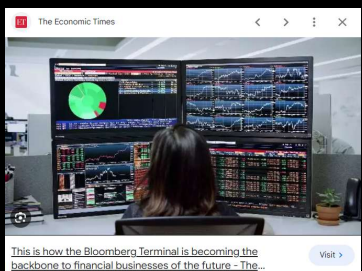


USA+4 More DMAs – P21+ who Drank BUD LIGHT in the past 30 days!

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 BUD LIGHT in the past 30 days as of March 31, 2026.



P21+

 **AB InBev**  **Altria** **Vanguard** **BlackRock**

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

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]





5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 47.8 years old (5.% younger than average) and have a \$95,866 (3.1% lower than average) annual household income.

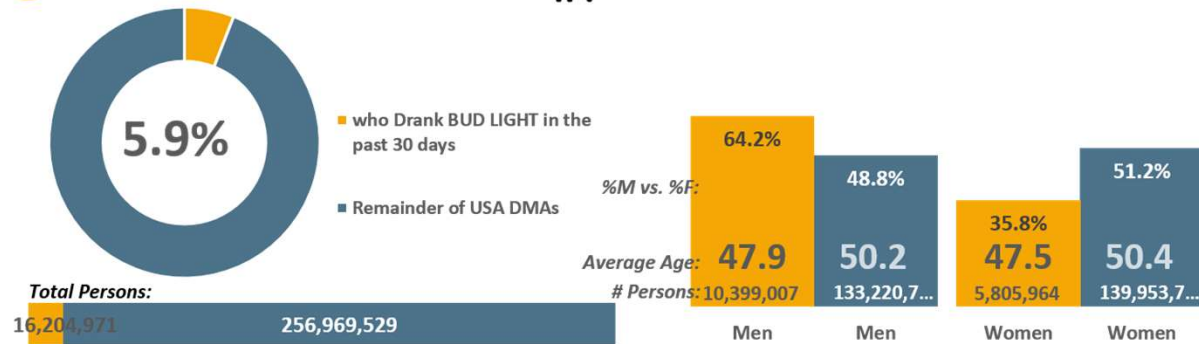


Percent of Market: Adults 21 or older

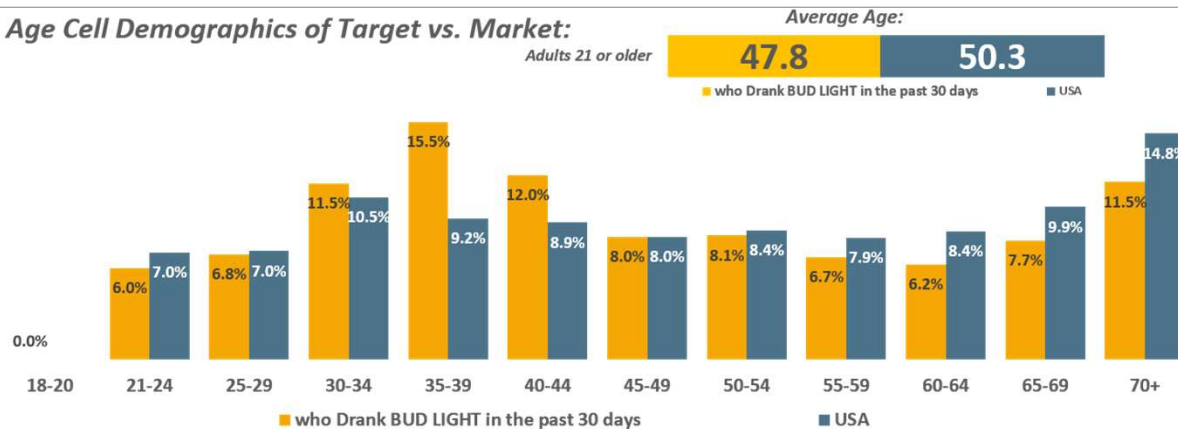


Gender of Target vs. Market: Adults 21 or older

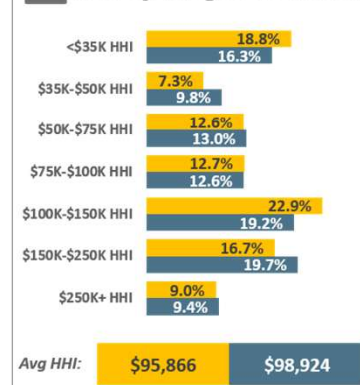
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

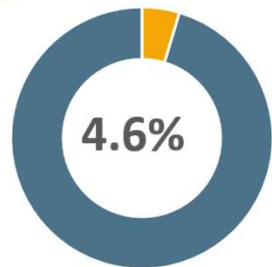
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 50.2 years old (.7% younger than average) and have a \$112,538 (2.2% lower than average) annual household income.



Percent of Market: Adults 21 or older

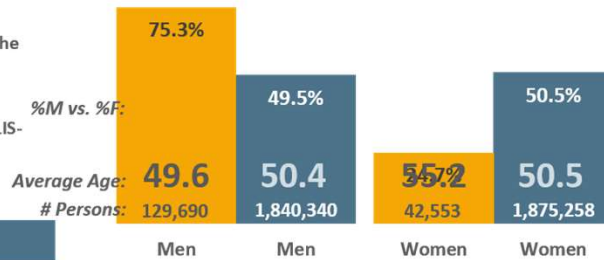


■ who Drank BUD LIGHT in the past 30 days
■ Remainder of MINNEAPOLIS-ST. PAUL DMA

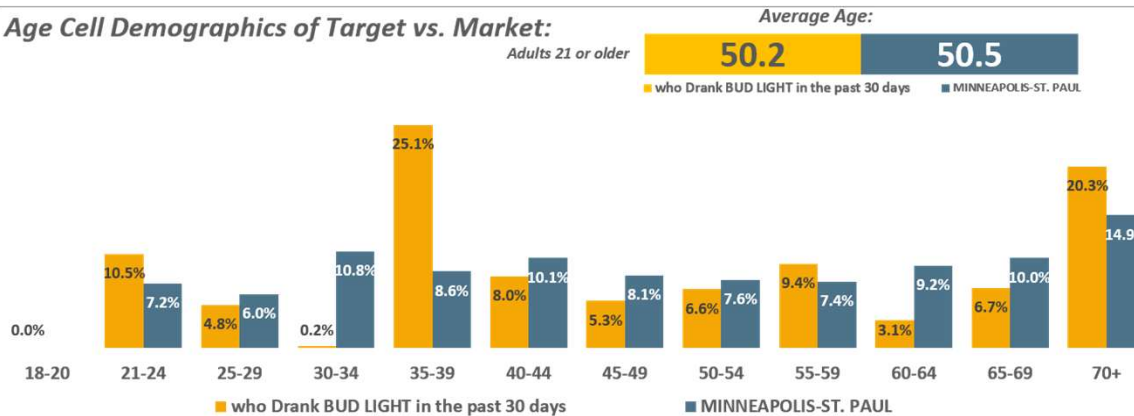
Total Persons:
172,243 3,543,355



Gender of Target vs. Market: Adults 21 or older

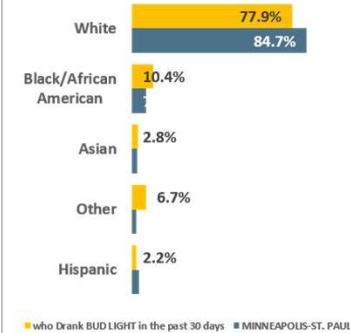


Age Cell Demographics of Target vs. Market:

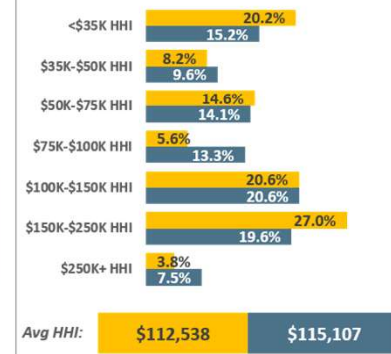


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$112,538 \$115,107

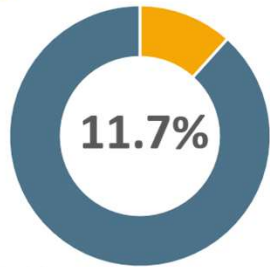
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 49.3 years old (2.5% younger than average) and have a \$109,939 (7.% higher than average) annual household income.



Percent of Market: Adults 21 or older



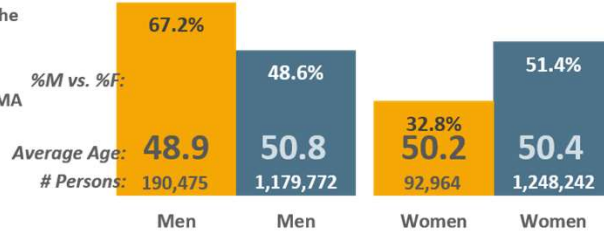
■ who Drank BUD LIGHT in the past 30 days
 ■ Remainder of ST. LOUIS DMA

Total Persons:

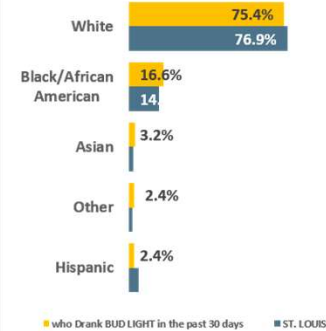
283,439 2,144,575



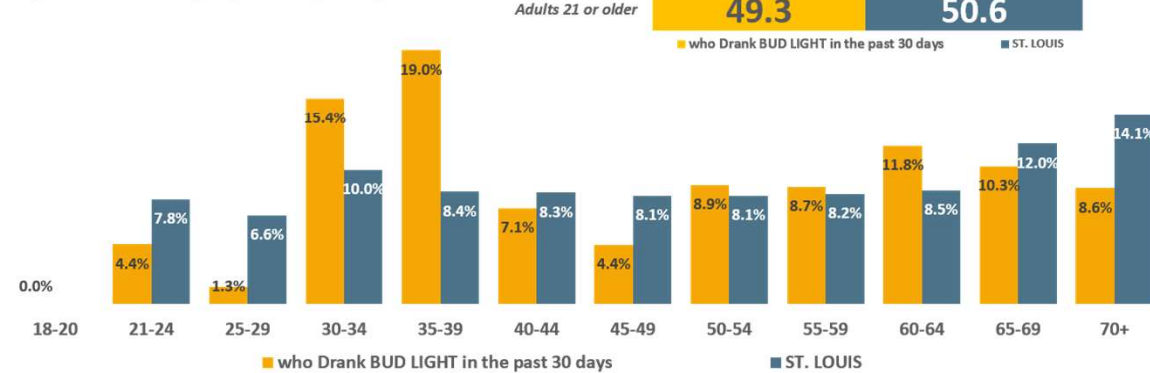
Gender of Target vs. Market: Adults 21 or older



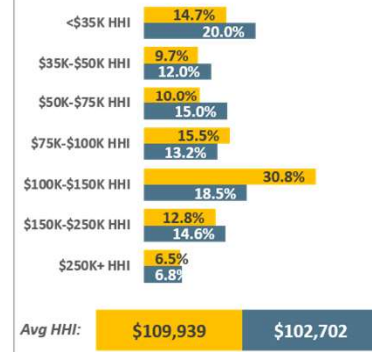
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

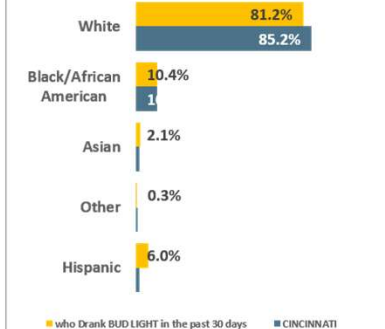
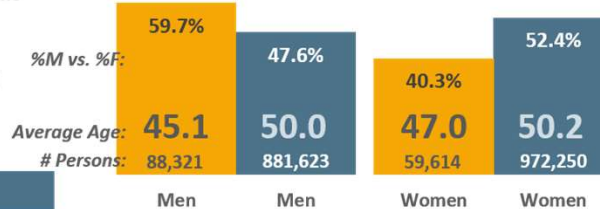
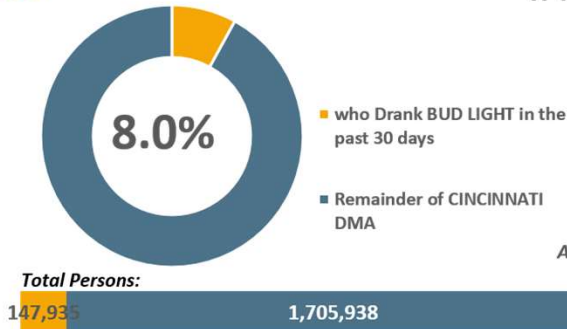


Avg HHI: \$109,939 \$102,702

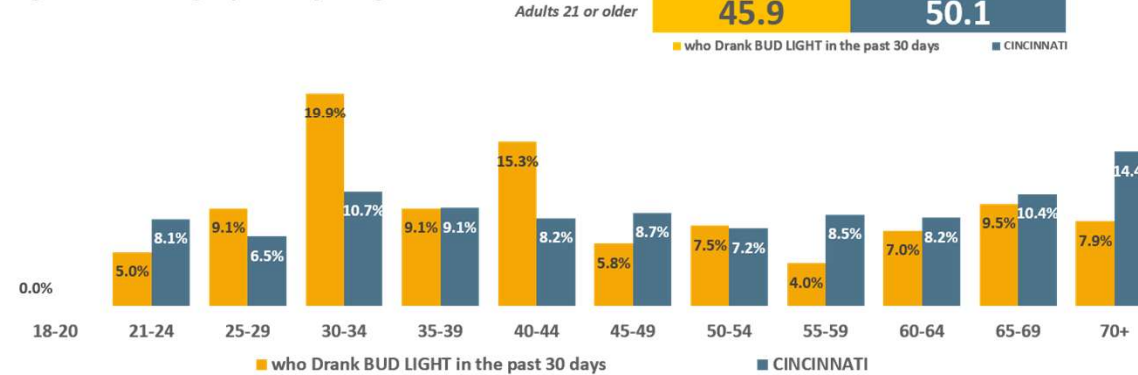


8.0% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 45.9 years old (8.5% younger than average) and have a \$118,130 (15.8% higher than average) annual household income.

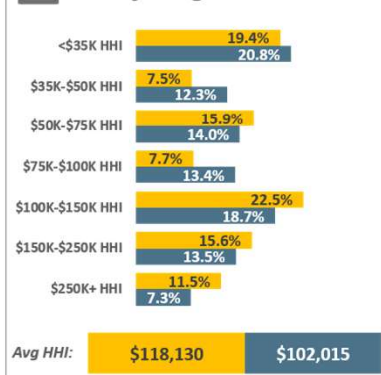
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 53.3 years old (3.3% younger than average) and have a \$101,476 (5.5% lower than average) annual household income.

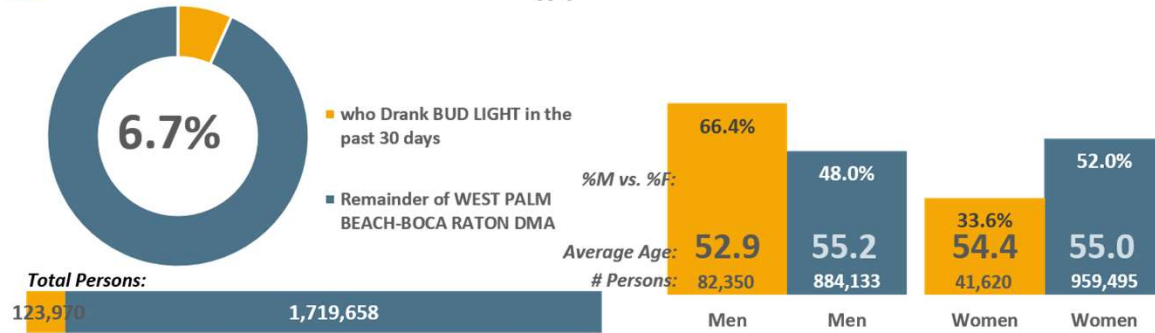


Percent of Market: Adults 21 or older

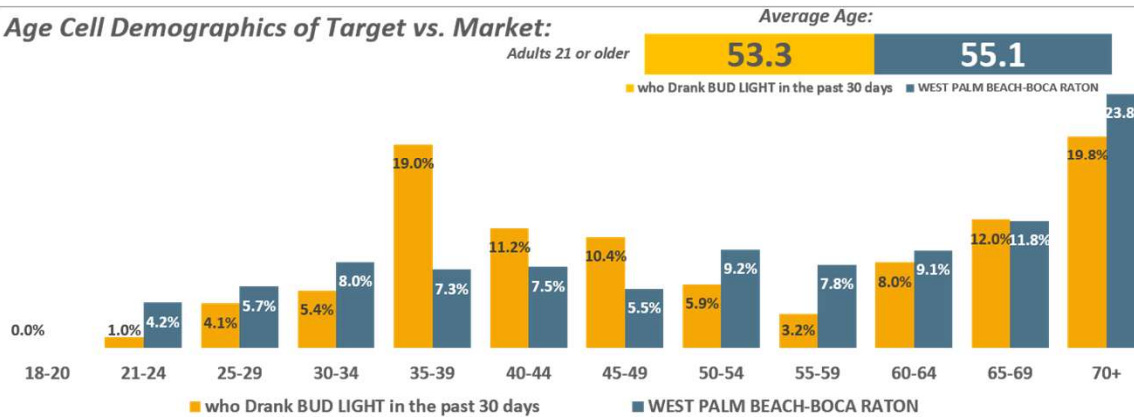


Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:

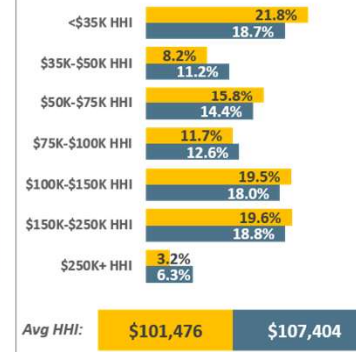


Age Cell Demographics of Target vs. Market:

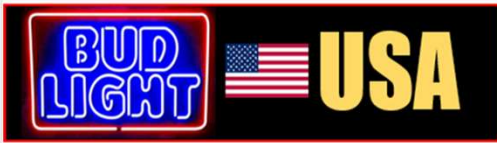


WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HHI of Target vs. Market:



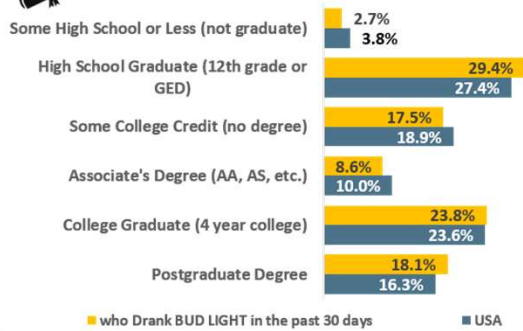
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



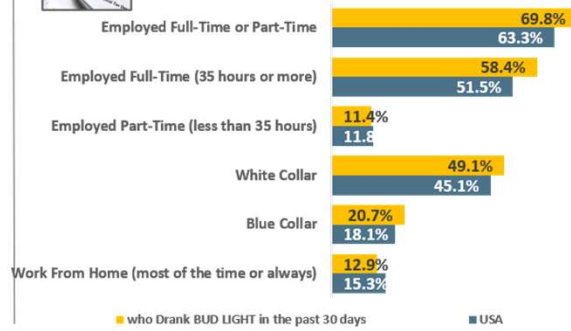
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.1% more likely to be a college graduate, 13.3% more likely to work full-time, 3.9% more likely to be married, 38.8% more likely to be a parent of 1 or more children under 18.



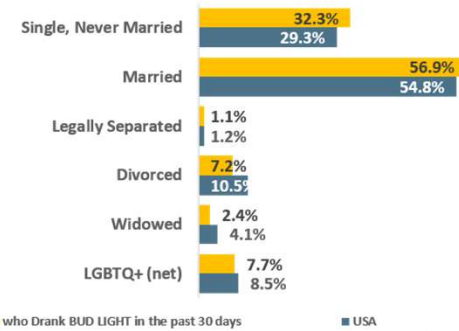
Education Levels: Adults 21 or older



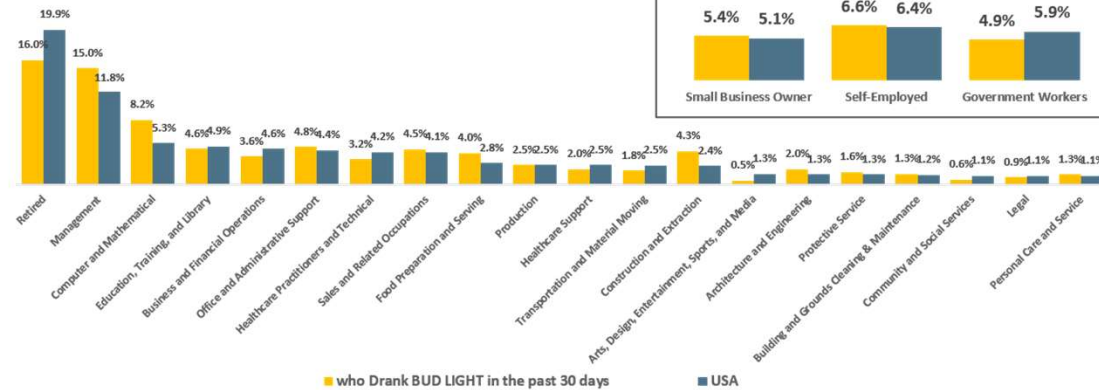
Employment: Adults 21 or older



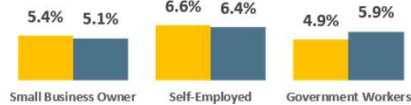
Marital Status: Adults 21 or older



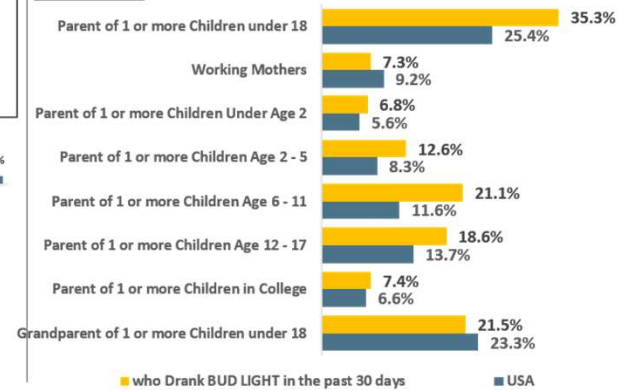
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

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

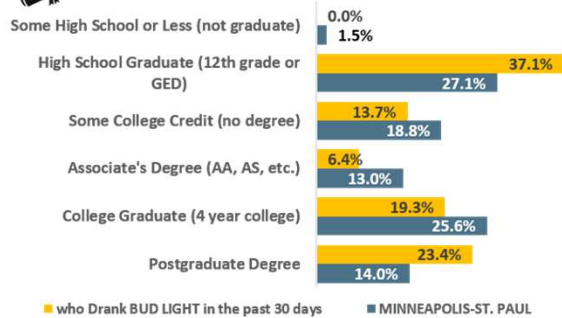
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



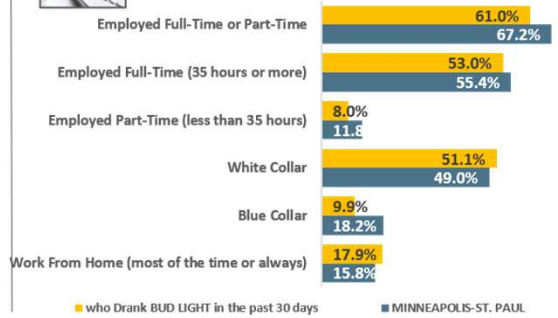
4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 8.1% more likely to be a college graduate, 4.2% less likely to work full-time, 7.5% more likely to be married, 30.2% more likely to be a parent of 1 or more children under 18.



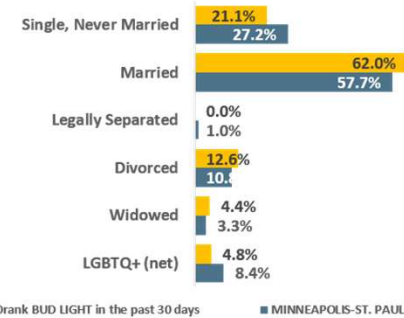
Education Levels: Adults 21 or older



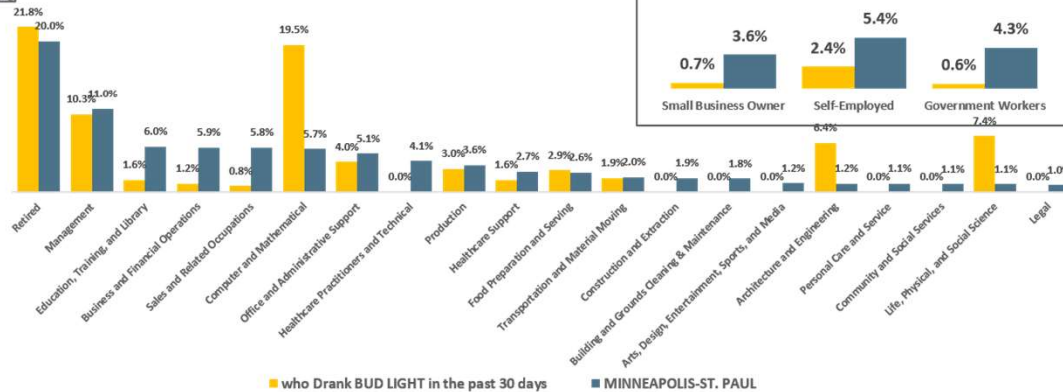
Employment: Adults 21 or older



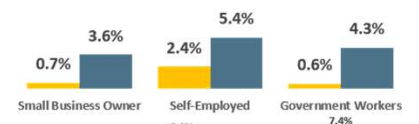
Marital Status: Adults 21 or older



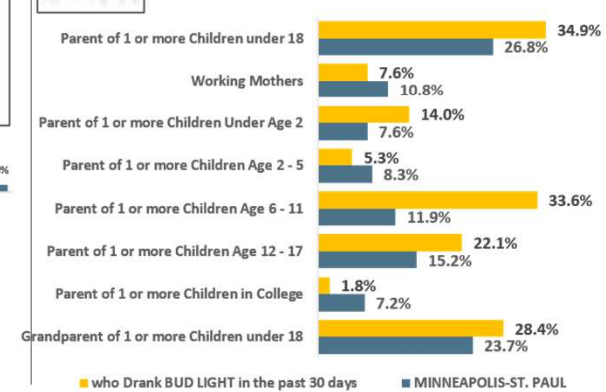
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

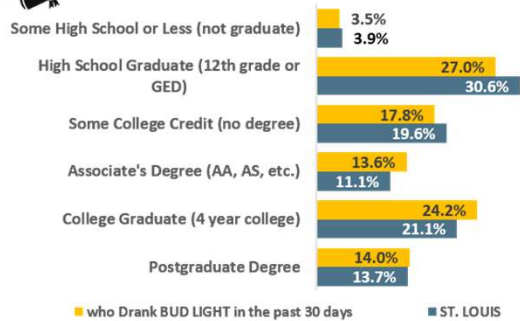




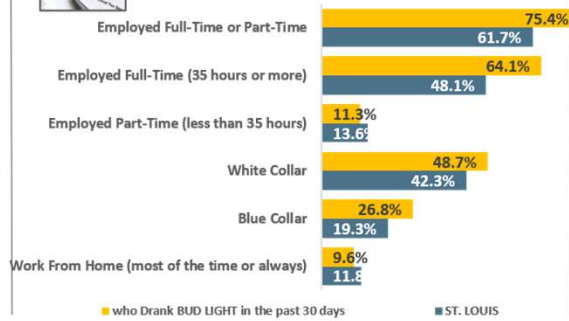
11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 9.5% more likely to be a college graduate, 33.4% more likely to work full-time, 2.8% more likely to be married, 18.% more likely to be a parent of 1 or more children under 18.



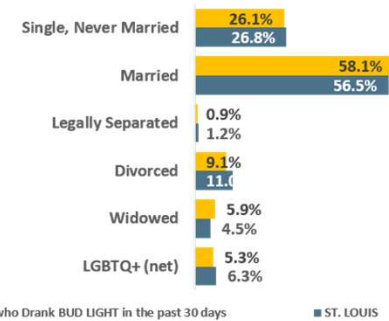
Education Levels: Adults 21 or older



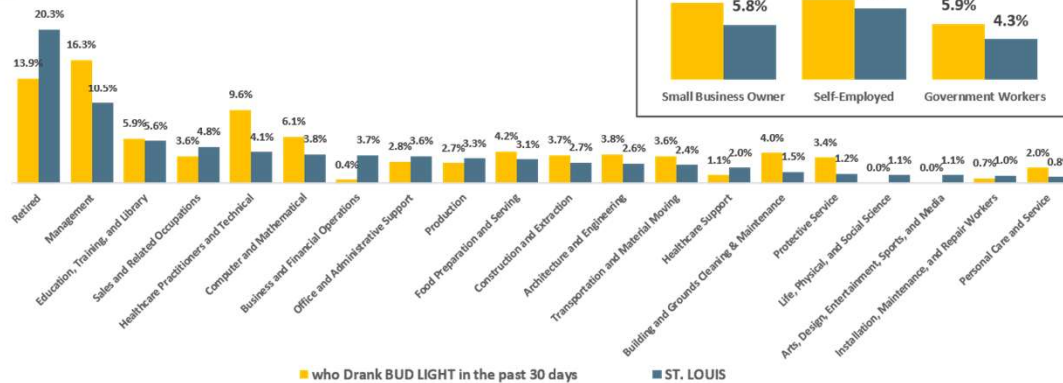
Employment: Adults 21 or older



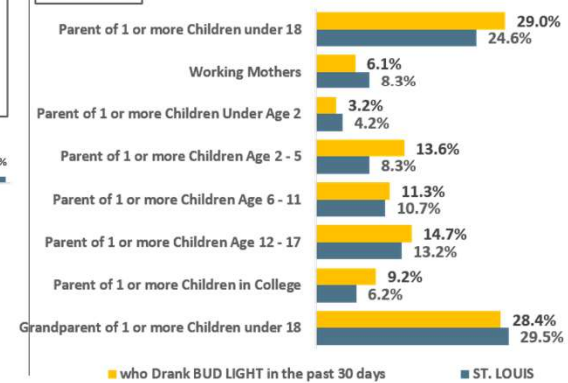
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

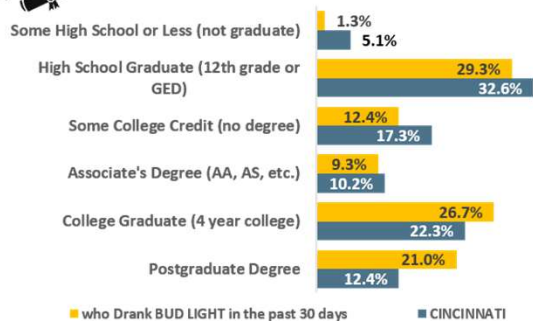




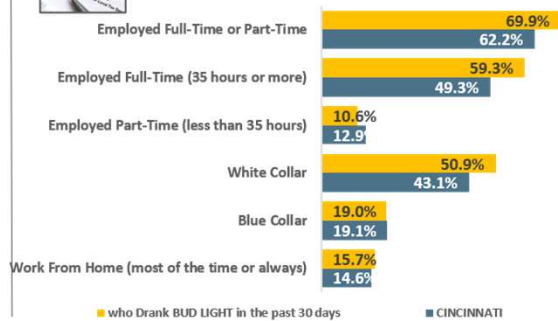
8.8% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 37.3% more likely to be a college graduate, 20.5% more likely to work full-time, 6.1% more likely to be married, 48.6% more likely to be a parent of 1 or more children under 18.



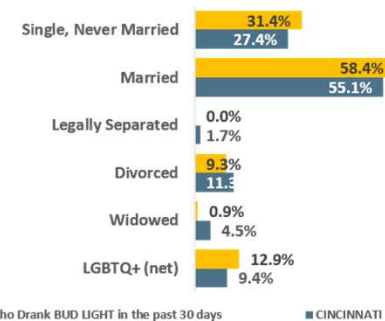
Education Levels: Adults 21 or older



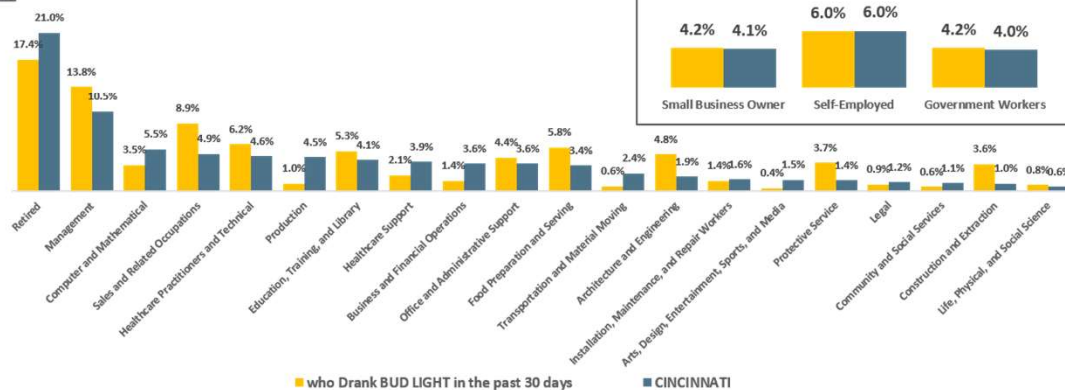
Employment: Adults 21 or older



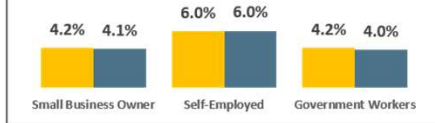
Marital Status: Adults 21 or older



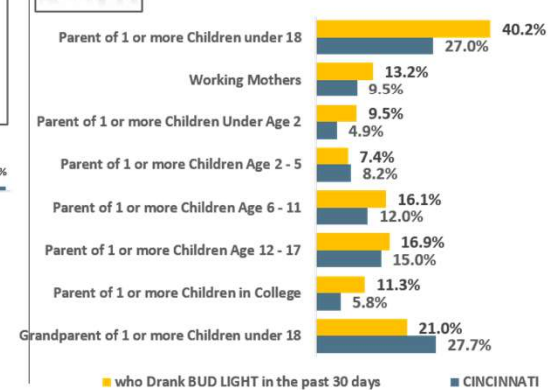
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

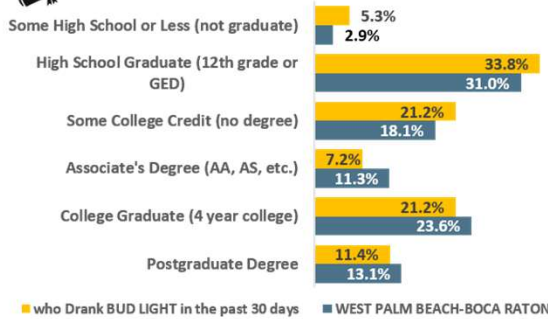




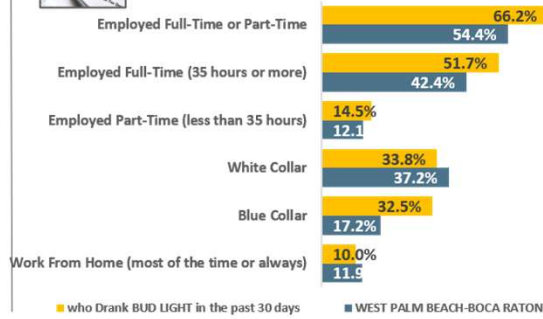
6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past... Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.4% less likely to be a college graduate, 22.1% more likely to work full-time, 15.9% more likely to be married, 86.9% more likely to be a parent of 1 or more children under 18.



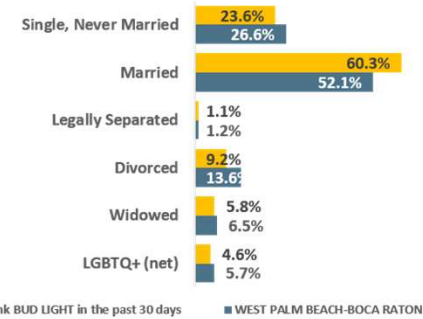
Education Levels: Adults 21 or older



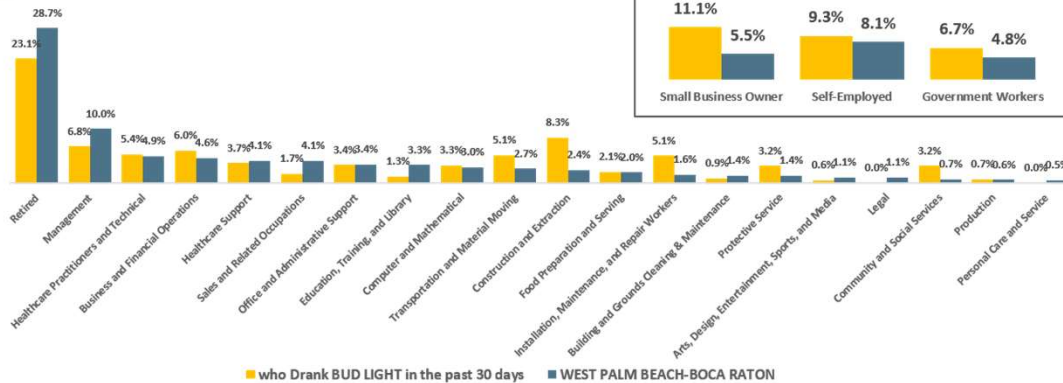
Employment: Adults 21 or older



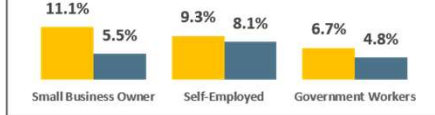
Marital Status: Adults 21 or older



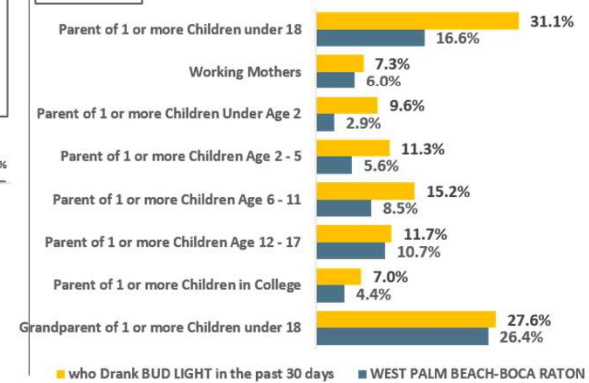
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

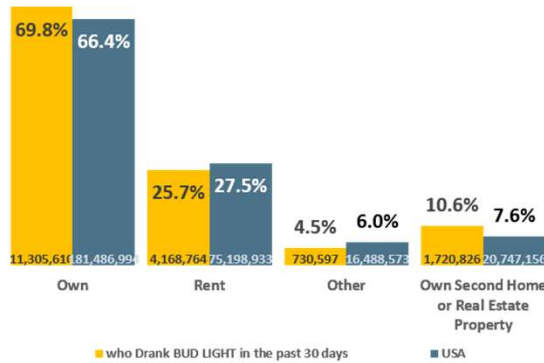




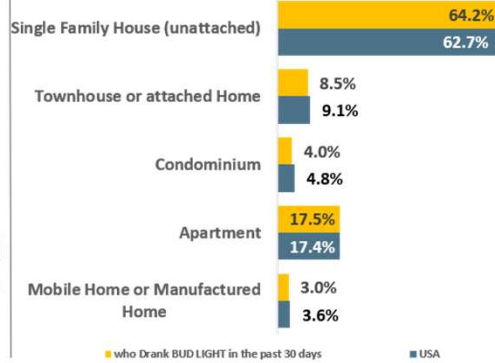
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.% more likely to own their home,
 11.2% more likely to own a higher valued home, 2.5% more likely to have a single-family home, 28.7%
 more likely to have a dog.



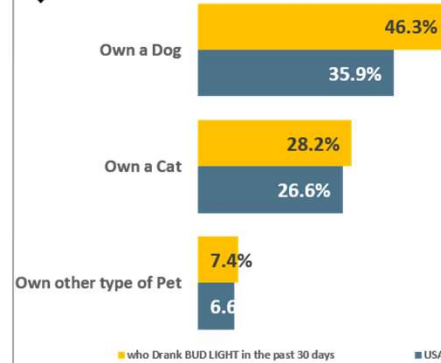
Own/Rent/Other: Adults 21 or older



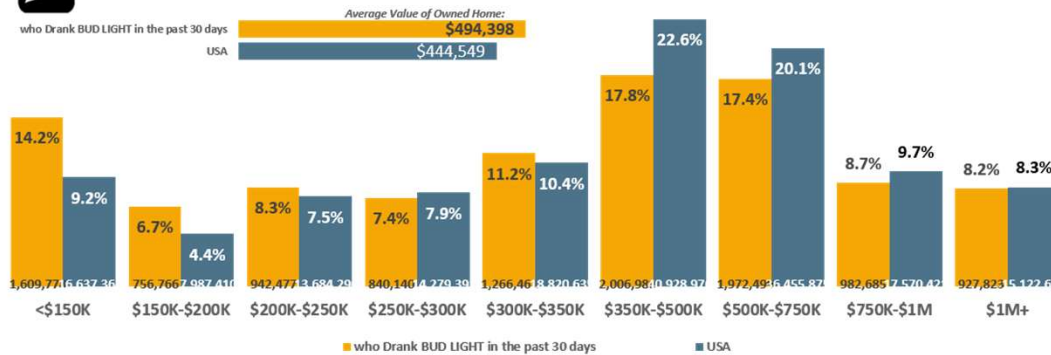
Type of Home: Adults 21 or older



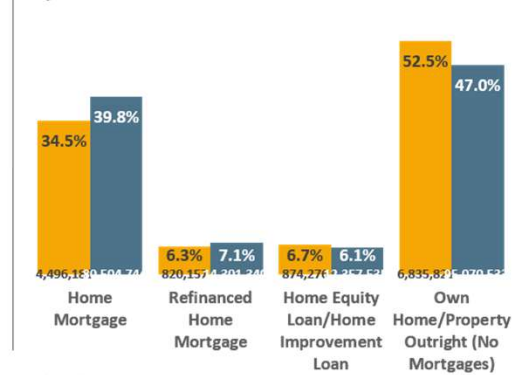
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

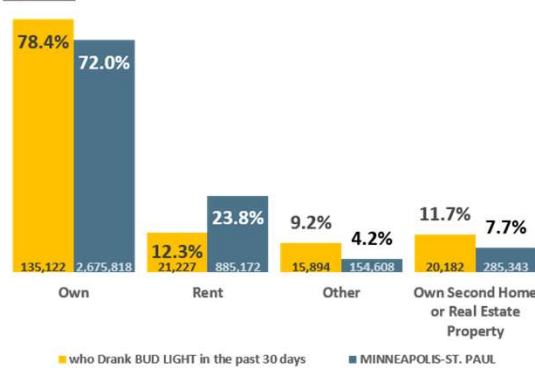


MSP

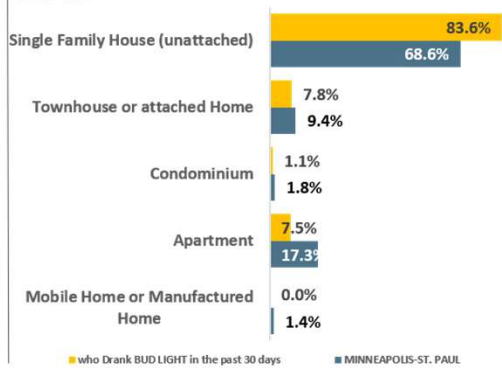
4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 8.9% more likely to own their home, 29.% more likely to own a higher valued home, 21.9% more likely to have a single-family home, 9.8% less likely to have a dog.



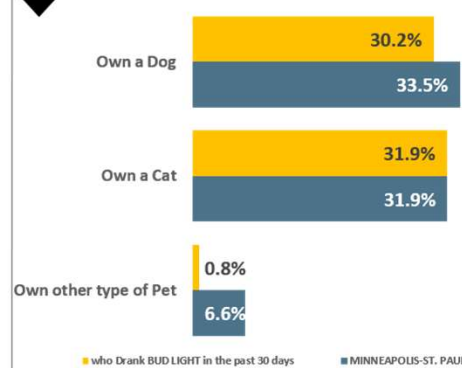
Own/Rent/Other:Adults 21 or older



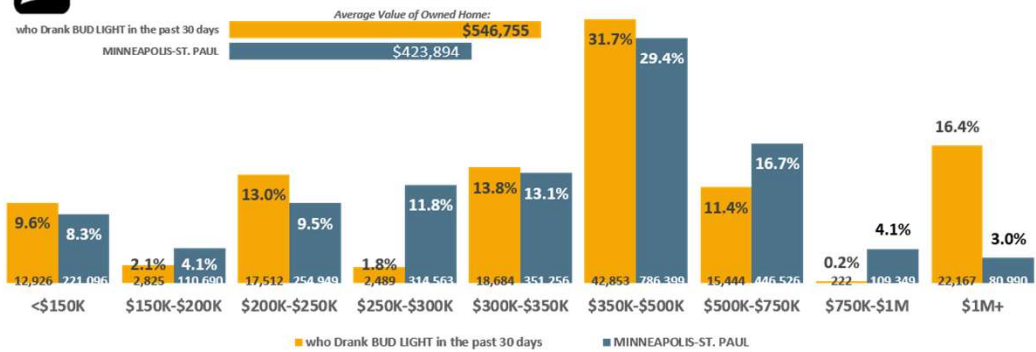
Type of Home:Adults 21 or older



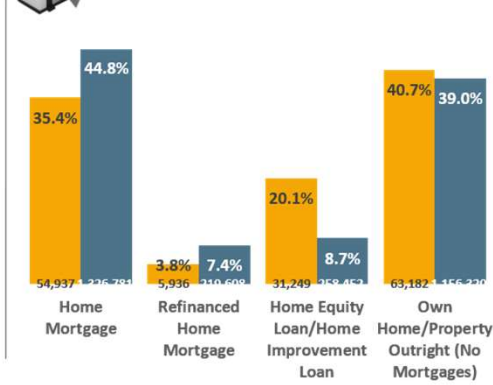
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

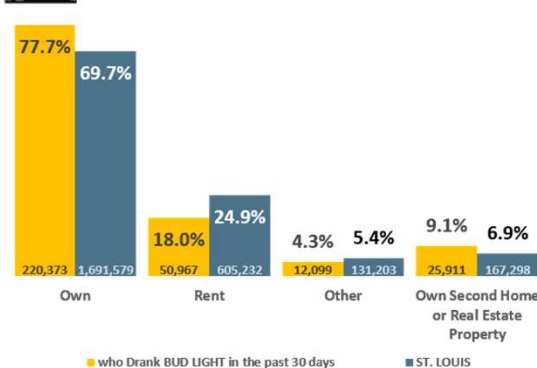


[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

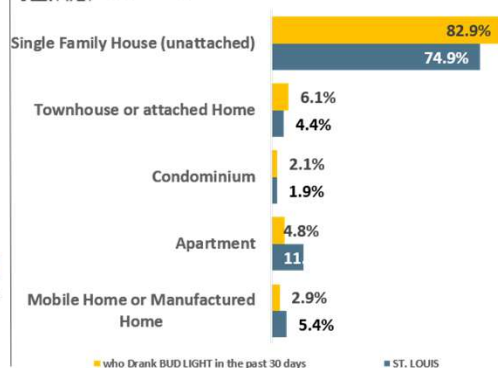


11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.6% more likely to own their home, 6.2% more likely to own a lower valued home, 10.7% more likely to have a single-family home, 22.8% more likely to have a dog.

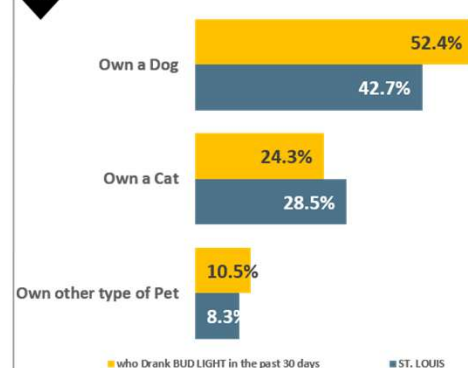
Own/Rent/Other: Adults 21 or older



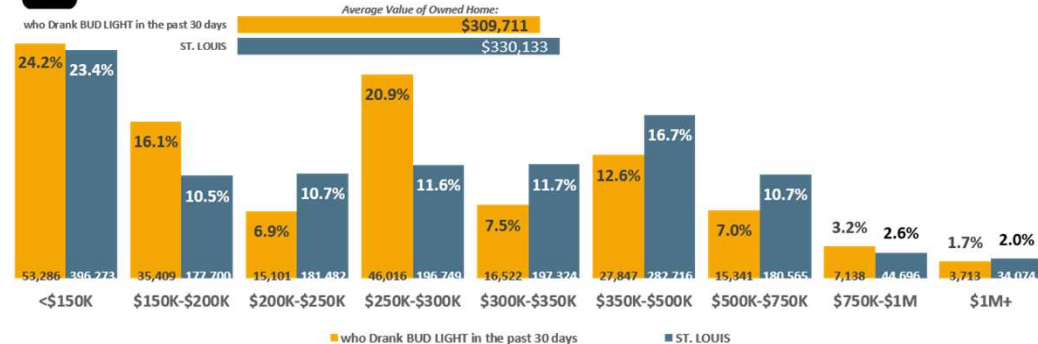
Type of Home: Adults 21 or older



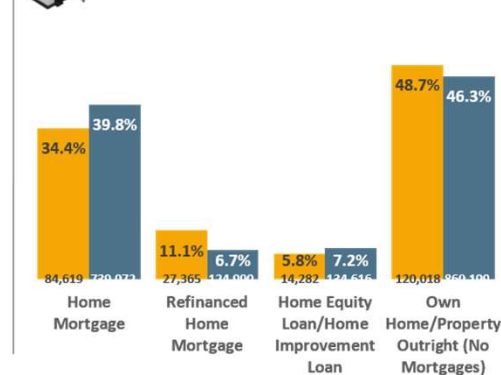
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



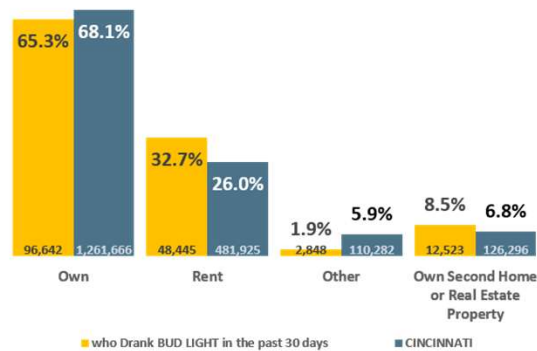
Home Loans: Adults 21 or older



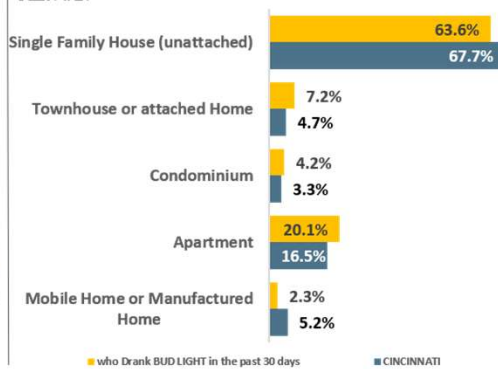


8.8% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 4.4% less likely to own their home, 9.6% more likely to own a higher valued home, 6.6% less likely to have a single-family home, 1.7% more likely to have a dog.

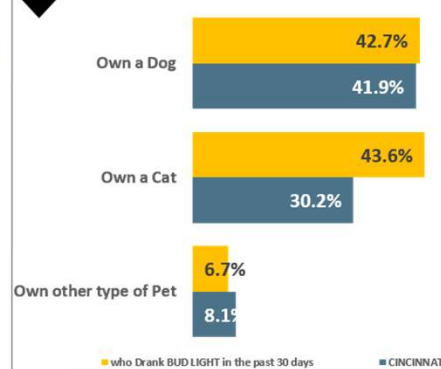
Own/Rent/Other: Adults 21 or older



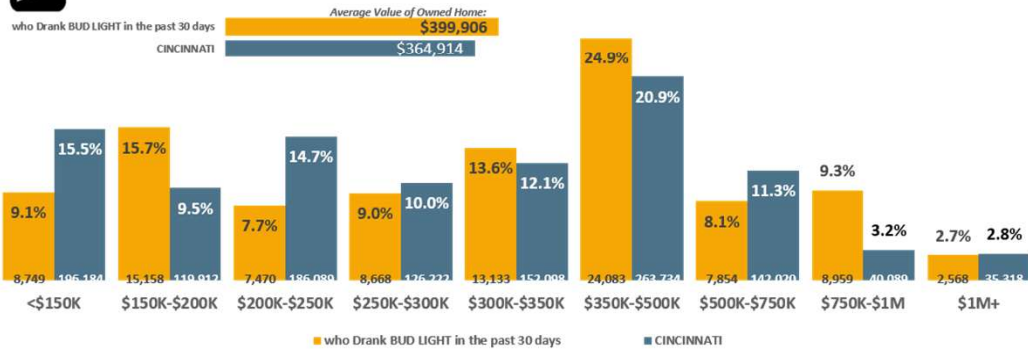
Type of Home: Adults 21 or older



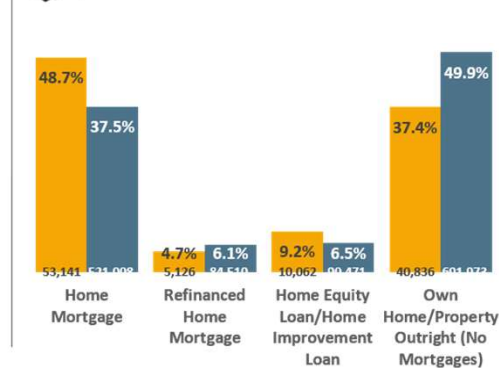
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

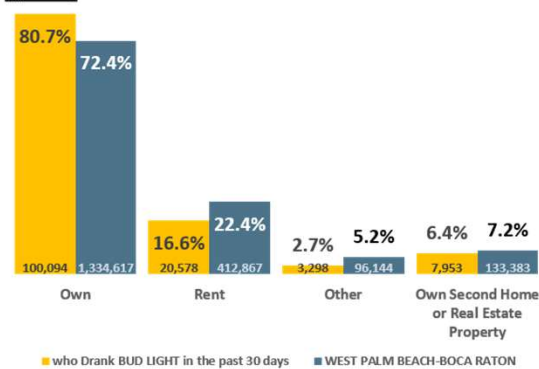




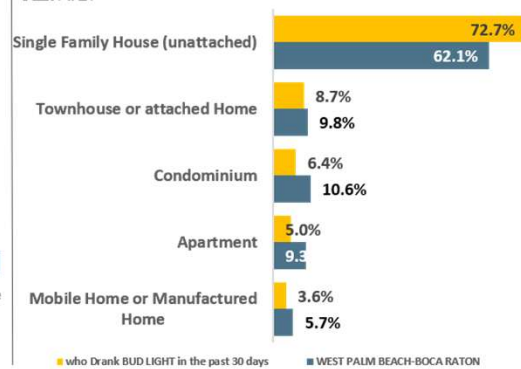
6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past 30...
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.5% more likely to own their home,
 8.3% more likely to own a lower valued home, 17.1% more likely to have a single-family home, 31.9%
 more likely to have a dog.



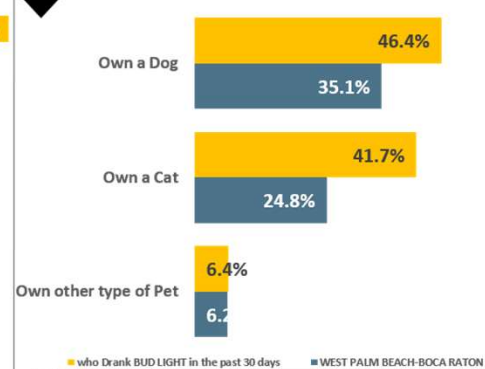
Own/Rent/Other: Adults 21 or older



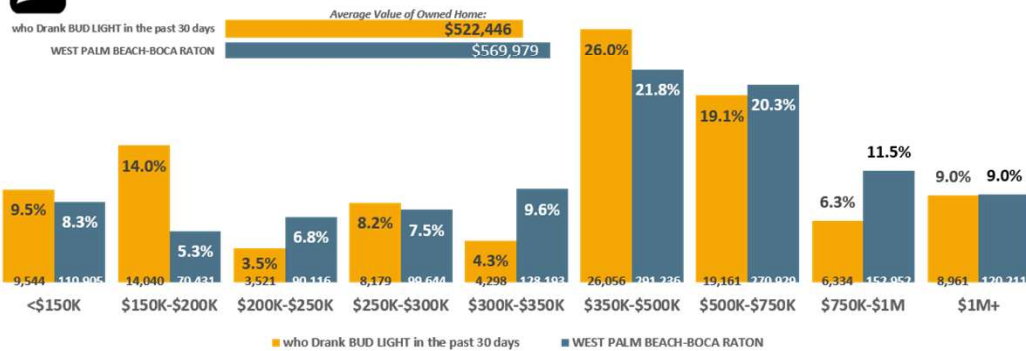
Type of Home: Adults 21 or older



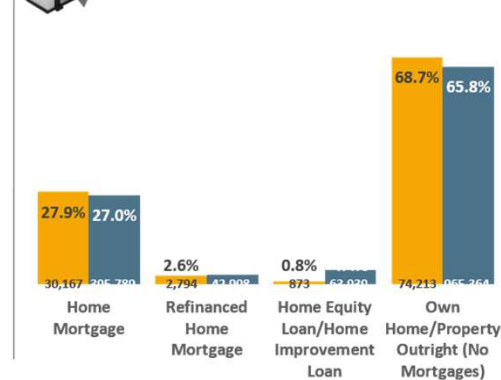
Pets in Home: Adults 21 or older

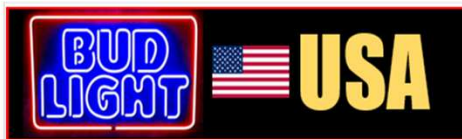


Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

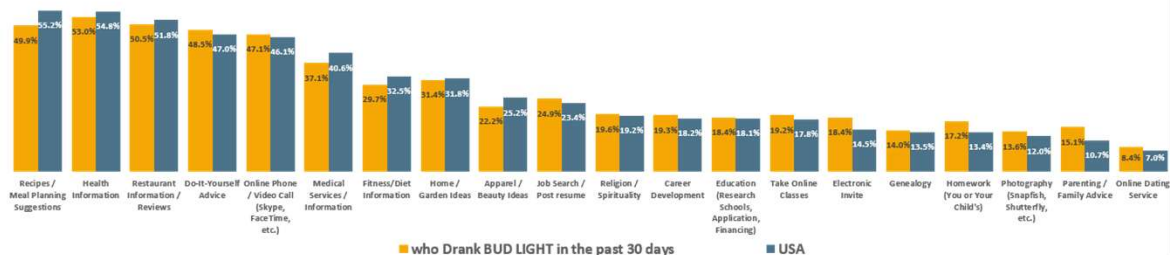




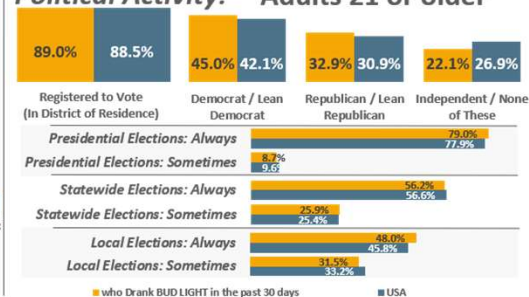
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 3.2% more likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 30.8% more likely to belong to a gym, 23.9% more likely to fly domestic past yr.



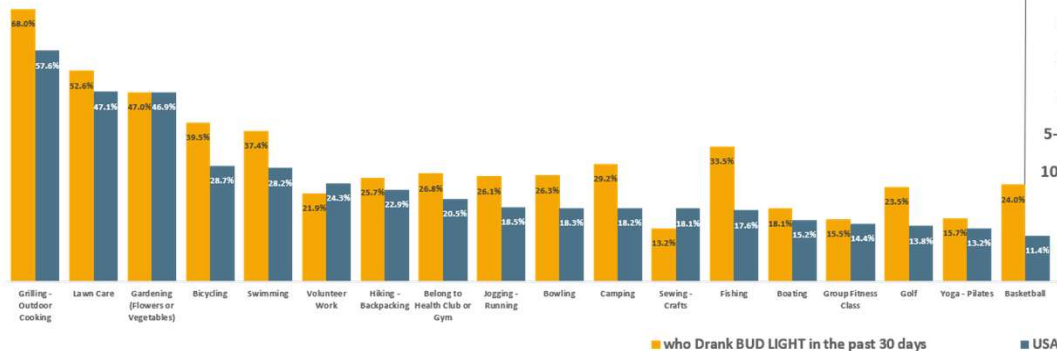
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



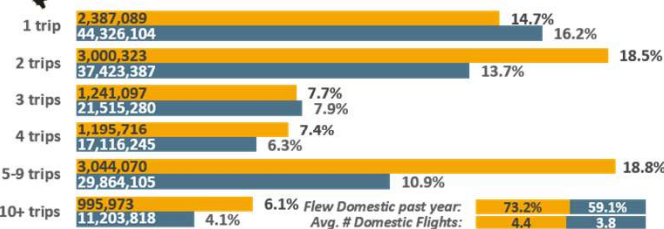
Political Activity: Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

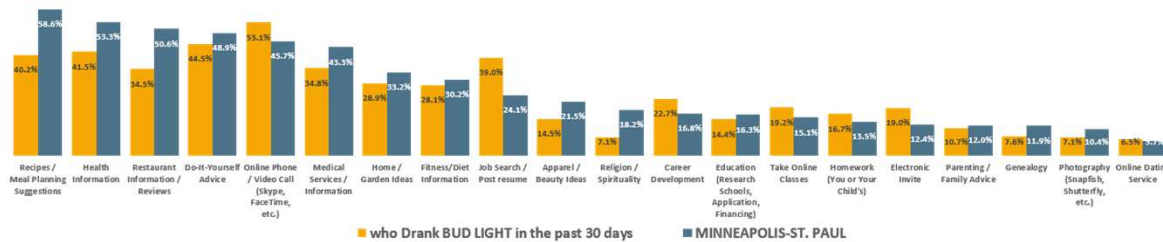
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



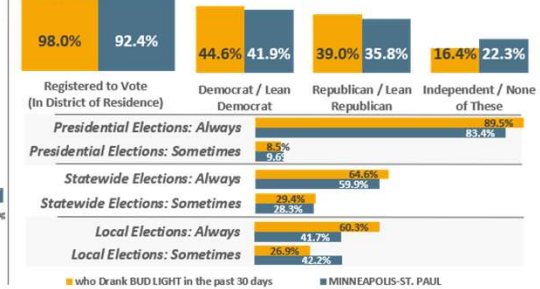
4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 9.2% less likely to look up D-I-Y advice online, 44.8% more likely to always vote in local elections, 32.1% more likely to belong to a gym, 38.% more likely to fly domestic past yr.



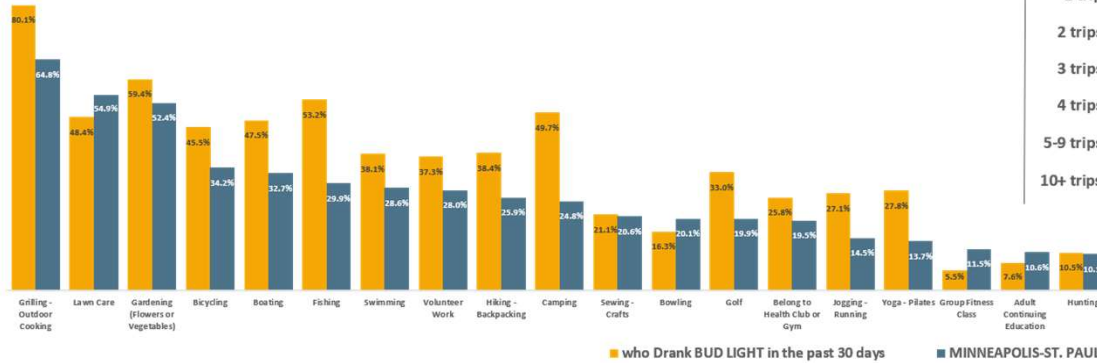
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



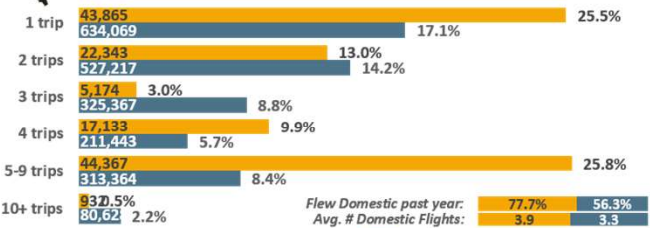
Political Activity: Adults 21 or older



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



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

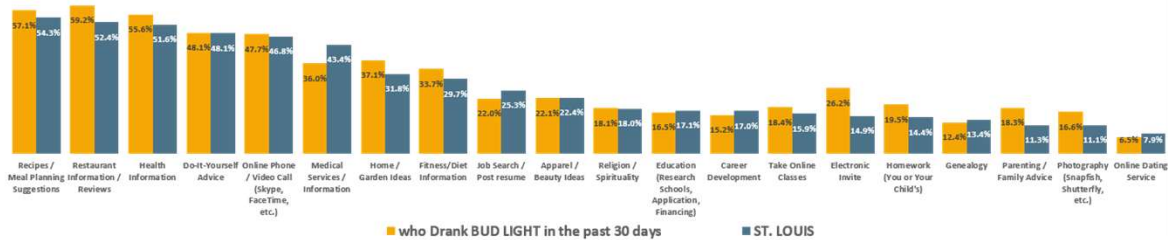




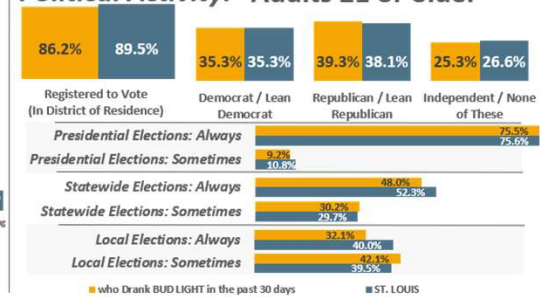
11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are .1% more likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 32.4% more likely to belong to a gym, 20.7% more likely to fly domestic past yr.



