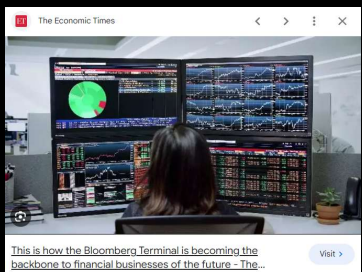


USA+4 More DMAs – P21+ who Drank BUDWEISER in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P21+ who Drank BUDWEISER in the past 30 days as of March 31, 2026.



P21+

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]]





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.

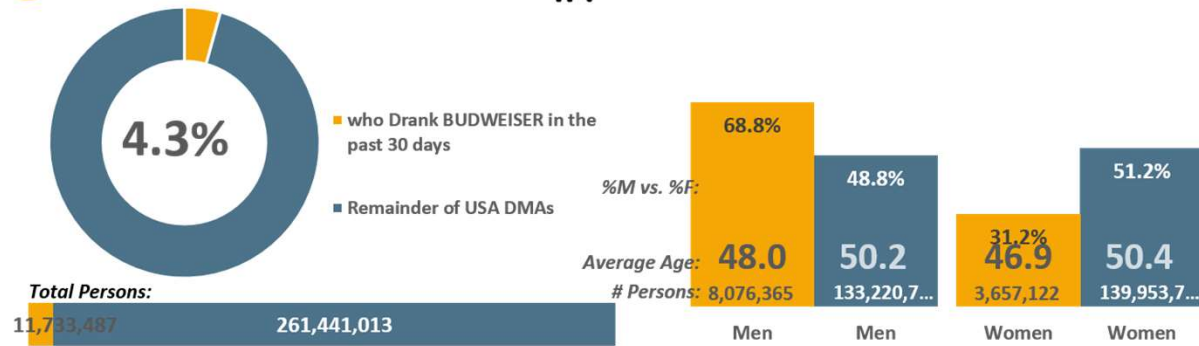


Percent of Market: Adults 21 or older

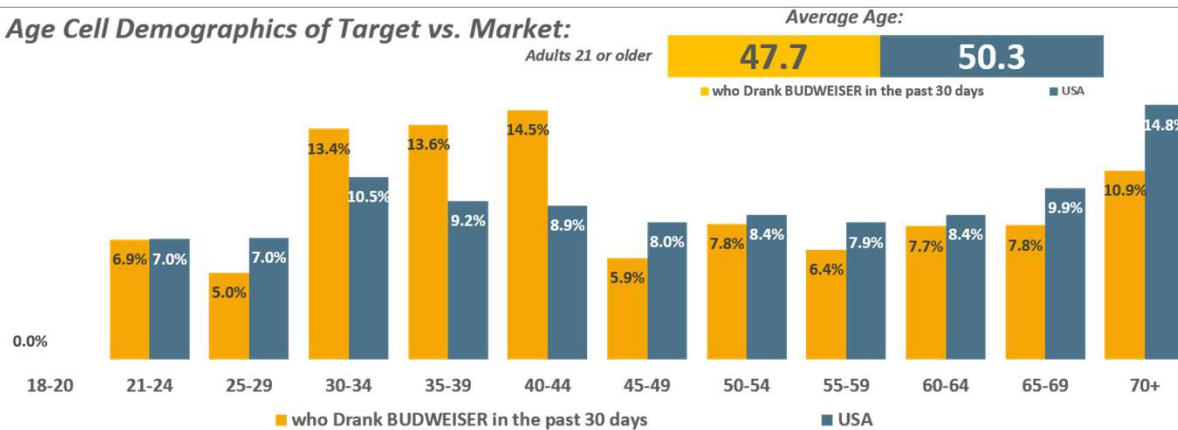


Gender of Target vs. Market: Adults 21 or older

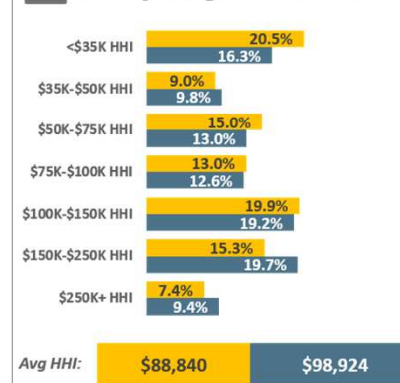
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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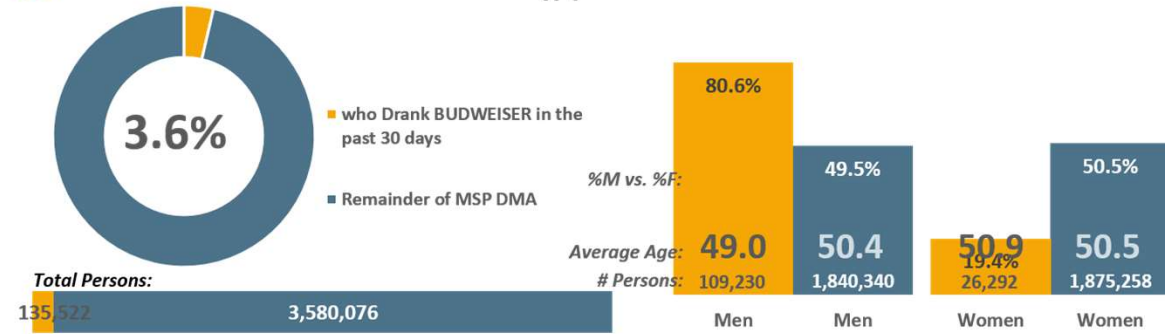
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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

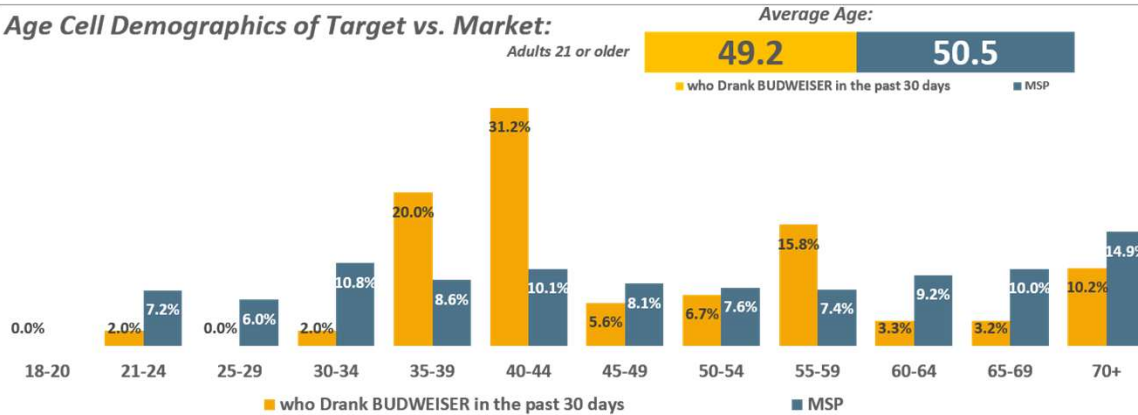


3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 49.2 years old (2.5% younger than average) and have a \$101,849 (11.5% lower than average) annual household income.

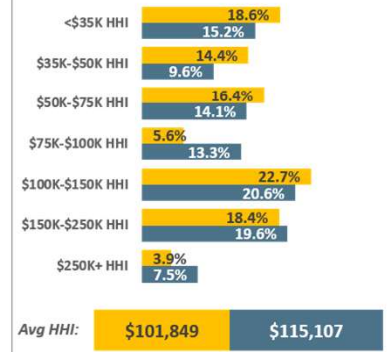
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

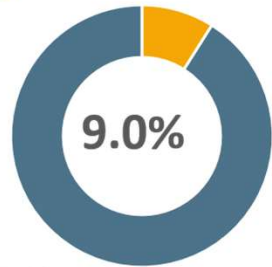




9.0% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 48.7 years old (3.7% younger than average) and have a \$105,463 (2.7% higher than average) annual household income.



Percent of Market: Adults 21 or older

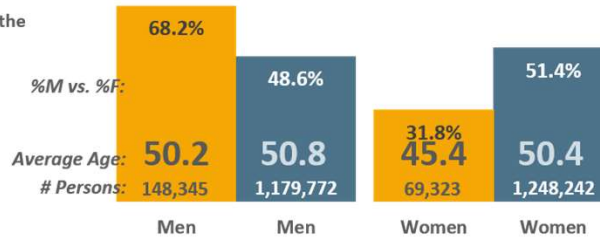


■ who Drank BUDWEISER in the past 30 days
 ■ Remainder of STL DMA

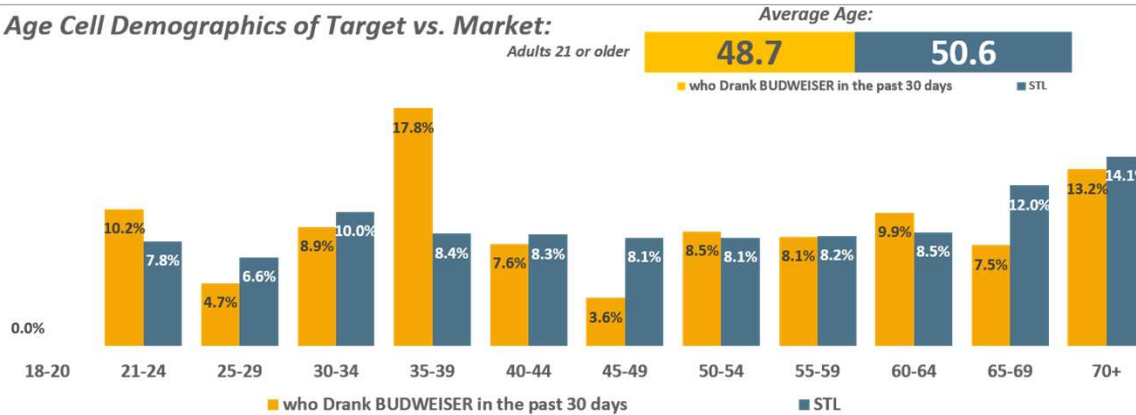
Total Persons:
 217,668 2,210,346



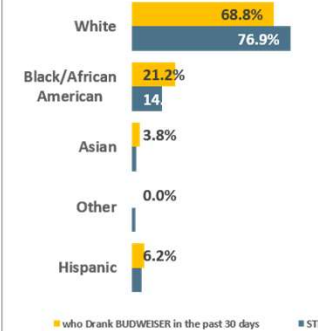
Gender of Target vs. Market: Adults 21 or older



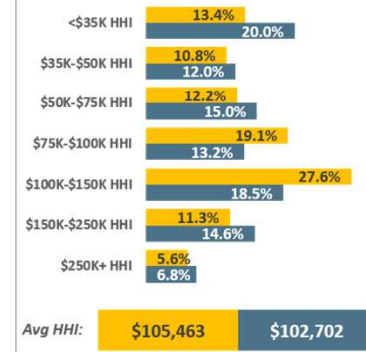
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





5.8% or 107,569 of CIN 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 41.8 years old (16.6% younger than average) and have a \$102,100 (.1% higher than average) annual household income.

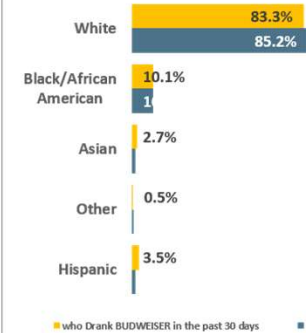
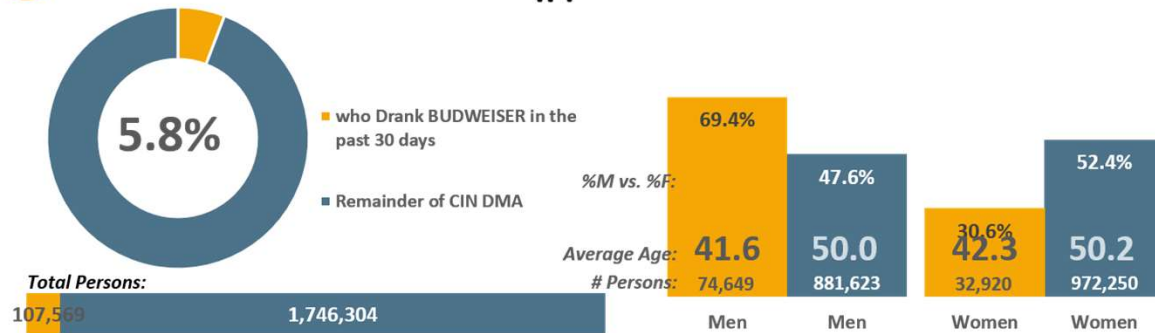


Percent of Market: Adults 21 or older

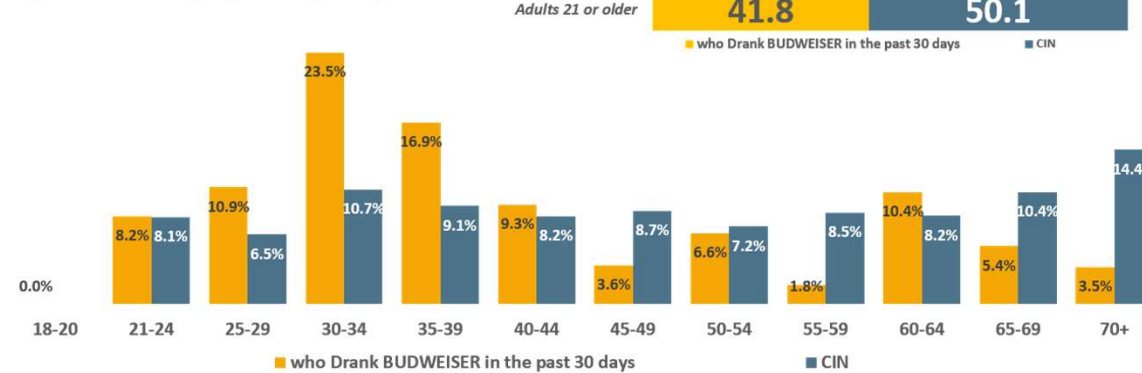


Gender of Target vs. Market: Adults 21 or older

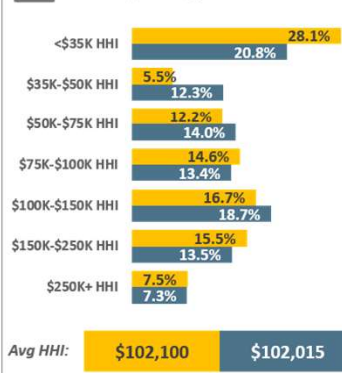
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

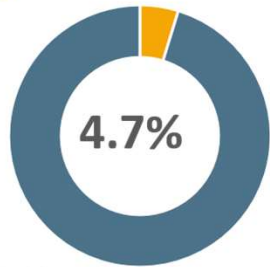




4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Typical Adults 21 or older who Drank BUDWEISER in the past 30 days are 53.5 years old (2.8% younger than average) and have a \$94,078 (12.4% lower than average) annual household income.



Percent of Market: Adults 21 or older

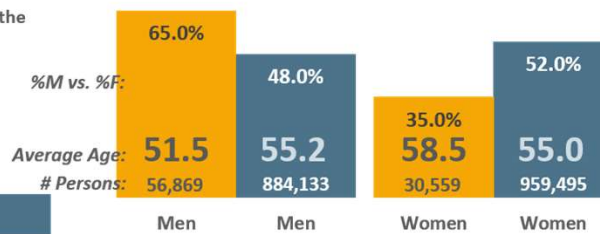


■ who Drank BUDWEISER in the past 30 days
 ■ Remainder of WPB DMA

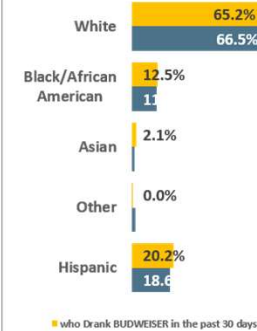
Total Persons:
 87,428 1,756,200



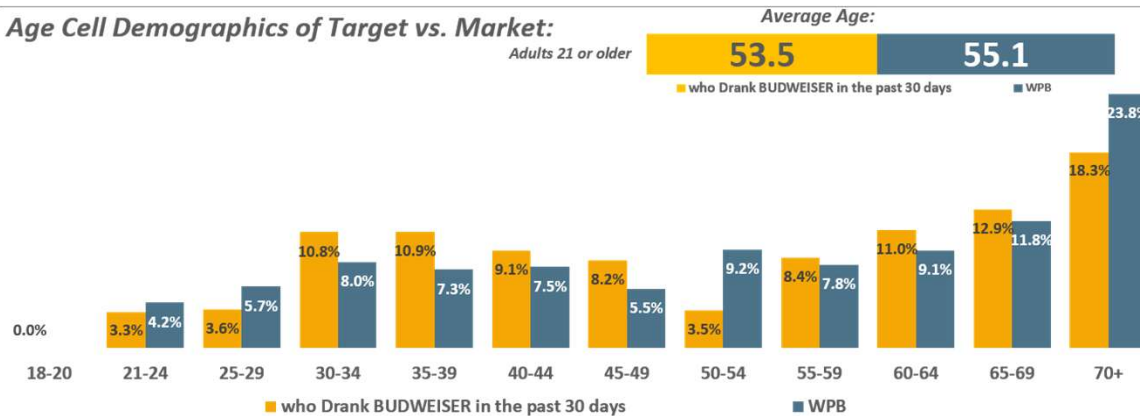
Gender of Target vs. Market: Adults 21 or older



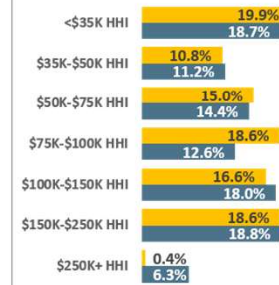
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



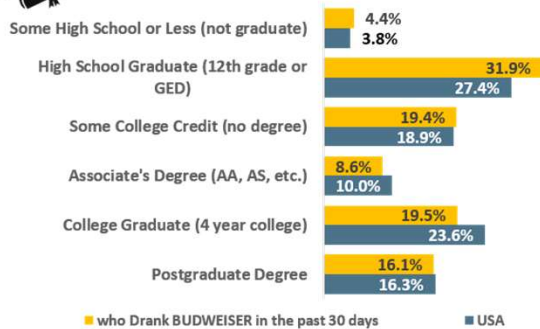
Avg HHI: \$94,078 \$107,404



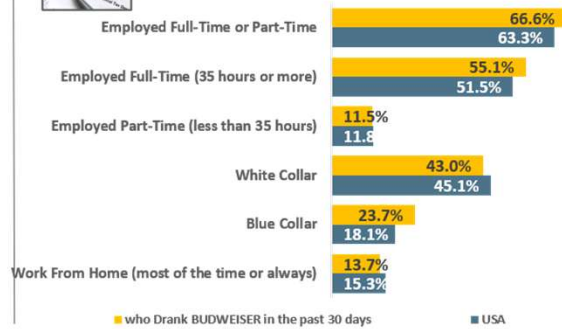
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 10.5% less likely to be a college graduate, 7.% more likely to work full-time, 2.8% more likely to be married, 46.5% more likely to be a parent of 1 or more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



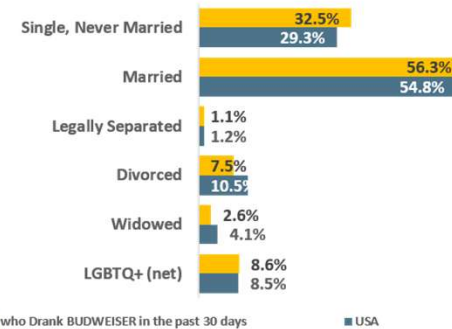
Education Levels: Adults 21 or older



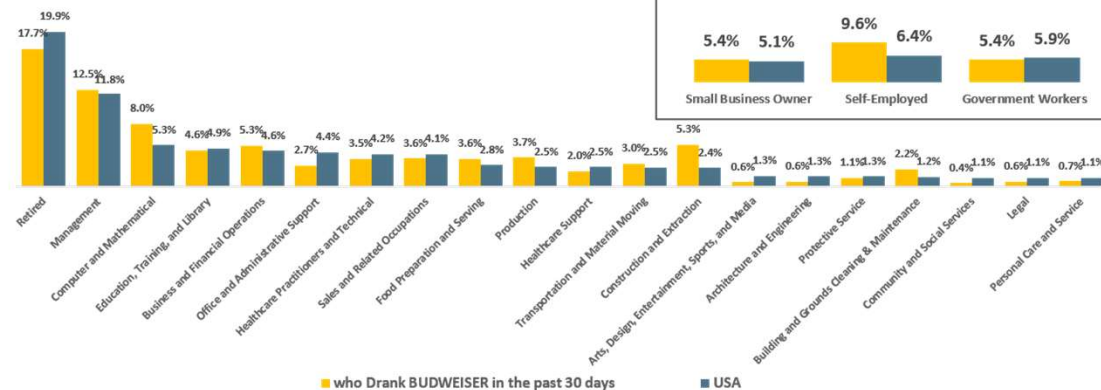
Employment: Adults 21 or older



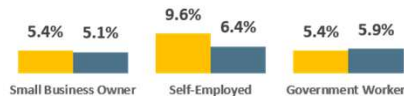
Marital Status: Adults 21 or older



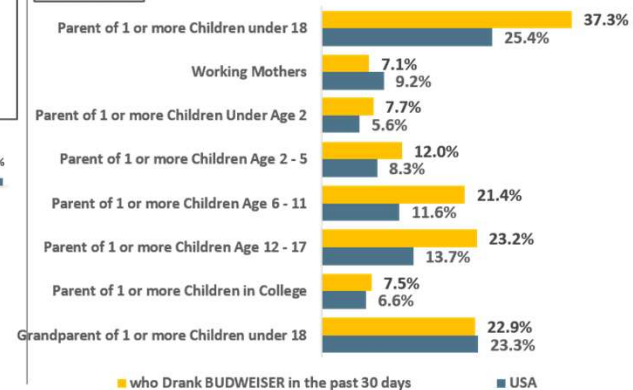
Top-20 Occupations: Adults 21 or older



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

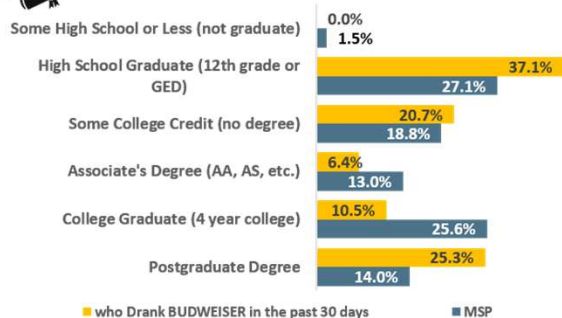
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



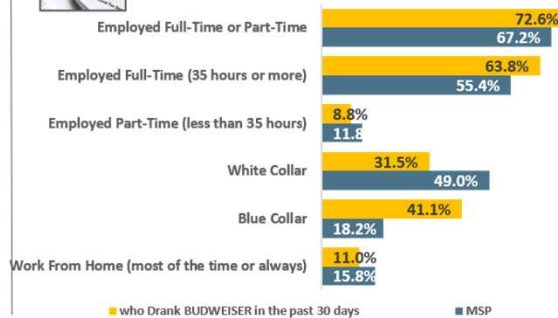
3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 9.5% less likely to be a college graduate, 15.3% more likely to work full-time, 1.1% more likely to be married, 60.8% more likely to be a parent of 1 or more children under 18.



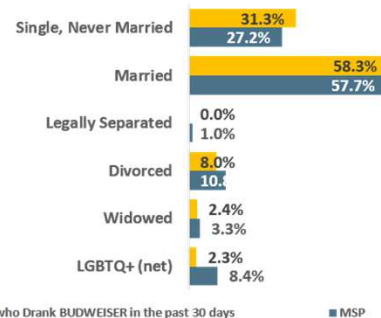
Education Levels: Adults 21 or older



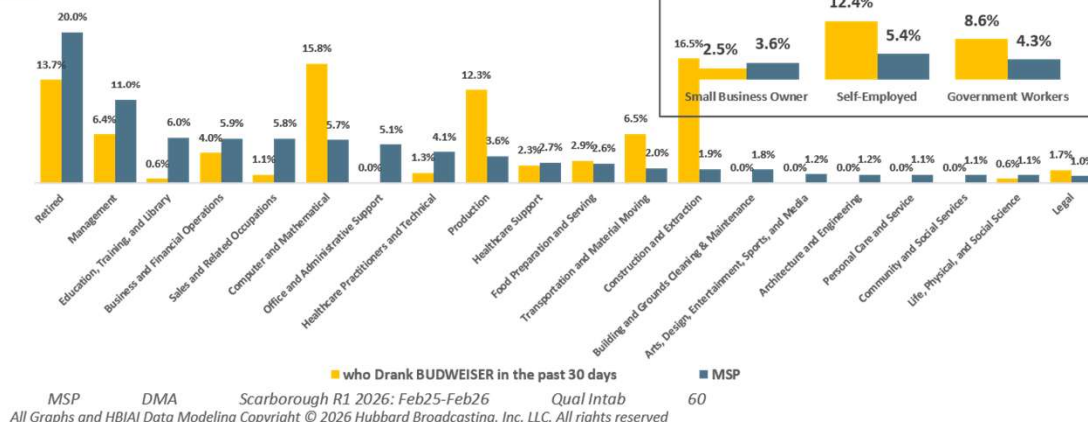
Employment: Adults 21 or older



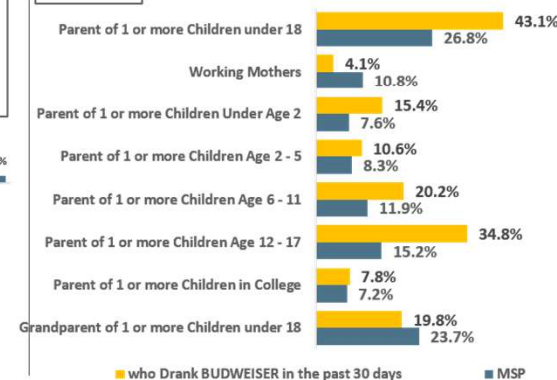
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

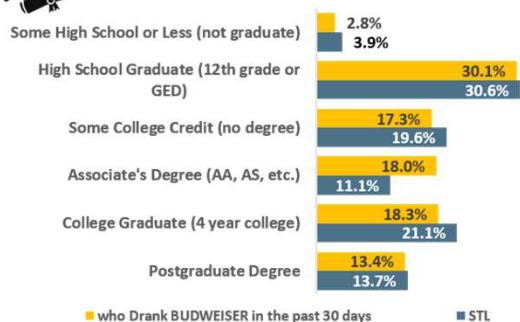




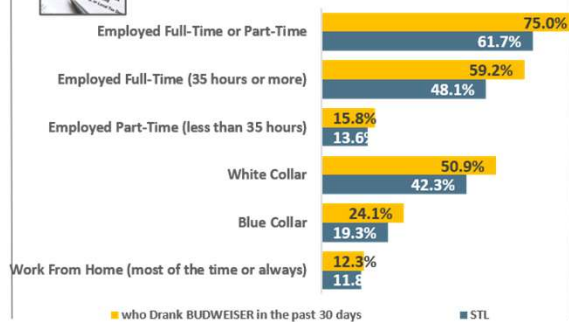
9.9% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 9.9% less likely to be a college graduate, 23.3% more likely to work full-time, 1.1% less likely to be married, 46.4% more likely to be a parent of 1 or more children under 18.



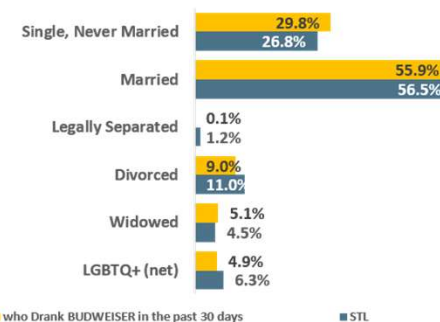
Education Levels: Adults 21 or older



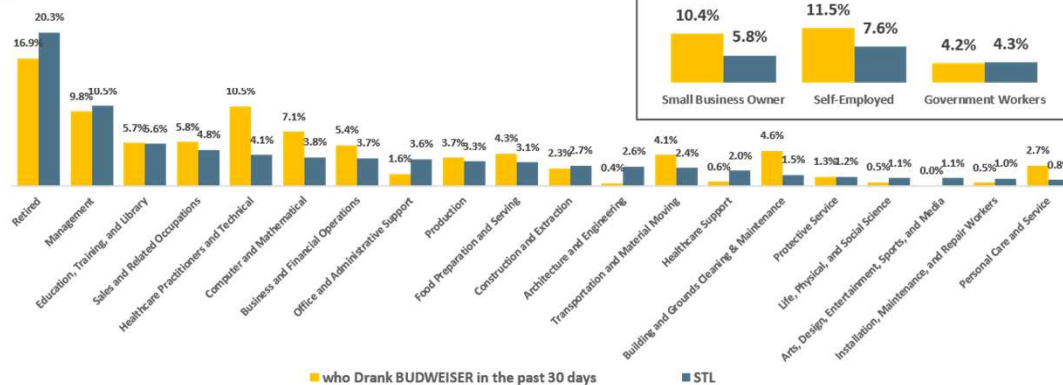
Employment: Adults 21 or older



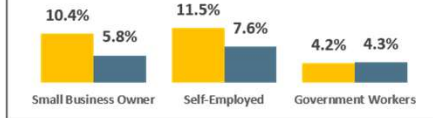
Marital Status: Adults 21 or older



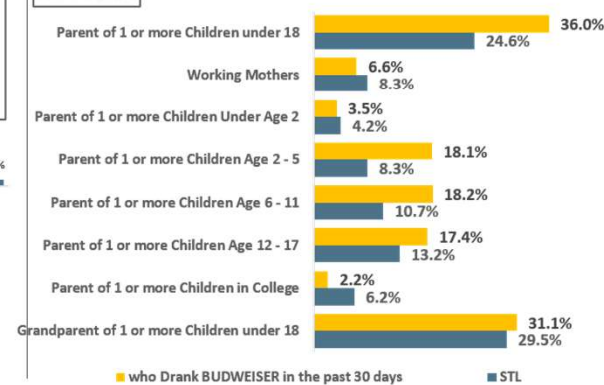
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

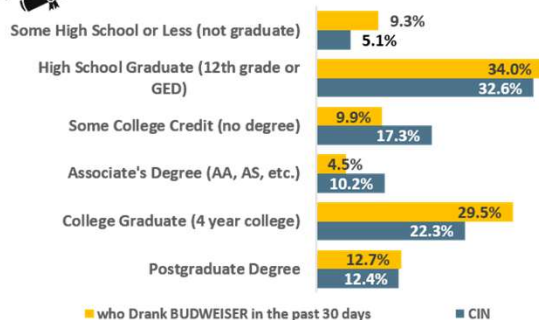




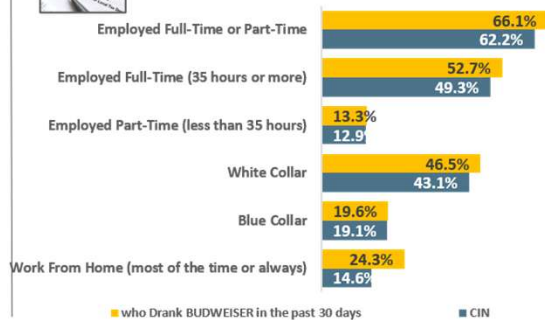
5.8% or 107,569 of CIN DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 21.5% more likely to be a college graduate, 7% more likely to work full-time, 5.7% less likely to be married, 90.4% more likely to be a parent of 1 or more children under 18.



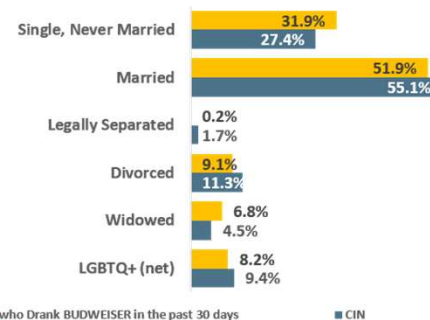
Education Levels: Adults 21 or older



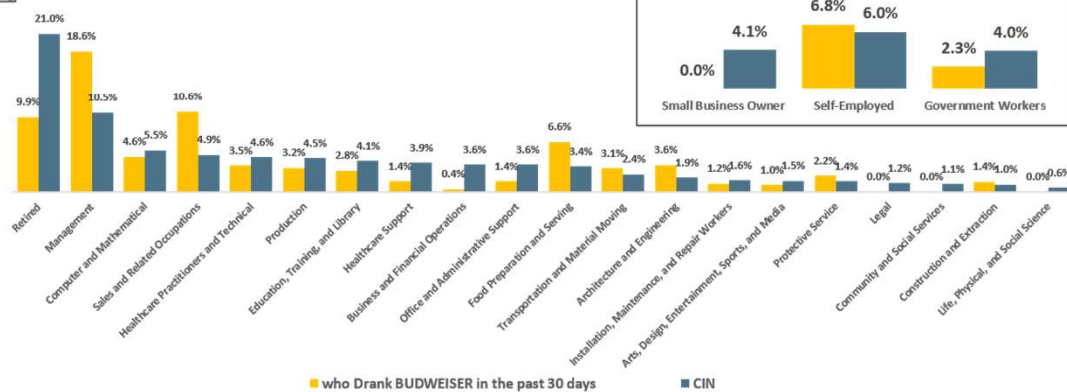
Employment: Adults 21 or older



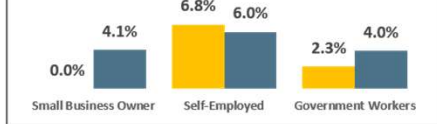
Marital Status: Adults 21 or older



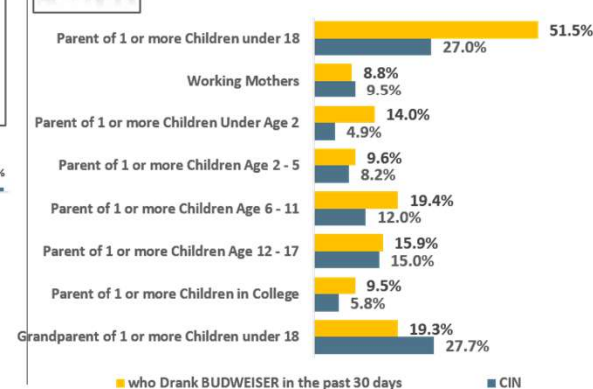
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

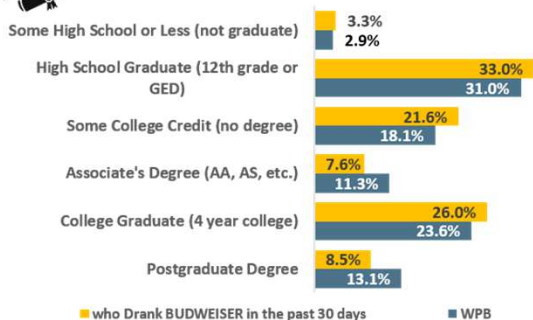




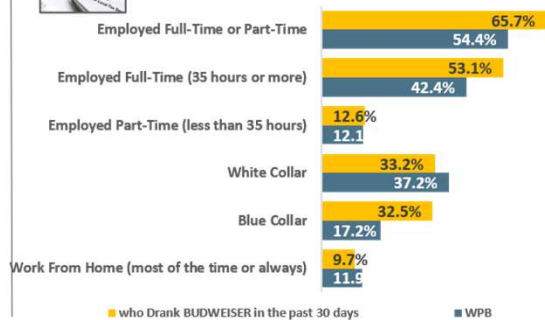
4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 6.% less likely to be a college graduate,
 25.3% more likely to work full-time, 22.% more likely to be married, 105.2% more likely to be a parent of
 1 or more children under 18.



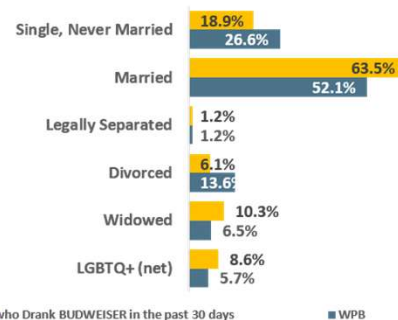
Education Levels: Adults 21 or older



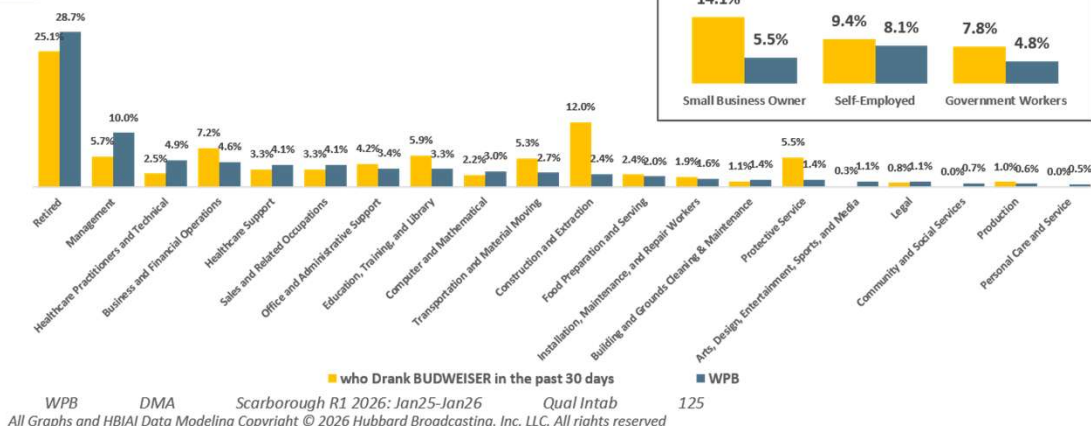
Employment: Adults 21 or older



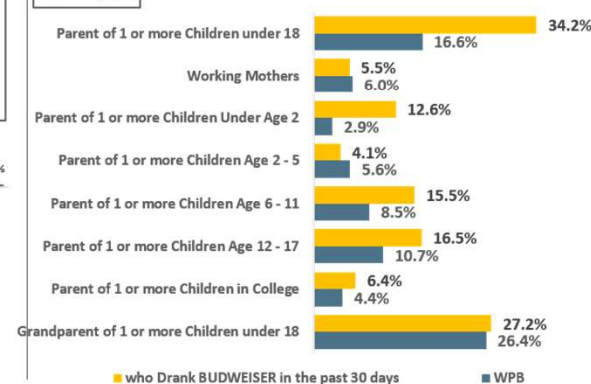
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



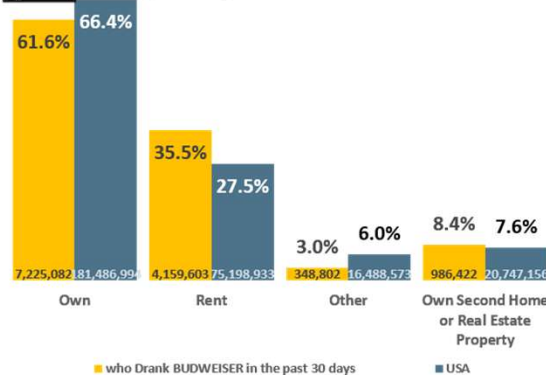
Stage in Life: Adults 21 or older



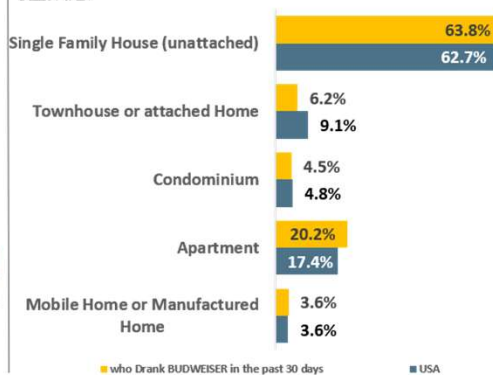


4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.3% less likely to own their home,
 16.3% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 33.3%
 more likely to have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

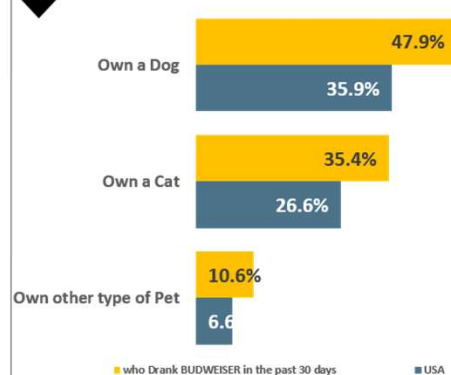
Own/Rent/Other: Adults 21 or older



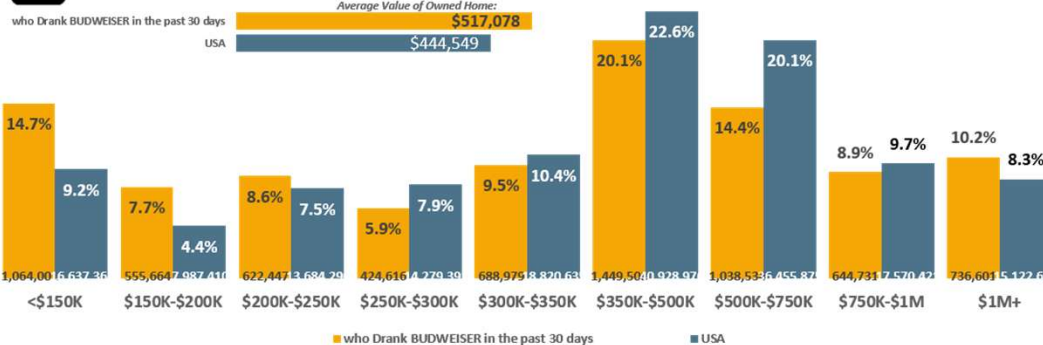
Type of Home: Adults 21 or older



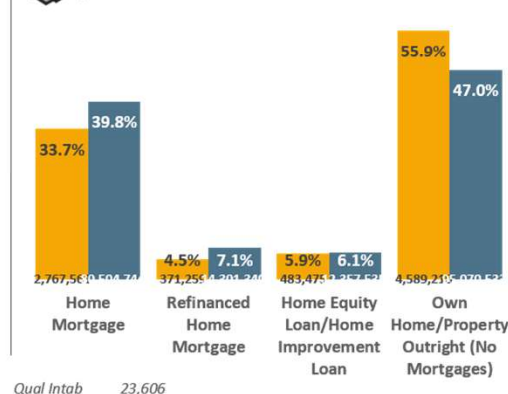
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



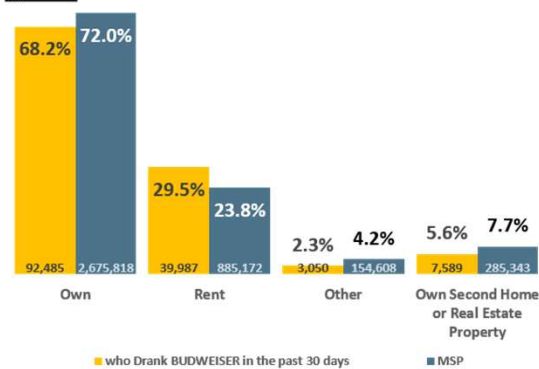
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,088
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

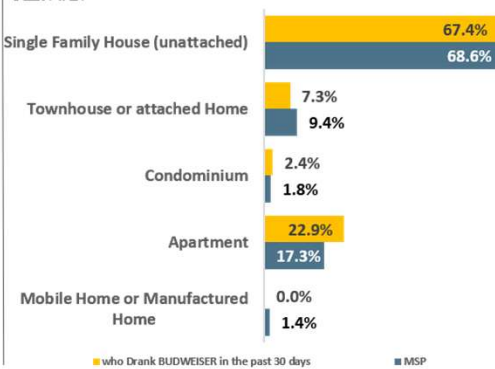


3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 5.2% less likely to own their home, 44.9% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 27.1% more likely to have a dog.

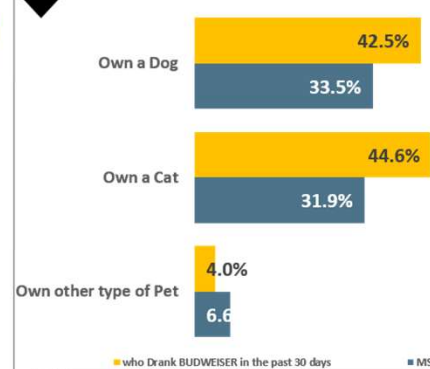
Own/Rent/Other: Adults 21 or older



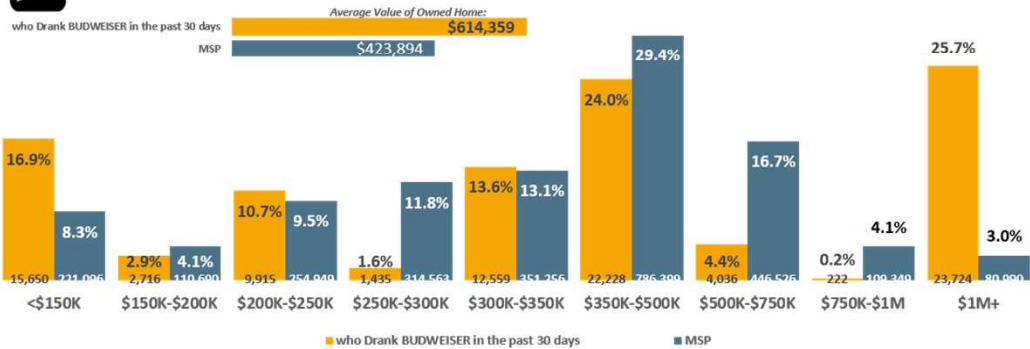
Type of Home: Adults 21 or older



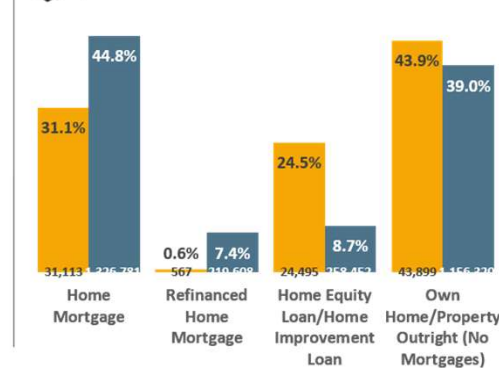
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



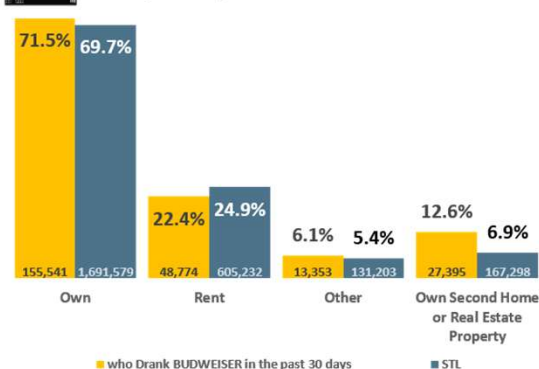
Home Loans: Adults 21 or older



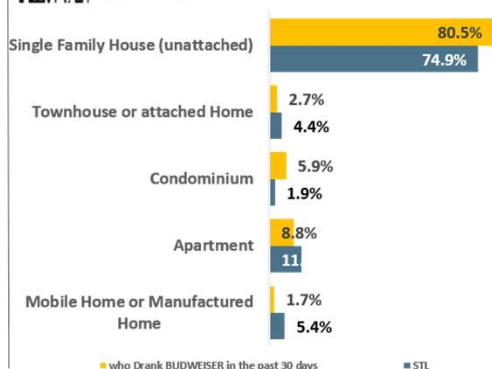


9.9% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 2.6% more likely to own their home, 2.4% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 16.6% more likely to have a dog.

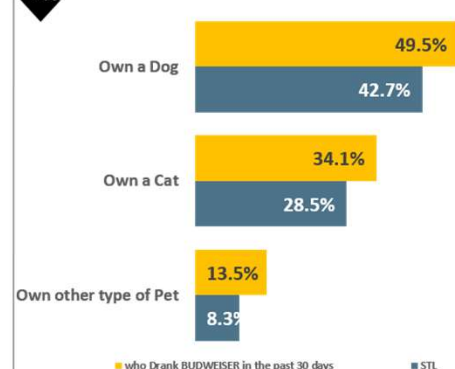
Own/Rent/Other: Adults 21 or older



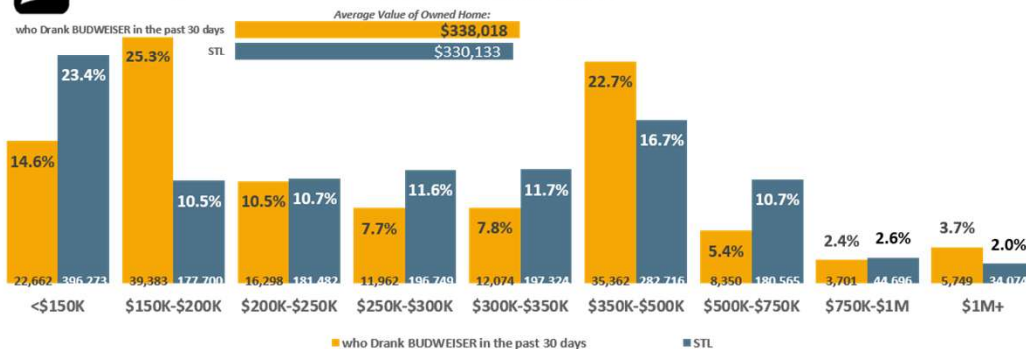
Type of Home: Adults 21 or older



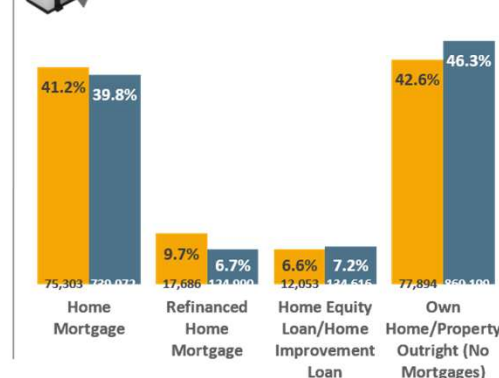
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



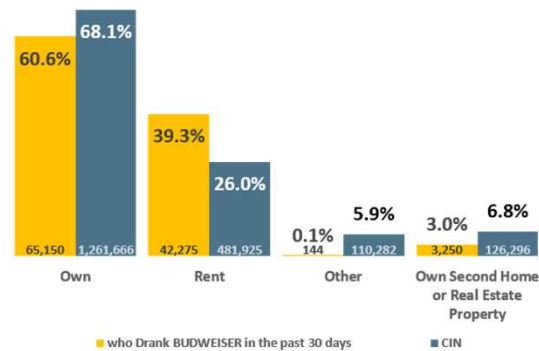
Home Loans: Adults 21 or older



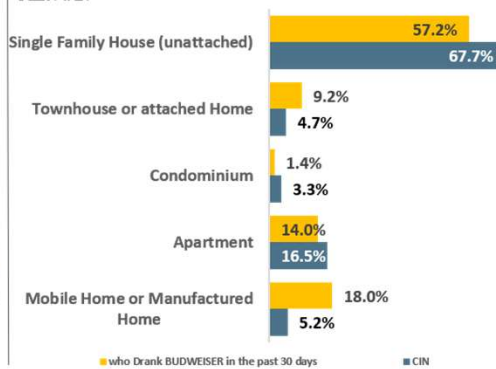


5.8% or 107,569 of CIN DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 11.% less likely to own their home, .% more likely to own a higher valued home, 15.4% less likely to have a single-family home, 49.3% more likely to have a dog.

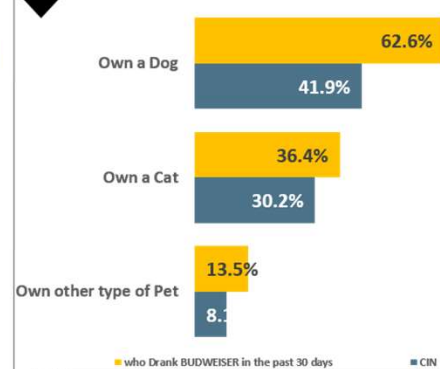
Own/Rent/Other: Adults 21 or older



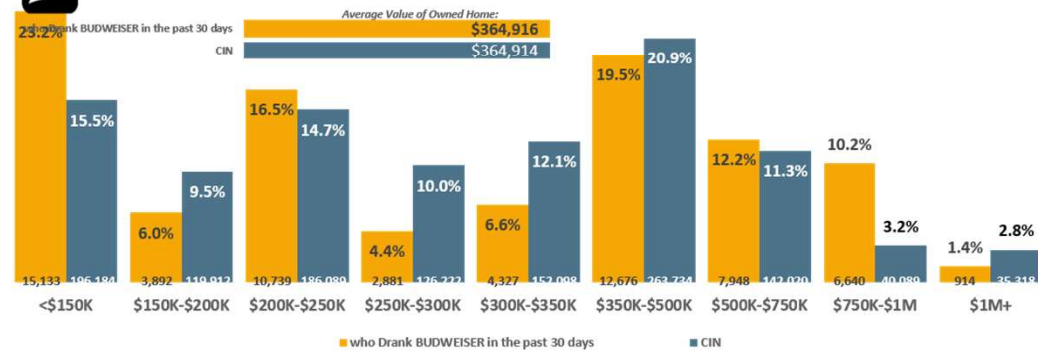
Type of Home: Adults 21 or older



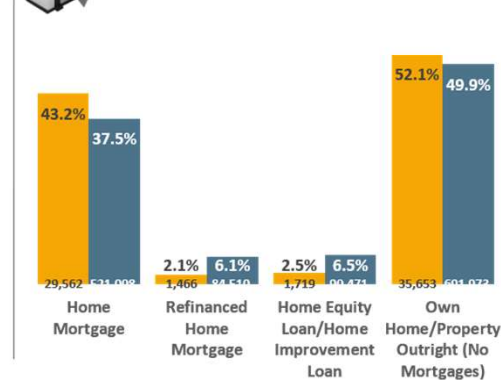
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



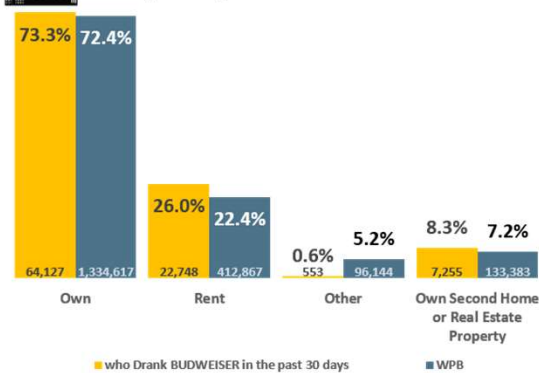
Home Loans: Adults 21 or older



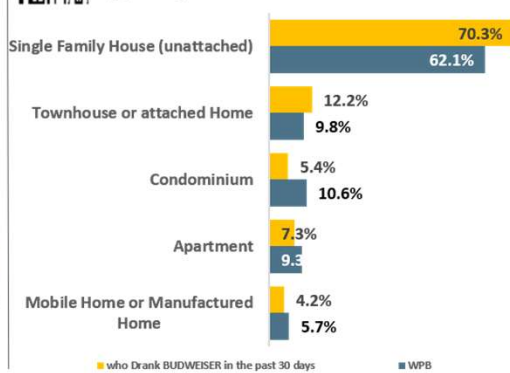


4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days. Adults 21 or older who Drank BUDWEISER in the past 30 days are 1.3% more likely to own their home, 2.3% more likely to own a higher valued home, 13.2% more likely to have a single-family home, 61.4% more likely to have a dog.

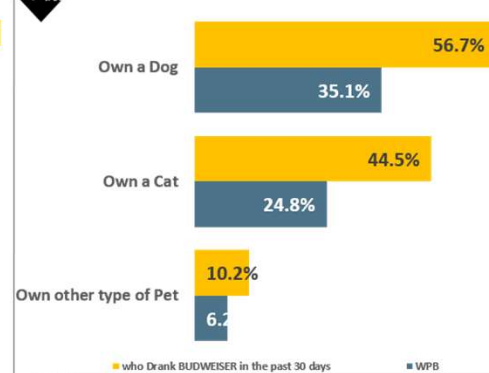
Own/Rent/Other: Adults 21 or older



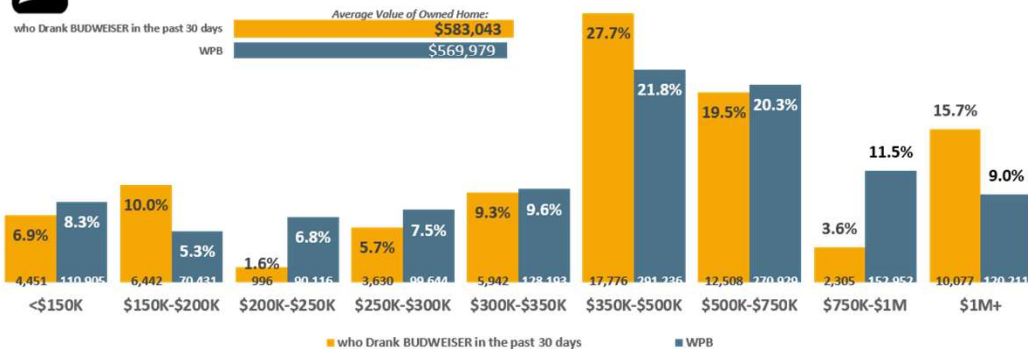
Type of Home: Adults 21 or older



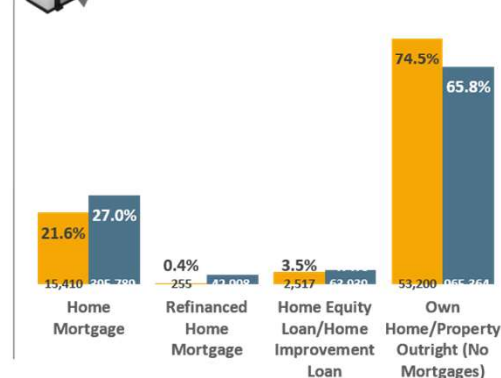
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

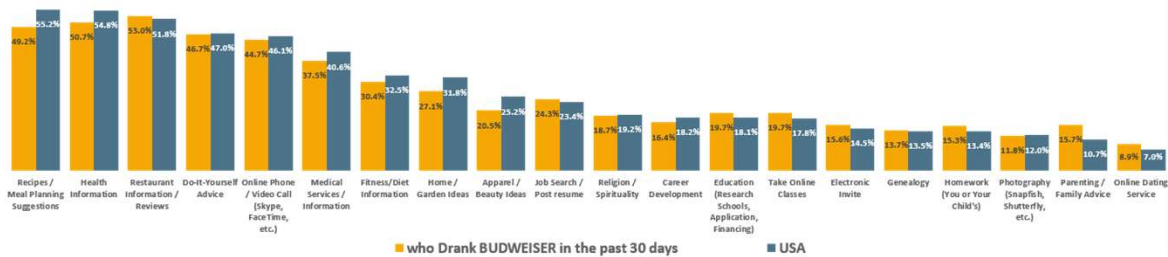




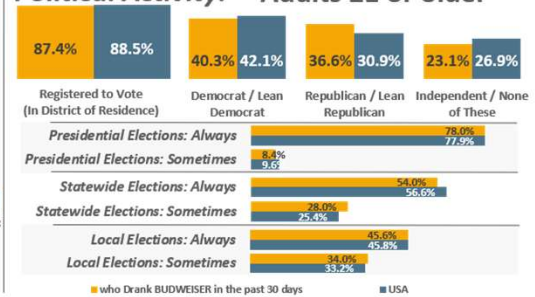
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are .7% less likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 21.7% more likely to belong to a gym, 20.% more likely to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



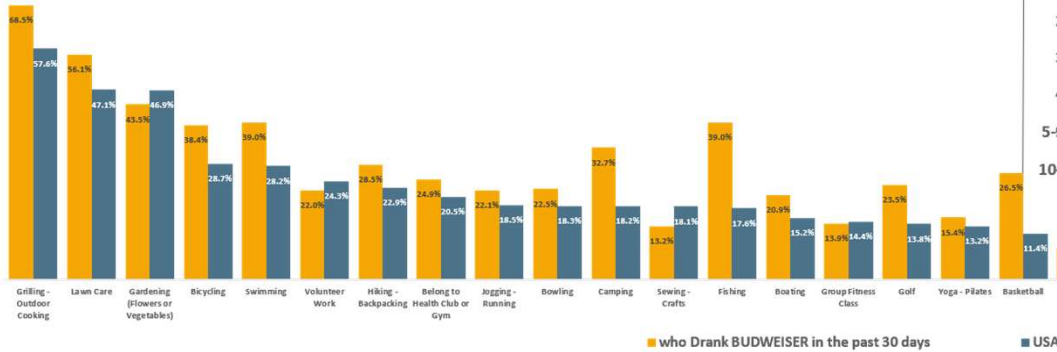
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



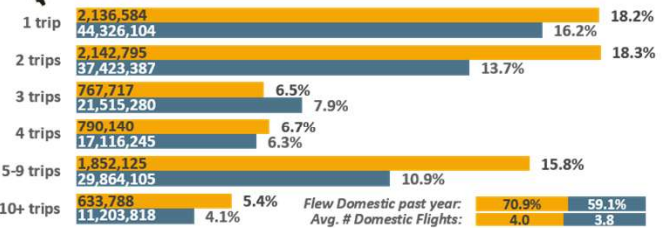
Political Activity: Adults 21 or older



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



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

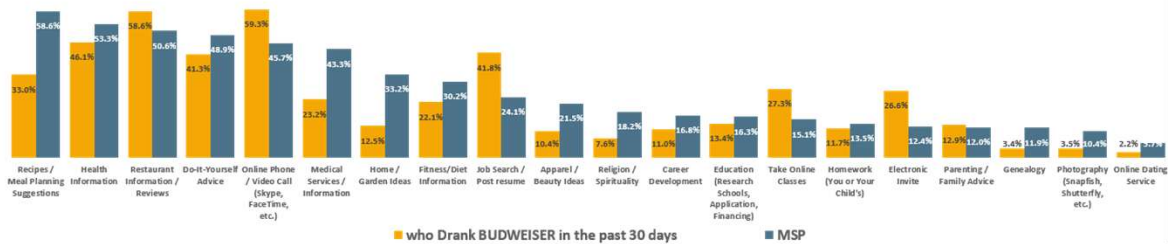




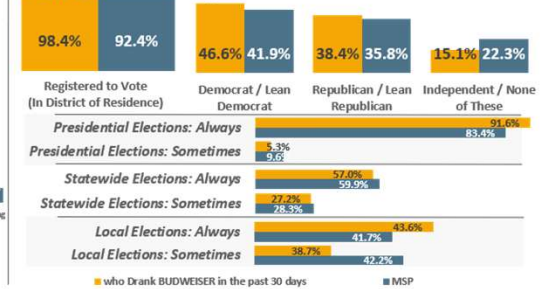
3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 15.6% less likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 37.1% more likely to belong to a gym, 34.5% more likely to fly domestic past yr.



