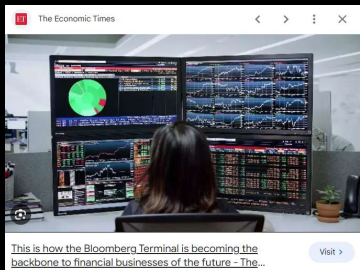


USA+4 DMAs – P18+ who Drank GATORADE in the past 7 days!

Complete Demographic & Media Use Profiles



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



GATORADE®



pepsico

Vanguard®

BlackRock®



P18+



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

Sports drinks drank past 7 days: Gatorade



22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
 Typical Adults 18 or older who Drank GATORADE in the past 7 days are 42.8 years old (12.4% younger than average) and have a \$90,085 (8.4% lower than average) annual household income.

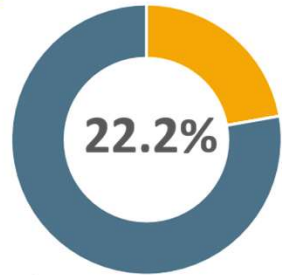


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Drank GATORADE in the past 7 days
 ■ Remainder of USA DMAs

Total Persons:

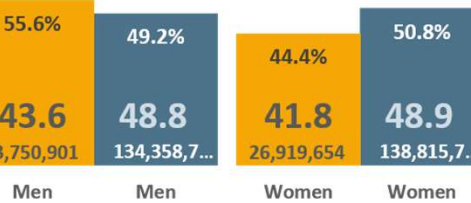
60,670,555

212,503,945

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

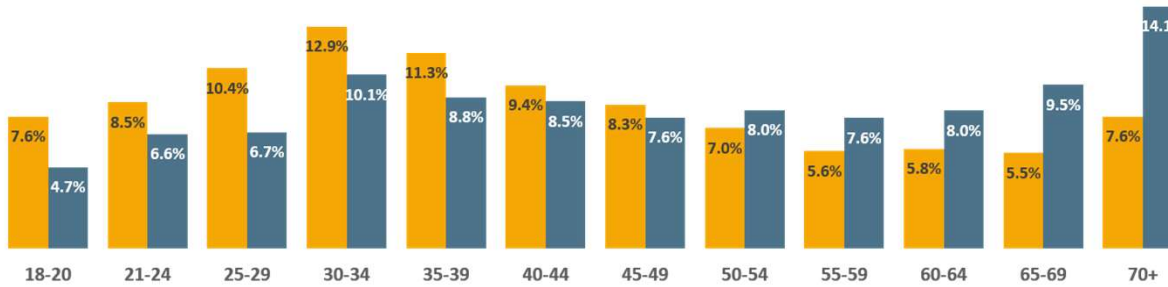
Average Age:

42.8

48.8

■ who Drank GATORADE in the past 7 days

■ USA



■ who Drank GATORADE in the past 7 days

■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection

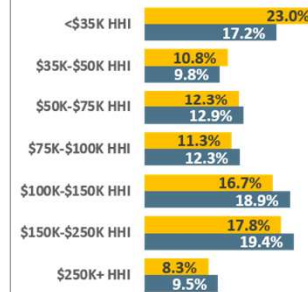
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$90,085

\$98,335



25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days.
Typical Adults 18 or older who Drank GATORADE in the past 7 days are 43.8 years old (9.4% younger than average) and have a \$106,191 (5.6% lower than average) annual household income.

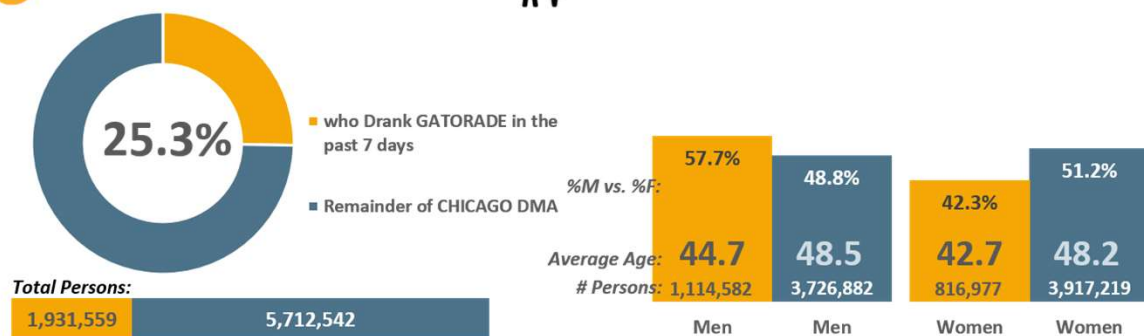


Percent of Market: Adults 18 or older

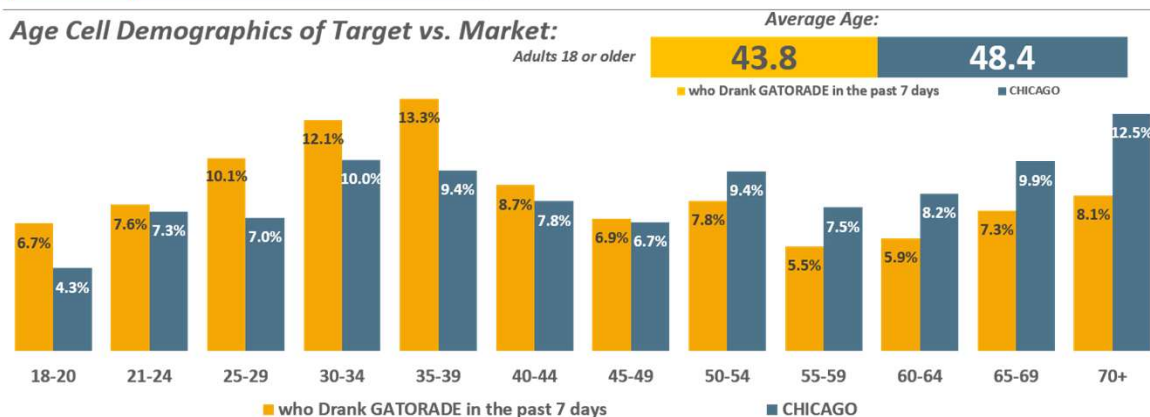


Gender of Target vs. Market: Adults 18 or older

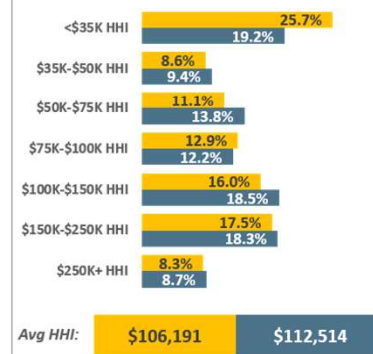
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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Sports drinks drank past 7 days: Gatorade



20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days.
Typical Adults 18 or older who Drank GATORADE in the past 7 days are 40.6 years old (15.3% younger than average) and have a \$125,610 (9.8% lower than average) annual household income.

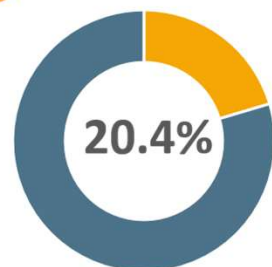


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

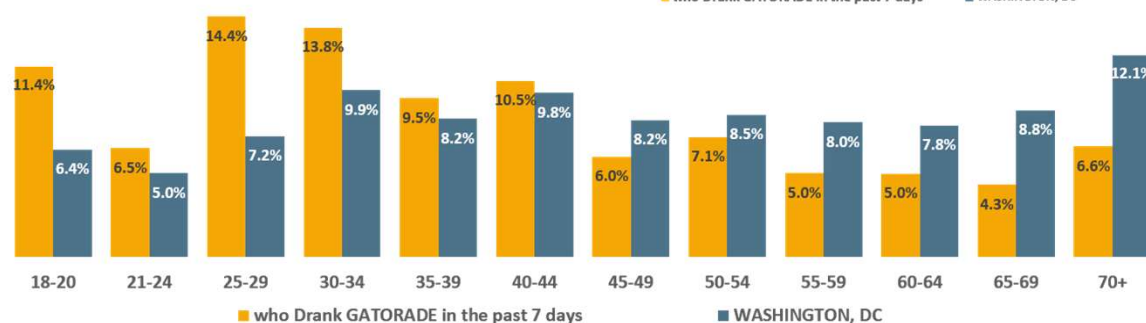
Total Persons:

1,179,347 4,597,424

	Men	Men	Women	Women
%M vs. %F:	54.8%	48.8%	45.2%	51.2%
Average Age:	41.2	47.8	40.1	48.2
# Persons:	646,623	2,816,689	532,724	2,960,082

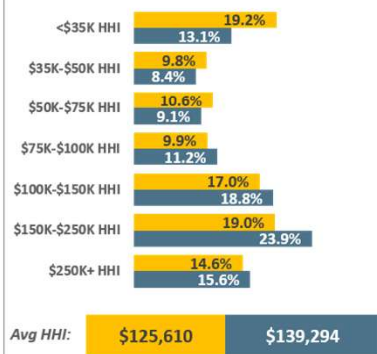
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age:
40.6	48.0
who Drank GATORADE in the past 7 days	WASHINGTON, DC



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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HHI of Target vs. Market:





19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days.
Typical Adults 18 or older who Drank GATORADE in the past 7 days are 41.8 years old (13.3% younger than average) and have a \$111,085 (13.7% lower than average) annual household income.

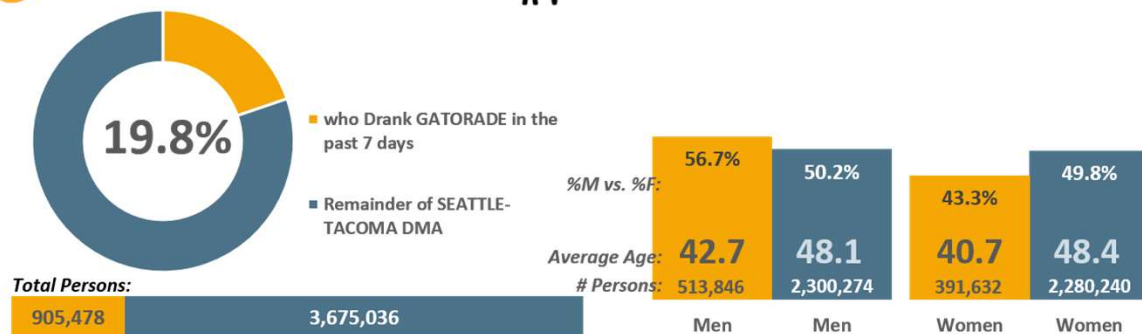


Percent of Market: Adults 18 or older

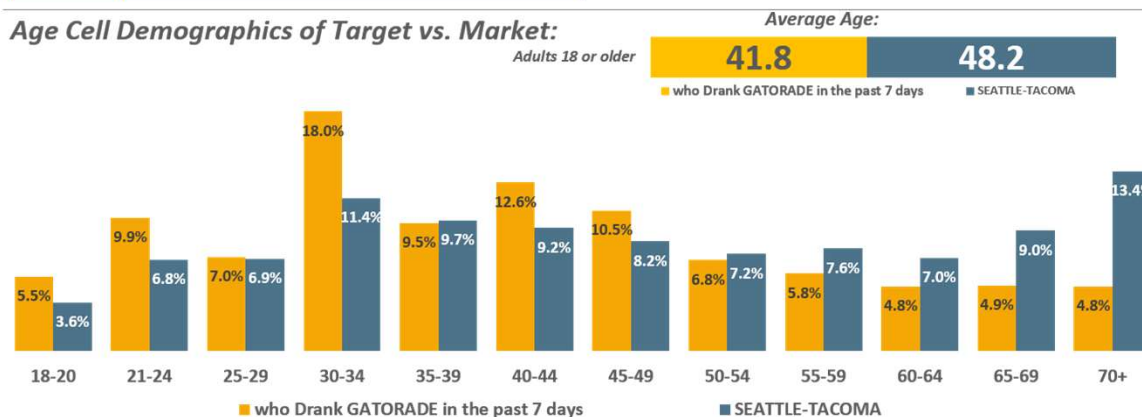


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

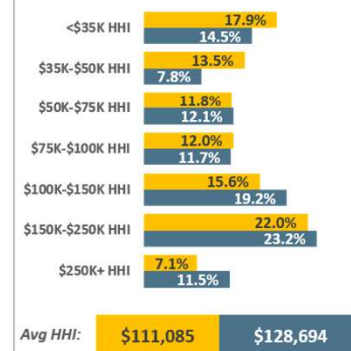


Age Cell Demographics of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 674
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HHI of Target vs. Market:

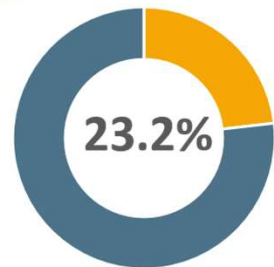




23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days.
 Typical Adults 18 or older who Drank GATORADE in the past 7 days are 42.6 years old (13.1% younger than average) and have a \$98,306 (8.2% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Drank GATORADE in the past 7 days
 ■ Remainder of PHOENIX DMA

Total Persons:

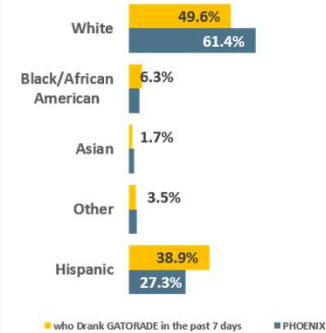
1,117,195 3,701,279



Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	54.4%	49.5%	45.6%	50.5%
Average Age:	42.6	48.7	42.6	49.2
# Persons:	607,992	2,386,757	509,203	2,431,717
	Men	Men	Women	Women

Ethnicity of Target vs. Market:



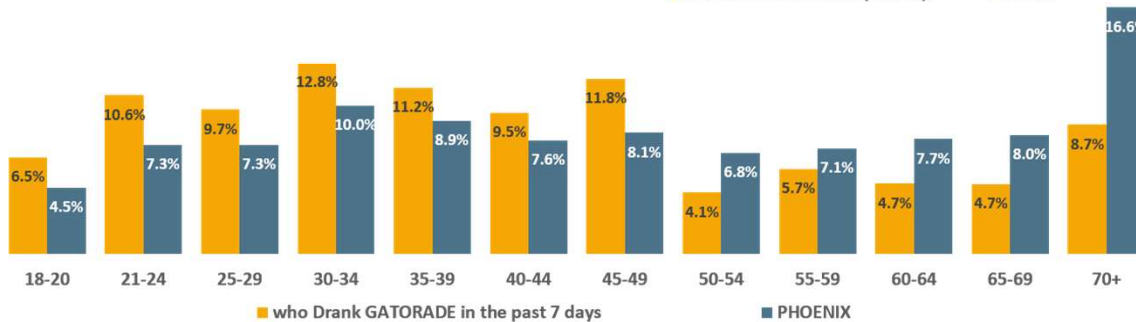
Age Cell Demographics of Target vs. Market:

Adults 18 or older

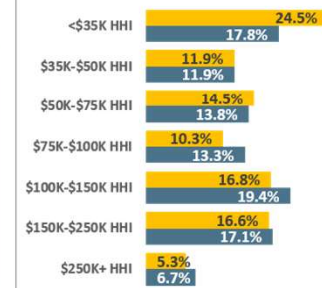
Average Age:

42.6 49.0

■ who Drank GATORADE in the past 7 days ■ PHOENIX



HHI of Target vs. Market:



Avg HHI:

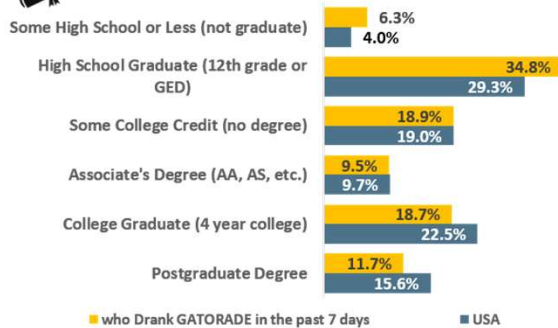
\$98,306 \$107,066



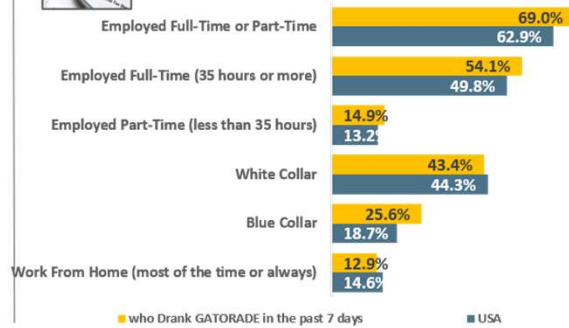
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 20.3% less likely to be a college graduate, 8.6% more likely to work full-time, 13.2% less likely to be married, 33.7% more likely to be a parent of 1 or more children under 18.



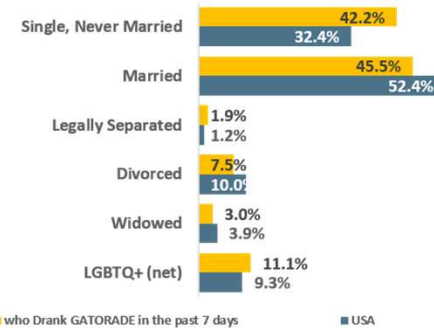
Education Levels: Adults 18 or older



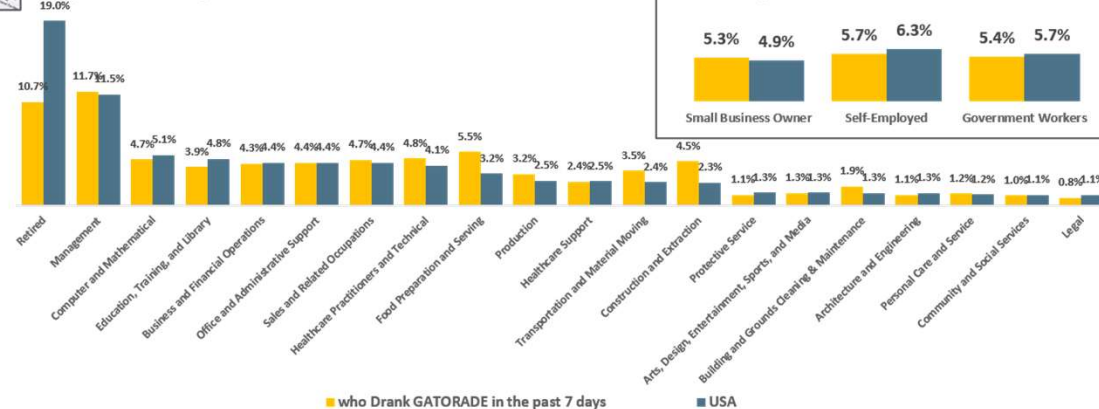
Employment: Adults 18 or older



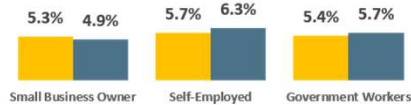
Marital Status: Adults 18 or older



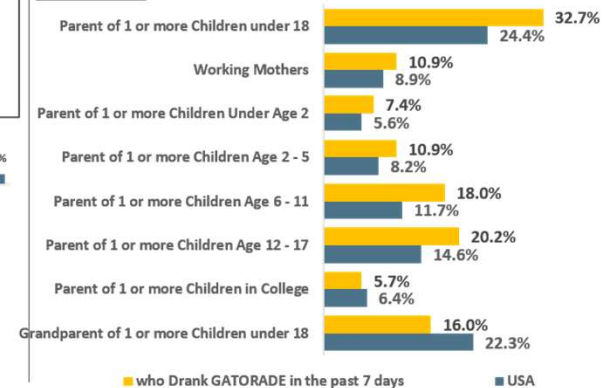
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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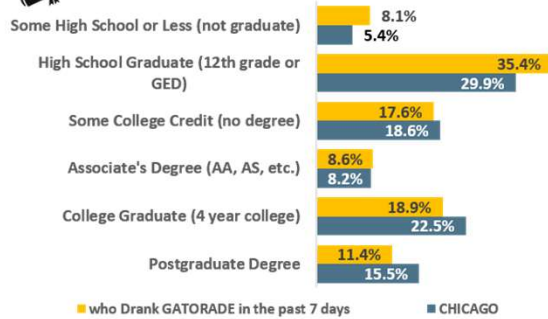
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



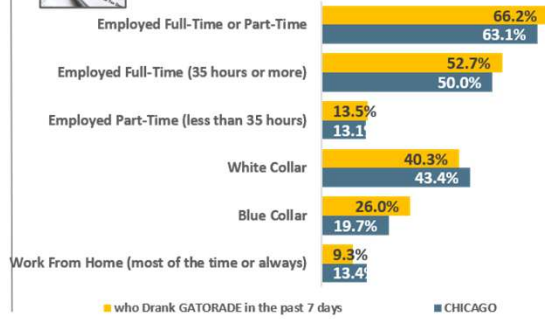
25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 19.9% less likely to be a college graduate, 5.5% more likely to work full-time, 8.1% less likely to be married, 36.6% more likely to be a parent of 1 or more children under 18.



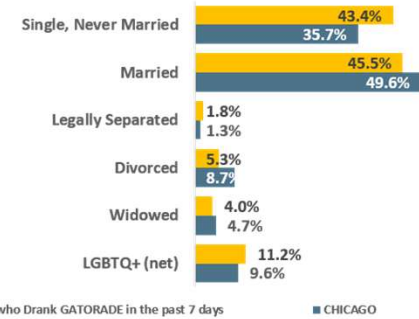
Education Levels: Adults 18 or older



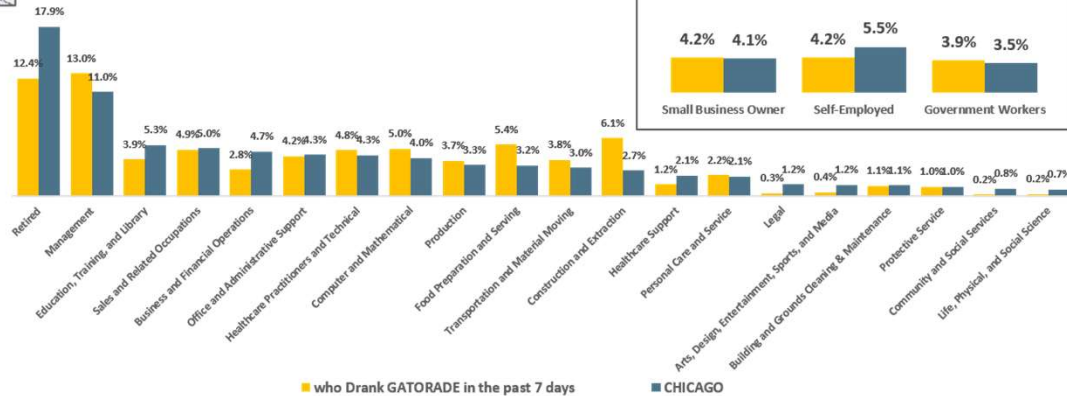
Employment: Adults 18 or older



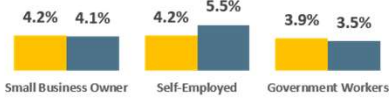
Marital Status: Adults 18 or older



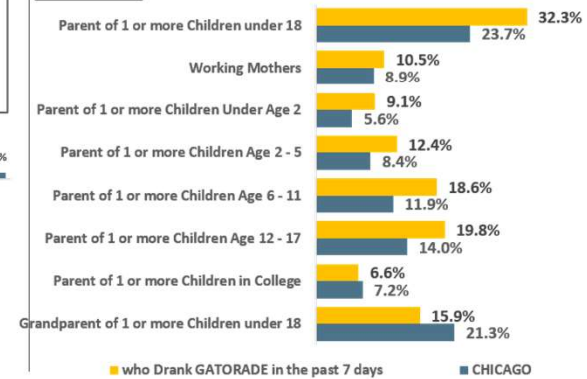
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

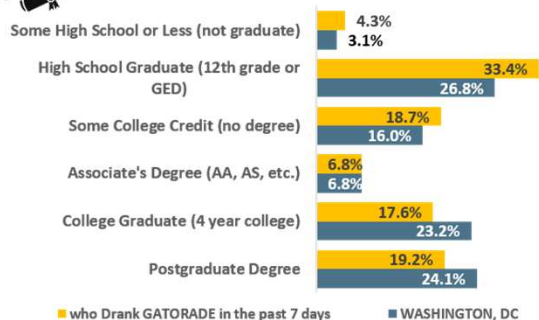




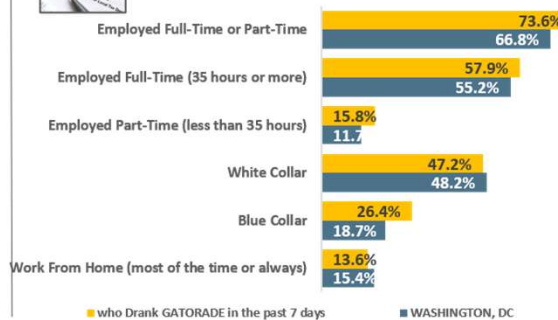
20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 22.3% less likely to be a college graduate, 4.9% more likely to work full-time, 12.3% less likely to be married, 19.3% more likely to be a parent of 1 or more children under 18.



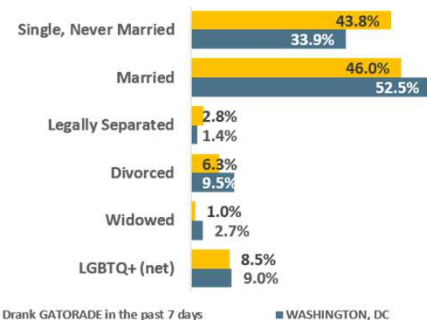
Education Levels: Adults 18 or older



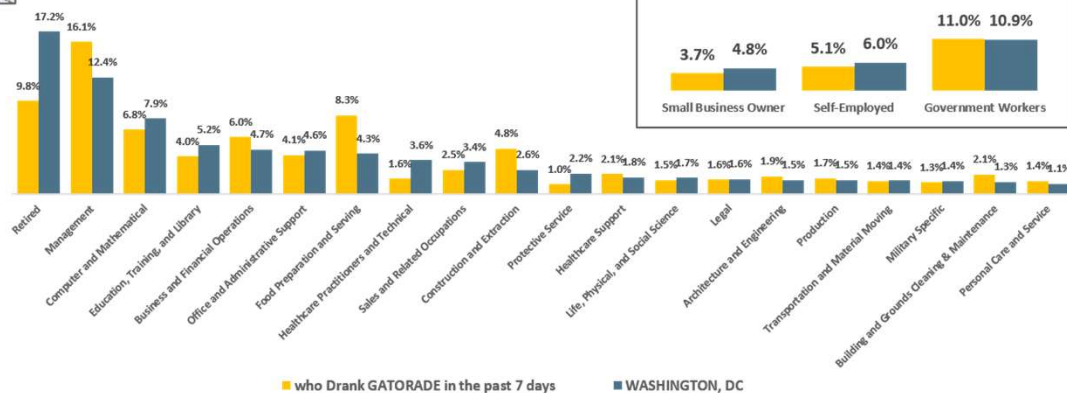
Employment: Adults 18 or older



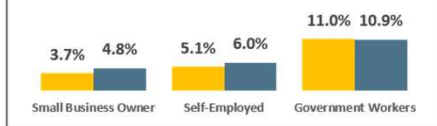
Marital Status: Adults 18 or older



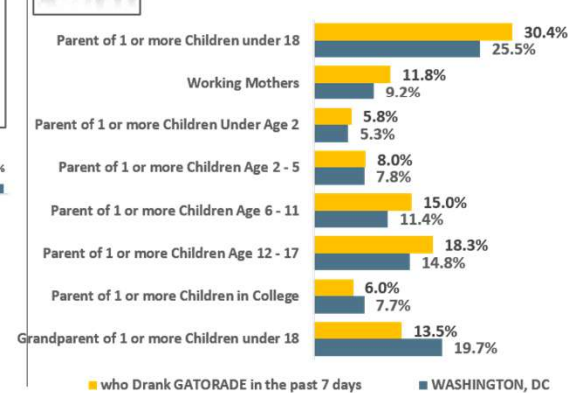
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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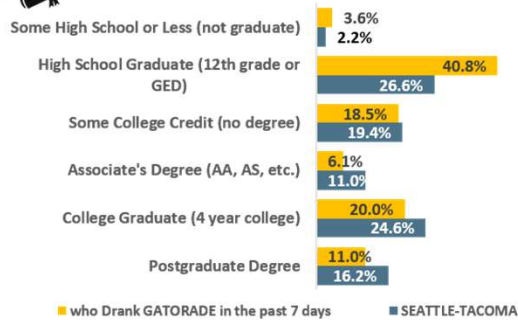
Sports drinks drank past 7 days: Gatorade



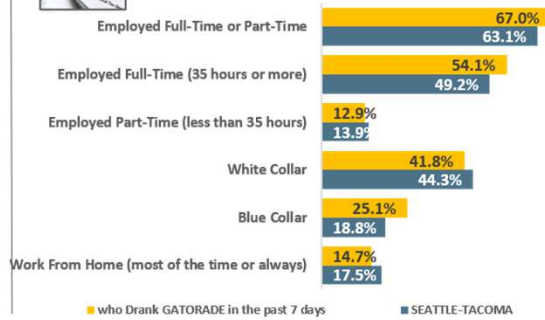
19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 24.3% less likely to be a college graduate, 10.% more likely to work full-time, 18.5% less likely to be married, 44.9% more likely to be a parent of 1 or more children under 18.



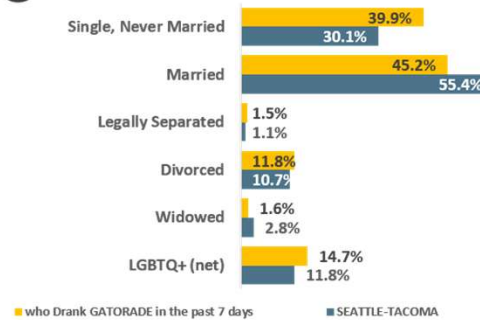
Education Levels: Adults 18 or older



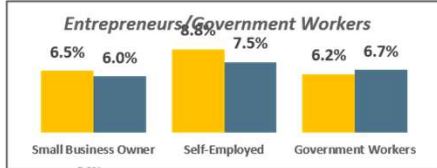
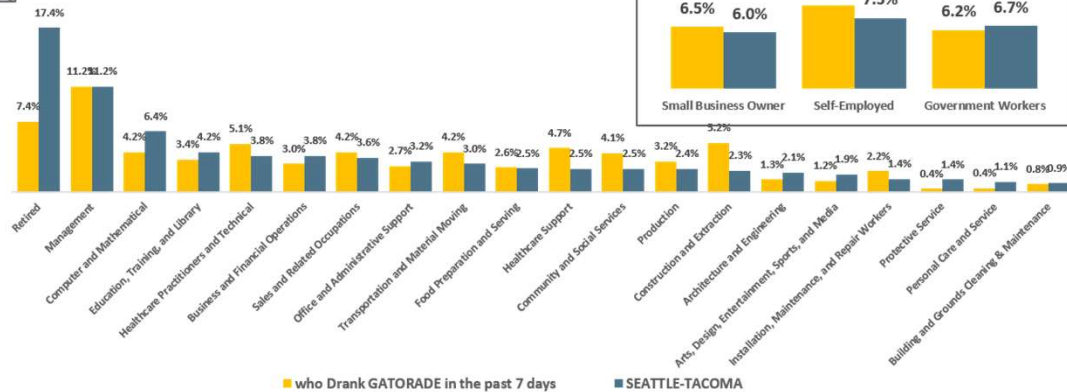
Employment: Adults 18 or older



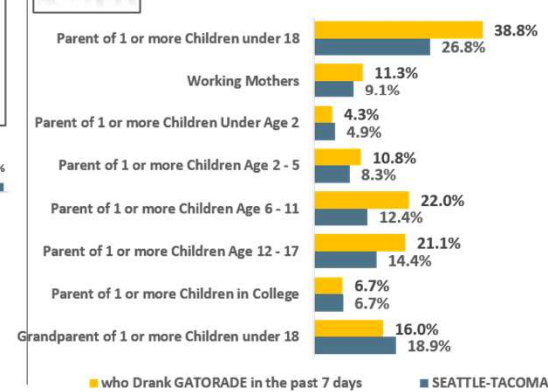
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

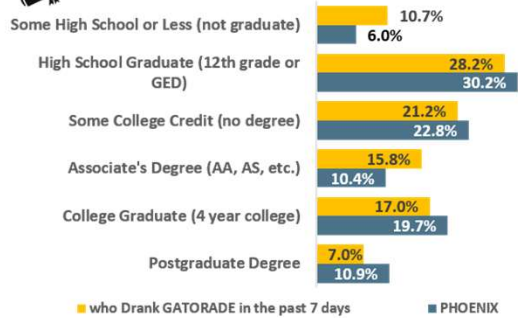




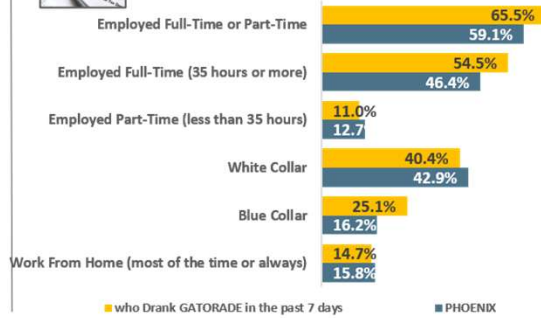
23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 21.5% less likely to be a college graduate, 17.4% more likely to work full-time, 14.4% less likely to be married, 41.3% more likely to be a parent of 1 or more children under 18.



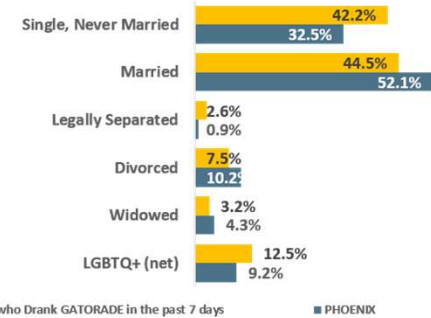
Education Levels: Adults 18 or older



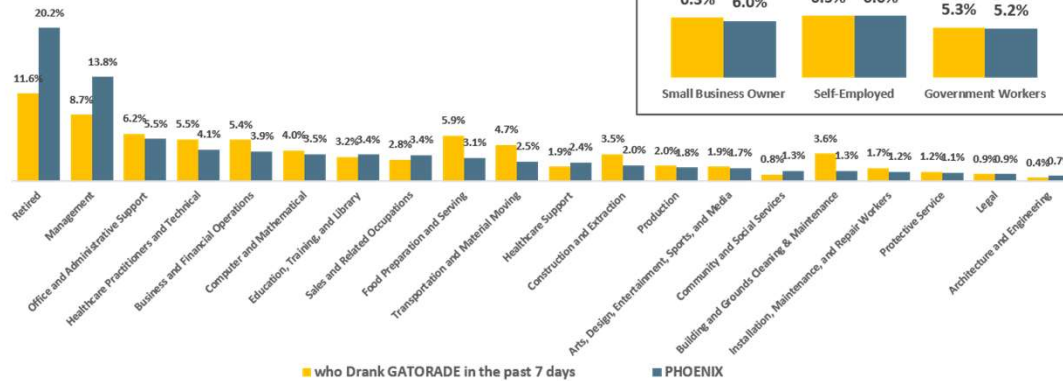
Employment: Adults 18 or older



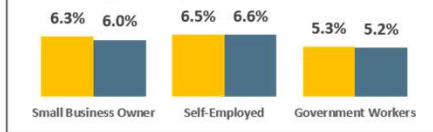
Marital Status: Adults 18 or older



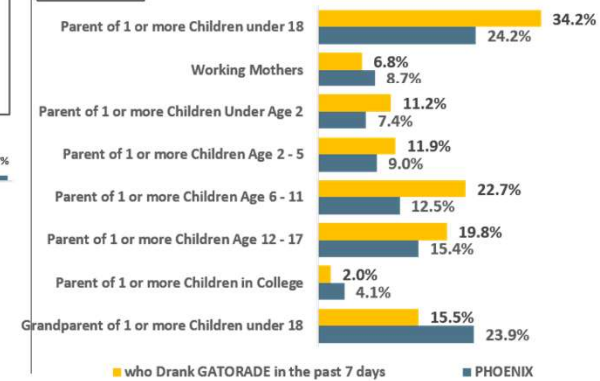
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



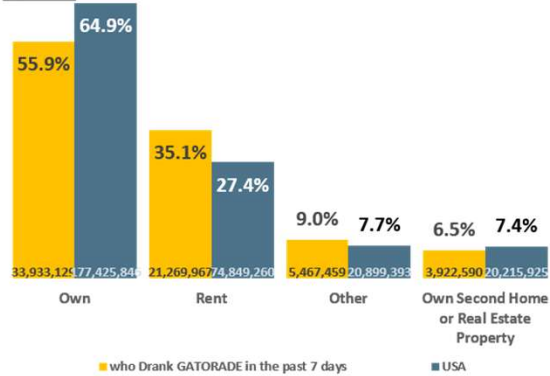
Stage in Life: Adults 18 or older



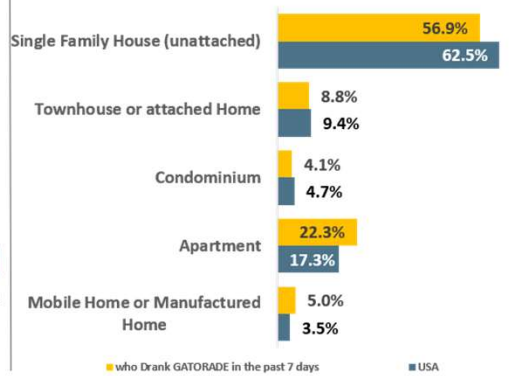


22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 13.9% less likely to own their home,
12.1% more likely to own a higher valued home, 8.9% less likely to have a single-family home, 11.9%
more likely to have a dog.

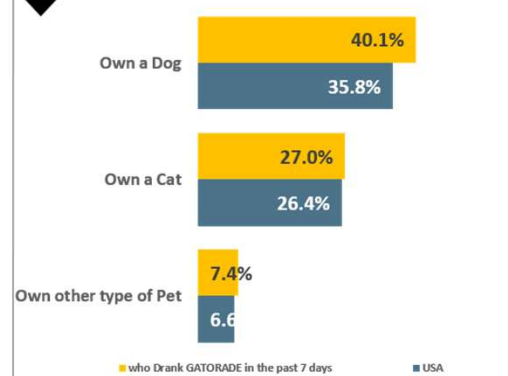
Own/Rent/Other: Adults 18 or older



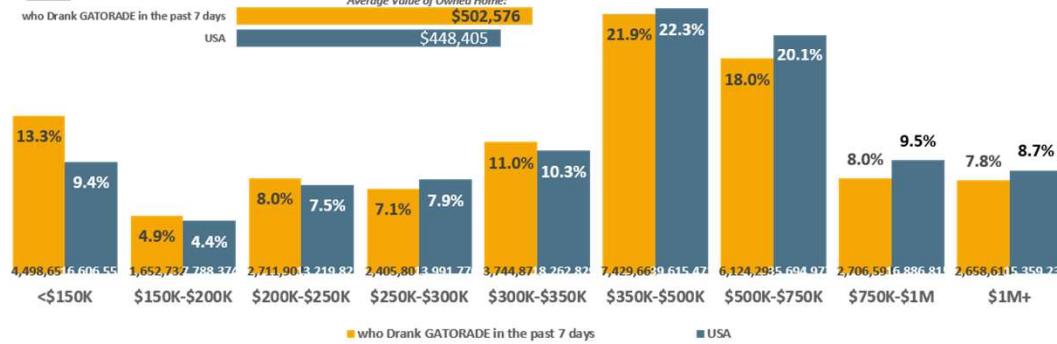
Type of Home: Adults 18 or older



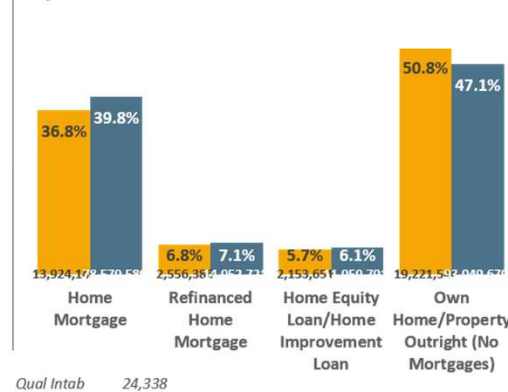
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

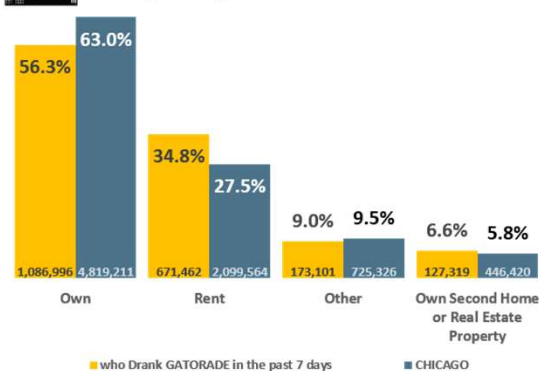


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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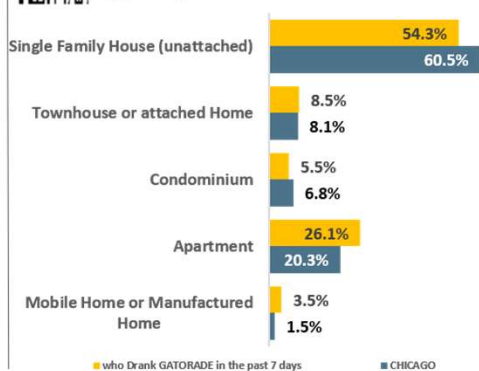


25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 10.7% less likely to own their home, 4.1% more likely to own a higher valued home, 10.3% less likely to have a single-family home, 5.2% more likely to have a dog.

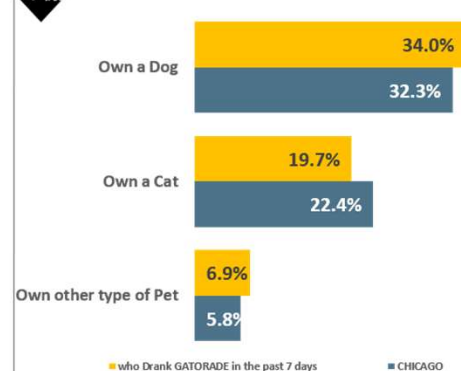
Own/Rent/Other: Adults 18 or older



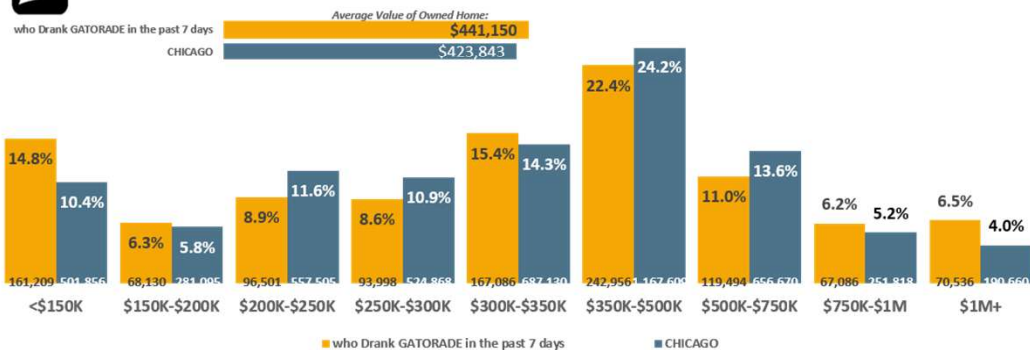
Type of Home: Adults 18 or older



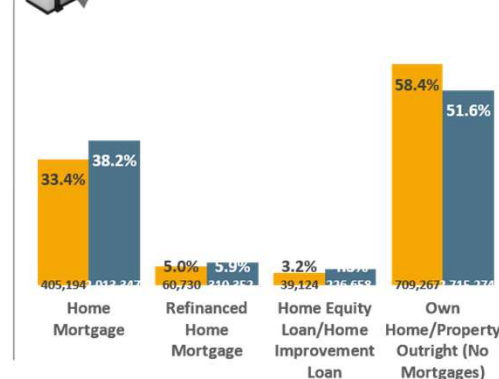
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



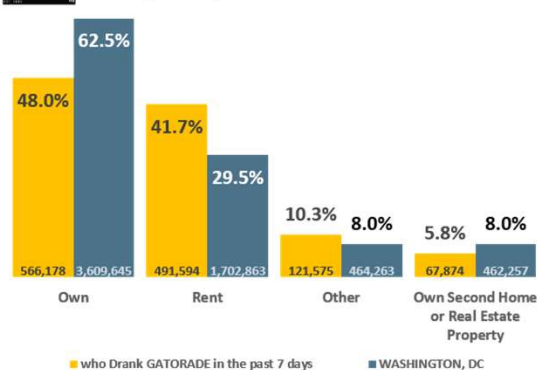
Home Loans: Adults 18 or older



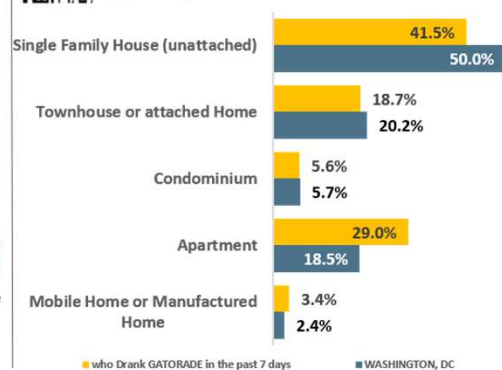


20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 23.2% less likely to own their home, 10.6% more likely to own a lower valued home, 17.% less likely to have a single-family home, 12.9% more likely to have a dog.

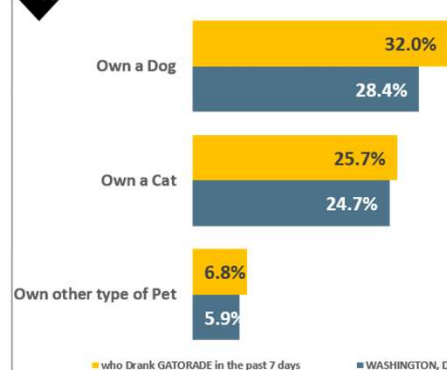
Own/Rent/Other: Adults 18 or older



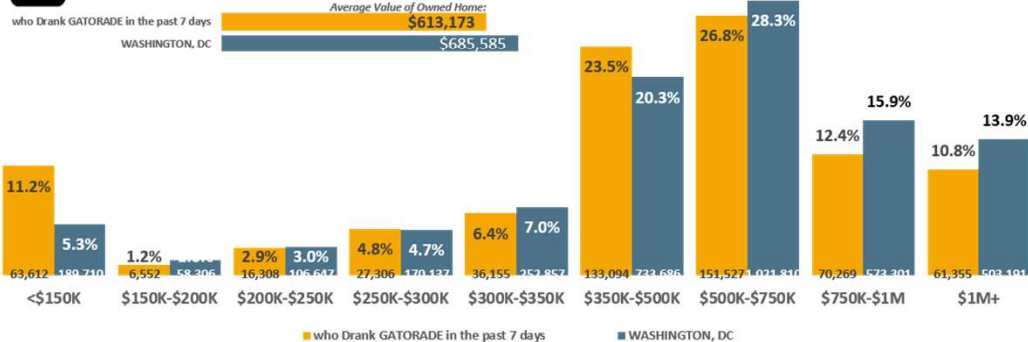
Type of Home: Adults 18 or older



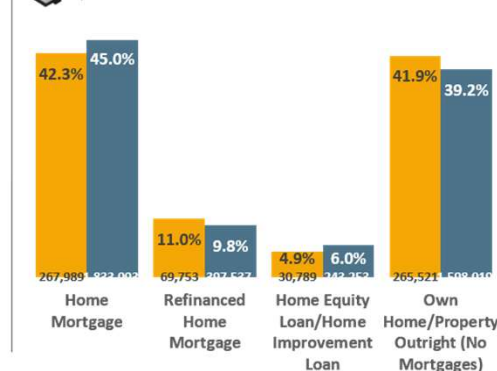
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



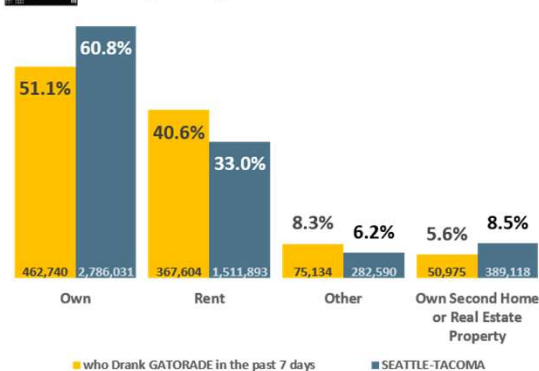
Home Loans: Adults 18 or older



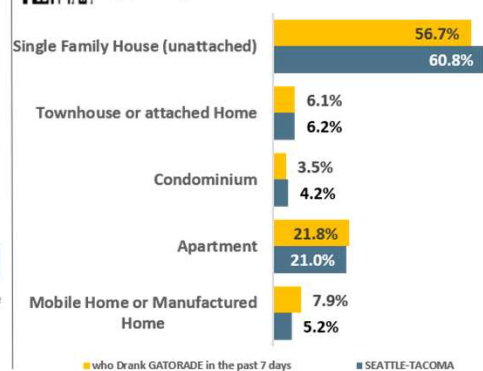


19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 16.% less likely to own their home, 17.% more likely to own a lower valued home, 6.7% less likely to have a single-family home, 25.8% more likely to have a dog.

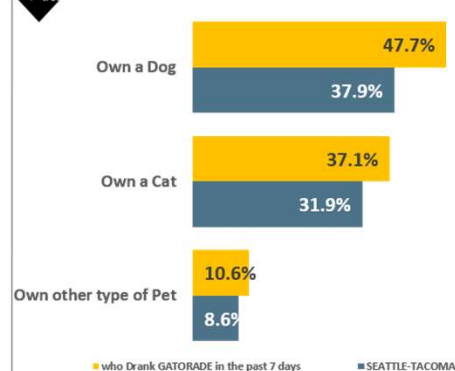
Own/Rent/Other: Adults 18 or older



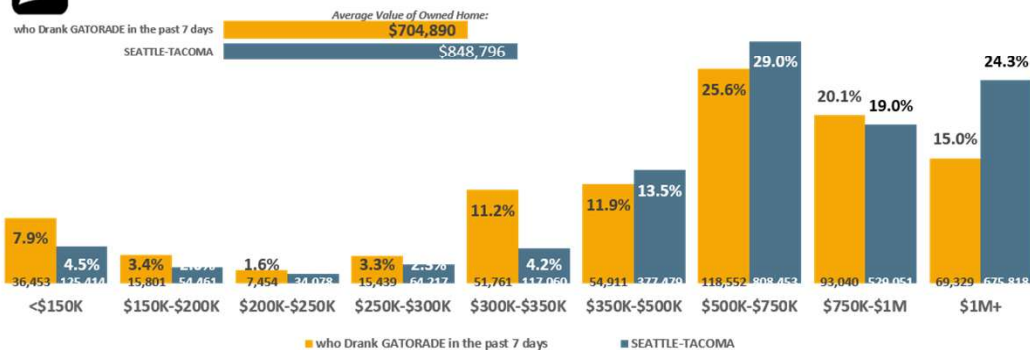
Type of Home: Adults 18 or older



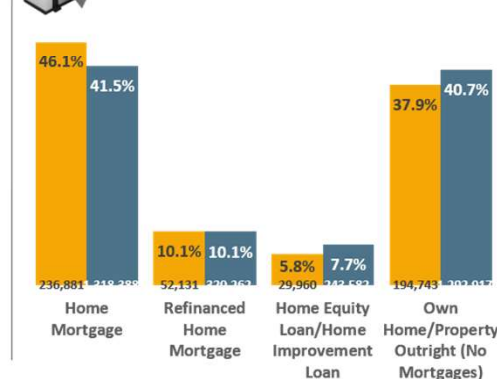
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



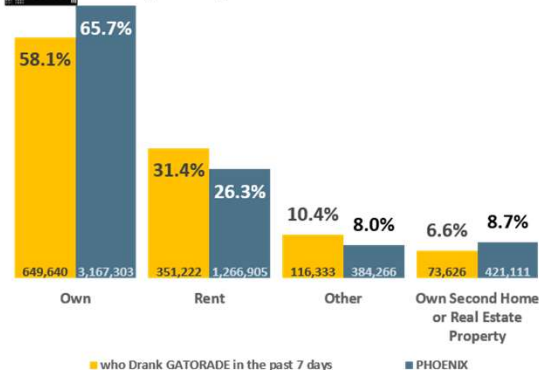
Home Loans: Adults 18 or older



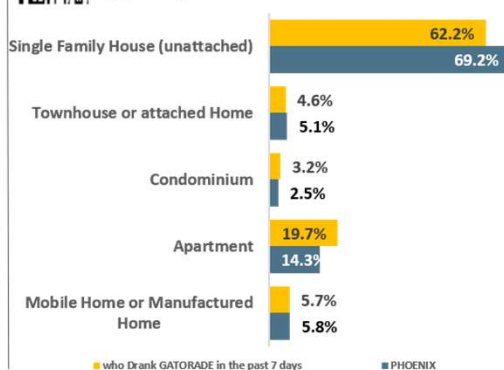


23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 11.5% less likely to own their home, 7.1% more likely to own a lower valued home, 10.2% less likely to have a single-family home, 17.7% more likely to have a dog.

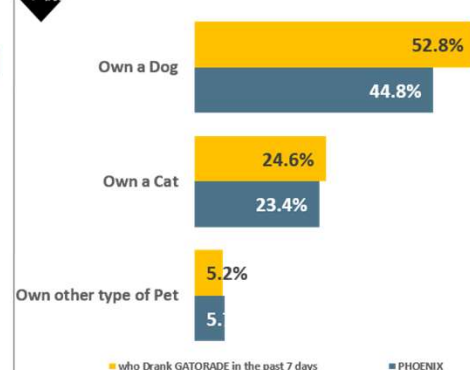
Own/Rent/Other: Adults 18 or older



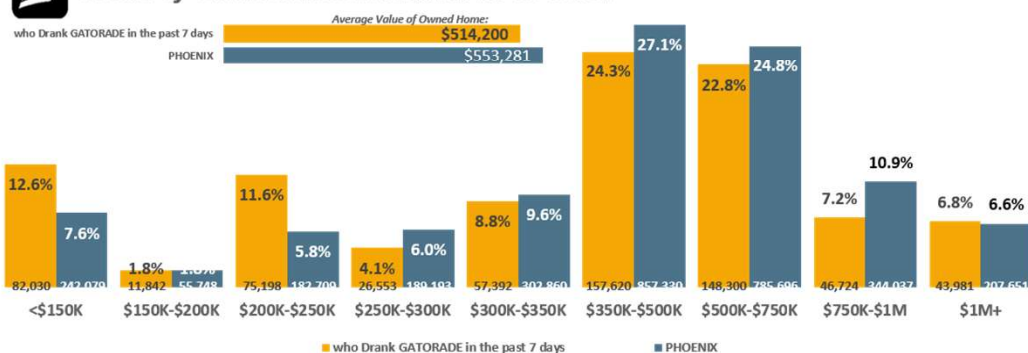
Type of Home: Adults 18 or older



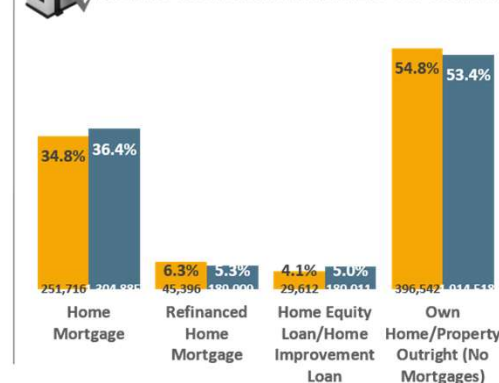
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

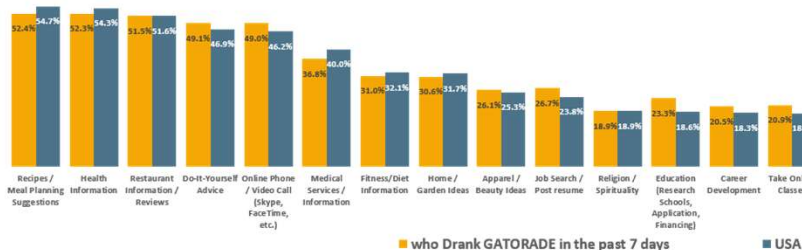




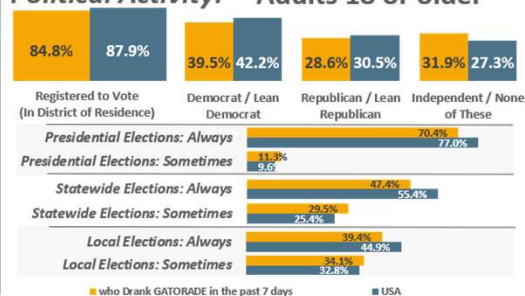
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
 Adults 18 or older who Drank GATORADE in the past 7 days are 4.6% more likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 8.5% more likely to belong to a gym, 7.0% more likely to fly domestic past yr.



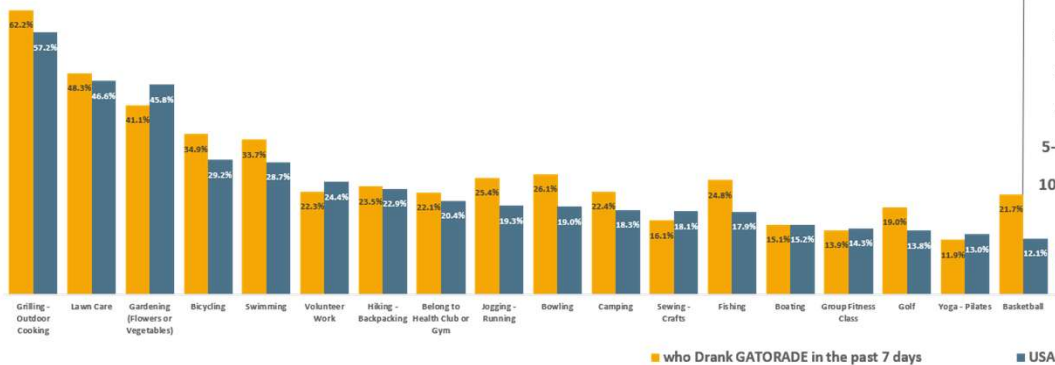
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



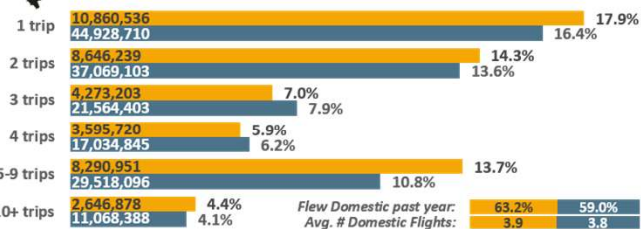
Political Activity: Adults 18 or older



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



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

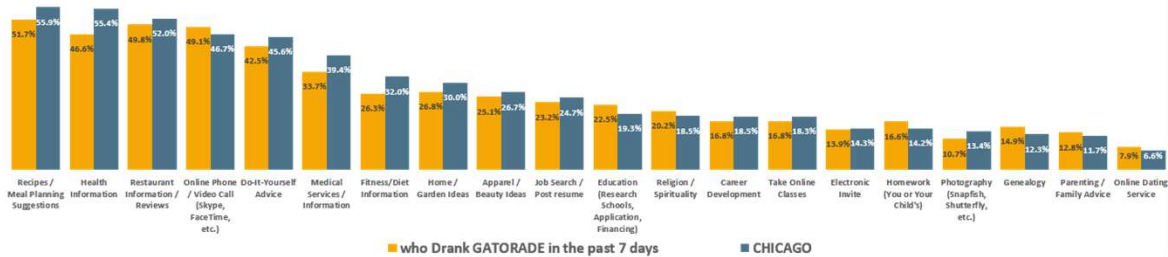




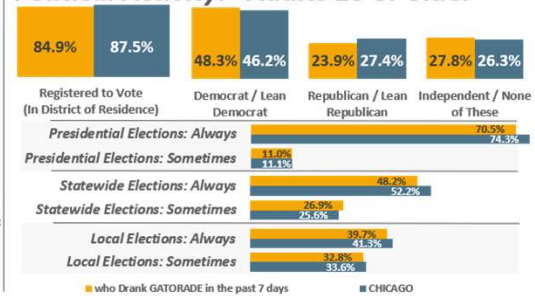
25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days.
 Adults 18 or older who Drank GATORADE in the past 7 days are 6.7% less likely to look up D-I-Y advice online, 3.9% less likely to always vote in local elections, 5.4% more likely to belong to a gym, 8.3% more likely to fly domestic past yr.