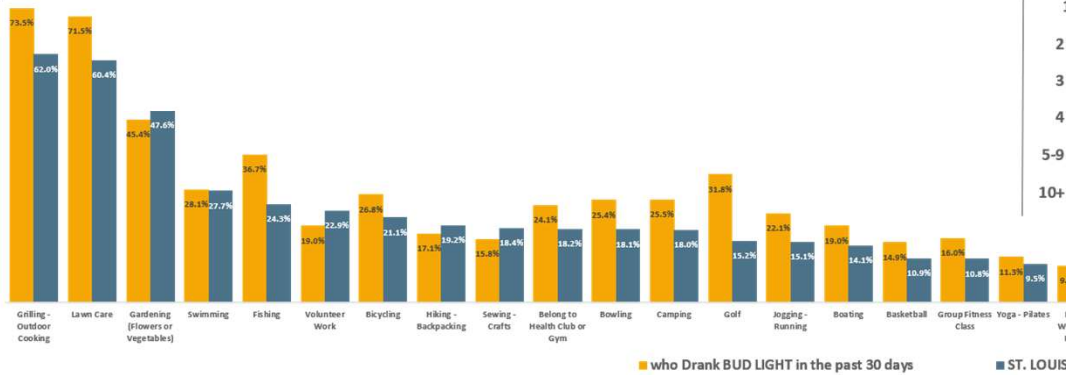
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



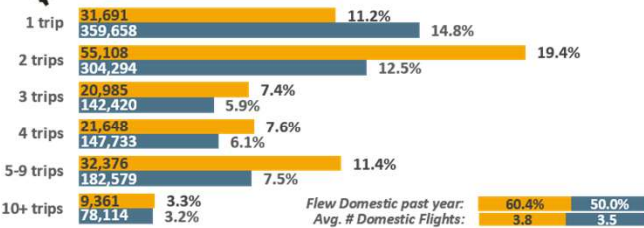
Political Activity: Adults 21 or older



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



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

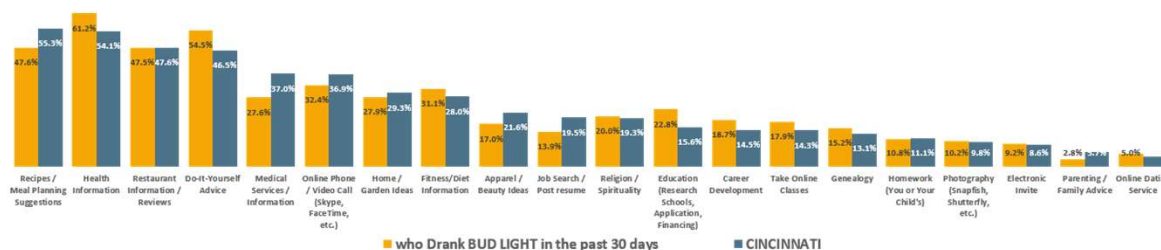




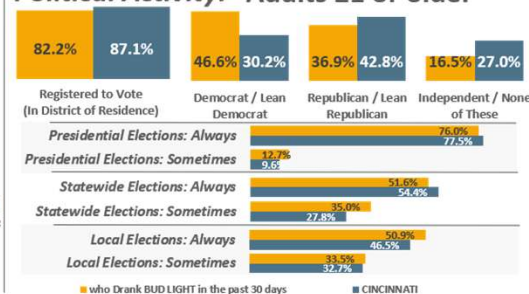
8.8% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 17.2% more likely to look up D-I-Y advice online, 9.5% more likely to always vote in local elections, 7.5% more likely to belong to a gym, 38.9% more likely to fly domestic past yr.



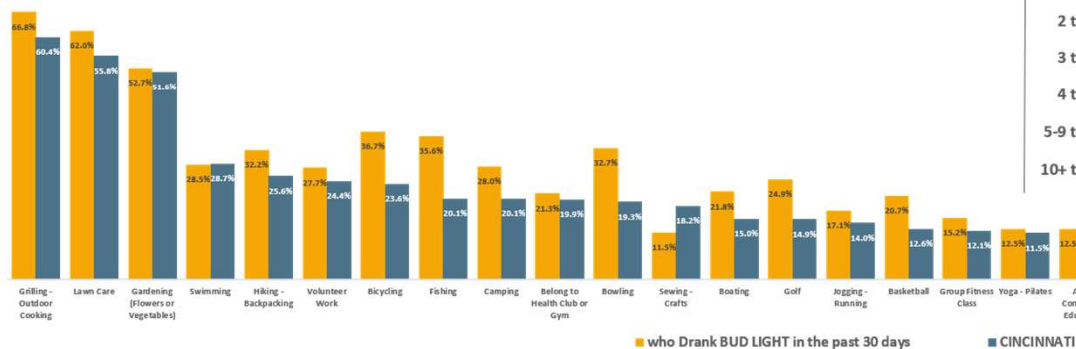
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



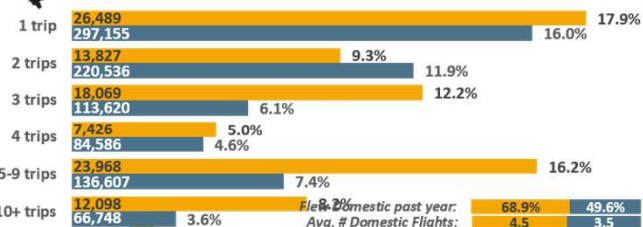
Political Activity: Adults 21 or older



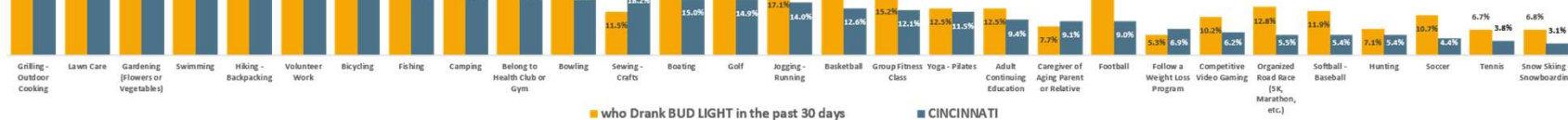
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



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



Flew Domestic past year: 68.9% vs 49.6%
Avg. # Domestic Flights: 4.5 vs 3.5

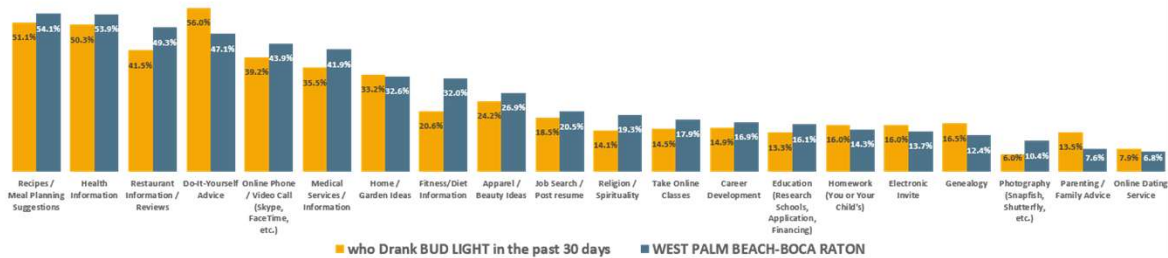




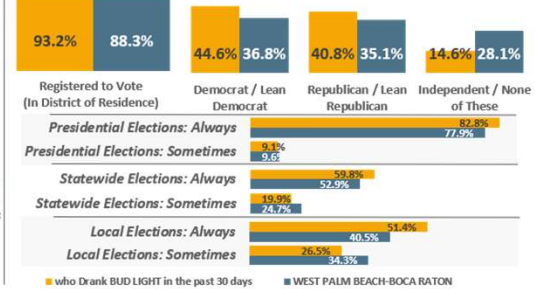
6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past 30...
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 18.9% more likely to look up D-I-Y advice online, 26.9% more likely to always vote in local elections, 18.1% less likely to belong to a gym, 2.7% less likely to fly domestic past yr.



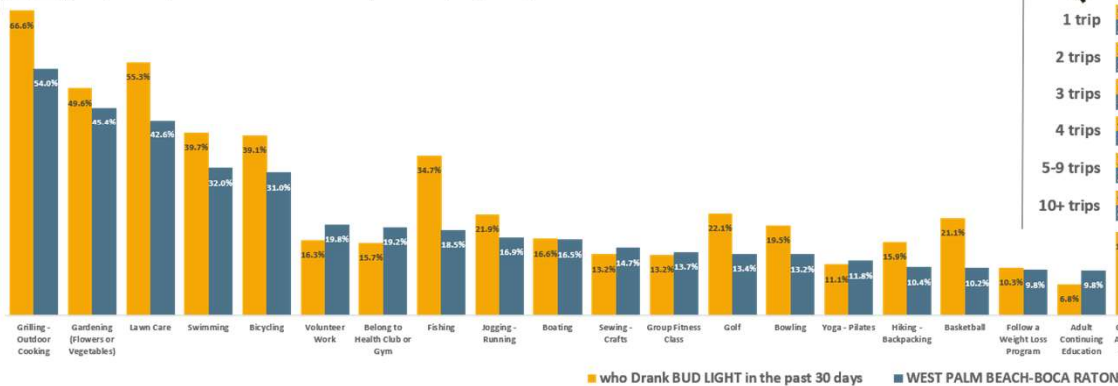
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



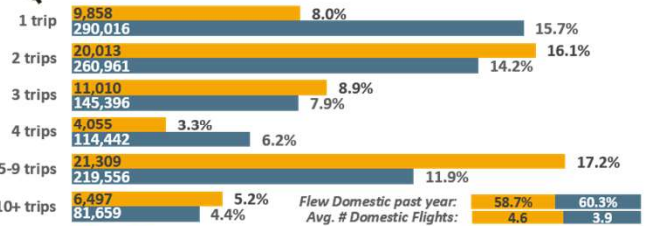
Political Activity: Adults 21 or older



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



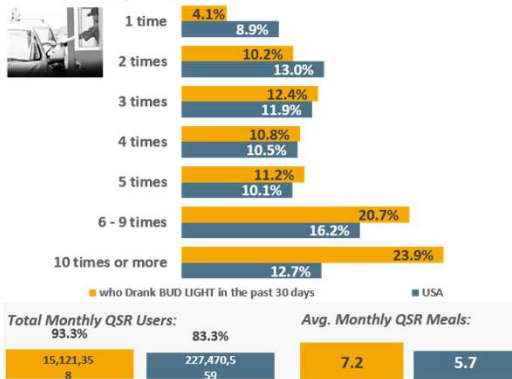
Past 12-months Domestic Airline Trips: Adults 21 or older



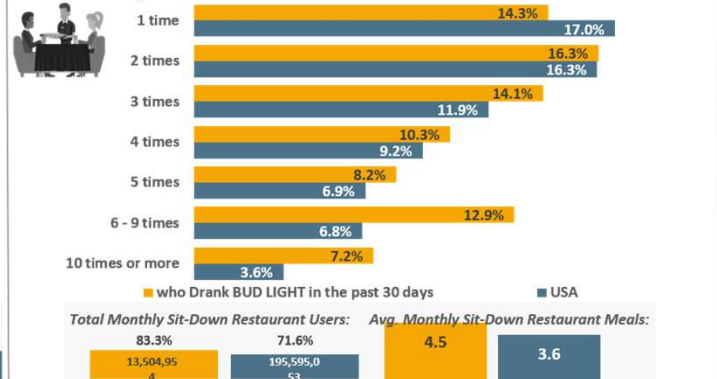


5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 12.1% more likely to use QSRs past mo.,
16.4% more likely to use Sit-Down Restaurants past mo., 54.8% more likely to use Casinos past yr., 160.6% more likely to smoke cigarettes.

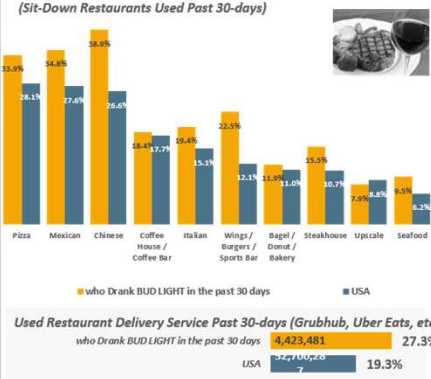
Past 30-days QSR Users: Adults 21 or older



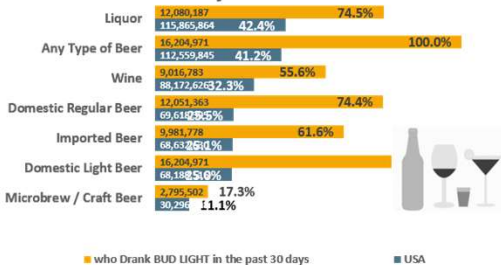
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



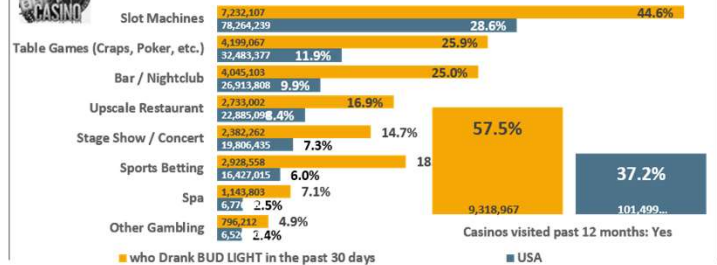
Top-10 Cuisines: Adults 21 or older



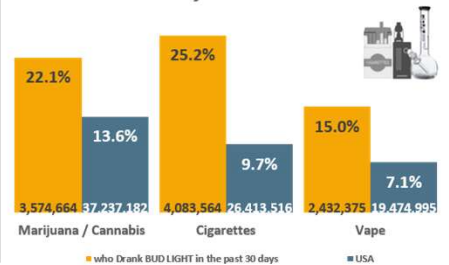
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



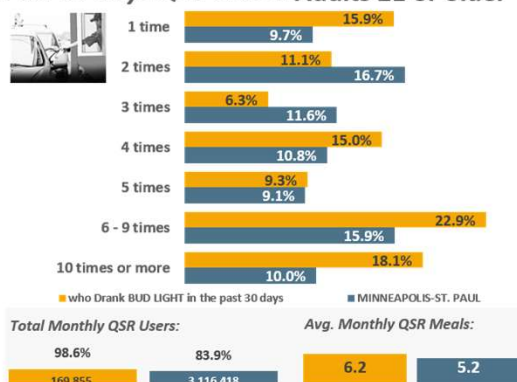
Used Past 30-days: Adults 21 or older



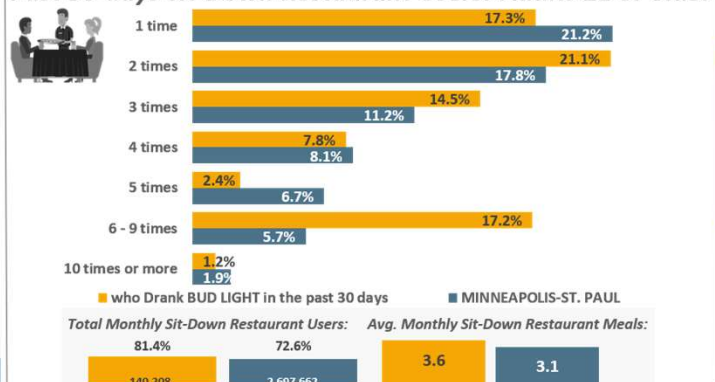


4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 17.6% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 84.4% more likely to use Casinos past yr, 149.8% more likely to smoke cigarettes.

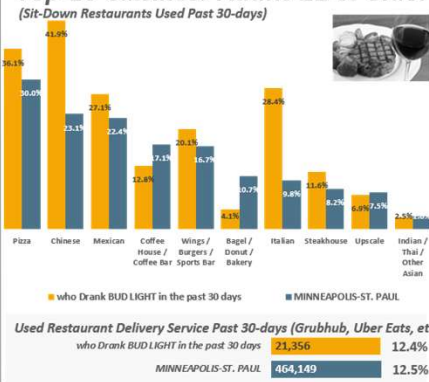
Past 30-days QSR Users: Adults 21 or older



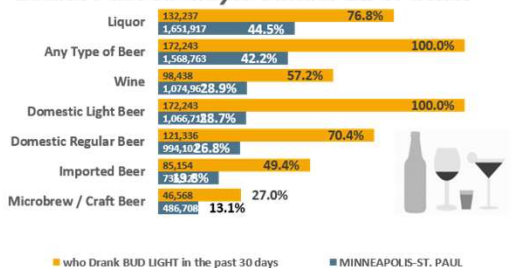
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



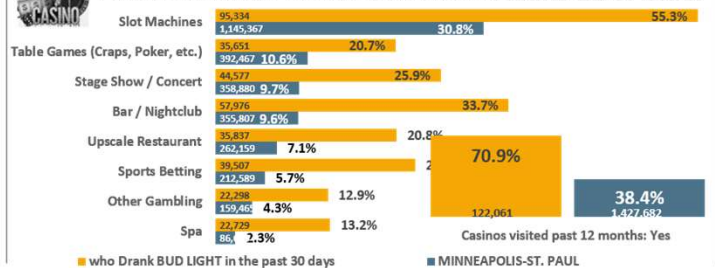
Top-10 Cuisines: Adults 21 or older



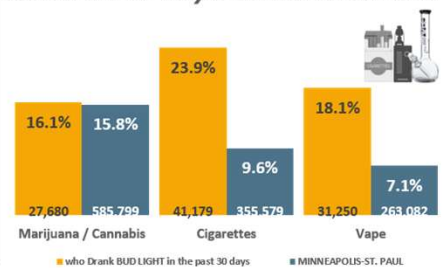
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



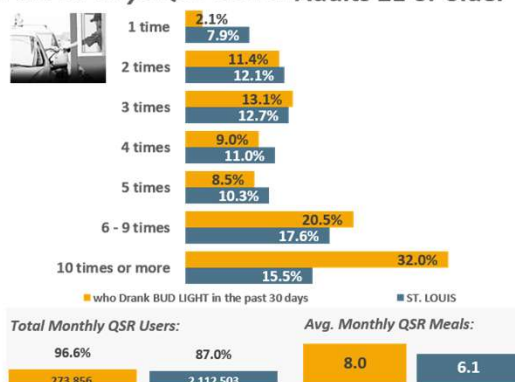
Used Past 30-days: Adults 21 or older



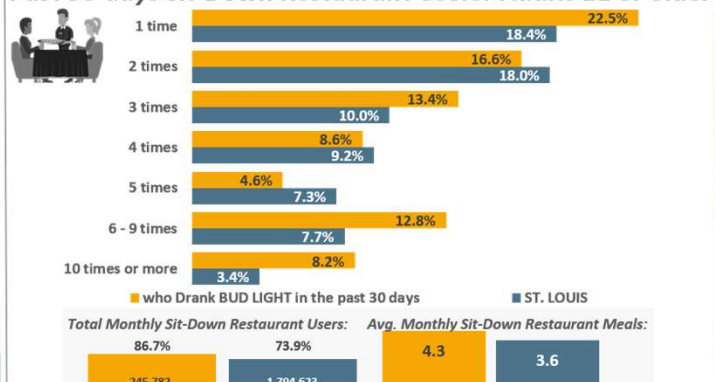


11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.% more likely to use QSRs past mo.,
 17.3% more likely to use Sit-Down Restaurants past mo., 53.5% more likely to use Casinos past yr., 104.7%
 more likely to smoke cigarettes.

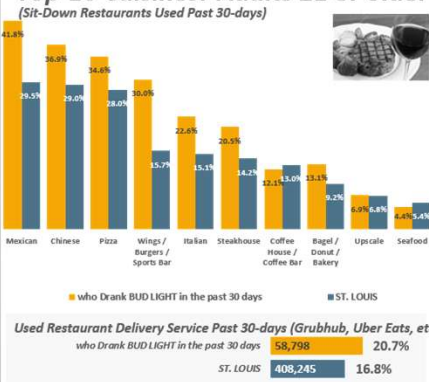
Past 30-days QSR Users: Adults 21 or older



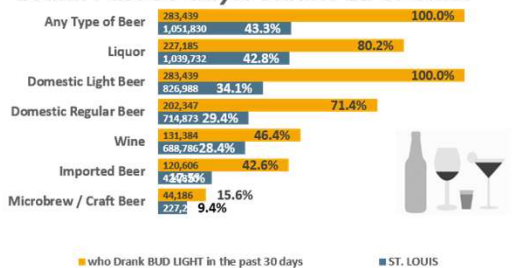
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



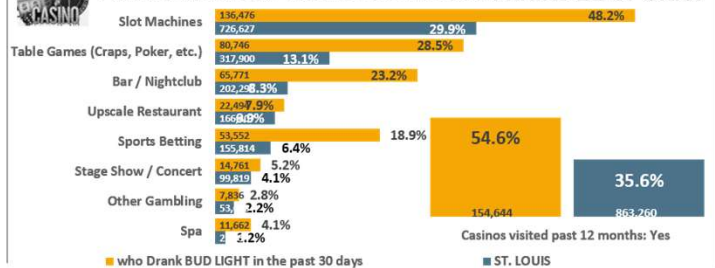
Top-10 Cuisines: Adults 21 or older



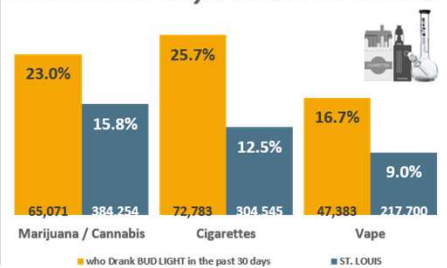
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



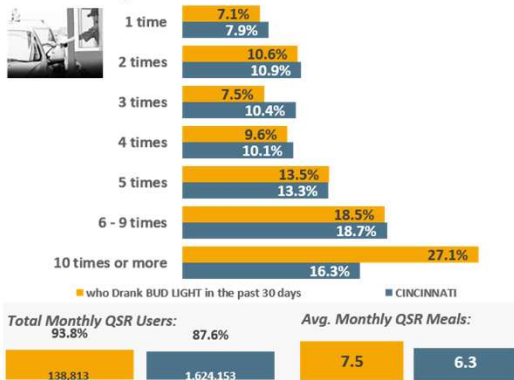
Used Past 30-days: Adults 21 or older



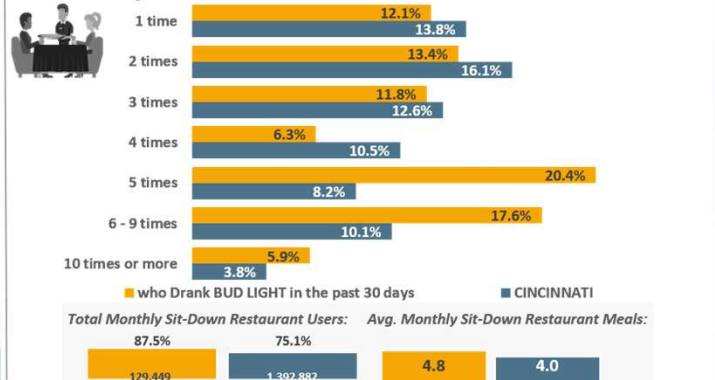


8.8% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 7.1% more likely to use QSRs past mo.,
 16.5% more likely to use Sit-Down Restaurants past mo., 53.3% more likely to use Casinos past yr., 76.1%
 more likely to smoke cigarettes.

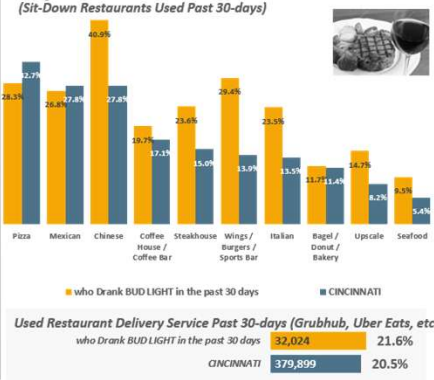
Past 30-days QSR Users: Adults 21 or older



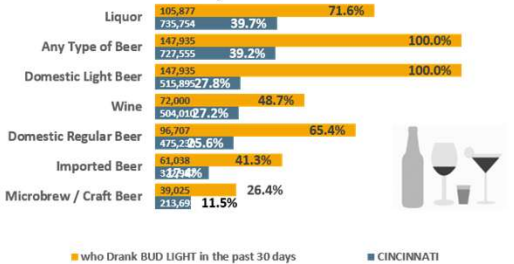
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



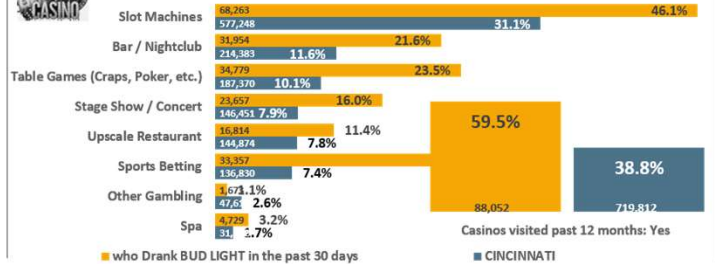
Top-10 Cuisines: Adults 21 or older



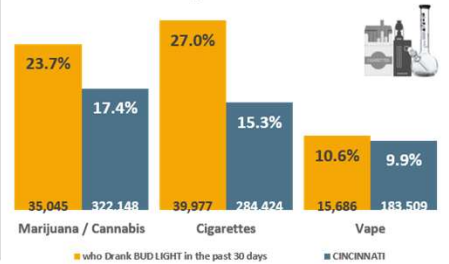
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



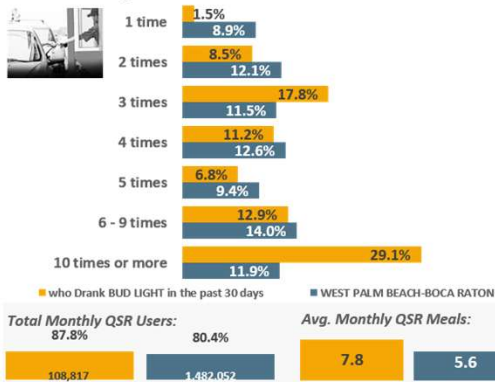
Used Past 30-days: Adults 21 or older



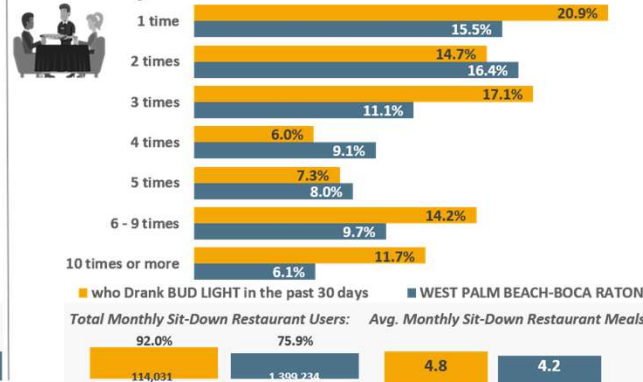


6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 9.2% more likely to use QSRs past mo., 21.2% more likely to use Sit-Down Restaurants past mo., 16.9% more likely to use Casinos past yr., 230.8% more likely to smoke cigarettes.

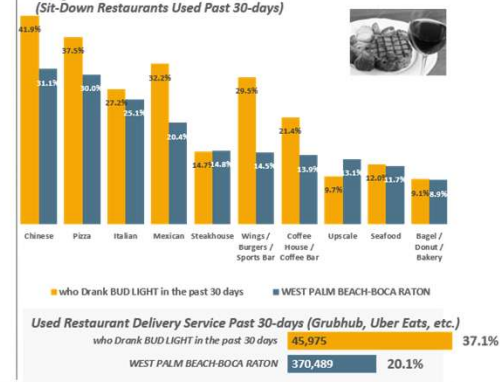
Past 30-days QSR Users: Adults 21 or older



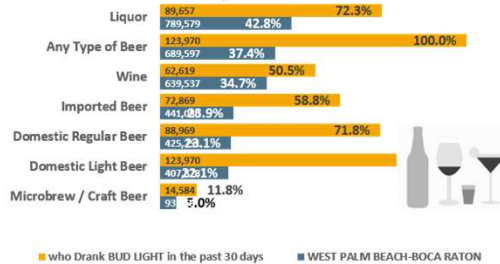
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



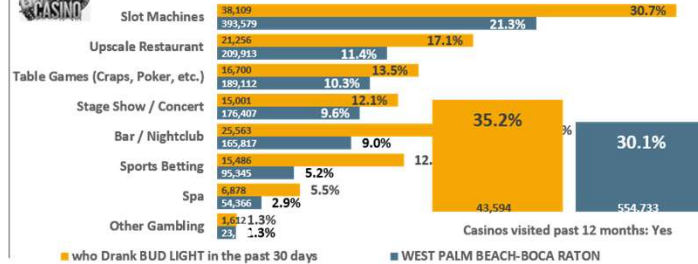
Top-10 Cuisines: Adults 21 or older



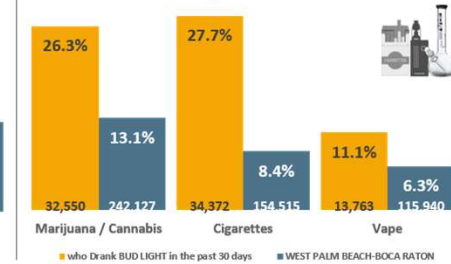
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

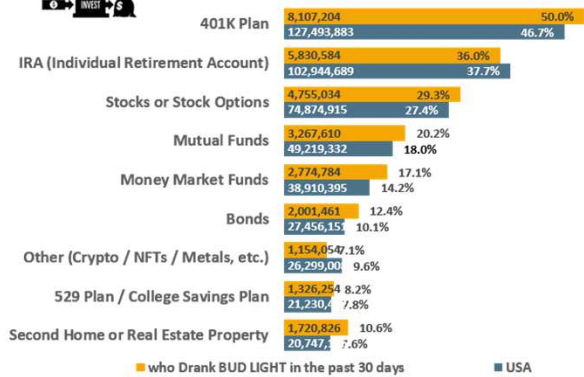




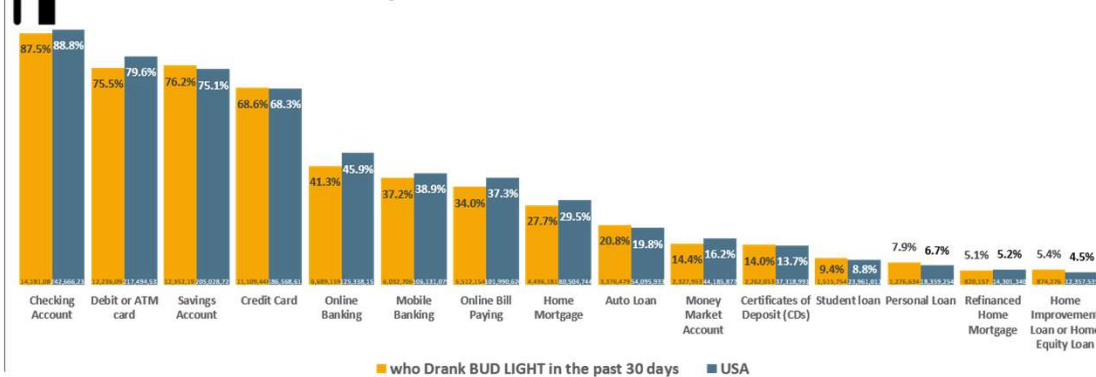
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 7.2% more likely to have a 401K, 5.2% more likely to have an Auto Loan, 18.2% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



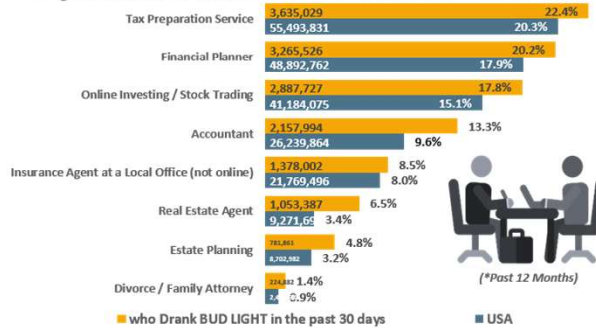
Investments Owned: Adults 21 or older



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



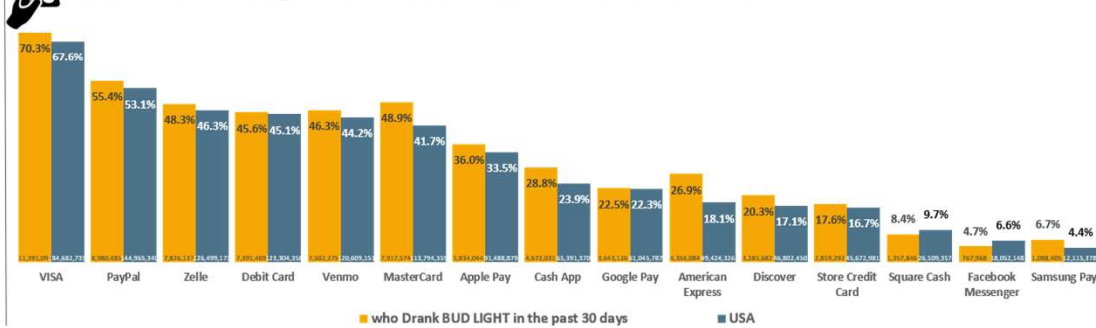
Professional Services Used*: Adults 21 or older



(*Past 12 Months)



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

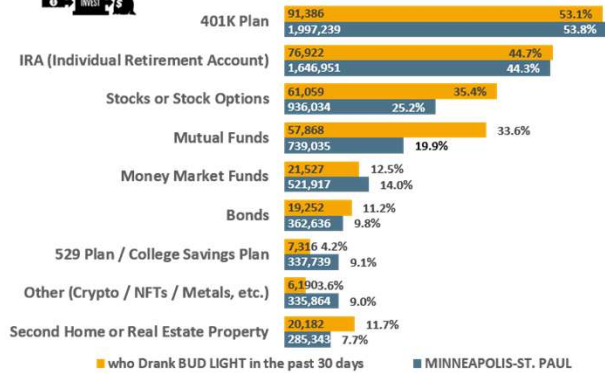




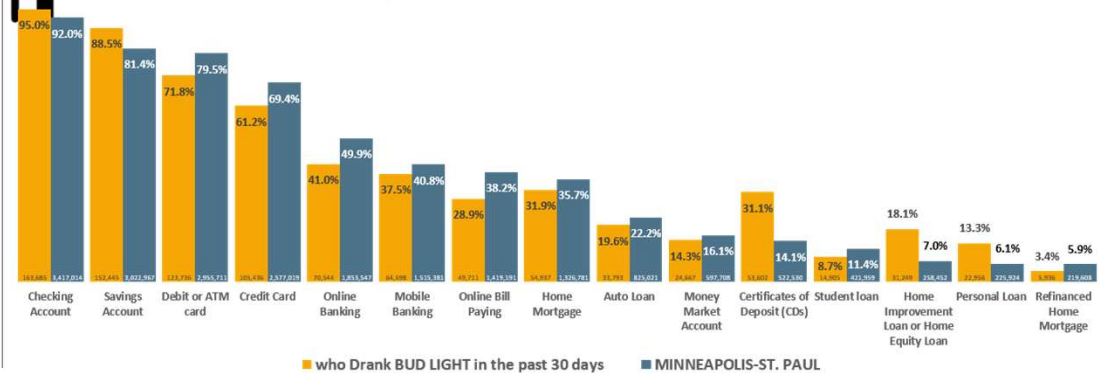
4.6% or 172,243 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 1.3% less likely to have a 401K, 11.6% less likely to have an Auto Loan, 113.6% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.



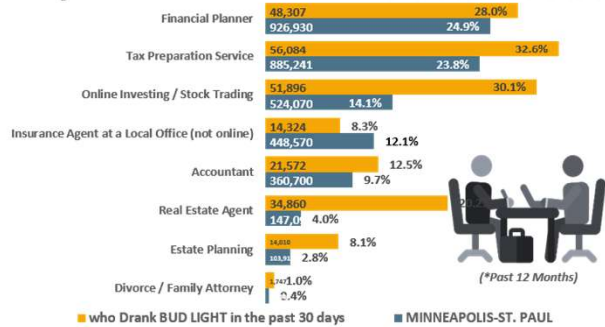
Investments Owned: Adults 21 or older



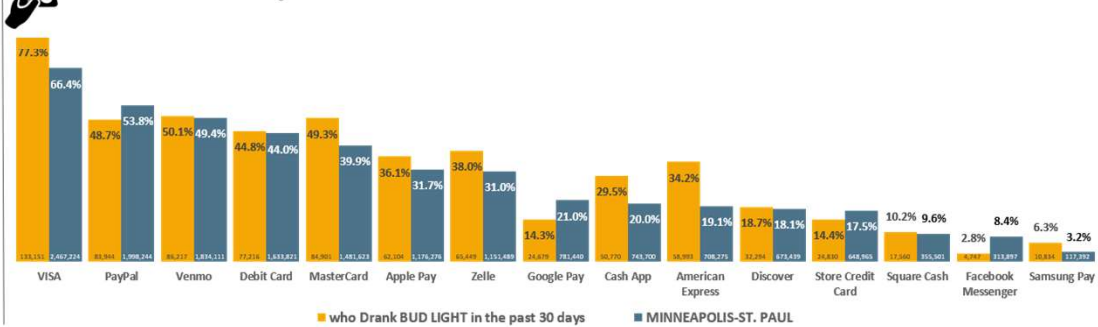
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

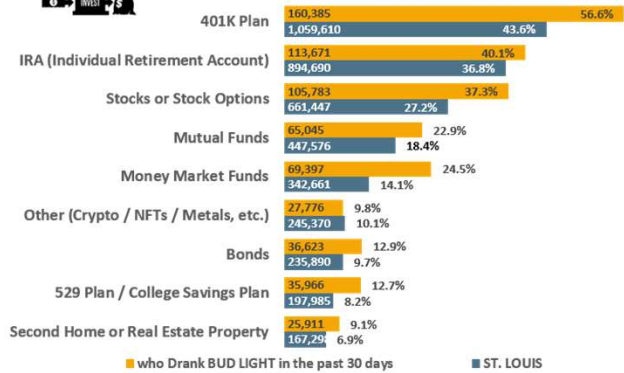




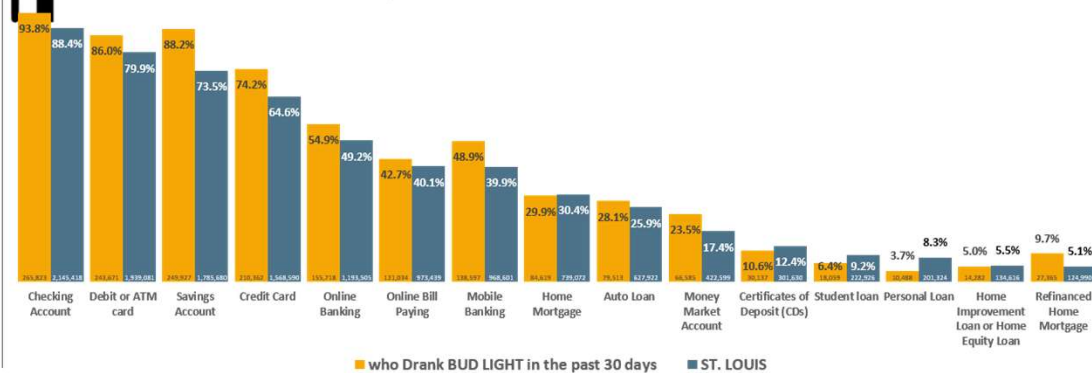
11.7% or 283,439 of ST. LOUIS DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 29.7% more likely to have a 401K, 8.5% more likely to have an Auto Loan, 26.7% more likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



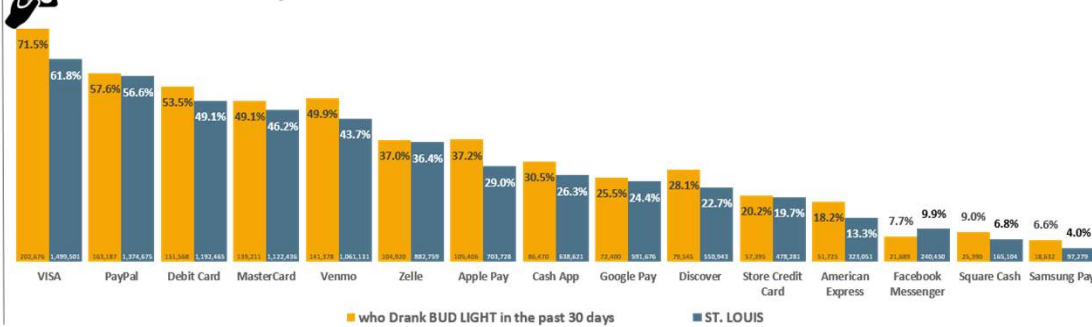
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

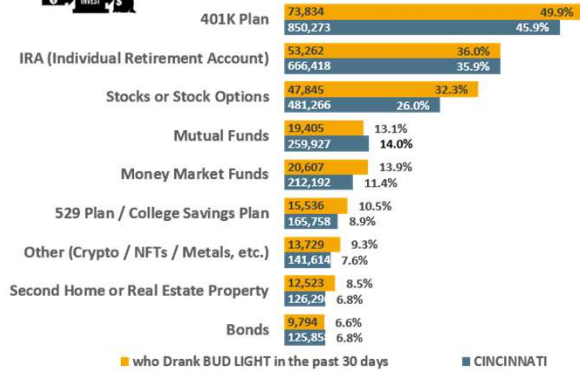




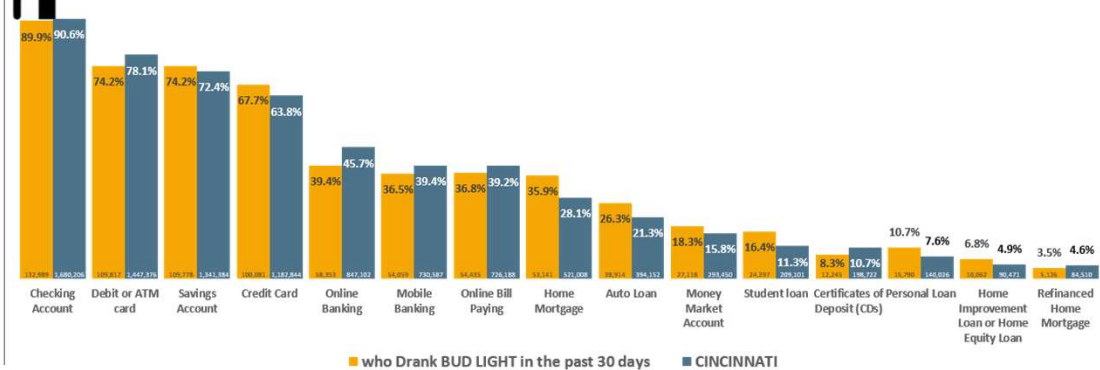
8.8% or 147,935 of CINCINNATI DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 8.8% more likely to have a 401K, 23.7% more likely to have an Auto Loan, 64.4% more likely to Invest/Trade Stocks Online, 8.5% less likely to pay with their Debit Card.



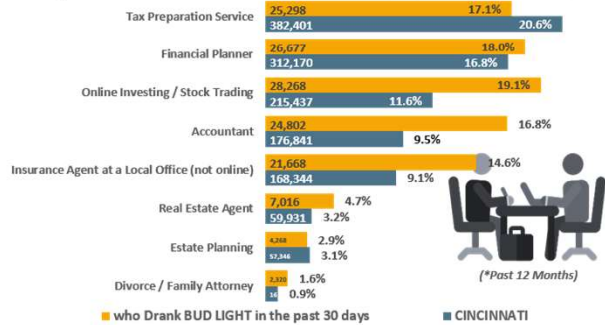
Investments Owned: Adults 21 or older



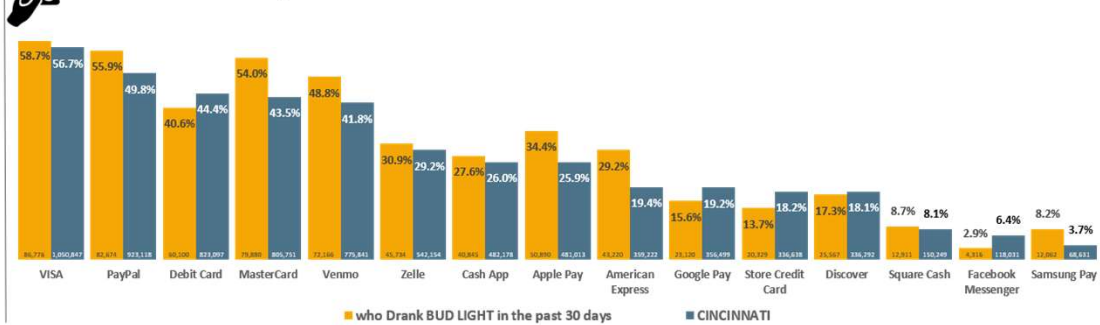
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

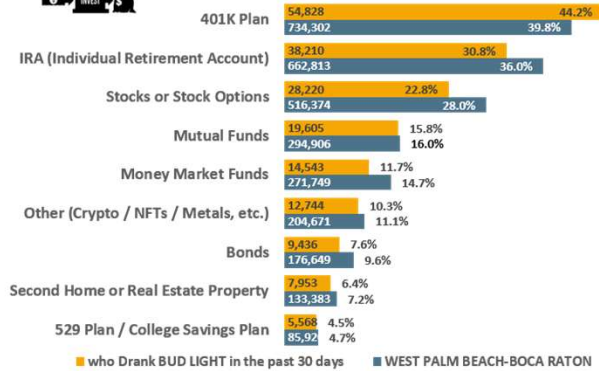




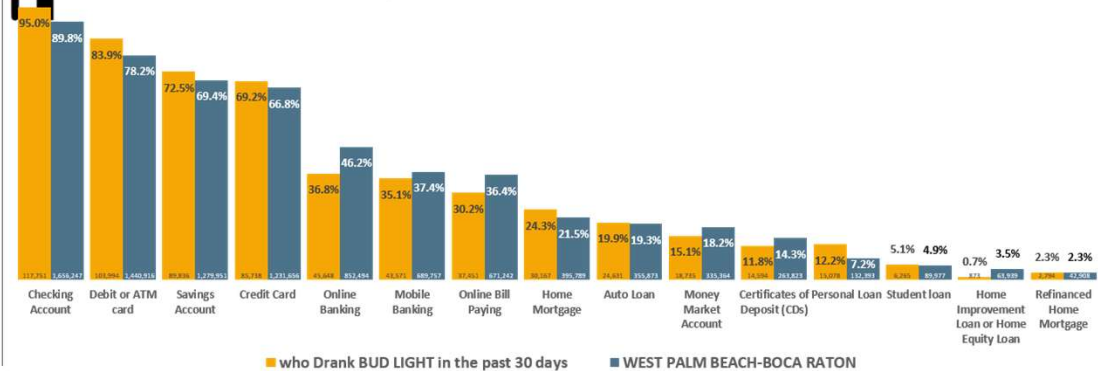
6.7% or 123,970 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Drank BUD LIGHT in the past 30...
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.% more likely to have a 401K, 2.9% more likely to have an Auto Loan, 19.5% less likely to Invest/Trade Stocks Online, 18.2% more likely to pay with their Debit Card.



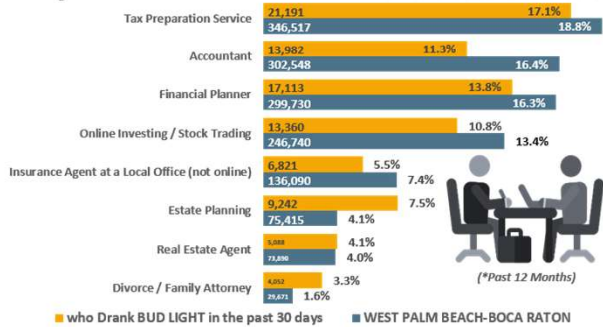
Investments Owned: Adults 21 or older



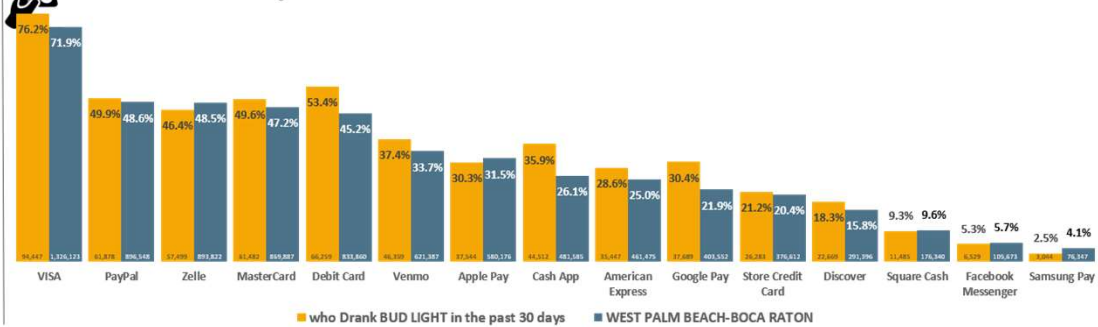
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



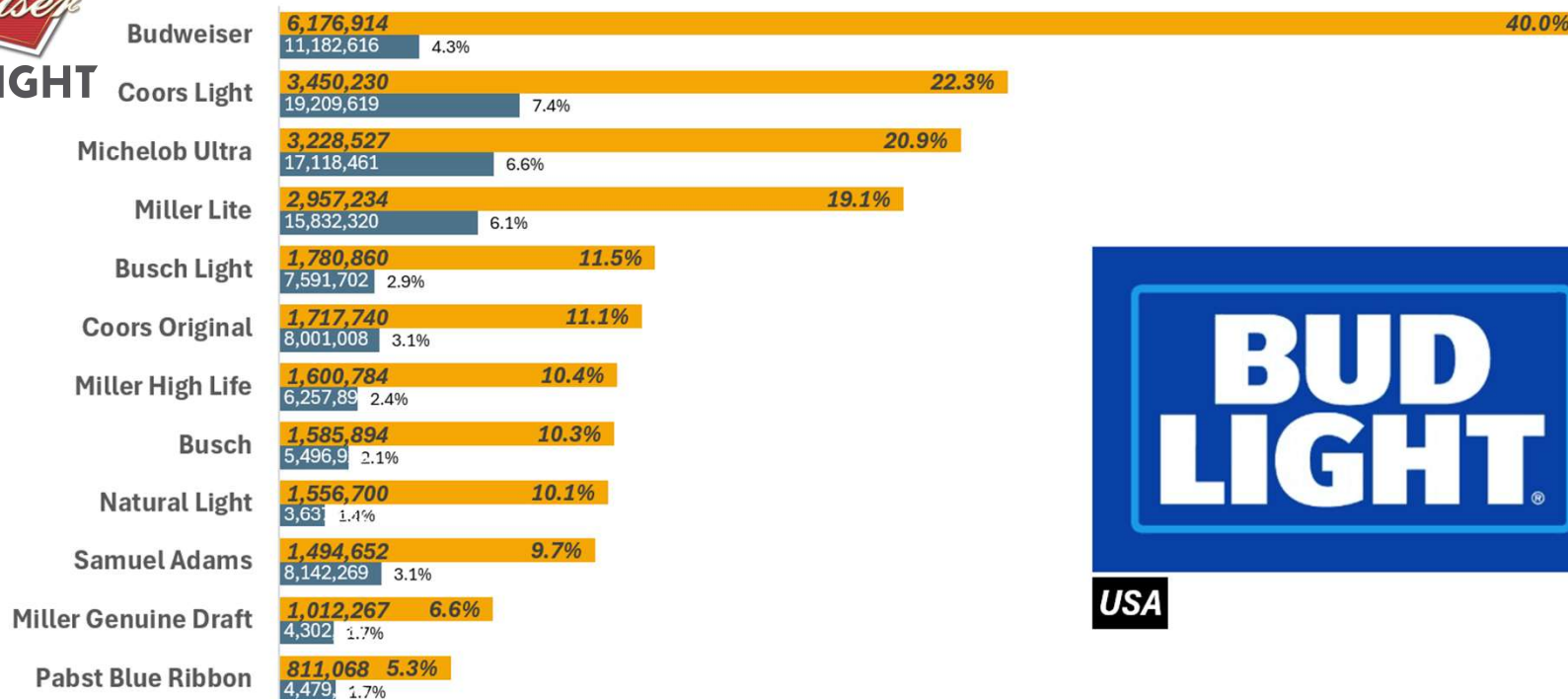
Past 3-Months Payment Methods Used: Adults 21 or older





"BEER Brands Drank"

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



■ P21+ who Drank BUD LIGHT 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: 1485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

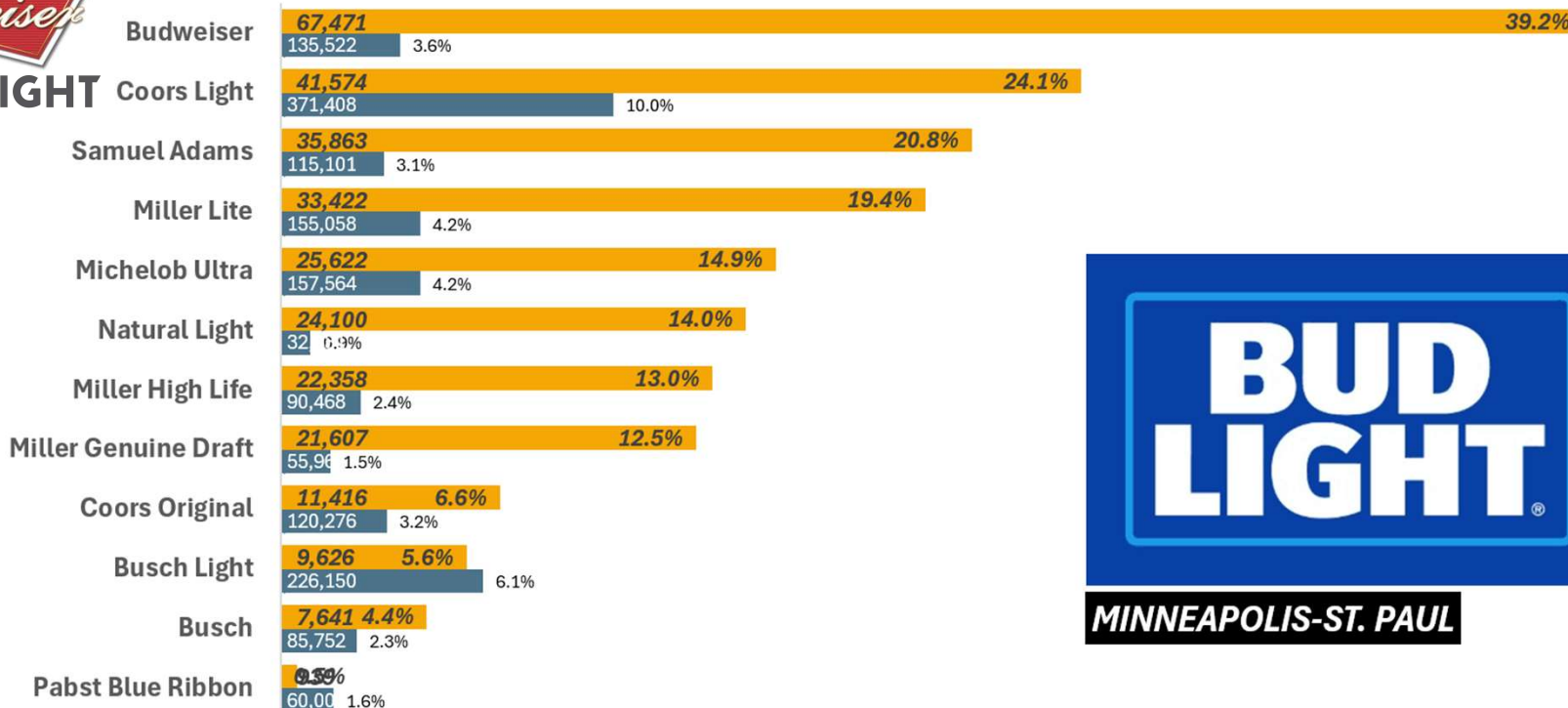
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"BEER Brands Drank"

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



■ P21+ who Drank BUD LIGHT 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: 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

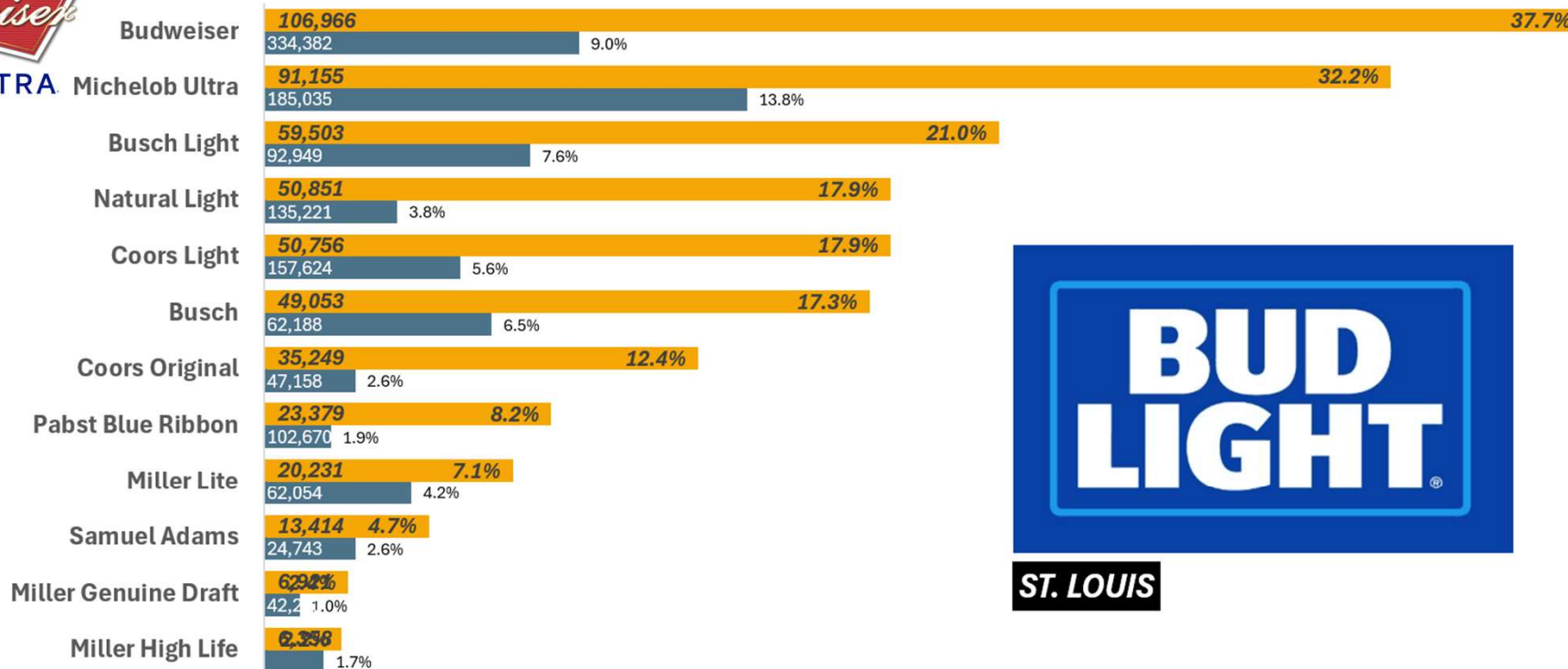
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"BEER Brands Drank"

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



■ P21+ who Drank BUD LIGHT 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: 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

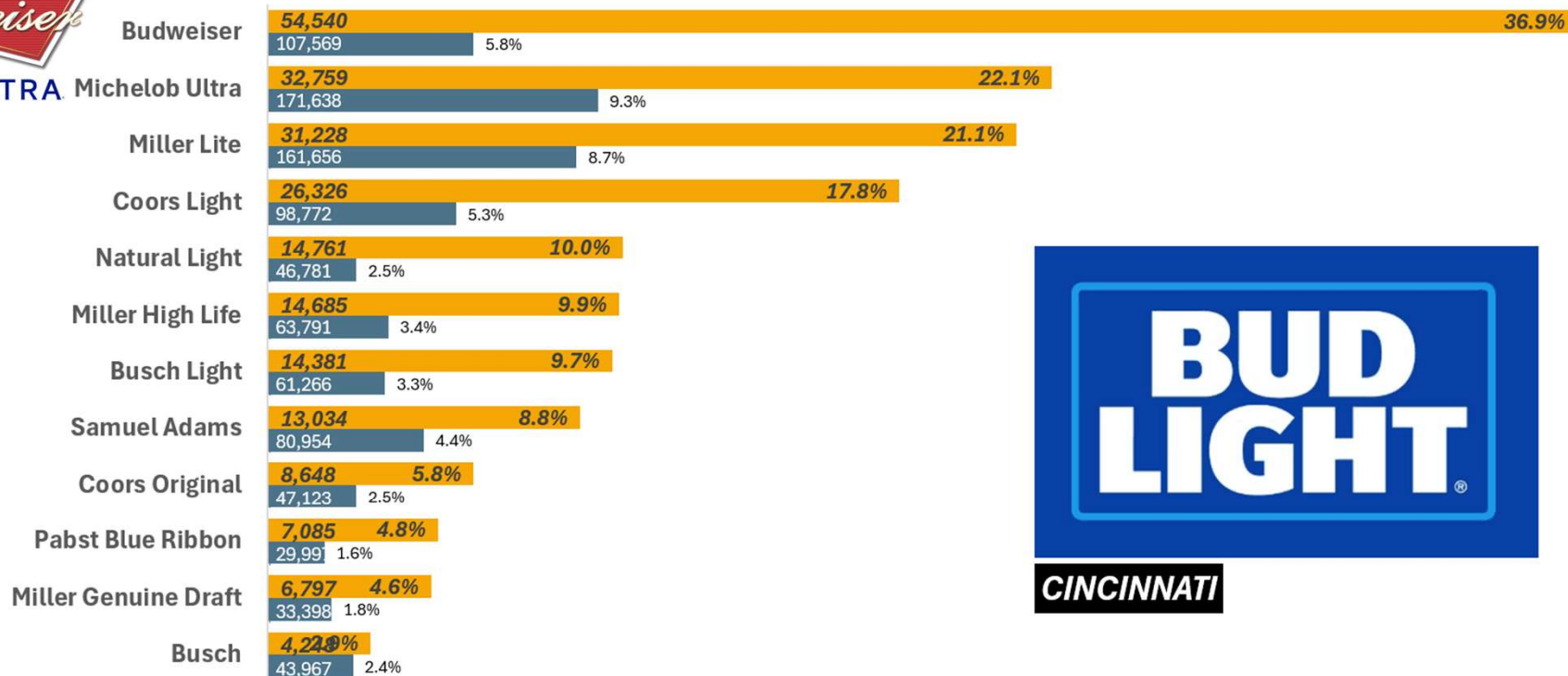
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"BEER Brands Drank"

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



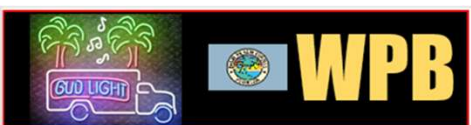
■ P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

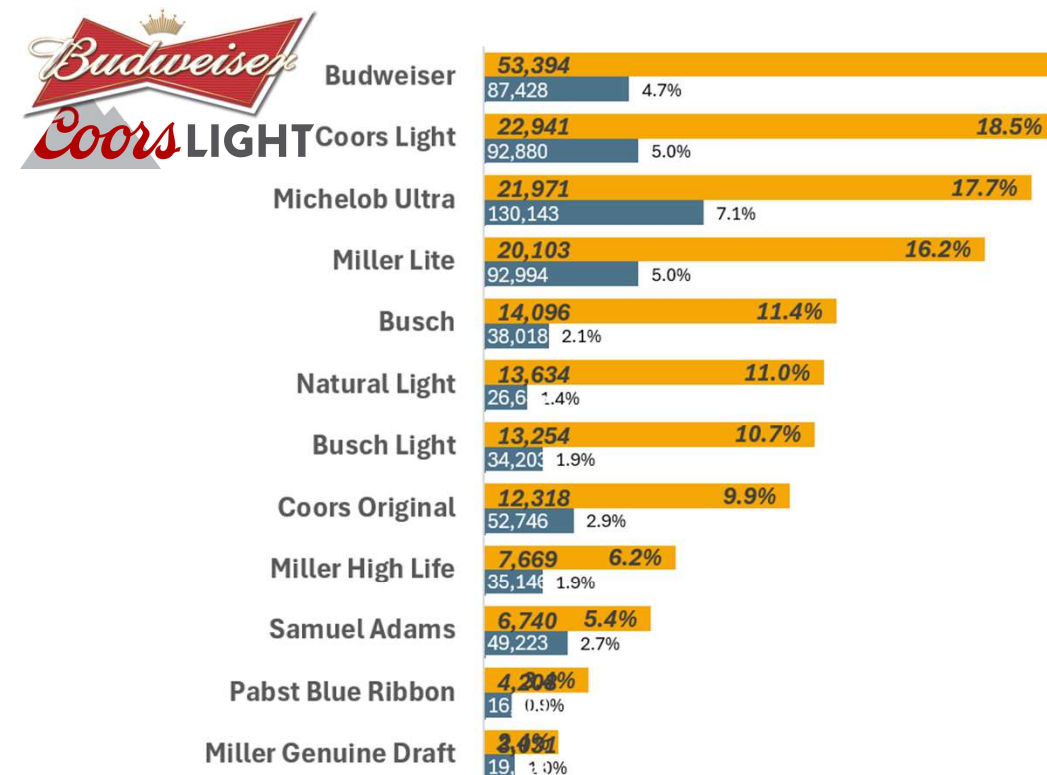
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"BEER Brands Drank"

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



■ P21+ who Drank BUD LIGHT 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: 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

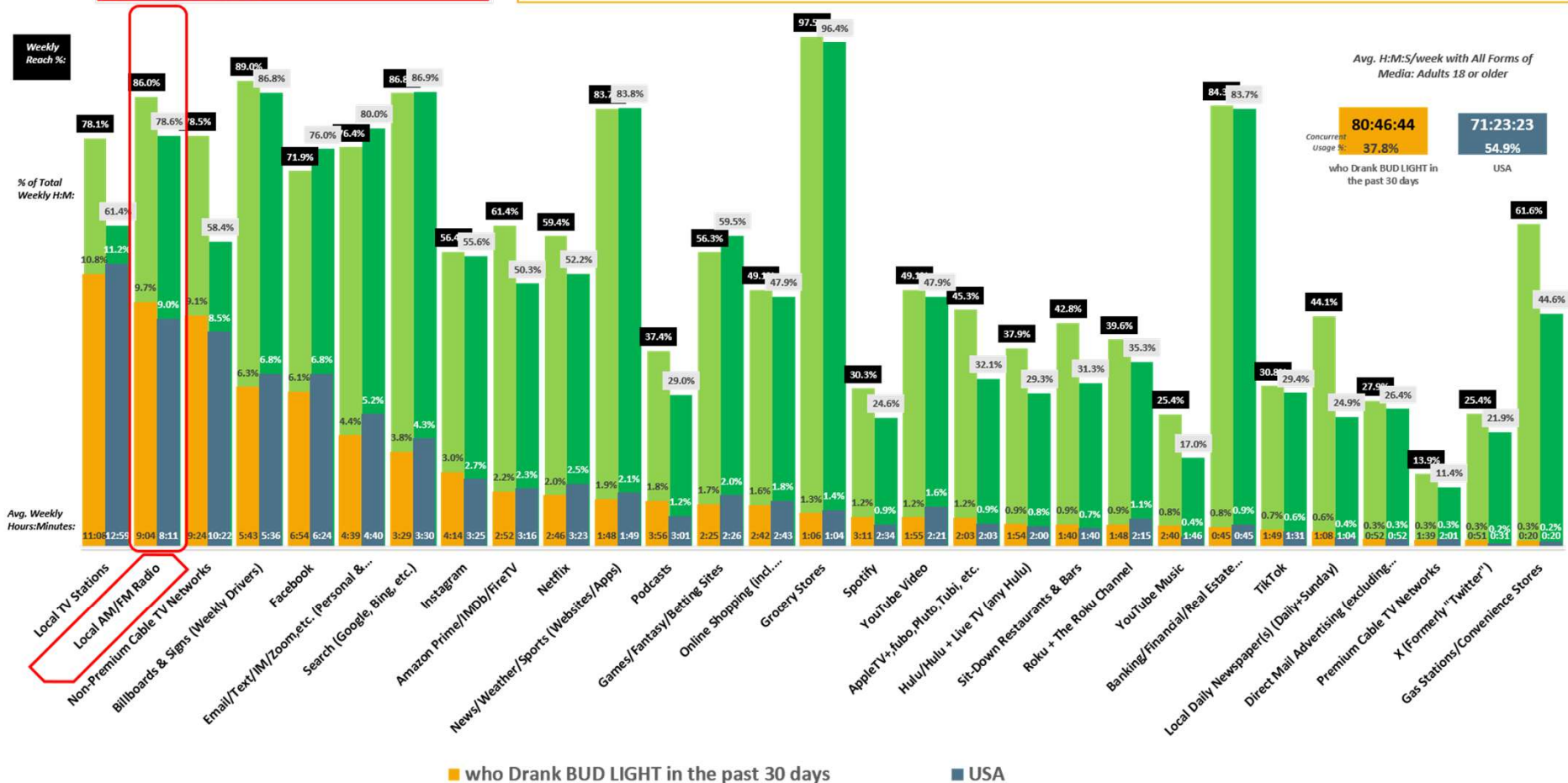
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 8 hours, 46 minutes and 44 seconds each week with All Forms of Media.

