

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

Complete Demographic & Media Use Profiles



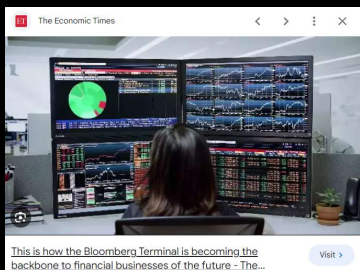
DIAGEO



P21+



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P21+ past 30 days Drinkers of Gin, Tequila, Pre-Mixed Cocktails (with Liquor), Rum, and Vodka as of March 31, 2026.



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

Liquor drank past 30 days: Gin Liquor drank past 30 days: Tequila Liquor drank past 30 days: Pre-mixed cocktails (with liquor) Liquor drank past 30 days: Rum Liquor drank past 30 days: Vodka



6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Typical Adults 21 or older who Drank GIN in the past 30 days are 47. years old (6.6% younger than average)
 and have a \$133,431 (34.9% higher than average) annual household income.

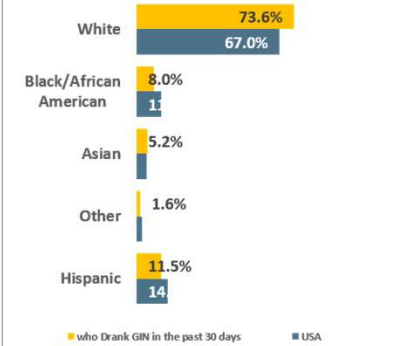
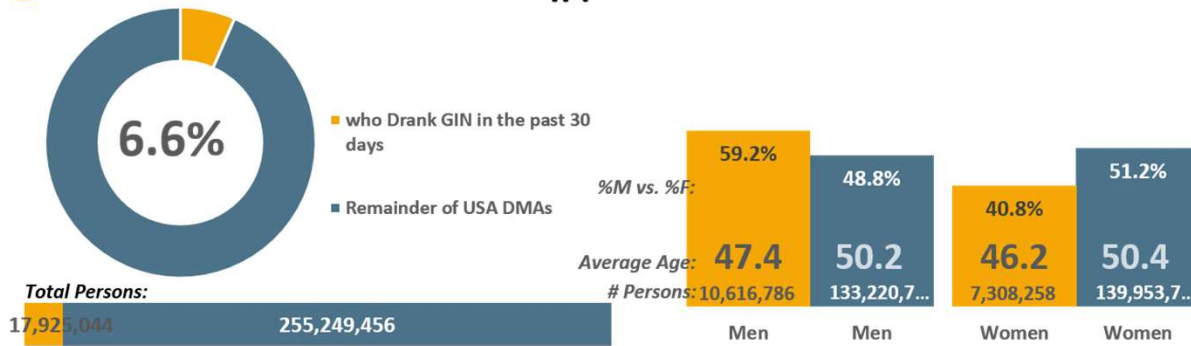


Percent of Market: Adults 21 or older

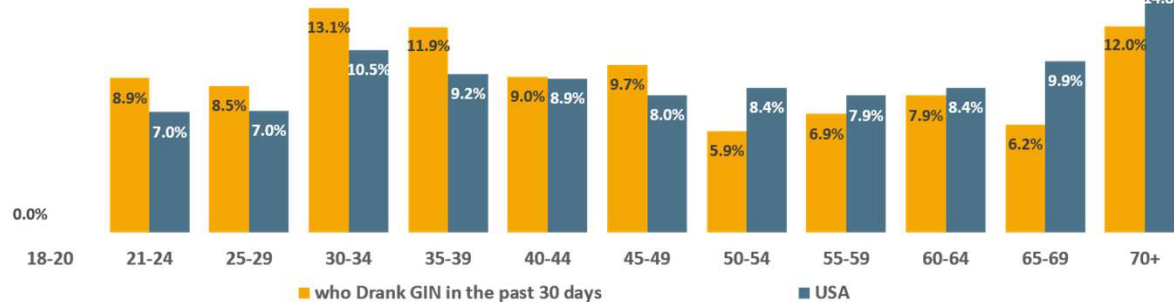


Gender of Target vs. Market: Adults 21 or older

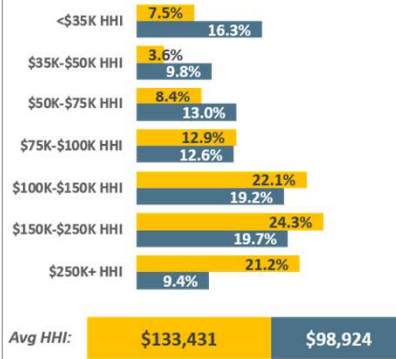
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:
 \$133,431 (Target) vs \$98,924 (USA)

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank post 30 days: Gin



15.0% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
 Typical Adults 21 or older who Drank TEQUILA in the past 30 days are 45.7 years old (9.1% younger than average) and have a \$113,427 (14.7% higher than average) annual household income.

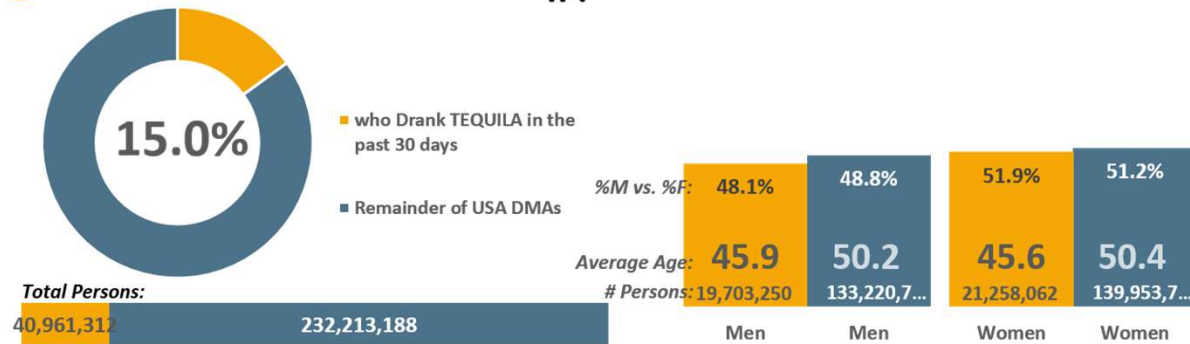


Percent of Market: Adults 21 or older

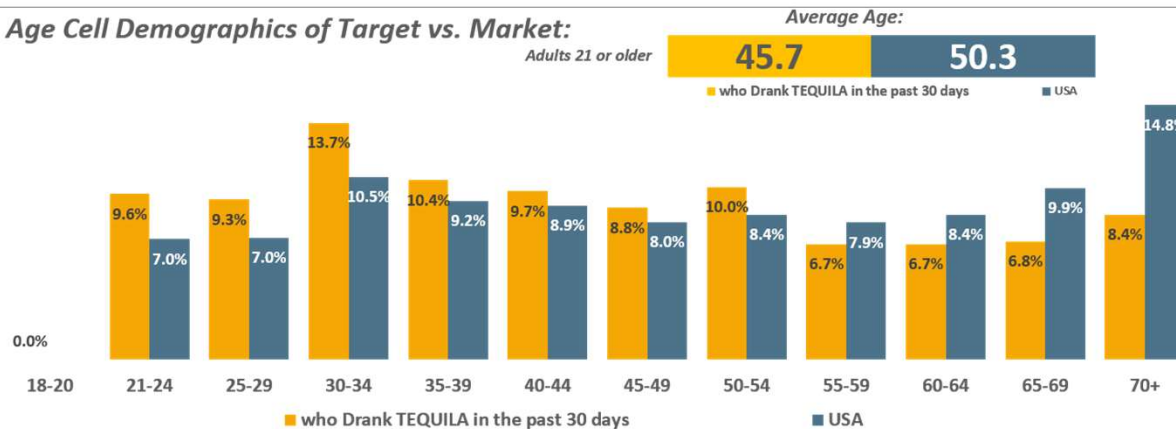


Gender of Target vs. Market: Adults 21 or older

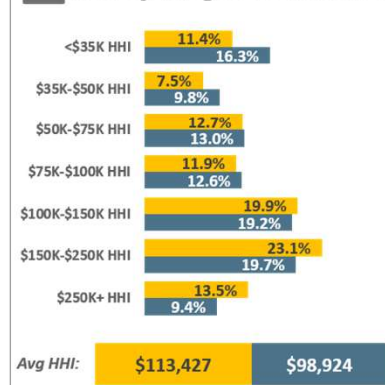
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Tequila



5.0% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days.
 Typical Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 44.7 years old
 (11.1% younger than average) and have a \$106,966 (8.1% higher than average) annual household income.

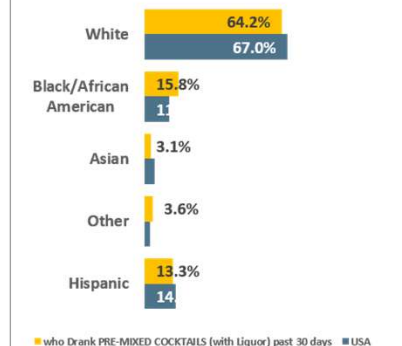
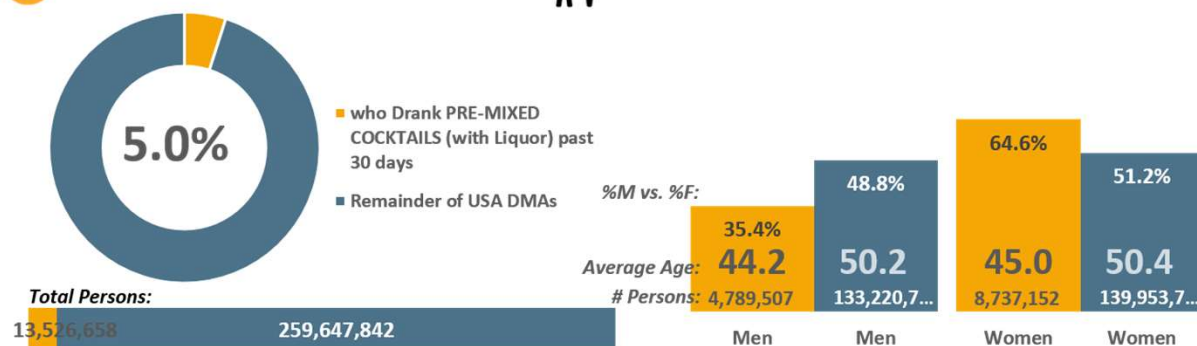


Percent of Market: Adults 21 or older

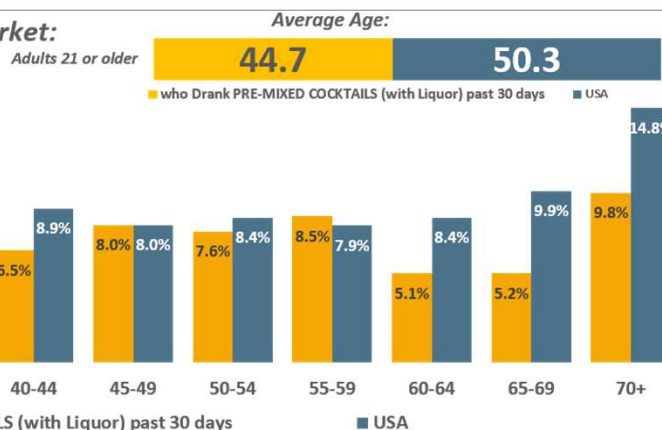


Gender of Target vs. Market: Adults 21 or older

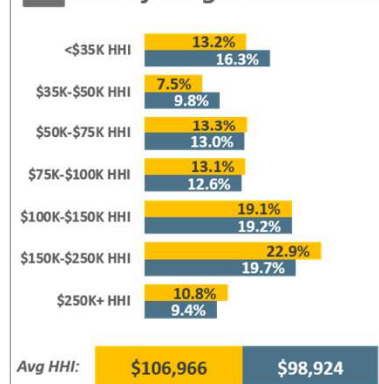
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)



9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
 Typical Adults 21 or older who Drank RUM in the past 30 days are 48.2 years old (4.2% younger than average) and have a \$117,124 (18.4% higher than average) annual household income.

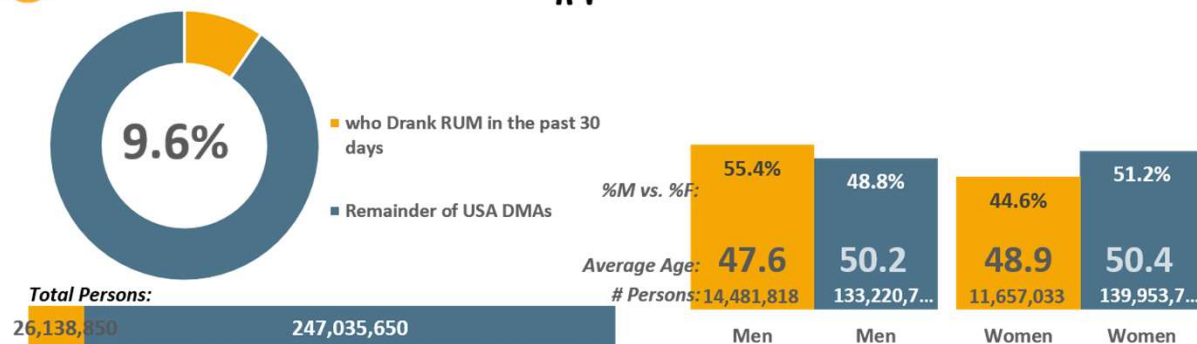


Percent of Market: Adults 21 or older

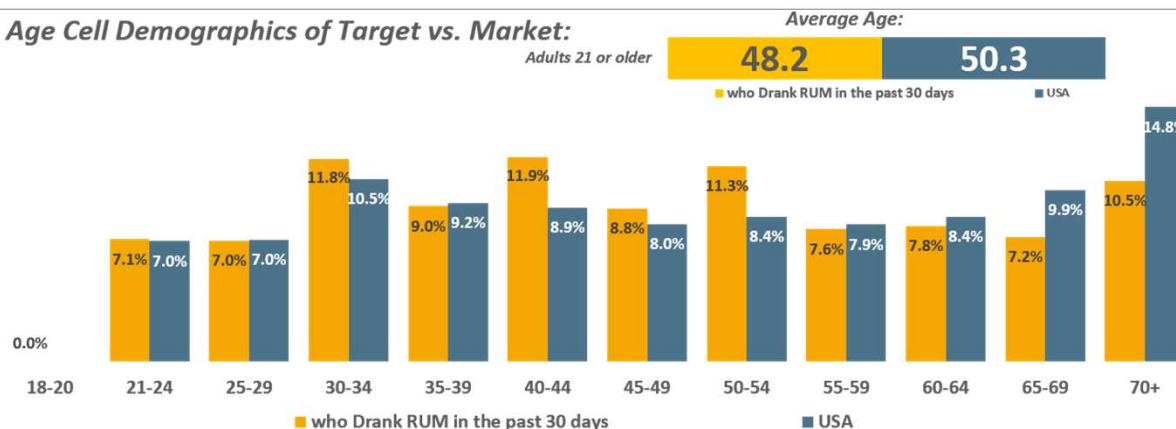


Gender of Target vs. Market: Adults 21 or older

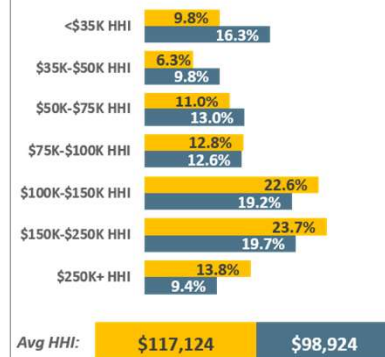
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Rum



18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
 Typical Adults 21 or older who Drank VODKA in the past 30 days are 47.7 years old (5.1% younger than average) and have a \$113,633 (14.9% higher than average) annual household income.

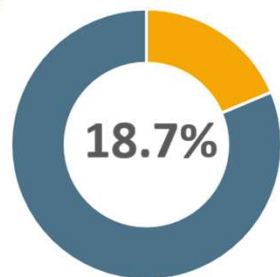


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



Total Persons:

51,020,894

222,153,606

%M vs. %F:

Average Age:

Persons: 23,602,261

46.3%

47.8

Men

48.8%

50.2

Men

53.7%

47.7

Women

51.2%

50.4

Women

Age Cell Demographics of Target vs. Market:

Average Age:

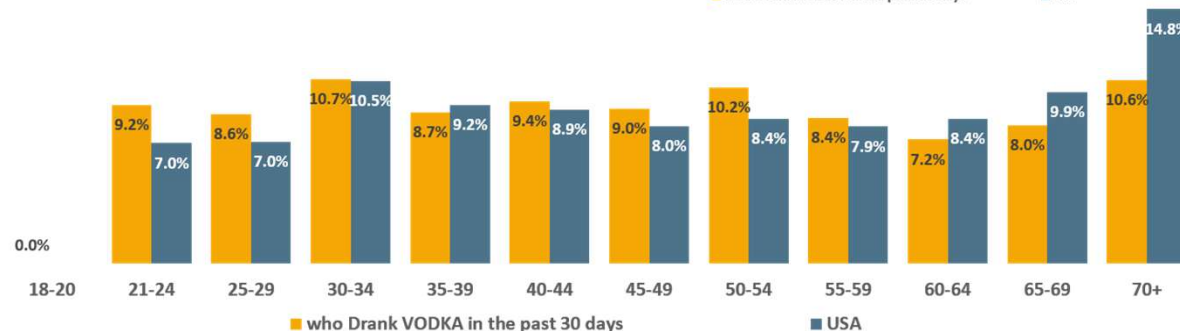
Adults 21 or older

47.7

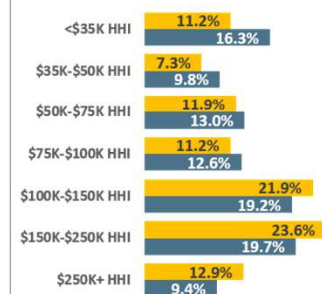
50.3

who Drank VODKA in the past 30 days

USA



HHI of Target vs. Market:



Avg HHI:

\$113,633

\$98,924

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

23,606

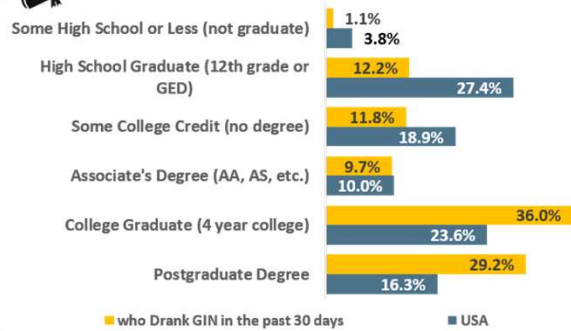
Liquor drank past 30 days: Vodka



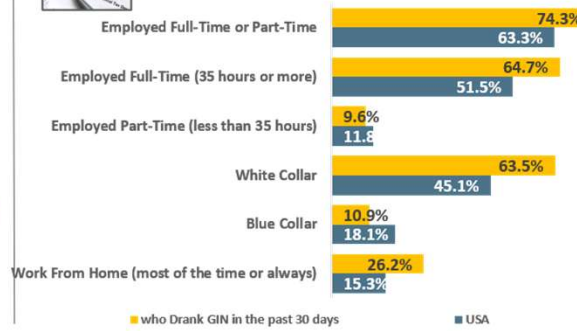
6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Adults 21 or older who Drank GIN in the past 30 days are 63.8% more likely to be a college graduate,
 25.7% more likely to work full-time, 12.6% more likely to be married, 4.8% less likely to be a parent of 1
 or more children under 18.



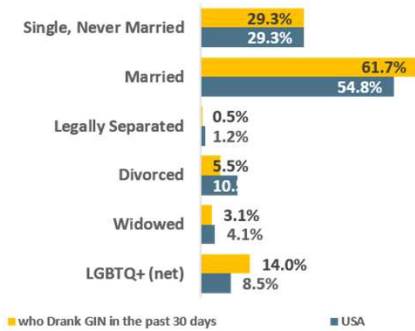
Education Levels: Adults 21 or older



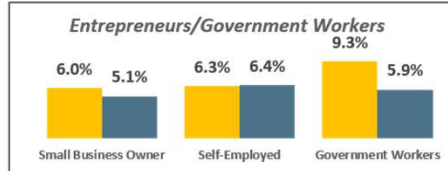
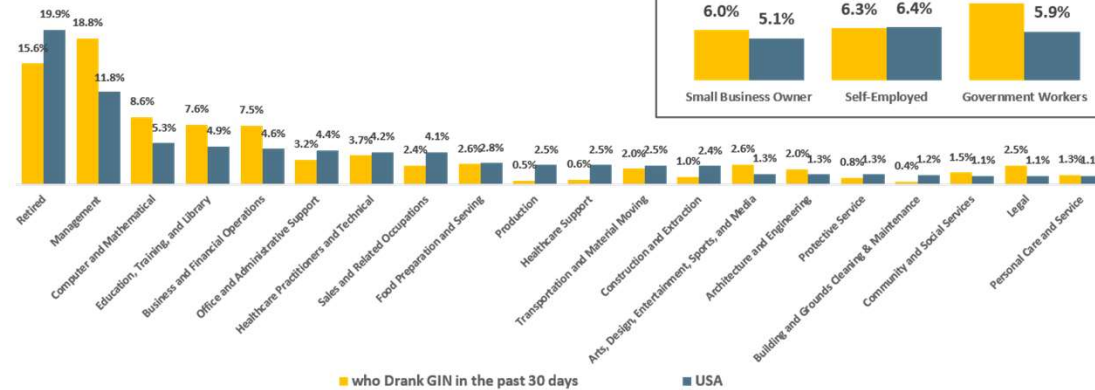
Employment: Adults 21 or older



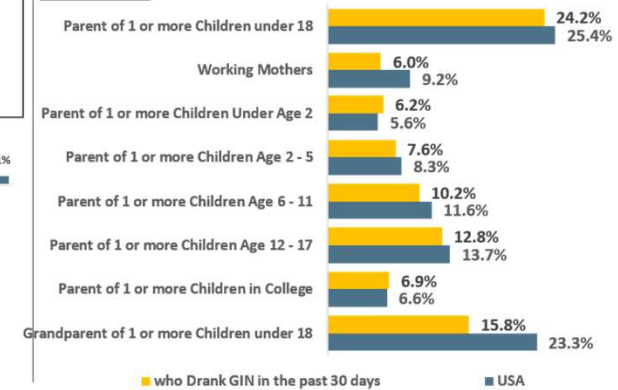
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



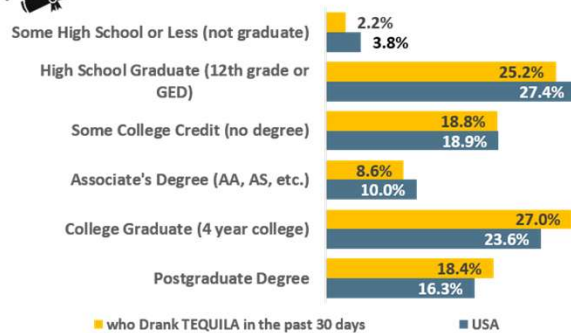
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

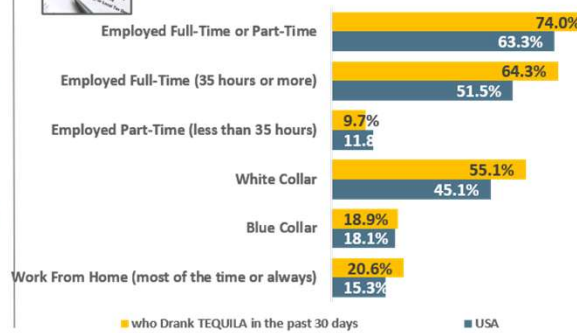


15.5% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
 Adults 21 or older who Drank TEQUILA in the past 30 days are 13.8% more likely to be a college graduate, 24.8% more likely to work full-time, 3.9% less likely to be married, 10.0% more likely to be a parent of 1 or more children under 18.

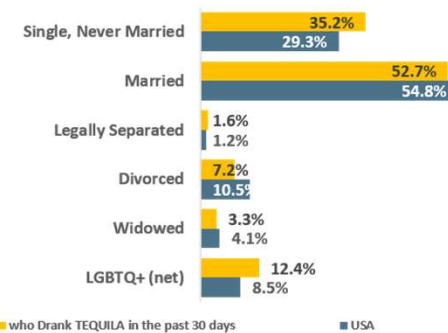
Education Levels: Adults 21 or older



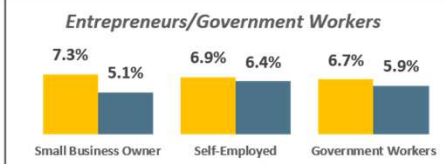
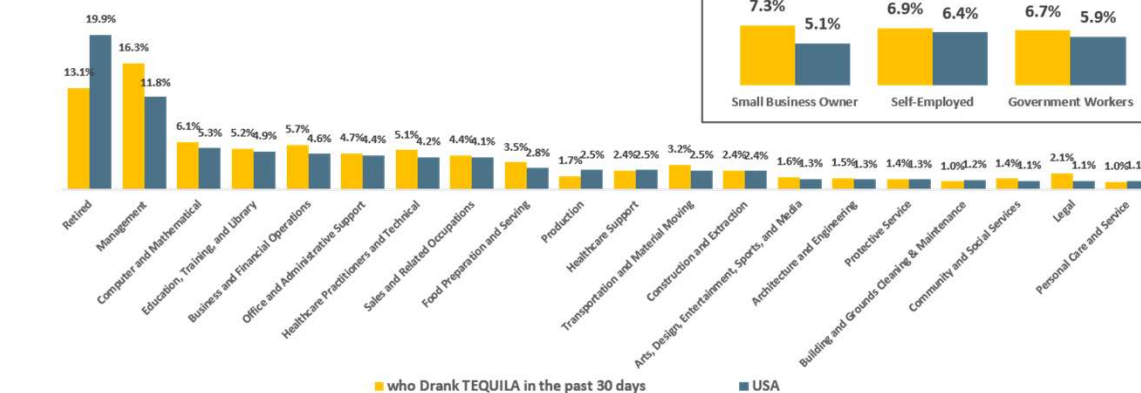
Employment: Adults 21 or older



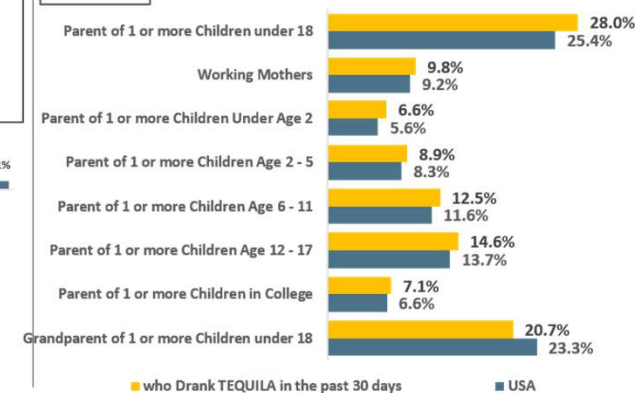
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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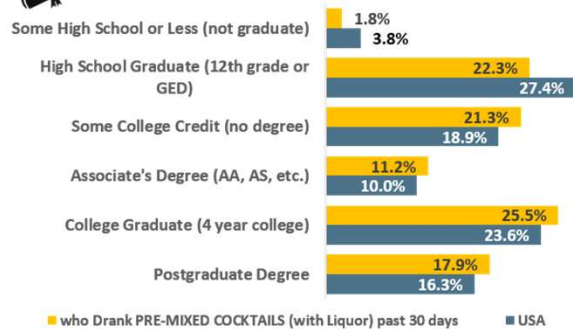
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606



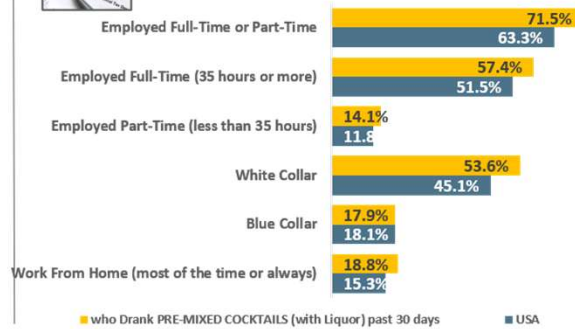
5.0% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days. Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 8.9% more likely to be a college graduate, 11.5% more likely to work full-time, 8.4% less likely to be married, 9.6% more likely to be a parent of 1 or more children under 18.



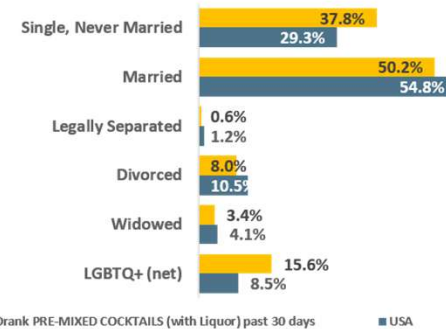
Education Levels: Adults 21 or older



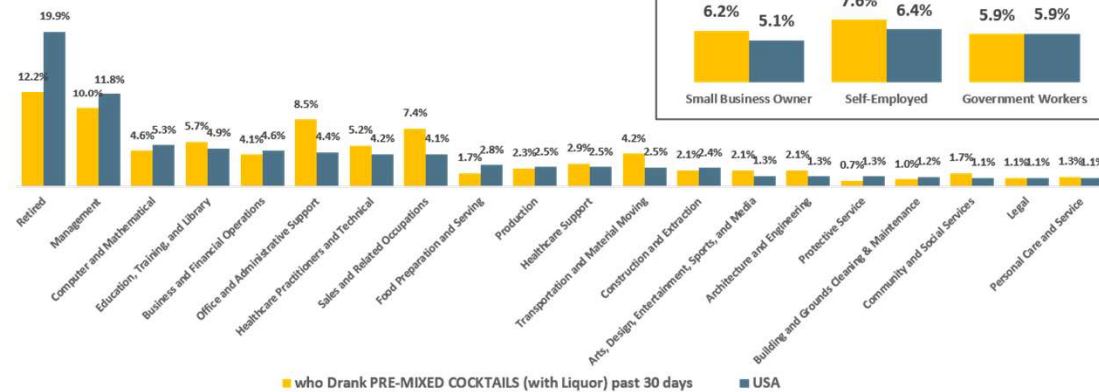
Employment: Adults 21 or older



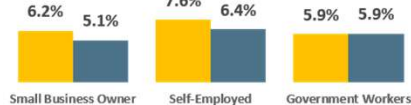
Marital Status: Adults 21 or older



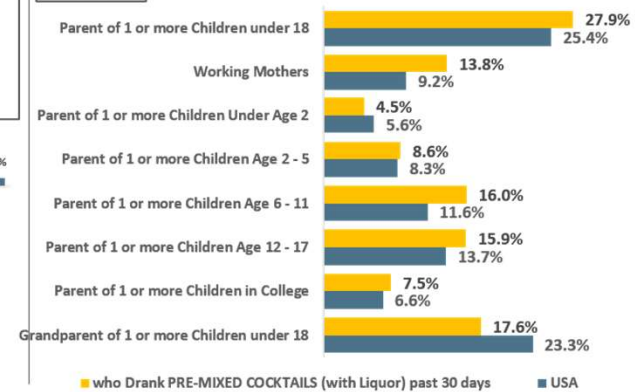
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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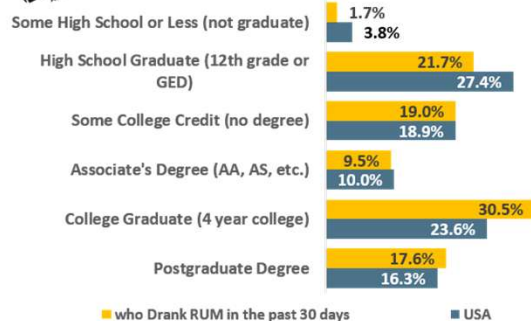
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

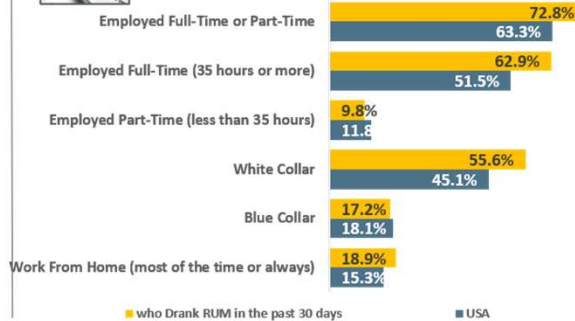


9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
 Adults 21 or older who Drank RUM in the past 30 days are 20.8% more likely to be a college graduate,
 22.2% more likely to work full-time, 10.5% more likely to be married, 13.2% more likely to be a parent of
 1 or more children under 18.

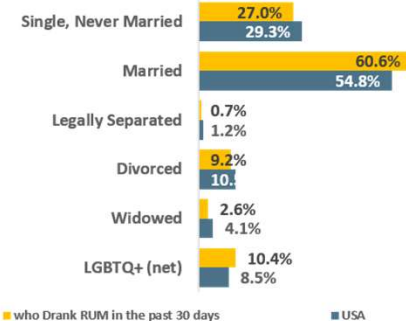
Education Levels: Adults 21 or older



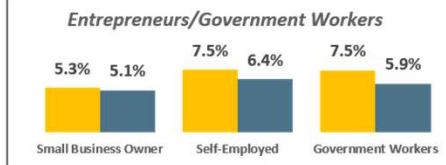
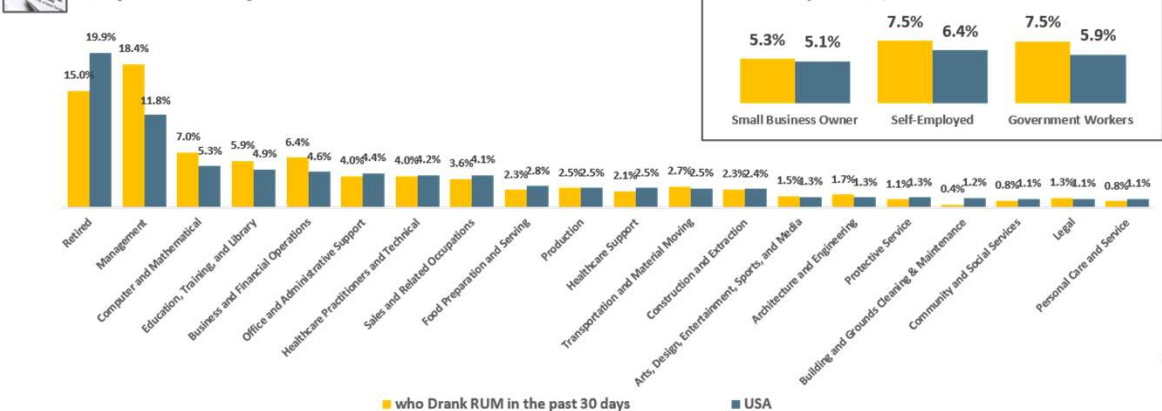
Employment: Adults 21 or older



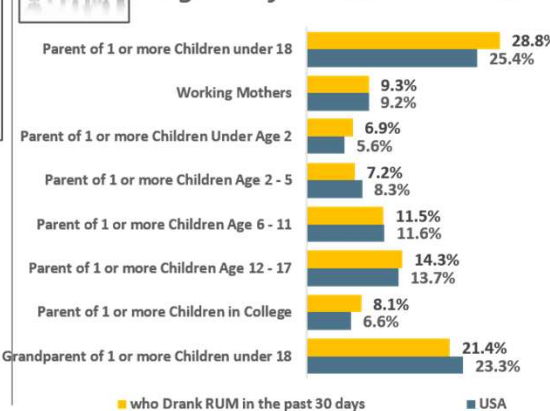
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



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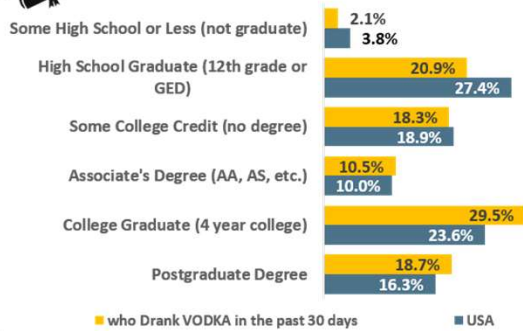
Liquor drank past 30 days: Rum



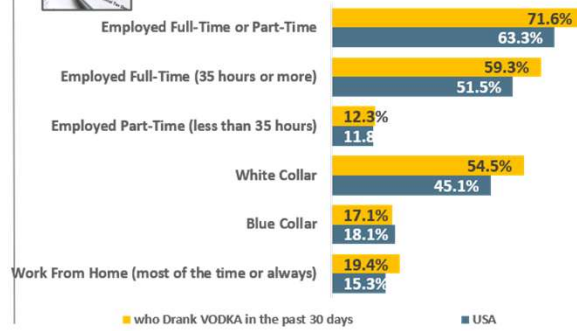
18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
 Adults 21 or older who Drank VODKA in the past 30 days are 20.8% more likely to be a college graduate,
 15.2% more likely to work full-time, 3.5% less likely to be married, 2.9% more likely to be a parent of 1
 or more children under 18.



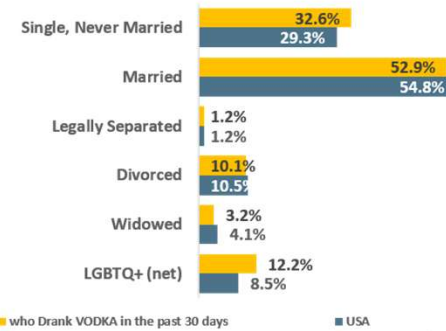
Education Levels: Adults 21 or older



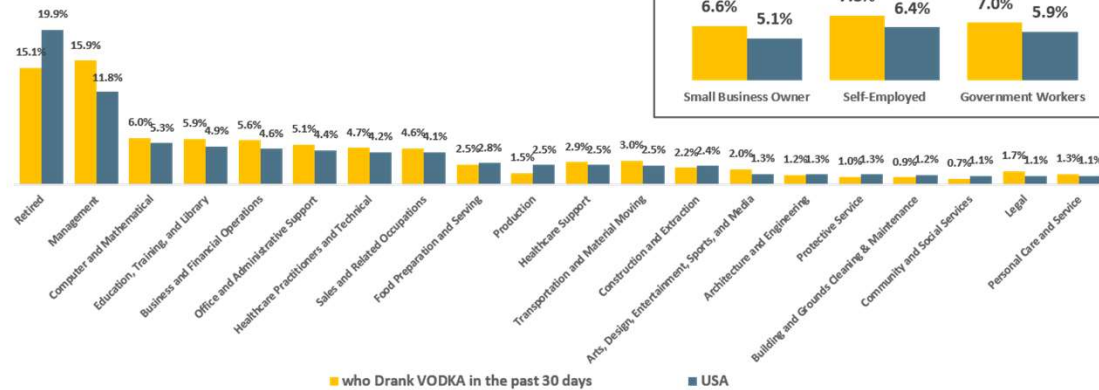
Employment: Adults 21 or older



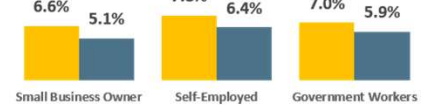
Marital Status: Adults 21 or older



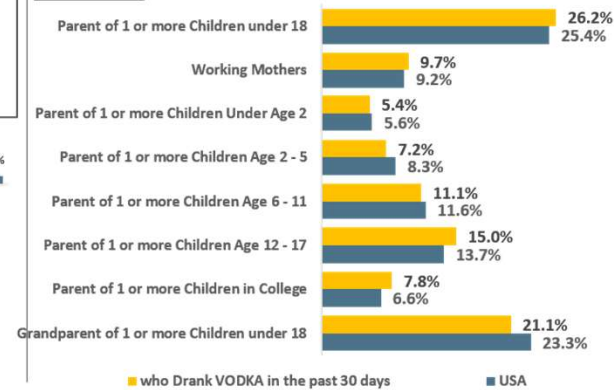
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



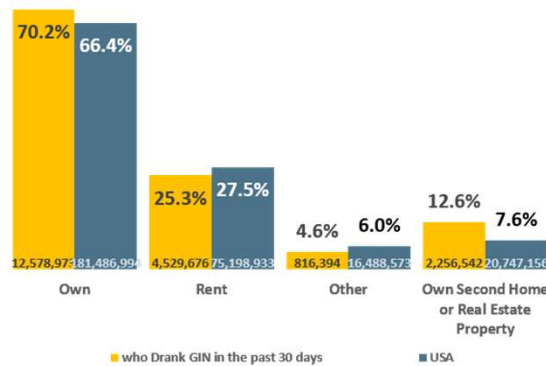
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

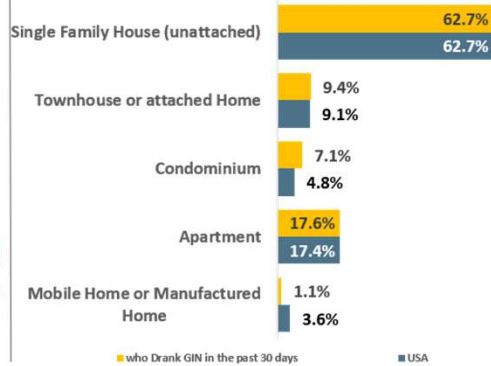


6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Adults 21 or older who Drank GIN in the past 30 days are 5.6% more likely to own their home, 47.2% more likely to own a higher valued home, .% less likely to have a single-family home, 21.8% more likely to have a dog.

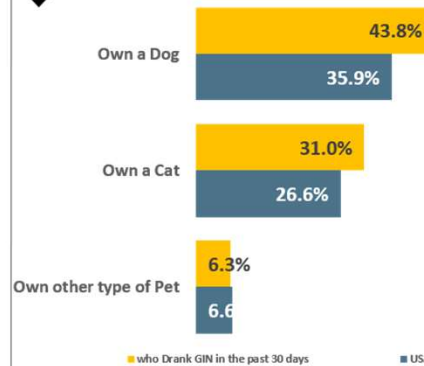
Own/Rent/Other: Adults 21 or older



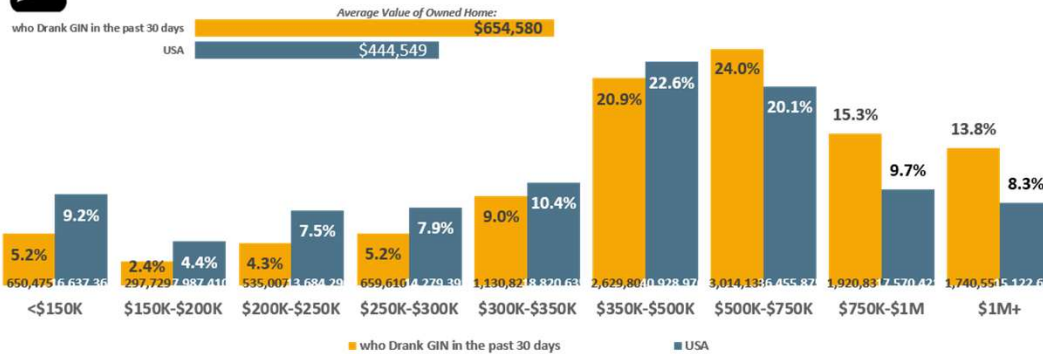
Type of Home: Adults 21 or older



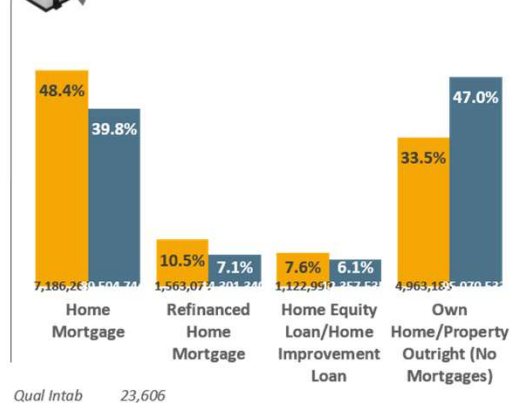
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



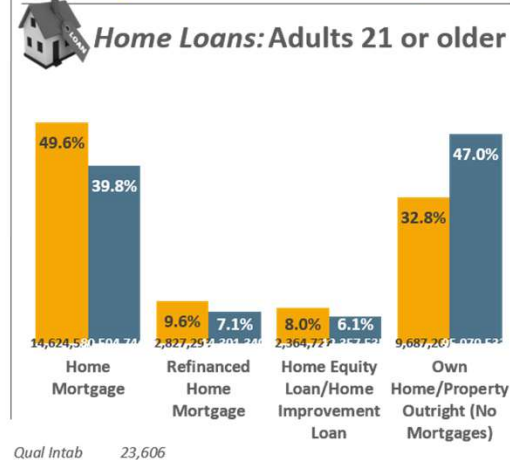
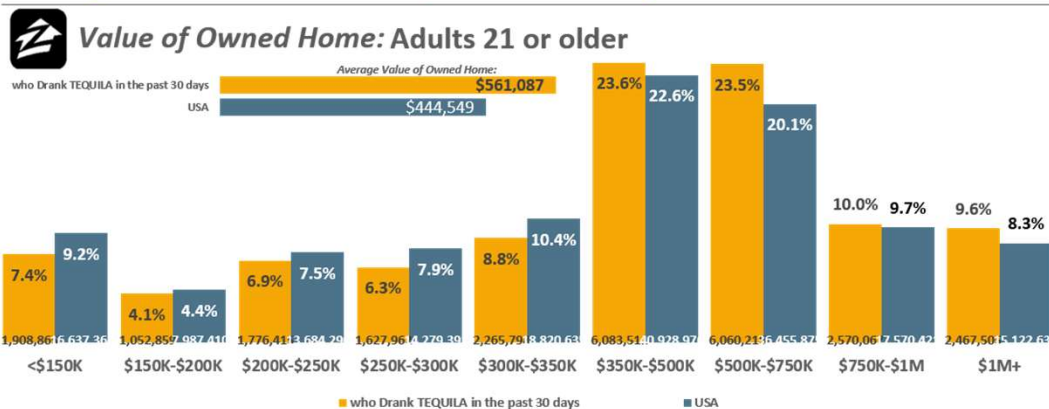
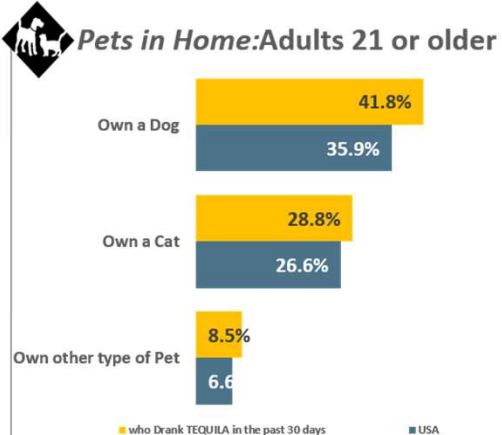
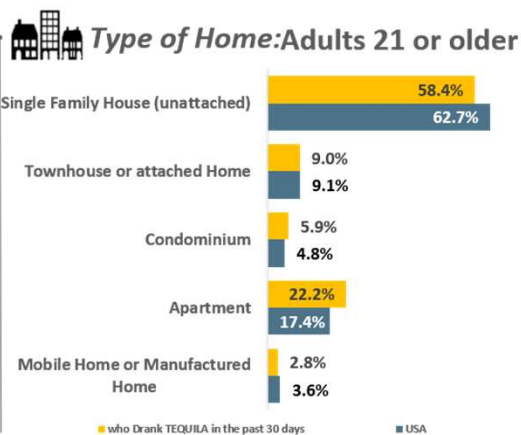
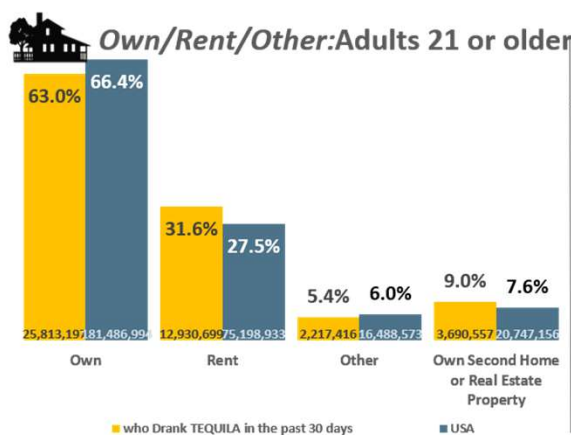
Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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15.1% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
 Adults 21 or older who Drank TEQUILA in the past 30 days are 5.1% less likely to own their home, 26.2% more likely to own a higher valued home, 6.8% less likely to have a single-family home, 16.4% more likely to have a dog.

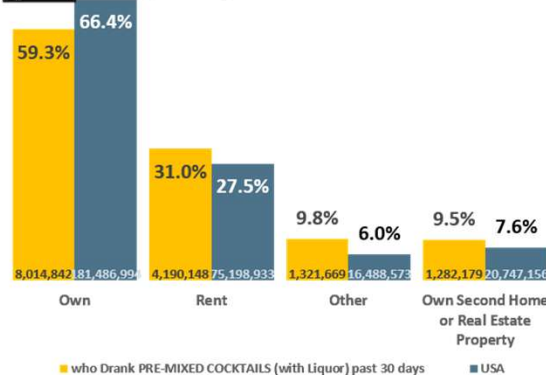


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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 Qual Intab 23,606

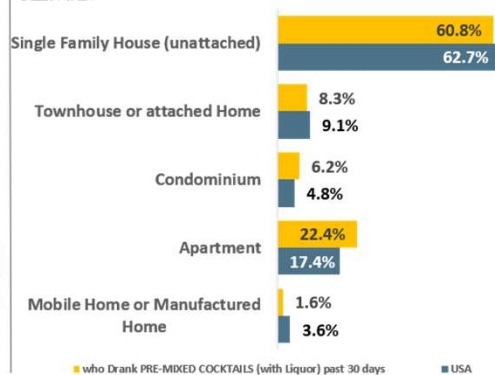


5.1% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days. Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 10.8% less likely to own their home, 21.2% more likely to own a higher valued home, 3.0% less likely to have a single-family home, 18.2% more likely to have a dog.

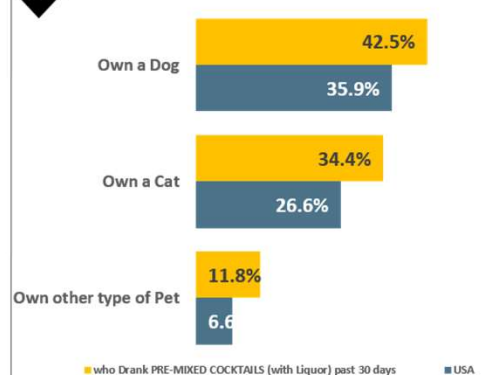
Own/Rent/Other: Adults 21 or older



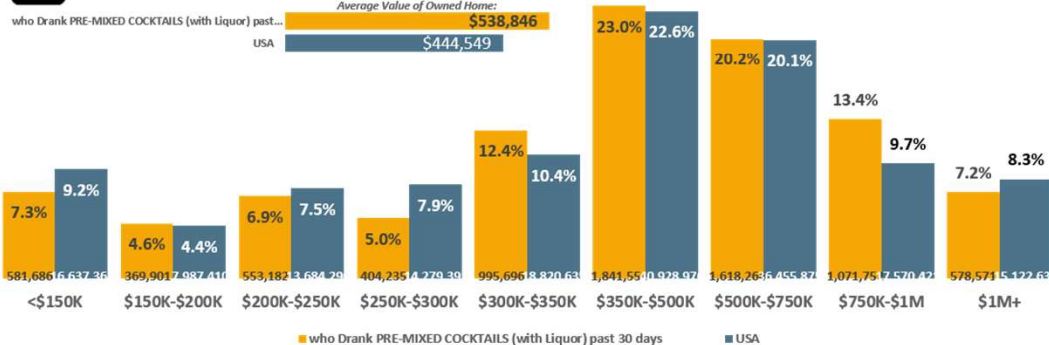
Type of Home: Adults 21 or older



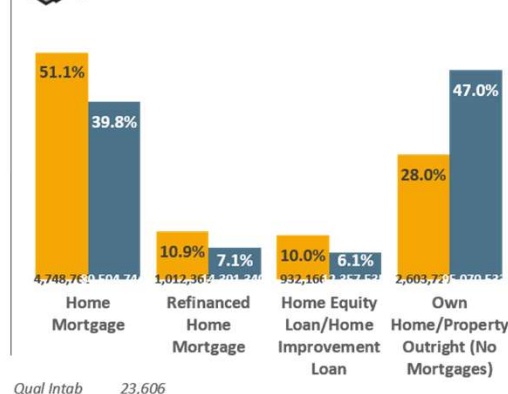
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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USA Projection Scarborough R1 2026: Jan 25-Mar26

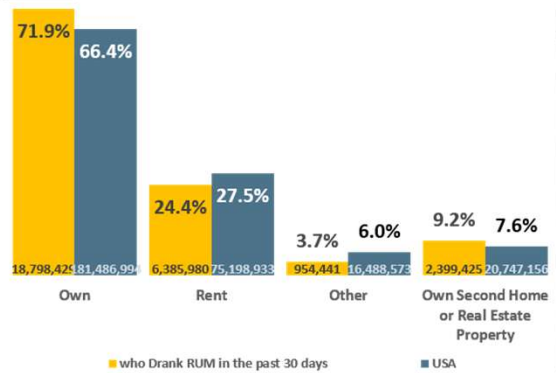
Qual Intab 23,606

Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

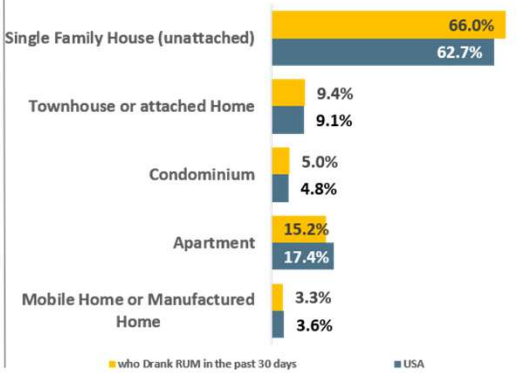


9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
Adults 21 or older who Drank RUM in the past 30 days are 8.3% more likely to own their home, 21.8% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 23.4% more likely to have a dog.

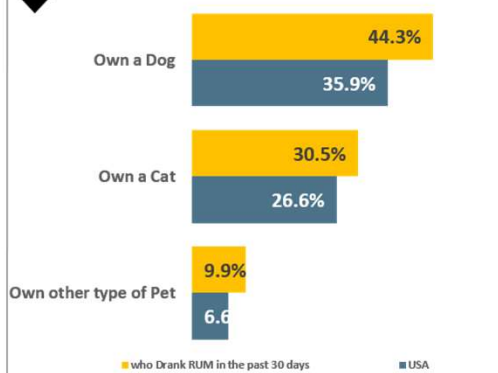
Own/Rent/Other: Adults 21 or older



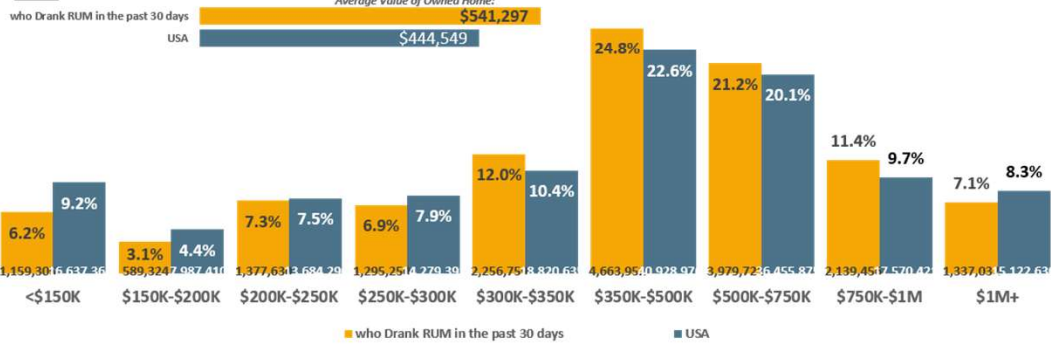
Type of Home: Adults 21 or older



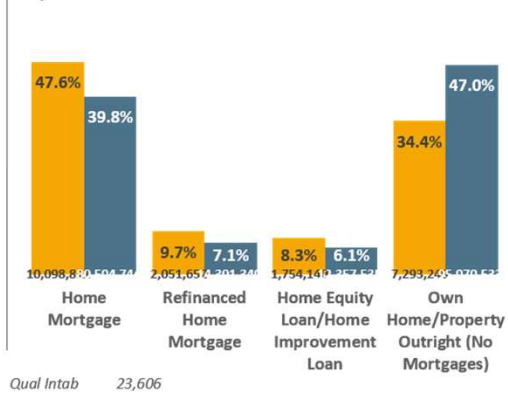
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



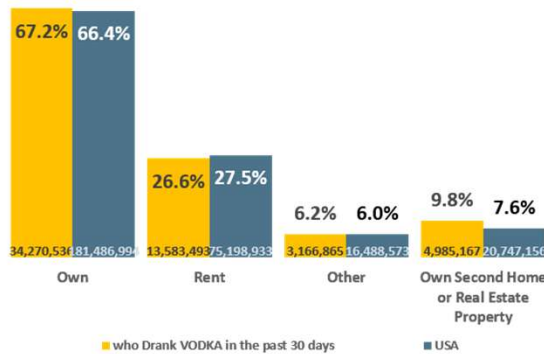
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved USA Projection Scarborough R1 2026: Jan 25-Mar26

Liquor drank past 30 days: Rum

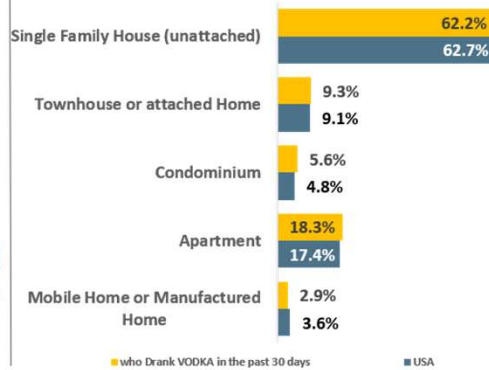


18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
 Adults 21 or older who Drank VODKA in the past 30 days are 1.1% more likely to own their home, 29.% more likely to own a higher valued home, .8% less likely to have a single-family home, 15.6% more likely to have a dog.

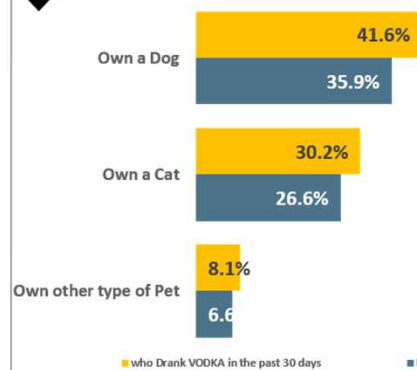
Own/Rent/Other: Adults 21 or older



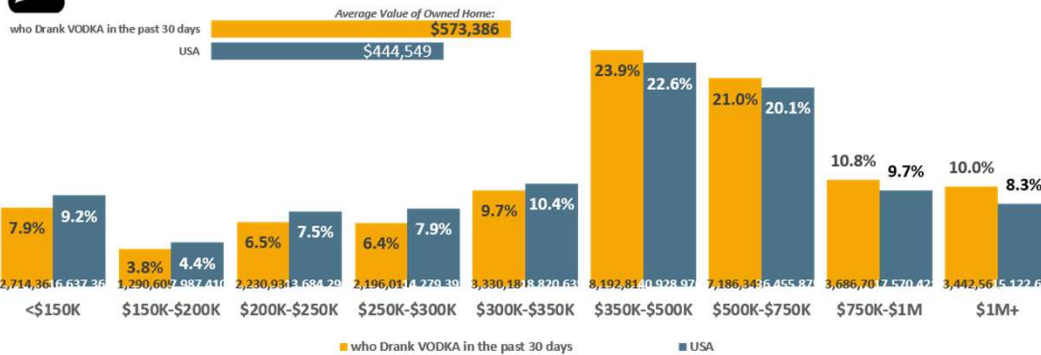
Type of Home: Adults 21 or older



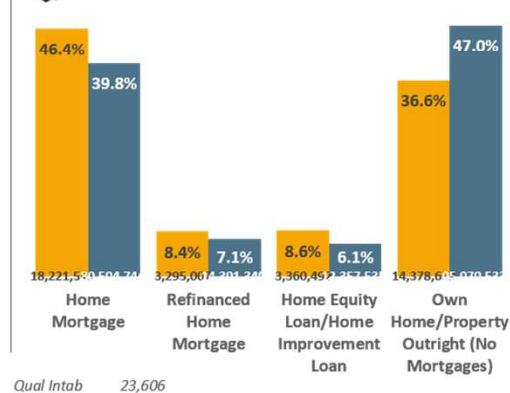
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



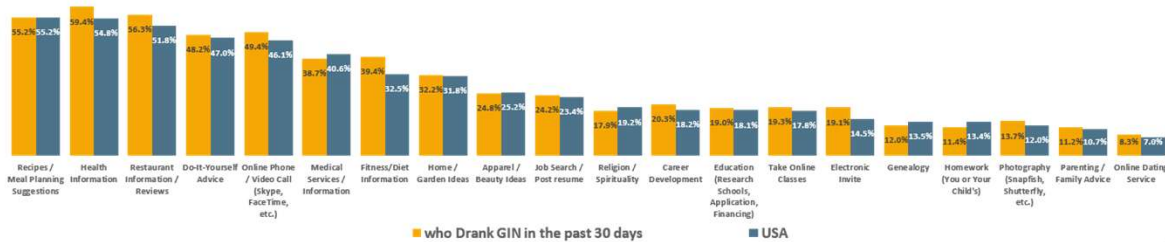
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
 All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved USA Projection Scarborough R1 2026: Jan 25-Mar26



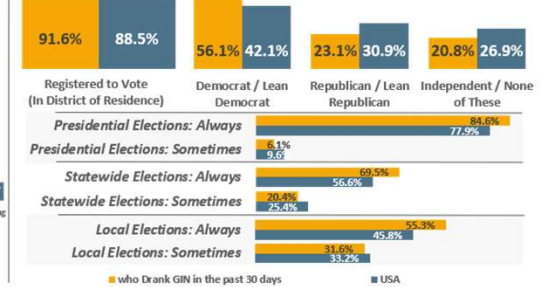
6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Adults 21 or older who Drank GIN in the past 30 days are 2.6% more likely to look up D-I-Y advice online,
 20.6% more likely to always vote in local elections, 66.4% more likely to belong to a gym, 41.5% more likely
 to fly domestic past yr.