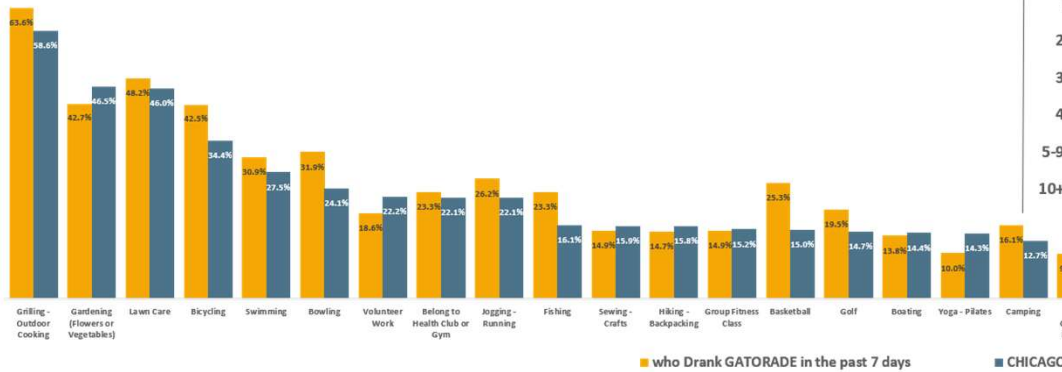
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



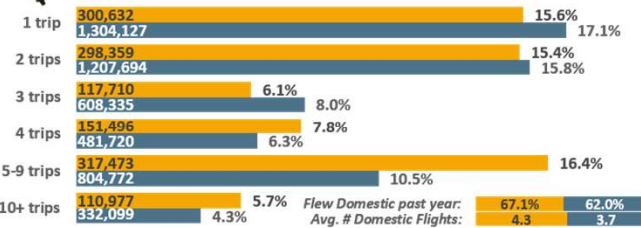
Political Activity: Adults 18 or older



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



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



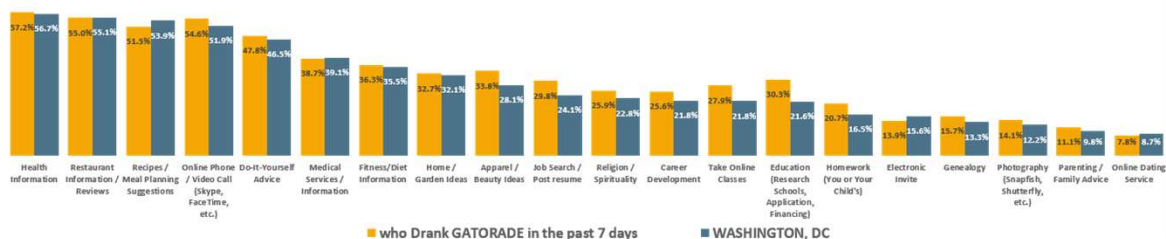
Flew Domestic past year: 67.1%
 Avg. # Domestic Flights: 4.3



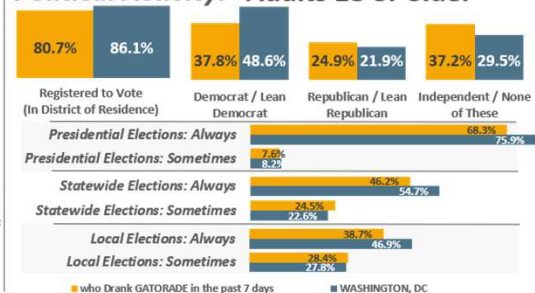
20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 2.8% more likely to look up D-I-Y advice online, 17.6% less likely to always vote in local elections, 23.7% more likely to belong to a gym, 14.3% more likely to fly domestic past yr.



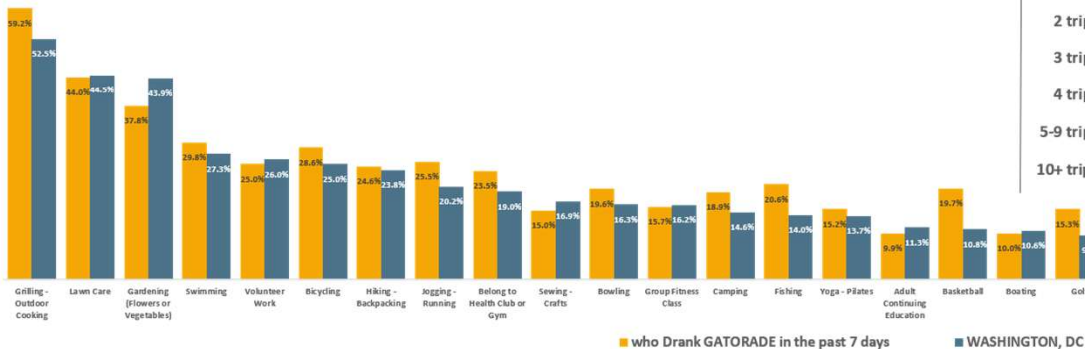
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



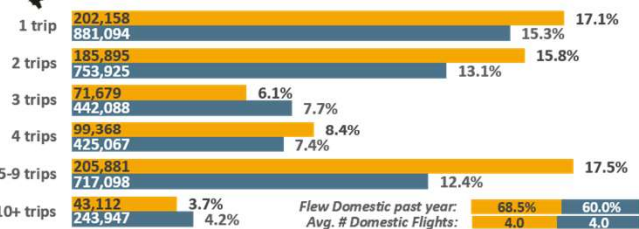
Political Activity: Adults 18 or older



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



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

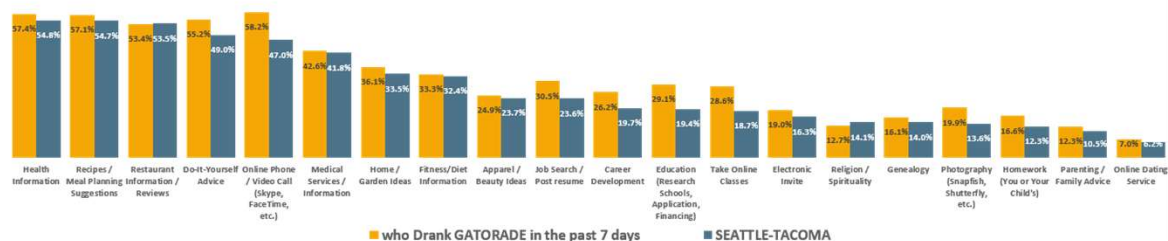




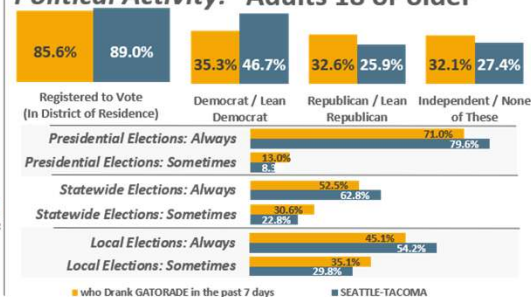
19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 12.6% more likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, .4% less likely to belong to a gym, 5.8% more likely to fly domestic past yr.



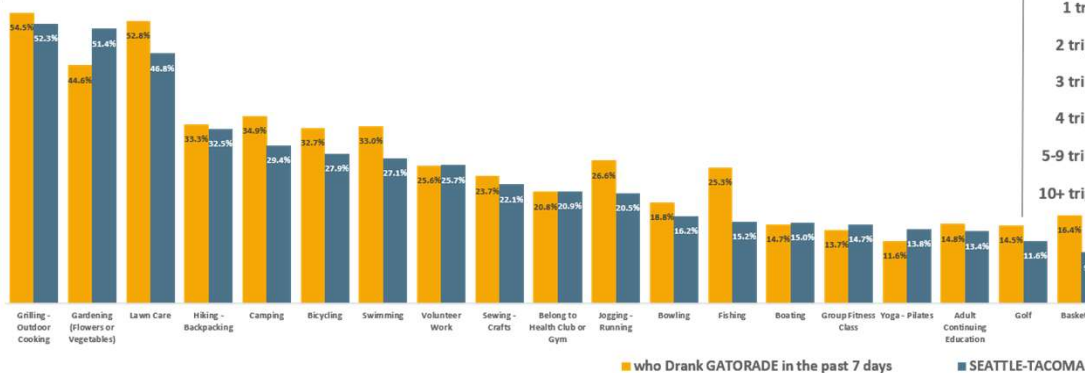
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



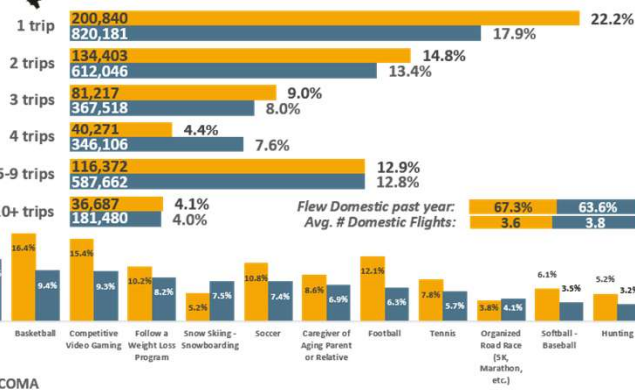
Political Activity: Adults 18 or older



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



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

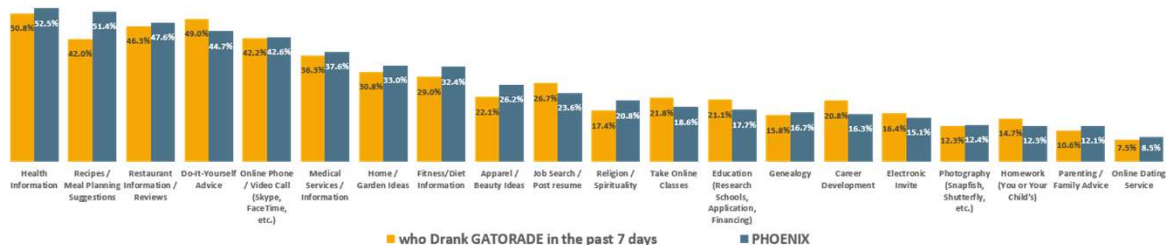




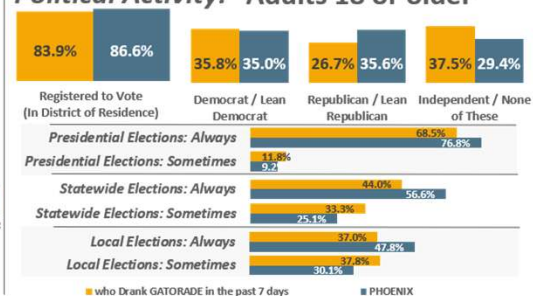
23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days.
 Adults 18 or older who Drank GATORADE in the past 7 days are 9.6% more likely to look up D-I-Y advice online, 22.5% less likely to always vote in local elections, 6.6% less likely to belong to a gym, 1.4% less likely to fly domestic past yr.



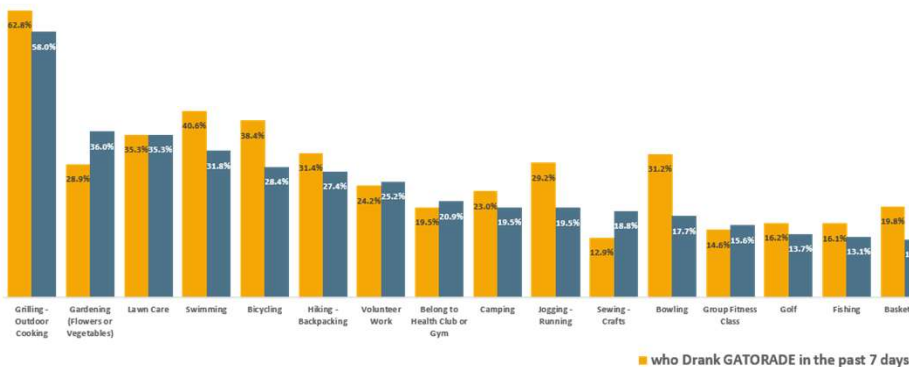
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



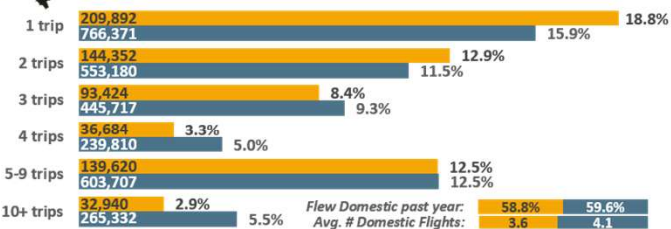
Political Activity: Adults 18 or older



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



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

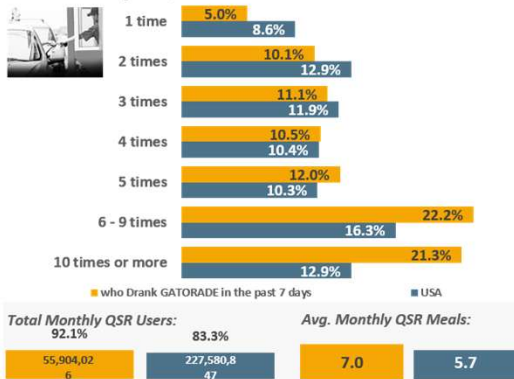


Flew Domestic past year: 58.8%
 Avg. # Domestic Flights: 3.6

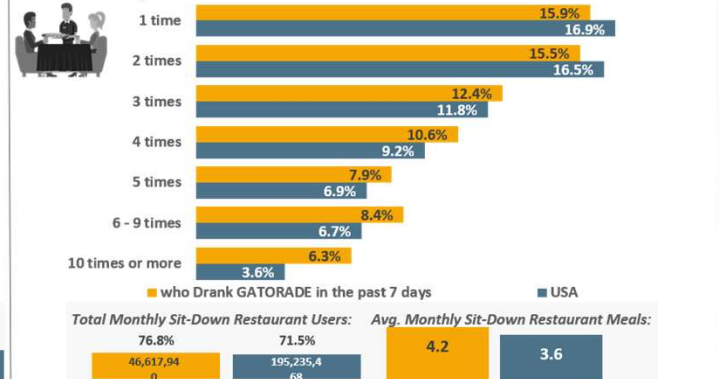


22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 10.6% more likely to use QSRs past mo.,
7.5% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 51.9% more likely to smoke cigarettes.

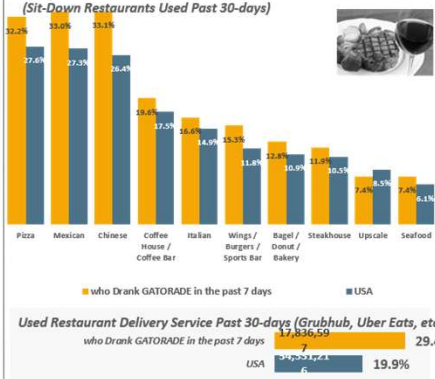
Past 30-days QSR Users: Adults 18 or older



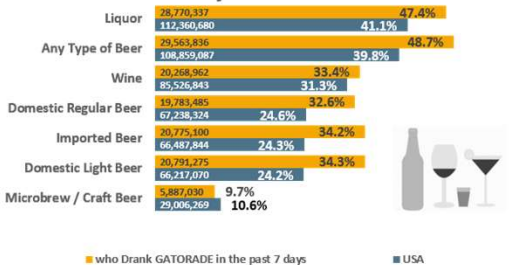
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



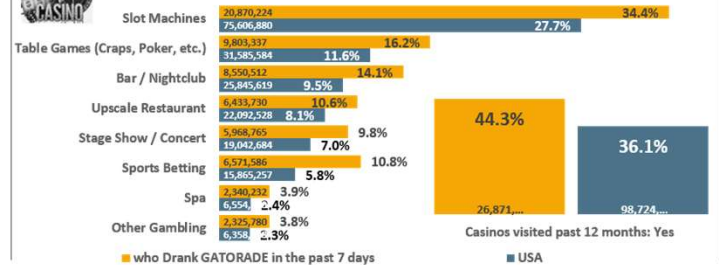
Top-10 Cuisines: Adults 18 or older



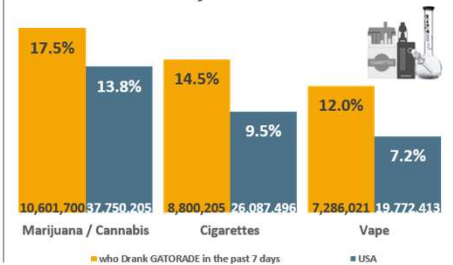
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



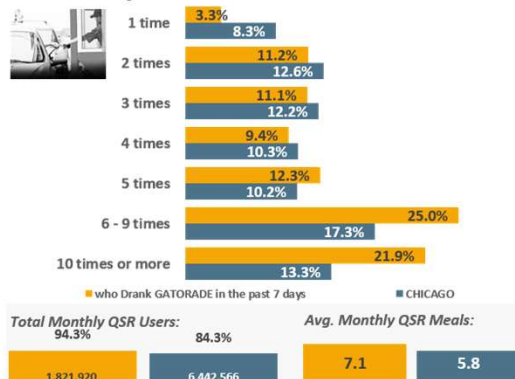
Used Past 30-days: Adults 18 or older



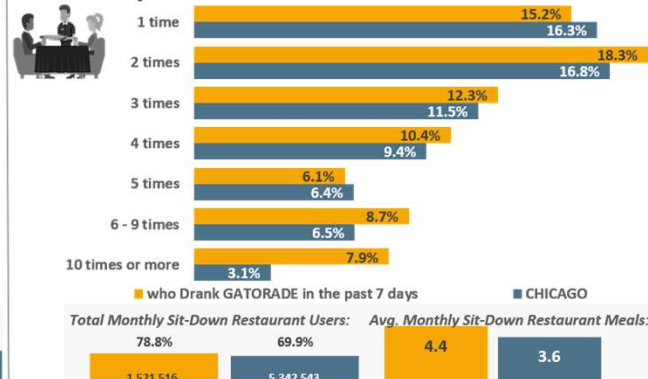


25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 11.9% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 22.4% more likely to use Casinos past yr, 69.% more likely to smoke cigarettes.

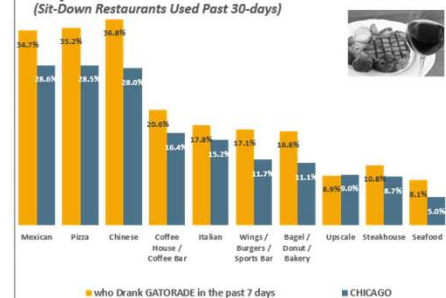
Past 30-days QSR Users: Adults 18 or older



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

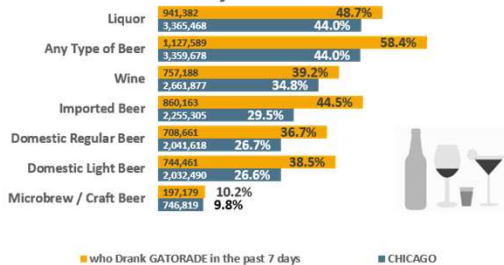


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

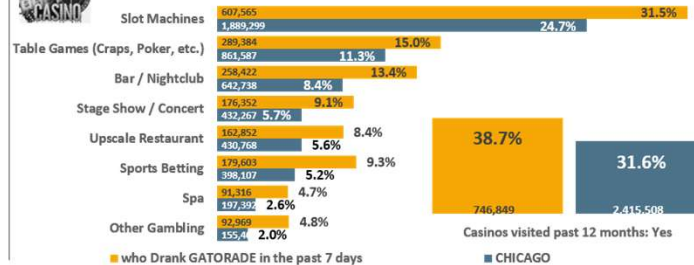


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Drank GATORADE in the past 7 days: 608,169 (31.5%)
CHICAGO: 1,679,594 (22.0%)

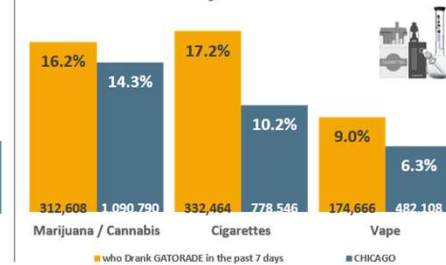
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



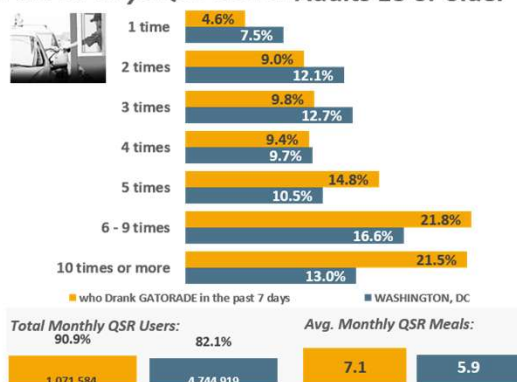
Used Past 30-days: Adults 18 or older



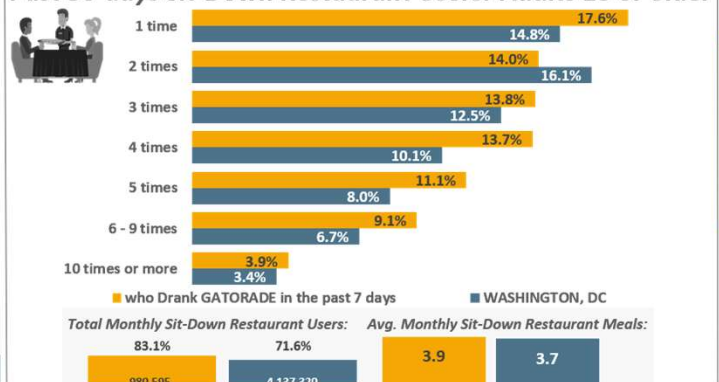


20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 10.6% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 34.5% more likely to use Casinos past yr, 7.1% more likely to smoke cigarettes.

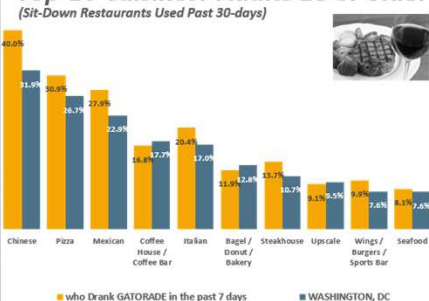
Past 30-days QSR Users: Adults 18 or older



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

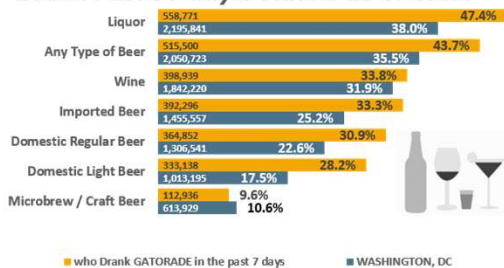


Top-10 Cuisines: Adults 18 or older

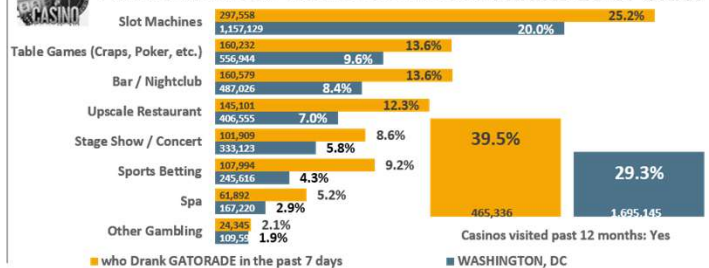


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Drank GATORADE in the past 7 days: 404,096 (34.3%)
WASHINGTON, DC: 1,468,075 (25.4%)

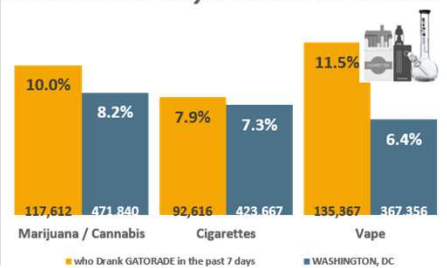
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



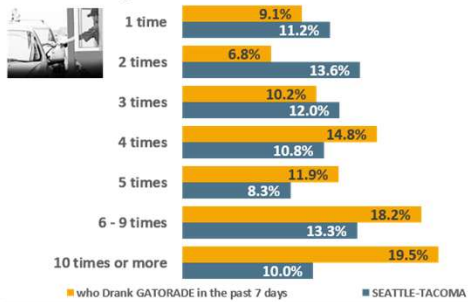
Used Past 30-days: Adults 18 or older



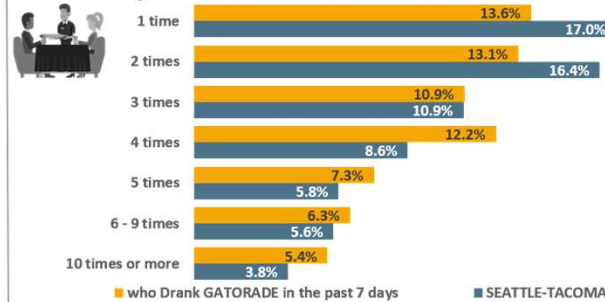


19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 14.5% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 48.3% more likely to use Casinos past yr., 88.2% more likely to smoke cigarettes.

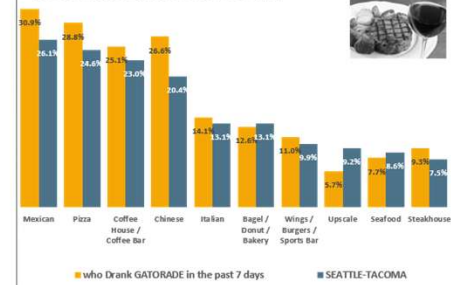
Past 30-days QSR Users: Adults 18 or older



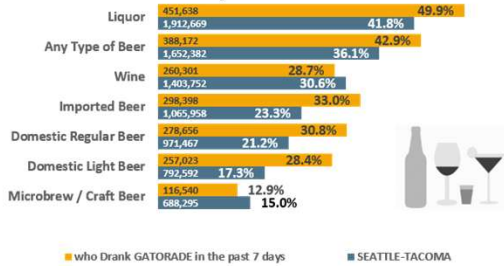
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



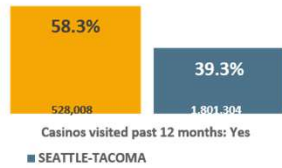
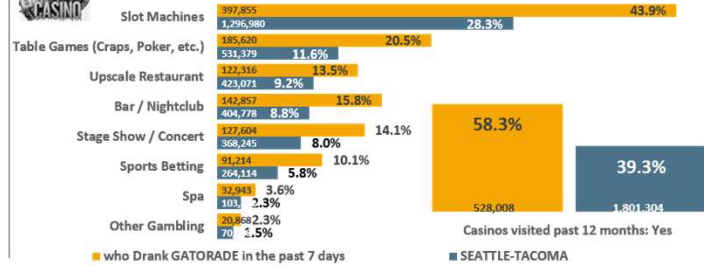
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



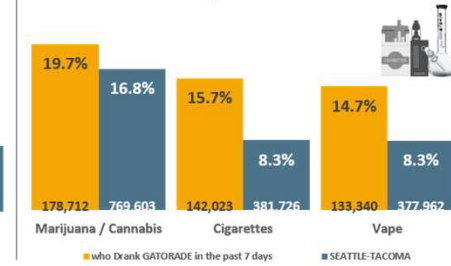
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



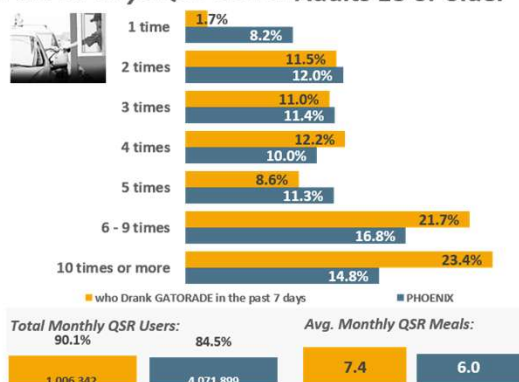
Used Past 30-days: Adults 18 or older



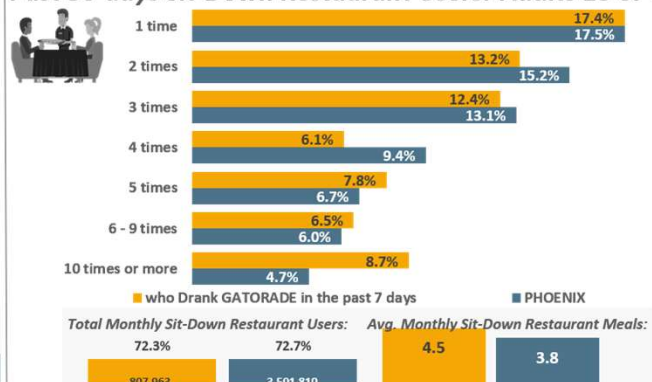


23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 6.6% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 17.9% more likely to smoke cigarettes.

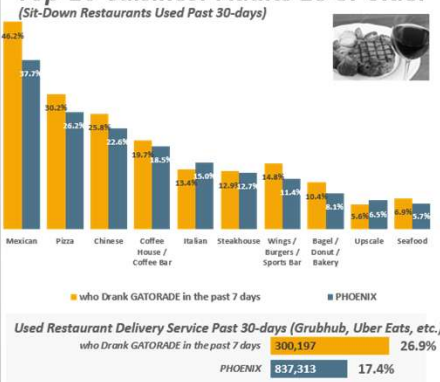
Past 30-days QSR Users: Adults 18 or older



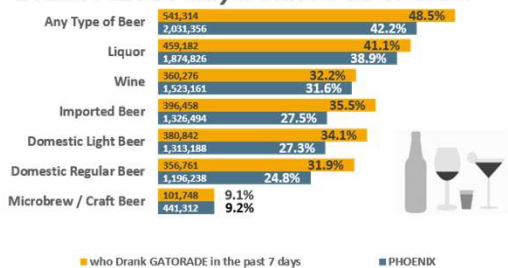
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



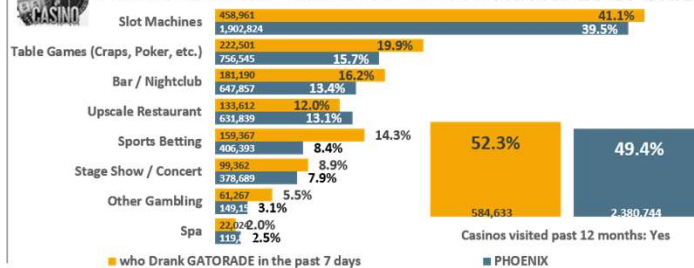
Top-10 Cuisines: Adults 18 or older



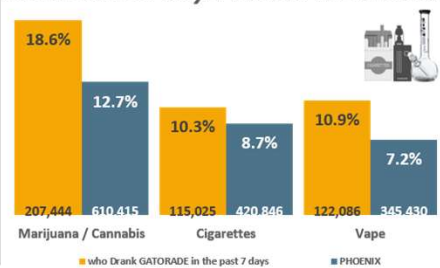
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





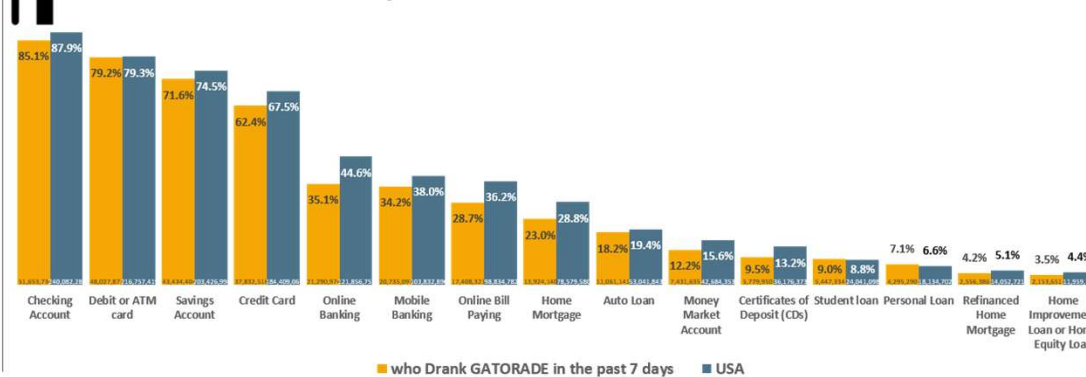
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 3.5% less likely to have a 401K, 6.1% less likely to have an Auto Loan, 7.7% less likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



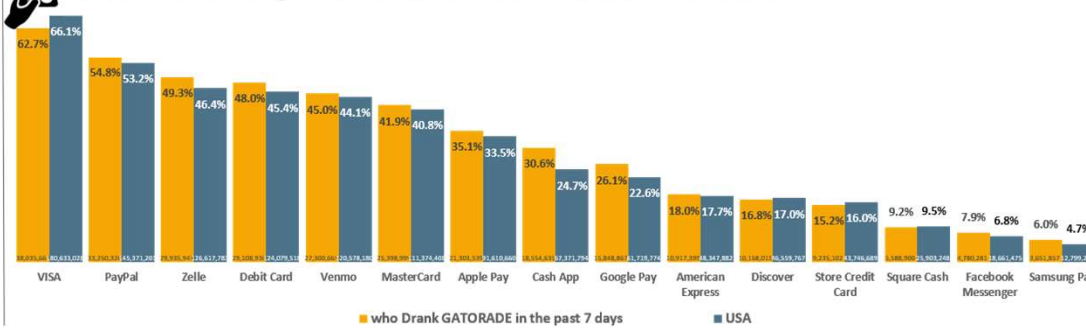
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

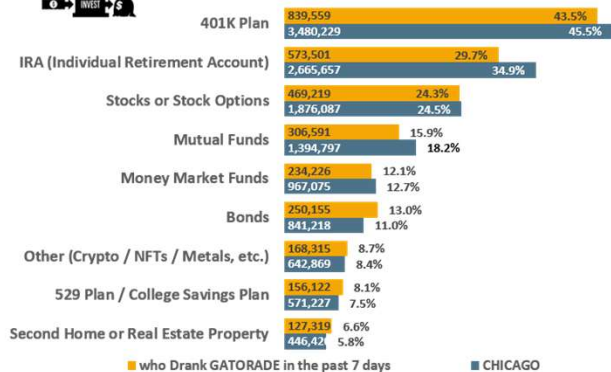




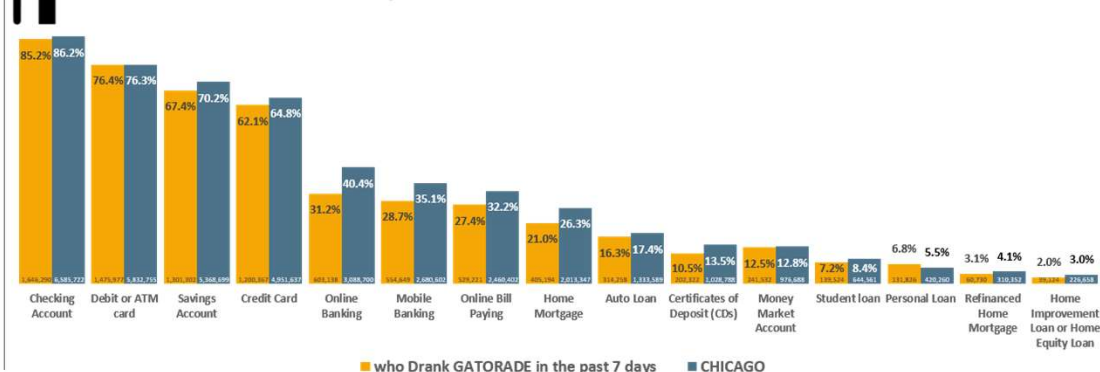
25.3% or 1,931,559 of CHICAGO DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 4.5% less likely to have a 401K, 6.7% less likely to have an Auto Loan, 4.7% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



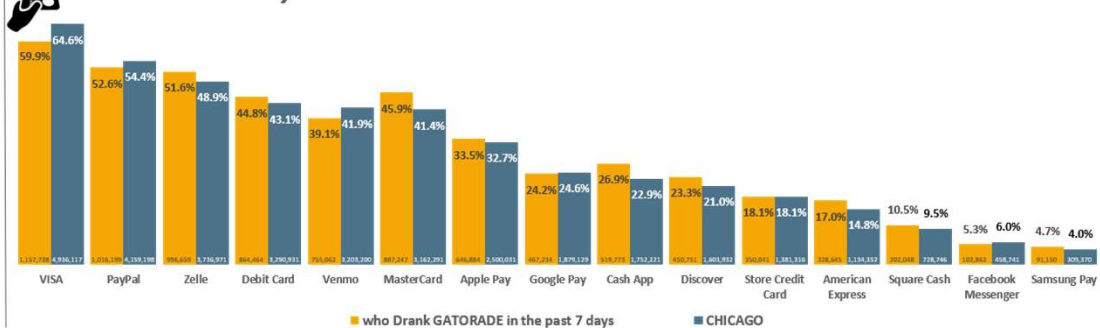
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

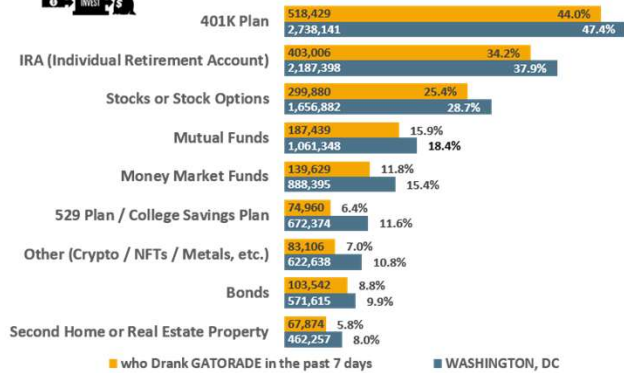




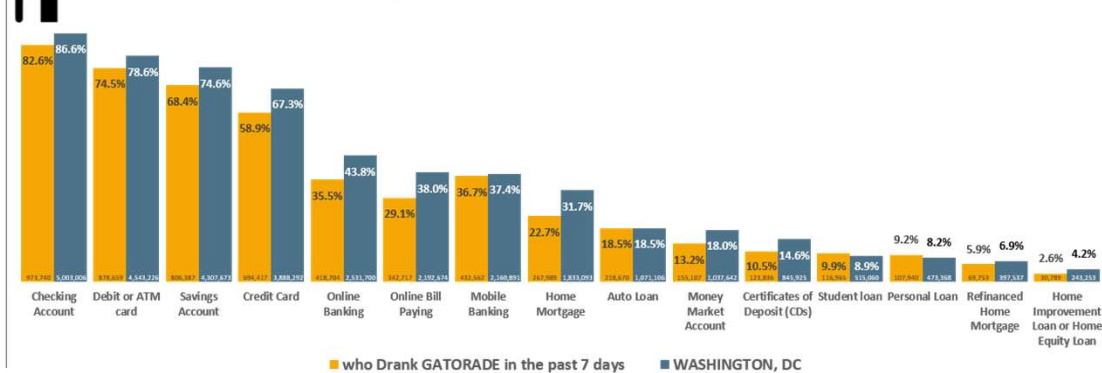
20.4% or 1,179,347 of WASHINGTON, DC DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 7.3% less likely to have a 401K, .% more likely to have an Auto Loan, 5.9% less likely to Invest/Trade Stocks Online, 1.5% less likely to pay with their Debit Card.



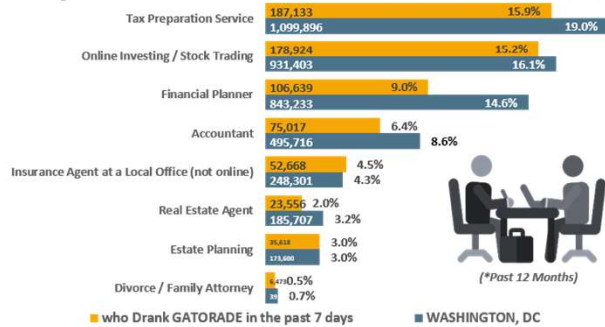
Investments Owned: Adults 18 or older



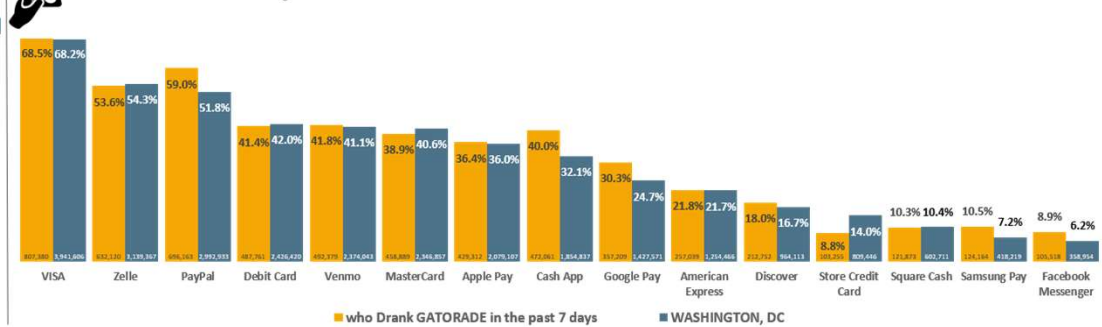
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

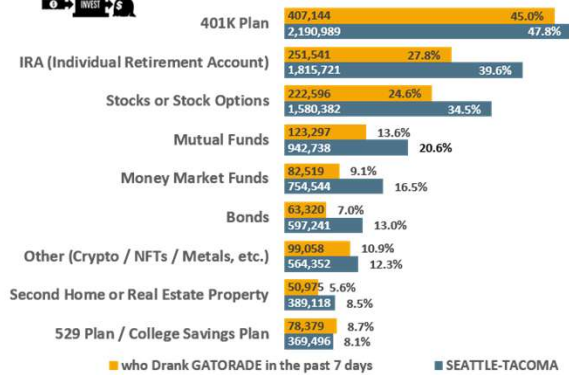




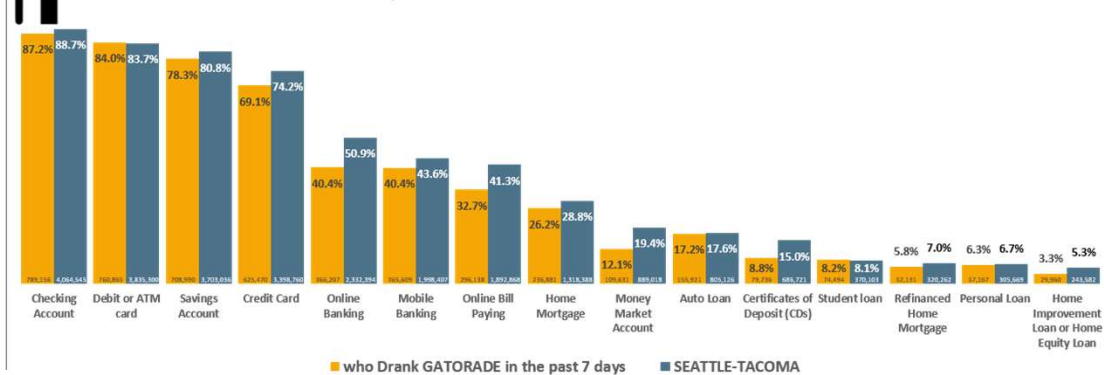
19.8% or 905,478 of SEATTLE-TACOMA DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 6.% less likely to have a 401K, 2.% less likely to have an Auto Loan, 18.3% less likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.



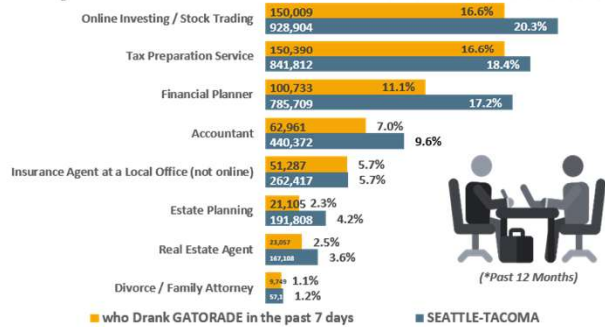
Investments Owned: Adults 18 or older



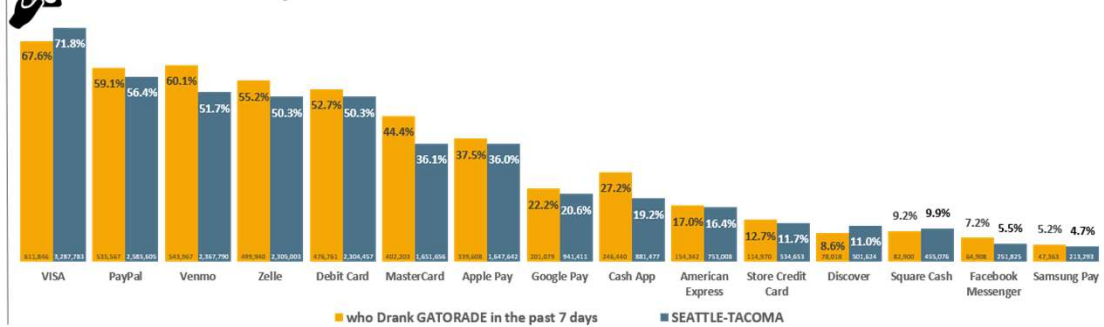
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





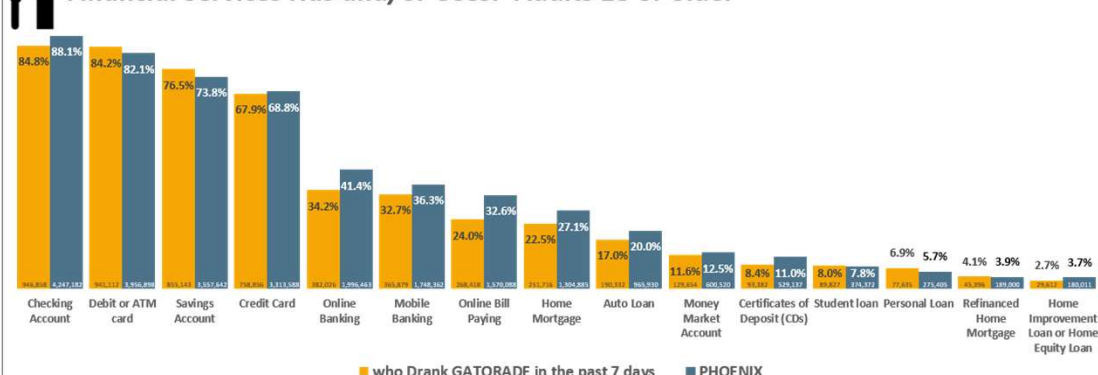
23.2% or 1,117,195 of PHOENIX DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 8.4% more likely to have a 401K, 15% less likely to have an Auto Loan, 14.2% less likely to Invest/Trade Stocks Online, 15.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



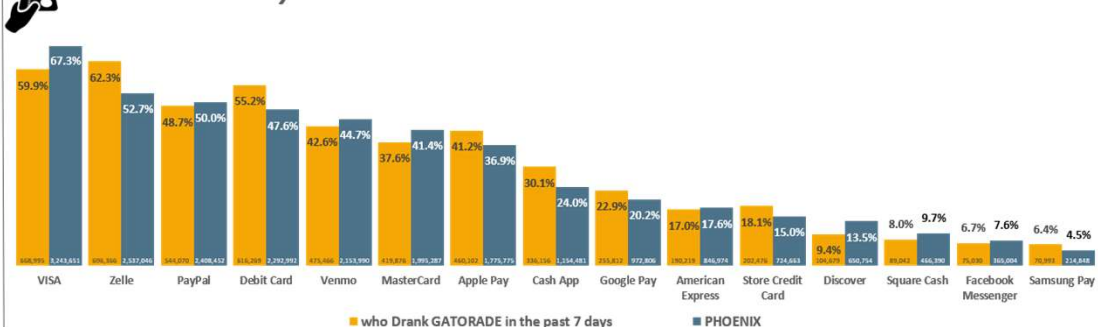
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

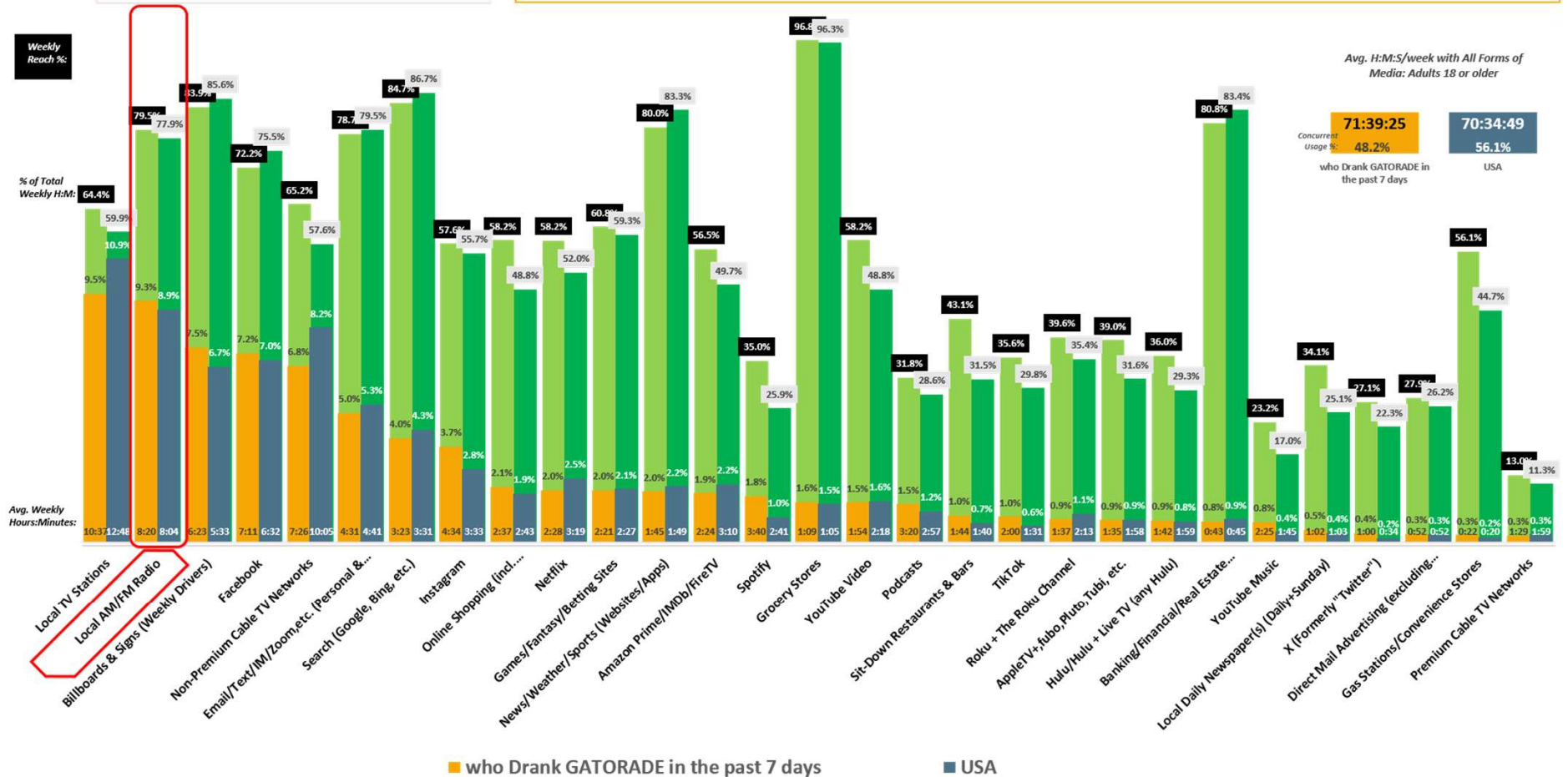


Past 3-Months Payment Methods Used: Adults 18 or older



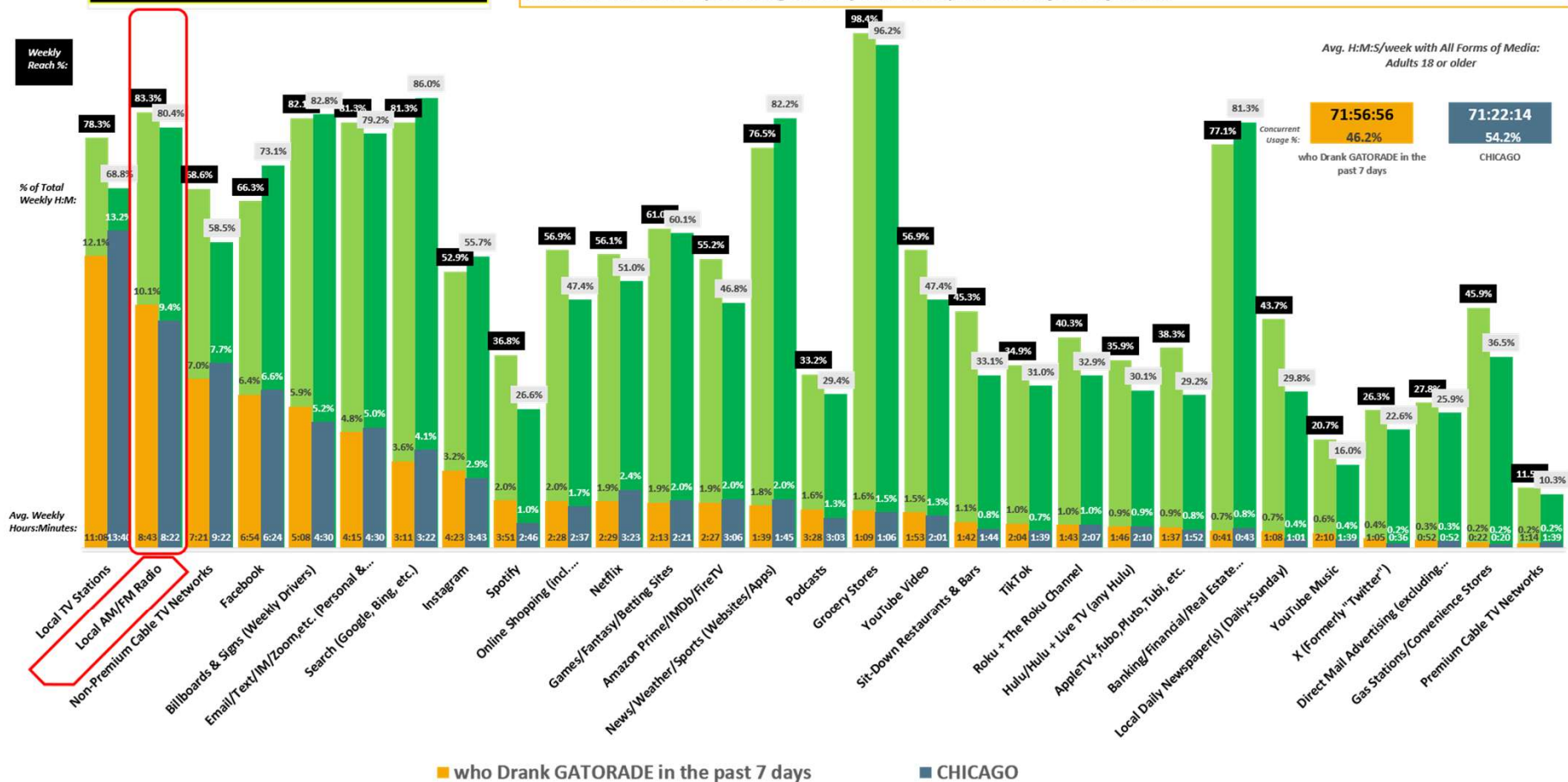


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 23 hours, 39 minutes and 25 seconds each week with All Forms of Media.
 79.5% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



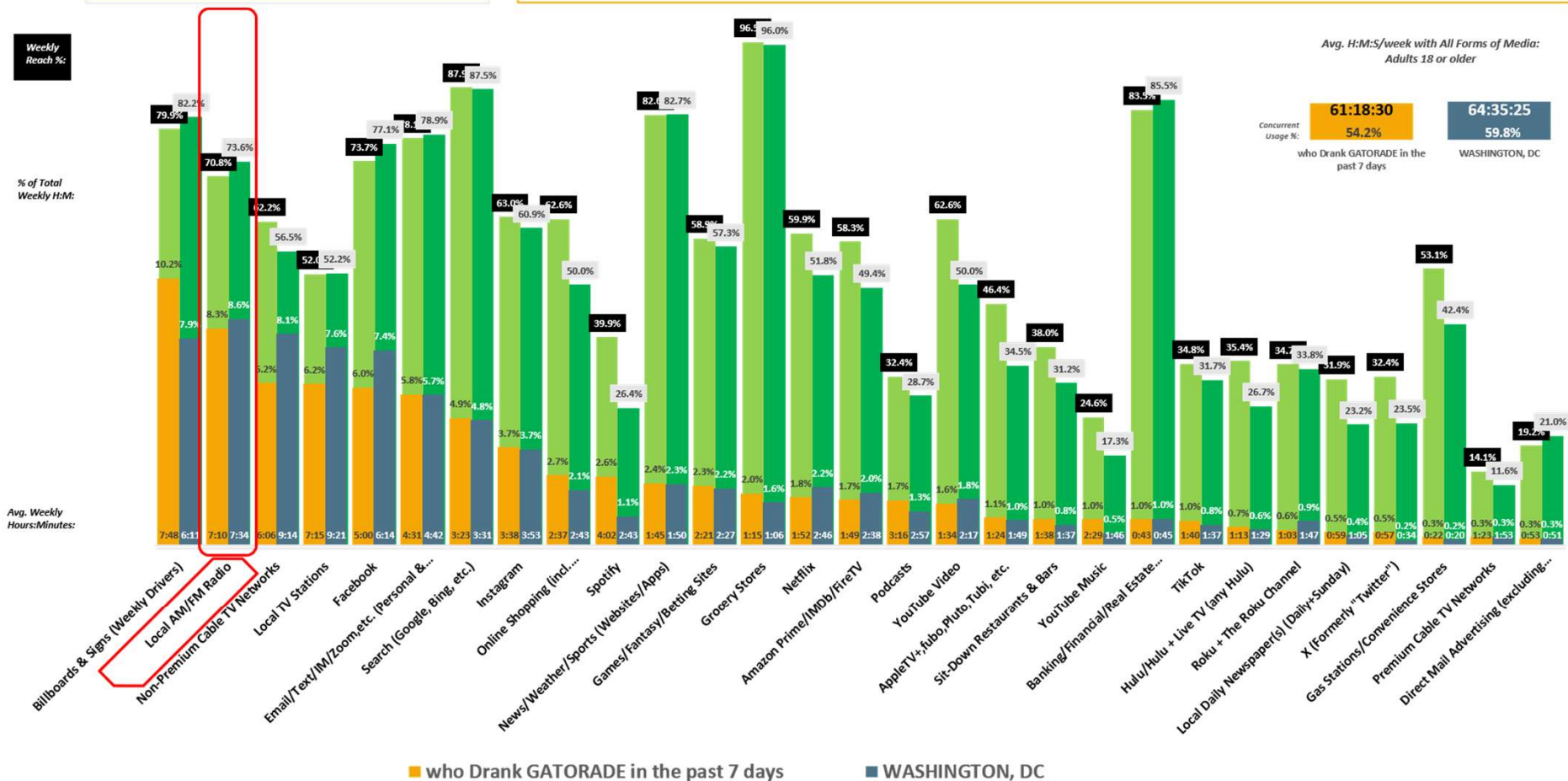


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 23 hours, 56 minutes and 56 seconds each week with All Forms of Media.
 83.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 13 hours, 18 minutes and 30 seconds each week with All Forms of Media.
 70.8% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

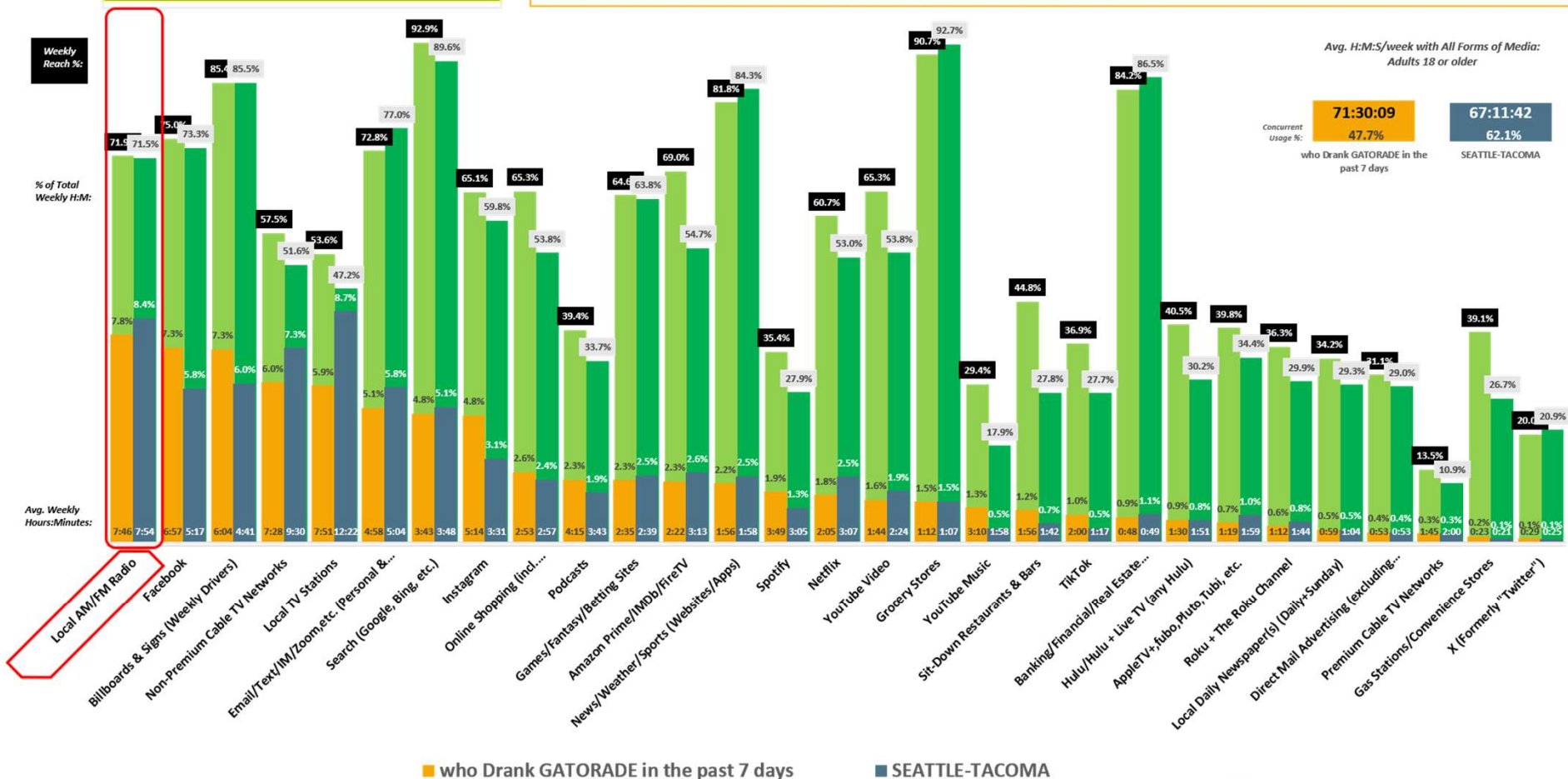


Share of Everything for Anything.

