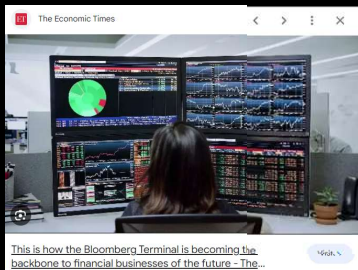


USA – P21+ past 30 days Drinkers of 5 Different Types of LIQUOR!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P21+ past 30 days Drinkers of Blended Whiskey, Bourbon Whiskey, Canadian Whisky, Scotch Whisky, and Cordials-Liqueurs as of March 31, 2026.



This is how the Bloomberg Terminal is becoming the backbone to financial businesses of the future - The...



DIAGEO



P21+



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

Liquor drank past 30 days: Blended or rye whiskey Liquor drank past 30 days: Bourbon whiskey Liquor drank past 30 days: Canadian whisky Liquor drank past 30 days: Scotch whisky Liquor drank past 30 days: Cordial - liqueur



4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days.
 Typical Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 45.5 years old (9.5% younger than average) and have a \$134,204 (35.7% higher than average) annual household income.

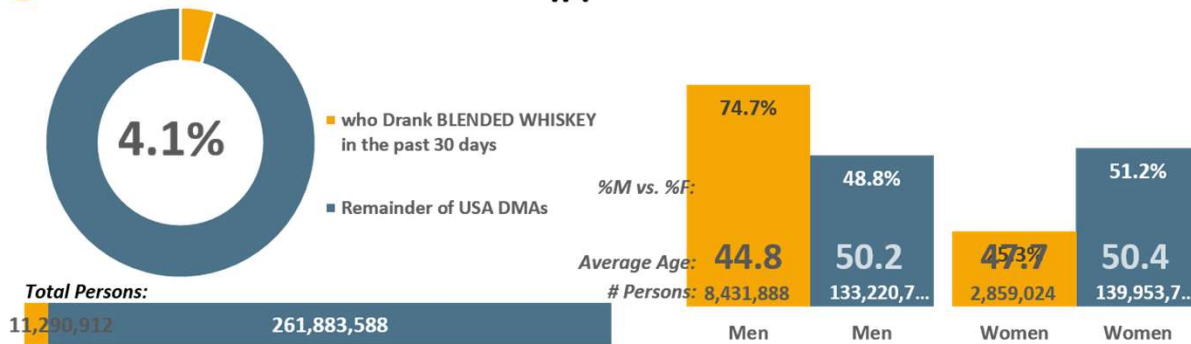


Percent of Market: Adults 21 or older

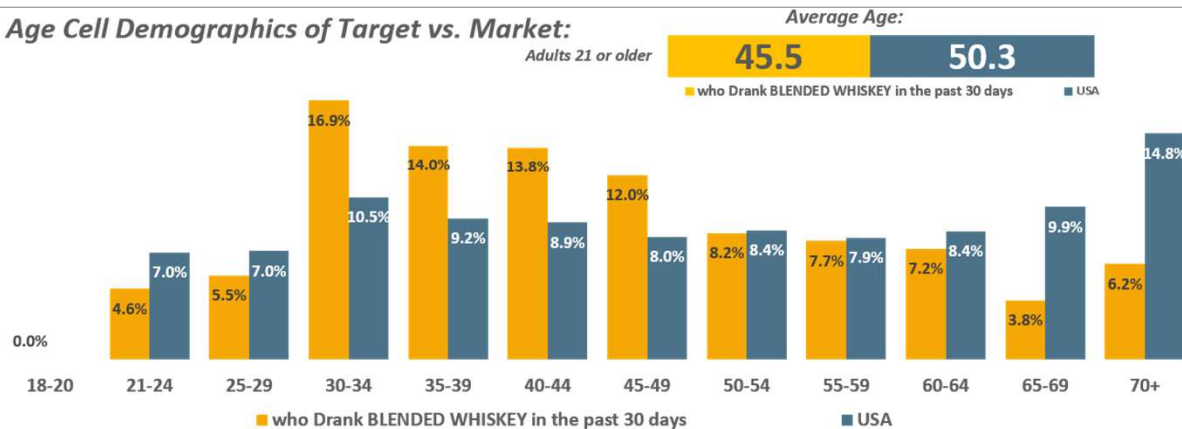


Gender of Target vs. Market: Adults 21 or older

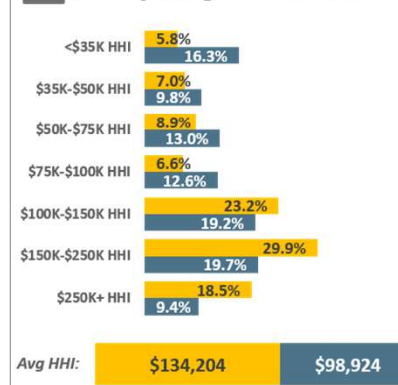
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 919
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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

23,606

Liquor drank past 30 days: Blended or rye whiskey



14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days.
 Typical Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 49.3 years old (2.% younger than average) and have a \$126,523 (27.9% higher than average) annual household income.

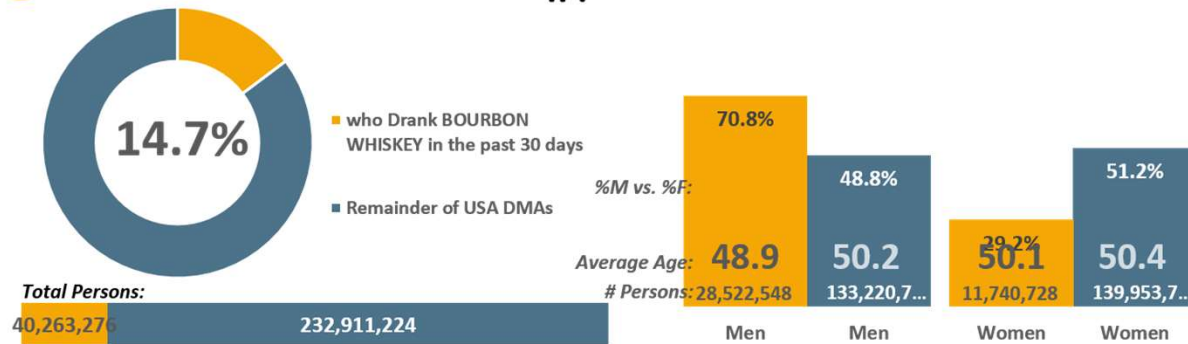


Percent of Market: Adults 21 or older

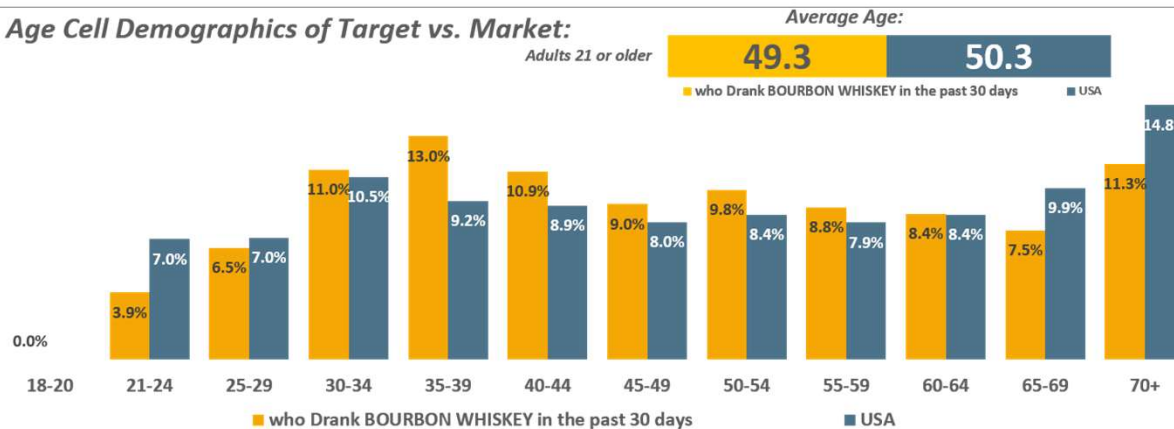


Gender of Target vs. Market: Adults 21 or older

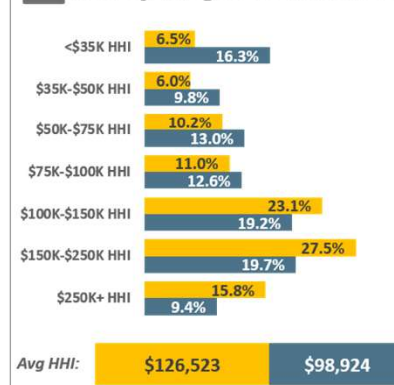
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

23,606

Liquor drank past 30 days: Bourbon whiskey



2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
 Typical Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 48.8 years old (3.% younger than average) and have a \$94,486 (4.5% lower than average) annual household income.

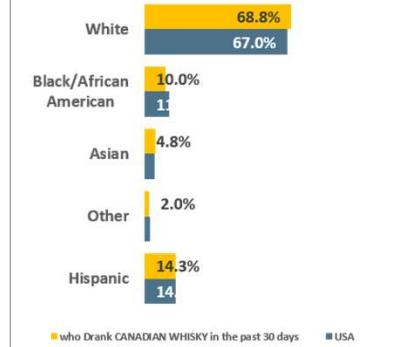
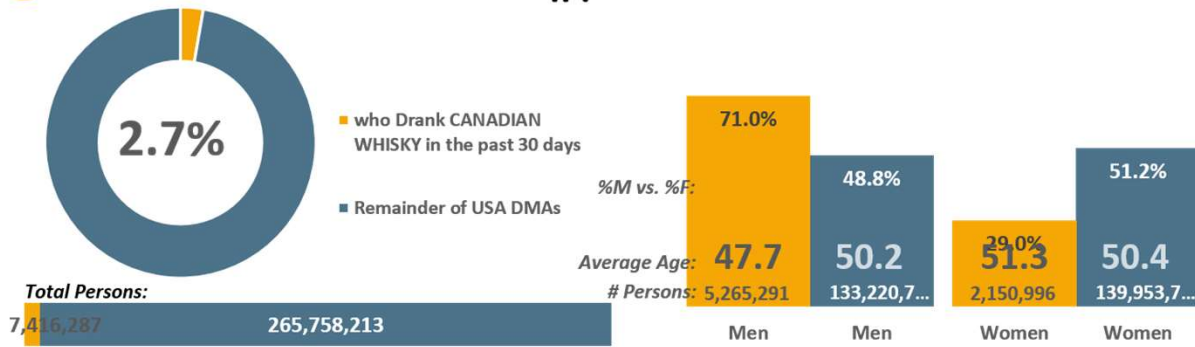


Percent of Market: Adults 21 or older

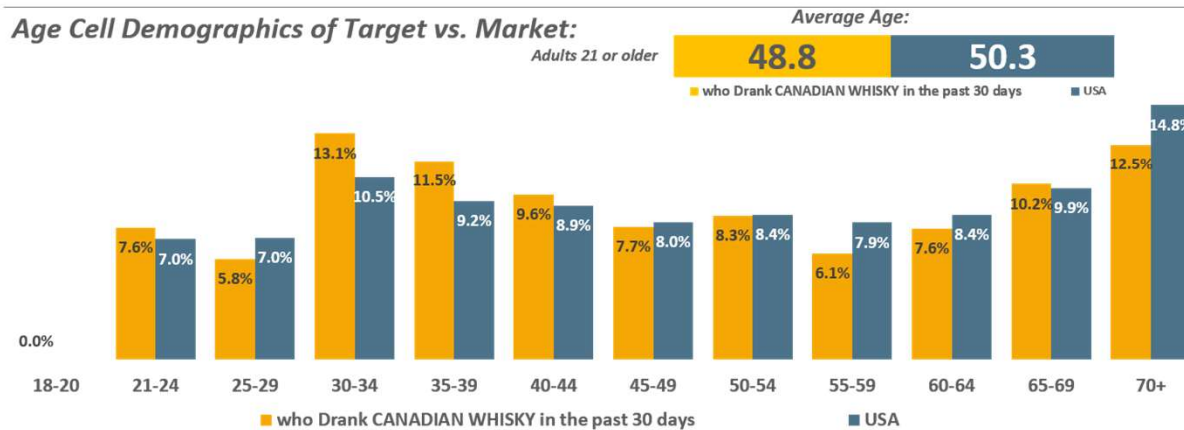


Gender of Target vs. Market: Adults 21 or older

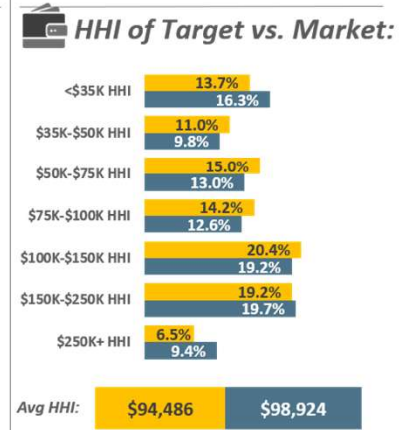
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 639
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Liquor drank past 30 days: Canadian whisky



5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days.
 Typical Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 49.6 years old (1.3% younger than average) and have a \$129,981 (31.4% higher than average) annual household income.

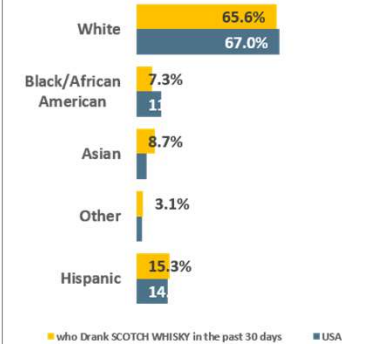
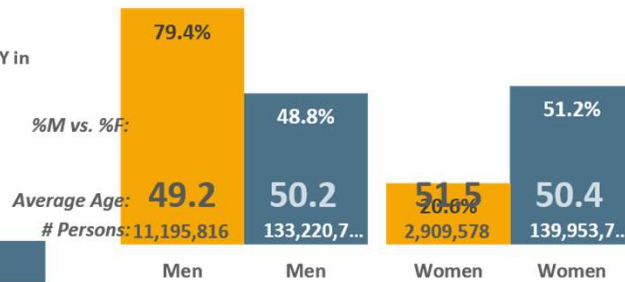
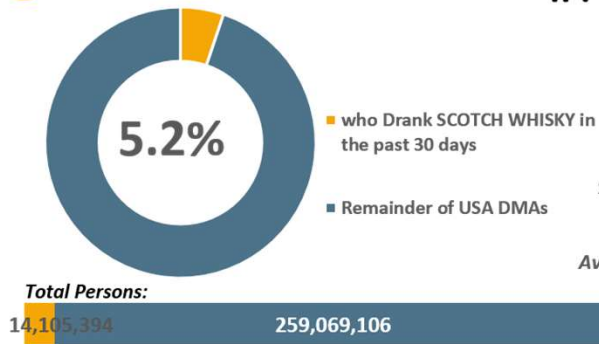


Percent of Market: Adults 21 or older

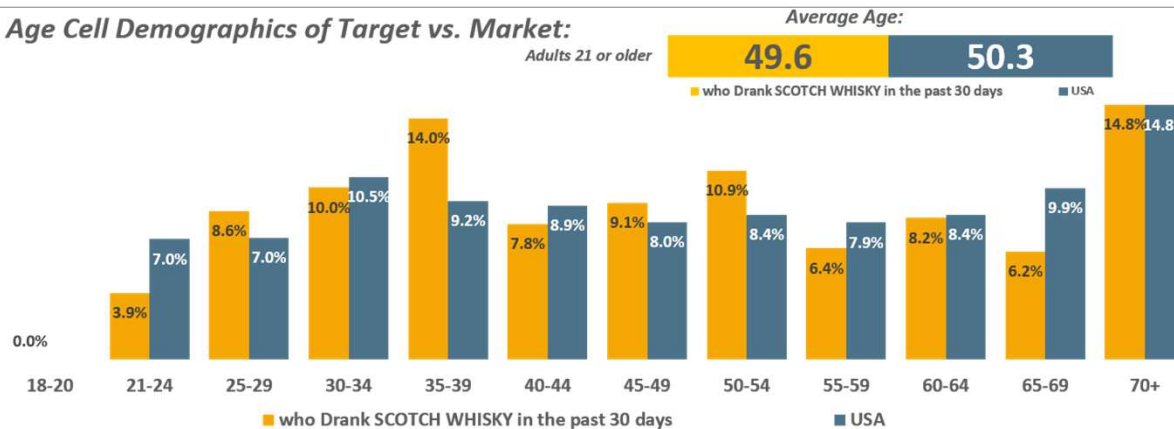


Gender of Target vs. Market: Adults 21 or older

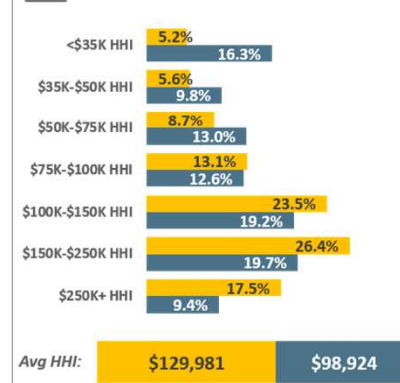
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,227
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Scotch whisky



2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days.
 Typical Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 57.2 years old (13.7% older than average) and have a \$114,863 (16.1% higher than average) annual household income.

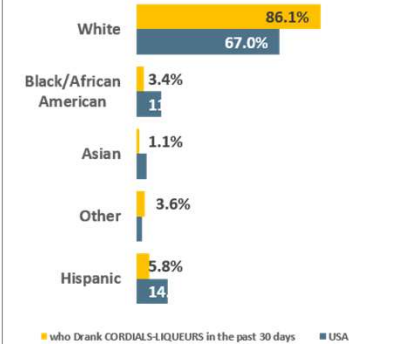
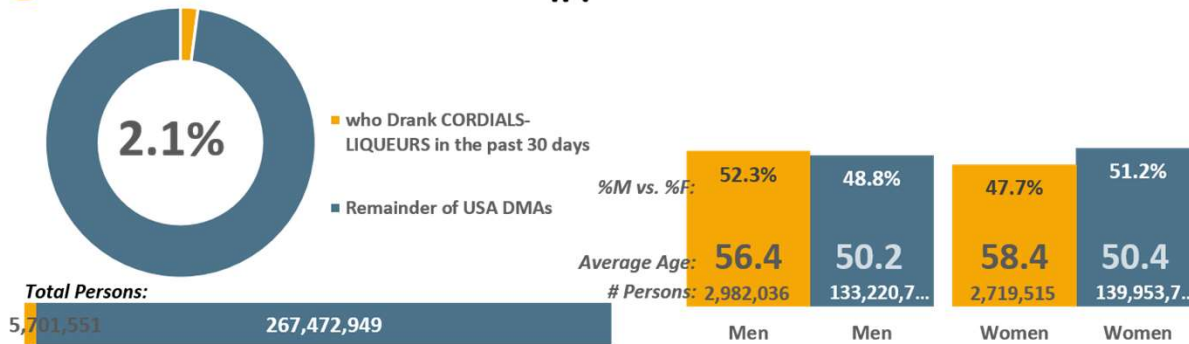


Percent of Market: Adults 21 or older

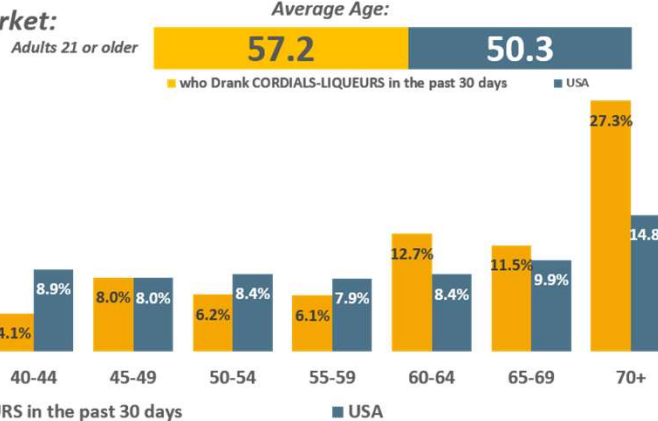


Gender of Target vs. Market: Adults 21 or older

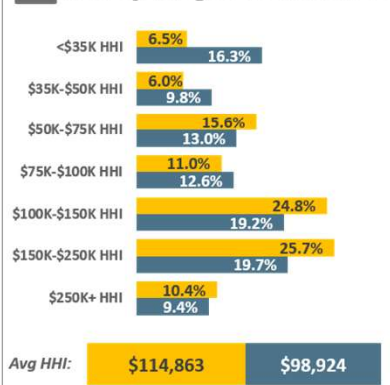
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



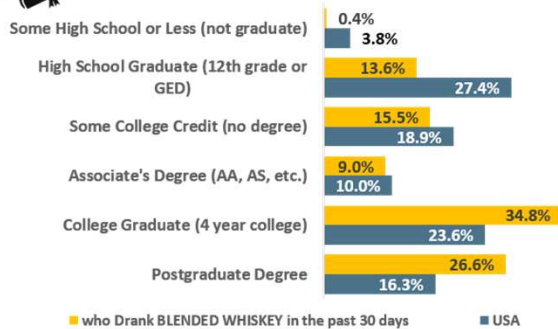
HHI of Target vs. Market:



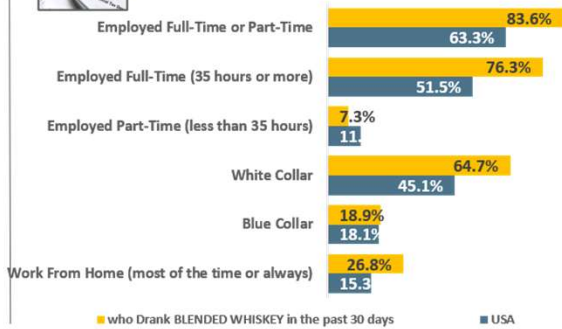


4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days.
Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 54.1% more likely to be a college graduate, 48.2% more likely to work full-time, 14.% more likely to be married, 22.% more likely to be a parent of 1 or more children under 18.

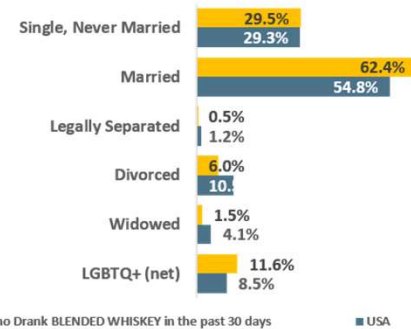
Education Levels: Adults 21 or older



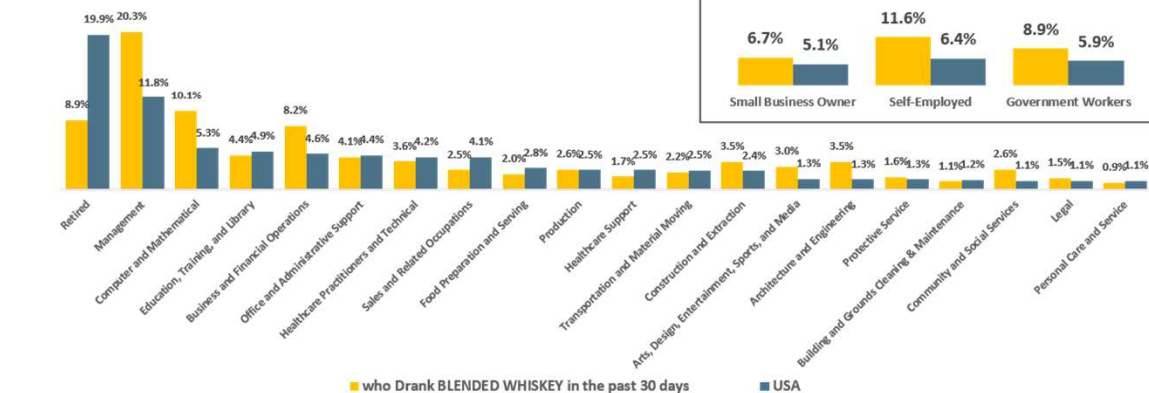
Employment: Adults 21 or older



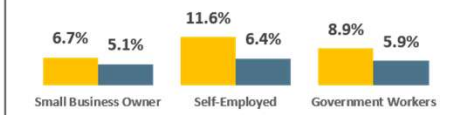
Marital Status: Adults 21 or older



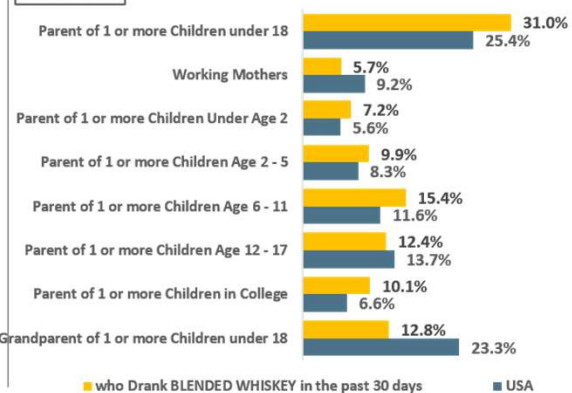
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 919
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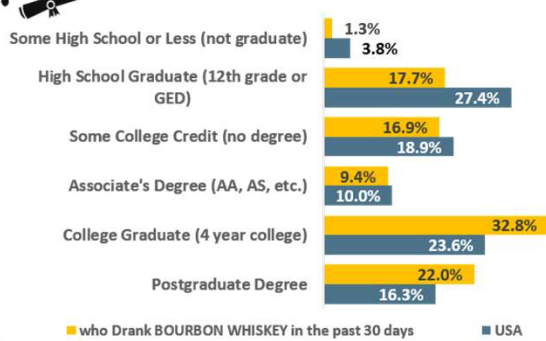
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Blended or rye whiskey

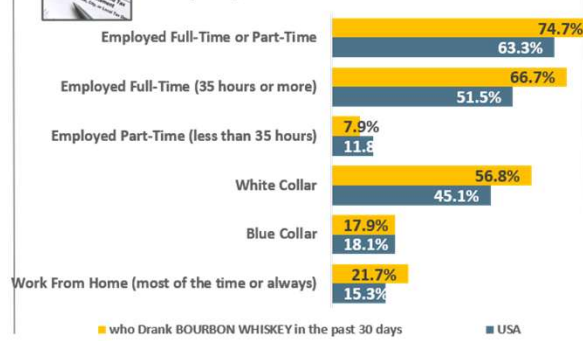


14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days.
 Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 37.5% more likely to be a college graduate, 29.6% more likely to work full-time, 17.1% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18.

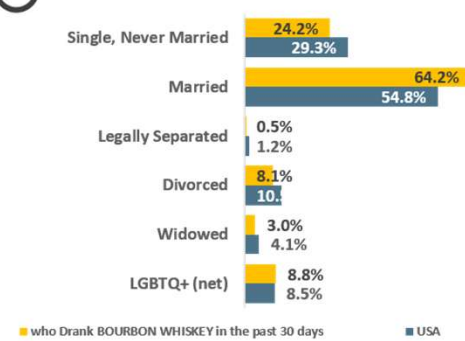
Education Levels: Adults 21 or older



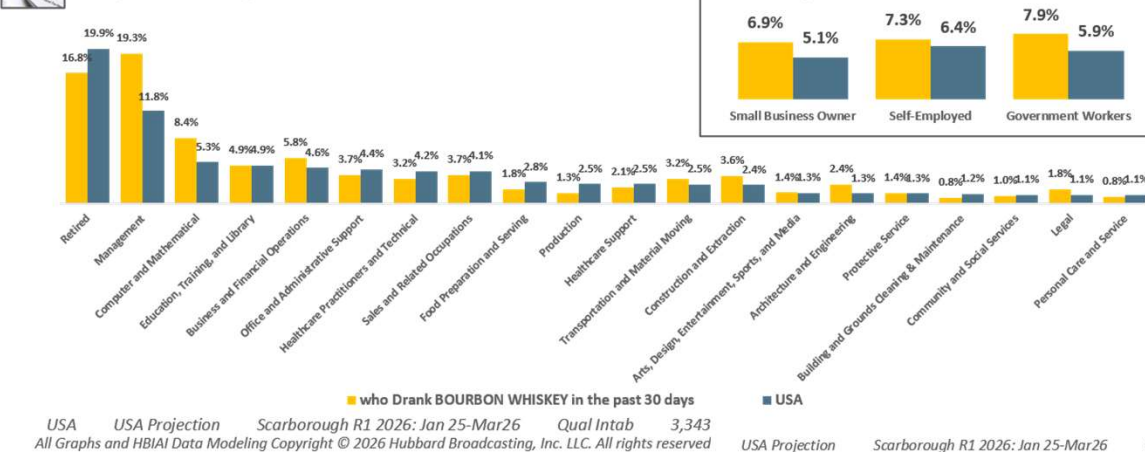
Employment: Adults 21 or older



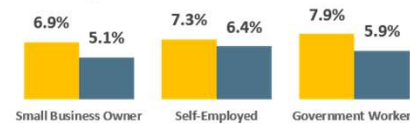
Marital Status: Adults 21 or older



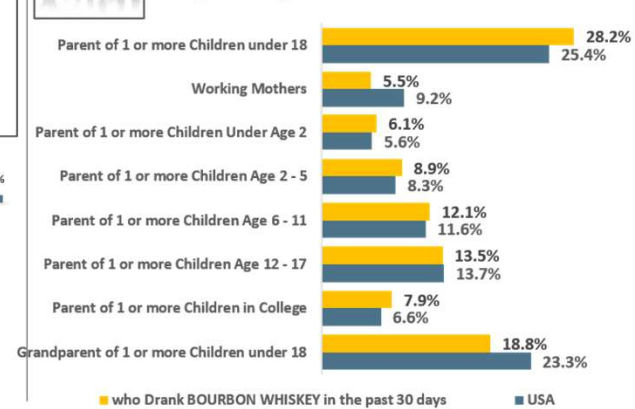
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

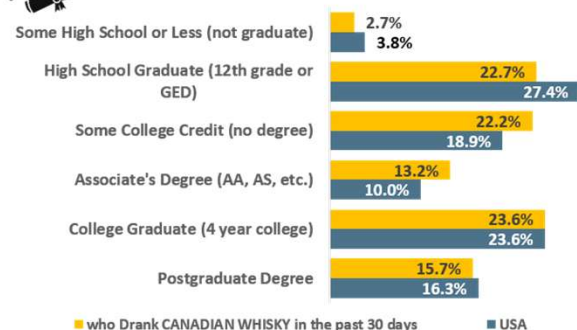




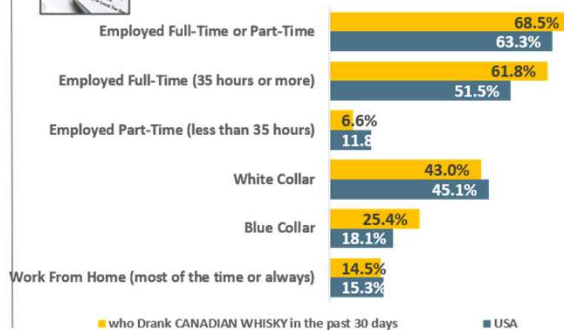
2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 1.5% less likely to be a college graduate, 20.1% more likely to work full-time, 1.3% more likely to be married, 27.5% more likely to be a parent of 1 or more children under 18.



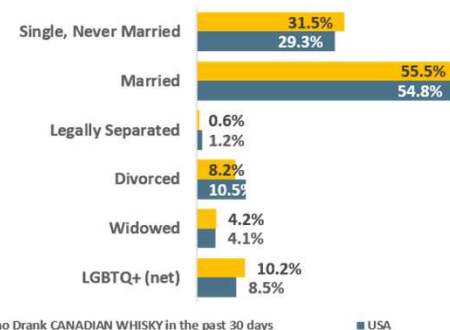
Education Levels: Adults 21 or older



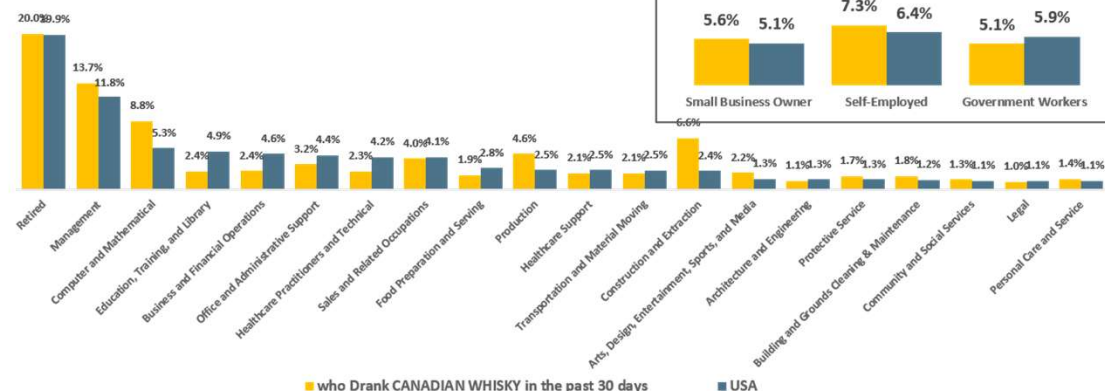
Employment: Adults 21 or older



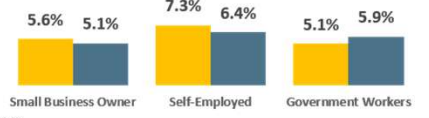
Marital Status: Adults 21 or older



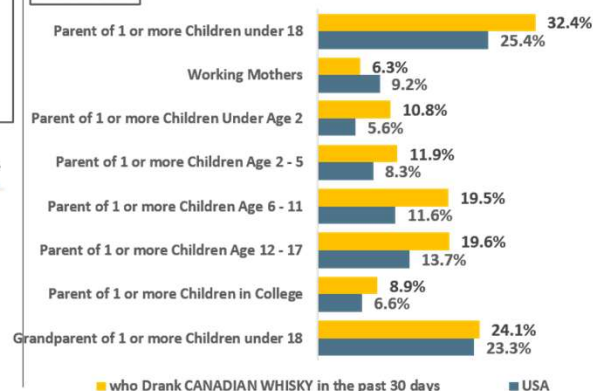
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 639
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

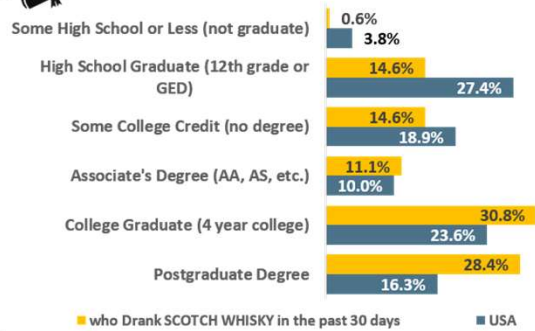
Liquor drank past 30 days: Canadian whisky



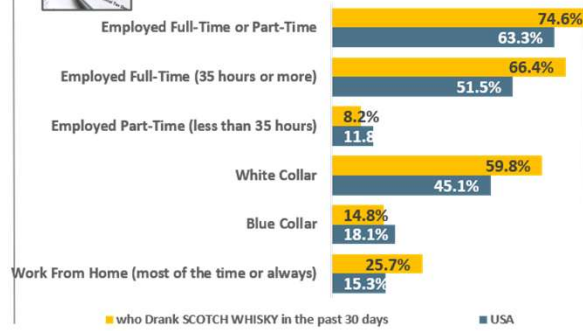
5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days.
Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 48.5% more likely to be a college graduate, 28.9% more likely to work full-time, 25.5% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.



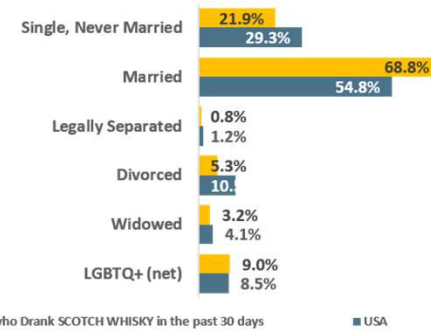
Education Levels: Adults 21 or older



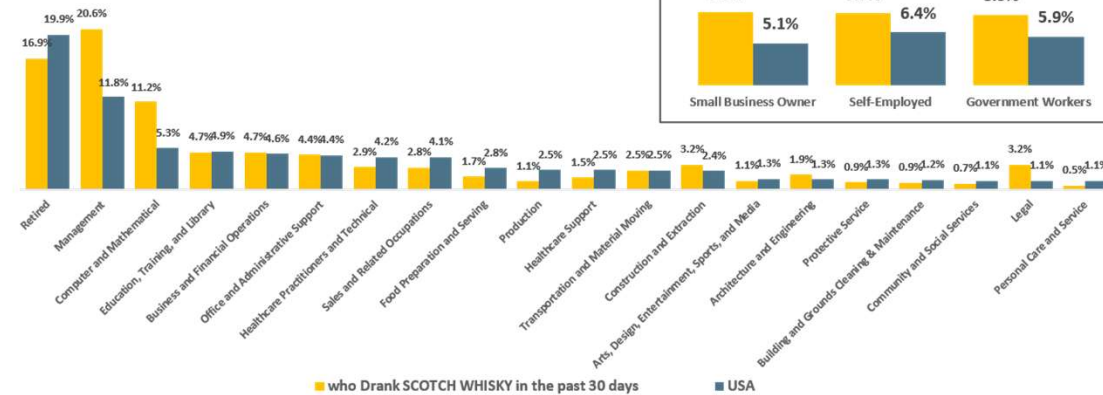
Employment: Adults 21 or older



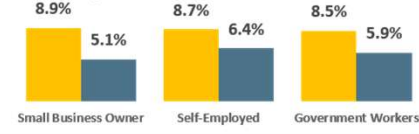
Marital Status: Adults 21 or older



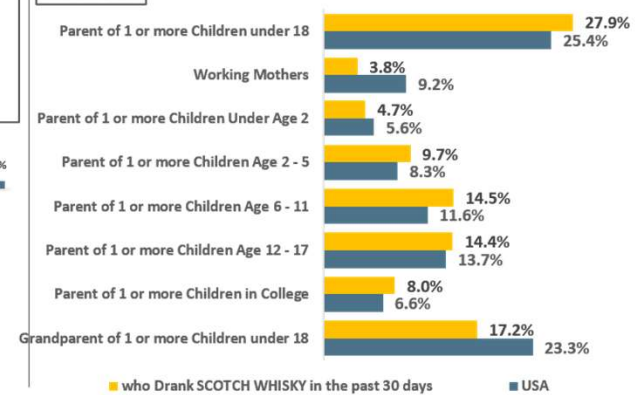
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,227
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

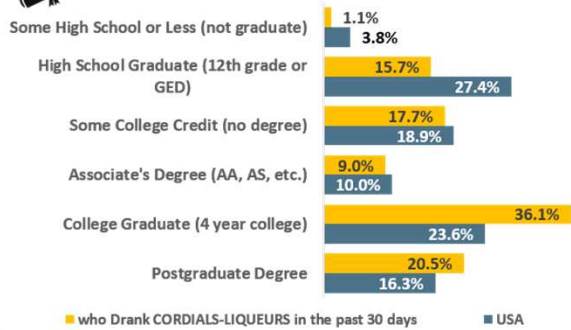
Liquor drank past 30 days: Scotch whisky



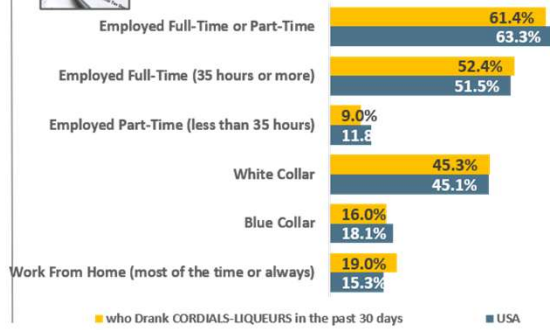
2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days.
Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 41.9% more likely to be a college graduate, 1.8% more likely to work full-time, 19.% more likely to be married, 40.6% less likely to be a parent of 1 or more children under 18.



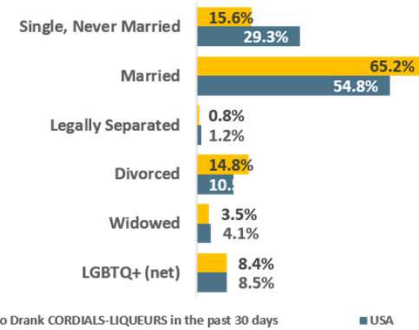
Education Levels: Adults 21 or older



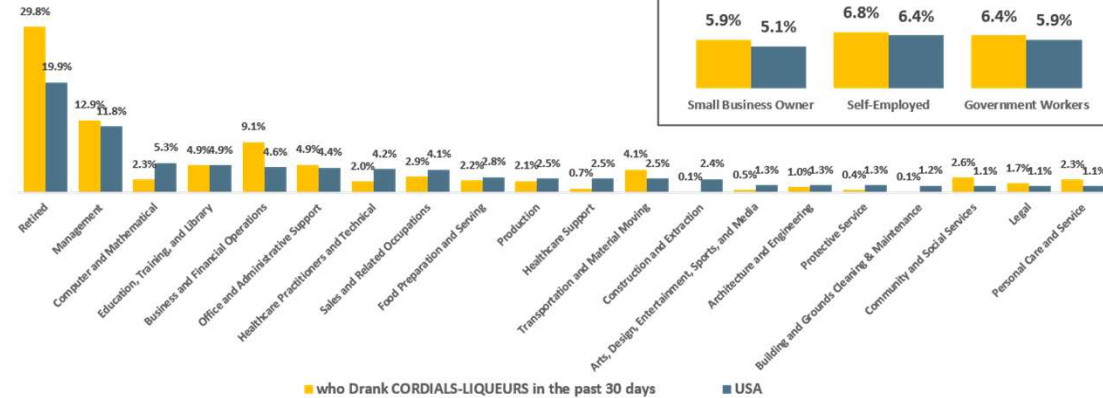
Employment: Adults 21 or older



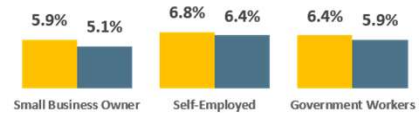
Marital Status: Adults 21 or older



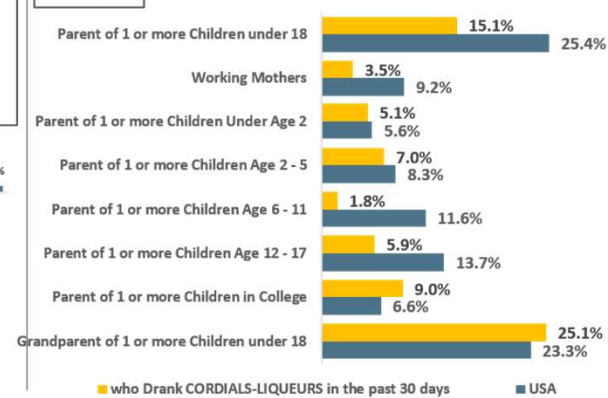
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 558
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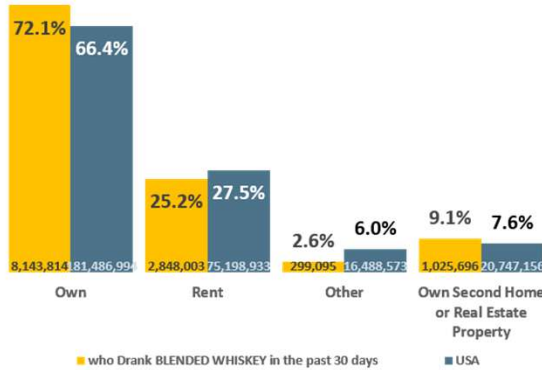
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606



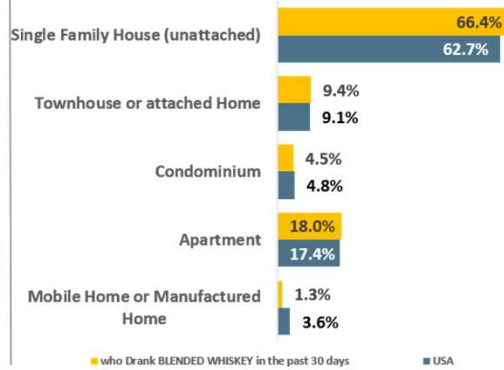
4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days. Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 8.6% more likely to own their home, 45.6% more likely to own a higher valued home, 6.% more likely to have a single-family home, 17.5% more likely to have a dog.



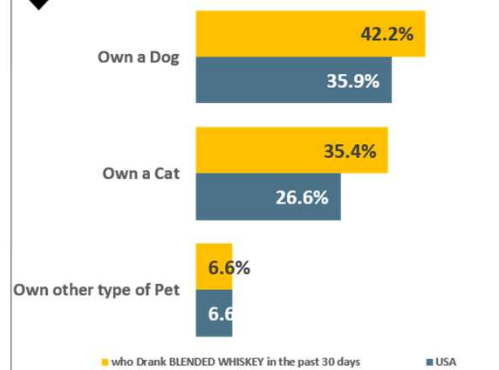
Own/Rent/Other: Adults 21 or older



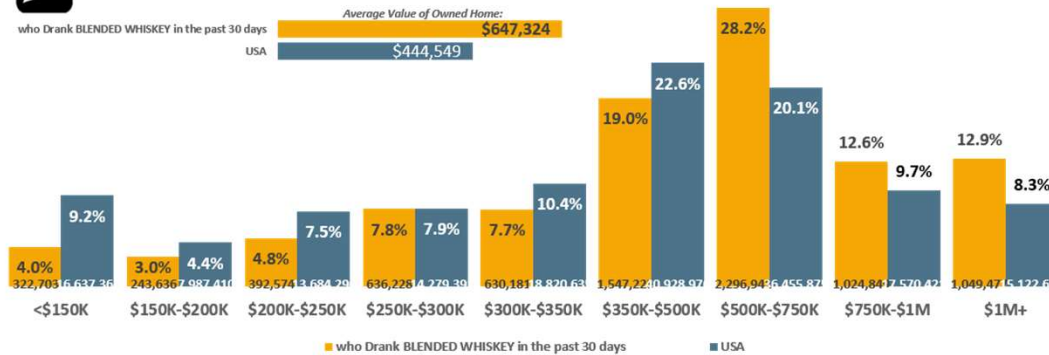
Type of Home: Adults 21 or older



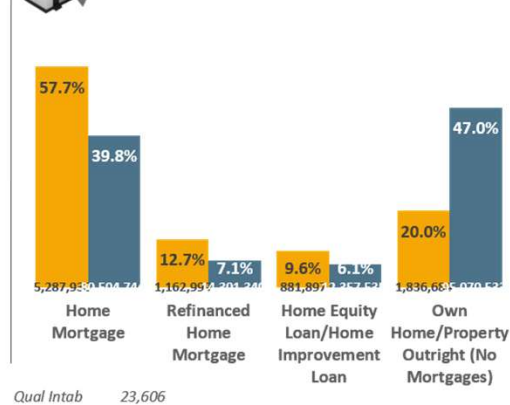
Pets in Home: Adults 21 or older



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 919
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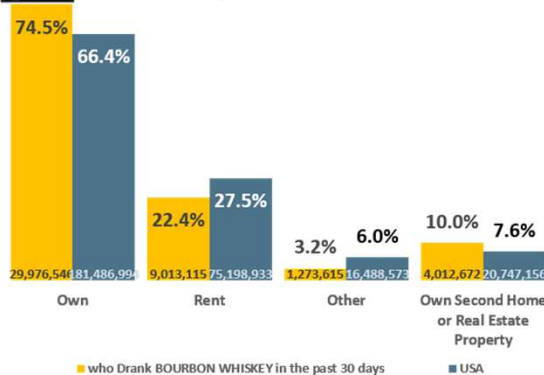
Liquor drank past 30 days: Blended or rye whiskey



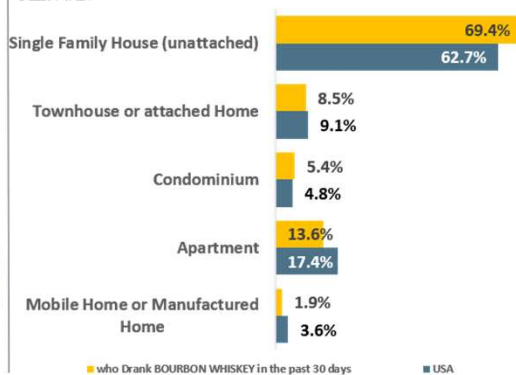
14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days. Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 12.1% more likely to own their home, 35.5% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 29.6% more likely to have a dog.



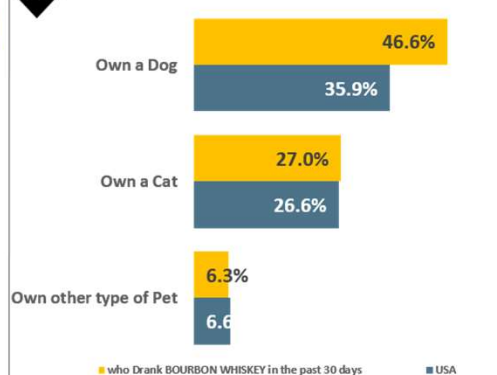
Own/Rent/Other: Adults 21 or older



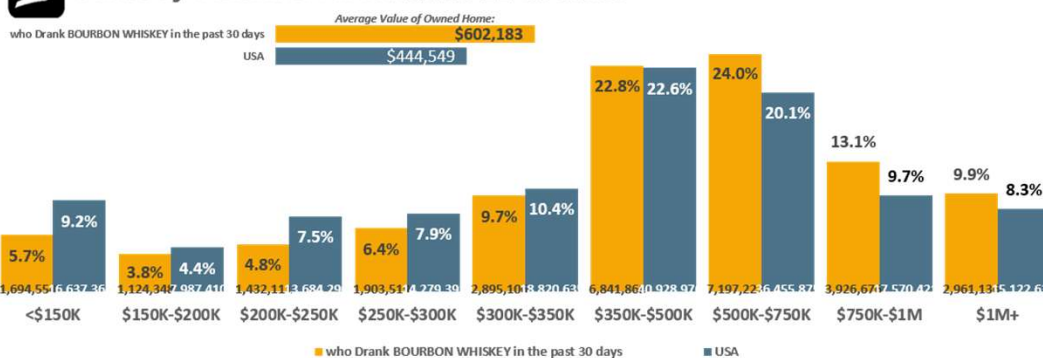
Type of Home: Adults 21 or older



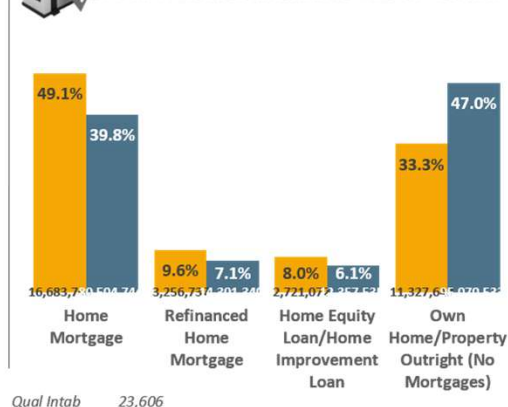
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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USA Projection Scarborough R1 2026: Jan 25-Mar26

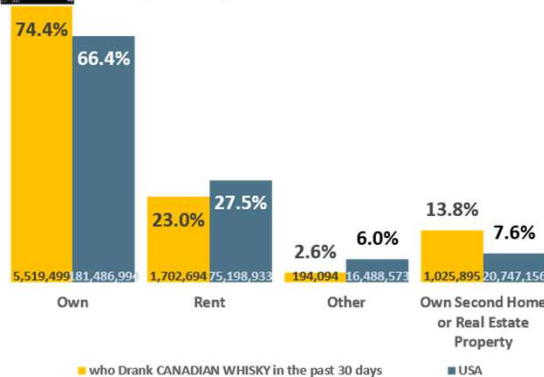
Liquor drank past 30 days: Bourbon whiskey



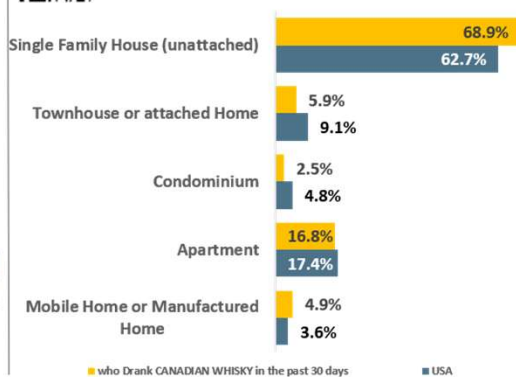
2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
 Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 12.% more likely to own their home, 20.9% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 42.5% more likely to have a dog.



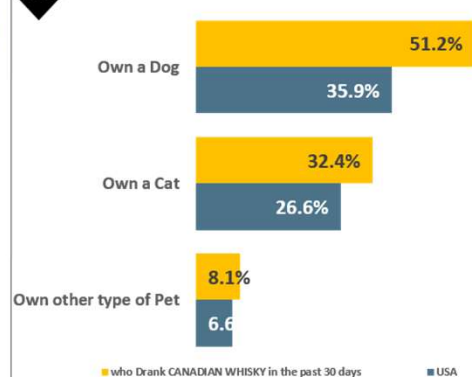
Own/Rent/Other: Adults 21 or older



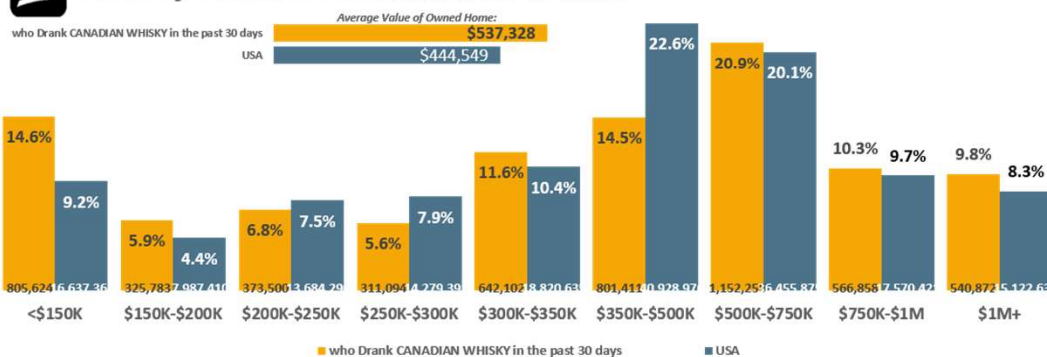
Type of Home: Adults 21 or older



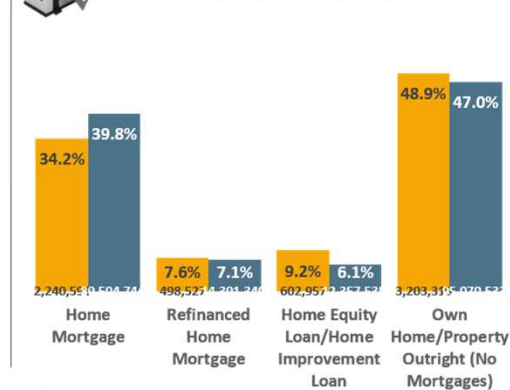
Pets in Home: Adults 21 or older



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 639
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USA Projection Scarborough R1 2026: Jan 25-Mar26

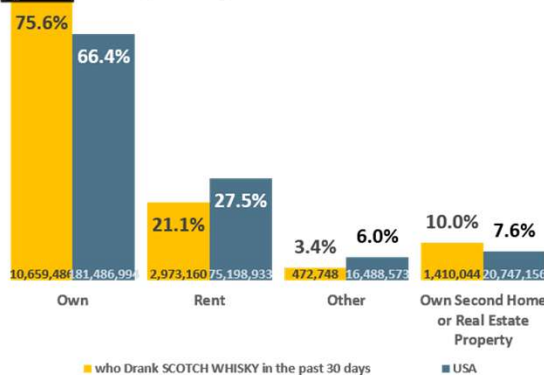
Qual Intab 23,606

Liquor drank past 30 days: Canadian whisky

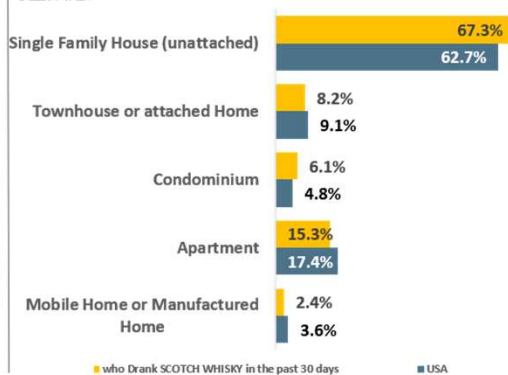


5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days. Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 13.7% more likely to own their home, 52.1% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 17.4% more likely to have a dog.