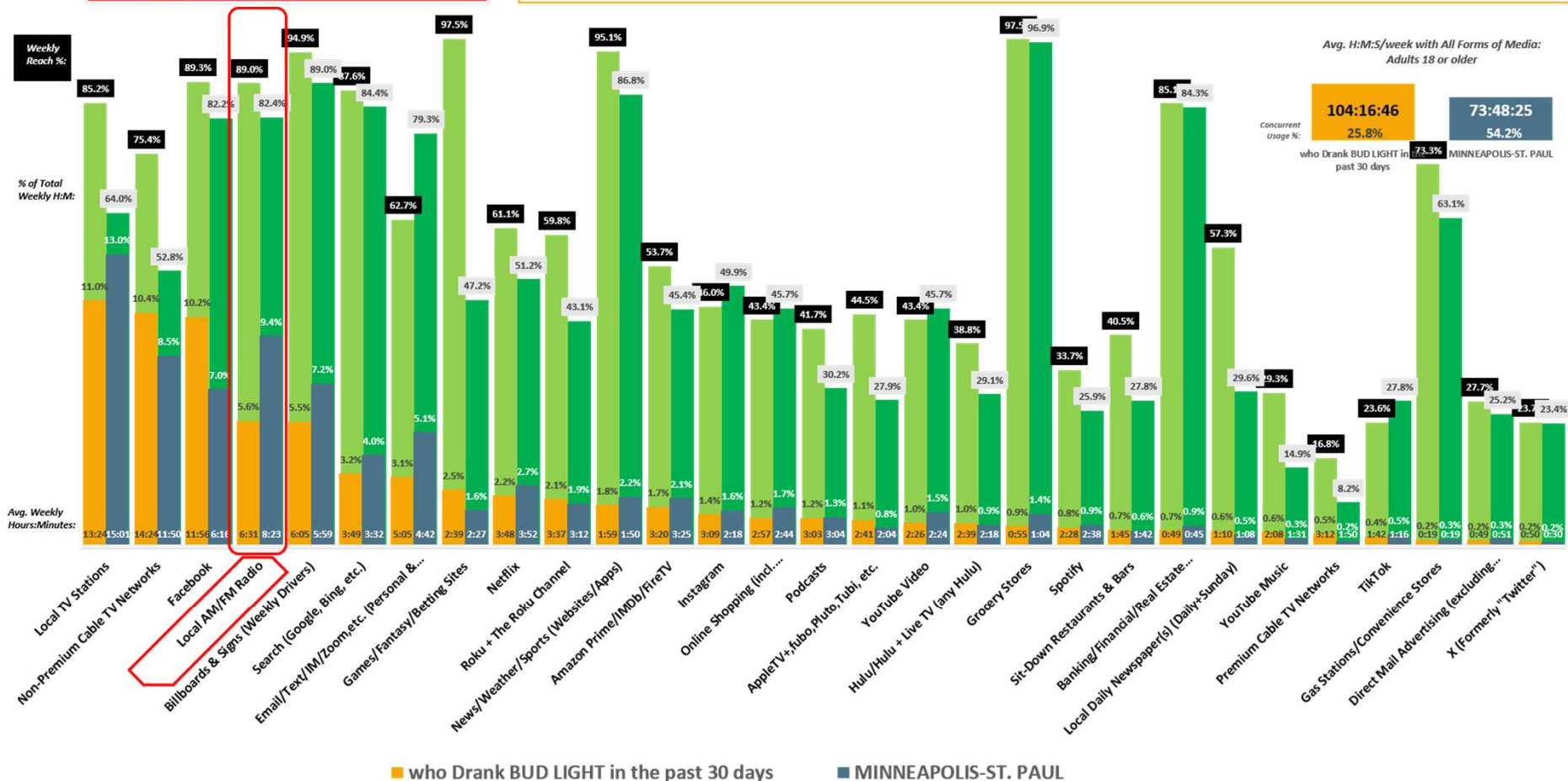
86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 4 days, 8 hours, 16 minutes and 46 seconds each week with All Forms of Media.

89.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 5.6% 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 %:

104:16:46
25.8%

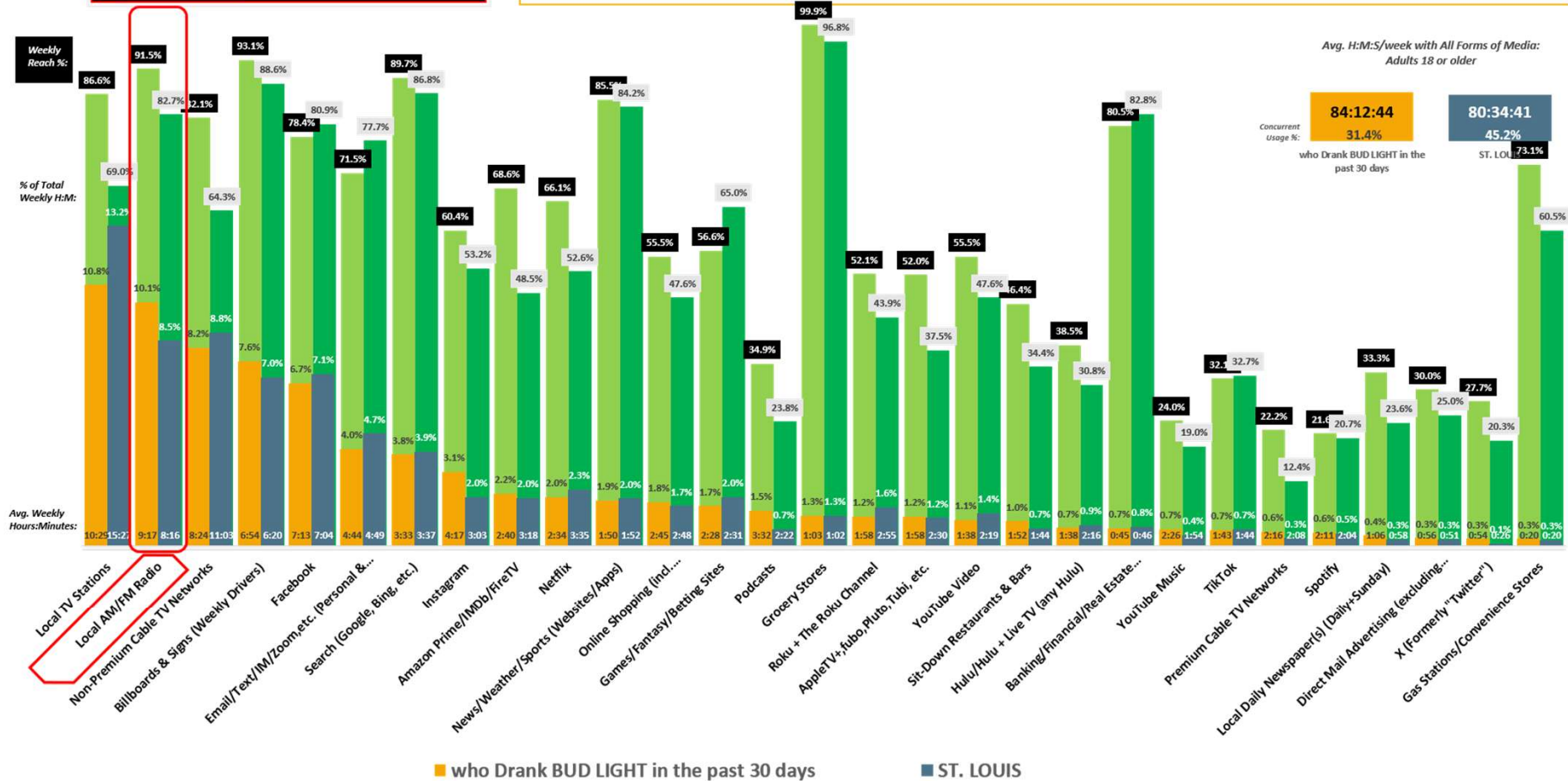
73:48:25
54.2%

who Drank BUD LIGHT in past 30 days

73.3% [MINNEAPOLIS-ST. PAUL]



Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 12 hours, 12 minutes and 44 seconds each week with All Forms of Media.
 91.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



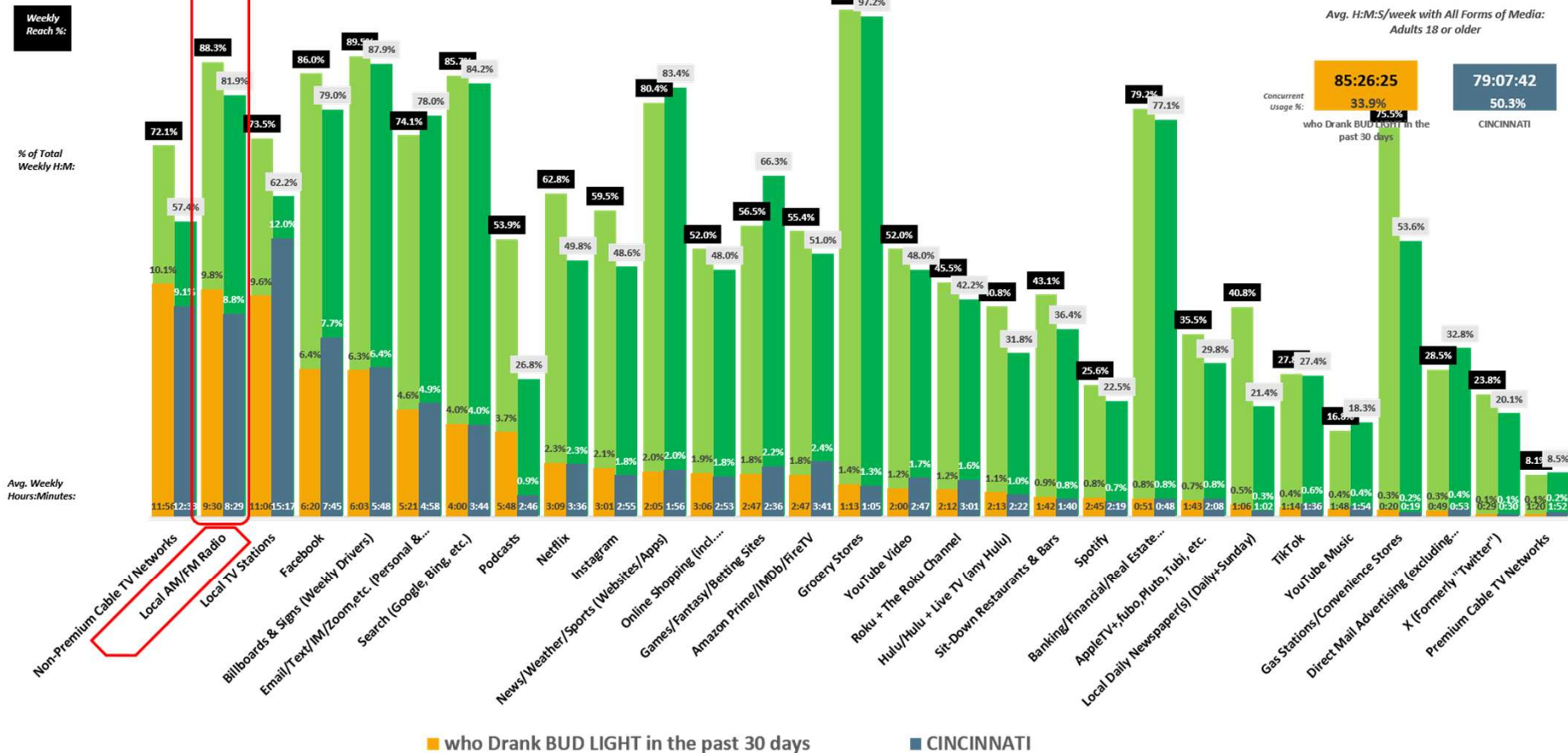
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 84:12:44
 31.4%
 who Drank BUD LIGHT in the past 30 days

80:34:41
 45.2%
 ST. LOUIS



Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 13 hours, 26 minutes and 25 seconds each week with All Forms of Media.
 88.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



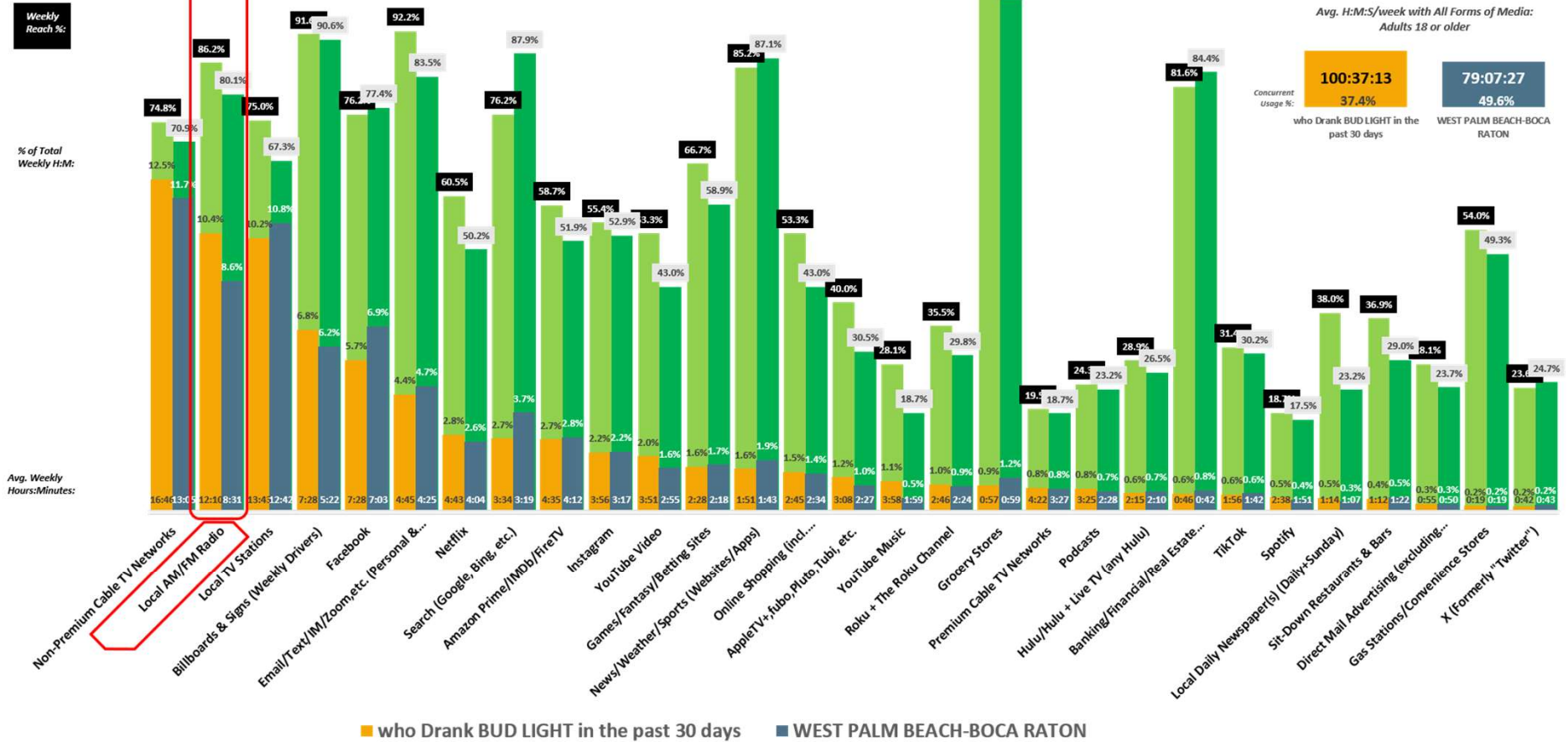
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 who Drank BUD LIGHT in the past 30 days: 33.9%
 CINCINNATI: 50.3%





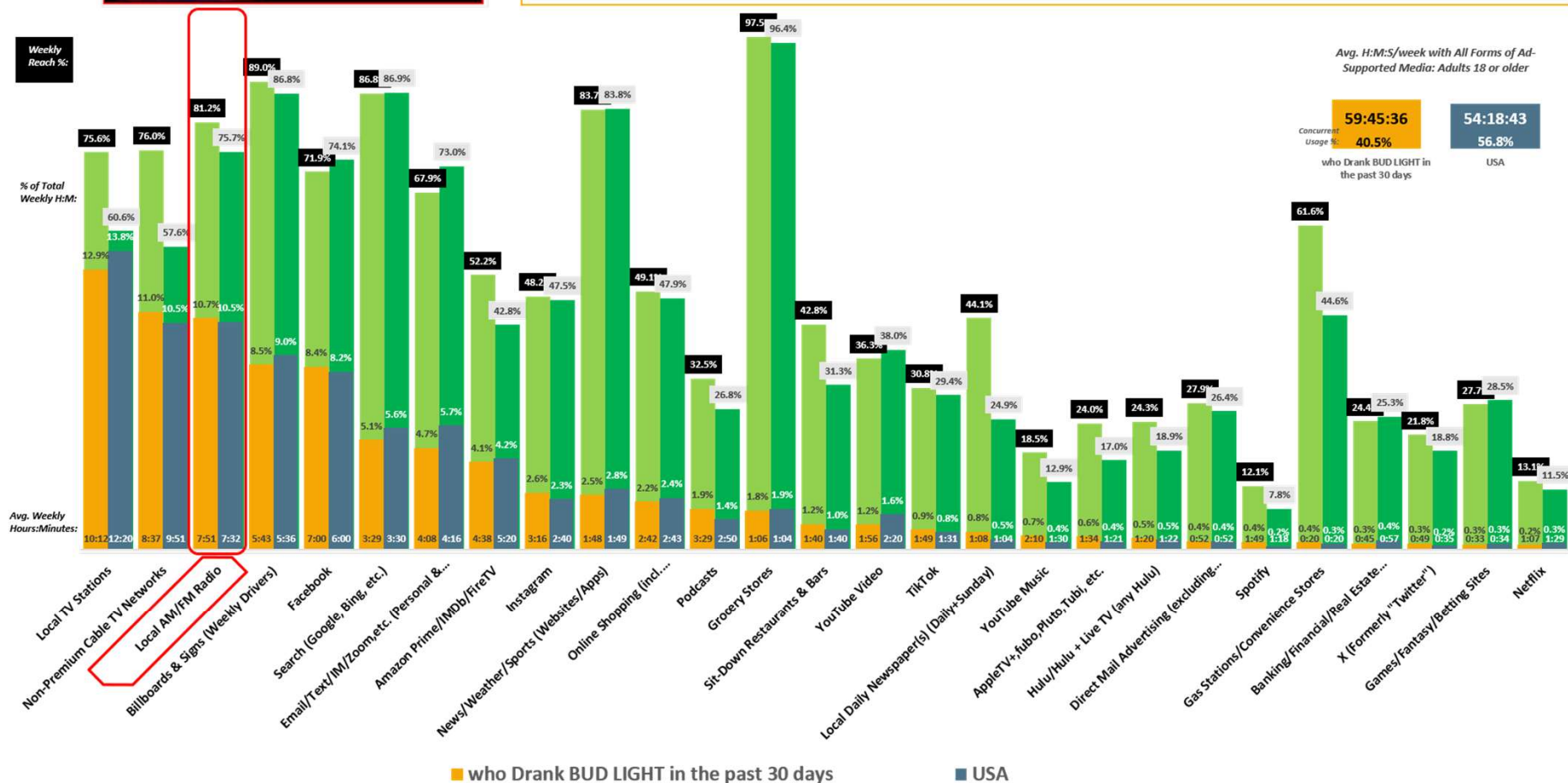
Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 4 days, 4 hours, 37 minutes and 13 seconds each week with All Forms of Media.
 86.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 12 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.





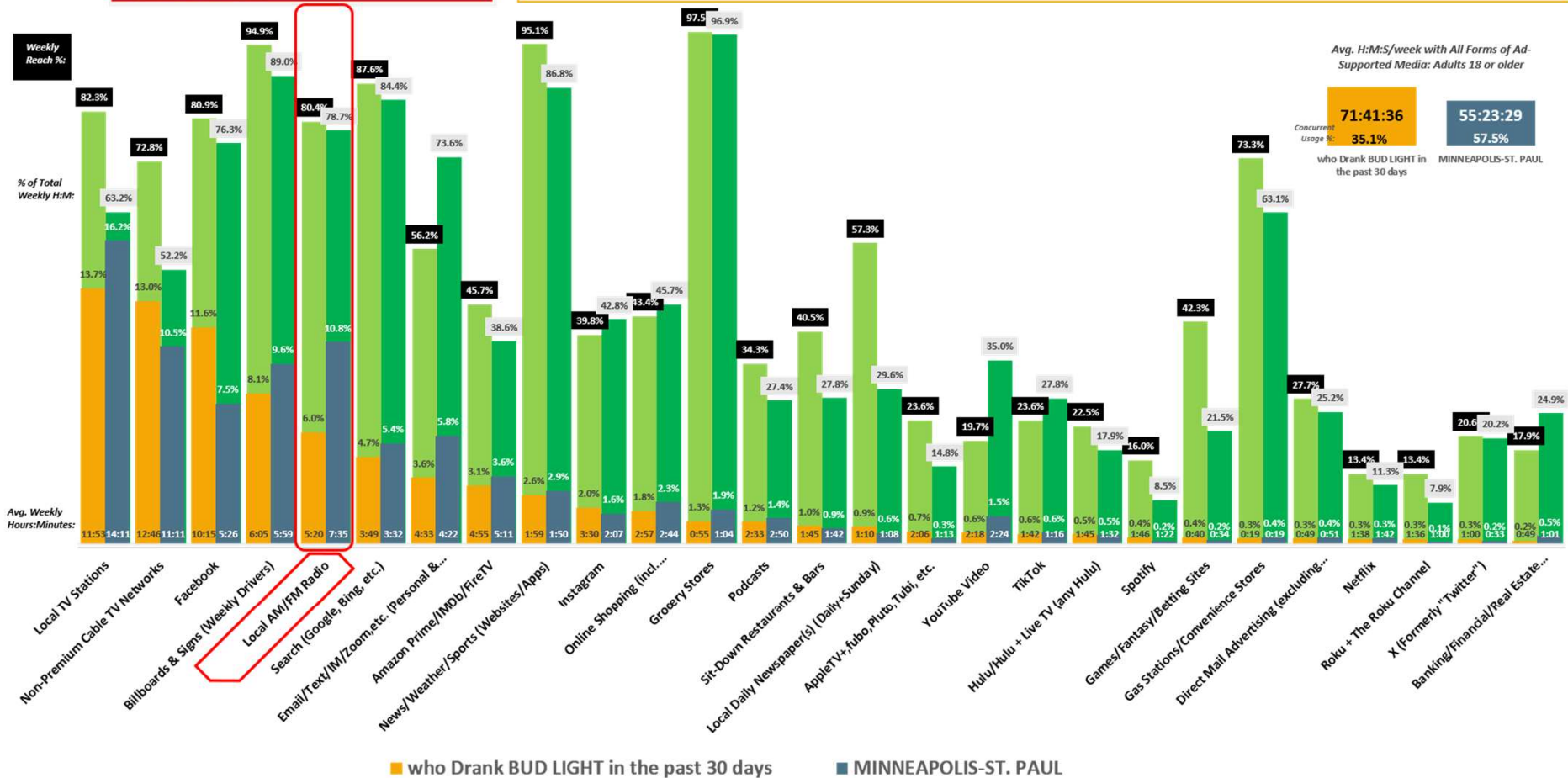
Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 11 hours, 45 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



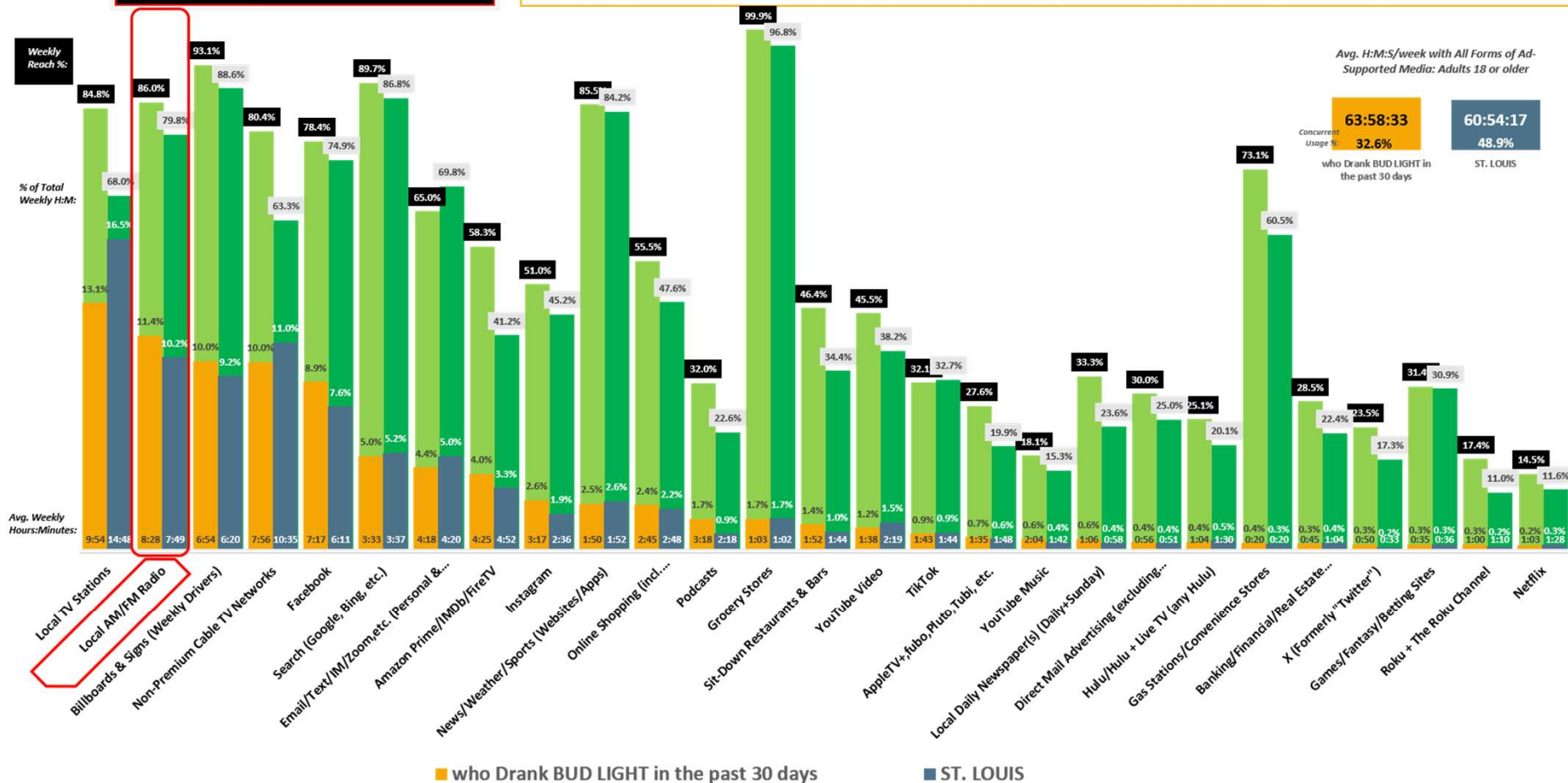


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 23 hours, 41 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 80.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 5 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.% of total time spent with all forms of Ad-Supported Media.



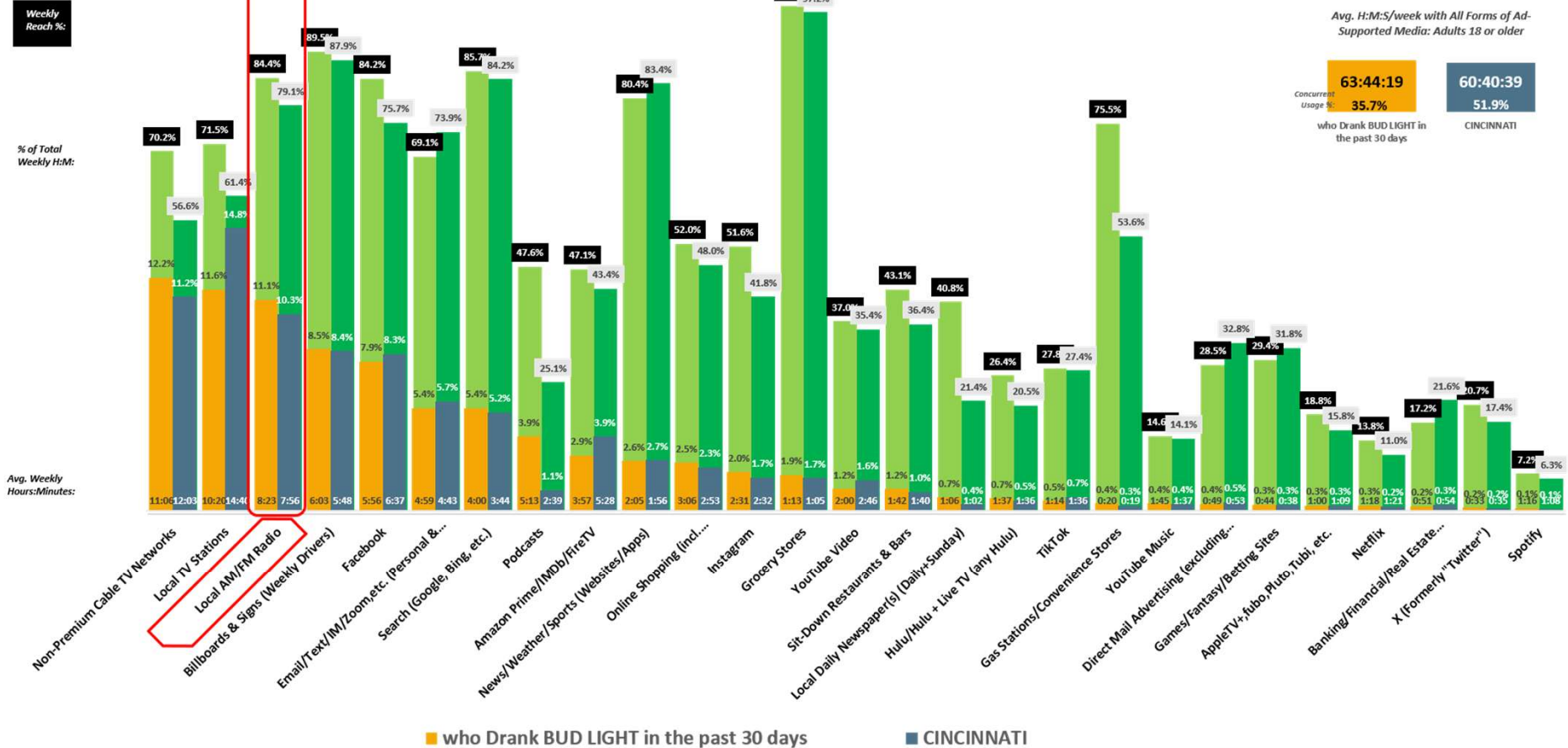


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 15 hours, 58 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



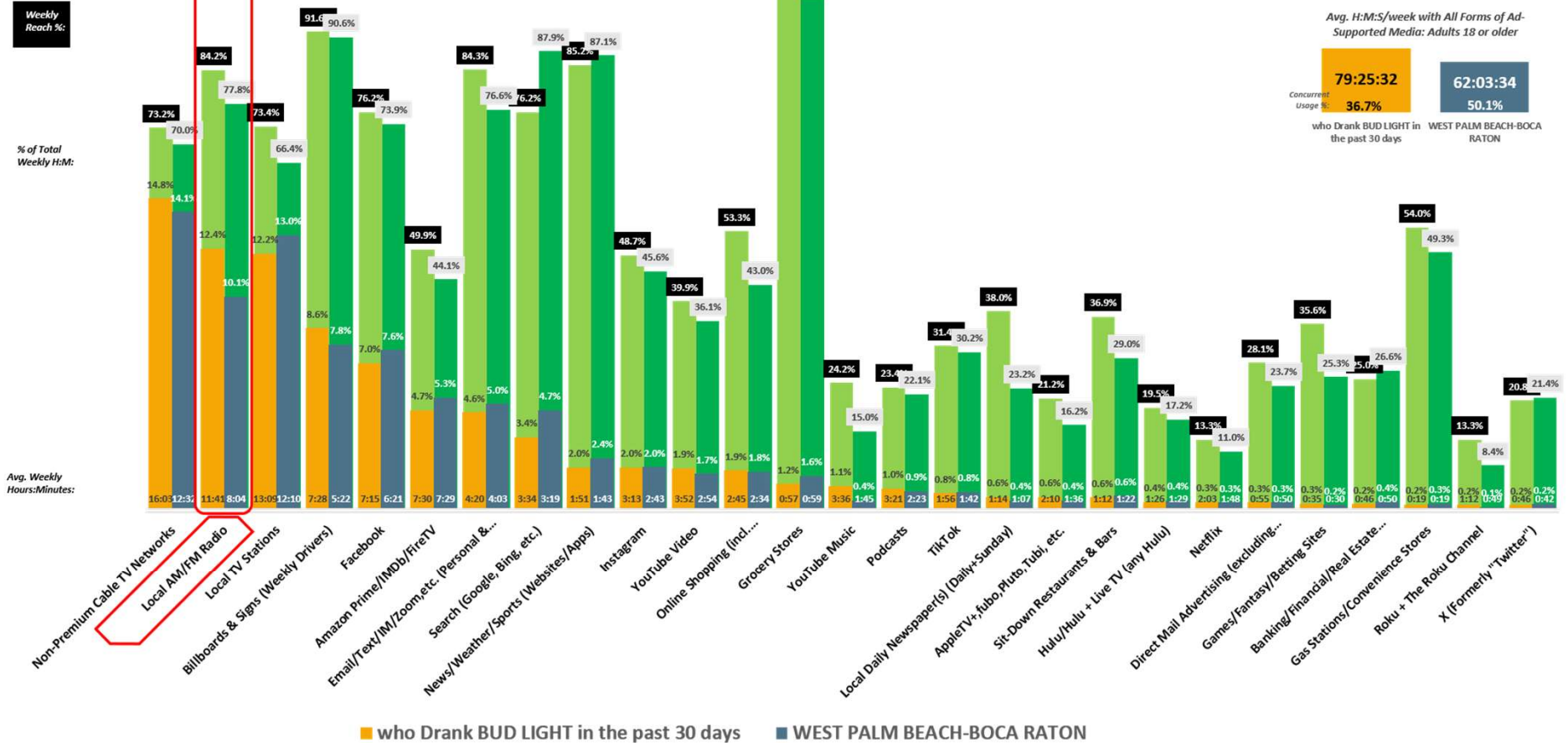


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 15 hours, 44 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 84.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 7 hours, 25 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 11 hours and 41 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.

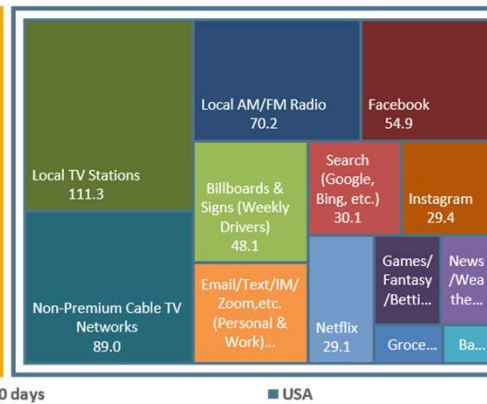
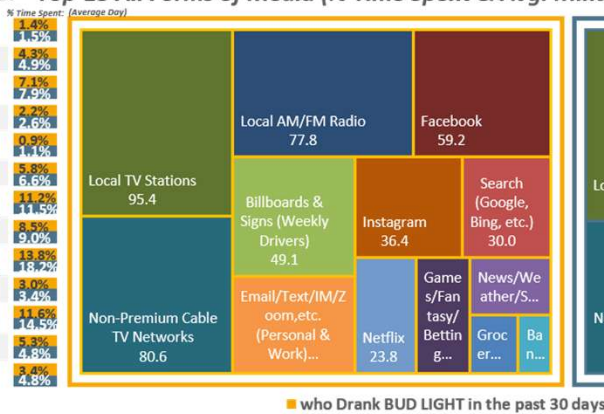
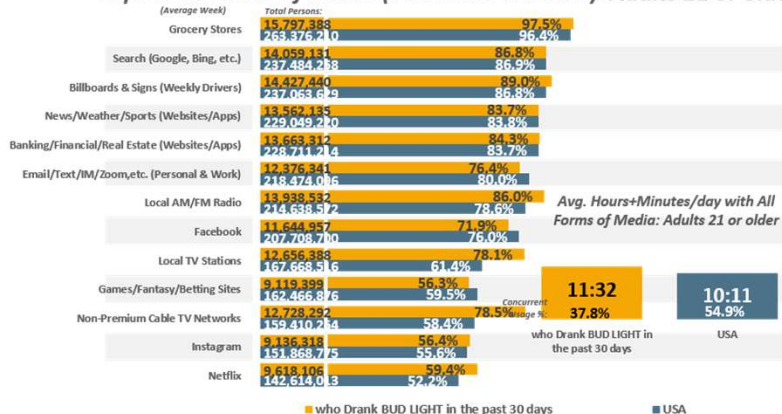




Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day.
(Local Radio delivers 10.7% of Time with Ad-Supported Media.)

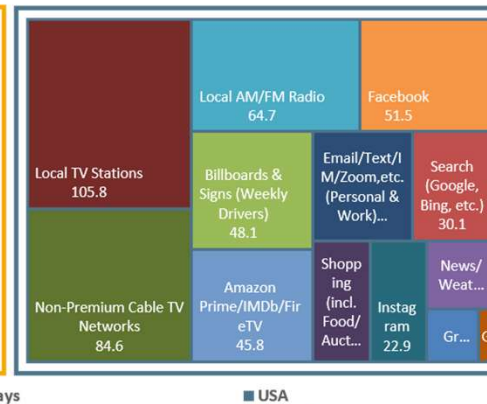
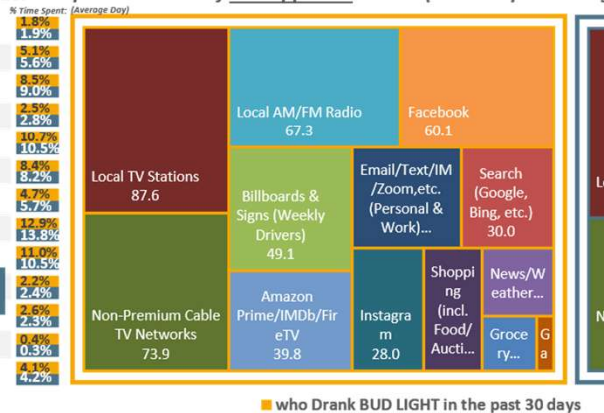
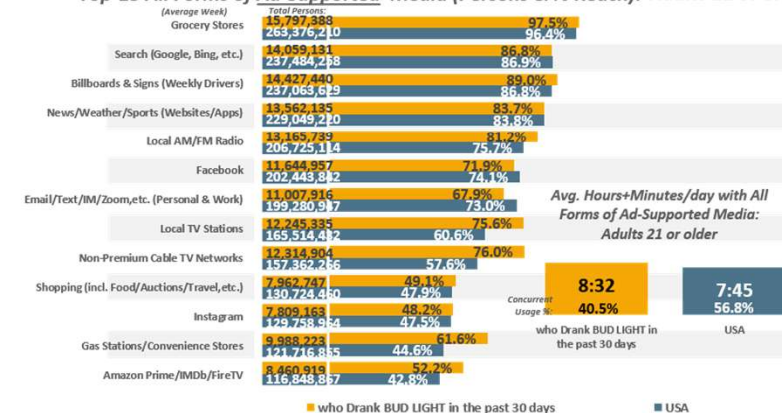
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

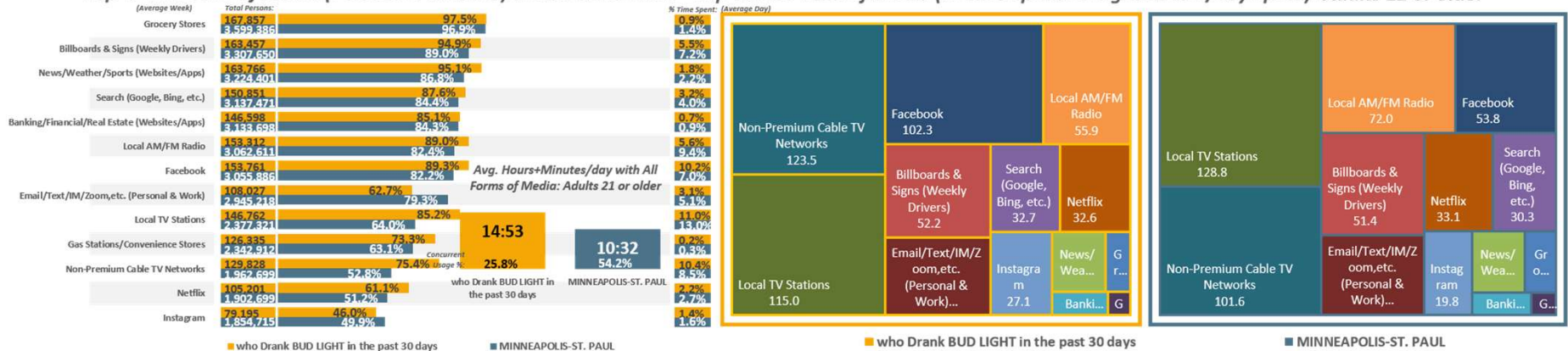
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

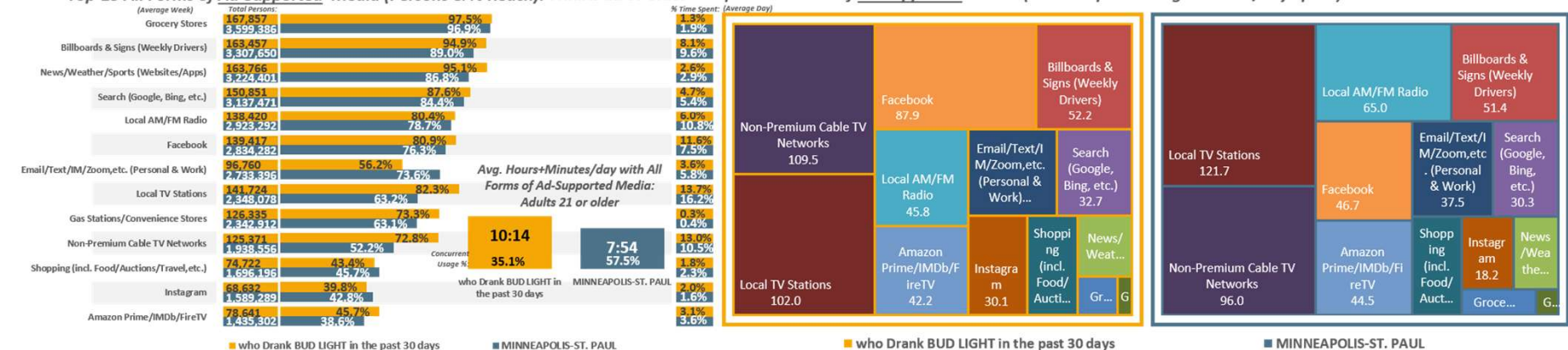


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 10 hours and 14 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 45.8 minutes/day.
(Local Radio delivers 6.% of Time with Ad-Supported Media.)

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



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

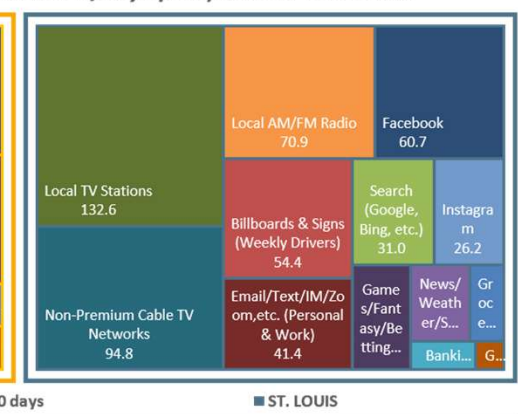
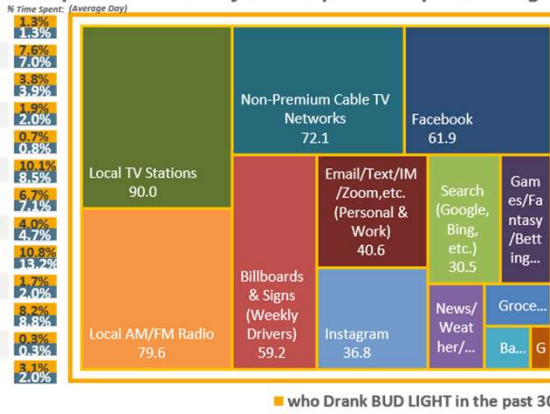
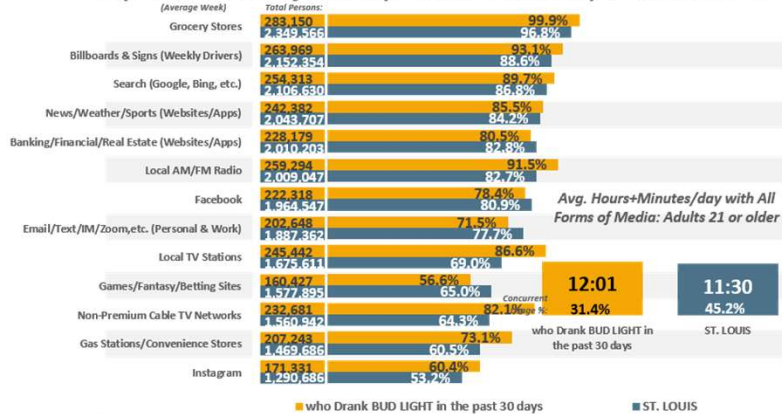




Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day.
(Local Radio delivers 11.4% of Time with Ad-Supported Media.)

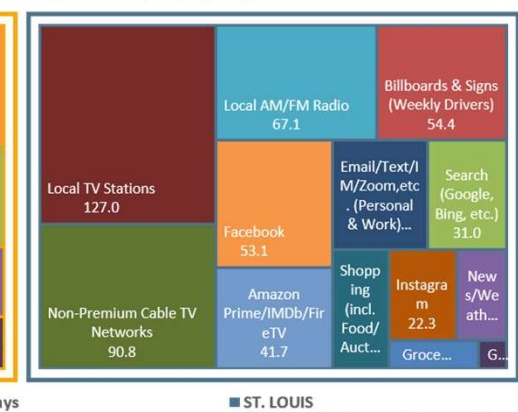
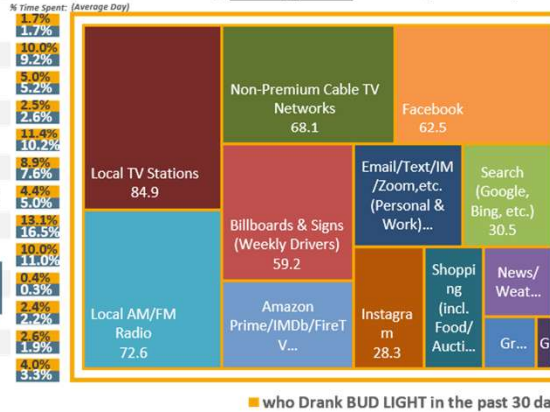
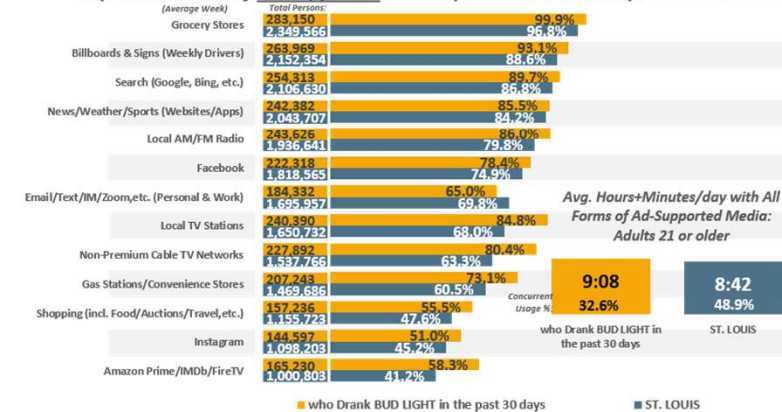
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

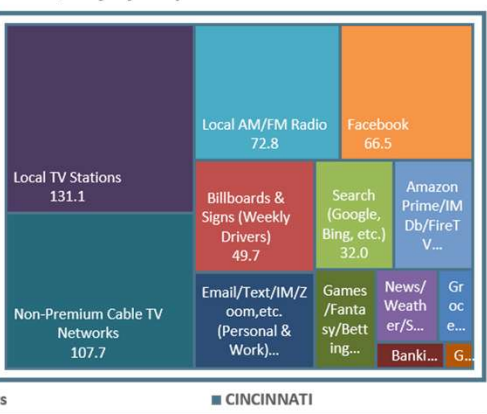
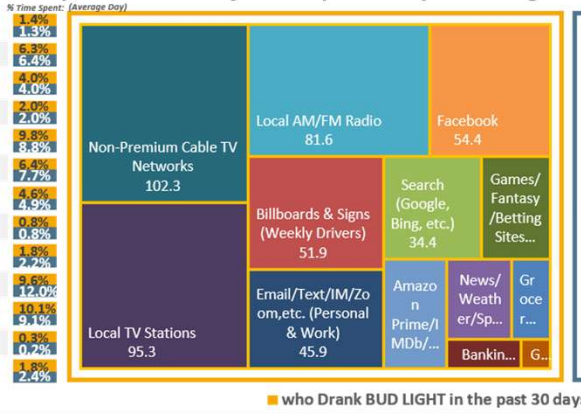
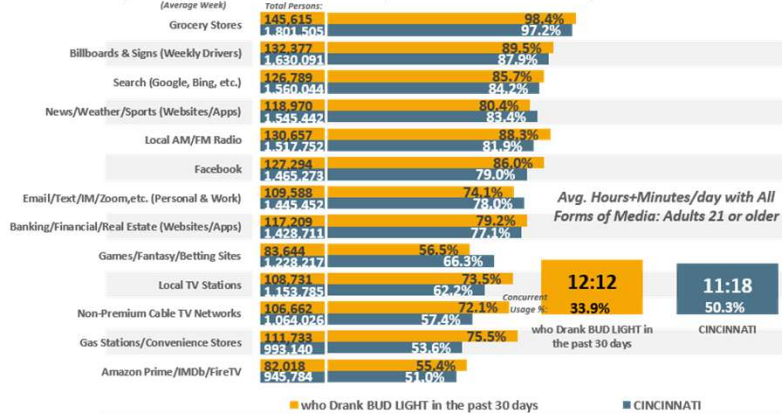
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 9 hours and 6 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day.
(Local Radio delivers 11.1% of Time with Ad-Supported Media.)

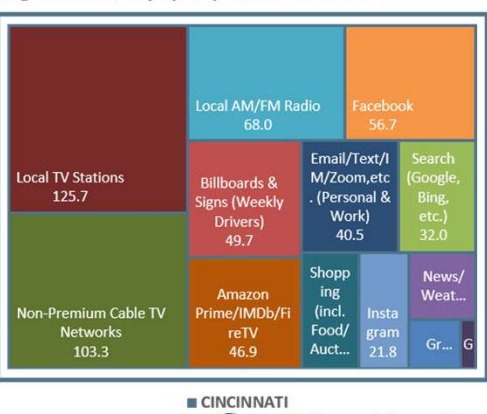
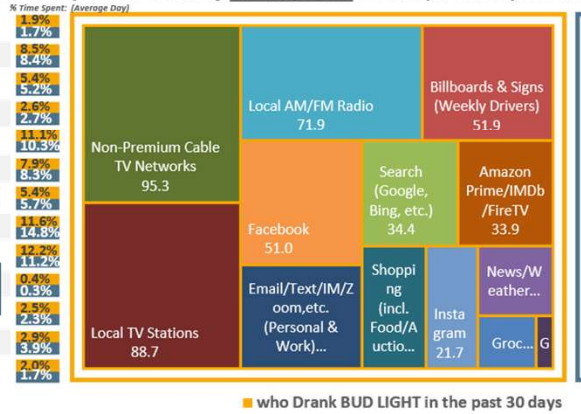
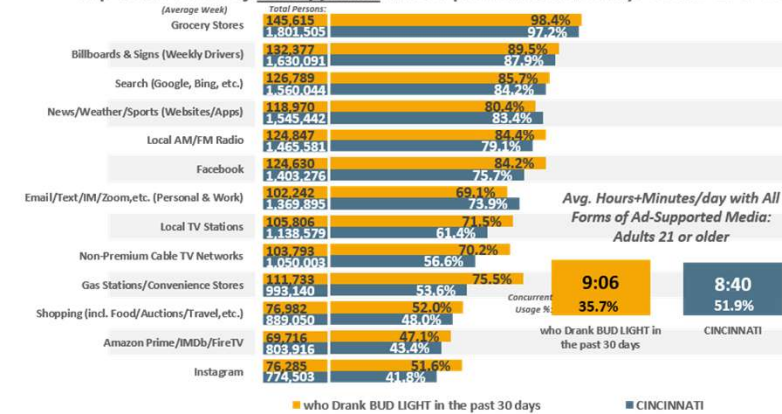
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

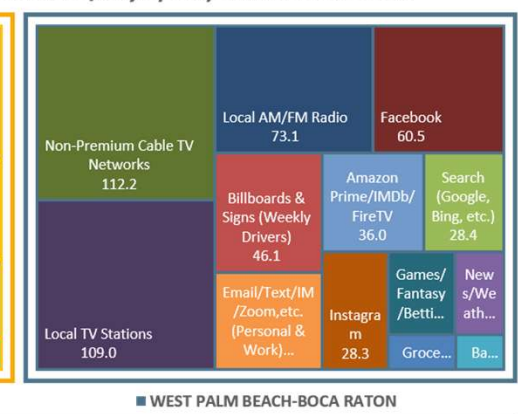
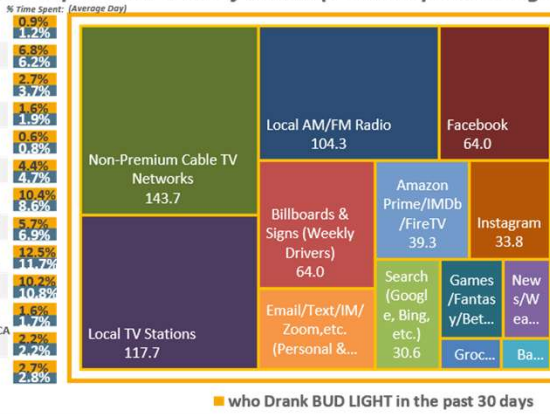
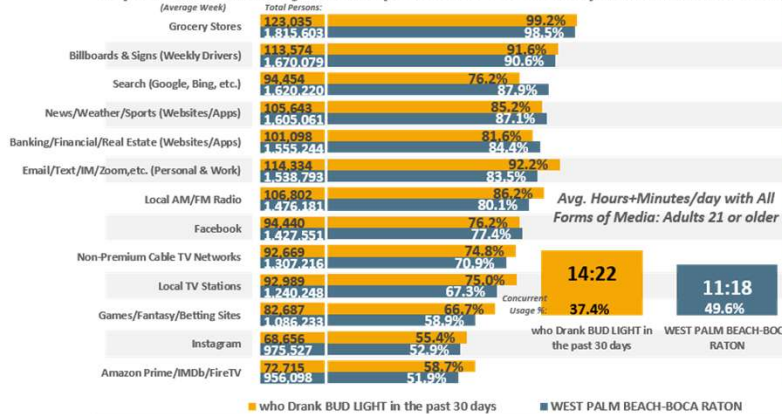
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 11 hours and 20 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 100.3 minutes/day.
(Local Radio delivers 12.4% of Time with Ad-Supported Media.)