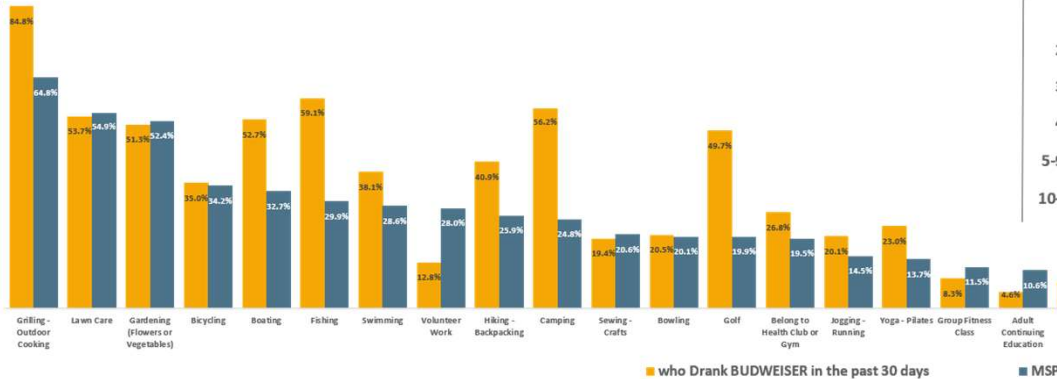
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



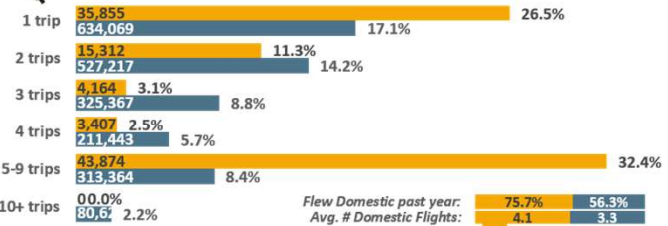
Political Activity: Adults 21 or older



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



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



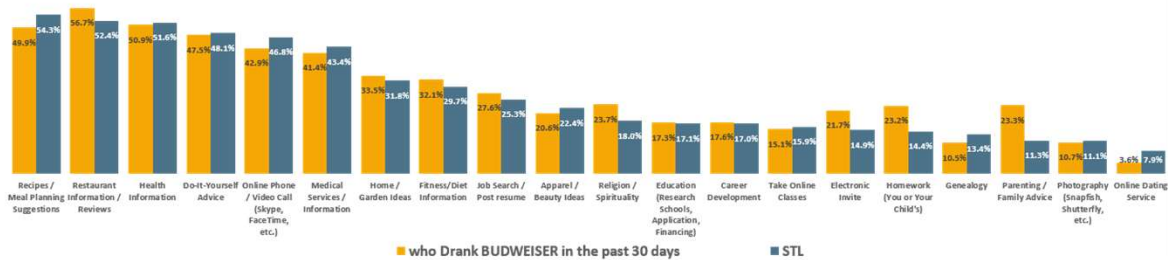
Flew Domestic past year:
 Avg. # Domestic Flights: 4.1 (Budweiser) vs 3.3 (MSP)



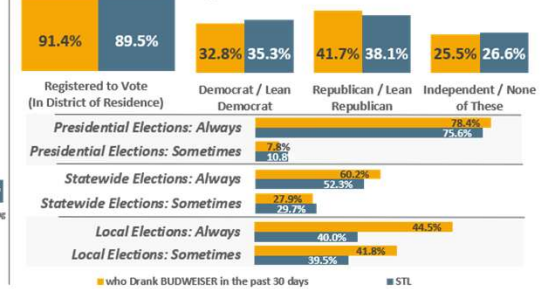
9.9% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 1.2% less likely to look up D-I-Y advice online, 11.5% more likely to always vote in local elections, 21.5% less likely to belong to a gym, 28.2% more likely to fly domestic past yr.



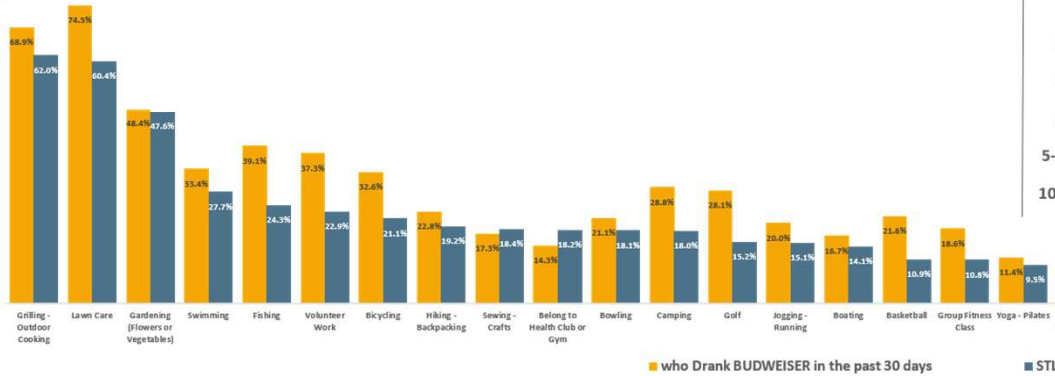
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



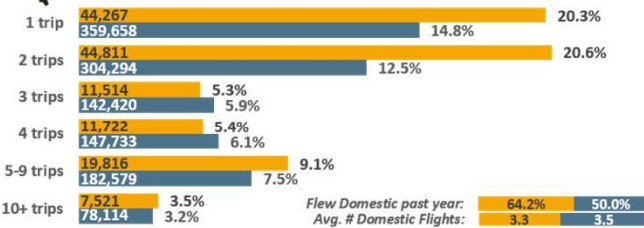
Political Activity: Adults 21 or older



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



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

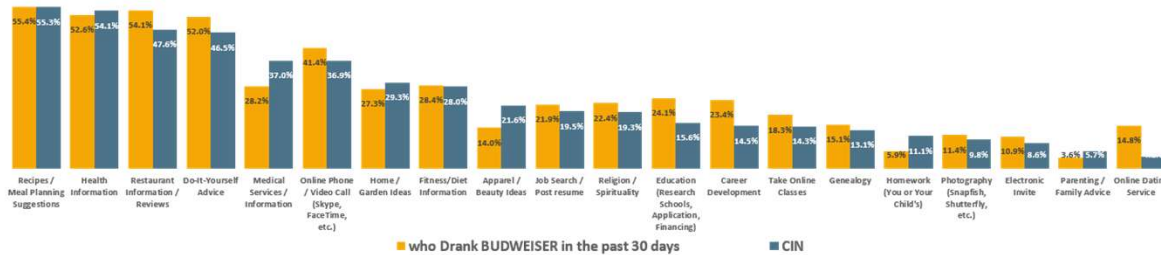




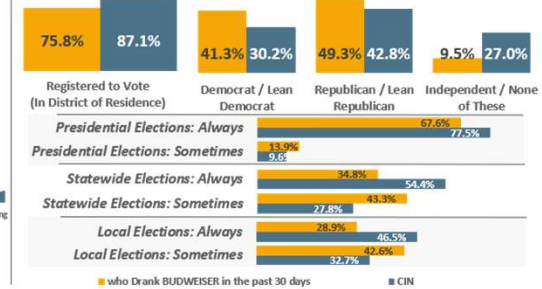
5.8% or 107,569 of CIN DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 12.% more likely to look up D-I-Y advice online, 37.8% less likely to always vote in local elections, 43.1% more likely to belong to a gym, 19.5% more likely to fly domestic past yr.



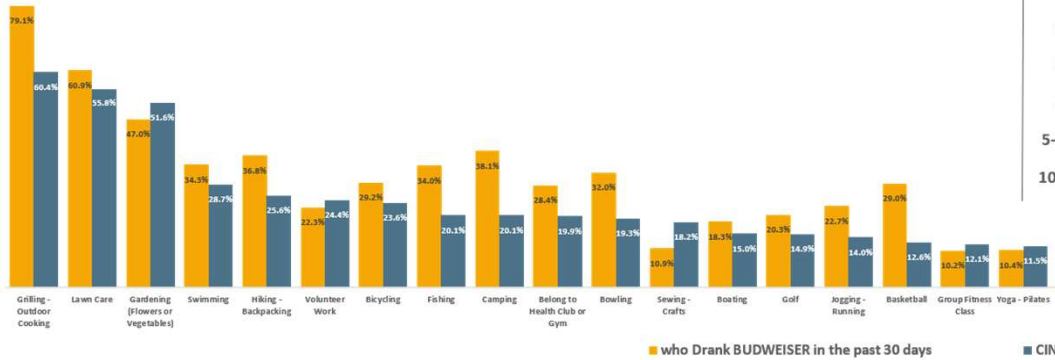
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



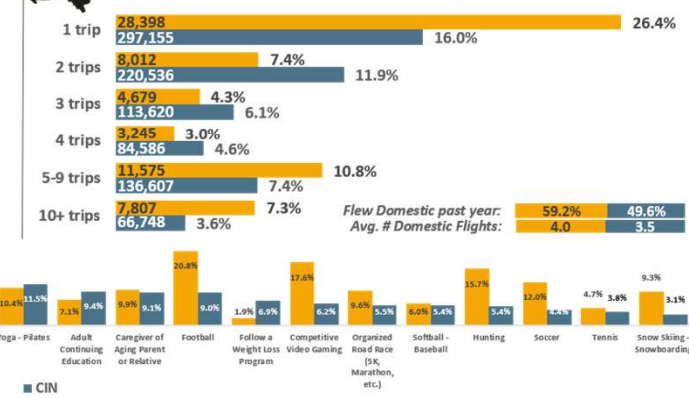
Political Activity: Adults 21 or older



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



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

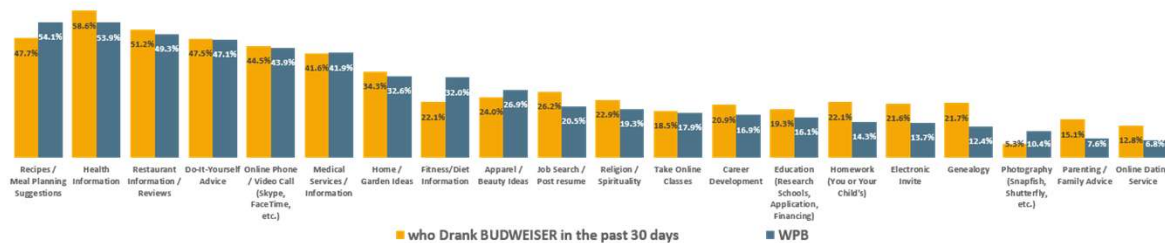




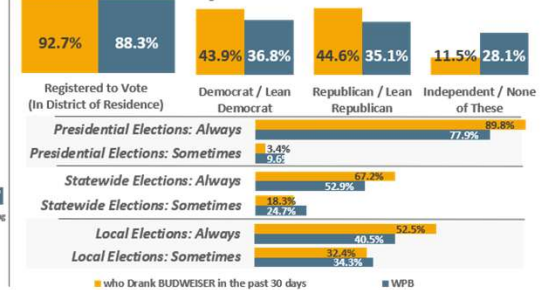
4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are .8% more likely to look up D-I-Y advice online, 29.6% more likely to always vote in local elections, 19.2% less likely to belong to a gym, 6.8% more likely to fly domestic past yr.



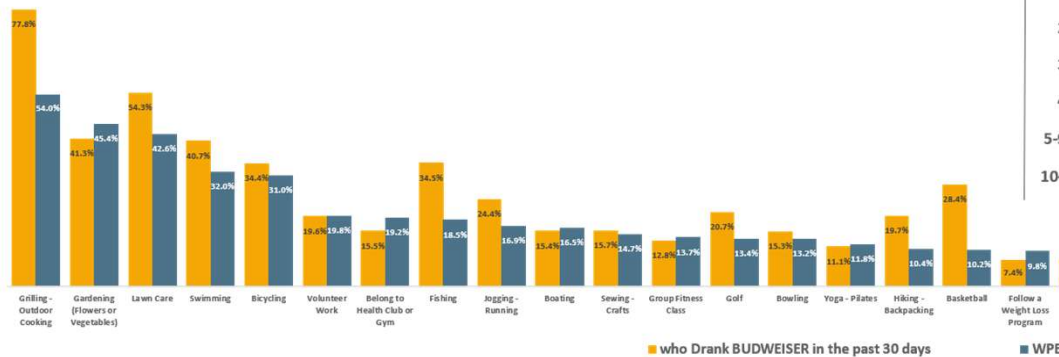
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



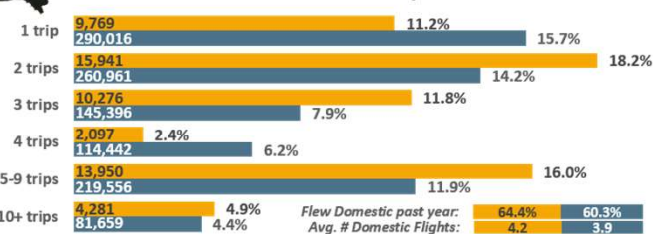
Political Activity: Adults 21 or older



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



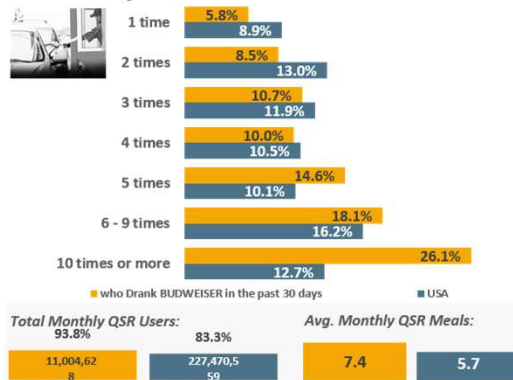
Past 12-months Domestic Airline Trips: Adults 21 or older



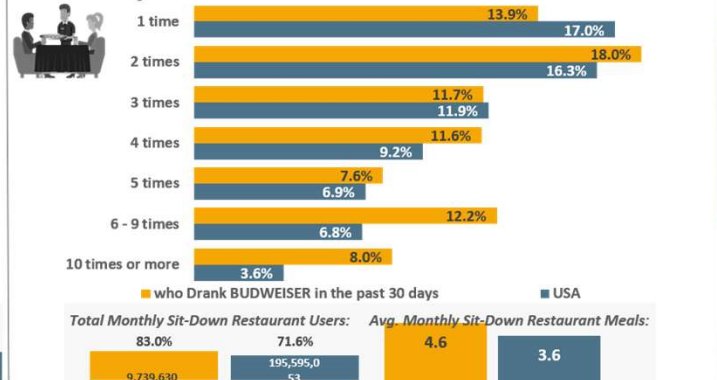


4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 12.6% more likely to use QSRs past mo.,
 15.9% more likely to use Sit-Down Restaurants past mo., 53.8% more likely to use Casinos past yr., 203.7%
 more likely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

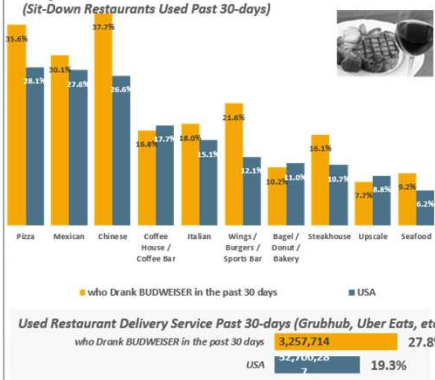
Past 30-days QSR Users: Adults 21 or older



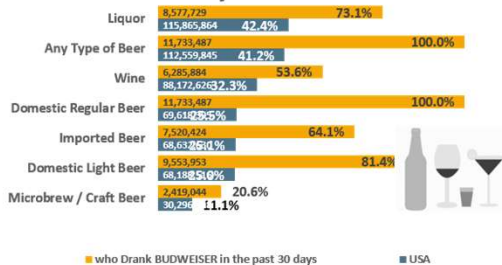
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



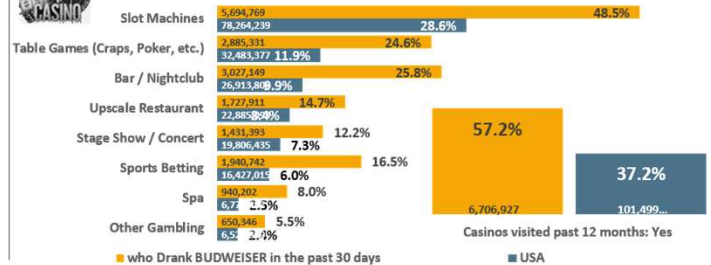
Top-10 Cuisines: Adults 21 or older



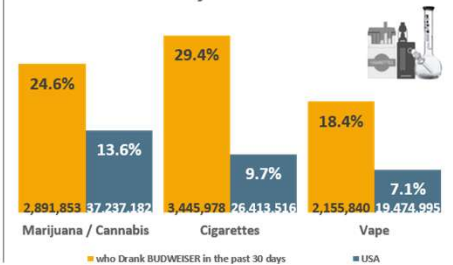
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



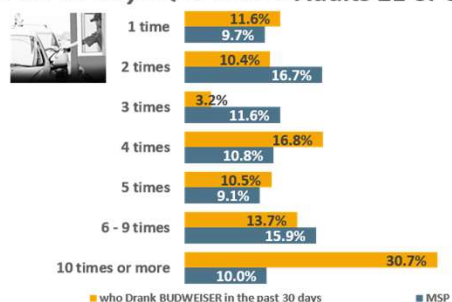
Used Past 30-days: Adults 21 or older



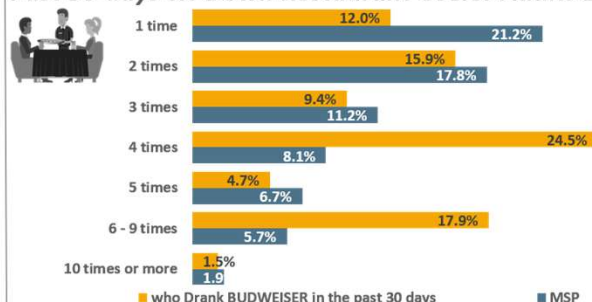


3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 15.5% more likely to use QSRs past mo.,
 18.4% more likely to use Sit-Down Restaurants past mo., 114.1% more likely to use Casinos past yr., 297.4%
 more likely to smoke cigarettes.

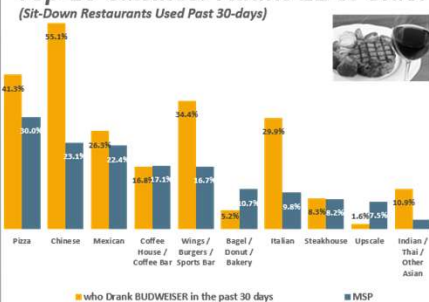
Past 30-days QSR Users: Adults 21 or older



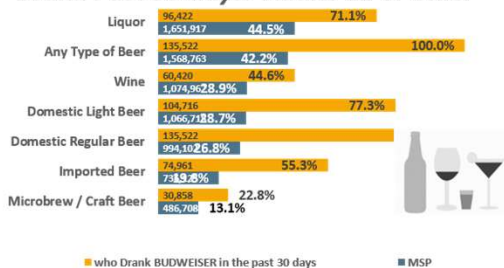
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



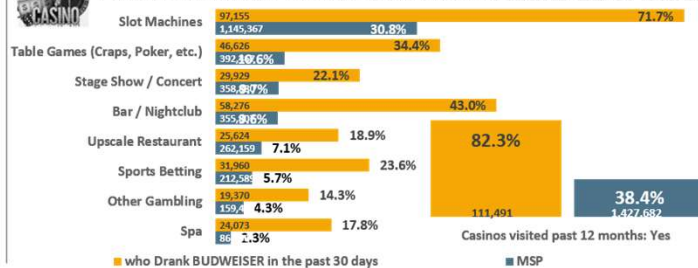
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



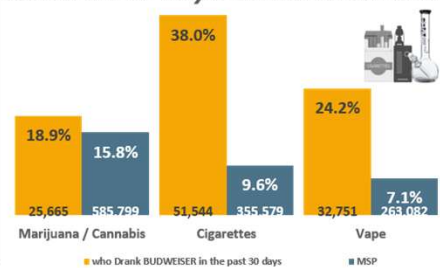
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



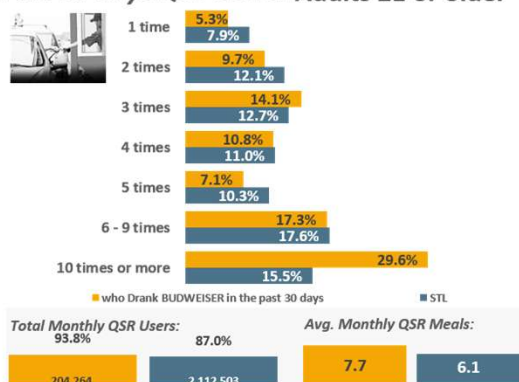
Used Past 30-days: Adults 21 or older



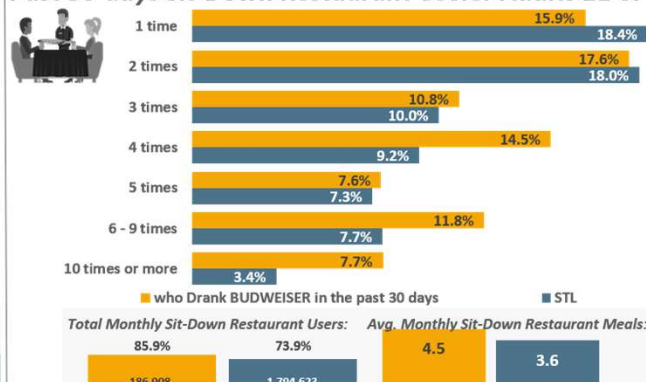


9.9% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.9% more likely to use QSRs past mo.,
 16.2% more likely to use Sit-Down Restaurants past mo., 23.9% more likely to use Casinos past yr., 158.6%
 more likely to smoke cigarettes.

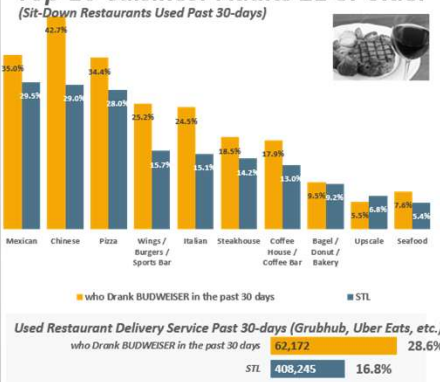
Past 30-days QSR Users: Adults 21 or older



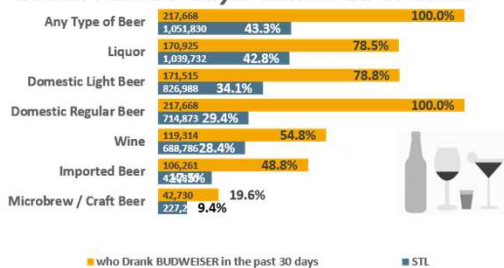
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



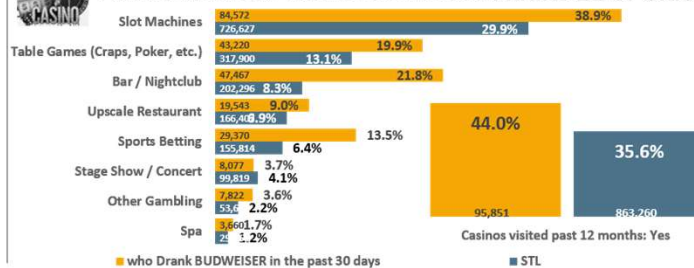
Top-10 Cuisines: Adults 21 or older



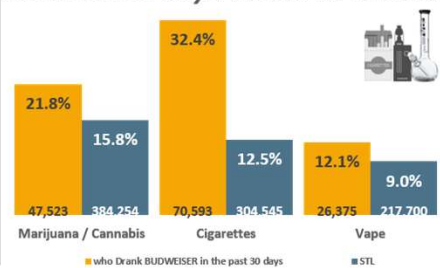
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



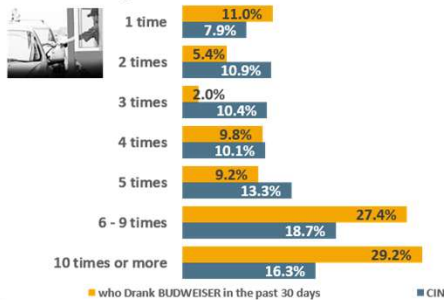
Used Past 30-days: Adults 21 or older





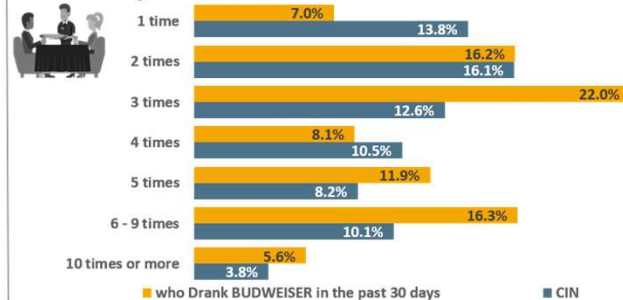
5.8% or 107,569 of CIN DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 7.4% more likely to use QSRs past mo.,
 16.% more likely to use Sit-Down Restaurants past mo., 51.1% more likely to use Casinos past yr., 211.3%
 more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



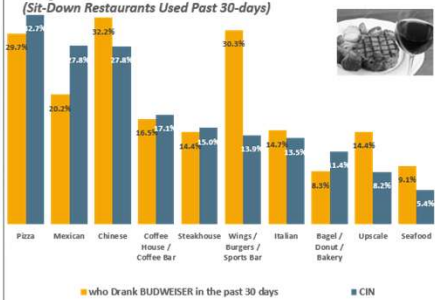
Total Monthly QSR Users: 94.1%
 101,225 (Budweiser) vs 1,624,153 (CIN)
 Avg. Monthly QSR Meals: 8.0 (Budweiser) vs 6.3 (CIN)

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



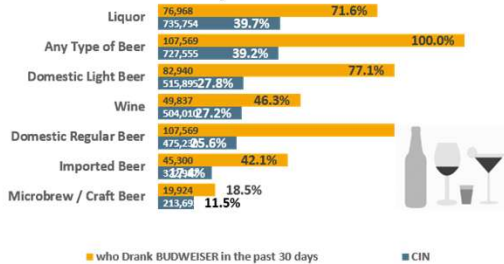
Total Monthly Sit-Down Restaurant Users: 87.2%
 99,784 (Budweiser) vs 1,302,882 (CIN)
 Avg. Monthly Sit-Down Restaurant Meals: 4.6 (Budweiser) vs 4.0 (CIN)

Top-10 Cuisines: Adults 21 or older

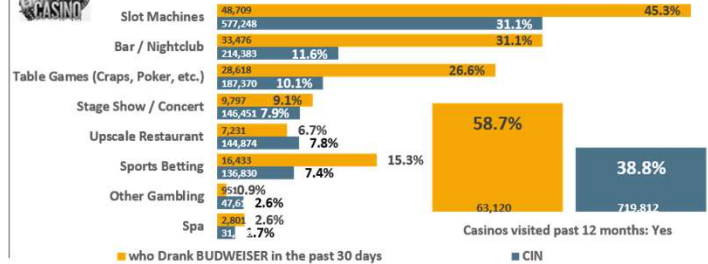


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 29,701 (Budweiser) vs 379,899 (CIN)
 27.6% vs 20.5%

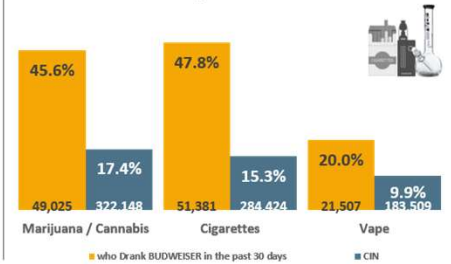
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



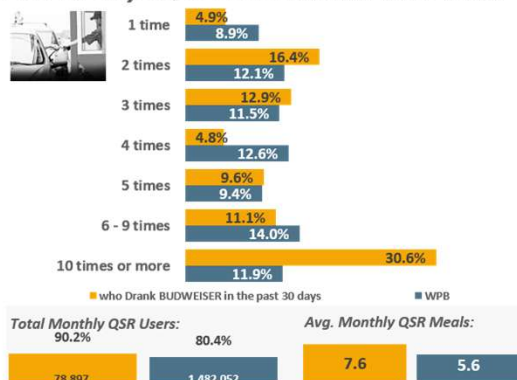
Used Past 30-days: Adults 21 or older



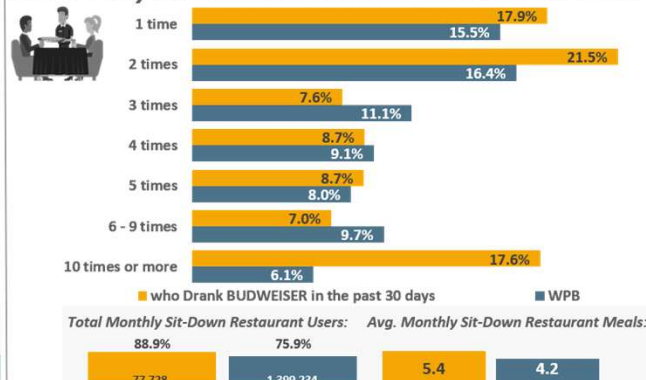


4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 12.3% more likely to use QSRs past mo.,
 17.1% more likely to use Sit-Down Restaurants past mo., 31.1% more likely to use Casinos past yr., 235.2%
 more likely to smoke cigarettes.

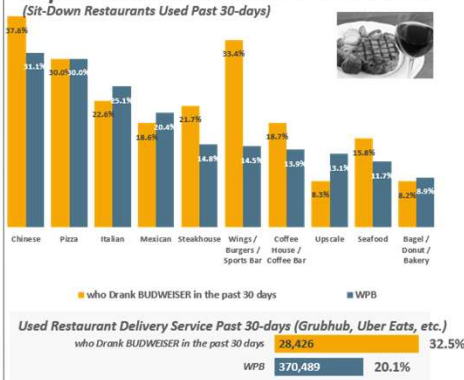
Past 30-days QSR Users: Adults 21 or older



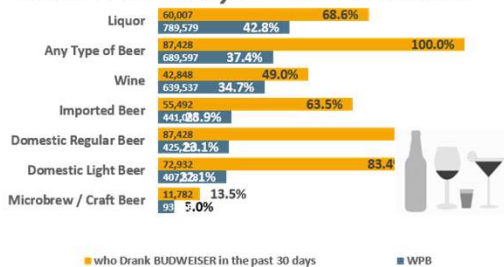
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



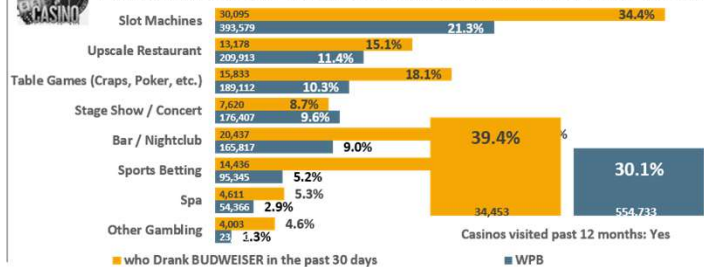
Top-10 Cuisines: Adults 21 or older



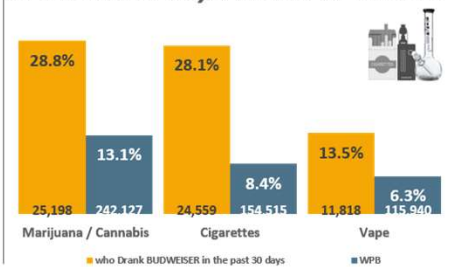
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

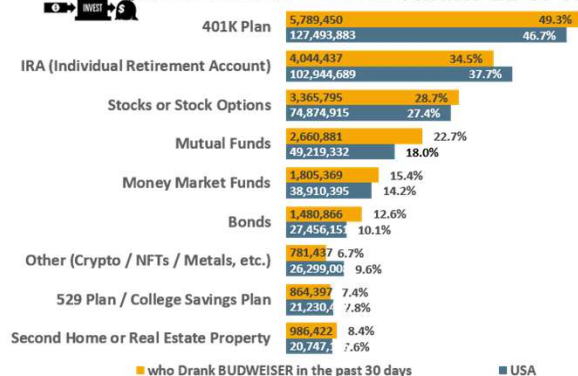




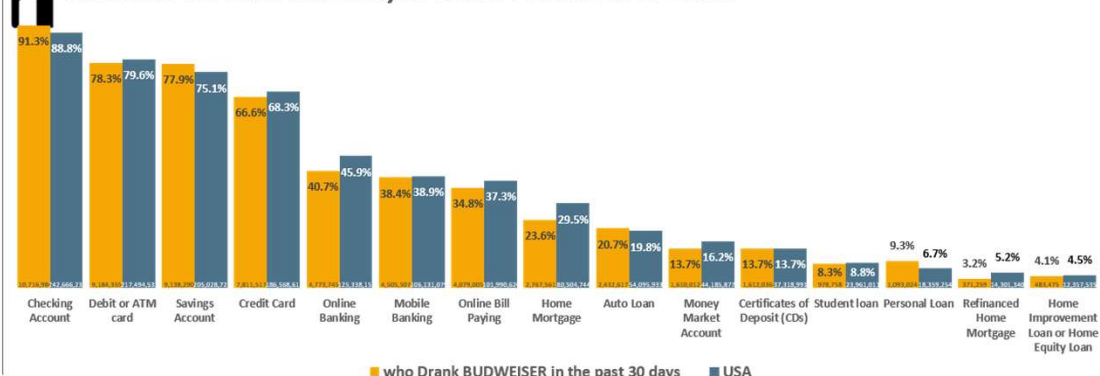
4.3% or 11,733,487 of USA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 5.7% more likely to have a 401K, 4.7% more likely to have an Auto Loan, 20.2% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their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



Investments Owned: Adults 21 or older



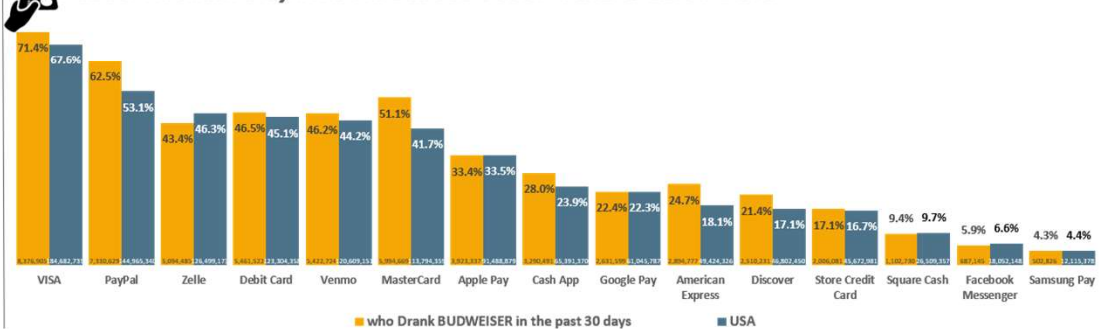
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

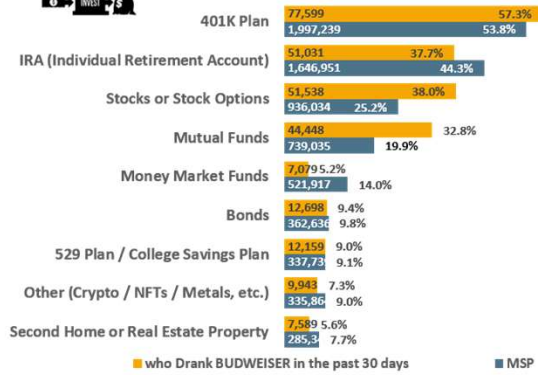




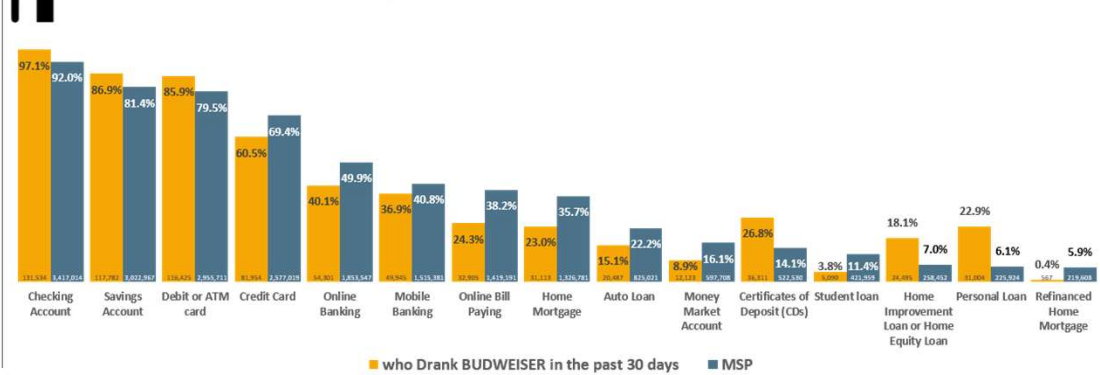
3.6% or 135,522 of MSP DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 6.5% more likely to have a 401K, 31.9% less likely to have an Auto Loan, 80.3% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



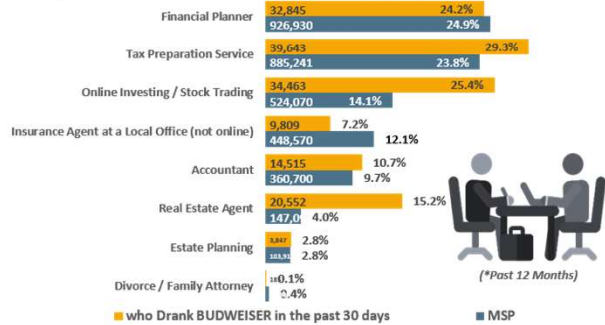
Investments Owned: Adults 21 or older



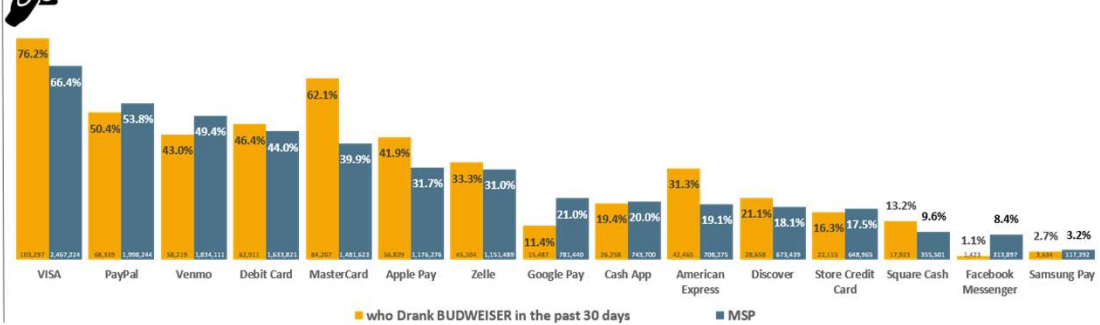
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

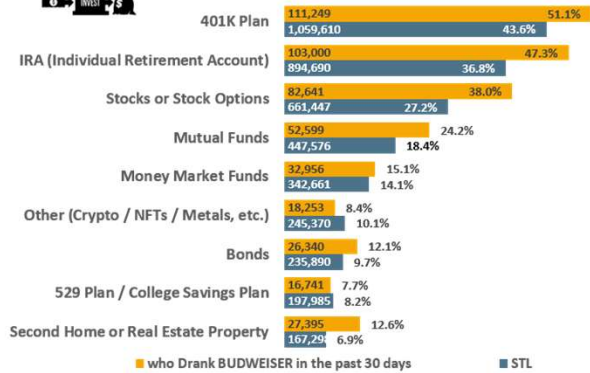




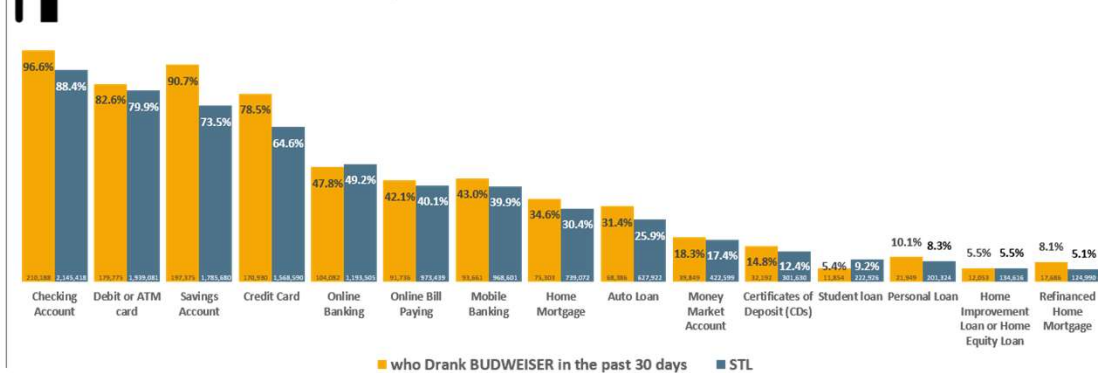
9.9% or 217,668 of STL DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 17.1% more likely to have a 401K, 21.5% more likely to have an Auto Loan, 39.4% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



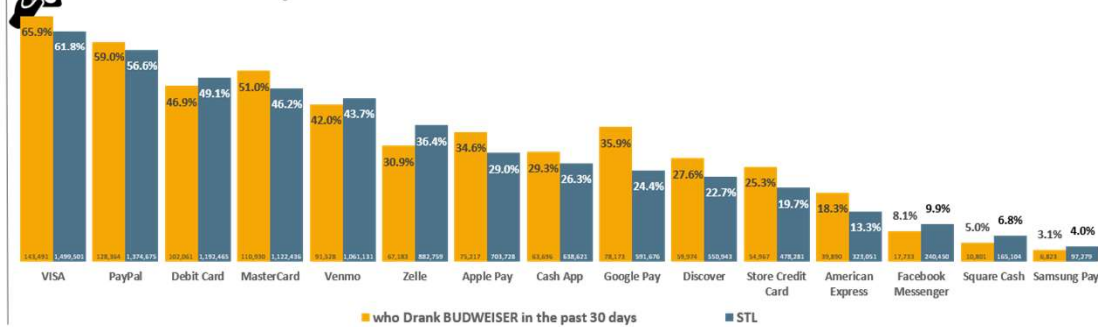
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





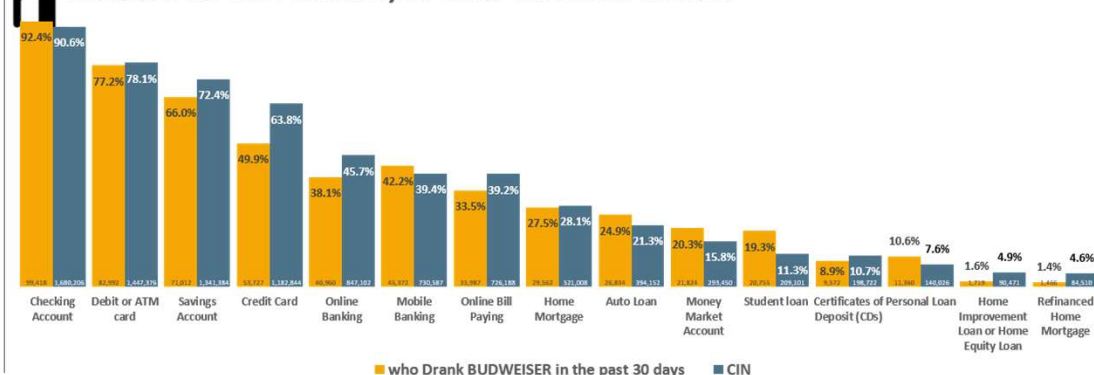
5.8% or 107,569 of CIN DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
Adults 21 or older who Drank BUDWEISER in the past 30 days are 4.5% less likely to have a 401K, 17.3% more likely to have an Auto Loan, 24.9% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



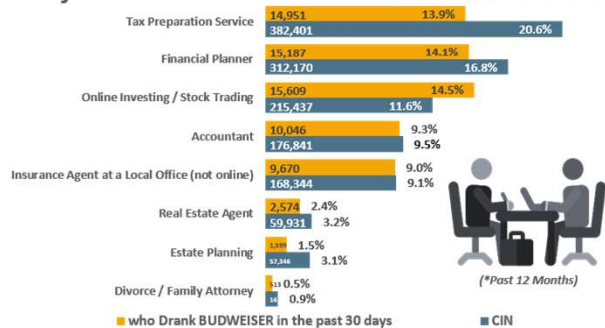
Investments Owned: Adults 21 or older



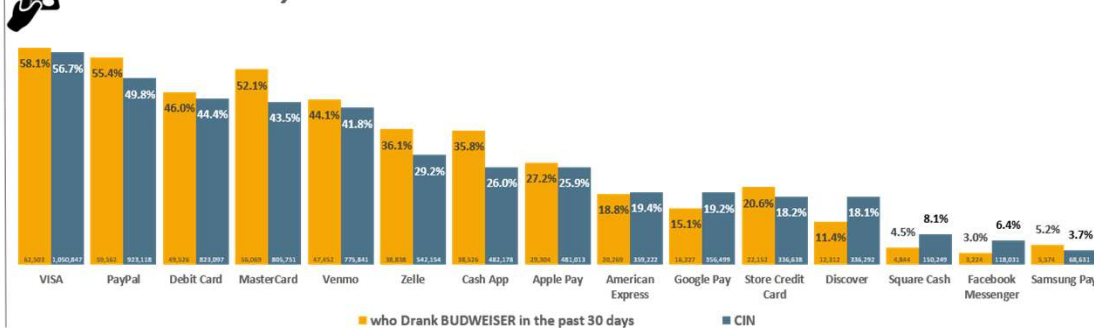
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





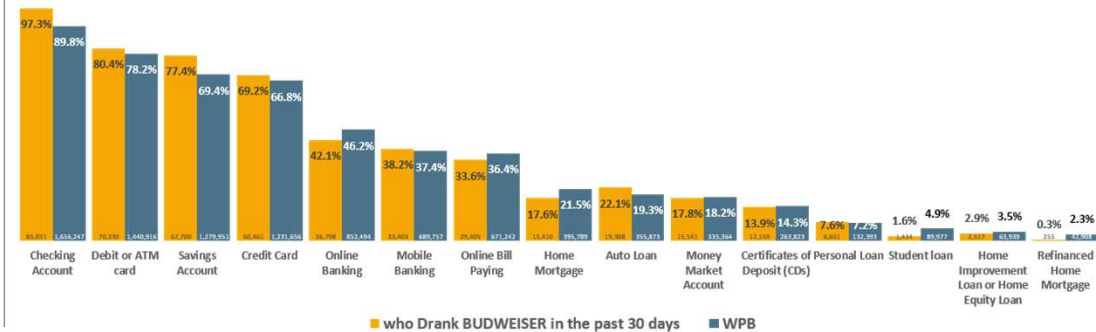
4.7% or 87,428 of WPB DMA Adults 21 or older Drank BUDWEISER in the past 30 days.
 Adults 21 or older who Drank BUDWEISER in the past 30 days are 11.6% less likely to have a 401K, 14.4% more likely to have an Auto Loan, 7.4% less likely to Invest/Trade Stocks Online, 32.8% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



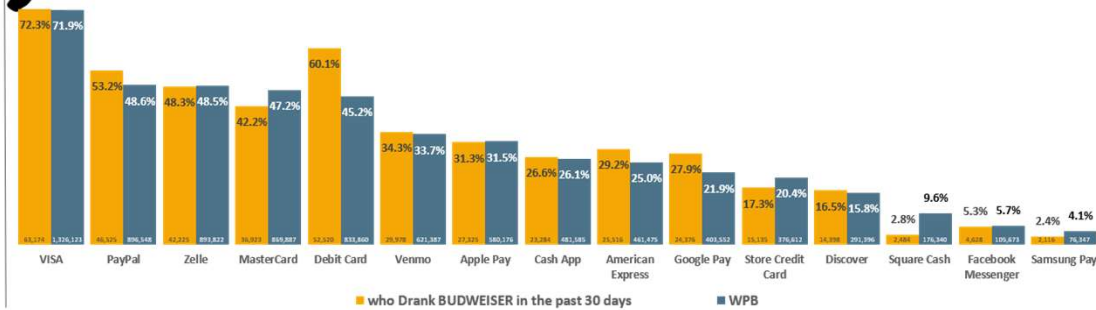
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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



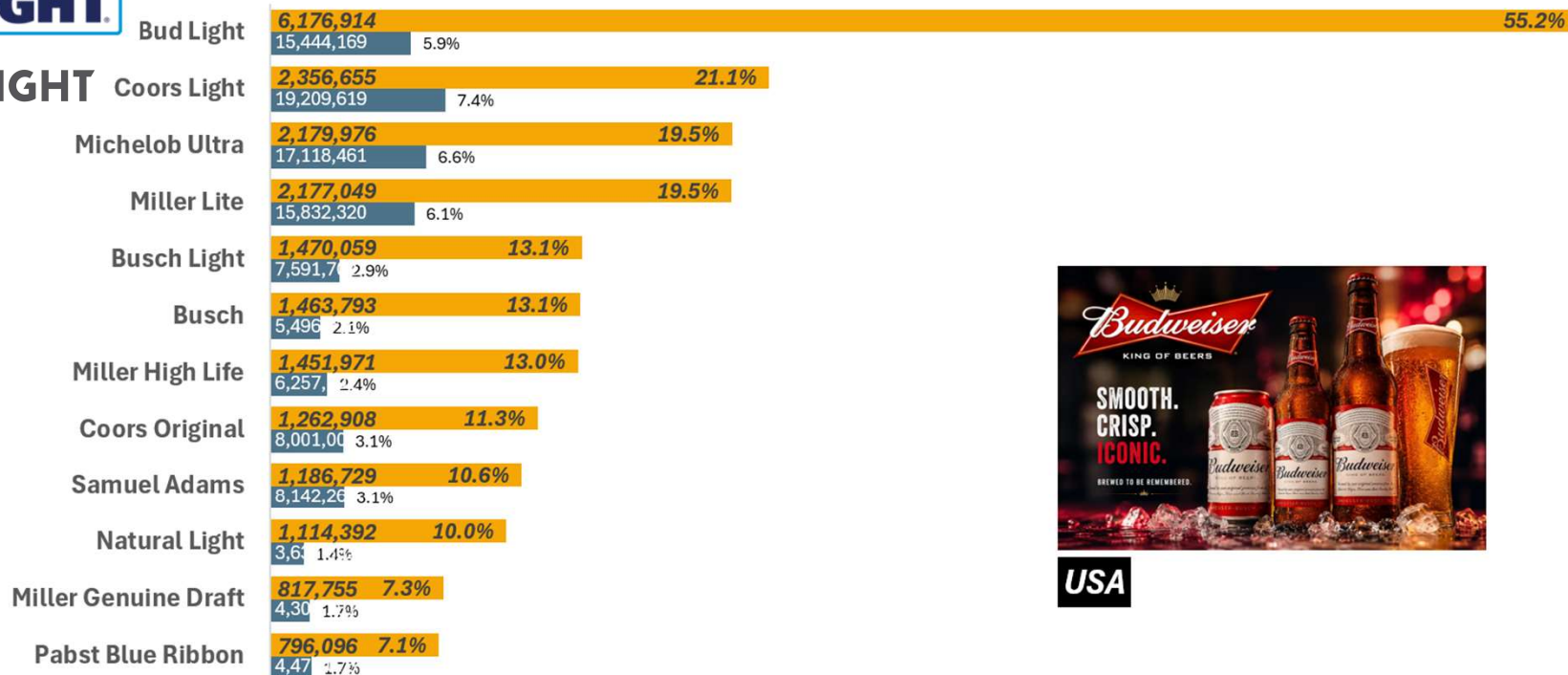


"BEER Brands Drank"

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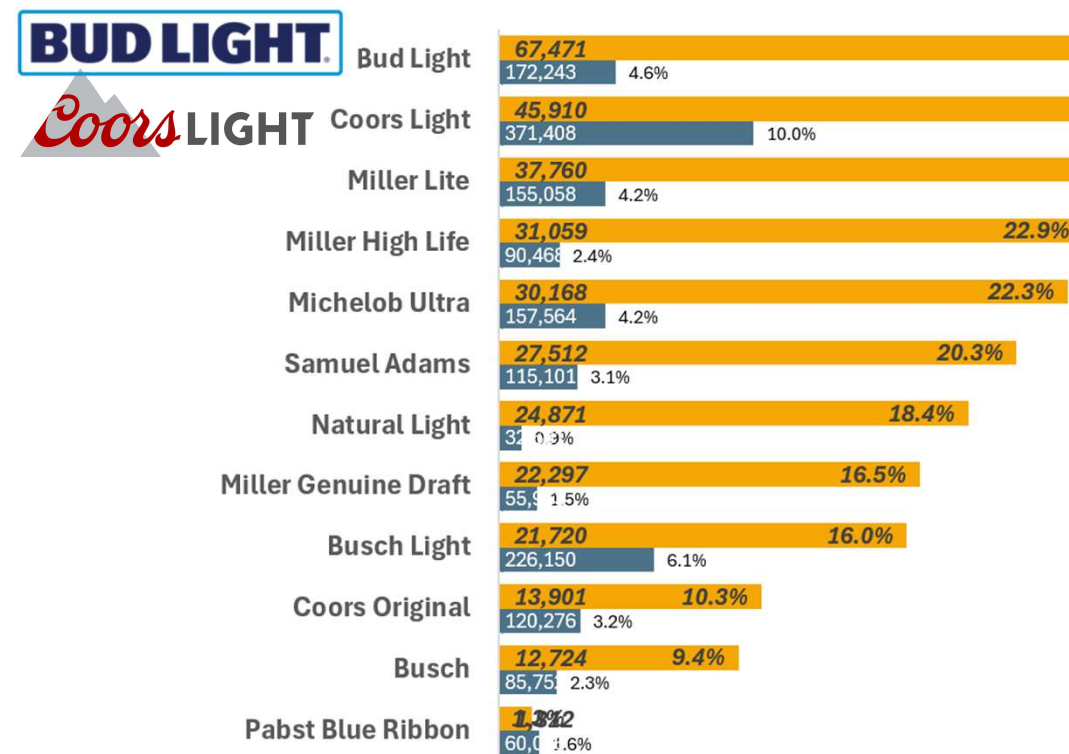
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



"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+ MINNEAPOLIS-ST. PAUL (BEER Brands Drank Last 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 60
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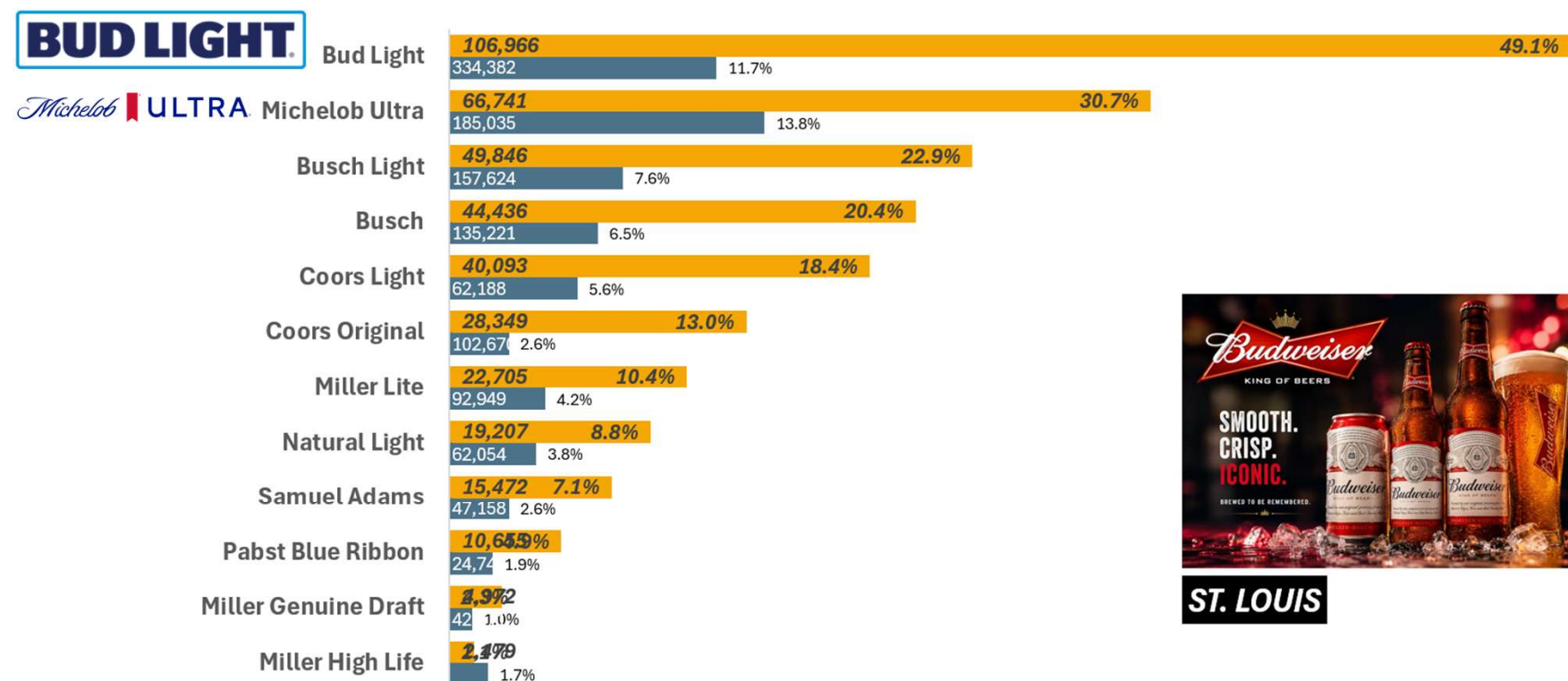
soefa.ai Share of Everything for Anything ®

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



"BEER Brands Drank"

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



ST. LOUIS

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

■ P21+ ST. LOUIS (BEER Brands Drank Last 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 169
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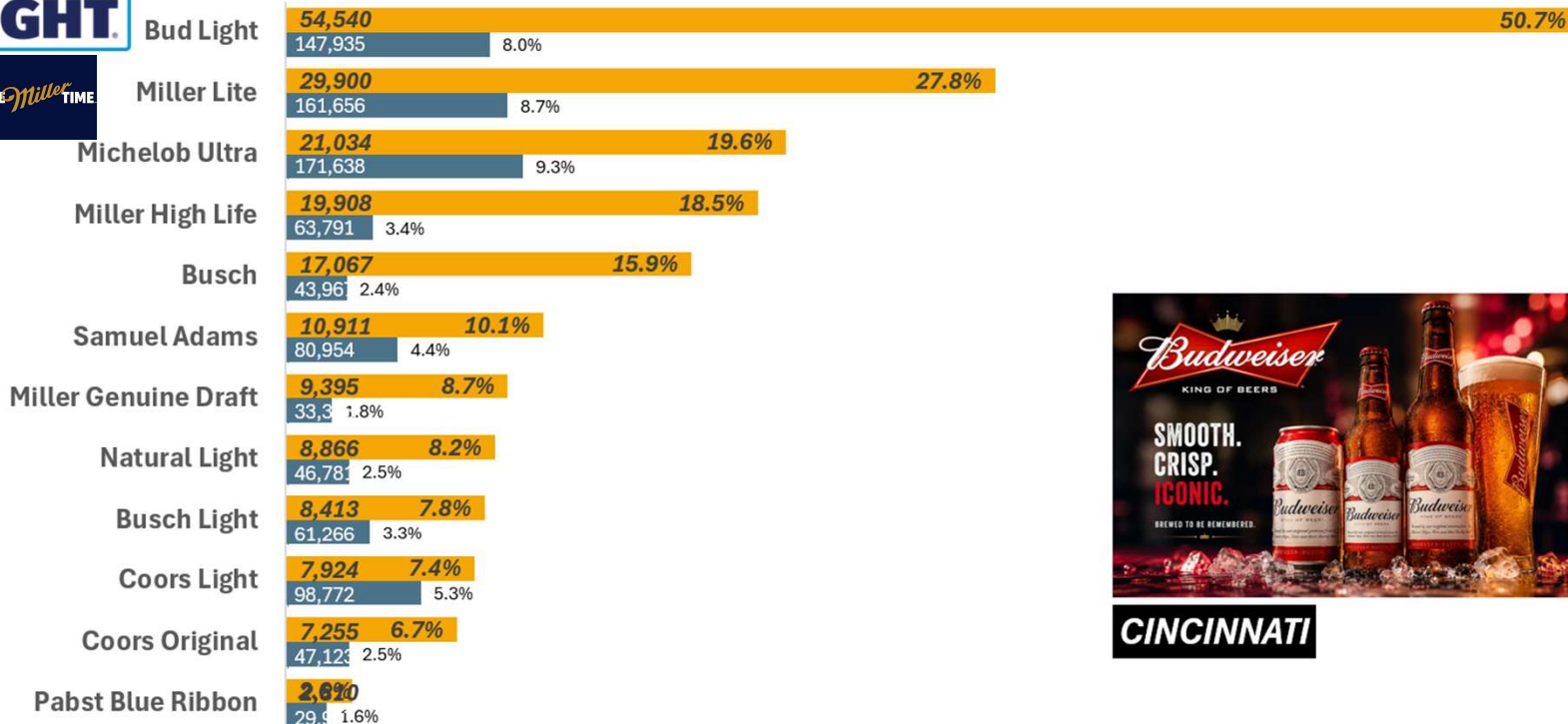
soefa.ai Share of Everything for Anything ®

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



"BEER Brands Drank"

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



CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 99
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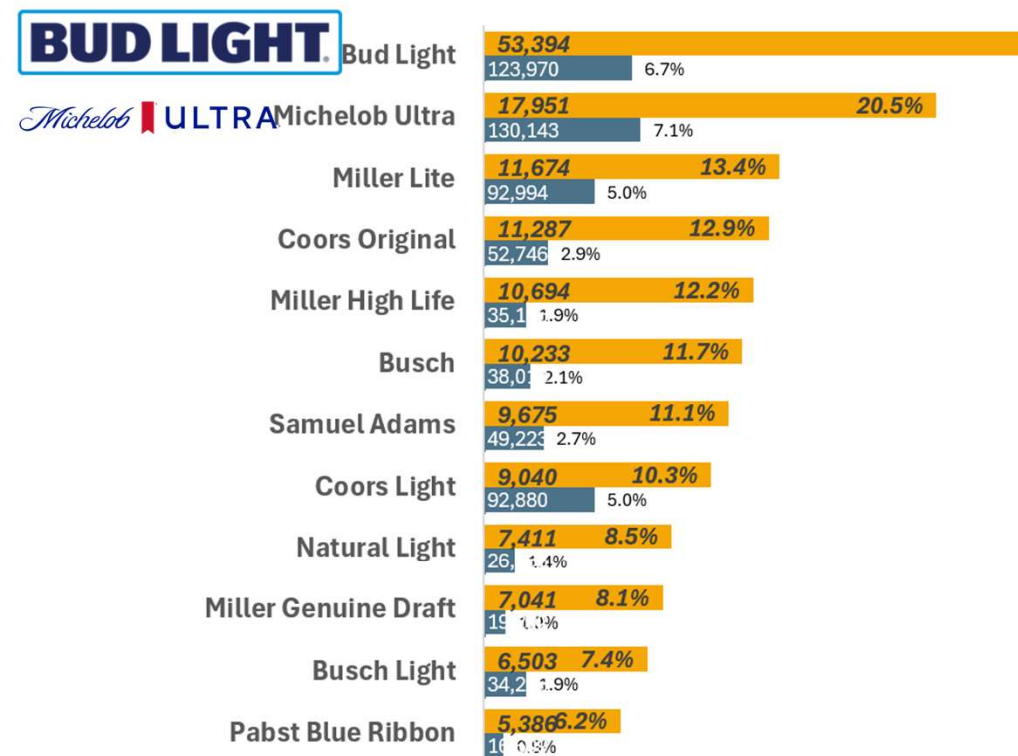
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"BEER Brands Drank"

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



WEST PALM BEACH-BOCA RATON

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

■ P21+ WEST PALM BEACH-BOCA RATON (BEER Brands Drank Last 30 days)

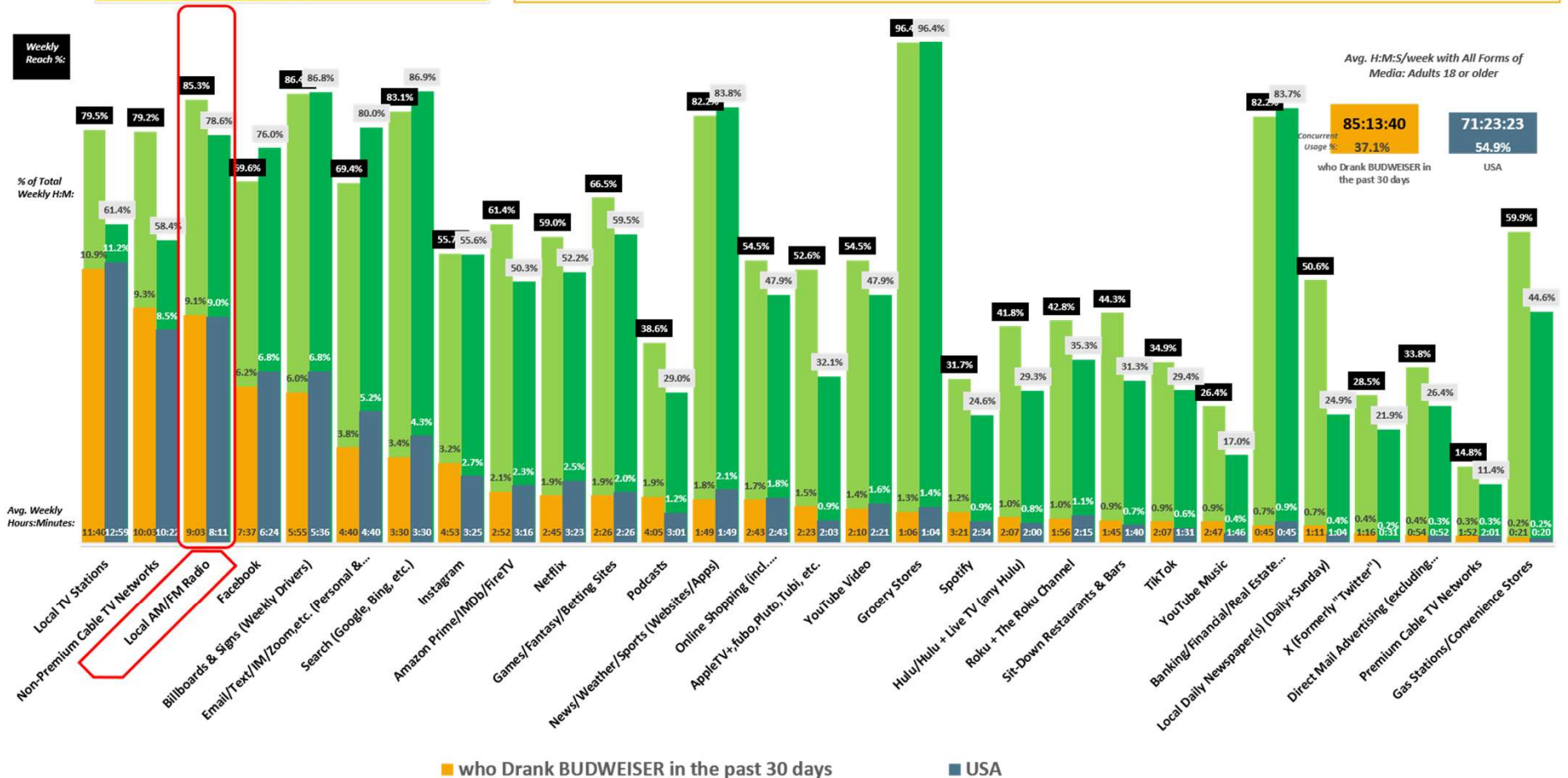
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 125
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

