

# USA+4 More DMAs – P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS CINCINNATI, and WEST PALM BEACH DMA** P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days as of August 31, 2025.



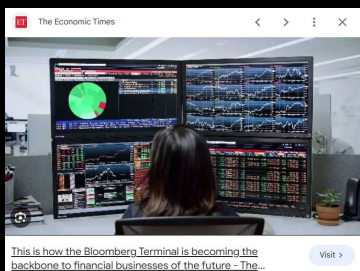
**P21+**

THE MARK ANTHONY GROUP OF COMPANIES  
*We Build Distinctive Brands*



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

Hard seltzers drank past 30 days: White Claw





6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days.  
Typical Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 42. years old (16.2% younger than average) and have a \$129,517 (35.3% higher than average) annual household income.

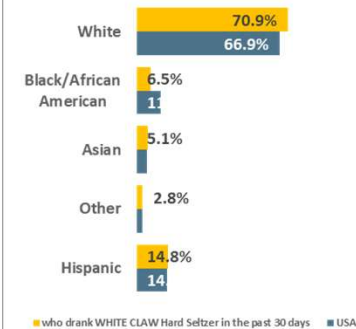
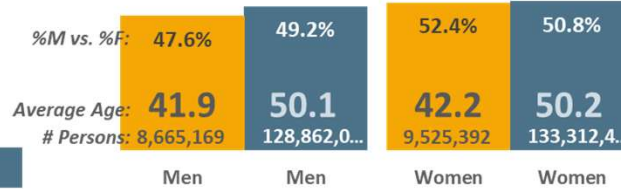
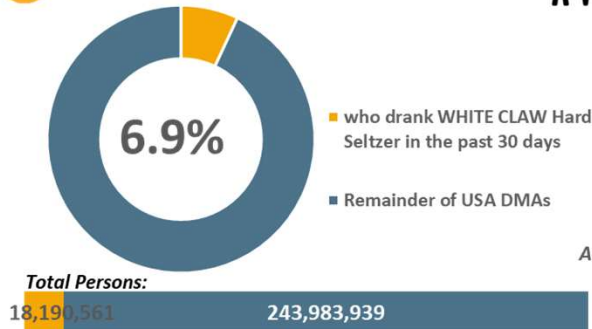


Percent of Market: Adults 18 or older

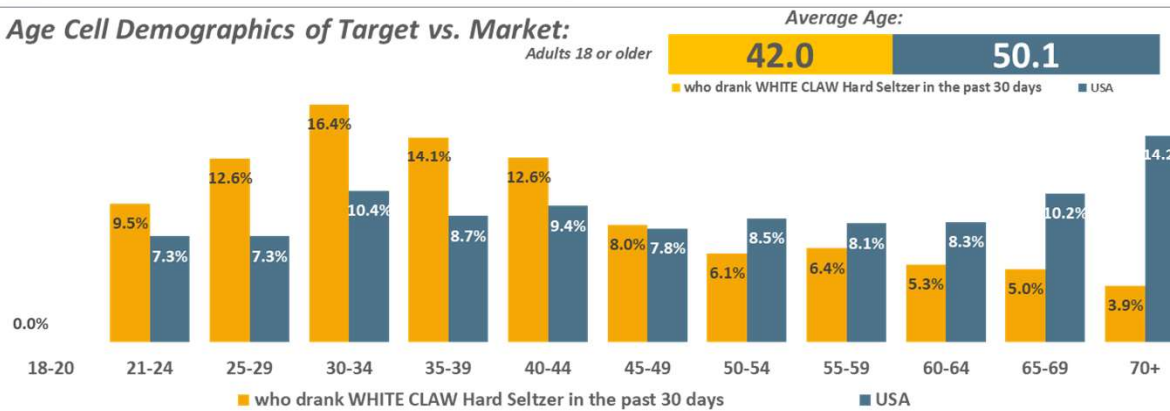


Gender of Target vs. Market: Adults 18 or older

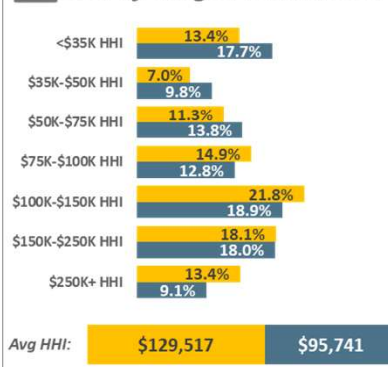
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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Hard seltzers drank past 30 days: White Claw



9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 44.4 years old (11.6% younger than average) and have a \$125,893 (14.1% higher than average) annual household income.

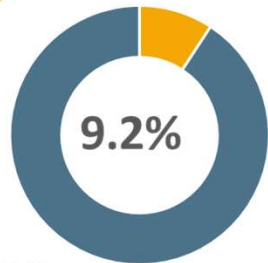


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



who drank WHITE CLAW Hard Seltzer in the past 30 days

Remainder of MSP DMA

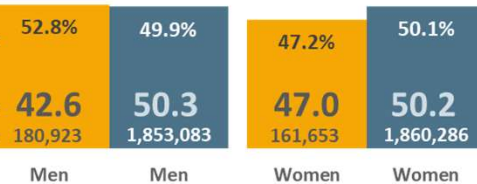
Total Persons:

342,576 3,370,793

%M vs. %F:

Average Age:

# Persons:



Age Cell Demographics of Target vs. Market:

Adults 21 or older

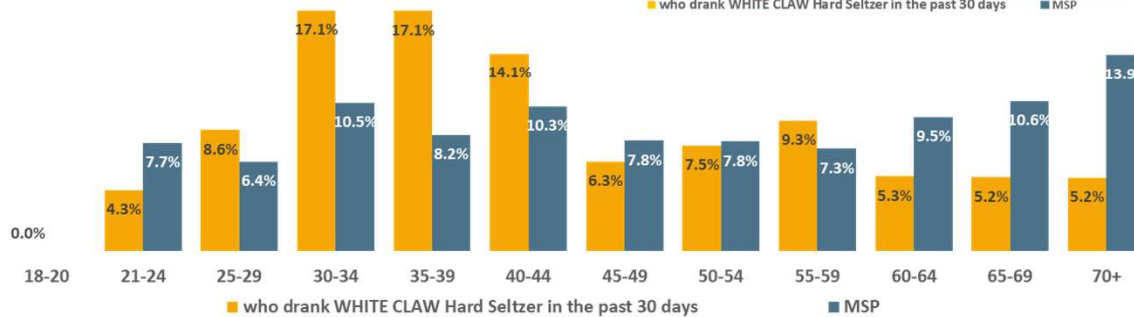
Average Age:

44.4

50.2

who drank WHITE CLAW Hard Seltzer in the past 30 days

MSP



who drank WHITE CLAW Hard Seltzer in the past 30 days

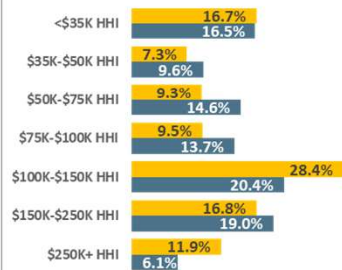
MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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HHI of Target vs. Market:



Avg HHI:

\$125,893

\$110,365

Hard seltzers drank past 30 days: White Claw



5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 36.9 years old (26.7% younger than average) and have a \$139,448 (39.9% higher than average) annual household income.

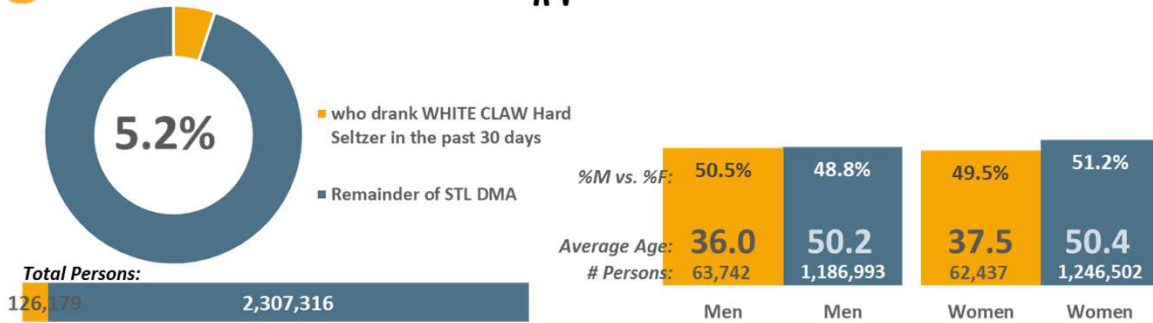


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

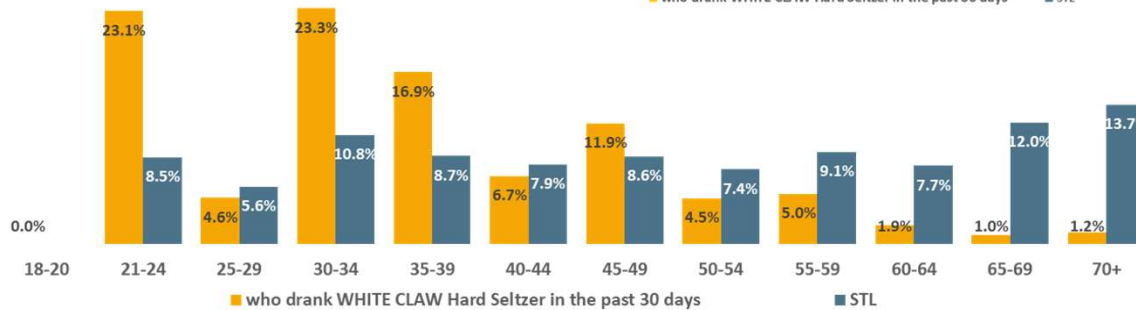
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Adults 21 or older

Average Age:



HHI of Target vs. Market:



Avg HHI:



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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Hard seltzers drank past 30 days: White Claw





6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 44. years old (12.3% younger than average) and have a \$115,646 (16.4% higher than average) annual household income.

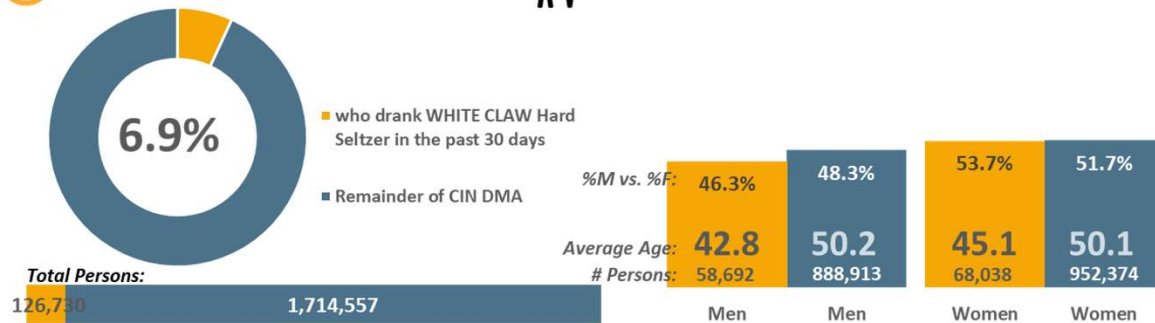


Percent of Market: Adults 21 or older

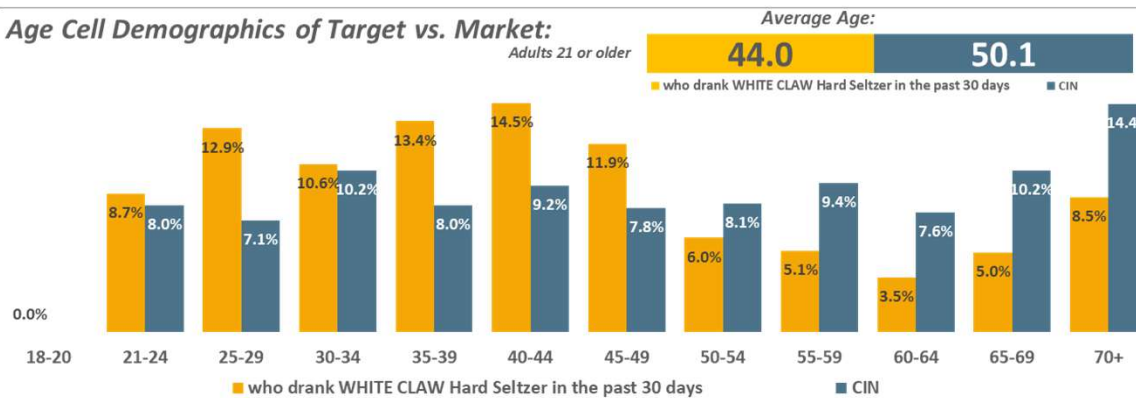


Gender of Target vs. Market: Adults 21 or older

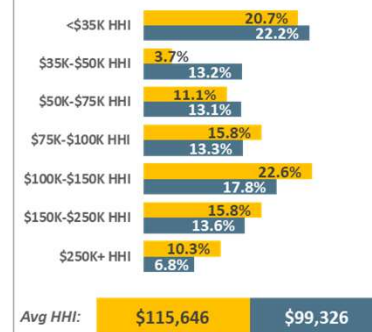
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133  
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Hard seltzers drank past 30 days: White Claw



4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 46.6 years old (15.7% younger than average) and have a \$138,172 (32.9% higher than average) annual household income.

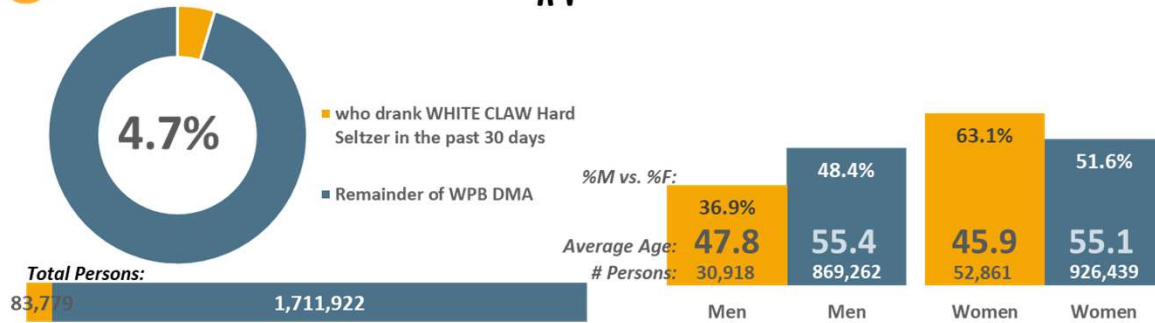


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

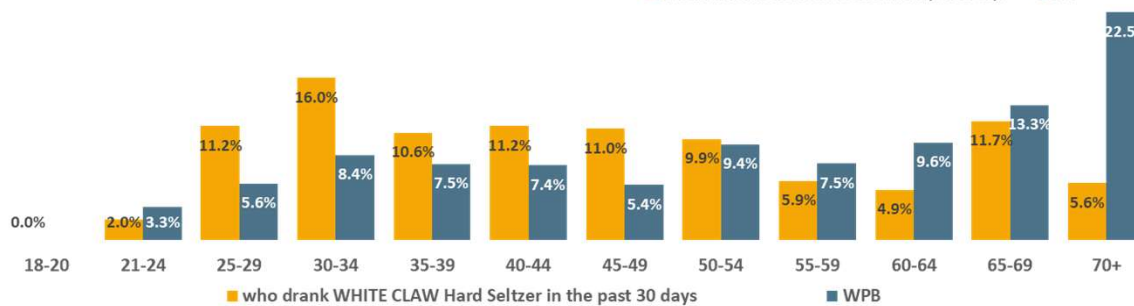
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Adults 21 or older

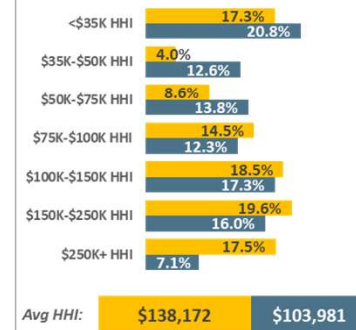
Average Age:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 147

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HHI of Target vs. Market:



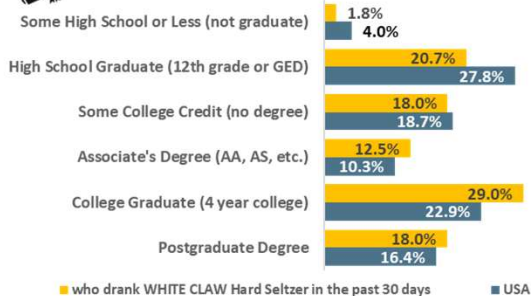
Hard seltzers drank past 30 days: White Claw



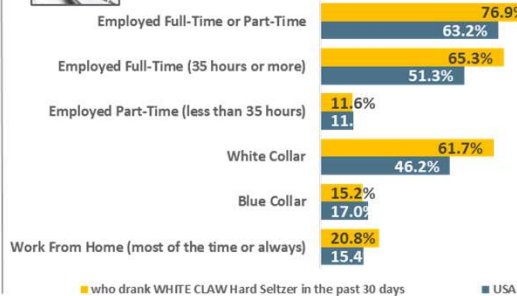
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 19.8% more likely to be a college graduate, 27.1% more likely to work full-time, 4.5% less likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.



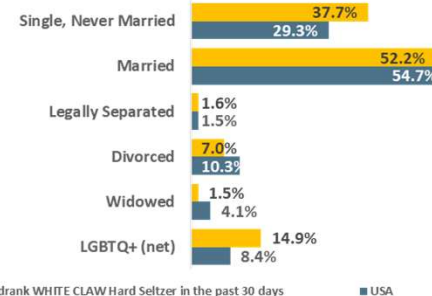
### Education Levels: Adults 18 or older



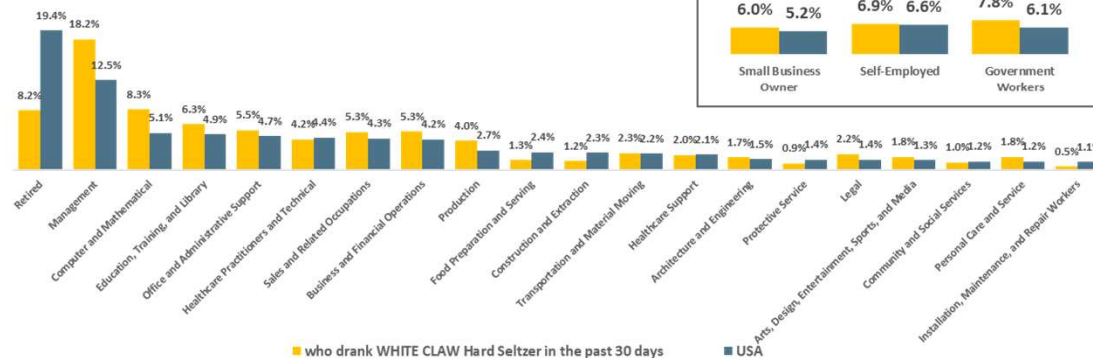
### Employment: Adults 18 or older



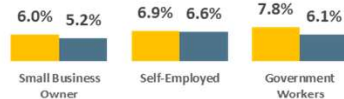
### Marital Status: Adults 18 or older



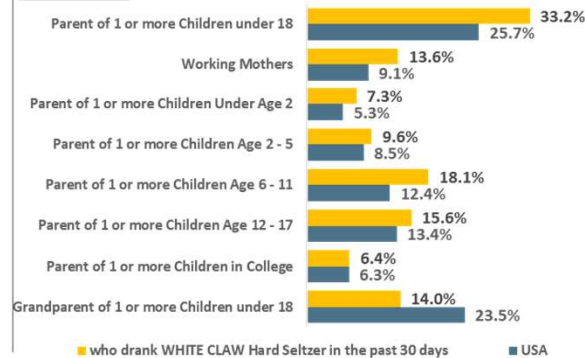
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

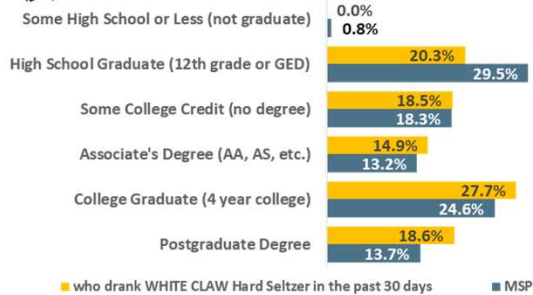
Hard seltzers drank past 30 days: White Claw



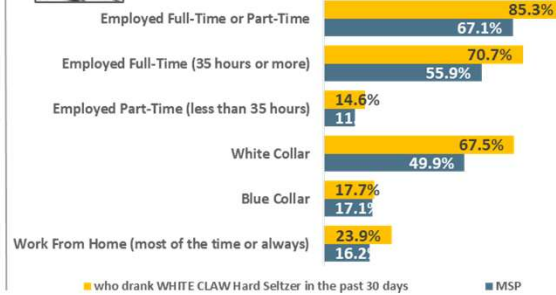
9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 21.2% more likely to be a college graduate, 26.3% more likely to work full-time, 4.9% more likely to be married, 39.2% more likely to be a parent of 1 or more children under 18.



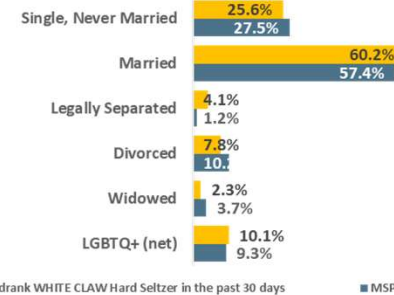
### Education Levels: Adults 21 or older



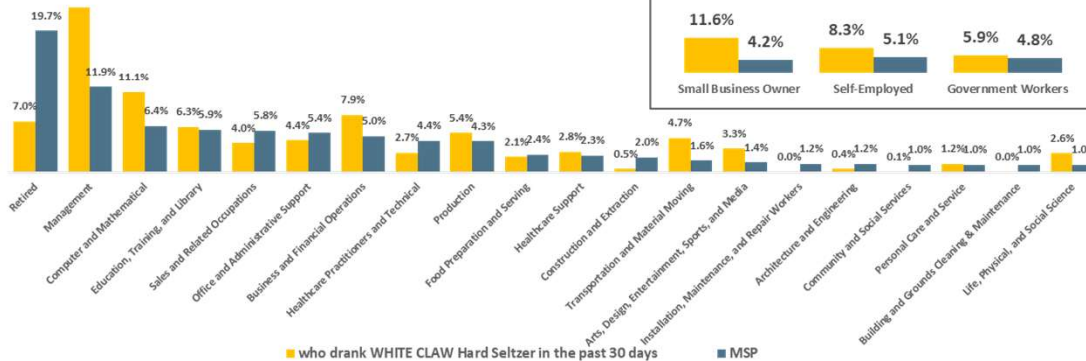
### Employment: Adults 21 or older



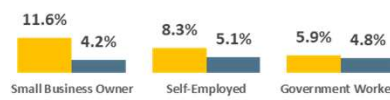
### Marital Status: Adults 21 or older



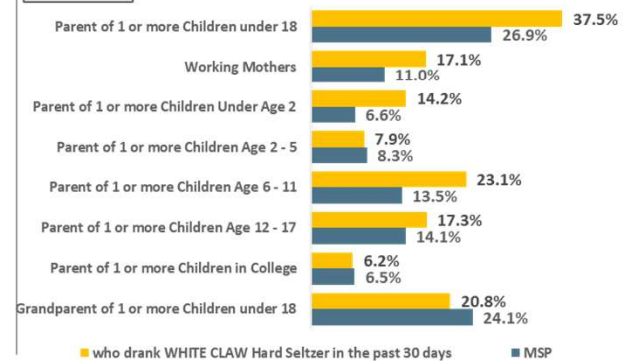
### Top-20 Occupations: Adults 21 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 21 or older



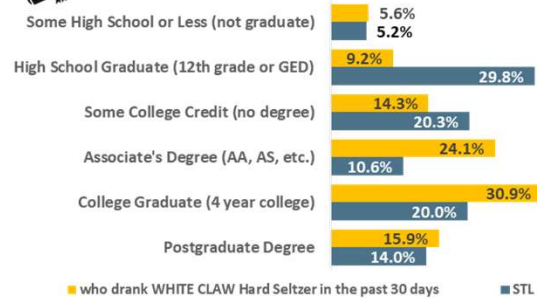




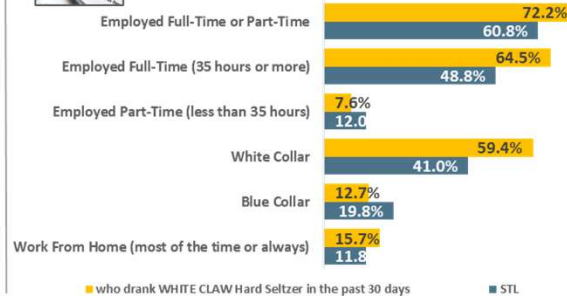
5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 37.5% more likely to be a college graduate, 32.2% more likely to work full-time, 5% more likely to be married, 83.6% more likely to be a parent of 1 or more children under 18.



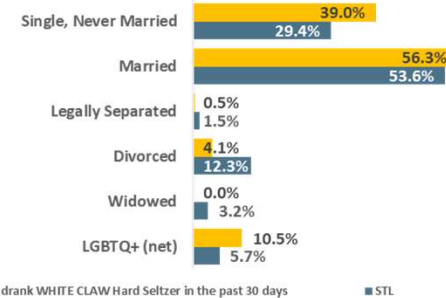
### Education Levels: Adults 21 or older



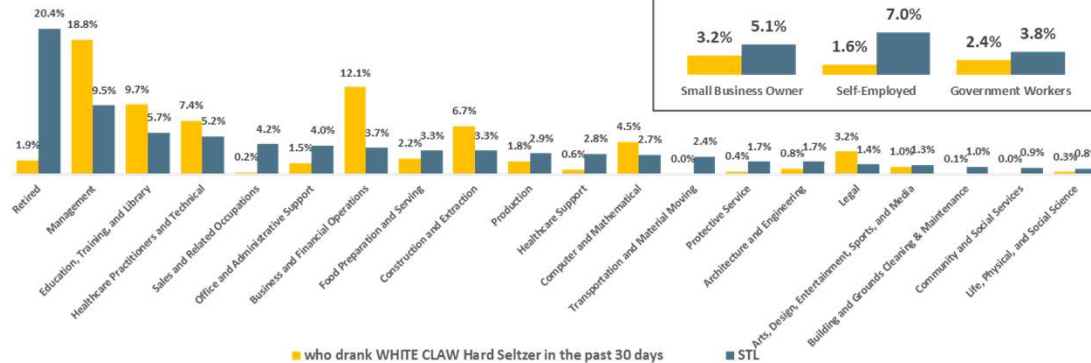
### Employment: Adults 21 or older



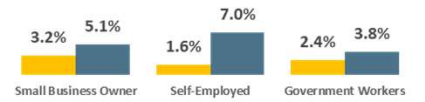
### Marital Status: Adults 21 or older



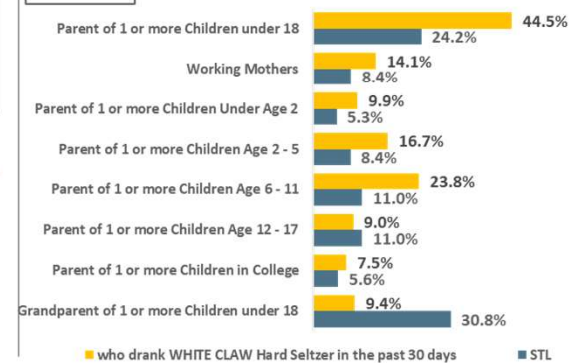
### Top-20 Occupations: Adults 21 or older



### Entrepreneurs/Government Workers



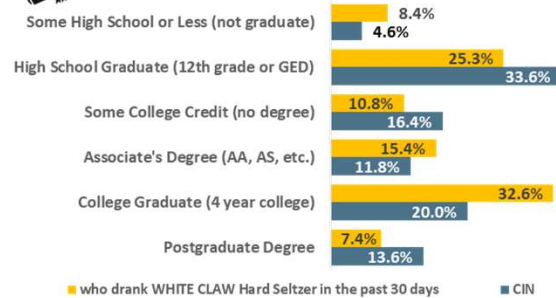
### Stage in Life: Adults 21 or older



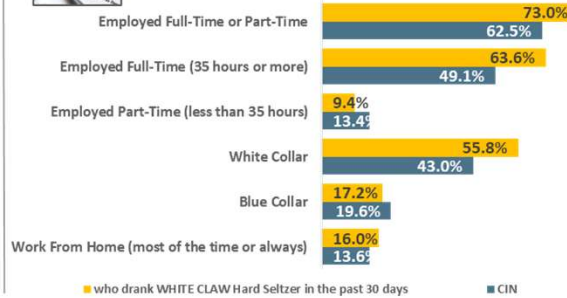


6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 19.% more likely to be a college graduate, 29.5% more likely to work full-time, 19.6% less likely to be married, 37.% more likely to be a parent of 1 or more children under 18.

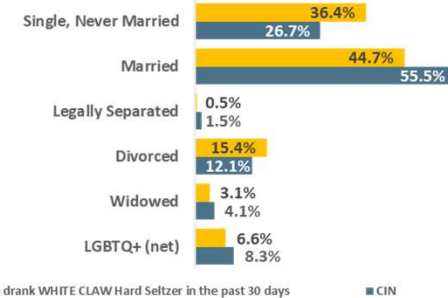
## Education Levels: Adults 21 or older



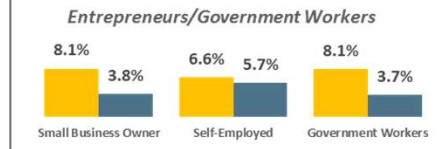
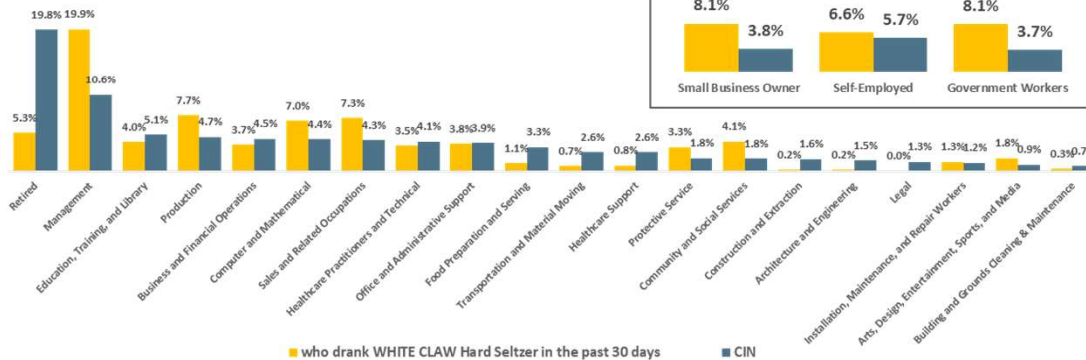
## Employment: Adults 21 or older



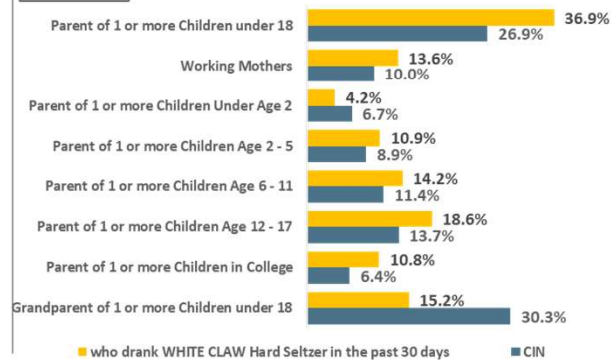
## Marital Status: Adults 21 or older



## Top-20 Occupations: Adults 21 or older



## Stage in Life: Adults 21 or older

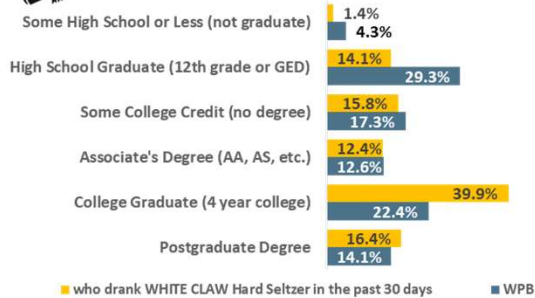




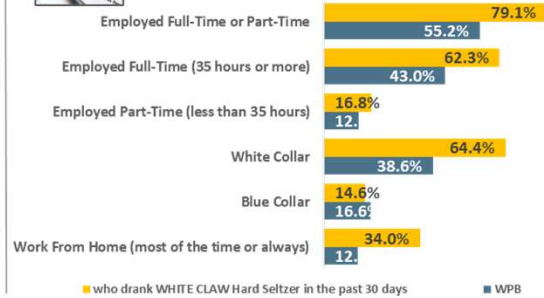
4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 54.3% more likely to be a college graduate, 44.7% more likely to work full-time, 14.4% more likely to be married, 114.5% more likely to be a parent of 1 or more children under 18



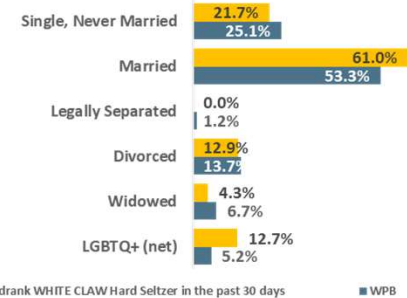
### Education Levels: Adults 21 or older



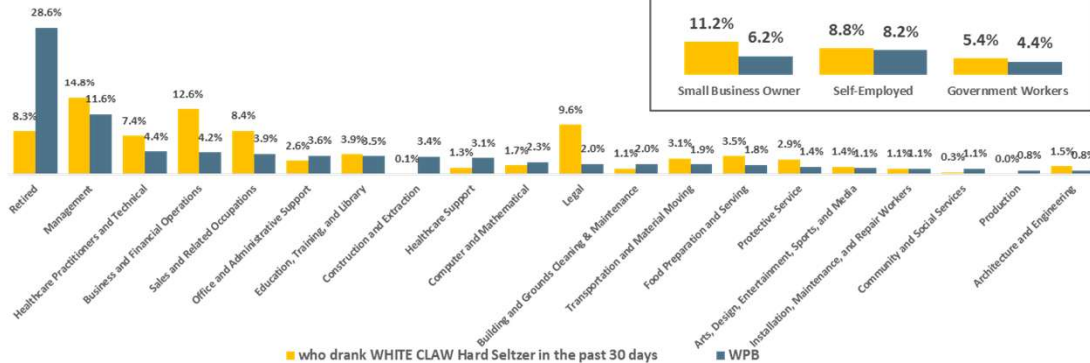
### Employment: Adults 21 or older



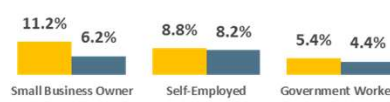
### Marital Status: Adults 21 or older



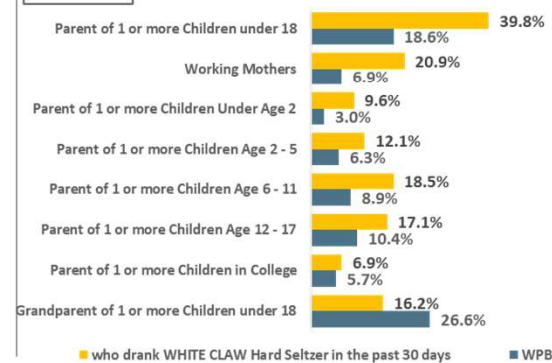
### Top-20 Occupations: Adults 21 or older



### Entrepreneurs/Government Workers



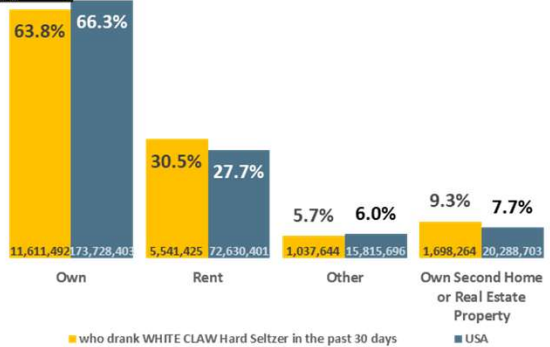
### Stage in Life: Adults 21 or older



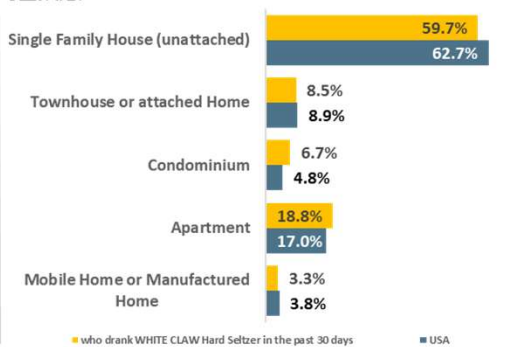


6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 3.7% less likely to own their home, 26.% more likely to own a higher valued home, 4.8% less likely to have a single-family home, 32.2% more likely to have a dog.

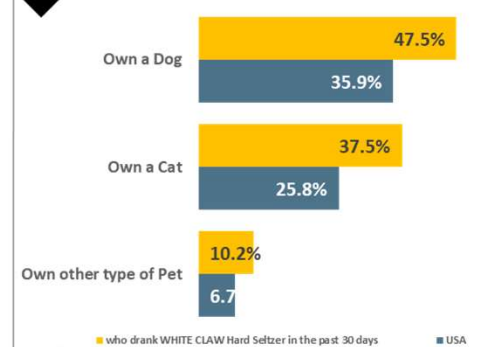
### Own/Rent/Other: Adults 18 or older



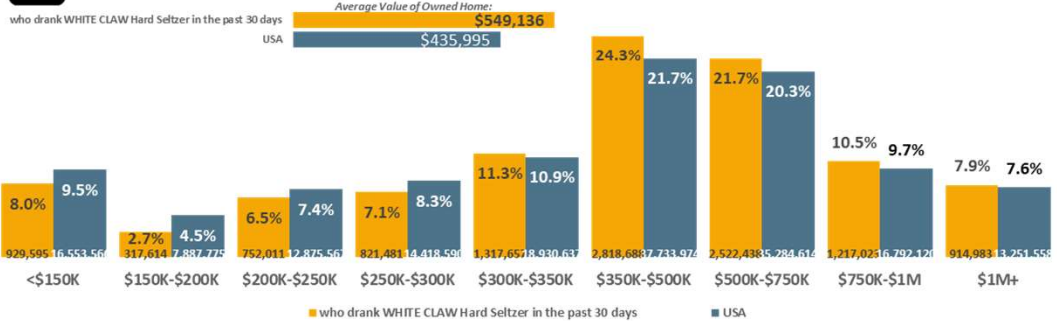
### Type of Home: Adults 18 or older



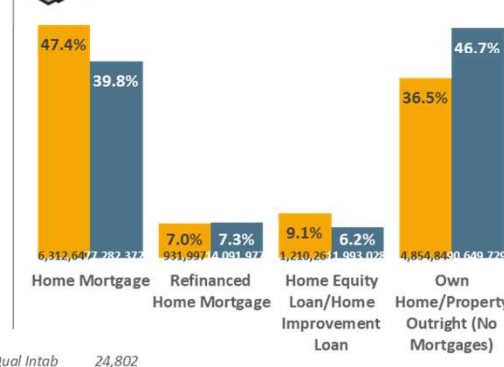
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

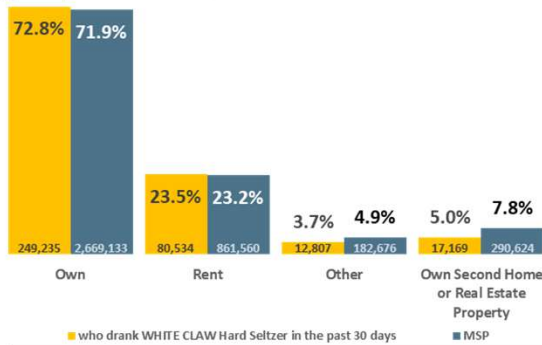
Hard seltzers drank past 30 days: White Claw



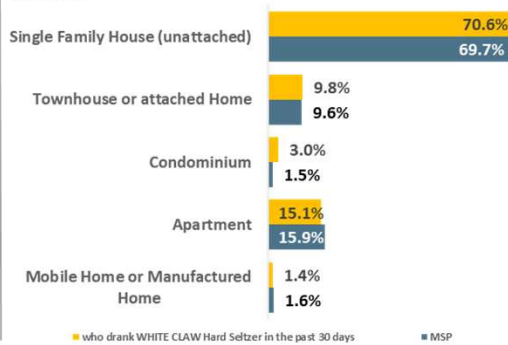


9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 1.2% more likely to own their home, 26.5% more likely to own a higher valued home, 1.4% more likely to have a single-family home, 25.% more likely to have a dog.

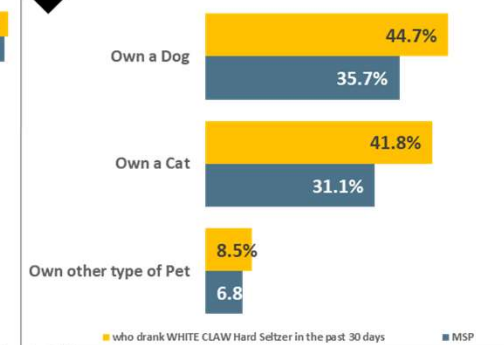
### Own/Rent/Other: Adults 21 or older



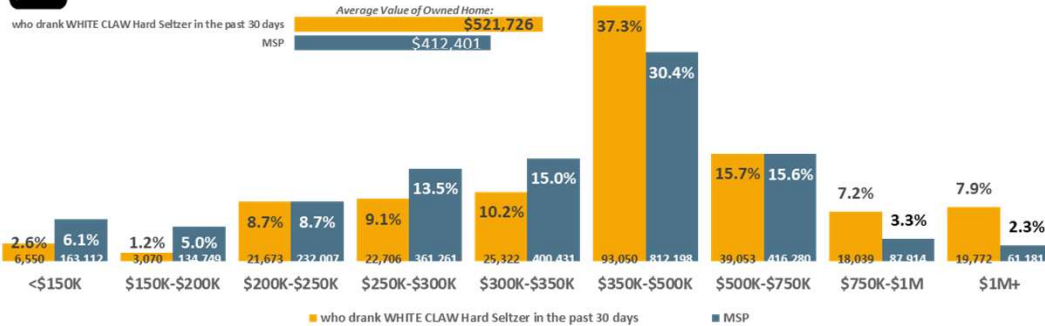
### Type of Home: Adults 21 or older



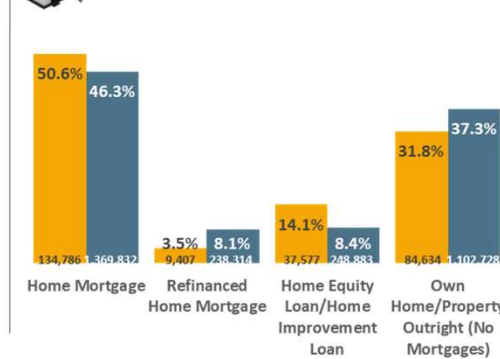
### Pets in Home: Adults 21 or older



### Value of Owned Home: Adults 21 or older



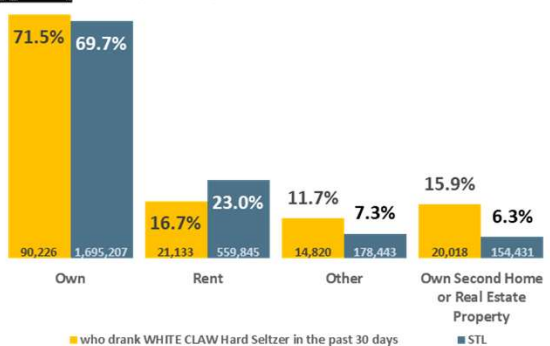
### Home Loans: Adults 21 or older



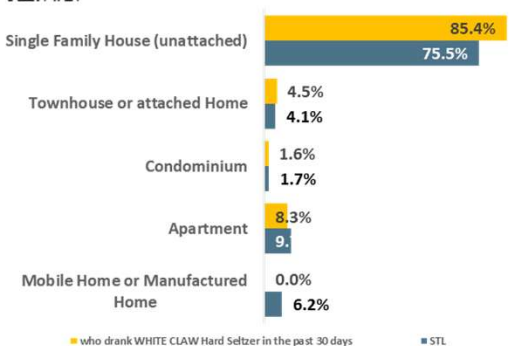


5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 2.6% more likely to own their home, 11.7% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 60.1% more likely to have a dog.

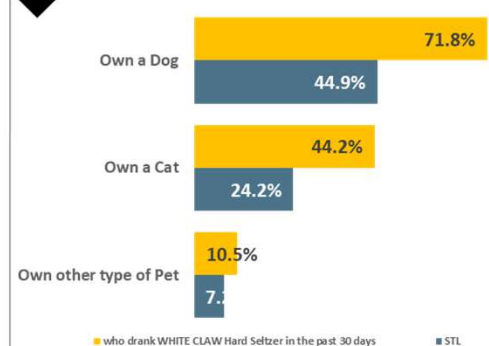
### Own/Rent/Other: Adults 21 or older



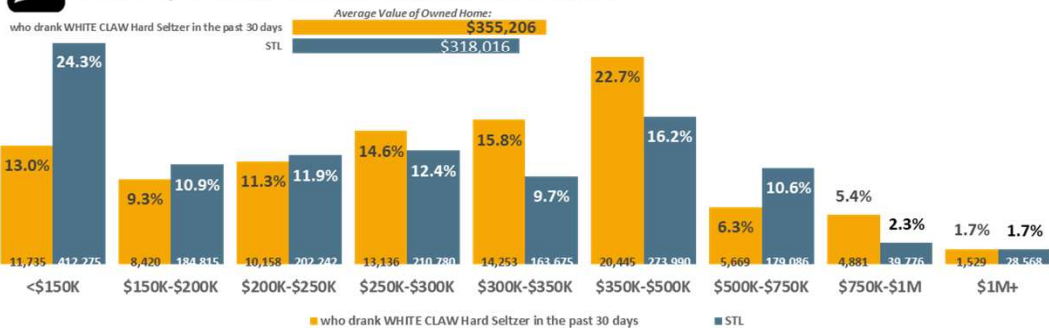
### Type of Home: Adults 21 or older



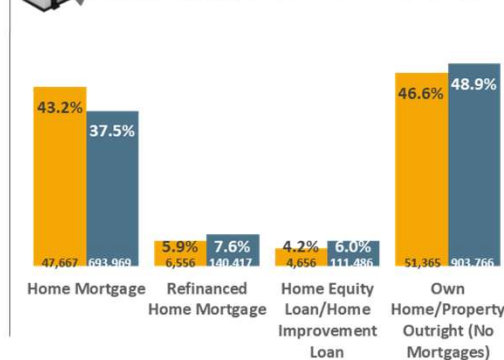
### Pets in Home: Adults 21 or older



### Value of Owned Home: Adults 21 or older



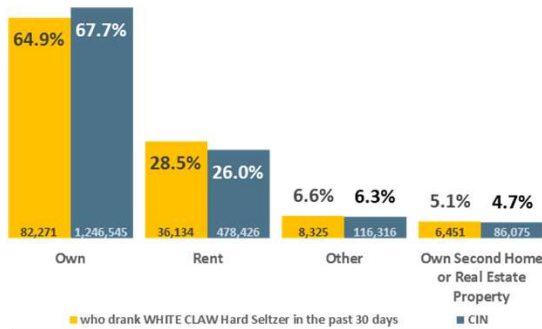
### Home Loans: Adults 21 or older



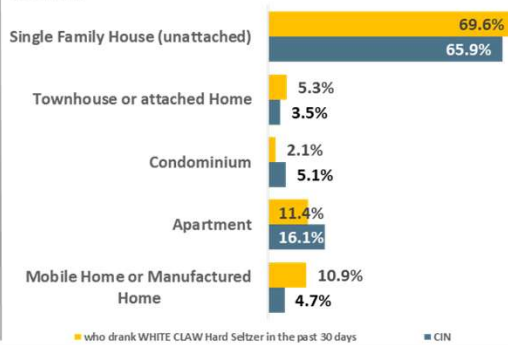


6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 4.1% less likely to own their home, 29.5% more likely to own a higher valued home, 5.6% more likely to have a single-family home, 46.4% more likely to have a dog.

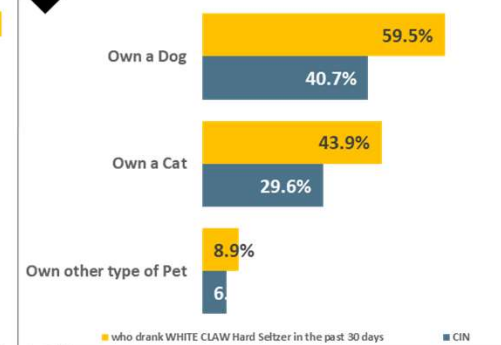
### Own/Rent/Other: Adults 21 or older



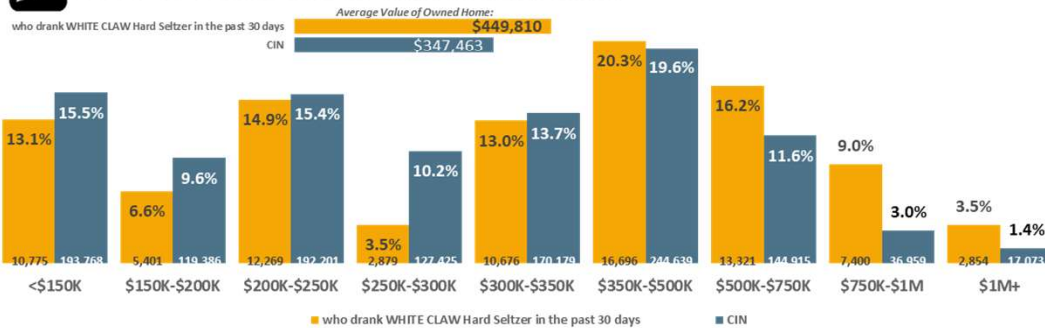
### Type of Home: Adults 21 or older



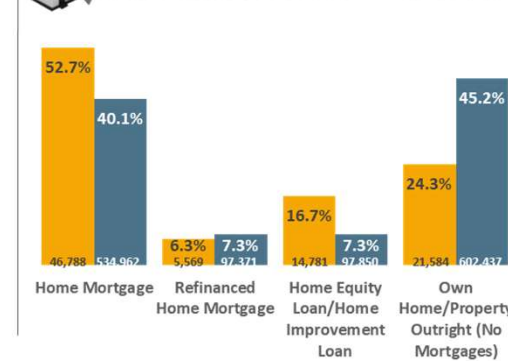
### Pets in Home: Adults 21 or older



### Value of Owned Home: Adults 21 or older



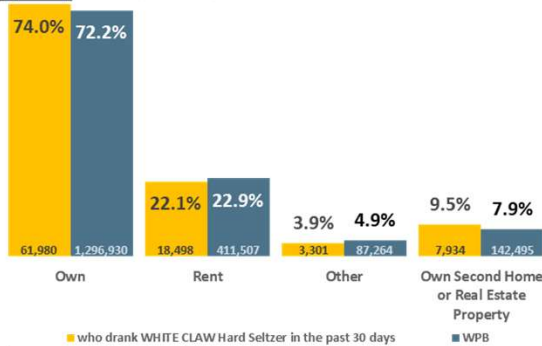
### Home Loans: Adults 21 or older



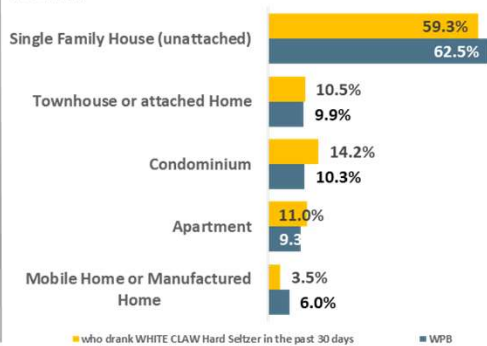


4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 2.4% more likely to own their home, 6.% more likely to own a higher valued home, 5.1% less likely to have a single-family home, 56.6% more likely to have a dog.