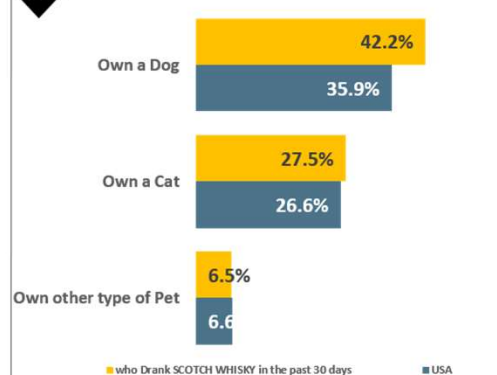
Own/Rent/Other: Adults 21 or older



Type of Home: Adults 21 or older



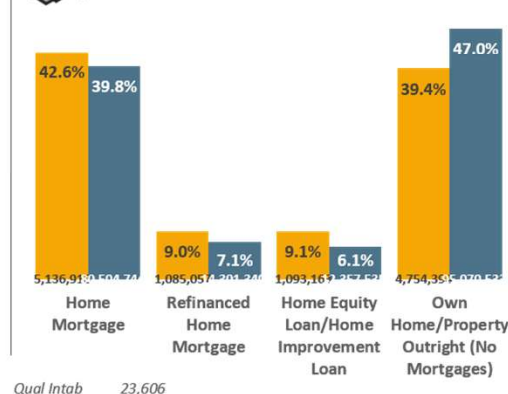
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,227
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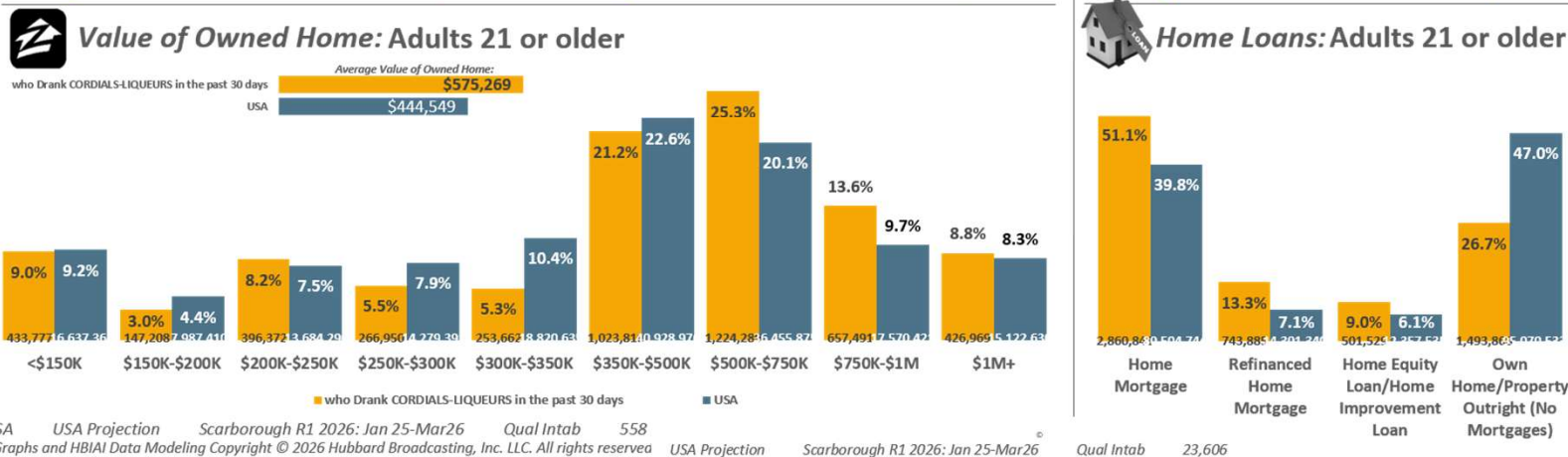
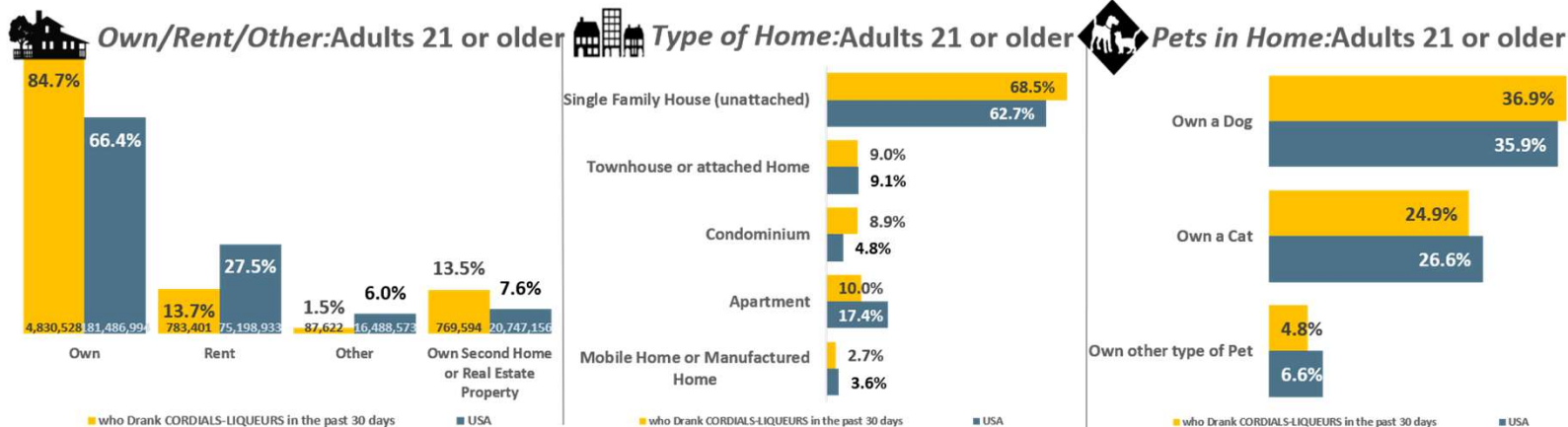
USA Projection Scarborough R1 2026: Jan 25-Mar26

Qual Intab 23,606

Liquor drank past 30 days: Scotch whisky



2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days. Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 27.5% more likely to own their home, 29.4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 2.7% more likely to have a dog.

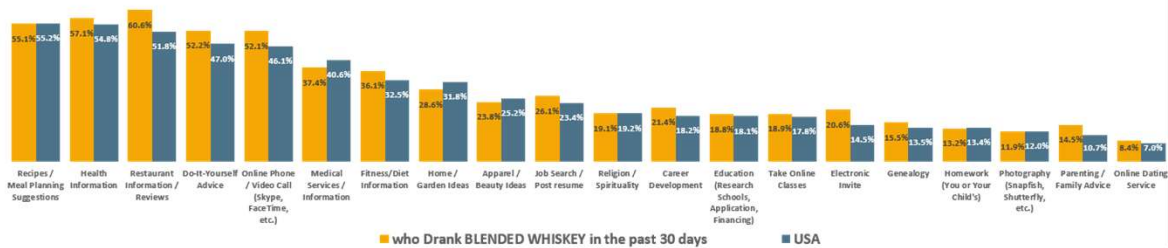




4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days.
Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 11.2% more likely to look up D-I-Y advice online, 24.9% more likely to always vote in local elections, 30.% more likely to belong to a gym, 38.9% more likely to fly domestic past yr.

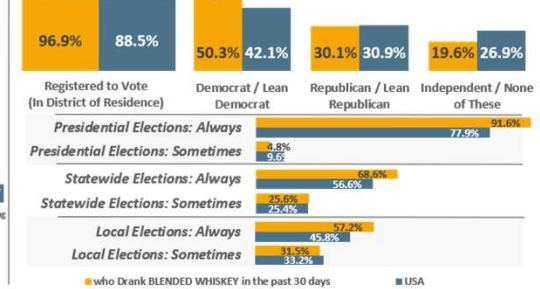


Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



■ who Drank BLENDED WHISKEY in the past 30 days ■ USA

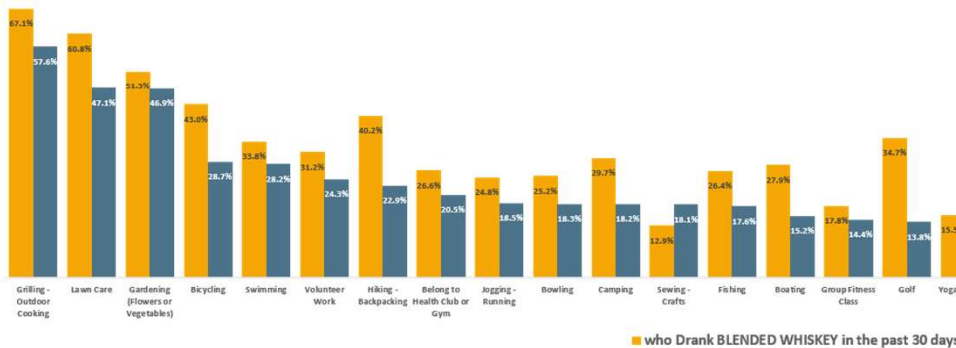
Political Activity: Adults 21 or older



■ who Drank BLENDED WHISKEY in the past 30 days ■ USA



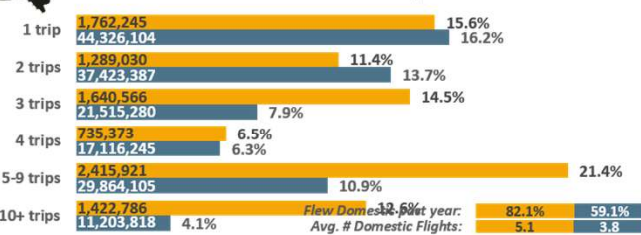
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



■ who Drank BLENDED WHISKEY in the past 30 days ■ USA



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



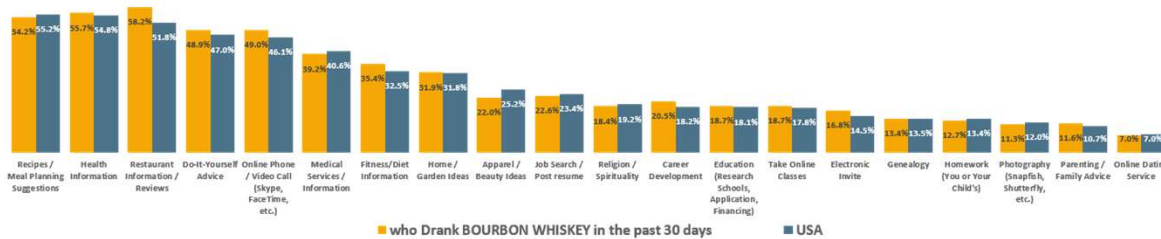
Flew Domestic last year: 82.1%
Avg. # Domestic Flights: 5.1



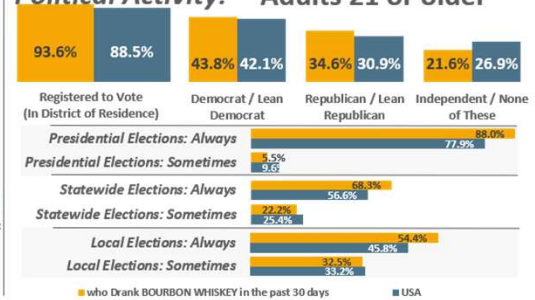
14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days. Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 4.1% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 33.5% more likely to belong to a gym, 22.% more likely to fly domestic past yr.



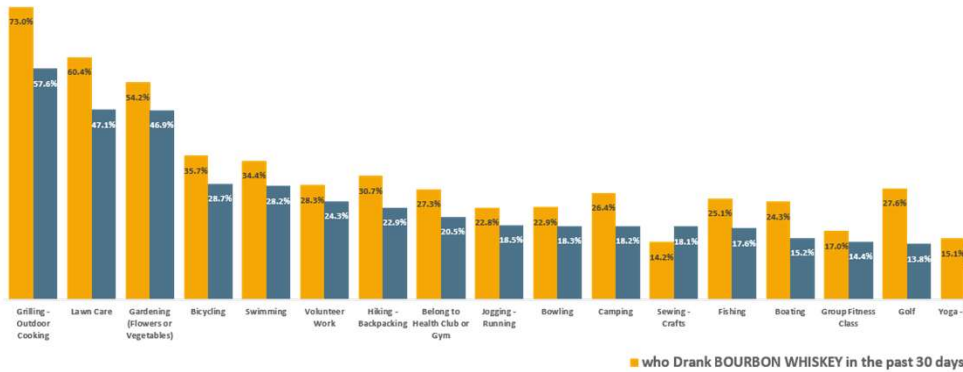
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



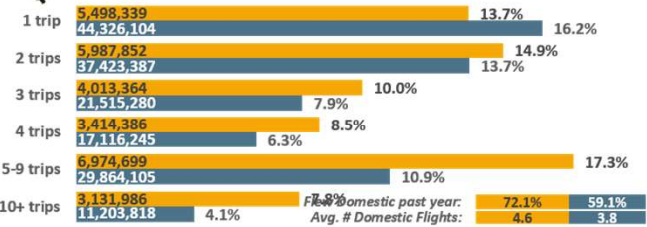
Political Activity: Adults 21 or older



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



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

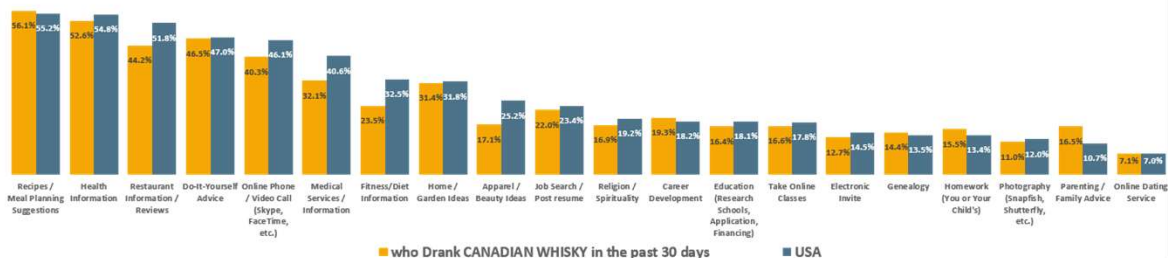




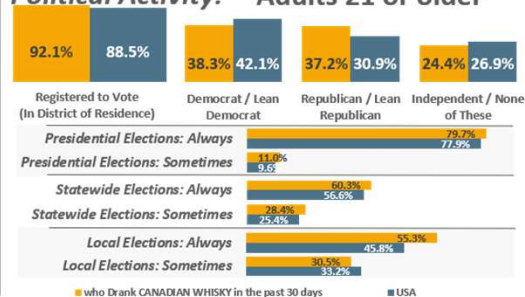
2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
 Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 1.% less likely to look up D-I-Y advice online, 20.7% more likely to always vote in local elections, 6.2% more likely to belong to a gym, 23.3% more likely to fly domestic past yr.



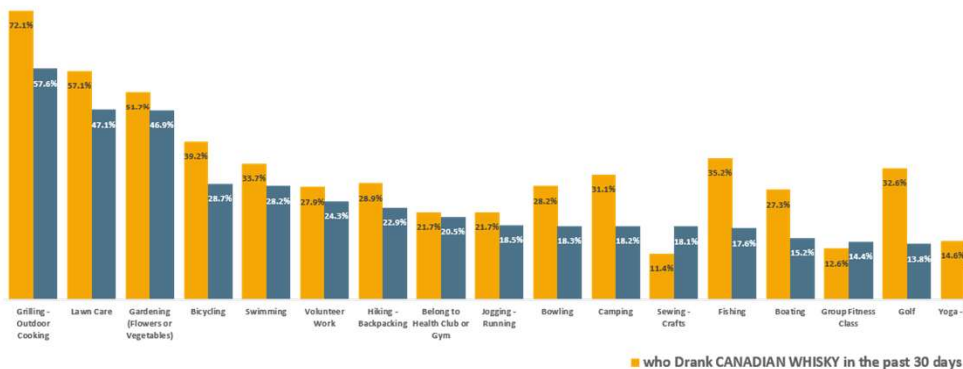
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



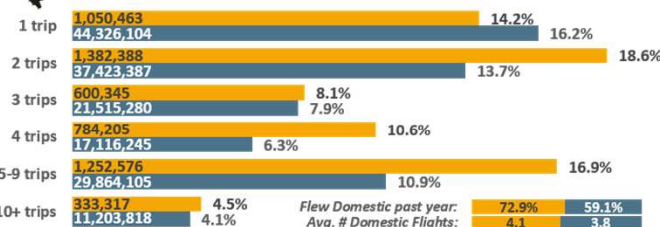
Political Activity: Adults 21 or older



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



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



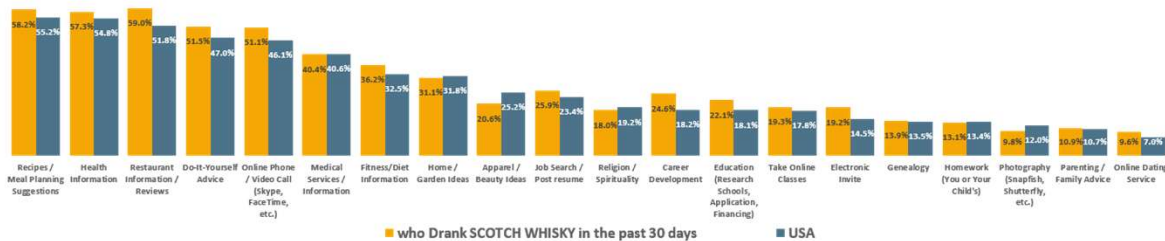
Flew Domestic past year: 72.9%
 Avg. # Domestic Flights: 4.1



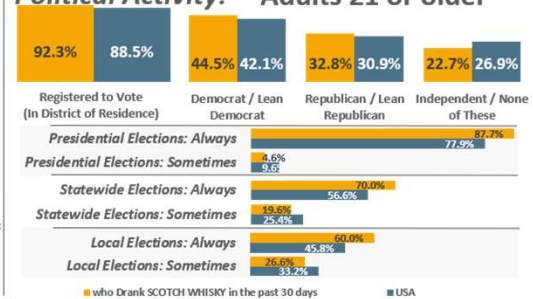
5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days.
 Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 9.7% more likely to look up D-I-Y advice online, 31.1% more likely to always vote in local elections, 34.8% more likely to belong to a gym, 31.9% more likely to fly domestic past yr.



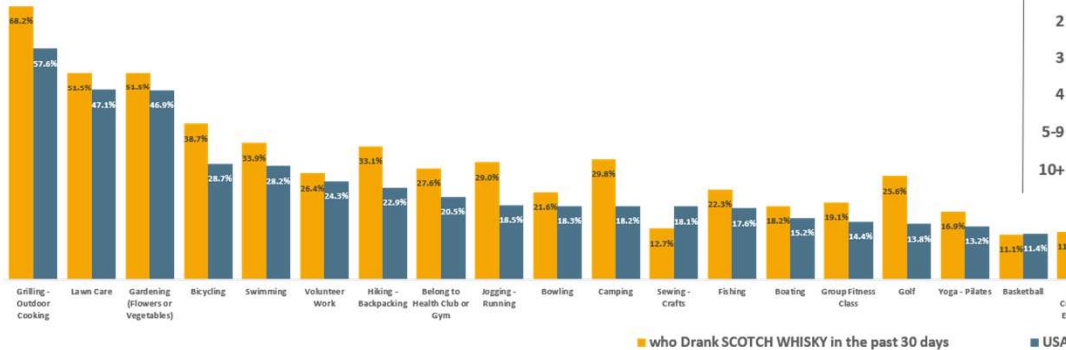
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



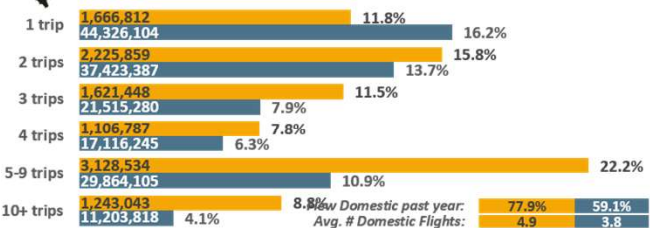
Political Activity: Adults 21 or older



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



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



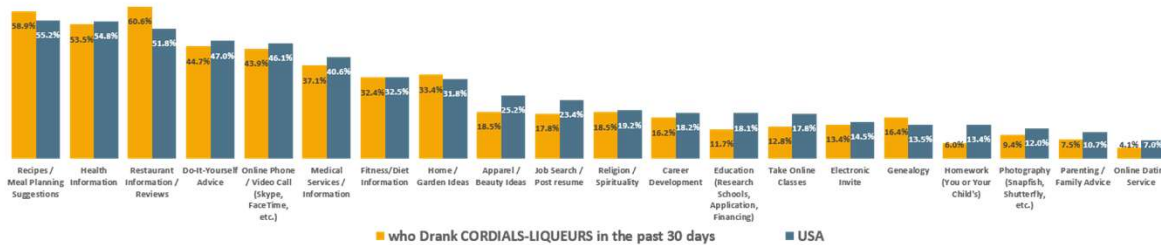
New Domestic past year: 77.9%
 Avg. # Domestic Flights: 4.9



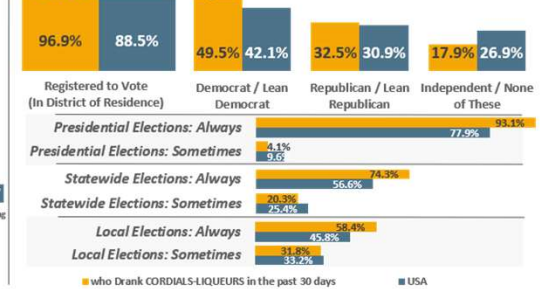
2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days.
 Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 4.8% less likely to look up D-I-Y advice online, 27.5% more likely to always vote in local elections, 49.1% more likely to belong to a gym, 22.1% more likely to fly domestic past yr.



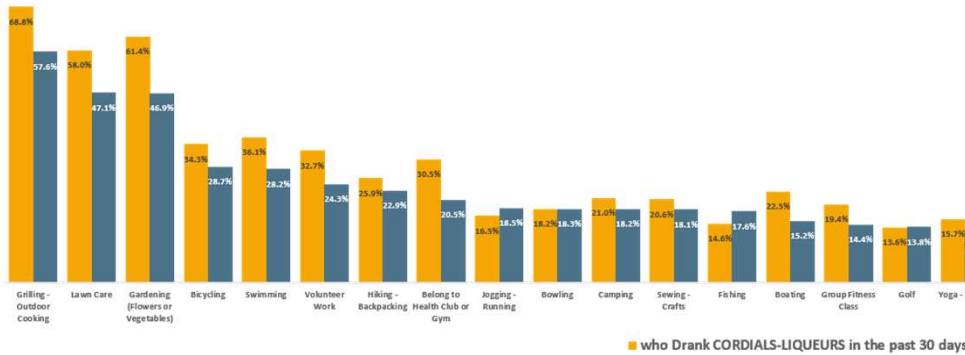
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



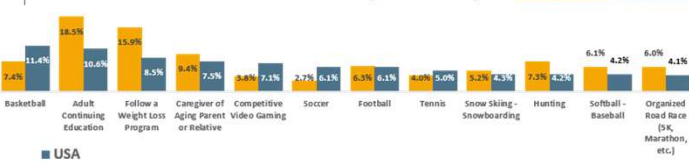
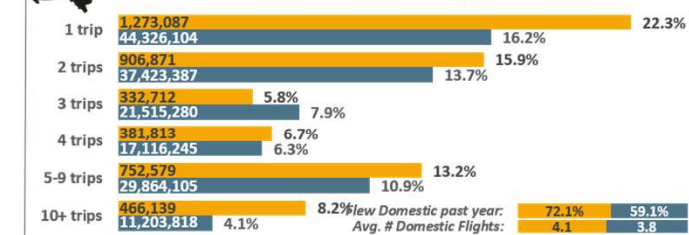
Political Activity: Adults 21 or older



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



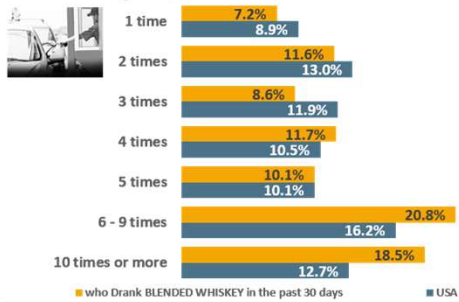
Past 12-months Domestic Airline Trips: Adults 21 or older





4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days.
 Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 6.4% more likely to use QSRs past mo., 21.7% more likely to use Sit-Down Restaurants past mo., 11.6% more likely to use Casinos past yr., 24.4% more likely to smoke cigarettes.

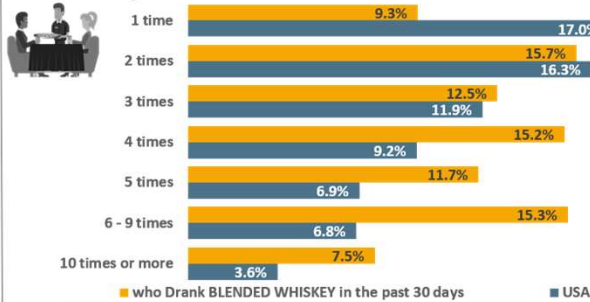
Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 88.6%
 10,000,290

Avg. Monthly QSR Meals: 6.6
 227,470,559

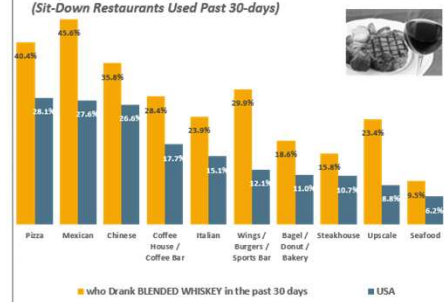
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 87.1%
 9,835,747

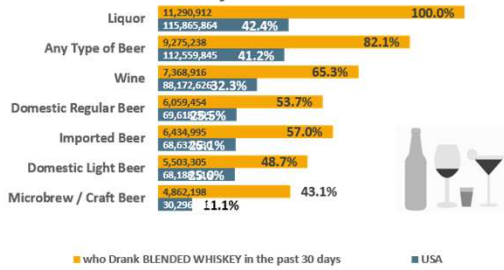
Avg. Monthly Sit-Down Restaurant Meals: 4.9
 195,595,054

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

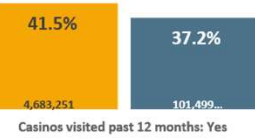
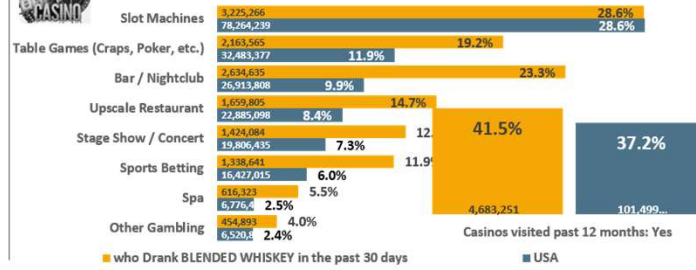


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank BLENDED WHISKEY in the past 30 days: 3,494,075 (30.9%)
 USA: 1,294,526.6 (7.1%)

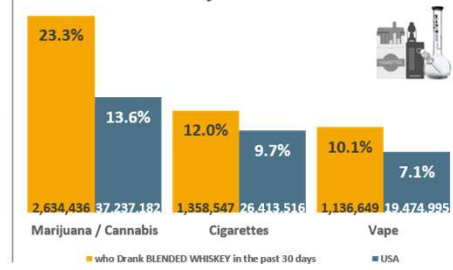
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



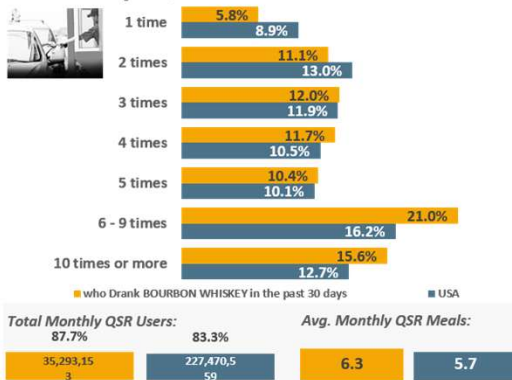
Used Past 30-days: Adults 21 or older



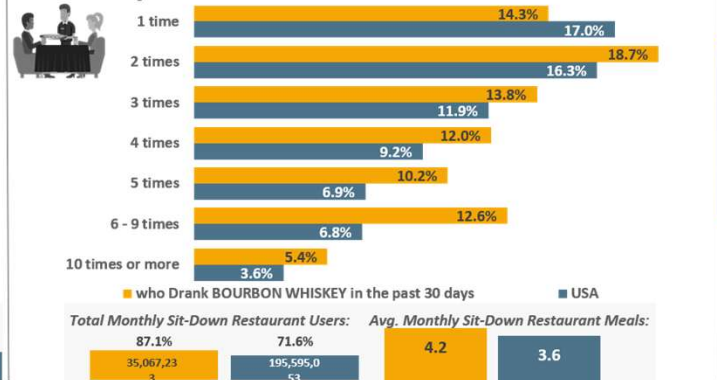


14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days.
 Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 5.3% more likely to use QSRs past mo., 21.6% more likely to use Sit-Down Restaurants past mo., 10.2% more likely to use Casinos past yr., 5.5% more likely to smoke cigarettes.

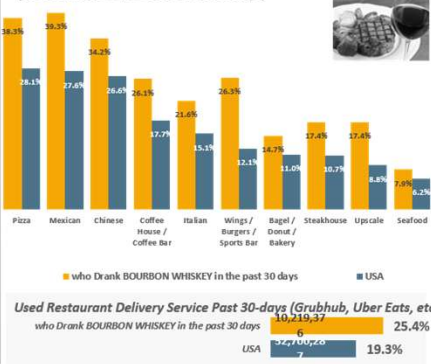
Past 30-days QSR Users: Adults 21 or older



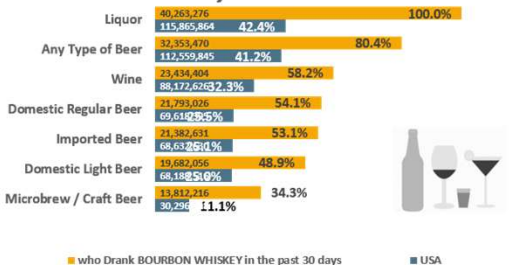
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



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



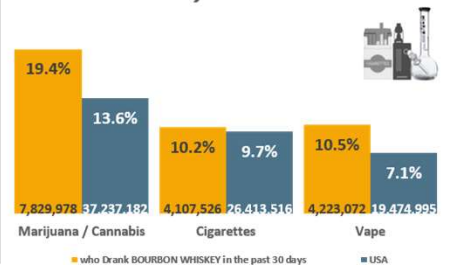
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



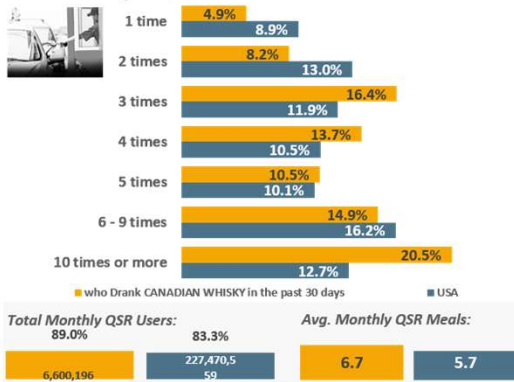
Used Past 30-days: Adults 21 or older



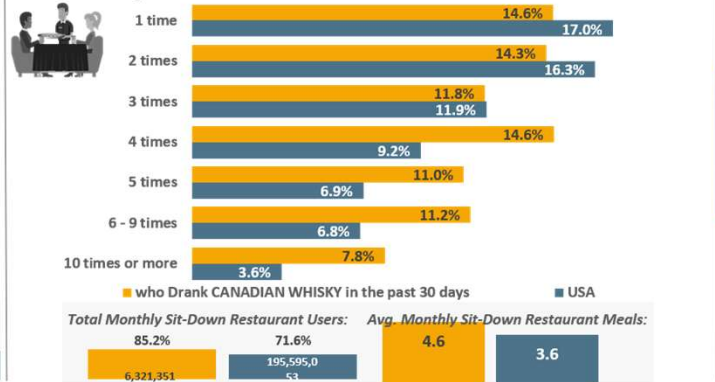


2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
 Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 6.9% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 38.6% more likely to use Casinos past yr., 142.5% more likely to smoke cigarettes.

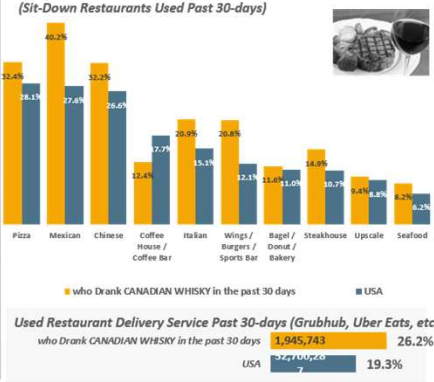
Past 30-days QSR Users: Adults 21 or older



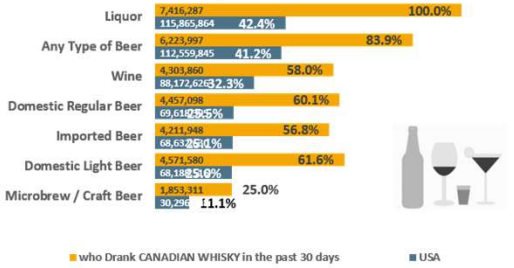
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Top-10 Cuisines: Adults 21 or older



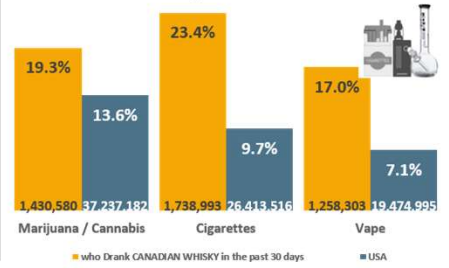
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



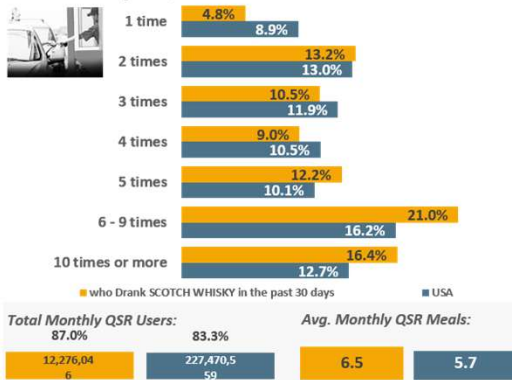
Used Past 30-days: Adults 21 or older



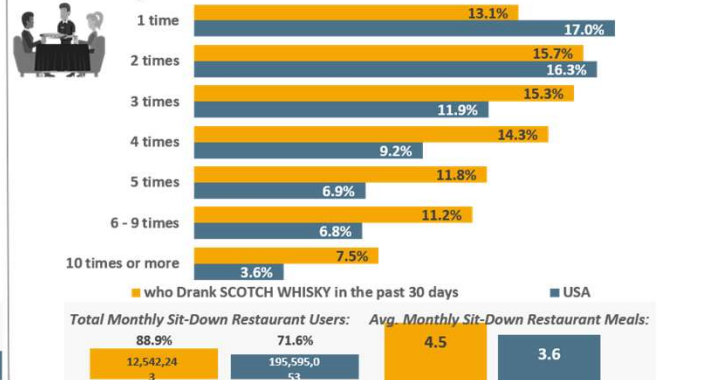


5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days.
 Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 4.5% more likely to use QSRs past mo., 24.2% more likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr., 46.4% more likely to smoke cigarettes.

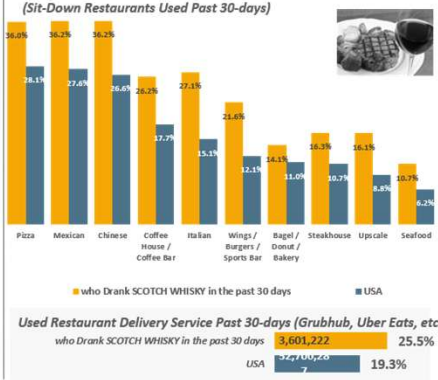
Past 30-days QSR Users: Adults 21 or older



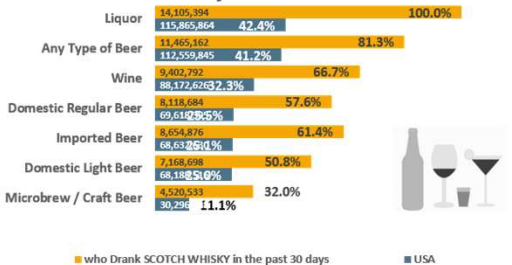
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



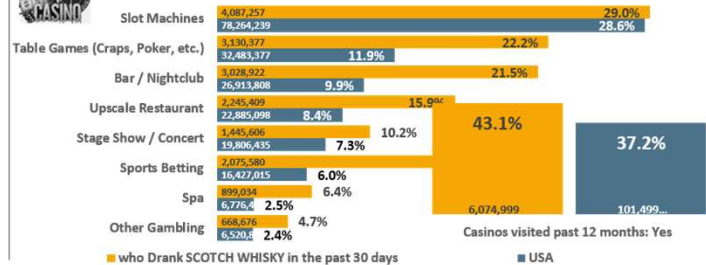
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



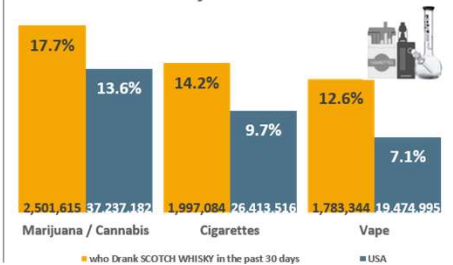
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



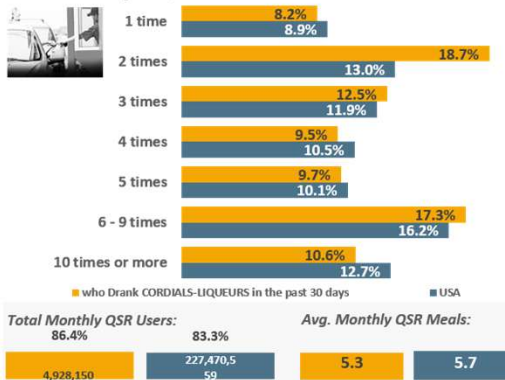
Used Past 30-days: Adults 21 or older



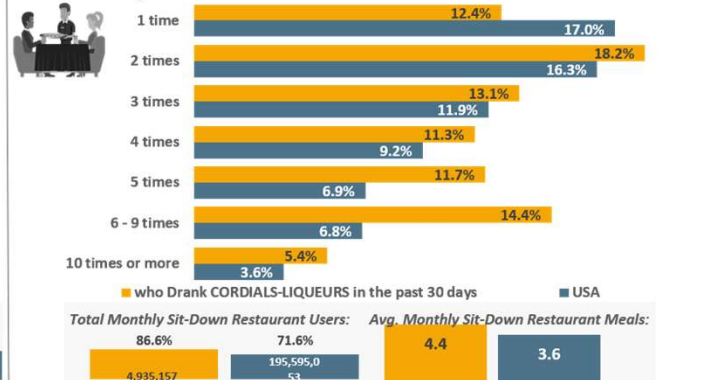


2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days.
 Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 3.8% more likely to use QSRs past mo., 20.9% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 2.1% less likely to smoke cigarettes.

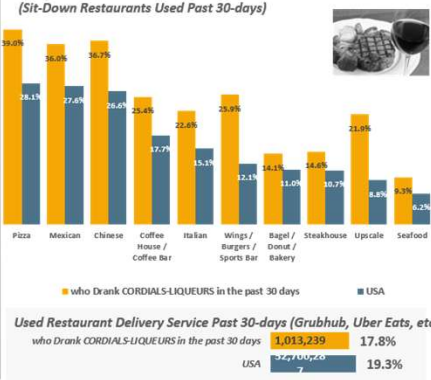
Past 30-days QSR Users: Adults 21 or older



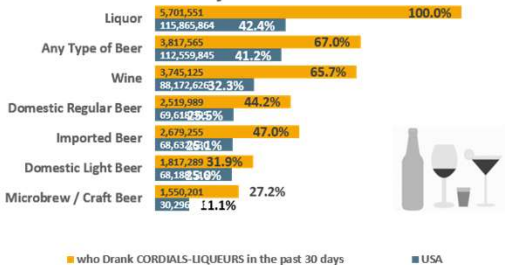
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



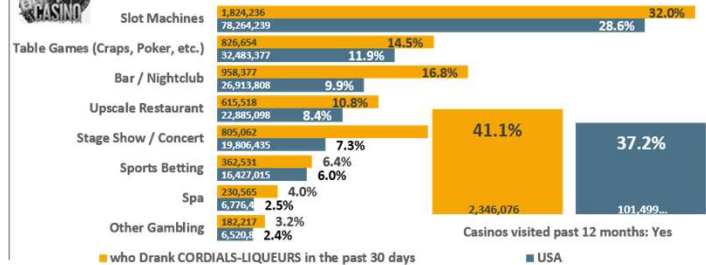
Top-10 Cuisines: Adults 21 or older



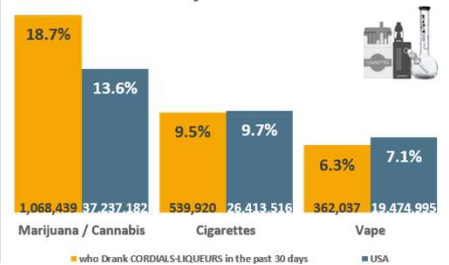
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

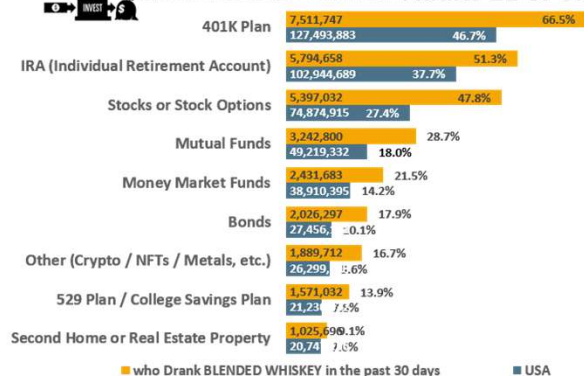




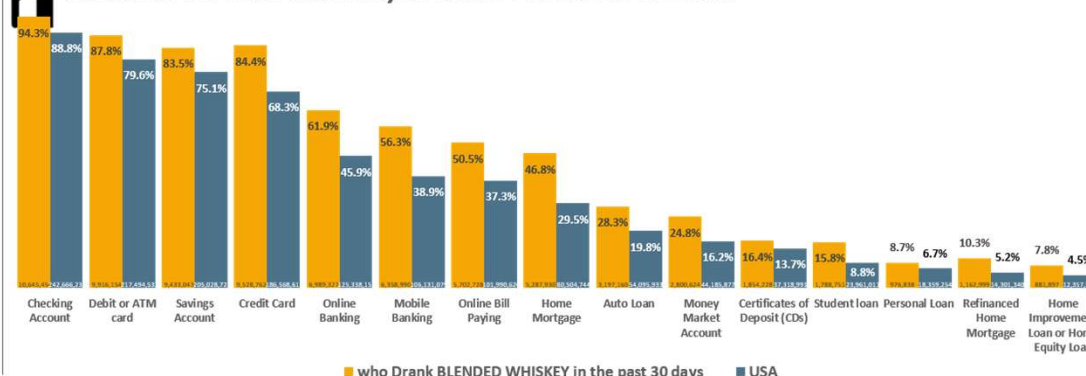
4.1% or 11,290,912 of USA Adults 21 or older Drank BLENDED WHISKEY in the past 30 days.
Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days are 42.5% more likely to have a 401K, 43.% more likely to have an Auto Loan, 86.6% more likely to Invest/Trade Stocks Online, 9.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



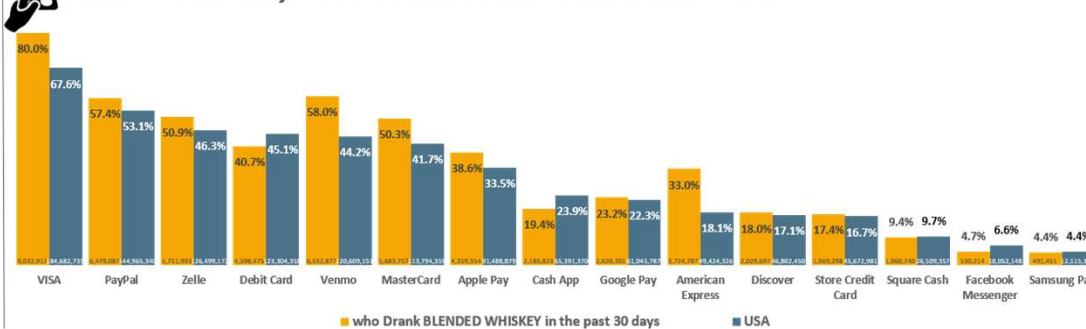
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

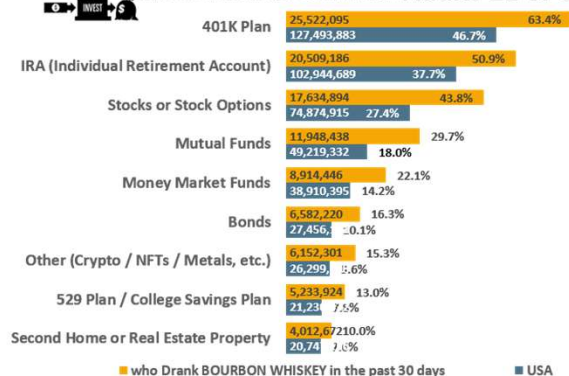




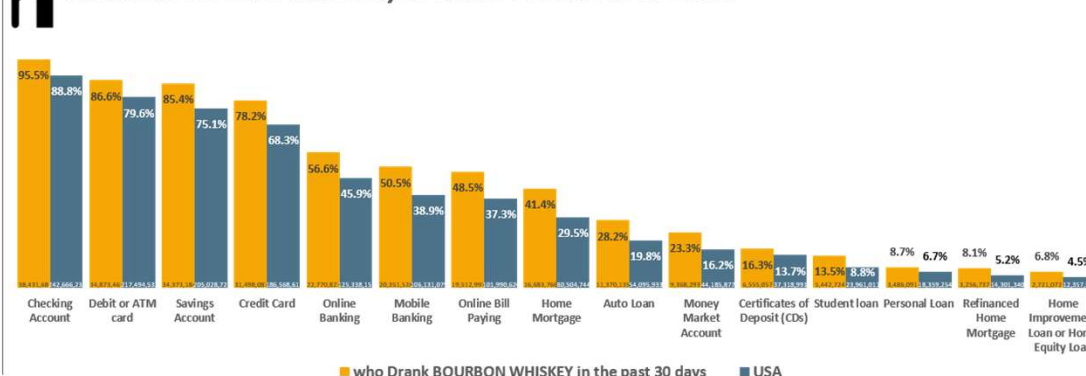
14.7% or 40,263,276 of USA Adults 21 or older Drank BOURBON WHISKEY in the past 30 days.
Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days are 35.8% more likely to have a 401K, 42.6% more likely to have an Auto Loan, 70.8% more likely to Invest/Trade Stocks Online, 3.1% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



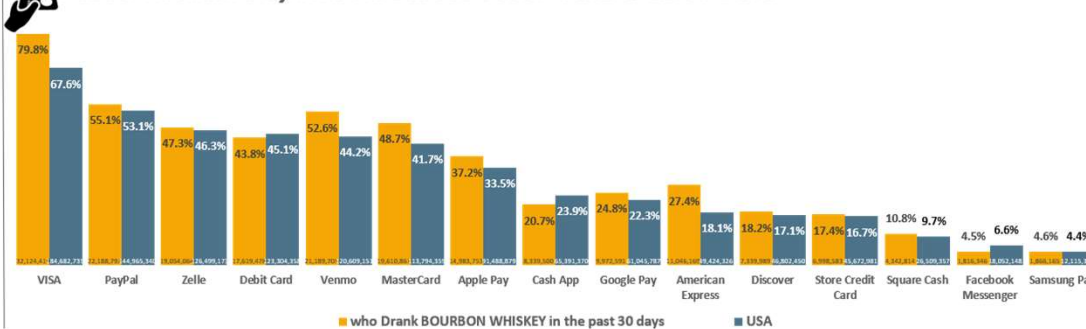
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

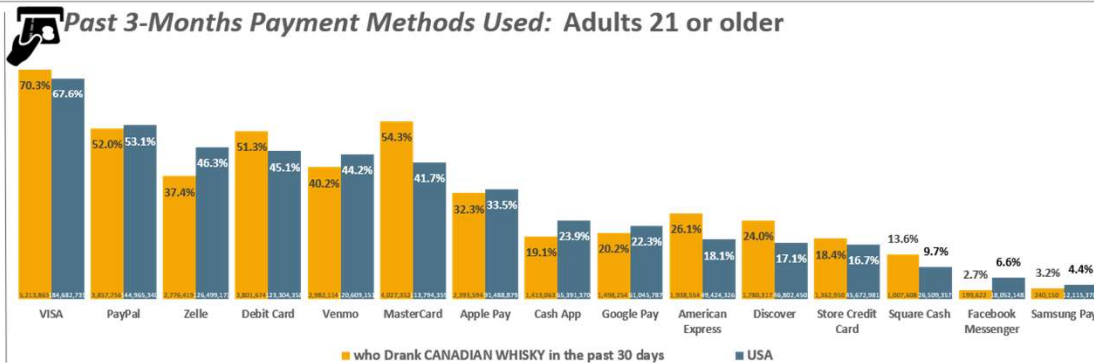
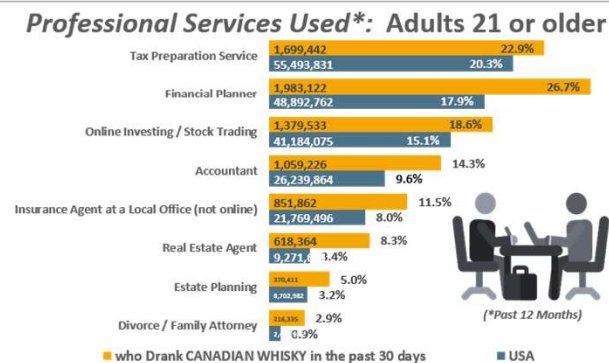
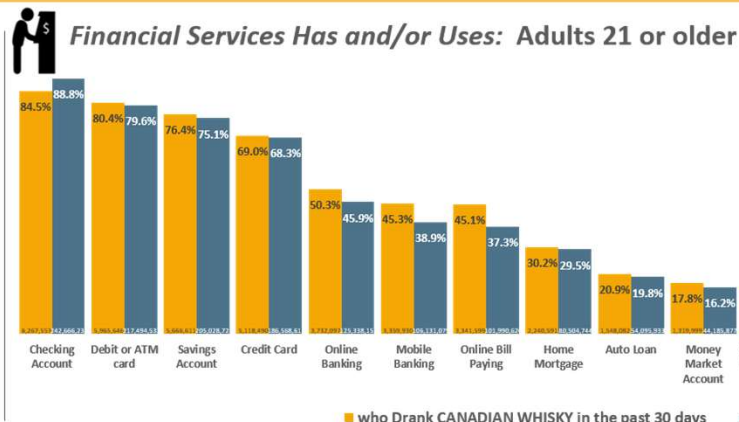
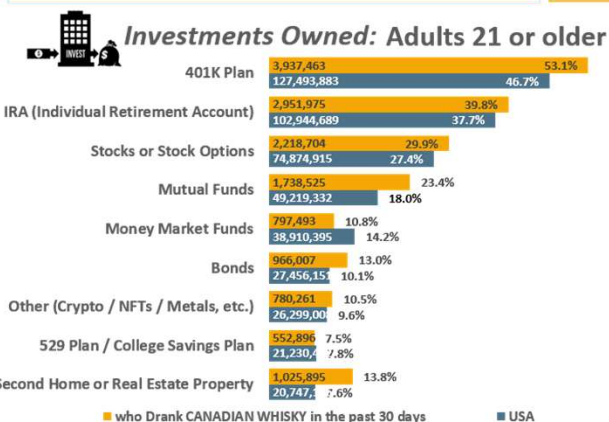


Past 3-Months Payment Methods Used: Adults 21 or older



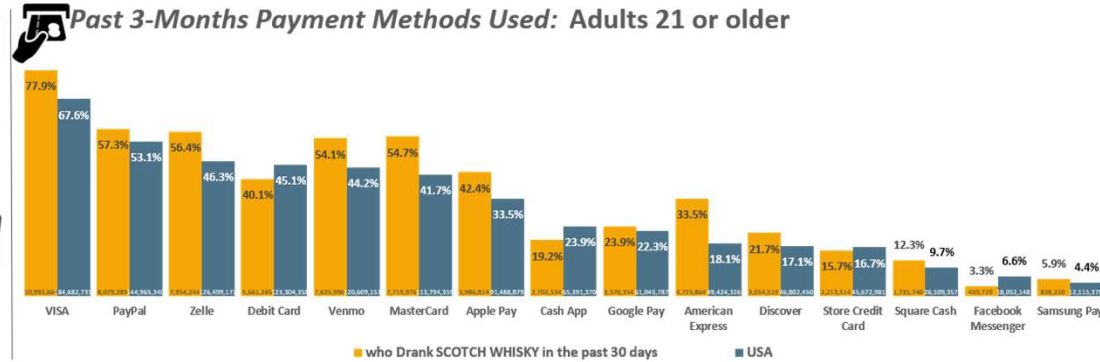
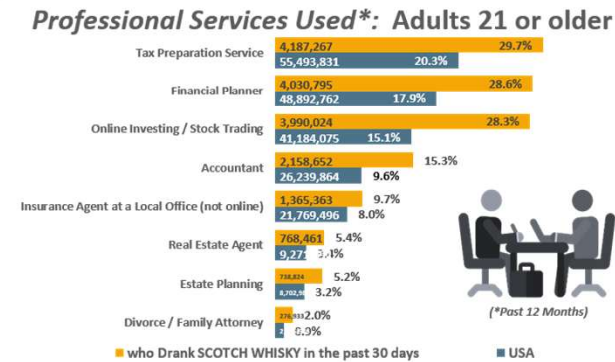
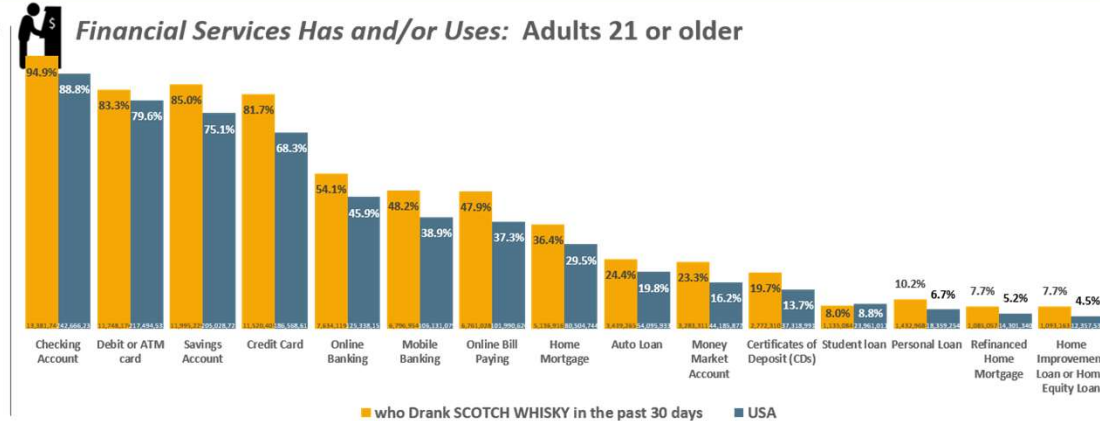
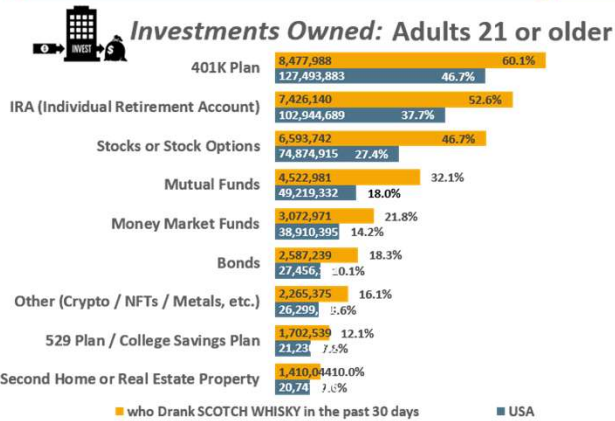


2.7% or 7,416,287 of USA Adults 21 or older Drank CANADIAN WHISKY in the past 30 days.
 Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days are 13.8% more likely to have a 401K,
 5.4% more likely to have an Auto Loan, 23.4% more likely to Invest/Trade Stocks Online, 13.6% more likely to
 pay with their Debit Card.





5.2% or 14,105,394 of USA Adults 21 or older Drank SCOTCH WHISKY in the past 30 days.
Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days are 28.8% more likely to have a 401K, 23.1% more likely to have an Auto Loan, 87.6% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.

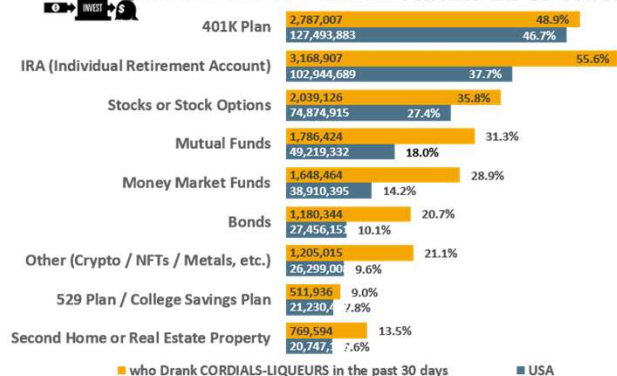




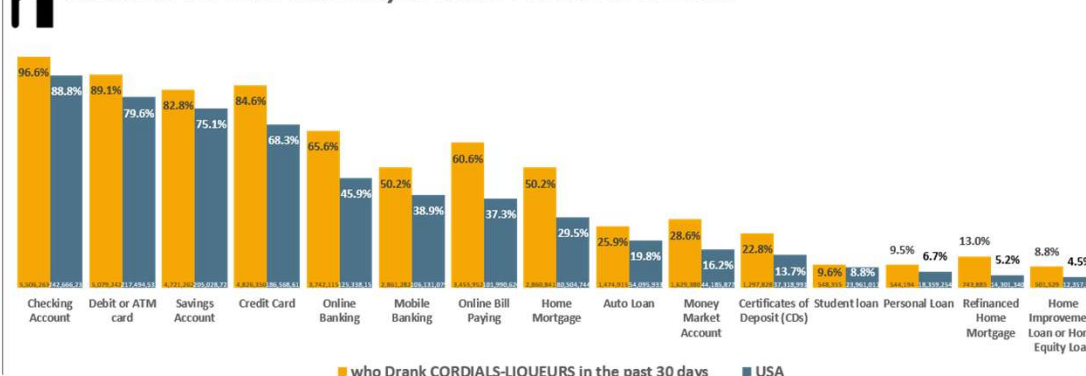
2.1% or 5,701,551 of USA Adults 21 or older Drank CORDIALS-LIQUEURS in the past 30 days.
Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days are 4.7% more likely to have a 401K, 30.6% more likely to have an Auto Loan, 63.1% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



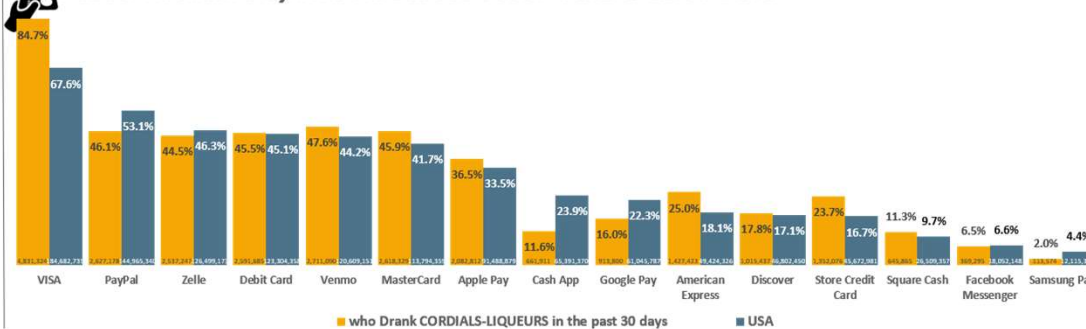
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



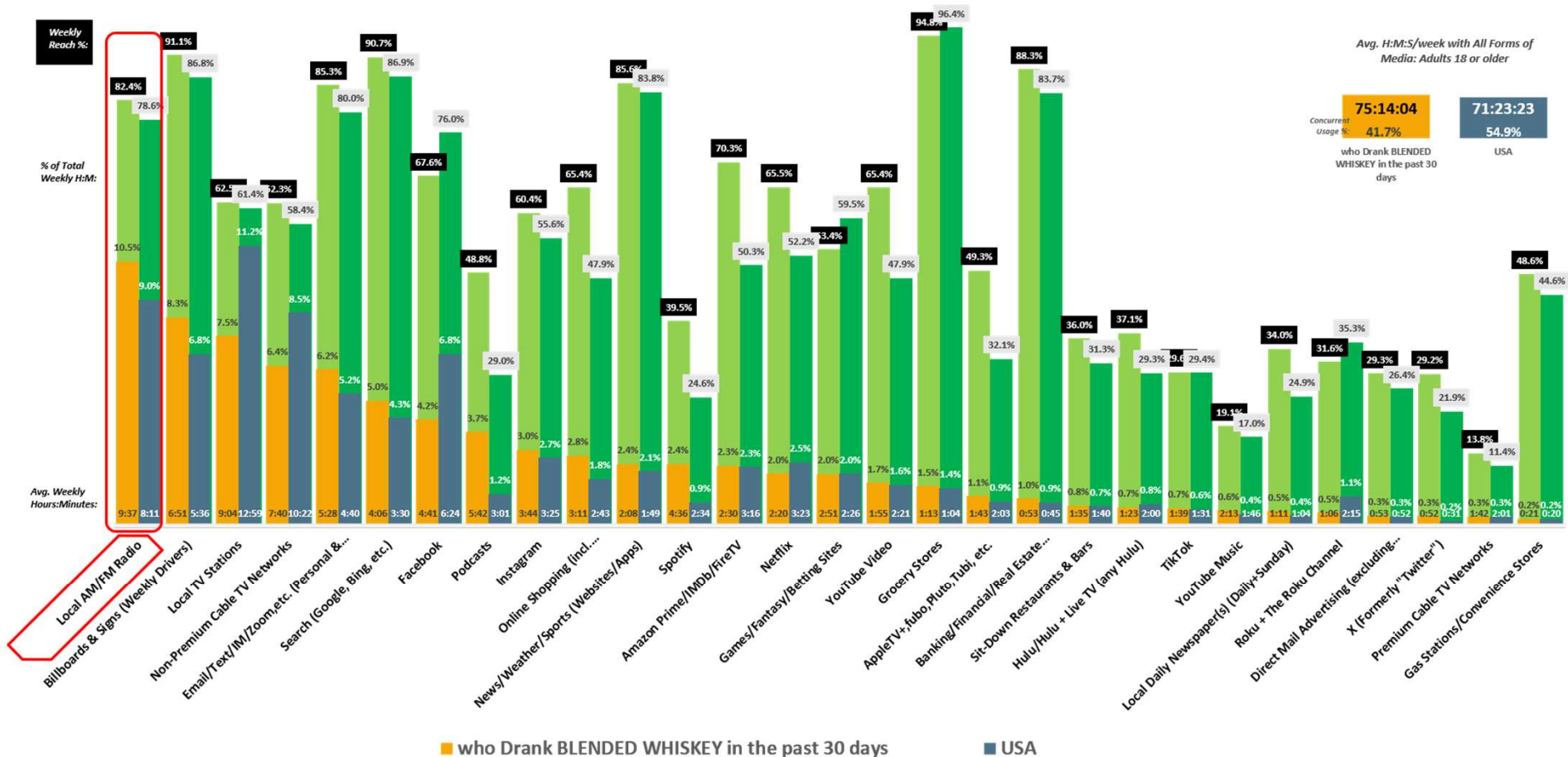
Past 3-Months Payment Methods Used: Adults 21 or older

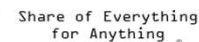
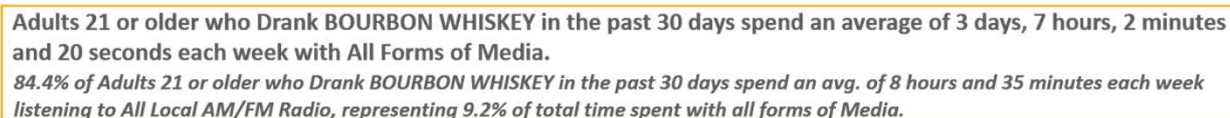




Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an average of 3 days, 3 hours, 14 minutes and 4 seconds each week with All Forms of Media.