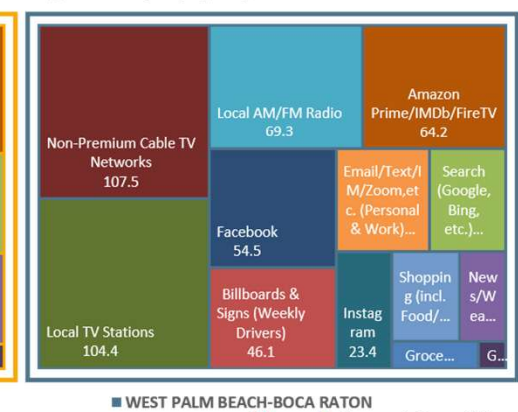
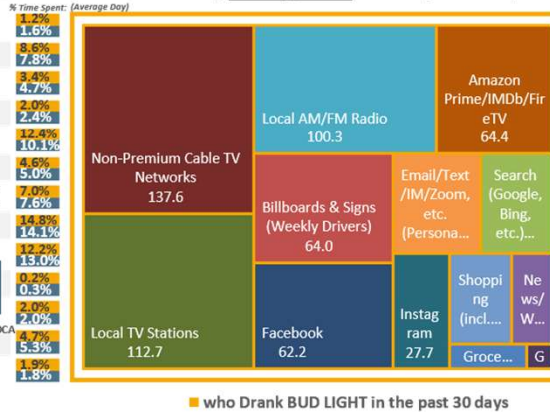
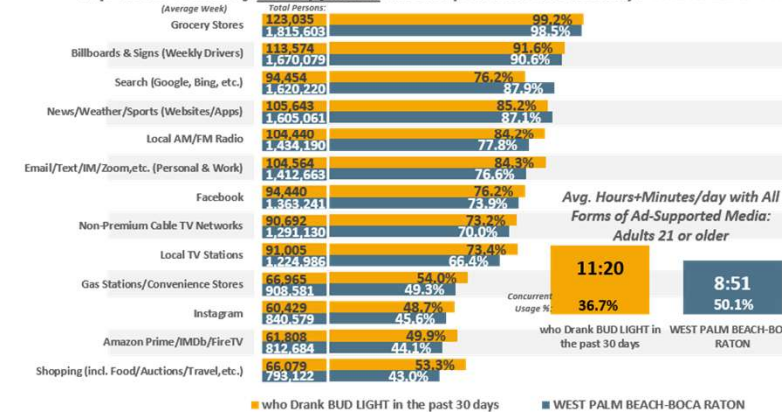
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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

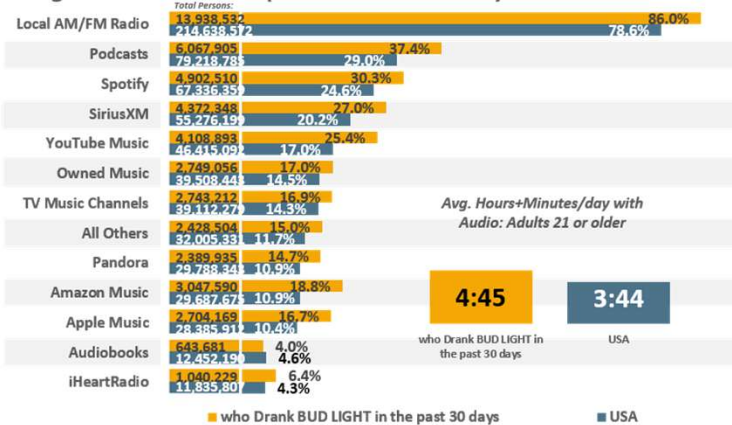
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



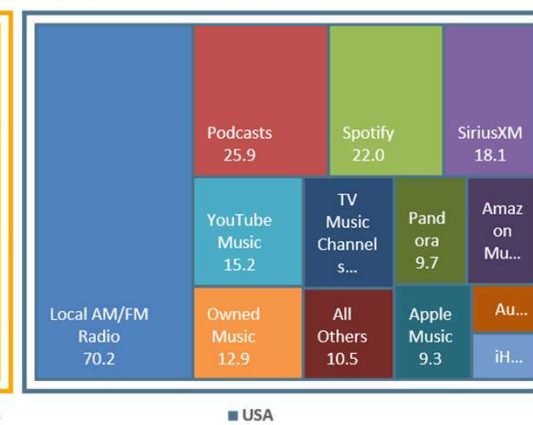
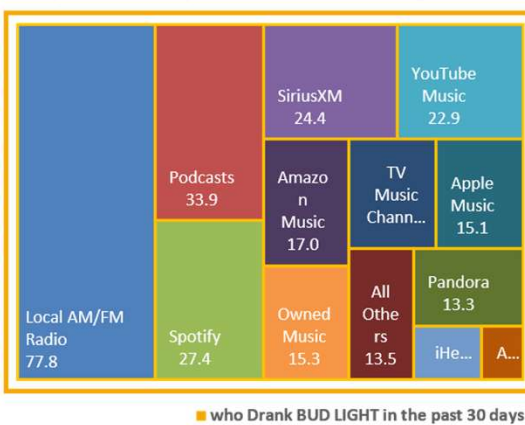


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

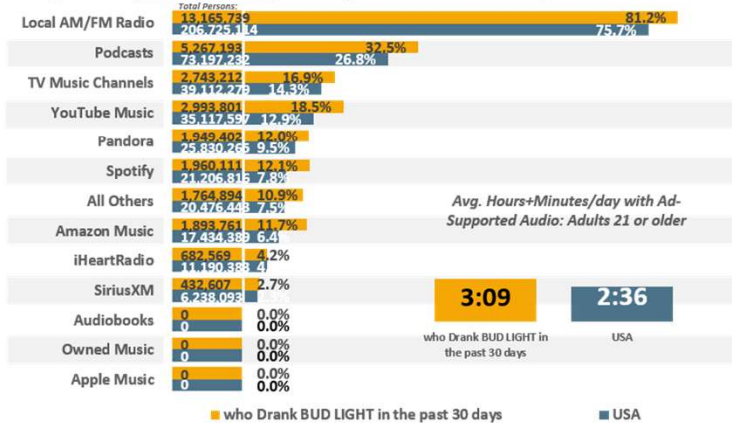
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



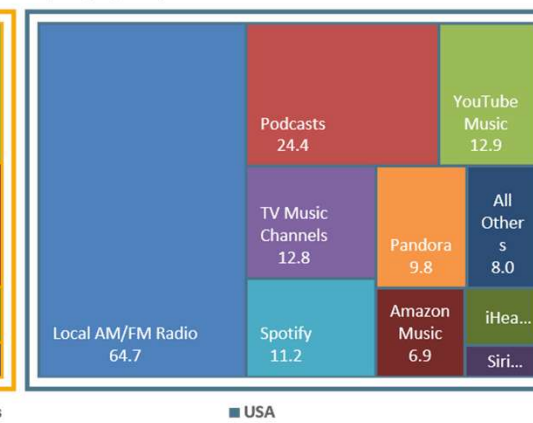
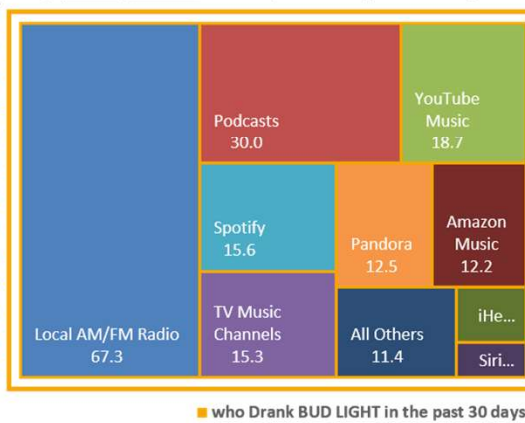
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



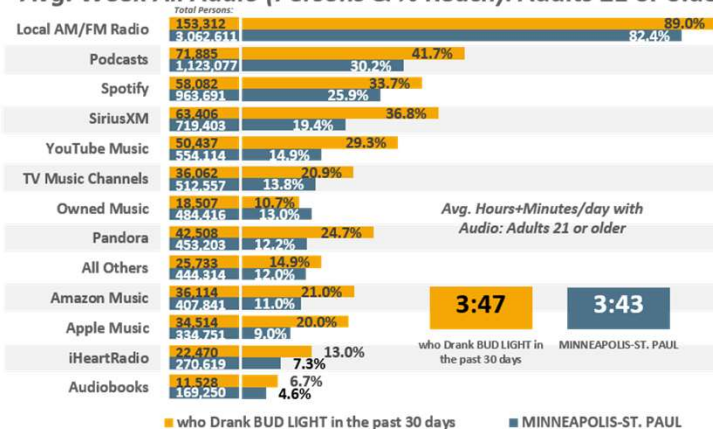
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



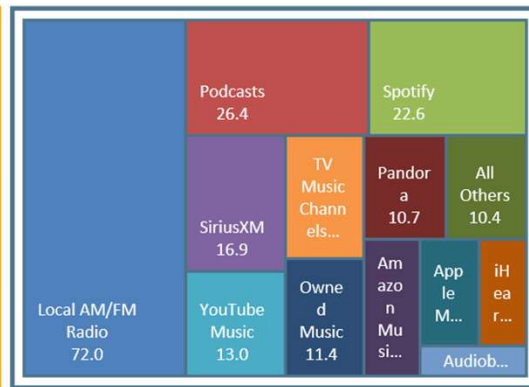
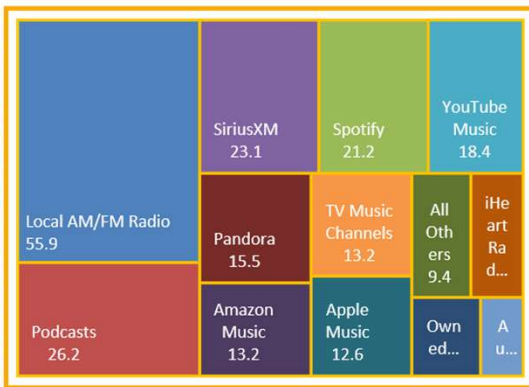


138,420 or 80.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

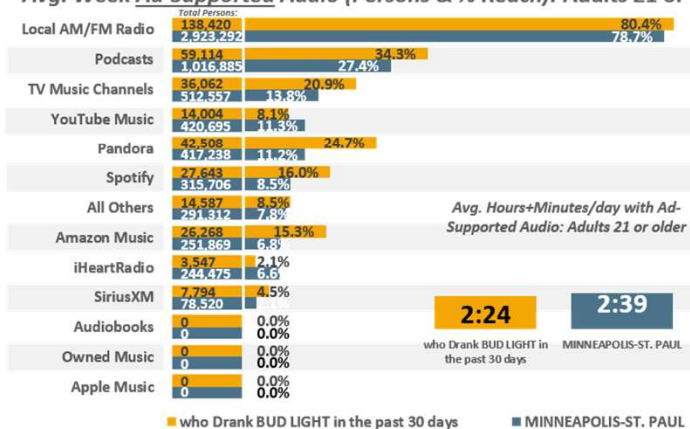
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



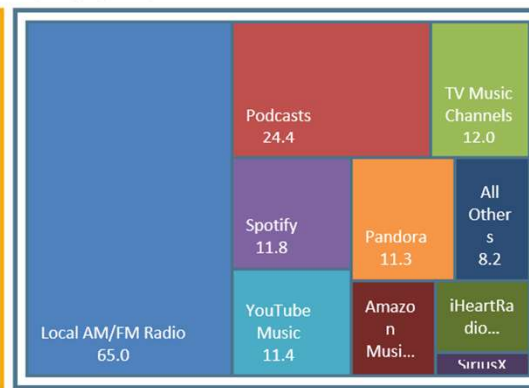
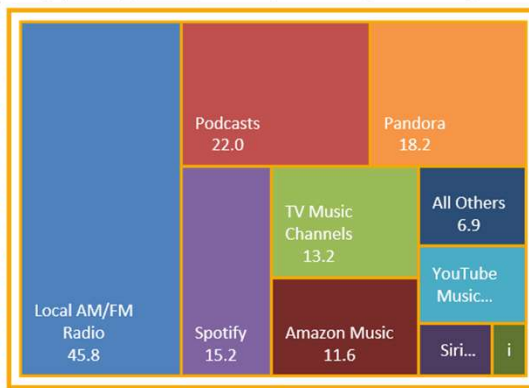
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

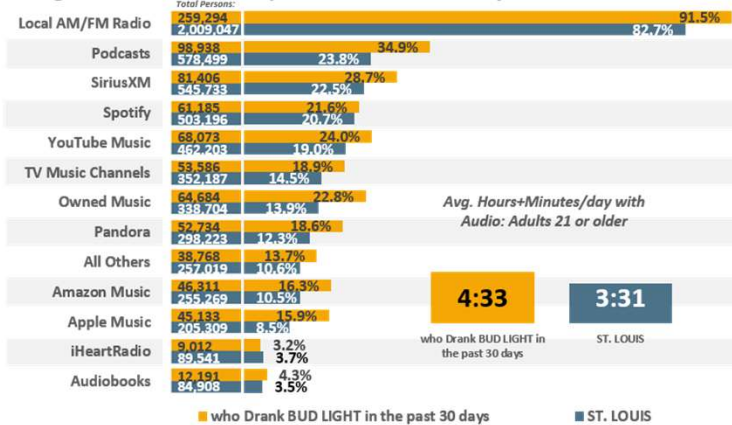
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

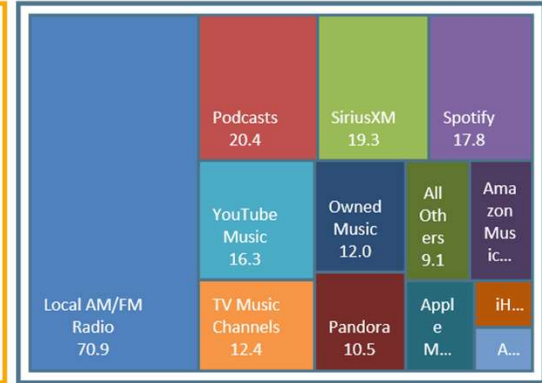
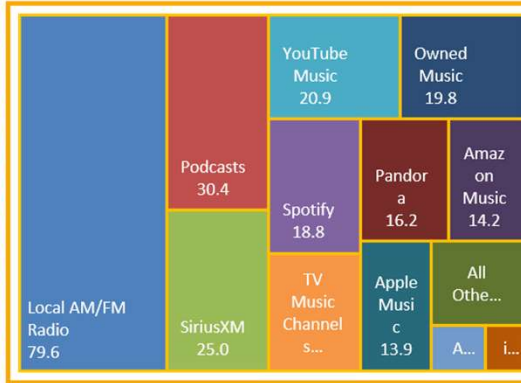


243,626 or 86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

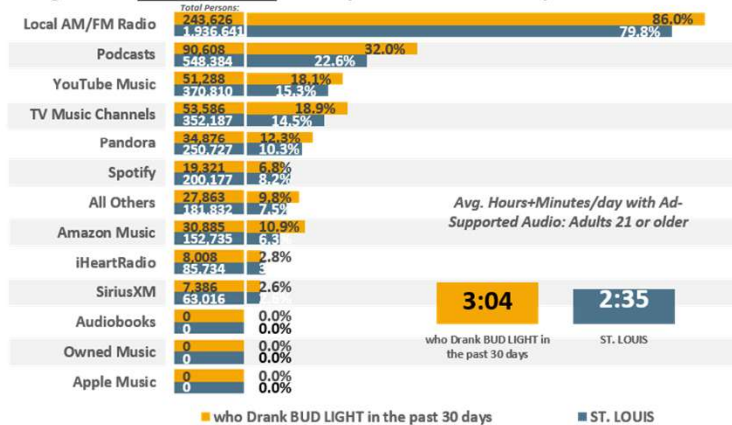
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



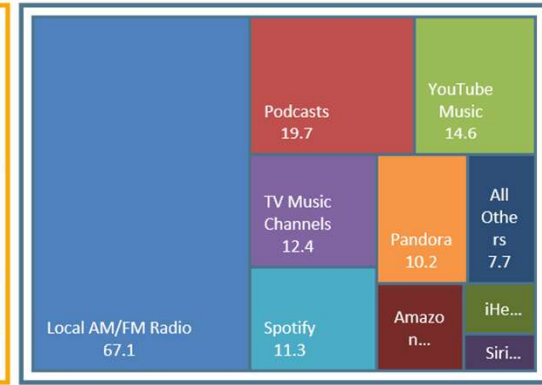
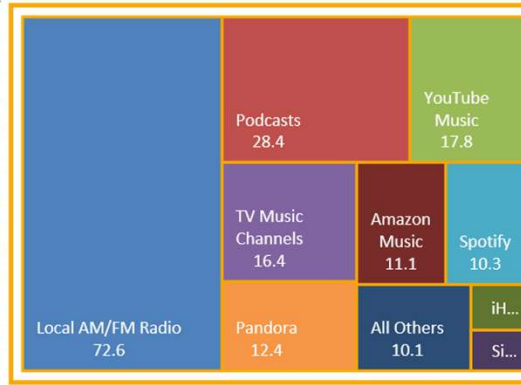
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



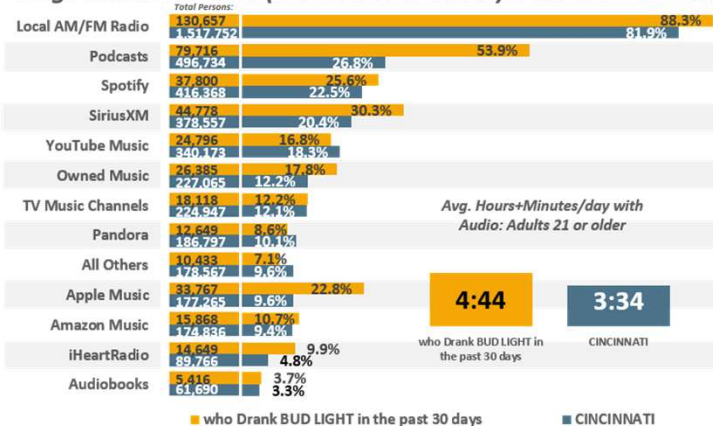
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



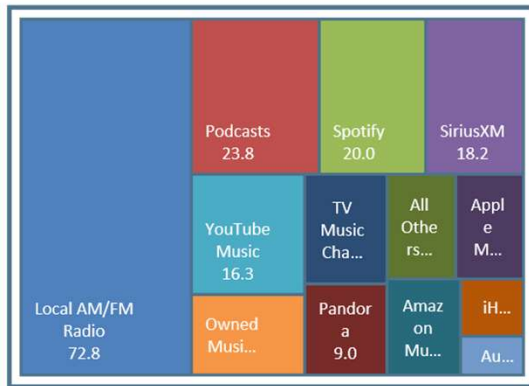
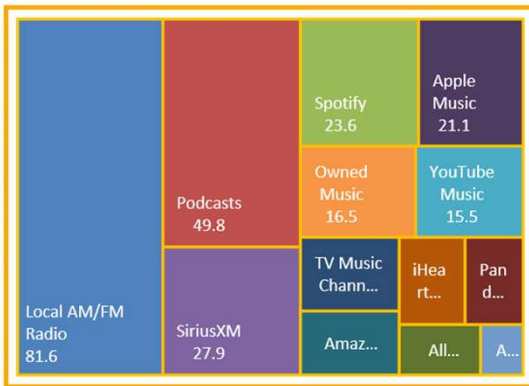


124,847 or 84.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

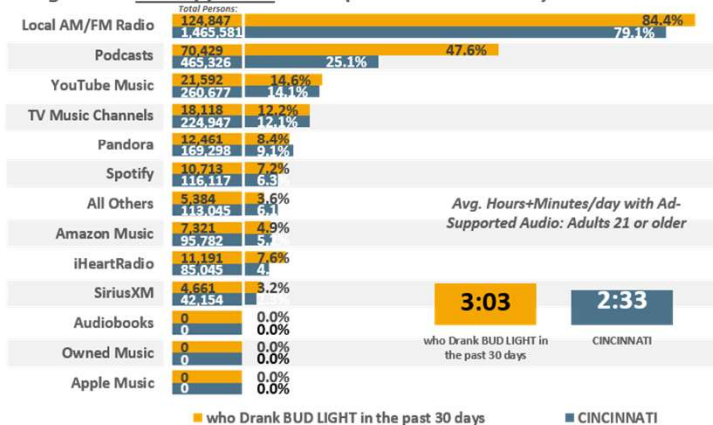
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



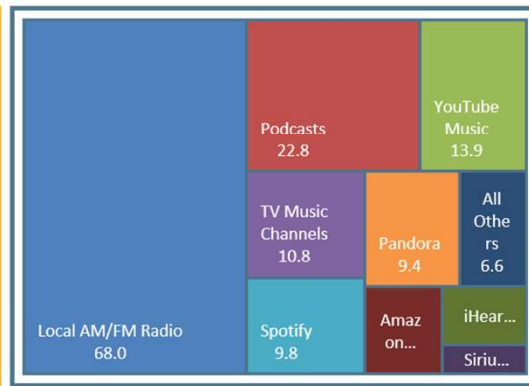
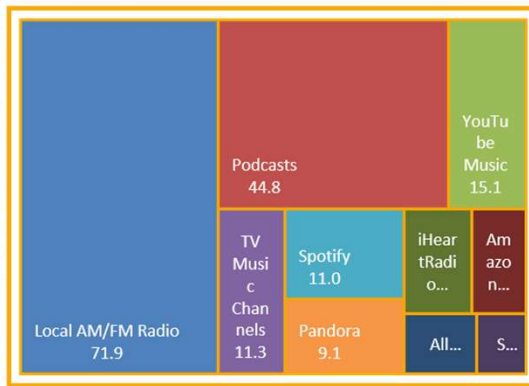
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



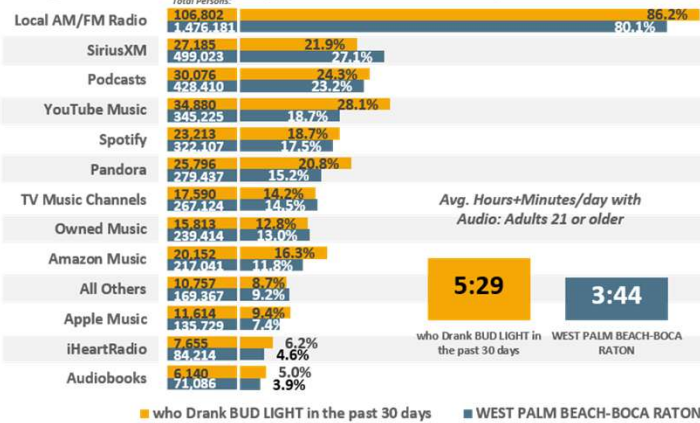
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



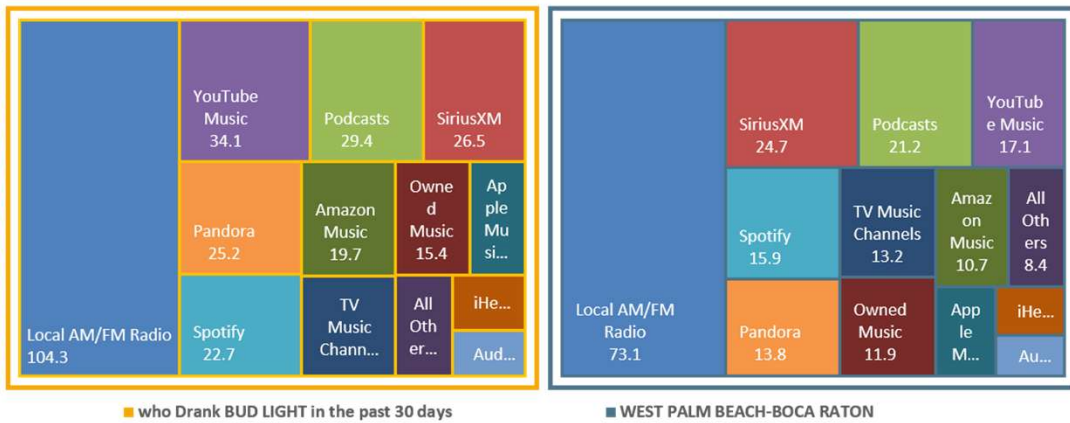


104,440 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 100.3 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

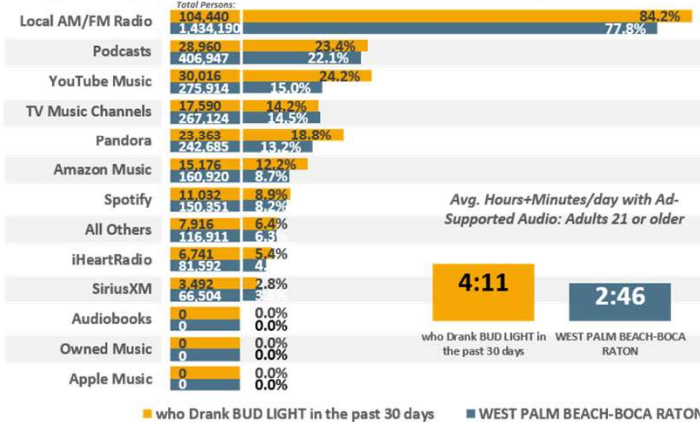
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



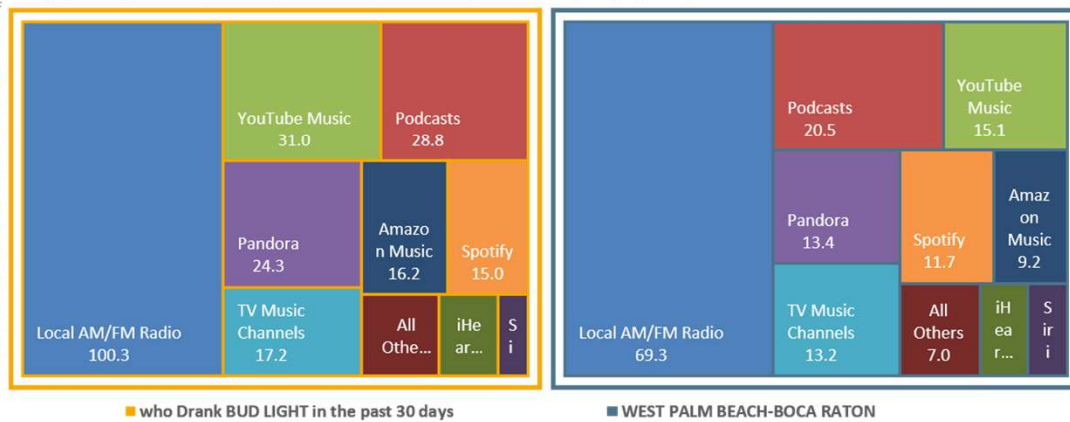
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

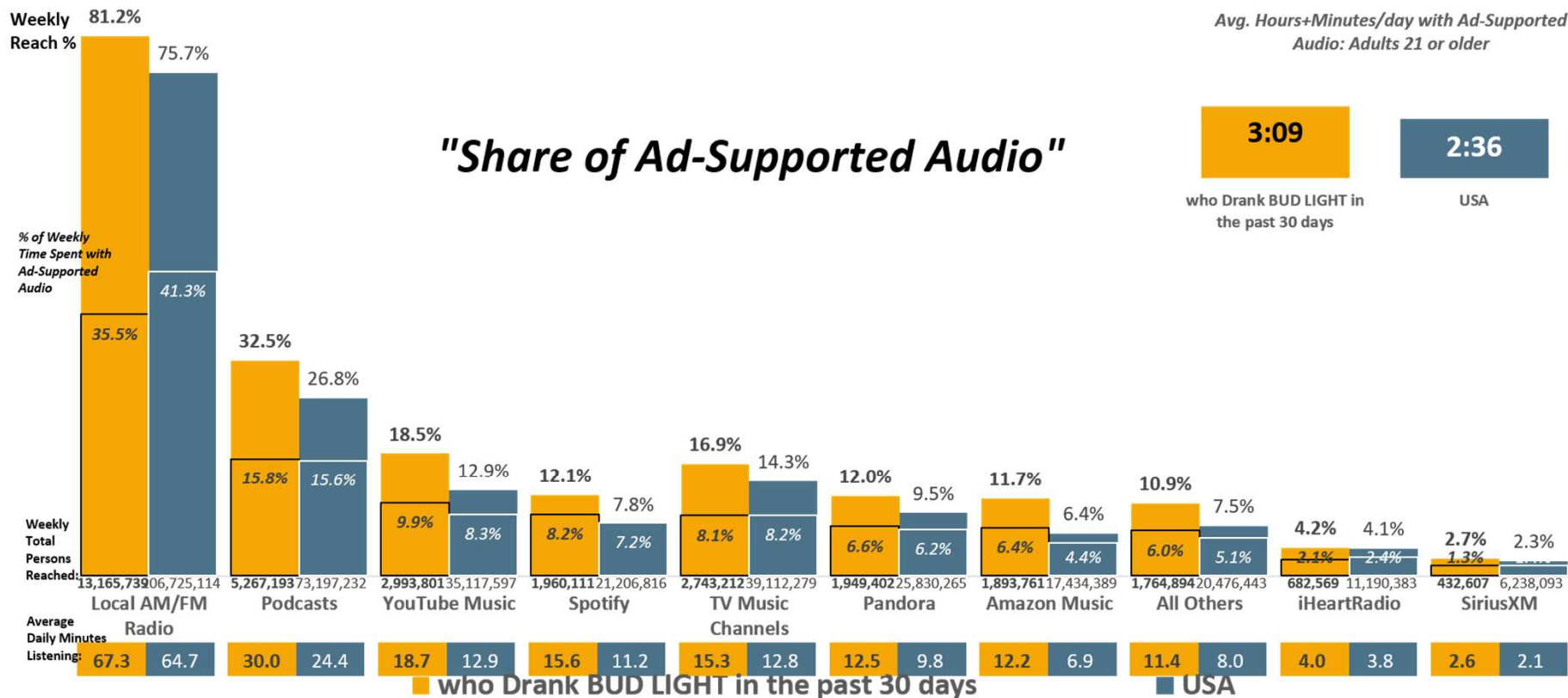


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



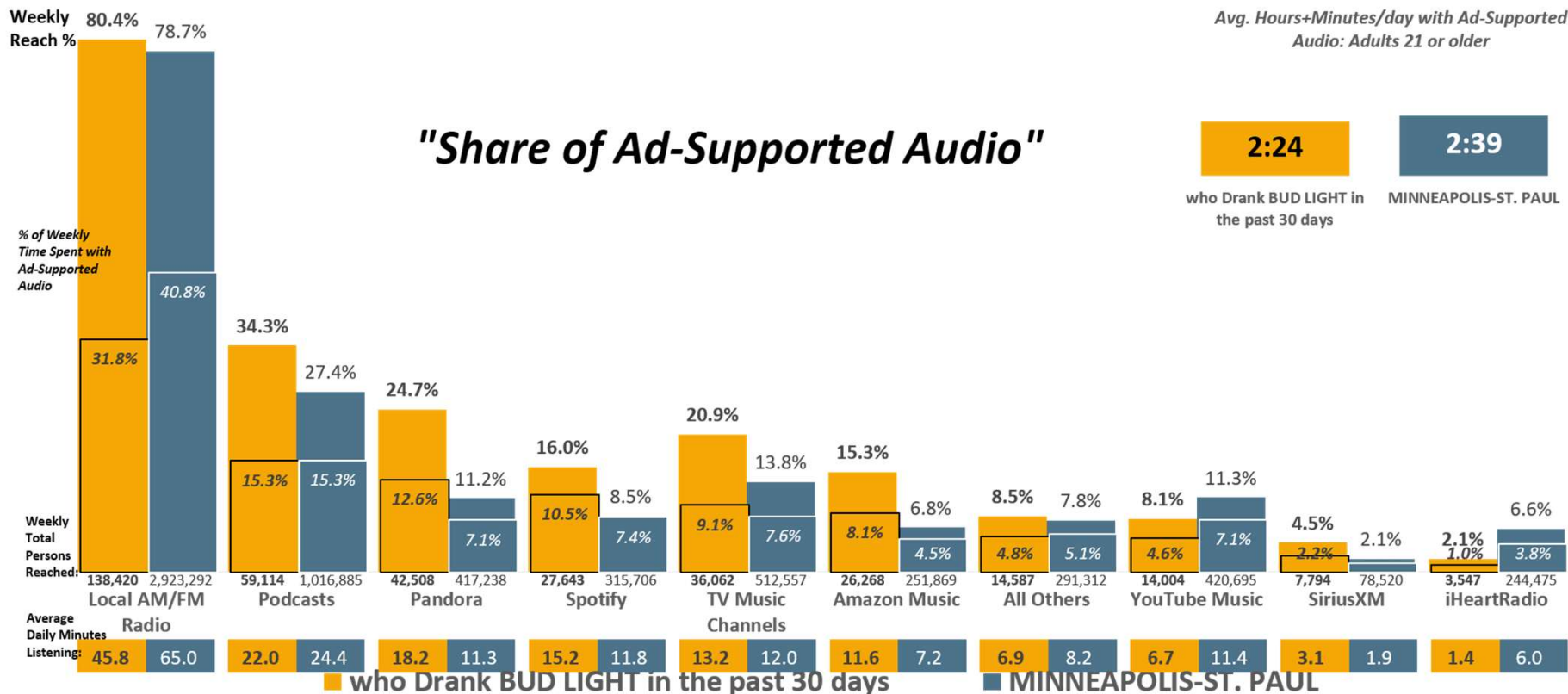


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.





138,420 or 80.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



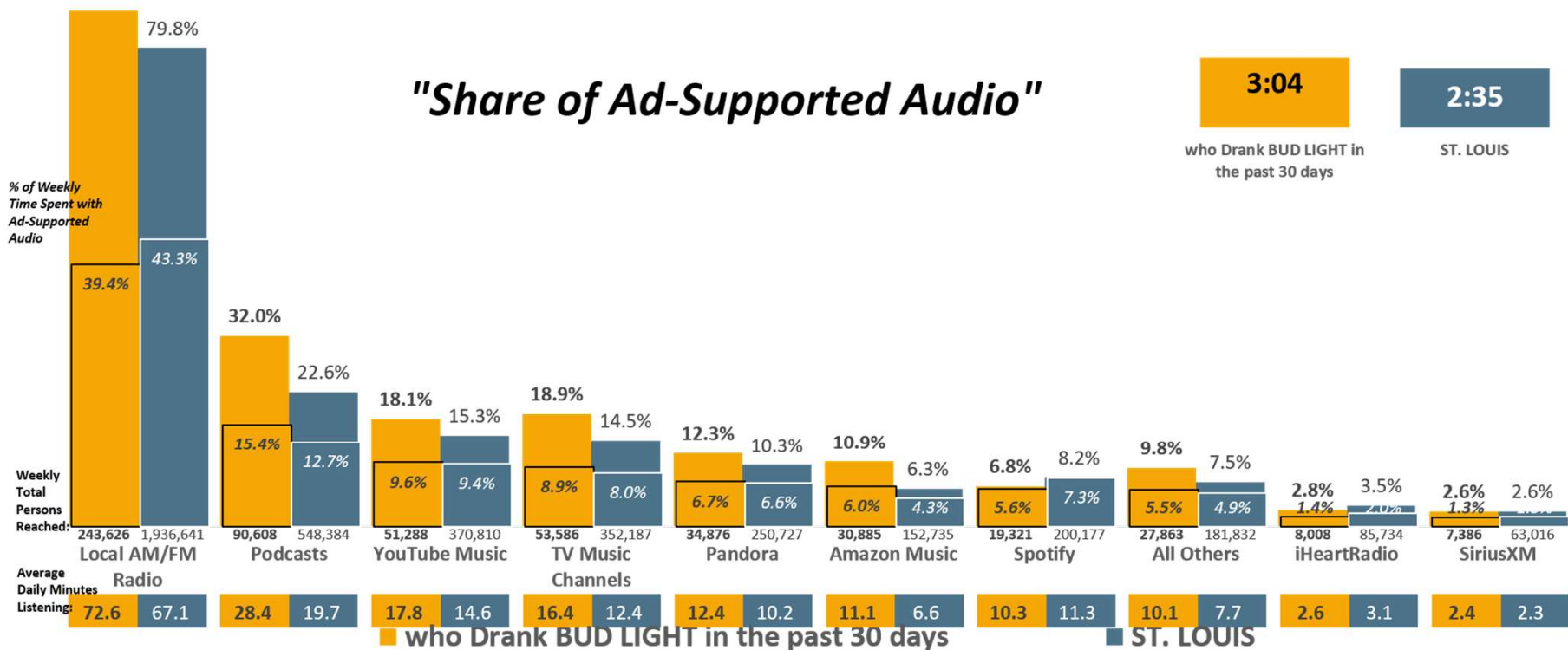


243,626 or 86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 86.0%

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

"Share of Ad-Supported Audio"



3:04

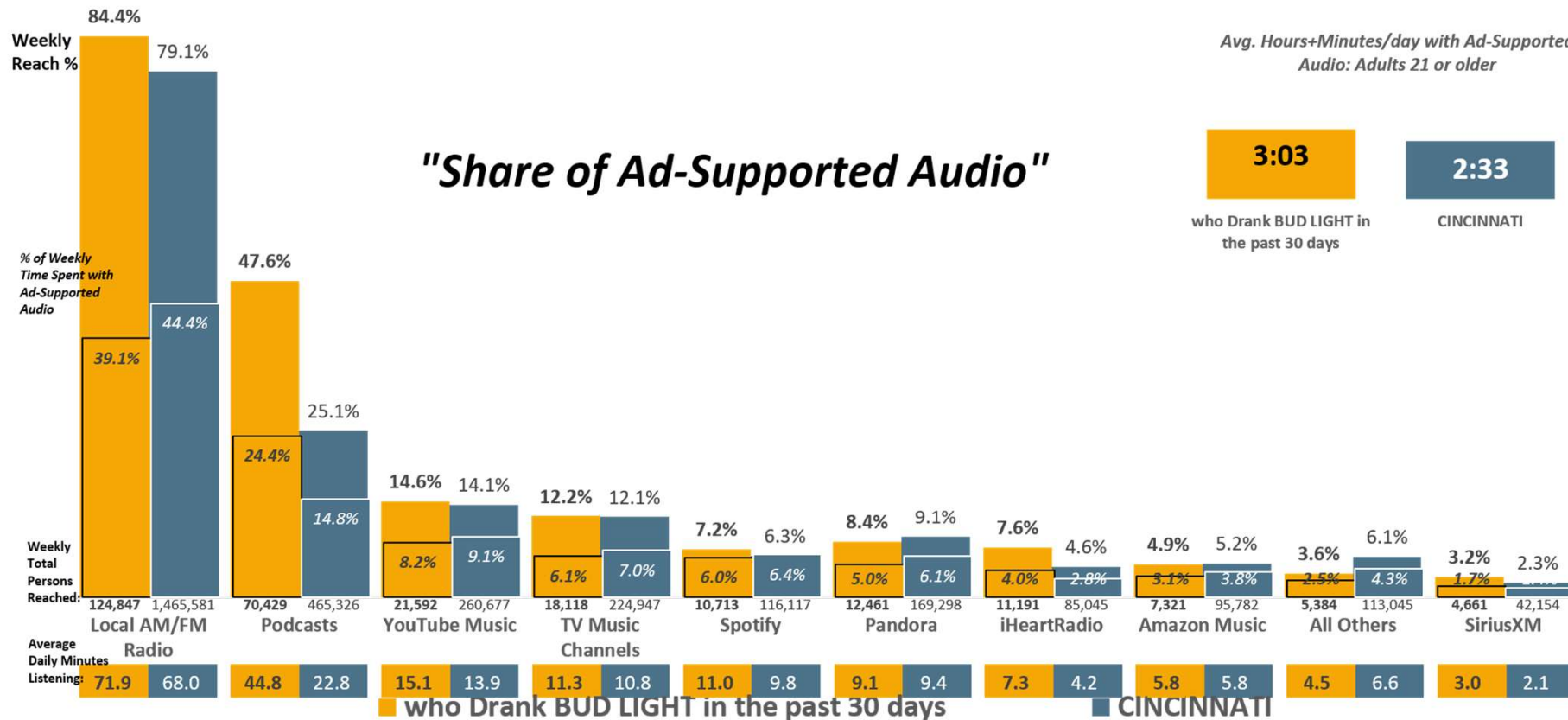
who Drank BUD LIGHT in
the past 30 days

2:35

ST. LOUIS

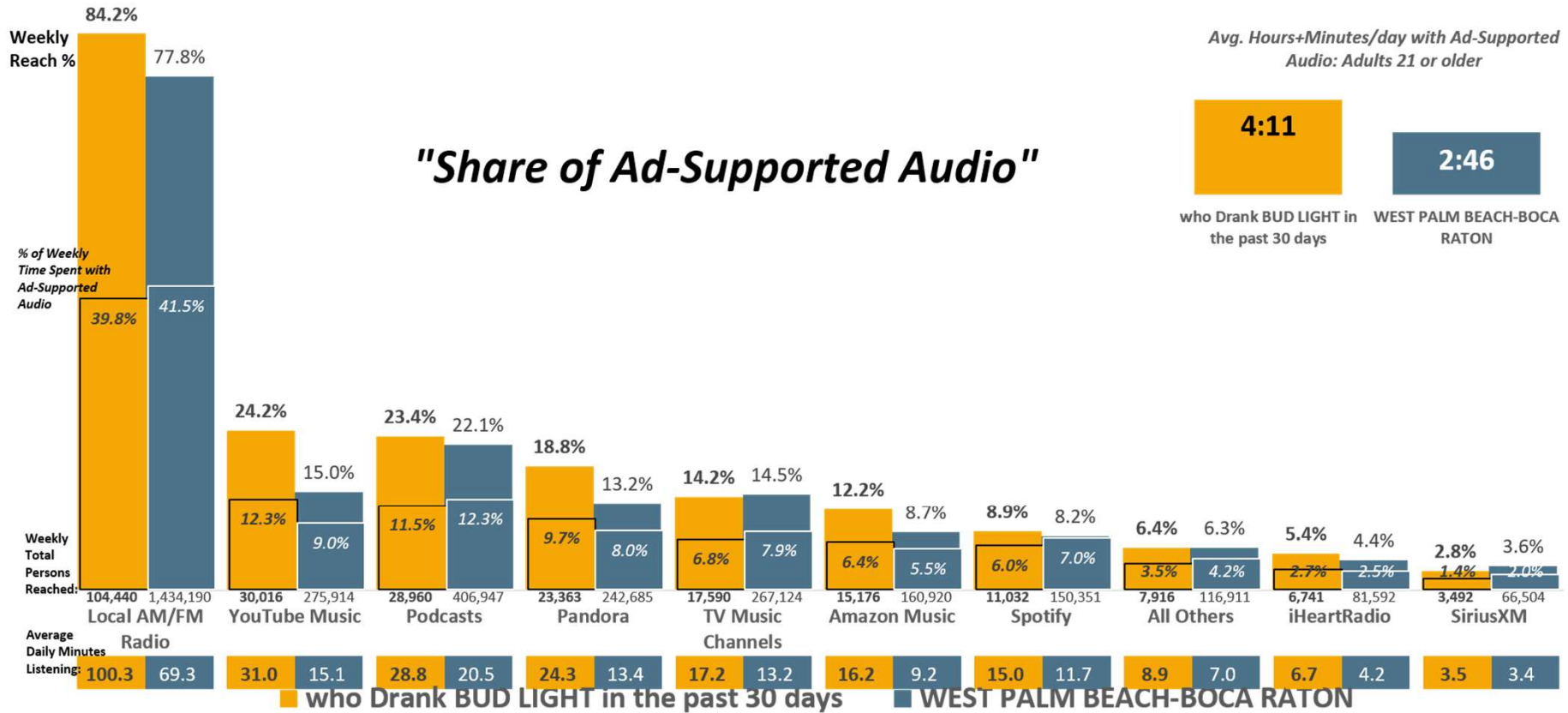


124,847 or 84.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.





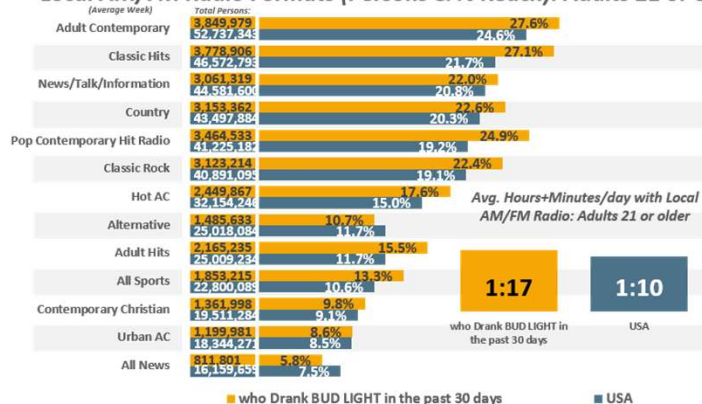
104,440 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 100.3 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



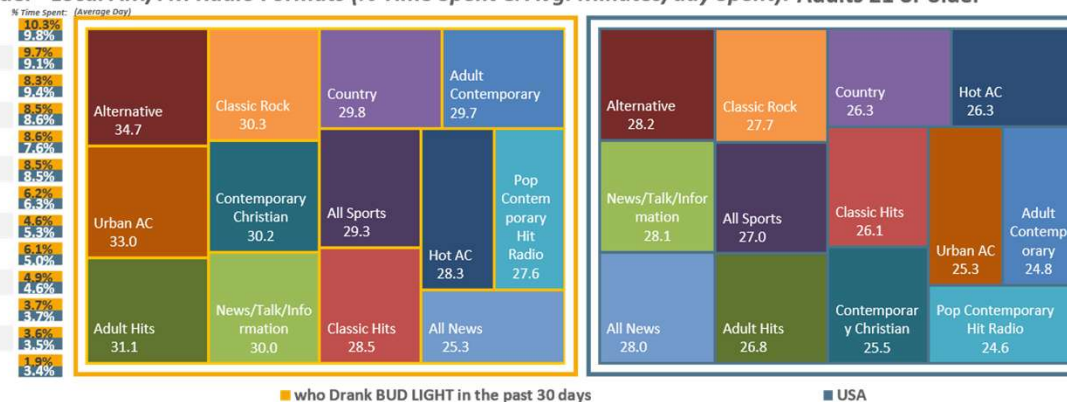


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Contemporary Hit Radio, Country, and Classic Rock.

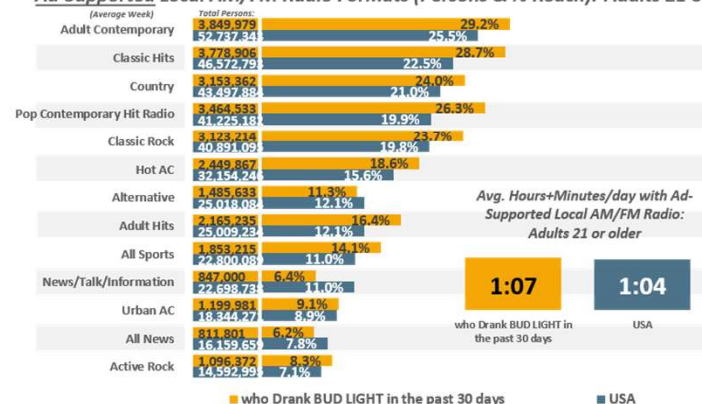
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



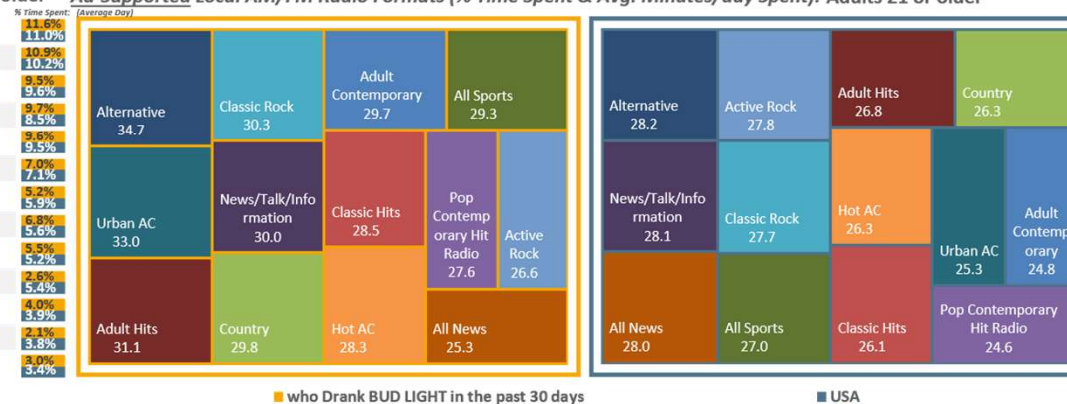
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

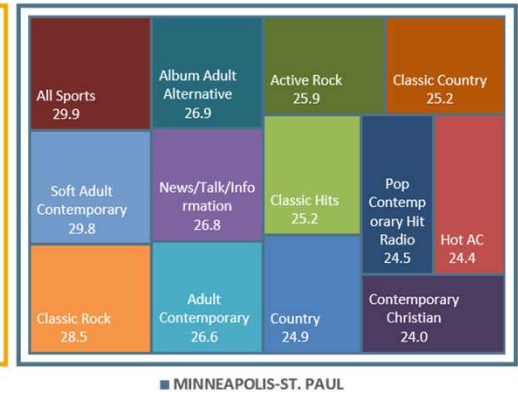
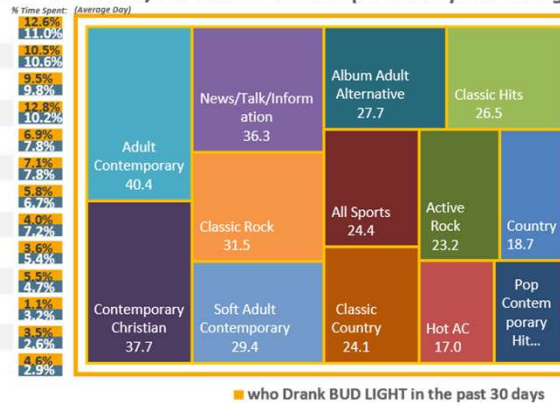
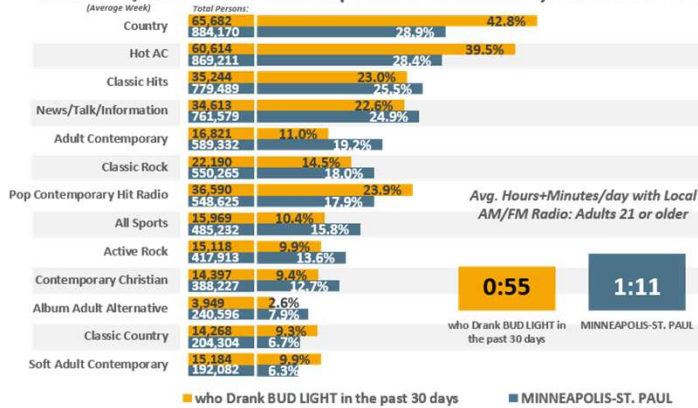
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

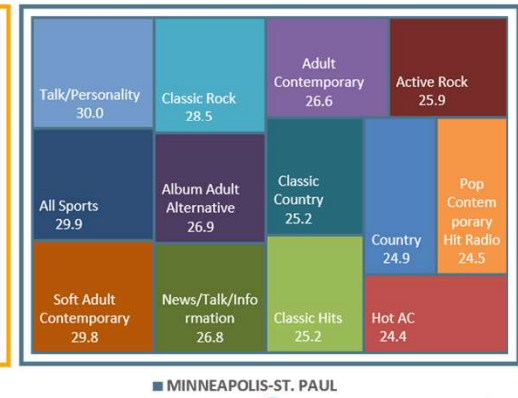
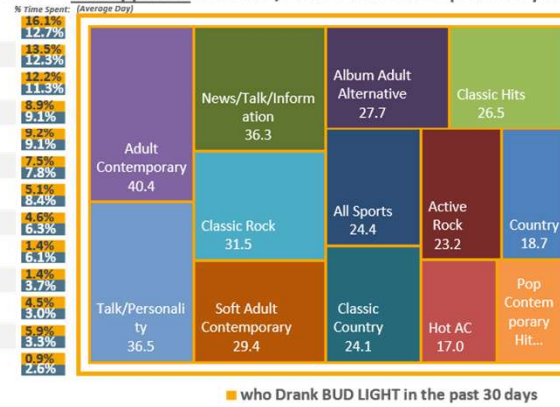
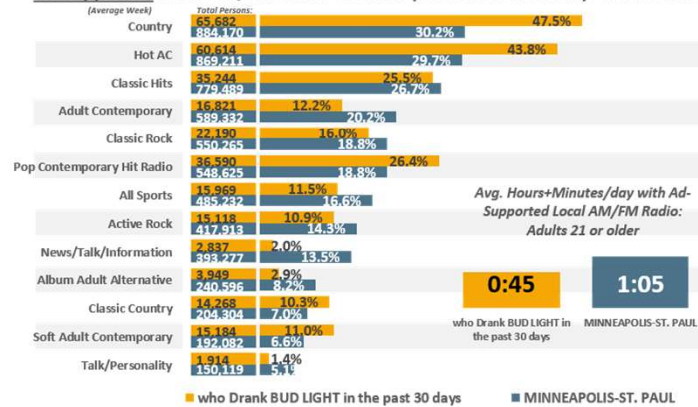


138,420 or 80.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

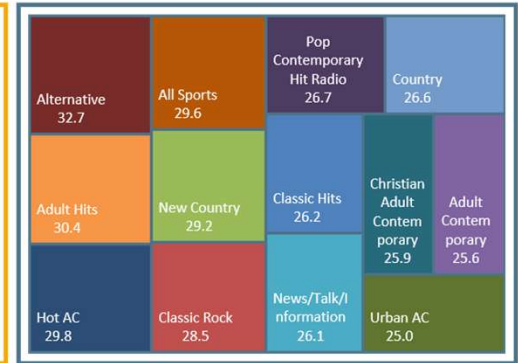
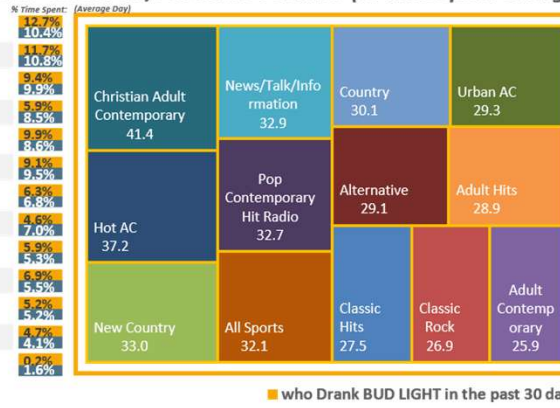
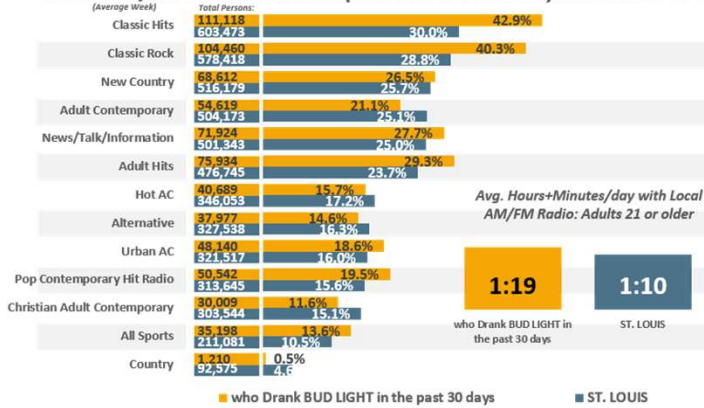
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

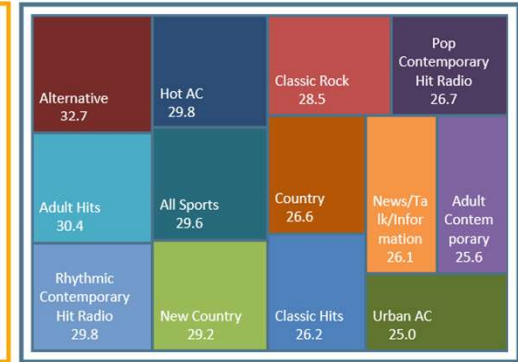
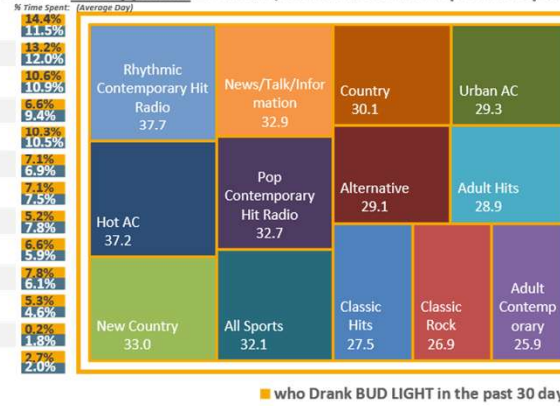
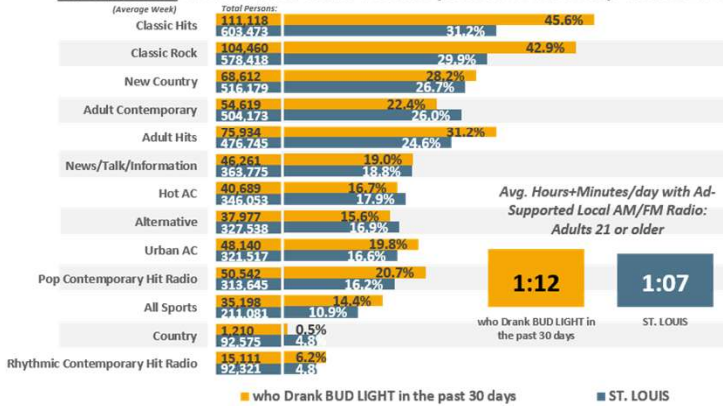


243,626 or 86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Hits, New Country, and Adult Contemporary.

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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

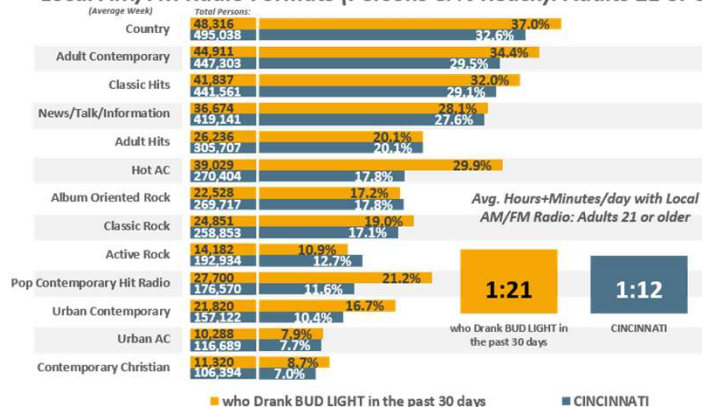
ST. LOUIS
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

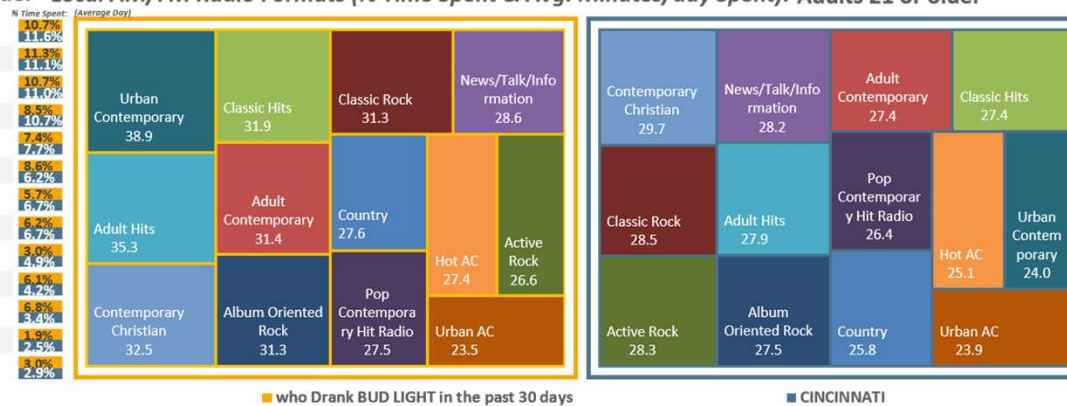


124,847 or 84.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Pop Contemporary Hit Radio.

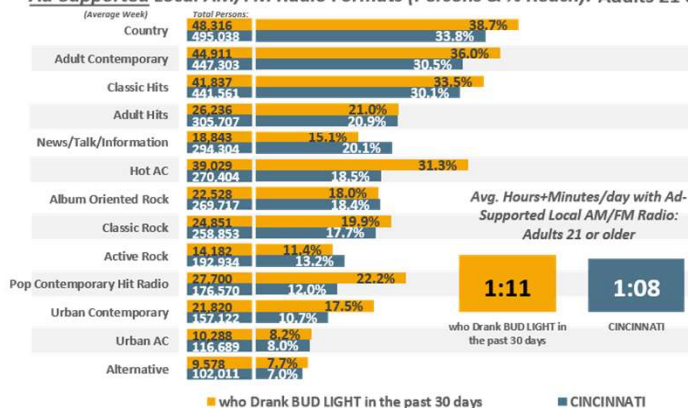
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



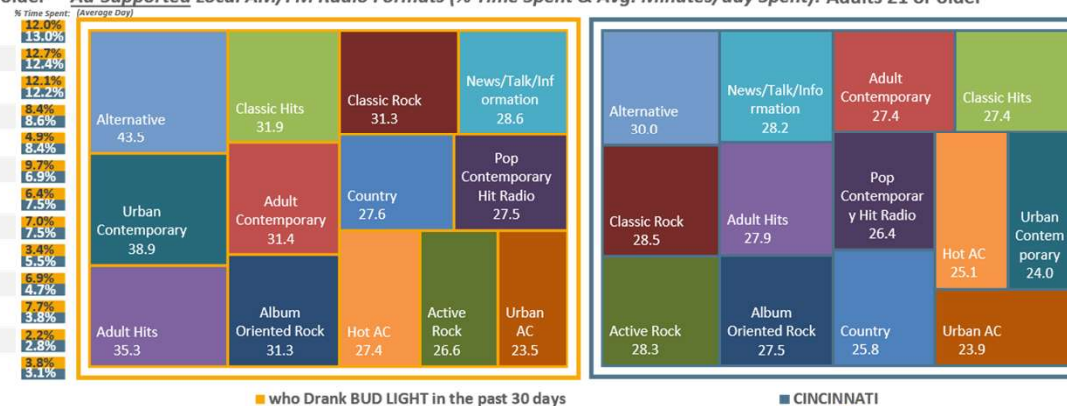
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

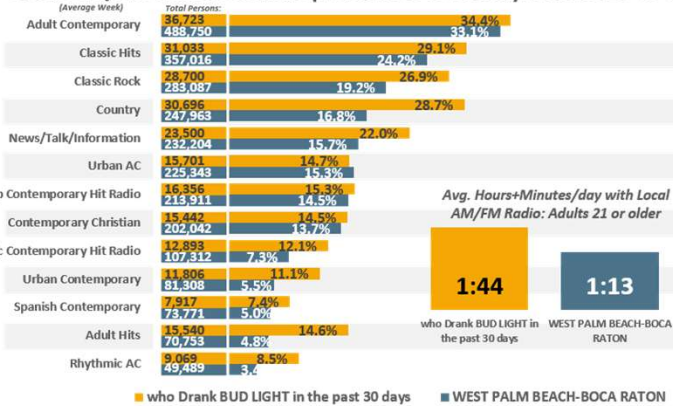
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

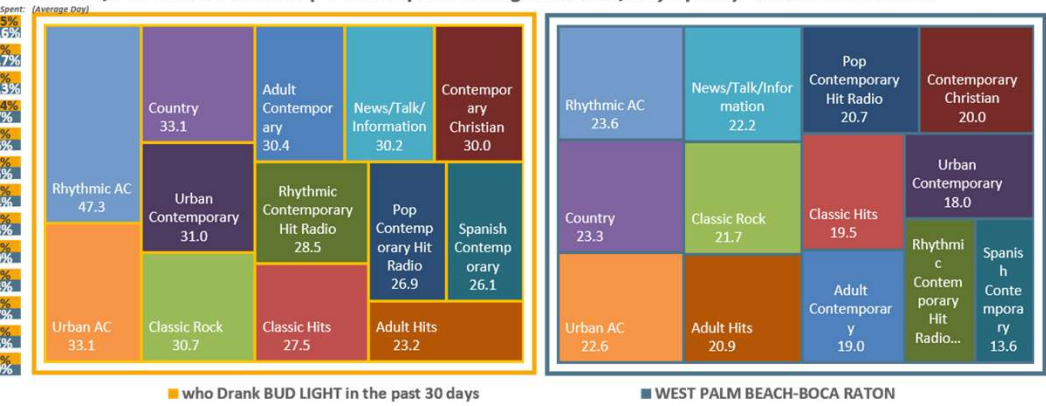


104,440 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and News/Talk/Information.