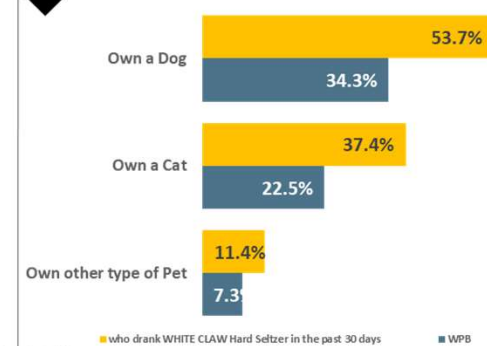
### Own/Rent/Other: Adults 21 or older



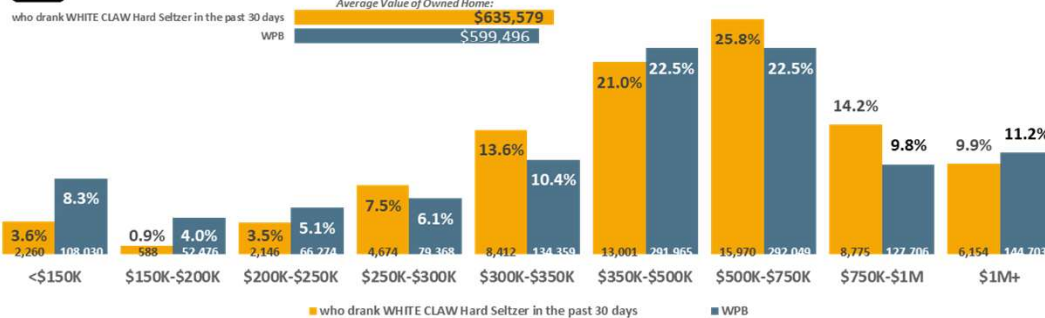
### Type of Home: Adults 21 or older



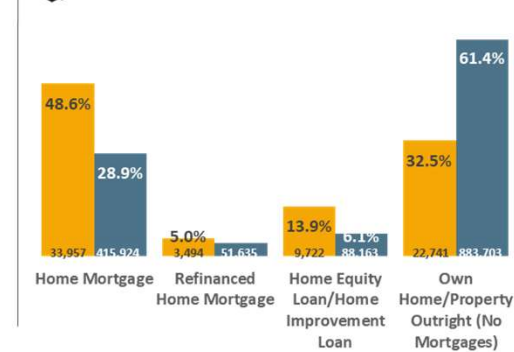
### Pets in Home: Adults 21 or older



### Value of Owned Home: Adults 21 or older



### Home Loans: Adults 21 or older



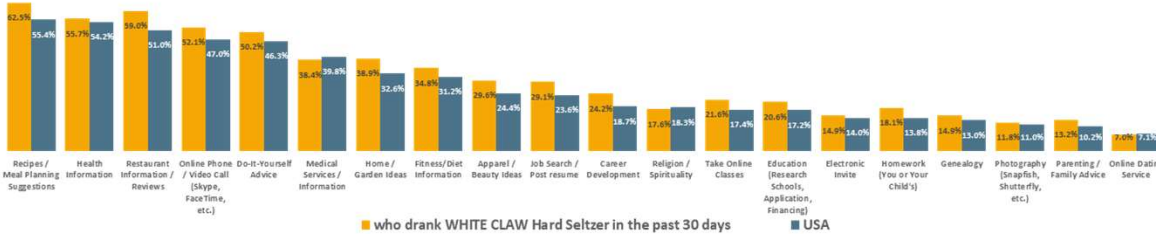




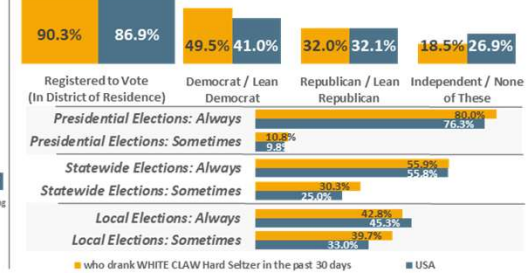
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 8.3% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 50.1% more likely to belong to a gym, 26.2% more likely to fly domestic past



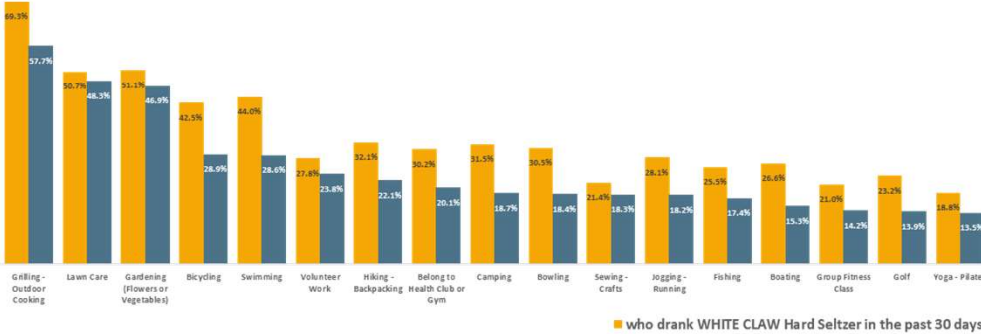
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



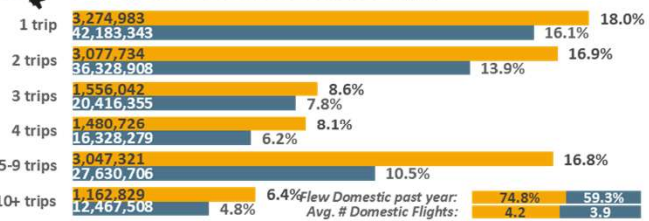
### Political Activity: Adults 18 or older



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



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

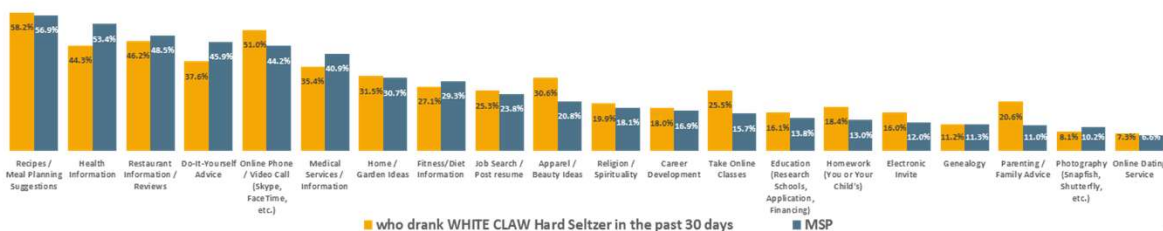




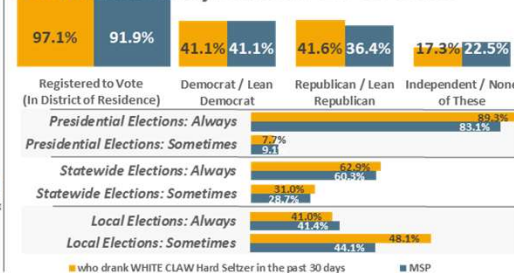
9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 18.1% less likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 76.2% more likely to belong to a gym, 34.5% more likely to fly domestic past



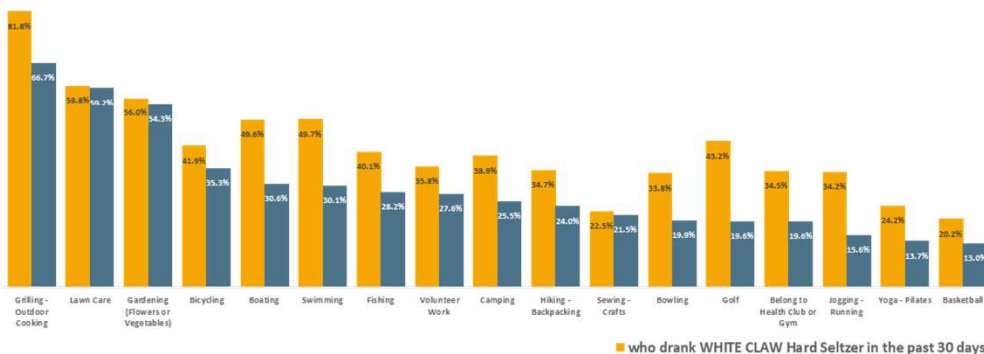
### Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



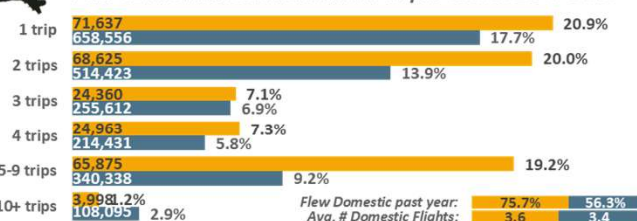
### Political Activity: Adults 21 or older



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



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

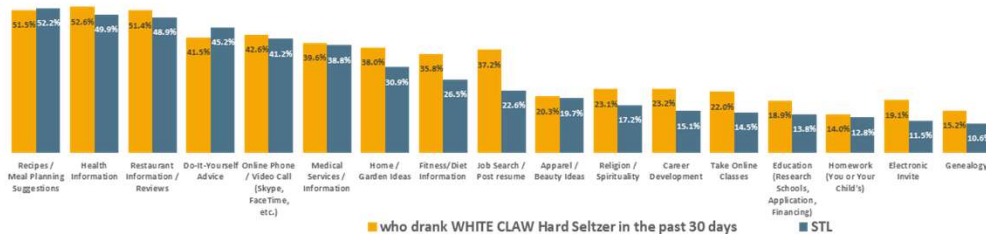




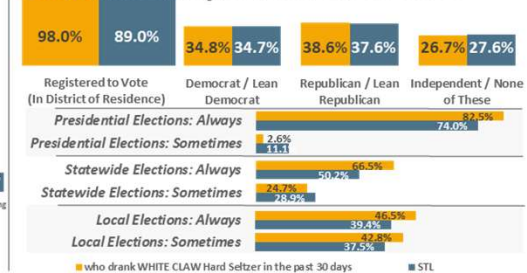
5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 8.2% less likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 99.8% more likely to belong to a gym, 54.5% more likely to fly domestic past



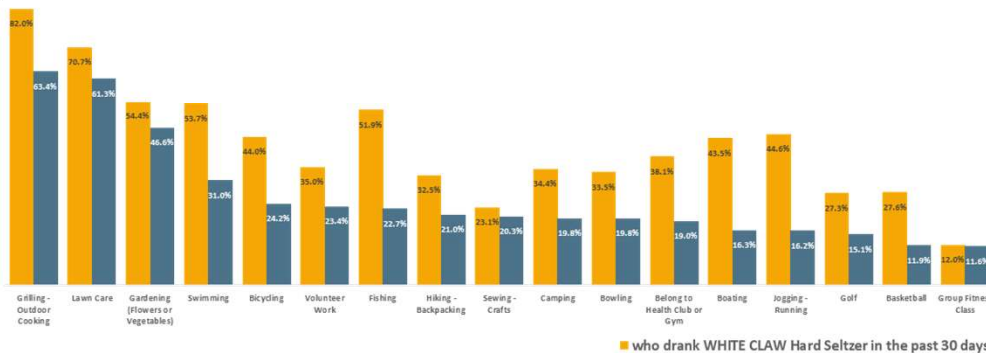
### Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



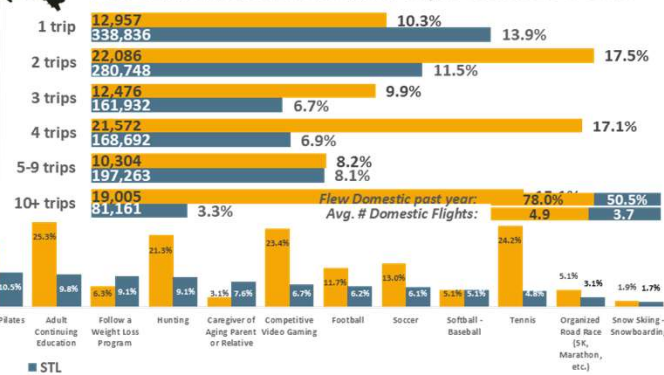
### Political Activity: Adults 21 or older



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



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

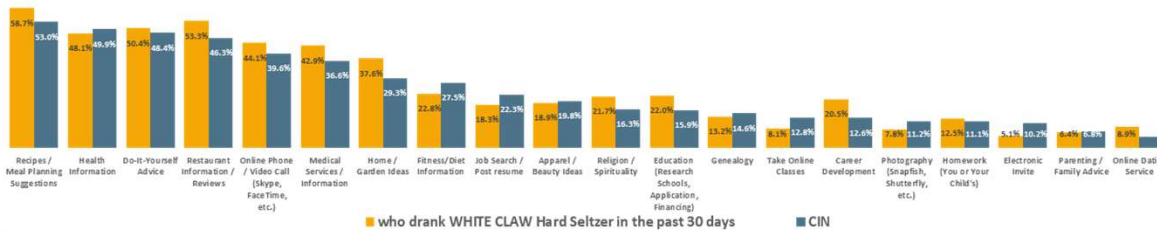




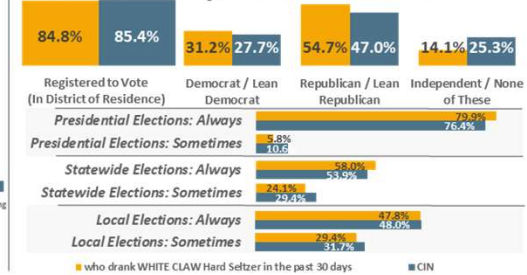
6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 4.1% more likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 6.6% more likely to belong to a gym, 23.8% more likely to fly domestic past yr



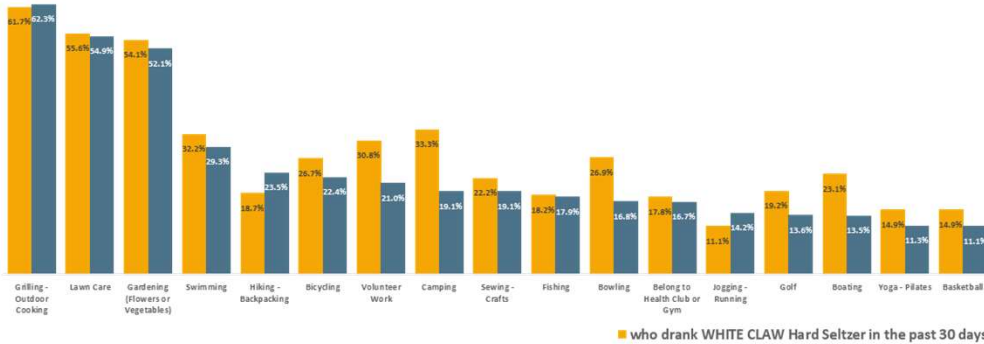
### Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



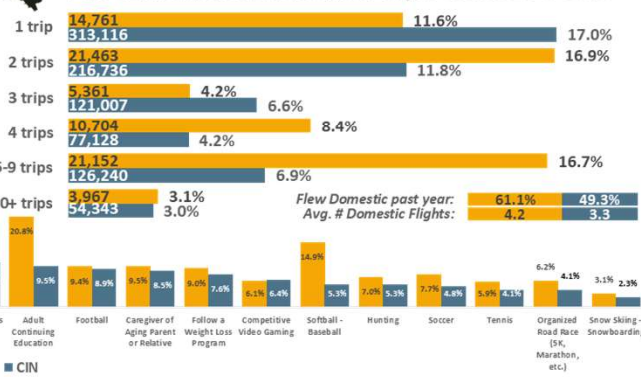
### Political Activity: Adults 21 or older



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



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



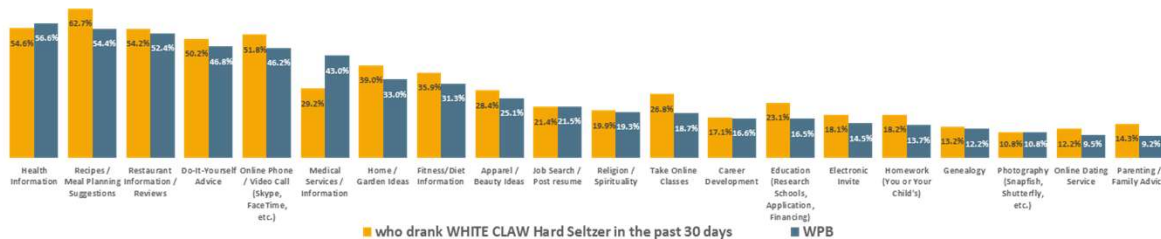




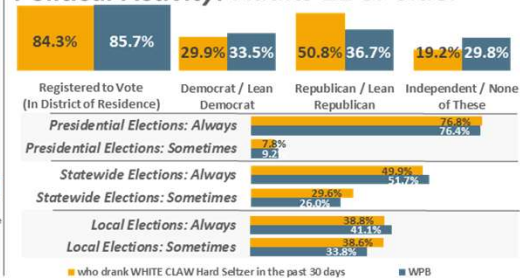
4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 7.3% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 55.1% more likely to belong to a gym, 42.7% more likely to fly domestic past



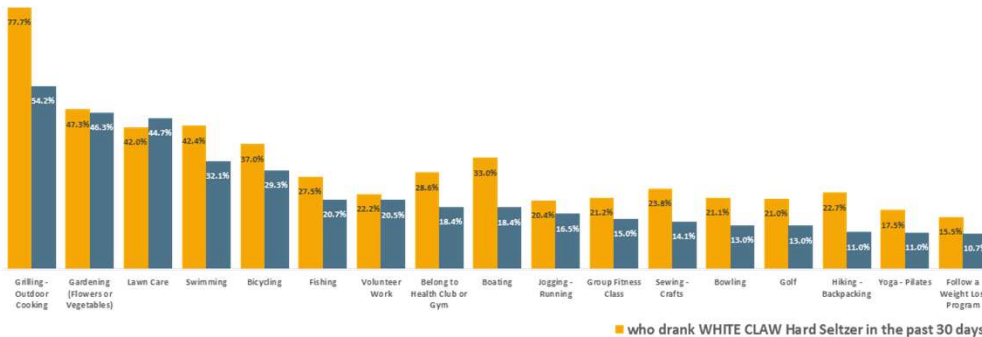
### Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



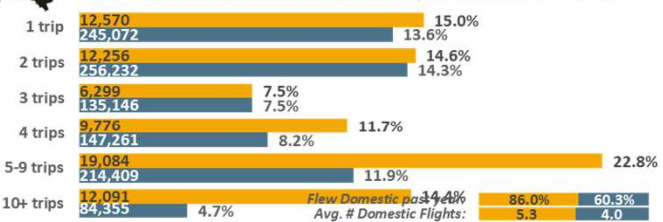
### Political Activity: Adults 21 or older



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



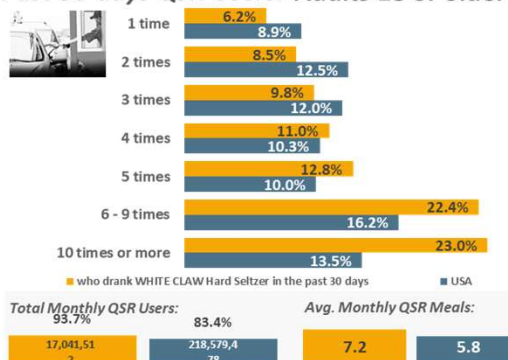
### Past 12-months Domestic Airline Trips: Adults 21 or older



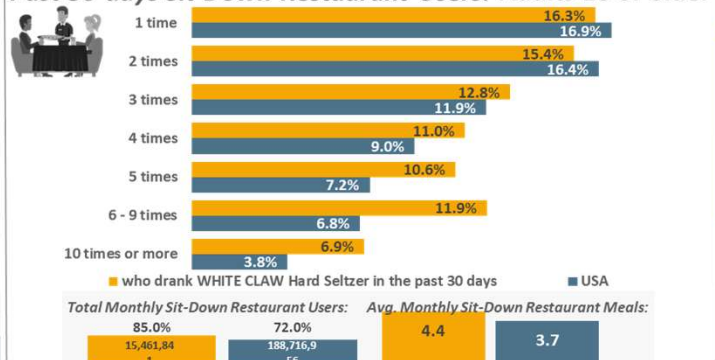


6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 12.4% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 45.7% more likely to use Casinos past yr., 63.4% more likely to smoke cigarettes.

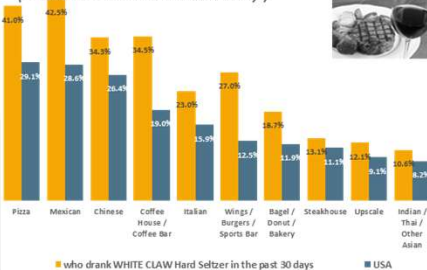
### Past 30-days QSR Users: Adults 18 or older



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

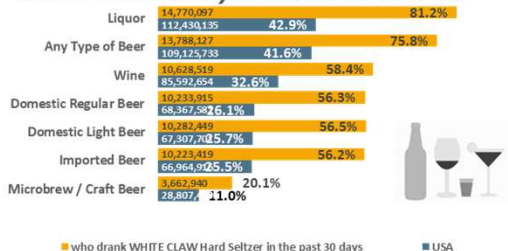


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

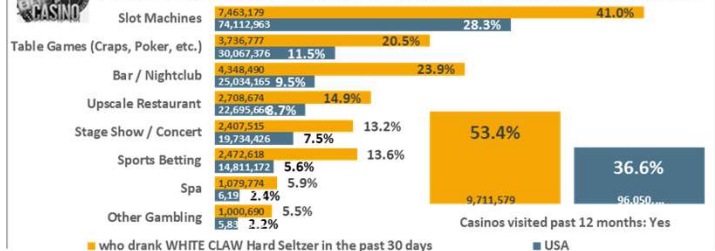


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who drank WHITE CLAW Hard Seltzer in the past 30 days: 6,437,987 (35.4%)  
USA: 19,227,717 (19.2%)

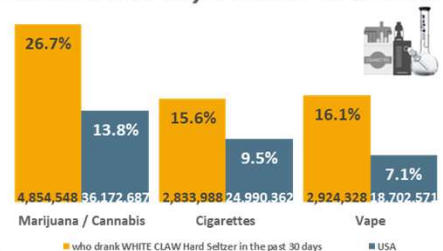
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



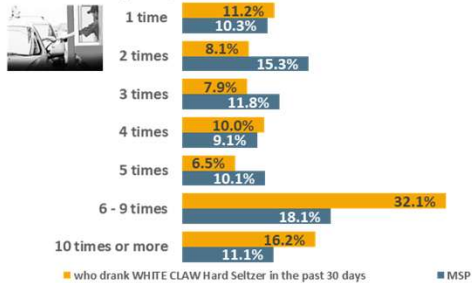
### Used Past 30-days: Adults 18 or older



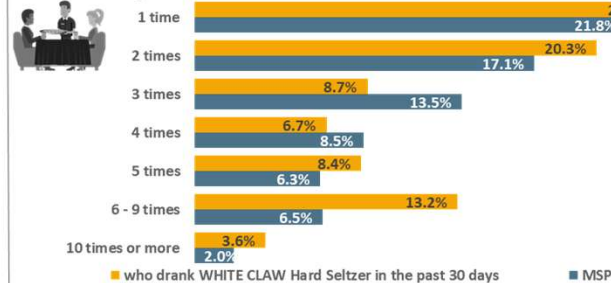


9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 7.% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 42.9% more likely to use Casinos past yr., 67.7% more likely to smoke cigarettes.

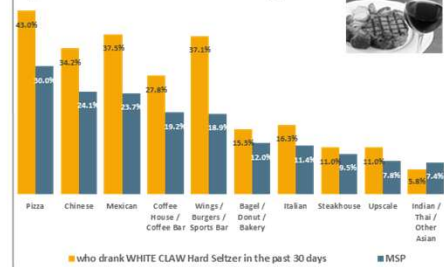
### Past 30-days QSR Users: Adults 21 or older



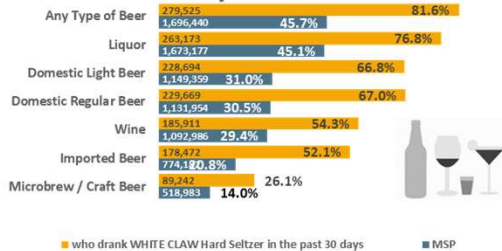
### Past 30-days Sit-Down Restaurant Users: Adults 21 or older



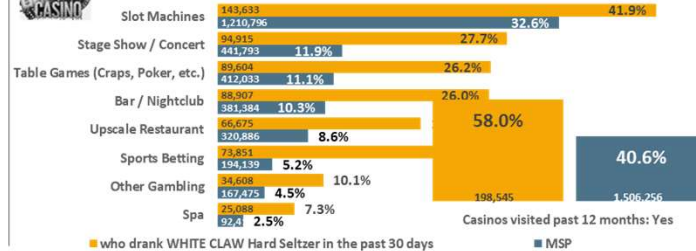
### Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



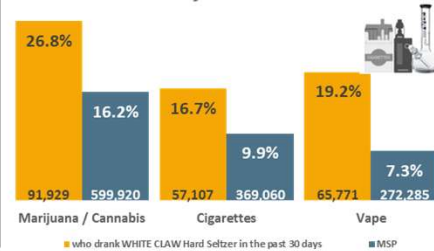
### Drank Past 30-days: Adults 21 or older



### Past 12 months Casino Activities: Adults 21 or older



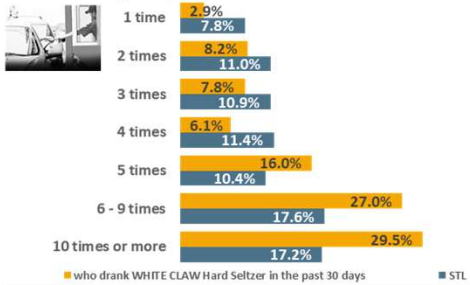
### Used Past 30-days: Adults 21 or older



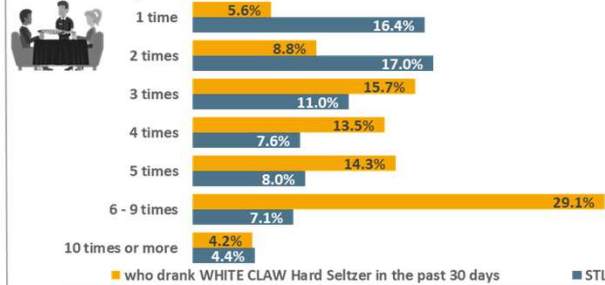


5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 13.% more likely to use QSRs past mo., 27.6% more likely to use Sit-Down Restaurants past mo., 20.7% more likely to use Casinos past yr., 47.% more likely to smoke cigarettes.

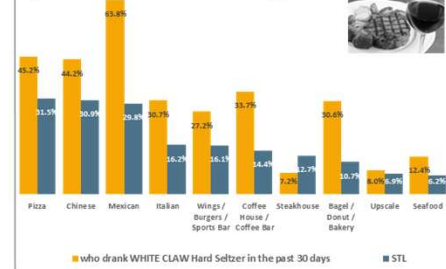
### Past 30-days QSR Users: Adults 21 or older



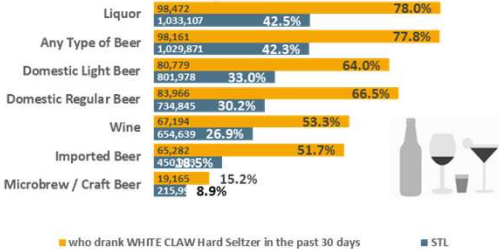
### Past 30-days Sit-Down Restaurant Users: Adults 21 or older



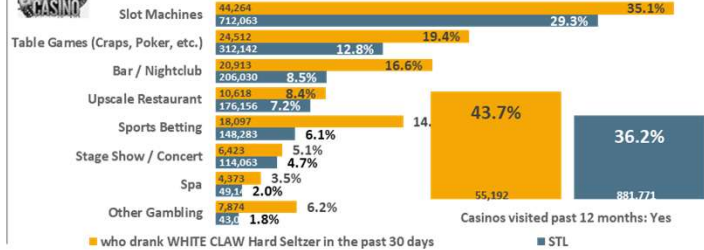
### Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



### Drank Past 30-days: Adults 21 or older

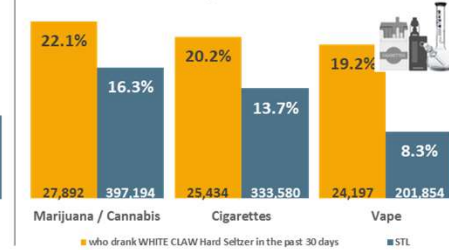


### Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes

### Used Past 30-days: Adults 21 or older

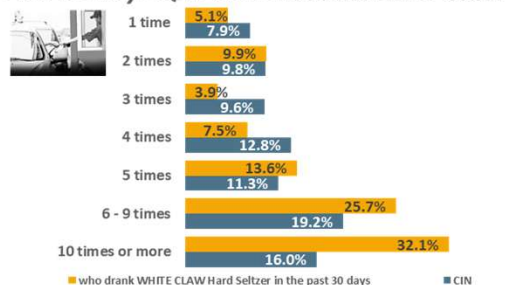




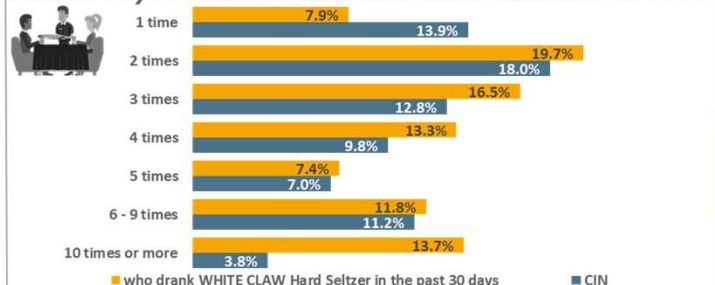


6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 12.9% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 52.5% more likely to use Casinos past yr., 99.4% more likely to smoke cigarettes.

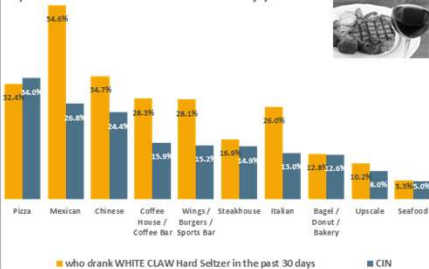
### Past 30-days QSR Users: Adults 21 or older



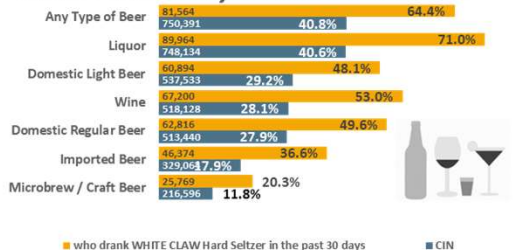
### Past 30-days Sit-Down Restaurant Users: Adults 21 or older



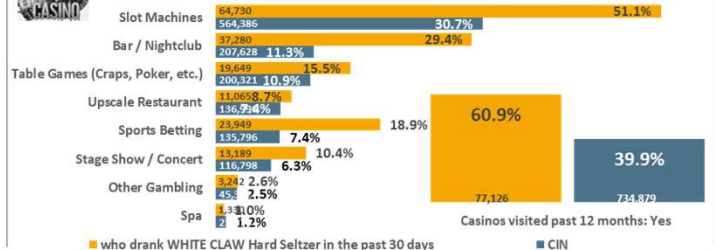
### Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



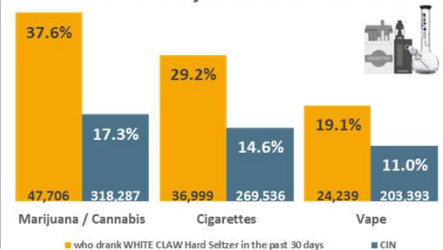
### Drank Past 30-days: Adults 21 or older



### Past 12 months Casino Activities: Adults 21 or older



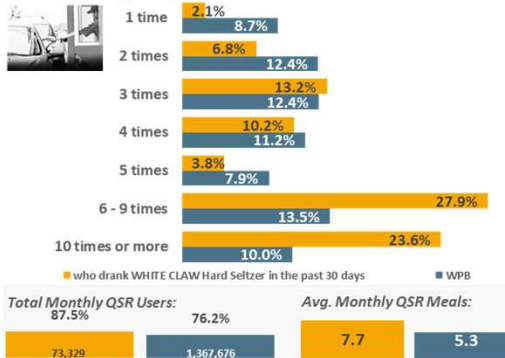
### Used Past 30-days: Adults 21 or older



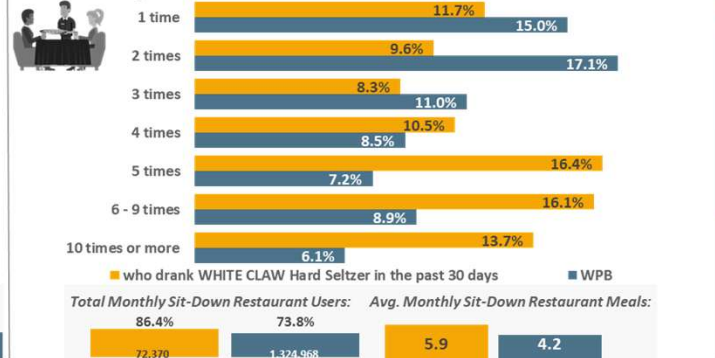


4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 14.9% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 63.% more likely to use Casinos past yr., 155.% more likely to smoke cigarettes.

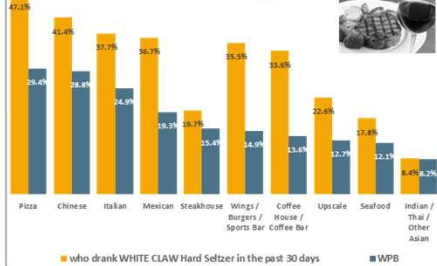
### Past 30-days QSR Users: Adults 21 or older



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

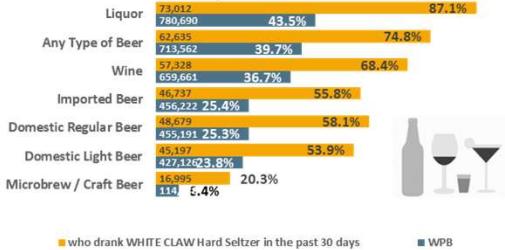


### Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

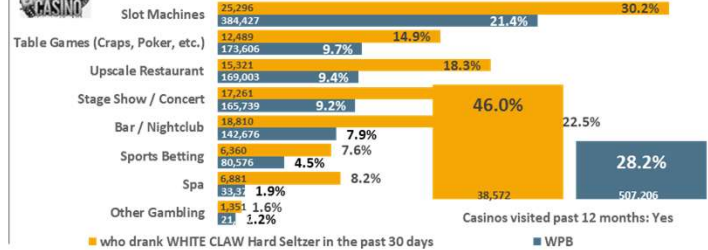


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) who drank WHITE CLAW Hard Seltzer in the past 30 days 15,585 vs 42.5% (295,796)

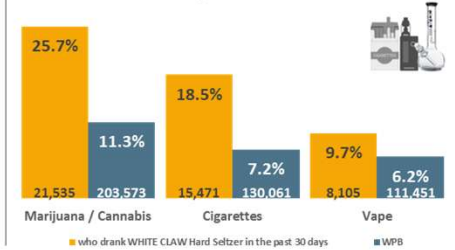
### Drank Past 30-days: Adults 21 or older



### Past 12 months Casino Activities: Adults 21 or older



### Used Past 30-days: Adults 21 or older

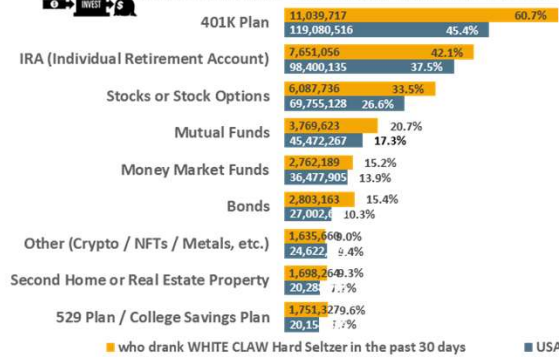




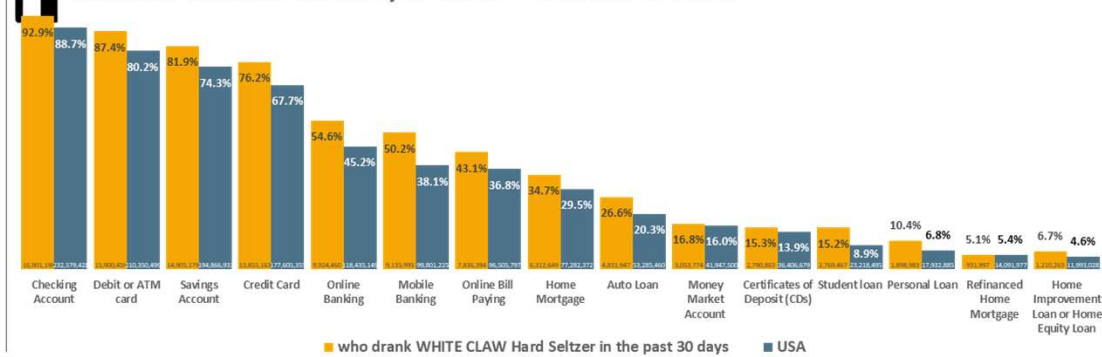
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 33.6% more likely to have a 401K, 30.7% more likely to have an Auto Loan, 62.1% more likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



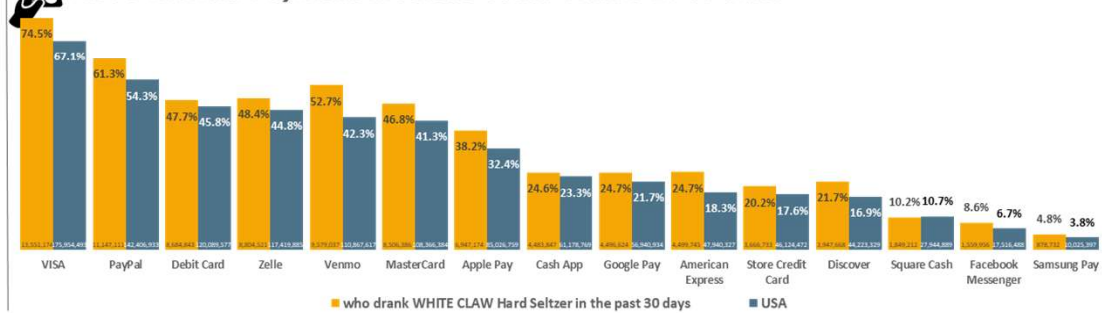
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Hard seltzers drank past 30 days: White Claw



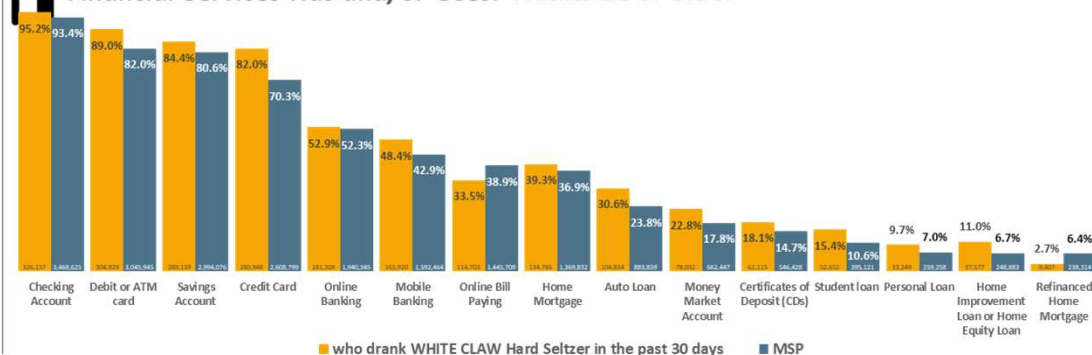
9.2% or 342,576 of MSP DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 22.8% more likely to have a 401K, 28.6% more likely to have an Auto Loan, 75.9% more likely to Invest/Trade Stocks Online, 12.% less likely to pay with their Debit Card.



### Investments Owned: Adults 21 or older



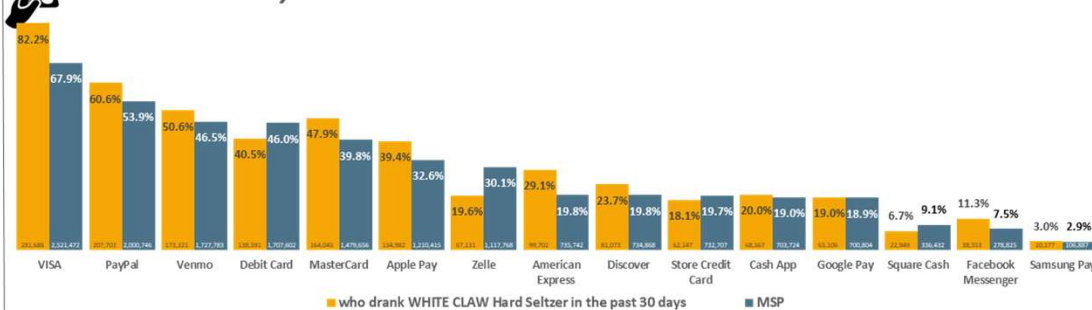
### Financial Services Has and/or Uses: Adults 21 or older



### Professional Services Used\*: Adults 21 or older



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



(\*Past 12 Months)





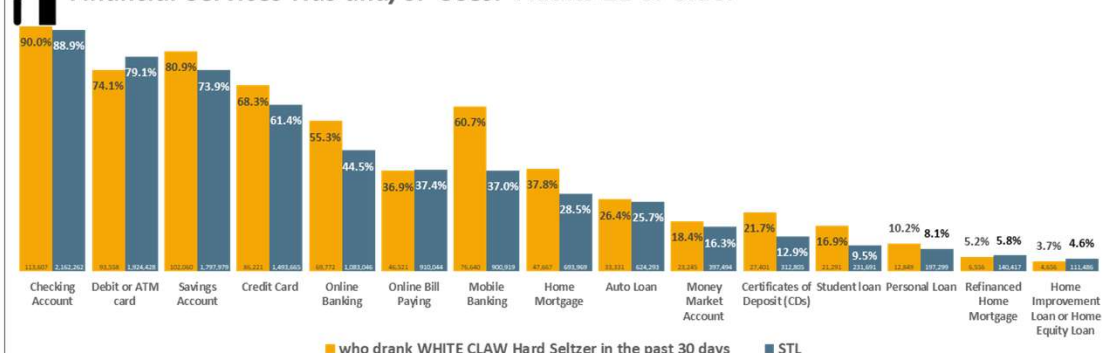
5.2% or 126,179 of STL DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 62.1% more likely to have a 401K, 3.% more likely to have an Auto Loan, 252.3% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.



### Investments Owned: Adults 21 or older



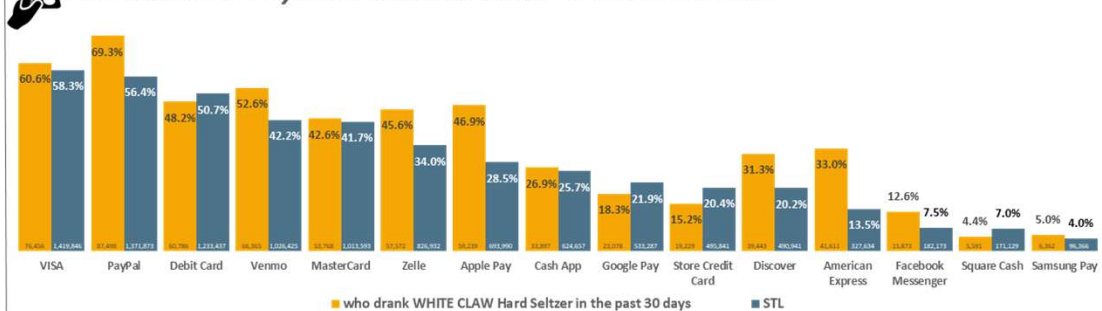
### Financial Services Has and/or Uses: Adults 21 or older



### Professional Services Used\*: Adults 21 or older



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



(\*Past 12 Months)



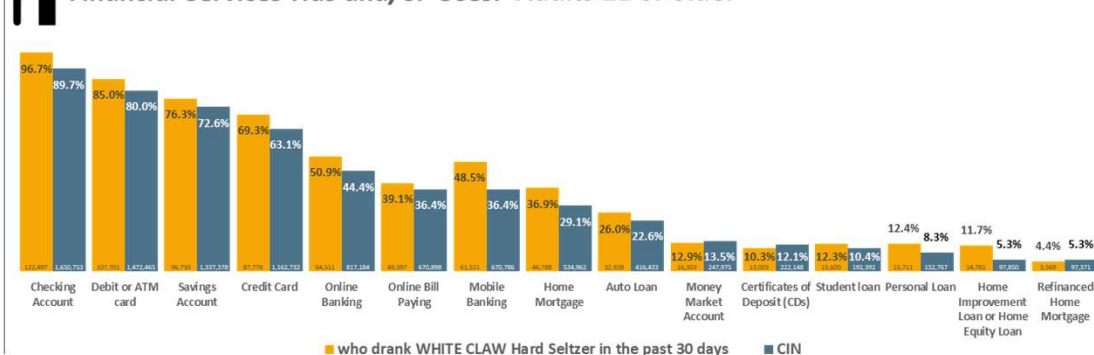
6.9% or 126,730 of CIN DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 11.9% more likely to have a 401K, 14.9% more likely to have an Auto Loan, 64.8% more likely to Invest/Trade Stocks Online, 16.8% more likely to pay with their Debit Card.



### Investments Owned: Adults 21 or older



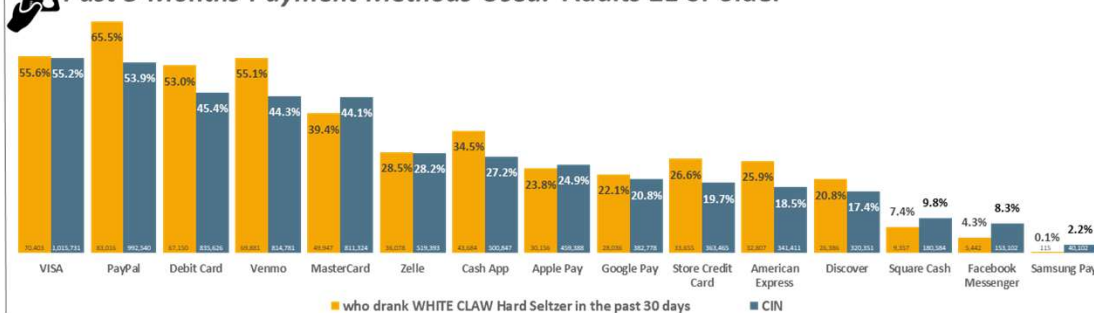
### Financial Services Has and/or Uses: Adults 21 or older



### Professional Services Used\*: Adults 21 or older



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





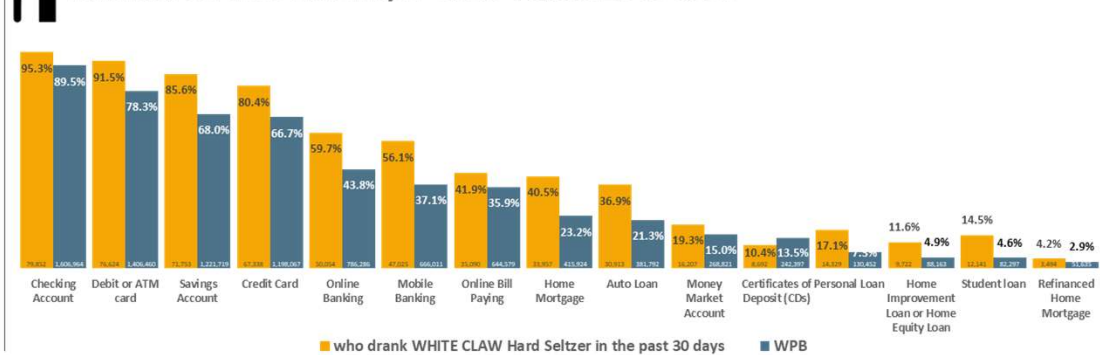
4.7% or 83,779 of WPB DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 50.4% more likely to have a 401K, 73.5% more likely to have an Auto Loan, 91.3% more likely to Invest/Trade Stocks Online, 18.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 21 or older



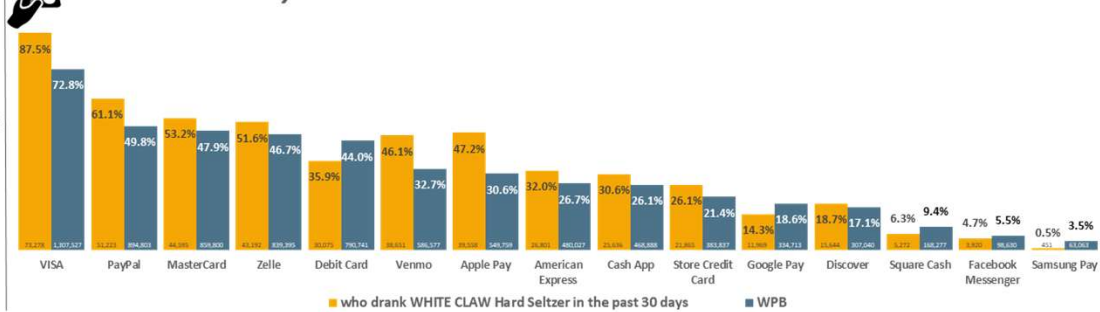
### Financial Services Has and/or Uses: Adults 21 or older



### Professional Services Used\*: Adults 21 or older

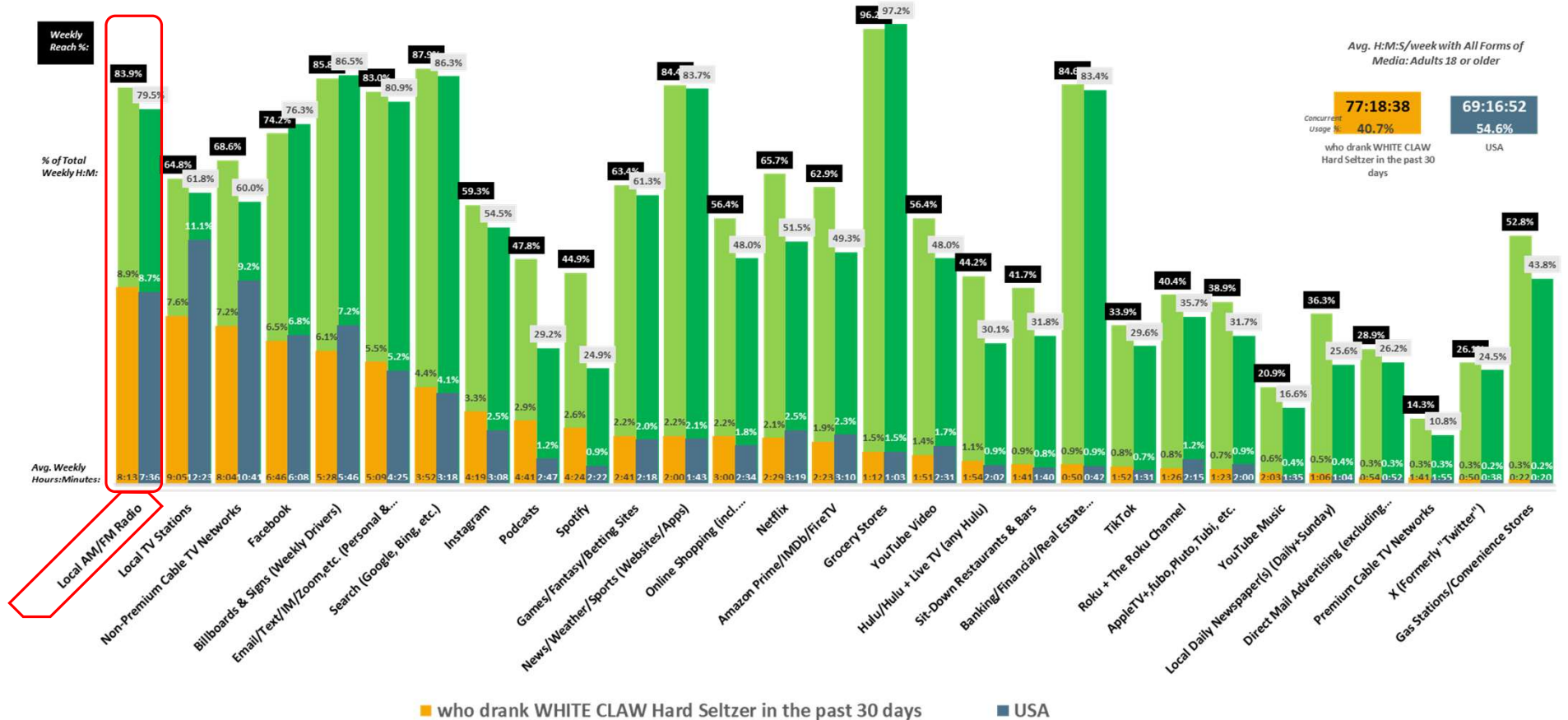


### Past 3-Months Payment Methods Used: Adults 21 or older





Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 5 hours, 18 minutes and 38 seconds each week with All Forms of Media.  
 83.9% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 8 hours and 13 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 %: 40.7%

who drank WHITE CLAW Hard Seltzer in the past 30 days

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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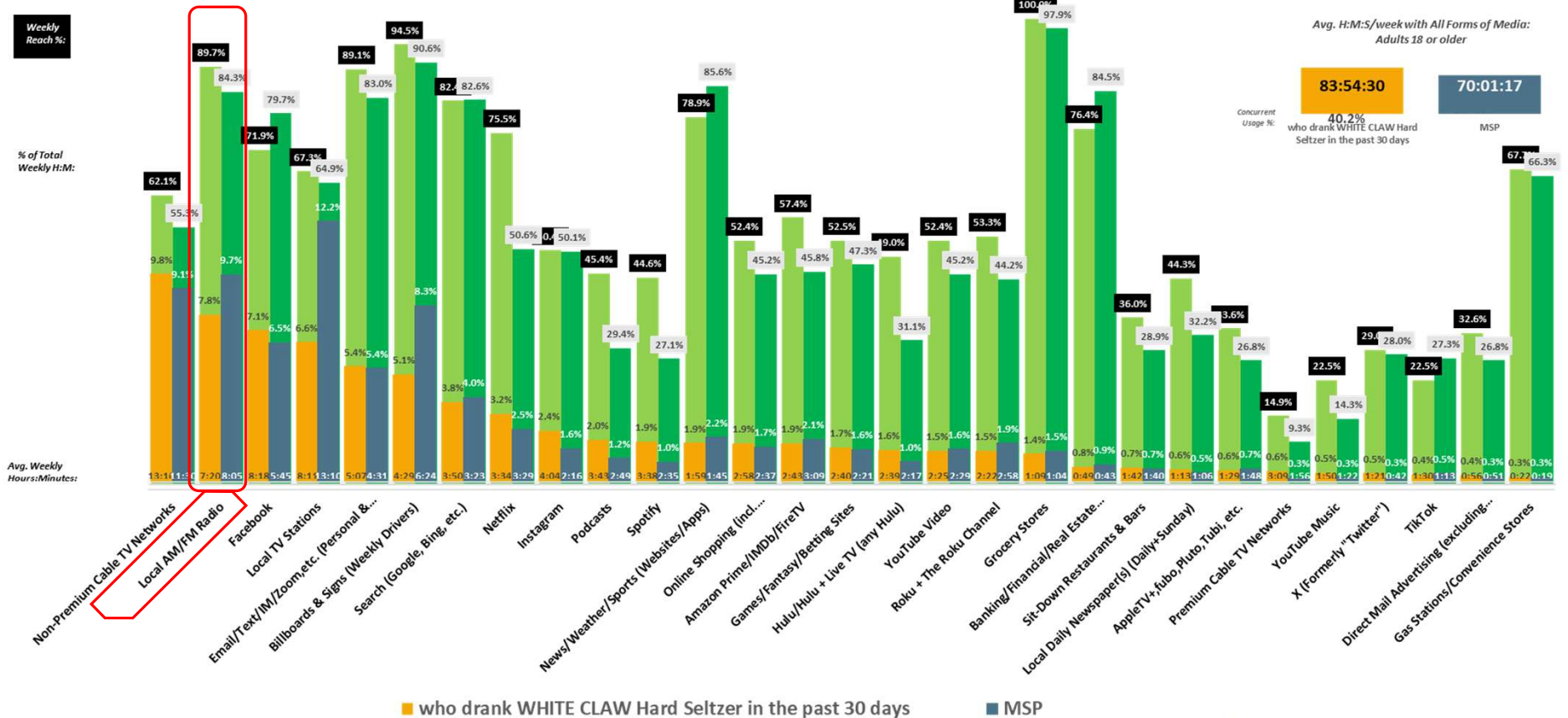


Hard seltzers drank past 30 days: White Claw



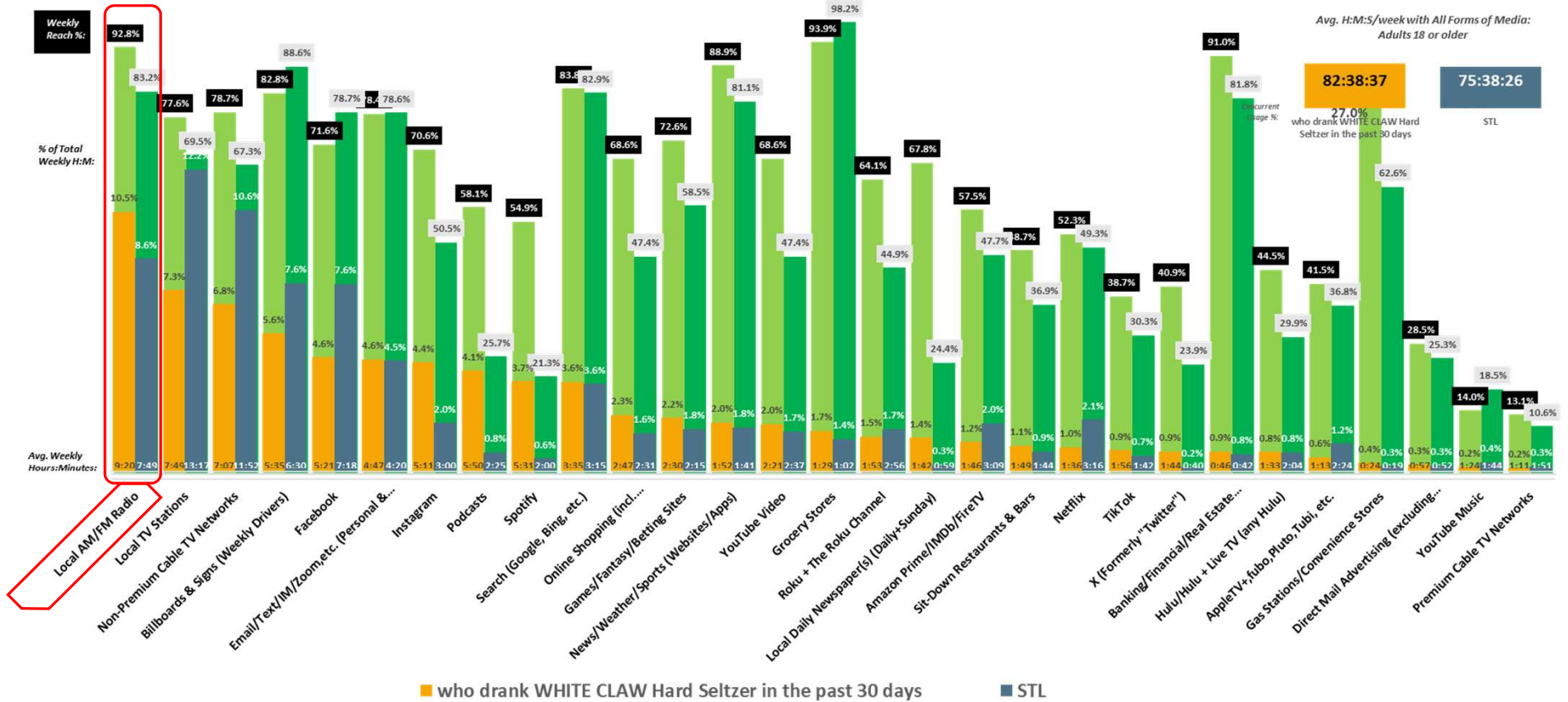


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 11 hours, 54 minutes and 30 seconds each week with All Forms of Media.  
 89.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



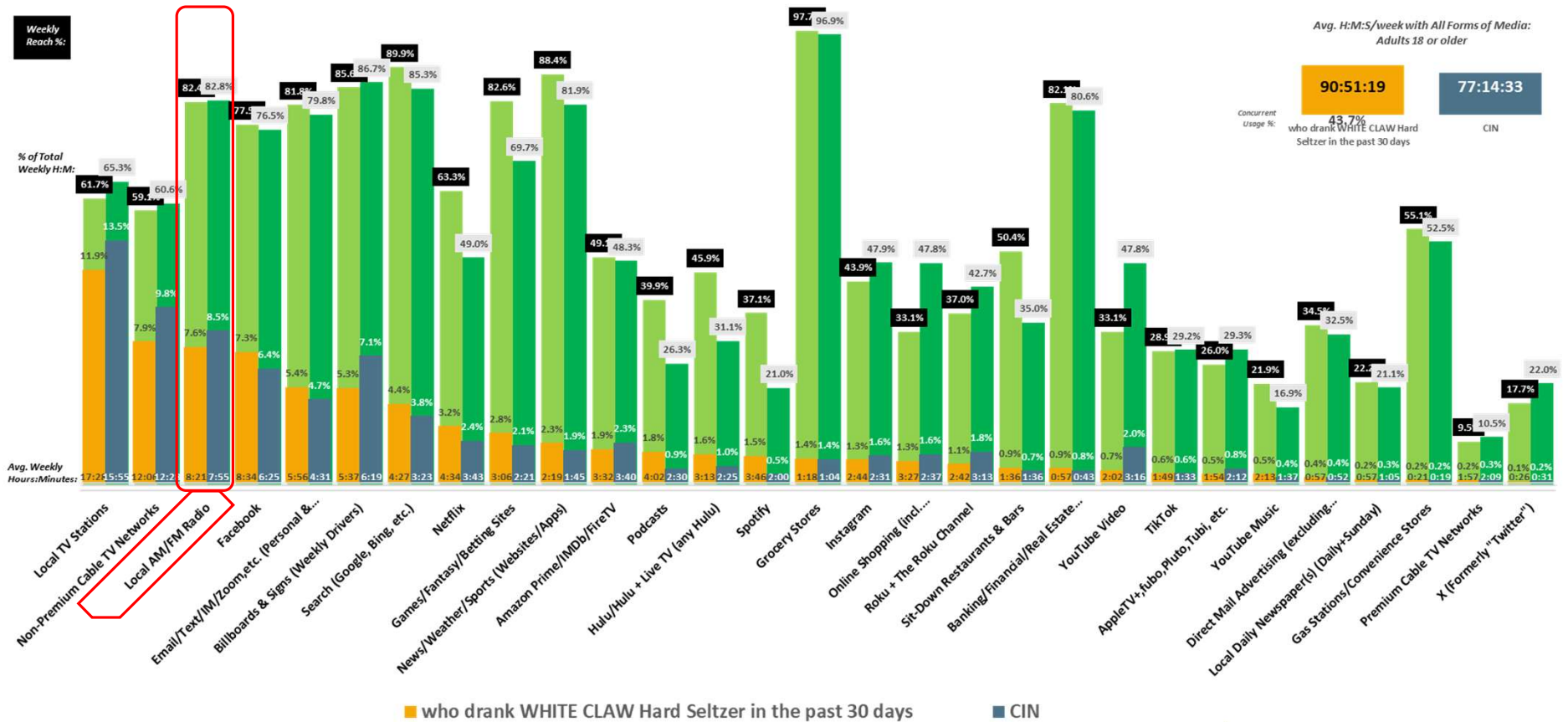


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 10 hours, 38 minutes and 37 seconds each week with All Forms of Media.  
 92.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 9 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.





Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 18 hours, 51 minutes and 19 seconds each week with All Forms of Media.  
 82.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older  
**90:51:19**  
 Concurrent Usage %: 48.7%  
 who drank WHITE CLAW Hard Seltzer in the past 30 days  
**77:14:33**  
 CIN

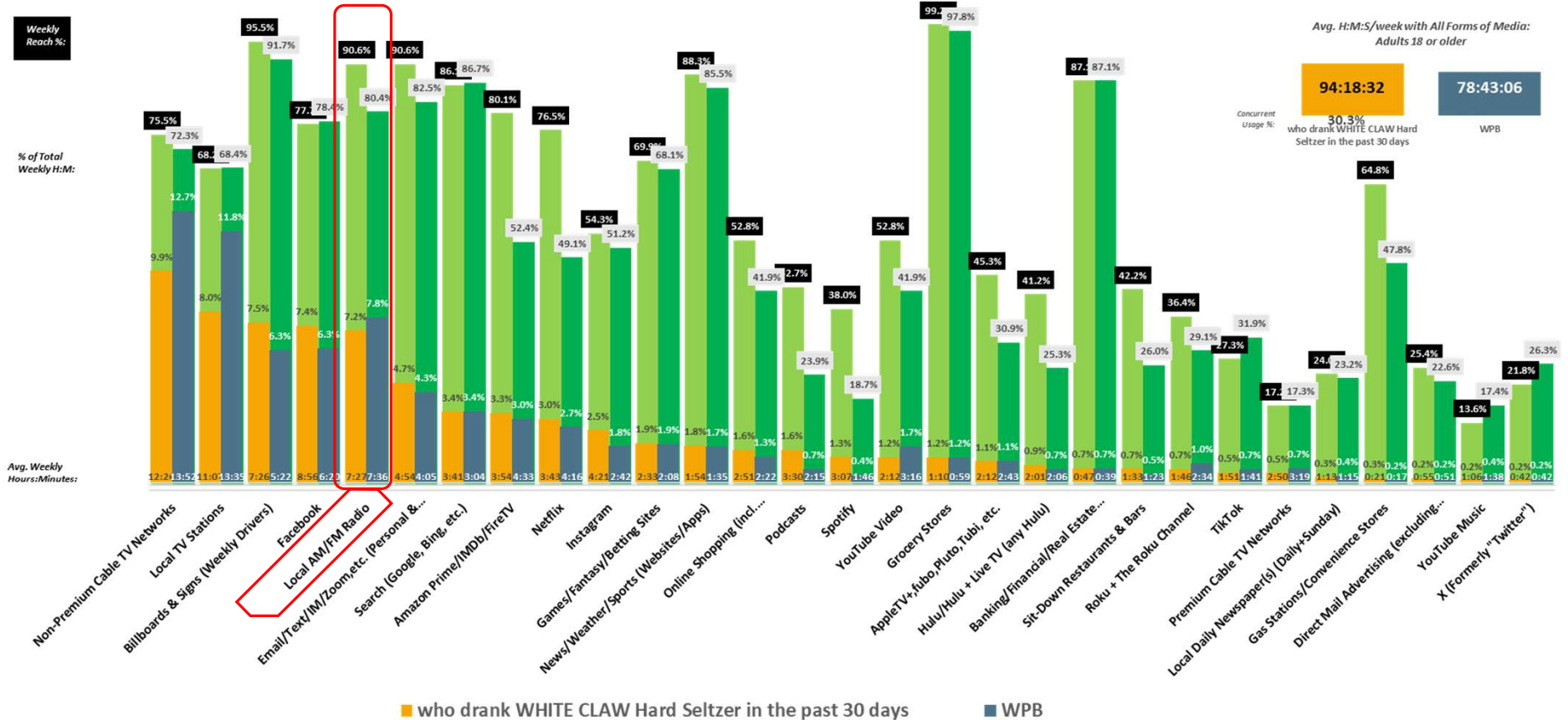
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977  
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Hard seltzers drank past 30 days: White Claw



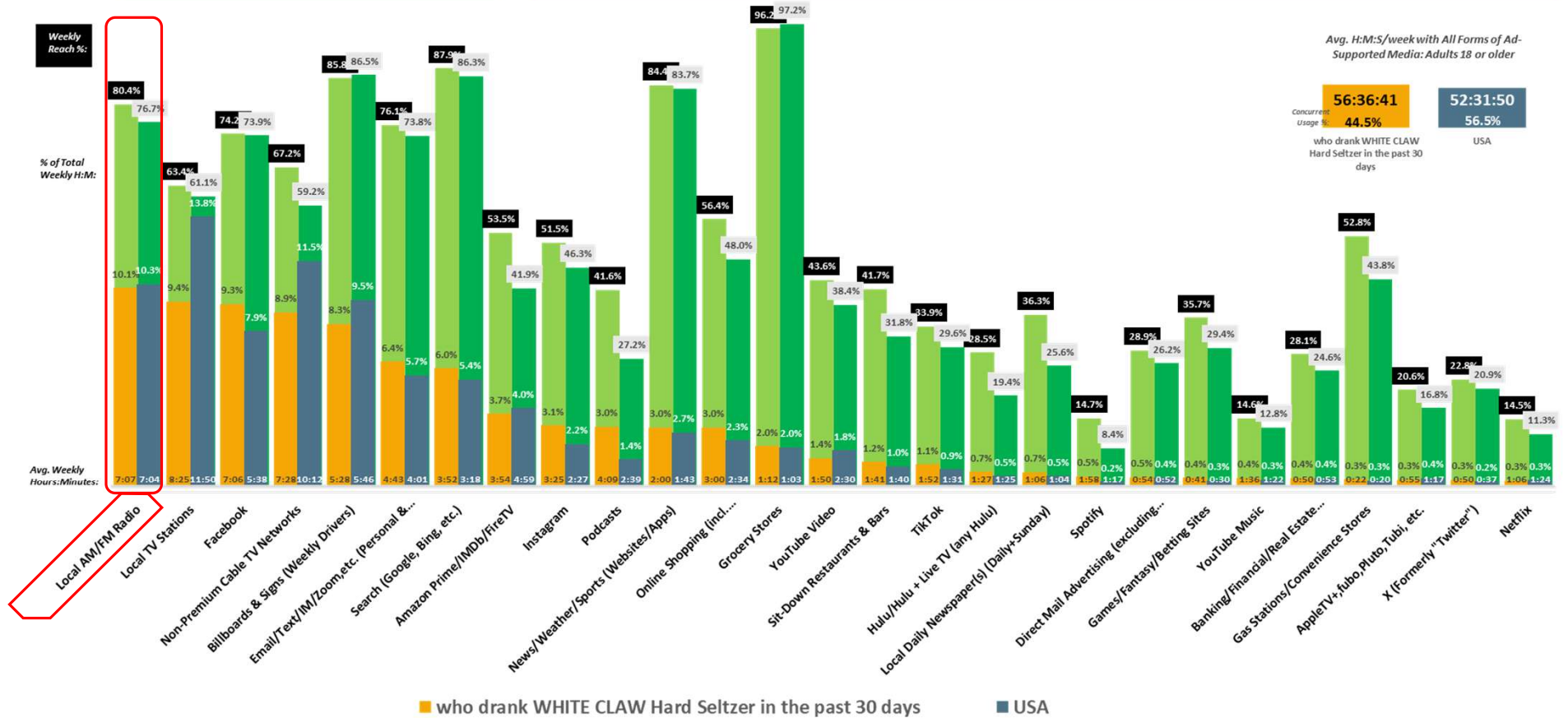
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 22 hours, 18 minutes and 32 seconds each week with All Forms of Media.  
 90.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.







Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 8 hours, 36 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

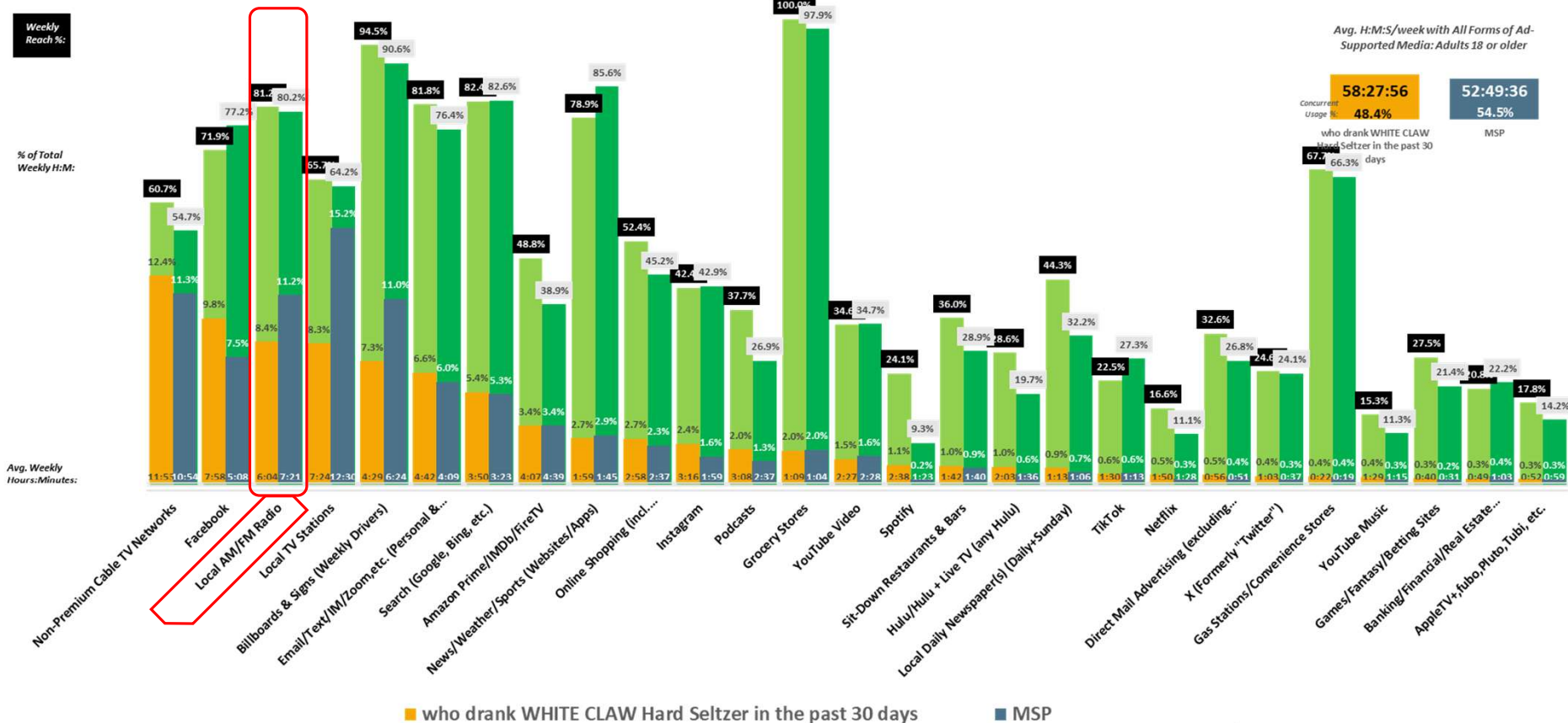


Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

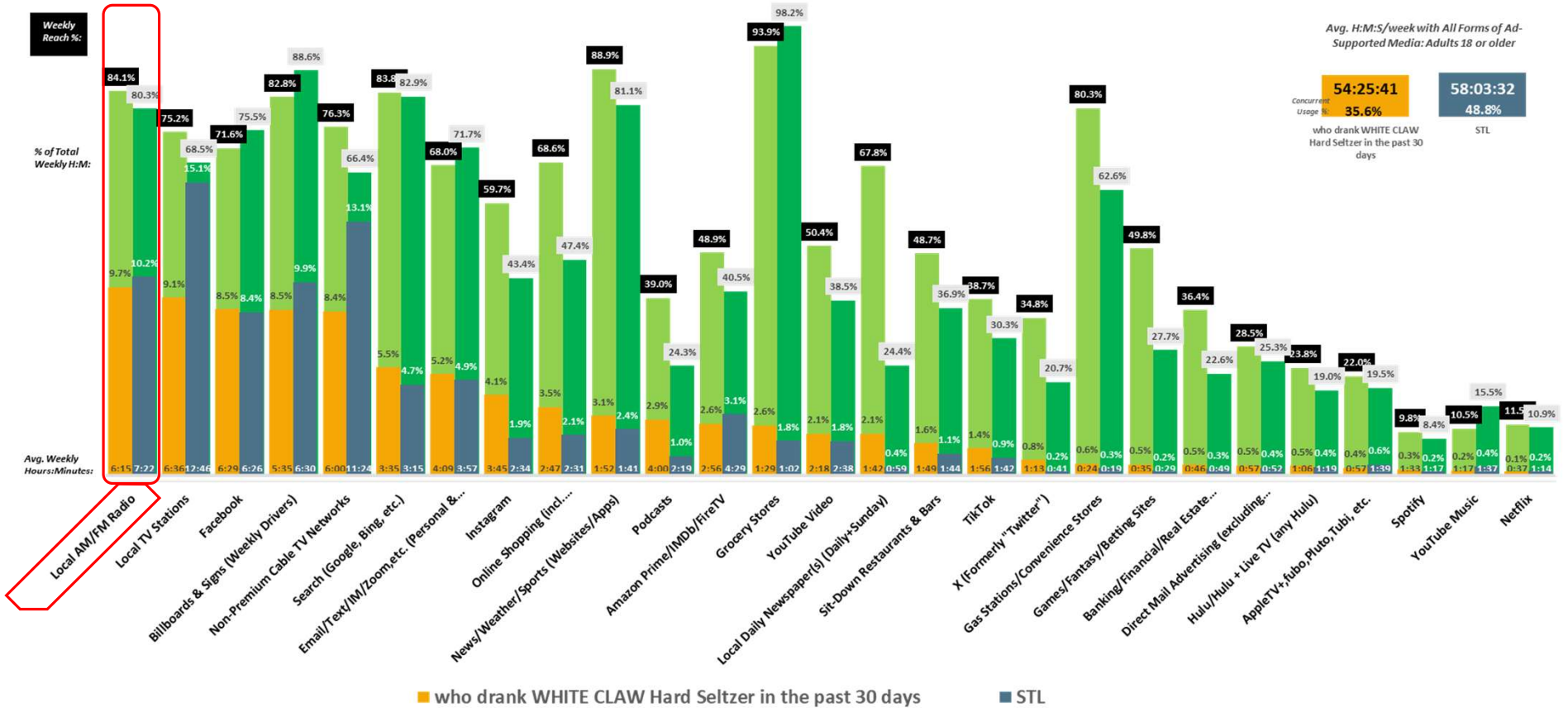


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 10 hours, 27 minutes and 56 seconds each week with All Forms of Ad-Supported Media.  
 81.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 6 hours, 25 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 6 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



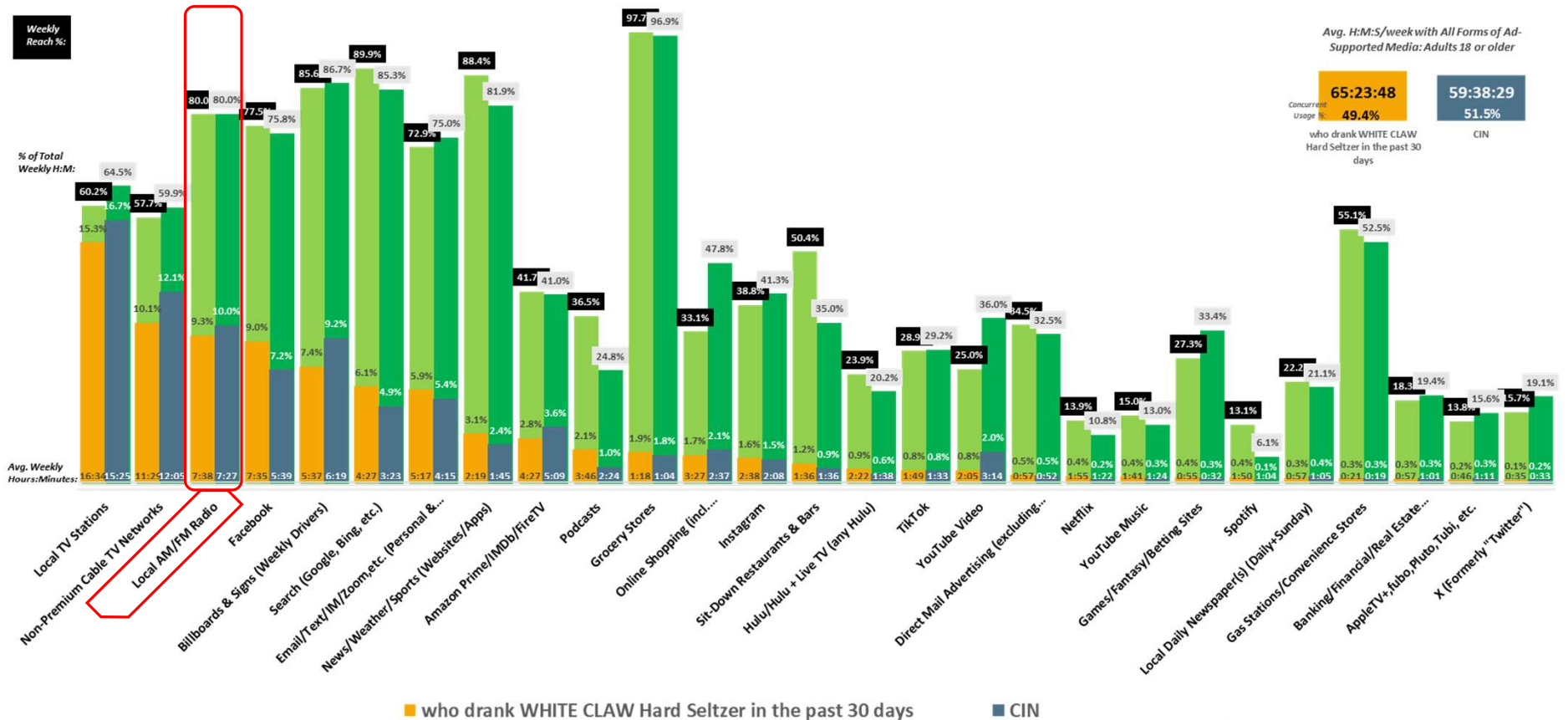
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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Hard seltzers drank past 30 days: White Claw



Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 17 hours, 23 minutes and 48 seconds each week with All Forms of Ad-Supported Media.  
 80.% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% 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

who drank WHITE CLAW Hard Seltzer in the past 30 days	CIN
65:23:48	59:38:29
49.4%	51.5%

■ who drank WHITE CLAW Hard Seltzer in the past 30 days ■ CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977  
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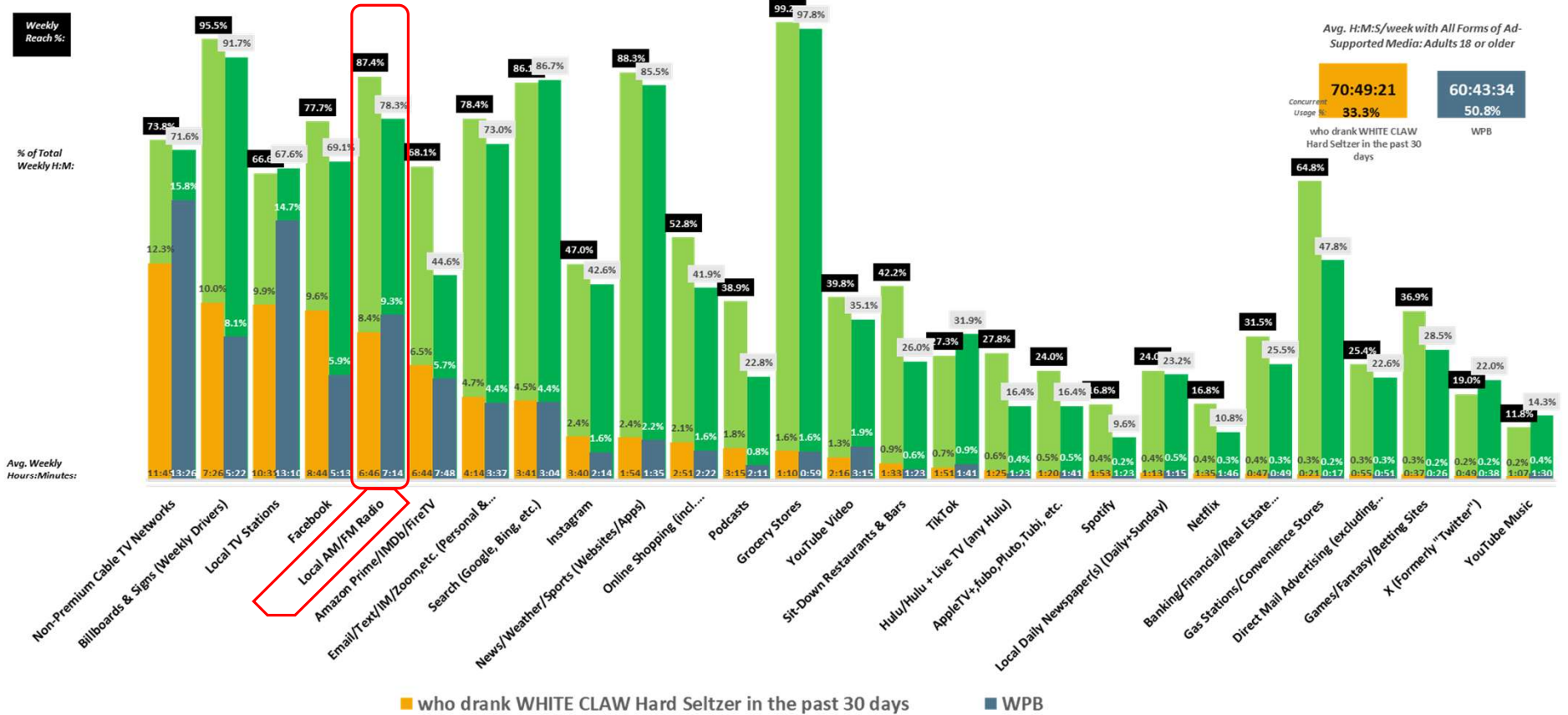


Hard seltzers drank past 30 days: White Claw





Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 22 hours, 49 minutes and 21 seconds each week with All Forms of Ad-Supported Media.  
 87.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



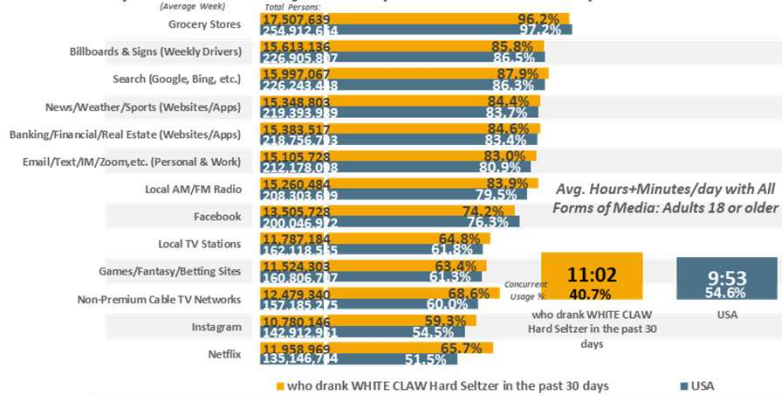
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	70:49:21	33.3%
who drank WHITE CLAW Hard Seltzer in the past 30 days	60:43:34	50.8%
WPB		

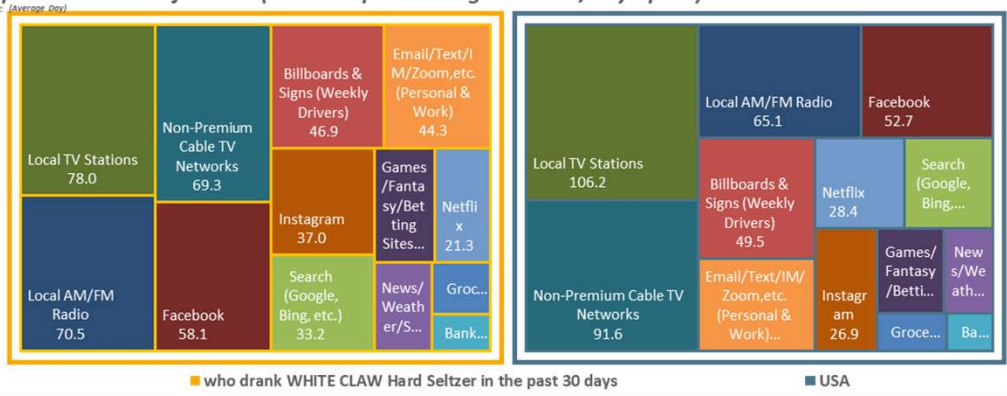


Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

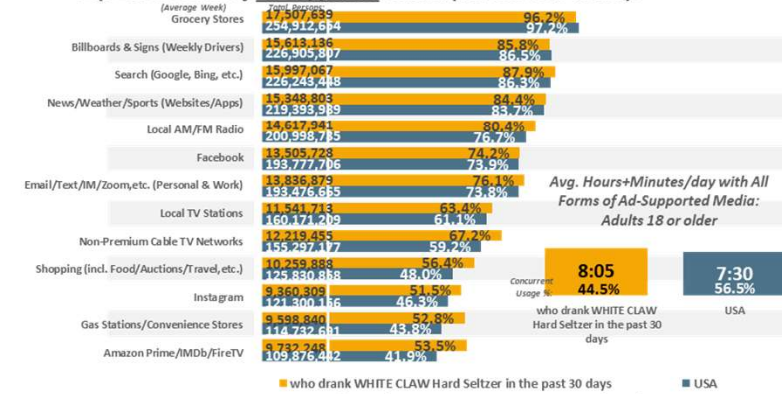
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



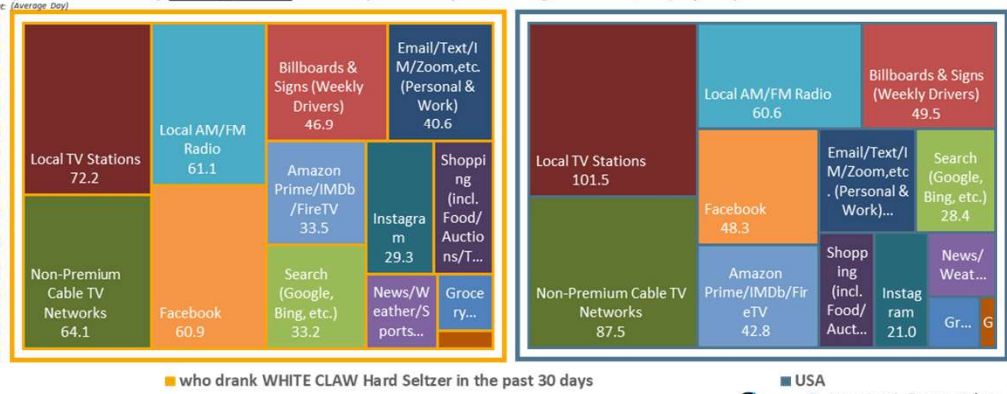
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

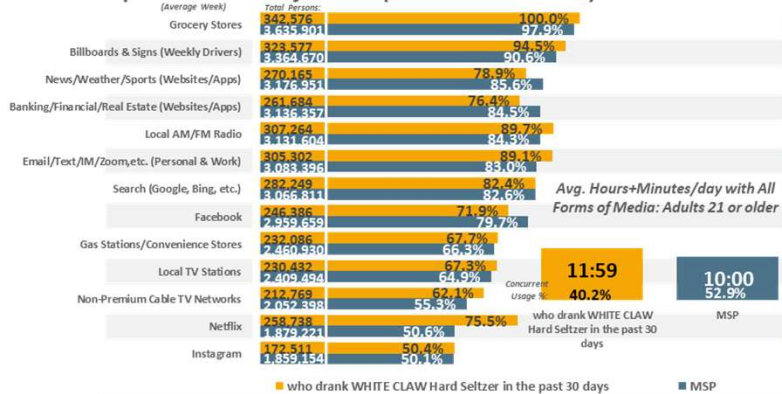
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Hard seltzers drank past 30 days: White Claw

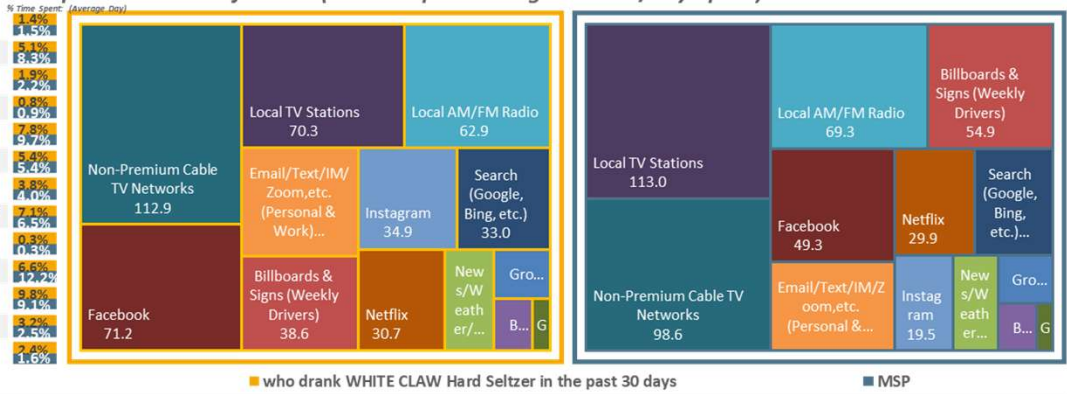


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 52. minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

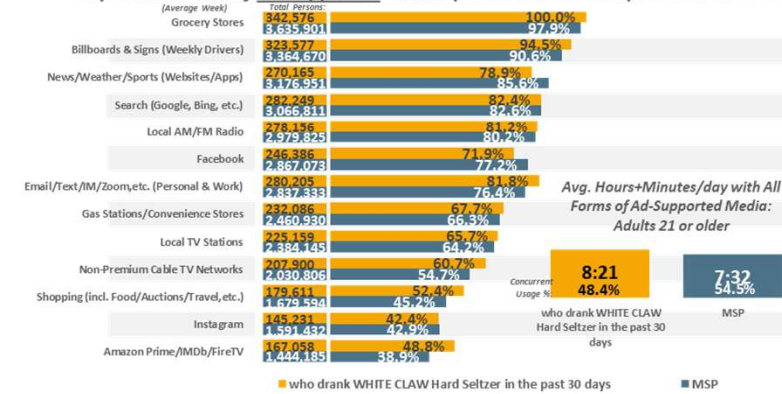
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



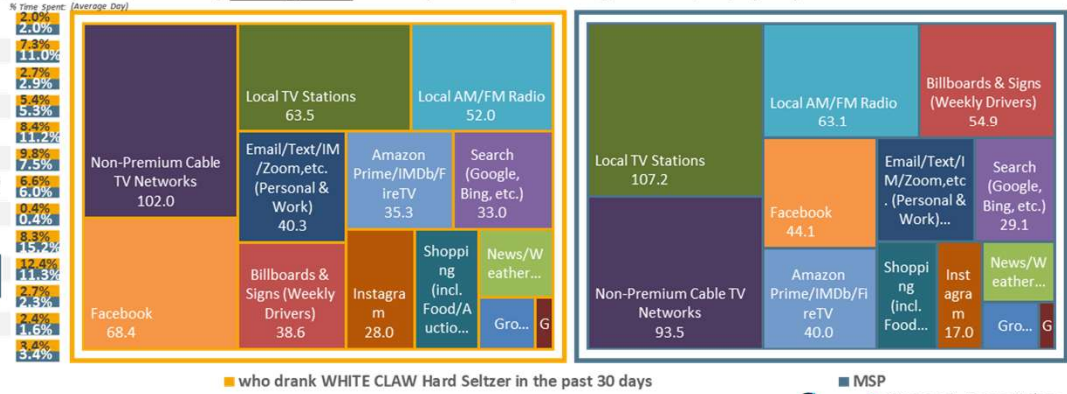
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168  
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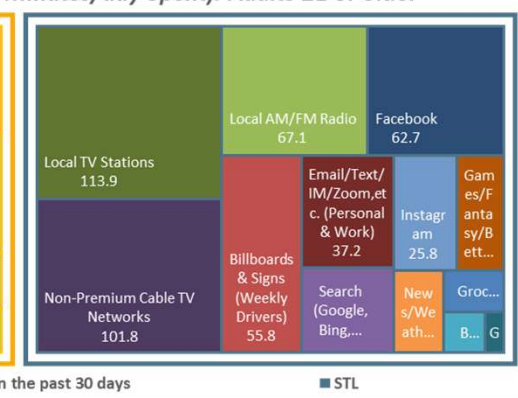
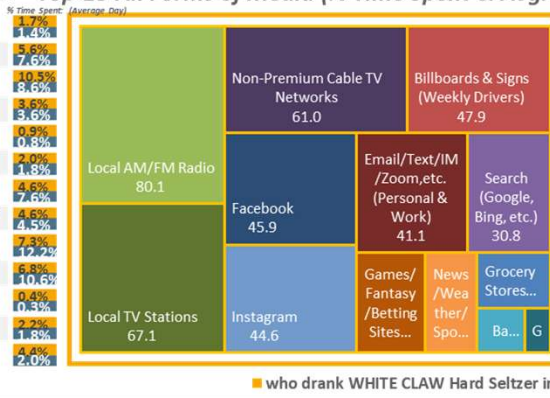
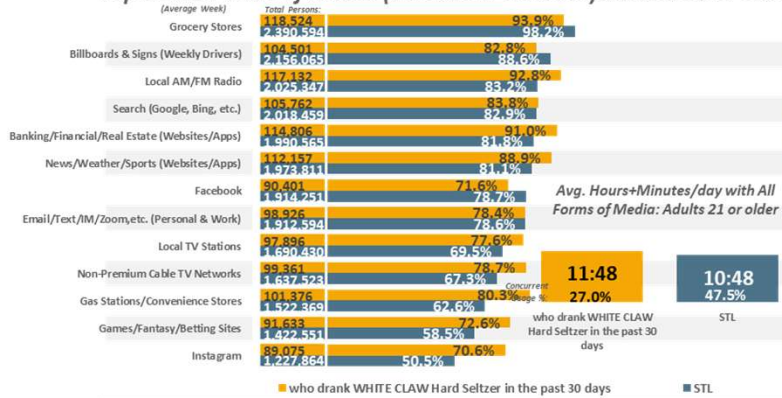
Hard seltzers drank past 30 days: White Claw



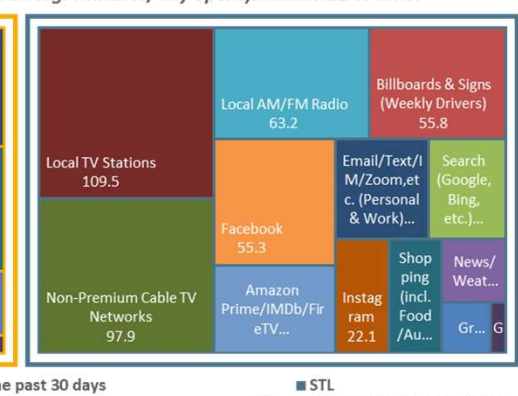
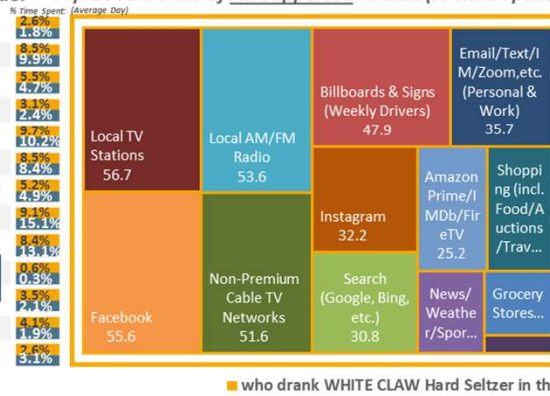
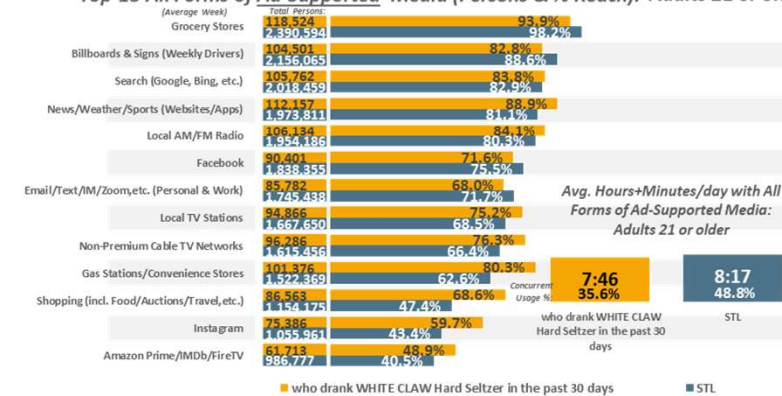


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 53.6 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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Hard seltzers drank past 30 days: White Claw



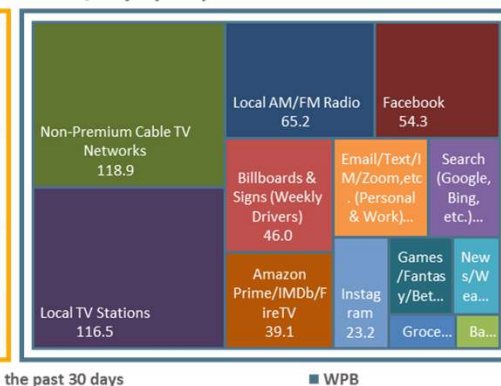
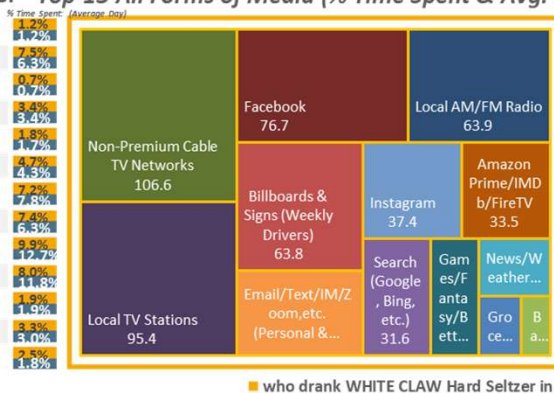


Media Type	Spots
Local TV Stations	136.5
Non-Premium Cable TV Networks	106.9
Local AM/FM Radio	67.9
Facebook	55.0
Billboards & Signs (Weekly Drivers)	54.2
Search (Google, Bing, etc.)...	32.0
Netflix	32.0
Email/Text/IM/Voice, etc. (Personal & Business)	25.0
Games/Fantasy/Betting	25.0
News/Weather	25.0
Banking	25.0

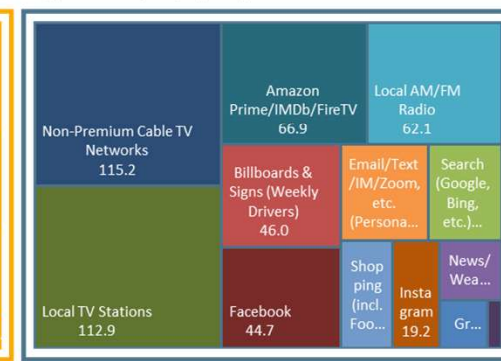
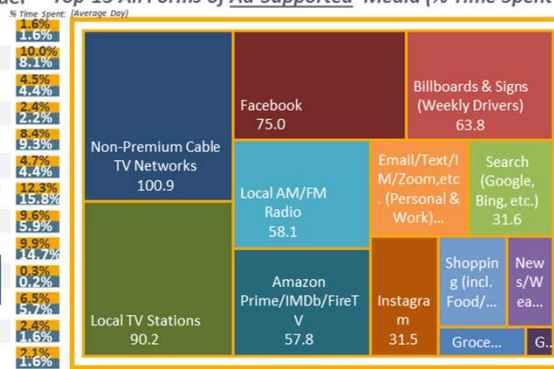
Platform/Advertiser Type	Spots
Local TV Stations	132.3
Non-Premium Cable TV Networks	103.6
Local AM/FM Radio	63.9
Facebook	48.5
Amazon Prime/IMDb/FireTV	44.3
Billboards & Signs (Weekly Drivers)	54.2
Search (Google, Bing, etc.)...	
Email/Text/IM/Zoom, etc. (Personal...)	
News/Weather...	
Shopping (incl. Food...)	
Instagram	18.4



**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*



■ who drank WHITE CLAW Hard Seltzer in the past 30 days
 ■ WPB

WPB	DMA	Scarborough R2 2025: Aug24-Jun25	Qual Intab	147
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■ WPB  
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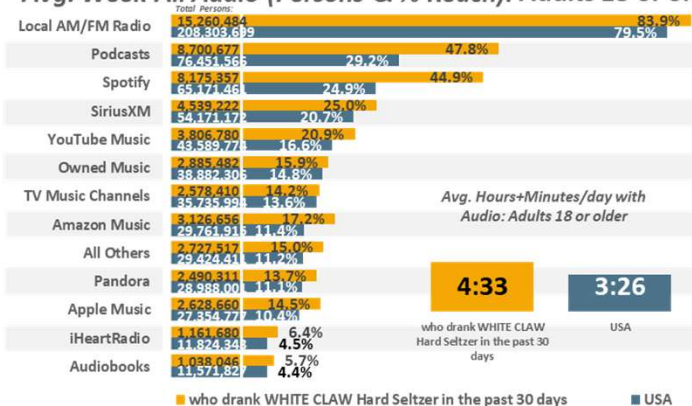
Hard seltzers drank past 30 days: White Claw



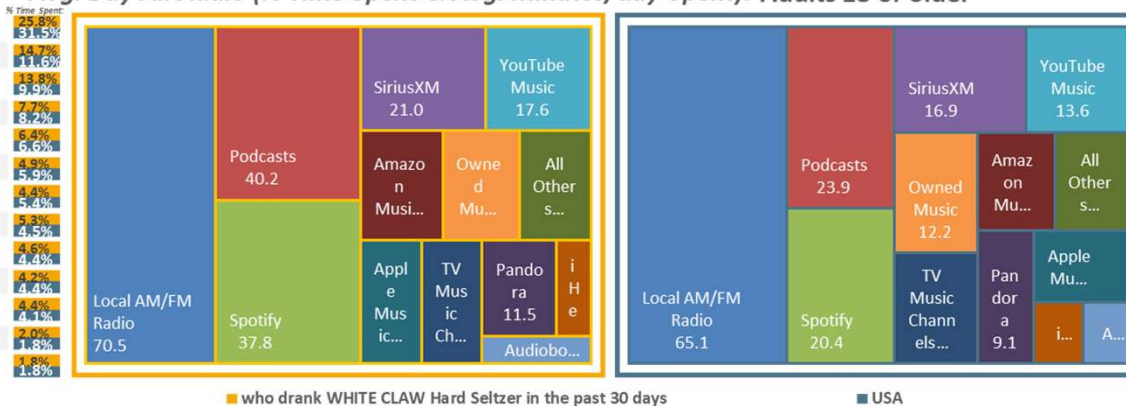


14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

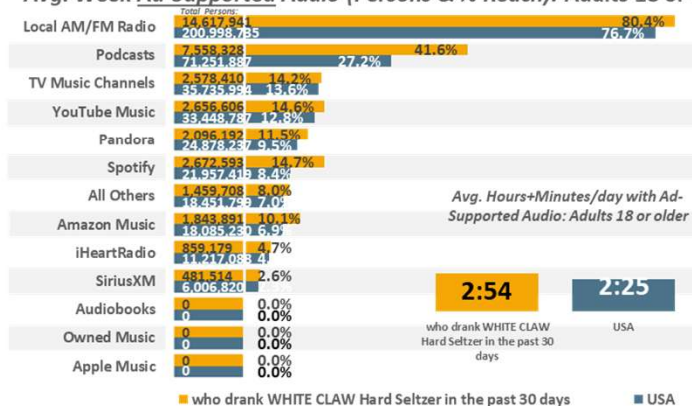
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



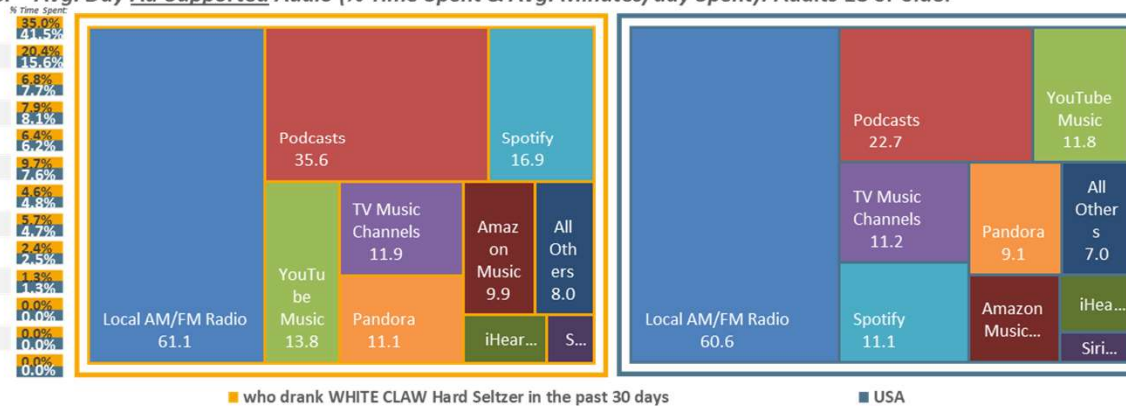
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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Scarborough R2 2025: Sep24-Aug25 USA Projection

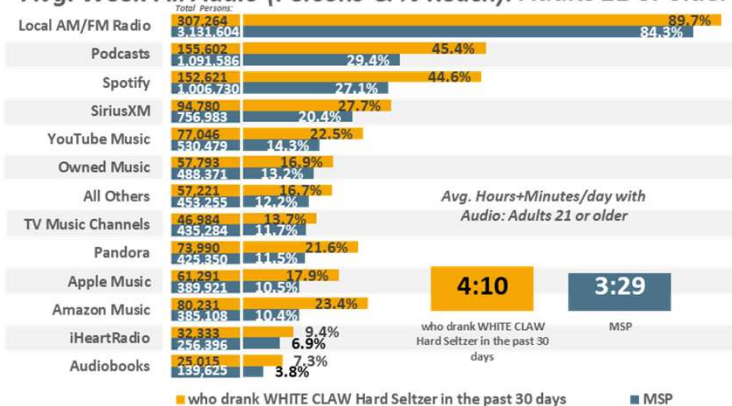
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

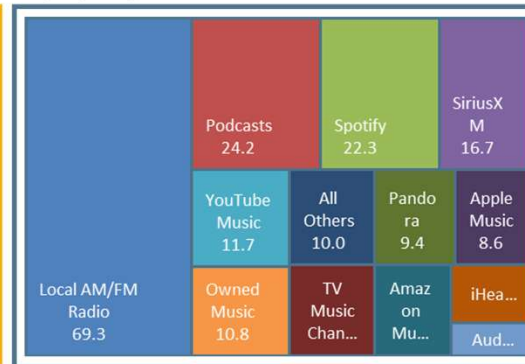
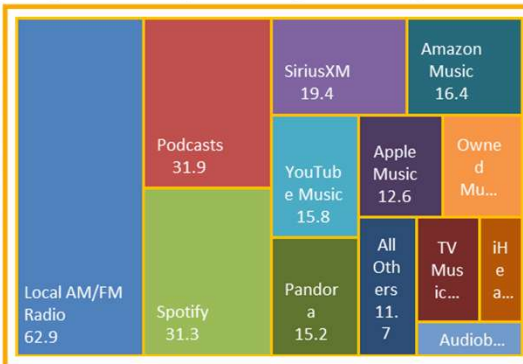


278,156 or 81.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 30.0% of all time spent daily with Ad-Supported Audio.

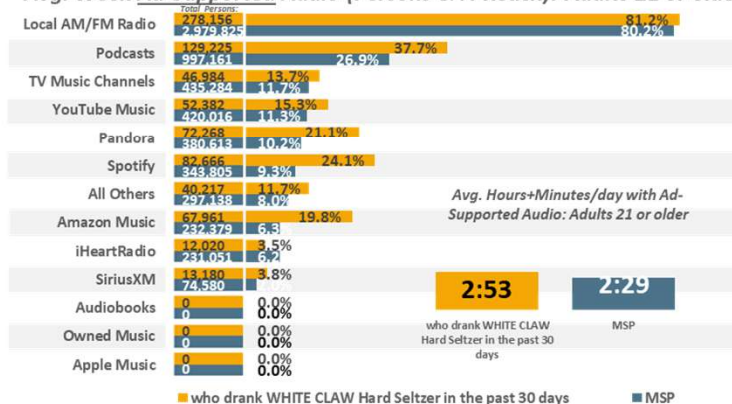
**Avg. Week All Audio (Persons & % Reach): Adults 21 or older**



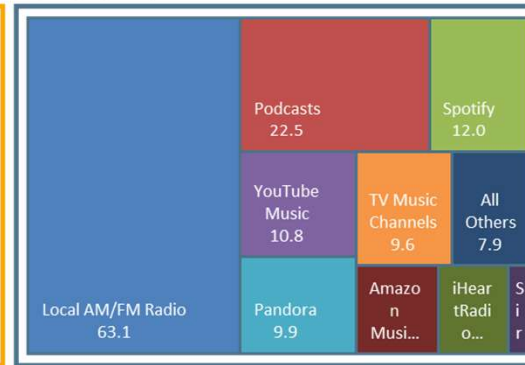
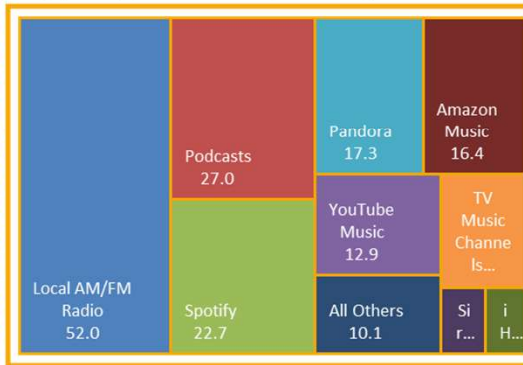
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



**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**

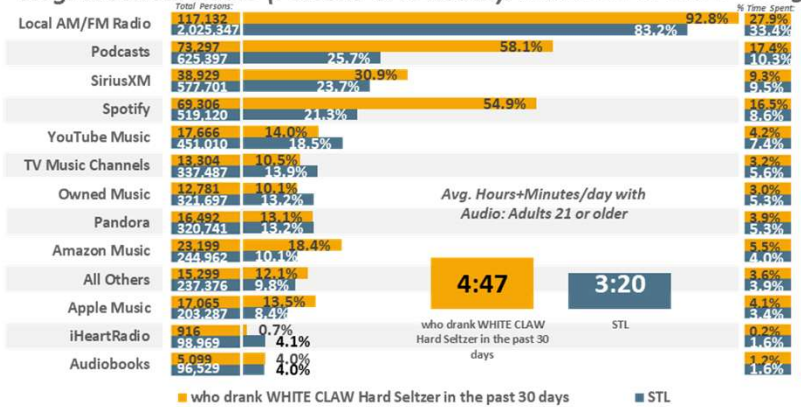




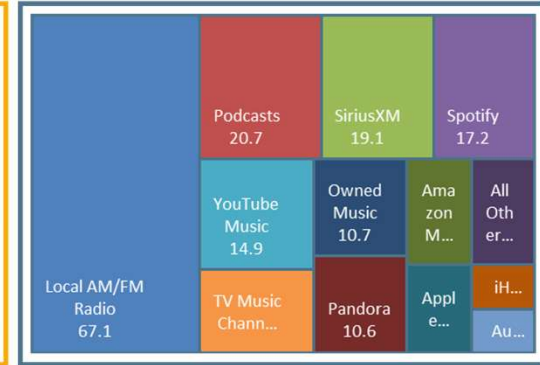
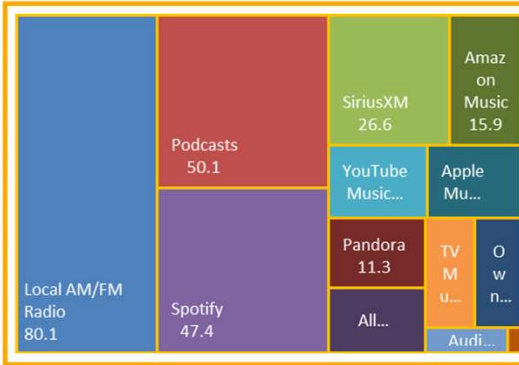


106,134 or 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

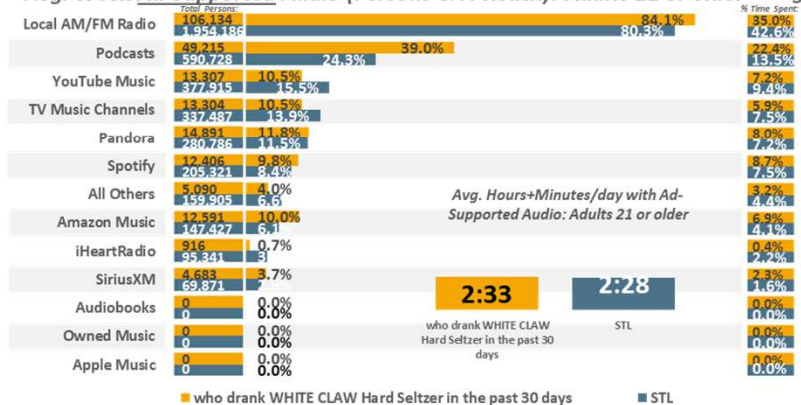
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



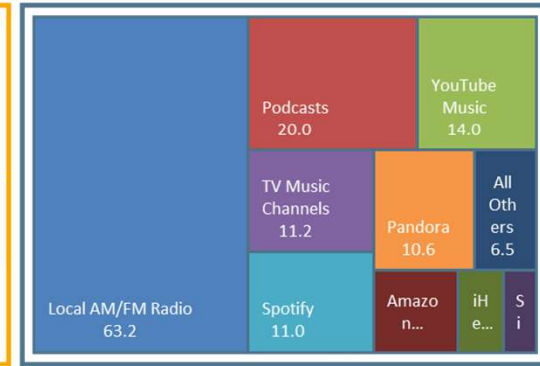
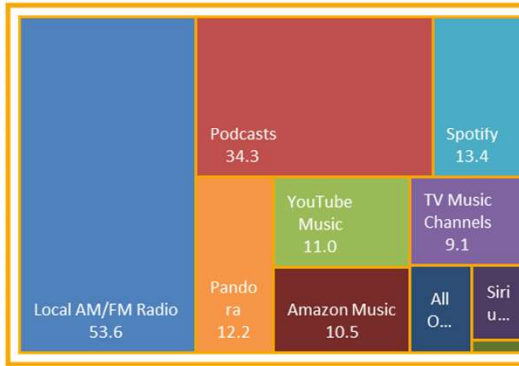
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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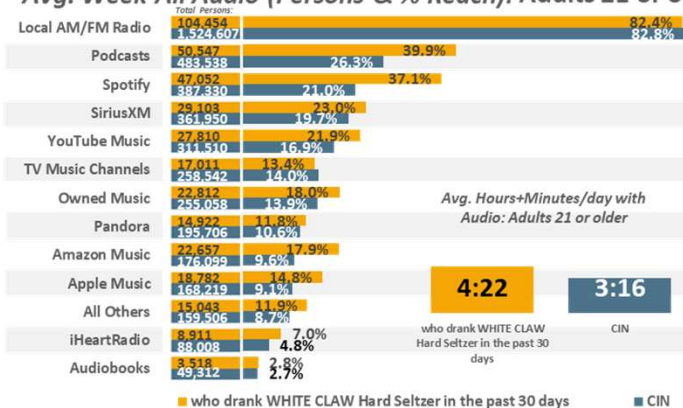
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

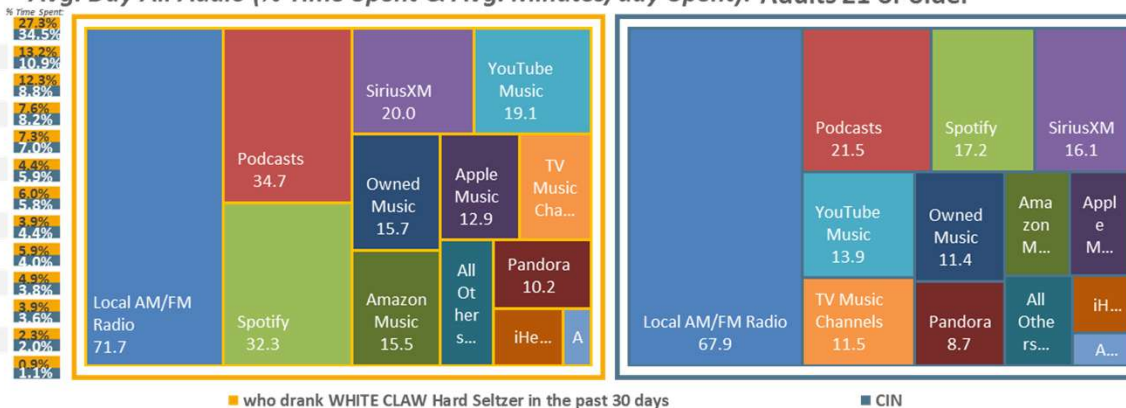


101,352 or 80.0% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.