Sports drinks drank past 7 days: Gatorade

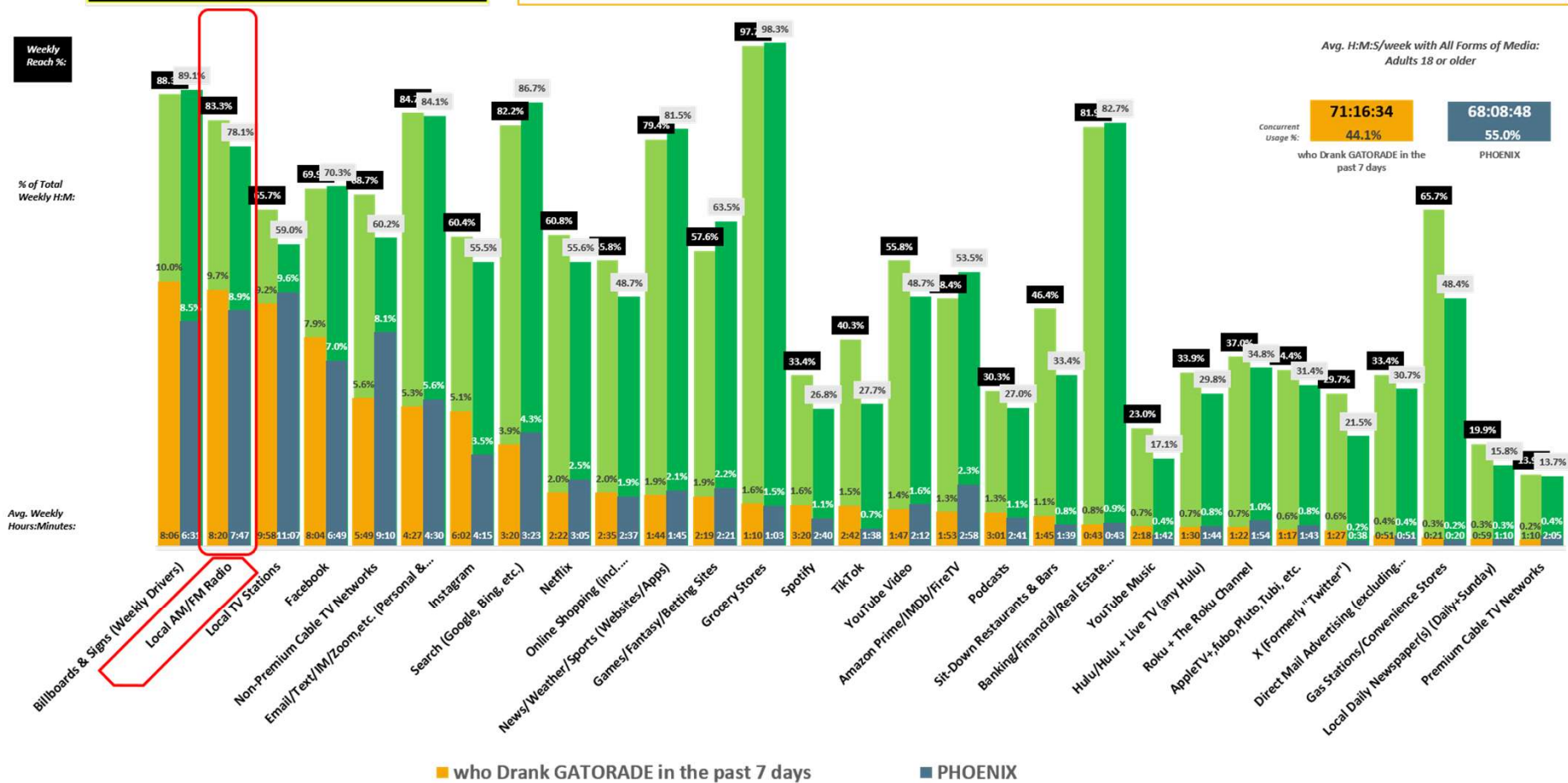


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 23 hours, 30 minutes and 9 seconds each week with All Forms of Media.
 71.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



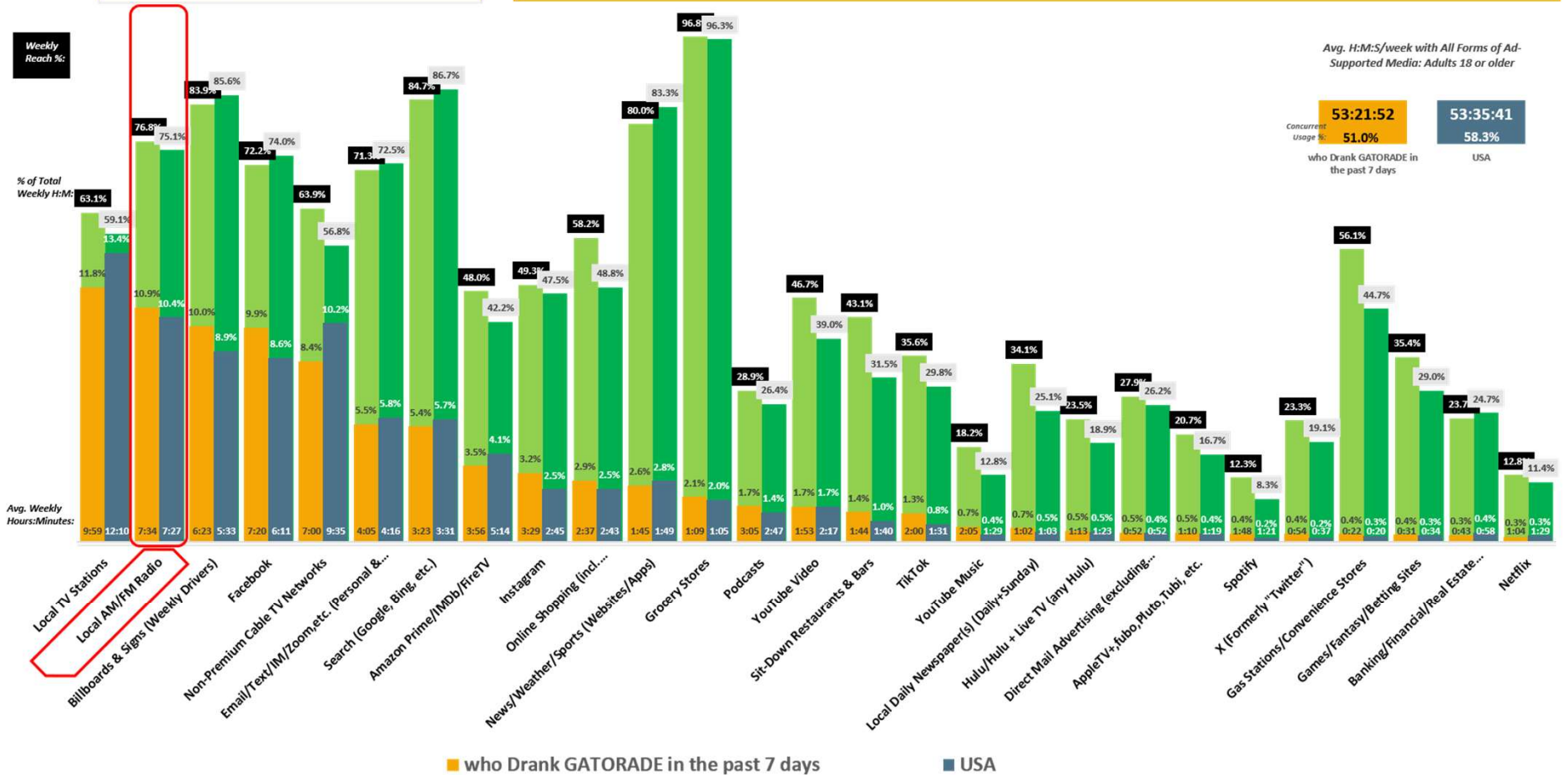


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 23 hours, 16 minutes and 34 seconds each week with All Forms of Media.
 83.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



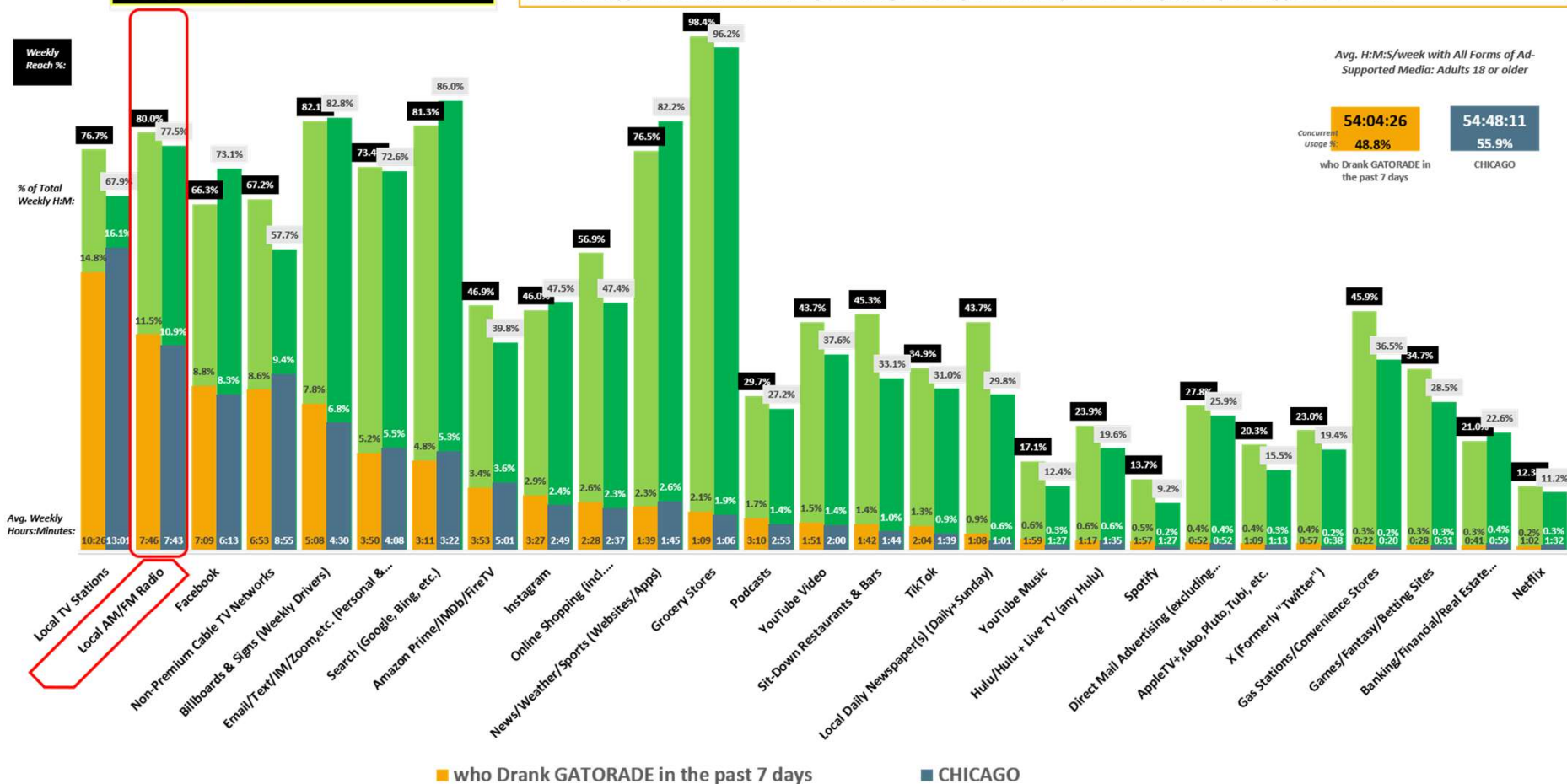


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 5 hours, 21 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



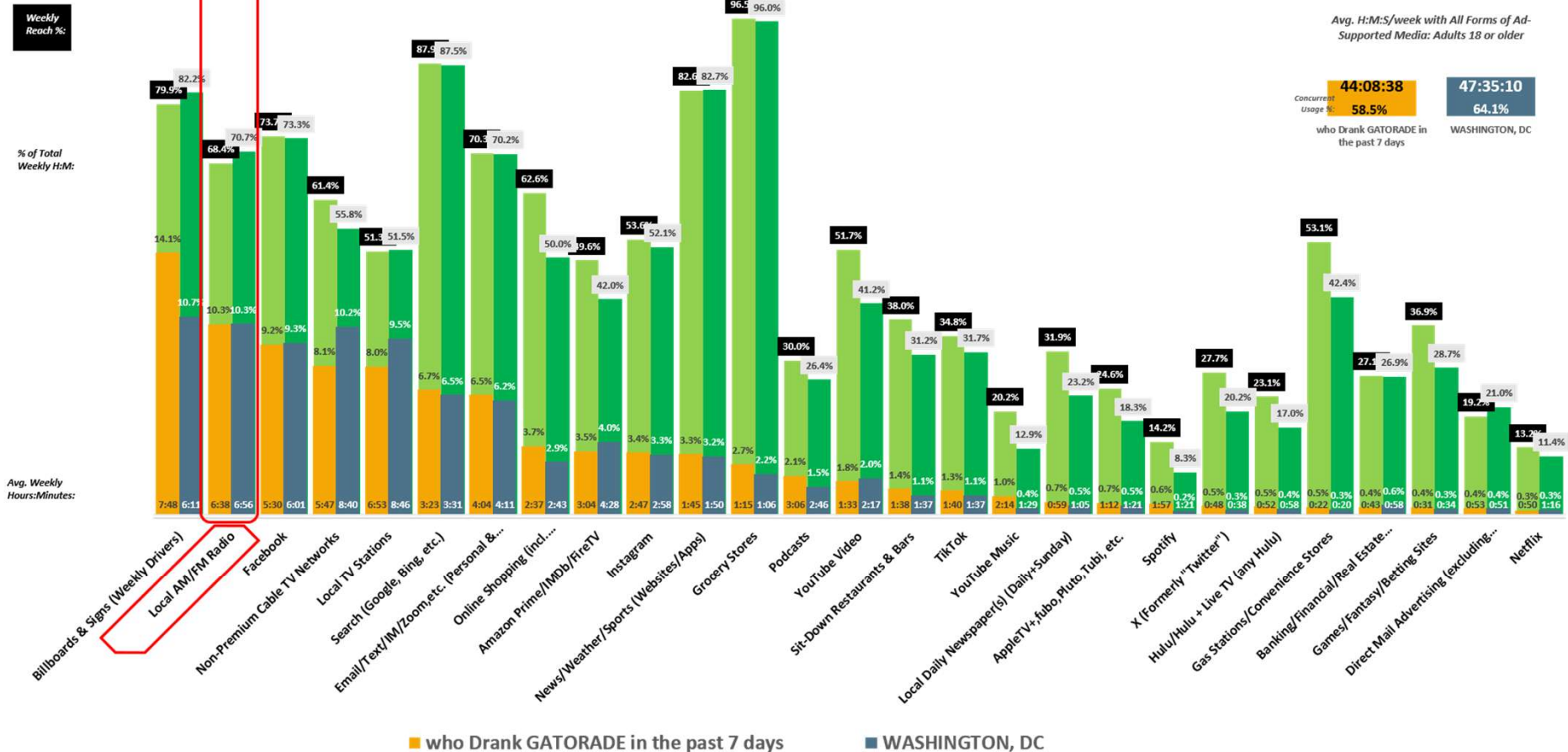


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 6 hours, 4 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 80.% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



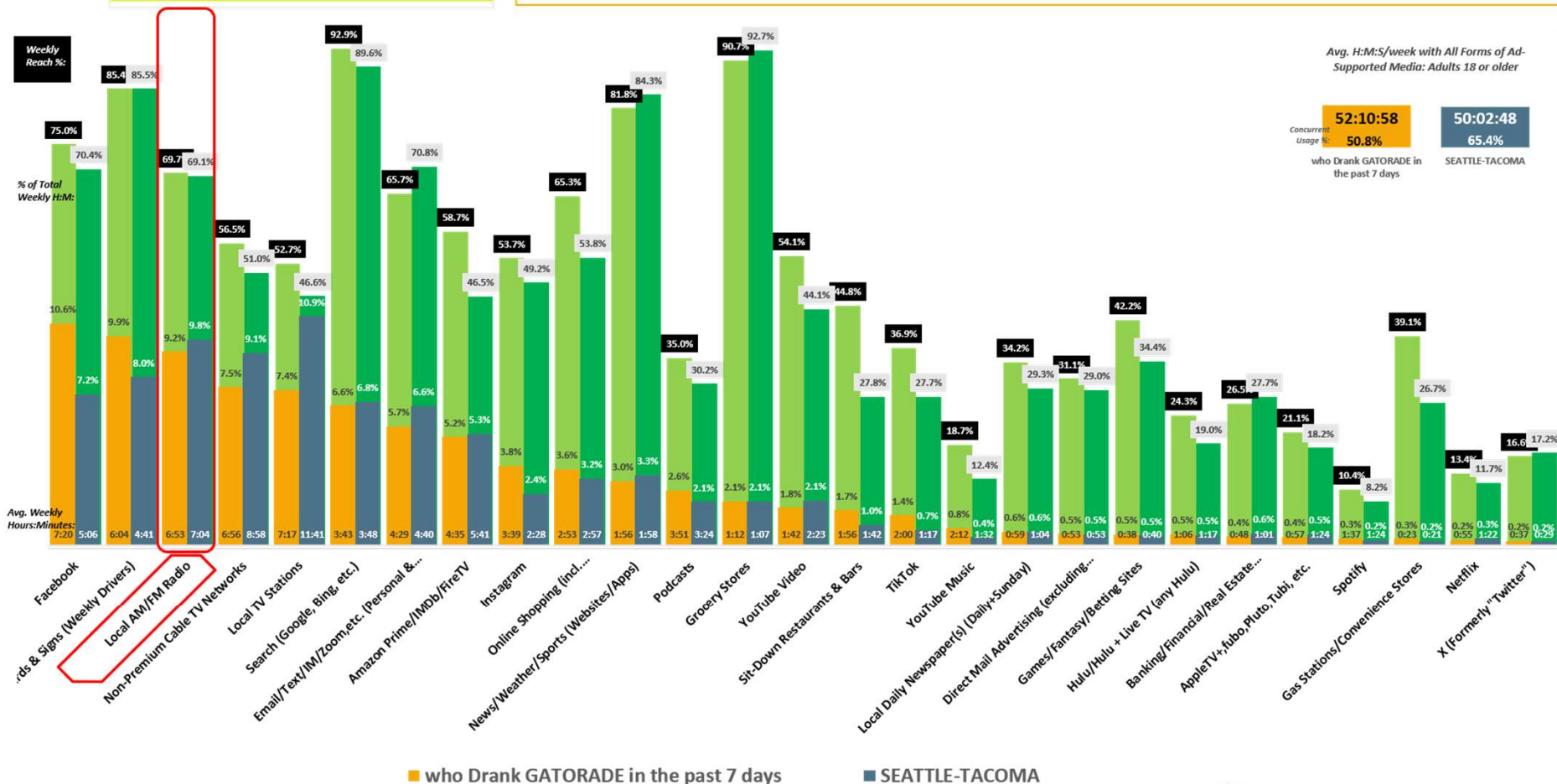


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 1 days, 20 hours, 8 minutes and 38 seconds each week with All Forms of Ad-Supported Media.
 68.4% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 4 hours, 10 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
69.7% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.





Sports drinks drank past 7 days: Gatorade

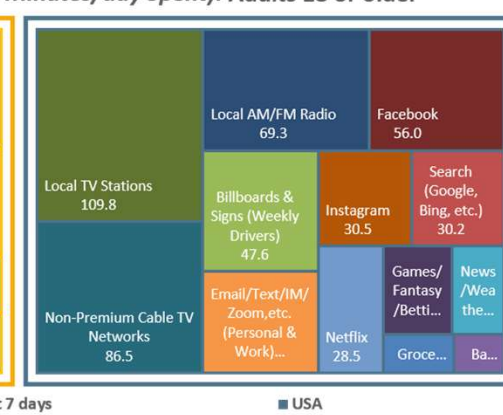
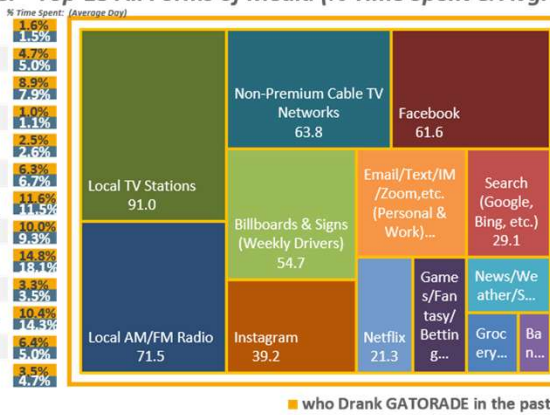
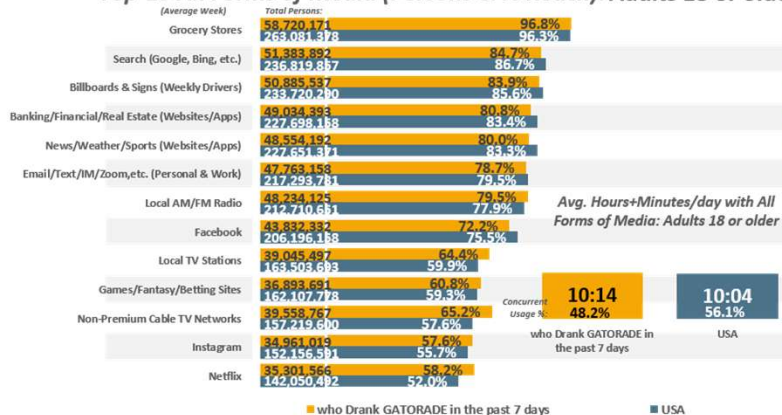


Share of Everything
for Anything

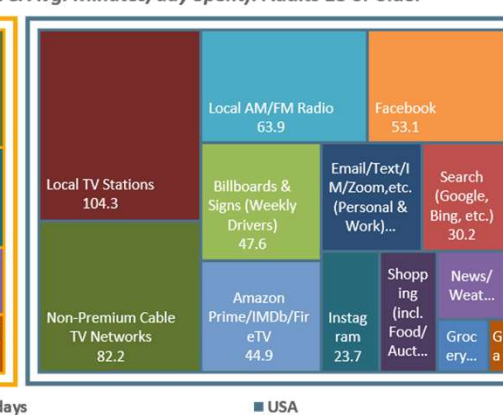
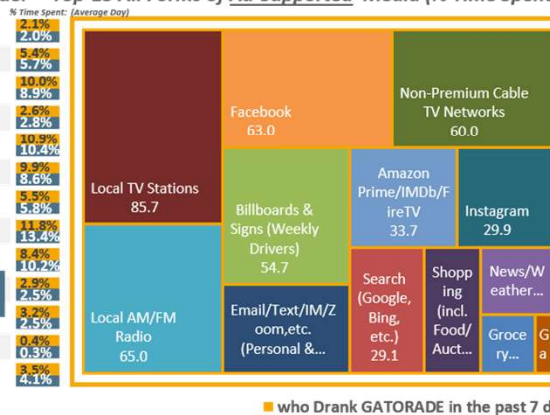
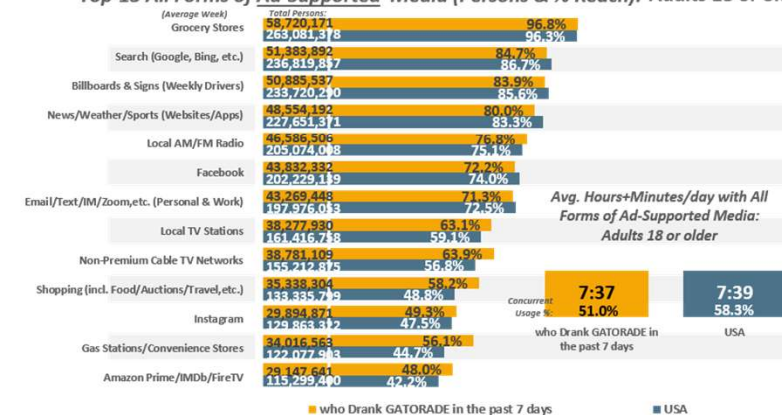


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 65. minutes/day.
(Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

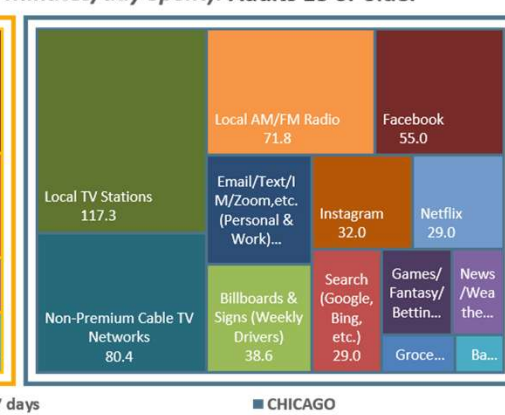
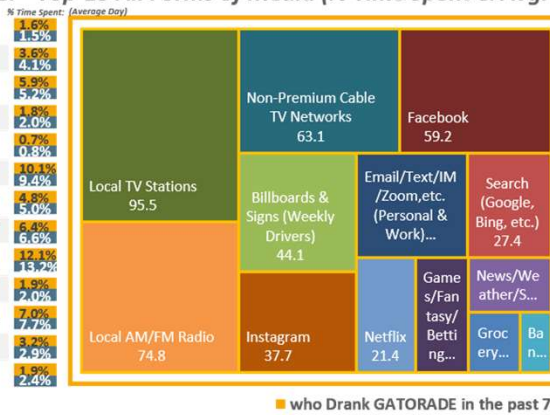
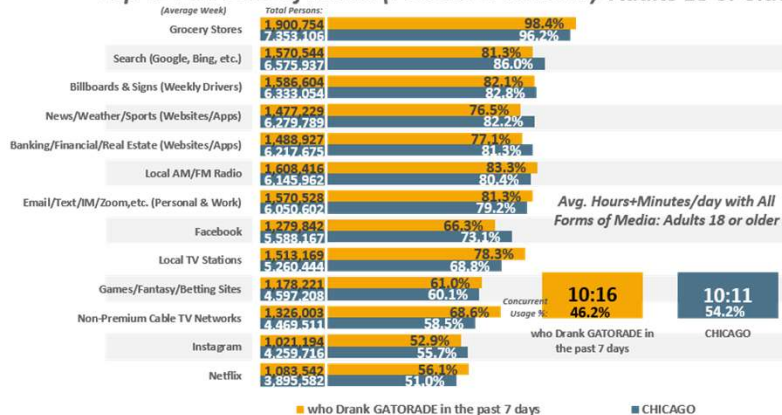
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

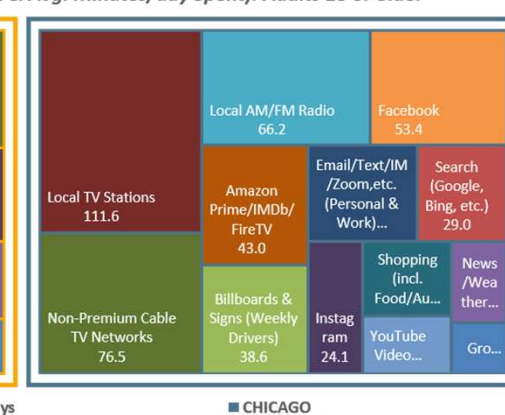
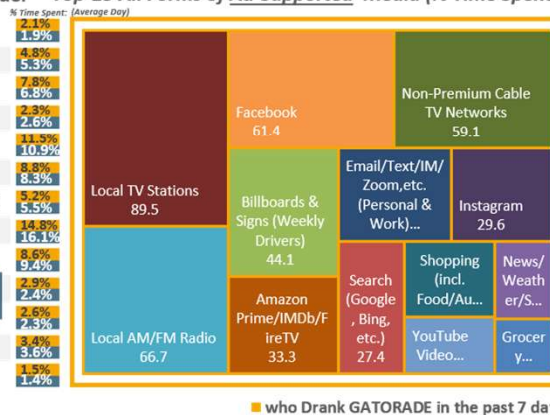
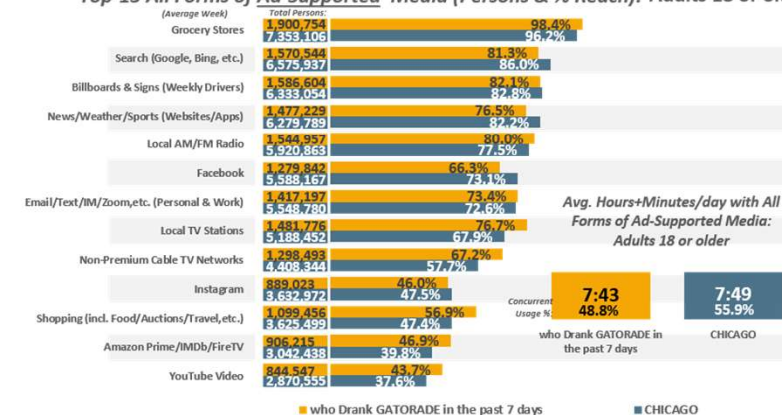


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day.
(Local Radio delivers 11.5% of Time with Ad-Supported Media.)

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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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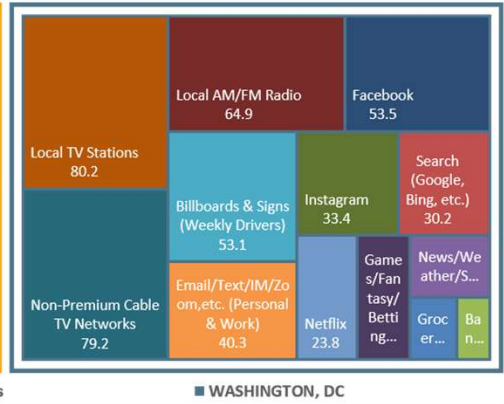
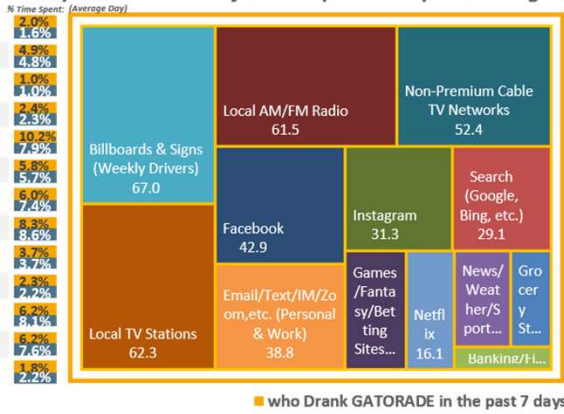
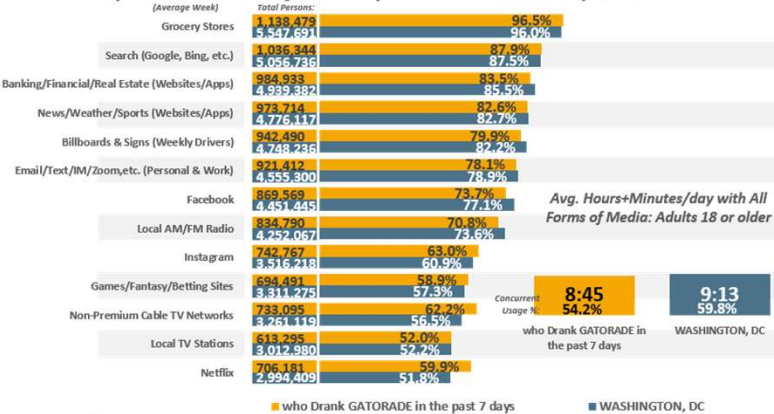
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

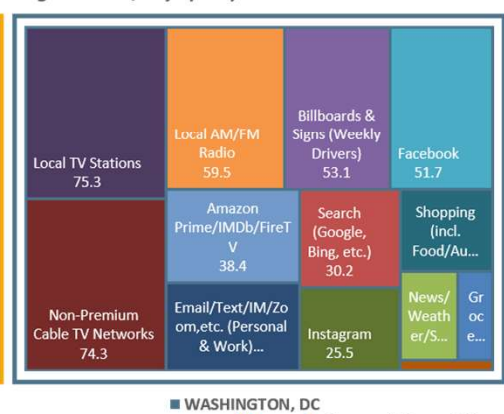
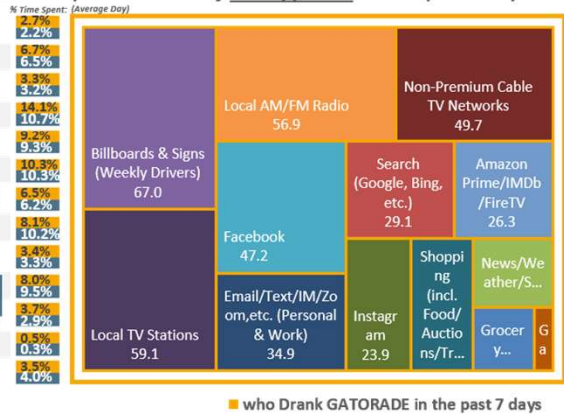
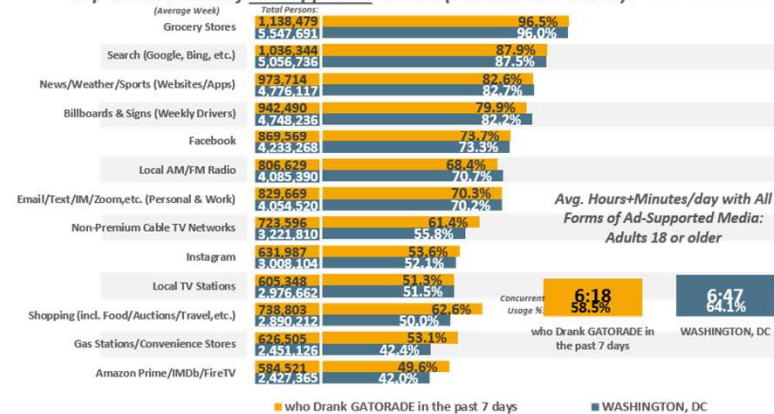


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 6 hours and 18 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day.
(Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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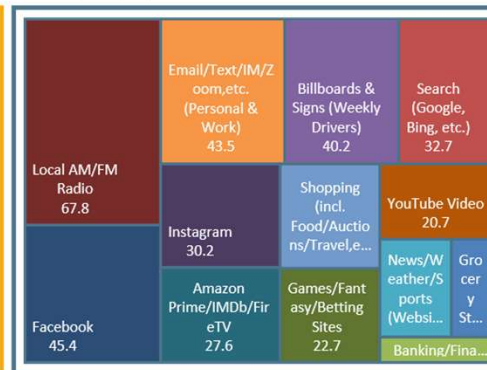
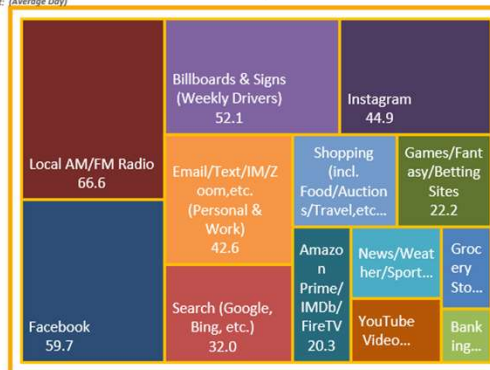
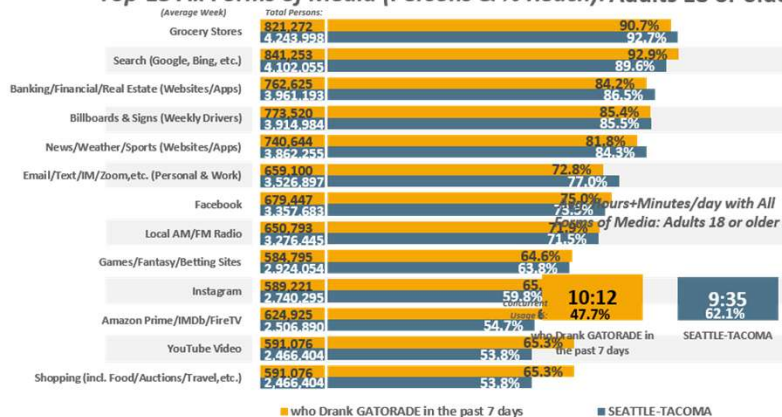
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Sports drinks drank past 7 days: Gatorade

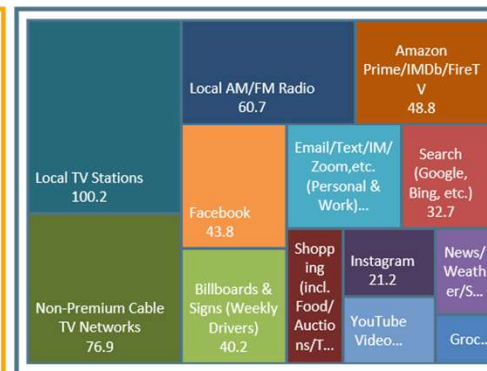
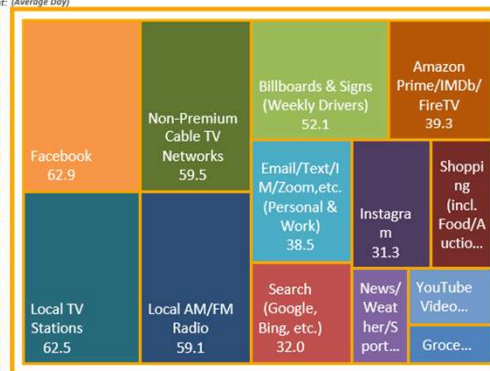
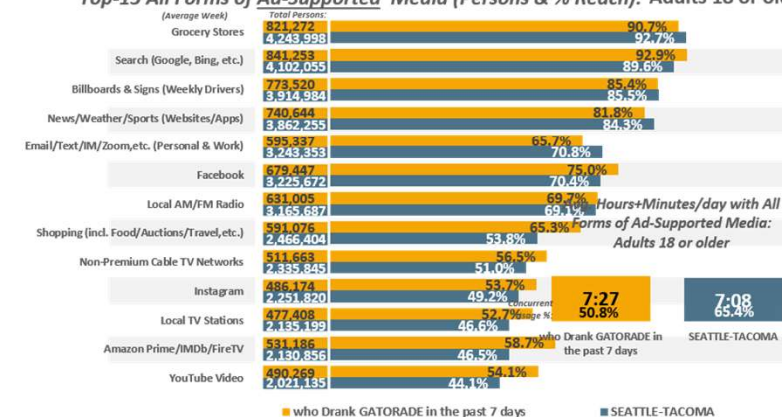


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day.
(Local Radio delivers 9.2% of Time with Ad-Supported Media.)

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



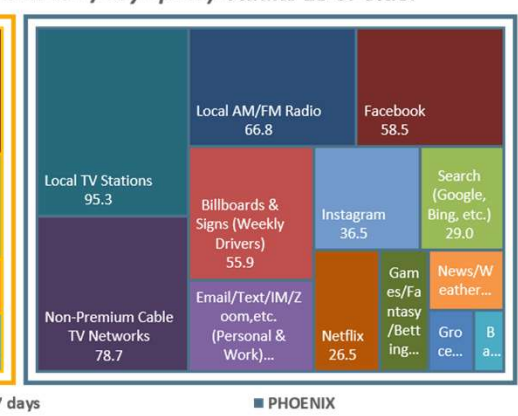
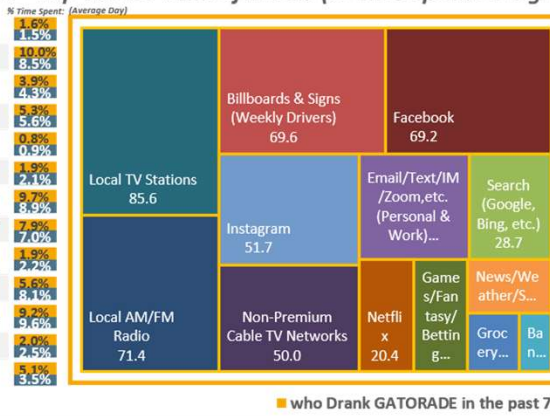
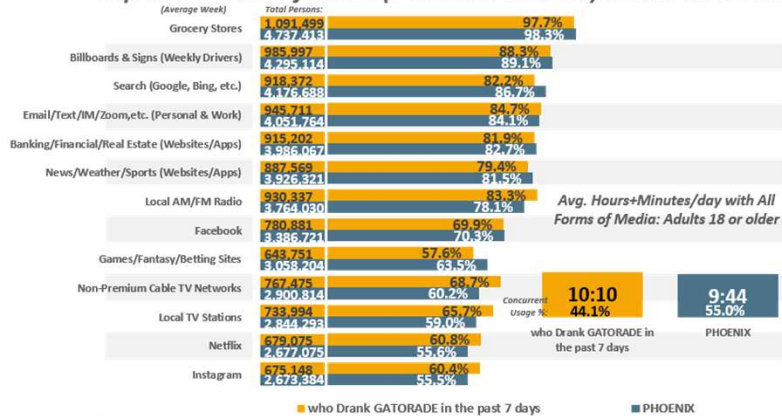
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



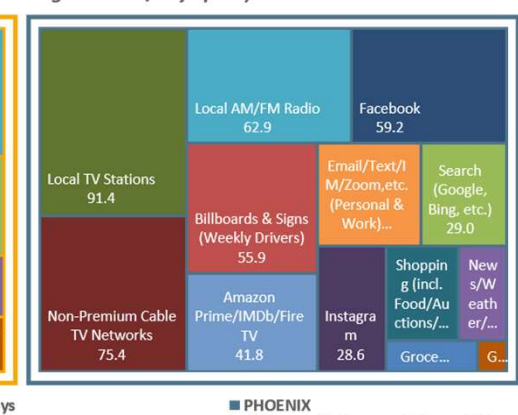
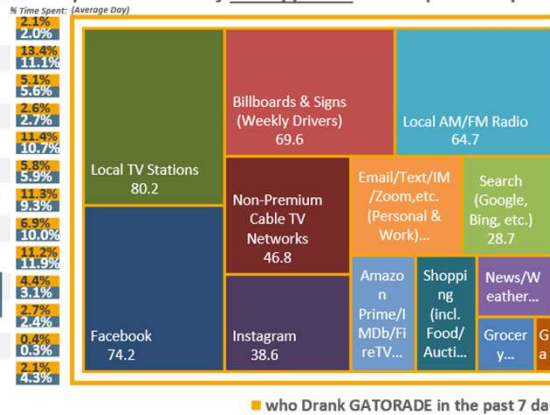
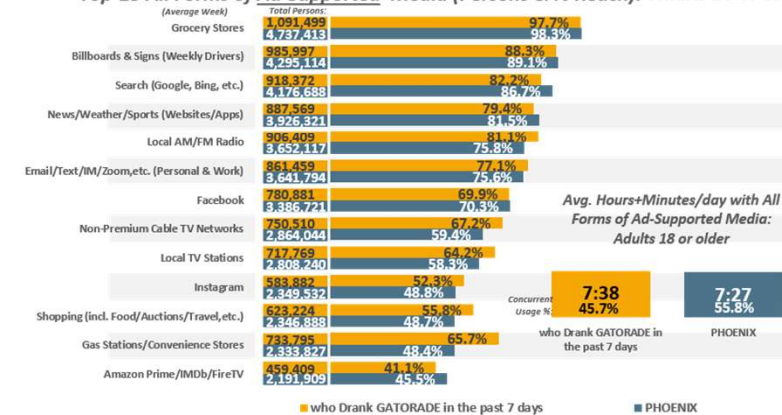


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day.
(Local Radio delivers 11.4% of Time with Ad-Supported Media.)

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



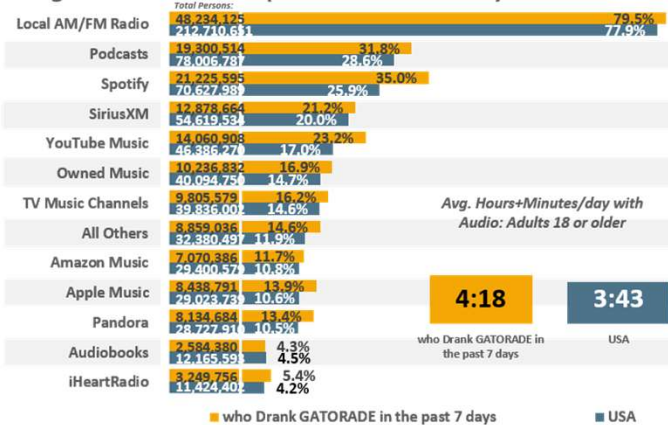
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



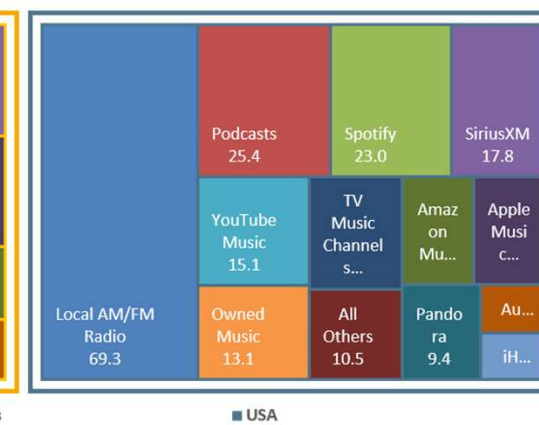
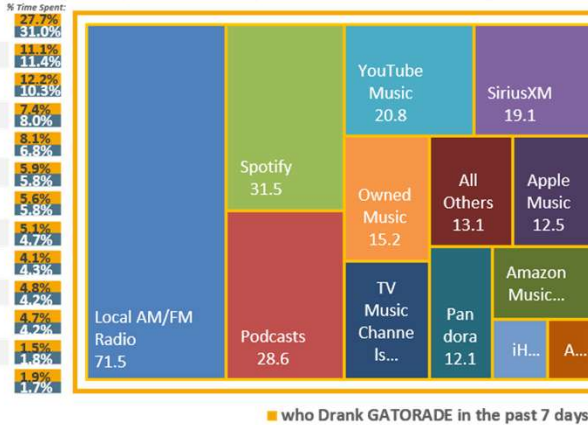


46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

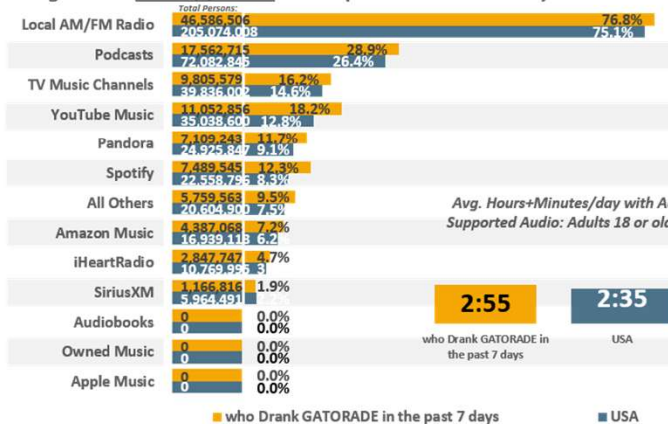
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



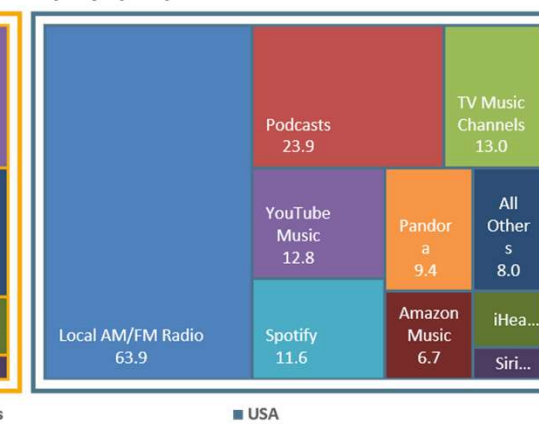
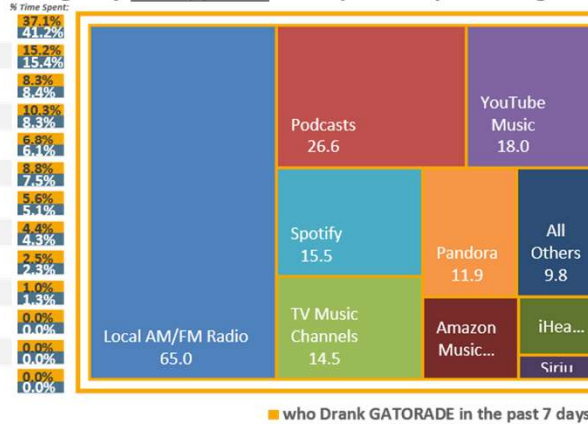
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

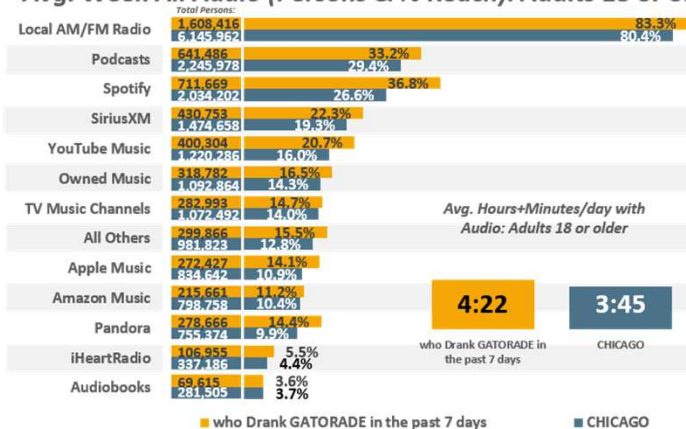
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

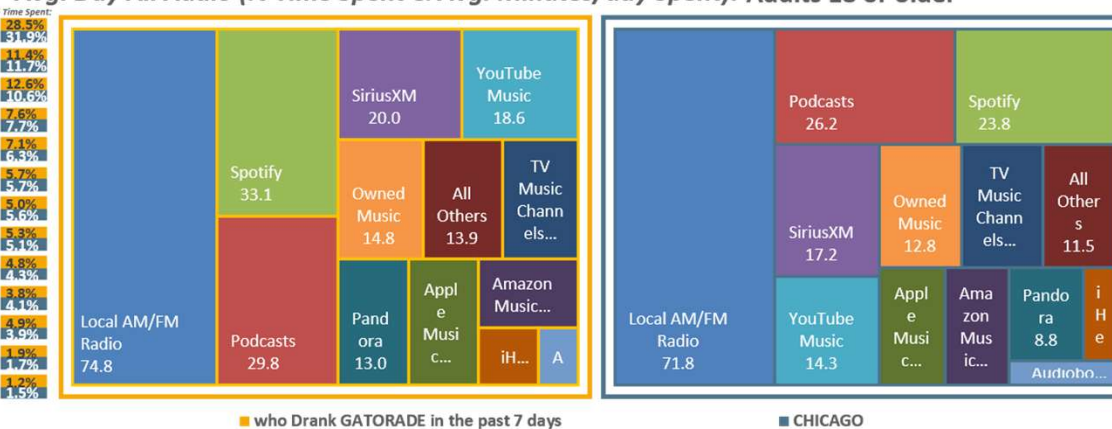


1,544,957 or 80.0% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

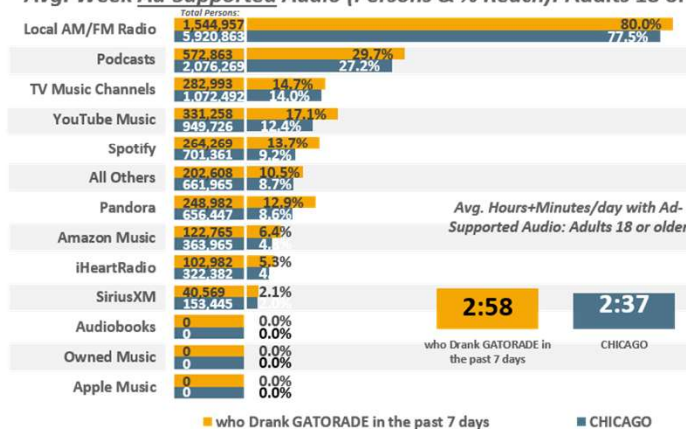
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



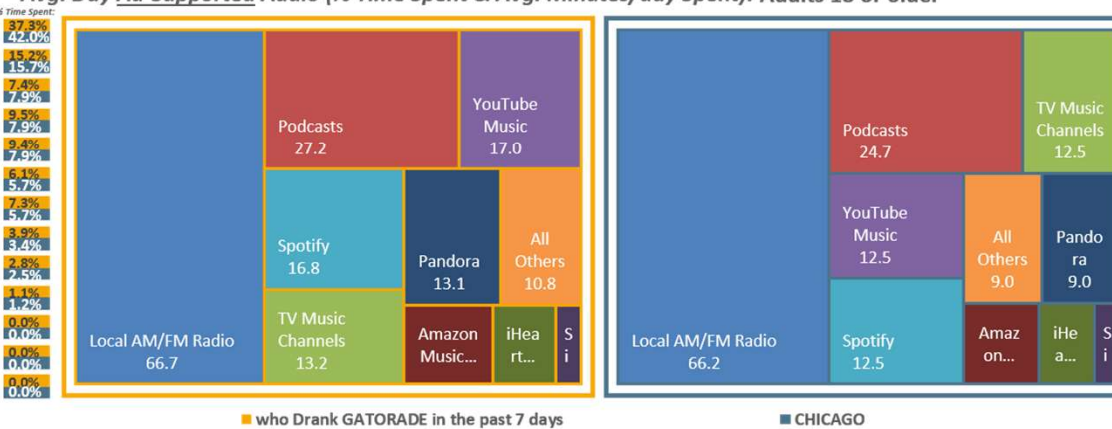
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



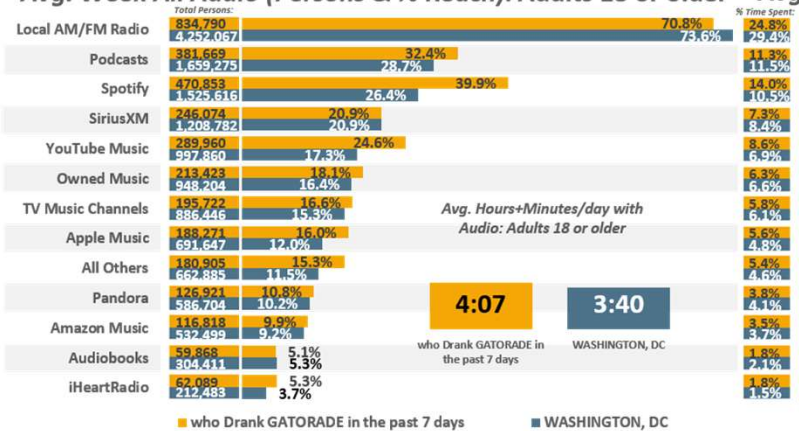
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



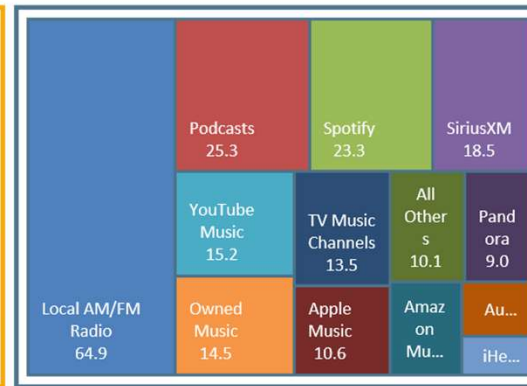
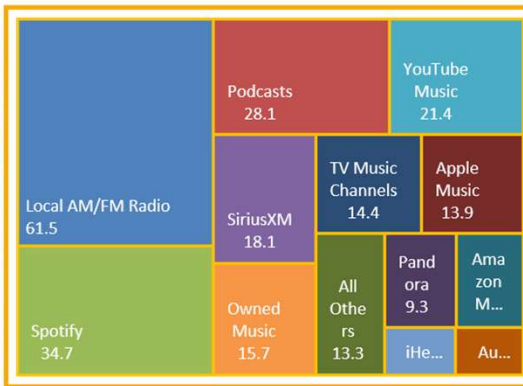


806,629 or 68.4% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

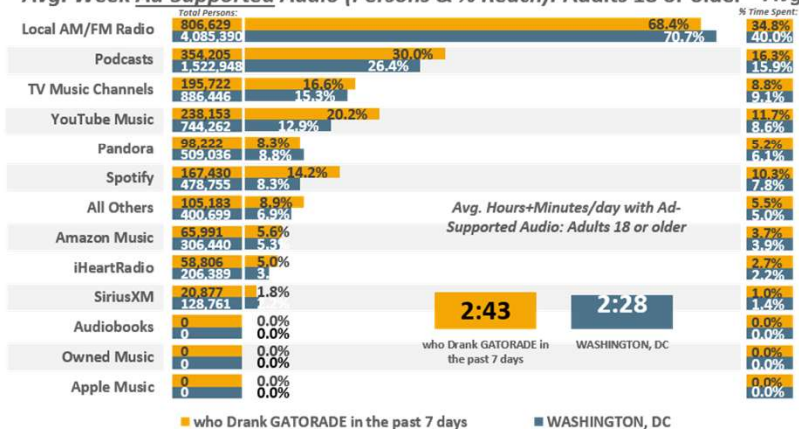
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



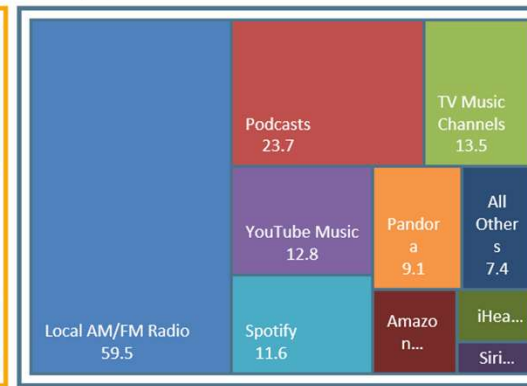
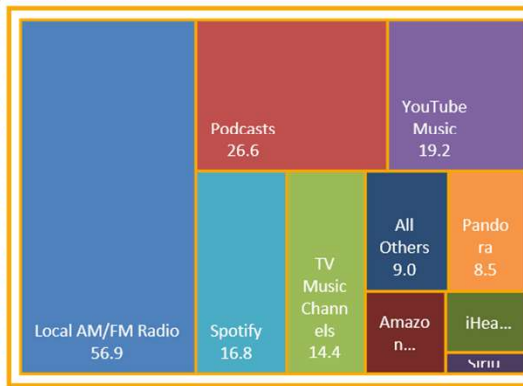
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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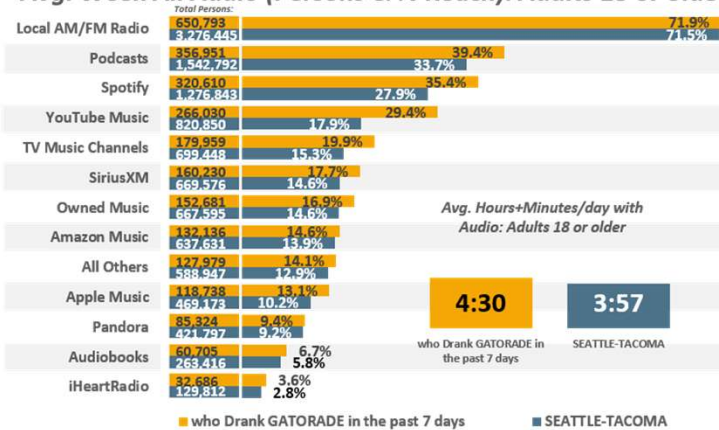
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

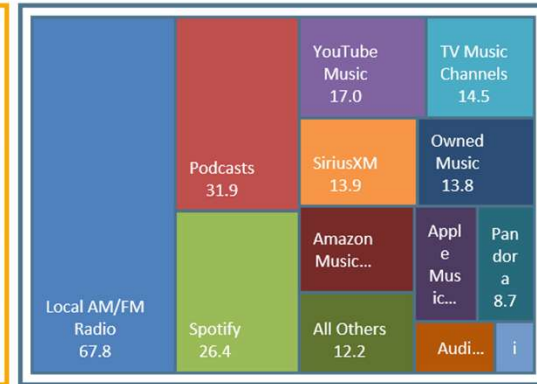
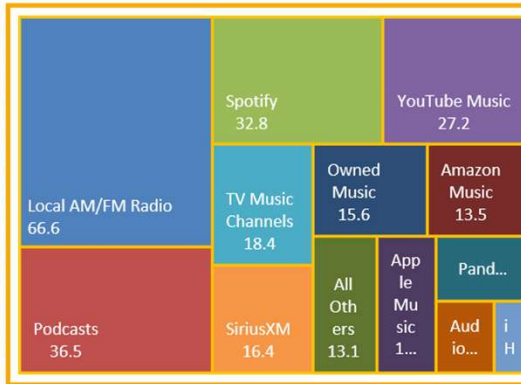


631,005 or 69.7% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.