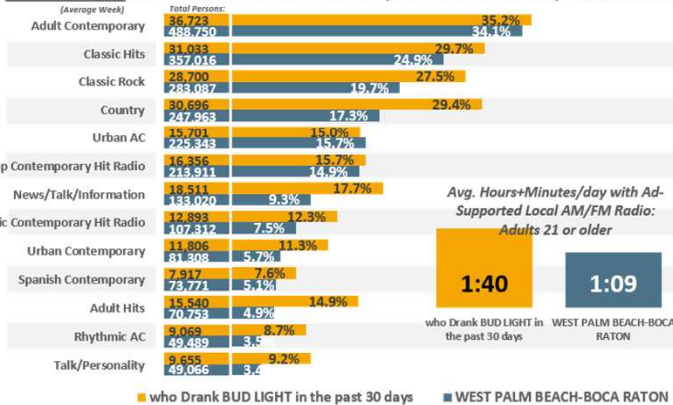
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



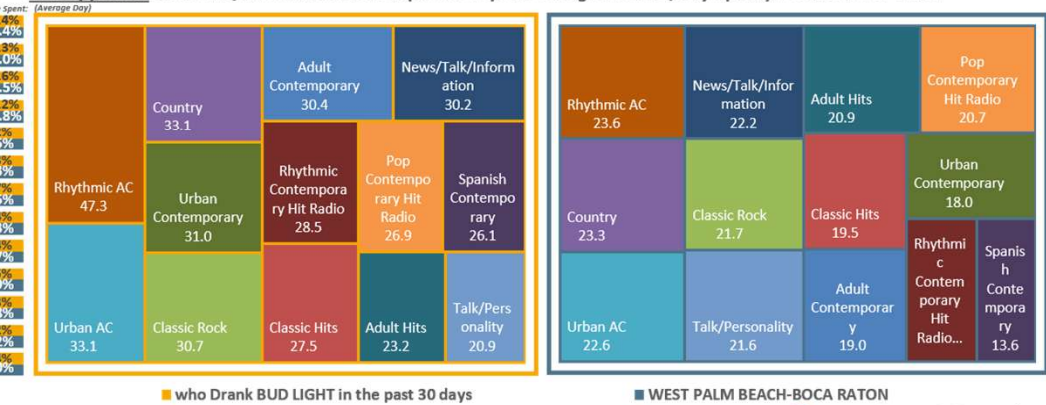
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

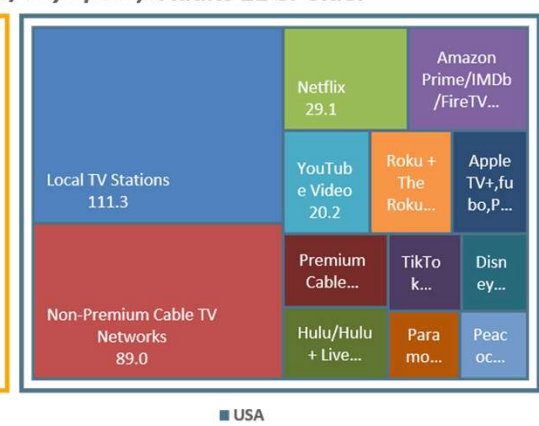
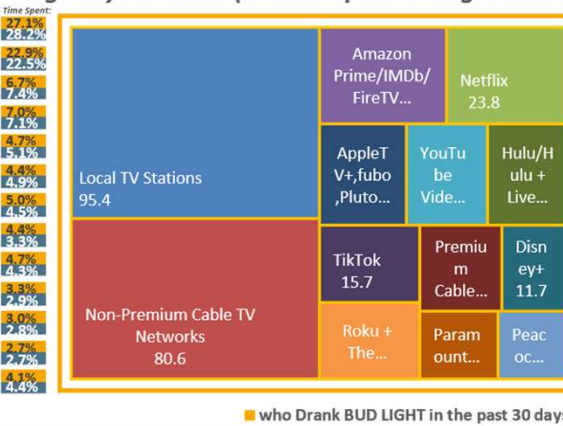
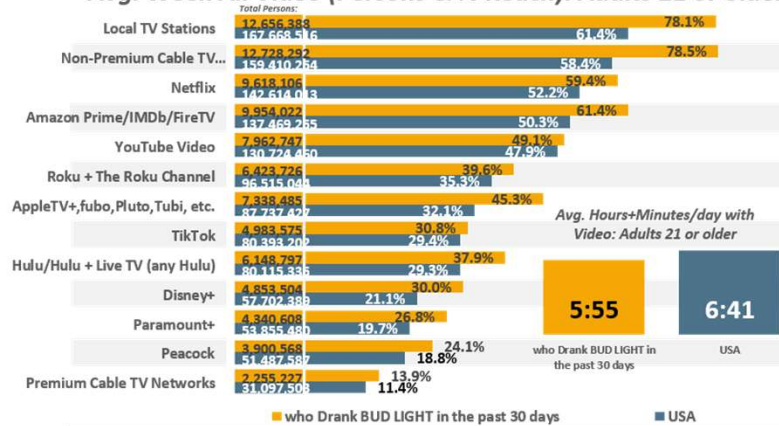
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

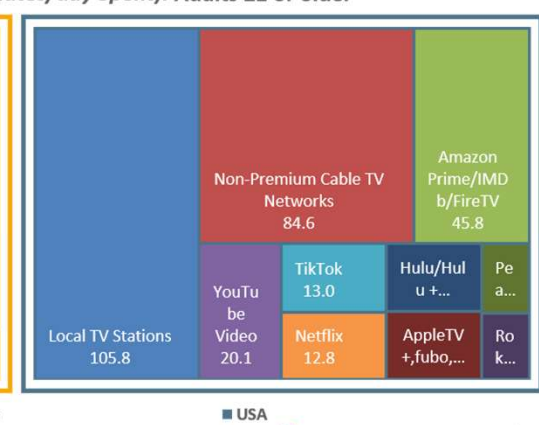
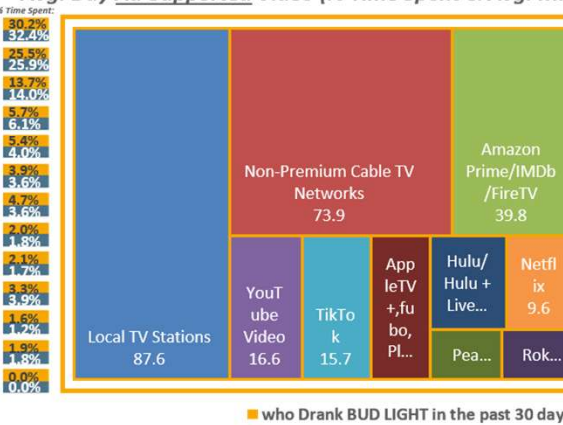
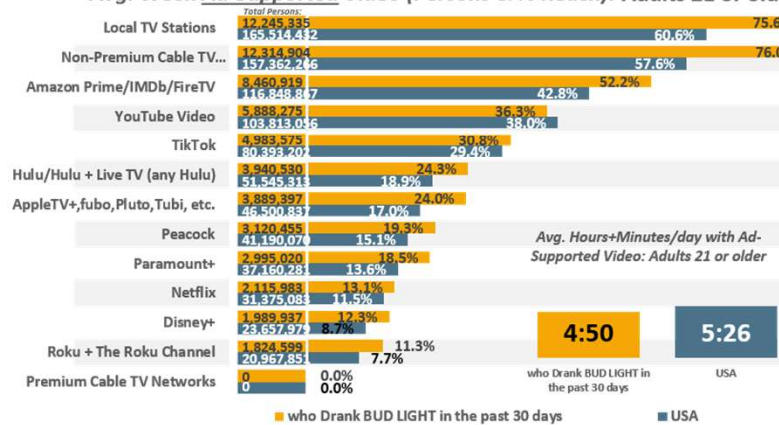
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

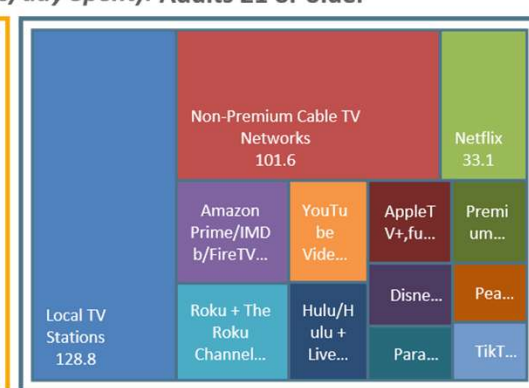
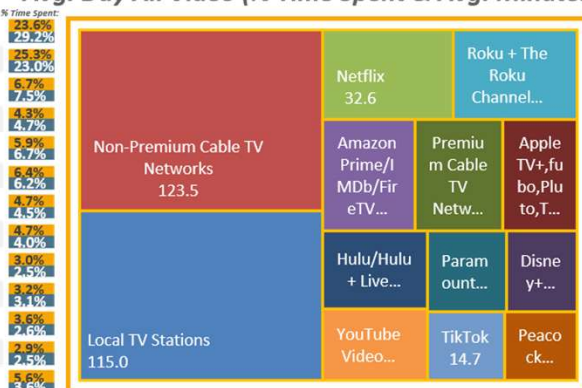
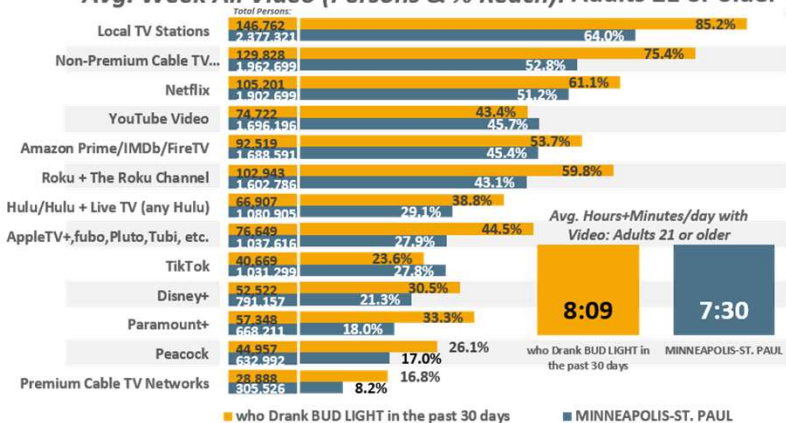




141,724 or 82.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 102. minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

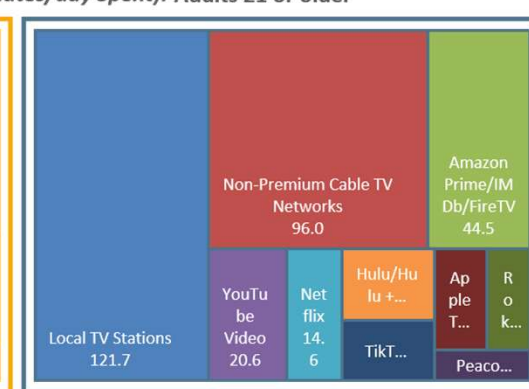
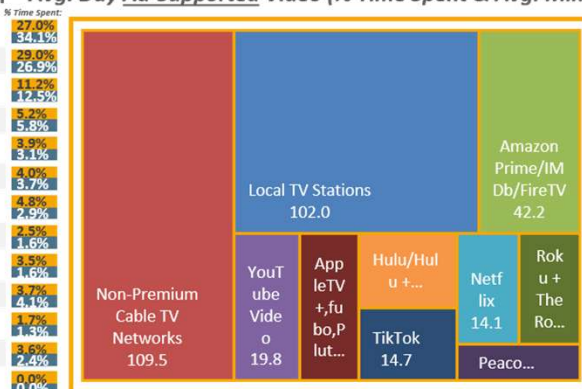
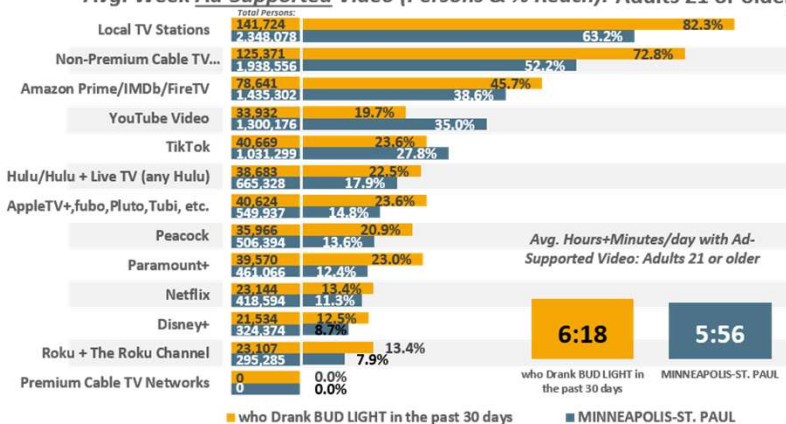
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

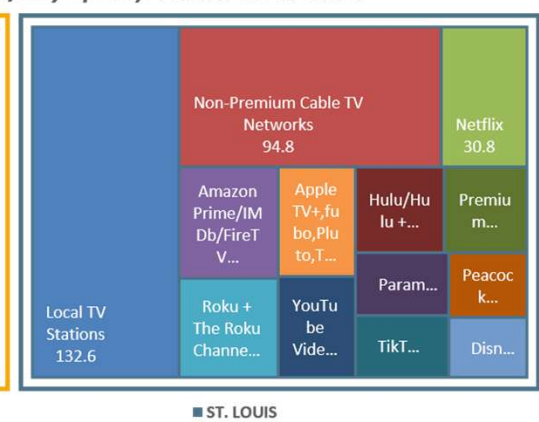
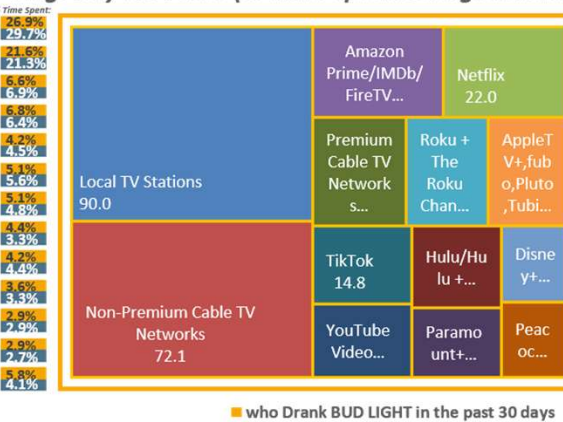
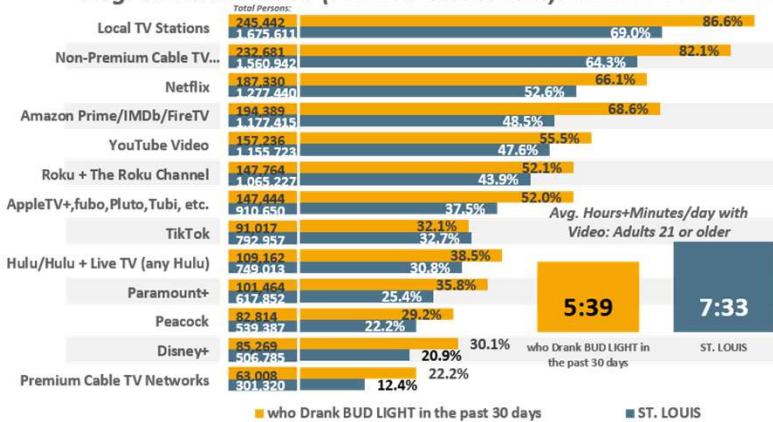




240,390 or 84.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.9 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

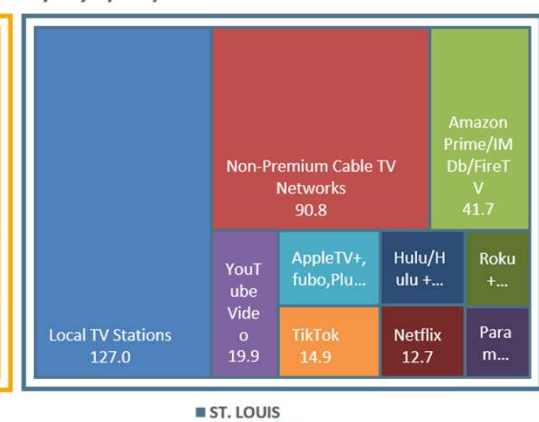
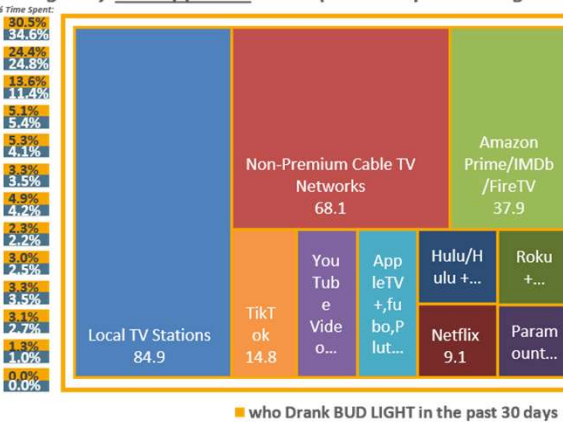
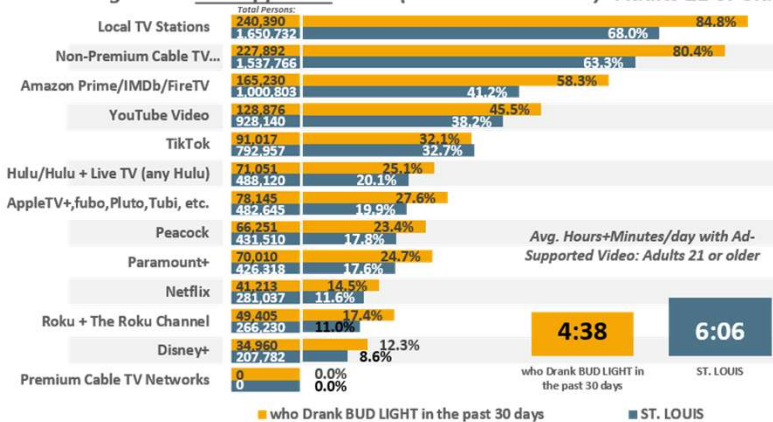
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

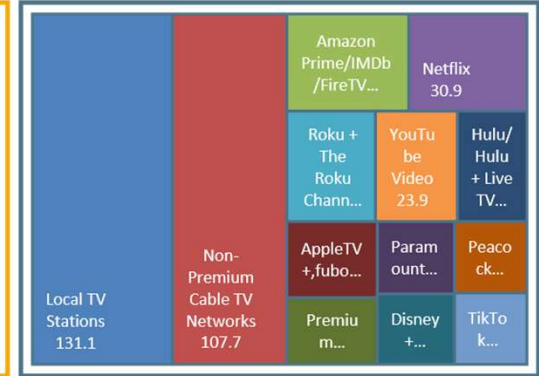
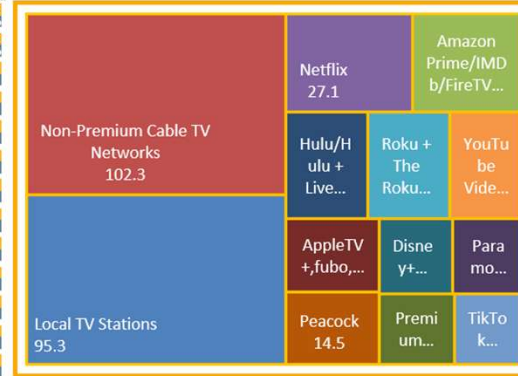
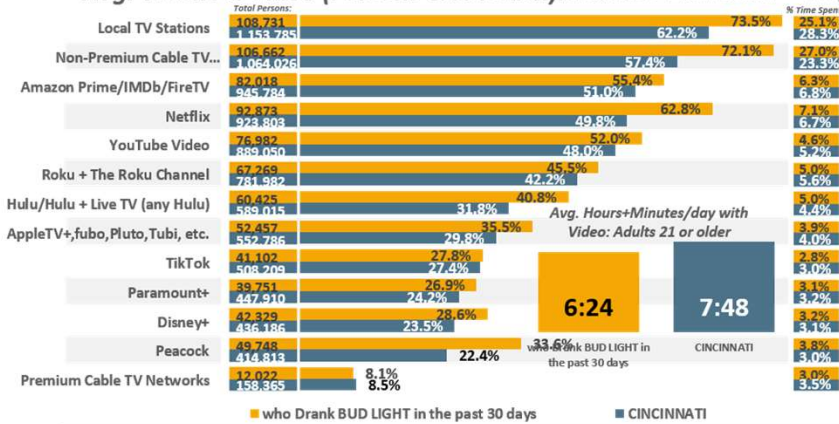
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



105,806 or 71.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.7 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

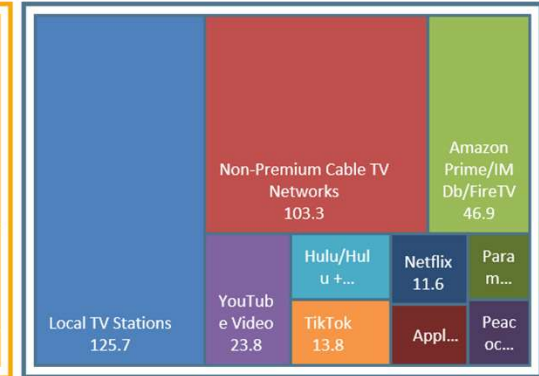
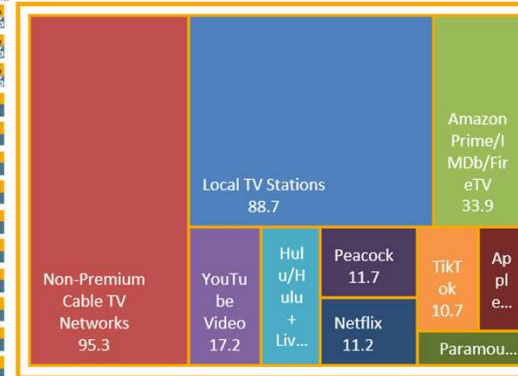
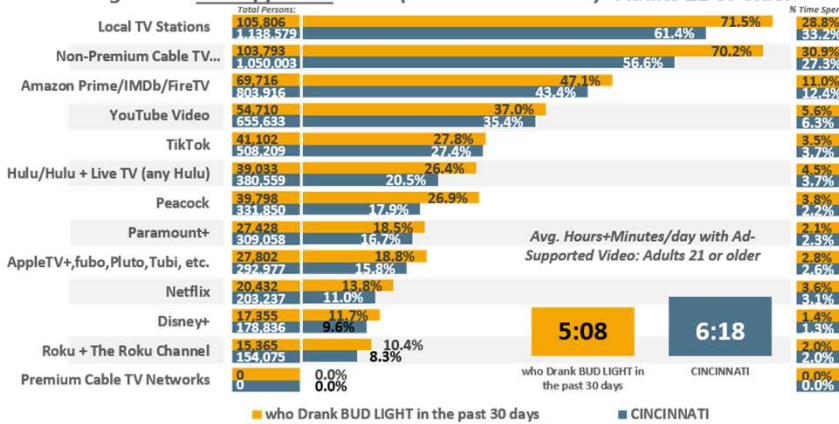
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything.

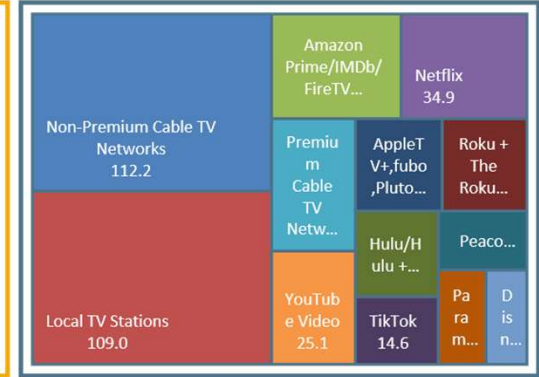
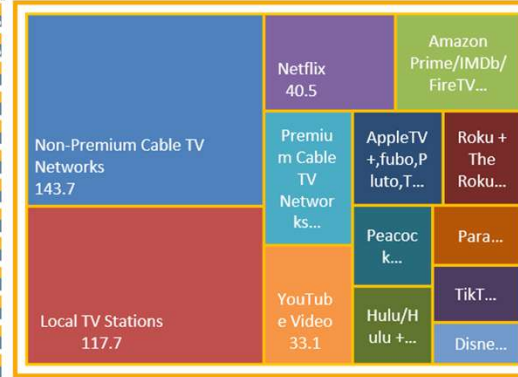
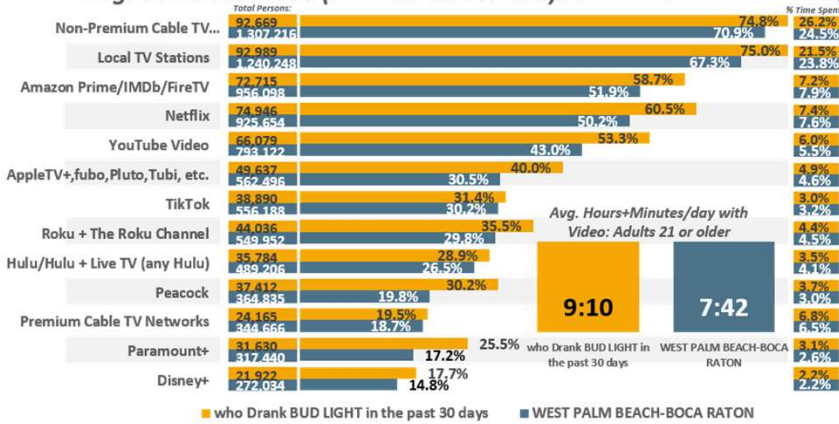
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



91,005 or 73.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

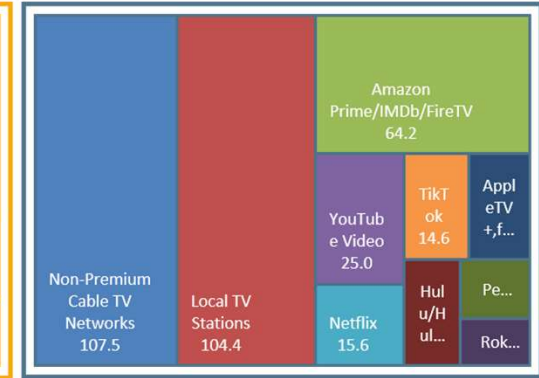
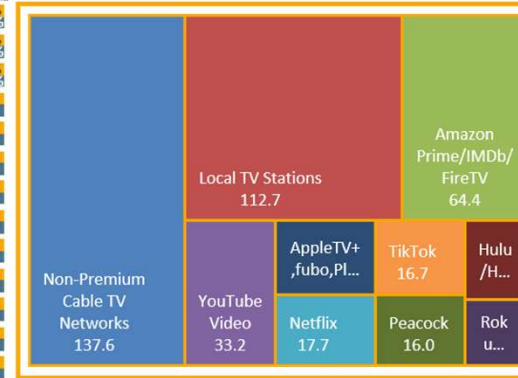
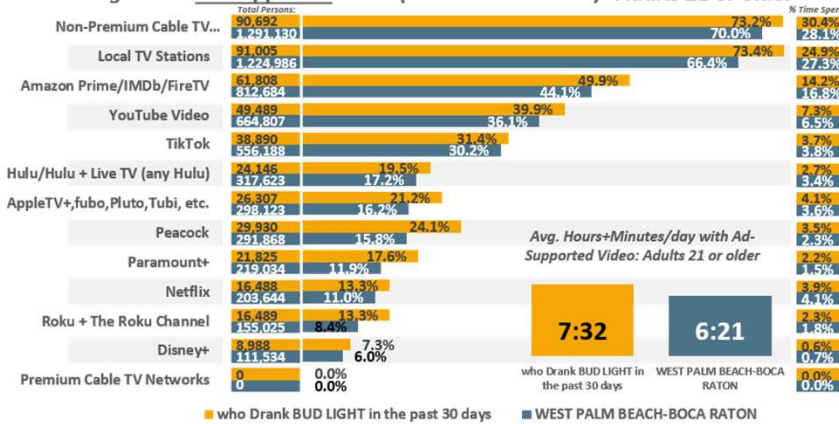
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

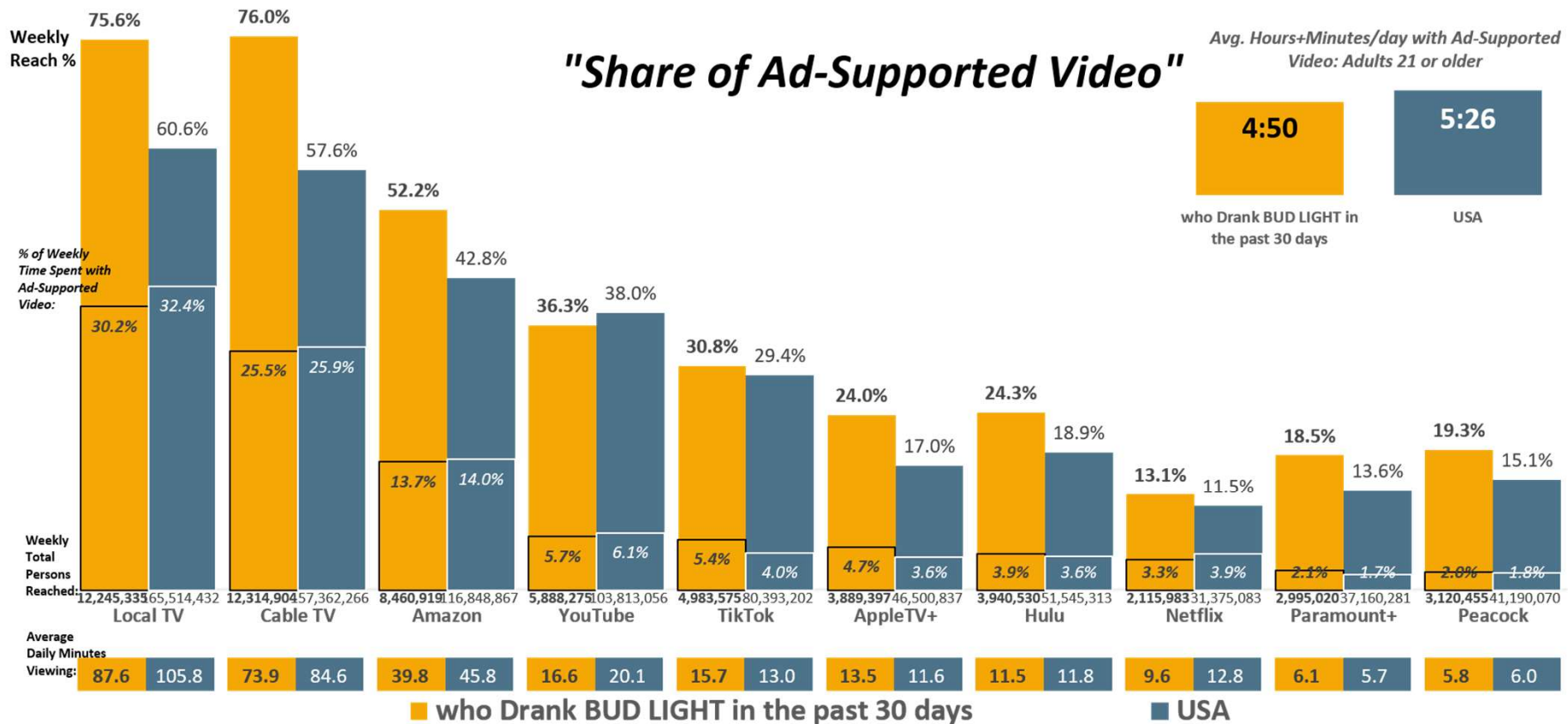
soefa.ai Share of Everything for Anything.

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

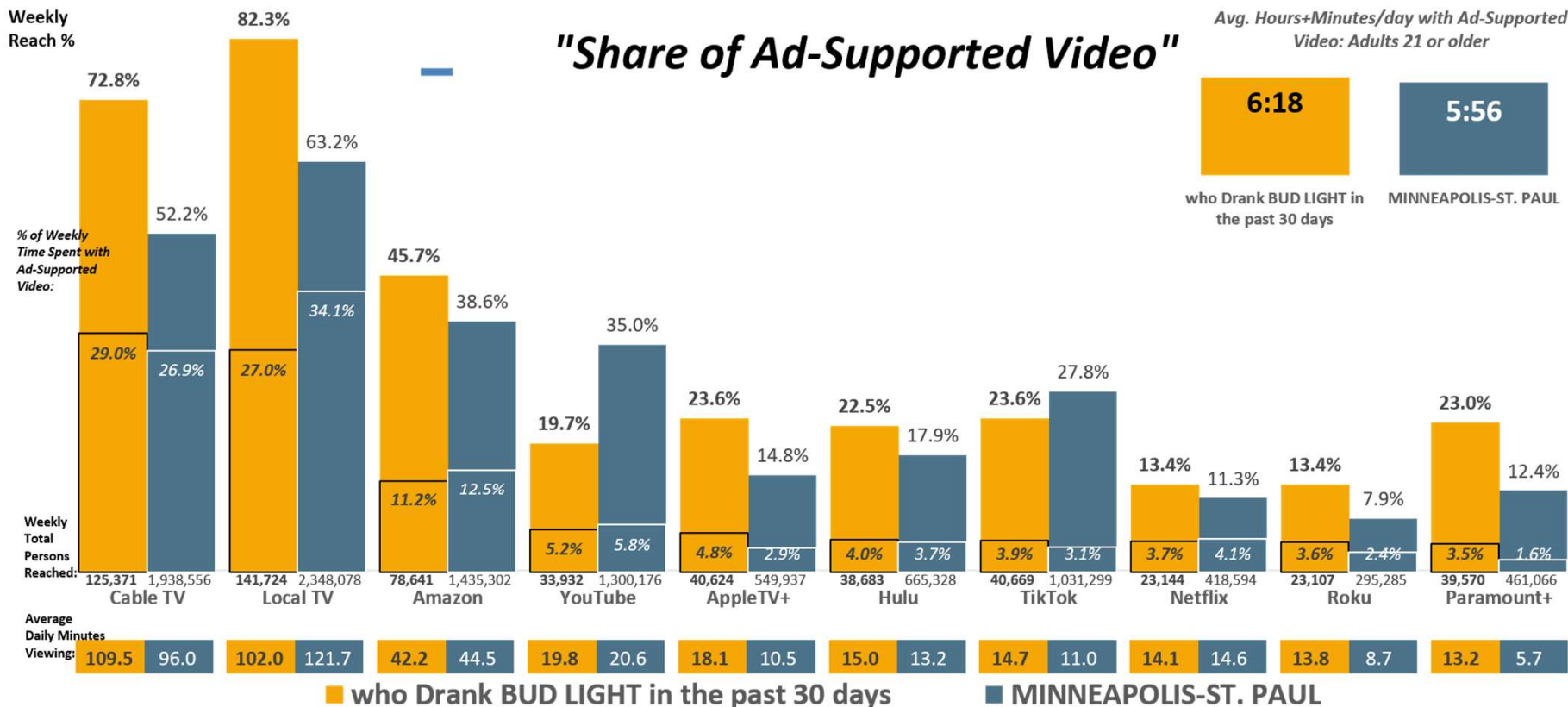
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



141,724 or 82.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 102. minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

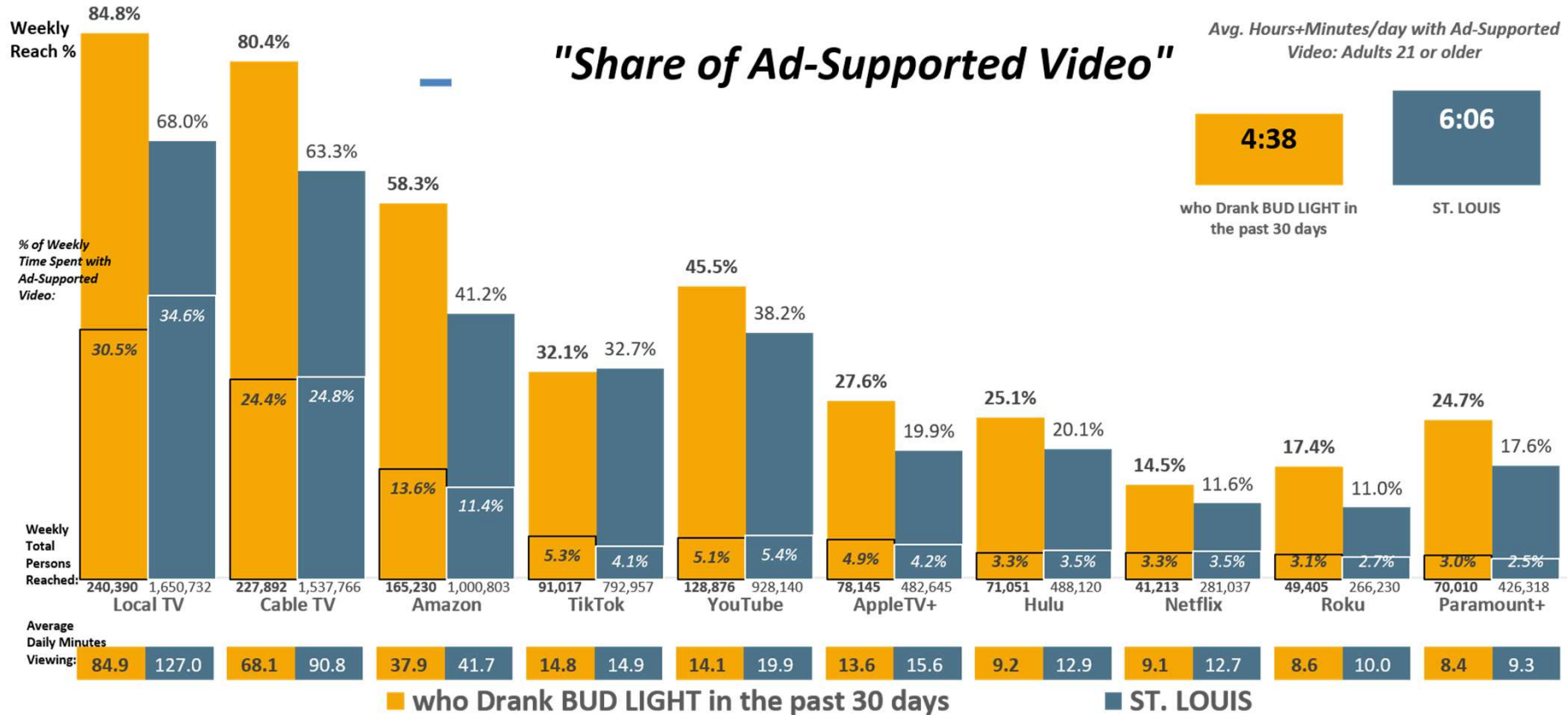
"Share of Ad-Supported Video"





240,390 or 84.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.9 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

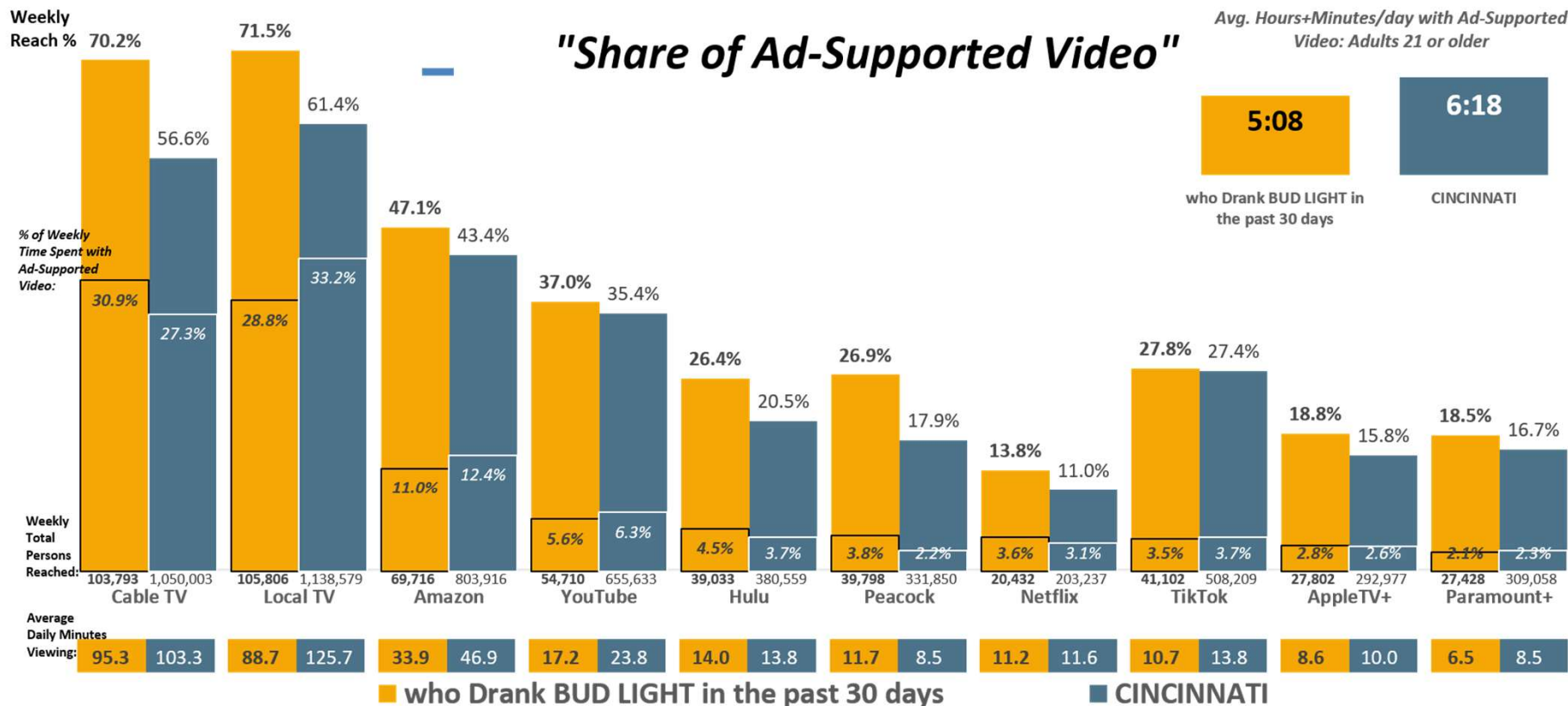
"Share of Ad-Supported Video"





105,806 or 71.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.7 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

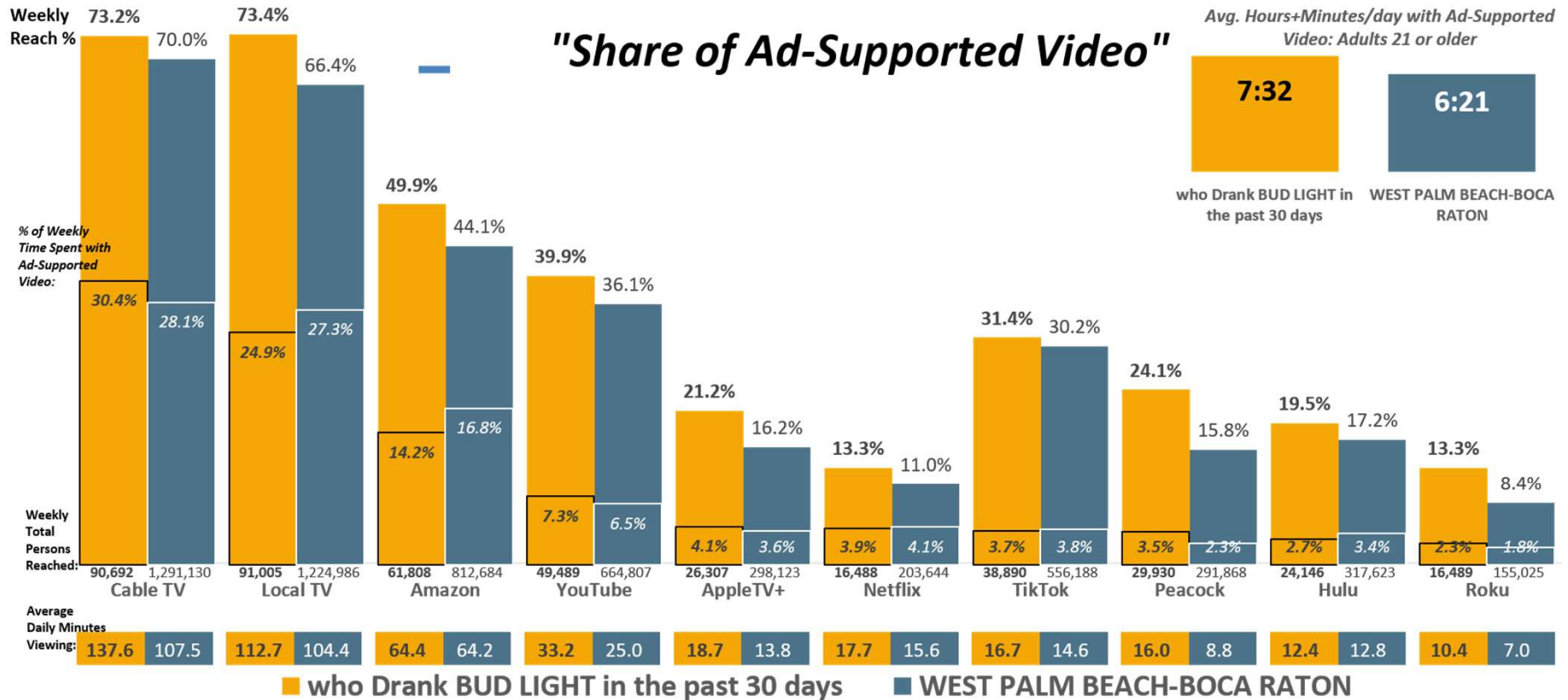
"Share of Ad-Supported Video"





91,005 or 73.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,481
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

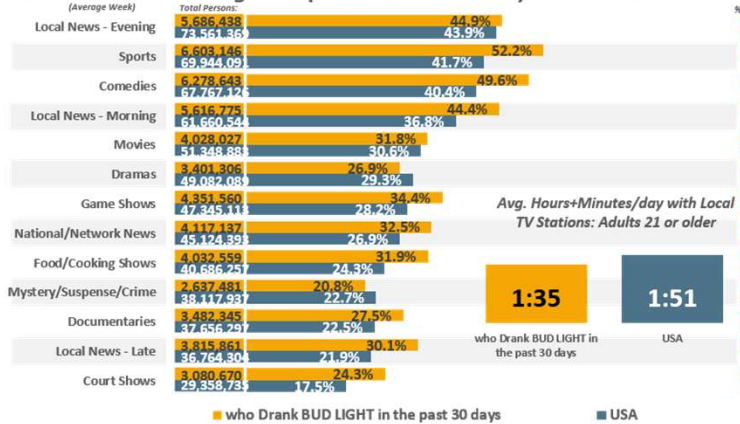
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

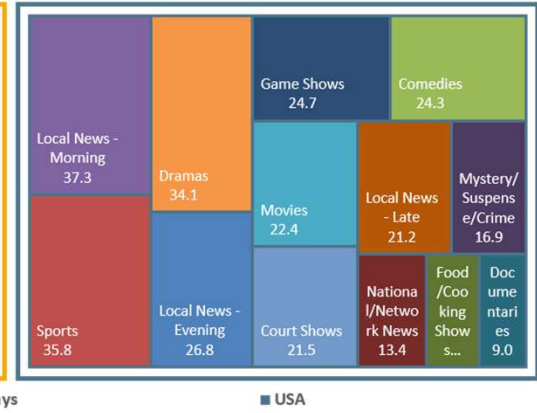
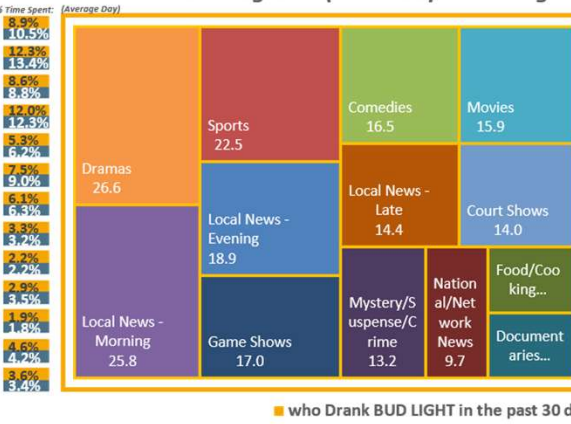


12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

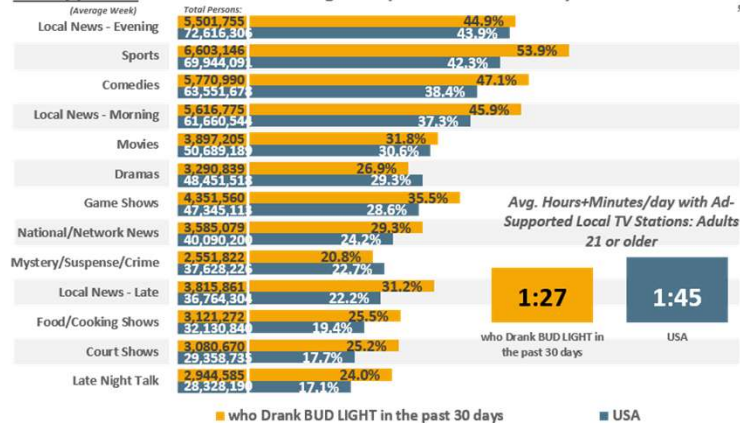
Local TV Station Programs (Persons & % Reach): Adults 21 or older



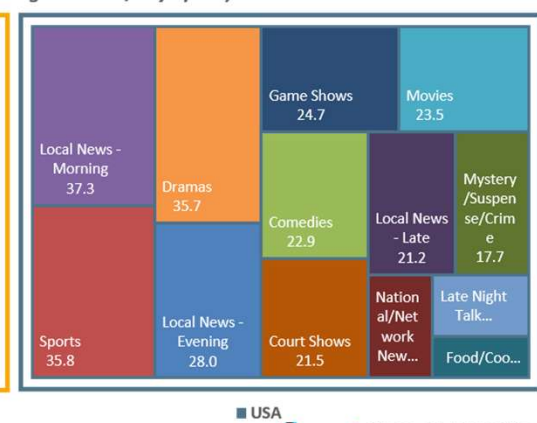
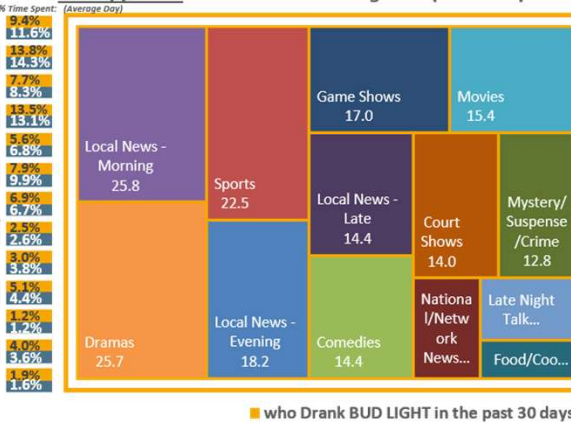
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



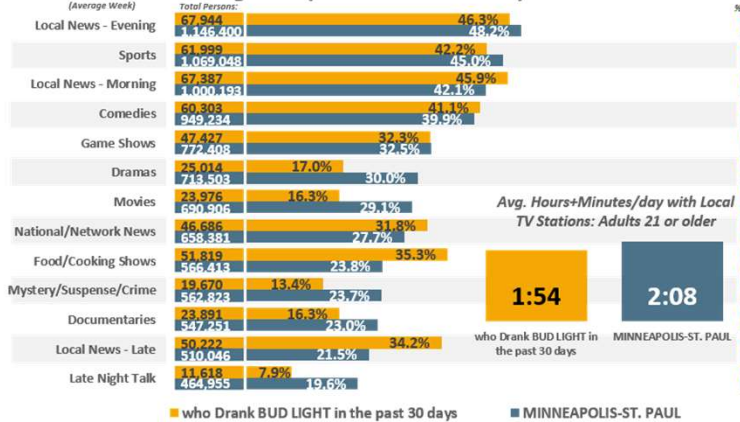
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



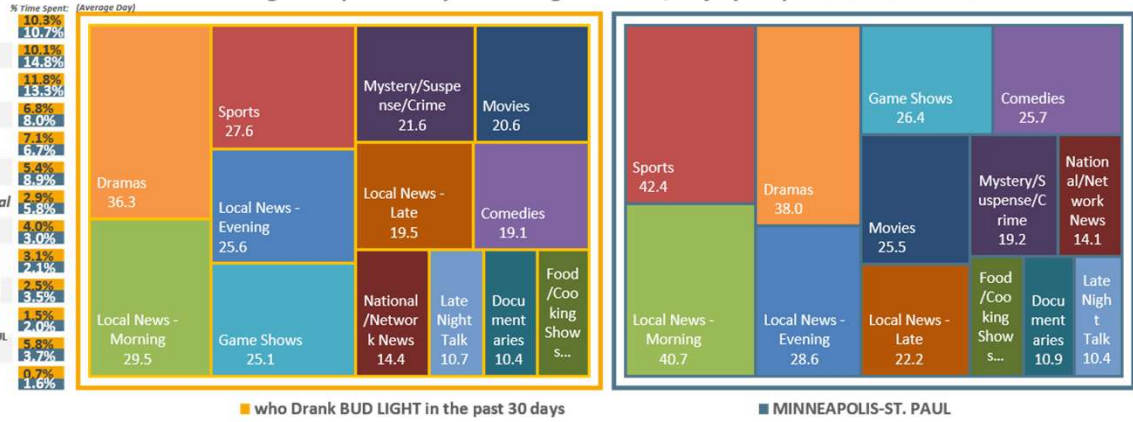


141,724 or 82.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Local News - Late, and Court Shows.

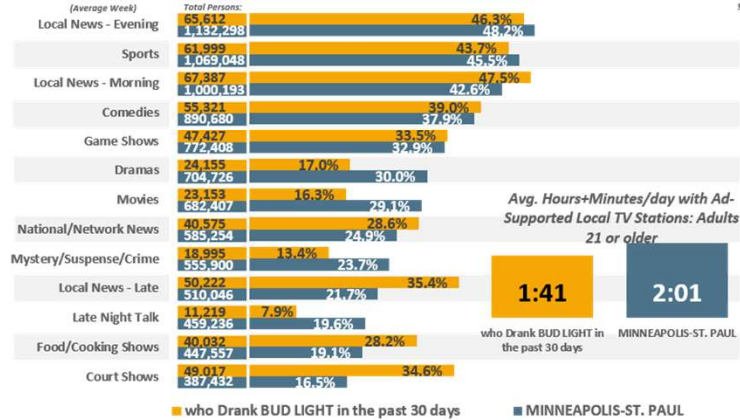
Local TV Station Programs (Persons & % Reach): Adults 21 or older



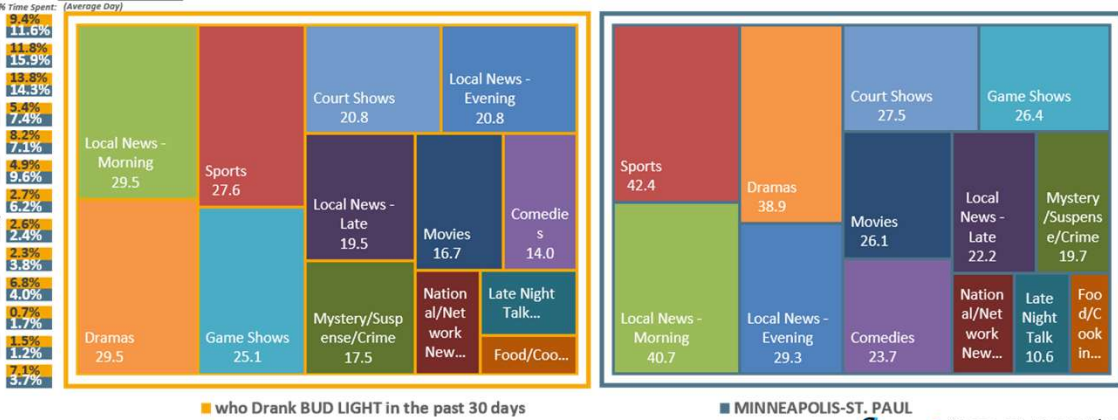
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

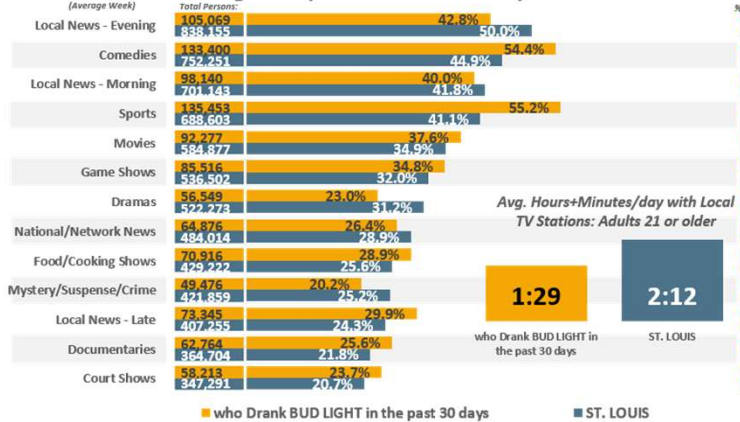
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

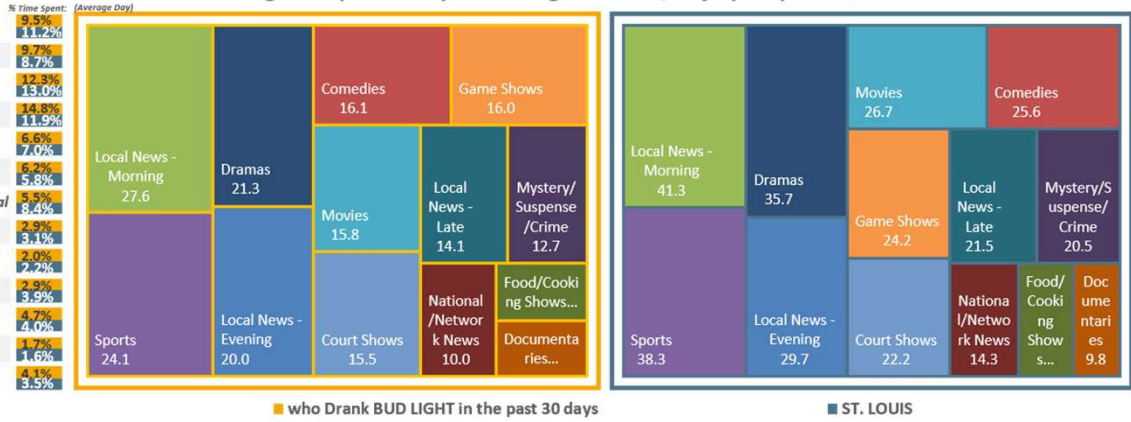


240,390 or 84.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

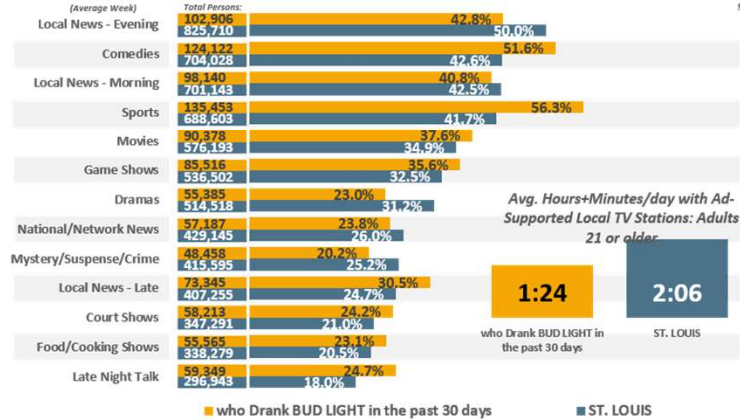
Local TV Station Programs (Persons & % Reach): Adults 21 or older



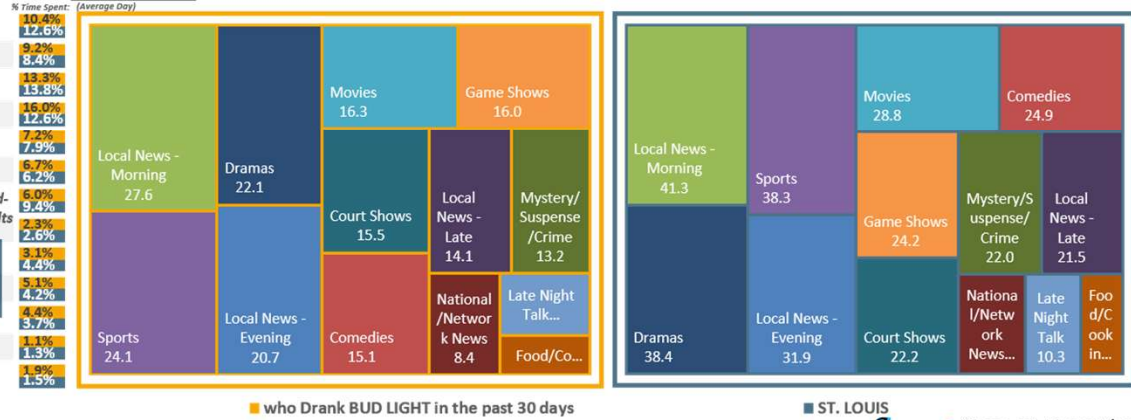
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



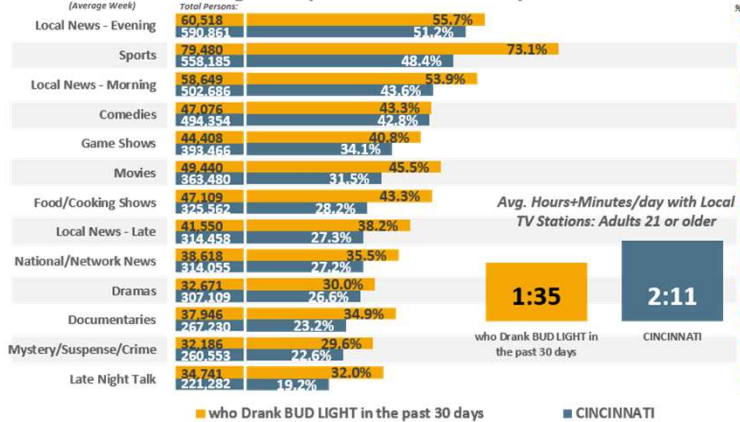
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



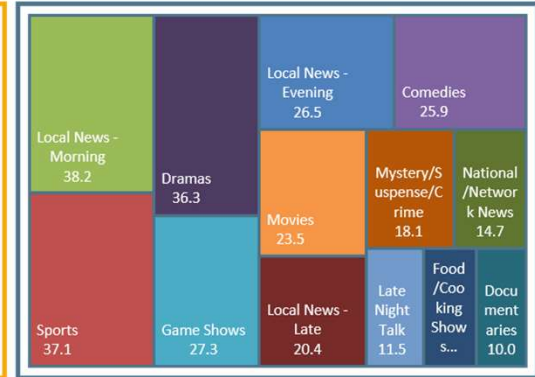
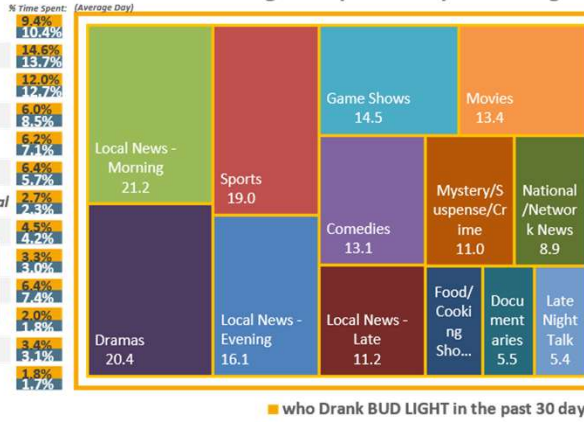


105,806 or 71.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Game Shows, and Comedies.

