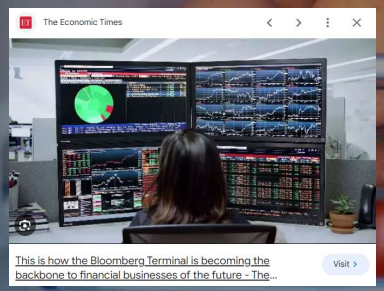
# USA –P18+ past 7 days Drinkers of 5 Brands of TEA in Cans & Bottles!

# Complete Demographic & Media Use Profiles



**Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 7 days drinkers of ARIZONA, LIPTON, SNAPPLE, GOLD PEAK, and HONEST TEA in Cans and Bottles as of April 2024!**




## P18+

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

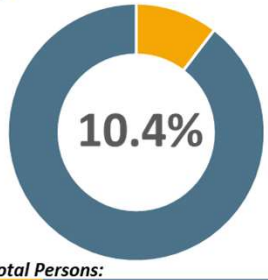
HUBBARD BROADCASTING INC. HB INC.

*Beverages (tea in bottles/cans) drank past 7 days: Arizona  Beverages (tea in bottles/cans) drank past 7 days: Lipton  Beverages (tea in bottles/cans) drank past 7 days: Snapple  Beverages (tea in bottles/cans) drank past 7 days: Gold Peak  Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*



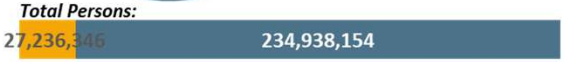

10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Typical Adults 18 or older who drank ARIZONA Tea in the past 7 days are 42.8 years old (12.4% younger than average) and have a $73,443 (18.1% lower than average) annual household income.

## Percent of Market: Adults 18 or older

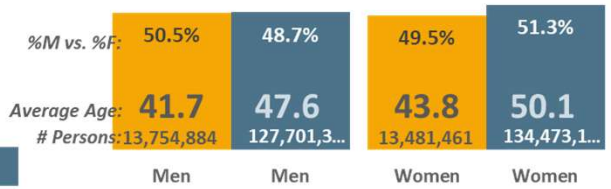



- who drank ARIZONA Tea in the past 7 days
- Remainder of USA Metro

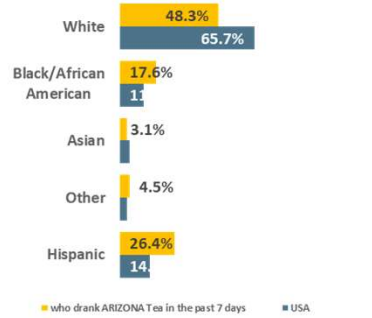
**Total Persons:**



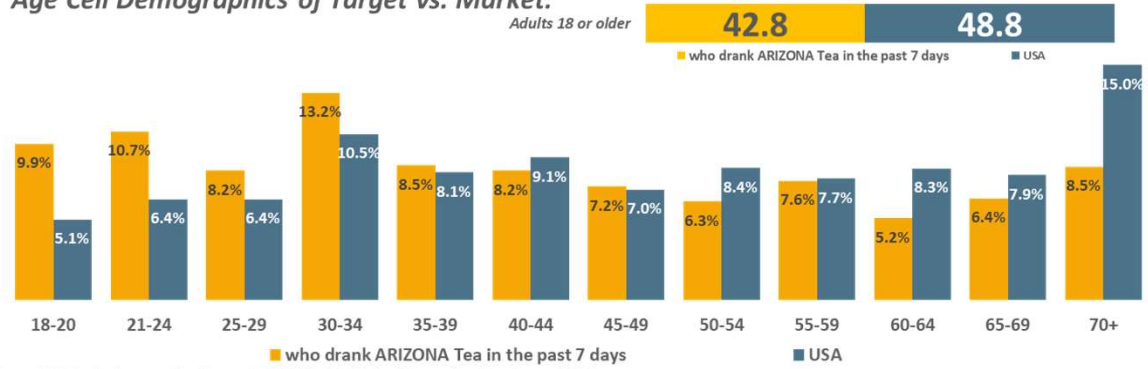

## Gender of Target vs. Market: Adults 18 or older



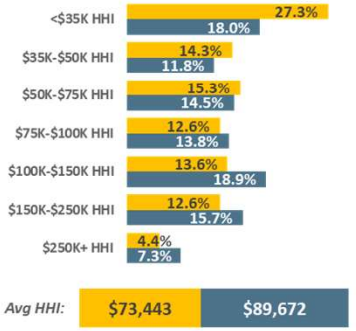

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




**Avg HHI:** $73,443 | $89,672

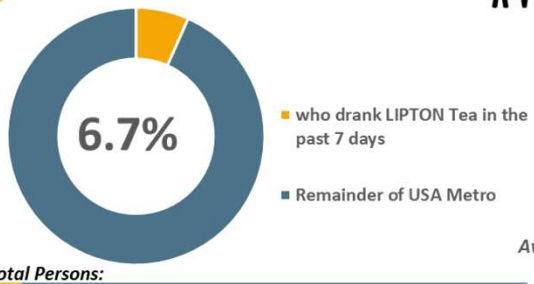
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201