82.4% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an avg. of 9 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



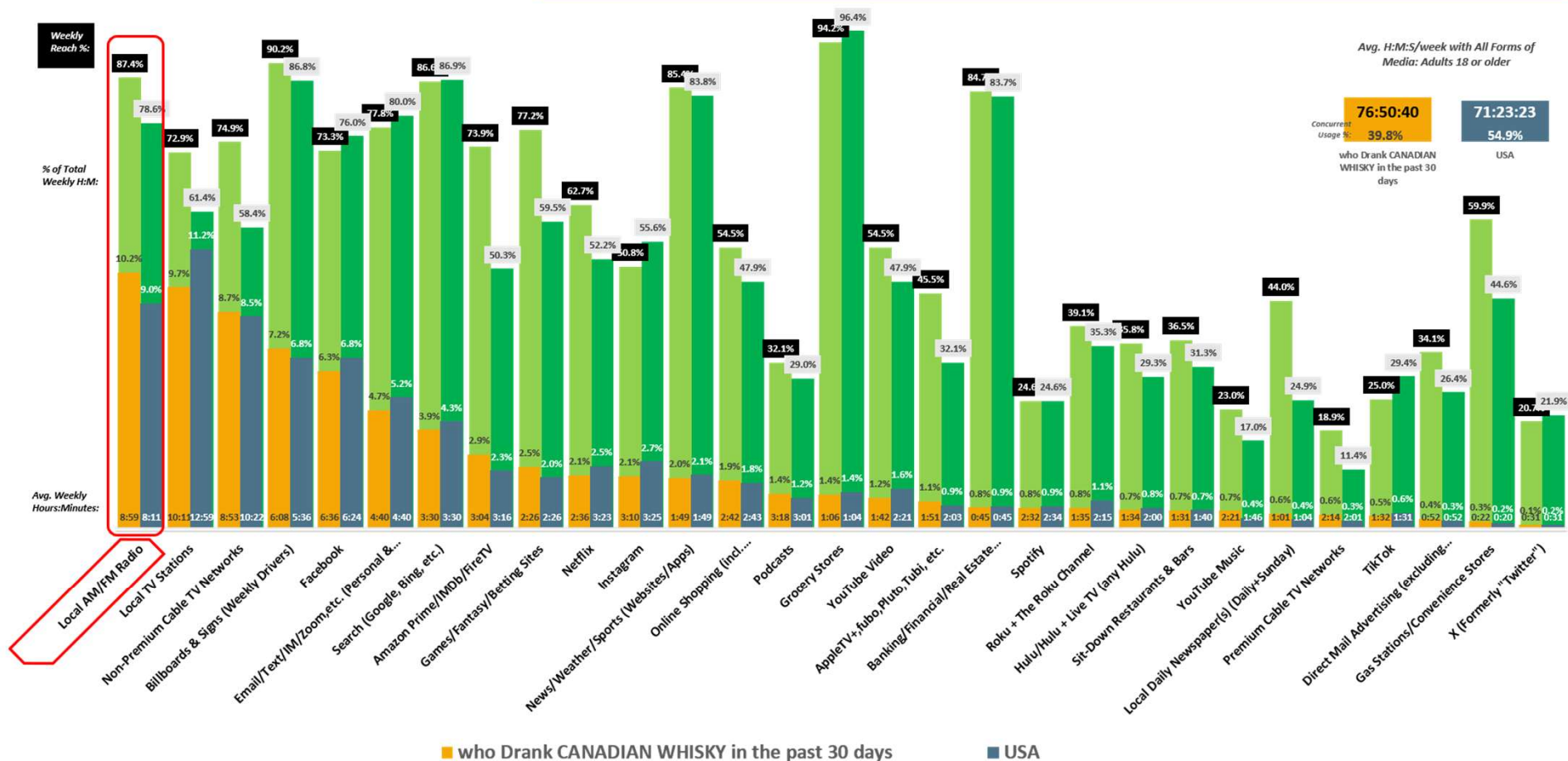


Liquor drank past 30 days: Bourbon whiskey



Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an average of 3 days, 4 hours, 50 minutes and 40 seconds each week with All Forms of Media.

87.4% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



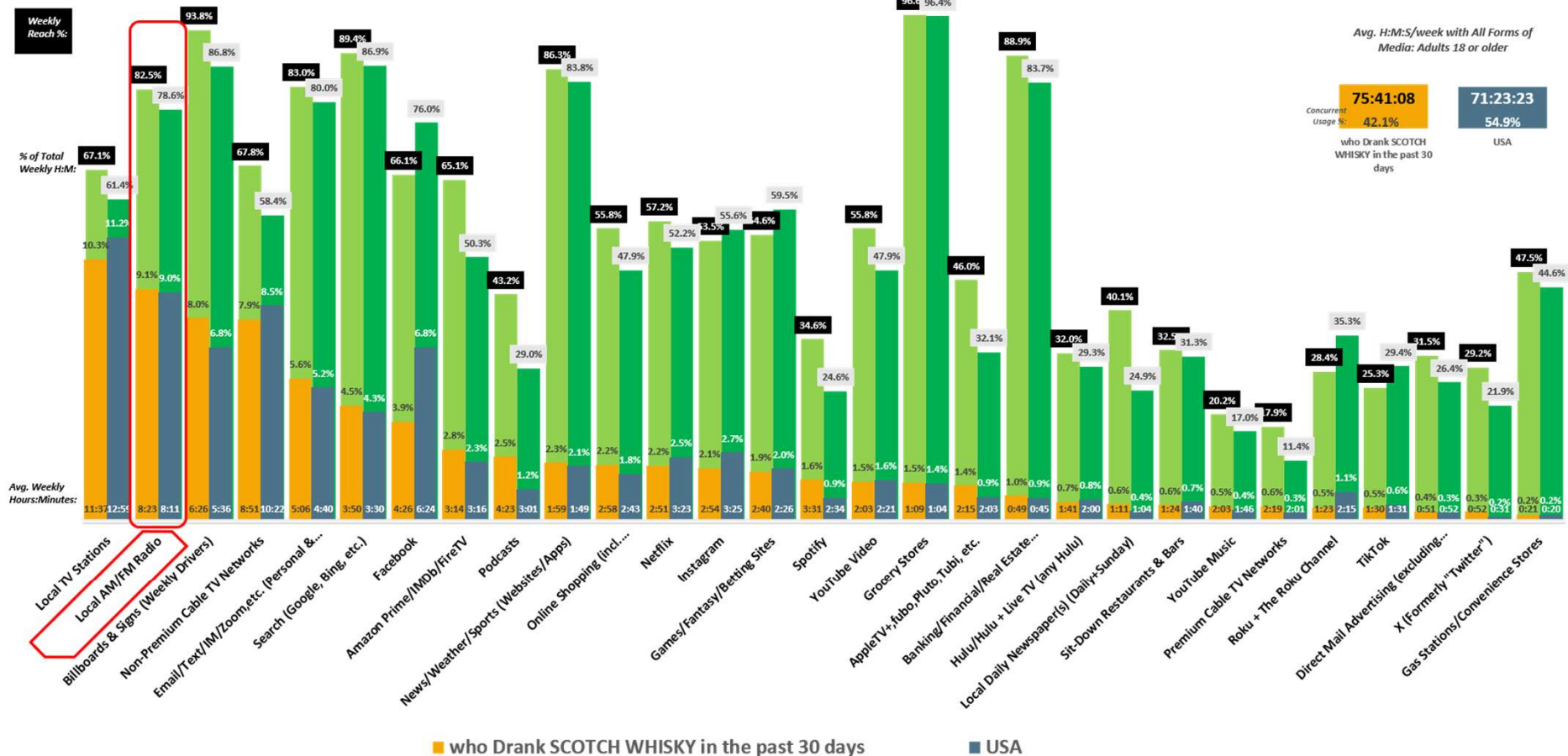
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 39.8% (who Drank CANADIAN WHISKY in the past 30 days) vs 54.9% (USA)



Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an average of 3 days, 3 hours, 41 minutes and 8 seconds each week with All Forms of Media.

82.5% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



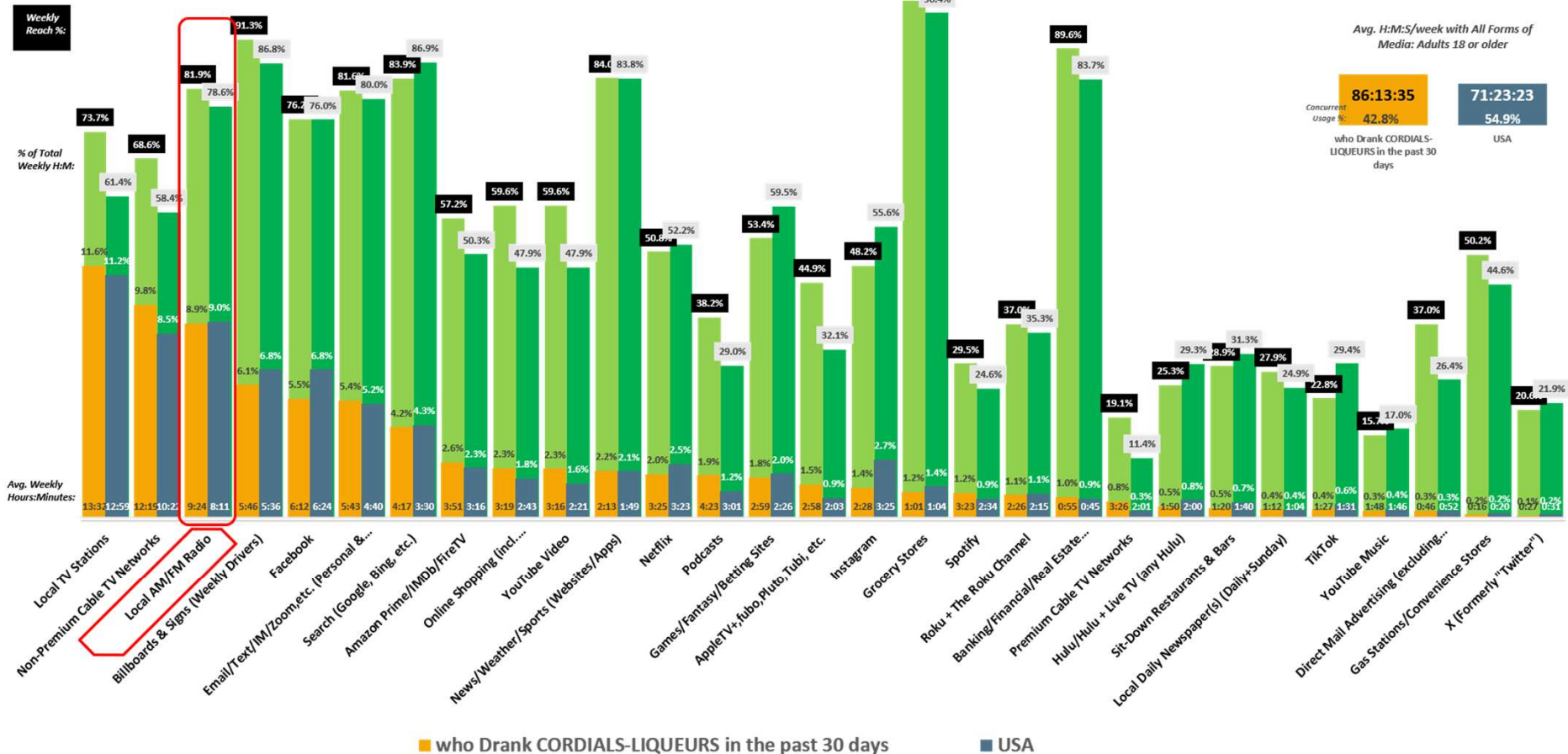
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 75:41:08 (who Drank SCOTCH WHISKY in the past 30 days) vs 71:23:23 (USA)



Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an average of 3 days, 14 hours, 13 minutes and 35 seconds each week with All Forms of Media.

81.9% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an avg. of 9 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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

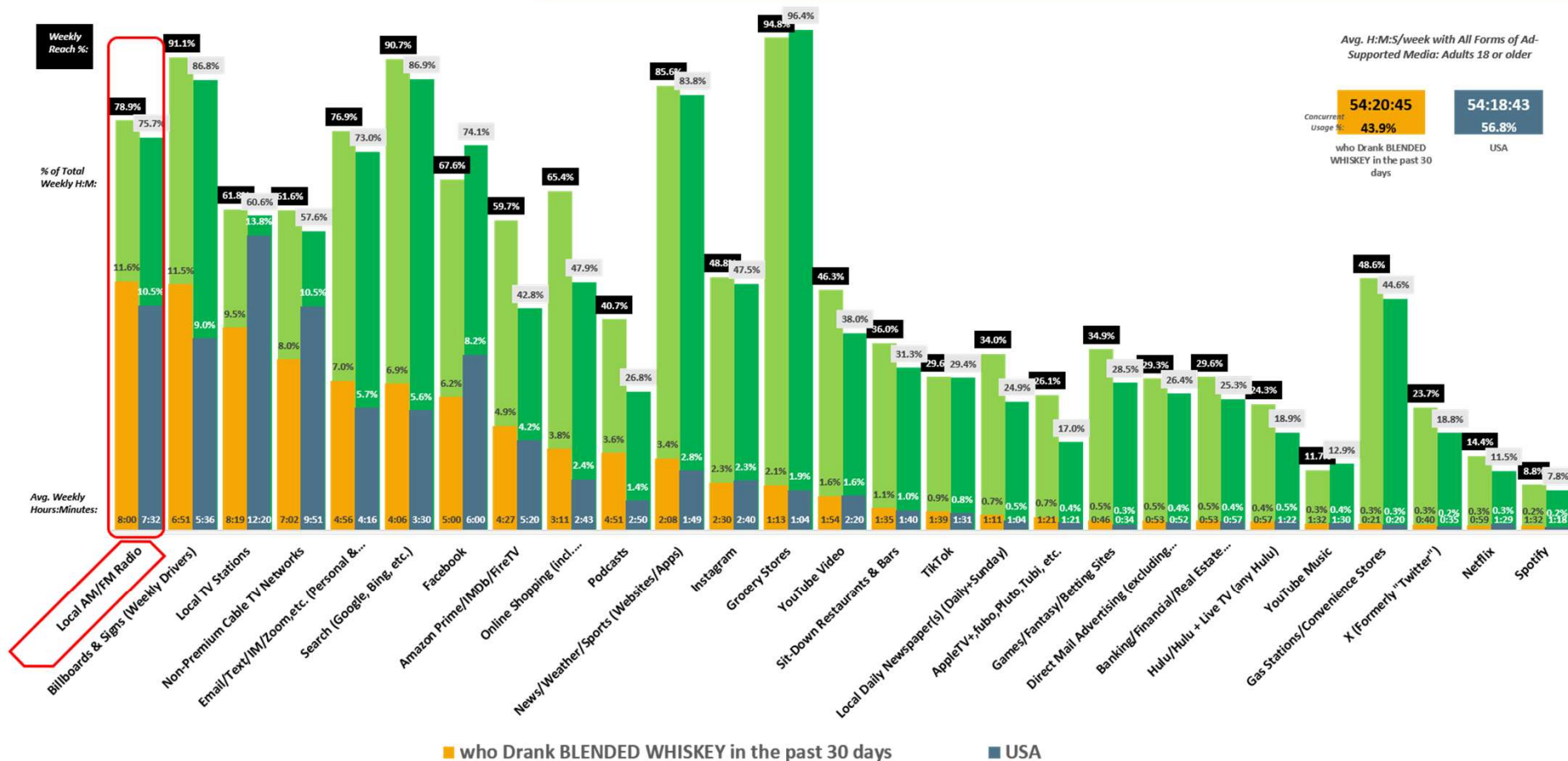
Concurrent Usage %: 86:13:35 (42.8%) who Drank CORDIALS-LIQUEURS in the past 30 days

71:23:23 (54.9%) USA



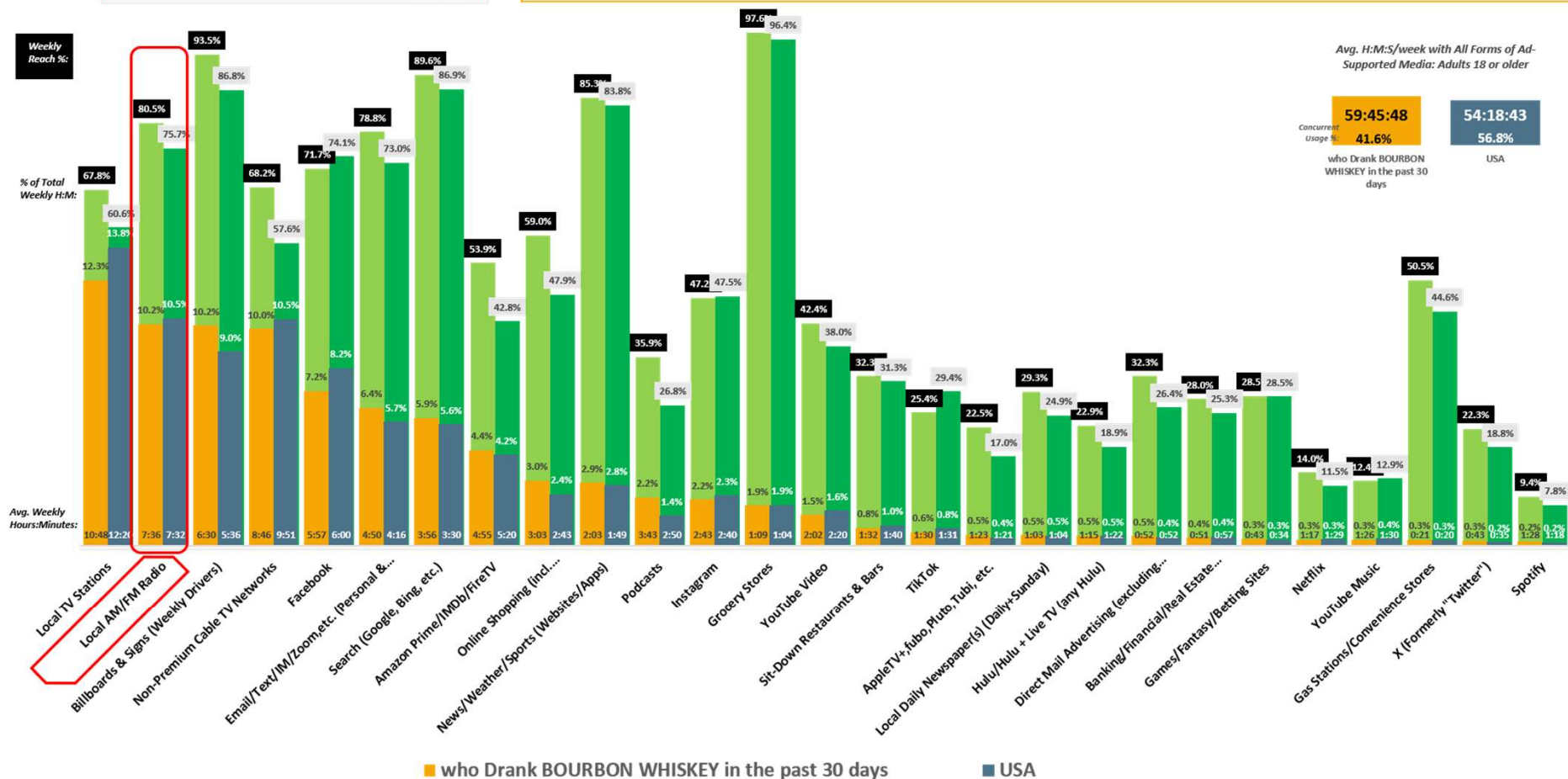
Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an average of 2 days, 6 hours, 20 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

78.9% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days spend an average of 2 days, 11 hours, 45 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
80.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



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

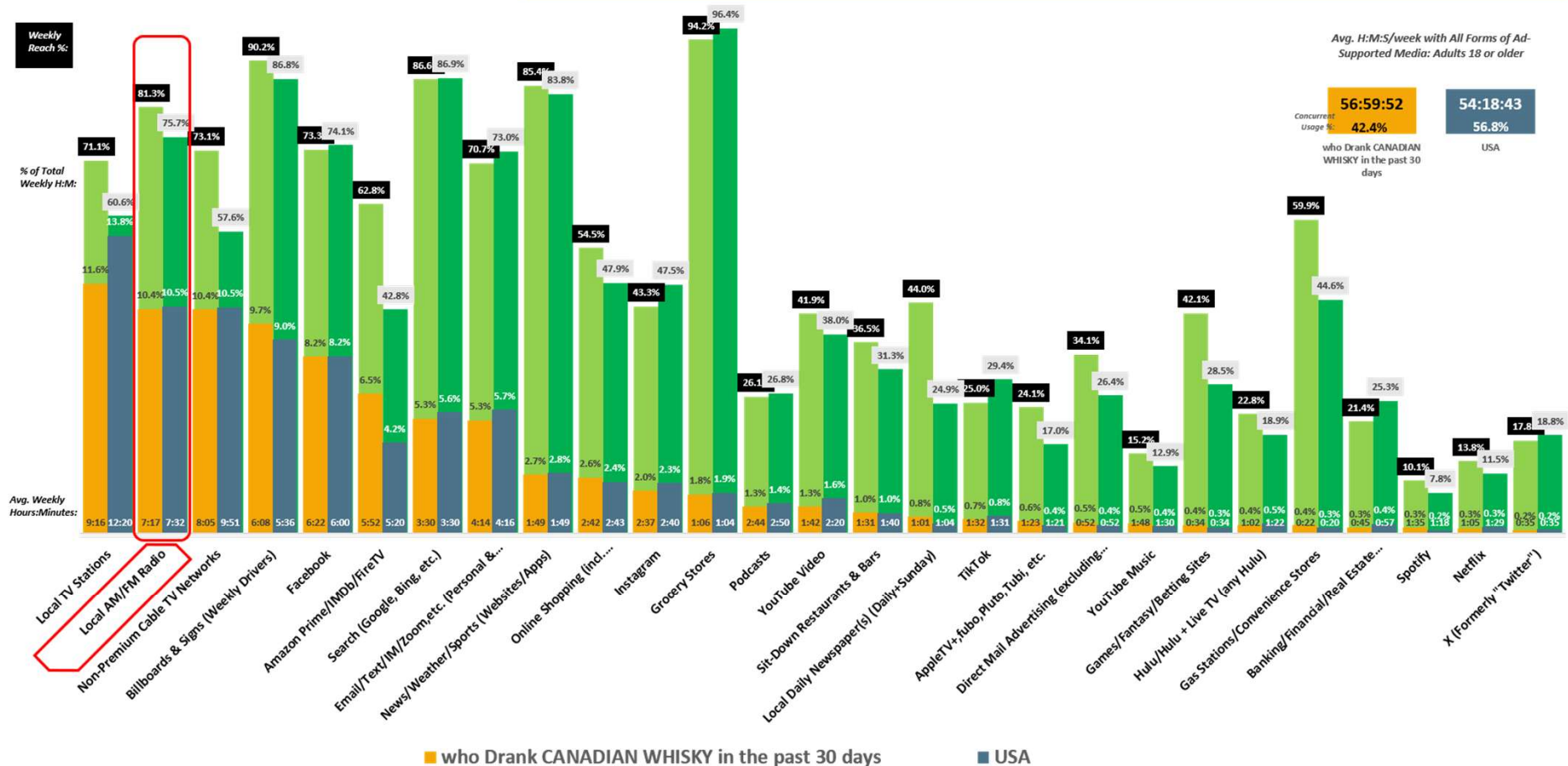
59:45:48
Concurrent Usage %
41.6%

54:18:43
56.8%

who Drank BOURBON WHISKEY in the past 30 days
USA

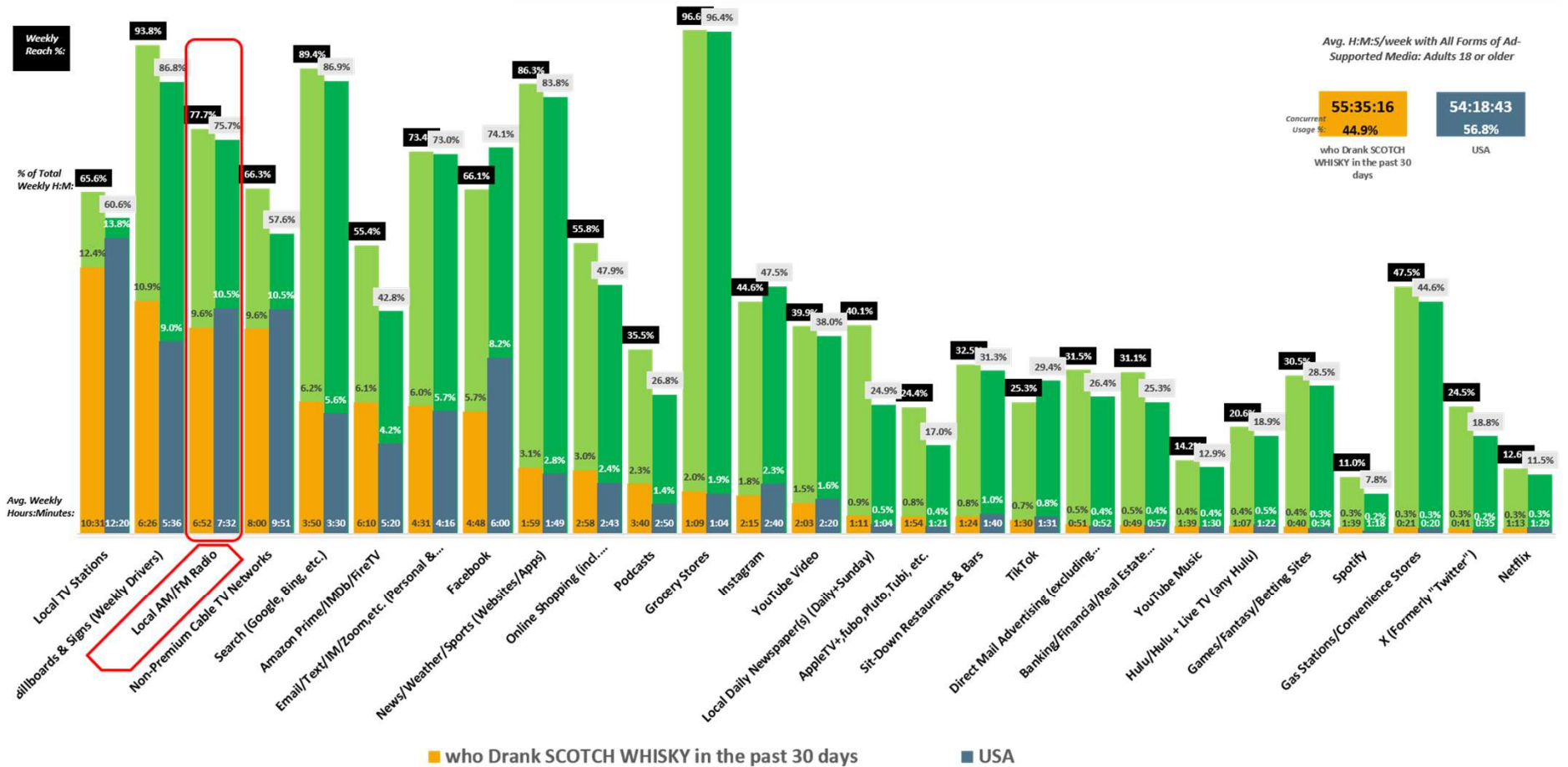


Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an average of 2 days, 8 hours, 59 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 81.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an average of 2 days, 7 hours, 35 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 77.7% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



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

55:35:16
 Concurrent Usage %
 44.9%

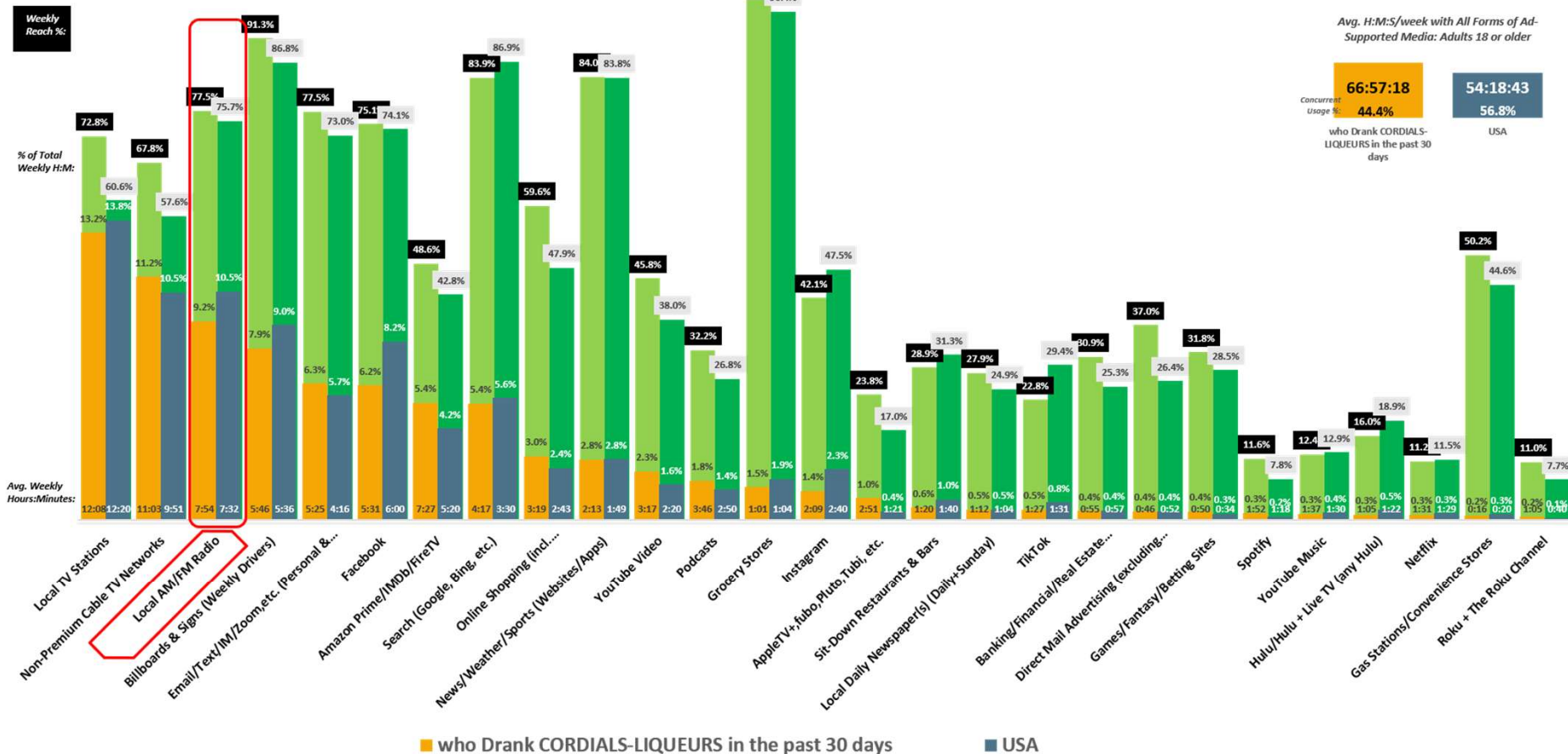
54:18:43
 56.8%

who Drank SCOTCH WHISKY in the past 30 days

USA



Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an average of 2 days, 18 hours, 57 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

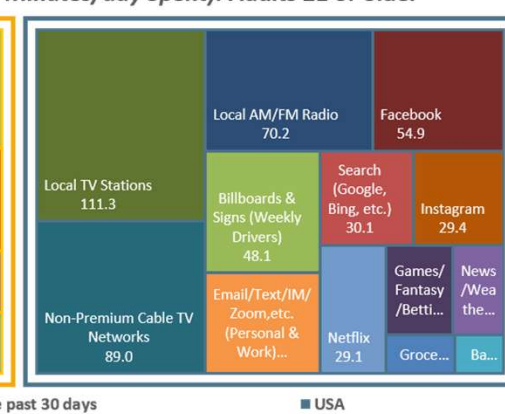
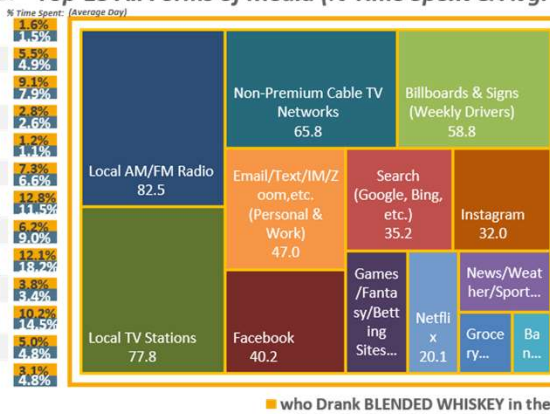
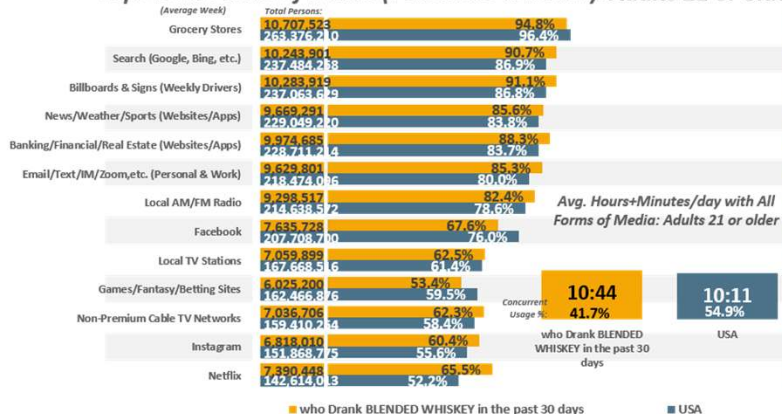




Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

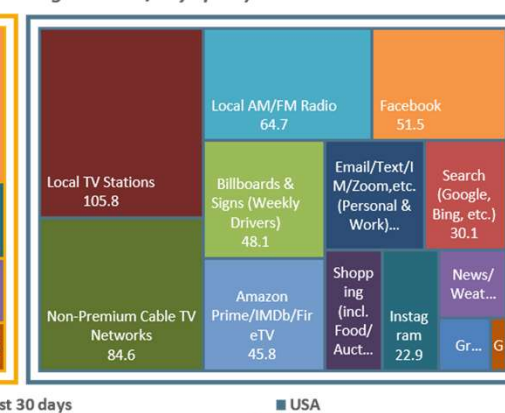
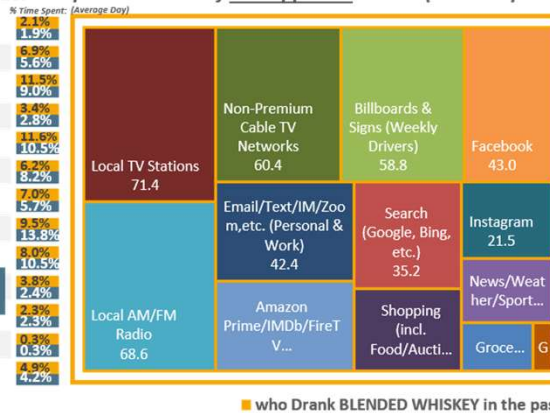
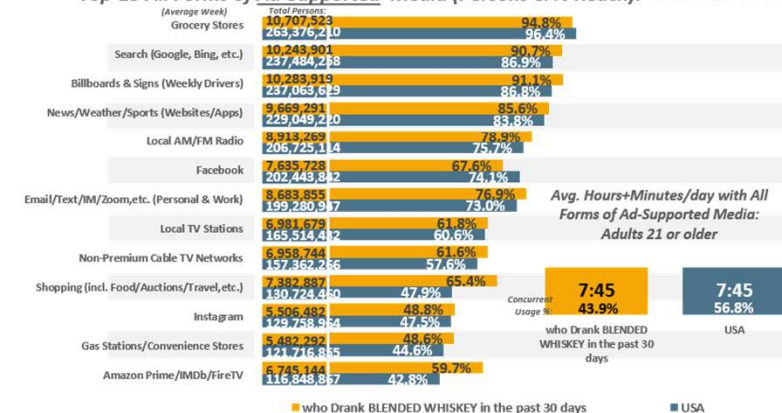
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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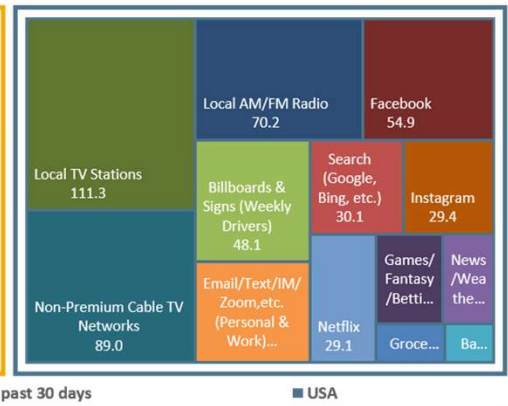
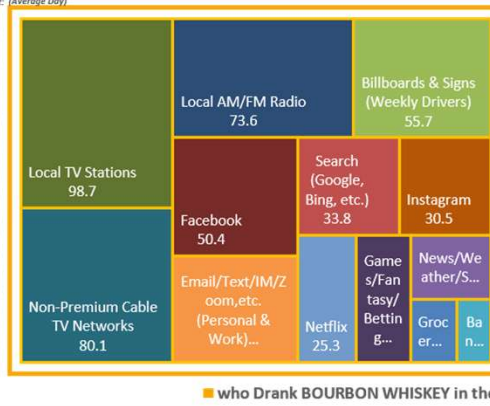
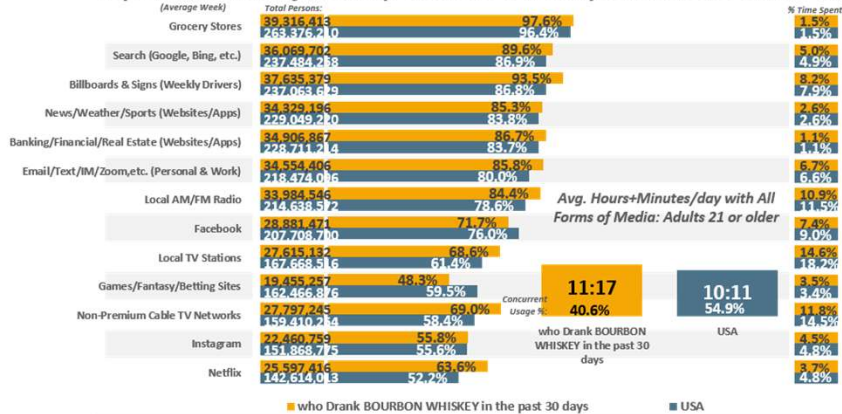
Liquor drank past 30 days: Blended or rye whiskey



Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

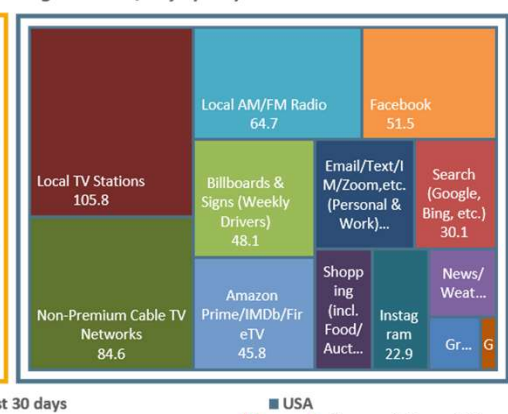
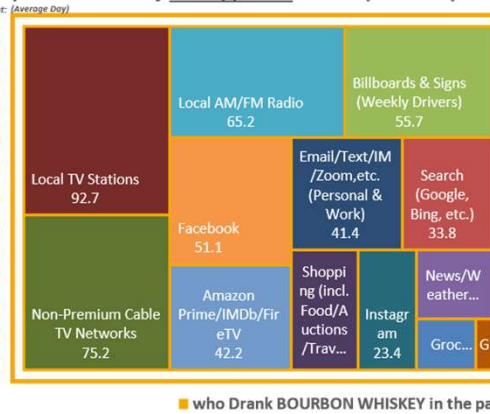
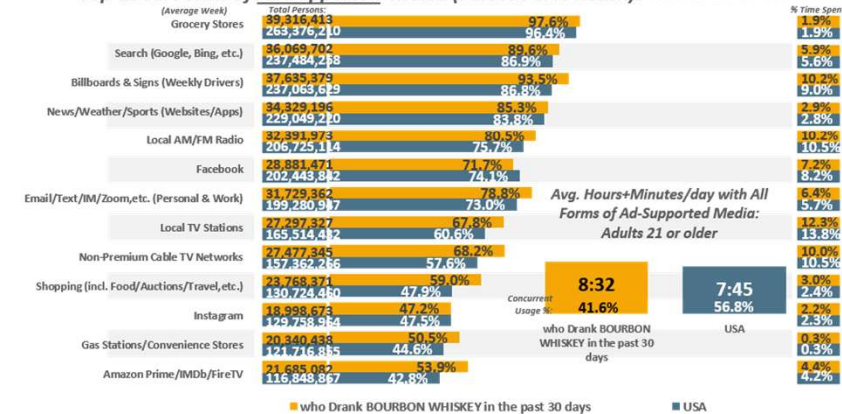
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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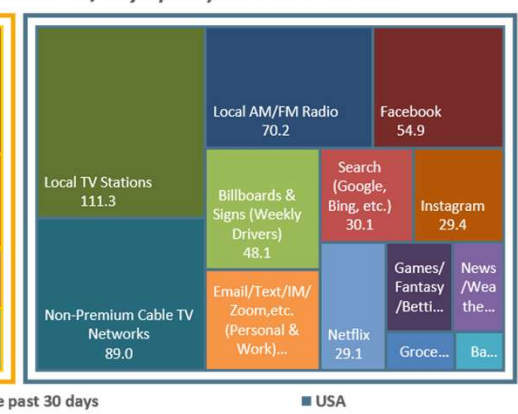
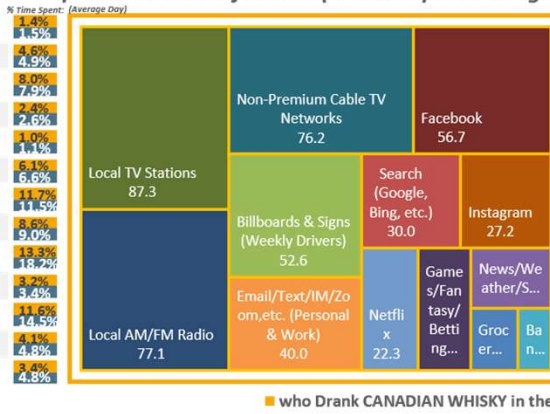
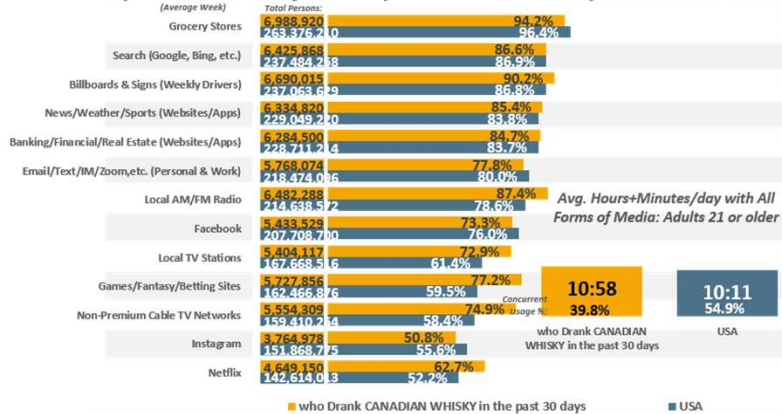
Liquor drank past 30 days: Bourbon whiskey



Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day.
(Local Radio delivers 10.4% of Time with Ad-Supported Media.)

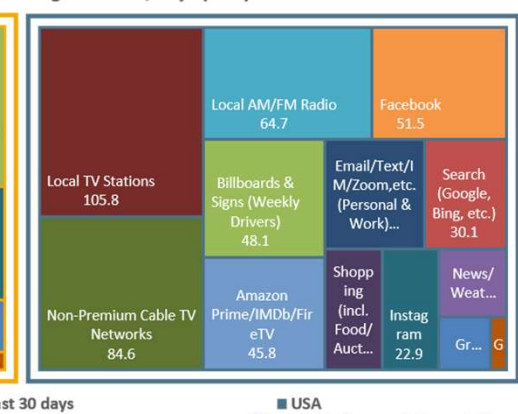
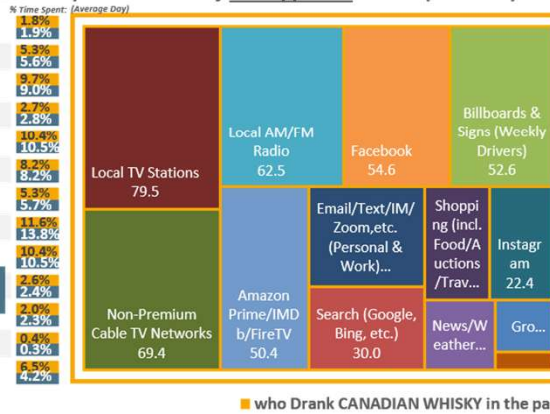
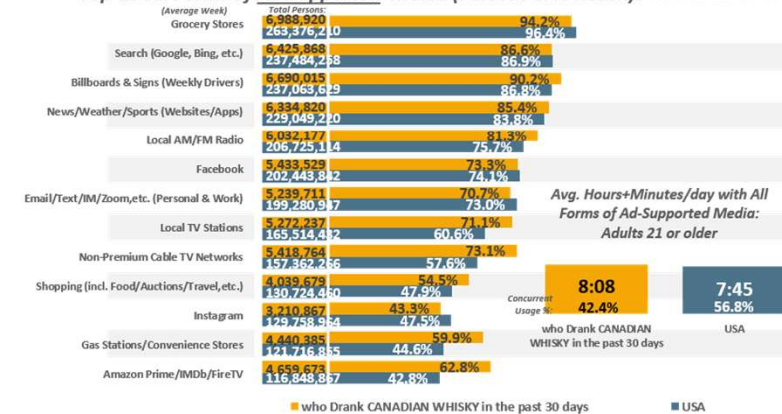
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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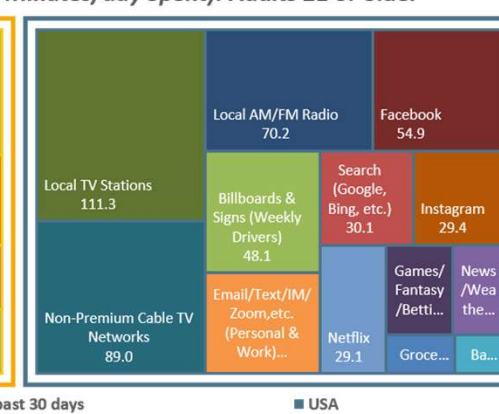
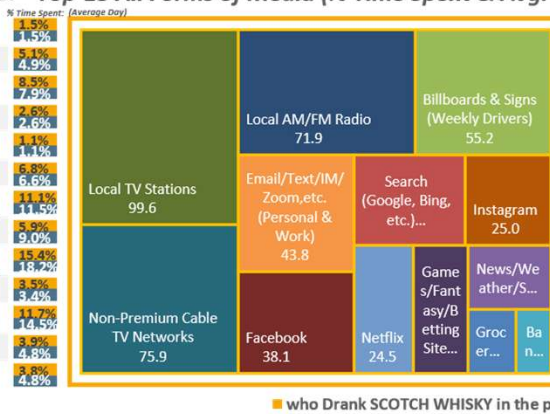
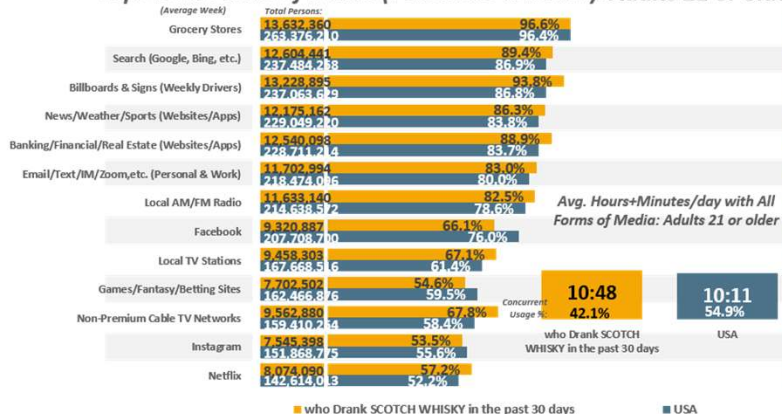
Liquor drank past 30 days: Canadian whisky



Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

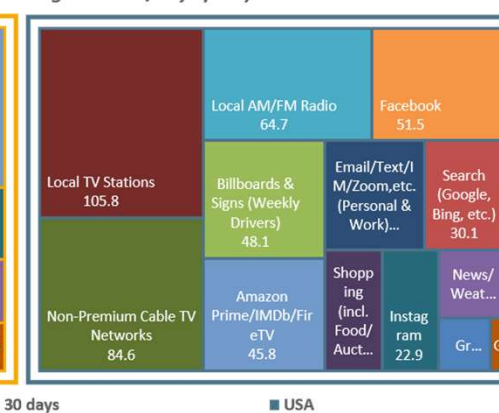
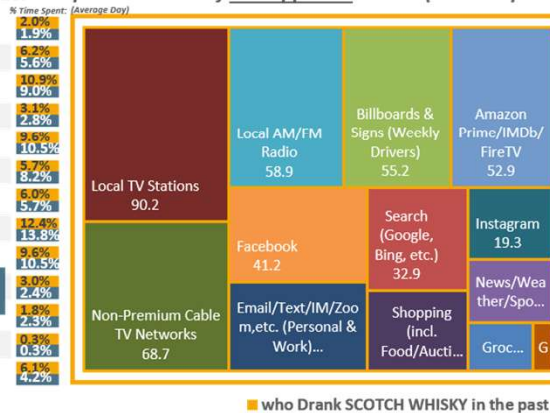
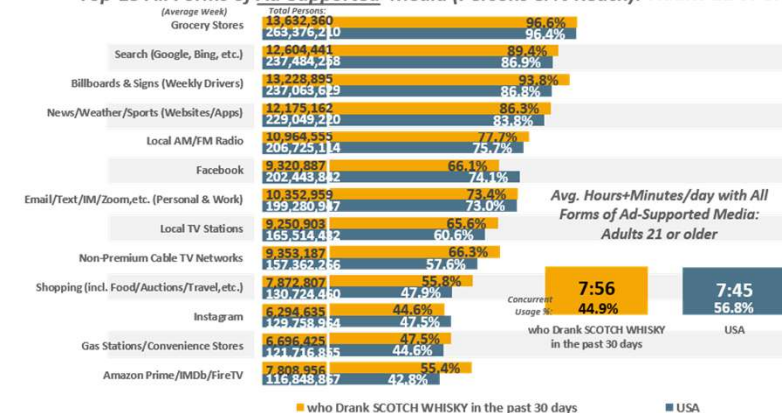
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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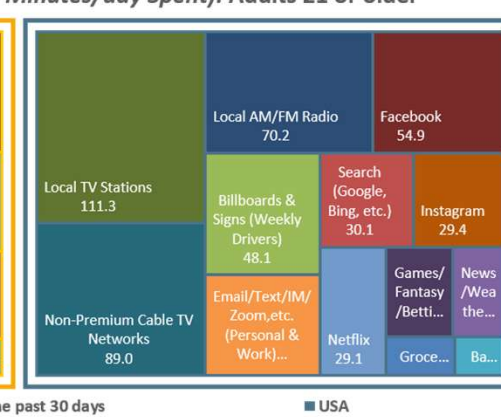
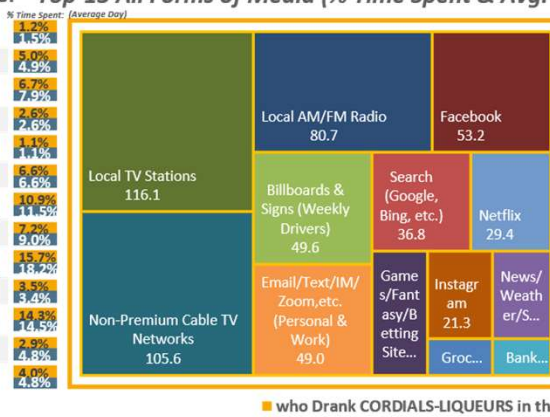
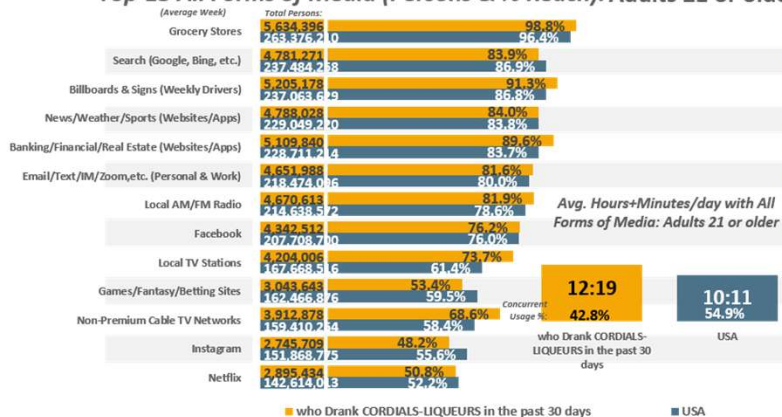
Liquor drank past 30 days: Scotch whisky



Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

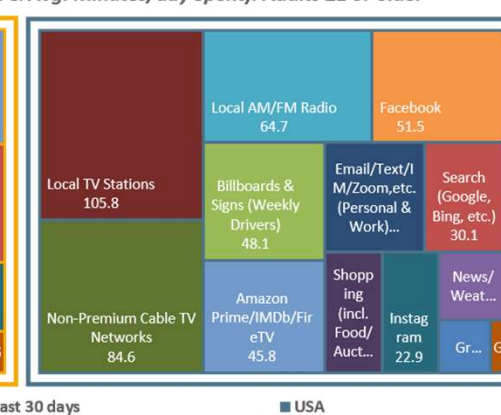
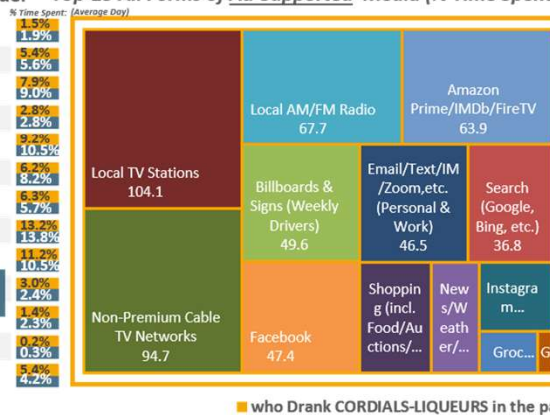
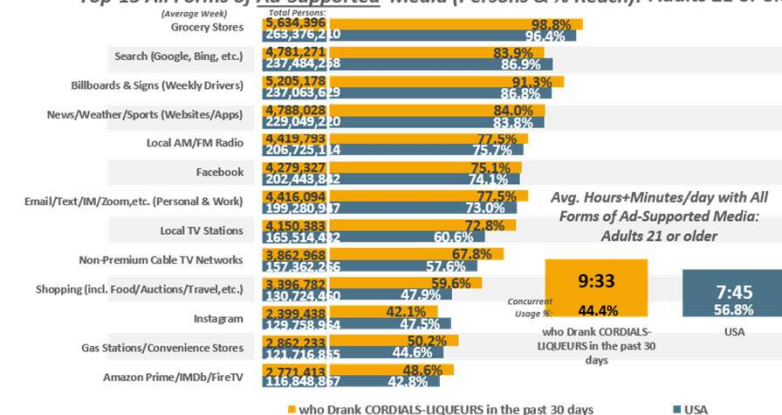
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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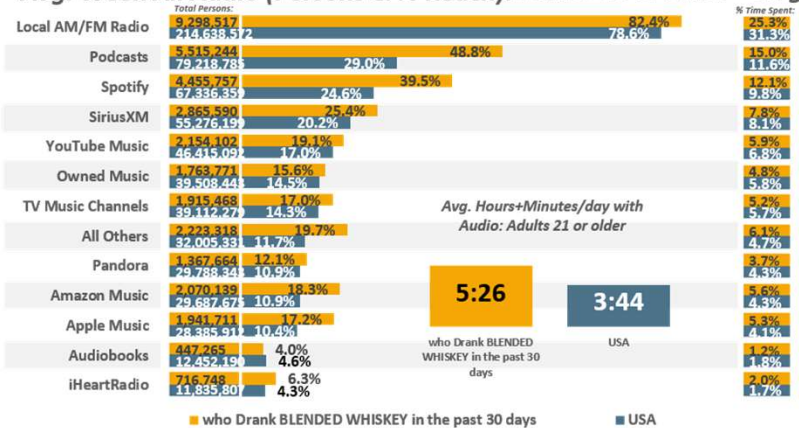
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Cordial - liqueur