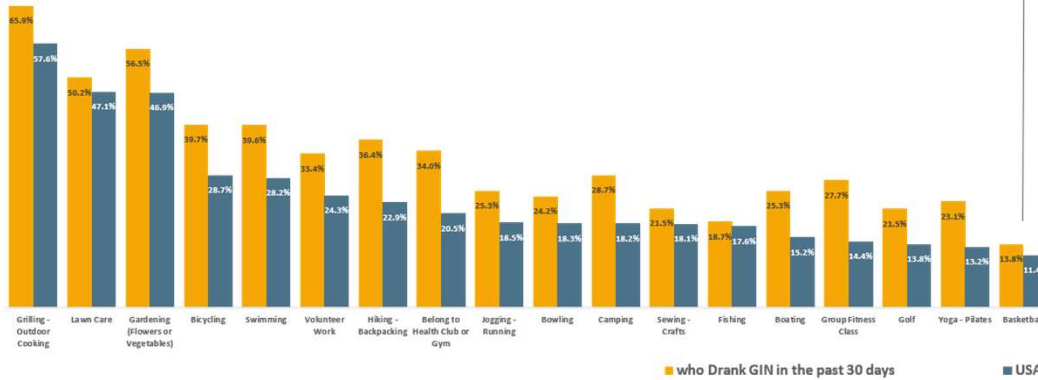
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



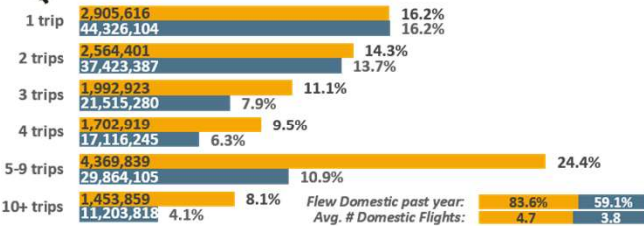
Political Activity: Adults 21 or older



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



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



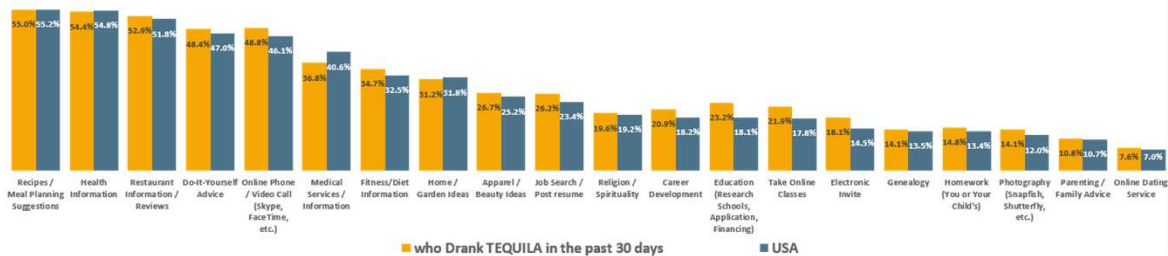
Flew Domestic past year: 83.6%
 Avg. # Domestic Flights: 4.7



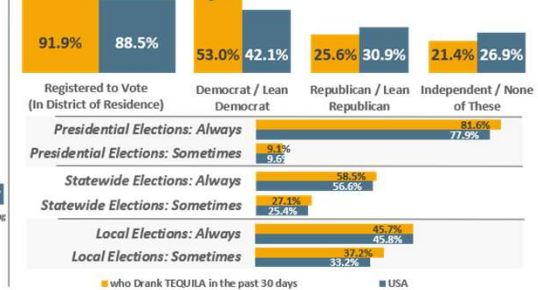
15.% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
 Adults 21 or older who Drank TEQUILA in the past 30 days are 3.1% more likely to look up D-I-Y advice online, .3% less likely to always vote in local elections, 43.3% more likely to belong to a gym, 29.6% more likely to fly domestic past yr.



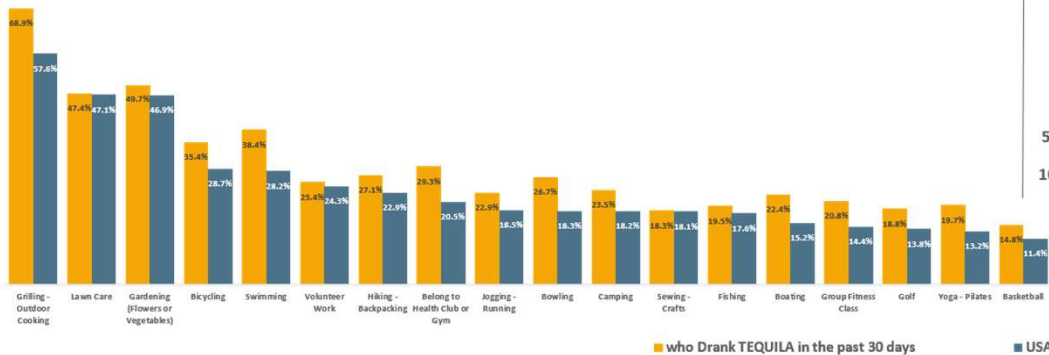
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



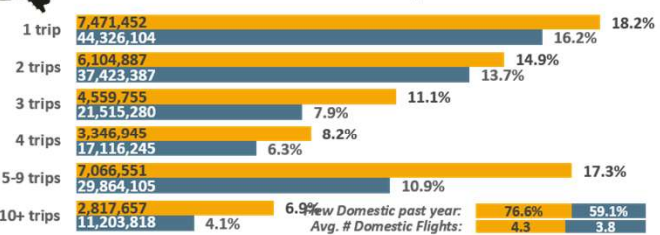
Political Activity: Adults 21 or older



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



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

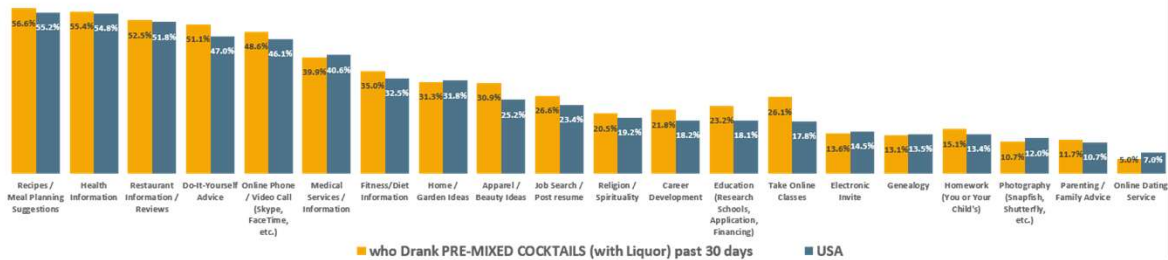




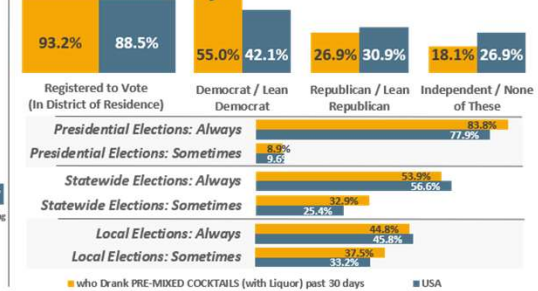
5.5% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days. Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 8.9% more likely to look up D-I-Y advice online, 2.3% less likely to always vote in local elections, 34.6% more likely to belong to a gym, 16.5% more likely to fly domestic pa



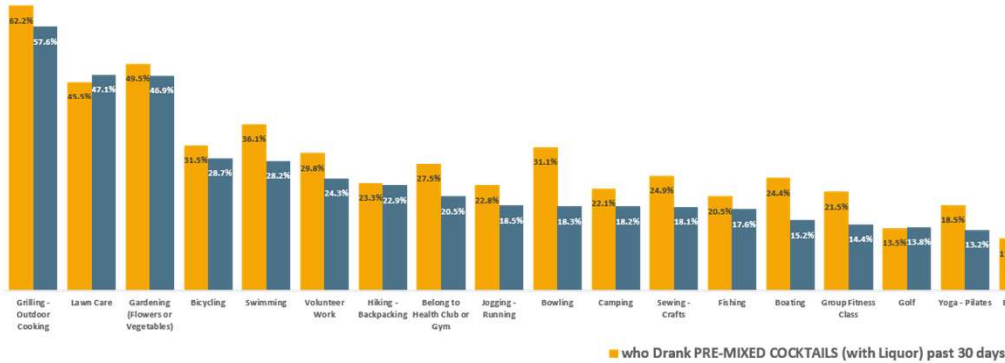
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



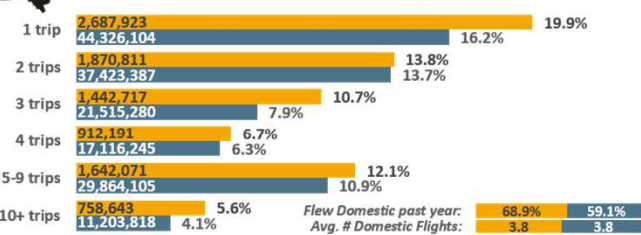
Political Activity: Adults 21 or older



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



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

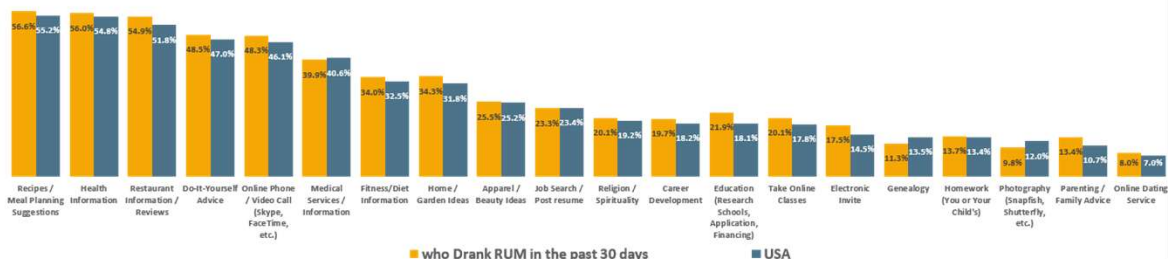




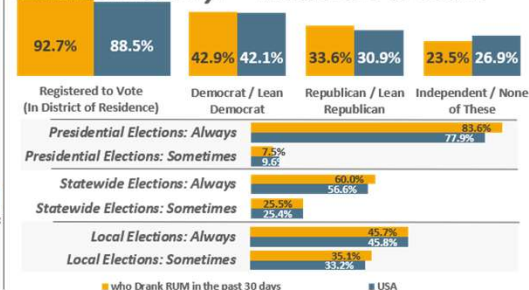
9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
 Adults 21 or older who Drank RUM in the past 30 days are 3.3% more likely to look up D-I-Y advice online,
 .2% less likely to always vote in local elections, 18.% more likely to belong to a gym, 22.8% more likely to
 fly domestic past yr.



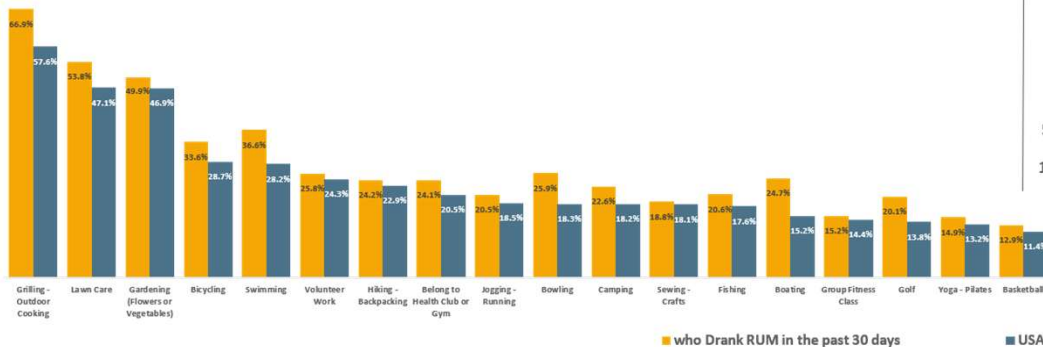
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



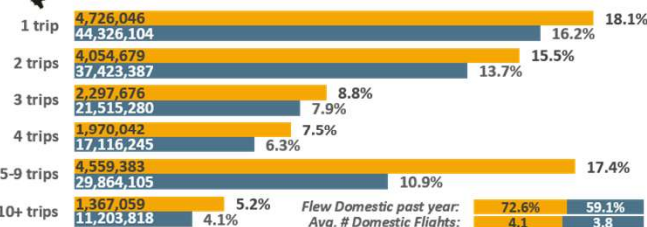
Political Activity: Adults 21 or older



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



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

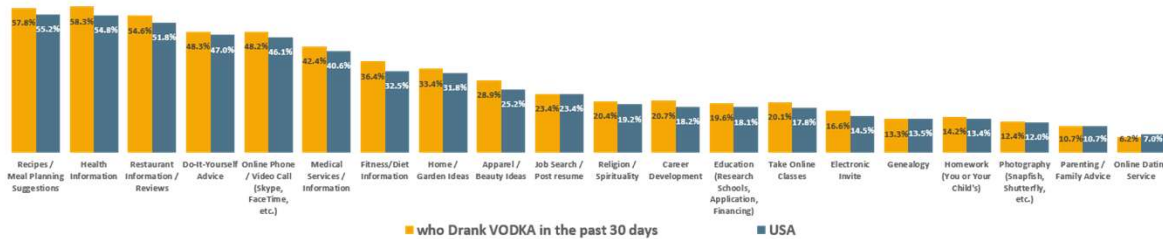




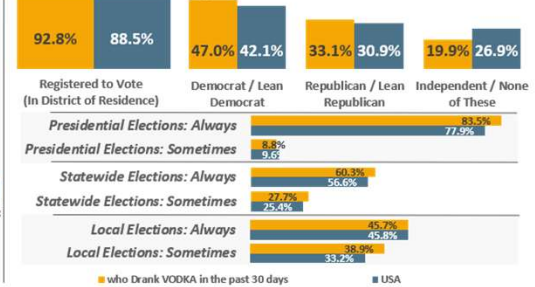
18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
 Adults 21 or older who Drank VODKA in the past 30 days are 2.8% more likely to look up D-I-Y advice online, .2% less likely to always vote in local elections, 40.8% more likely to belong to a gym, 24.9% more likely to fly domestic past yr.



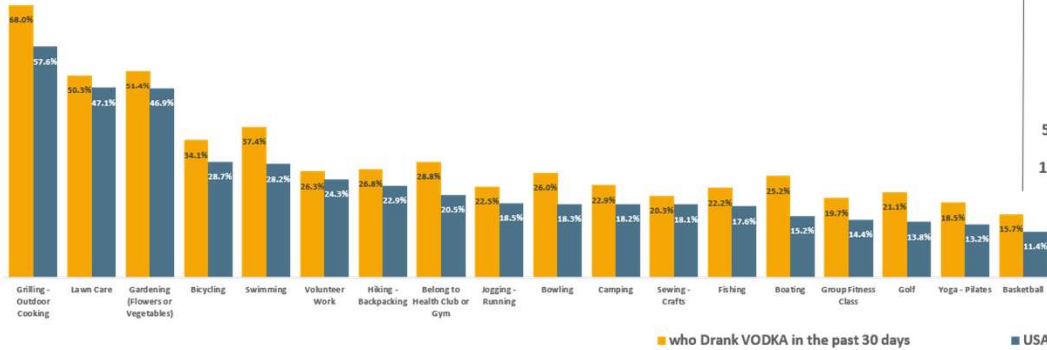
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



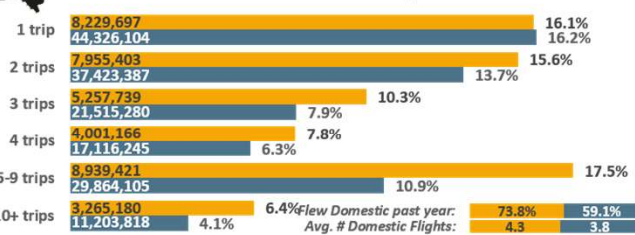
Political Activity: Adults 21 or older



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



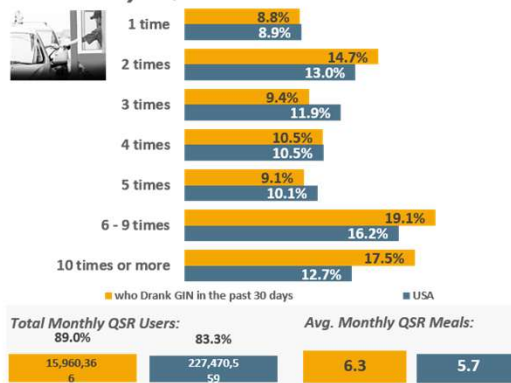
Past 12-months Domestic Airline Trips: Adults 21 or older



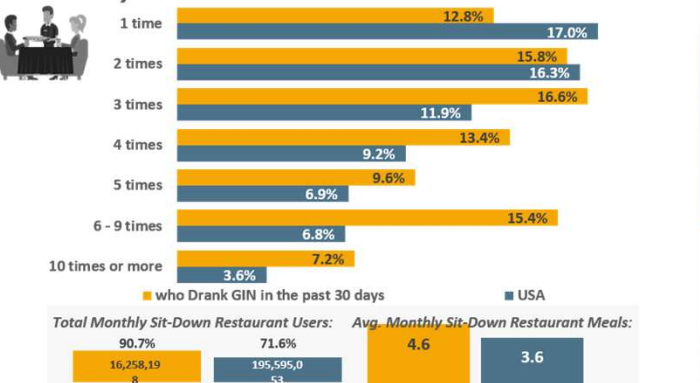


6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Adults 21 or older who Drank GIN in the past 30 days are 6.9% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 3.0% more likely to use Casinos past yr., 26.3% more likely to smoke cigarettes.

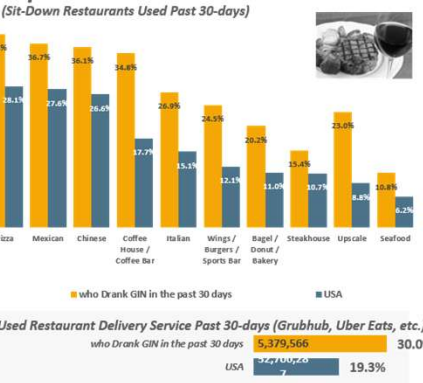
Past 30-days QSR Users: Adults 21 or older



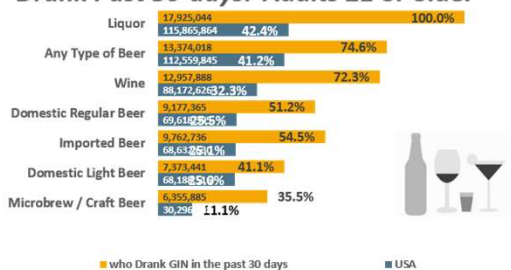
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



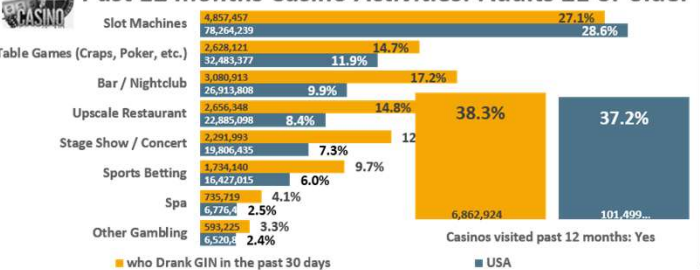
Top-10 Cuisines: Adults 21 or older



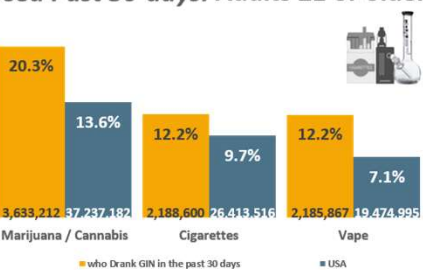
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



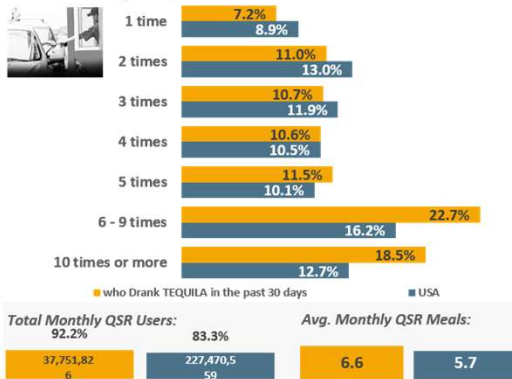
Used Past 30-days: Adults 21 or older



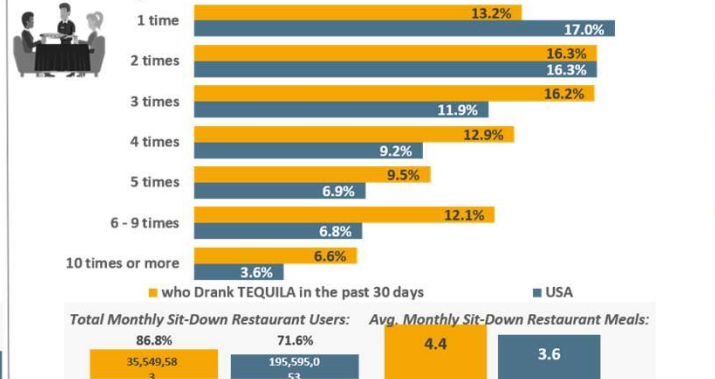


15.1% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
 Adults 21 or older who Drank TEQUILA in the past 30 days are 10.7% more likely to use QSRs past mo.,
 21.2% more likely to use Sit-Down Restaurants past mo., 30.7% more likely to use Casinos past yr., 32.5% more likely to smoke cigarettes.

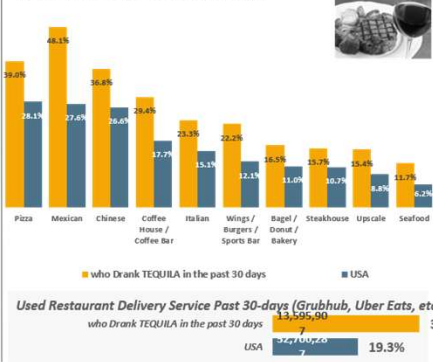
Past 30-days QSR Users: Adults 21 or older



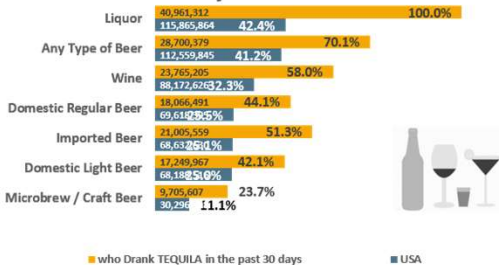
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



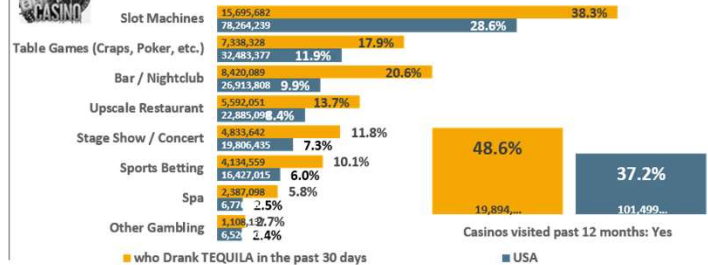
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



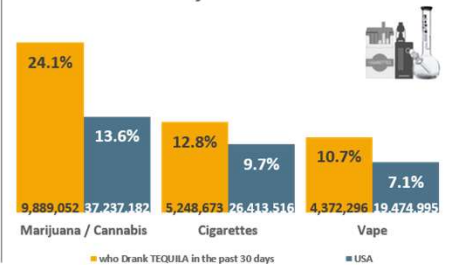
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



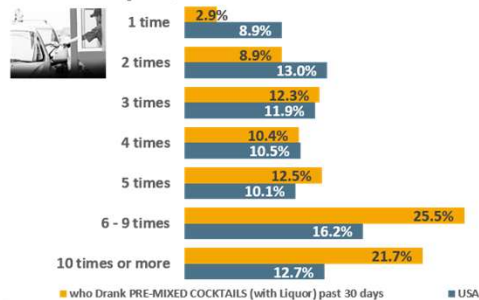
Used Past 30-days: Adults 21 or older





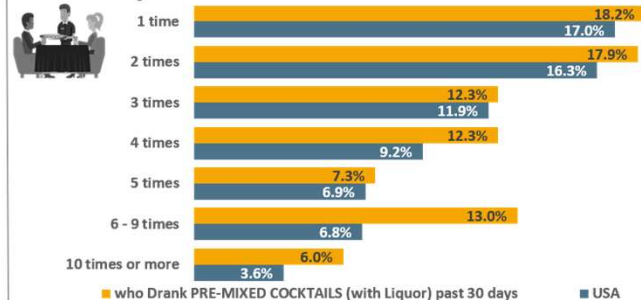
5.5% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days.
 Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 13.1% more likely to use QSRs past mo., 21.4% more likely to use Sit-Down Restaurants past mo., 25.7% more likely to use Casinos past yr., 39.8% more likely to smoke cigarette

Past 30-days QSR Users: Adults 21 or older



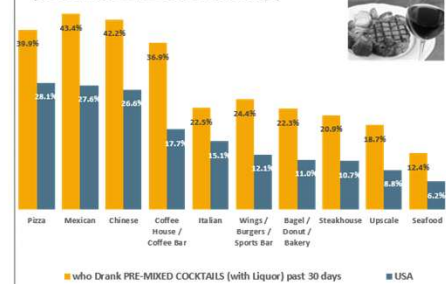
Total Monthly QSR Users: 94.2%
 Avg. Monthly QSR Meals: 7.2

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



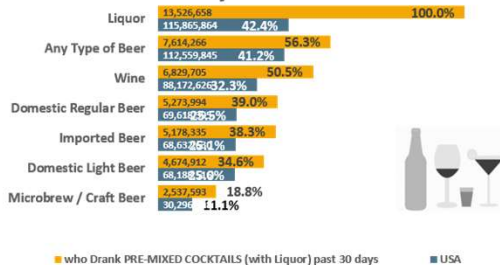
Total Monthly Sit-Down Restaurant Users: 87.0%
 Avg. Monthly Sit-Down Restaurant Meals: 4.2

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

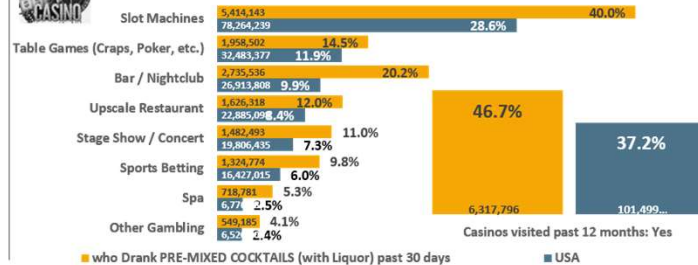


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days: 36.2%
 USA: 19.3%

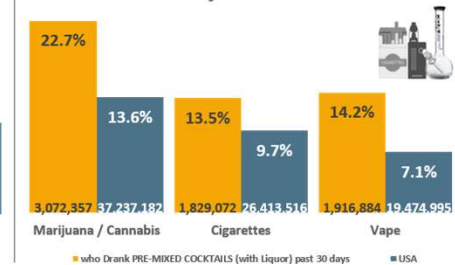
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



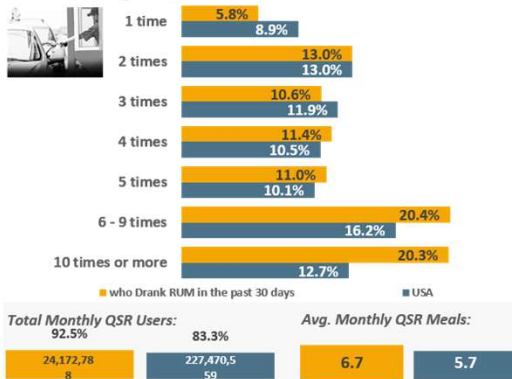
Used Past 30-days: Adults 21 or older



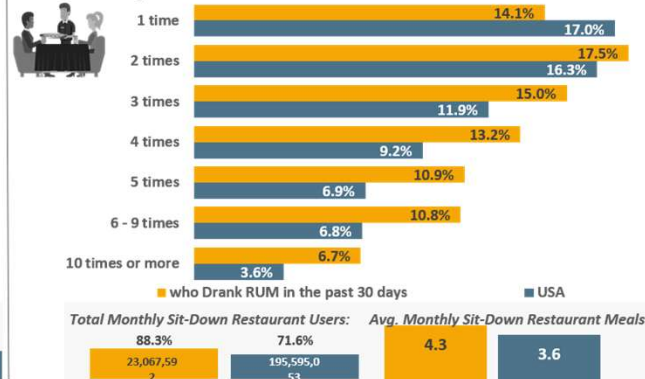


9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
 Adults 21 or older who Drank RUM in the past 30 days are 11.1% more likely to use QSRs past mo., 23.3% more likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 38.7% more likely to smoke cigarettes.

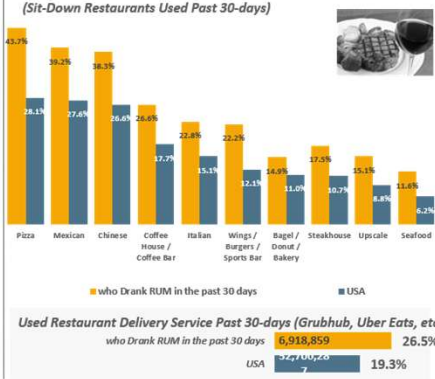
Past 30-days QSR Users: Adults 21 or older



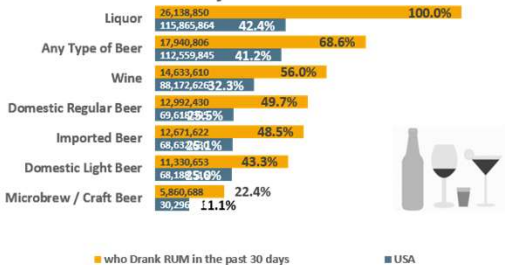
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



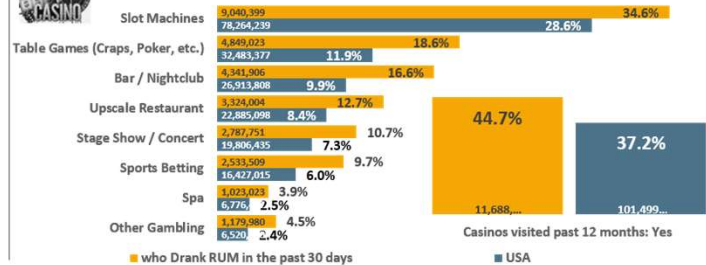
Top-10 Cuisines: Adults 21 or older



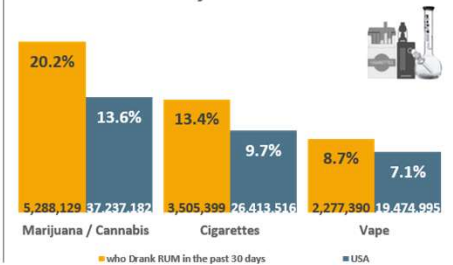
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



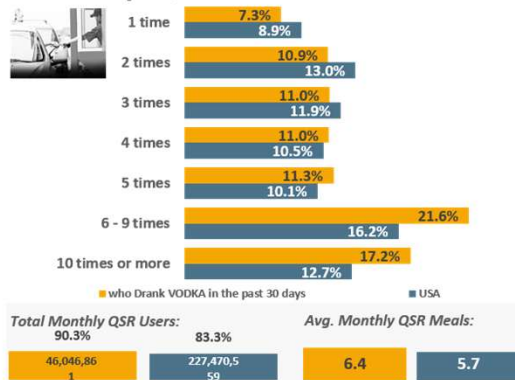
Used Past 30-days: Adults 21 or older



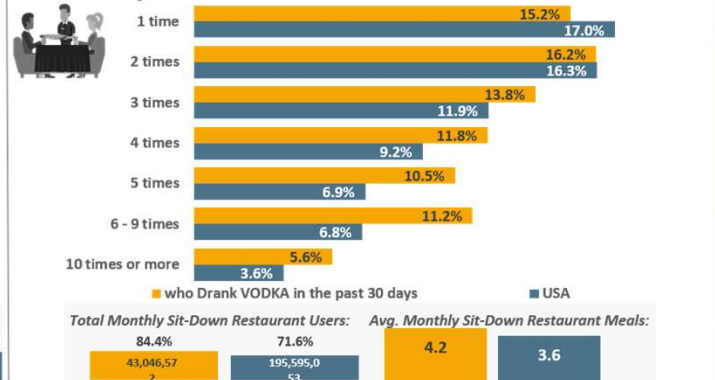


18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
 Adults 21 or older who Drank VODKA in the past 30 days are 8.4% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., 29.7% more likely to use Casinos past yr, 49.2% more likely to smoke cigarettes.

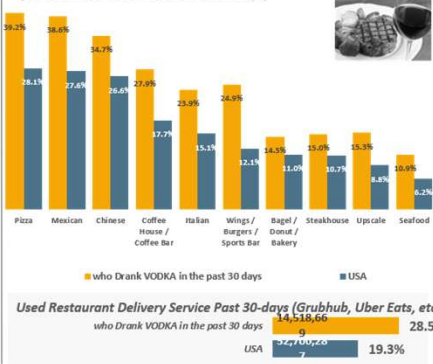
Past 30-days QSR Users: Adults 21 or older



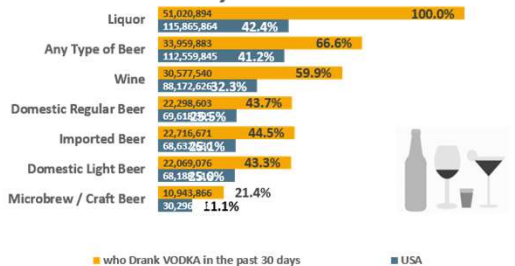
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



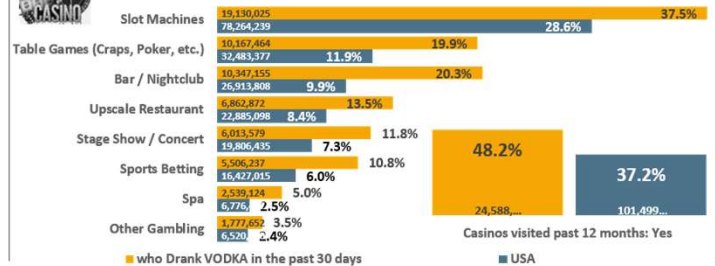
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



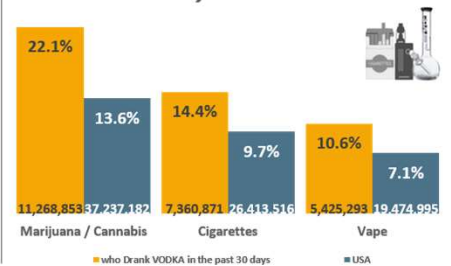
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older

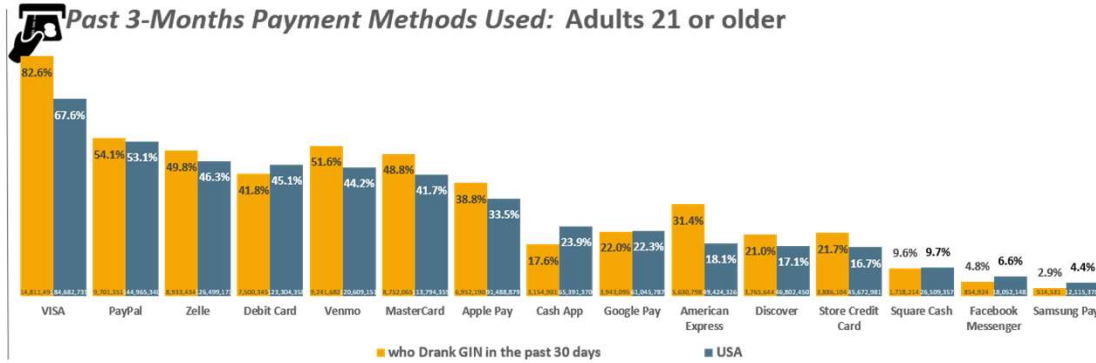
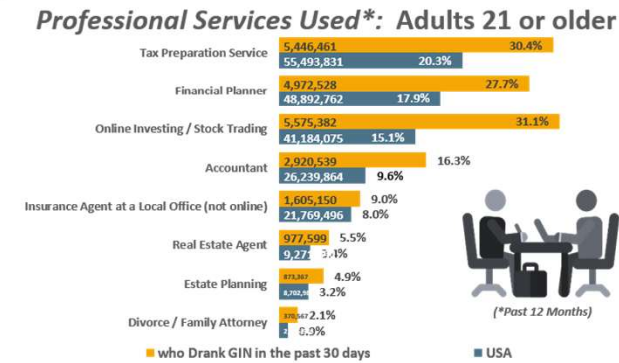
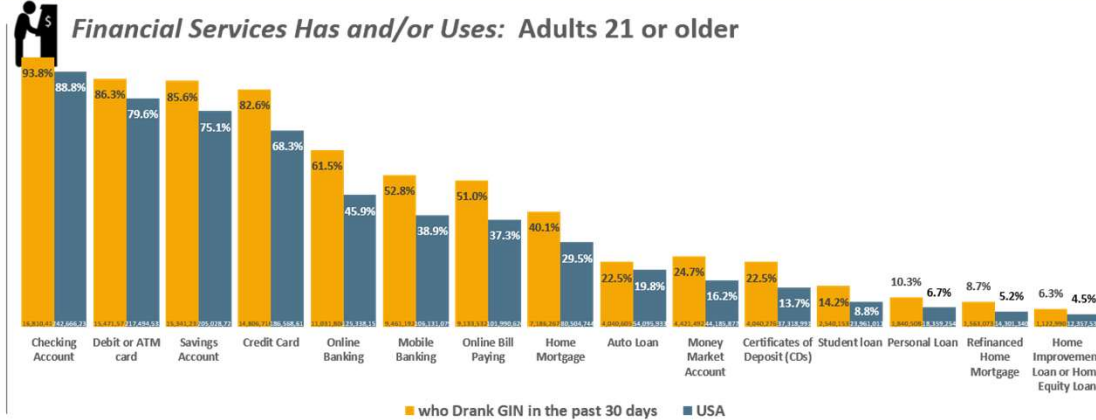
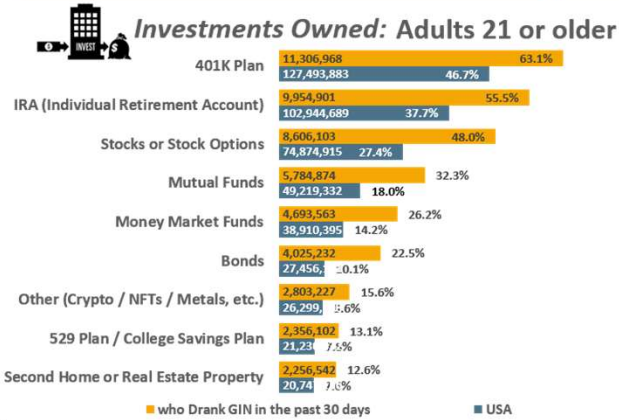


Used Past 30-days: Adults 21 or older





6.6% or 17,925,044 of USA Adults 21 or older Drank GIN in the past 30 days.
 Adults 21 or older who Drank GIN in the past 30 days are 35.2% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 106.3% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.





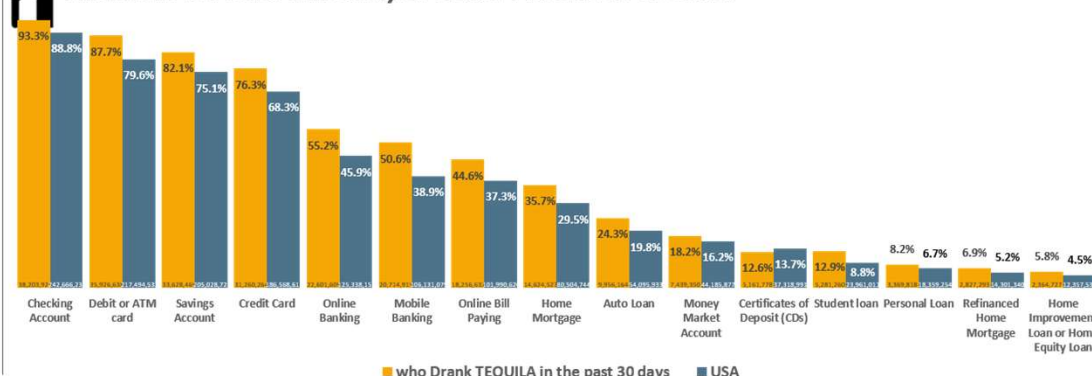
15.1% or 40,961,312 of USA Adults 21 or older Drank TEQUILA in the past 30 days.
Adults 21 or older who Drank TEQUILA in the past 30 days are 23.1% more likely to have a 401K, 22.7% more likely to have an Auto Loan, 47.6% more likely to Invest/Trade Stocks Online, 8.4% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



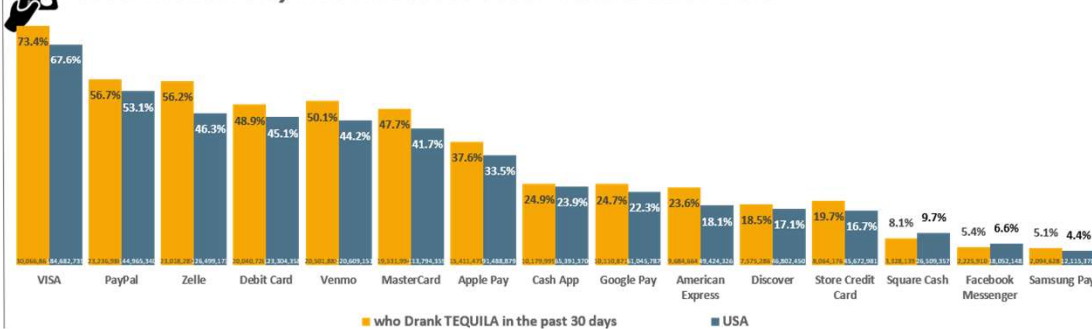
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

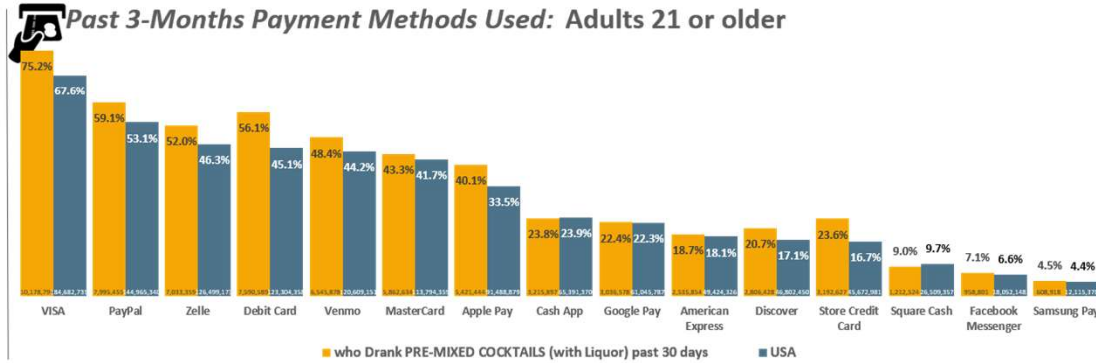
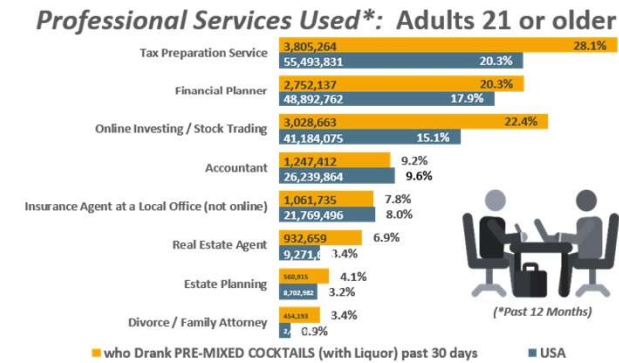
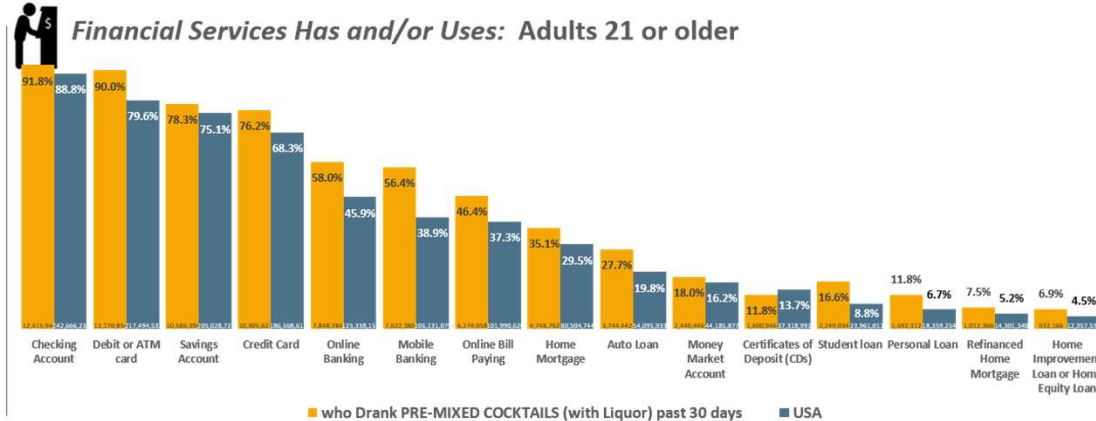
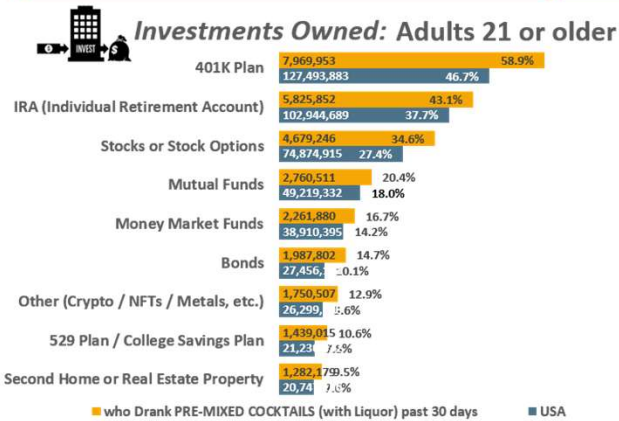


Past 3-Months Payment Methods Used: Adults 21 or older



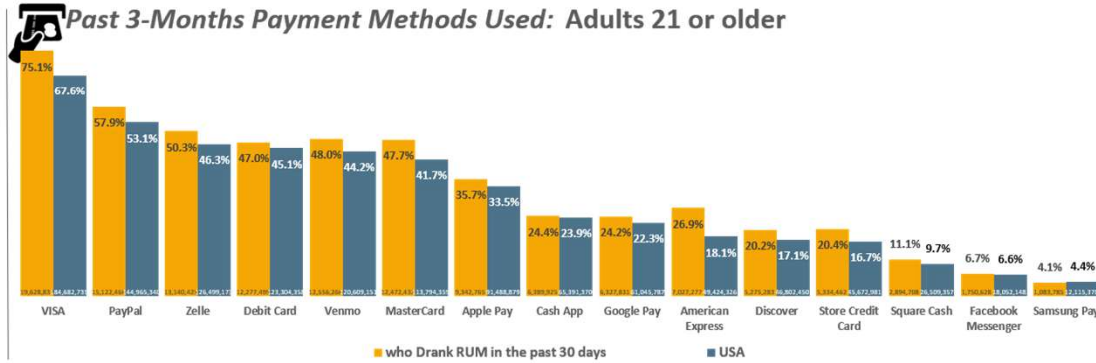
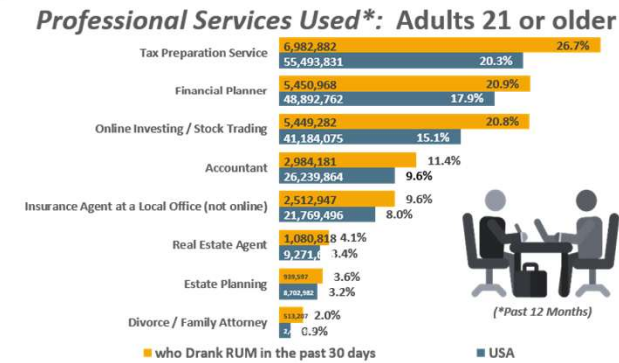
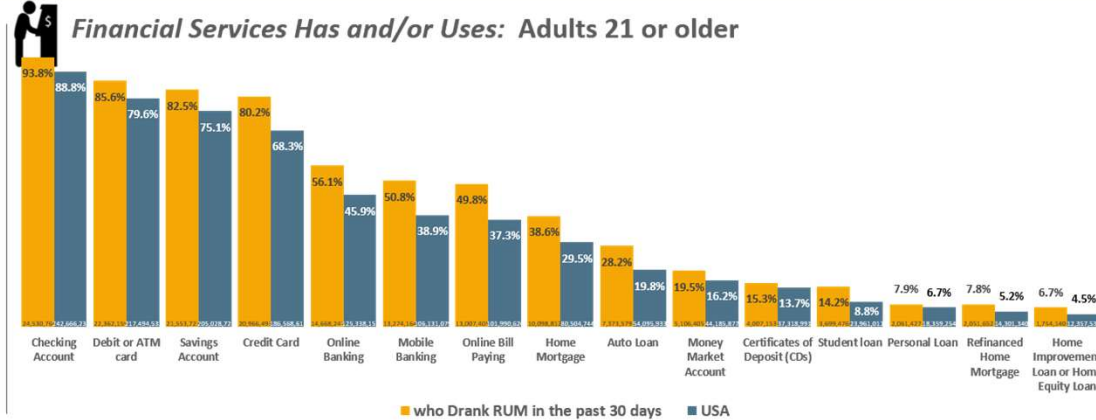
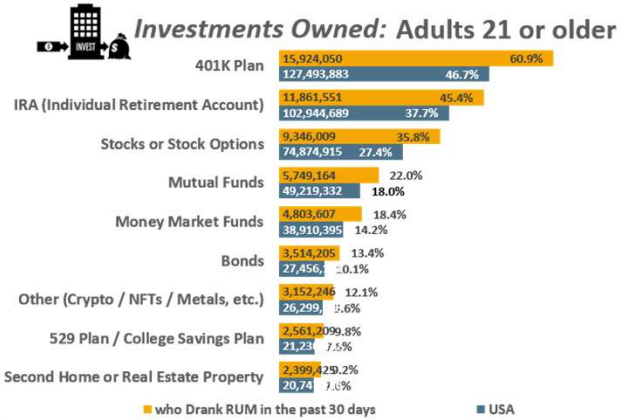


5.5% or 13,526,658 of USA Adults 21 or older Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days. Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days are 26.2% more likely to have a 401K, 39.8% more likely to have an Auto Loan, 48.5% more likely to Invest/Trade Stocks Online, 24.3% more likely to pay with their Debit Card.



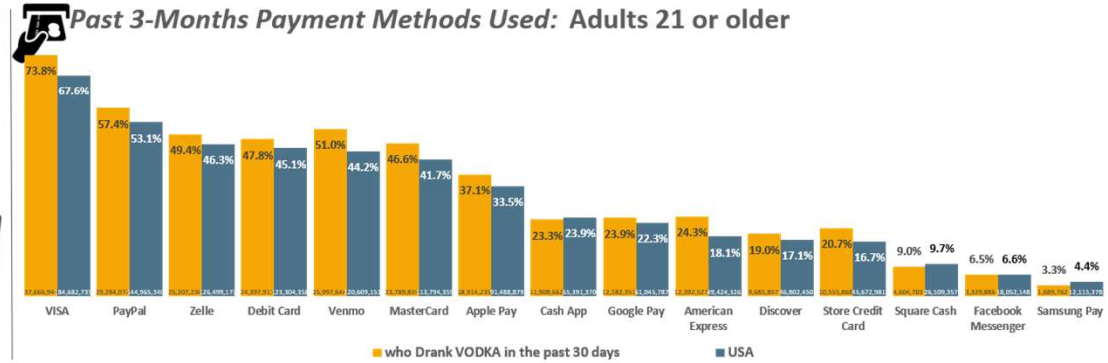
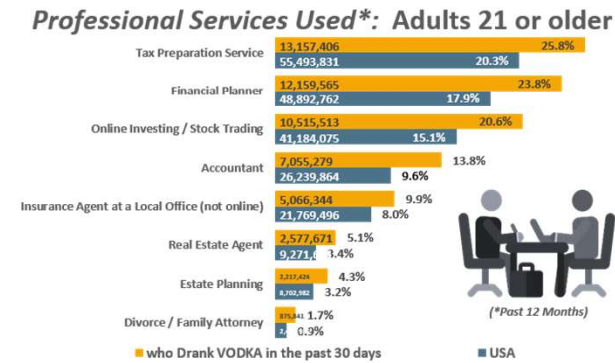
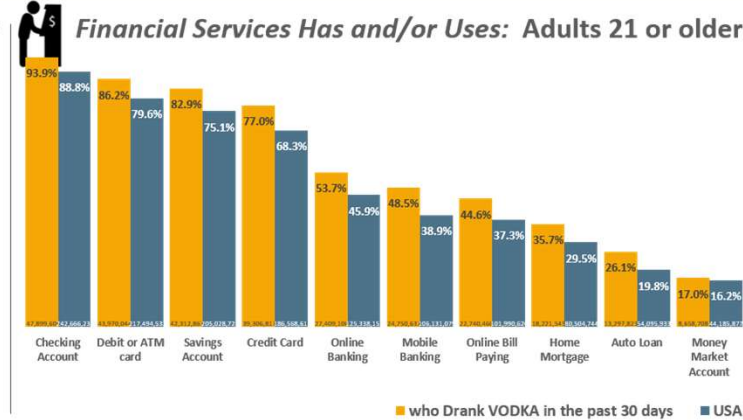
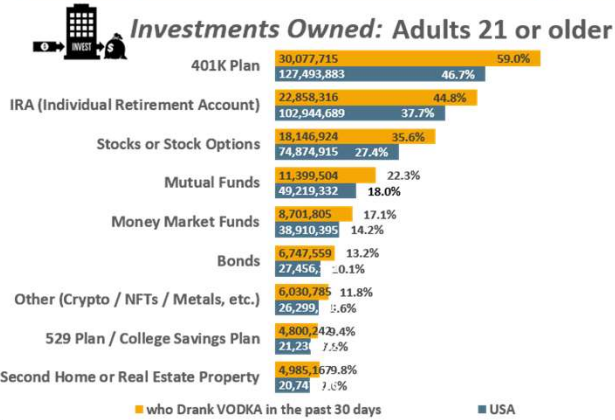


9.6% or 26,138,850 of USA Adults 21 or older Drank RUM in the past 30 days.
 Adults 21 or older who Drank RUM in the past 30 days are 30.5% more likely to have a 401K, 42.5% more likely to have an Auto Loan, 38.3% more likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.





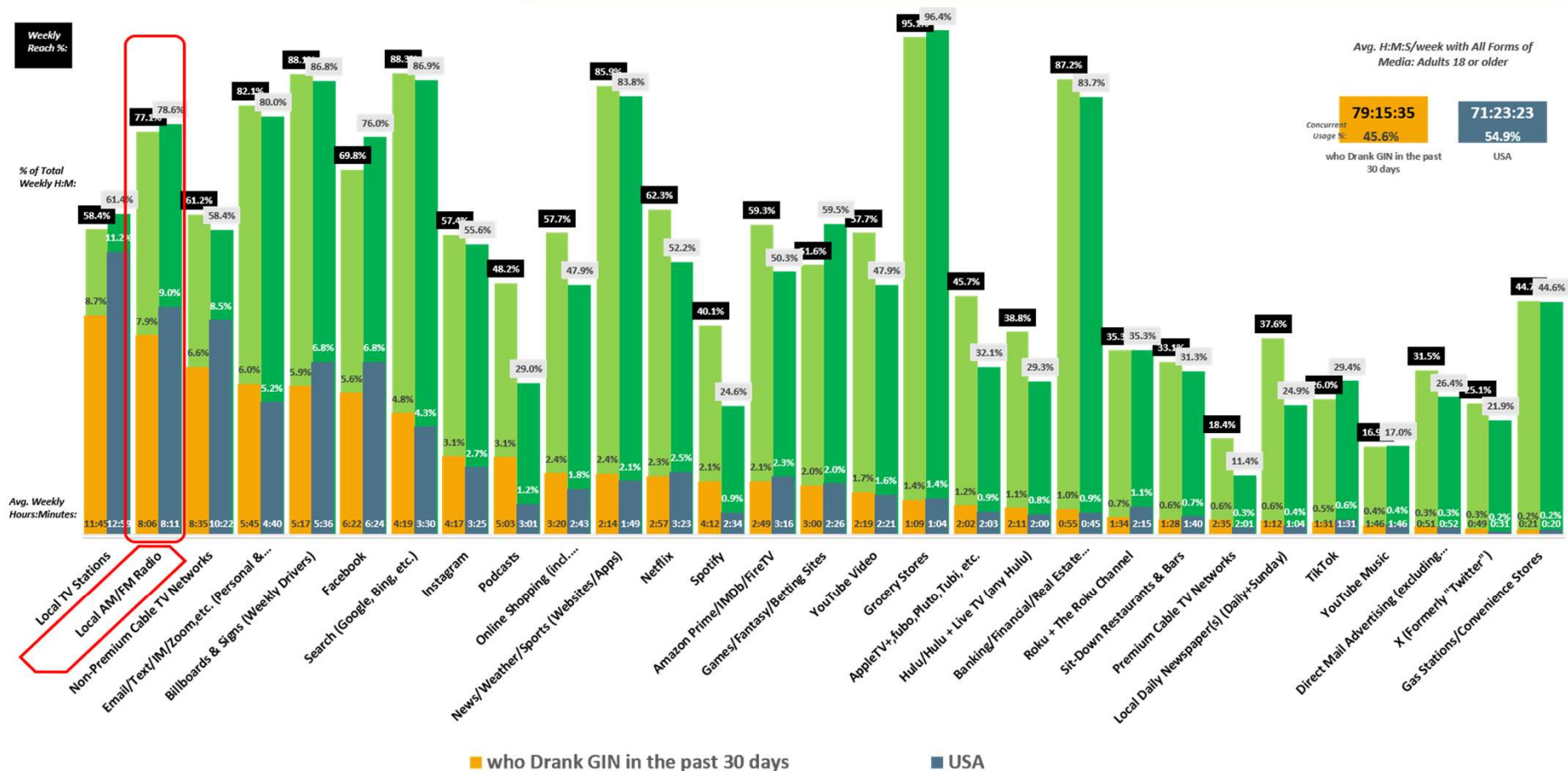
18.7% or 51,020,894 of USA Adults 21 or older Drank VODKA in the past 30 days.
Adults 21 or older who Drank VODKA in the past 30 days are 26.3% more likely to have a 401K, 31.6% more likely to have an Auto Loan, 36.7% more likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.