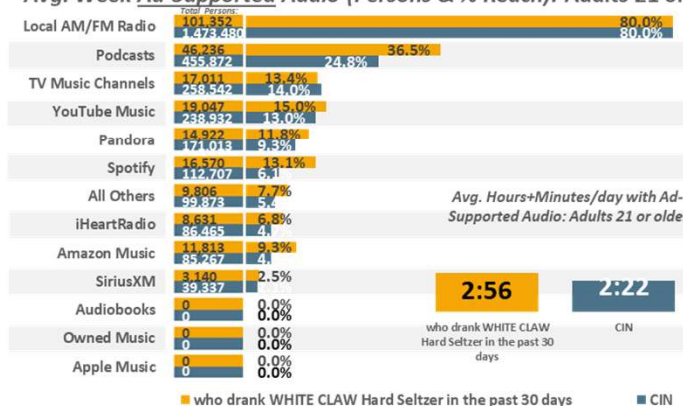
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



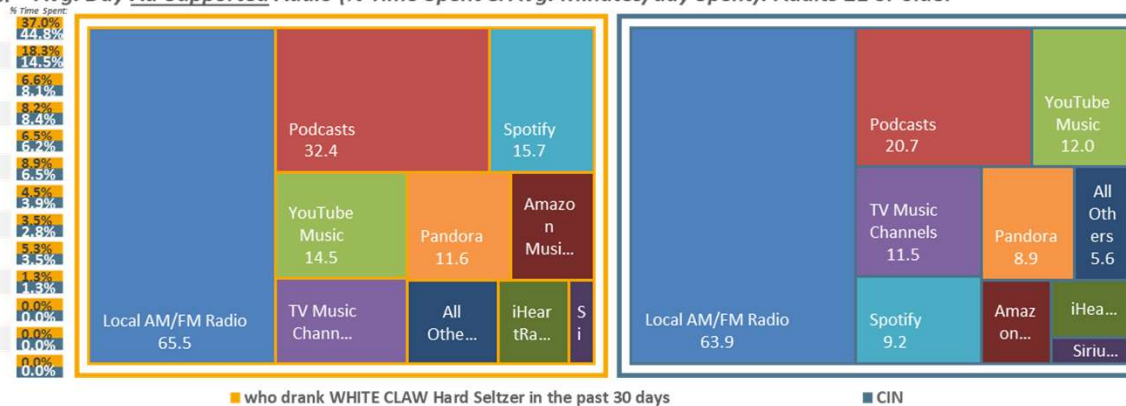
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133  
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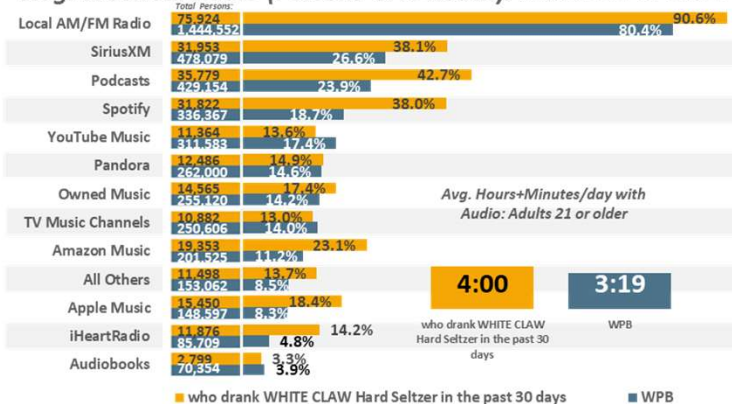
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

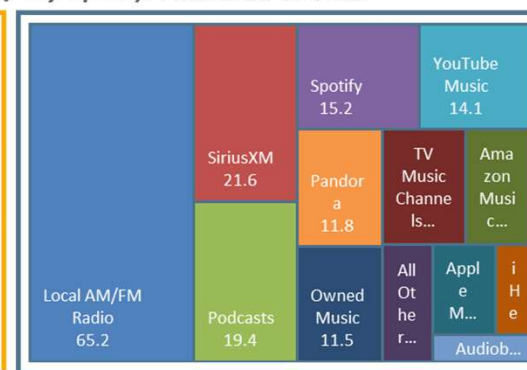
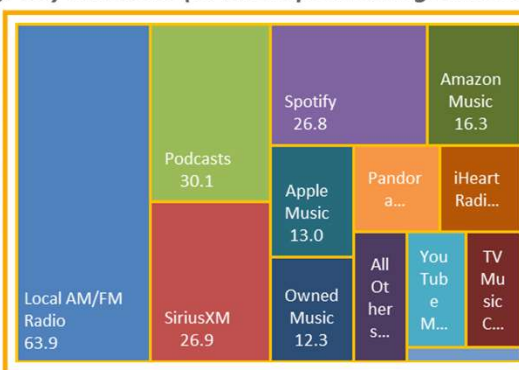


73,245 or 87.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

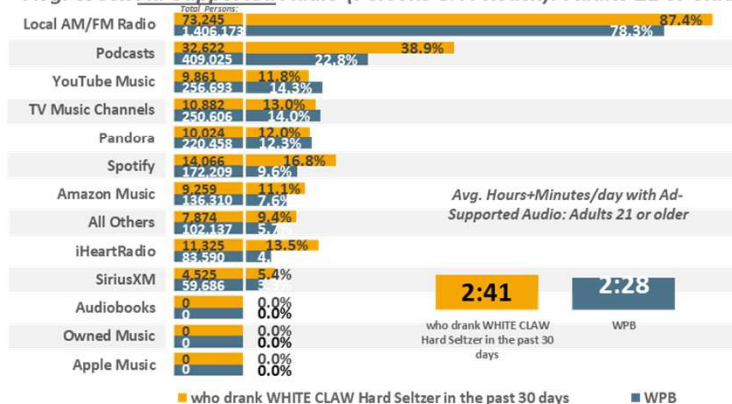
**Avg. Week All Audio (Persons & % Reach): Adults 21 or older**



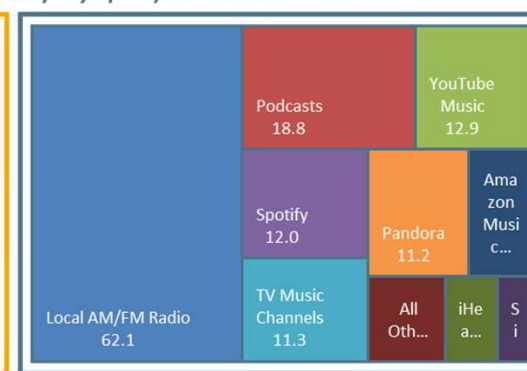
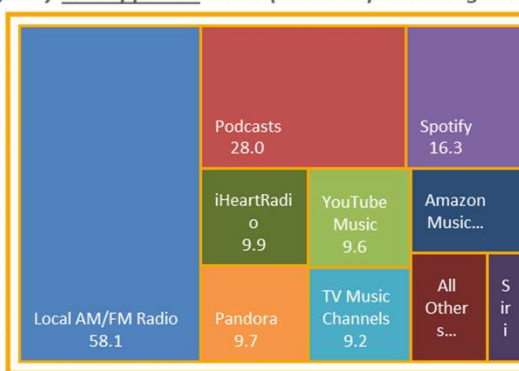
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



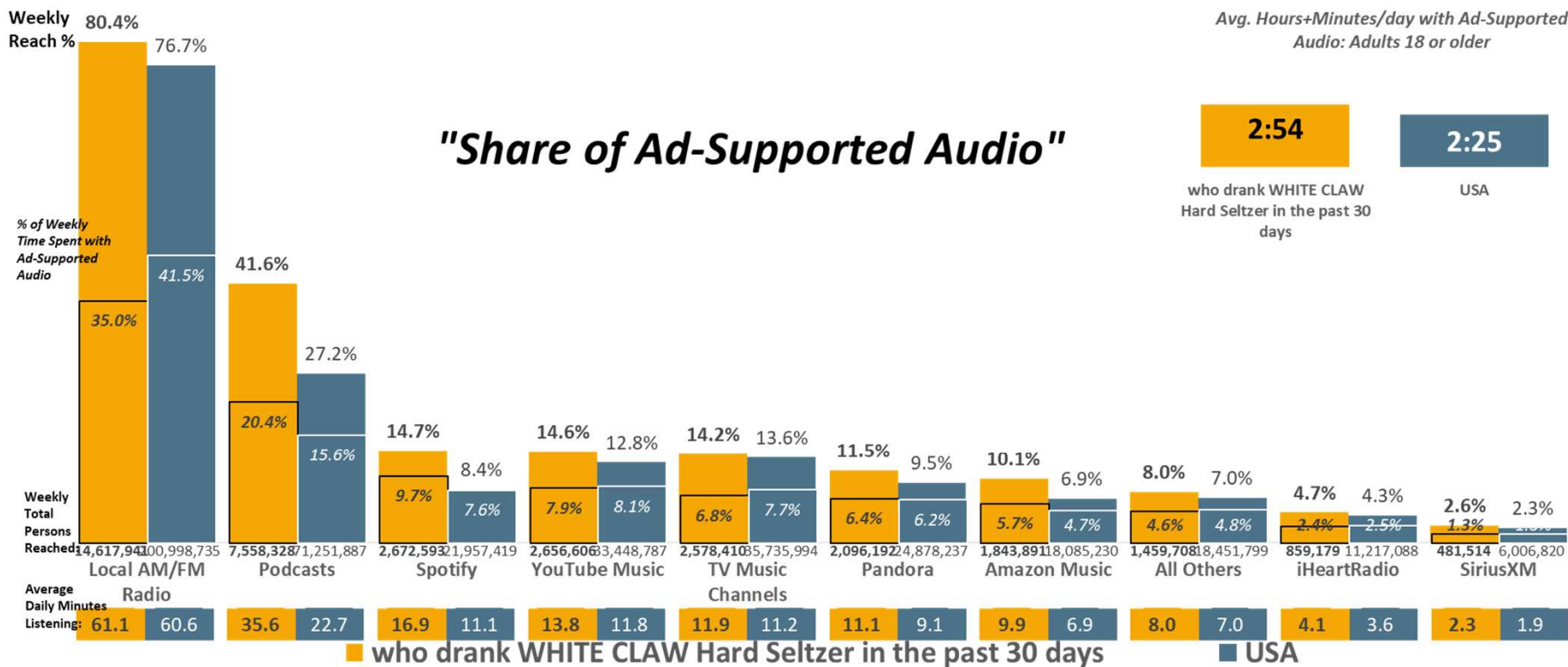
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**







14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

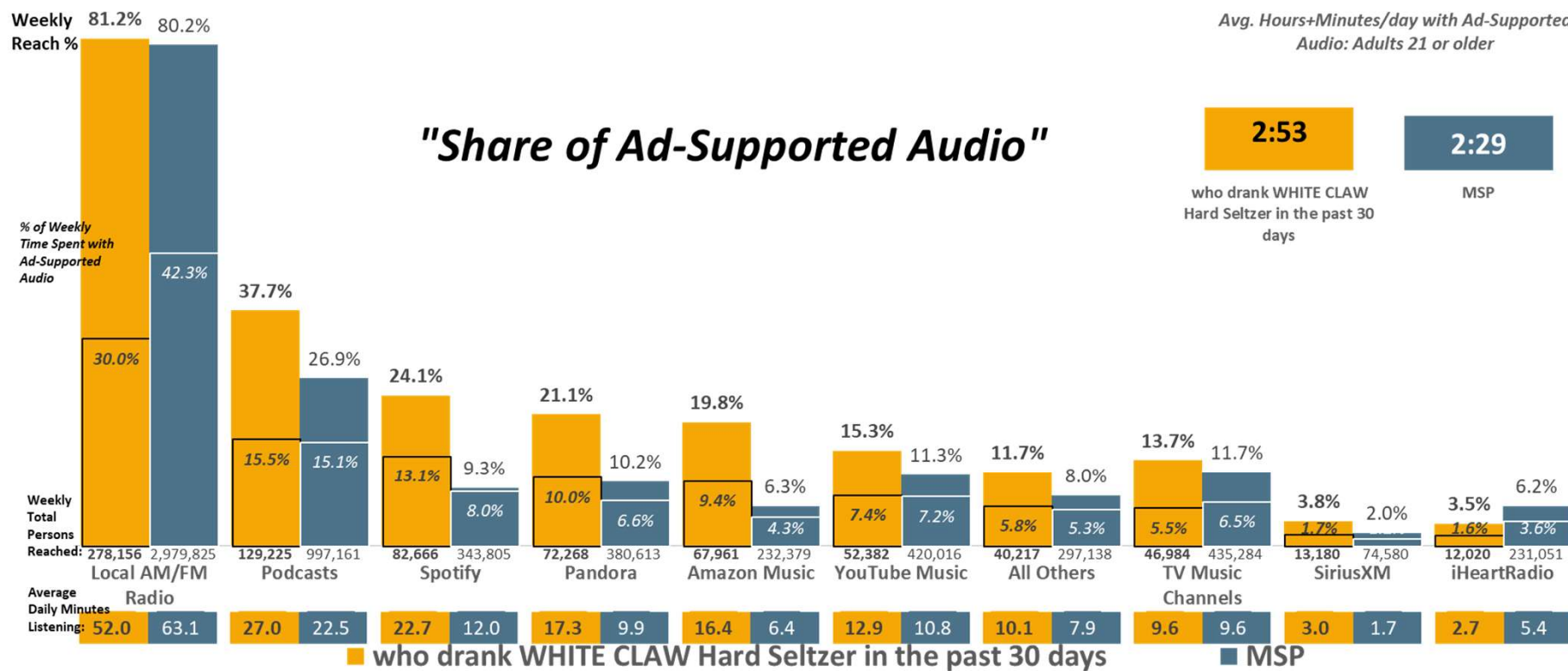
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



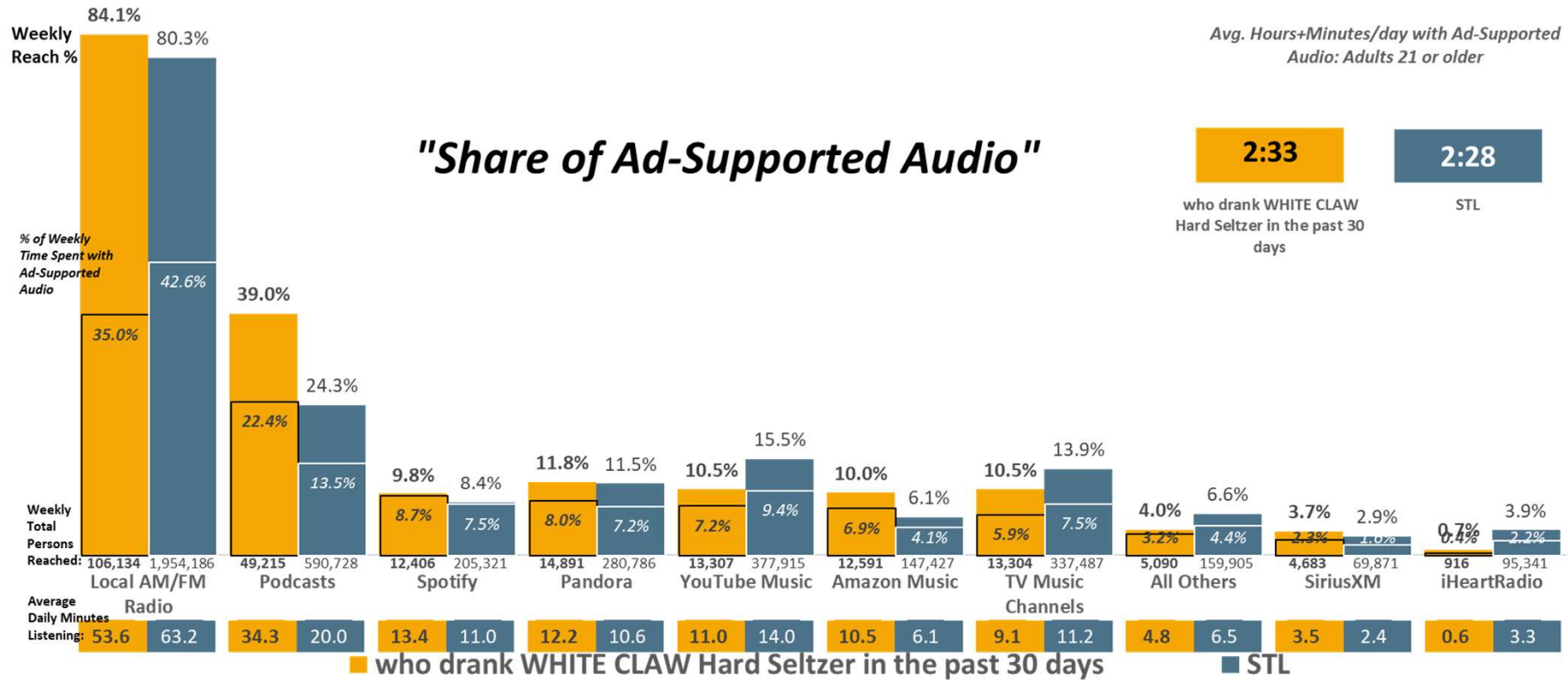


278,156 or 81.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 30.0% of all time spent daily with Ad-Supported Audio.



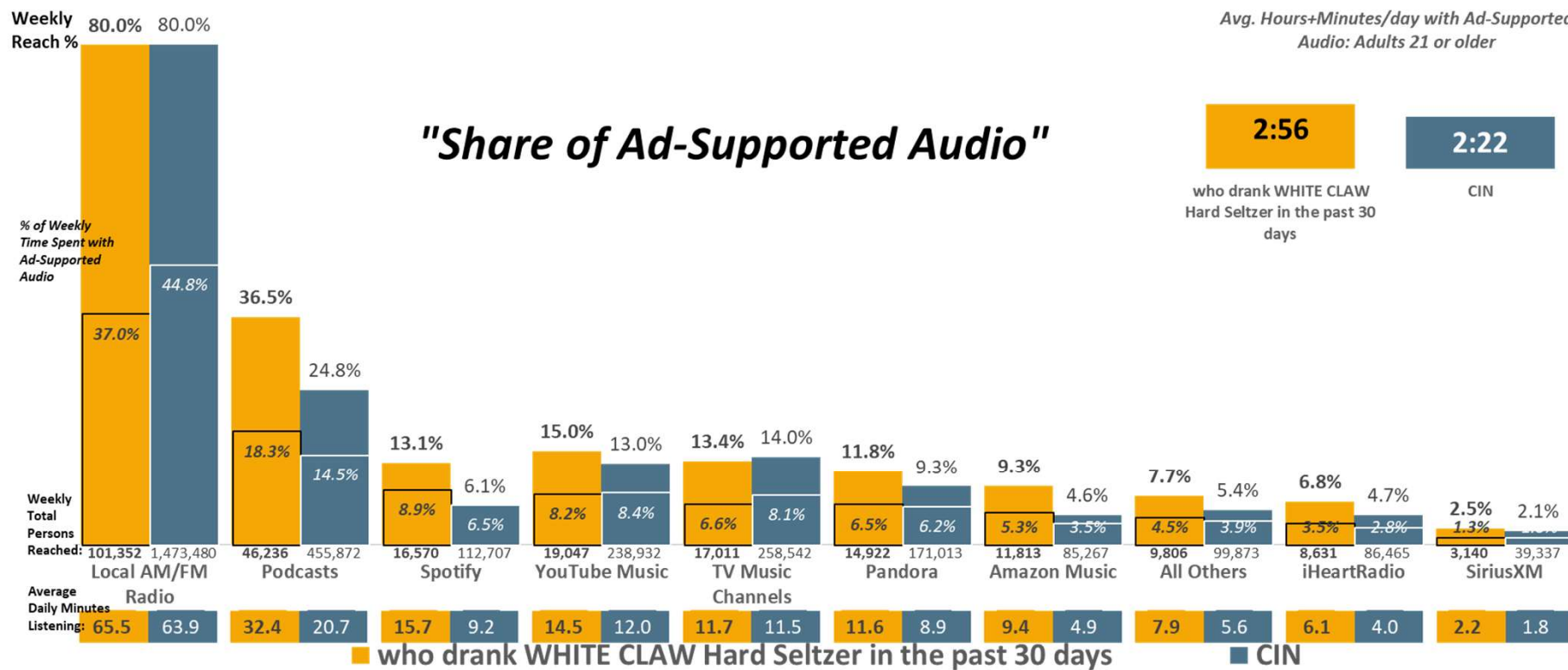


106,134 or 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.





101,352 or 80.0% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977  
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Hard seltzers drank past 30 days: White Claw

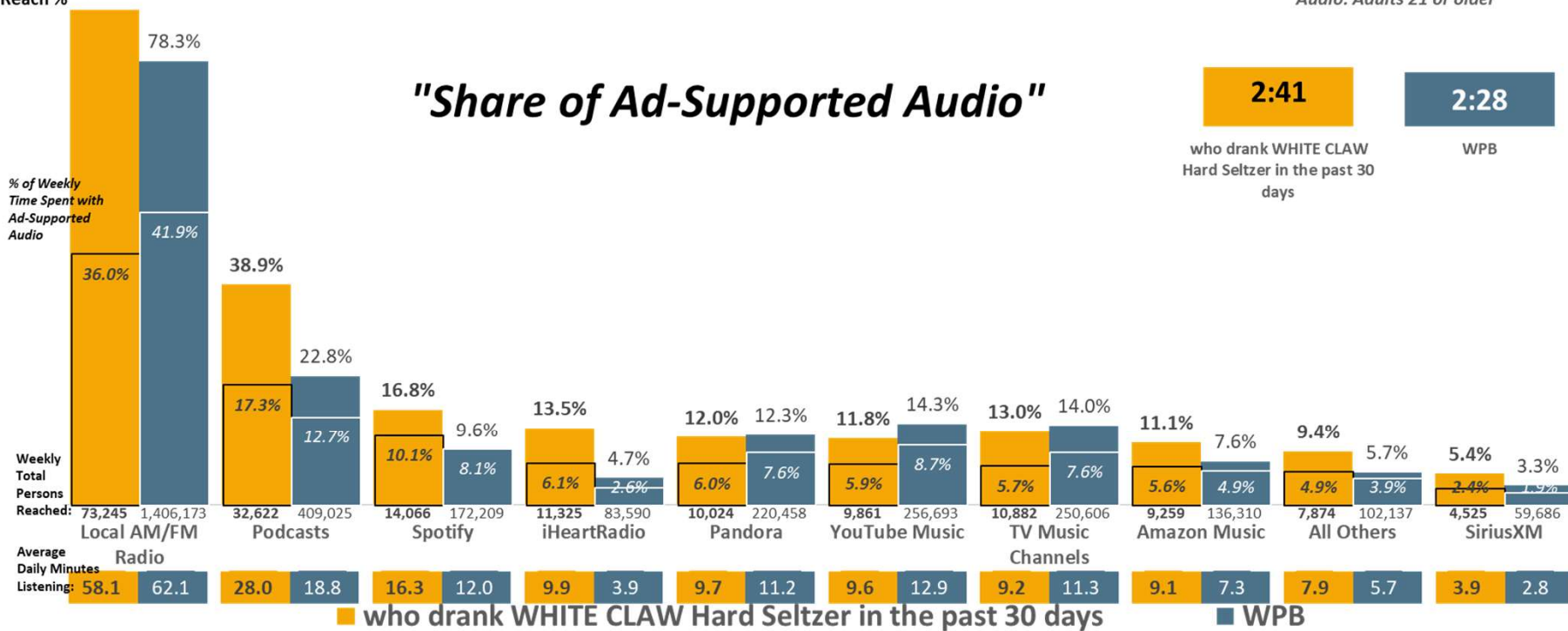


73,245 or 87.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

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

## "Share of Ad-Supported Audio"

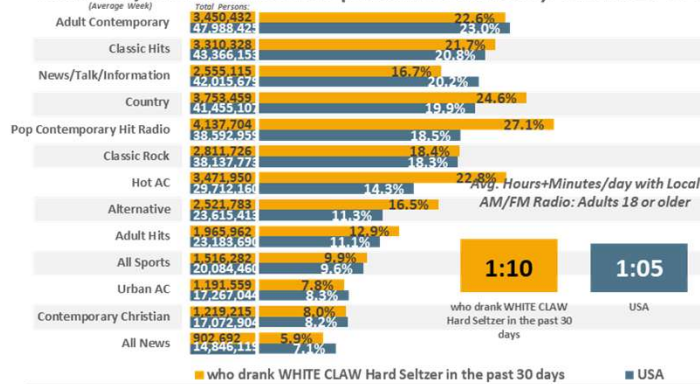




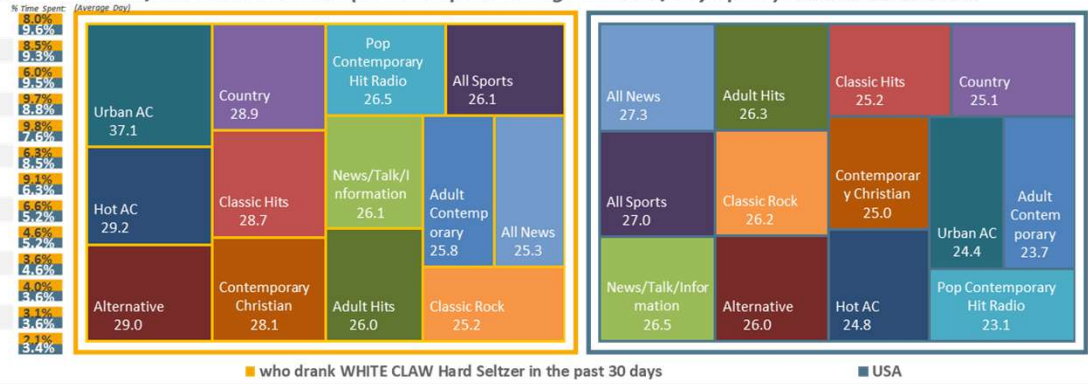


14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Classic Hits.

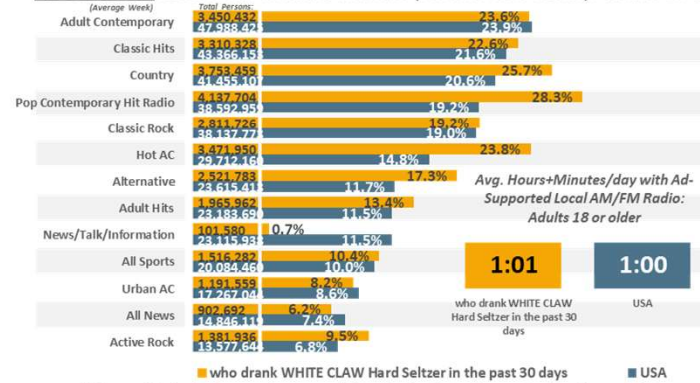
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



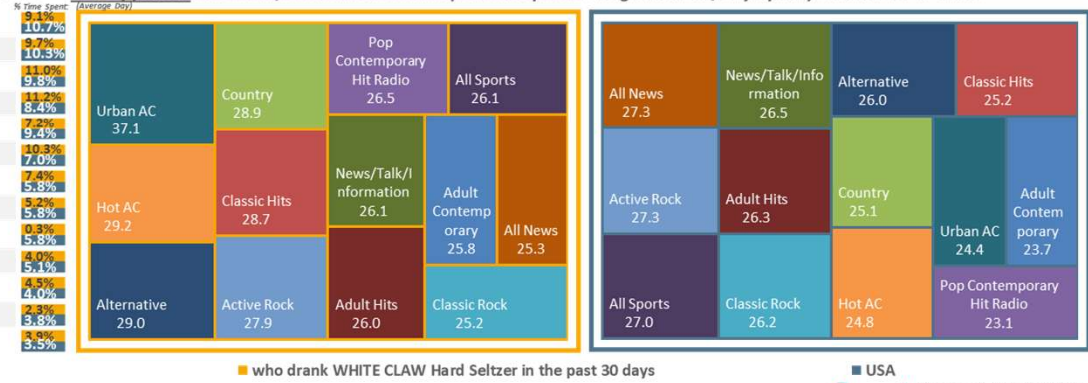
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



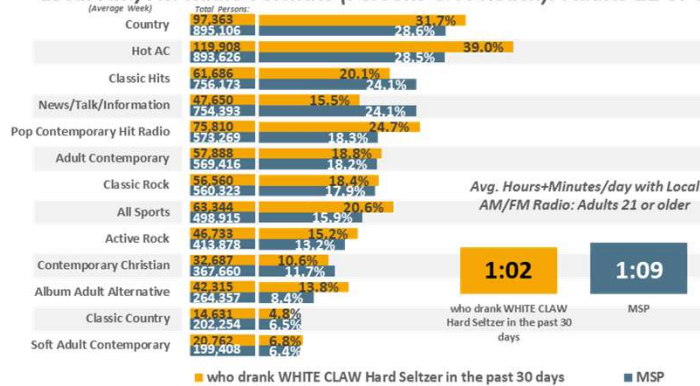
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



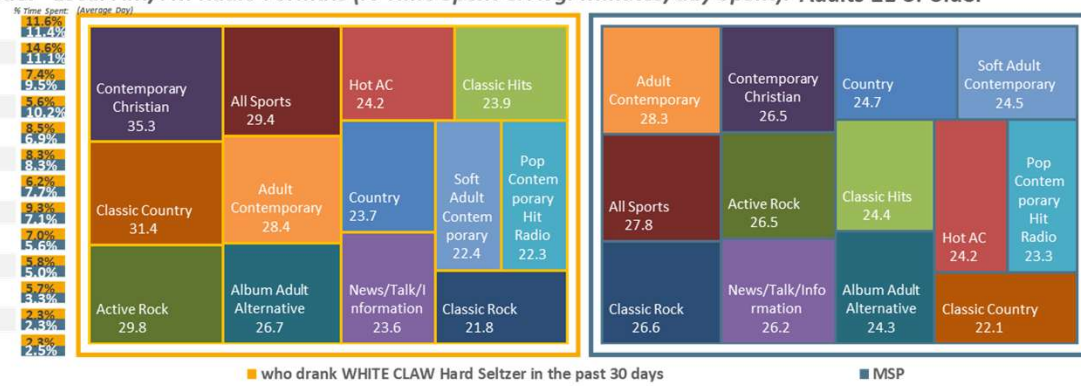


278,156 or 81.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, All Sports, and Classic Hits.

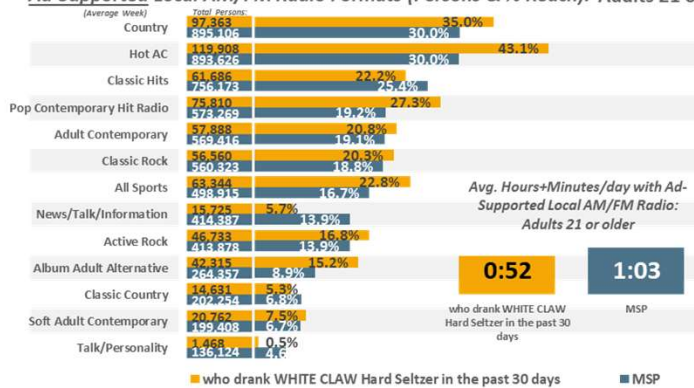
### Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



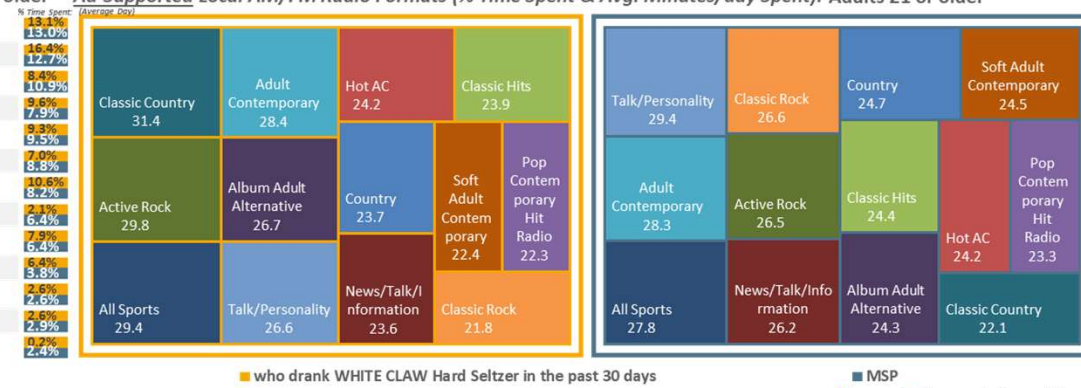
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



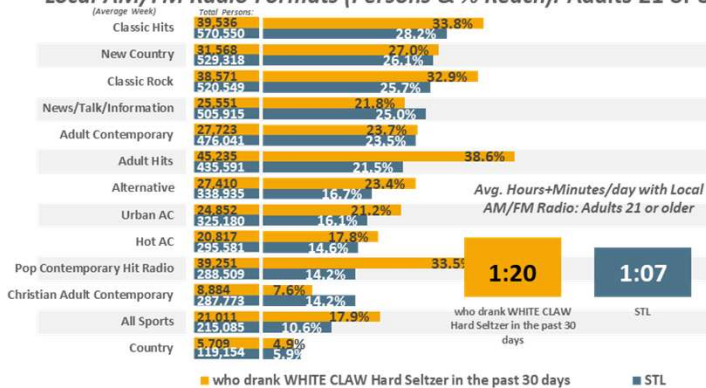
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



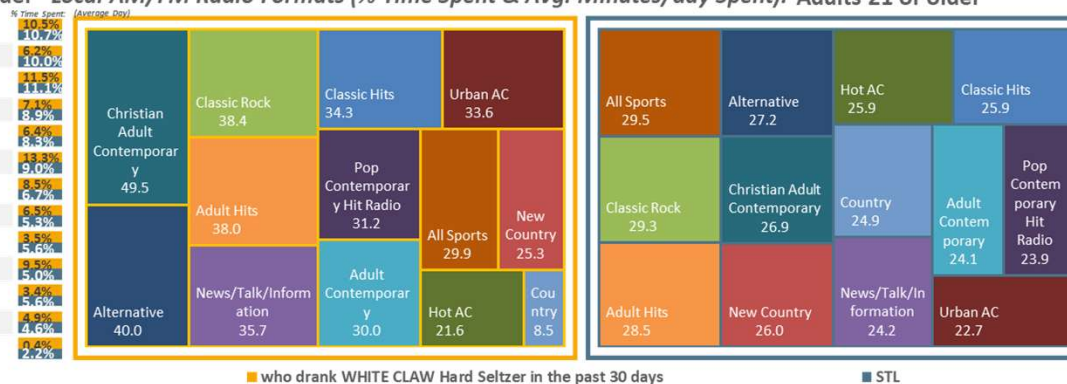


106,134 or 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and New Country.

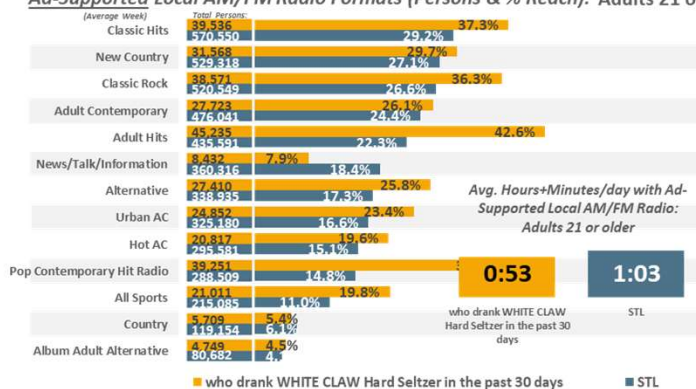
**Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older**



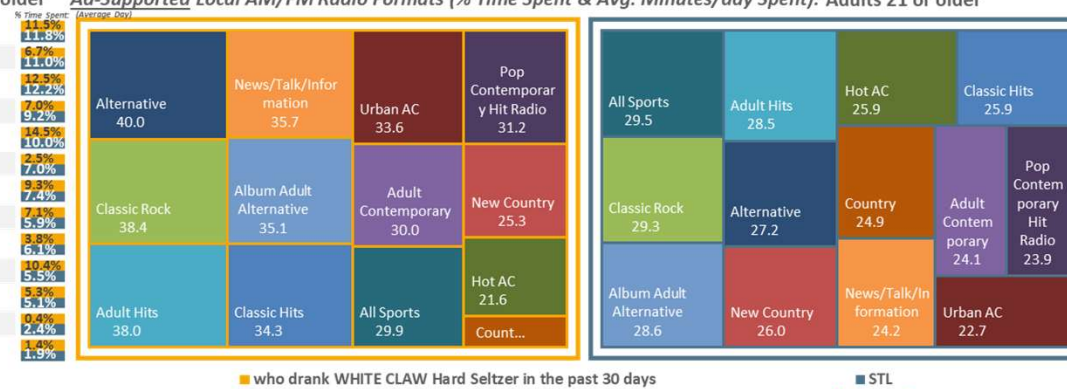
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



**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**



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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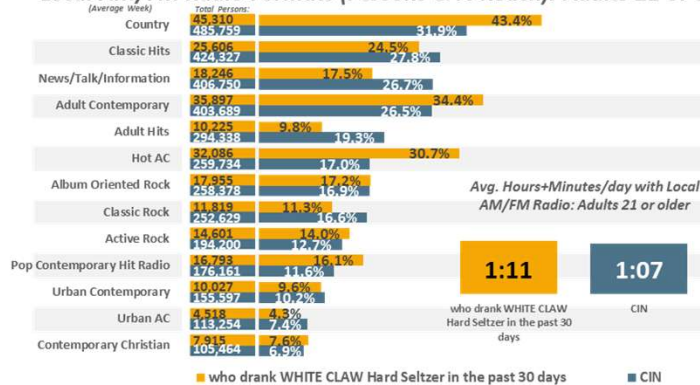
Hard seltzers drank past 30 days: White Claw



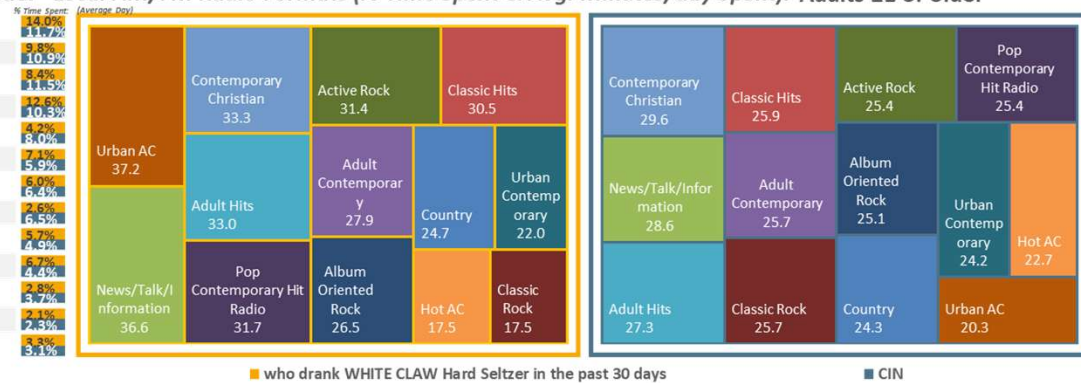


101,352 or 80.% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Classic Hits, and Album Oriented Rock.

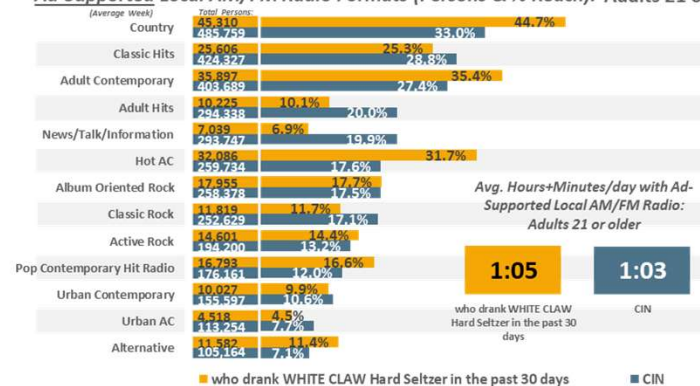
**Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older**



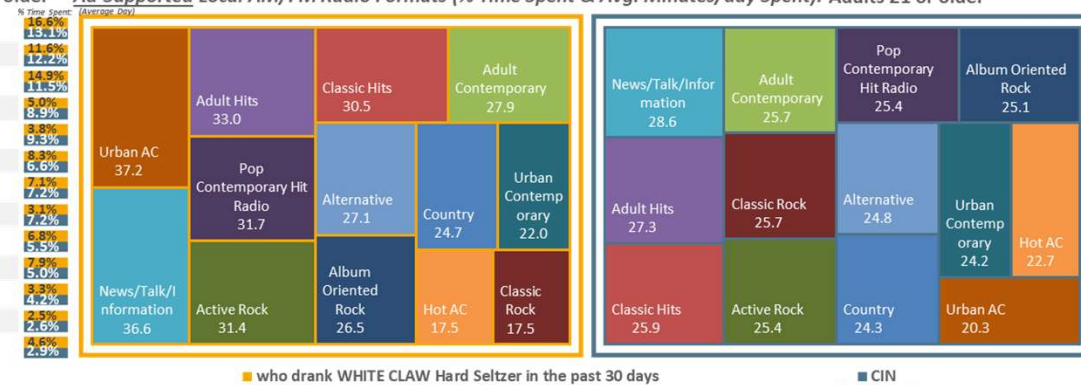
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



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

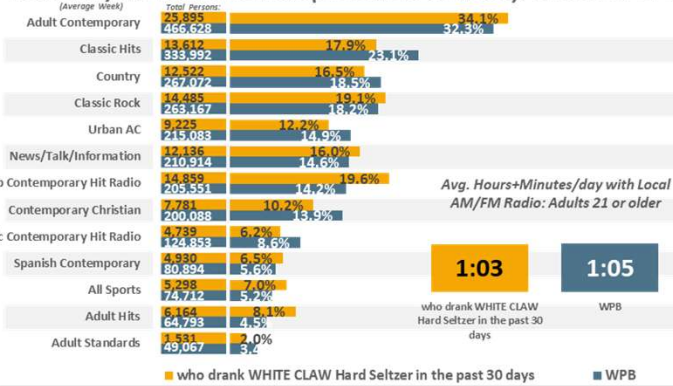




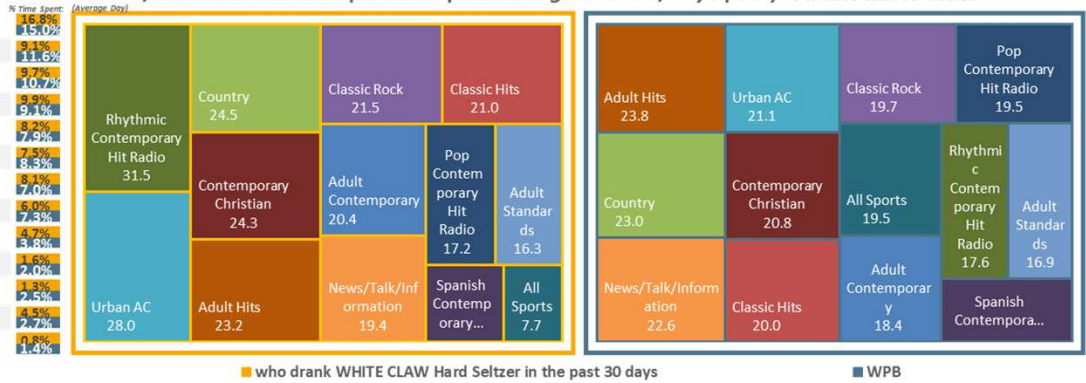


73,245 or 87.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.

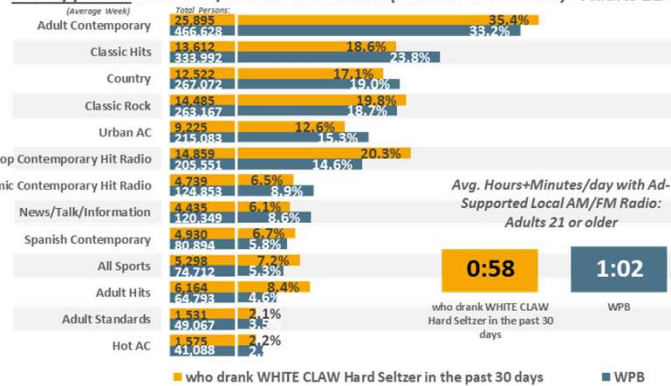
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



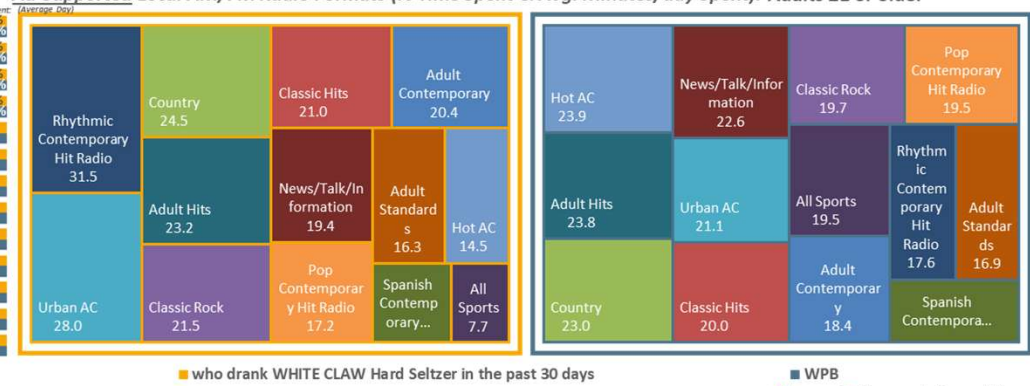
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



#### 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

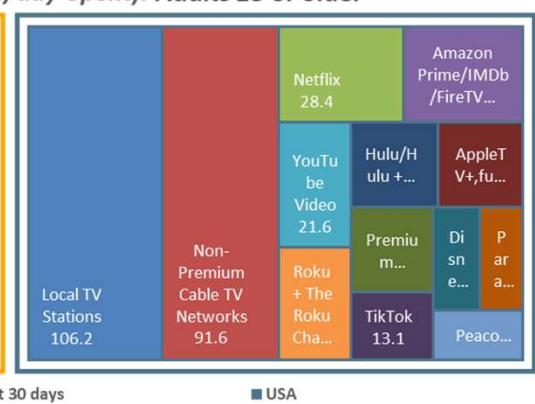
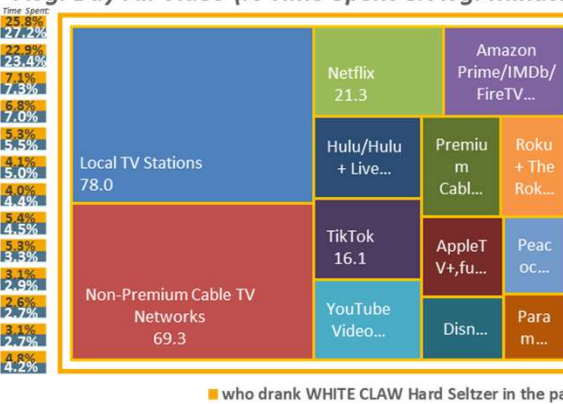
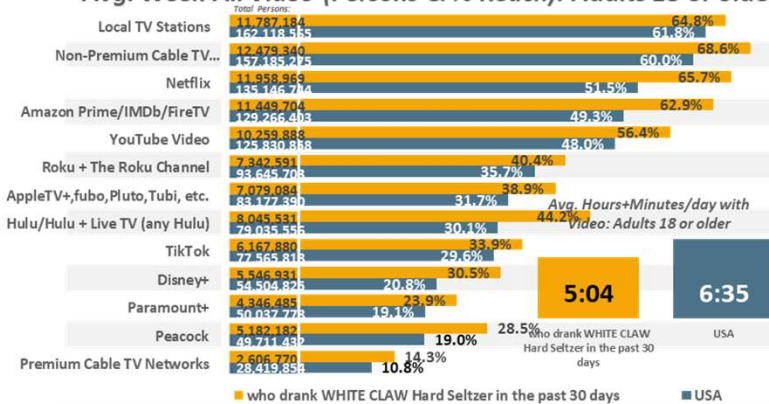




11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

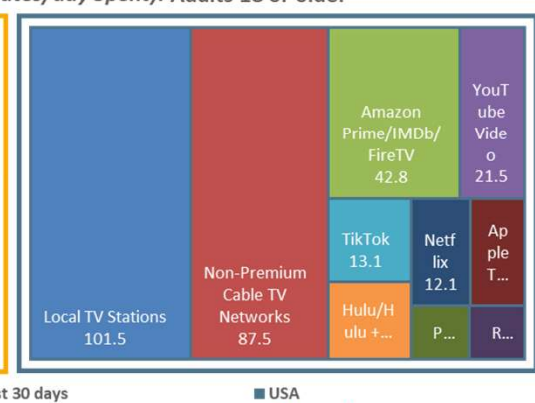
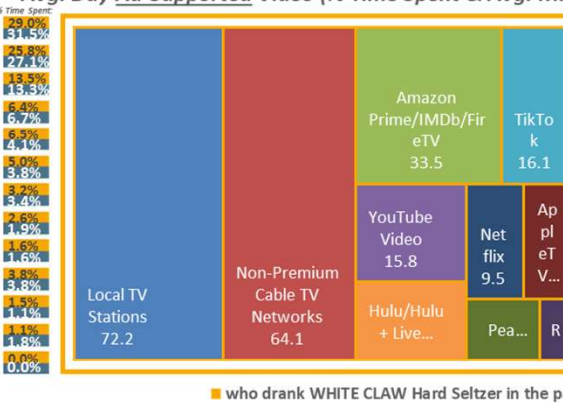
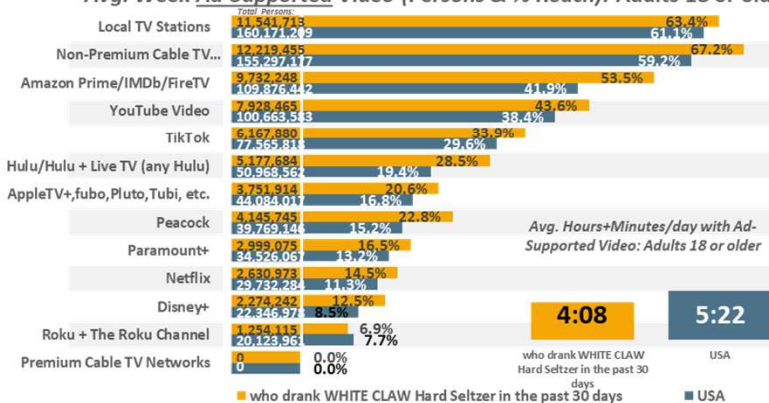
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

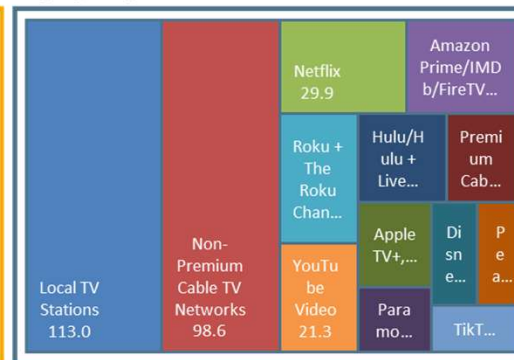
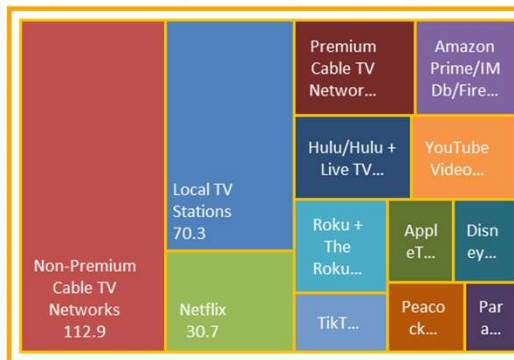
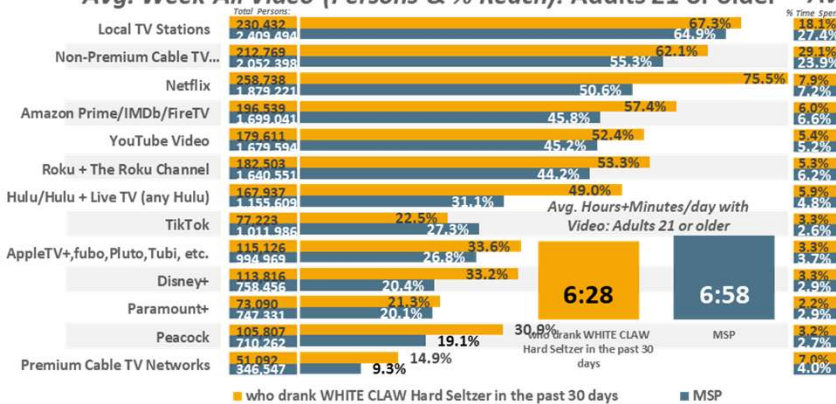




225,159 or 65.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.

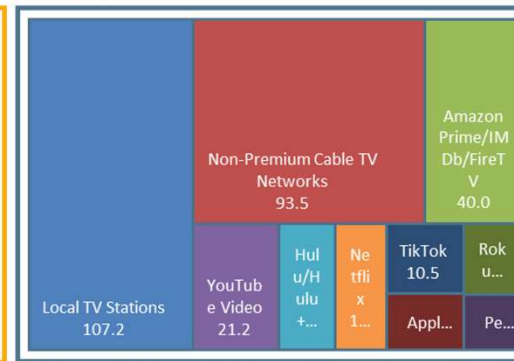
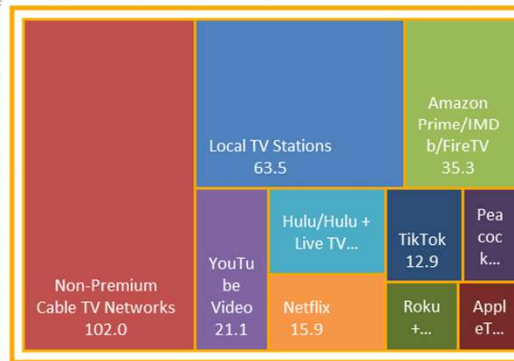
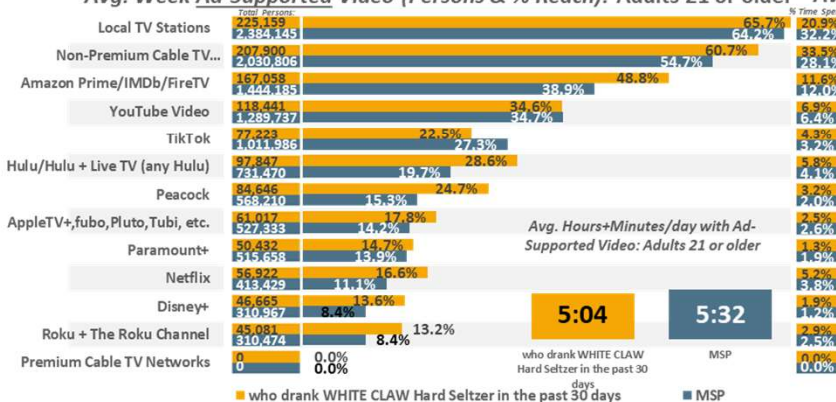
**Avg. Week All Video (Persons & % Reach): Adults 21 or older**

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



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

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 168  
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Hard seltzers drank past 30 days: White Claw

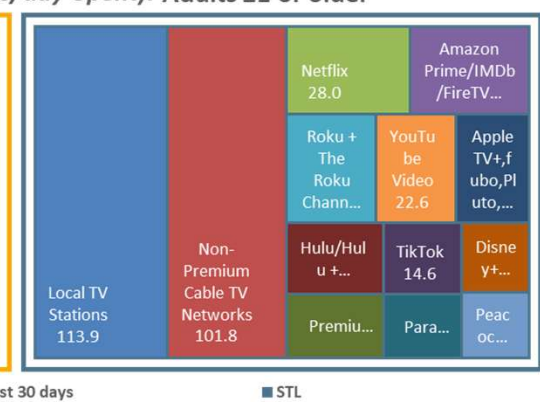
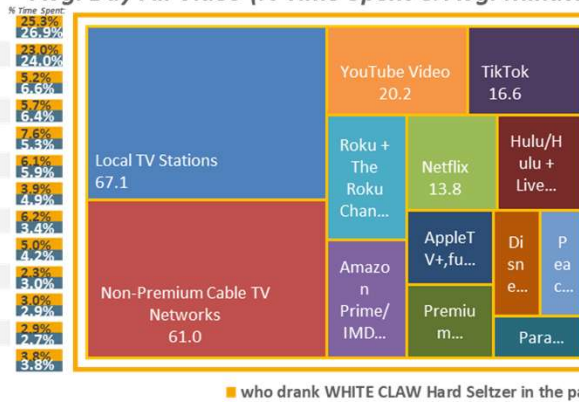
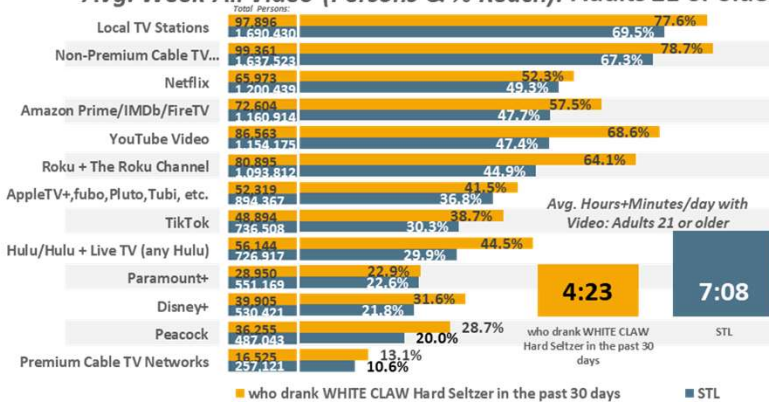




94,866 or 75.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

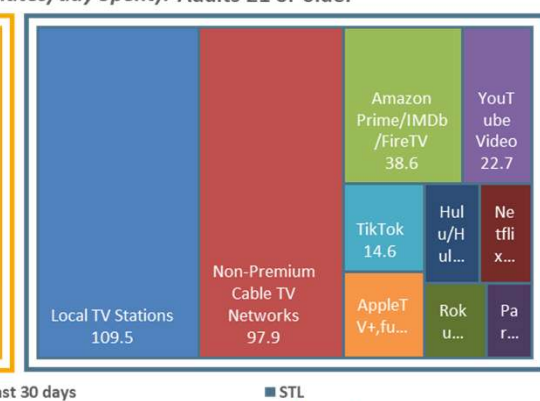
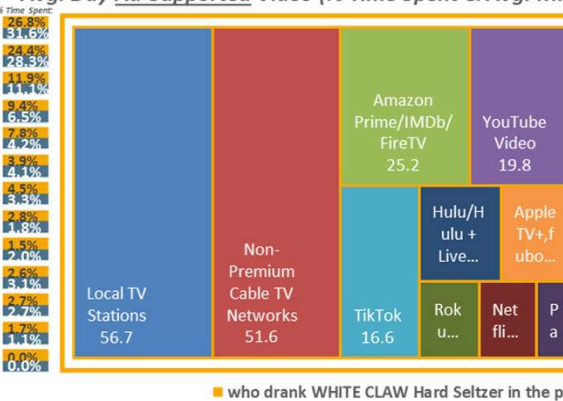
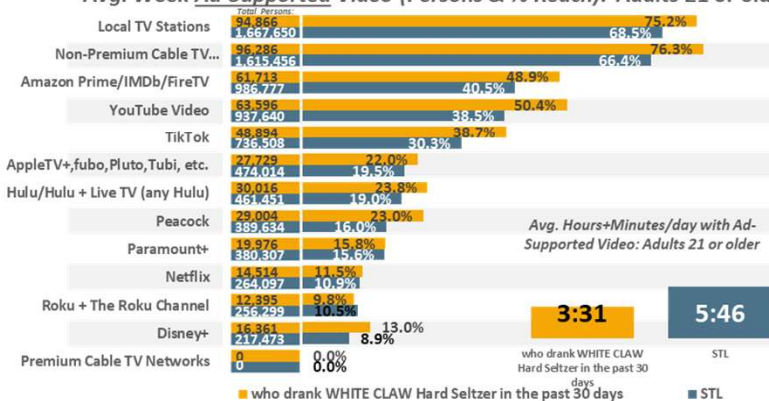
### Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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Hard seltzers drank past 30 days: White Claw

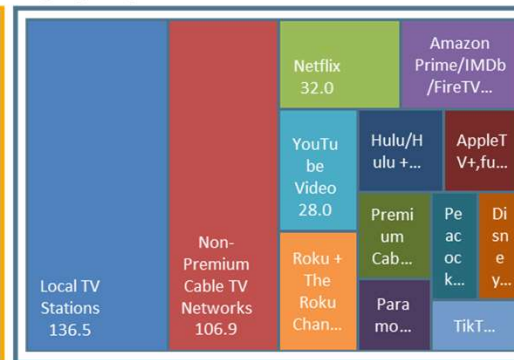
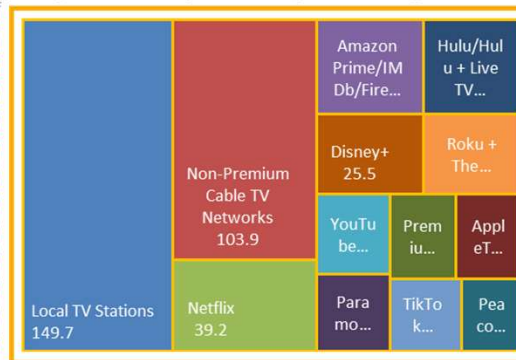
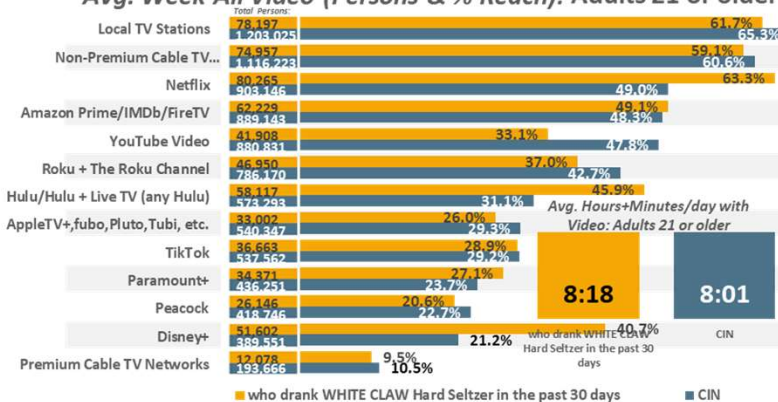




76,280 or 60.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 142.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