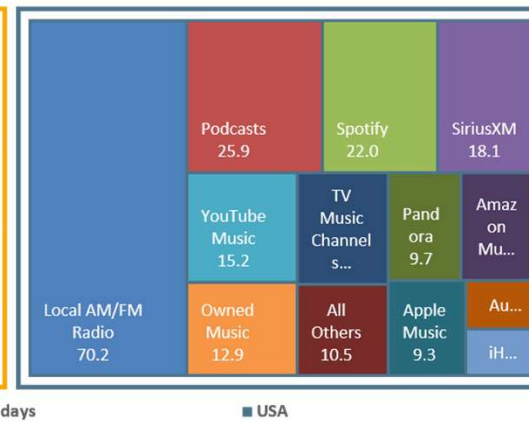
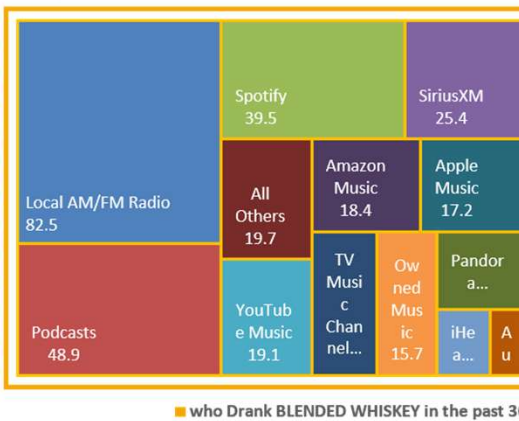


8,913,269 or 78.9% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

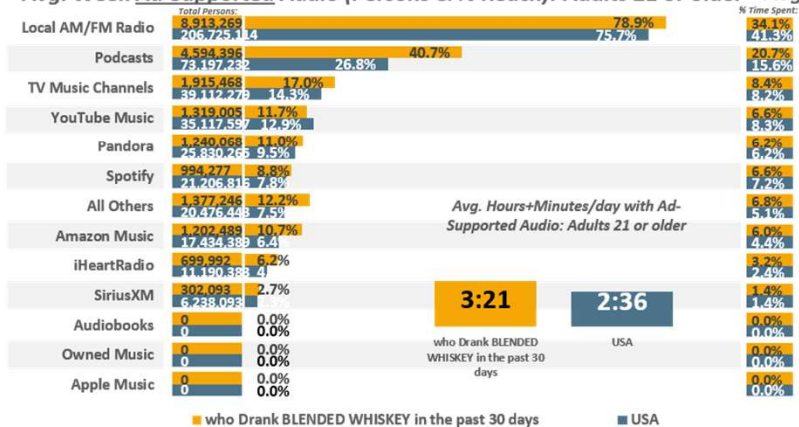
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



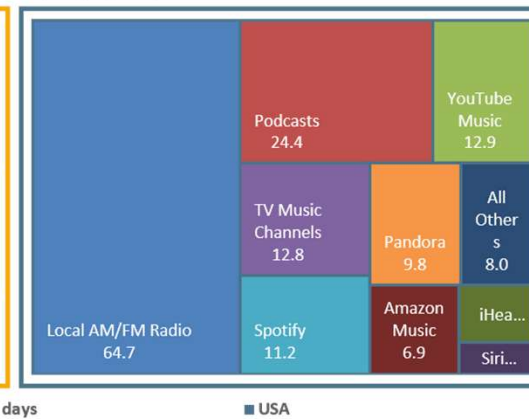
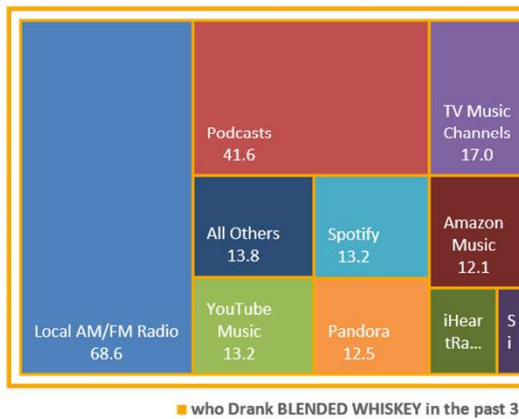
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 919
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

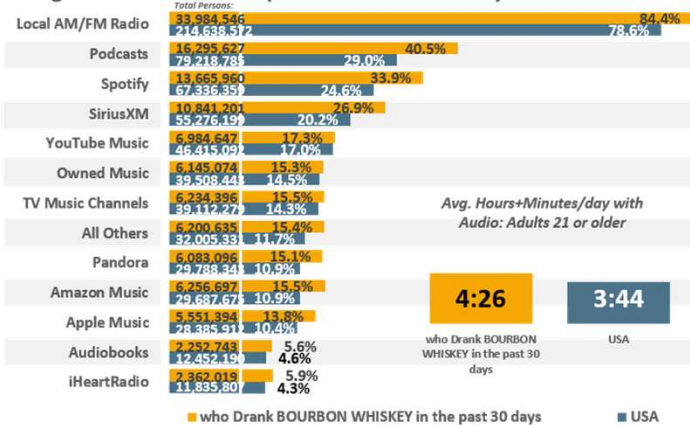
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Blended or rye whiskey

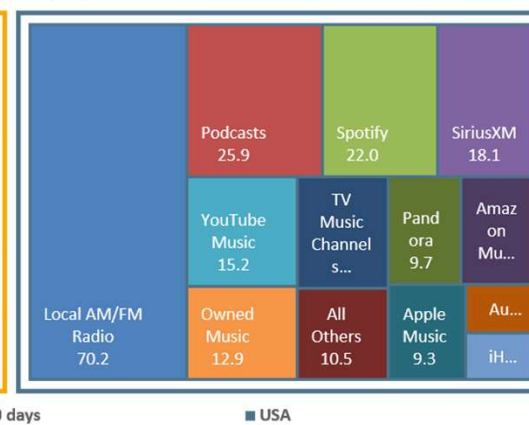
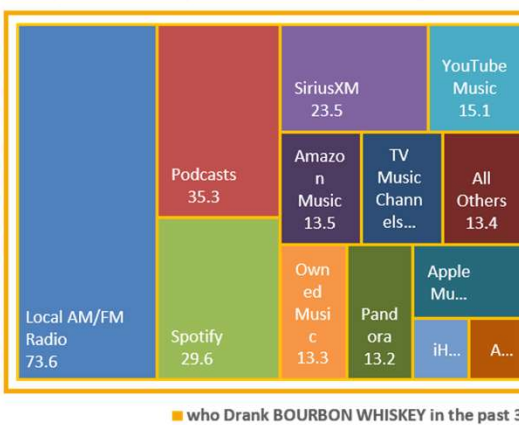


32,391,973 or 80.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

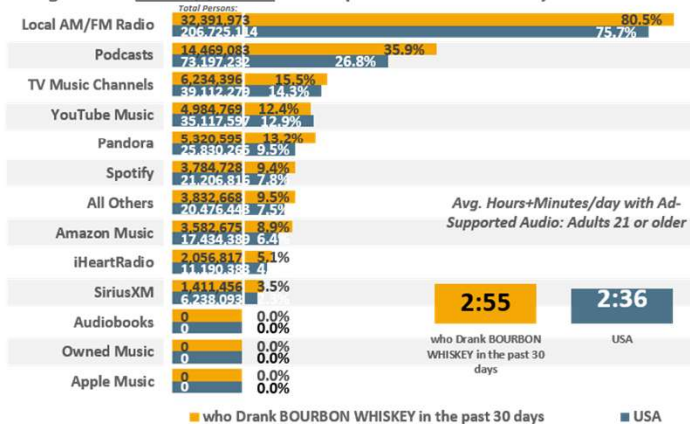
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



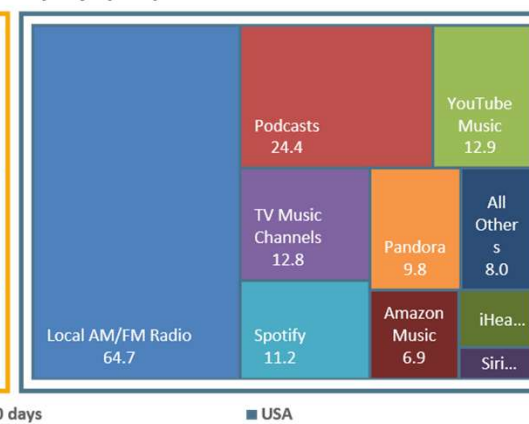
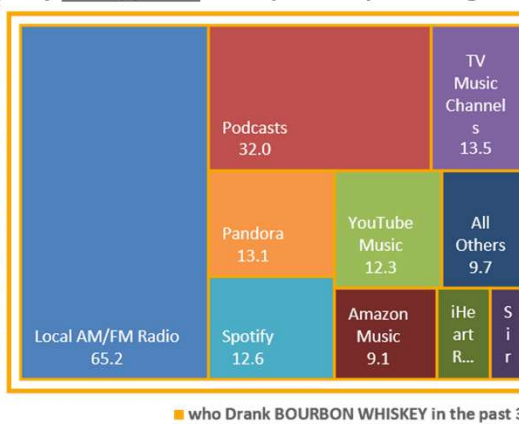
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

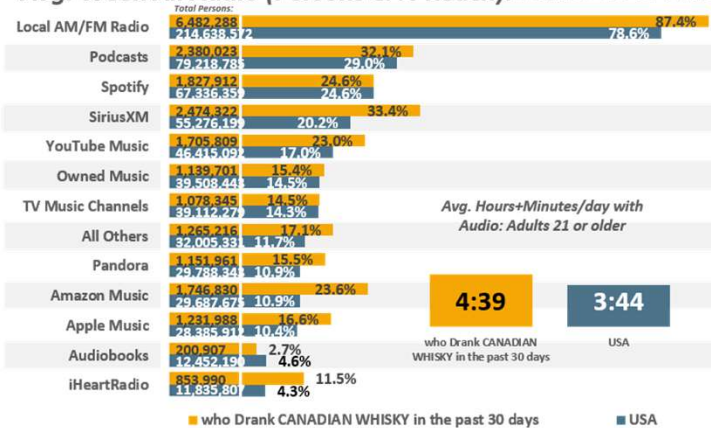
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Bourbon whiskey

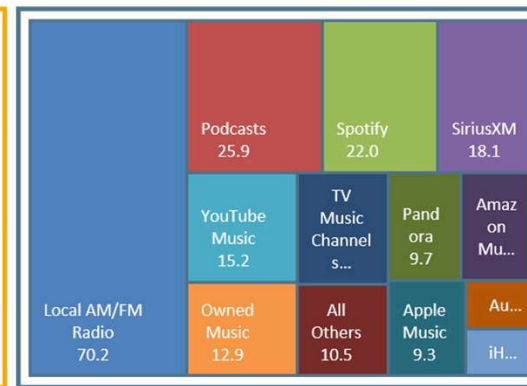
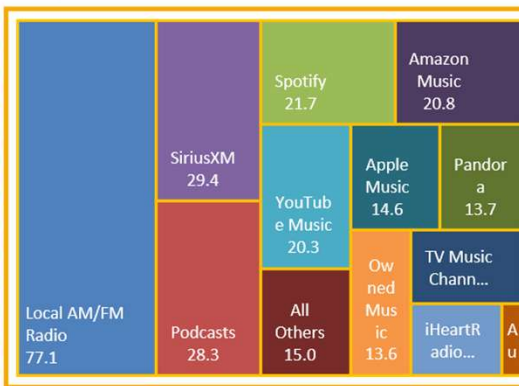


6,032,177 or 81.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

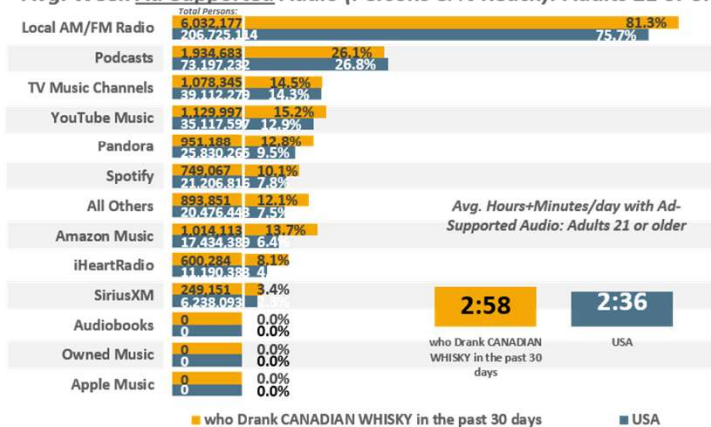
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



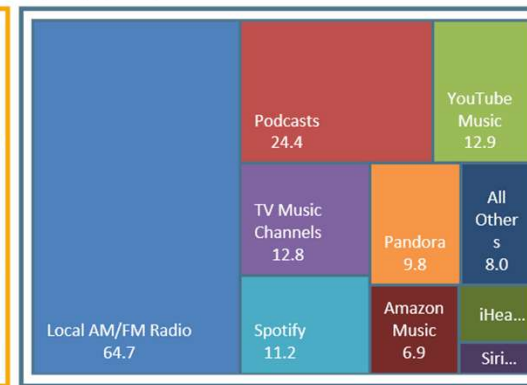
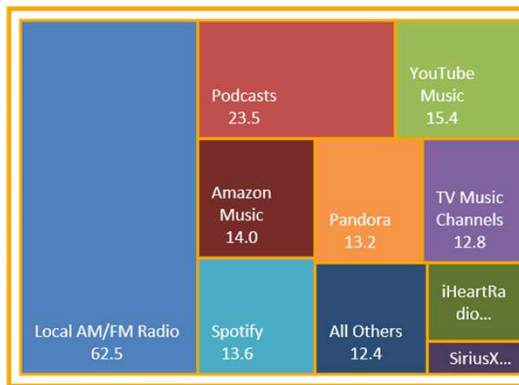
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

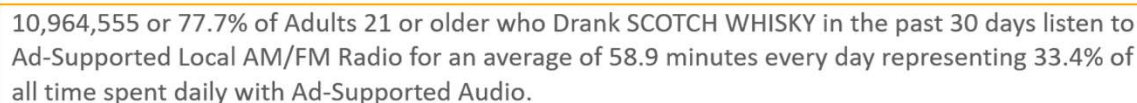


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 639
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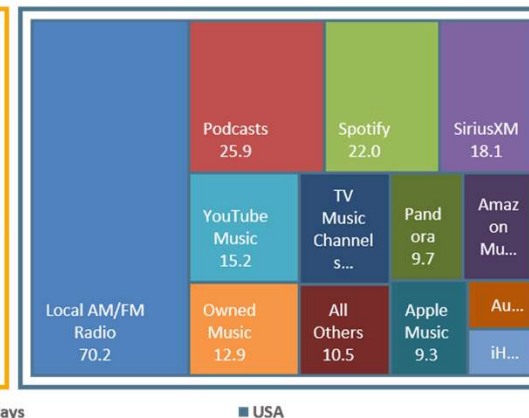
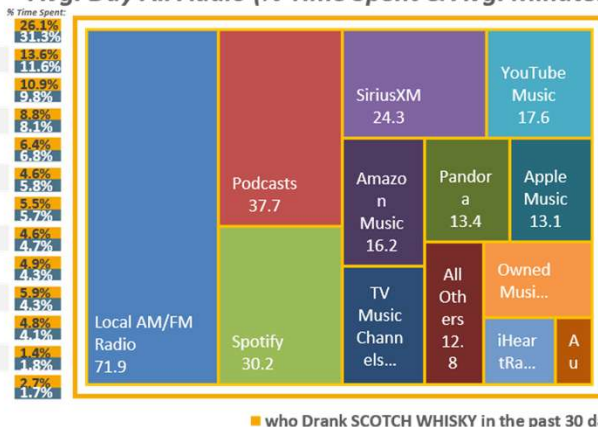
Scarborough R1 2026: Jan 25-Mar26 USA Projection

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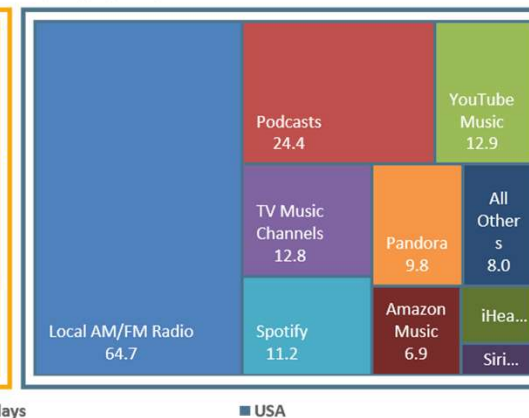
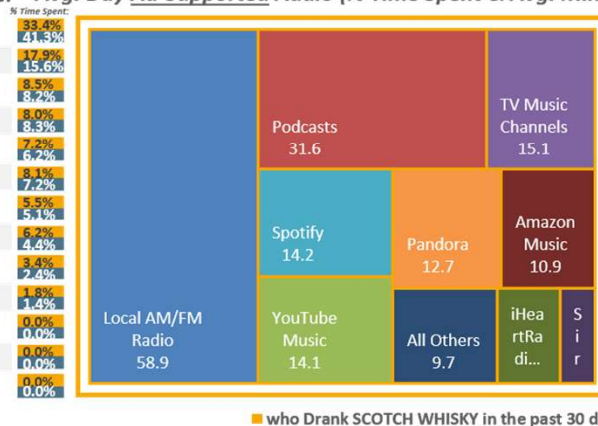
Liquor drank past 30 days: Canadian whisky



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



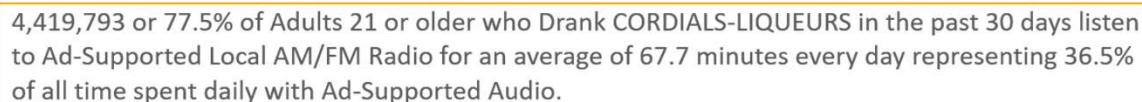
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



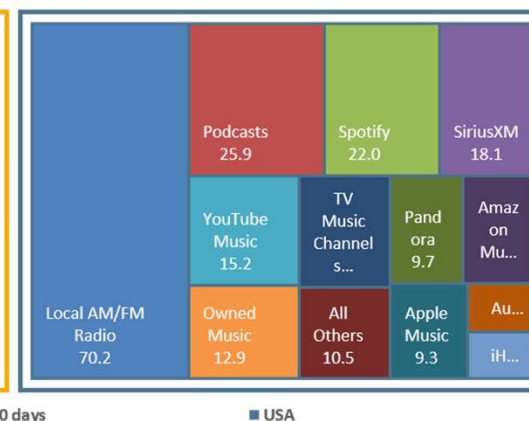
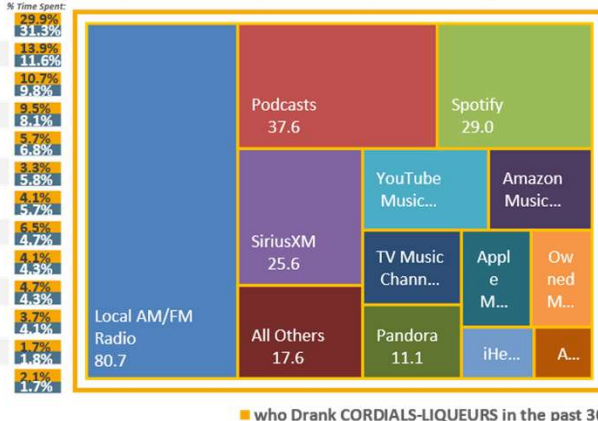
USA Projection

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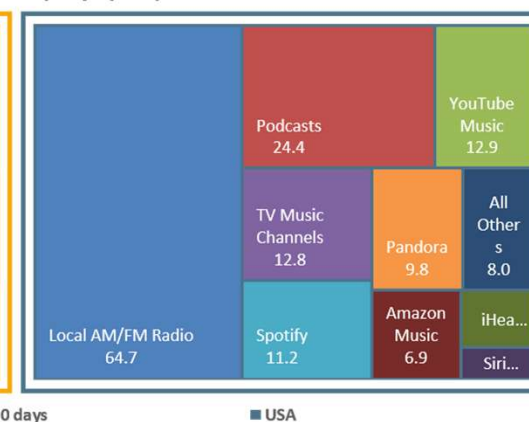
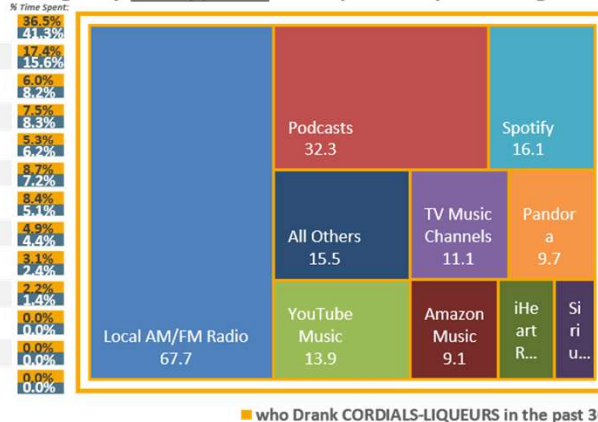
Liquor drunk past 30 days: Scotch whisky



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



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

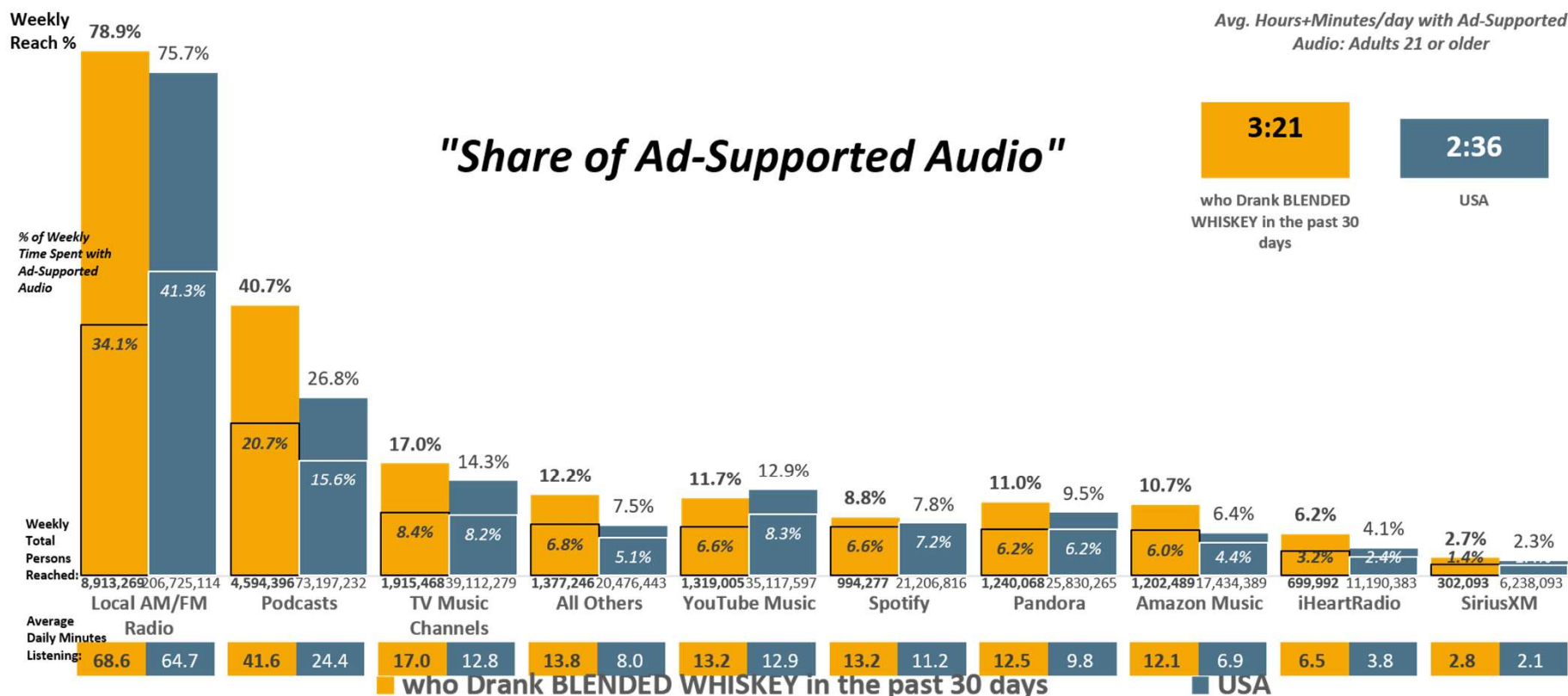


USA Projection

Liquor drunk past 30 days: Cordial - liqueur

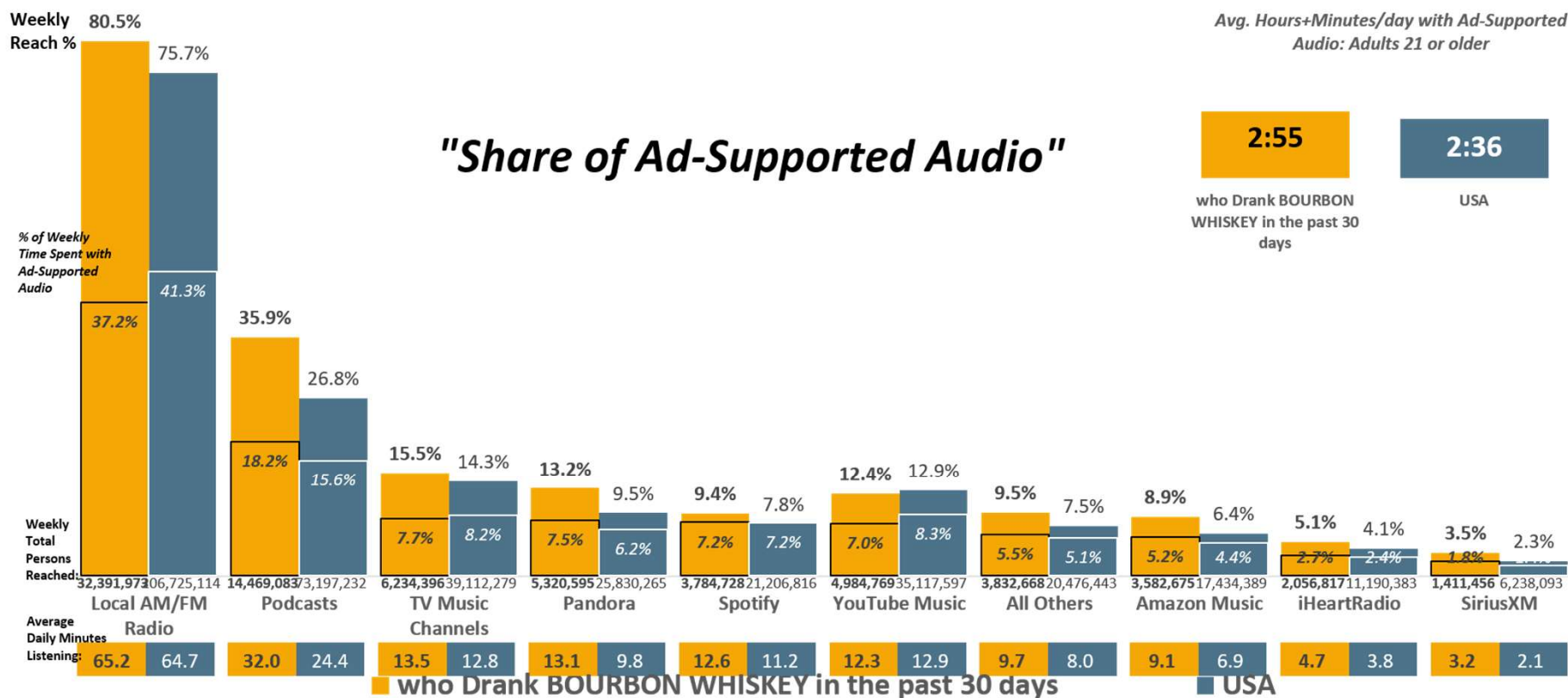


8,913,269 or 78.9% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.



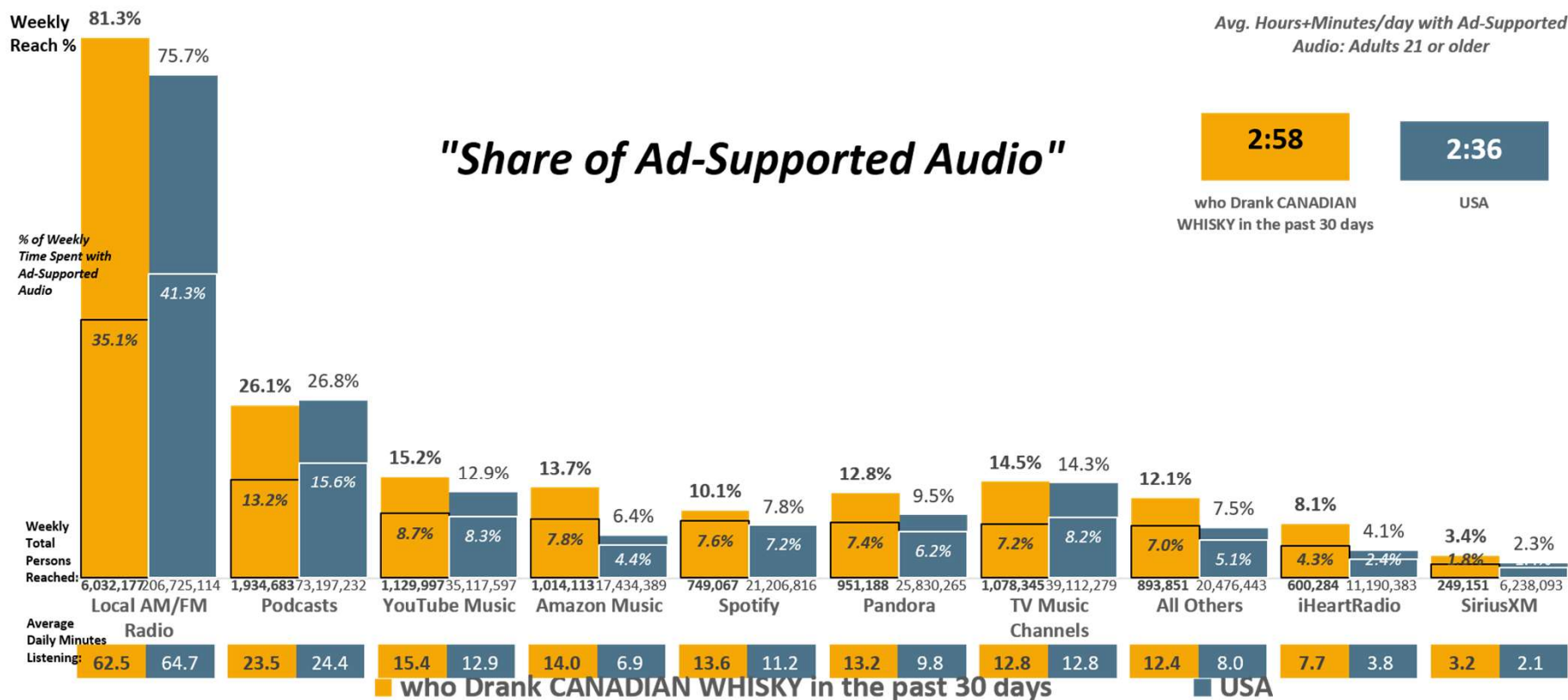


32,391,973 or 80.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



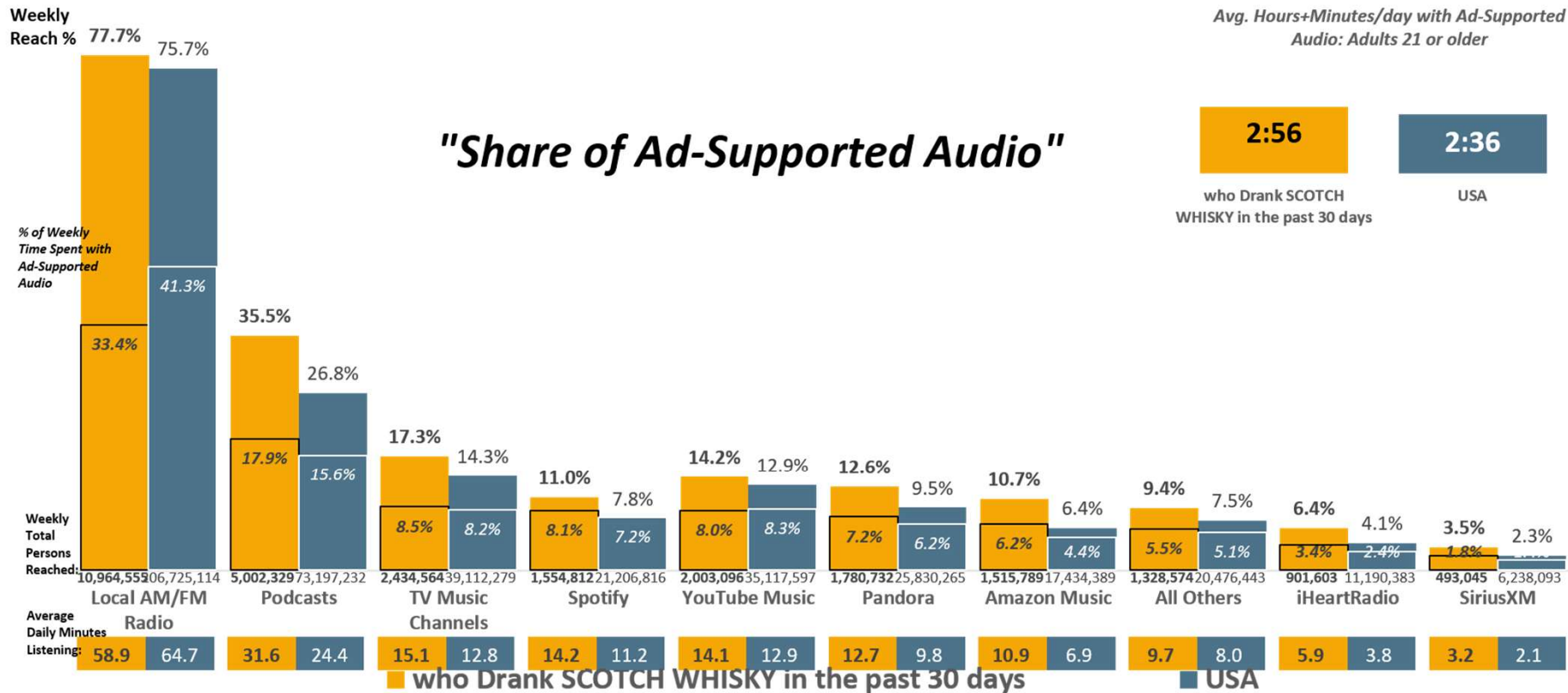


6,032,177 or 81.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.



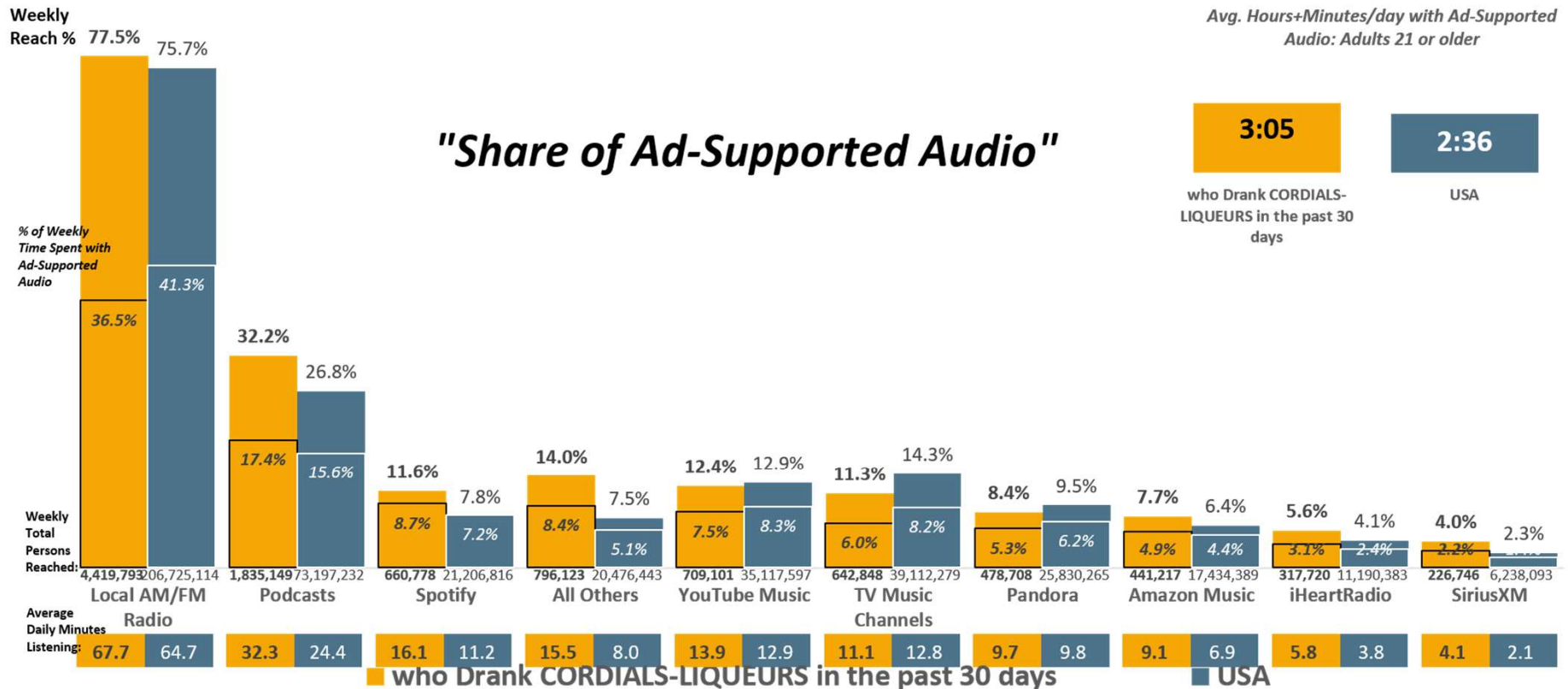


10,964,555 or 77.7% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.





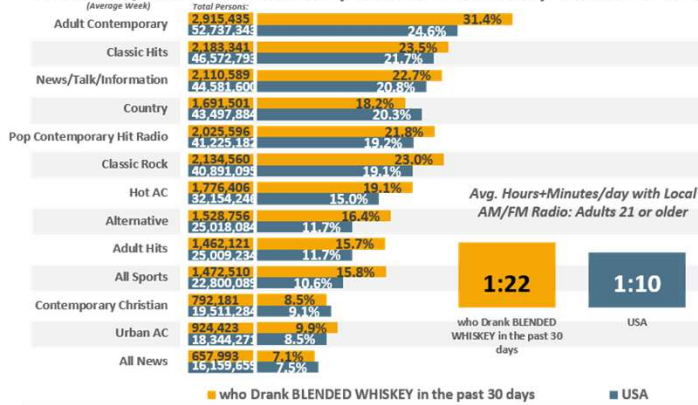
4,419,793 or 77.5% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



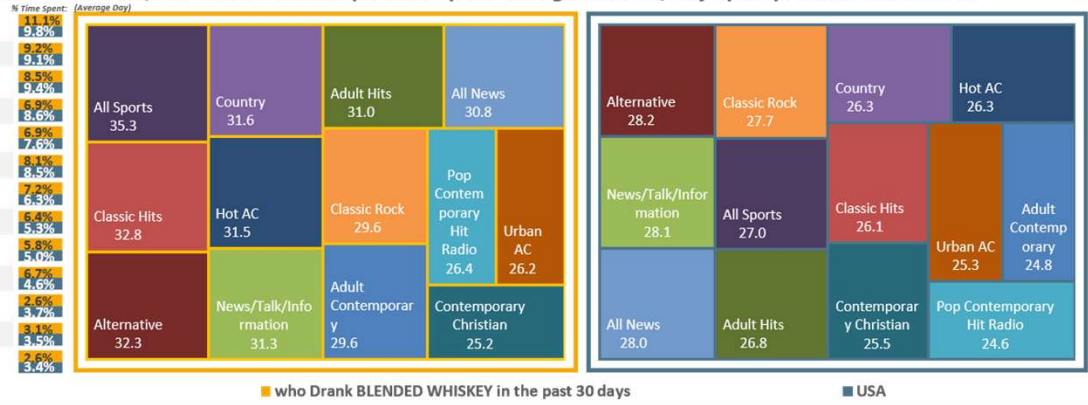


8,913,269 or 78.9% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

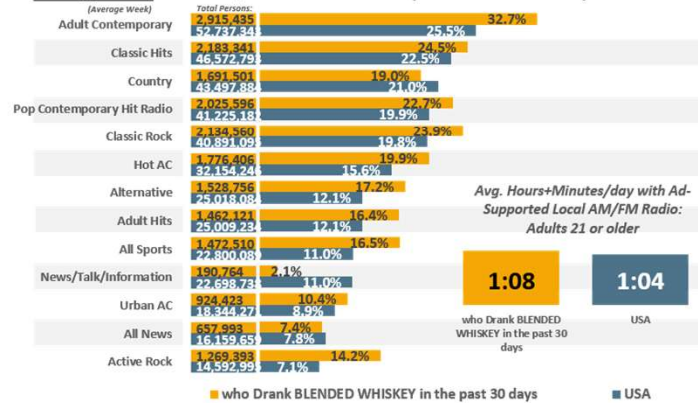
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



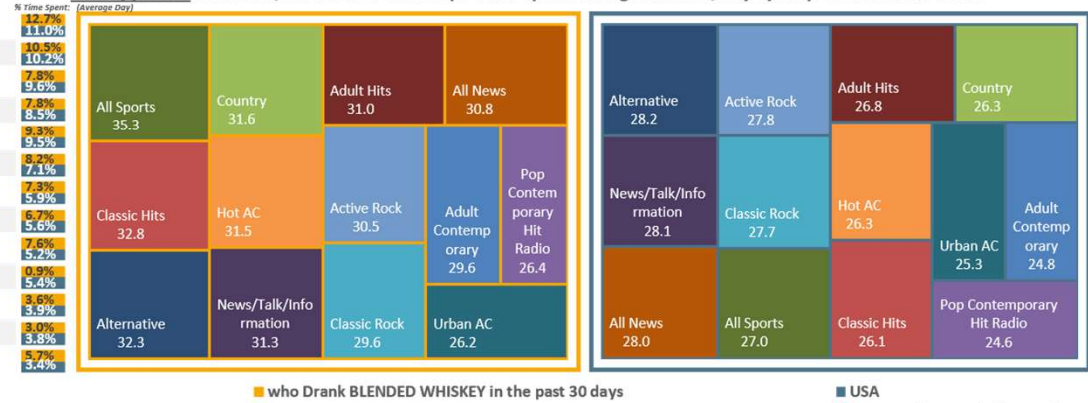
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



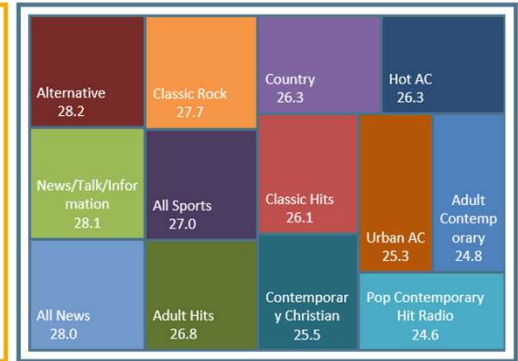
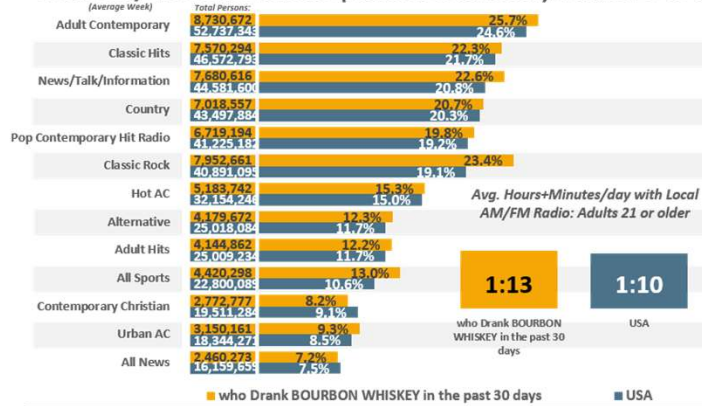
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



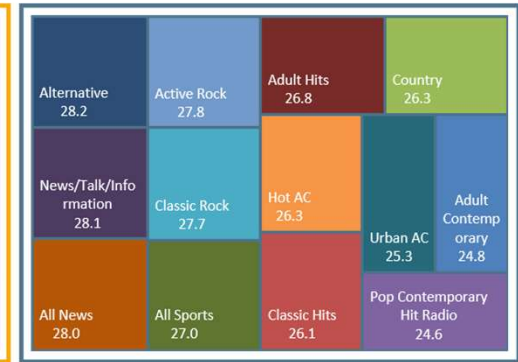
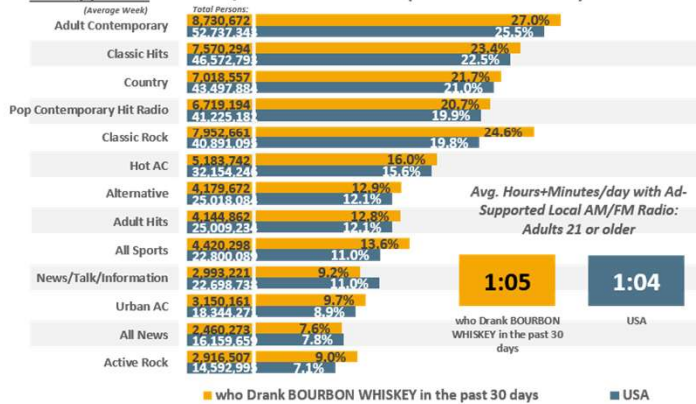


32,391,973 or 80.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Pop Contemporary Hit Radio.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

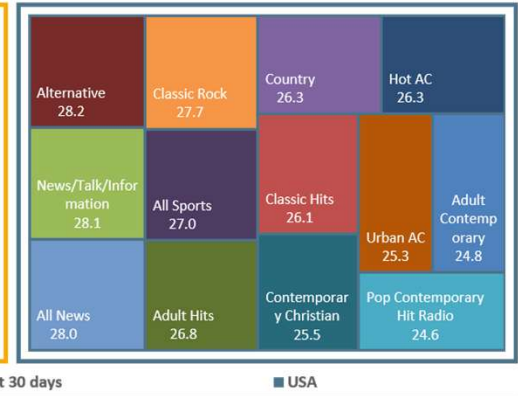
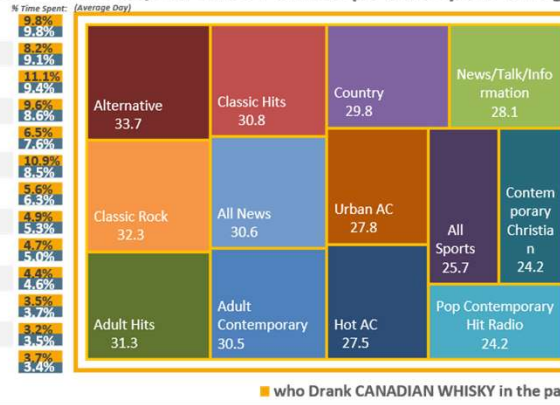
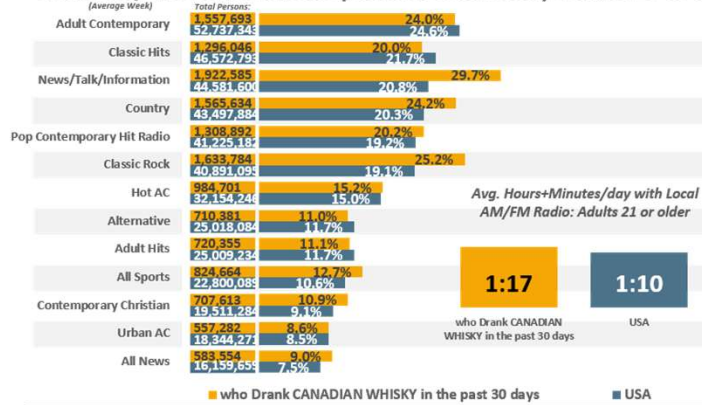
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Liquor drank past 30 days: Bourbon whiskey

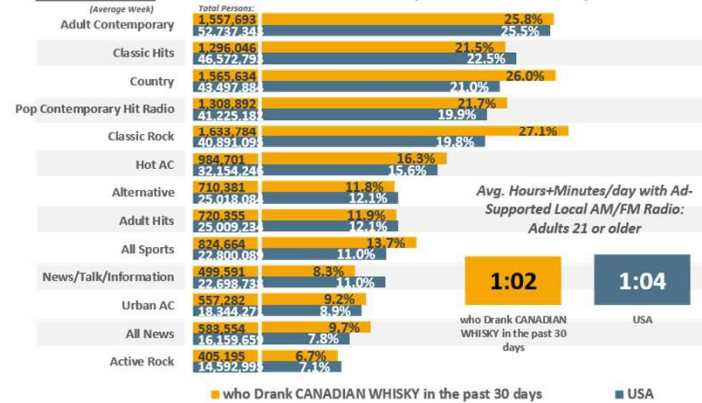


6,032,177 or 81.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Hits.

