

USA+4 DMAs – P21+ who Drank BUDWEISER in the past 30 days!

Complete Demographic & Media Use Profiles



SMOOTH.
CRISP.
ICONIC.

BREWED TO BE REMEMBERED.



P21+

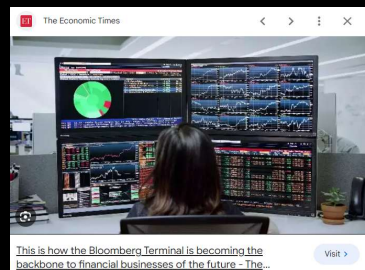
ABInBev Altria Vanguard BlackRock



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

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Drank BUDWEISER in the past 30 days as of March 31, 2026.





4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 47.7 years old (5.2% younger than average) and have a \$88,840 (10.2% lower than average) annual household income.

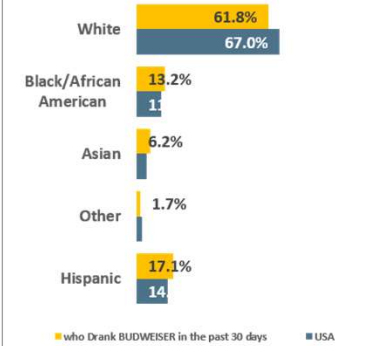
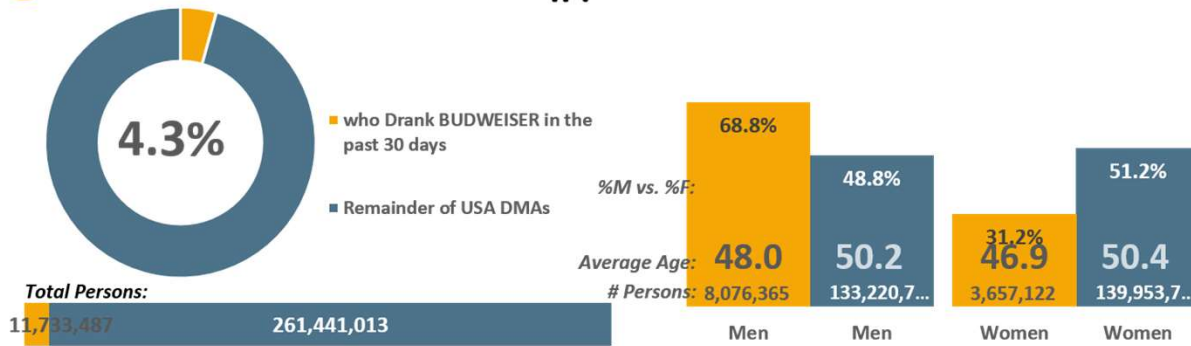


Percent of Market: Adults 21 or older



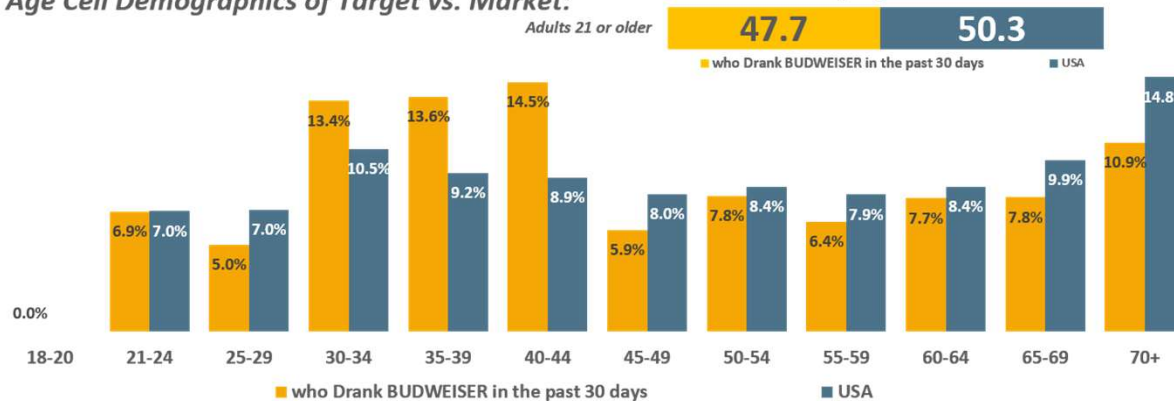
Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:

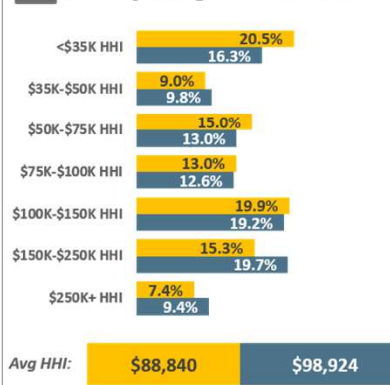


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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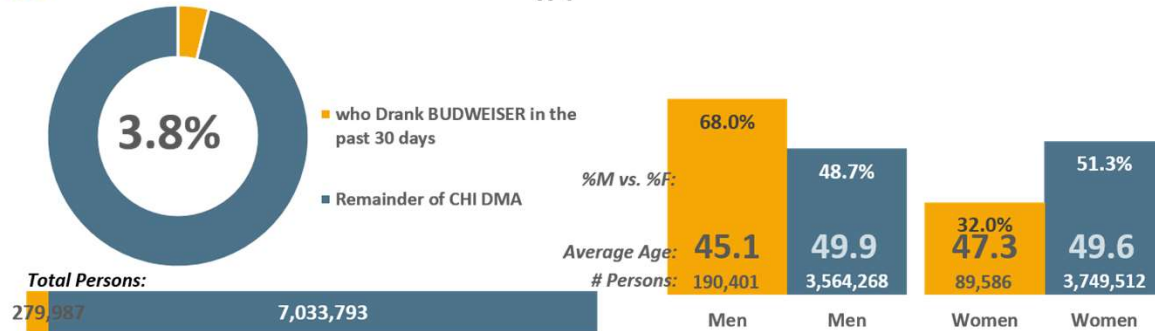
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

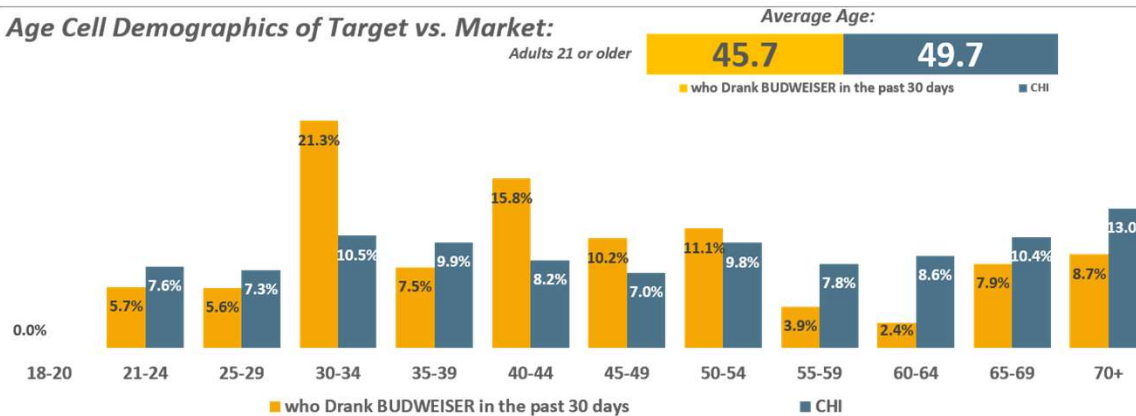


3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 45.7 years old (8.1% younger than average) and have a \$118,814 (5.9% higher than average) annual household income.

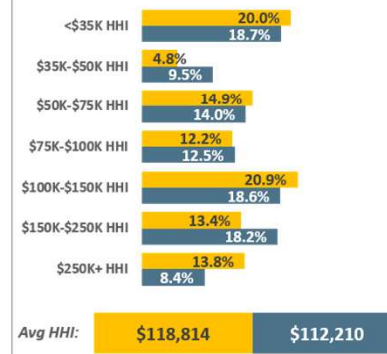
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

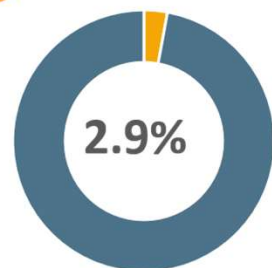




2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 46.5 years old (6.8% younger than average) and have a \$123,816 (12.9% lower than average) annual household income.



Percent of Market: Adults 21 or older

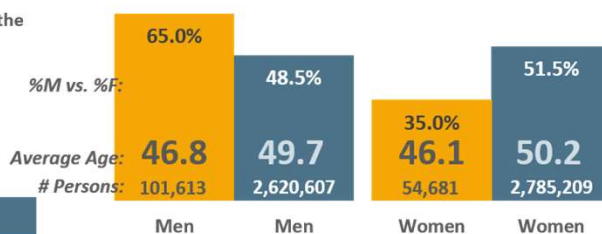


■ who Drank BUDWEISER in the past 30 days
 ■ Remainder of WDC DMA

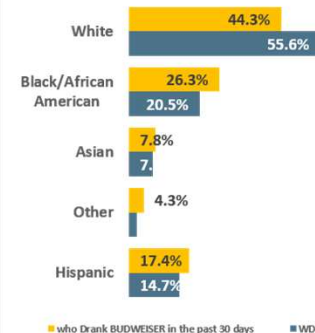
Total Persons:
 156,294 5,249,522



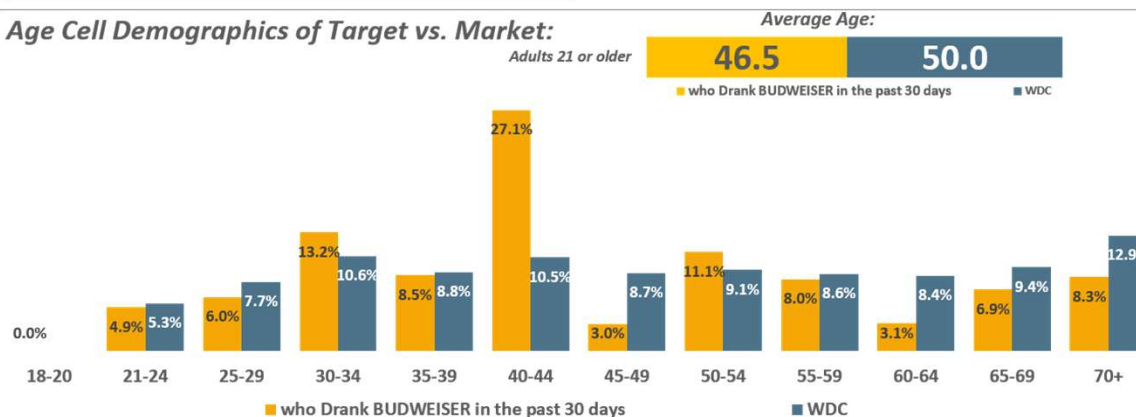
Gender of Target vs. Market: Adults 21 or older



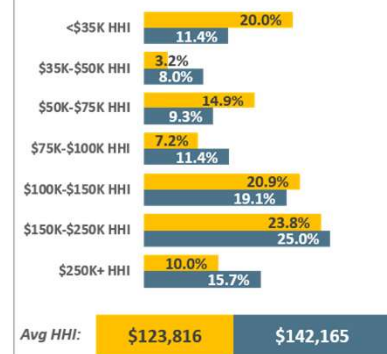
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



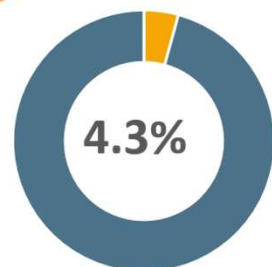
Avg HHI: \$123,816 \$142,165



4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 47.2 years old (4.4% younger than average) and have a \$112,283 (13.5% lower than average) annual household income.



Percent of Market: Adults 21 or older



■ who Drank BUDWEISER in the past 30 days
■ Remainder of SEA DMA

Total Persons:

187,690 4,226,447

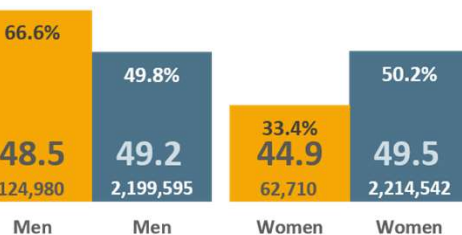


Gender of Target vs. Market: Adults 21 or older

%M vs. %F:

Average Age:

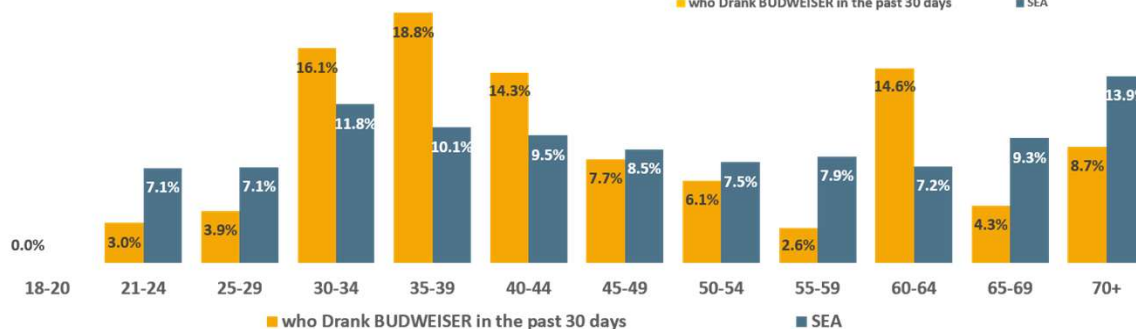
Persons:



Age Cell Demographics of Target vs. Market:

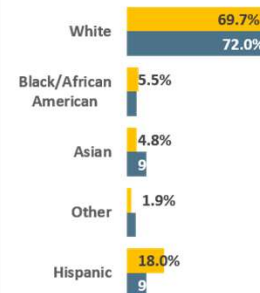
Adults 21 or older

Average Age:

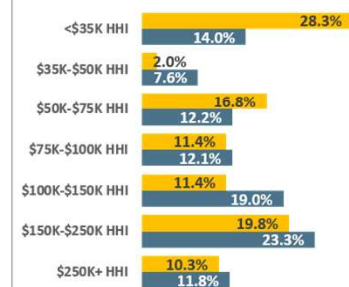


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 149
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$112,283 \$129,843

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



4.0% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 50.4 years old (.1% older than average) and have a \$76,160 (29.7% lower than average) annual household income.

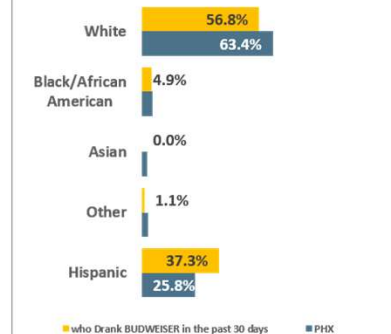
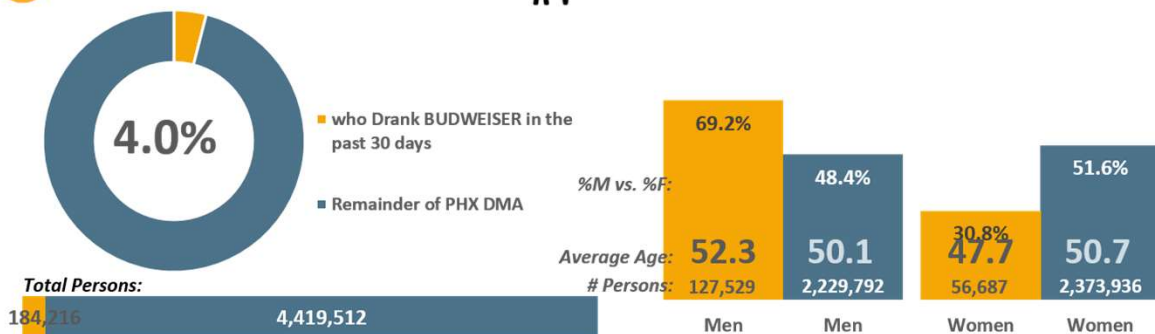


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

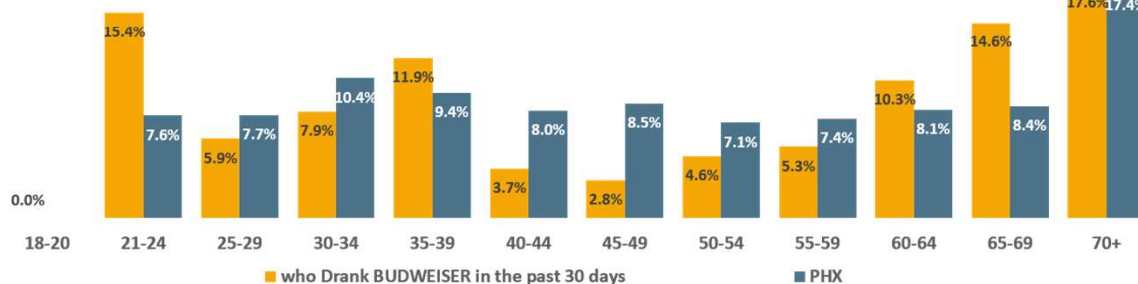
Ethnicity of Target vs. Market:



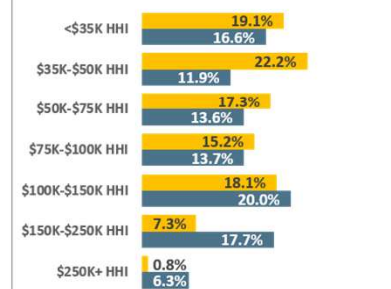
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 21 or older



HHI of Target vs. Market:

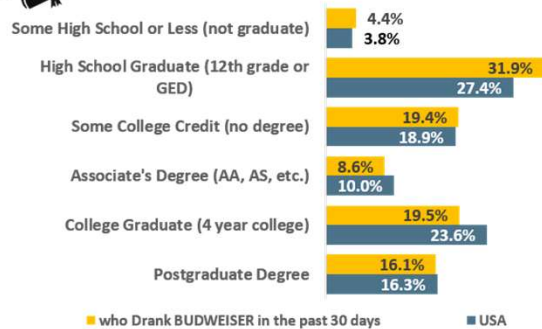




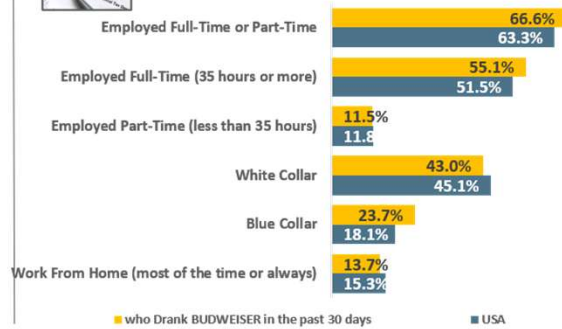
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 10.5% less likely to be a college graduate, 7.% more likely to work full-time, 2.8% more likely to be married, 46.5% more likely to be a parent of 1 or more children under 18.



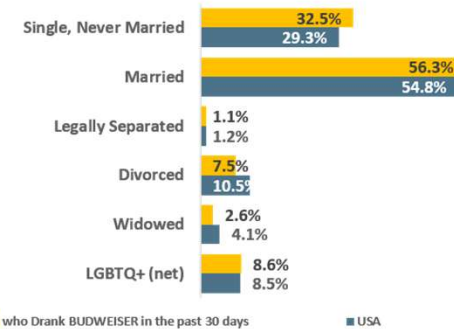
Education Levels: Adults 21 or older



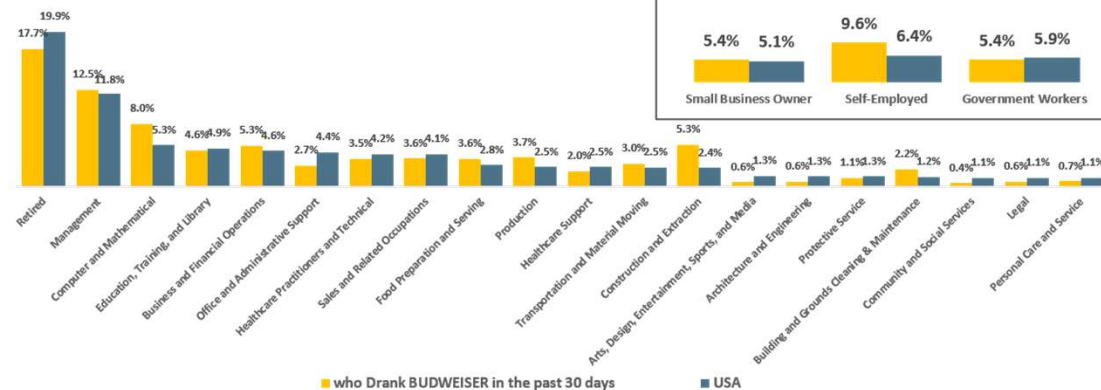
Employment: Adults 21 or older



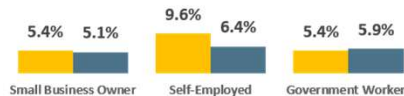
Marital Status: Adults 21 or older



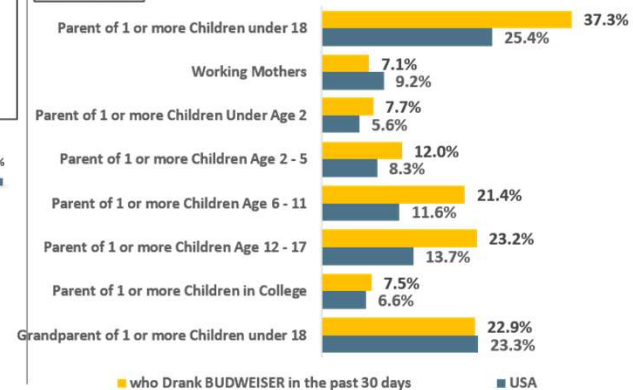
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

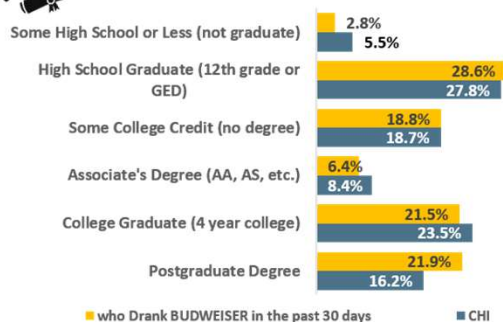
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



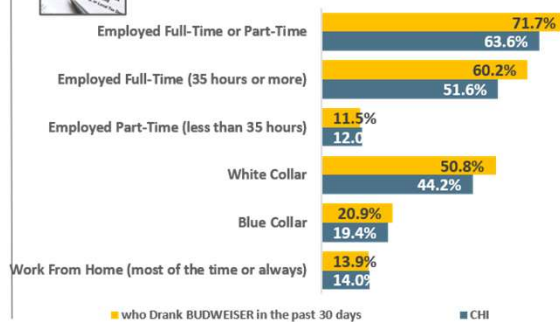
3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 9.6% more likely to be a college graduate, 16.7% more likely to work full-time, 11.7% more likely to be married, 61.4% more likely to be a parent of 1 or more children under 18.



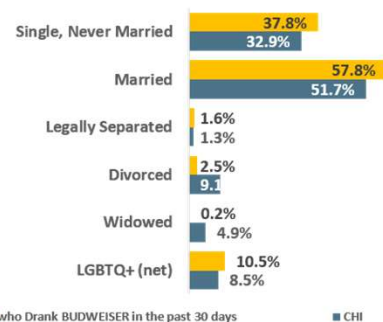
Education Levels: Adults 21 or older



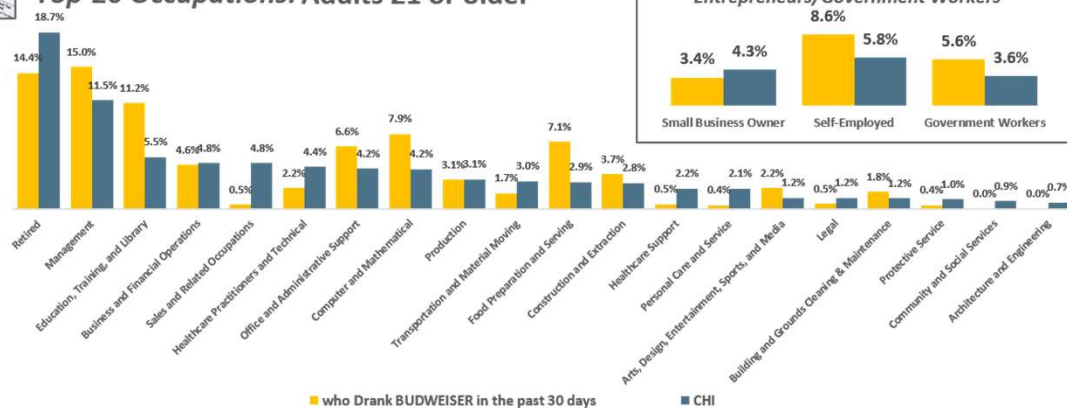
Employment: Adults 21 or older



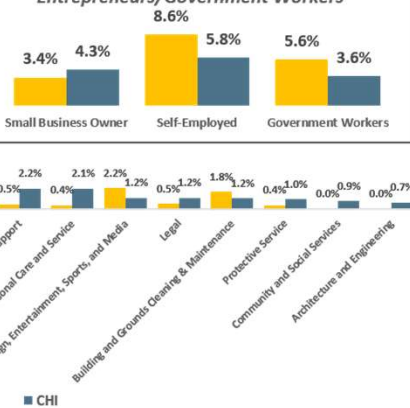
Marital Status: Adults 21 or older



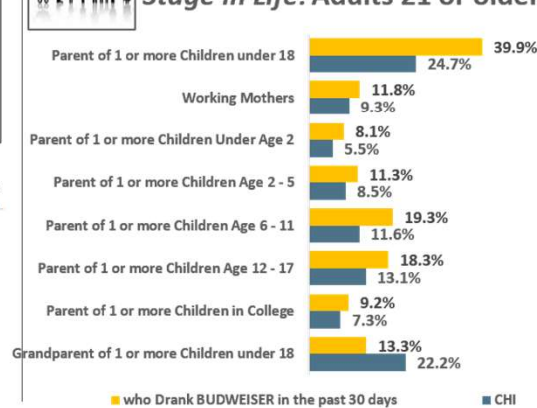
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

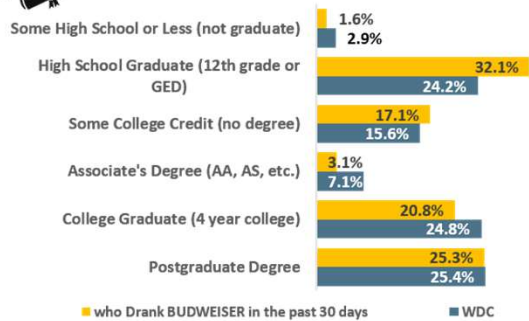




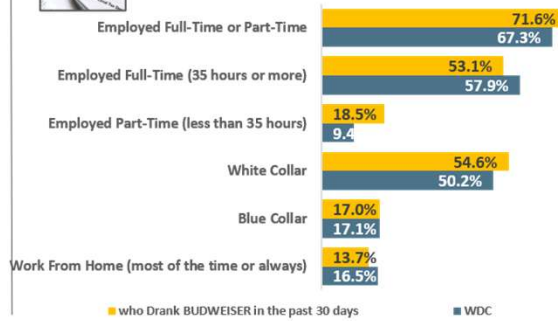
2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 8.1% less likely to be a college graduate, 8.3% less likely to work full-time, 1.8% less likely to be married, 34.9% more likely to be a parent of 1 or more children under 18.



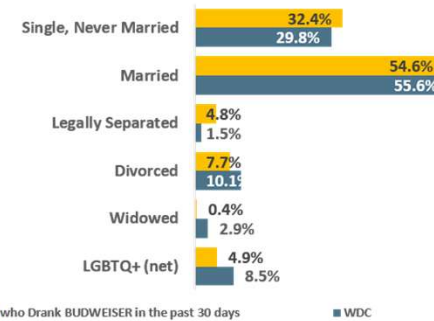
Education Levels: Adults 21 or older



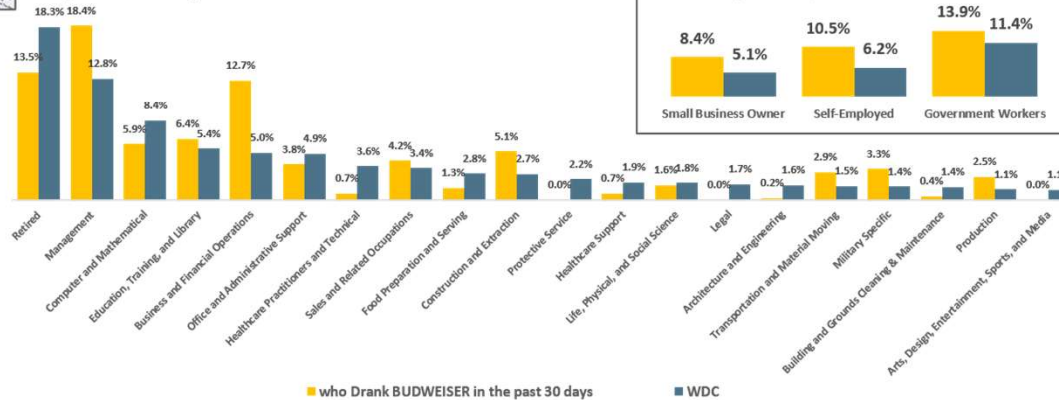
Employment: Adults 21 or older



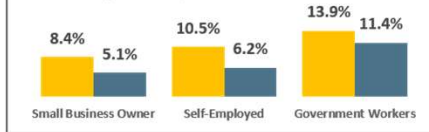
Marital Status: Adults 21 or older



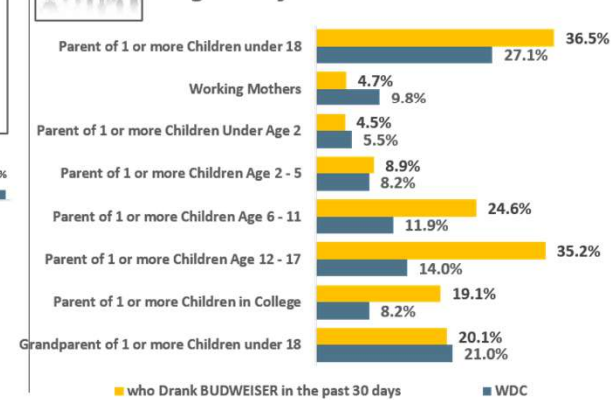
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

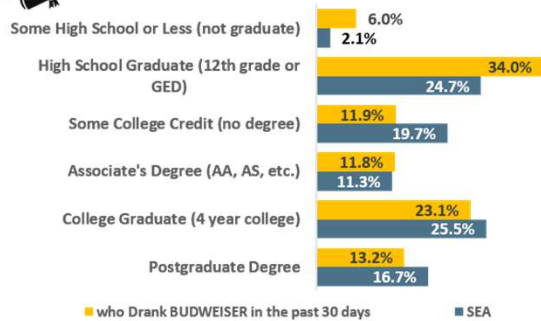




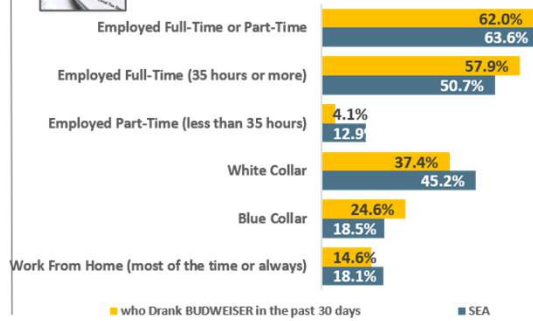
4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 14.% less likely to be a college graduate, 14.1% more likely to work full-time, .8% more likely to be married, 44.6% more likely to be a parent of 1 or more children under 18.



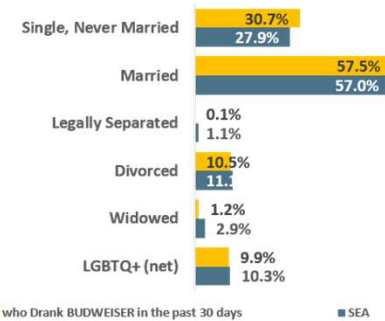
Education Levels: Adults 21 or older



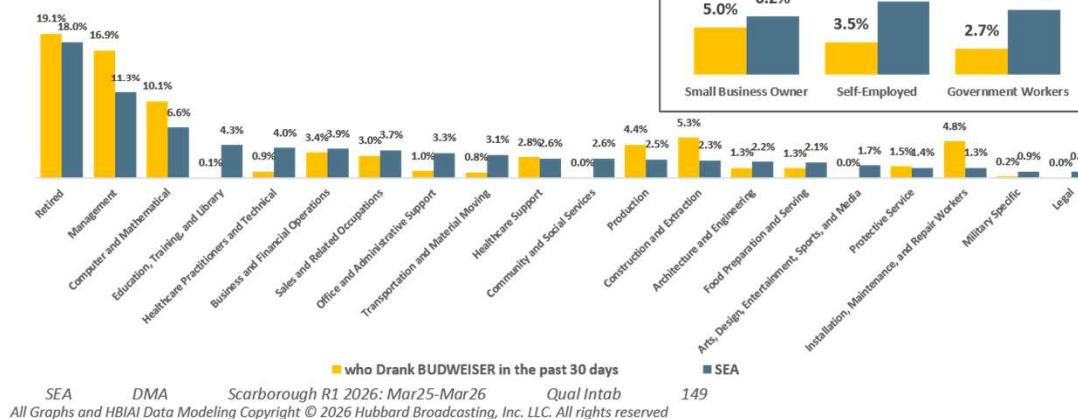
Employment: Adults 21 or older



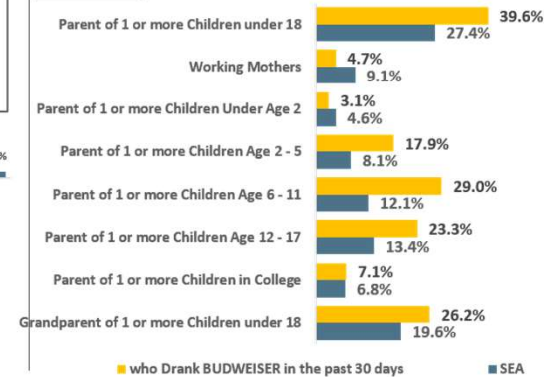
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

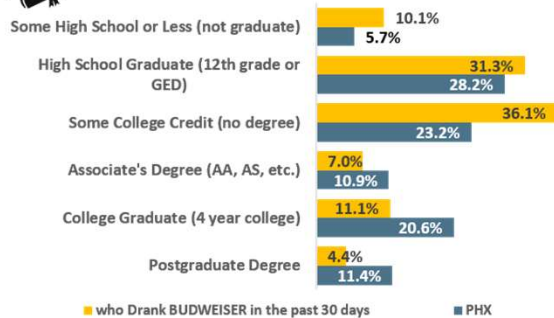




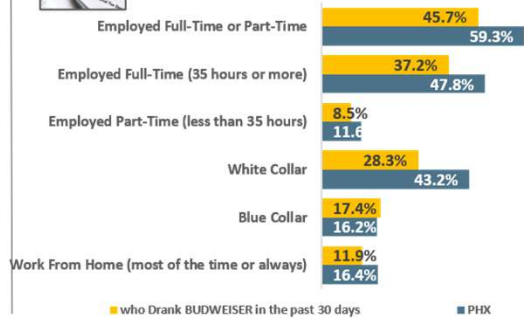
4.4% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 51.6% less likely to be a college graduate, 22.2% less likely to work full-time, 3.4% less likely to be married, 12.2% less likely to be a parent of 1 or more children under 18.



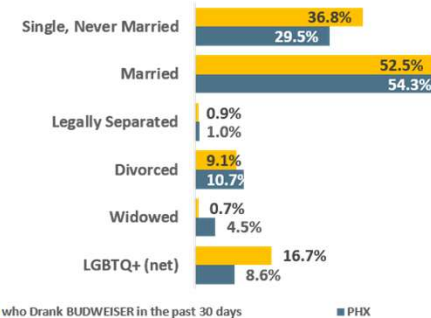
Education Levels: Adults 21 or older



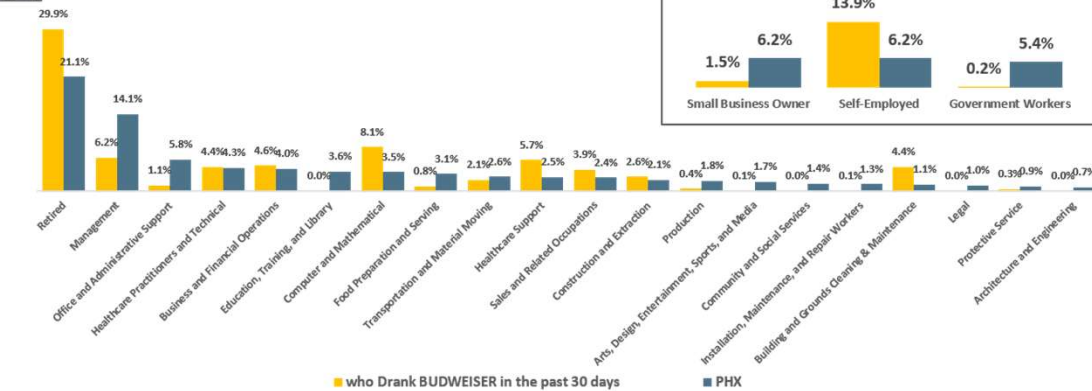
Employment: Adults 21 or older



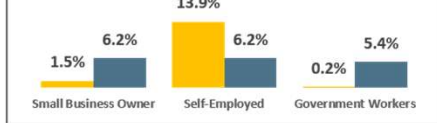
Marital Status: Adults 21 or older



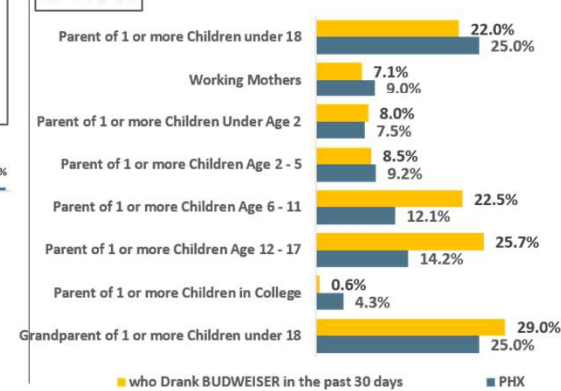
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



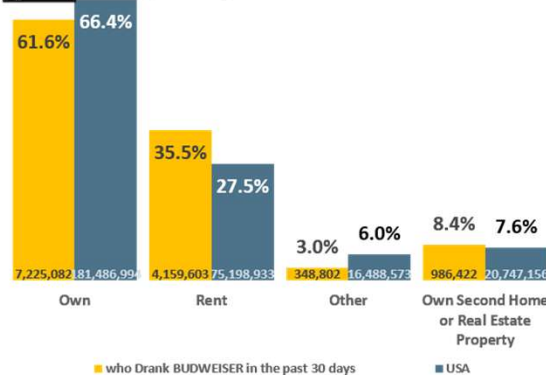
Stage in Life: Adults 21 or older



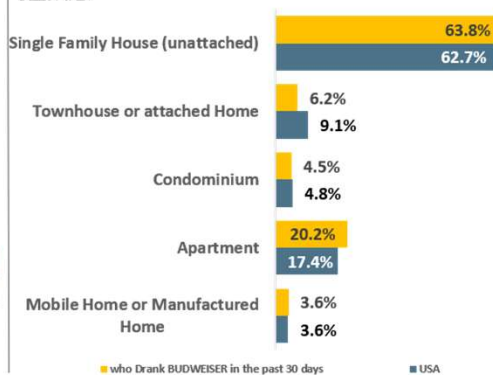


4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.3% less likely to own their home,
 16.3% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 33.3%
 more likely to have a dog.

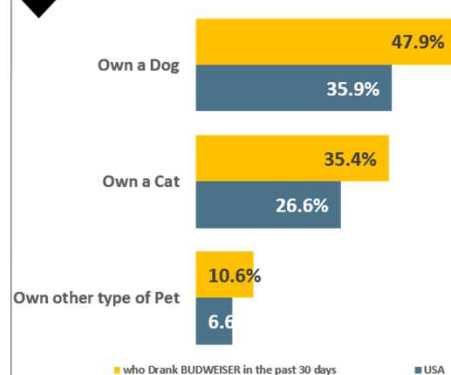
Own/Rent/Other: Adults 21 or older



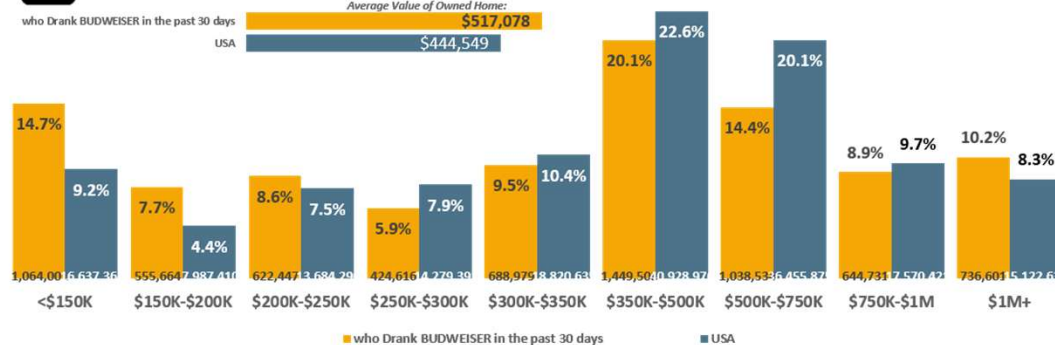
Type of Home: Adults 21 or older



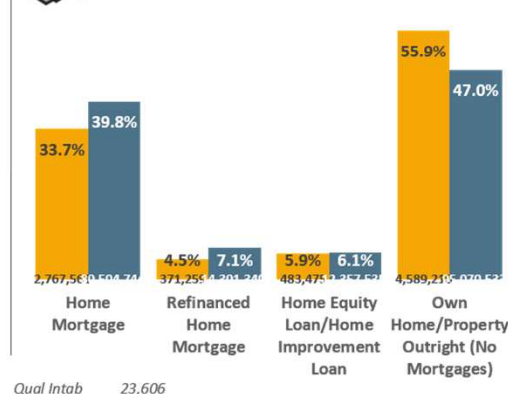
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



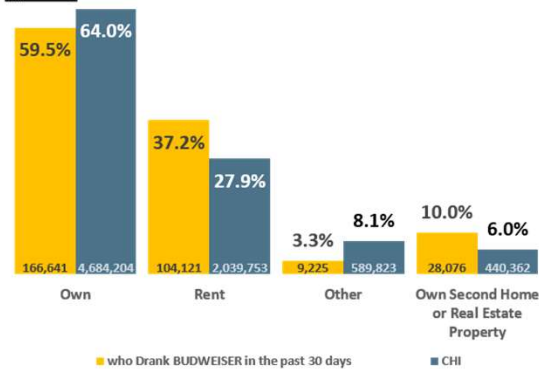
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

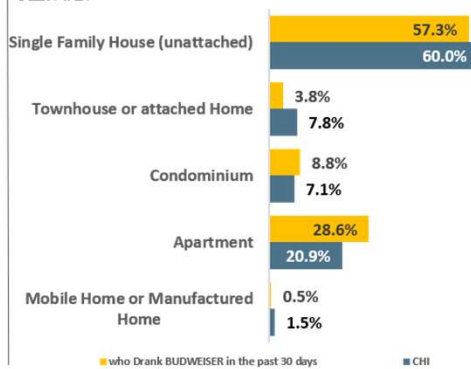


3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.1% less likely to own their home, 14.3% more likely to own a higher valued home, 4.6% less likely to have a single-family home, 29.1% more likely to have a dog.

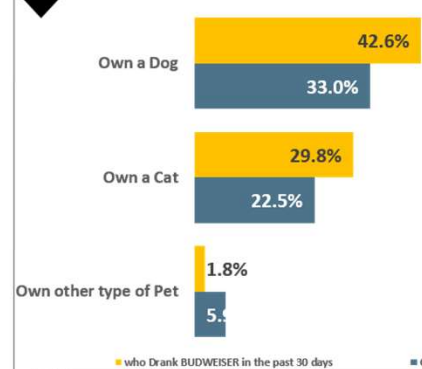
Own/Rent/Other: Adults 21 or older



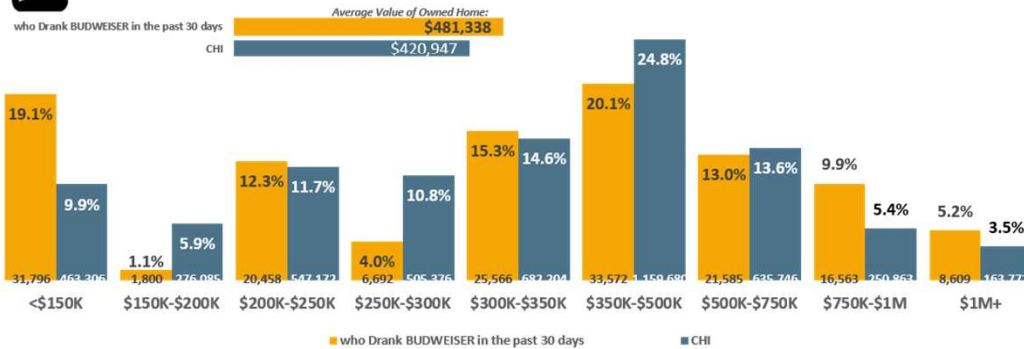
Type of Home: Adults 21 or older



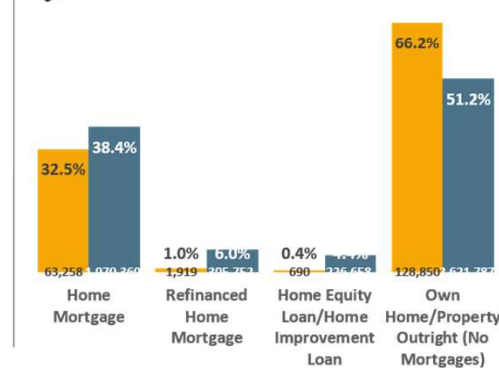
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



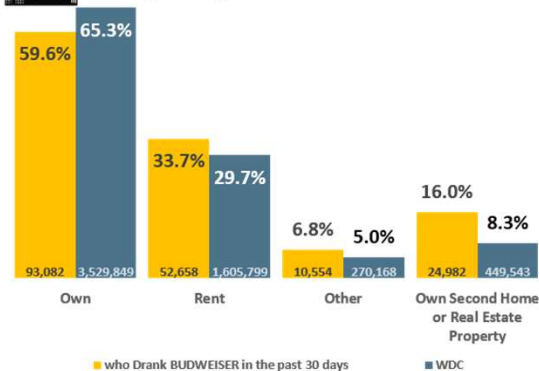
Home Loans: Adults 21 or older



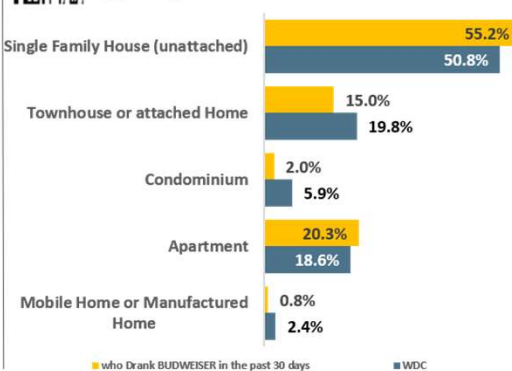


2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 8.8% less likely to own their home, .8% more likely to own a higher valued home, 8.8% more likely to have a single-family home, 56.1% more likely to have a dog.

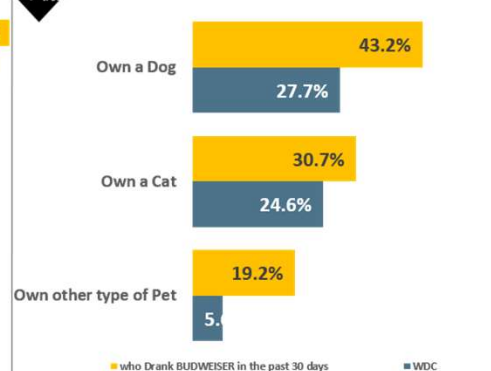
Own/Rent/Other: Adults 21 or older



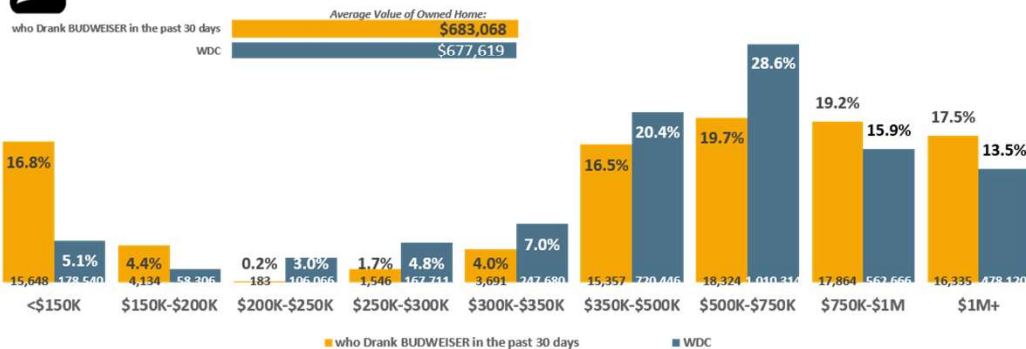
Type of Home: Adults 21 or older



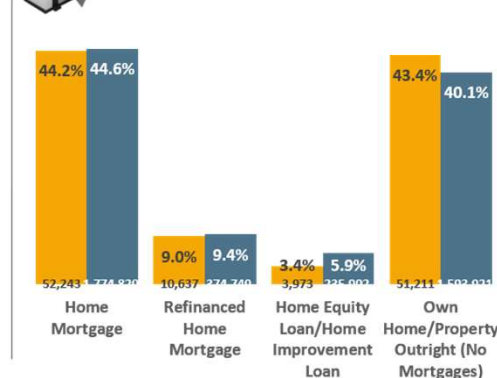
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



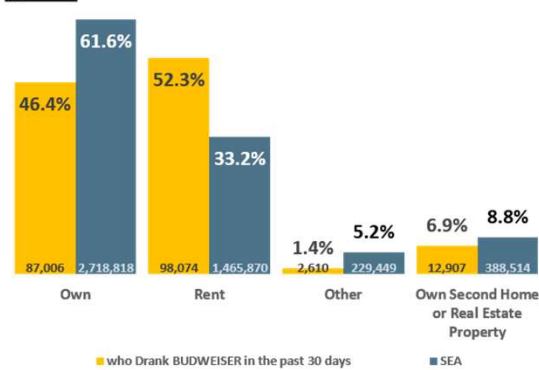
Home Loans: Adults 21 or older



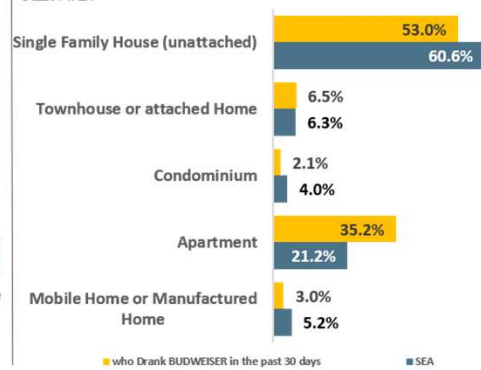


4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 24.7% less likely to own their home,
 5.2% more likely to own a lower valued home, 12.5% less likely to have a single-family home, 26.6% more
 likely to have a dog.

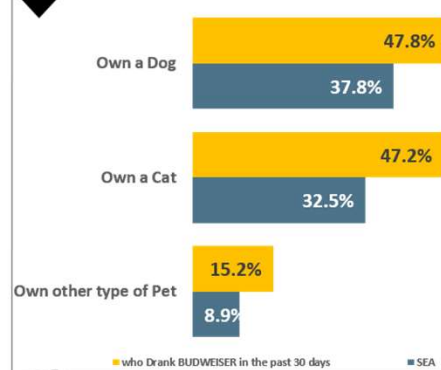
Own/Rent/Other: Adults 21 or older



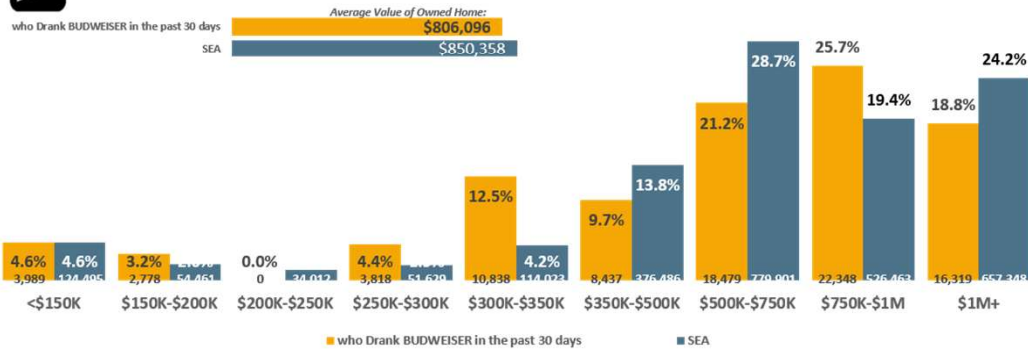
Type of Home: Adults 21 or older



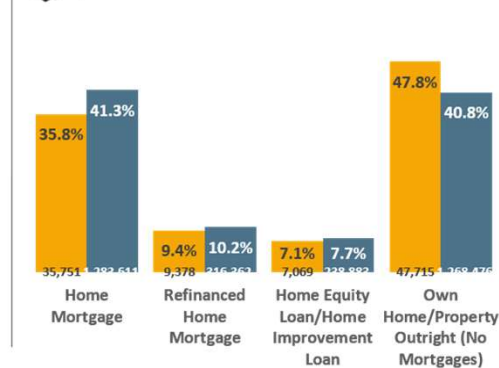
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



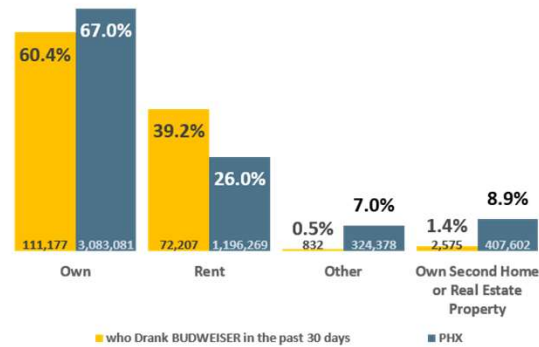
Home Loans: Adults 21 or older



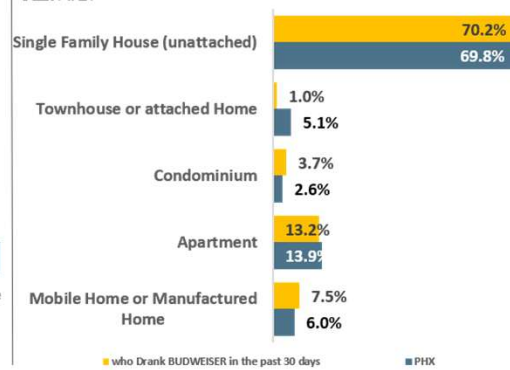


4.4% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 9.9% less likely to own their home, 20.6% more likely to own a lower valued home, .7% more likely to have a single-family home, 10.0% more likely to have a dog.

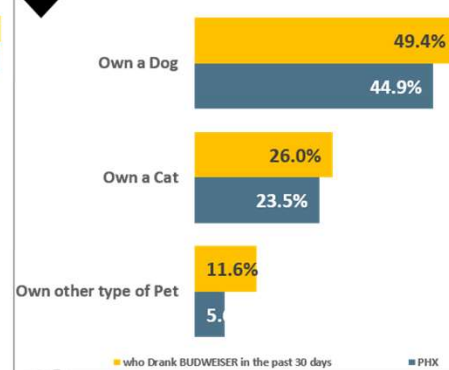
Own/Rent/Other: Adults 21 or older



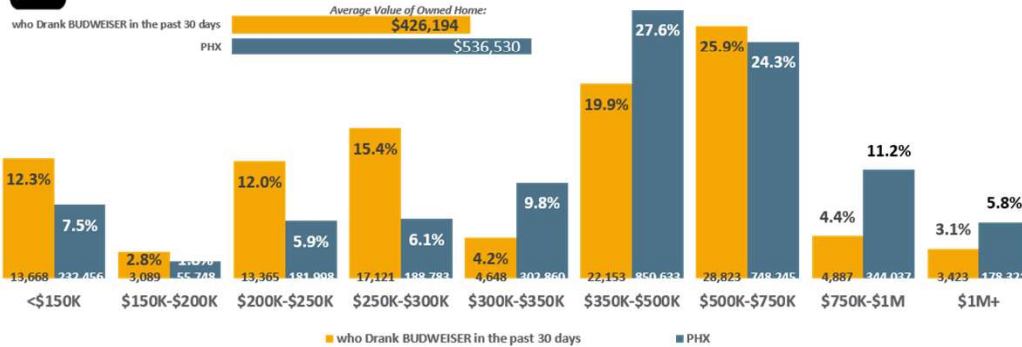
Type of Home: Adults 21 or older



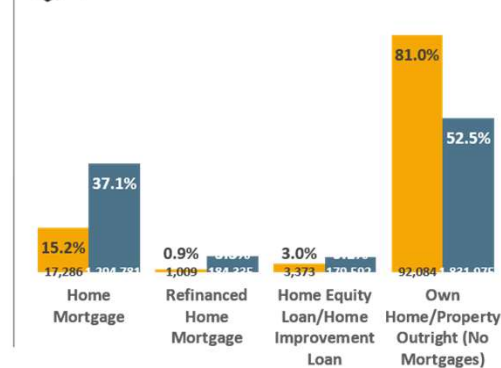
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

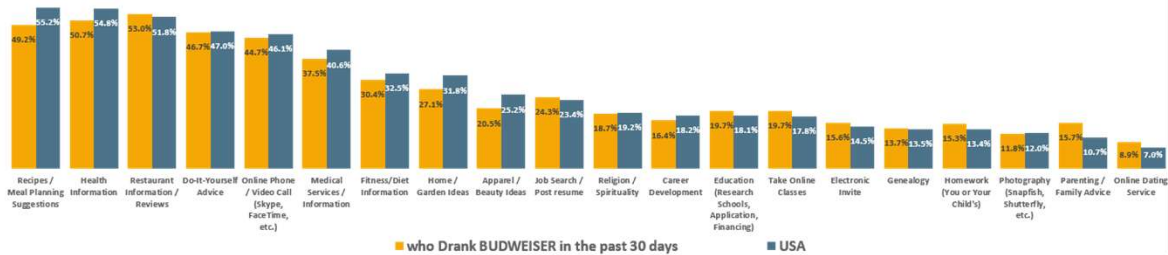




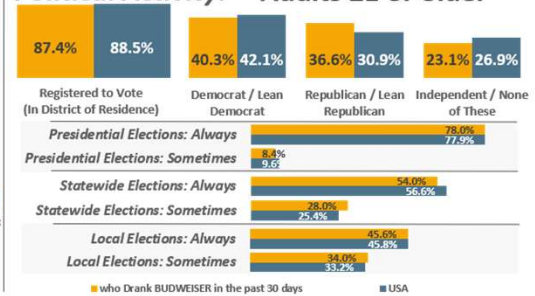
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are .7% less likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 21.7% more likely to belong to a gym, 20.% more likely to fly domestic past yr.



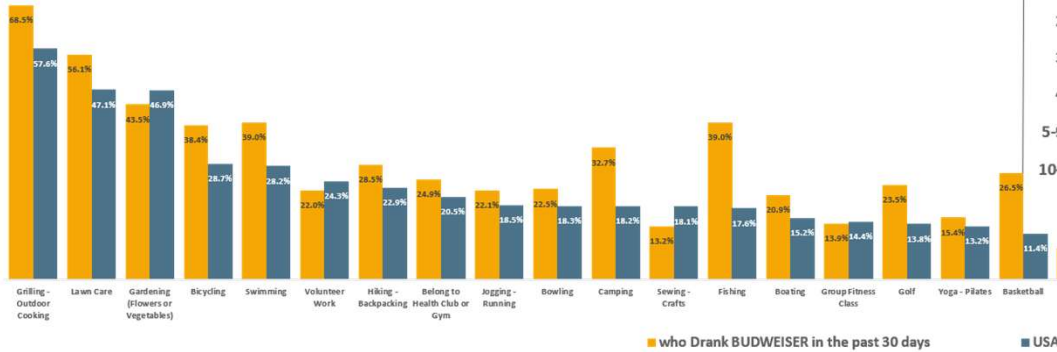
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



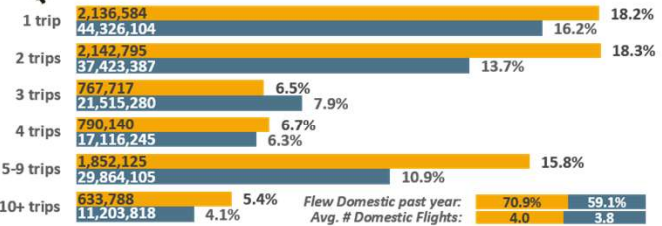
Political Activity: Adults 21 or older



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



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

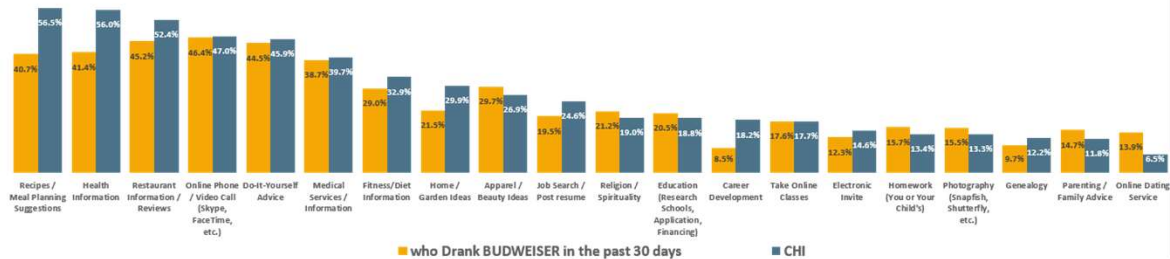




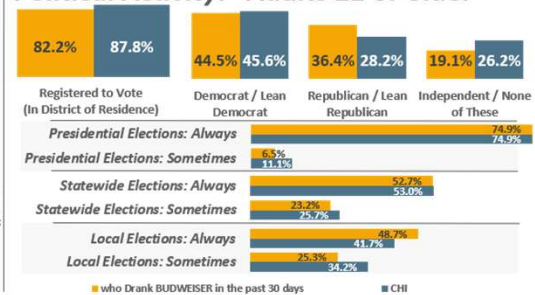
3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 3.% less likely to look up D-I-Y advice online, 16.8% more likely to always vote in local elections, 63.1% more likely to belong to a gym, 24.1% more likely to fly domestic past yr.