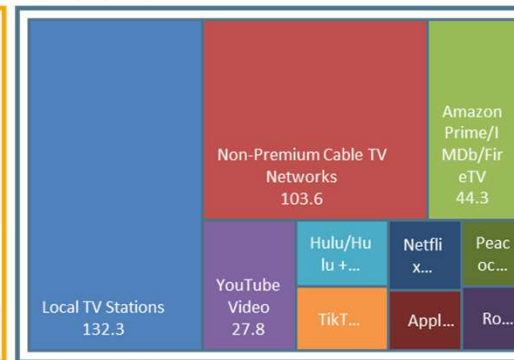
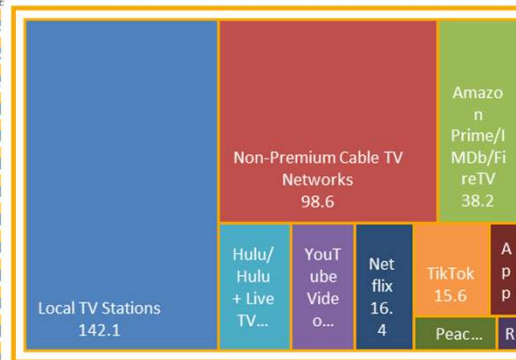
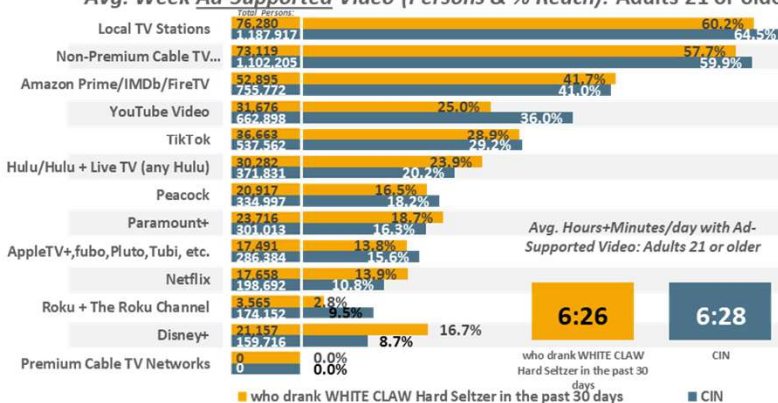
**Avg. Week All Video (Persons & % Reach): Adults 21 or older**

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



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

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



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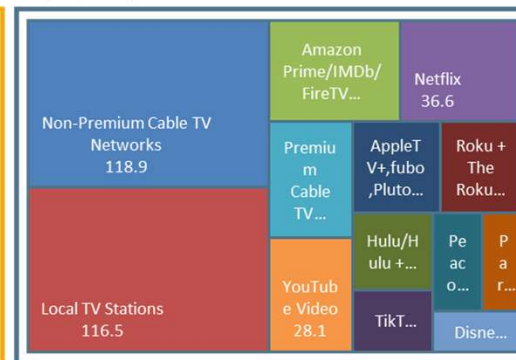
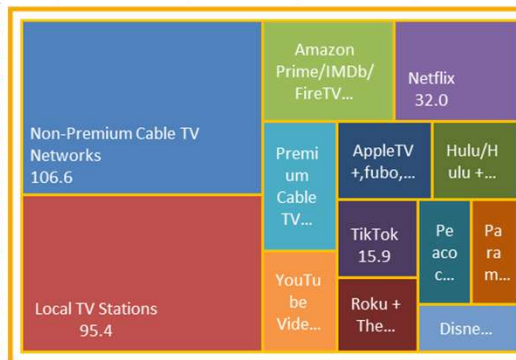
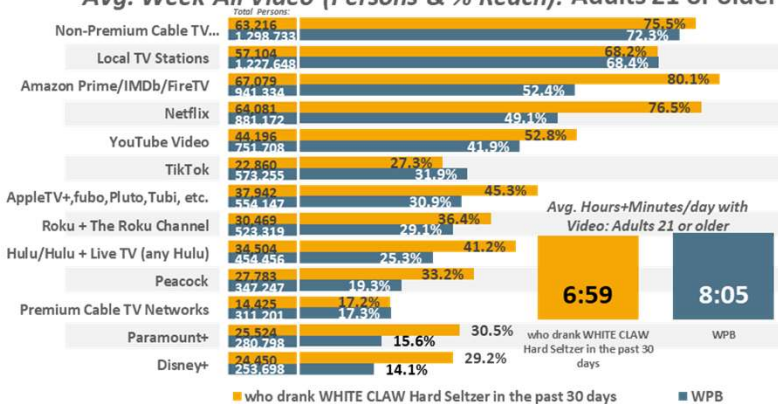
Hard seltzers drank past 30 days: White Claw



55,820 or 66.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

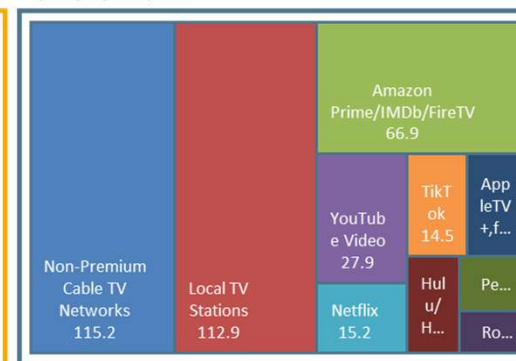
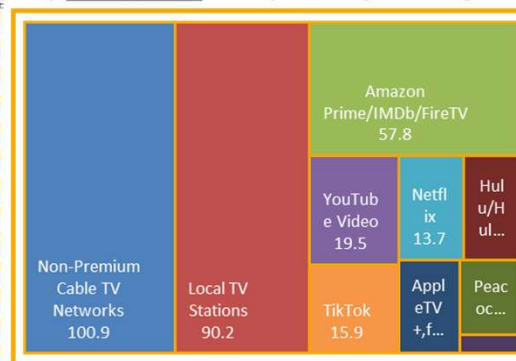
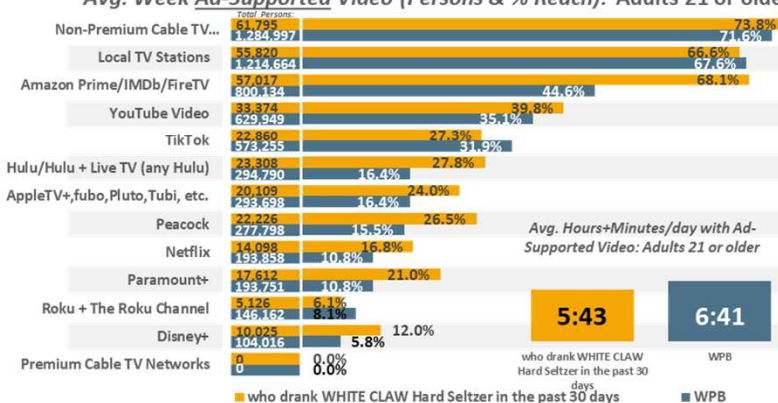
**Avg. Week All Video (Persons & % Reach): Adults 21 or older**

**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**



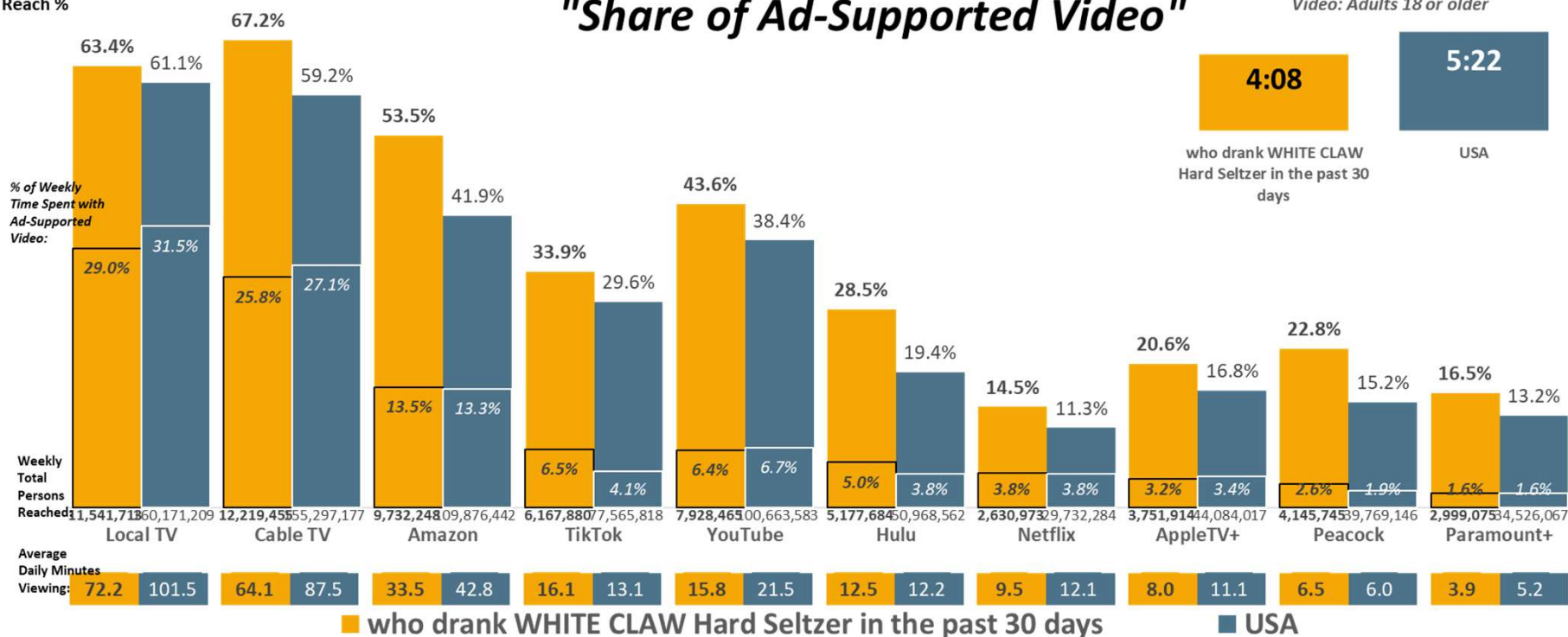


11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Weekly Reach %

## "Share of Ad-Supported Video"

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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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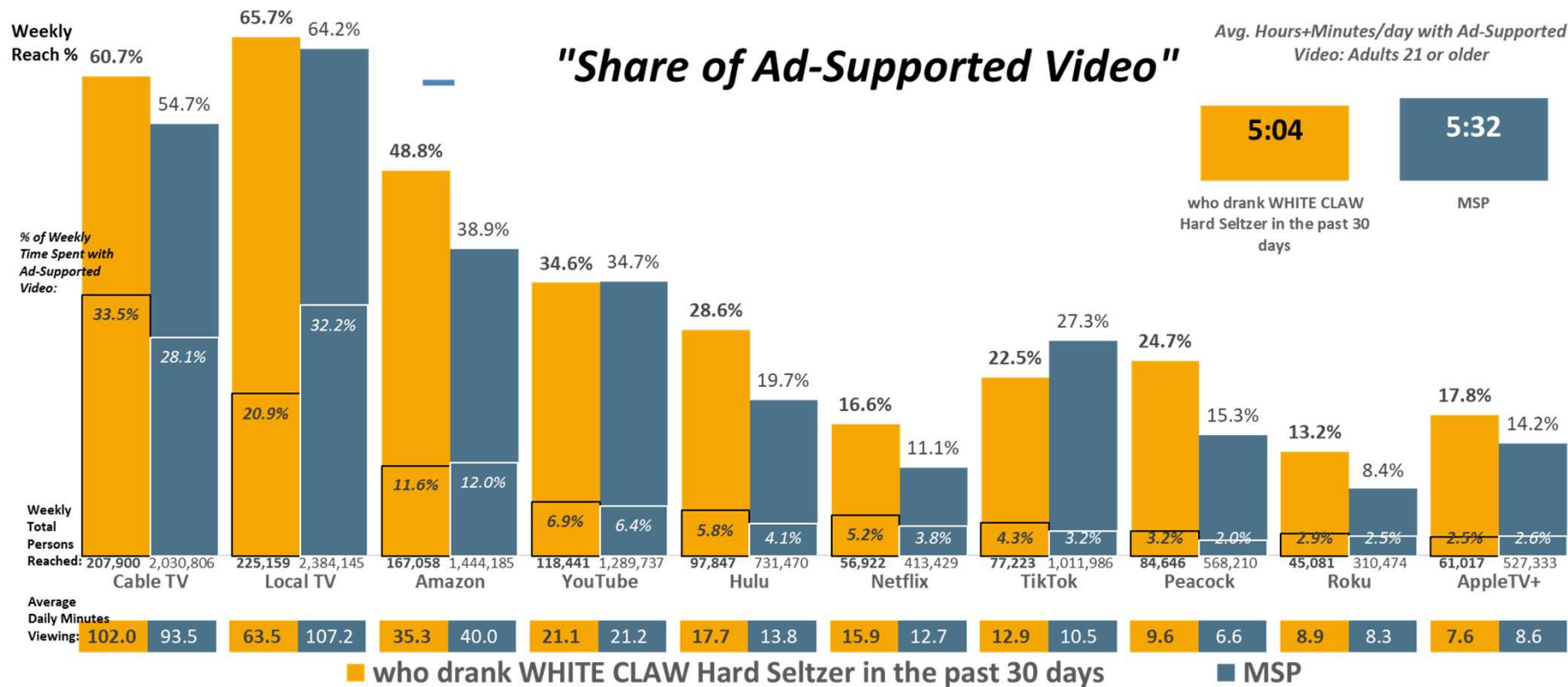
Hard seltzers drank past 30 days: White Claw





225,159 or 65.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024  
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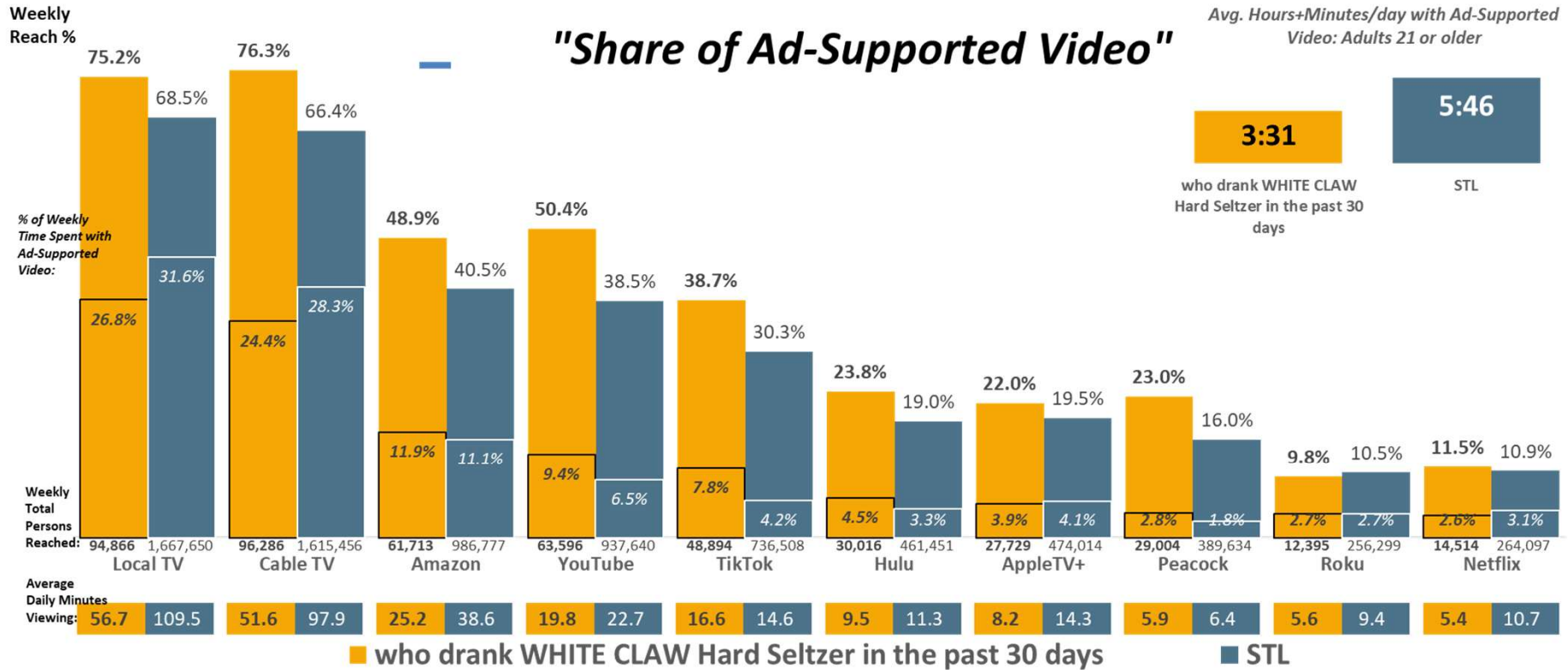
Hard seltzers drank past 30 days: White Claw





94,866 or 75.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

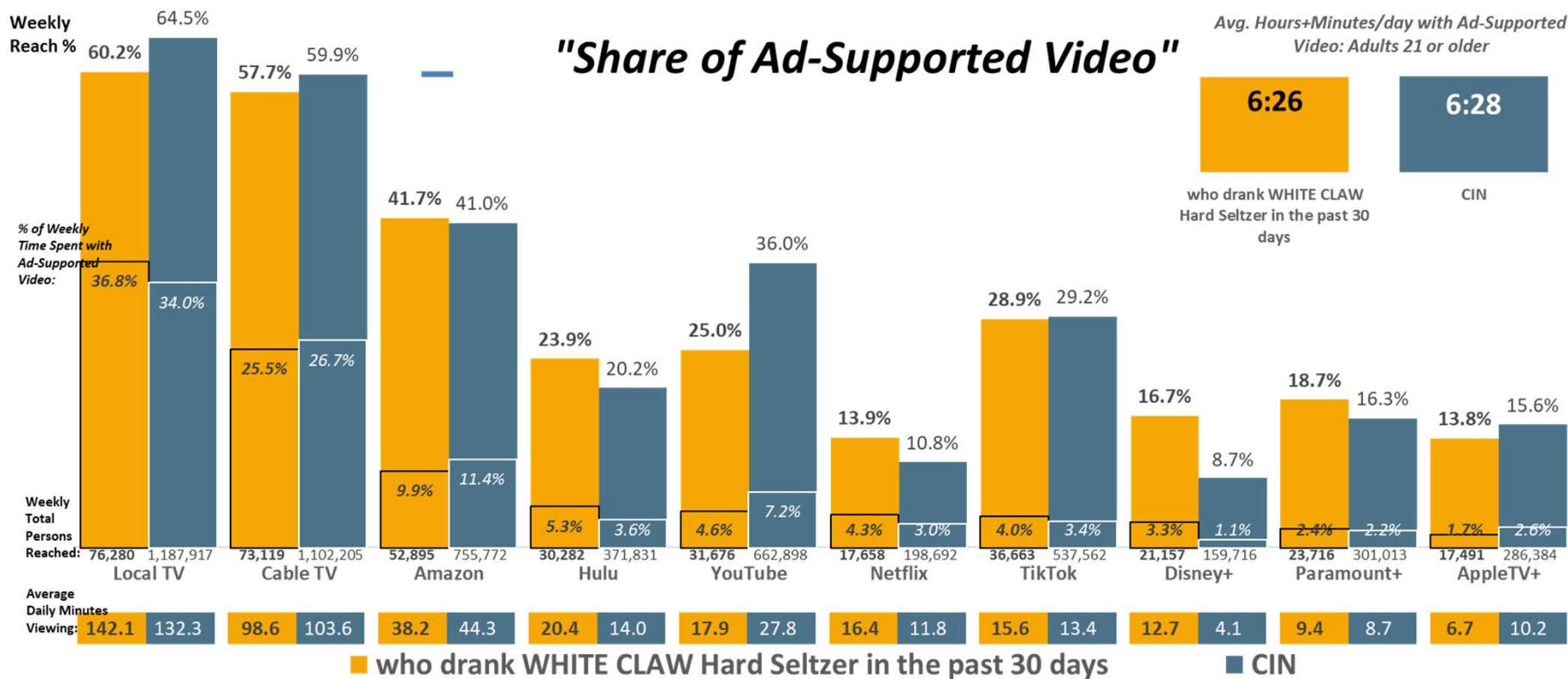
## "Share of Ad-Supported Video"





76,280 or 60.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 142.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

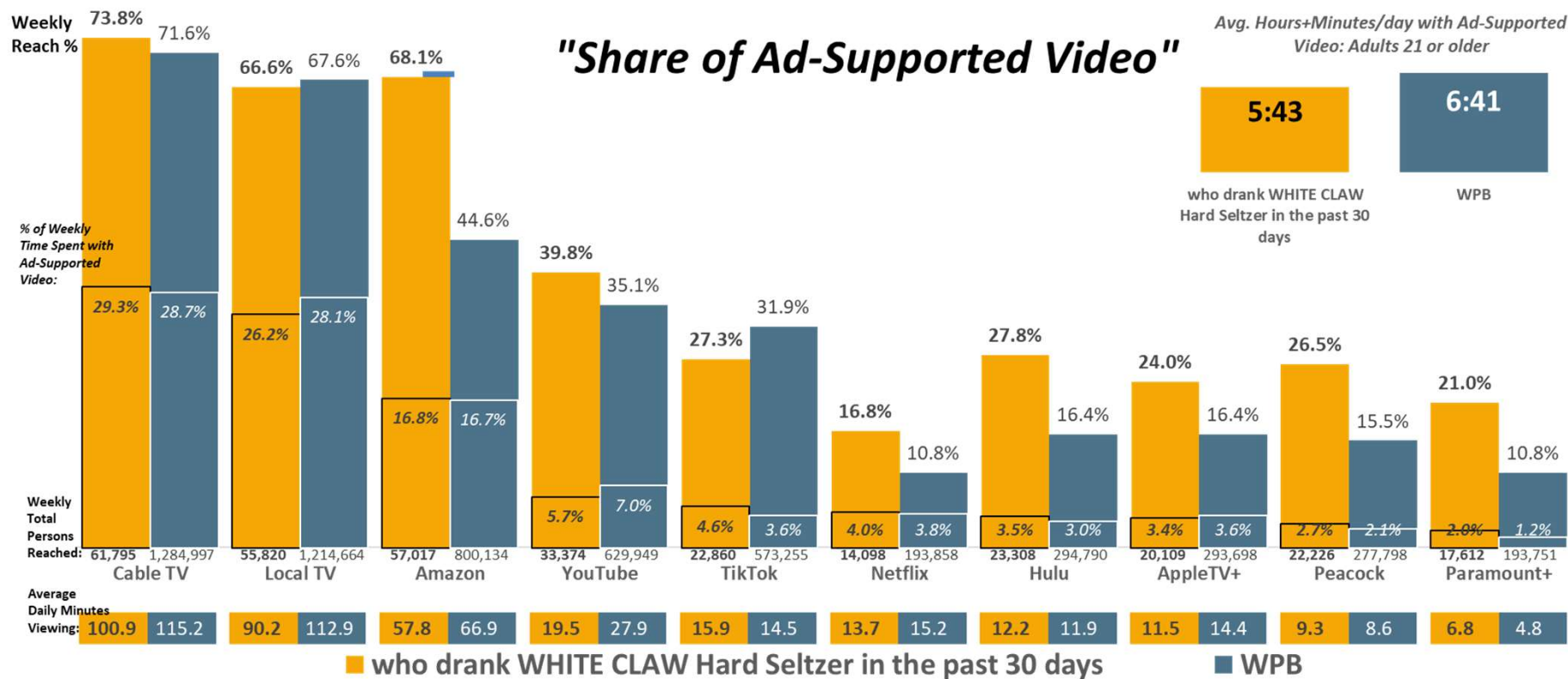
## "Share of Ad-Supported Video"





55,820 or 66.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

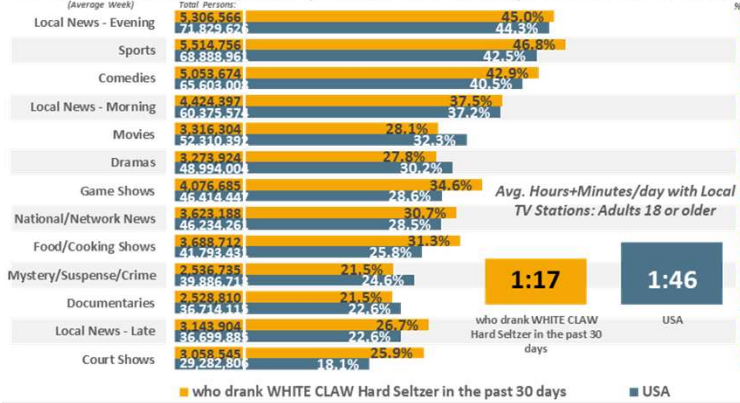




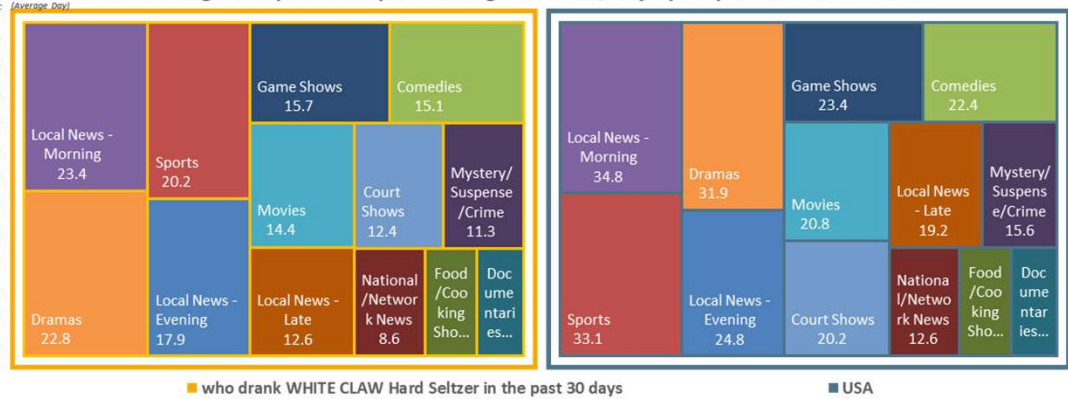


11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

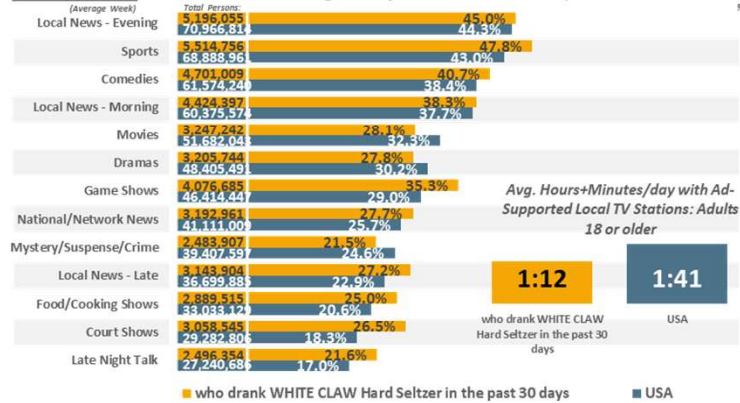
Local TV Station Programs (Persons & % Reach): Adults 18 or older



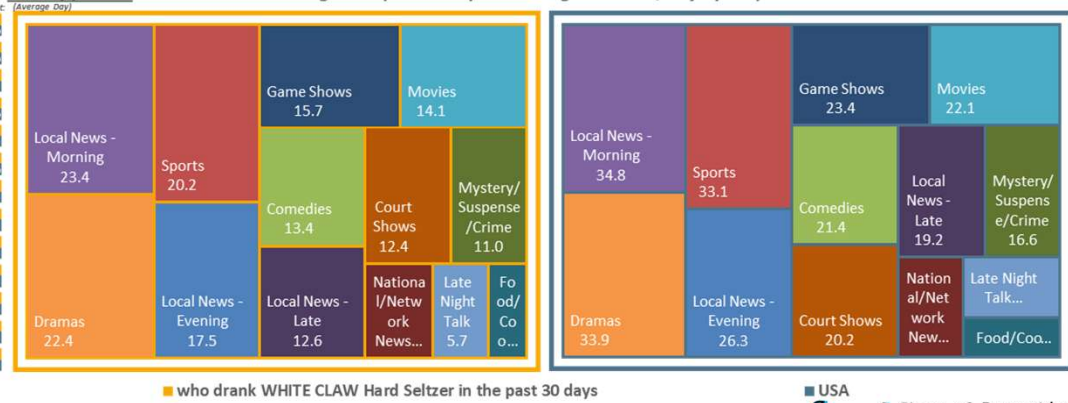
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

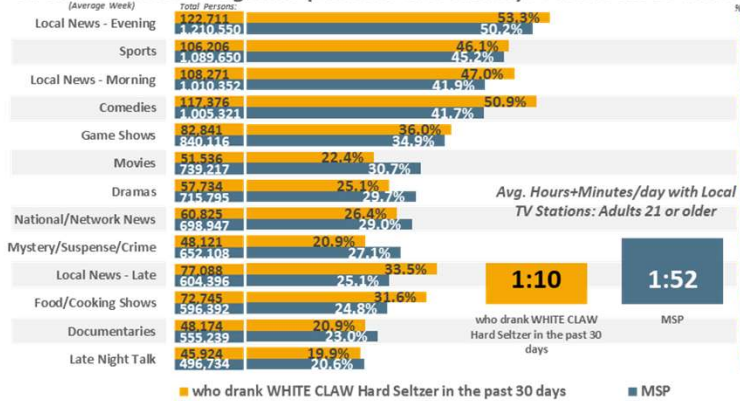
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Hard seltzers drank past 30 days: White Claw



225,159 or 65.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Game Shows, and Local News - Late.

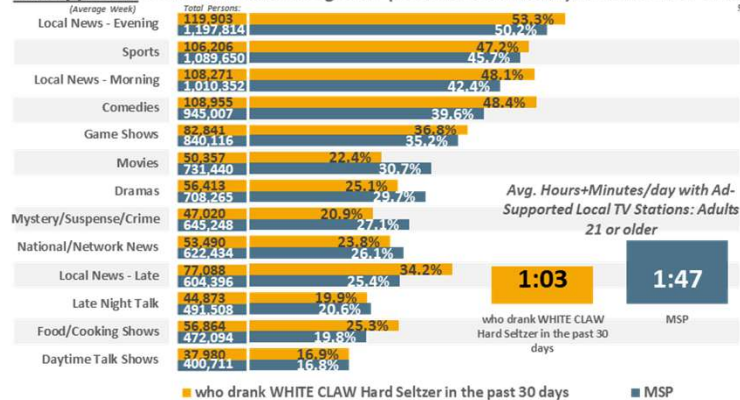
**Local TV Station Programs (Persons & % Reach): Adults 21 or older**



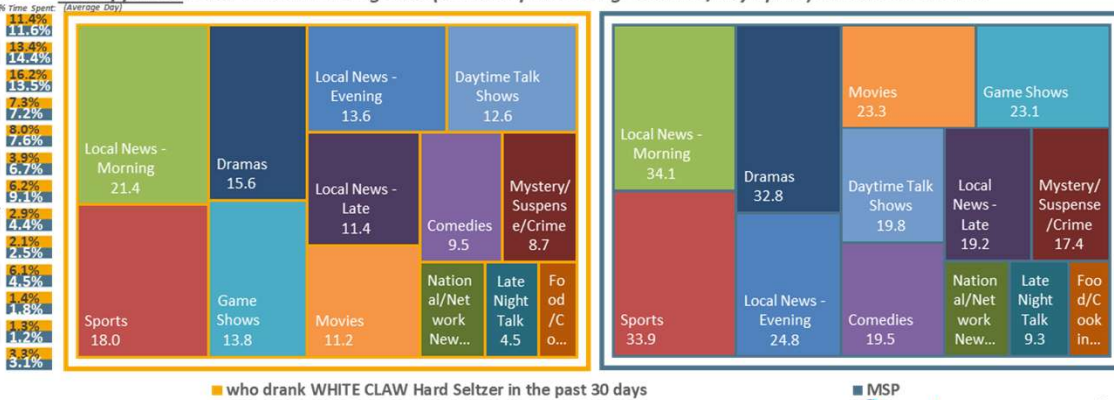
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



**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**

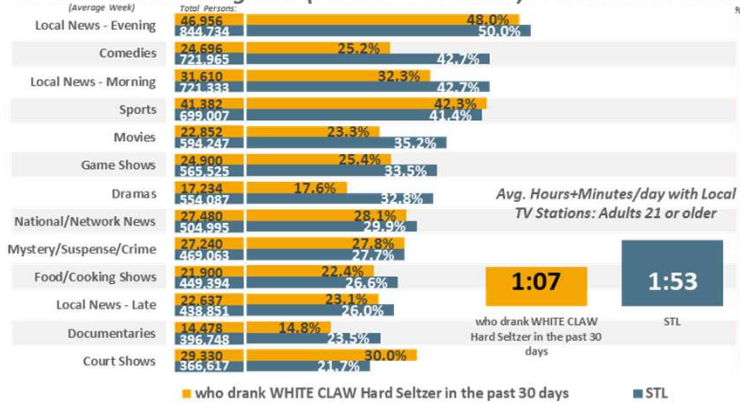




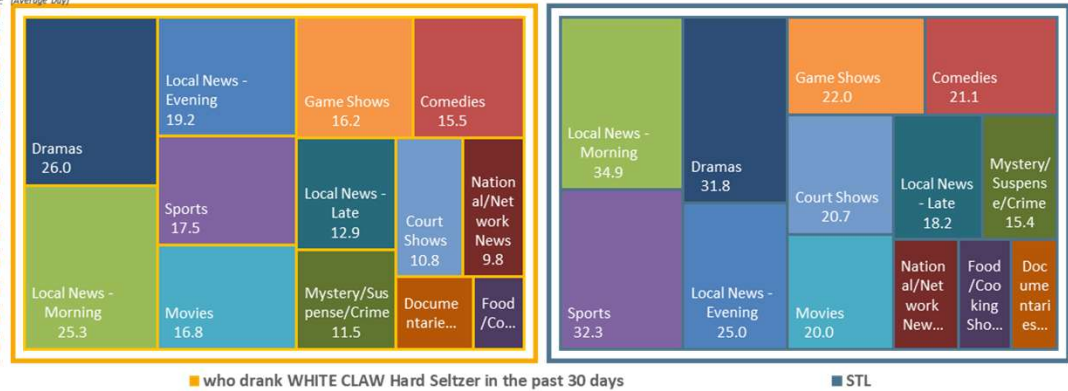


94,866 or 75.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Court Shows, Mystery/Suspense/Crime, and Late Nigh

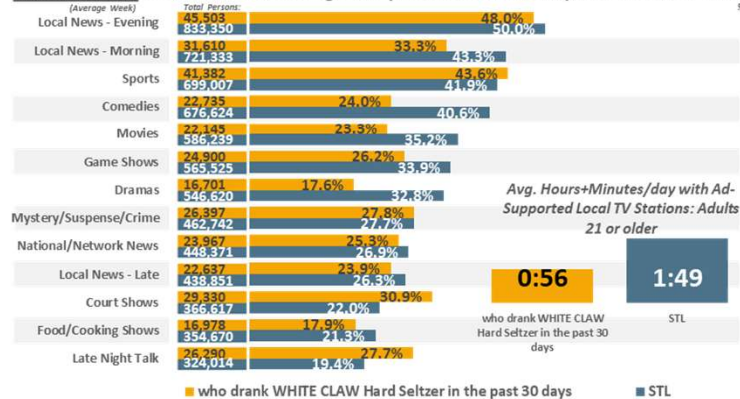
**Local TV Station Programs (Persons & % Reach): Adults 21 or older**



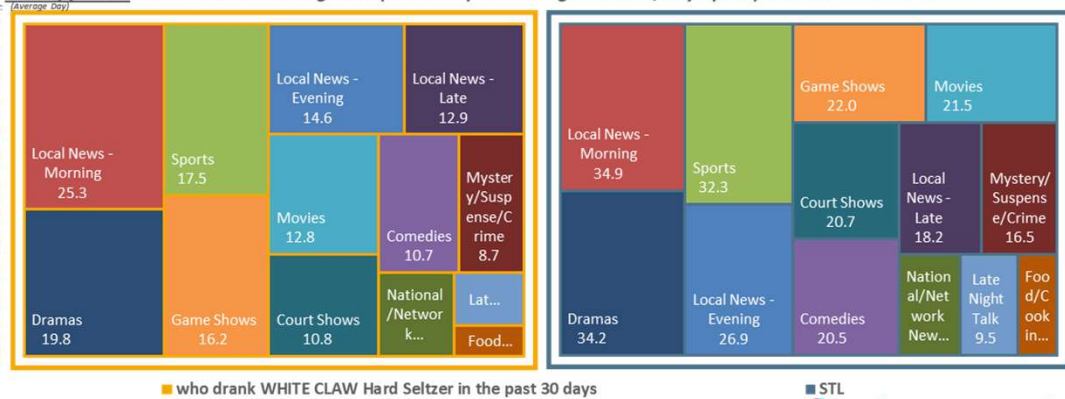
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



**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**

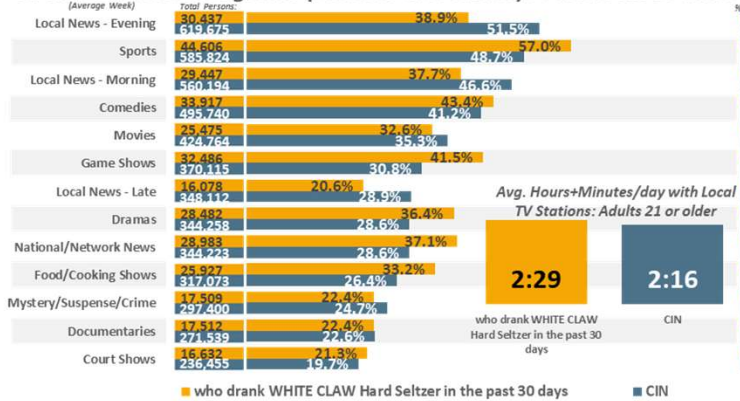




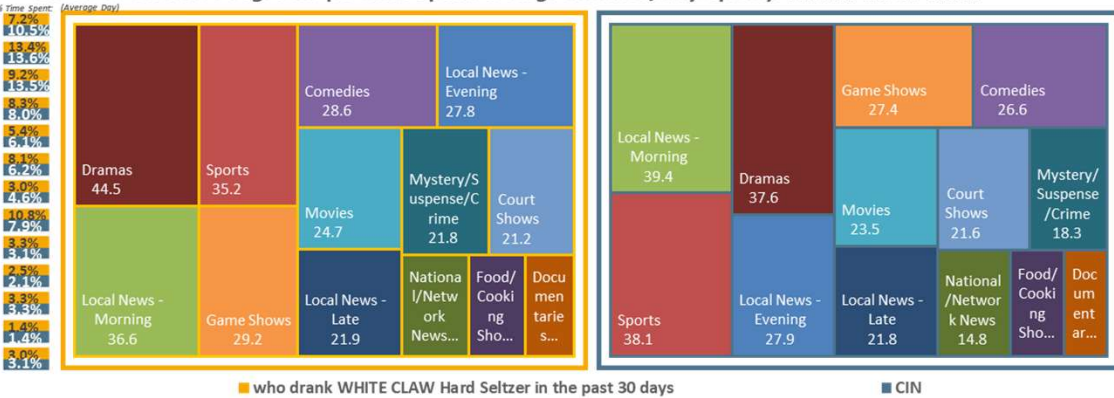


76,280 or 60.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Comedies, Local News - Evening, Local News - Morning, and Dramas.

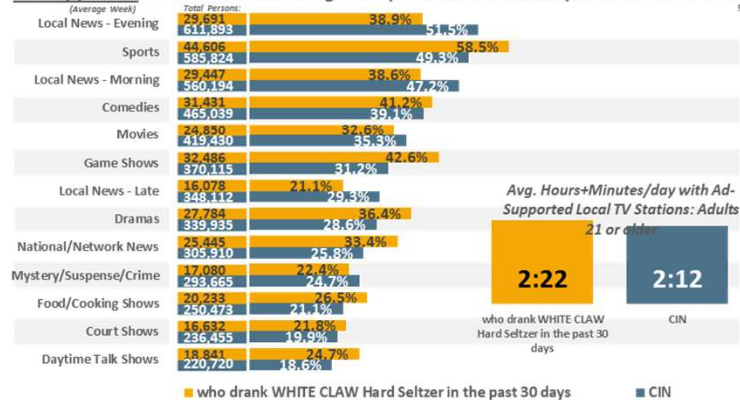
**Local TV Station Programs (Persons & % Reach): Adults 21 or older**



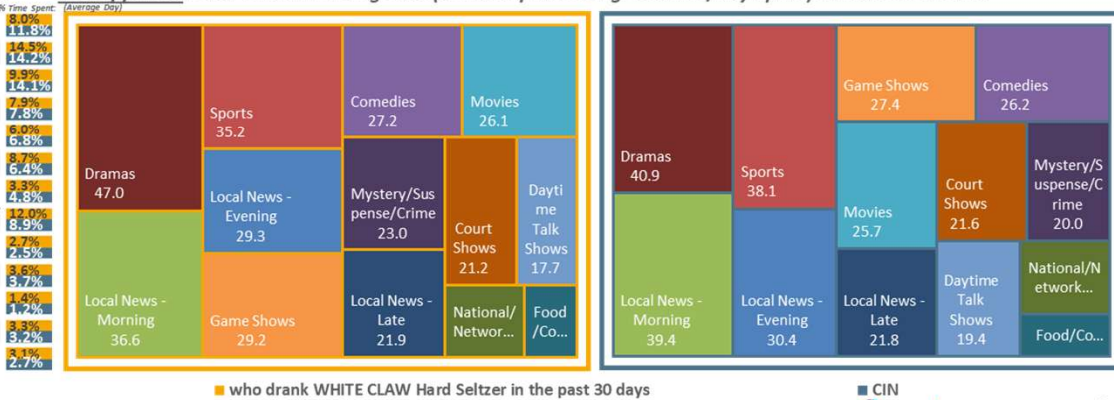
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



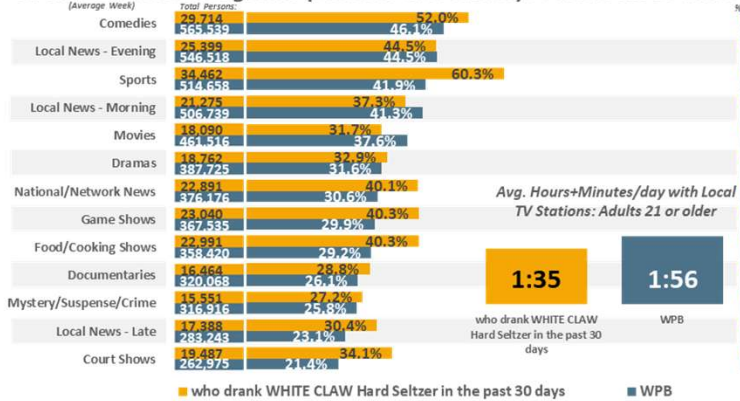
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





55,820 or 66.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and National/Network News.

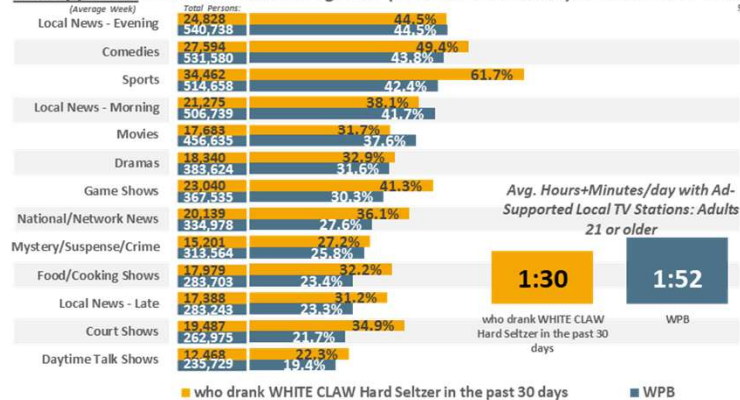
#### Local TV Station Programs (Persons & % Reach): Adults 21 or older



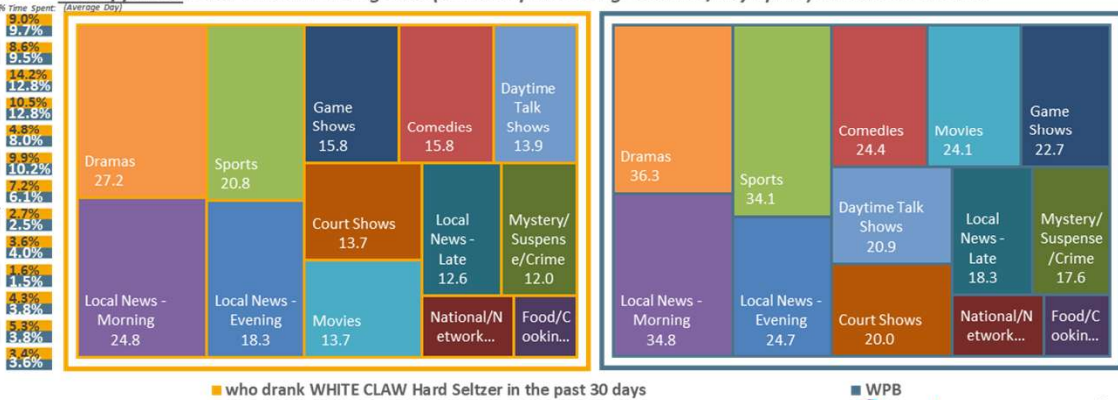
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



#### 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



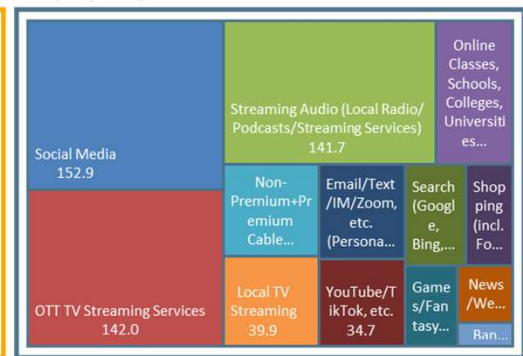
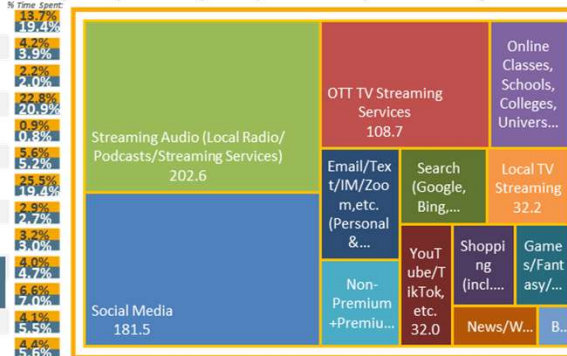
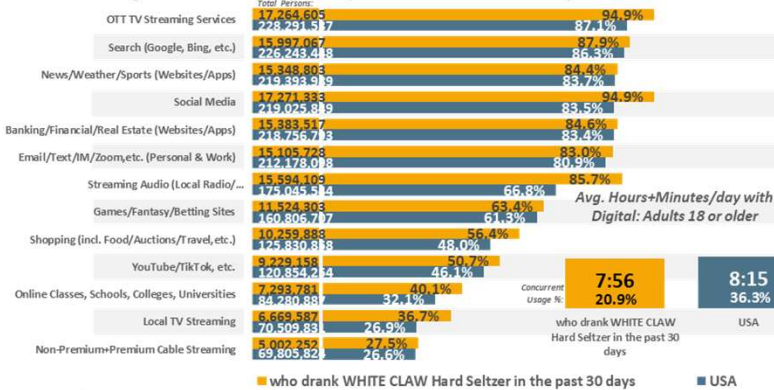




15,631,840 or 85.9% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 164.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

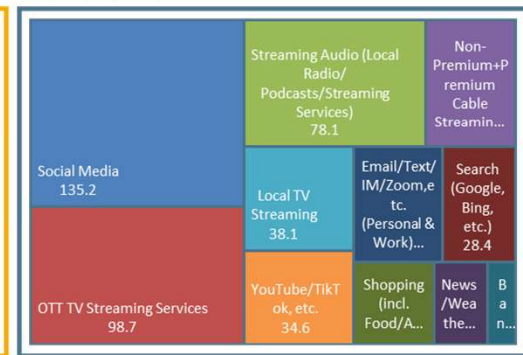
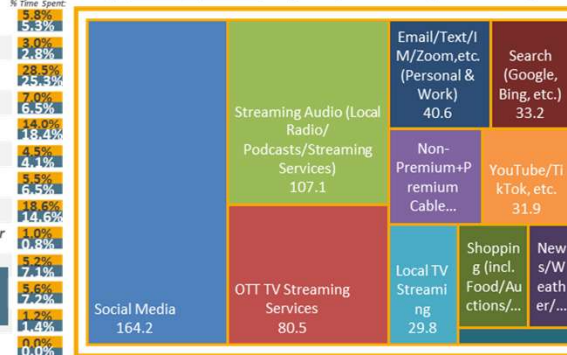
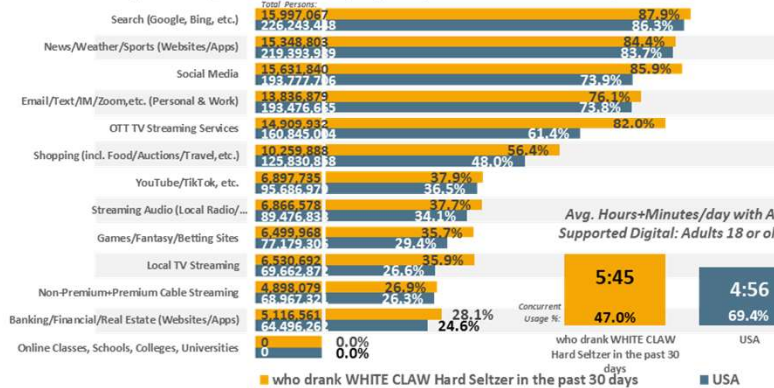
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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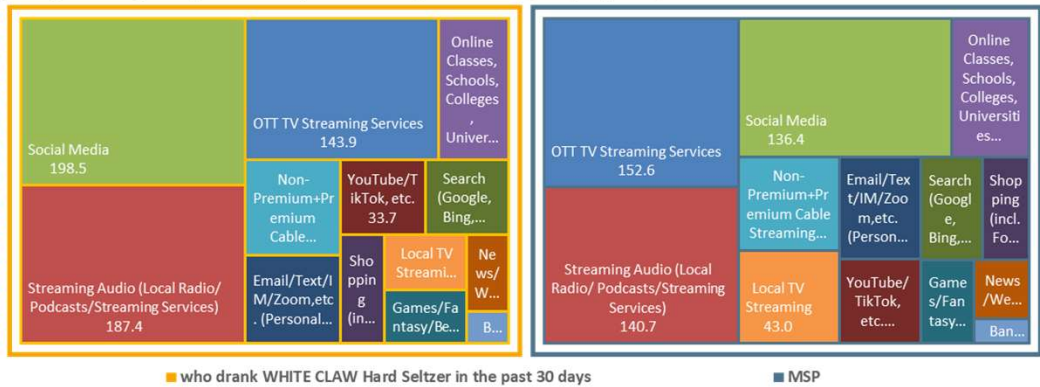
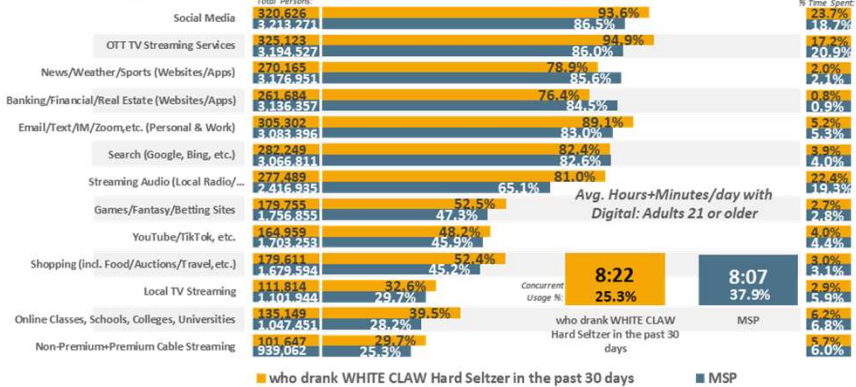
Hard seltzers drank past 30 days: White Claw



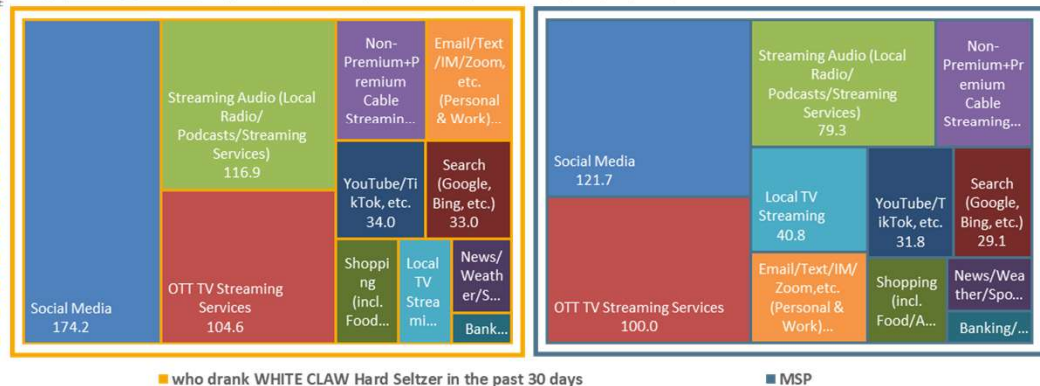
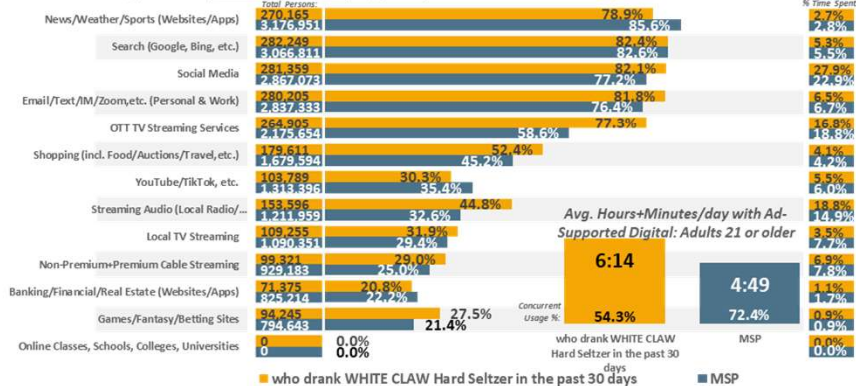


281,359 or 82.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 174.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

**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**

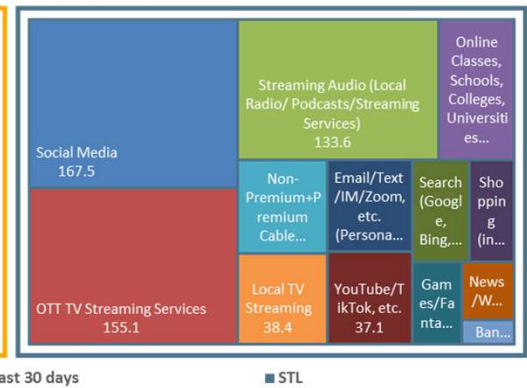
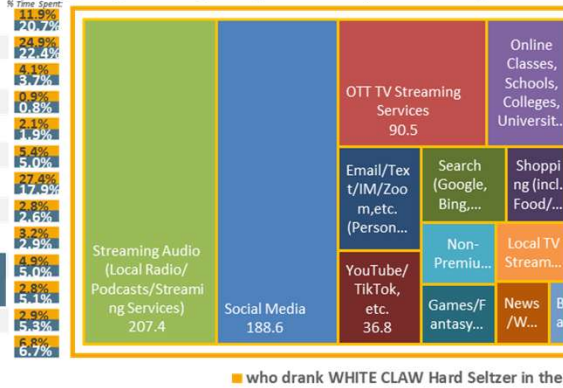
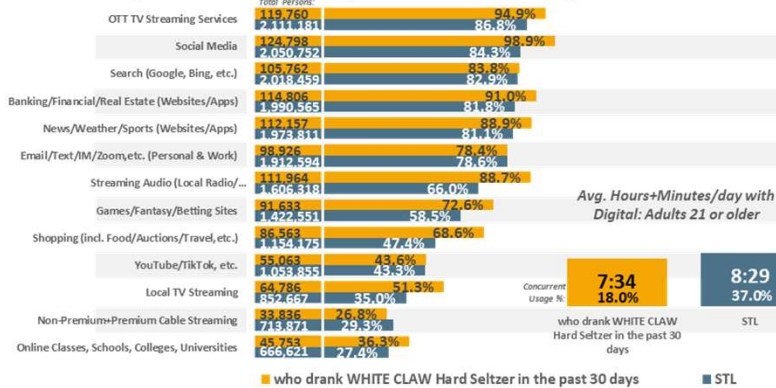




110,093 or 87.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 166.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

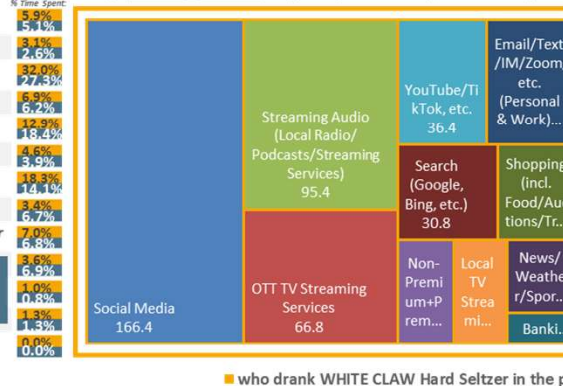
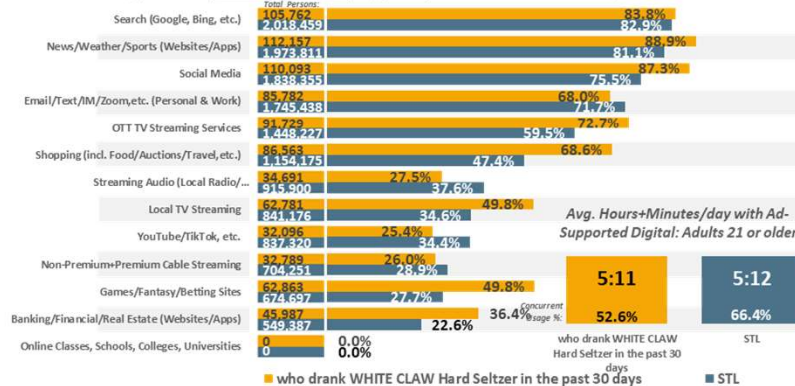
**Avg. Week All Digital (Persons & % Reach): Adults 21 or older**

**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**



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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Hard seltzers drank past 30 days: White Claw