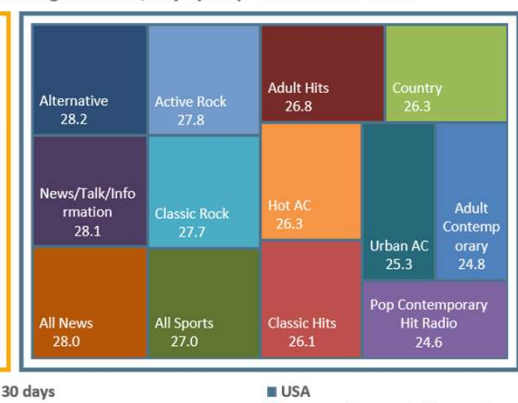
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 639
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

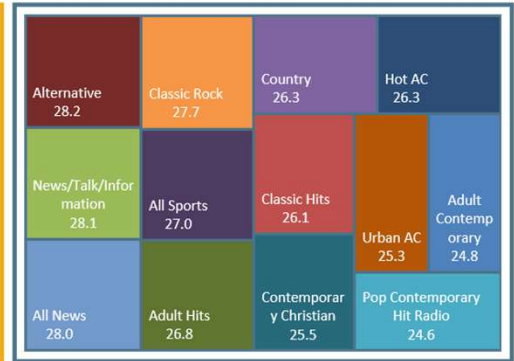
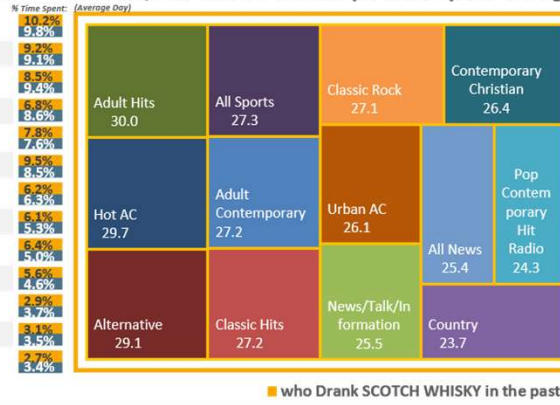
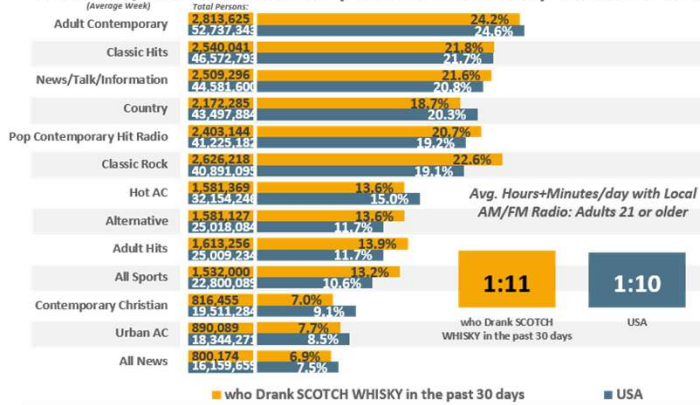
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Canadian whisky

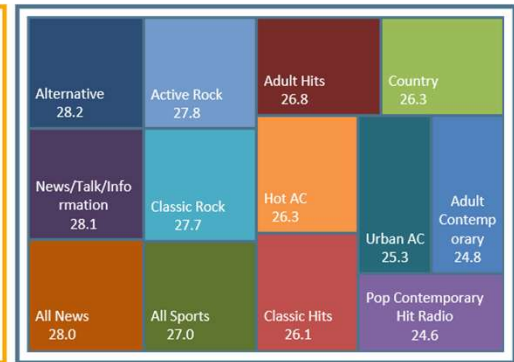
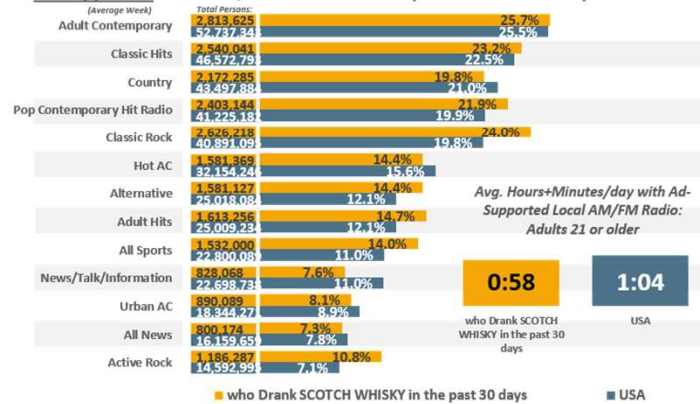


10,964,555 or 77.7% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,227
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

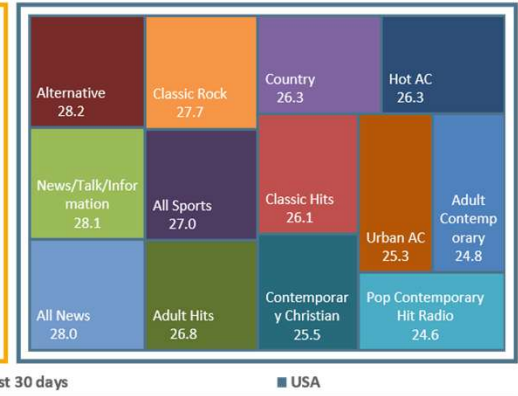
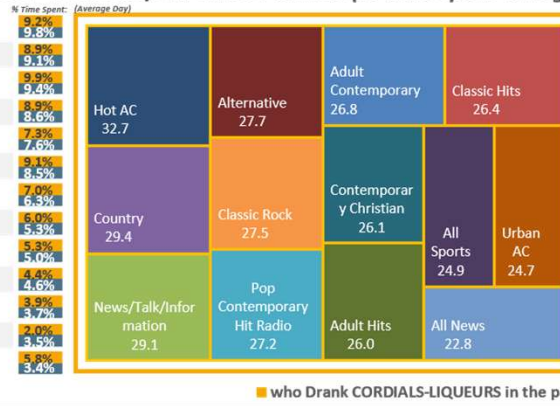
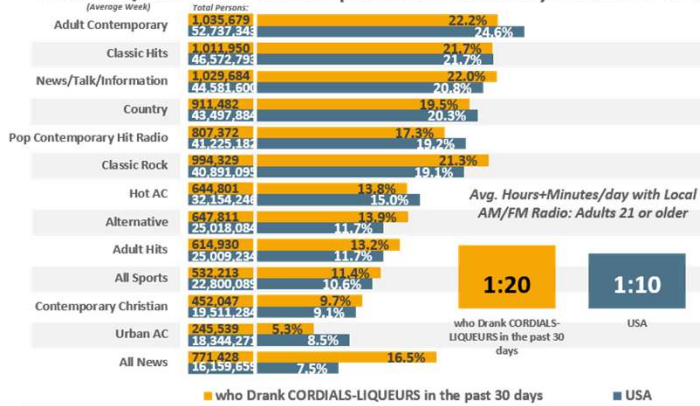
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Scotch whisky

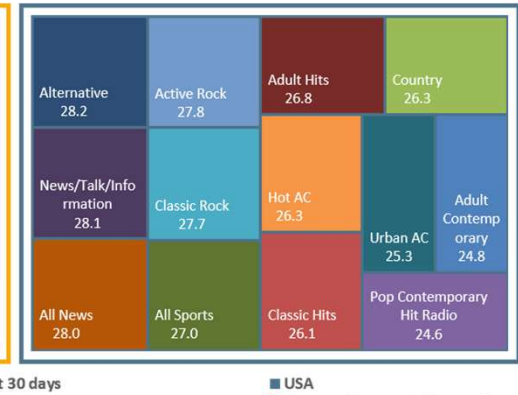
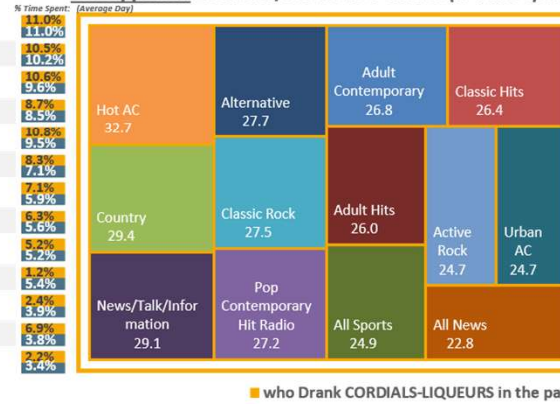
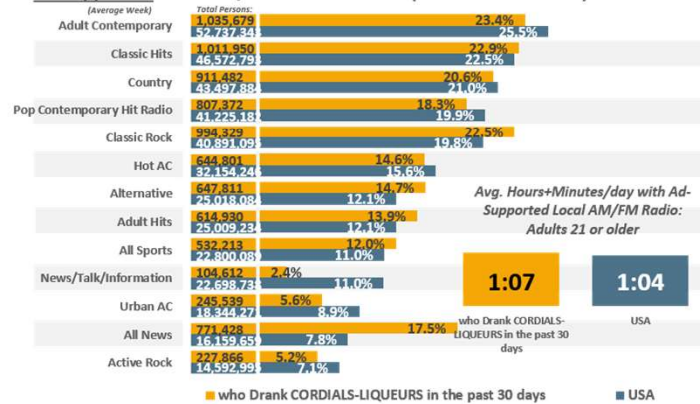


4,419,793 or 77.5% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

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**

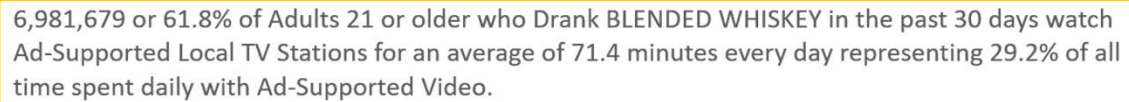


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 558
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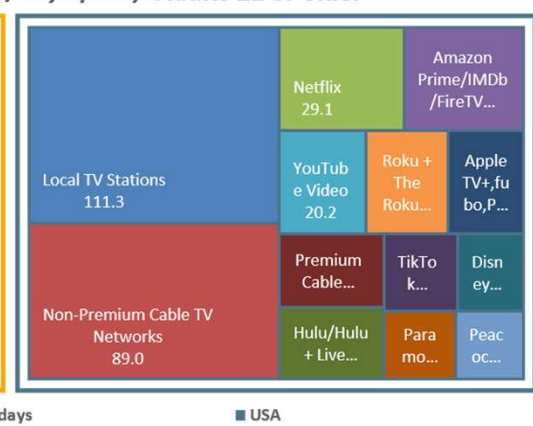
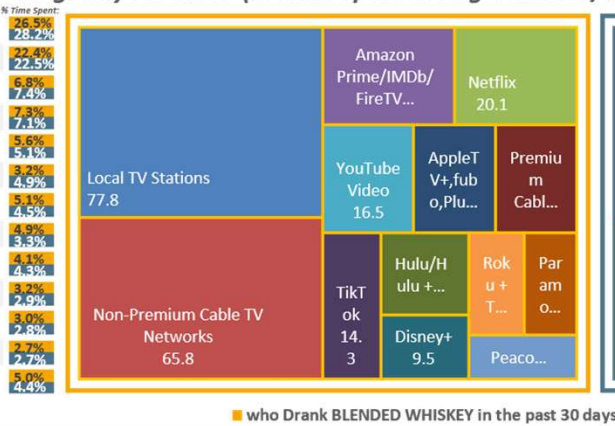
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

soefa.ai Share of Everything for Anything

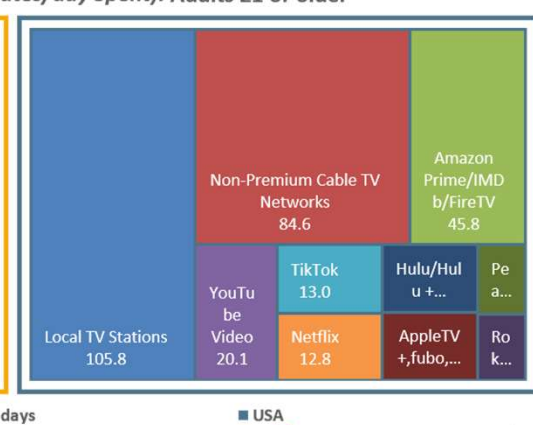
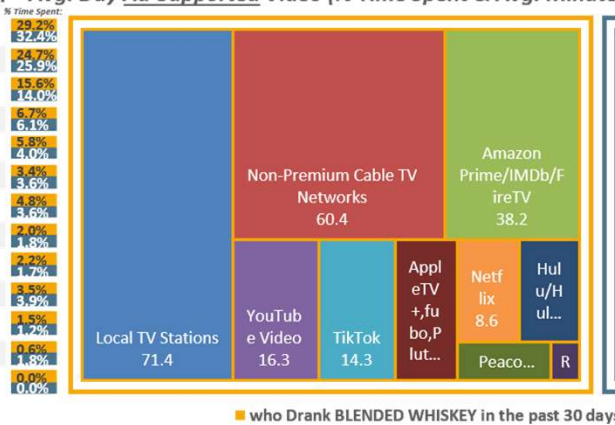
Liquor drank past 30 days: Cordial - liqueur



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



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



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

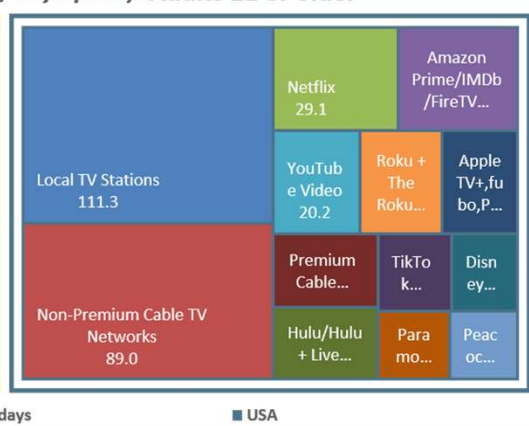
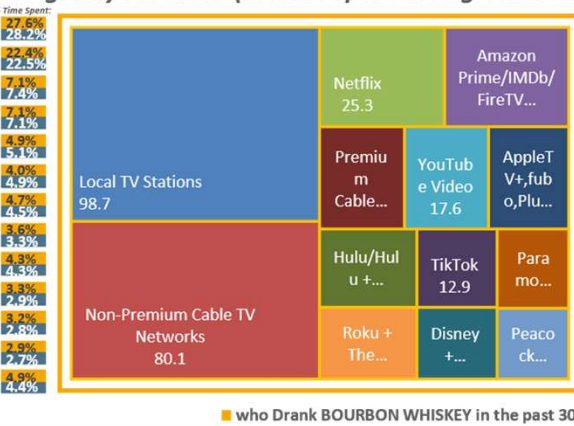
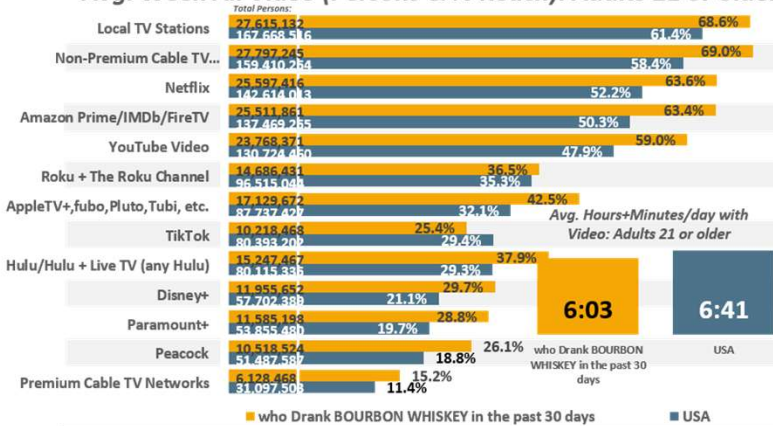
Liquor drank past 30 days: Blended or rye whiskey



27,297,327 or 67.8% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

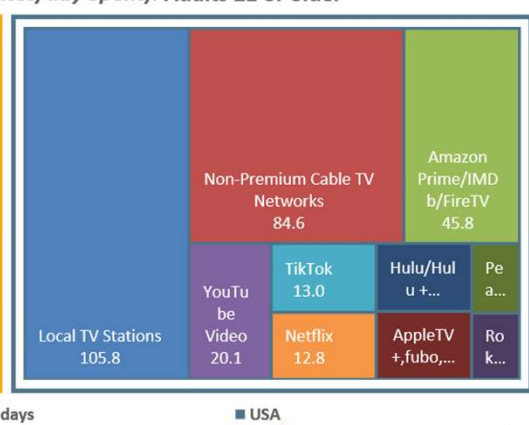
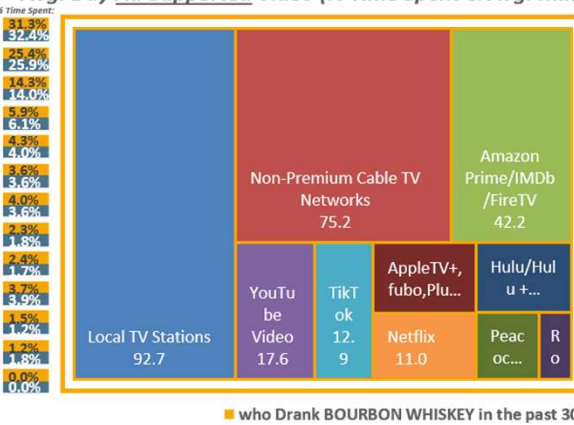
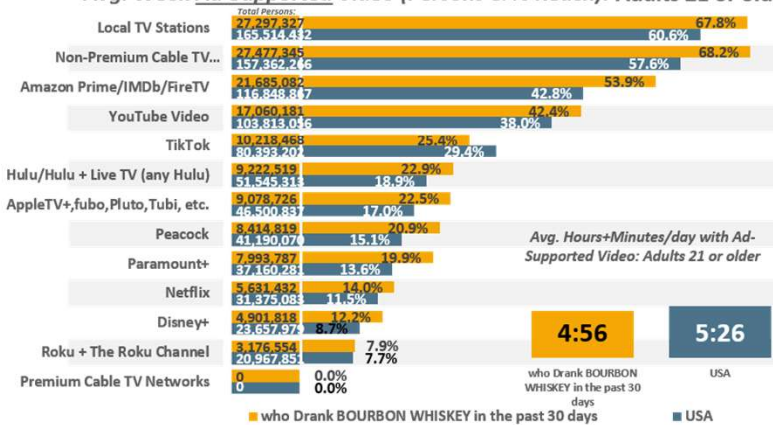
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

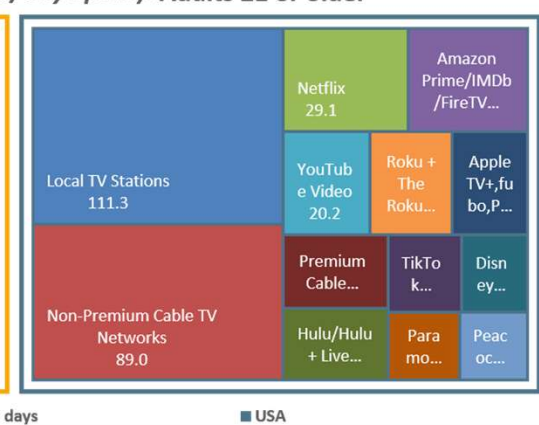
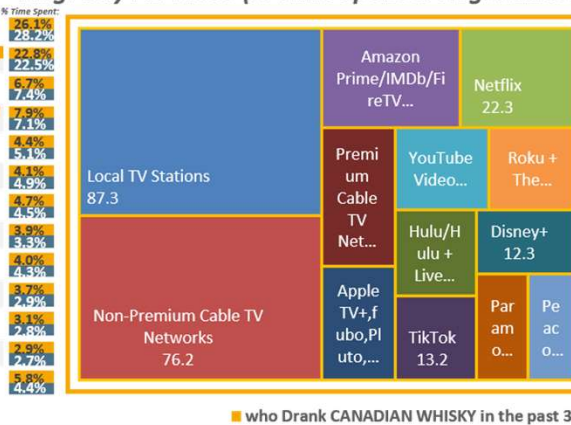
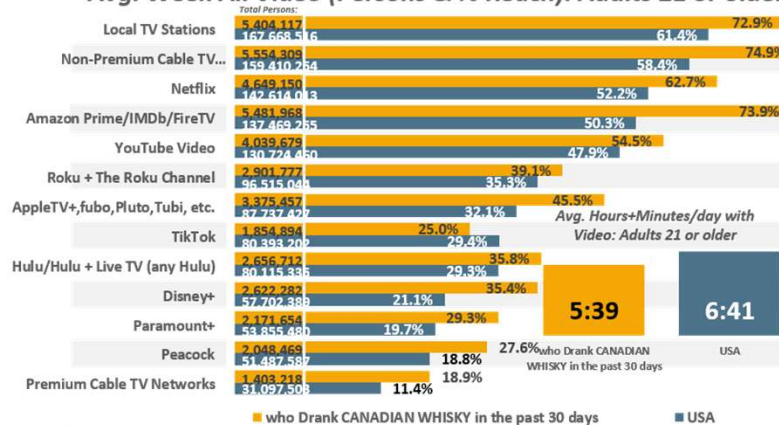




5,272,237 or 71.1% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

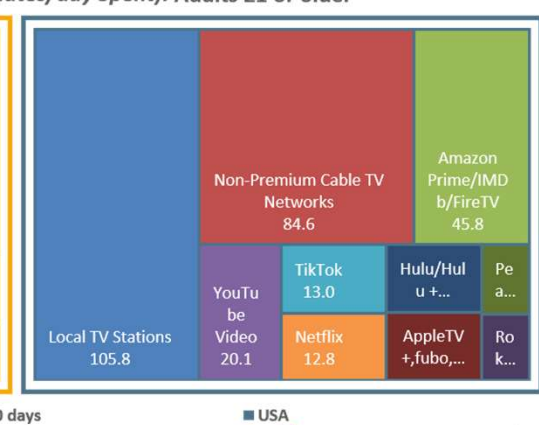
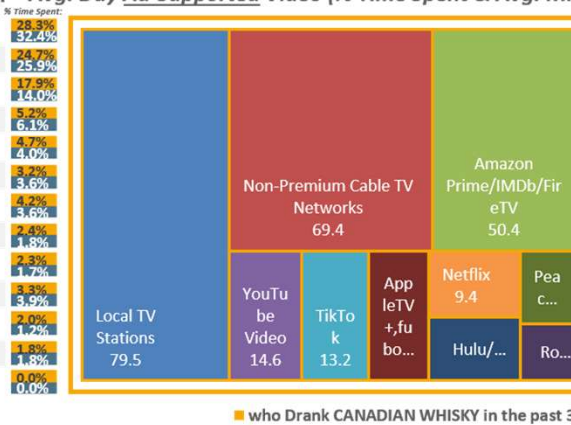
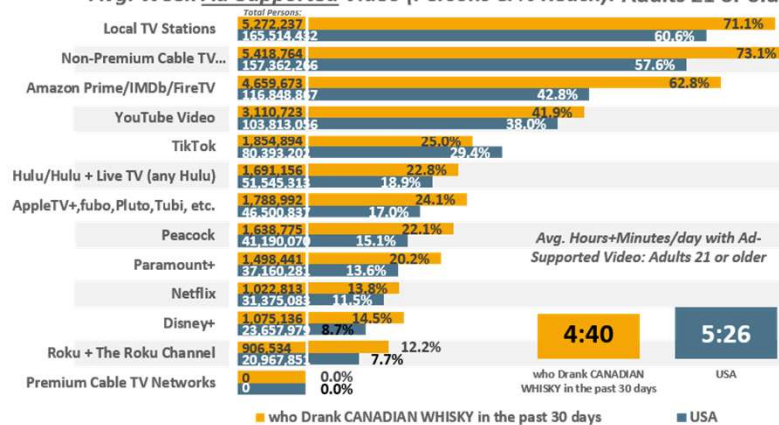
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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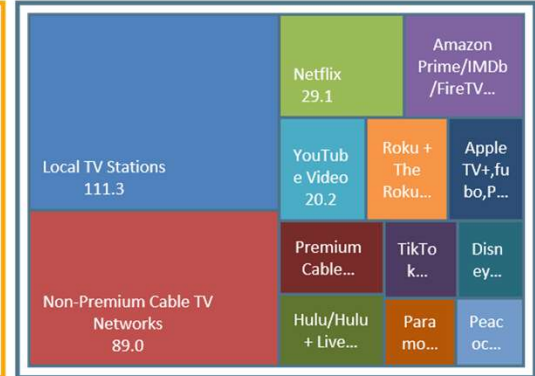
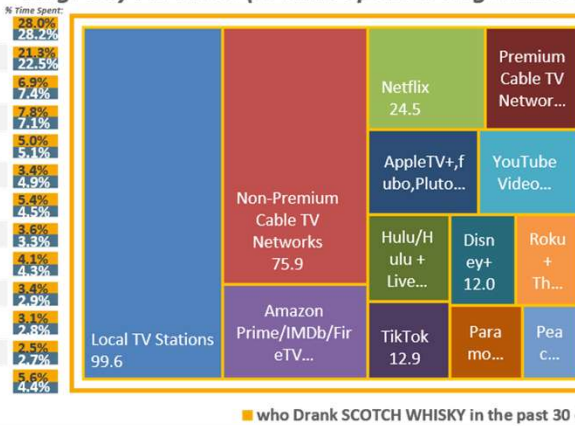
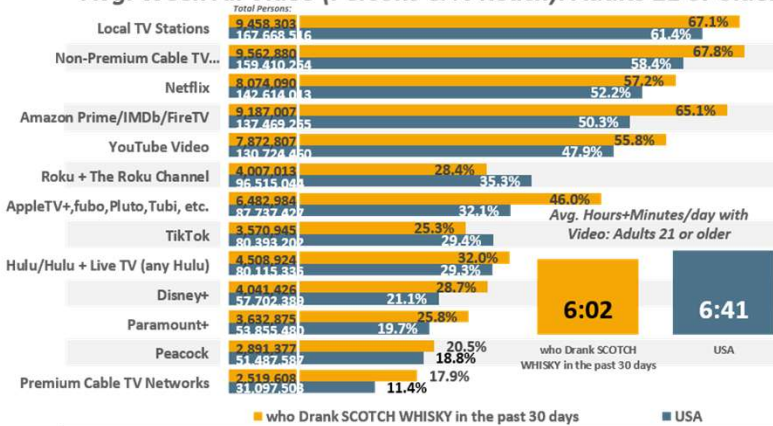
Liquor drank past 30 days: Canadian whisky



9,250,903 or 65.6% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

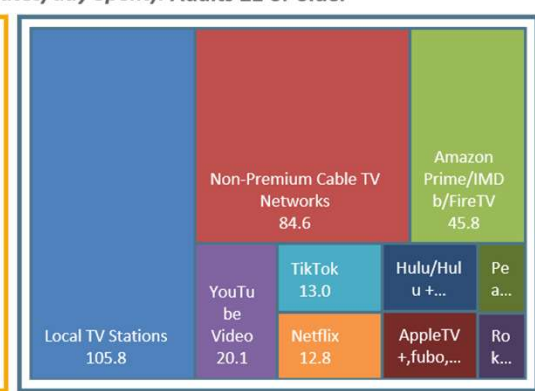
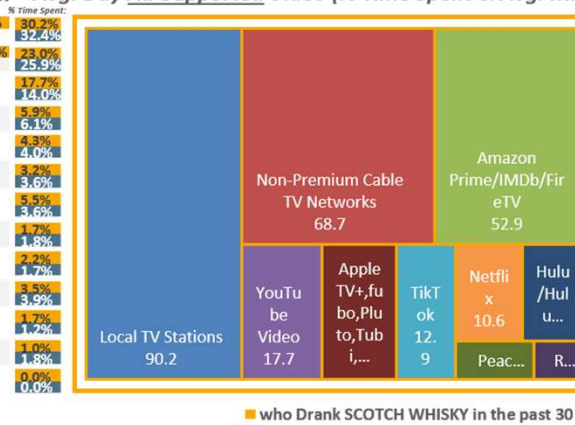
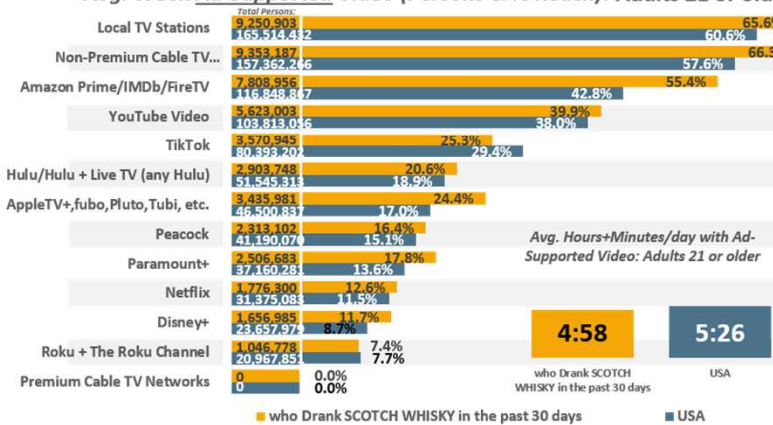
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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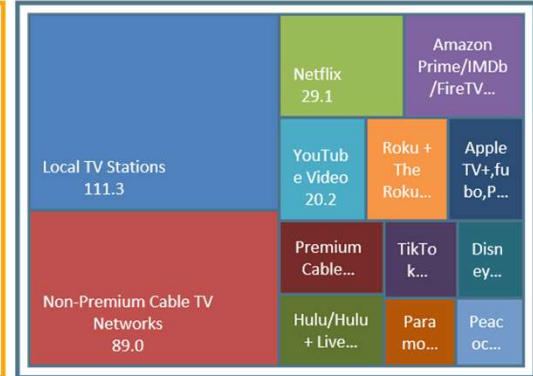
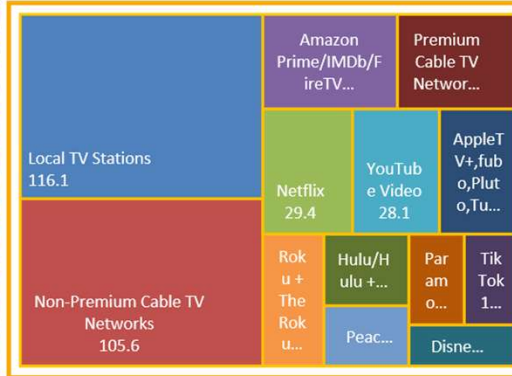
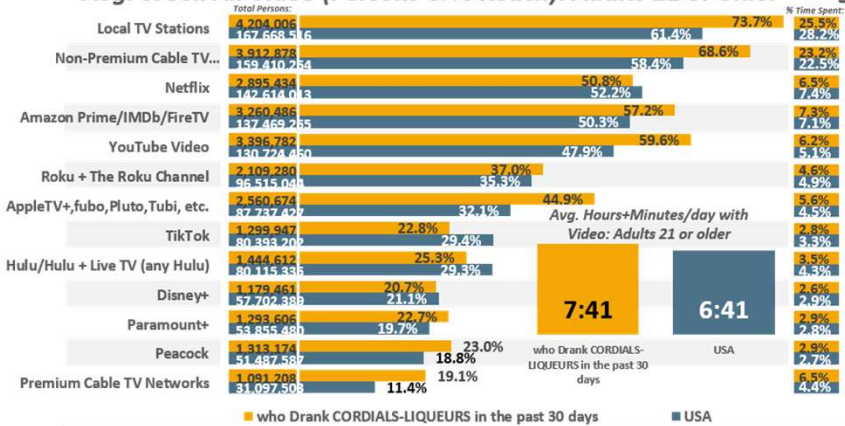
Liquor drank past 30 days: Scotch whisky



4,150,383 or 72.8% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

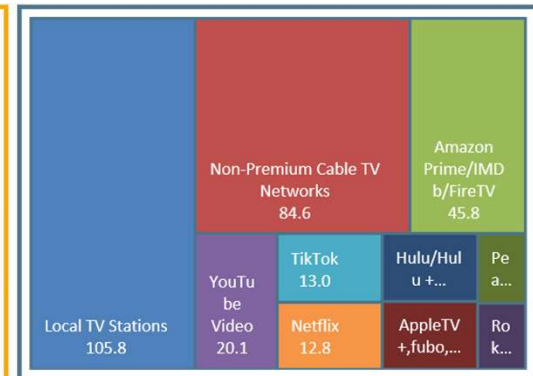
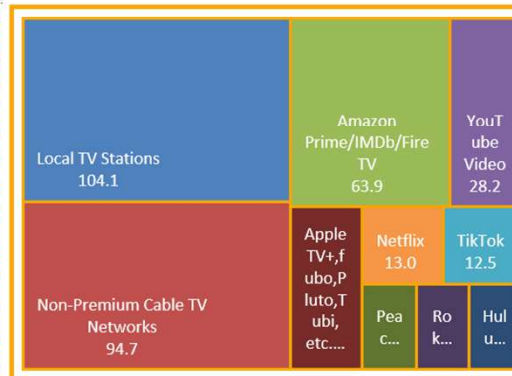
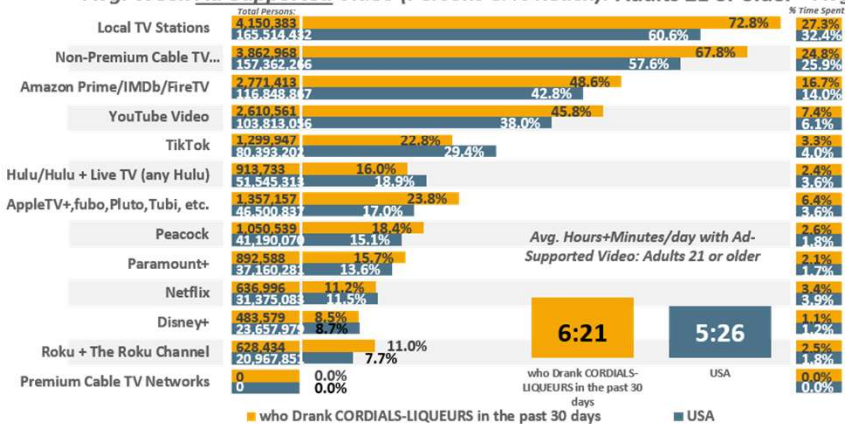
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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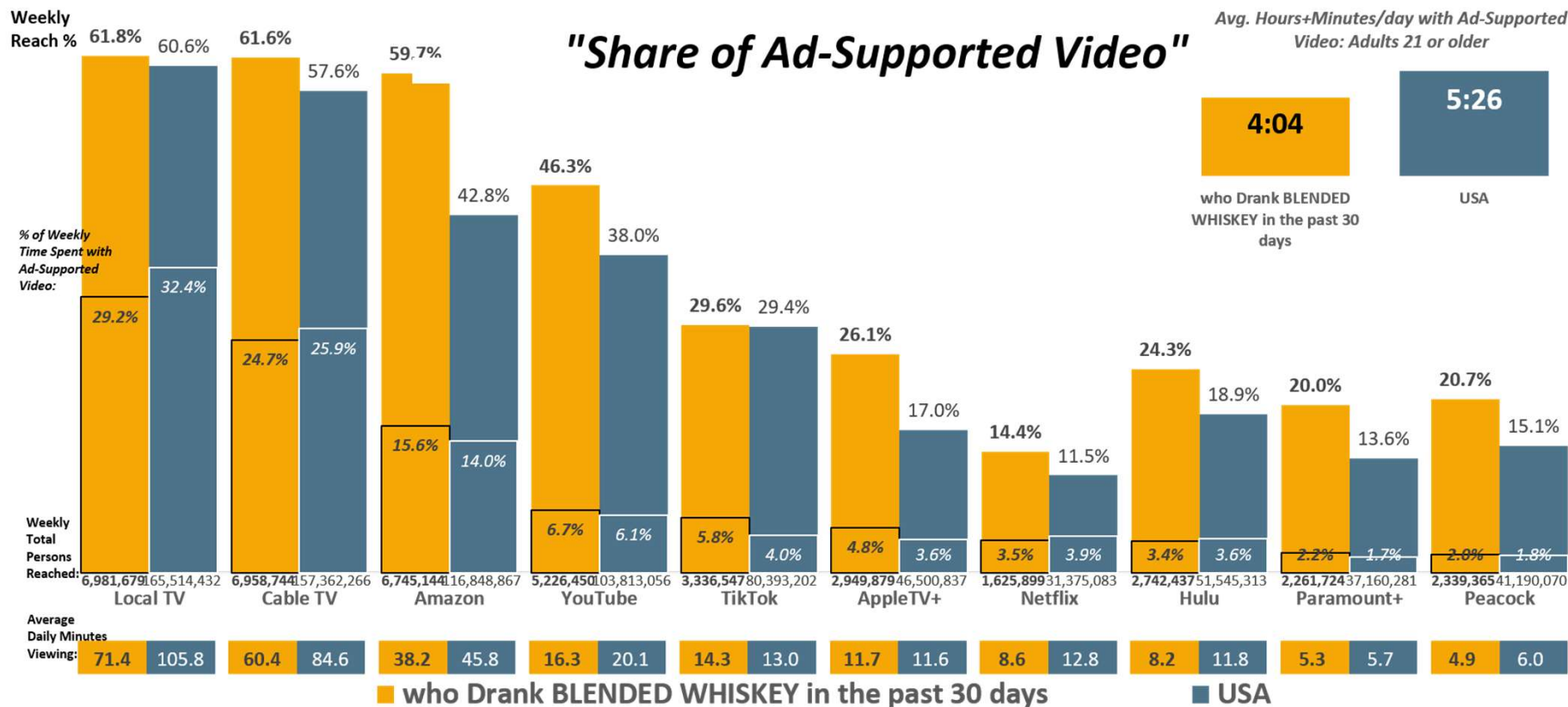
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Cordial - liqueur



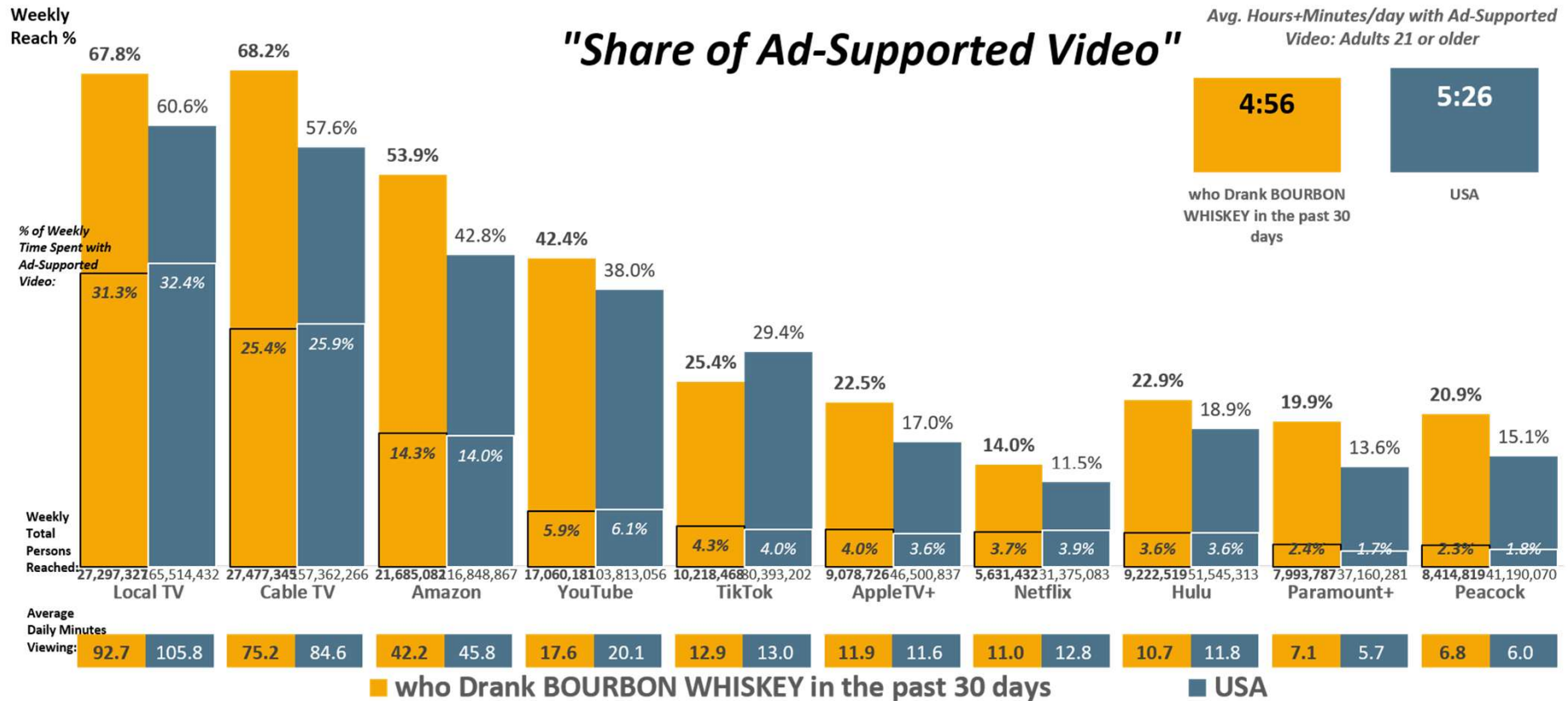
6,981,679 or 61.8% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.





27,297,327 or 67.8% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

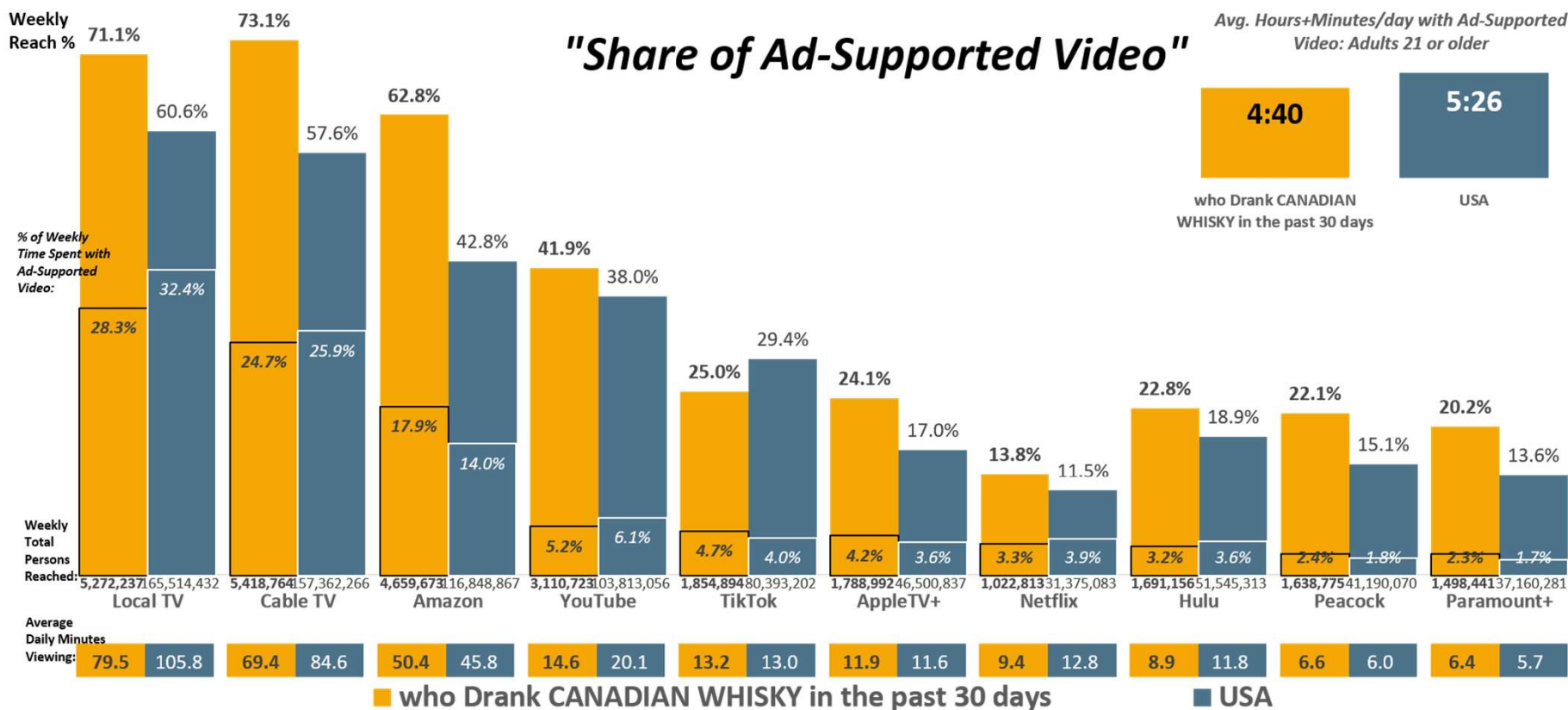
"Share of Ad-Supported Video"





5,272,237 or 71.1% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

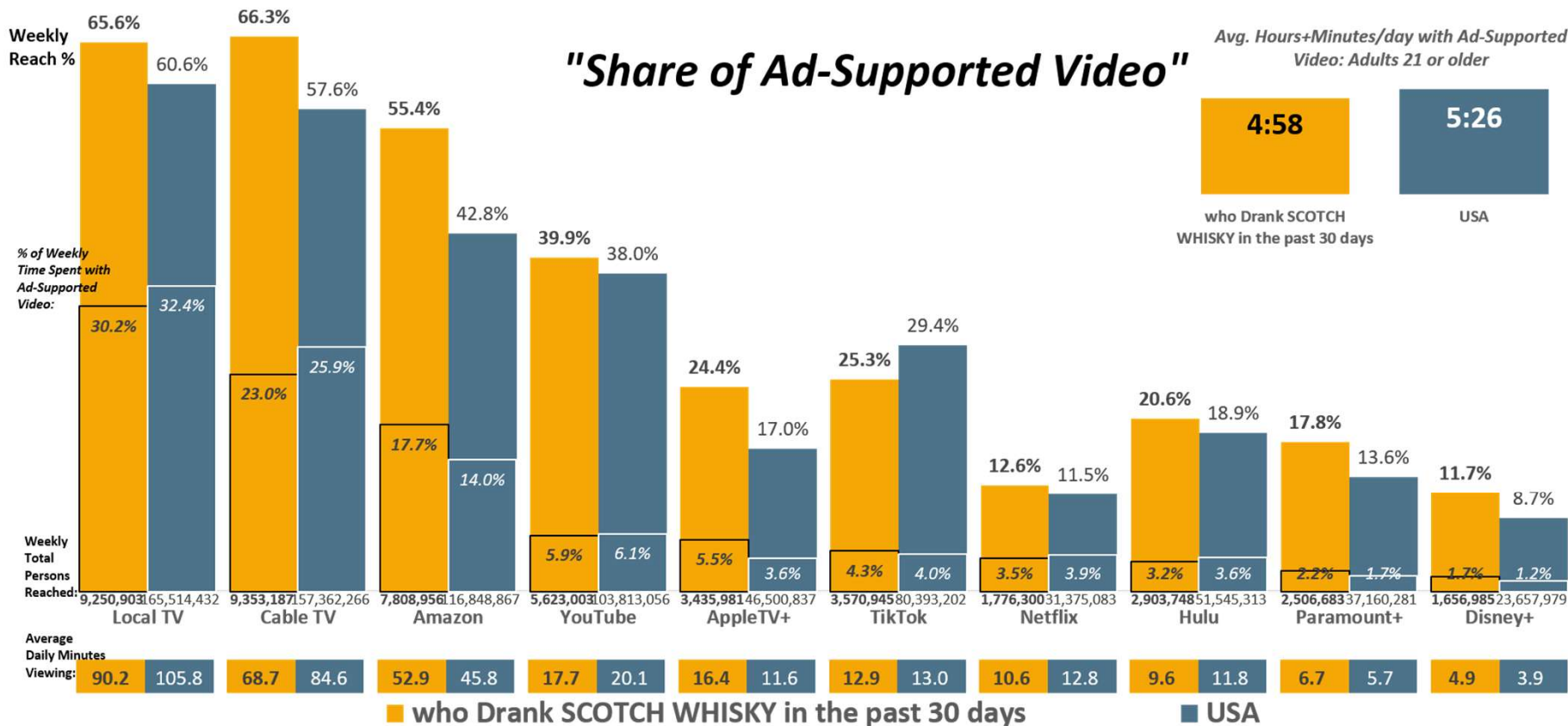
"Share of Ad-Supported Video"



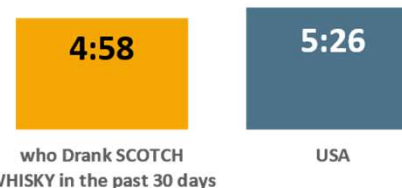


9,250,903 or 65.6% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



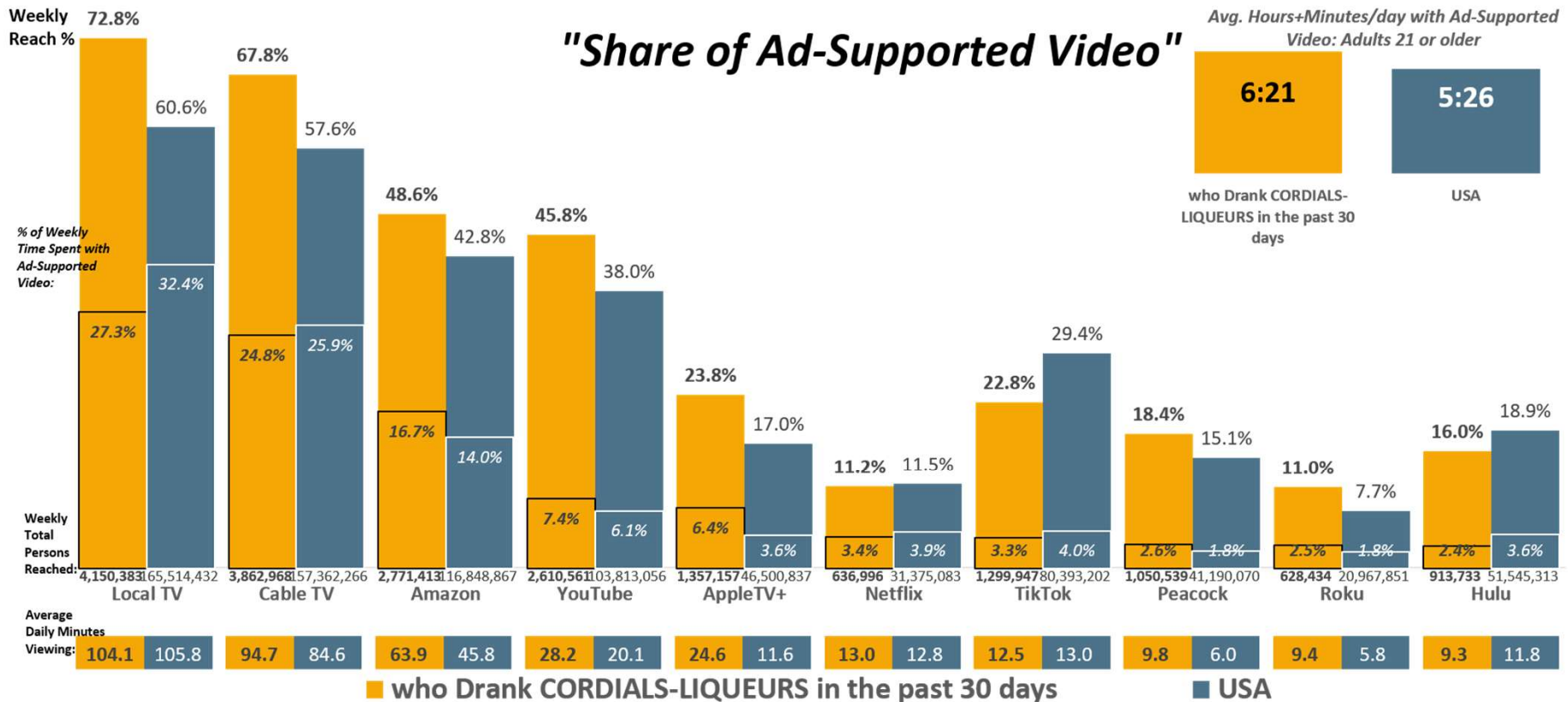
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 21 or older





4,150,383 or 72.8% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

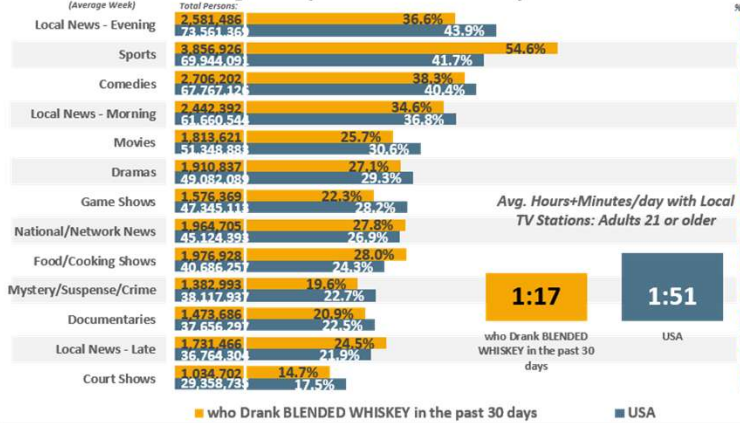
"Share of Ad-Supported Video"



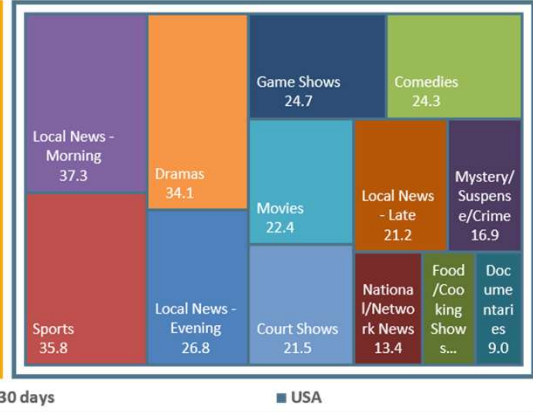
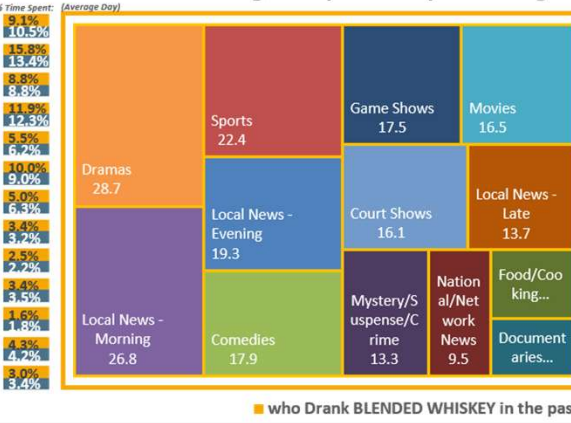


6,981,679 or 61.8% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

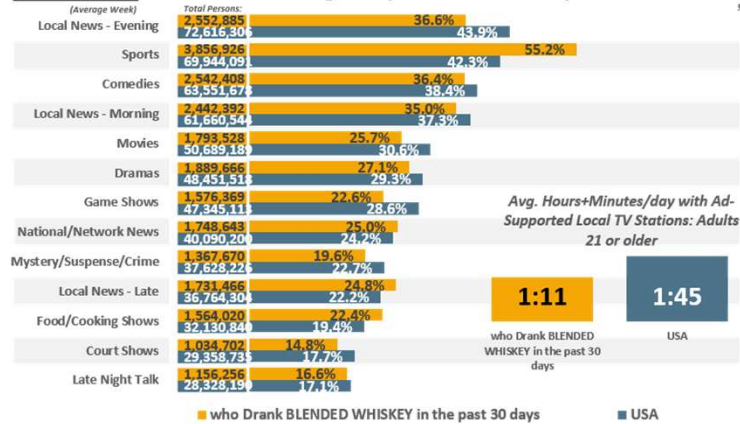
Local TV Station Programs (Persons & % Reach): Adults 21 or older



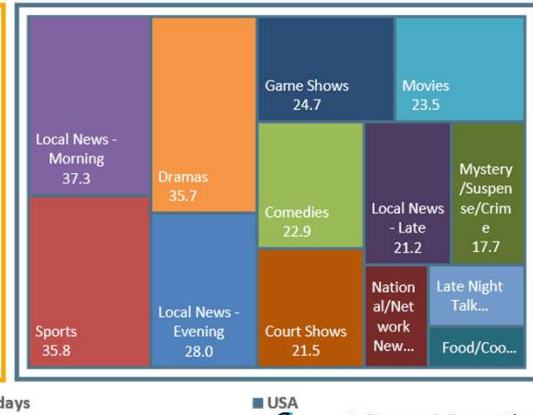
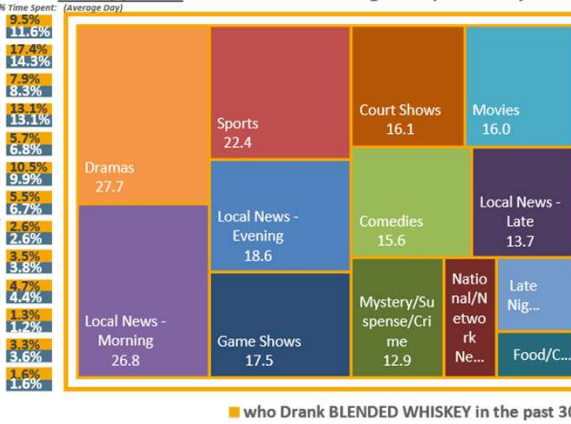
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



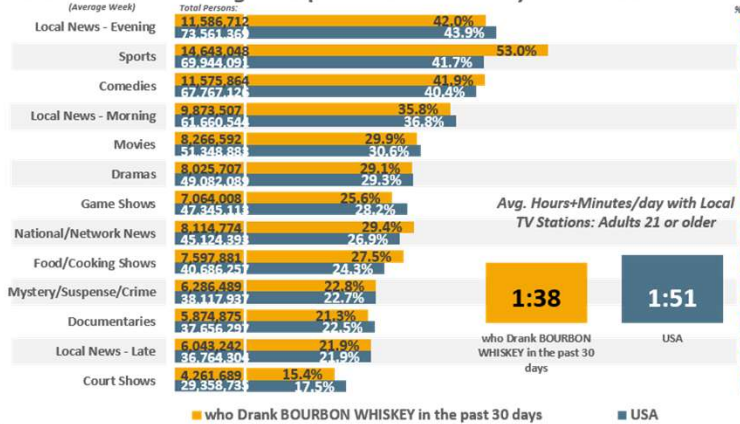
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



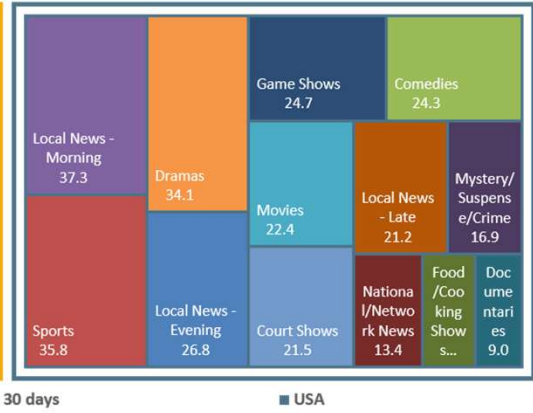
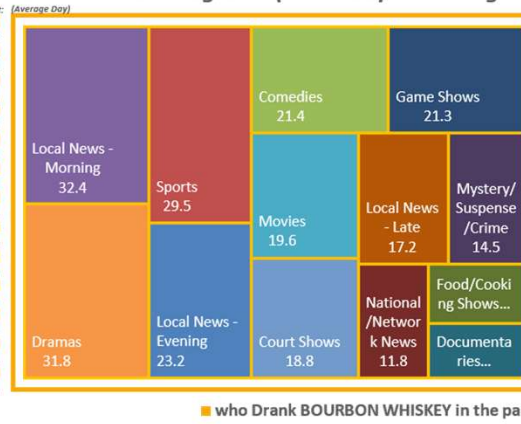


27,297,327 or 67.8% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

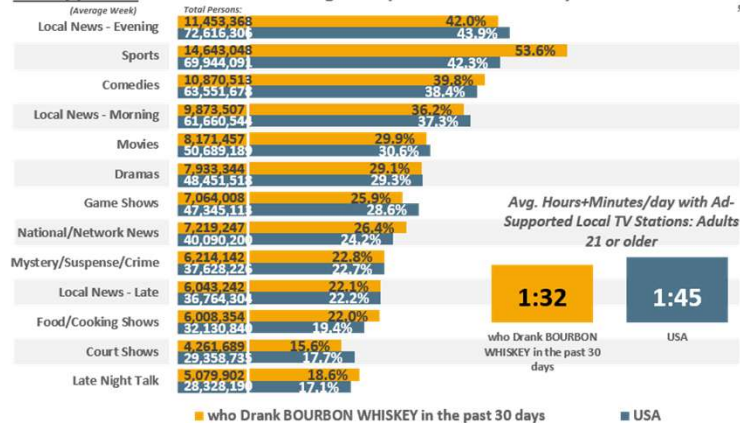
Local TV Station Programs (Persons & % Reach): Adults 21 or older



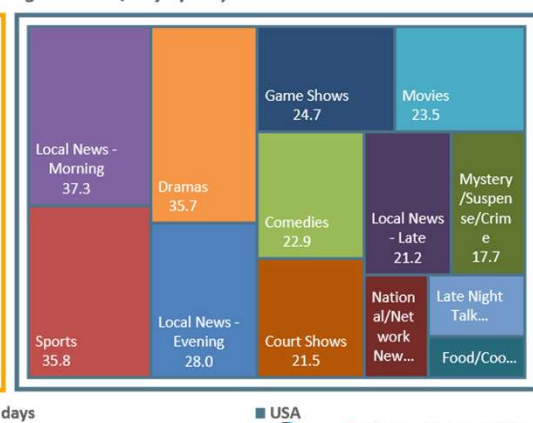
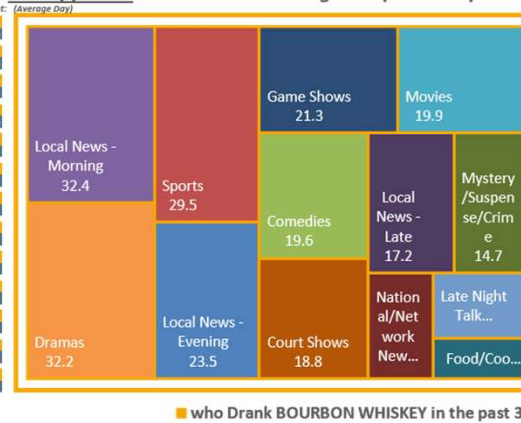
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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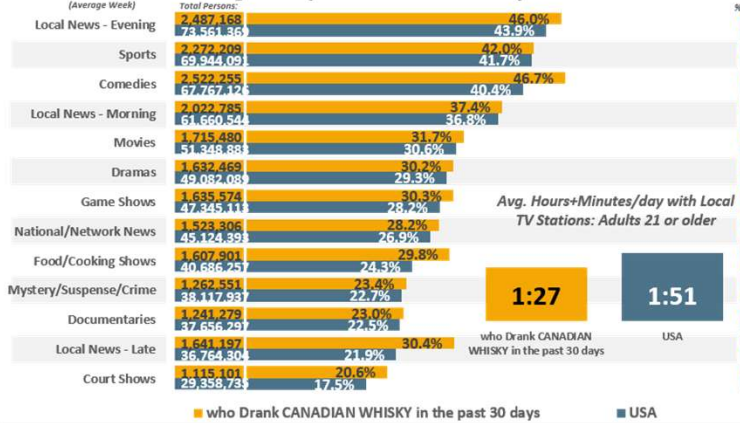
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Liquor drank past 30 days: Bourbon whiskey

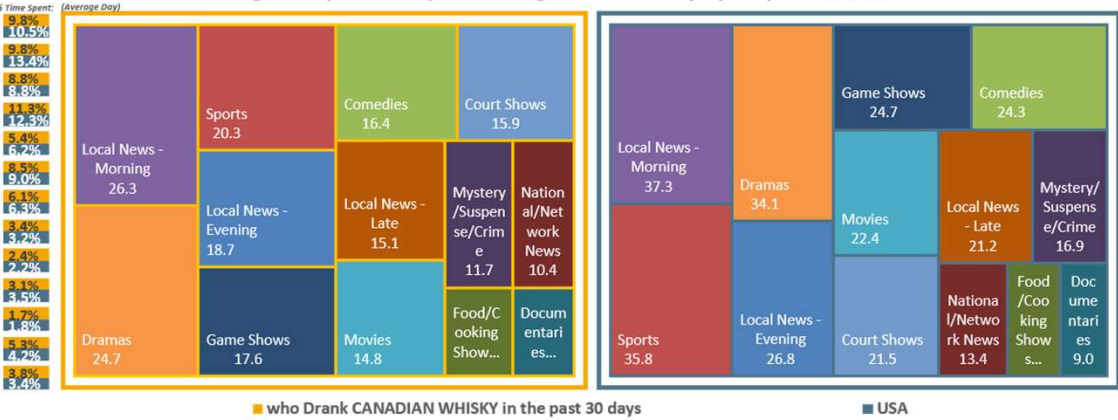


5,272,237 or 71.1% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Local News - Late.