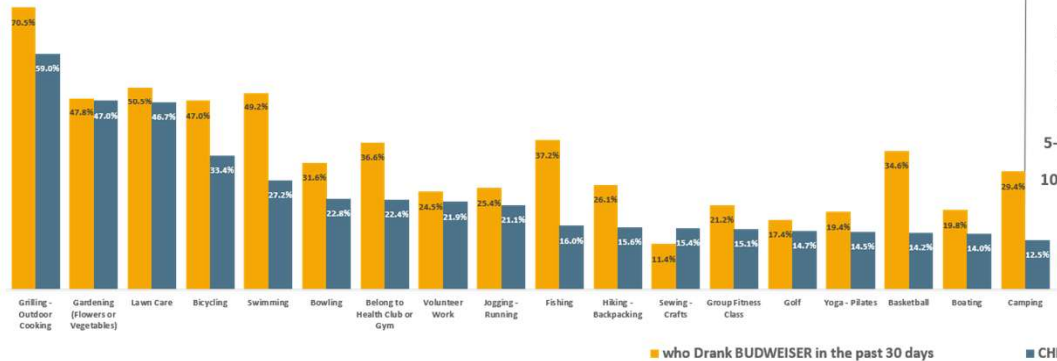
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



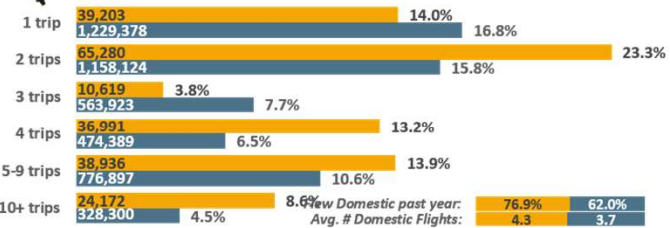
Political Activity: Adults 21 or older



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



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



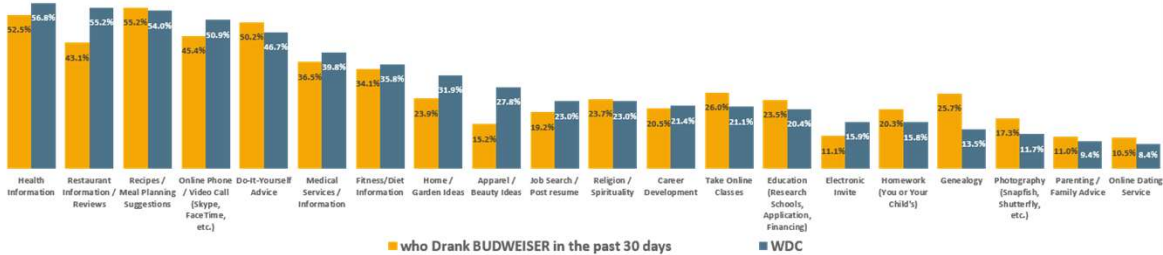
New Domestic past year:
 Avg. # Domestic Flights: 4.3 (Budweiser) vs 3.7 (CHI)



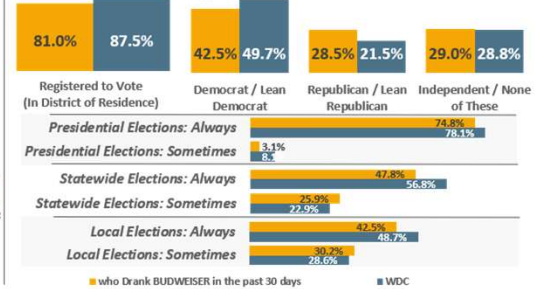
2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.4% more likely to look up D-I-Y advice online, 12.7% less likely to always vote in local elections, 50.2% more likely to belong to a gym, 33.8% more likely to fly domestic past yr.



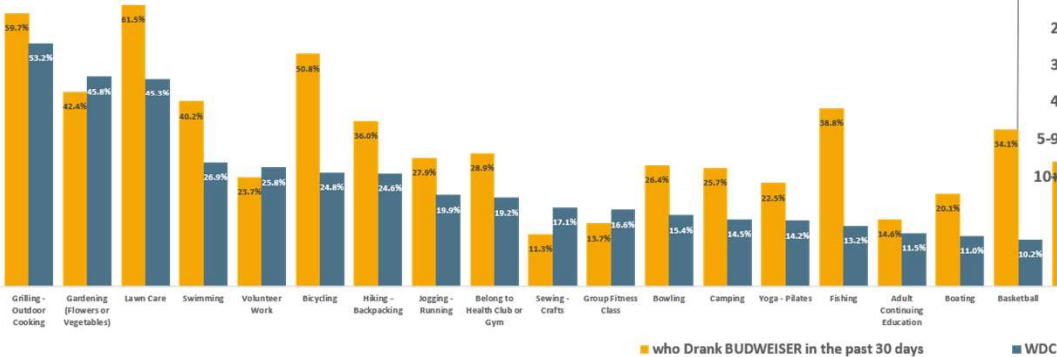
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



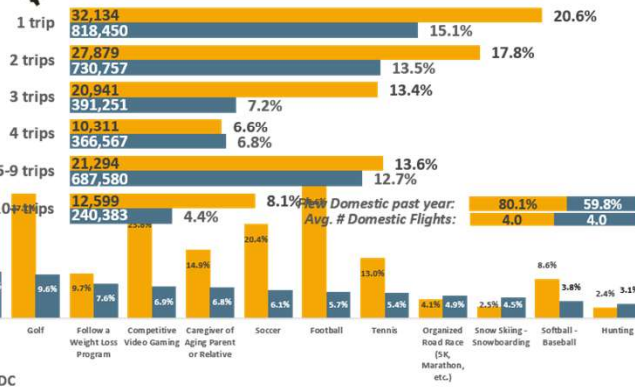
Political Activity: Adults 21 or older



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



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

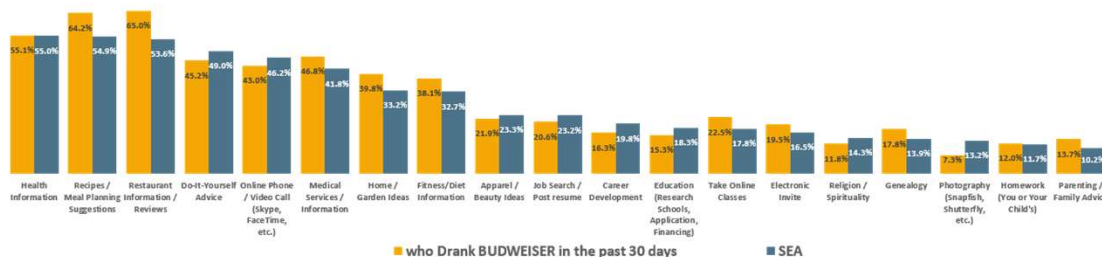




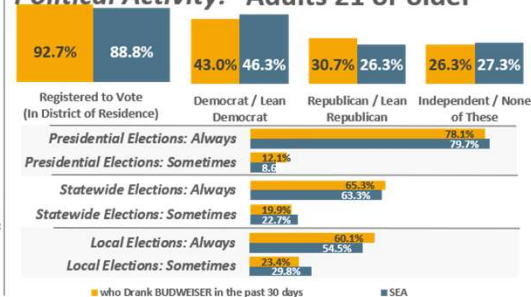
4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.8% less likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 7% more likely to fly domestic past yr.



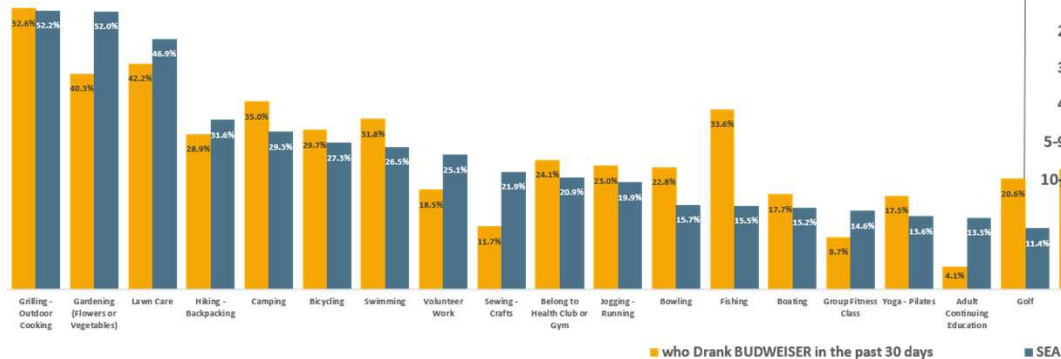
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



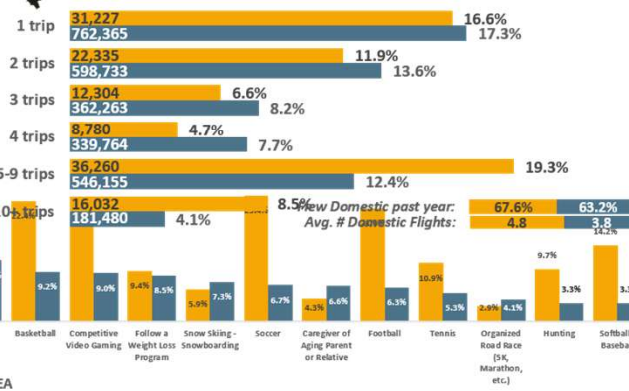
Political Activity: Adults 21 or older



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



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

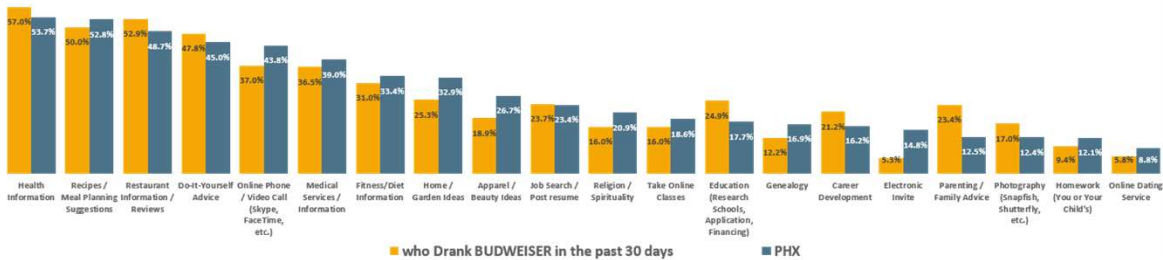




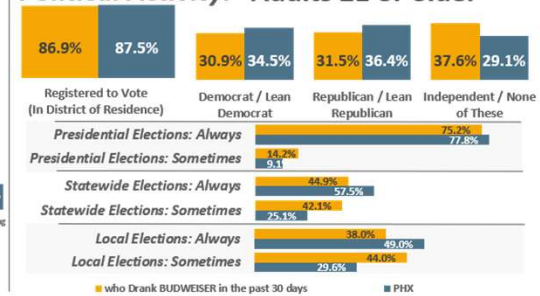
4.4% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 6.3% more likely to look up D-I-Y advice online, 22.5% less likely to always vote in local elections, 14.1% less likely to belong to a gym, 19.7% more likely to fly domestic past yr.



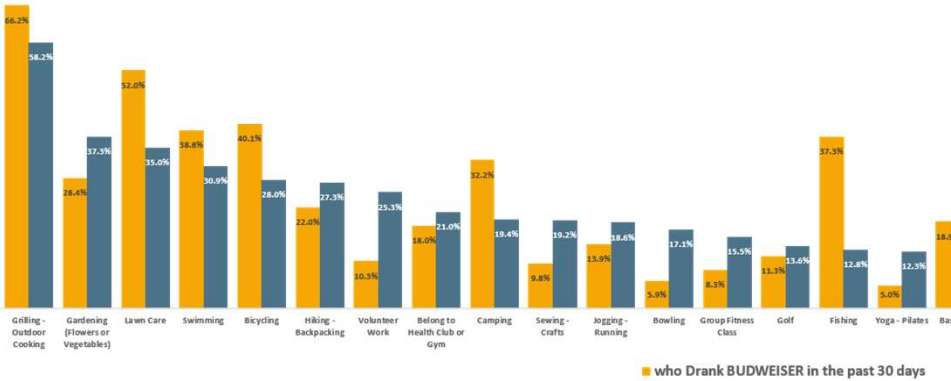
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



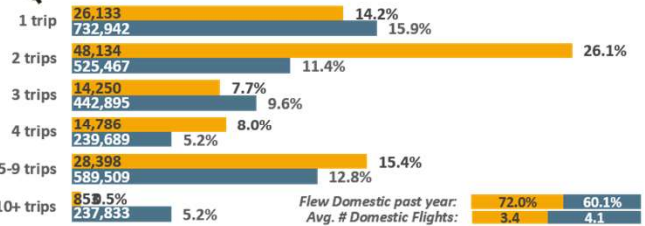
Political Activity: Adults 21 or older



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



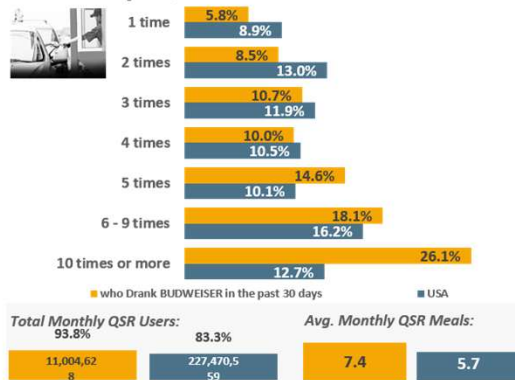
Past 12-months Domestic Airline Trips: Adults 21 or older



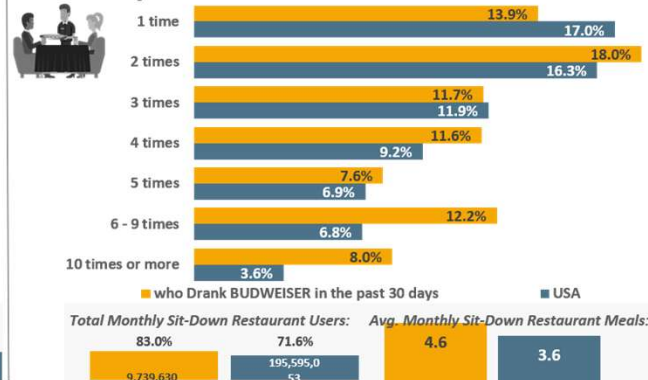


4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 12.6% more likely to use QSRs past mo.,
 15.9% more likely to use Sit-Down Restaurants past mo., 53.8% more likely to use Casinos past yr., 203.7%
 more likely to smoke cigarettes.

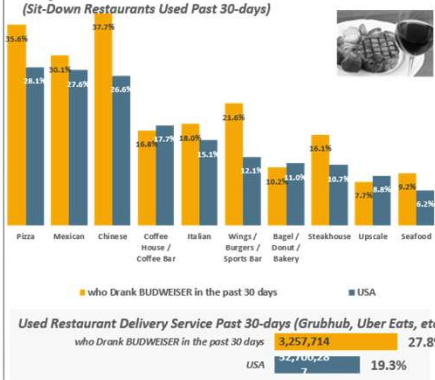
Past 30-days QSR Users: Adults 21 or older



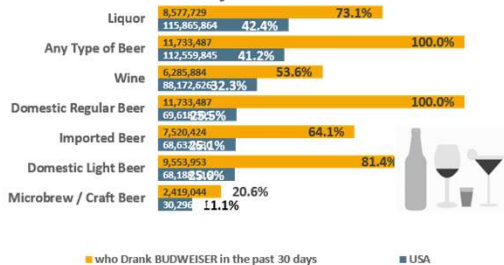
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



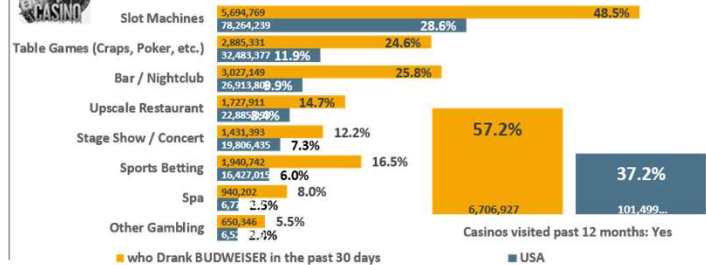
Top-10 Cuisines: Adults 21 or older



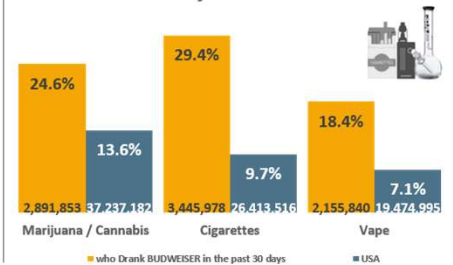
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



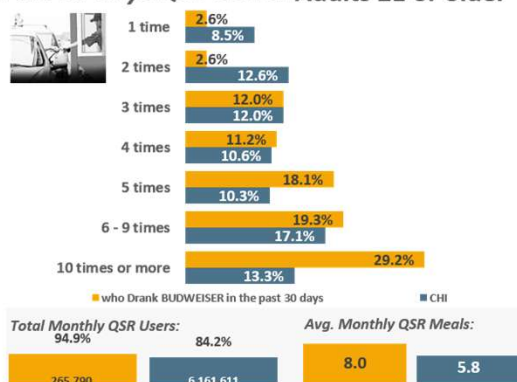
Used Past 30-days: Adults 21 or older



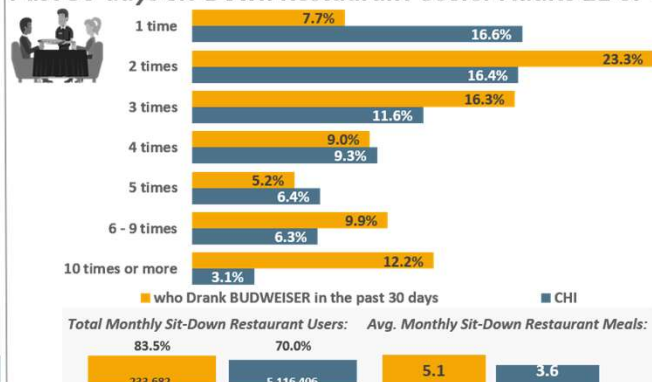


3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 12.7% more likely to use QSRs past mo.,
 19.3% more likely to use Sit-Down Restaurants past mo., 50.9% more likely to use Casinos past yr., 176.8%
 more likely to smoke cigarettes.

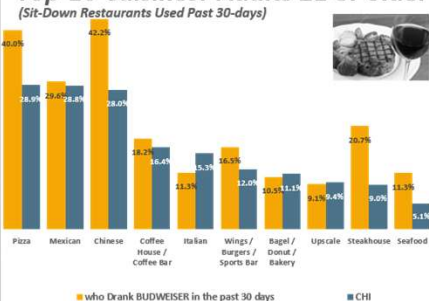
Past 30-days QSR Users: Adults 21 or older



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

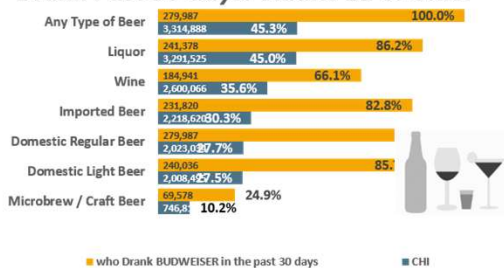


Top-10 Cuisines: Adults 21 or older

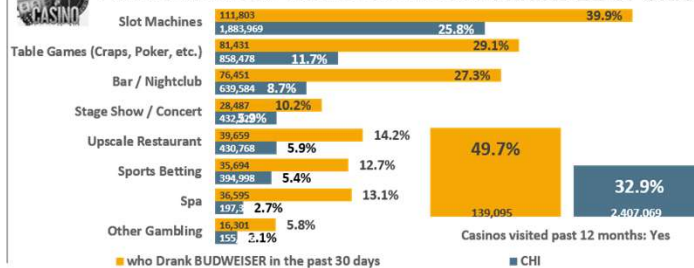


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank BUDWEISER in the past 30 days: 105,454 (37.7%)
 CHI: 1,545,109 (21.1%)

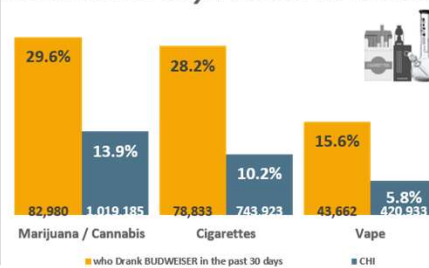
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



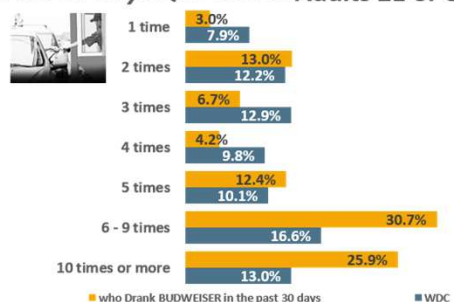
Used Past 30-days: Adults 21 or older





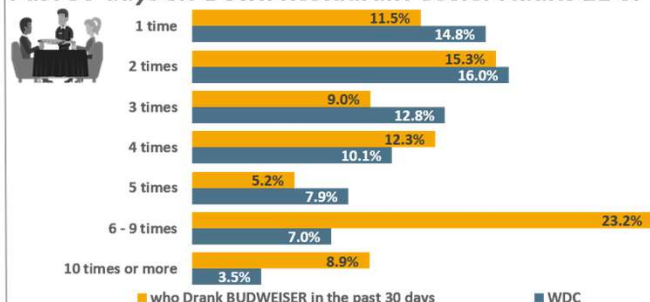
2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 16.3% more likely to use QSRs past mo.,
 18.7% more likely to use Sit-Down Restaurants past mo., 65.6% more likely to use Casinos past yr., 191.1%
 more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



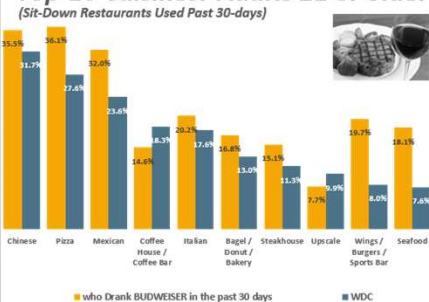
Total Monthly QSR Users: 95.9% (149,932) vs 82.5% (4,457,487)
Avg. Monthly QSR Meals: 7.8 vs 5.8

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



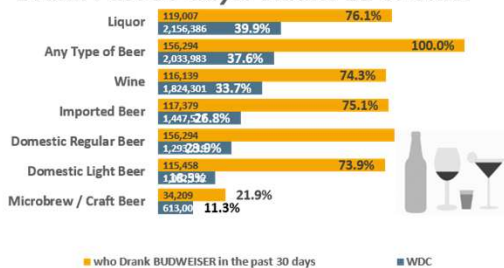
Total Monthly Sit-Down Restaurant Users: 85.4% (133,432) vs 71.9% (3,987,689)
Avg. Monthly Sit-Down Restaurant Meals: 5.3 vs 3.7

Top-10 Cuisines: Adults 21 or older



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank BUDWEISER in the past 30 days: 66,332 (42.4%)
 WDC: 1,356,150 (25.1%)

Drank Past 30-days: Adults 21 or older

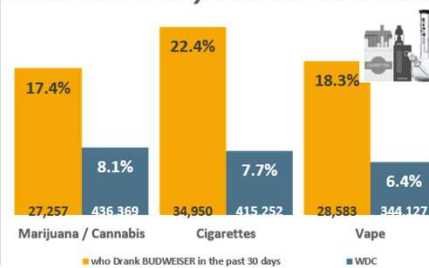


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes

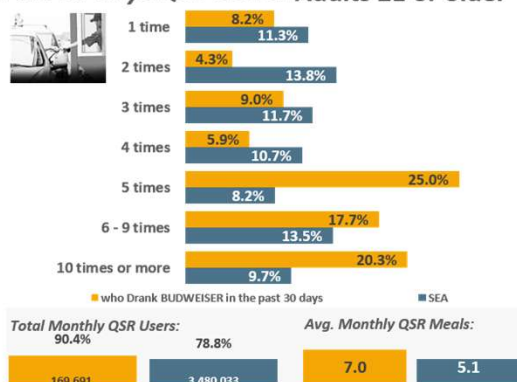
Used Past 30-days: Adults 21 or older



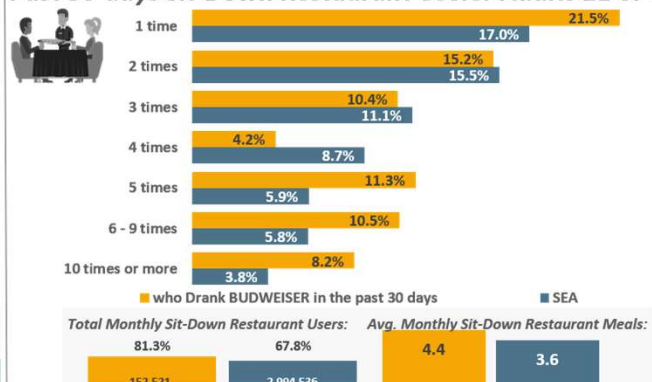


4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 14.7% more likely to use QSRs past mo.,
 19.8% more likely to use Sit-Down Restaurants past mo., 86.5% more likely to use Casinos past yr, 153.7%
 more likely to smoke cigarettes.

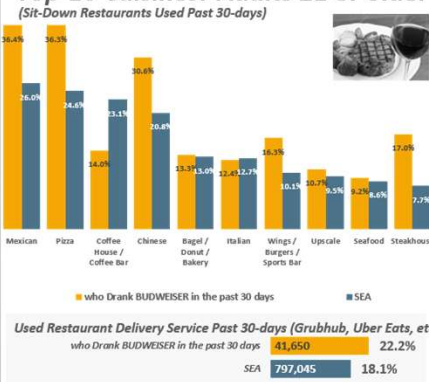
Past 30-days QSR Users: Adults 21 or older



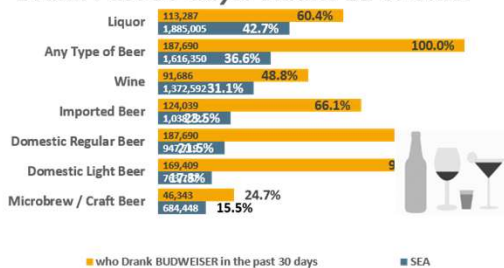
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



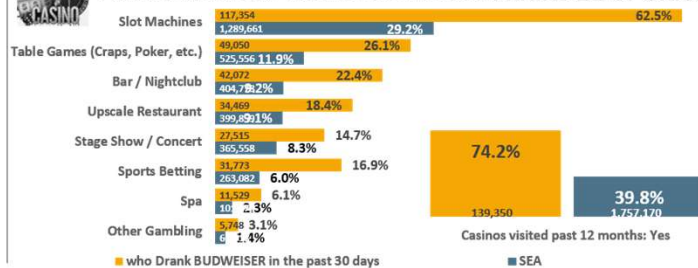
Top-10 Cuisines: Adults 21 or older



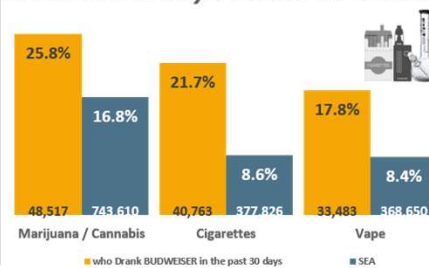
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



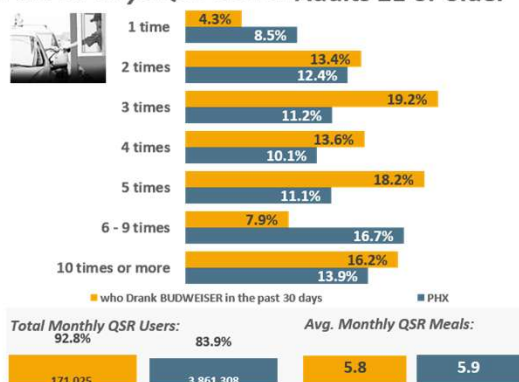
Used Past 30-days: Adults 21 or older



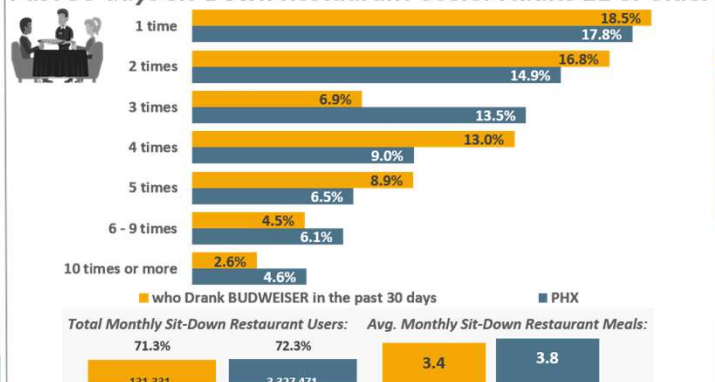


4.4% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 10.7% more likely to use QSRs past mo.,
 1.4% less likely to use Sit-Down Restaurants past mo., 19.9% more likely to use Casinos past yr., 173.8%
 more likely to smoke cigarettes.

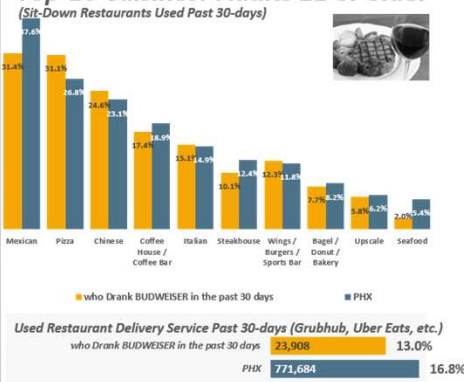
Past 30-days QSR Users: Adults 21 or older



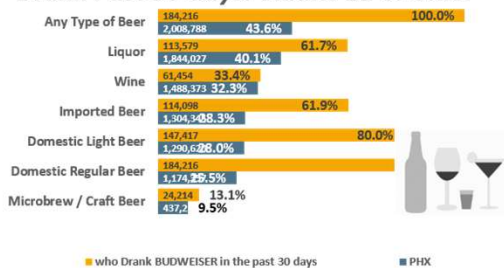
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



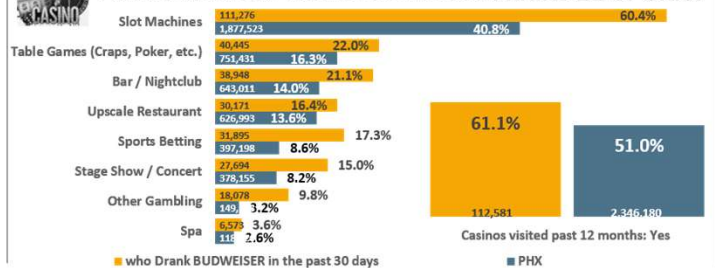
Top-10 Cuisines: Adults 21 or older



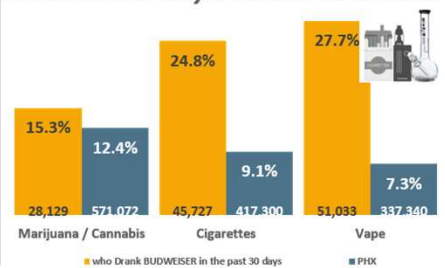
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

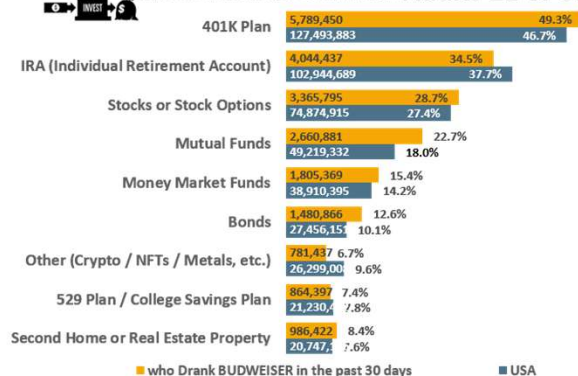




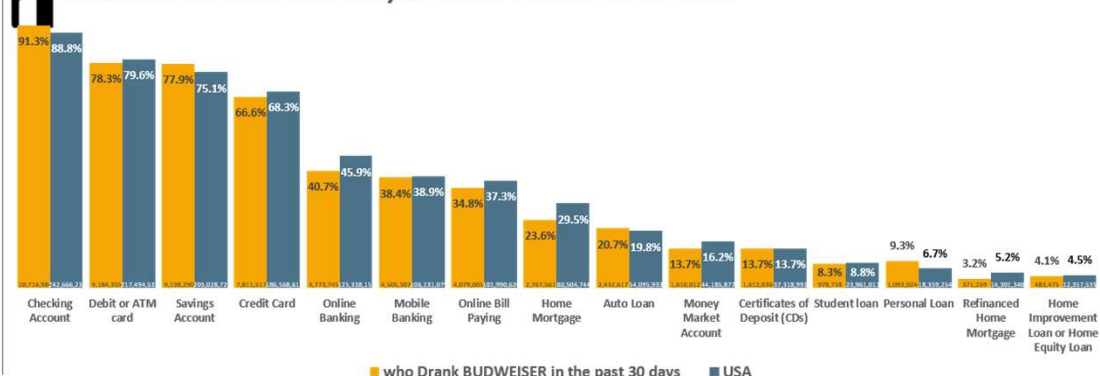
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 5.7% more likely to have a 401K, 4.7% more likely to have an Auto Loan, 20.2% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



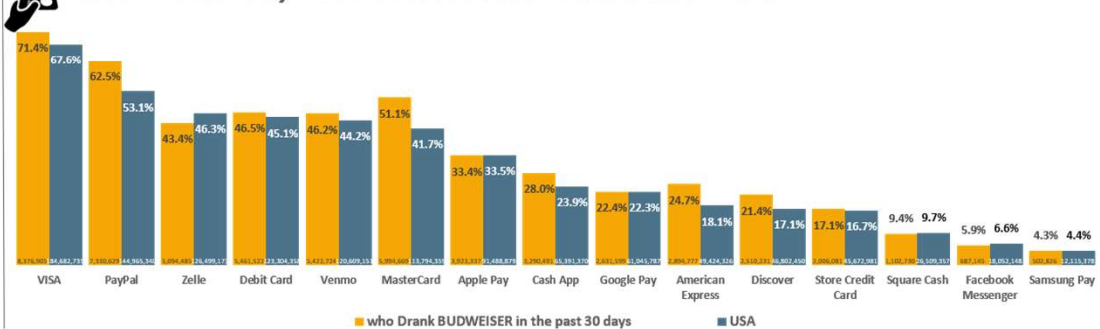
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





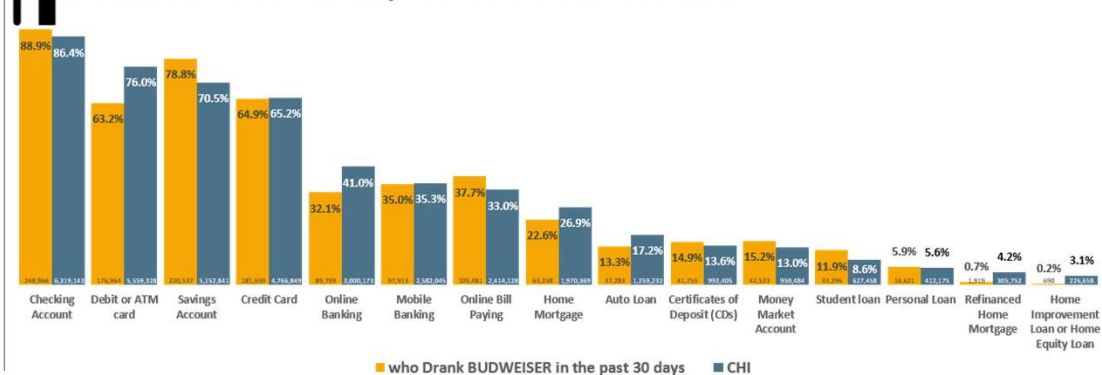
3.8% or 279,987 of CHI DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 28.6% more likely to have a 401K, 22.7% less likely to have an Auto Loan, 31.5% more likely to Invest/Trade Stocks Online, 20.2% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



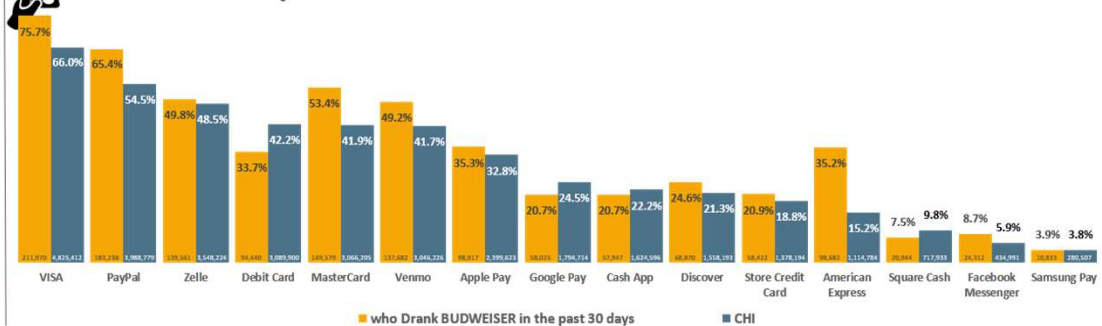
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

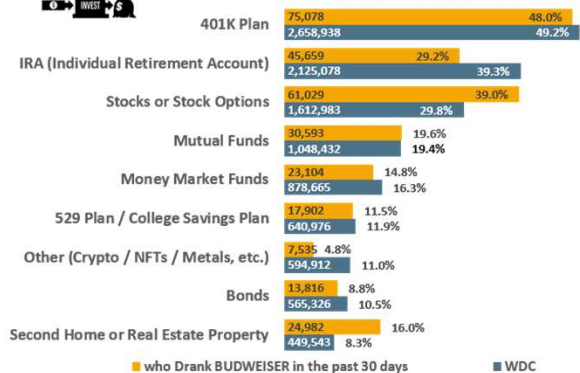




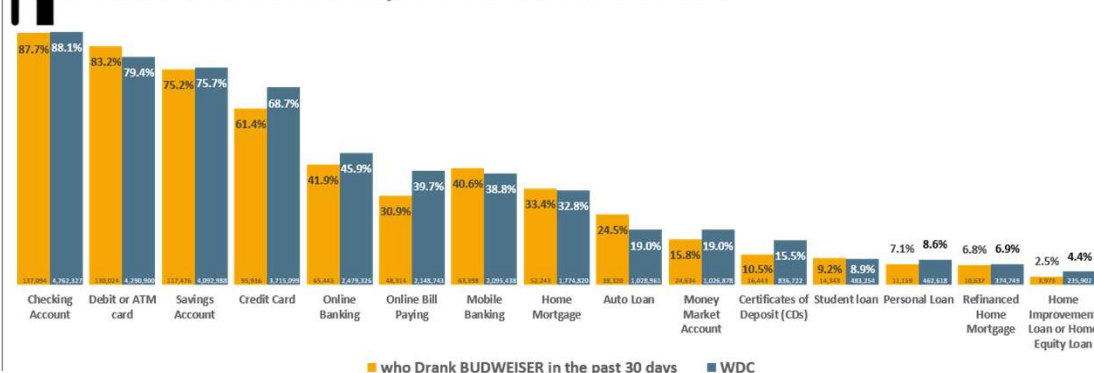
2.9% or 156,294 of WDC DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 2.3% less likely to have a 401K, 28.8% more likely to have an Auto Loan, 55.1% more likely to Invest/Trade Stocks Online, 22.1% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



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



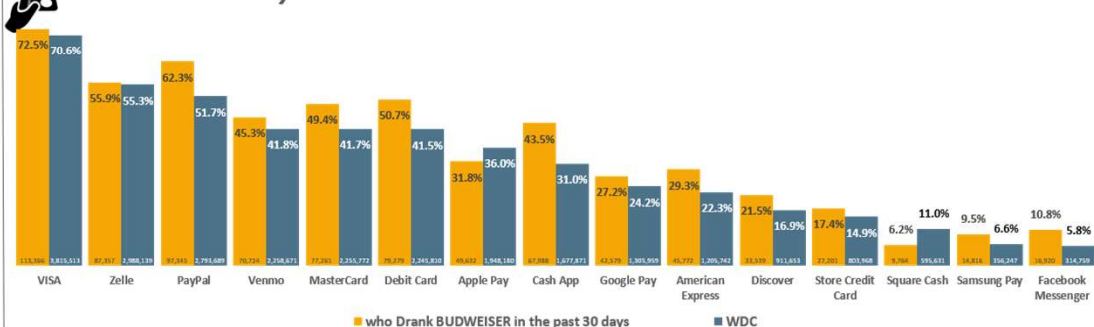
Professional Services Used*: Adults 21 or older



(*Past 12 Months)



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

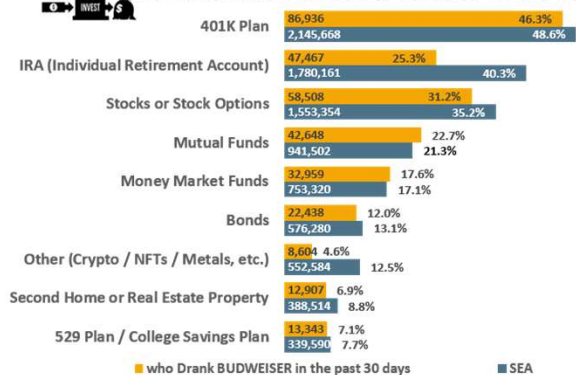




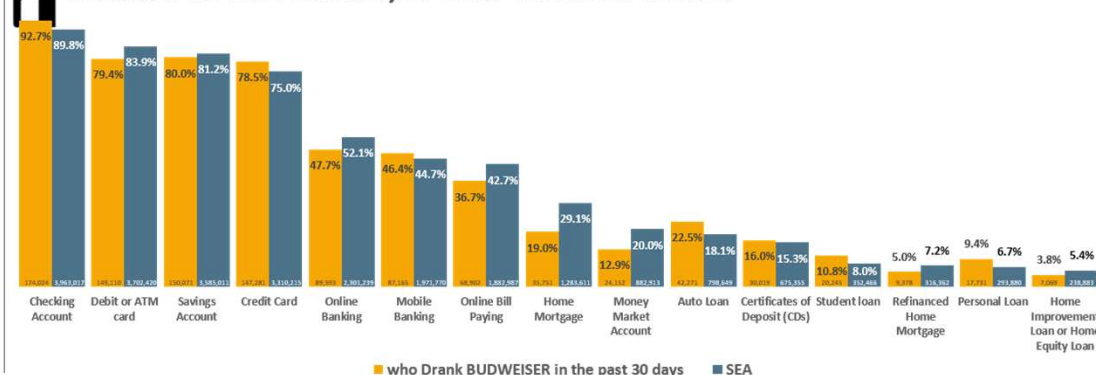
4.3% or 187,690 of SEA DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 4.7% less likely to have a 401K, 24.5% more likely to have an Auto Loan, 21.7% less likely to Invest/Trade Stocks Online, 10.6% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



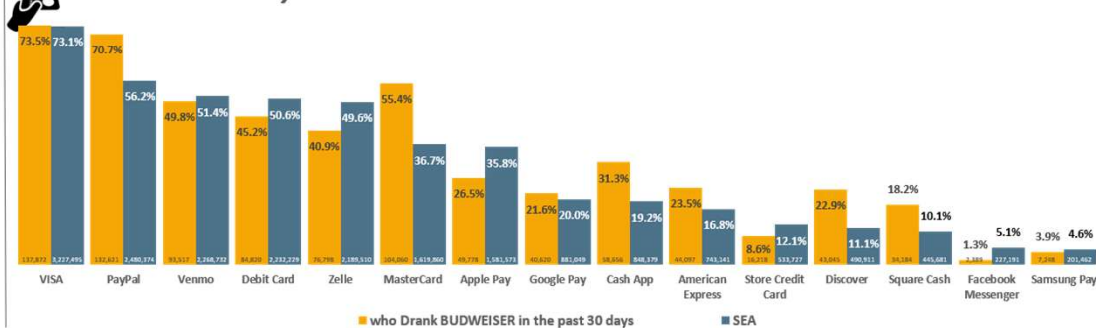
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

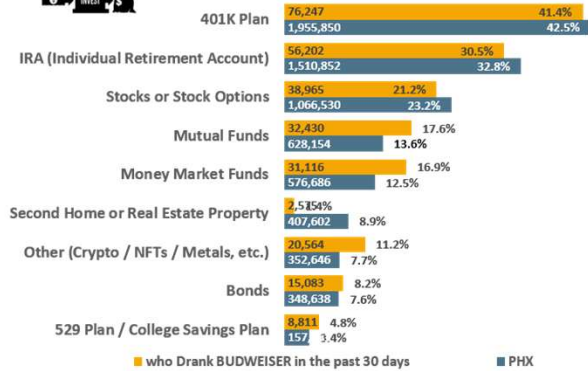




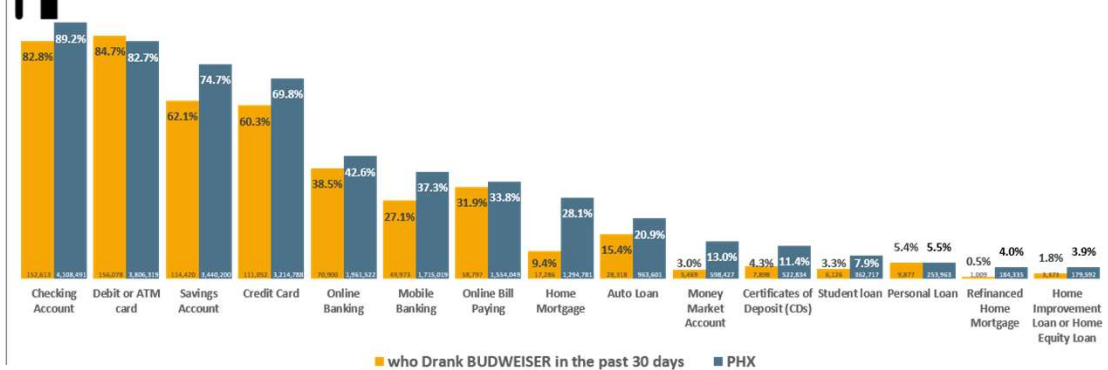
4.4% or 184,216 of PHX DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 2.6% less likely to have a 401K, 26.6% less likely to have an Auto Loan, .7% less likely to Invest/Trade Stocks Online, 20.0% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



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



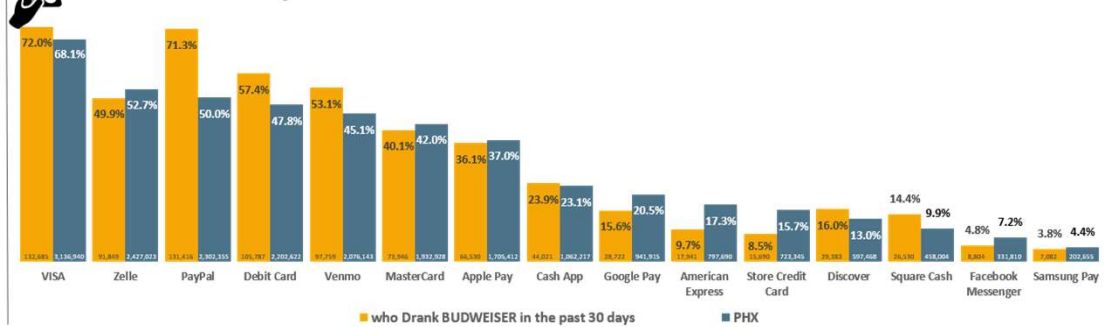
Professional Services Used*: Adults 21 or older



(*Past 12 Months)



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



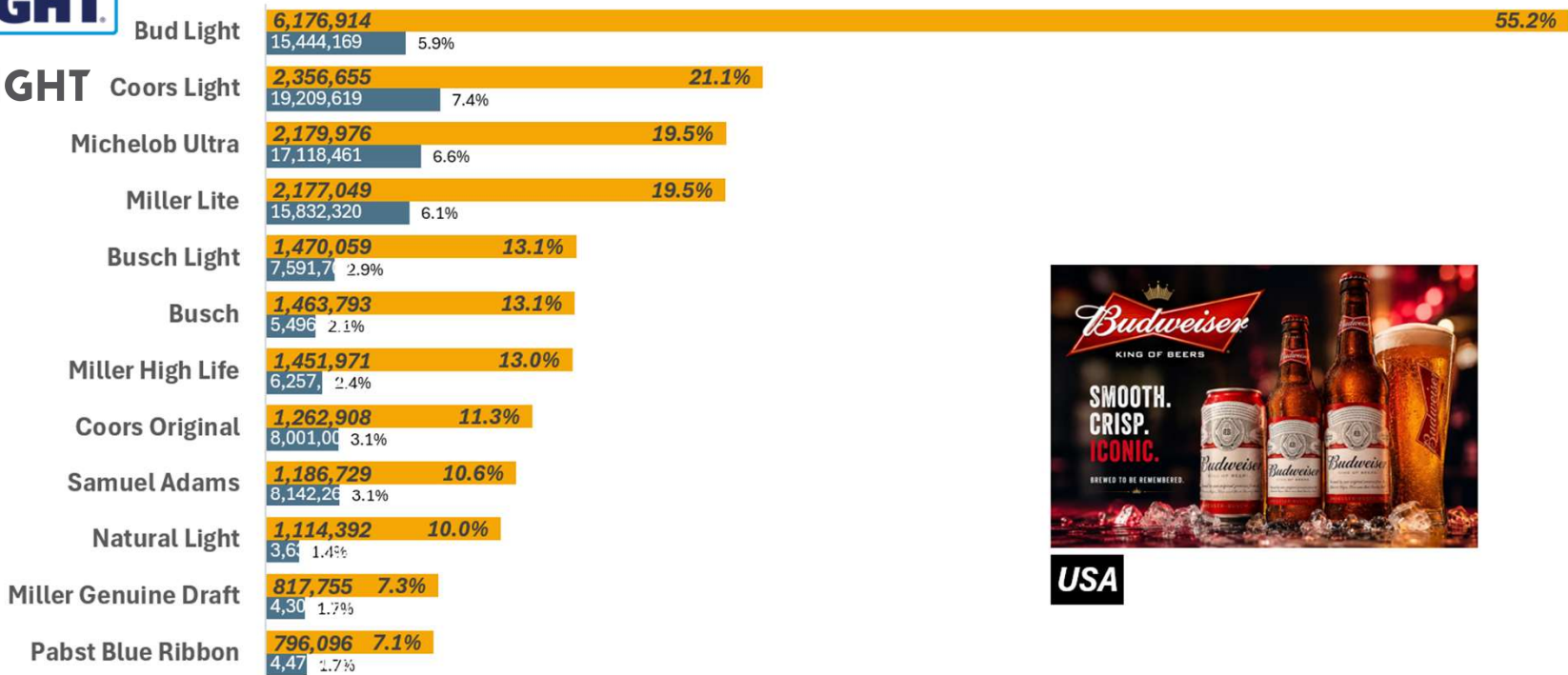


"BEER Brands Drank"

P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)

BUD LIGHT

Coors LIGHT



USA

P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)

P21+ USA (BEER Brands Drank Last 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1088
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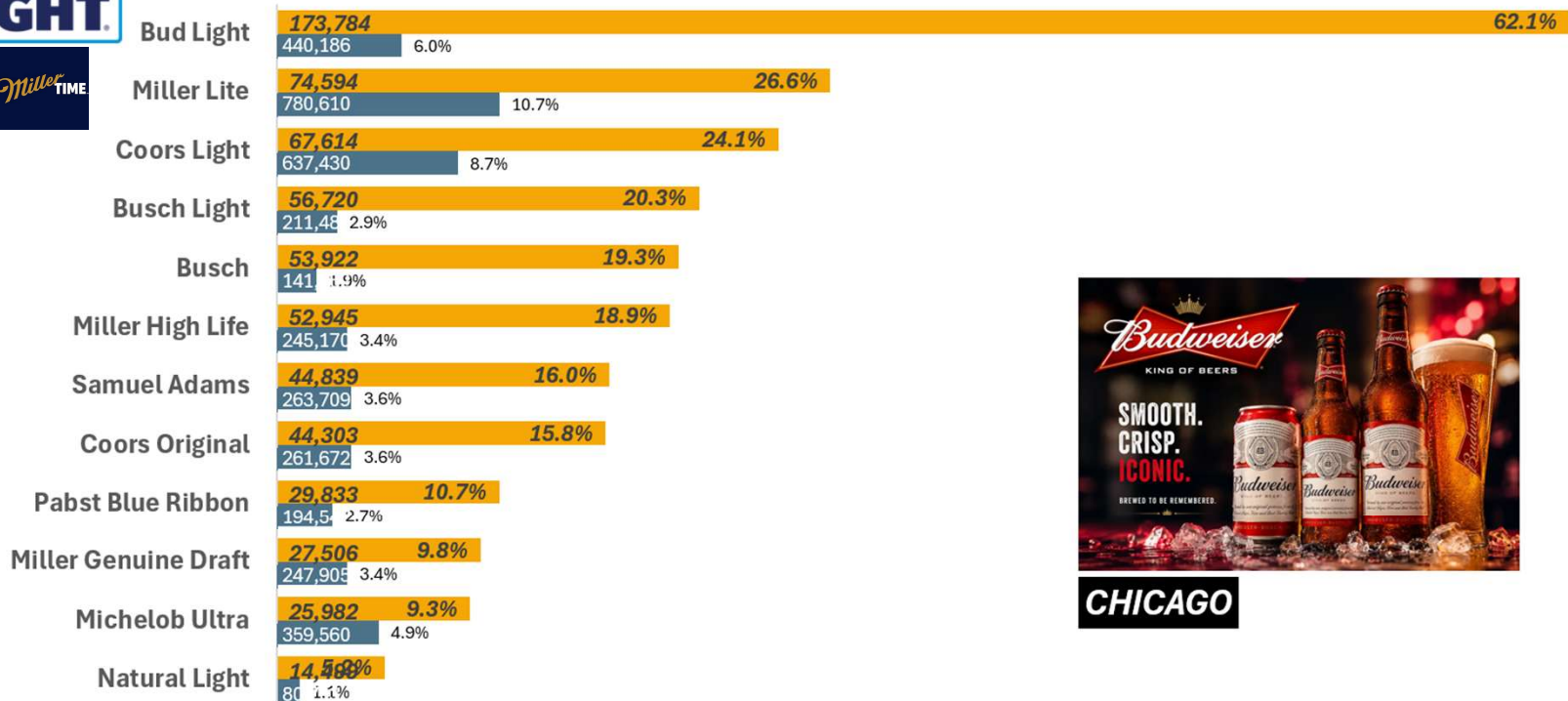
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"BEER Brands Drank"

P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ CHICAGO (BEER Brands Drank Last 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 178
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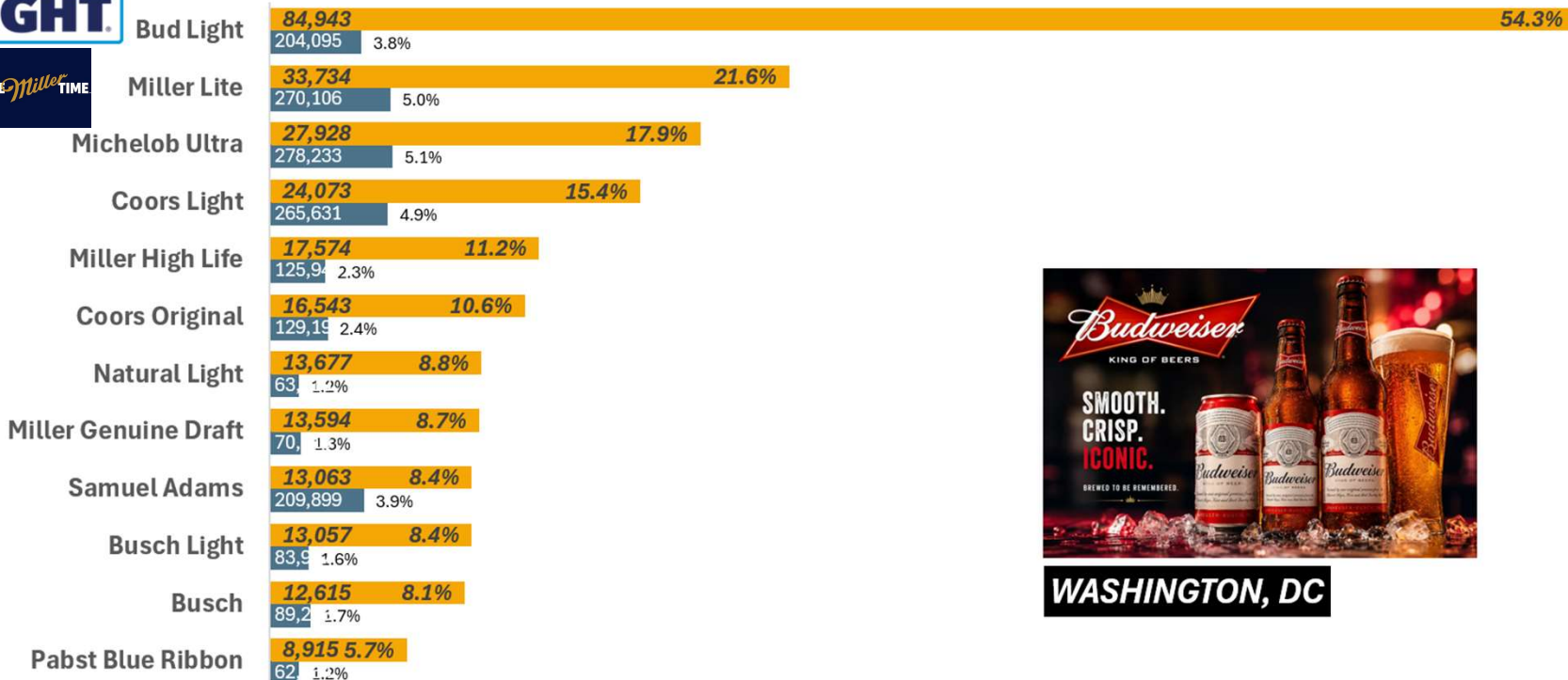
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"BEER Brands Drank"

P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)



WASHINGTON, DC

■ P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ WASHINGTON, DC (BEER Brands Drank Last 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 189
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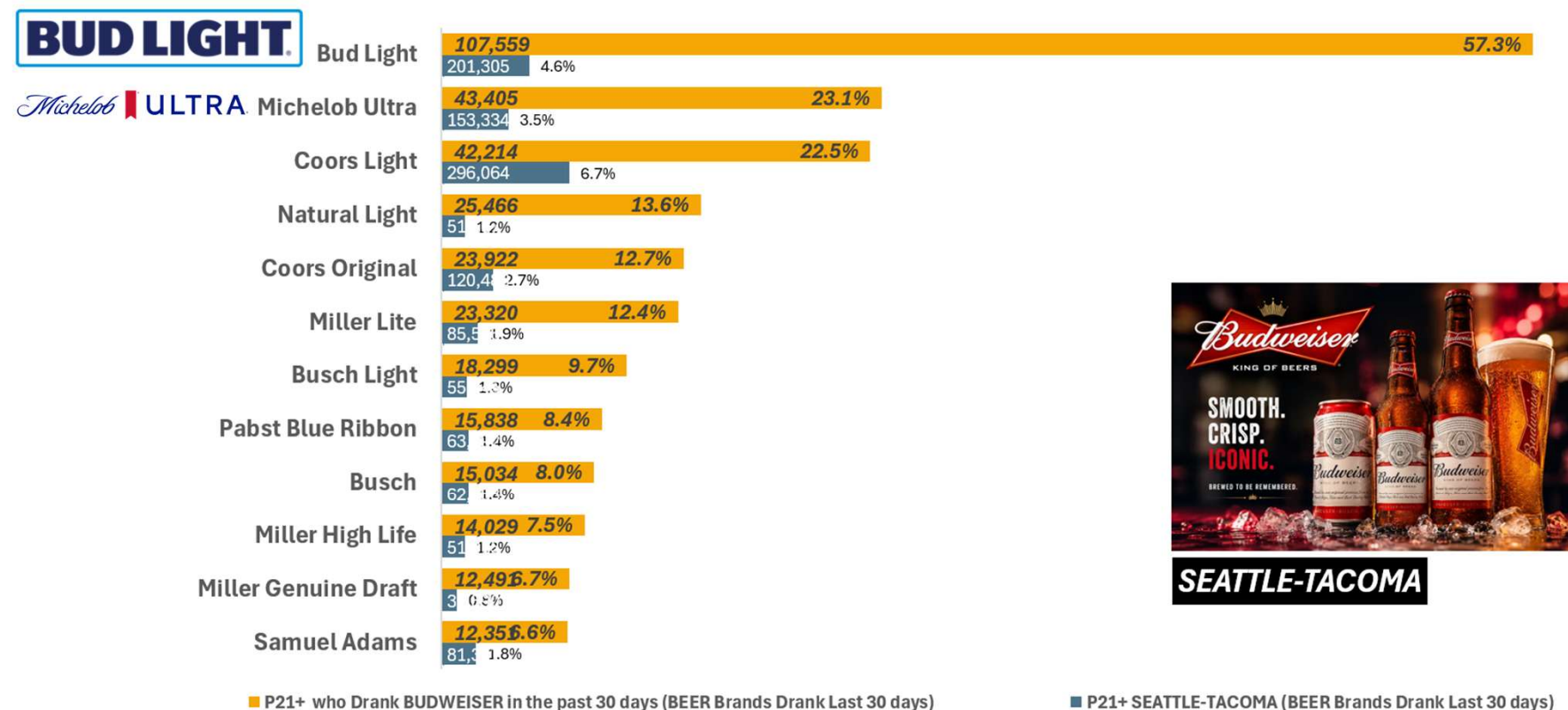
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"BEER Brands Drank"

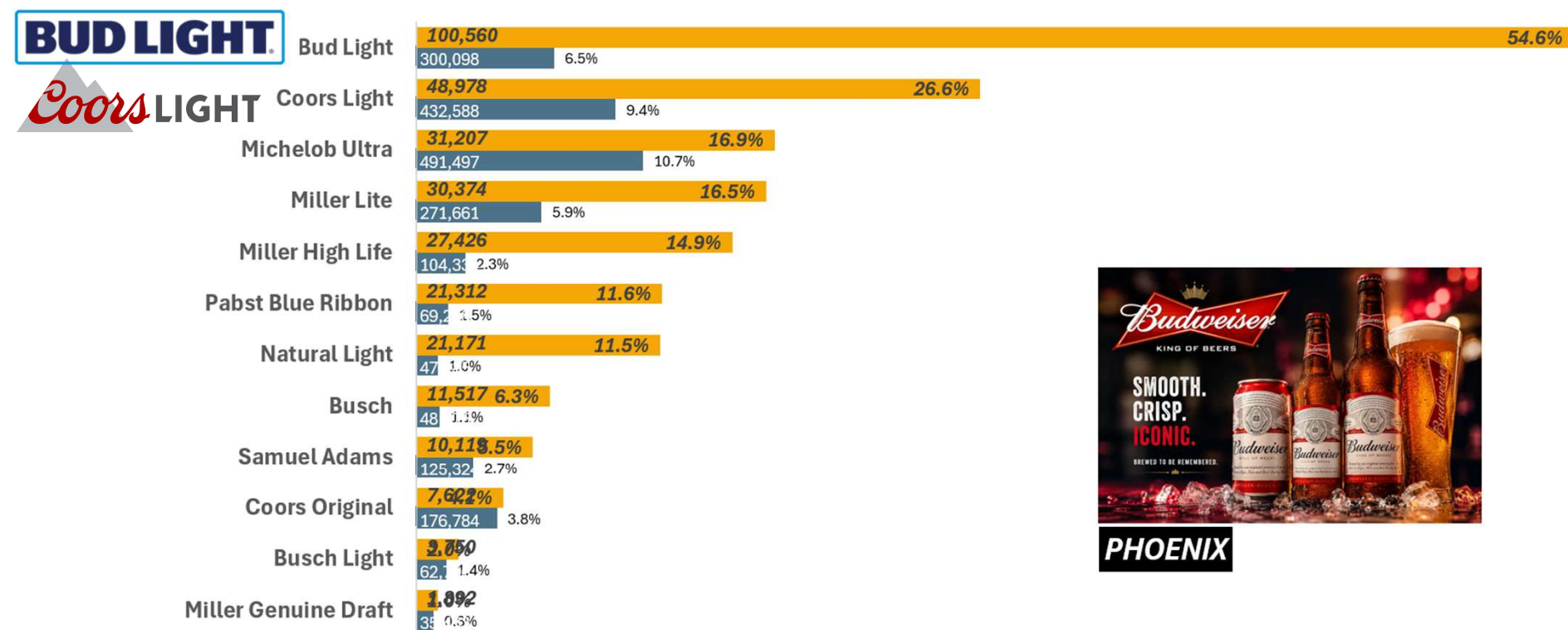
P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)





"BEER Brands Drank"

P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUDWEISER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ PHOENIX (BEER Brands Drank Last 30 days)