Adults 21 or older who Drank GIN in the past 30 days spend an average of 3 days, 7 hours, 15 minutes and 35 seconds each week with All Forms of Media.

77.1% of Adults 21 or older who Drank GIN in the past 30 days spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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

Liquor drank past 30 days: Gin

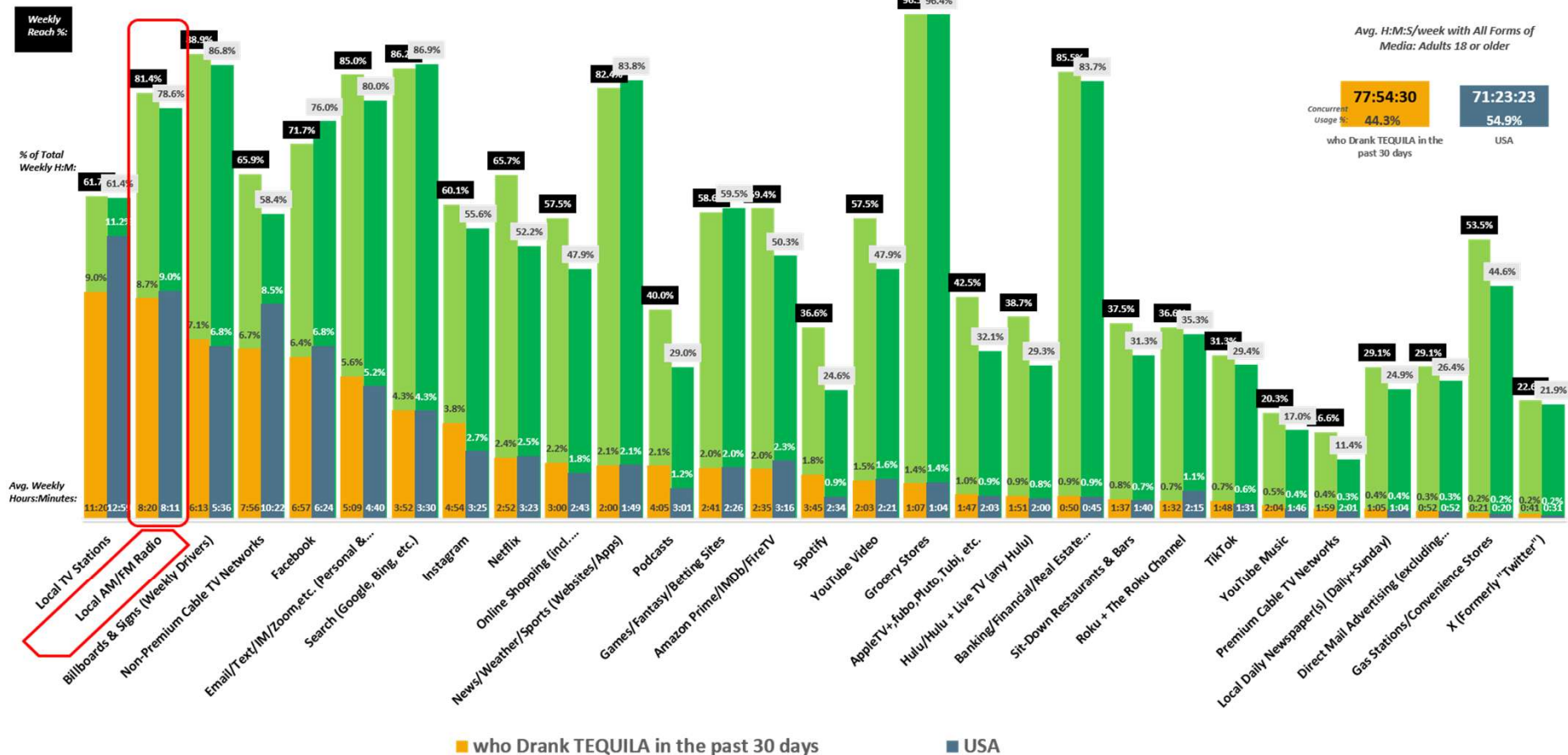


Share of Everything for Anything



Adults 21 or older who Drank TEQUILA in the past 30 days spend an average of 3 days, 5 hours, 54 minutes and 30 seconds each week with All Forms of Media.

81.4% of Adults 21 or older who Drank TEQUILA in the past 30 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



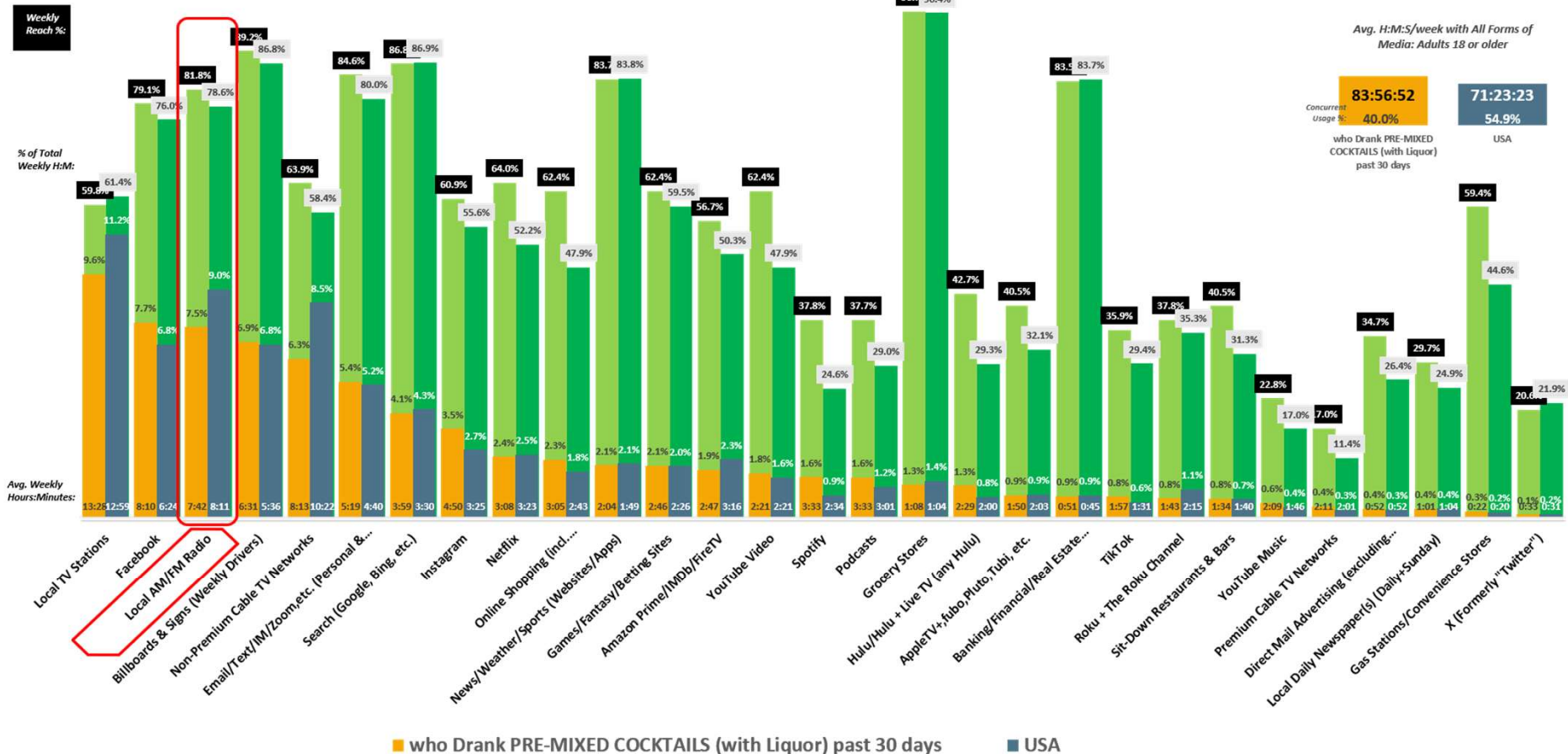
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Liquor drank past 30 days: Tequila





Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an average of 3 days, 11 hours, 56 minutes and 52 seconds each week with All Forms of Media.
 81.8% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



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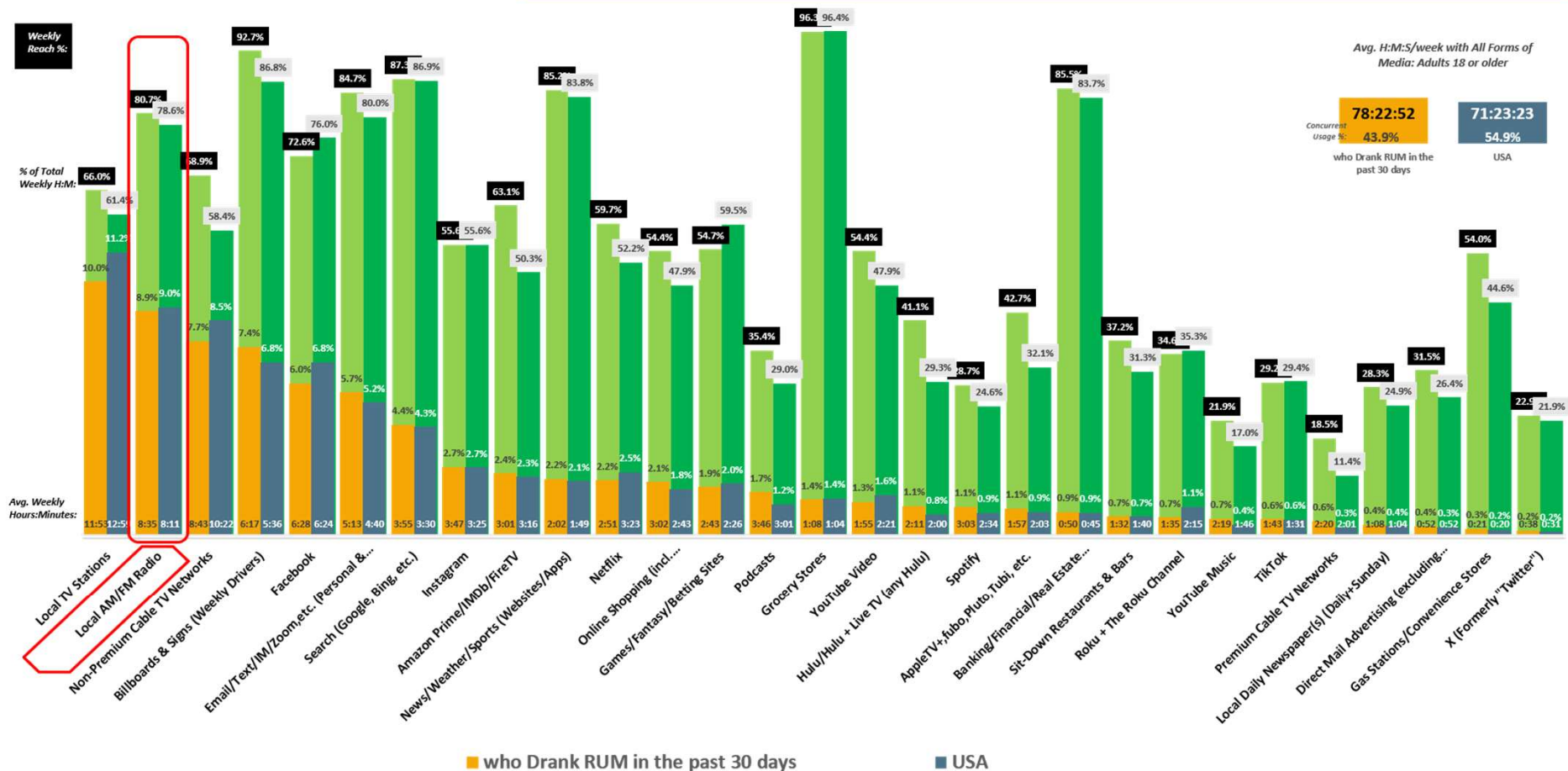
Liquor drank past 30 days: Pre-mixed cocktails (with liquor)





Adults 21 or older who Drank RUM in the past 30 days spend an average of 3 days, 6 hours, 22 minutes and 52 seconds each week with All Forms of Media.

80.7% of Adults 21 or older who Drank RUM in the past 30 days spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

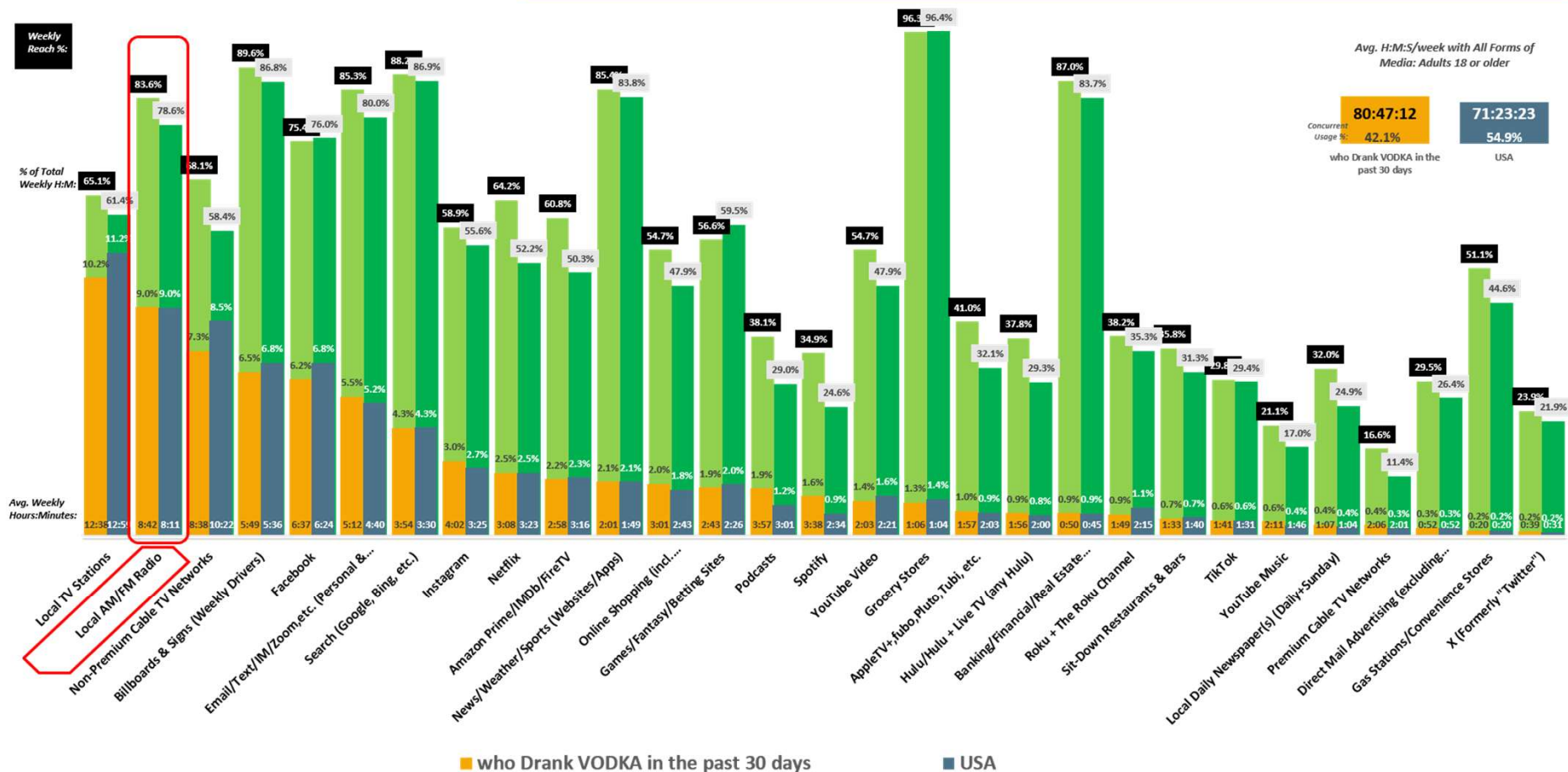
Liquor drank past 30 days: Rum



Share of Everything for Anything



Adults 21 or older who Drank VODKA in the past 30 days spend an average of 3 days, 8 hours, 47 minutes and 12 seconds each week with All Forms of Media.
 83.6% of Adults 21 or older who Drank VODKA in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.



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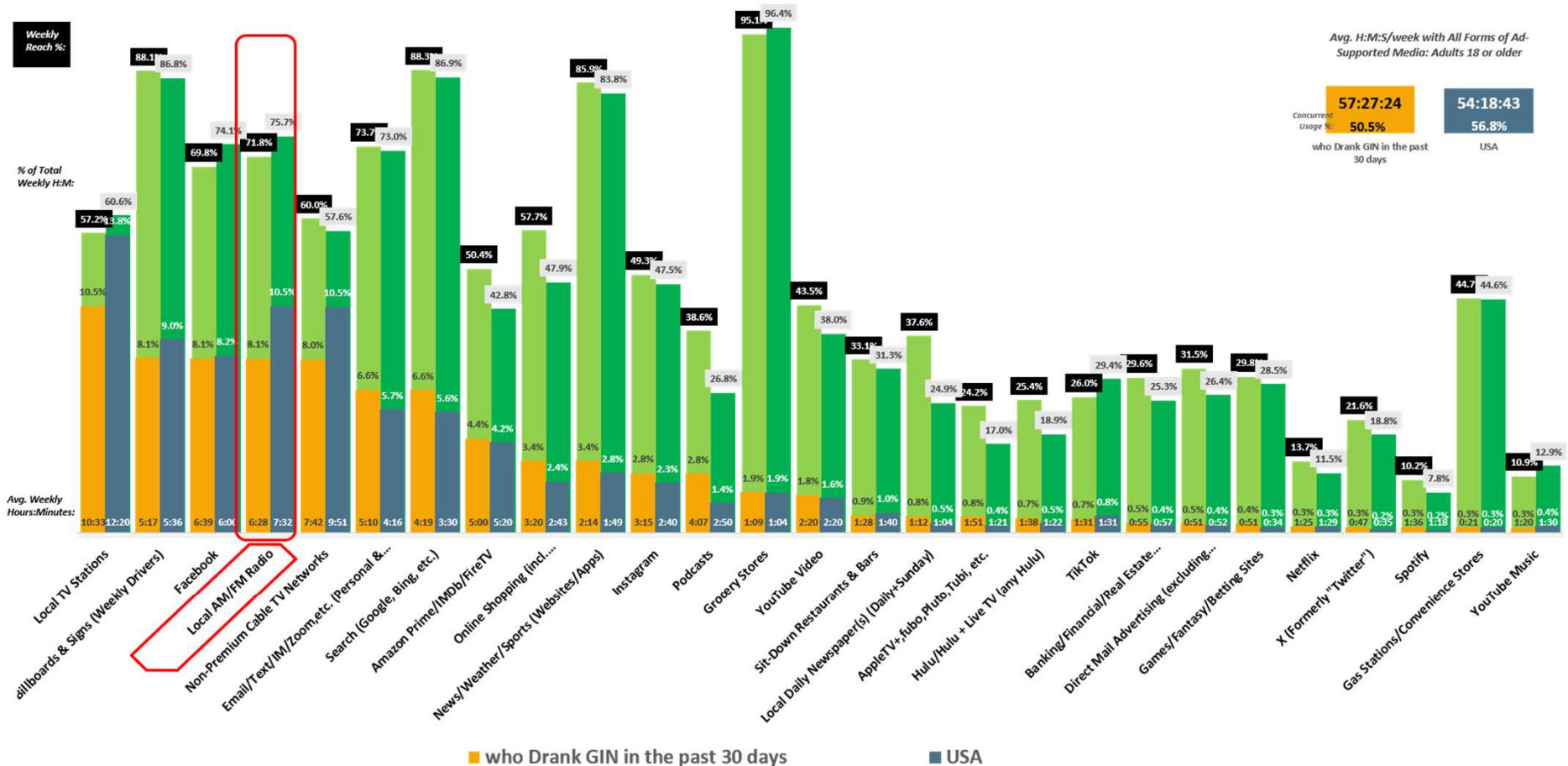
Liquor drank past 30 days: Vodka



Share of Everything for Anything



Adults 21 or older who Drank GIN in the past 30 days spend an average of 2 days, 9 hours, 27 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 71.8% of Adults 21 or older who Drank GIN in the past 30 days spend an avg. of 6 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Media.



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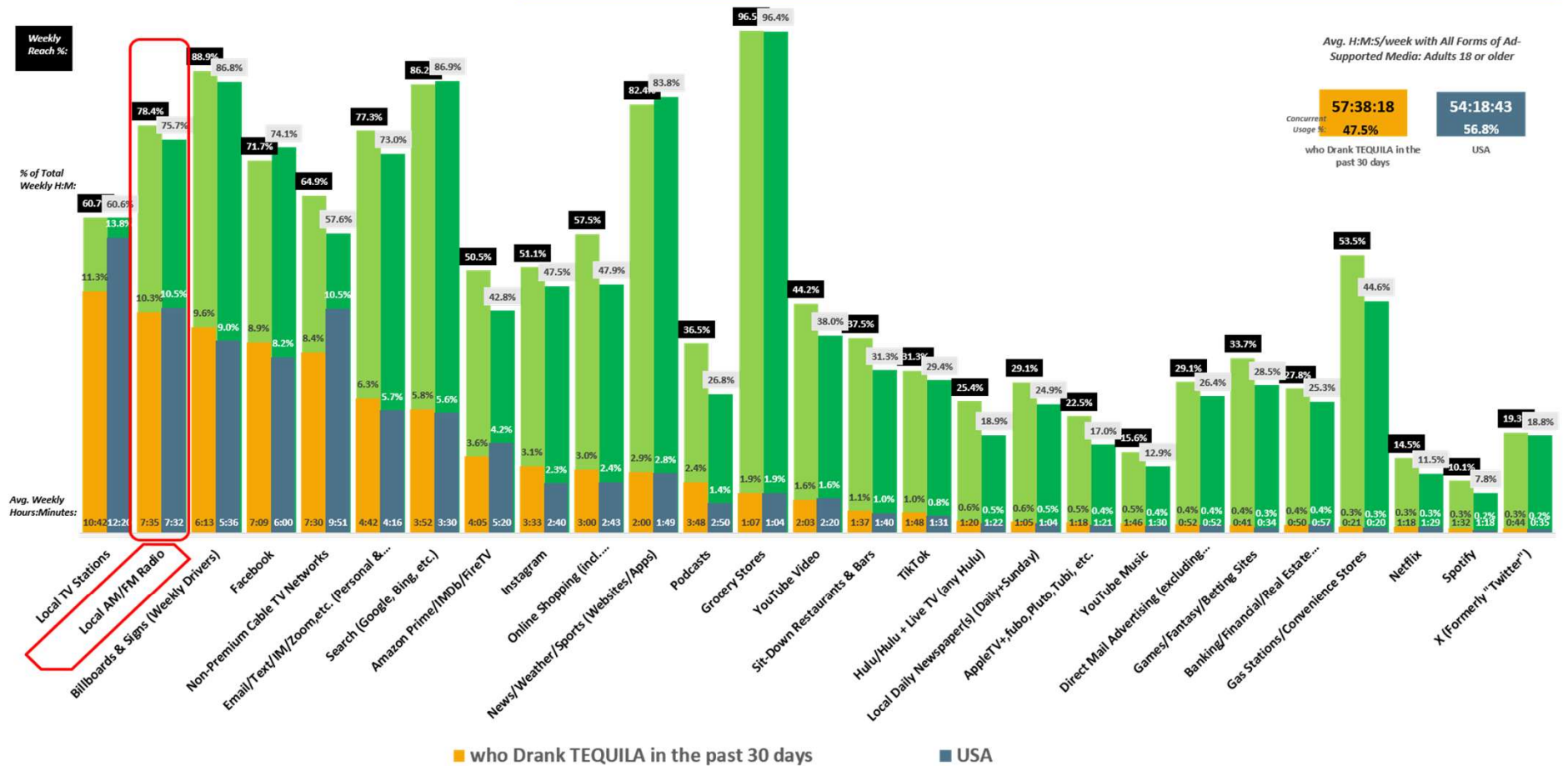


Share of Everything for Anything.

Liquor drank past 30 days: Gin



Adults 21 or older who Drank TEQUILA in the past 30 days spend an average of 2 days, 9 hours, 38 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 21 or older who Drank TEQUILA in the past 30 days spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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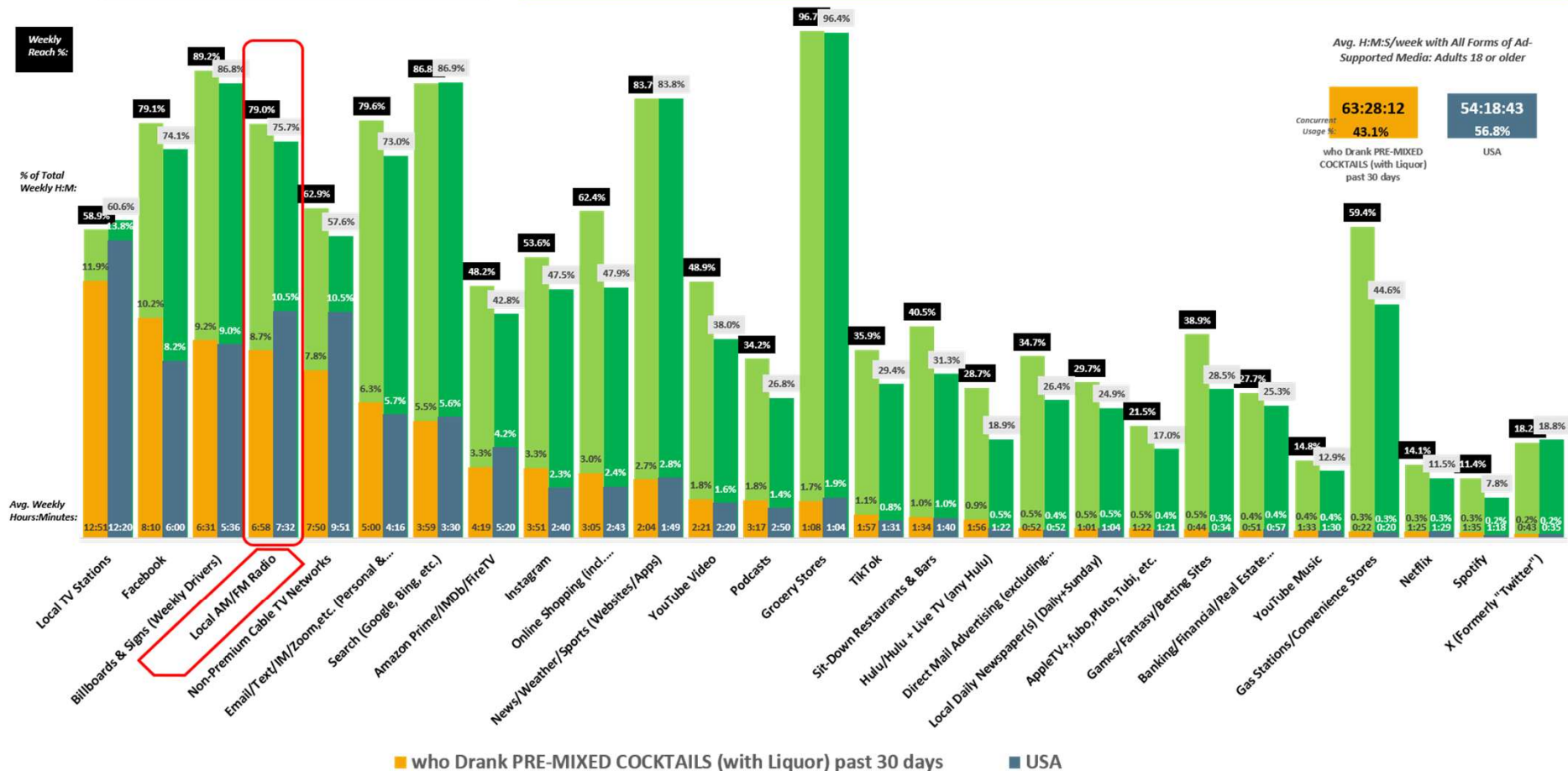


Share of Everything
for Anything

Liquor drank past 30 days: Tequila

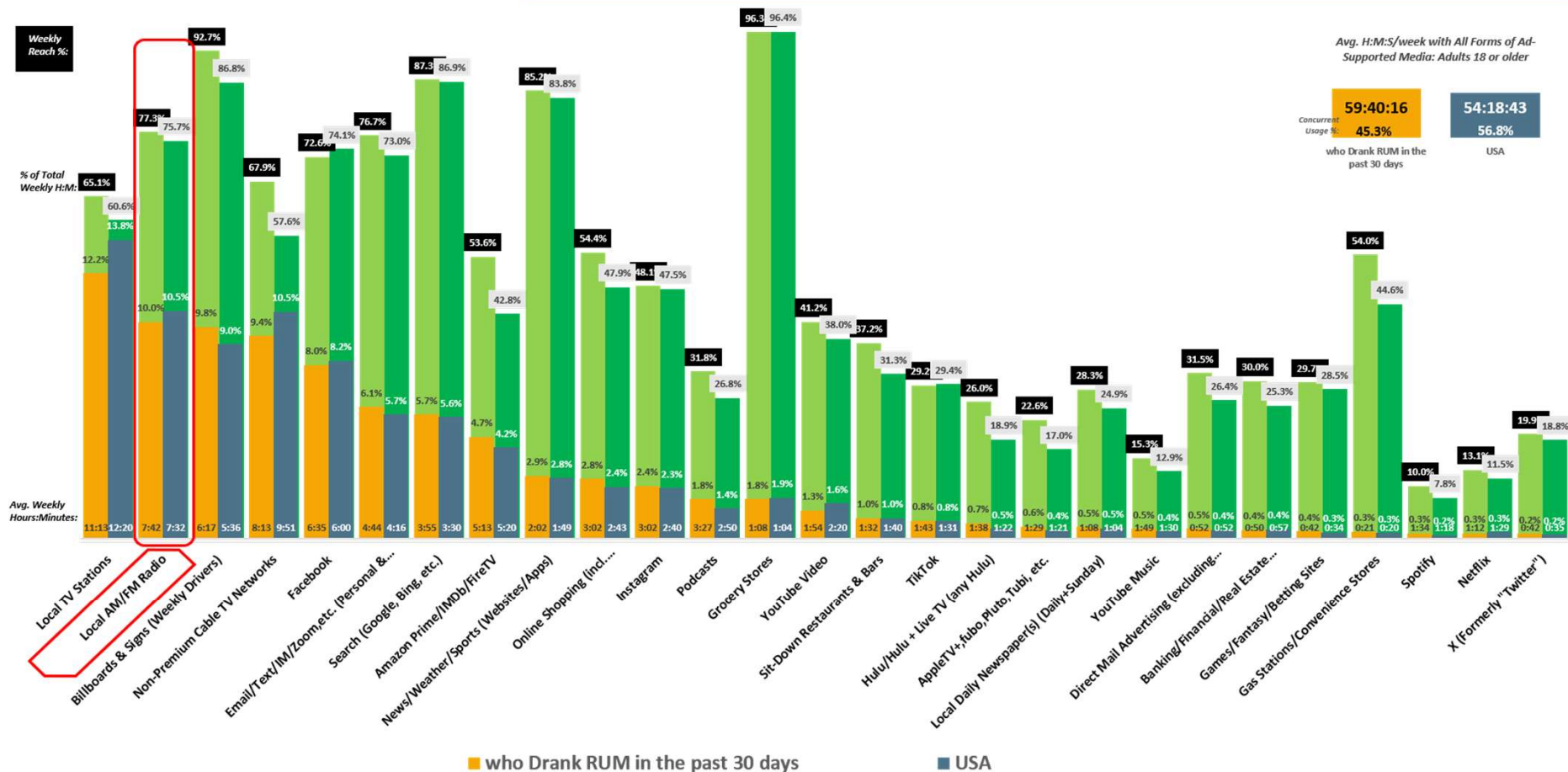


Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an average of 2 days, 15 hours, 28 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 79.% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



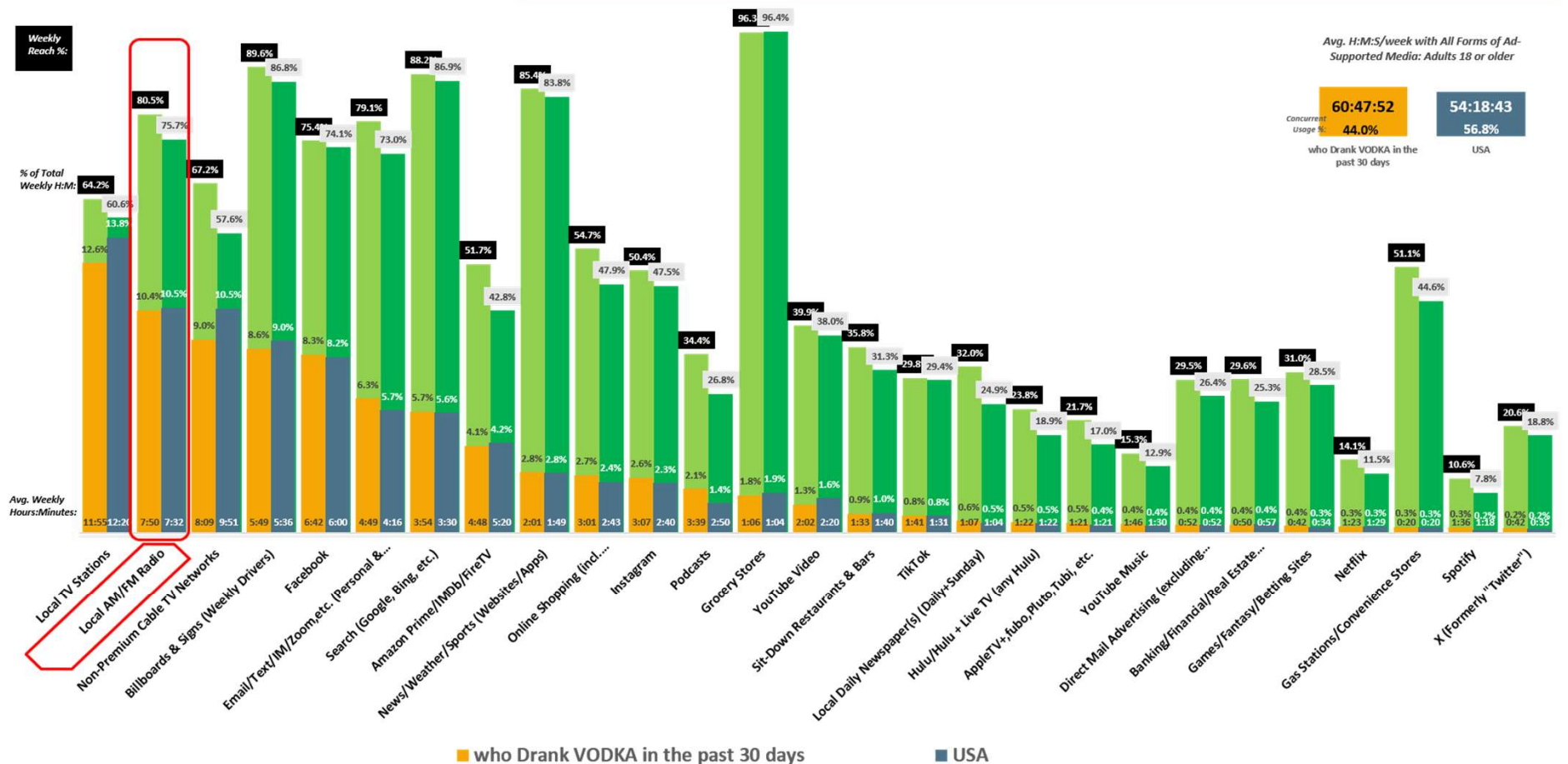


Adults 21 or older who Drank RUM in the past 30 days spend an average of 2 days, 11 hours, 40 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 77.3% of Adults 21 or older who Drank RUM in the past 30 days spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank VODKA in the past 30 days spend an average of 2 days, 12 hours, 47 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
80.5% of Adults 21 or older who Drank VODKA in the past 30 days spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



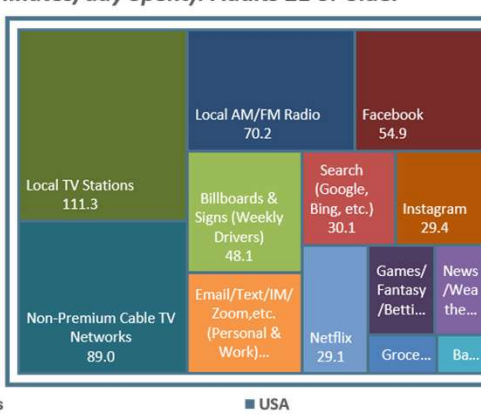
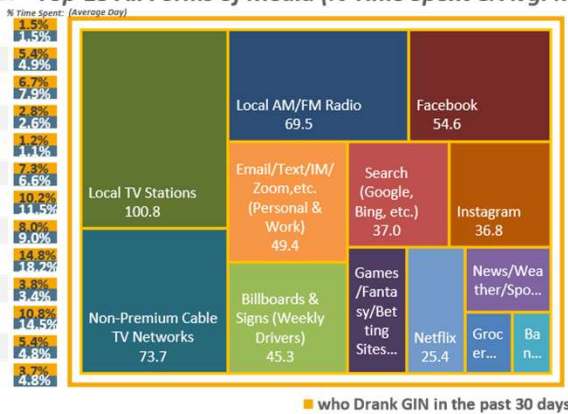
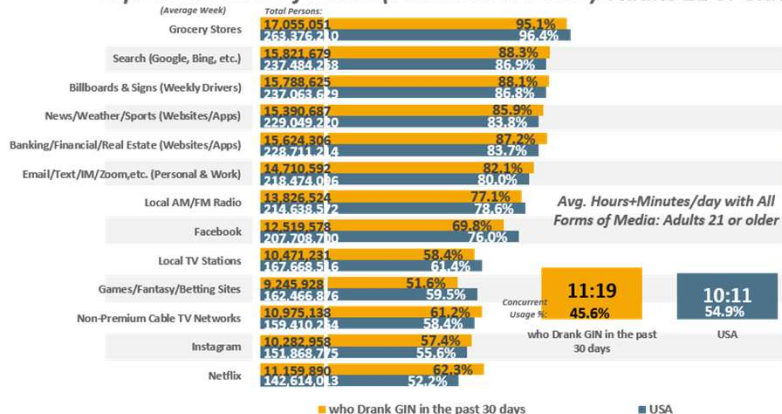
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Drank VODKA in the past 30 days	USA
60:47:52	54:18:43
44.0%	56.8%

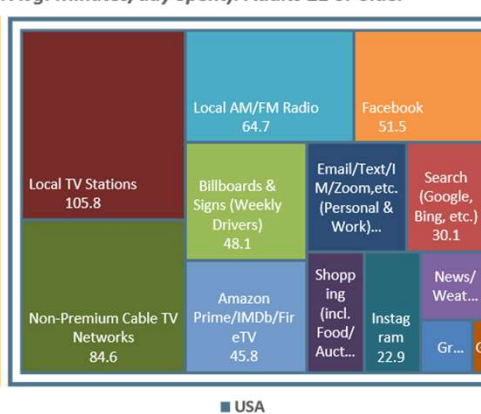
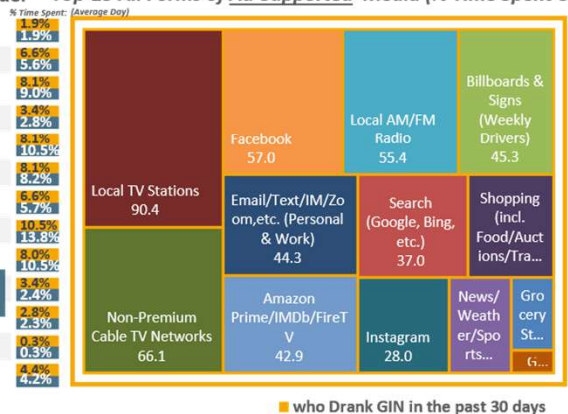
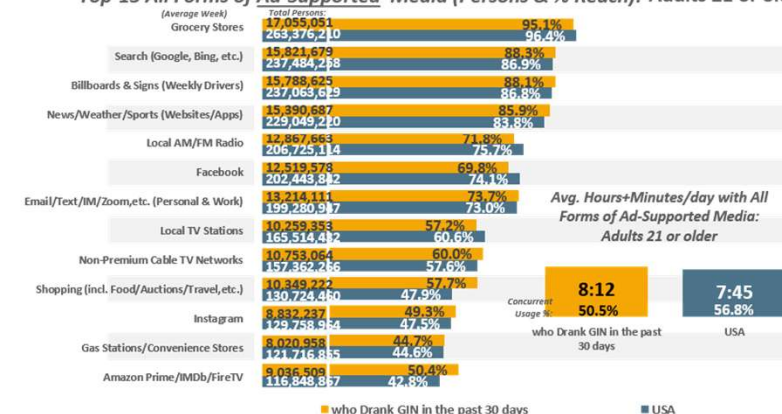


Adults 21 or older who Drank GIN in the past 30 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day.
(Local Radio delivers 8.1% of Time with Ad-Supported Media.)

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



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



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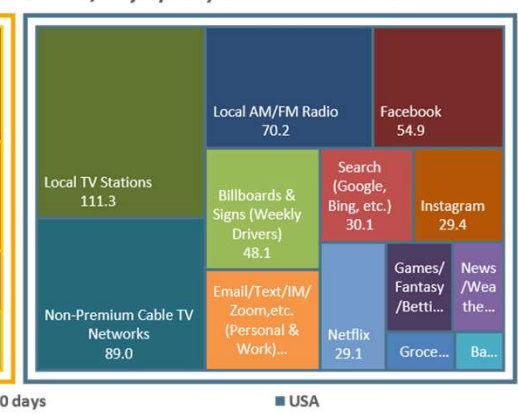
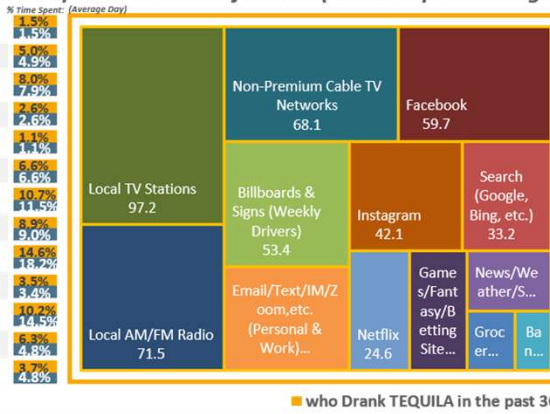
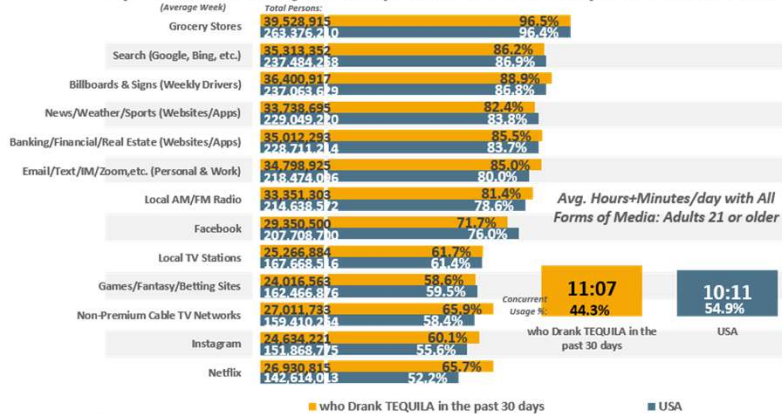
Liquor drank past 30 days: Gin



Adults 21 or older who Drank TEQUILA in the past 30 days spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day.
(Local Radio delivers 10.3% of Time with Ad-Supported Media.)

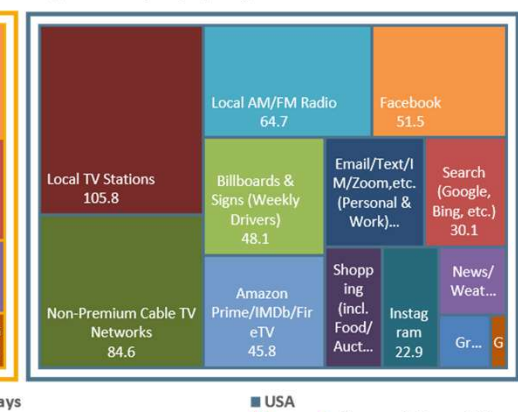
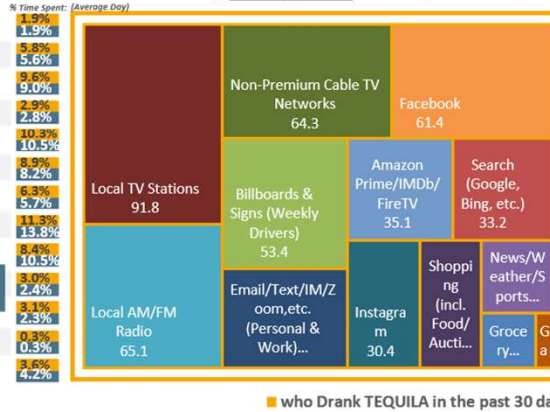
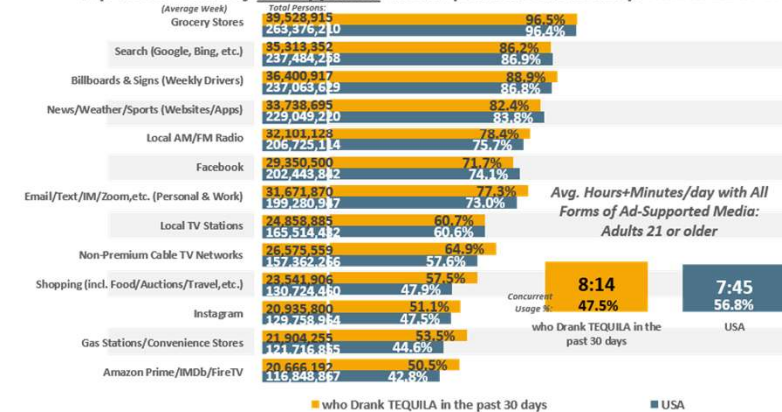
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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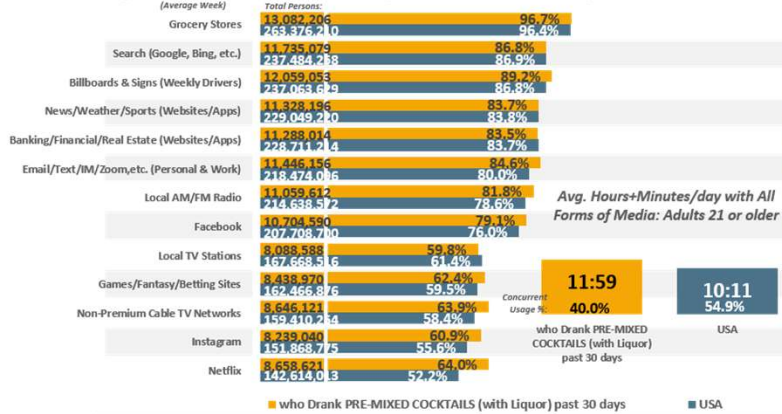
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Liquor drank past 30 days: Tequila

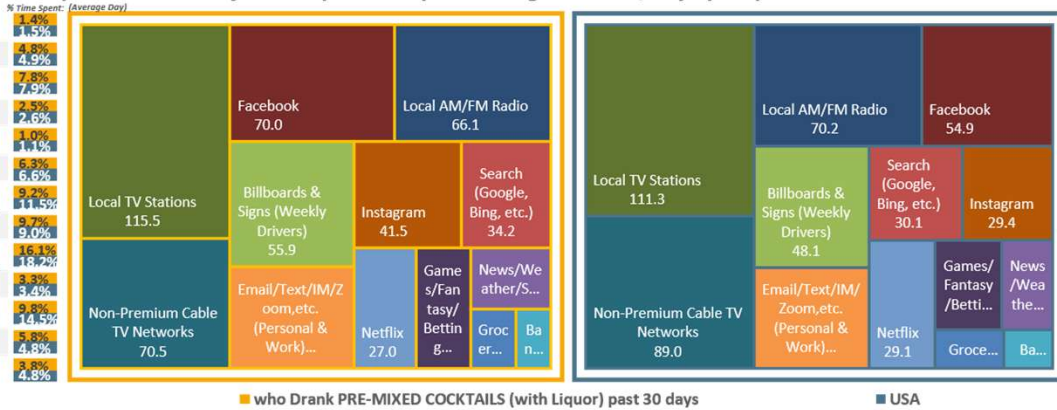


Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

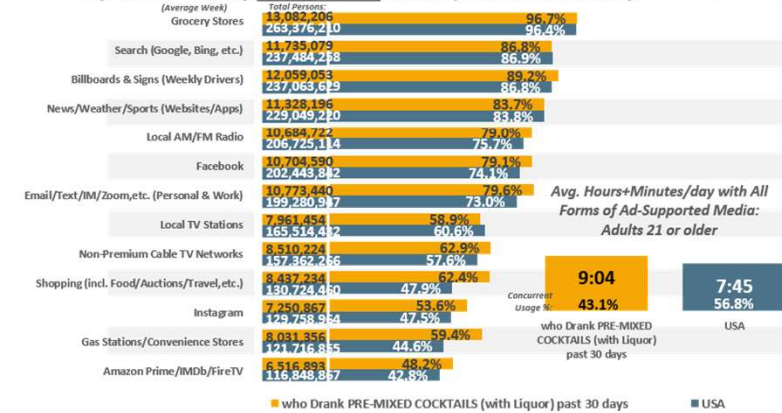
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



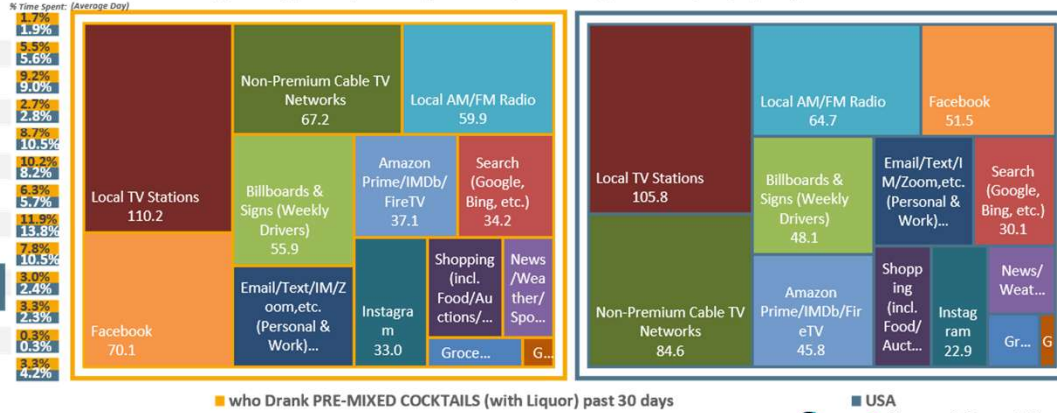
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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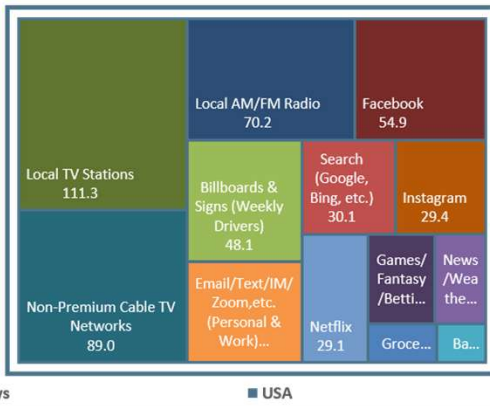
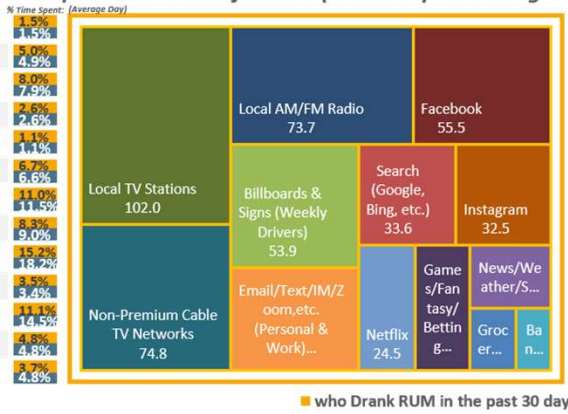
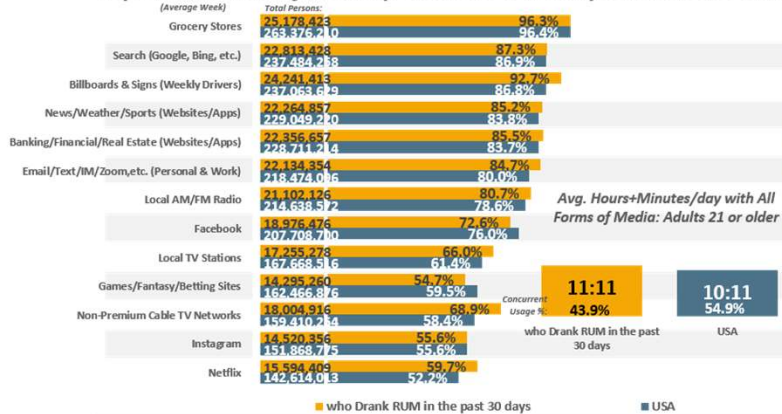
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

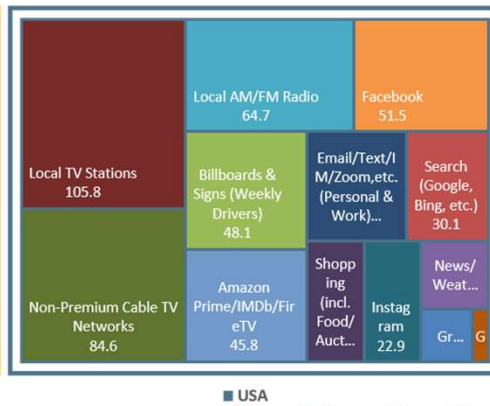
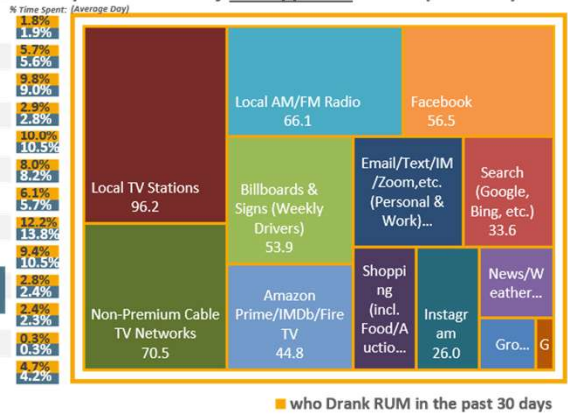
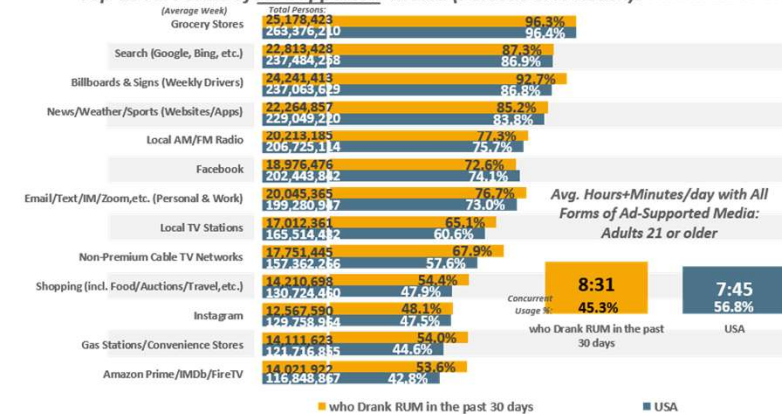


Adults 21 or older who Drank RUM in the past 30 days spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day.
(Local Radio delivers 10.% of Time with Ad-Supported Media.)

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



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



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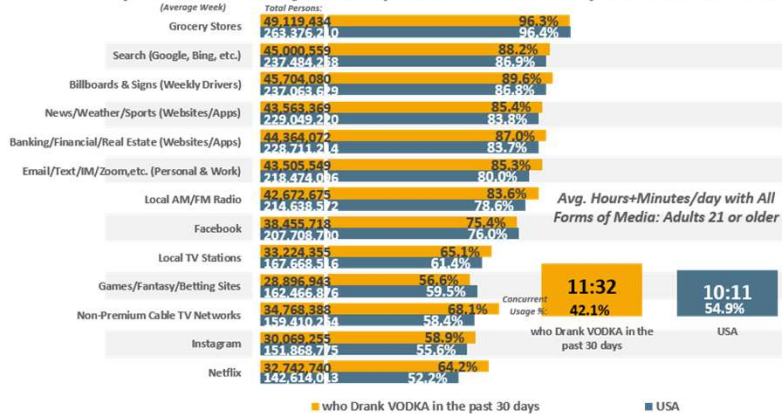
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Rum

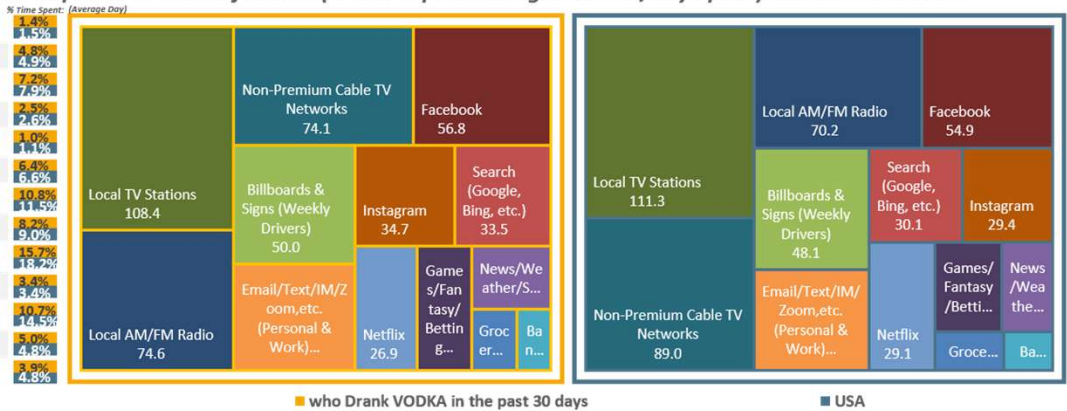


Adults 21 or older who Drank VODKA in the past 30 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day.
(Local Radio delivers 10.4% of Time with Ad-Supported Media.)