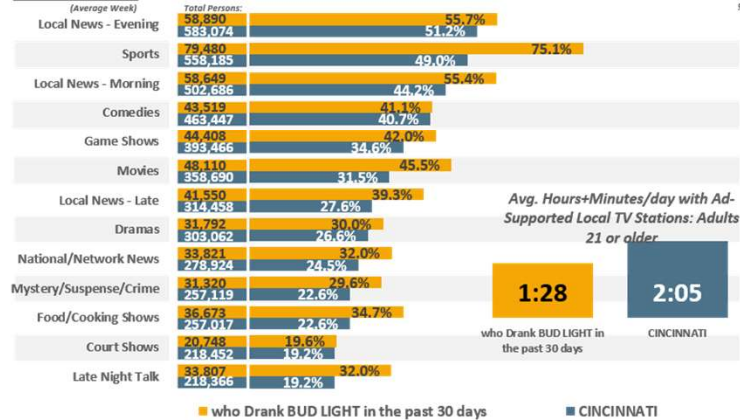
Local TV Station Programs (Persons & % Reach): Adults 21 or older



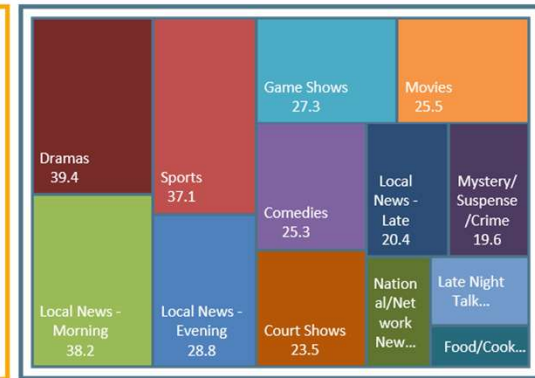
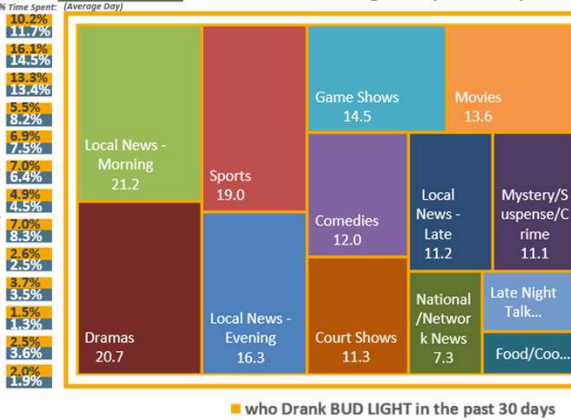
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



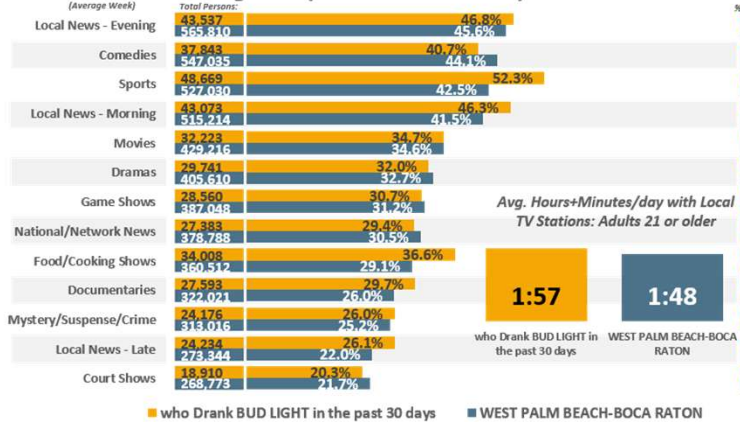
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



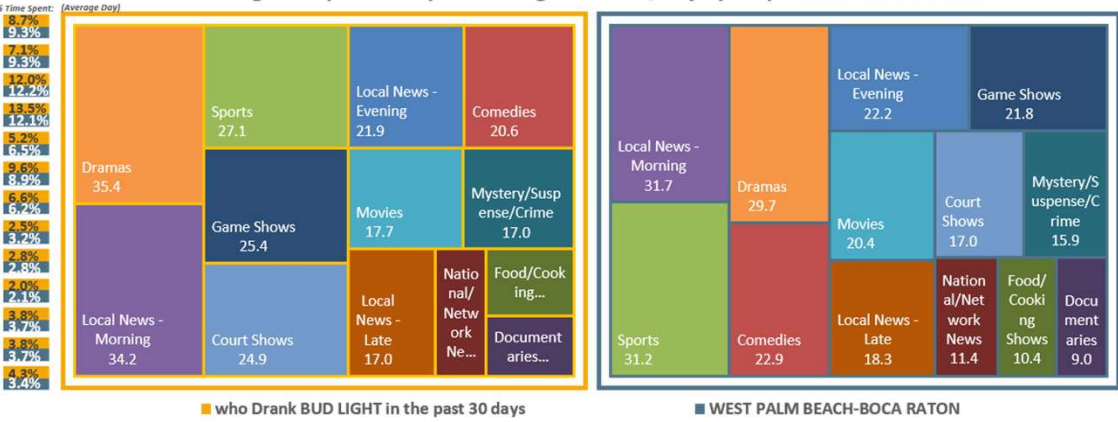


91,005 or 73.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

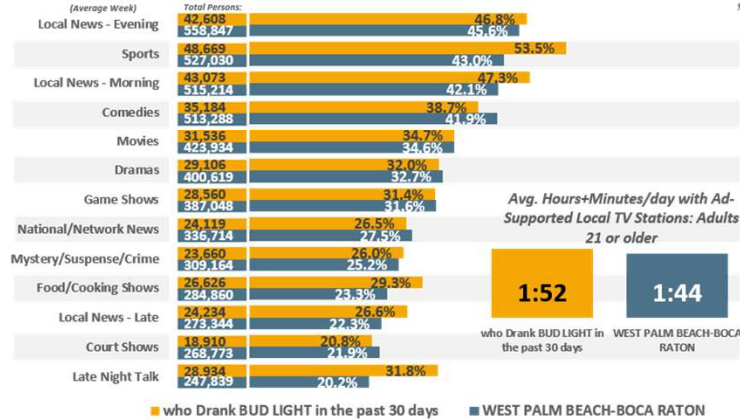
Local TV Station Programs (Persons & % Reach): Adults 21 or older



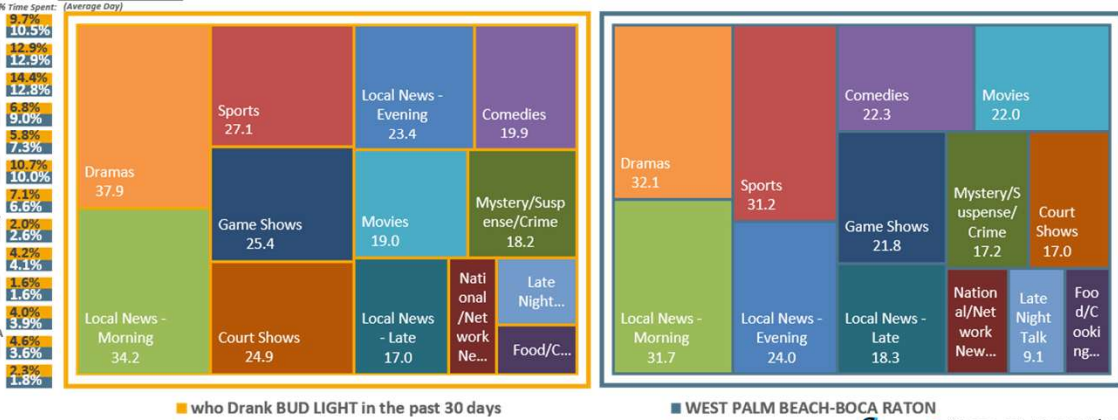
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

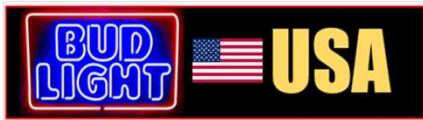


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



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

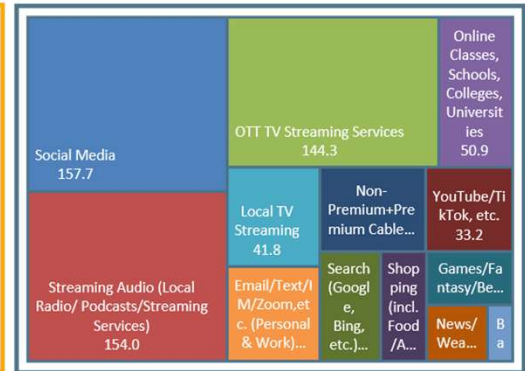
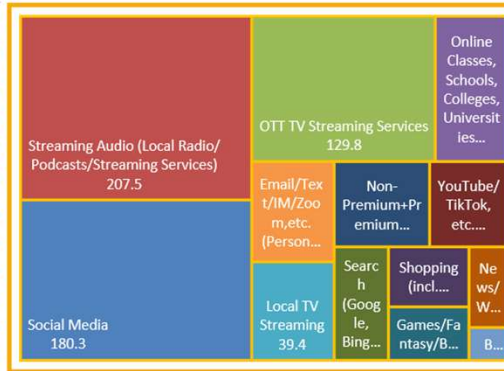
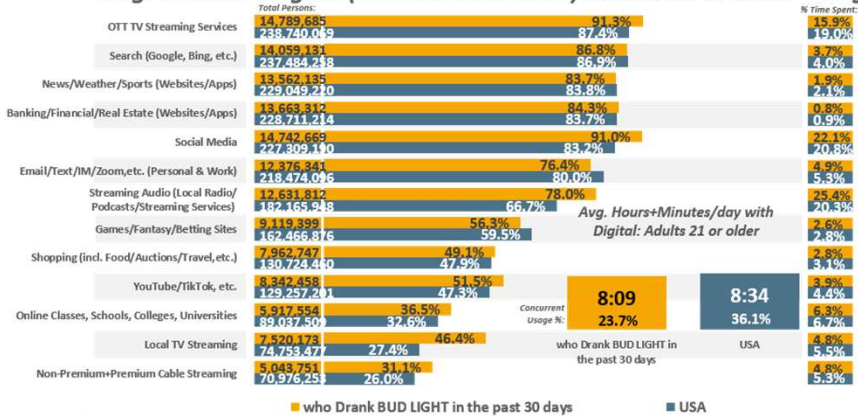




13,134,941 or 81.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 160.6 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

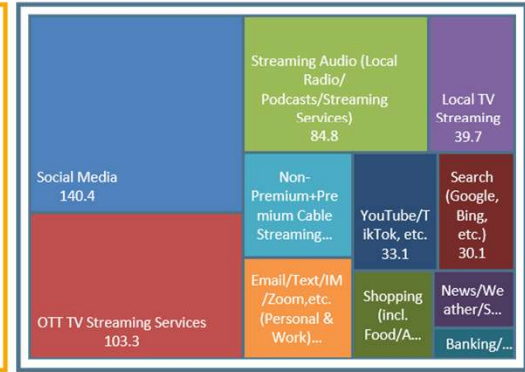
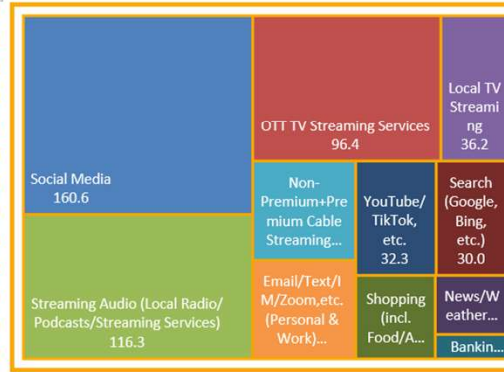
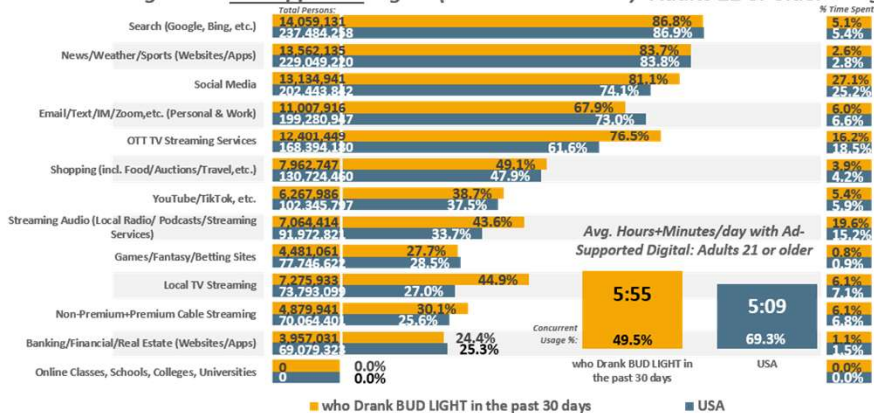
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

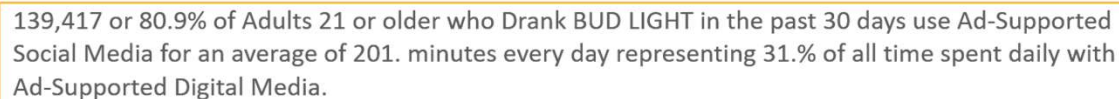


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

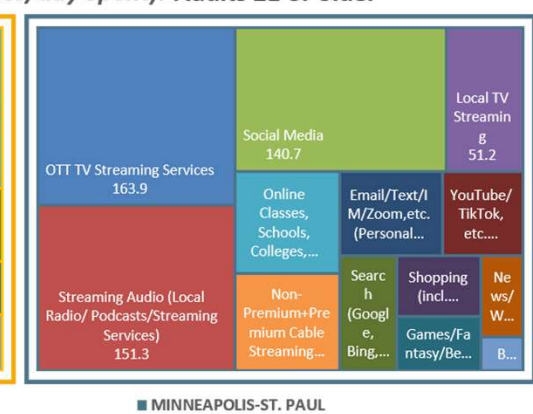
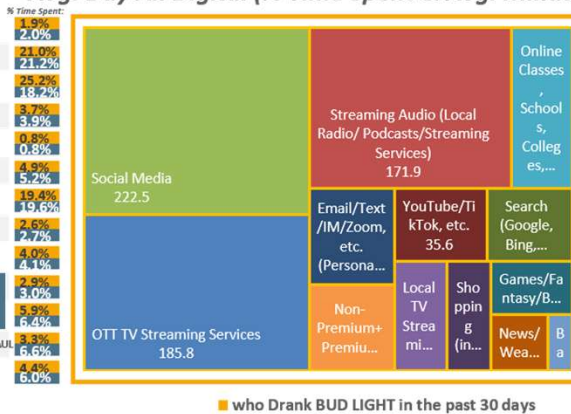
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

soefa.ai Share of Everything for Anything

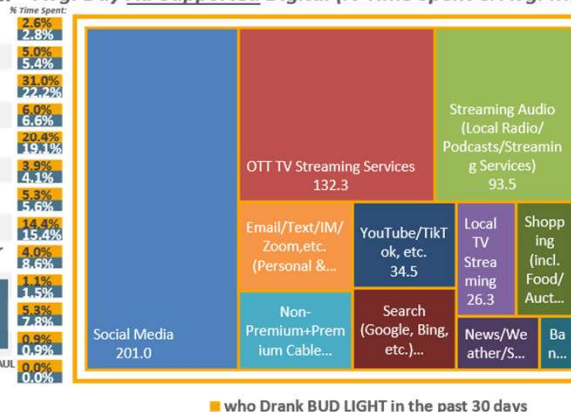
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



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



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



soefa.ai Share of Everything
for Anything.

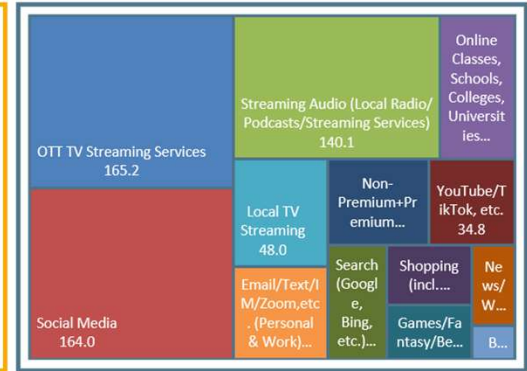
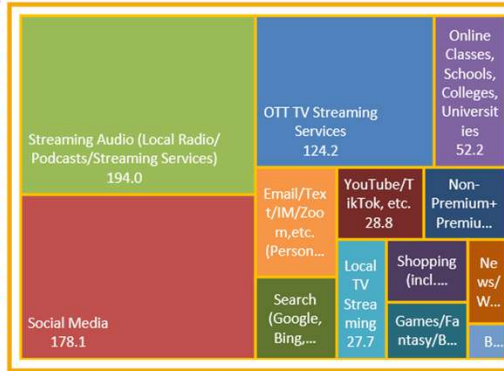
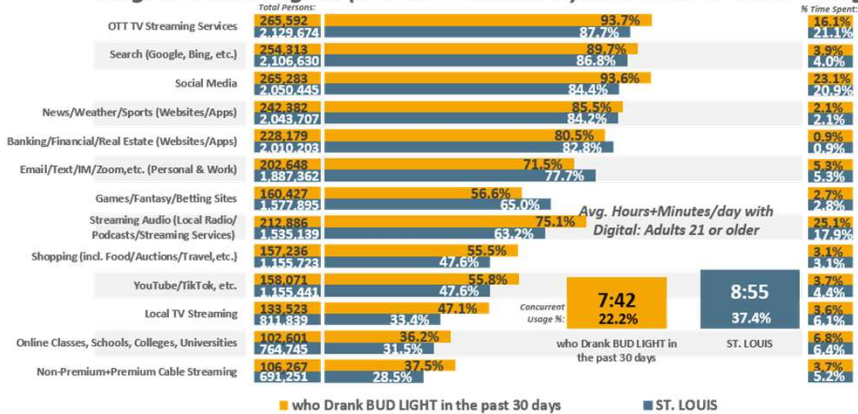
(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)



233,374 or 82.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 156.7 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

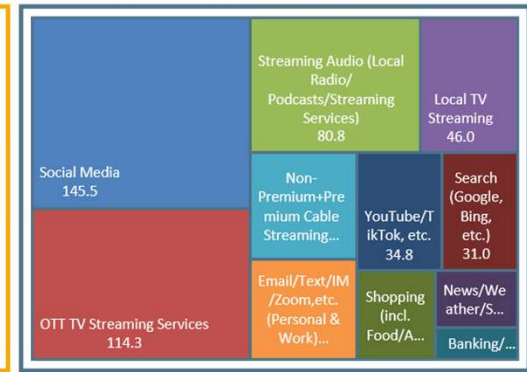
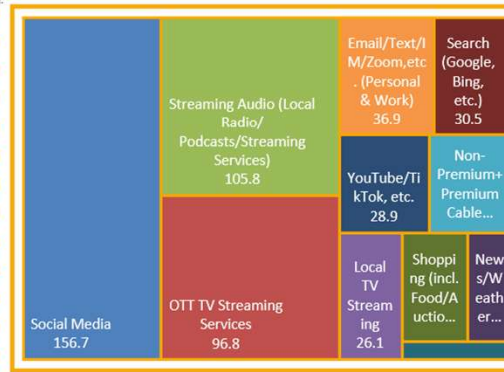
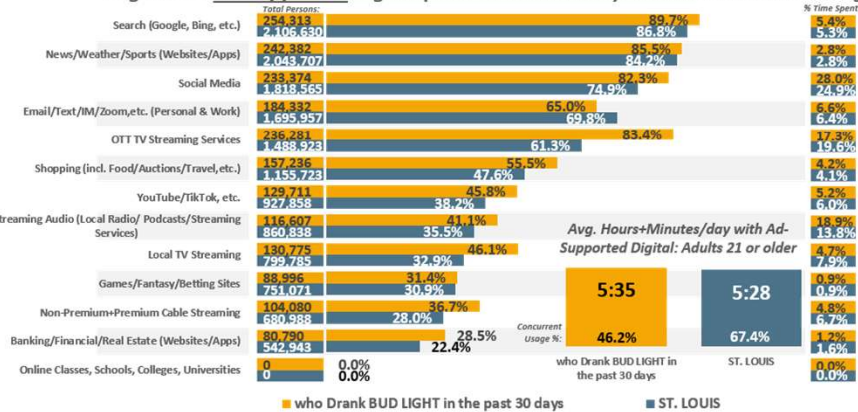
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

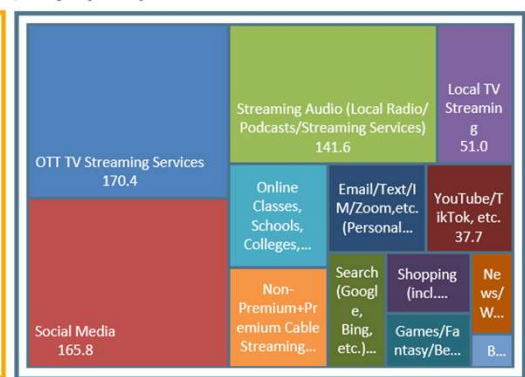
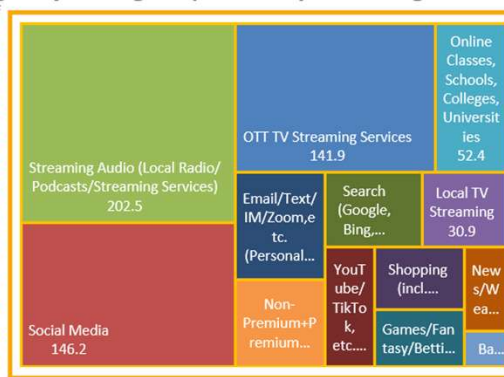
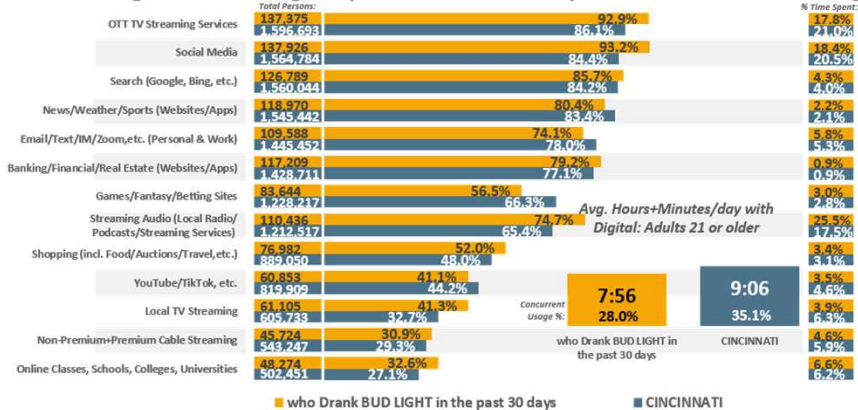
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



124,630 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 132.1 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

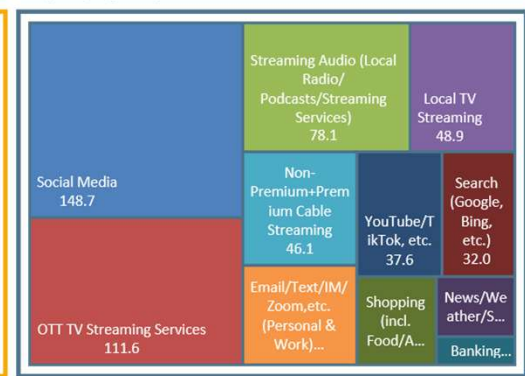
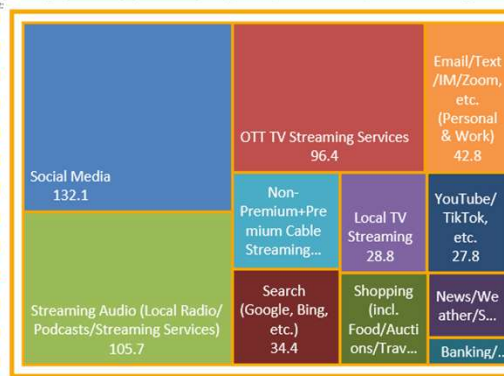
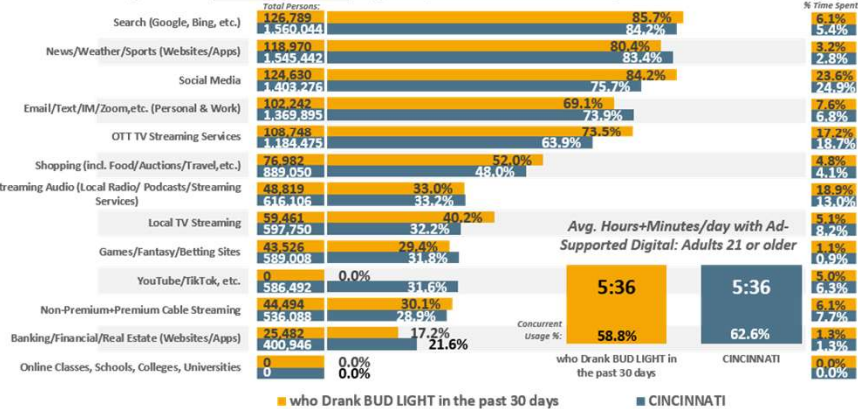
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

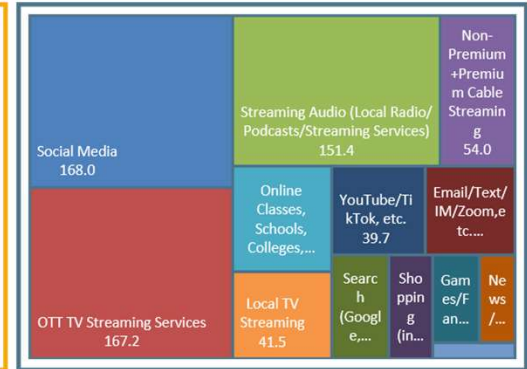
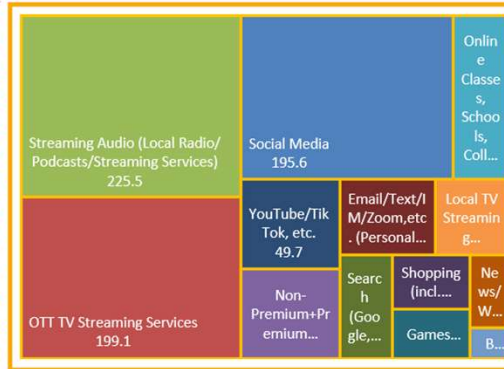
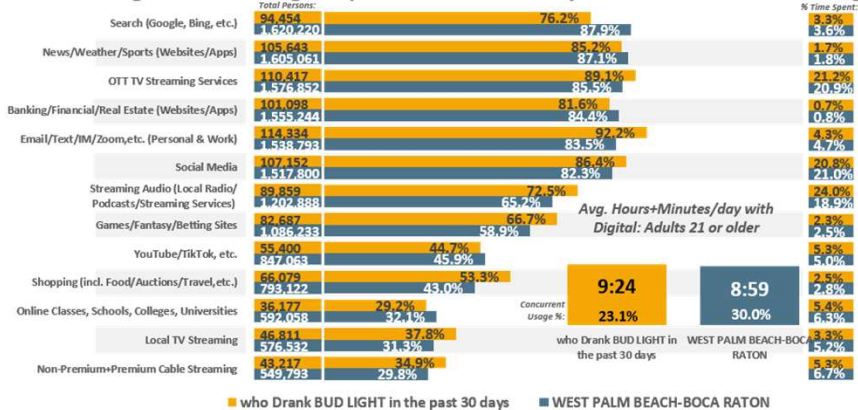
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



98,308 or 79.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 179.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

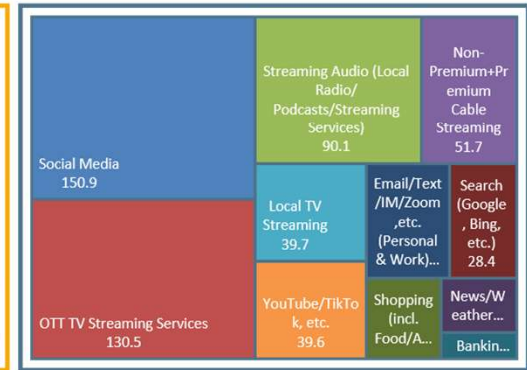
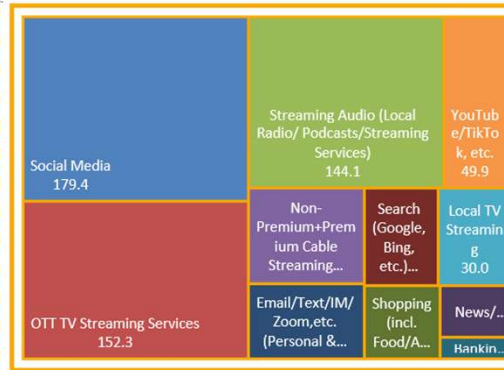
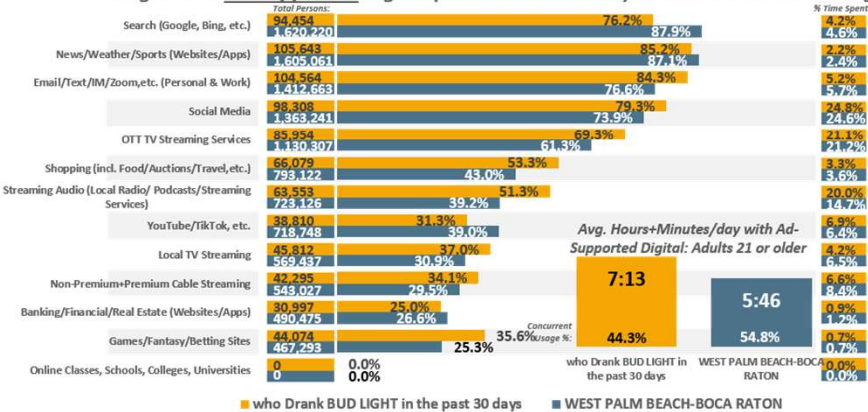
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

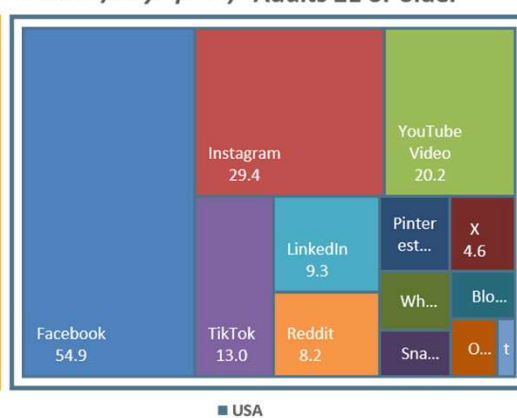
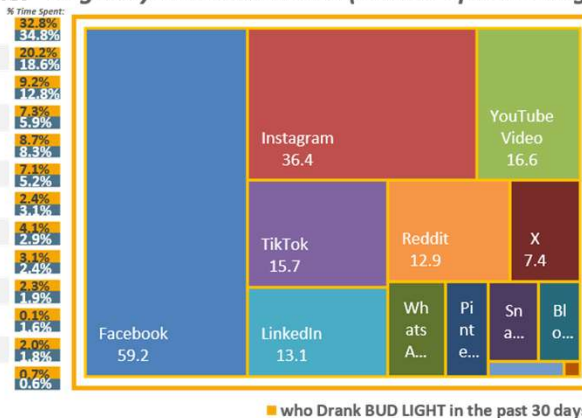
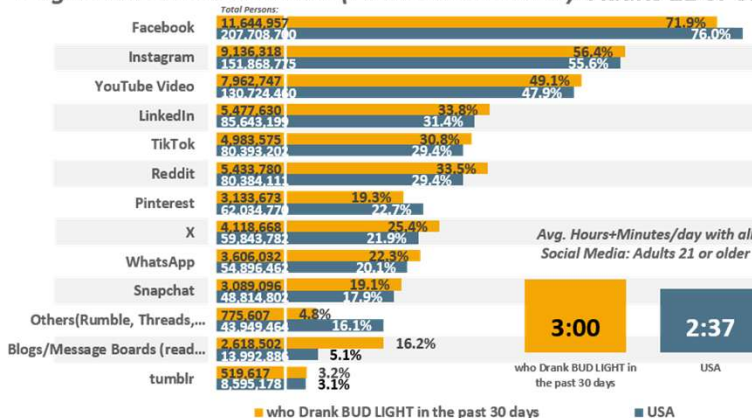
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

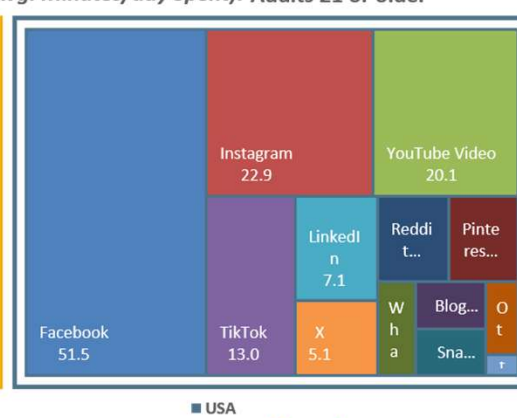
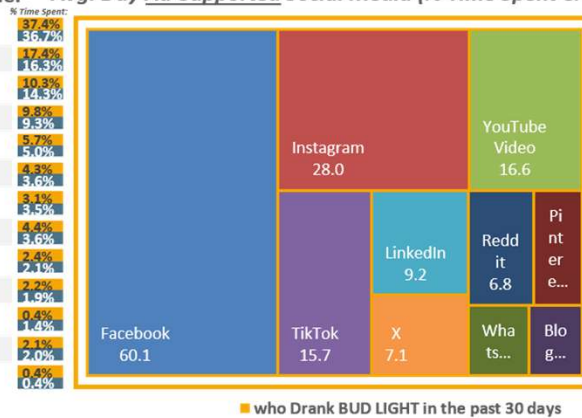
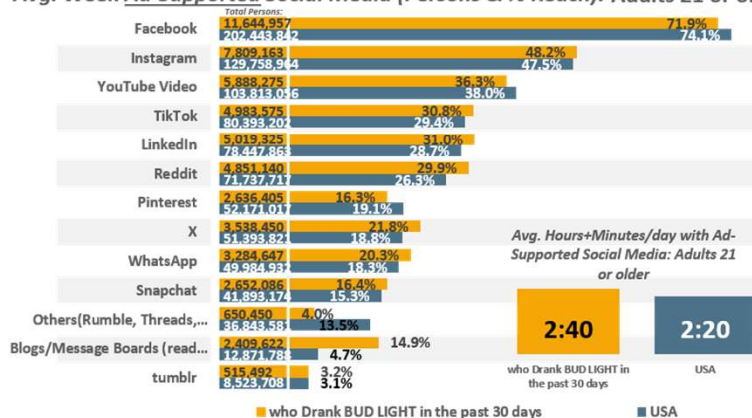


11,644,957 or 71.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

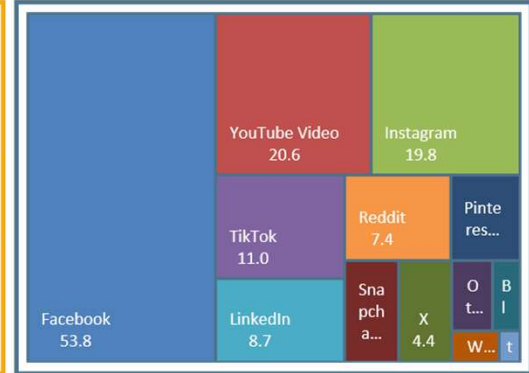
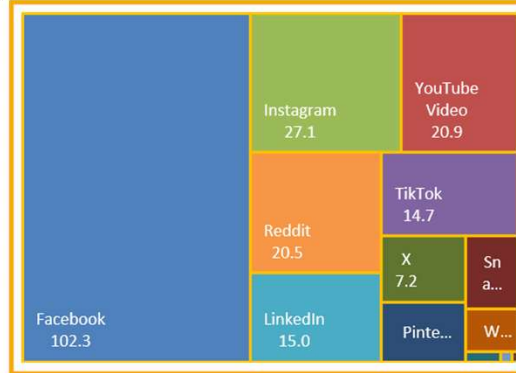
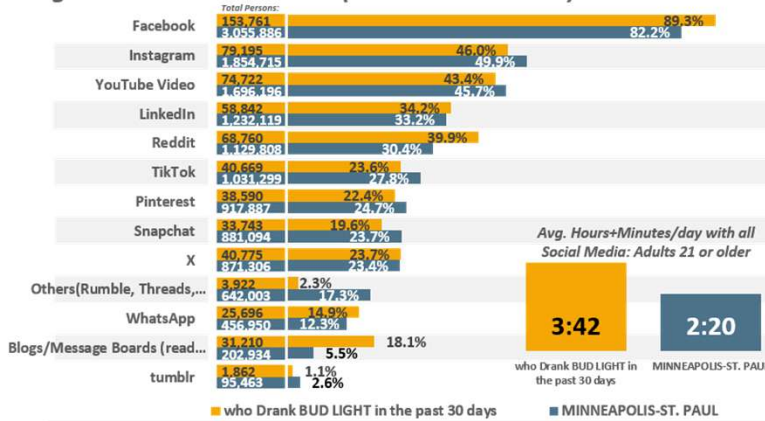
soefa.ai Share of Everything for Anything .

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

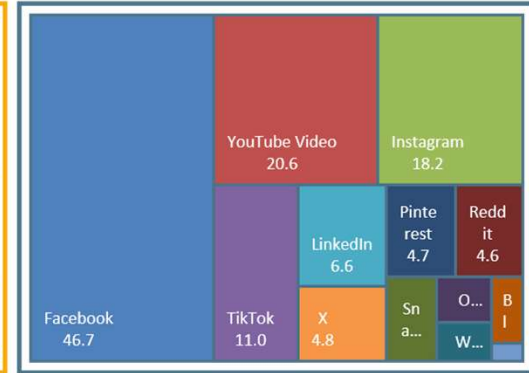
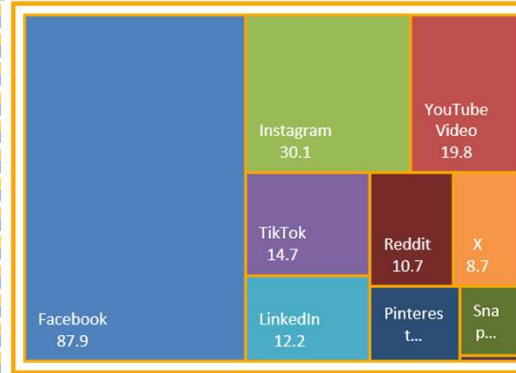
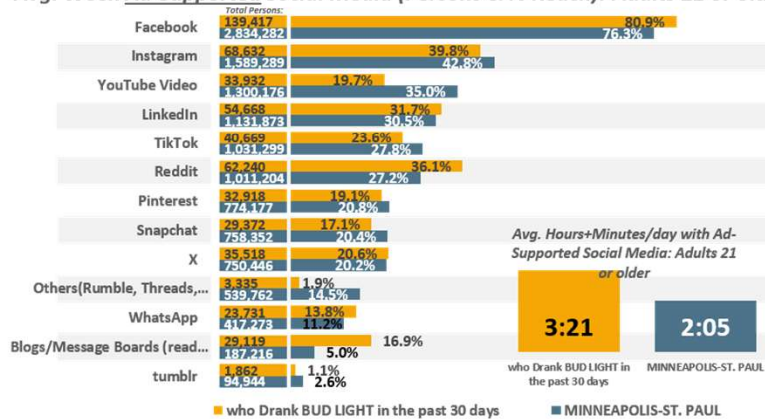


139,417 or 80.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 87.9 minutes every day representing 43.7% of all time spent daily with Ad-Supported Social Media.

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



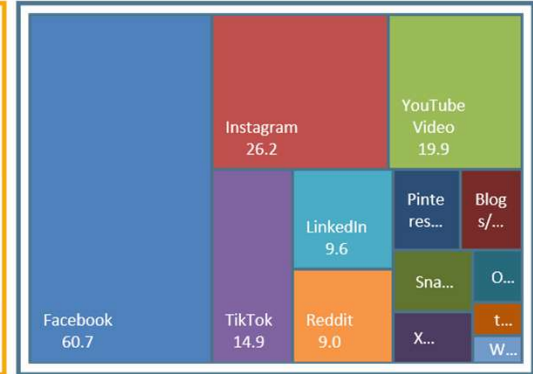
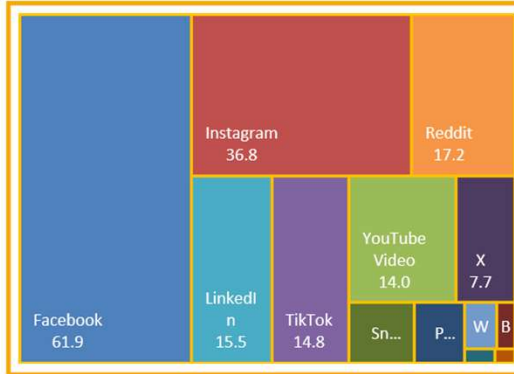
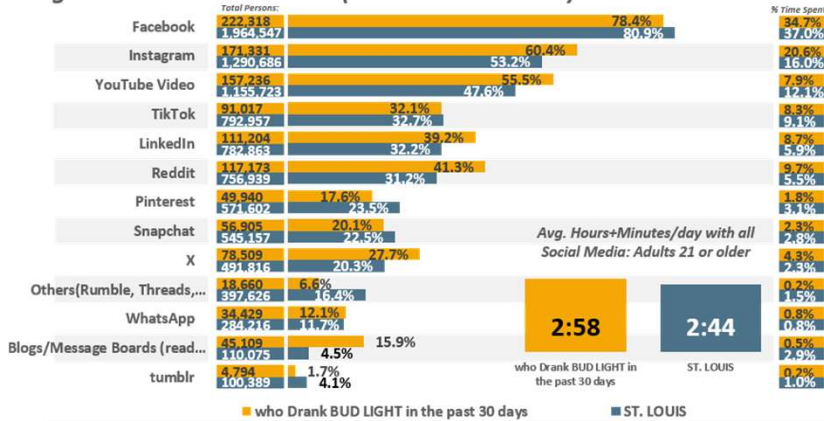
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



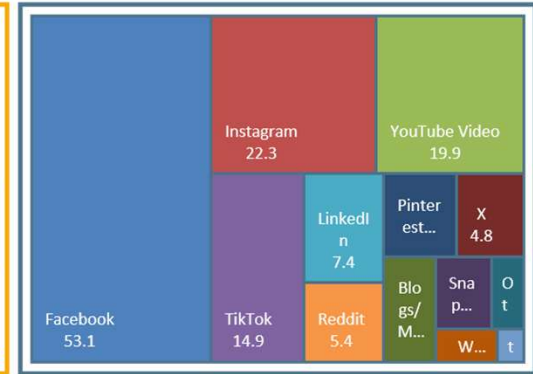
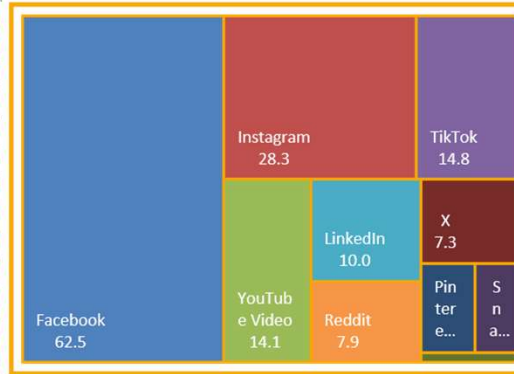
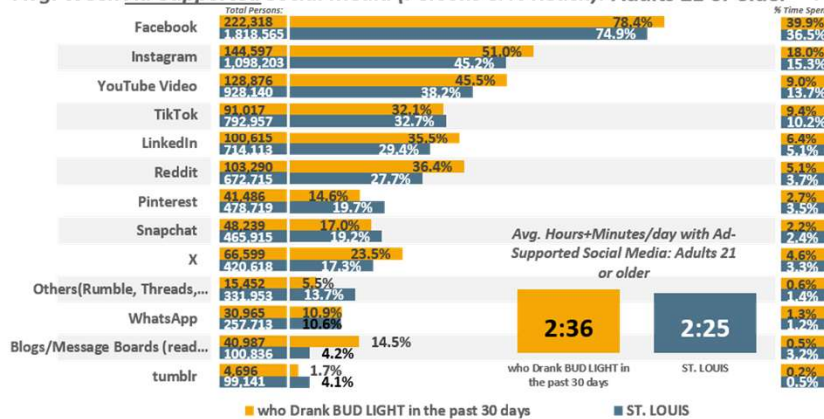


222,318 or 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 62.5 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

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



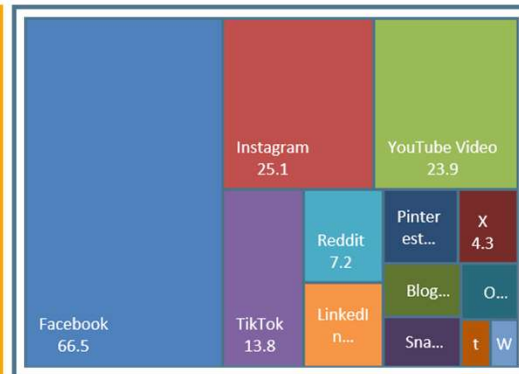
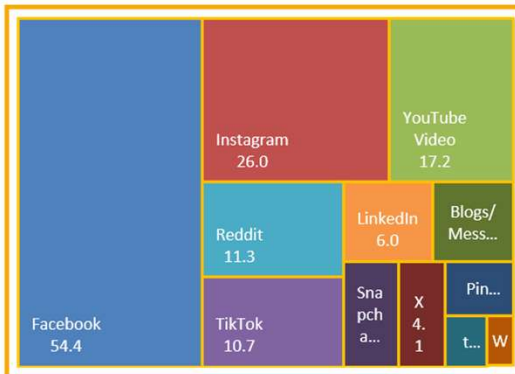
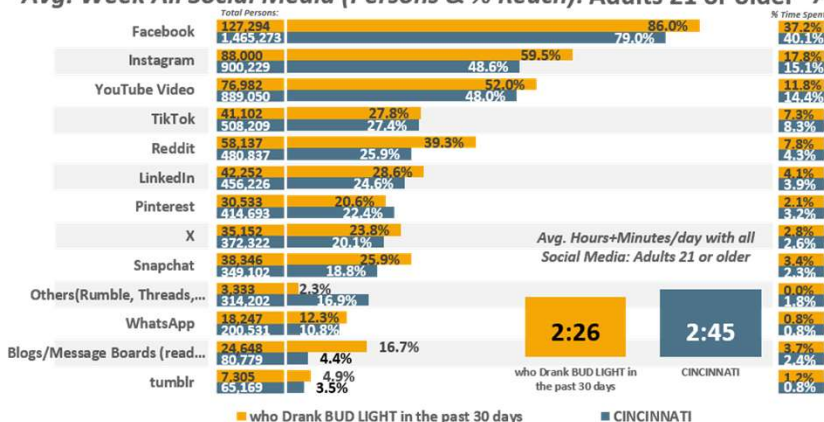
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



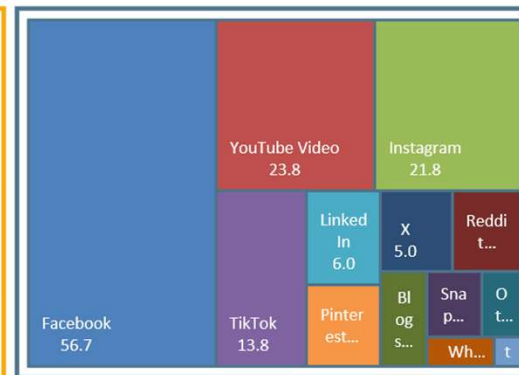
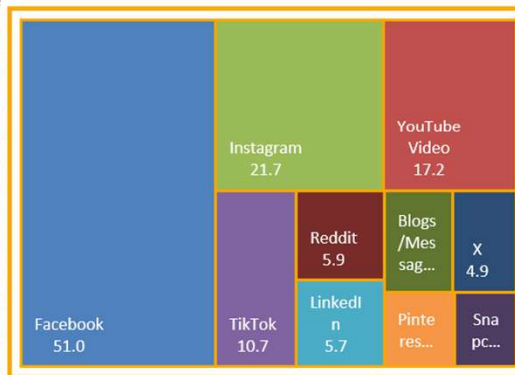
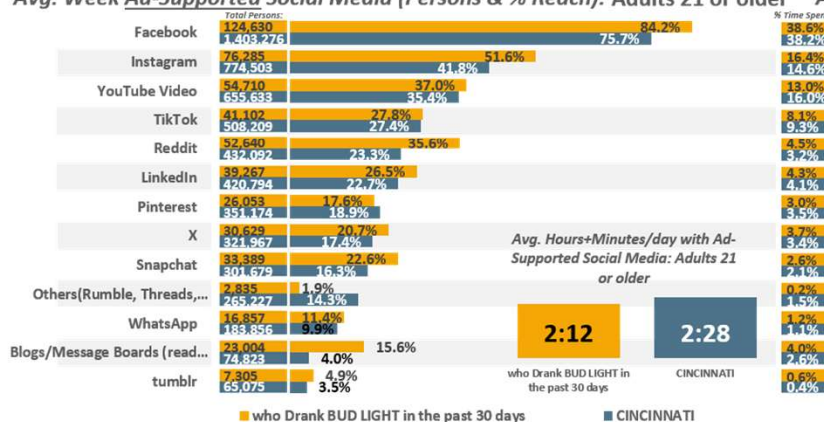


124,630 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 51. minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

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



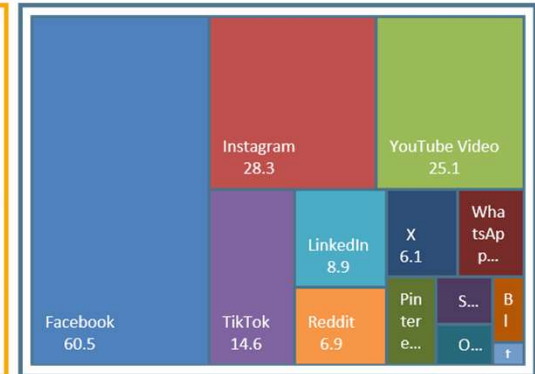
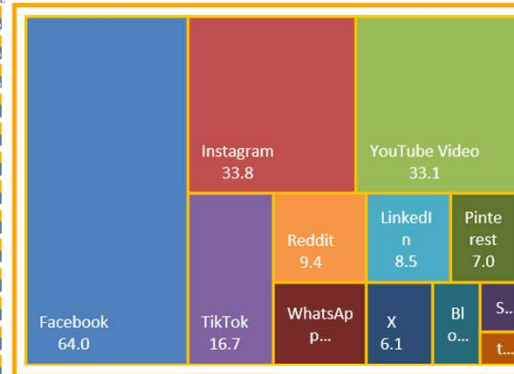
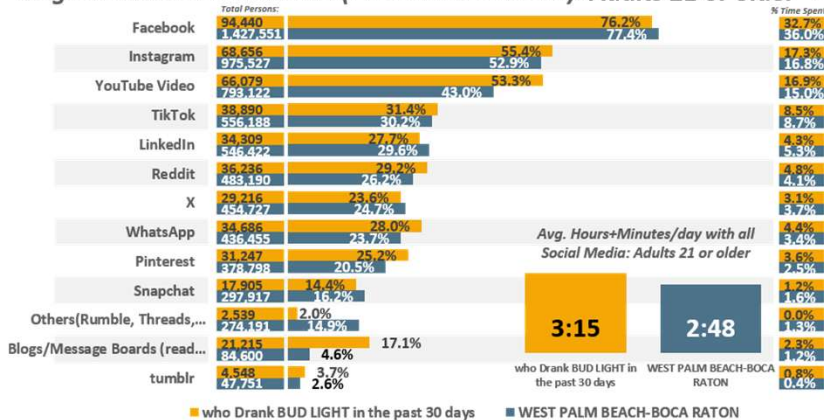
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



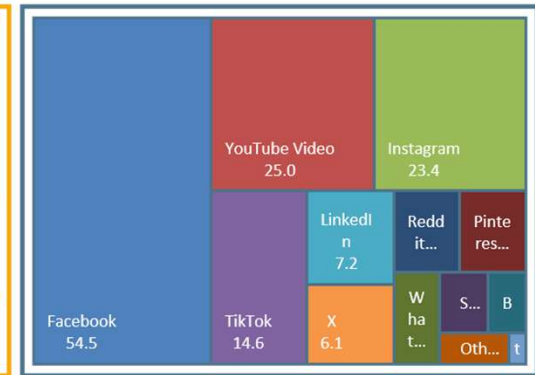
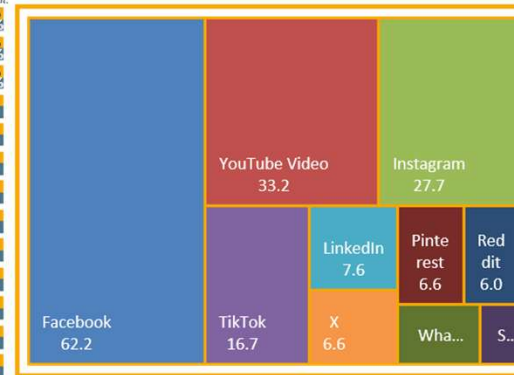
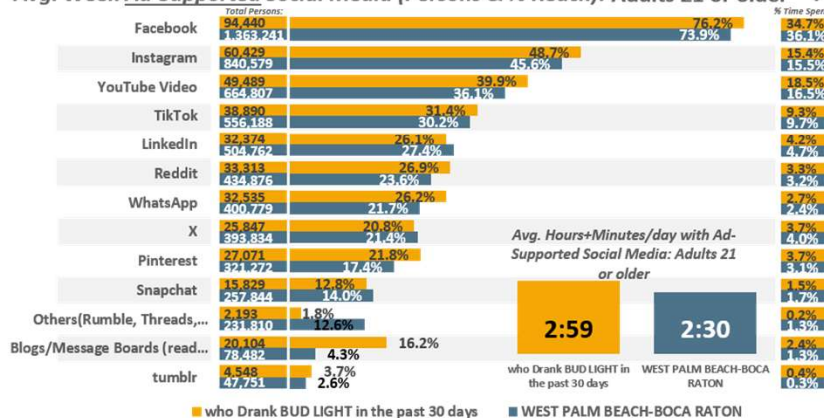


94,440 or 76.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 62.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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



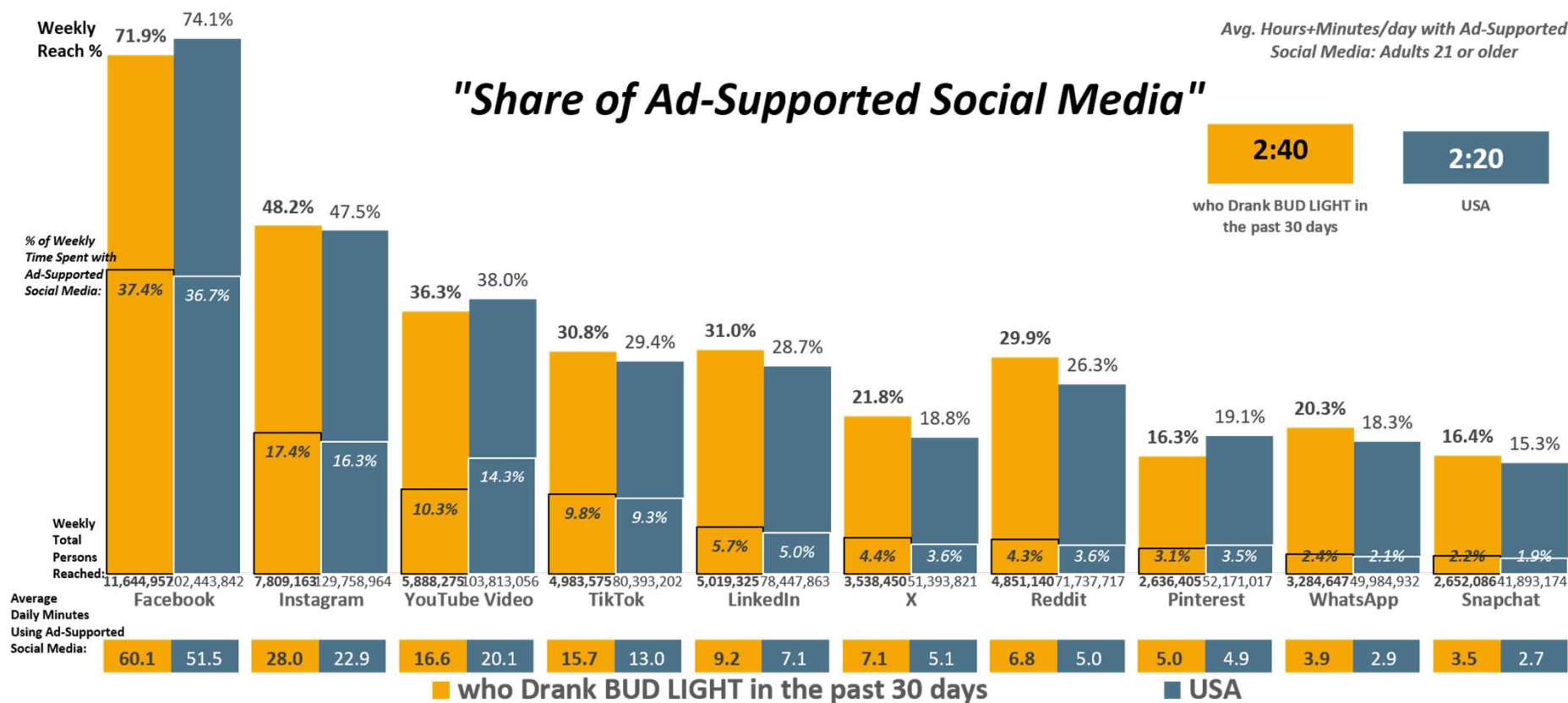
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





11,644,957 or 71.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

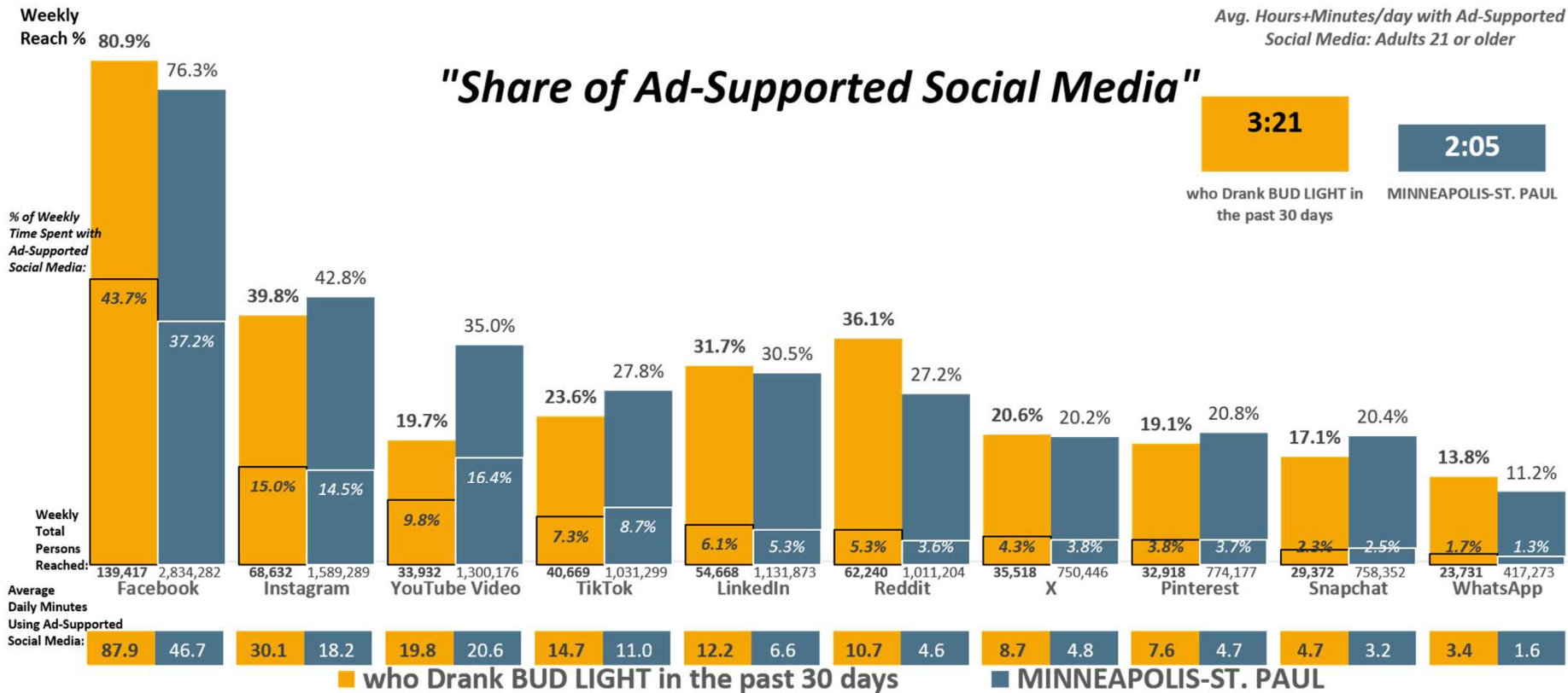
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

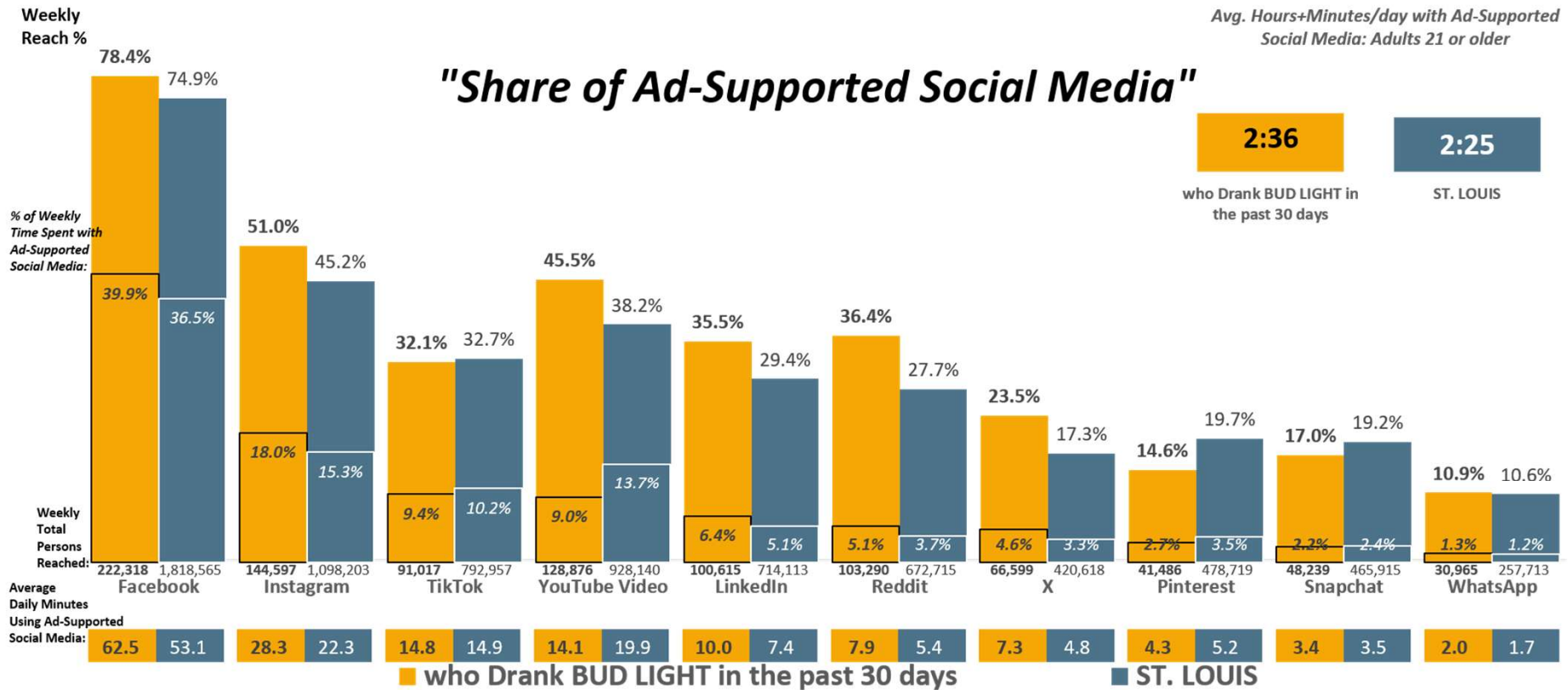


139,417 or 80.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 87.9 minutes every day representing 43.7% of all time spent daily with Ad-Supported Social Media.





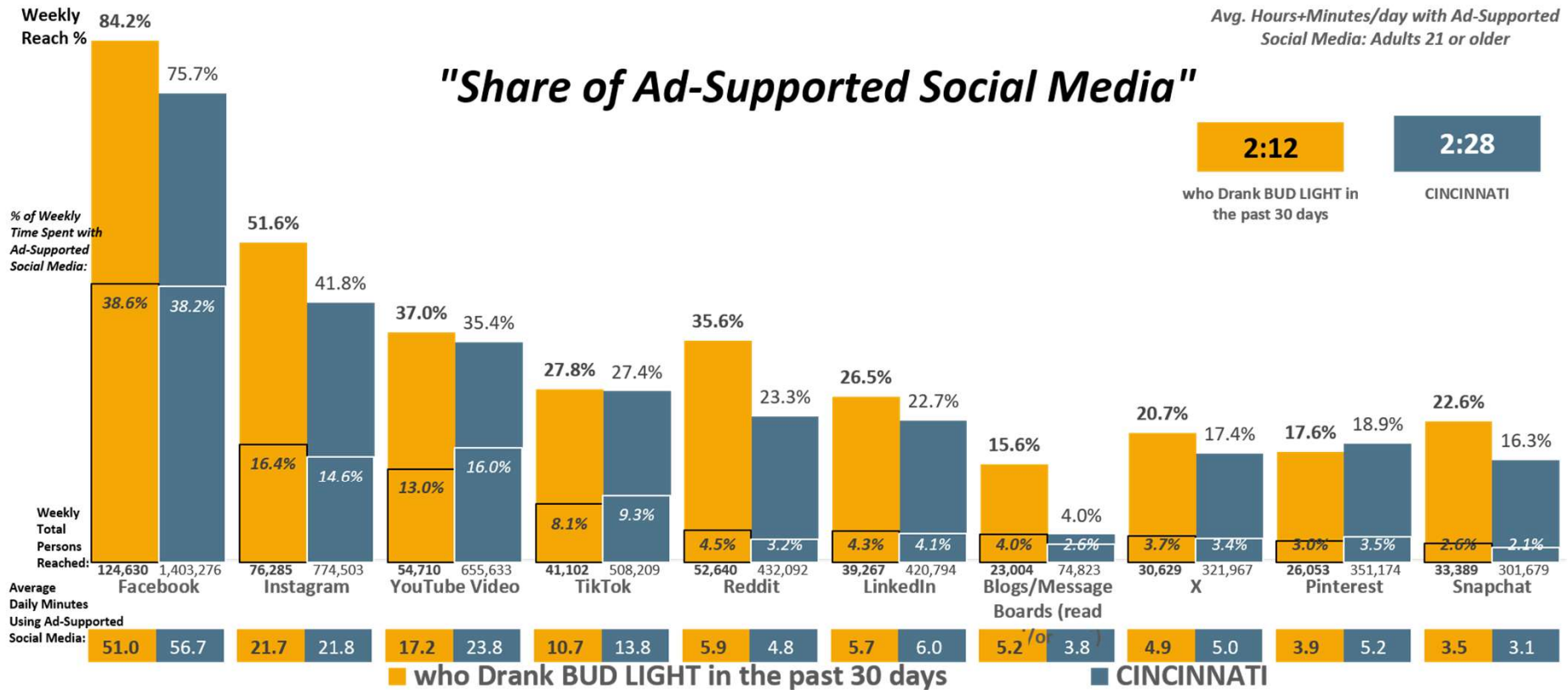
222,318 or 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 62.5 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.