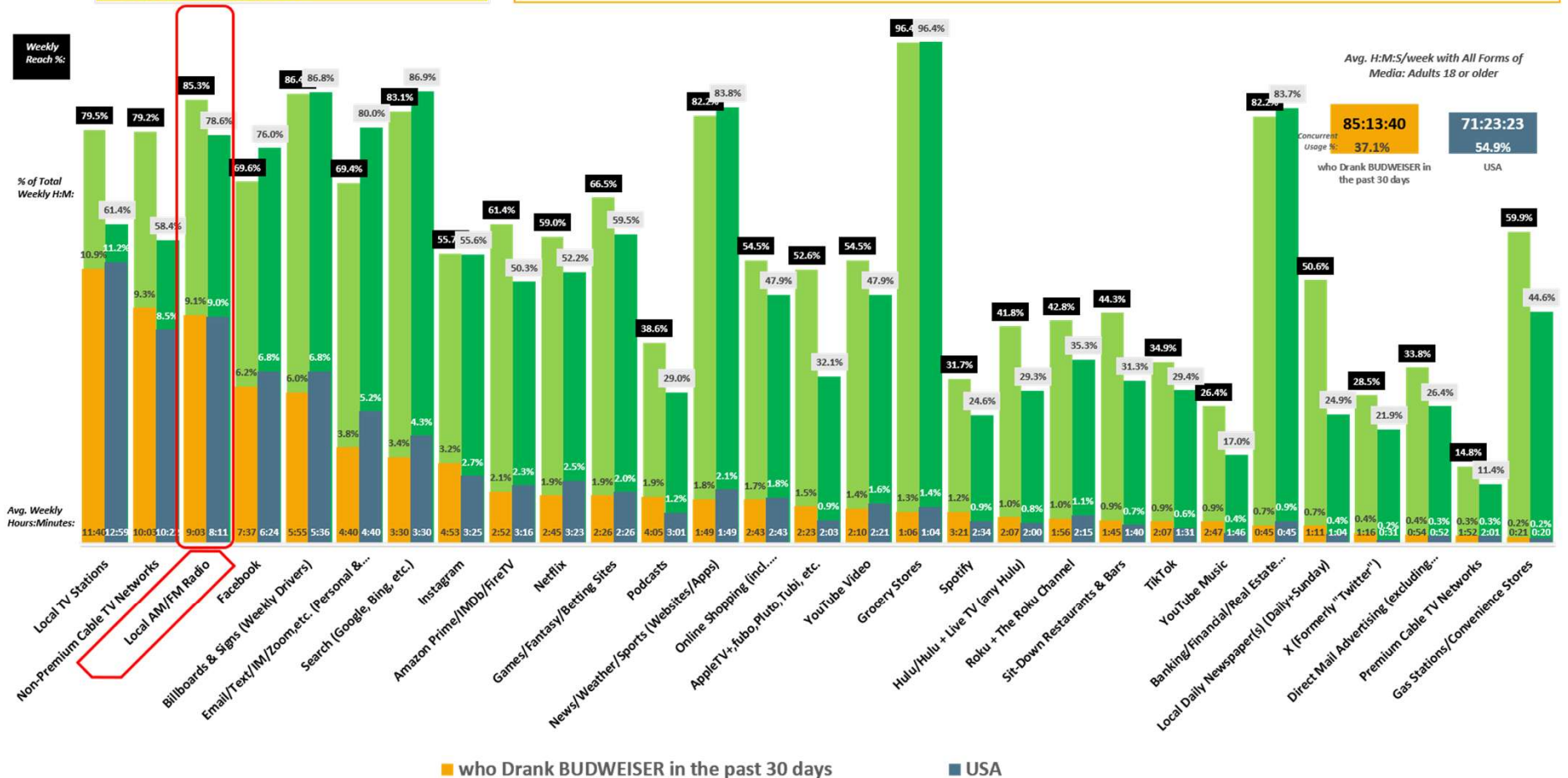
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 119
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]

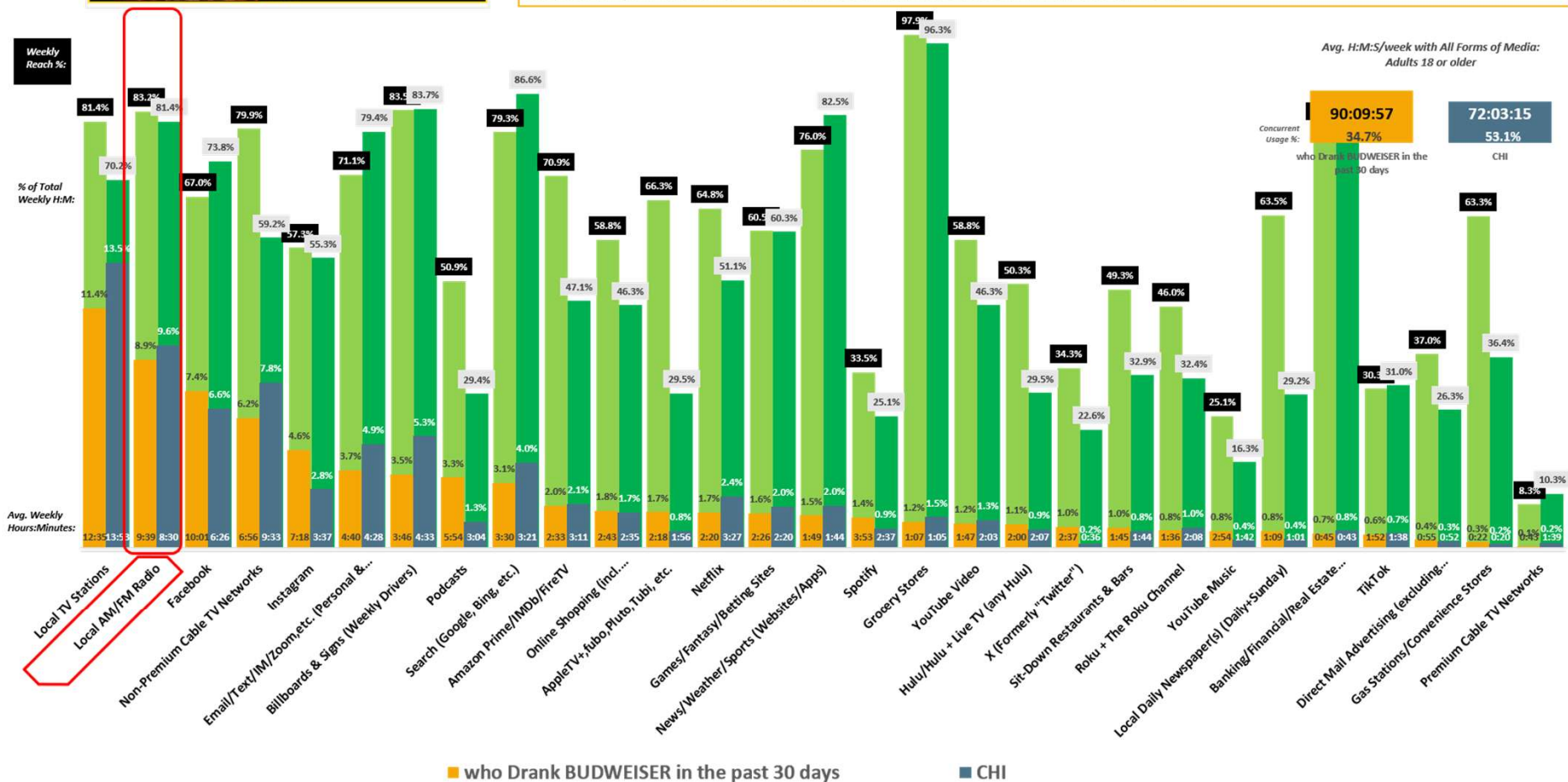


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 13 hours, 13 minutes and 40 seconds each week with All Forms of Media.
 85.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



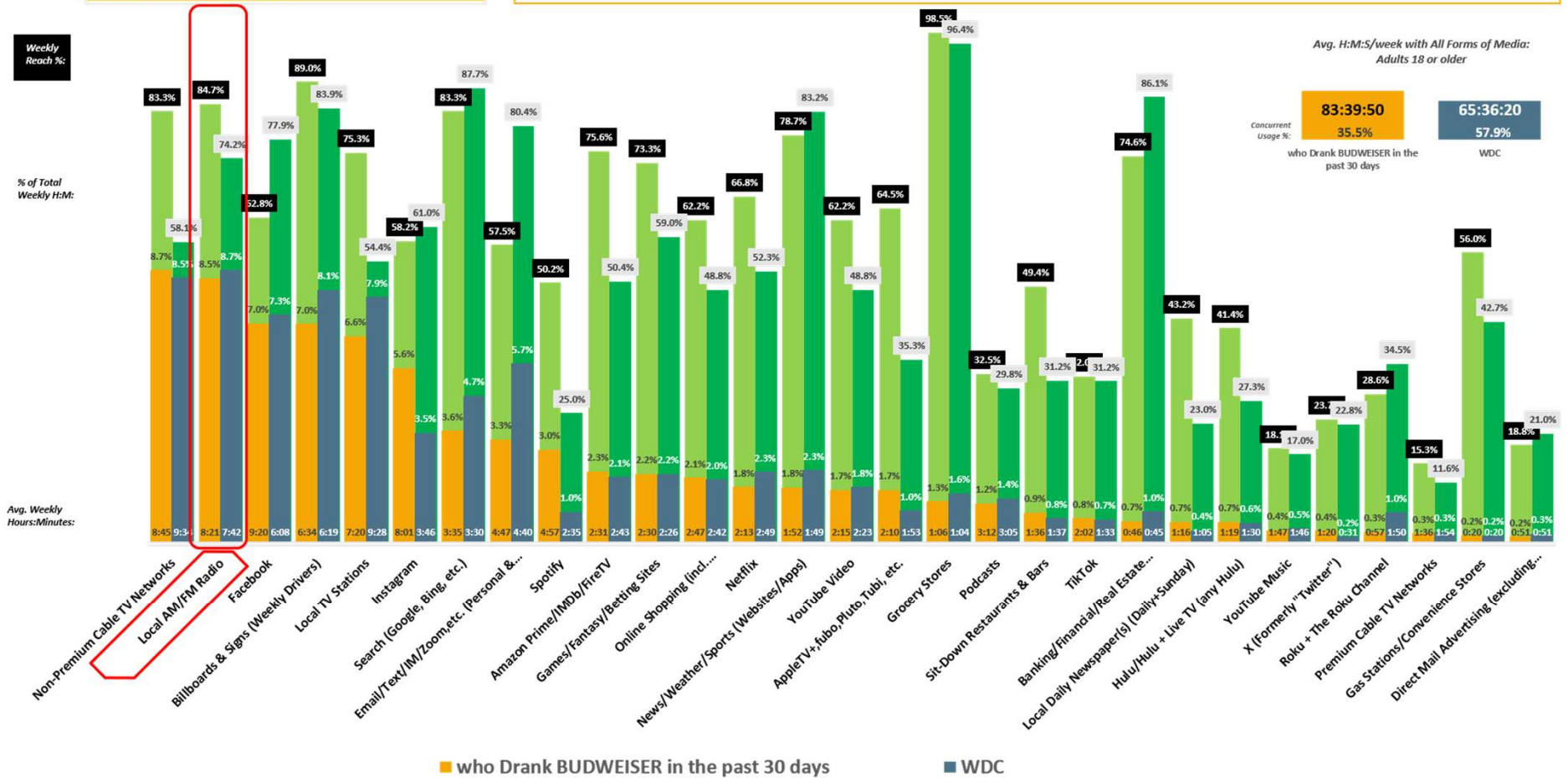


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 18 hours, 9 minutes and 57 seconds each week with All Forms of Media.
 83.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





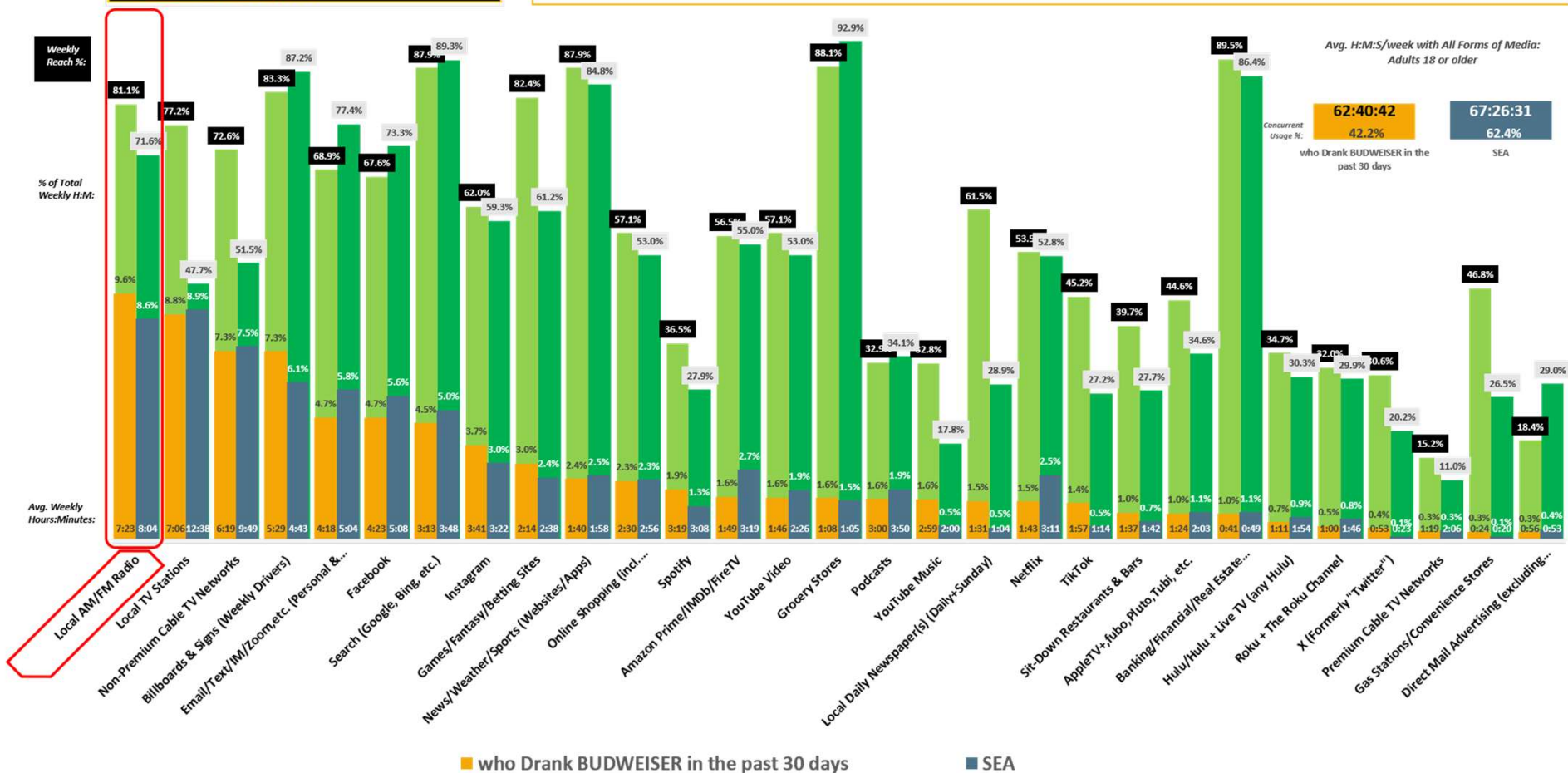
Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 11 hours, 39 minutes and 50 seconds each week with All Forms of Media.
 84.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.





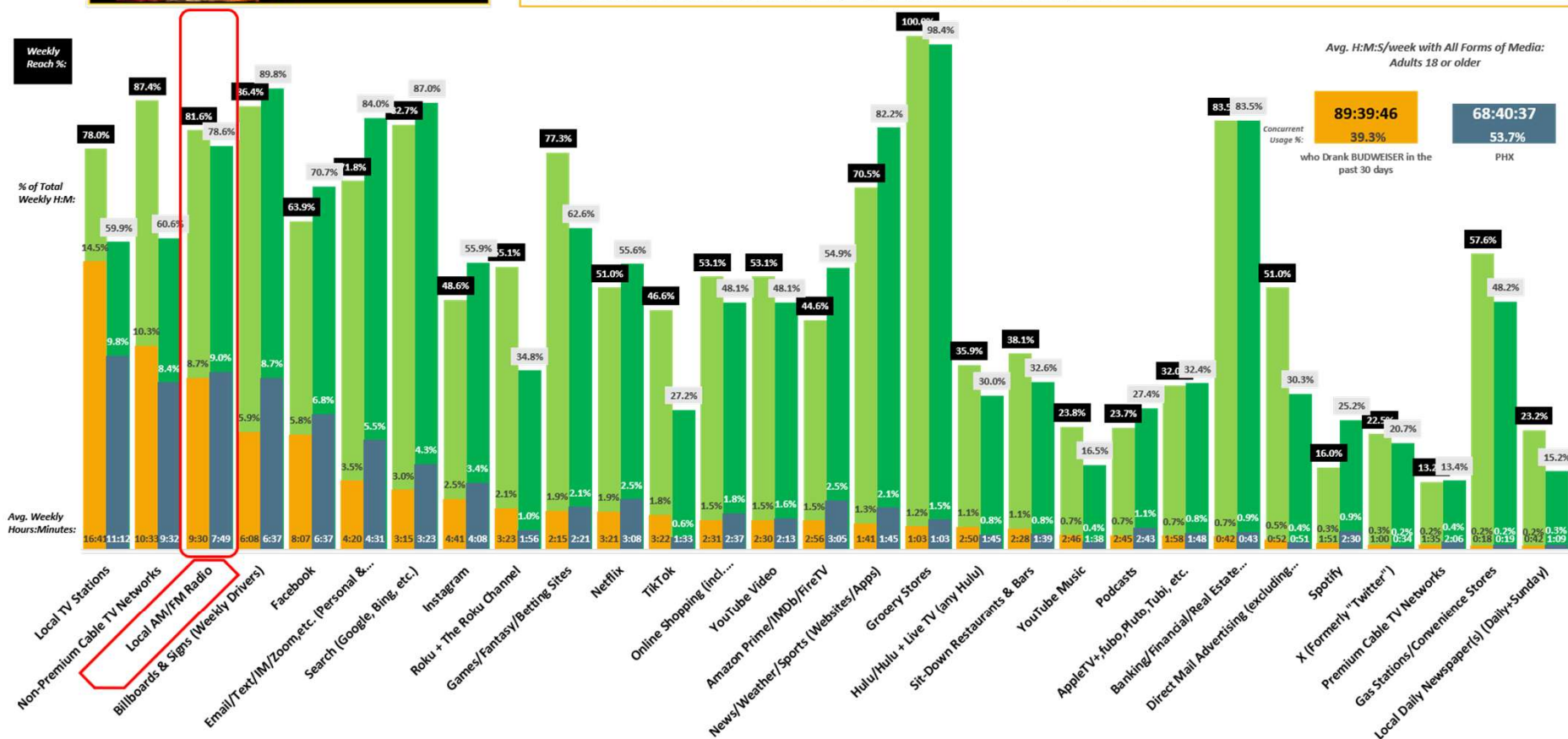
Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 14 hours, 40 minutes and 42 seconds each week with All Forms of Media.

81.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



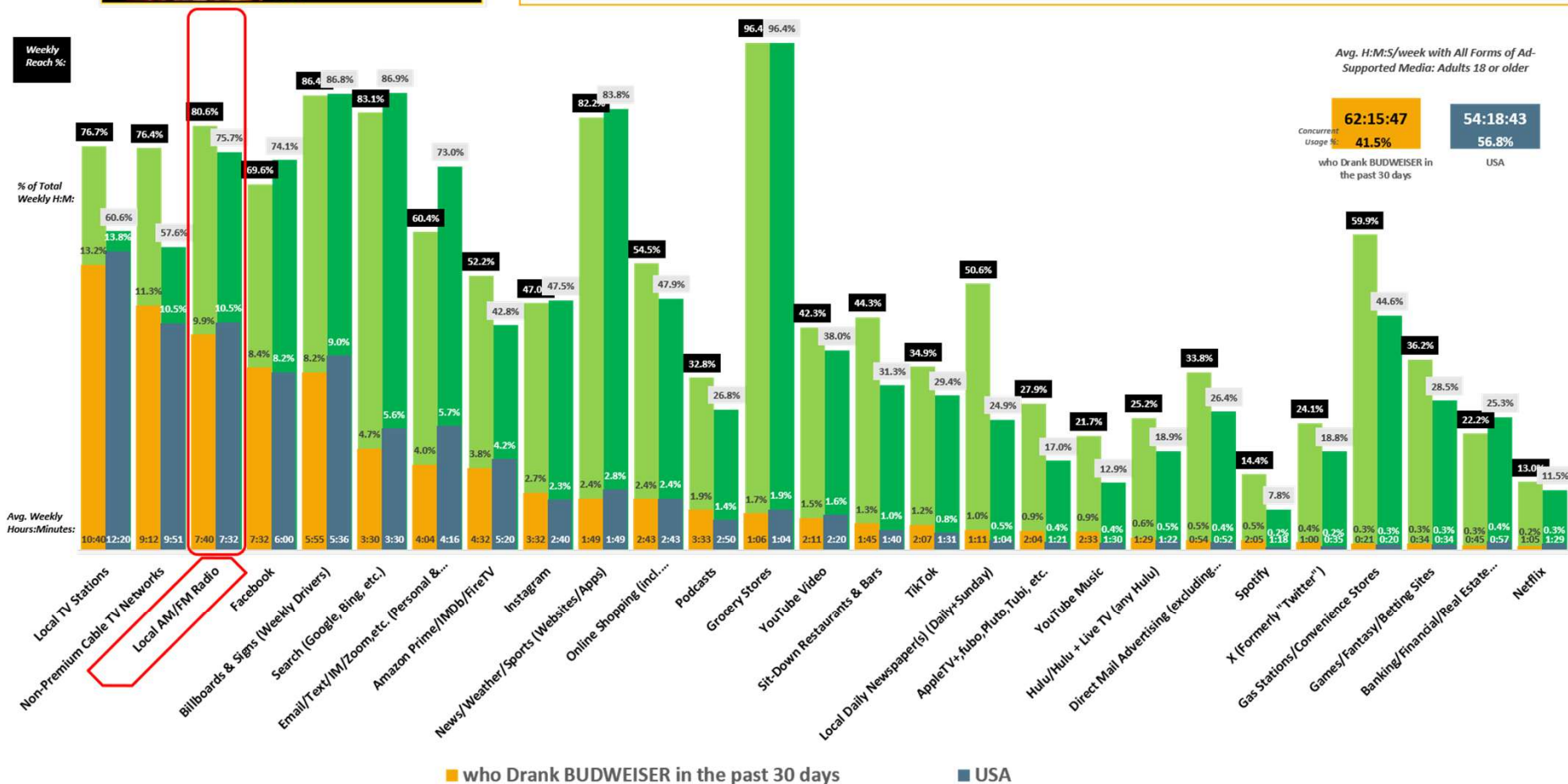


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 17 hours, 39 minutes and 46 seconds each week with All Forms of Media.
 81.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



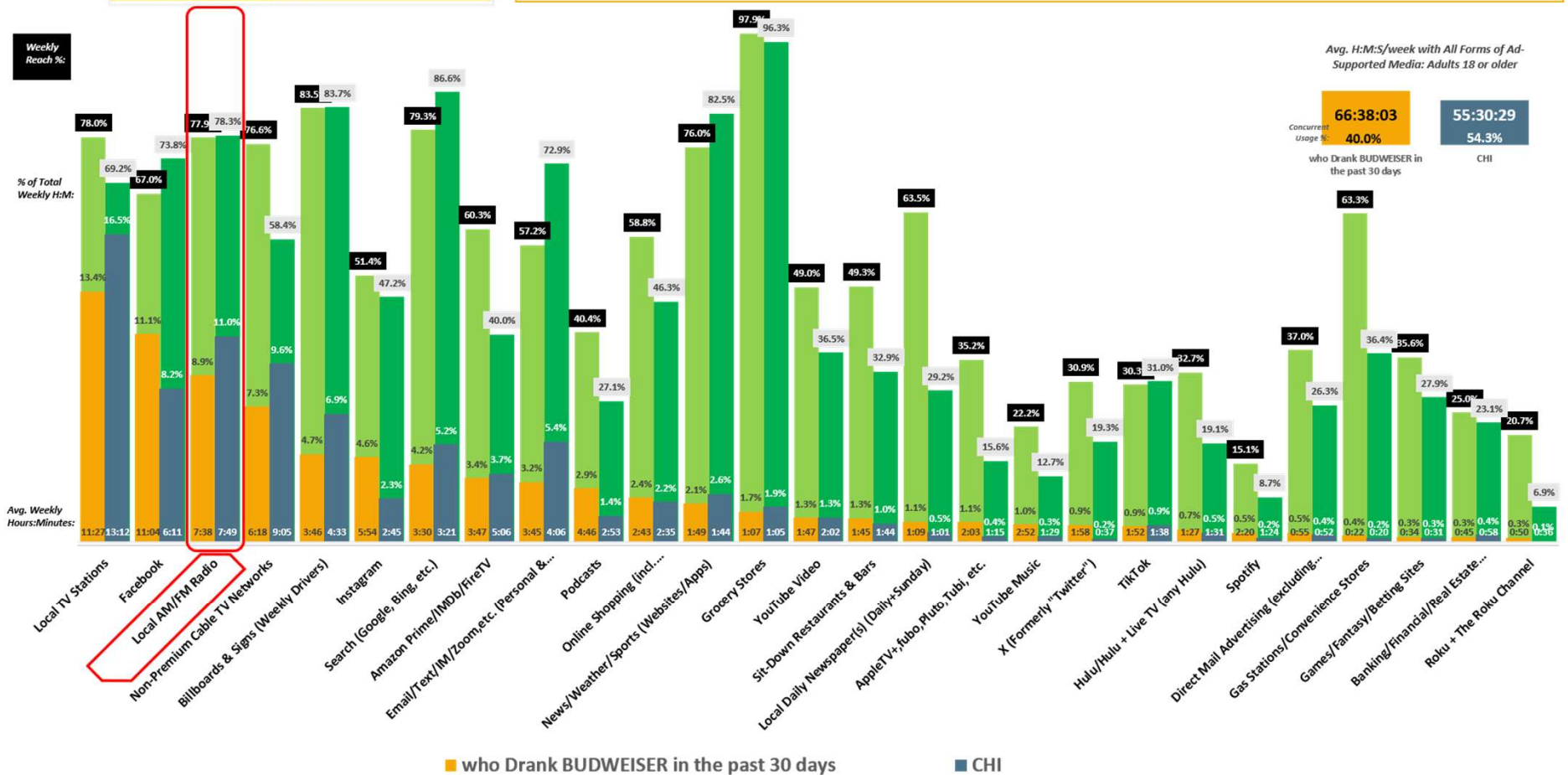


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 14 hours, 15 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



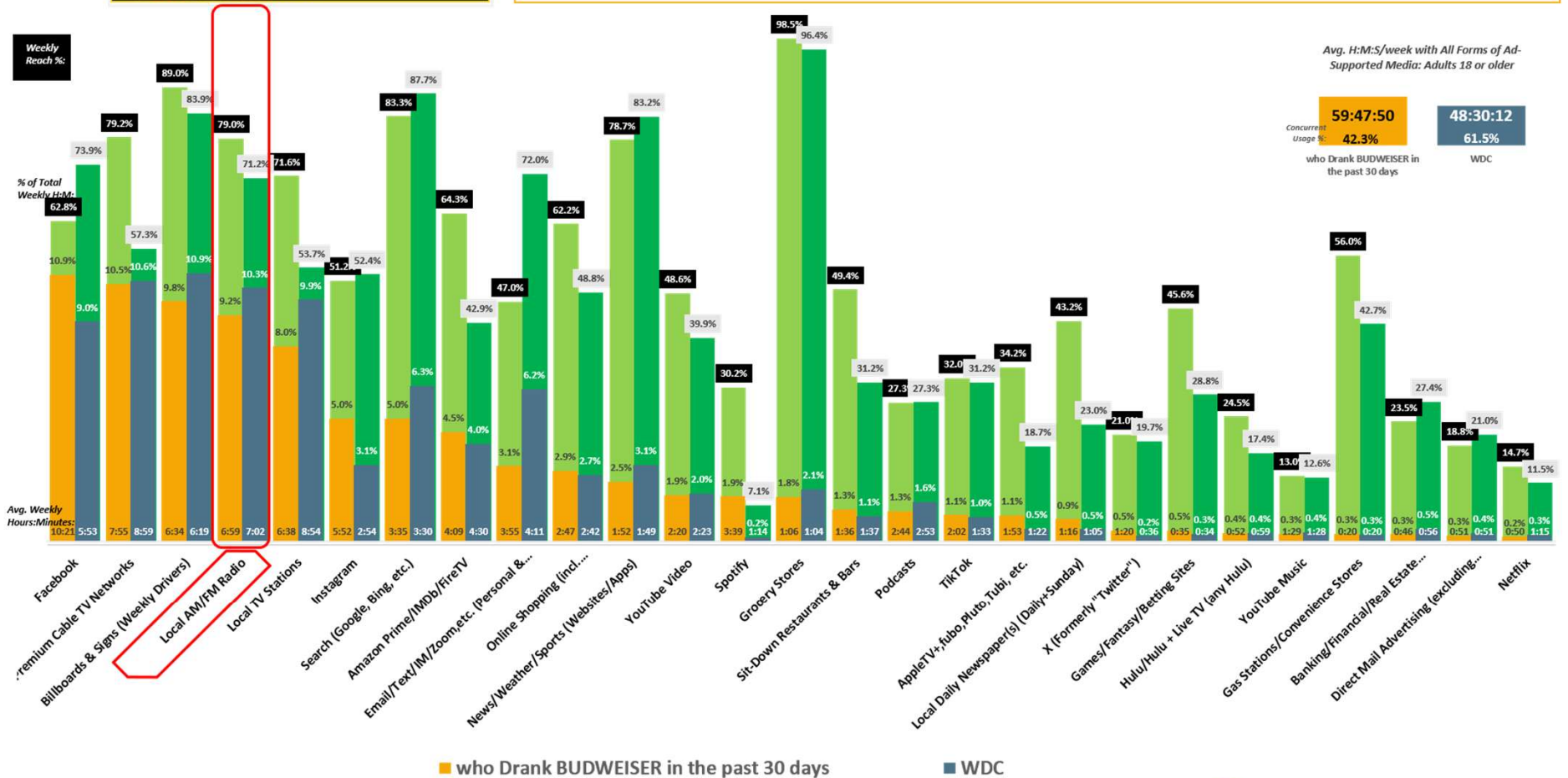


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 18 hours, 38 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 77.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.



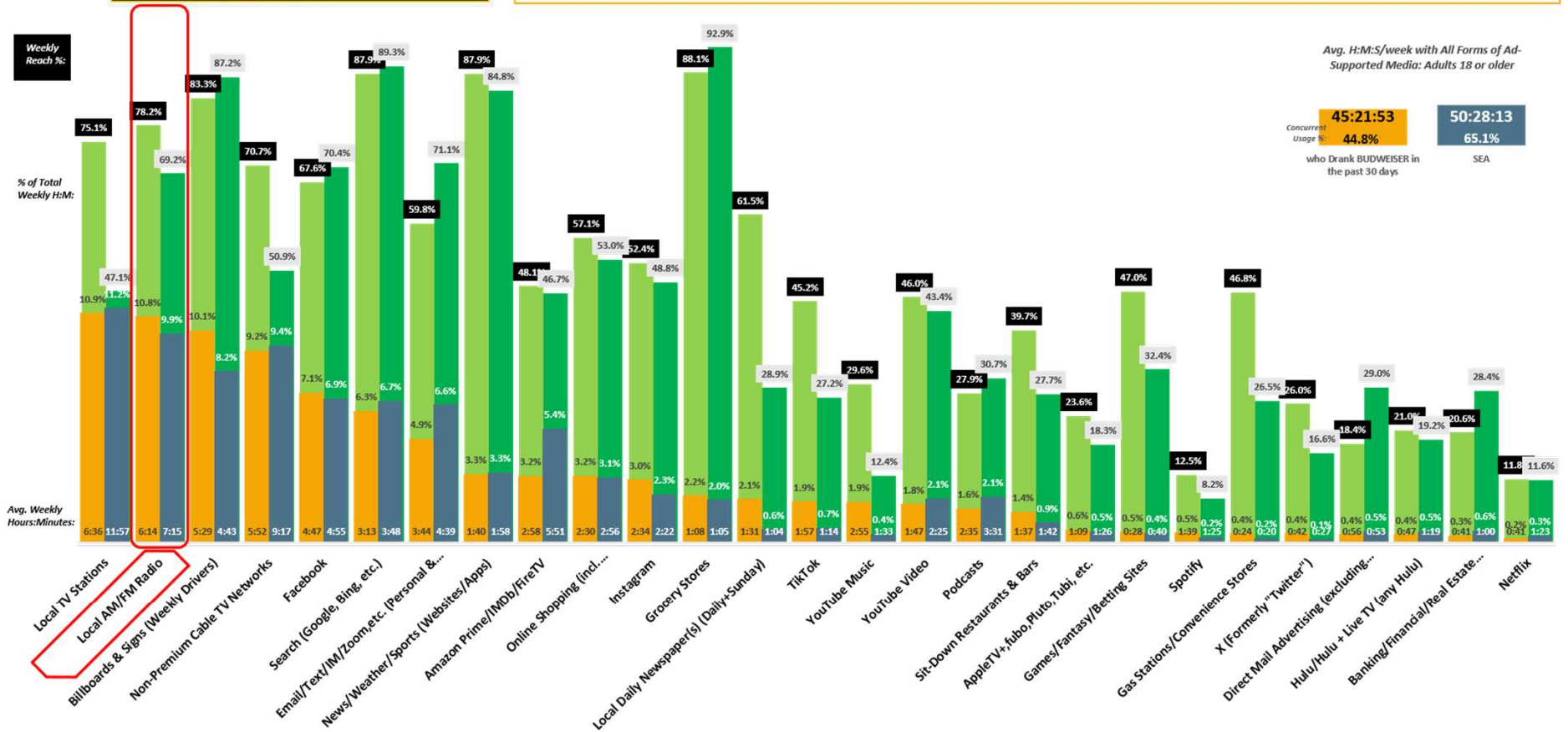


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 11 hours, 47 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 79.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 1 days, 21 hours, 21 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 6 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



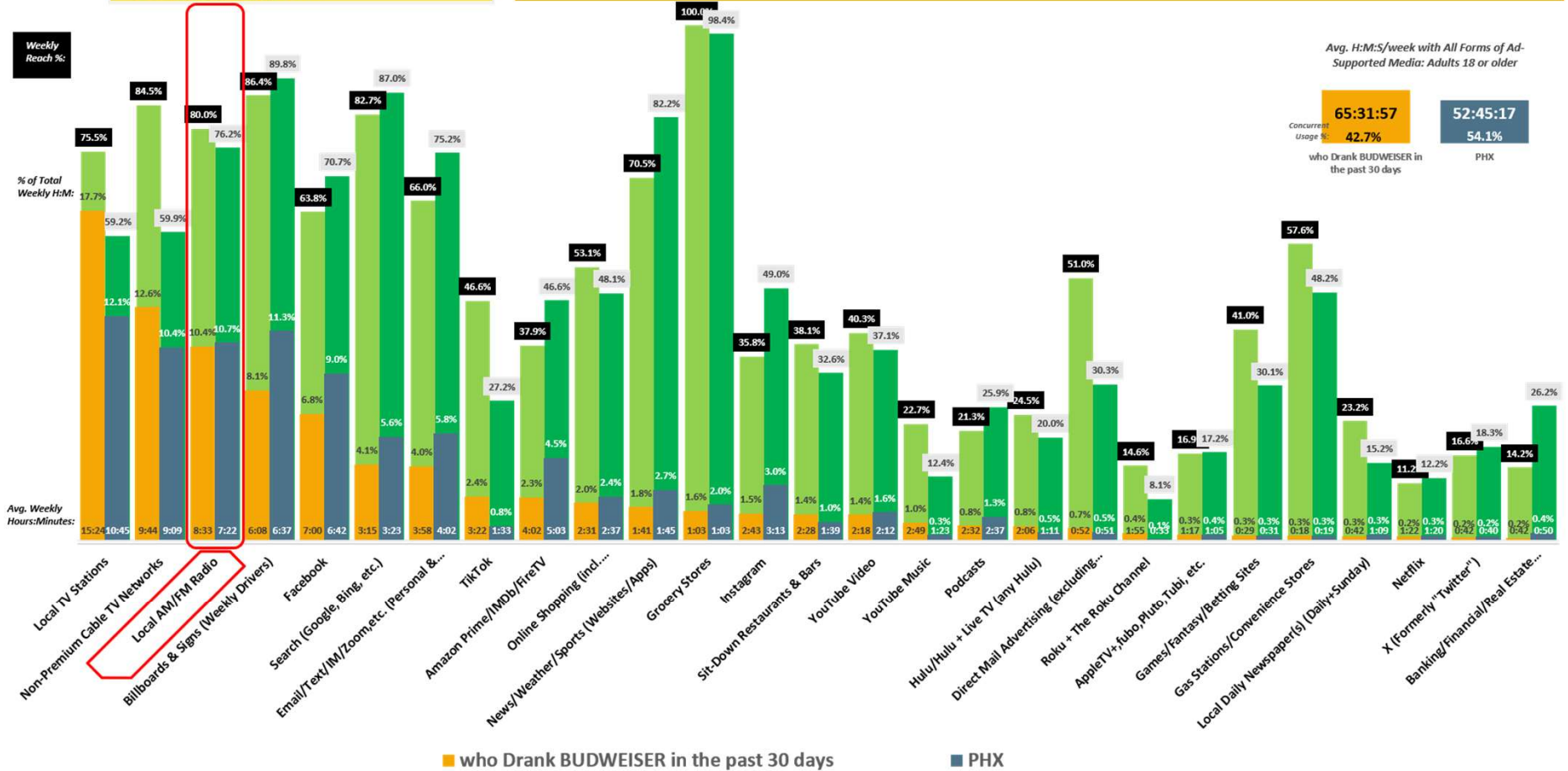
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

45:21:53	50:28:13
Concurrent Usage %	SEA
44.8%	65.1%
who Drank BUDWEISER in the past 30 days	

■ who Drank BUDWEISER in the past 30 days ■ SEA



Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 17 hours, 31 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 80.% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 65:31:57 (42.7%) who Drank BUDWEISER in the past 30 days

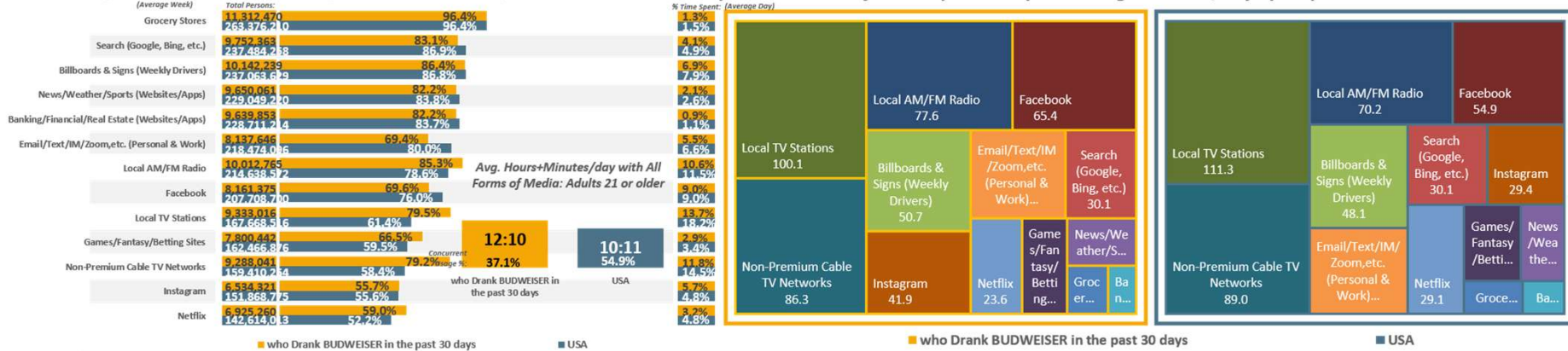
PHX: 52:45:17 (54.1%)



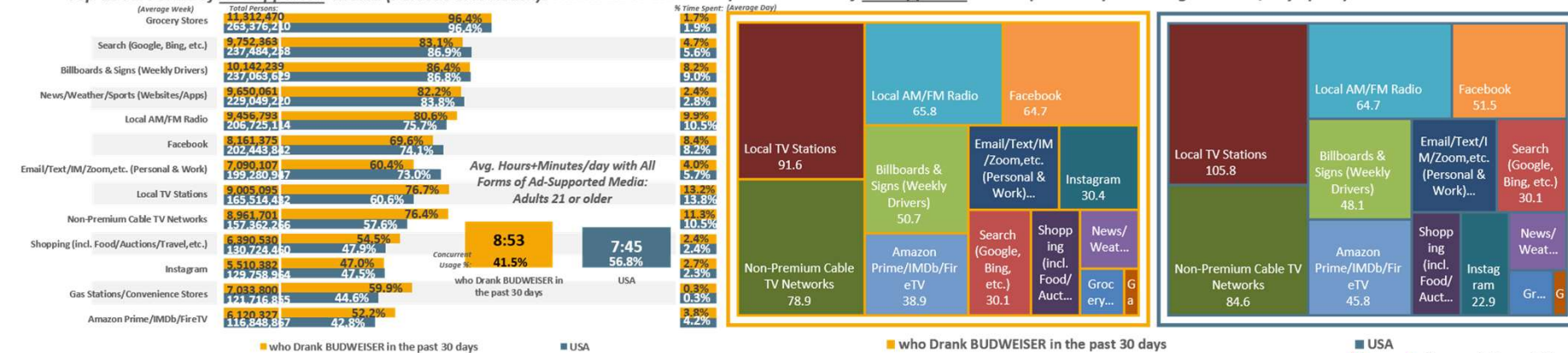


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day.
(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



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



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

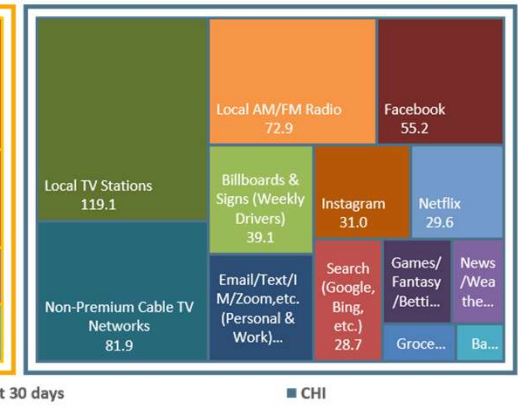
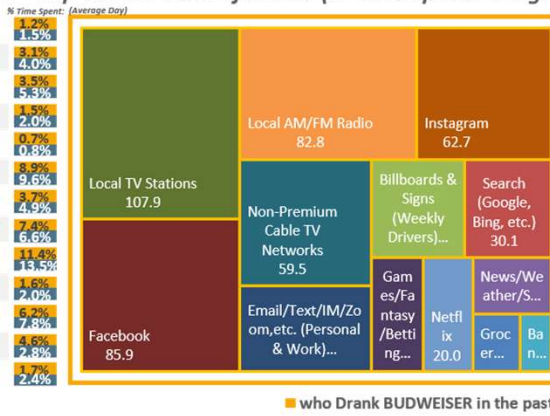
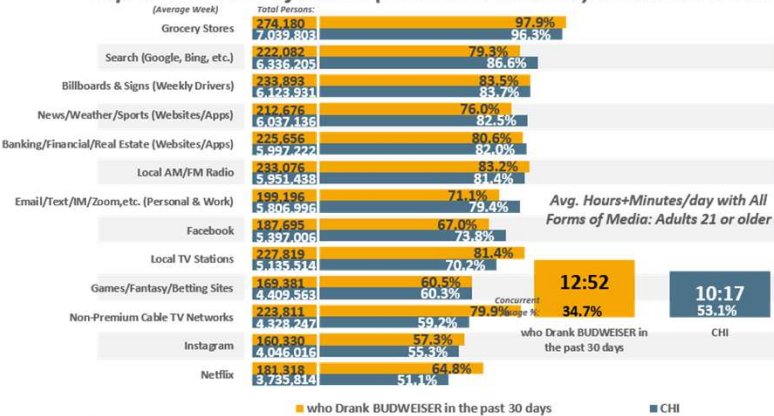
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

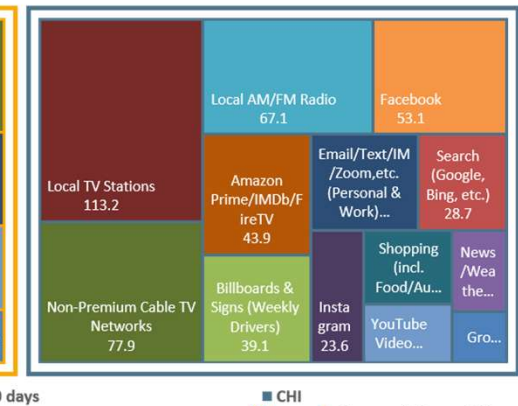
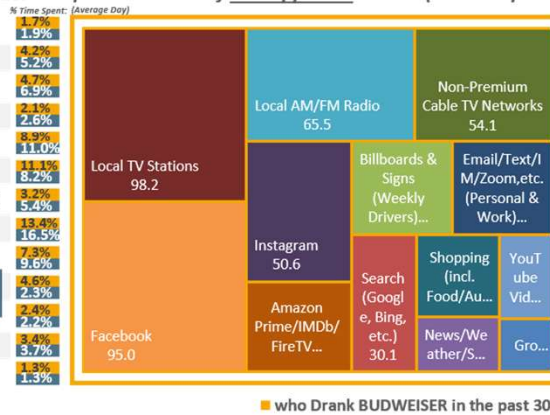
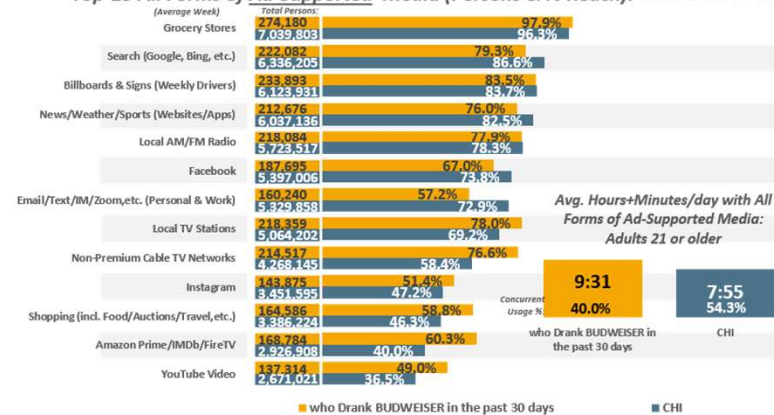


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

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



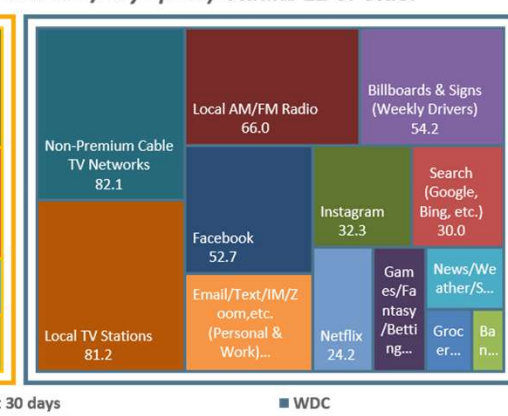
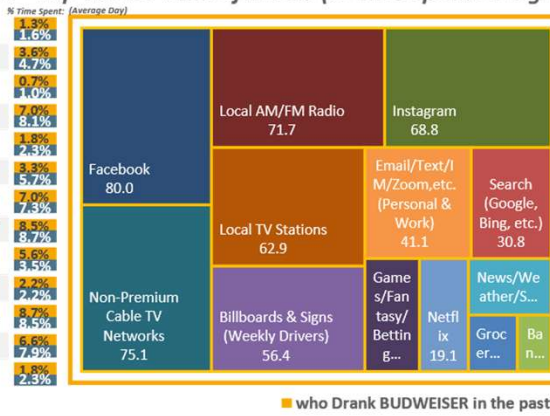
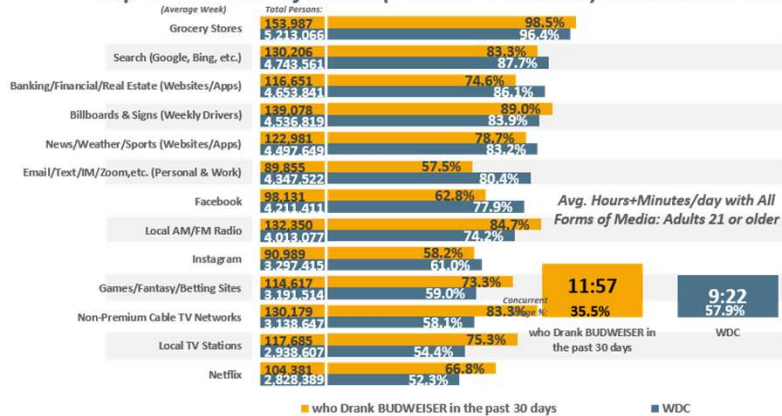
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



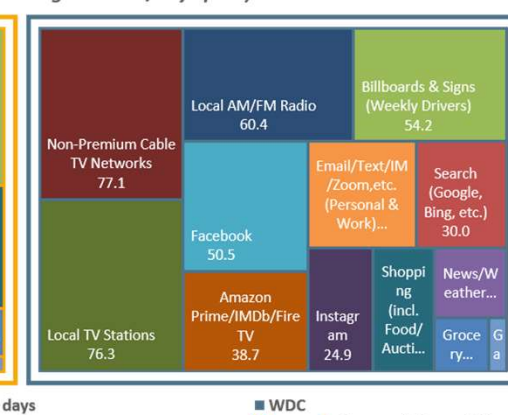
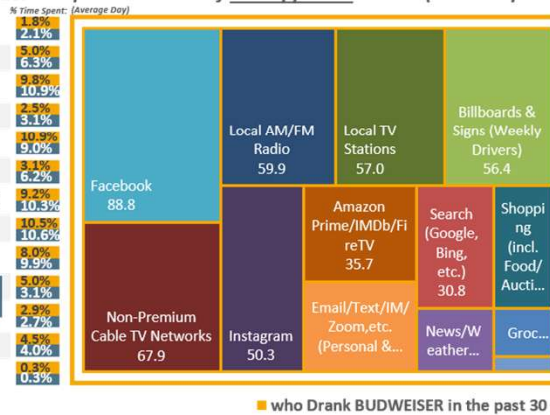
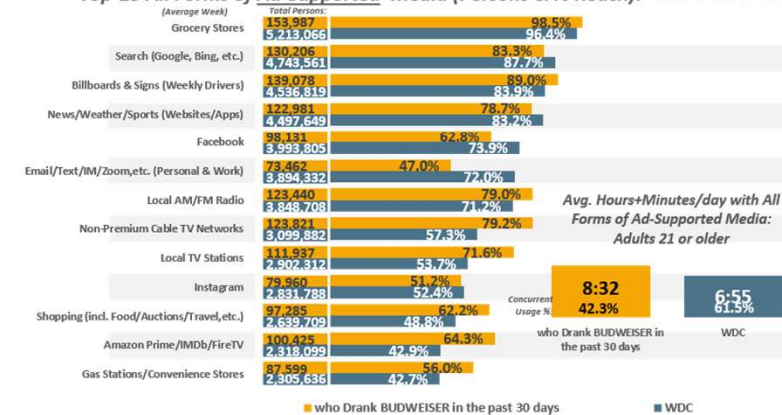


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day.
(Local Radio delivers 9.2% of Time with Ad-Supported Media.)

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



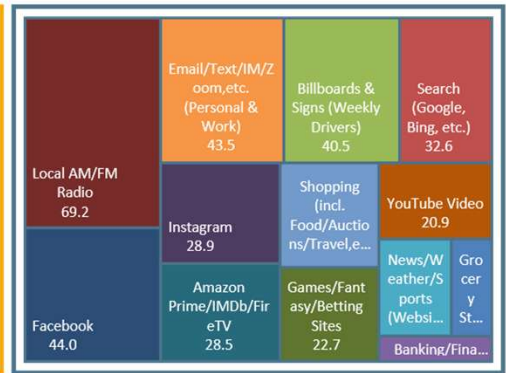
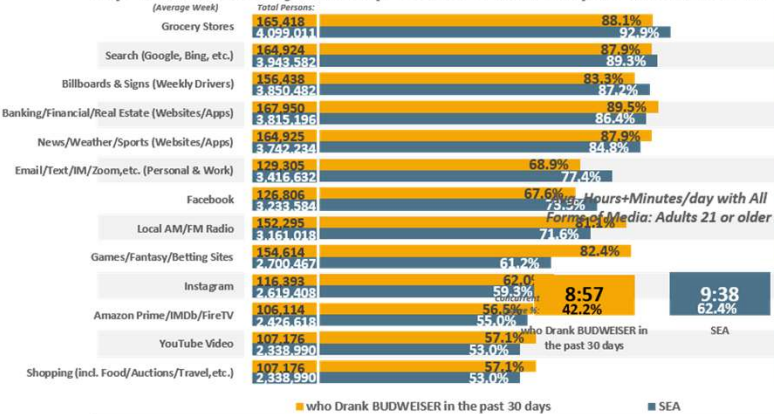
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



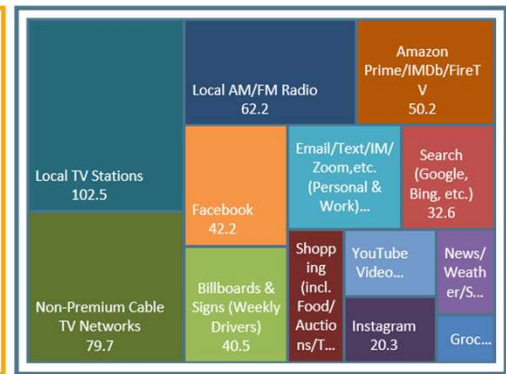
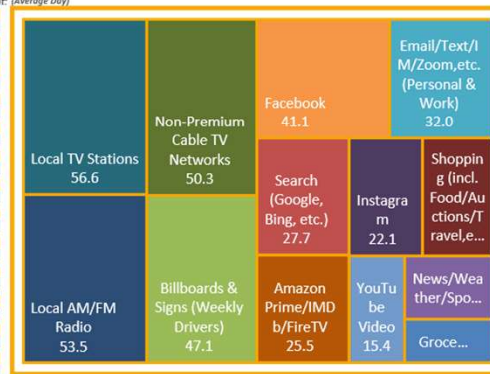
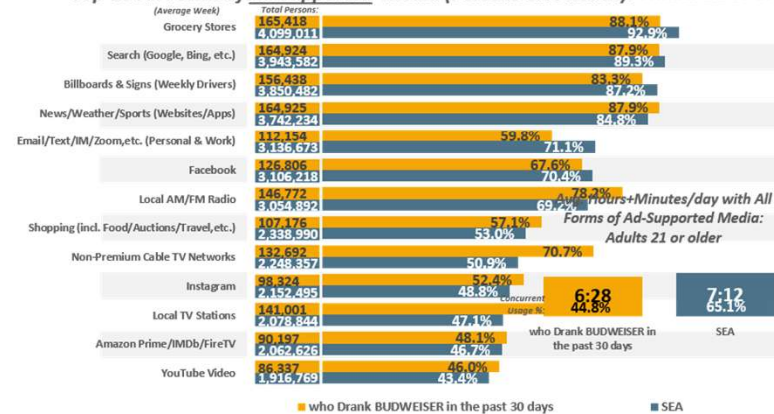


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 53.5 minutes/day.
(Local Radio delivers 10.8% of Time with Ad-Supported Media.)

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



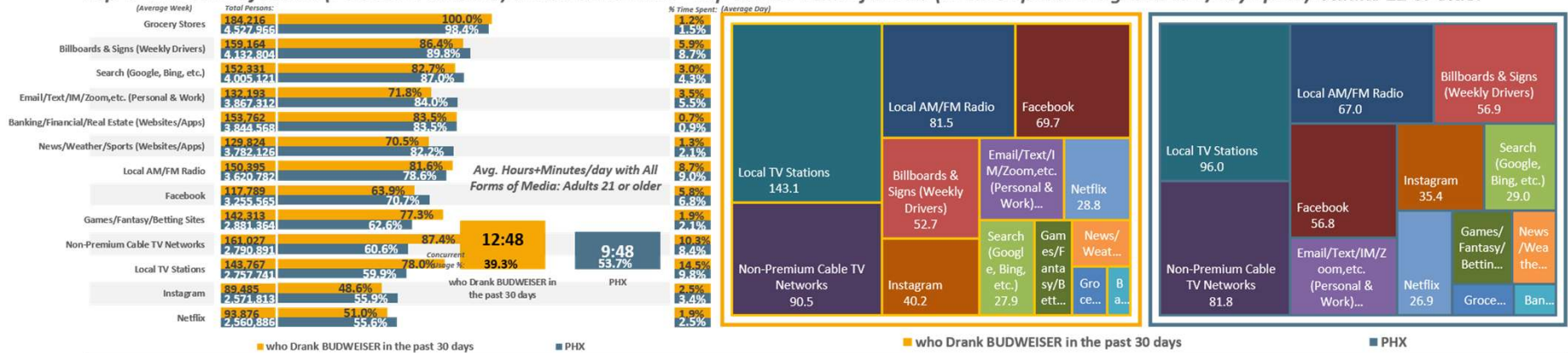
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



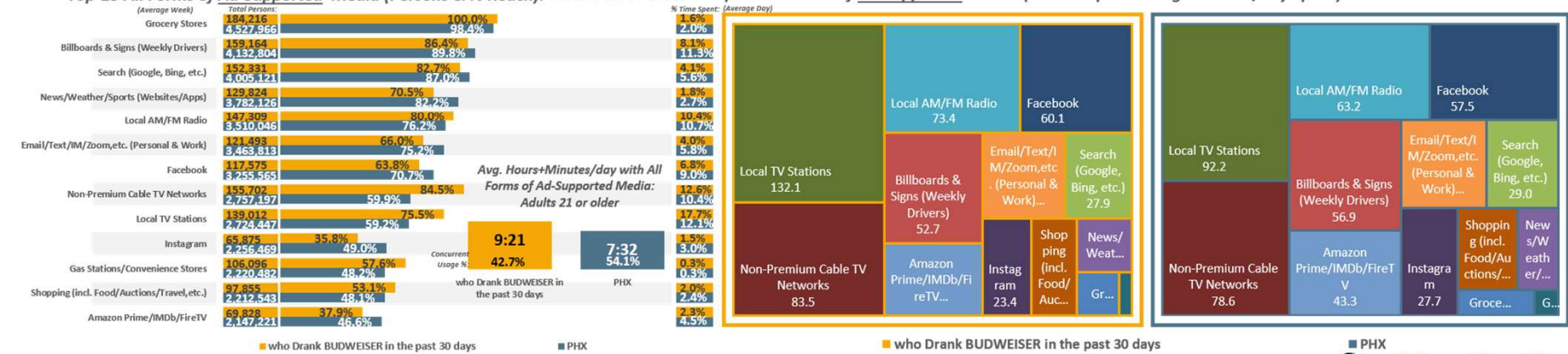


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 73.4 minutes/day.
(Local Radio delivers 10.4% of Time with Ad-Supported Media.)

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



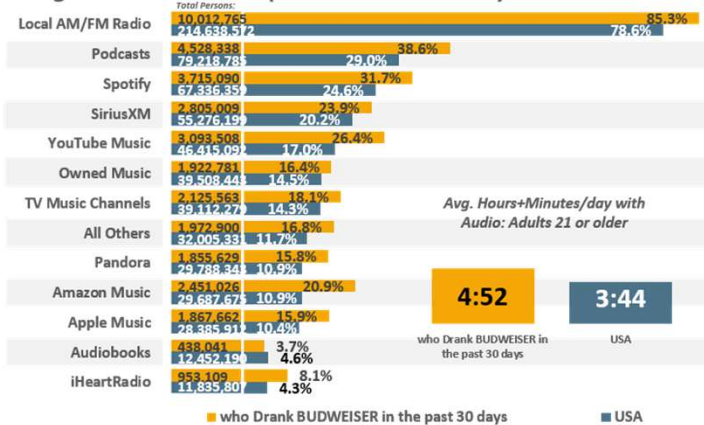
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



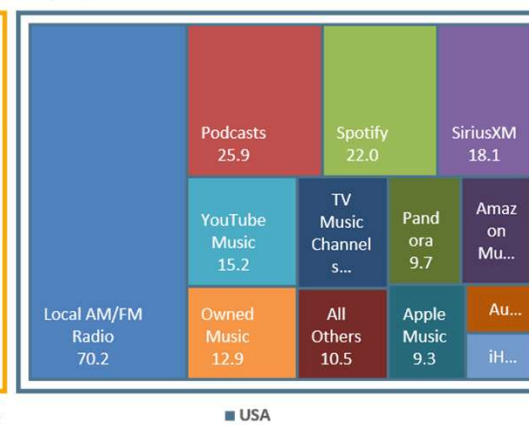
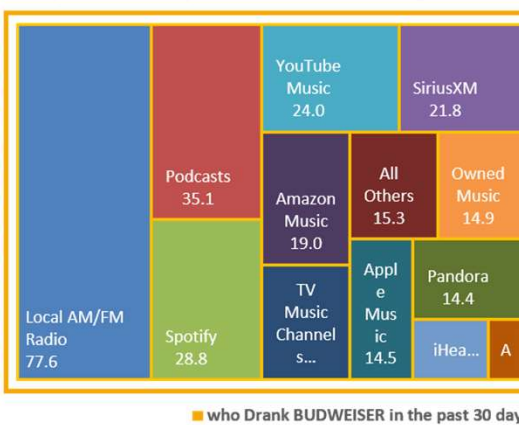


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

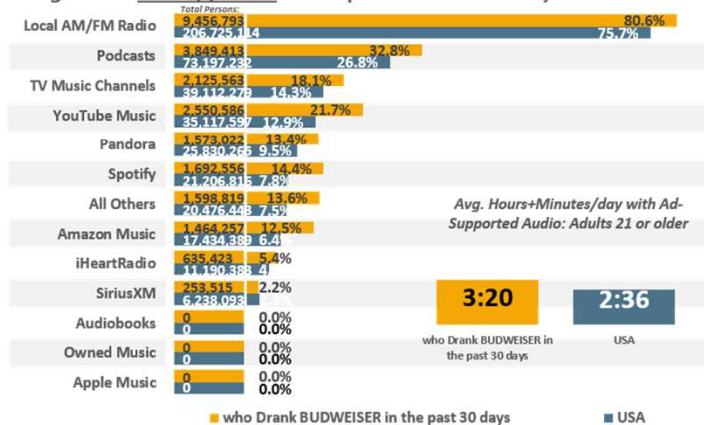
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



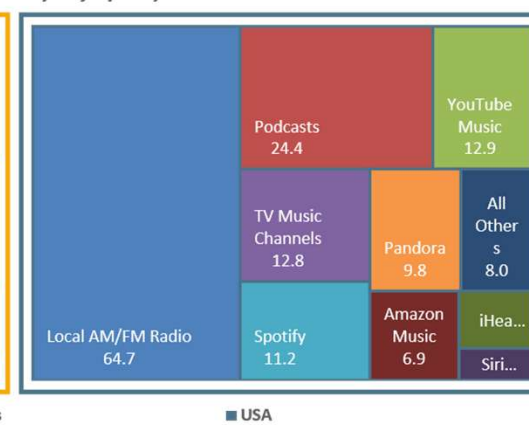
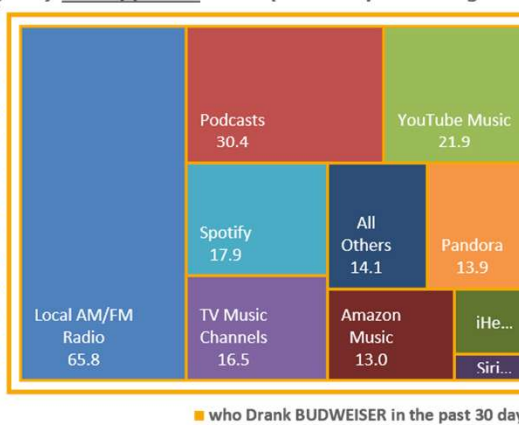
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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Scarborough R1 2026: Jan 25-Mar26 USA Projection

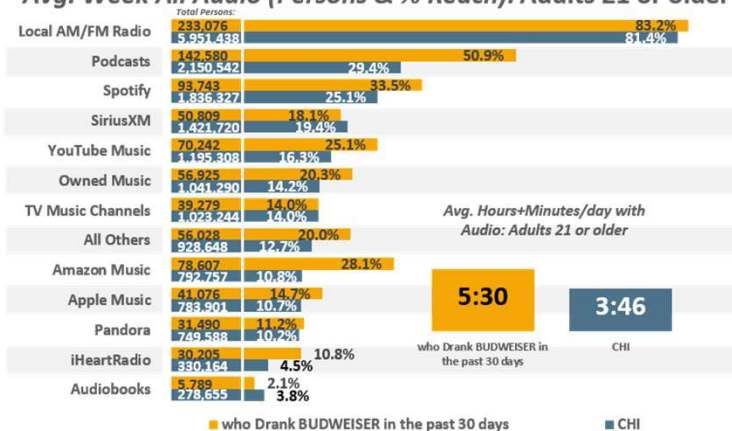
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

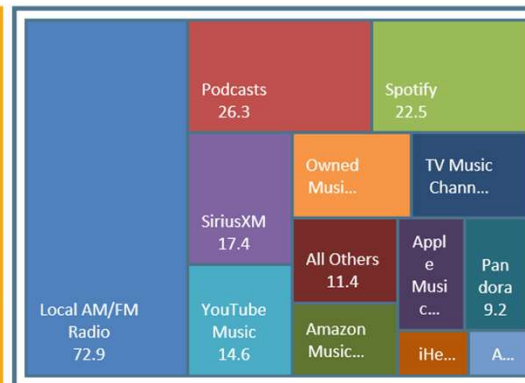
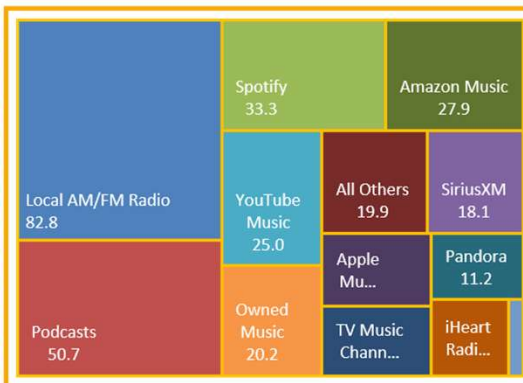


218,084 or 77.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.