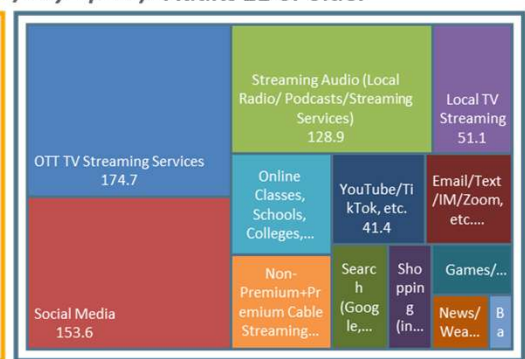
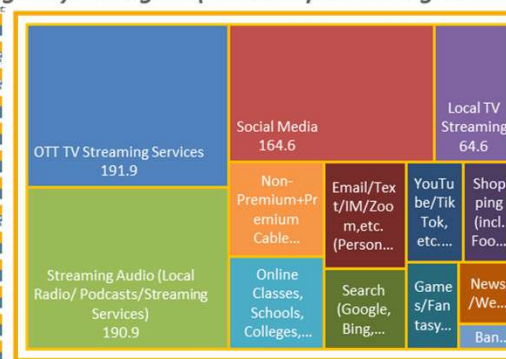
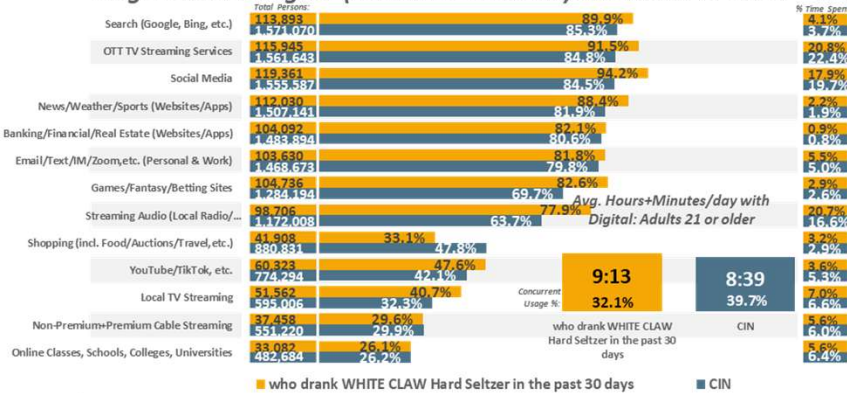




109,940 or 86.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 151.6 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

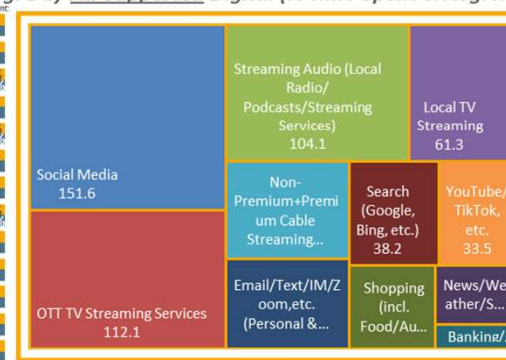
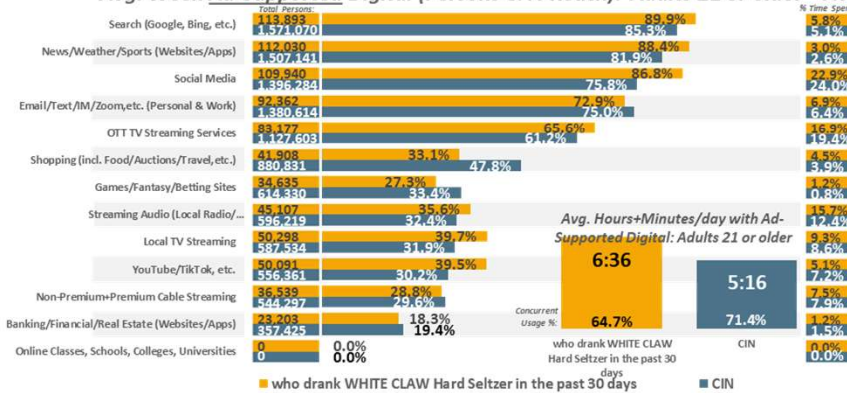
**Avg. Week All Digital (Persons & % Reach): Adults 21 or older**

**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**



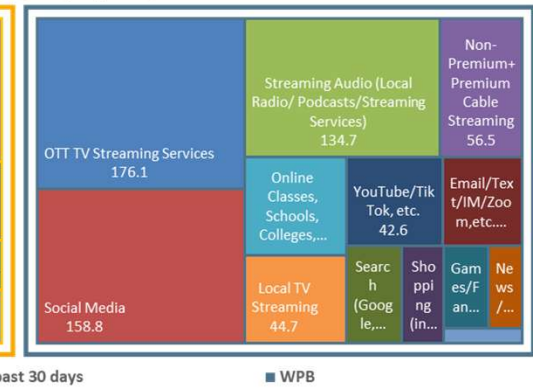
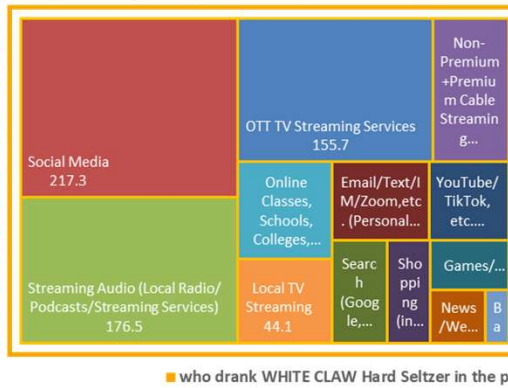
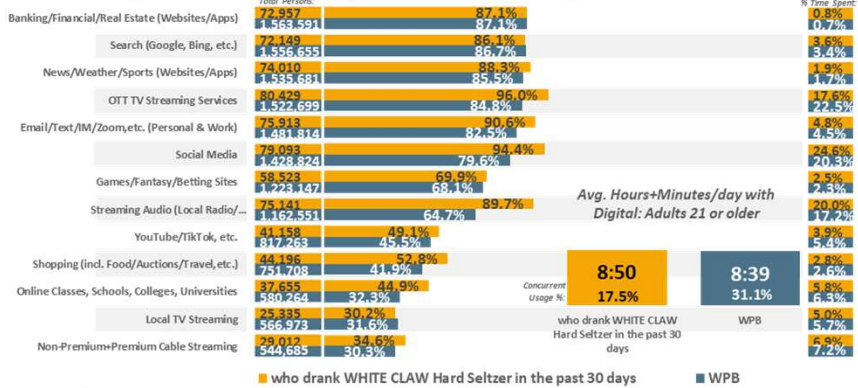




71,383 or 85.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 196.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

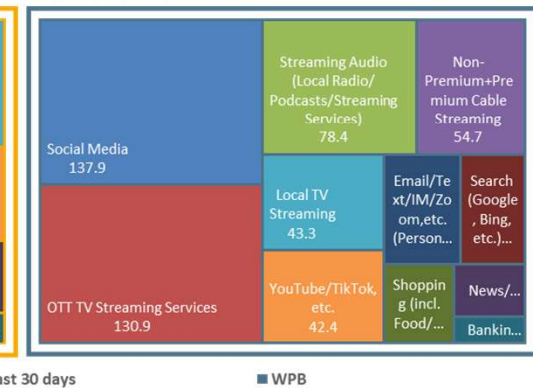
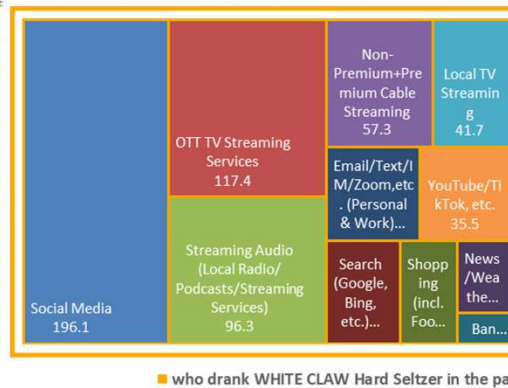
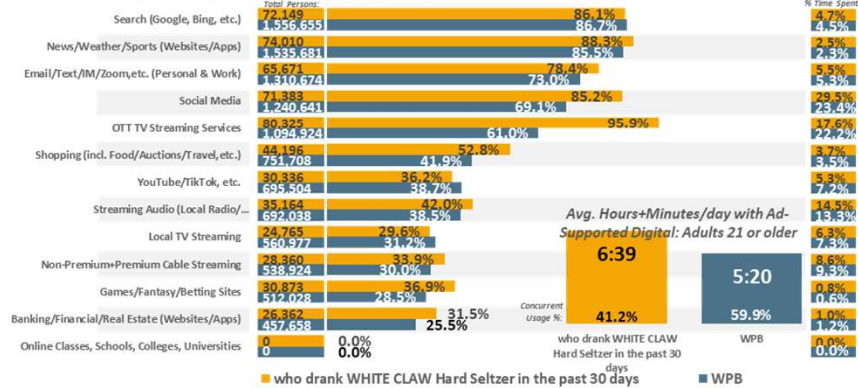
**Avg. Week All Digital (Persons & % Reach): Adults 21 or older**

**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**

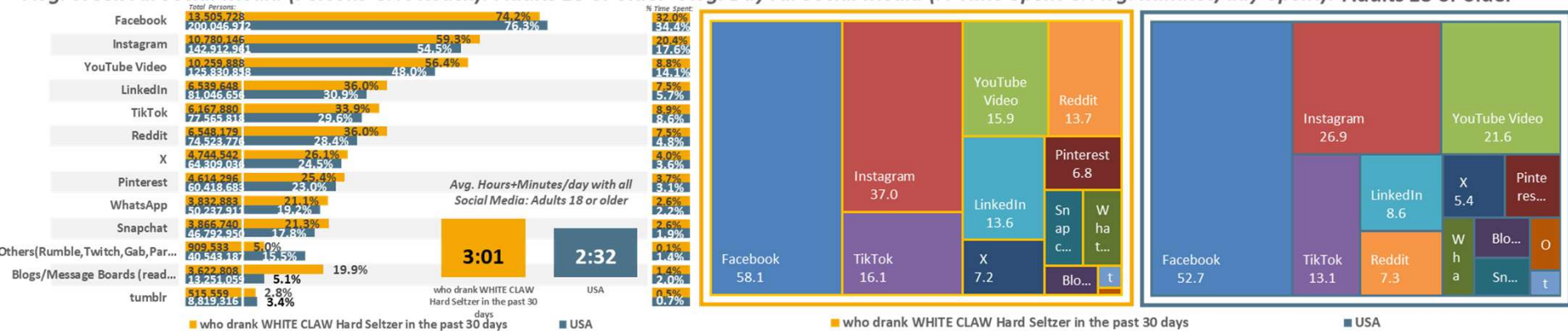
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



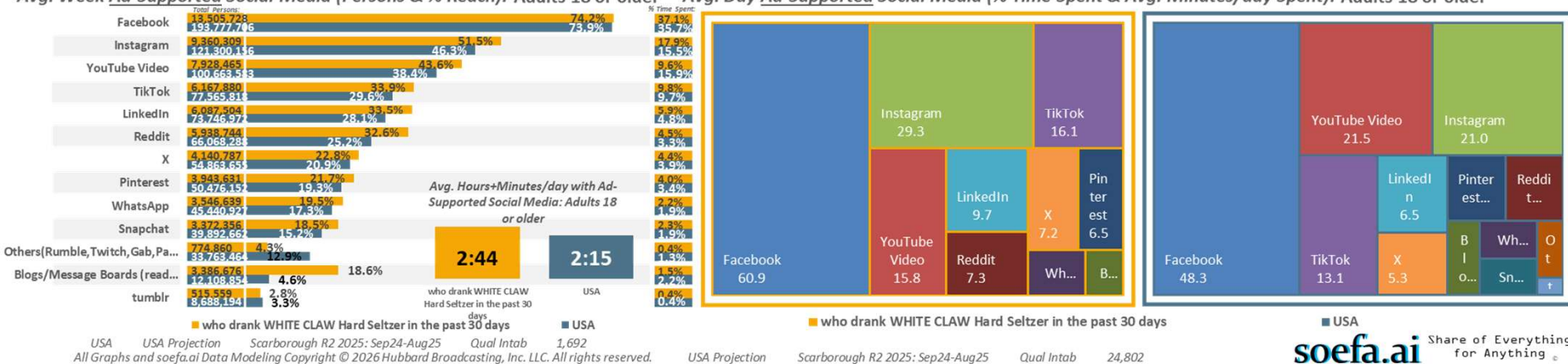


13,505,728 or 74.2% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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

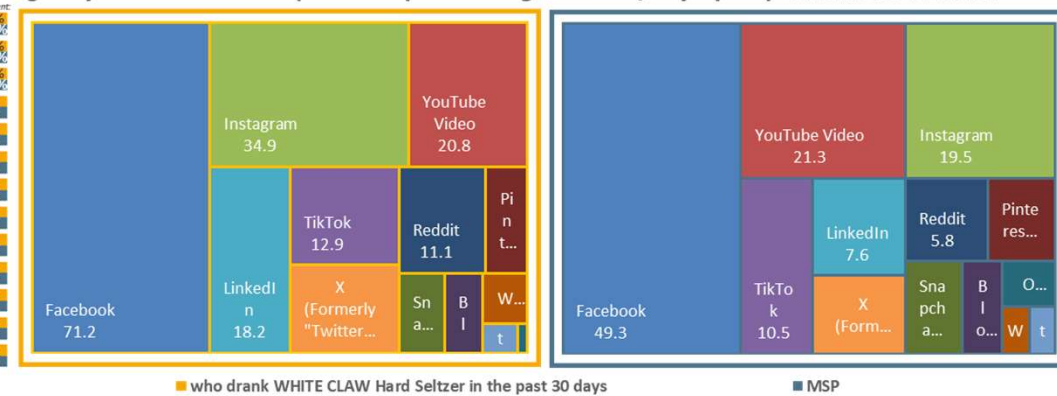
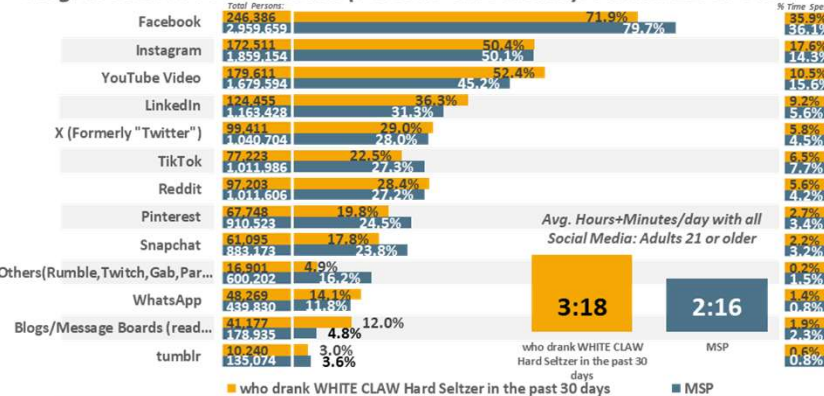


Hard seltzers drank past 30 days: White Claw

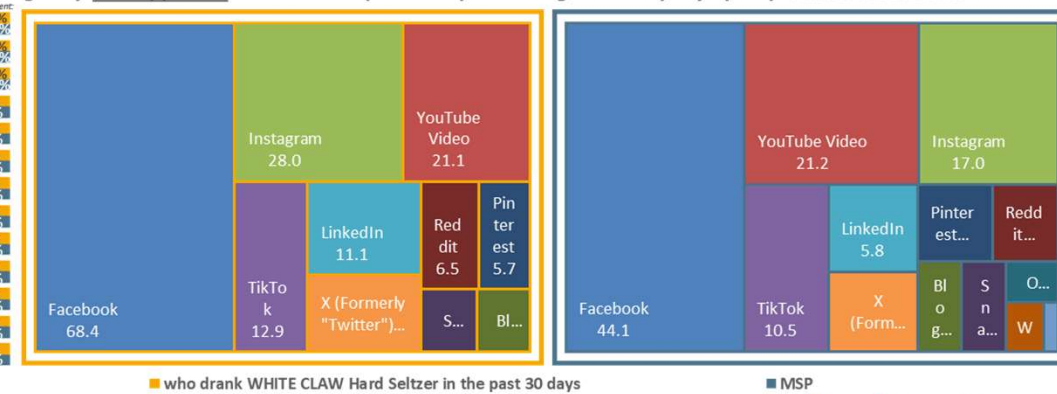
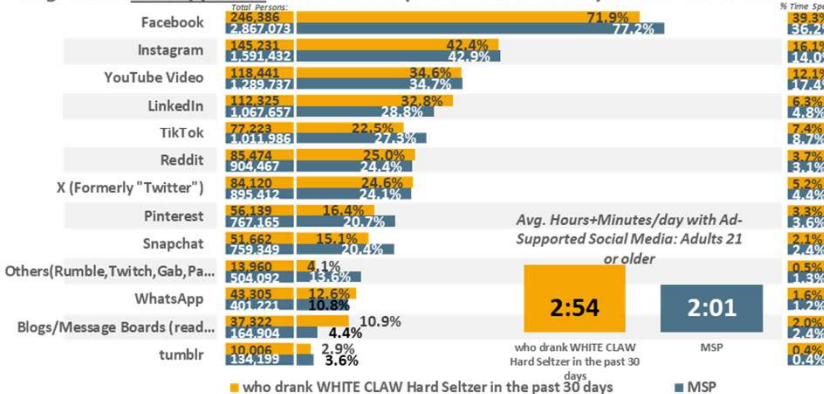


246,386 or 71.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 68.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

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



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

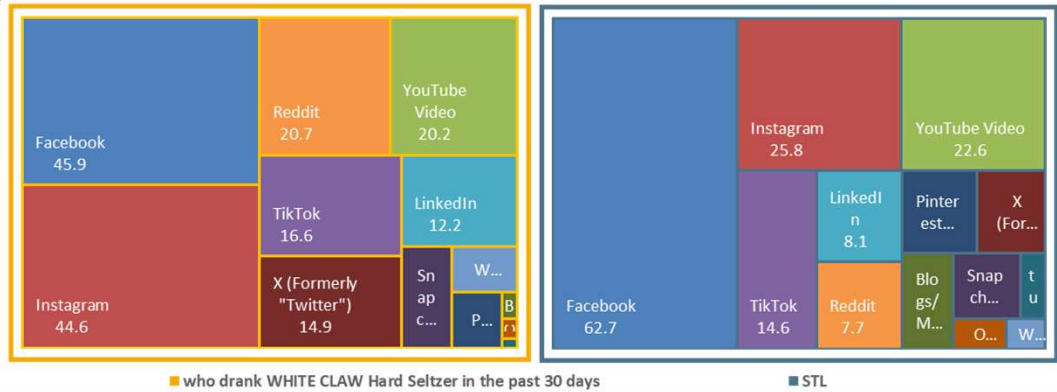
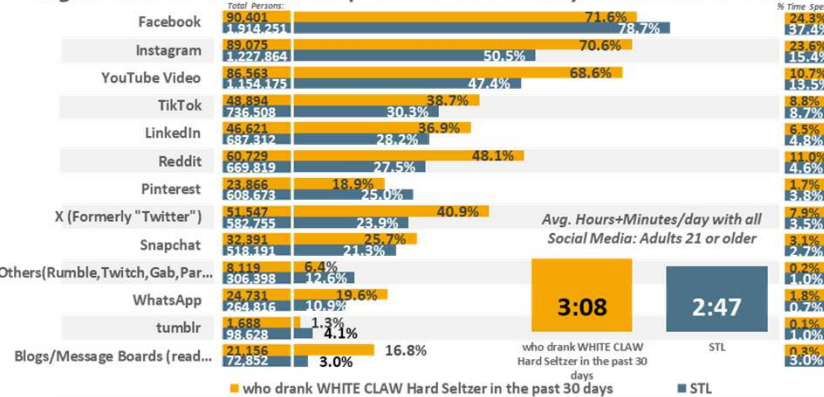




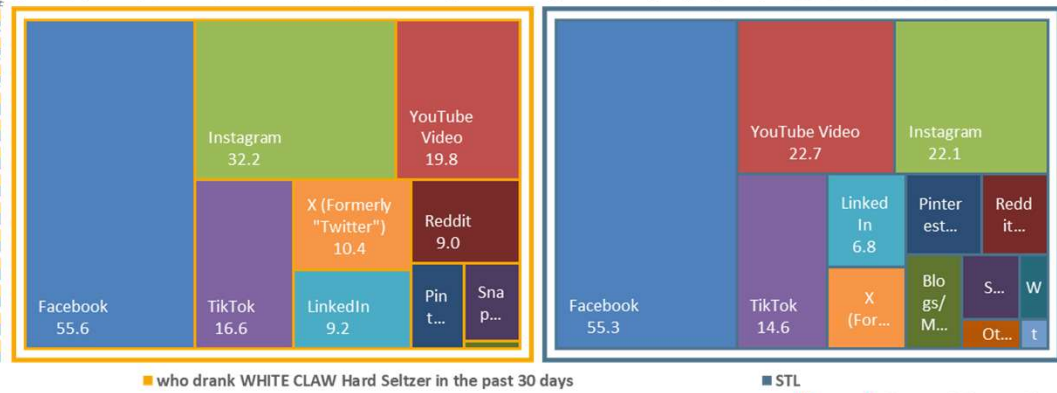
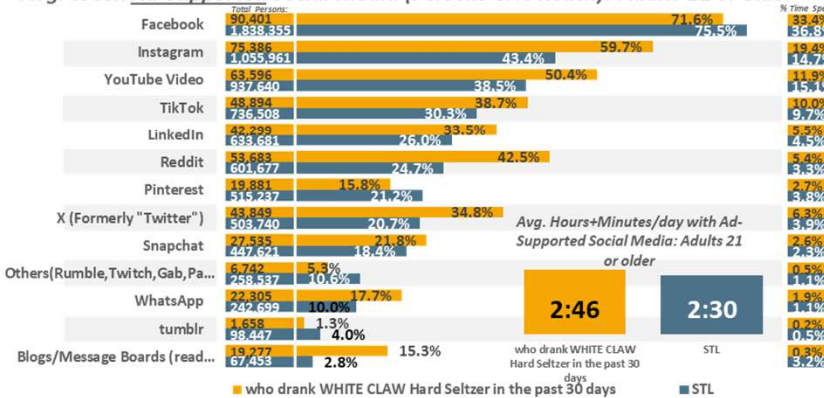


90,401 or 71.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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



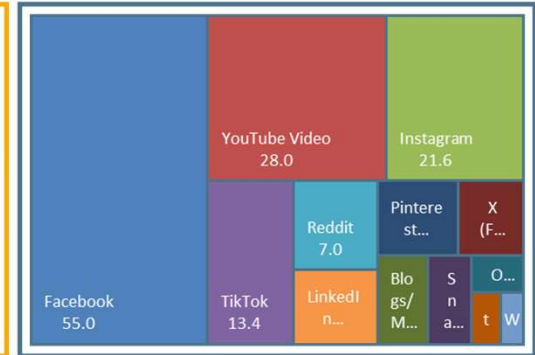
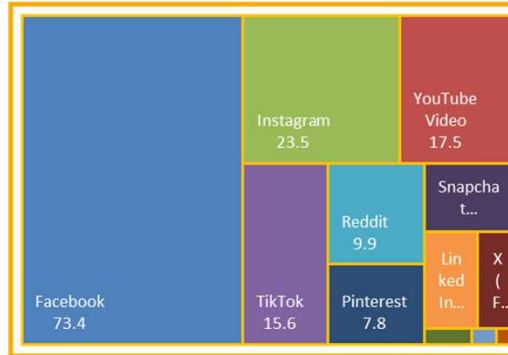
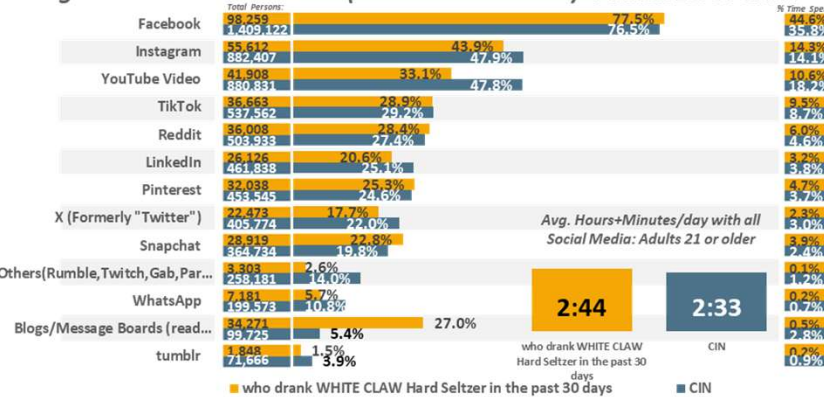
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



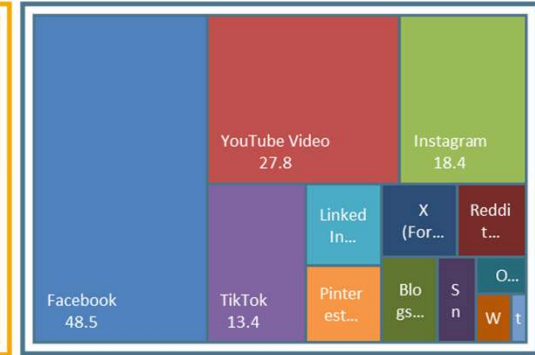
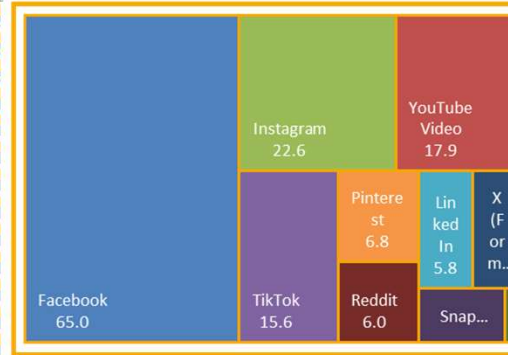
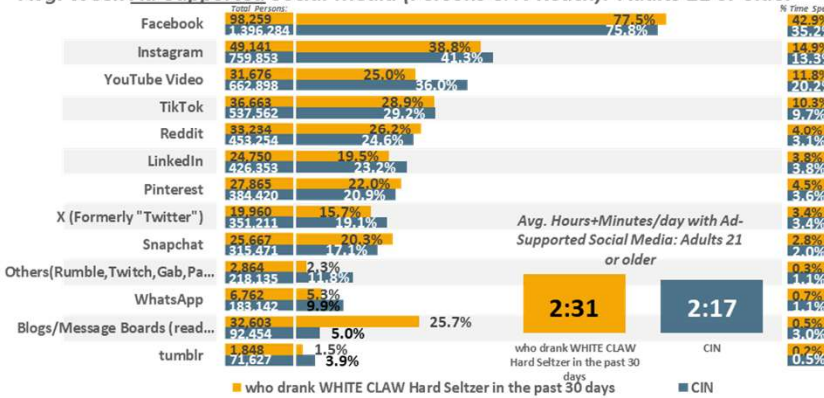


98,259 or 77.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 65. minutes every day representing 42.9% of all time spent daily with Ad-Supported Social Media.

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



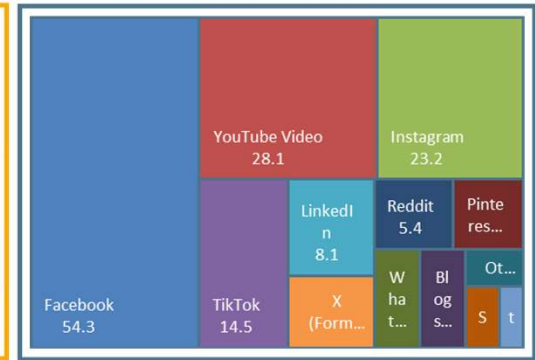
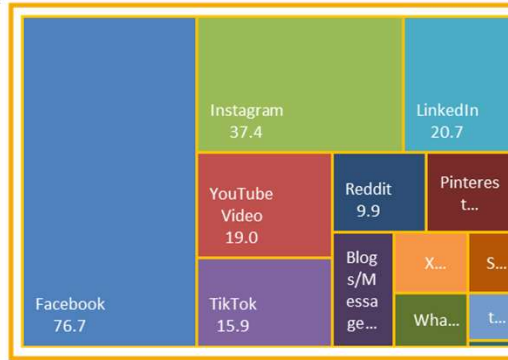
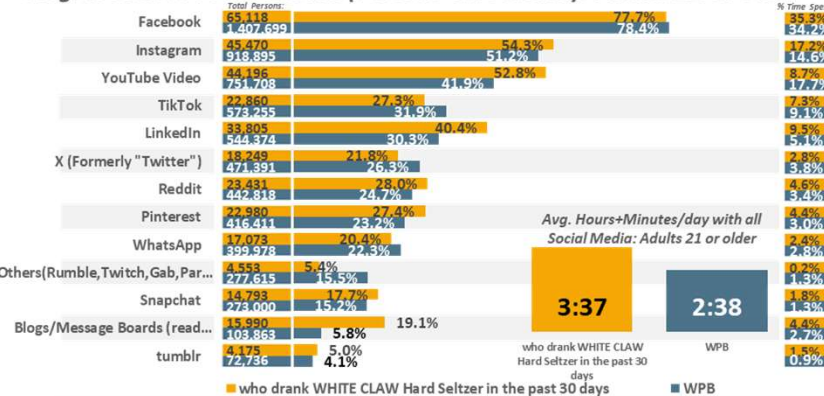
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



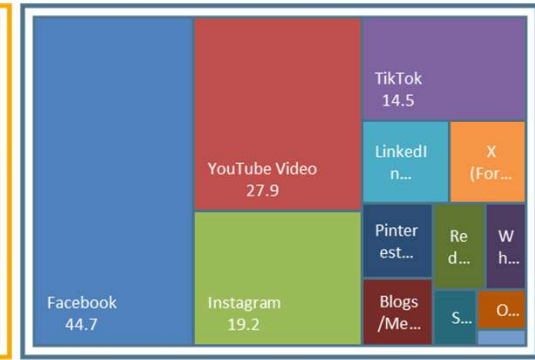
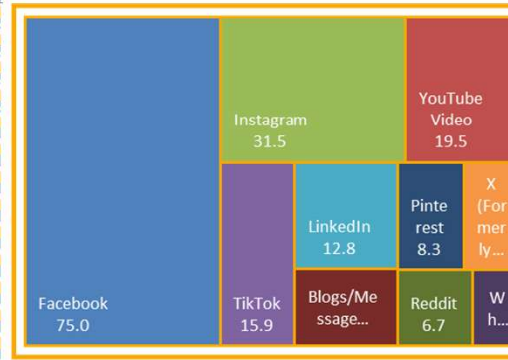
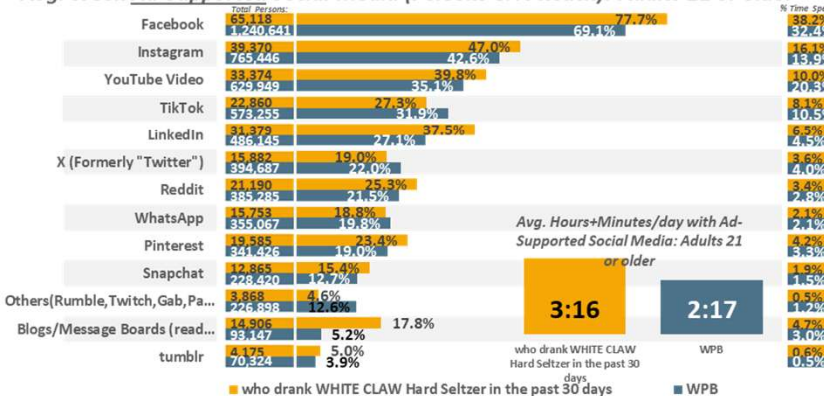


65,118 or 77.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 75. minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

**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**



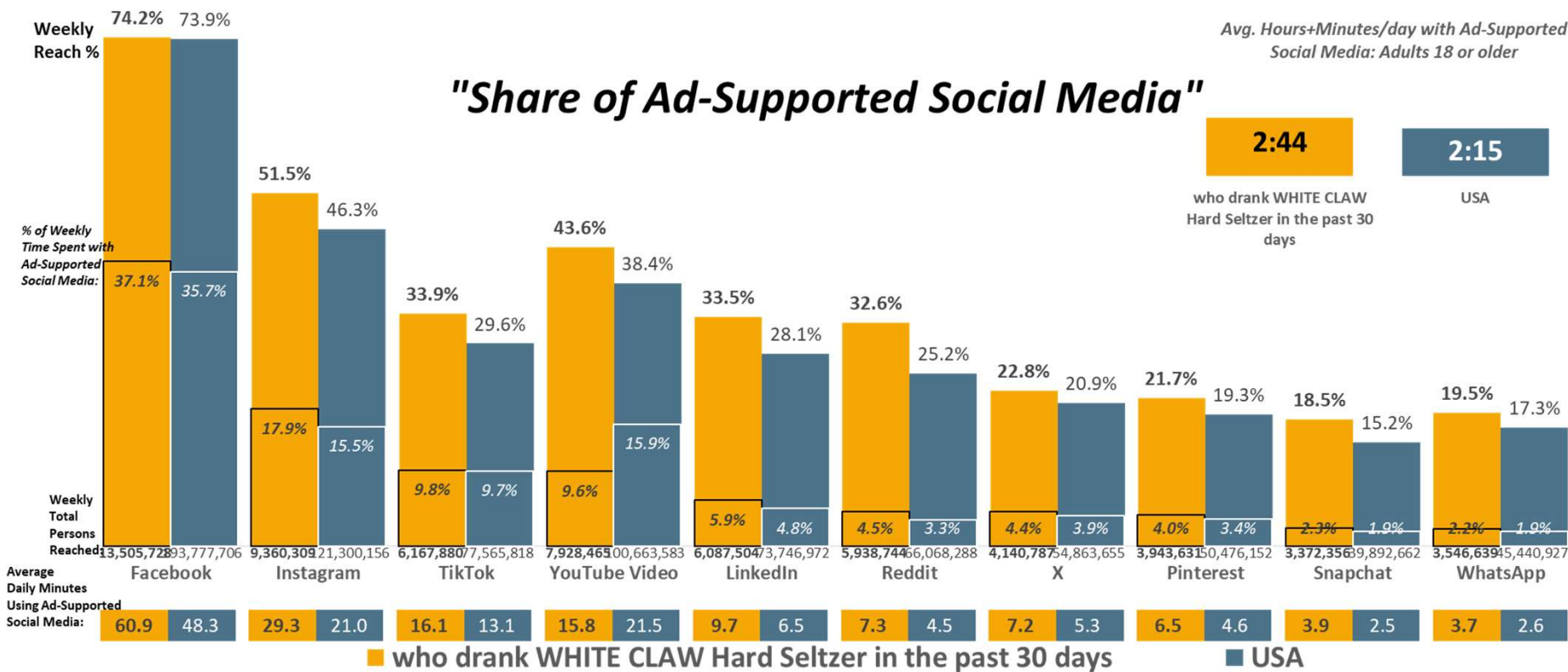
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**







13,505,728 or 74.2% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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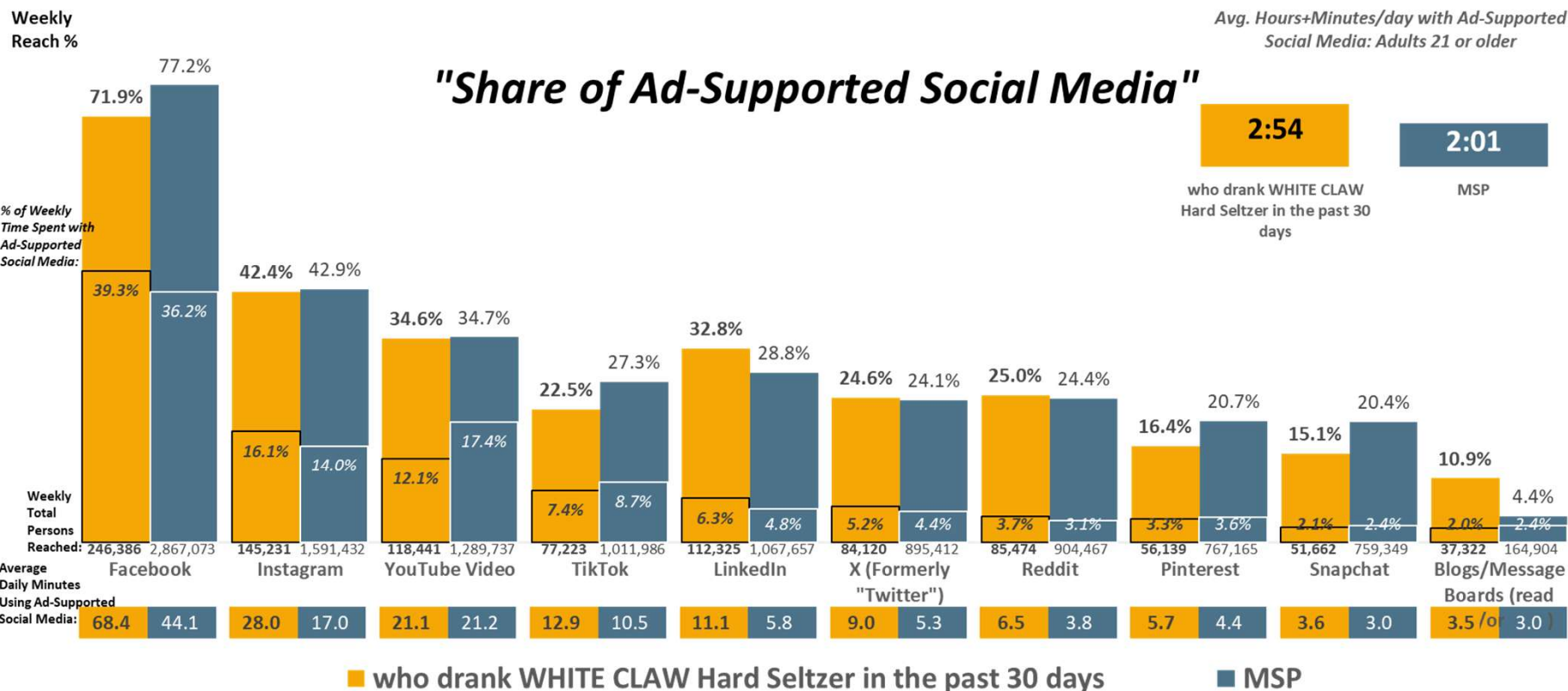
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Hard seltzers drank past 30 days: White Claw



246,386 or 71.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 68.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024  
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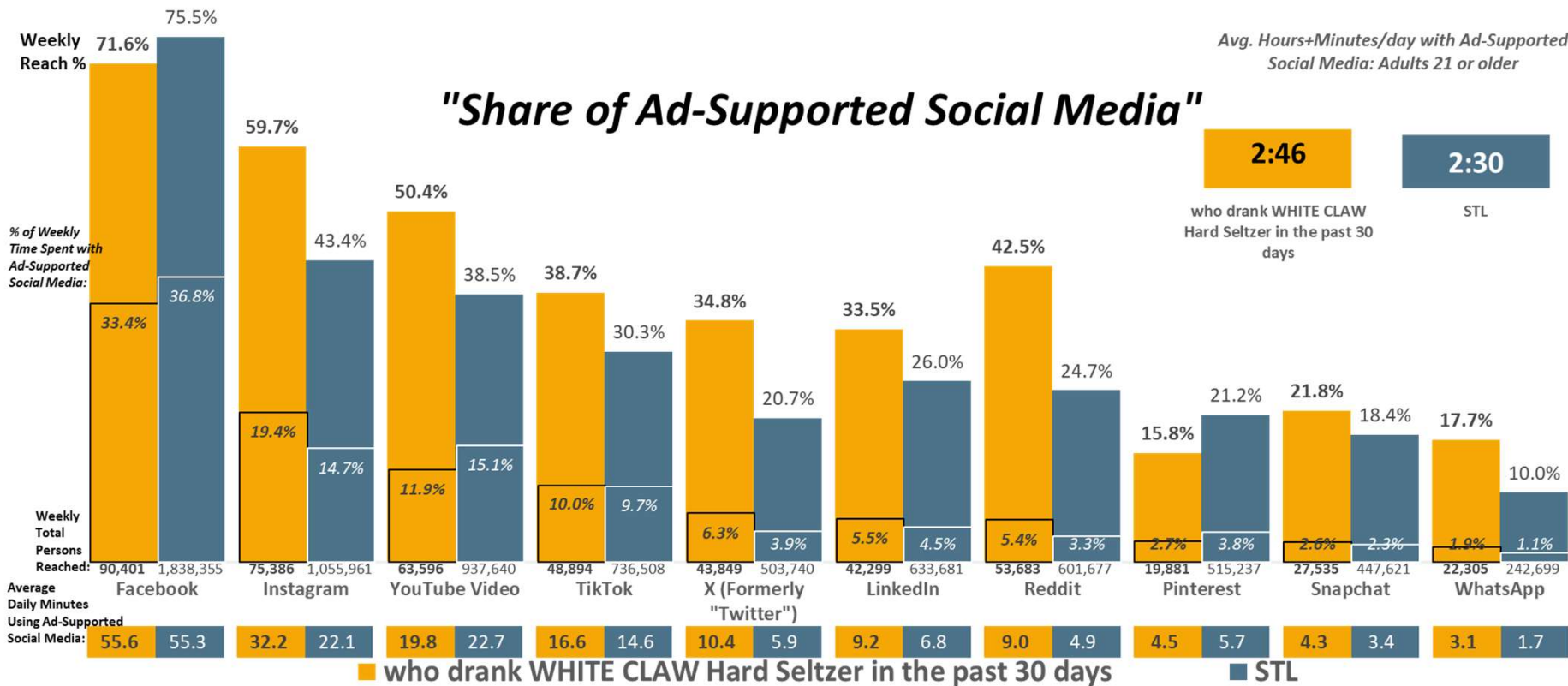
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



90,401 or 71.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

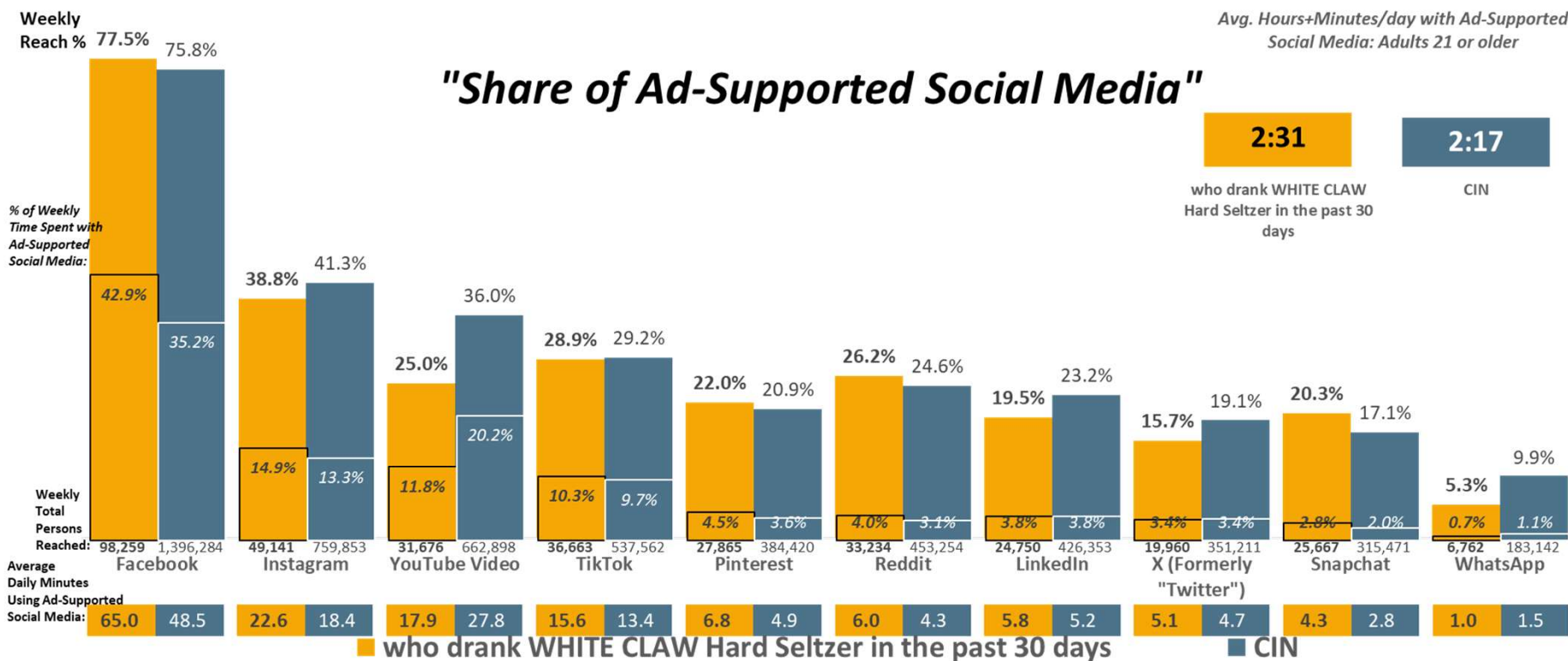






98,259 or 77.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 65. minutes every day representing 42.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977  
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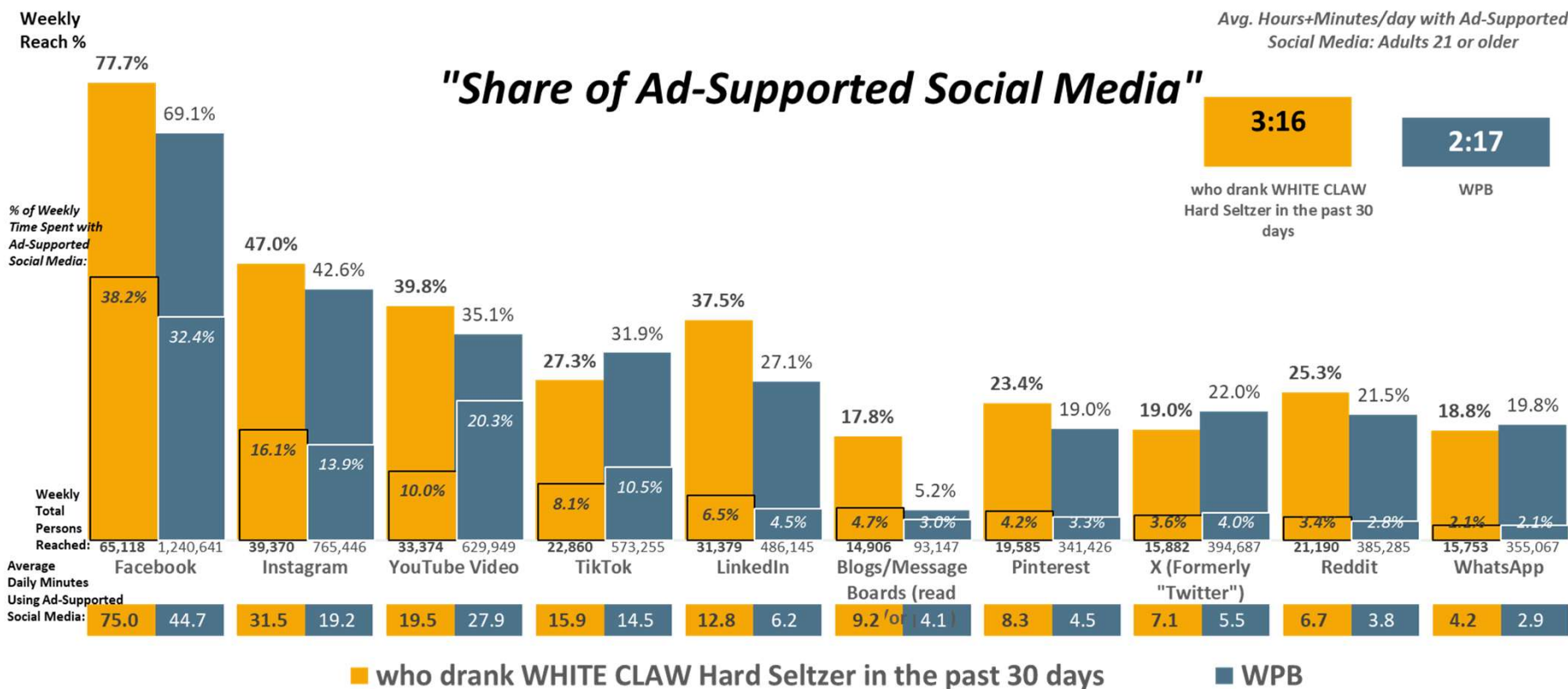
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



65,118 or 77.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 75. minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 147 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593  
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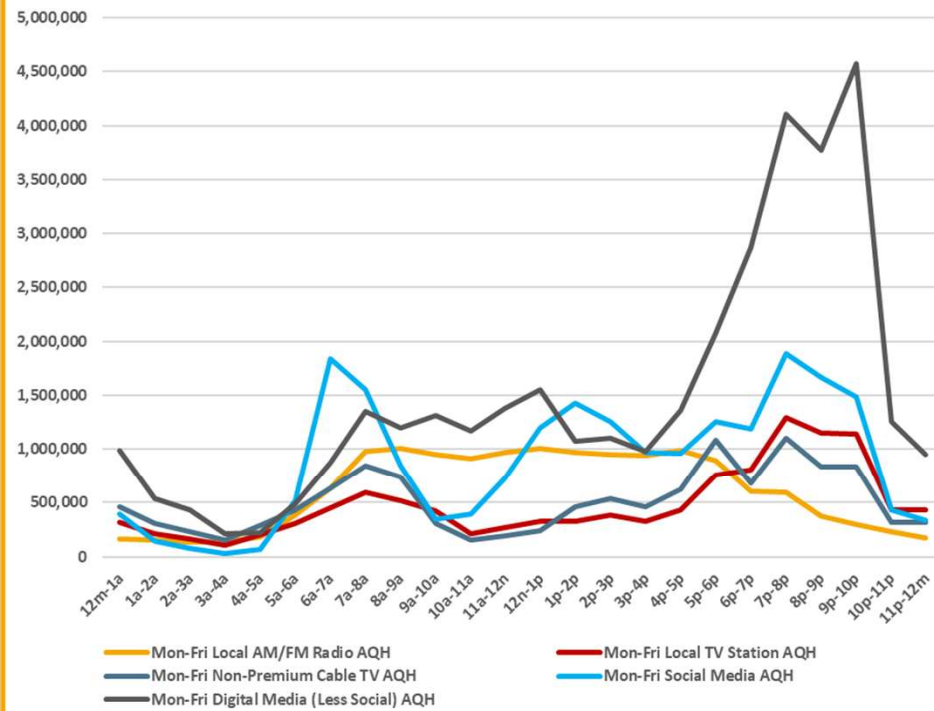
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

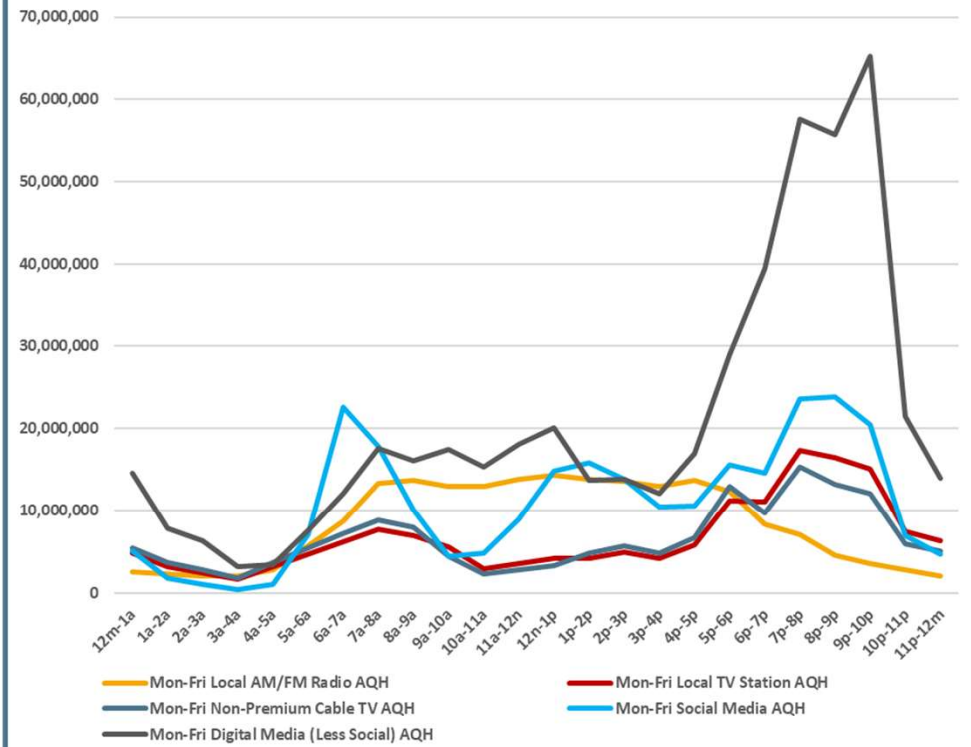


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,407,410; Social Media: 1,071,696; Local Radio: 906,713; Non-Prem. Cable: 535,379; Local TV: 446,449 reaching Adults 18 or older who drank WHITE CLAW Hard Seltzer in the

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days



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

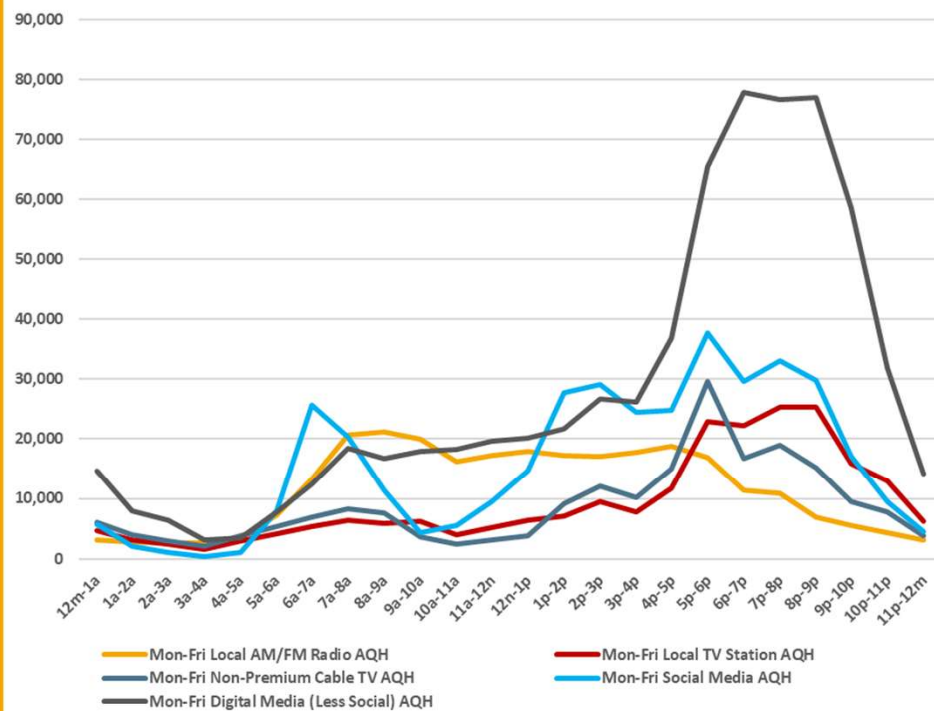




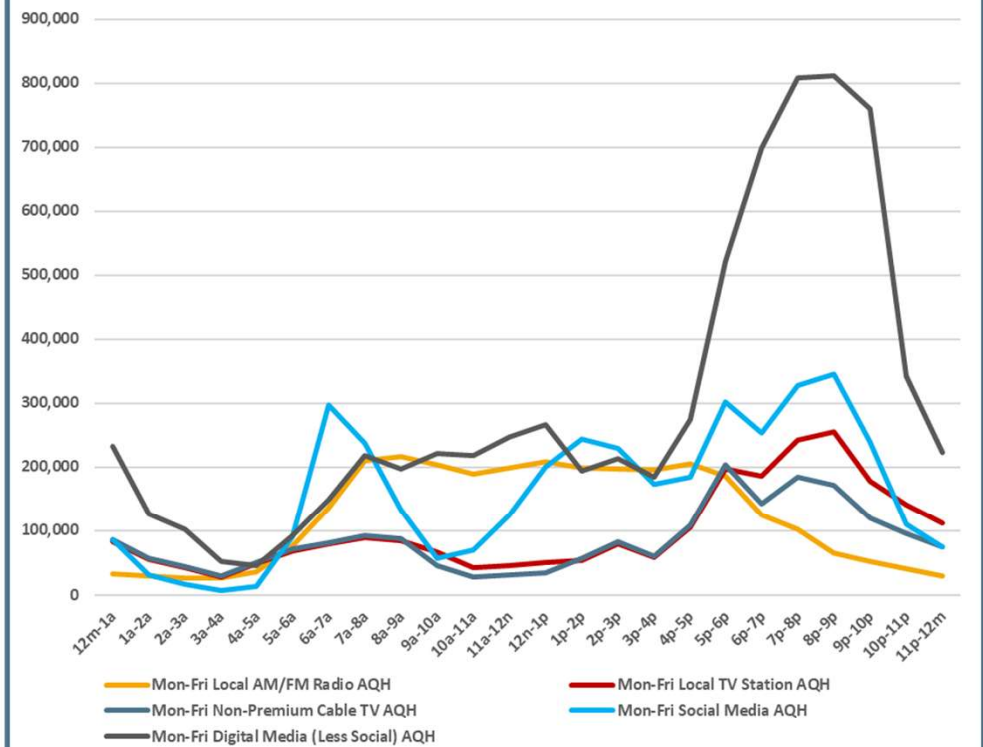


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,091; Social Media: 20,378; Local Radio: 17,359; Non-Prem. Cable: 9,880; Local TV: 9,279 reaching Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in  
the past 30 days



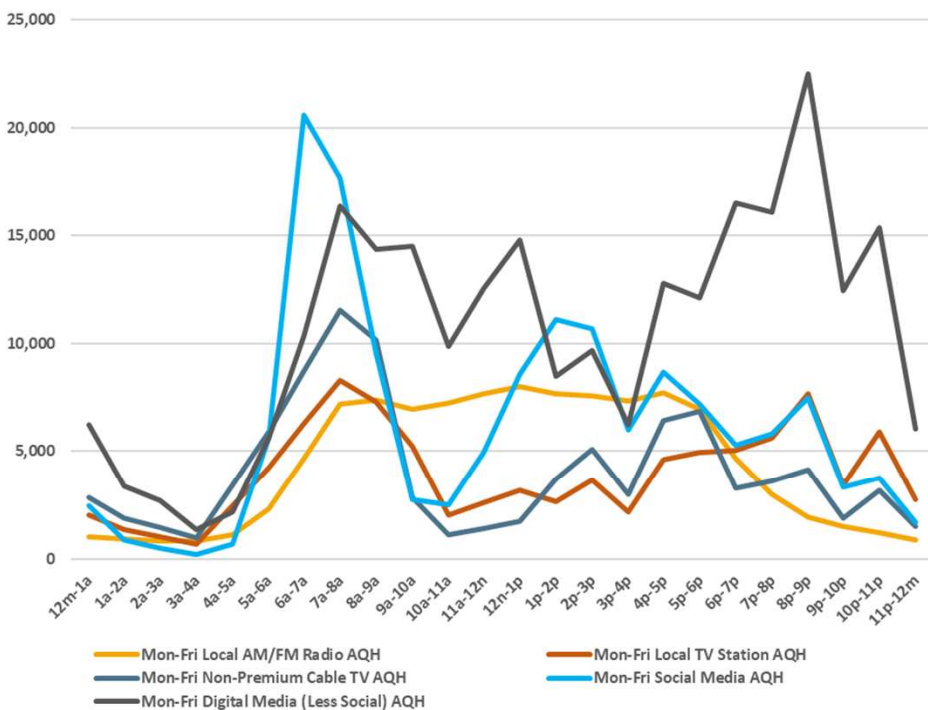
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 21 or older