124,630 or 84.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 51. minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

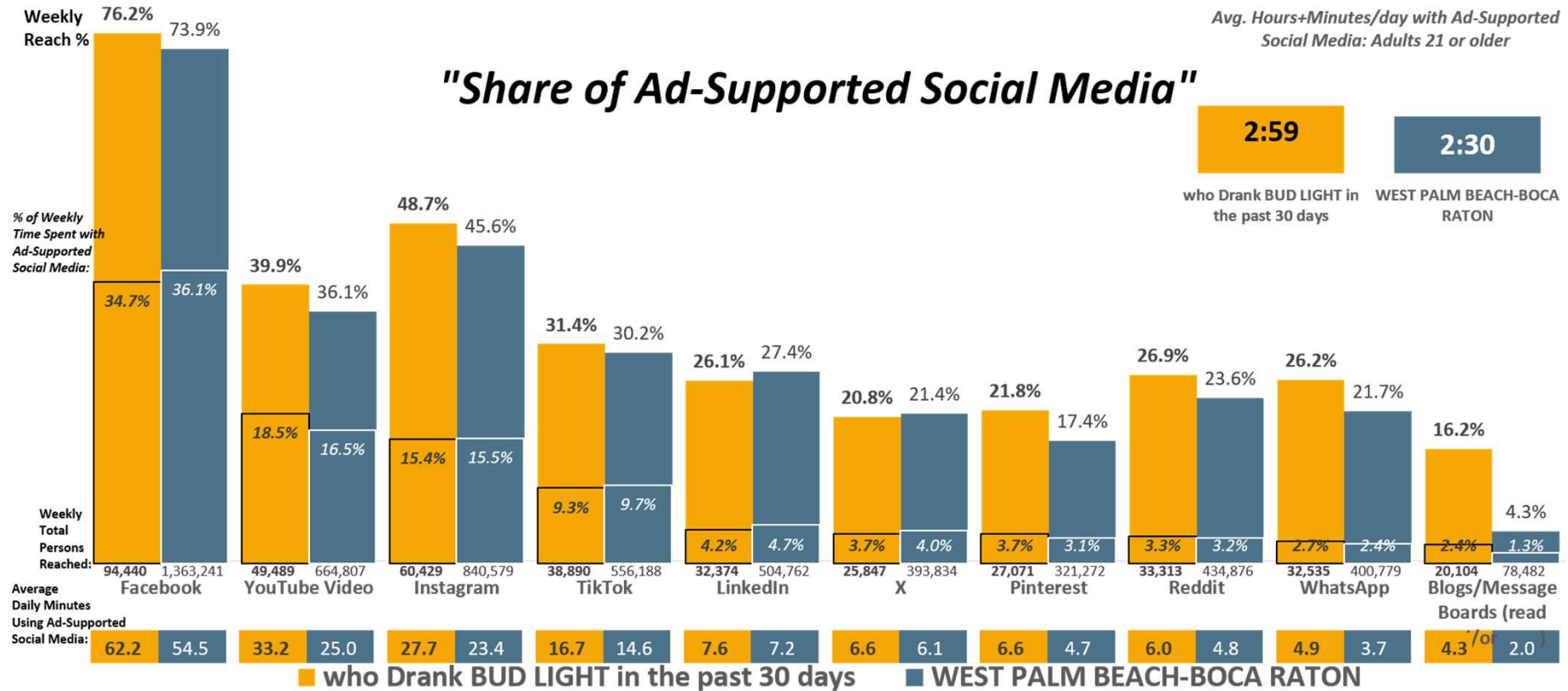
"Share of Ad-Supported Social Media"





94,440 or 76.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 62.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

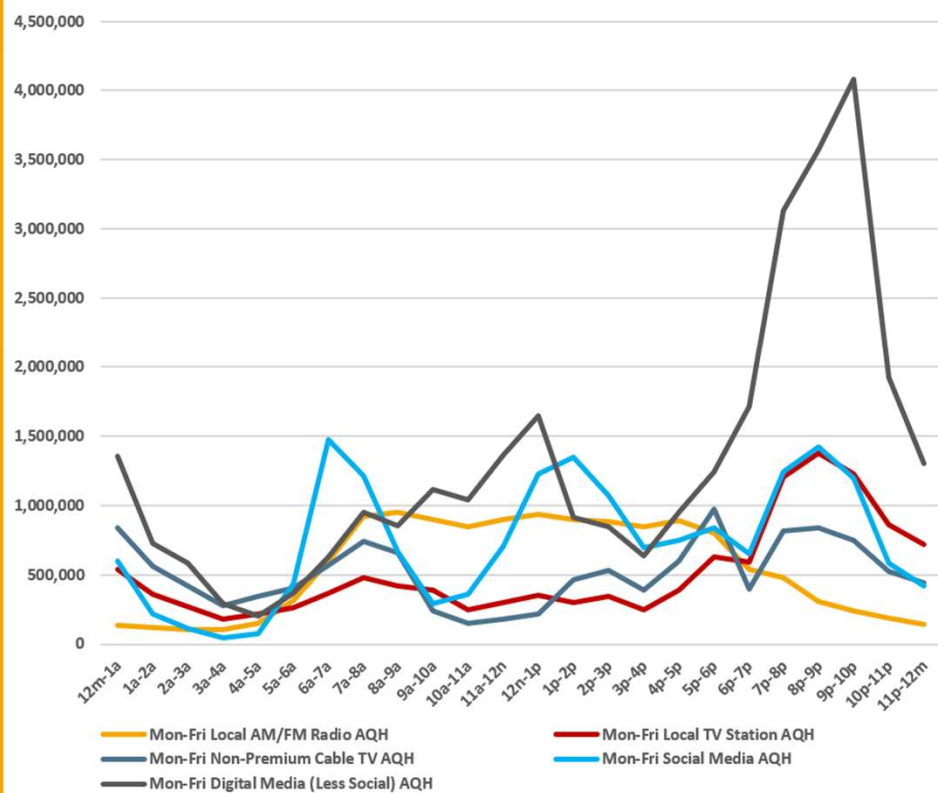
"Share of Ad-Supported Social Media"



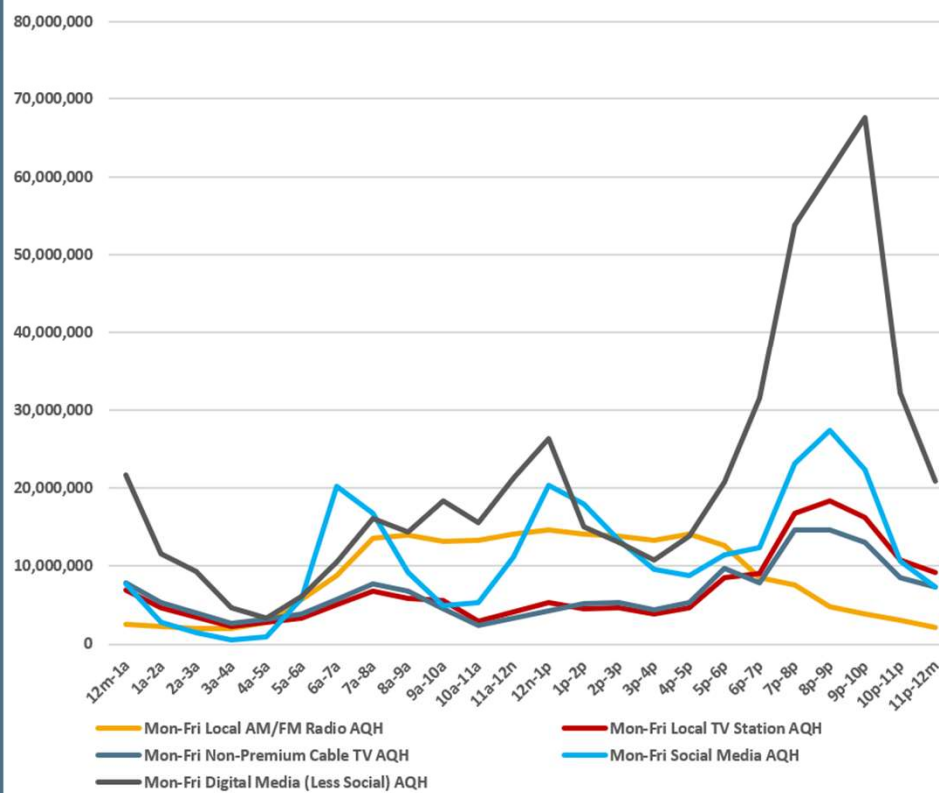


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,067,058; Social Media: 866,921; Local Radio: 836,905; Non-Prem. Cable: 469,724; Local TV: 387,839 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



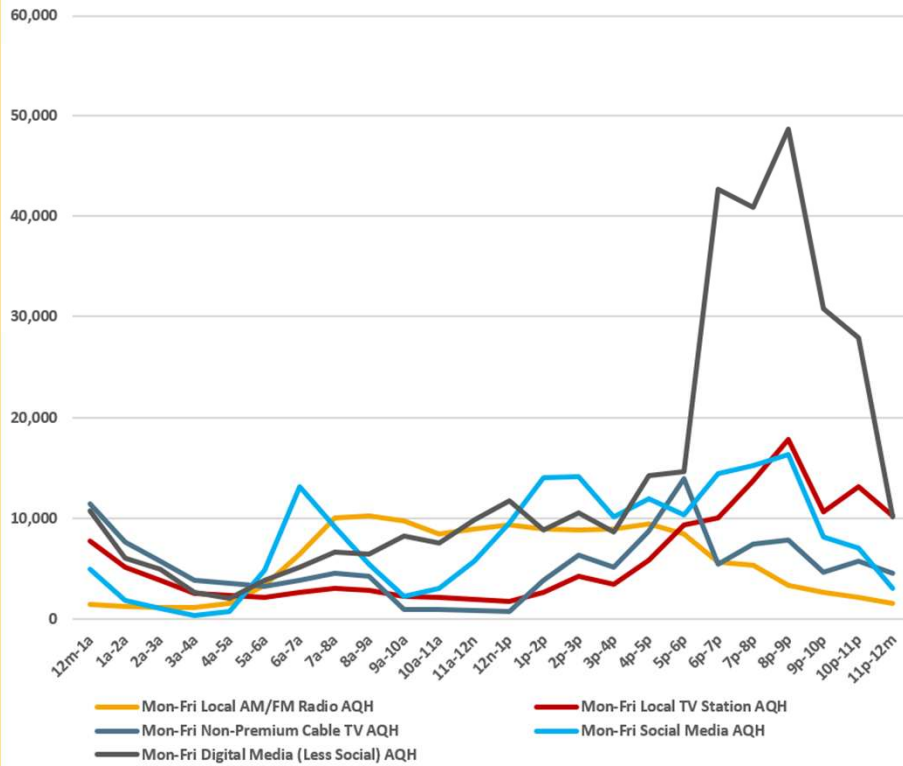
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



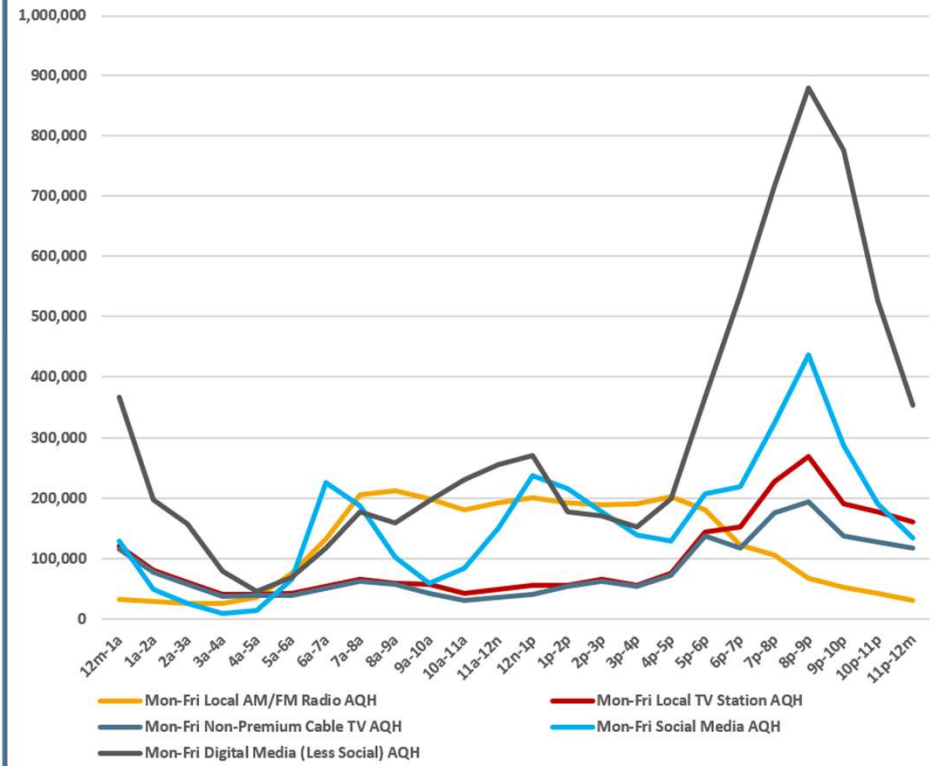


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,939; Social Media: 9,476; Local Radio: 8,714; Non-Prem. Cable: 4,592; Local TV: 4,022 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

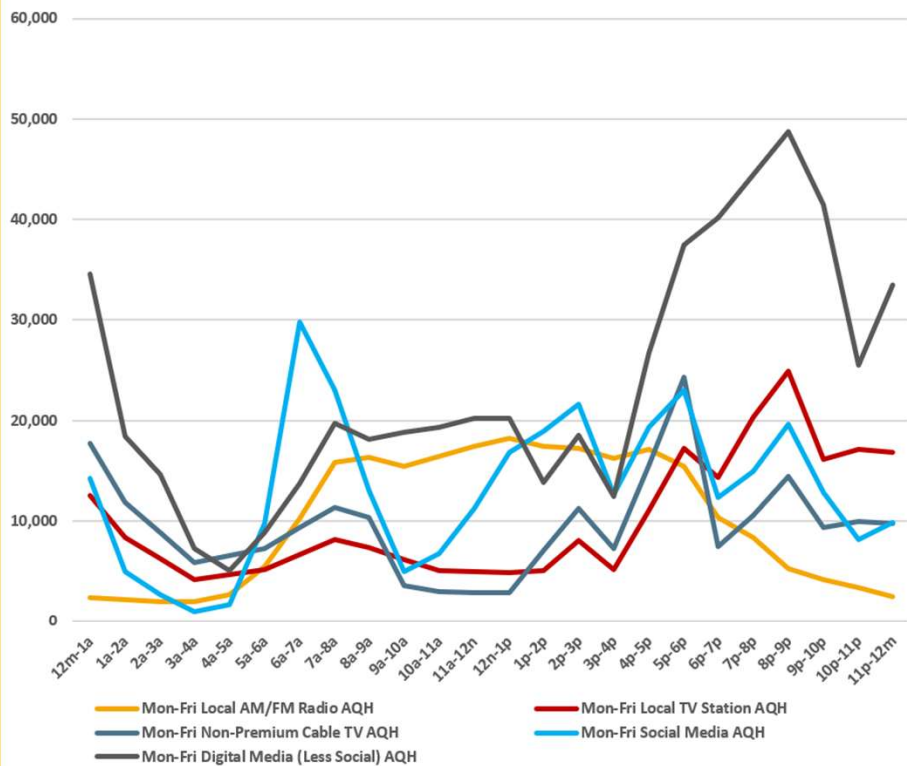
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

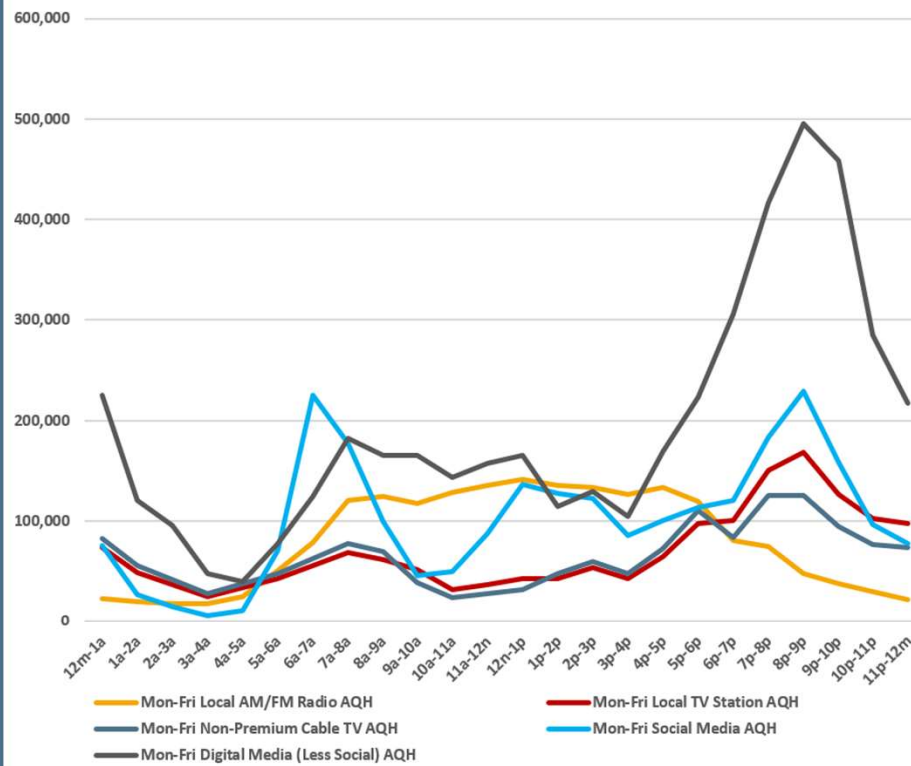


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,462; Social Media: 16,396; Local Radio: 15,665; Non-Prem. Cable: 8,921; Local TV: 7,993 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

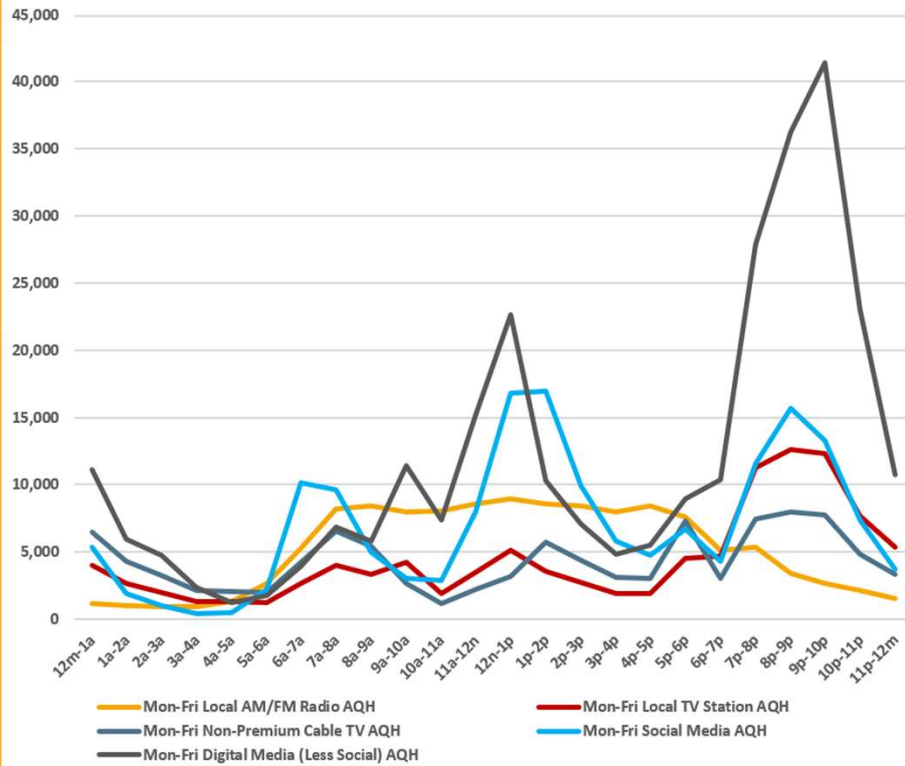
soefa.ai Share of Everything
 for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

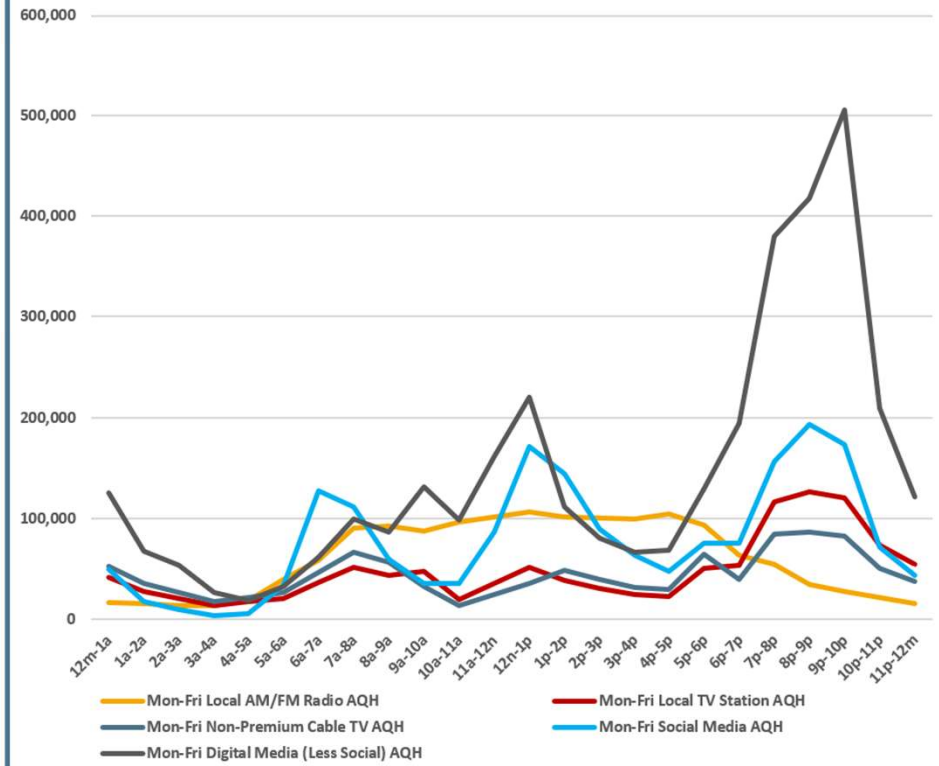


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,249; Social Media: 7,989; Local Radio: 7,821; Non-Prem. Cable: 4,013; Local TV: 3,385 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



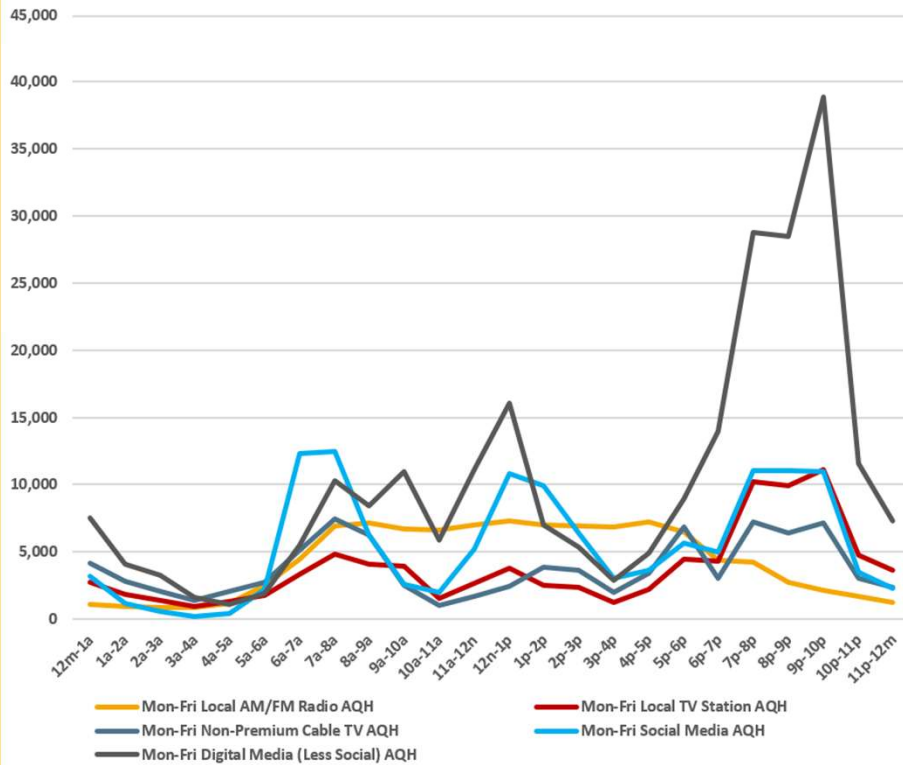
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 21 or older



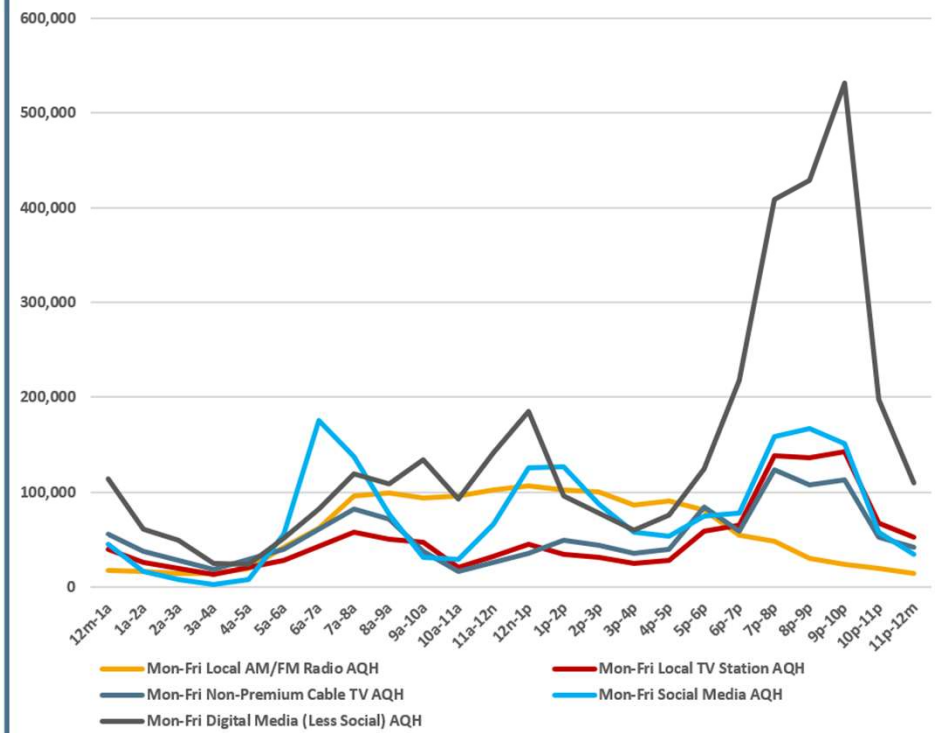


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,560; Social Media: 6,554; Local Radio: 6,531; Non-Prem. Cable: 3,789; Local TV: 3,183 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

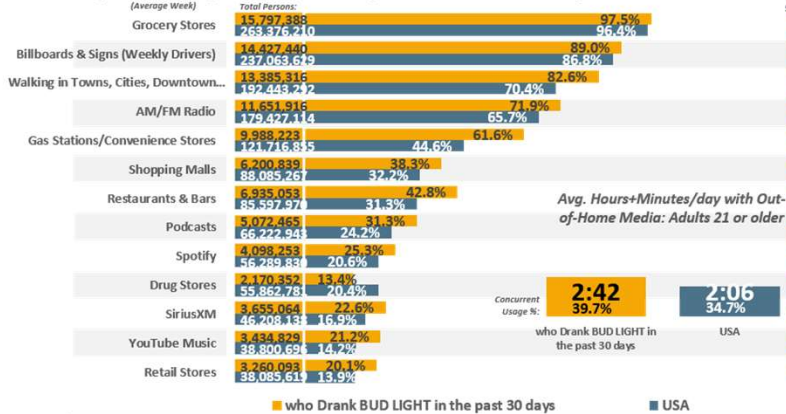
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

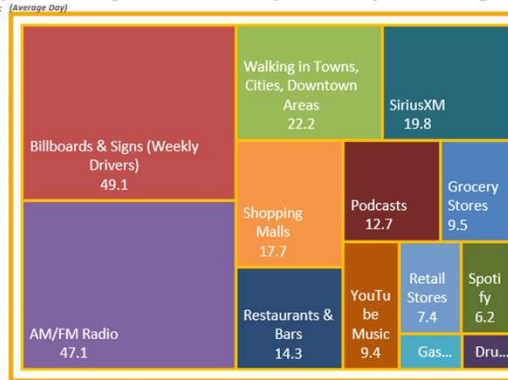


14,427,440 or 89.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

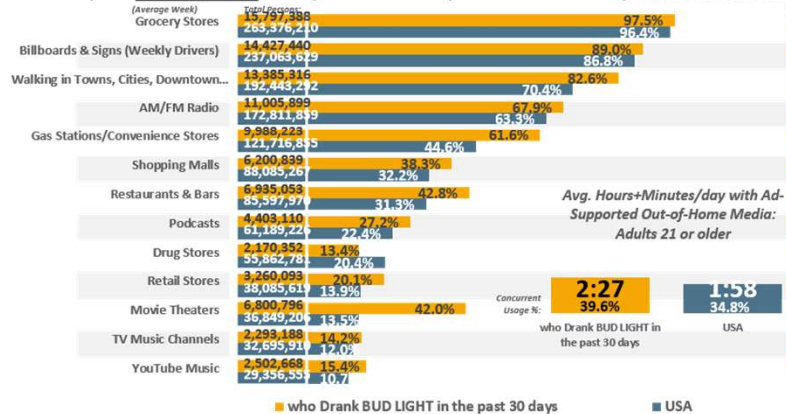
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



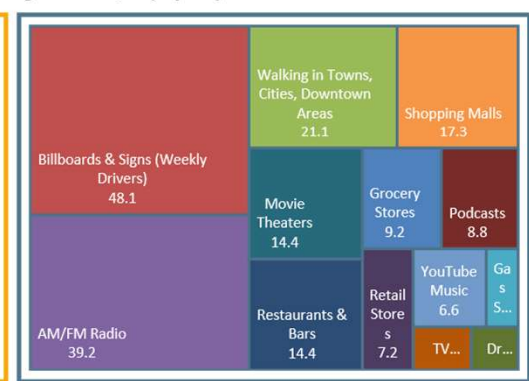
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

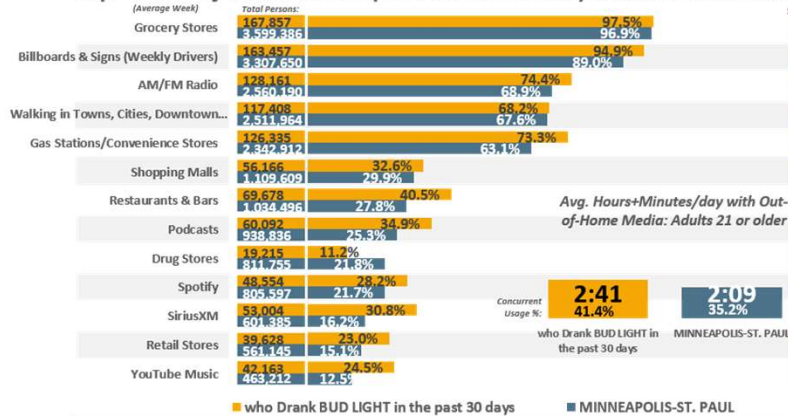
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

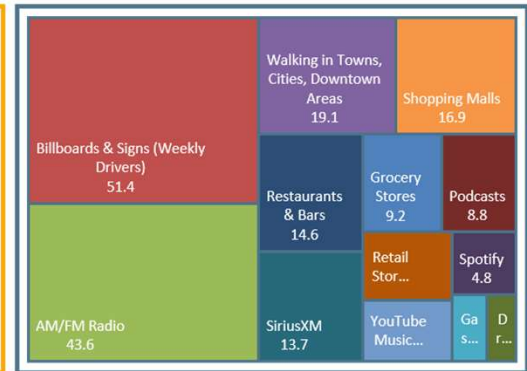
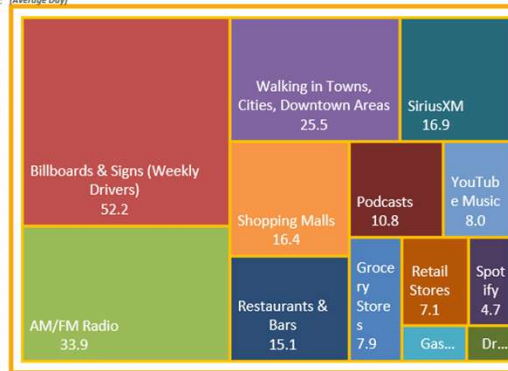


163,457 or 94.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 27.7 minutes/day.

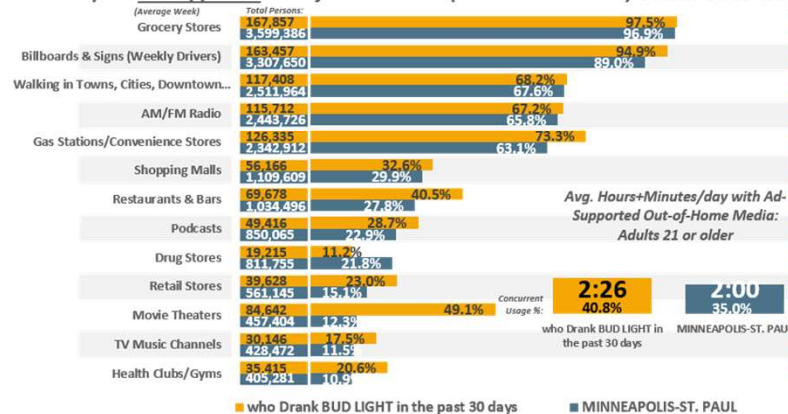
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



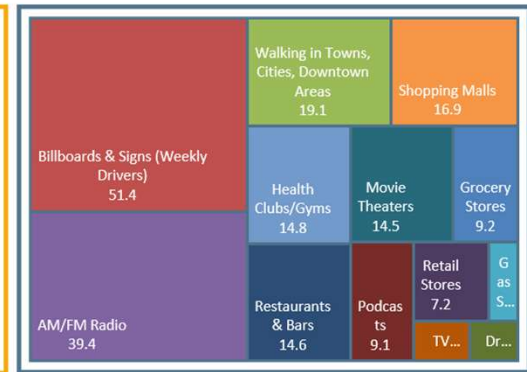
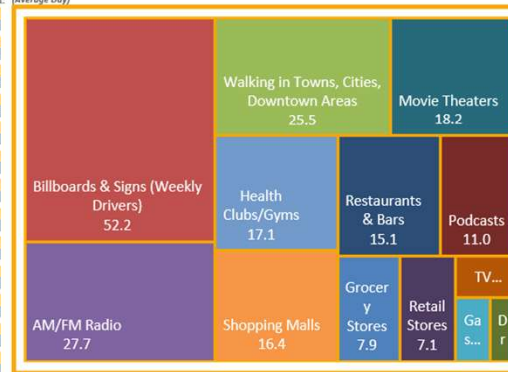
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

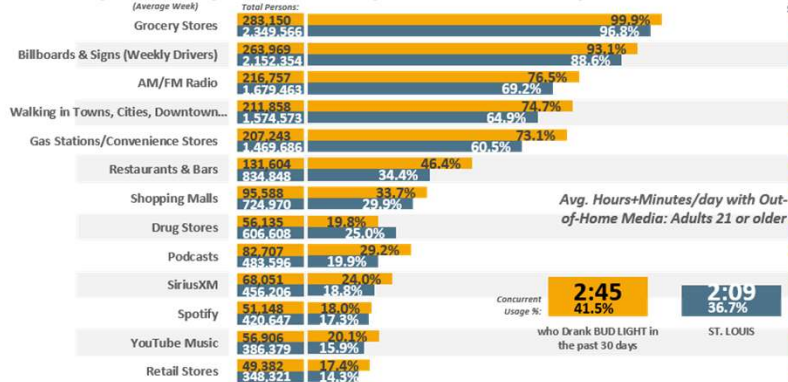
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

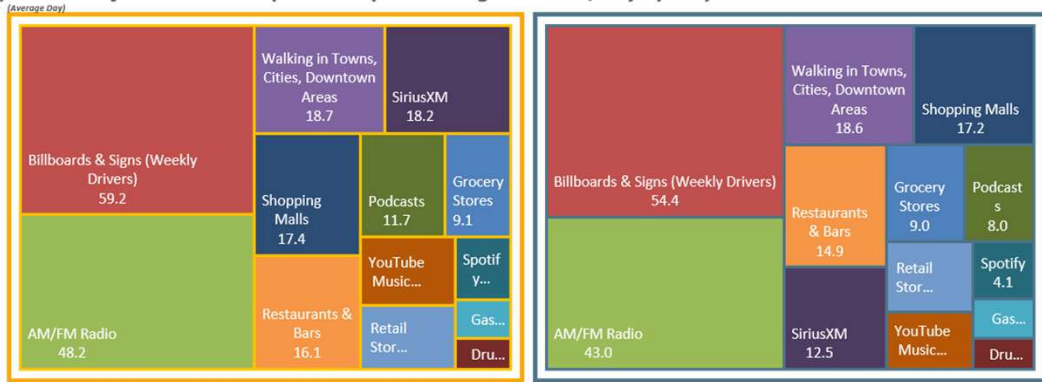


263,969 or 93.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

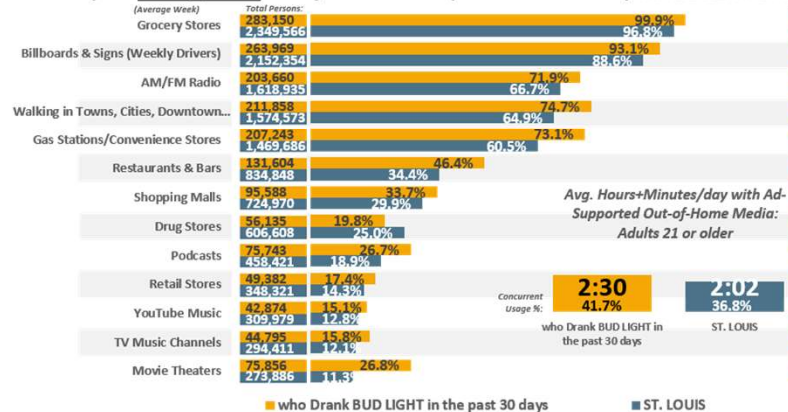
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



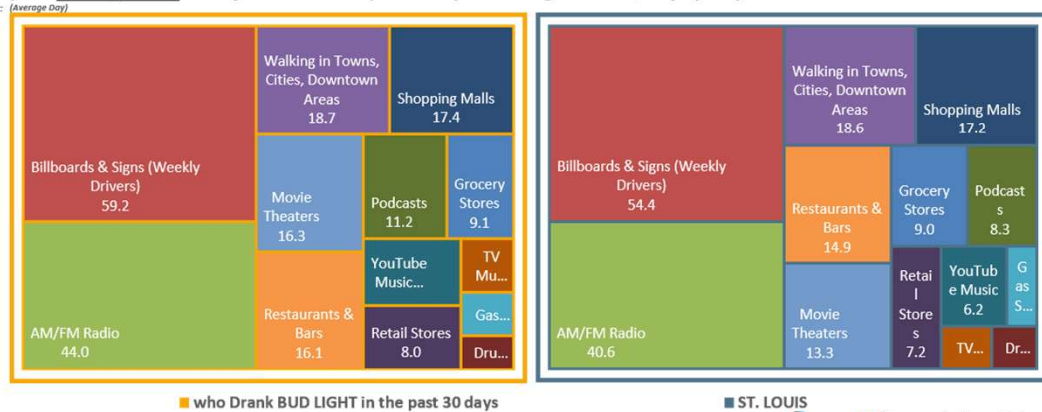
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

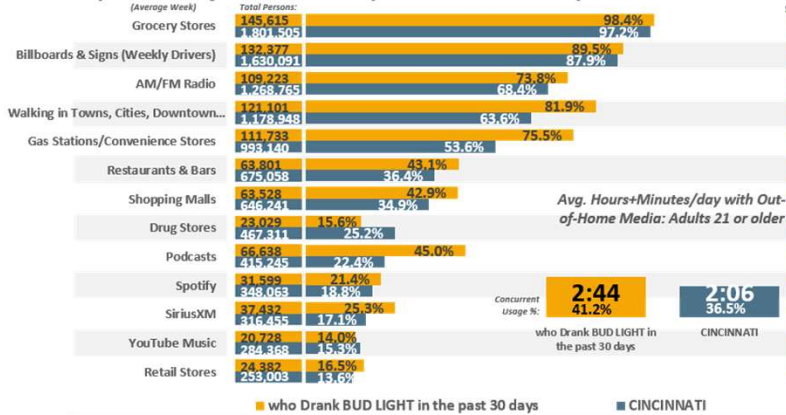
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

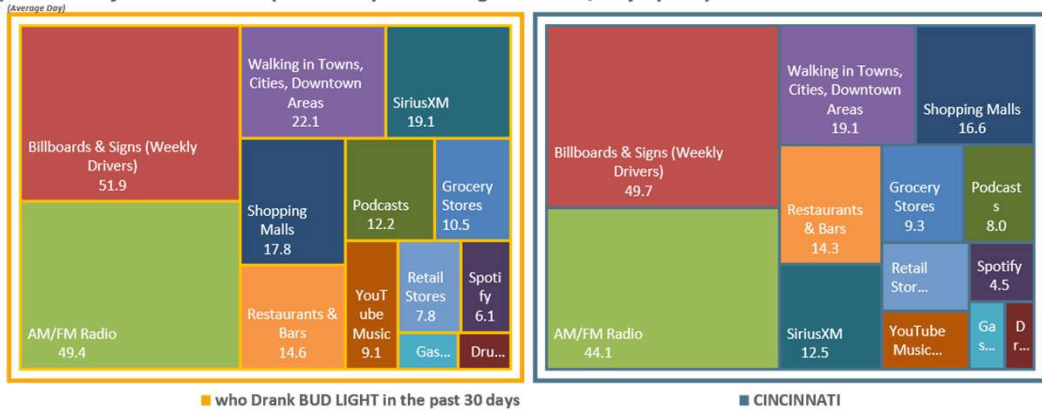


132,377 or 89.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minutes/day.

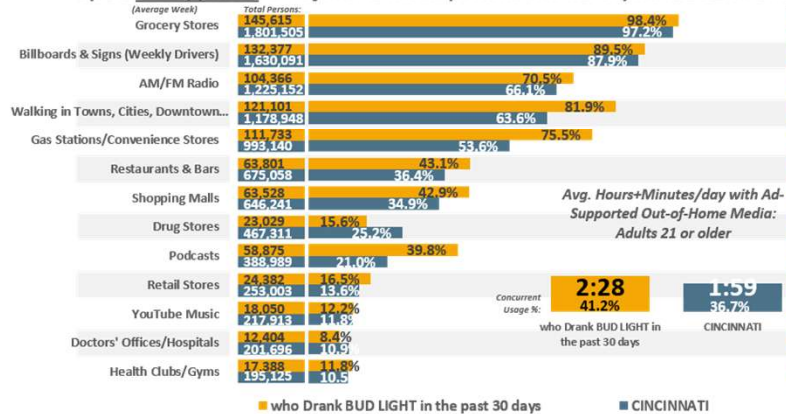
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



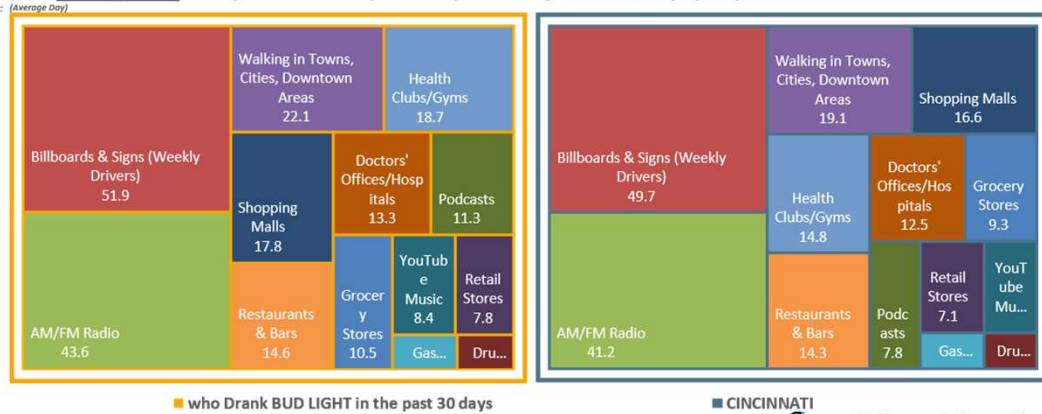
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



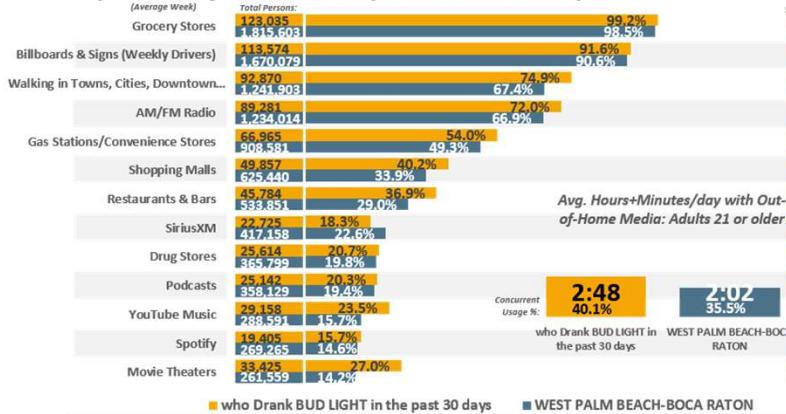
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



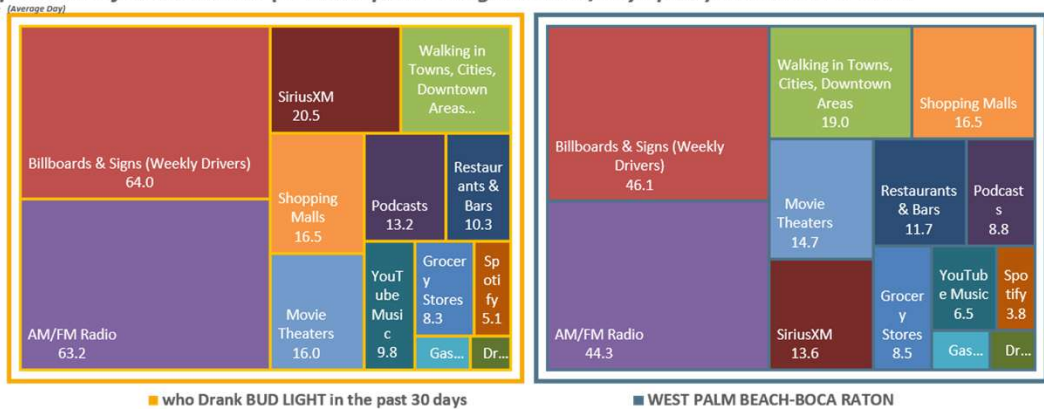


113,574 or 91.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 64. minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 60.8 minutes/day.

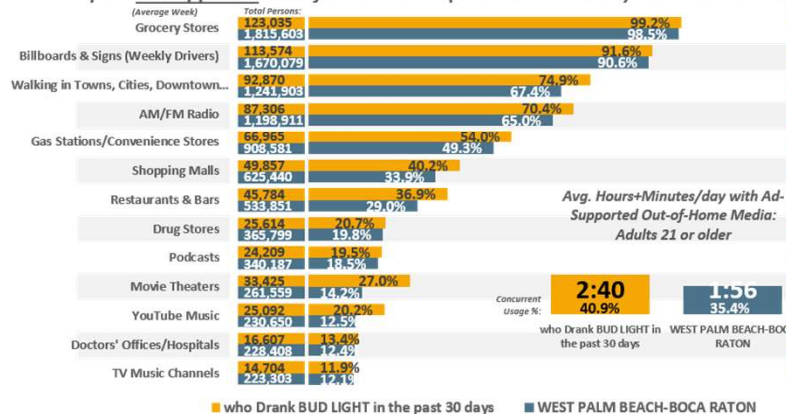
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



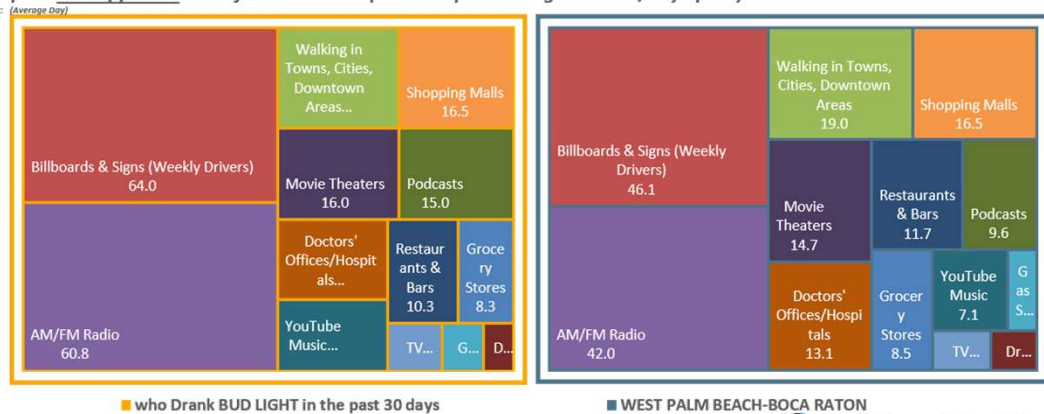
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

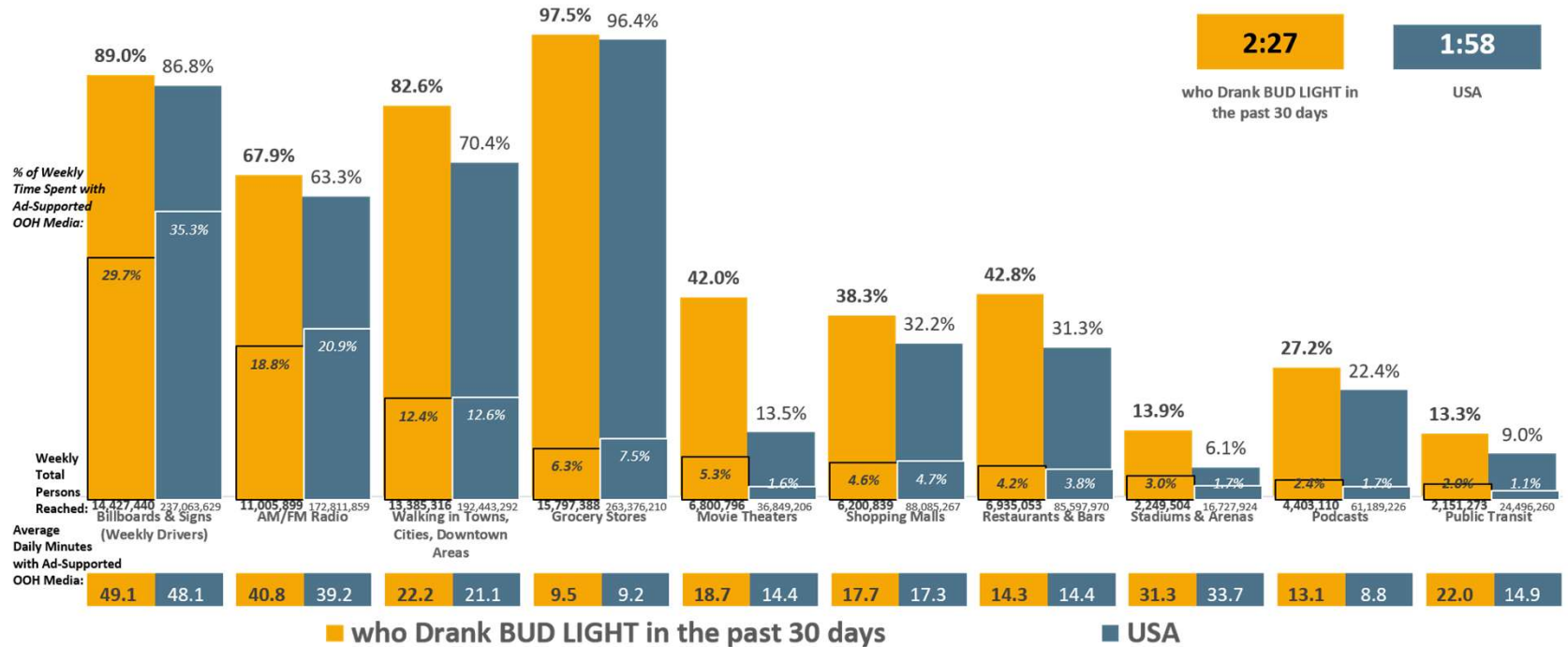


14,427,440 or 89.0% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 29.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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 1,485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. 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 light beer drank past 30 days: Bud Light)]

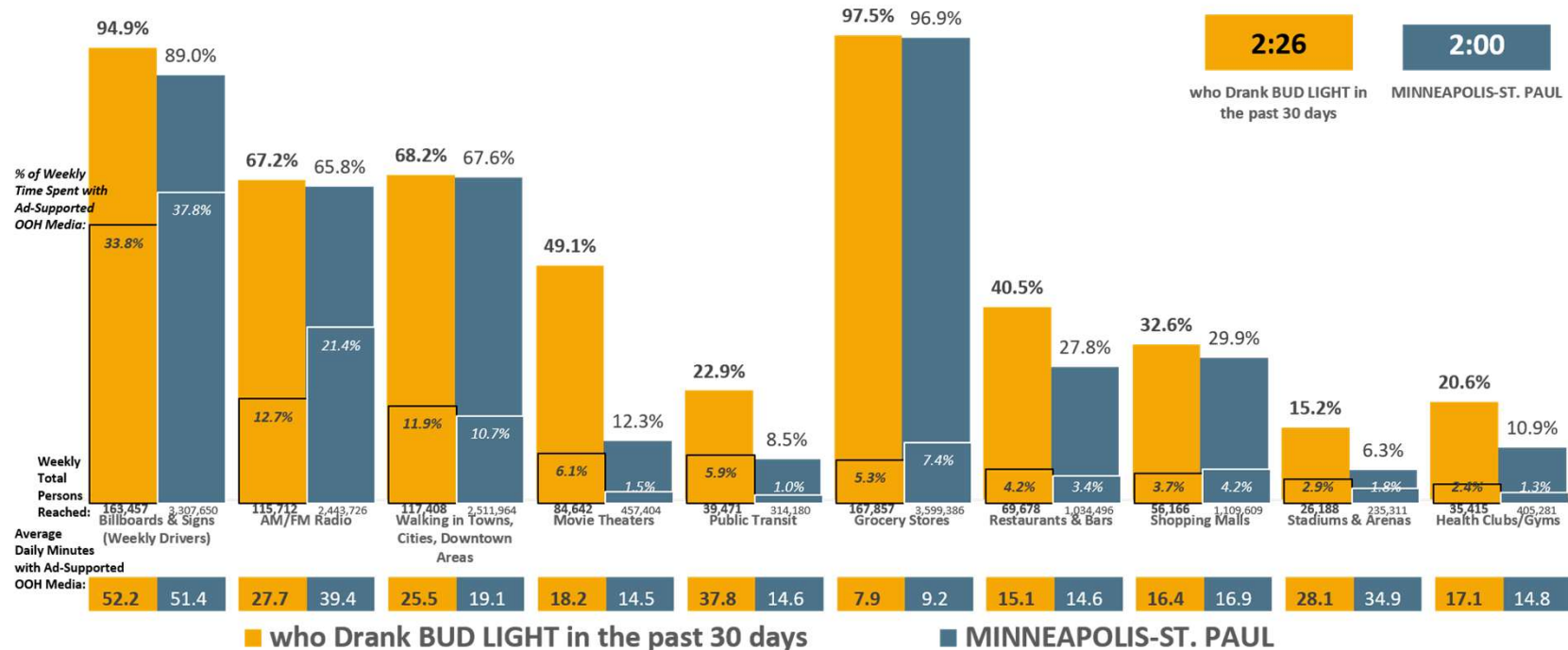


163,457 or 94.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,853
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

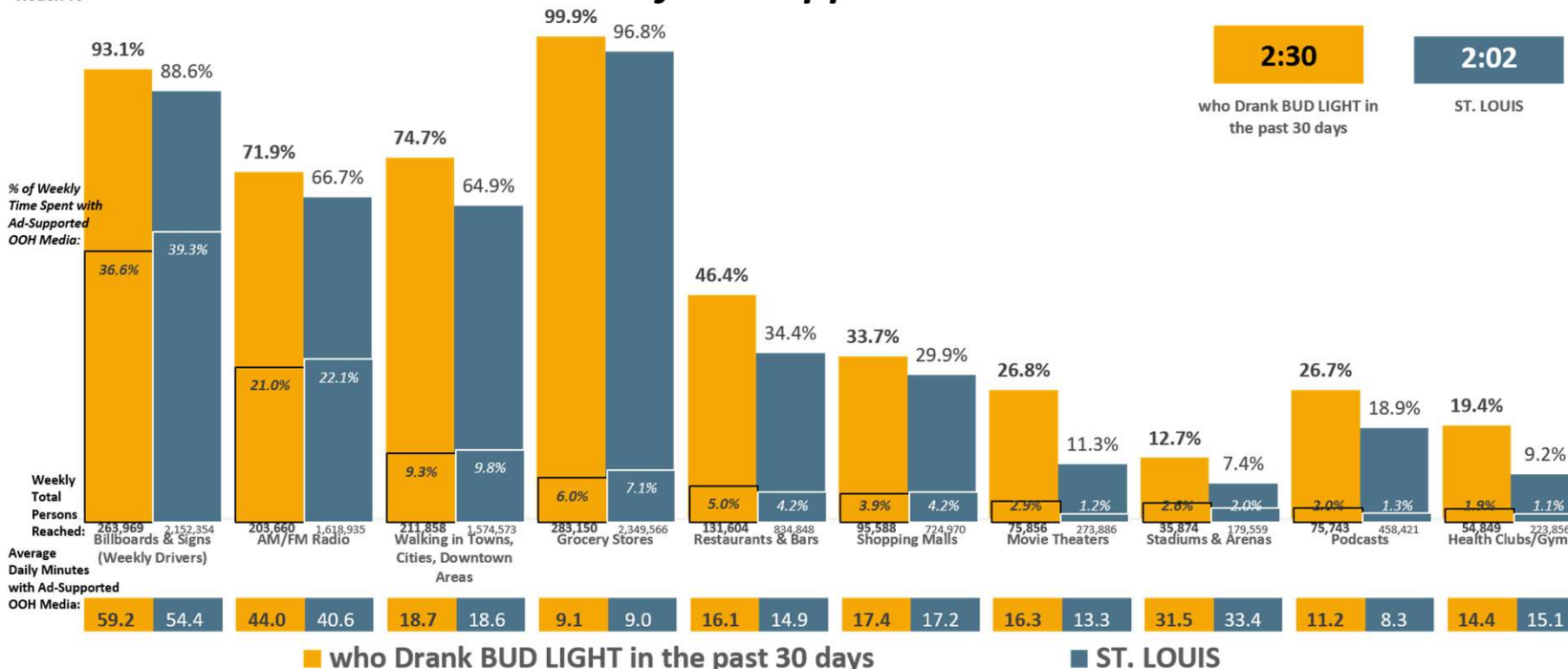


263,969 or 93.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:30

who Drank BUD LIGHT in the past 30 days

2:02

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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 light beer drank past 30 days: Bud Light)]

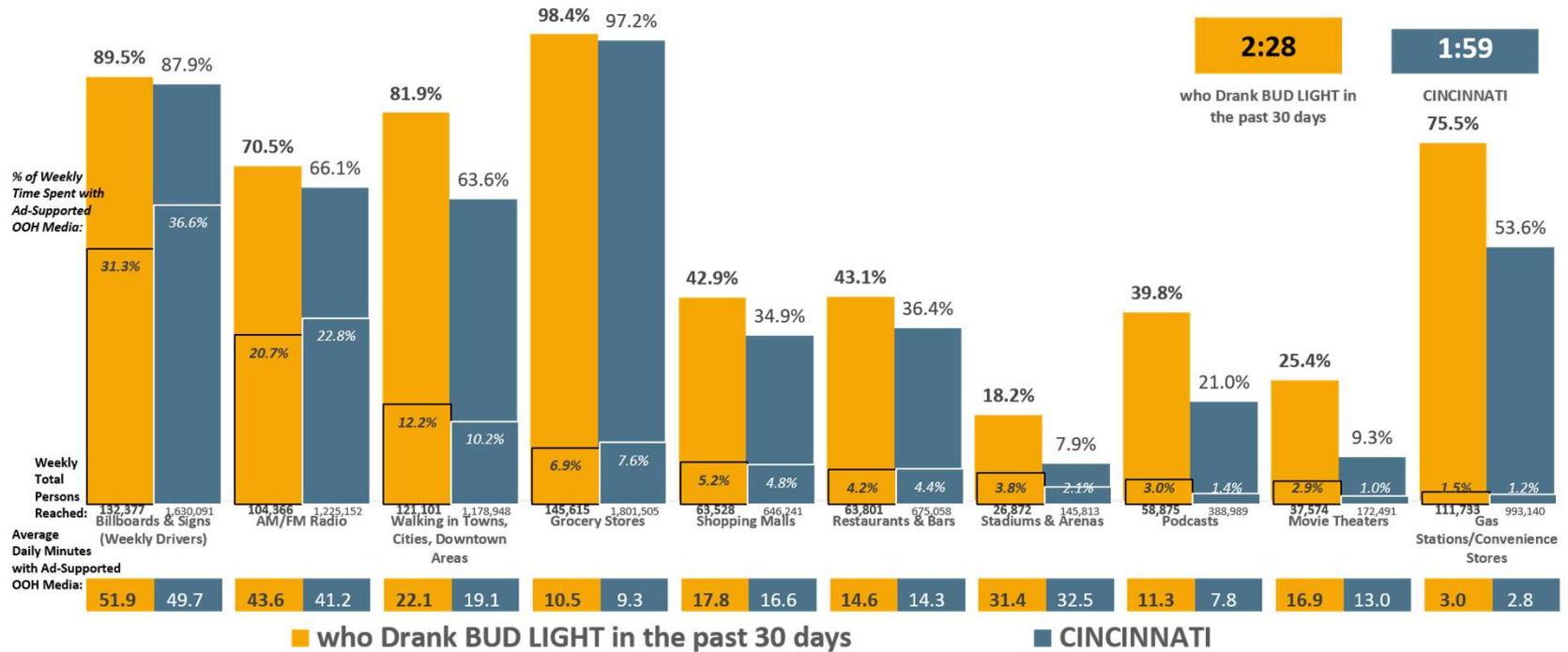


132,377 or 89.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 31.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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 light beer drank past 30 days: Bud Light)]

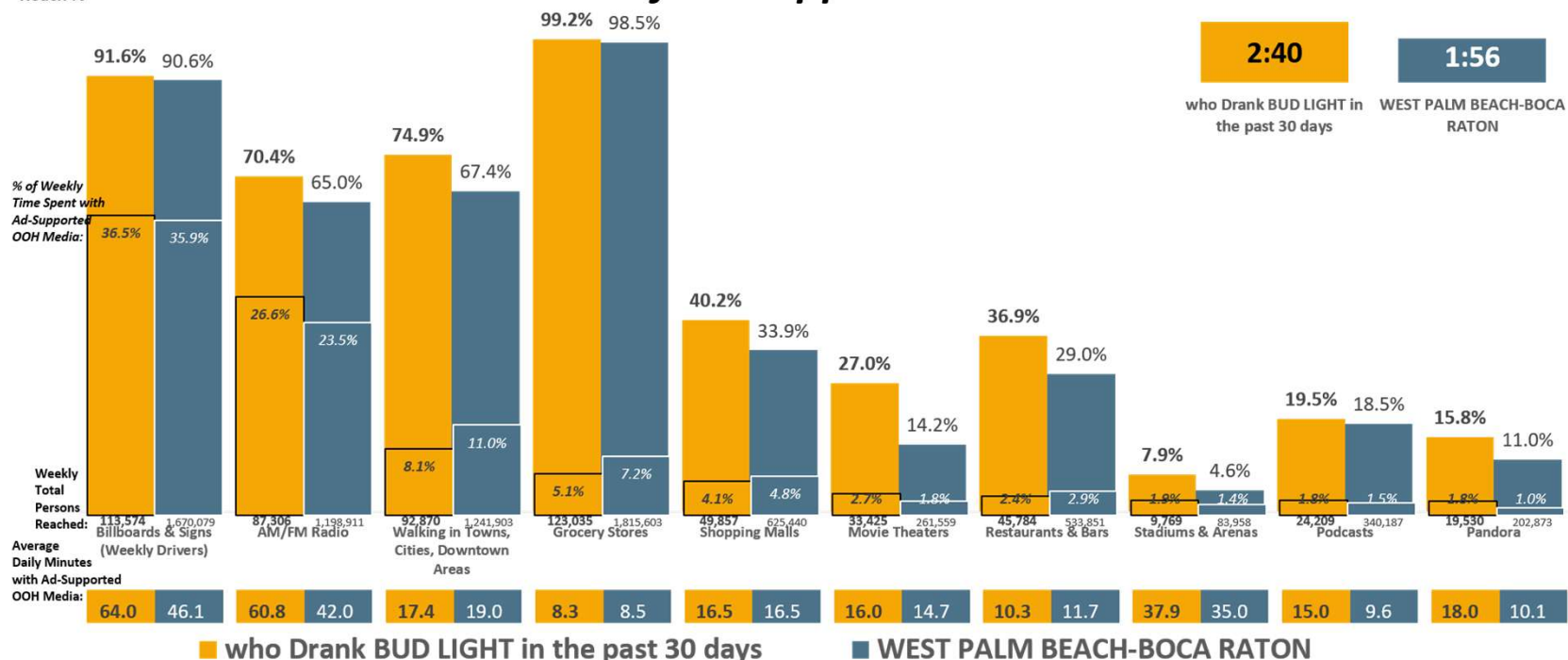


113,574 or 91.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 175 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,481
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

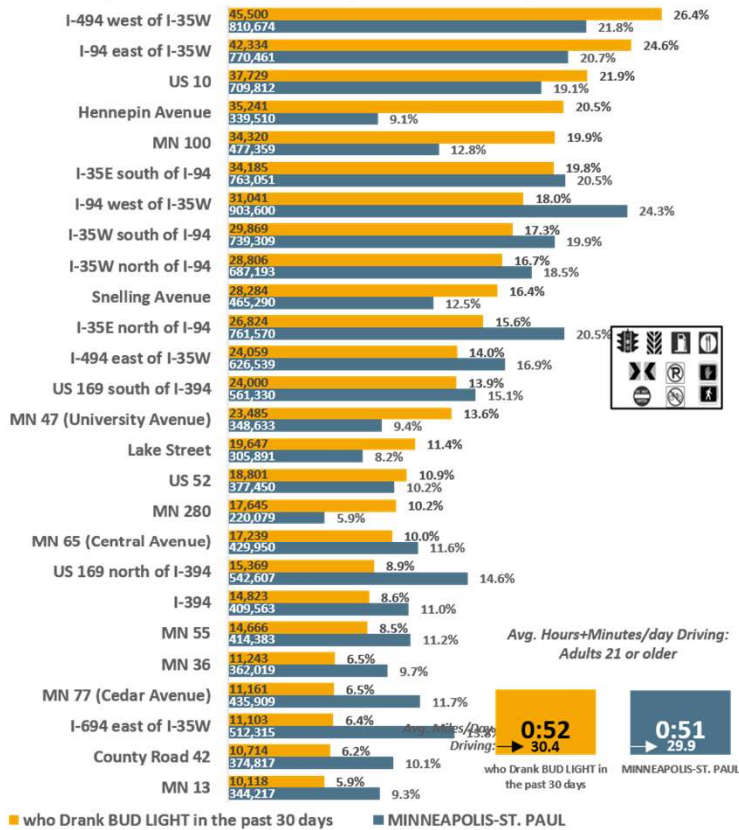
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

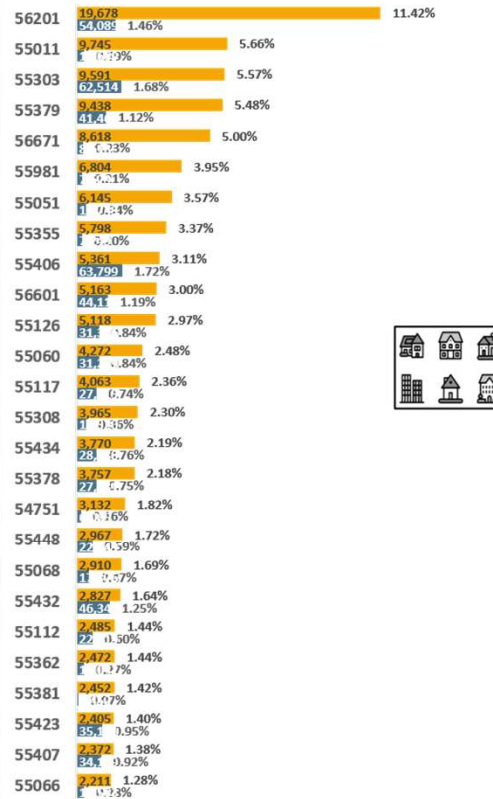


163,457 or 94.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 52.2 minutes per day driving an average of 30.4 miles each day and are 123.9% more likely to use Hennepin Avenue than the Metro average.