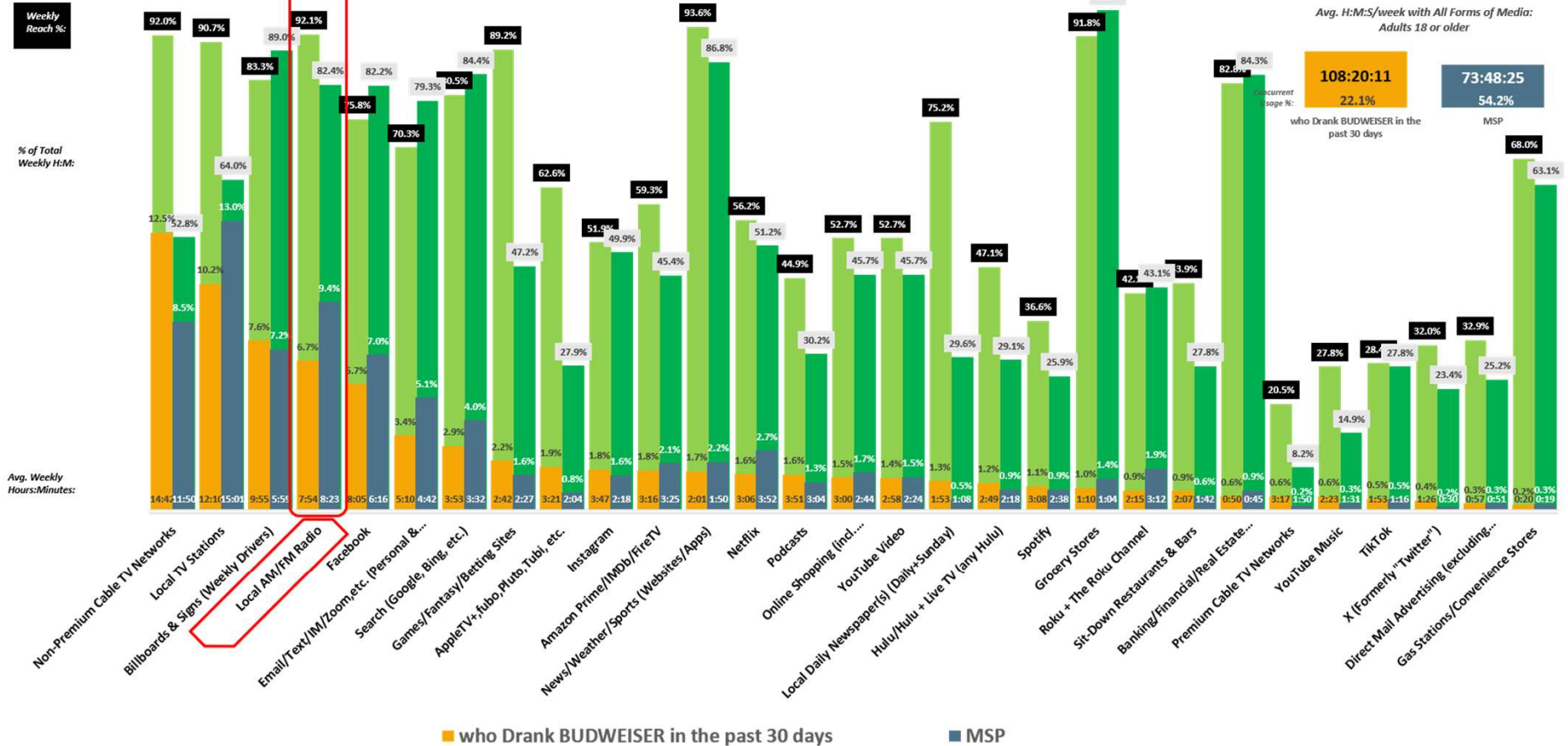


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 13 hours, 13 minutes and 40 seconds each week with All Forms of Media.
 85.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM 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 4 days, 12 hours, 20 minutes and 11 seconds each week with All Forms of Media.
 92.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



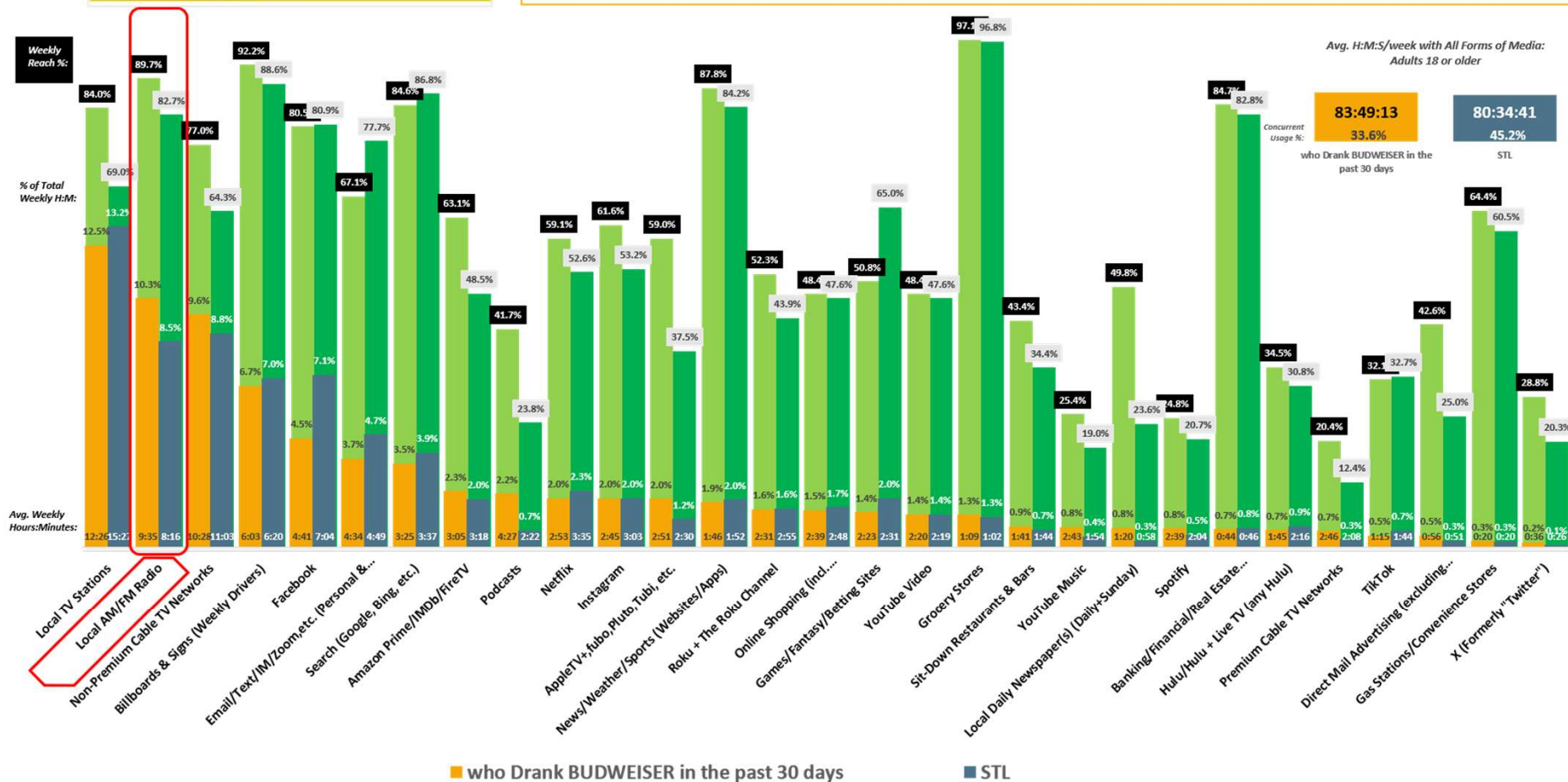
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

108:20:11
 22.1%
 who Drank BUDWEISER in the past 30 days

73:48:25
 54.2%
 MSP



Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 11 hours, 49 minutes and 13 seconds each week with All Forms of Media.
 89.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



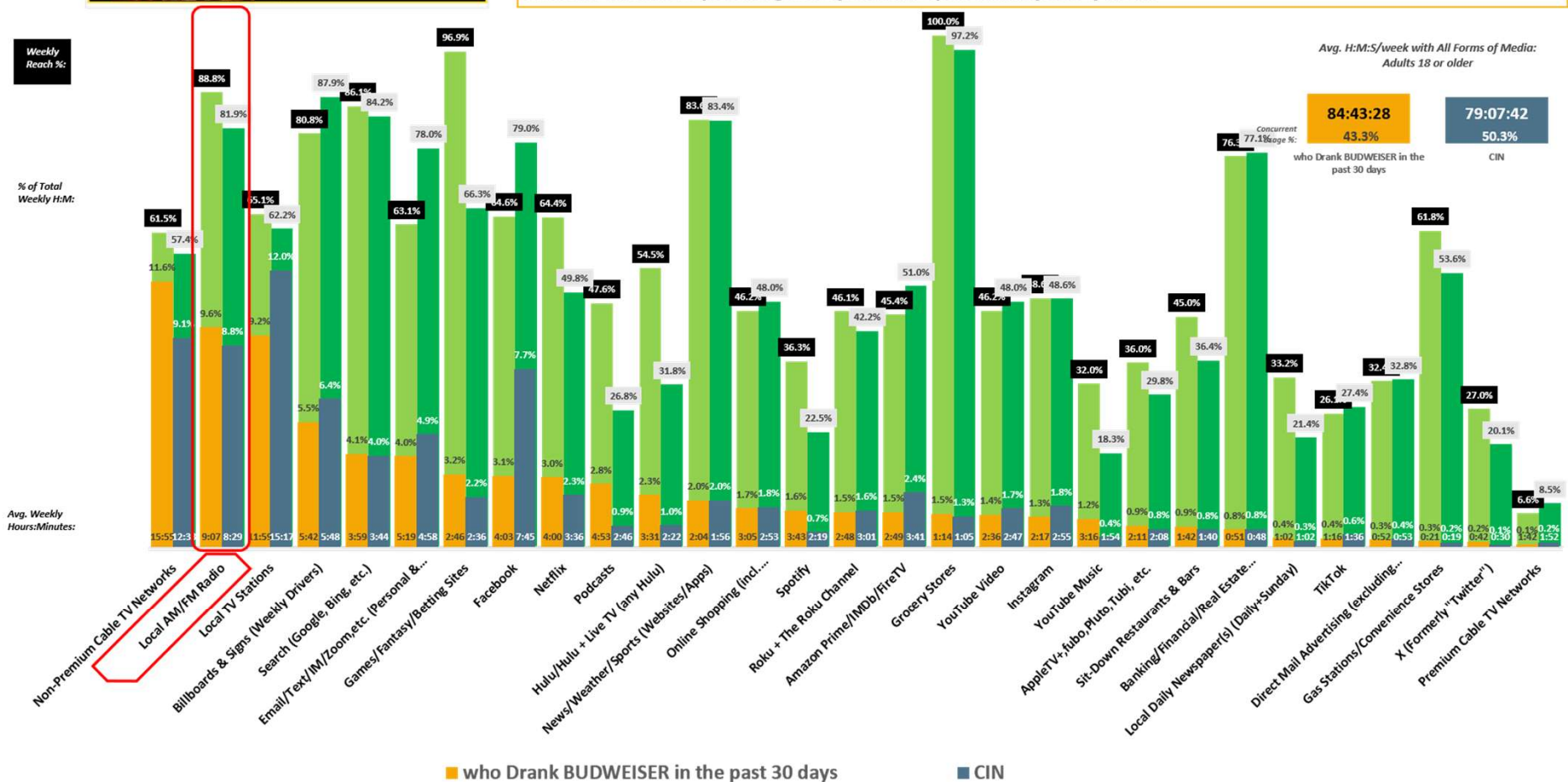
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 83:49:13
 33.6%
 who Drank BUDWEISER in the past 30 days

80:34:41
 45.2%
 STL

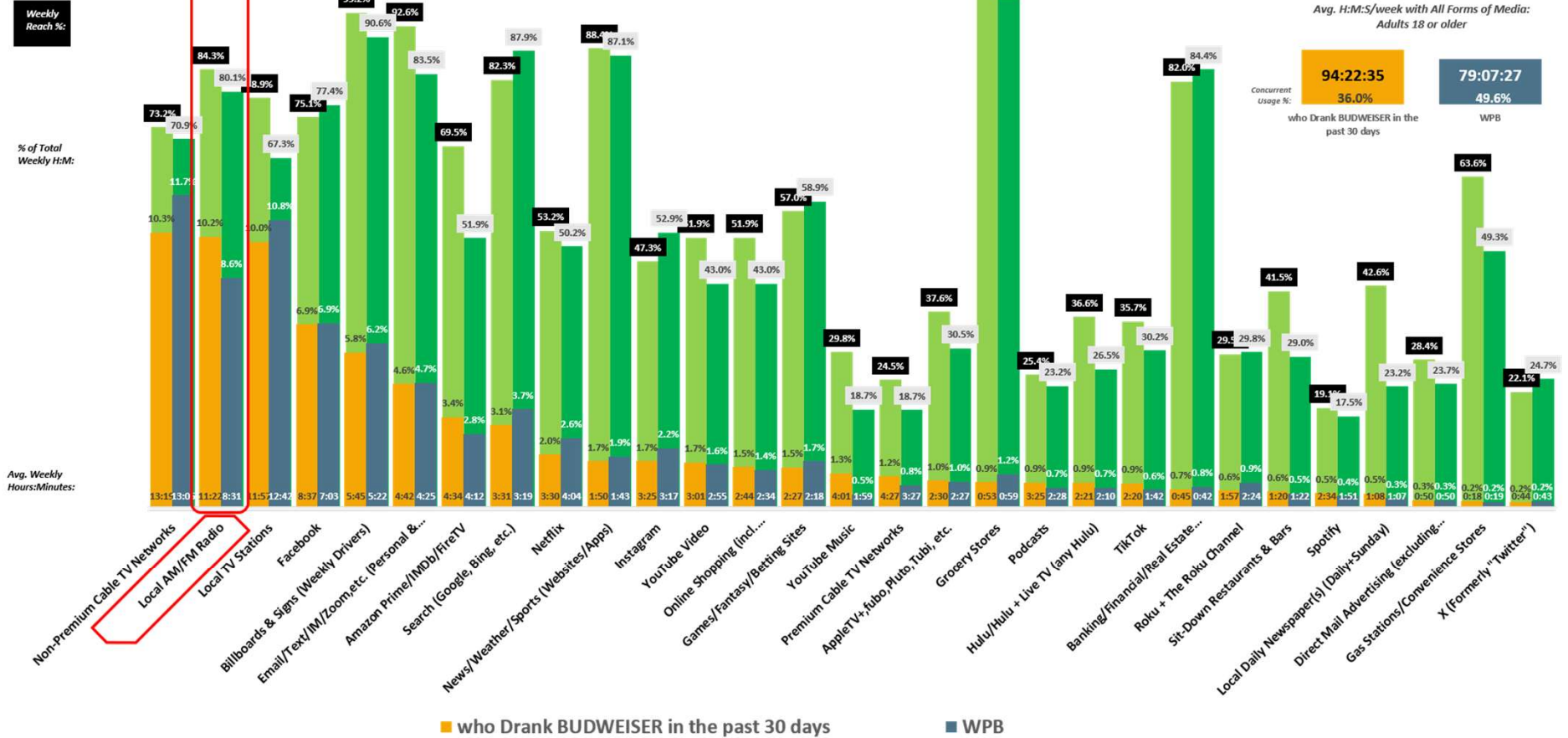


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 12 hours, 43 minutes and 28 seconds each week with All Forms of Media.
 88.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM 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, 22 hours, 22 minutes and 35 seconds each week with All Forms of Media.
 84.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 11 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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

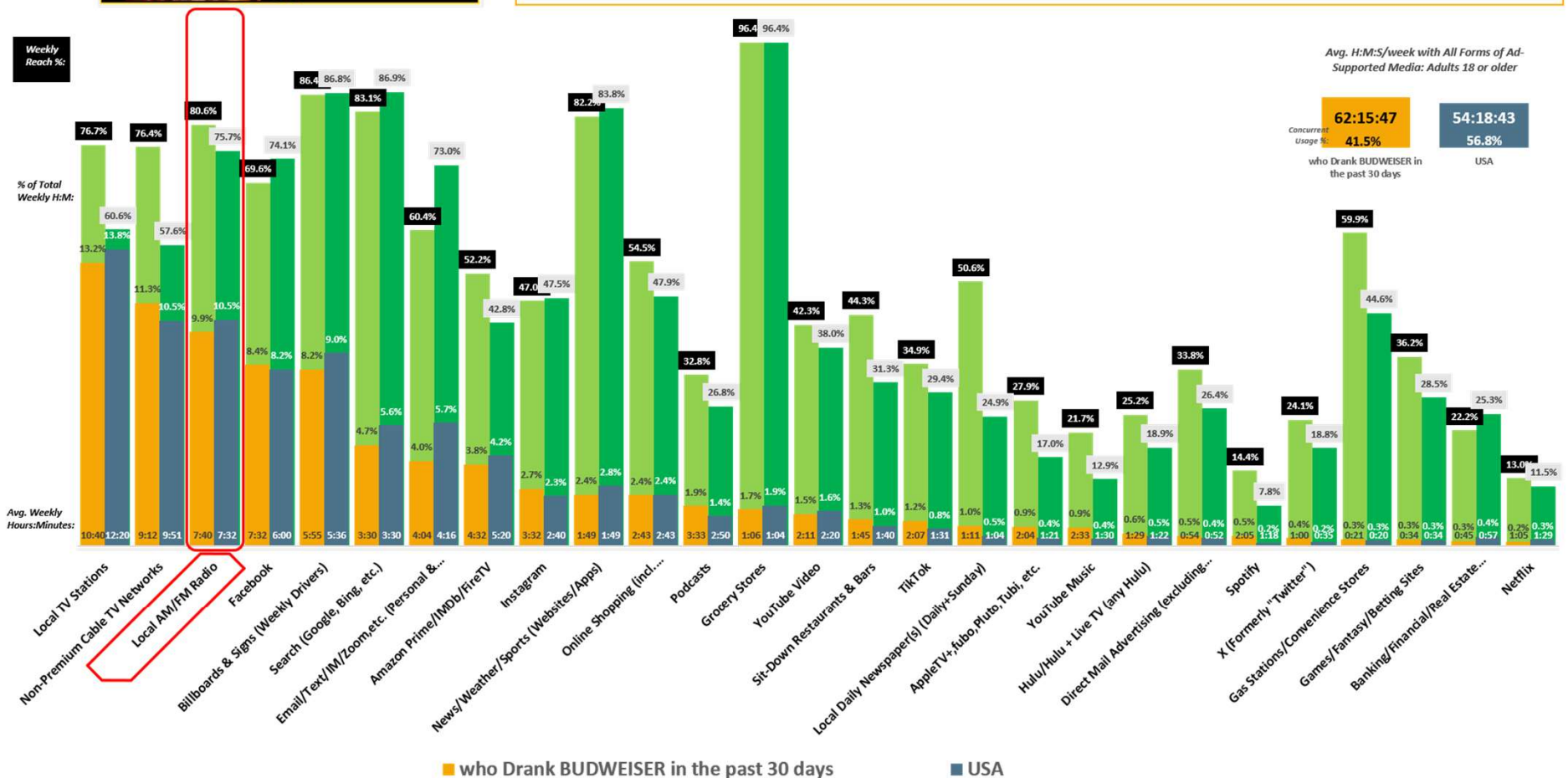
Concurrent Usage %:

who Drank BUDWEISER in the past 30 days: 94:22:35 36.0%

WPB: 79:07:27 49.6%

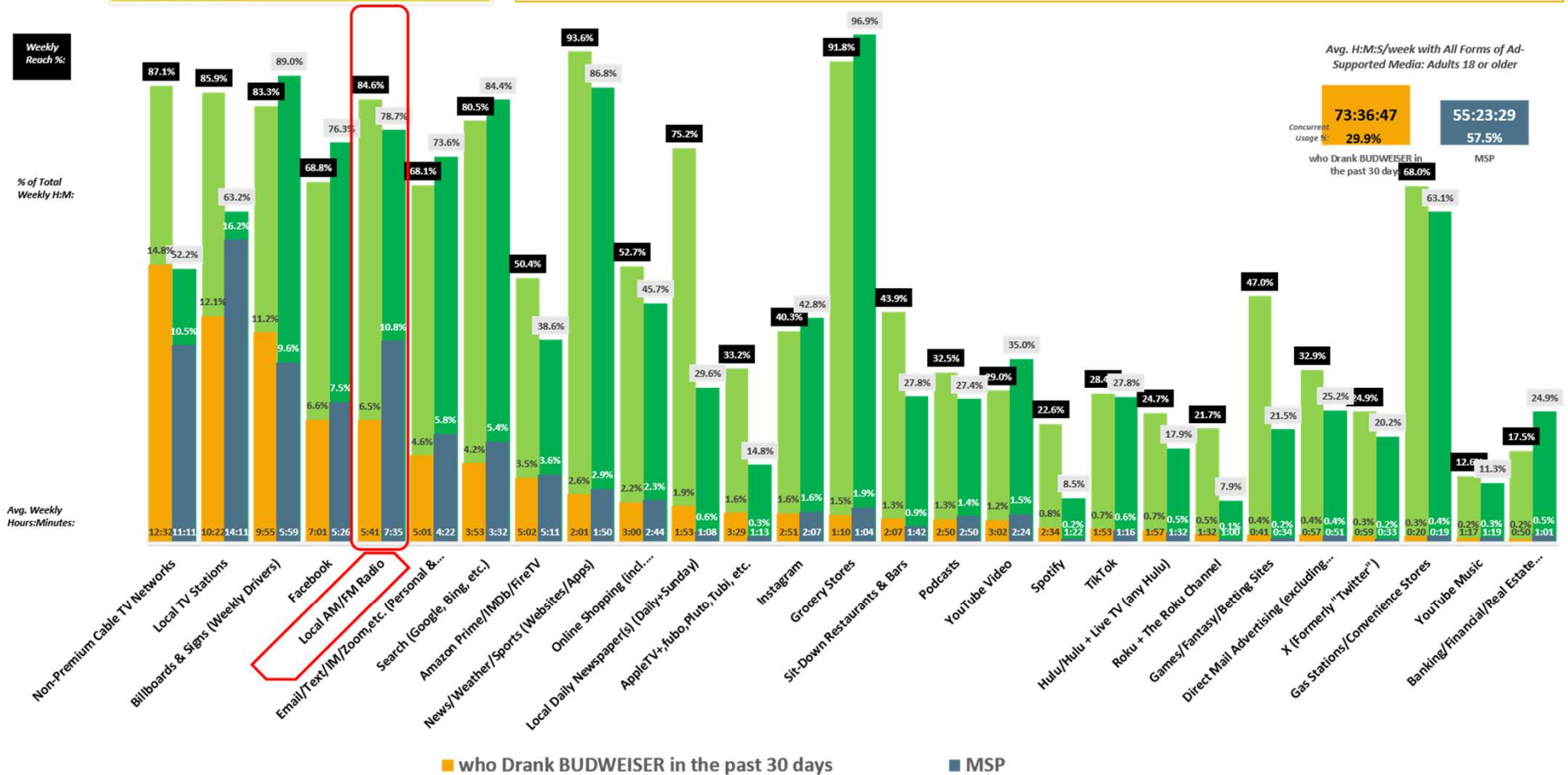


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 14 hours, 15 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 7 hours and 40 minutes each week listening to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



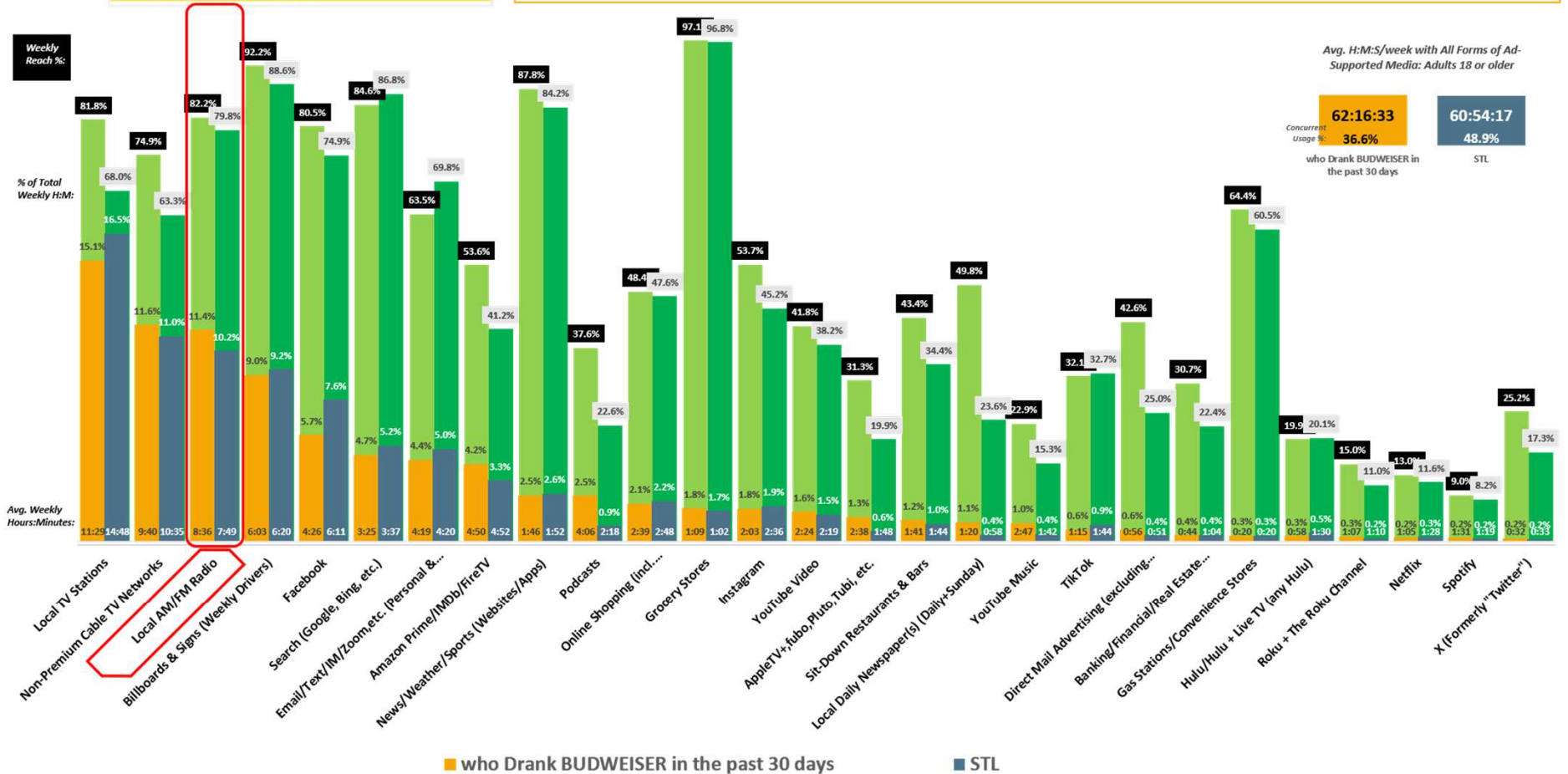


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 3 days, 1 hours, 36 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 84.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 5 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.5% 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, 14 hours, 16 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



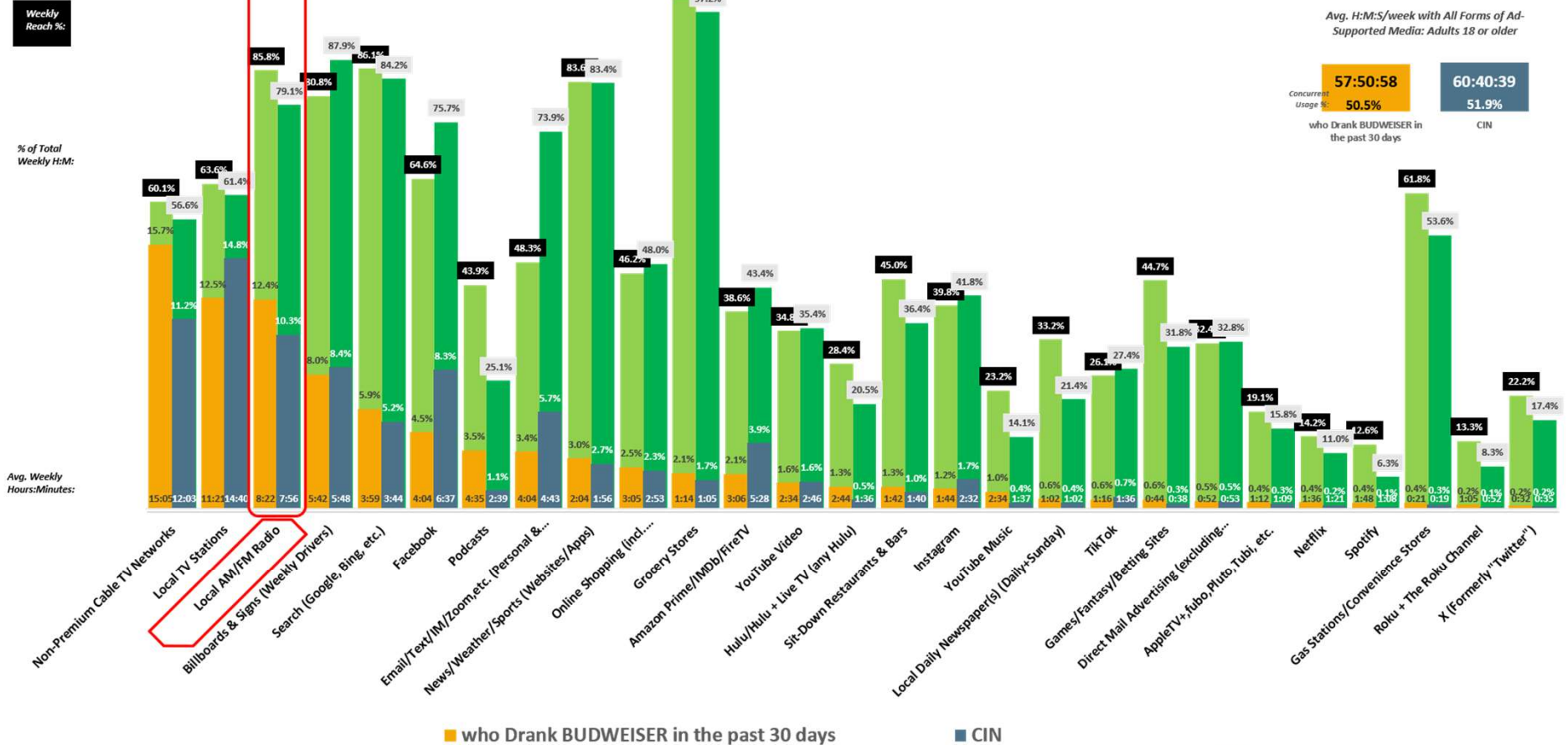
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

62:16:33	60:54:17
Concurrent Usage %: 36.6%	48.9%
who Drank BUDWEISER in the past 30 days	STL



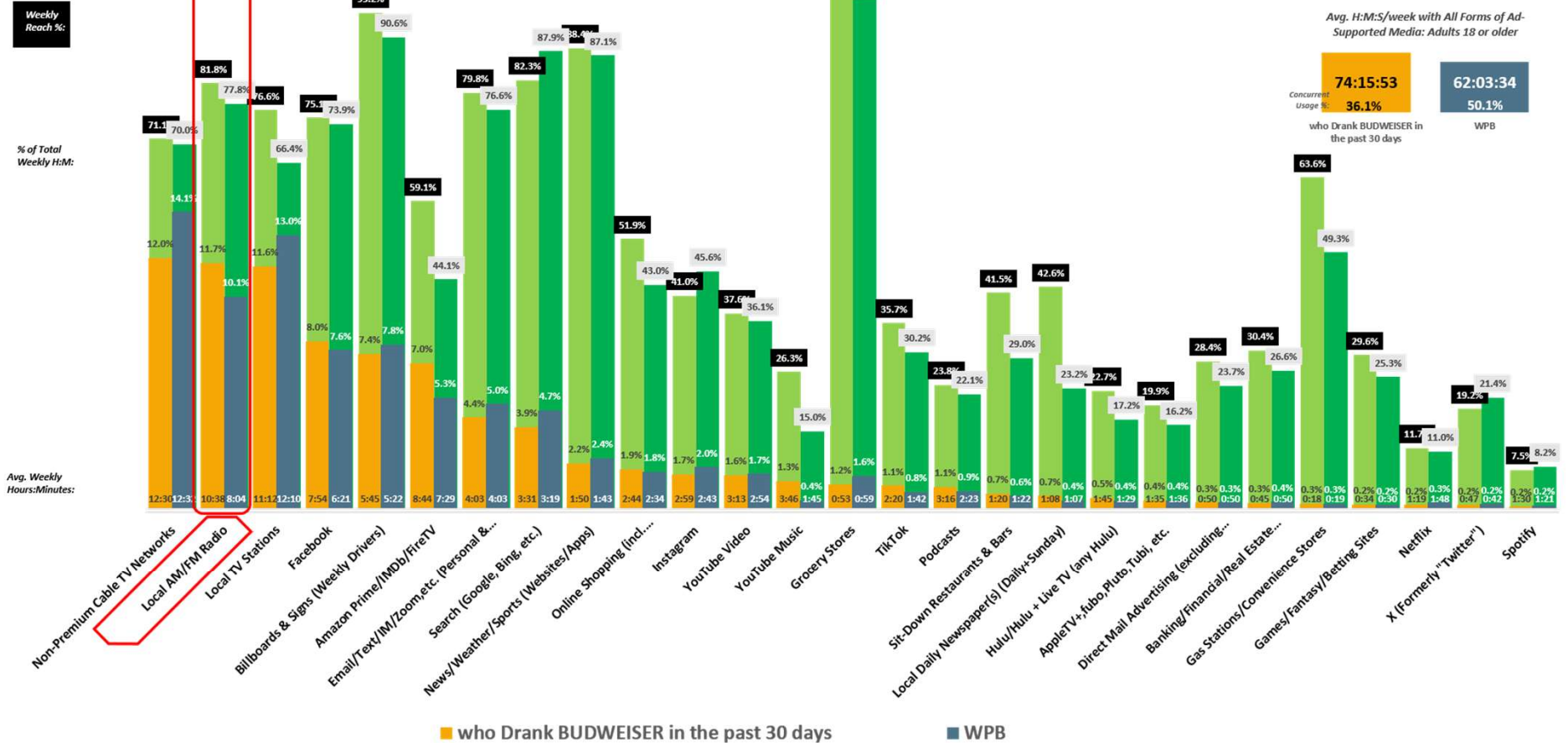


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 2 days, 9 hours, 50 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 85.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 8 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% 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 3 days, 2 hours, 15 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an avg. of 10 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.

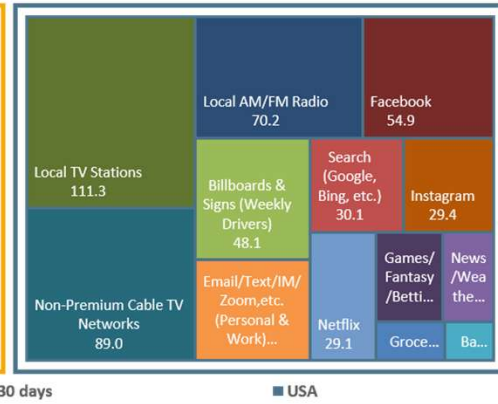
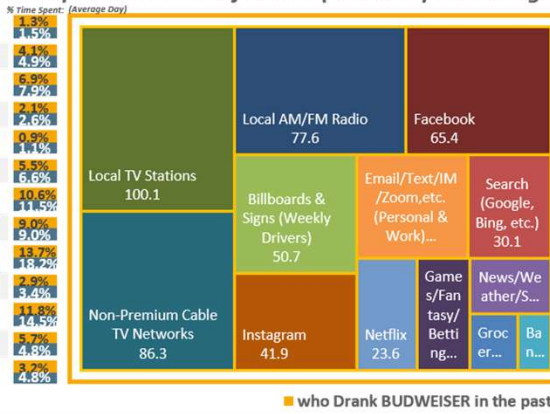
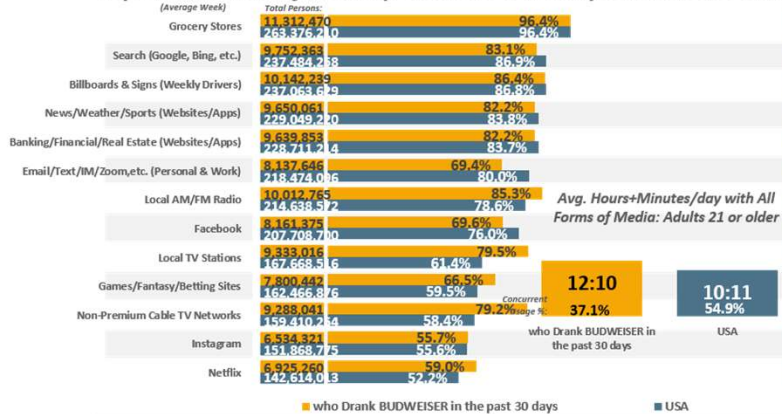




Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day.
(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

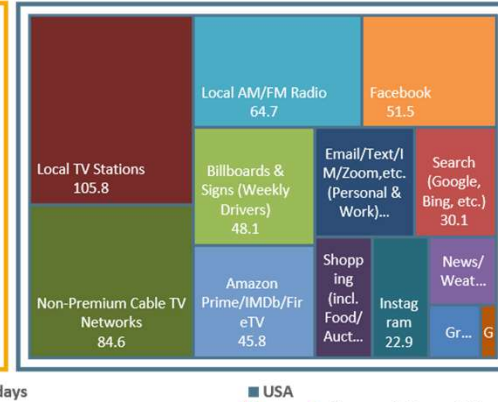
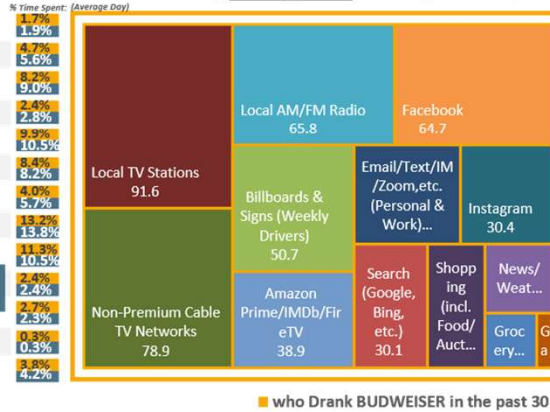
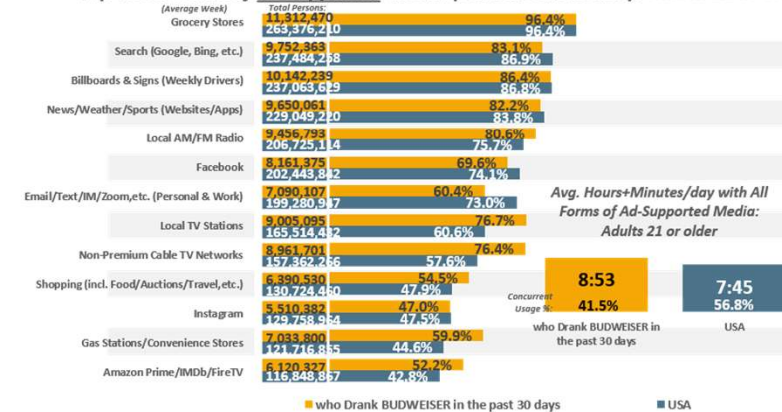
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

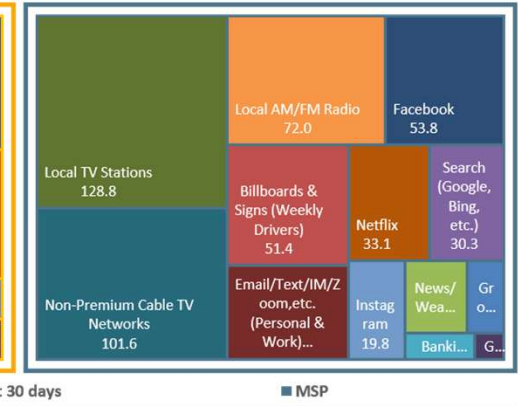
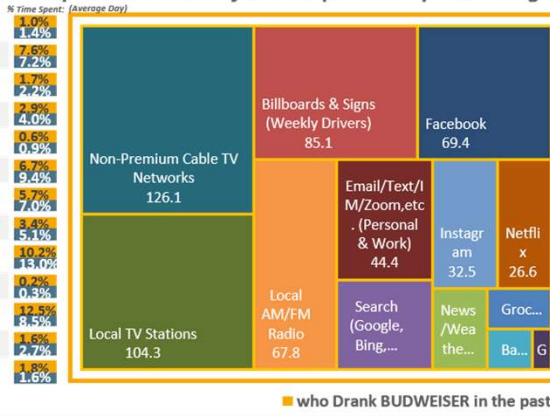
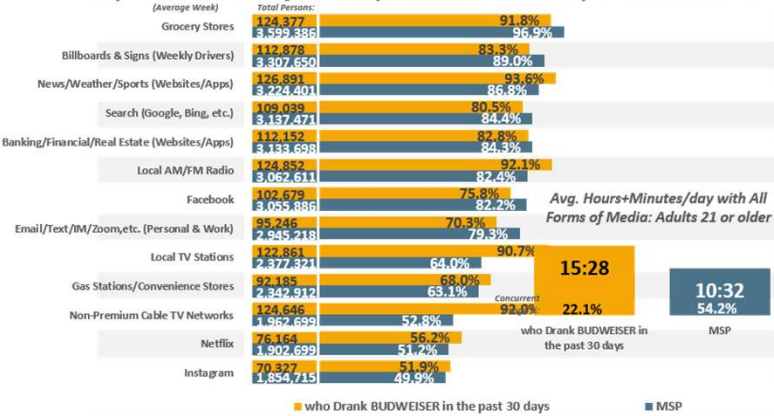
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

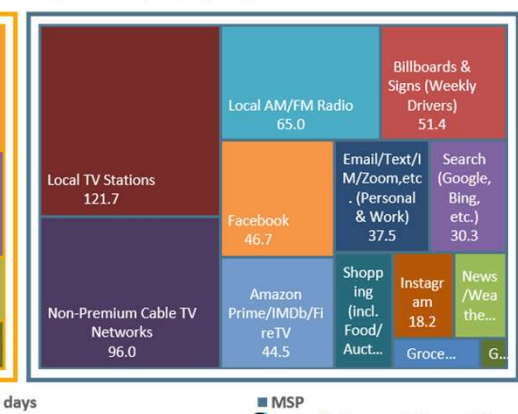
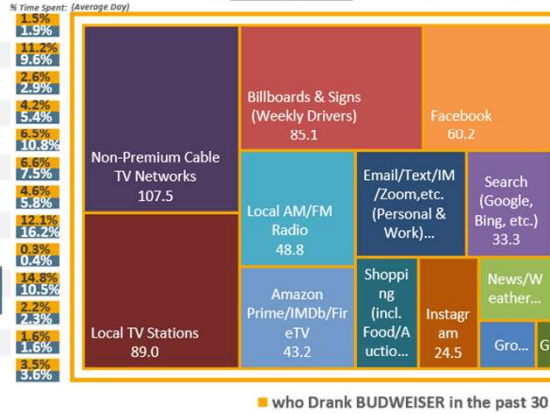
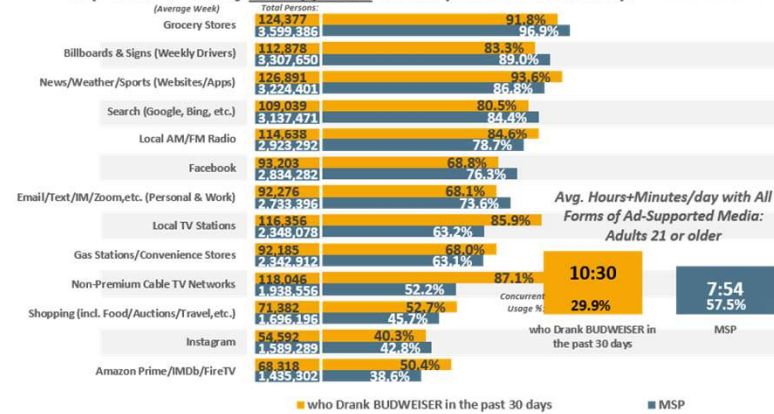


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 10 hours and 30 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 48.8 minutes/day. *(Local Radio delivers 6.5% of Time with Ad-Supported Media.)*

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60
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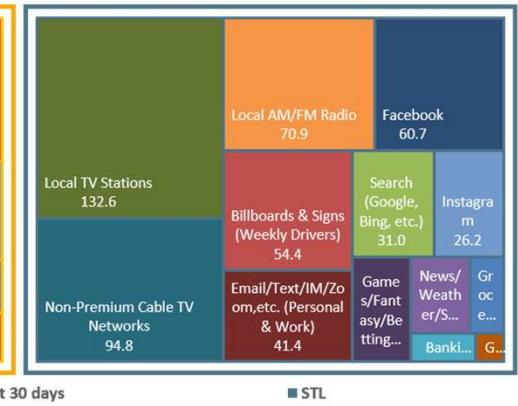
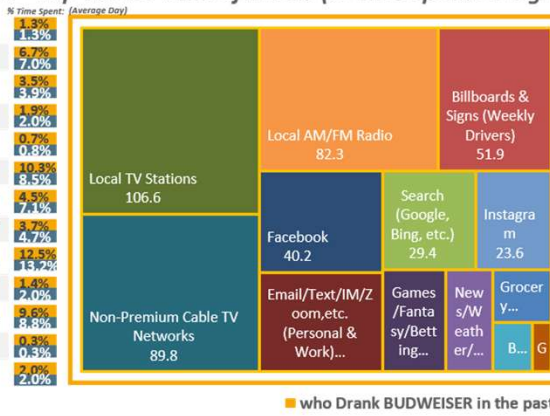
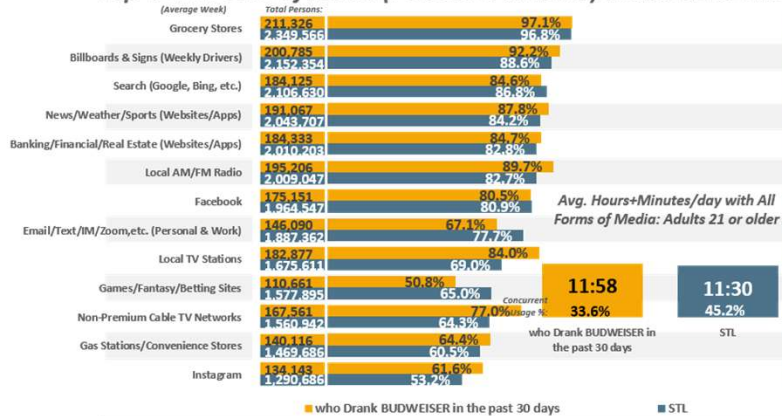
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

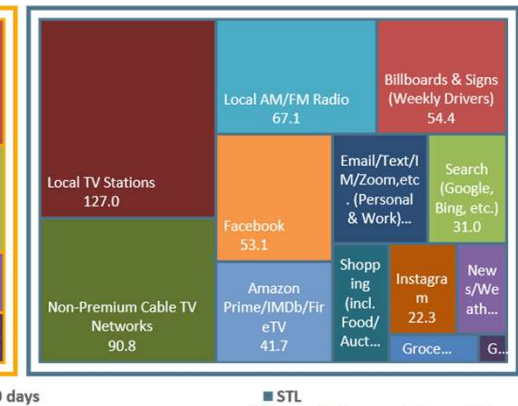
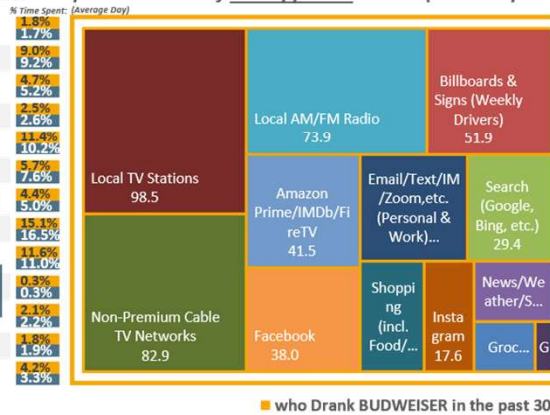
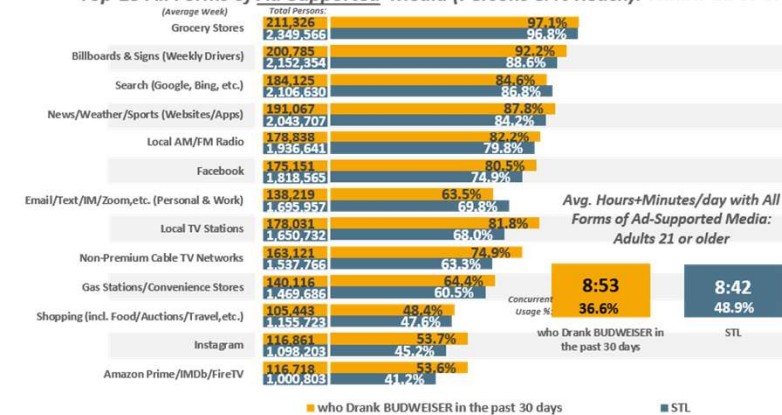


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day.
(Local Radio delivers 11.4% of Time with Ad-Supported Media.)

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



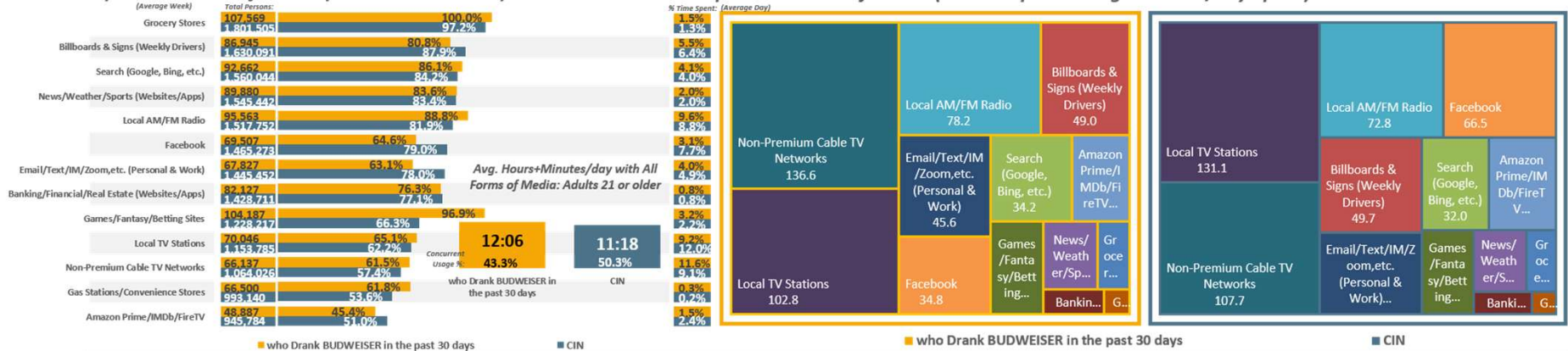
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



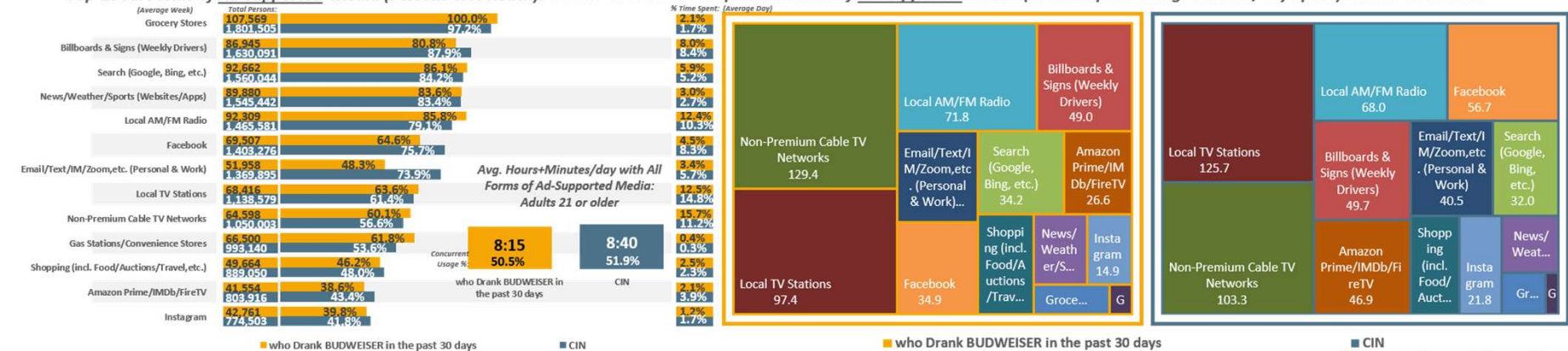


Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day.
(Local Radio delivers 12.4% of Time with Ad-Supported Media.)

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**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
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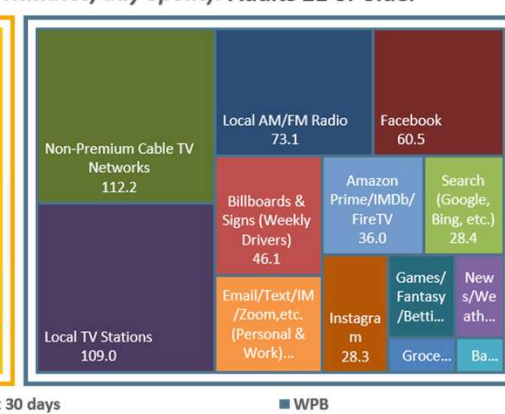
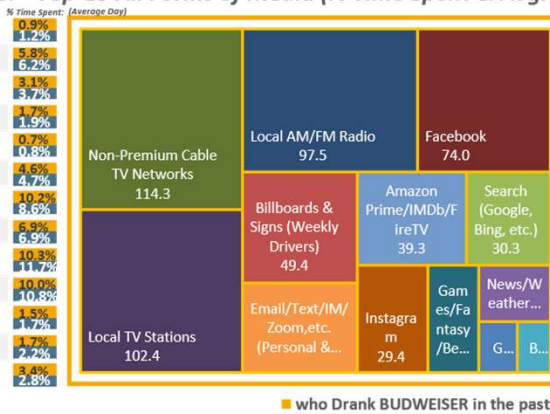
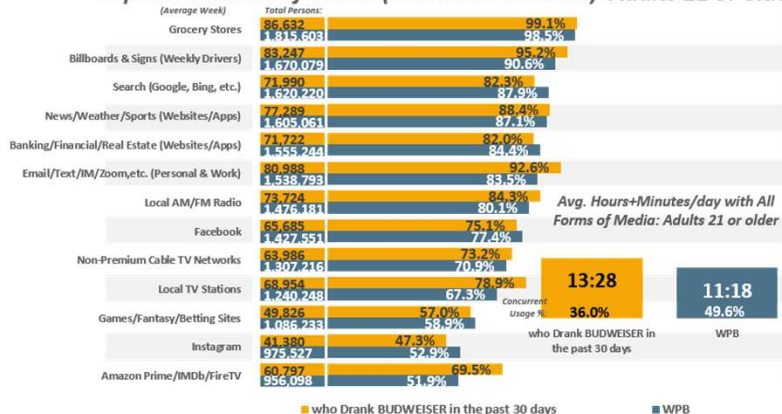
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 10 hours and 36 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 91.2 minutes/day.
(Local Radio delivers 11.7% of Time with Ad-Supported Media.)

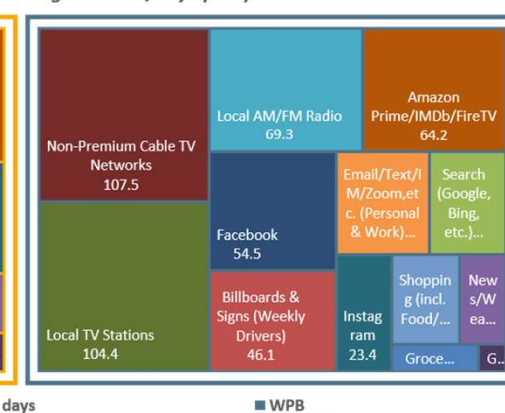
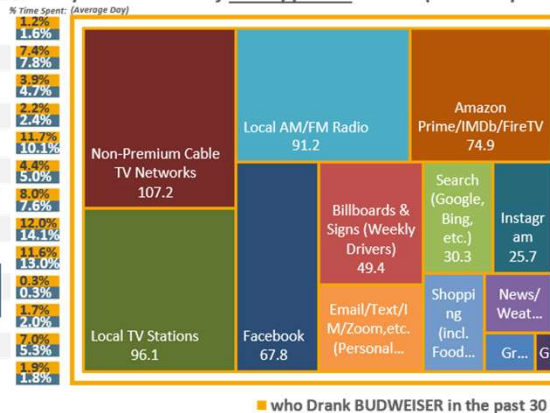
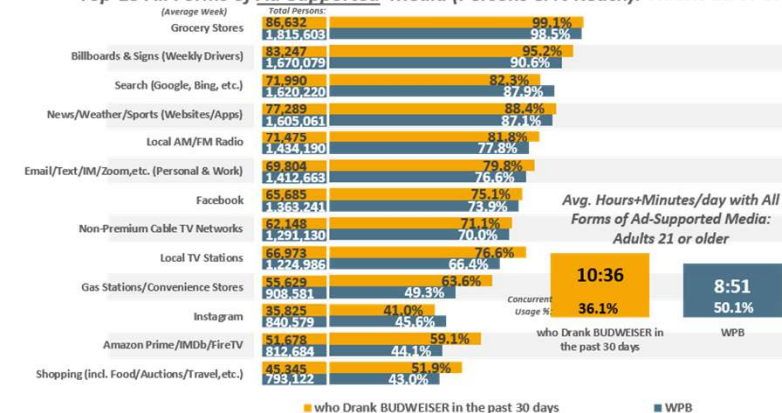
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 125
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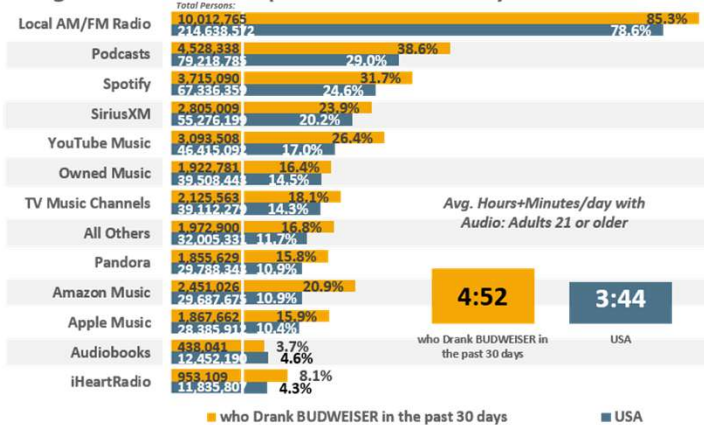
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

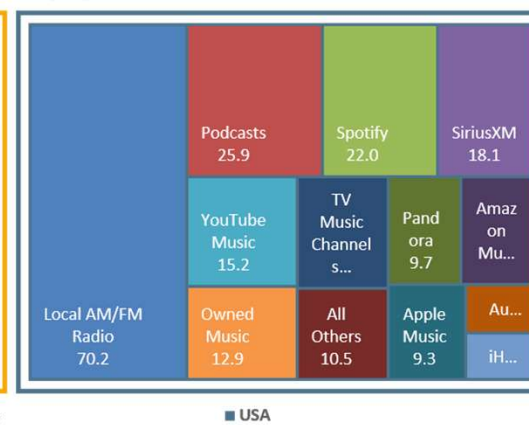
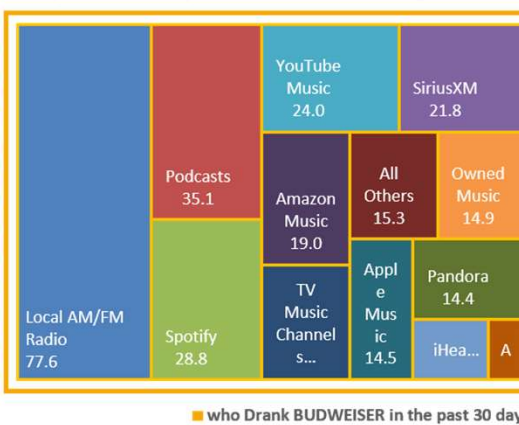


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

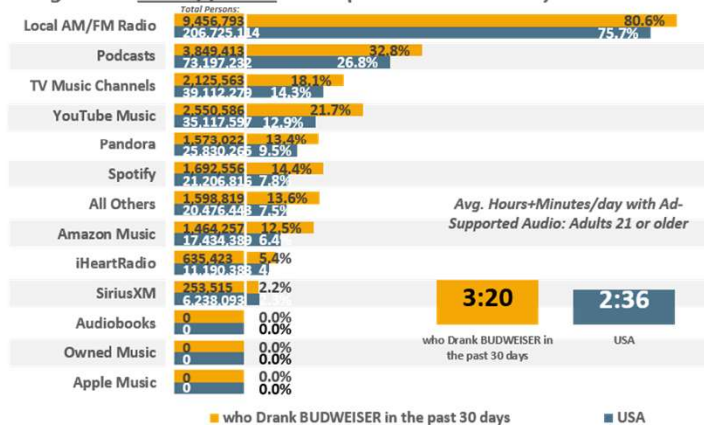
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



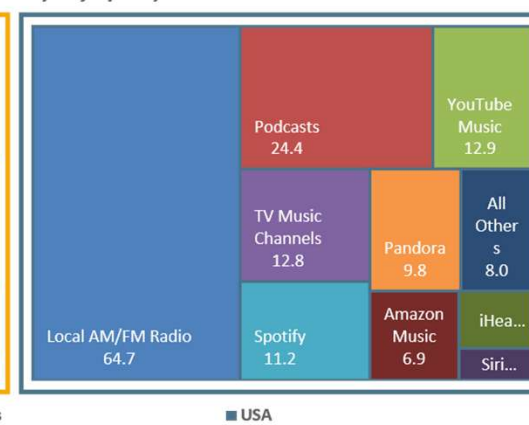
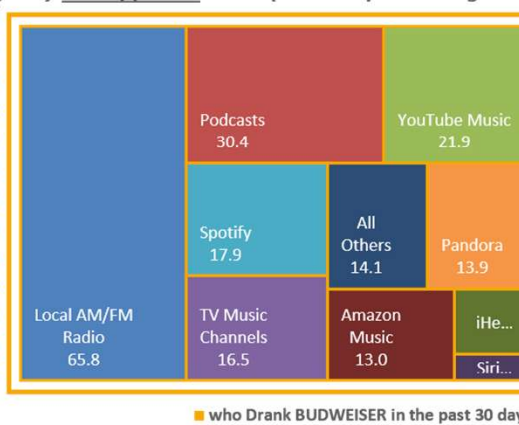
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

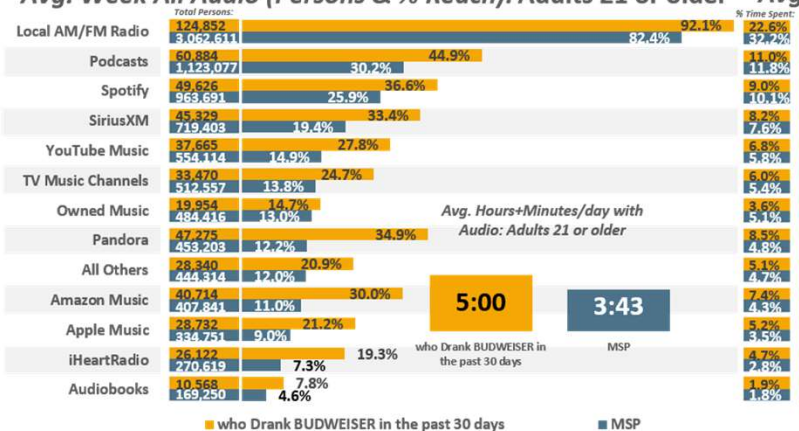
soefa.ai Share of Everything for Anything

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

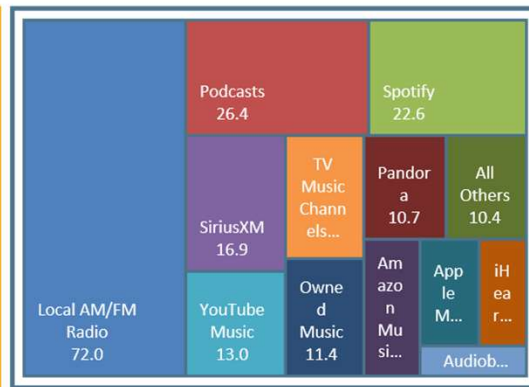
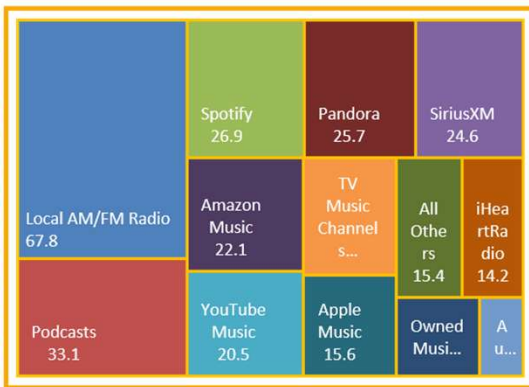


114,638 or 84.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Audio.