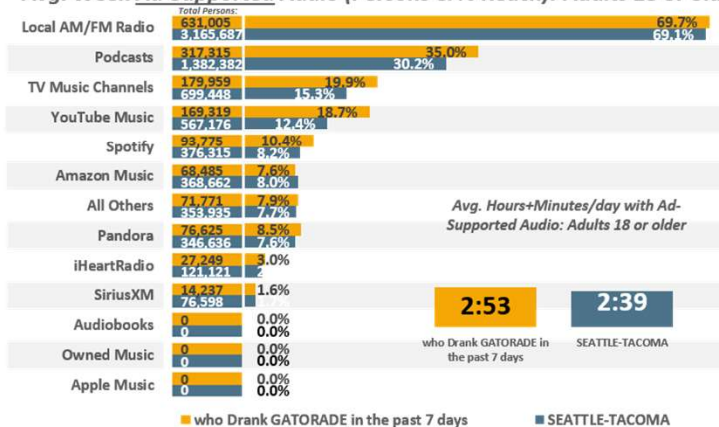
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



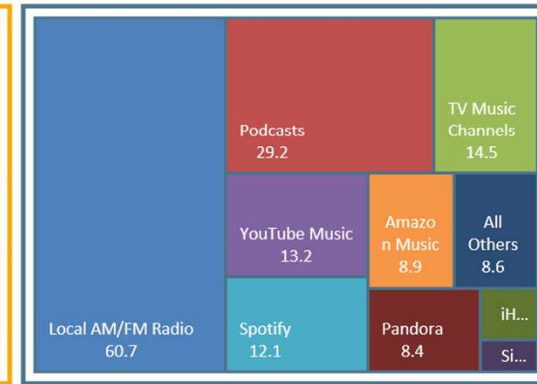
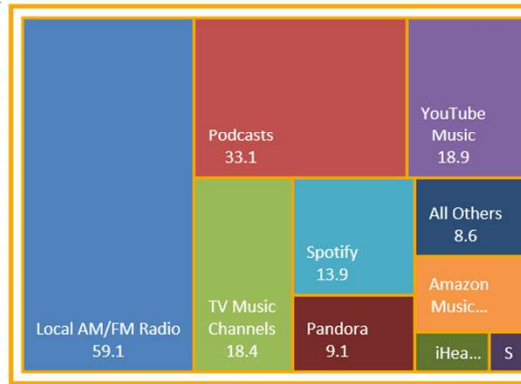
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



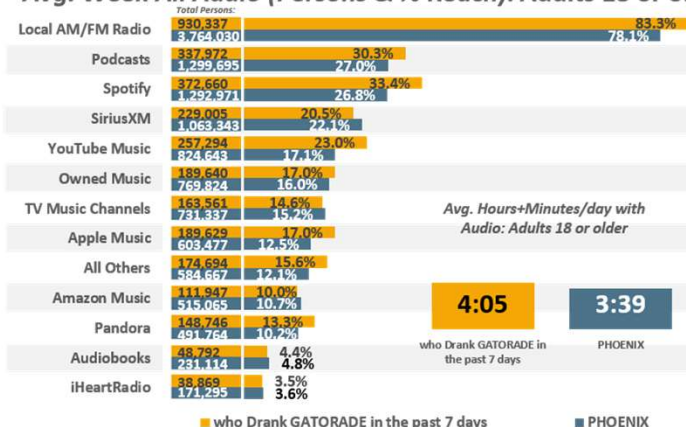
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



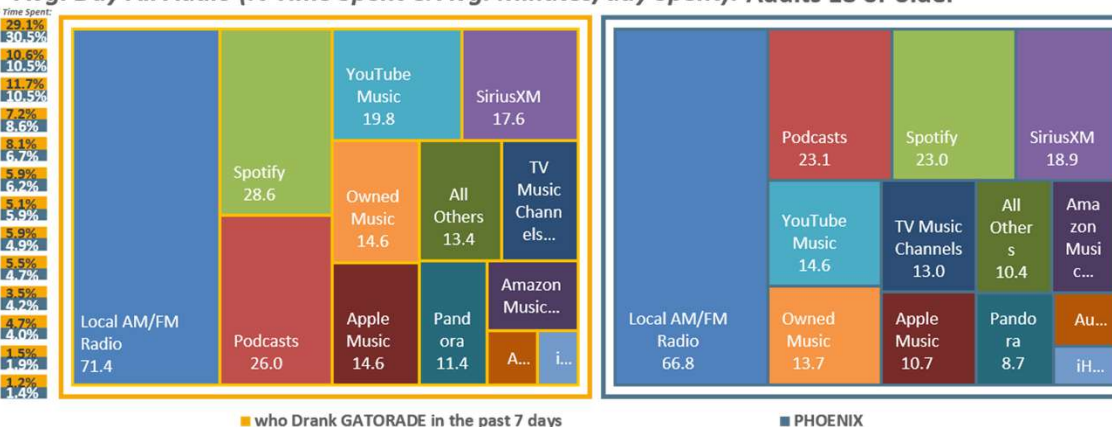


906,409 or 81.1% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

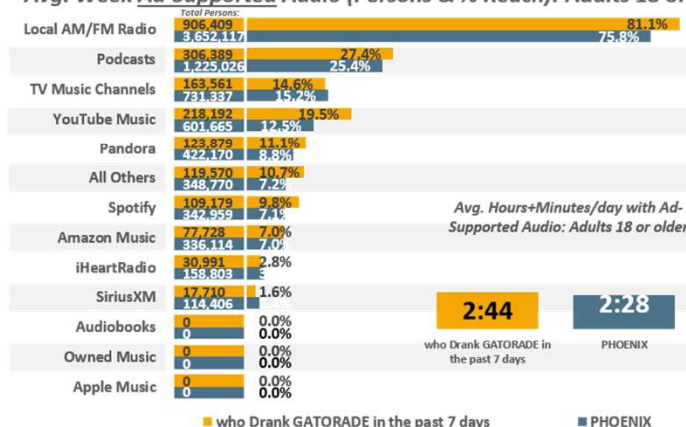
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



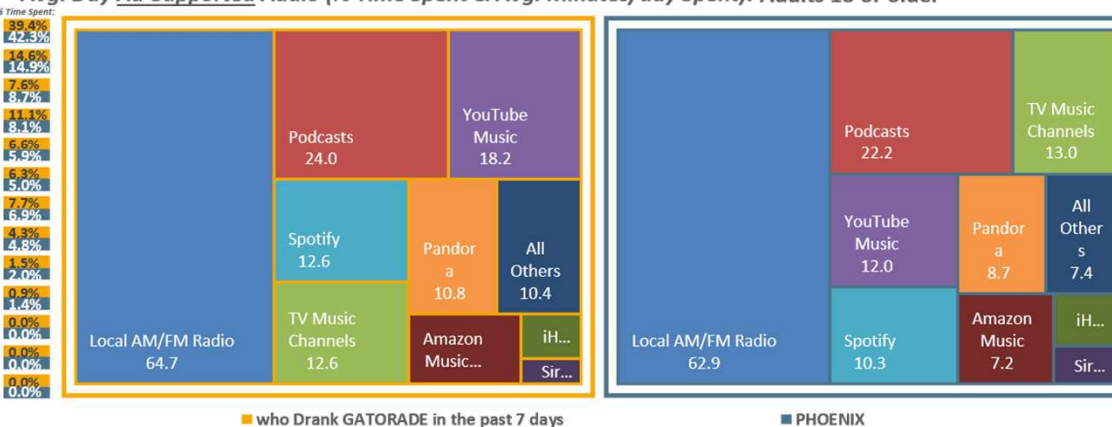
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

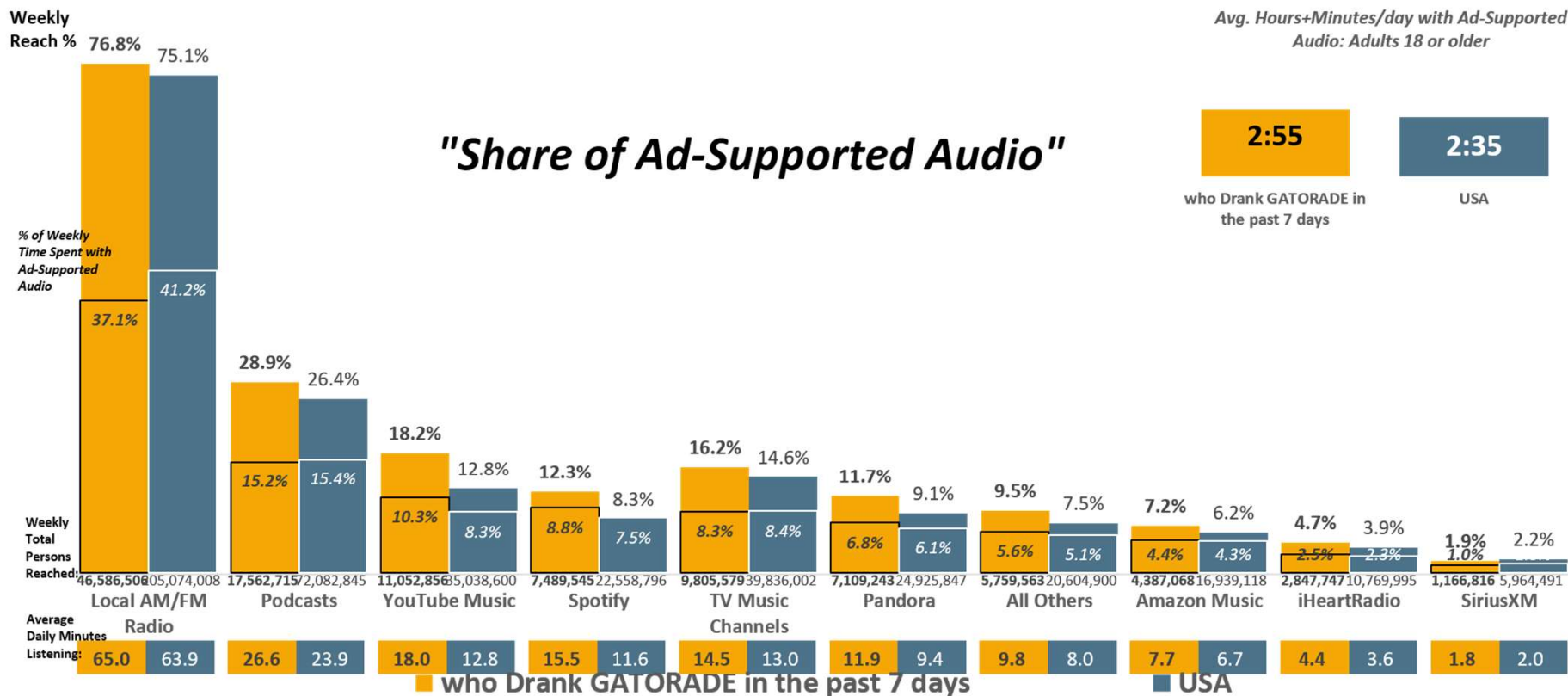


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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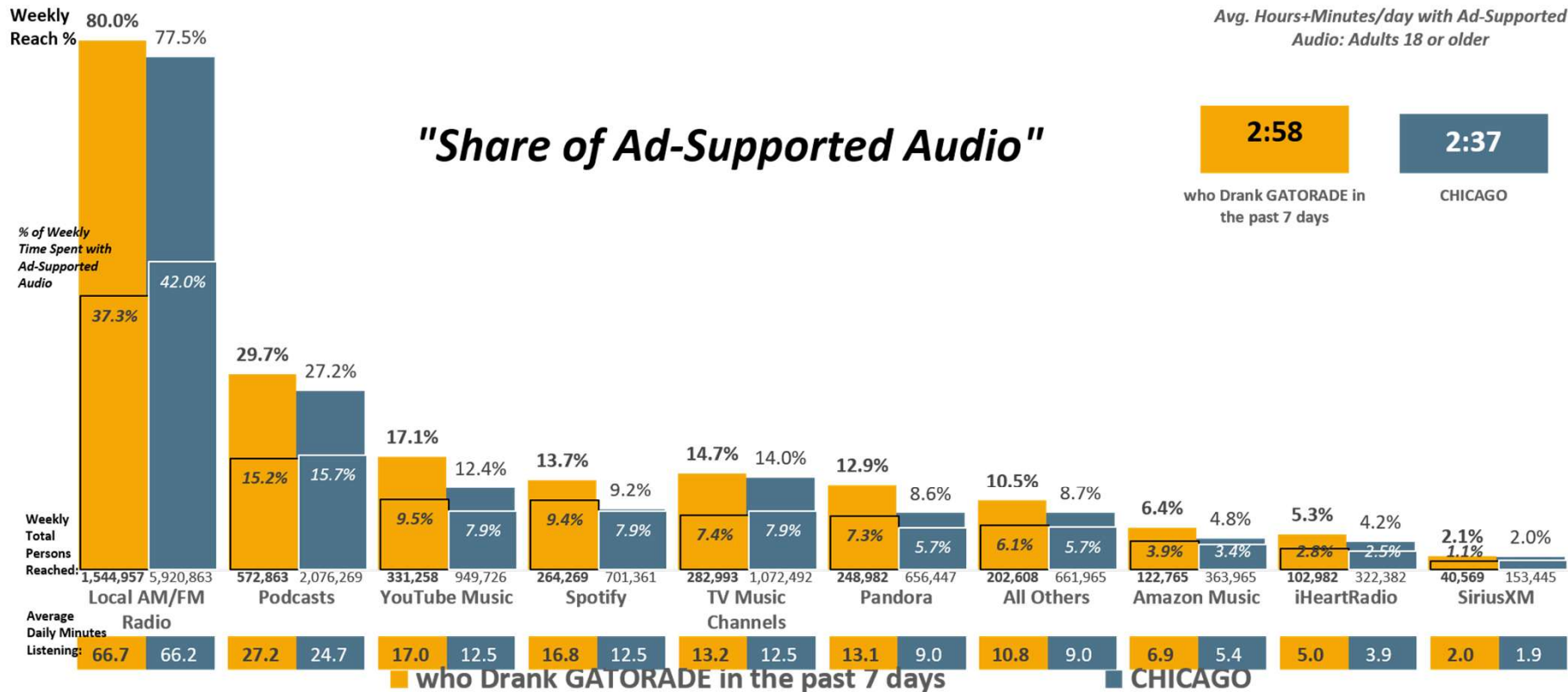
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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Sports drinks drank past 7 days: Gatorade

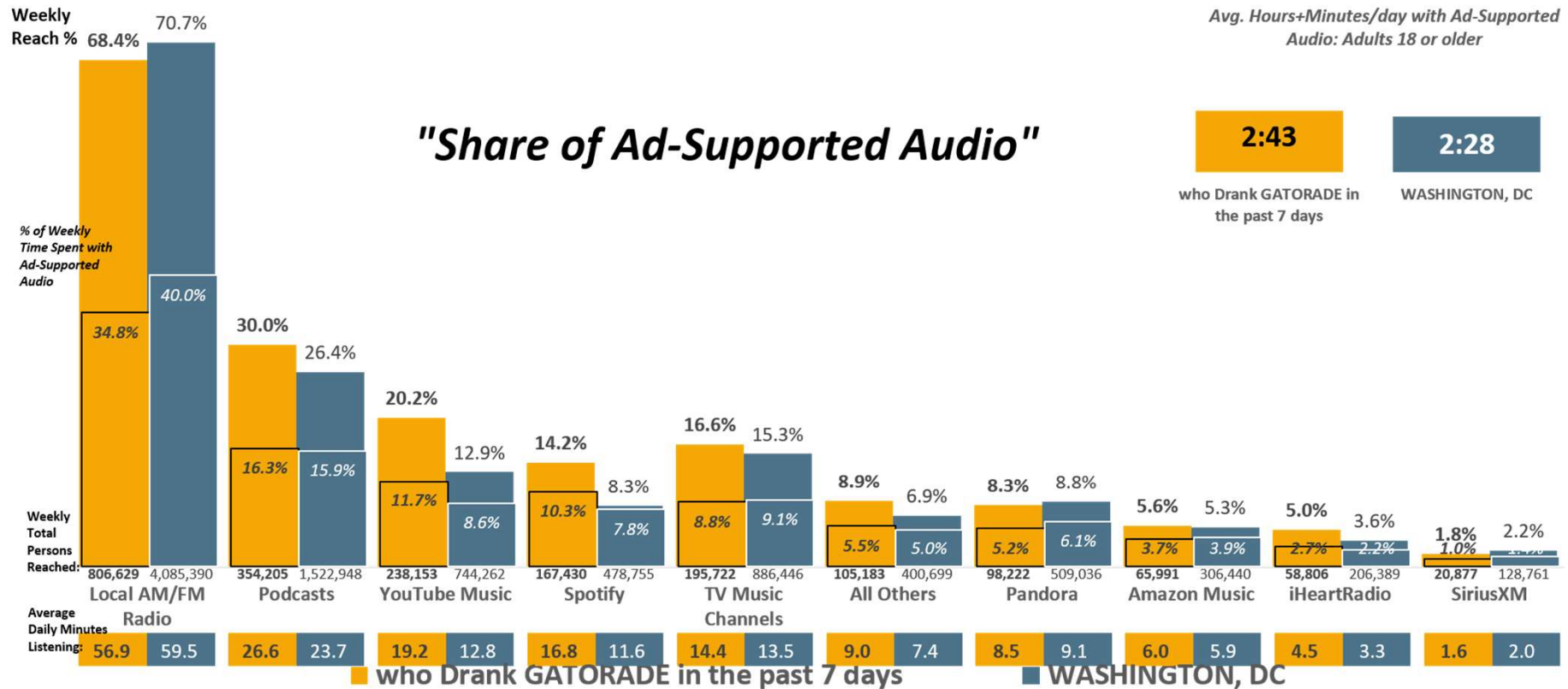


1,544,957 or 80.0% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



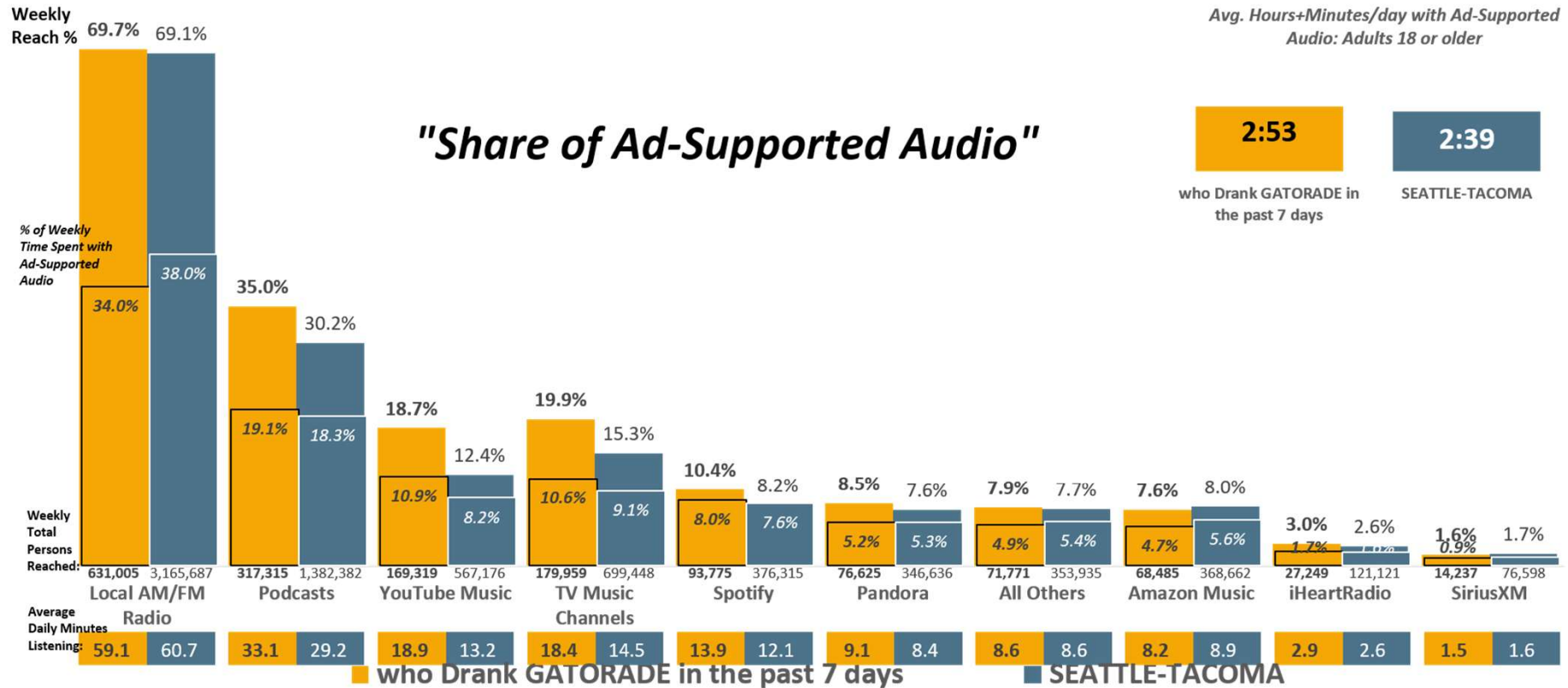


806,629 or 68.4% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



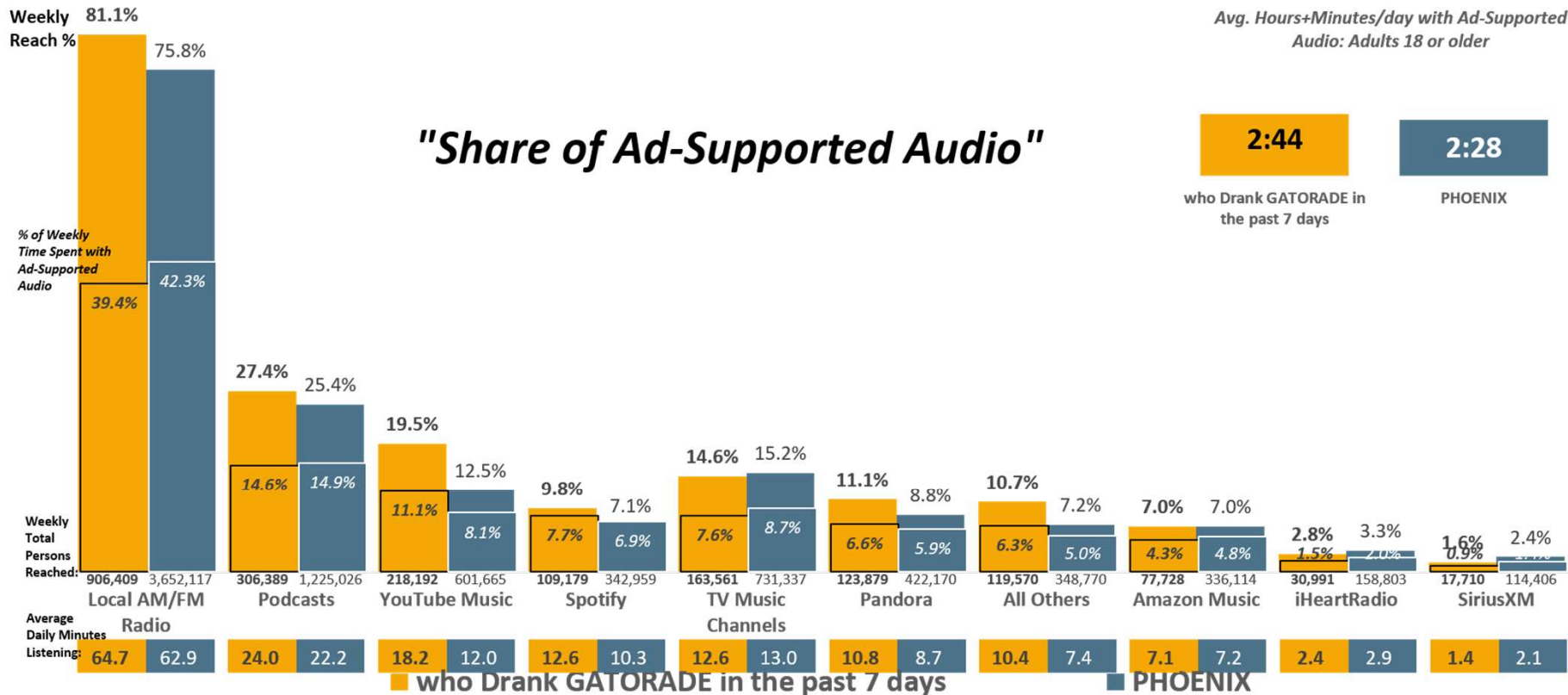


631,005 or 69.7% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.





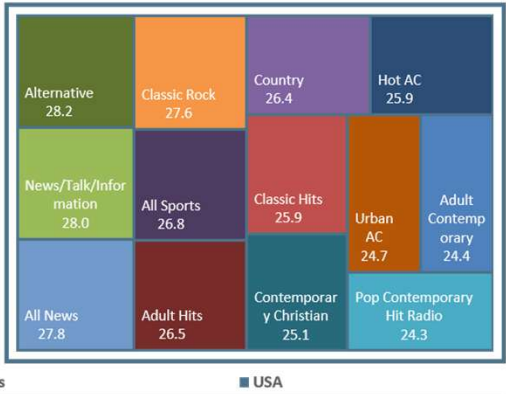
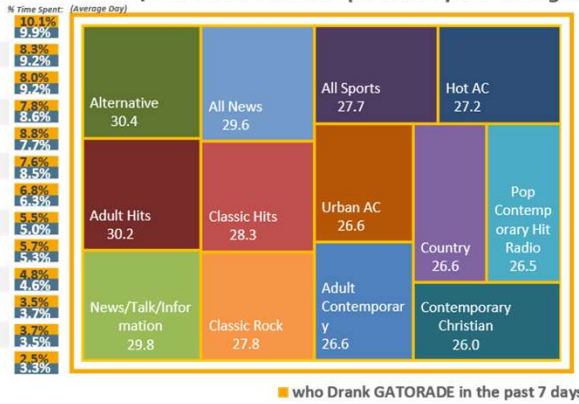
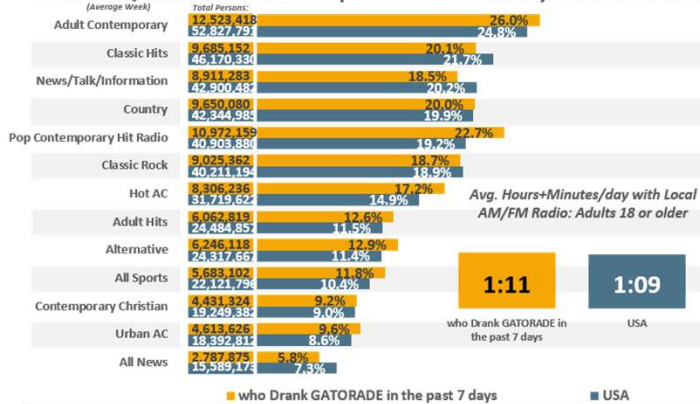
906,409 or 81.1% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



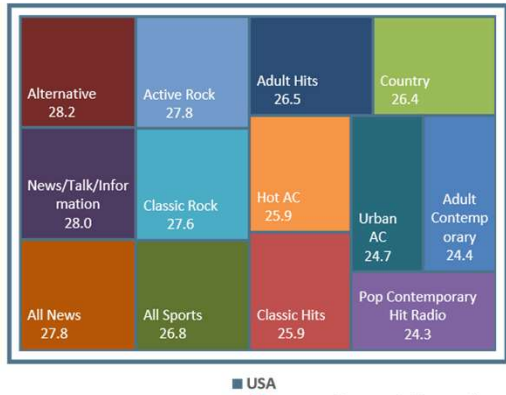
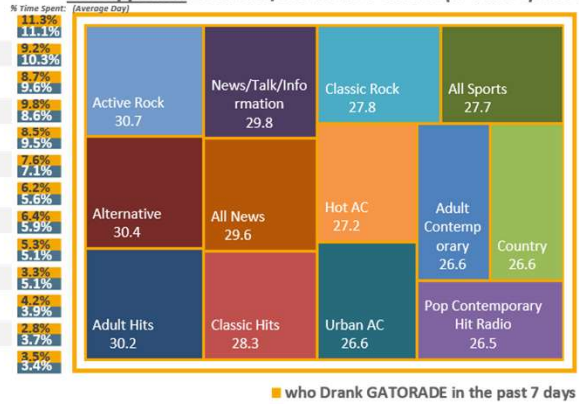
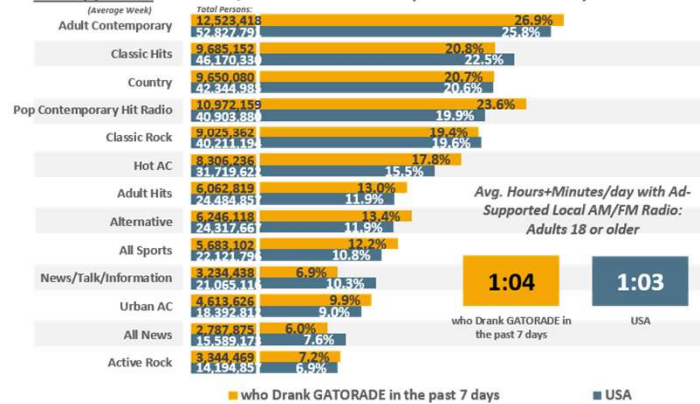


46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

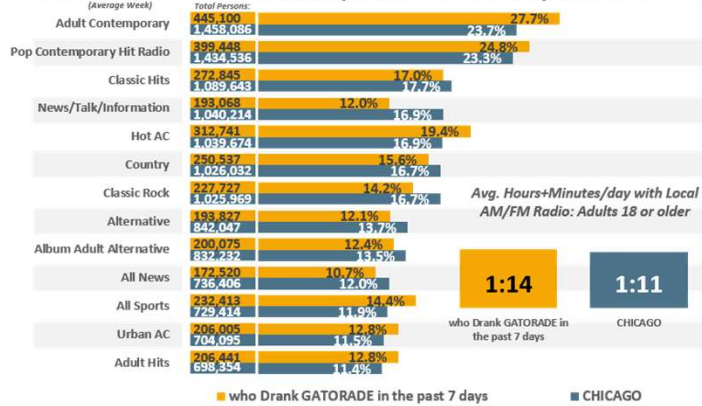
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

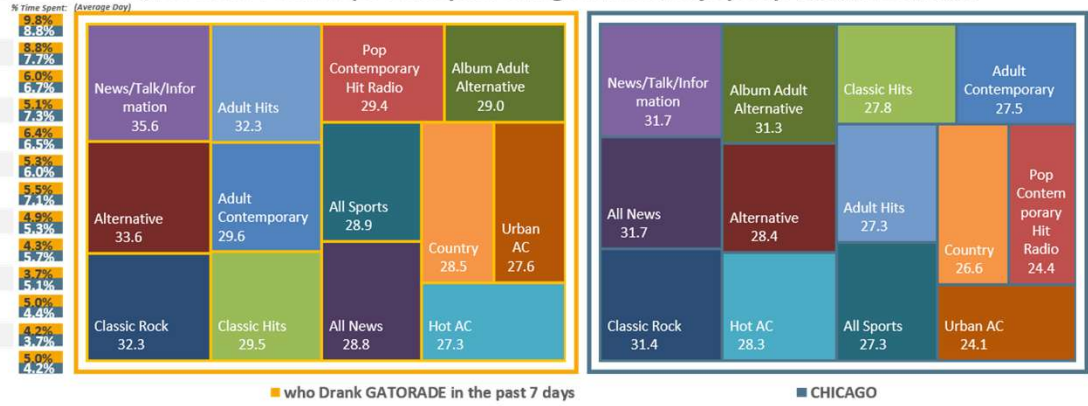


1,544,957 or 80.0% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Mexican Regional.

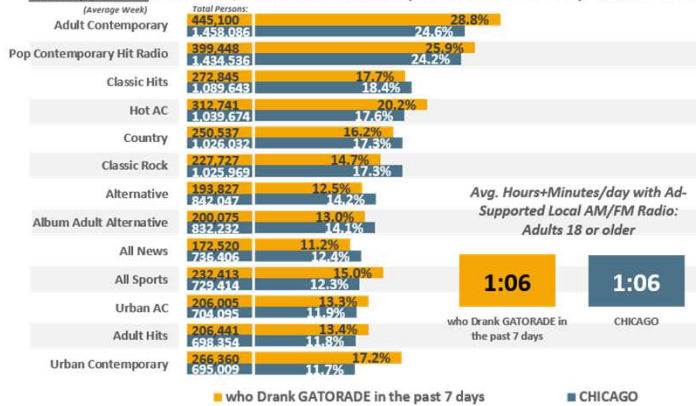
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



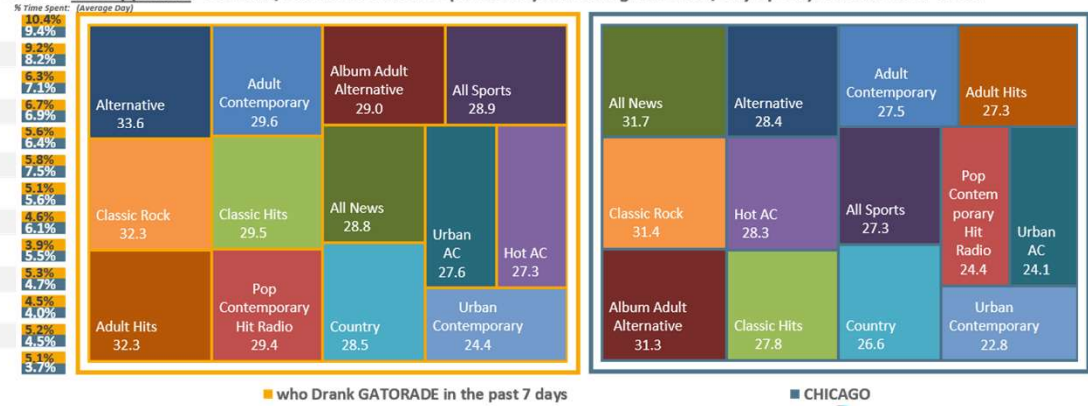
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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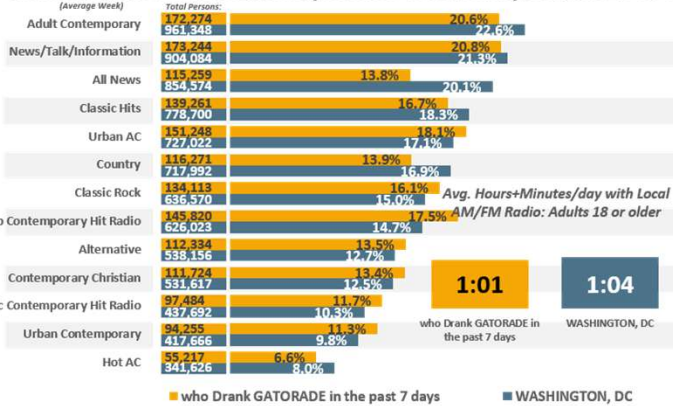
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

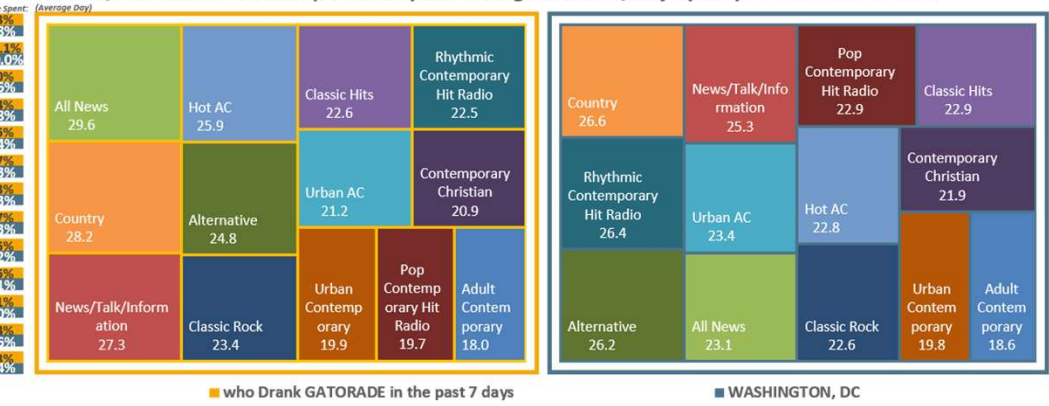


806,629 or 68.4% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

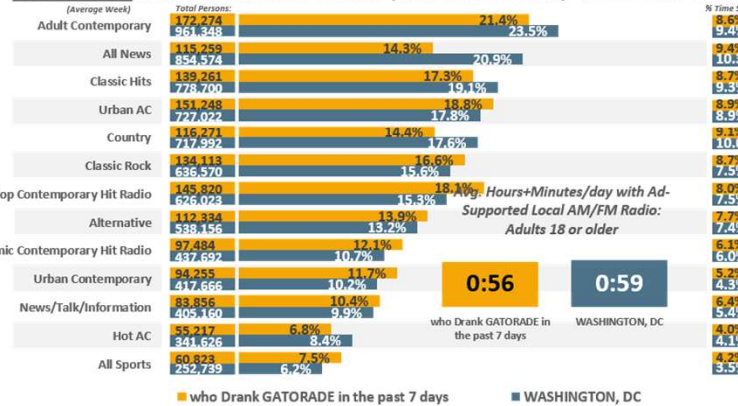
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



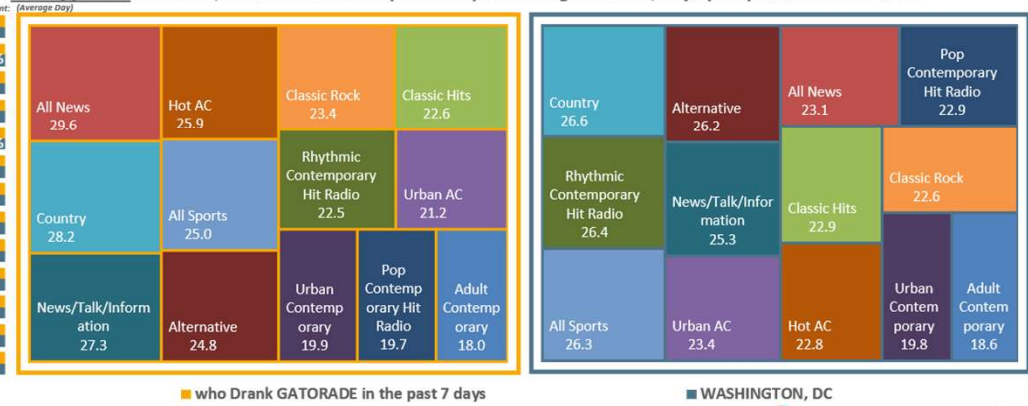
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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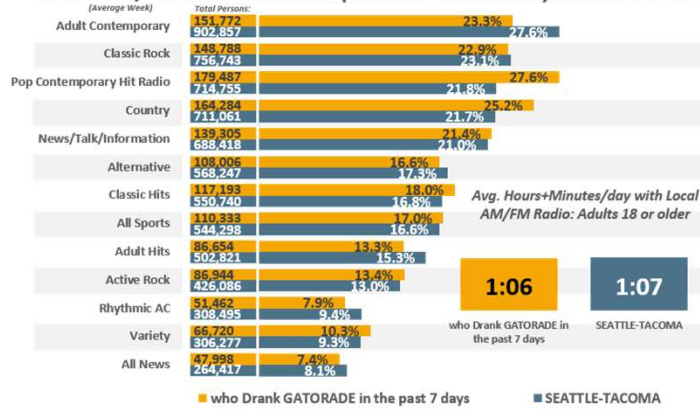
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

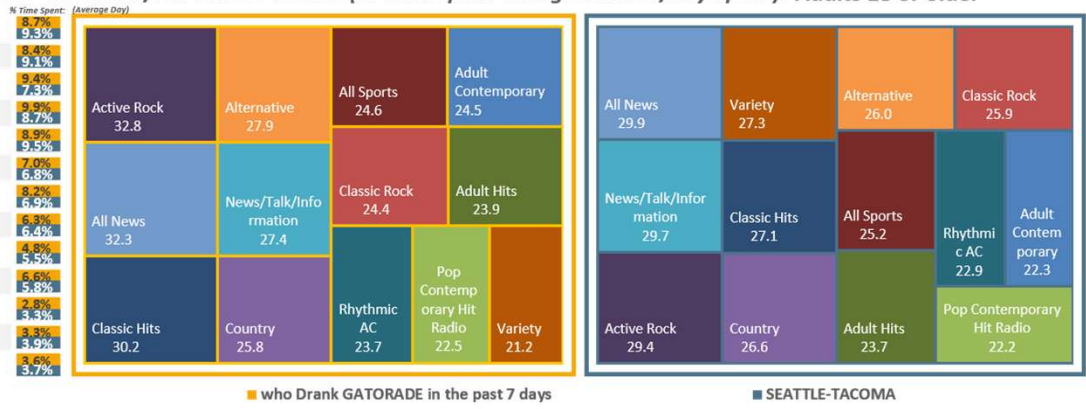


631,005 or 69.7% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Adult Contemporary, Classic Rock, and Classic Hits.

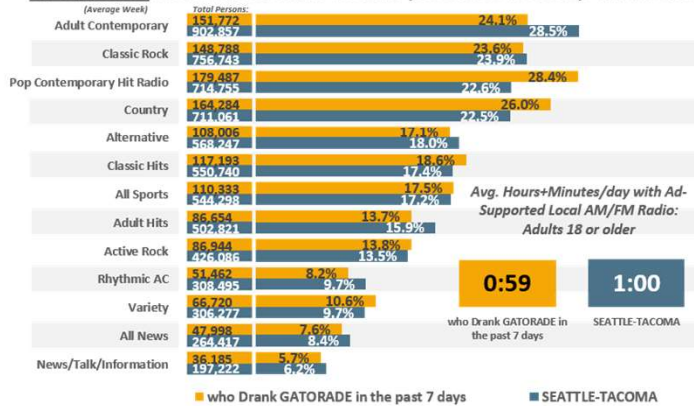
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



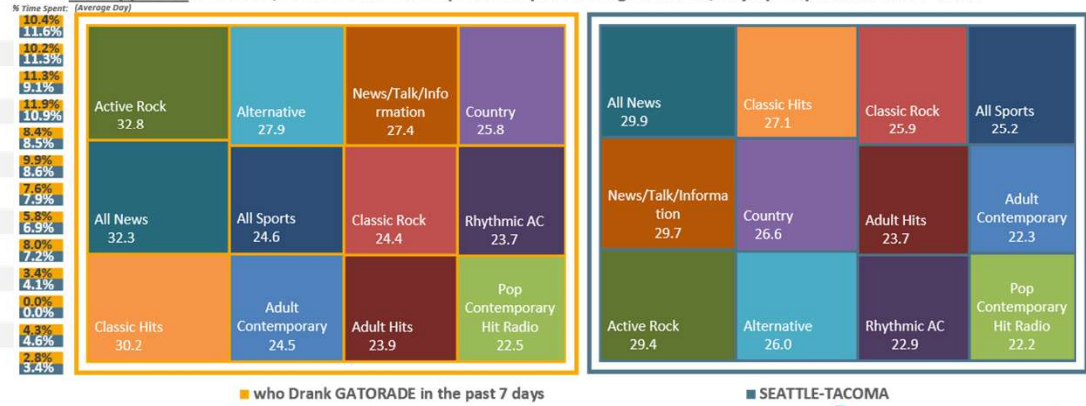
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



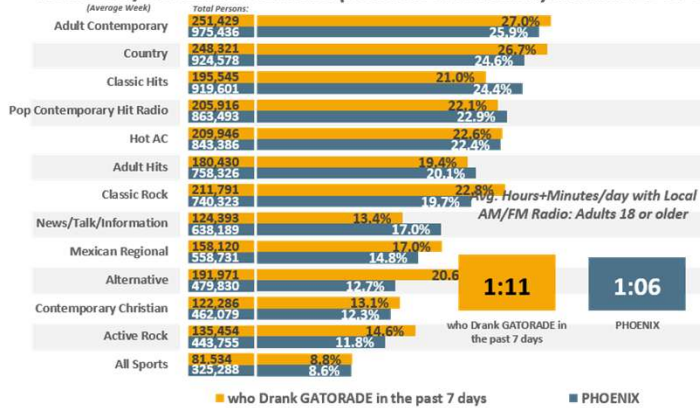
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



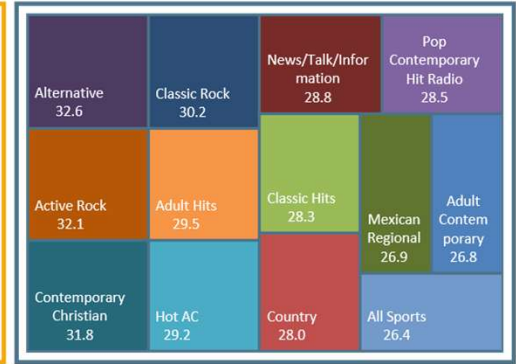
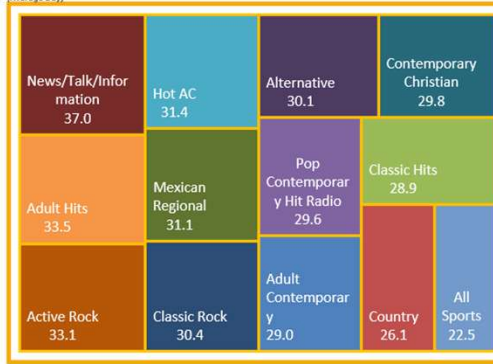


906,409 or 81.1% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Hot AC, and Pop Contemporary Hit Radio.

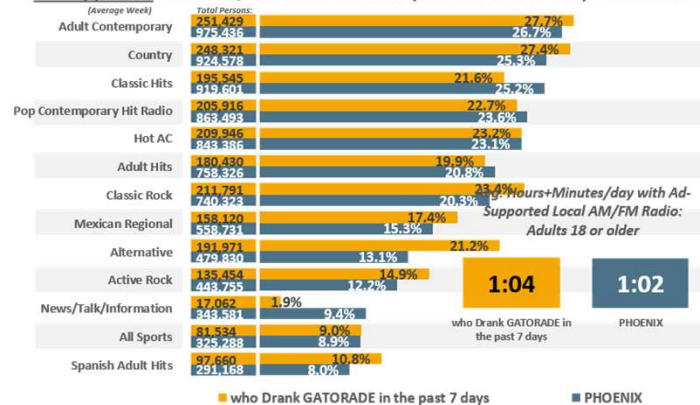
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



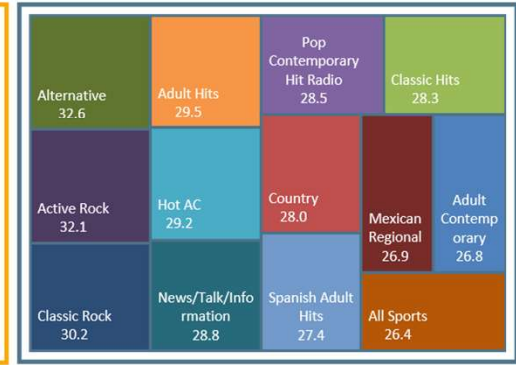
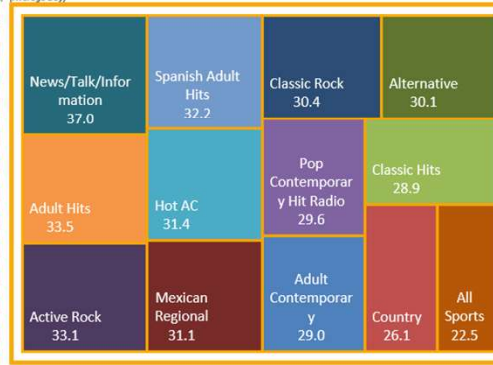
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

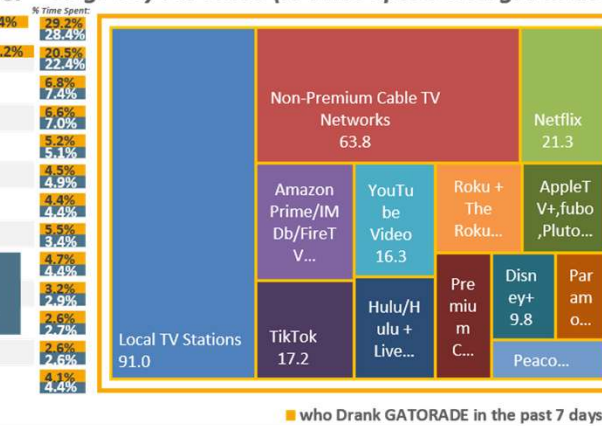
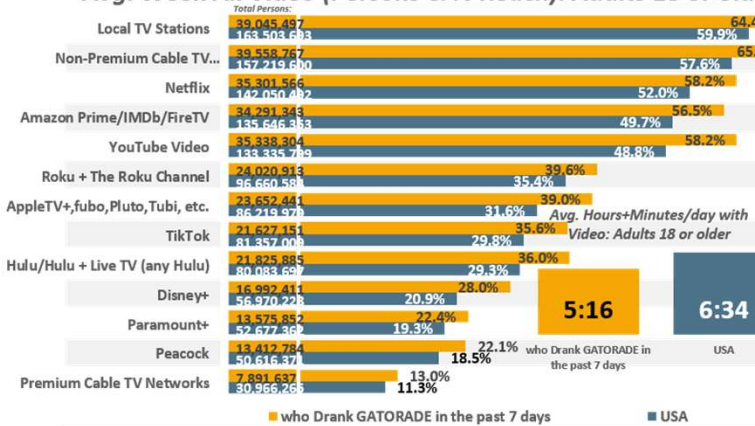




38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

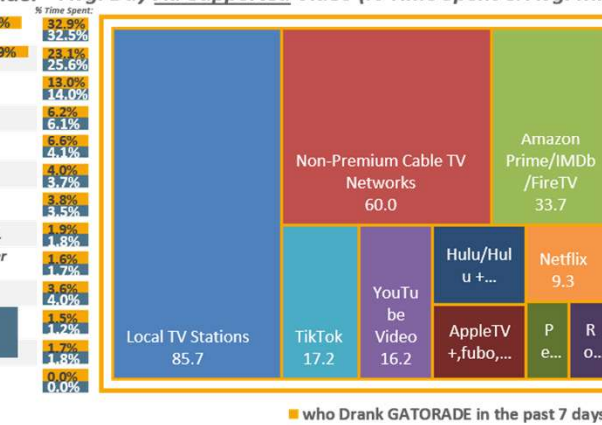
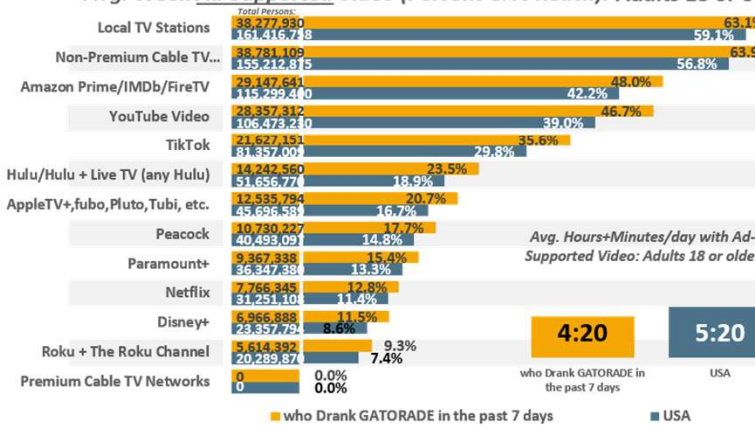
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

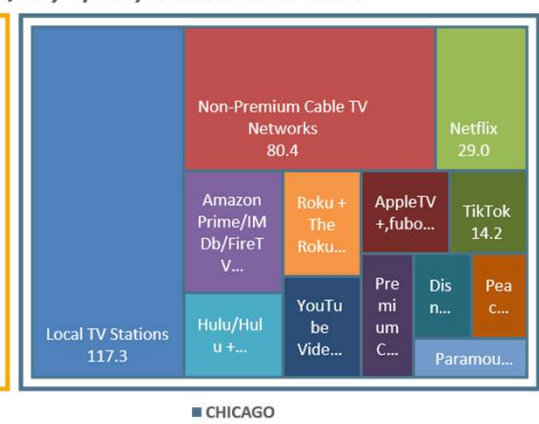
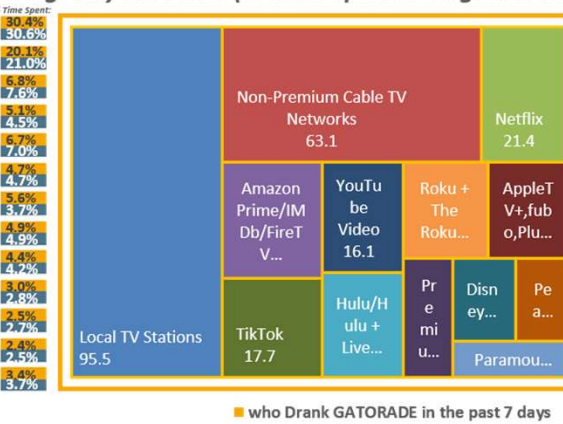
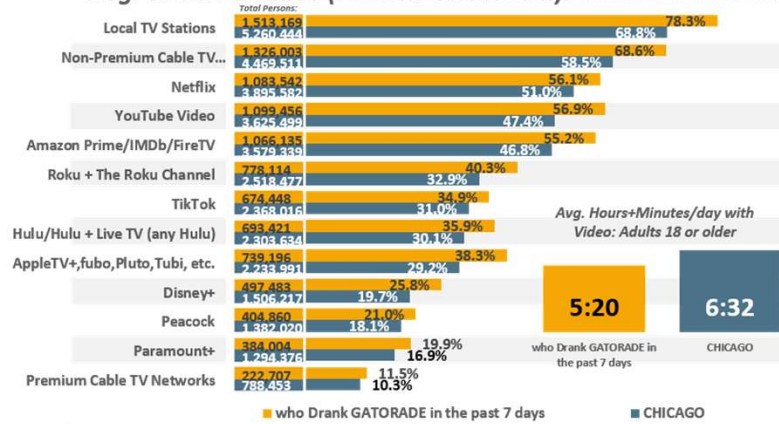




1,481,776 or 76.7% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 89.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

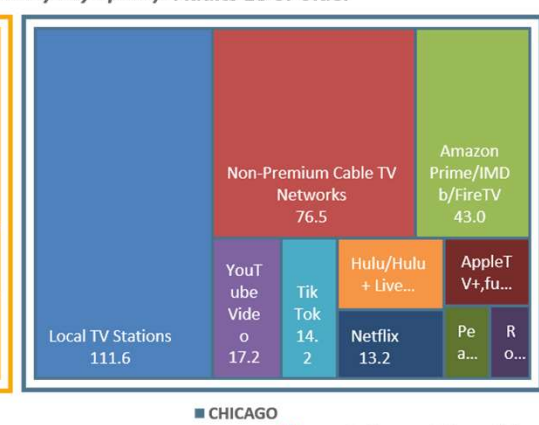
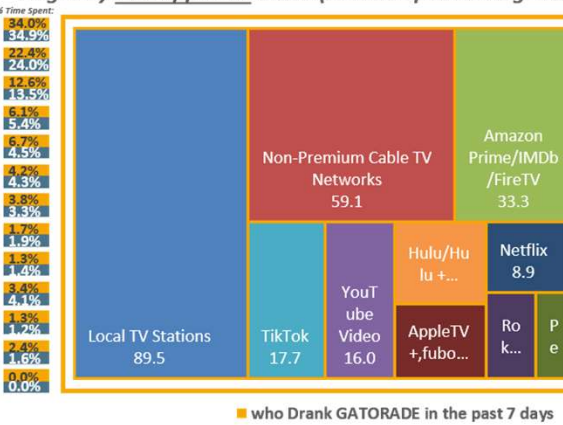
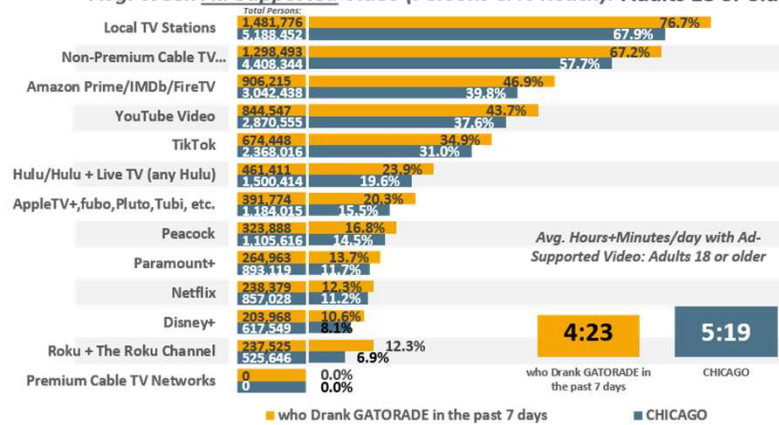
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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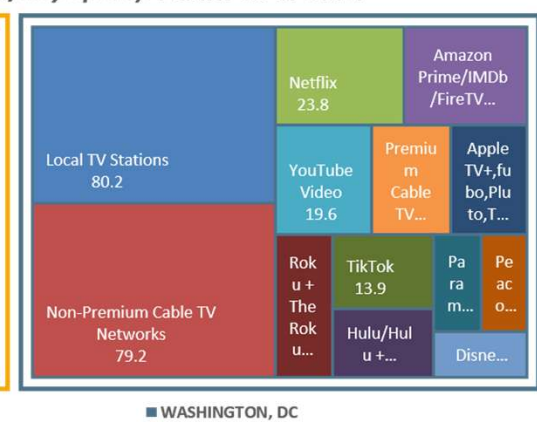
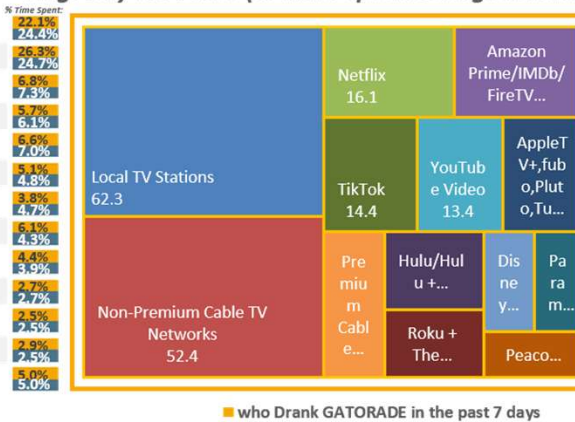
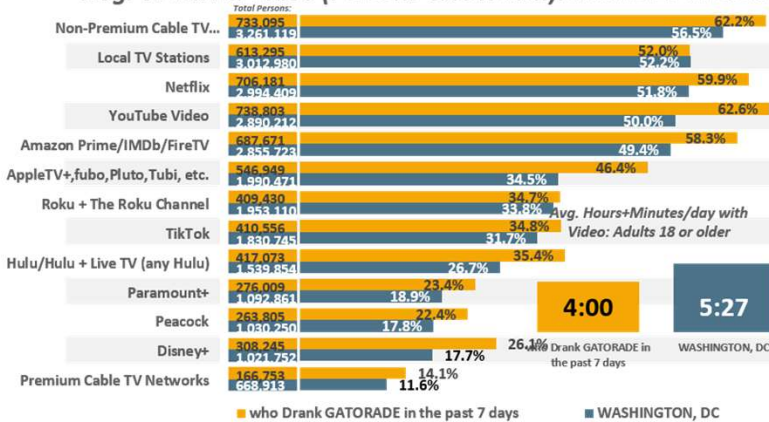
Sports drinks drank past 7 days: Gatorade



605,348 or 51.3% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

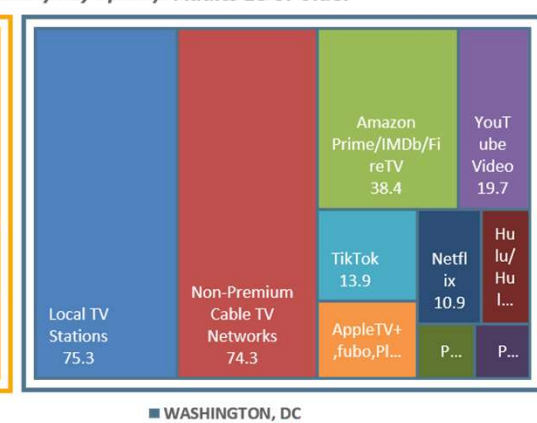
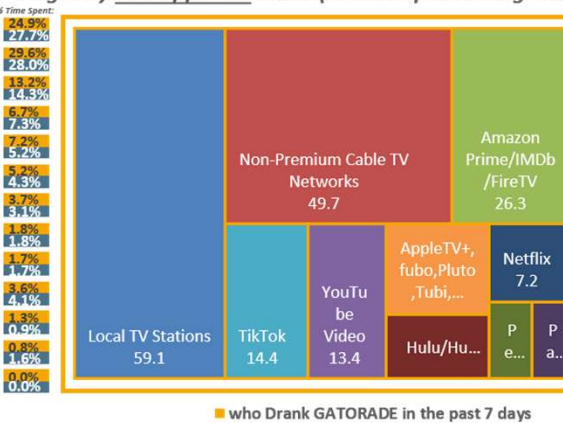
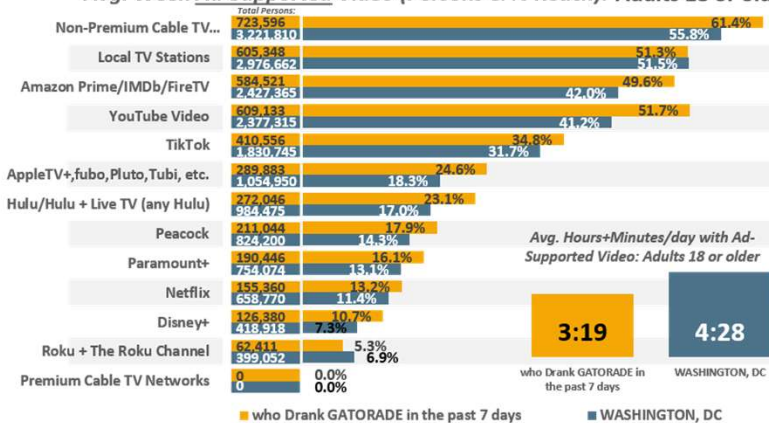
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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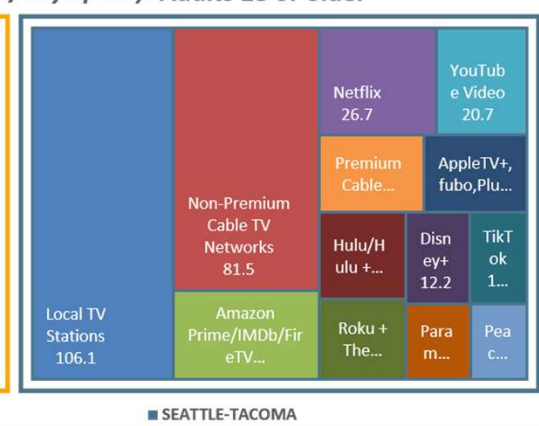
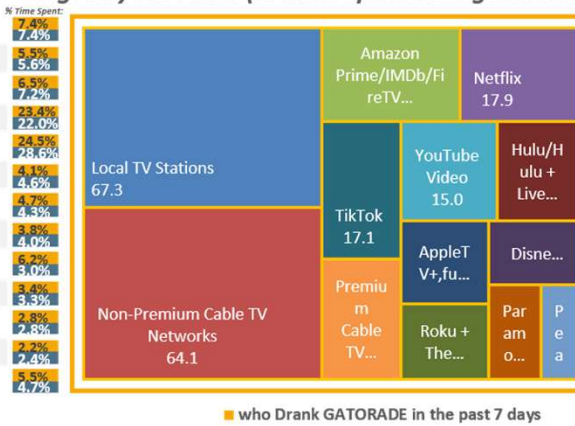
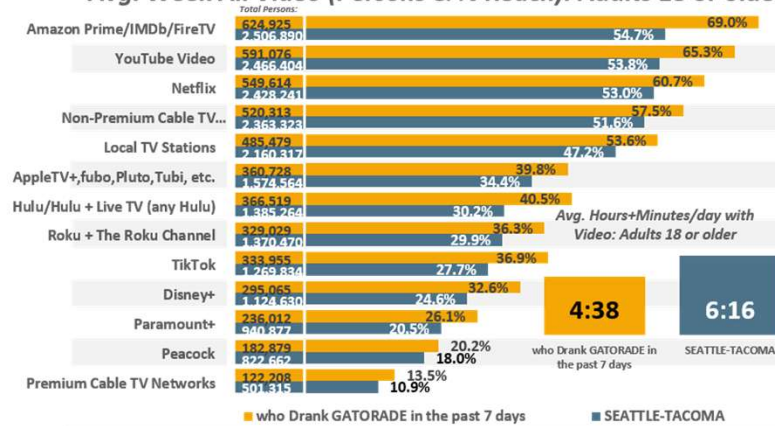
Sports drinks drank past 7 days: Gatorade