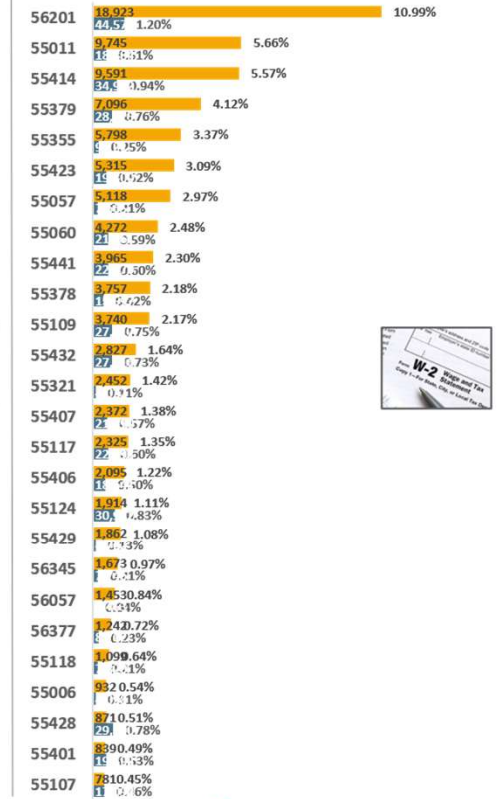
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



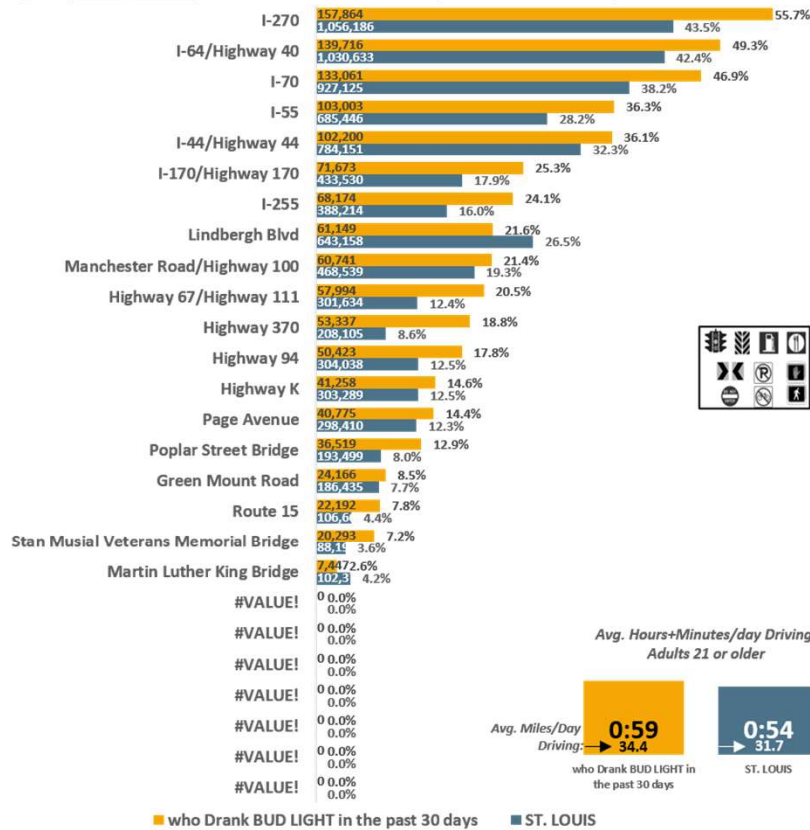
Top-26 Employment Zip Codes: Adults 21 or older



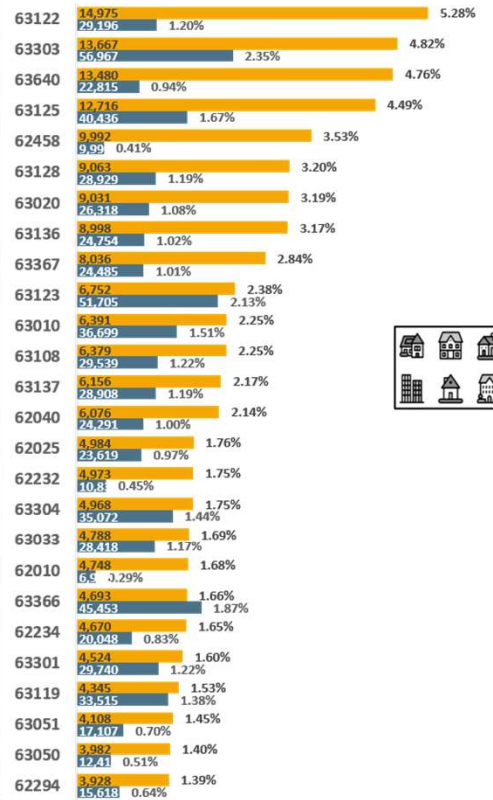


263,969 or 93.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 59.2 minutes per day driving an average of 34.4 miles each day and are 119.6% more likely to use Highway 370 than the Metro average.

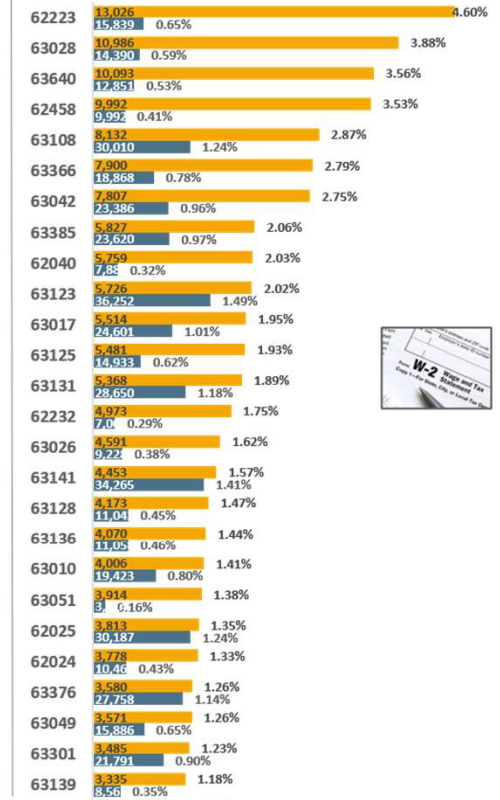
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



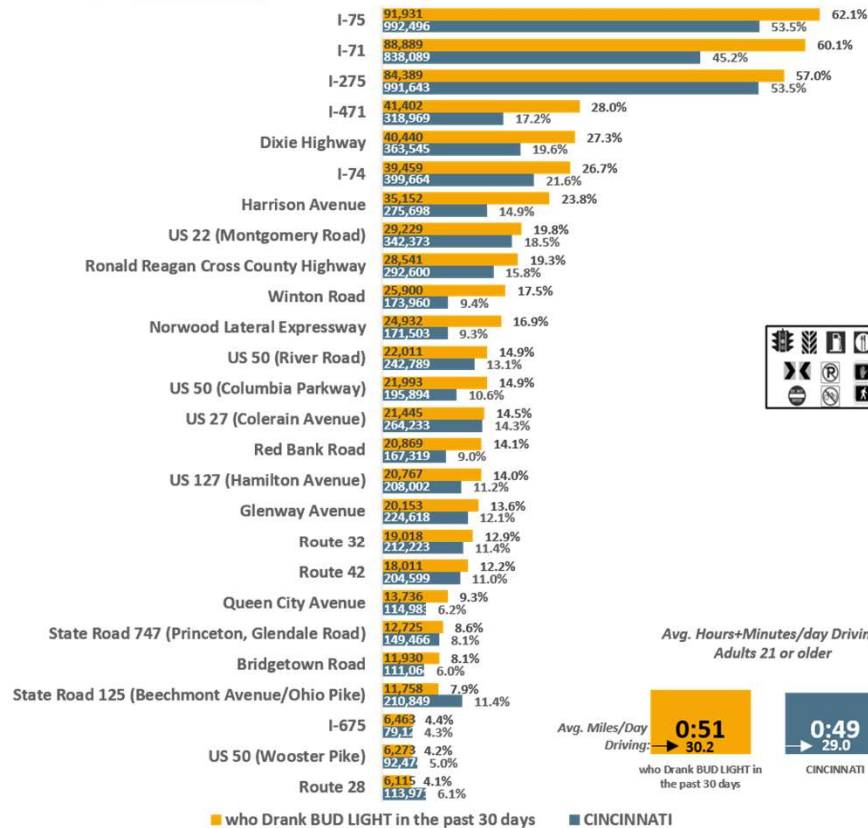
Top-26 Employment Zip Codes: Adults 21 or older





132,377 or 89.5% of Adults 21 or older who Drank BUD LIGHT 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 86.6% more likely to use Winton Road than the Metro average.

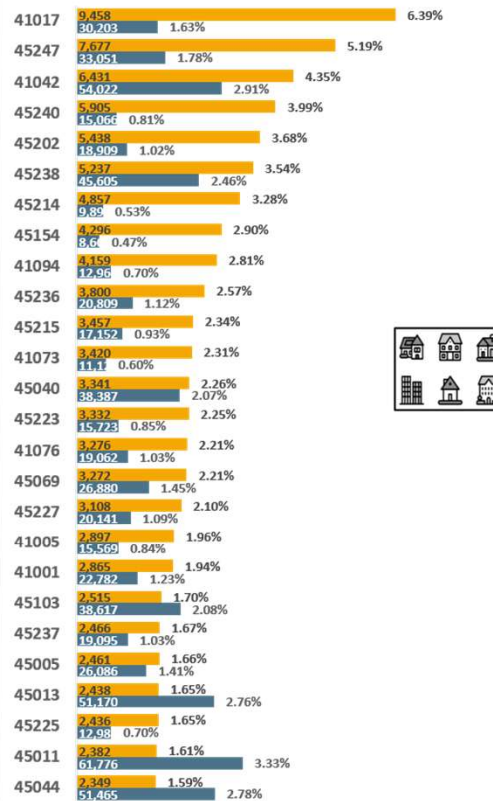
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



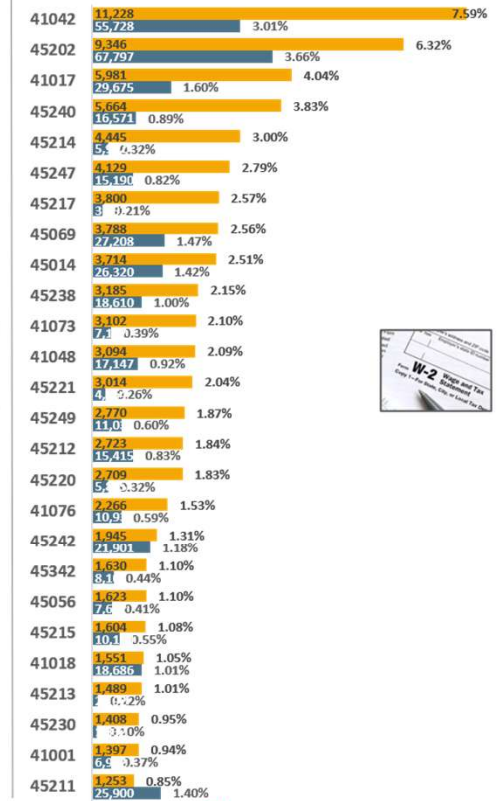
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

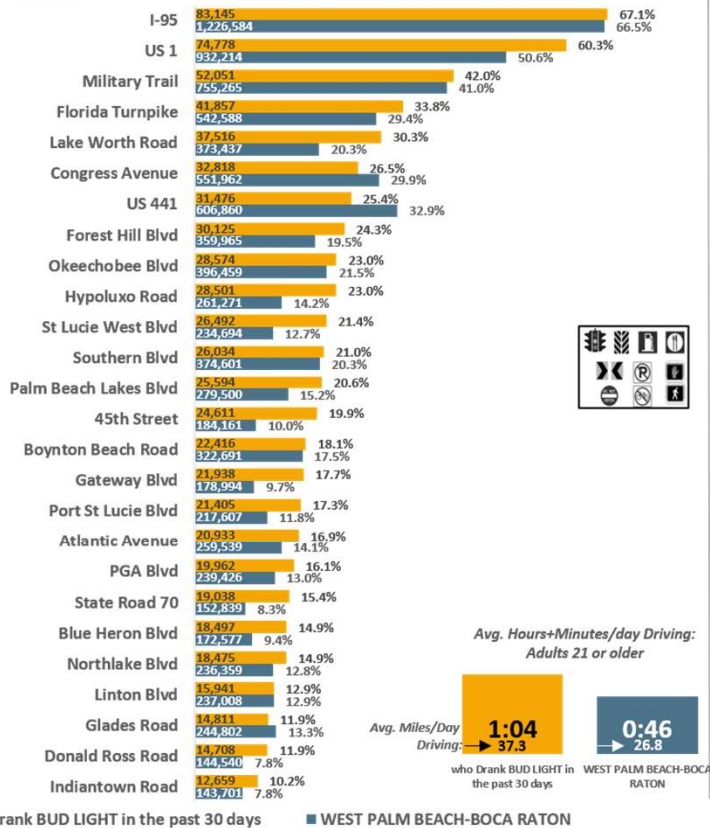


soefa.ai Share of Everything for Anything



113,574 or 91.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 64. minutes per day driving an average of 37.3 miles each day and are 98.7% more likely to use 45th Street than the Metro average.

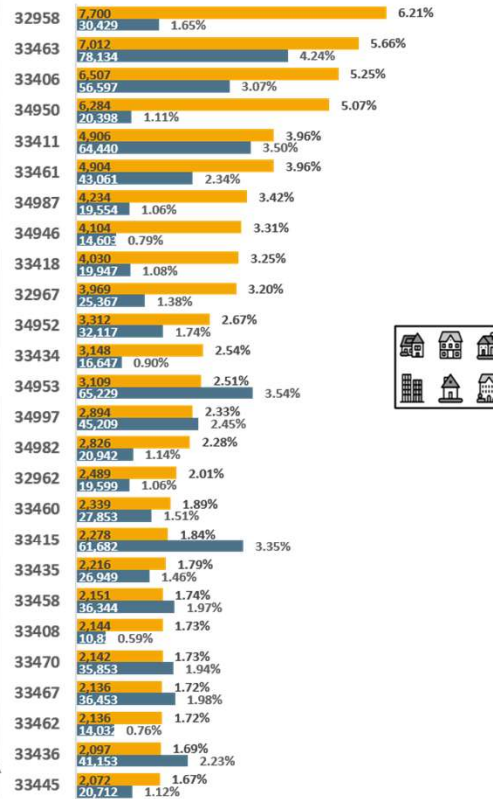
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



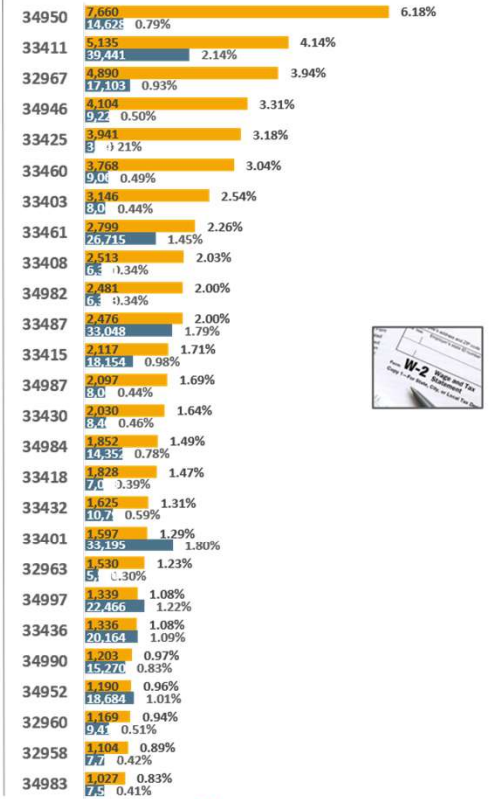
Avg. Hours+Minutes/day Driving:
Adults 21 or older



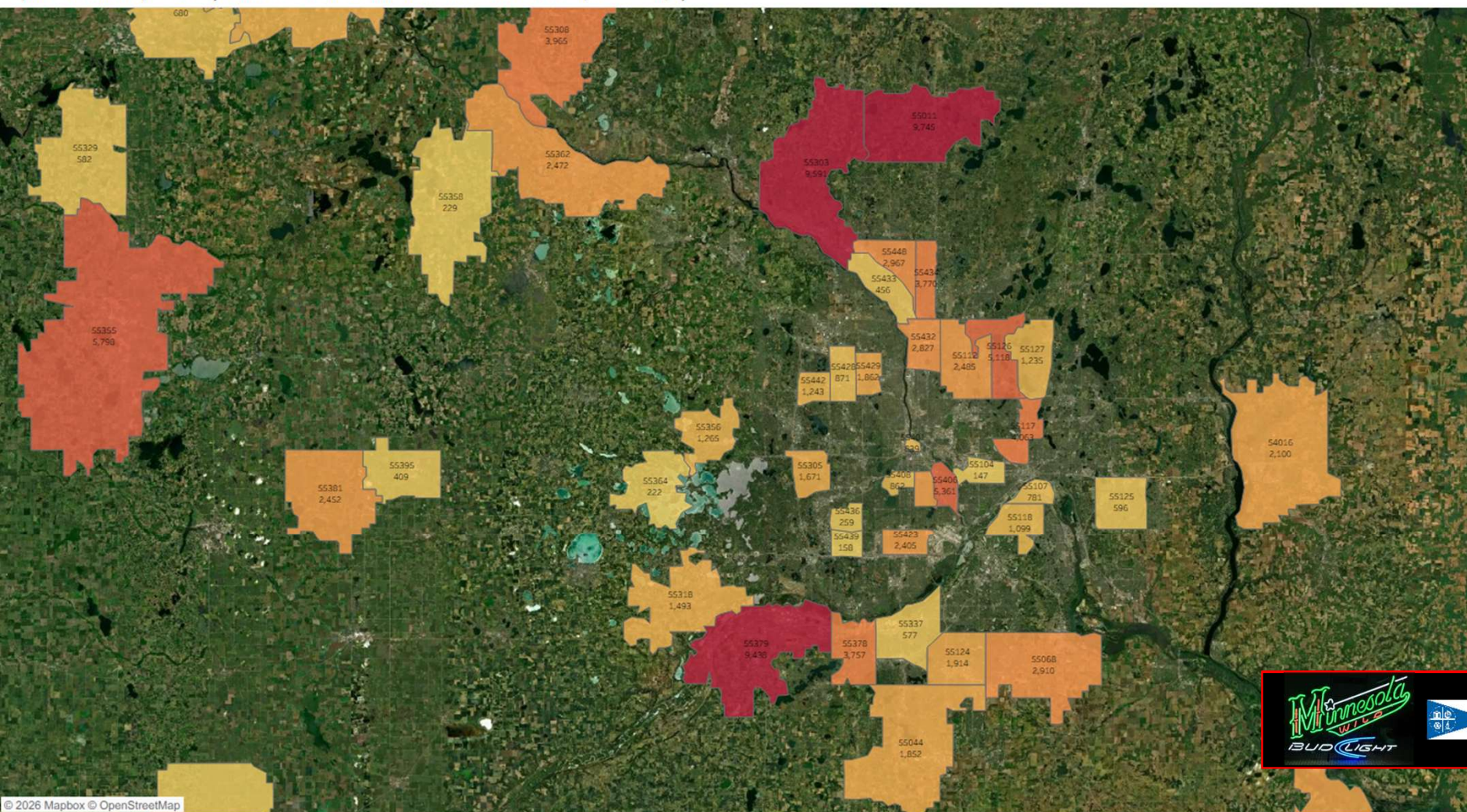
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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



SUM(Adults 21 or olde...



© 2026 Mapbox © OpenStreetMap

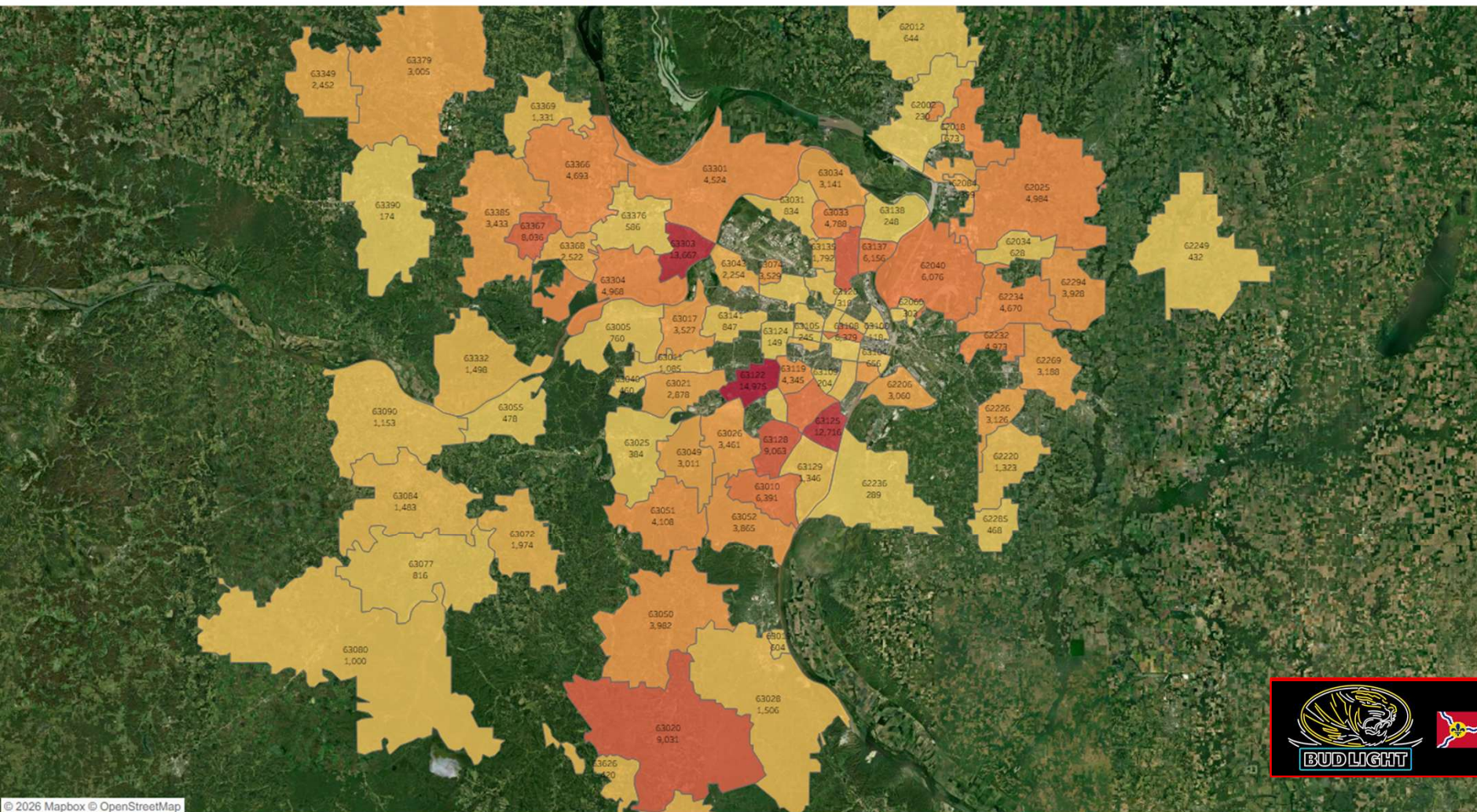
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

75

[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

soefa.ai Share of Everything for Anything

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



SUM(Adults 21 or olde...
118 14,975



© 2026 Mapbox © OpenStreetMap

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

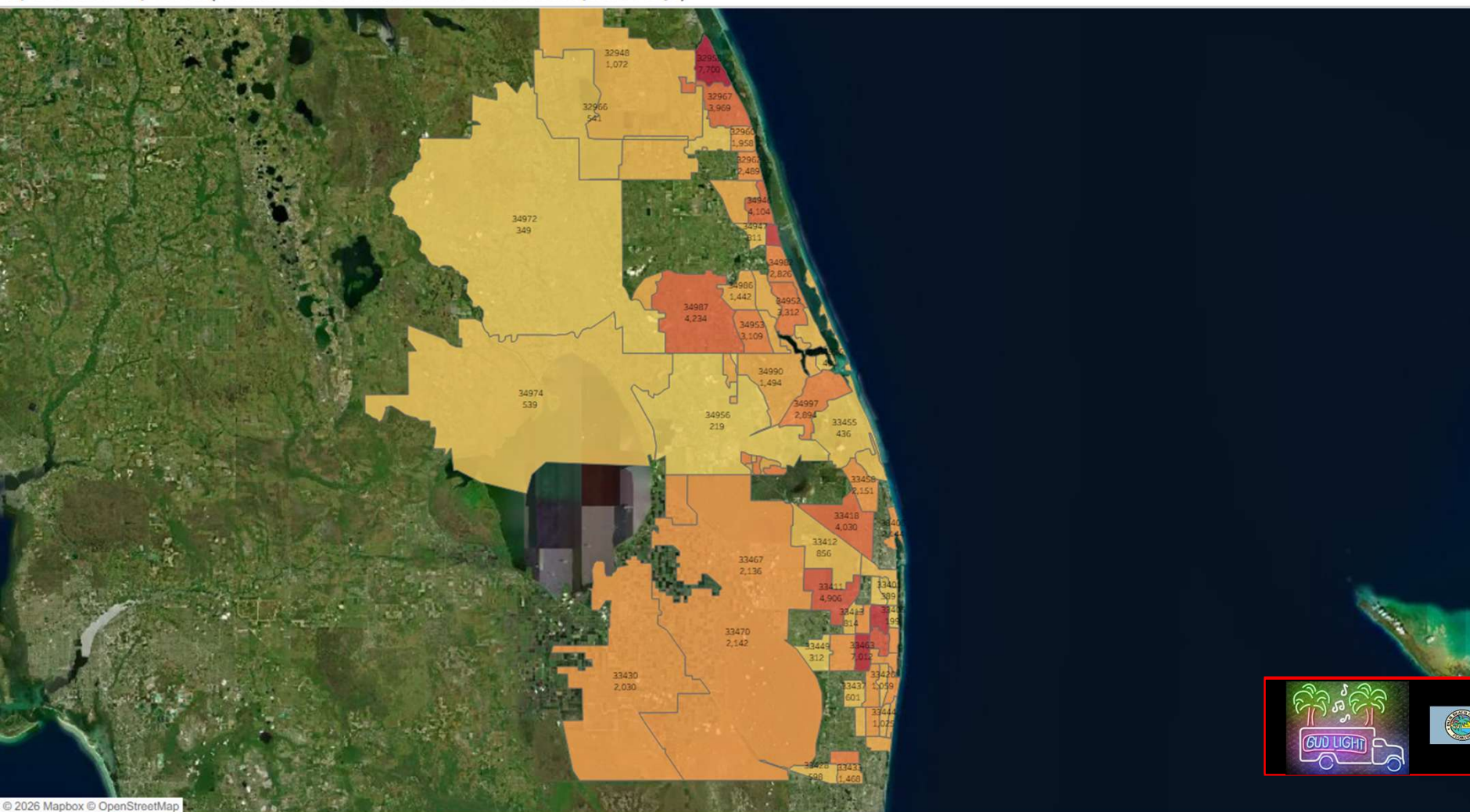
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

1



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

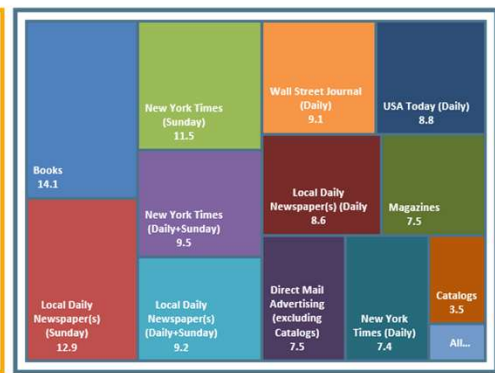
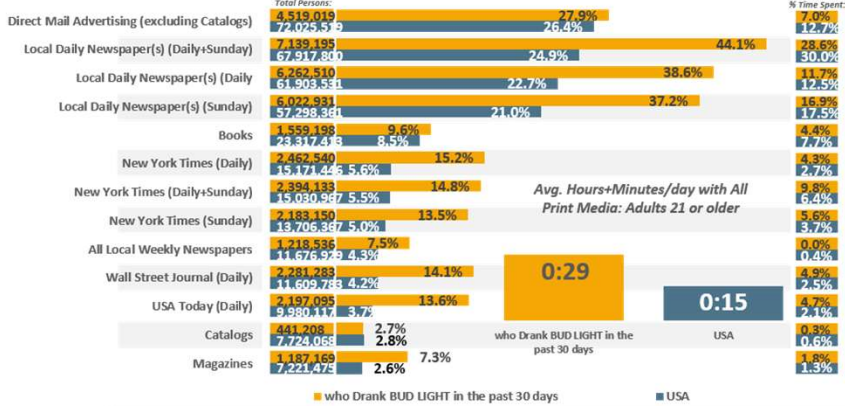


© 2026 Mapbox © OpenStreetMap

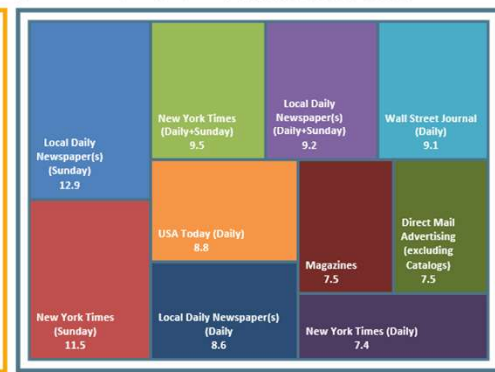
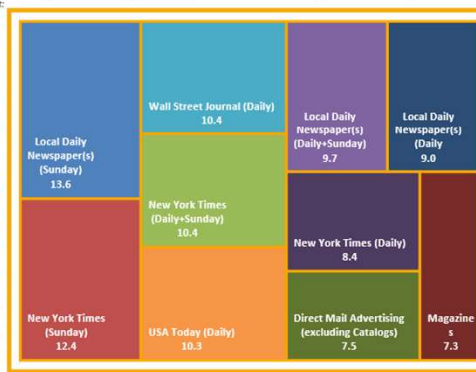
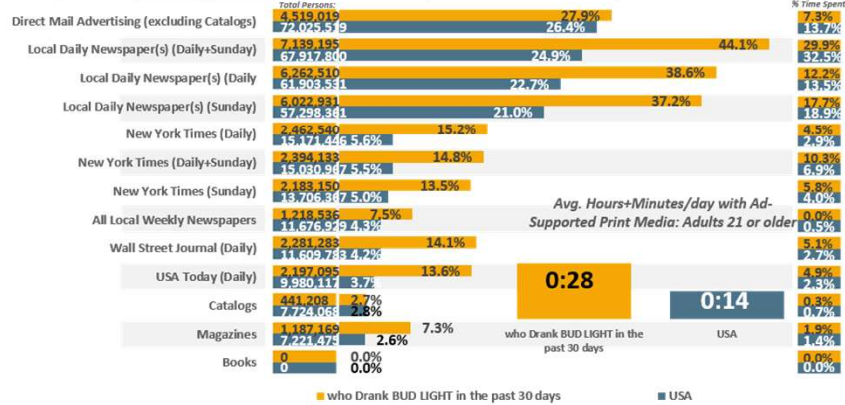


7,139,195 or 44.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



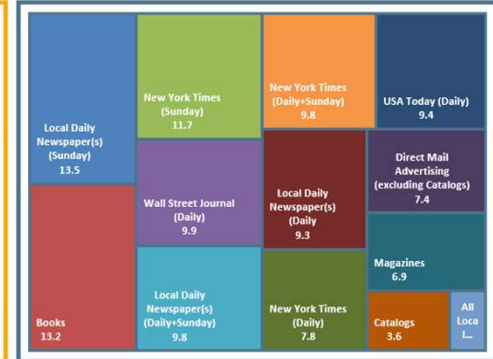
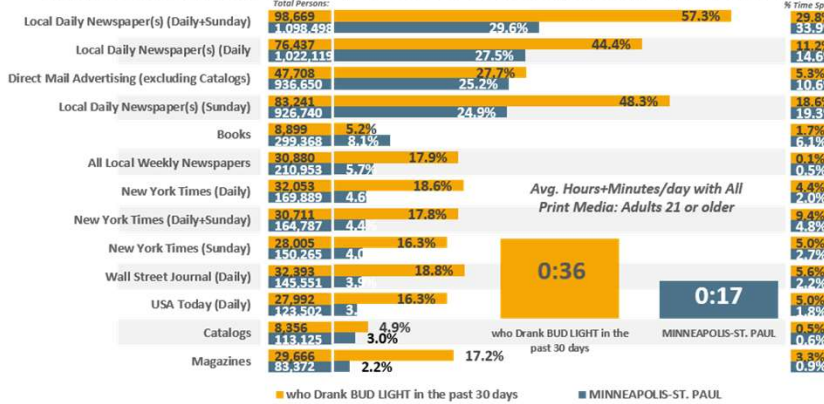
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



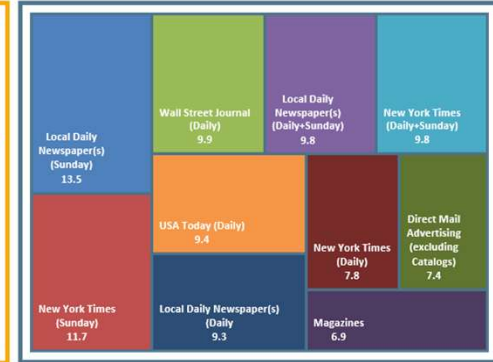
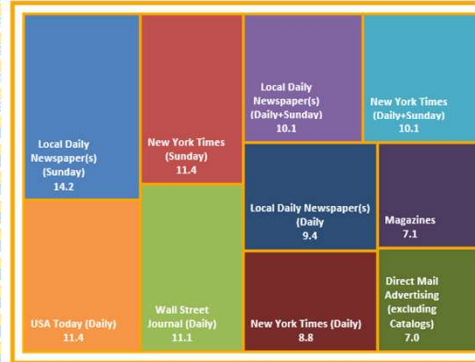
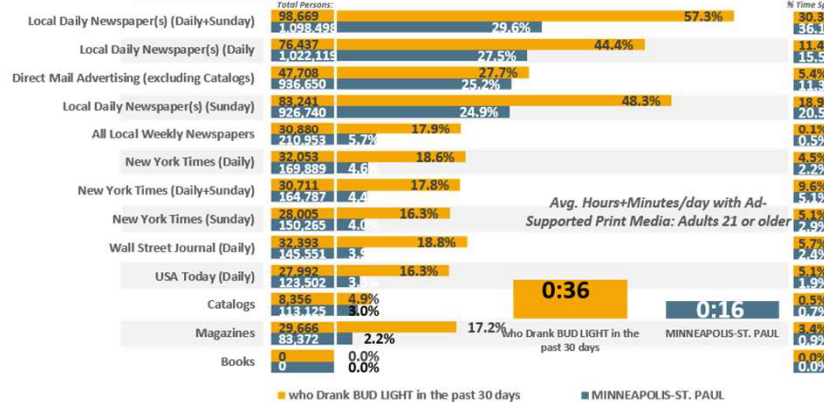


98,669 or 57.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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**



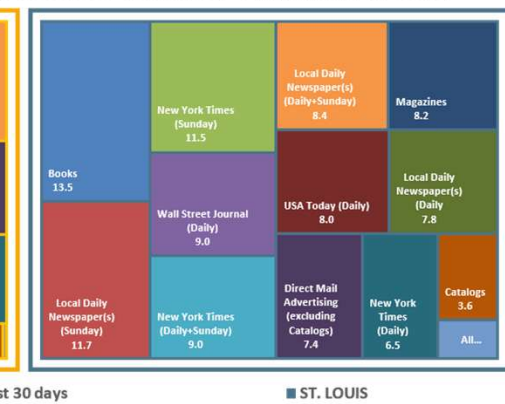
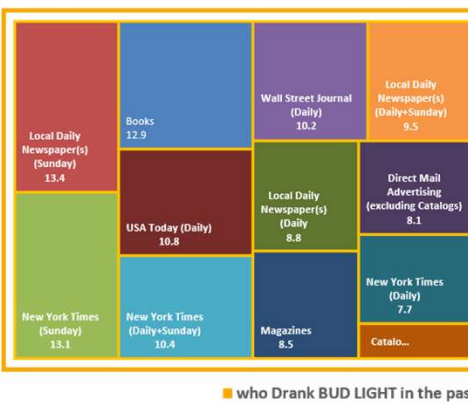
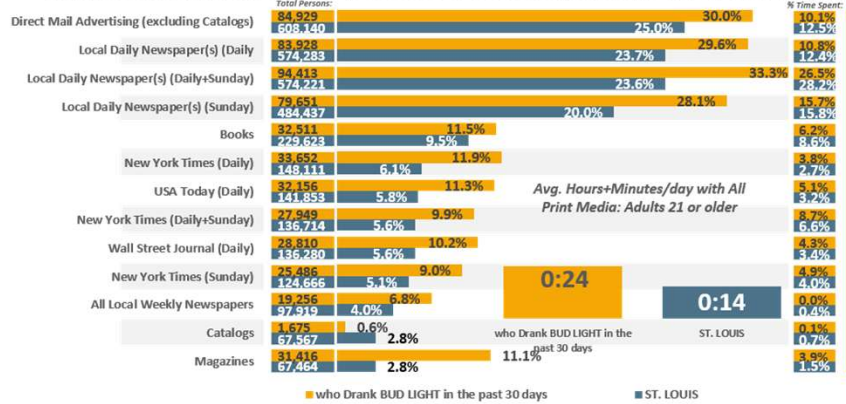
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



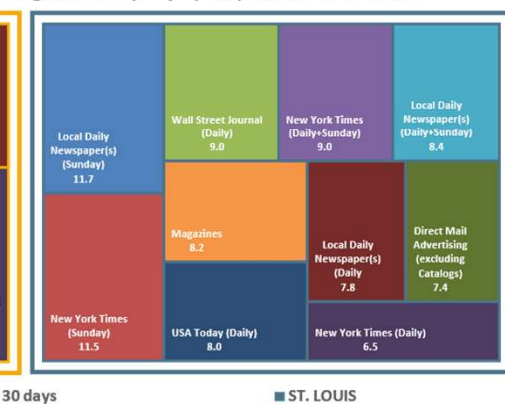
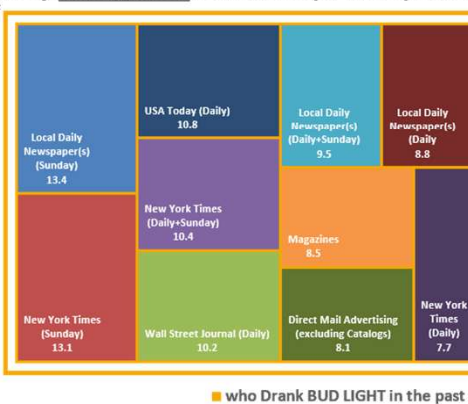
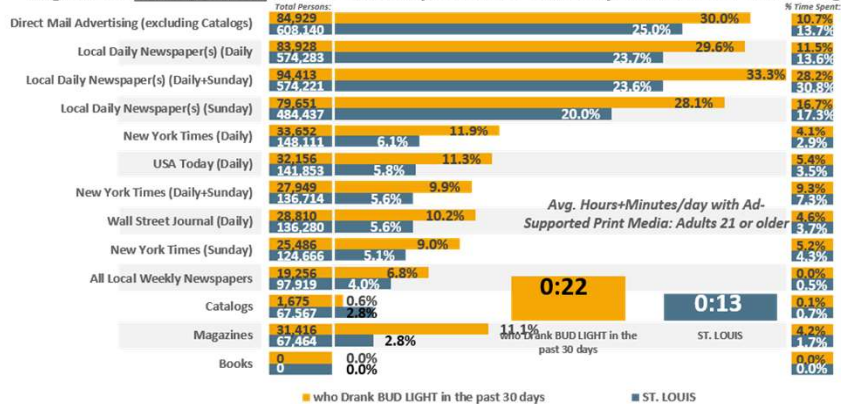


94,413 or 33.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

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



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



ST. LOUIS DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

200

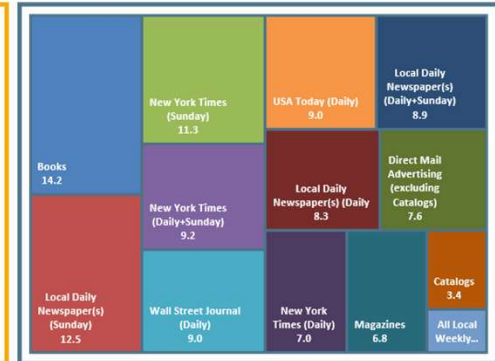
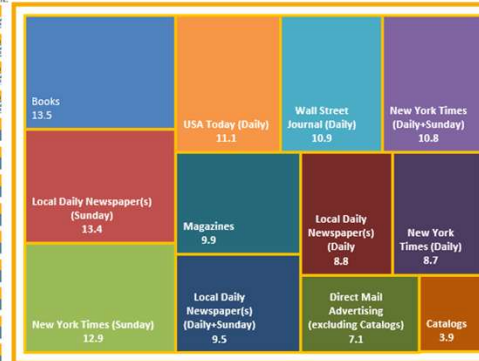
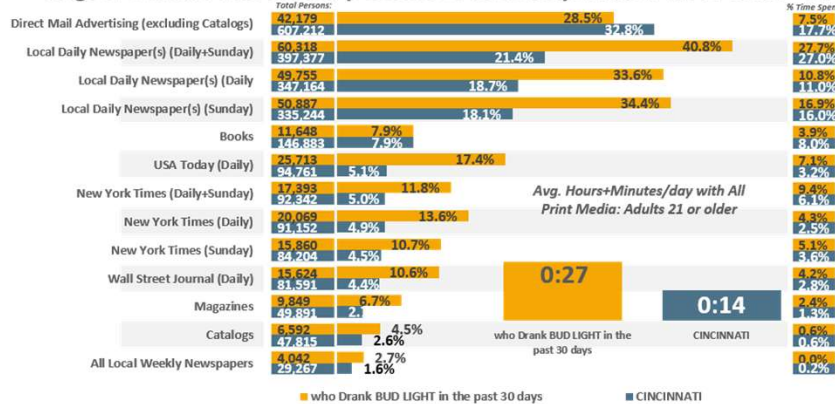
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

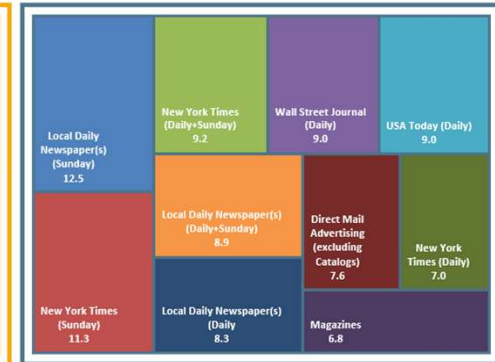
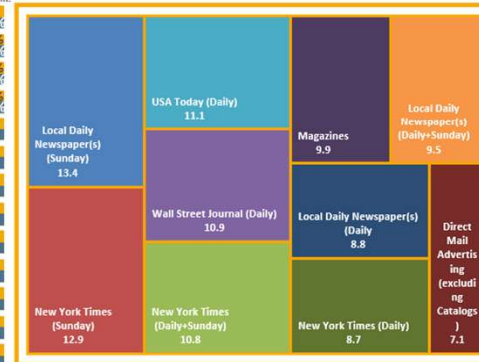
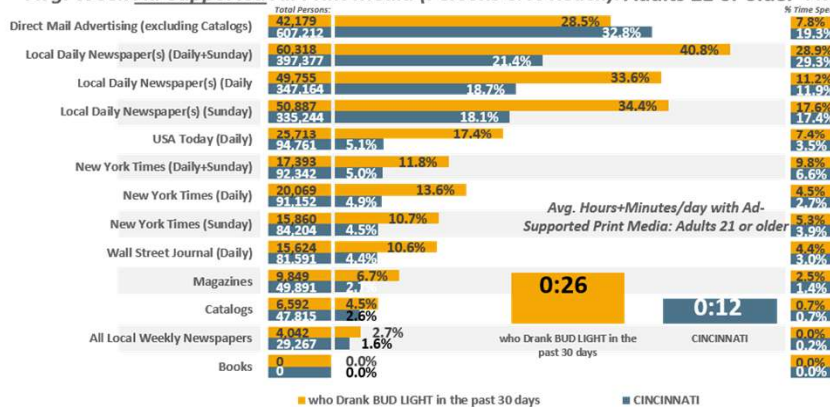


60,318 or 40.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



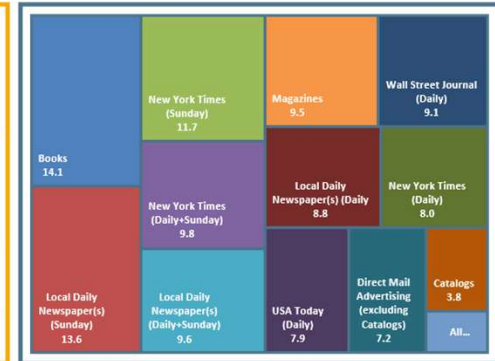
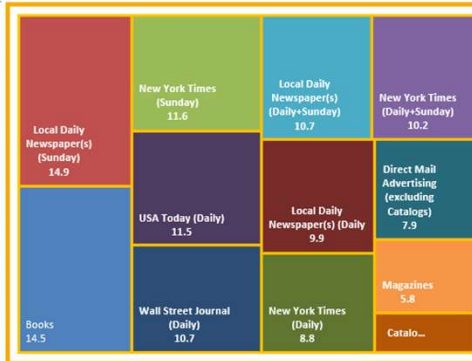
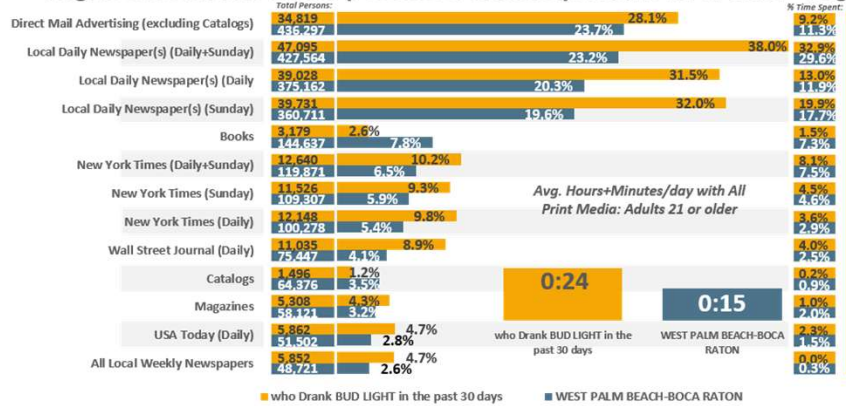
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



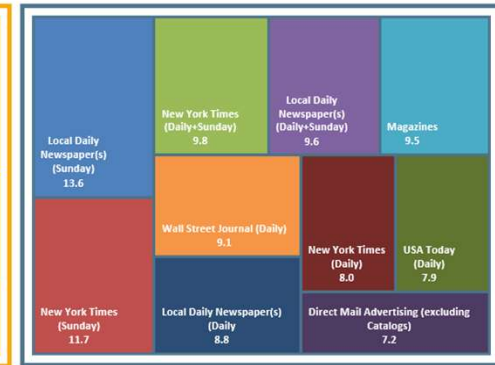
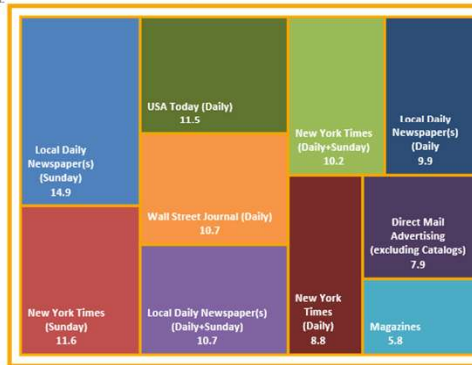
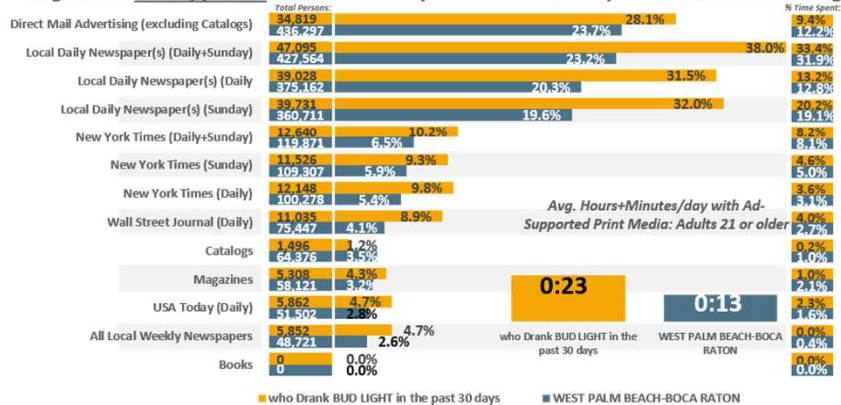


47,095 or 38.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

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



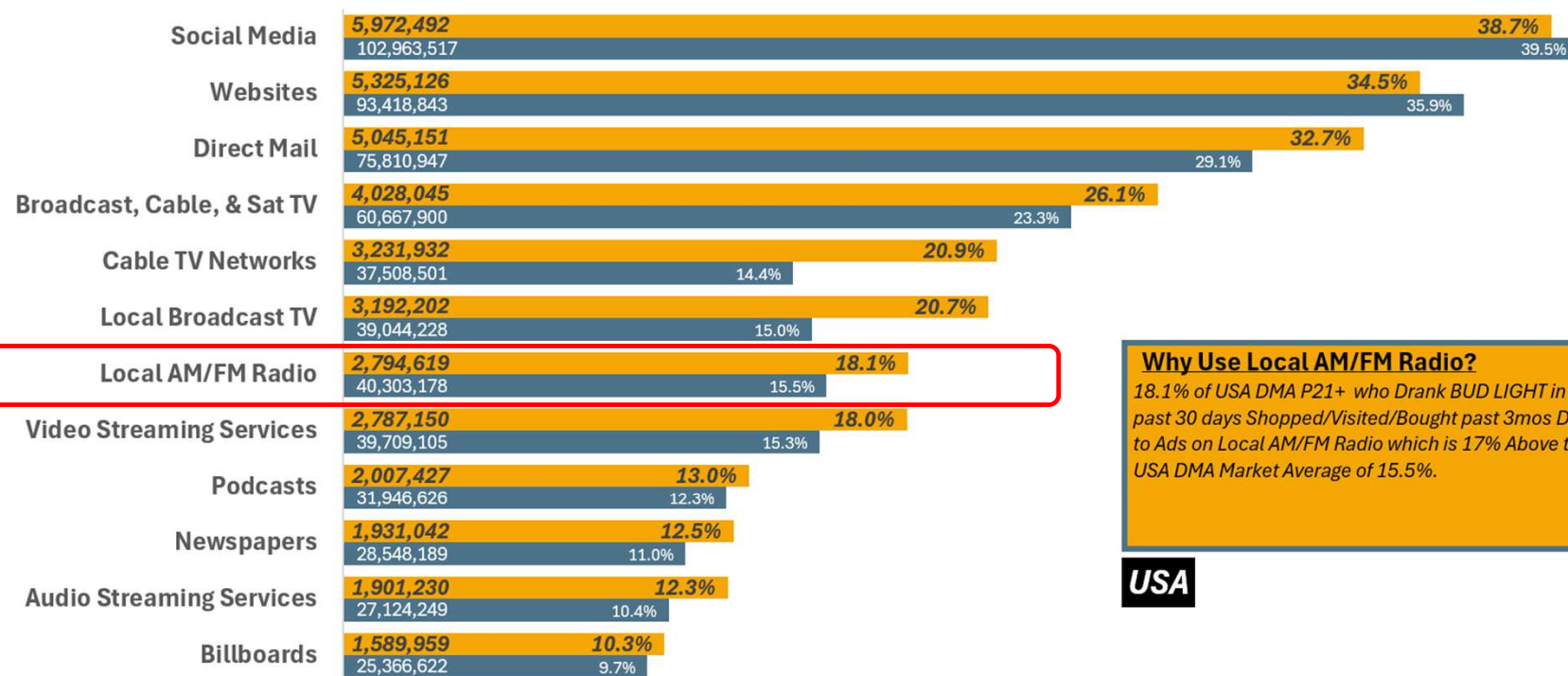
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.1% of USA DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank BUD LIGHT 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: 1485
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

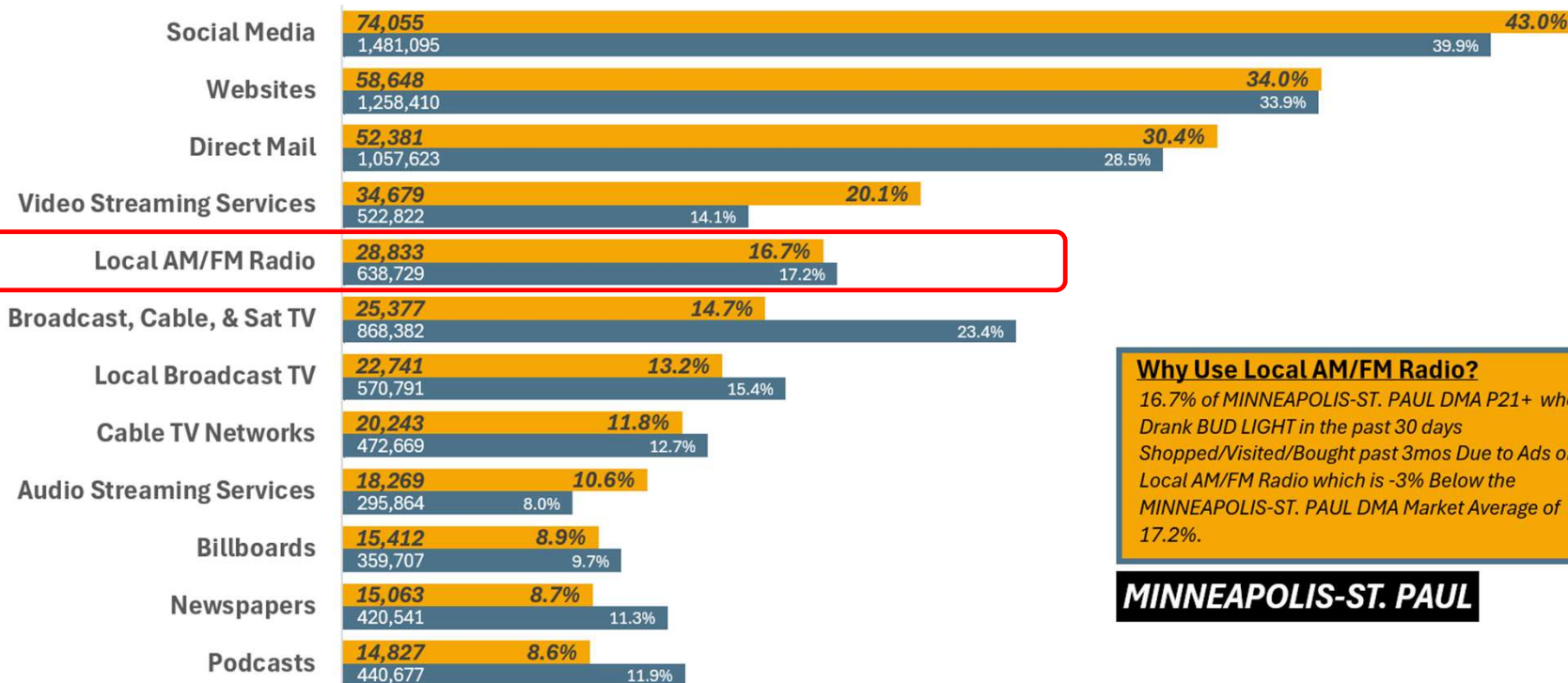
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of MINNEAPOLIS-ST. PAUL DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

■ P21+ who Drank BUD LIGHT 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: 75
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

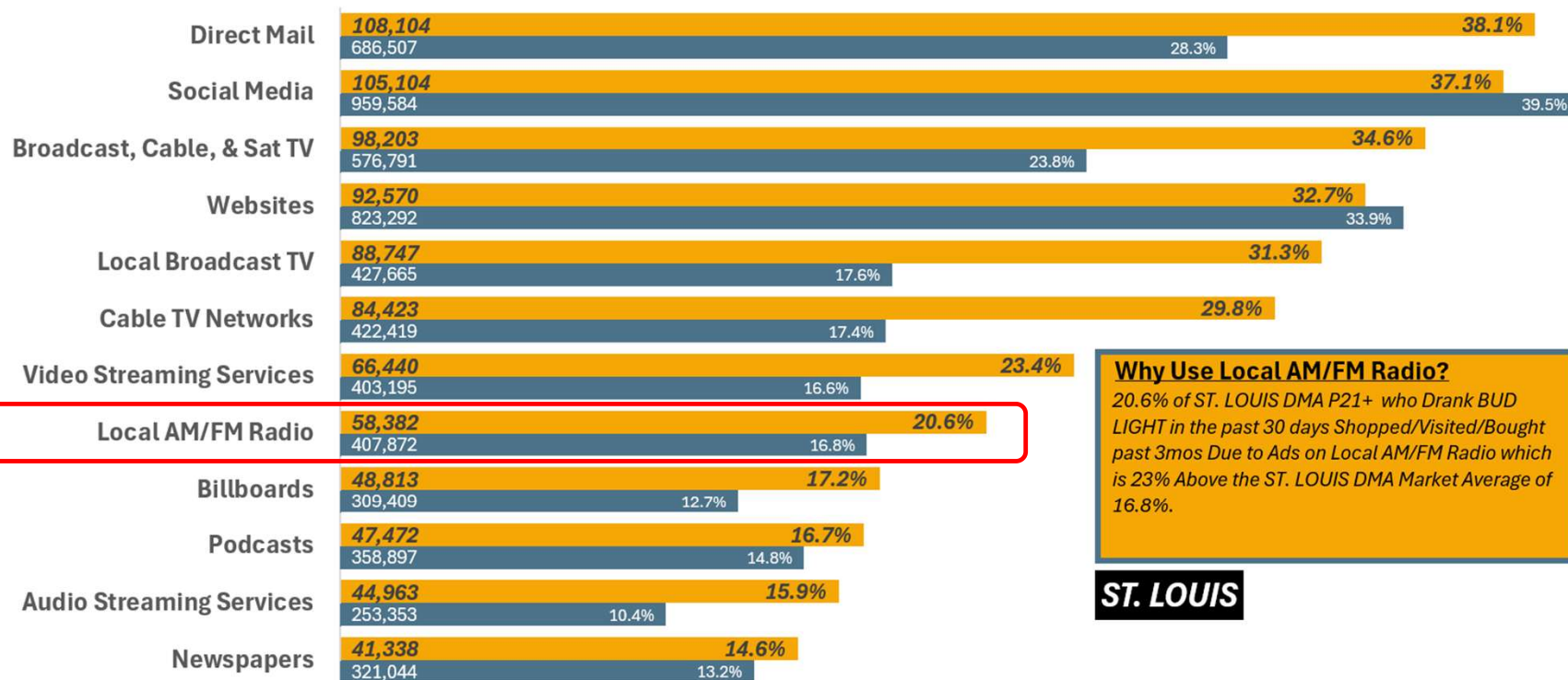
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.6% of ST. LOUIS DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the ST. LOUIS DMA Market Average of 16.8%.

ST. LOUIS

■ P21+ who Drank BUD LIGHT 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: 200
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

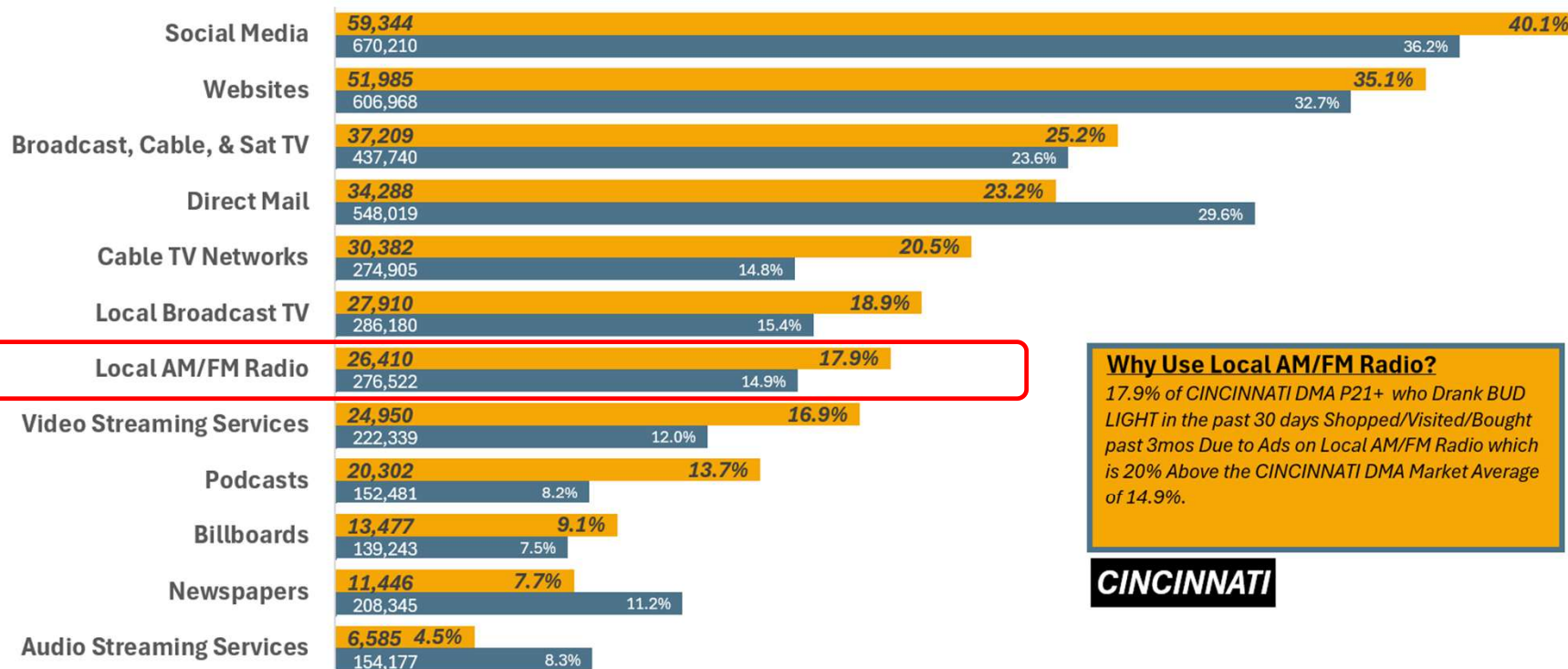
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of CINCINNATI DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

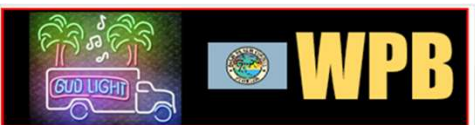
■ P21+ who Drank BUD LIGHT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 153
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

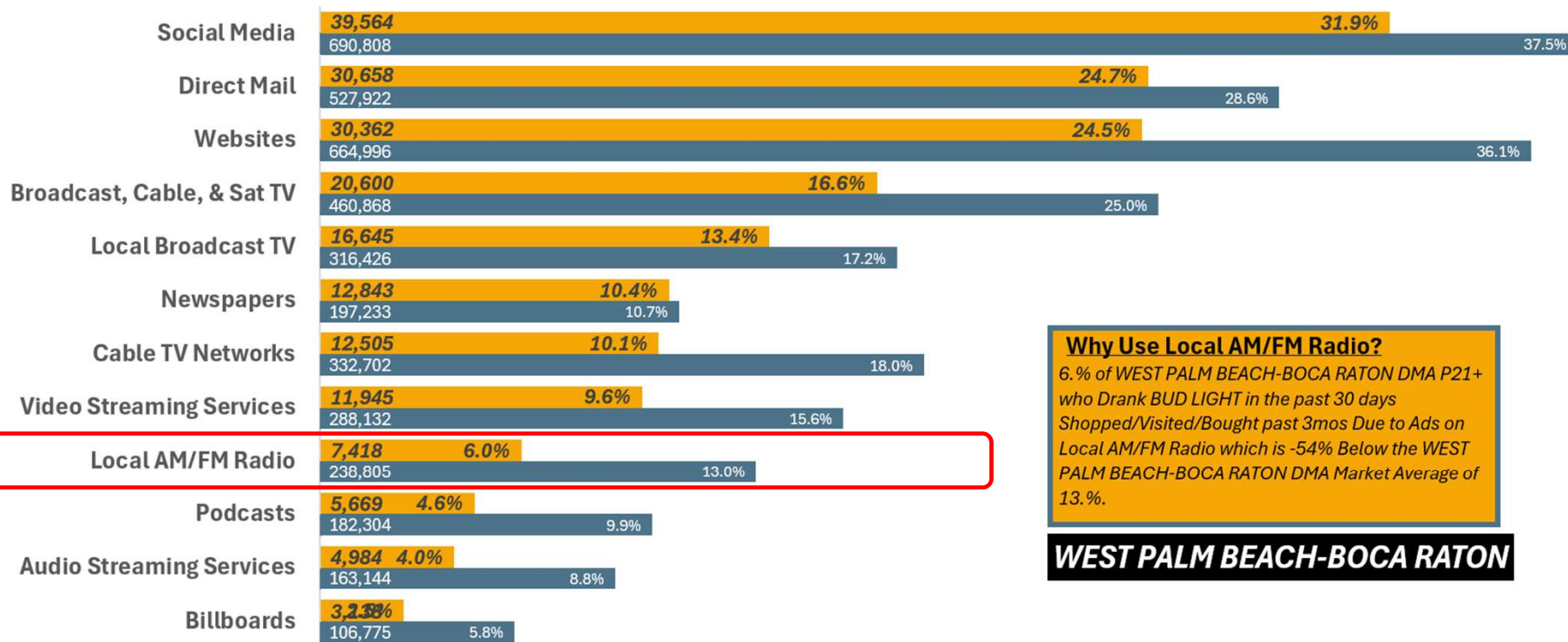
soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

6. % of WEST PALM BEACH-BOCA RATON DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -54% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13. %.

WEST PALM BEACH-BOCA RATON

■ P21+ who Drank BUD LIGHT 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: 175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]