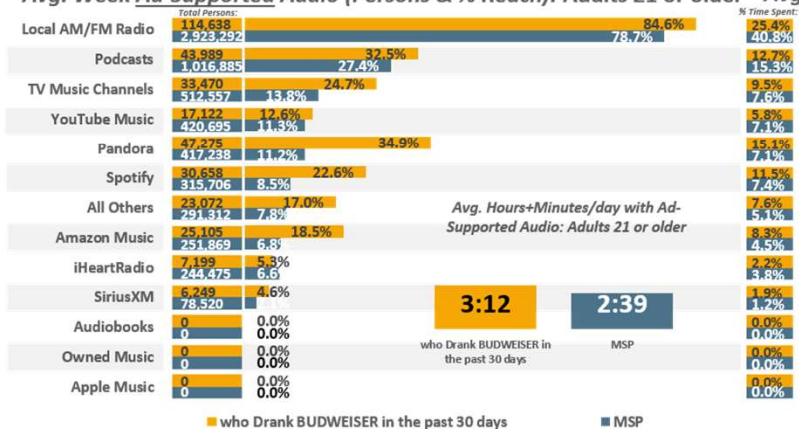
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



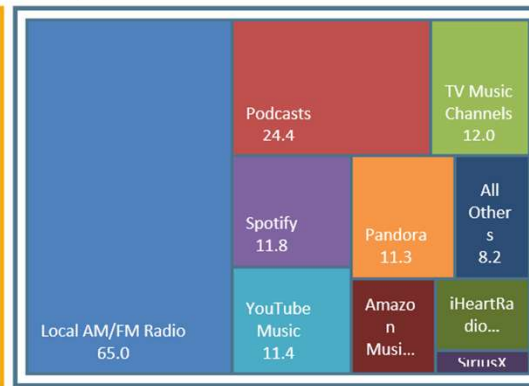
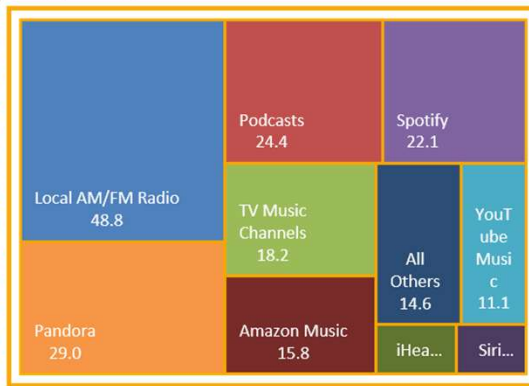
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



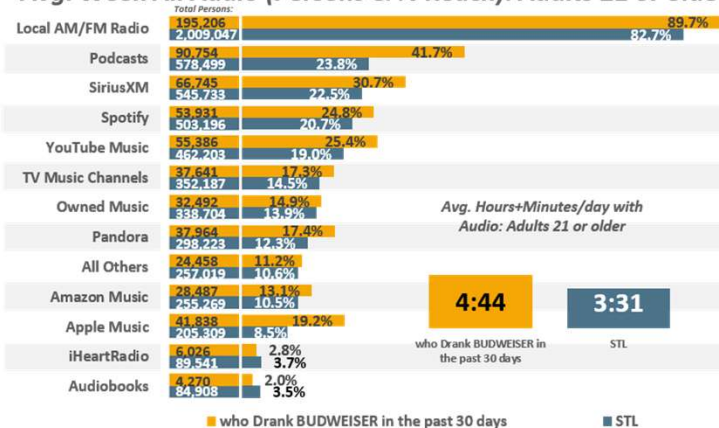
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



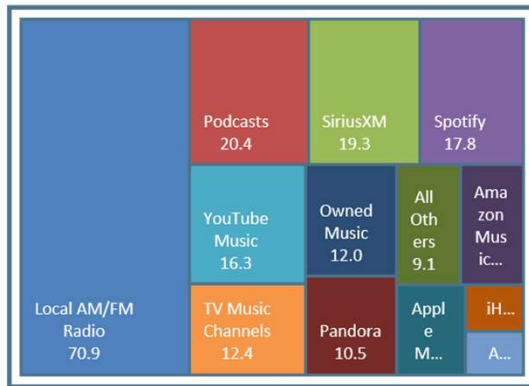
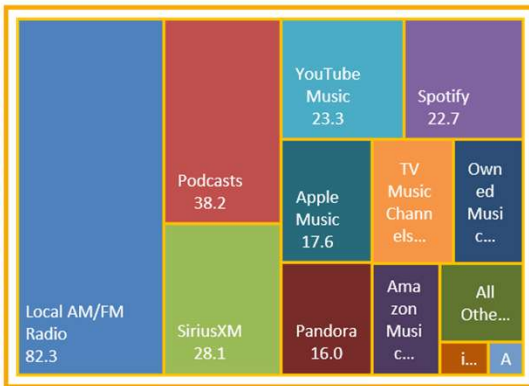


178,838 or 82.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

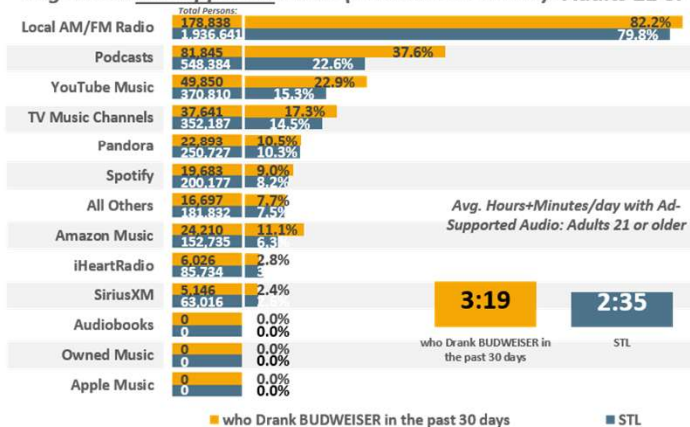
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



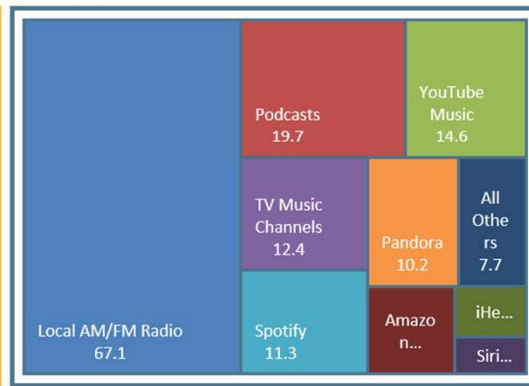
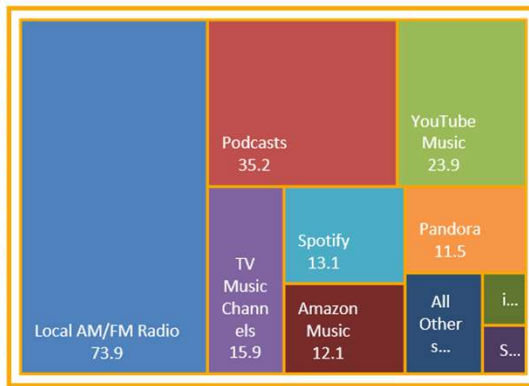
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



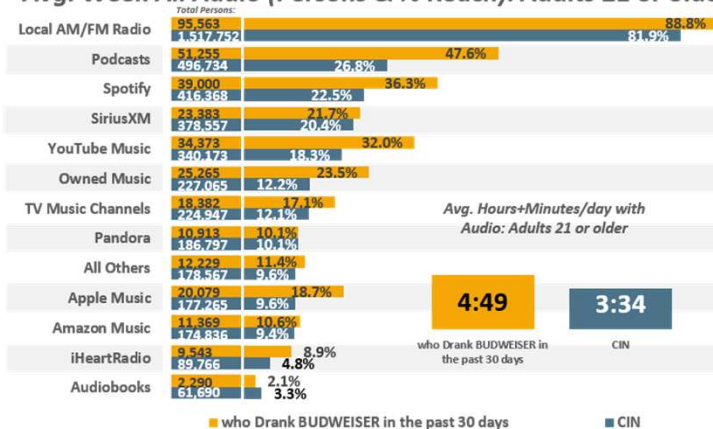
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



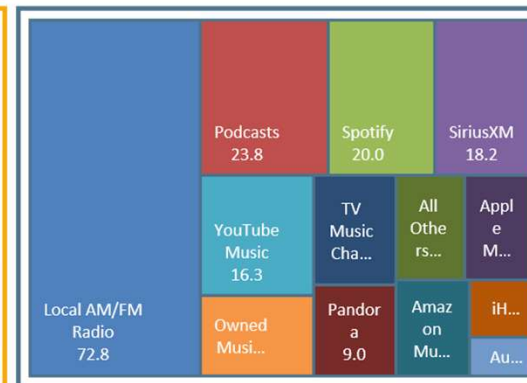
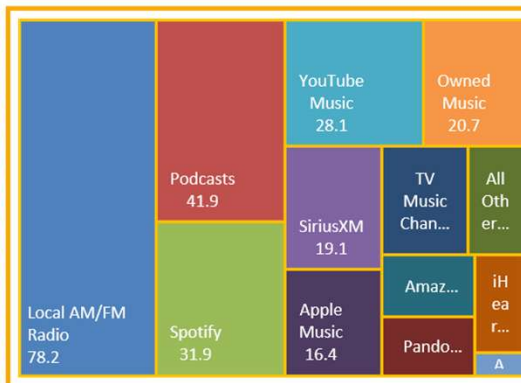


92,309 or 85.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

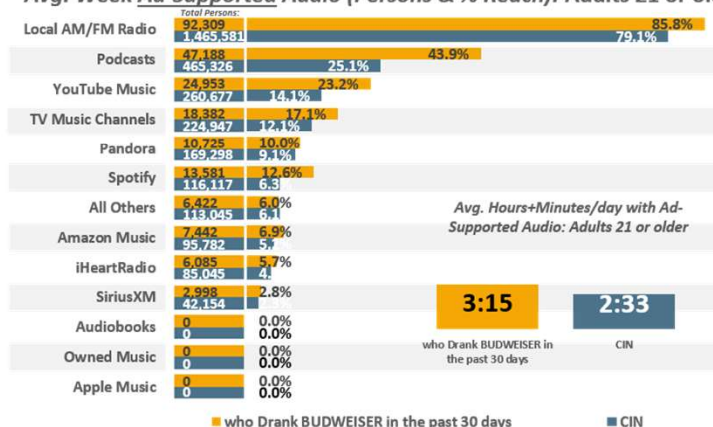
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



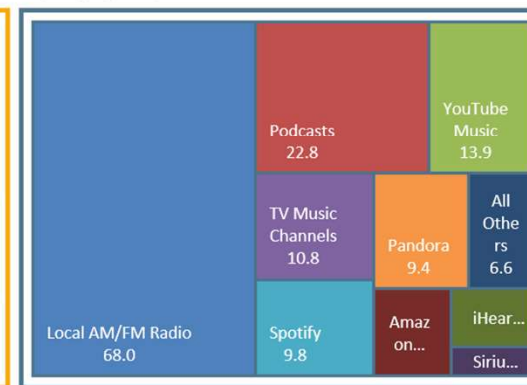
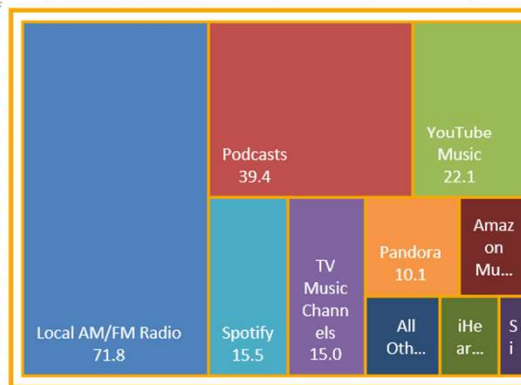
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



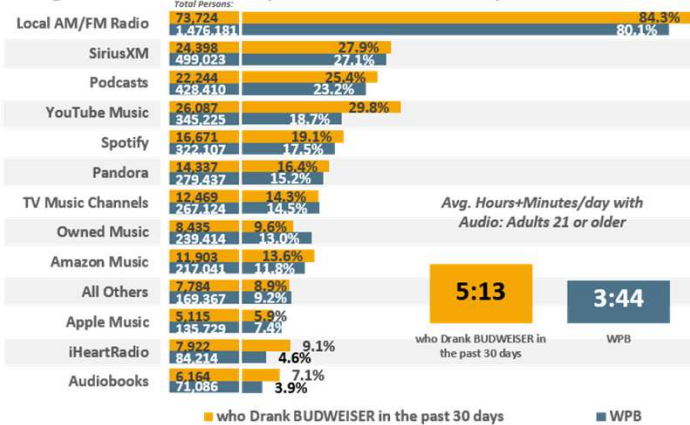
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



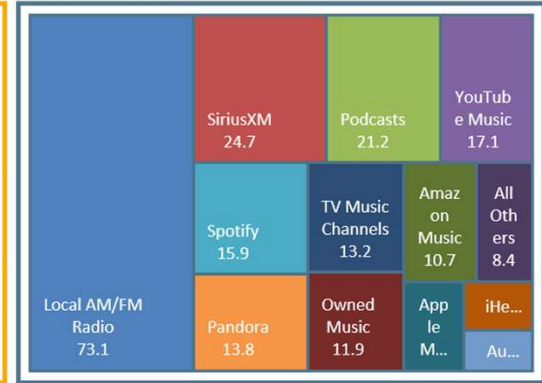
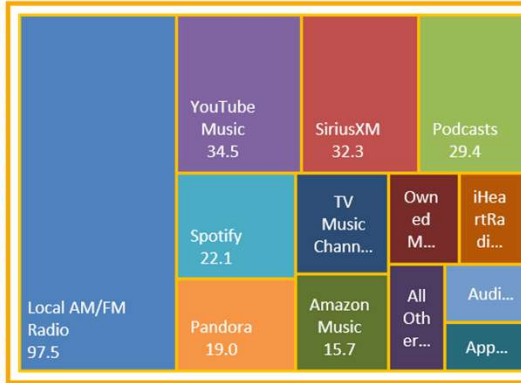


71,475 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 91.2 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

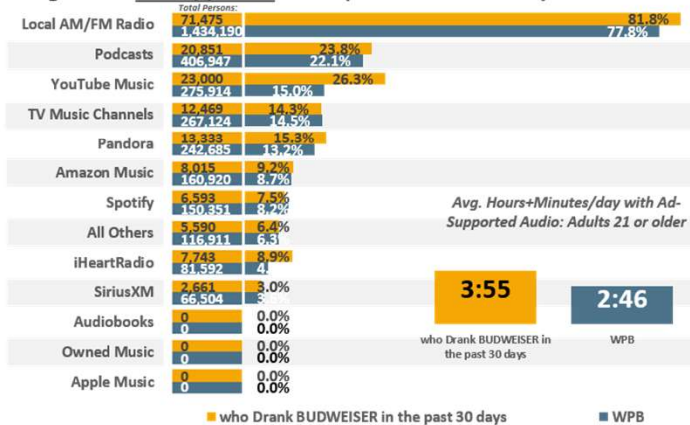
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



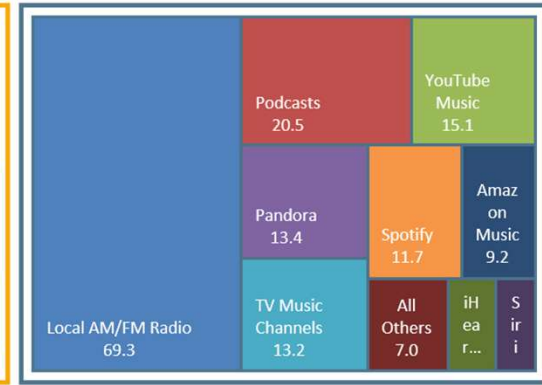
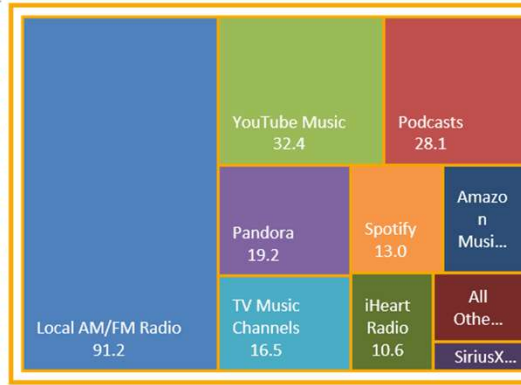
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

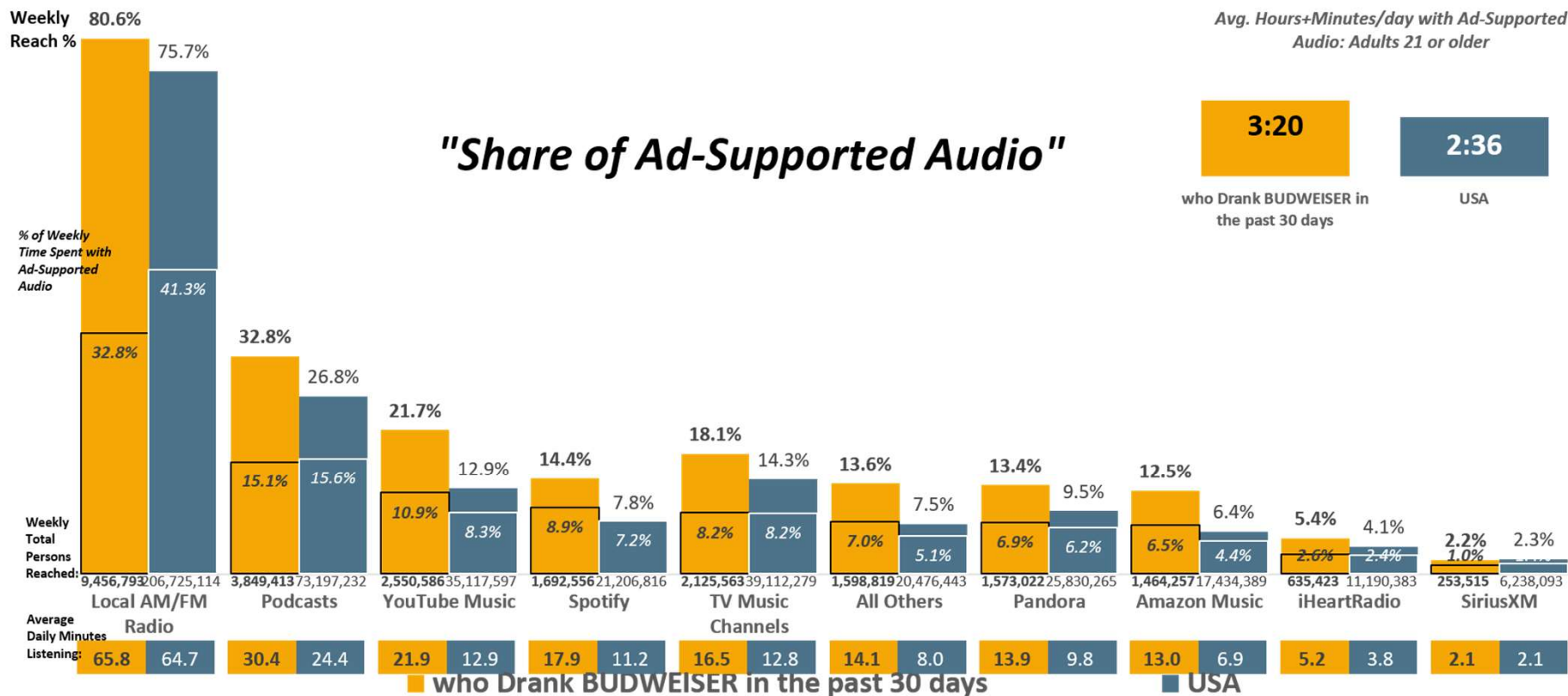


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



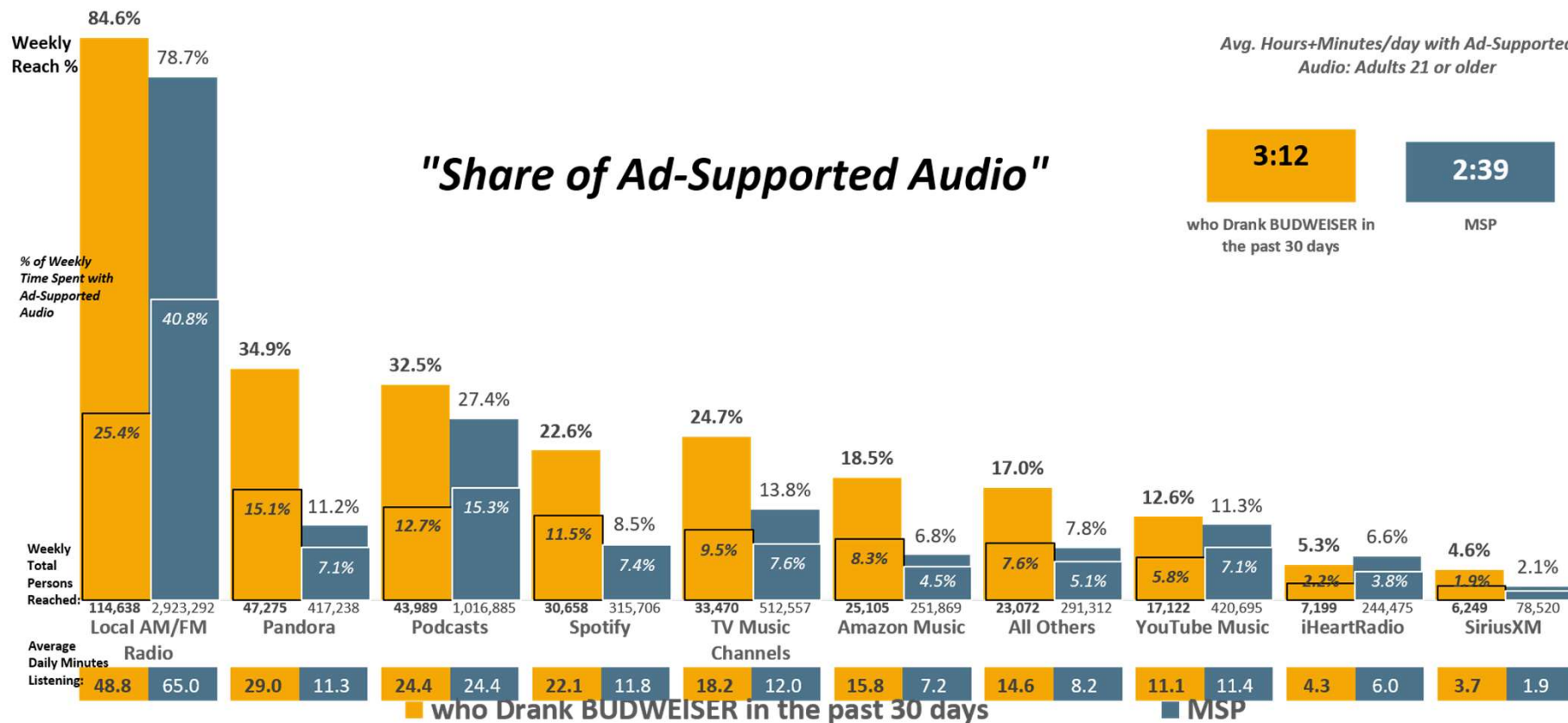


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.



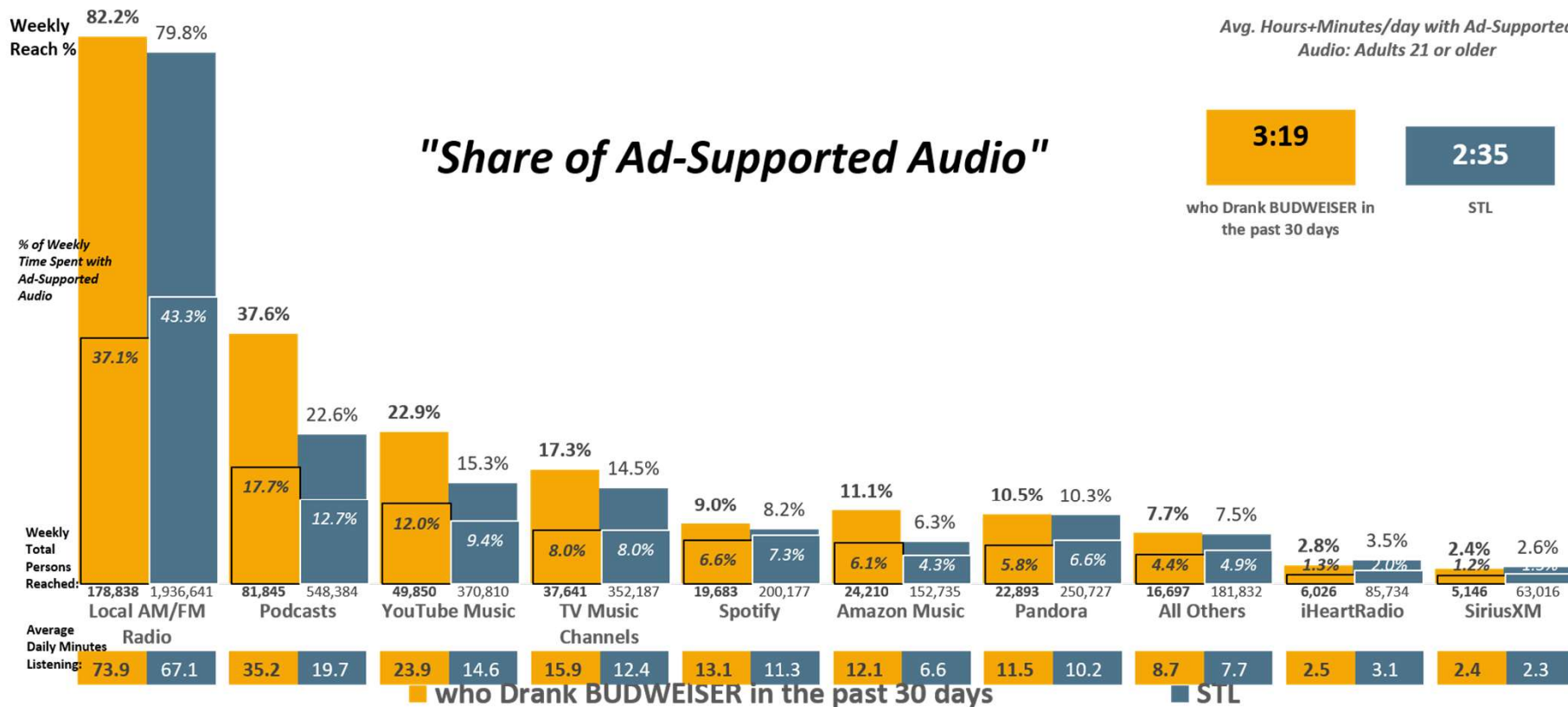


114,638 or 84.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Audio.





178,838 or 82.2% 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 73.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



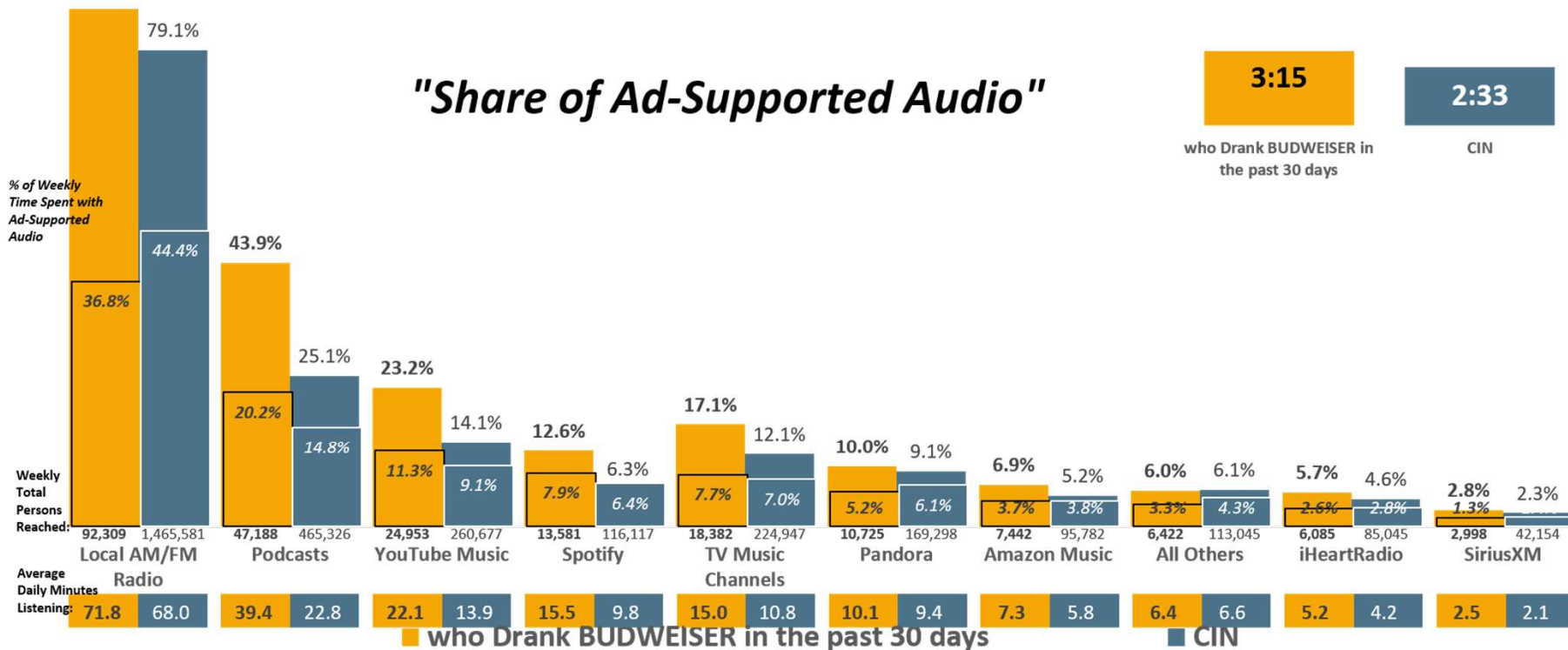


92,309 or 85.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 85.8%

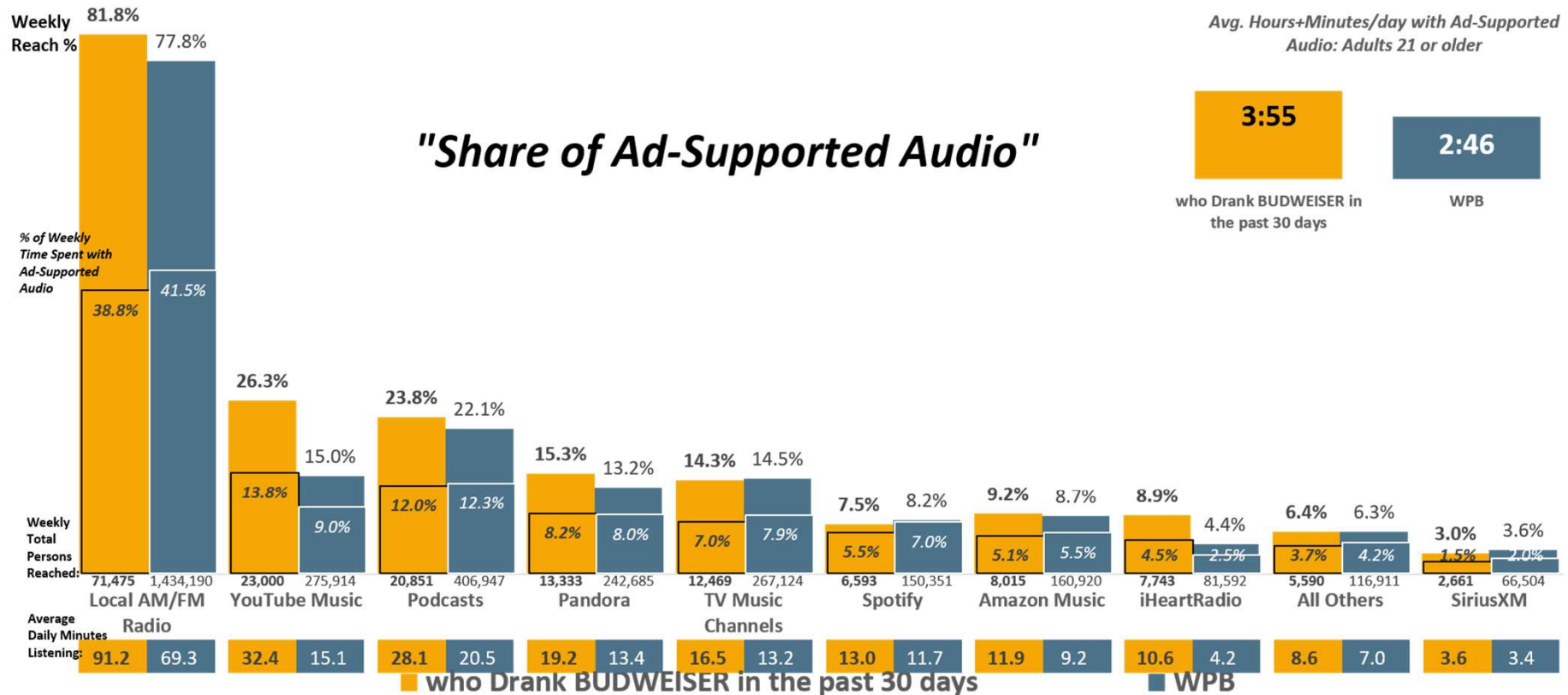
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 21 or older

"Share of Ad-Supported Audio"





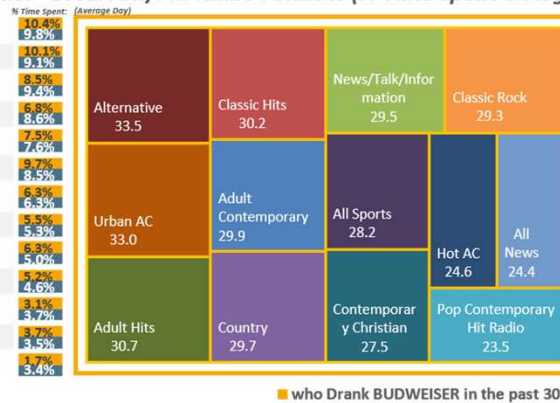
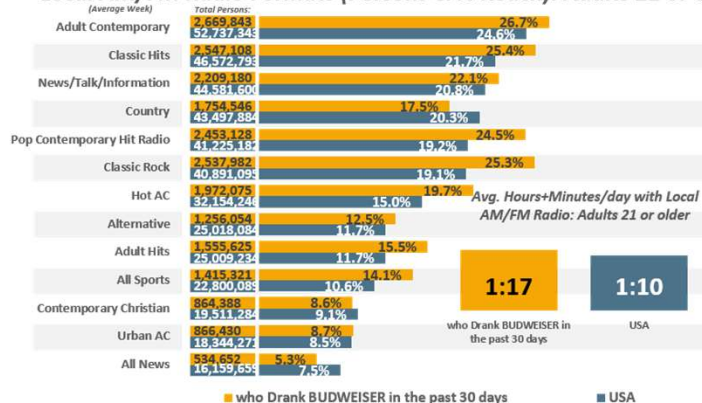
71,475 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 91.2 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



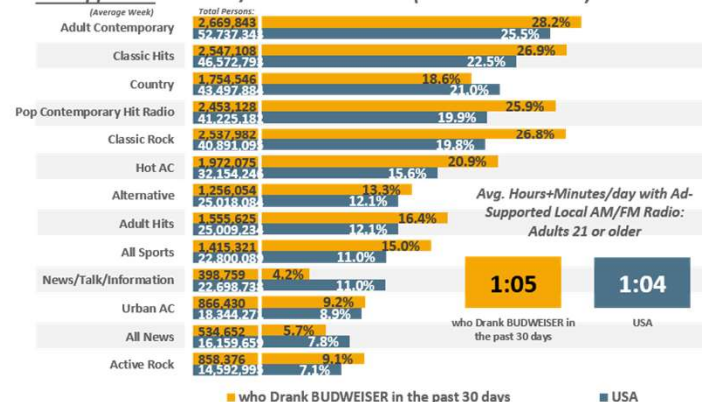


9,456,793 or 80.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

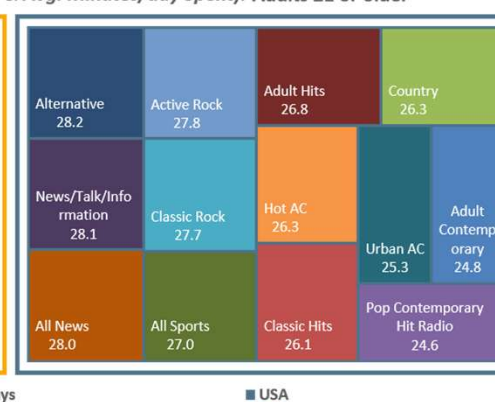
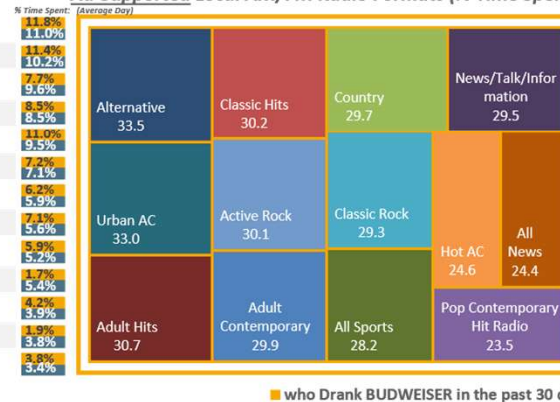
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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

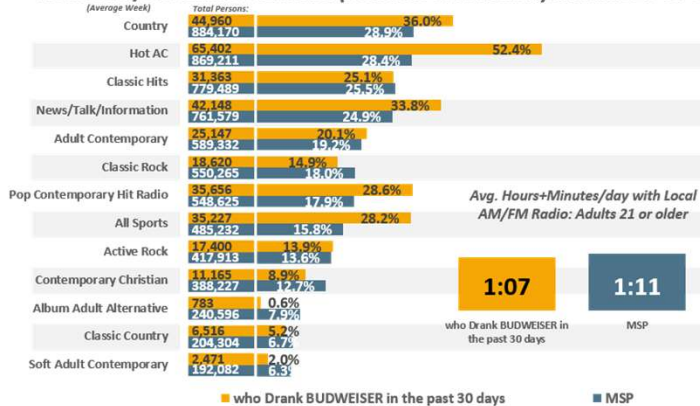
soefa.ai Share of Everything for Anything

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

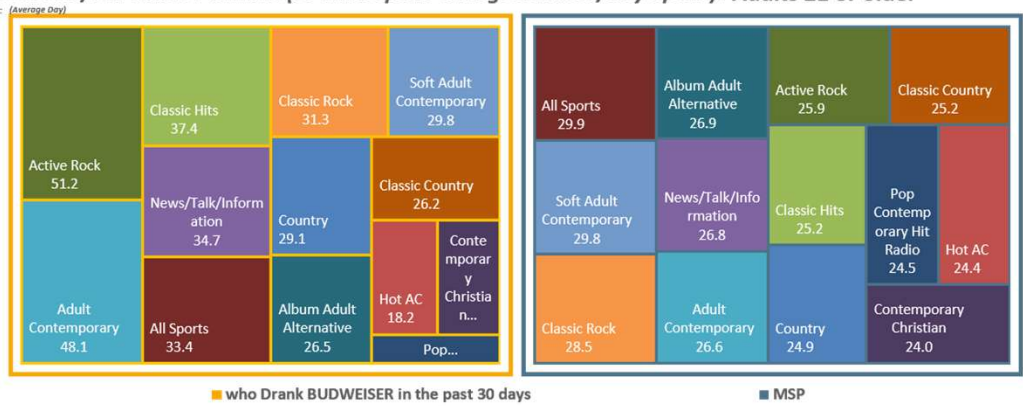


114,638 or 84.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, All Sports, and Classic Hits.

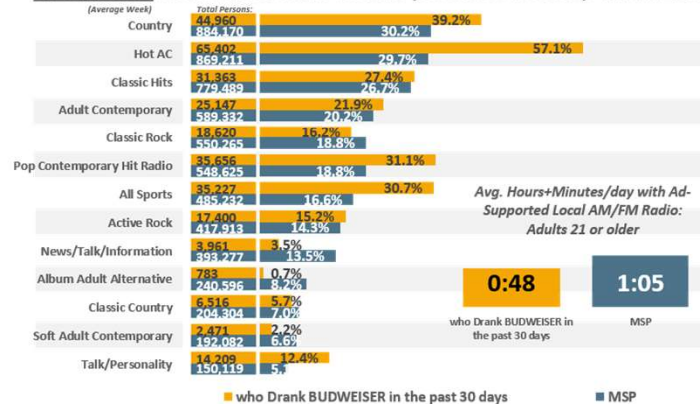
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



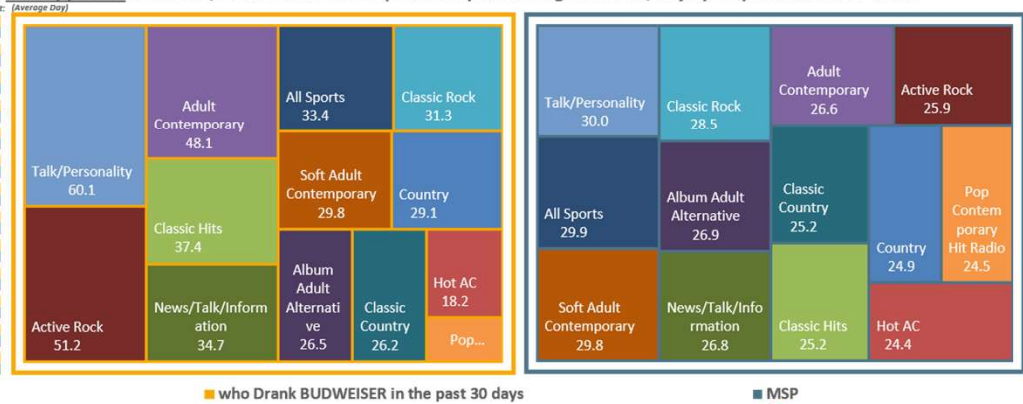
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60
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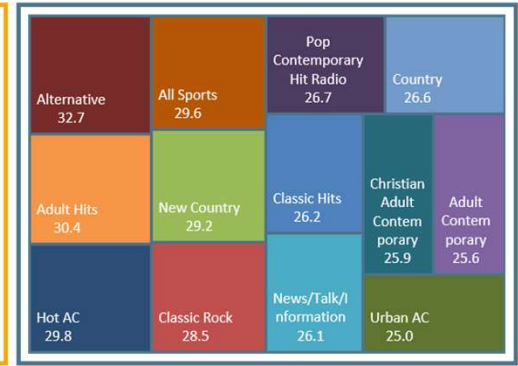
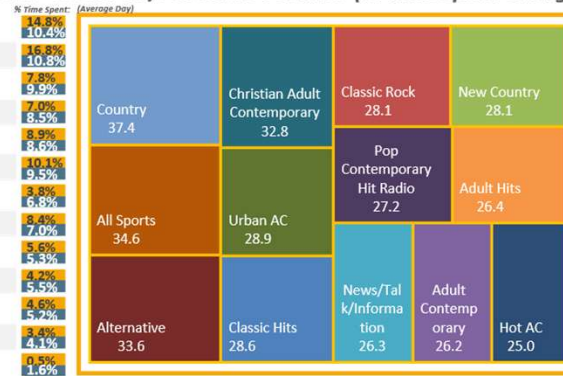
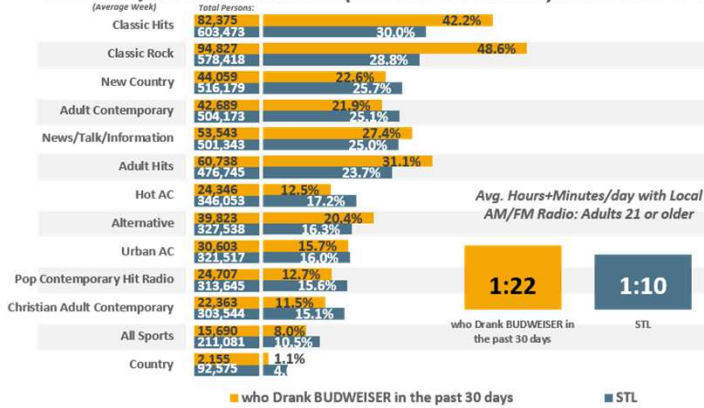
MSP
soefa.ai Share of Everything for Anything

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

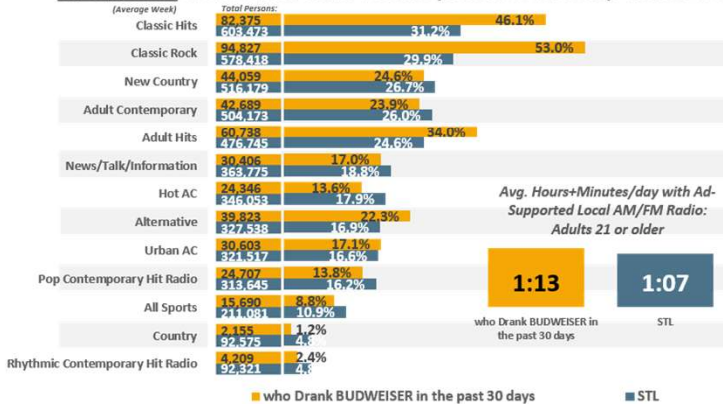


178,838 or 82.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Hits, New Country, and Adult Contemporary.

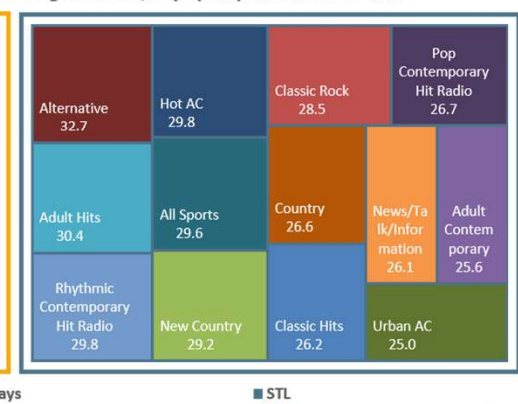
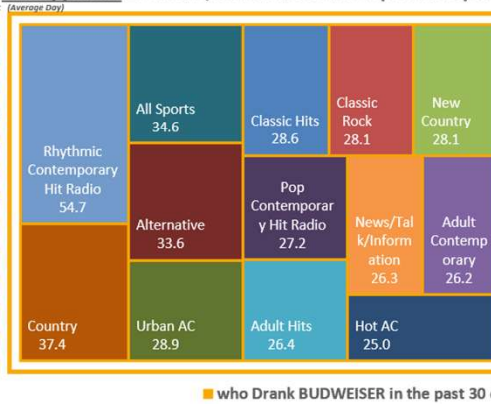
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



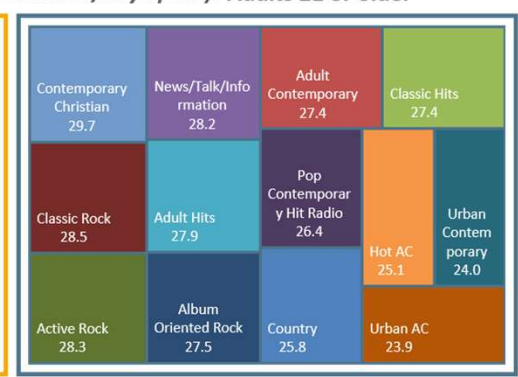
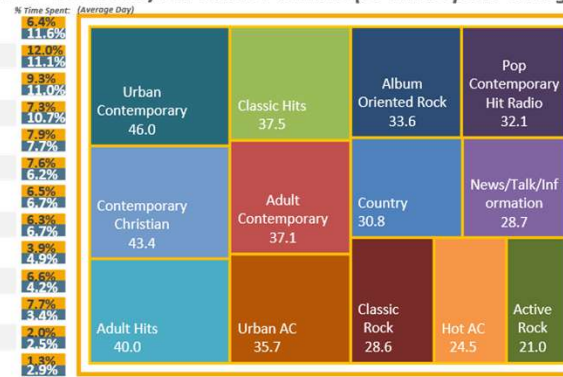
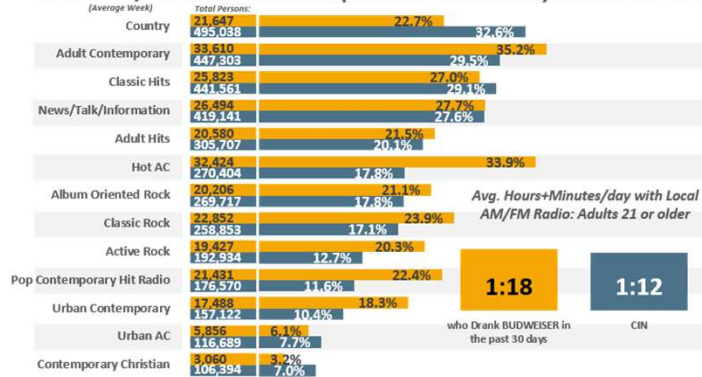
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



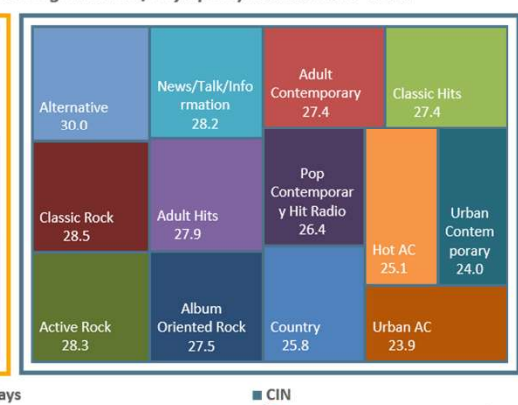
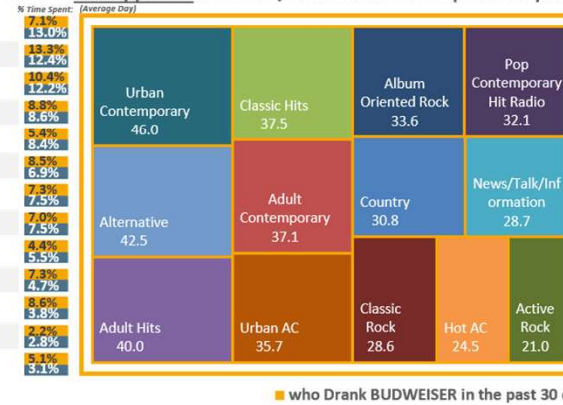
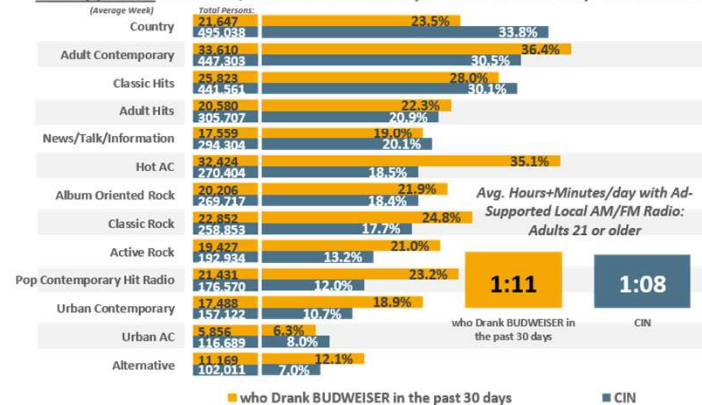


92,309 or 85.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Classic Hits, Classic Rock, and Country.

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



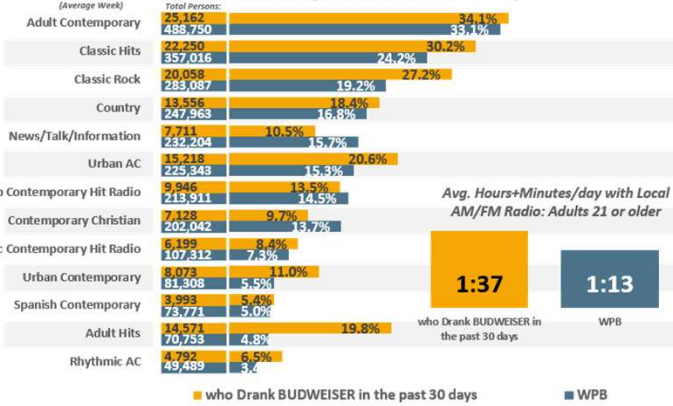
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



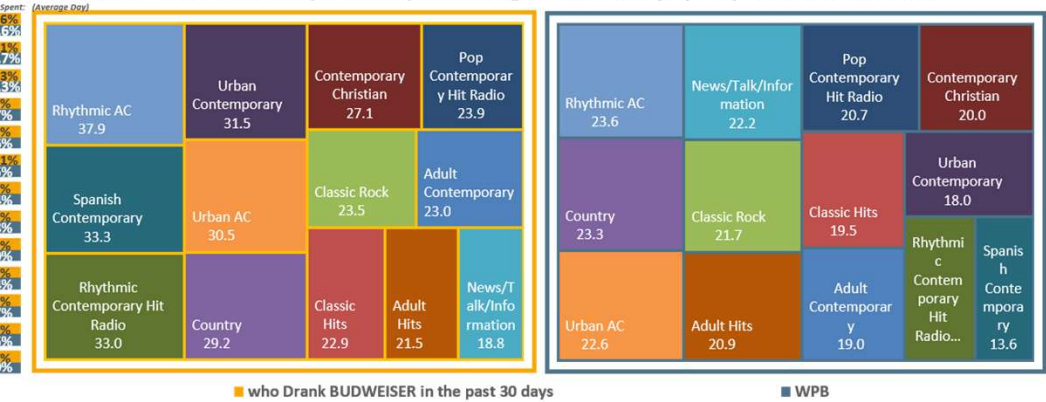


71,475 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Adult Hits.

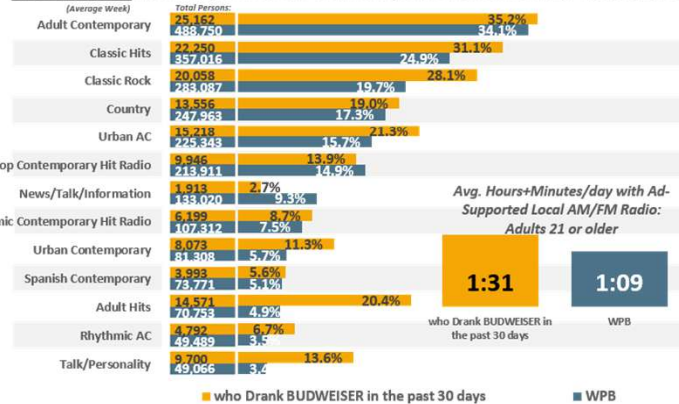
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



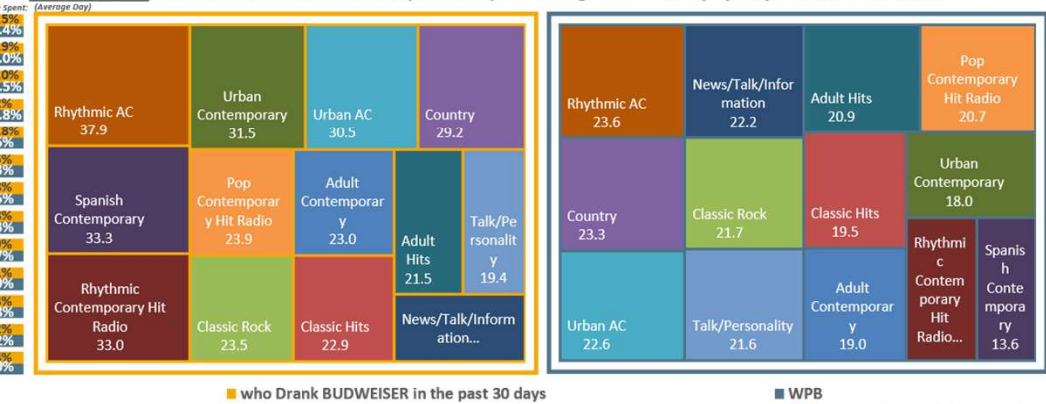
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 125
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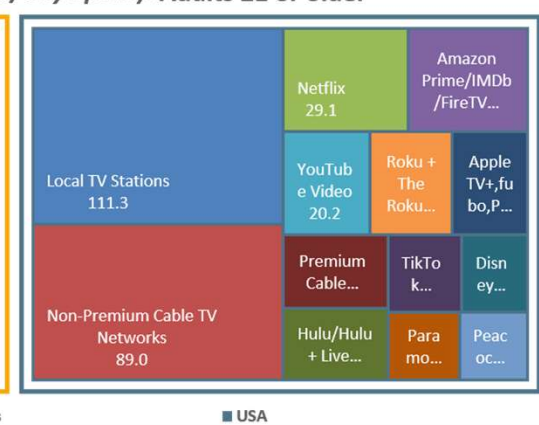
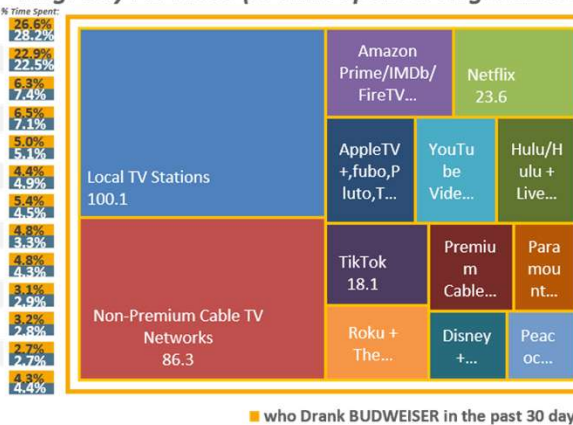
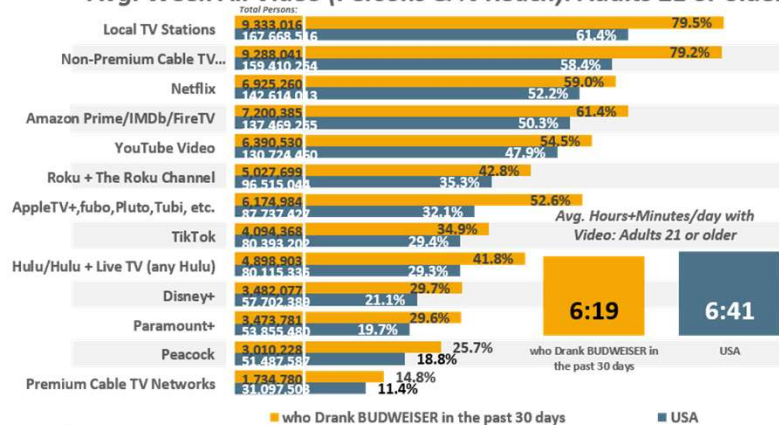
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



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.