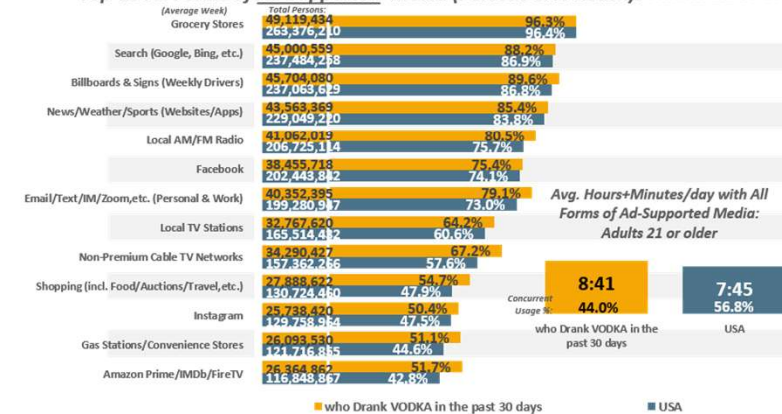
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



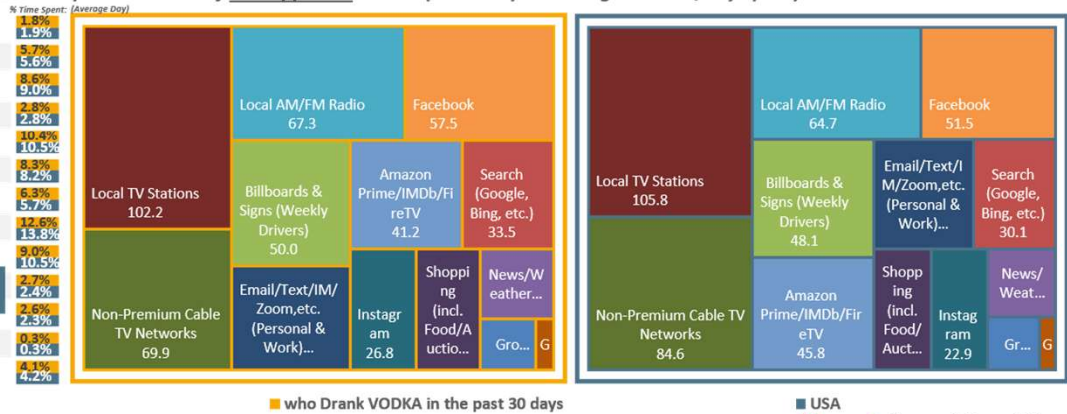
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

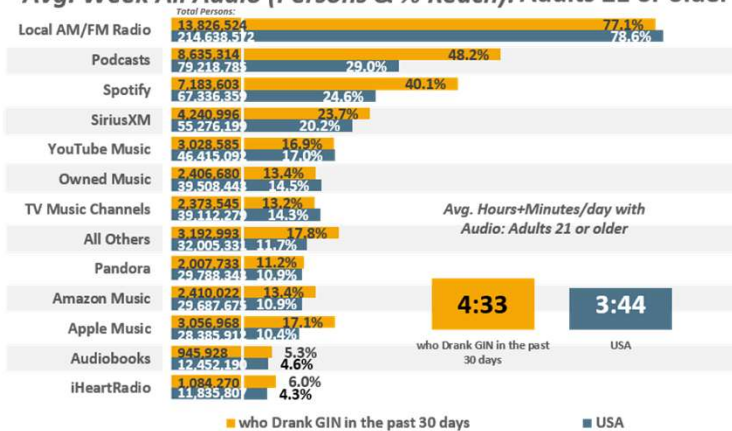
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Liquor drank past 30 days: Vodka

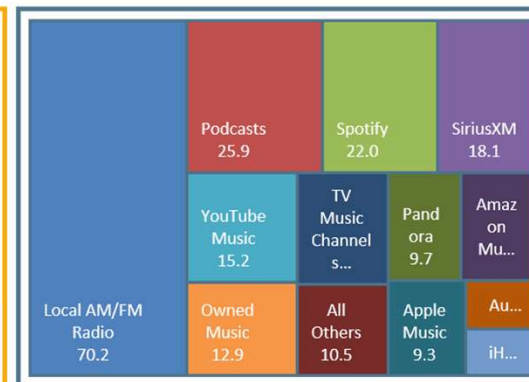
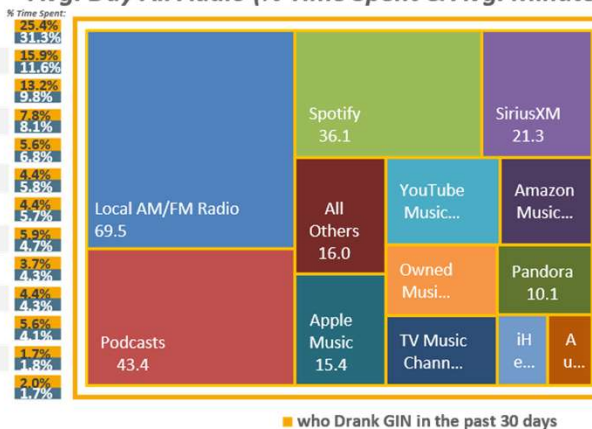


12,867,663 or 71.8% of Adults 21 or older who Drank GIN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

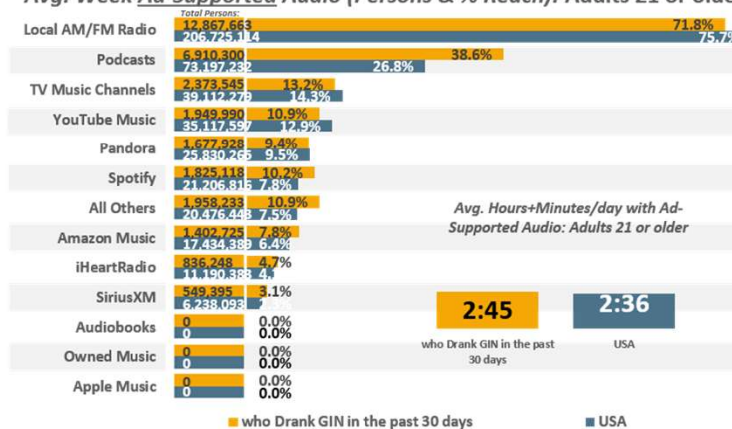
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



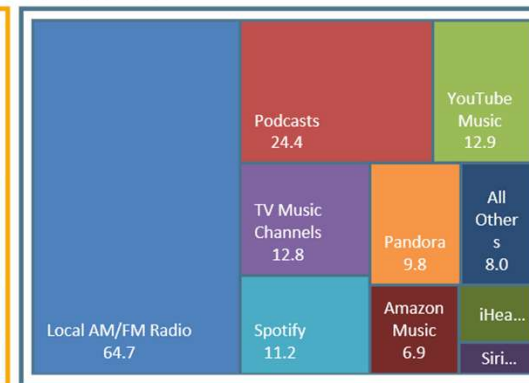
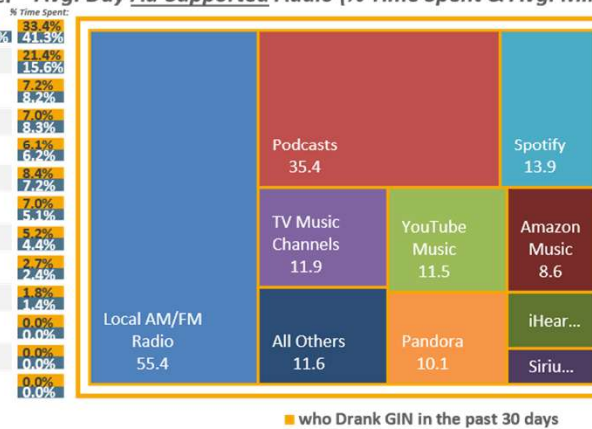
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

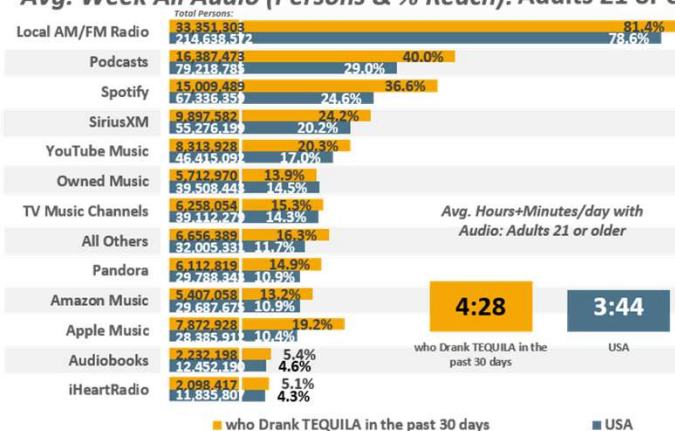
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Liquor drank past 30 days: Gin

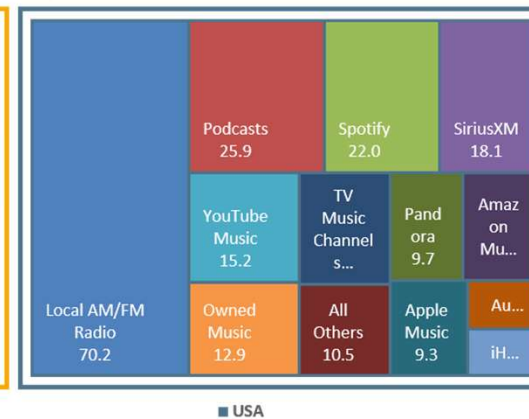
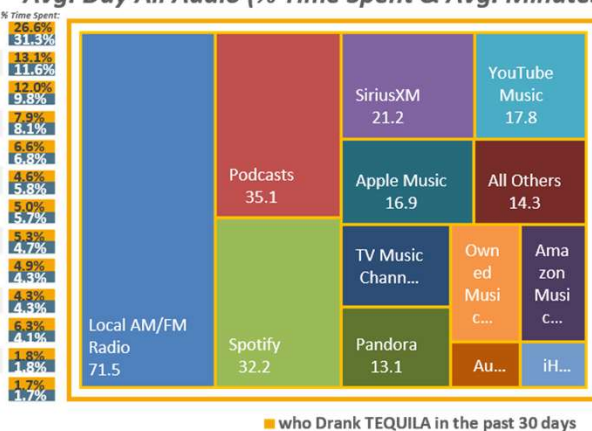


32,101,128 or 78.4% of Adults 21 or older who Drank TEQUILA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

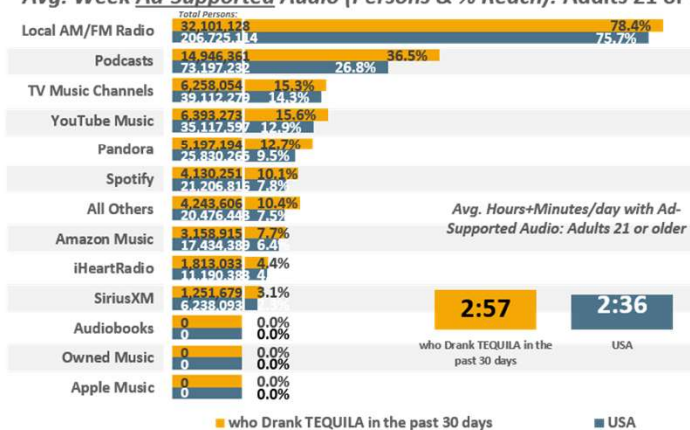
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



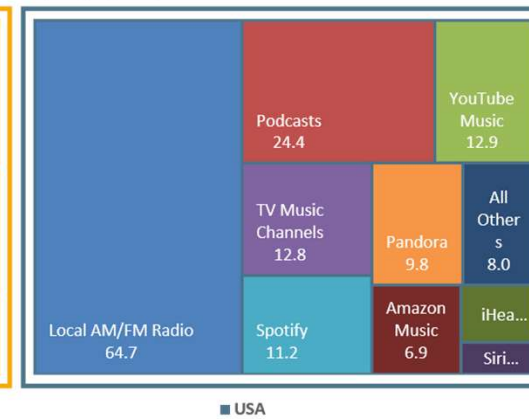
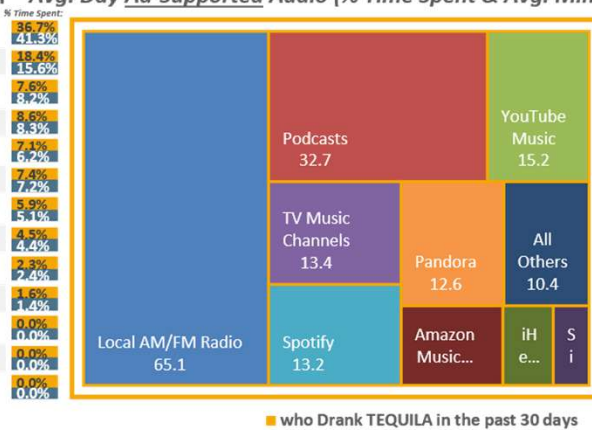
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

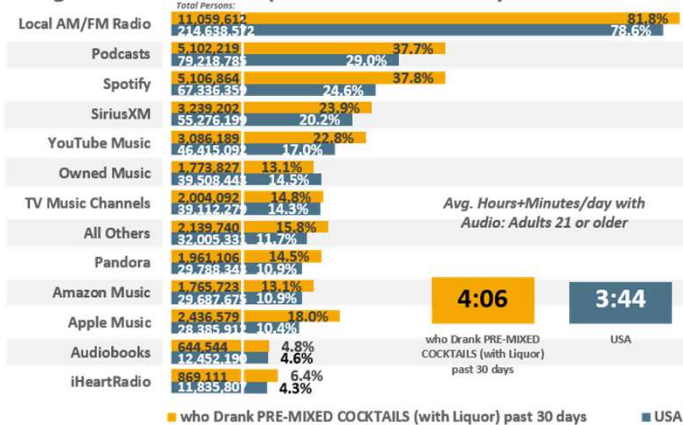
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Liquor drank past 30 days: Tequila

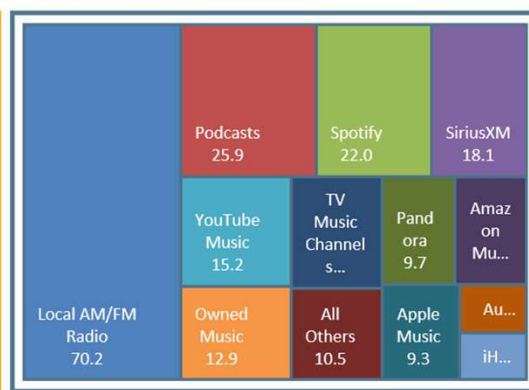
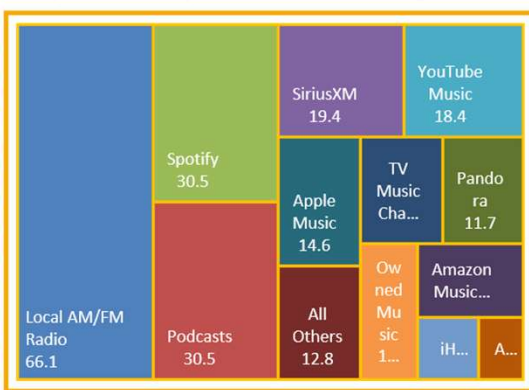


10,684,722 or 79.% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

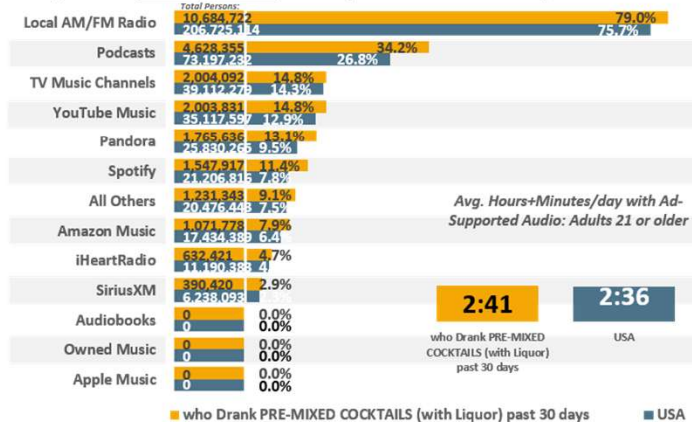
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



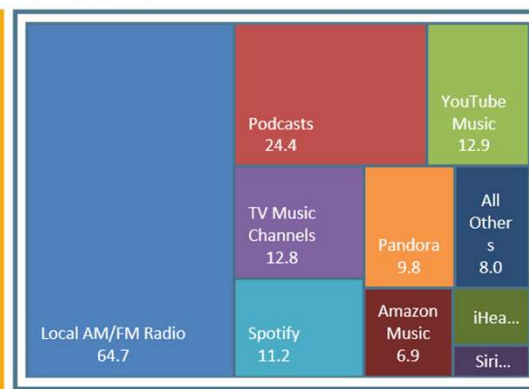
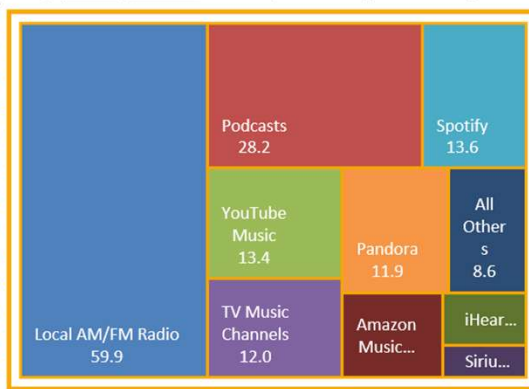
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

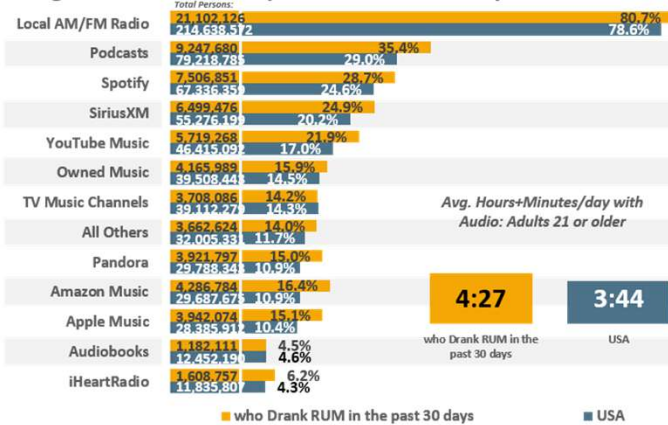
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

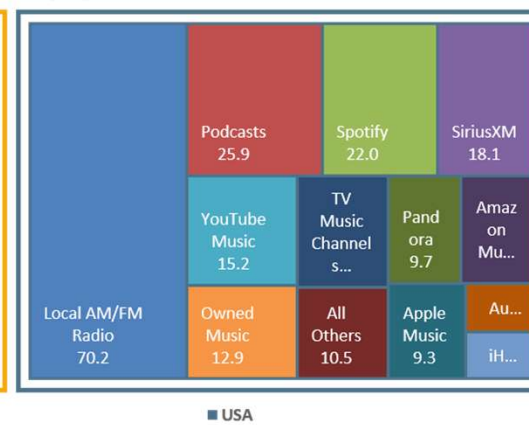
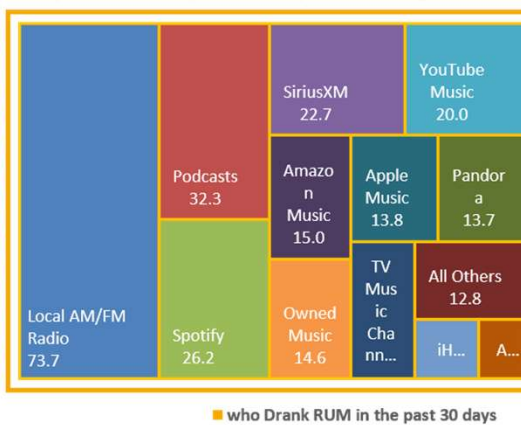


20,213,185 or 77.3% of Adults 21 or older who Drank RUM in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.

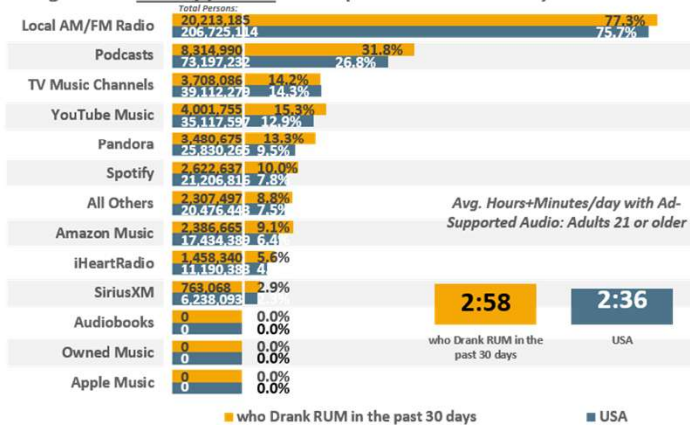
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



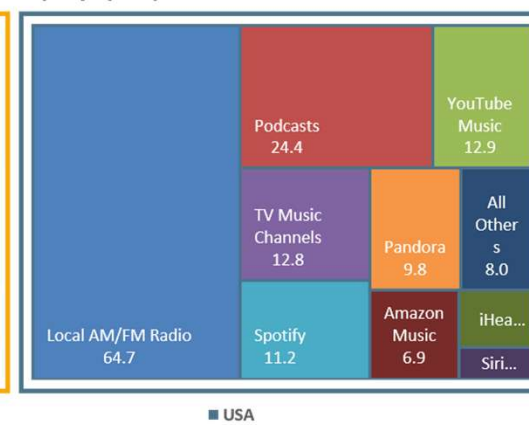
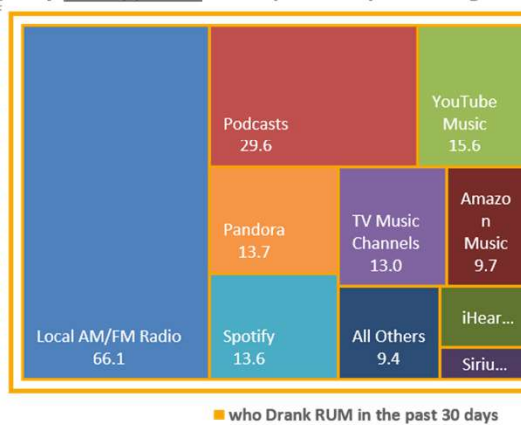
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

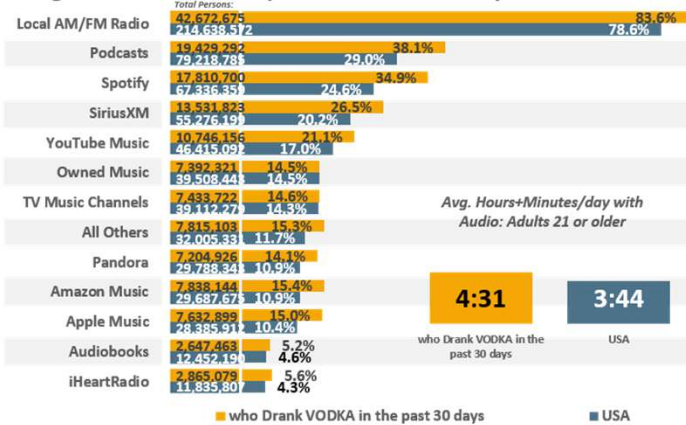
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Liquor drank past 30 days: Rum

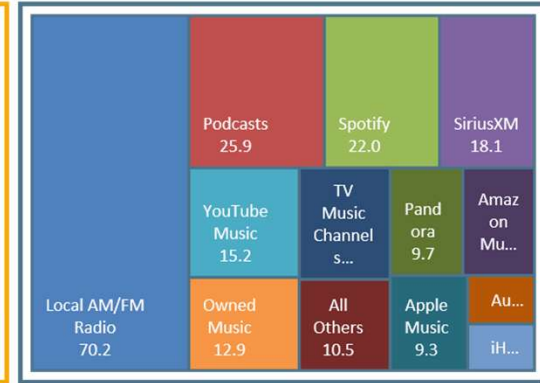
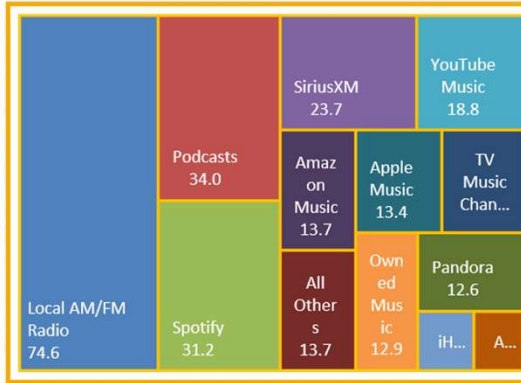


41,062,019 or 80.5% of Adults 21 or older who Drank VODKA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

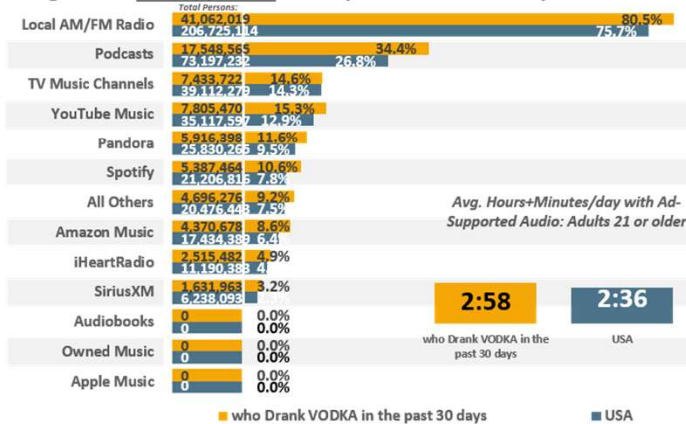
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



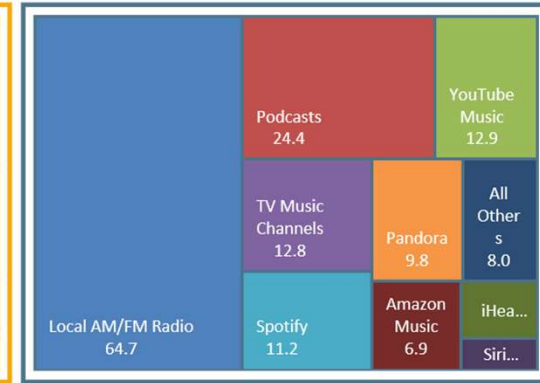
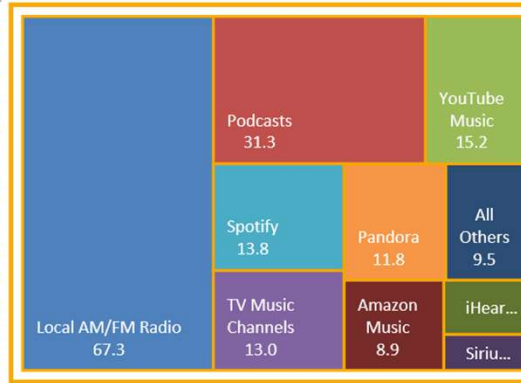
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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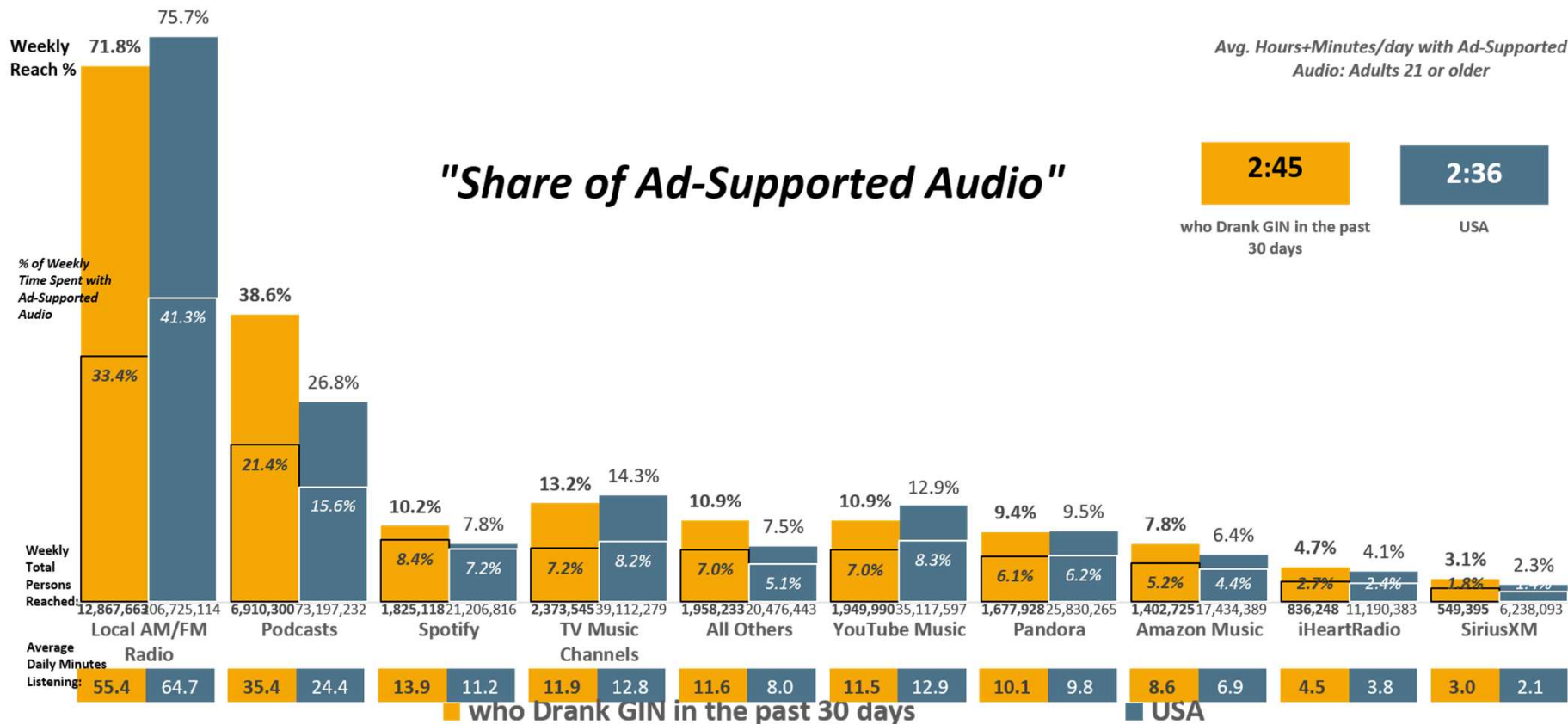
Scarborough R1 2026: Jan 25-Mar26 USA Projection

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Liquor drank past 30 days: Vodka

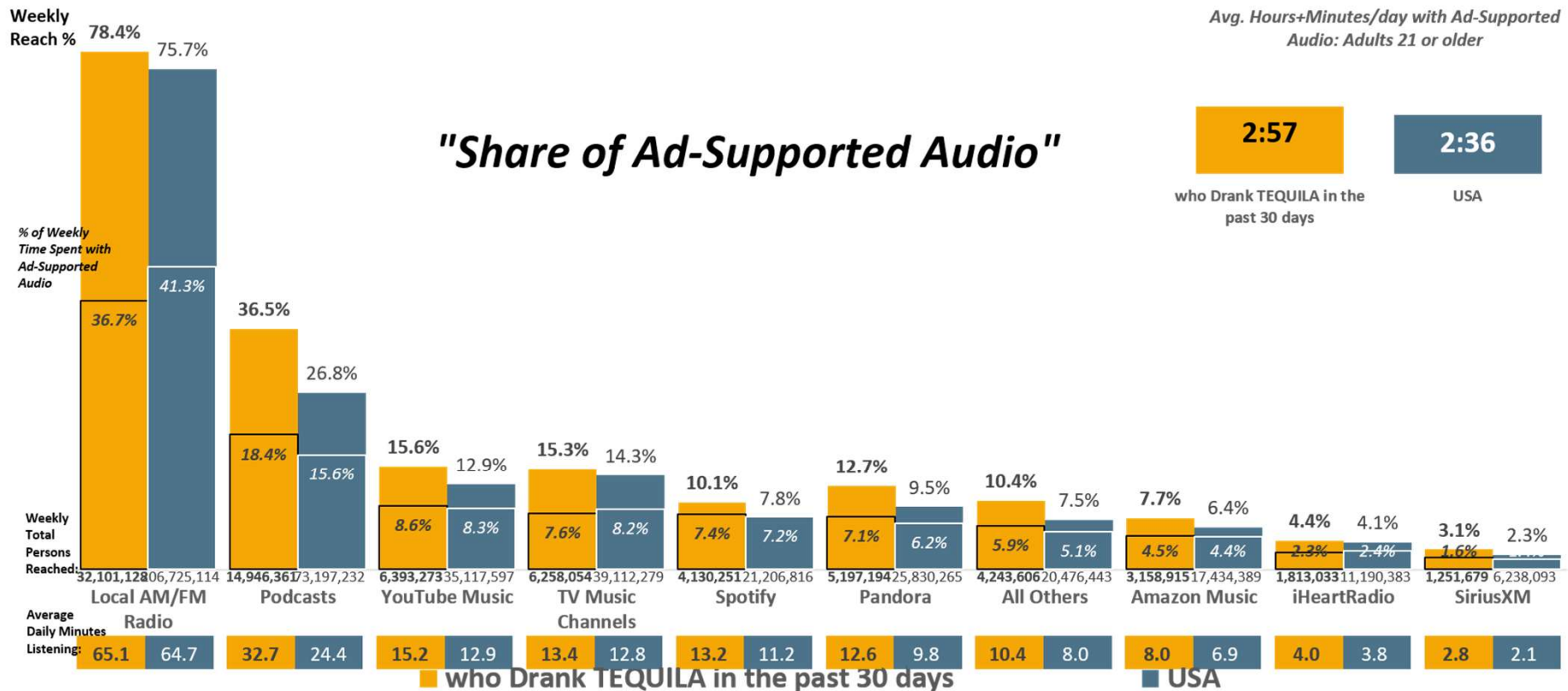


12,867,663 or 71.8% of Adults 21 or older who Drank GIN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.



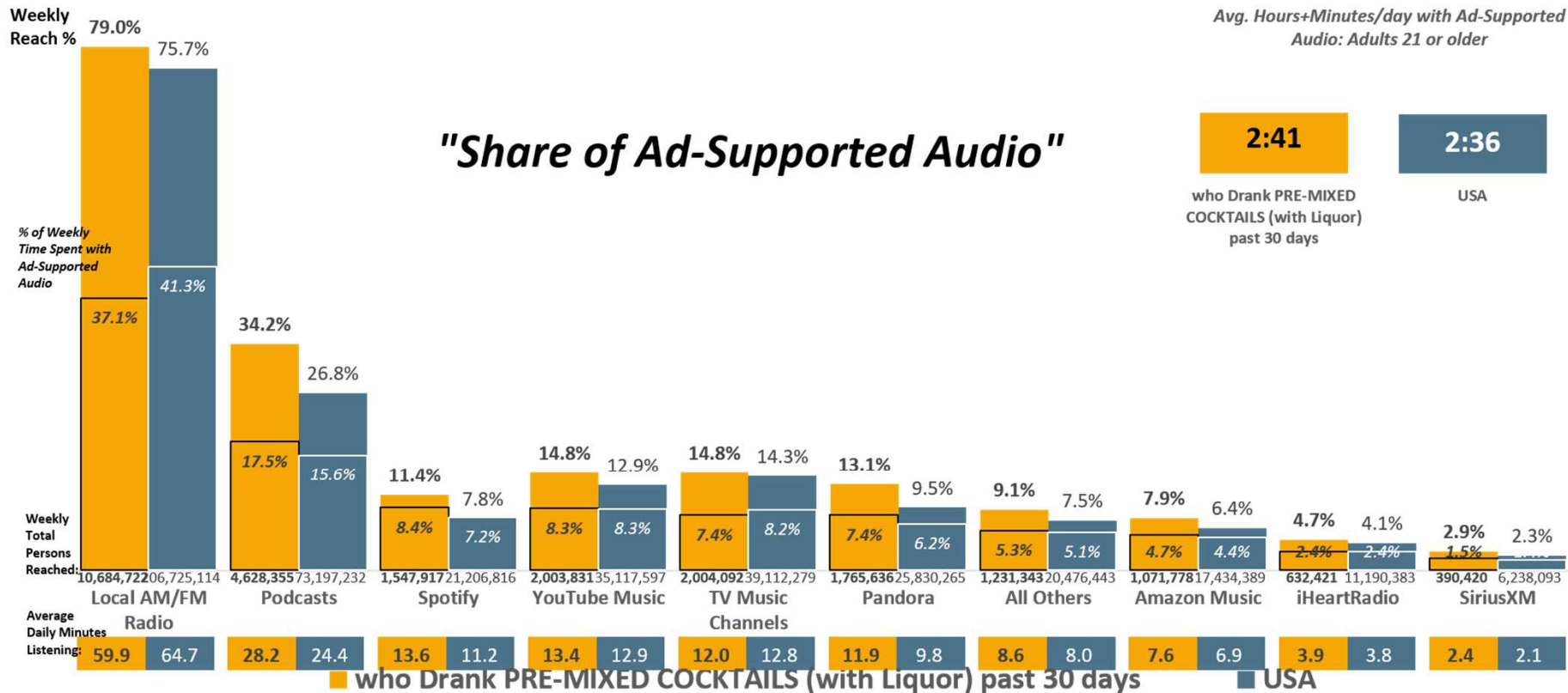


32,101,128 or 78.4% of Adults 21 or older who Drank TEQUILA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



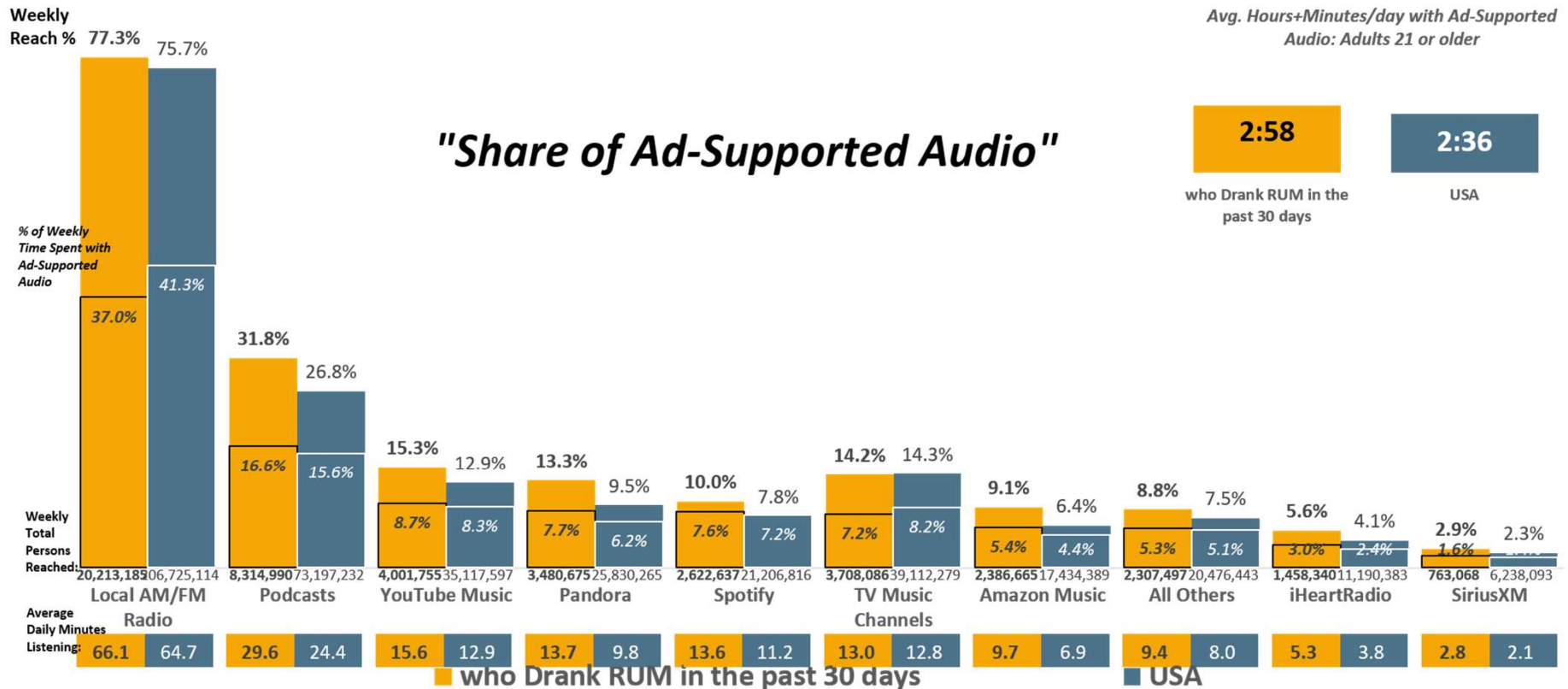


10,684,722 or 79.% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



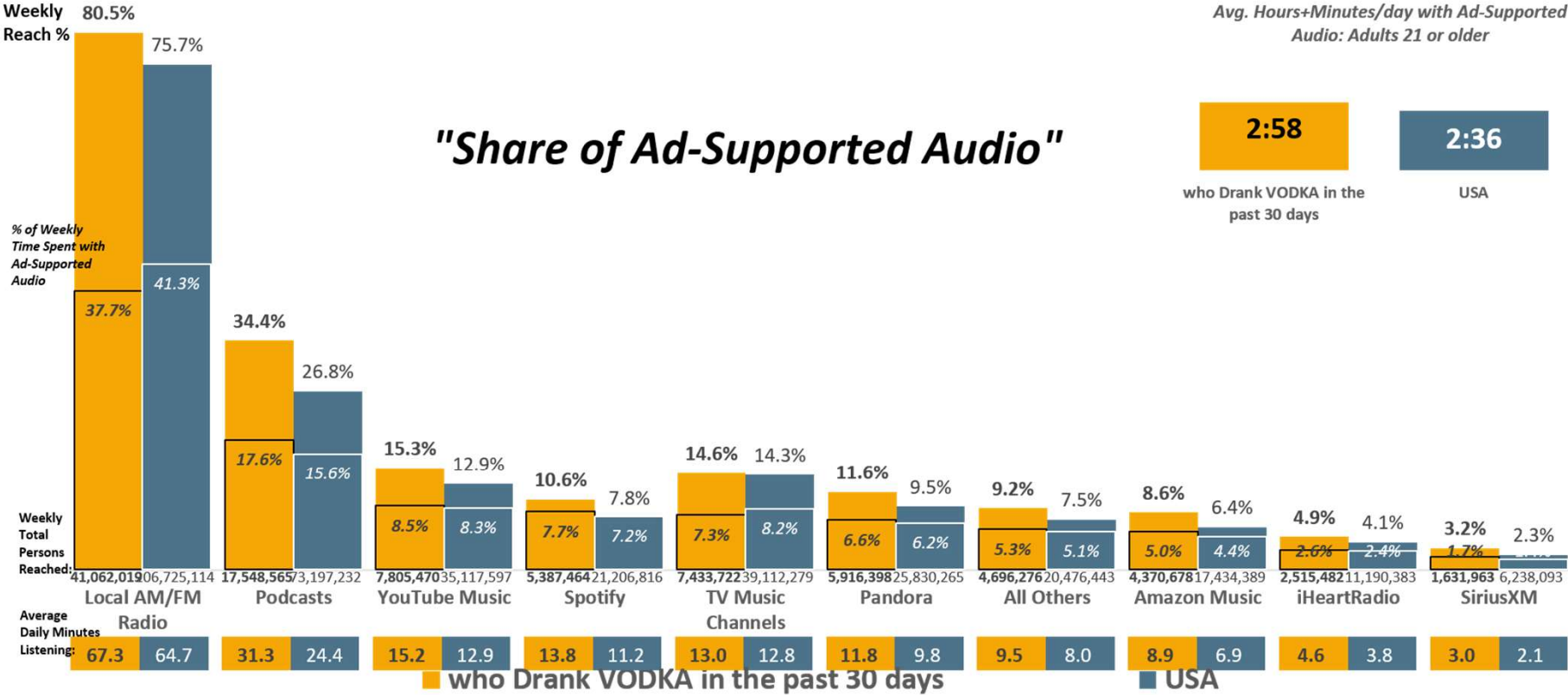


20,213,185 or 77.3% of Adults 21 or older who Drank RUM in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.





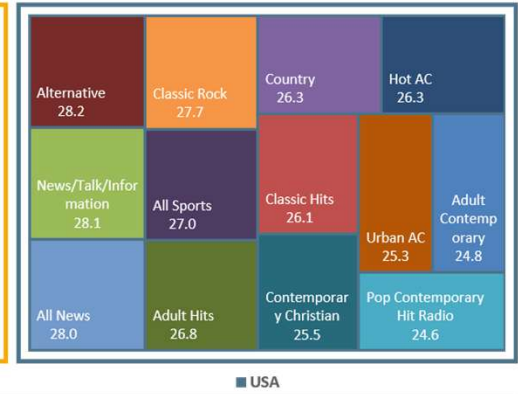
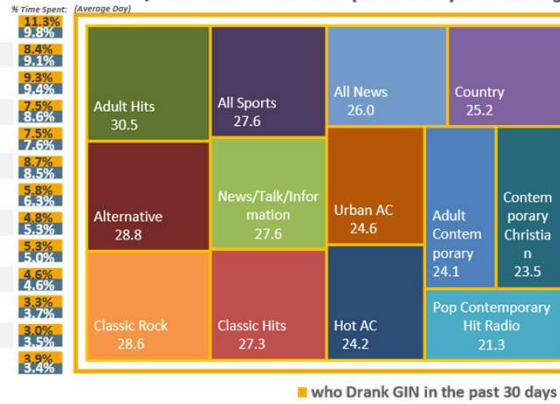
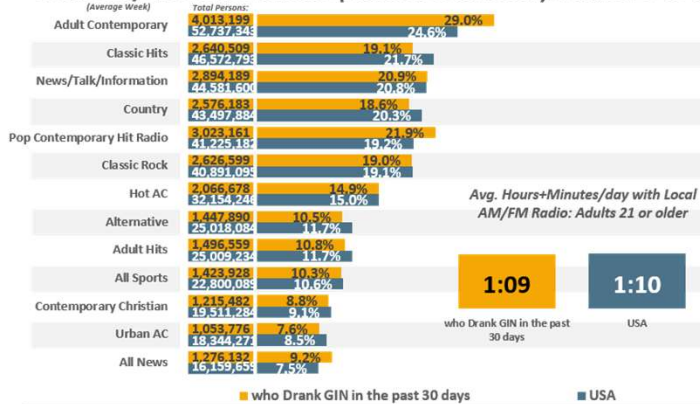
41,062,019 or 80.5% of Adults 21 or older who Drank VODKA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



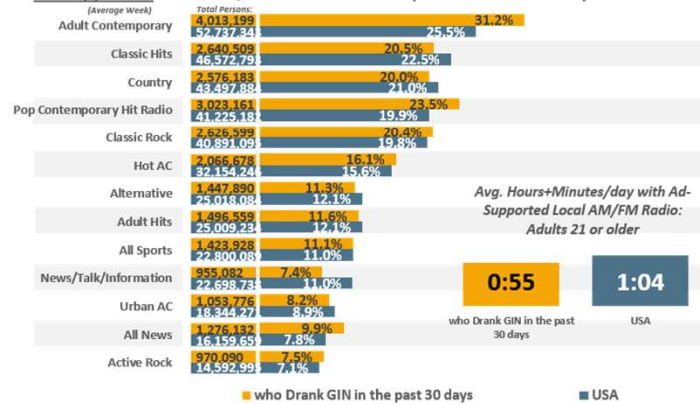


12,867,663 or 71.8% of Adults 21 or older who Drank GIN in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

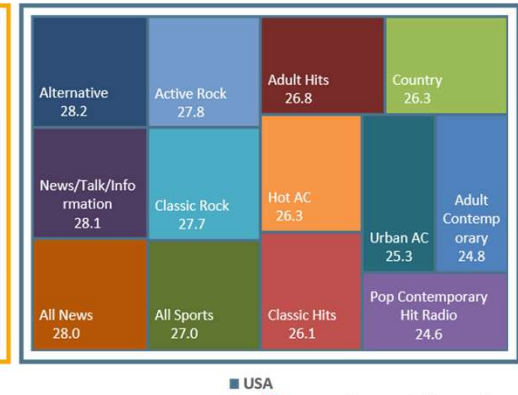
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



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



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

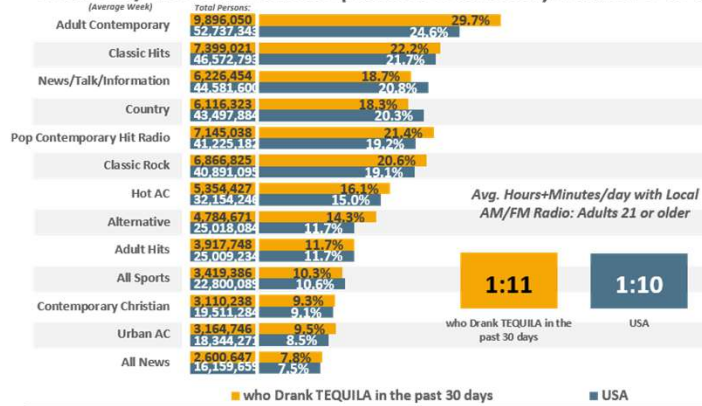
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Liquor drank past 30 days: Gin

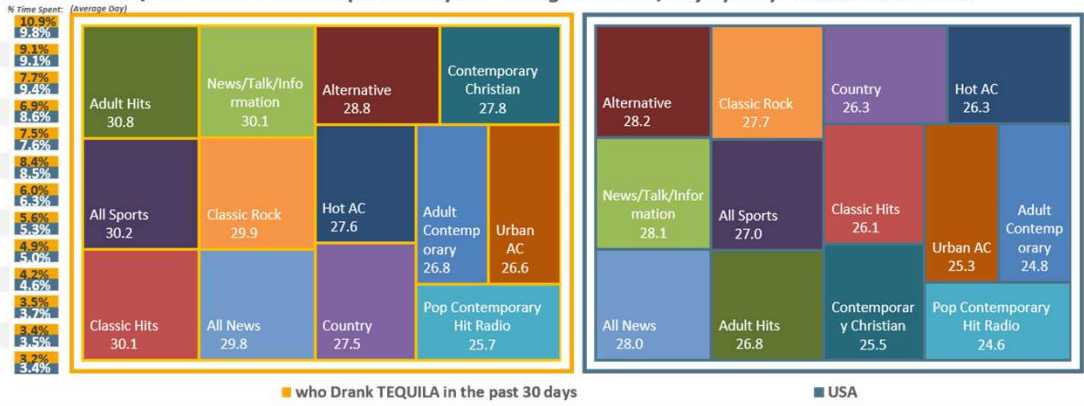


32,101,128 or 78.4% of Adults 21 or older who Drank TEQUILA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

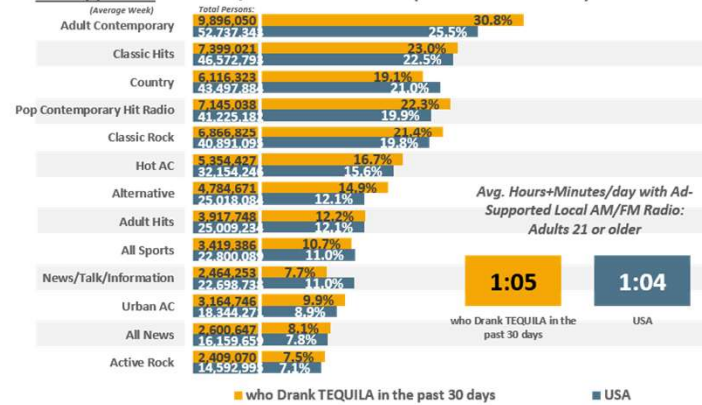
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



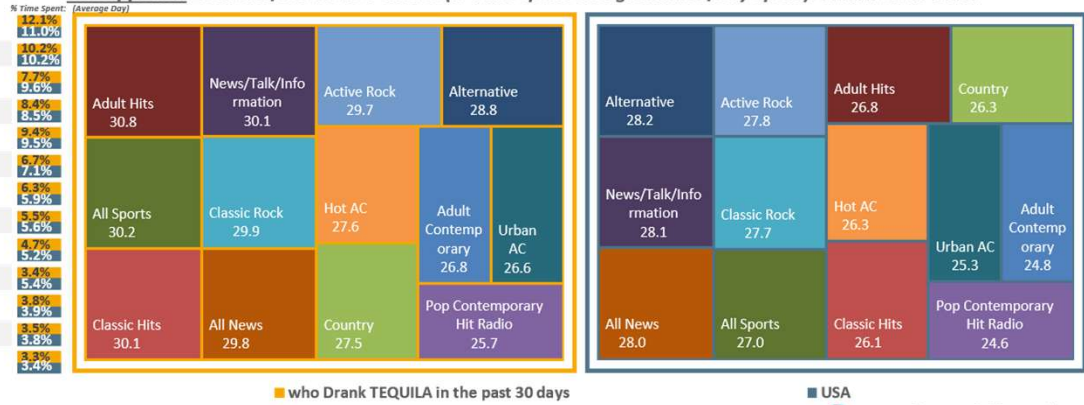
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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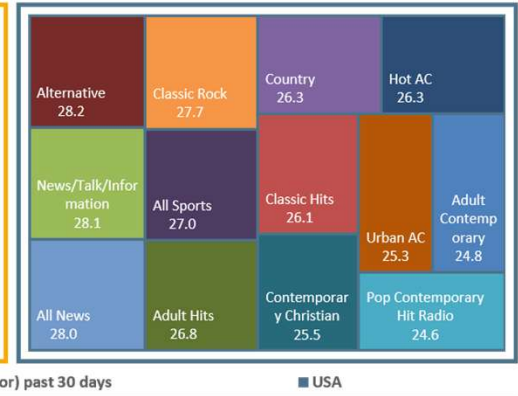
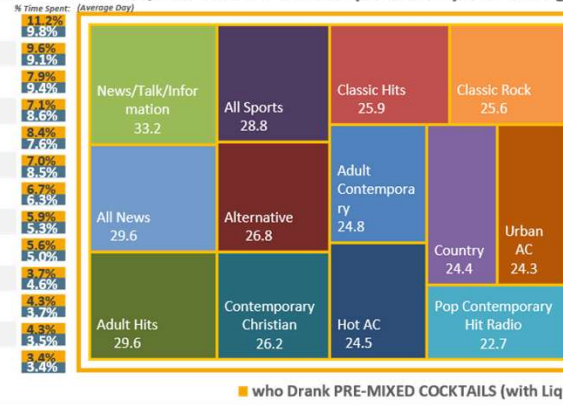
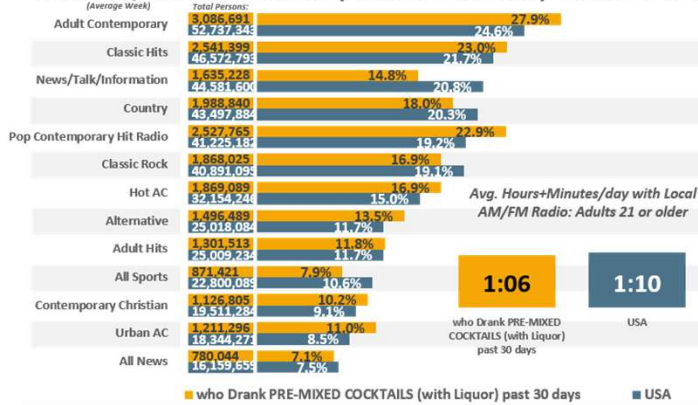
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Liquor drank past 30 days: Tequila

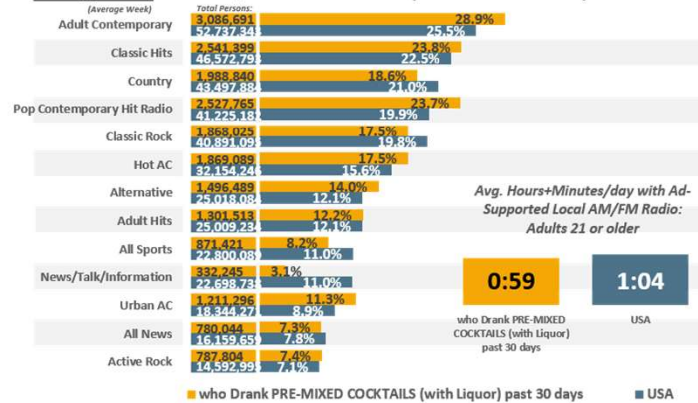


10,684,722 or 79.% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Hot AC.