477,408 or 52.7% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

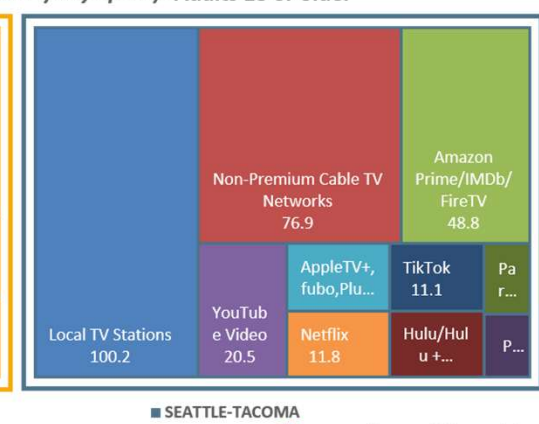
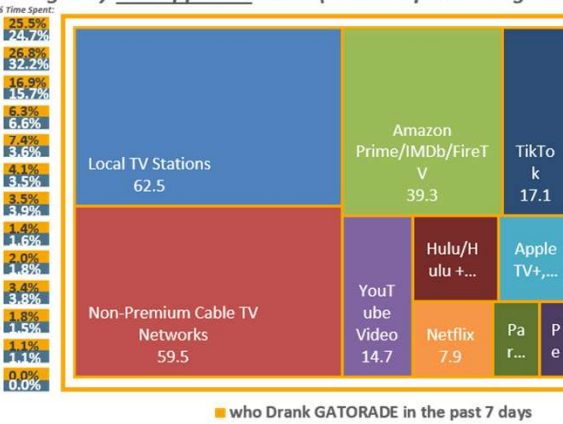
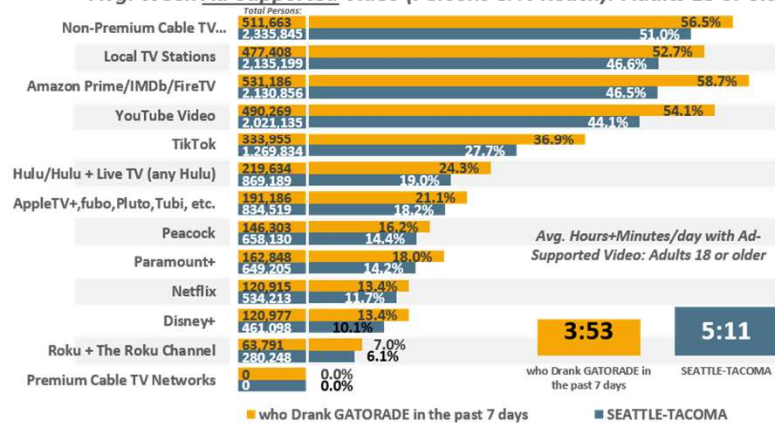
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 674
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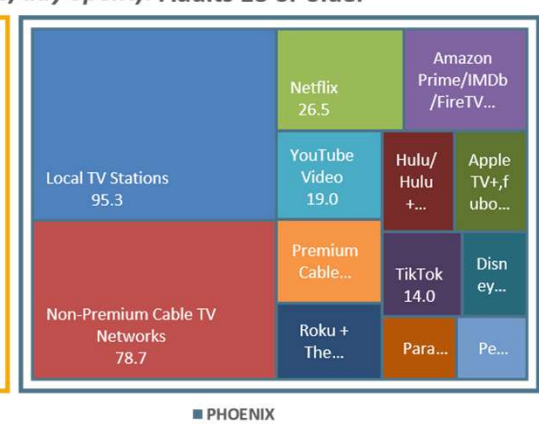
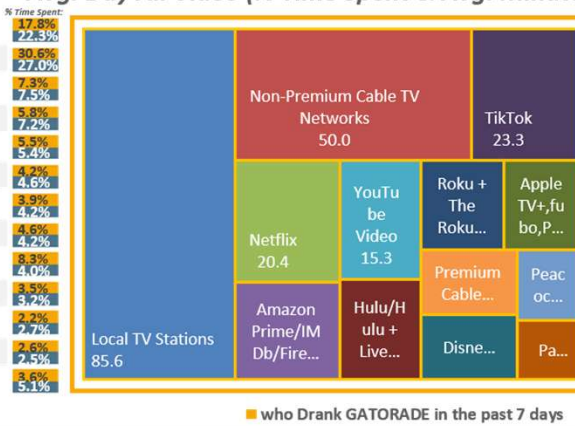
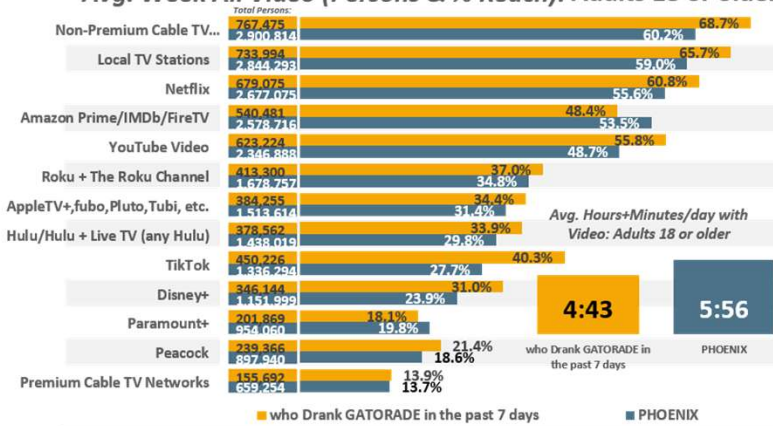
Sports drinks drank past 7 days: Gatorade



717,769 or 64.2% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 80.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

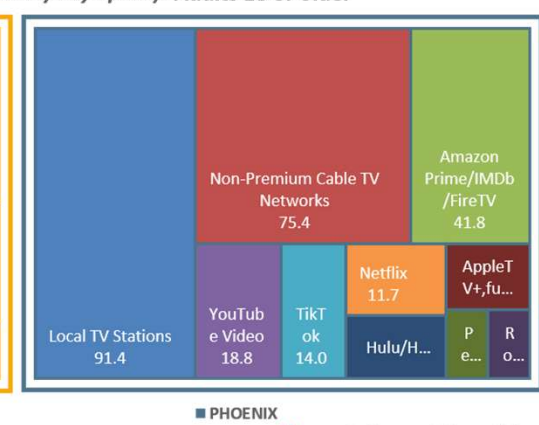
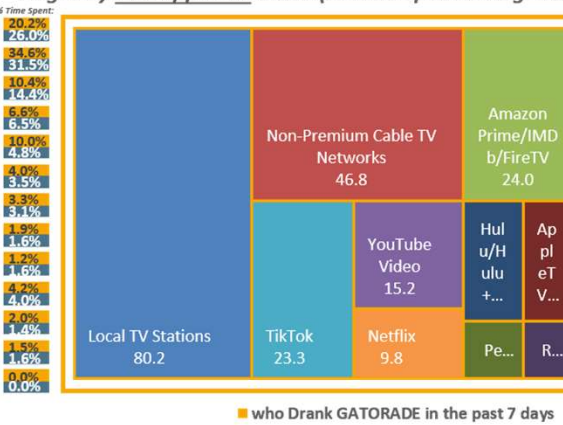
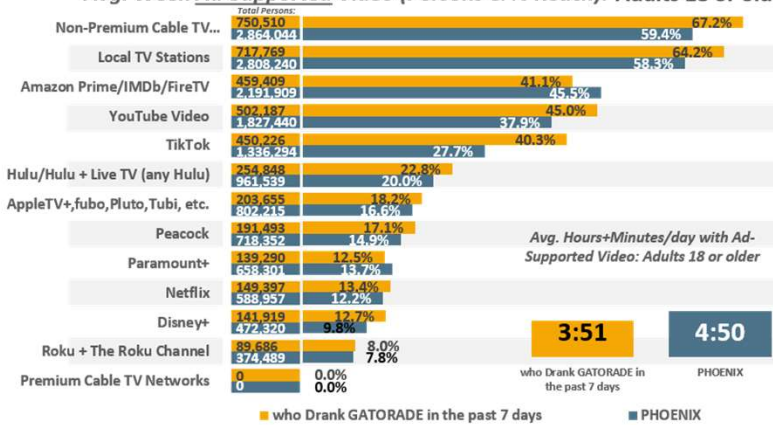
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 592
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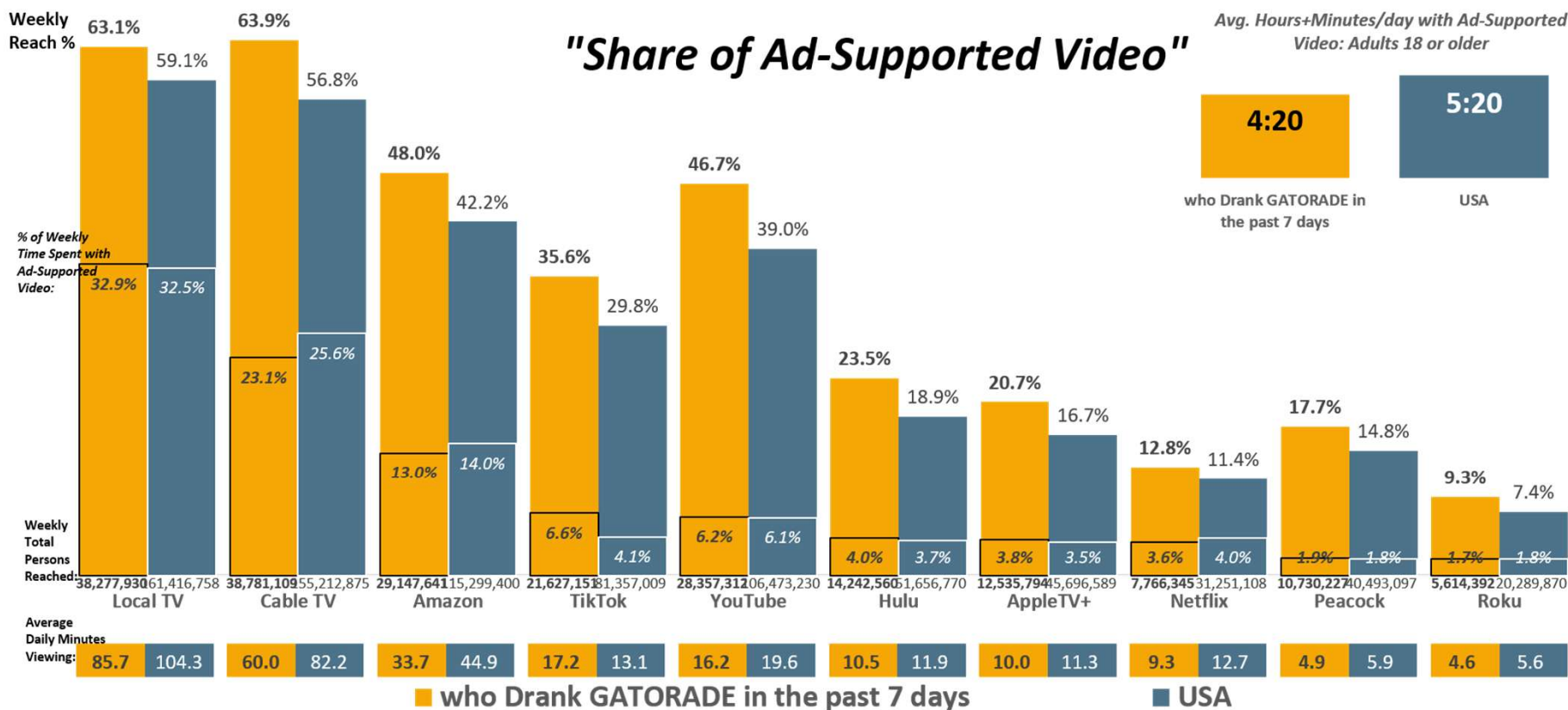
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Sports drinks drank past 7 days: Gatorade



38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

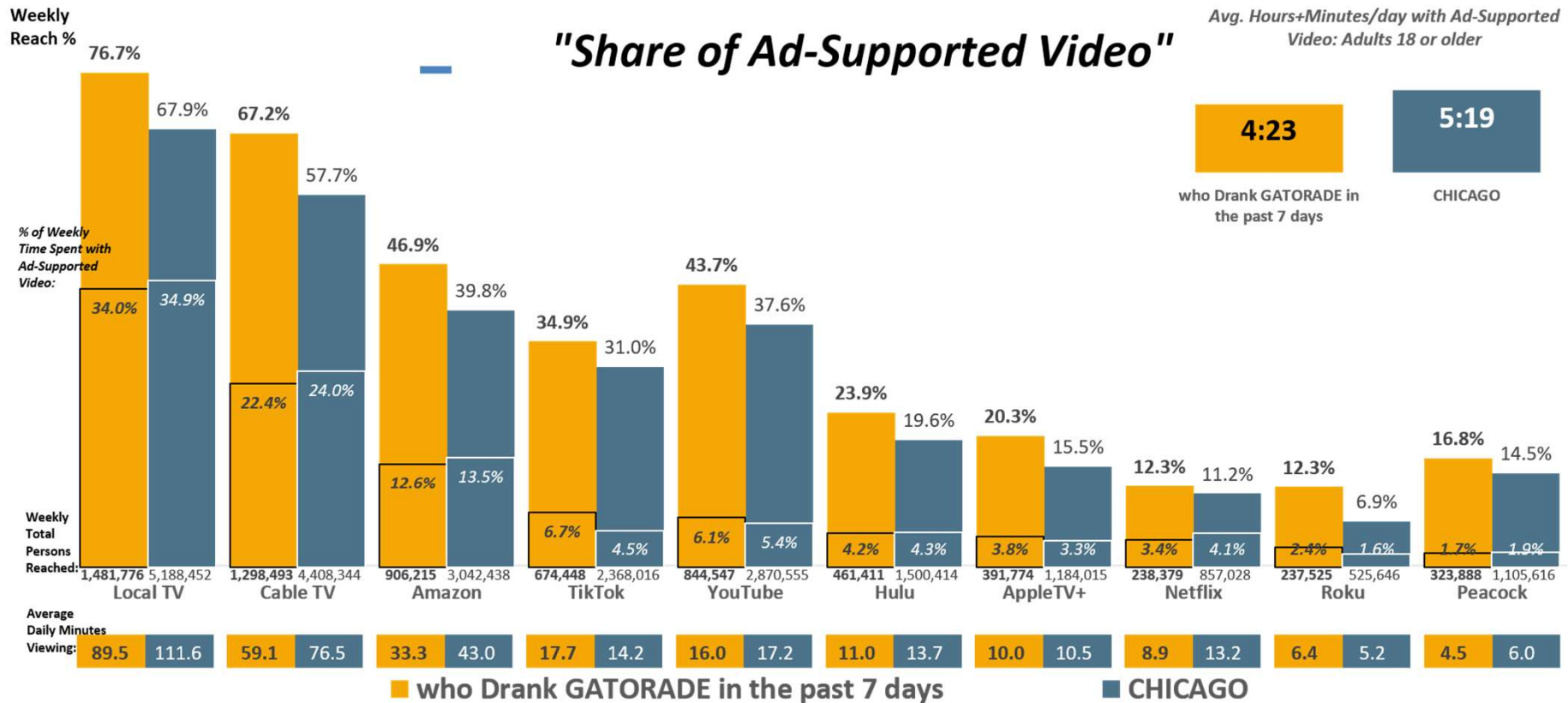
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



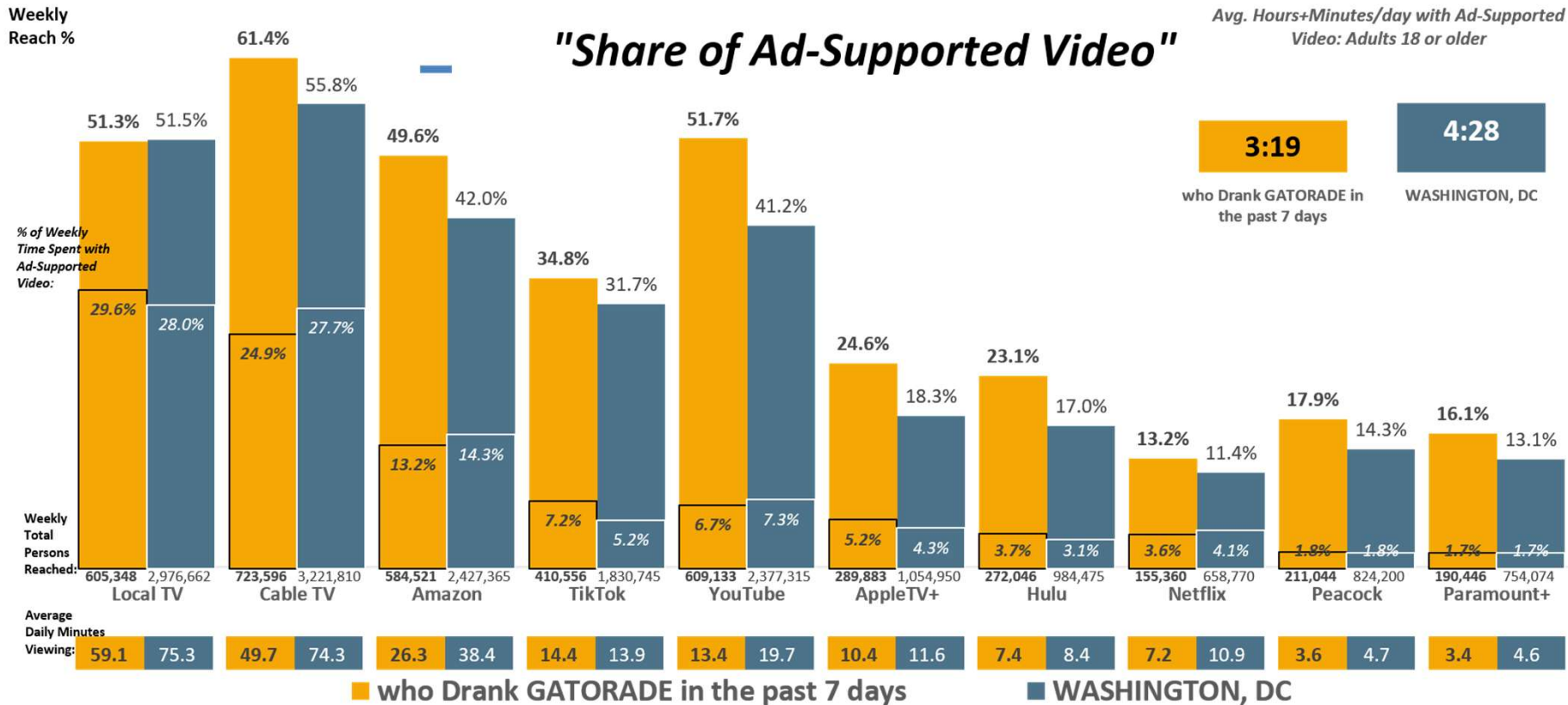
1,481,776 or 76.7% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 89.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





605,348 or 51.3% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Sports drinks drank past 7 days: Gatorade

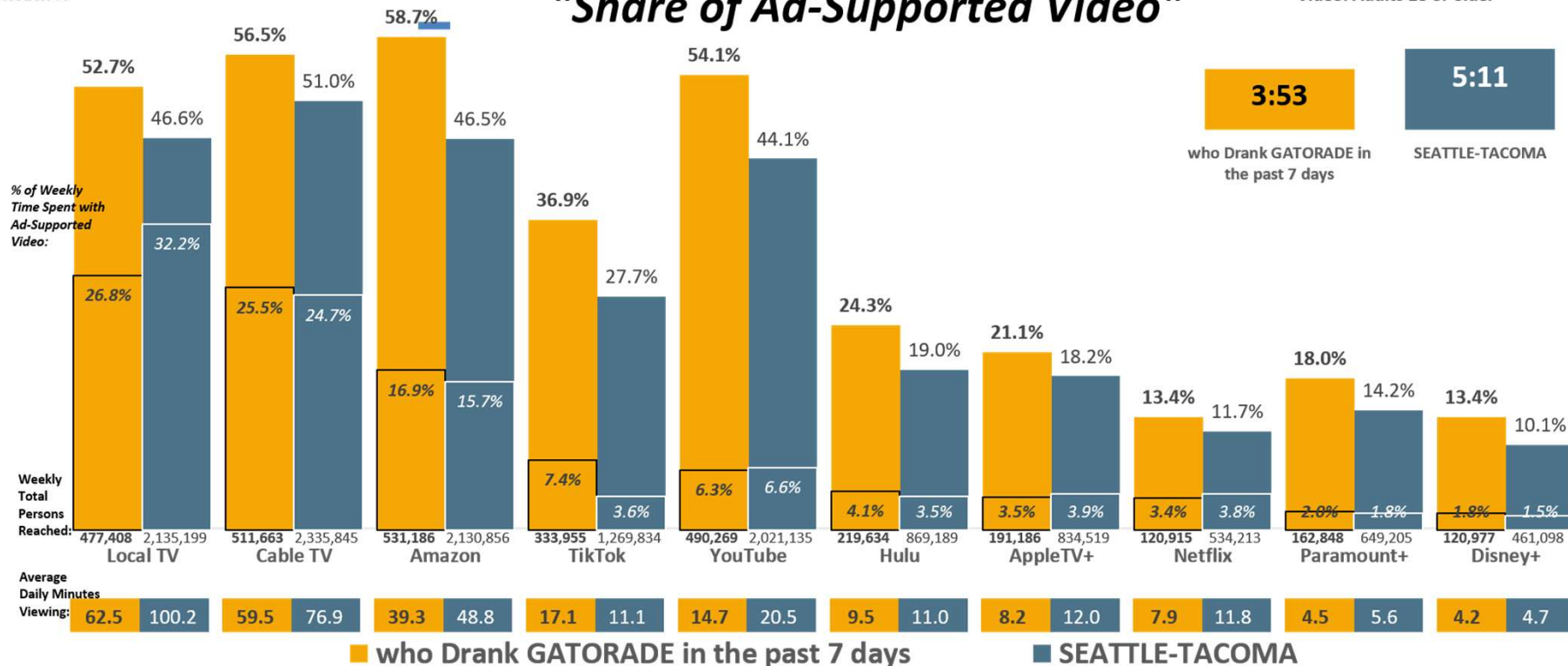


477,408 or 52.7% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



3:53

who Drank GATORADE in
the past 7 days

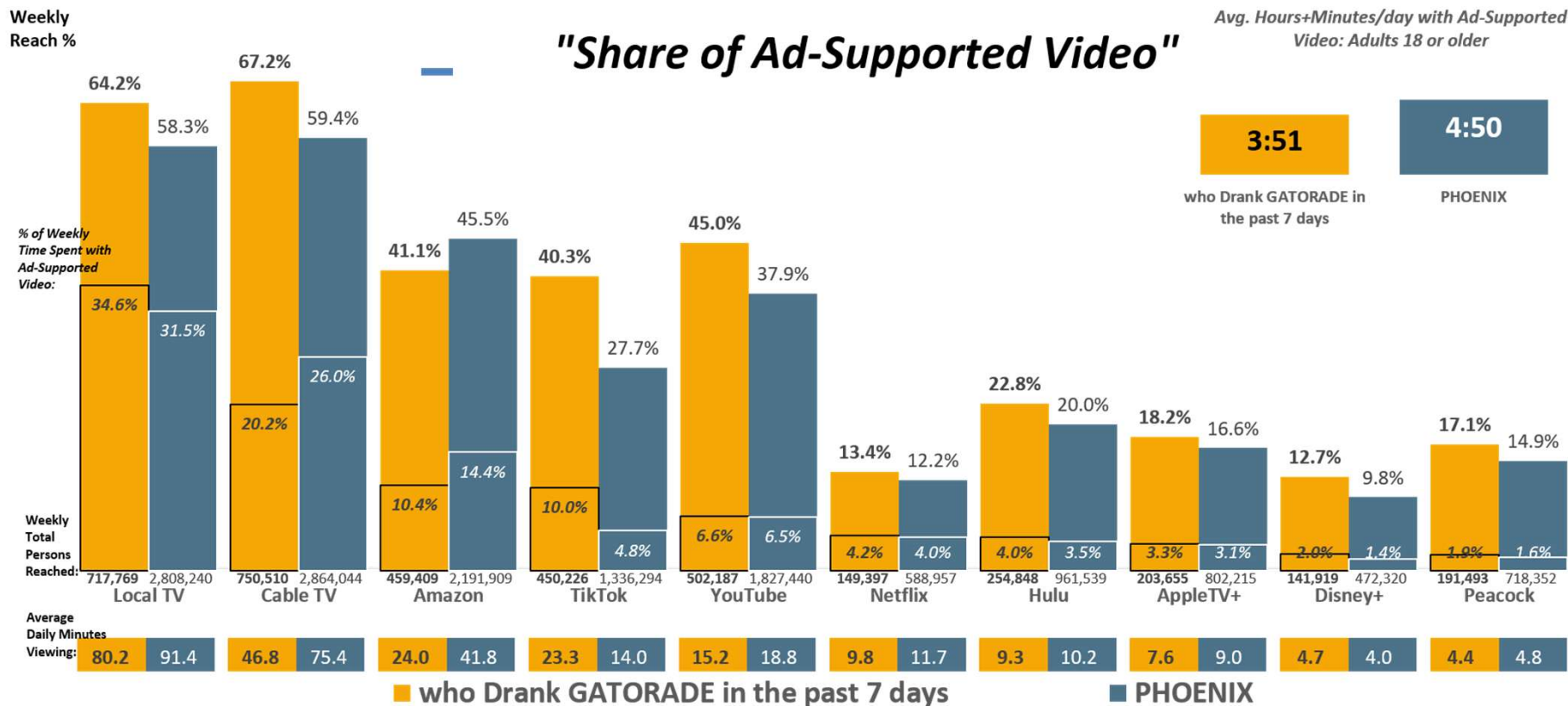
5:11

SEATTLE-TACOMA



717,769 or 64.2% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 80.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

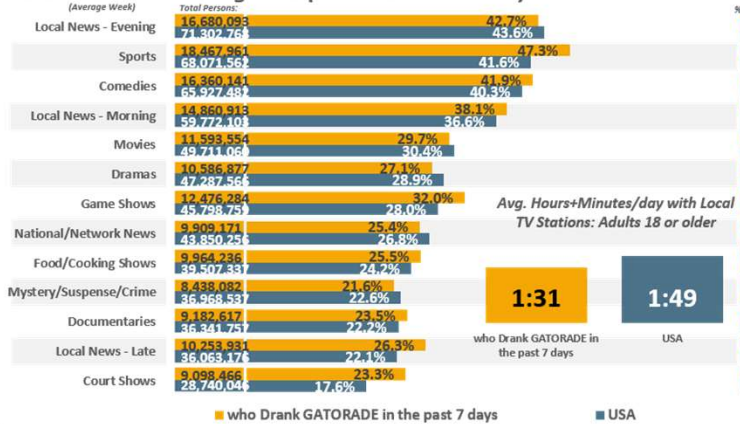
"Share of Ad-Supported Video"



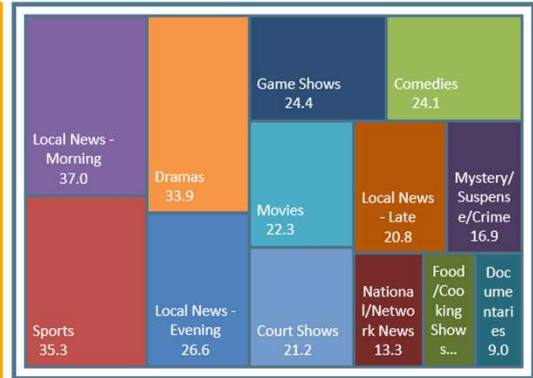
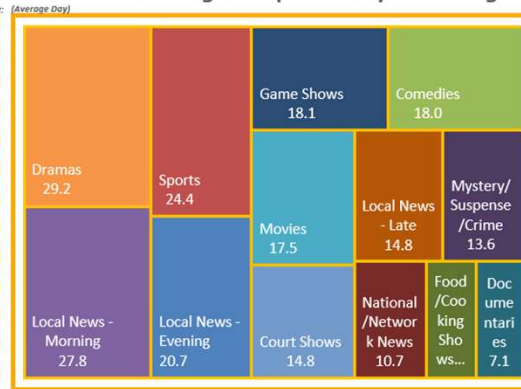


38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

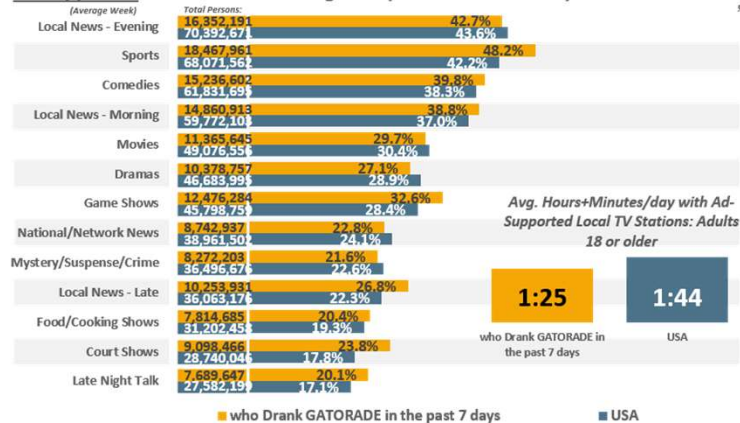
Local TV Station Programs (Persons & % Reach): Adults 18 or older



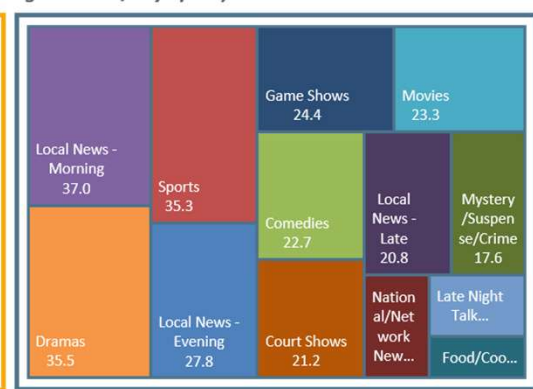
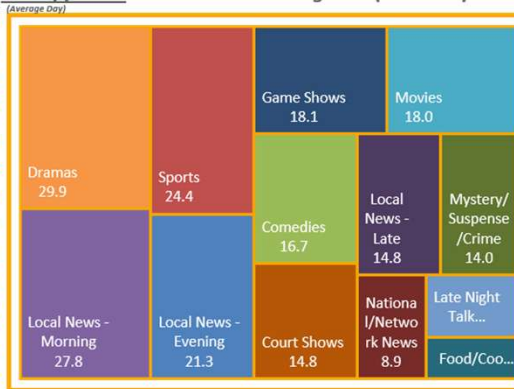
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

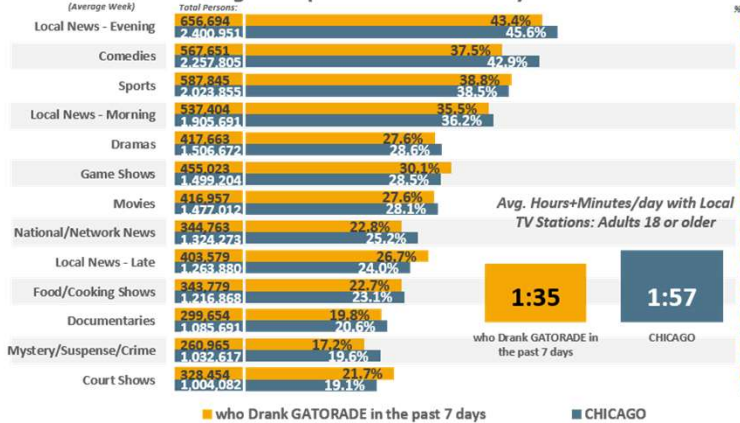
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Sports drinks drank past 7 days: Gatorade

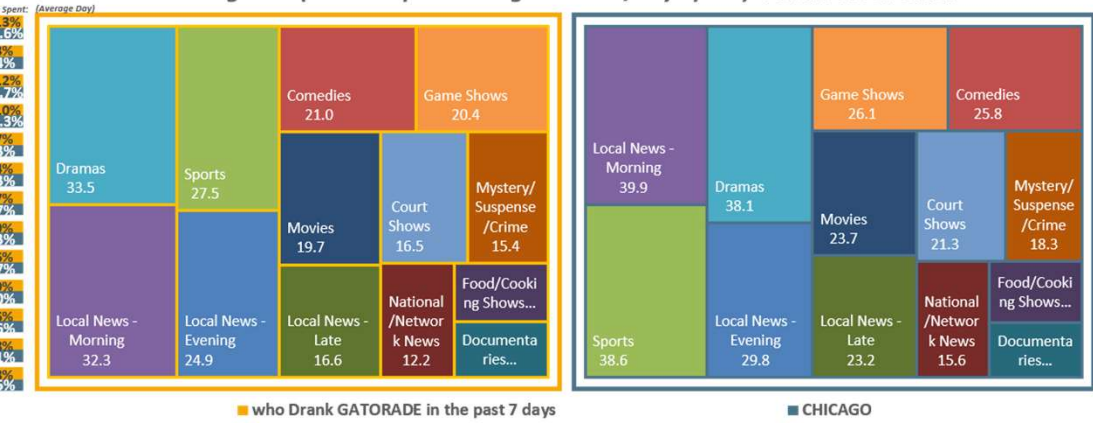


1,481,776 or 76.7% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Dramas.

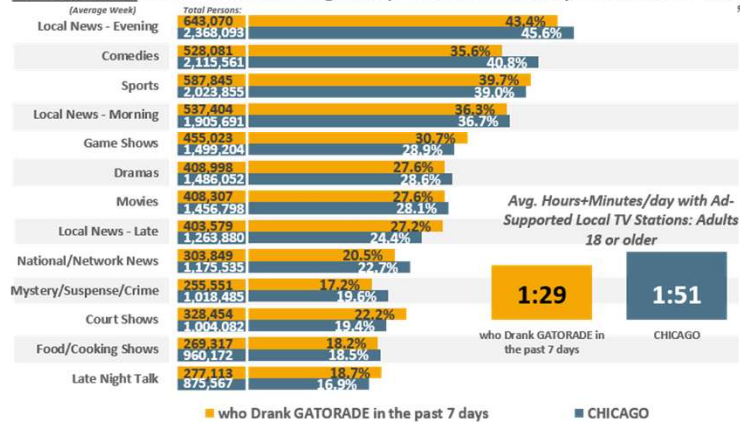
Local TV Station Programs (Persons & % Reach): Adults 18 or older



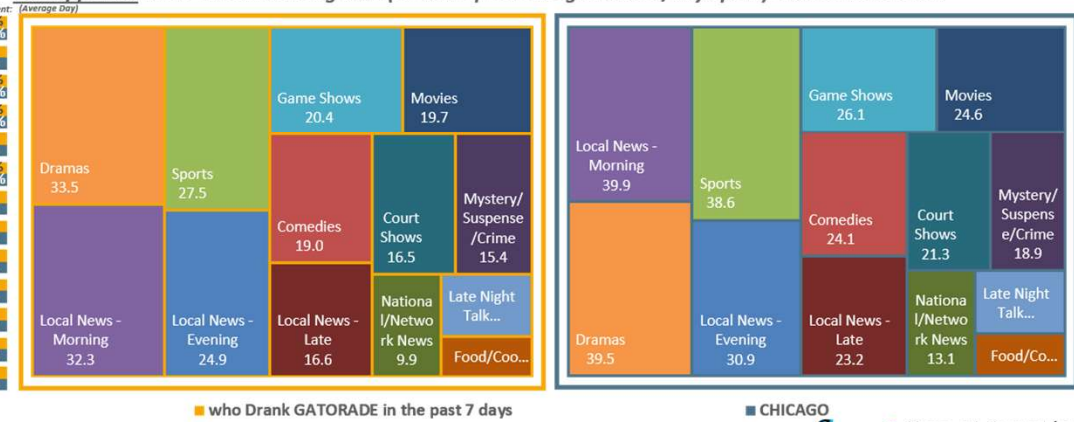
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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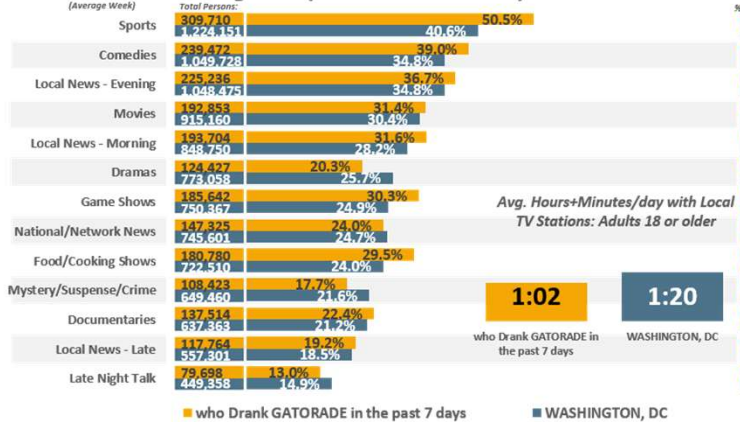
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

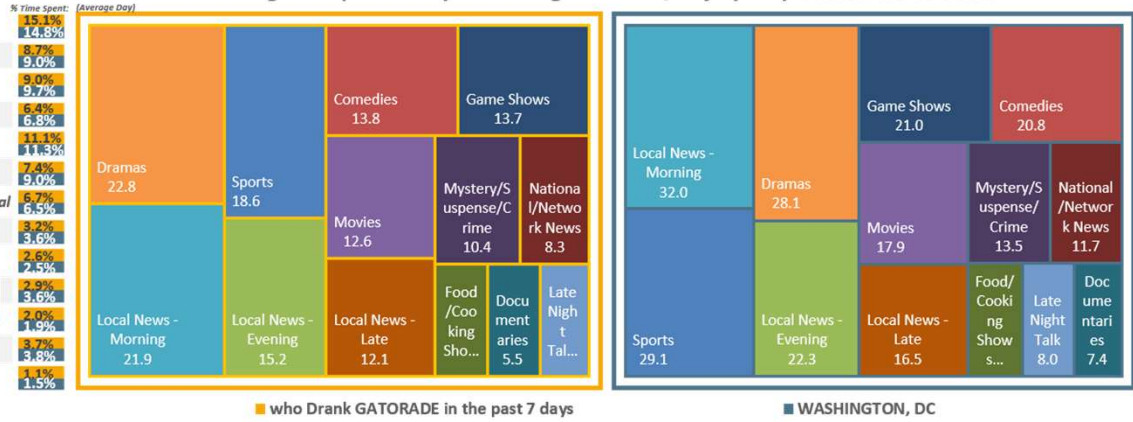


605,348 or 51.3% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

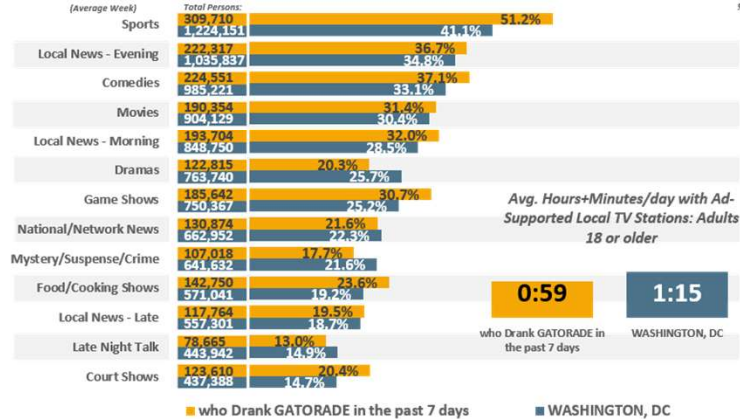
Local TV Station Programs (Persons & % Reach): Adults 18 or older



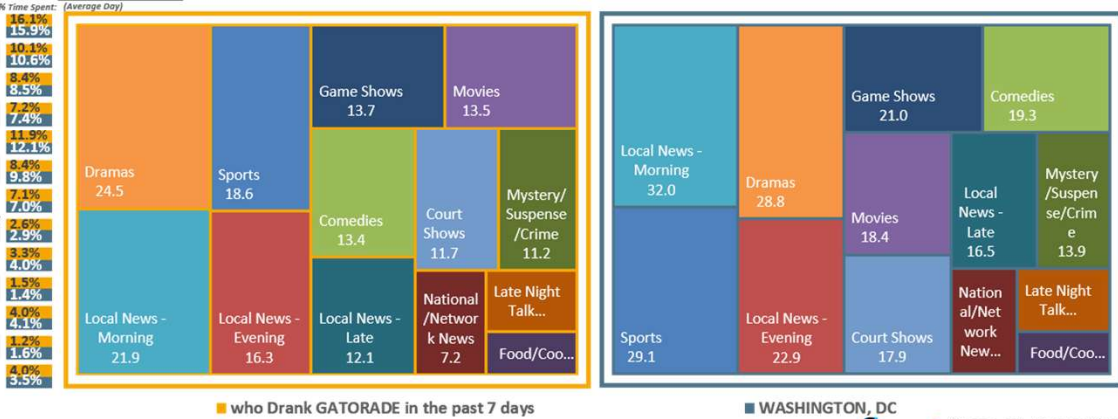
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



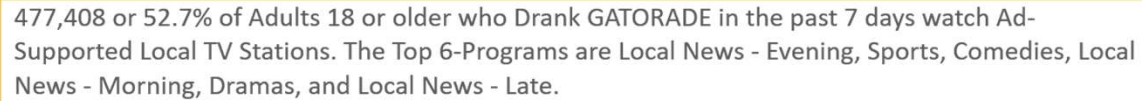
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



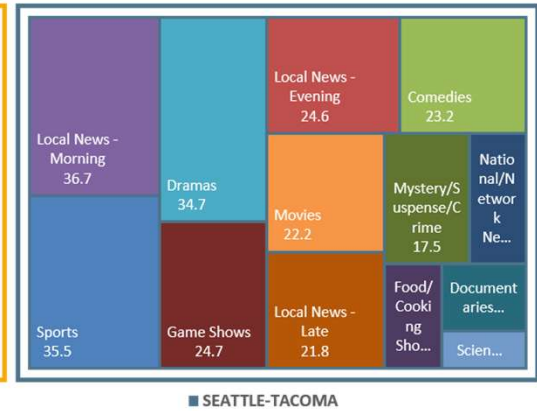
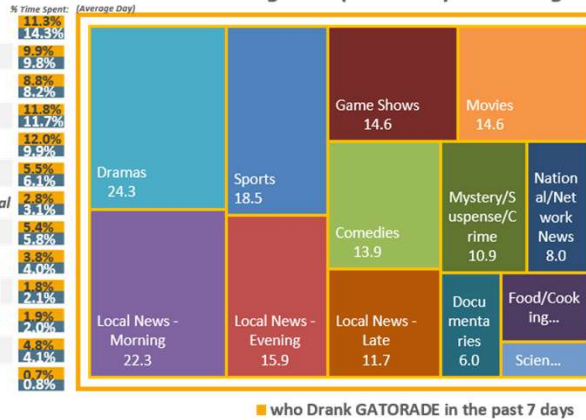
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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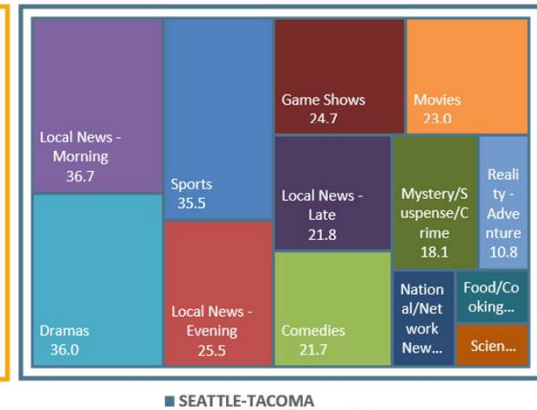
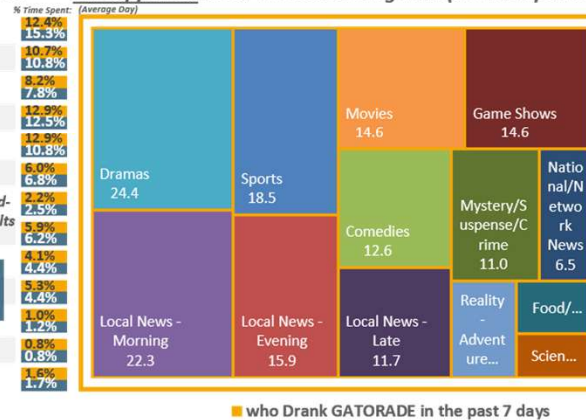
Sports drinks drank past 7 days: Gatorade



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



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

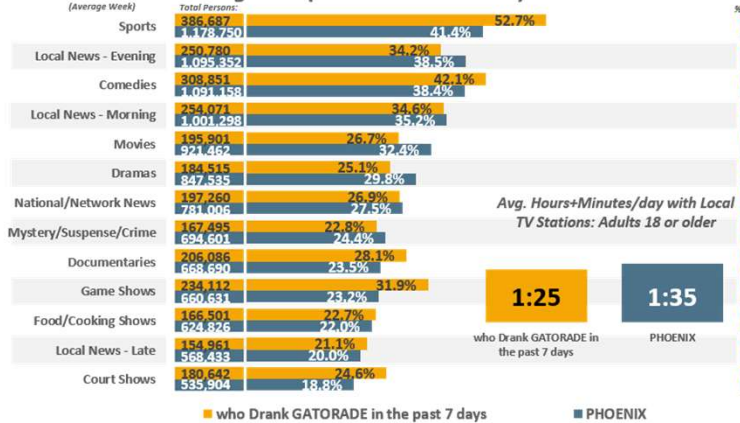


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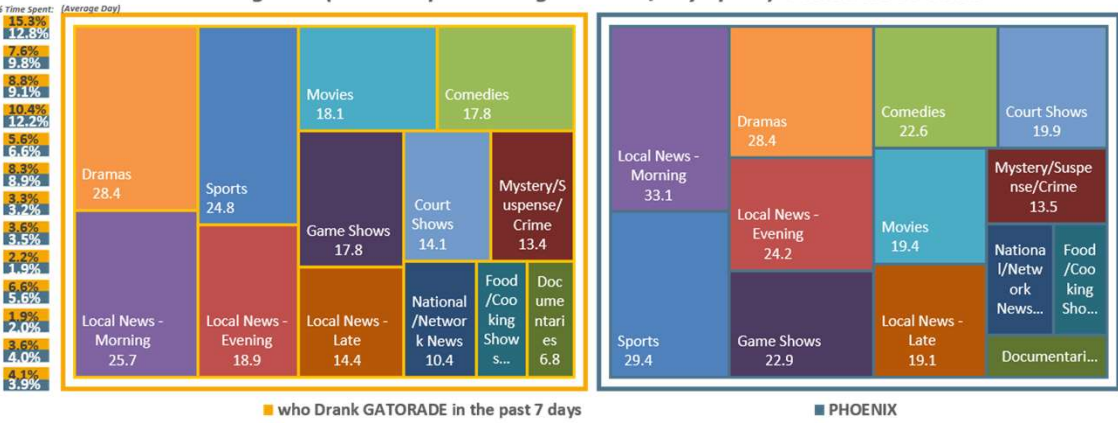


717,769 or 64.2% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

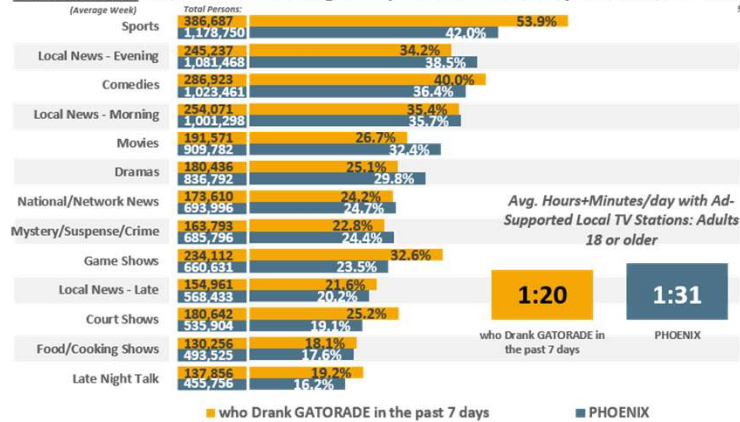
Local TV Station Programs (Persons & % Reach): Adults 18 or older



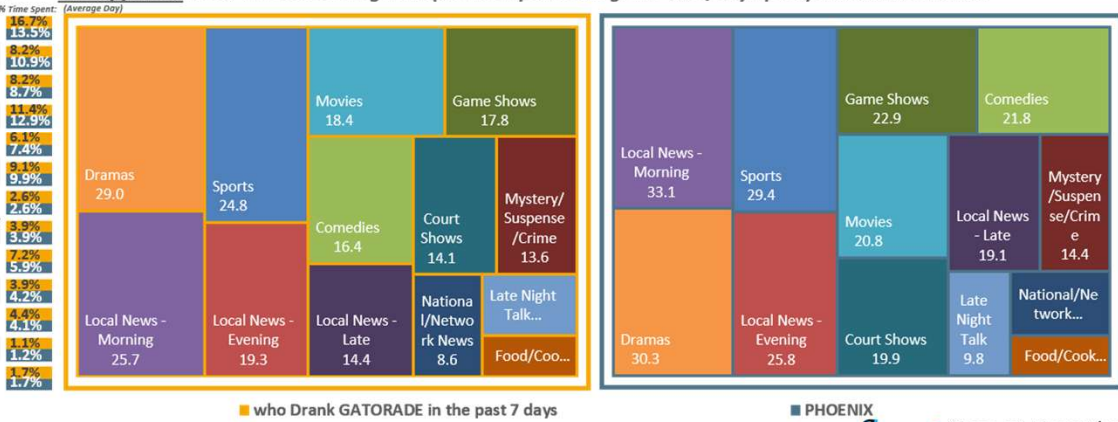
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

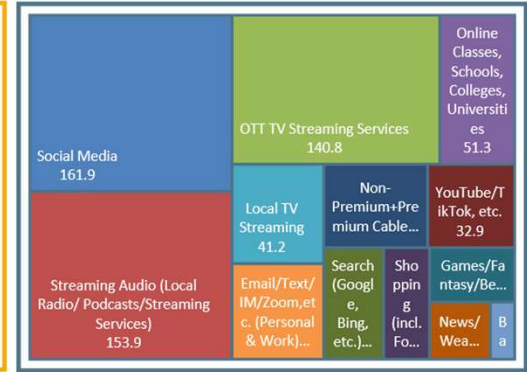
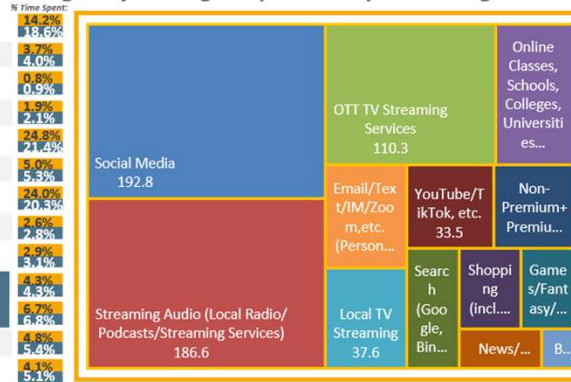
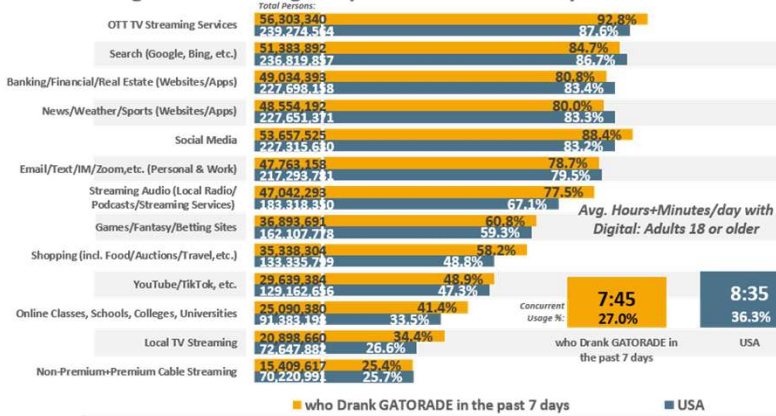




47,825,767 or 78.8% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 171.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

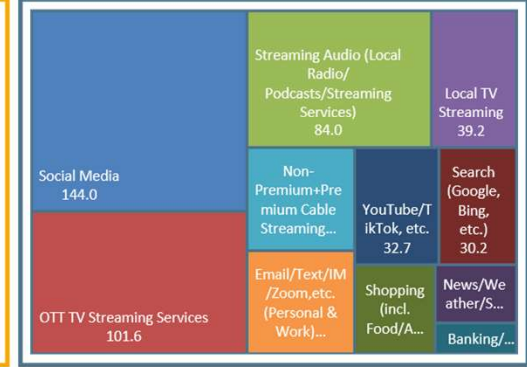
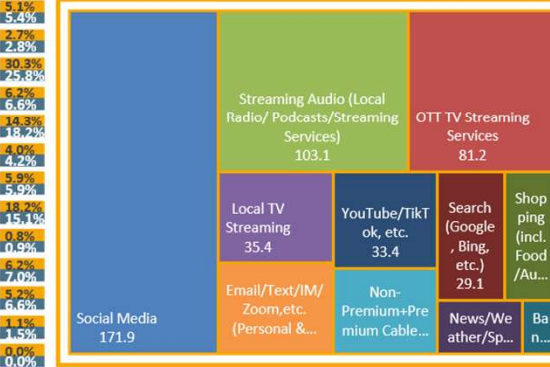
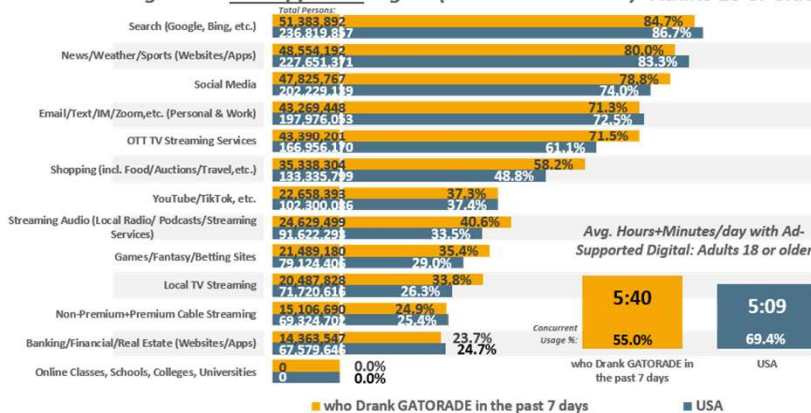
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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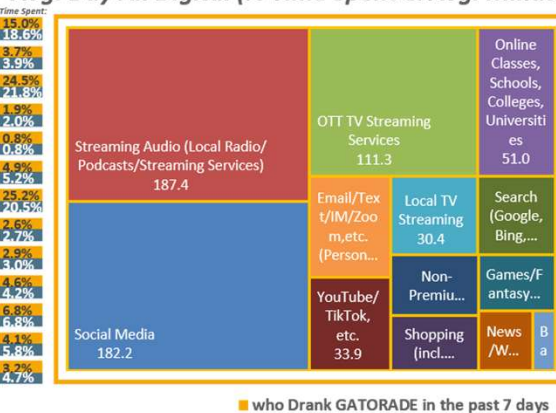
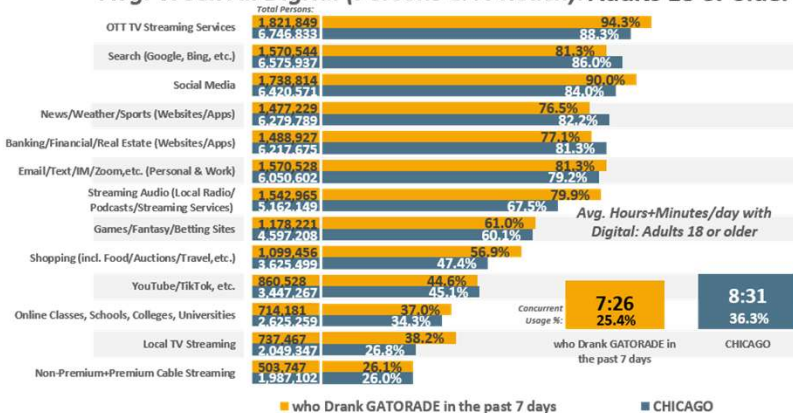
Sports drinks drank past 7 days: Gatorade



1,577,889 or 81.7% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 165.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

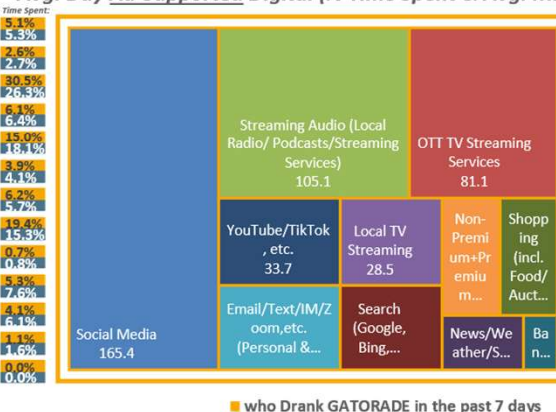
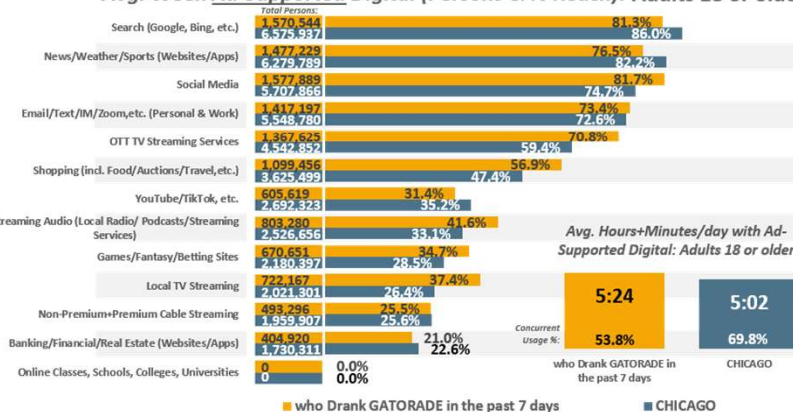
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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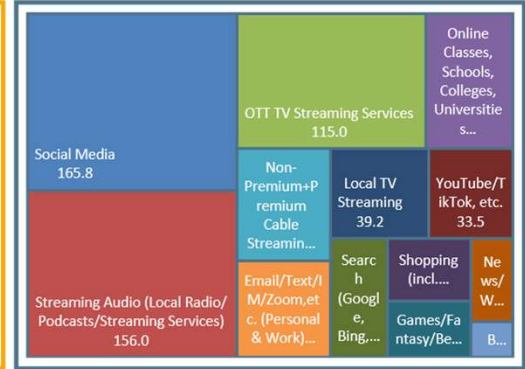
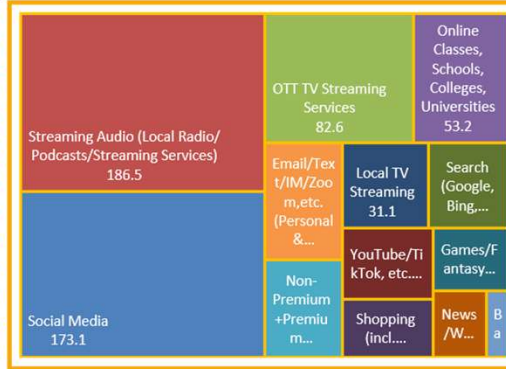
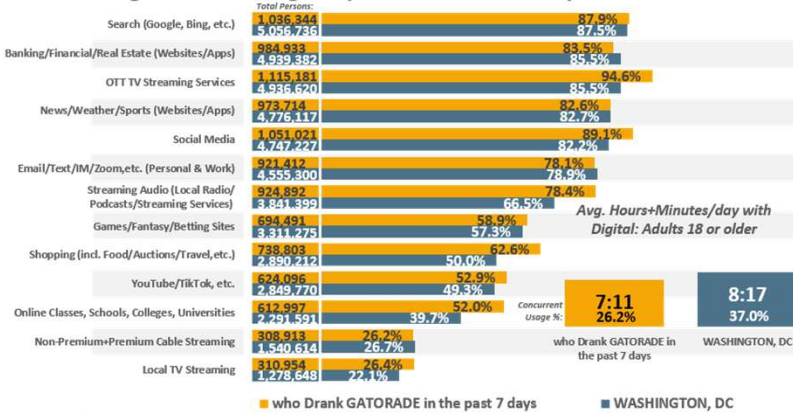
Sports drinks drank past 7 days: Gatorade



932,150 or 79.% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 153.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