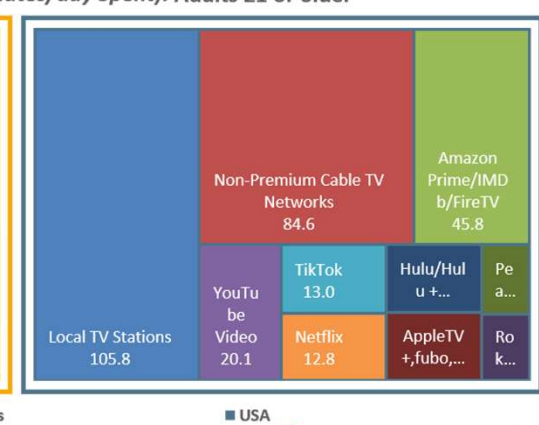
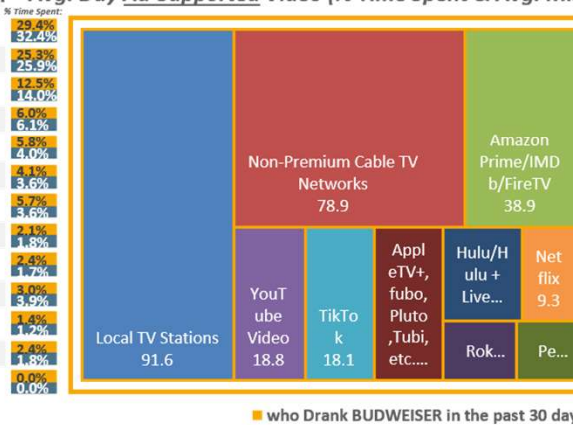
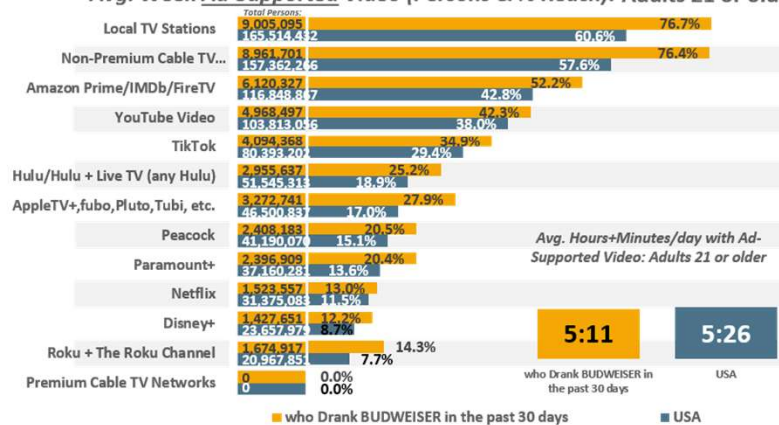
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

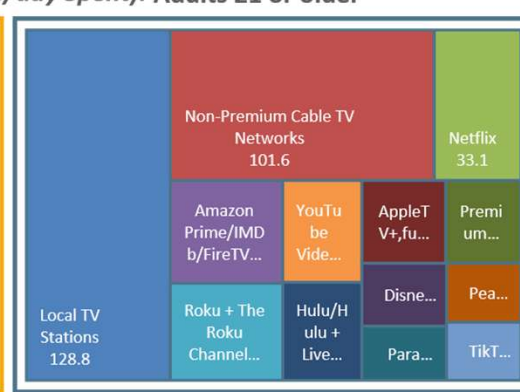
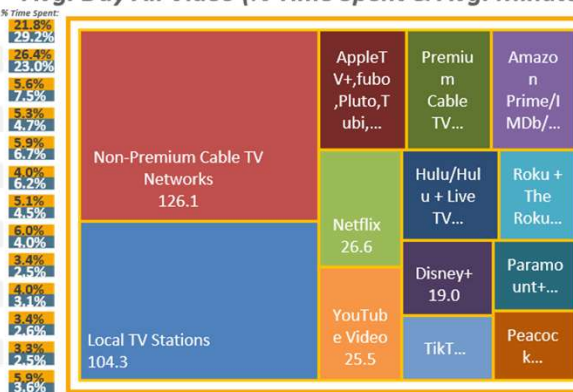
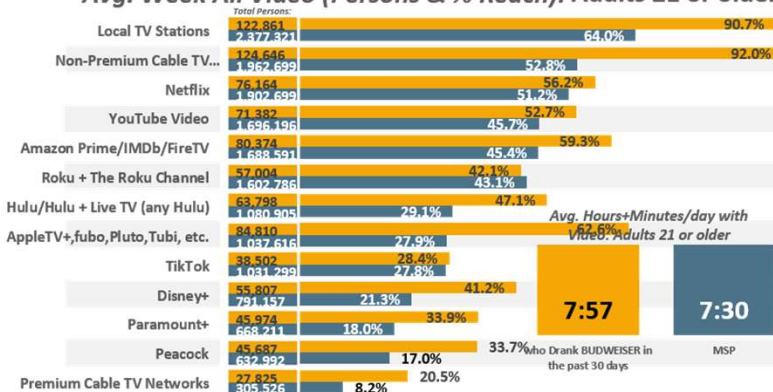




116,356 or 85.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

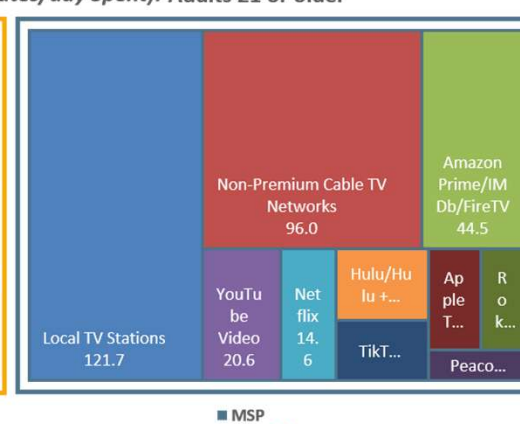
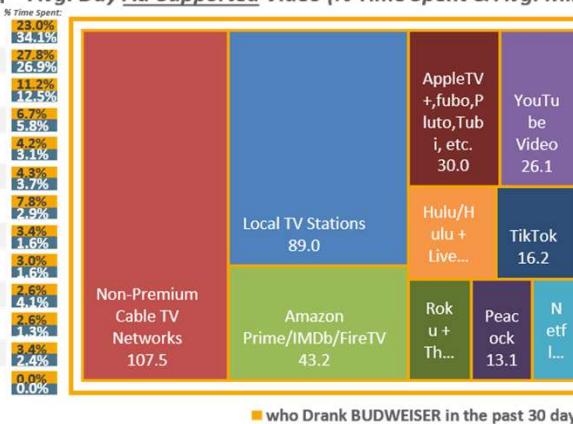
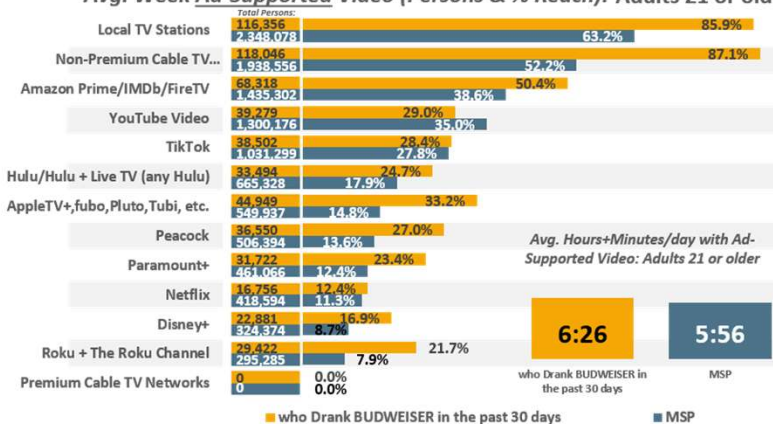
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60
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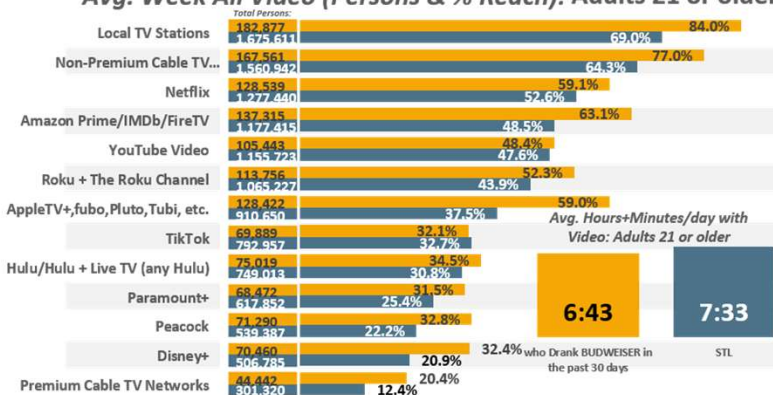
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



178,031 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

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

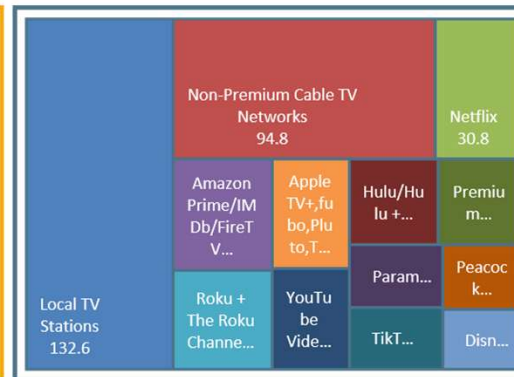
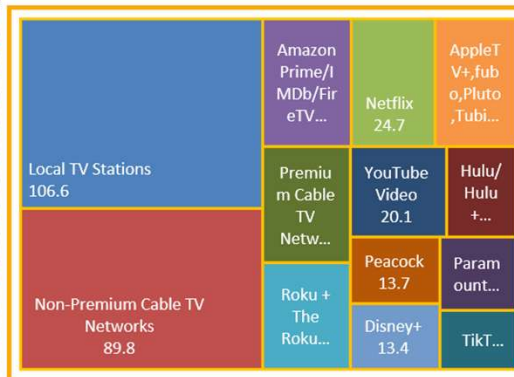
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

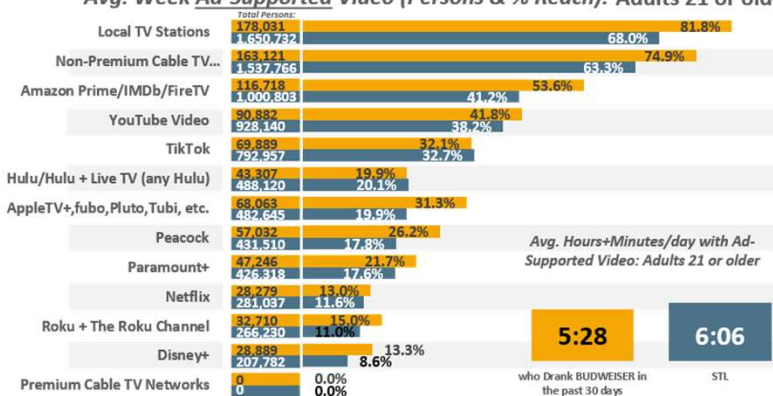
6:43 7:33

32.4% who Drank BUDWEISER in the past 30 days STL



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

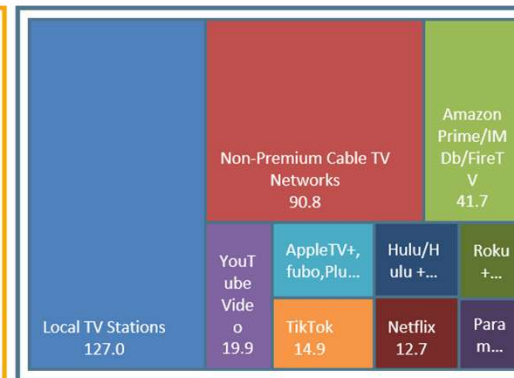
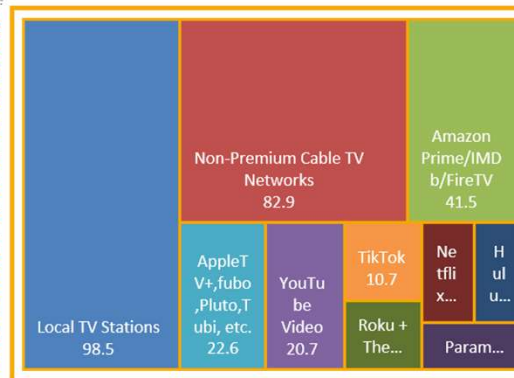
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

5:28 6:06

13.3% who Drank BUDWEISER in the past 30 days STL

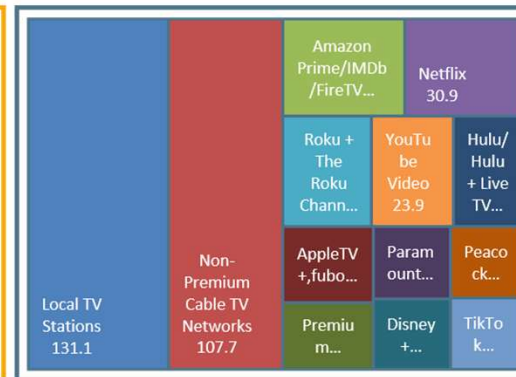
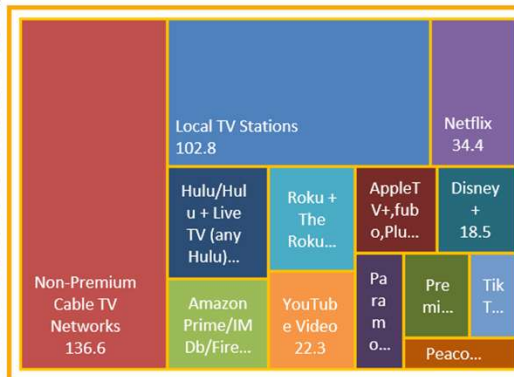
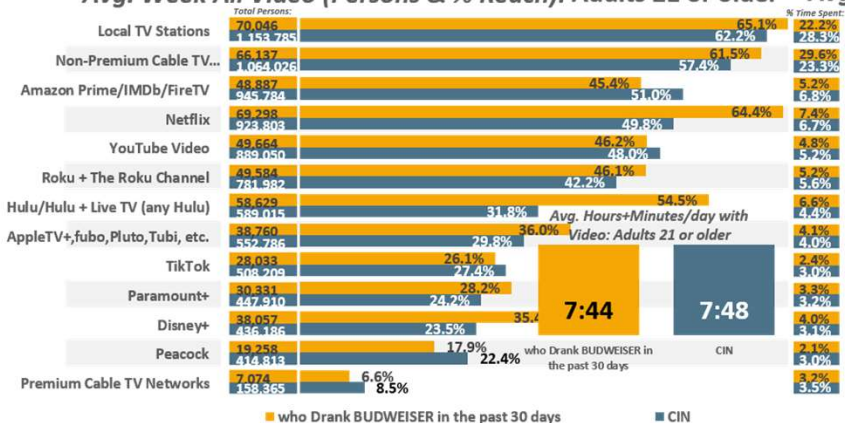




68,416 or 63.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

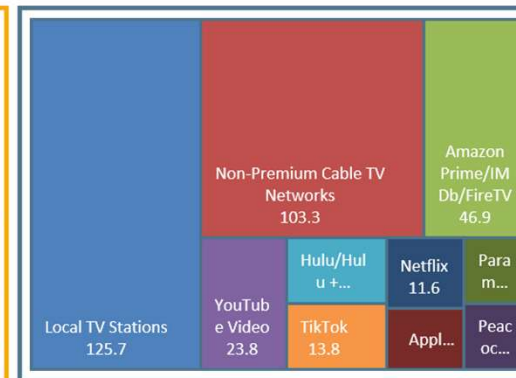
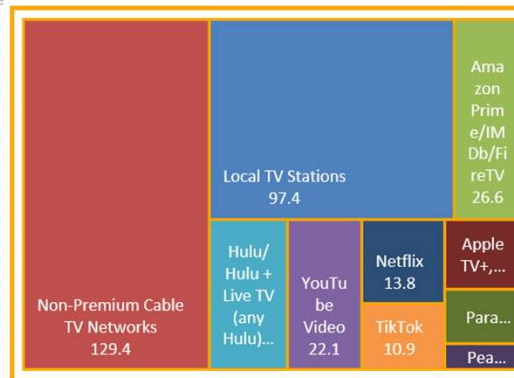
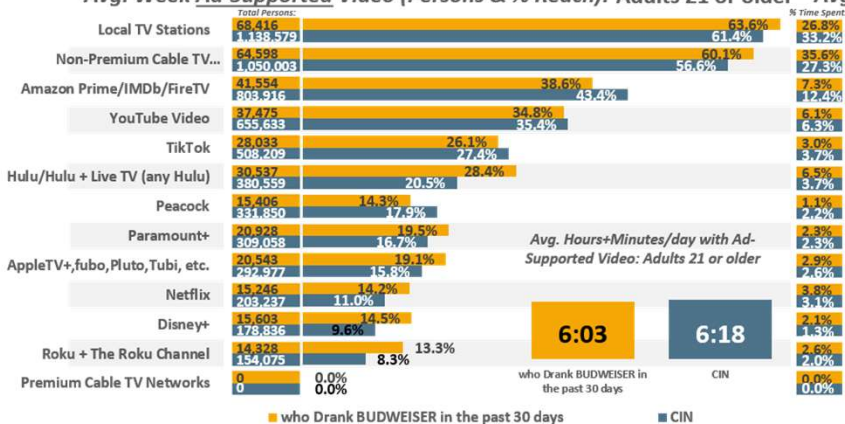
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
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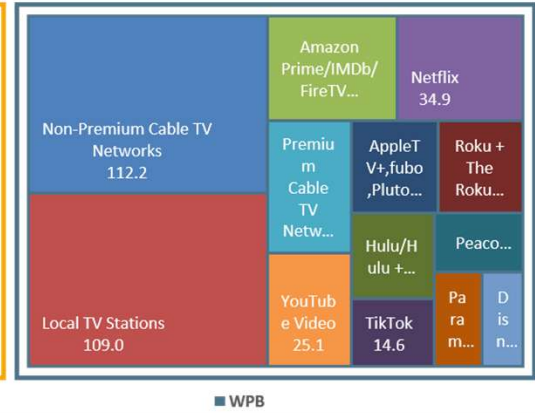
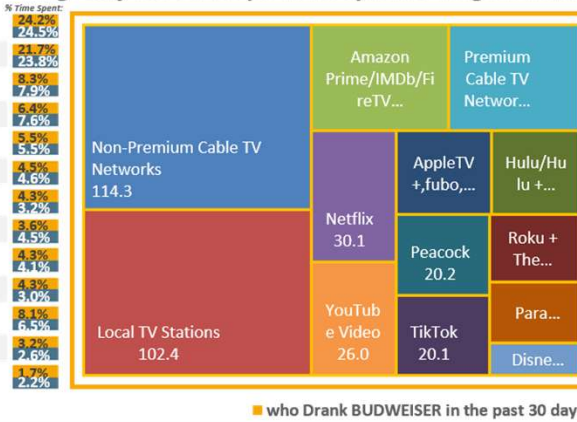
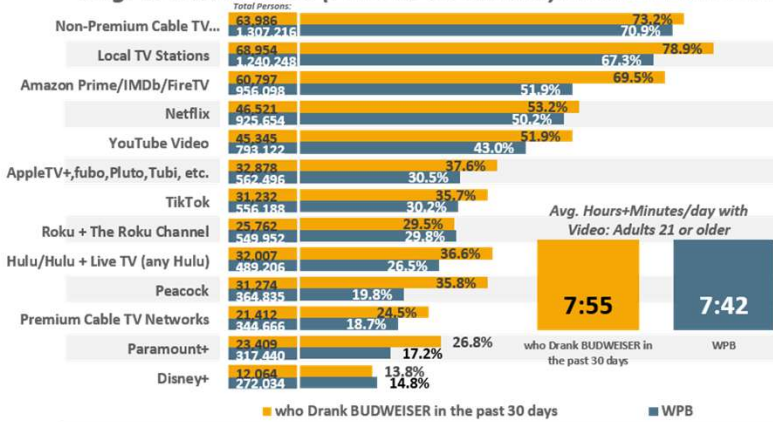
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



66,973 or 76.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.1 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

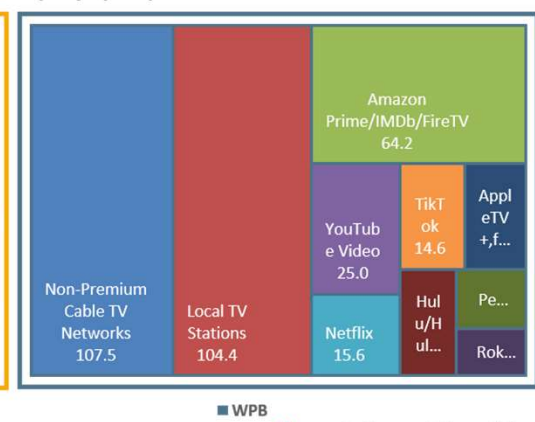
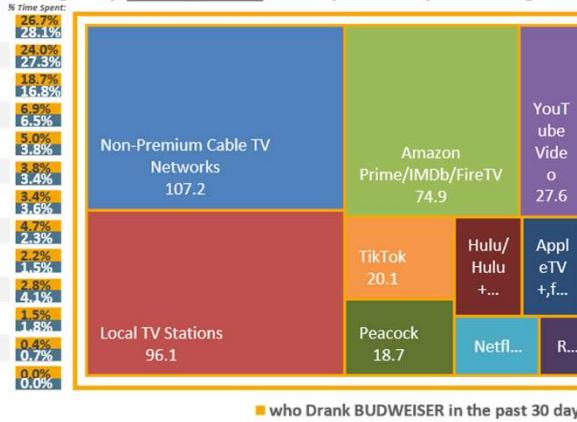
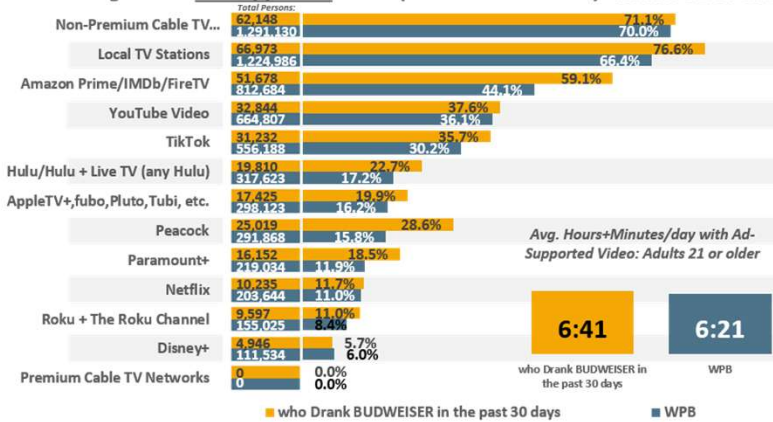
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



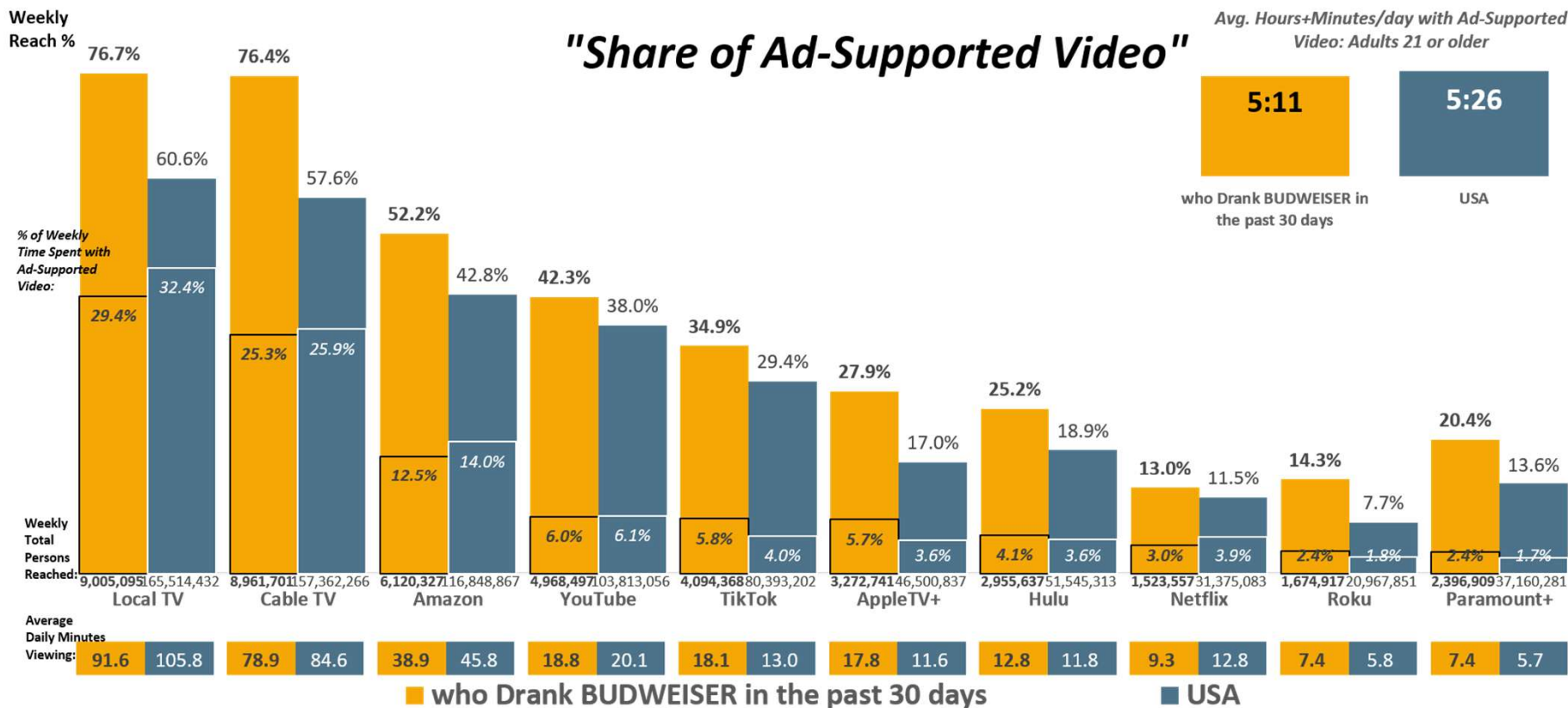
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 125
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WPB
soefa.ai Share of Everything for Anything.

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



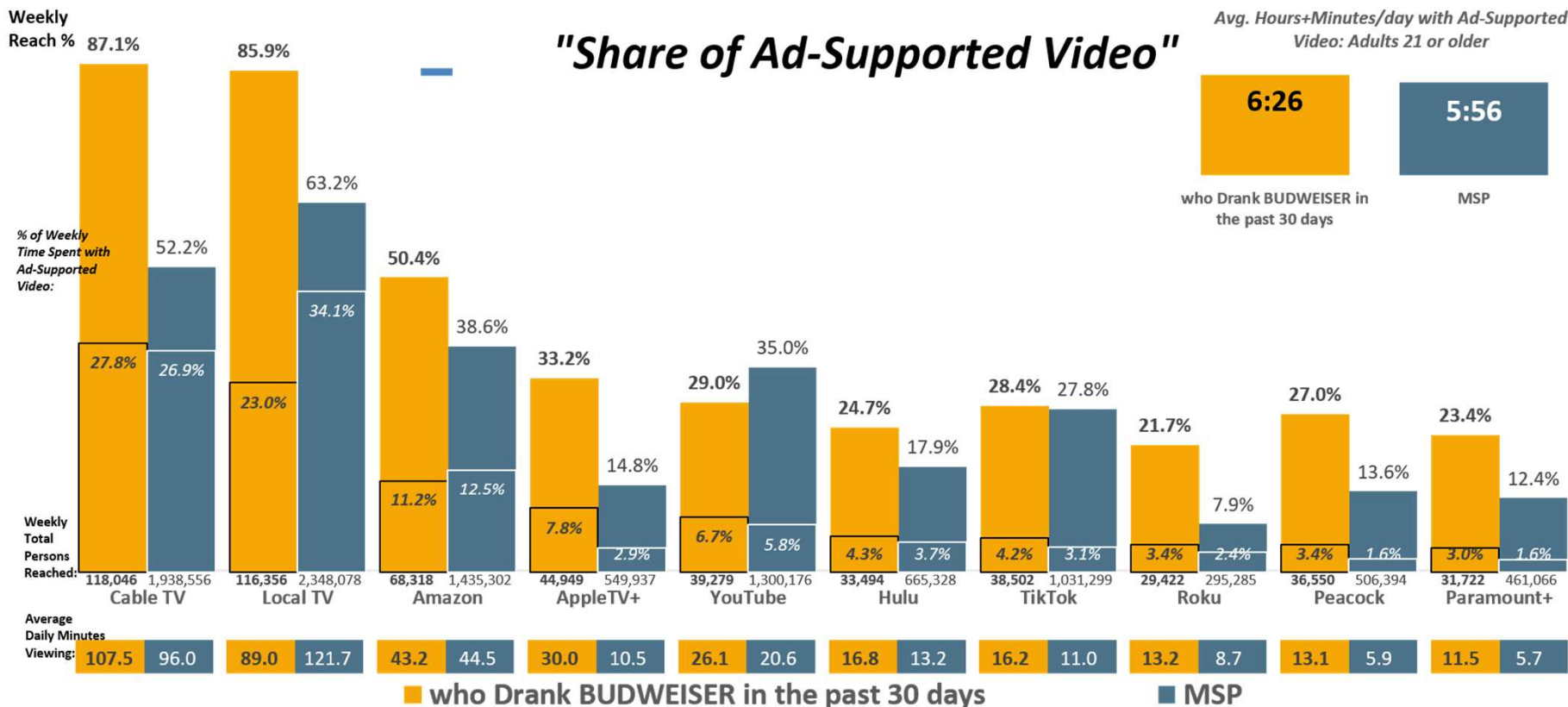
9,005,095 or 76.7% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.





116,356 or 85.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

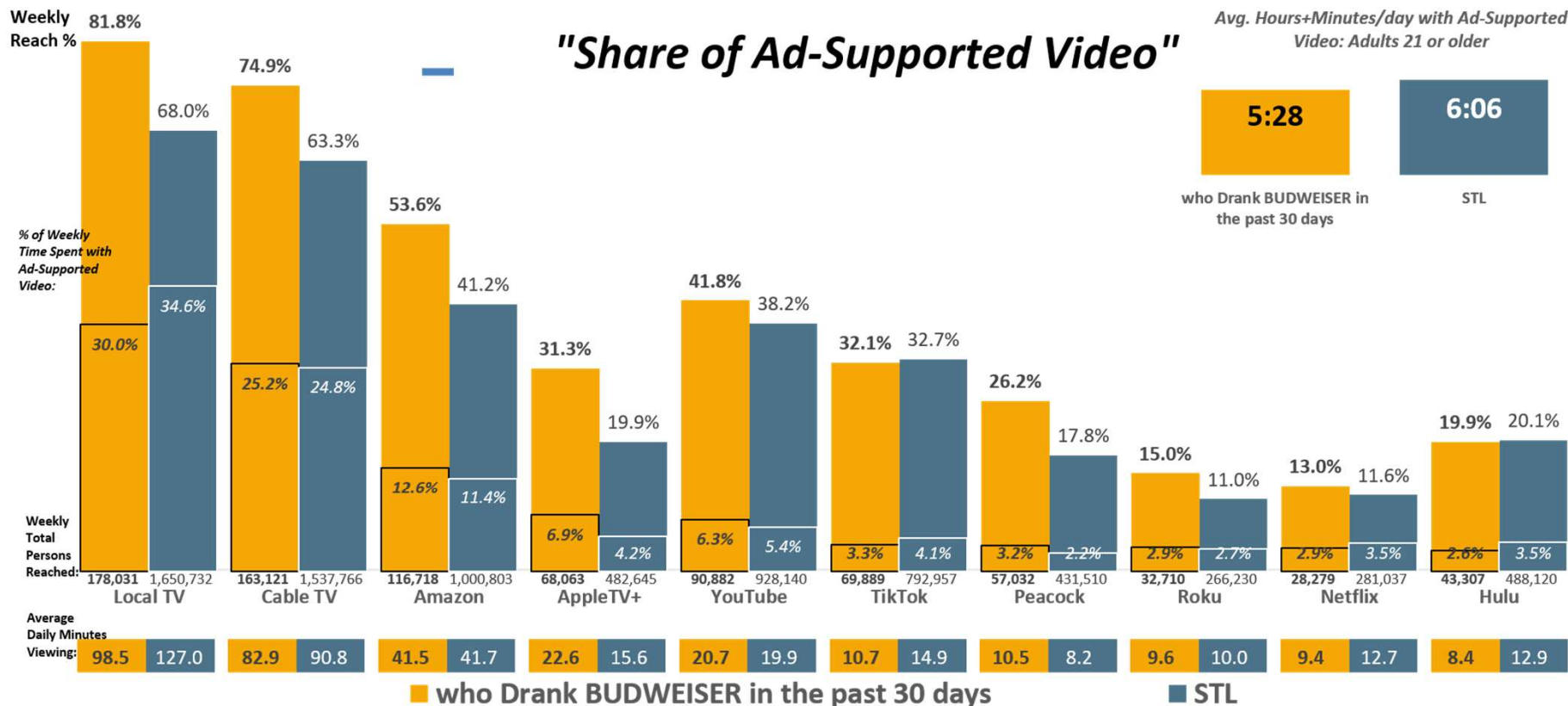
"Share of Ad-Supported Video"





178,031 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

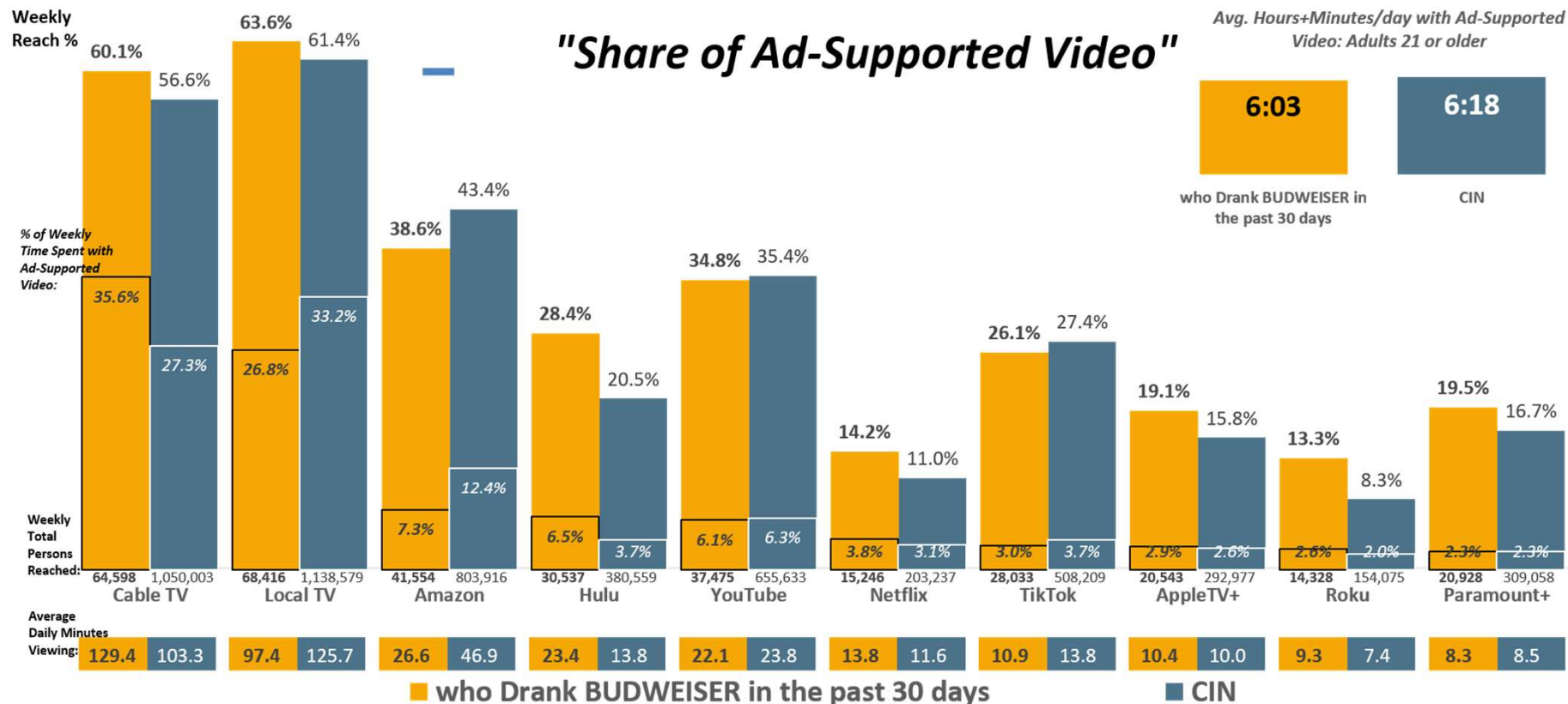
"Share of Ad-Supported Video"





68,416 or 63.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

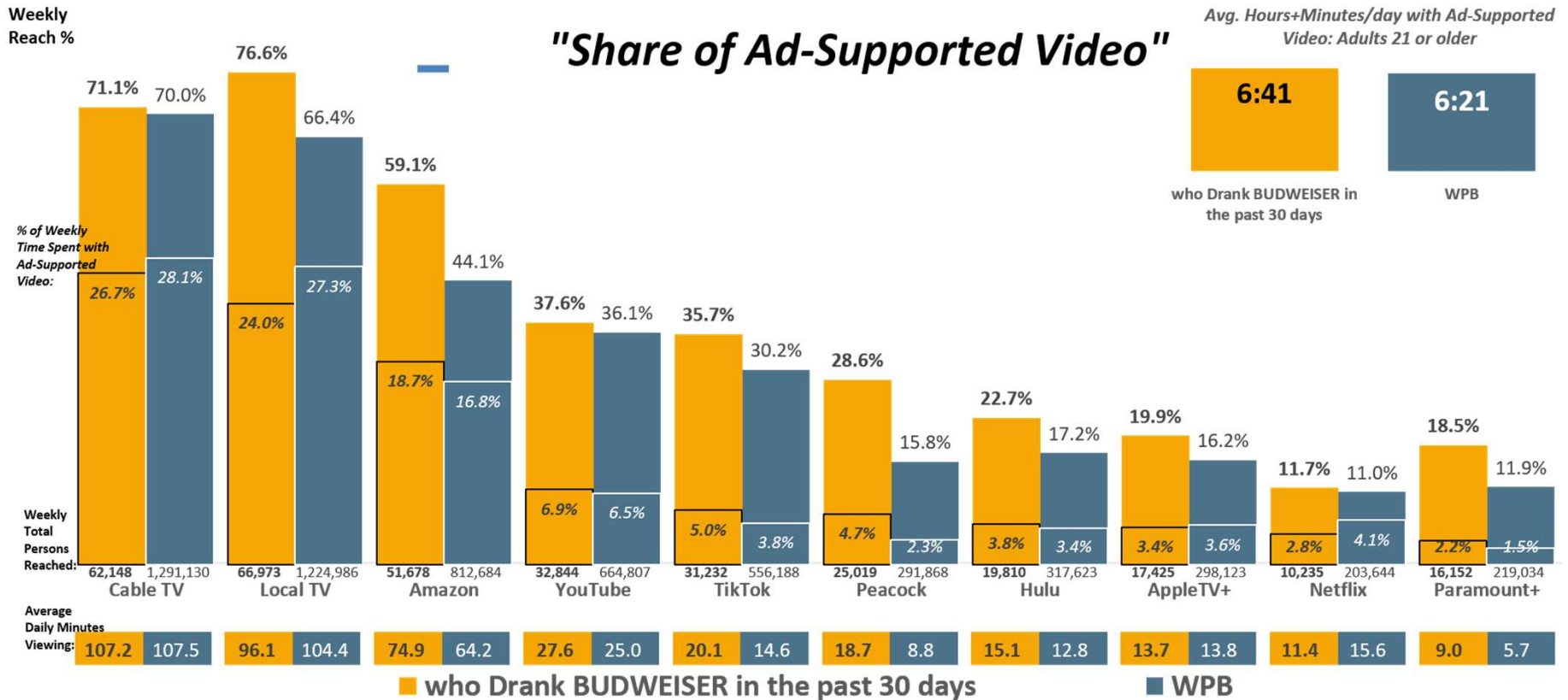
"Share of Ad-Supported Video"

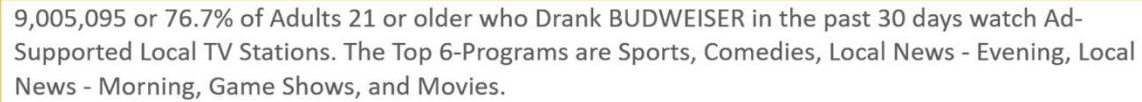




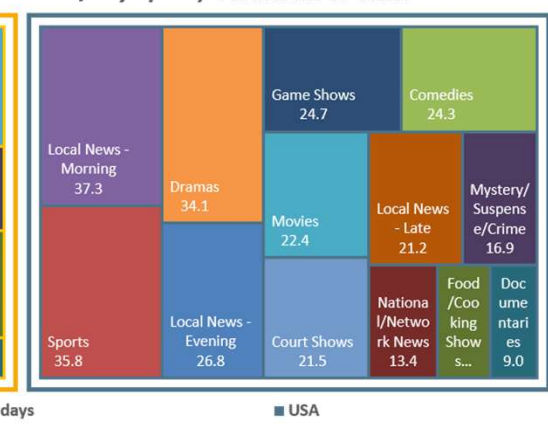
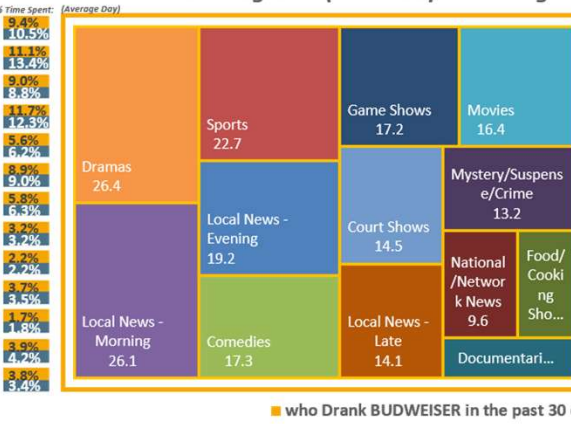
66,973 or 76.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.1 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

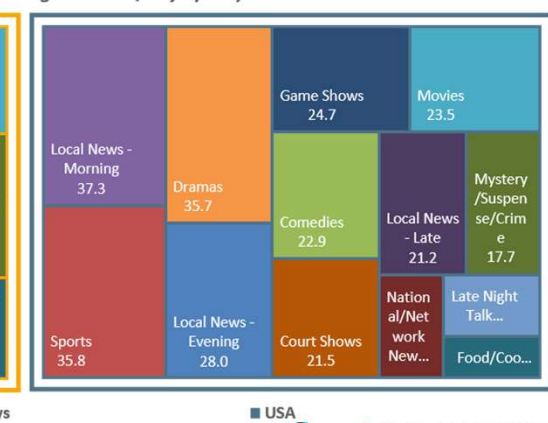
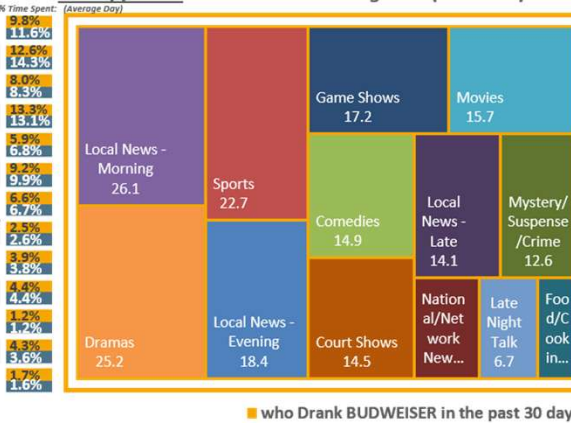




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



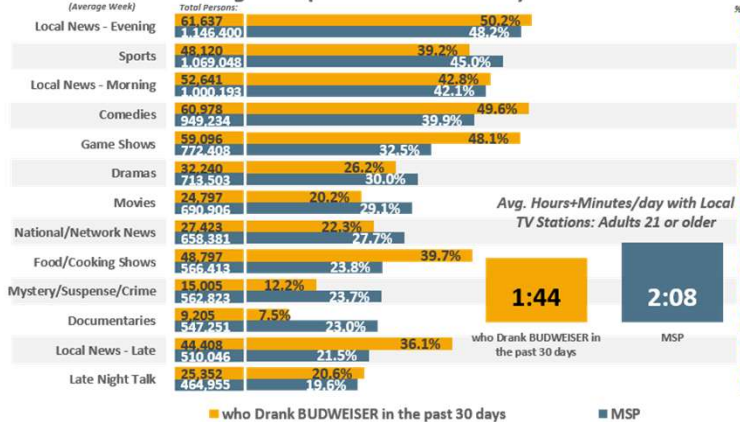
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



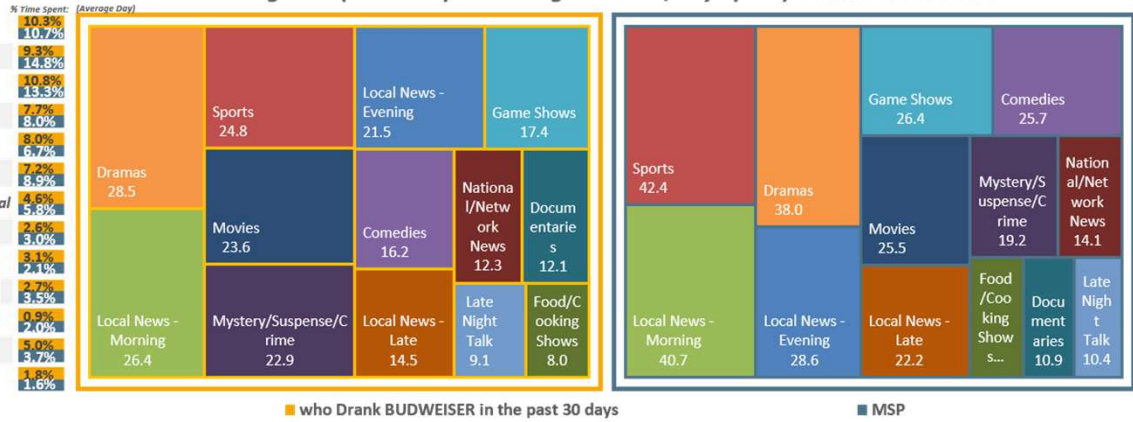


116,356 or 85.9% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Evening, Comedies, Local News - Morning, Court Shows, and Sports.

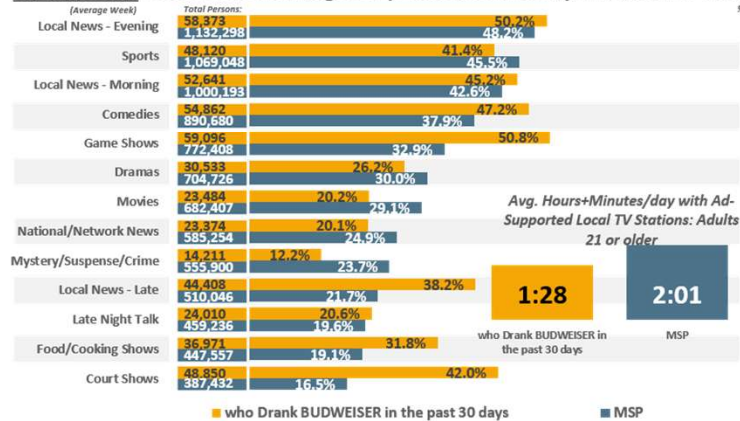
Local TV Station Programs (Persons & % Reach): Adults 21 or older



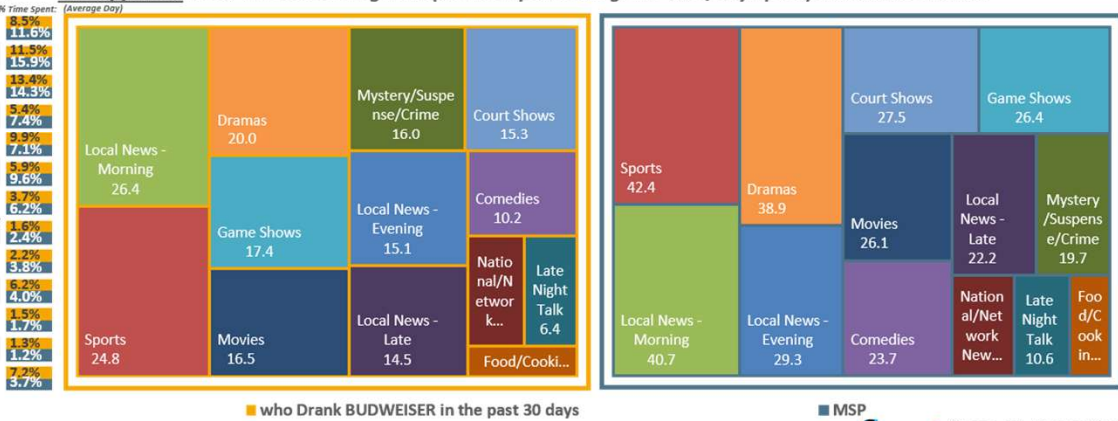
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



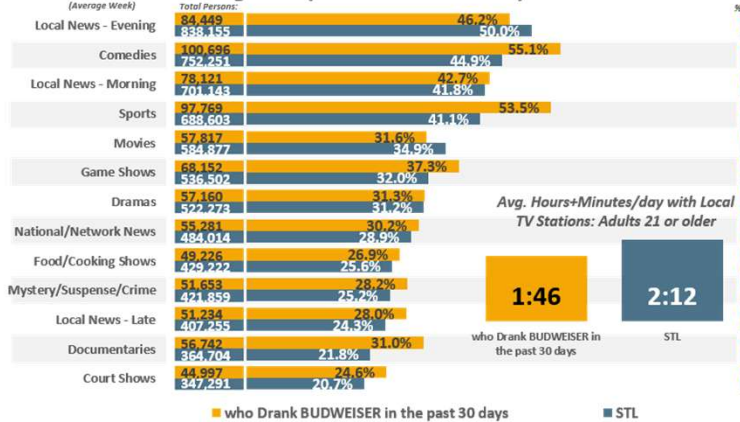
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



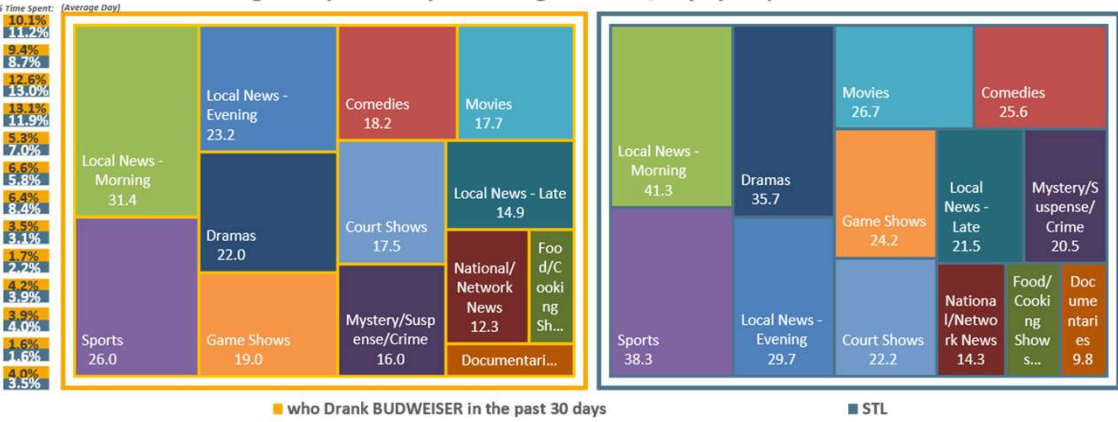


178,031 or 81.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

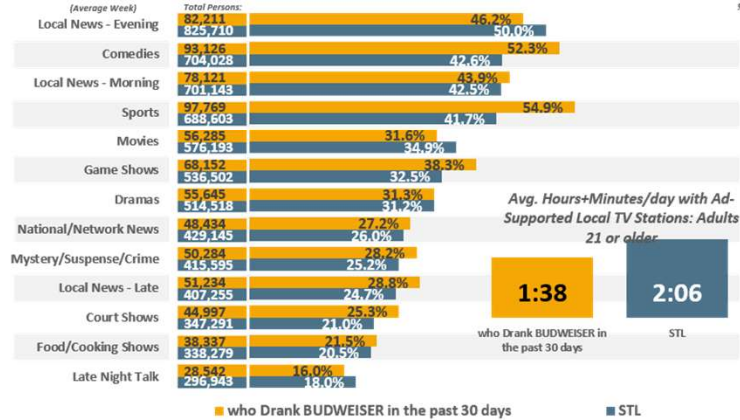
Local TV Station Programs (Persons & % Reach): Adults 21 or older



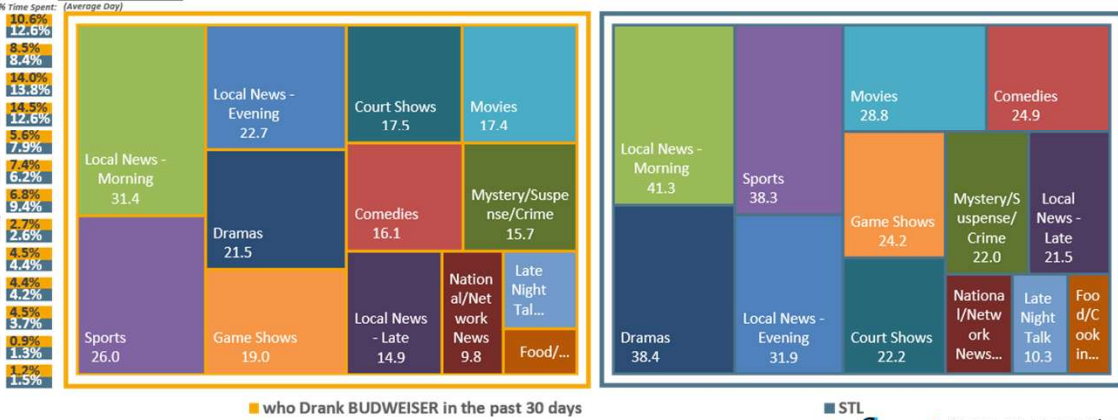
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



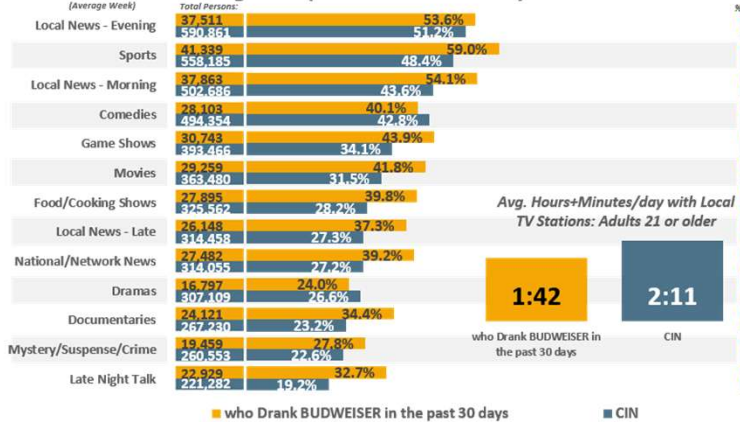
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



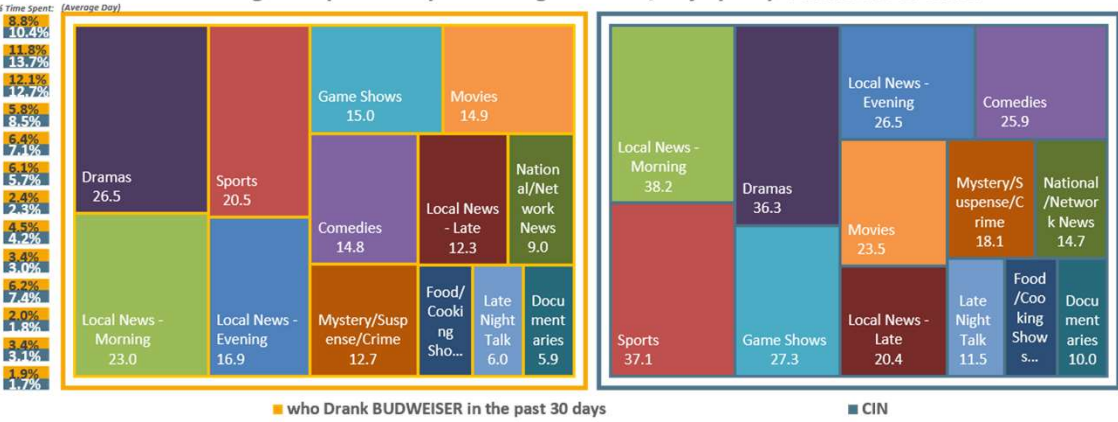


68,416 or 63.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Local News - Late.

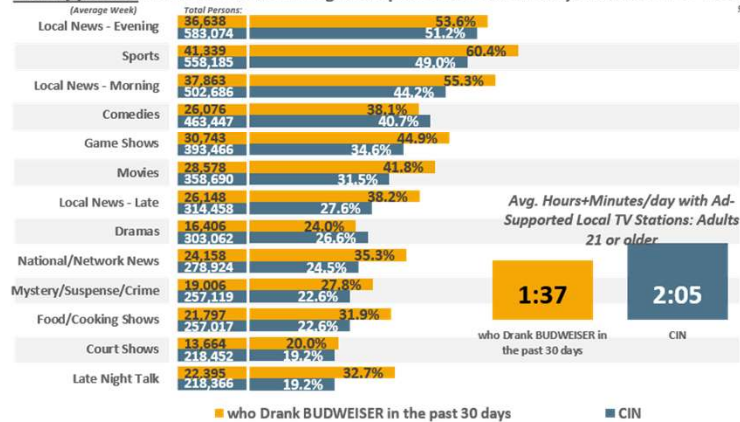
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



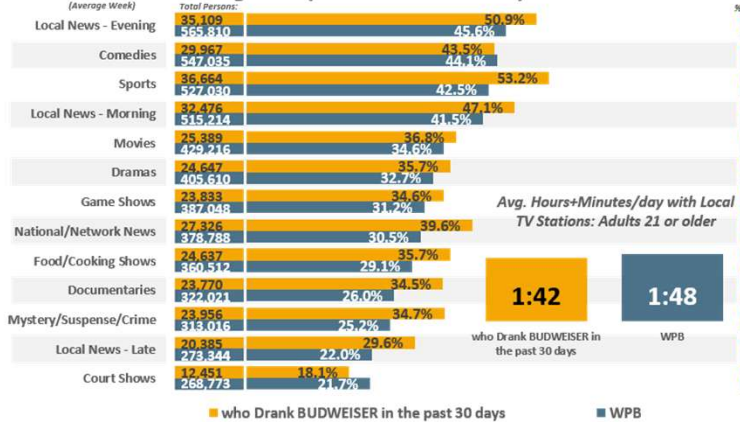
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



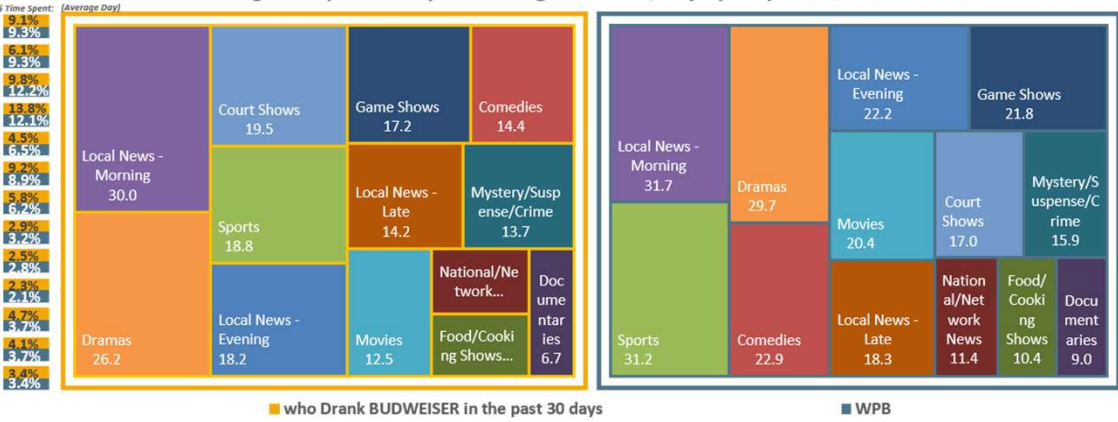


66,973 or 76.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

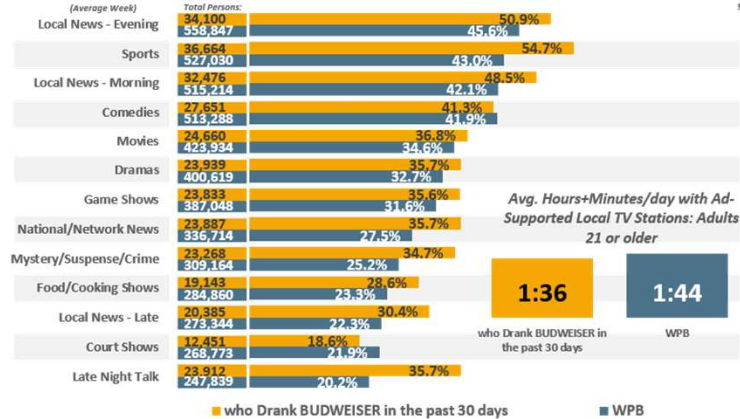
Local TV Station Programs (Persons & % Reach): Adults 21 or older



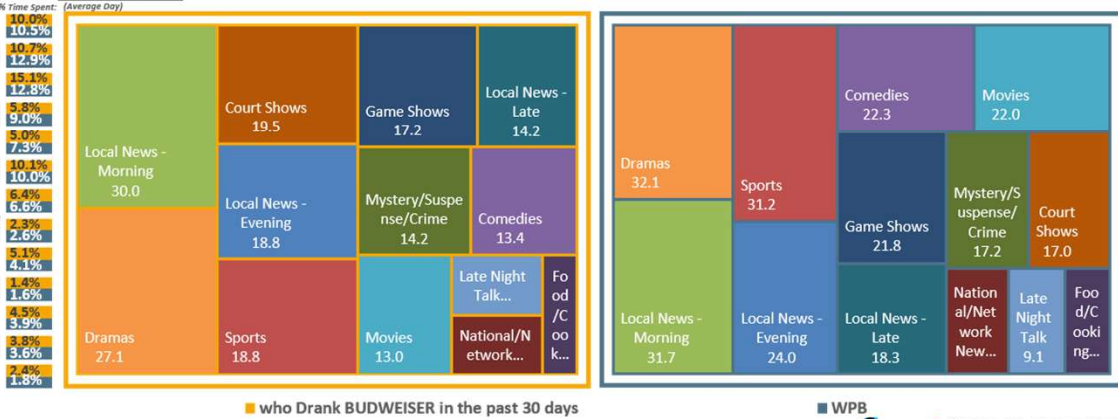
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

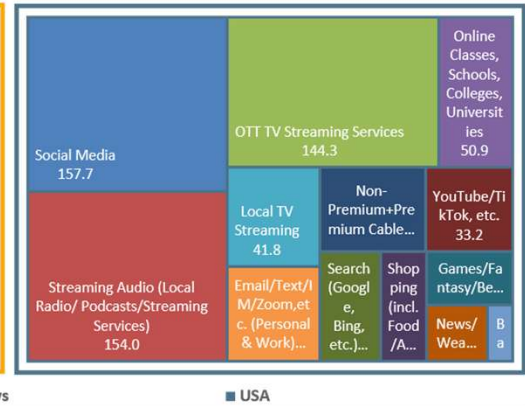
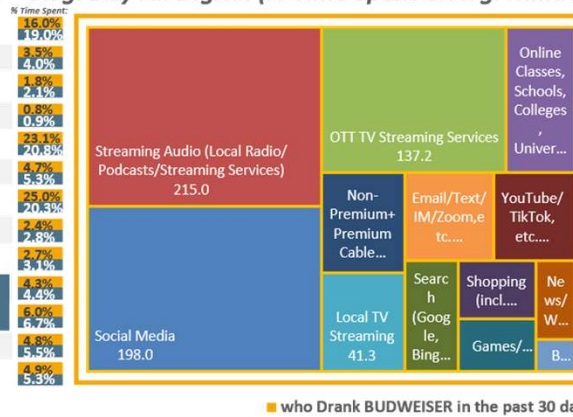
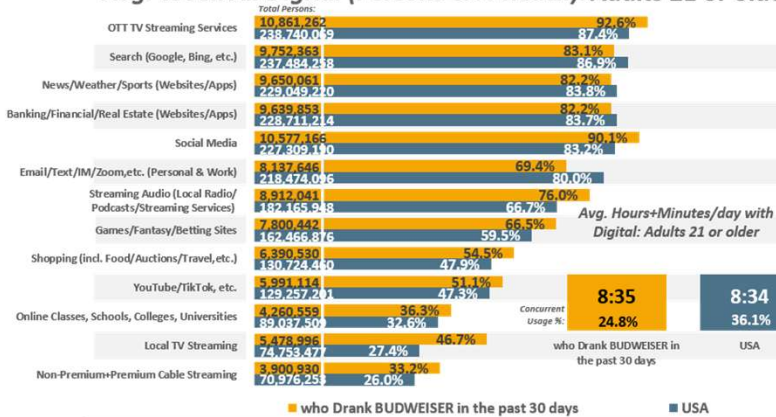




9,297,565 or 79.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 174.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