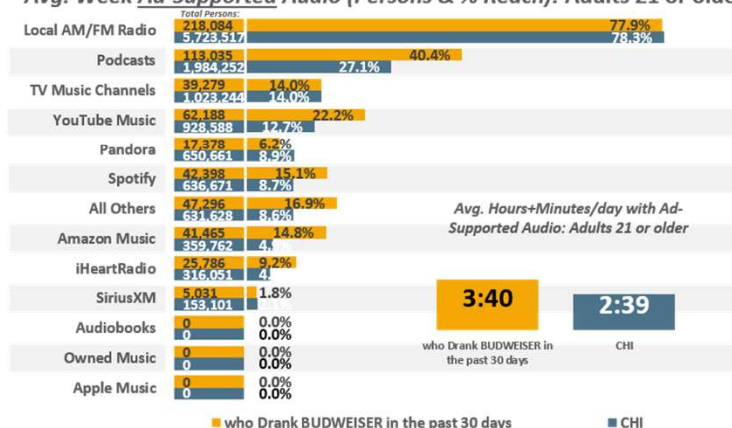
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



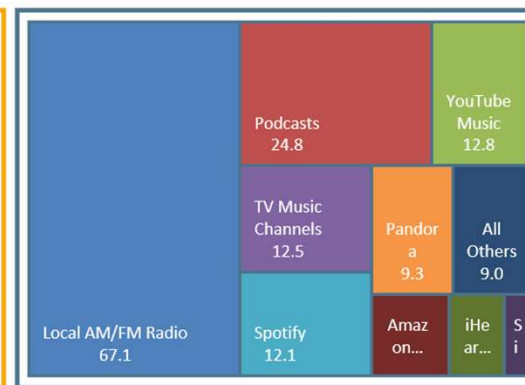
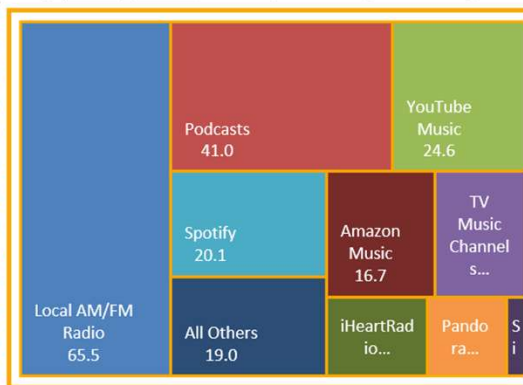
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



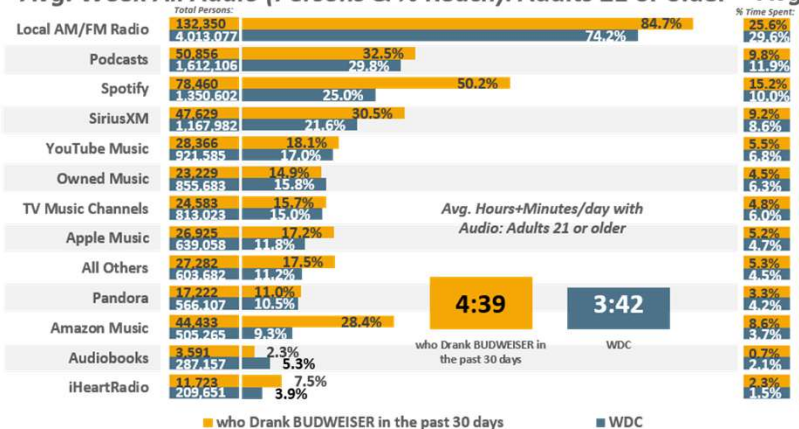
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



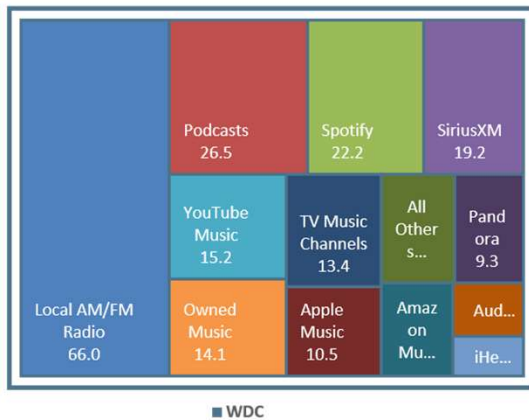
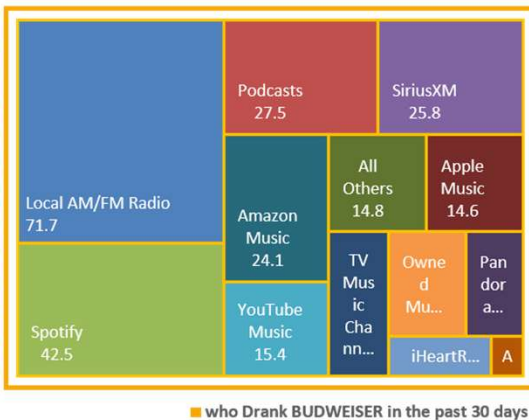


123,440 or 79.% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

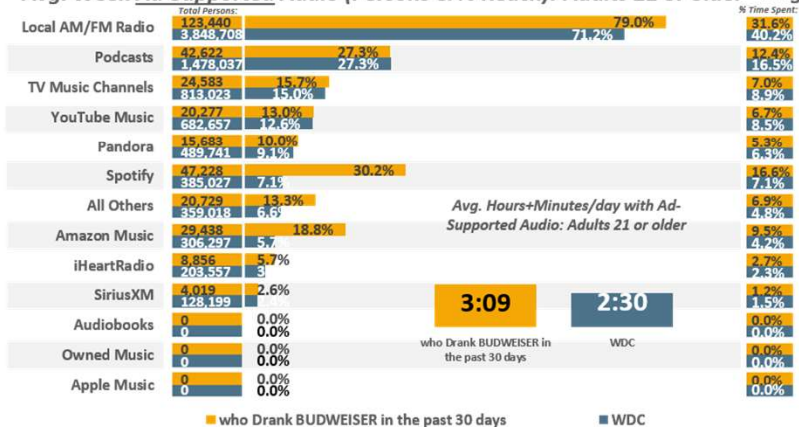
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



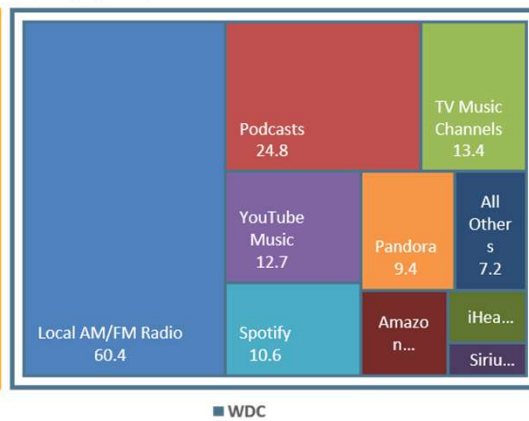
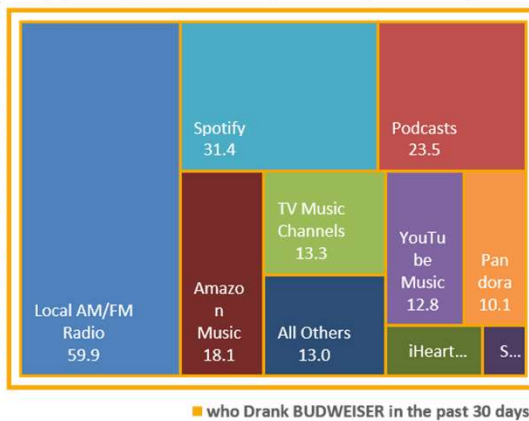
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



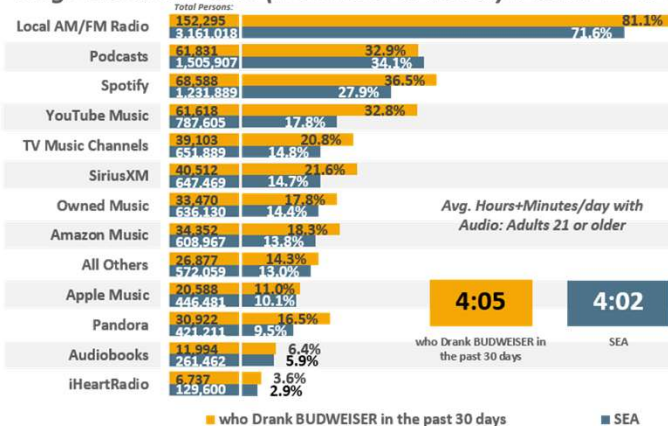
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



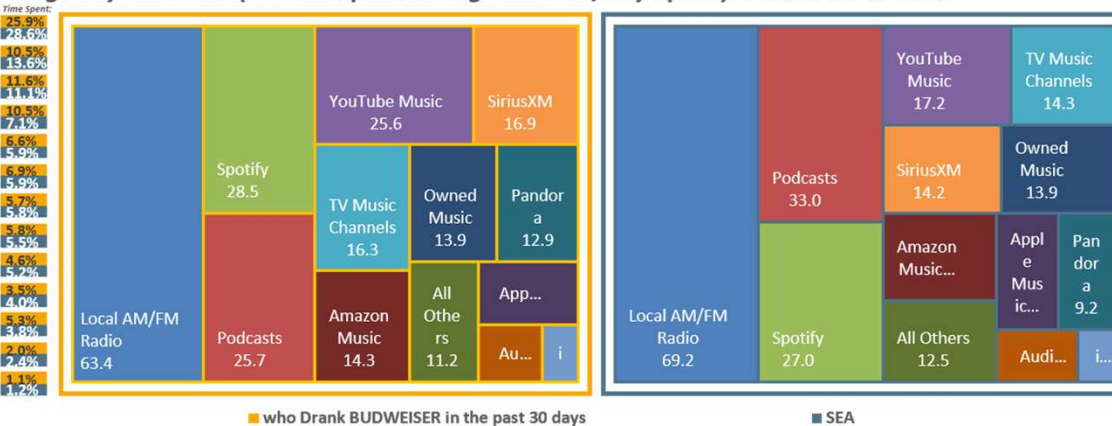


146,772 or 78.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

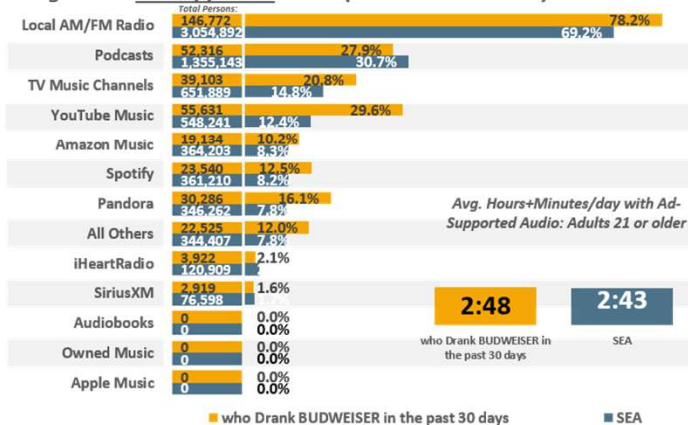
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



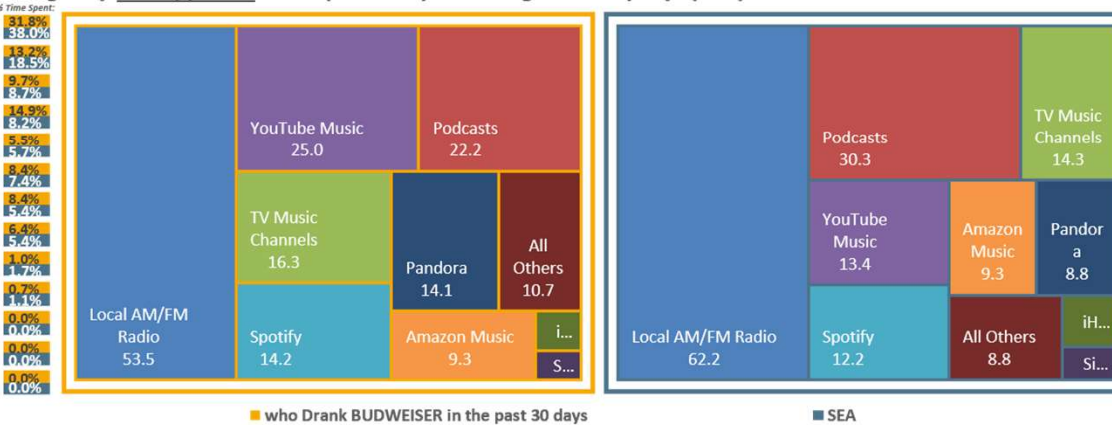
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



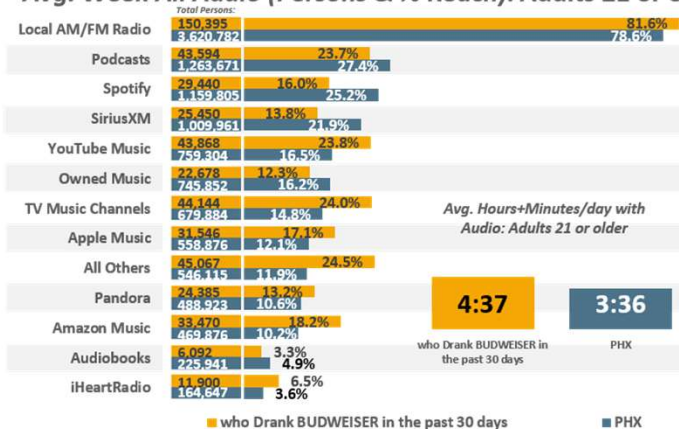
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



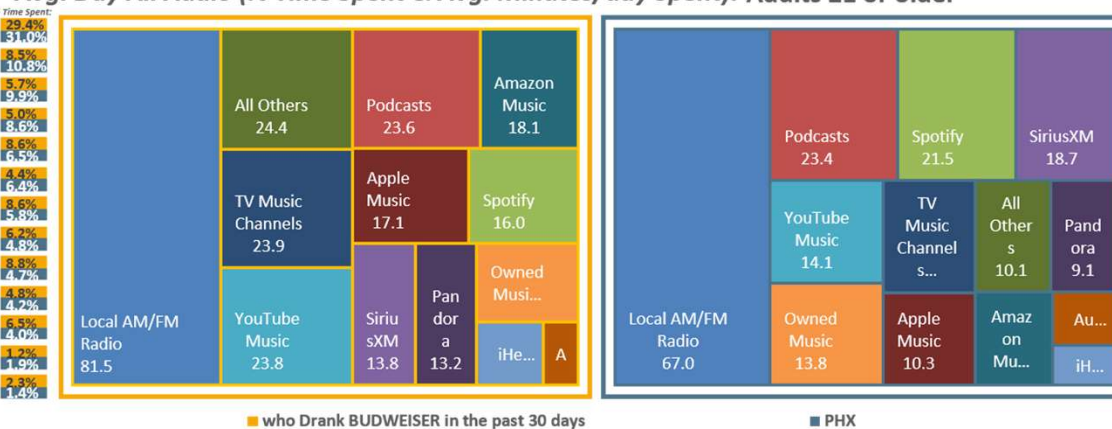


147,309 or 80.0% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

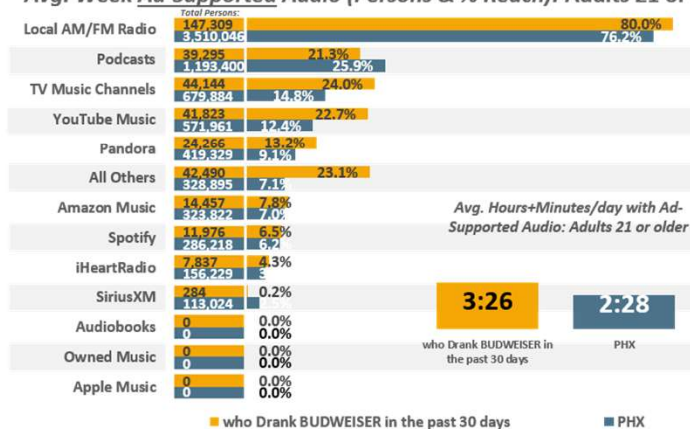
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



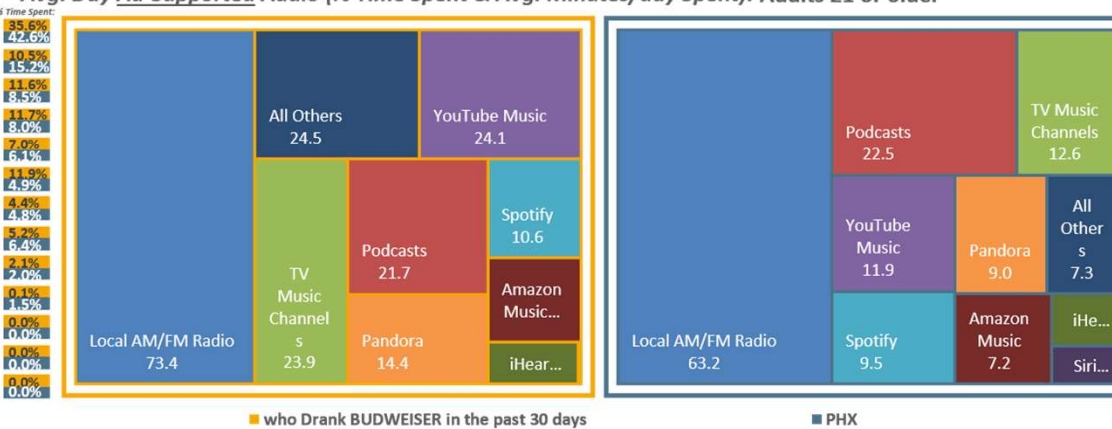
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

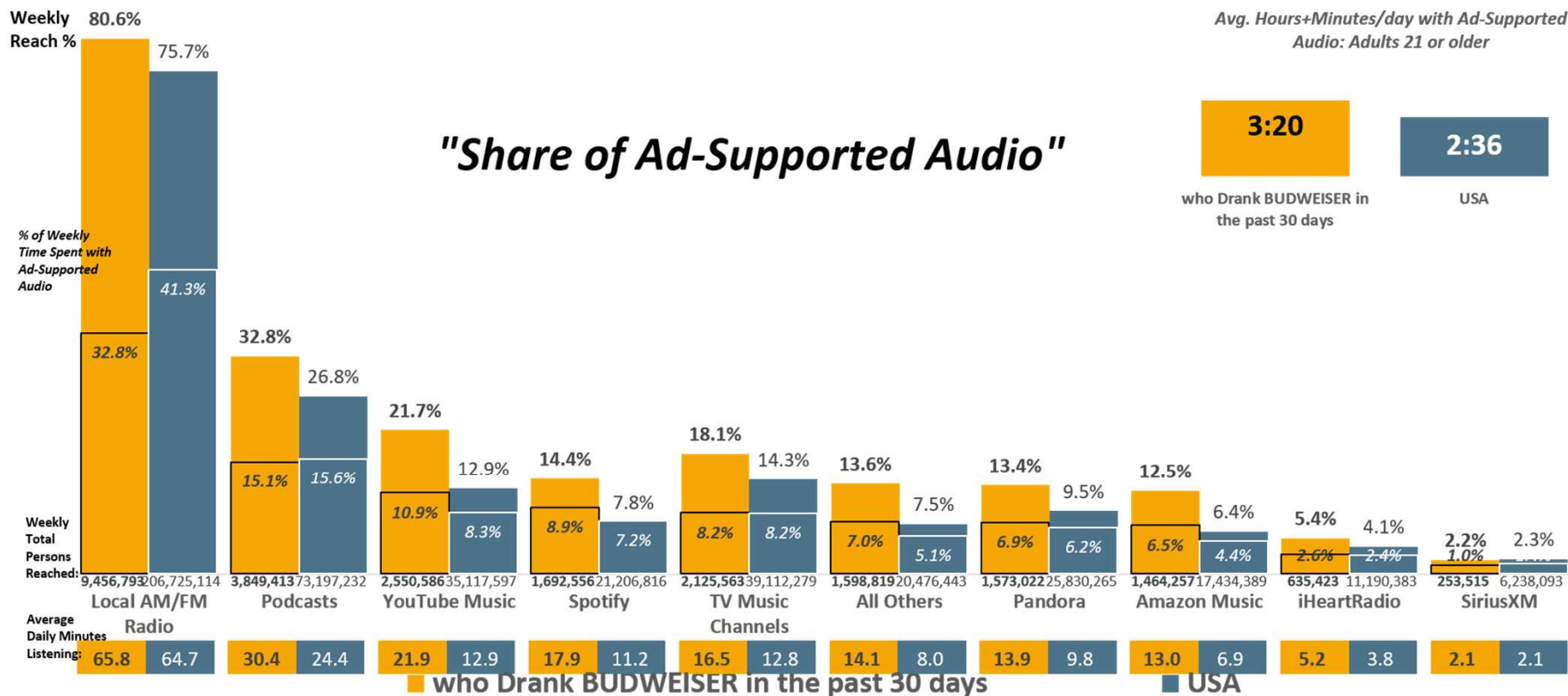


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



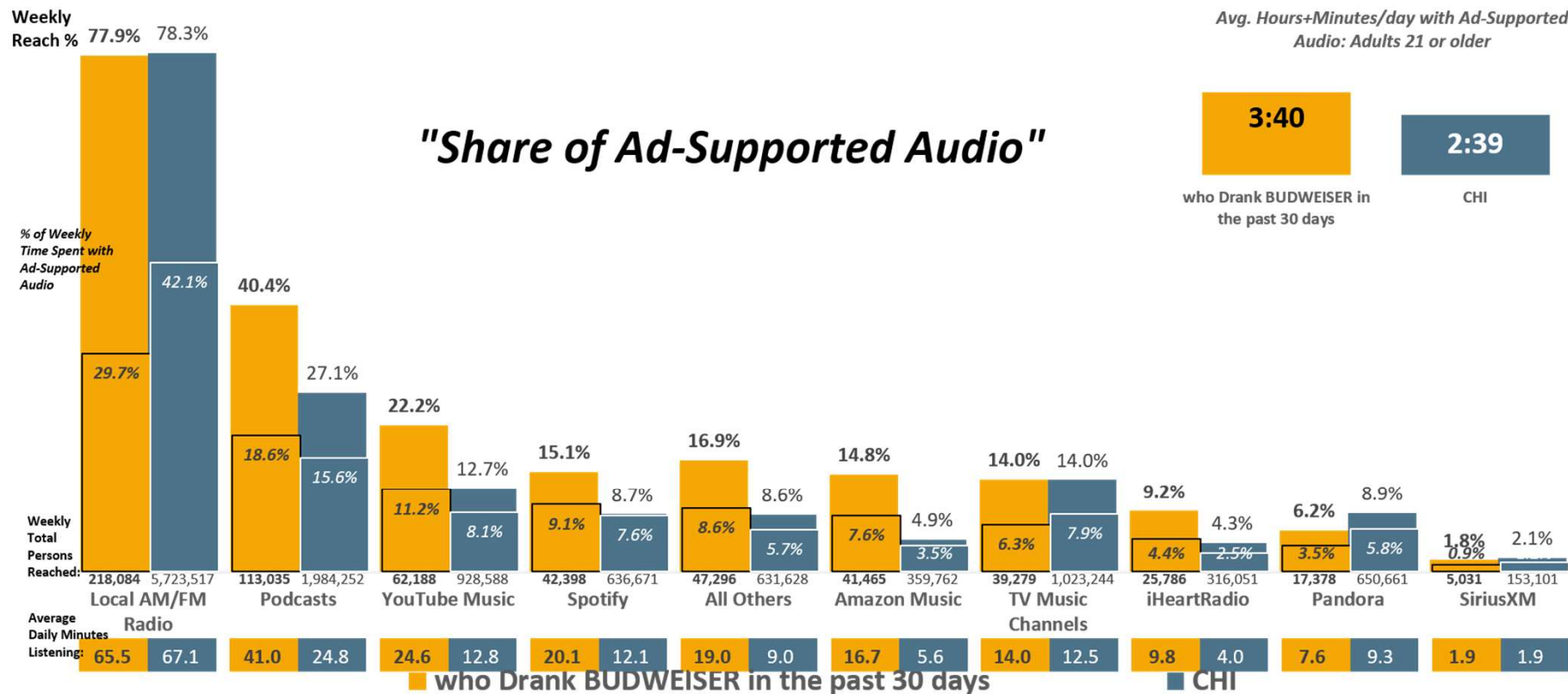


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.



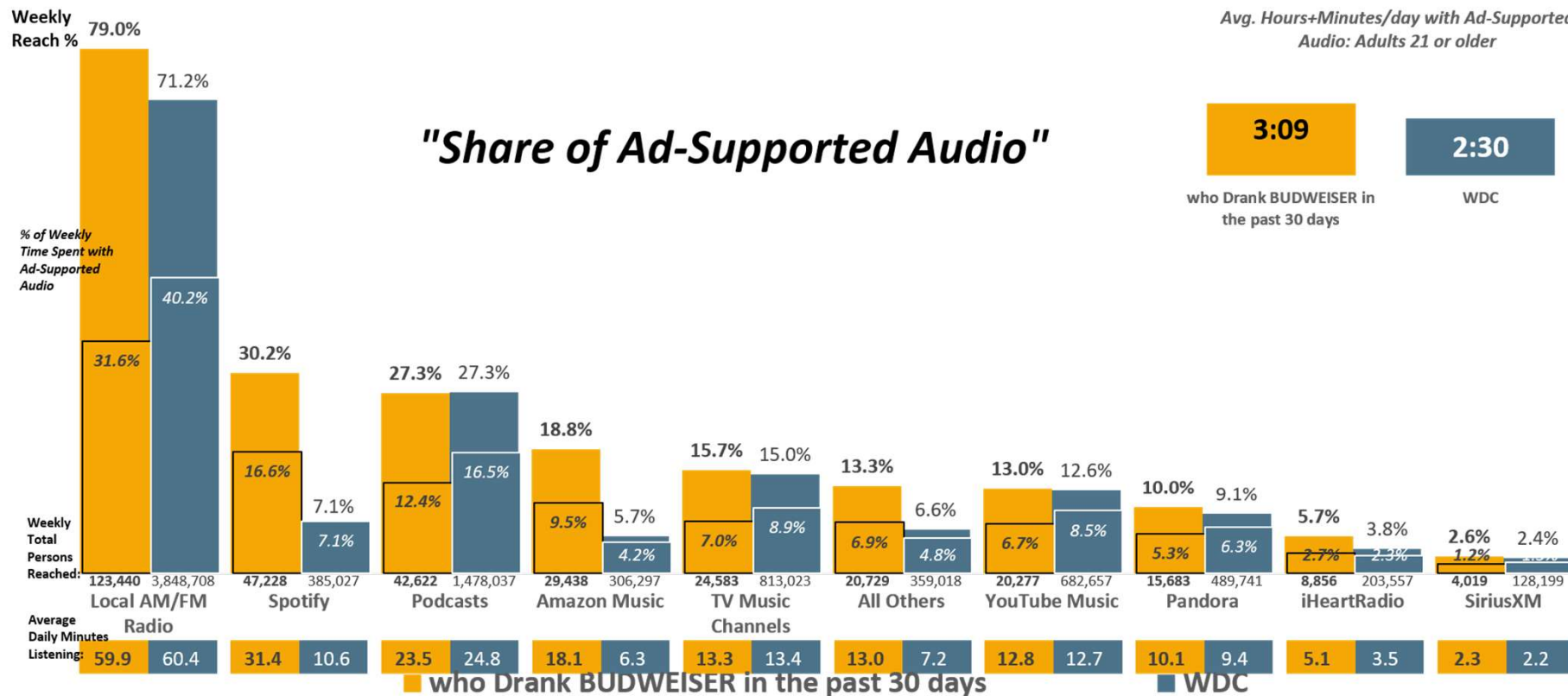


218,084 or 77.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.





123,440 or 79.% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.



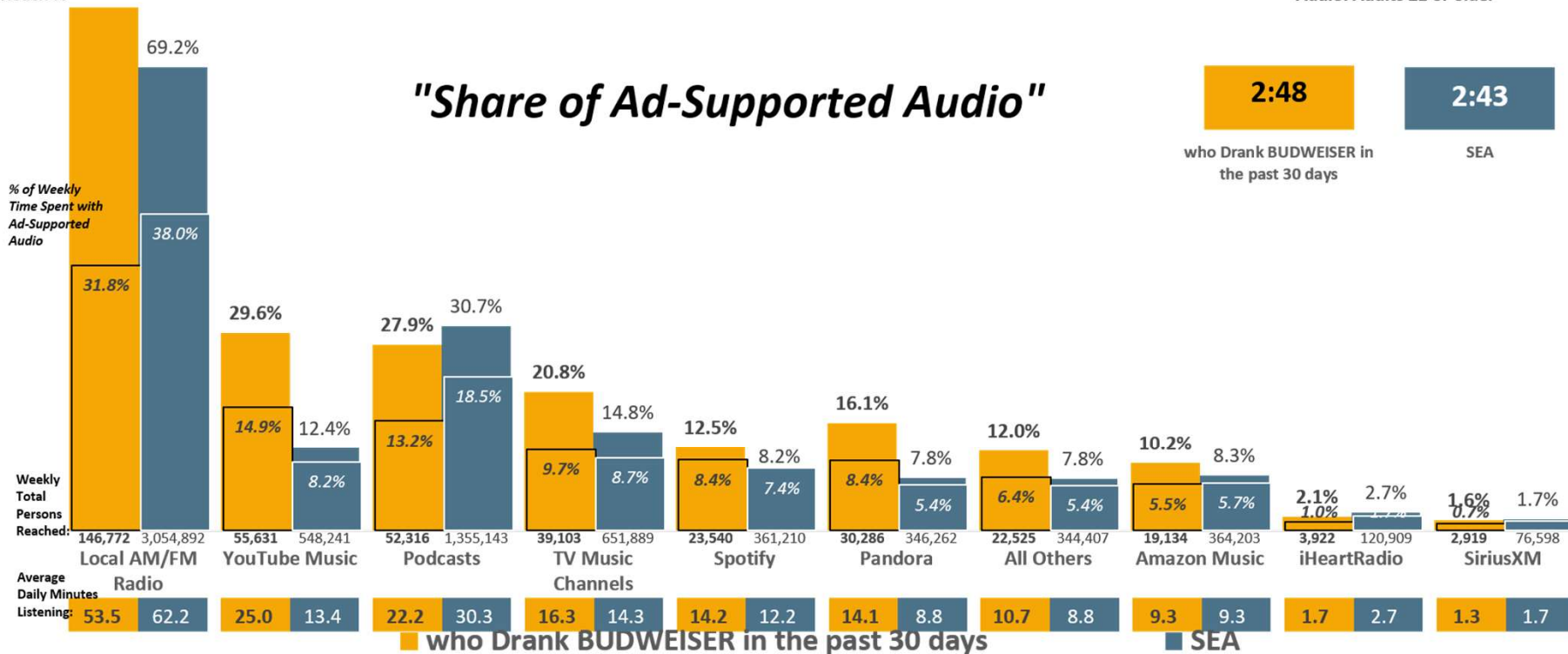


146,772 or 78.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 78.2%

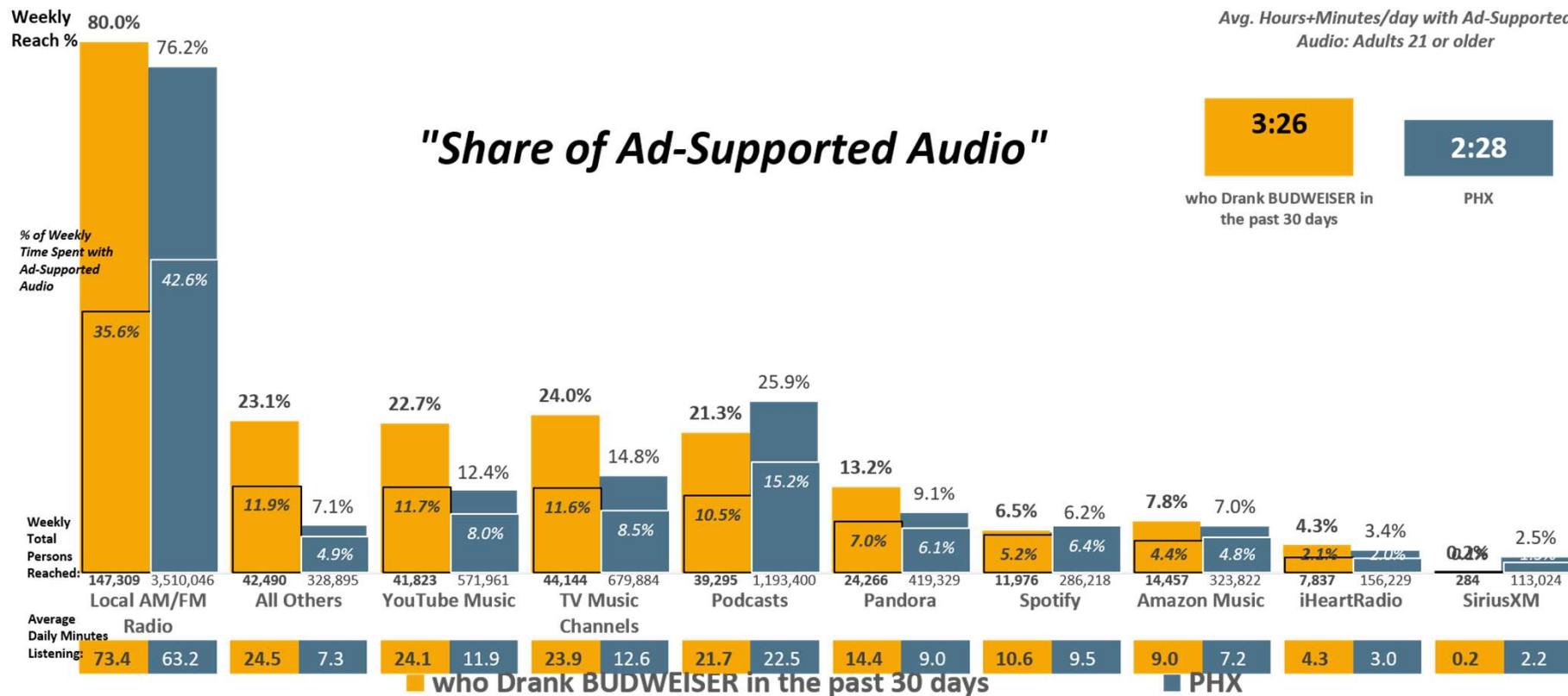
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

"Share of Ad-Supported Audio"





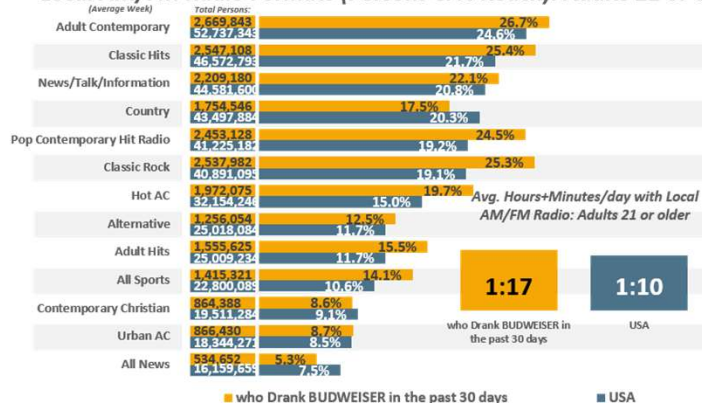
147,309 or 80.0% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



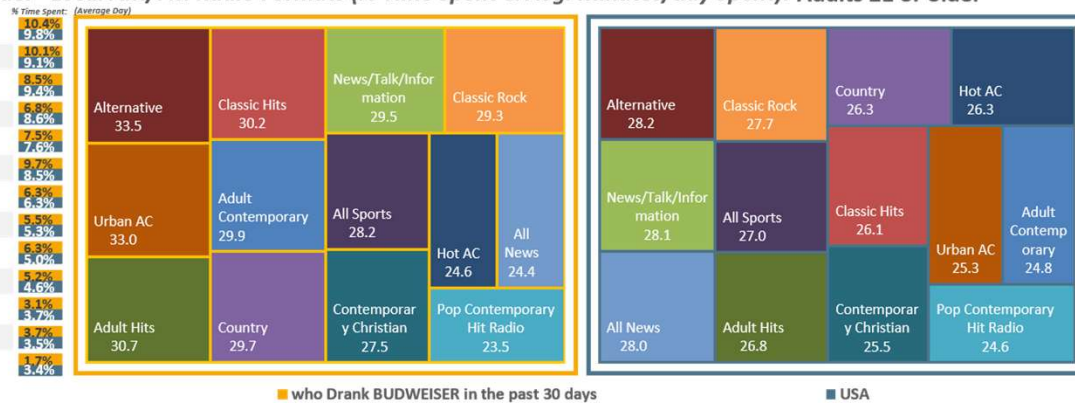


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

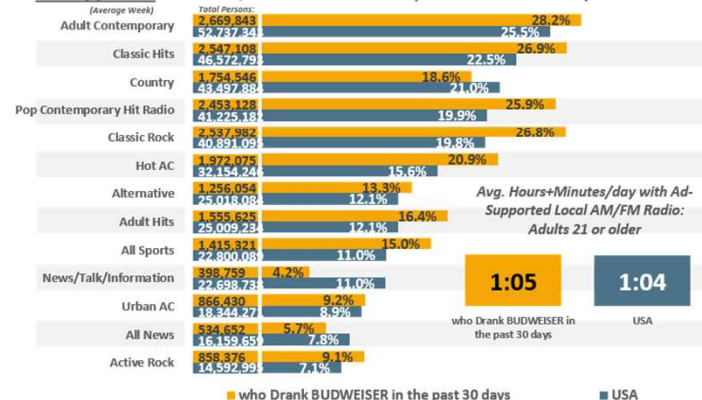
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



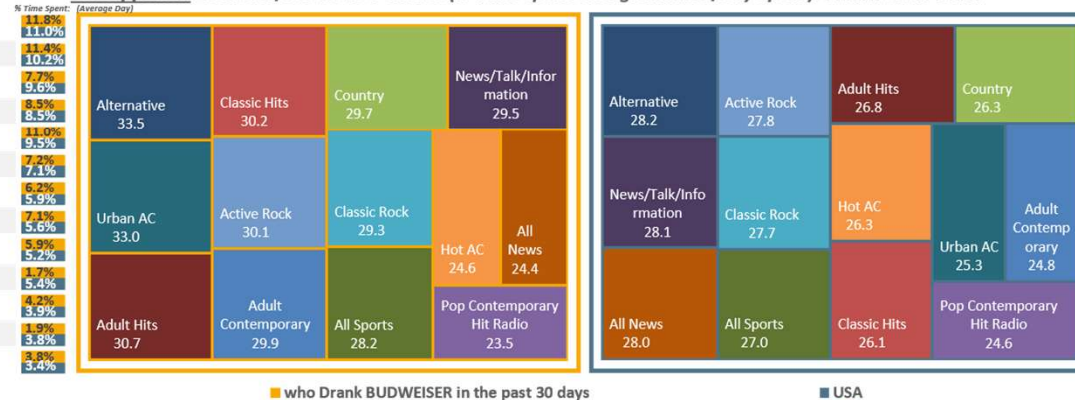
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

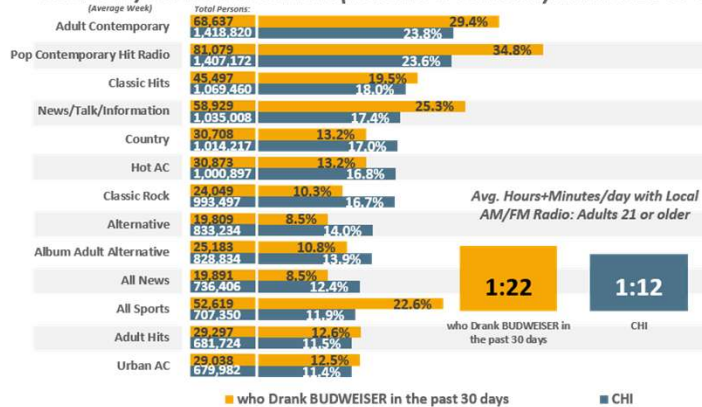
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

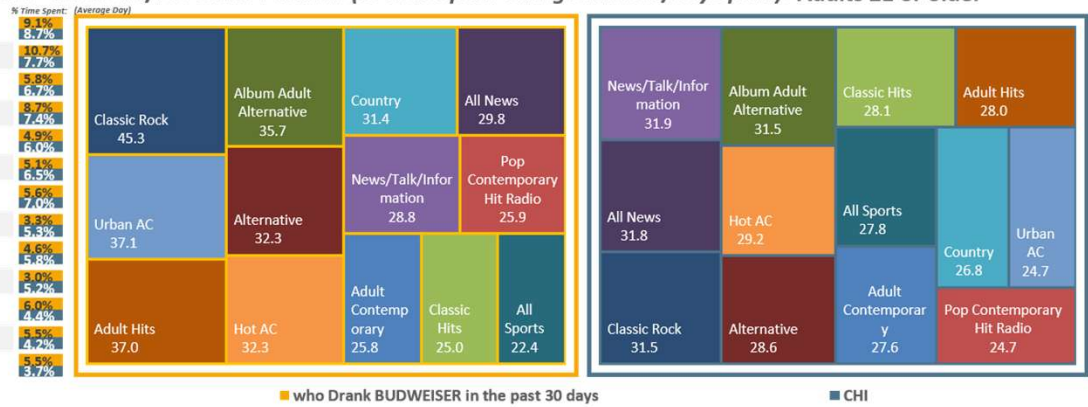


218,084 or 77.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, All Sports, Classic Hits, and Spanish Contemporary.

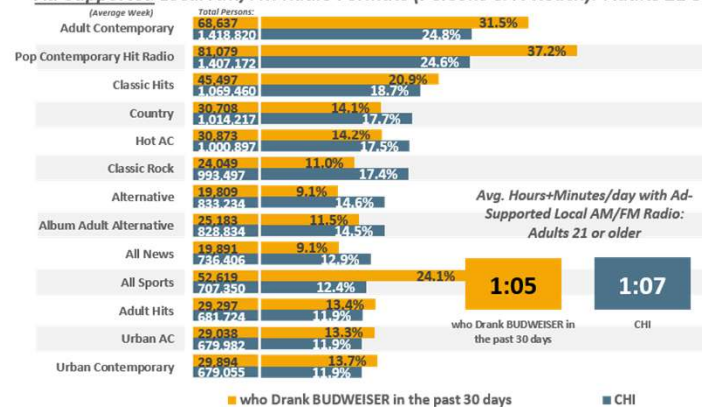
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



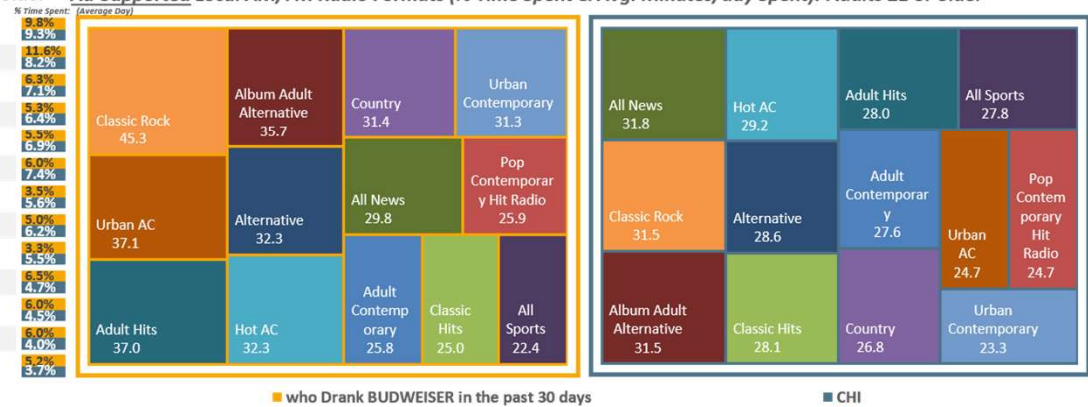
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



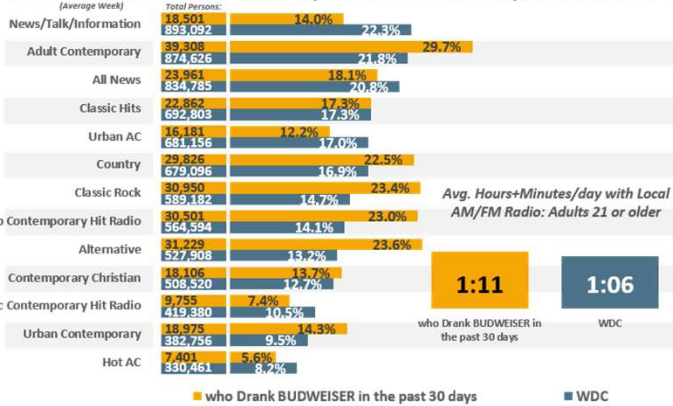
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



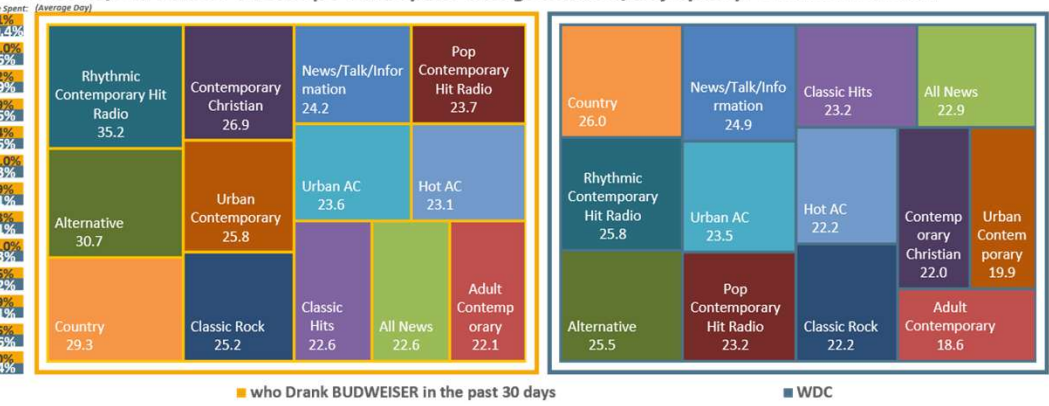


123,440 or 79.% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Rock, Pop Contemporary Hit Radio, and Country.

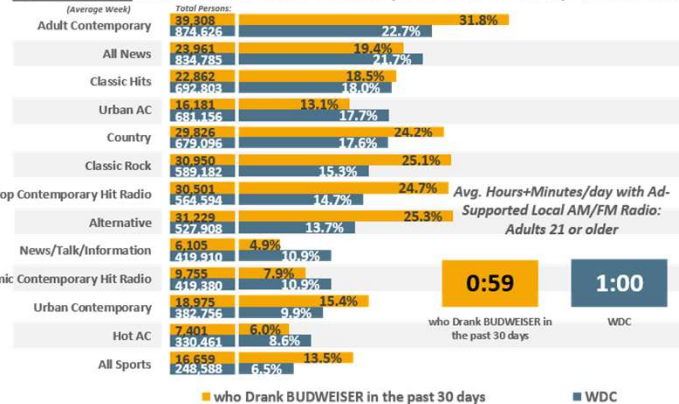
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



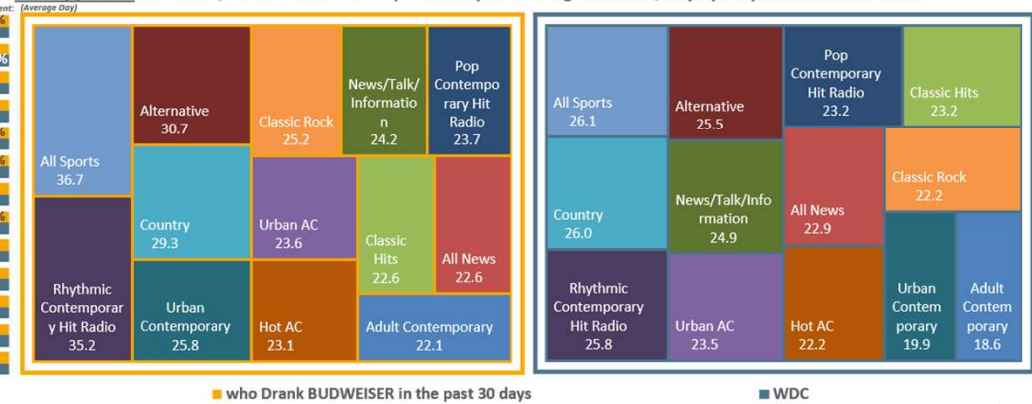
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 189
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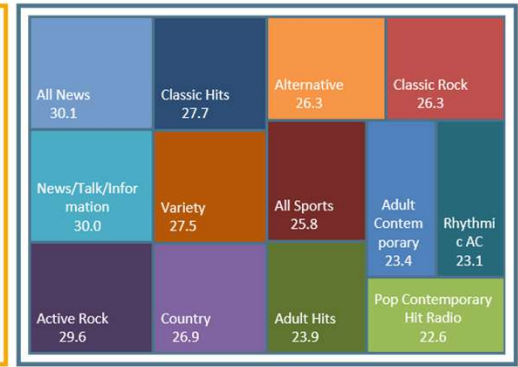
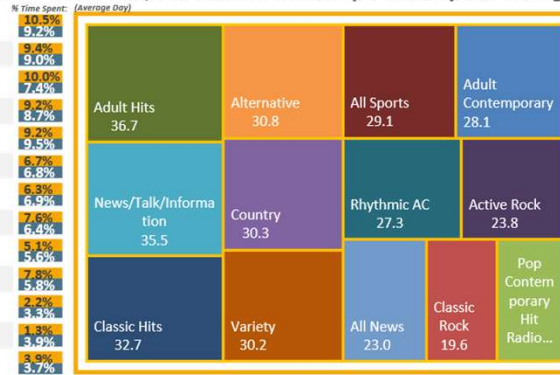
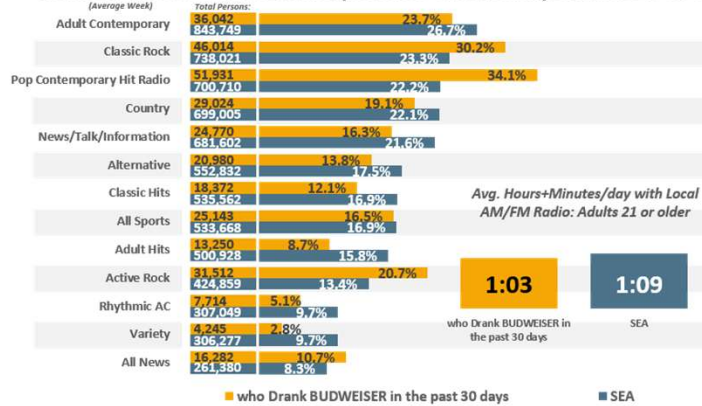
WDC
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

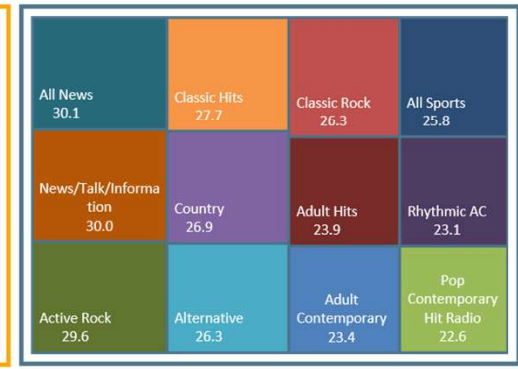
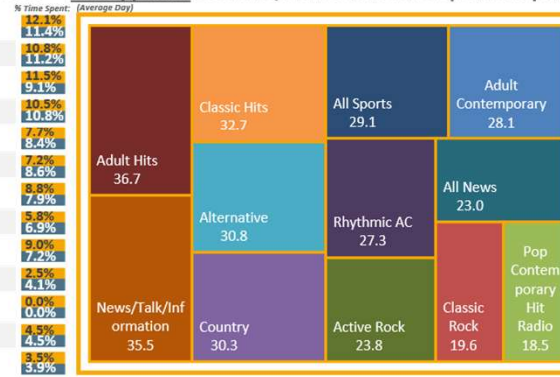
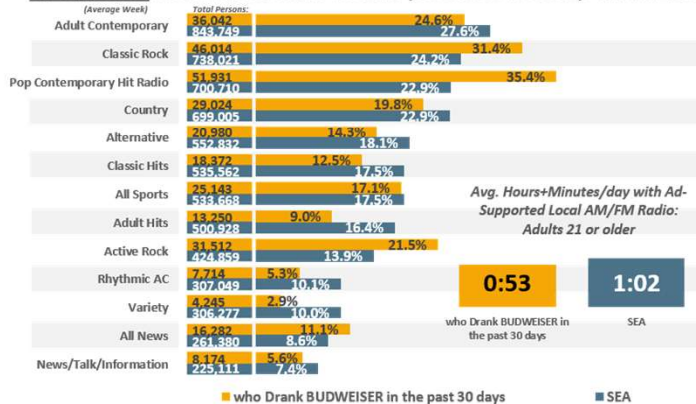


146,772 or 78.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Adult Contemporary, Active Rock, and Country.

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



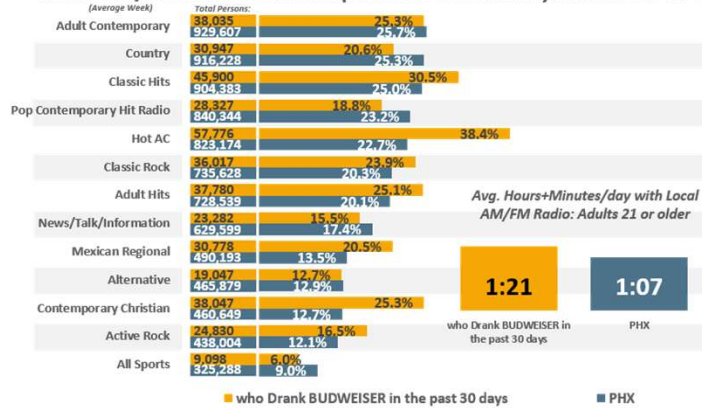
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





147,309 or 80.0% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Contemporary, Adult Hits, and Classic Rock.