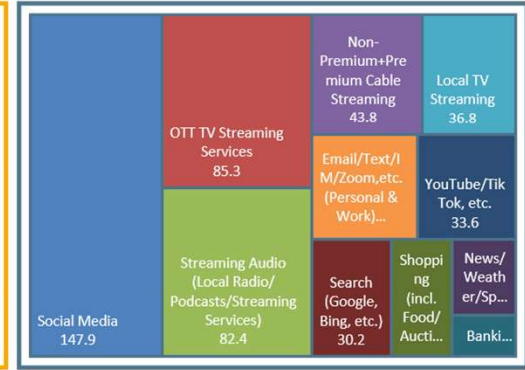
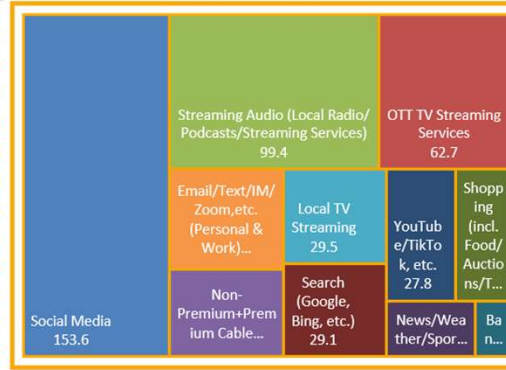
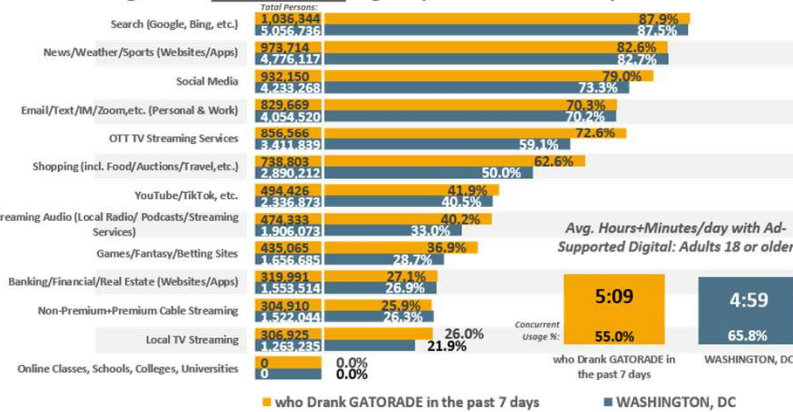
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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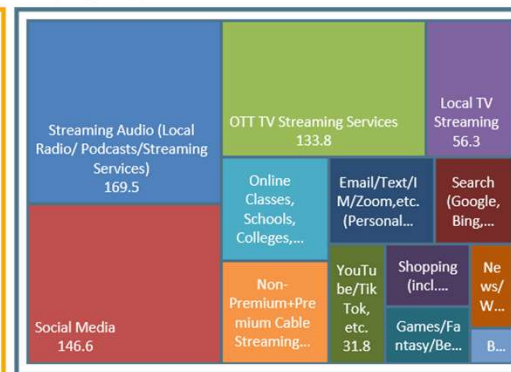
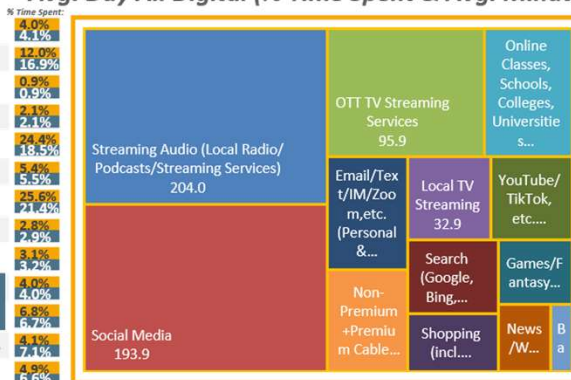
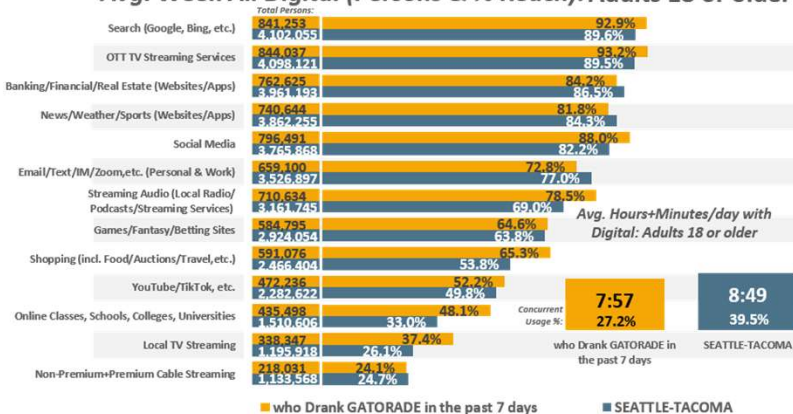
Sports drinks drank past 7 days: Gatorade



685,036 or 75.7% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 166.7 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

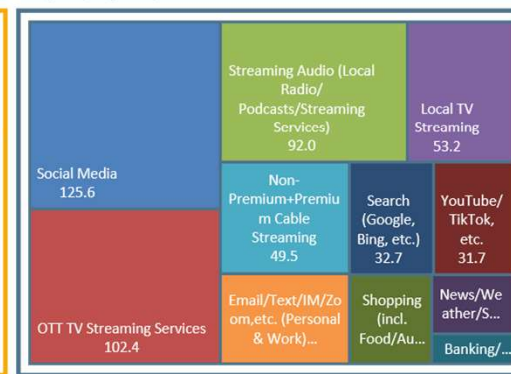
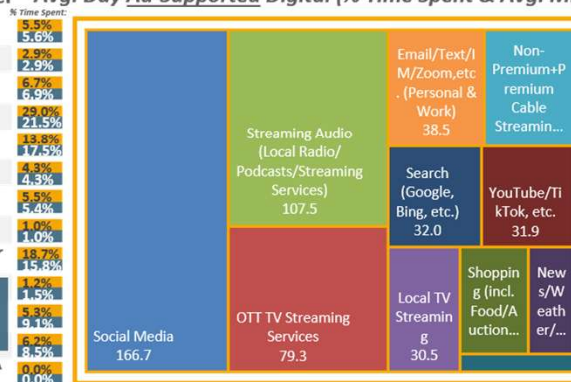
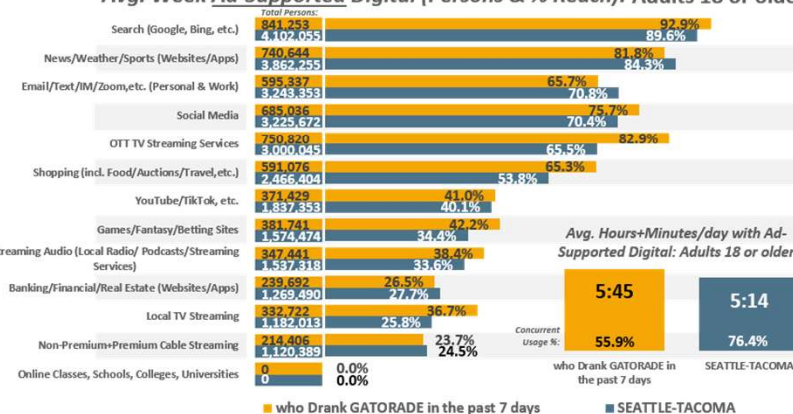
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

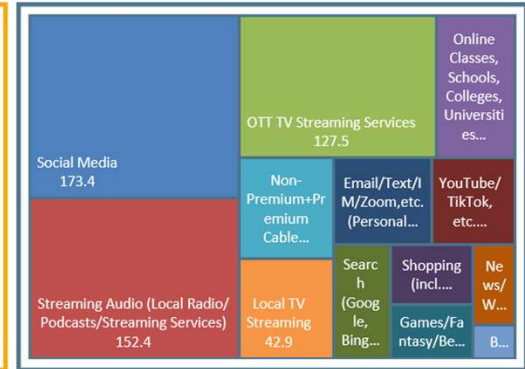
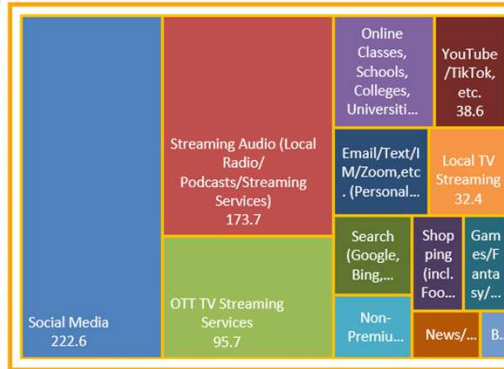
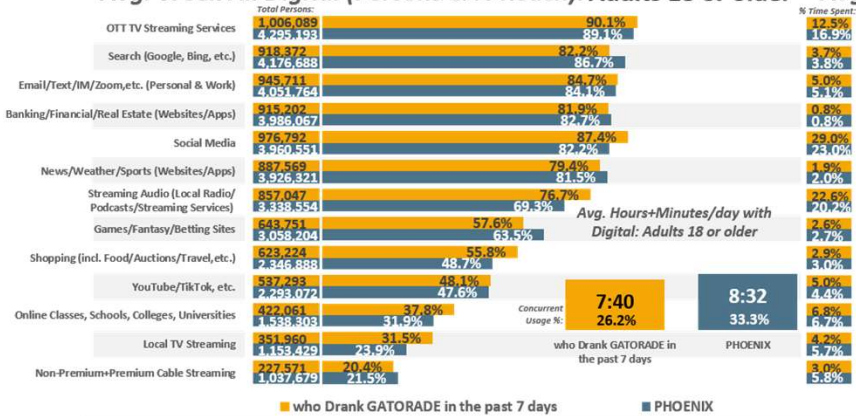




880,535 or 78.8% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 200.7 minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

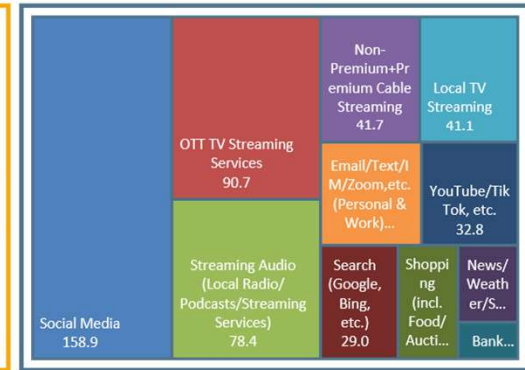
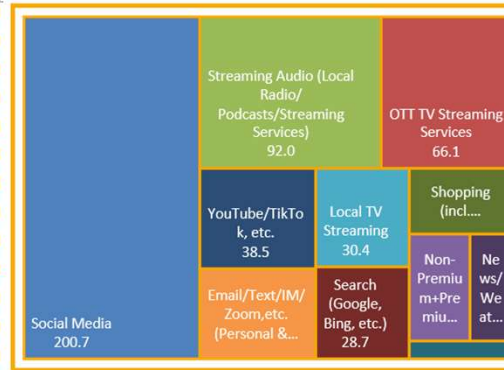
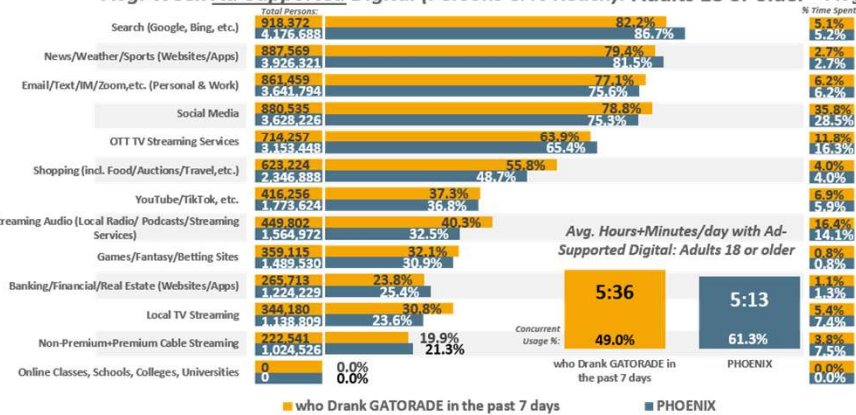
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

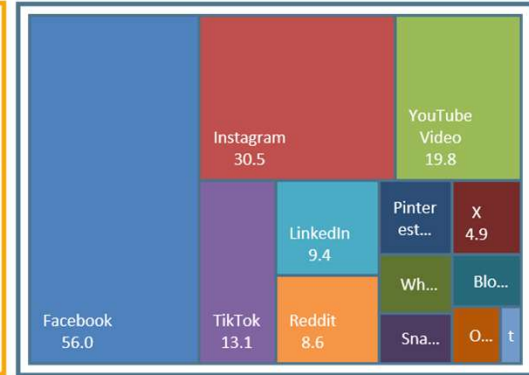
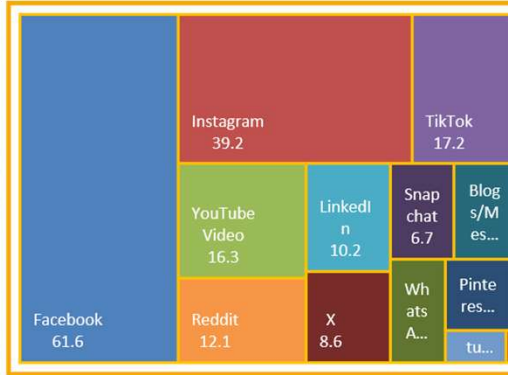
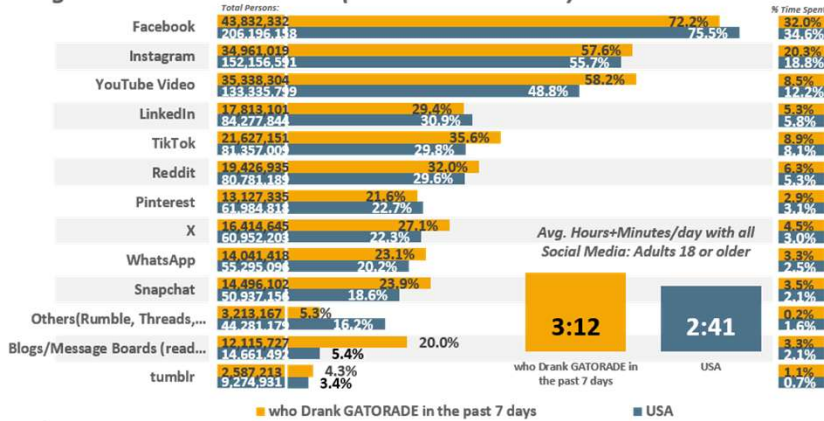
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



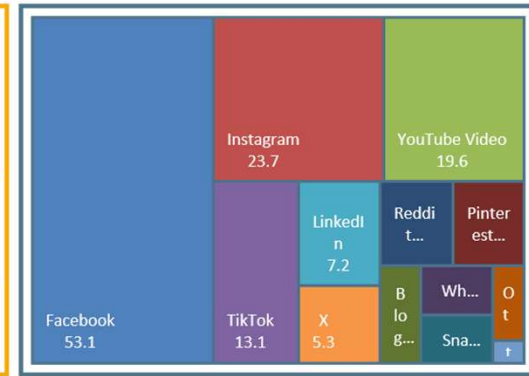
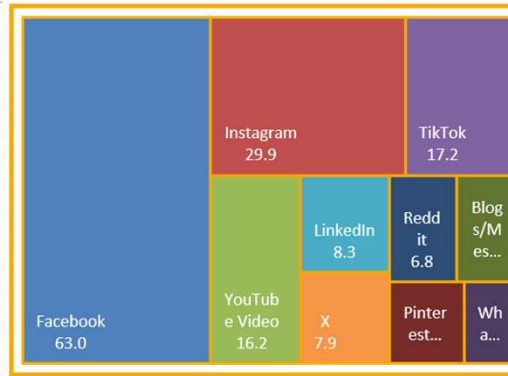
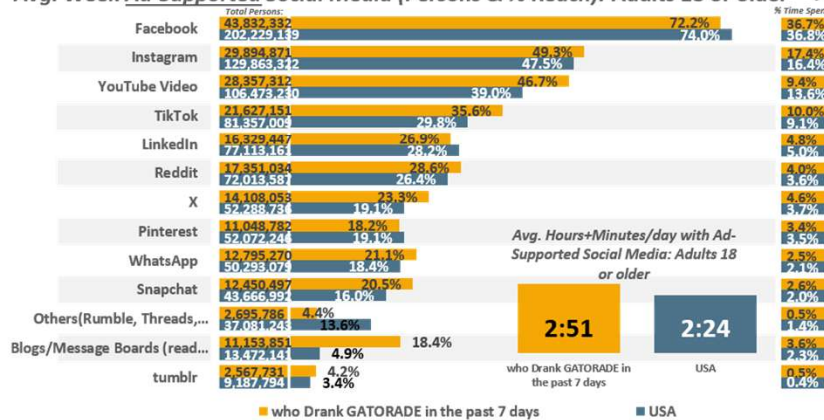


43,832,332 or 72.2% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



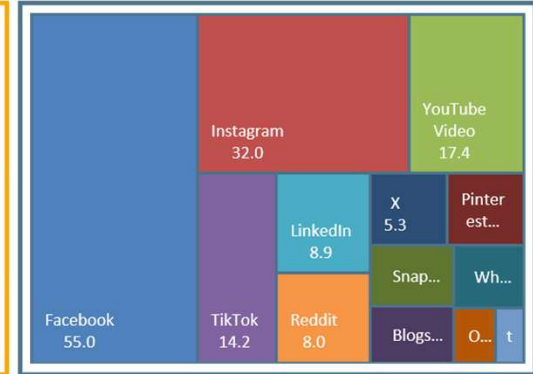
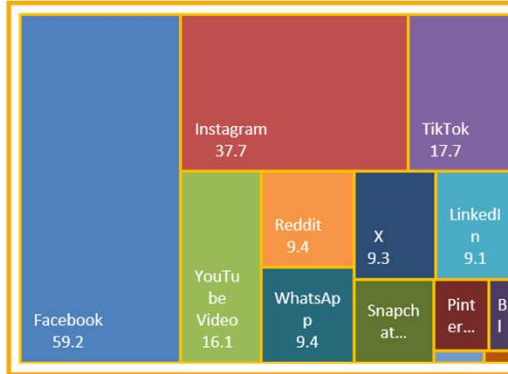
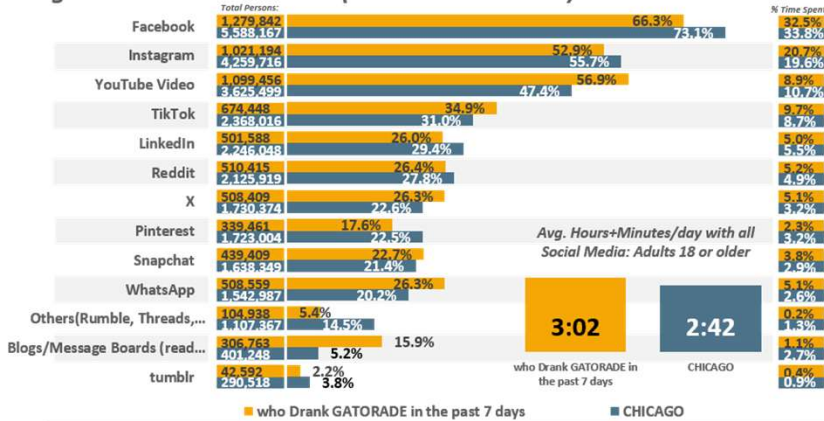
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



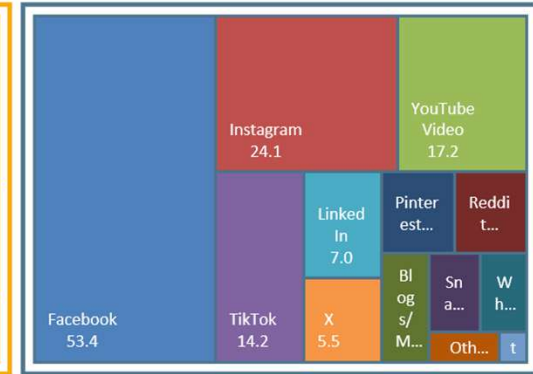
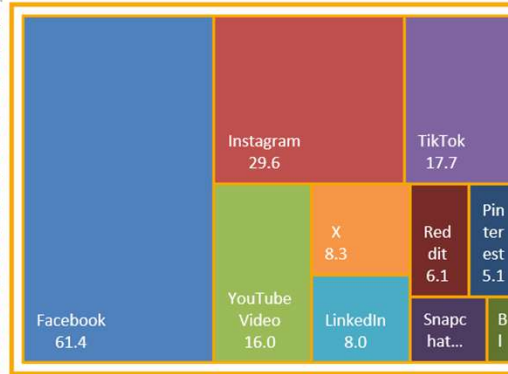
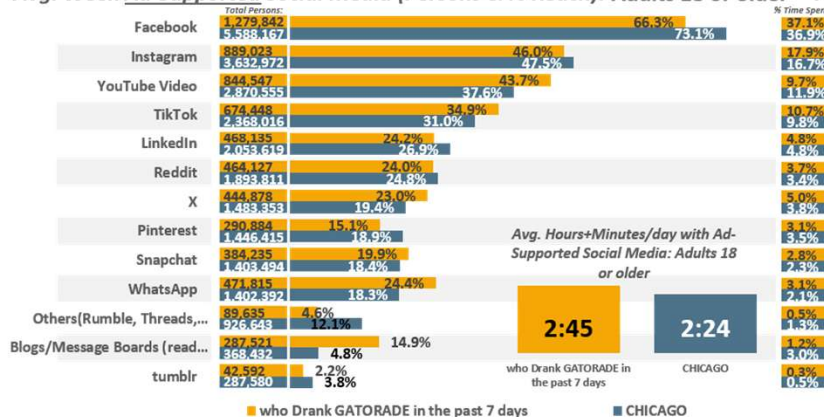


1,279,842 or 66.3% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 61.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



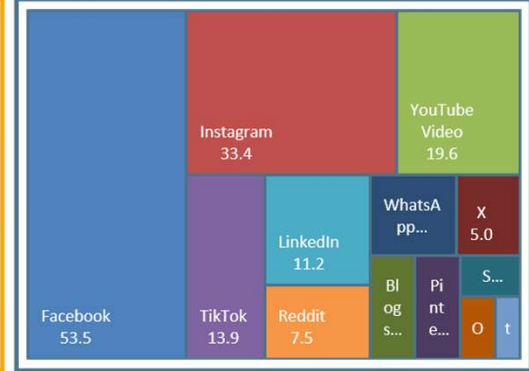
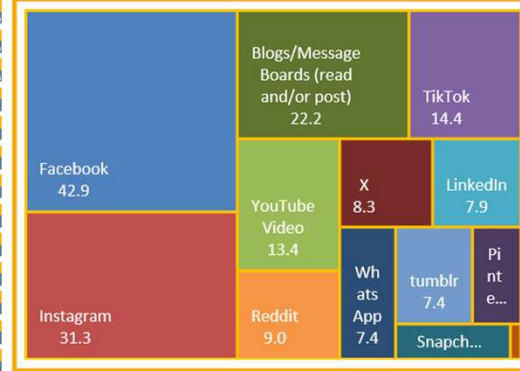
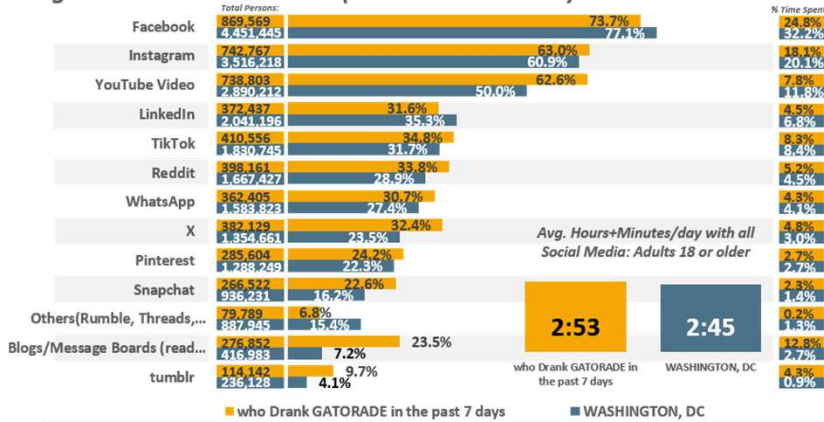
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



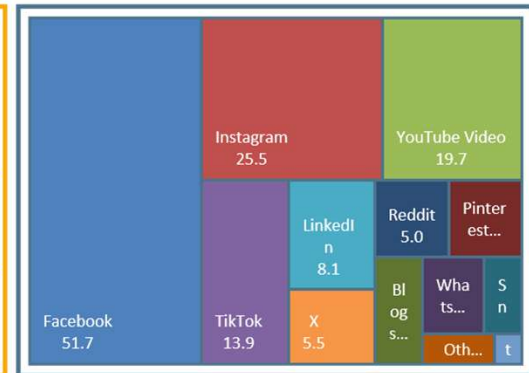
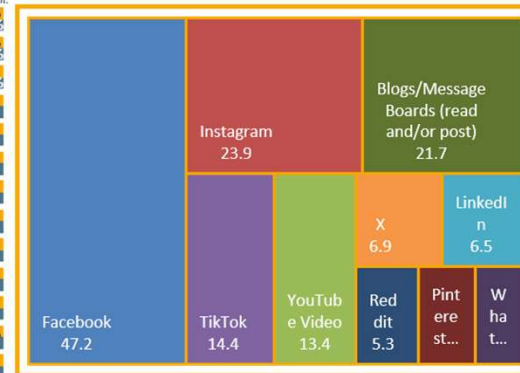
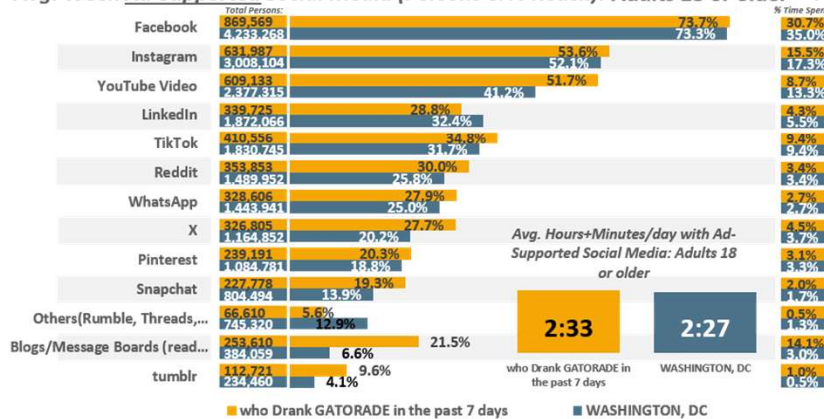


869,569 or 73.7% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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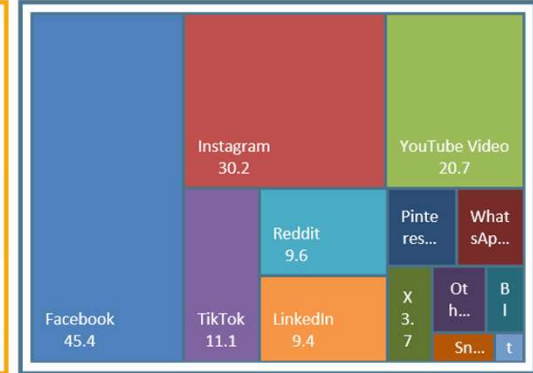
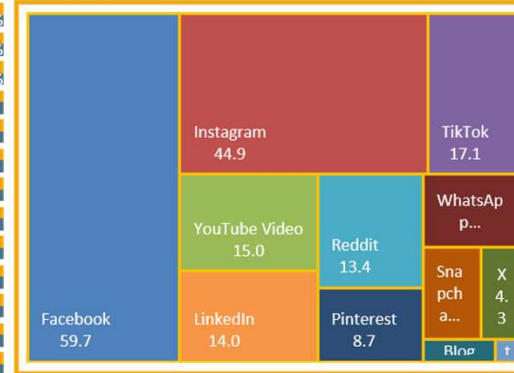
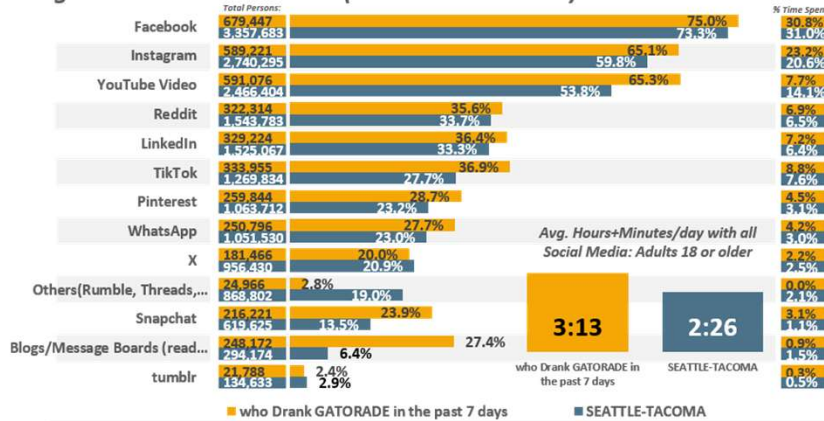
soefa.ai Share of Everything for Anything.

Sports drinks drank past 7 days: Gatorade

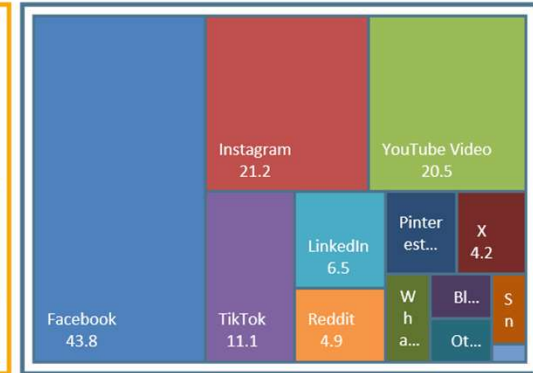
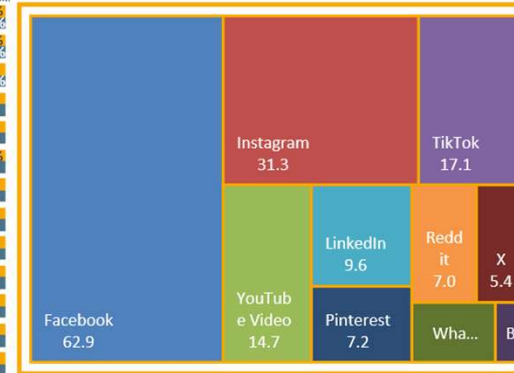
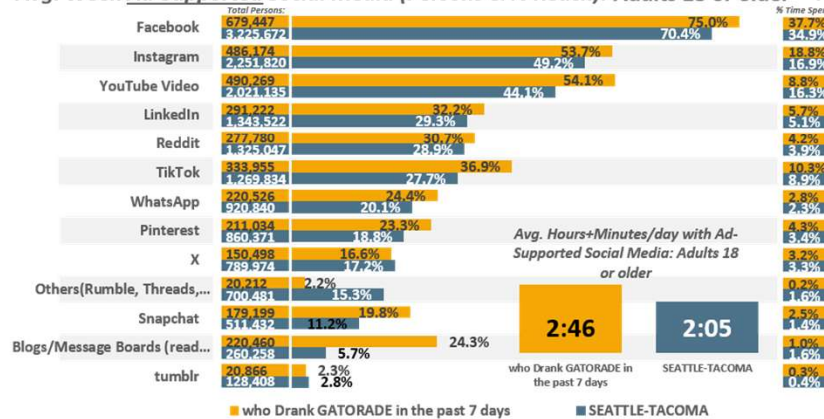


679,447 or 75.% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 62.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 674
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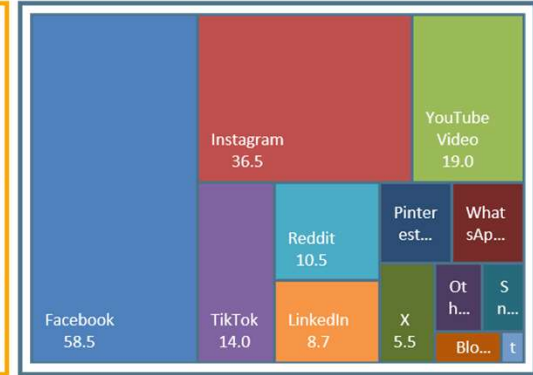
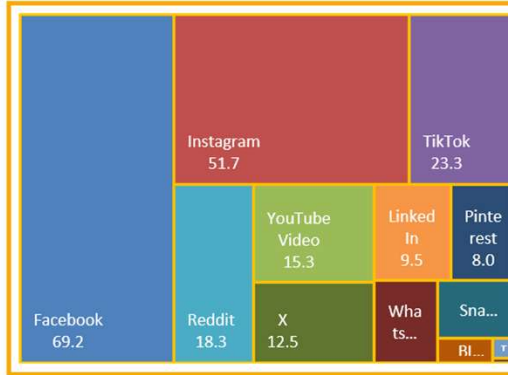
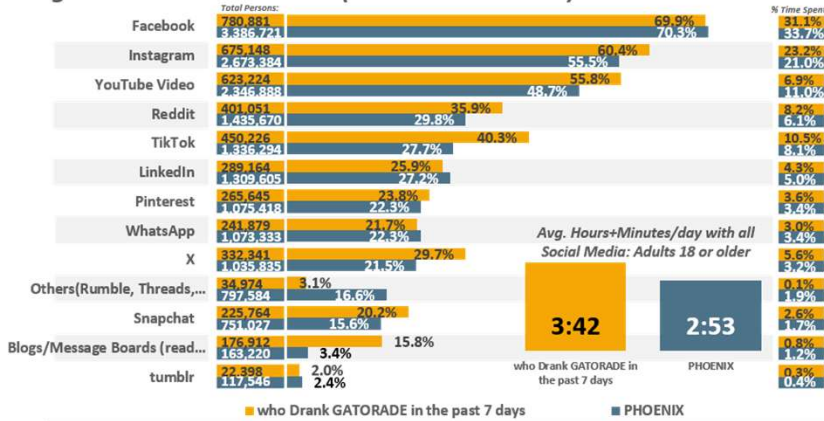
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

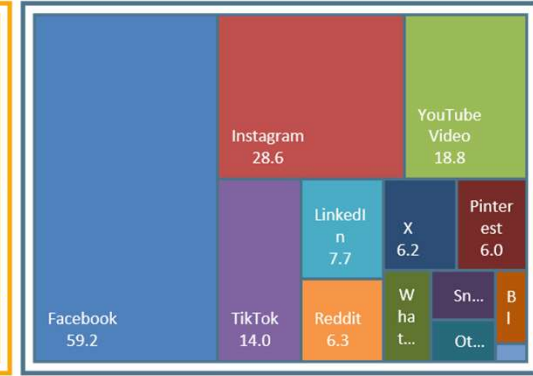
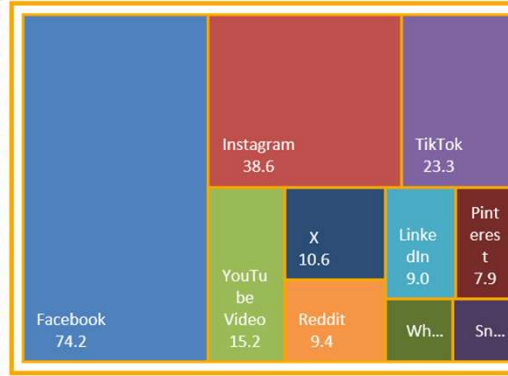
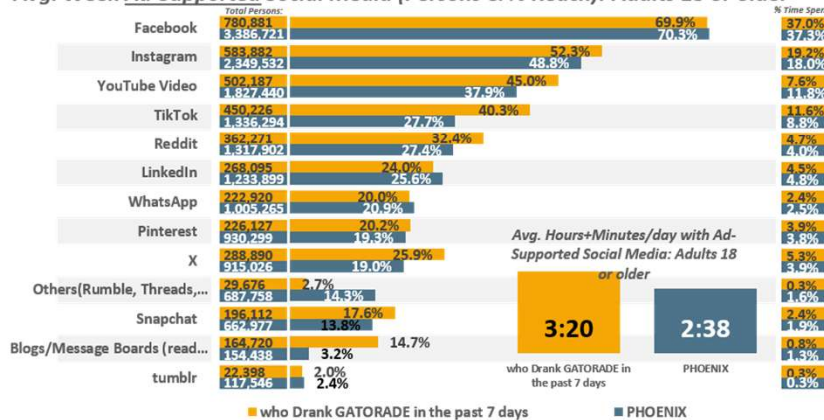


780,881 or 69.9% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 74.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

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

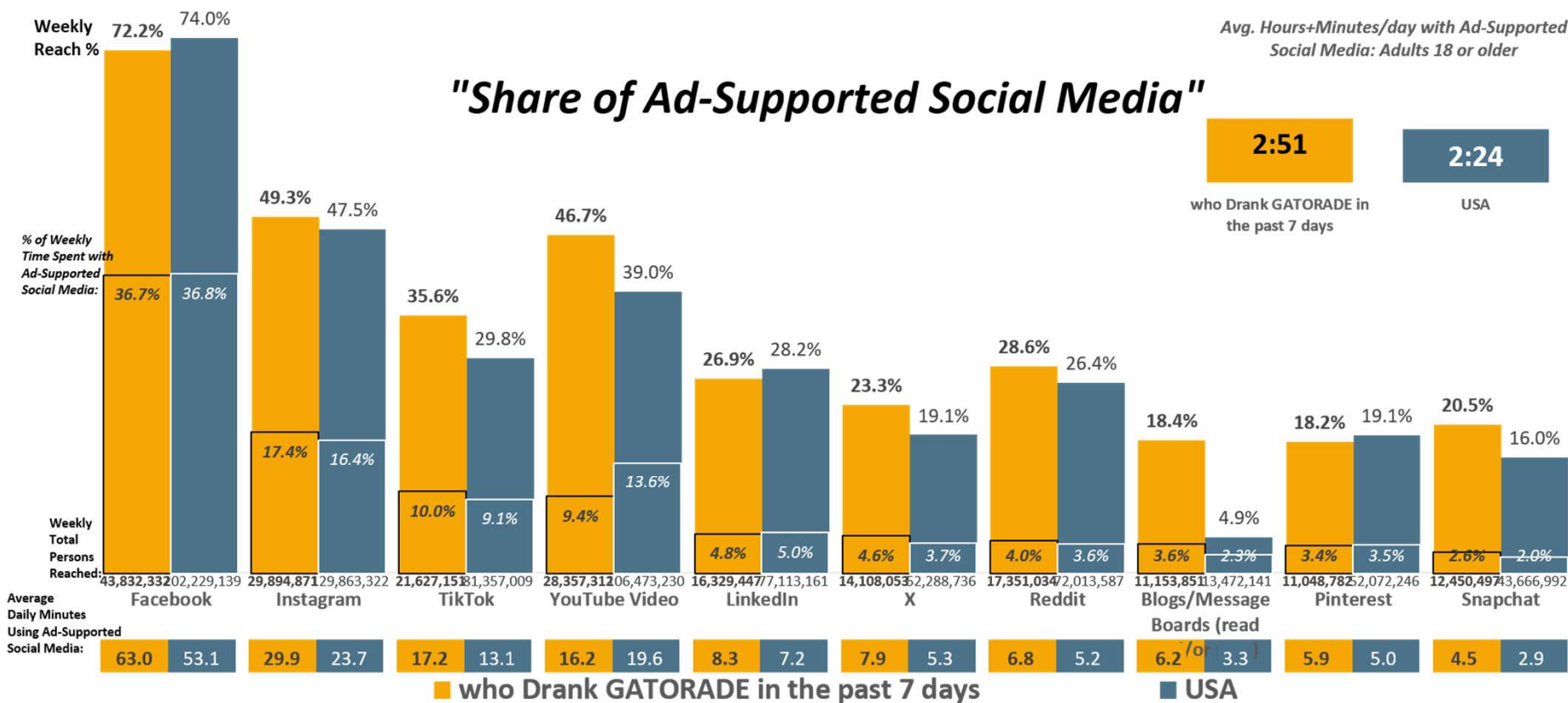


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





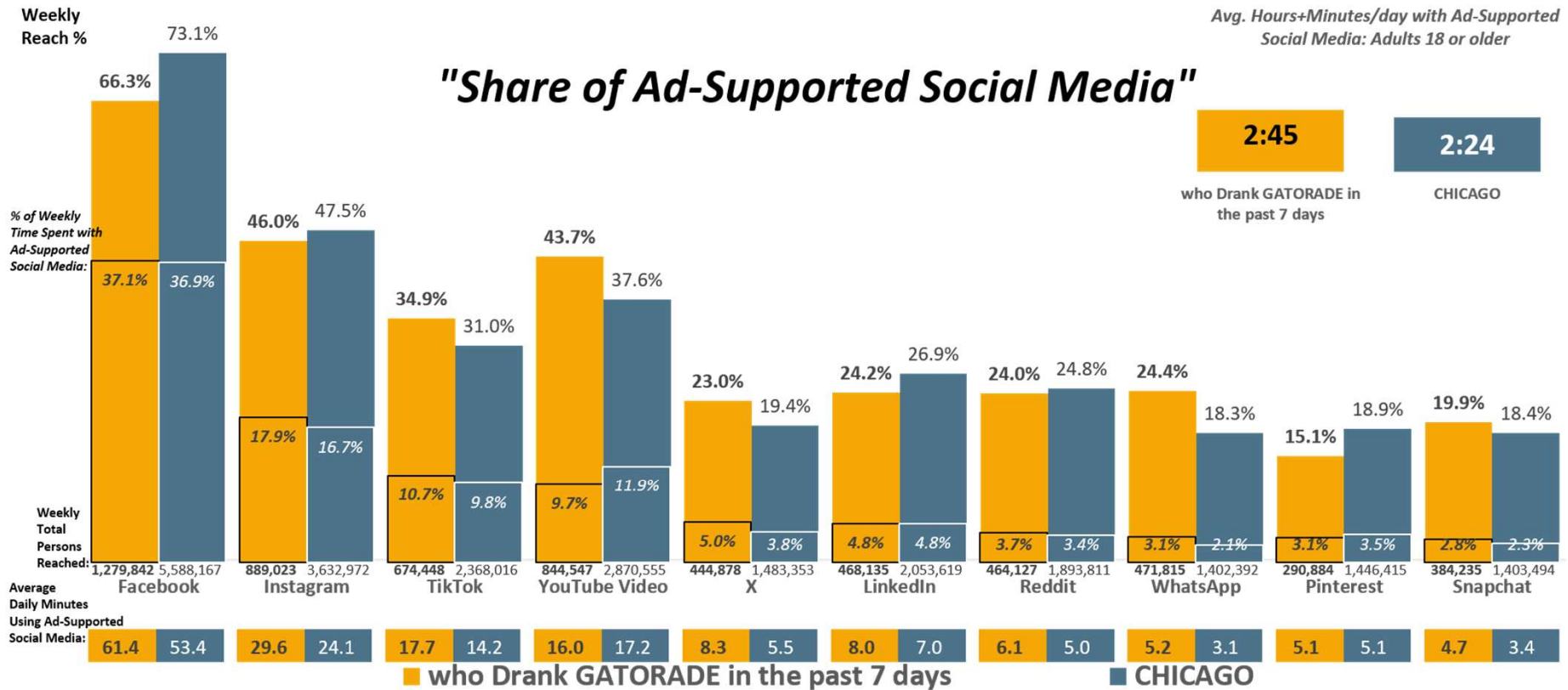
43,832,332 or 72.2% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.





1,279,842 or 66.3% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 61.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

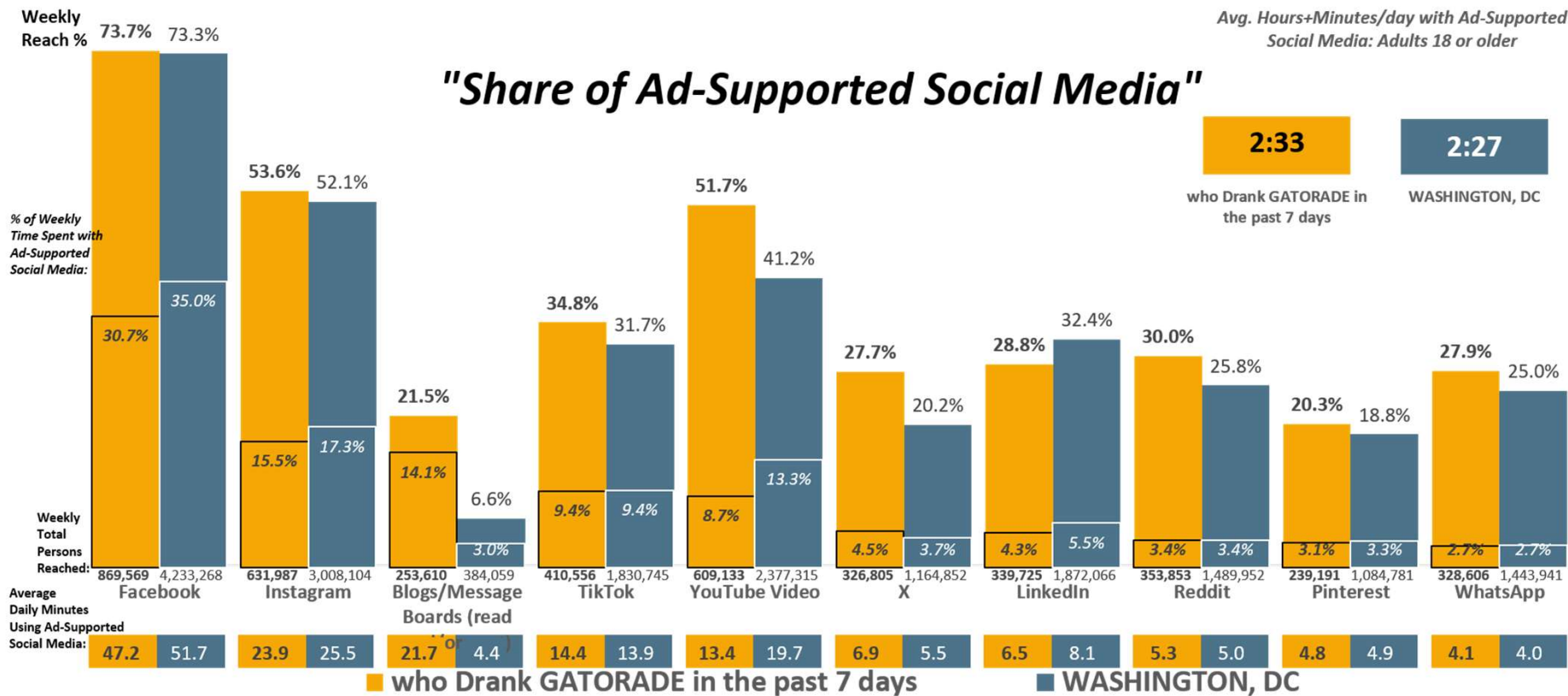
"Share of Ad-Supported Social Media"





869,569 or 73.7% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

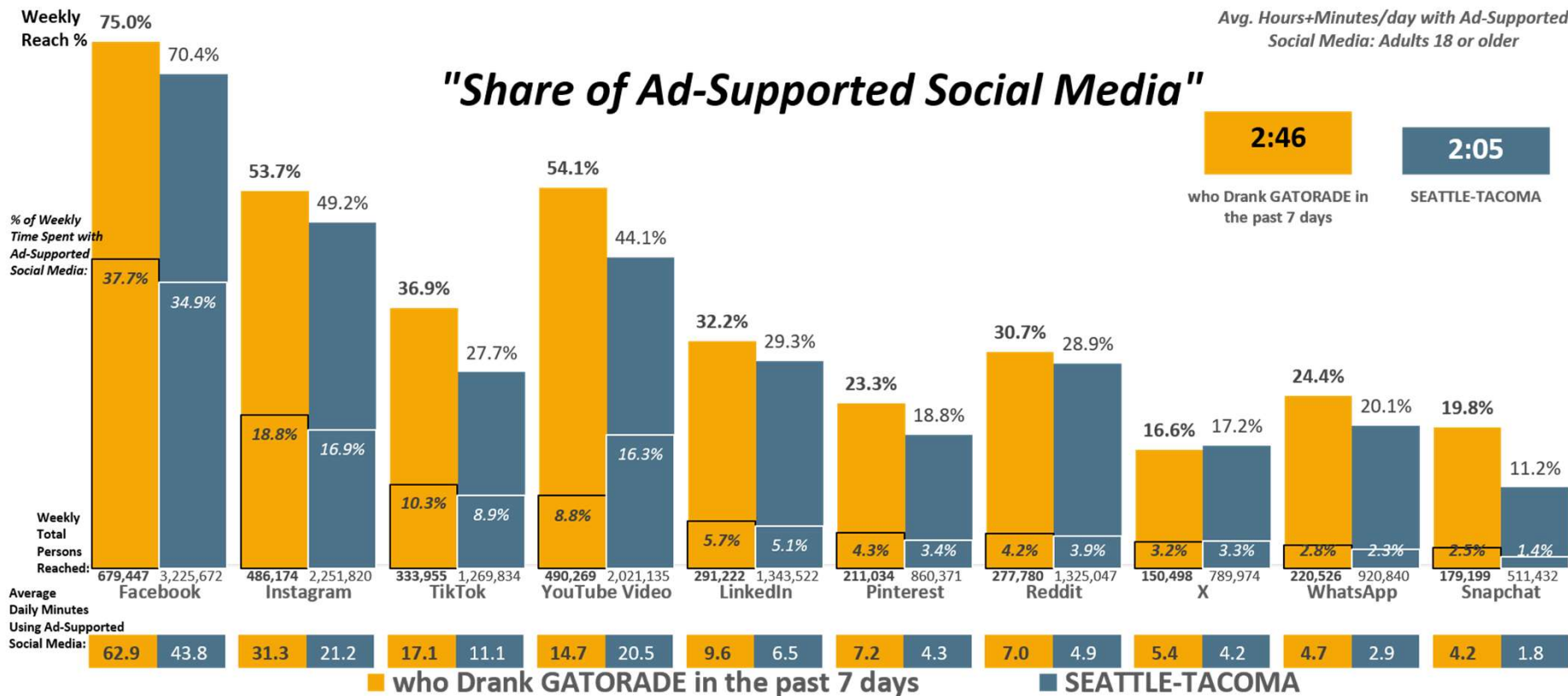
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



679,447 or 75.0% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 62.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

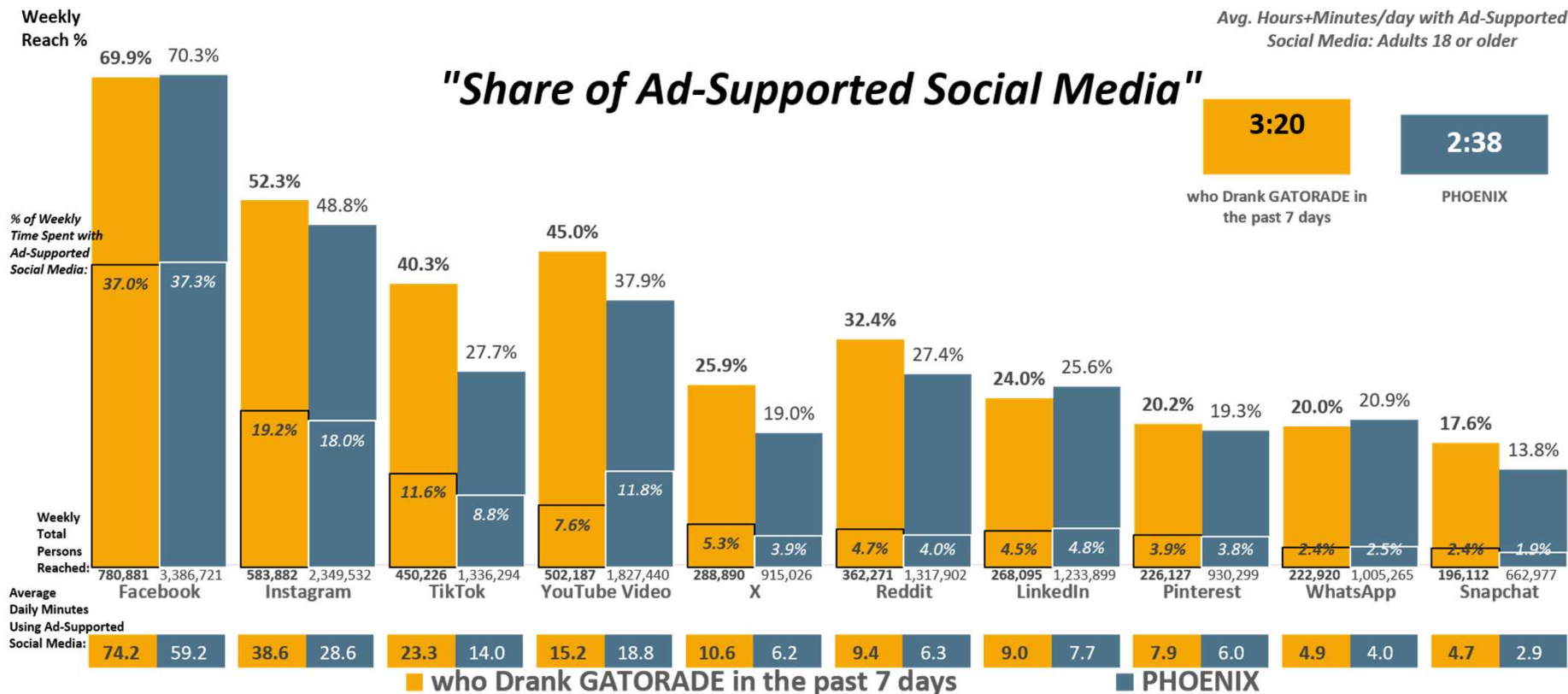
"Share of Ad-Supported Social Media"





780,881 or 69.9% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 74.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

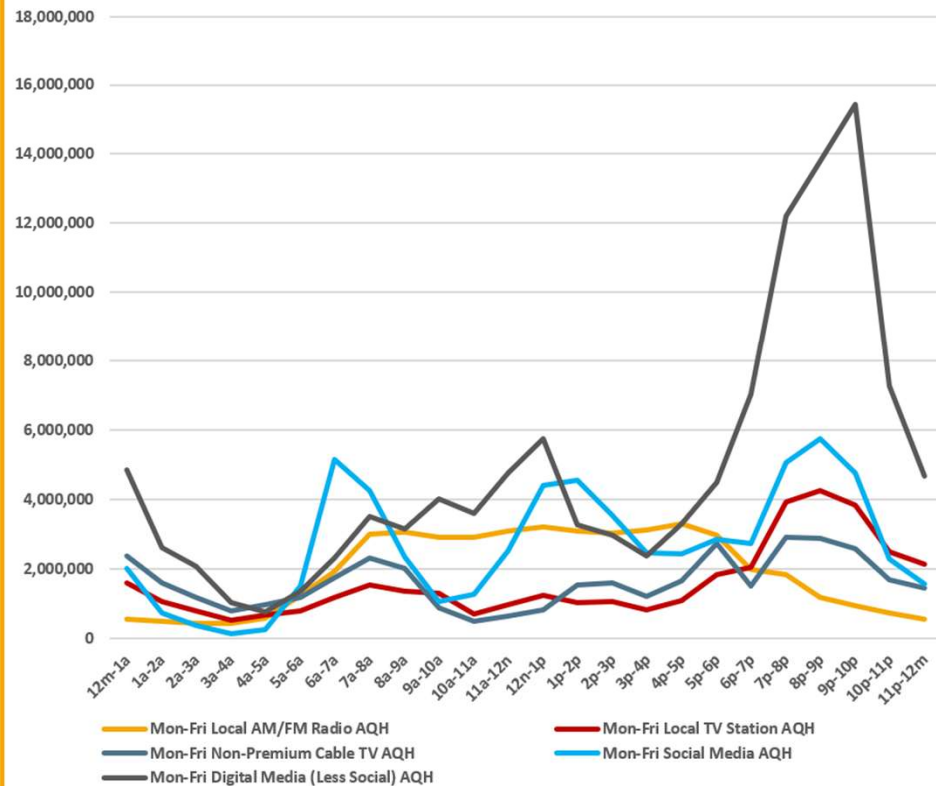
"Share of Ad-Supported Social Media"



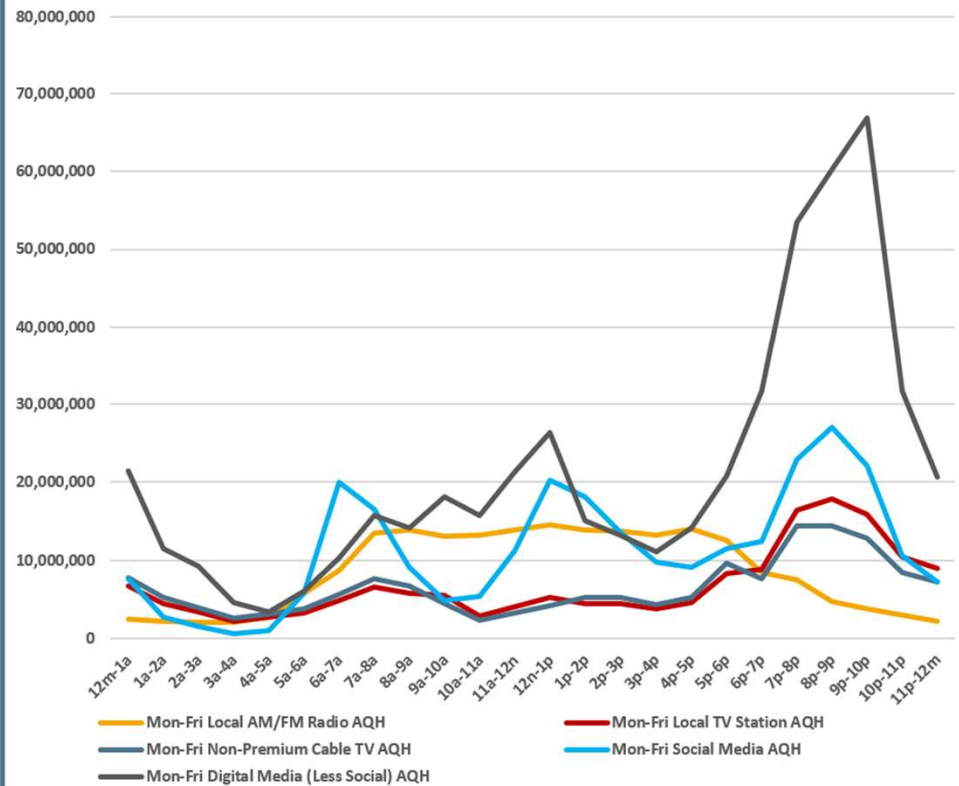


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,893,177;
Social Media: 3,045,307; Local Radio: 2,894,208; Non-Prem. Cable: 1,474,362; Local TV:
1,244,418 reaching Adults 18 or older who Drank GATORADE in the past 7 d

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



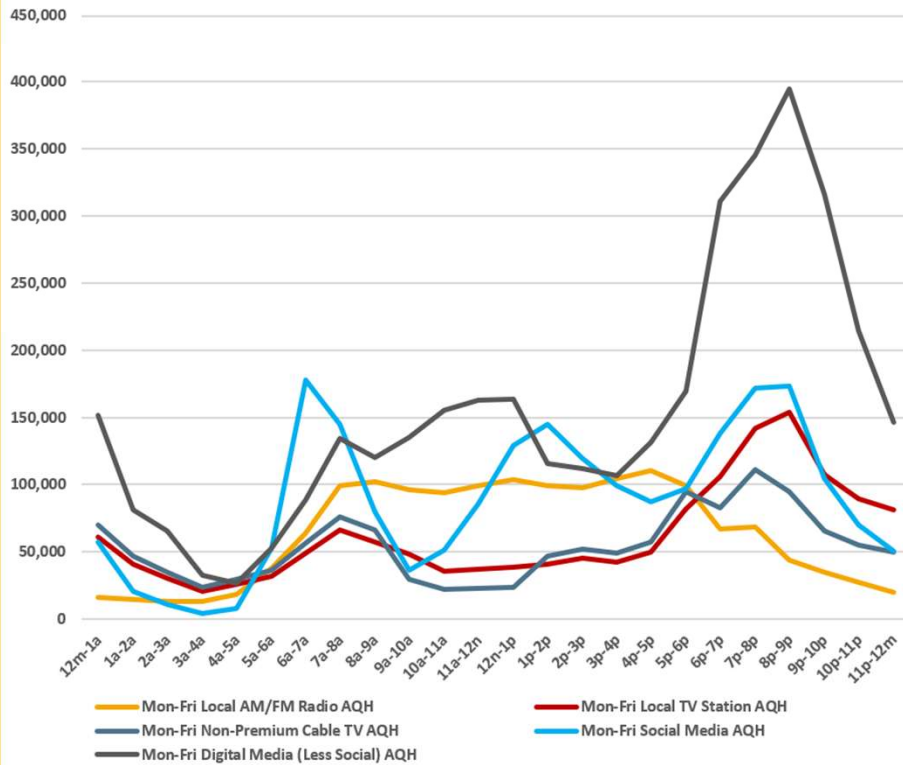
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



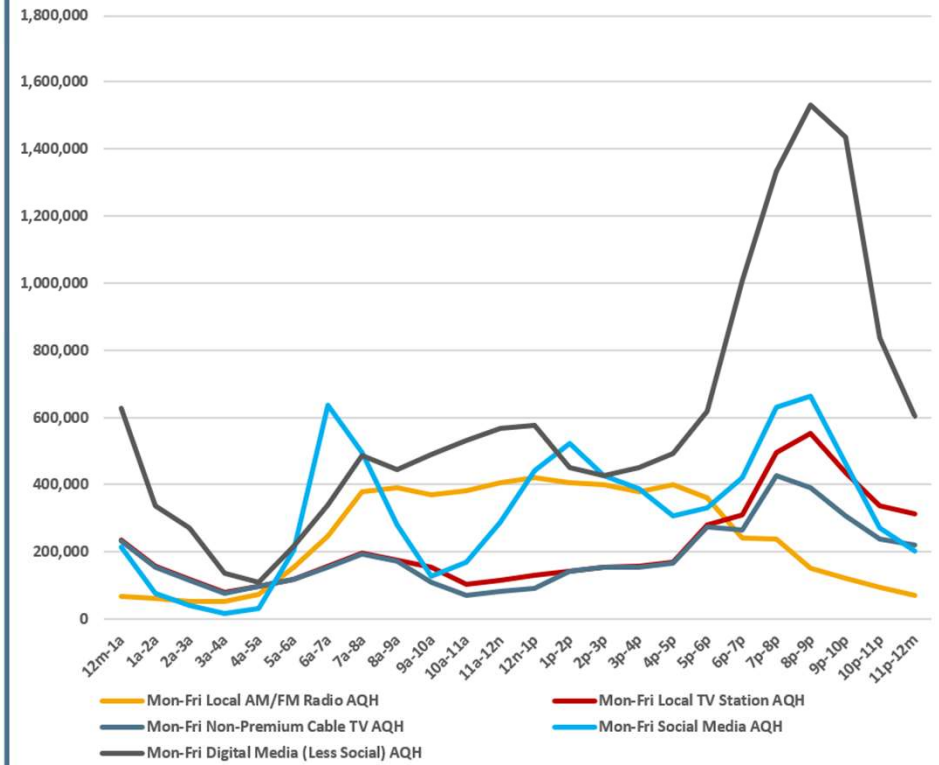


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 146,510; Social Media: 106,920; Local Radio: 95,118; Local TV: 53,687; Non-Prem. Cable: 52,285 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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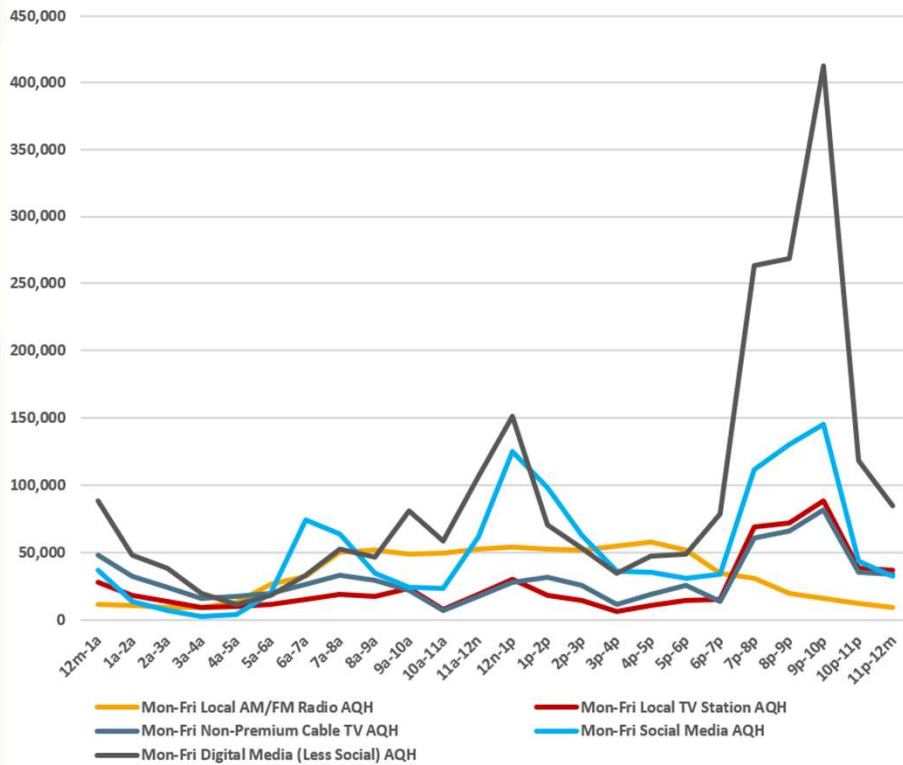
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