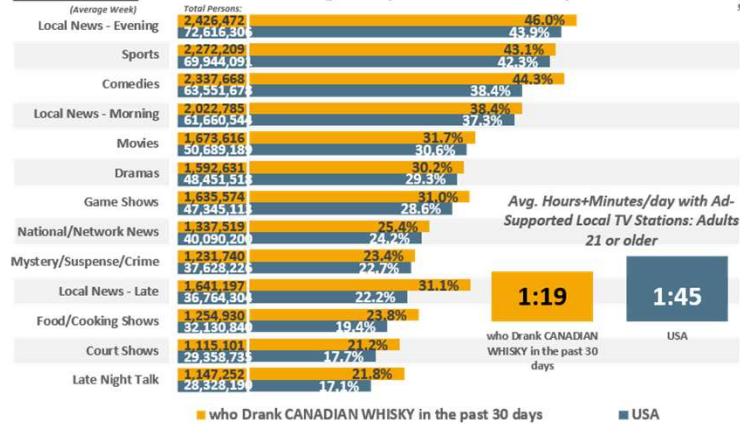
Local TV Station Programs (Persons & % Reach): Adults 21 or older



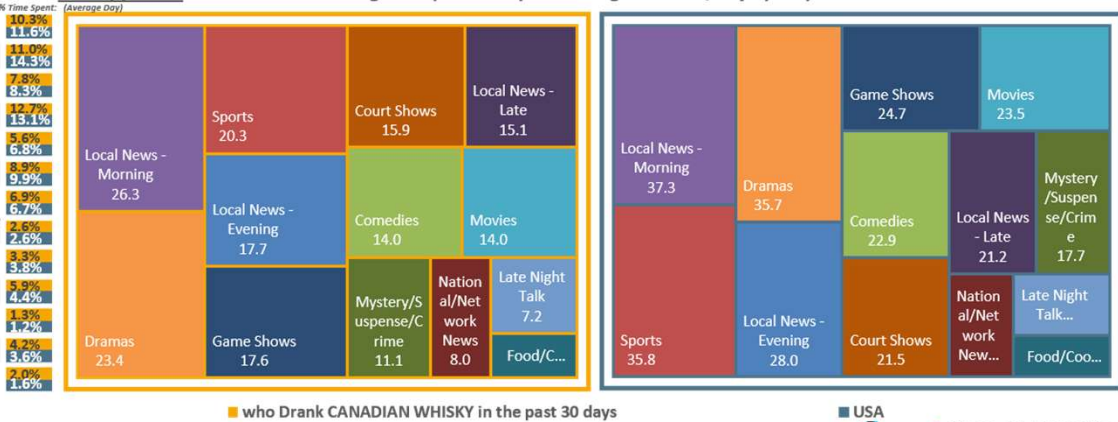
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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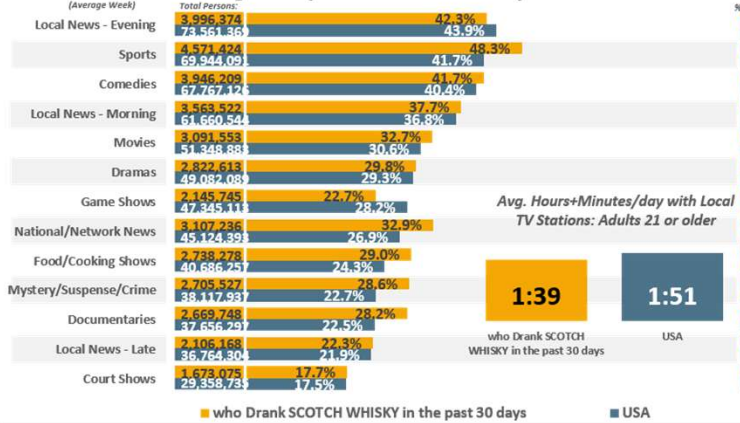
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Canadian whisky



9,250,903 or 65.6% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

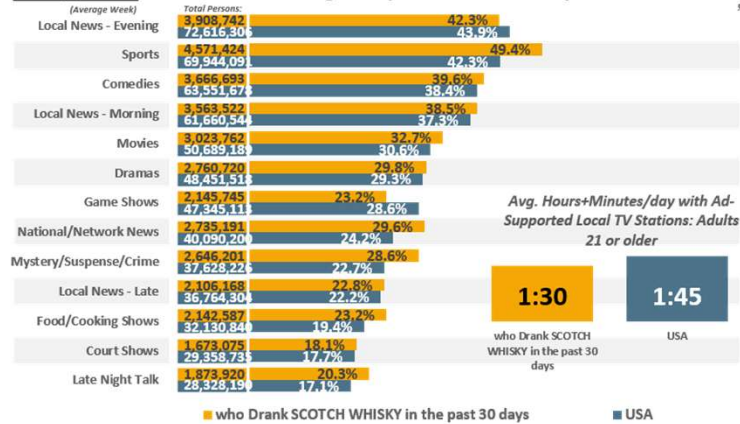
Local TV Station Programs (Persons & % Reach): Adults 21 or older



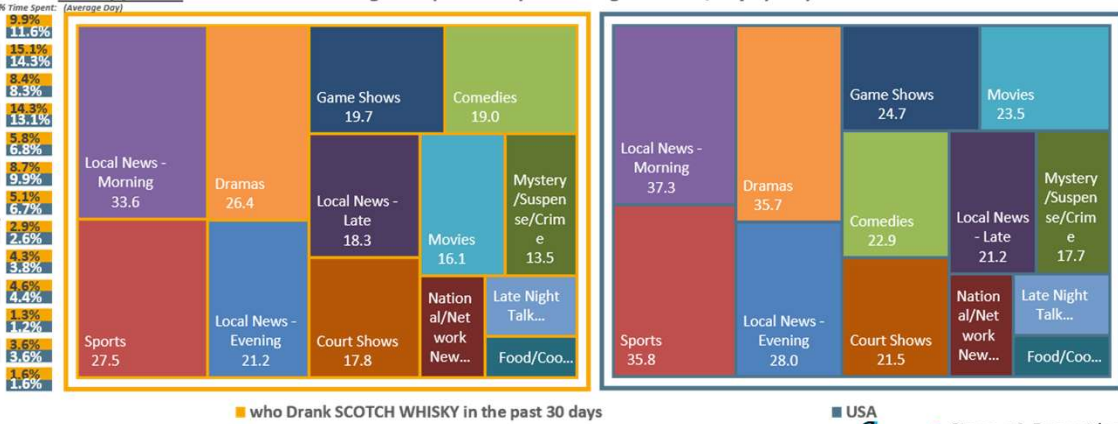
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



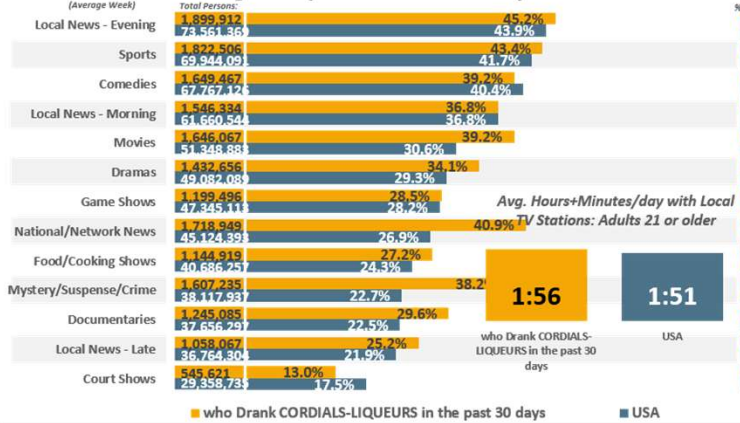
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



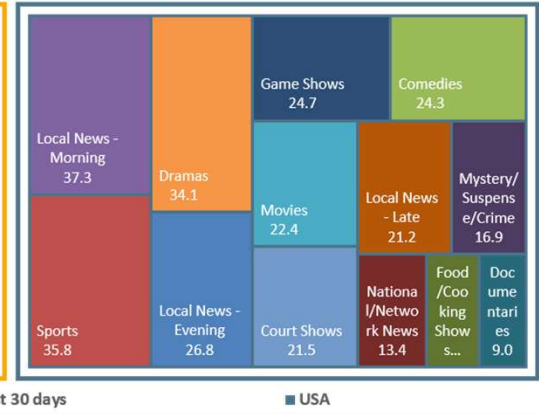
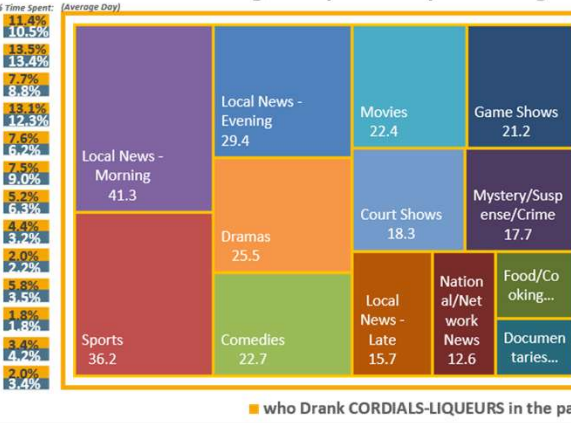


4,150,383 or 72.8% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Mystery/Suspense/Crime, Comedies, and Local News - Morning.

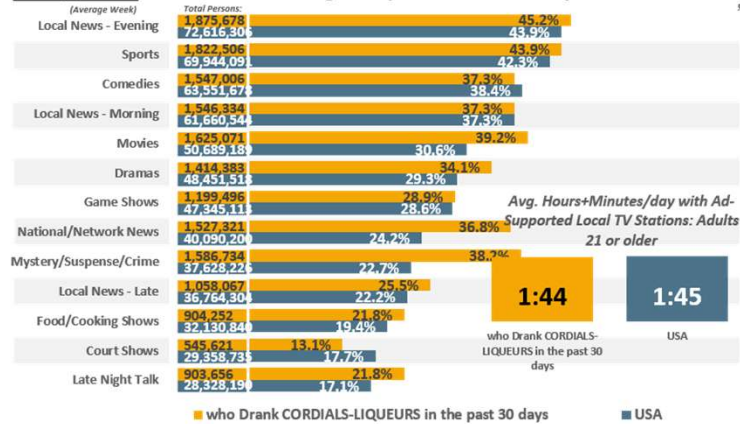
Local TV Station Programs (Persons & % Reach): Adults 21 or older



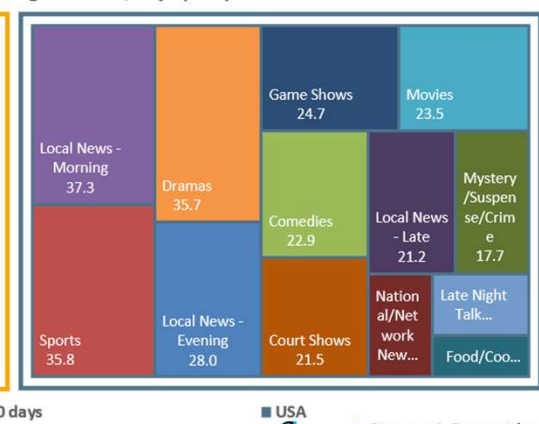
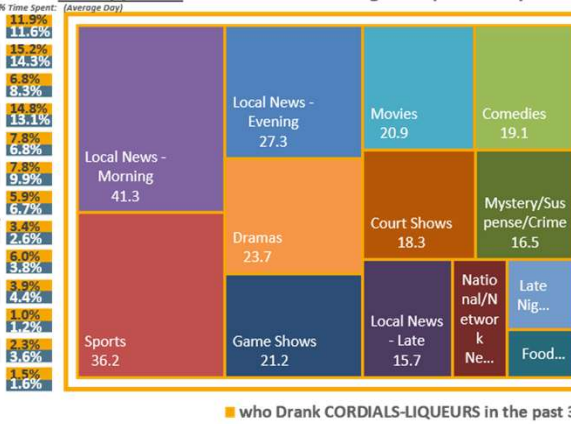
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

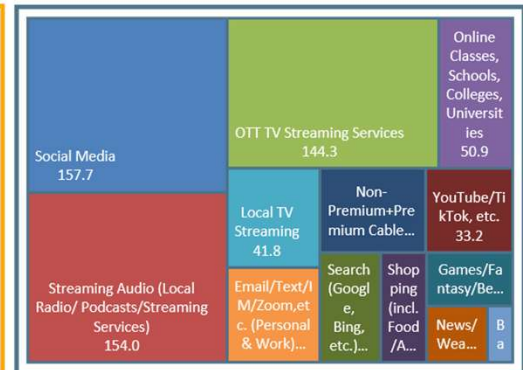
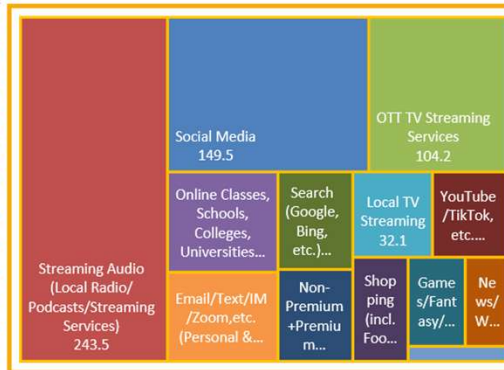
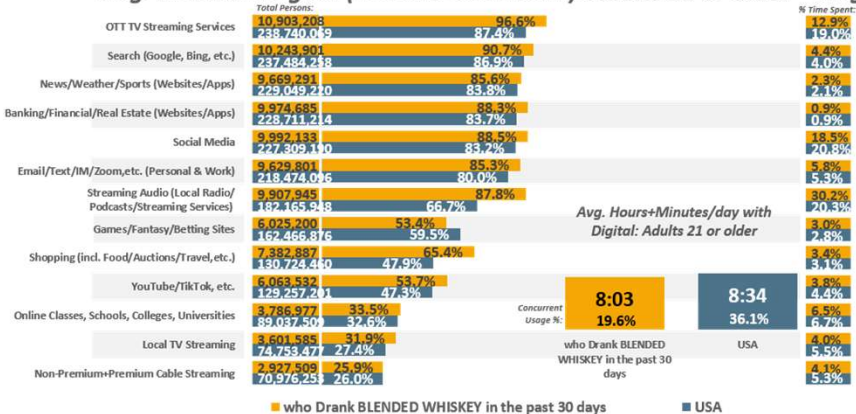




8,411,888 or 74.5% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days use Ad-Supported Social Media for an average of 125.8 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

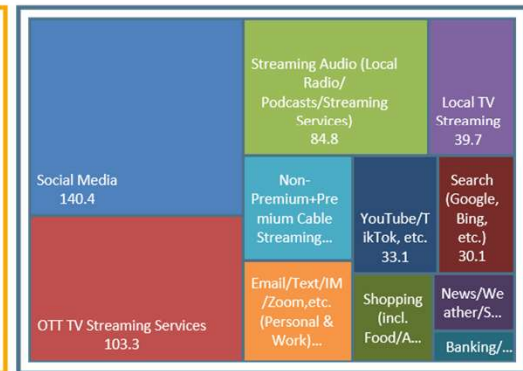
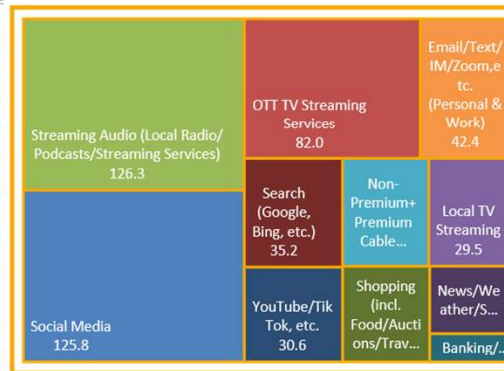
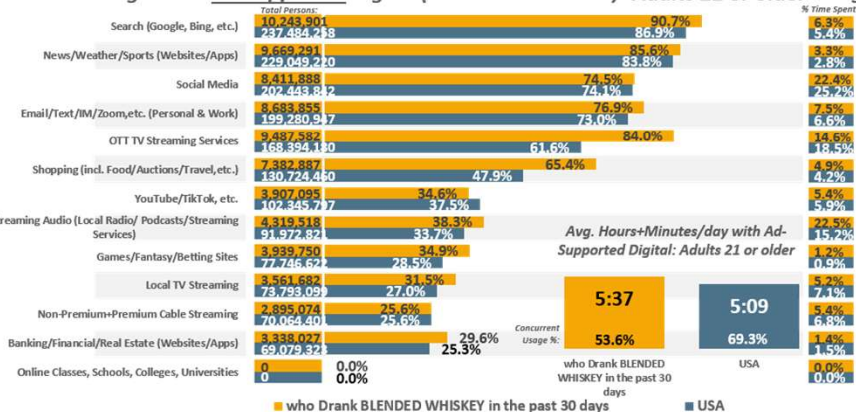
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

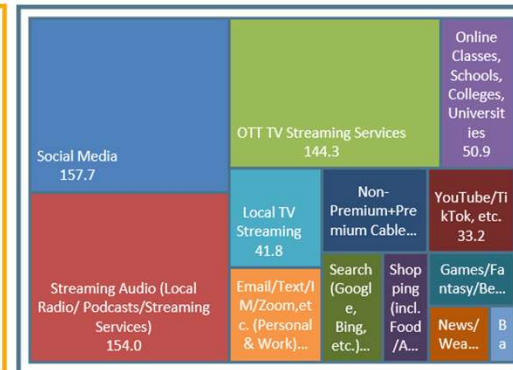
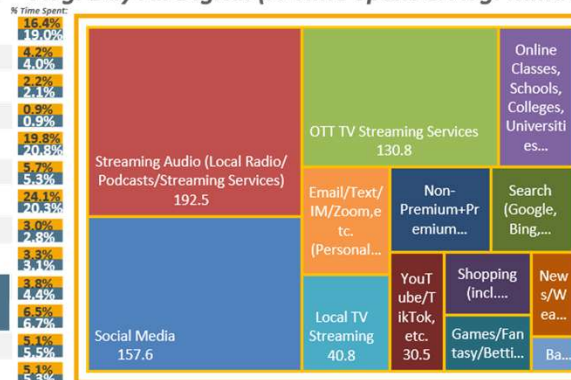
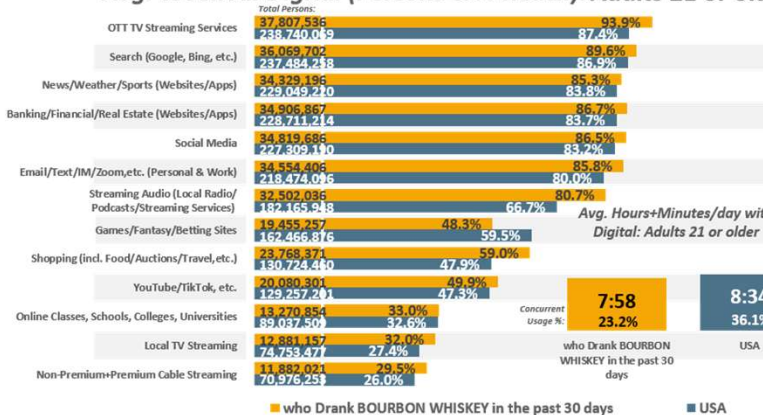




30,700,283 or 76.2% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days use Ad-Supported Social Media for an average of 139. minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

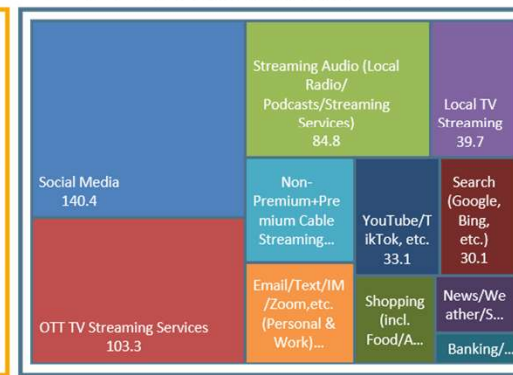
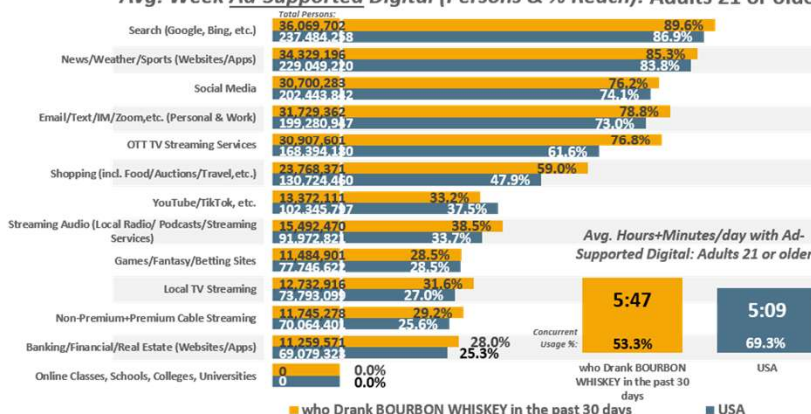
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



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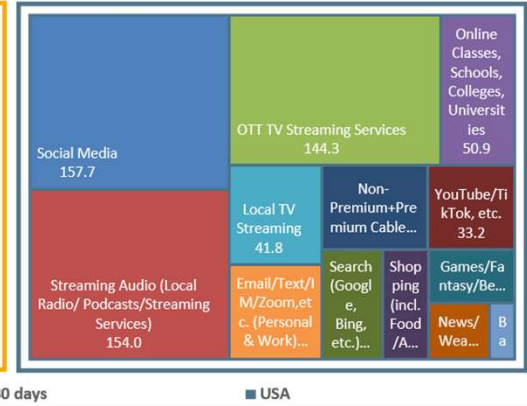
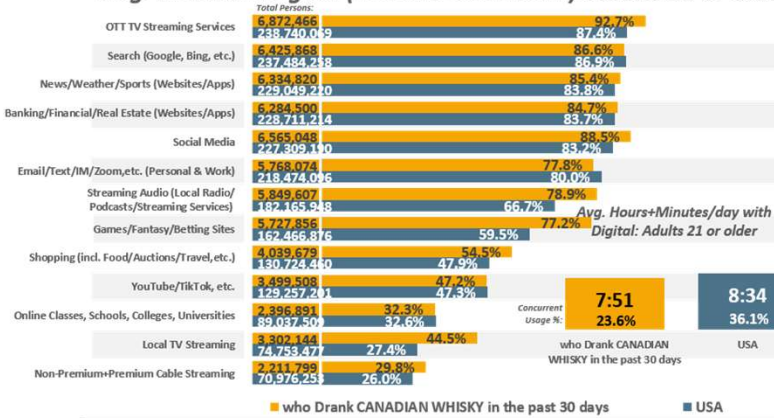
Liquor drank past 30 days: Bourbon whiskey



5,836,016 or 78.7% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days use Ad-Supported Social Media for an average of 149.7 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

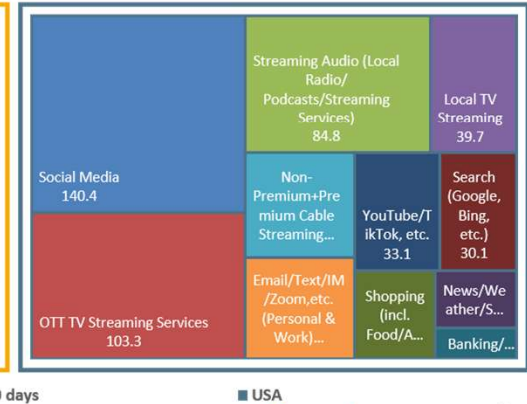
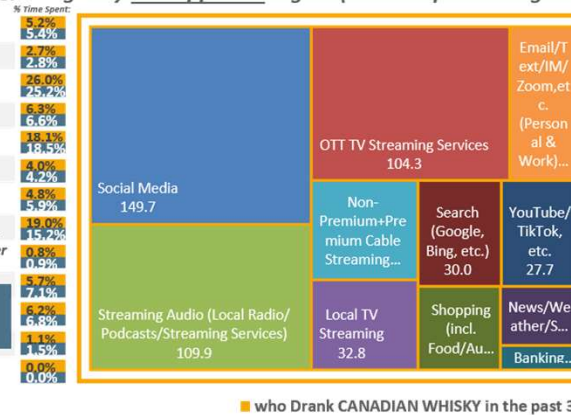
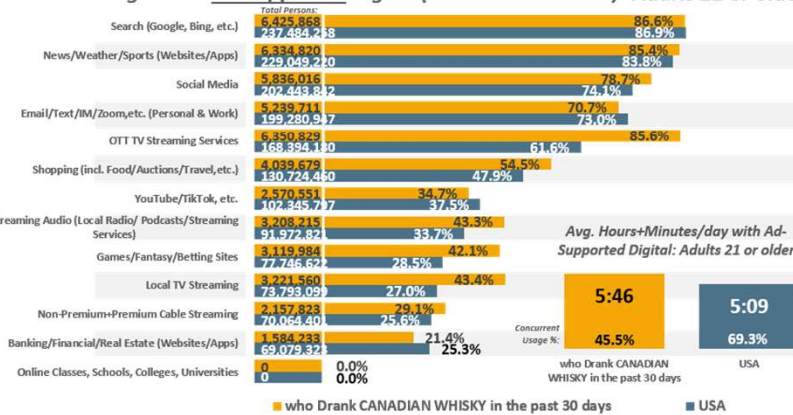
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

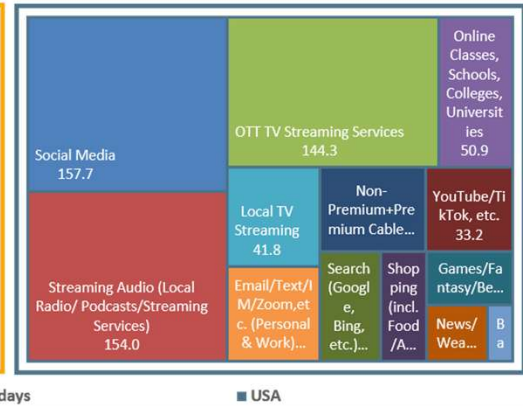
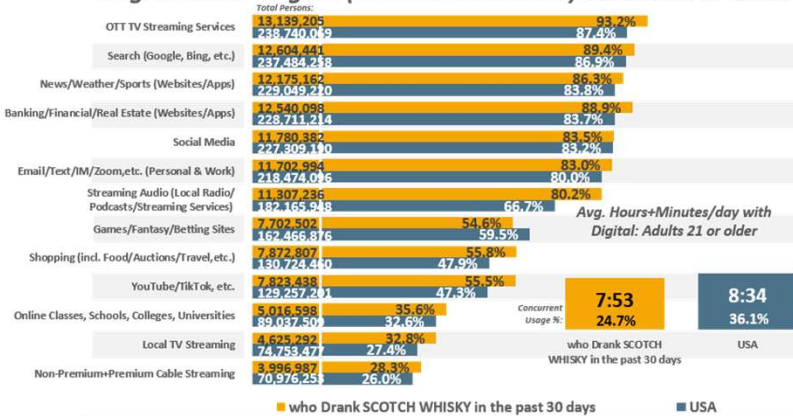




10,243,927 or 72.6% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days use Ad-Supported Social Media for an average of 124. minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

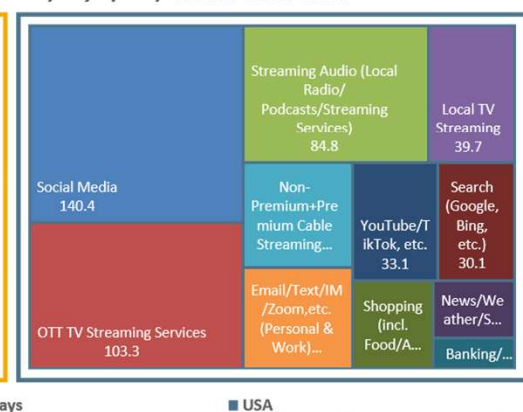
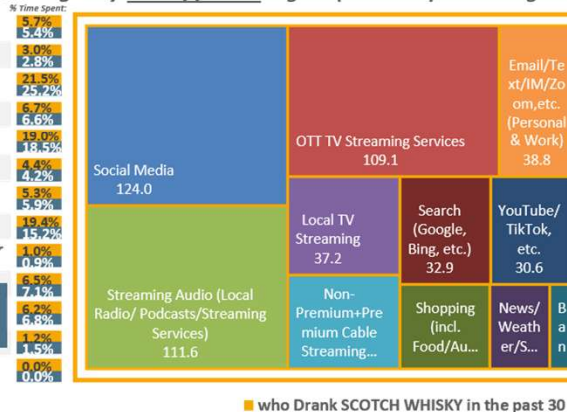
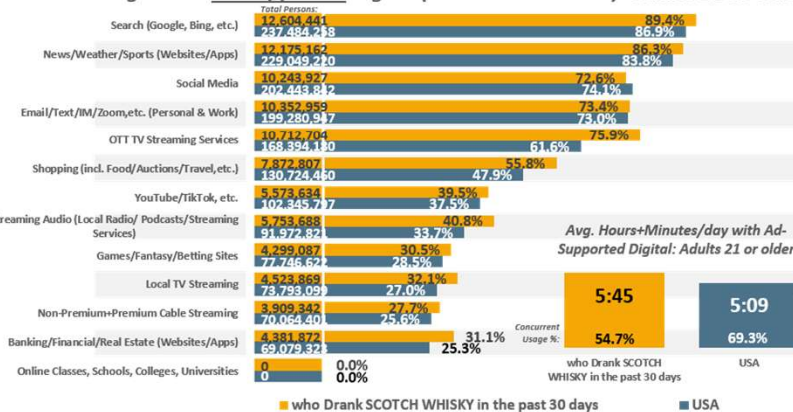
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

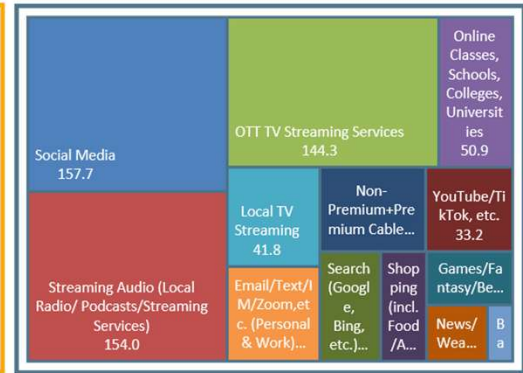
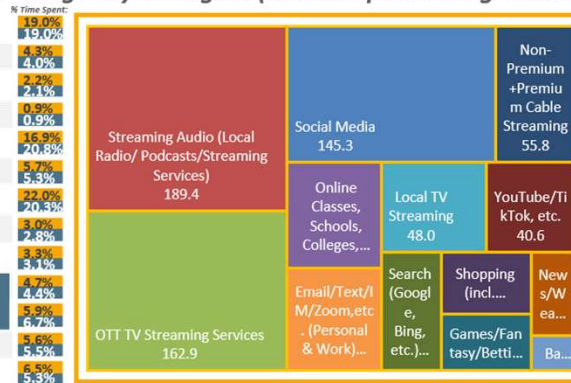
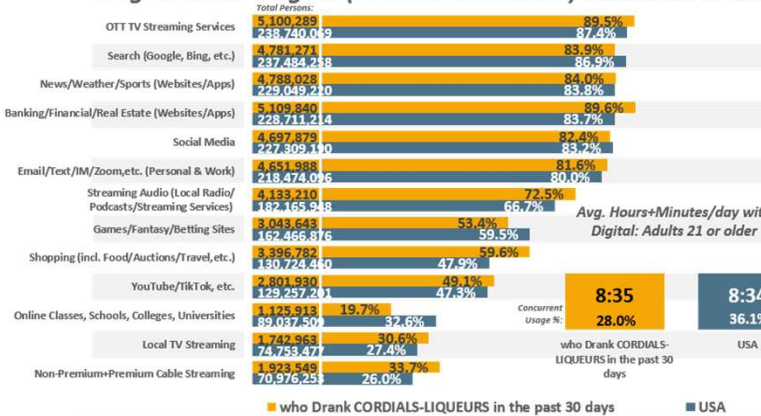




4,279,327 or 75.1% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days use Ad-Supported Social Media for an average of 132.3 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

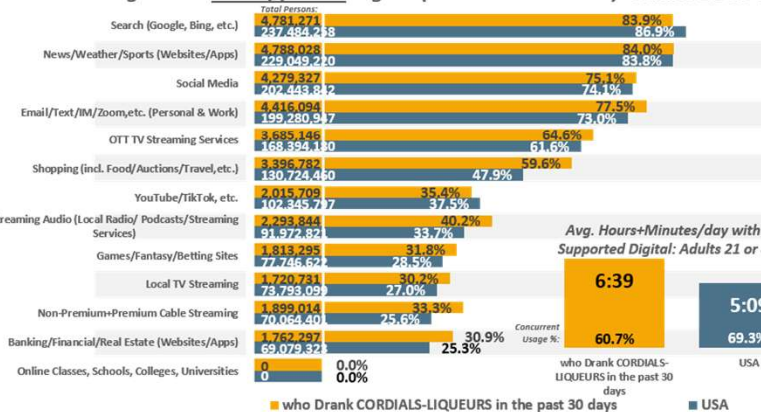
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

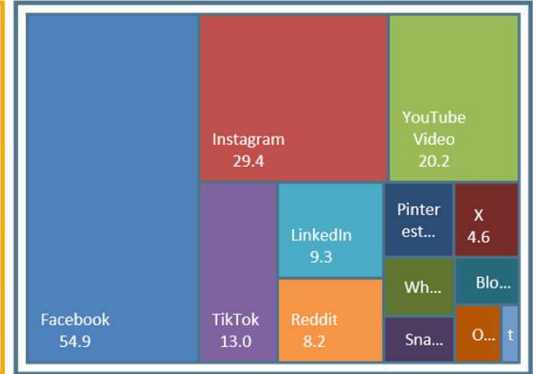
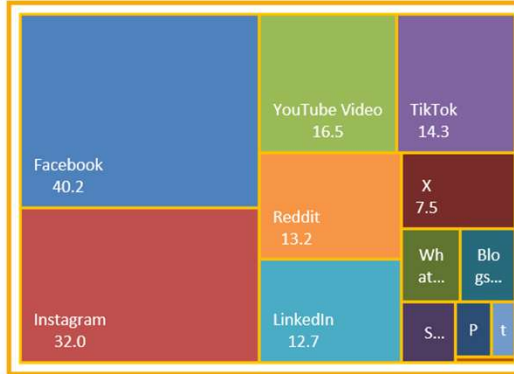
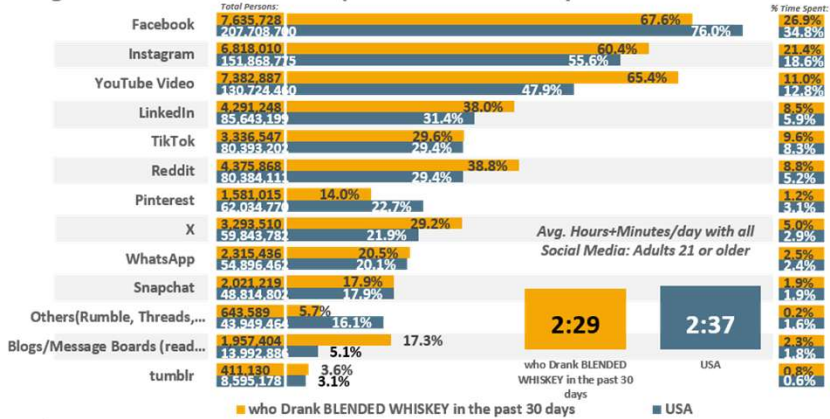
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



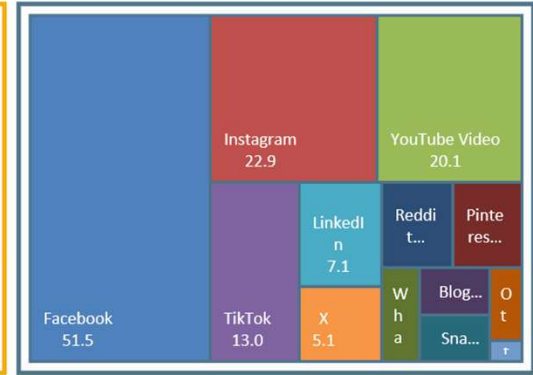
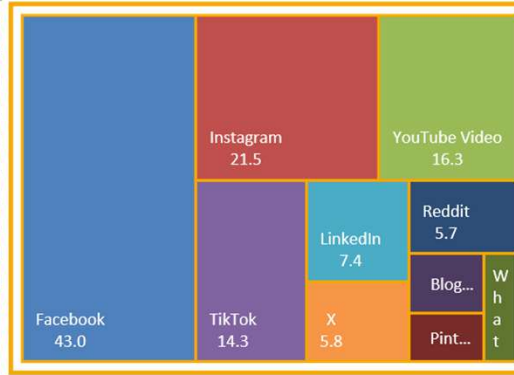
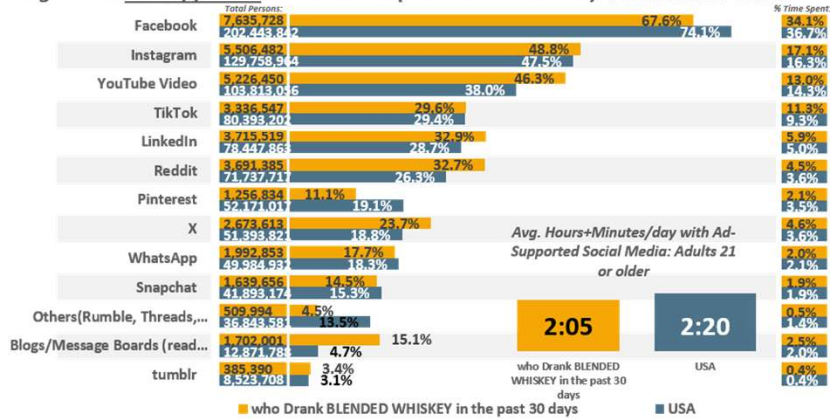


7,635,728 or 67.6% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days use Ad-Supported Facebook for an average of 43. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

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



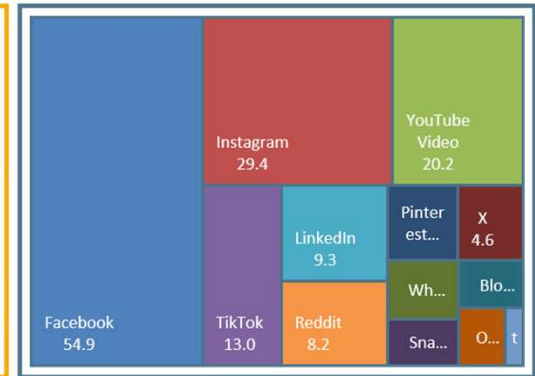
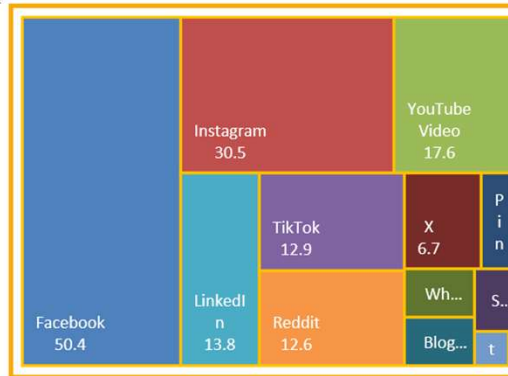
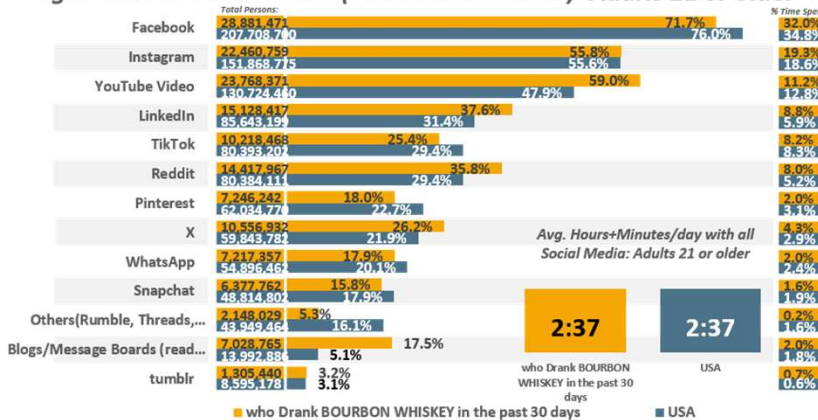
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



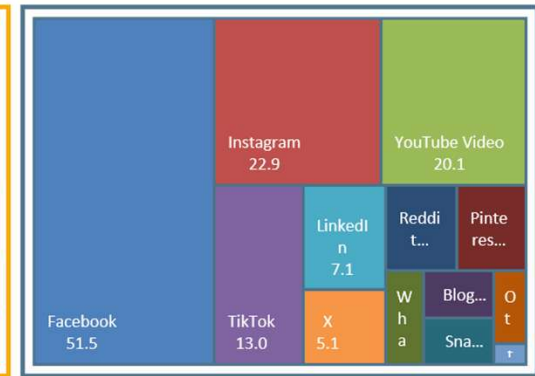
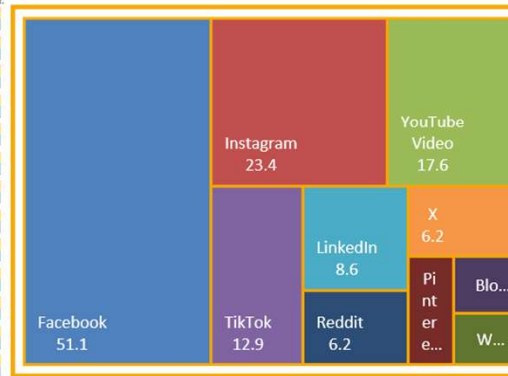
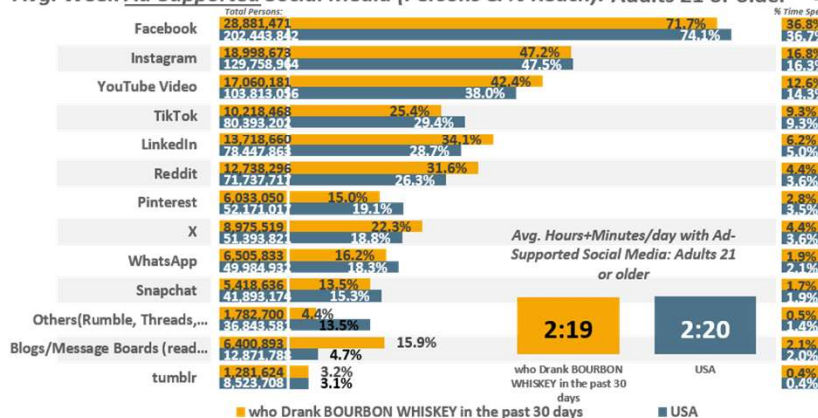


28,881,471 or 71.7% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



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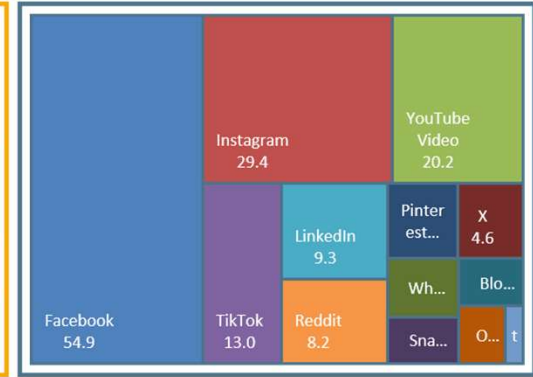
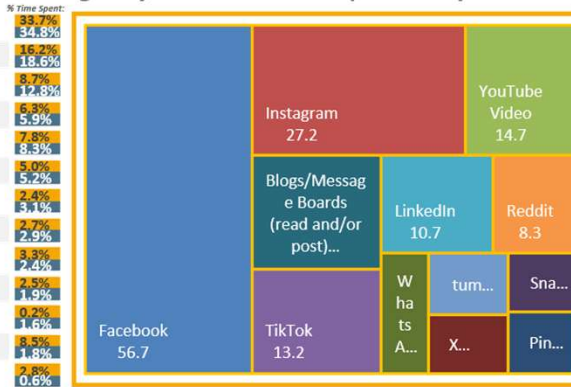
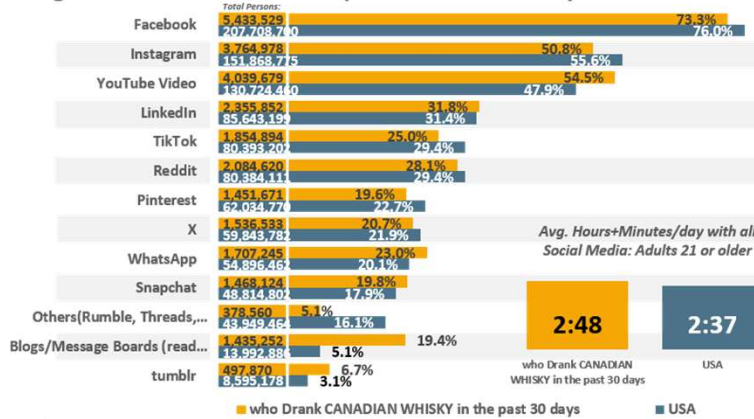
soefa.ai Share of Everything for Anything .

Liquor drank past 30 days: Bourbon whiskey

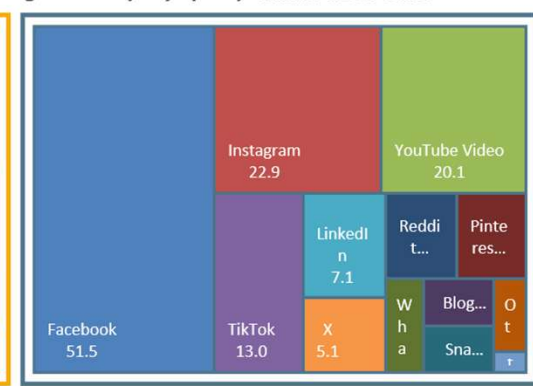
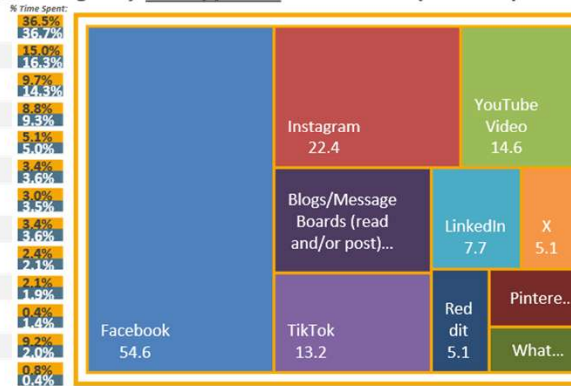
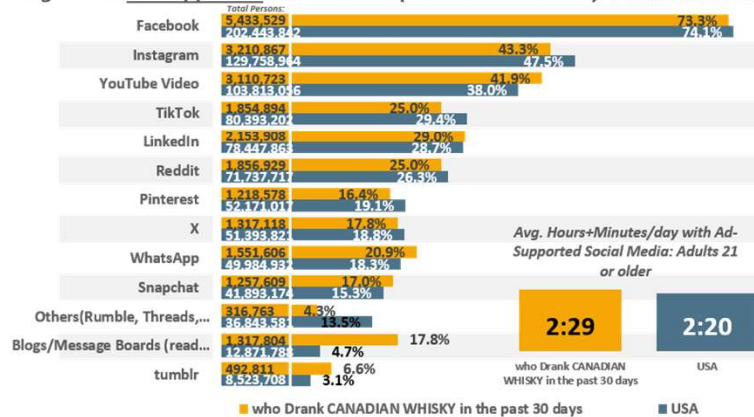


5,433,529 or 73.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days use Ad-Supported Facebook for an average of 54.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



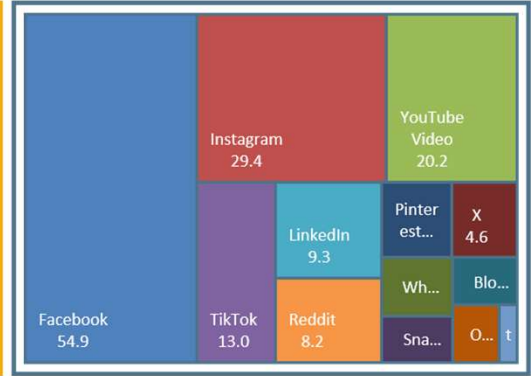
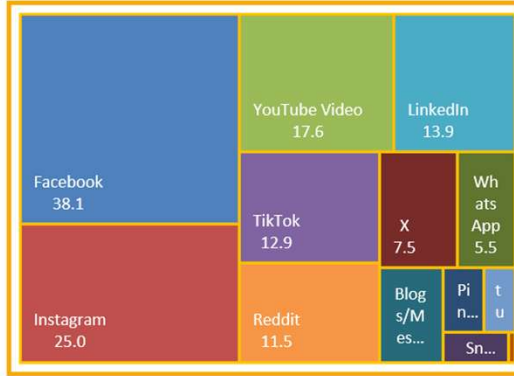
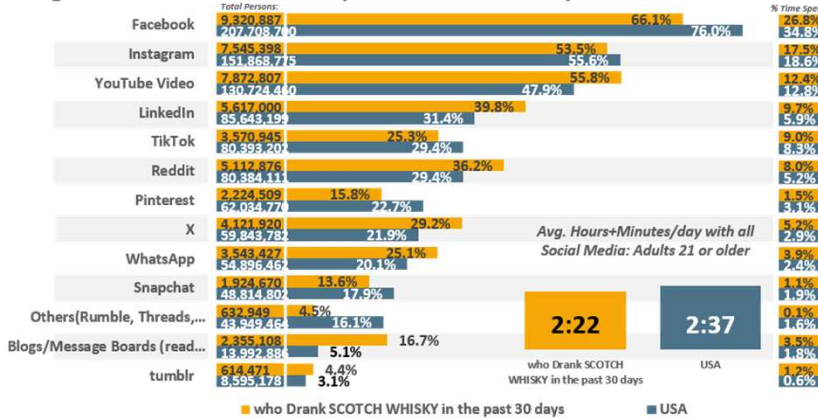
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



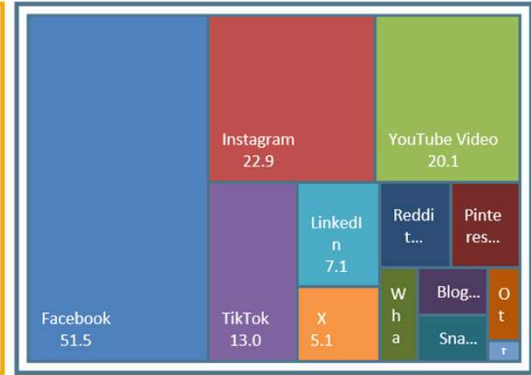
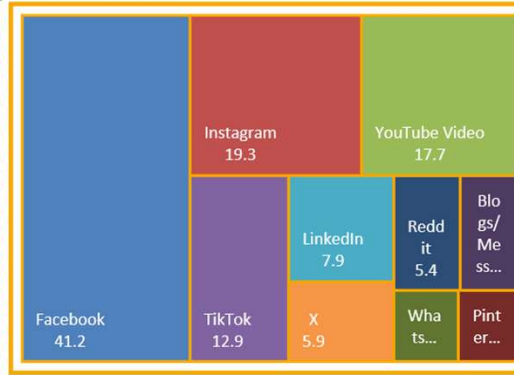
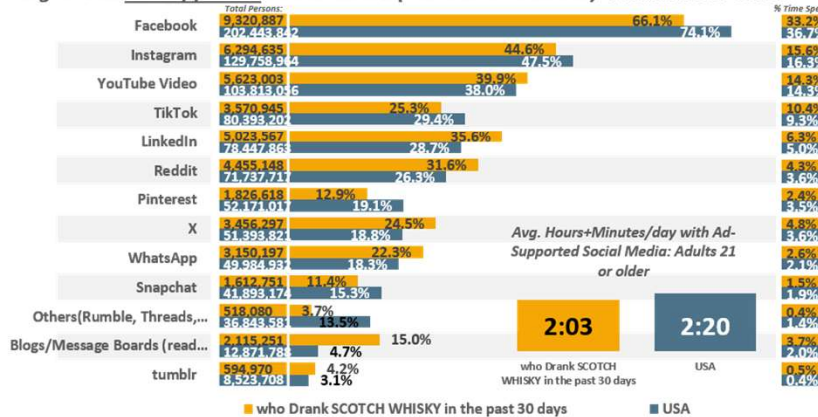


9,320,887 or 66.1% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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



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



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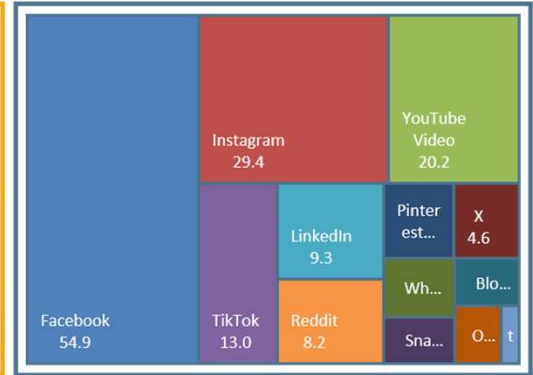
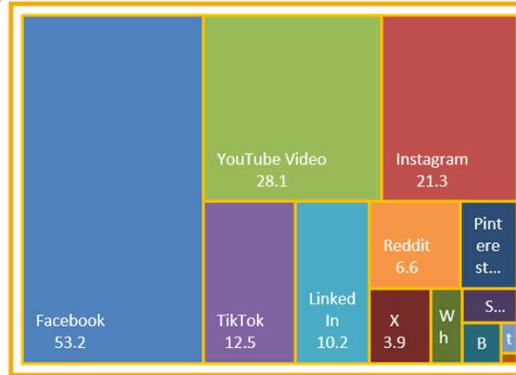
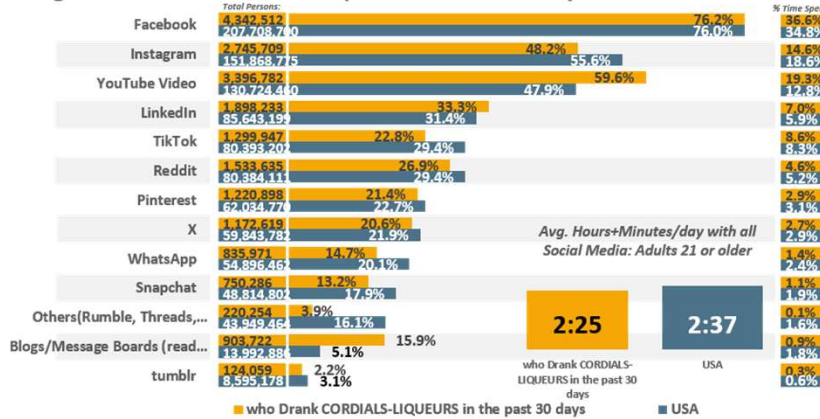
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Liquor drank past 30 days: Scotch whisky

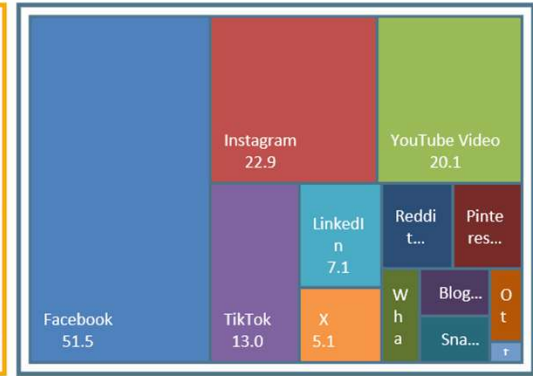
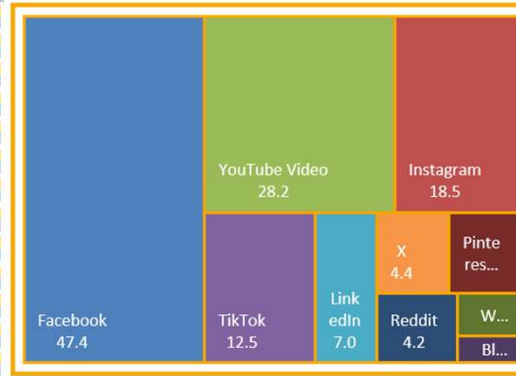
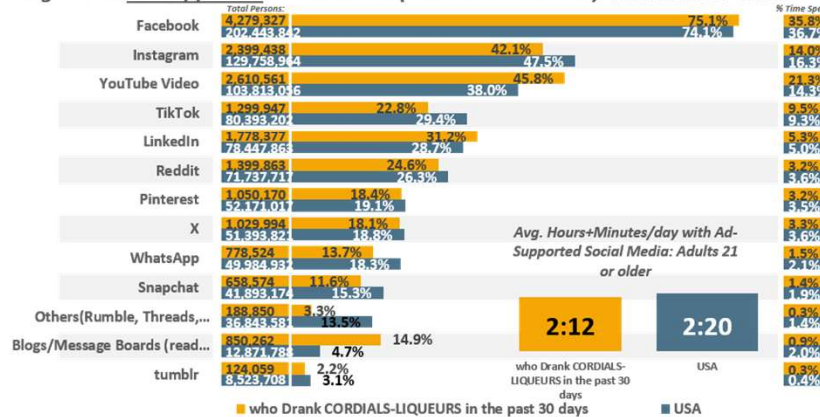


4,279,327 or 75.1% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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**



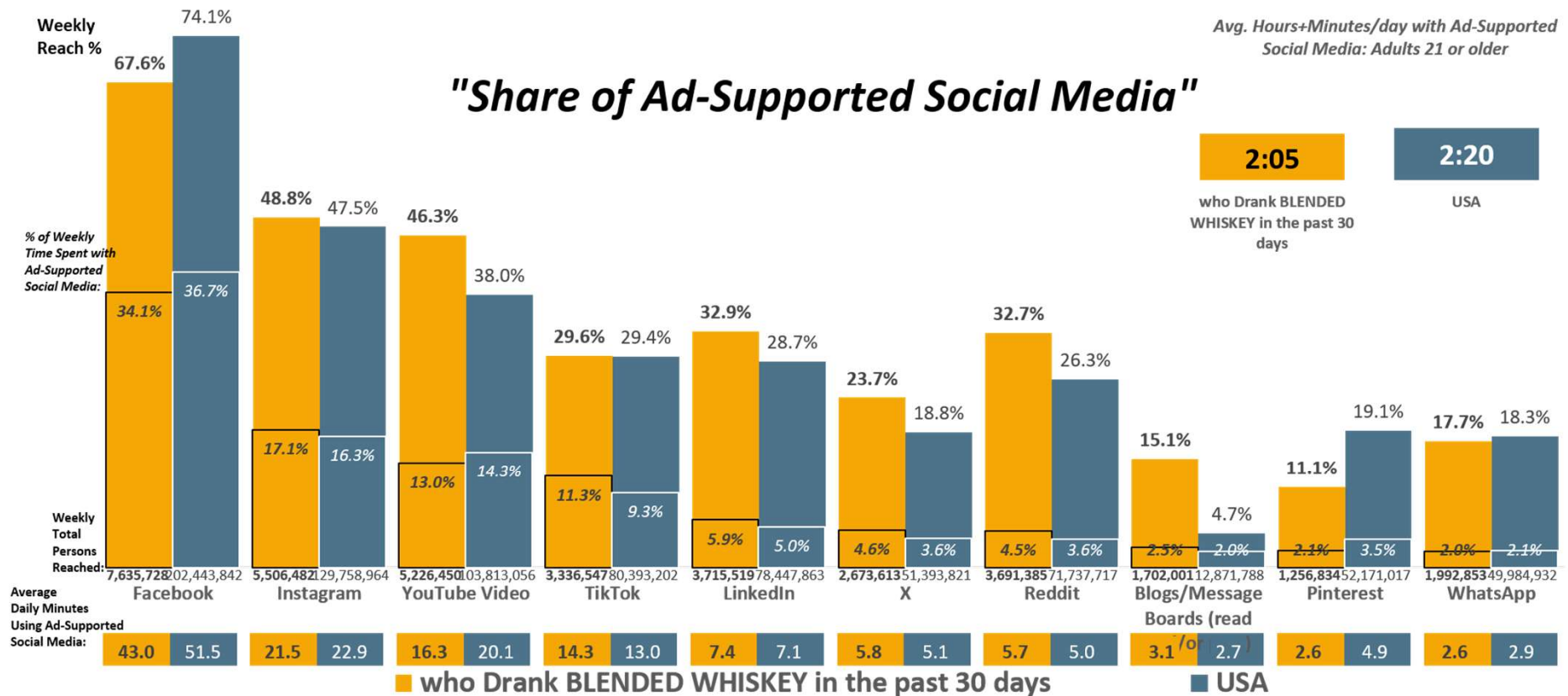
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





7,635,728 or 67.6% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days use Ad-Supported Facebook for an average of 43. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