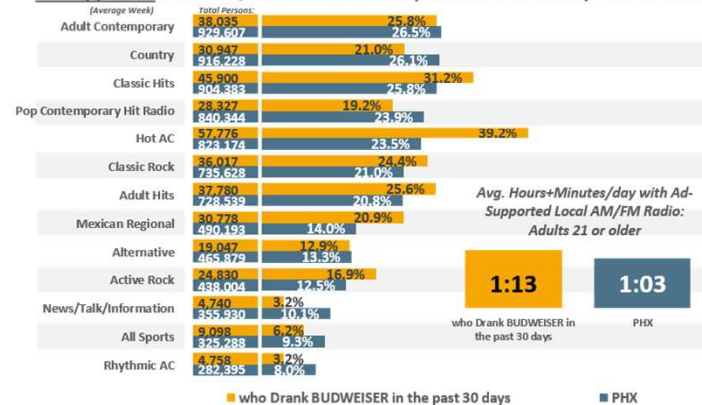
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



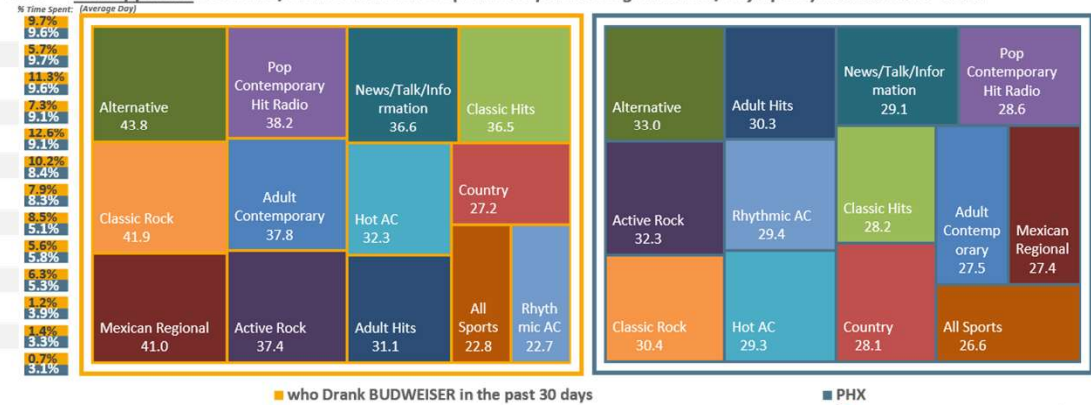
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

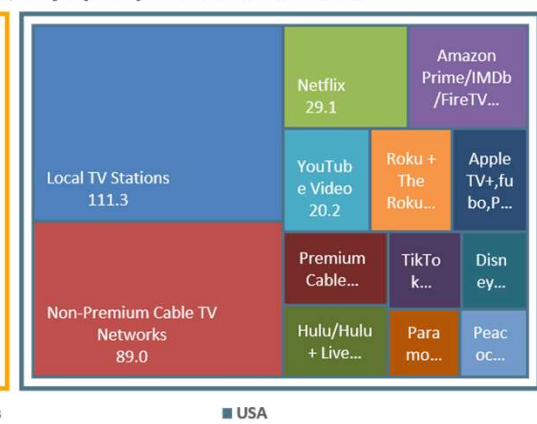
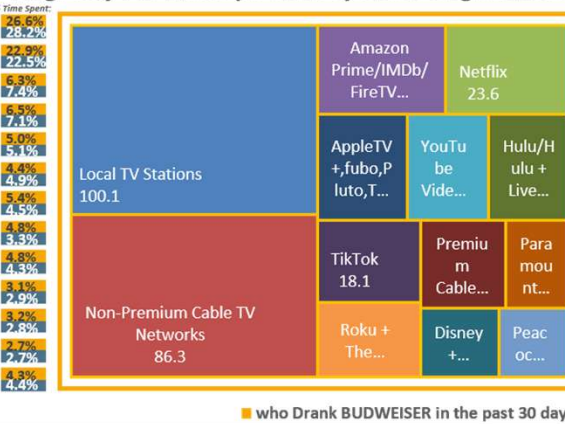
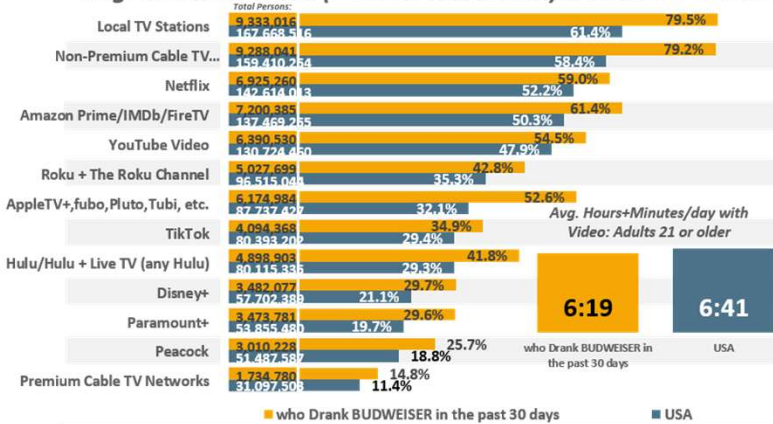




9,005,095 or 76.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

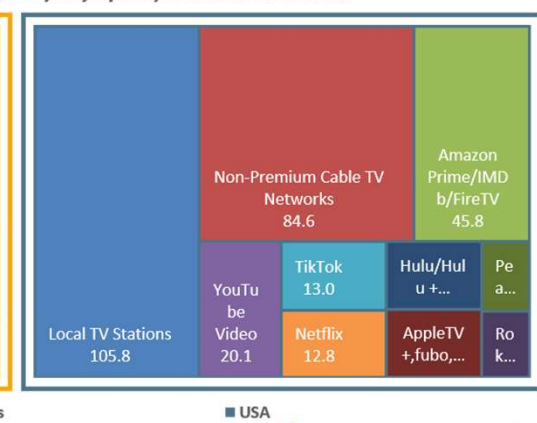
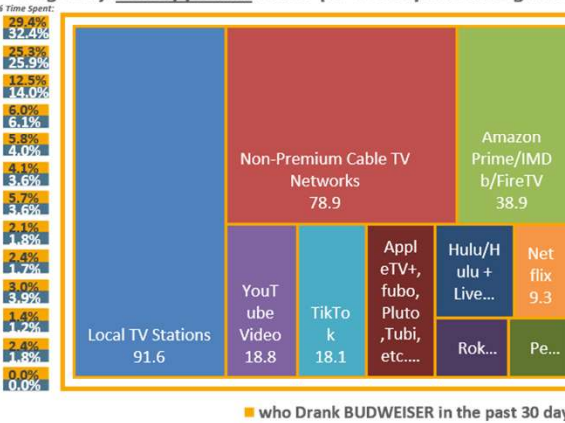
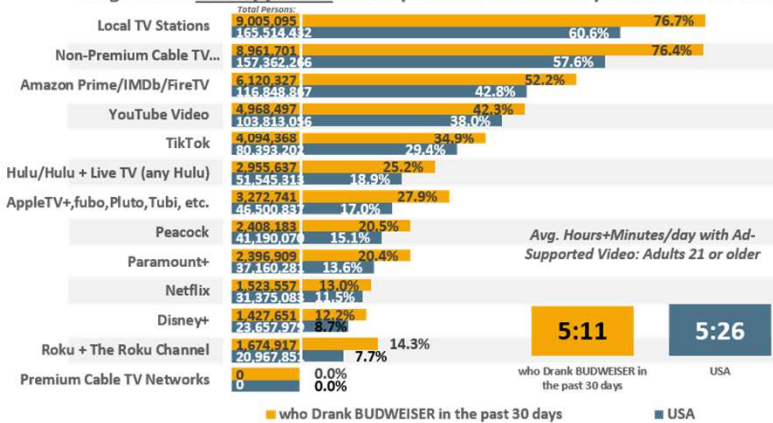
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

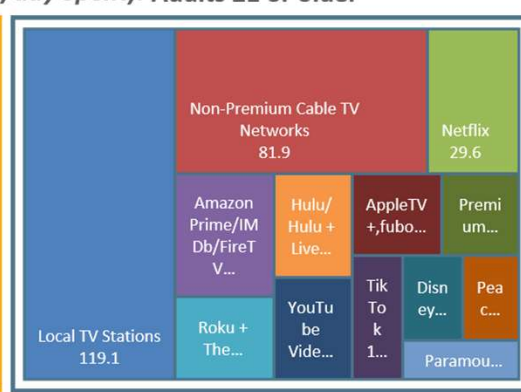
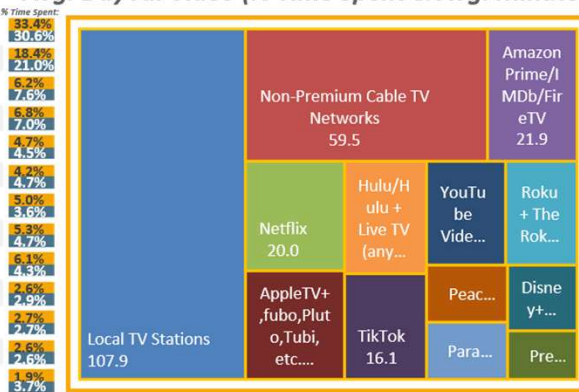
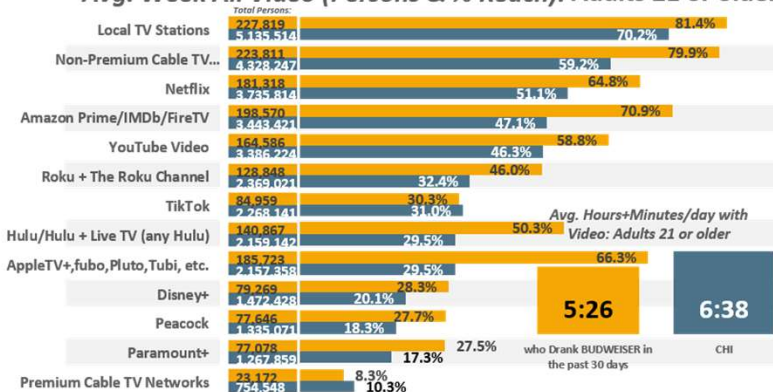




218,359 or 78.% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

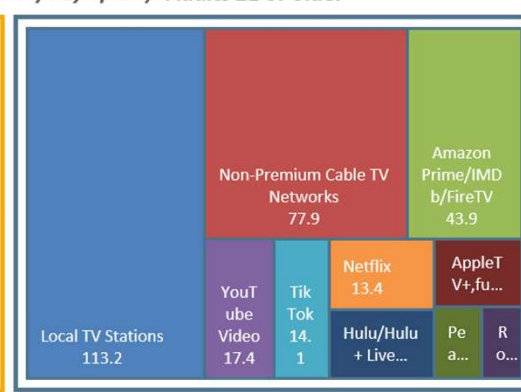
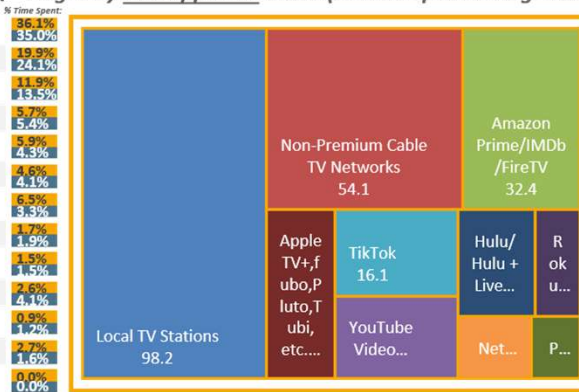
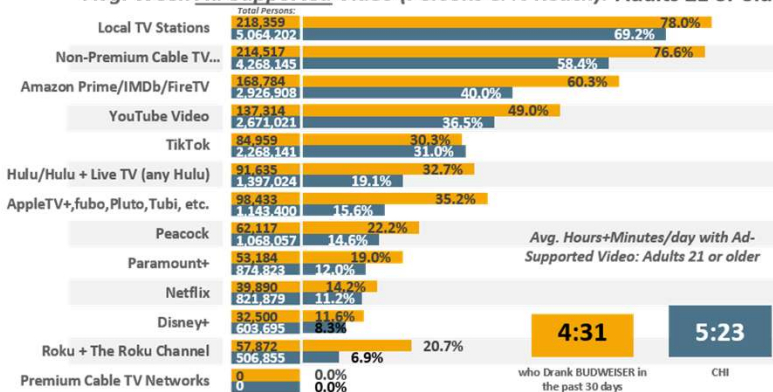
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

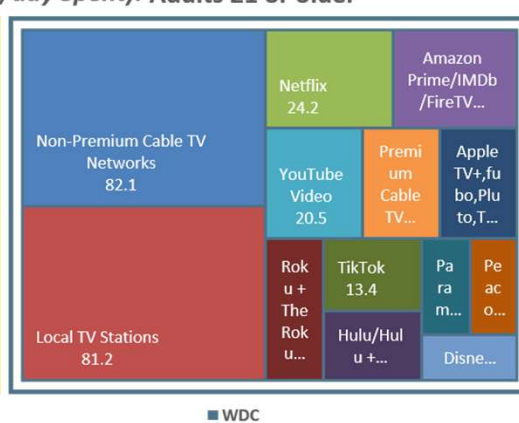
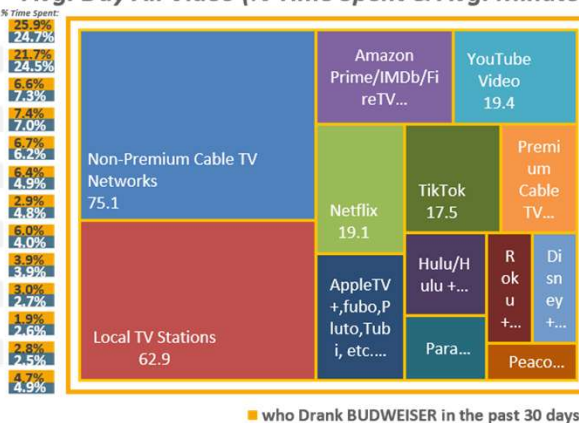
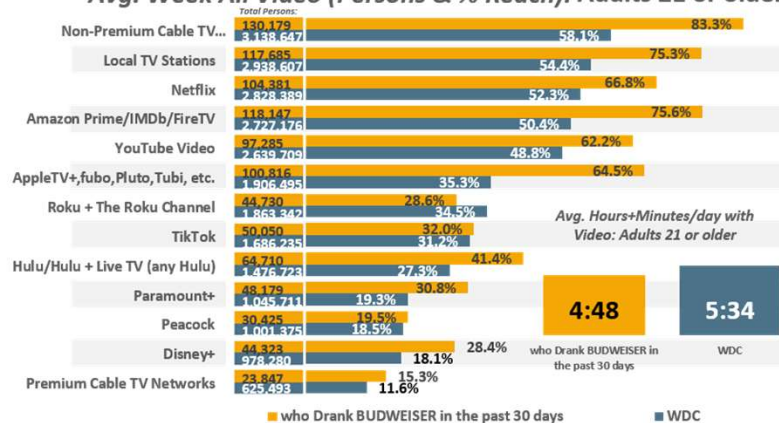




111,937 or 71.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 57. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

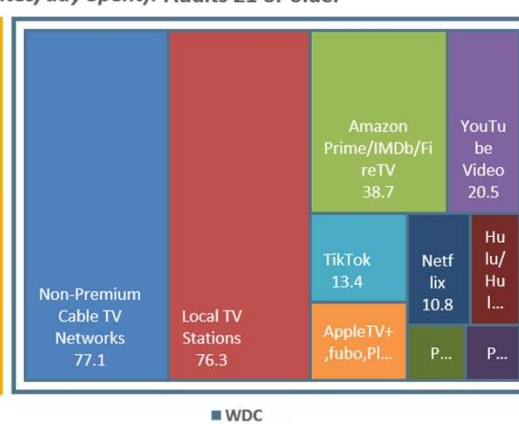
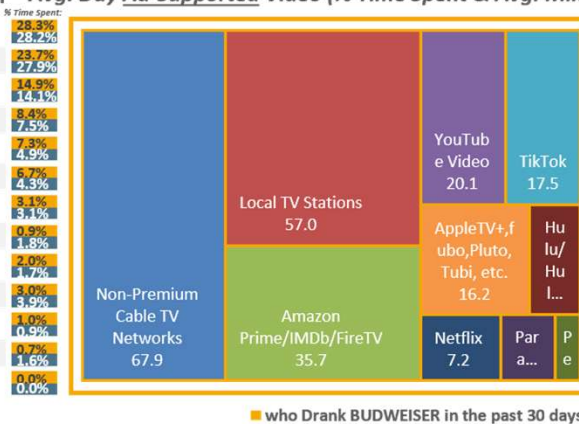
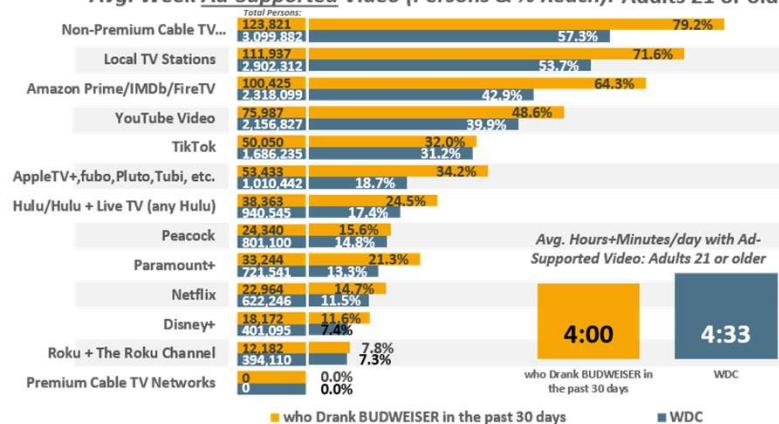
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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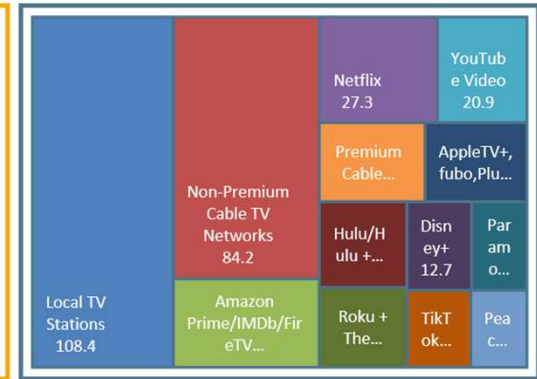
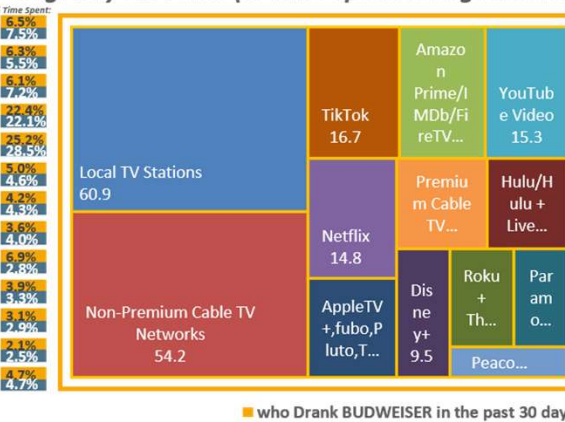
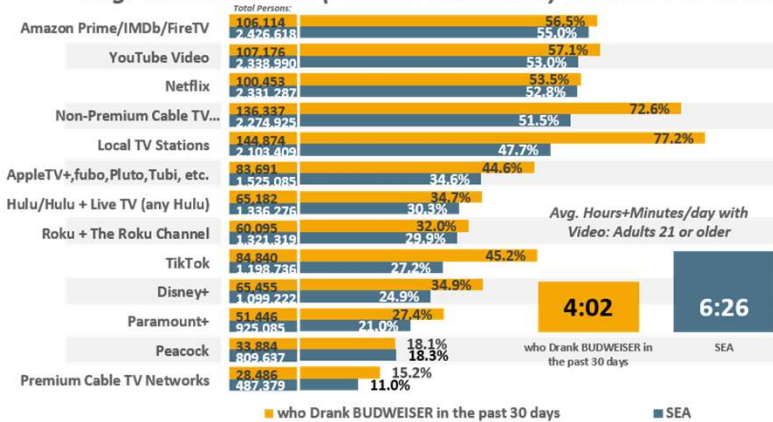
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



141,001 or 75.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.6 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

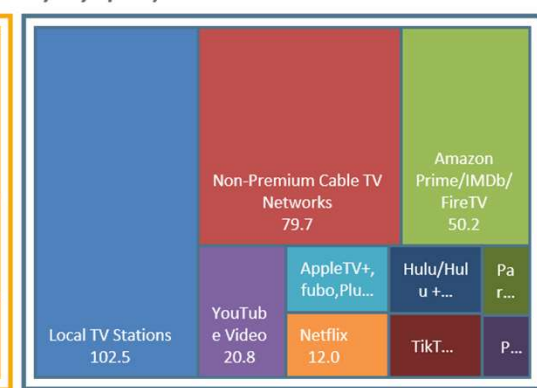
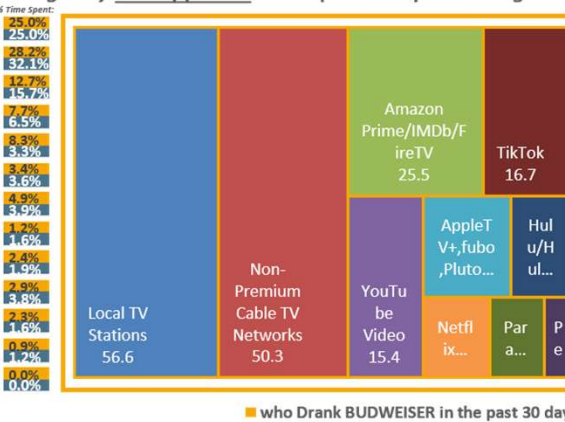
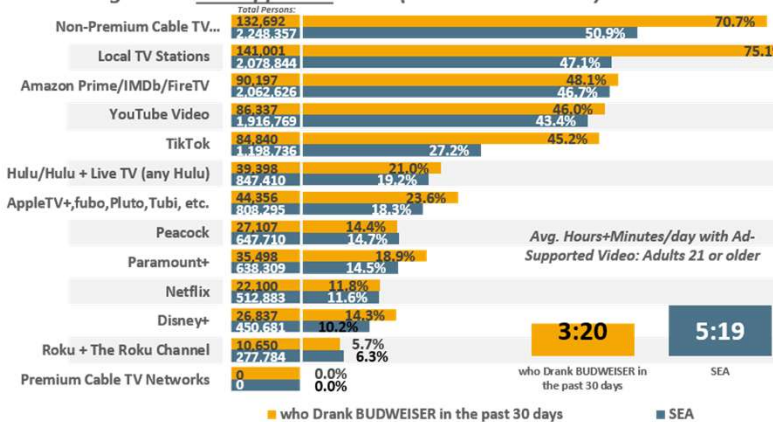
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

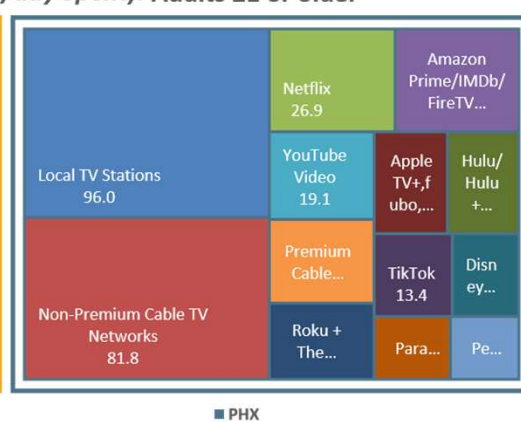
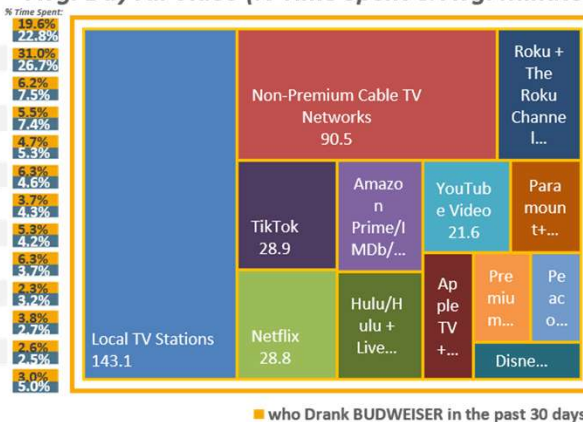
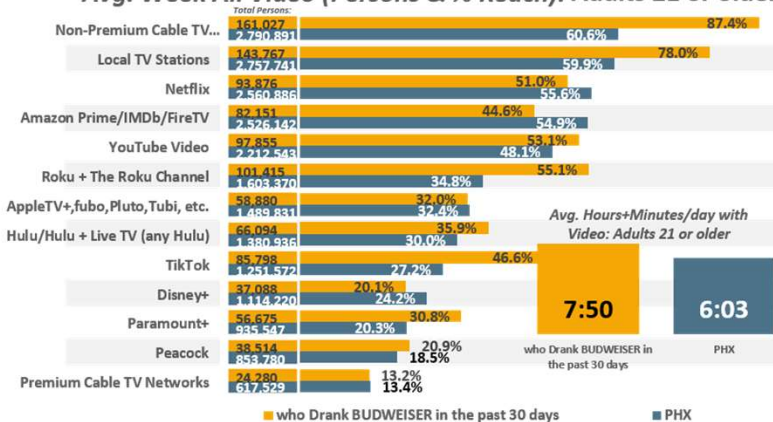




139,012 or 75.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 132.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

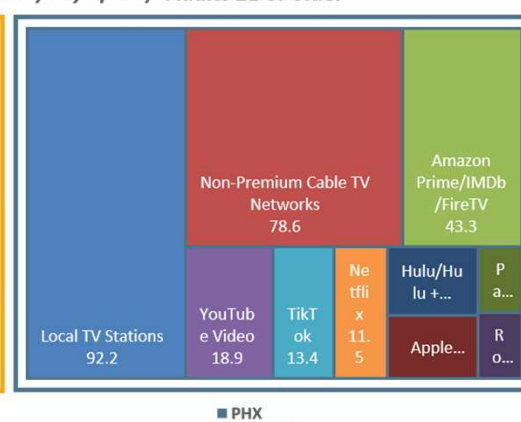
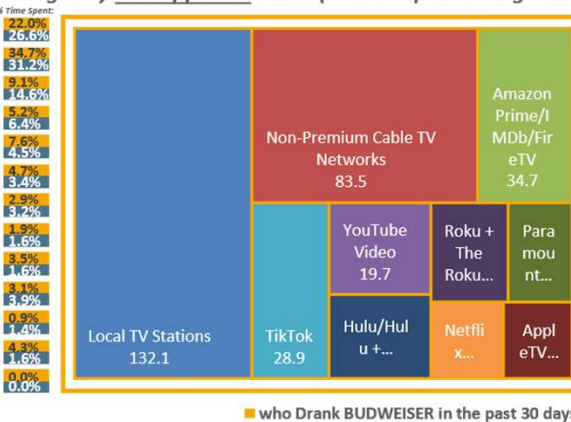
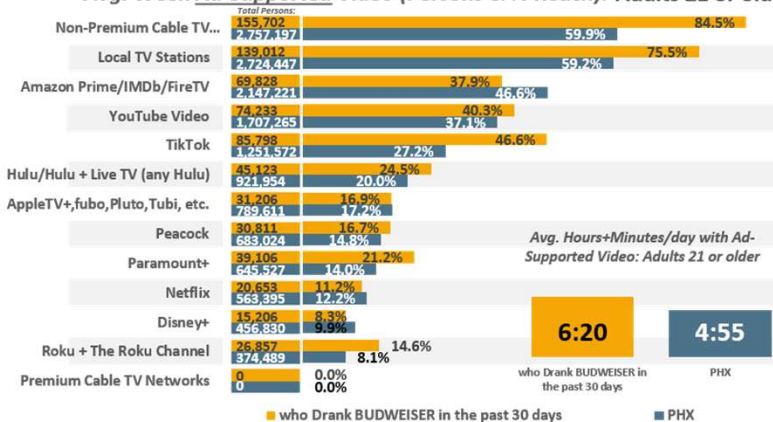
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



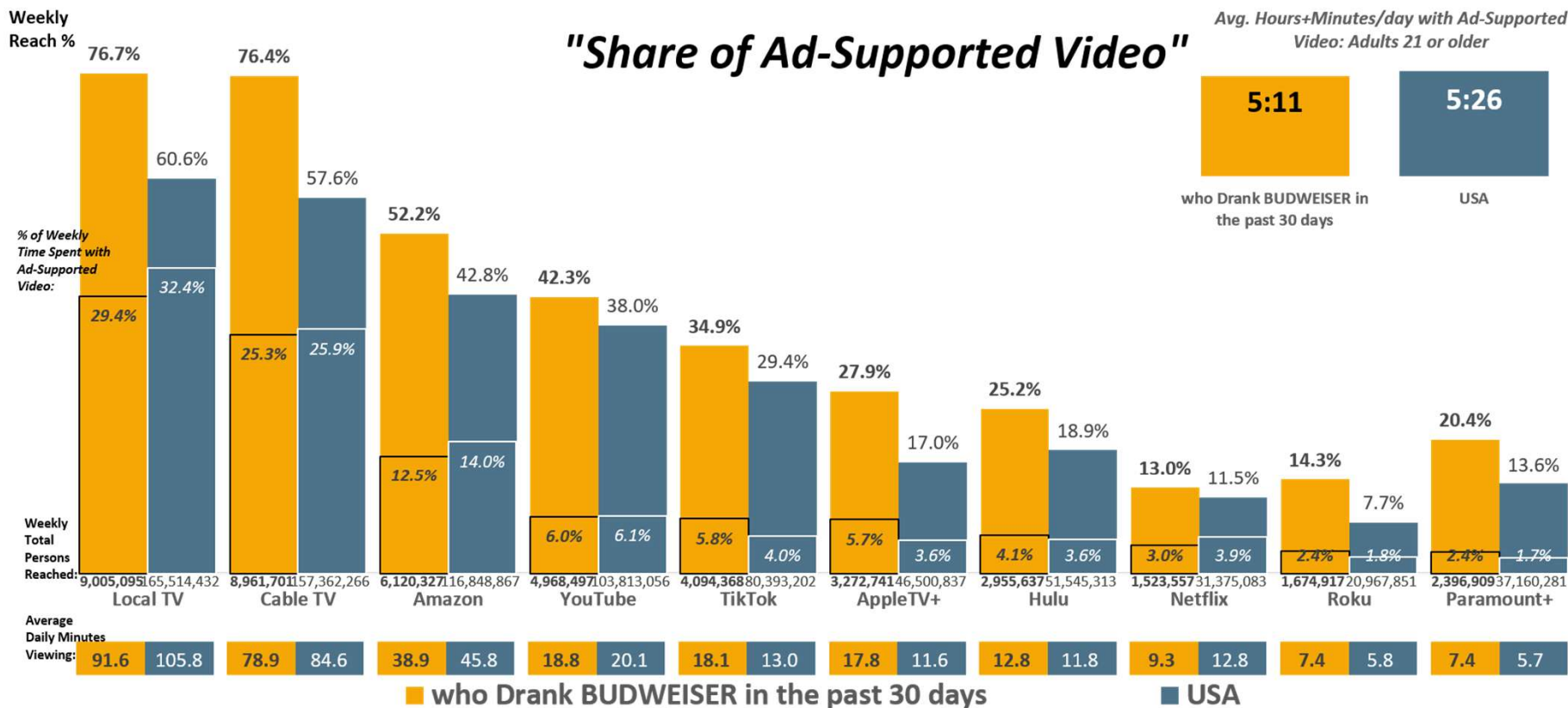
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 119
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



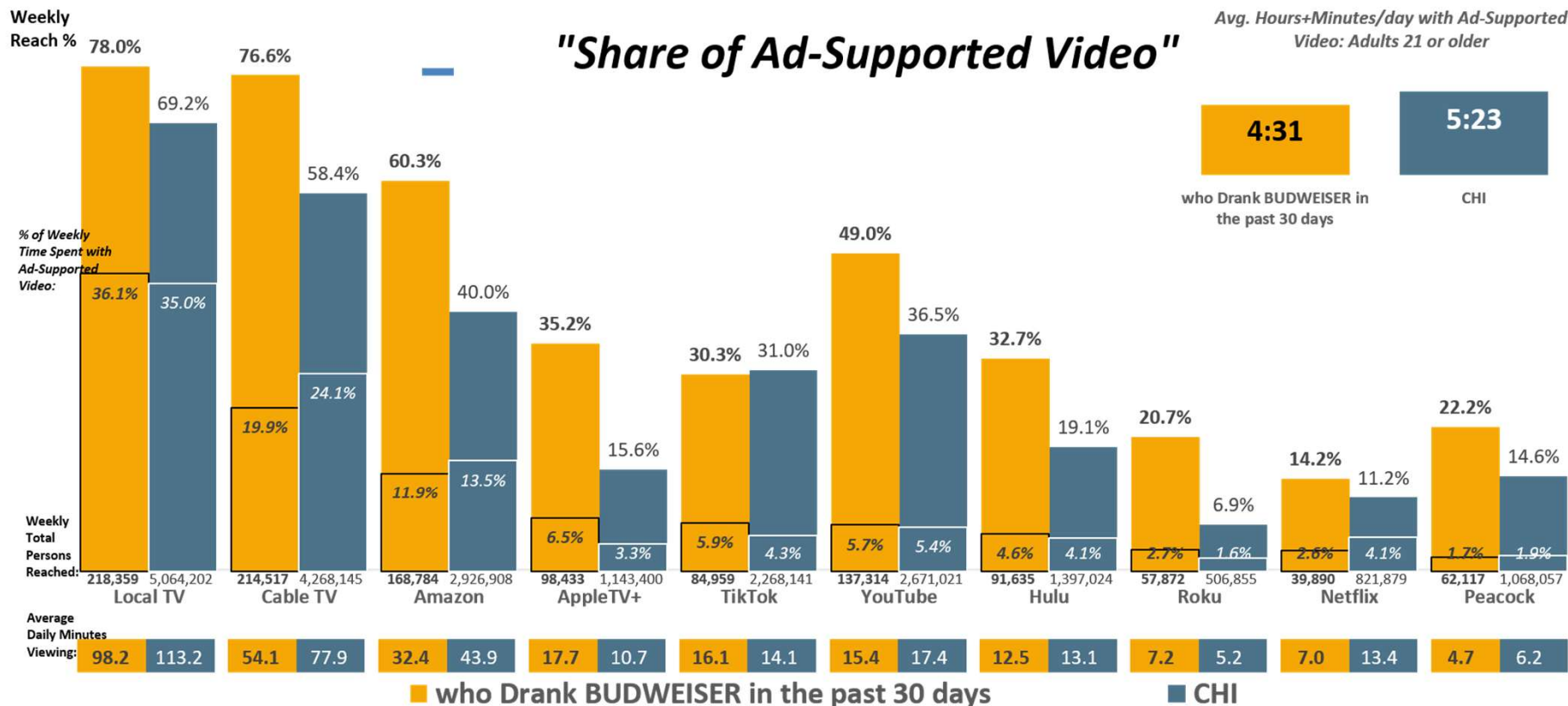
9,005,095 or 76.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.





218,359 or 78.0% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

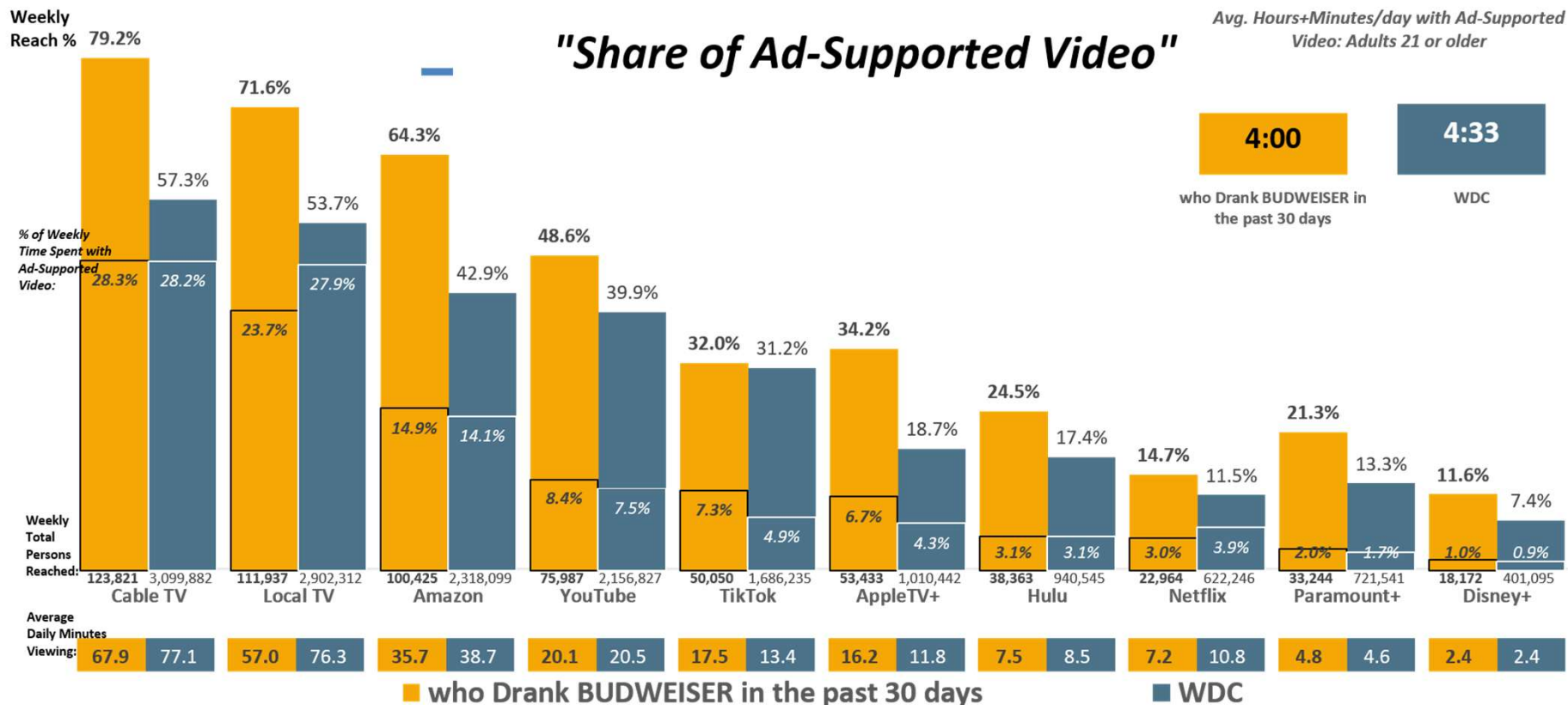
"Share of Ad-Supported Video"





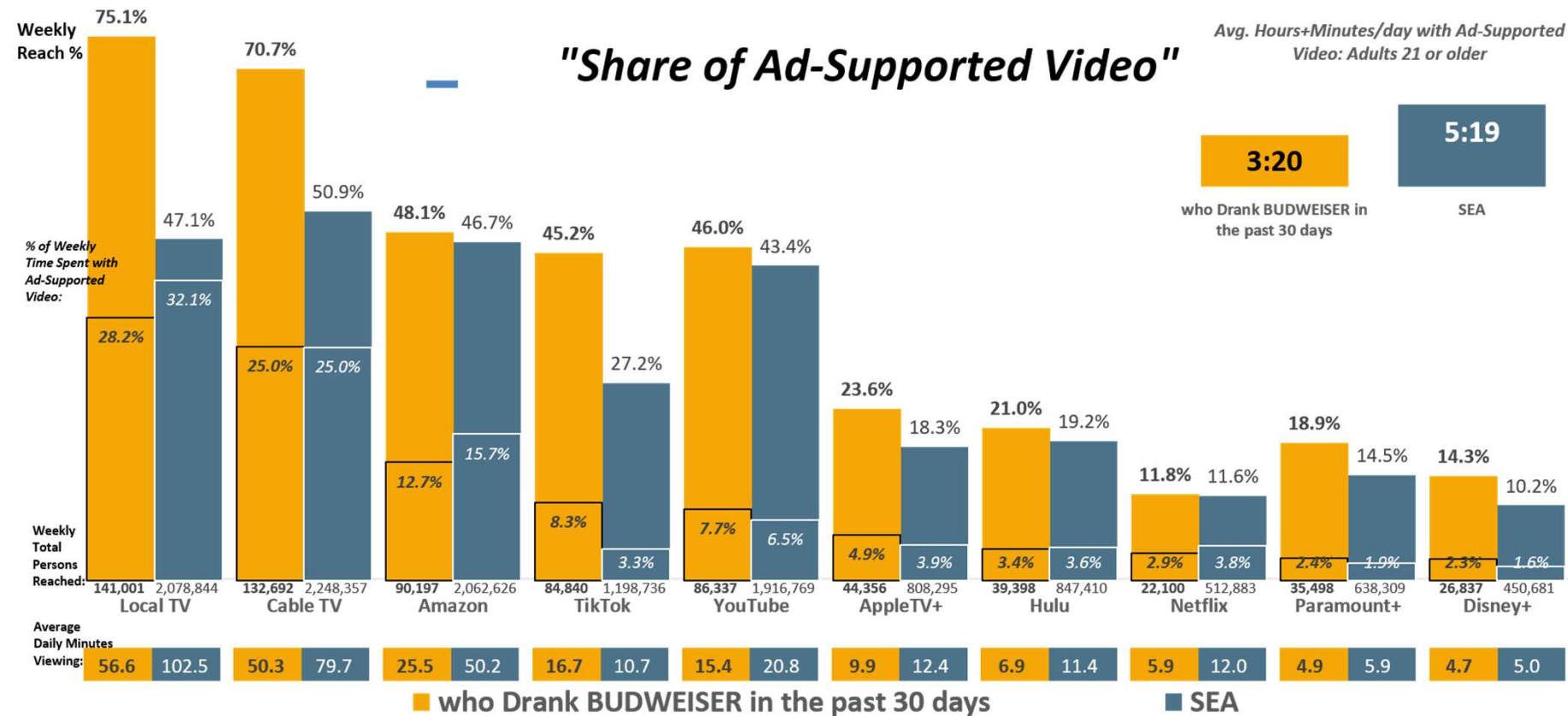
111,937 or 71.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 57. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





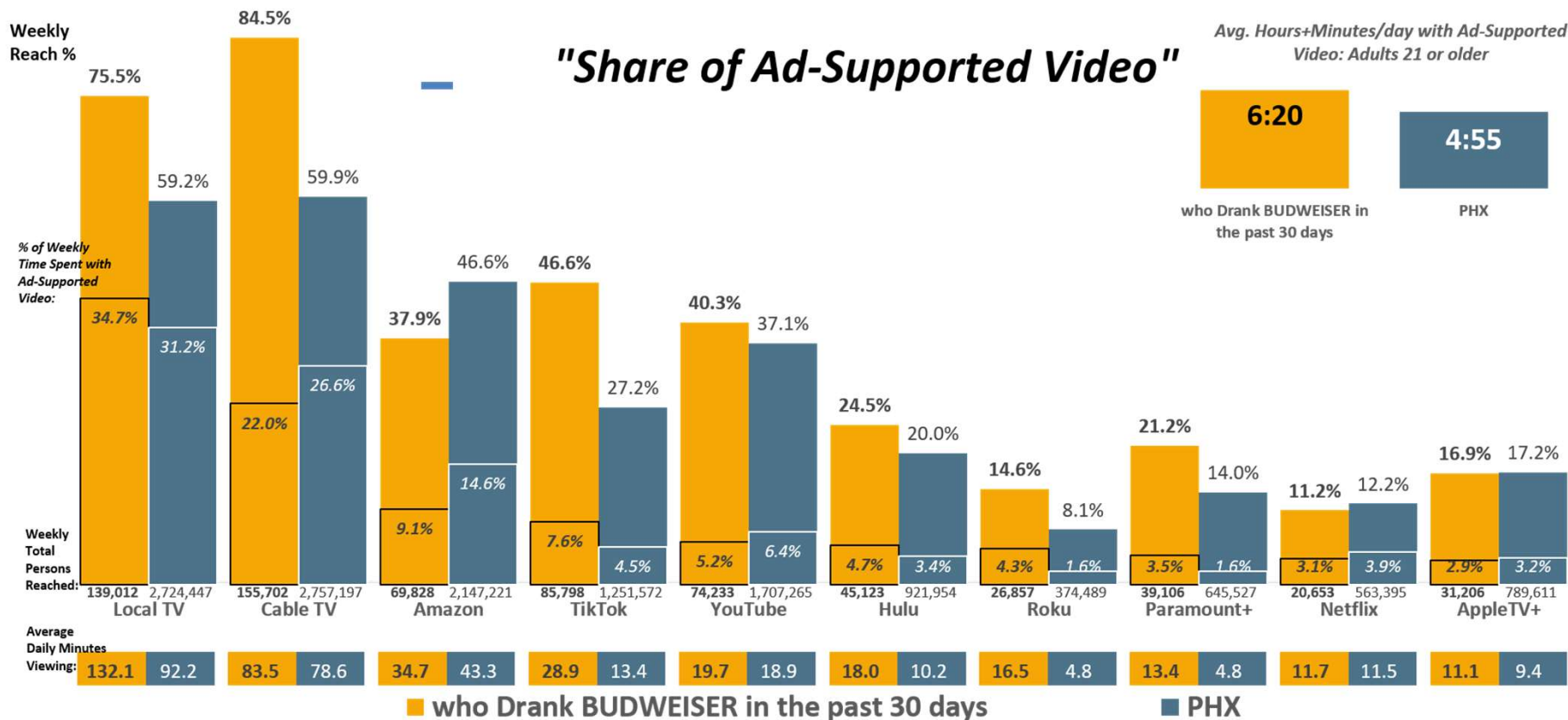
141,001 or 75.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.6 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.





139,012 or 75.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 132.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

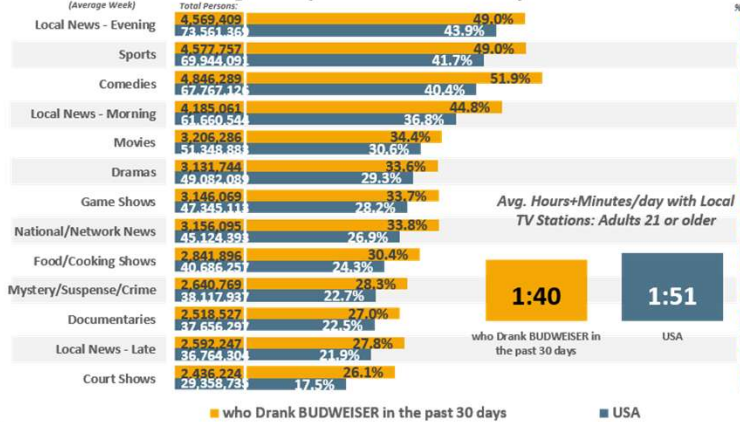
"Share of Ad-Supported Video"



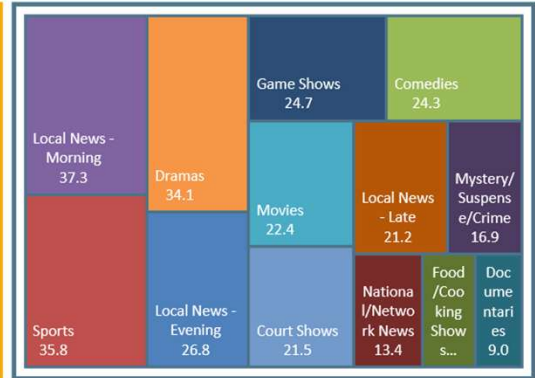
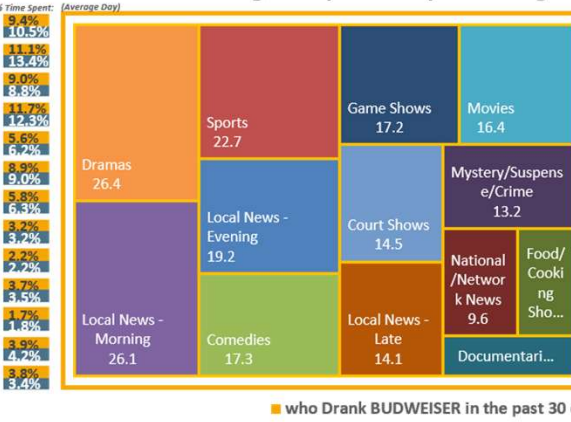


9,005,095 or 76.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

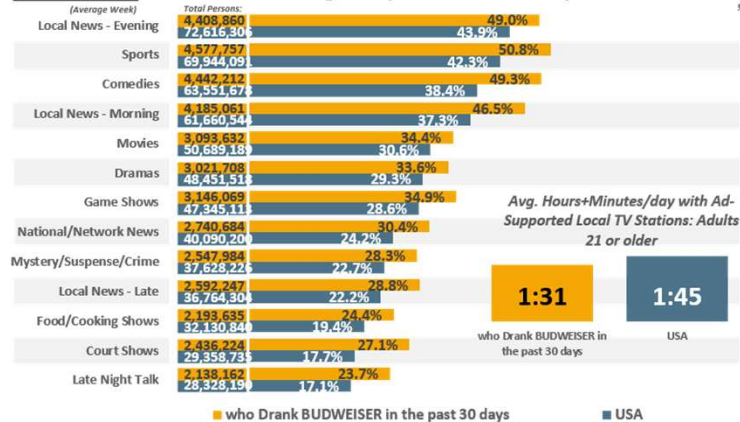
Local TV Station Programs (Persons & % Reach): Adults 21 or older



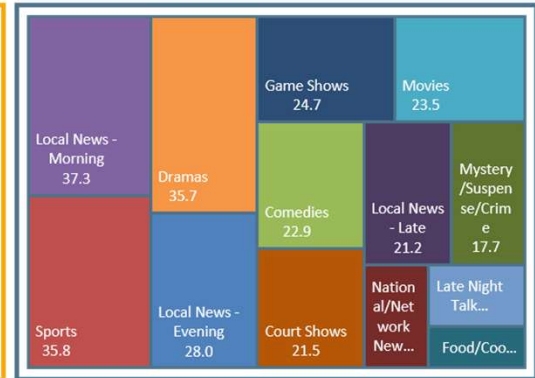
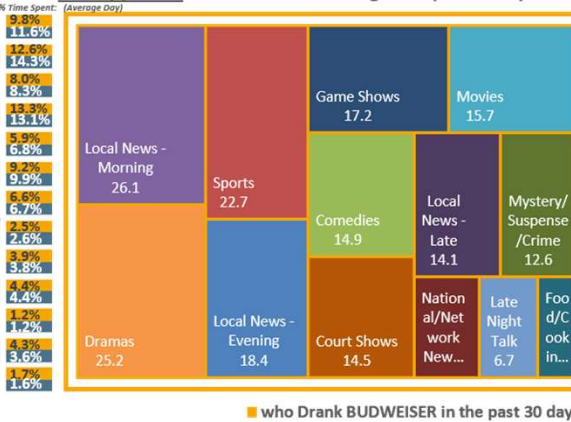
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



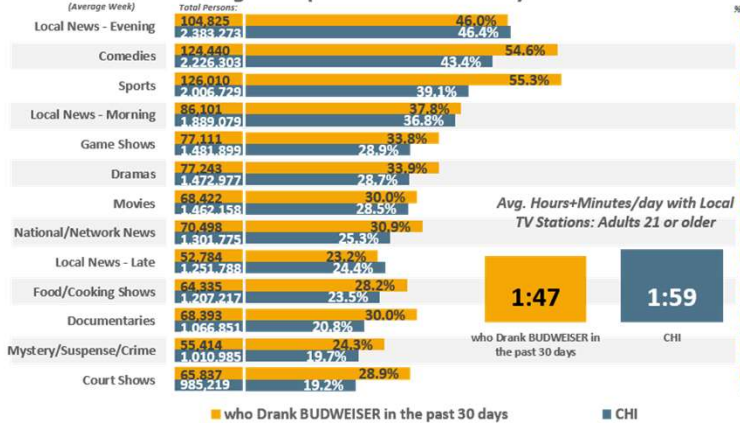
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



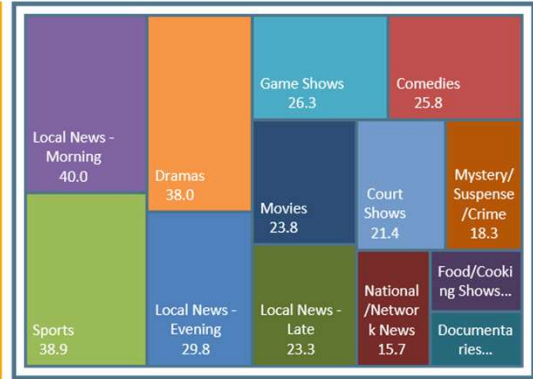


218,359 or 78.% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Dramas.

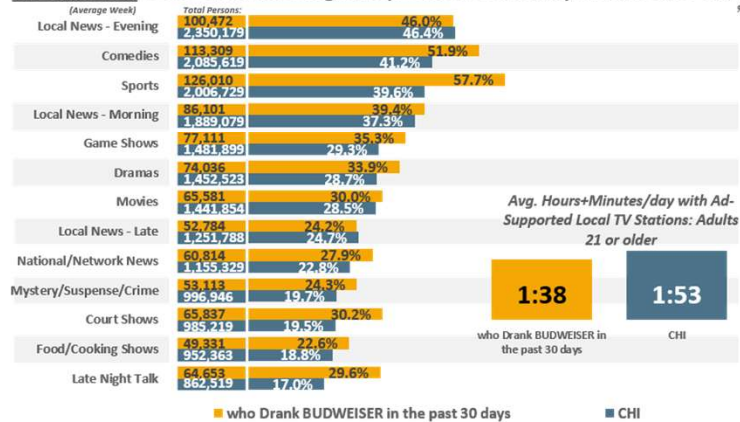
Local TV Station Programs (Persons & % Reach): Adults 21 or older



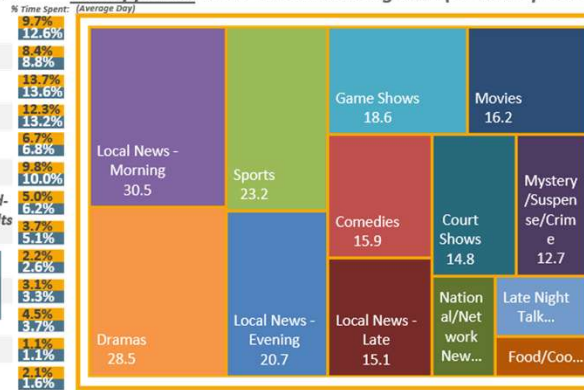
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 178
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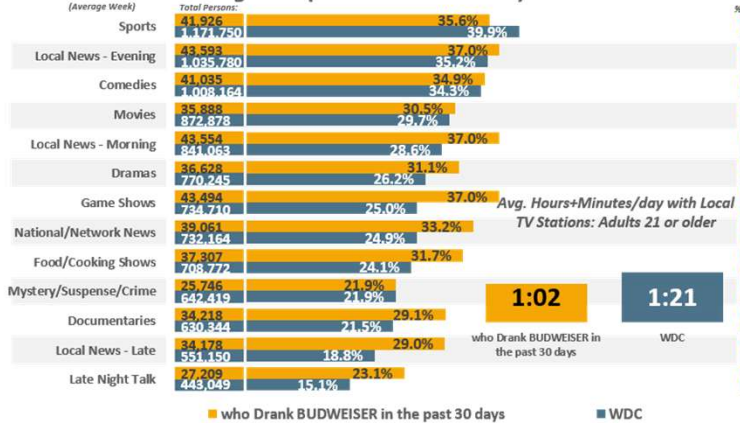
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

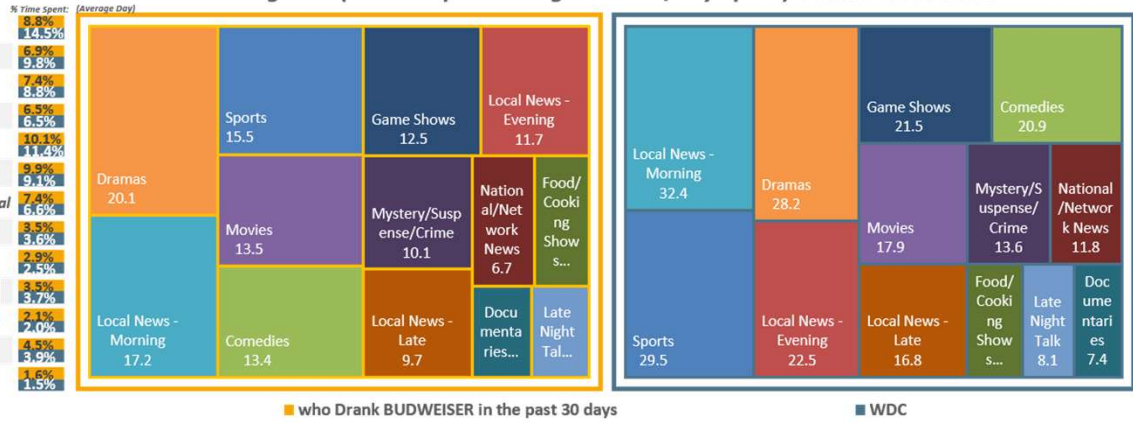


111,937 or 71.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Game Shows, Sports, Local News - Evening, Comedies, and Dramas.

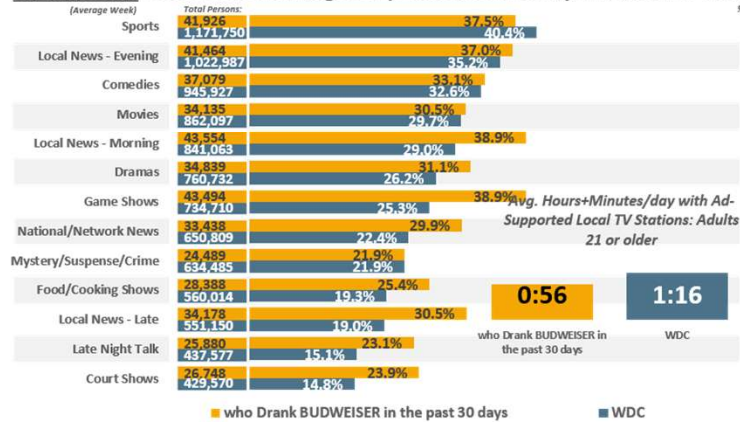
Local TV Station Programs (Persons & % Reach): Adults 21 or older



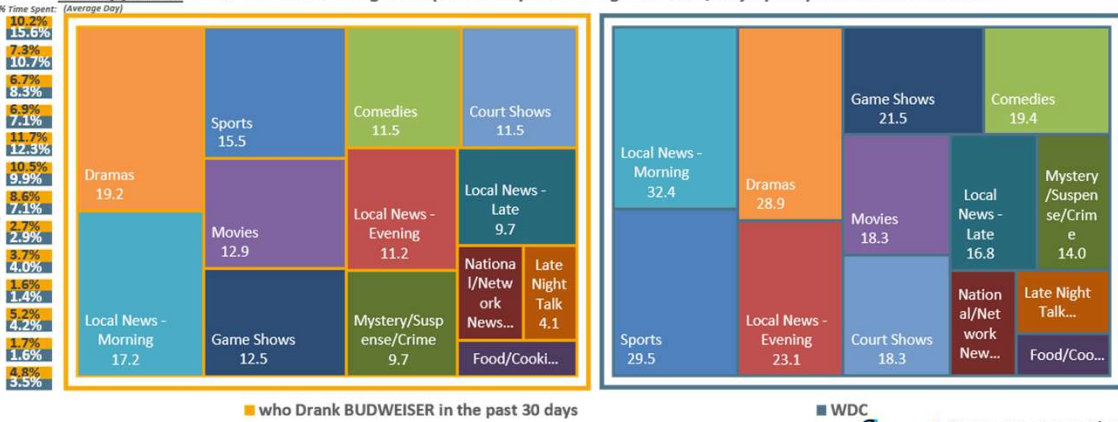
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 189
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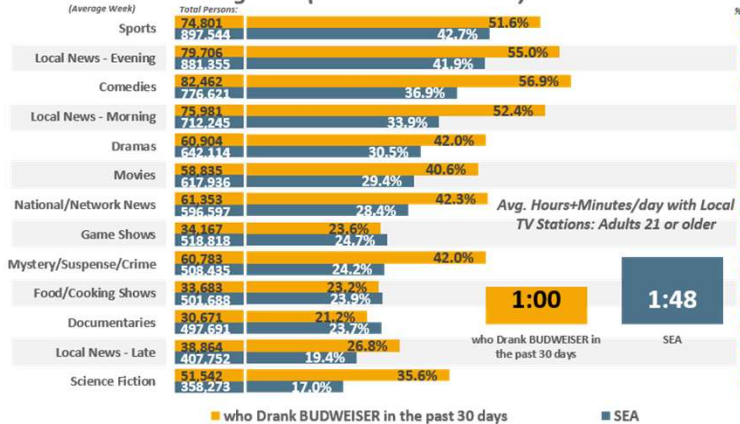
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

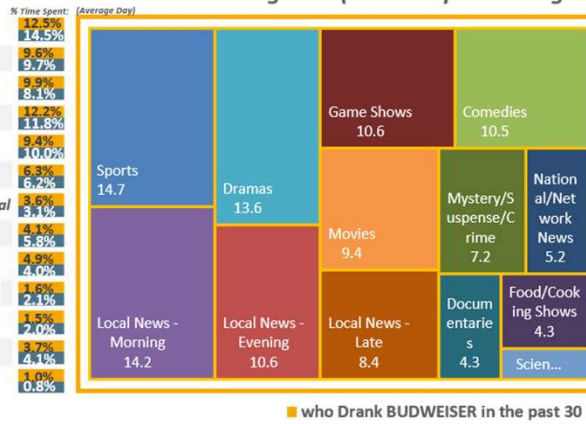


141,001 or 75.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Dramas, and Mystery/Suspense/Crime.

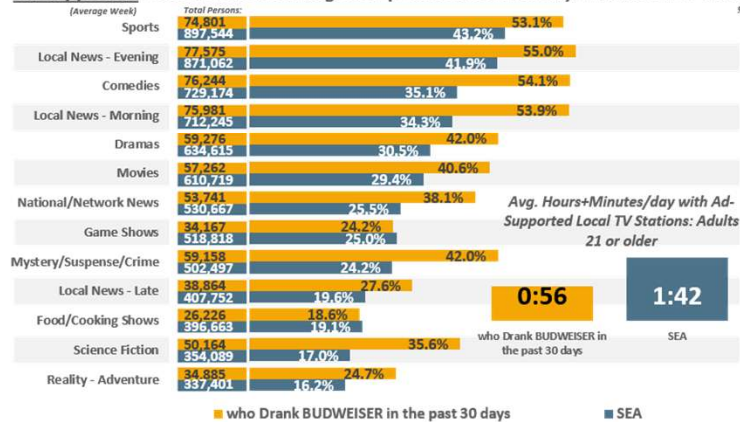
Local TV Station Programs (Persons & % Reach): Adults 21 or older



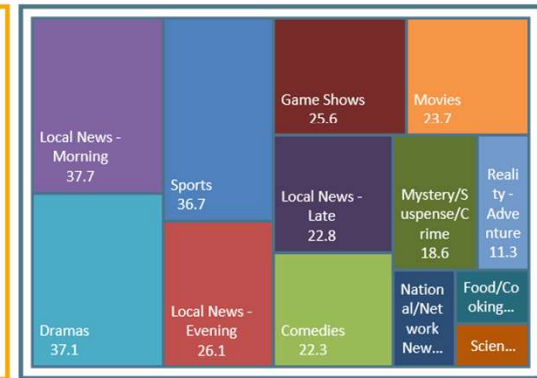
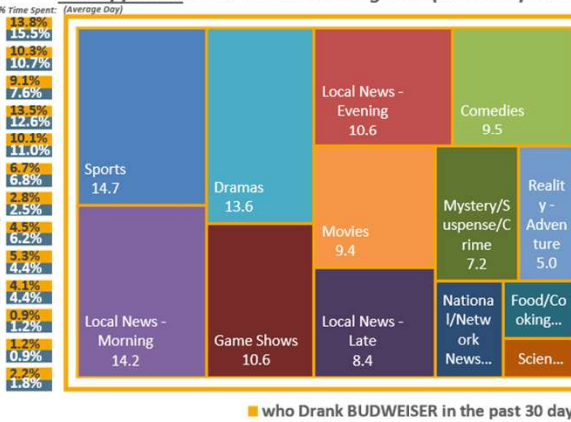
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



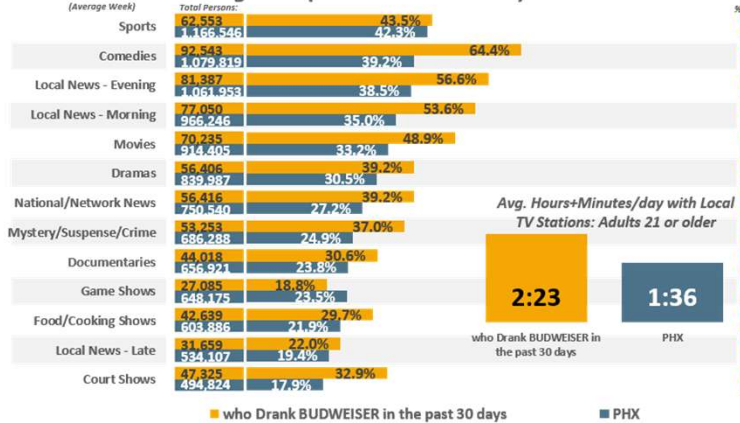
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



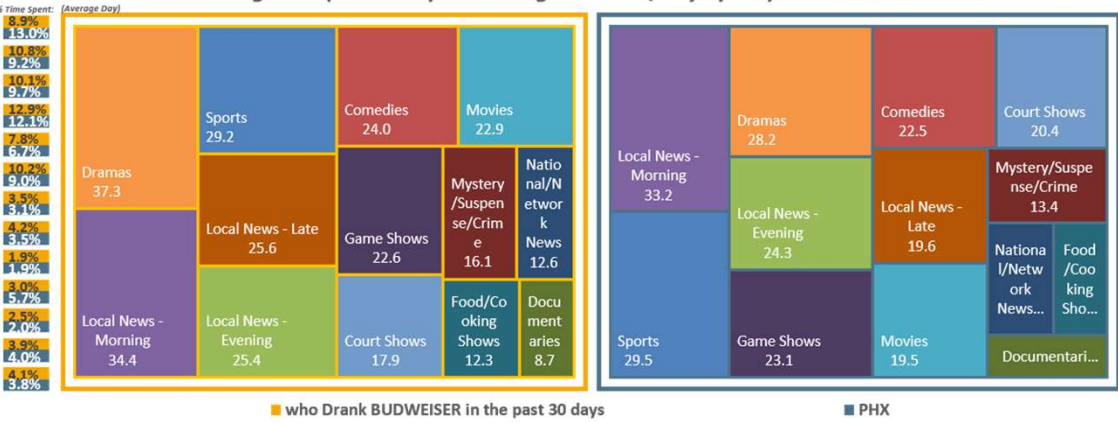


139,012 or 75.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Movies, Sports, and Dramas.