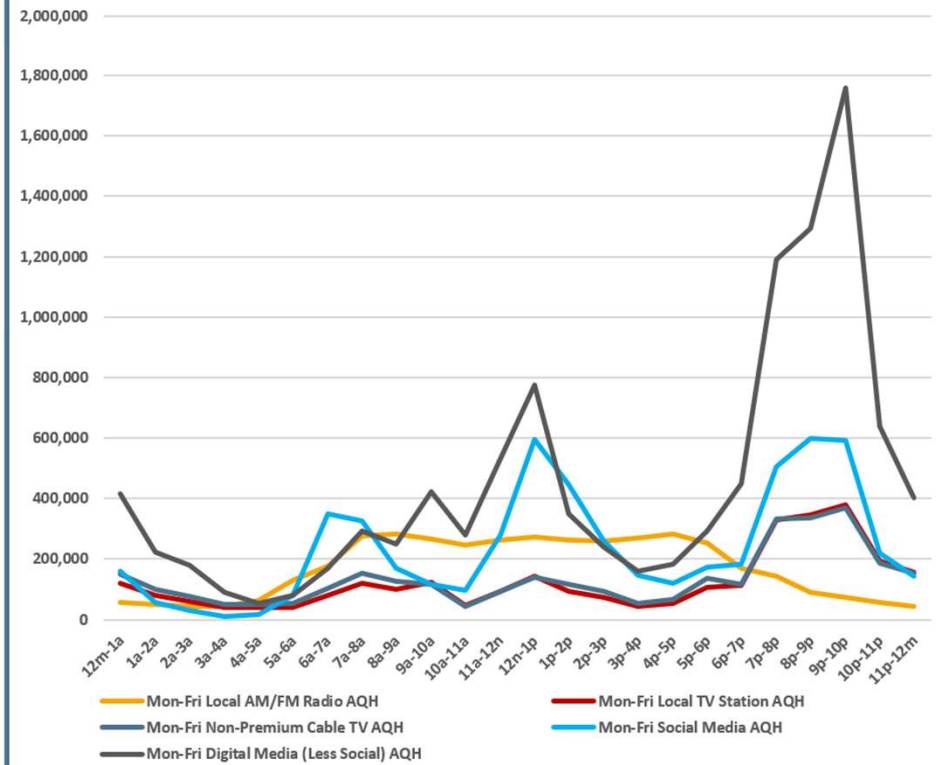


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,240; Social Media: 54,053; Local Radio: 49,322; Non-Prem. Cable: 22,212; Local TV: 16,229 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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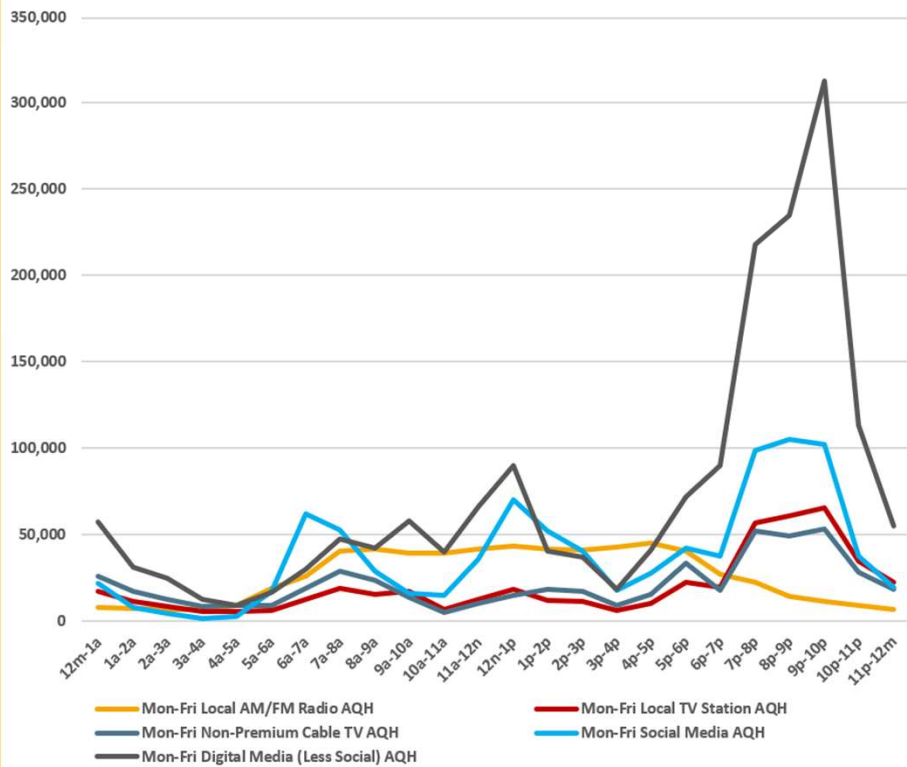
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

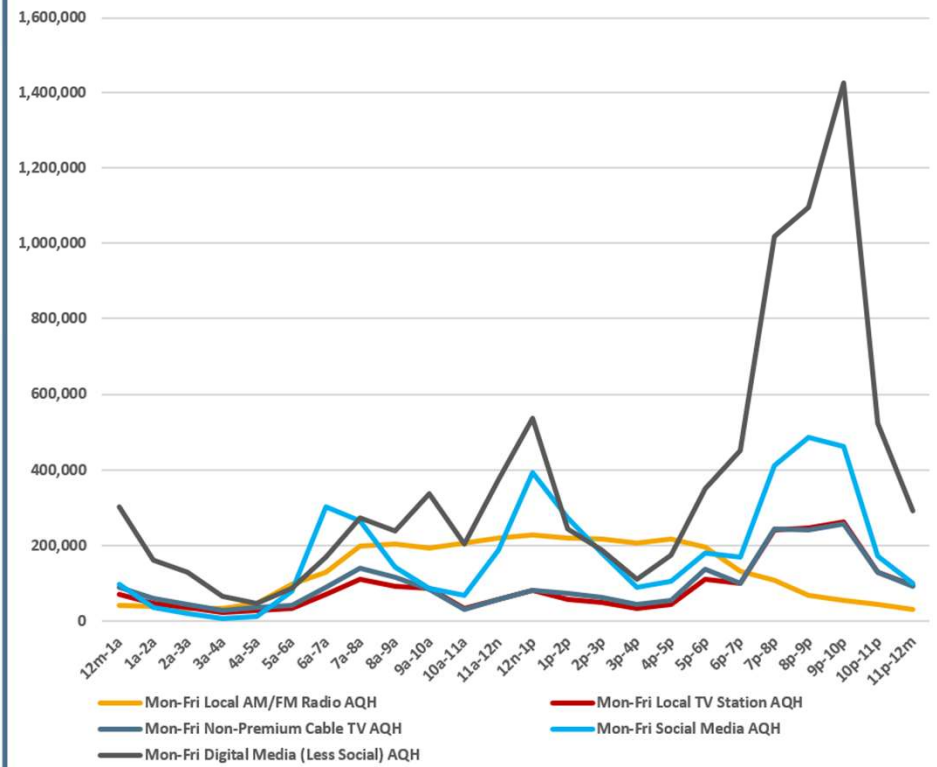


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,772; Local Radio: 39,274; Social Media: 38,354; Non-Prem. Cable: 17,513; Local TV: 14,072 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



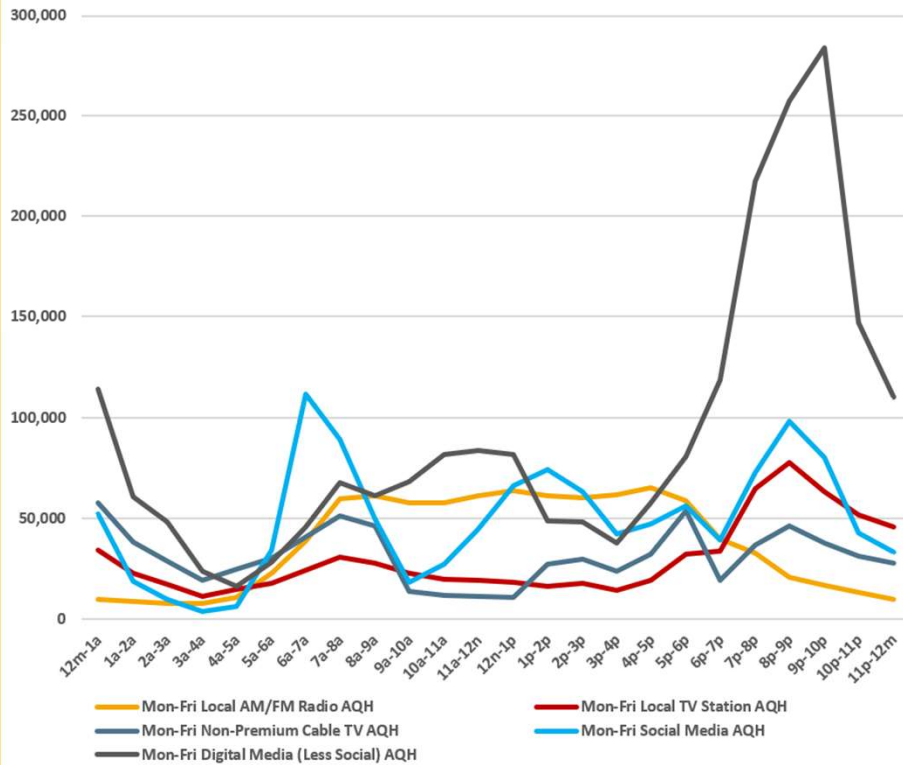
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



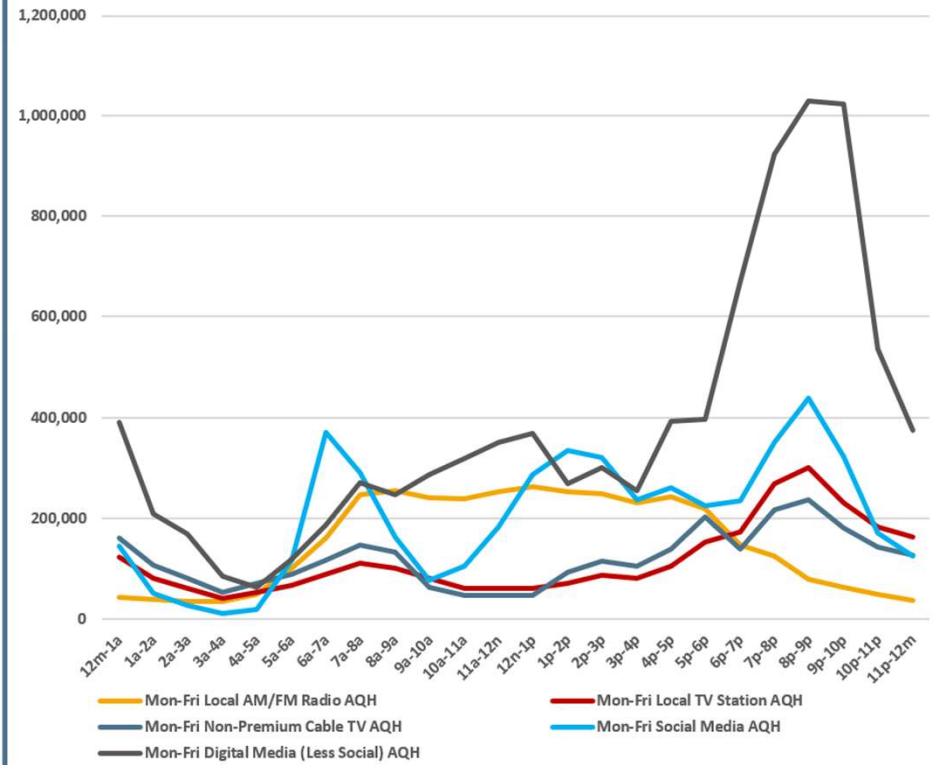


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,778; Local Radio: 57,361; Social Media: 56,058; Non-Prem. Cable: 28,659; Local TV: 22,802 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 592
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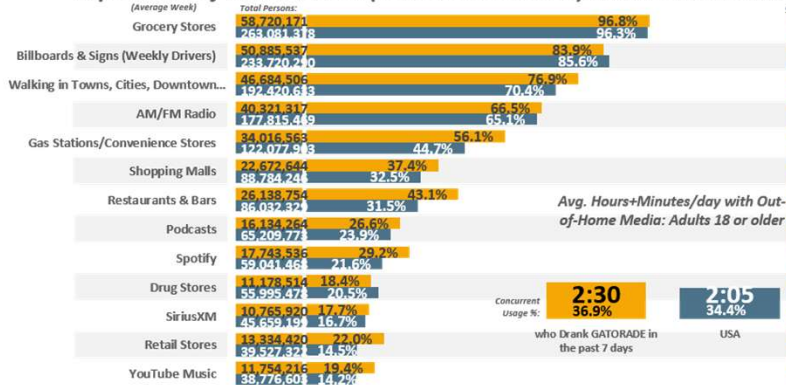
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

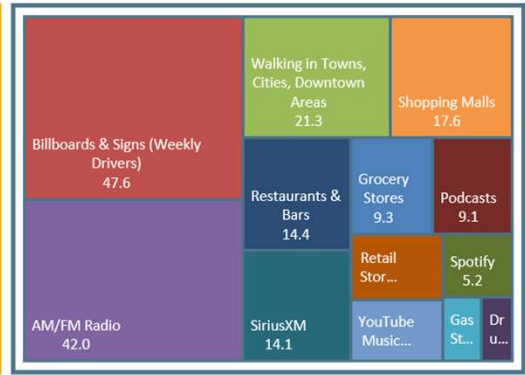
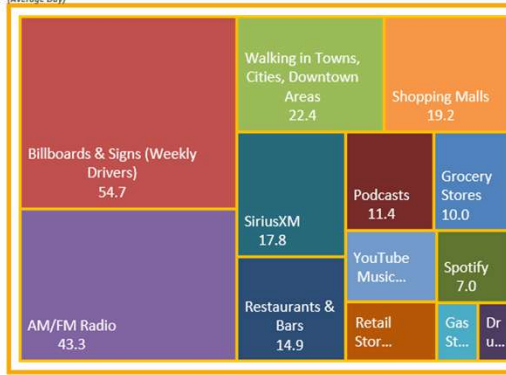


50,885,537 or 83.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minutes/day.

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



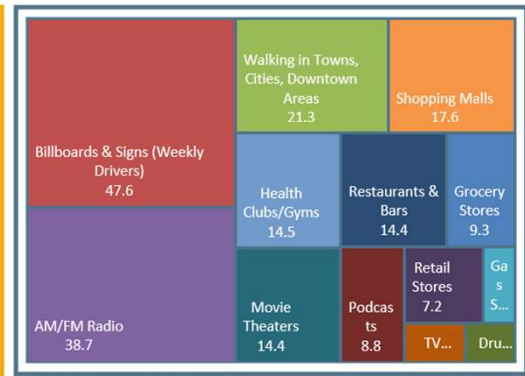
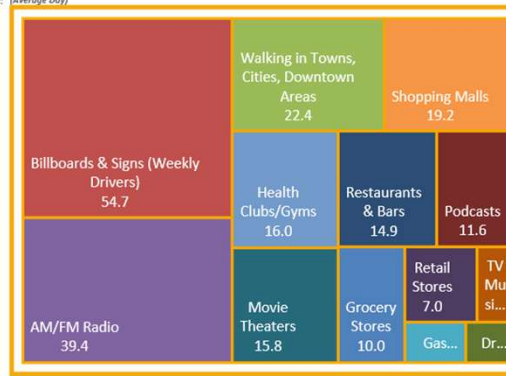
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

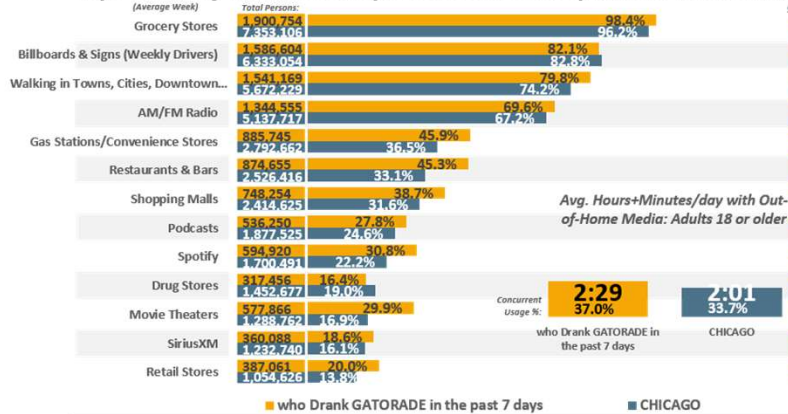
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

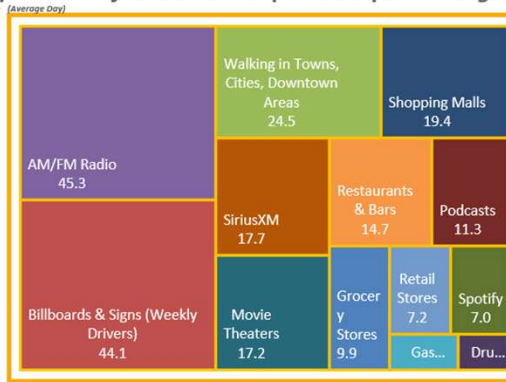


1,586,604 or 82.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 44.1 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

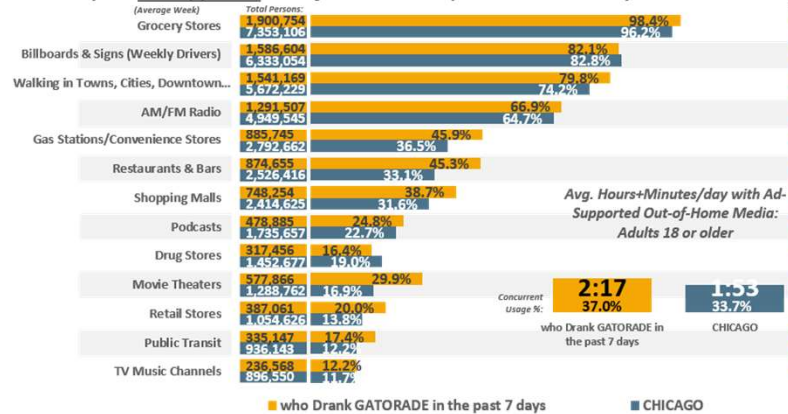
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



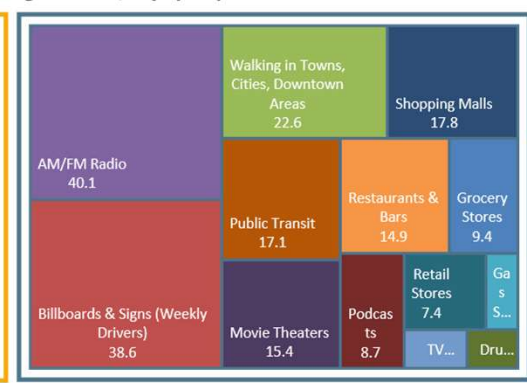
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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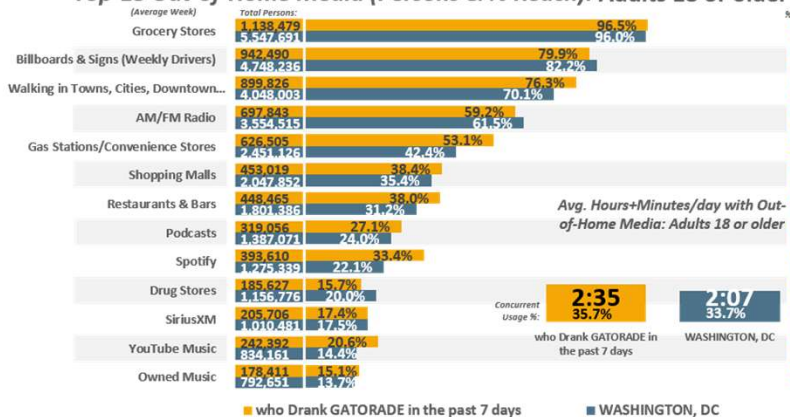
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

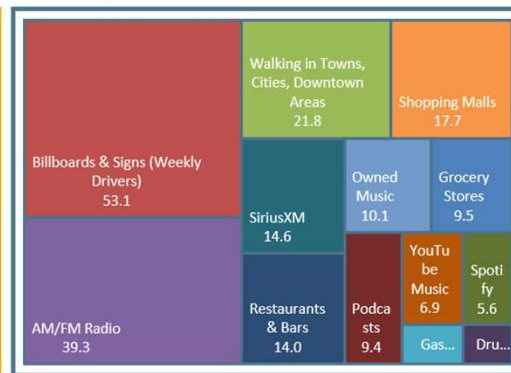
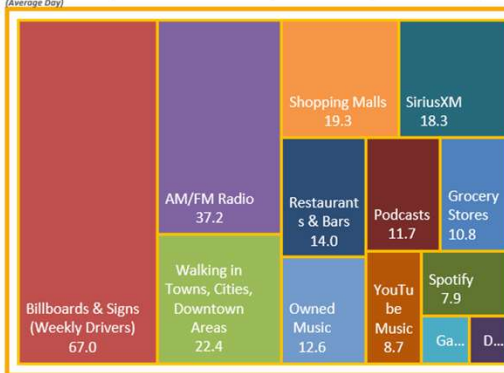


942,490 or 79.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 67. minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

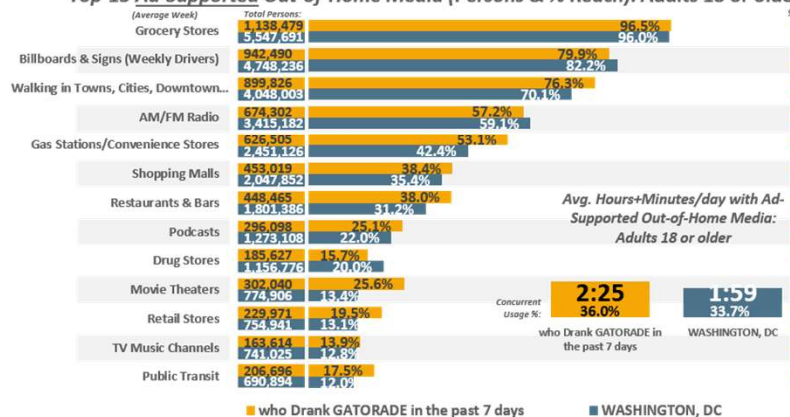
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



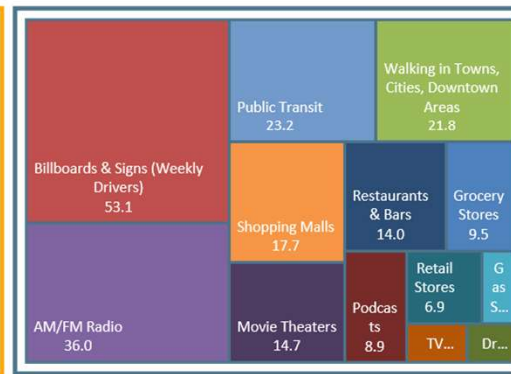
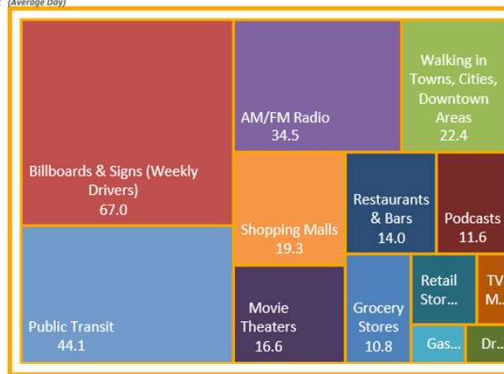
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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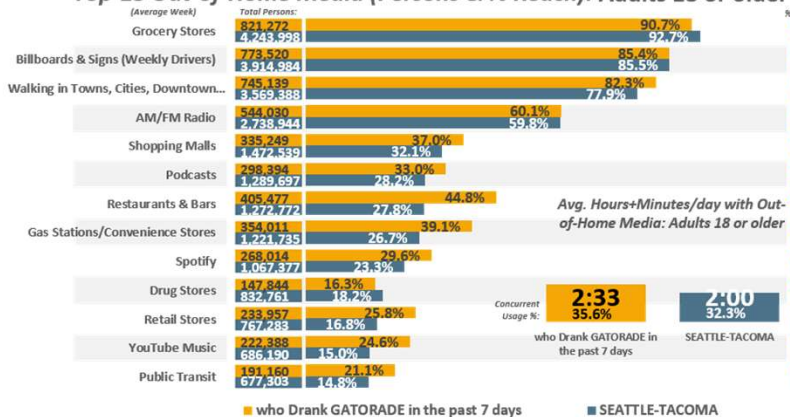
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

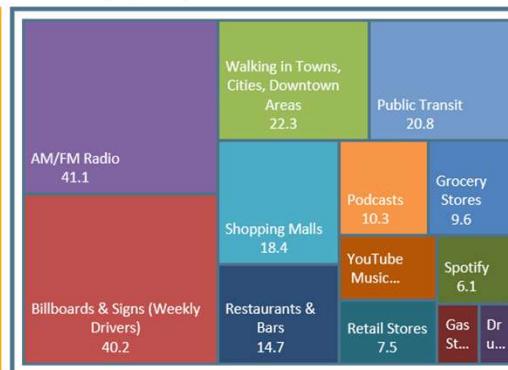
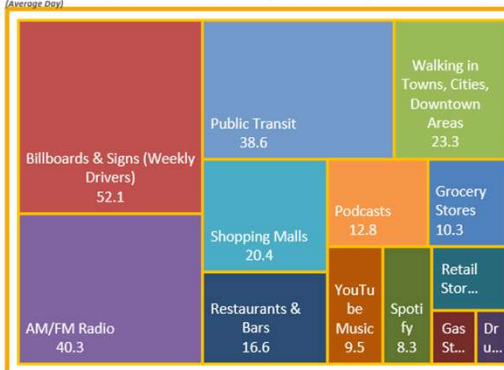


773,520 or 85.4% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minutes/day.

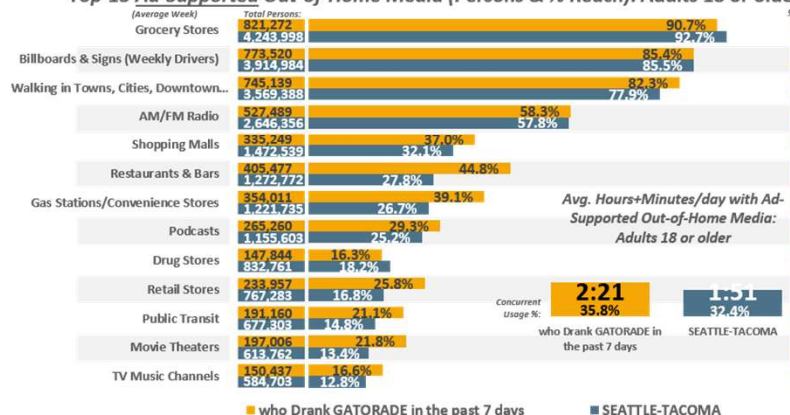
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



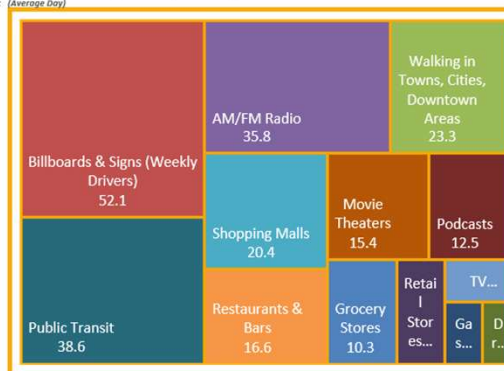
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 674
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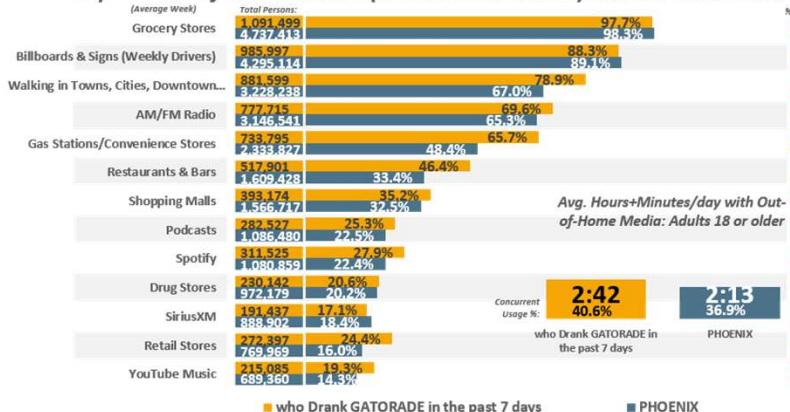
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Sports drinks drank past 7 days: Gatorade

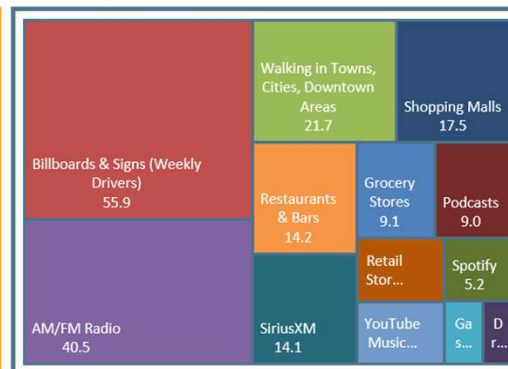
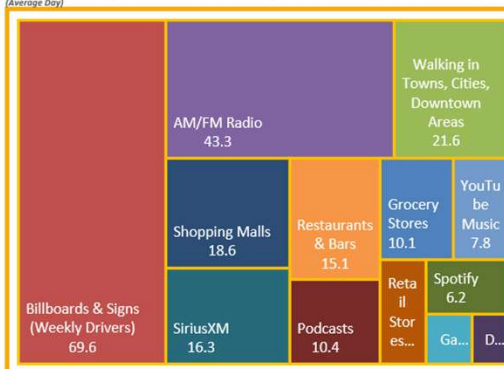


985,997 or 88.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 69.6 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

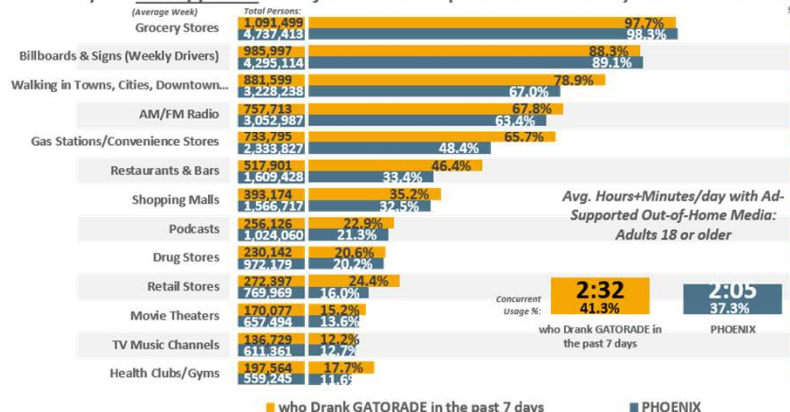
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



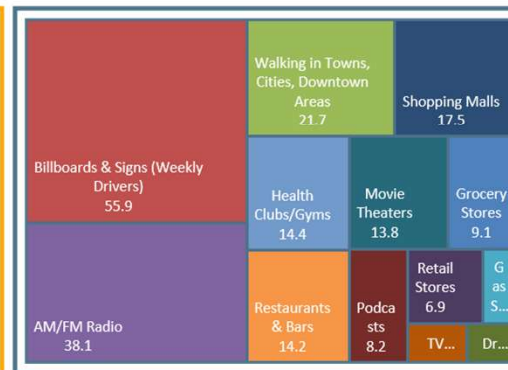
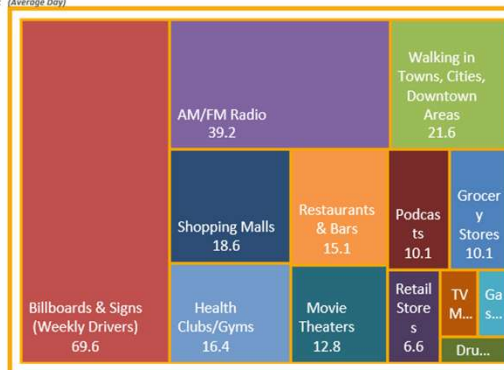
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



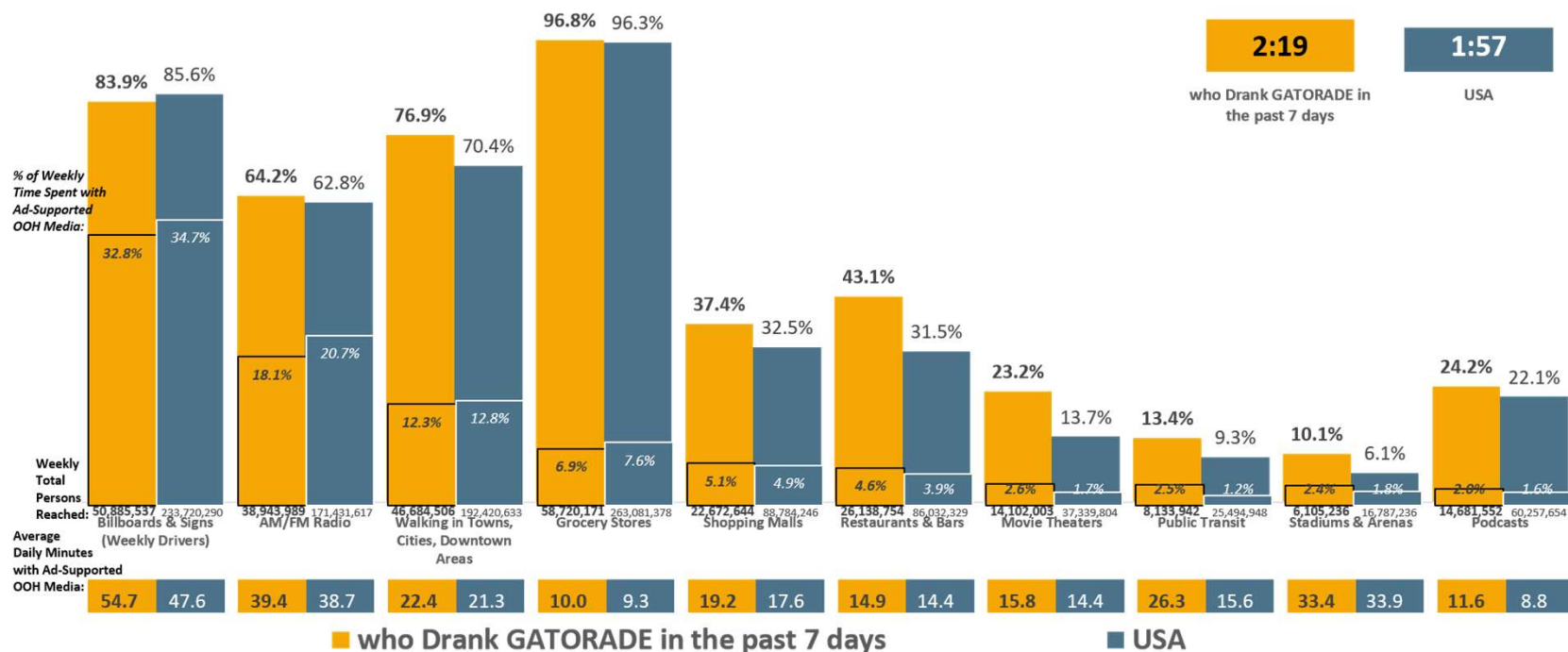


50,885,537 or 83.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 32.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19

who Drank GATORADE in the past 7 days

1:57

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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Sports drinks drank past 7 days: Gatorade

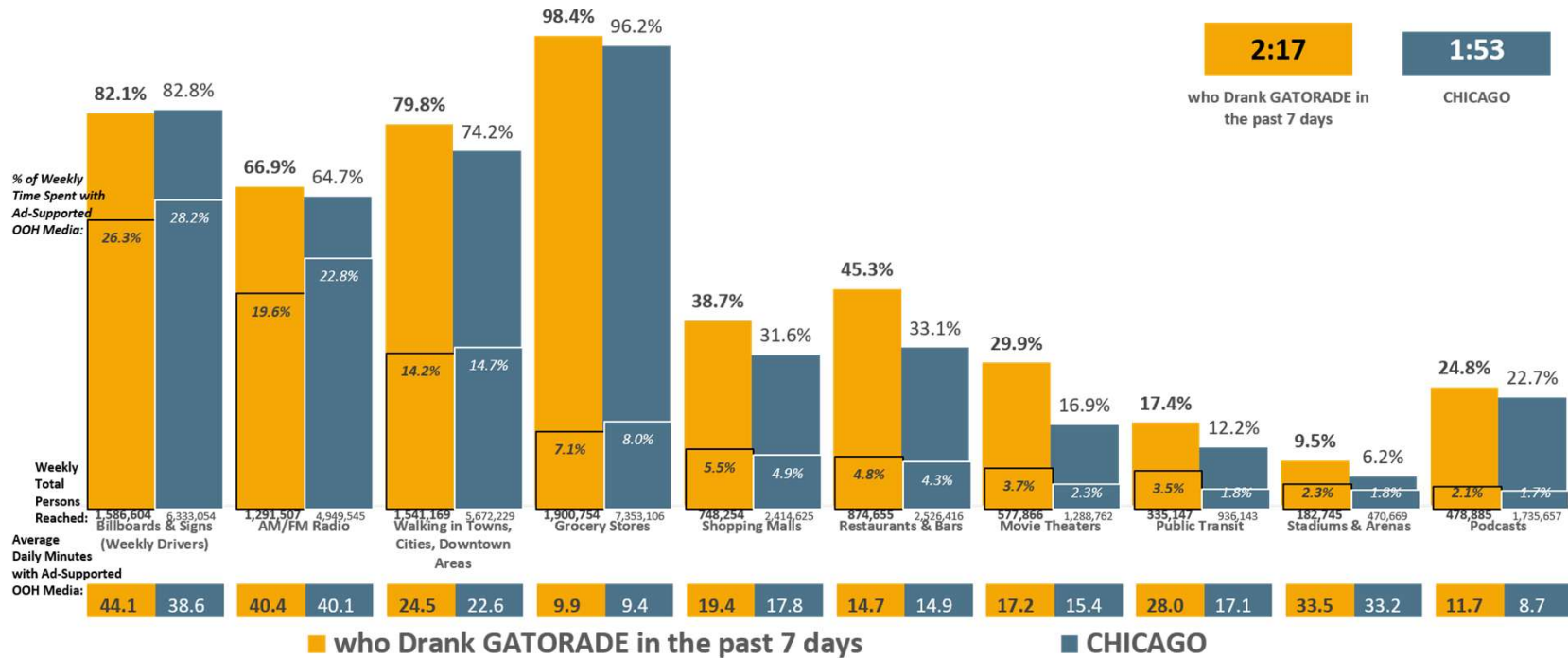


1,586,604 or 82.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 44.1 minutes per day driving, seeing Billboards and Signs representing 26.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 968
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Sports drinks drank past 7 days: Gatorade

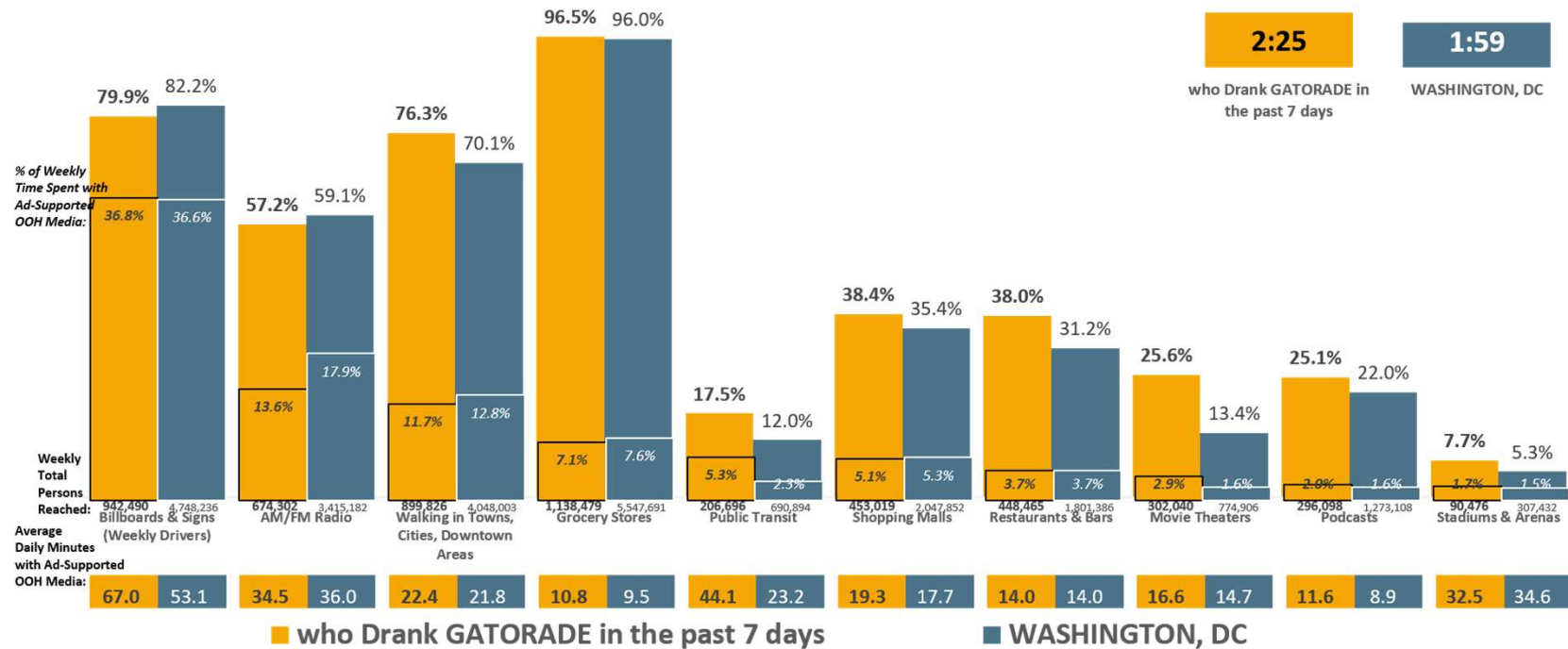


942,490 or 79.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 67. minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,180
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

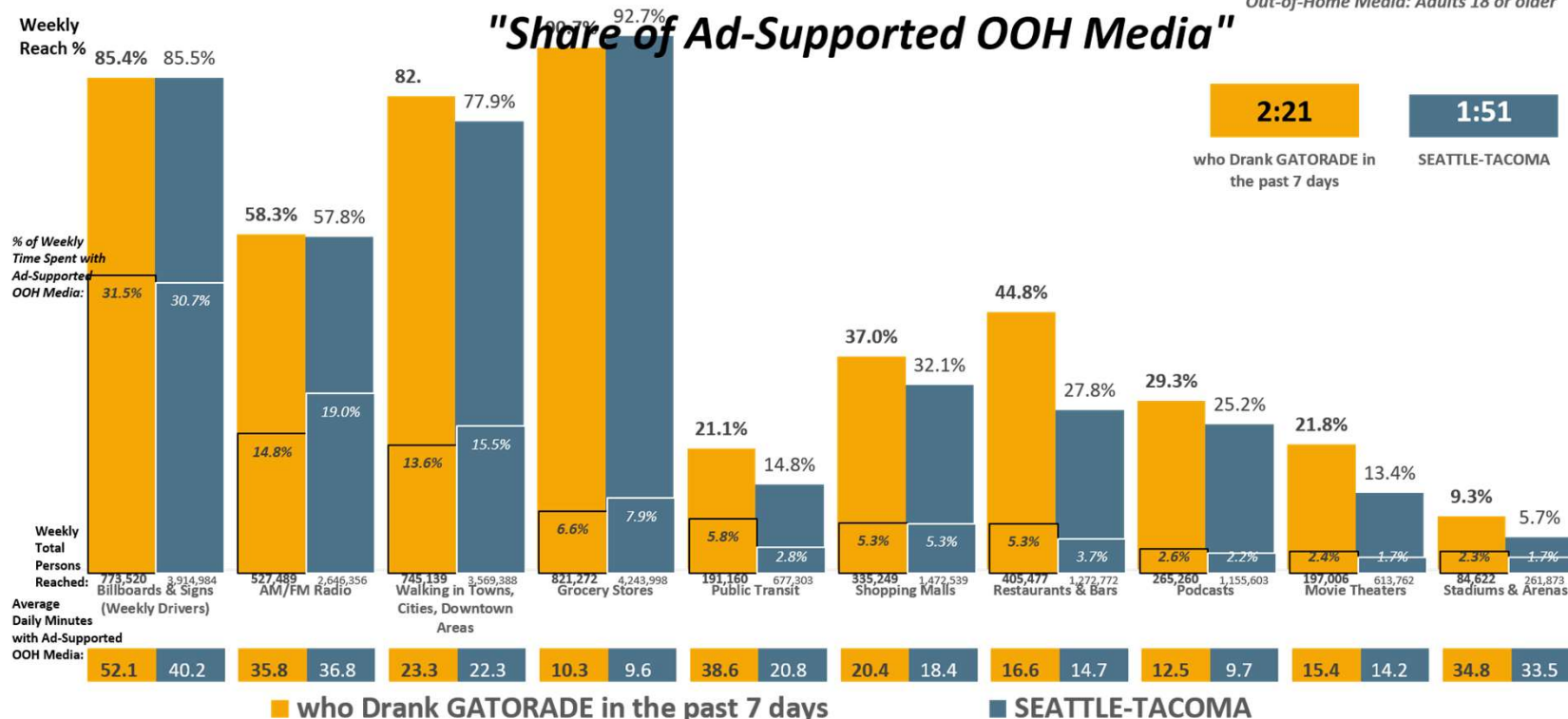
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



773,520 or 85.4% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 674 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Sports drinks drank past 7 days: Gatorade

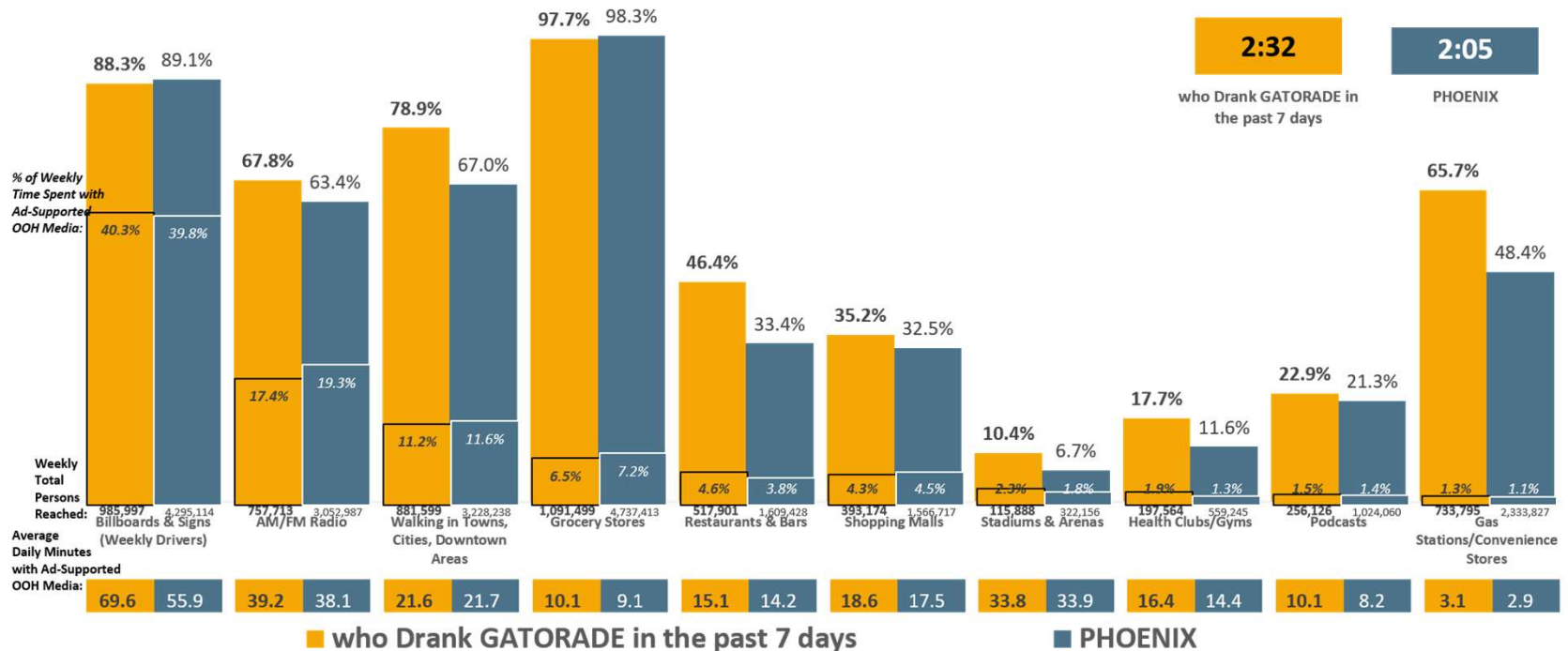


985,997 or 88.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 69.6 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:32
who Drank GATORADE in the past 7 days

2:05
PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 592
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

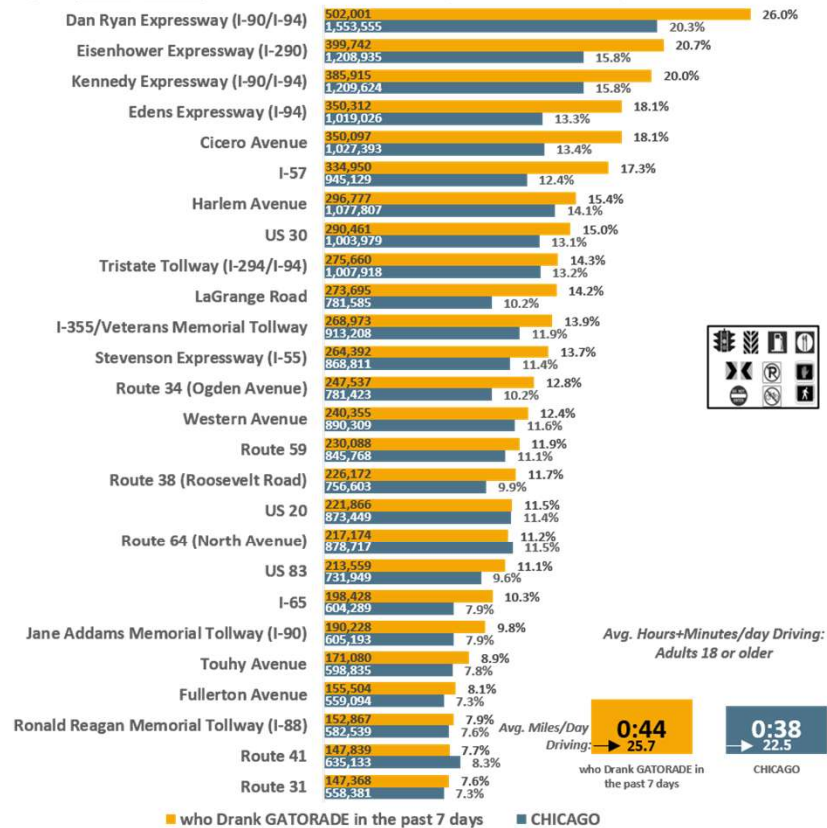
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Sports drinks drank past 7 days: Gatorade

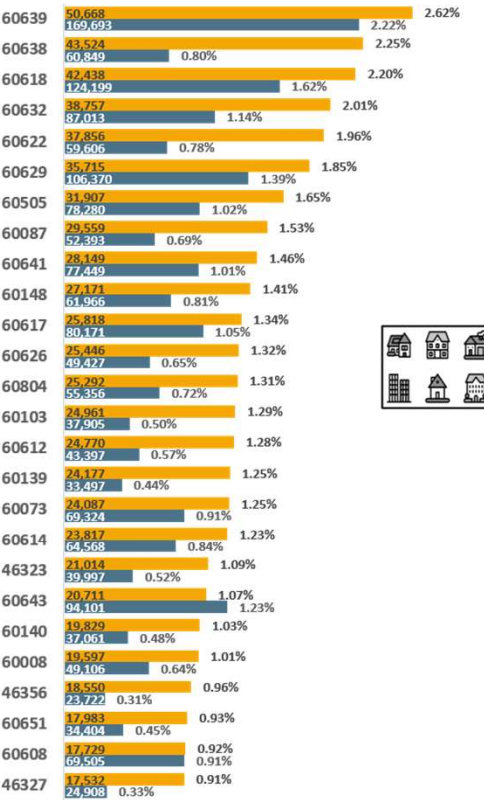


1,586,604 or 82.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 44.1 minutes per day driving an average of 25.7 miles each day and are 40.3% more likely to use I-57 than the Metro average.

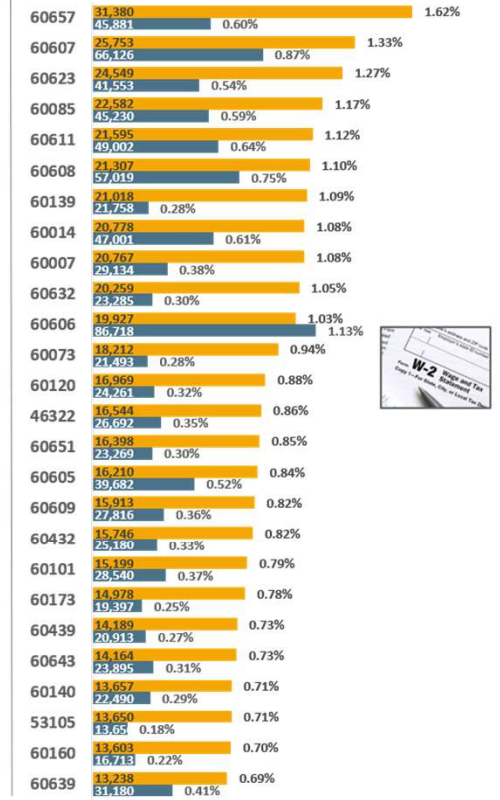
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



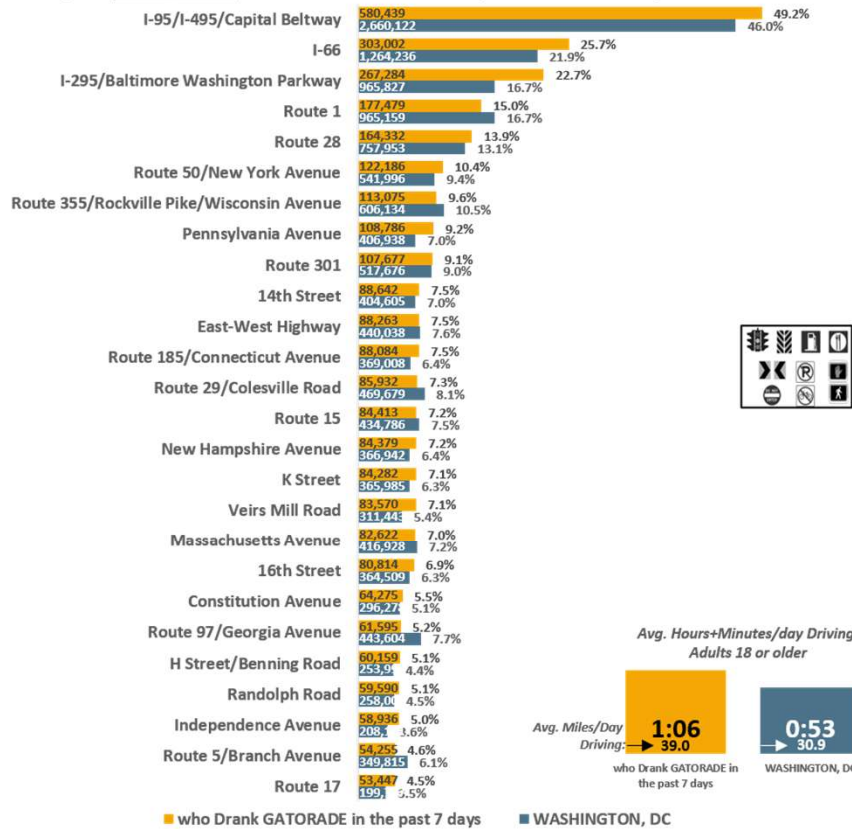
Top-26 Employment Zip Codes: Adults 18 or older



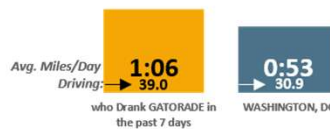


942,490 or 79.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 67. minutes per day driving an average of 39. miles each day and are 35.6% more likely to use I-295/Baltimore Washington Parkway than the Metro average.

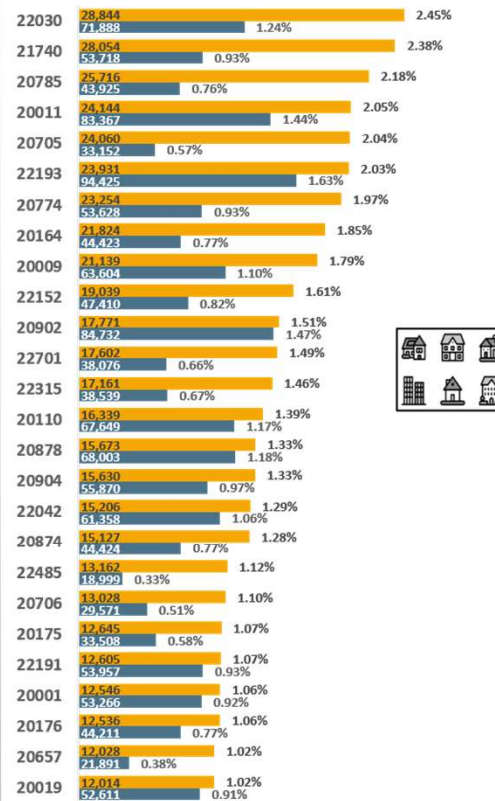
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



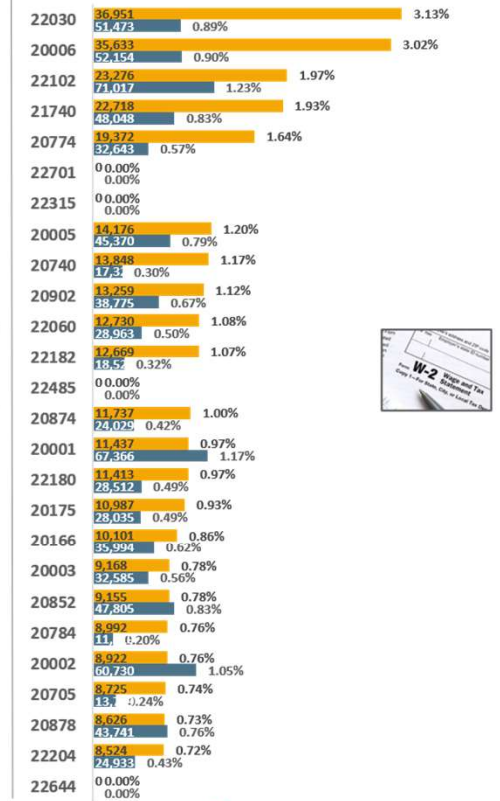
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

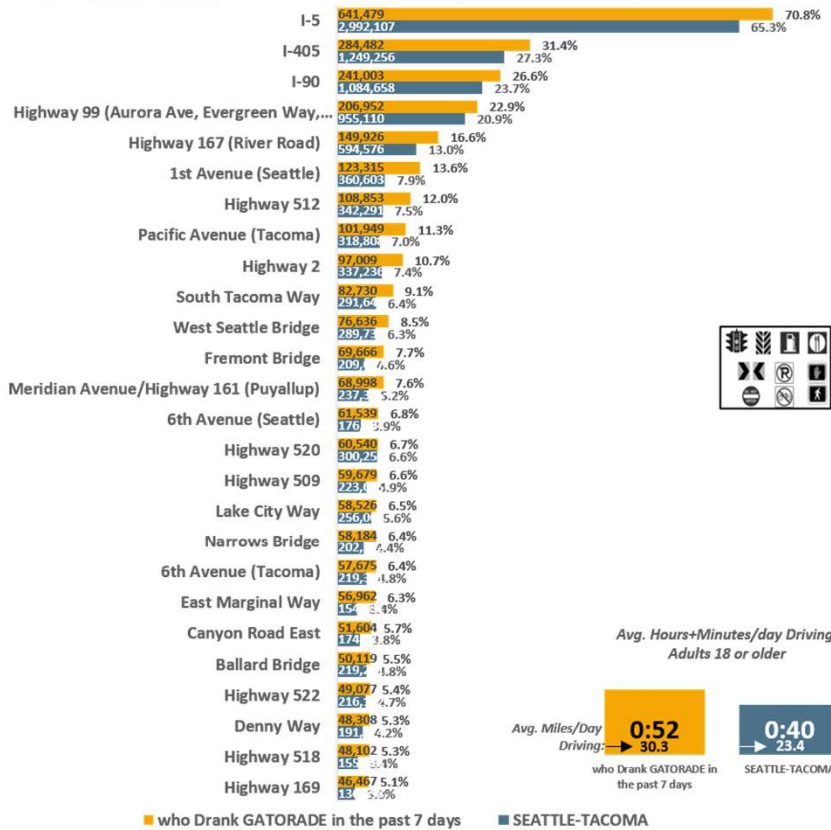


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773,520 or 85.4% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.1 minutes per day driving an average of 30.3 miles each day and are 76.3% more likely to use 6th Avenue (Seattle) than the Metro average.