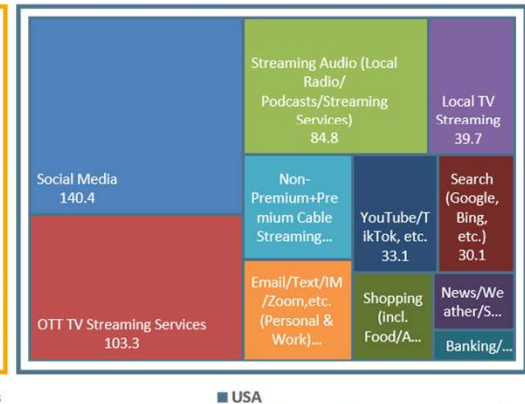
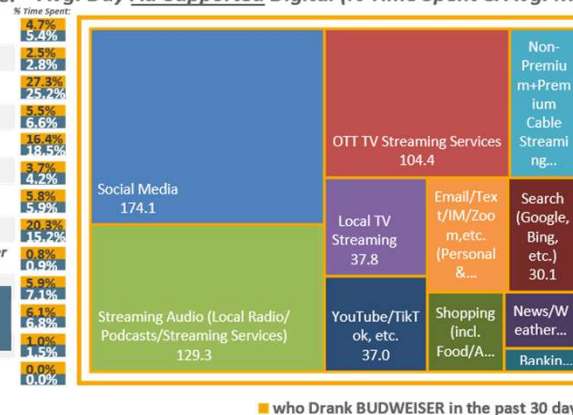
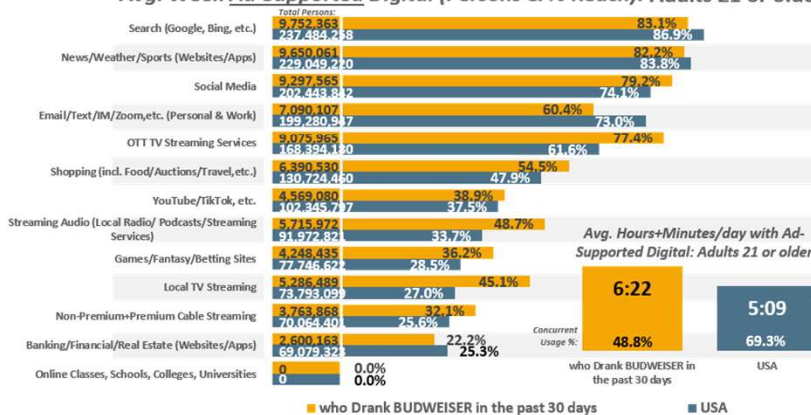
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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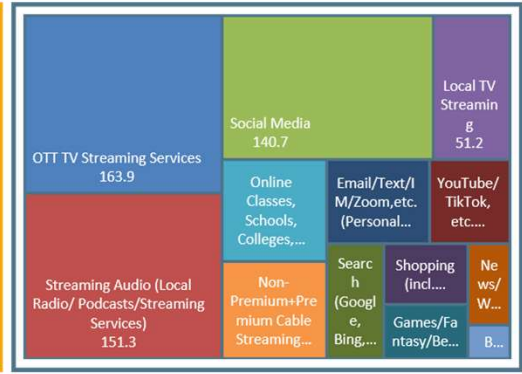
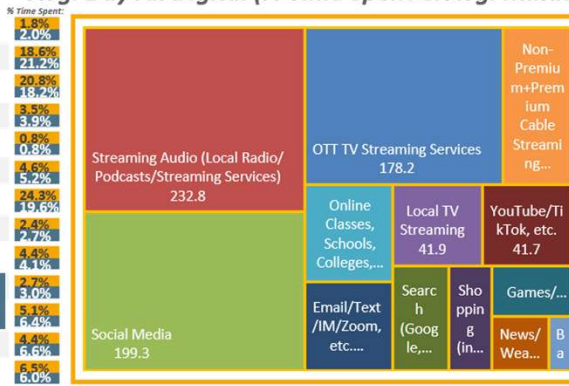
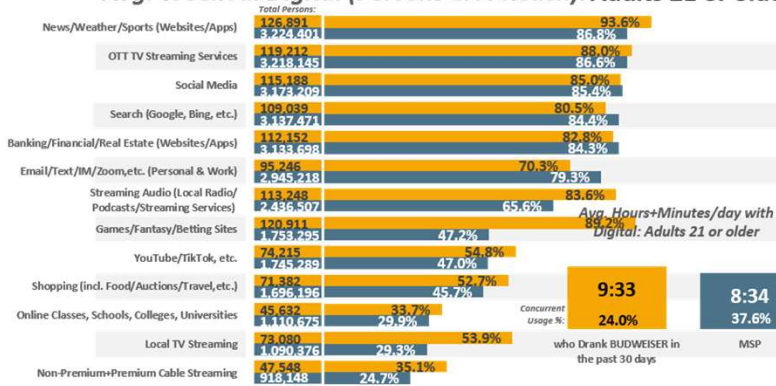
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]



93,203 or 68.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 161.2 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

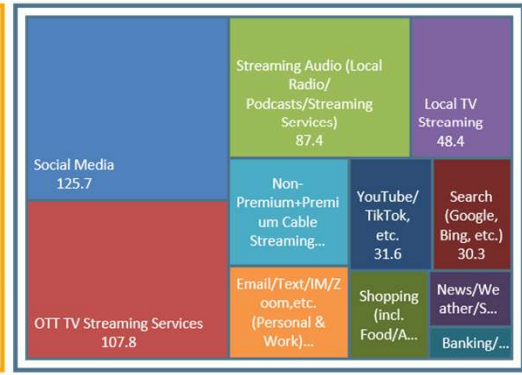
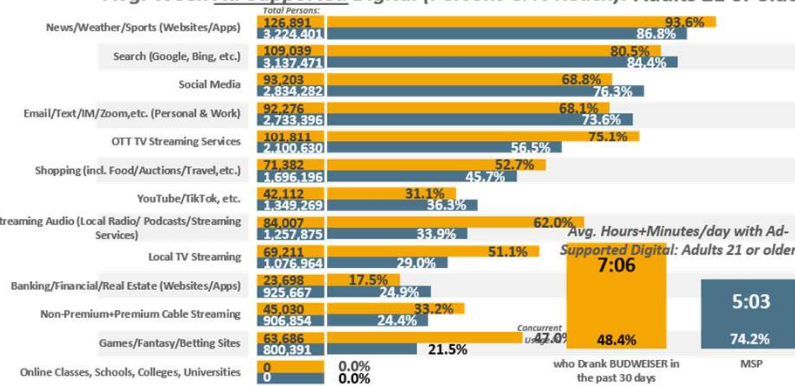
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

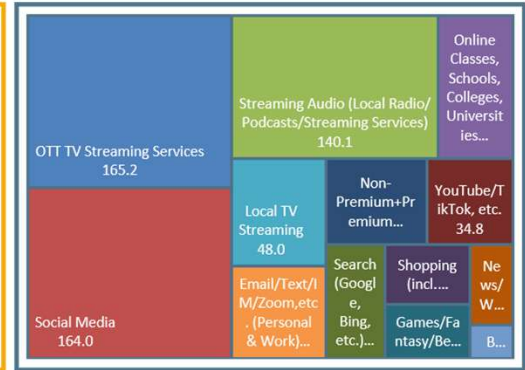
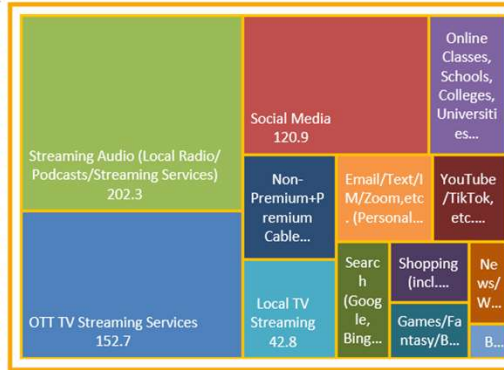
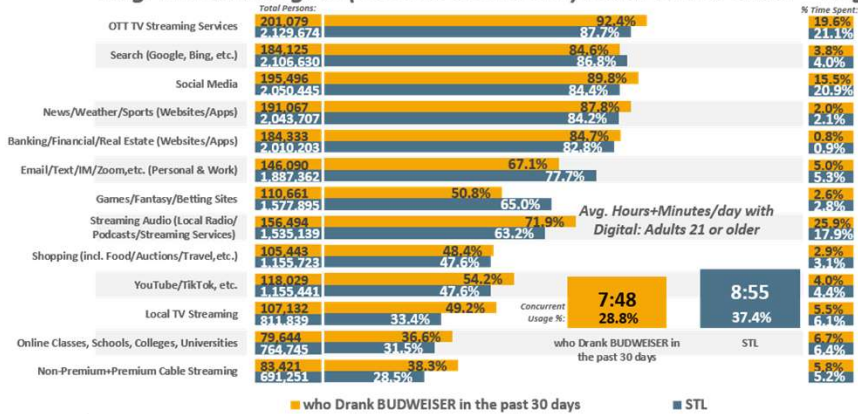




177,525 or 81.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 109.8 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

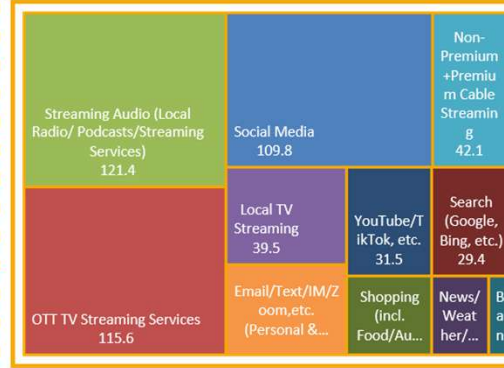
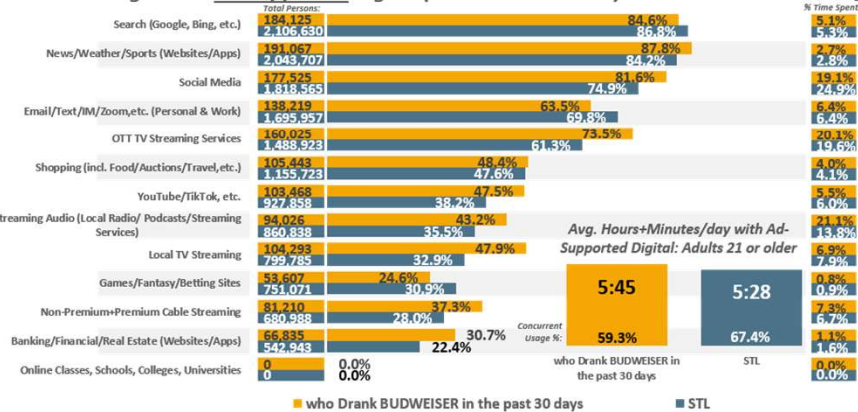
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

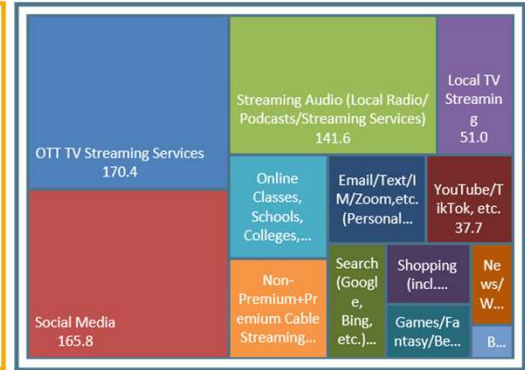
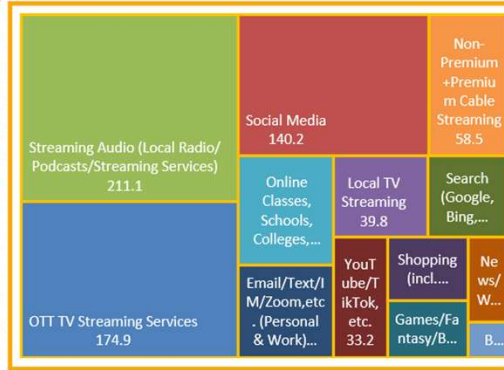
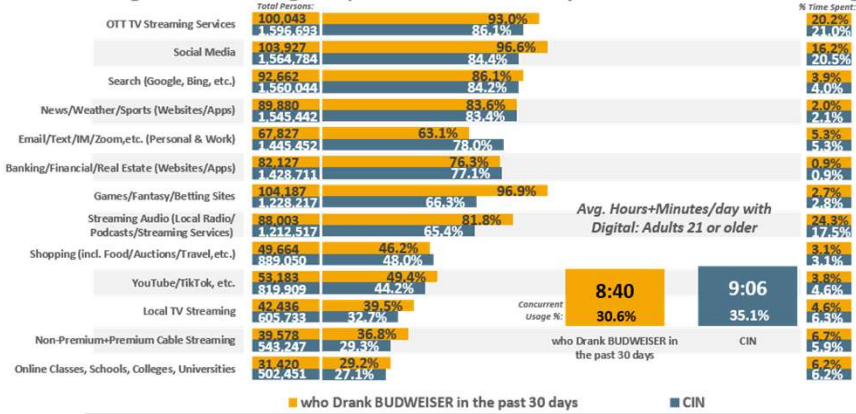




88,553 or 82.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 119.5 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

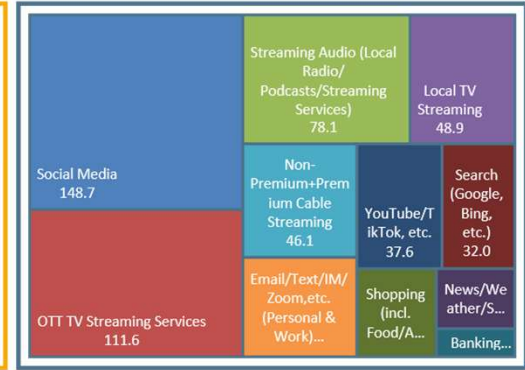
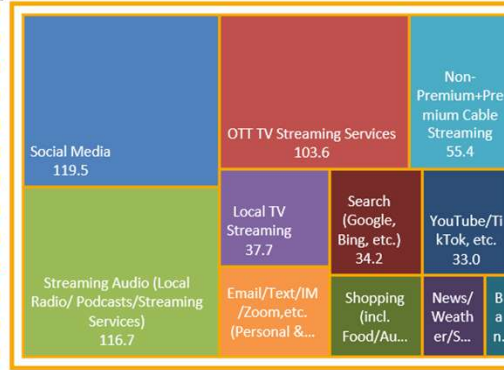
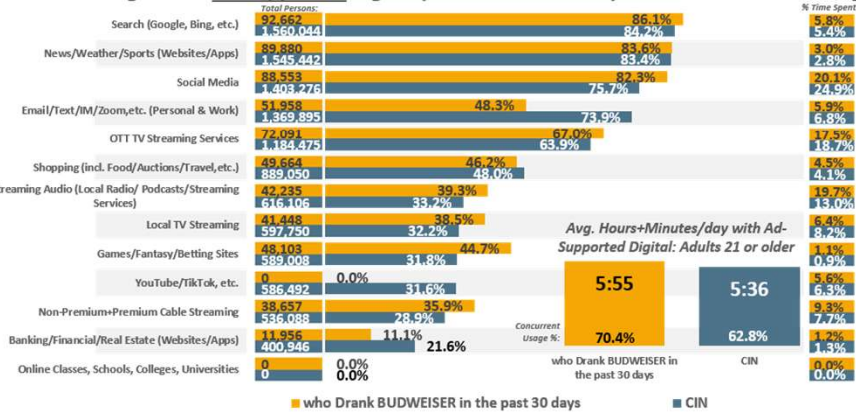
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

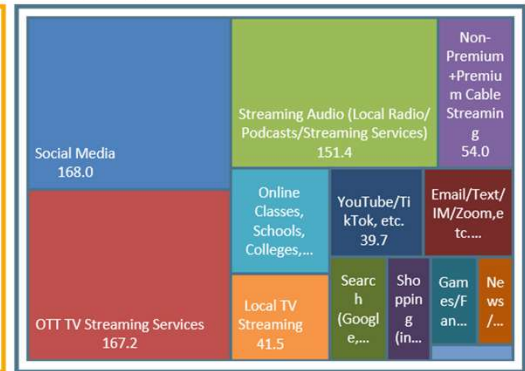
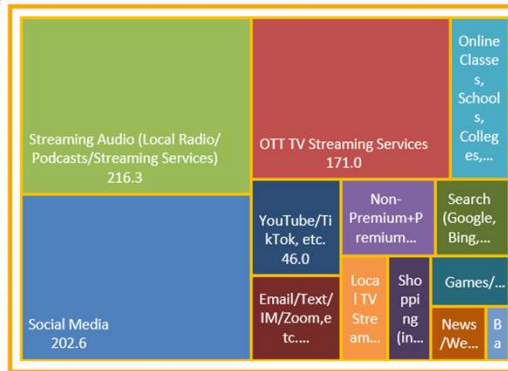
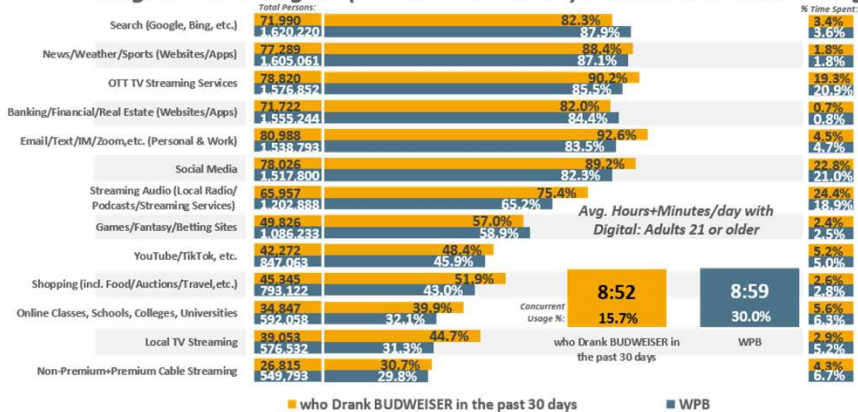




70,413 or 80.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Social Media for an average of 182.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

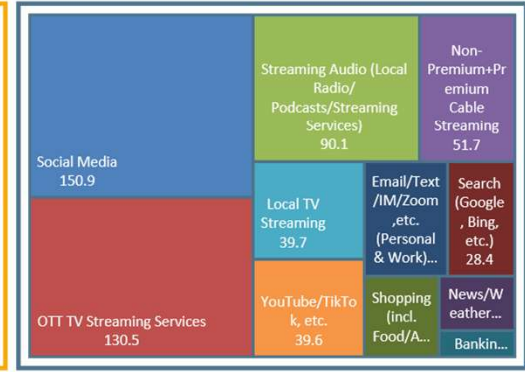
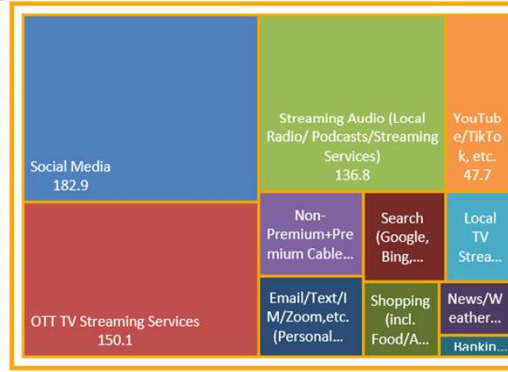
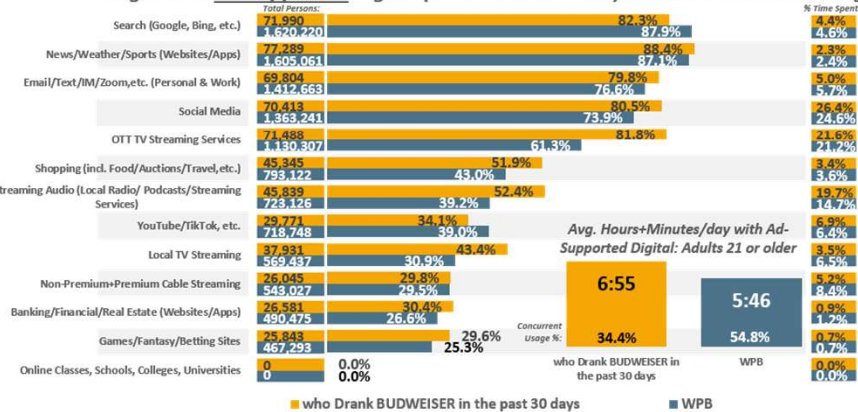
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 125
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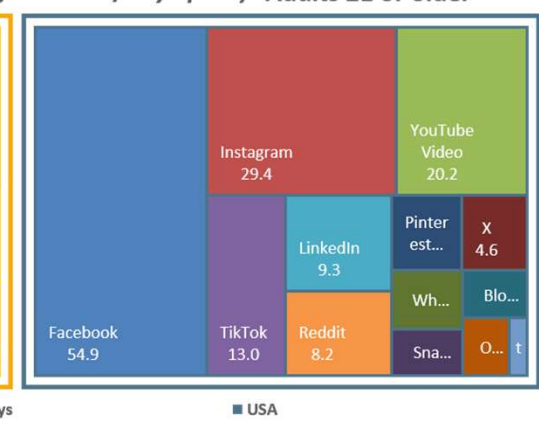
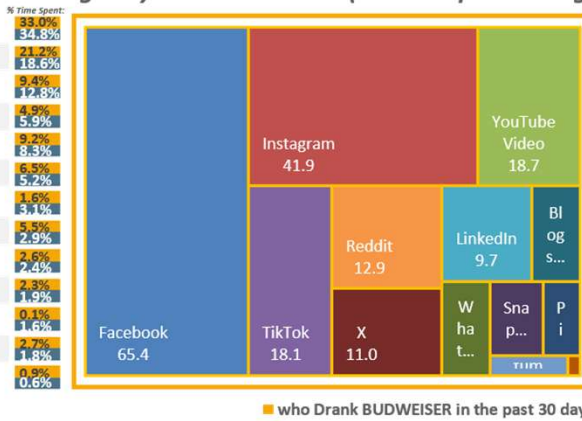
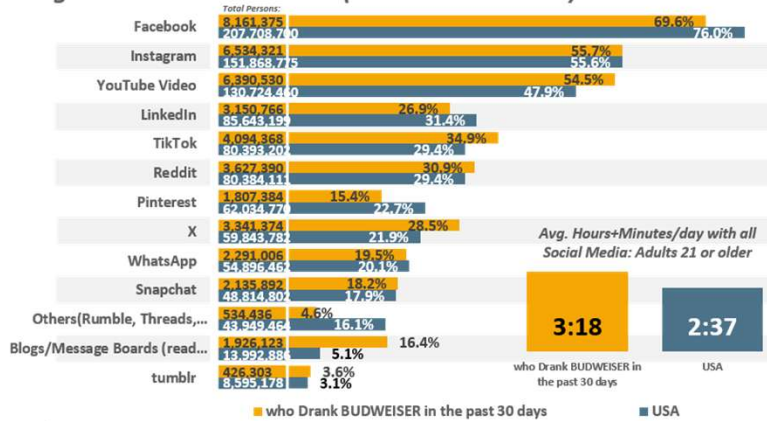
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

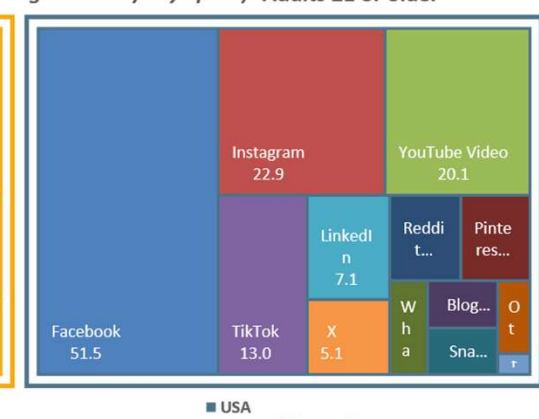
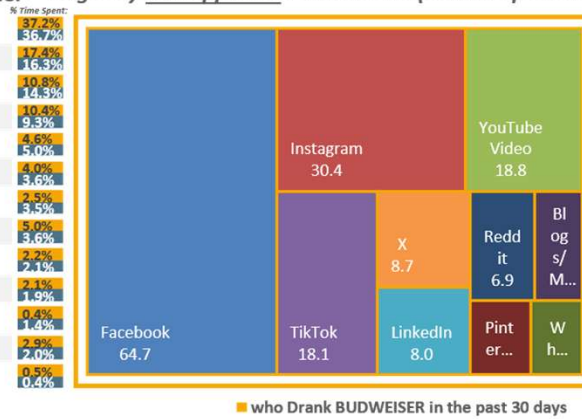
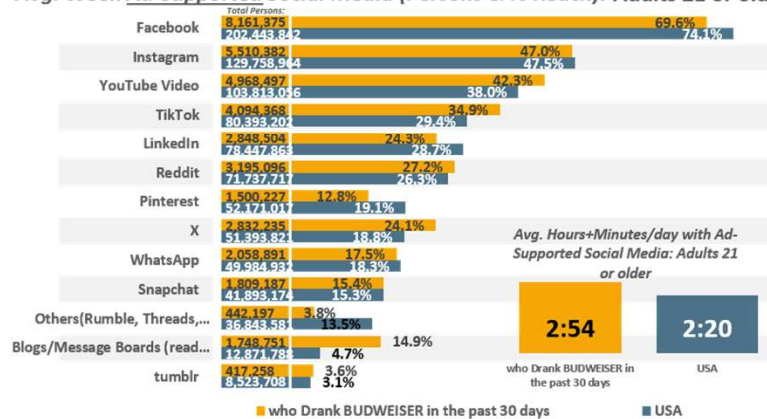


8,161,375 or 69.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 64.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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



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



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

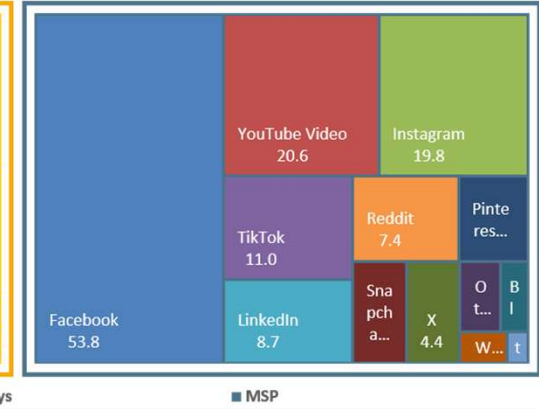
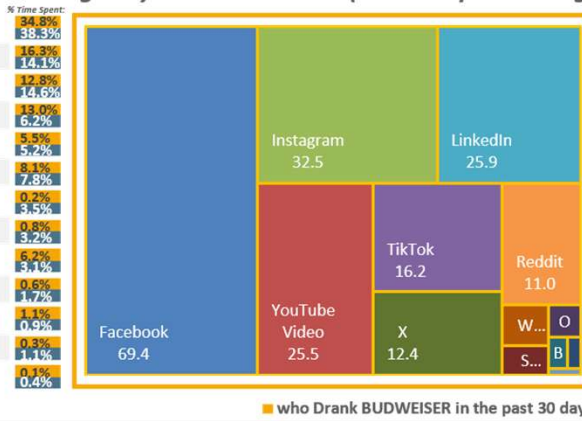
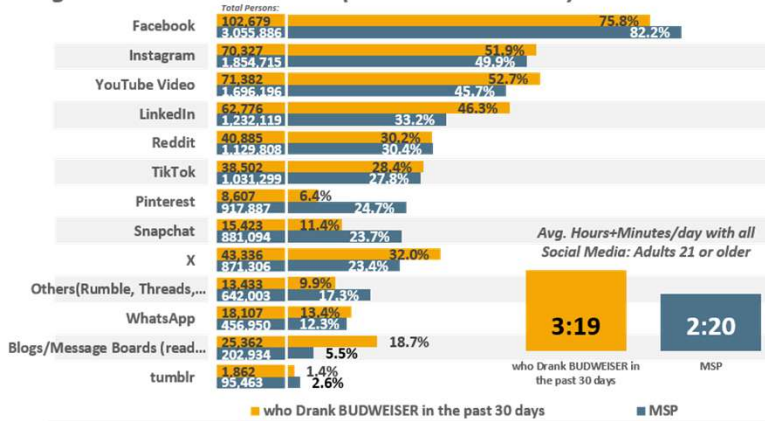
soefa.ai Share of Everything for Anything.

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

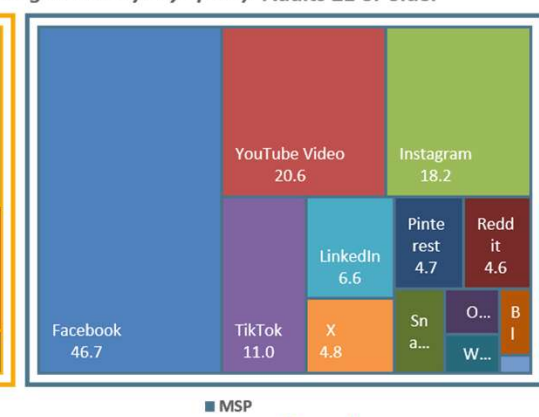
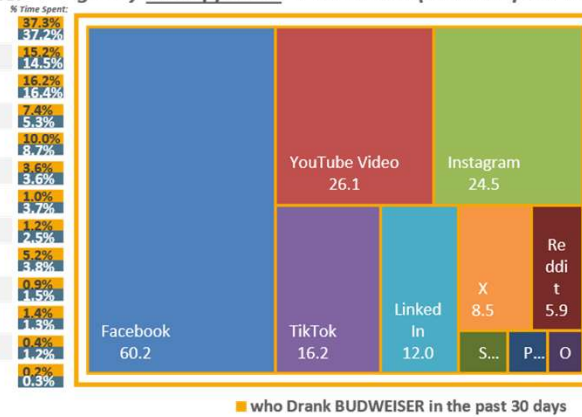
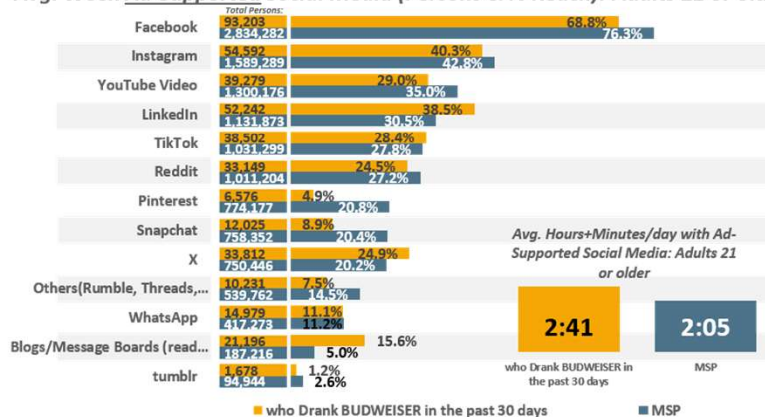


93,203 or 68.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 60.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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



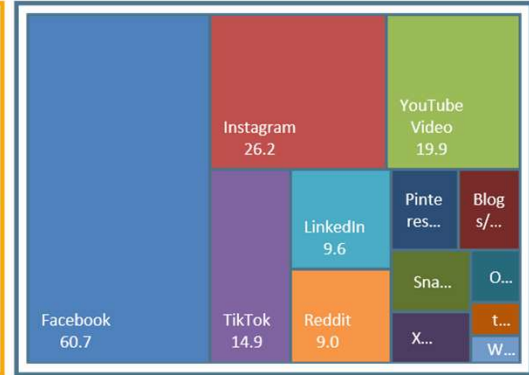
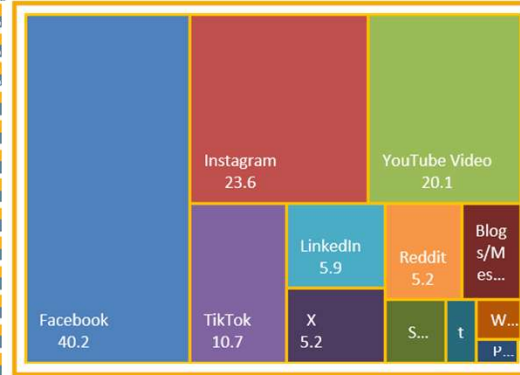
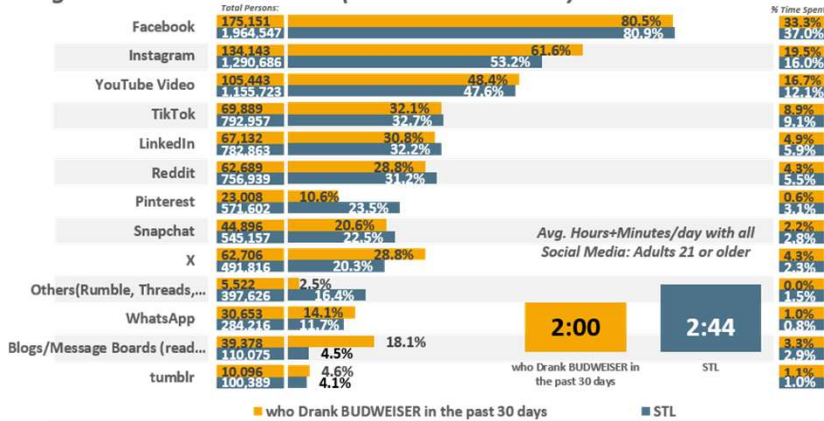
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



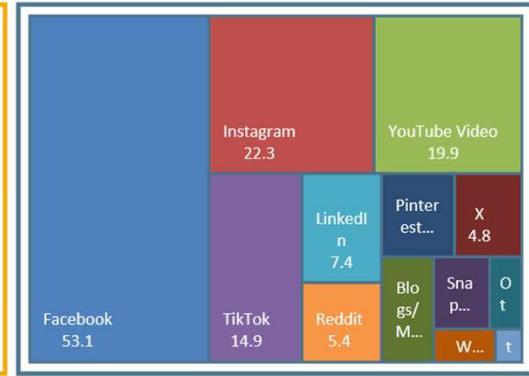
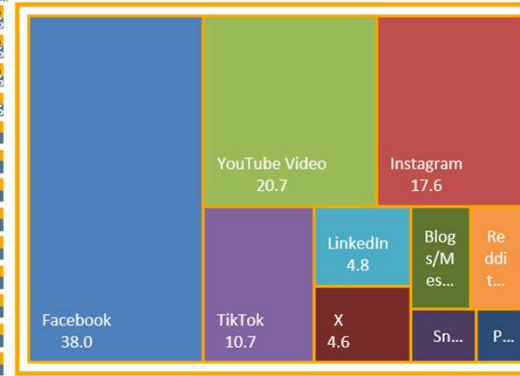
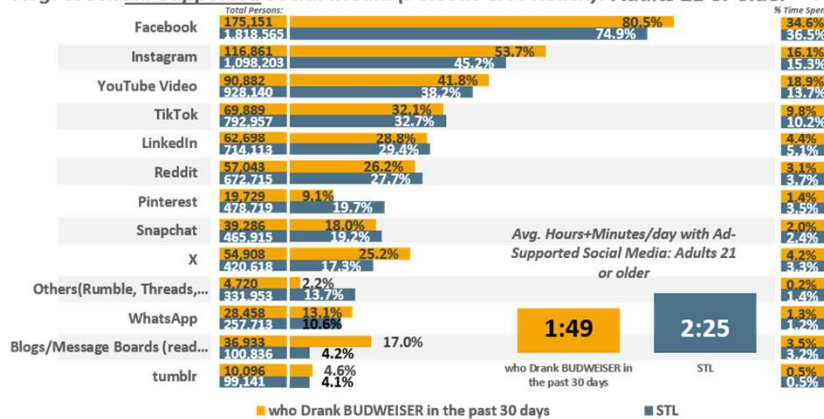


175,151 or 80.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 38. minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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**



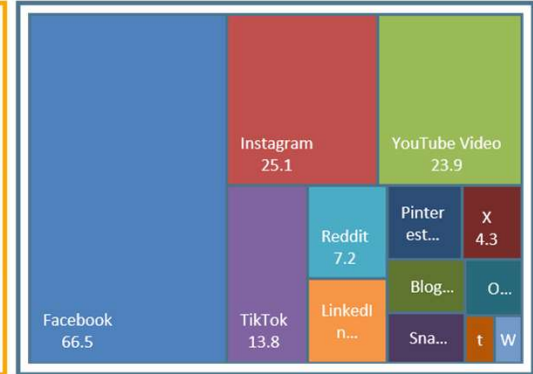
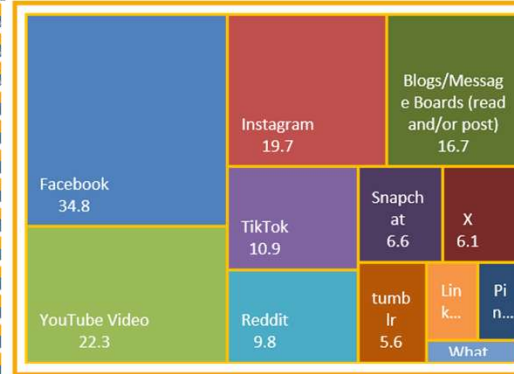
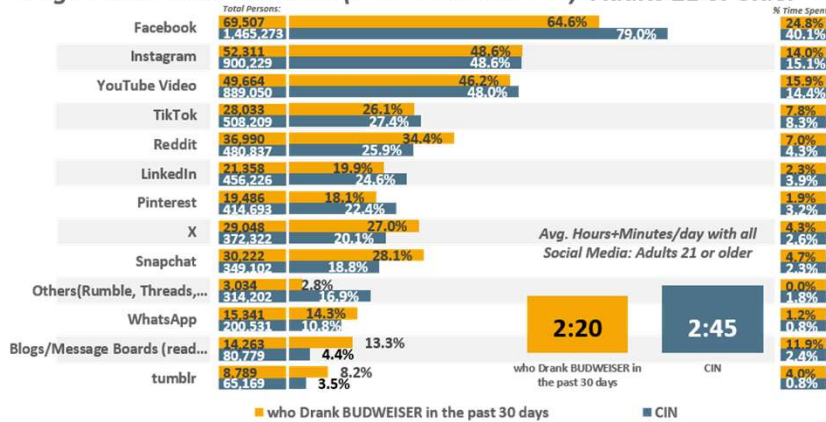
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



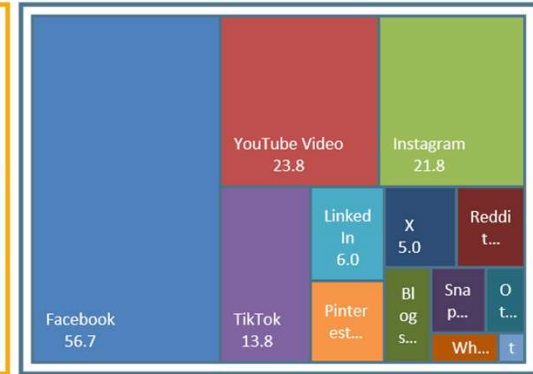
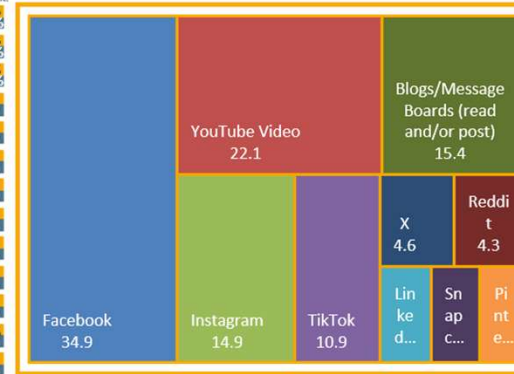
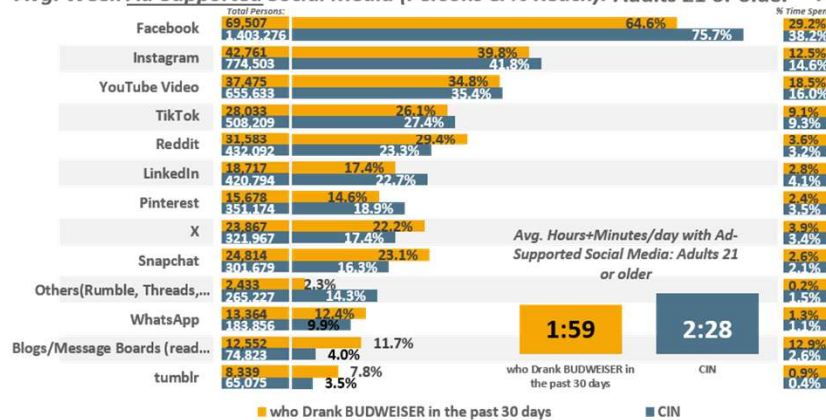


69,507 or 64.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

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**



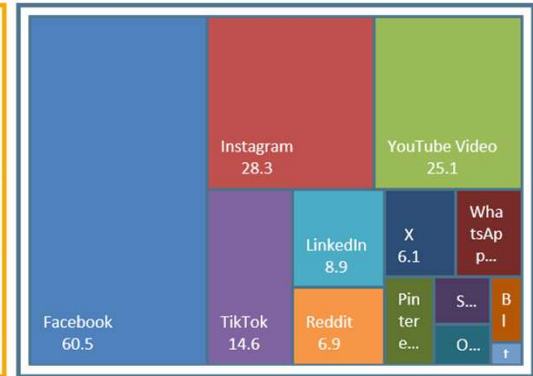
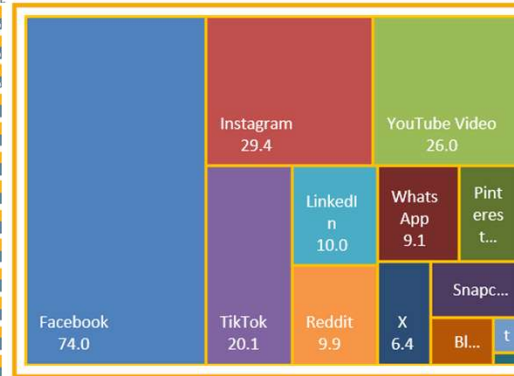
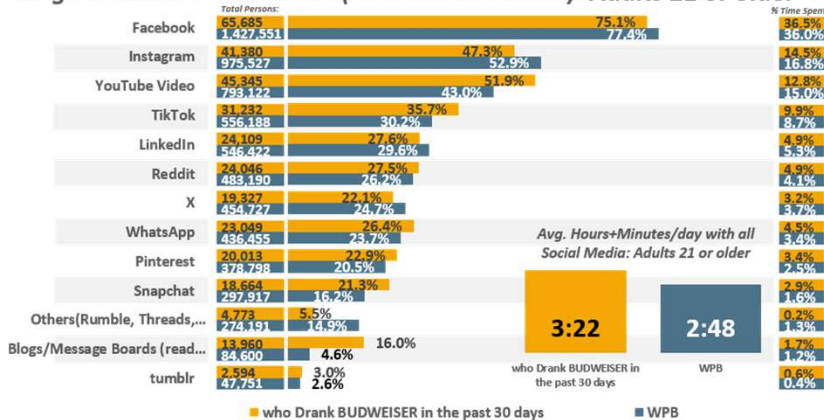
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



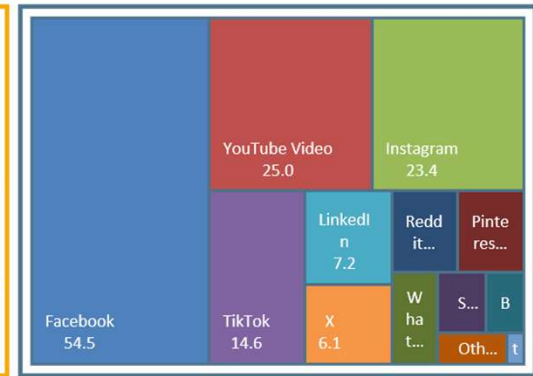
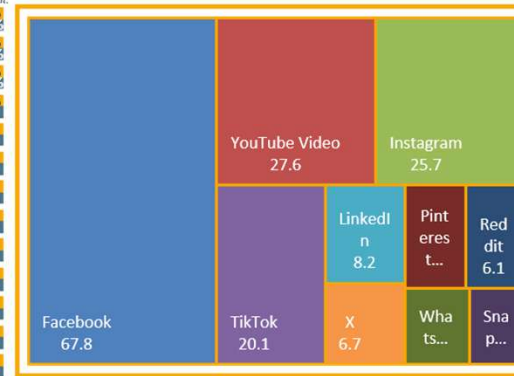
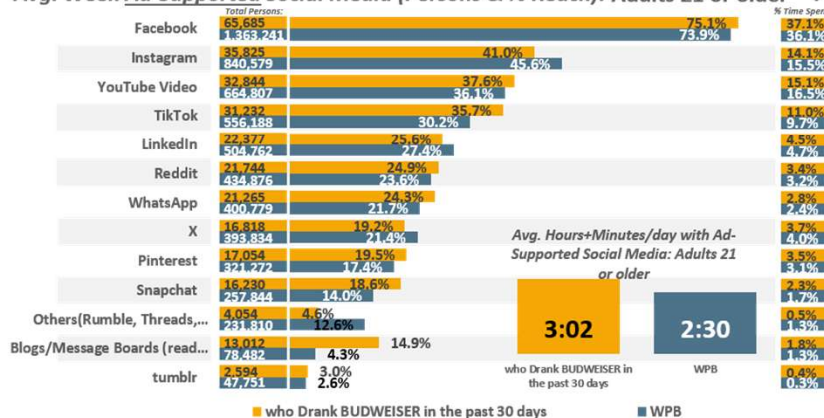


65,685 or 75.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 67.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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**

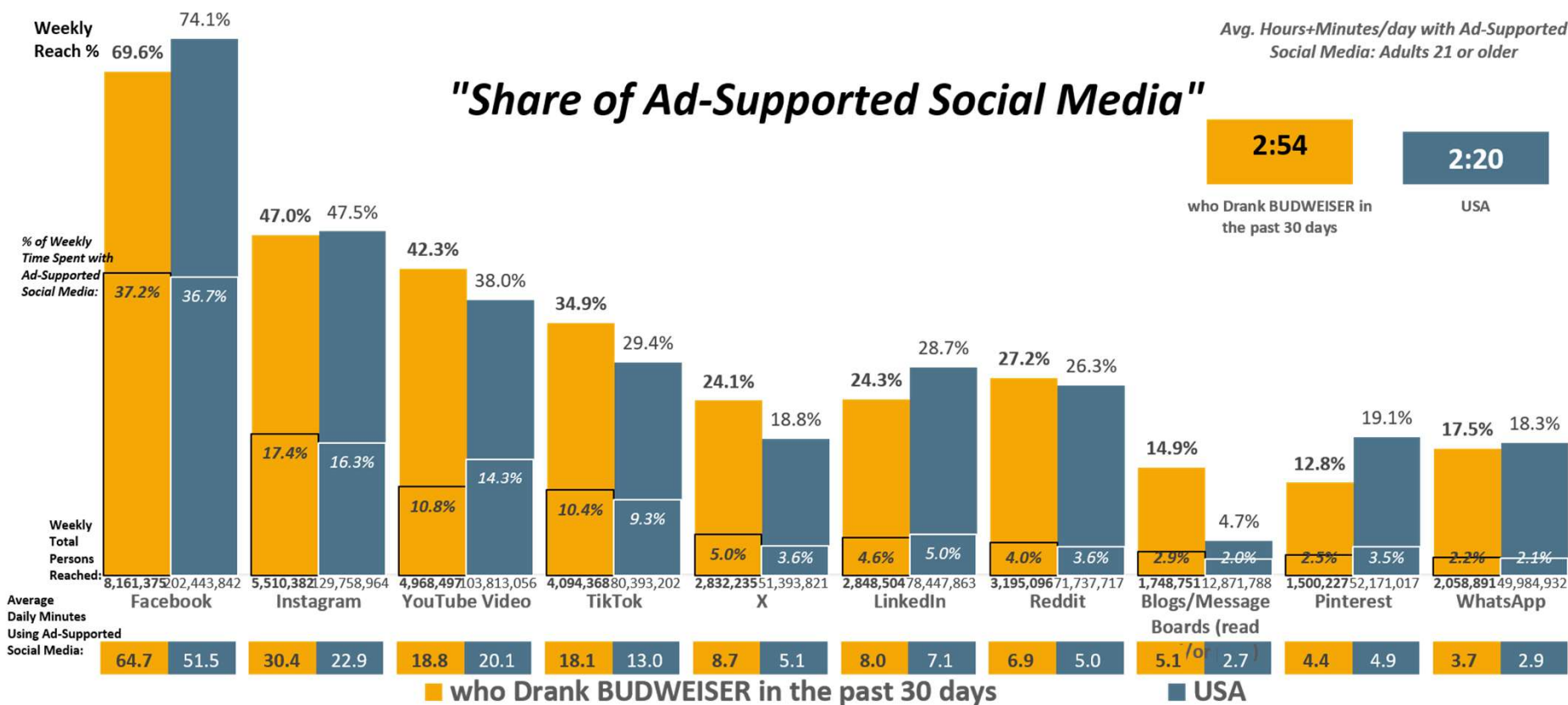


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





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.



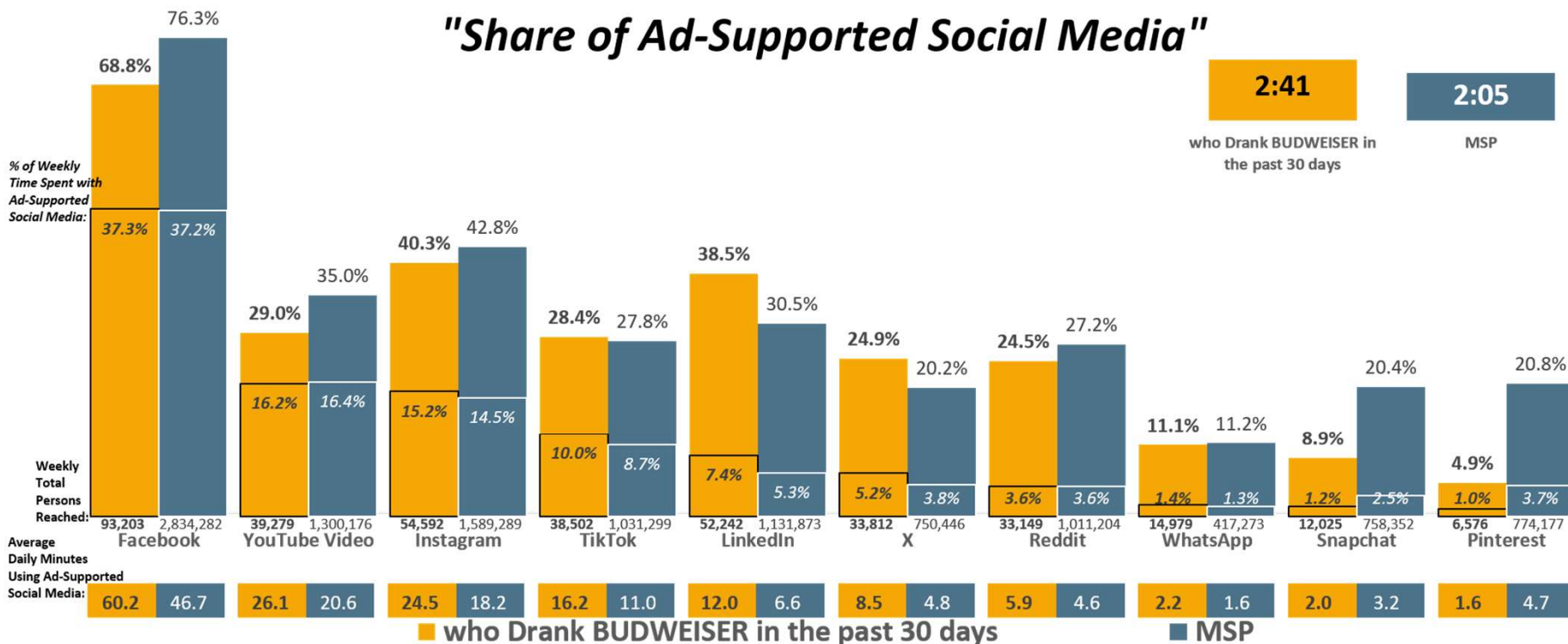


93,203 or 68.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 60.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

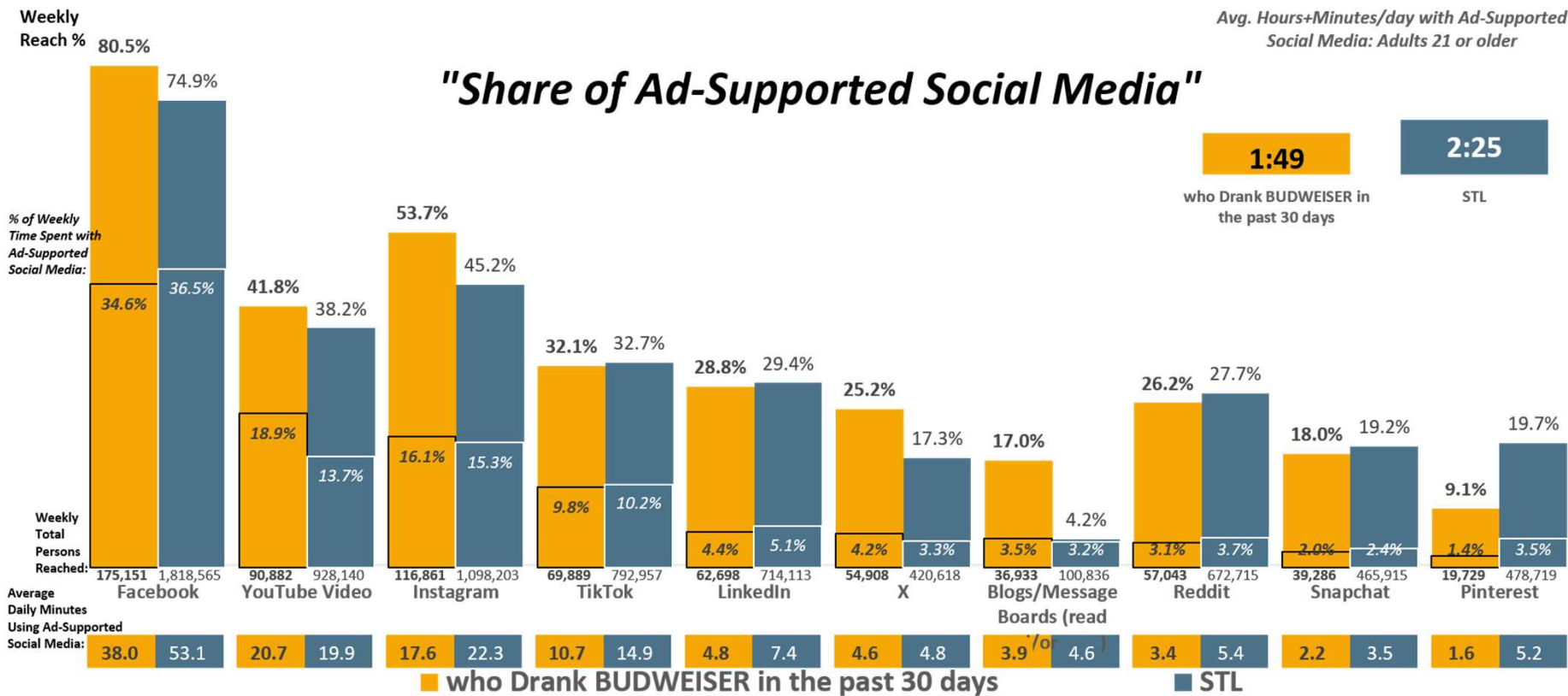
"Share of Ad-Supported Social Media"





175,151 or 80.5% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 38. minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

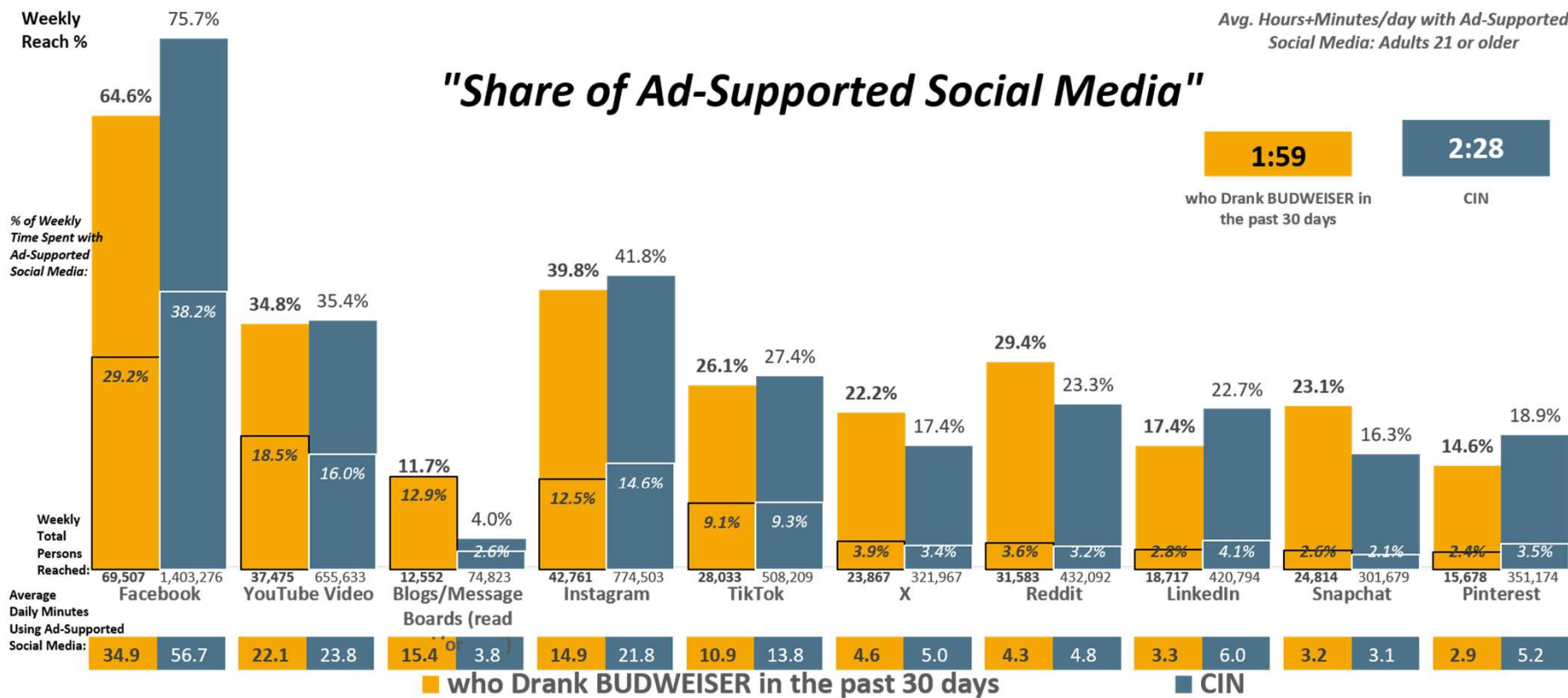
"Share of Ad-Supported Social Media"





69,507 or 64.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

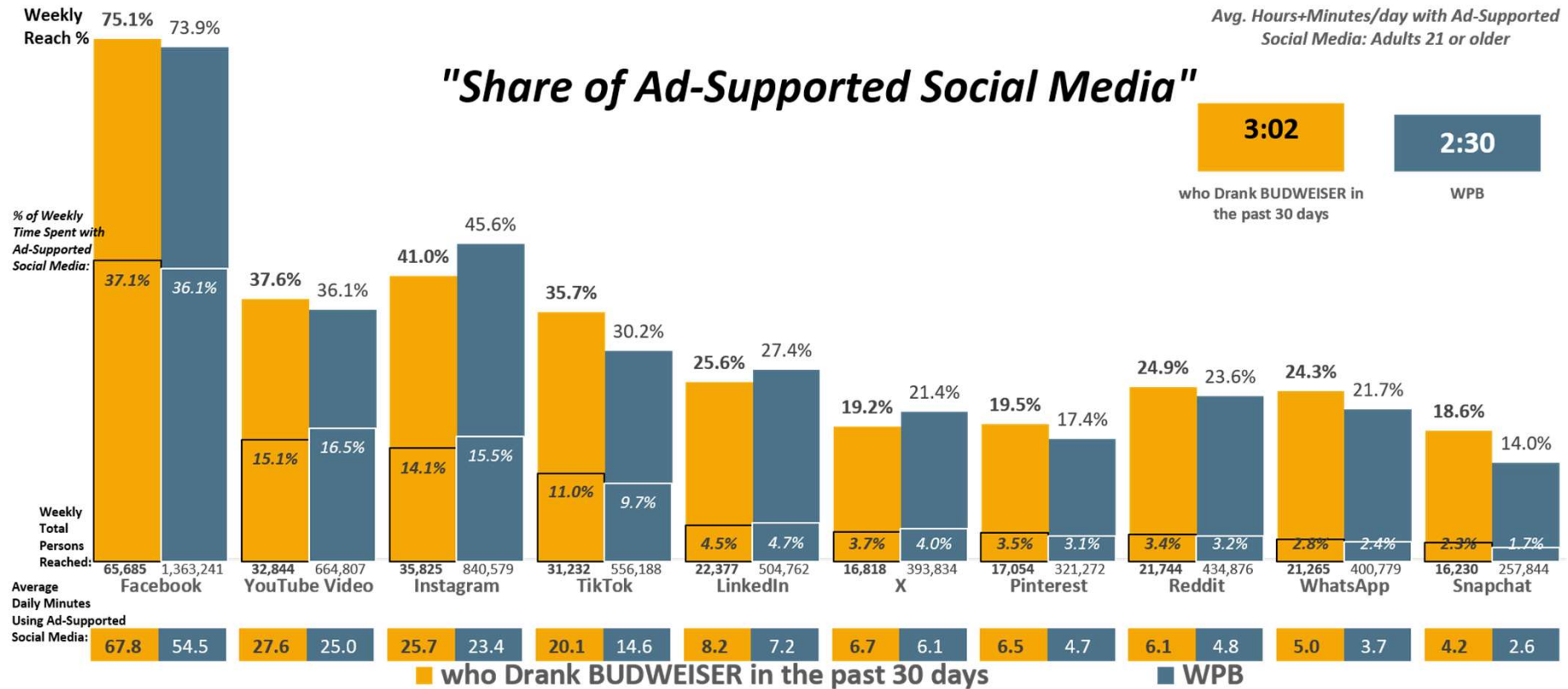
"Share of Ad-Supported Social Media"





65,685 or 75.1% of Adults 21 or older who Drank BUDWEISER in the past 30 days use Ad-Supported Facebook for an average of 67.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

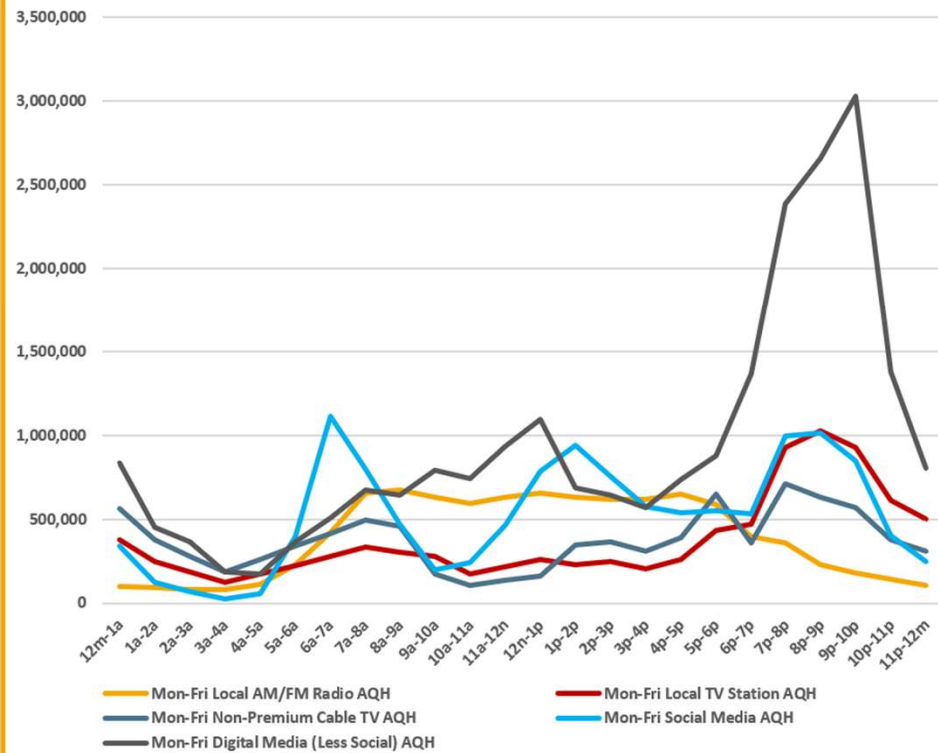
"Share of Ad-Supported Social Media"



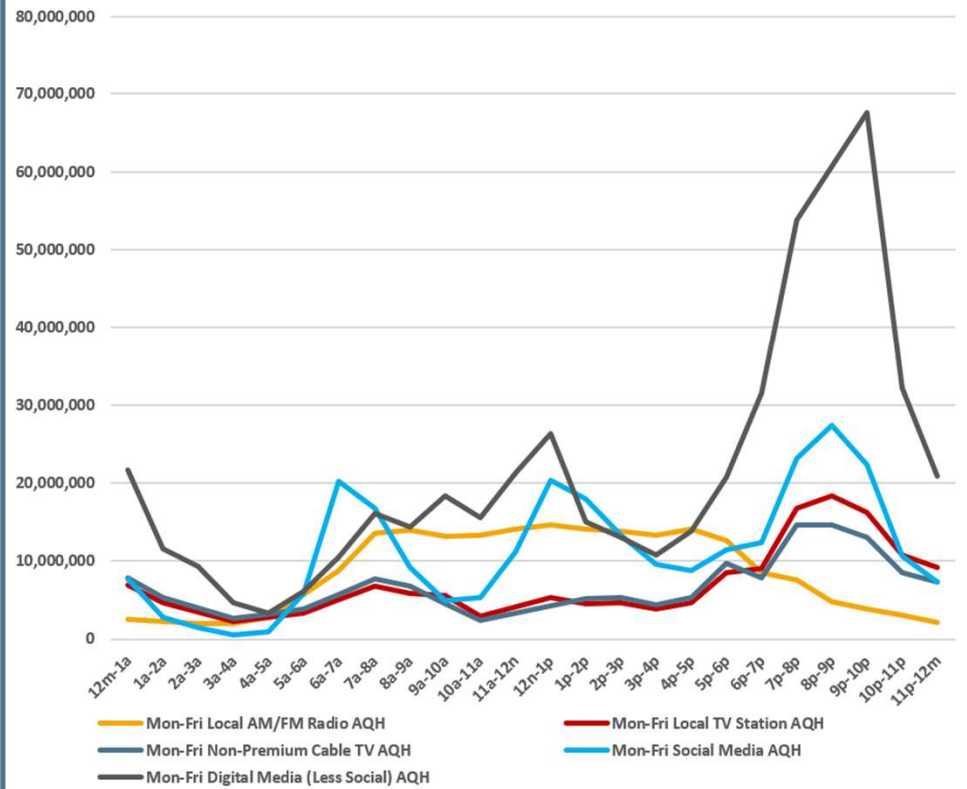


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 790,120;
Social Media: 611,367; Local Radio: 596,383; Non-Prem. Cable: 335,096; Local TV: 283,139
reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