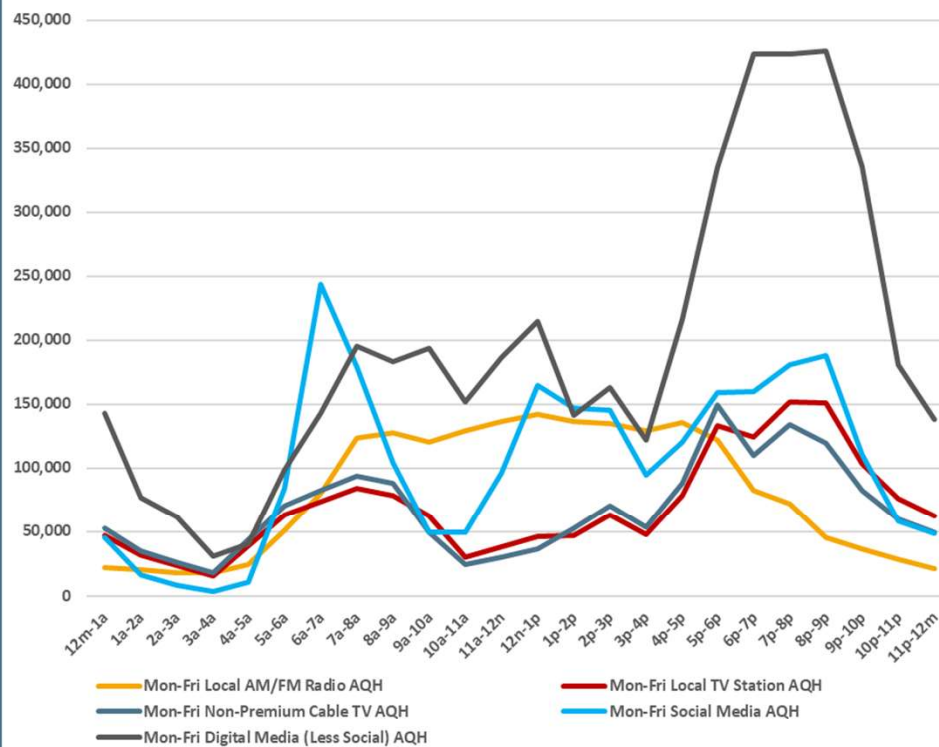


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,196;  
Social Media: 8,877; Local Radio: 6,984; Non-Prem. Cable: 5,050; Local TV: 4,446 reaching  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in  
the past 30 days*



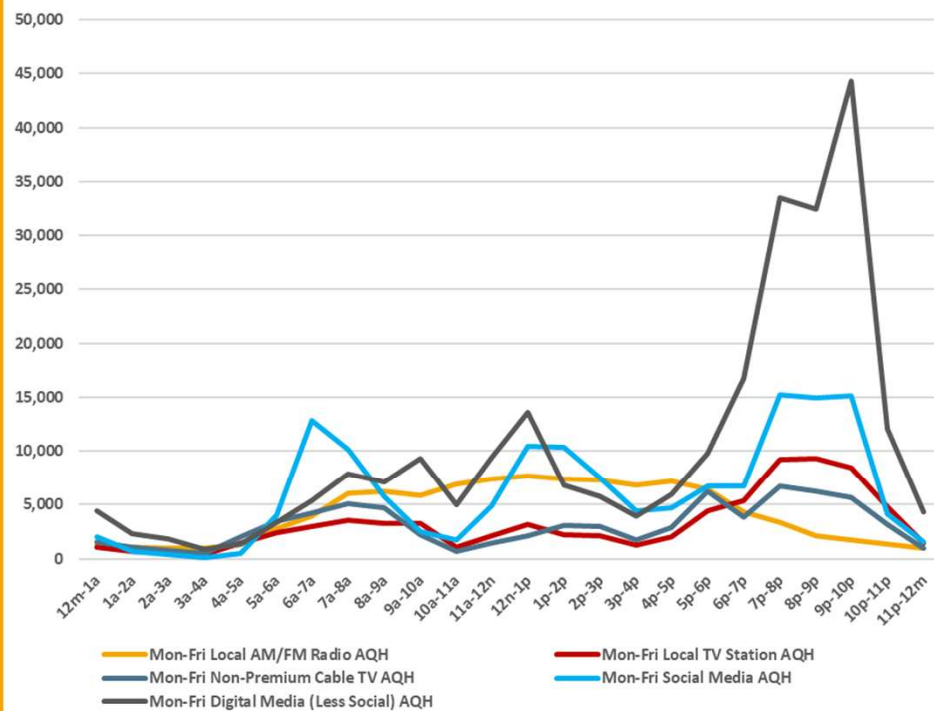
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 21 or older*



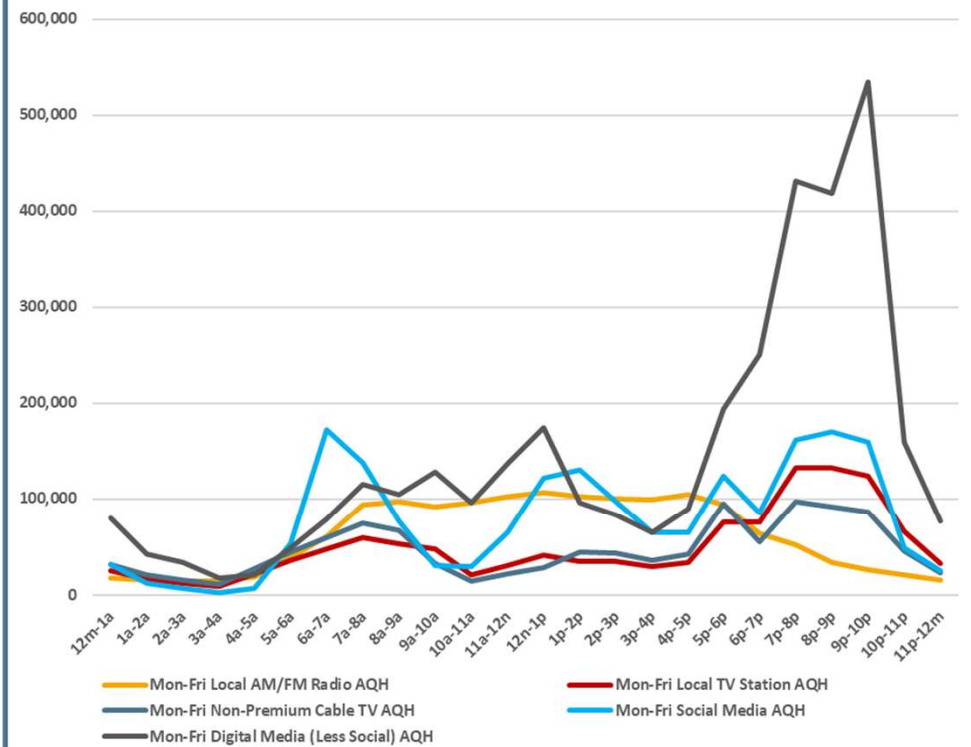


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,188;  
Social Media: 6,827; Local Radio: 6,411; Non-Prem. Cable: 3,166; Local TV: 2,820 reaching  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in  
the past 30 days*



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

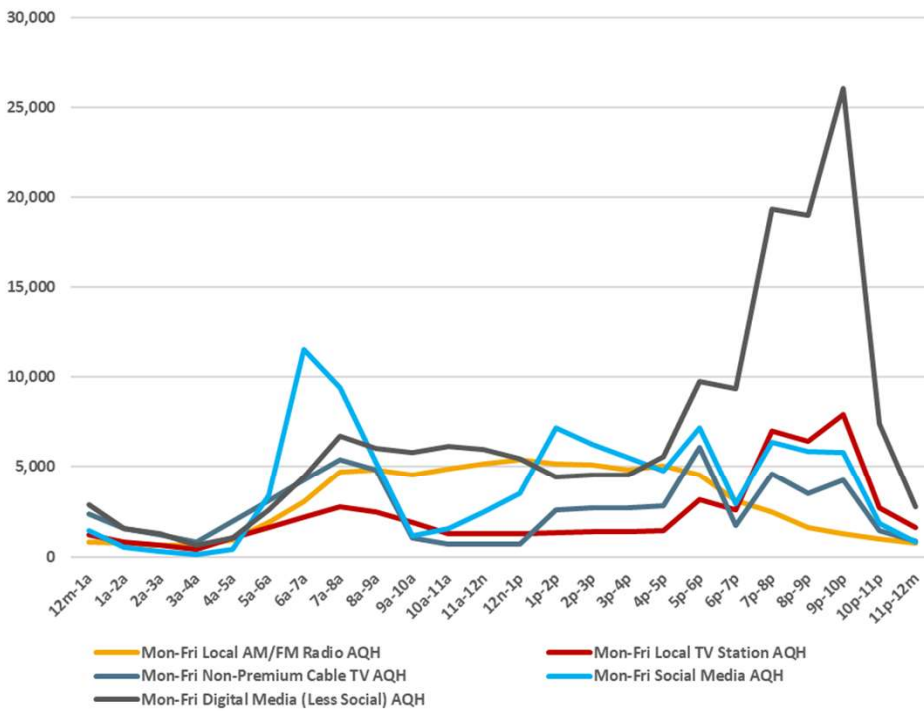




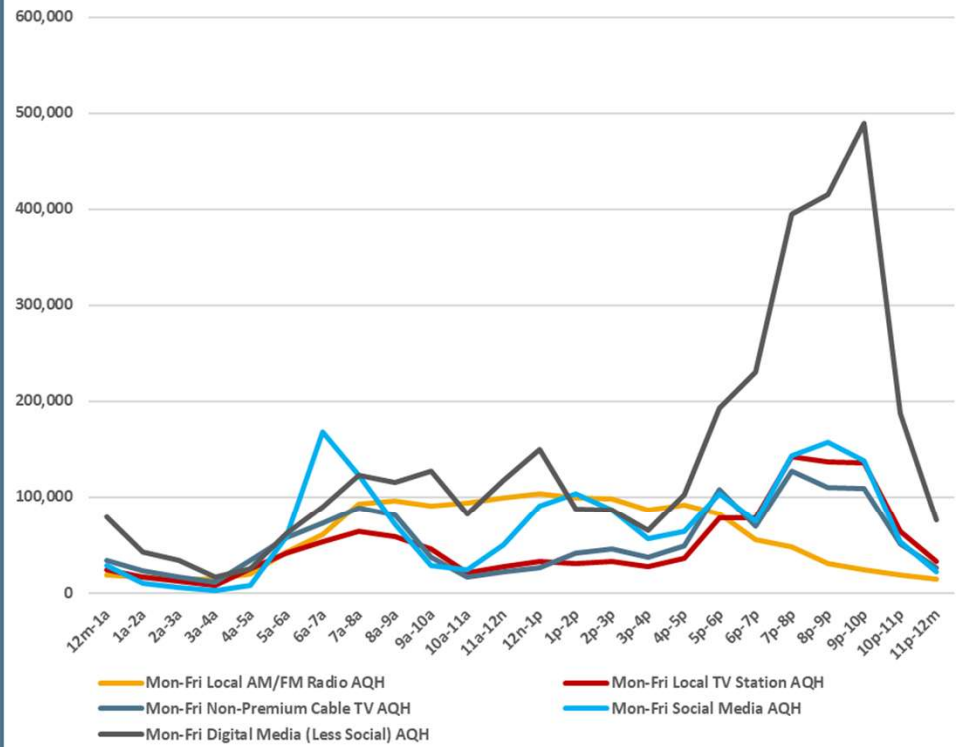


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,058;  
Social Media: 5,292; Local Radio: 4,652; Non-Prem. Cable: 2,776; Local TV: 1,878 reaching  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 21 or older who drank WHITE CLAW Hard Seltzer in  
the past 30 days*



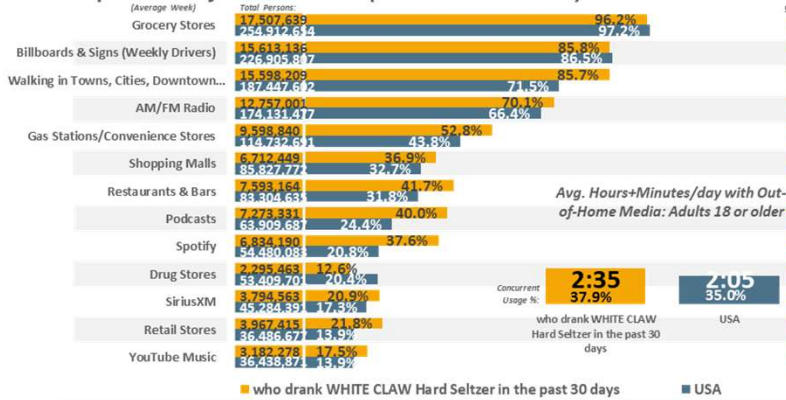
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 21 or older*



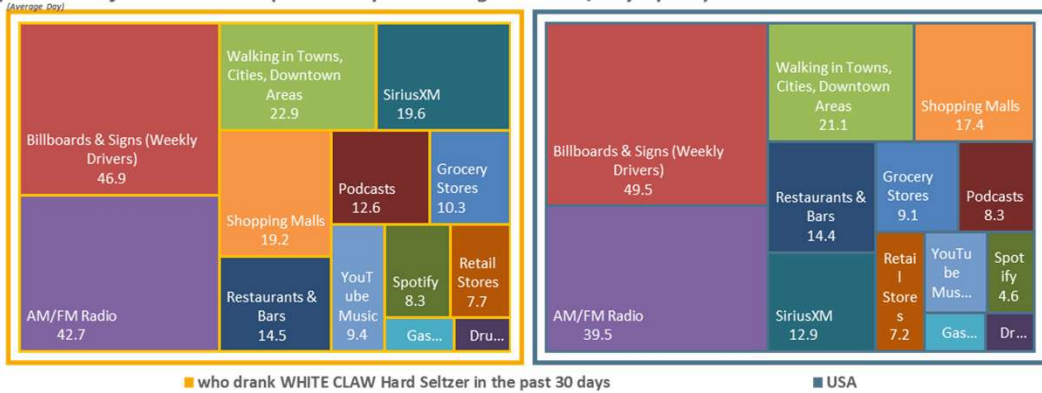


15,613,136 or 85.8% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/d

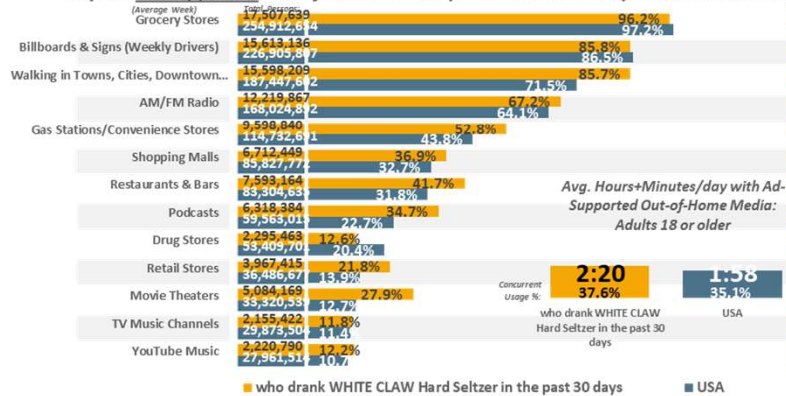
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



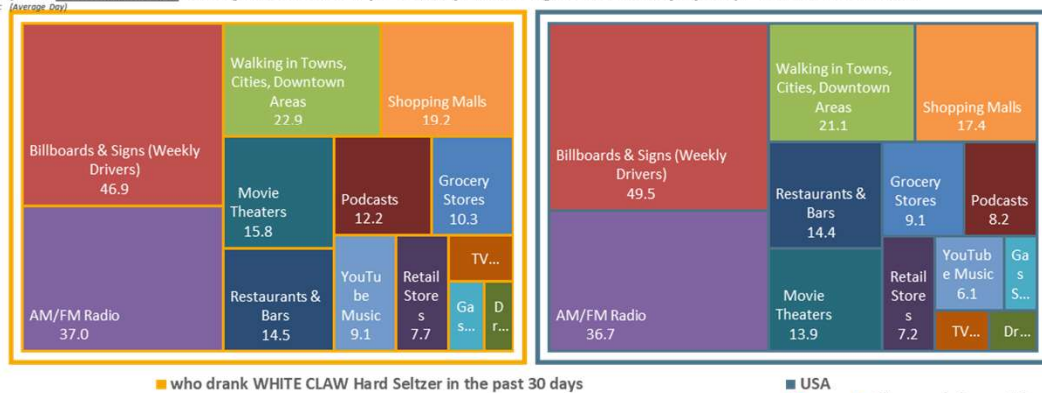
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

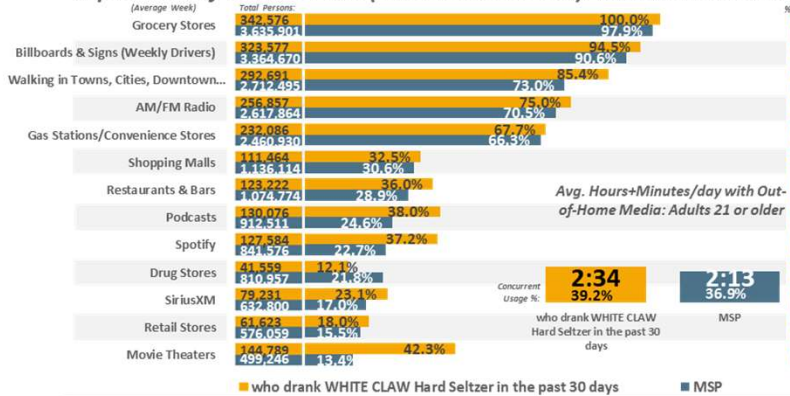
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

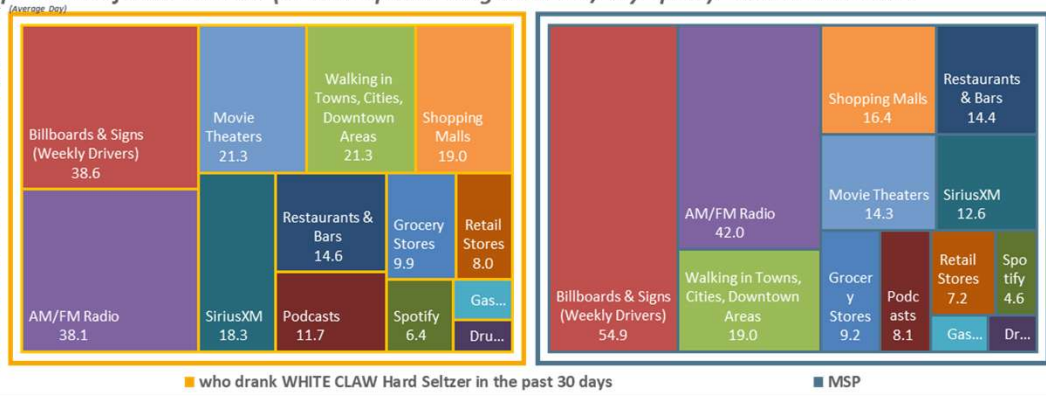


323,577 or 94.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day

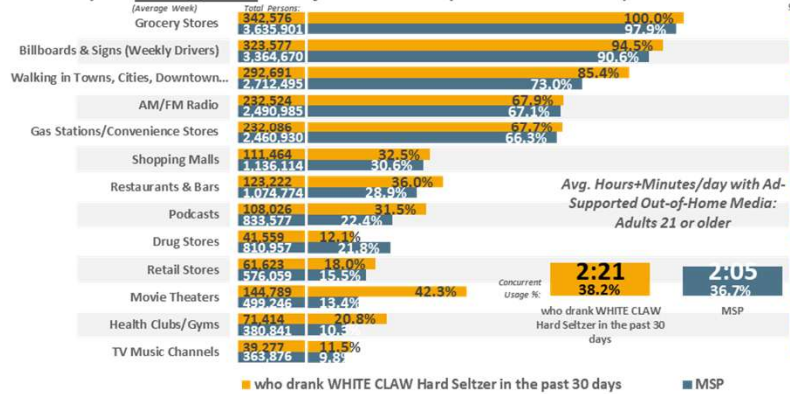
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older**



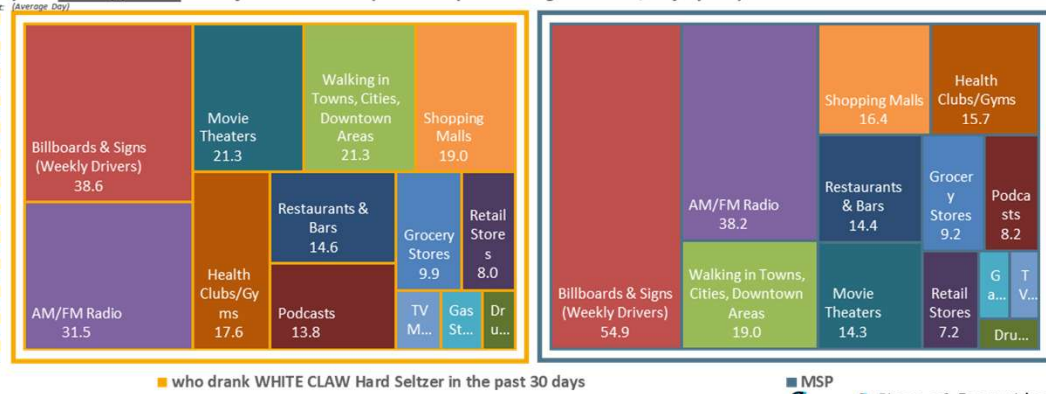
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



**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**



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168  
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MSP  
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Hard seltzers drank past 30 days: White Claw



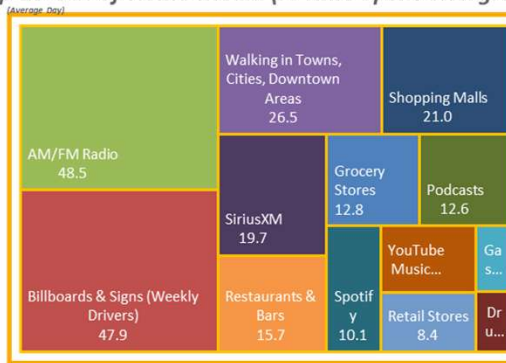


104,501 or 82.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 32.5 minutes/day

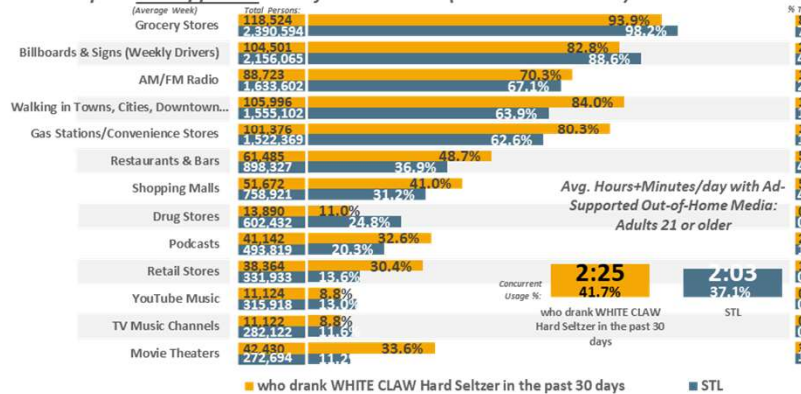
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older**



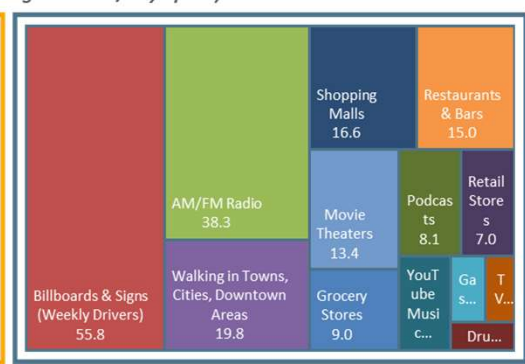
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



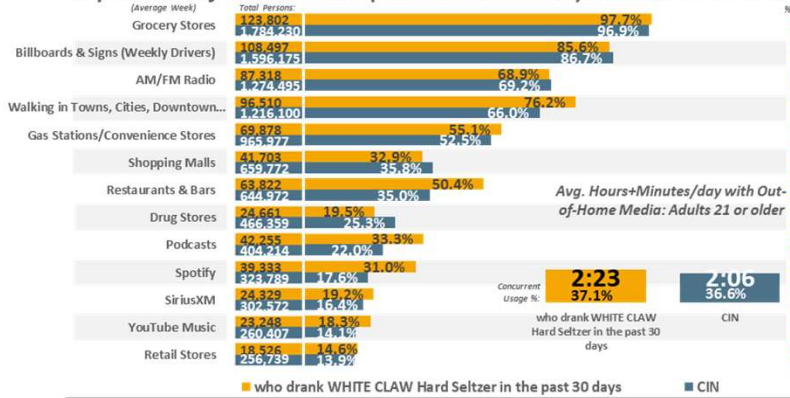
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



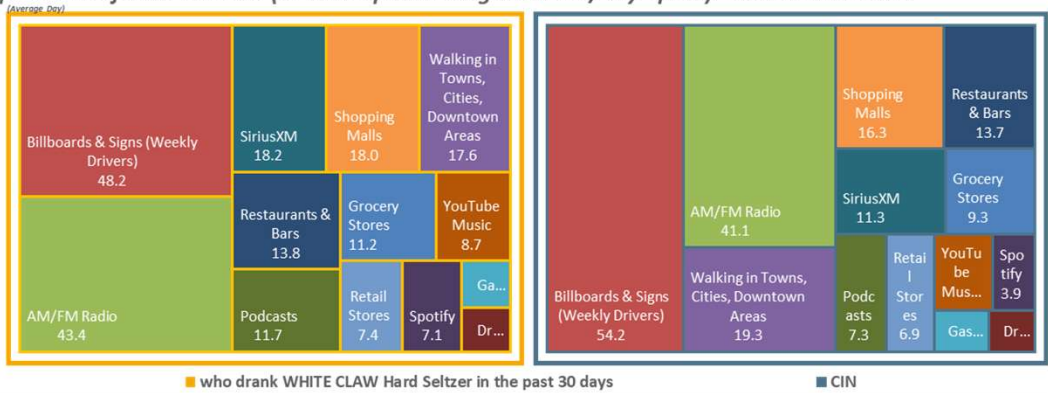


108,497 or 85.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day

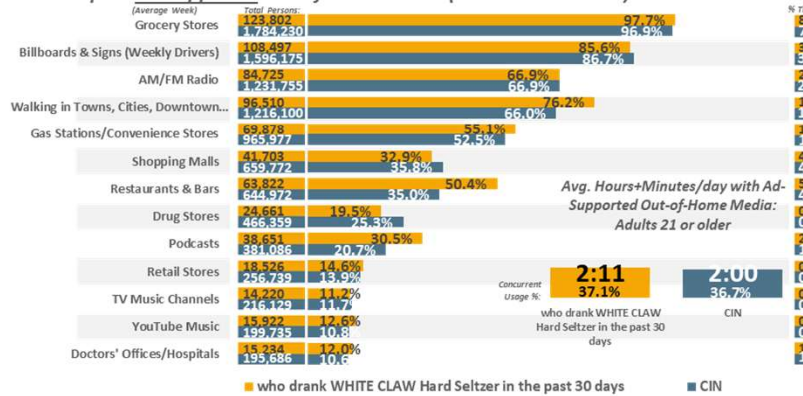
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older**



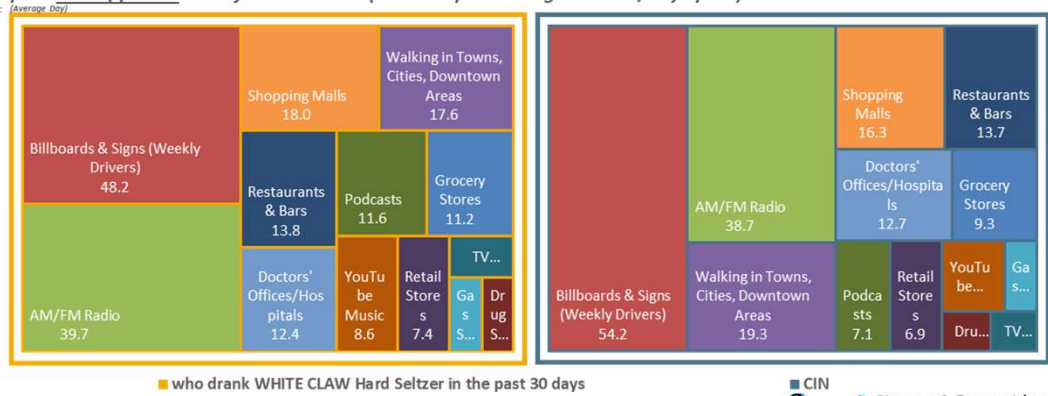
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133  
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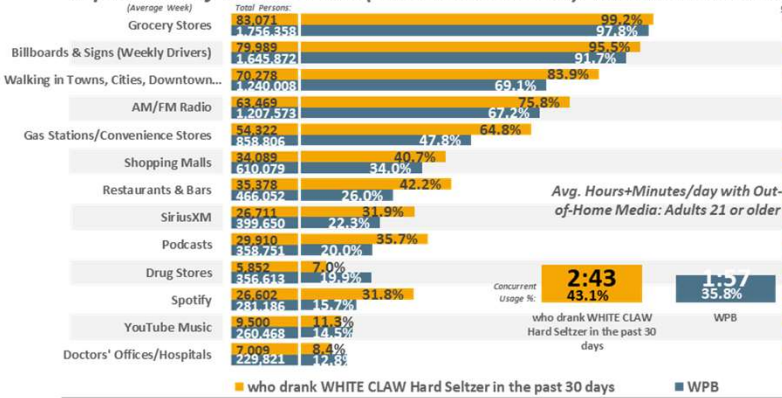
Hard seltzers drank past 30 days: White Claw



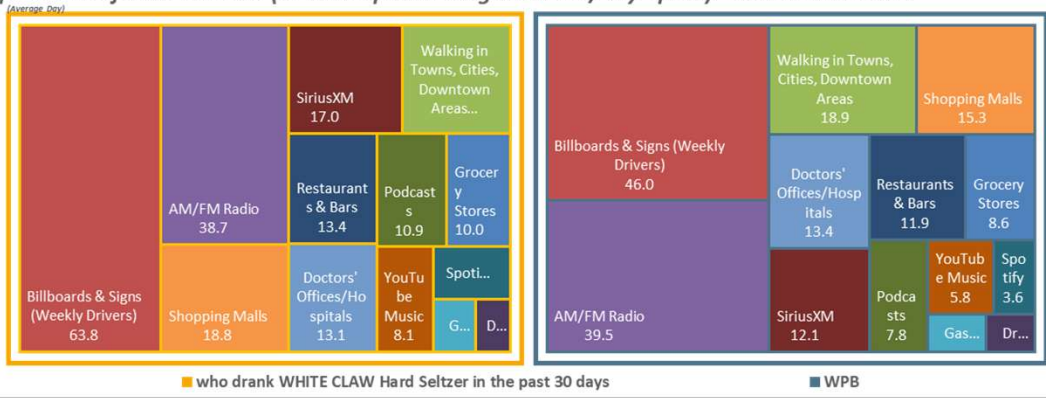


79,989 or 95.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

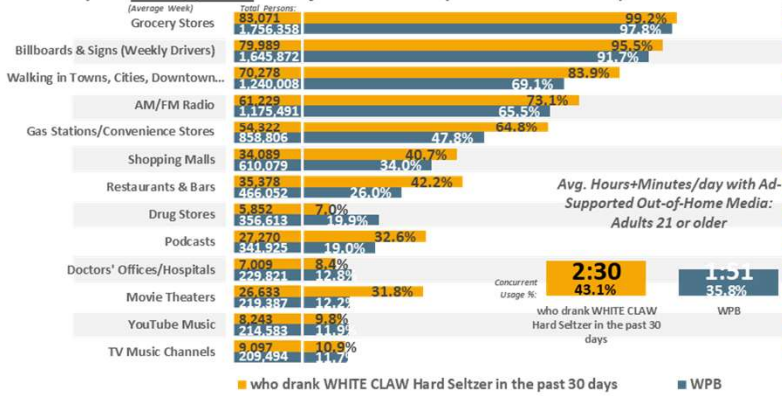
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



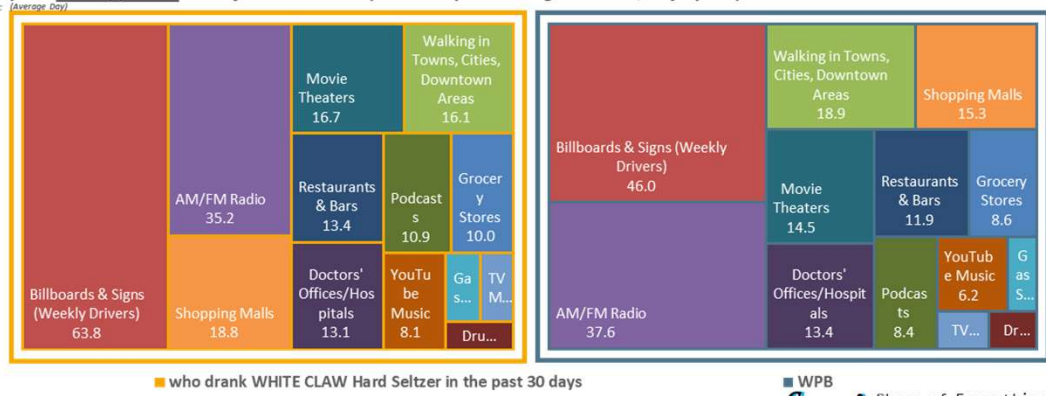
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



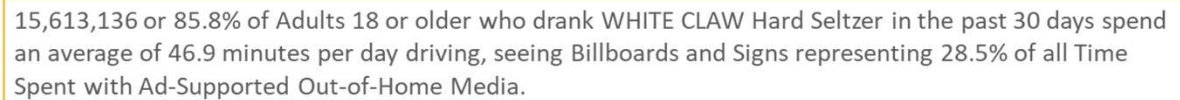
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



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







Weekly Reach %

**who drank WHITE CLAW Hard Seltzer in the past 30 days** **USA**

2:20  
who drank WHITE CLAW Hard Seltzer in the past 30 days

1:58  
USA

% of Weekly Time Spent with Ad-Supported OOH Media:

Weekly Total Persons

Average Daily Minutes with Ad-Supported OOH Media:

Media Type	who drank WHITE CLAW Hard Seltzer in the past 30 days (%)	USA (%)	Weekly Total Persons	Average Daily Minutes
Billboards & Signs	85.8%	86.5%	15,613,136	46.9
AM/FM Radio	67.2%	64.1%	12,219,867	37.0
Walking in Towns, Cities, Downtown Areas	85.7%	71.5%	15,598,209	22.9
Grocery Stores	96.2%	97.2%	17,507,639	10.3
Shopping Malls	36.9%	32.7%	6,712,449	19.2
Restaurants & Bars	41.7%	31.8%	7,593,164	14.5
Public Transit	17.1%	8.8%	3,111,389	28.0
Movie Theaters	27.9%	12.7%	5,084,169	15.8
Podcasts	34.7%	22.7%	6,318,384	12.2
Stadiums & Arenas	11.0%	6.2%	2,004,896	34.2

who drank WHITE CLAW Hard Seltzer in the past 30 days

USA

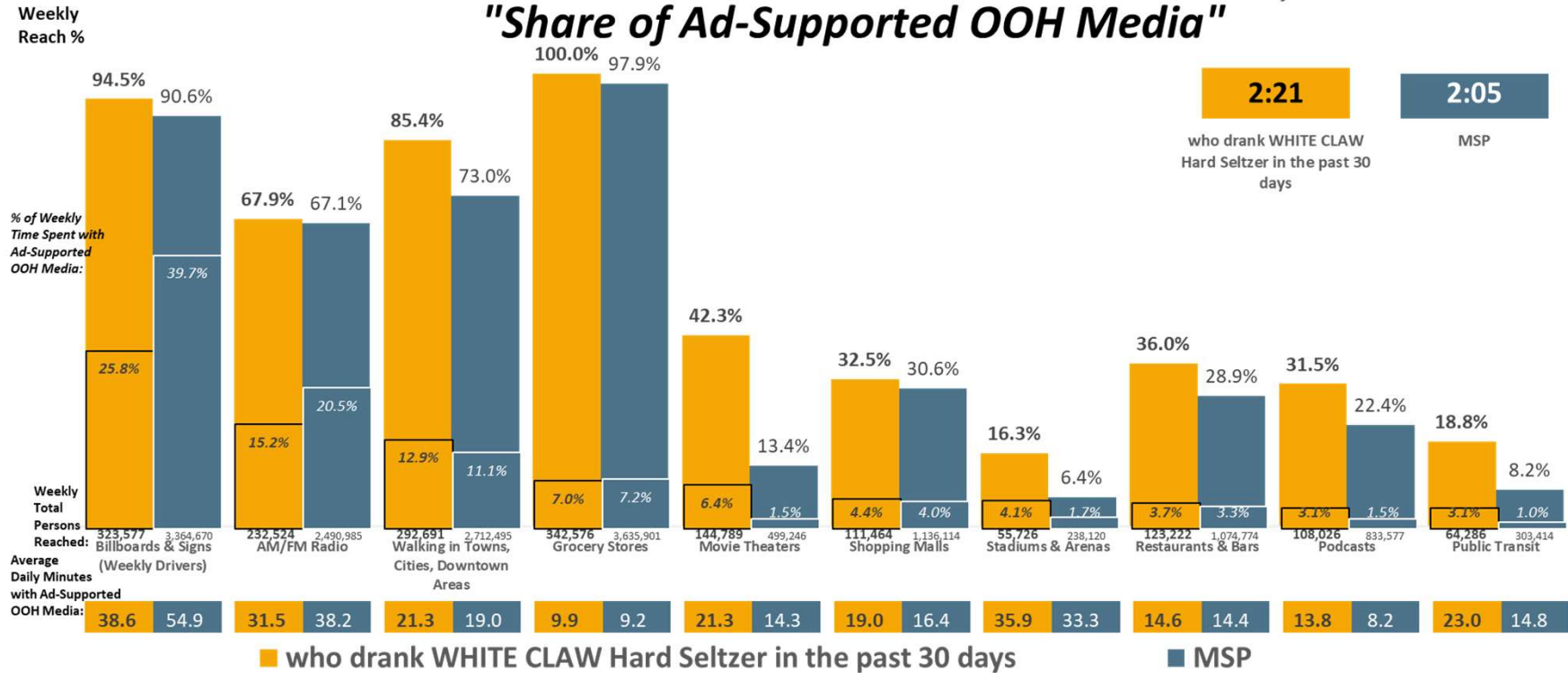
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for Anything ©

Hard seltzers drank past 30 days: White Claw



323,577 or 94.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 25.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



**2:21**  
who drank WHITE CLAW Hard Seltzer in the past 30 days

**2:05**  
MSP

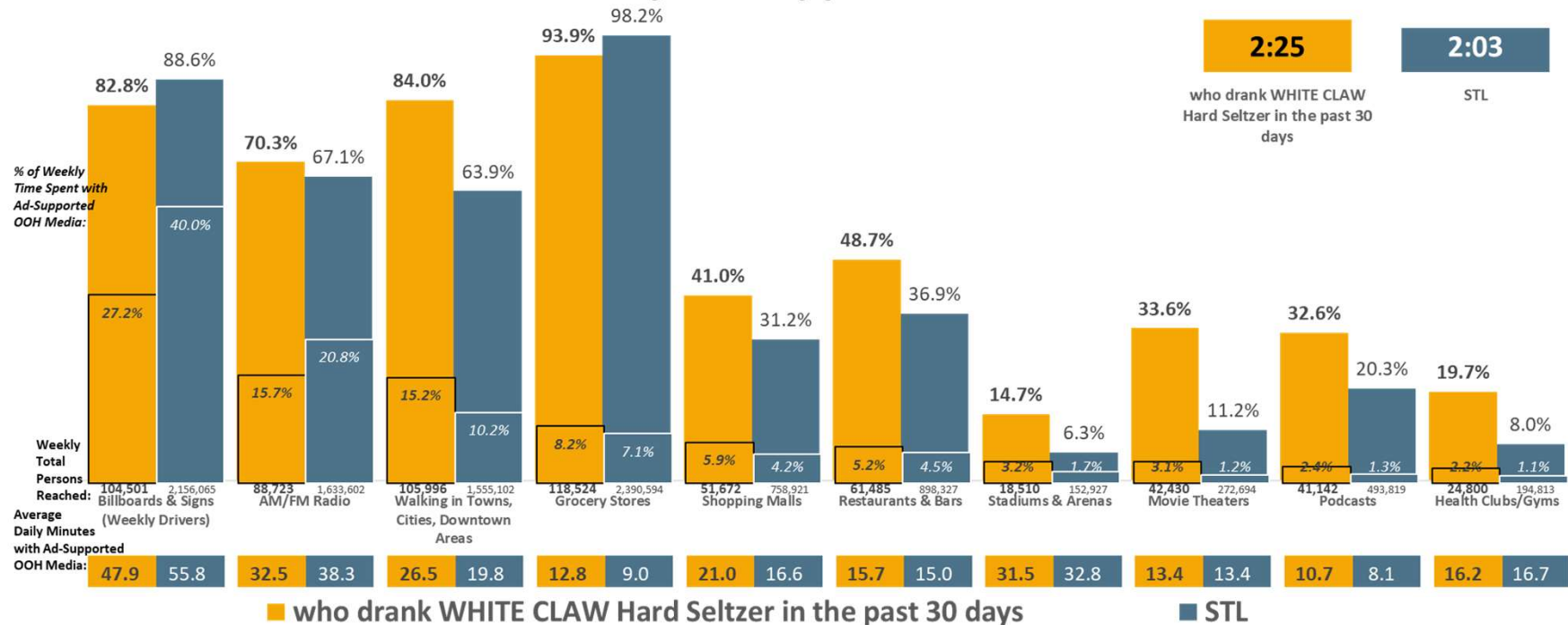


104,501 or 82.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051  
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Hard seltzers drank past 30 days: White Claw



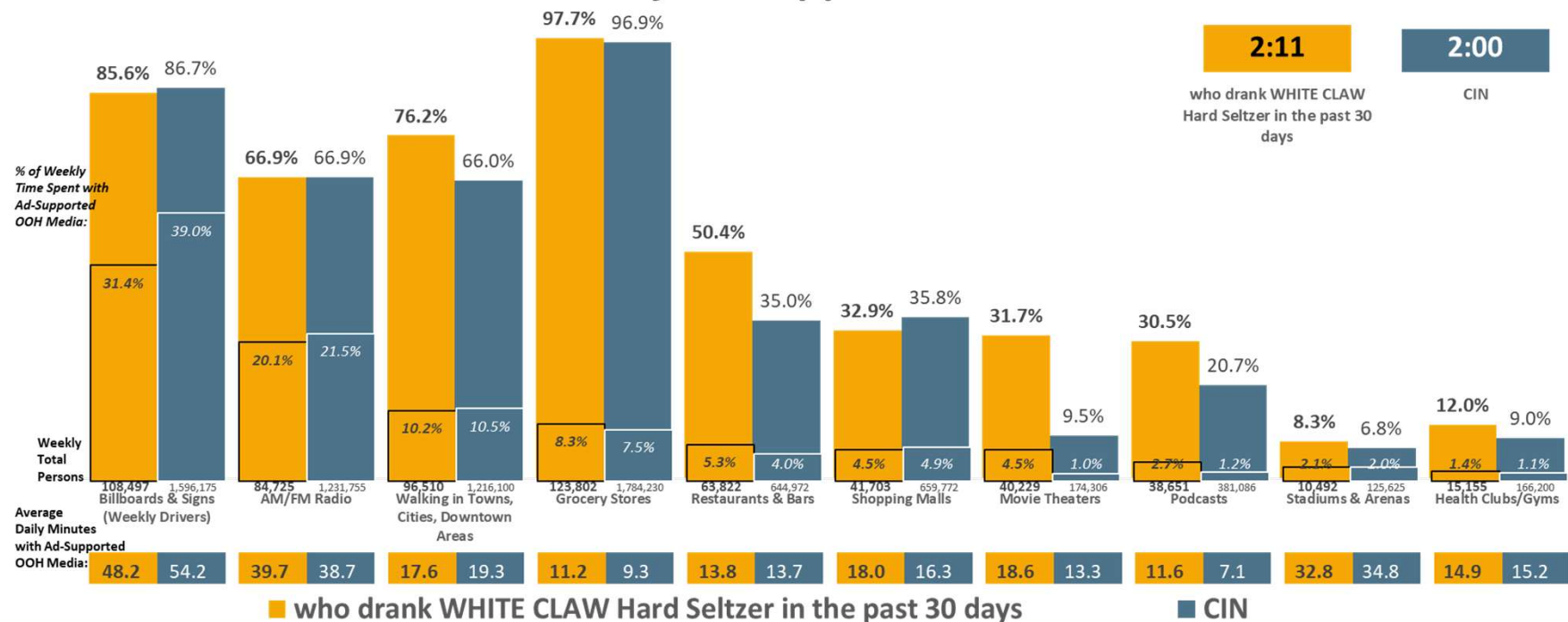


108,497 or 85.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977  
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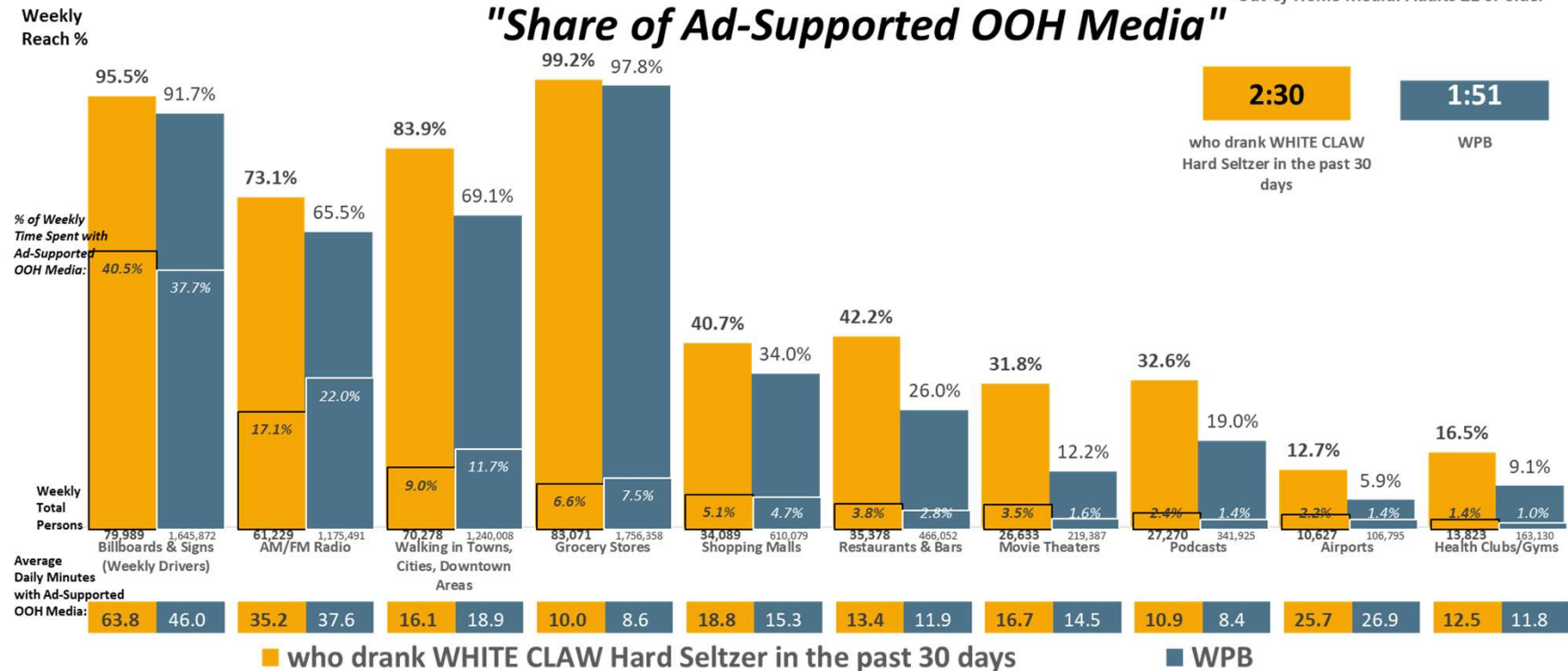
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



79,989 or 95.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 40.5% of all Time Spent with Ad-Supported Out-of-Home Media.

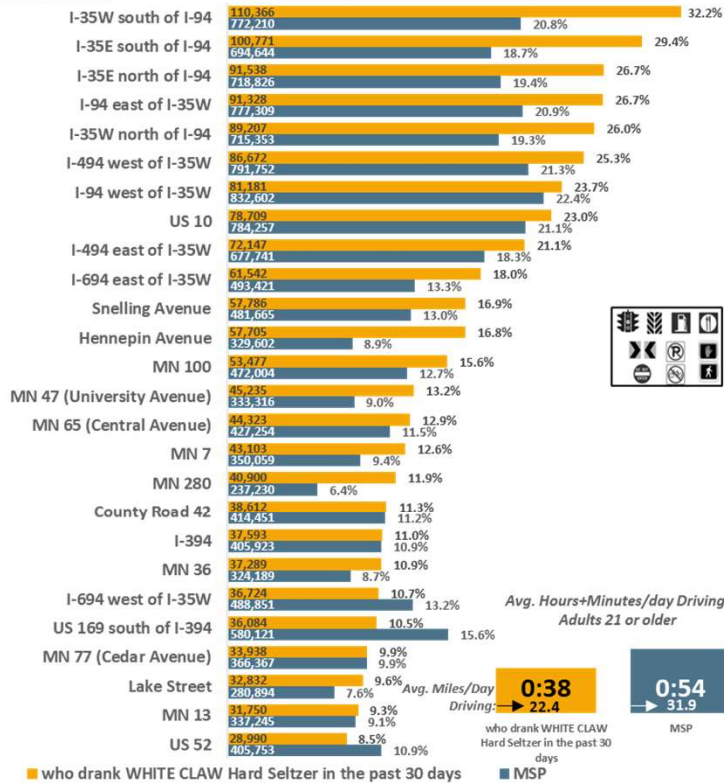
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older



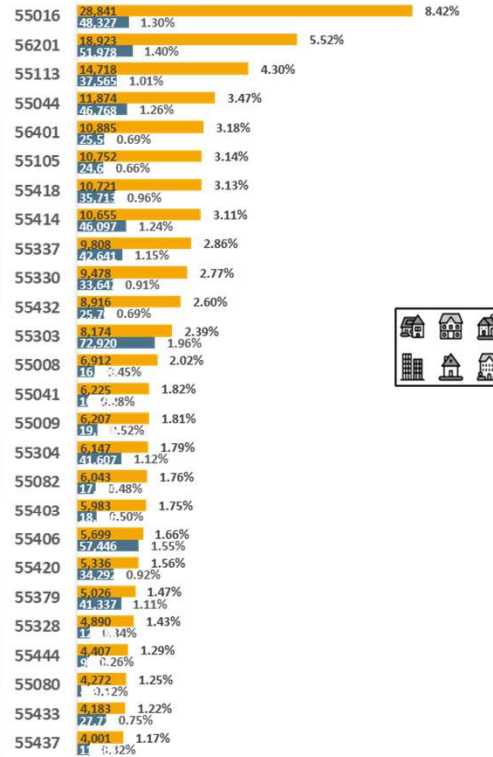


323,577 or 94.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.6 minutes per day driving an average of 22.4 miles each day and are 89.8% more likely to use Hennepin Avenue than the Metro average.

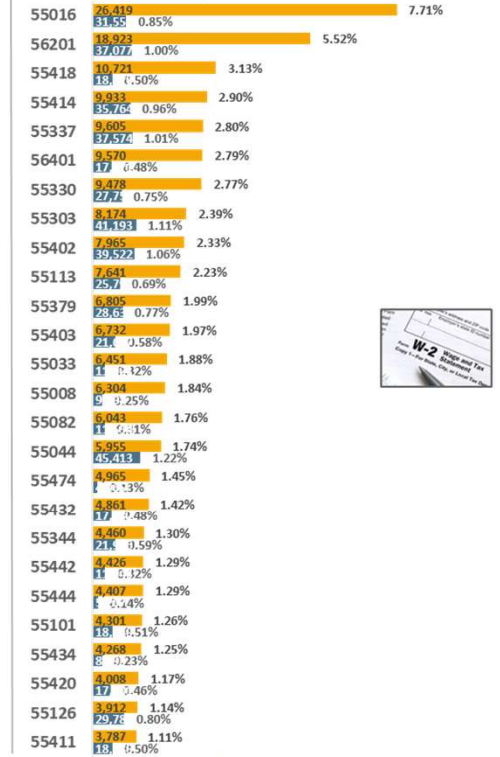
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



#### Top-26 Residential Zip Codes: Adults 21 or older



#### Top-26 Employment Zip Codes: Adults 21 or older

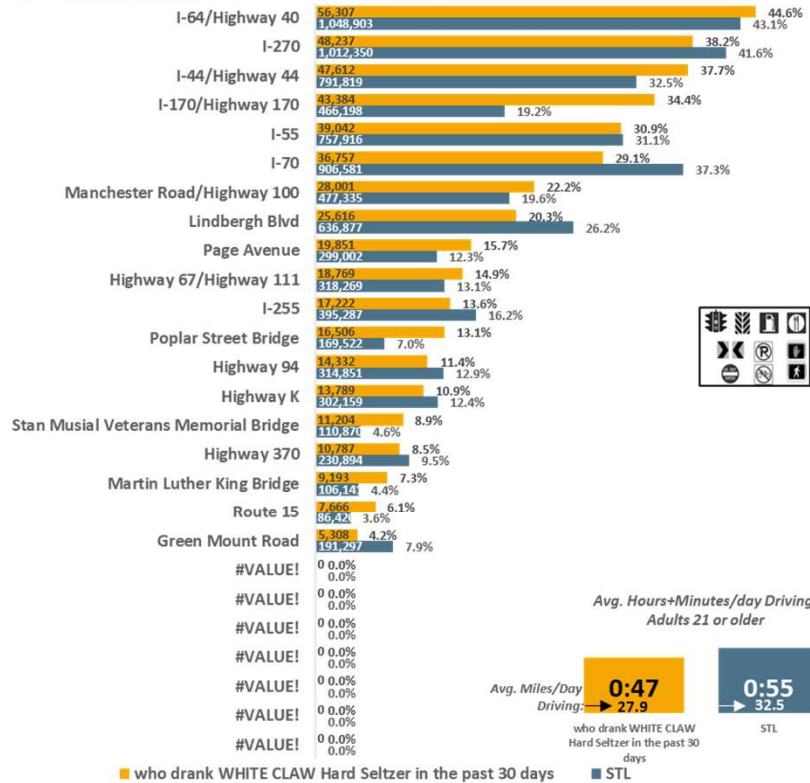




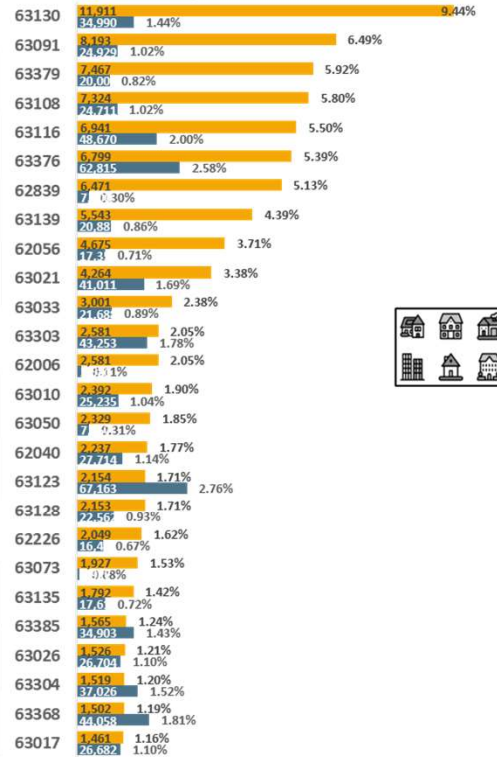


104,501 or 82.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 94.9% more likely to use Stan Musial Veterans Memorial Bridge than the

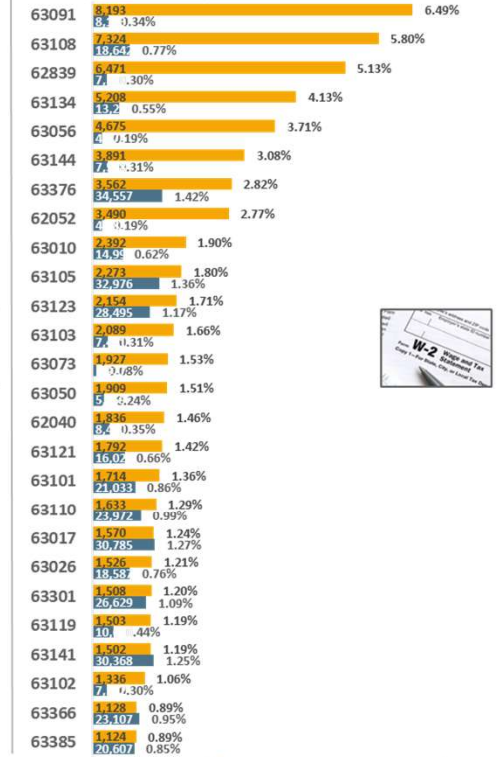
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



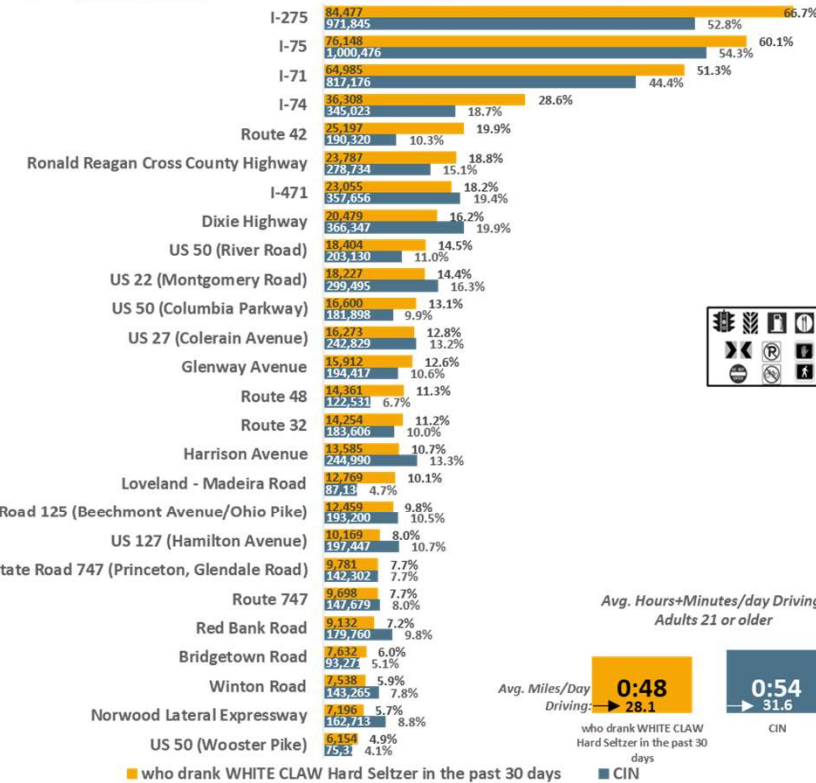
Top-26 Employment Zip Codes: Adults 21 or older



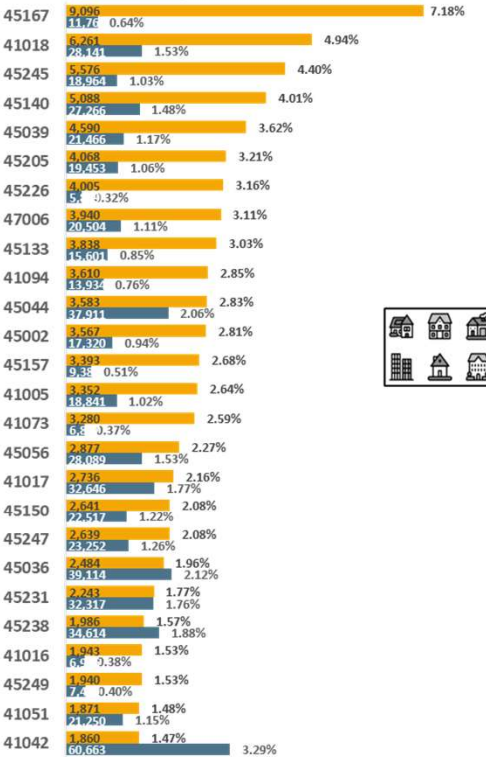


108,497 or 85.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 48.2 minutes per day driving an average of 28.1 miles each day and are 112.9% more likely to use Loveland - Madeira Road than the Metro averag

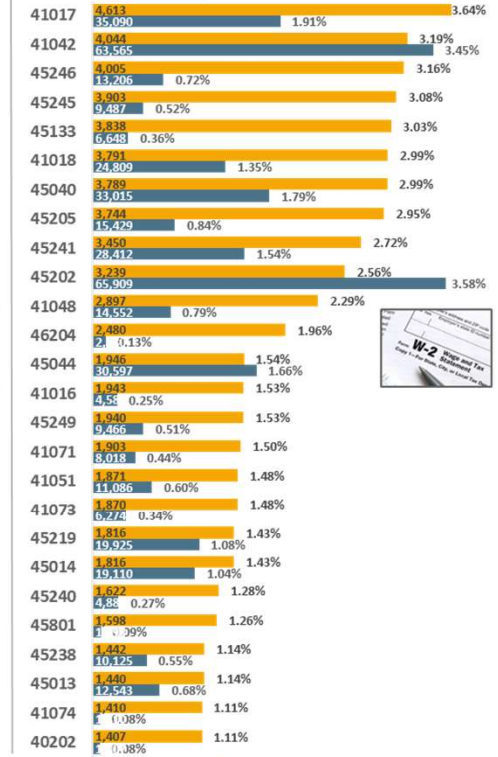
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



#### Top-26 Residential Zip Codes: Adults 21 or older



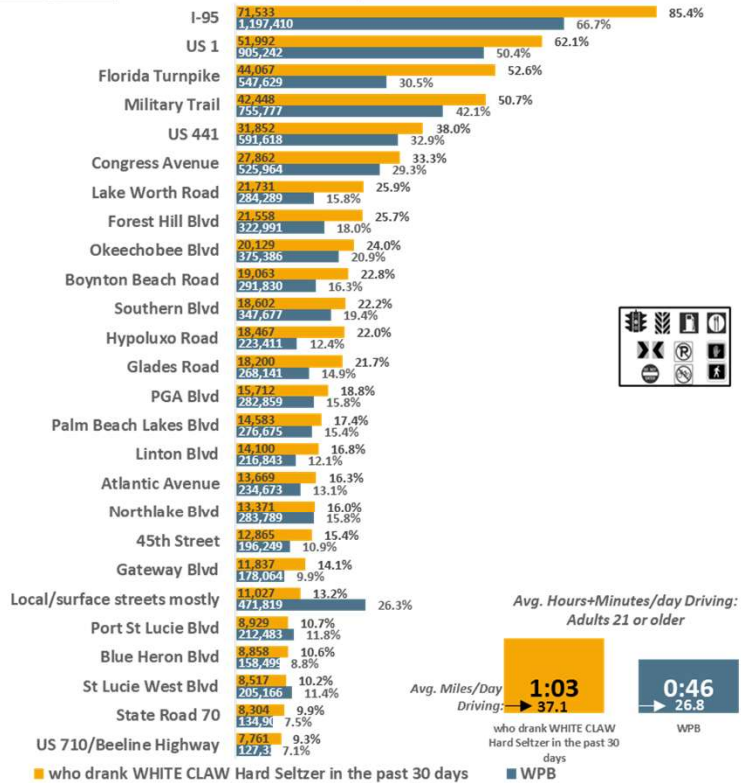
#### Top-26 Employment Zip Codes: Adults 21 or older



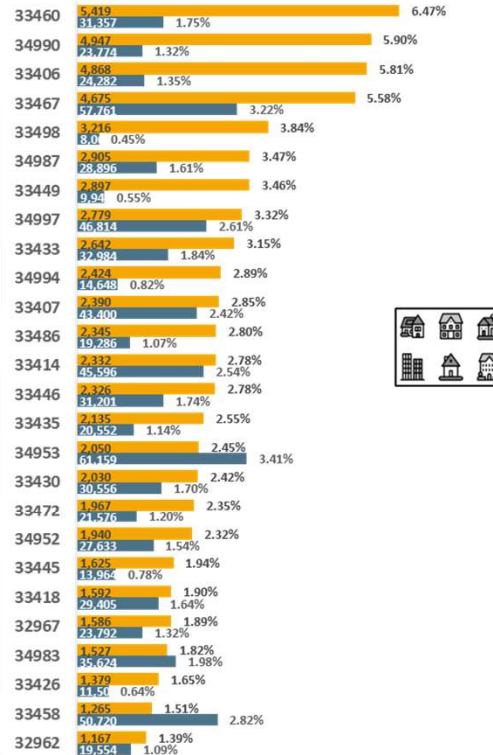


79,989 or 95.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 63.8 minutes per day driving an average of 37.1 miles each day and are 77.2% more likely to use Hypoluxo Road than the Metro average.