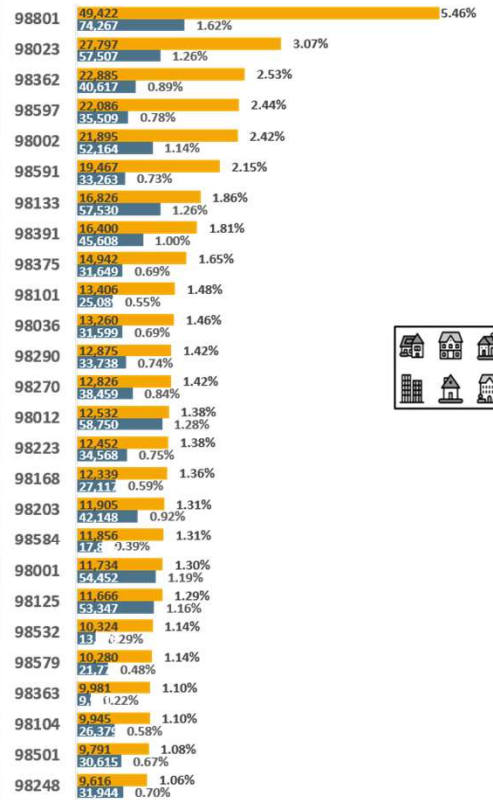
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



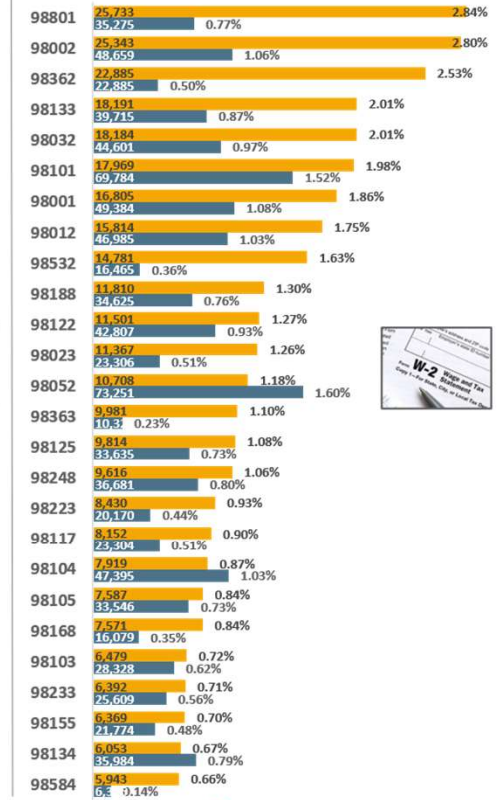
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



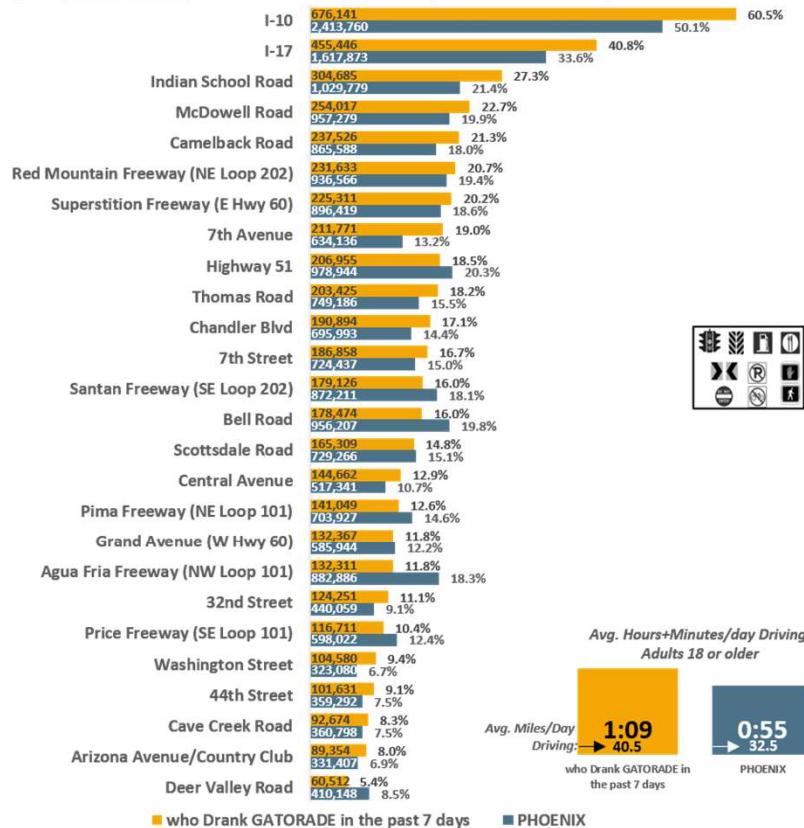
Top-26 Employment Zip Codes: Adults 18 or older



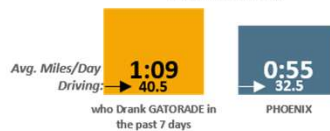


985,997 or 88.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 69.6 minutes per day driving an average of 40.5 miles each day and are 44.% more likely to use 7th Avenue than the Metro average.

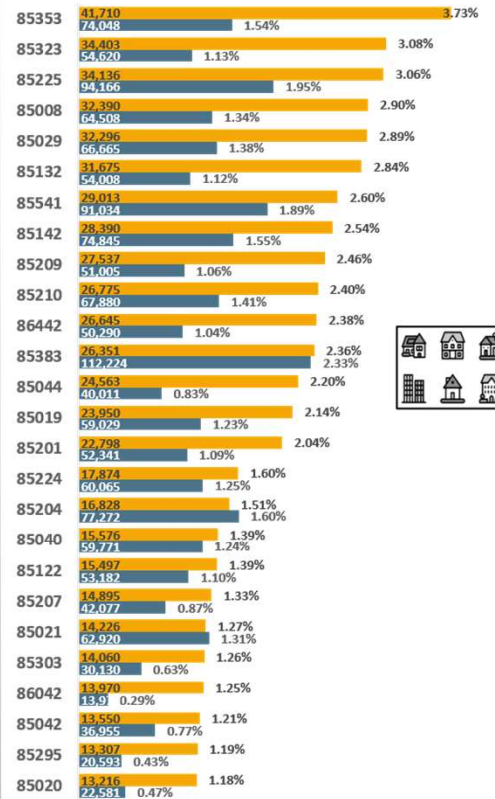
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



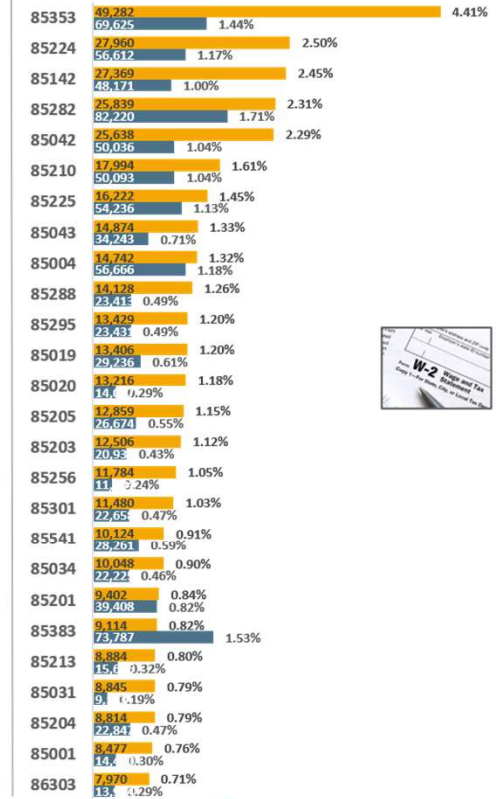
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

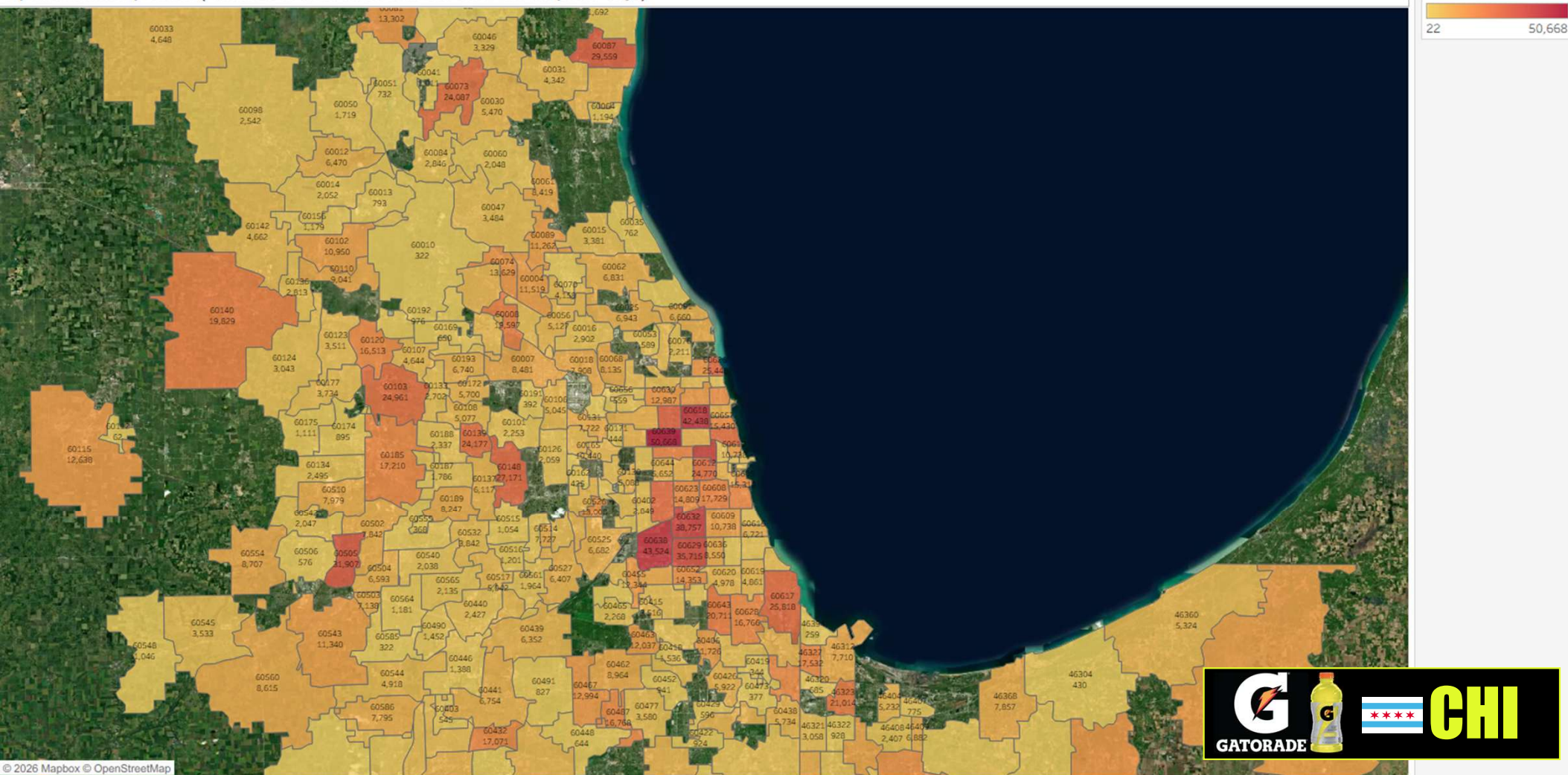


Top-26 Employment Zip Codes: Adults 18 or older

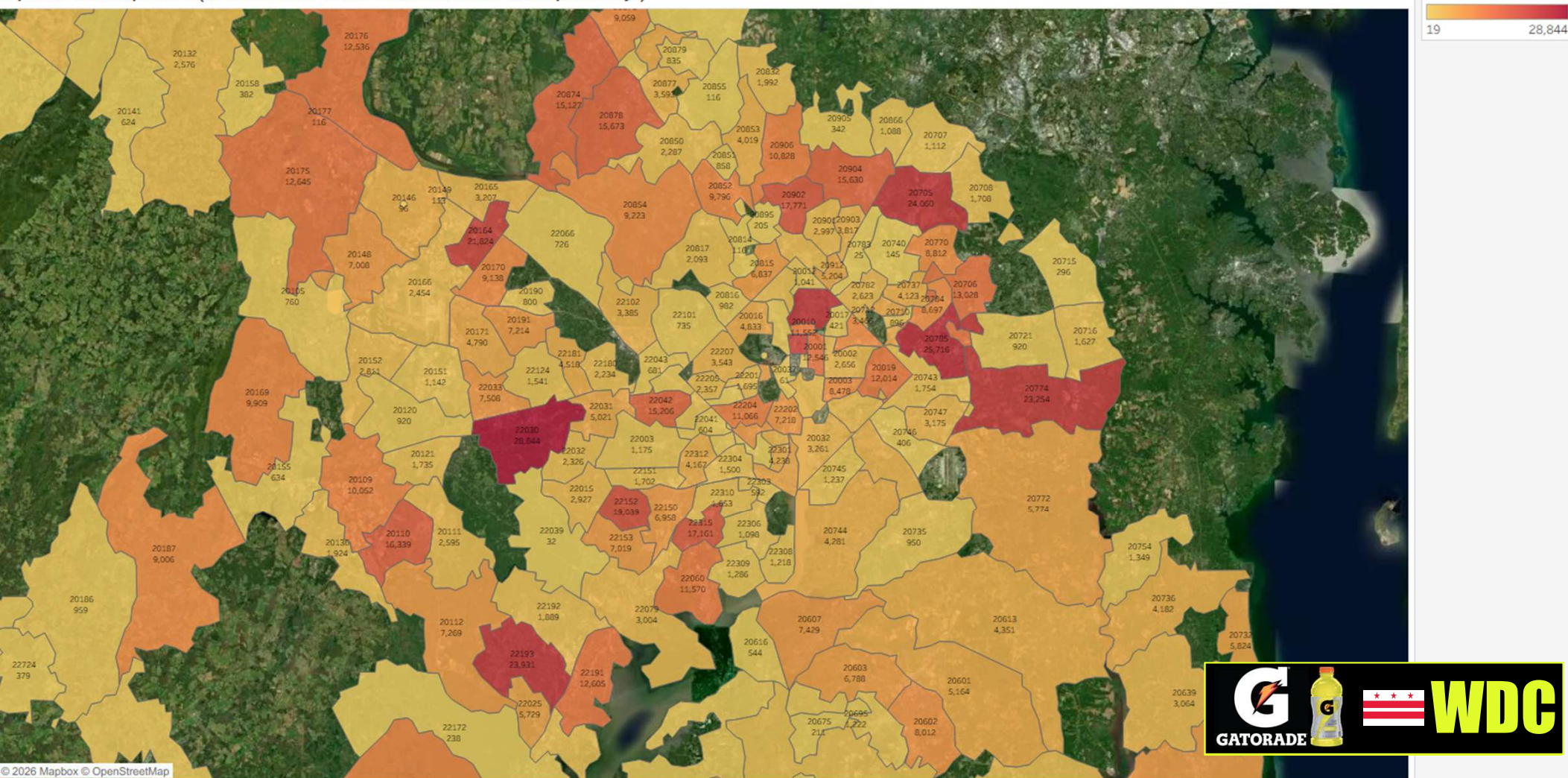


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Top Residential Zip Codes: (Adults 18 or older who Drank GATORADE in the past 7 days)



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



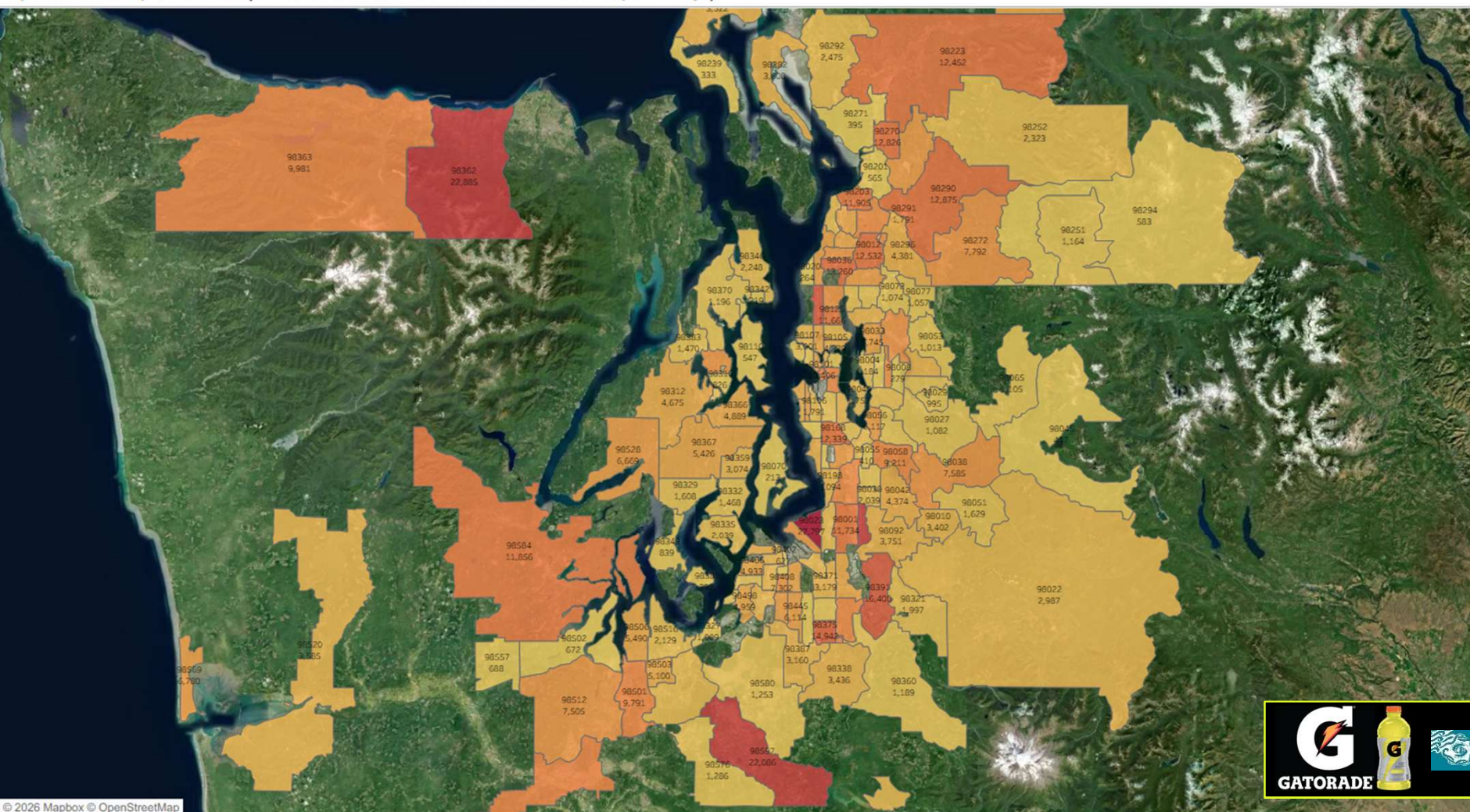
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Sports drinks drank past 7 days: Gatorade

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



SUM(Adults 18 or olde...



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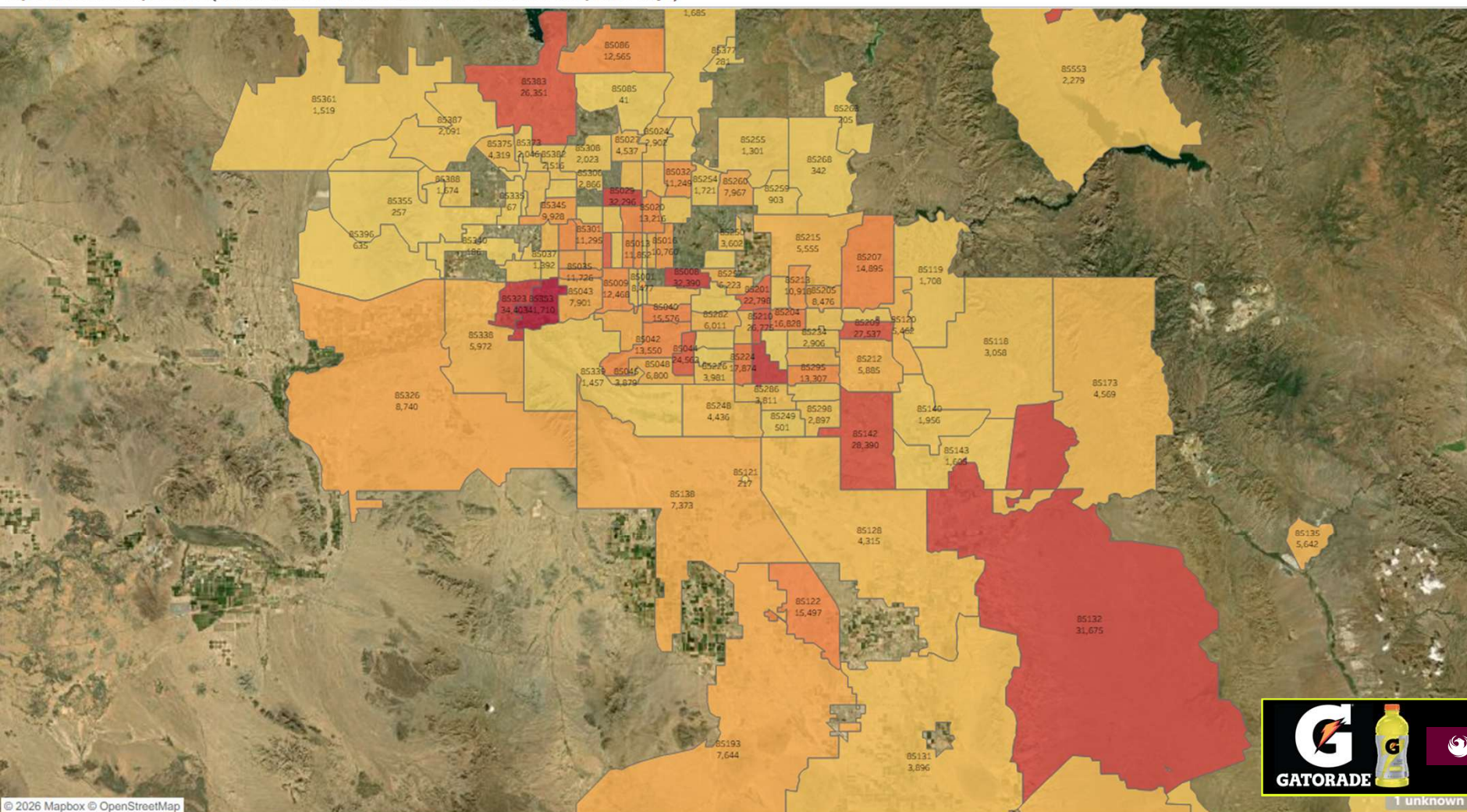
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab
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674

Sports drinks drank past 7 days: Gatorade

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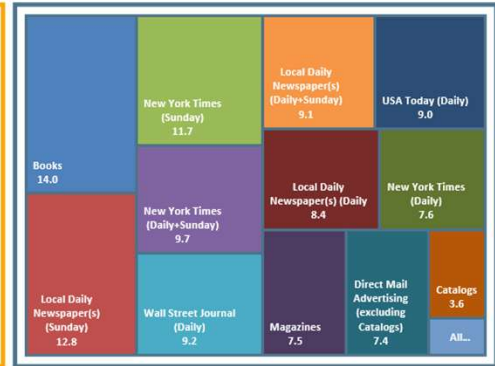
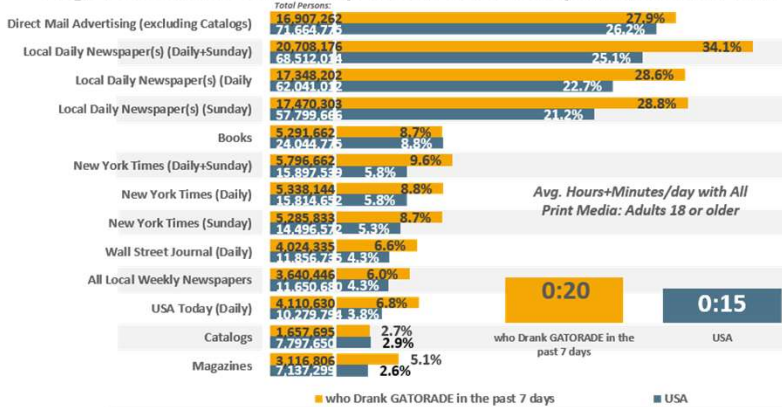
Top Residential Zip Codes: (Adults 18 or older who Drank GATORADE in the past 7 days)



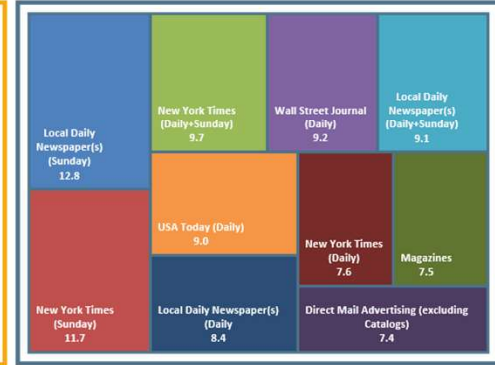
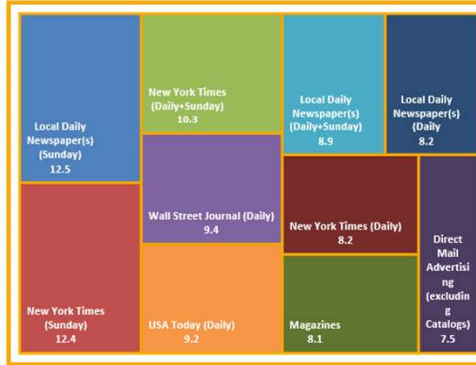
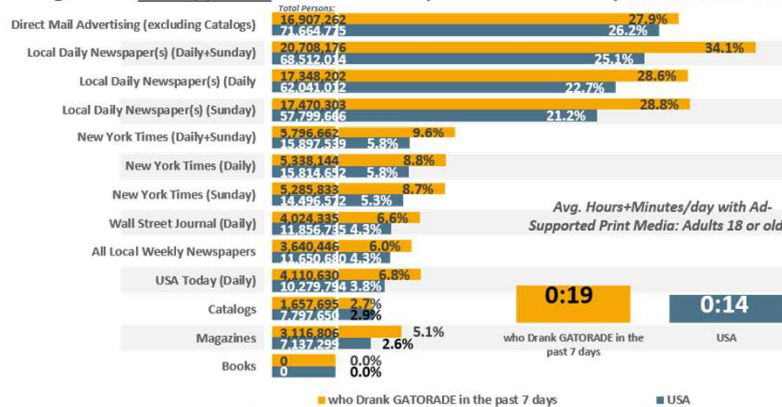


20,708,176 or 34.1% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

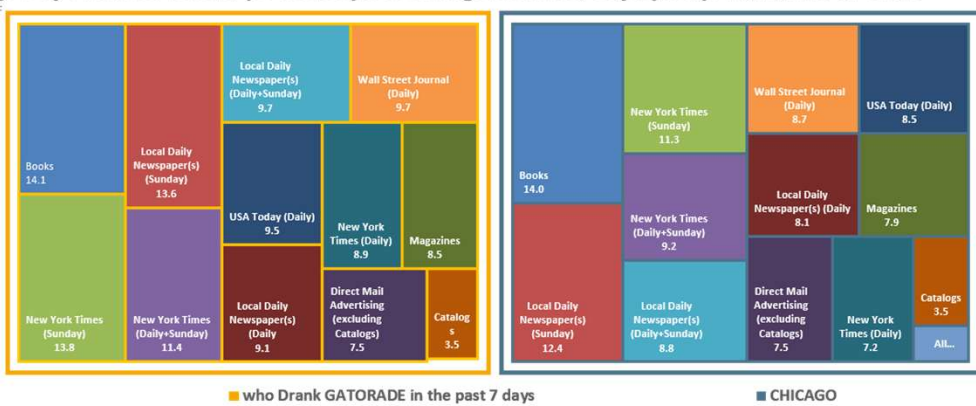
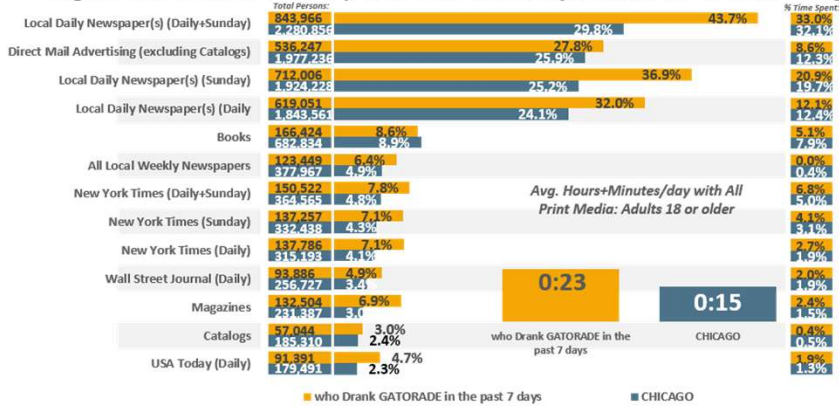
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Sports drinks drank past 7 days: Gatorade

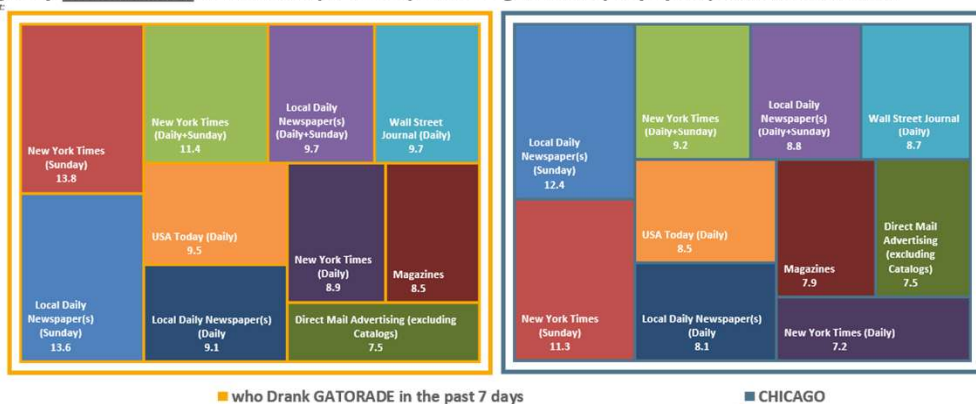
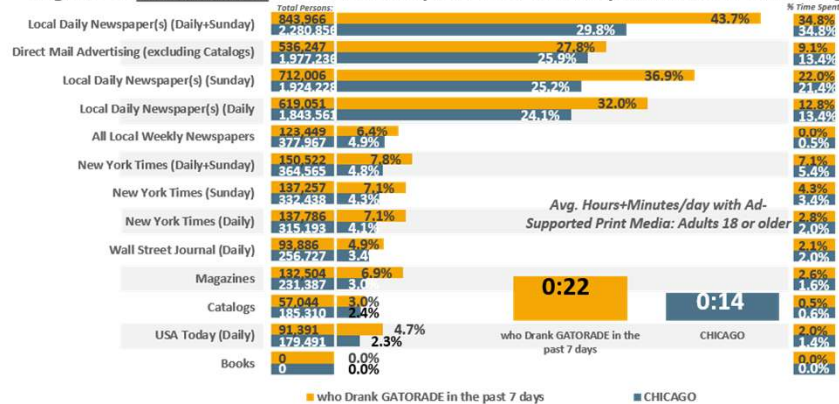


843,966 or 43.7% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

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



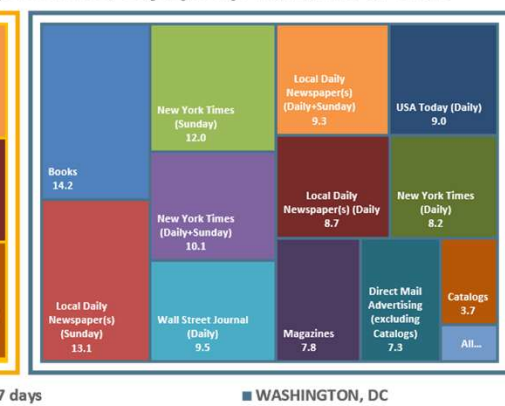
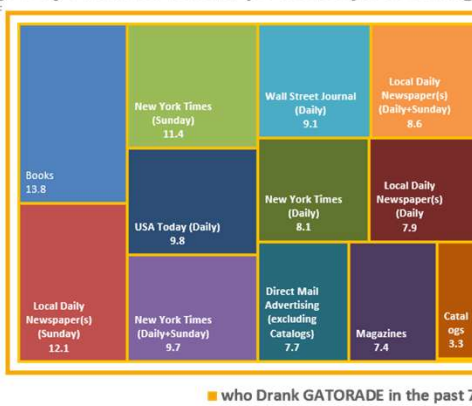
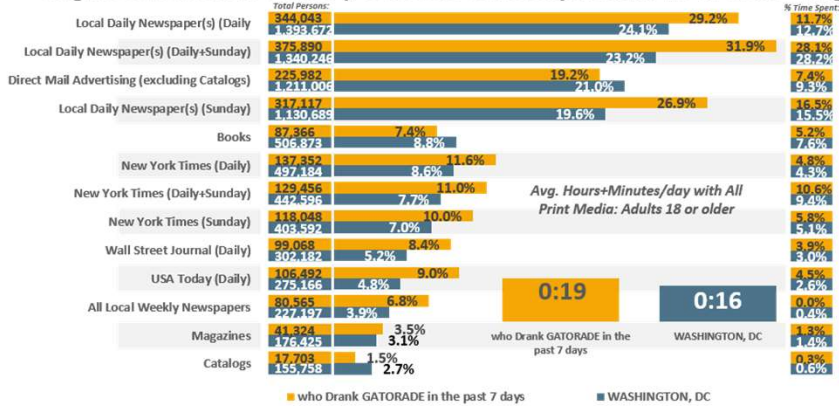
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



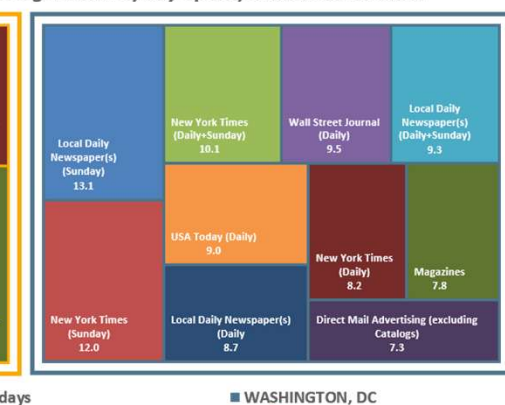
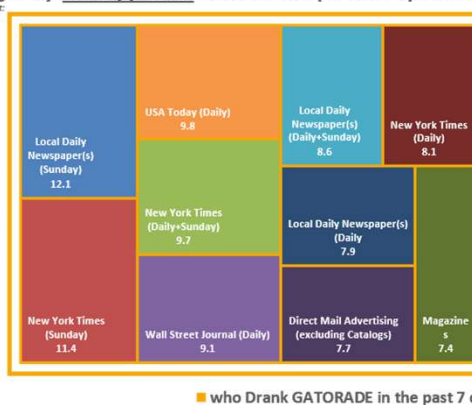
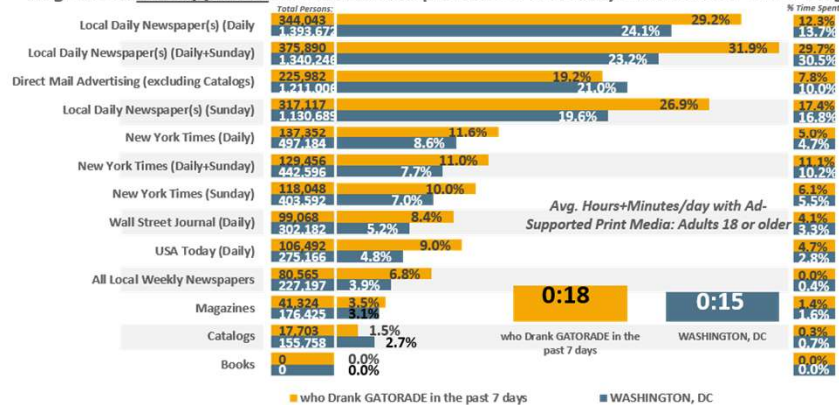


375,890 or 31.9% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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



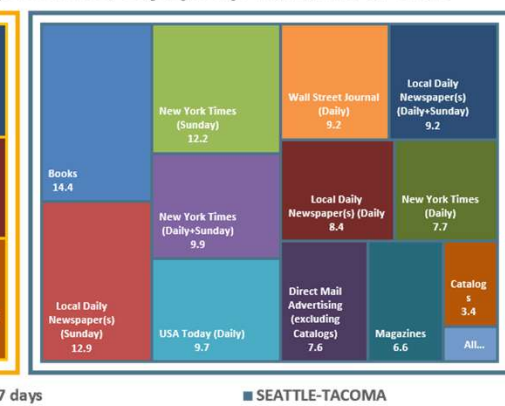
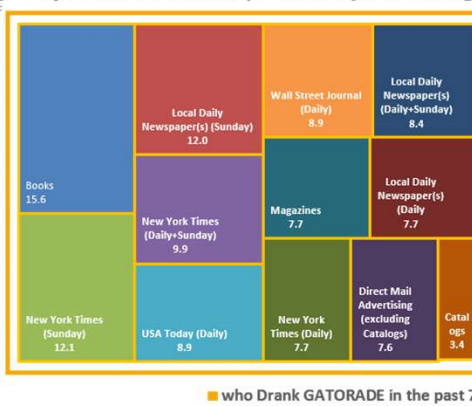
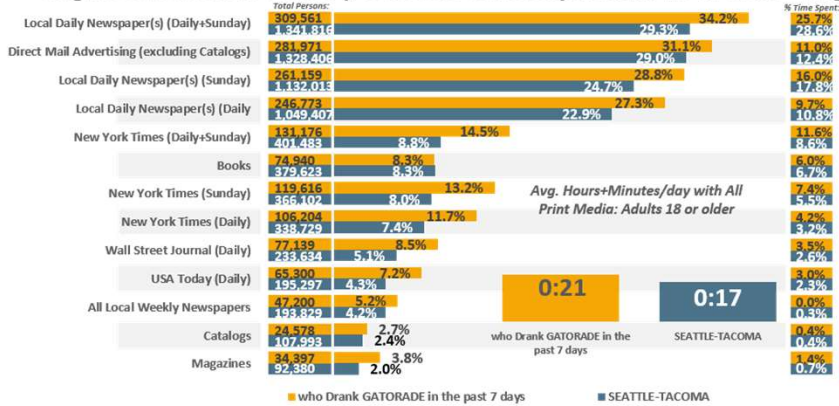
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



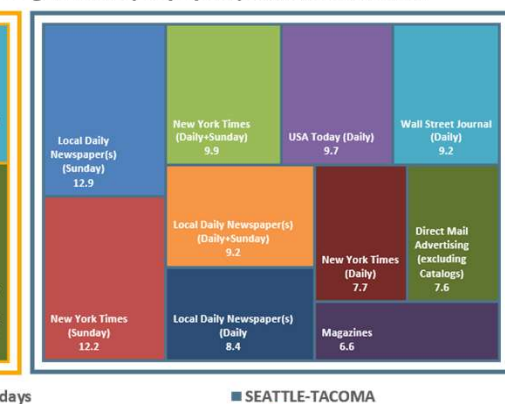
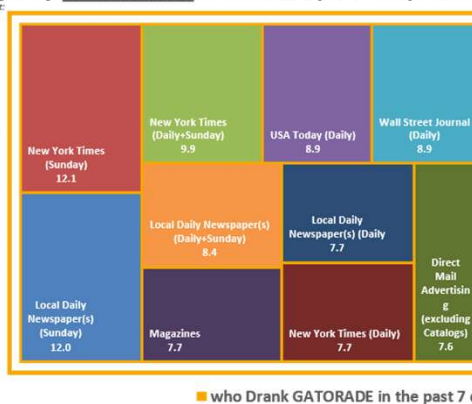
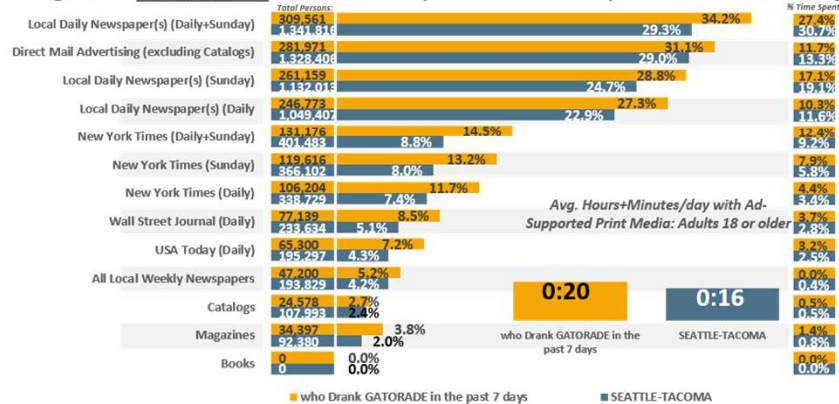


309,561 or 34.2% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

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



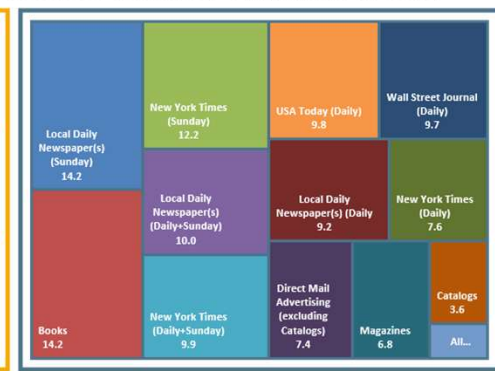
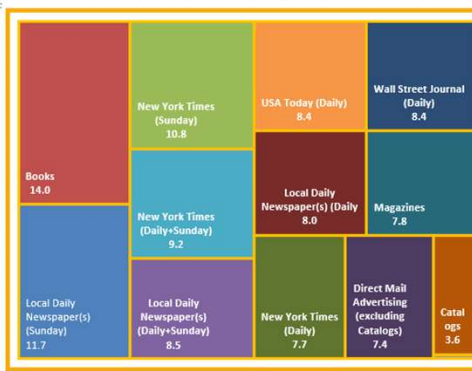
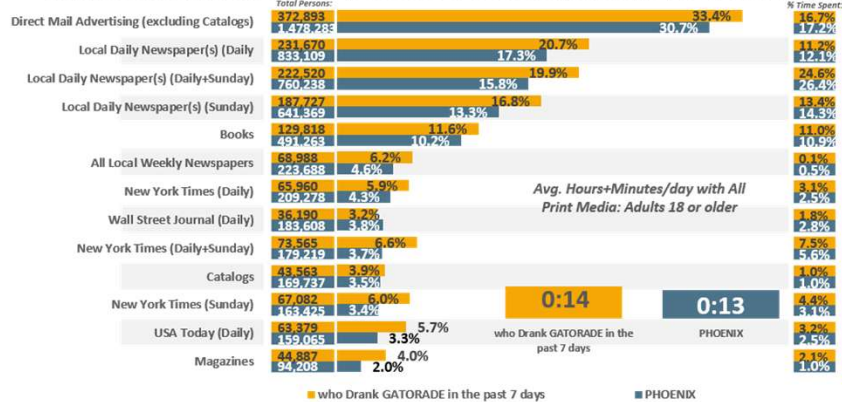
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



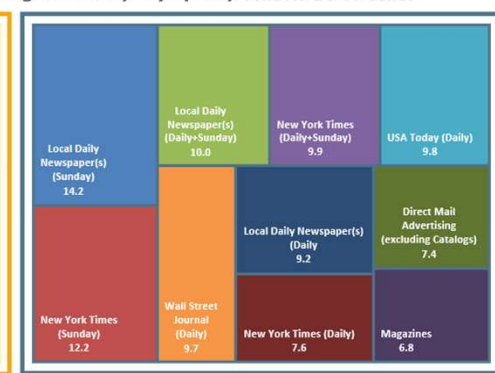
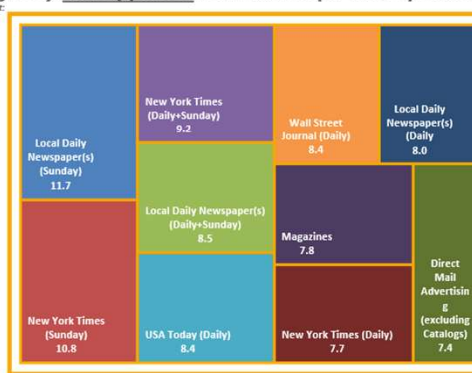
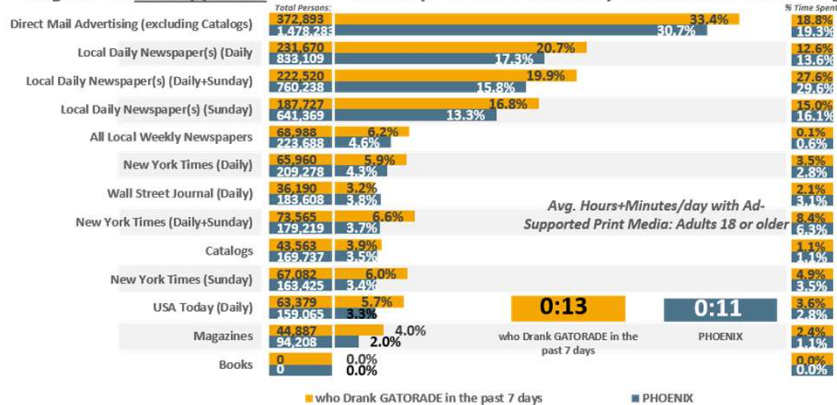


222,520 or 19.9% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

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



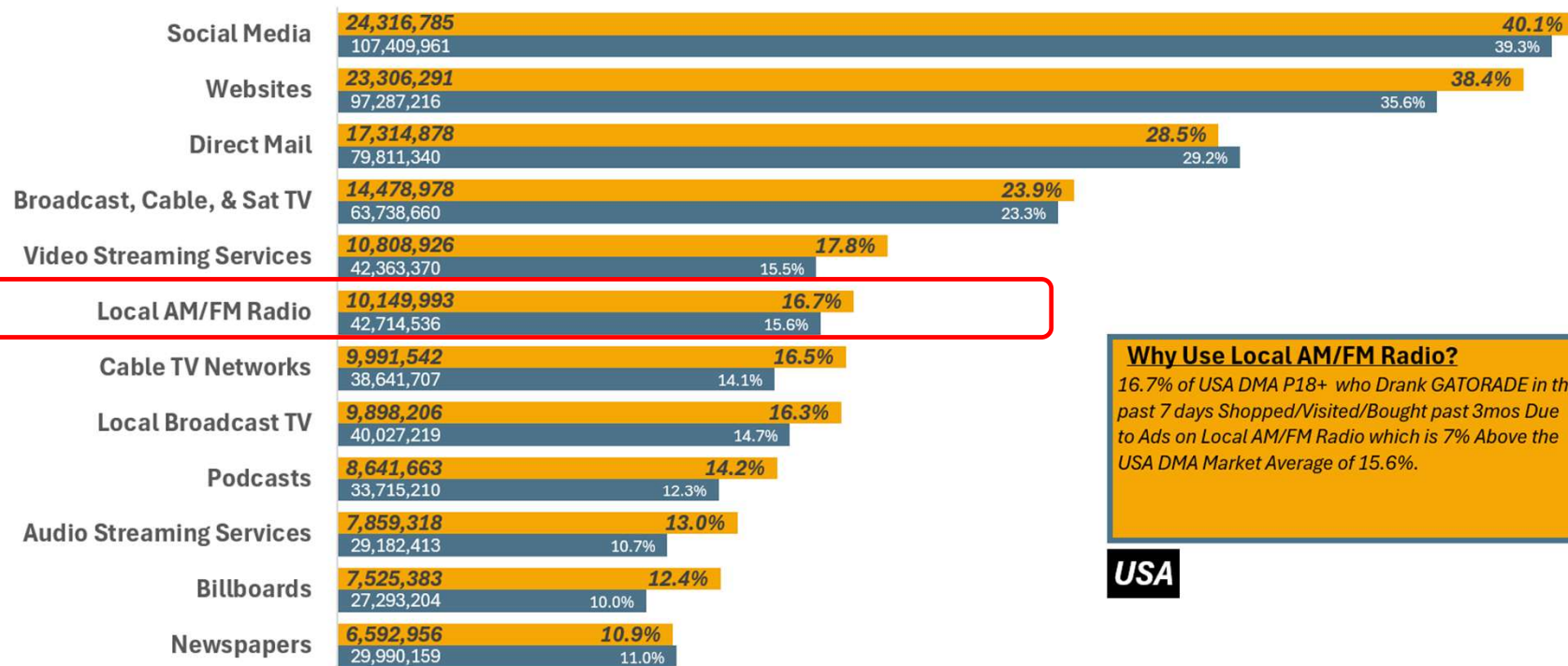
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of USA DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the USA DMA Market Average of 15.6%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5157
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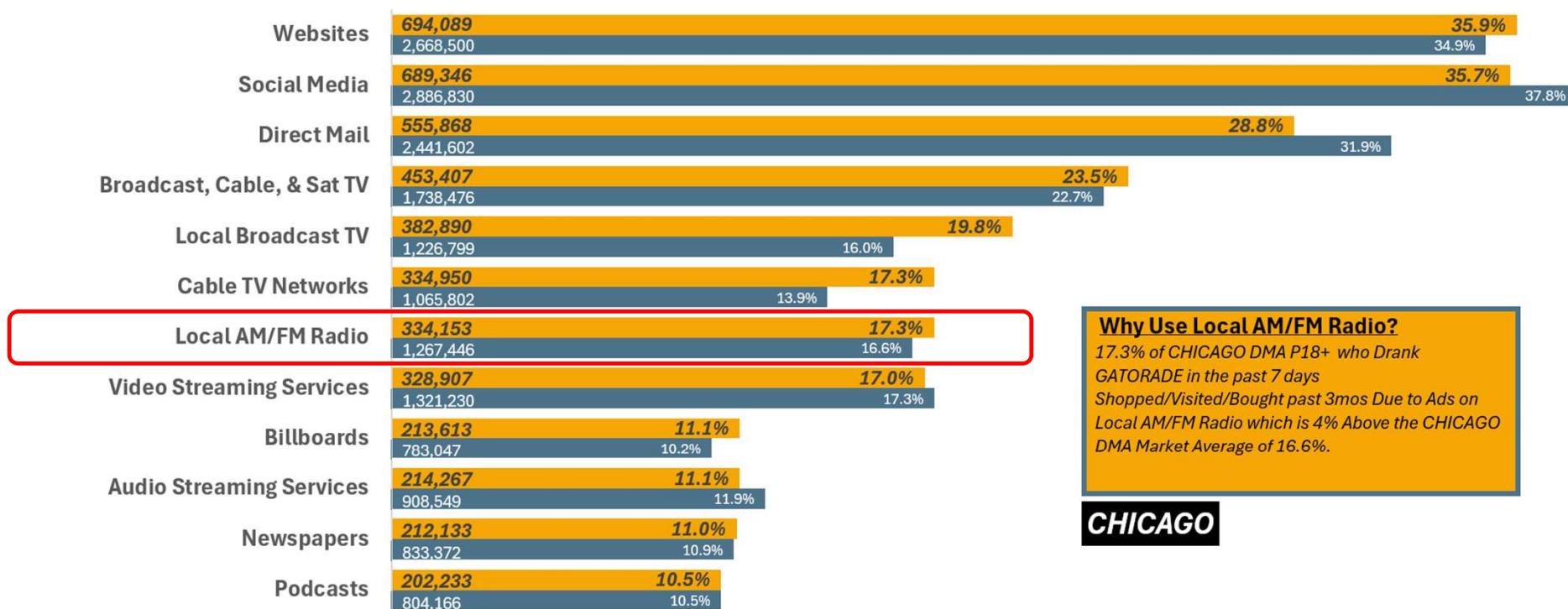
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of CHICAGO DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 968
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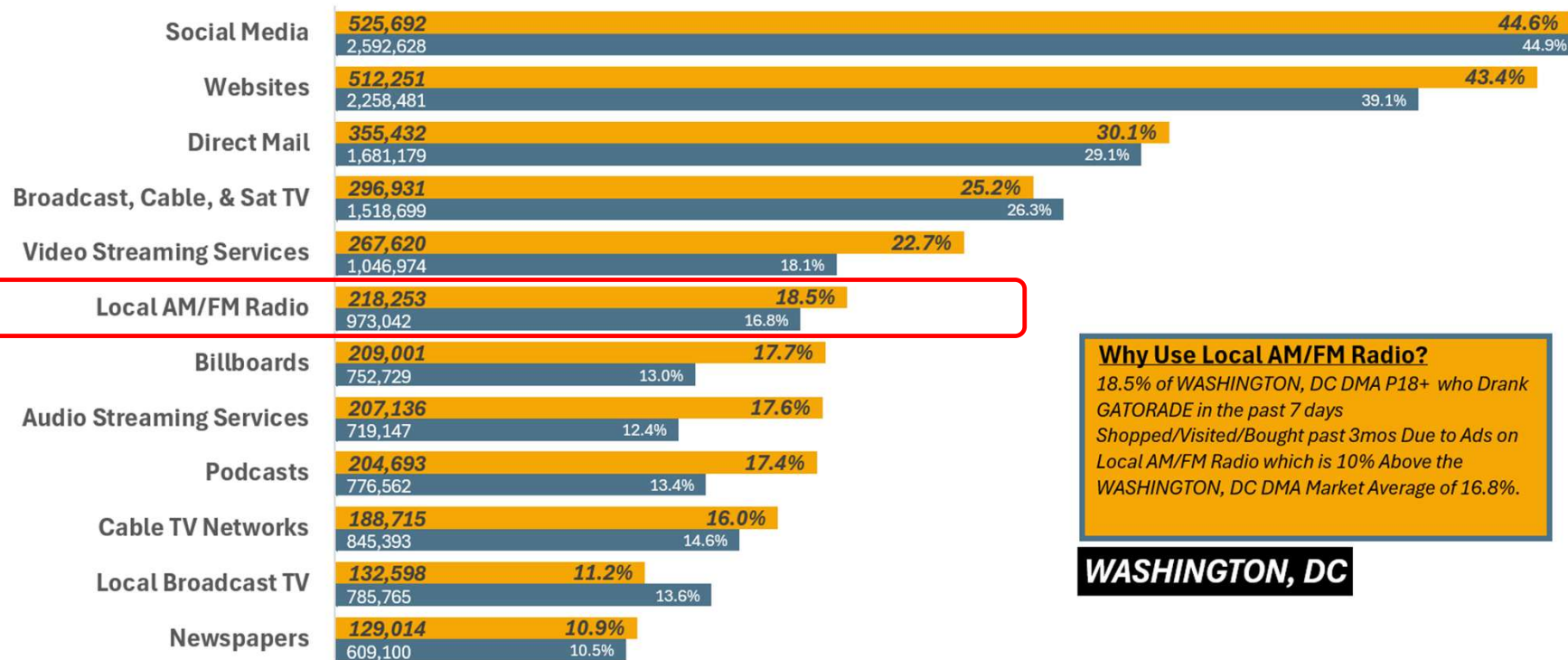
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.5% of WASHINGTON, DC DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1180

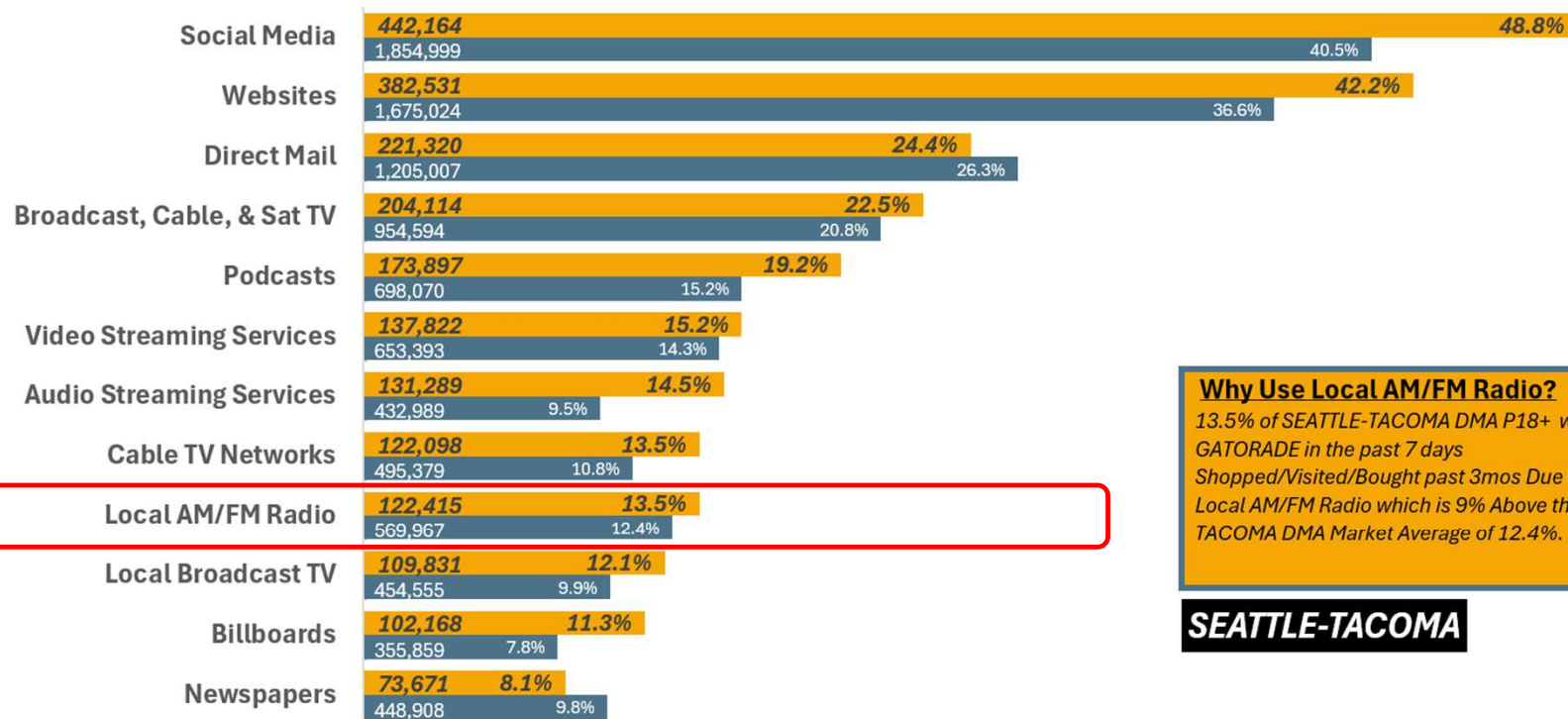
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.5% of SEATTLE-TACOMA DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 674
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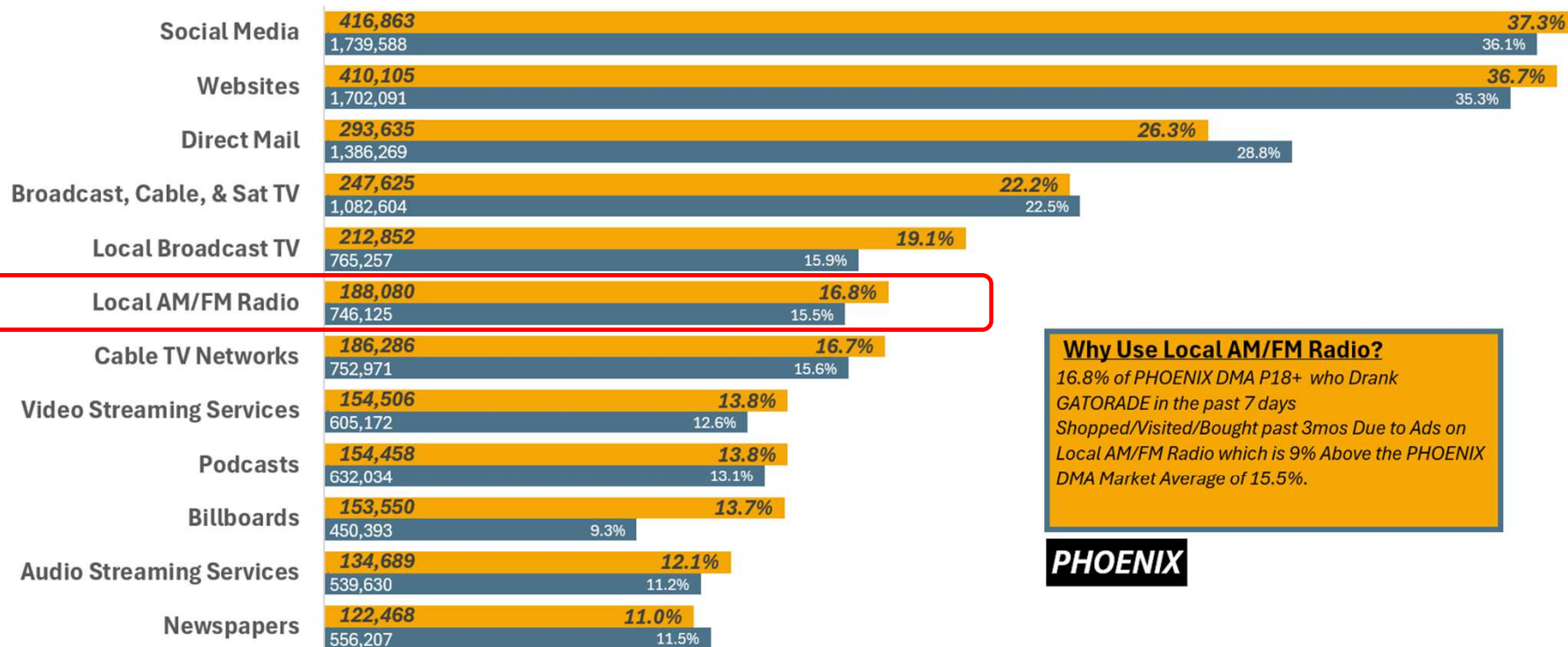
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of PHOENIX DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 592
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Sports drinks drank past 7 days: Gatorade