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



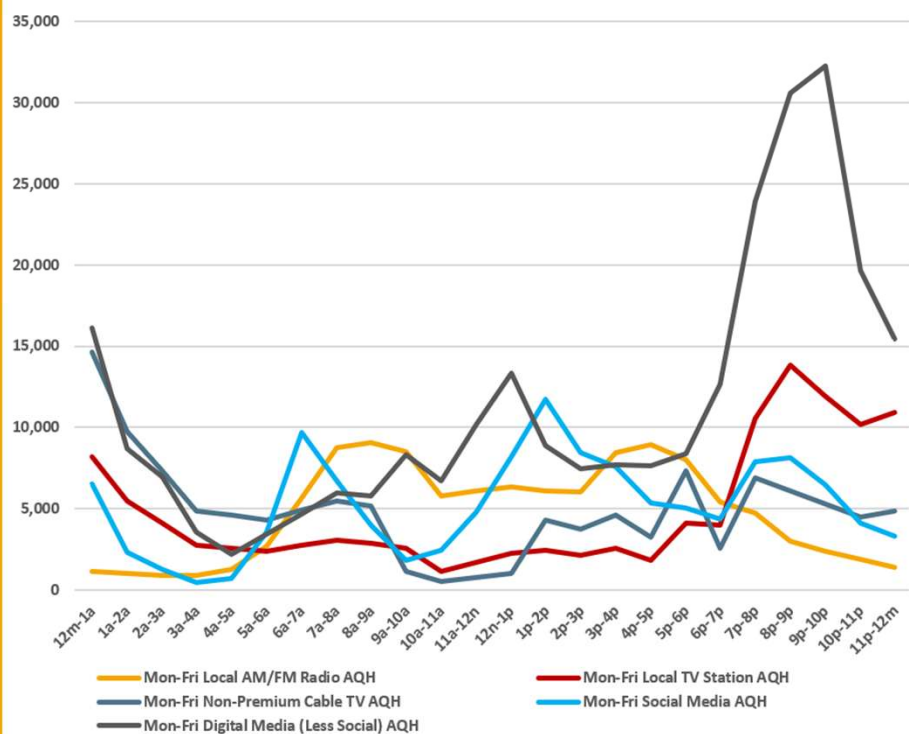
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older**



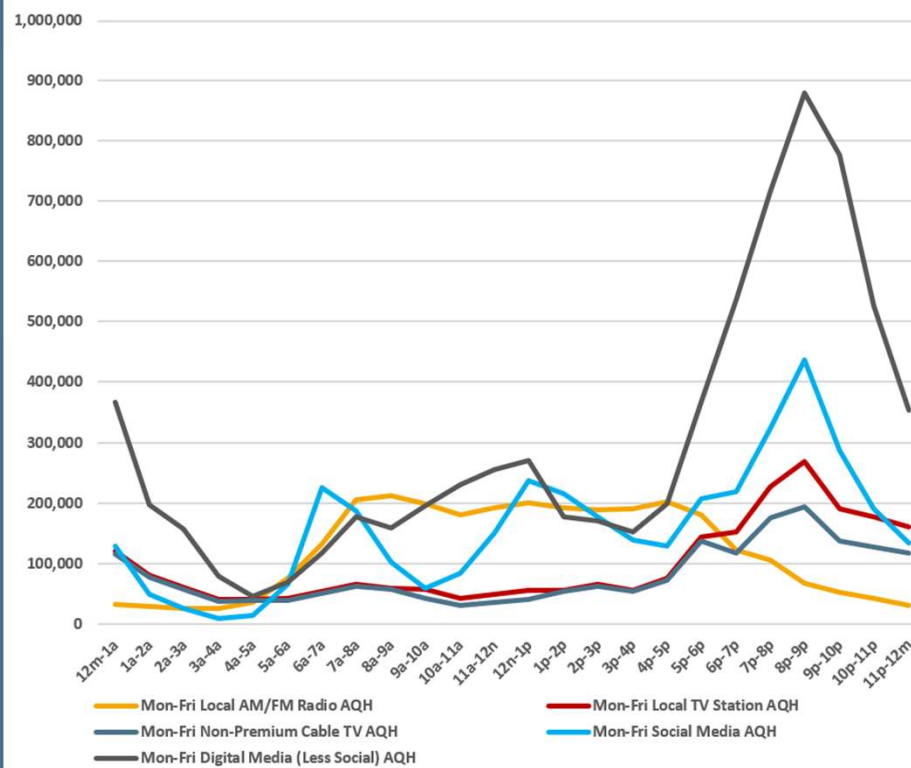


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,281; Local Radio: 7,176; Social Media: 6,170; Non-Prem. Cable: 3,452; Local TV: 2,575 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

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



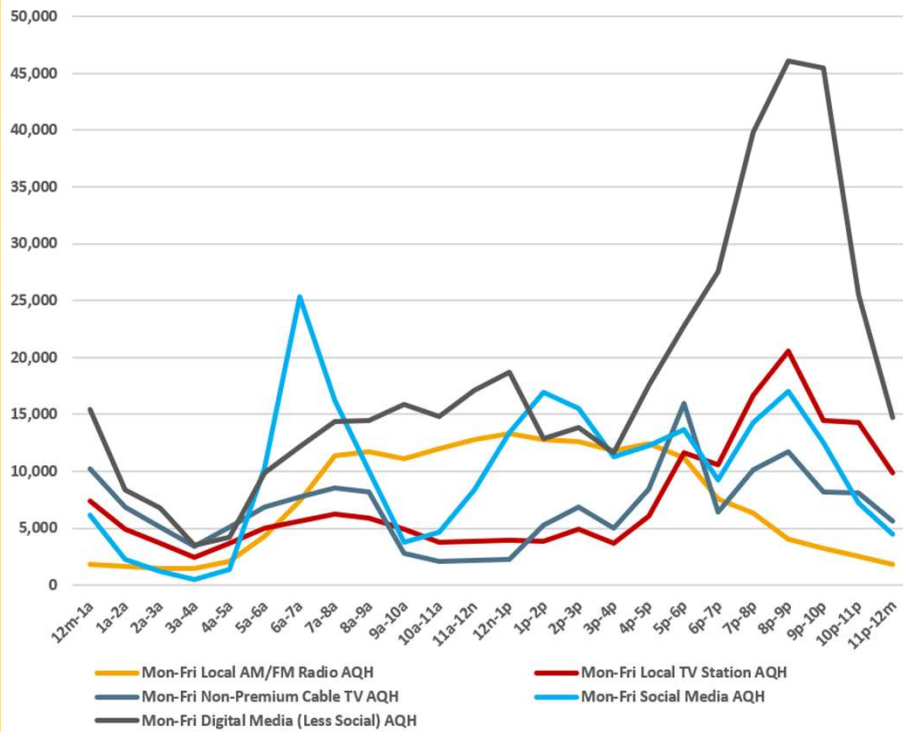
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 21 or older



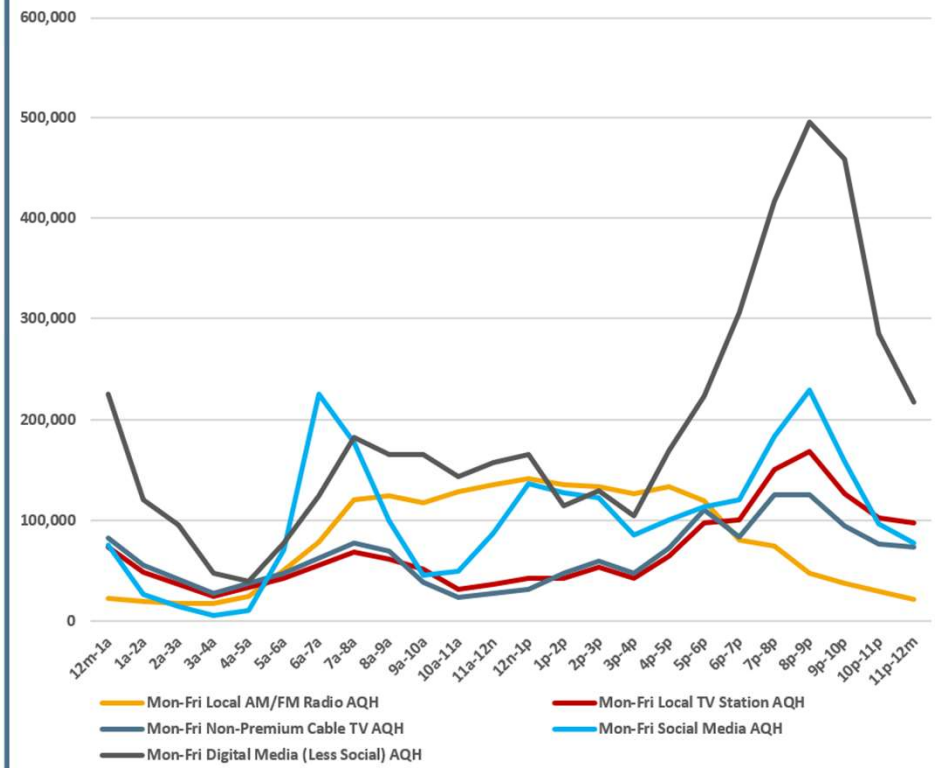


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,452; Social Media: 12,360; Local Radio: 11,383; Non-Prem. Cable: 6,291; Local TV: 5,762 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

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



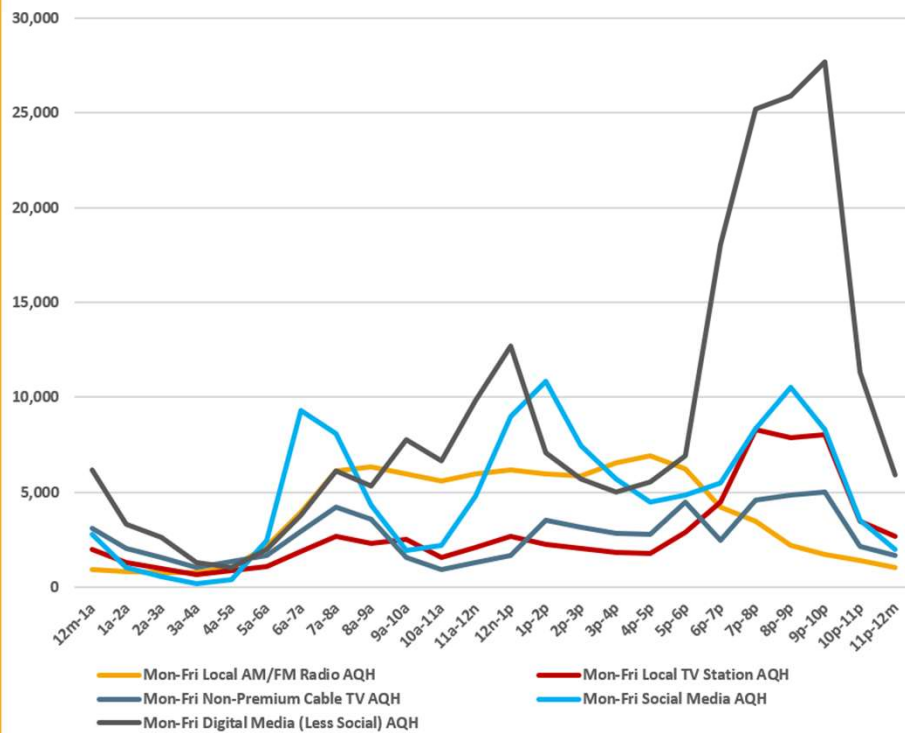
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 21 or older**



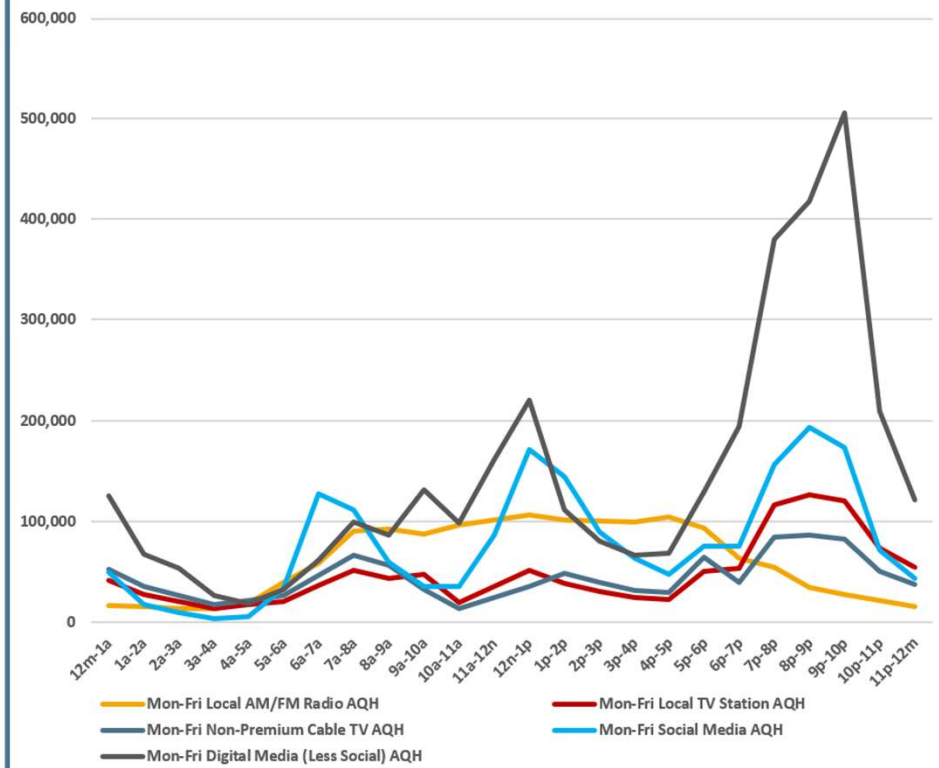


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,737; Social Media: 6,042; Local Radio: 5,842; Non-Prem. Cable: 2,730; Local TV: 2,389 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

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



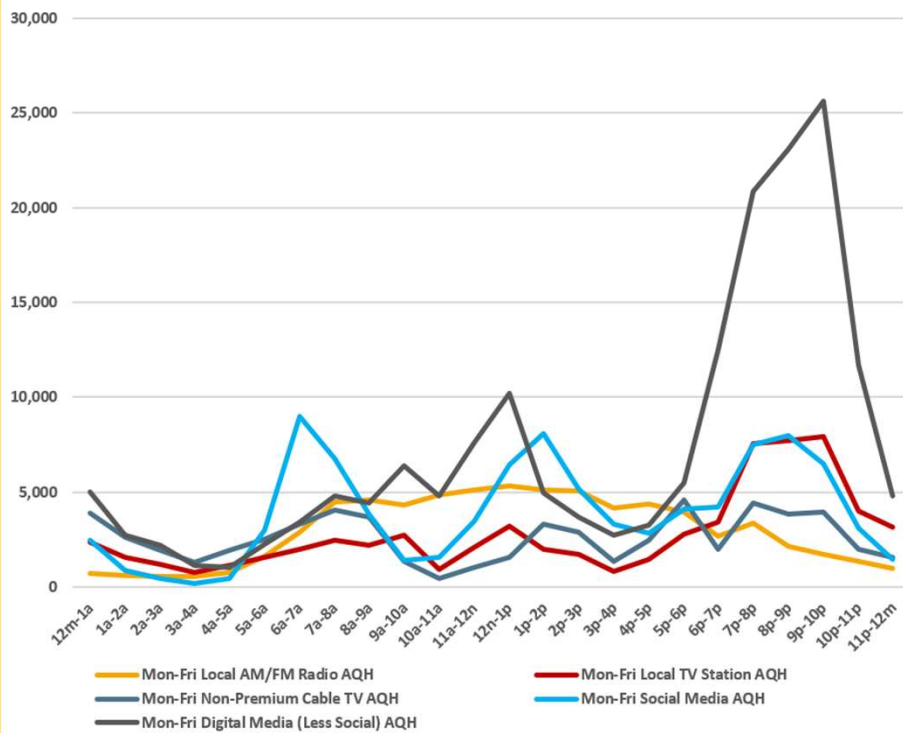
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 21 or older



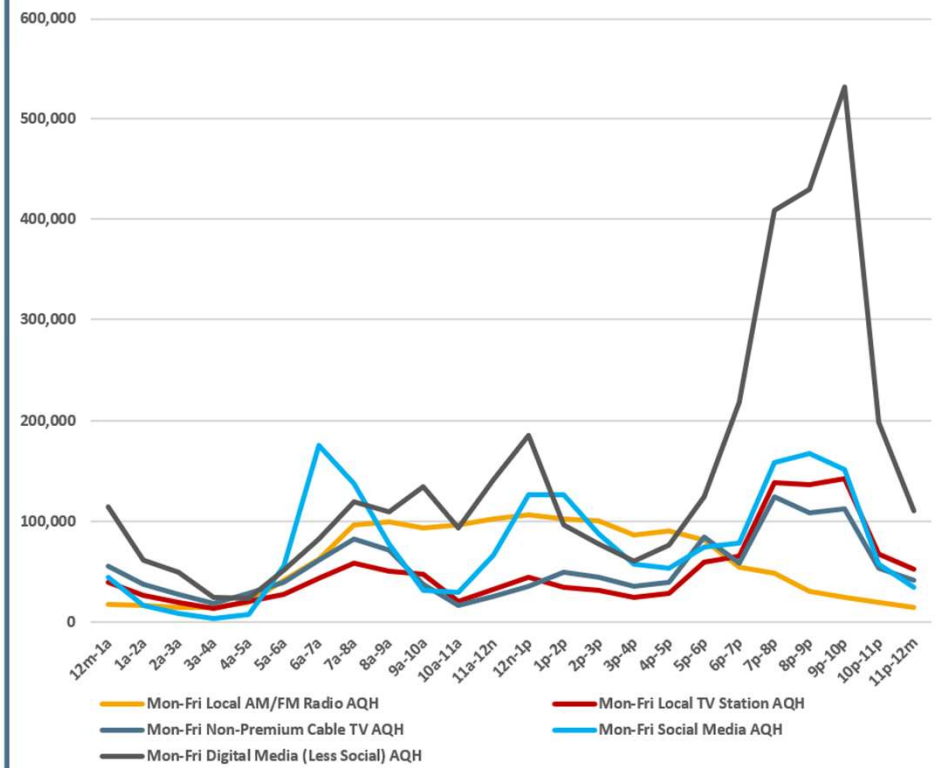


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,720; Social Media: 4,641; Local Radio: 4,388; Non-Prem. Cable: 2,471; Local TV: 2,149 reaching Adults 21 or older who Drank BUDWEISER in the past 30 days.

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



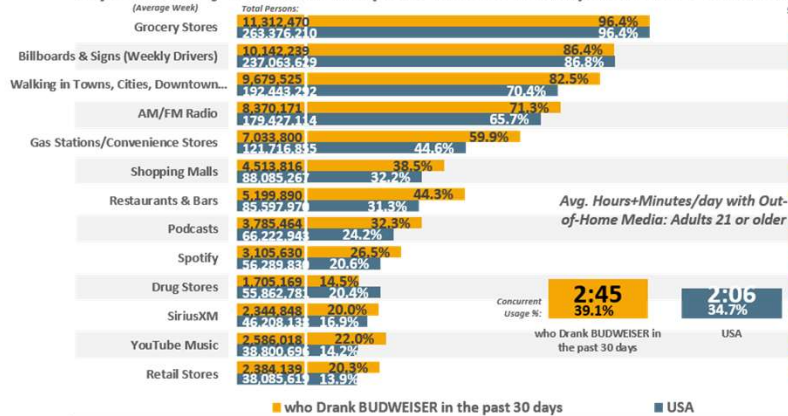
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 21 or older



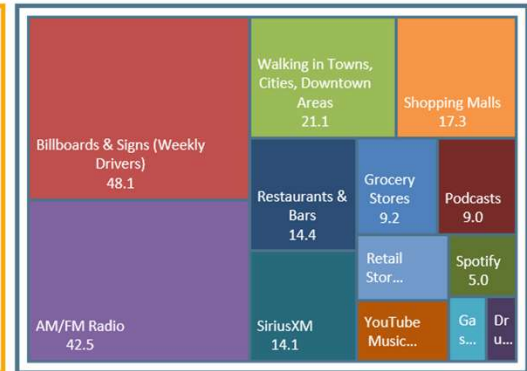
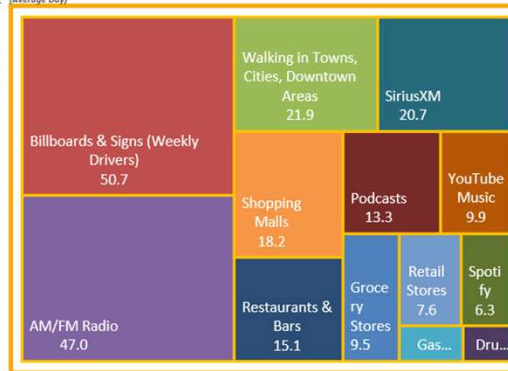


10,142,239 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

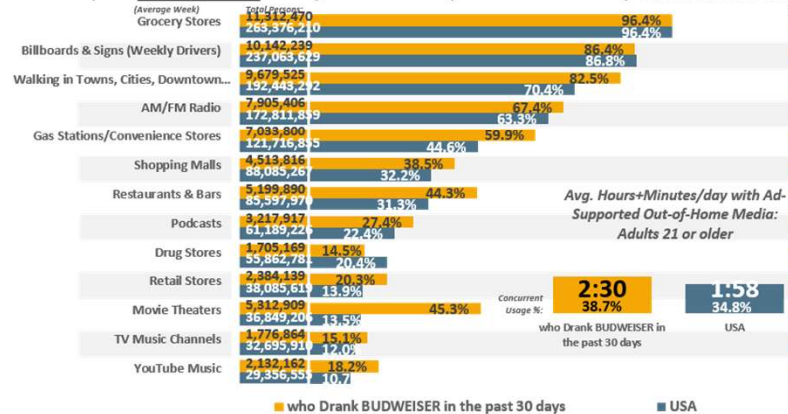
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



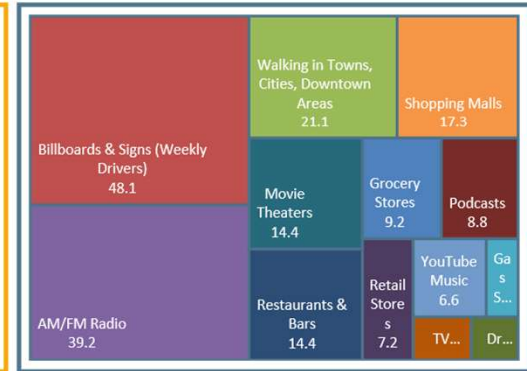
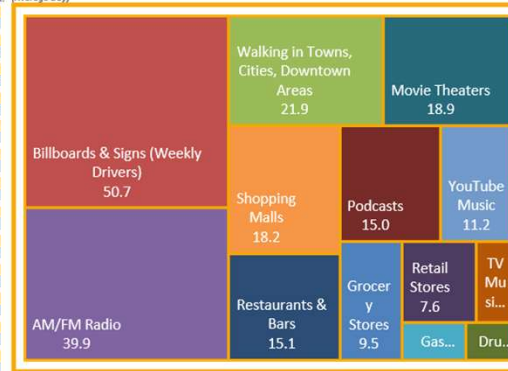
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

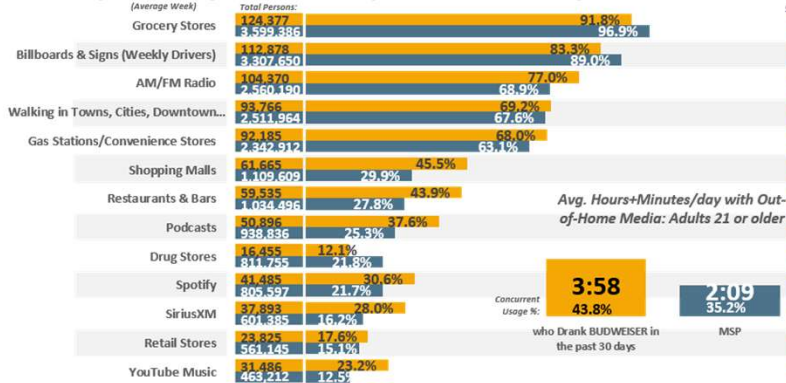
soefa.ai Share of Everything for Anything

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

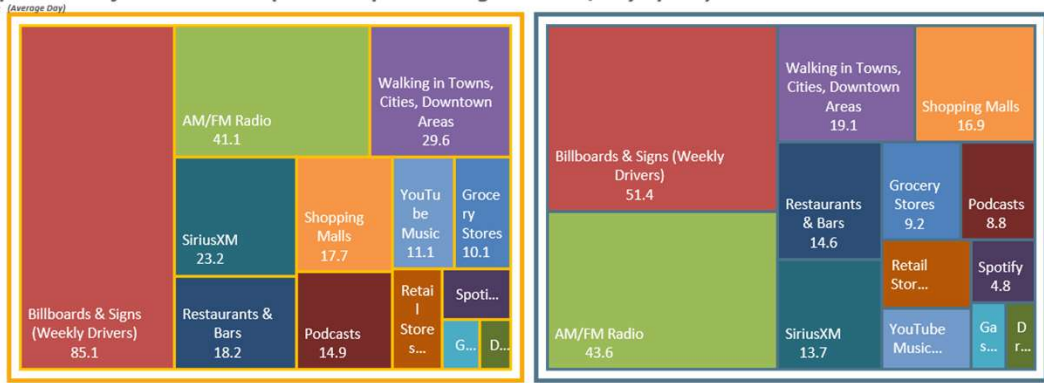


112,878 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 85.1 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 29.6 minutes/day.

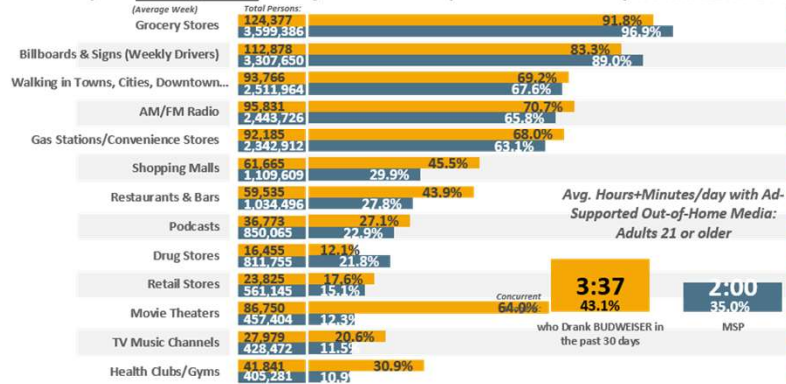
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



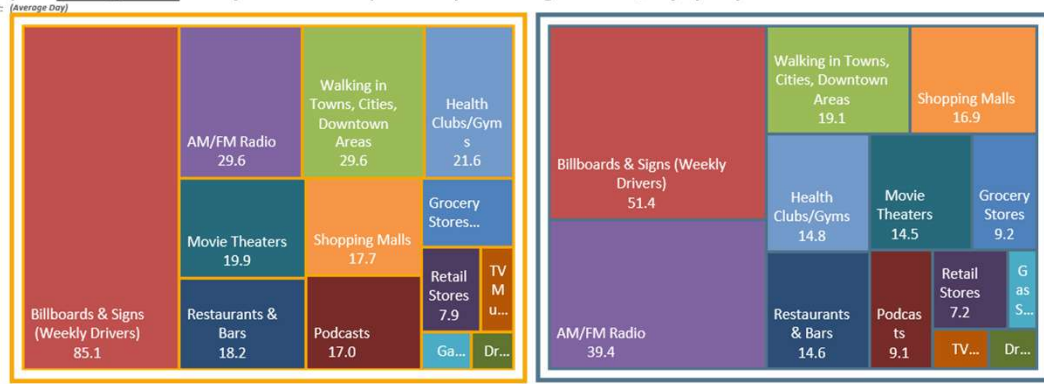
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



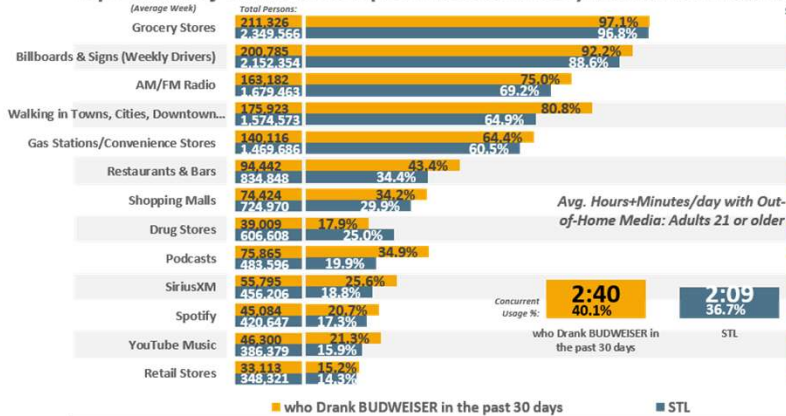
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



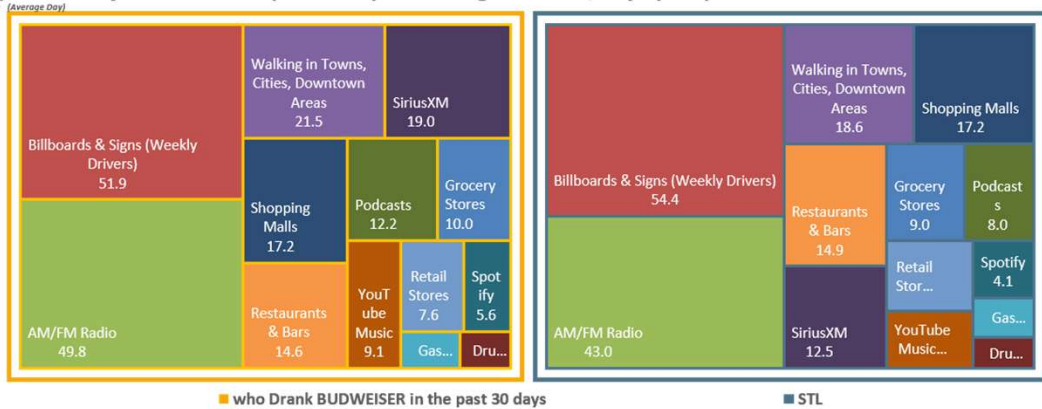


200,785 or 92.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

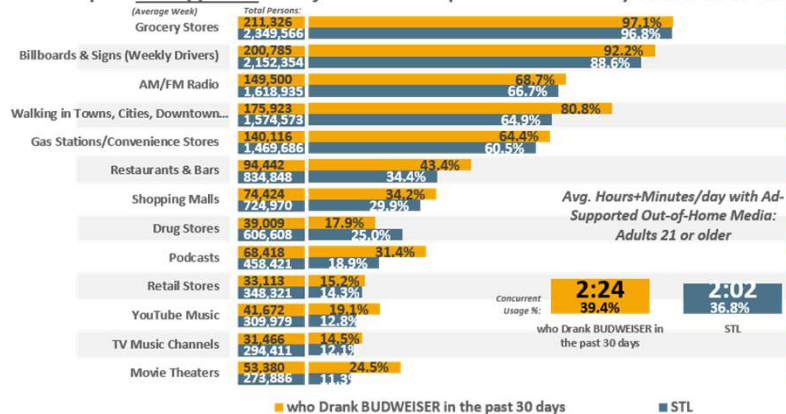
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



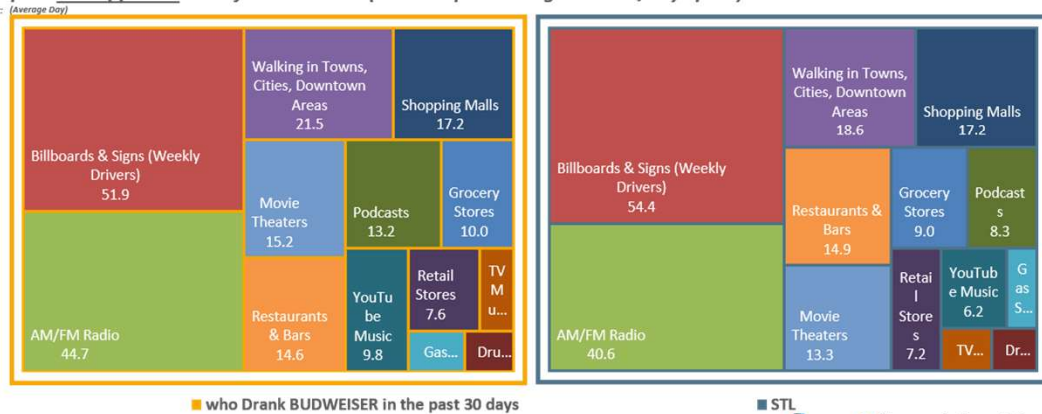
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



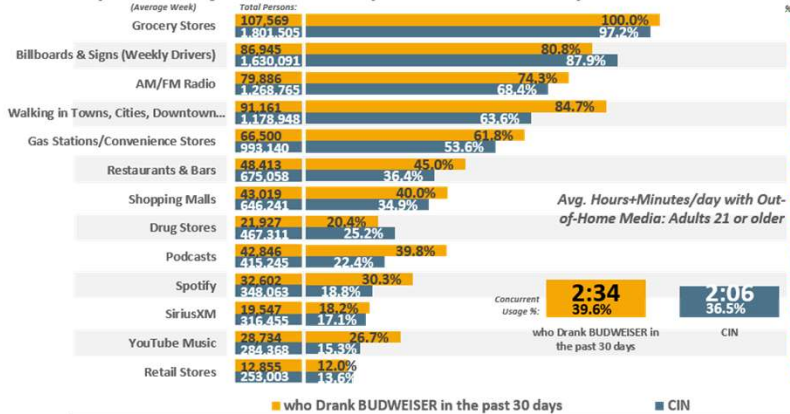
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



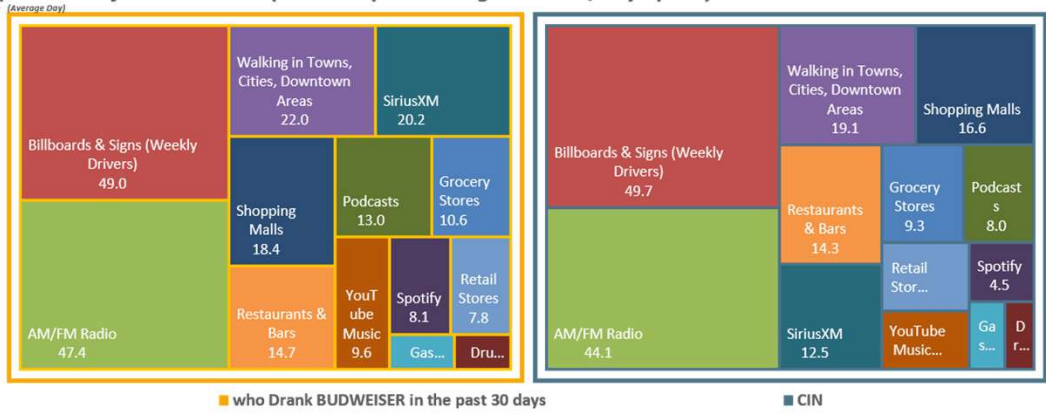


86,945 or 80.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49. minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

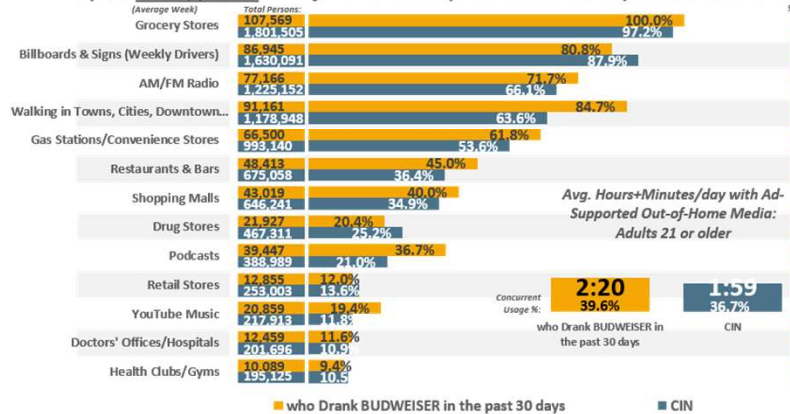
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



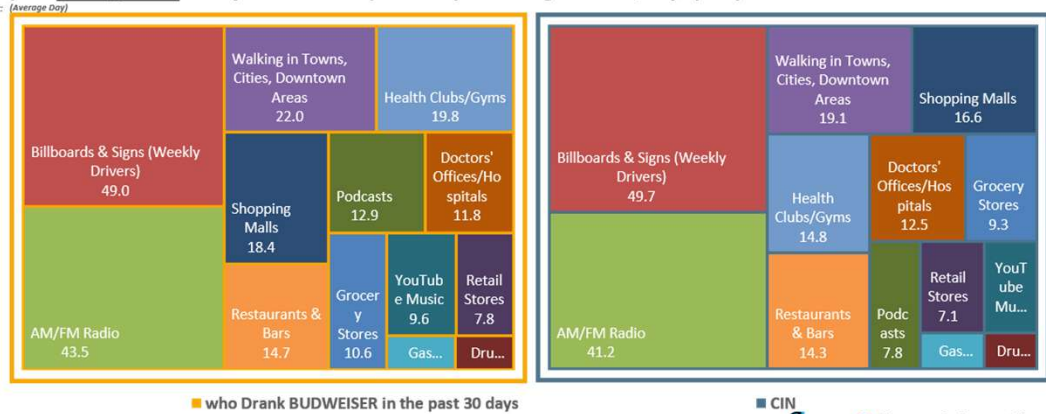
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



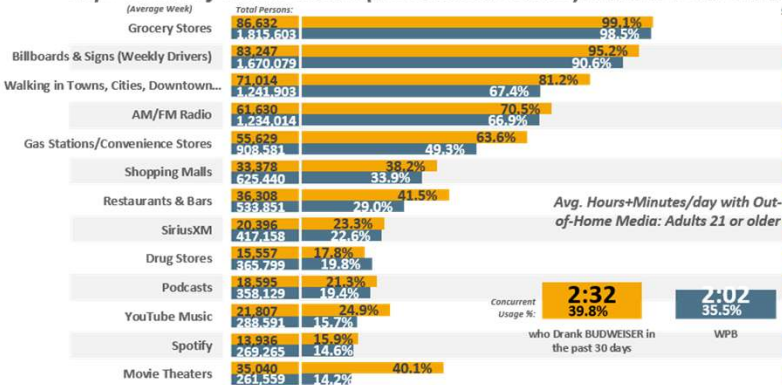
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



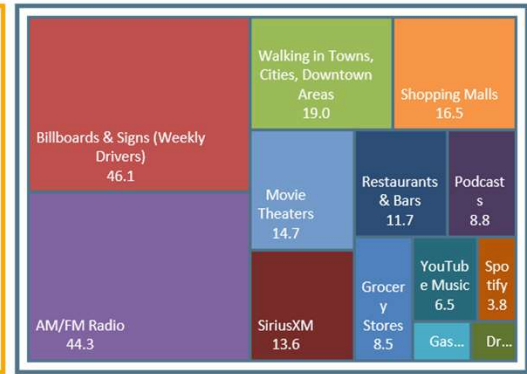
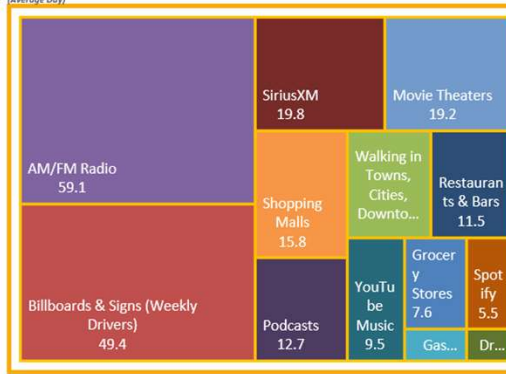


83,247 or 95.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 55.3 minutes/day.

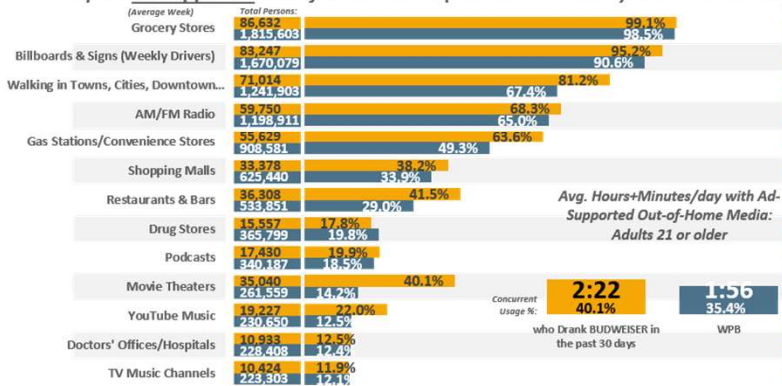
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



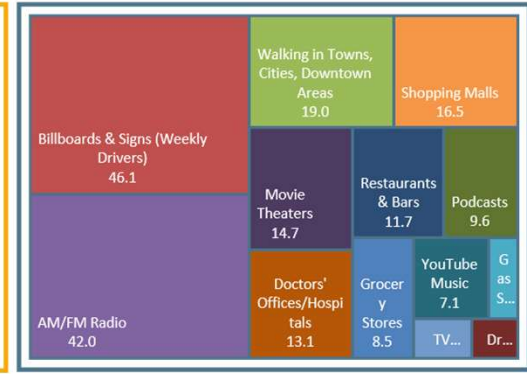
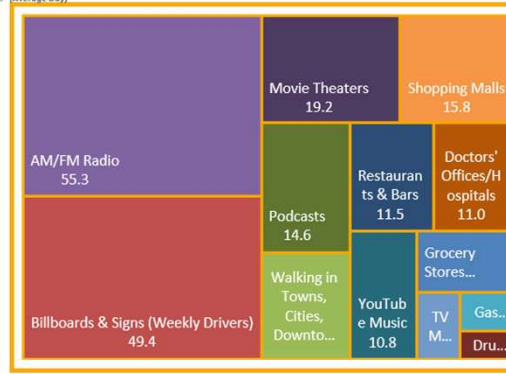
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



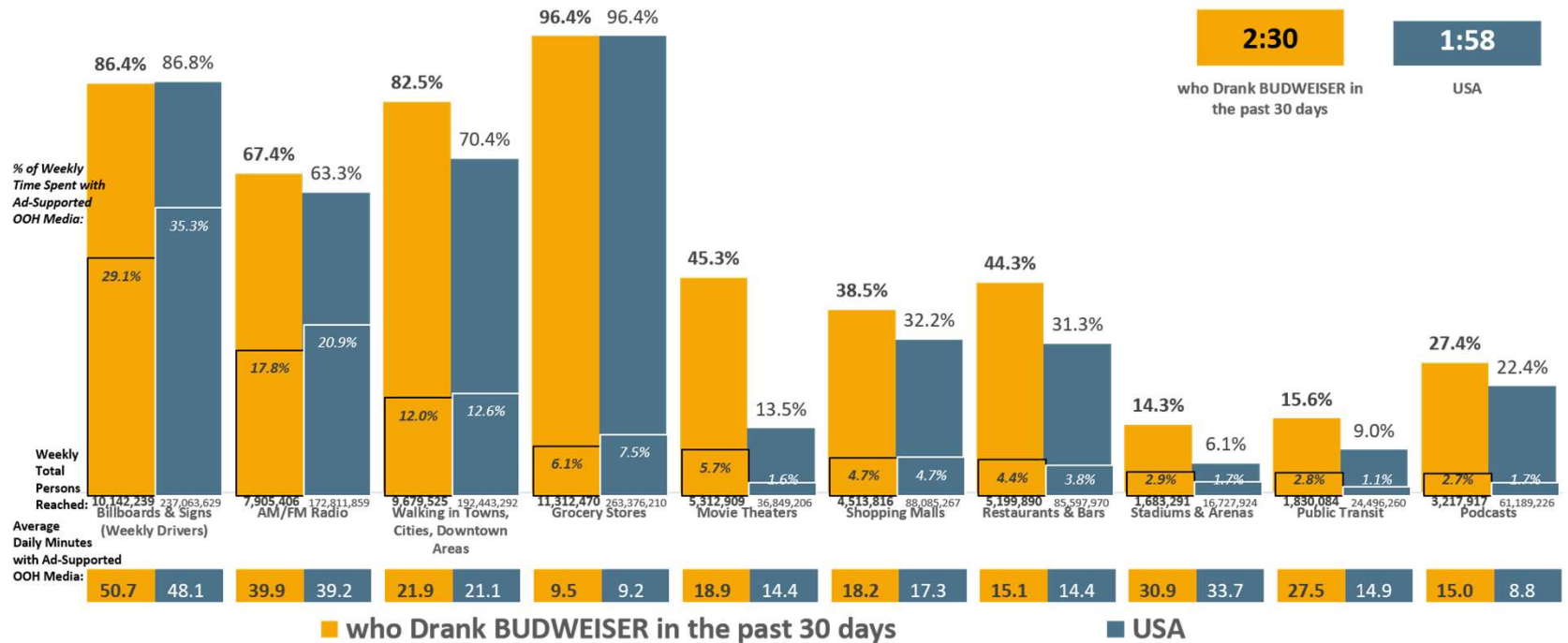


10,142,239 or 86.4% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 29.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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)]

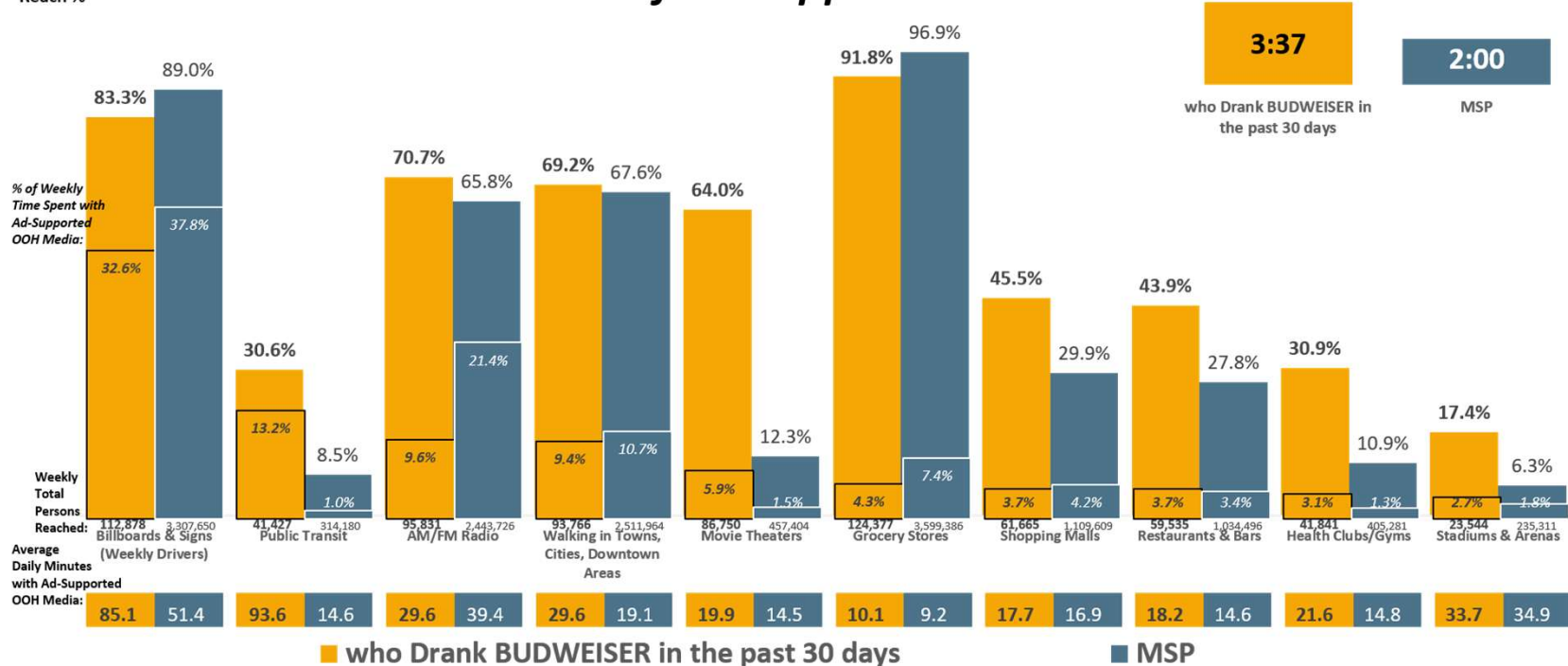


112,878 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 85.1 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:37

who Drank BUDWEISER in the past 30 days

2:00

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,853
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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)]

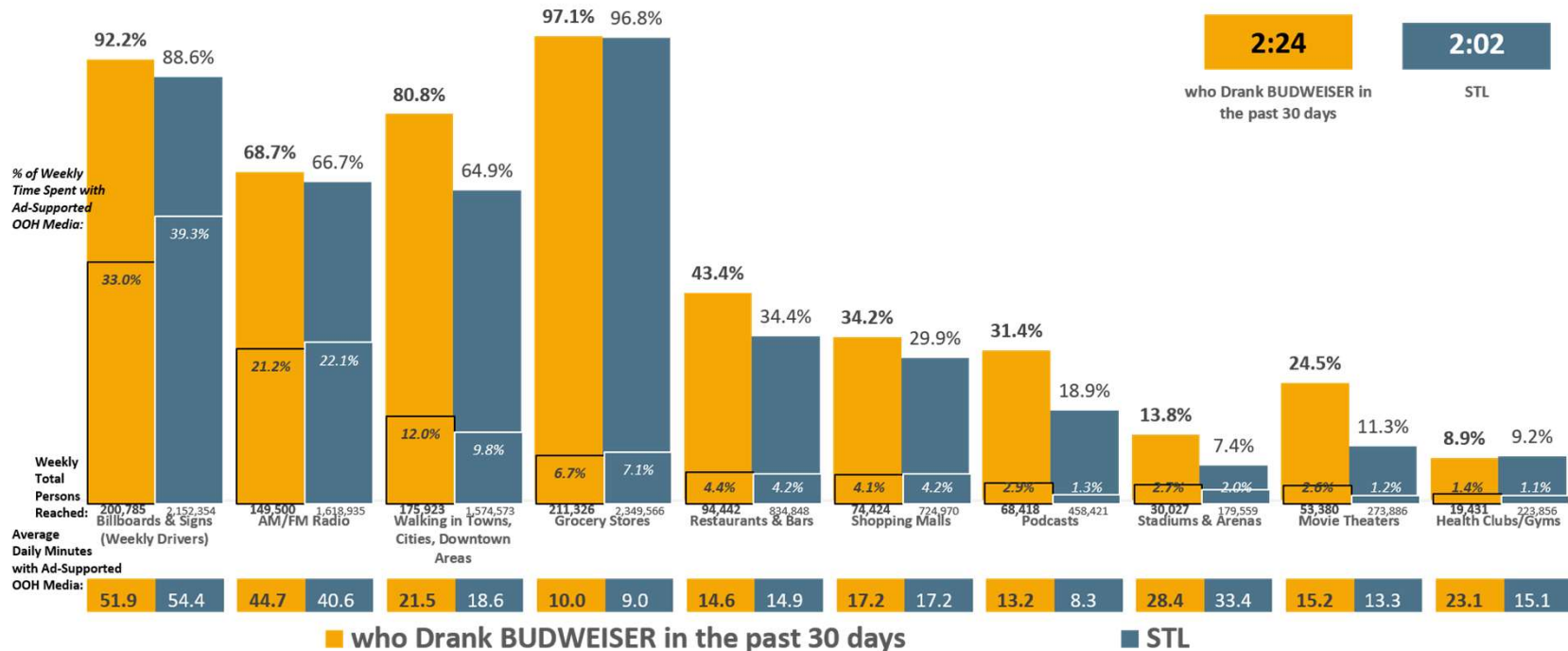


200,785 or 92.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 169
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,893

soefa.ai Share of Everything for Anything

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

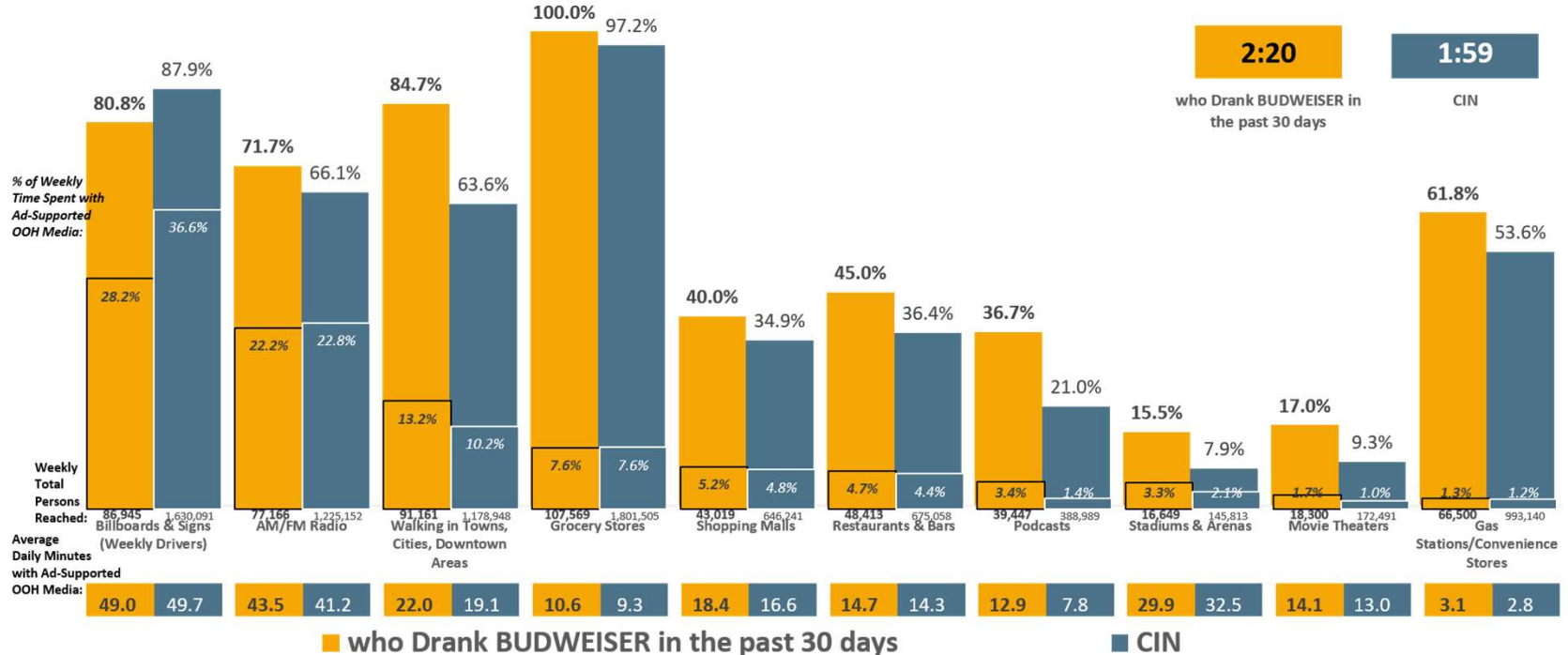


86,945 or 80.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,833

soefa.ai Share of Everything for Anything

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

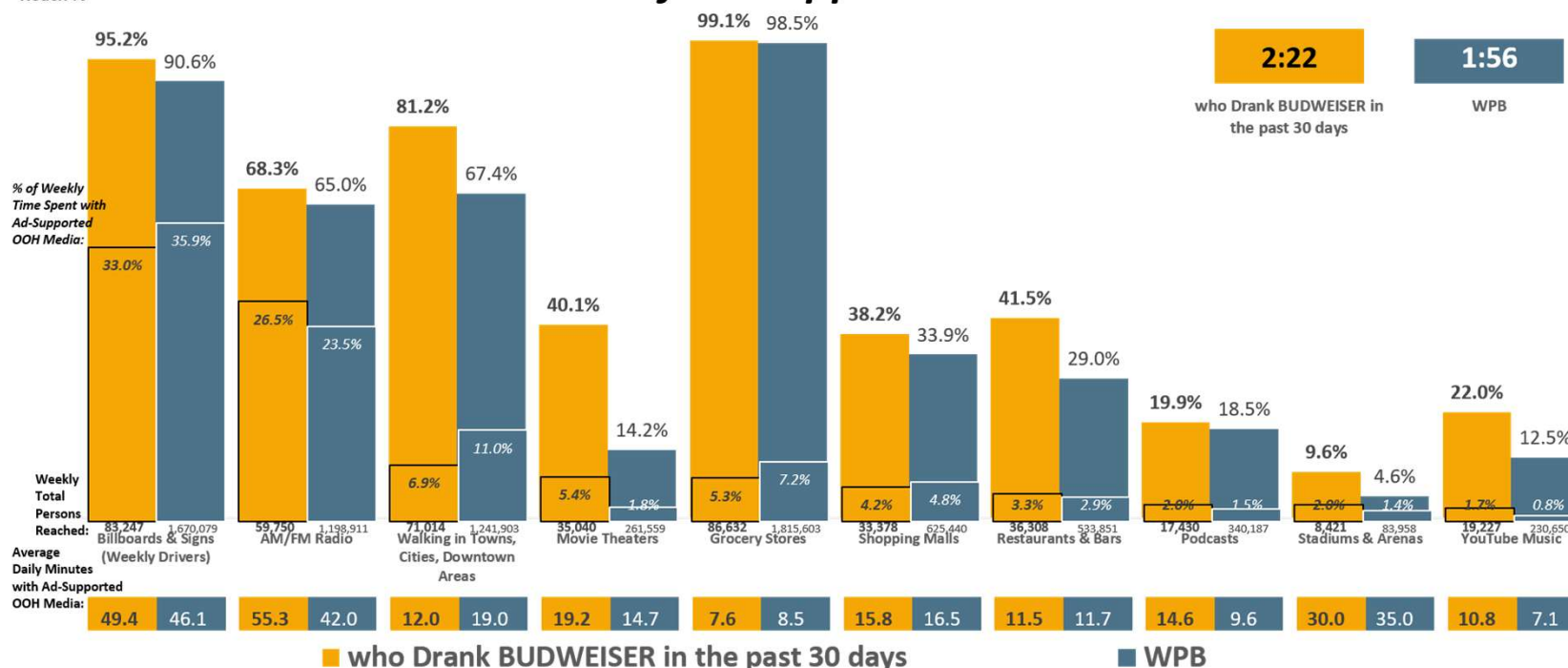


83,247 or 95.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:22
who Drank BUDWEISER in the past 30 days

1:56
WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 125 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,481
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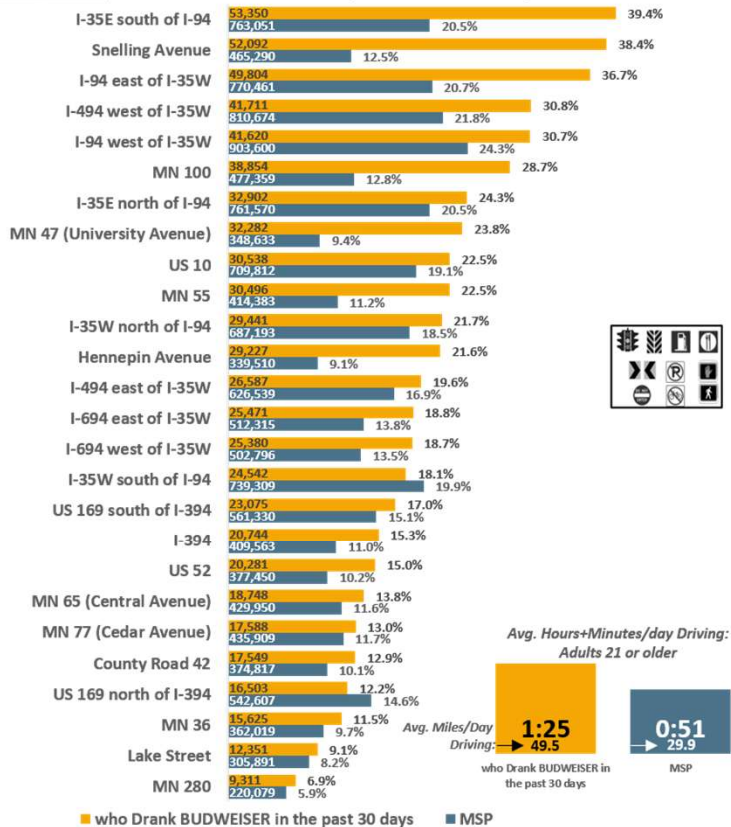
soefa.ai Share of Everything for Anything

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



112,878 or 83.3% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 85.1 minutes per day driving an average of 49.5 miles each day and are 206.9% more likely to use Snelling Avenue than the Metro average.

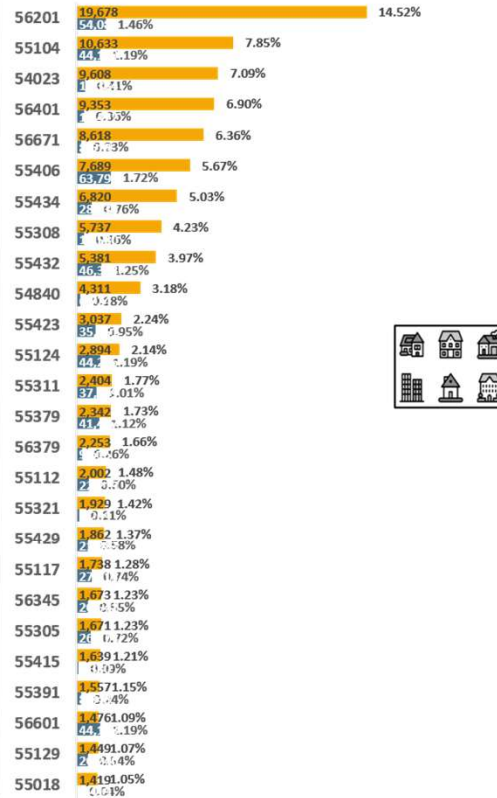
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



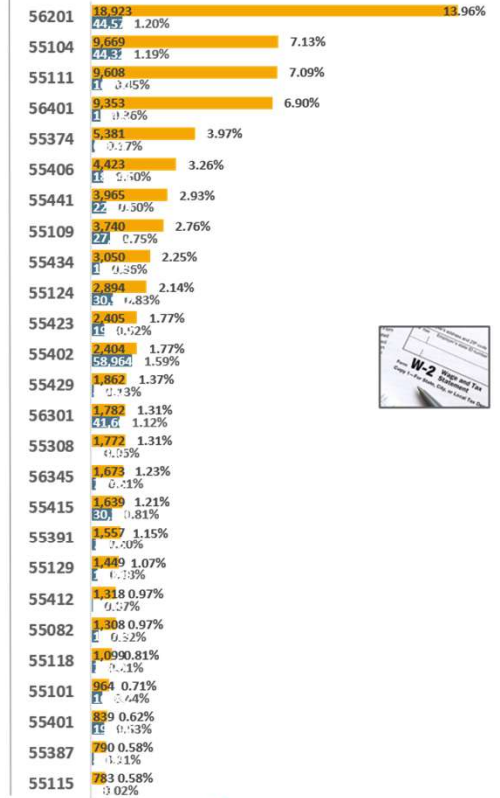
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



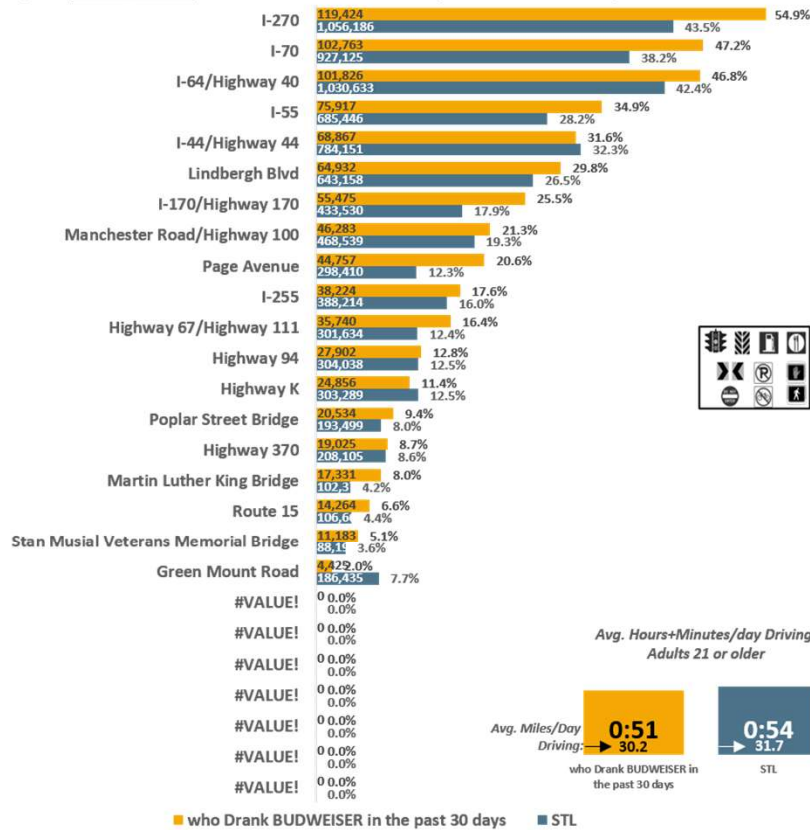
Top-26 Employment Zip Codes: Adults 21 or older



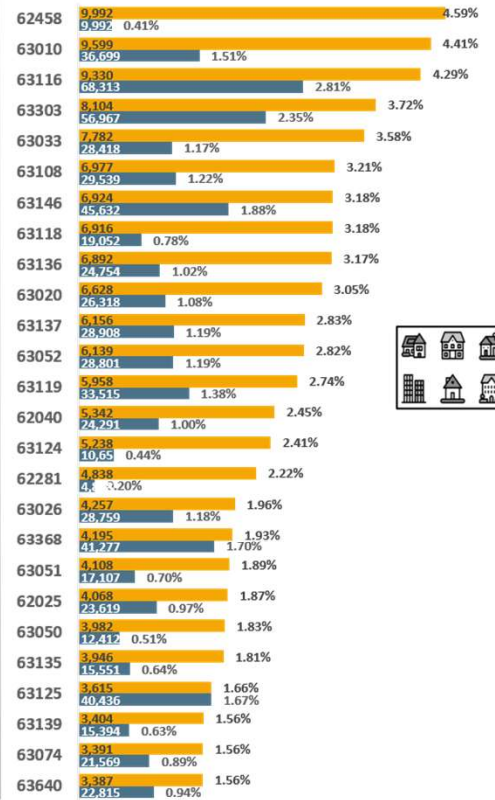


200,785 or 92.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 88.8% more likely to use Martin Luther King Bridge than the Metro average.