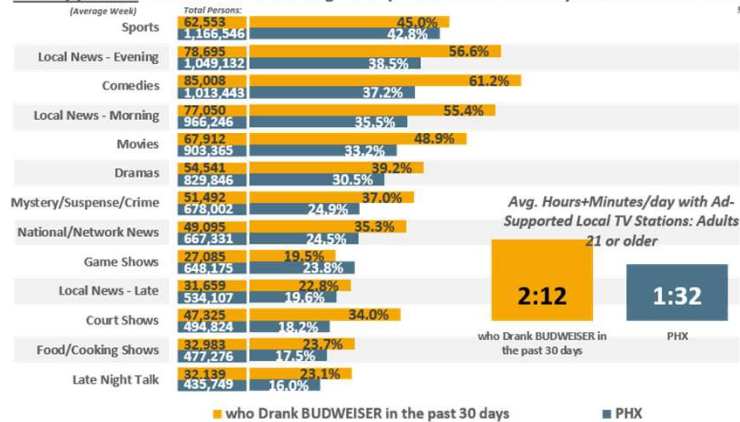
Local TV Station Programs (Persons & % Reach): Adults 21 or older



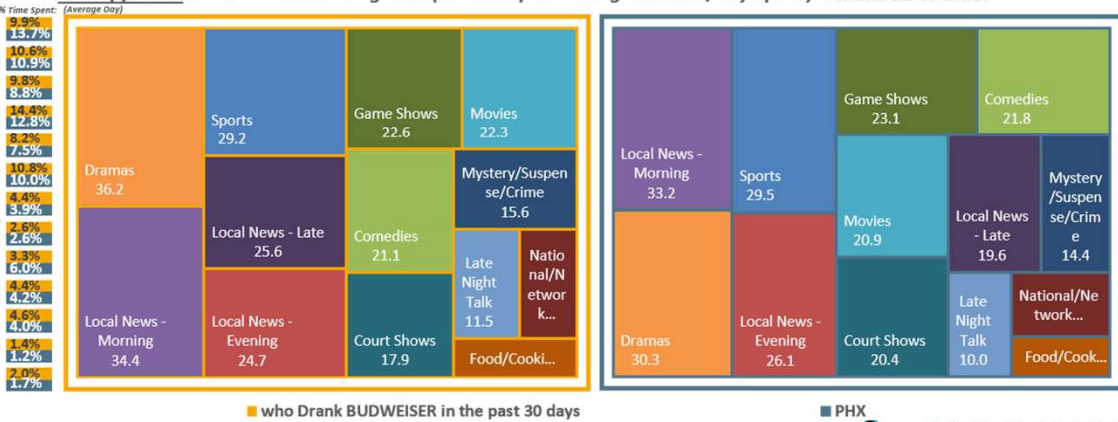
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

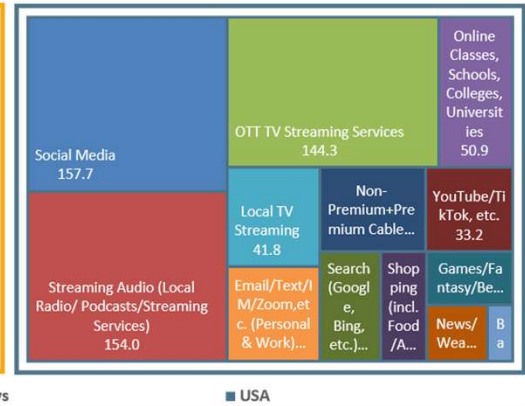
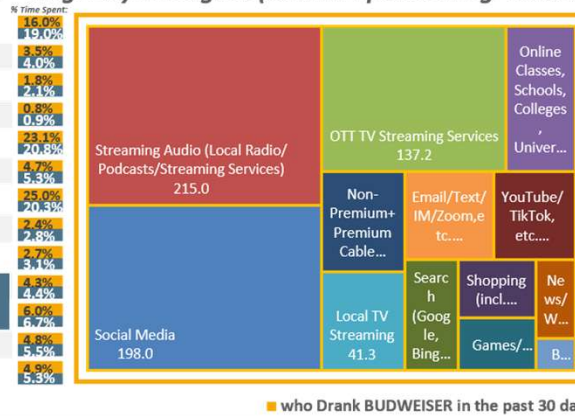
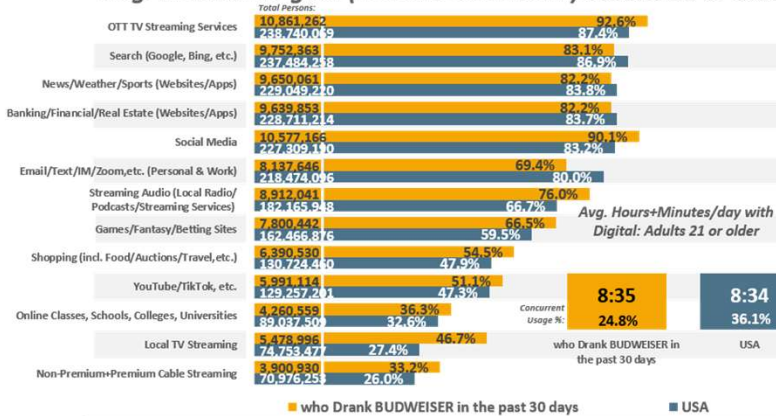




9,297,565 or 79.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 174.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

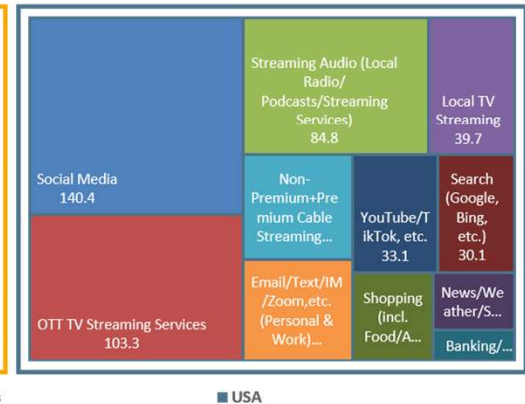
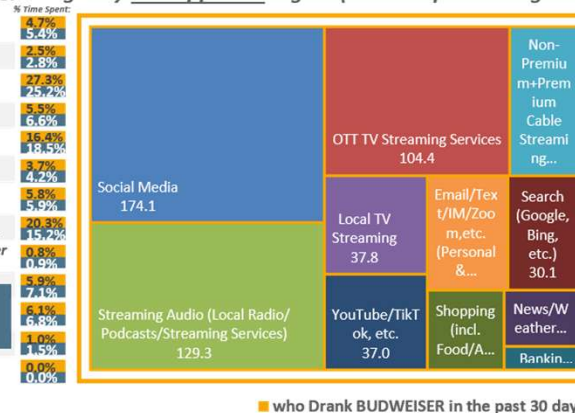
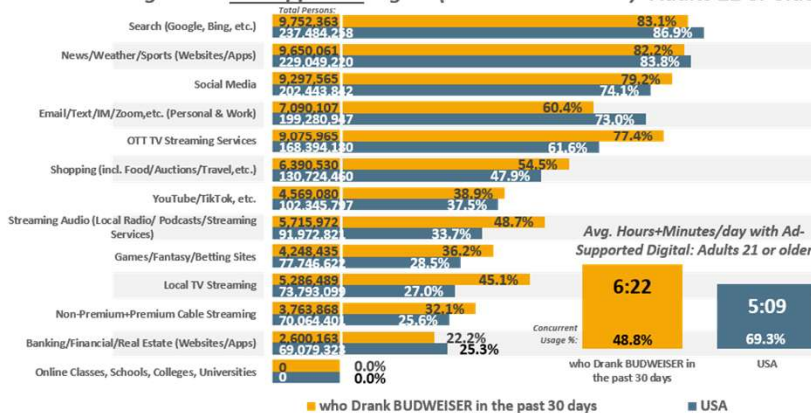
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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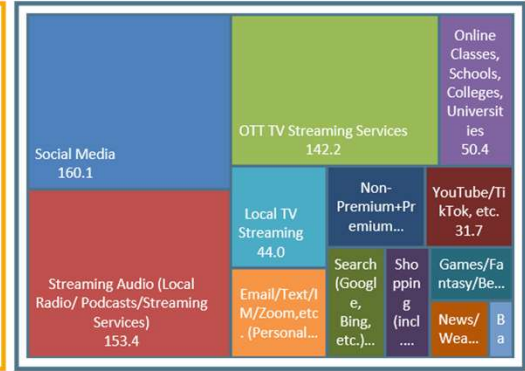
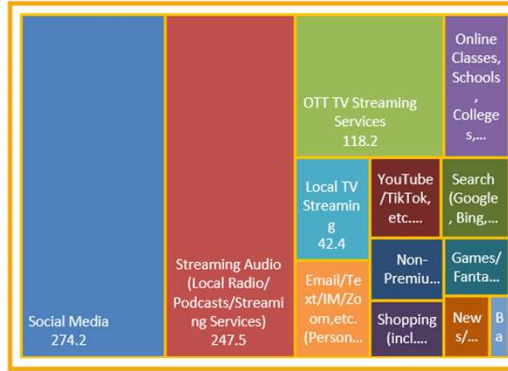
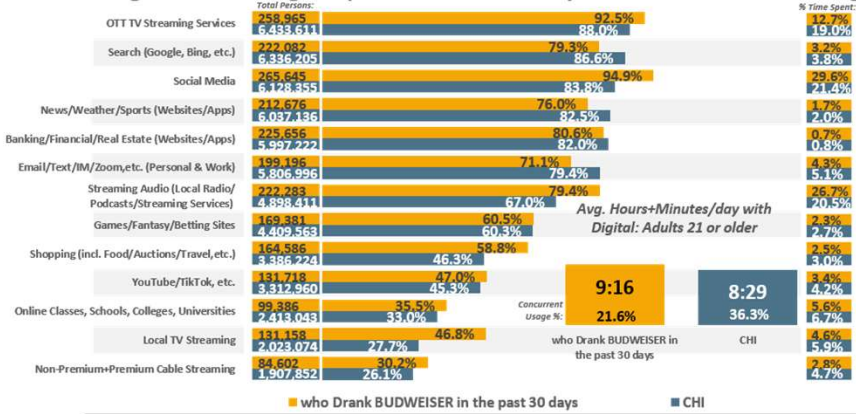
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



248,480 or 88.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 256.5 minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

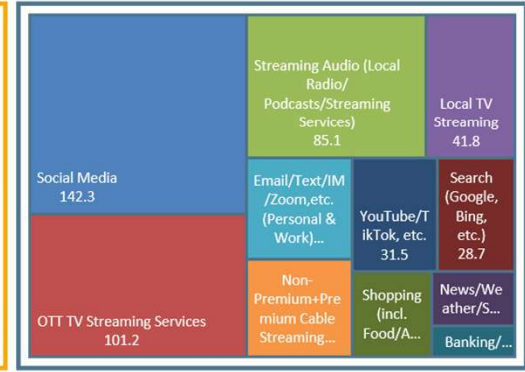
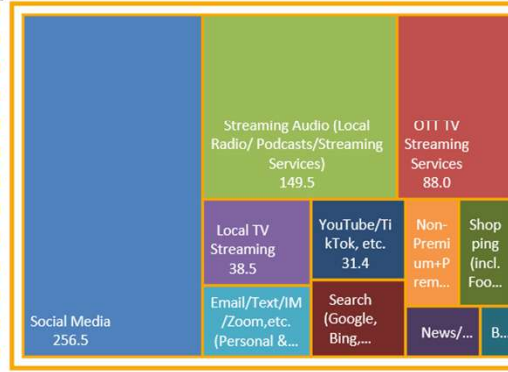
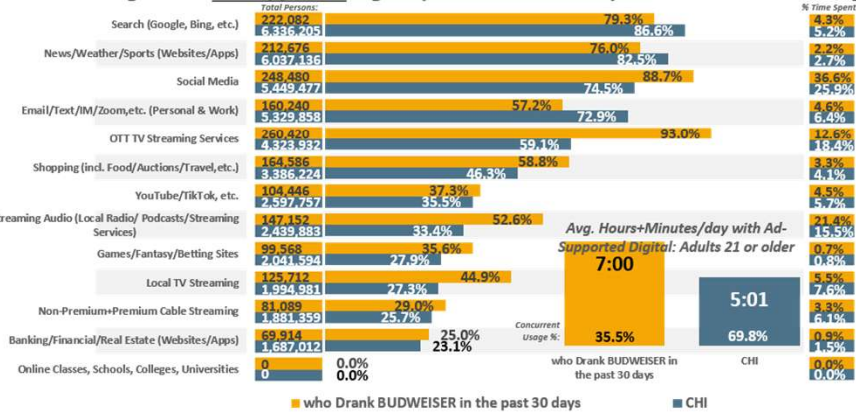
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

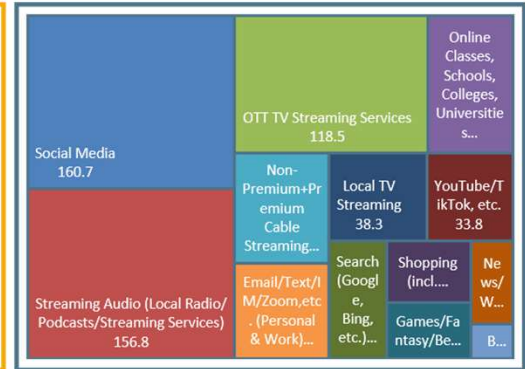
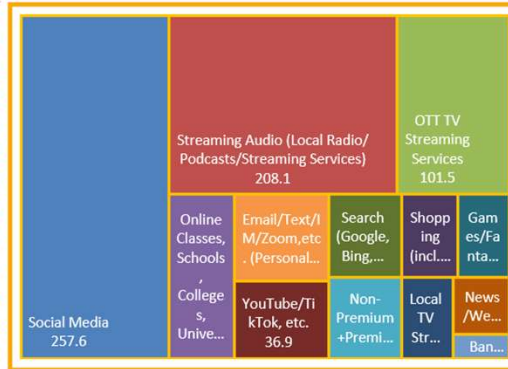
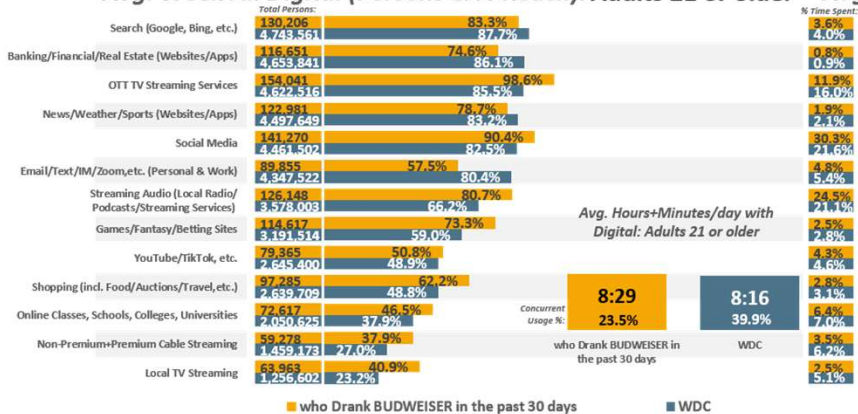




129,406 or 82.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 235.9 minutes every day representing 37.% of all time spent daily with Ad-Supported Digital Media.

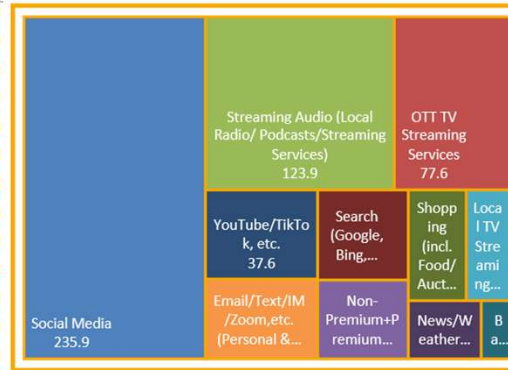
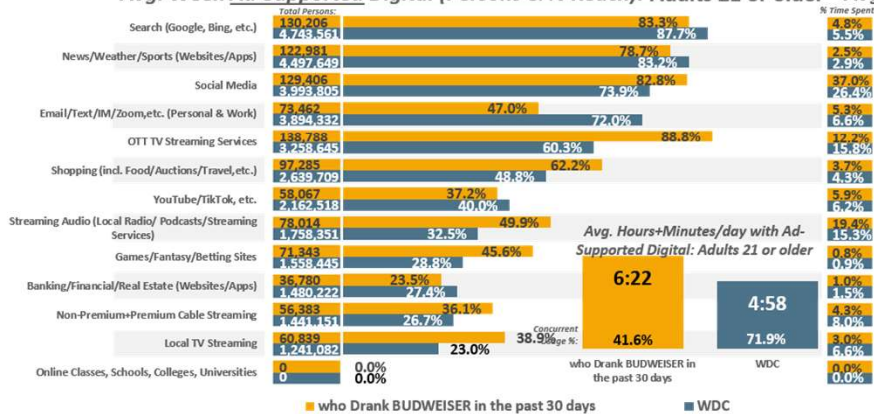
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

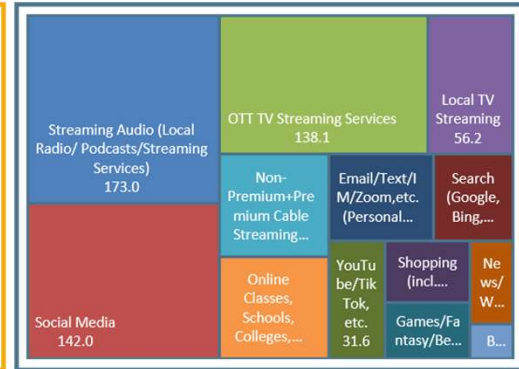
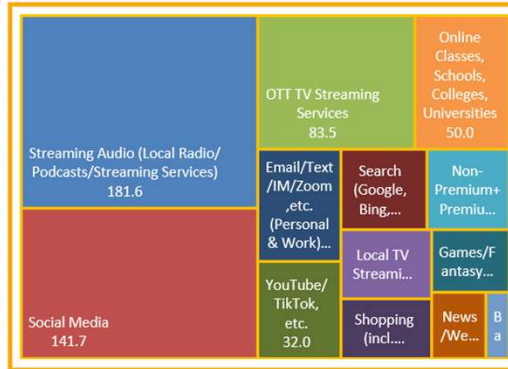
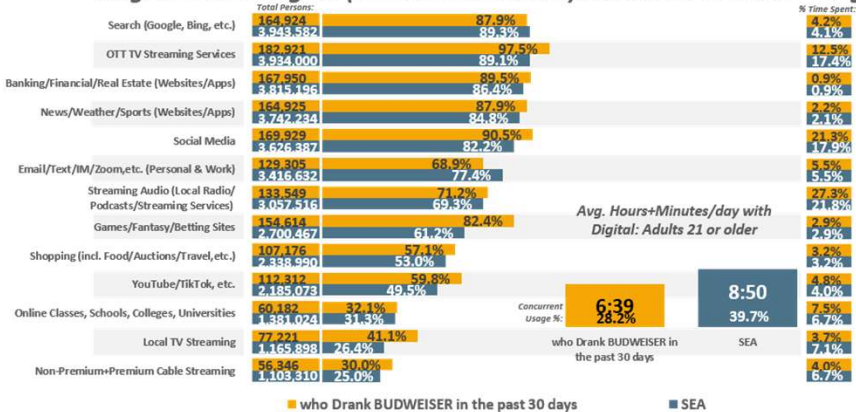




149,630 or 79.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 124.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

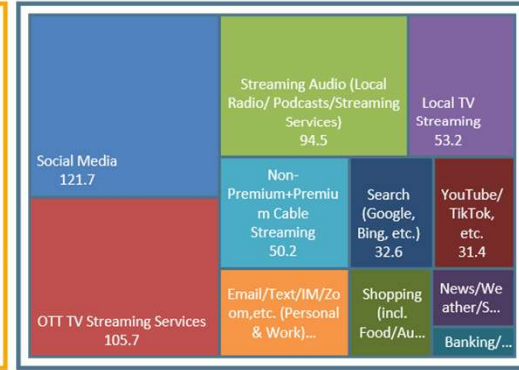
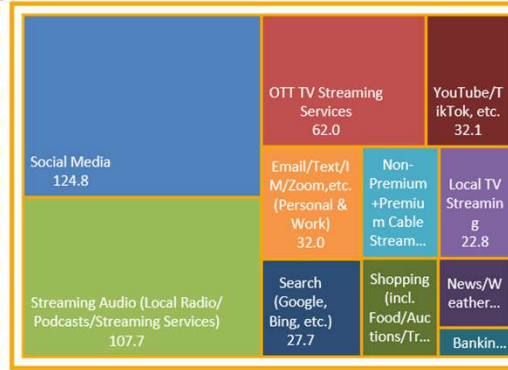
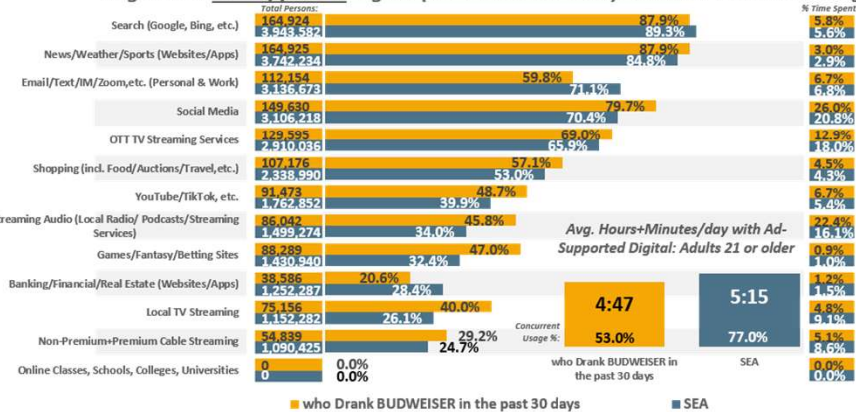
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

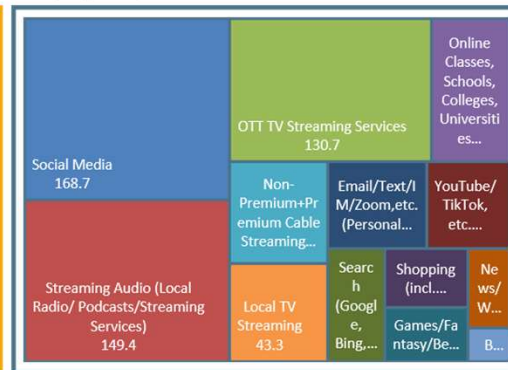
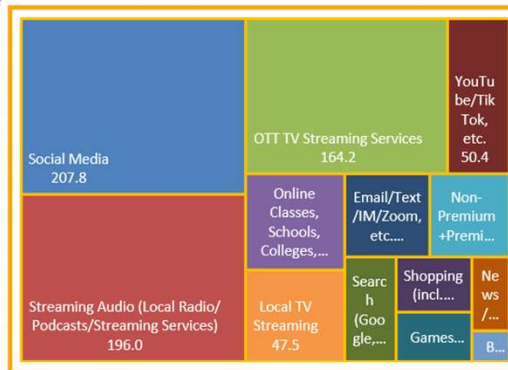
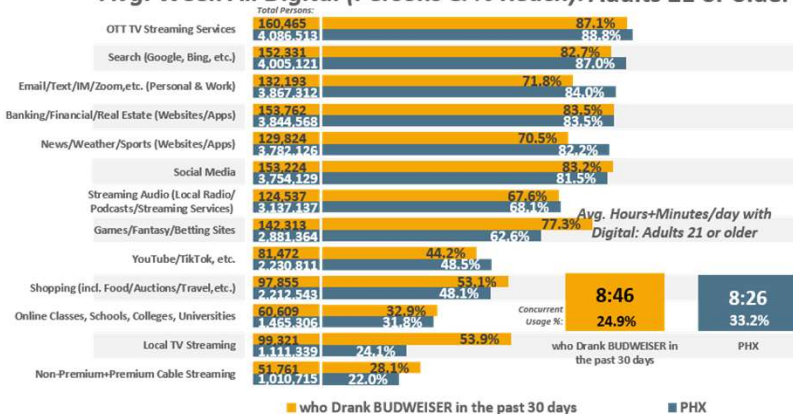




117,575 or 63.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 159.5 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

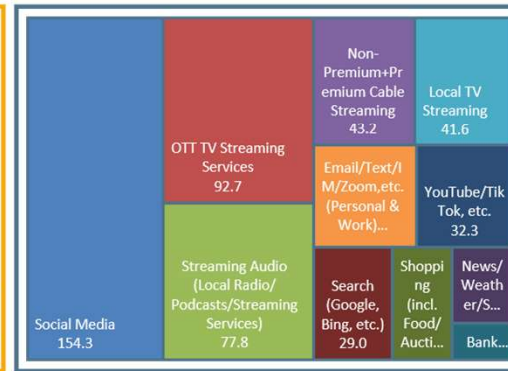
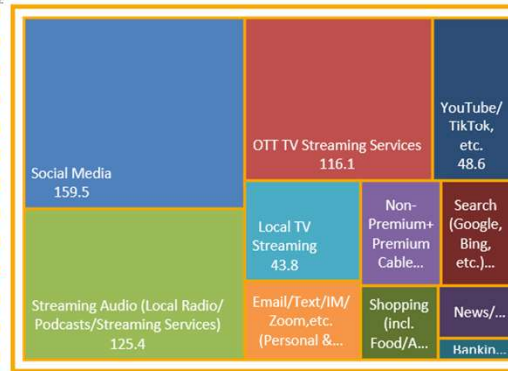
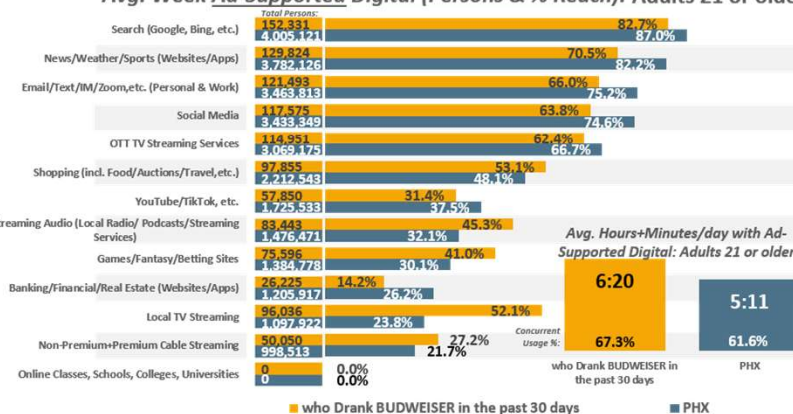
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

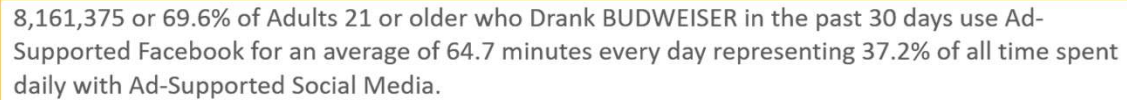
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



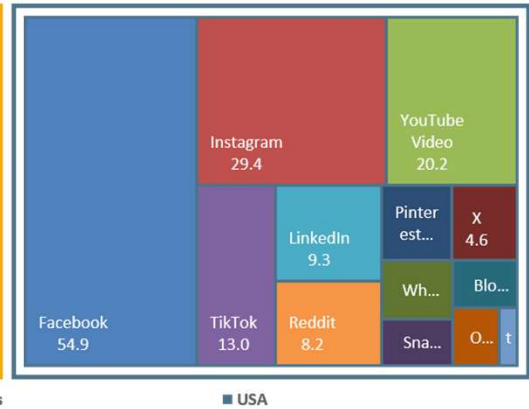
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

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





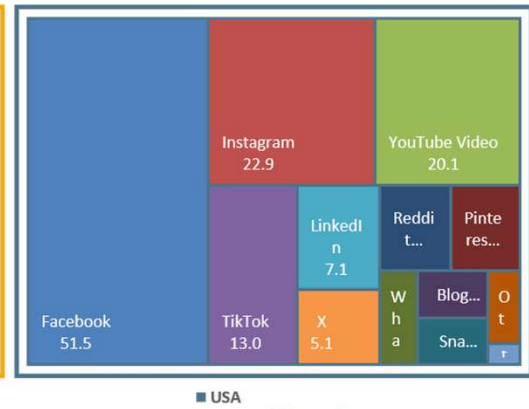
Platform	Total Persons	USA	Avg. Hours+Minutes/day with all Social Media: Adults 21 or older
Facebook	8,161,375	69.6%	3:18 who drank BUDWEISER in the past 30 days 2:37 USA
Instagram	6,534,824	55.7%	
YouTube Video	6,390,530	54.5%	
LinkedIn	3,150,766	26.9%	
TikTok	4,094,368	34.9%	
Reddit	3,627,390	30.9%	
Pinterest	3,807,384	15.4%	
X	3,341,374	21.9%	
WhatsApp	2,291,006	19.5%	
Snapchat	2,135,892	18.2%	
Others (Rumble, Threads, ...)	334,436	4.6%	
Blogs/Message Boards (read...)	1,926,123	16.4%	
tumblr	426,303	3.6%	



Social Media Platform	Total Persons	who Drank BUDWEISER in the past 30 days (%)	USA (%)
Facebook	8,161,375	69.6%	74.4%
Instagram	5,510,892	47.0%	47.5%
YouTube Video	4,968,497	42.3%	38.0%
TikTok	4,094,368	34.9%	29.4%
LinkedIn	2,848,504	24.3%	28.7%
Reddit	3,195,096	27.2%	26.5%
Pinterest	1,500,277	12.8%	19.1%
X	2,832,233	24.1%	18.8%
WhatsApp	2,058,891	17.5%	18.3%
Snapchat	1,809,187	15.4%	15.3%
Others (Rumble, Threads, ...)	442,197	3.8%	13.5%
Blogs/Message Boards (read...)	1,748,751	4.7%	14.9%
tumblr	417,285	3.6%	3.1%

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

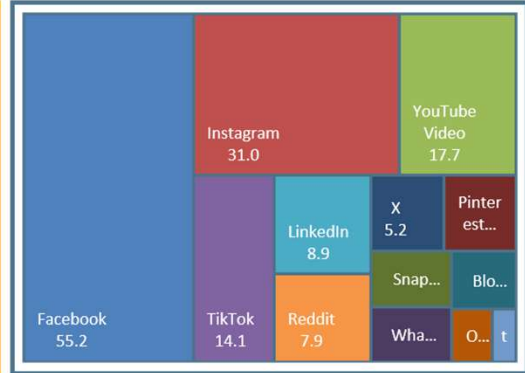
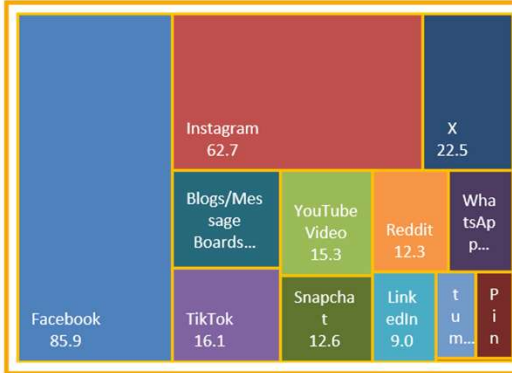
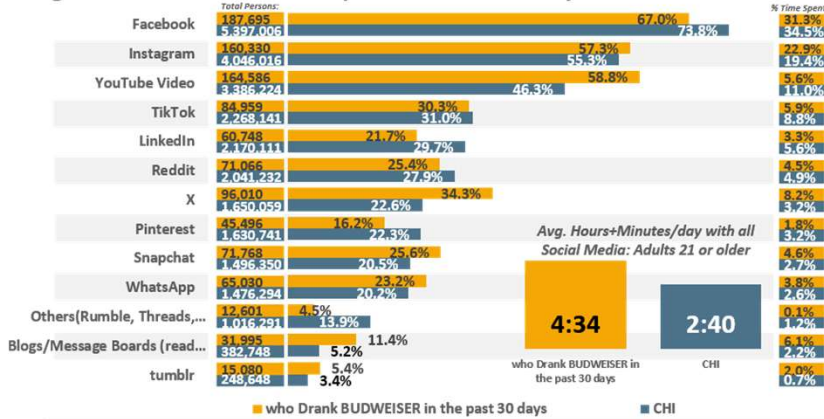
- who Drank BUDWEISER in the past 30 days: 2:54
- USA: 2:20



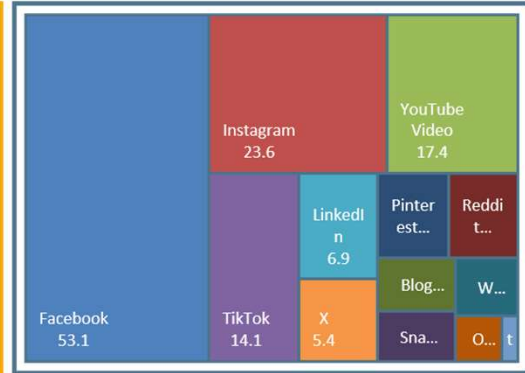
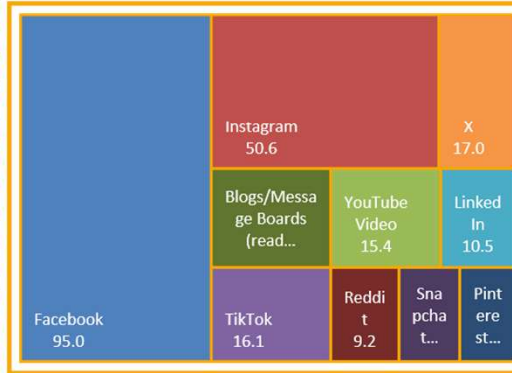
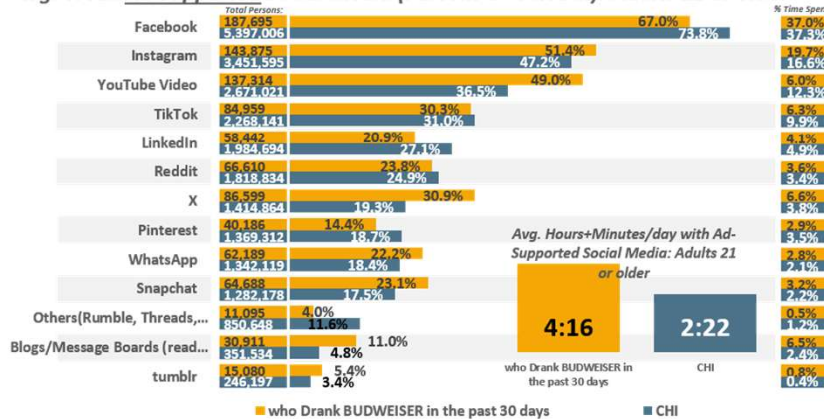


187,695 or 67.% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 95. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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



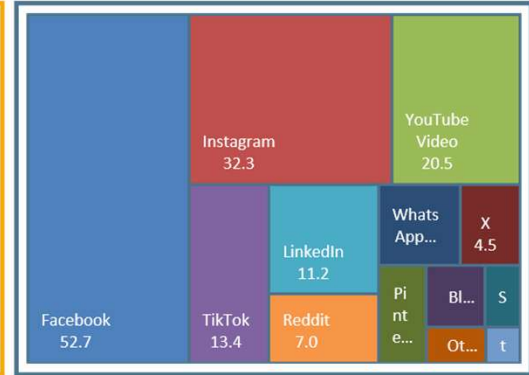
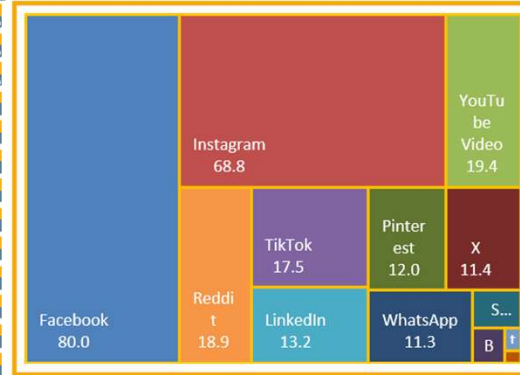
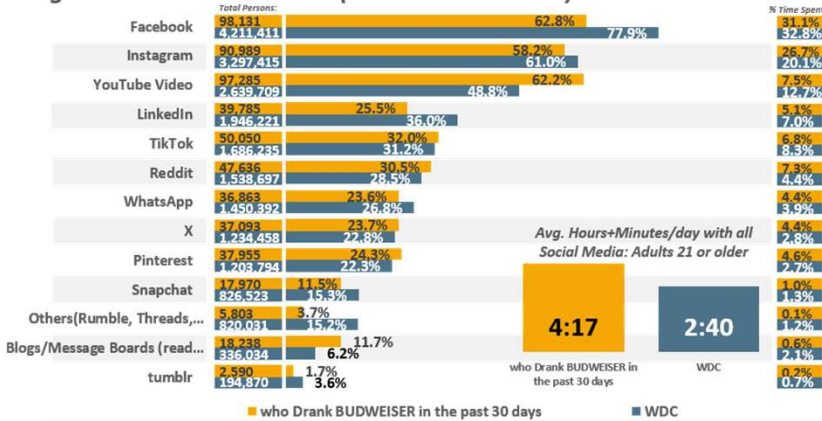
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



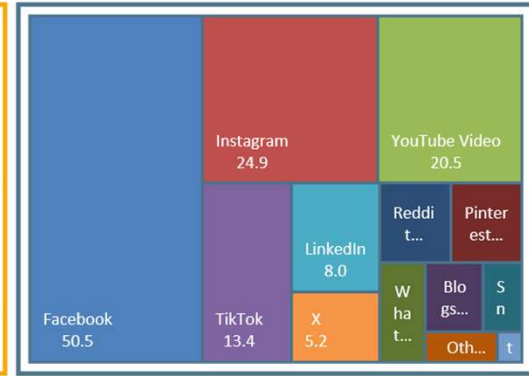
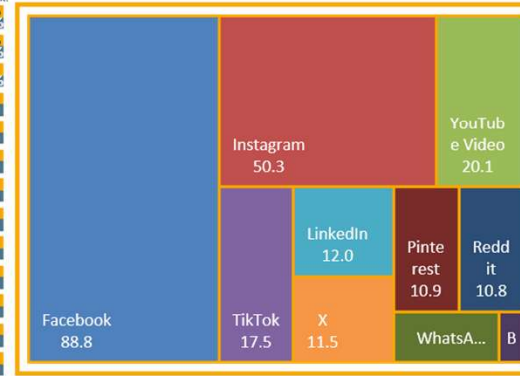
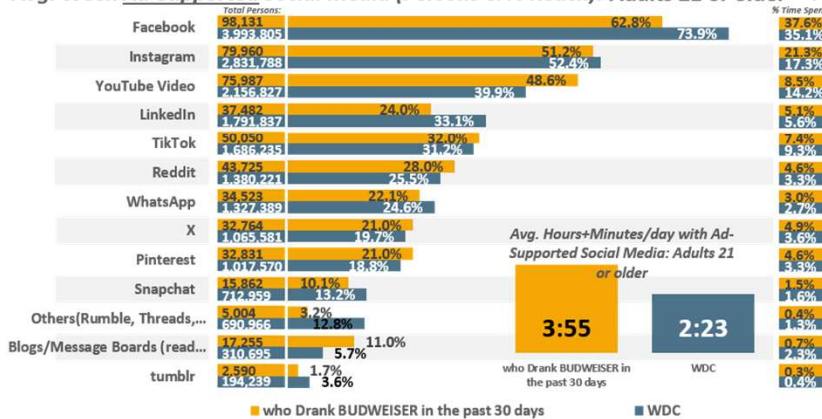


98,131 or 62.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 88.8 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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



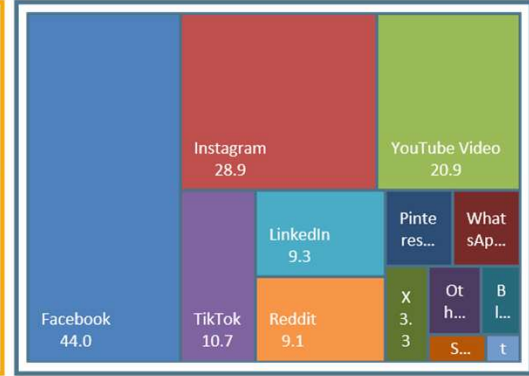
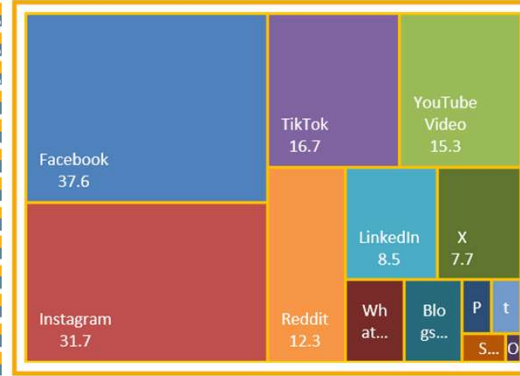
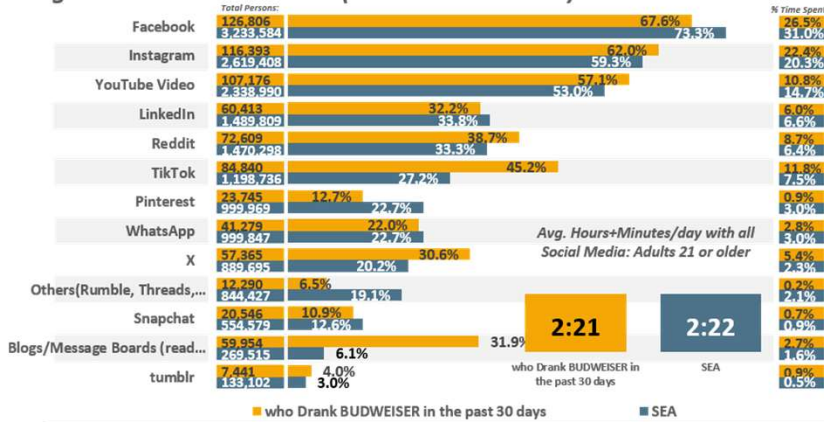
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



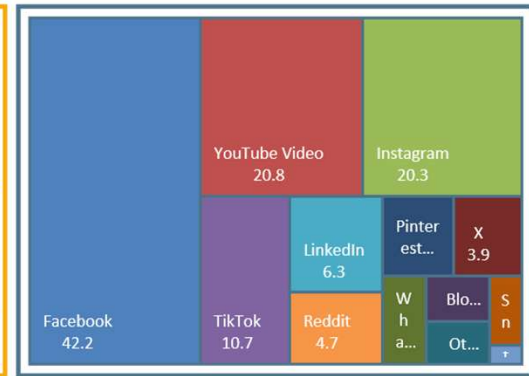
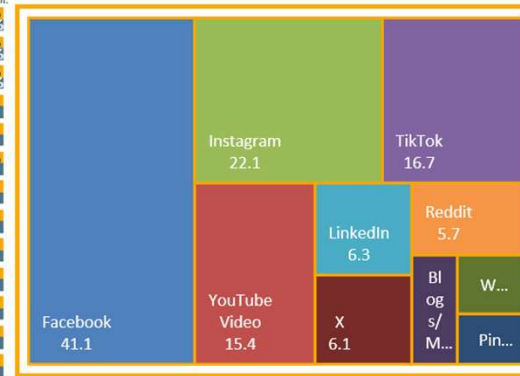
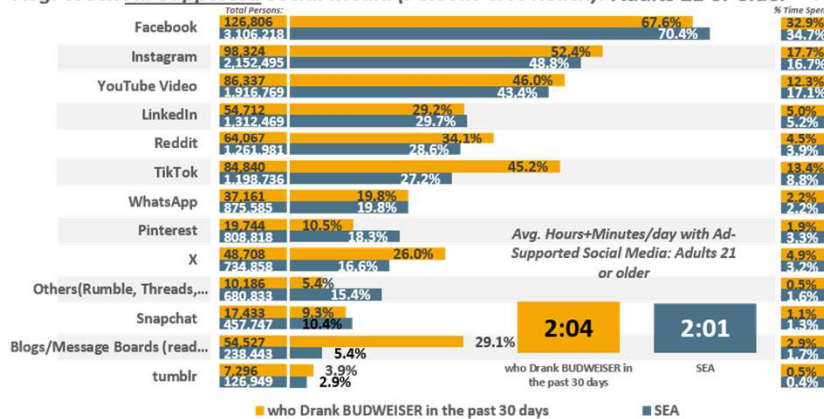


126,806 or 67.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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



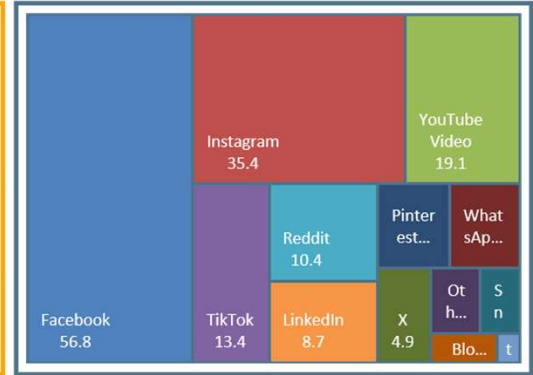
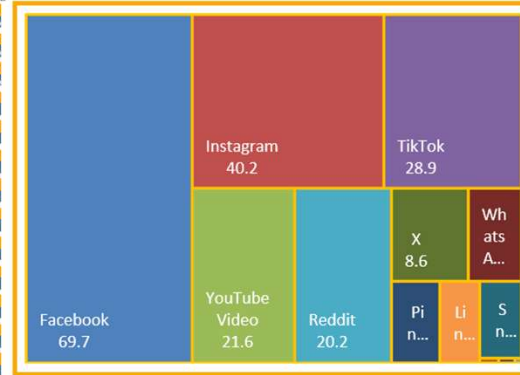
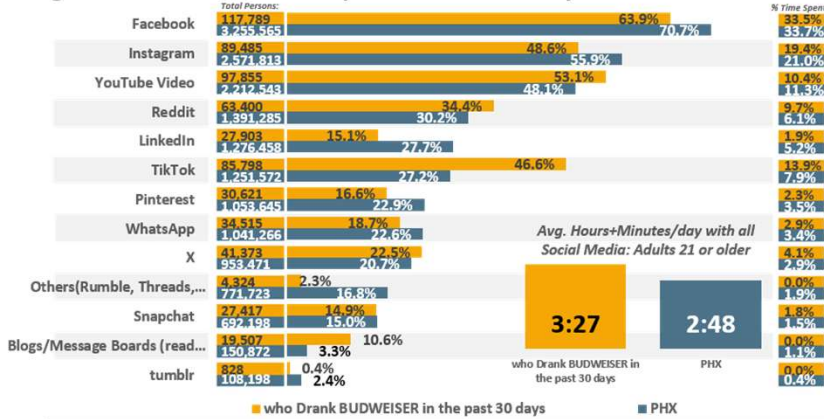
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



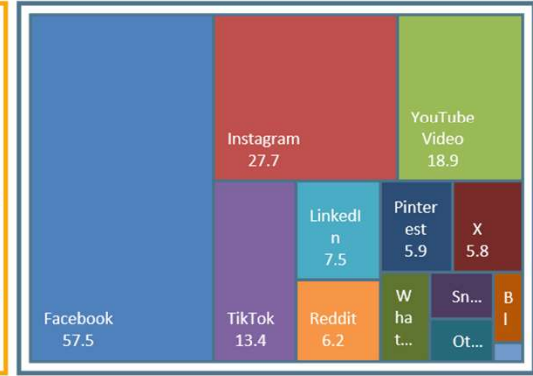
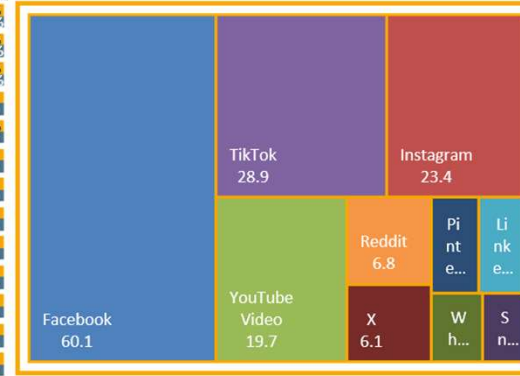
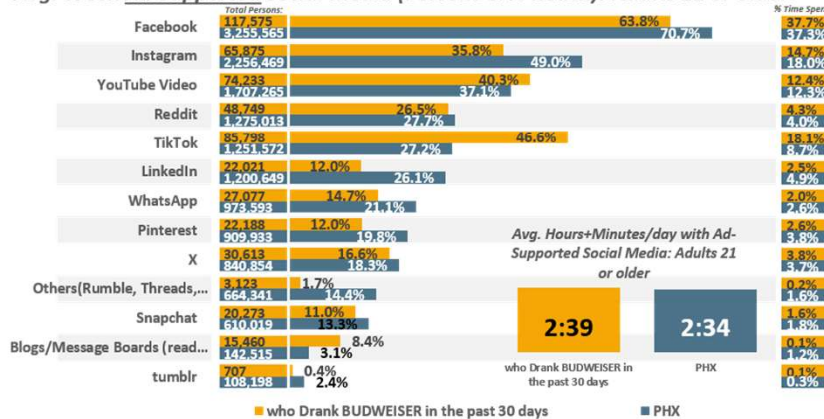


117,575 or 63.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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

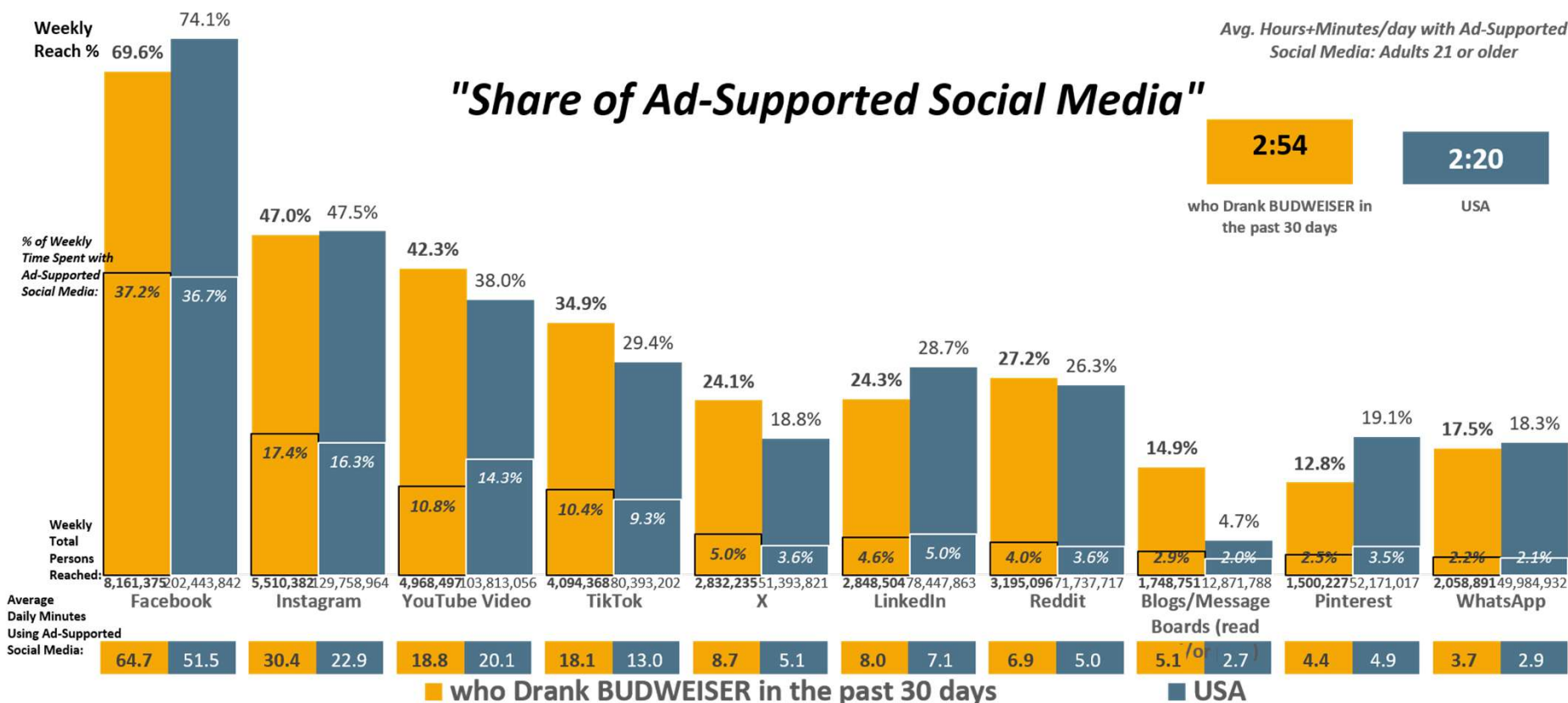


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



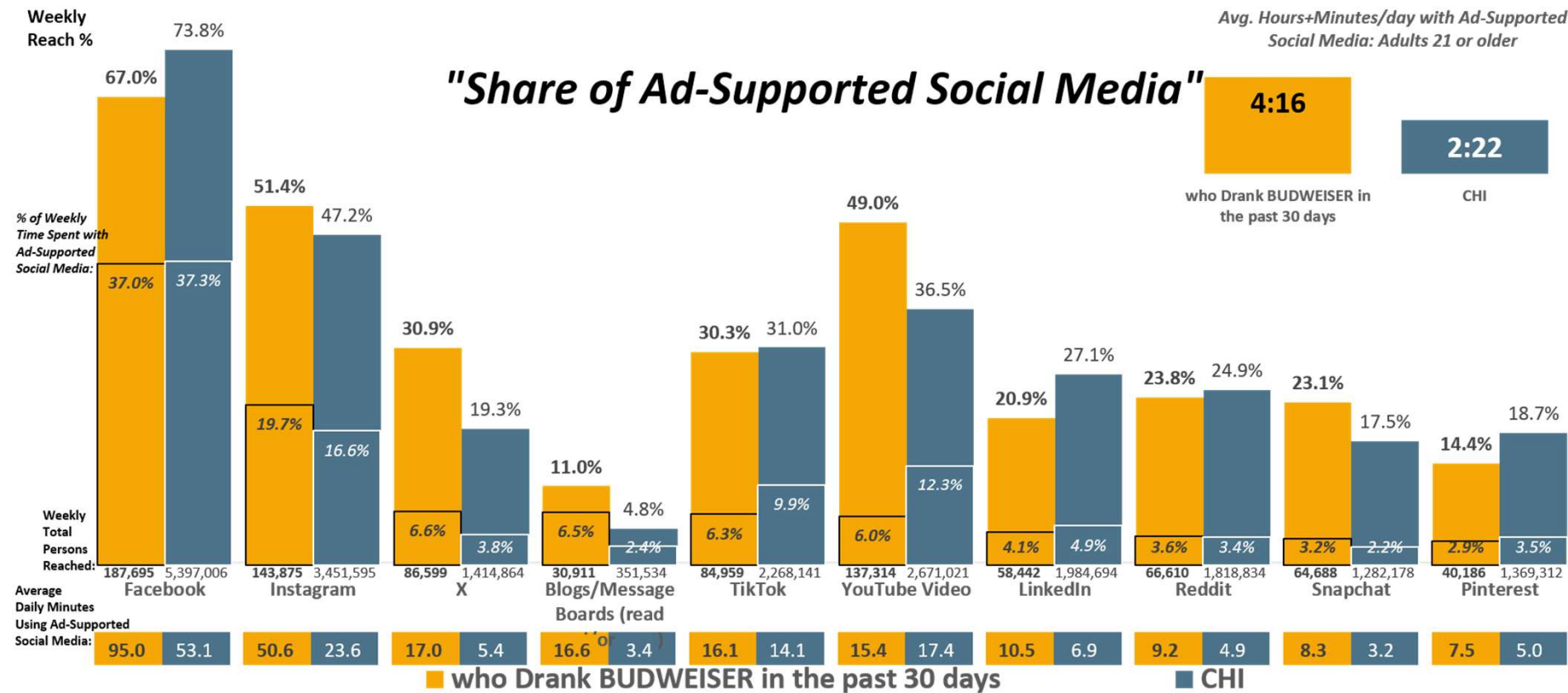


8,161,375 or 69.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 64.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



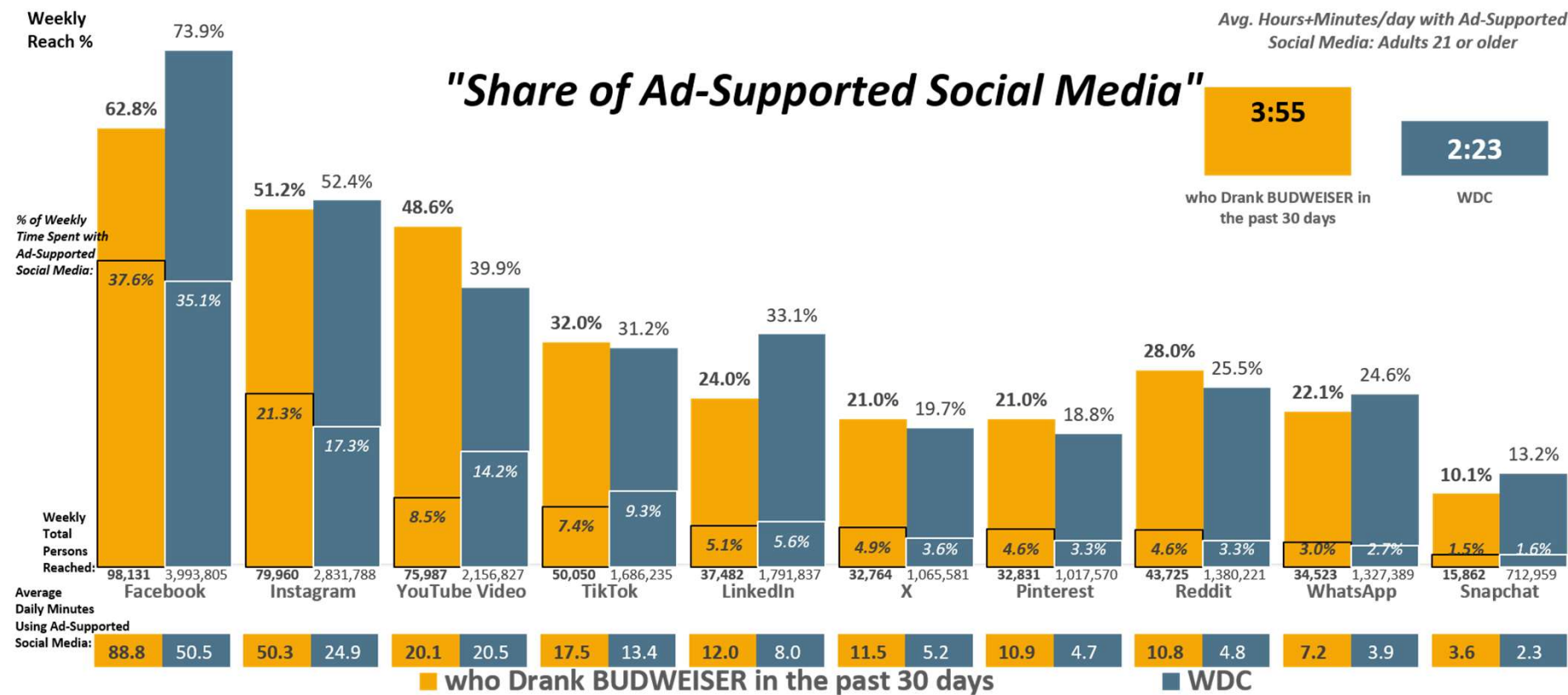


187,695 or 67.% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 95. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



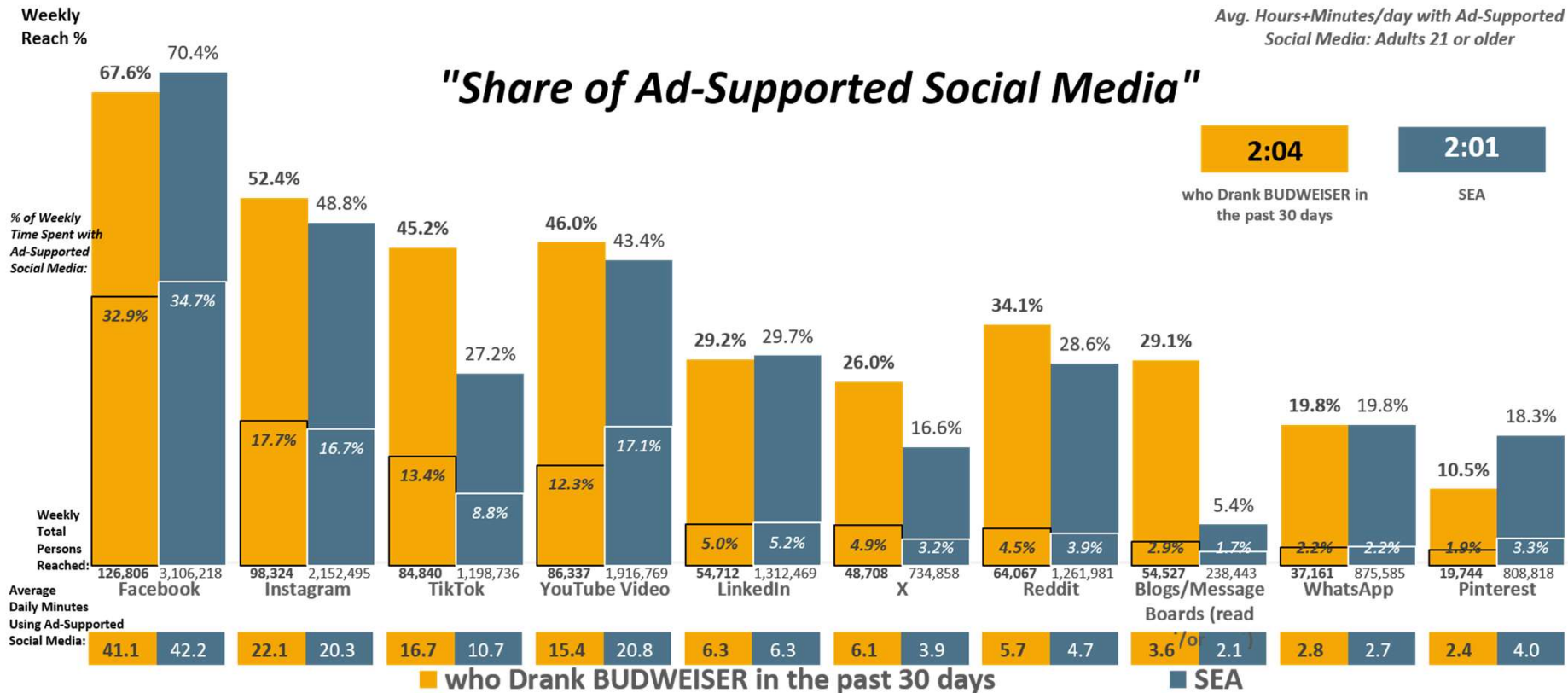


98,131 or 62.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 88.8 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



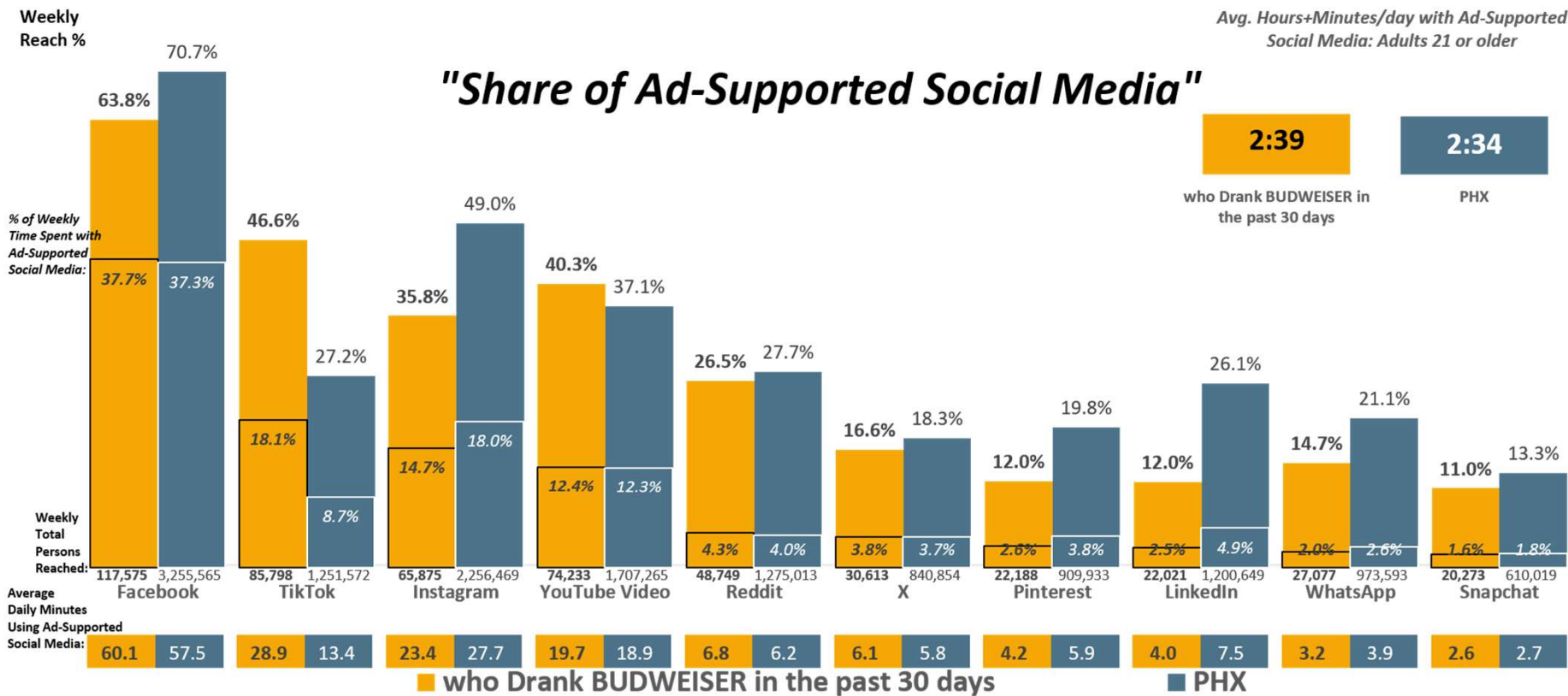


126,806 or 67.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.