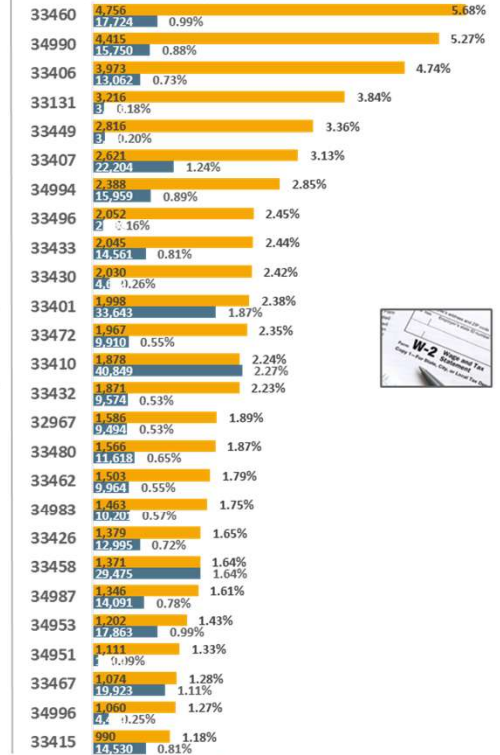
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



#### Top-26 Residential Zip Codes: Adults 21 or older

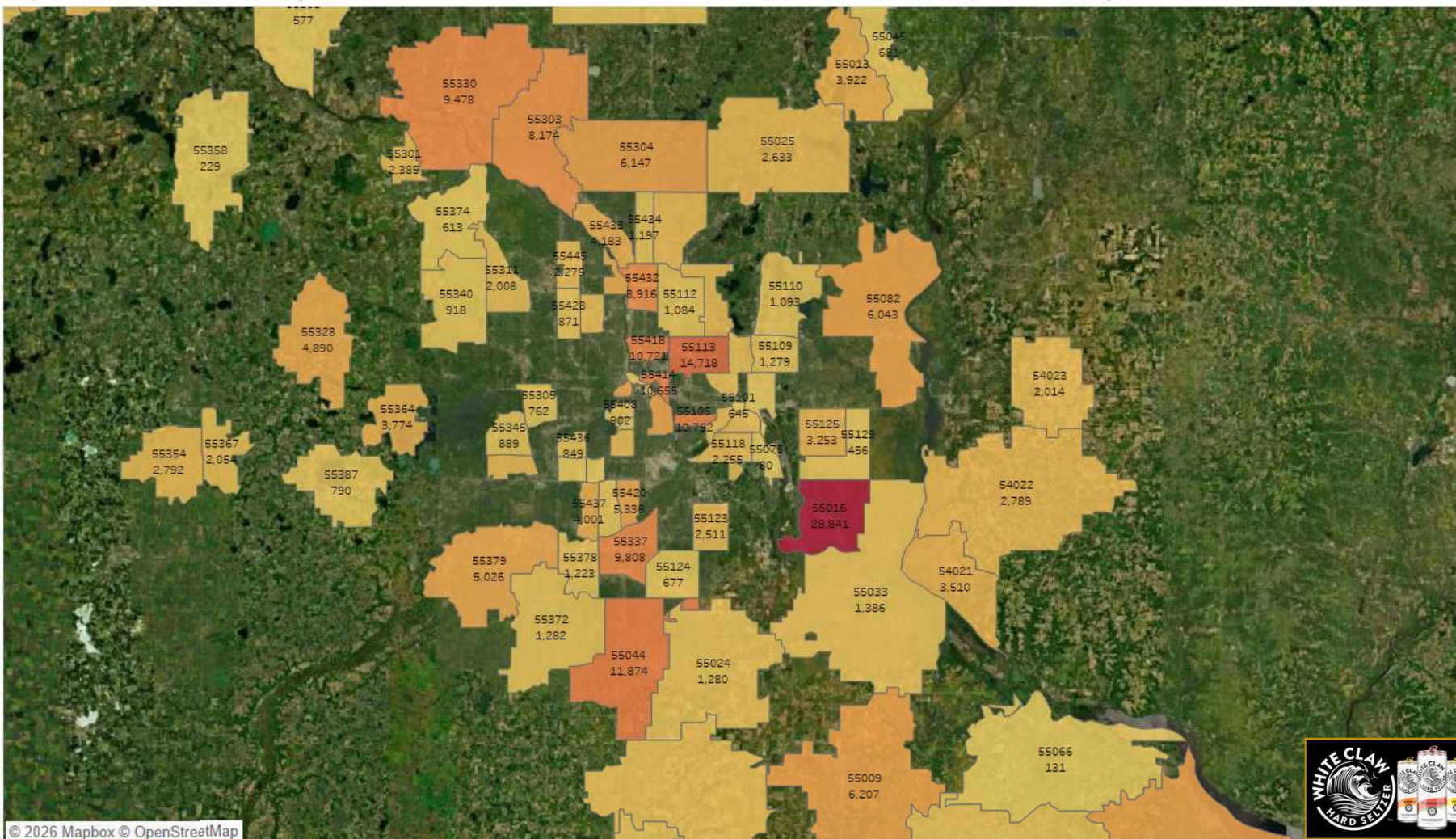


#### Top-26 Employment Zip Codes: Adults 21 or older





# Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168  
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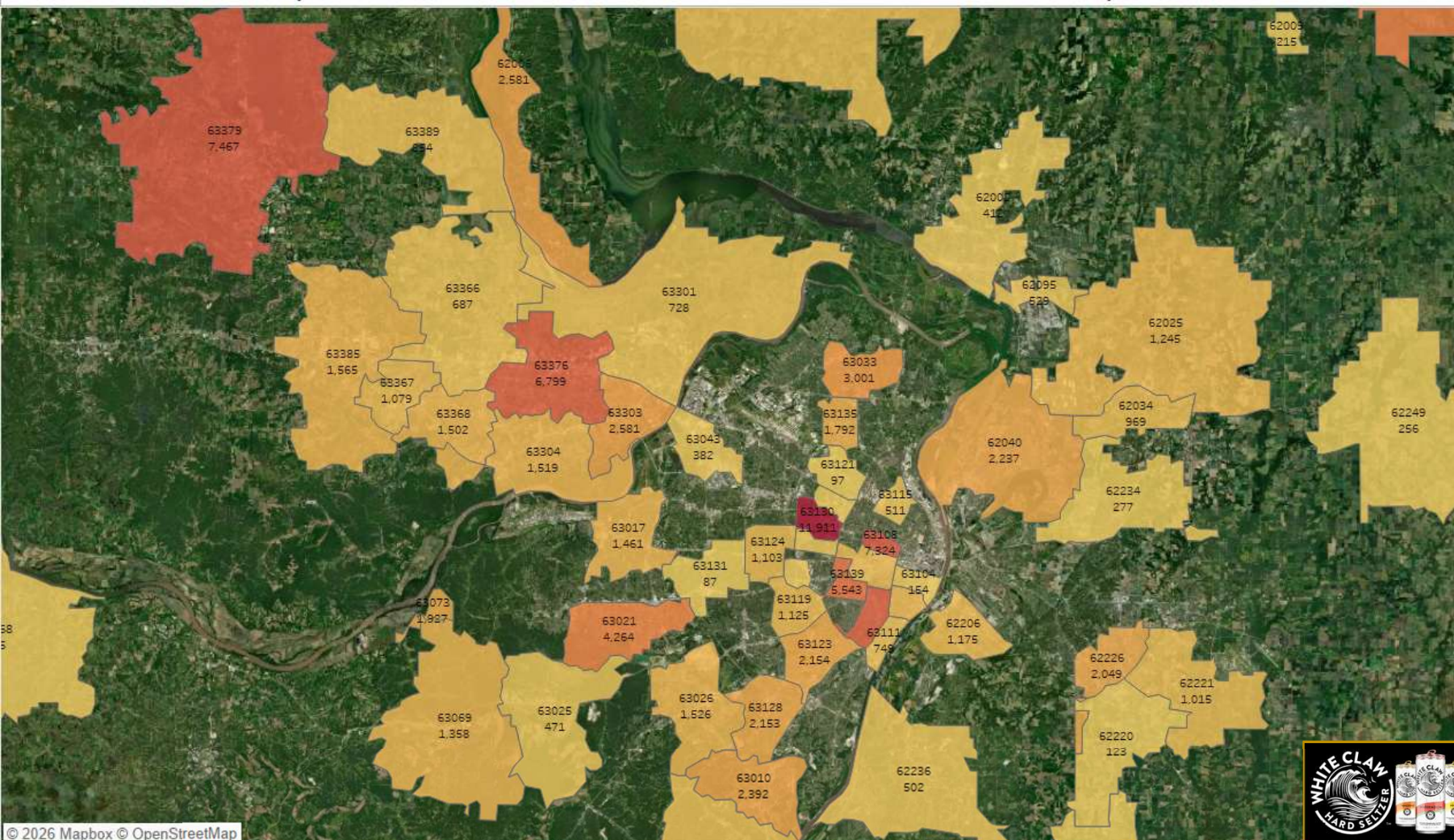
Hard seltzers drank past 30 days: White Claw



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# Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



SUM(Adults 21 or older ...  
47 11,911

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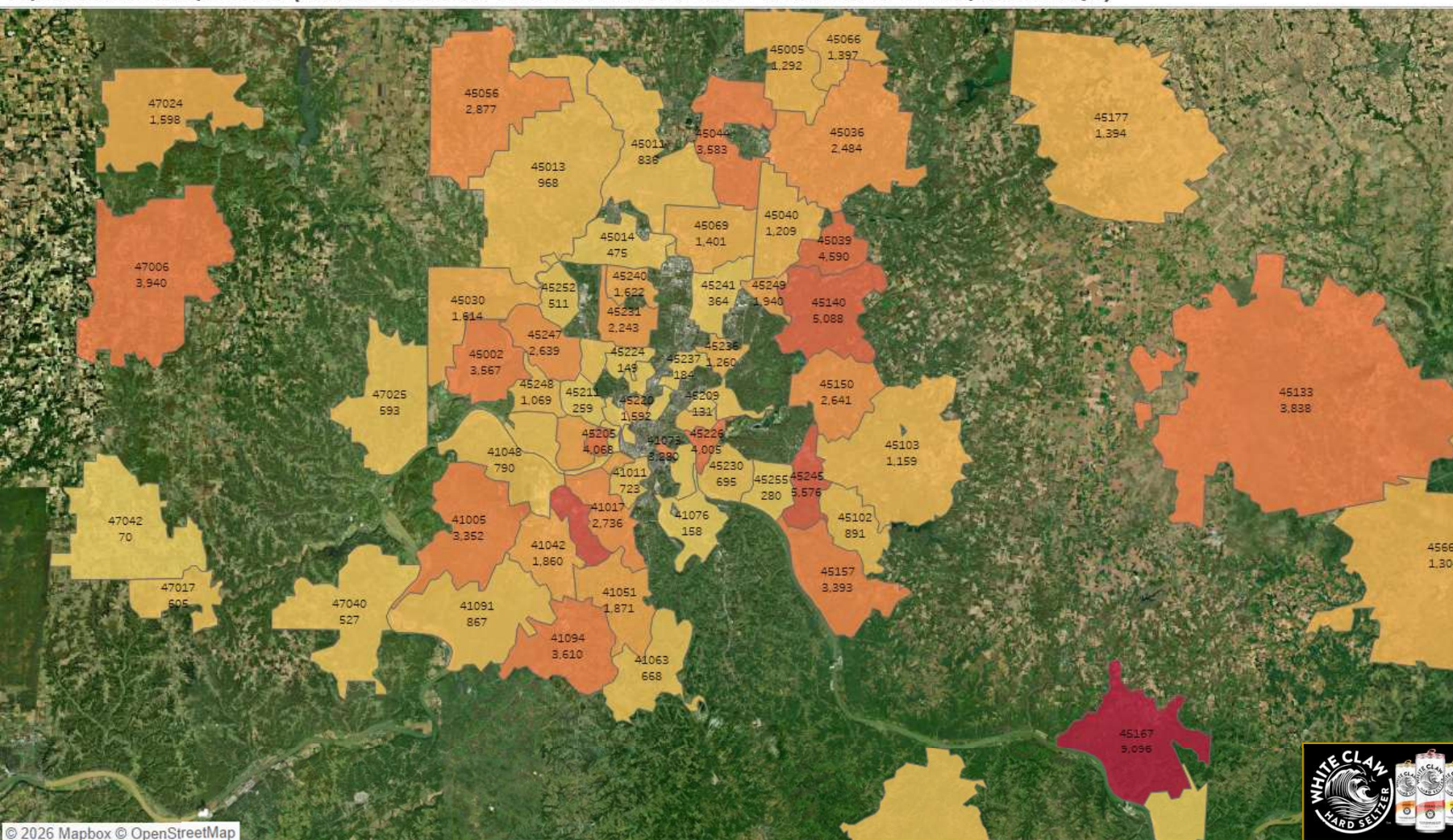
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 100  
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Hard seltzers drank past 30 days: White Claw

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# Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 133  
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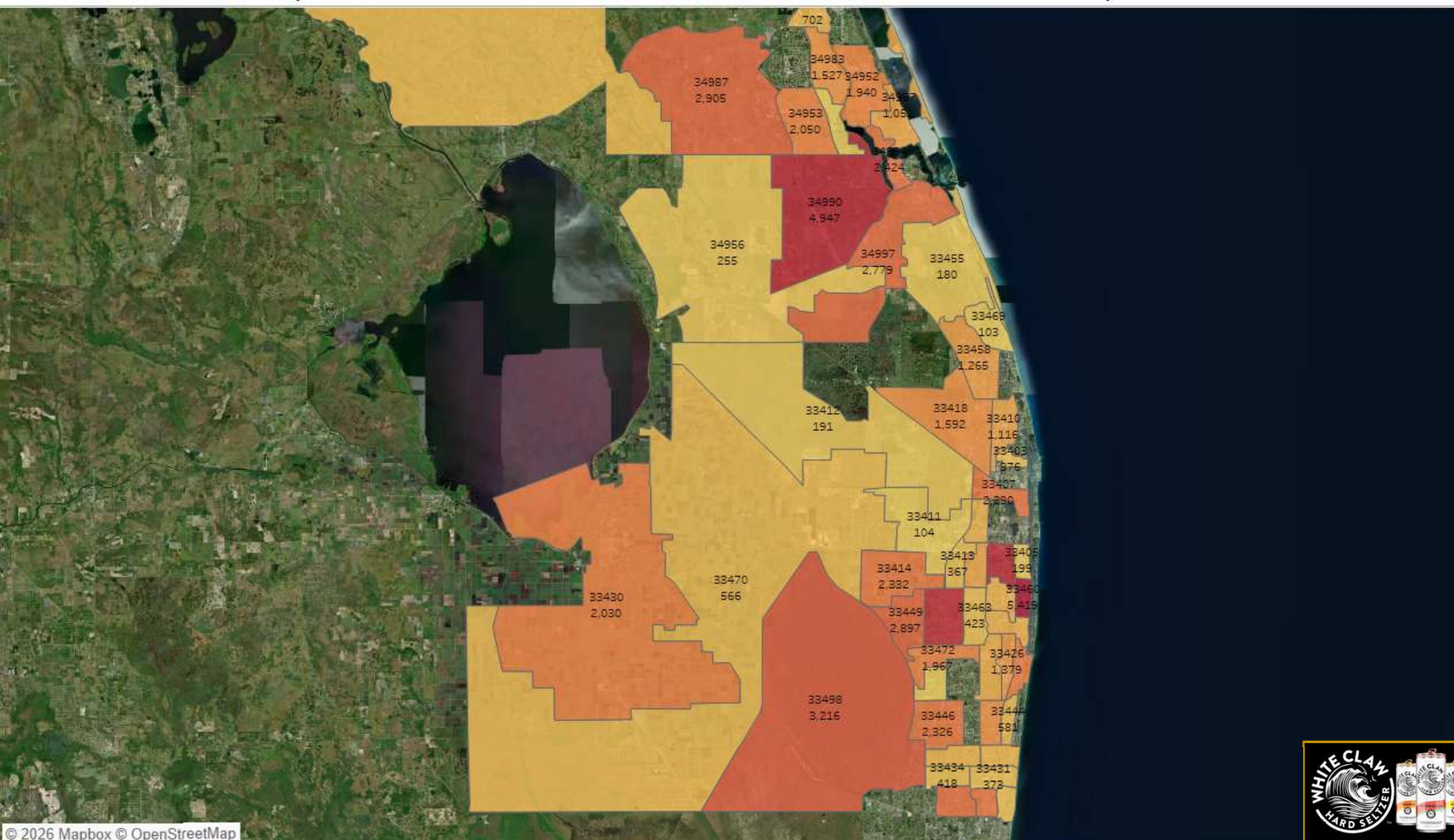


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Hard seltzers drank past 30 days: White Claw



# Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



SUM(Adults 21 or older ...)

50 5,419



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 147  
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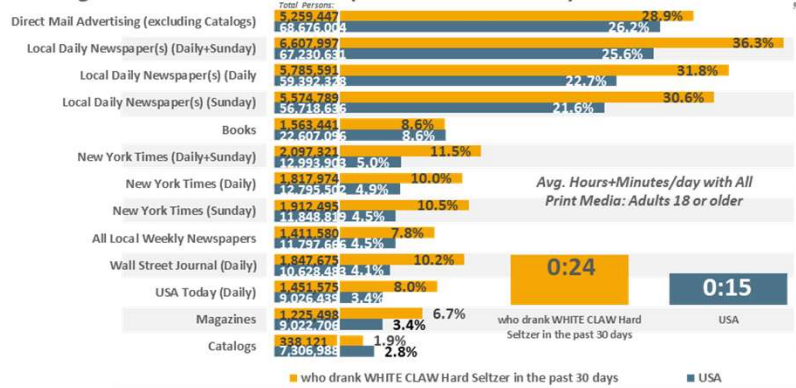
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

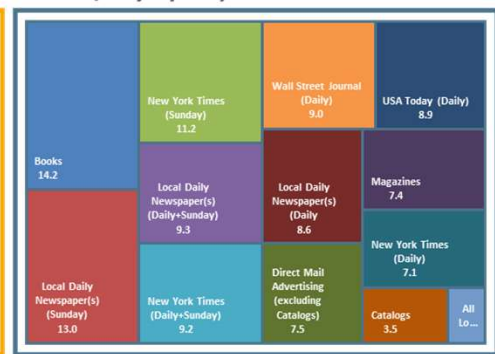


6,607,997 or 36.3% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

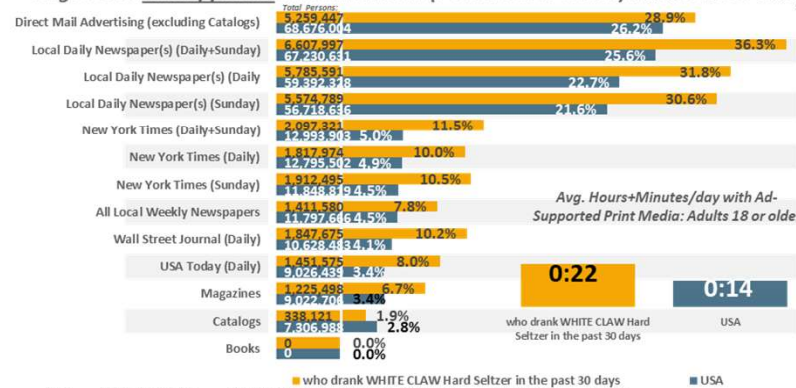
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



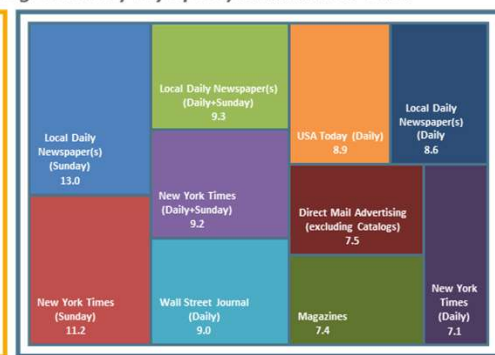
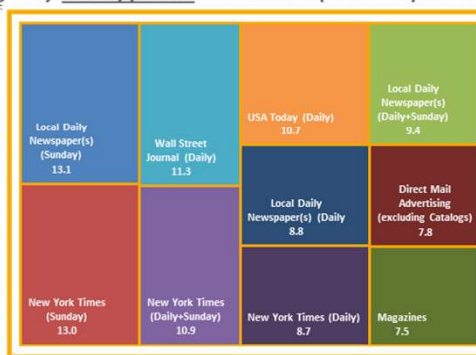
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

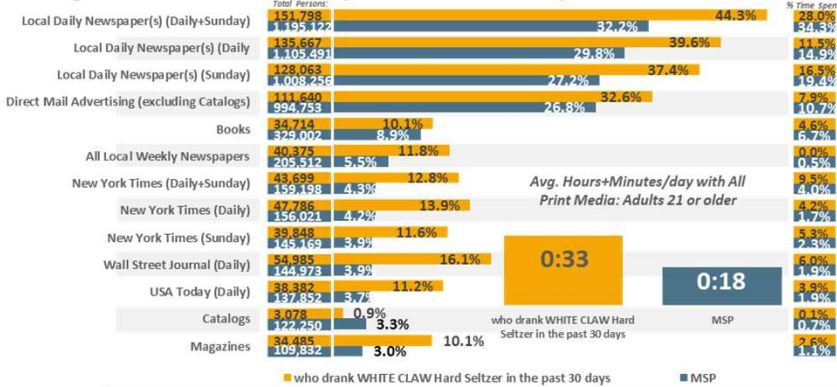




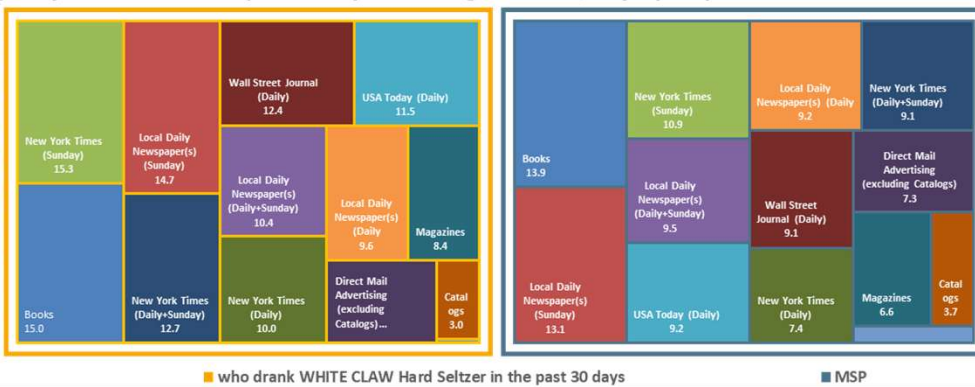


151,798 or 44.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

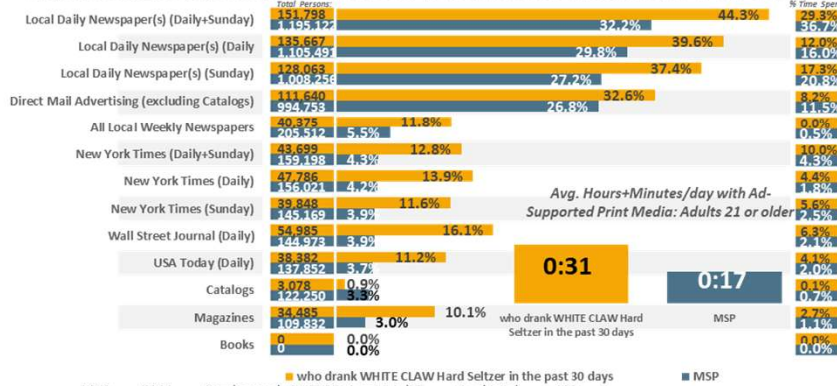
**Avg. Week All Print Media (Persons & % Reach): Adults 21 or older**



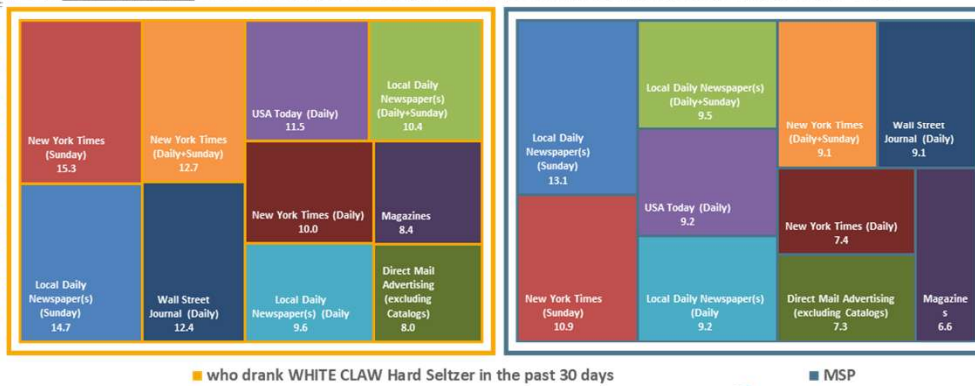
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



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

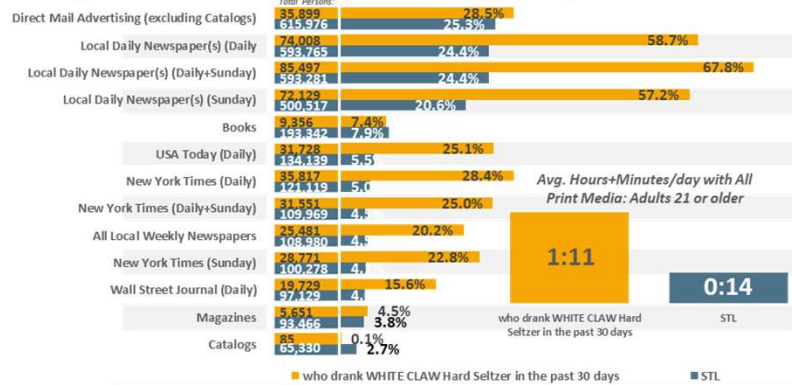




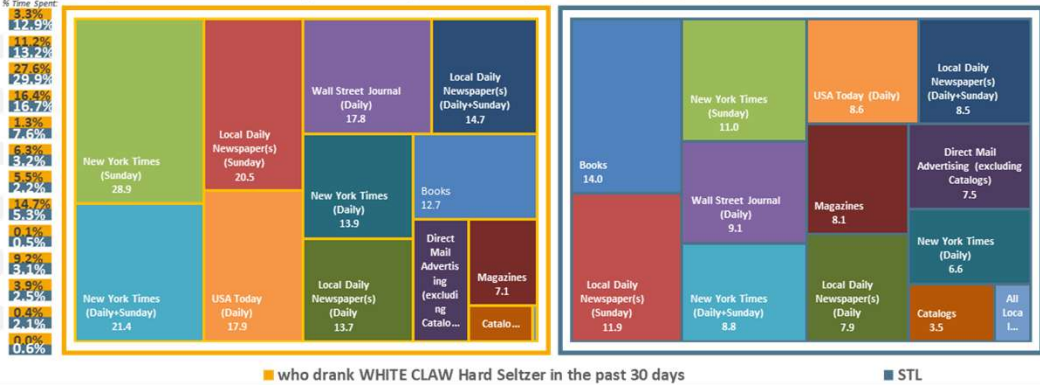


85,497 or 67.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.7 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

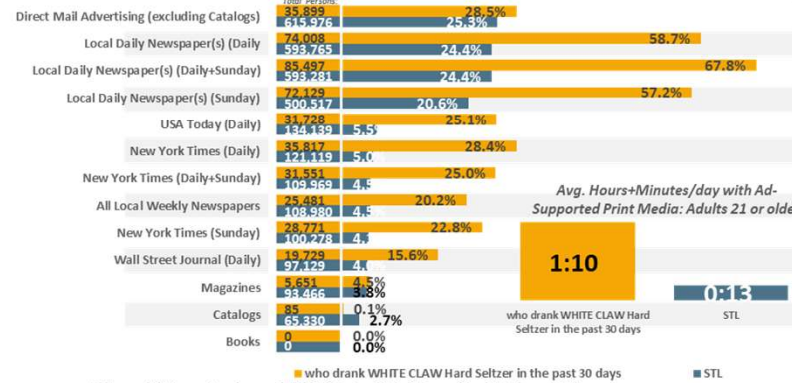
**Avg. Week All Print Media (Persons & % Reach): Adults 21 or older**



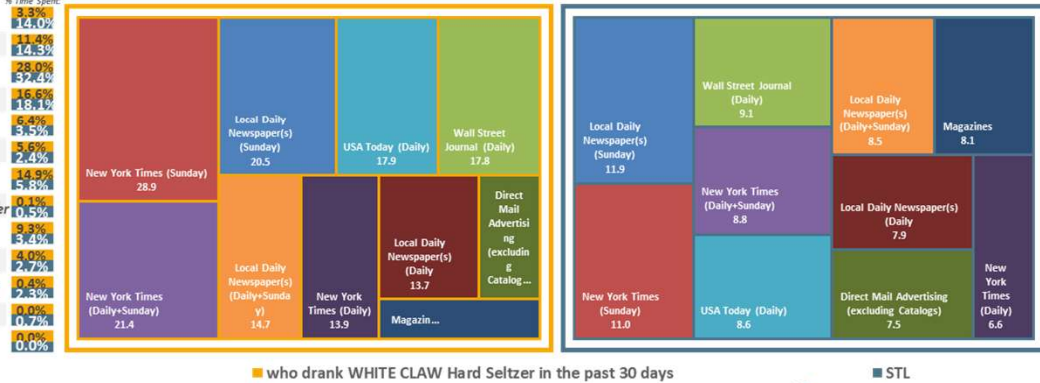
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



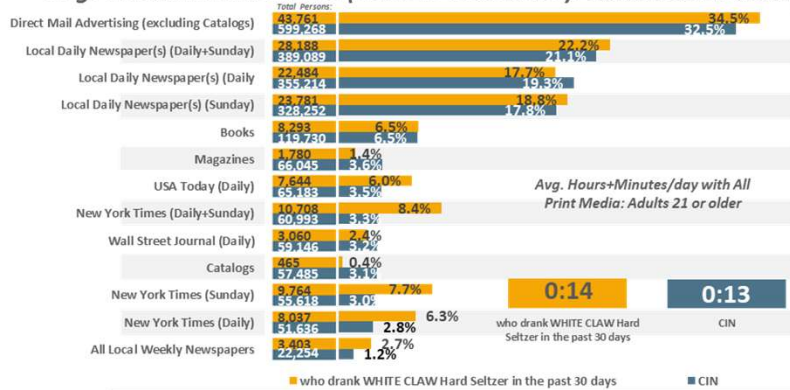
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





28,188 or 22.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

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

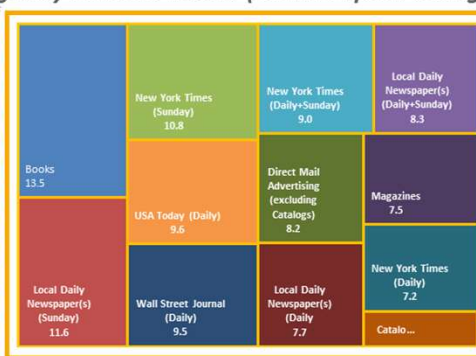


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:14  
who drank WHITE CLAW Hard Seltzer in the past 30 days

0:13  
CIN

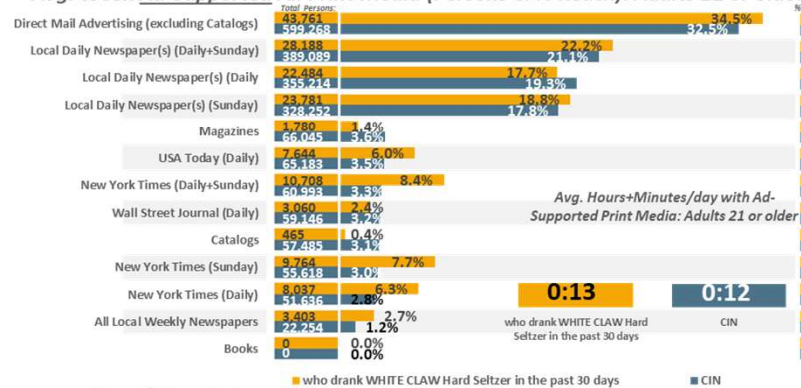
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



who drank WHITE CLAW Hard Seltzer in the past 30 days

CIN

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

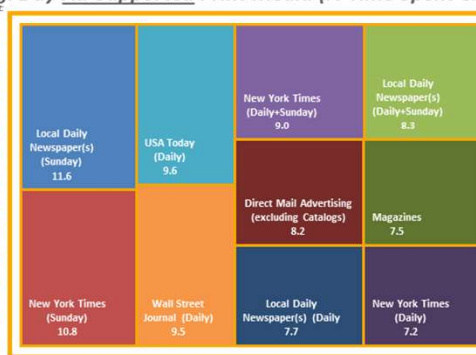


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:13  
who drank WHITE CLAW Hard Seltzer in the past 30 days

0:12  
CIN

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



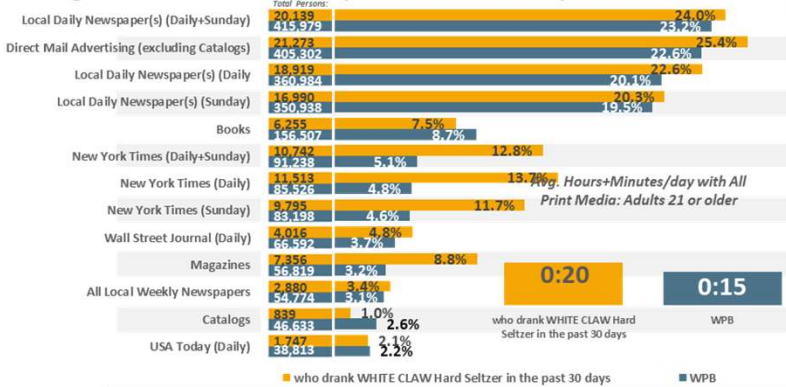
who drank WHITE CLAW Hard Seltzer in the past 30 days

CIN

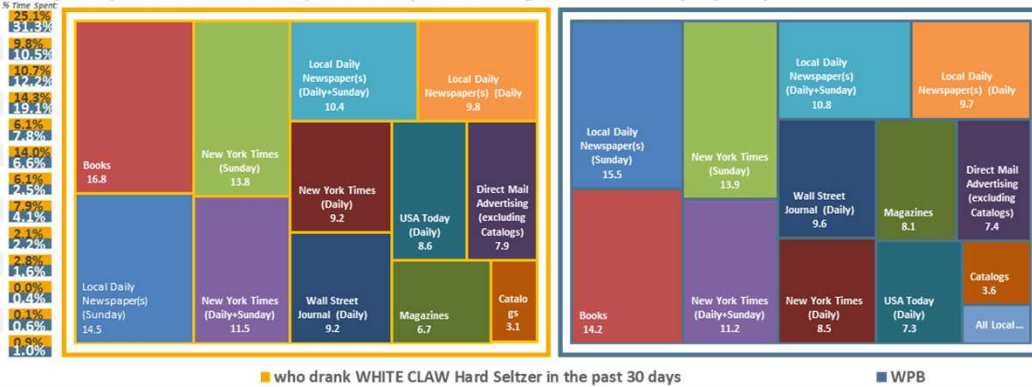


20,139 or 24.% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

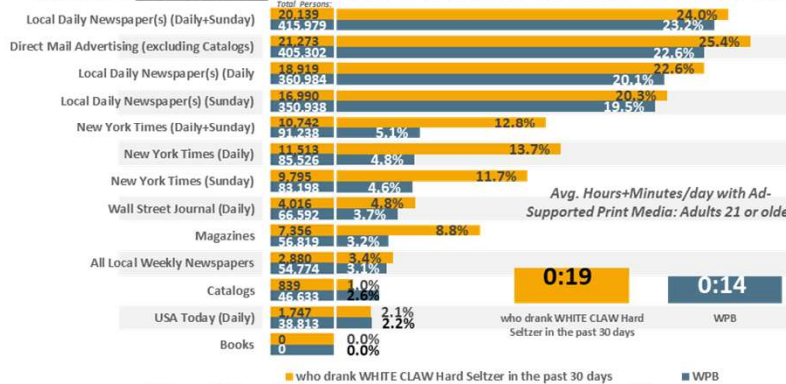
**Avg. Week All Print Media (Persons & % Reach): Adults 21 or older**



**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**

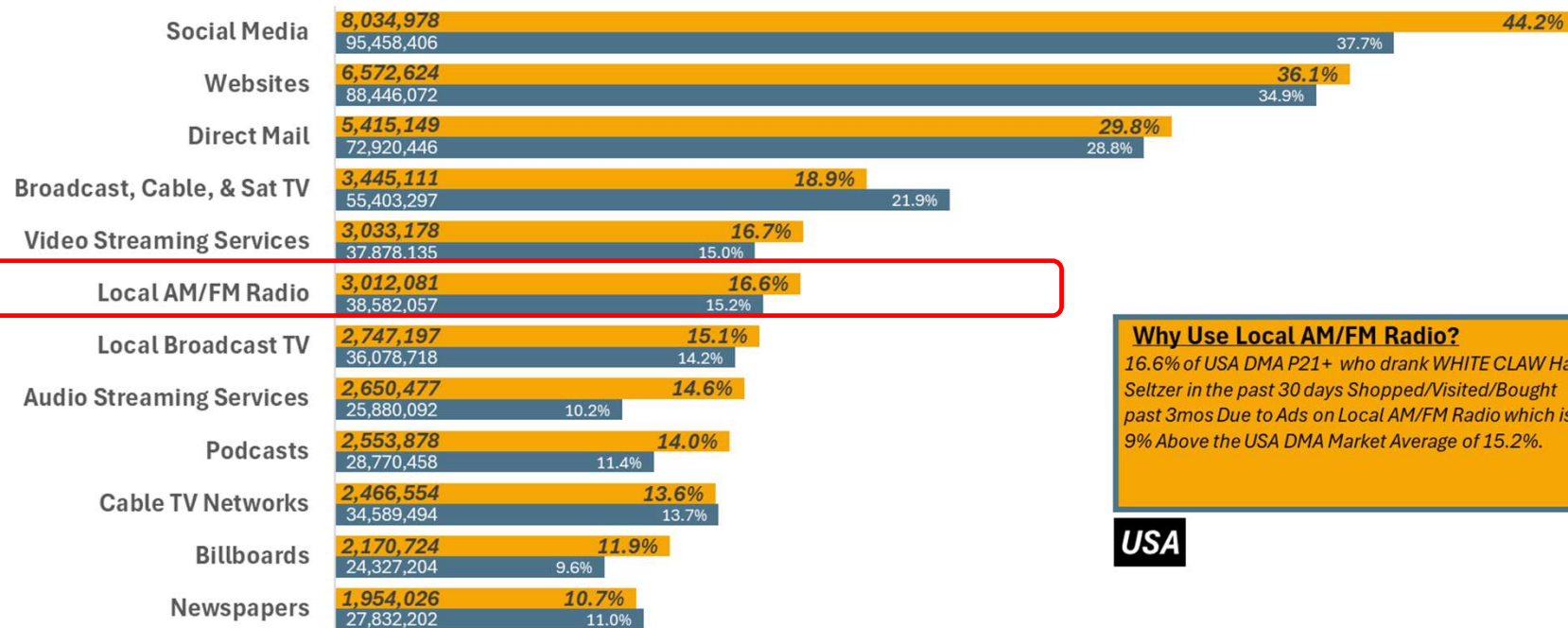






## "Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio?**  
16.6% of USA DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 15.2%.

USA

■ P21+ who drank WHITE CLAW Hard Seltzer 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 R2 2025: Sep24-Aug25 Qual Intab: 1692  
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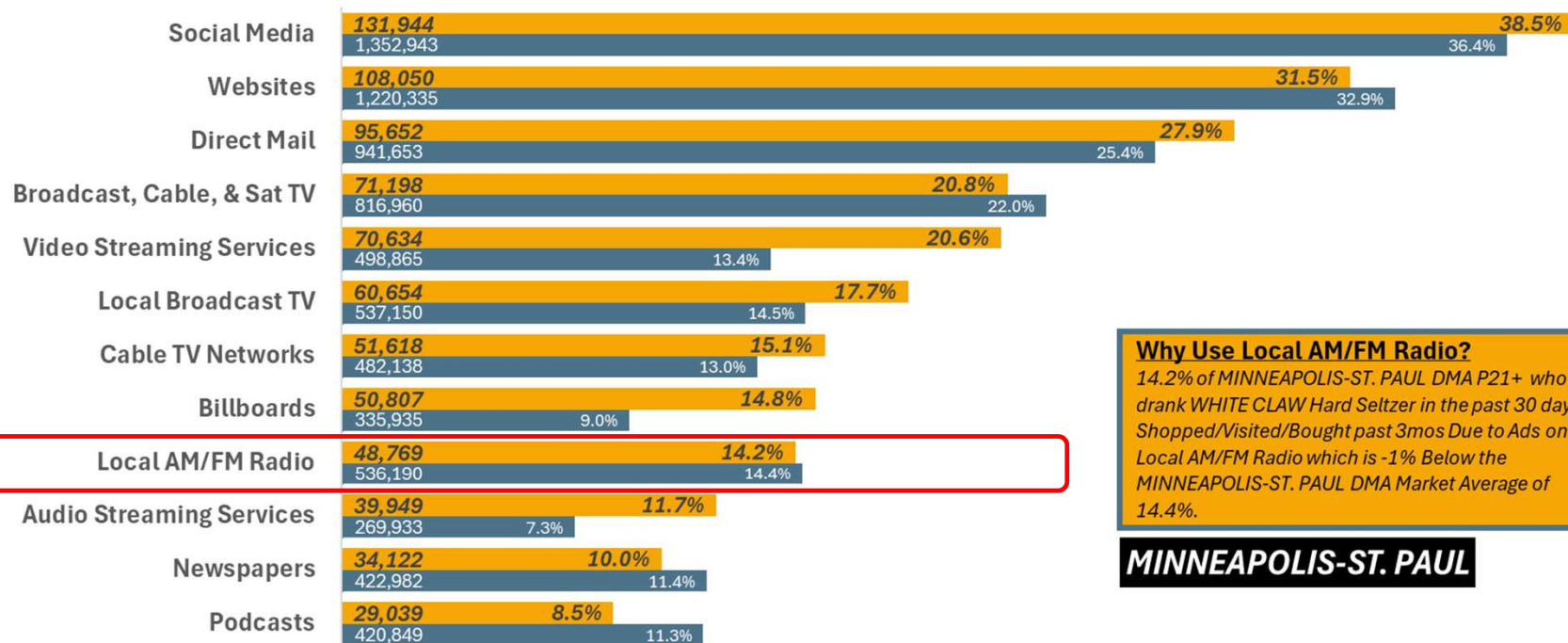
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Hard seltzers drank past 30 days: White Claw



## "Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.2% of MINNEAPOLIS-ST. PAUL DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.4%.

**MINNEAPOLIS-ST. PAUL**

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 168  
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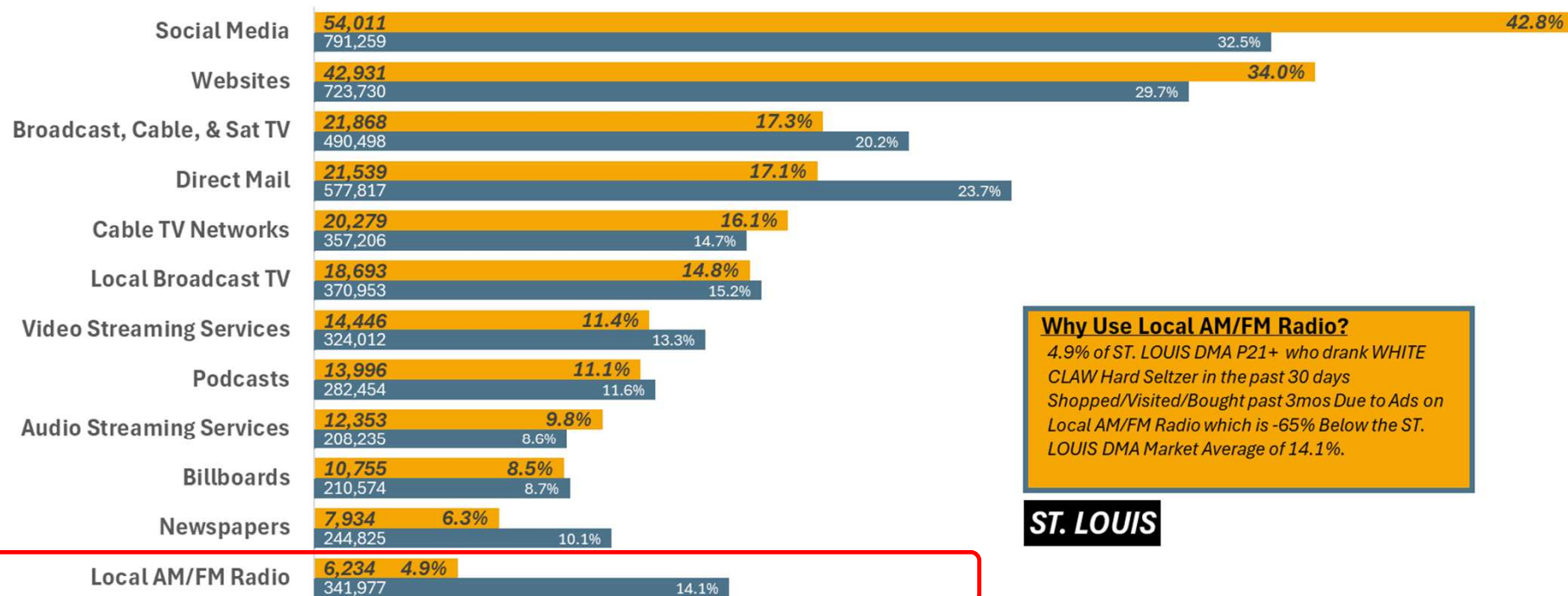
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Hard seltzers drank past 30 days: White Claw



## "Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

4.9% of ST. LOUIS DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -65% Below the ST. LOUIS DMA Market Average of 14.1%.

ST. LOUIS

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab: 100  
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soefa.ai Share of Everything for Anything ®

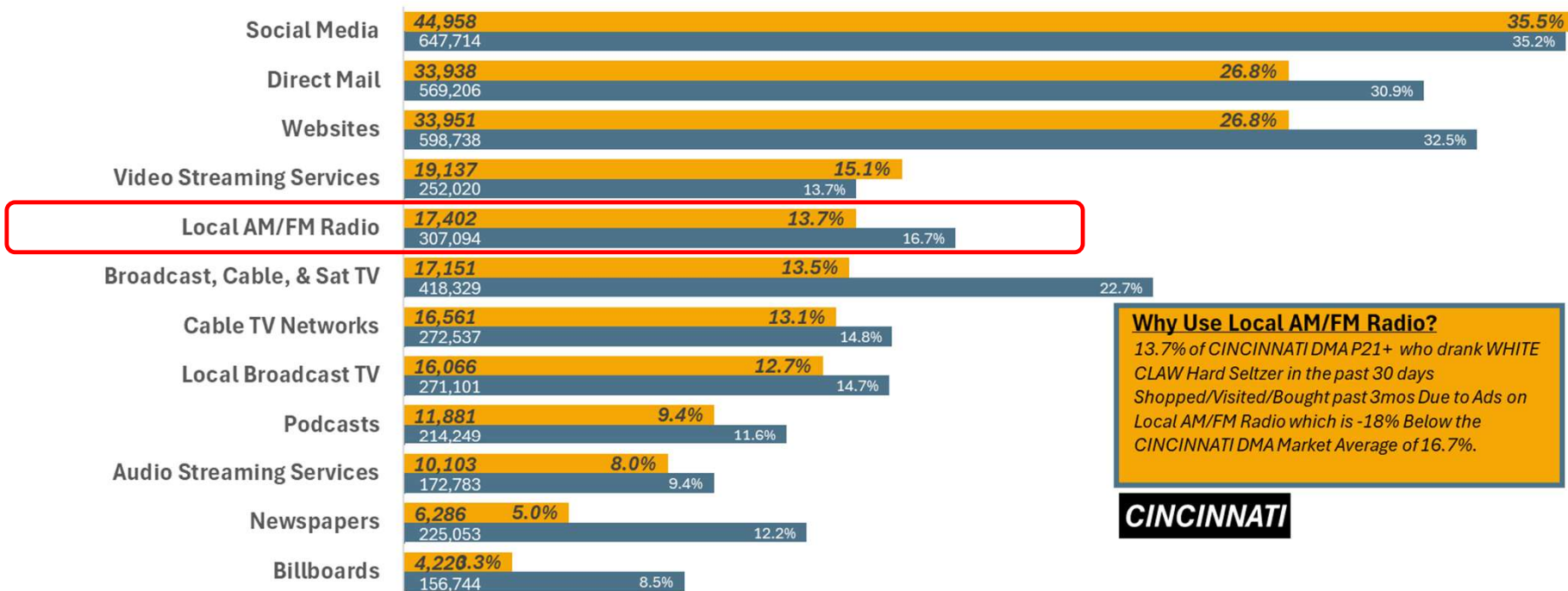
Hard seltzers drank past 30 days: White Claw





## "Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio?**  
13.7% of CINCINNATI DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the CINCINNATI DMA Market Average of 16.7%.

**CINCINNATI**

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 133  
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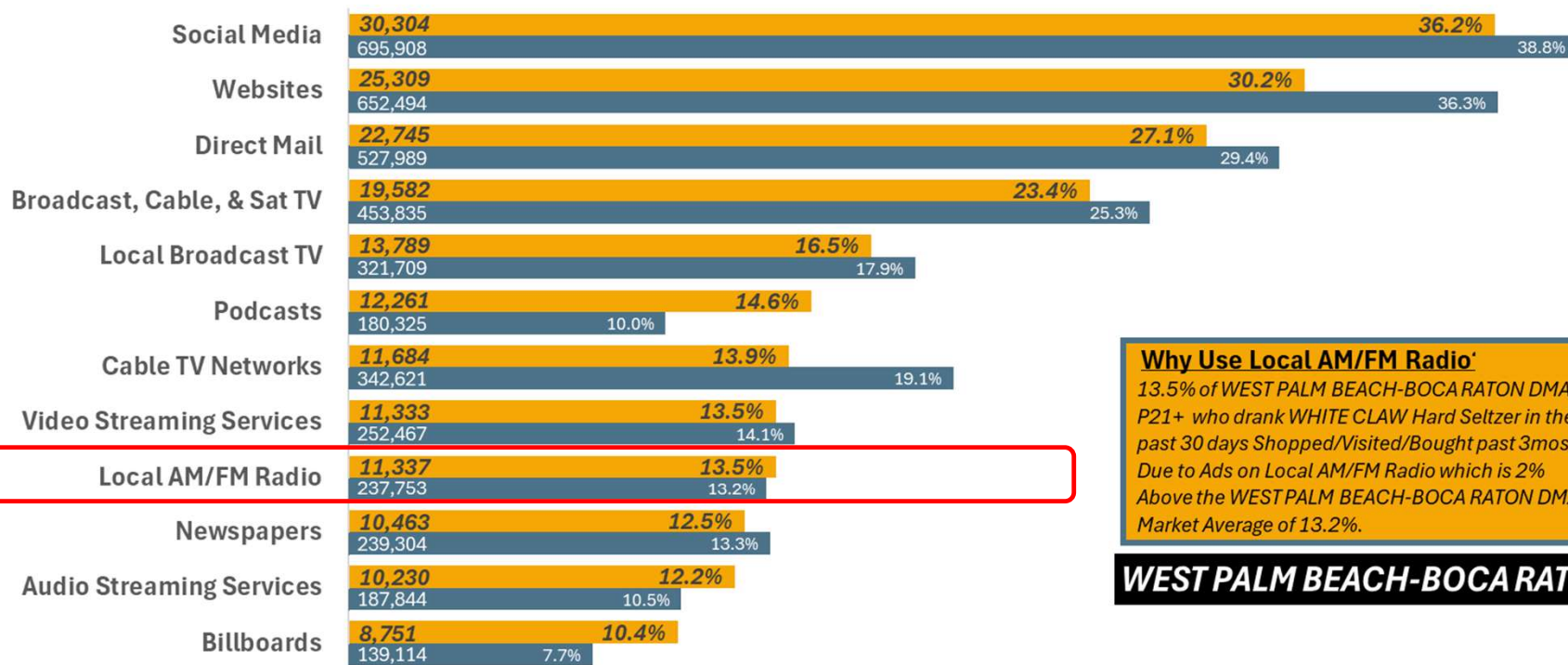
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Hard seltzers drank past 30 days: White Claw



## "Advertising Actions"

**P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio'

13.5% of WEST PALM BEACH-BOCA RATON DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.2%.

**WEST PALM BEACH-BOCA RATON**

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WESTPALM BEACH-BOCA RATON DMA ScarboroughR2 2025: Aug24-Jun25 QualIntab: 147

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Hard seltzers drank past 30 days: White Claw