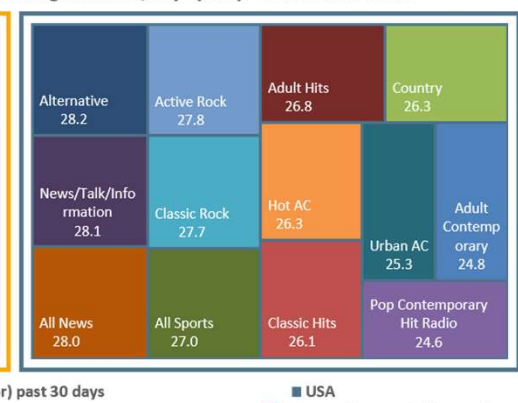
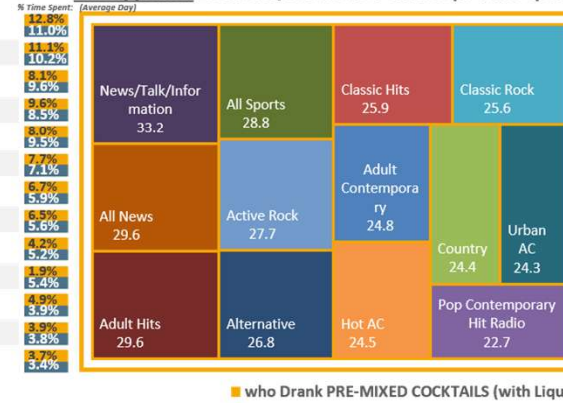
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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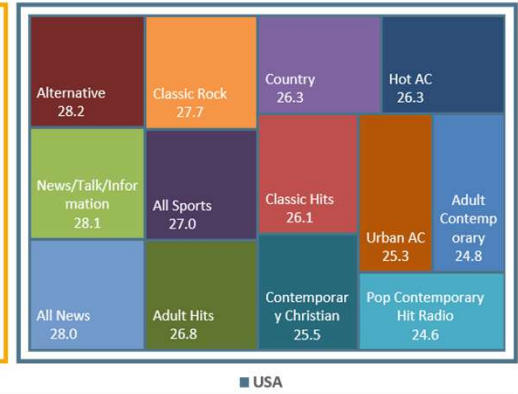
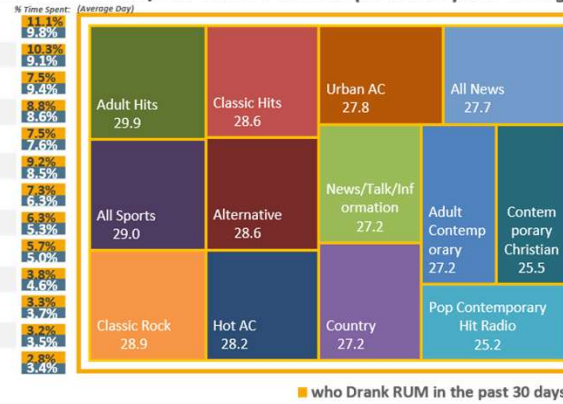
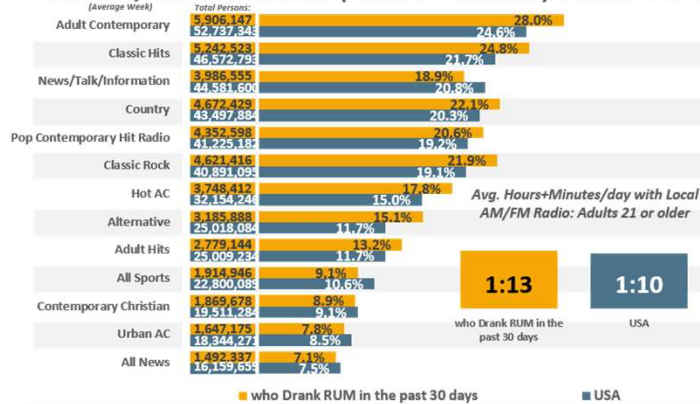
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

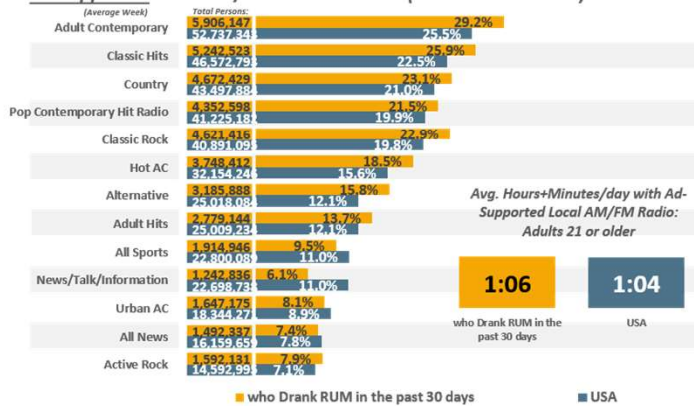


20,213,185 or 77.3% of Adults 21 or older who Drank RUM in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

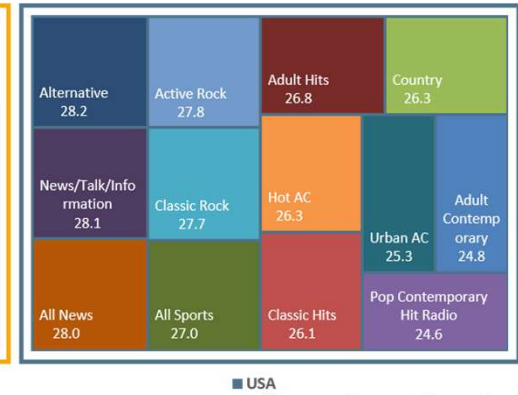
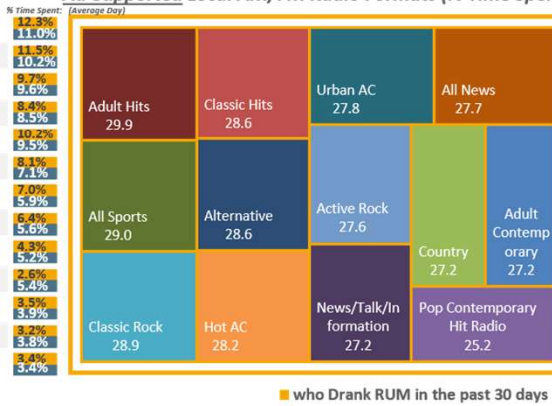
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



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



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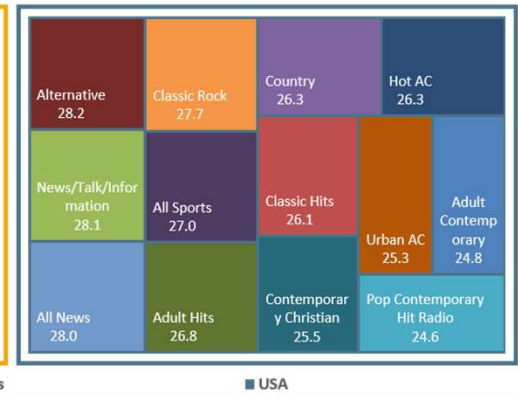
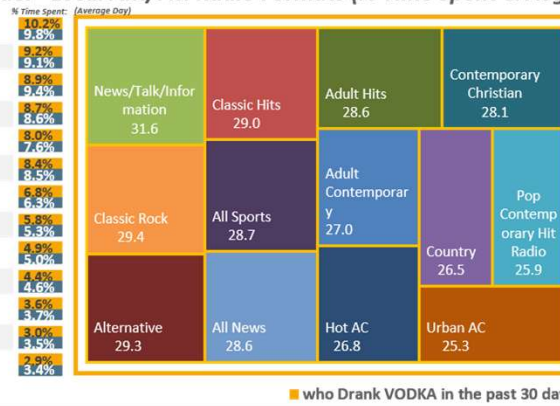
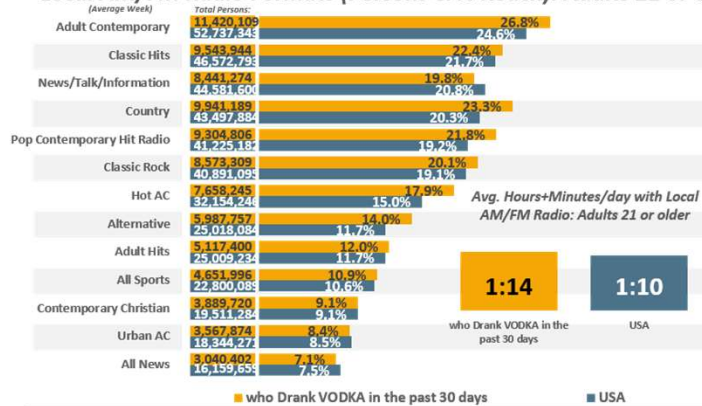
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Liquor drank past 30 days: Rum

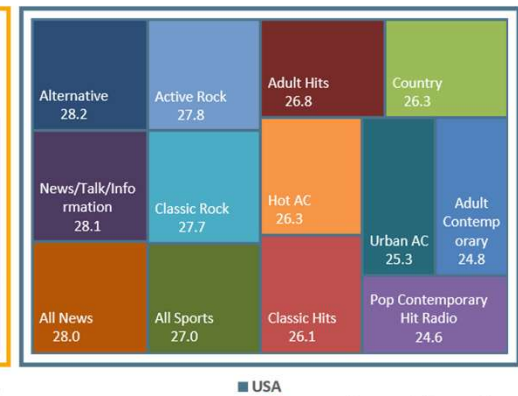
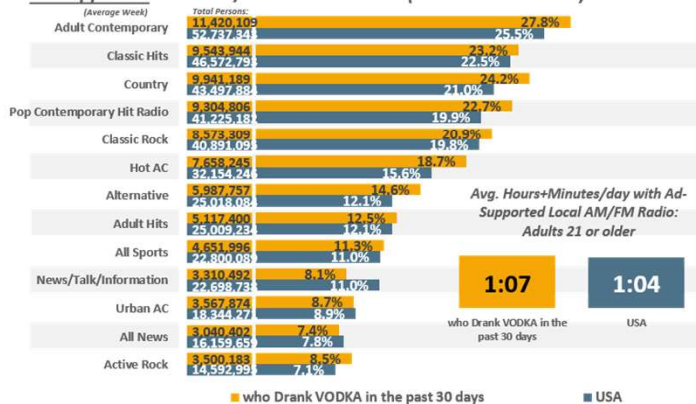


41,062,019 or 80.5% of Adults 21 or older who Drank VODKA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

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



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



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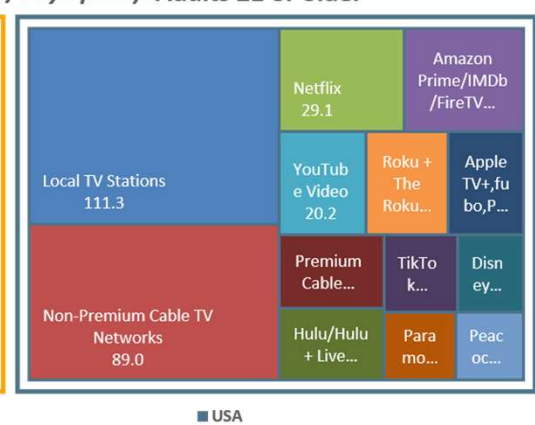
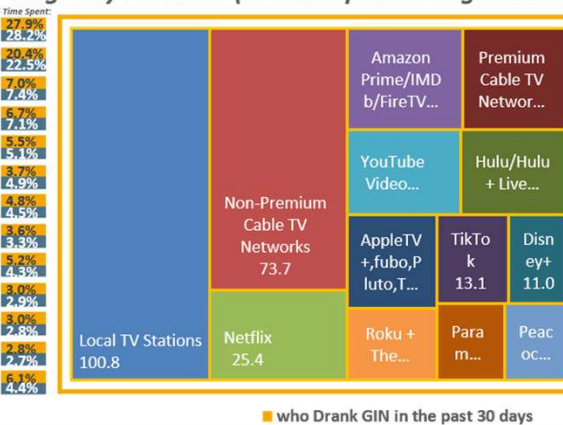
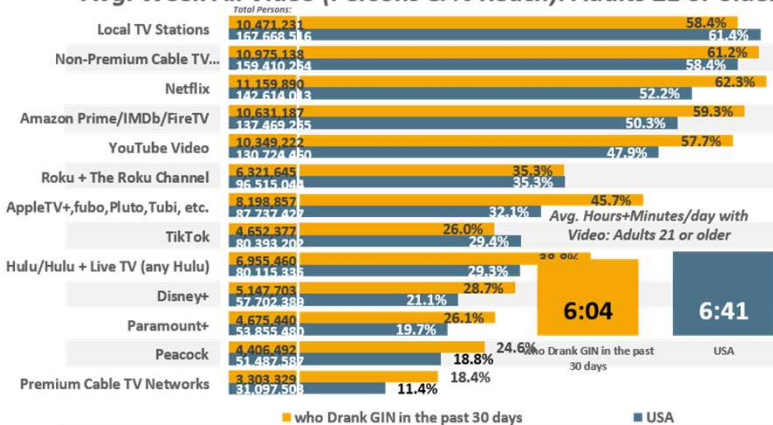
Liquor drank past 30 days: Vodka



10,259,353 or 57.2% of Adults 21 or older who Drank GIN in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

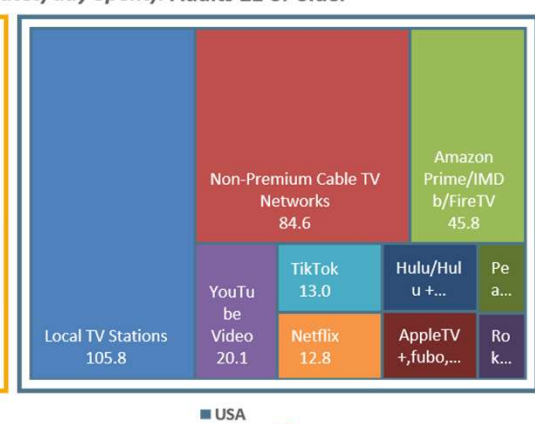
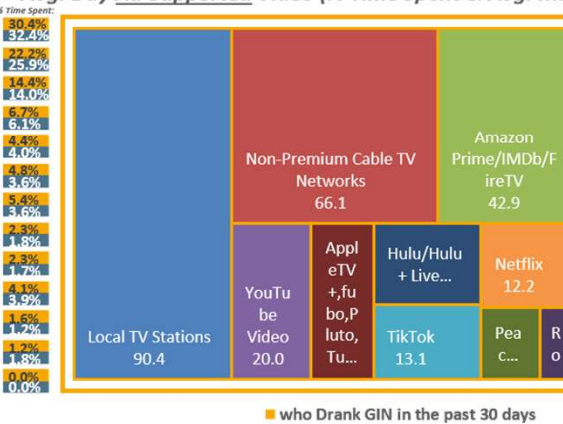
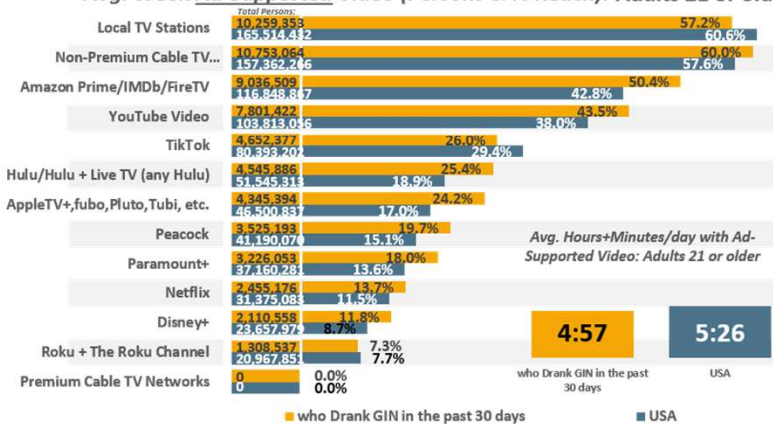
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

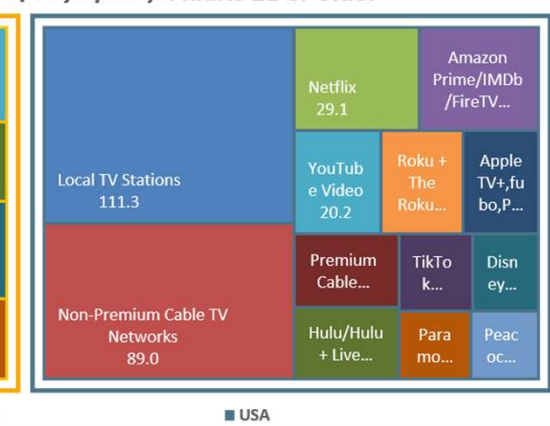
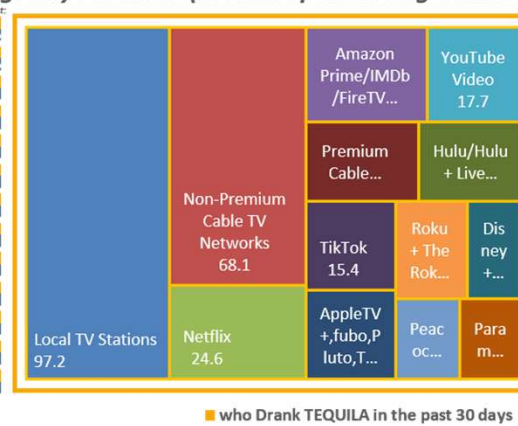
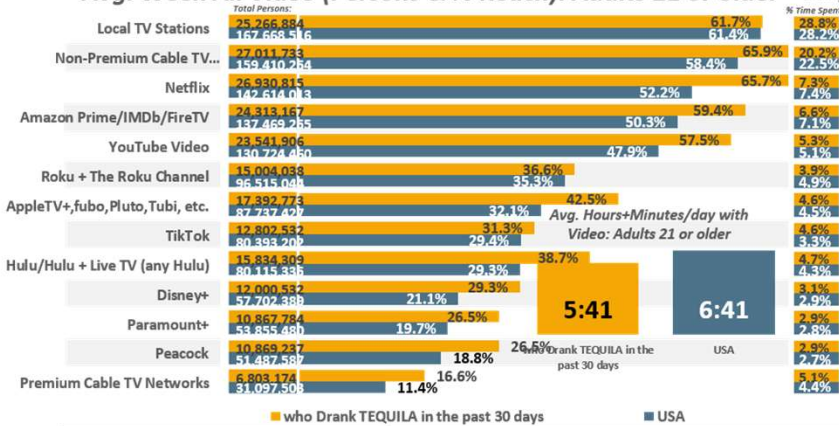




24,858,885 or 60.7% of Adults 21 or older who Drank TEQUILA in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

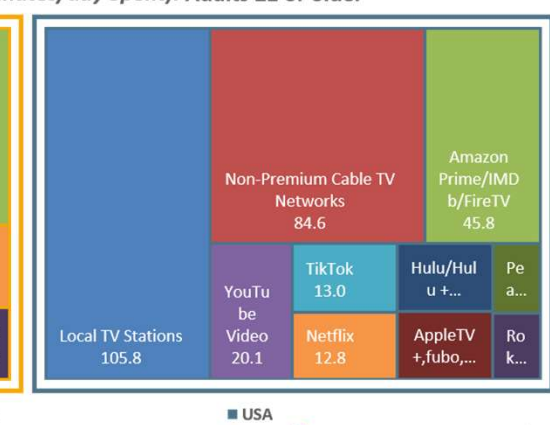
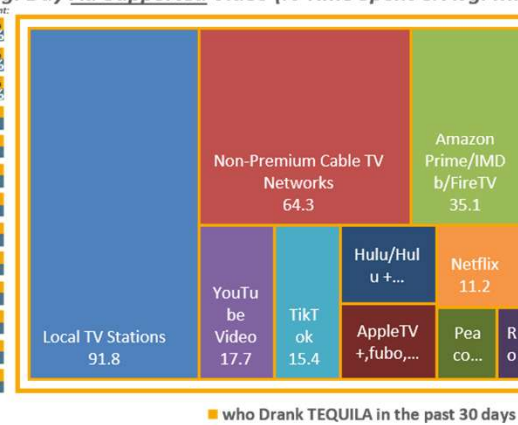
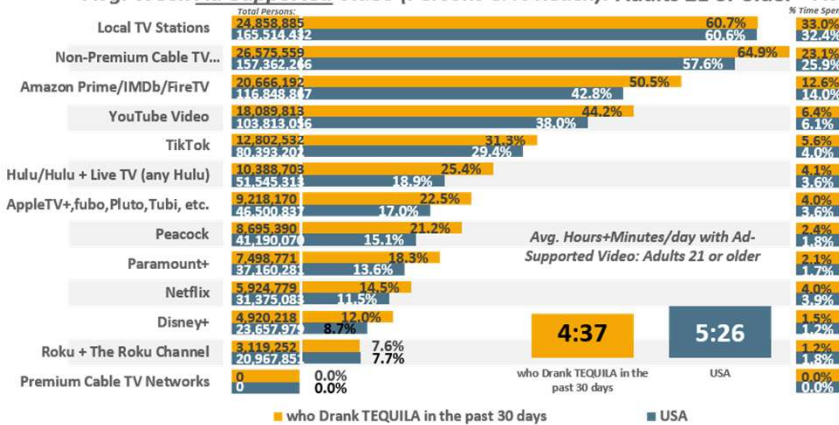
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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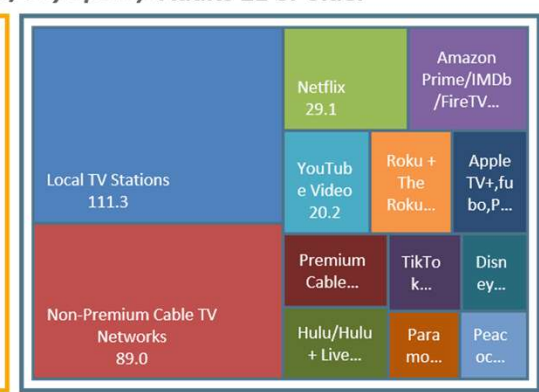
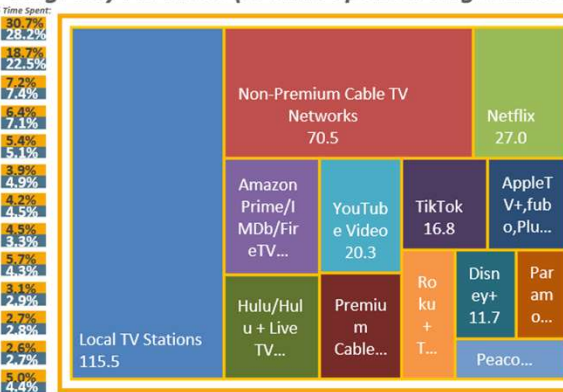
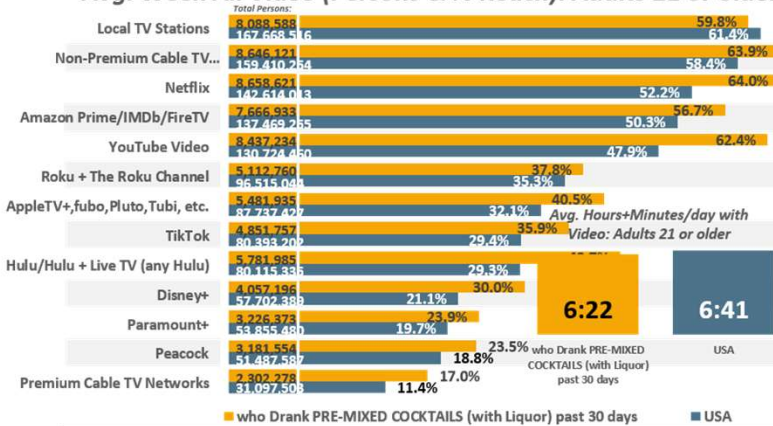
Liquor drank past 30 days: Tequila



7,961,454 or 58.9% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

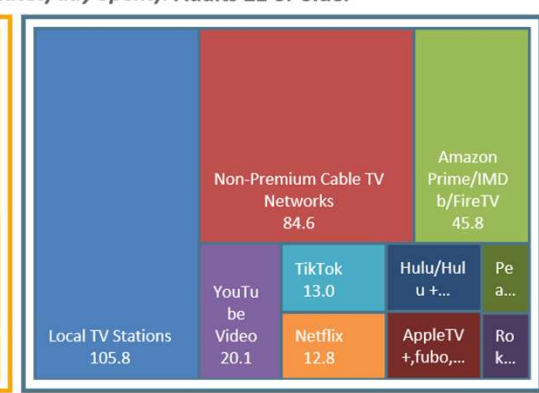
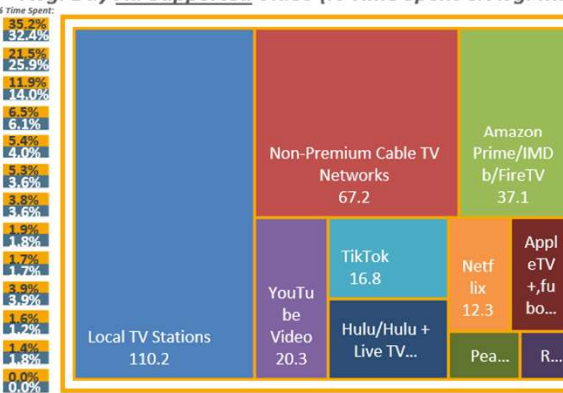
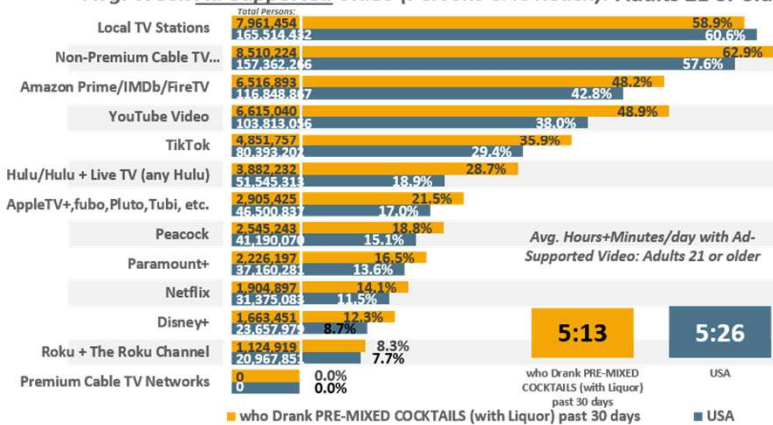
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

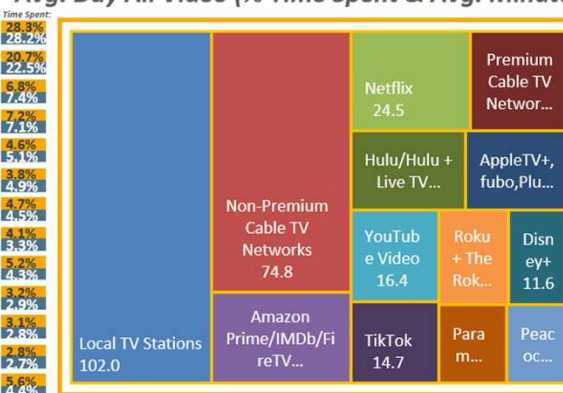
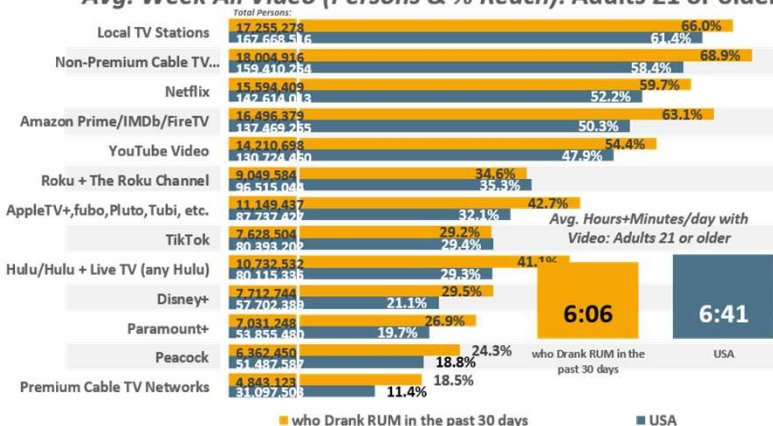




17,012,361 or 65.1% of Adults 21 or older who Drank RUM in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

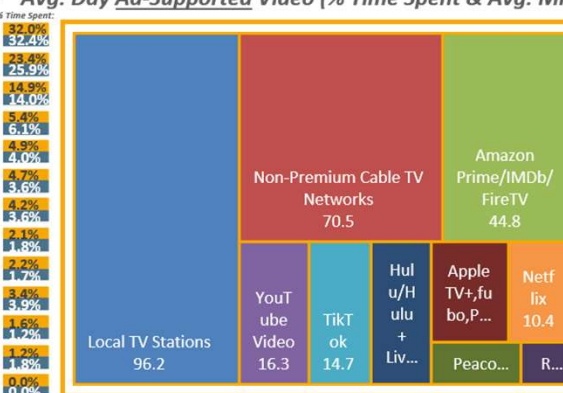
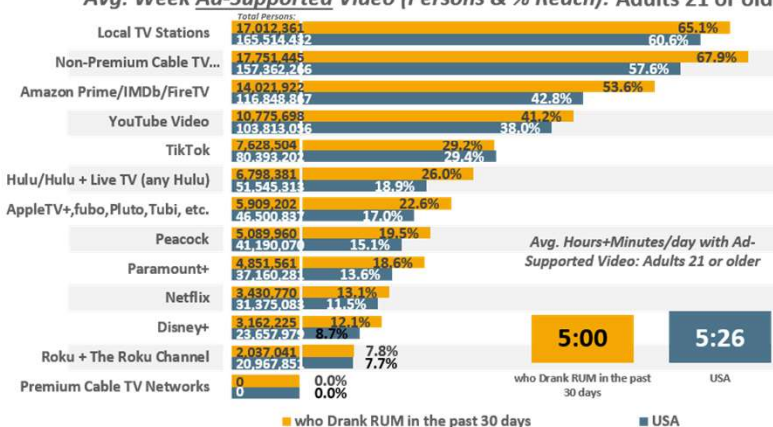
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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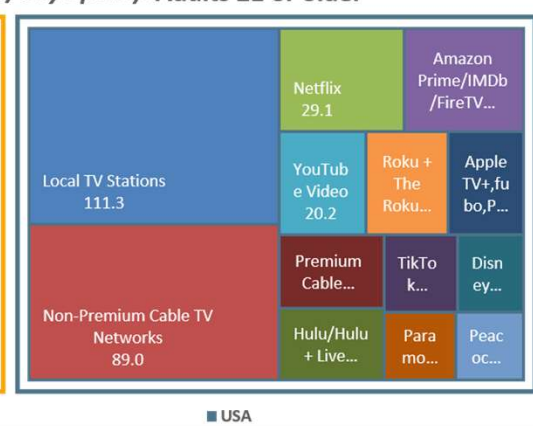
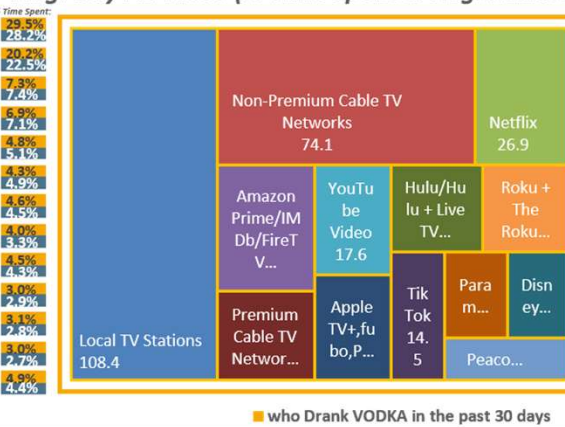
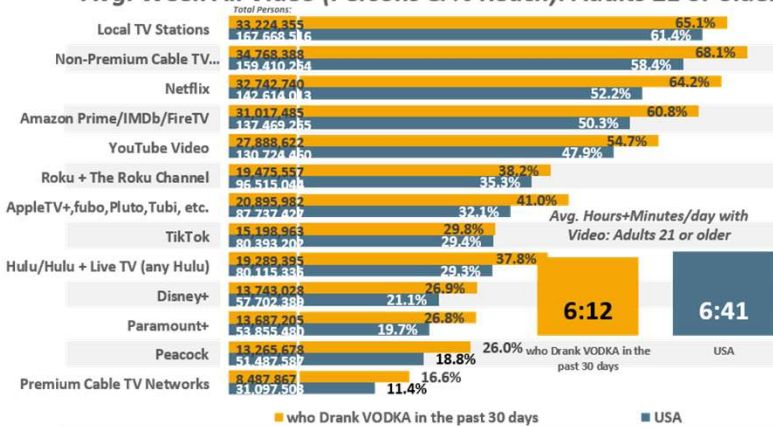
Liquor drank past 30 days: Rum



32,767,620 or 64.2% of Adults 21 or older who Drank VODKA in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

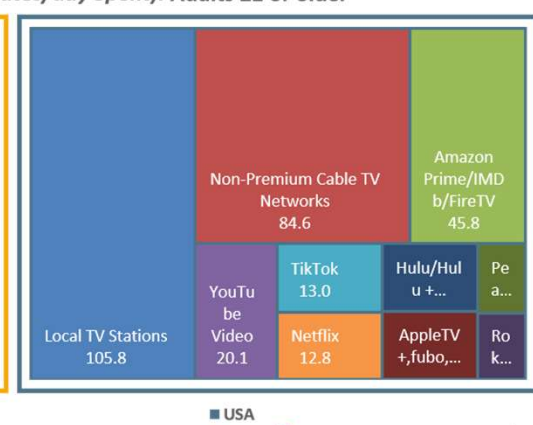
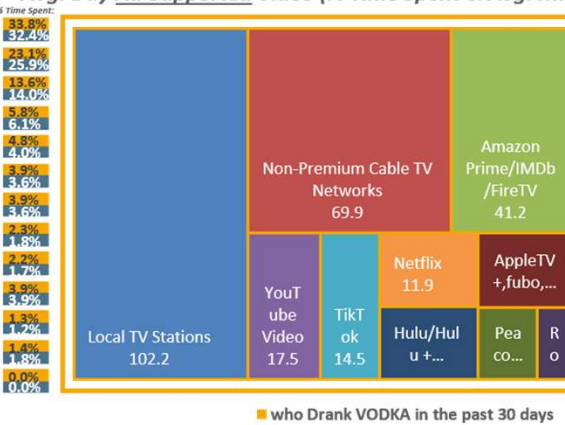
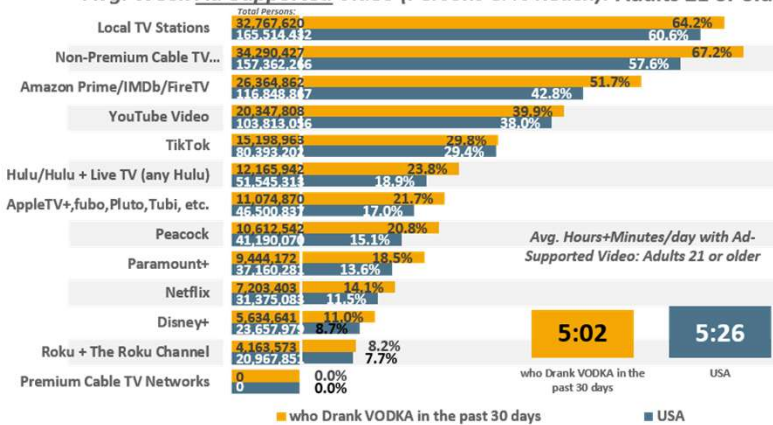
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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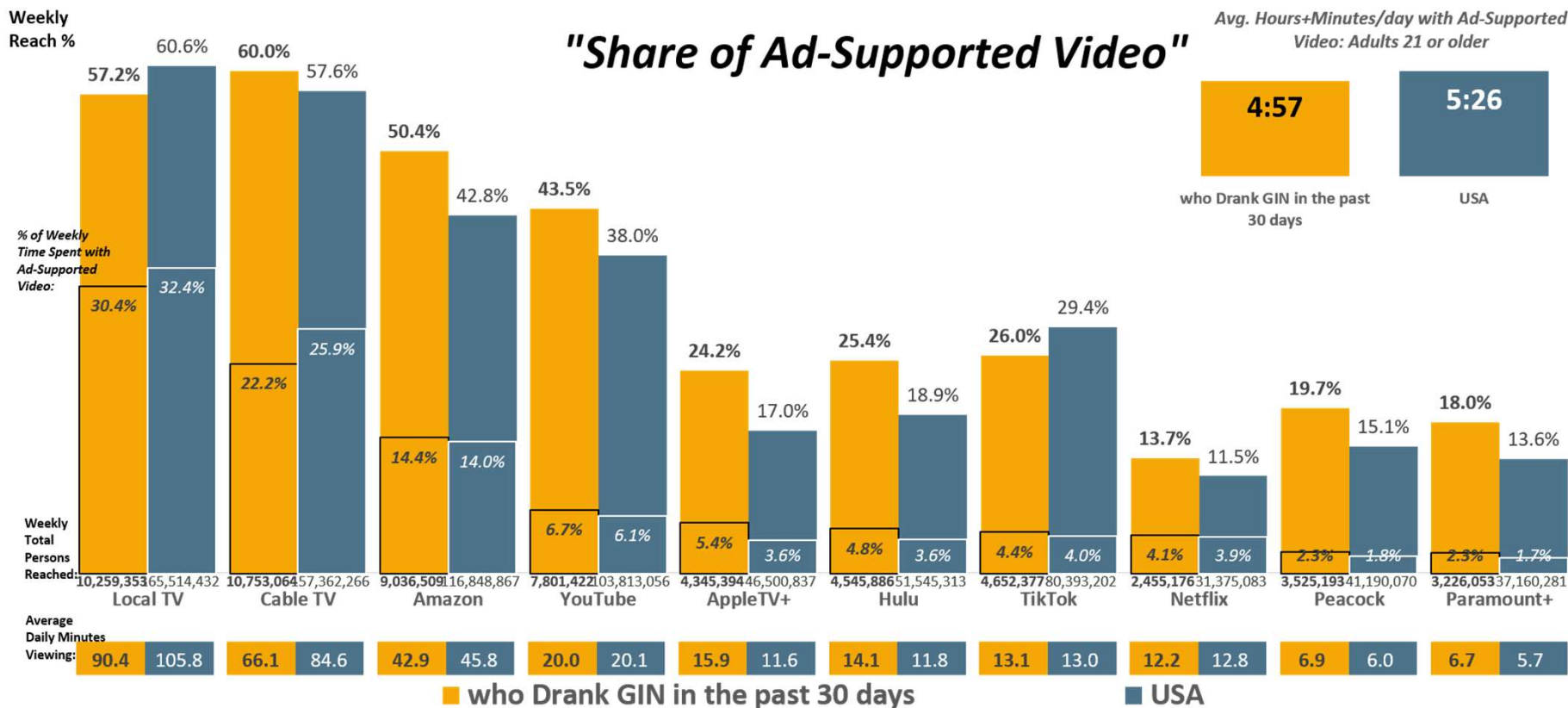
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Vodka



10,259,353 or 57.2% of Adults 21 or older who Drank GIN in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



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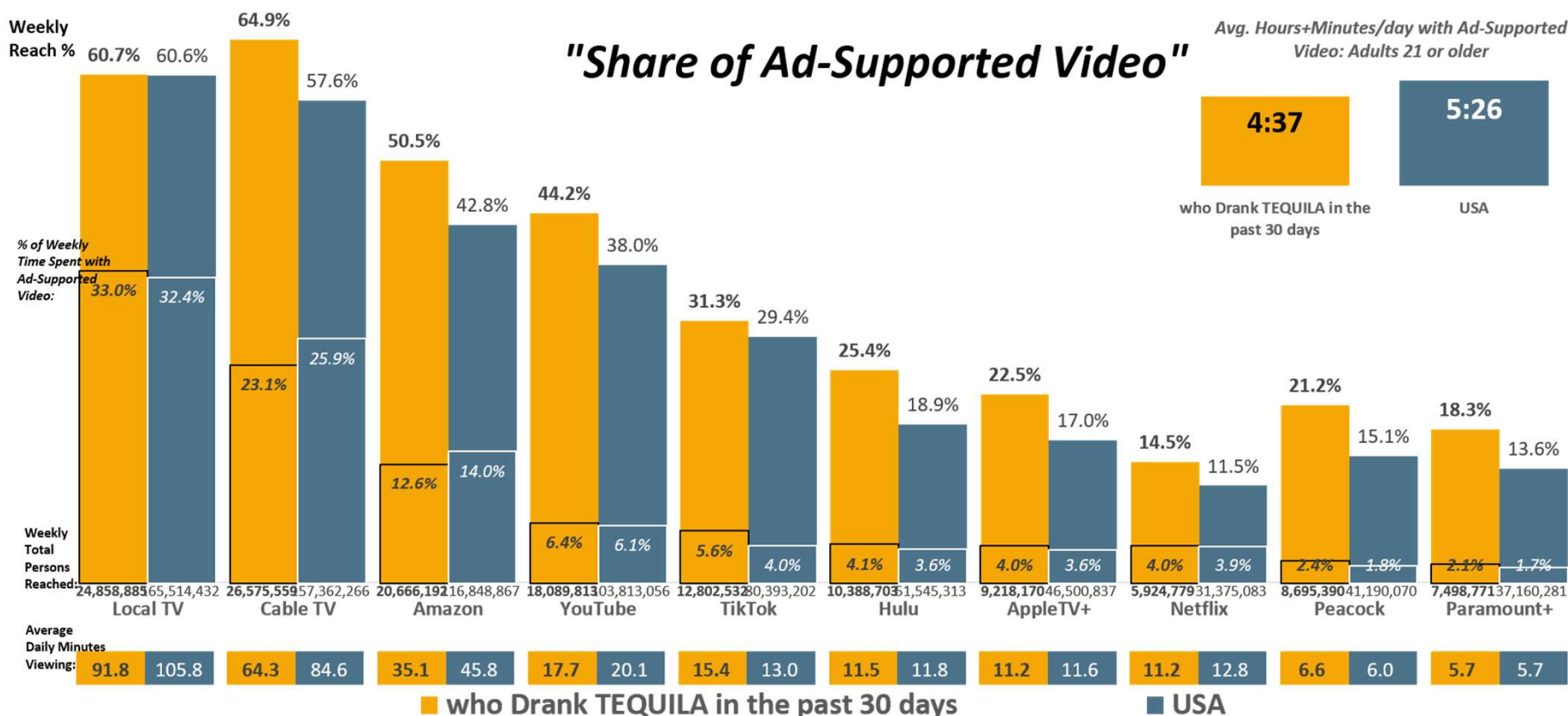
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Liquor drank past 30 days: Gin



24,858,885 or 60.7% of Adults 21 or older who Drank TEQUILA in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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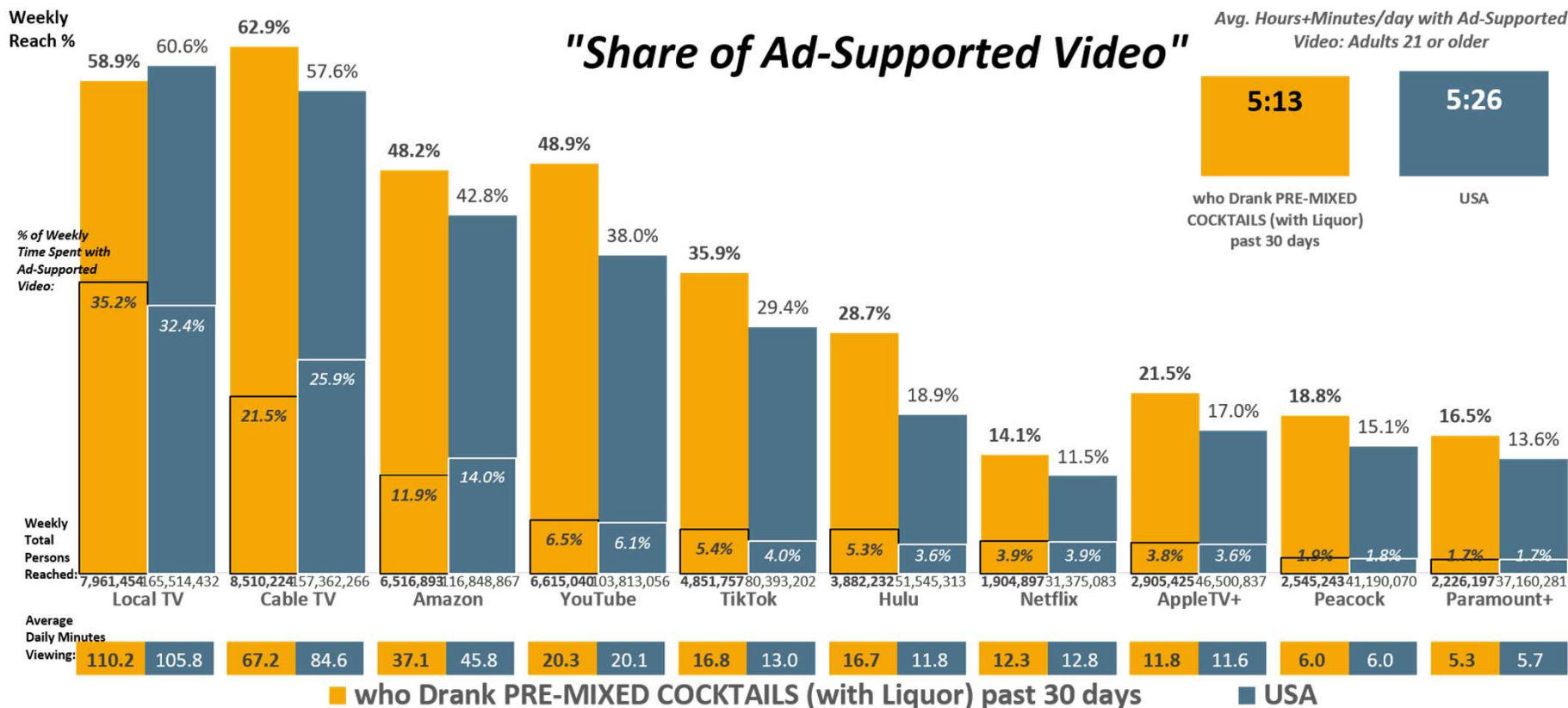
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Liquor drank past 30 days: Tequila



7,961,454 or 58.9% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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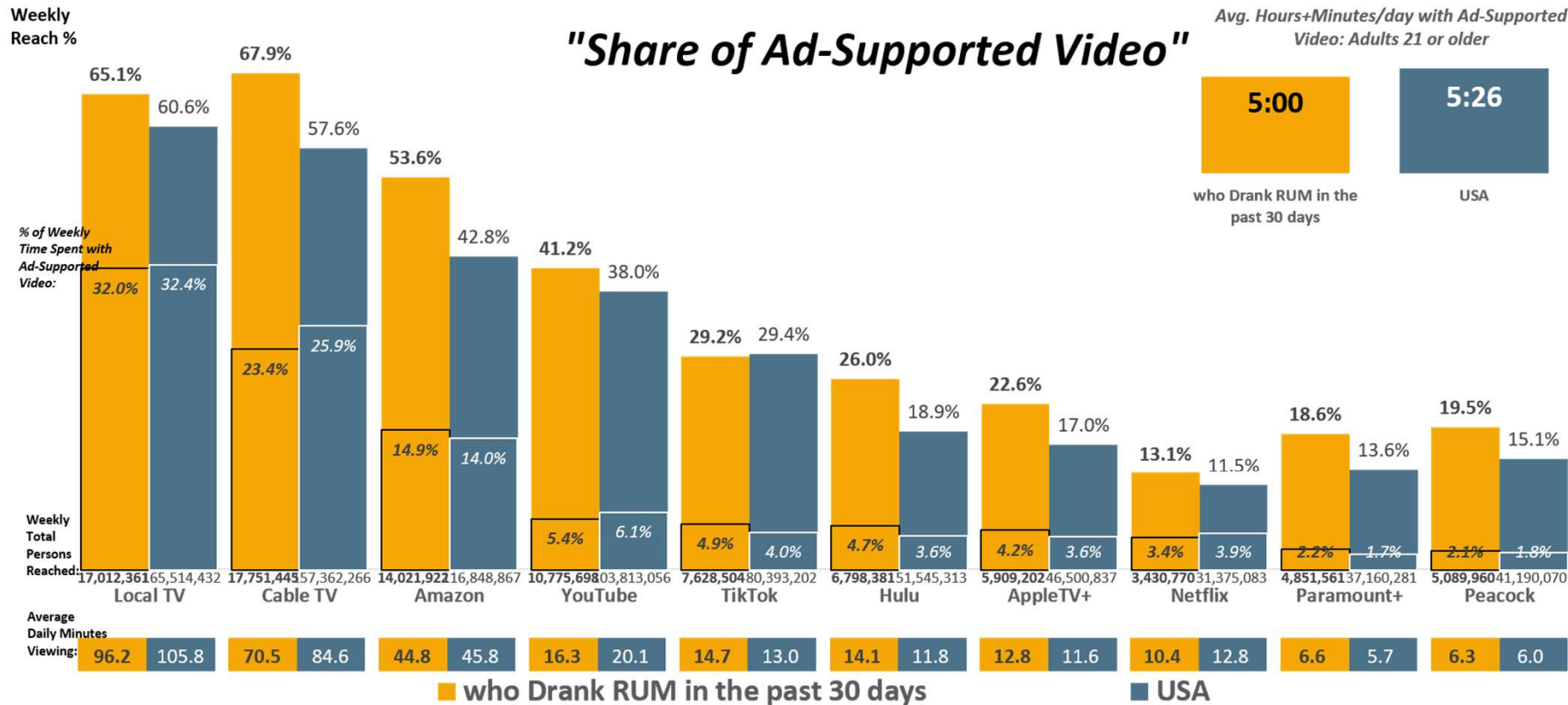
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

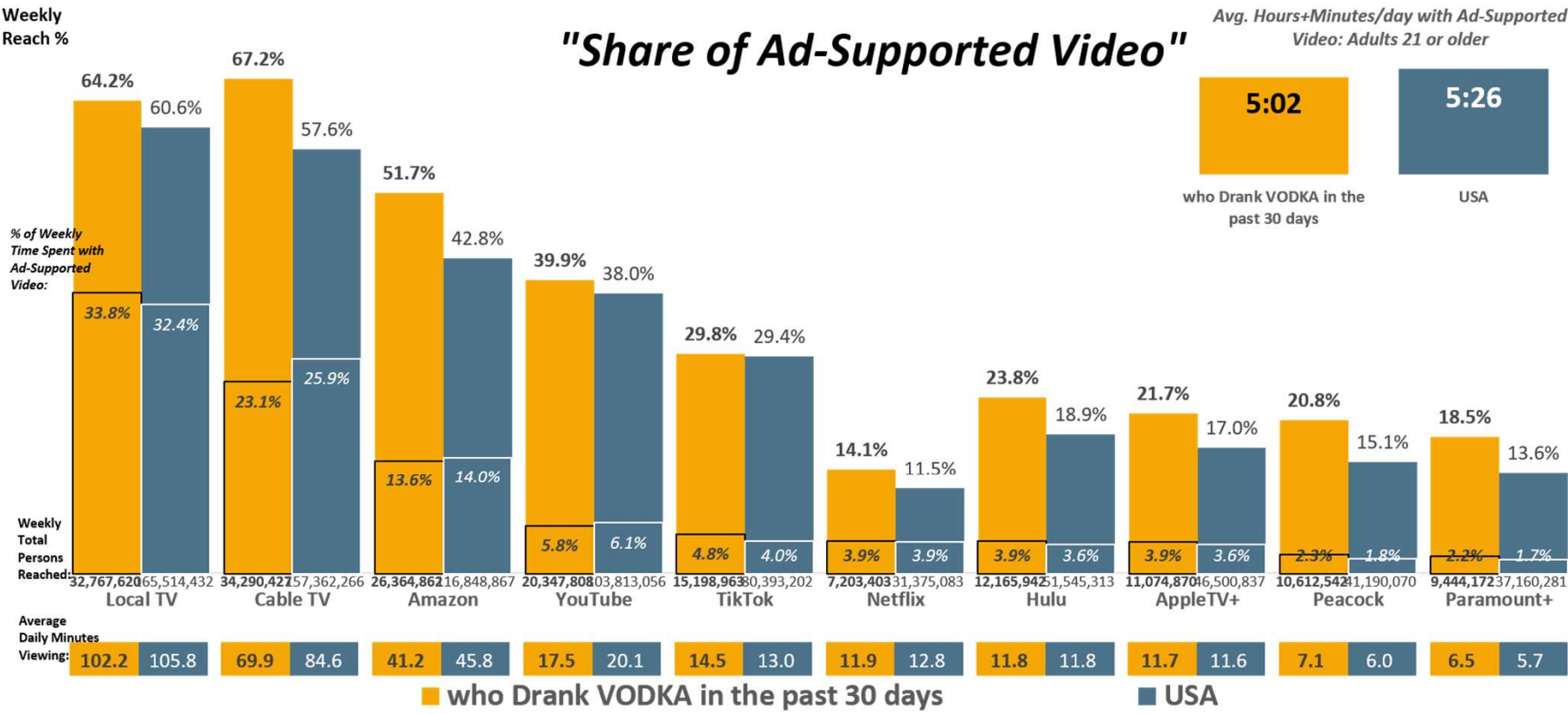


17,012,361 or 65.1% of Adults 21 or older who Drank RUM in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.





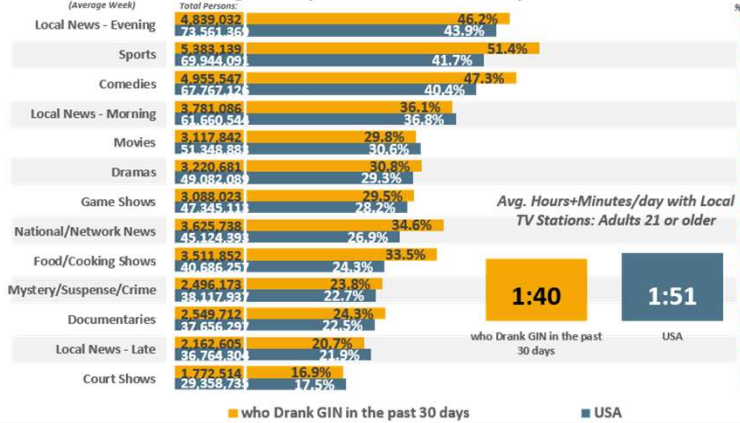
32,767,620 or 64.2% of Adults 21 or older who Drank VODKA in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.



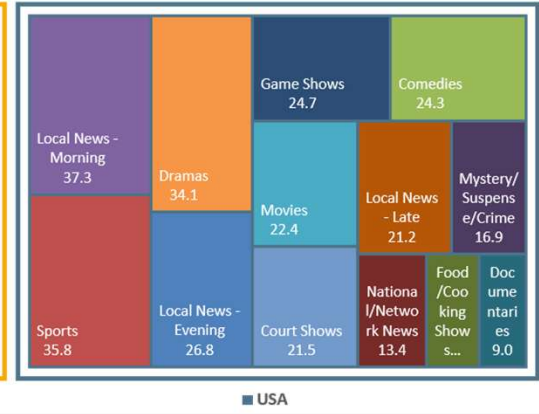
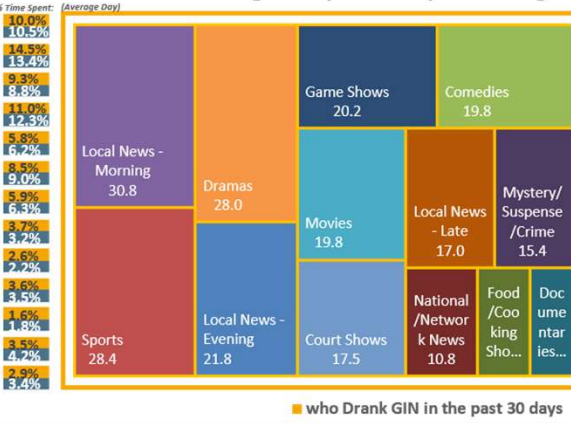


10,259,353 or 57.2% of Adults 21 or older who Drank GIN in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Dramas.

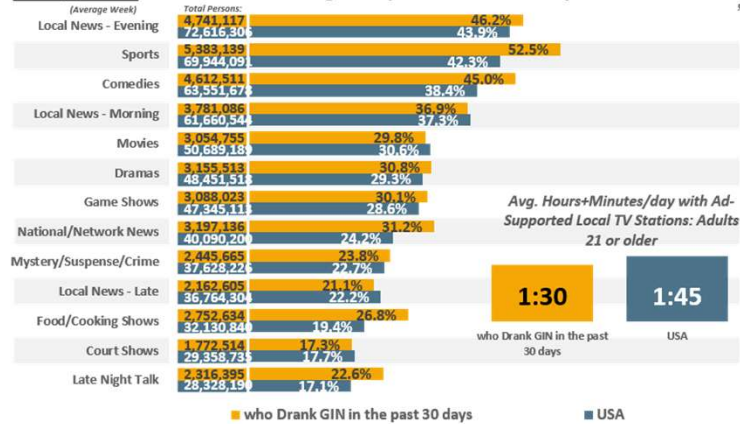
Local TV Station Programs (Persons & % Reach): Adults 21 or older



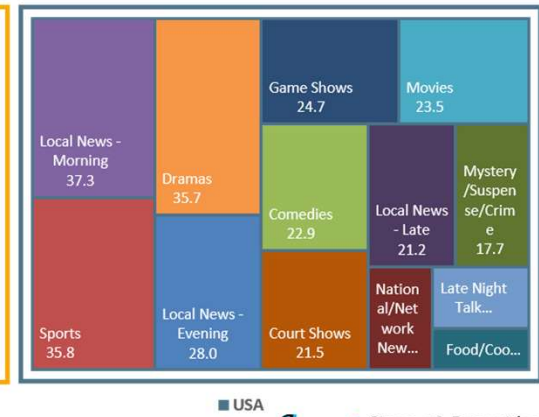
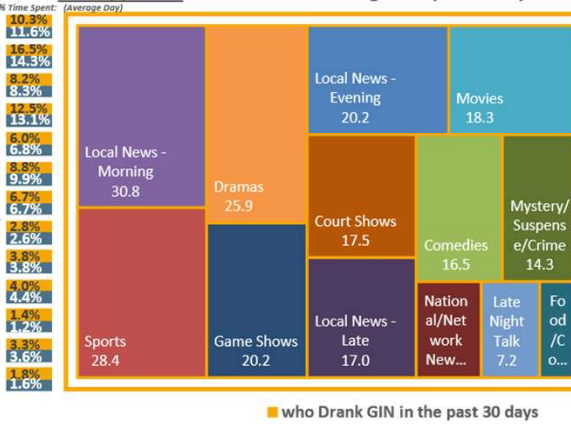
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



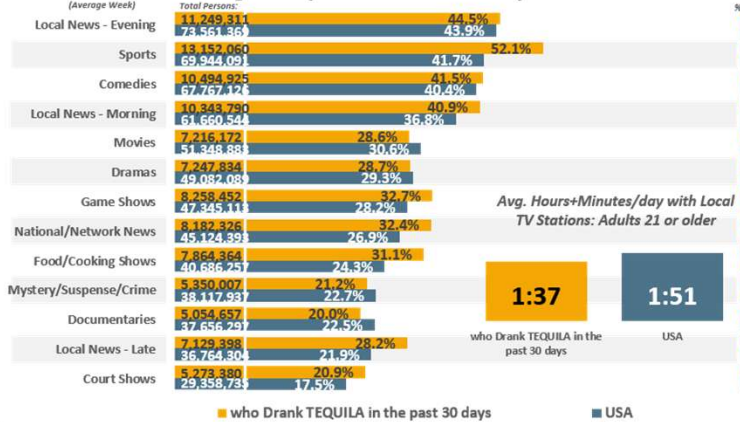
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



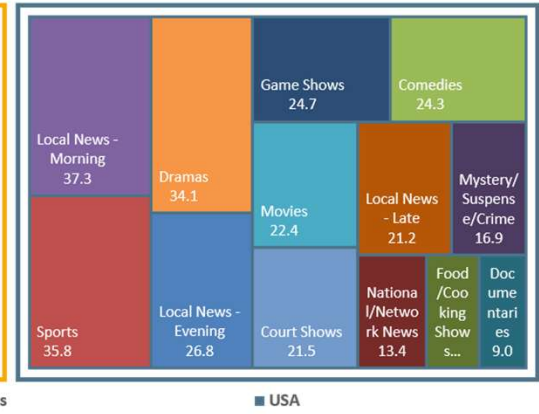
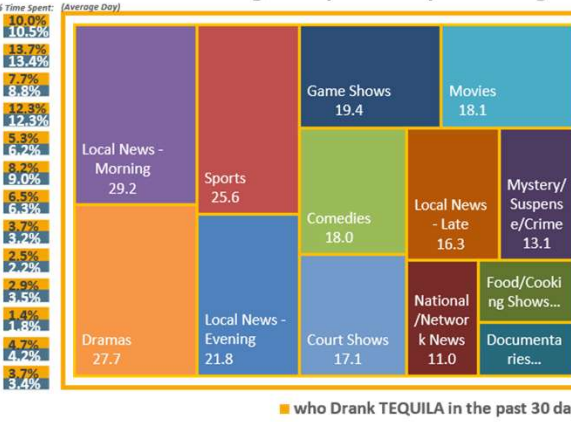


24,858,885 or 60.7% of Adults 21 or older who Drank TEQUILA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News.

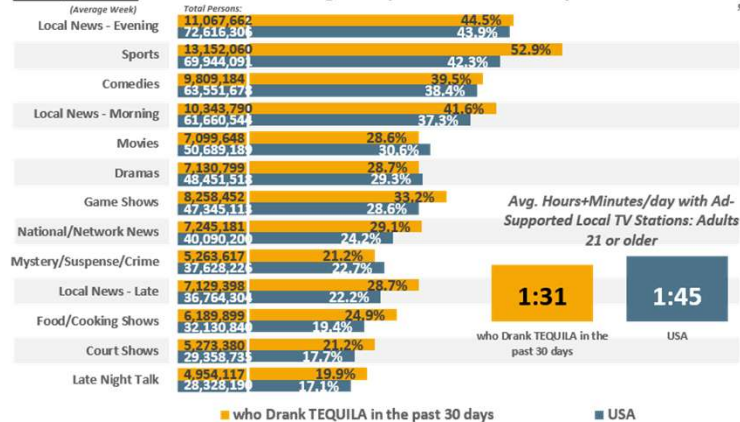
Local TV Station Programs (Persons & % Reach): Adults 21 or older



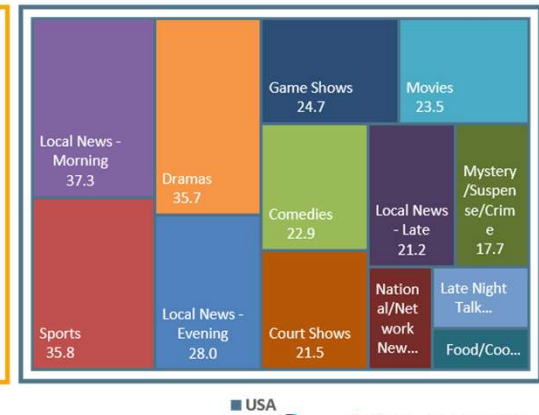
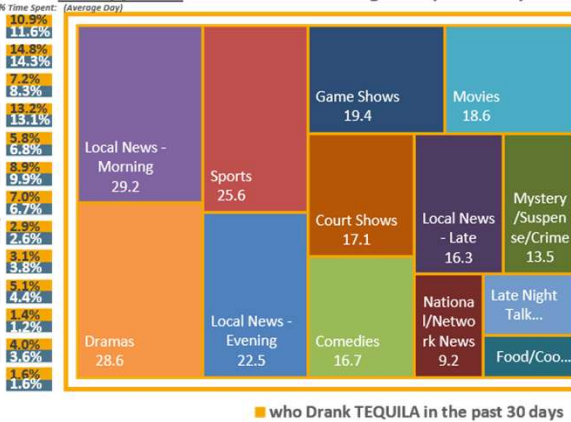
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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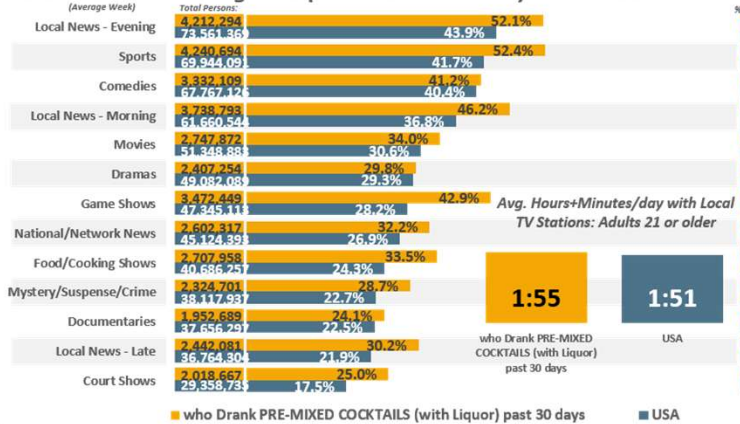
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Liquor drank past 30 days: Tequila

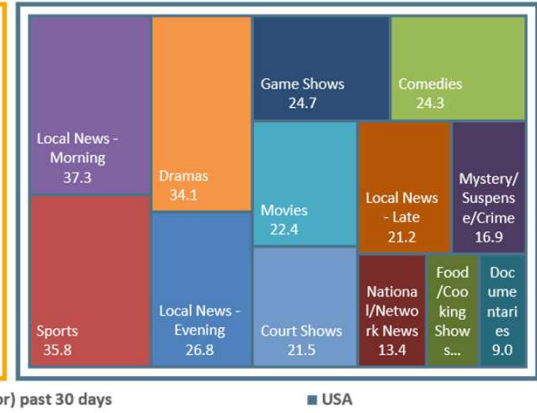
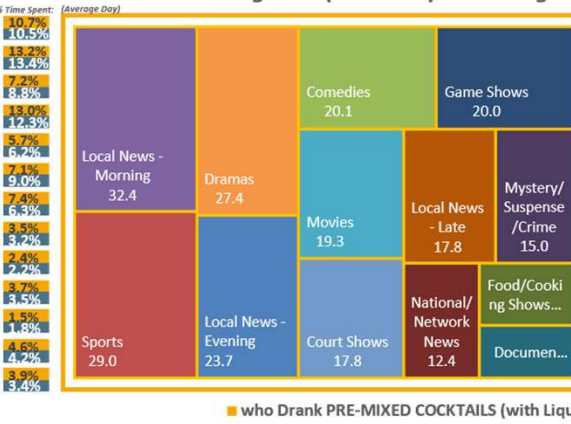


7,961,454 or 58.9% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Movies.