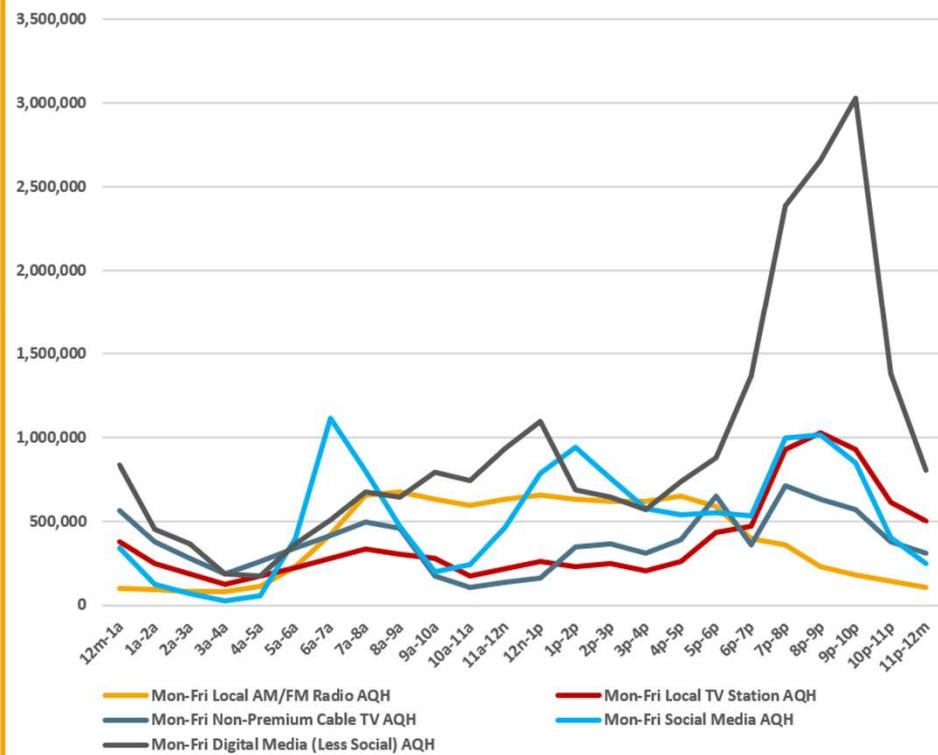
117,575 or 63.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



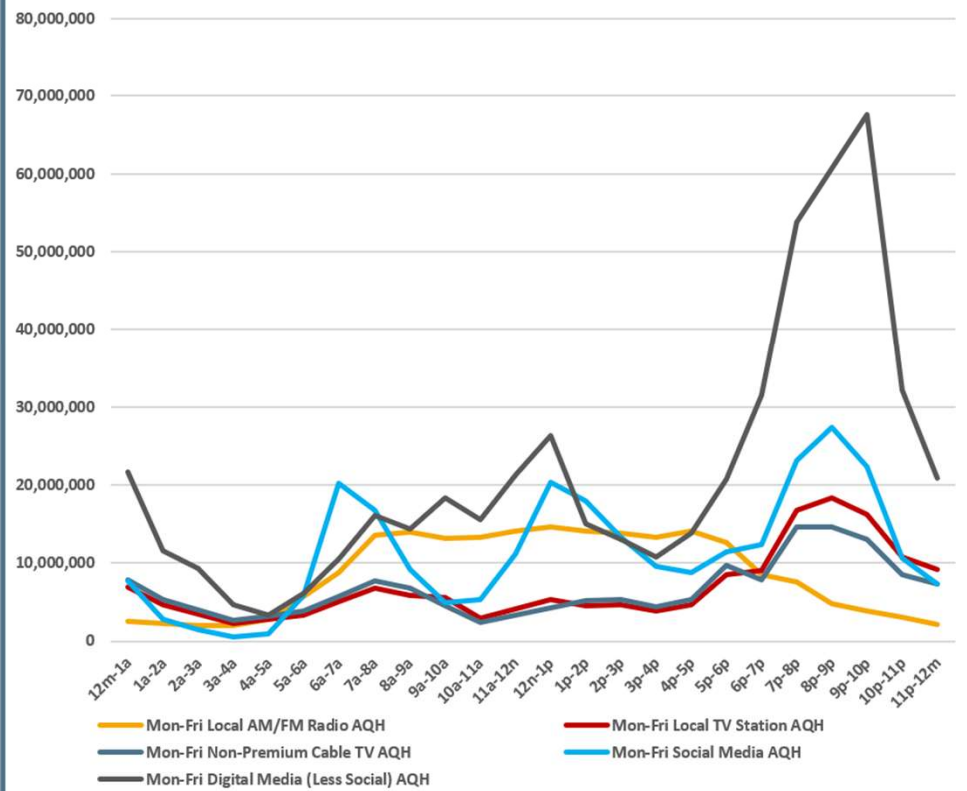


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 790,120;
Social Media: 611,367; Local Radio: 596,383; Non-Prem. Cable: 335,096; Local TV: 283,139
reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank BUDWEISER in the past 30
days



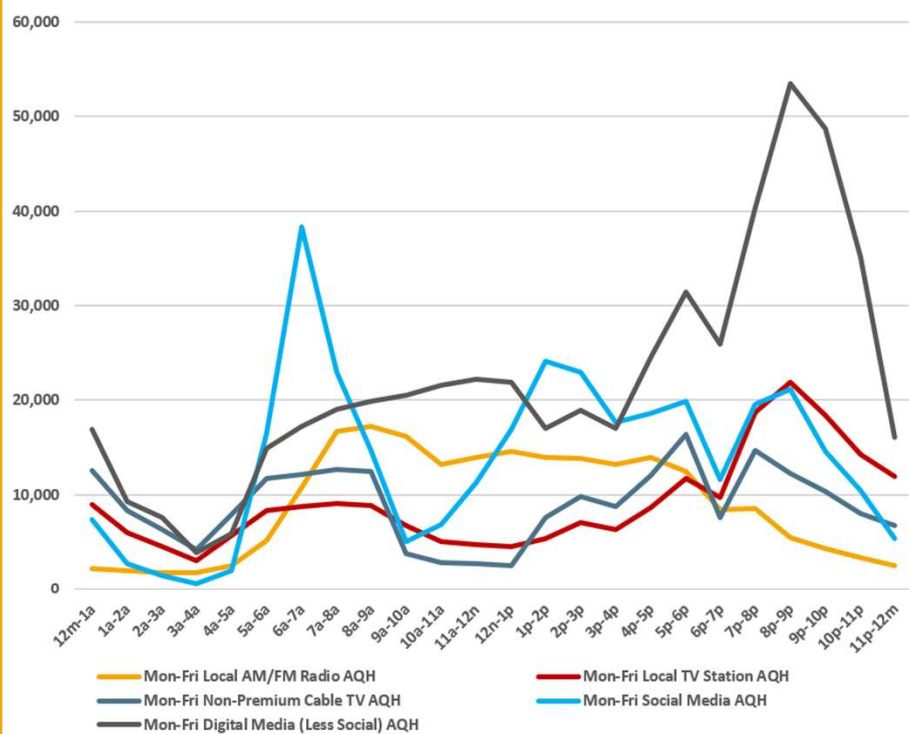
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



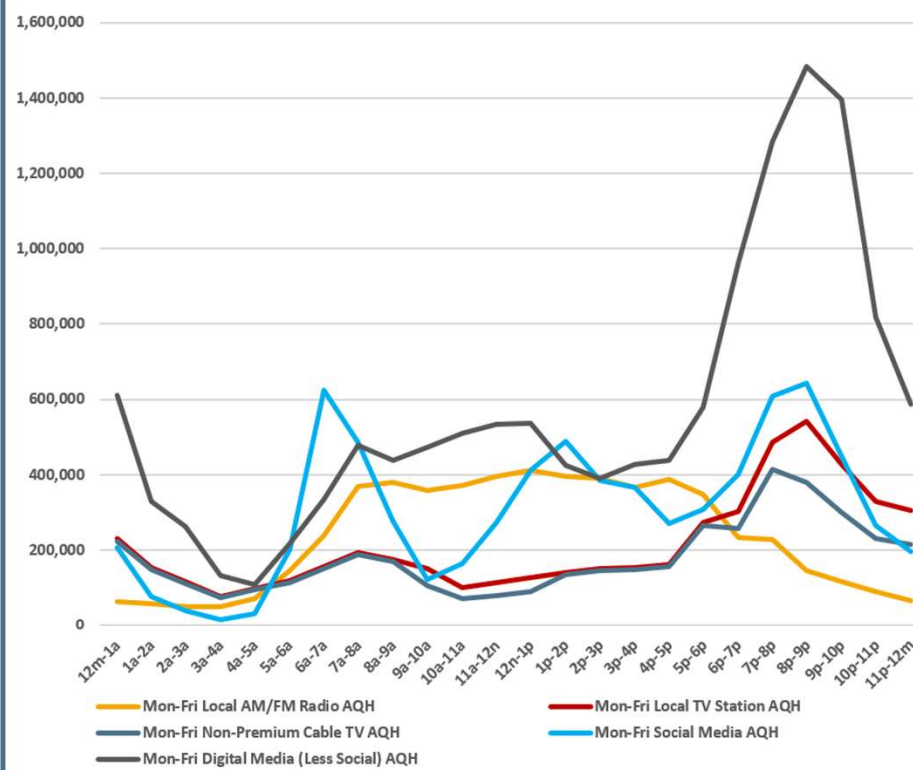


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,324; Social Media: 17,781; Local Radio: 13,732; Non-Prem. Cable: 8,568; Local TV: 7,423 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank BUDWEISER in the past 30
days**



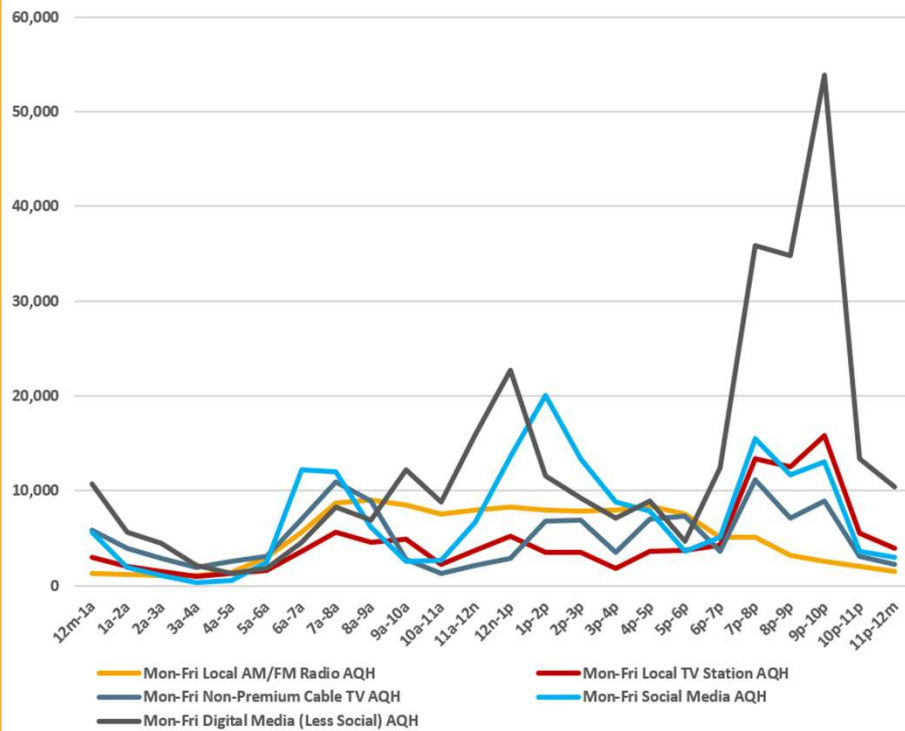
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older**



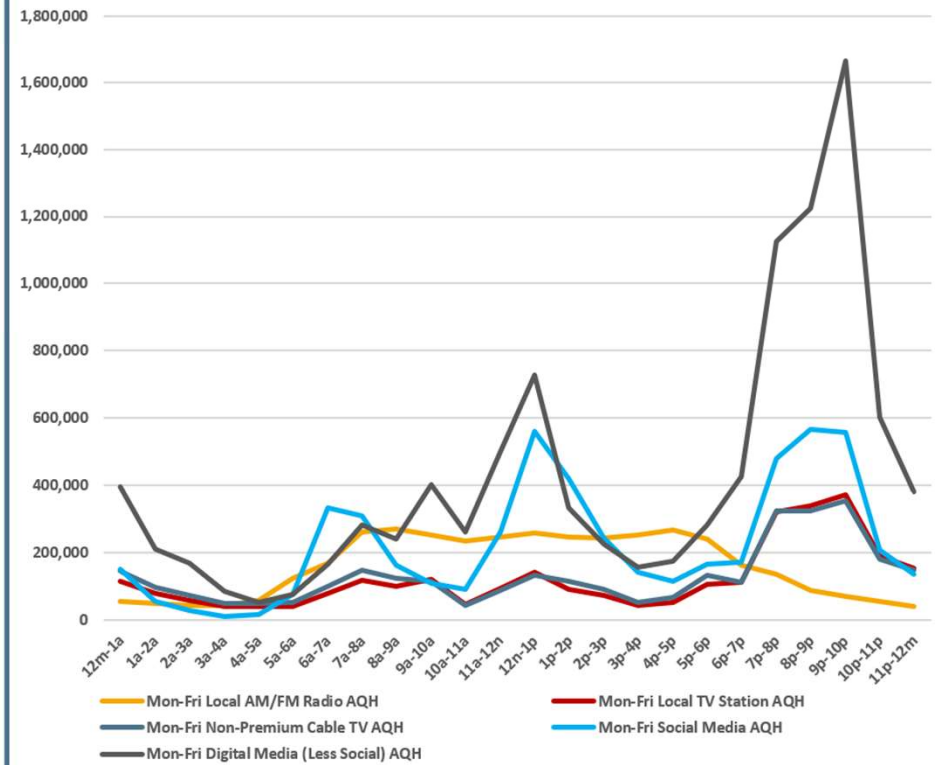


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,252; Social Media: 8,822; Local Radio: 7,706; Non-Prem. Cable: 5,474; Local TV: 3,873 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank BUDWEISER in the past 30 days



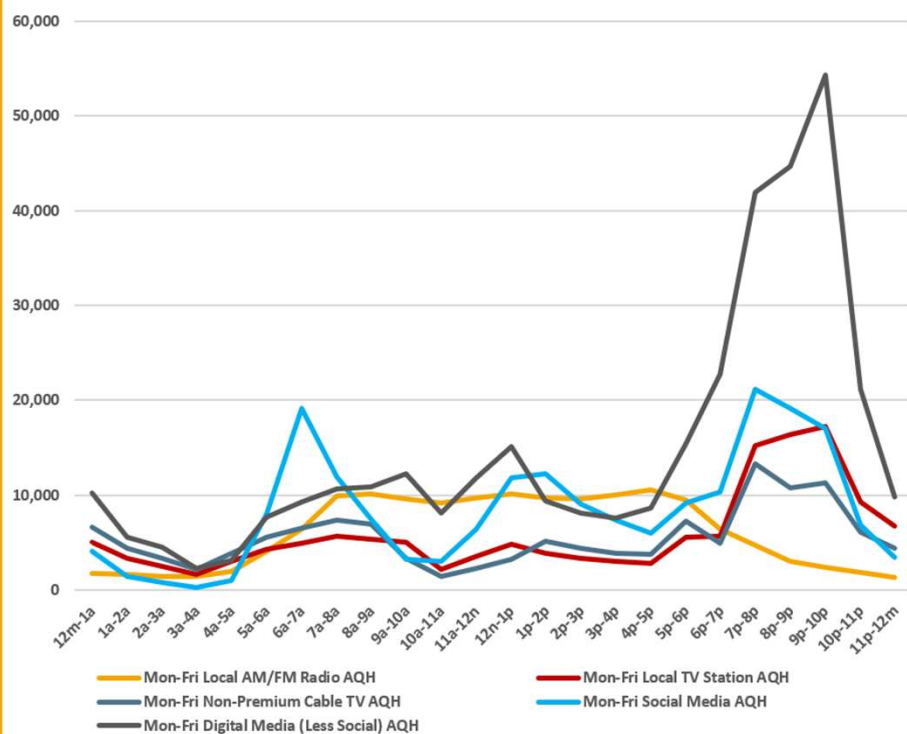
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 21 or older



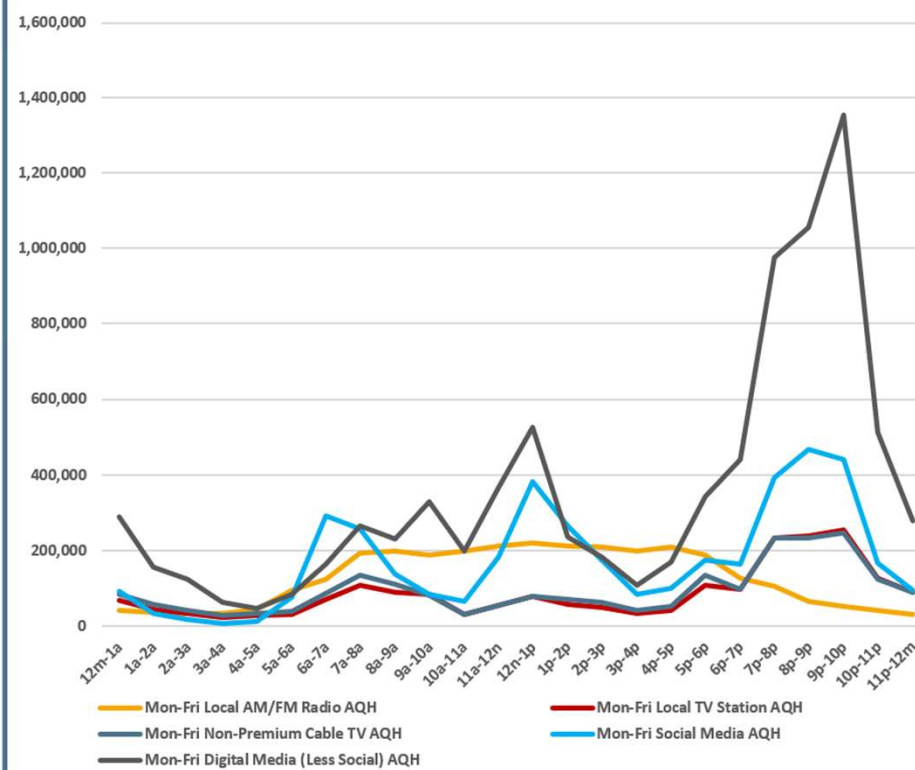


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,542; Local Radio: 9,302; Social Media: 9,021; Non-Prem. Cable: 4,666; Local TV: 4,318 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank BUDWEISER in the past 30 days



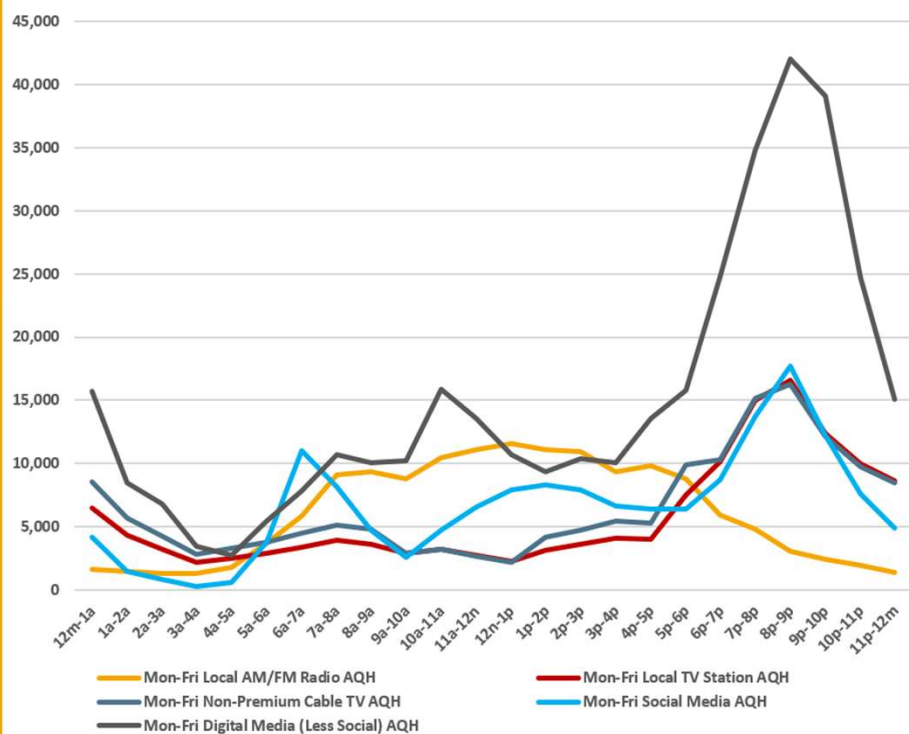
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older



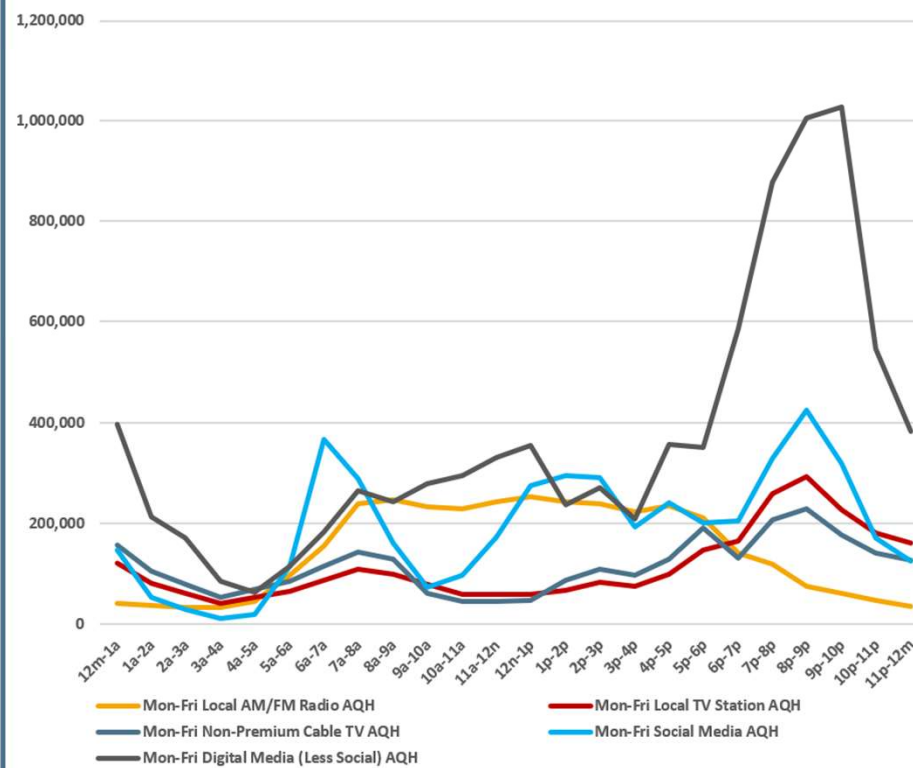


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,526; Local Radio: 9,413; Social Media: 6,932; Non-Prem. Cable: 5,024; Local TV: 4,215 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank BUDWEISER in the past 30
days**



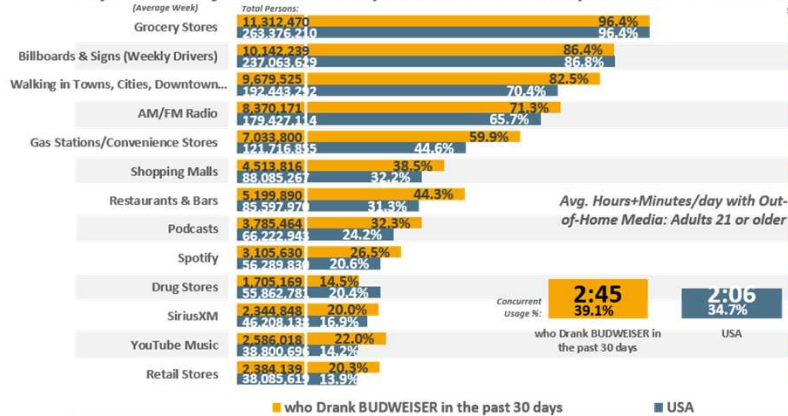
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older**



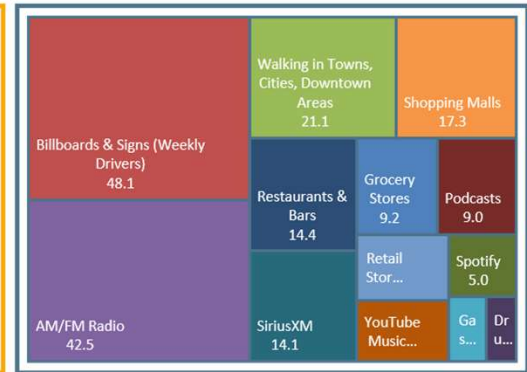
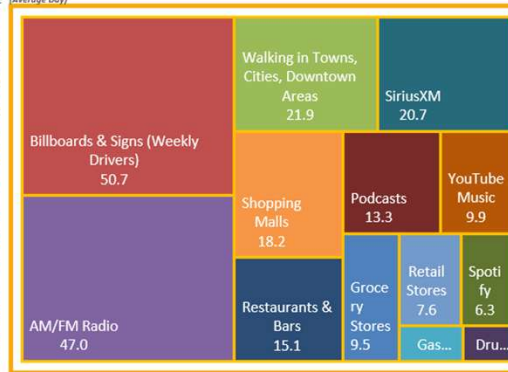


10,142,239 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

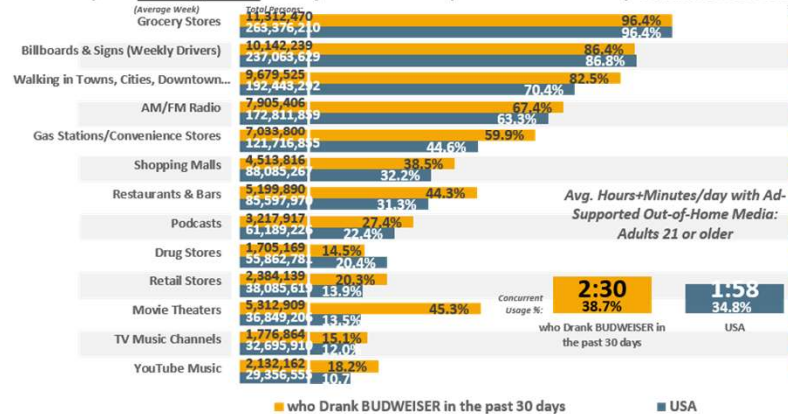
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



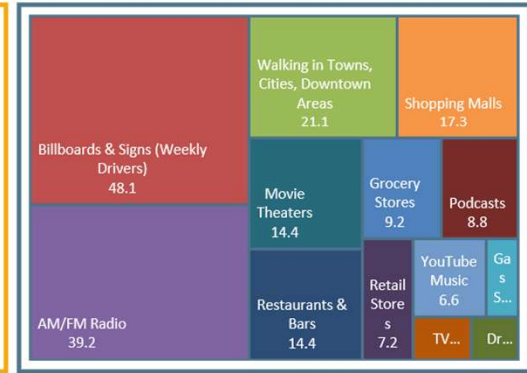
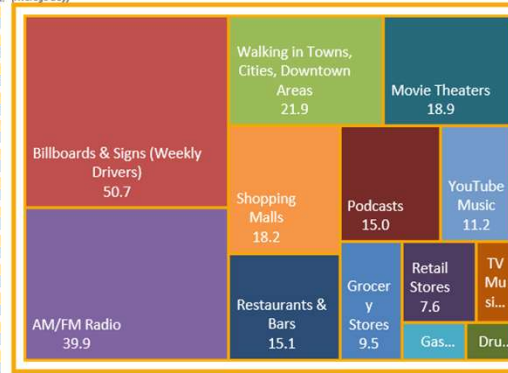
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

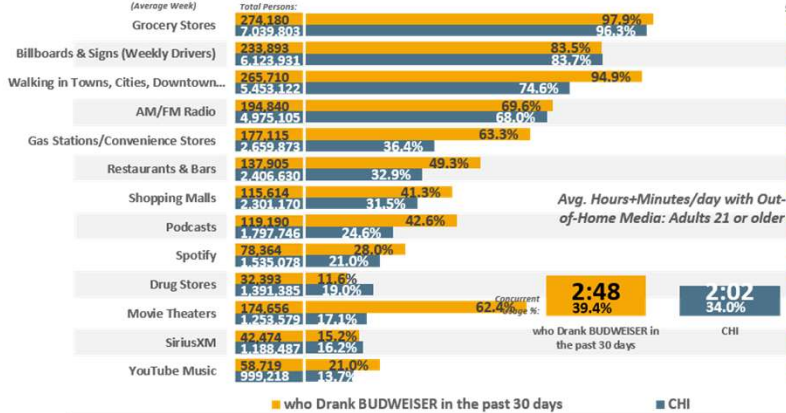
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

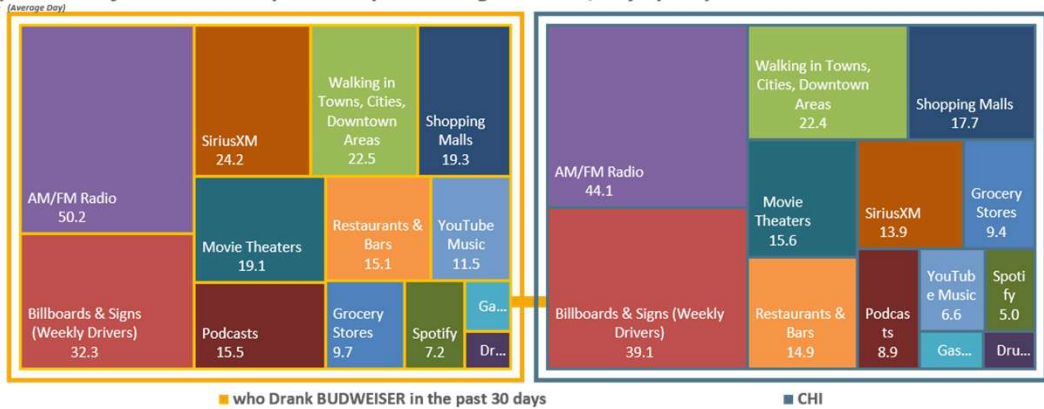


233,893 or 83.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 32.3 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

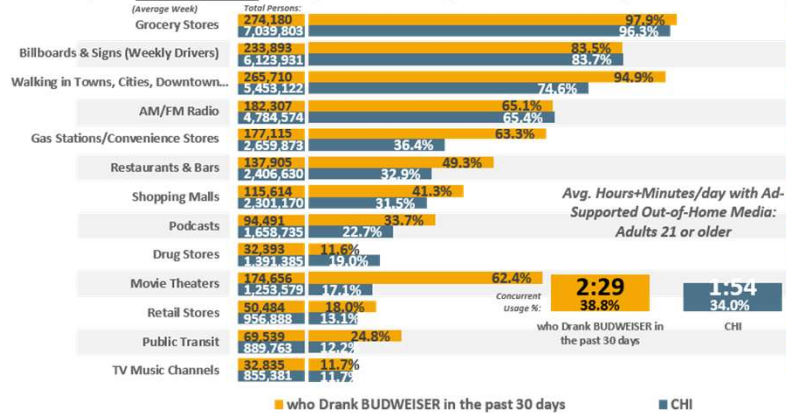
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



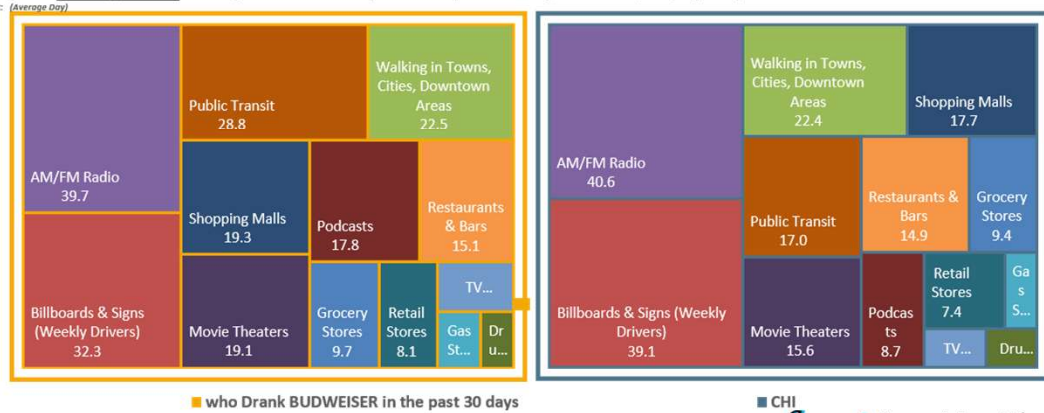
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



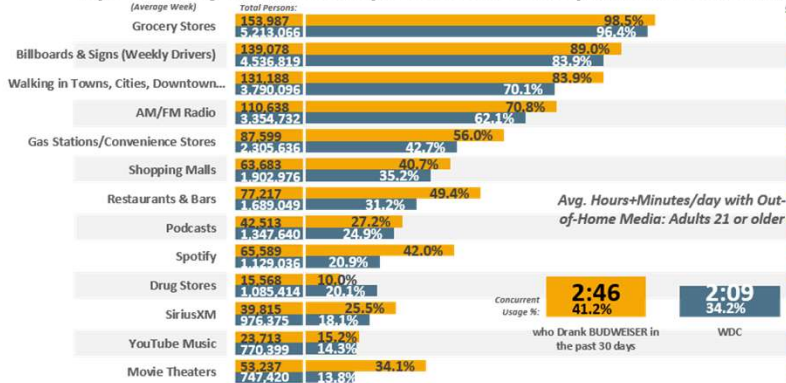
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



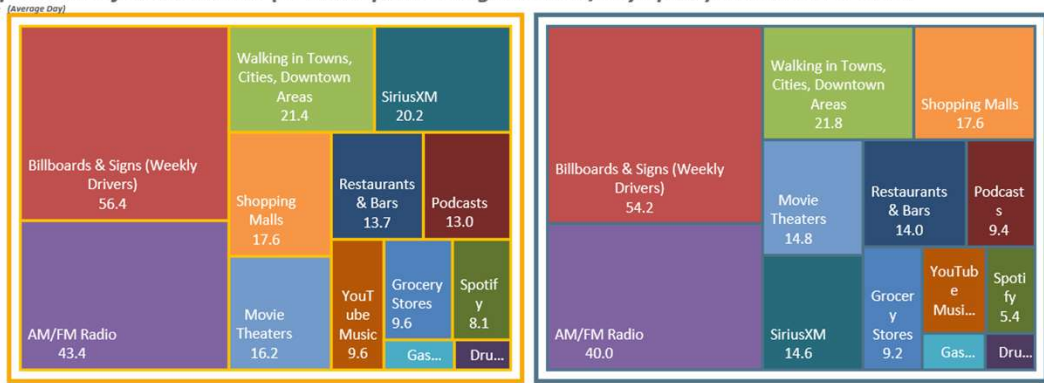


139,078 or 89.% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

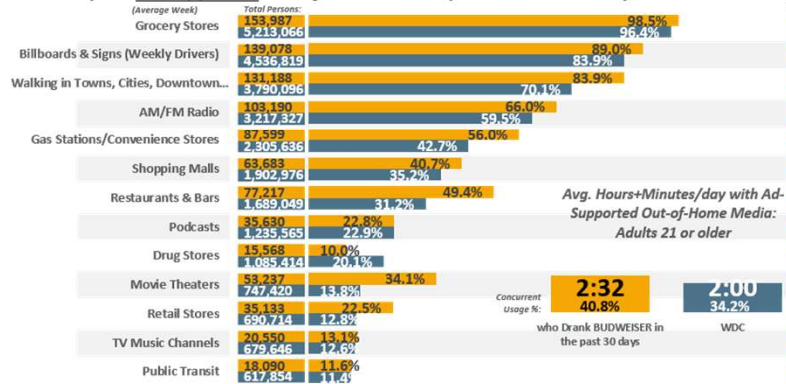
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



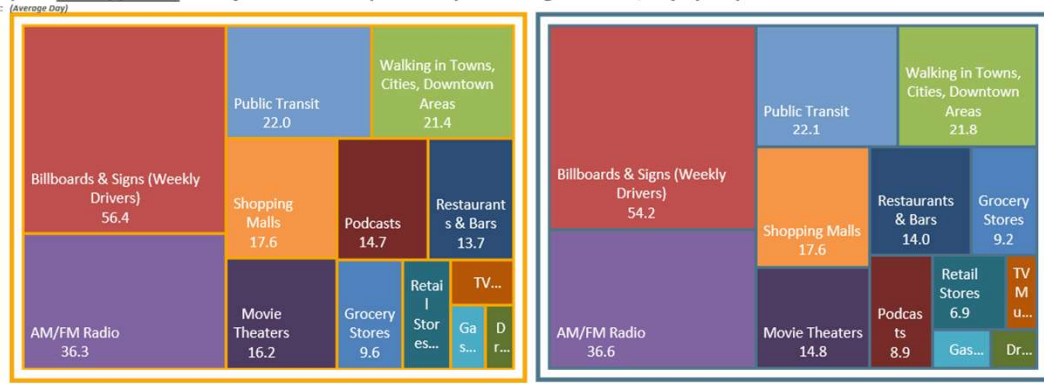
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



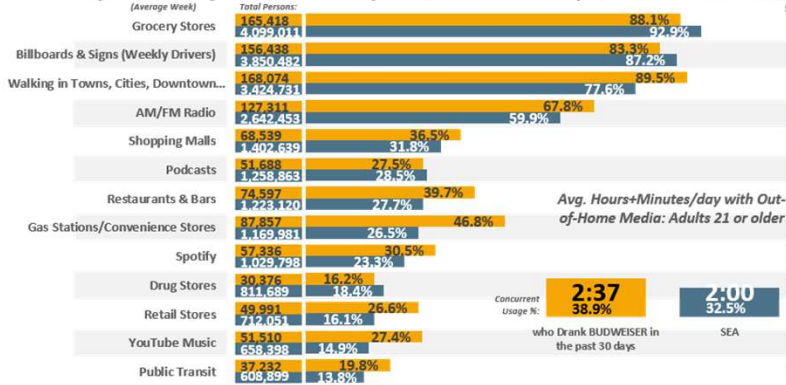
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



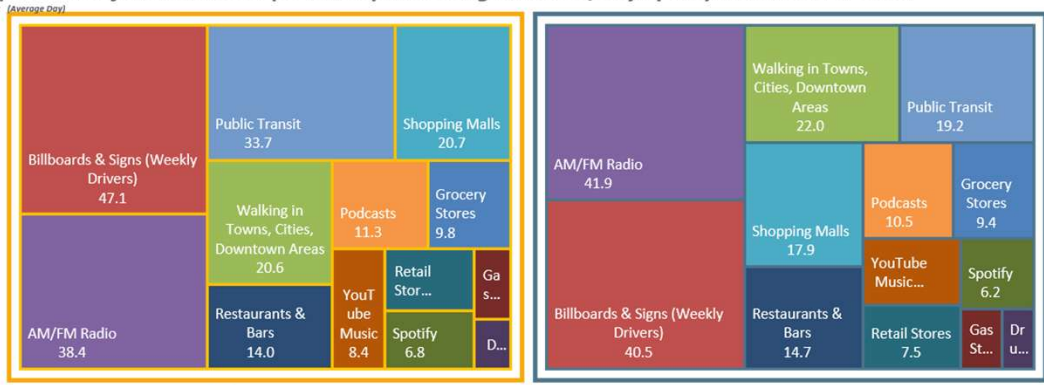


156,438 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

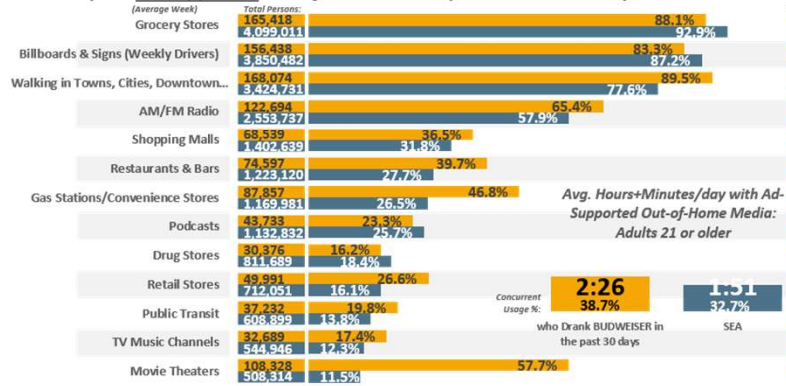
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



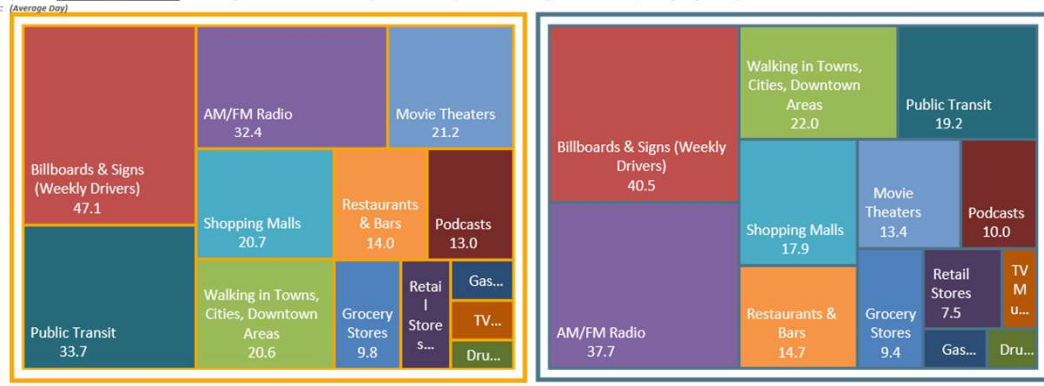
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



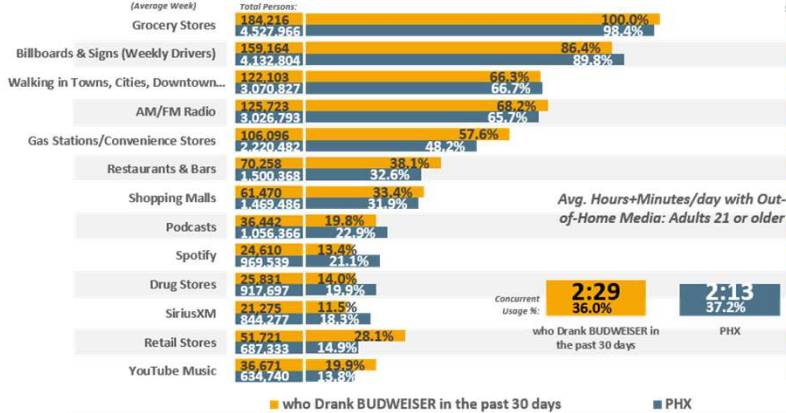
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



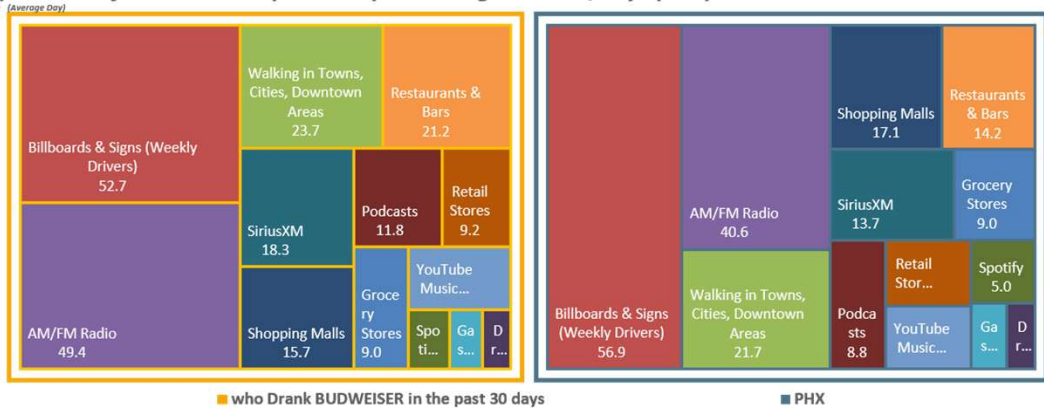


159,164 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/day.

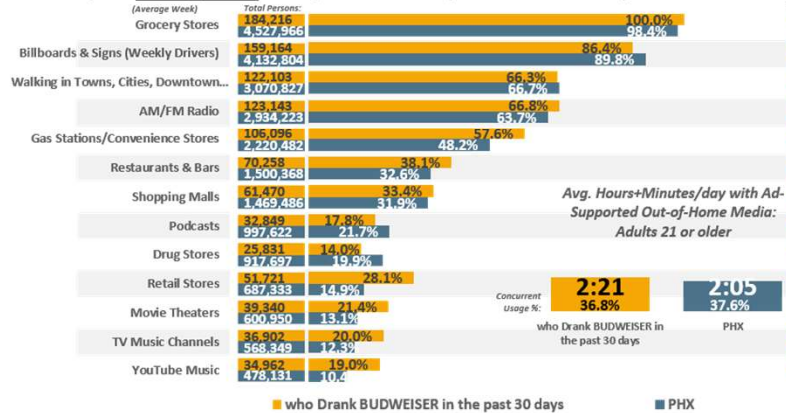
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



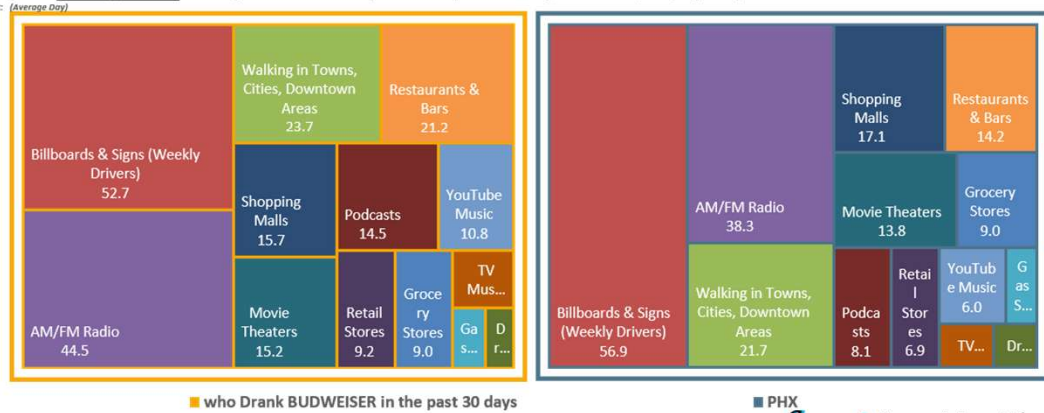
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



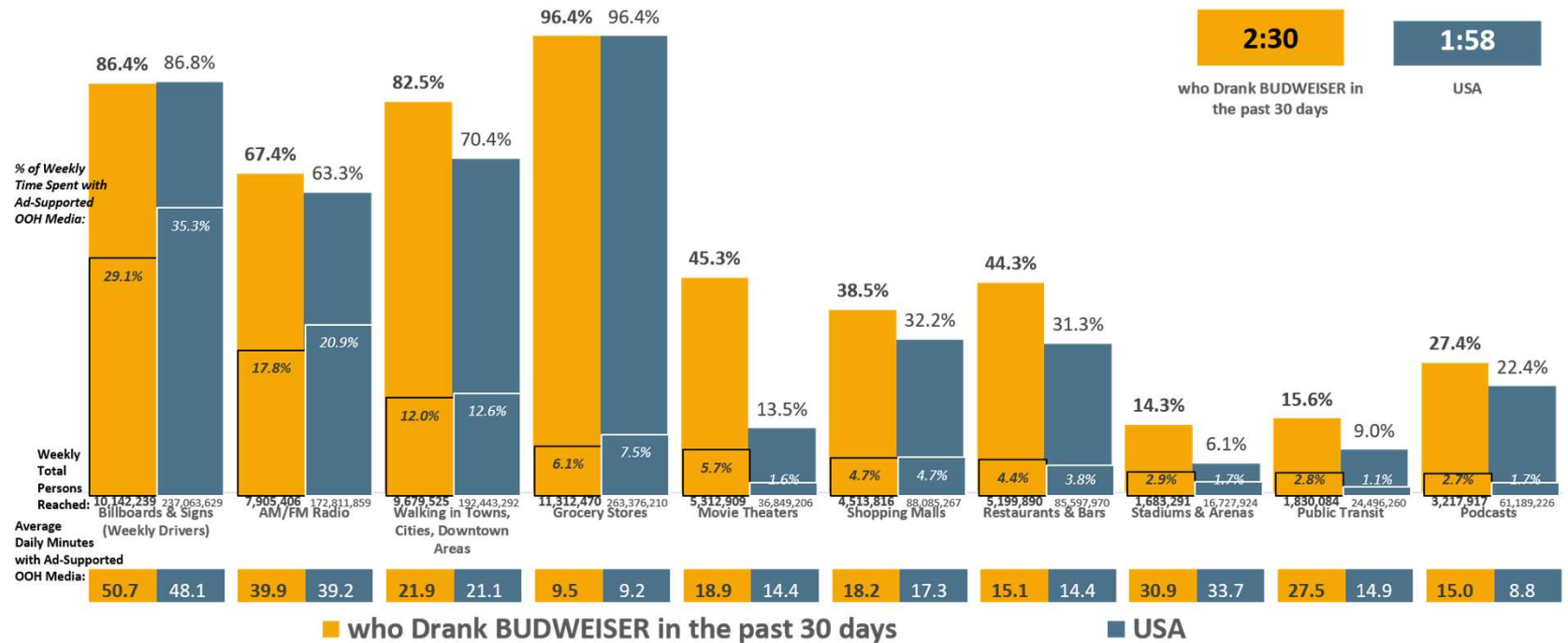


10,142,239 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 29.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088

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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

23,606

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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]

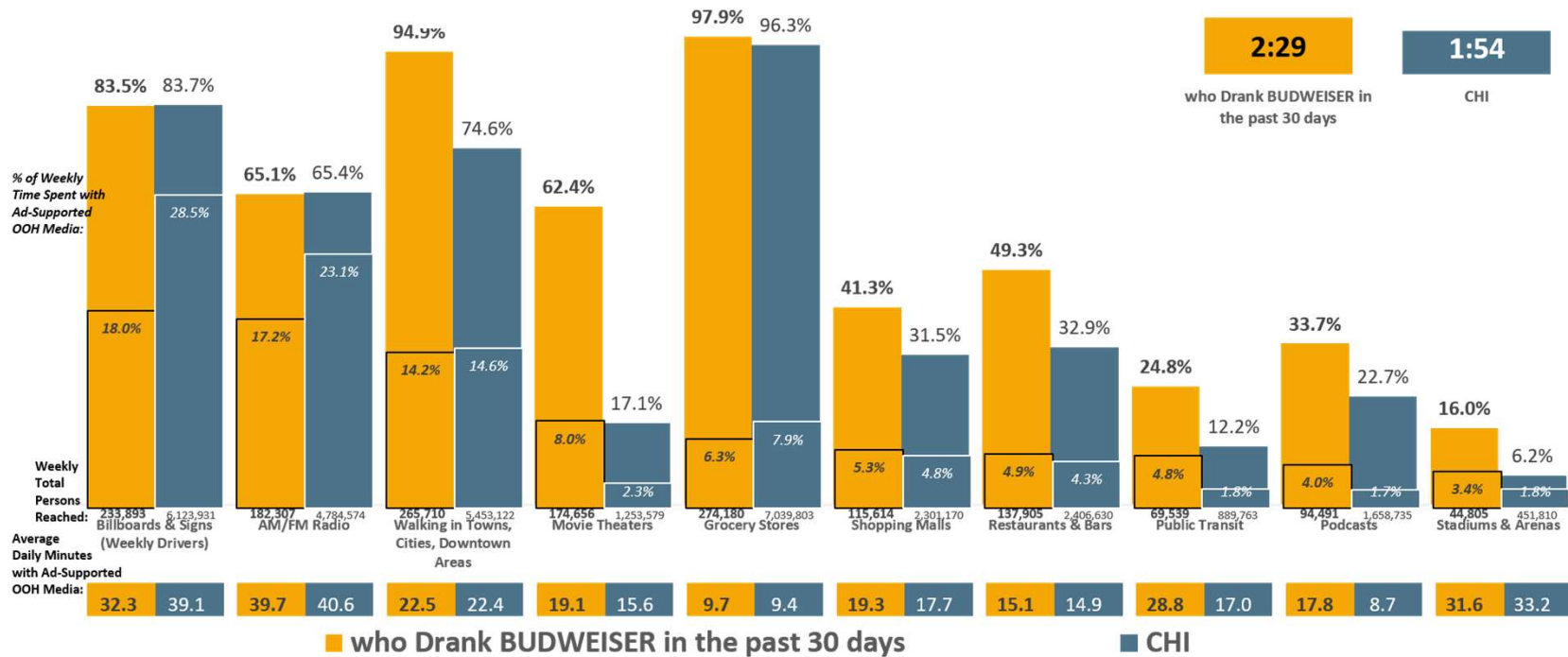


233,893 or 83.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 32.3 minutes per day driving, seeing Billboards and Signs representing 18.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 178
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,900

soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]

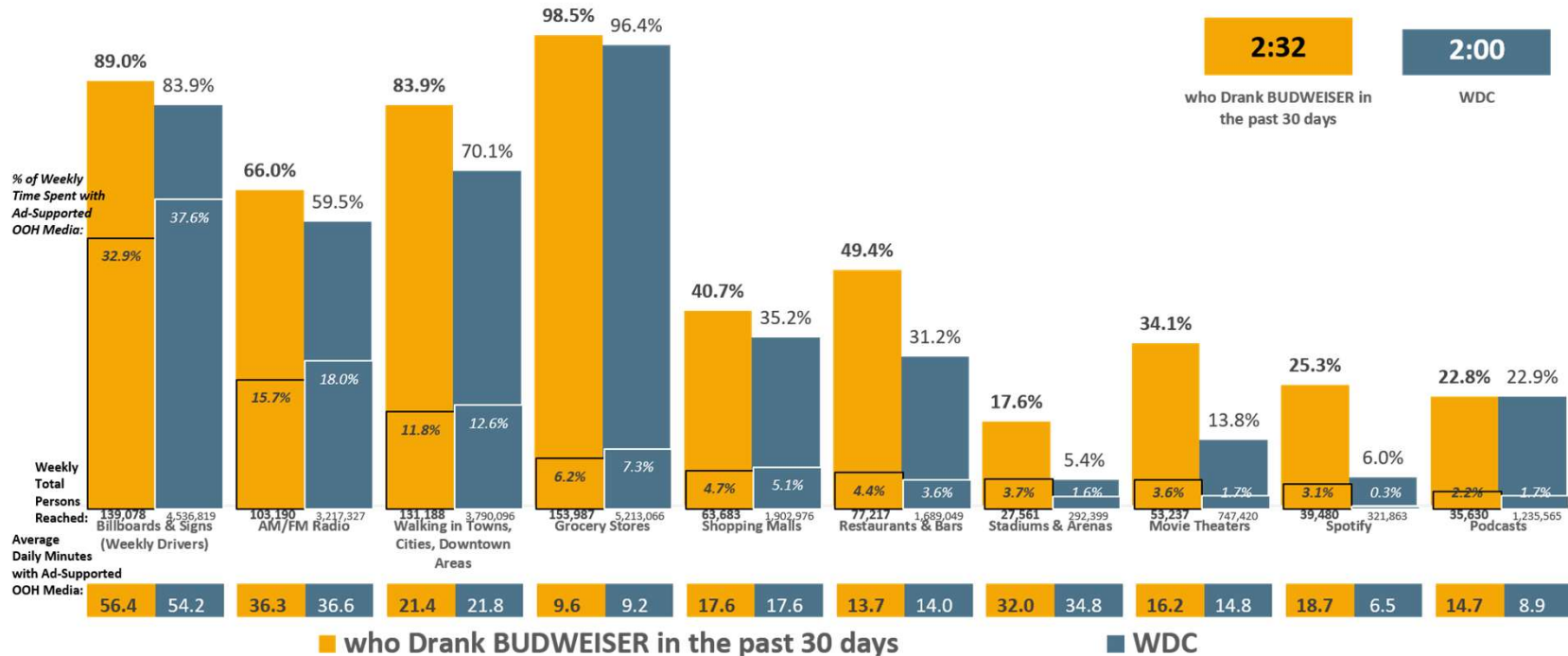


139,078 or 89.% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 189 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,503

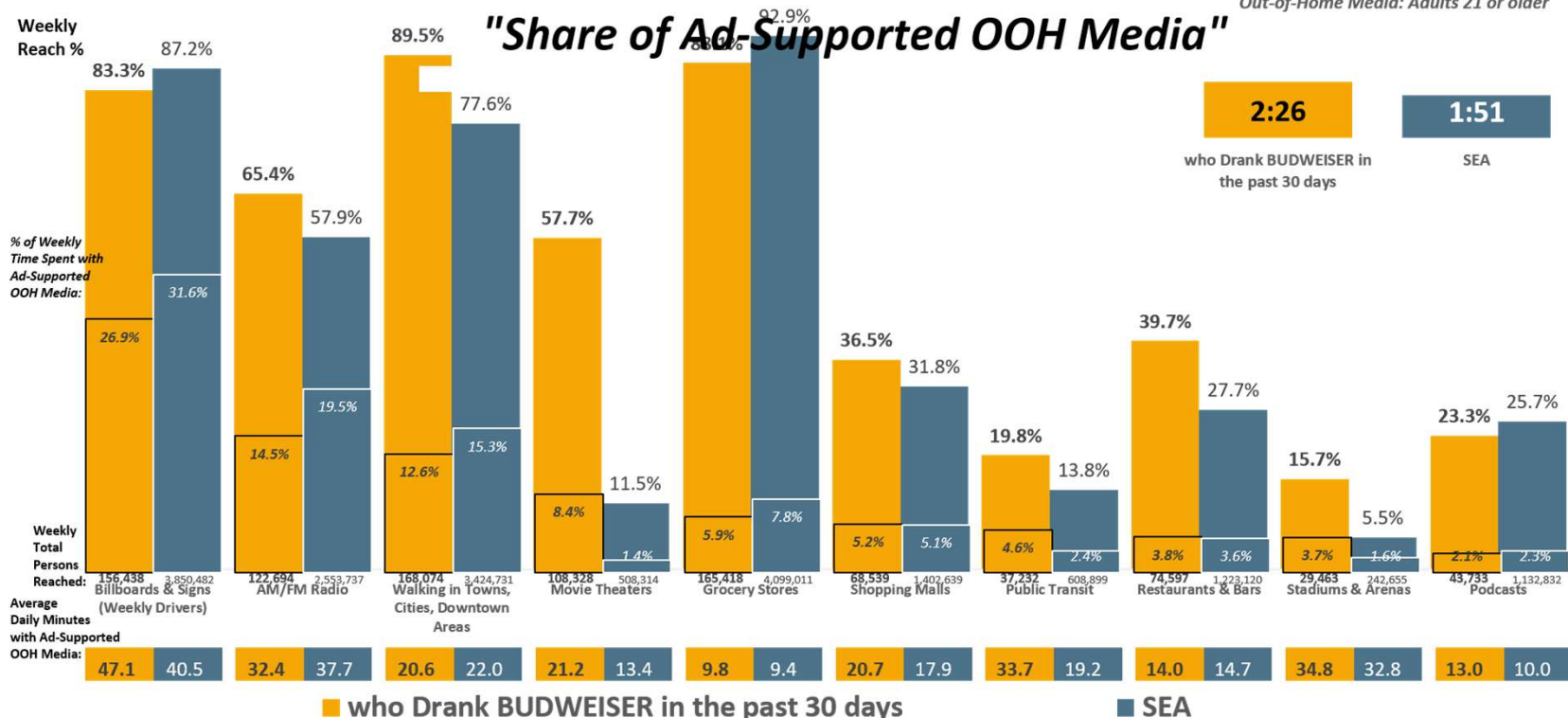
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



156,438 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 26.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 149 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,811

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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]

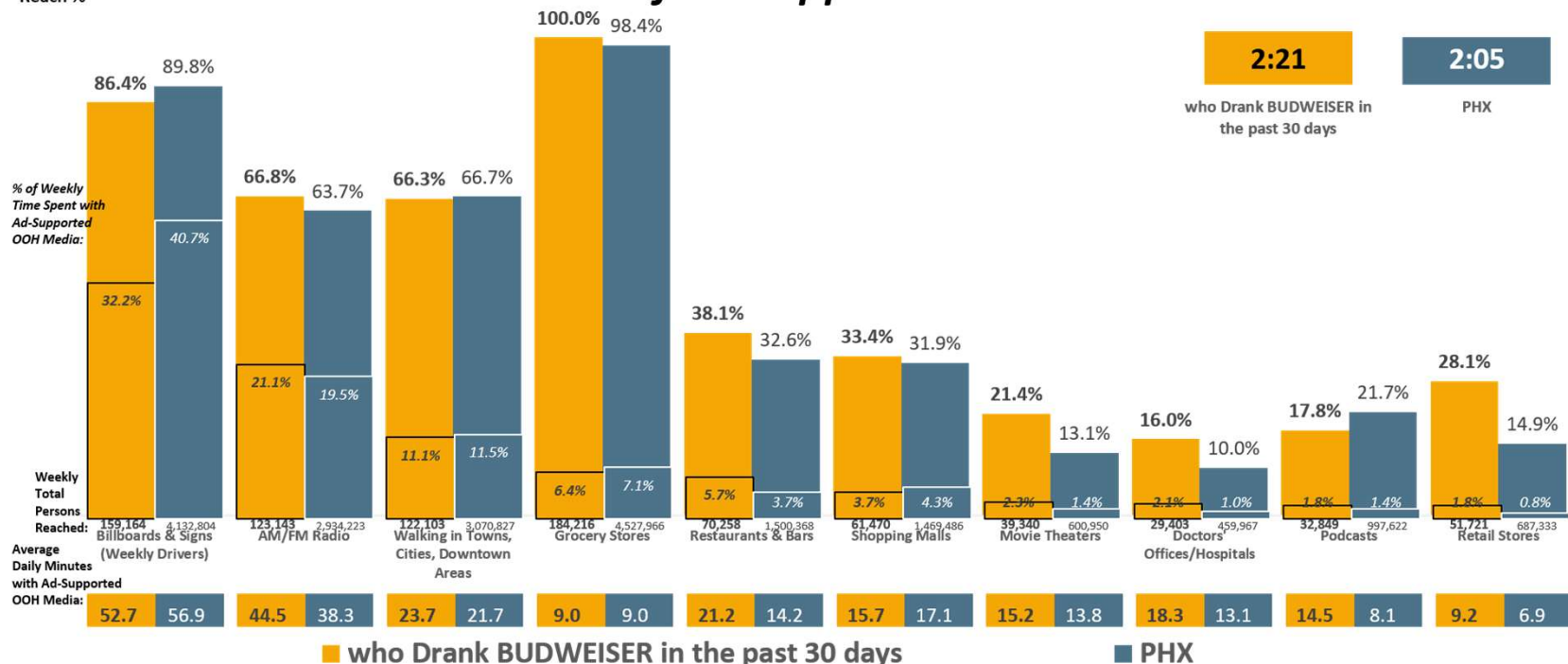


159,164 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 119
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,332

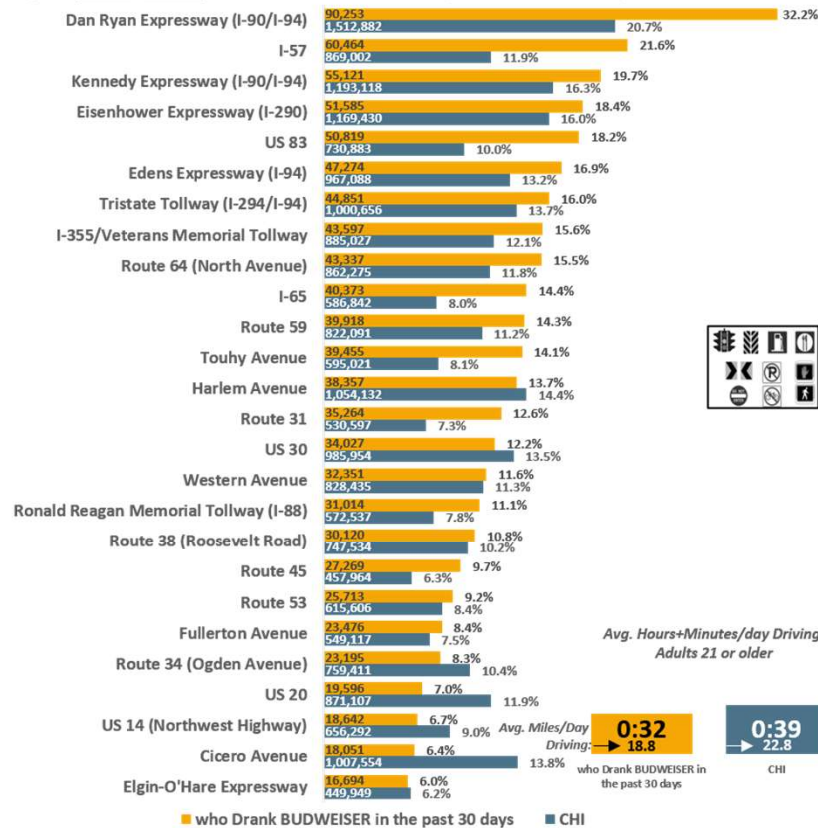
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



233,893 or 83.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 32.3 minutes per day driving an average of 18.8 miles each day and are 81.8% more likely to use I-57 than the Metro average.

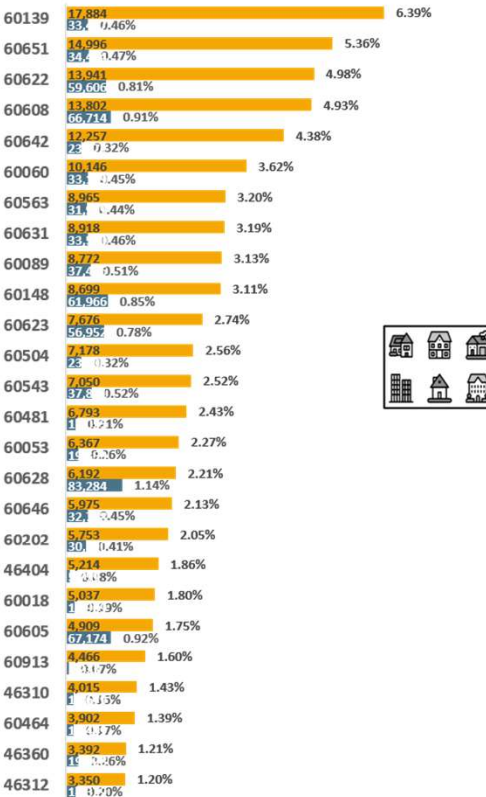
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



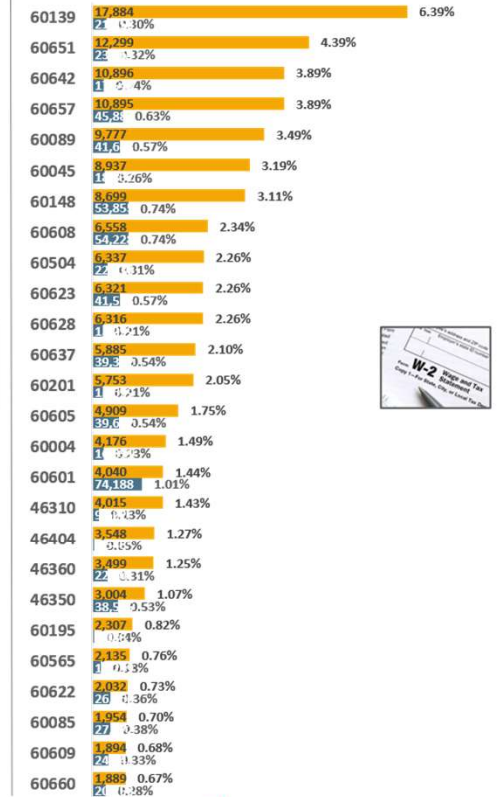
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



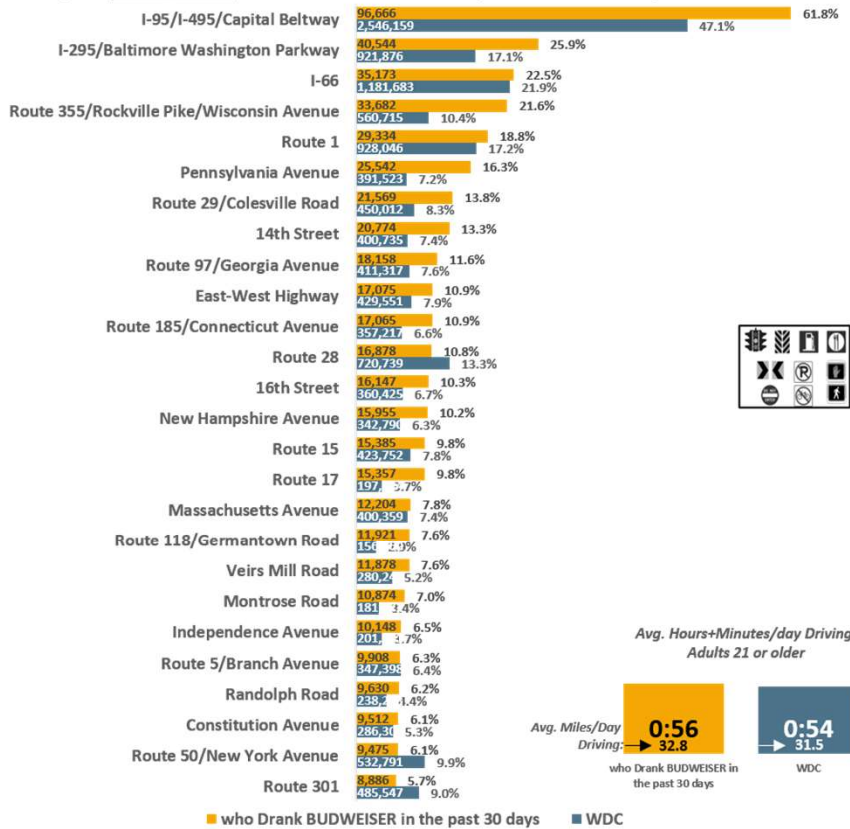
Top-26 Employment Zip Codes: Adults 21 or older





139,078 or 89.% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 56.4 minutes per day driving an average of 32.8 miles each day and are 168.9% more likely to use Route 17 than the Metro average.