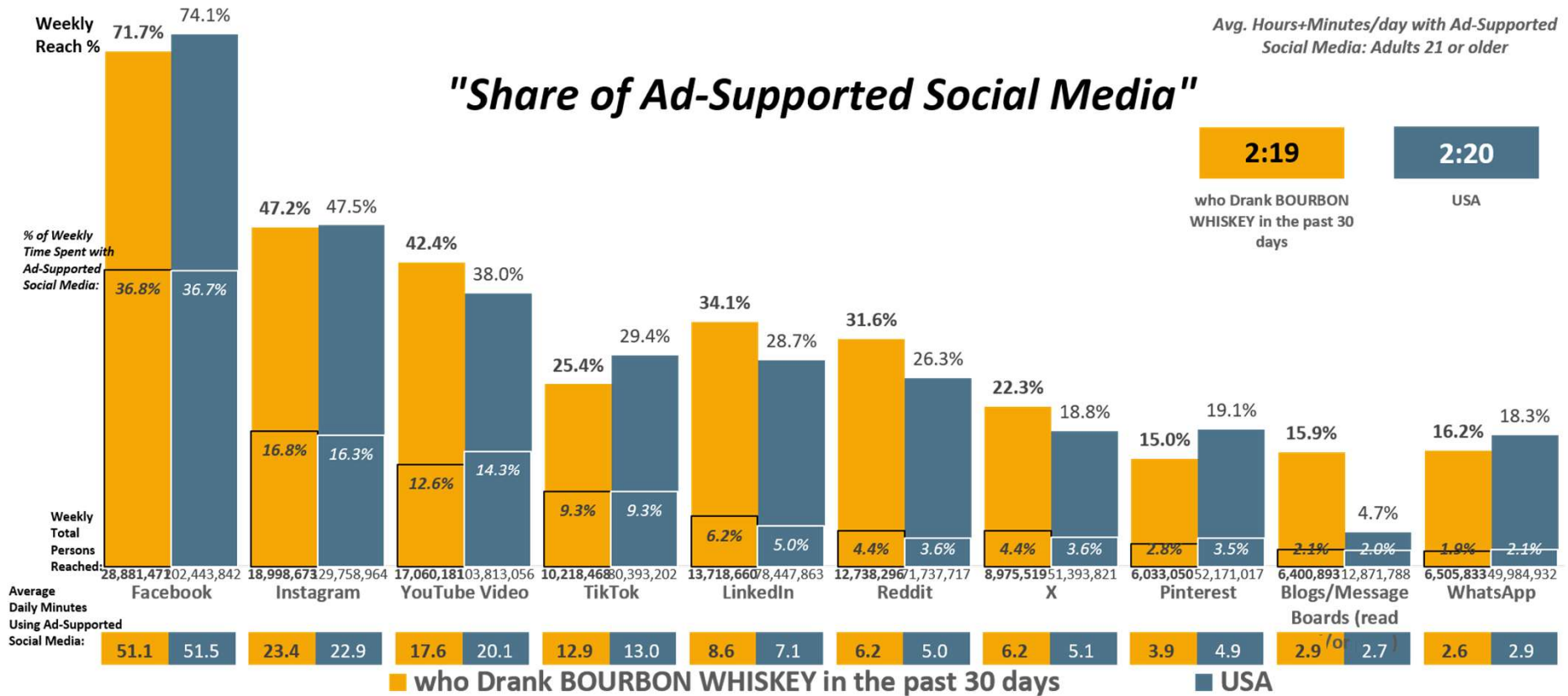
"Share of Ad-Supported Social Media"





28,881,471 or 71.7% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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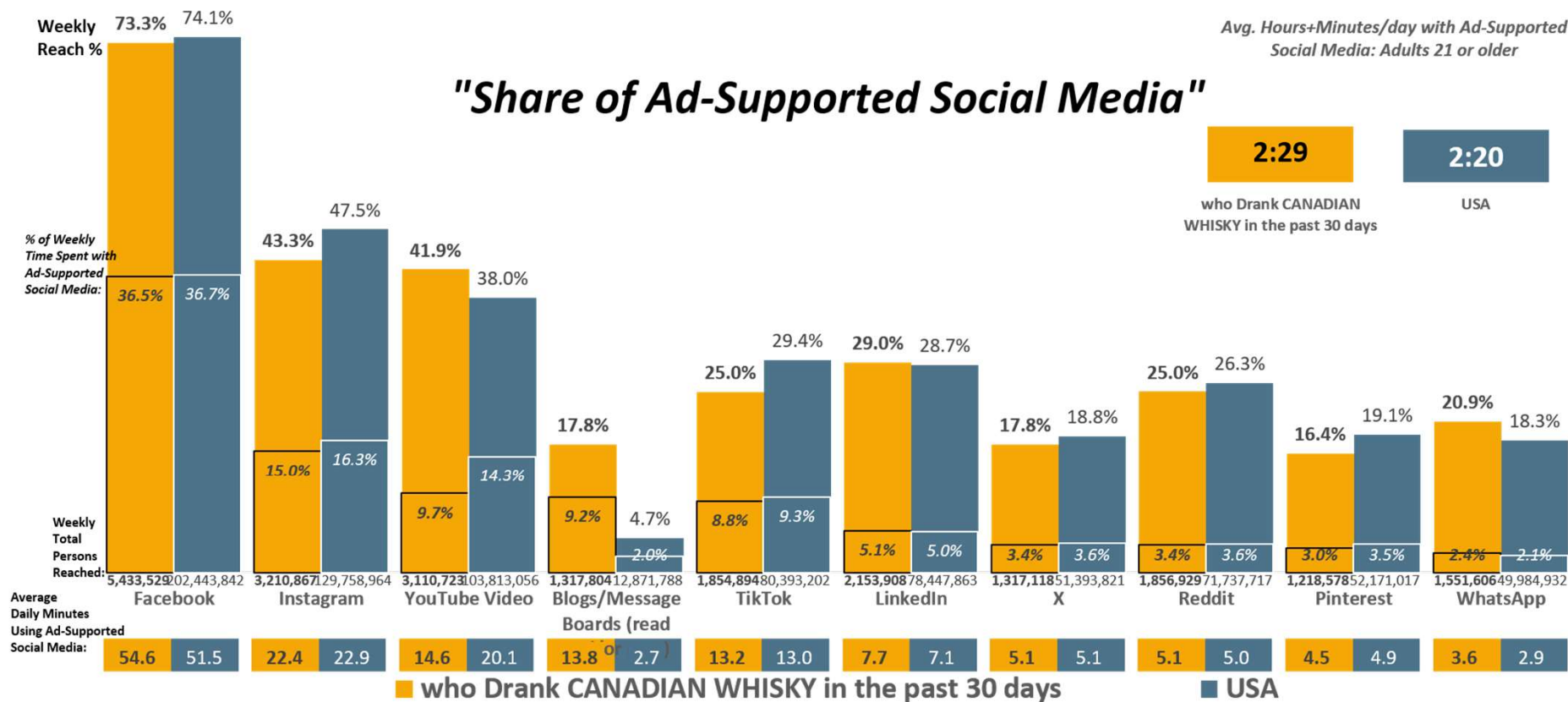
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Bourbon whiskey



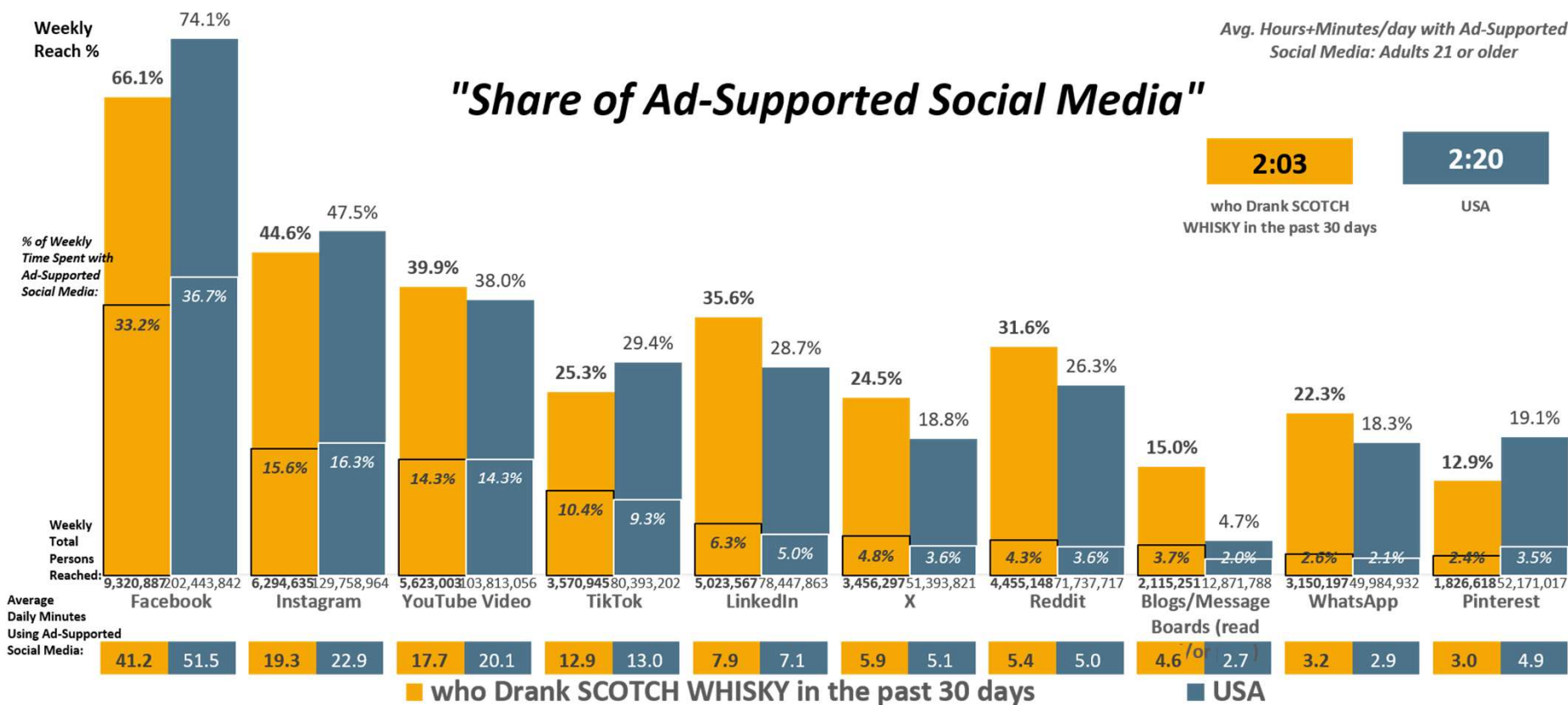
5,433,529 or 73.3% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days use Ad-Supported Facebook for an average of 54.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



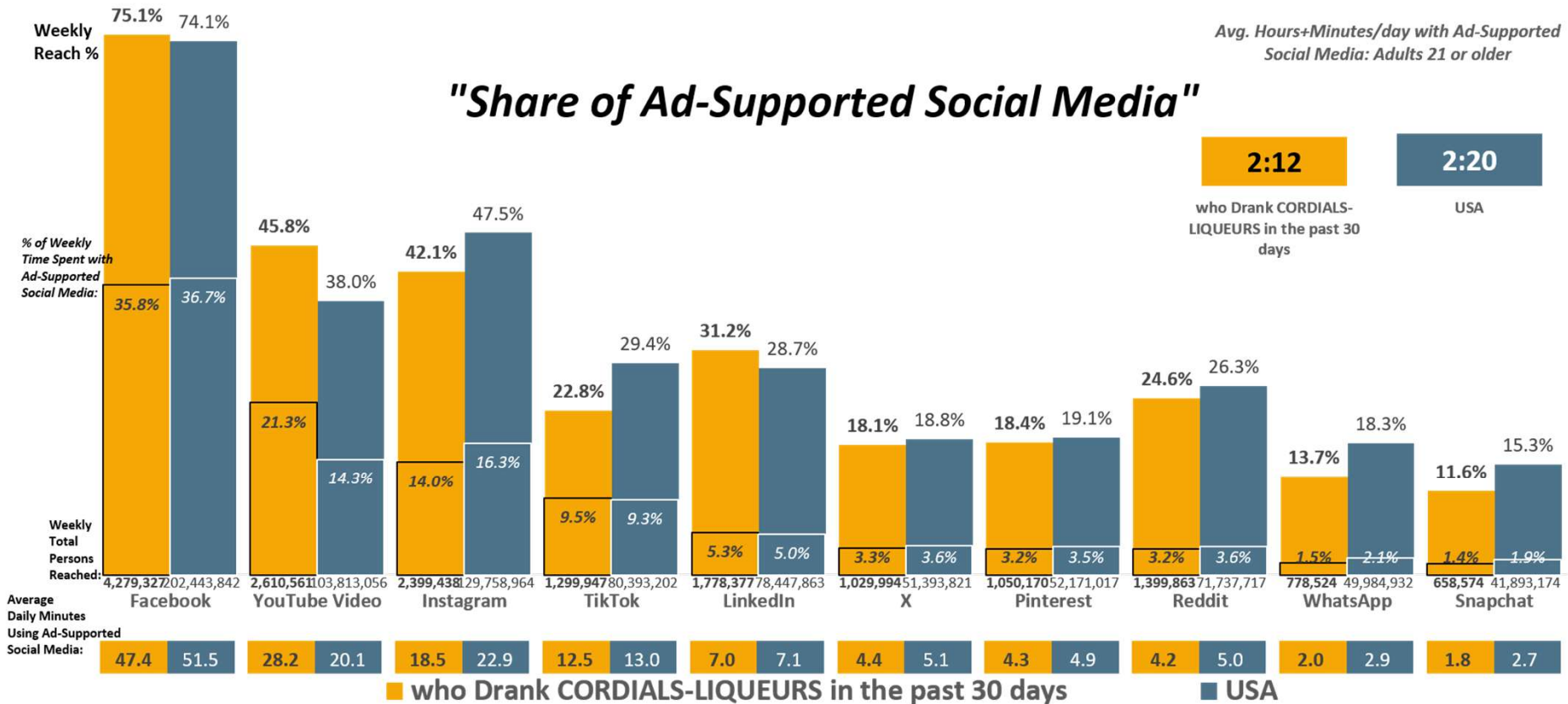


9,320,887 or 66.1% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.





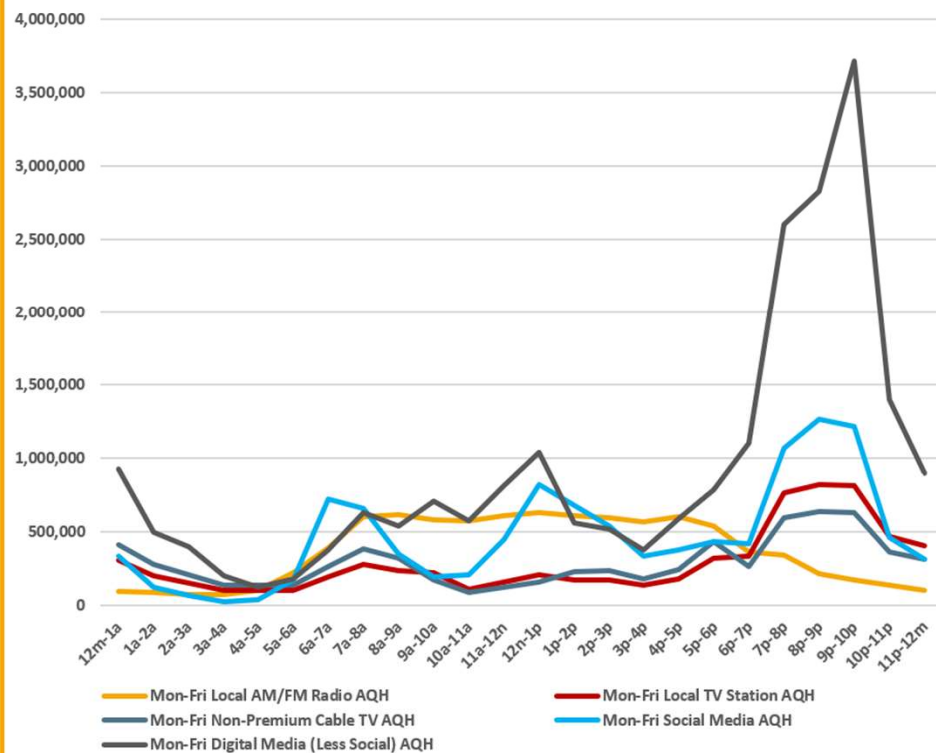
4,279,327 or 75.1% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



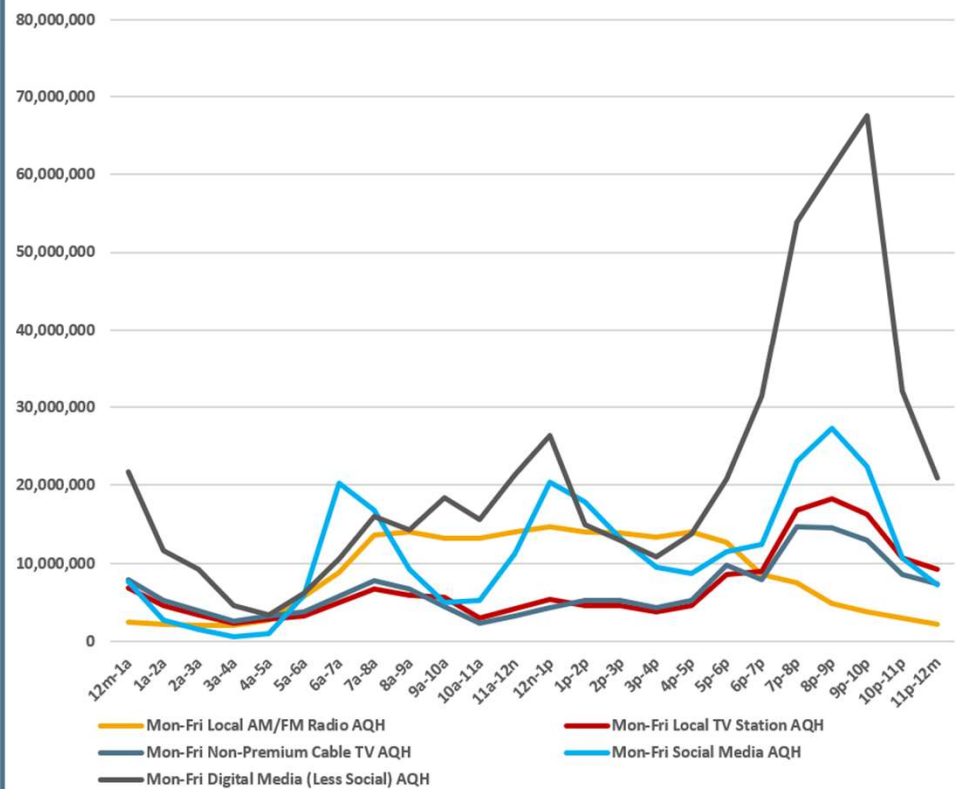


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 664,019;
Local Radio: 560,082; Social Media: 476,143; Non-Prem. Cable: 238,424; Local TV: 209,767
reaching Adults 21 or older who Drank BLENDED WHISKEY in the past 30 day

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



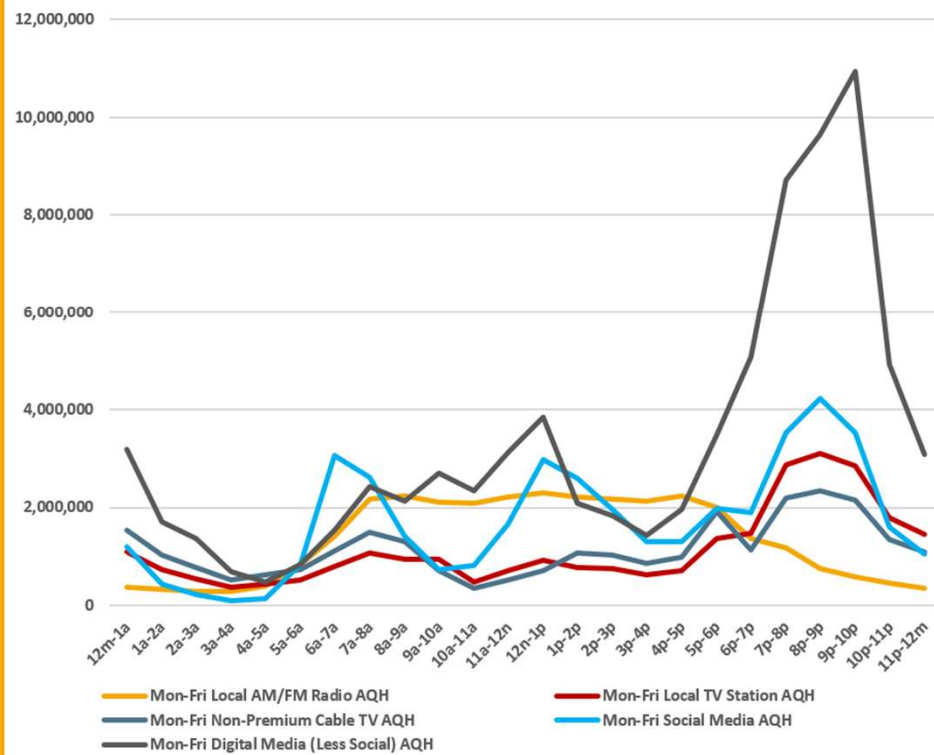
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



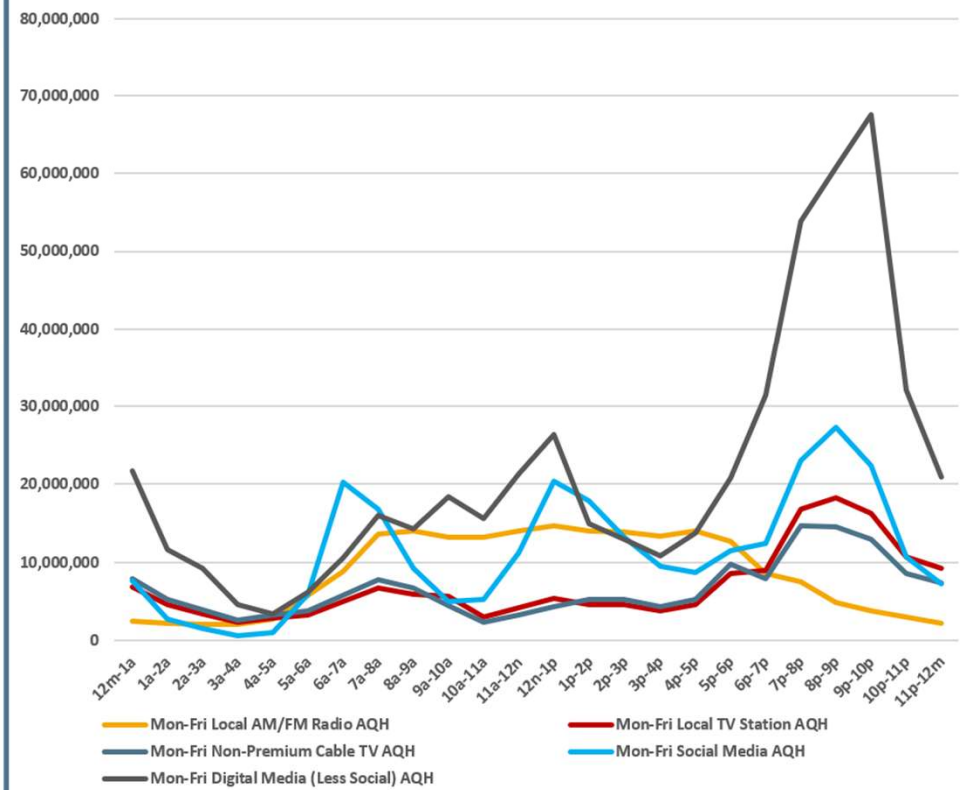


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,611,769;
Local Radio: 2,044,420; Social Media: 1,868,833; Non-Prem. Cable: 1,016,111; Local TV:
887,687 reaching Adults 21 or older who Drank BOURBON WHISKEY in the pas

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



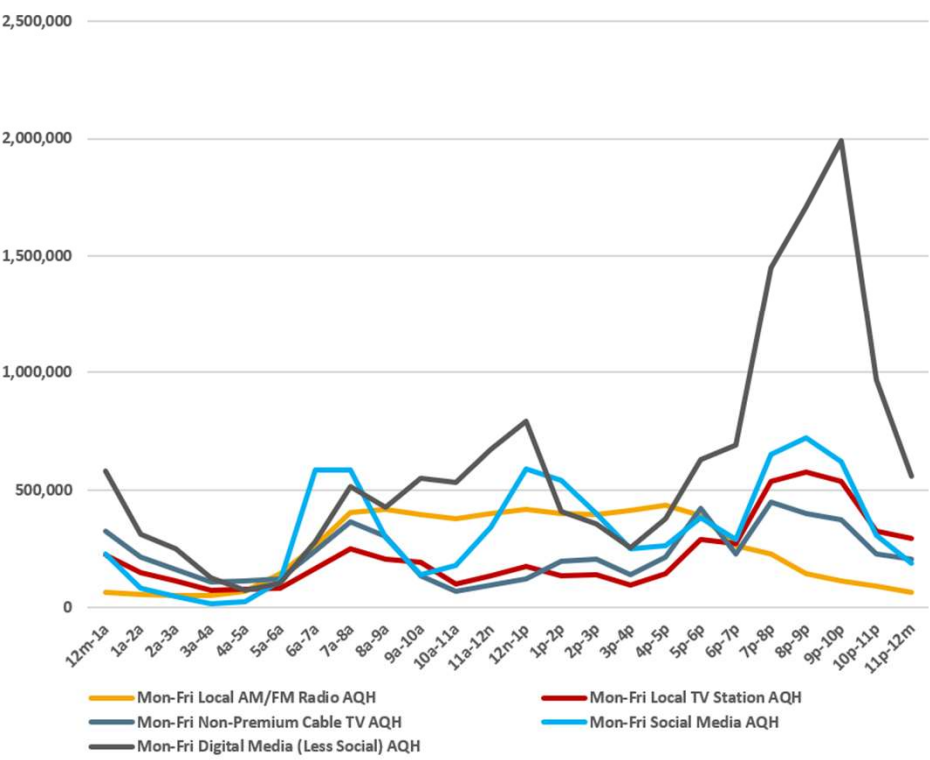
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



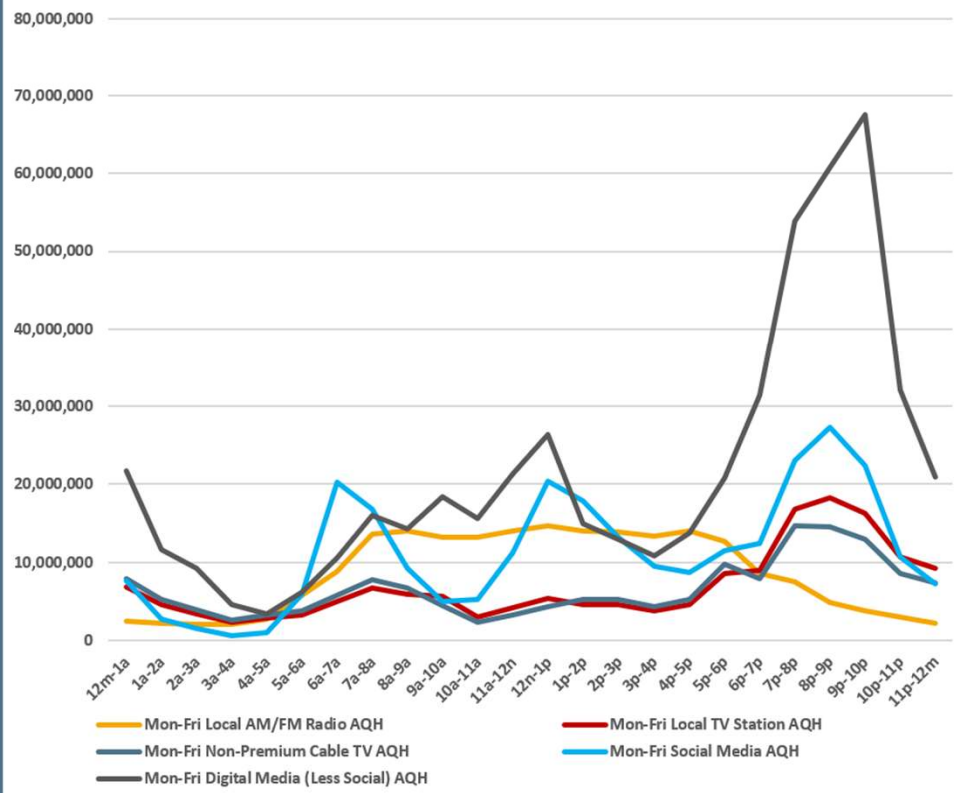


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 498,318;
Local Radio: 381,747; Social Media: 371,779; Non-Prem. Cable: 209,548; Local TV: 176,338
reaching Adults 21 or older who Drank CANADIAN WHISKY in the past 30 day

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



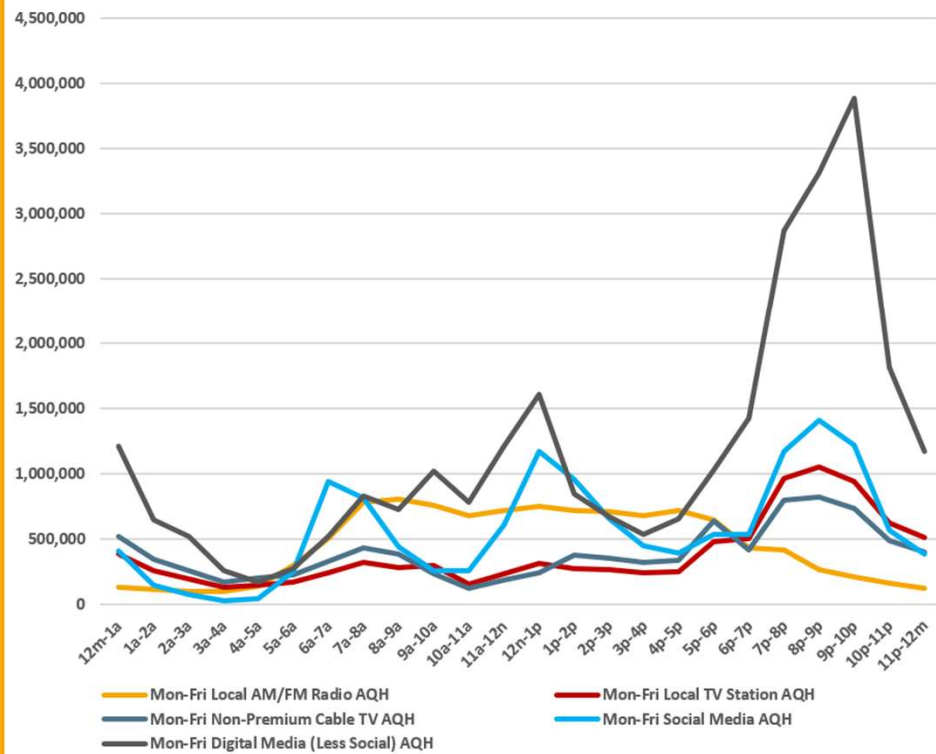
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



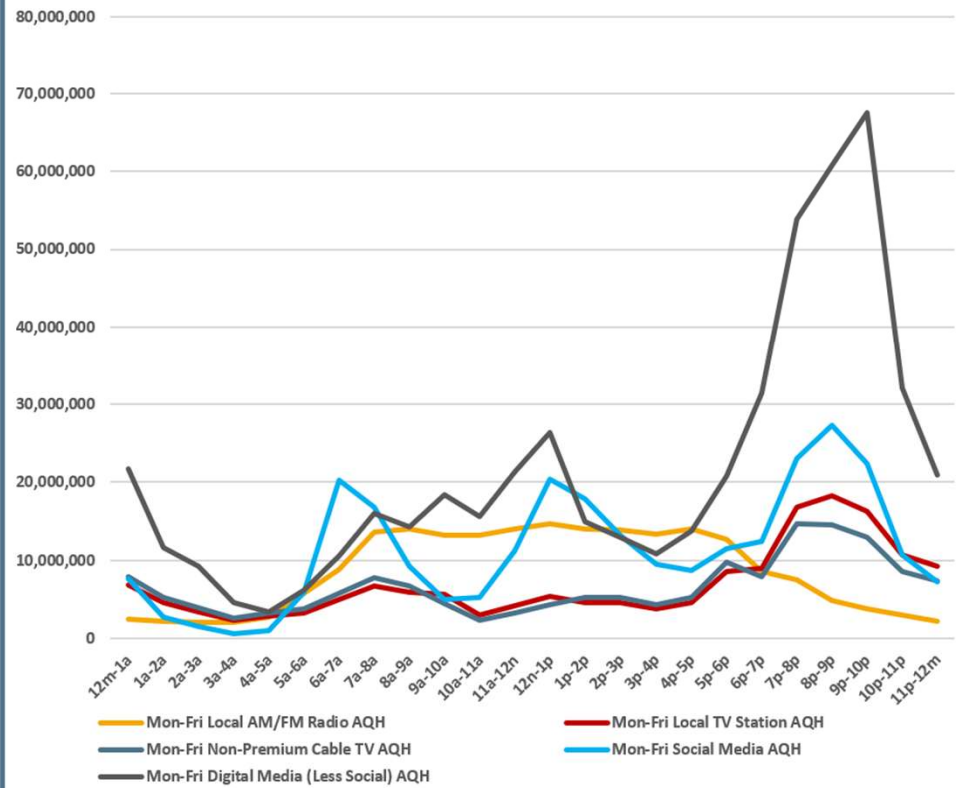


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 911,726;
Local Radio: 684,905; Social Media: 616,248; Non-Prem. Cable: 337,164; Local TV: 297,883
reaching Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days.

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



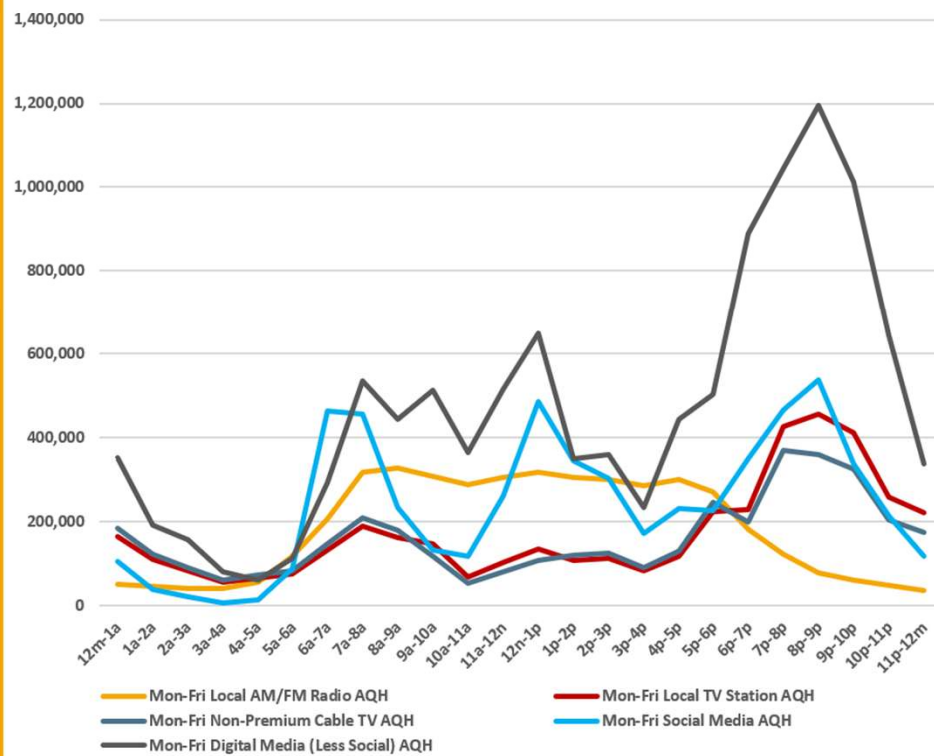
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



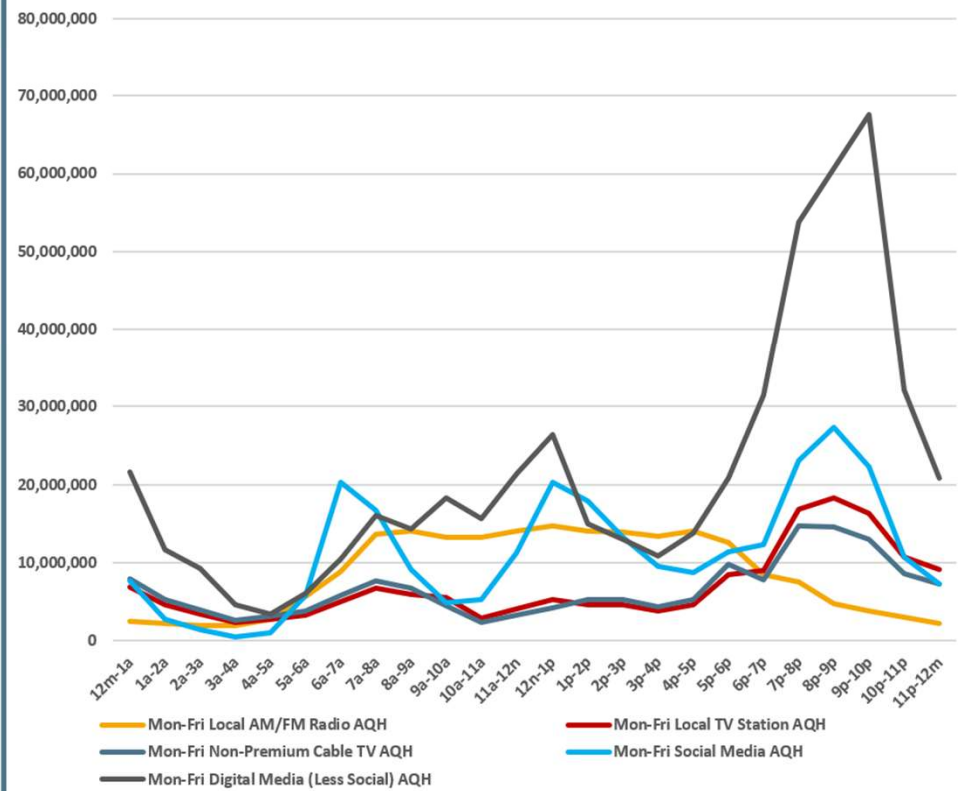


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 468,968;
 Social Media: 291,149; Local Radio: 286,307; Local TV: 139,725; Non-Prem. Cable: 139,359
 reaching Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 d

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



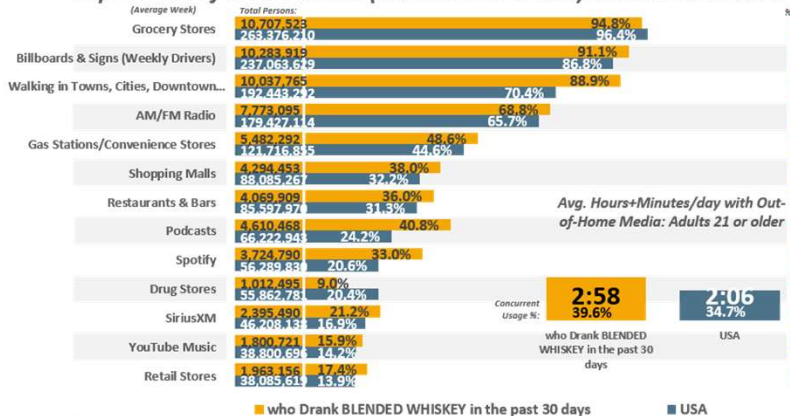
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



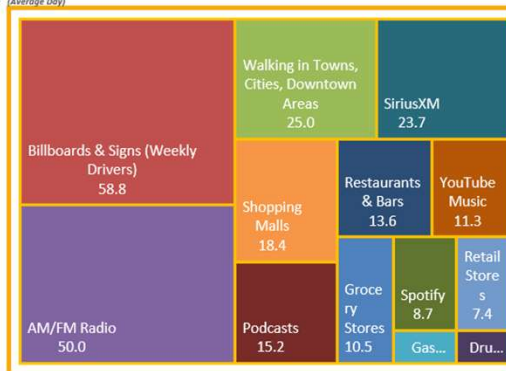


10,283,919 or 91.1% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

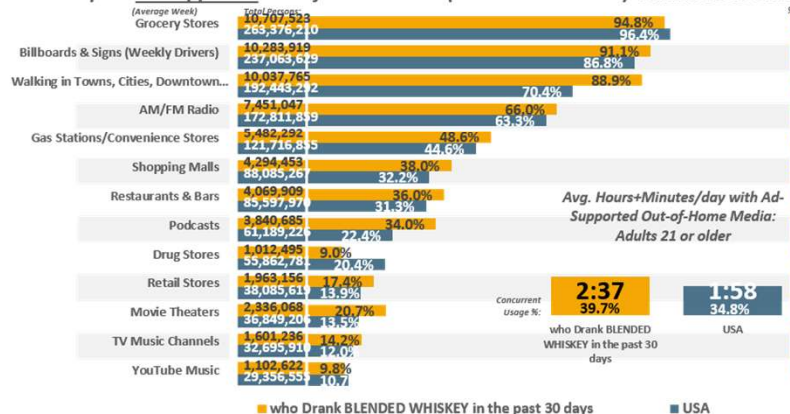
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



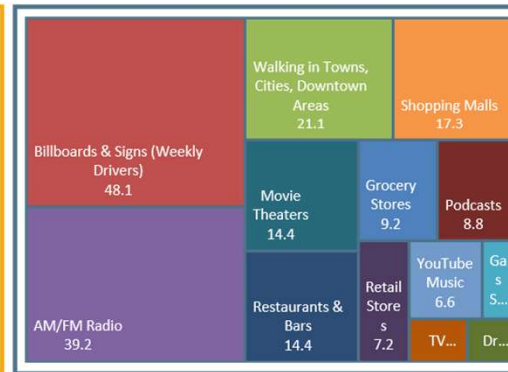
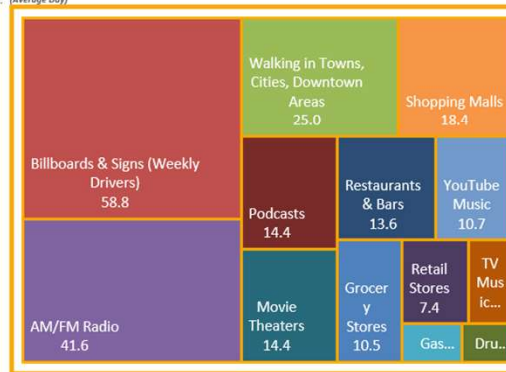
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 919
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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 23,606

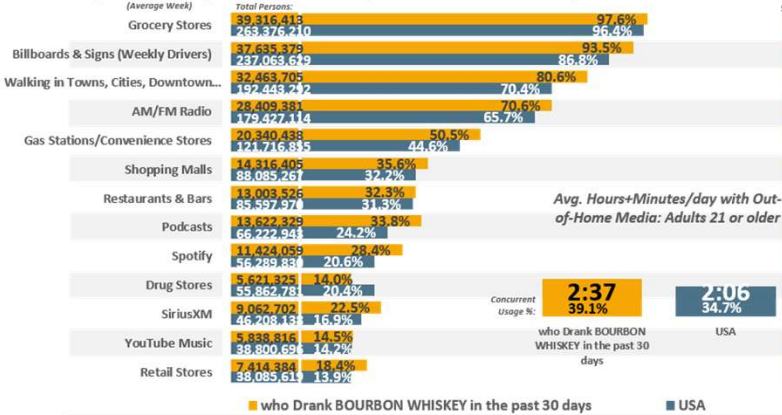
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Blended or rye whiskey

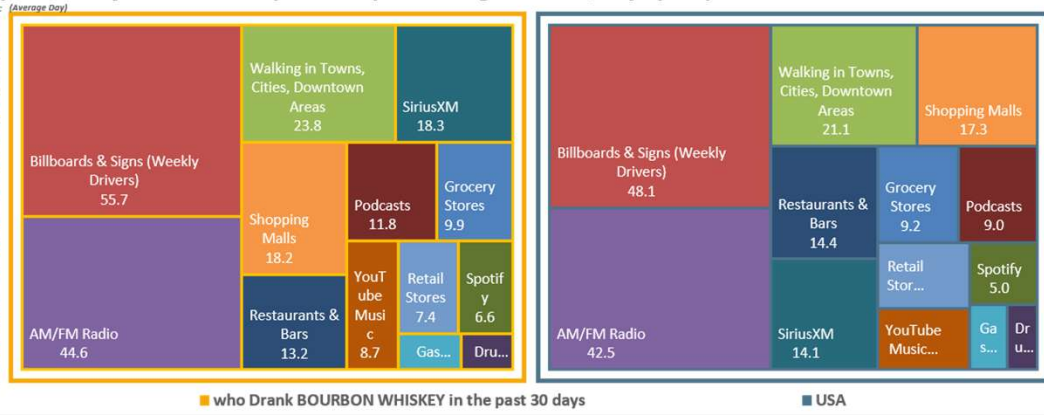


37,635,379 or 93.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

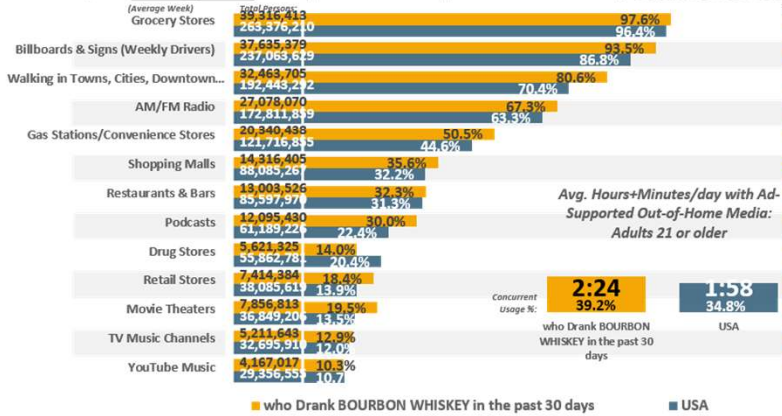
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



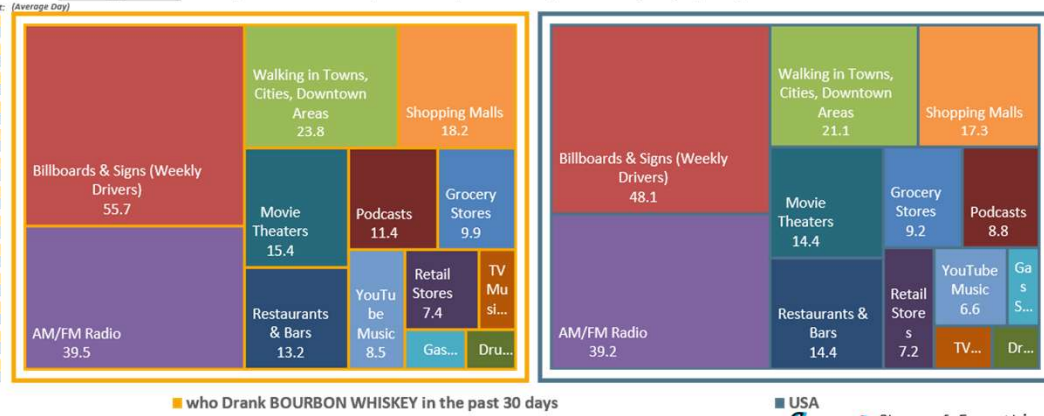
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

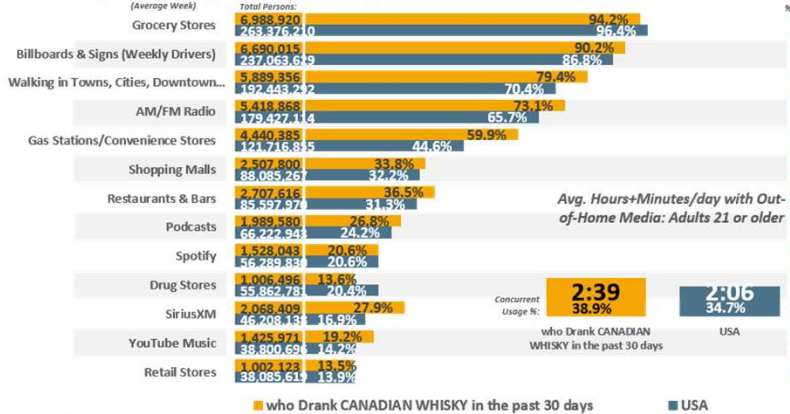
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Bourbon whiskey

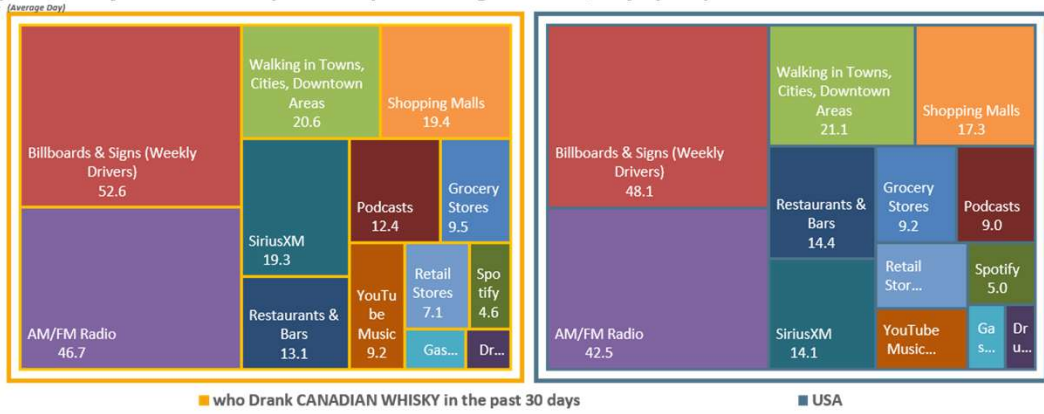


6,690,015 or 90.2% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

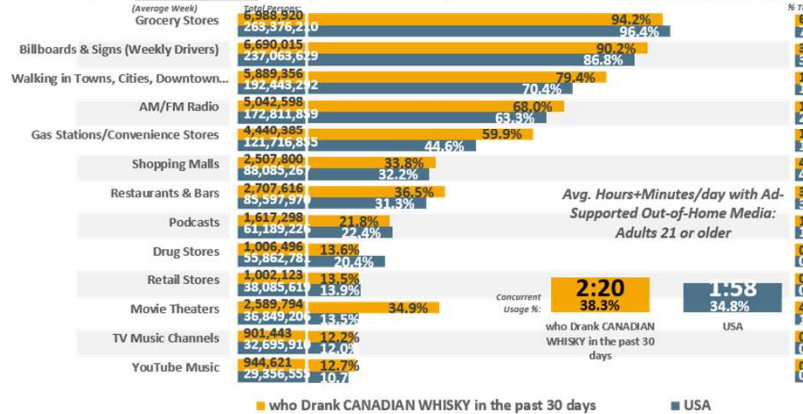
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



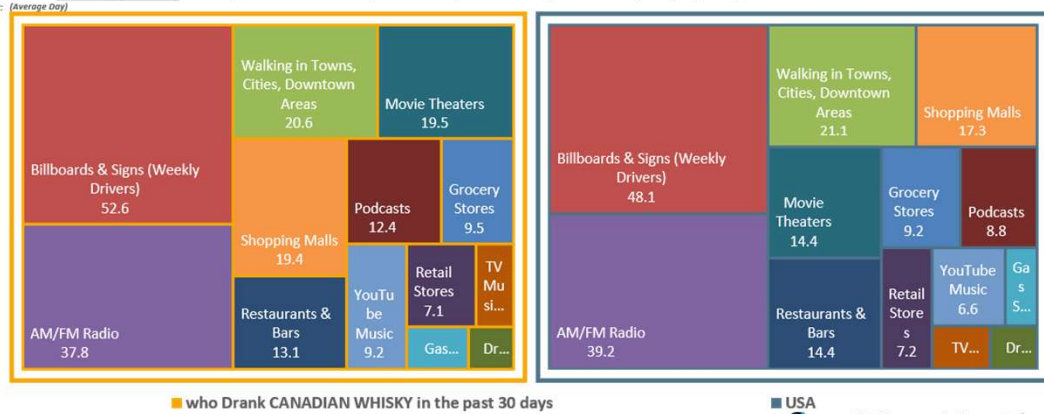
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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 639
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

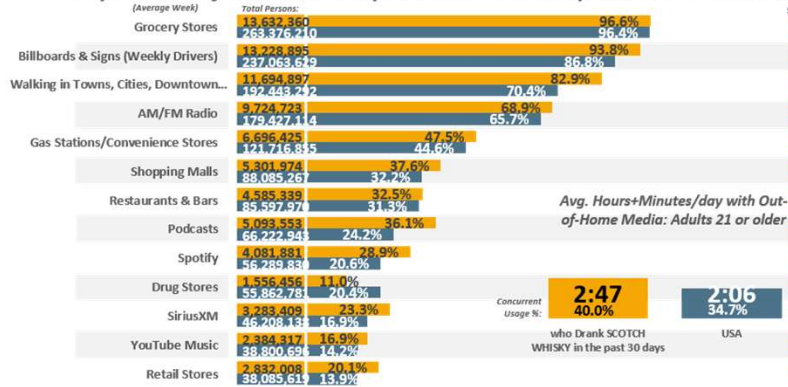
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Canadian whisky

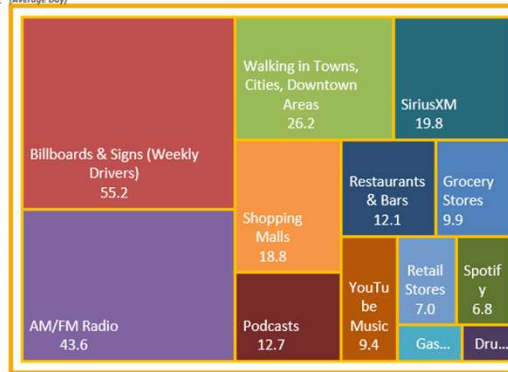


13,228,895 or 93.8% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day.