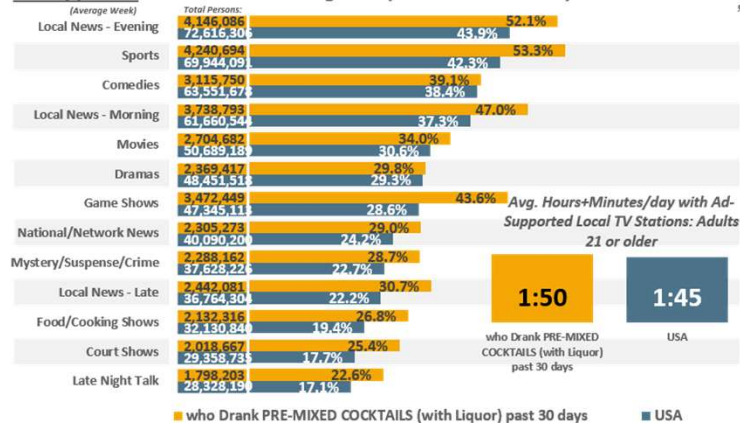
Local TV Station Programs (Persons & % Reach): Adults 21 or older



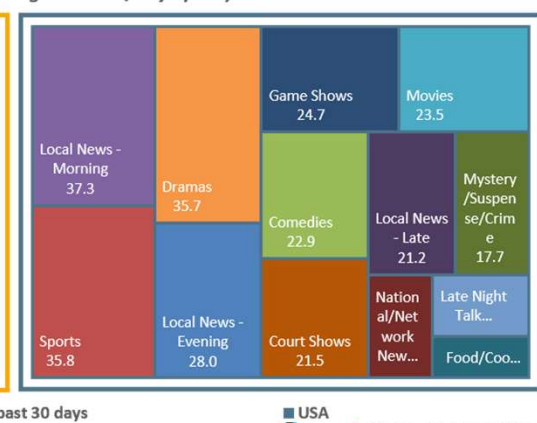
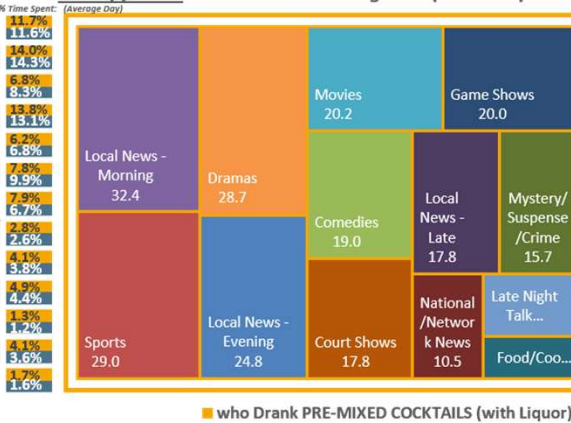
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



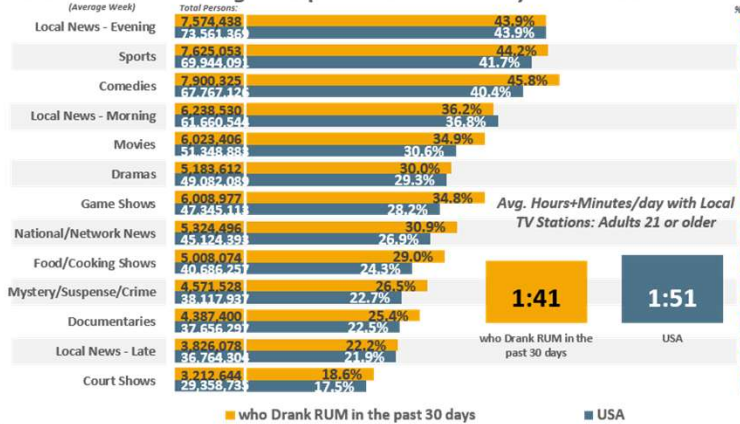
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



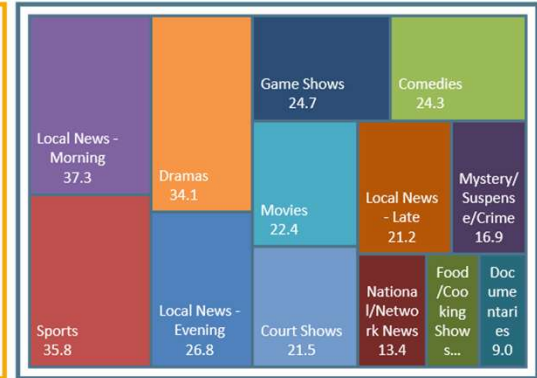
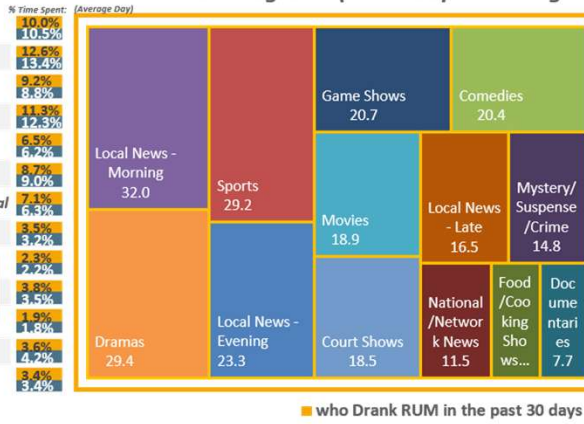


17,012,361 or 65.1% of Adults 21 or older who Drank RUM in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

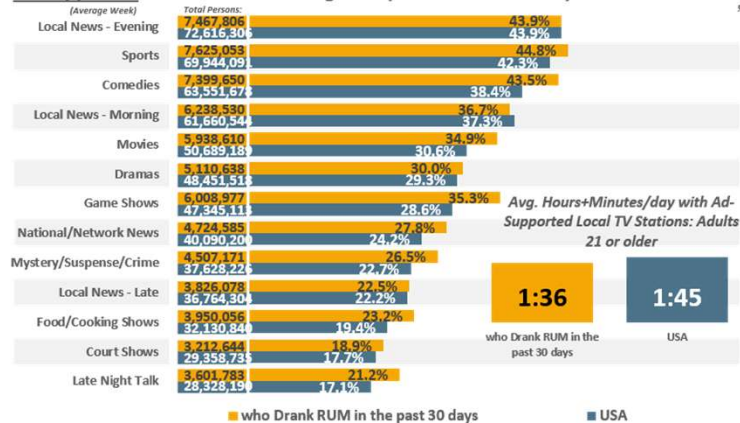
Local TV Station Programs (Persons & % Reach): Adults 21 or older



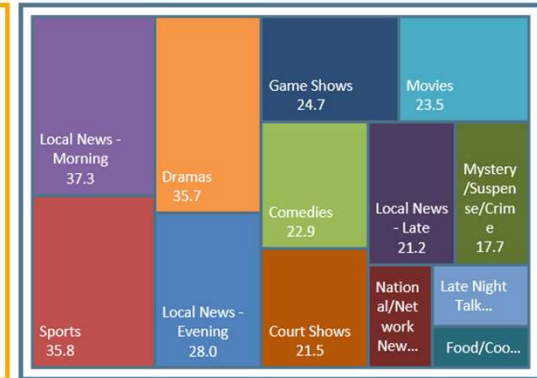
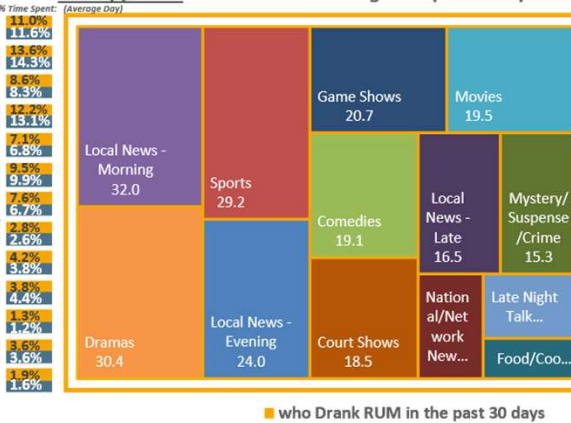
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



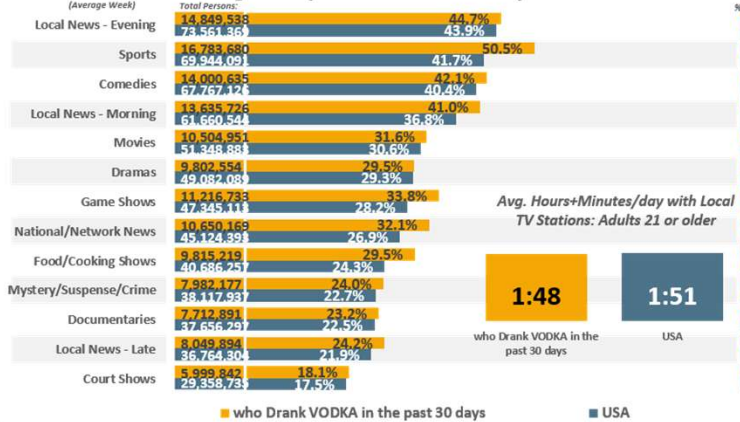
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



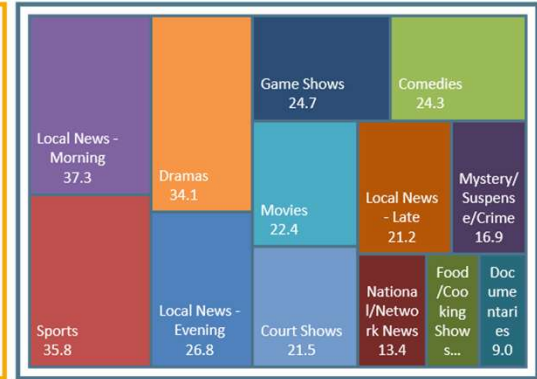
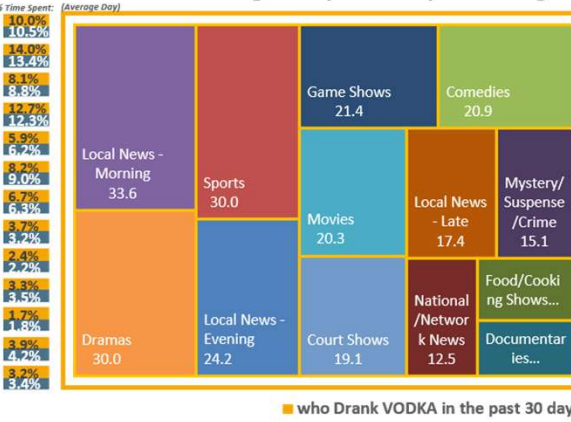


32,767,620 or 64.2% of Adults 21 or older who Drank VODKA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

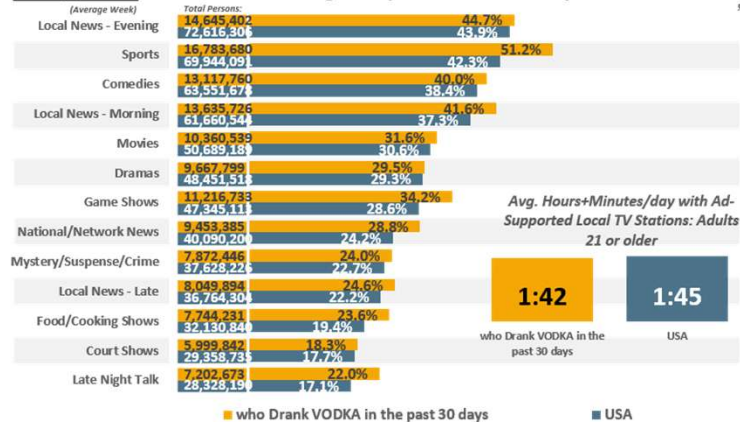
Local TV Station Programs (Persons & % Reach): Adults 21 or older



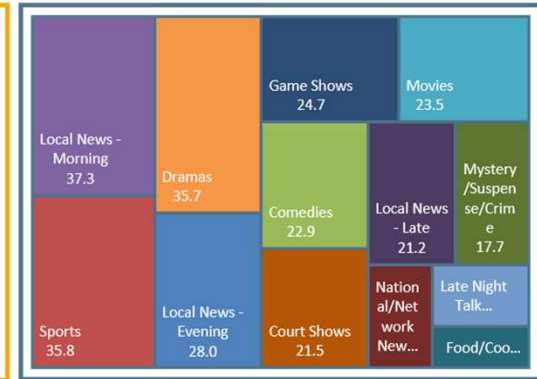
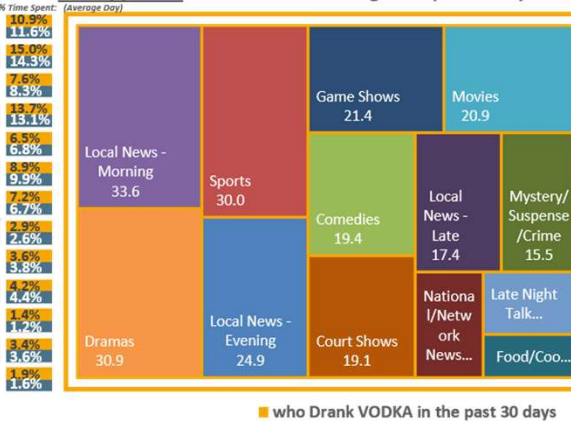
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

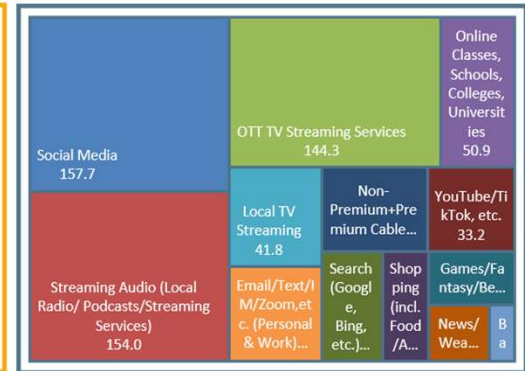
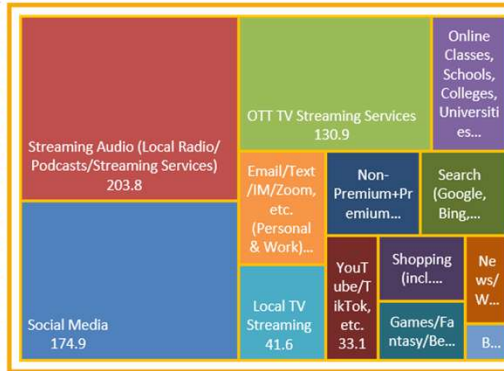
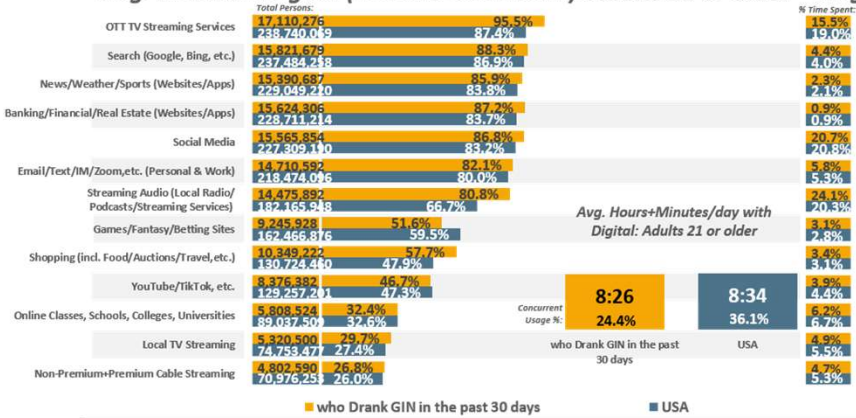




13,936,196 or 77.7% of Adults 21 or older who Drank GIN in the past 30 days use Ad-Supported Social Media for an average of 156.6 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

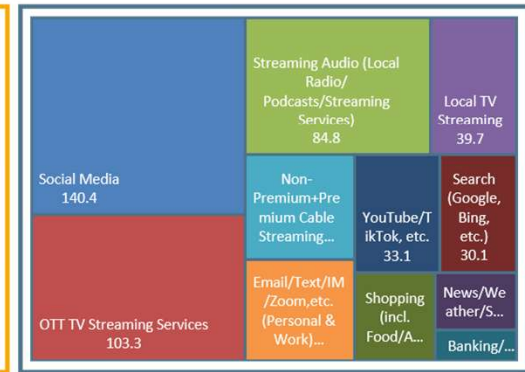
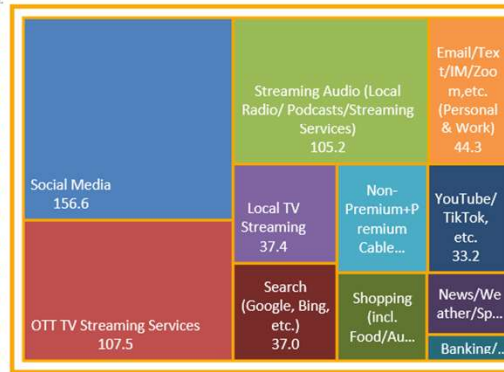
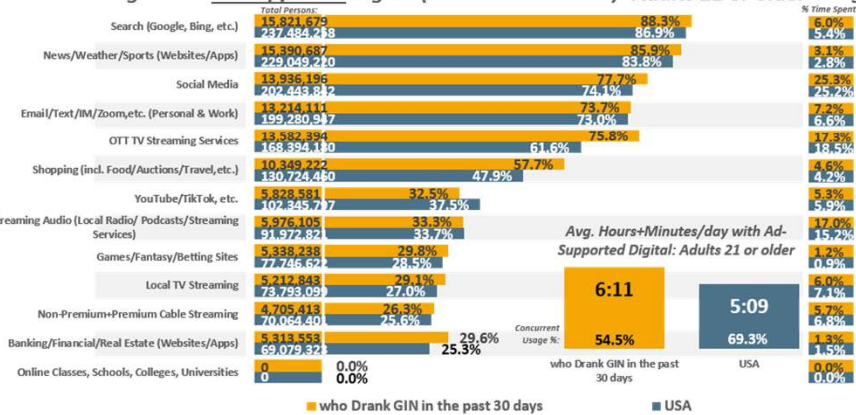
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

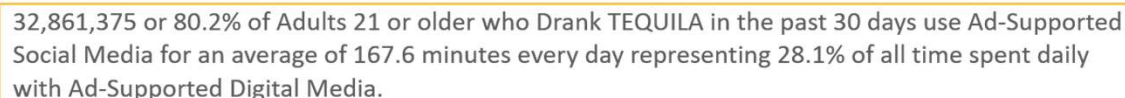


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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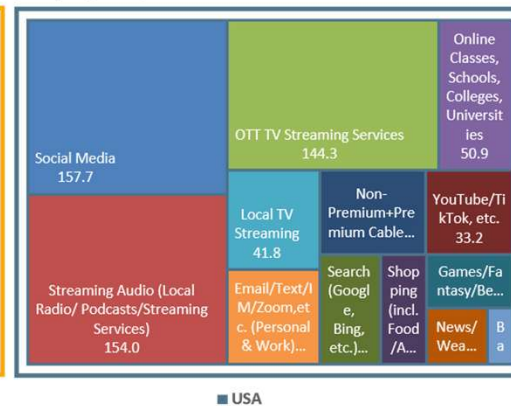
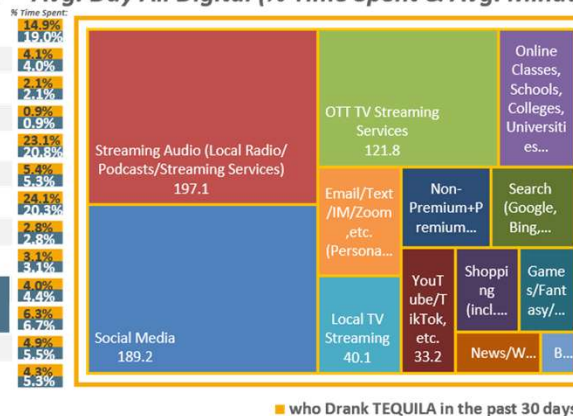
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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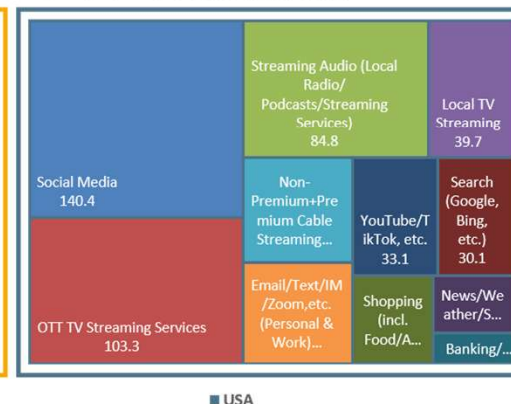
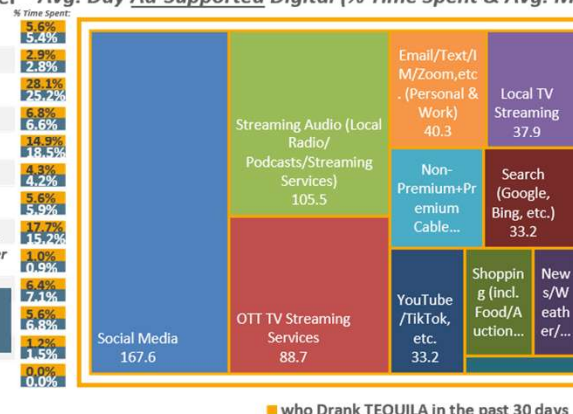
Liquor drank past 30 days: Gin



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



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



USA Projection	Scarborough R1 2026: Jan 25-Mar26	Qual Intab	23.606
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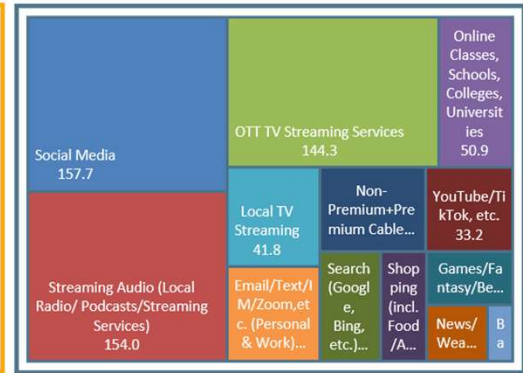
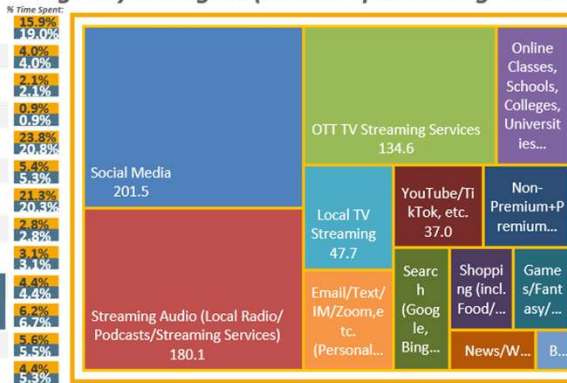
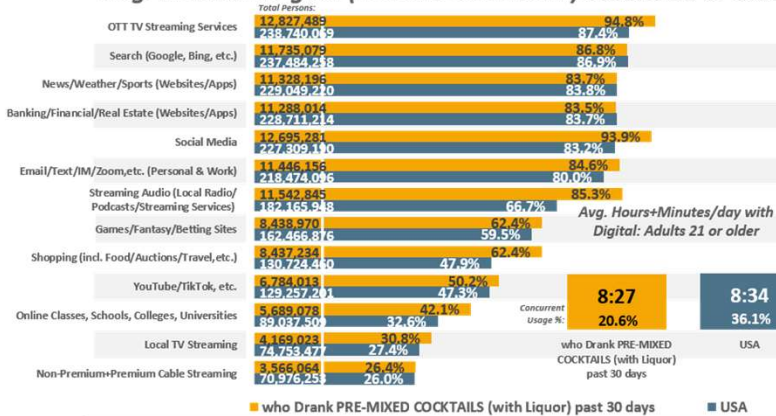
Liquor drank past 30 days: Tequila



11,645,934 or 86.1% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days use Ad-Supported Social Media for an average of 184.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

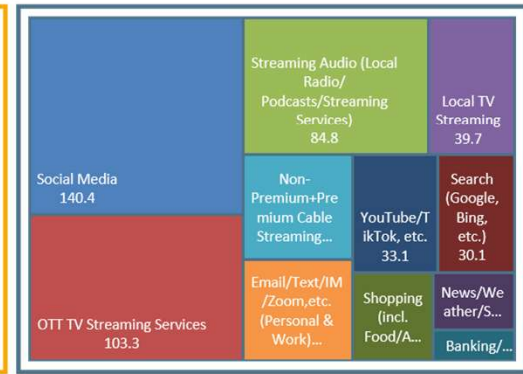
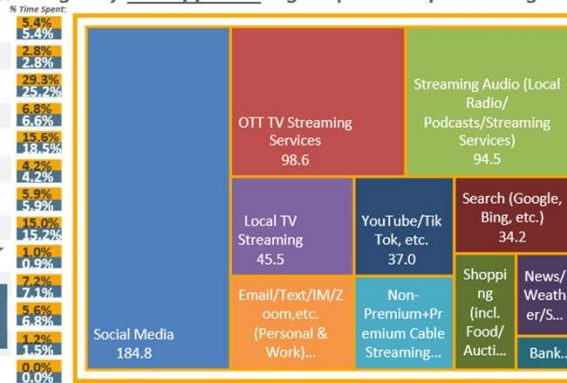
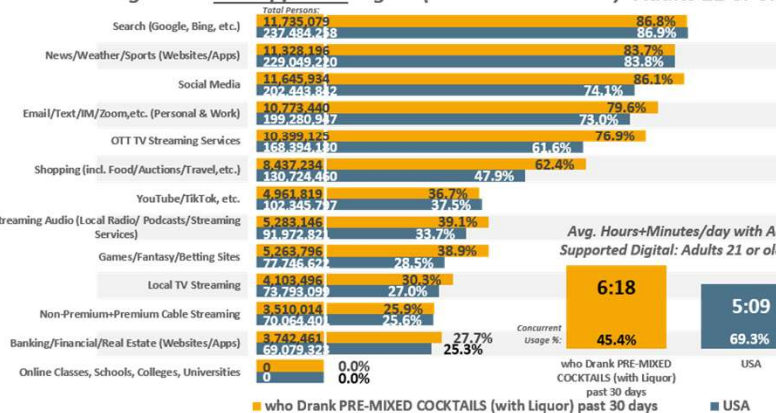
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

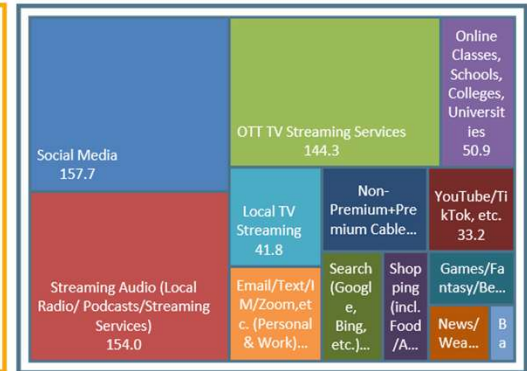
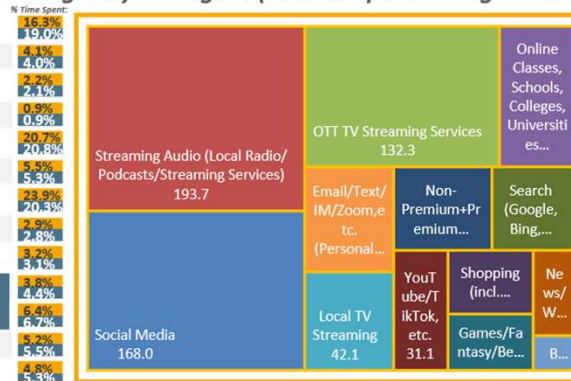
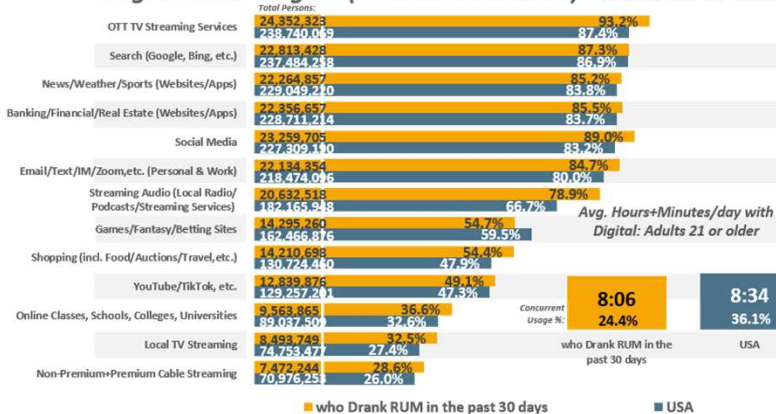




20,984,451 or 80.3% of Adults 21 or older who Drank RUM in the past 30 days use Ad-Supported Social Media for an average of 151.5 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

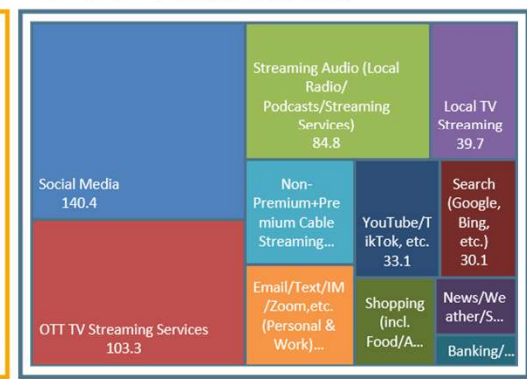
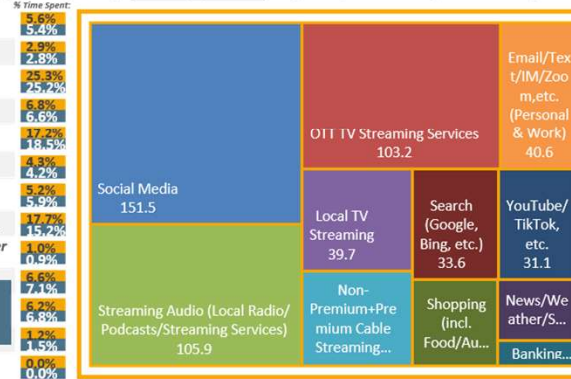
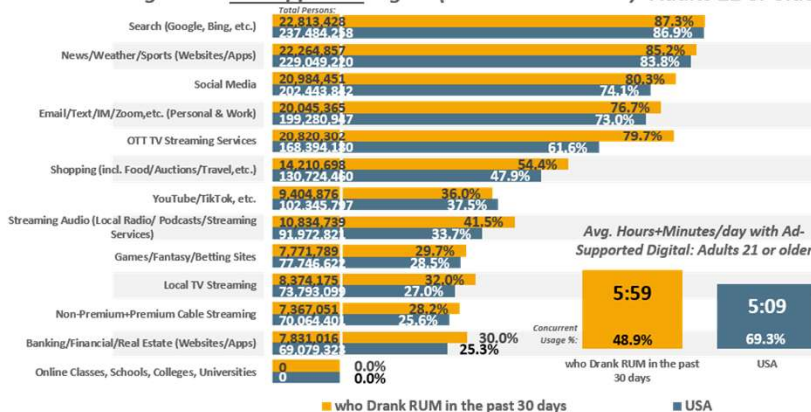
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

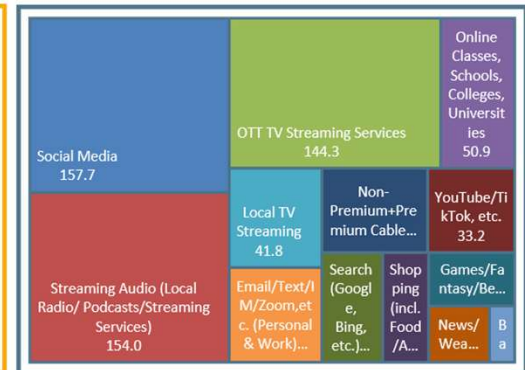
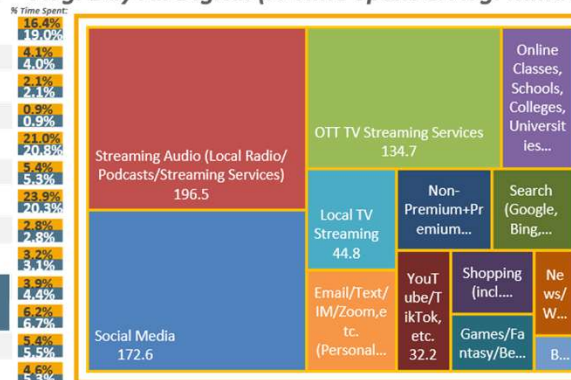
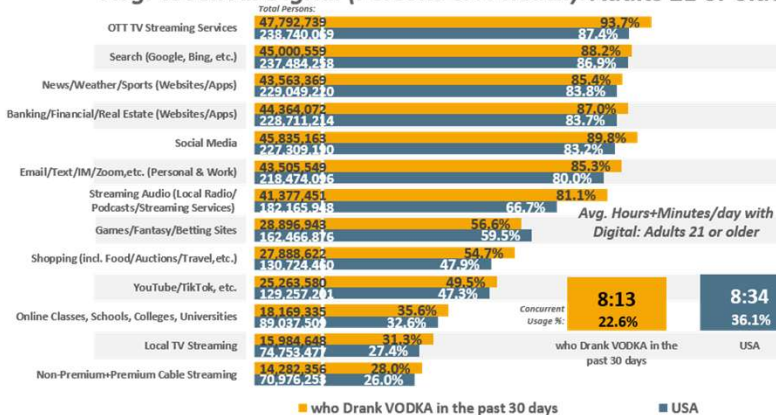




40,895,611 or 80.2% of Adults 21 or older who Drank VODKA in the past 30 days use Ad-Supported Social Media for an average of 154. minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

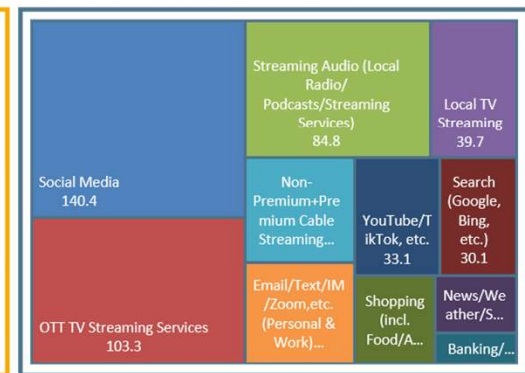
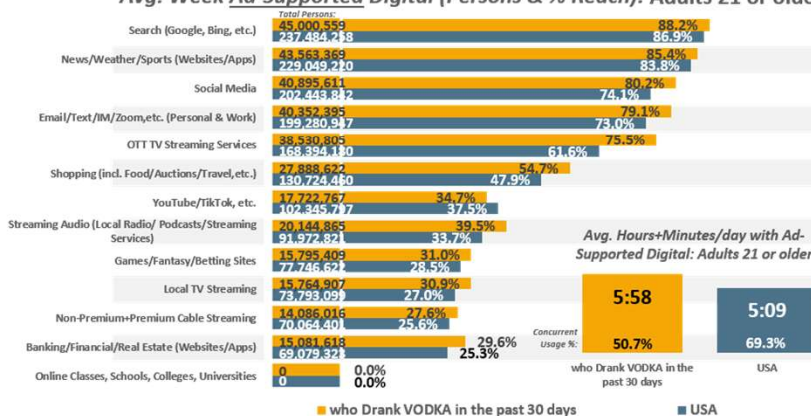
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

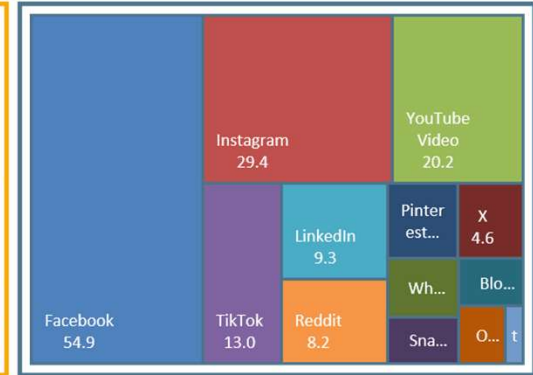
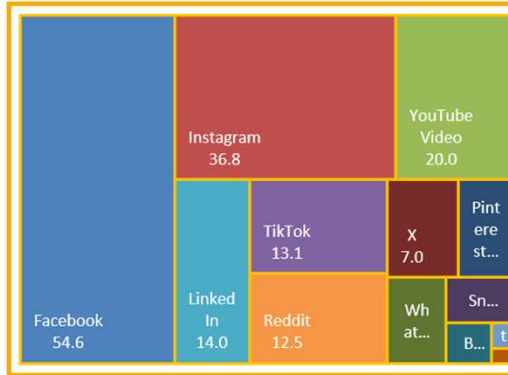
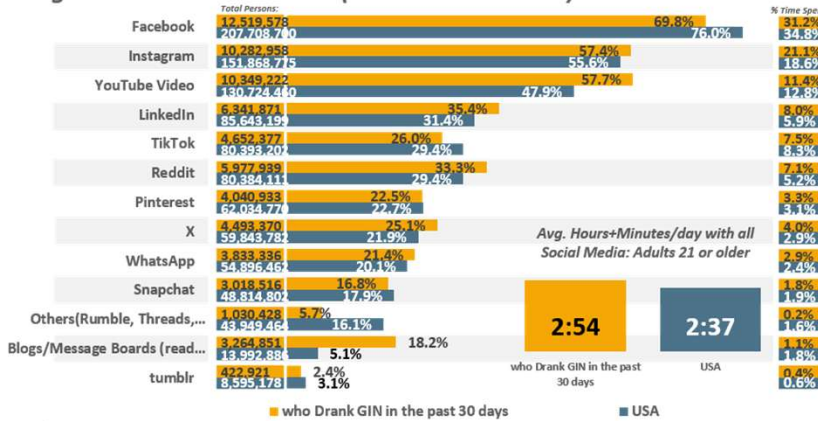
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



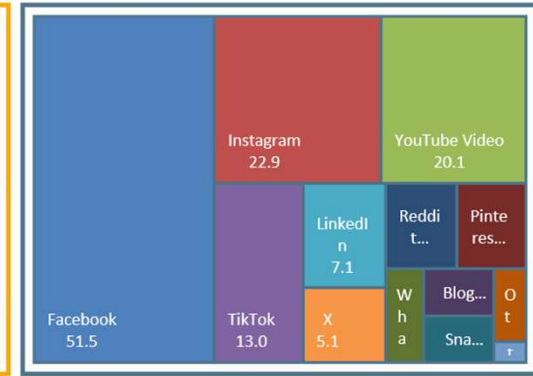
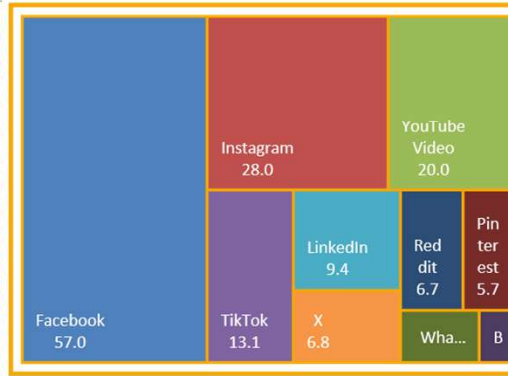
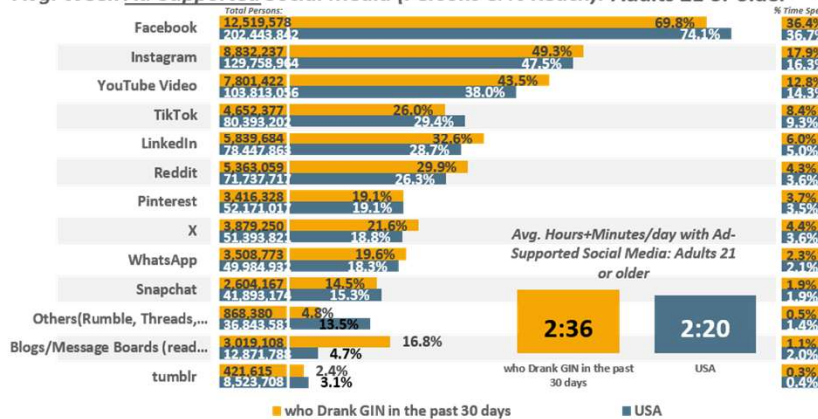


12,519,578 or 69.8% of Adults 21 or older who Drank GIN in the past 30 days use Ad-Supported Facebook for an average of 57. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

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**



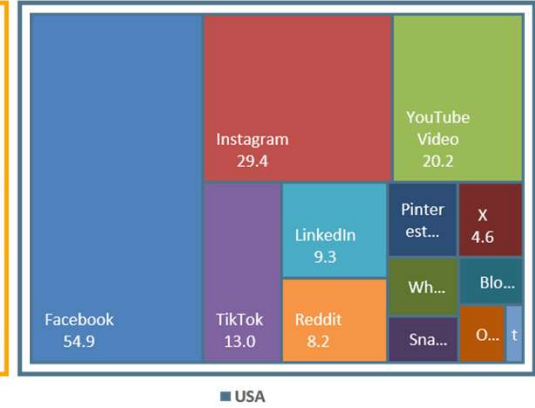
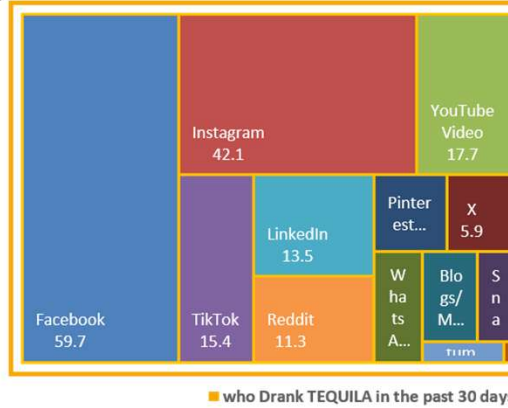
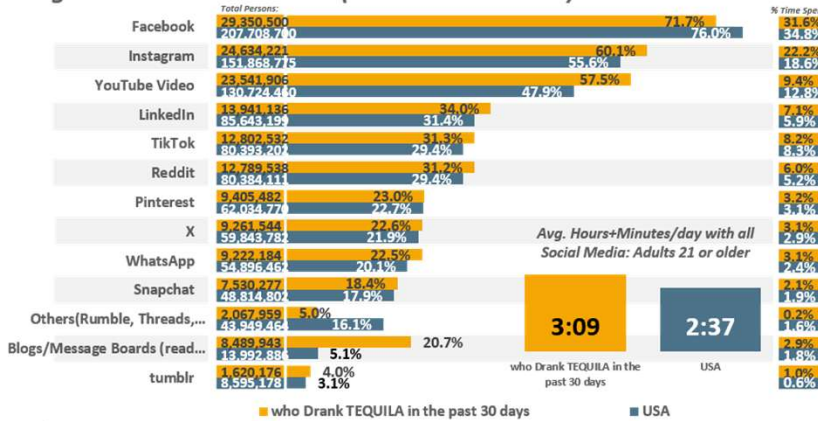
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



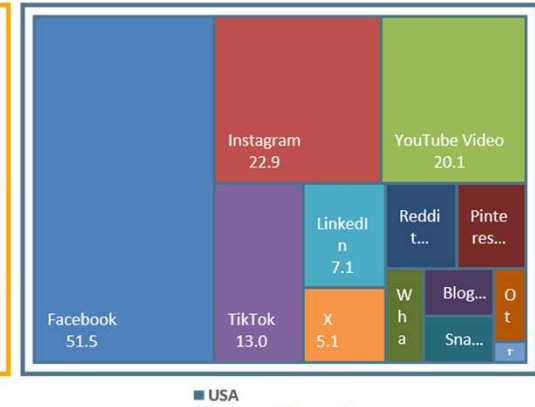
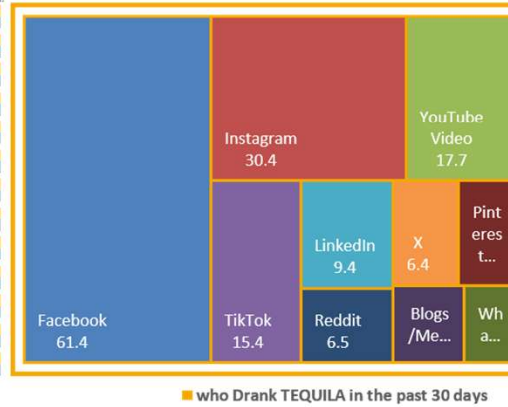
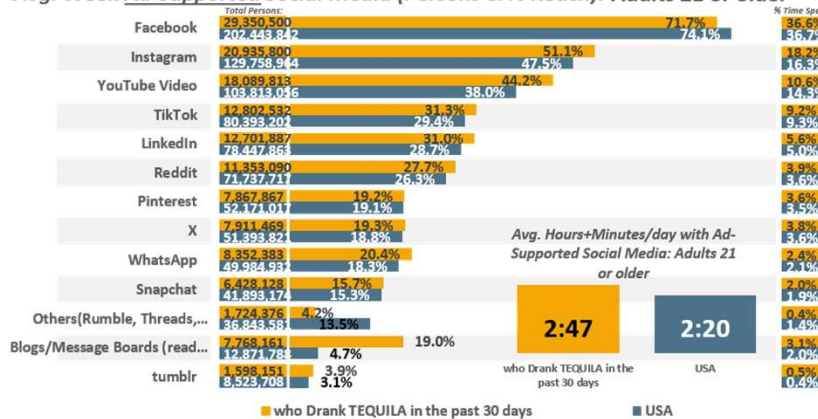


29,350,500 or 71.7% of Adults 21 or older who Drank TEQUILA in the past 30 days use Ad-Supported Facebook for an average of 61.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

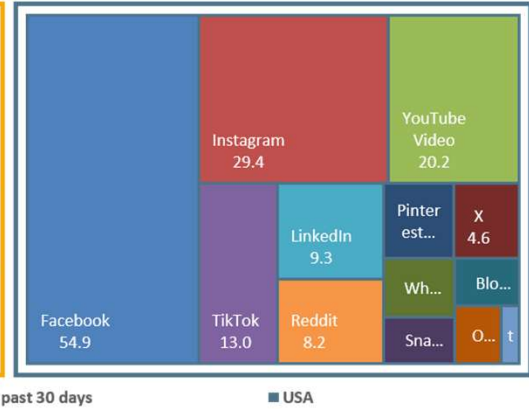
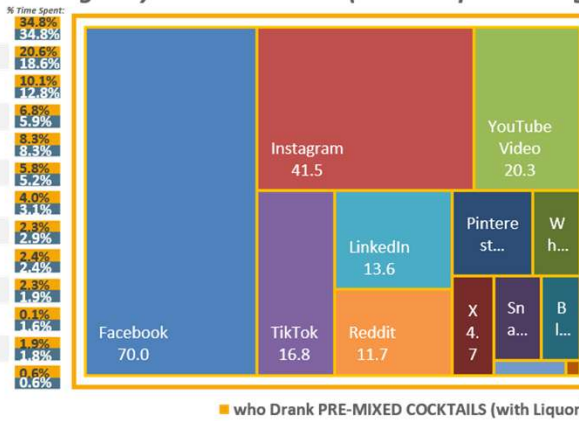
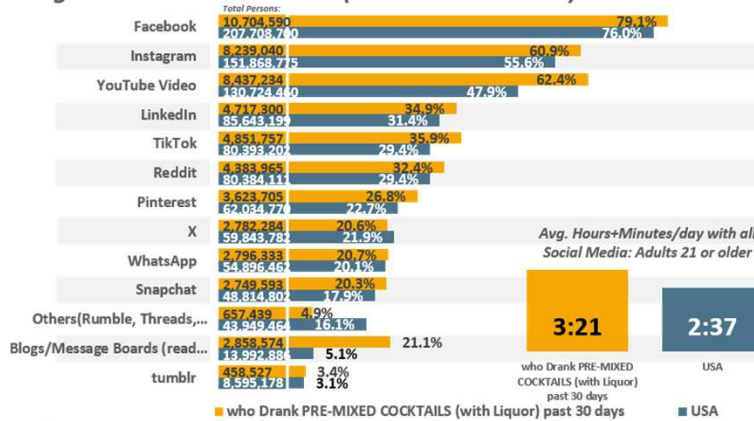
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Liquor drank past 30 days: Tequila

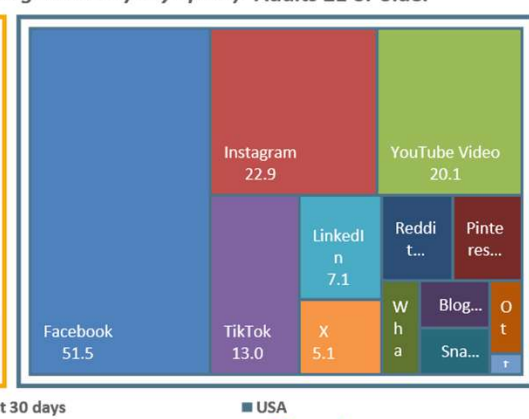
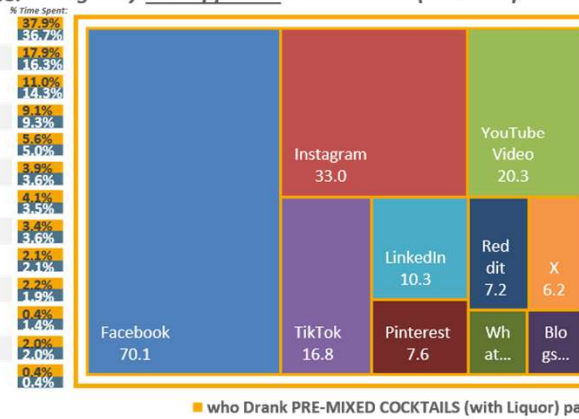
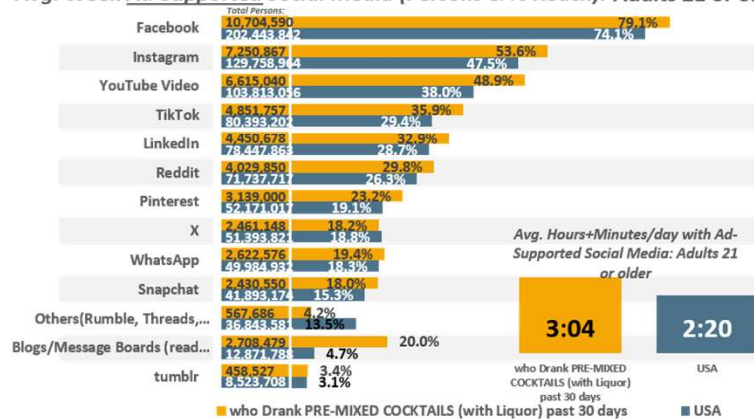


10,704,590 or 79.1% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

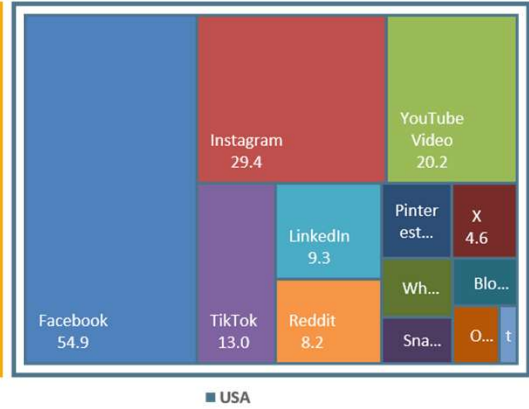
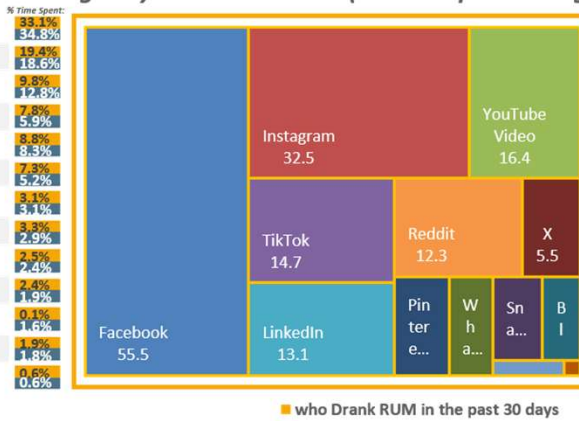
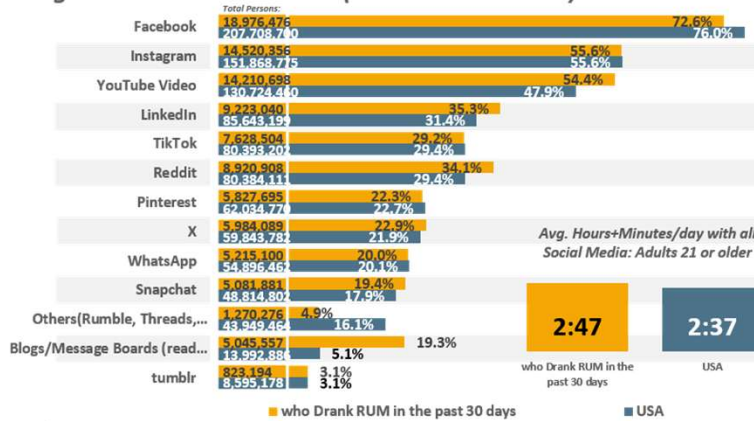
soefa.ai Share of Everything for Anything.

Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

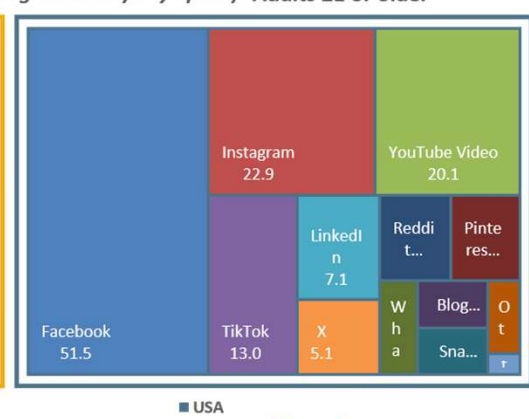
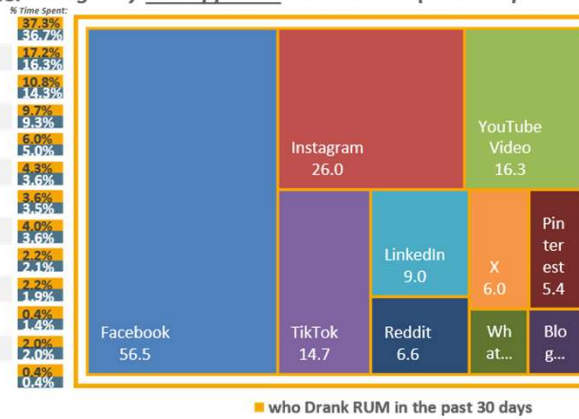
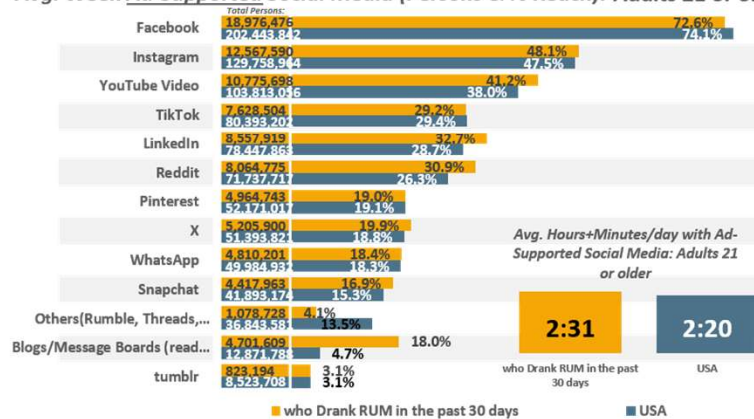


18,976,476 or 72.6% of Adults 21 or older who Drank RUM in the past 30 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

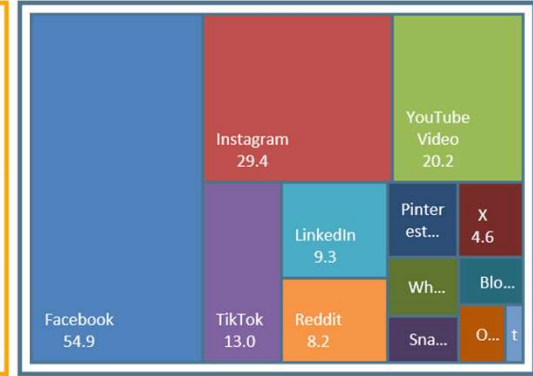
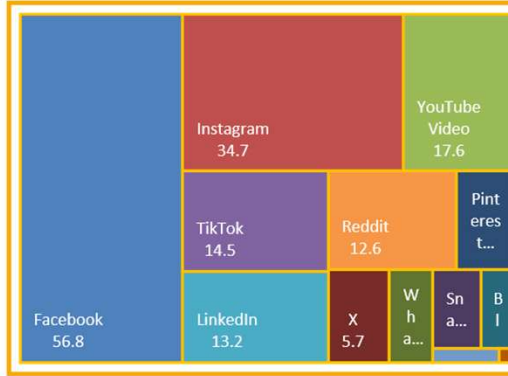
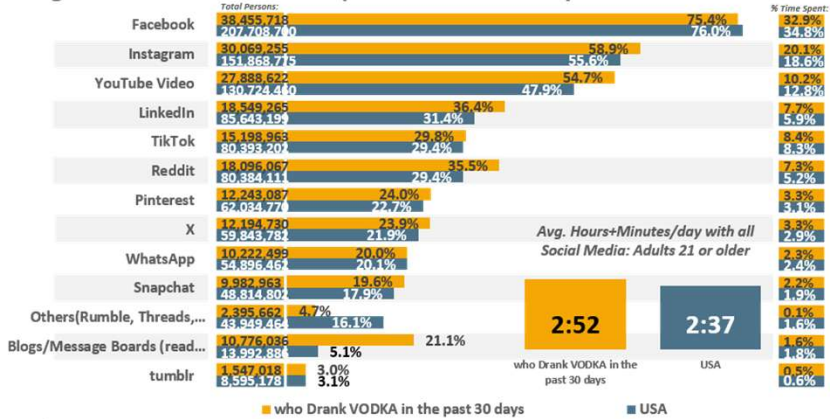
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Liquor drank past 30 days: Rum

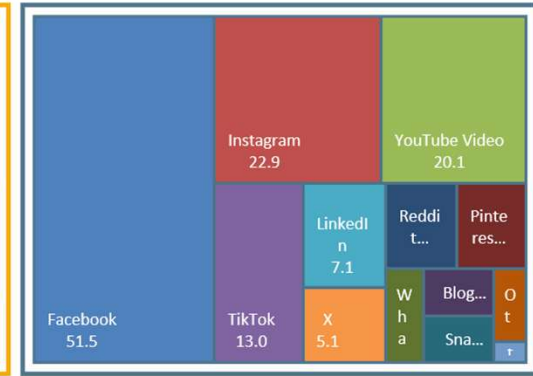
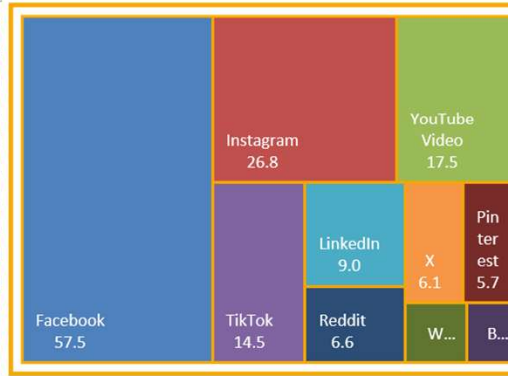
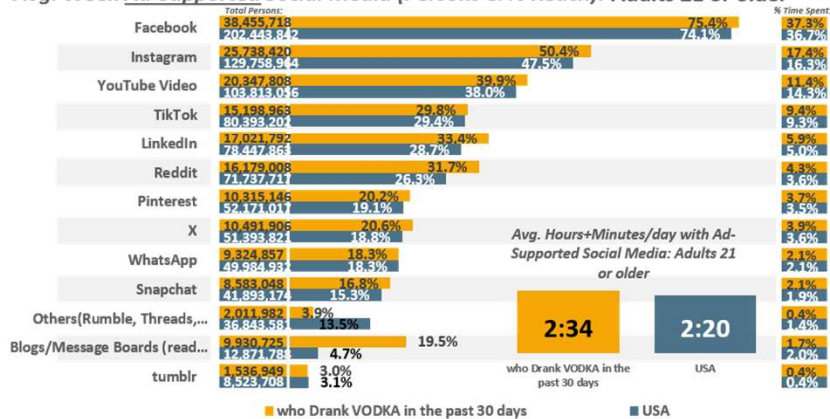


38,455,718 or 75.4% of Adults 21 or older who Drank VODKA in the past 30 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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

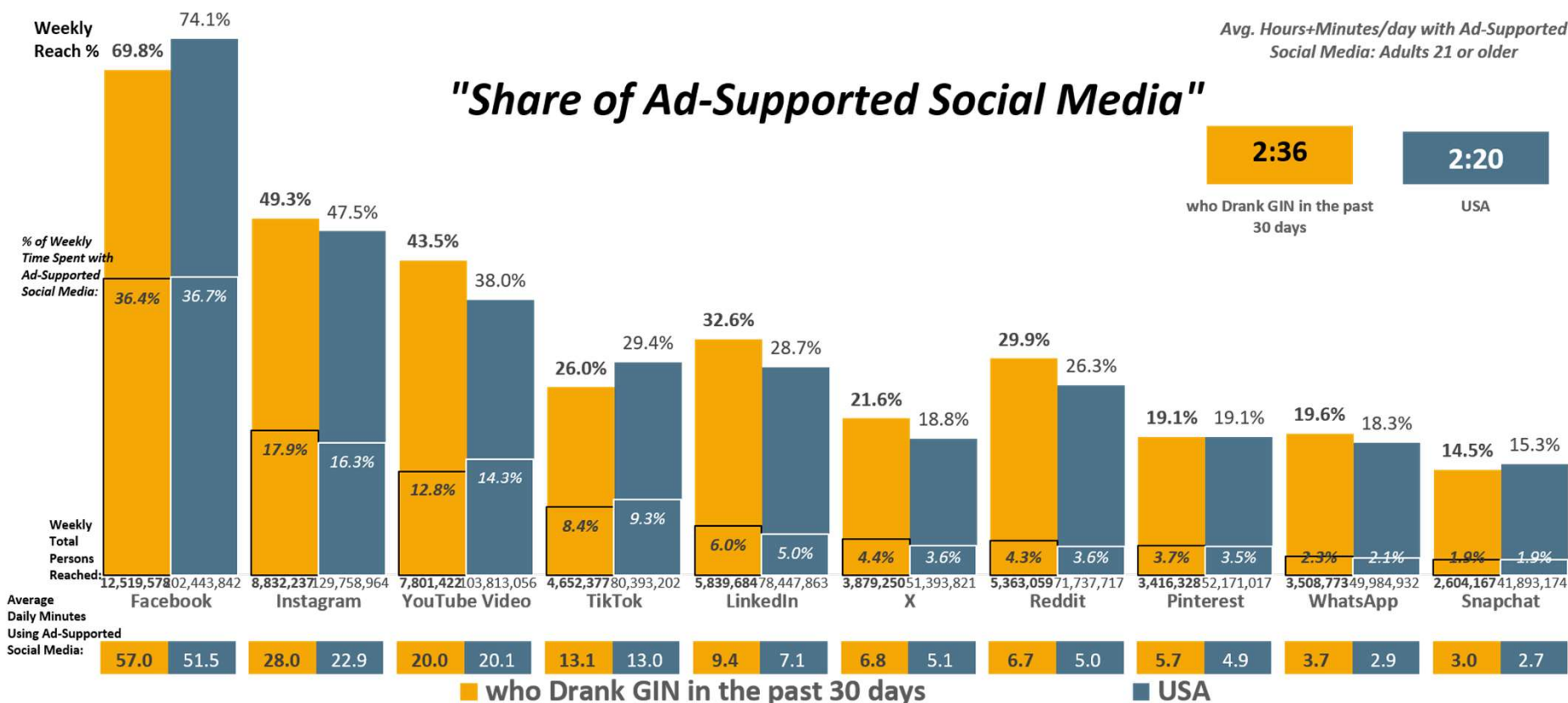


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





12,519,578 or 69.8% of Adults 21 or older who Drank GIN in the past 30 days use Ad-Supported Facebook for an average of 57. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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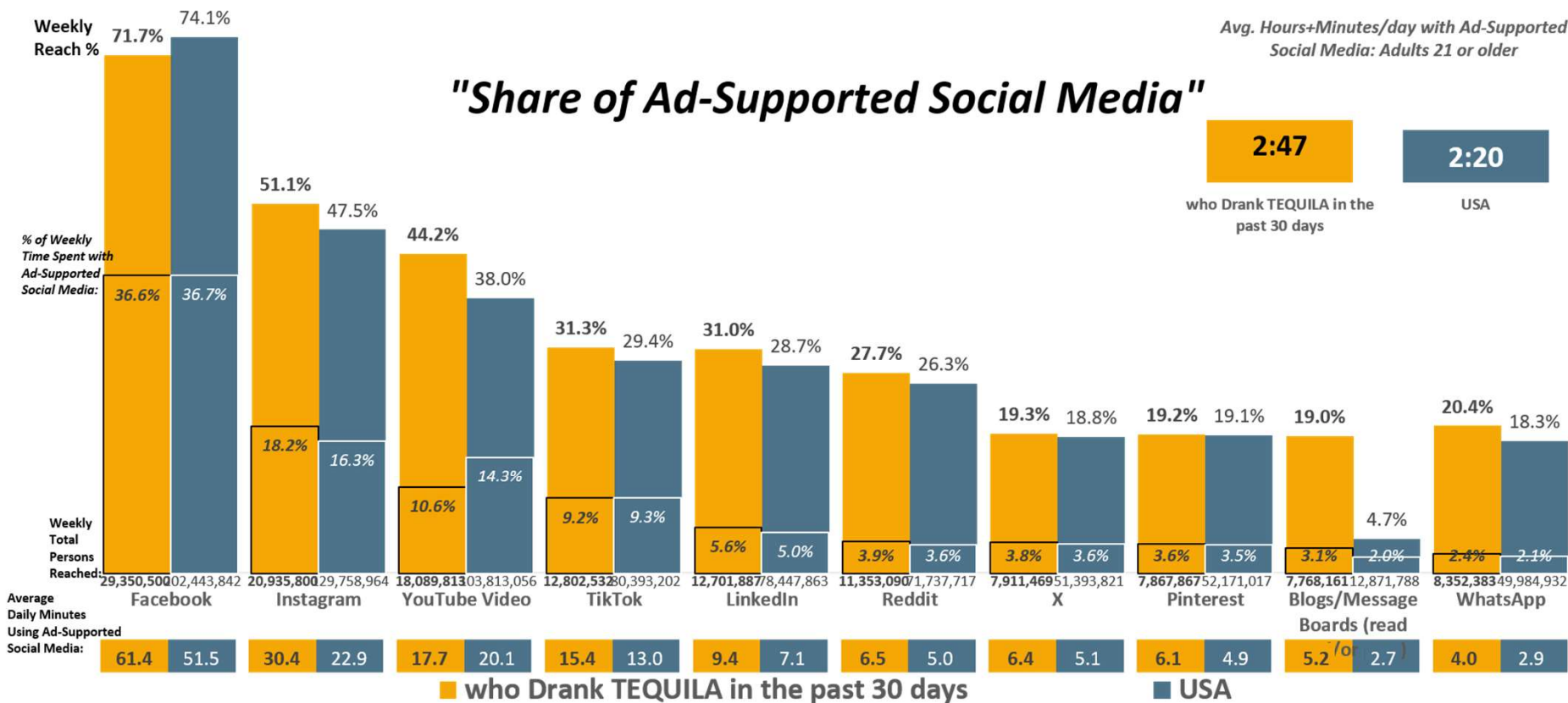
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank post 30 days: Gin



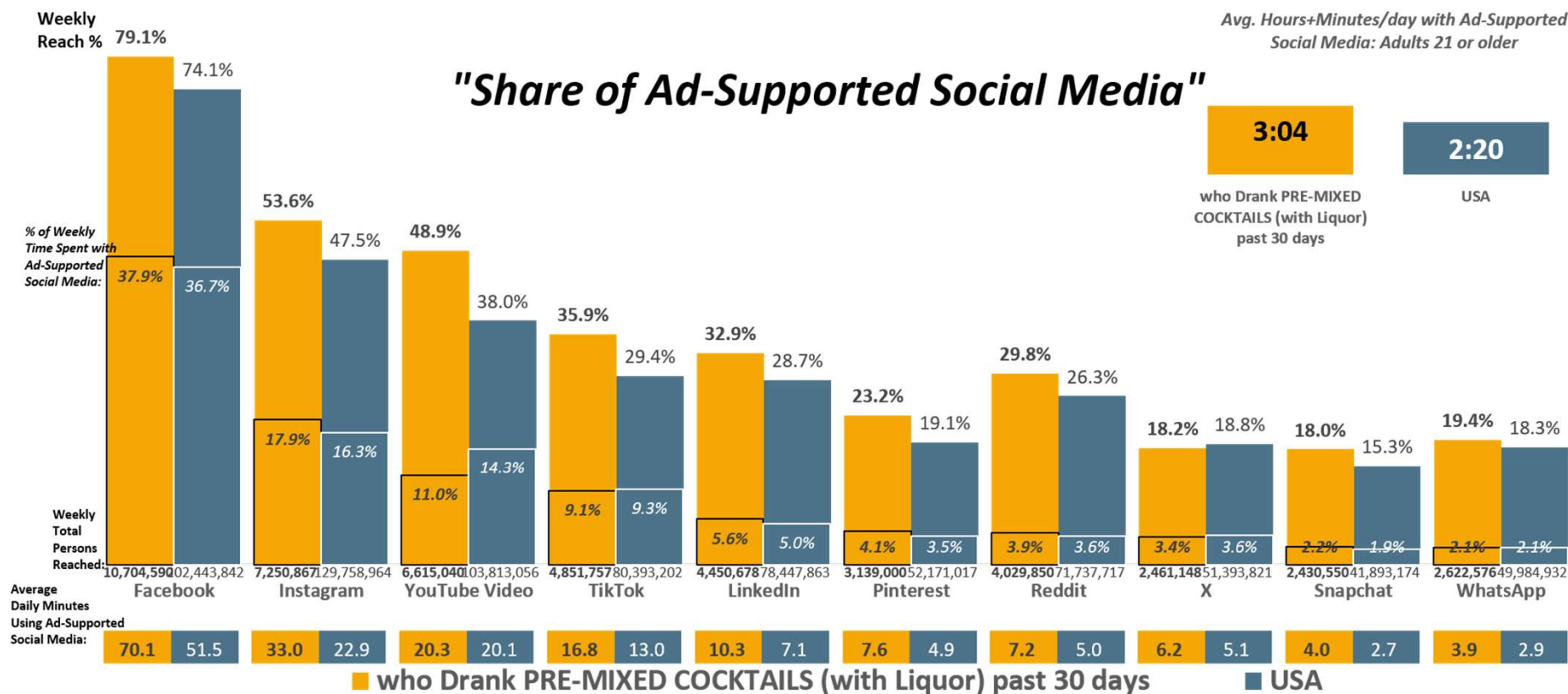
29,350,500 or 71.7% of Adults 21 or older who Drank TEQUILA in the past 30 days use Ad-Supported Facebook for an average of 61.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.





10,704,590 or 79.1% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

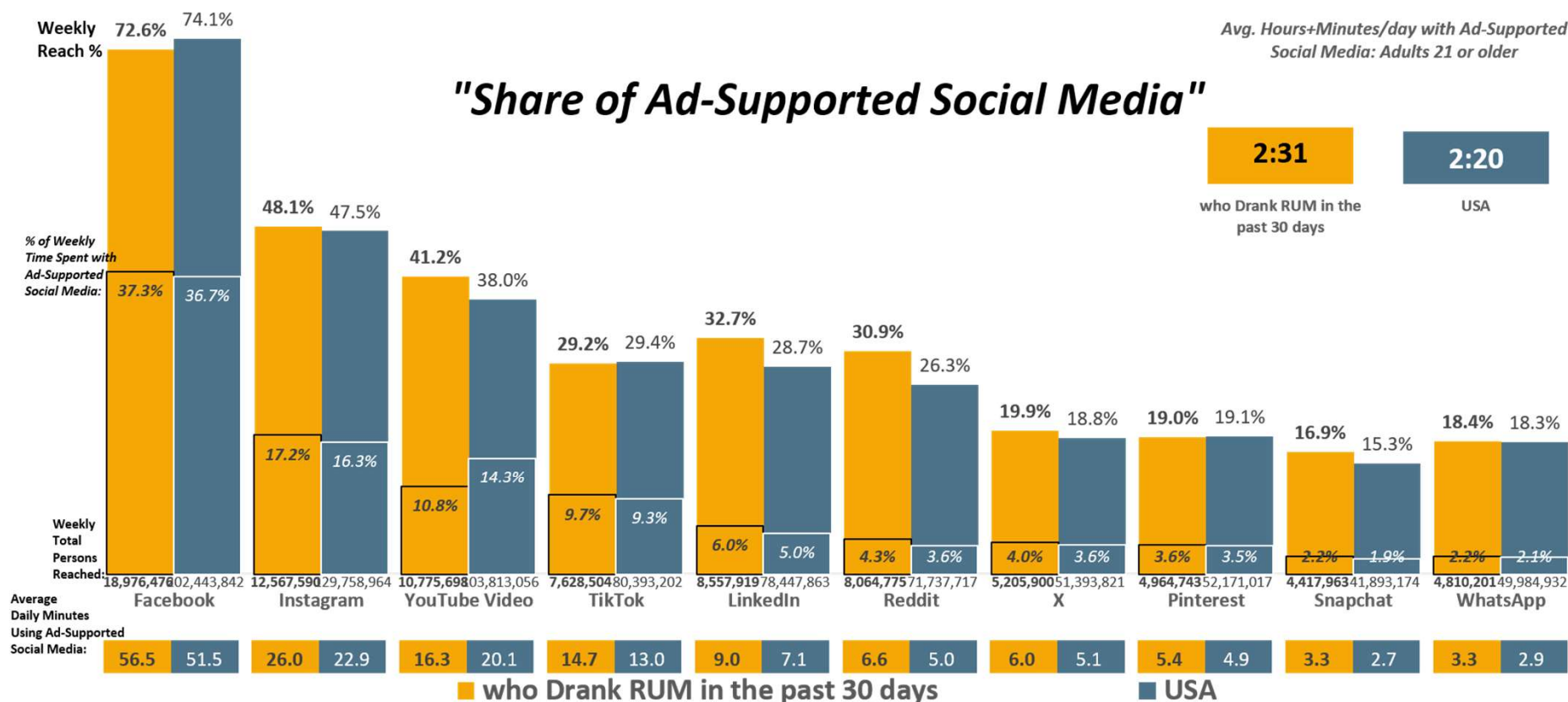
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Pre-mixed cocktails (with liquor)



18,976,476 or 72.6% of Adults 21 or older who Drank RUM in the past 30 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

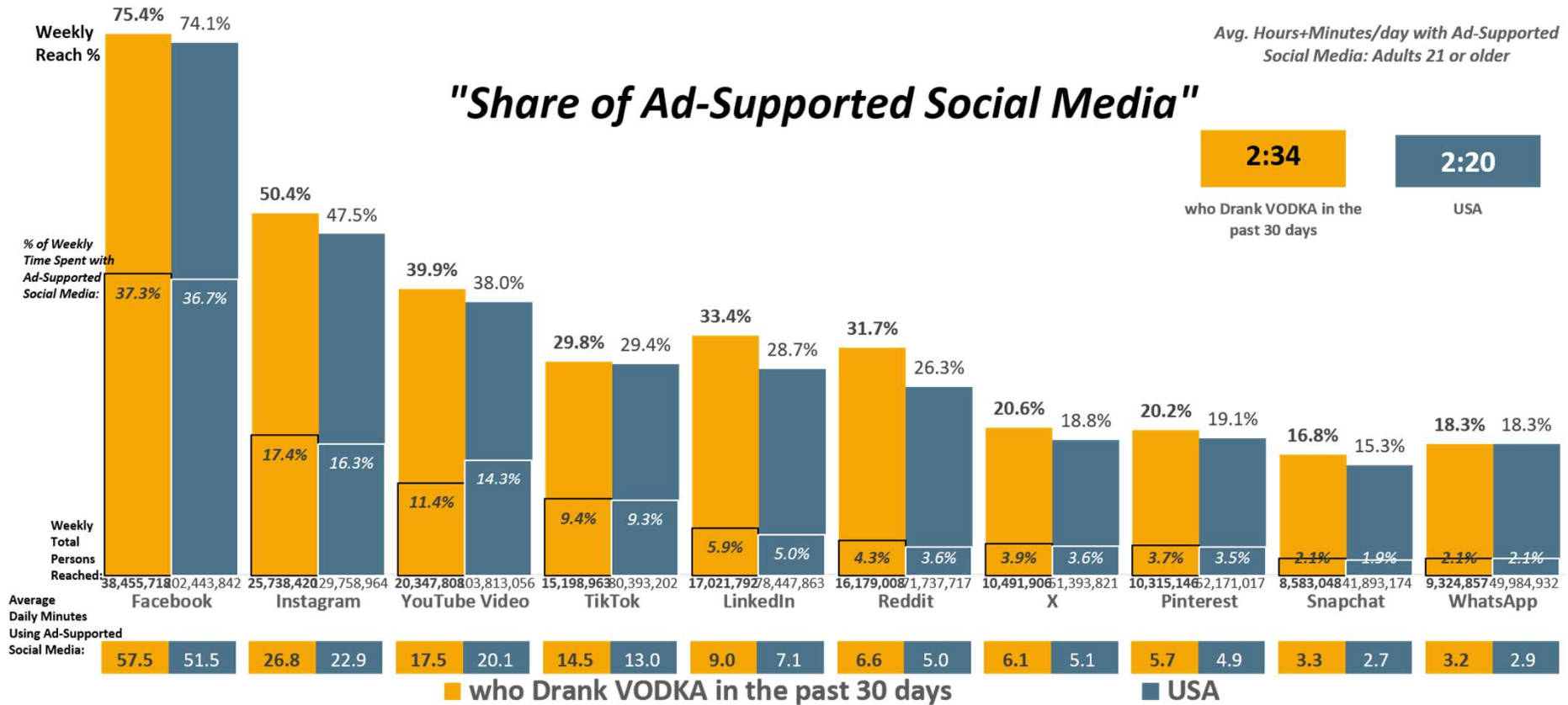
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Rum



38,455,718 or 75.4% of Adults 21 or older who Drank VODKA in the past 30 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

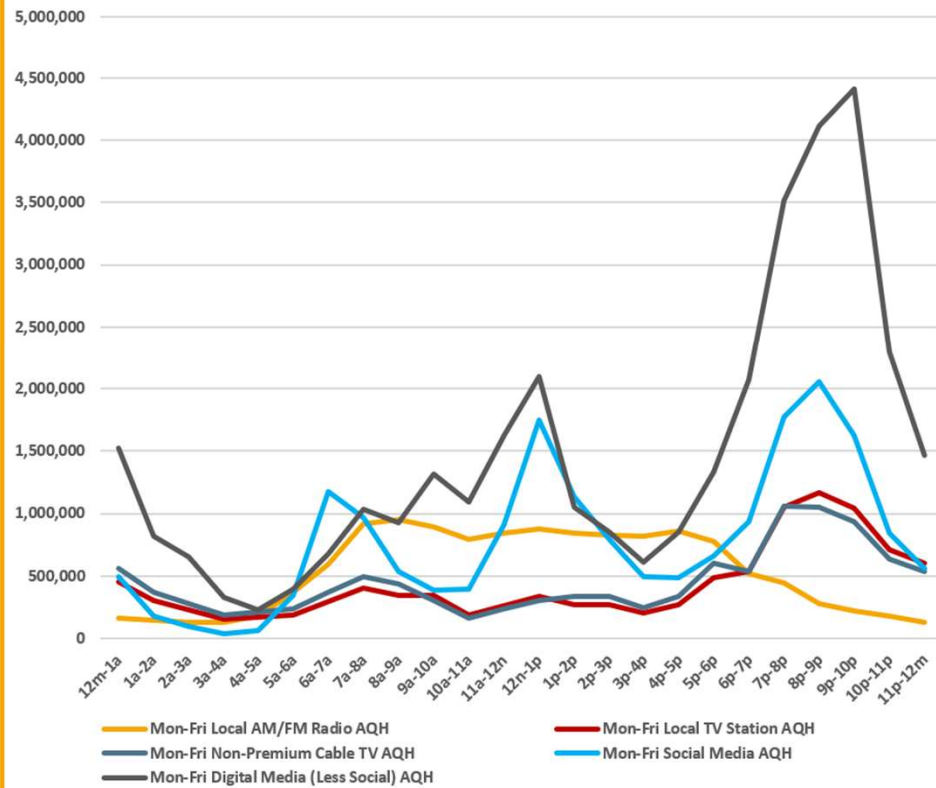
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Vodka

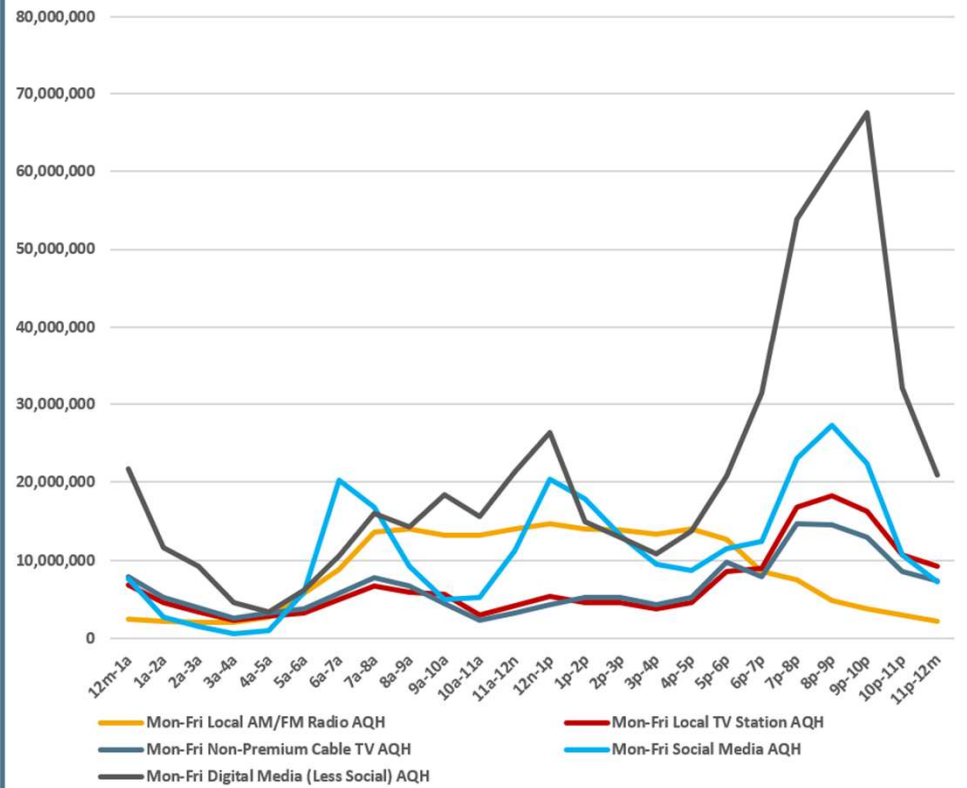


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,193,699;
Social Media: 817,066; Local Radio: 807,422; Non-Prem. Cable: 361,844; Local TV: 323,583
reaching Adults 21 or older who Drank GIN in the past 30 days.

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



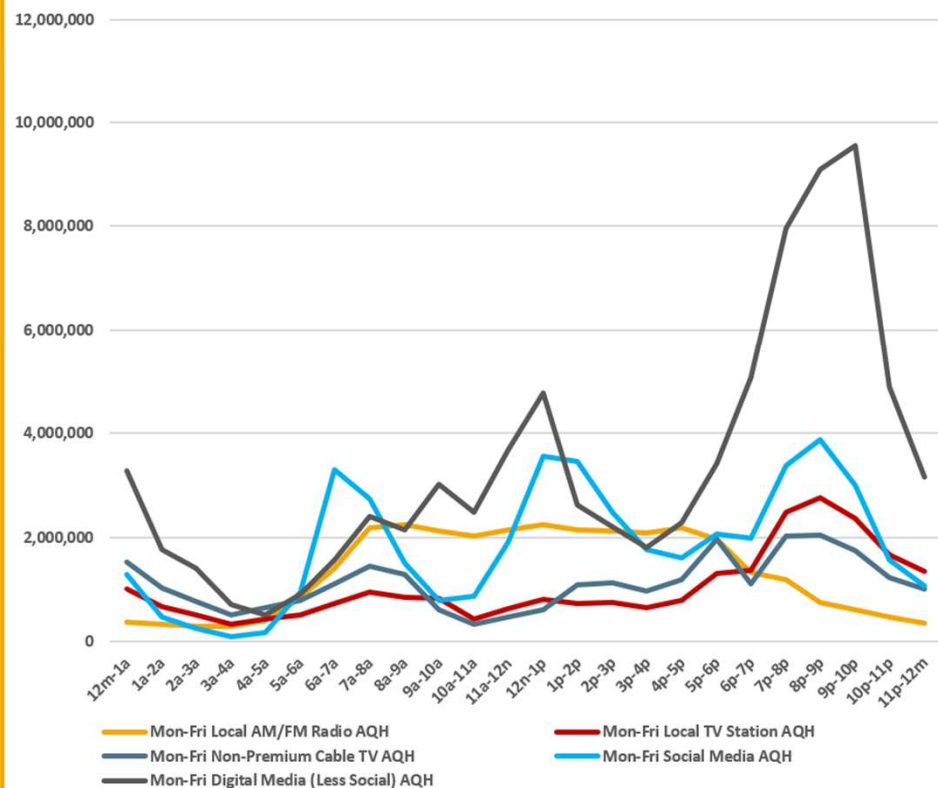
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



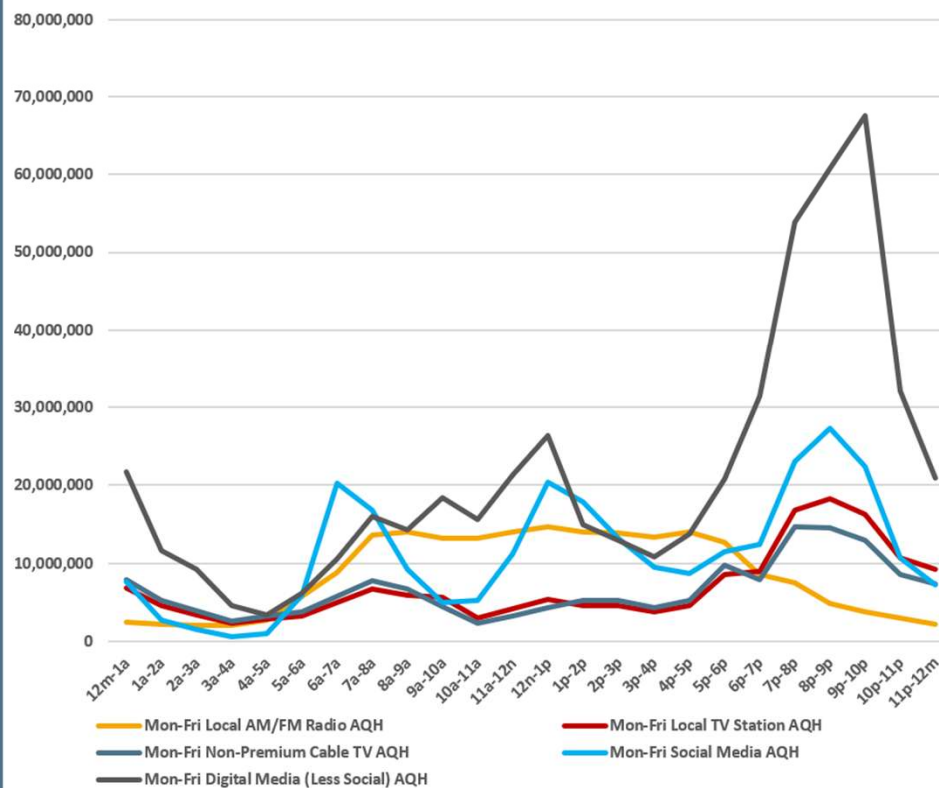


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,881,479; Social Media: 2,149,575; Local Radio: 2,013,445; Non-Prem. Cable: 1,021,196; Local TV: 829,488 reaching Adults 21 or older who Drank TEQUILA in the past 30 day

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



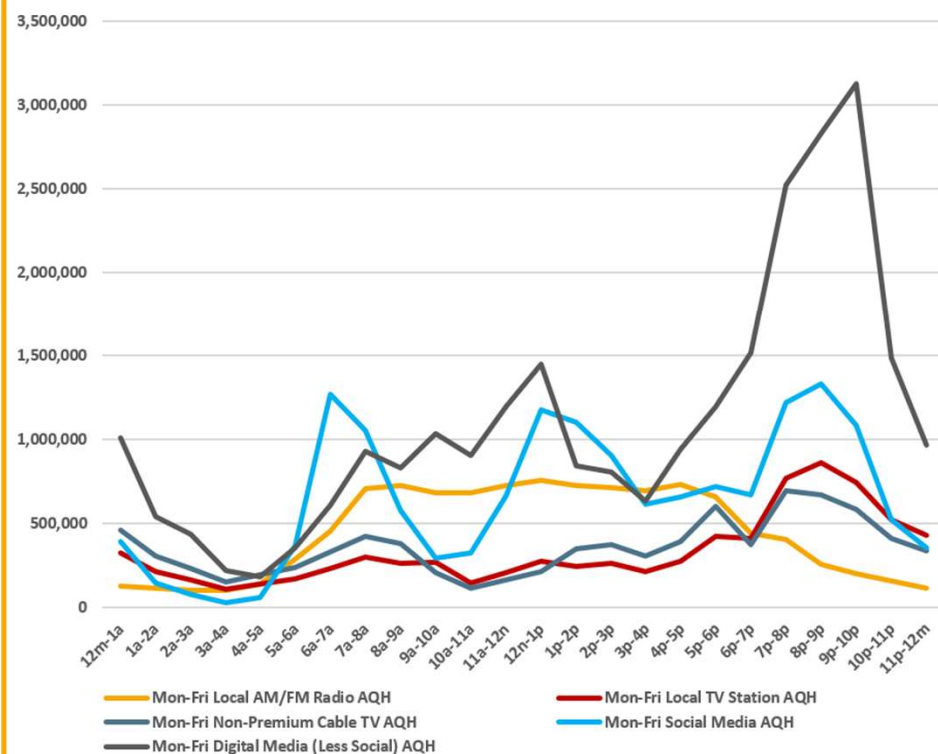
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



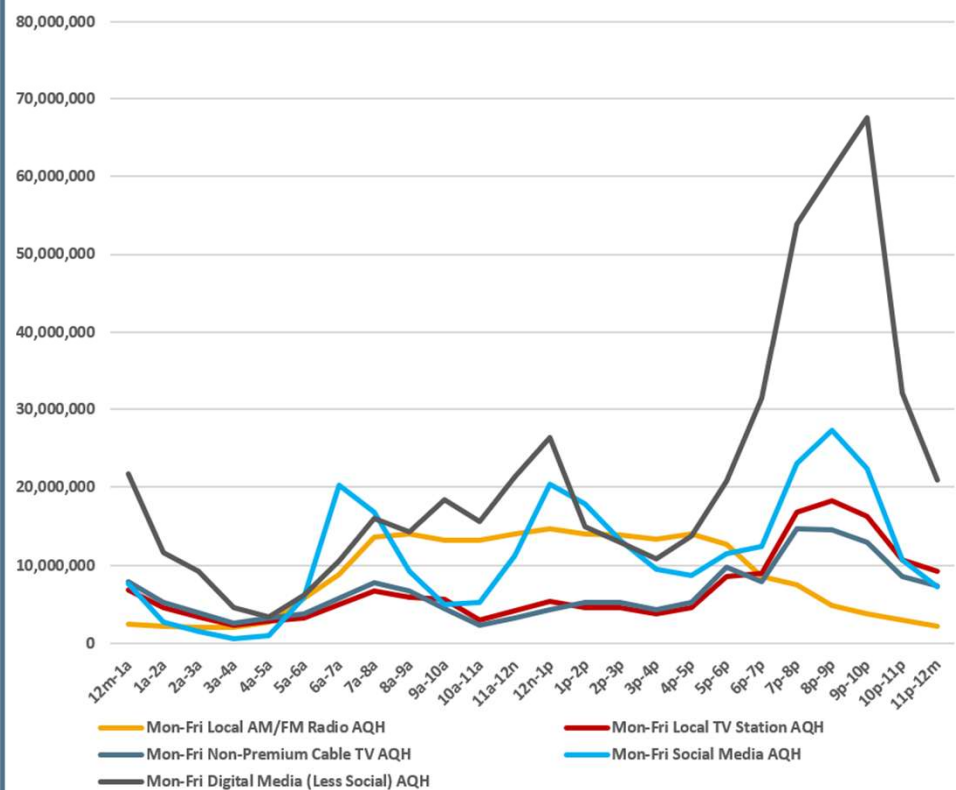


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 991,450; Social Media: 771,016; Local Radio: 668,866; Non-Prem. Cable: 325,546; Local TV: 270,856 reaching Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor)

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Drank PRE-MIXED COCKTAILS (with
Liquor) past 30 days**



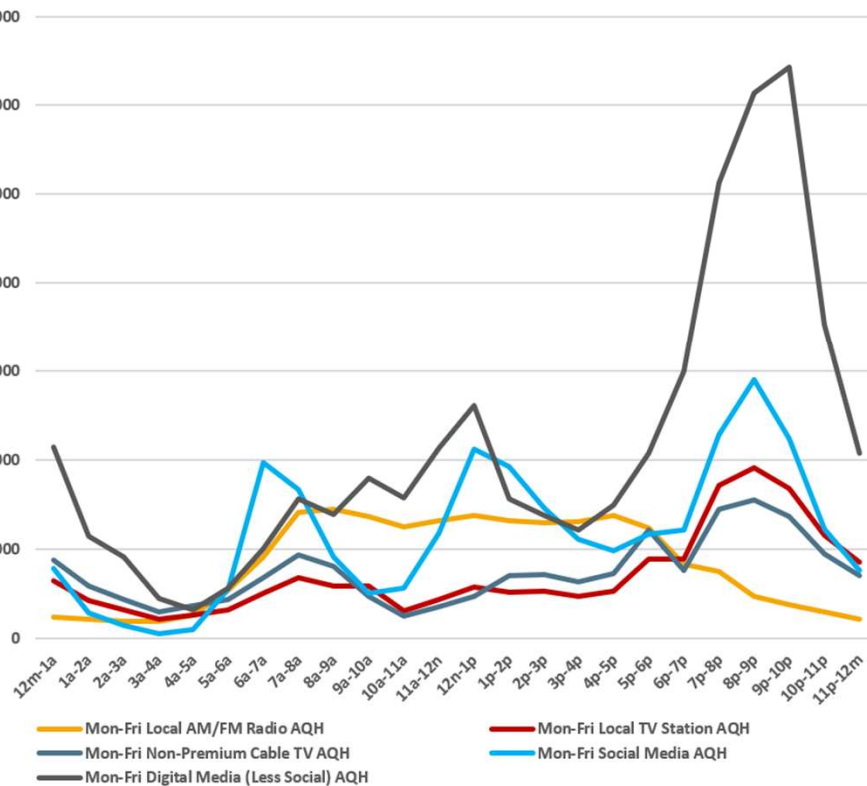
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older**



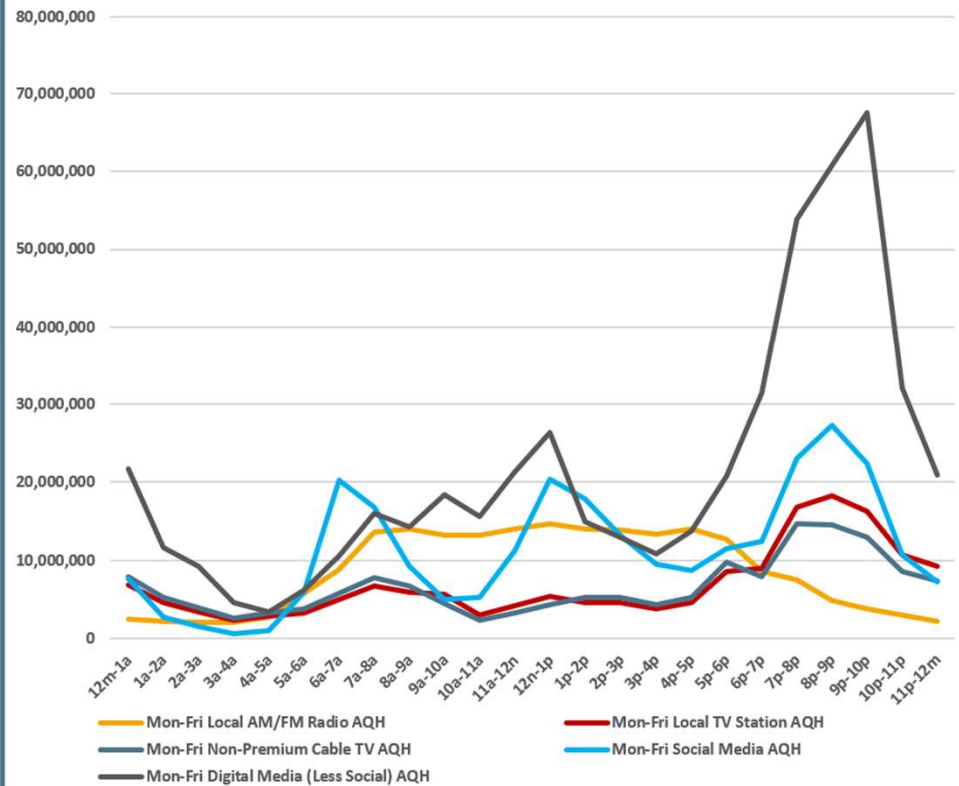


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,752,479; Social Media: 1,291,423; Local Radio: 1,266,819; Non-Prem. Cable: 671,777; Local TV: 576,722 reaching Adults 21 or older who Drank RUM in the past 30 days.

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



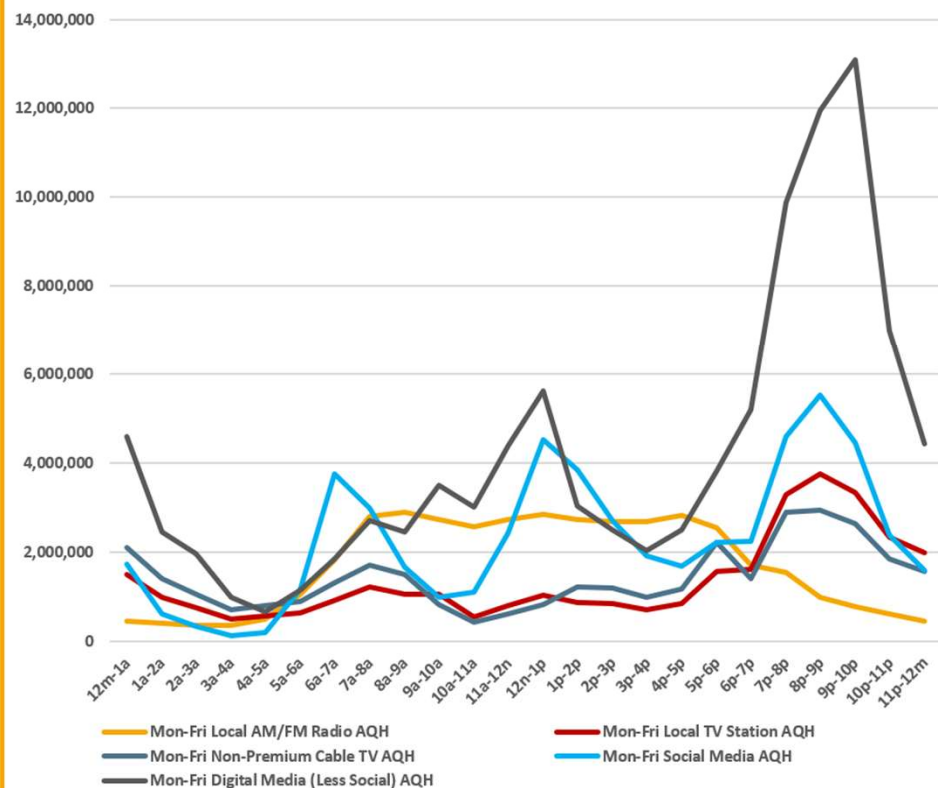
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



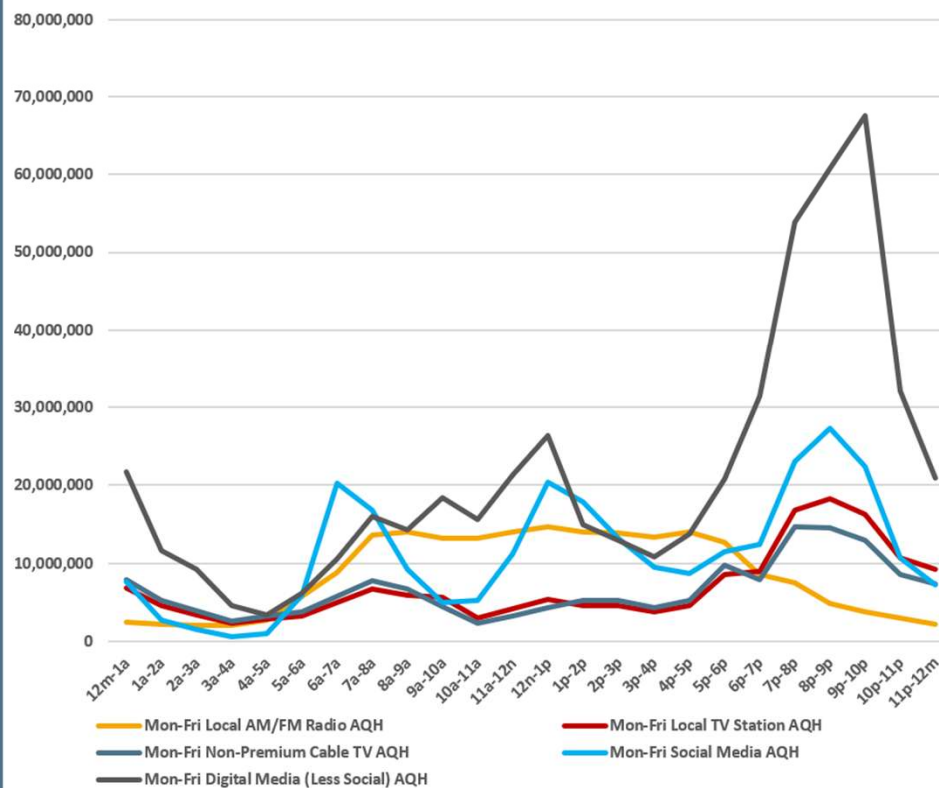


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,275,327; Local Radio: 2,581,448; Social Media: 2,466,192; Non-Prem. Cable: 1,188,775; Local TV: 1,007,524 reaching Adults 21 or older who Drank VODKA in the past 30 day

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



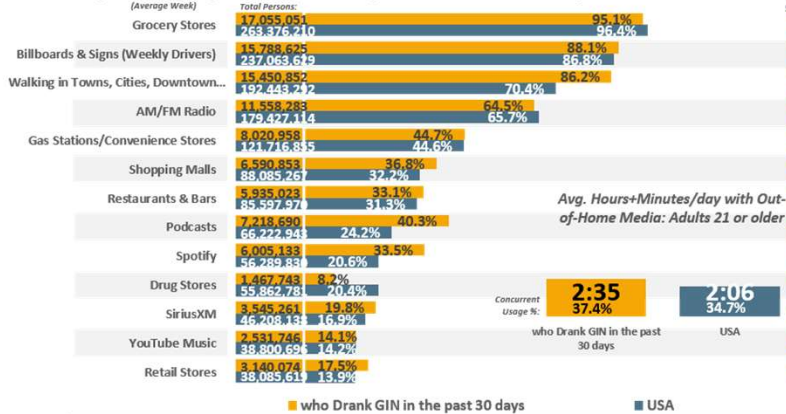
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older**



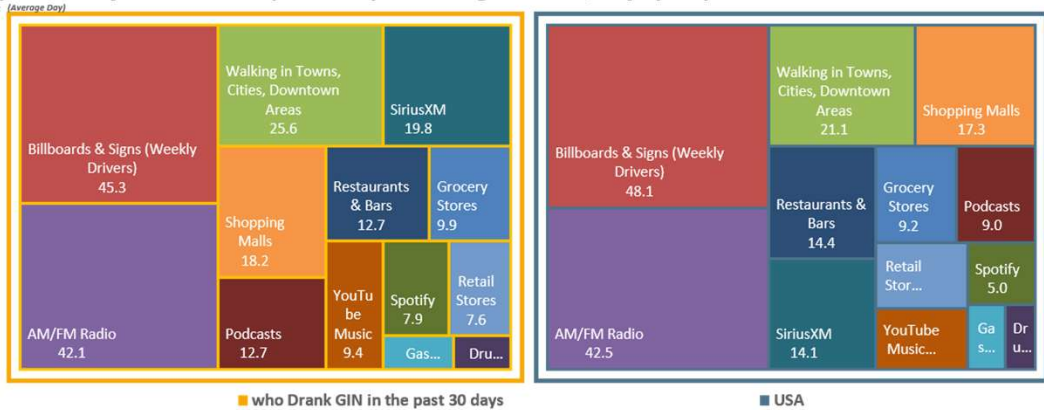


15,788,625 or 88.1% of Adults 21 or older who Drank GIN in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day.

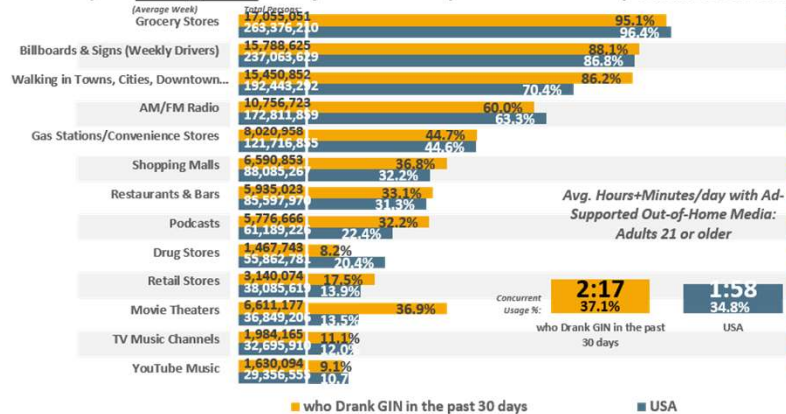
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



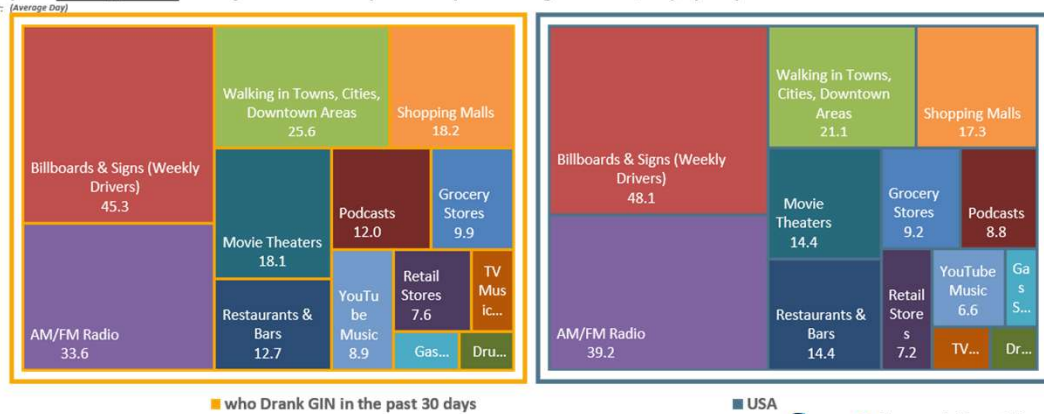
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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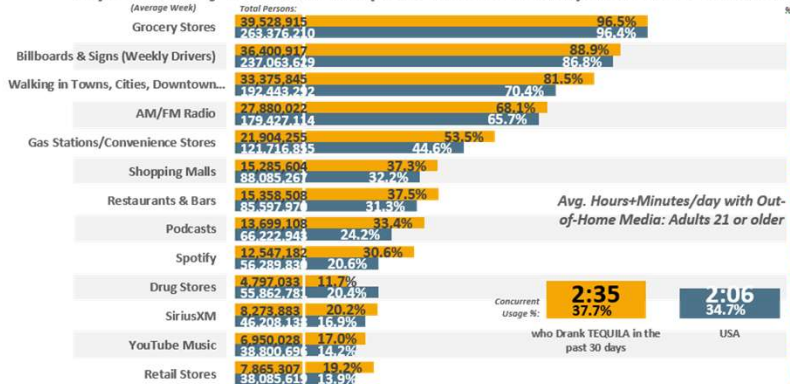
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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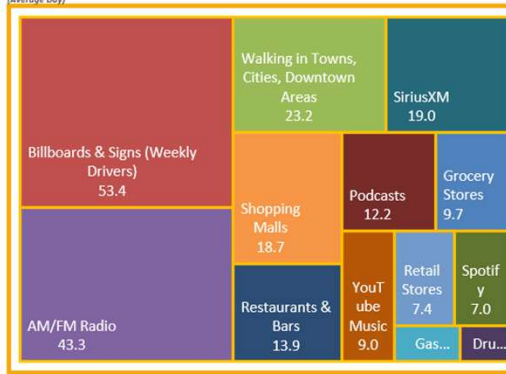


36,400,917 or 88.9% of Adults 21 or older who Drank TEQUILA in the past 30 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minutes/day.

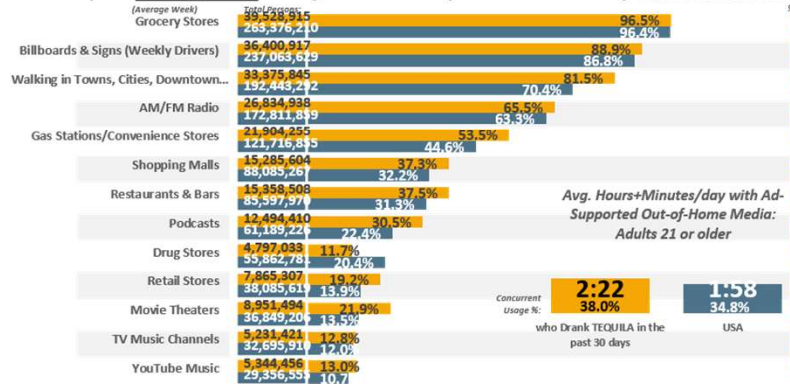
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



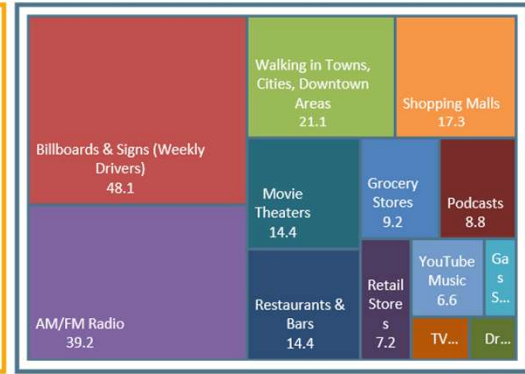
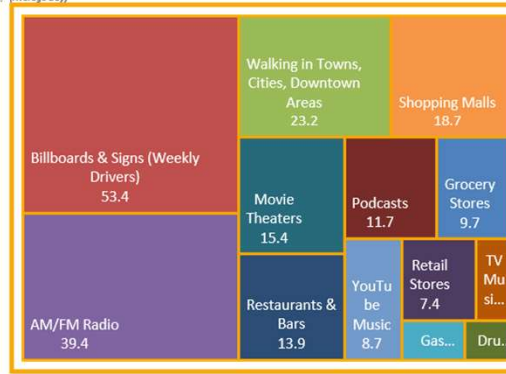
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

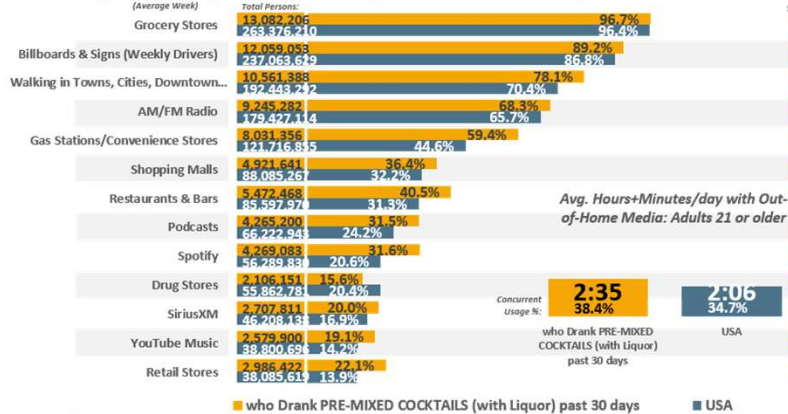
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Tequila

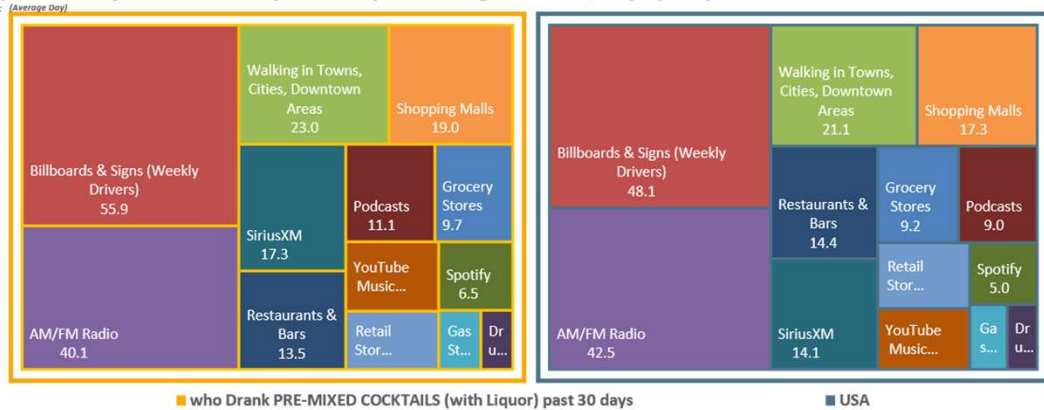


12,059,053 or 89.2% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minute

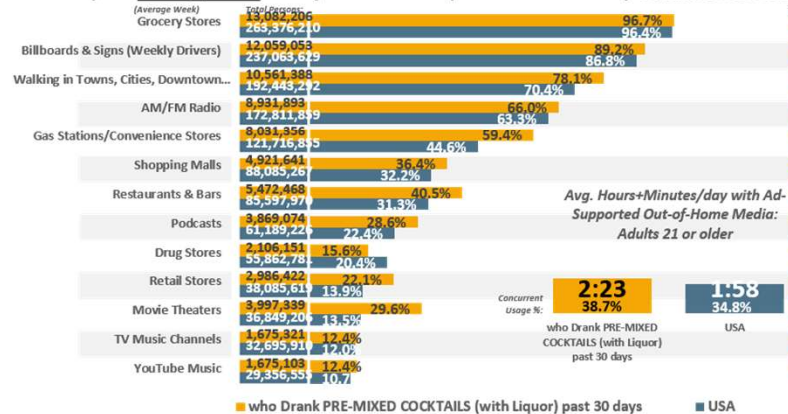
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



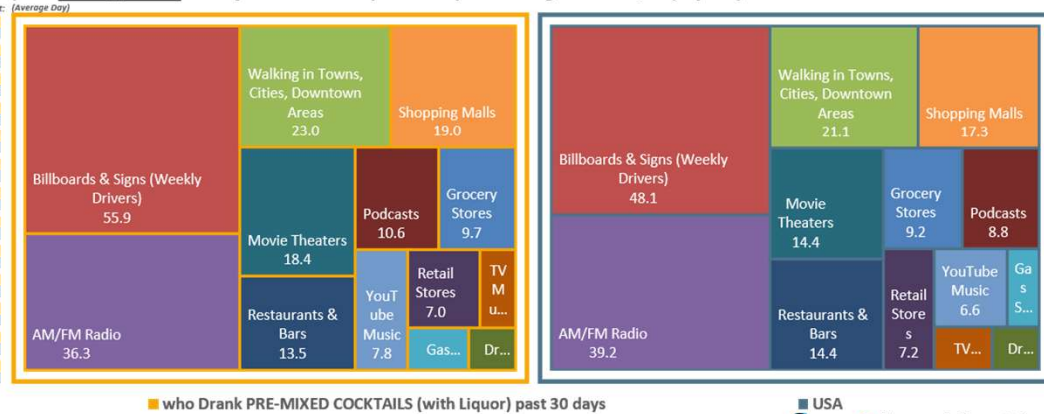
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

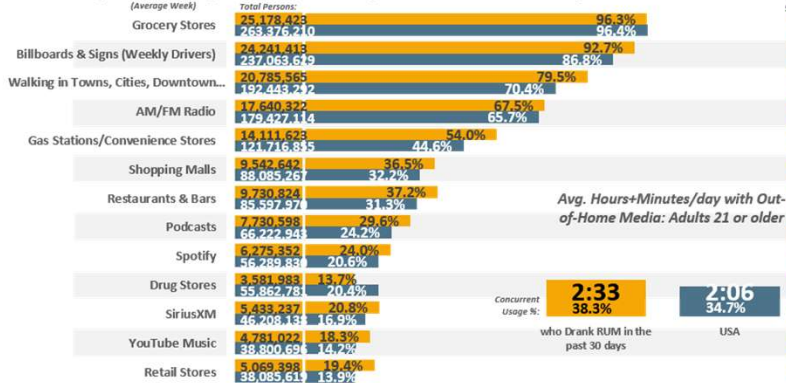
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

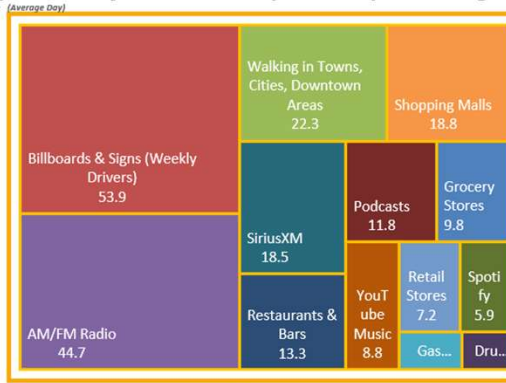


24,241,413 or 92.7% of Adults 21 or older who Drank RUM in the past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

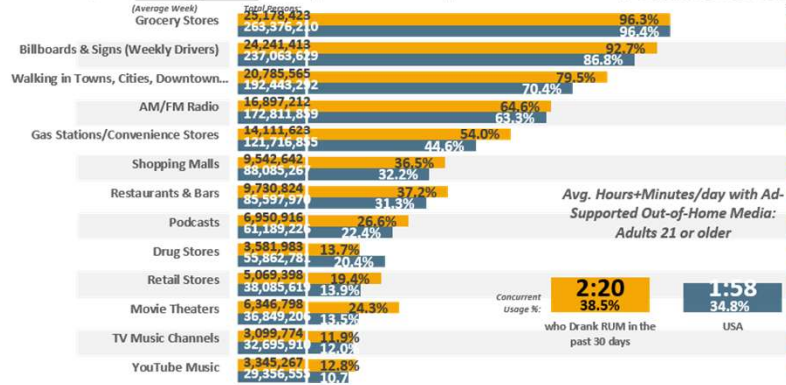
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



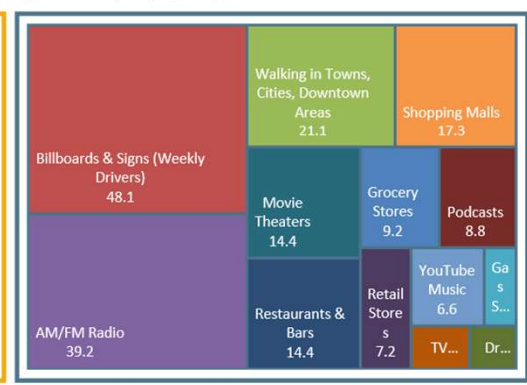
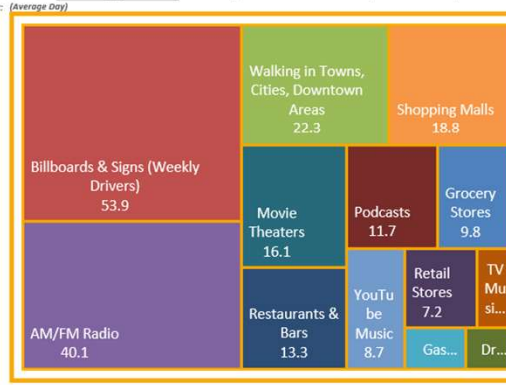
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