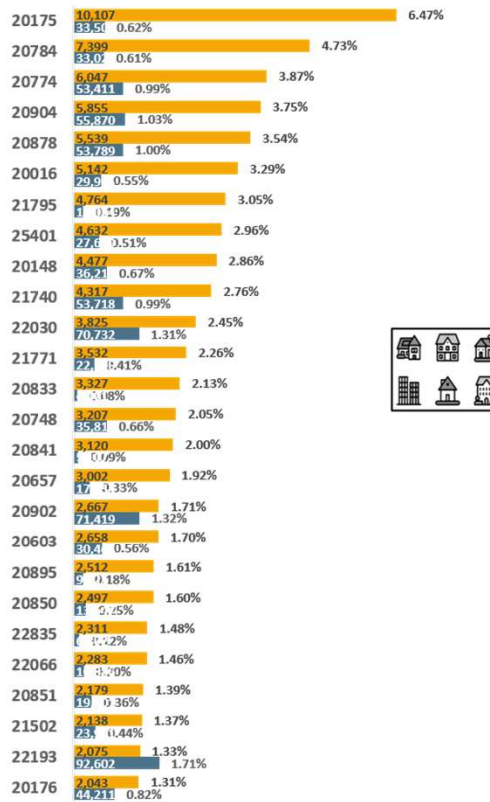
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



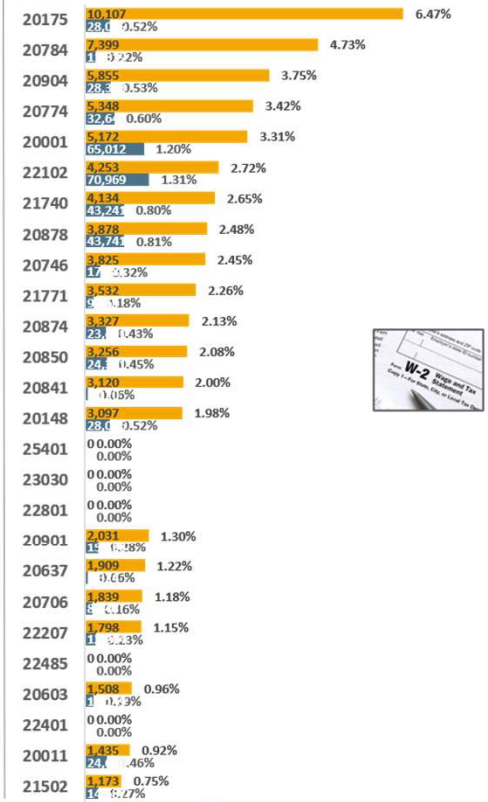
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

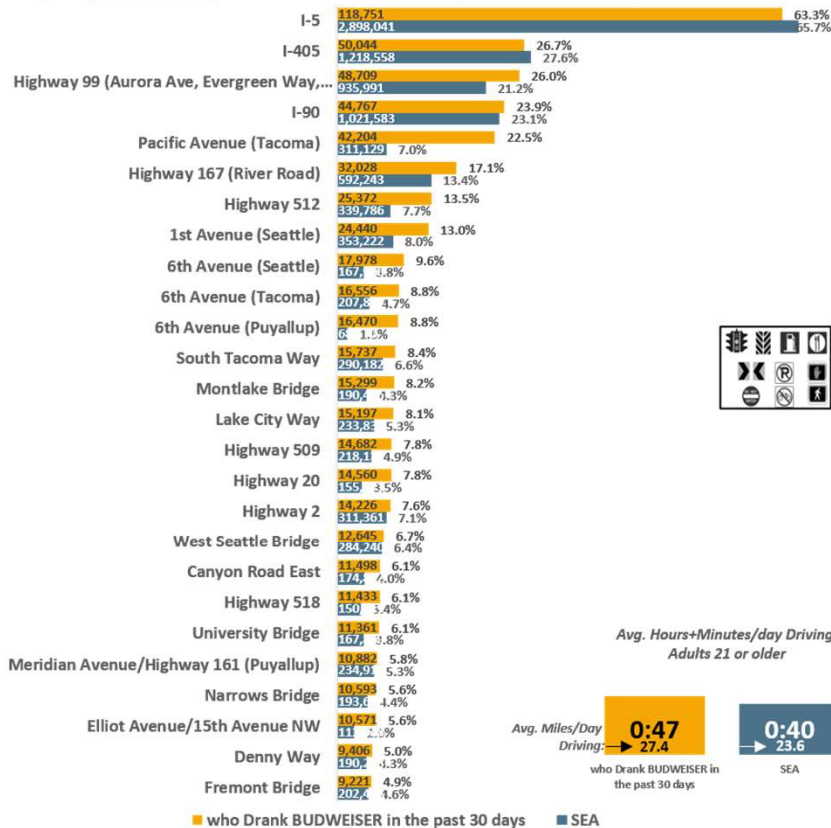


soefa.ai Share of Everything for Anything

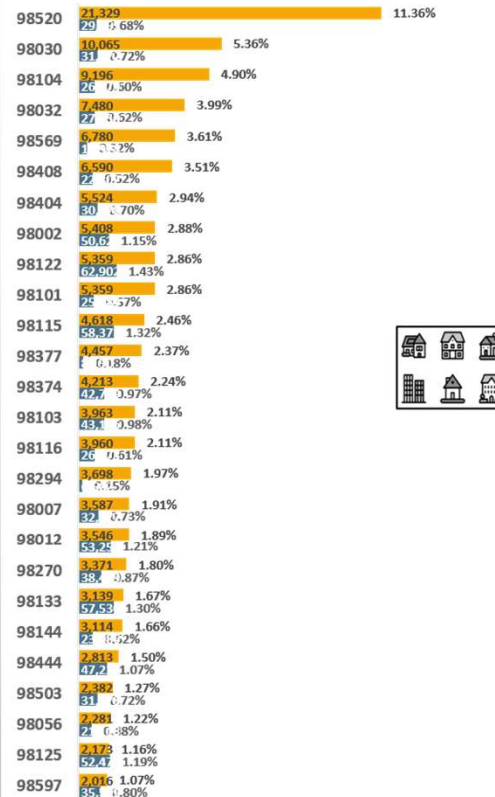


156,438 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 47.1 minutes per day driving an average of 27.4 miles each day and are 464.1% more likely to use 6th Avenue (Puyallup) than the Metro average.

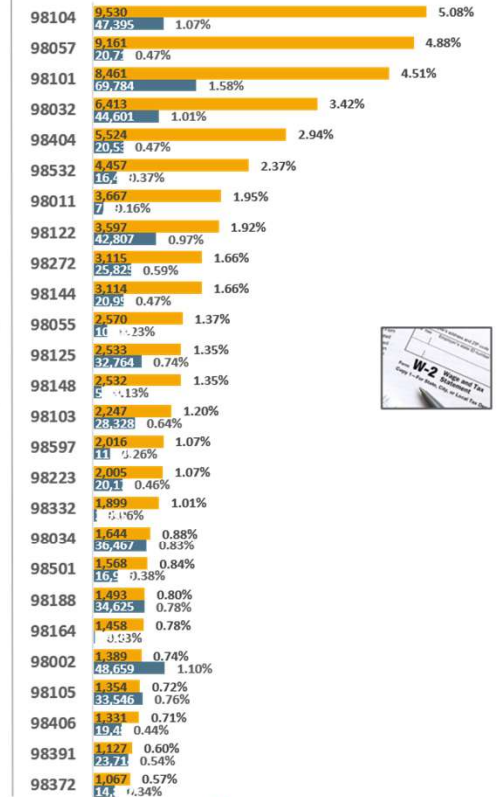
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



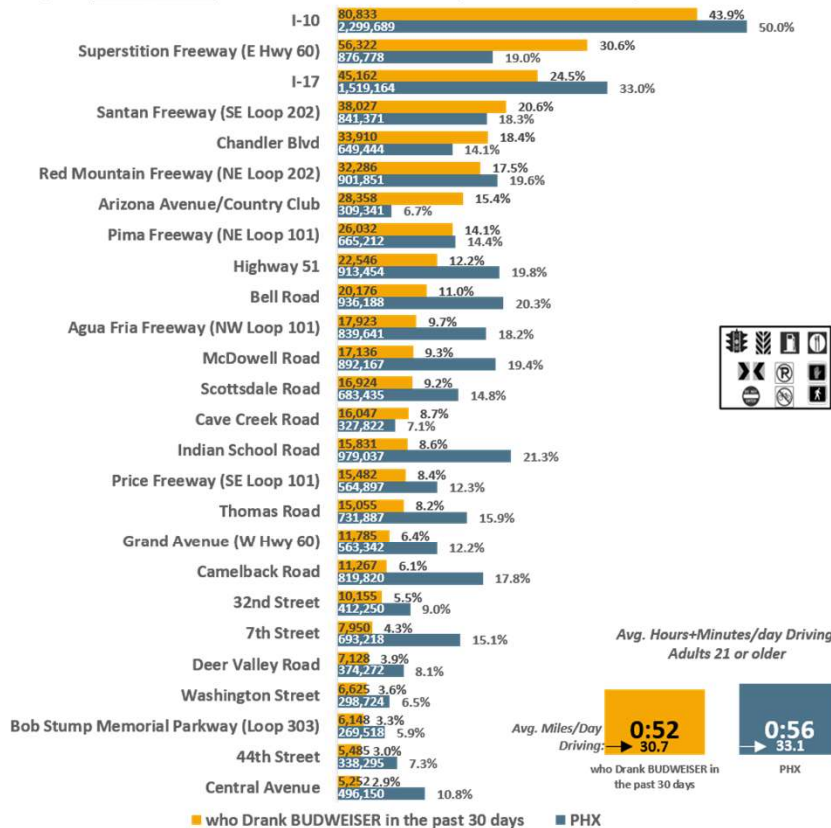
Top-26 Employment Zip Codes: Adults 21 or older



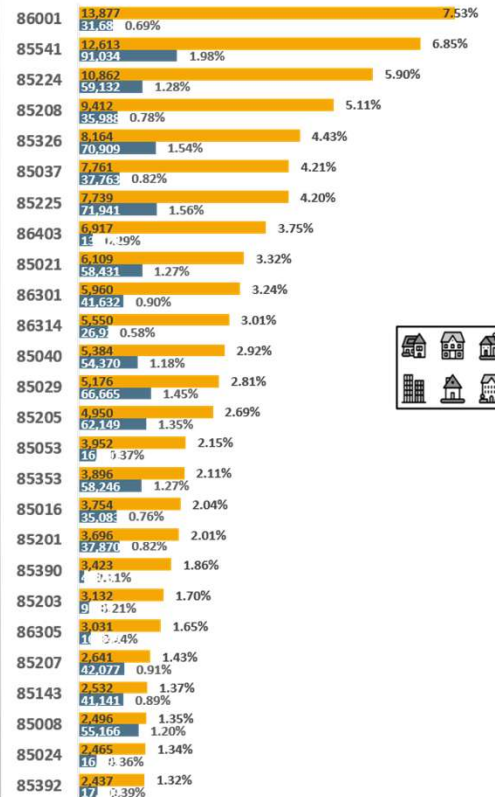


159,164 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 129.1% more likely to use Arizona Avenue/Country Club than the Metro average.

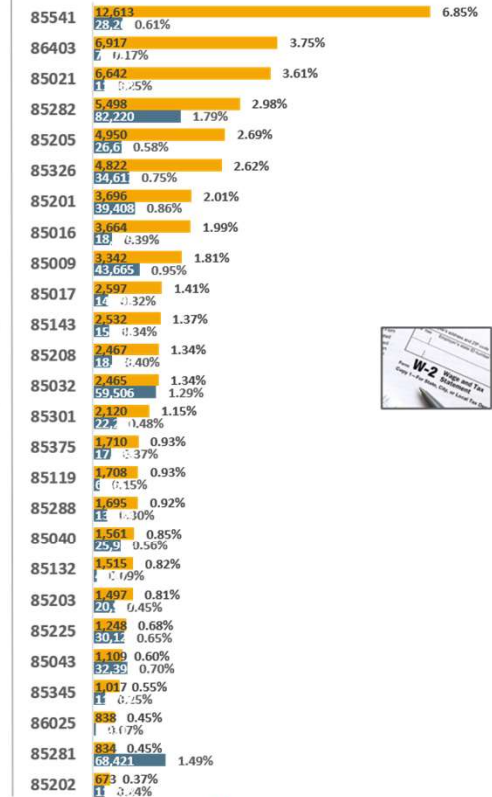
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



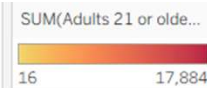
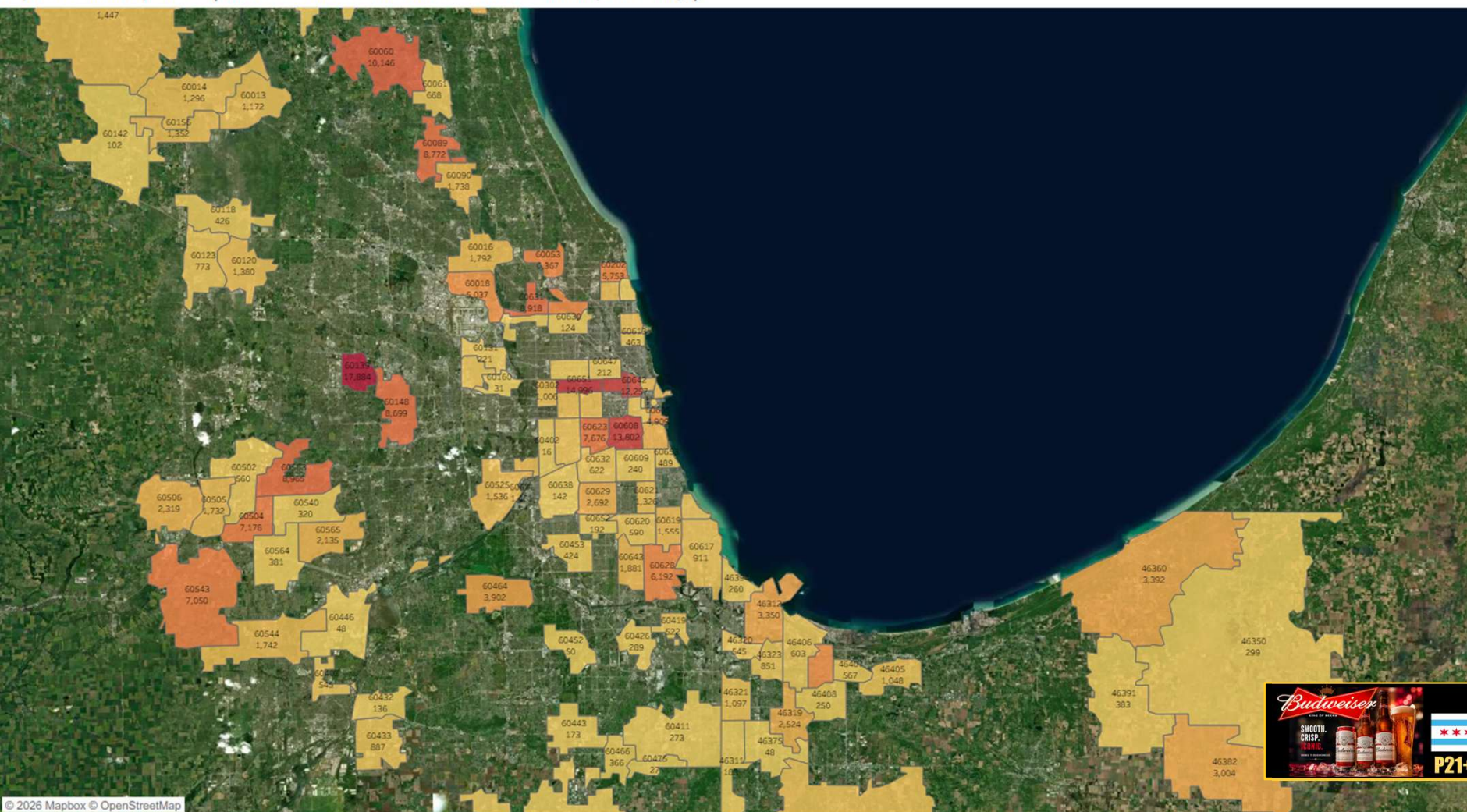
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



Top Residential Zip Codes: (Adults 21 or older who Drank BUDWEISER in the past 30 days)



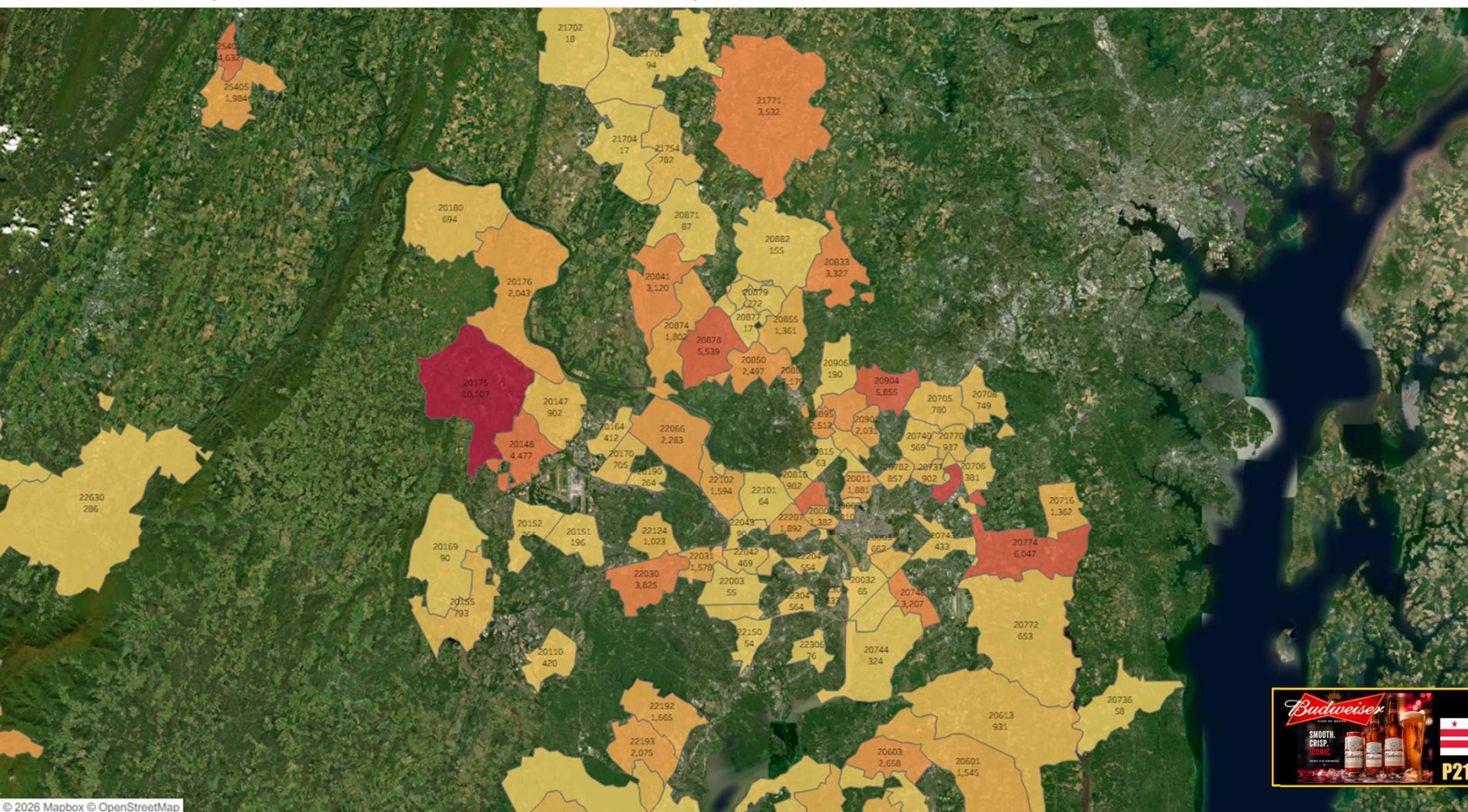
© 2026 Mapbox © OpenStreetMap

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 178
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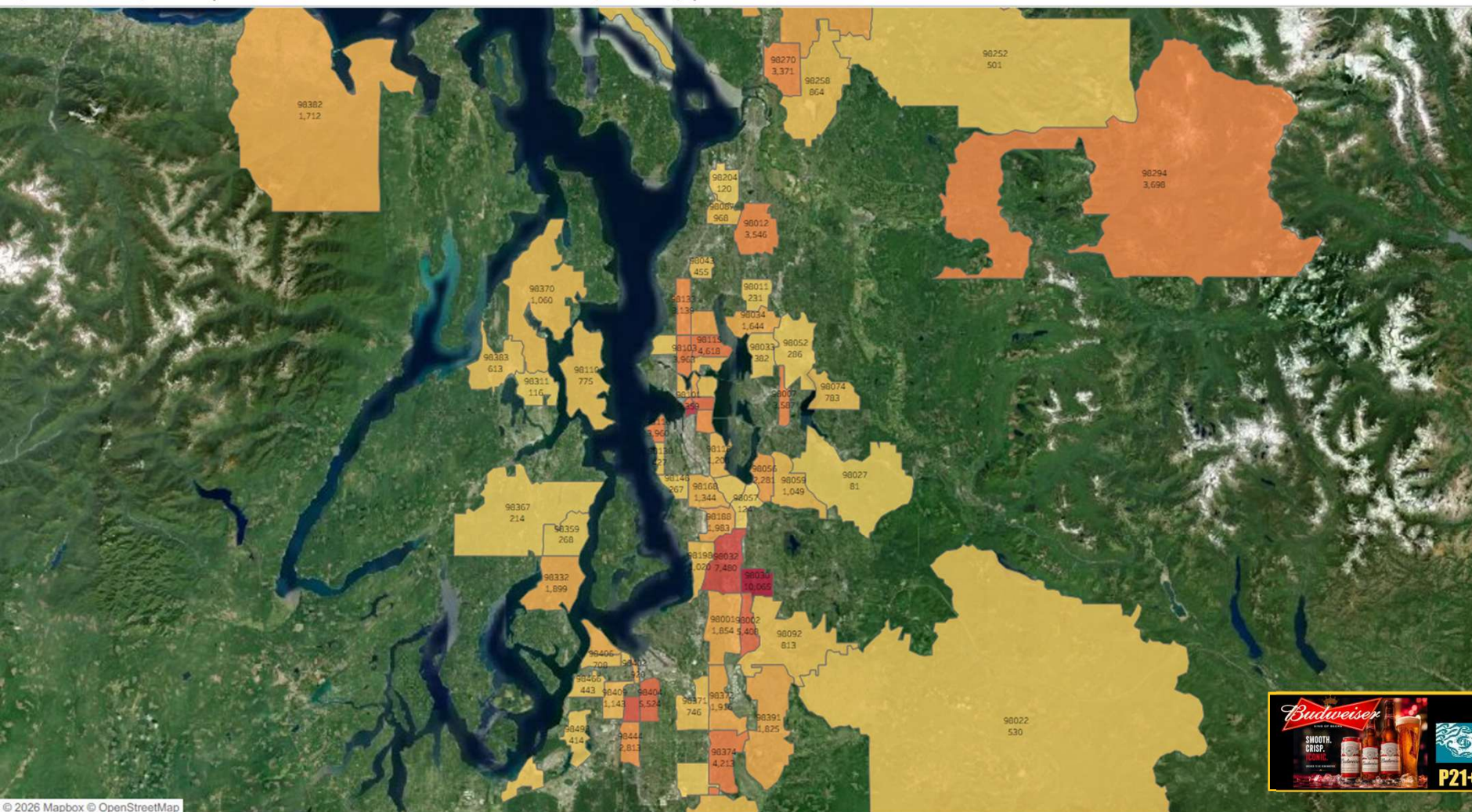
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 21 or older who Drank BUDWEISER in the past 30 days)



Top Residential Zip Codes: (Adults 21 or older who Drank BUDWEISER in the past 30 days)



SUM(Adults 21 or olde...
81 10,065

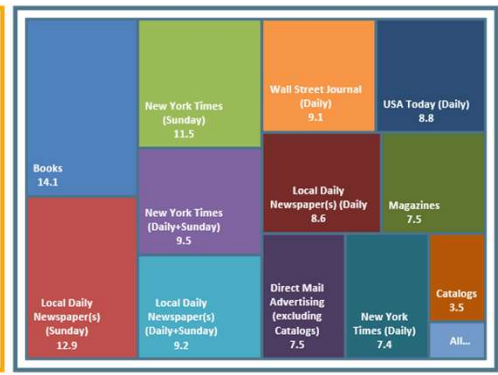
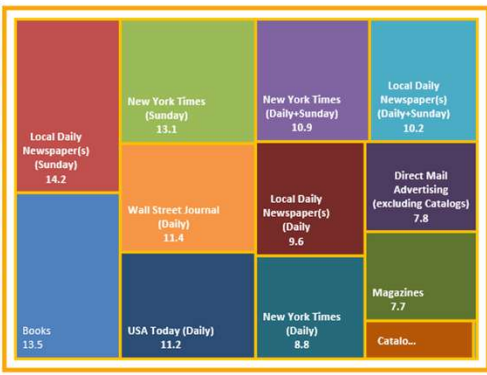
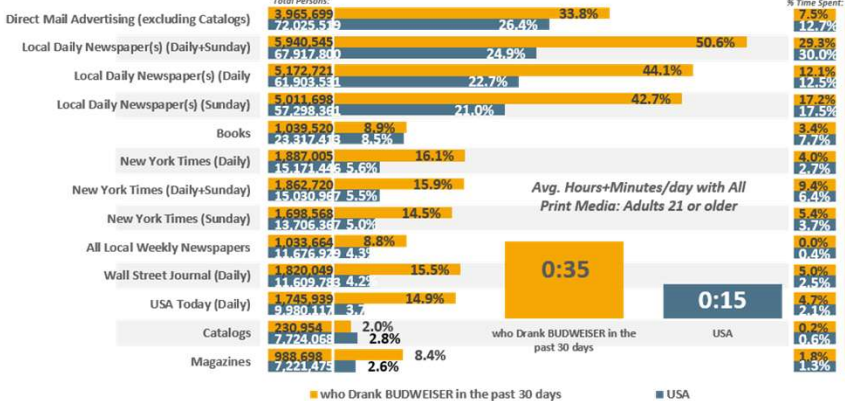


© 2026 Mapbox © OpenStreetMap

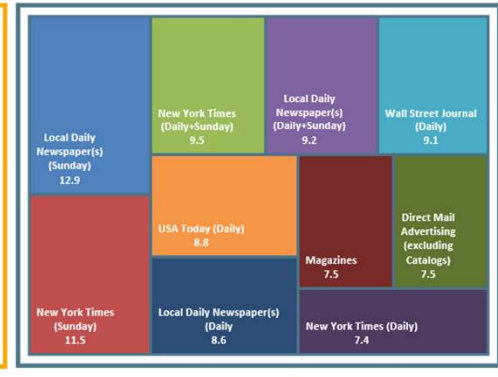
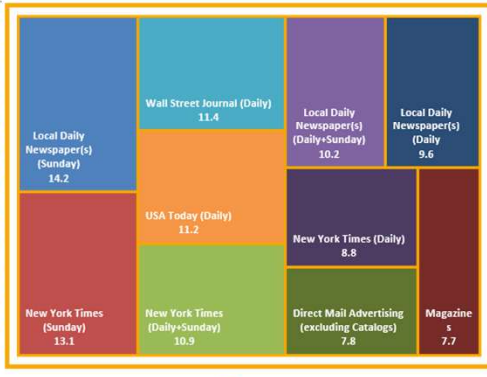
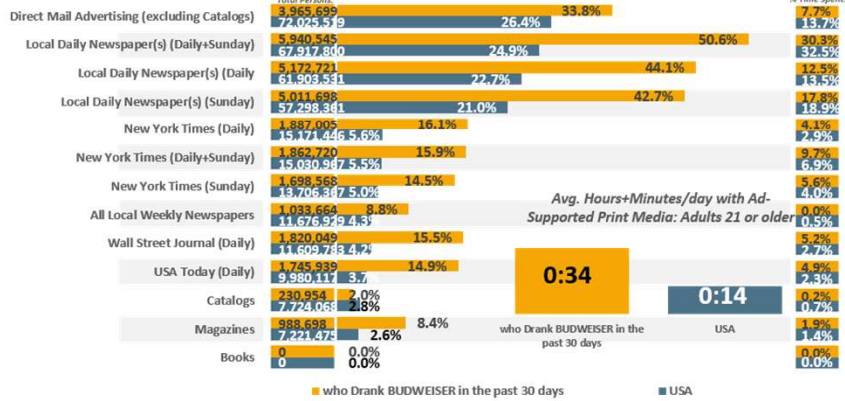


5,940,545 or 50.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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



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

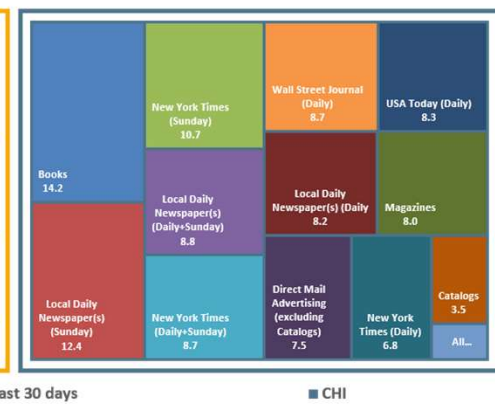
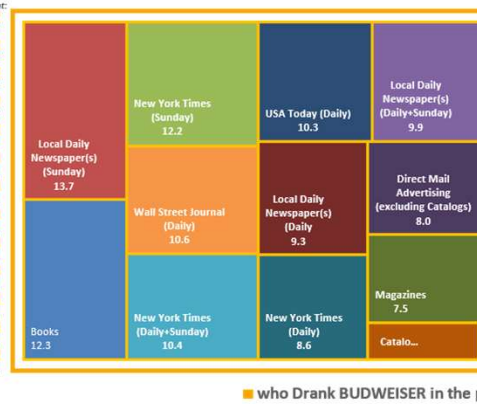
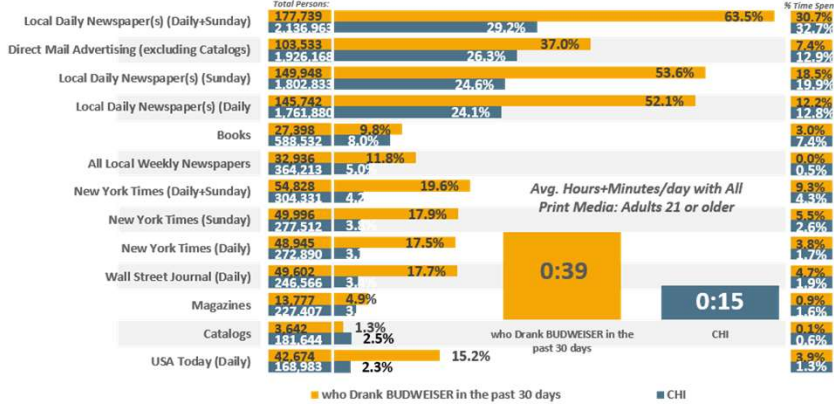


[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

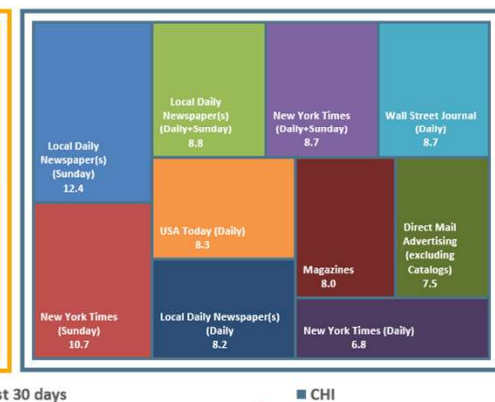
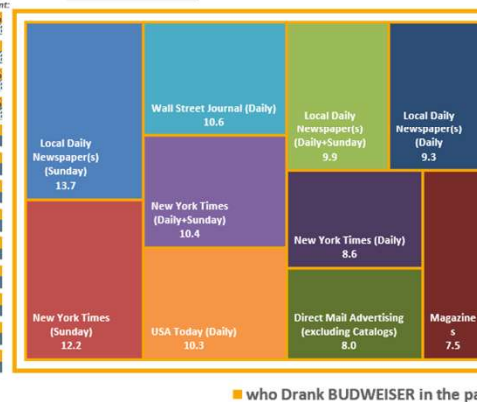
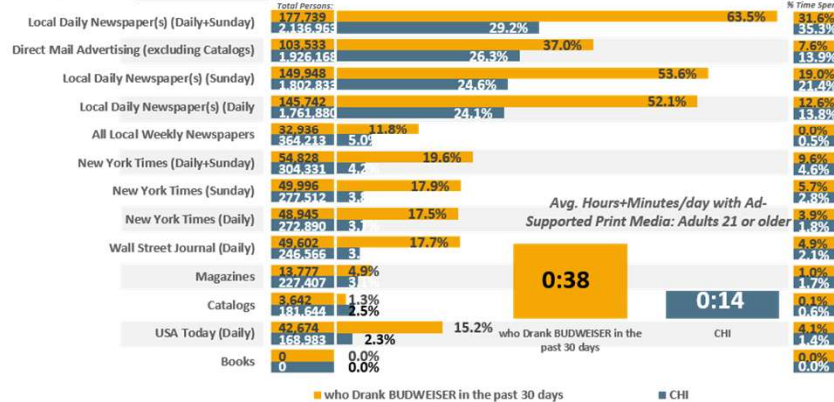


177,739 or 63.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



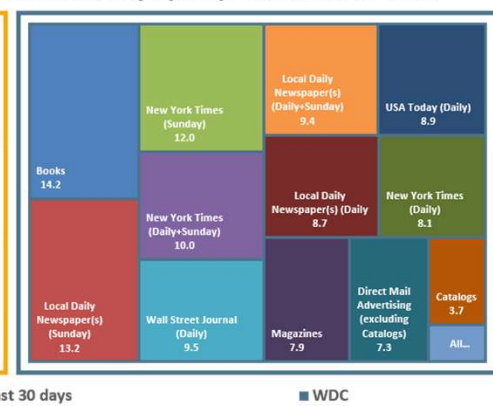
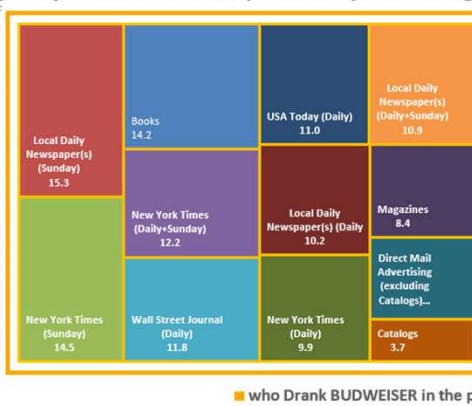
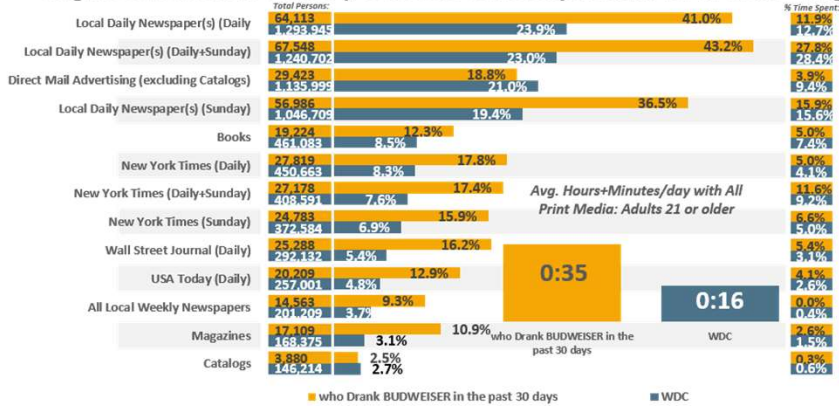
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



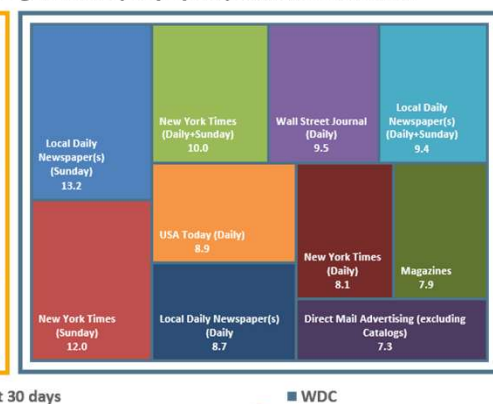
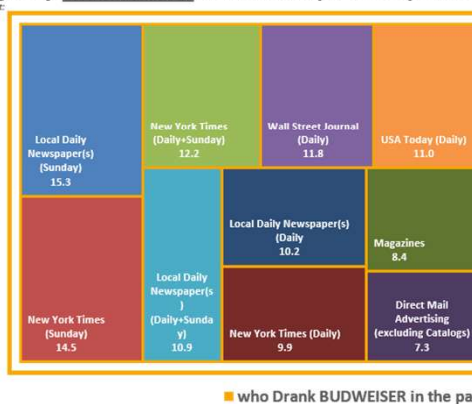
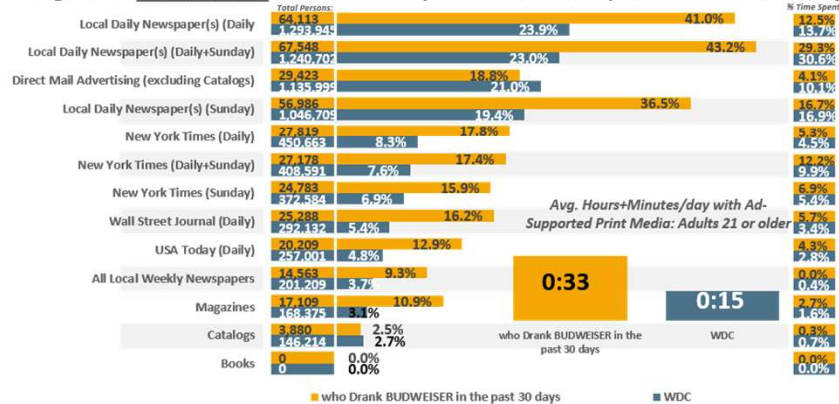


67,548 or 43.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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



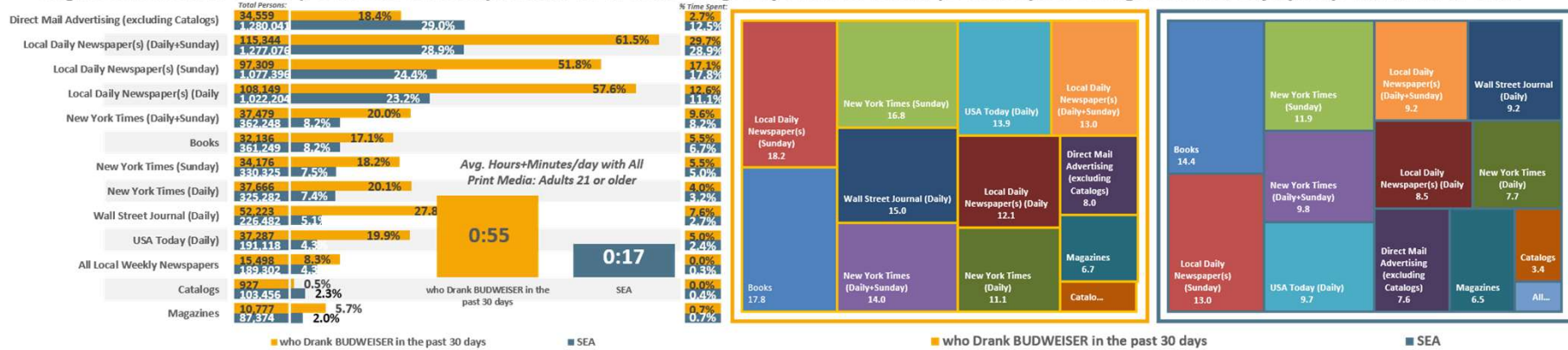
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



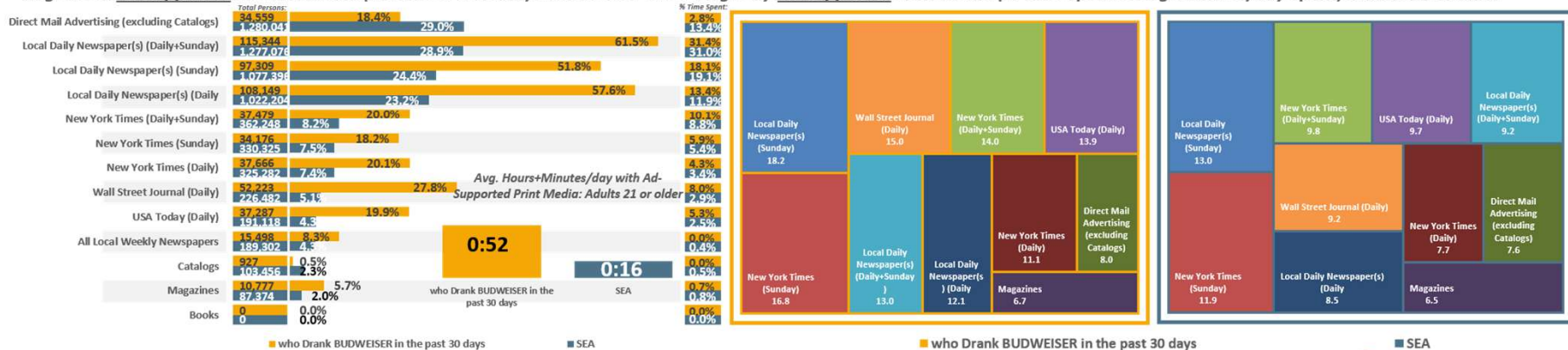


115,344 or 61.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

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



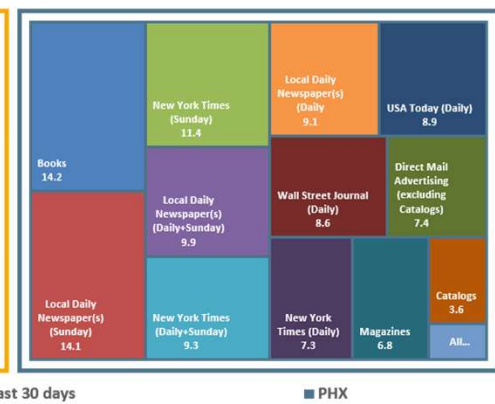
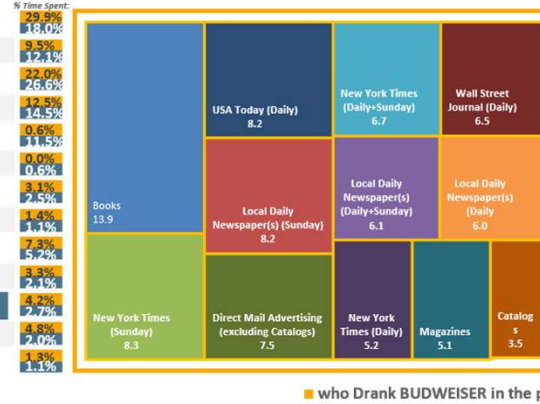
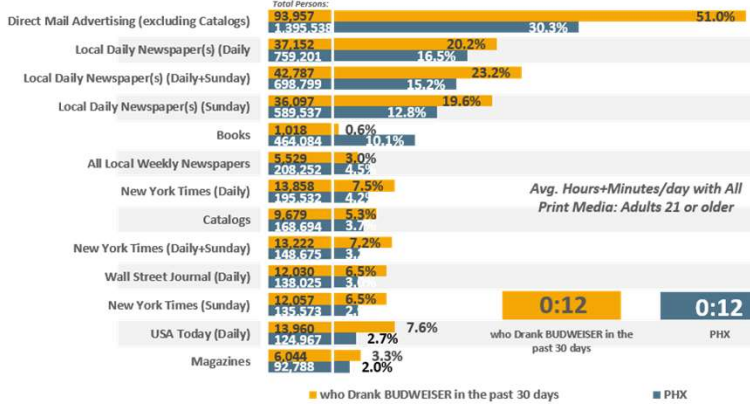
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



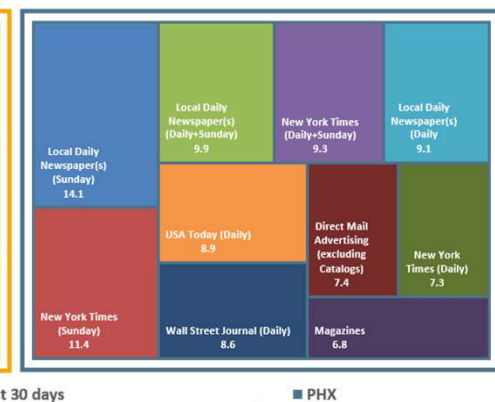
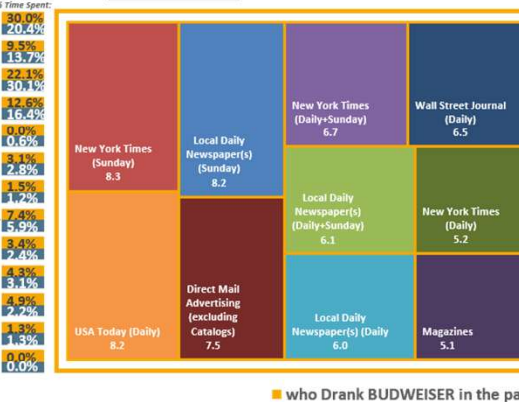
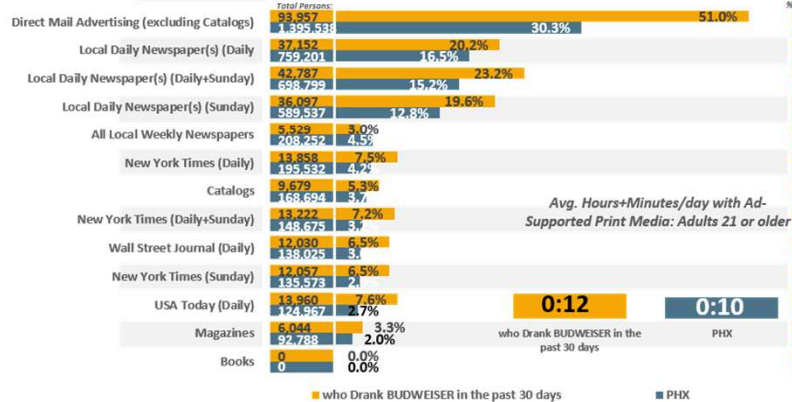


93,957 or 51.% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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



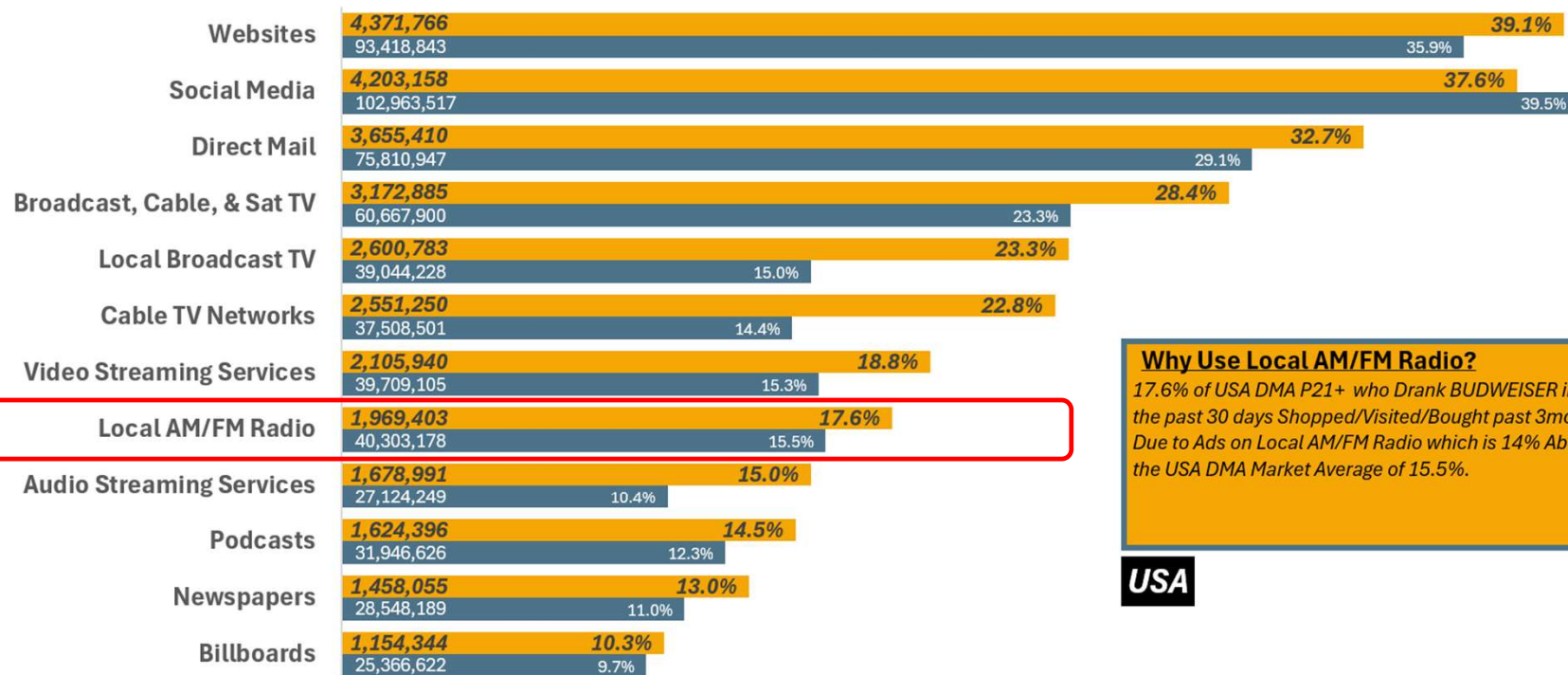
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.6% of USA DMA P21+ who Drank BUDWEISER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank BUDWEISER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1088
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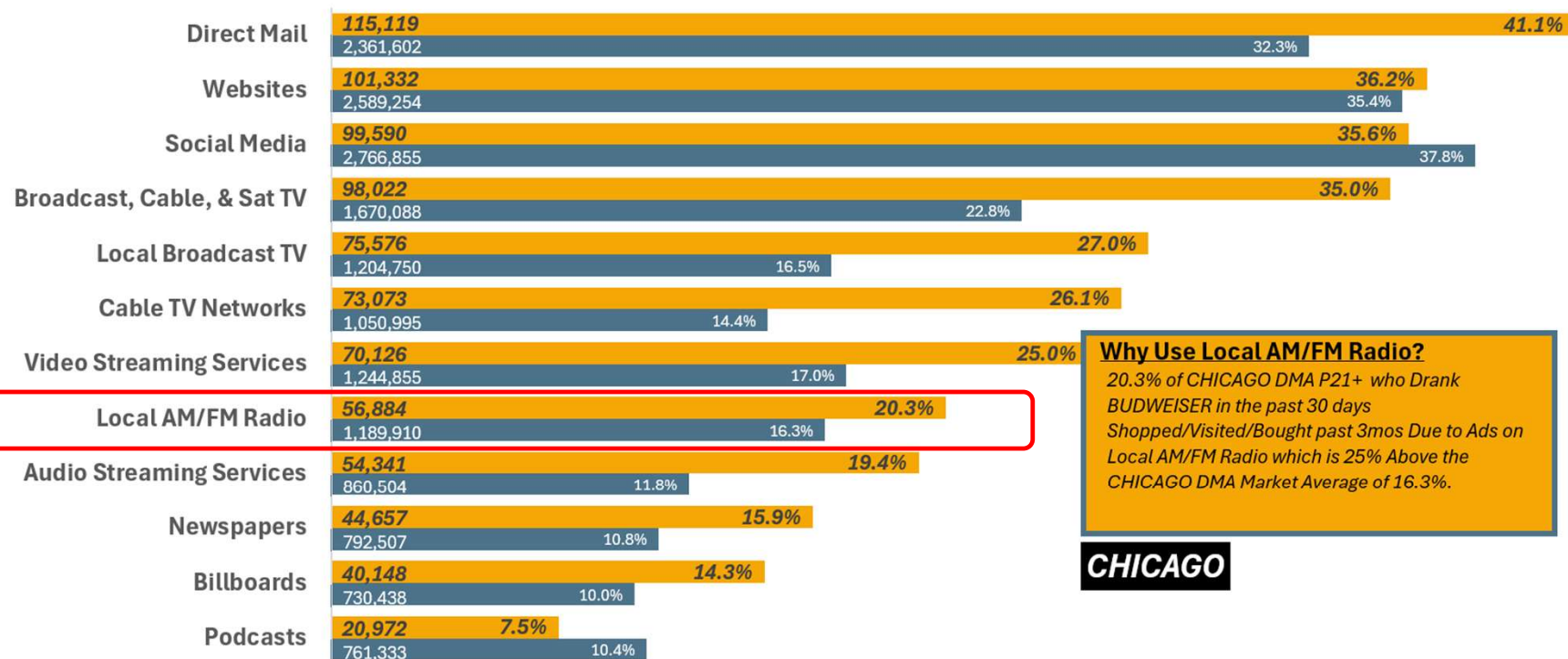
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.3% of CHICAGO DMA P21+ who Drank BUDWEISER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO

■ P21+ who Drank BUDWEISER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 178
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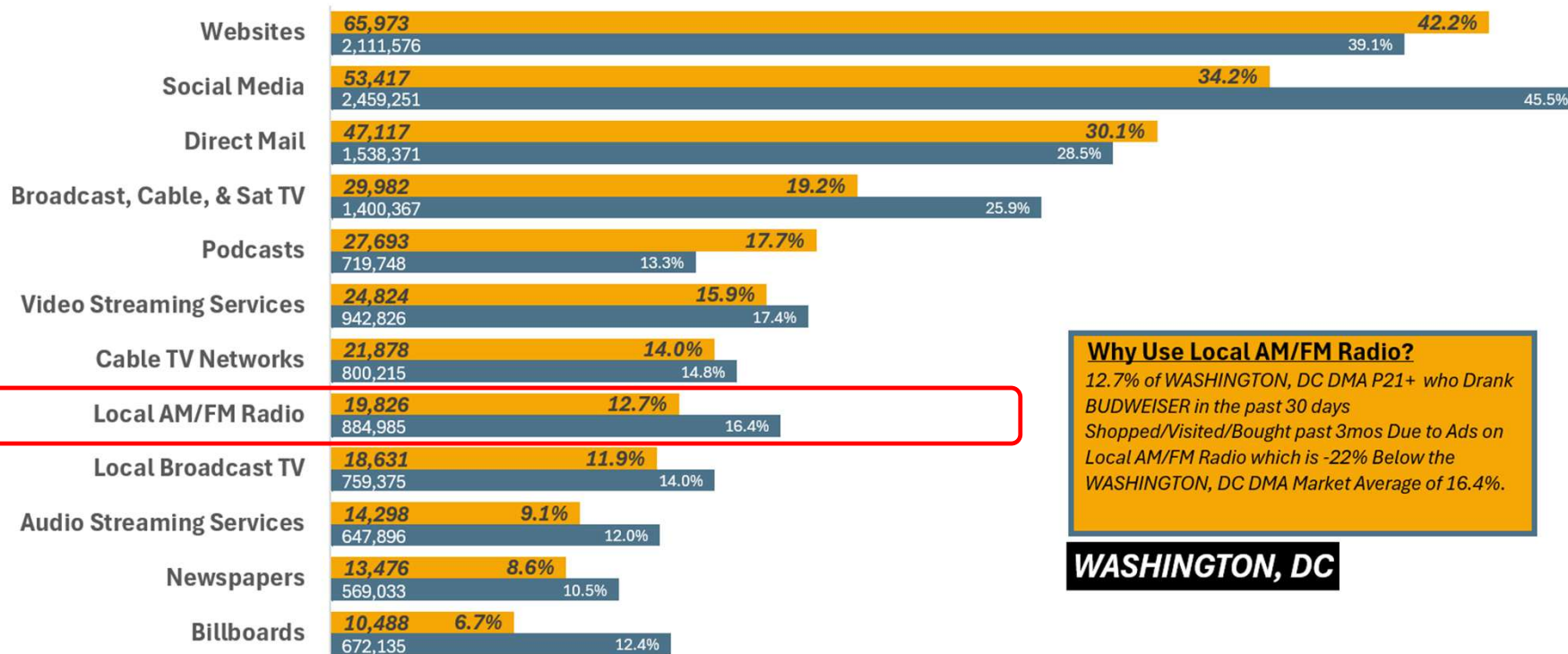
soefa.ai Share of Everything for Anything ®

[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.7% of WASHINGTON, DC DMA P21+ who Drank BUDWEISER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the WASHINGTON, DC DMA Market Average of 16.4%.

WASHINGTON, DC

■ P21+ who Drank BUDWEISER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 189
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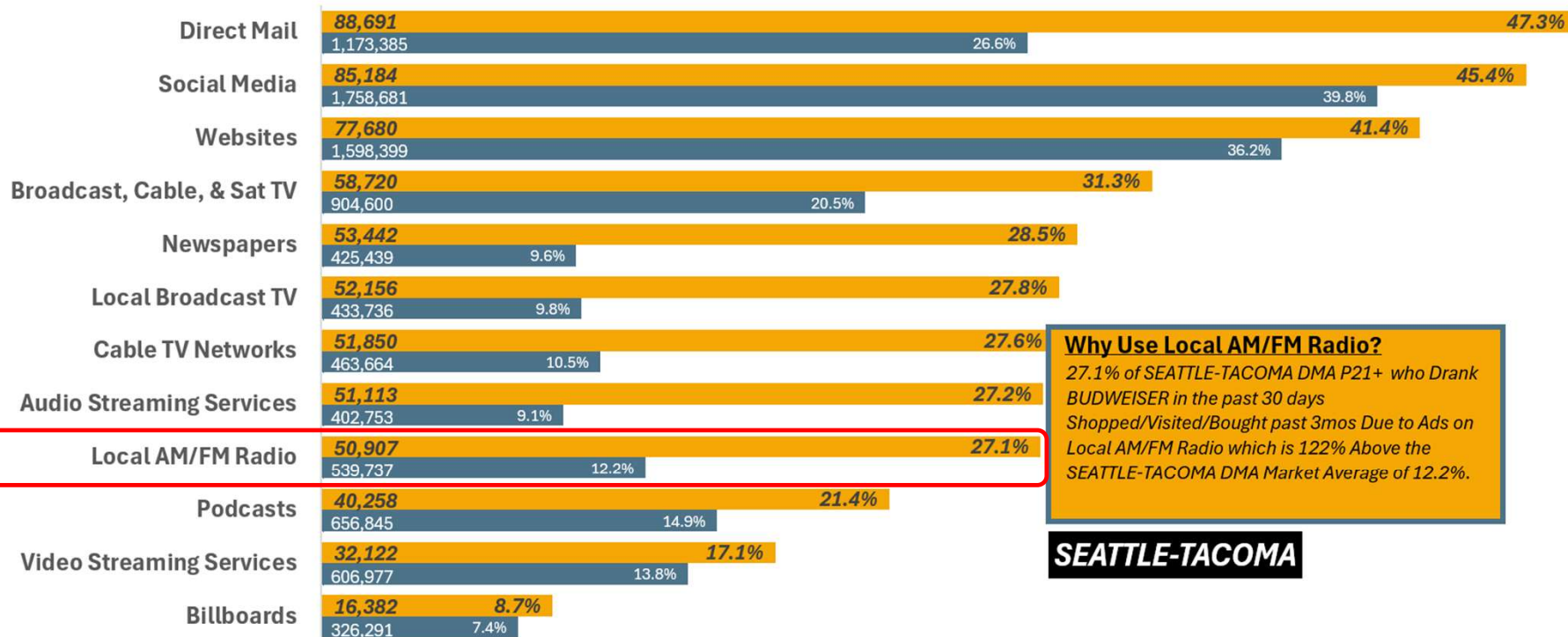
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

27.1% of SEATTLE-TACOMA DMA P21+ who Drank BUDWEISER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 122% Above the SEATTLE-TACOMA DMA Market Average of 12.2%.

SEATTLE-TACOMA

■ P21+ who Drank BUDWEISER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 149
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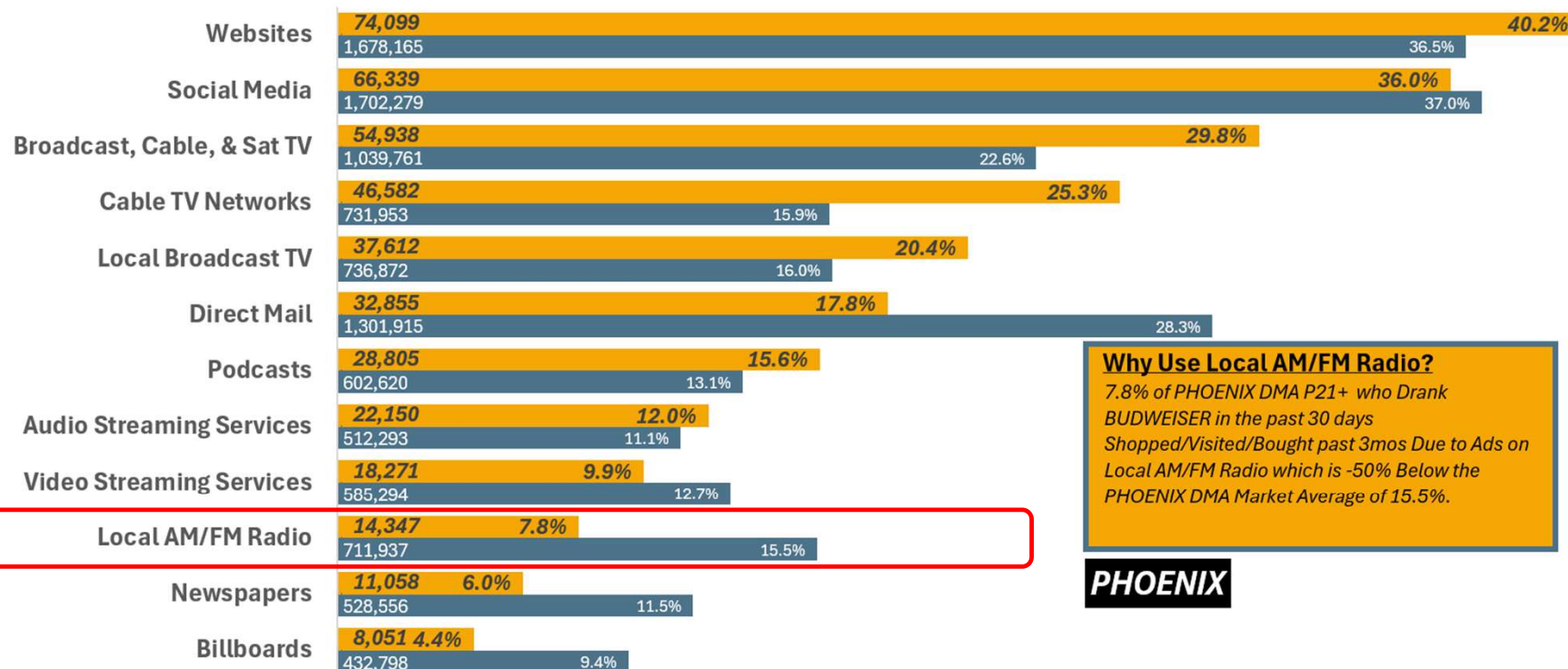
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

7.8% of PHOENIX DMA P21+ who Drank BUDWEISER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -50% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P21+ who Drank BUDWEISER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 119
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]