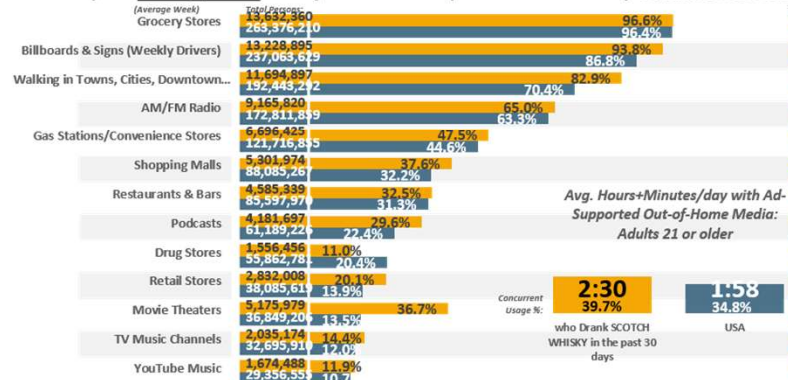
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



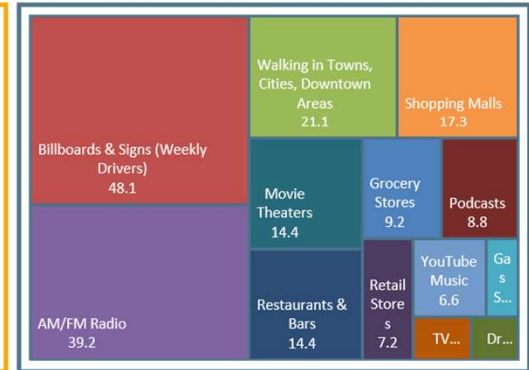
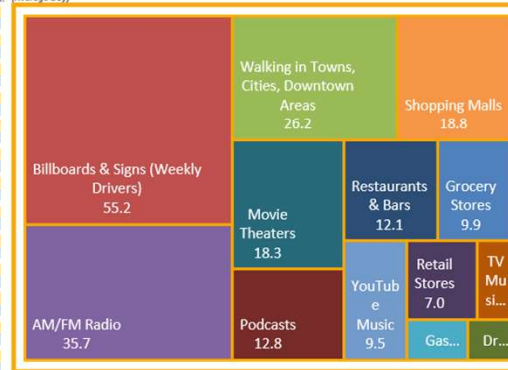
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,227
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

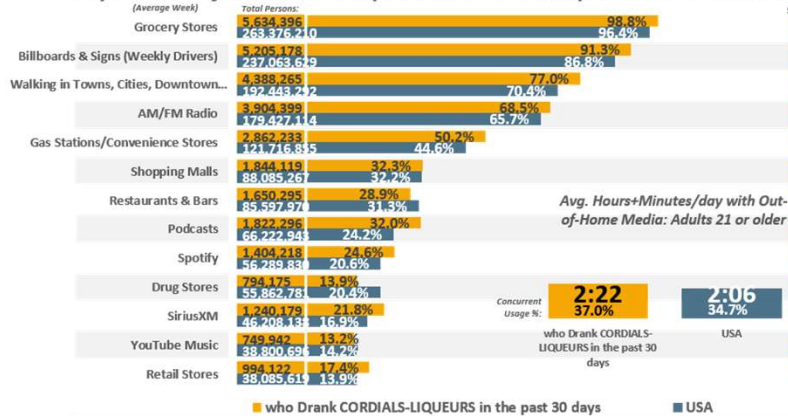
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Scotch whisky

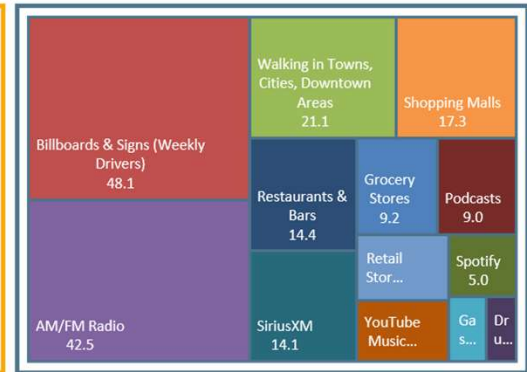
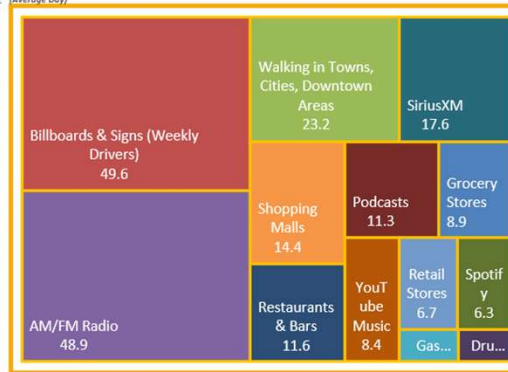


5,205,178 or 91.3% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

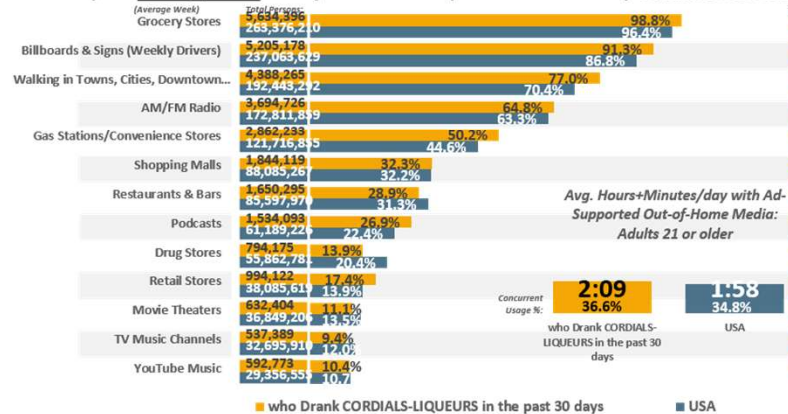
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



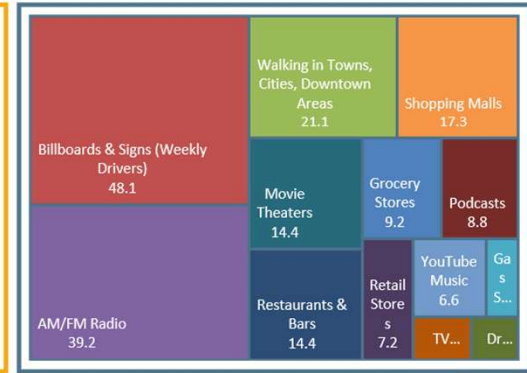
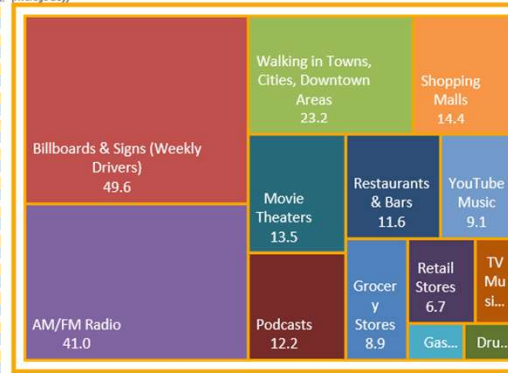
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



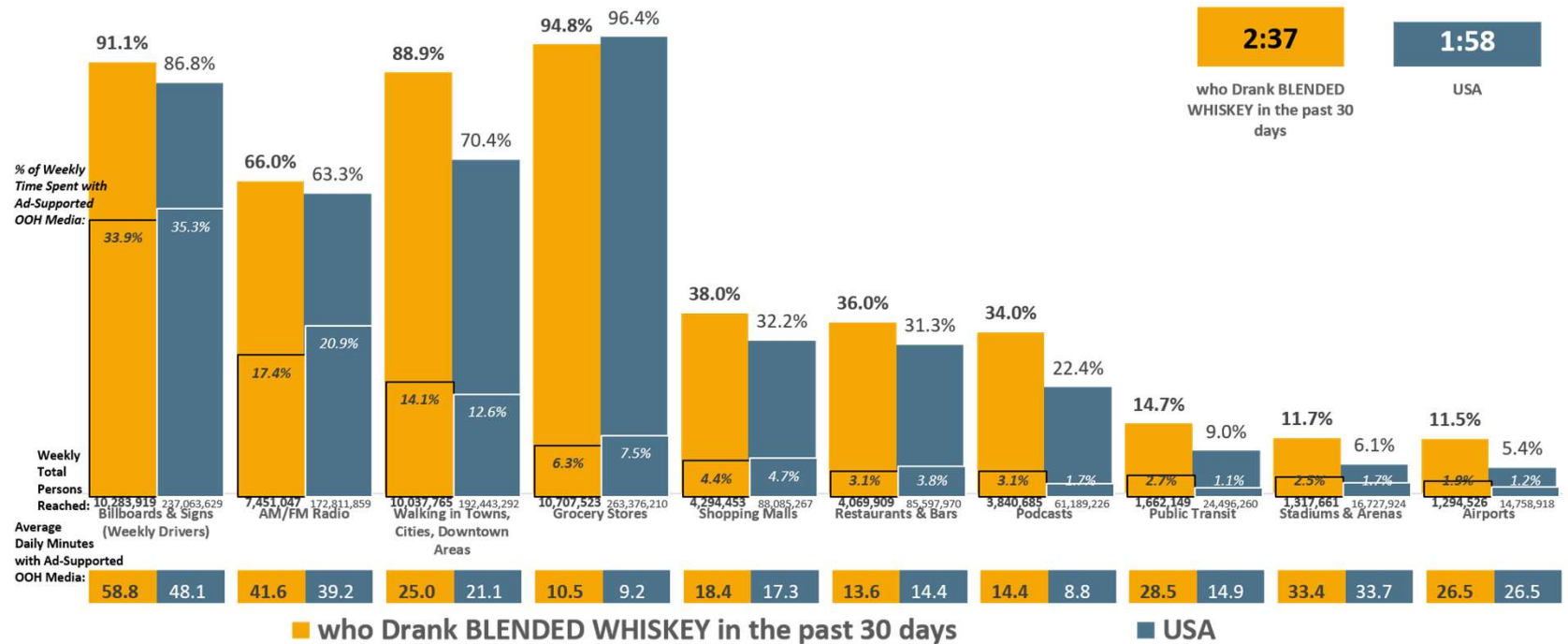


10,283,919 or 91.1% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:37
who Drank BLENDED WHISKEY in the past 30 days

1:58
USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 919
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Liquor drank past 30 days: Blended or rye whiskey

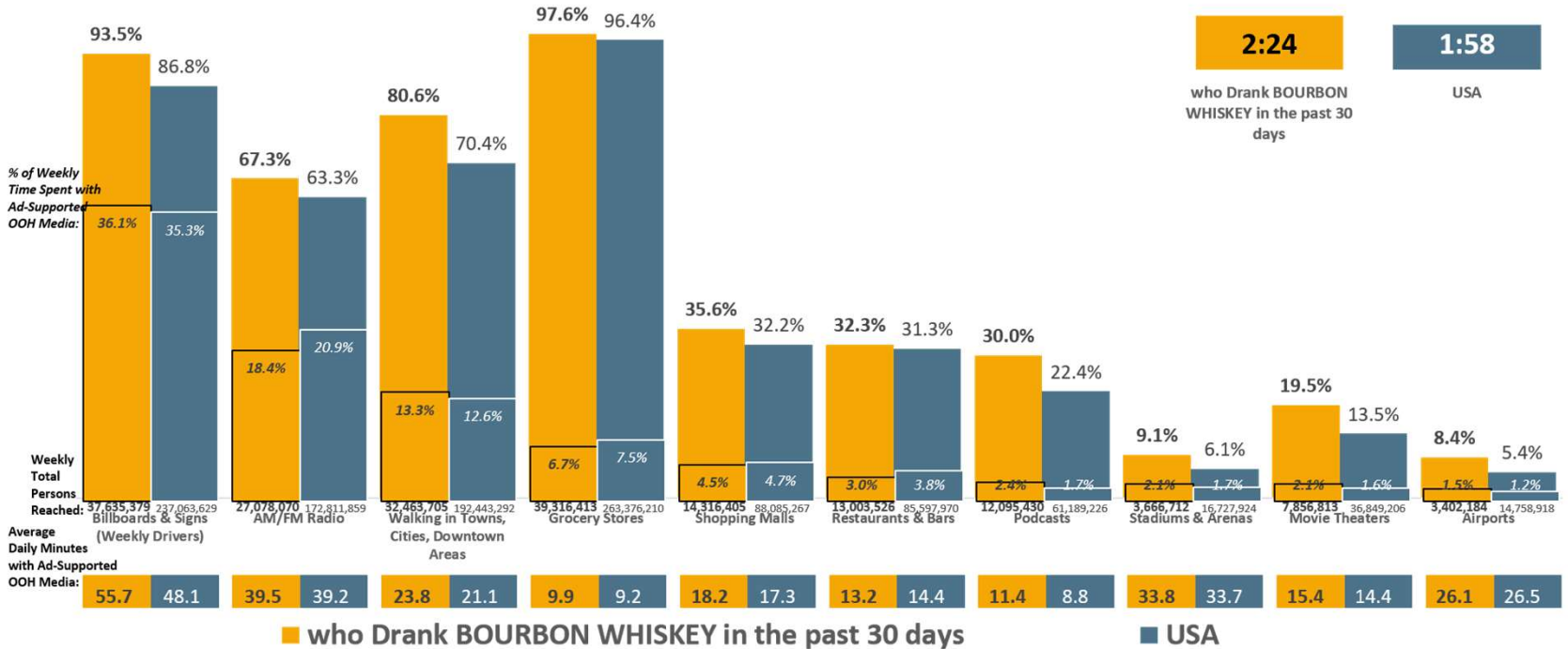


37,635,379 or 93.5% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:24

who Drank BOURBON WHISKEY in the past 30 days

1:58

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,343
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Bourbon whiskey

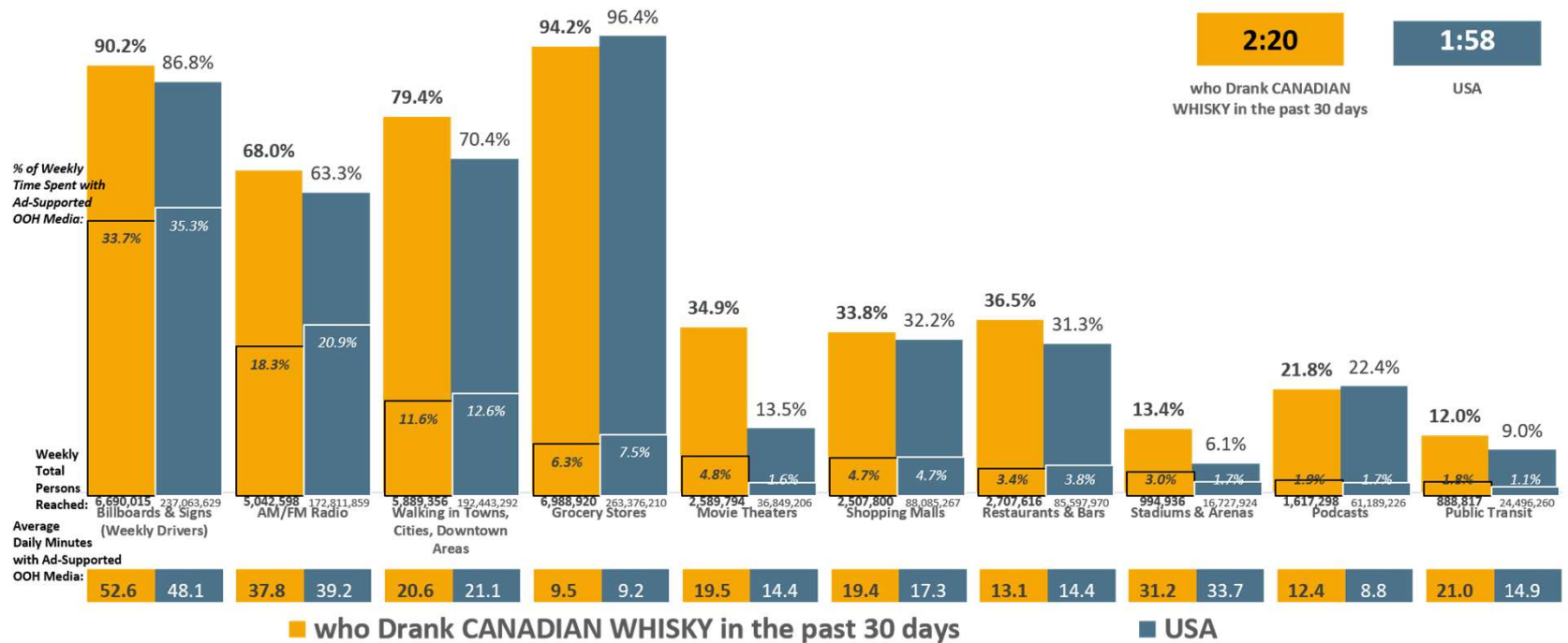


6,690,015 or 90.2% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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 639
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soefa.ai Share of Everything for Anything

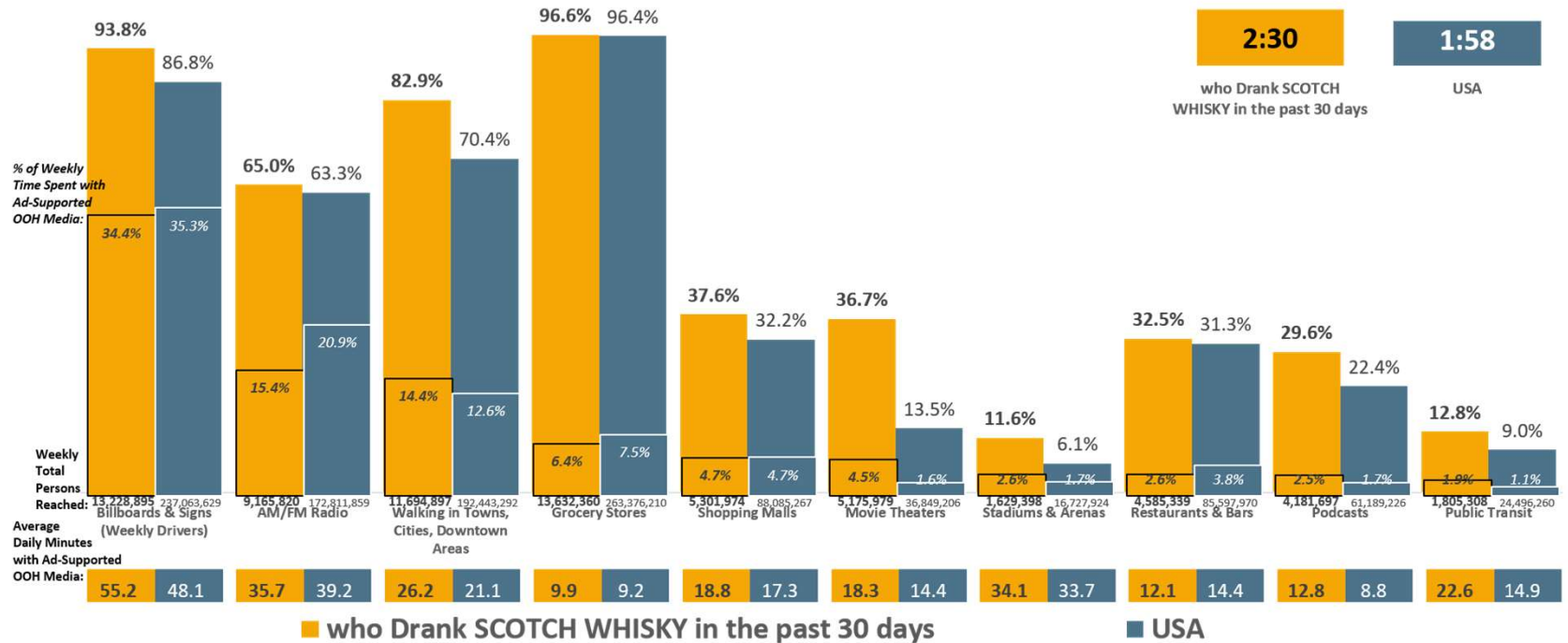


13,228,895 or 93.8% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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 1,227

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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

23,606

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Liquor drank past 30 days: Scotch whisky

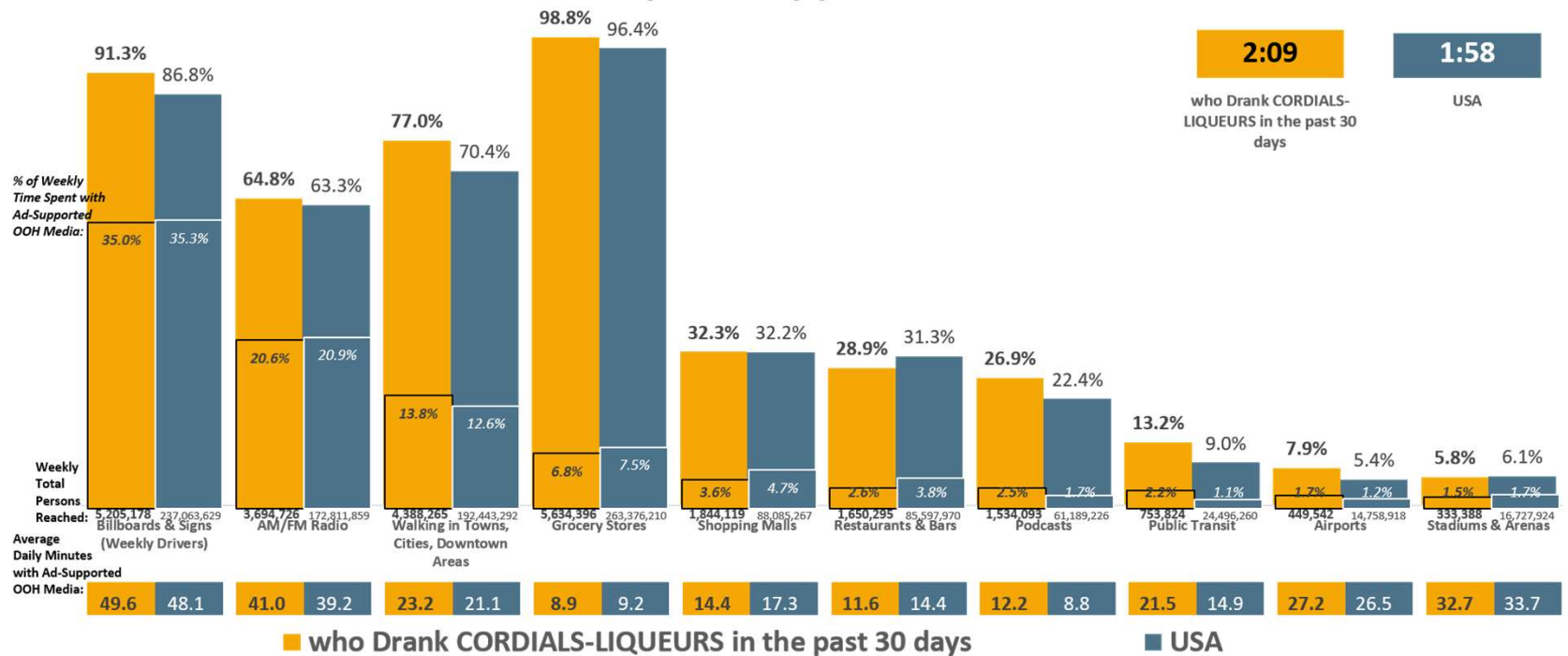


5,205,178 or 91.3% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 35.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:09
who Drank CORDIALS-LIQUEURS in the past 30 days

1:58
USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 558
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

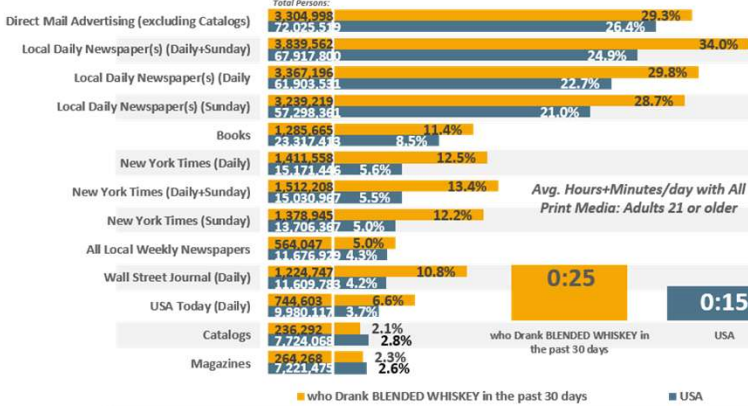
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Cordial - liqueur

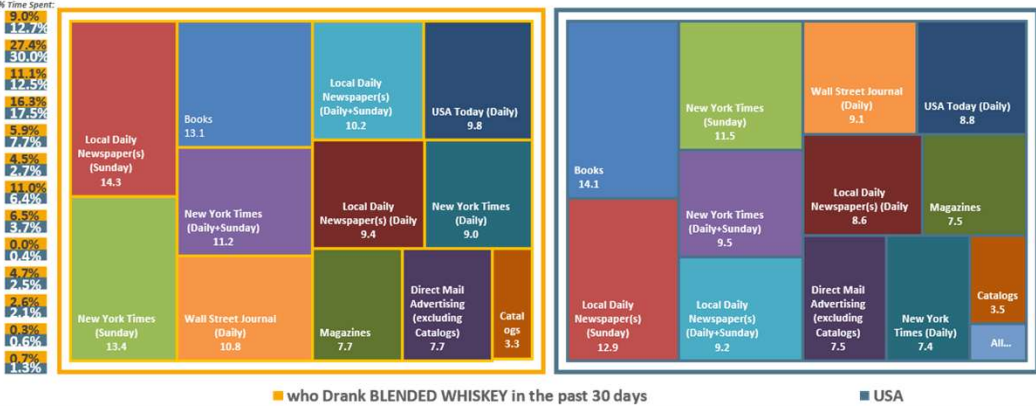


3,839,562 or 34.% of Adults 21 or older who Drank BLENDED WHISKEY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

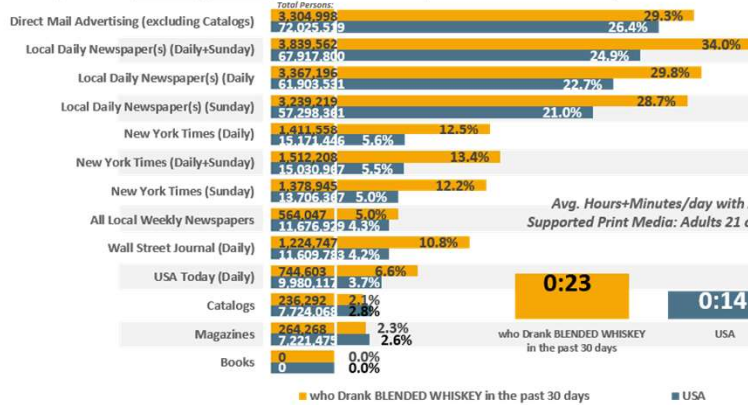
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



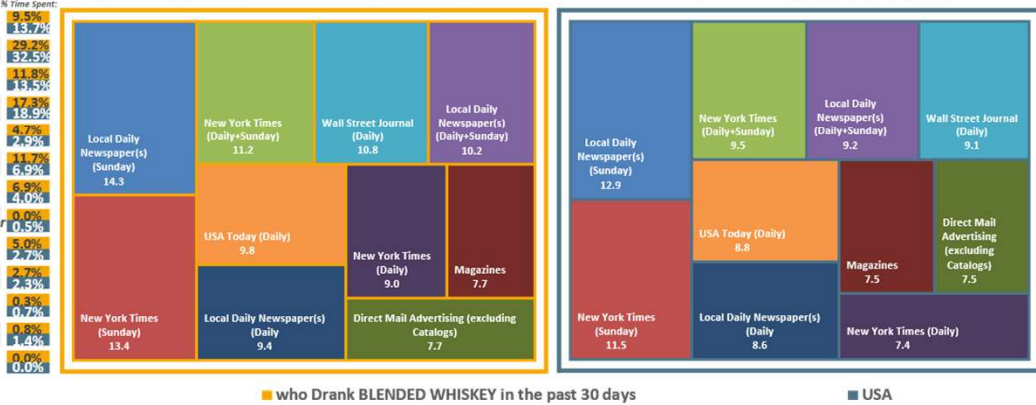
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



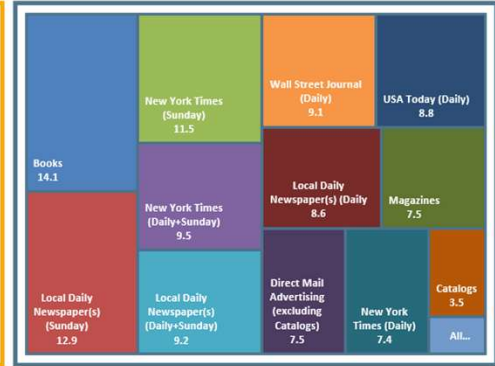
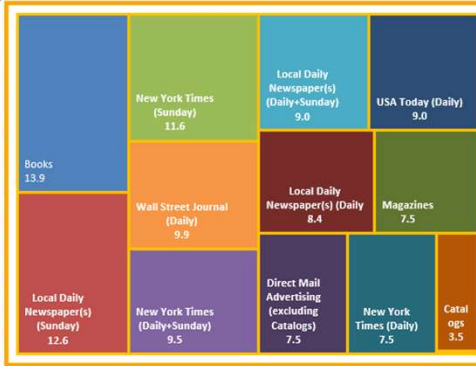
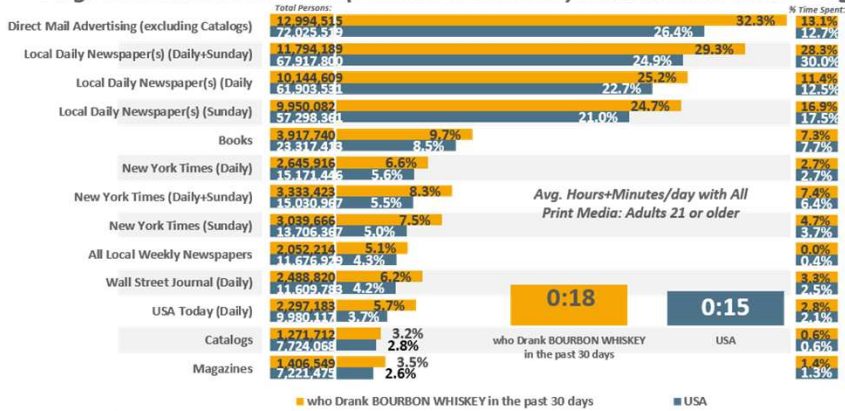
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



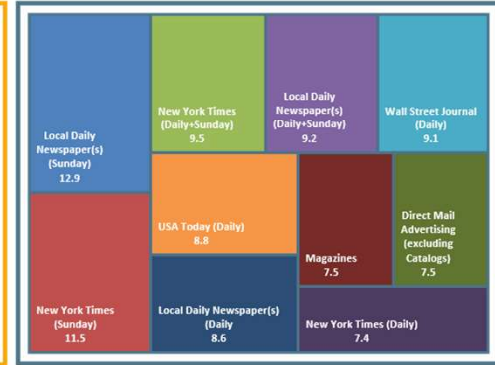
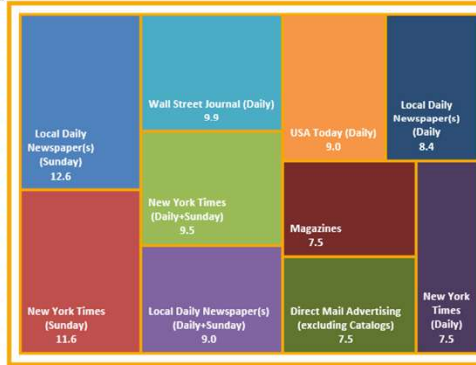
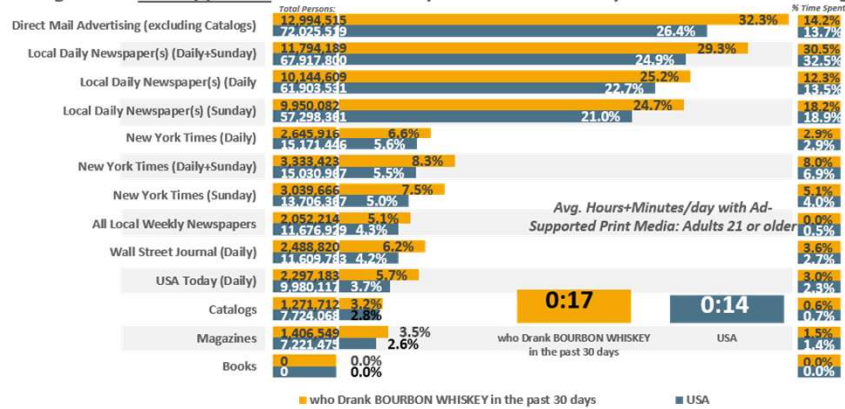


11,794,189 or 29.3% of Adults 21 or older who Drank BOURBON WHISKEY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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



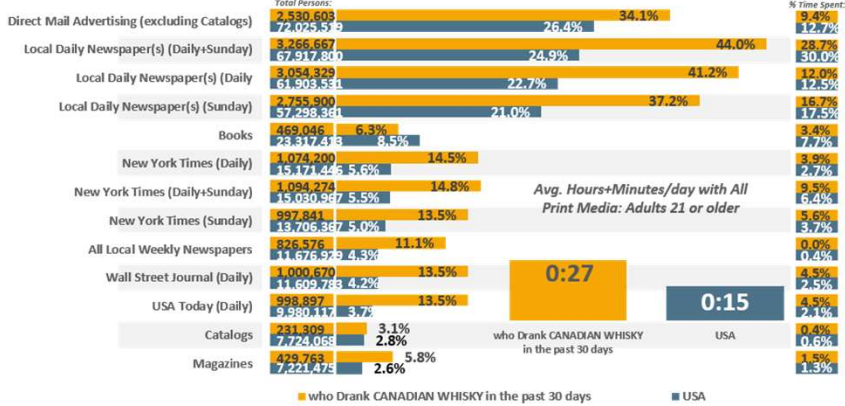
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





3,266,667 or 44.% of Adults 21 or older who Drank CANADIAN WHISKY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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

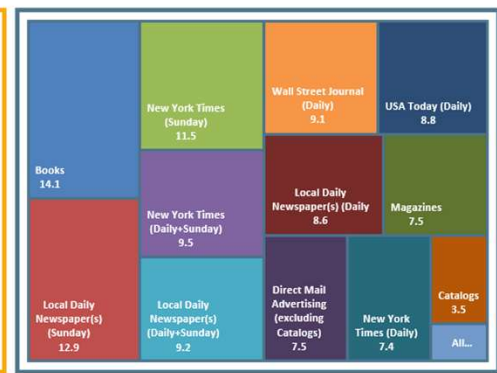
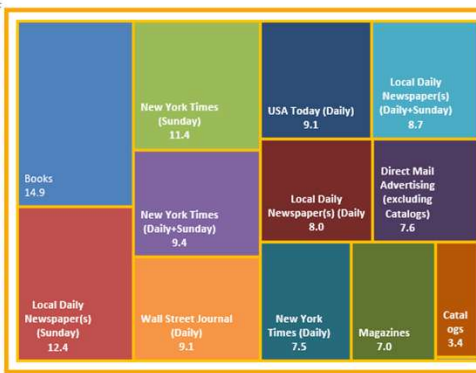


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

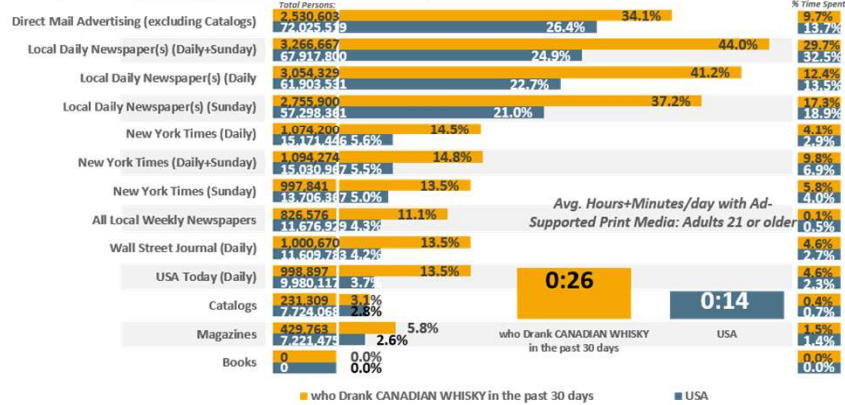
0:27

0:15

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

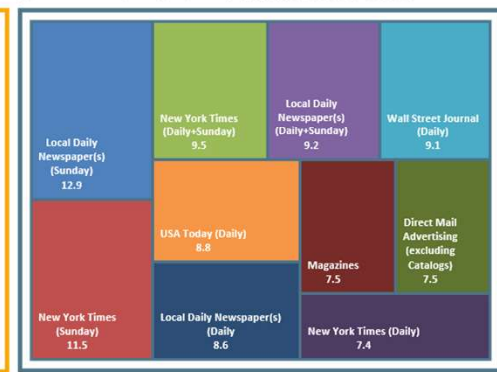
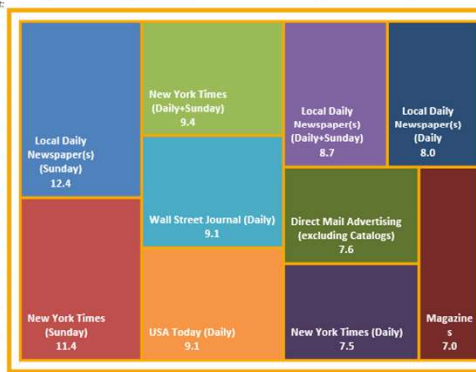


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:26

0:14

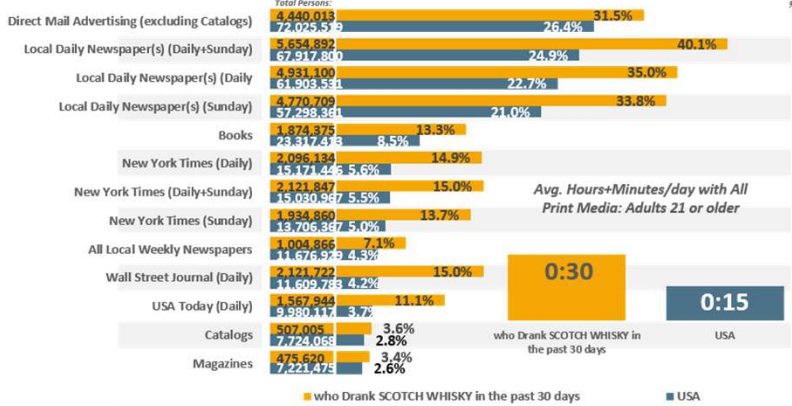
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



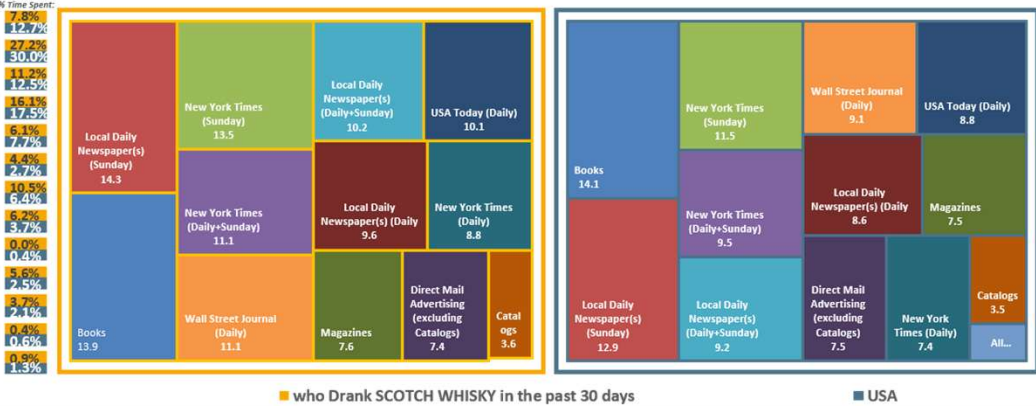


5,654,892 or 40.1% of Adults 21 or older who Drank SCOTCH WHISKY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

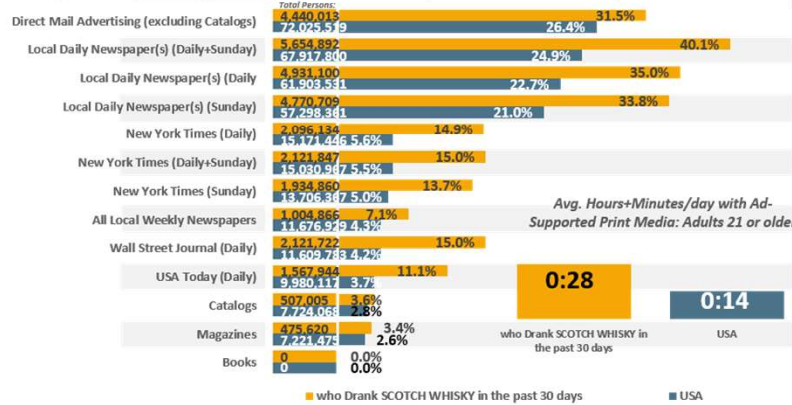
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



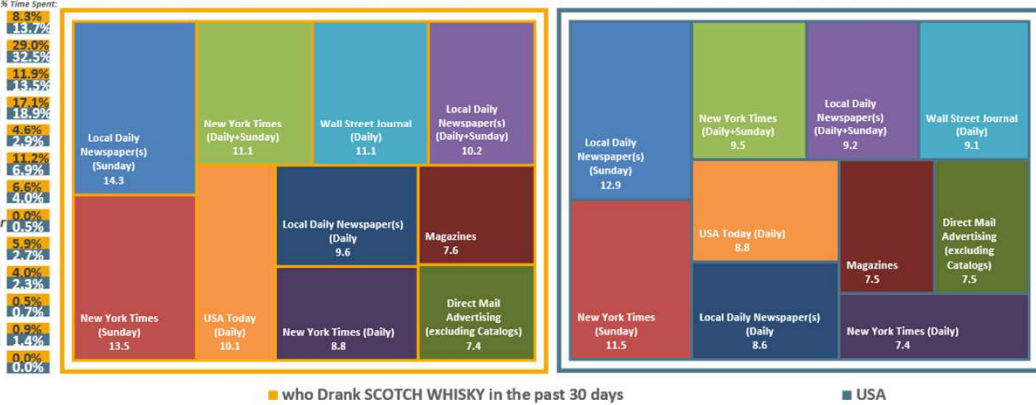
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



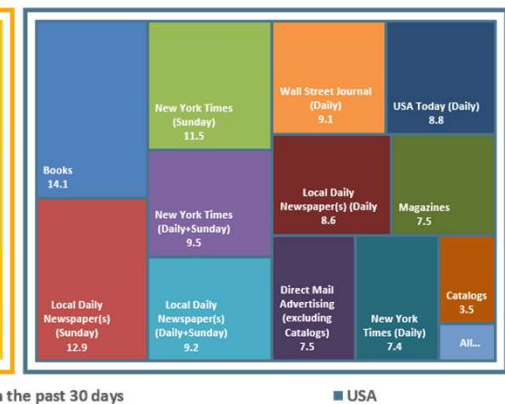
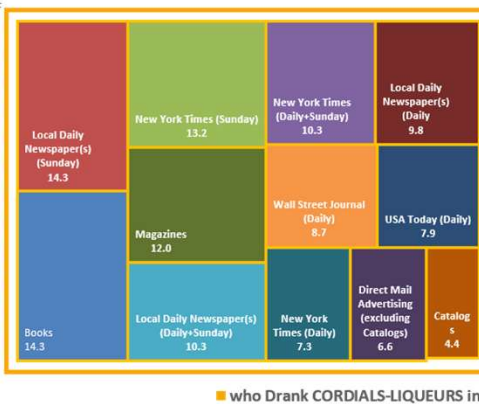
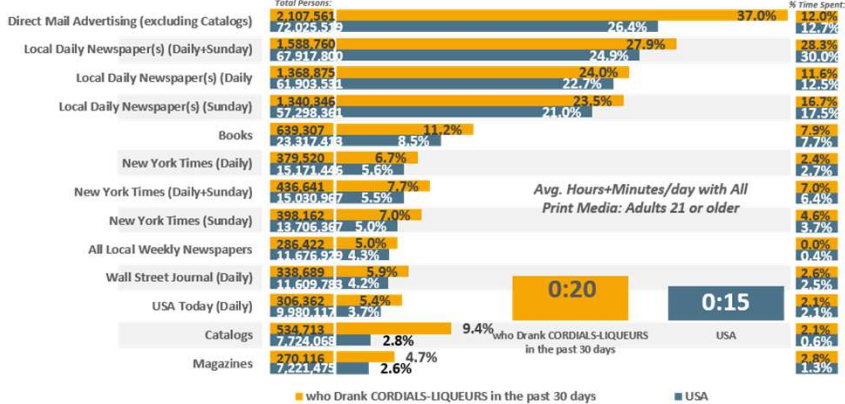
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



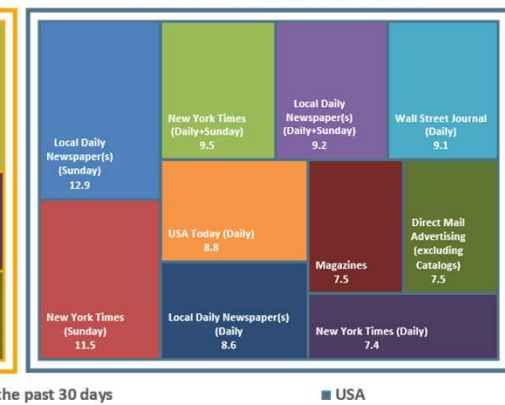
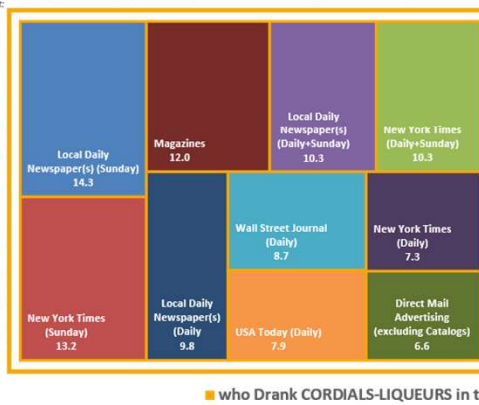
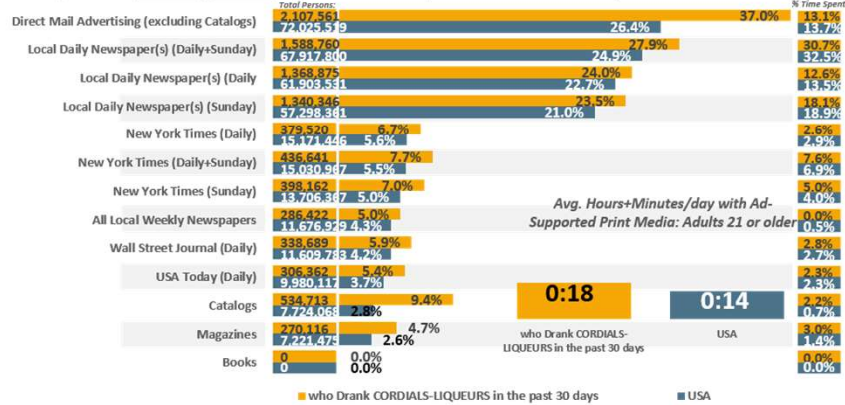


1,588,760 or 27.9% of Adults 21 or older who Drank CORDIALS-LIQUEURS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



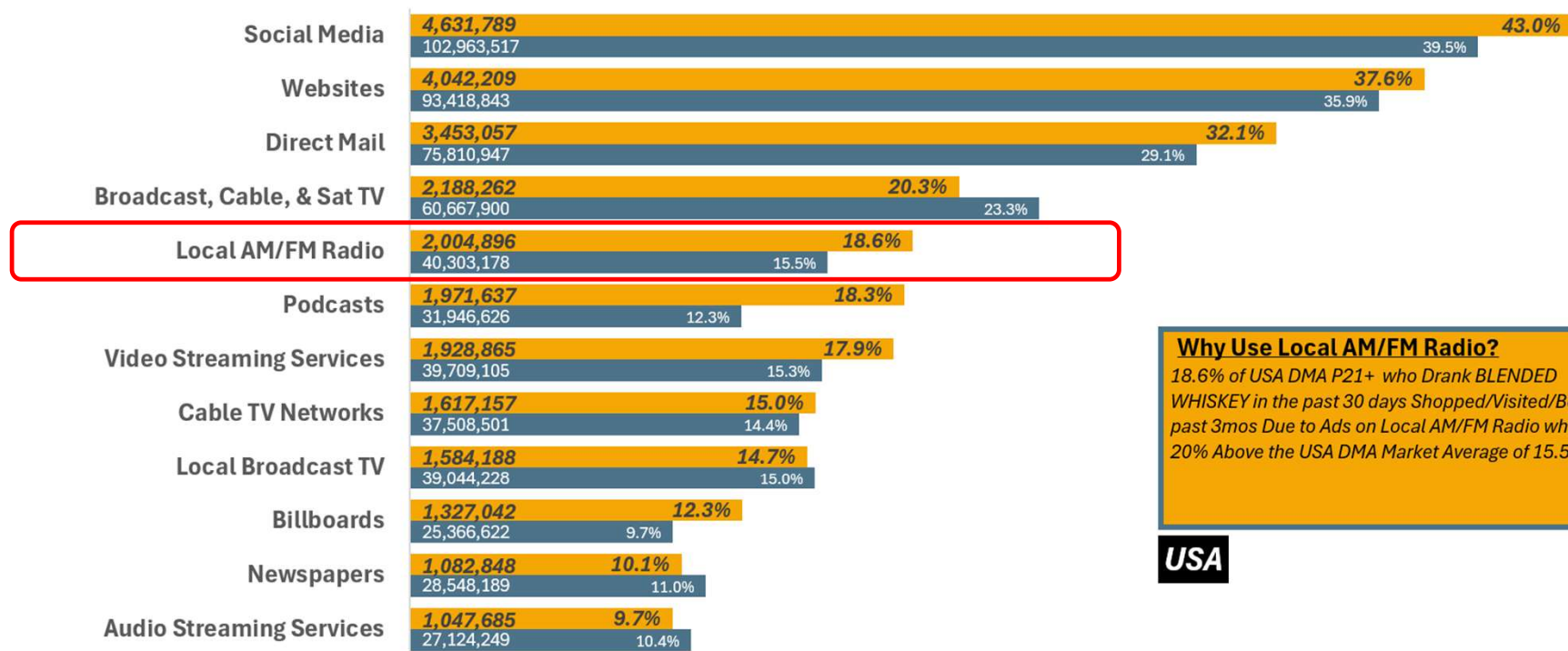
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of USA DMA P21+ who Drank BLENDED WHISKEY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank BLENDED WHISKEY 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: 919
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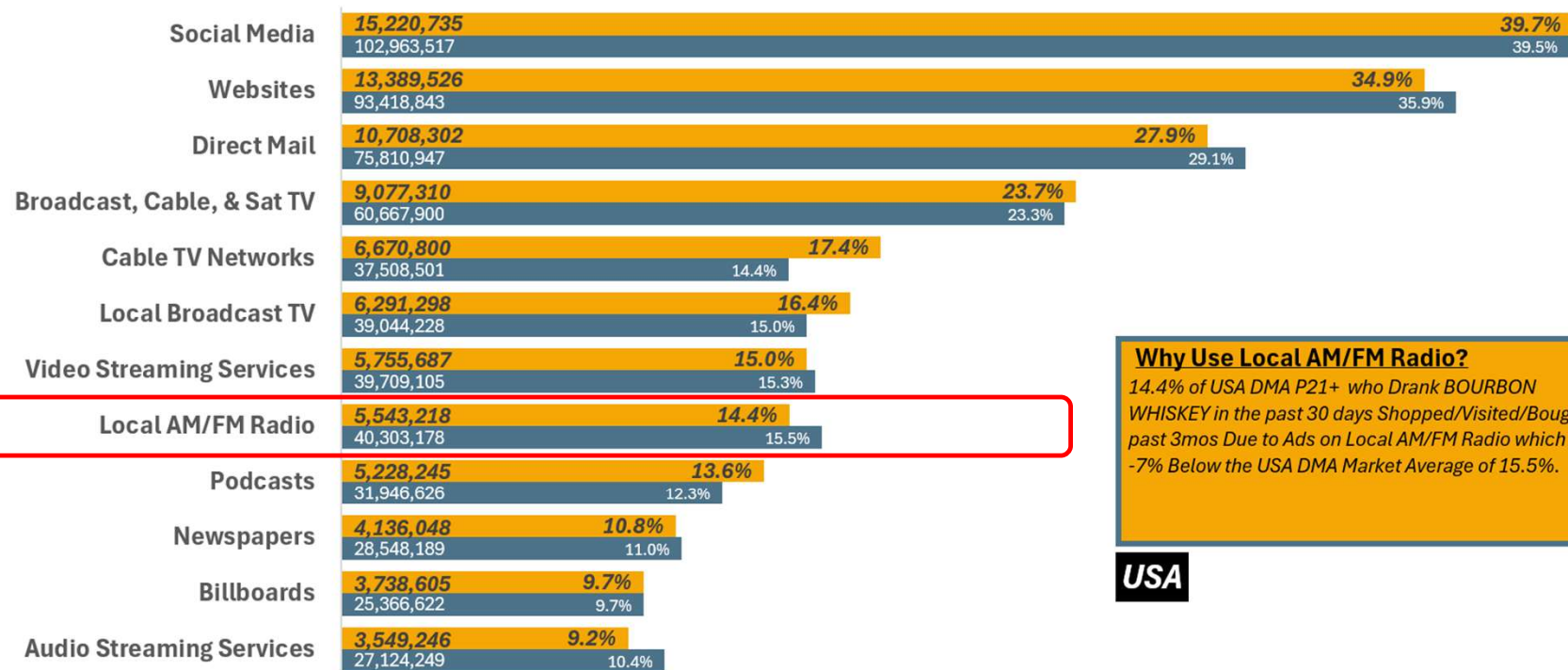
soefa.ai Share of Everything for Anything ®

Liquor drank past 30 days: Blended or rye whiskey



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.4% of USA DMA P21+ who Drank BOURBON WHISKEY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank BOURBON WHISKEY 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: 3343
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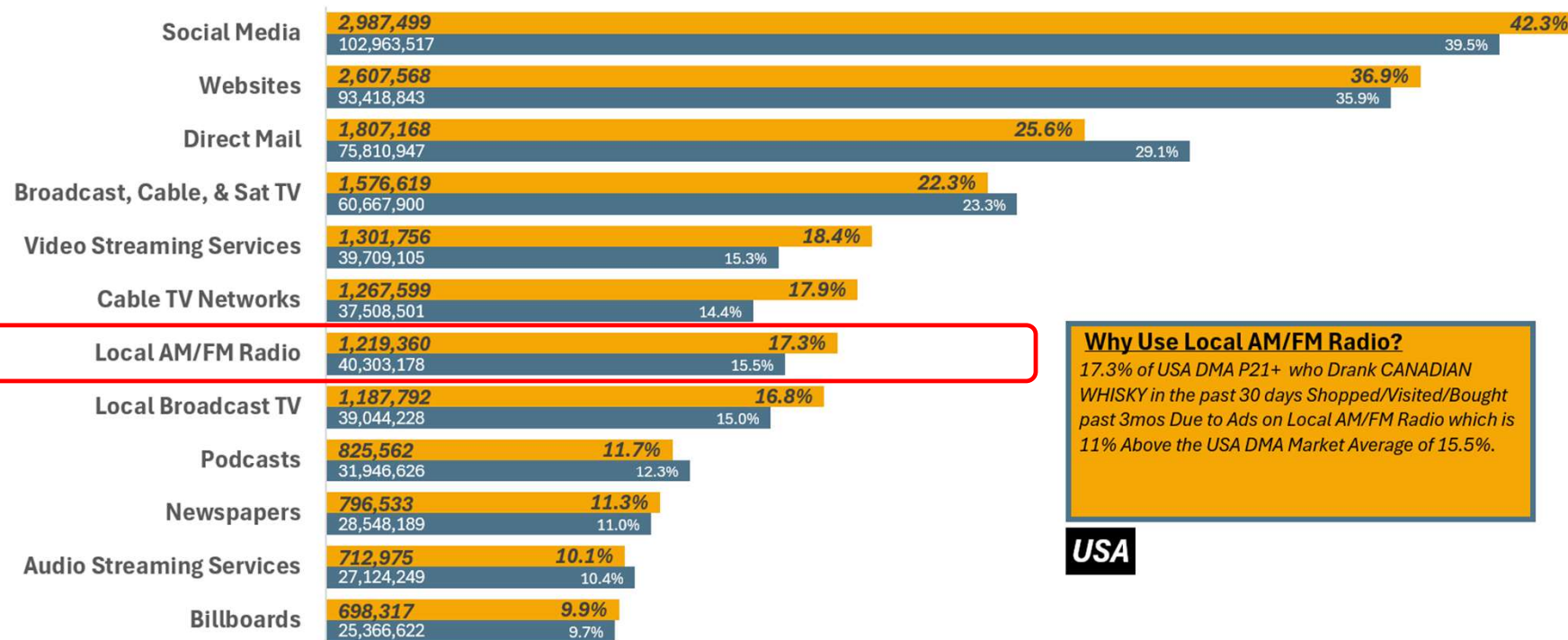
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Bourbon whiskey



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of USA DMA P21+ who Drank CANADIAN WHISKY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank CANADIAN WHISKY 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: 639
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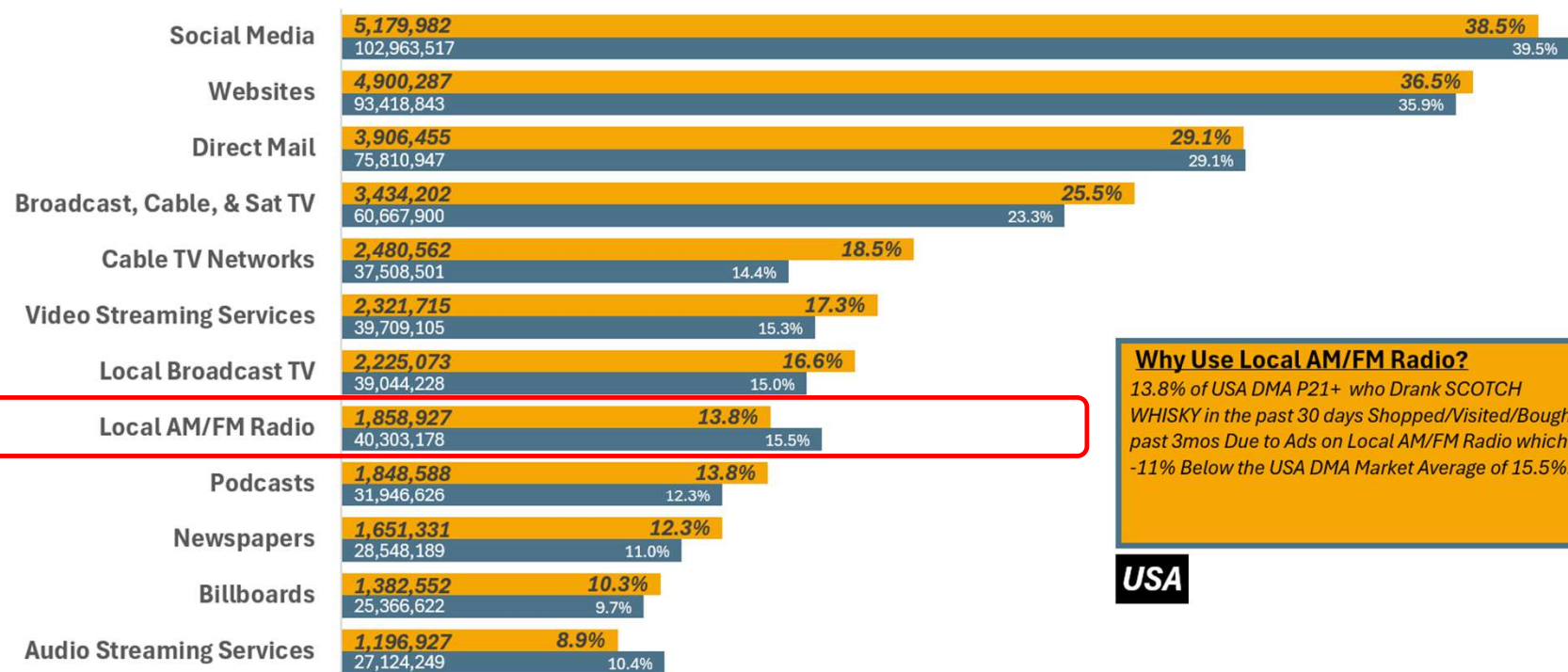
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Liquor drank past 30 days: Canadian whisky



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.8% of USA DMA P21+ who Drank SCOTCH WHISKY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank SCOTCH WHISKY 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: 1227
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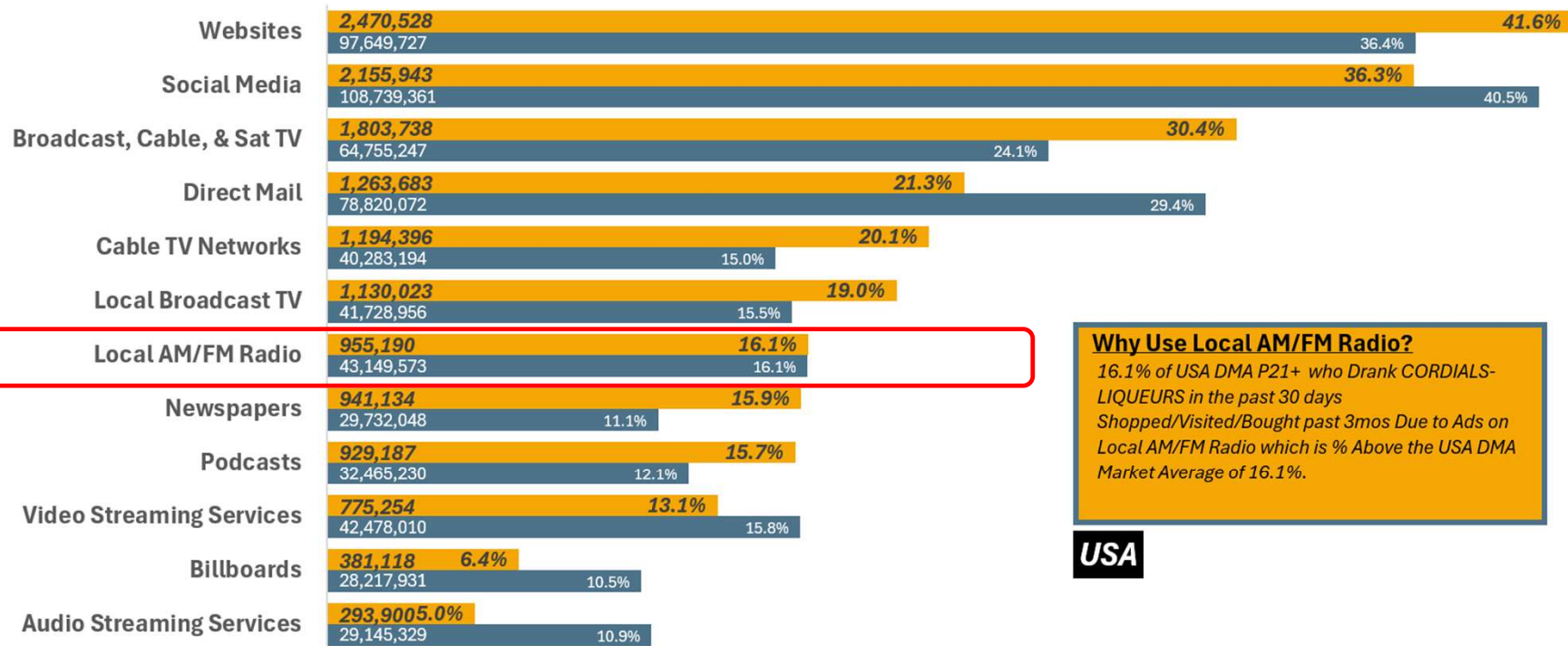
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Liquor drank past 30 days: Scotch whisky



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.1% of USA DMA P21+ who Drank CORDIALS-LIQUEURS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 16.1%.

USA

■ P21+ who Drank CORDIALS-LIQUEURS 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: 601
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Liquor drank past 30 days: Cordial - liqueur