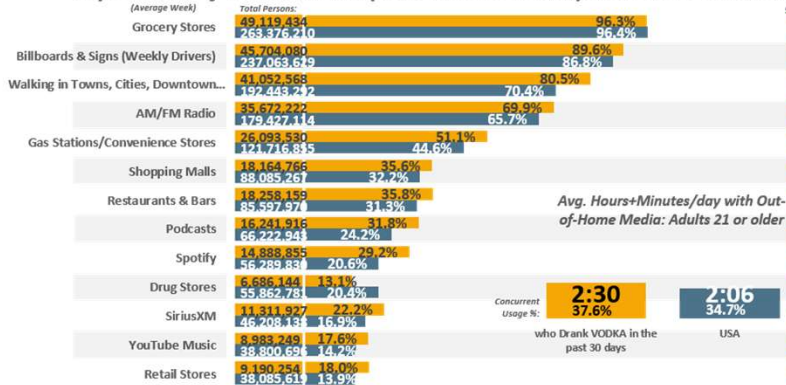
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Rum

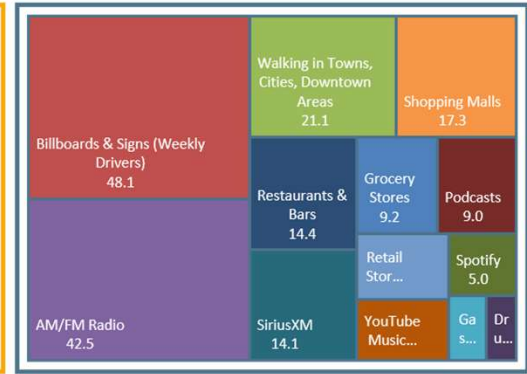
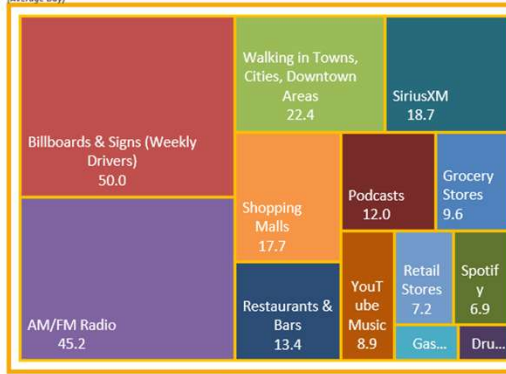


45,704,080 or 89.6% of Adults 21 or older who Drank VODKA in the past 30 days spend an average of 50. minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

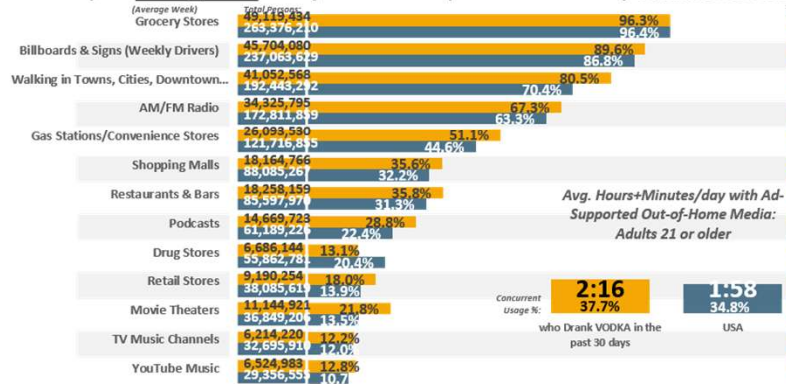
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



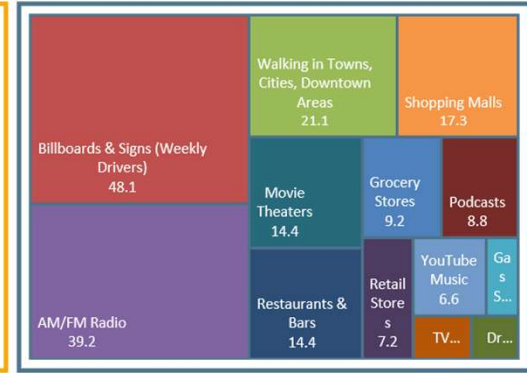
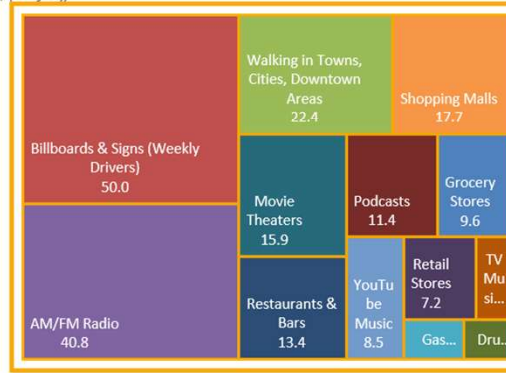
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Vodka

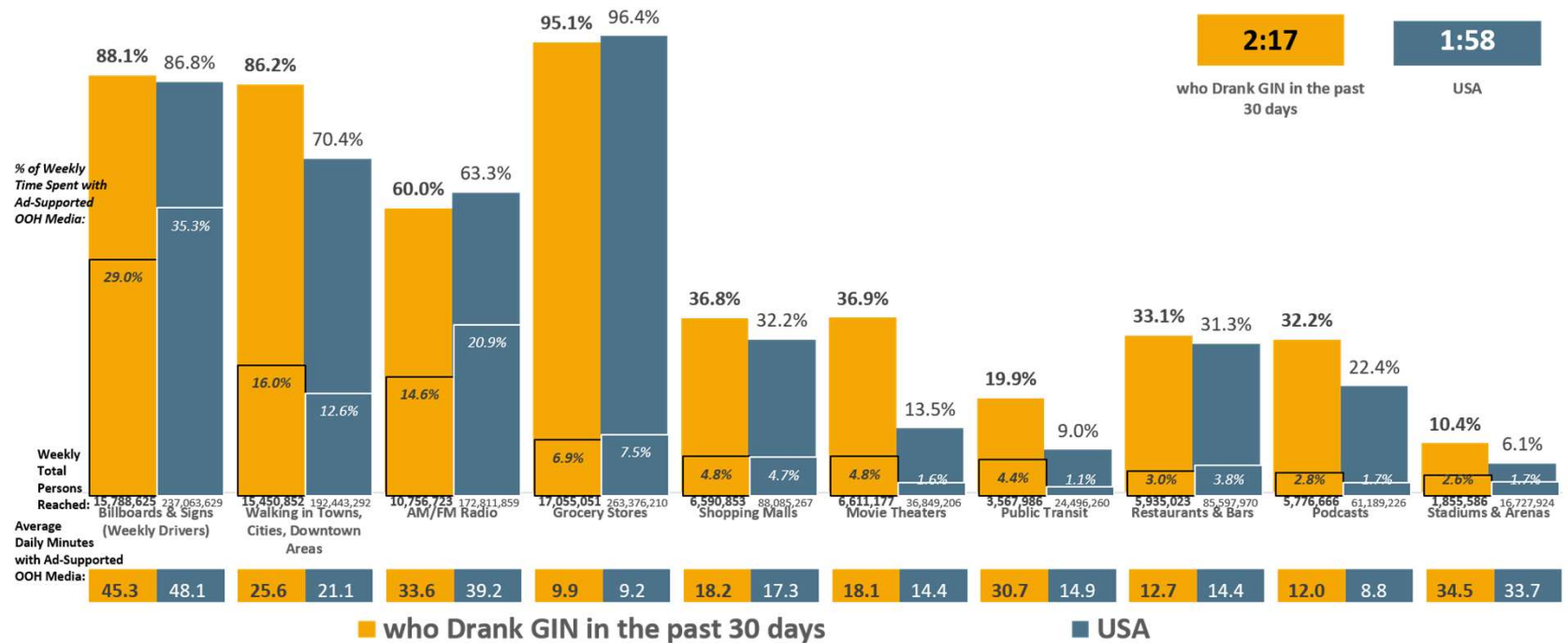


15,788,625 or 88.1% of Adults 21 or older who Drank GIN in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 29.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,694
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Gin

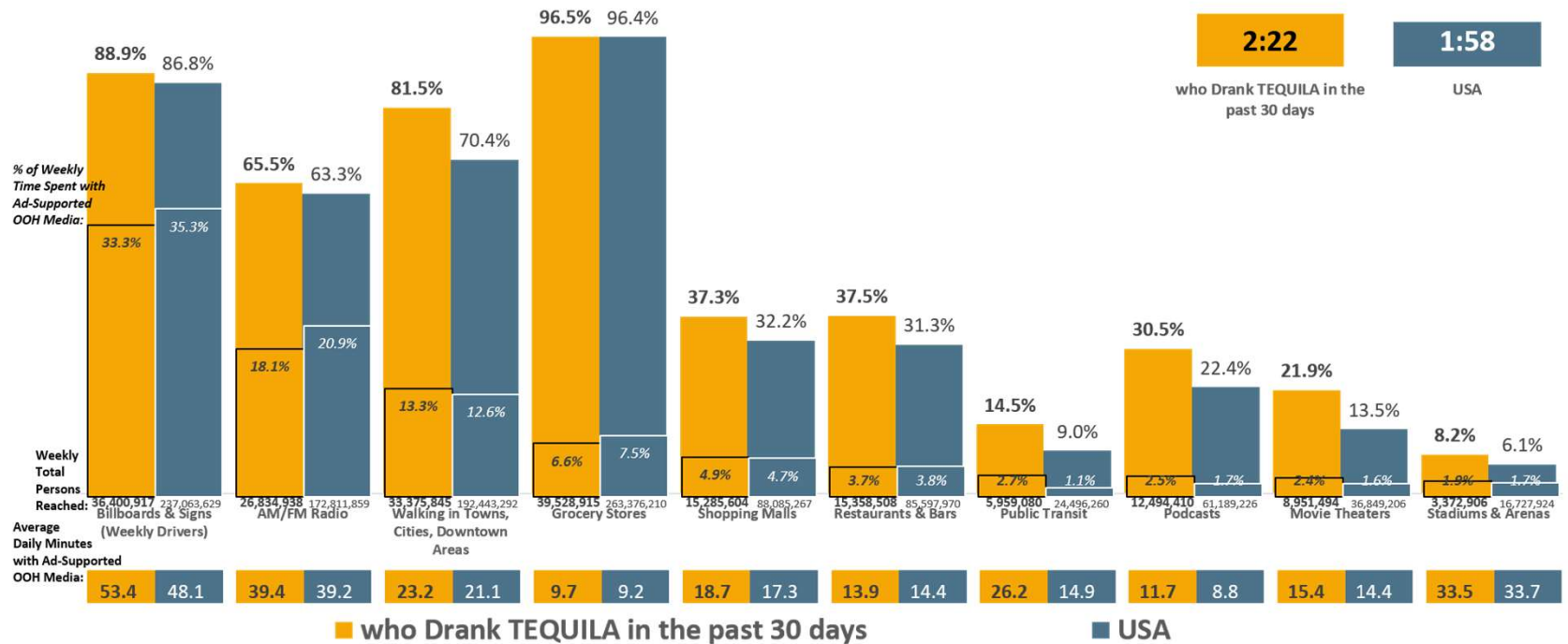


36,400,917 or 88.9% of Adults 21 or older who Drank TEQUILA in the past 30 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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Liquor drank past 30 days: Tequila

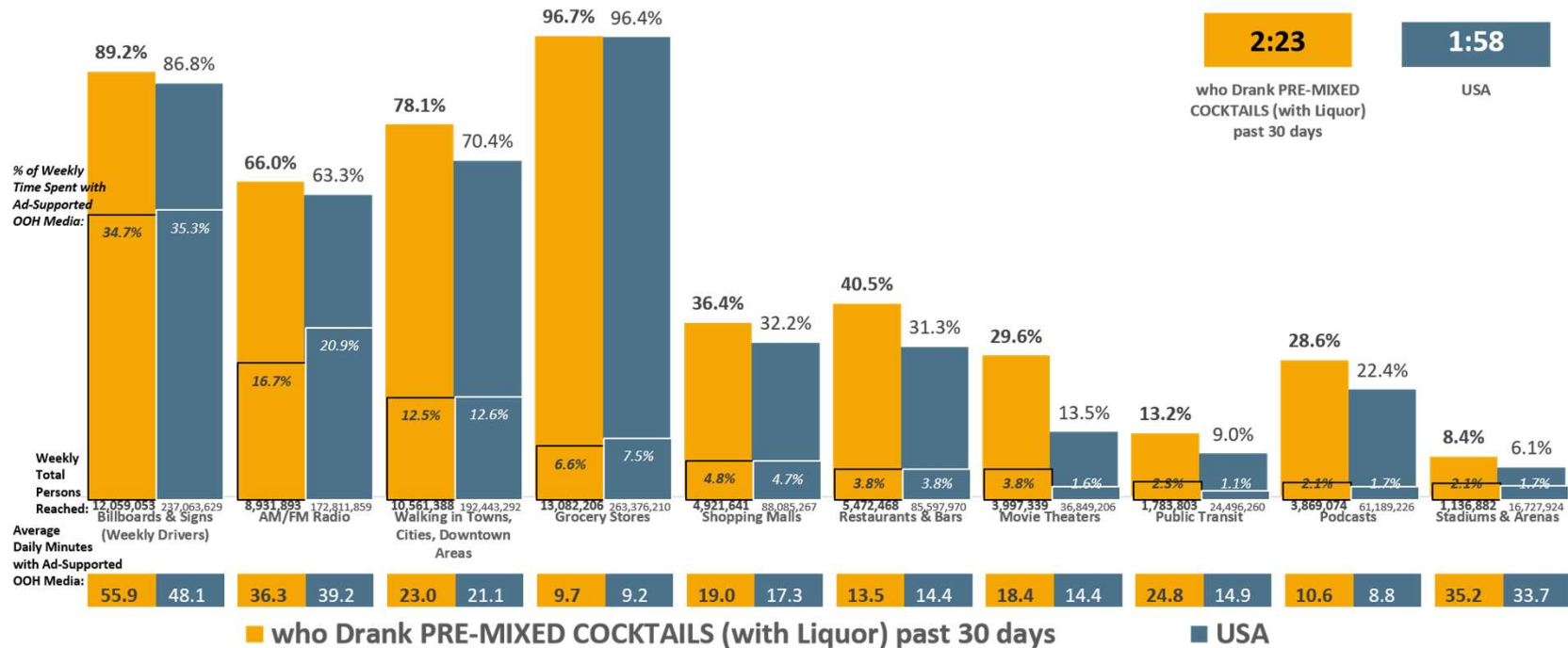


12,059,053 or 89.2% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,206
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)

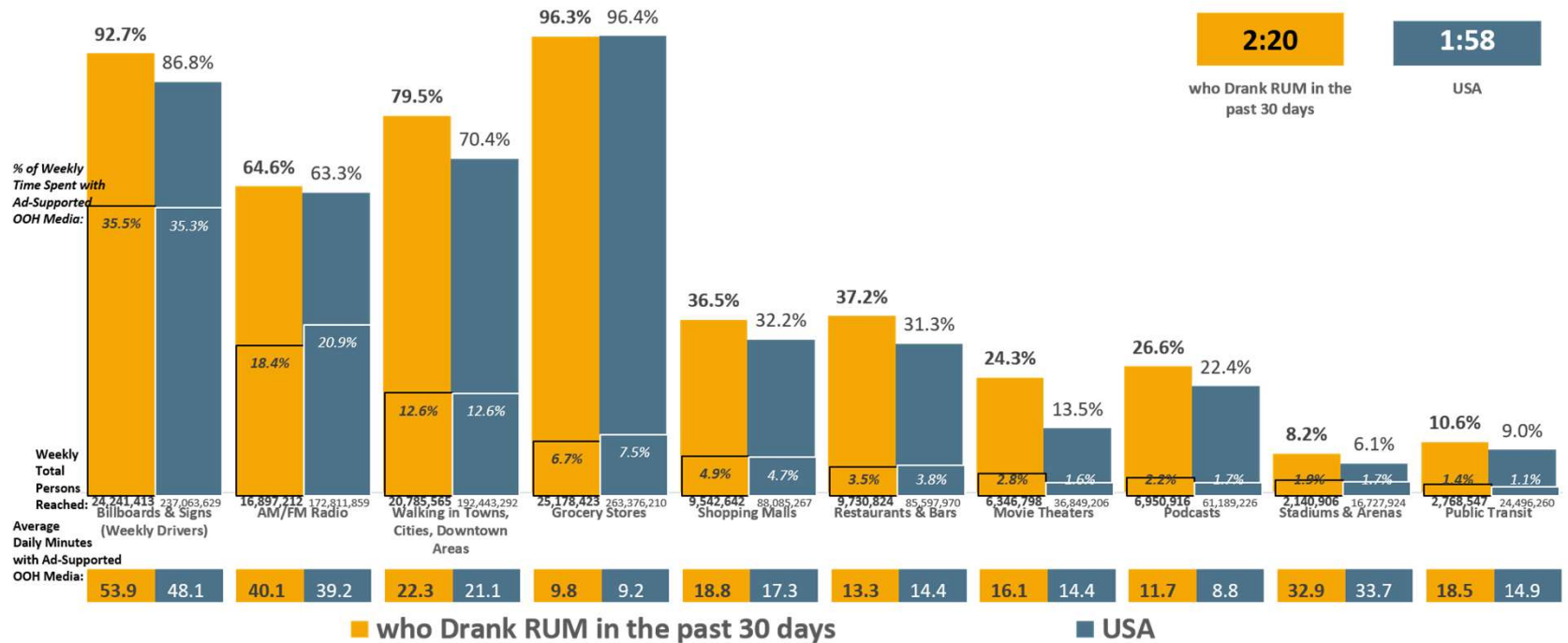


24,241,413 or 92.7% of Adults 21 or older who Drank RUM in the past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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Liquor drank past 30 days: Rum

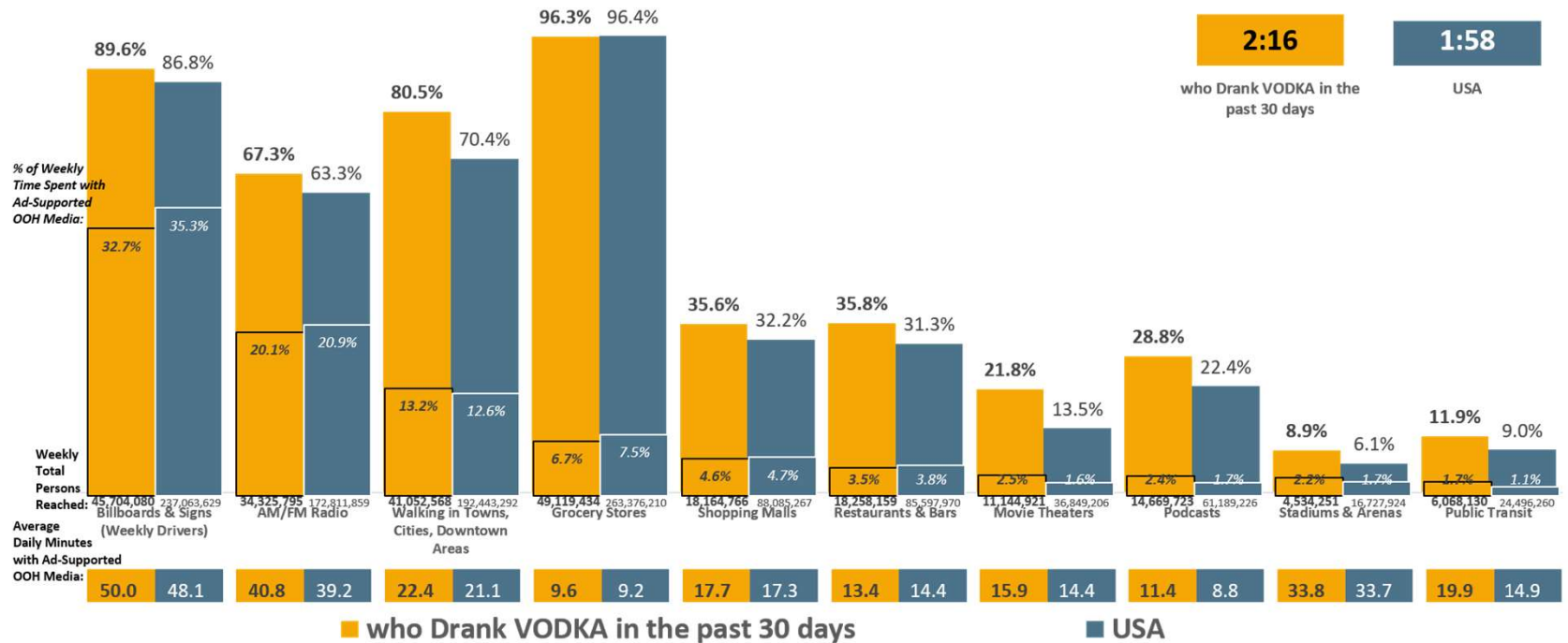


45,704,080 or 89.6% of Adults 21 or older who Drank VODKA in the past 30 days spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,652
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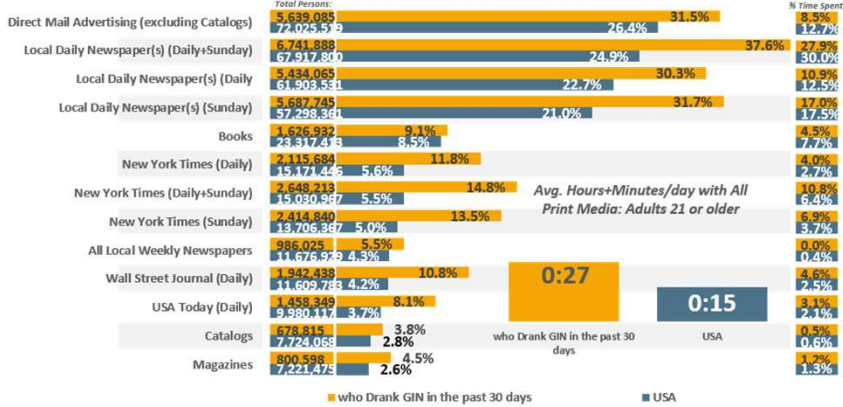
soefa.ai Share of Everything for Anything

Liquor drank past 30 days: Vodka

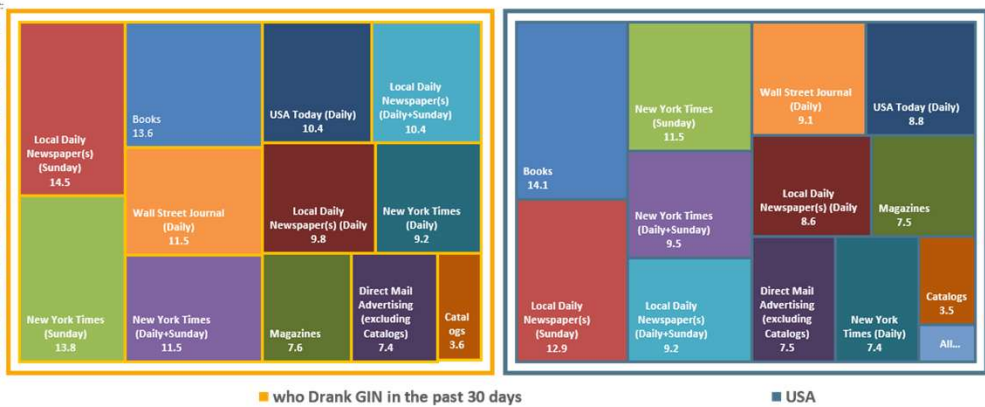


6,741,888 or 37.6% of Adults 21 or older who Drank GIN in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

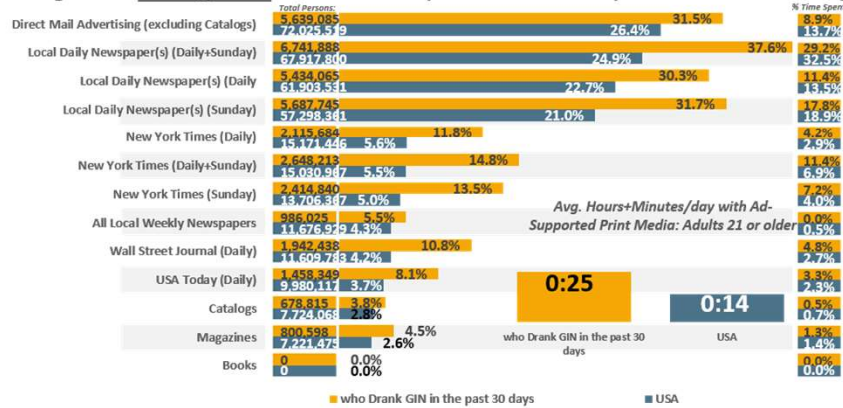
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



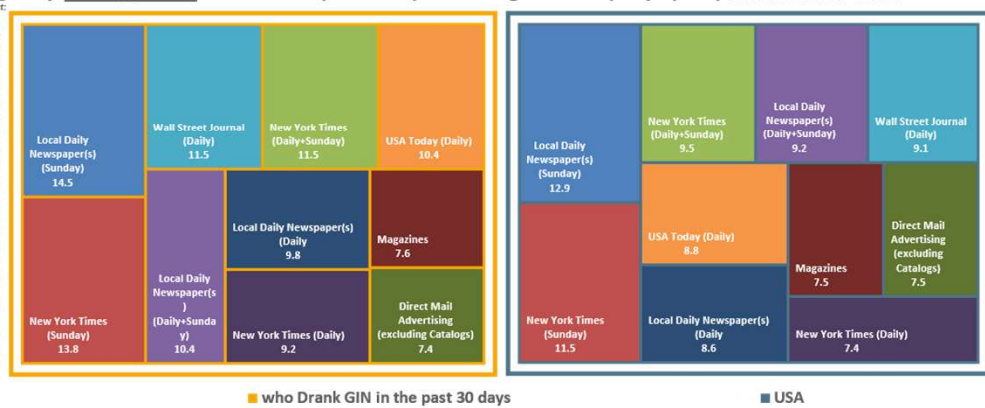
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



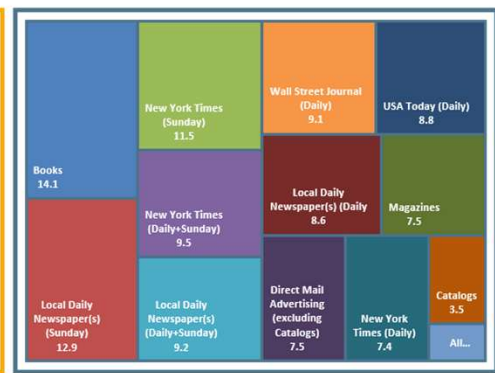
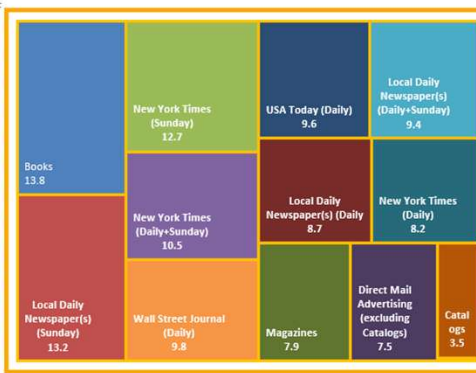
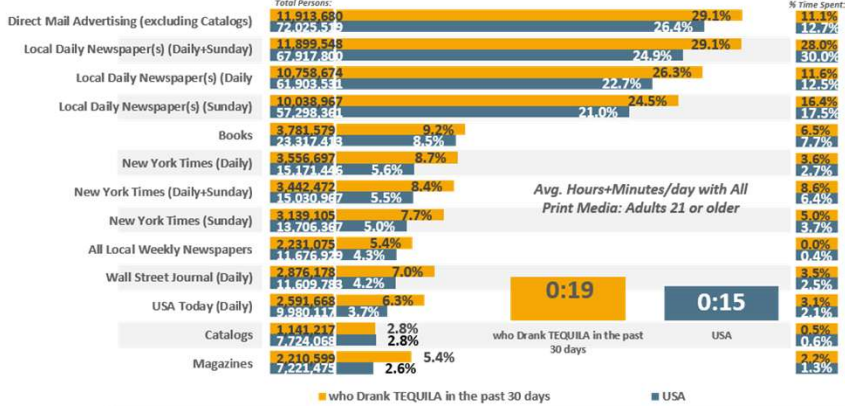
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



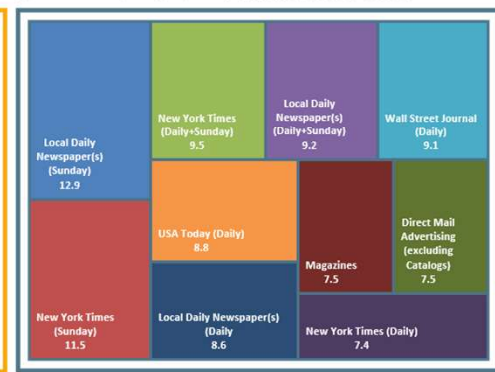
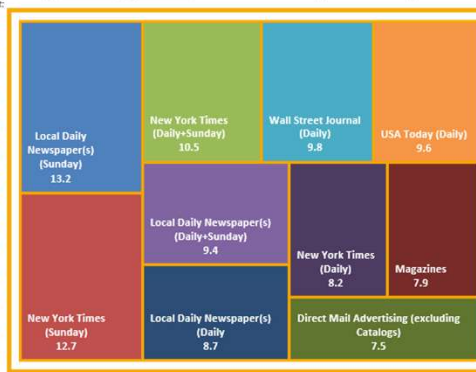
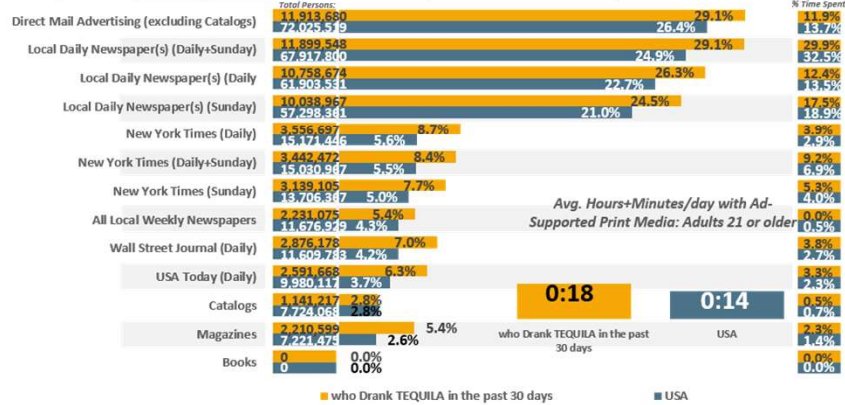


11,899,548 or 29.1% of Adults 21 or older who Drank TEQUILA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,448
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

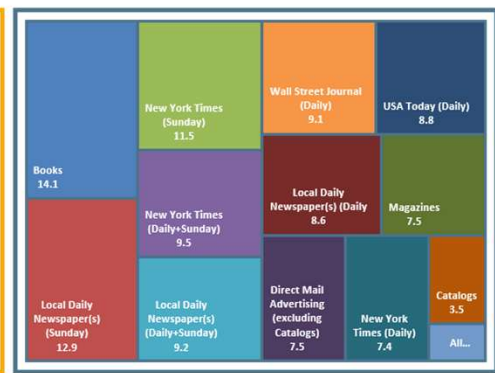
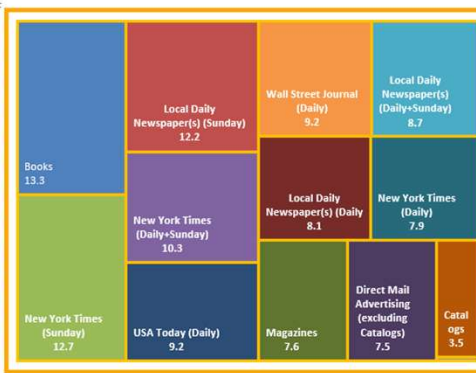
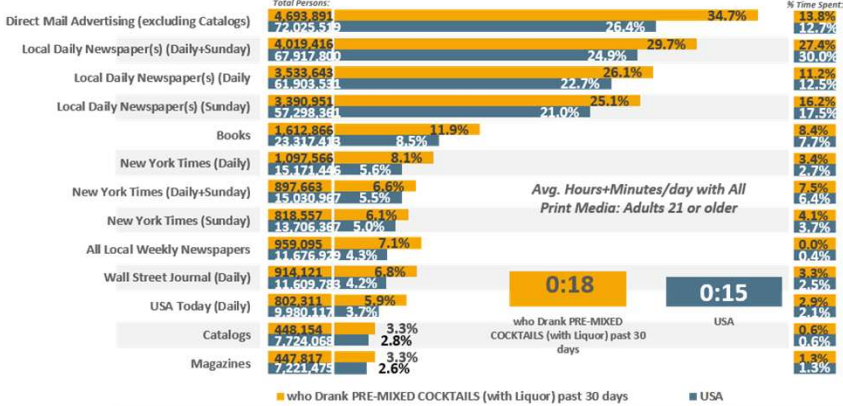
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Liquor drank past 30 days: Tequila

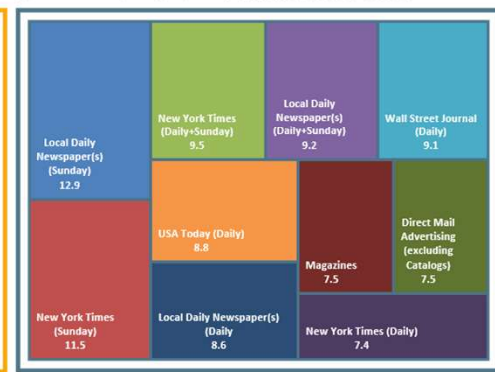
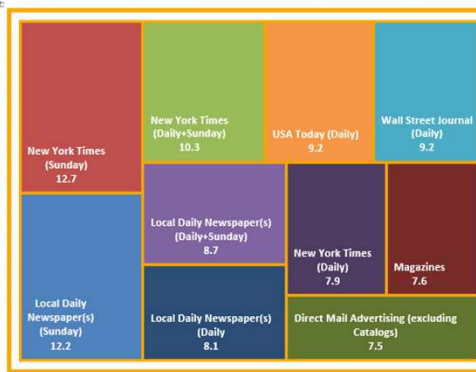
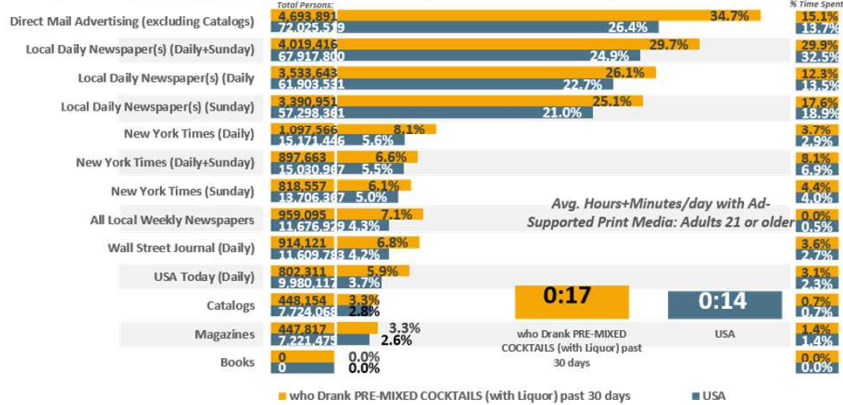


4,019,416 or 29.7% of Adults 21 or older who Drank PRE-MIXED COCKTAILS (with Liquor) past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media

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



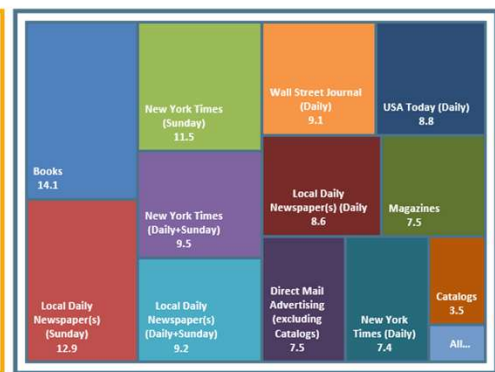
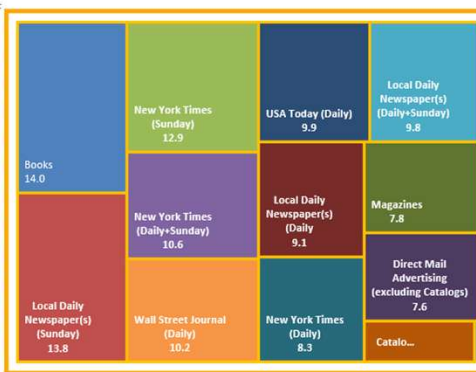
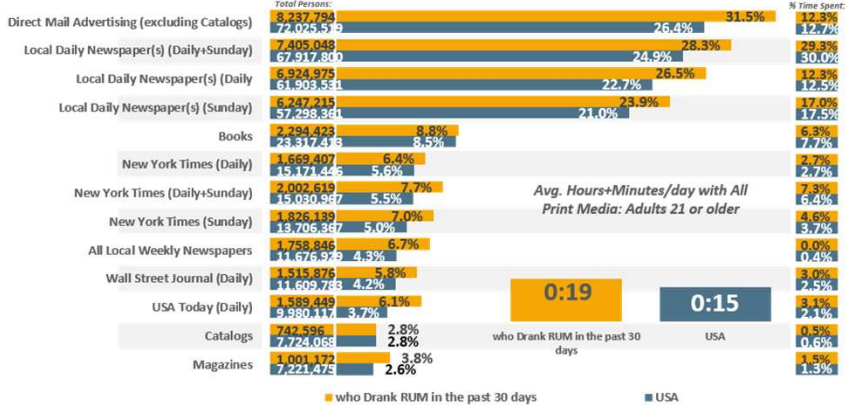
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



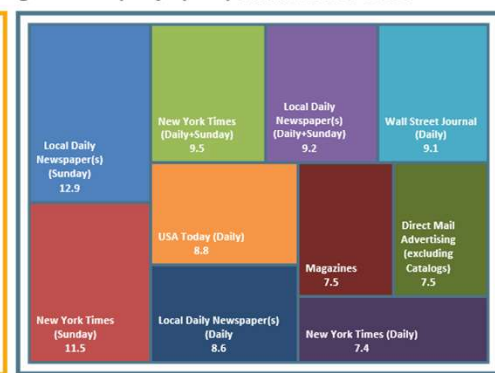
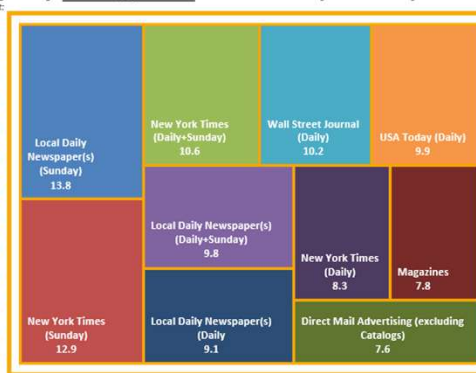
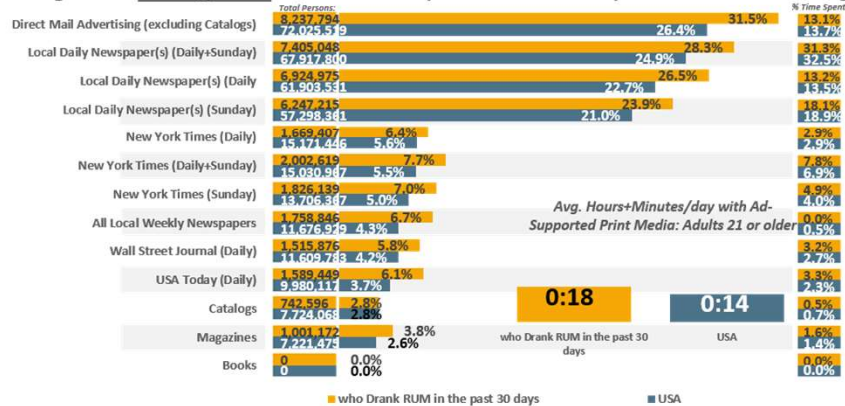


7,405,048 or 28.3% of Adults 21 or older who Drank RUM in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,391
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

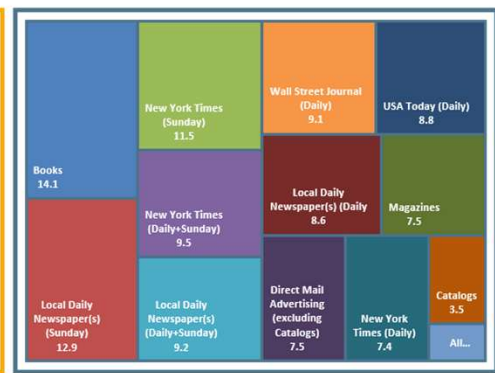
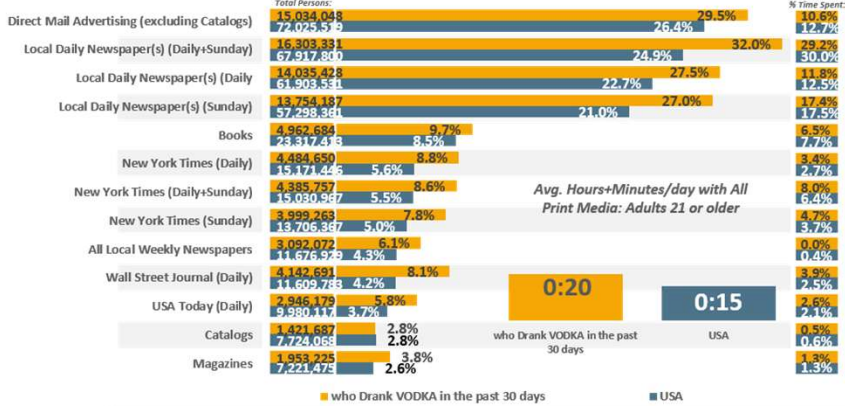
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Liquor drank past 30 days: Rum

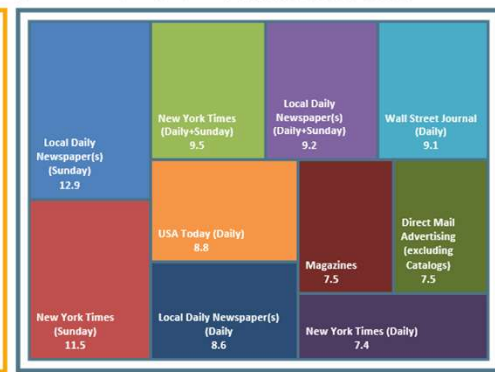
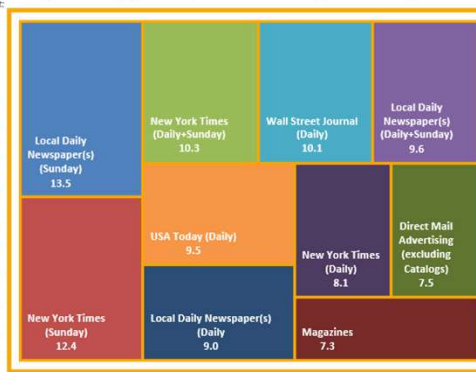
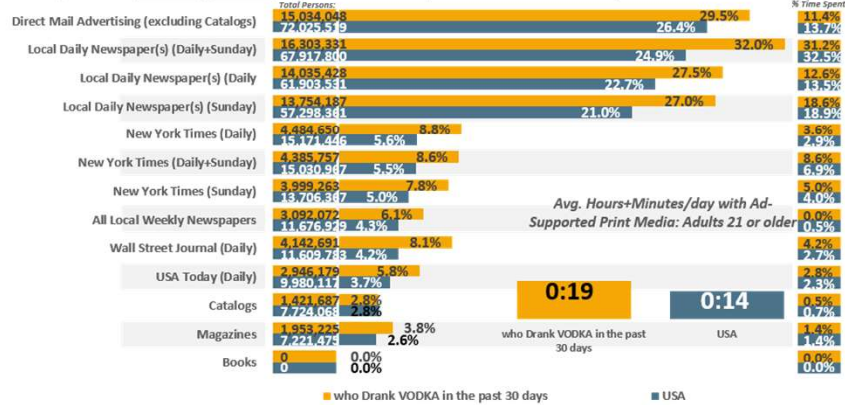


16,303,331 or 32.% of Adults 21 or older who Drank VODKA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

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



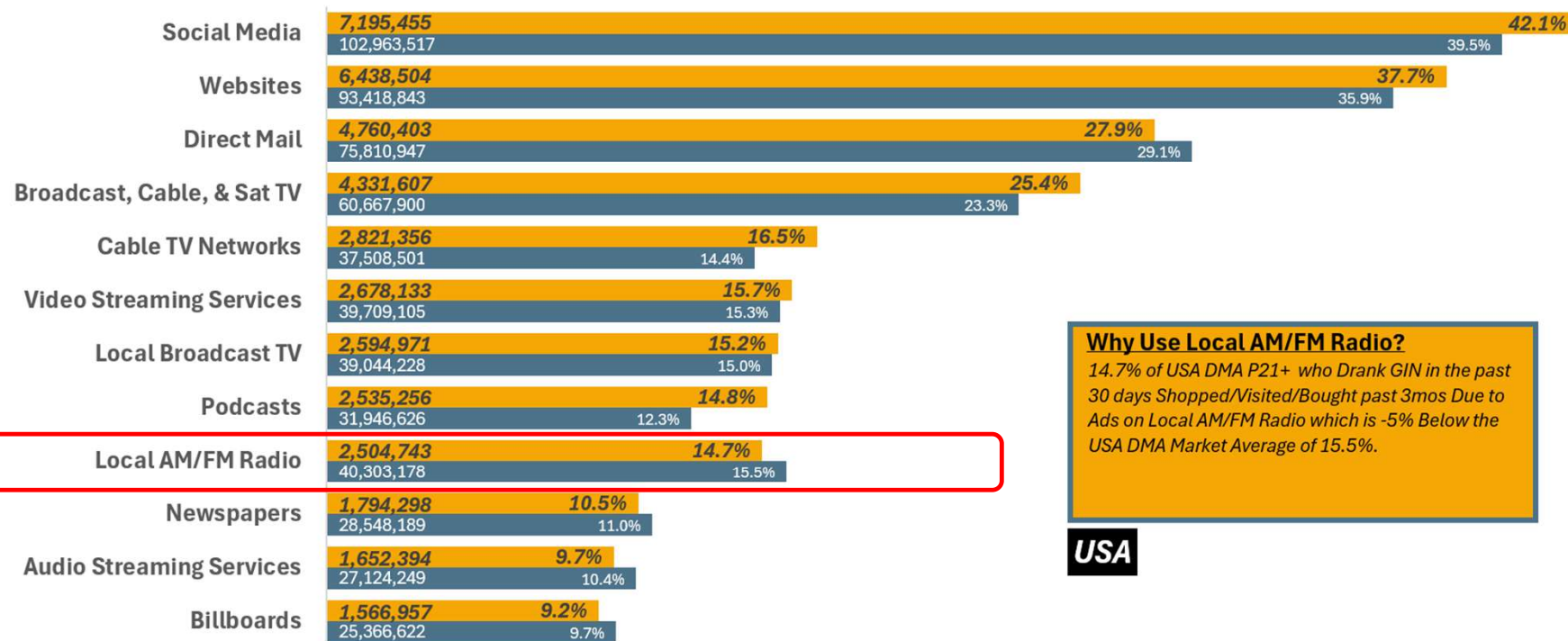
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.7% of USA DMA P21+ who Drank GIN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1694
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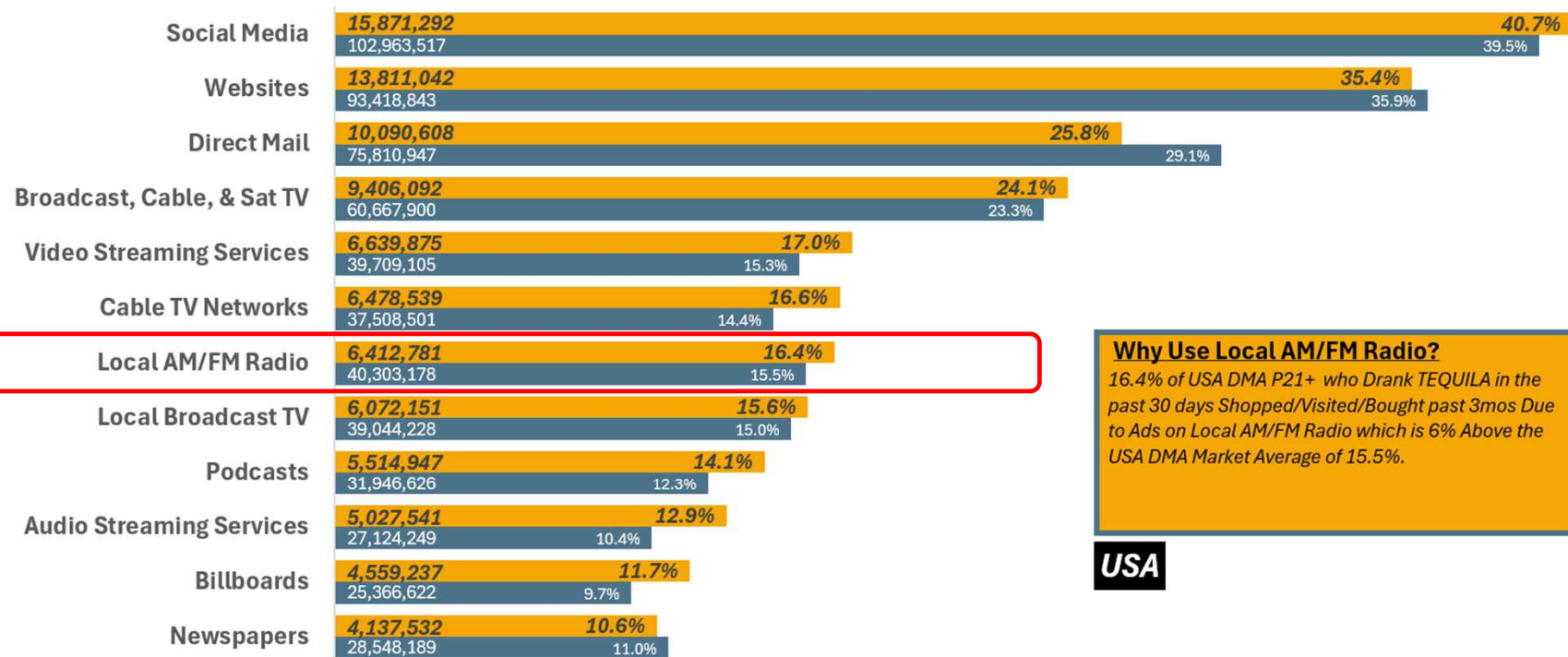
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Liquor drank post 30 days: Gin



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.4% of USA DMA P21+ who Drank TEQUILA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3448
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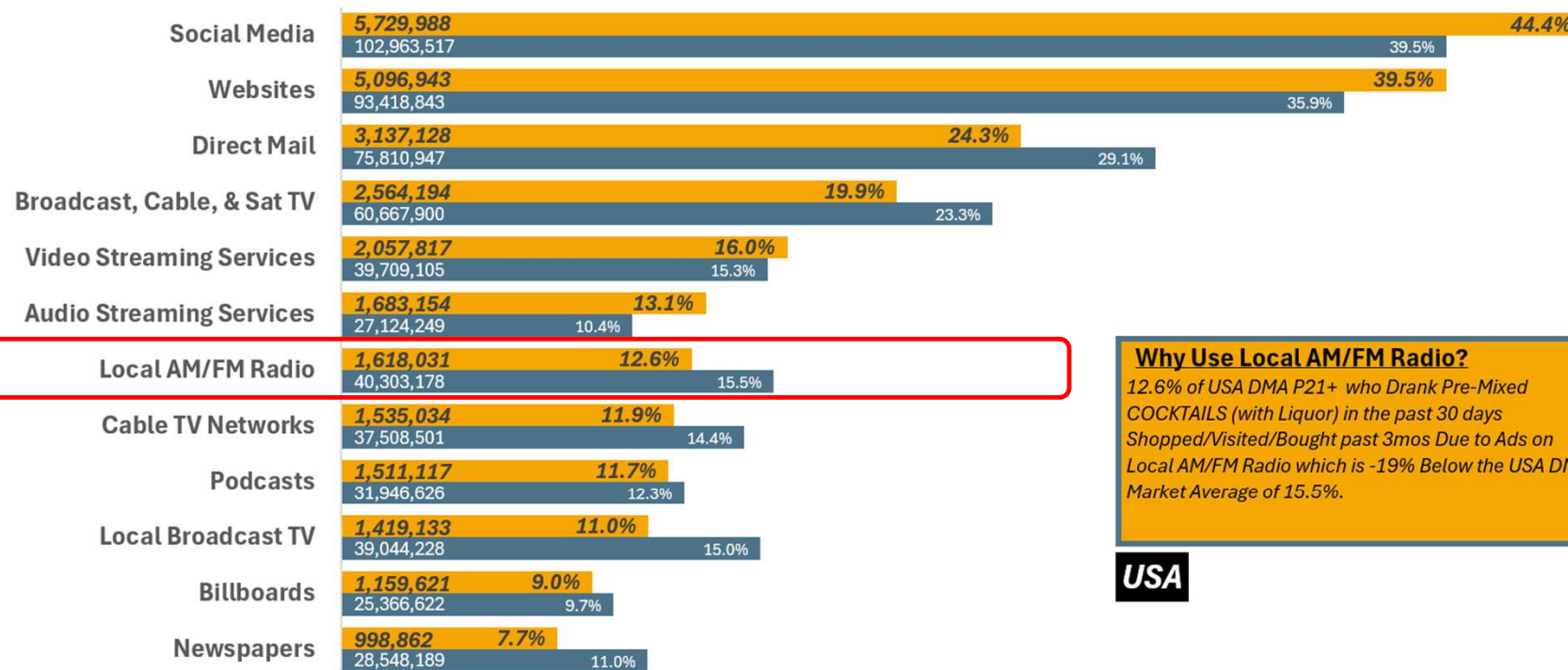
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Liquor drank past 30 days: Tequila



"Advertising Actions"

**P21+ who Drank Pre-Mixed COCKTAILS (with Liquor) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.6% of USA DMA P21+ who Drank Pre-Mixed COCKTAILS (with Liquor) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank Pre-Mixed COCKTAILS (with Liquor) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1206

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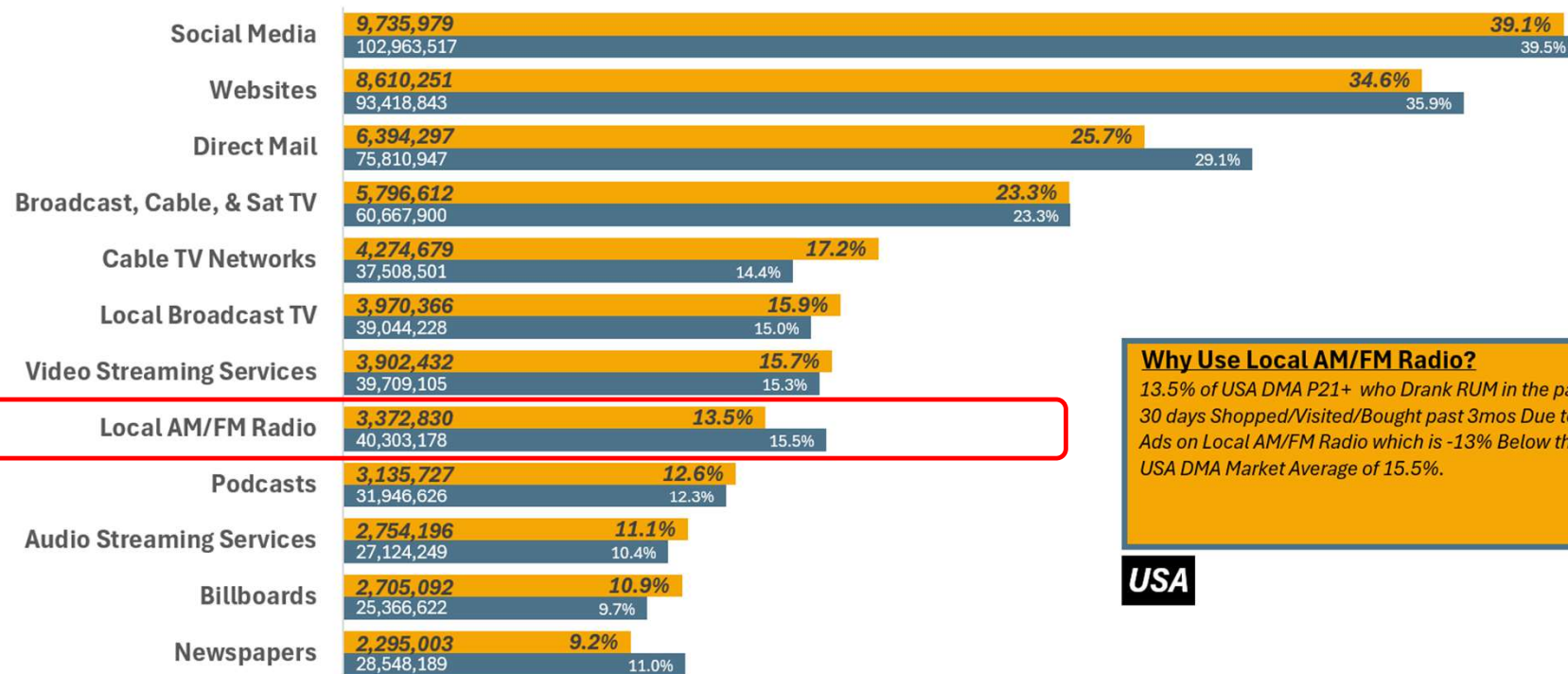
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Liquor drank past 30 days: Pre-mixed cocktails (with liquor)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.5% of USA DMA P21+ who Drank RUM in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2391
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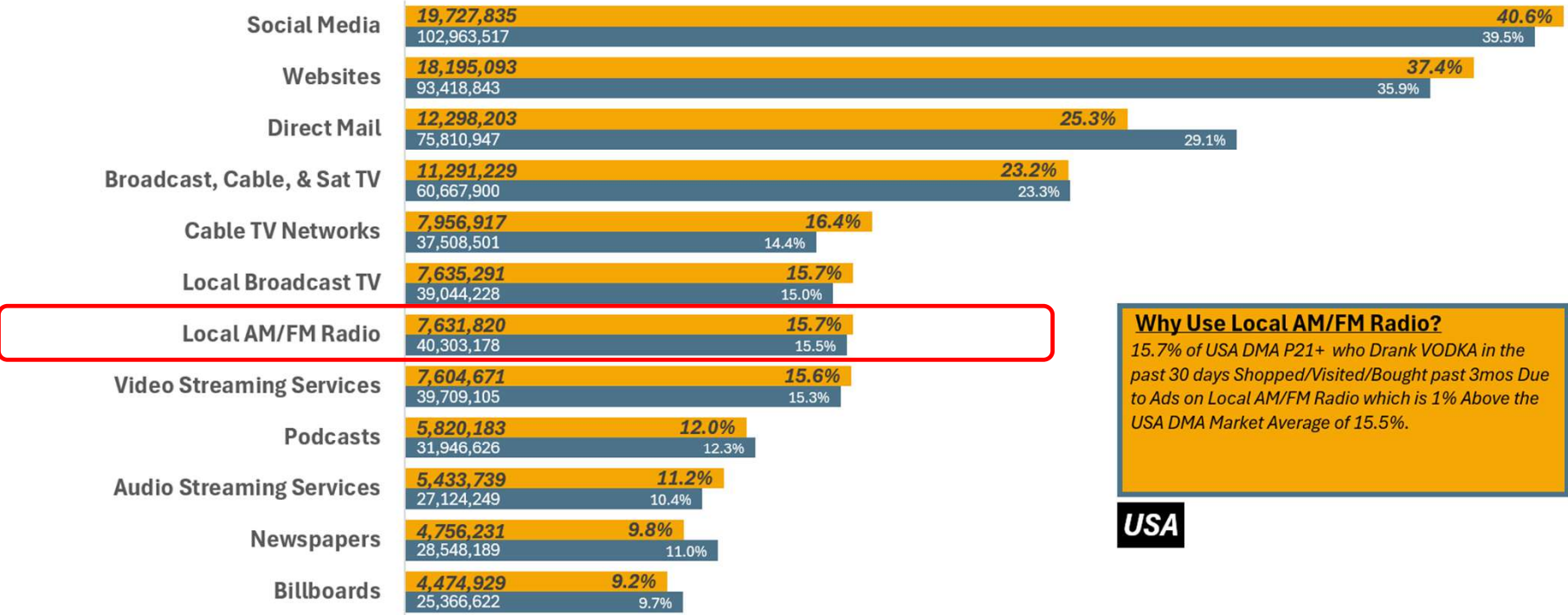
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Liquor drank past 30 days: Rum



"Advertising Actions"

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



Why Use Local AM/FM Radio?
15.7% of USA DMA P21+ who Drank VODKA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 15.5%.

USA

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 4652
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