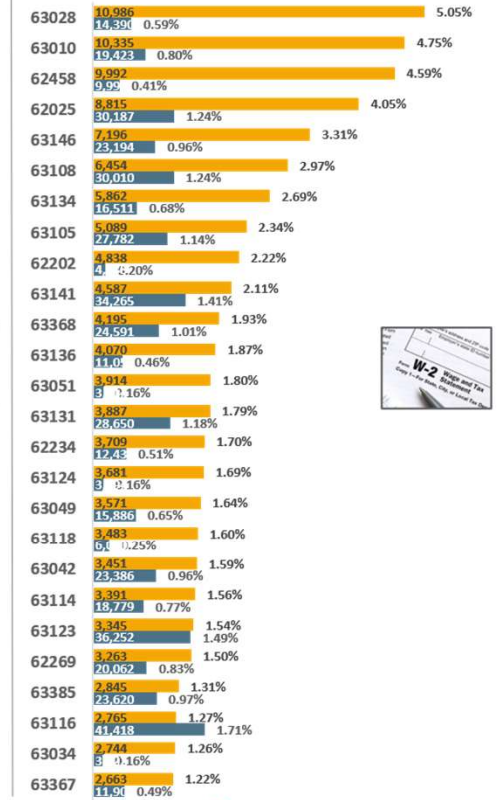
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



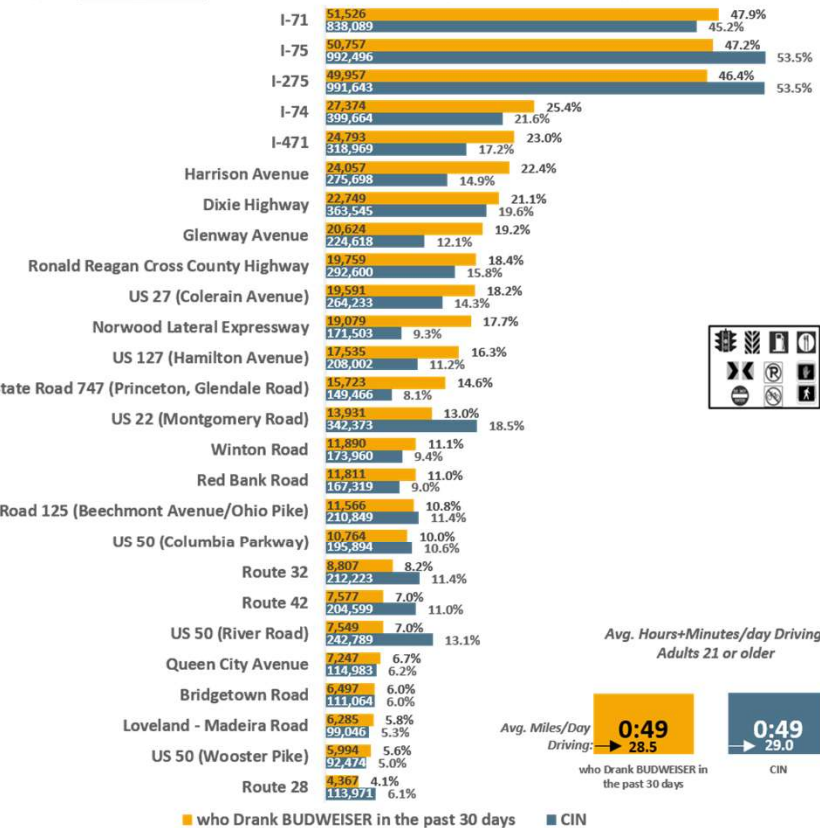
Top-26 Employment Zip Codes: Adults 21 or older



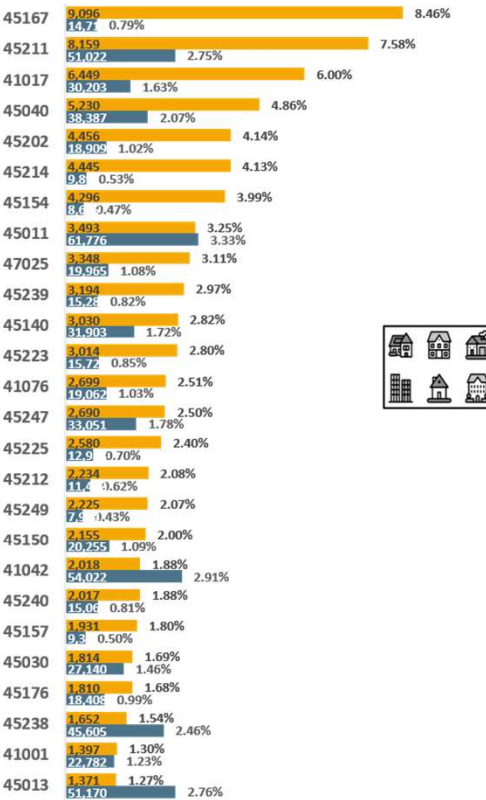


86,945 or 80.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 91.7% more likely to use Norwood Lateral Expressway than the Metro average.

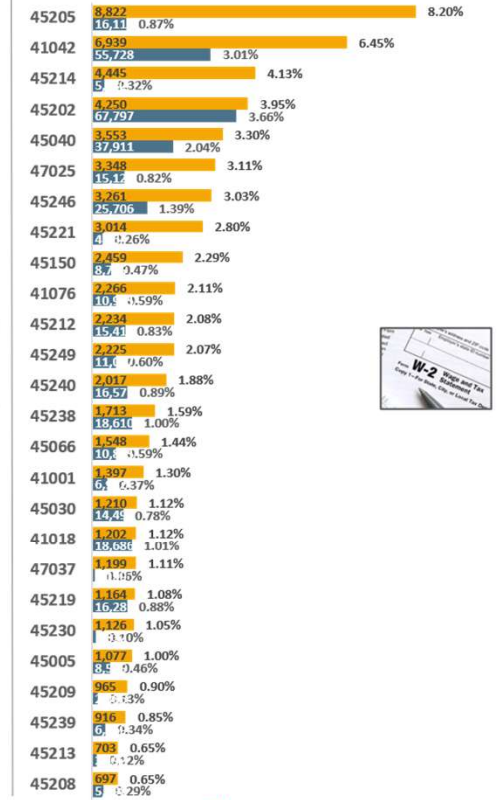
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



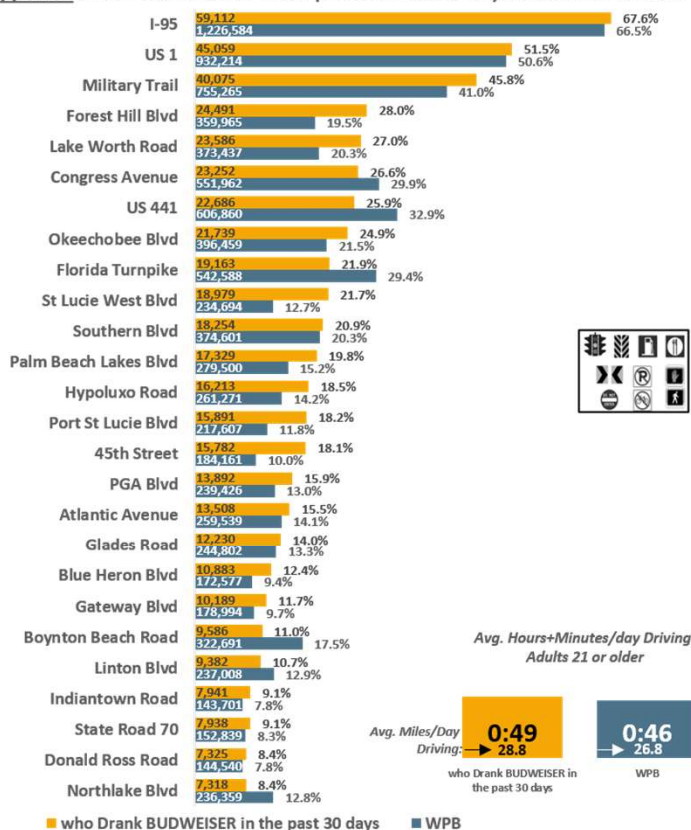
Top-26 Employment Zip Codes: Adults 21 or older





83,247 or 95.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days spend an average of 49.4 minutes per day driving an average of 28.8 miles each day and are 80.7% more likely to use 45th Street than the Metro average.

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



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

Avg. Miles/Day
Driving:

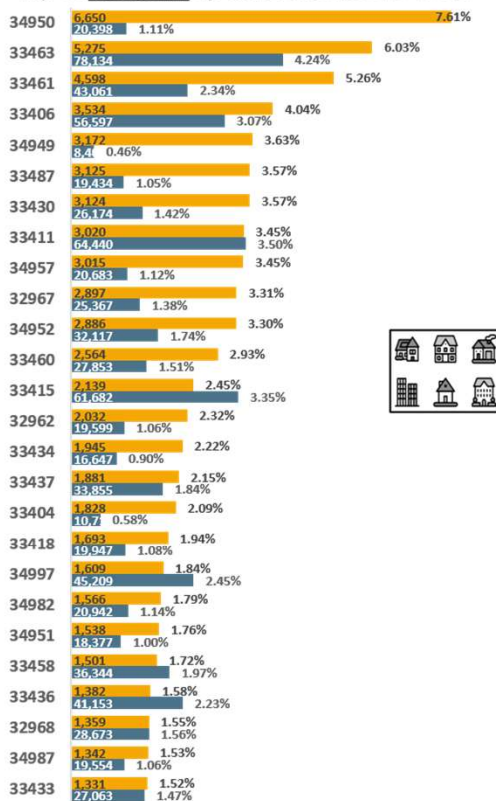
0:49
28.8

0:46
26.8

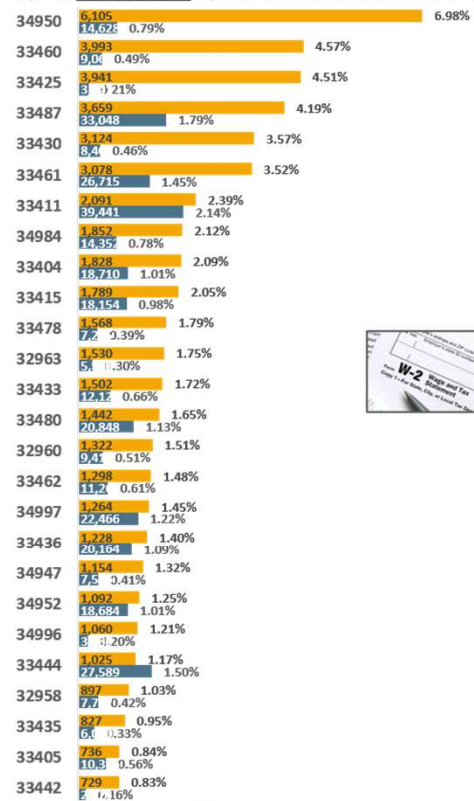
who Drank BUDWEISER in
the past 30 days

WPB

Top-26 Residential Zip Codes: Adults 21 or older

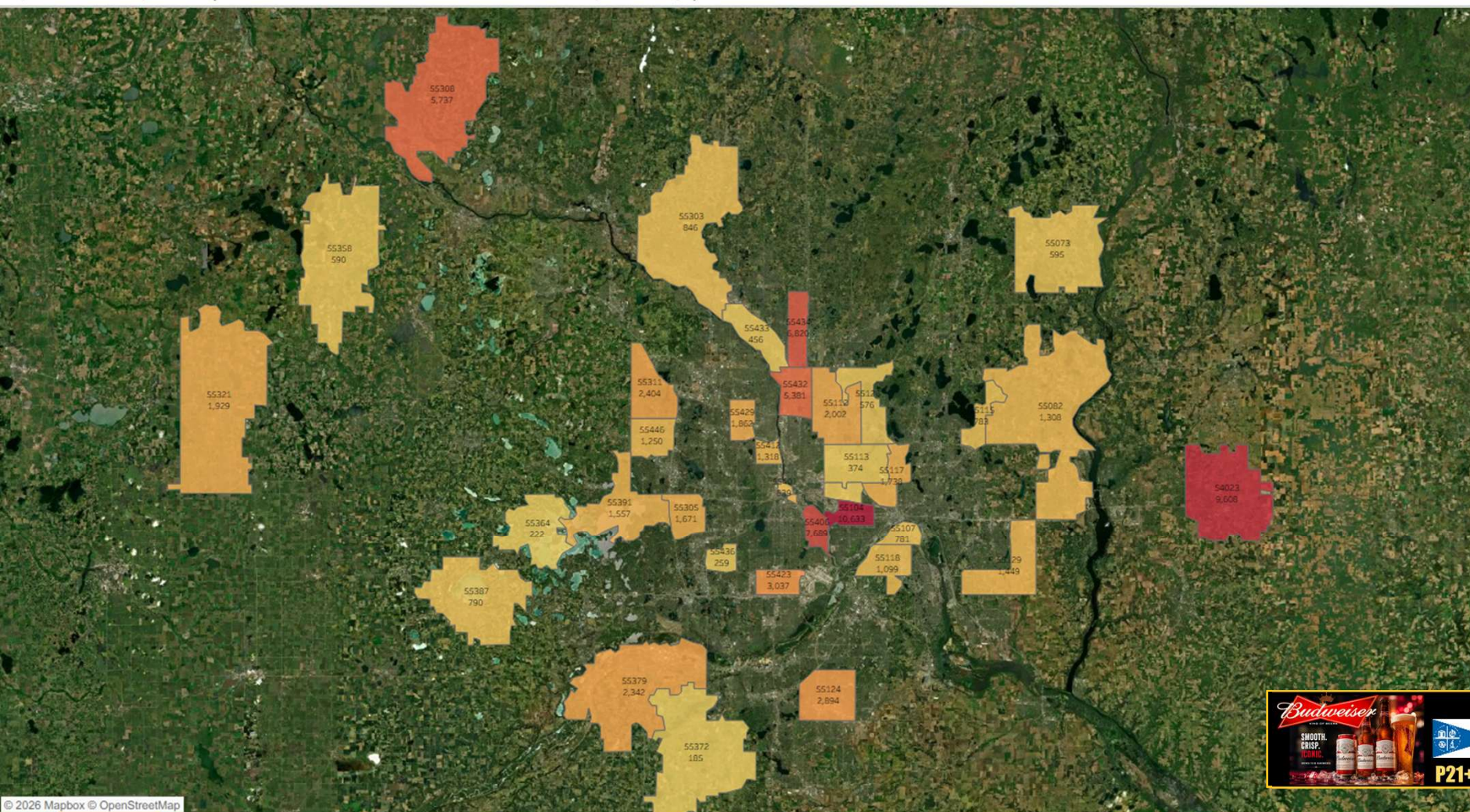


Top-26 Employment Zip Codes: Adults 21 or older



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



SUM(Adults 21 or olde...
185 10,633



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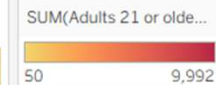
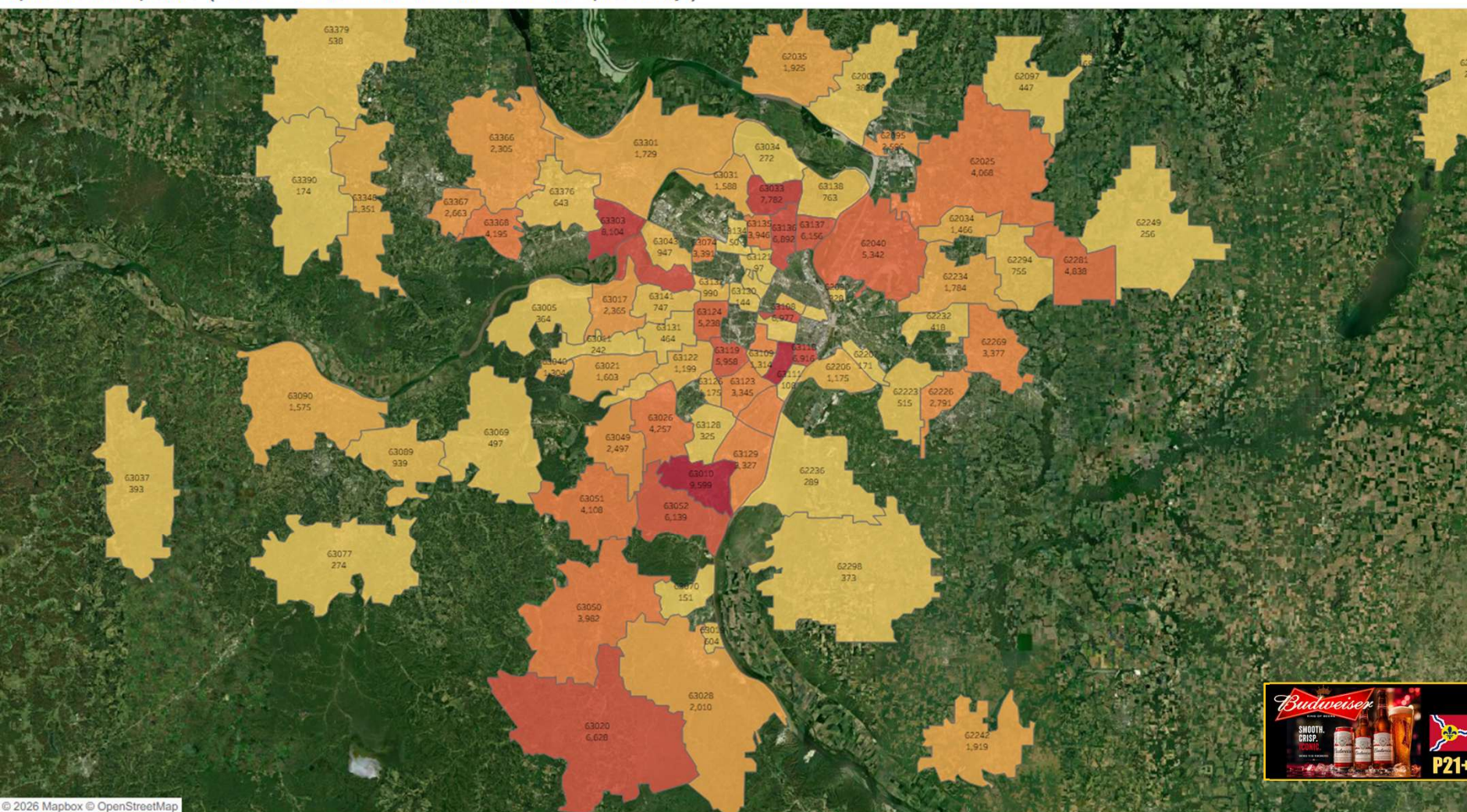
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

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



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STL DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab
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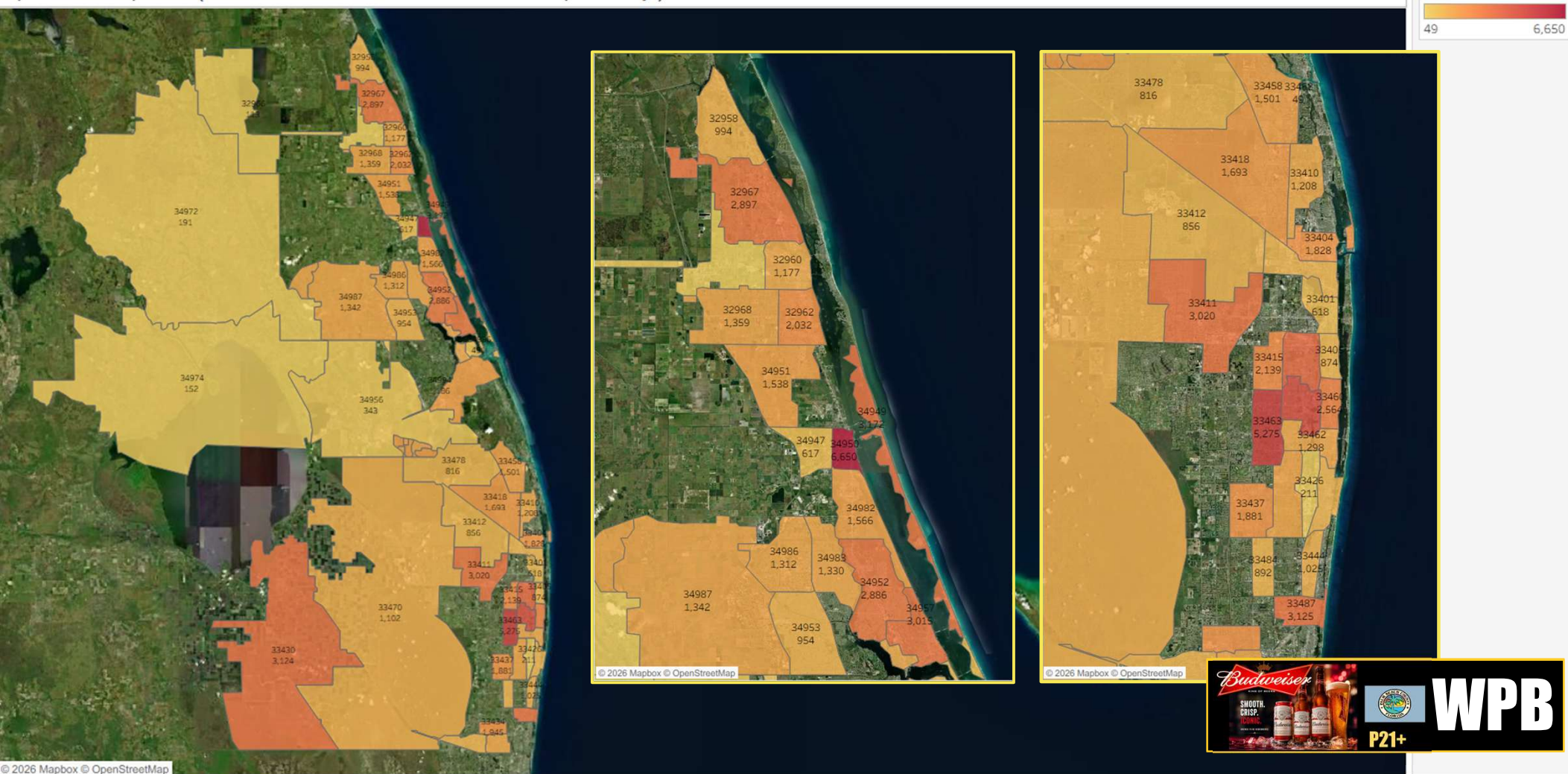
[[Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser]]

SUM(Adults 21 or older...



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

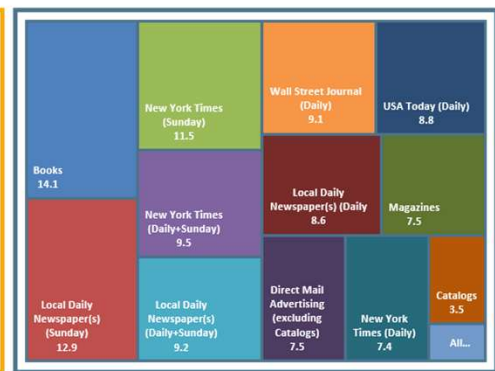
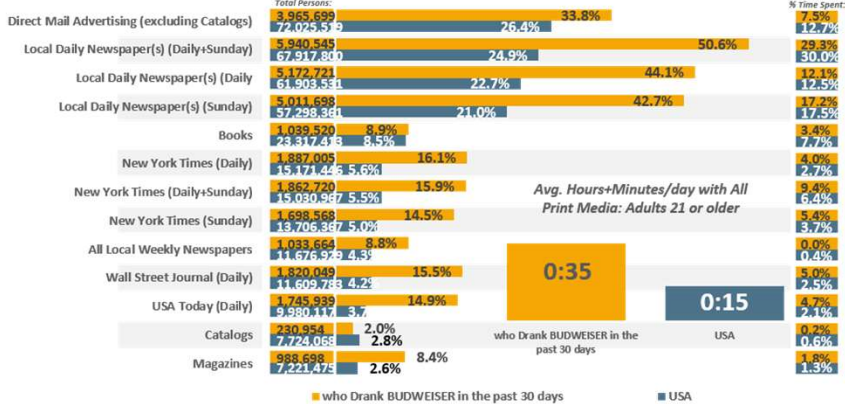
Top Residential Zip Codes: (Adults 21 or older who Drank BUDWEISER in the past 30 days)



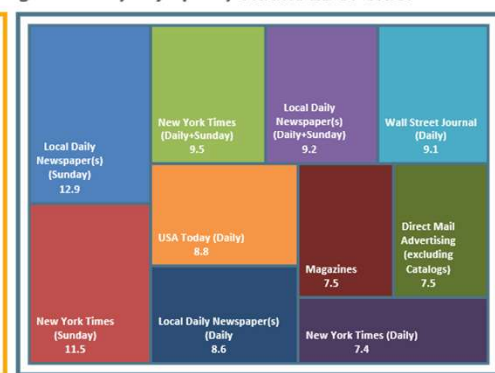
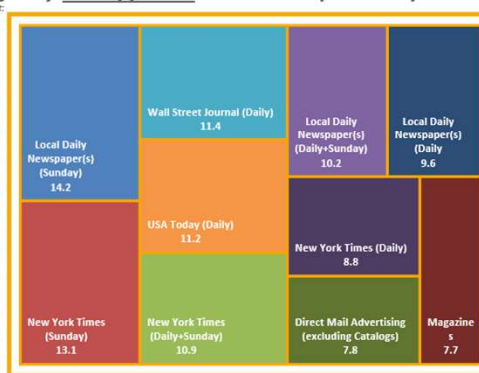
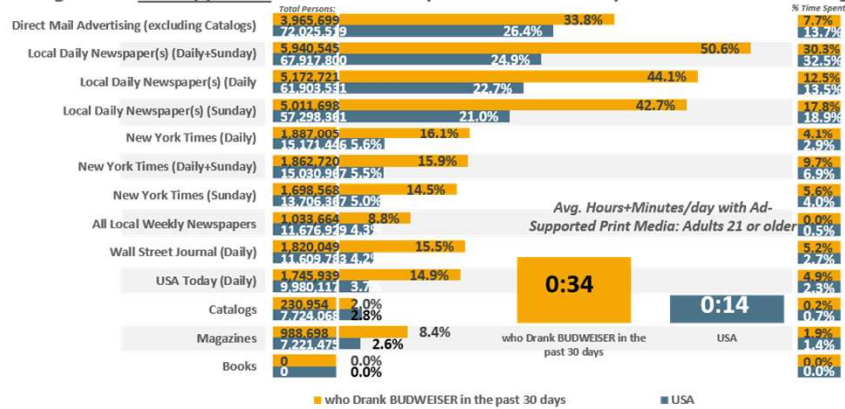


5,940,545 or 50.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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**



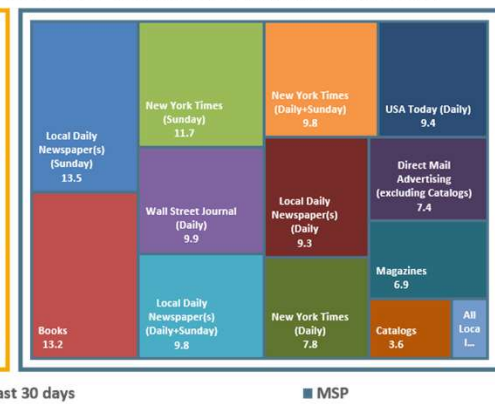
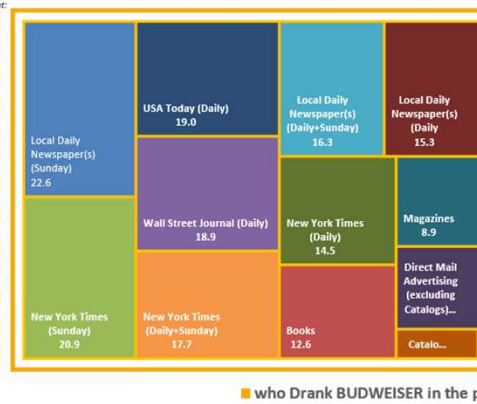
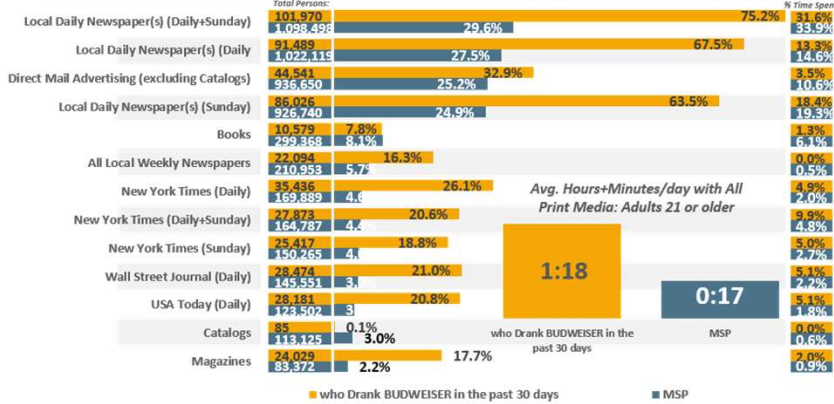
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



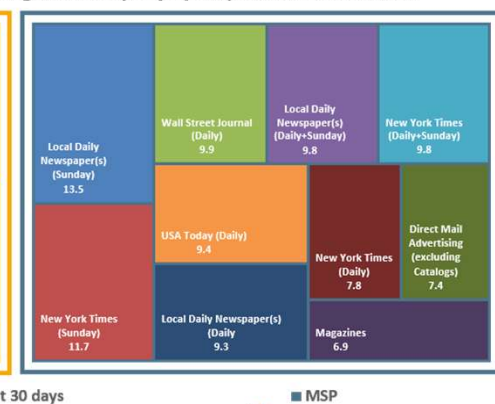
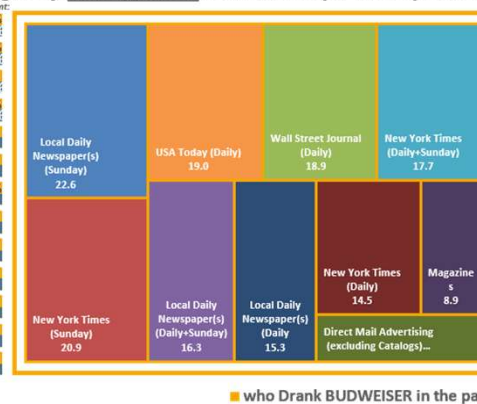
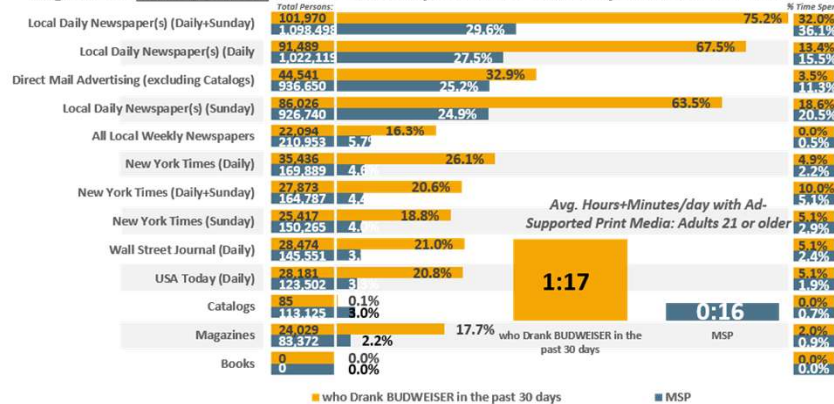


101,970 or 75.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.3 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

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**



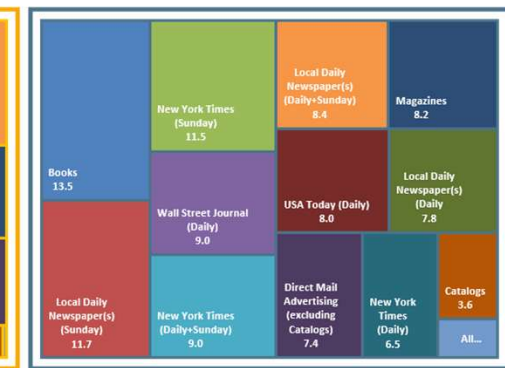
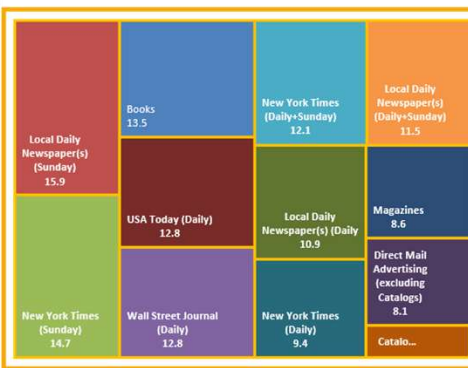
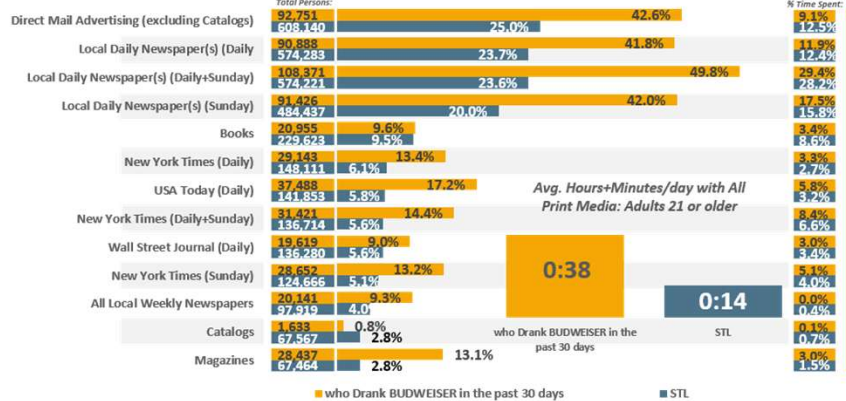
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



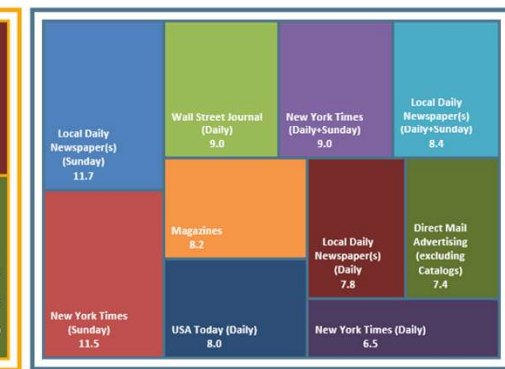
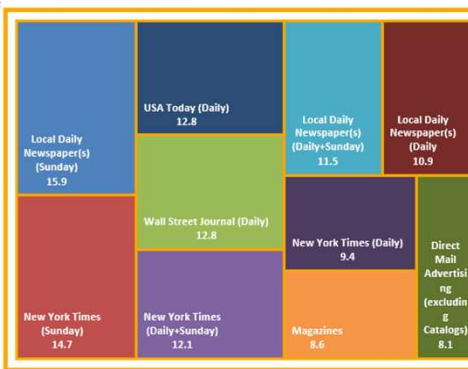
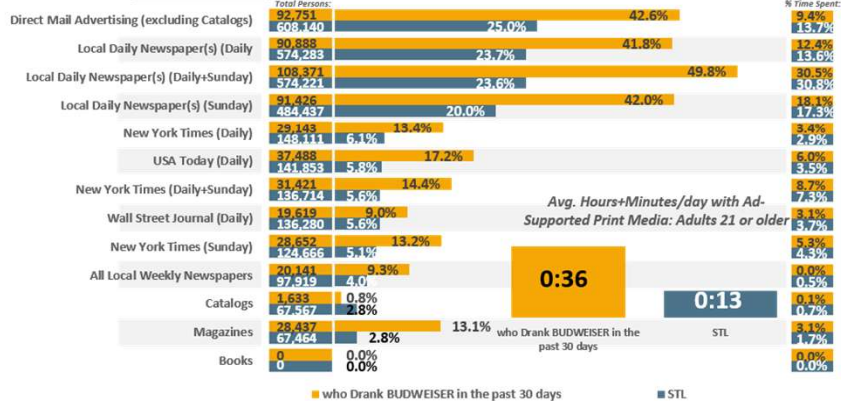


108,371 or 49.8% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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



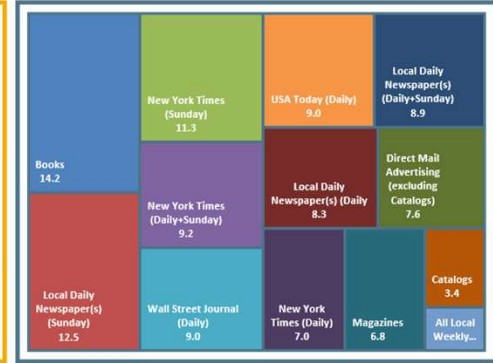
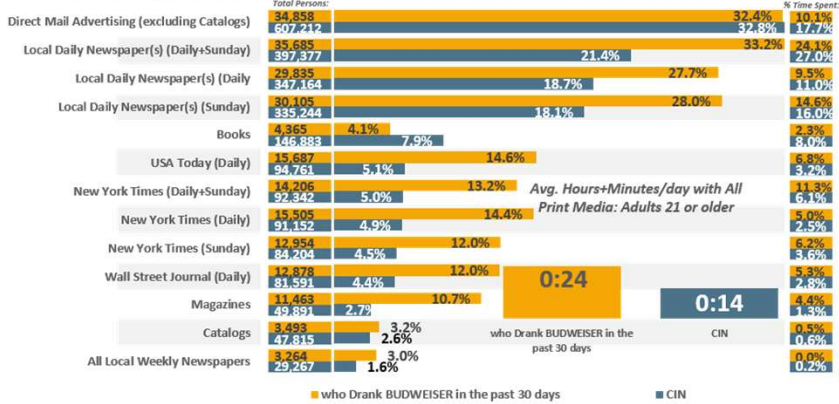
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



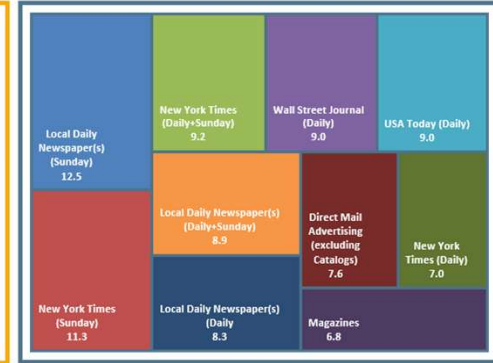
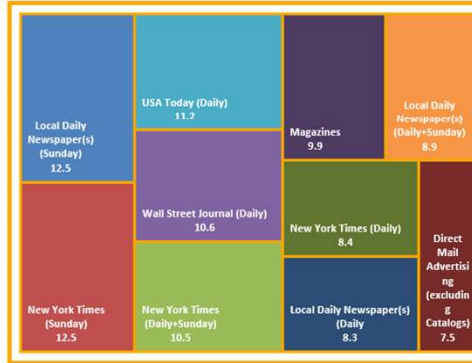
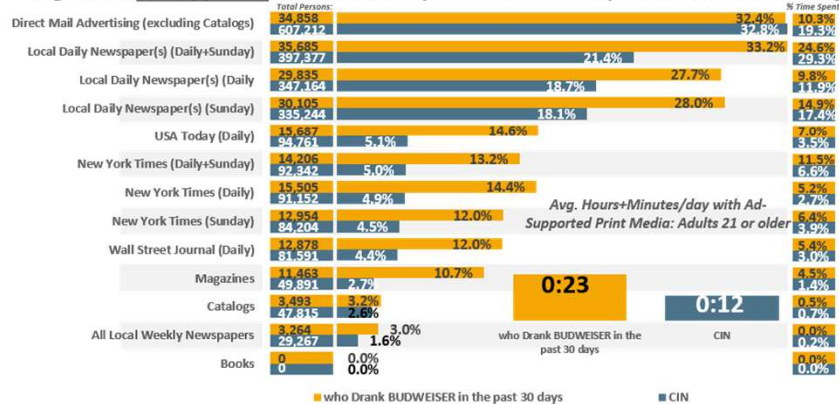


35,685 or 33.2% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 24.6% of all time spent daily with All forms of Print Media.

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**



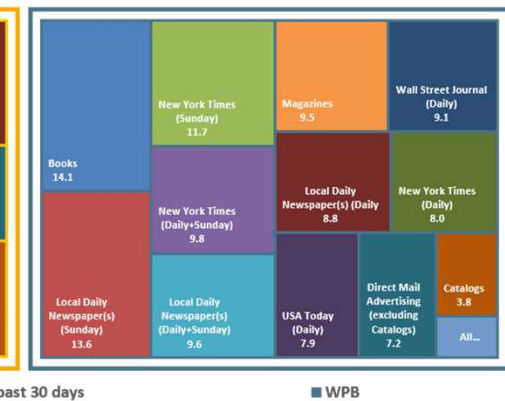
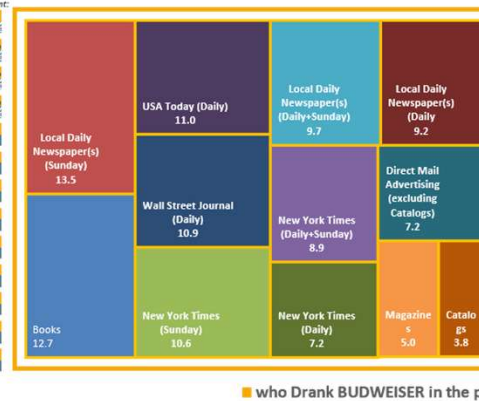
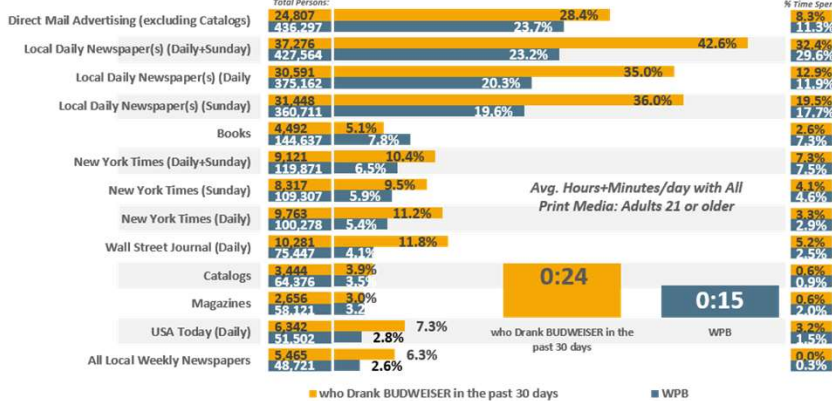
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



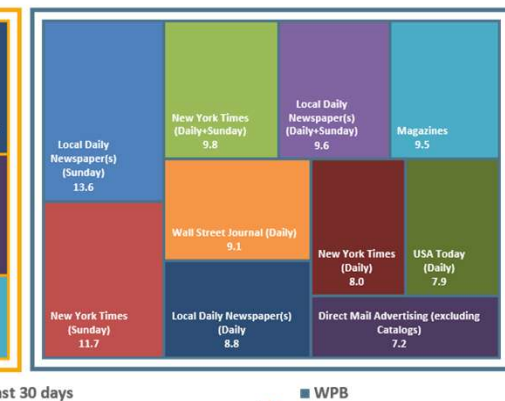
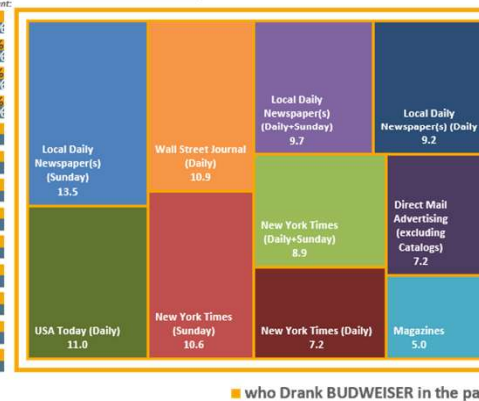
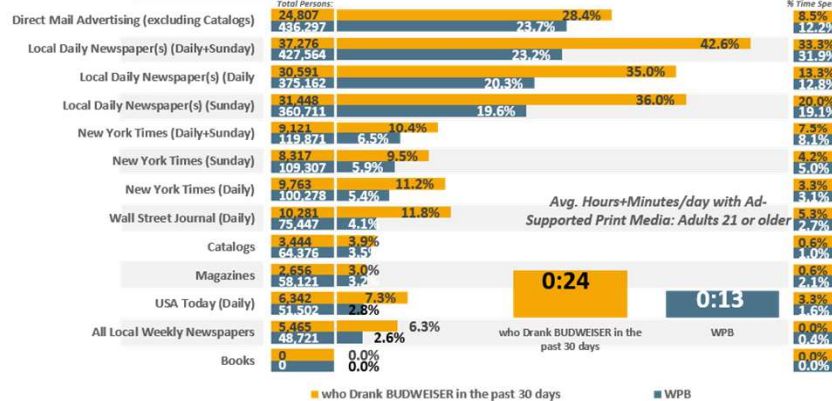


37,276 or 42.6% of Adults 21 or older who Drank BUDWEISER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

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**



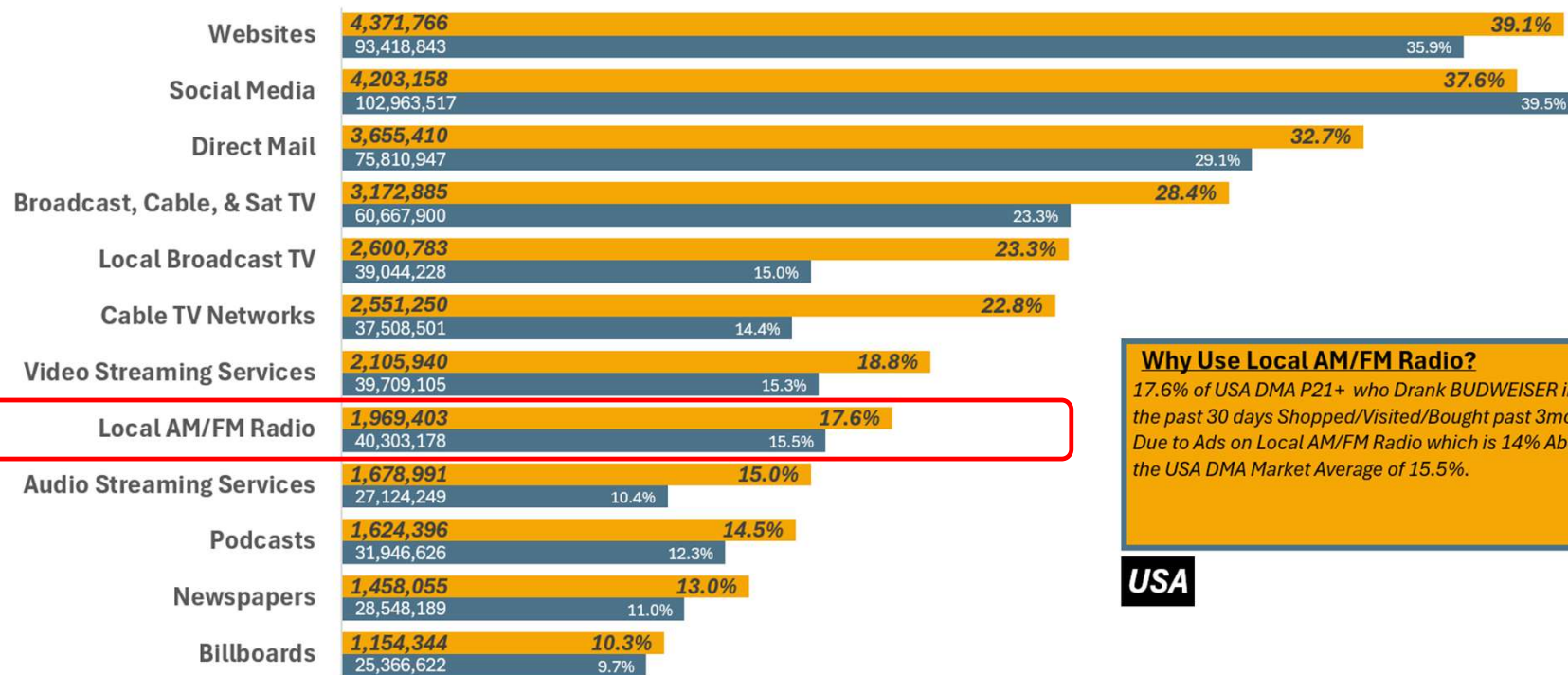
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





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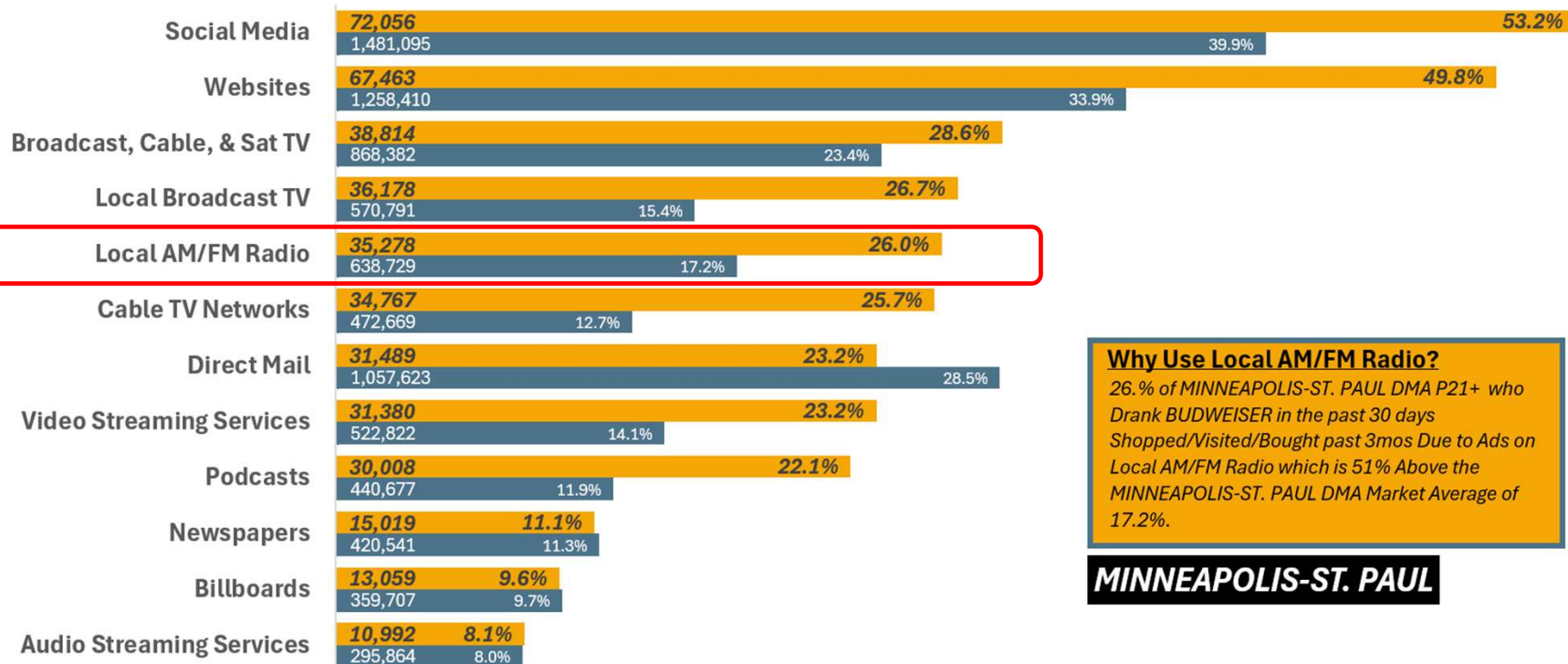
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"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?

26. % of MINNEAPOLIS-ST. PAUL 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 51% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

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

■ P21+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 60
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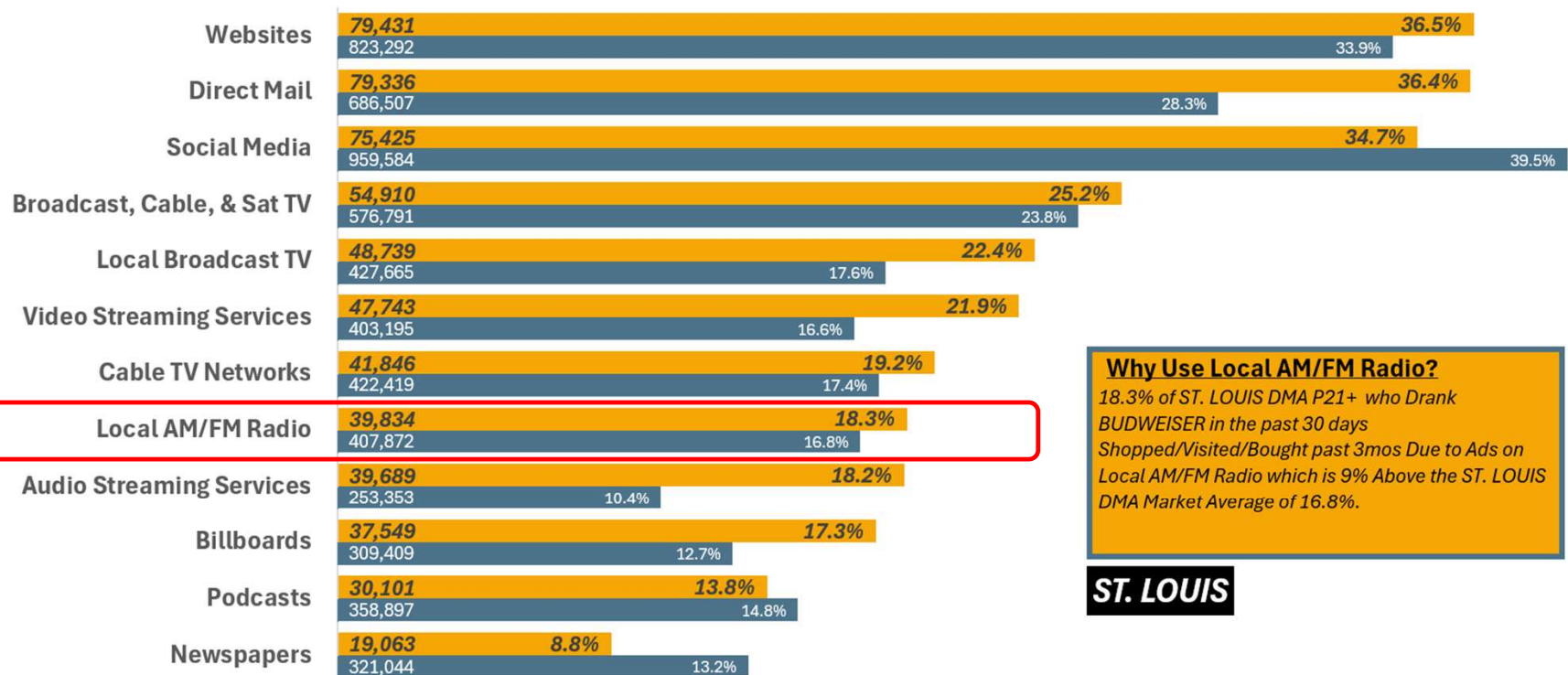
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"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?

18.3% of ST. LOUIS 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 9% Above the ST. LOUIS DMA Market Average of 16.8%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 169
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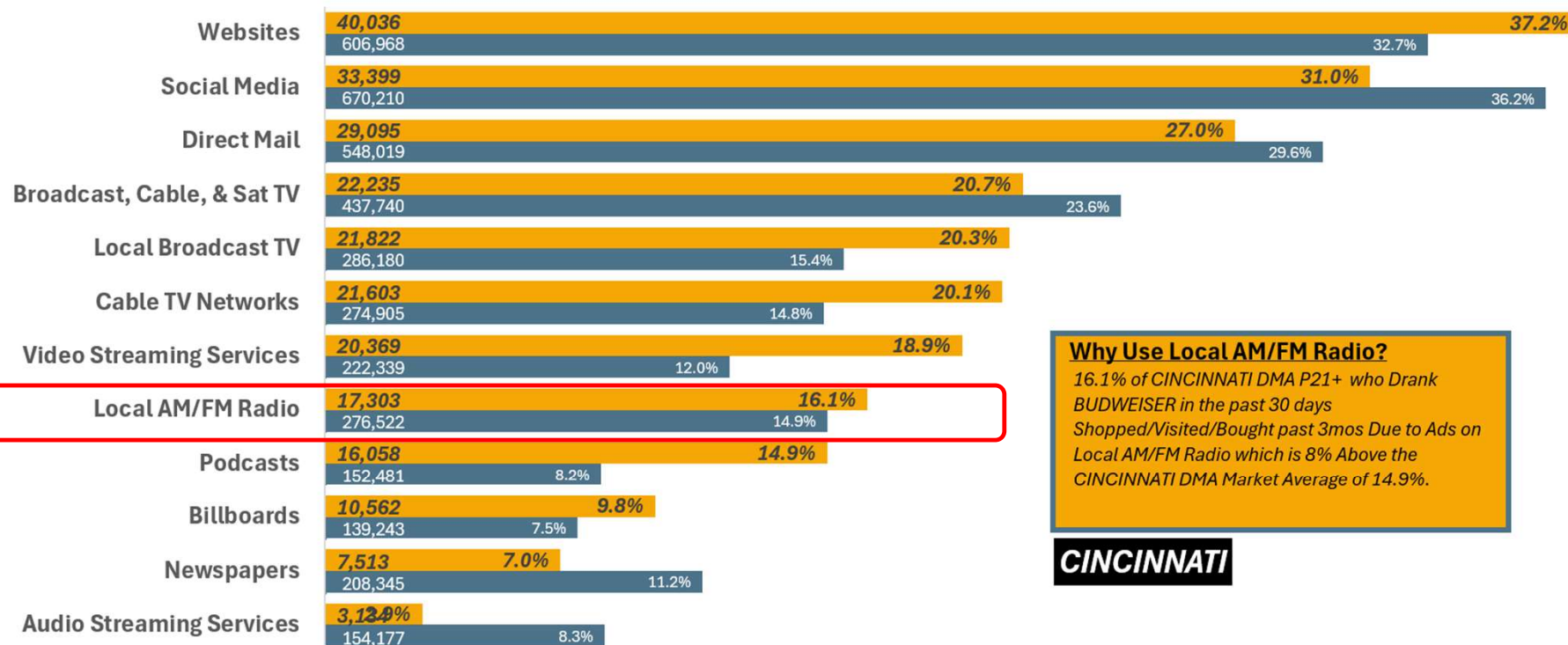
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"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?

16.1% of CINCINNATI 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 8% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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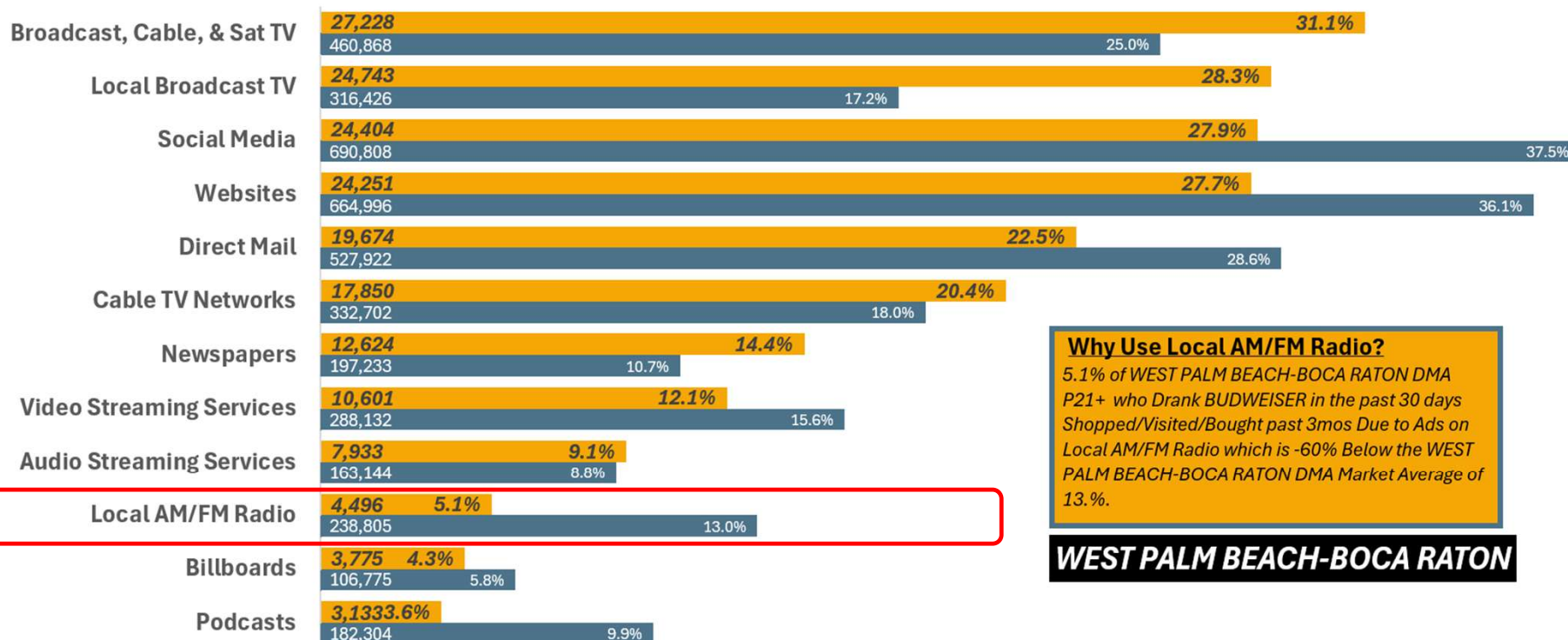
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 99
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]



"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?

5.1% of WEST PALM BEACH-BOCA RATON 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 -60% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.0%.

WEST PALM BEACH-BOCA RATON

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

■ P21+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 125
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[(Age summaries: Adults 21 or older AND Domestic regular beer drank past 30 days: Budweiser)]