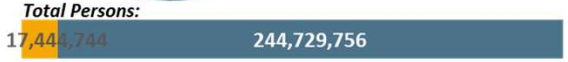
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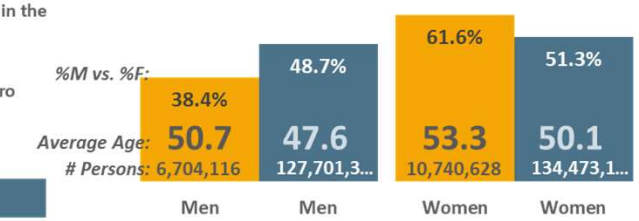

6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Typical Adults 18 or older who drank LIPTON Tea in the past 7 days are 52. years old (6.5% older than average) and have a $69,646 (22.3% lower than average) annual household income.

## Percent of Market: Adults 18 or older

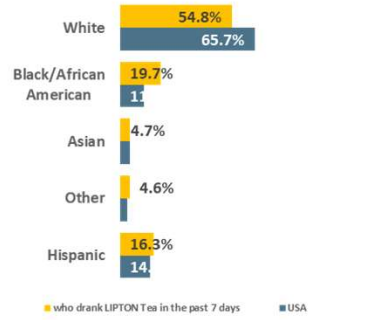


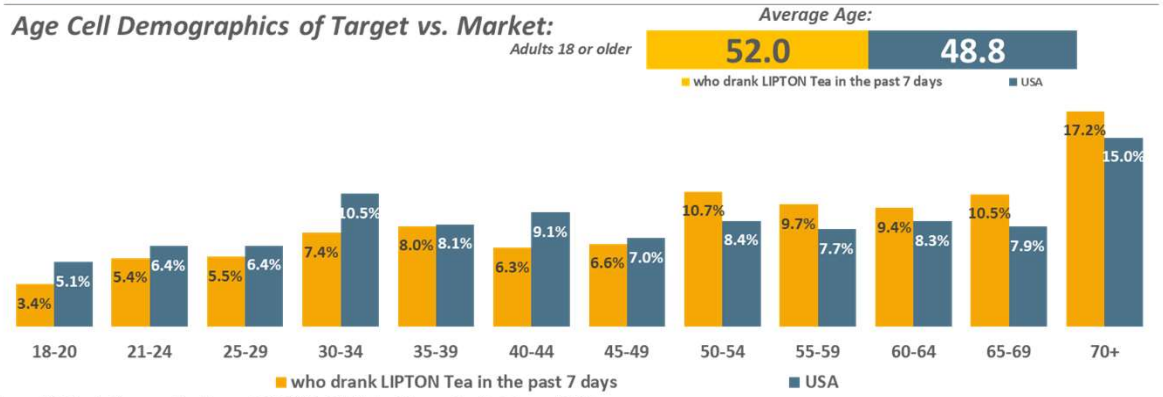

## Gender of Target vs. Market: Adults 18 or older



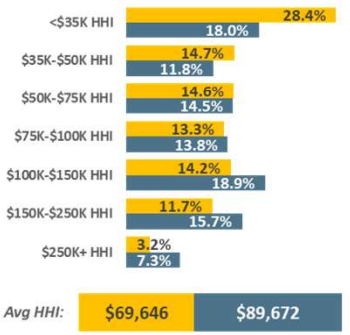

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



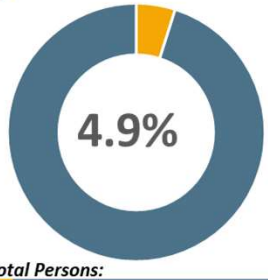

*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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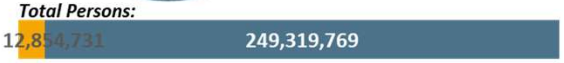



4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Typical Adults 18 or older who drank SNAPPLE Tea in the past 7 days are 44.4 years old (9.1% younger than average) and have a $72,953 (18.6% lower than average) annual household income.

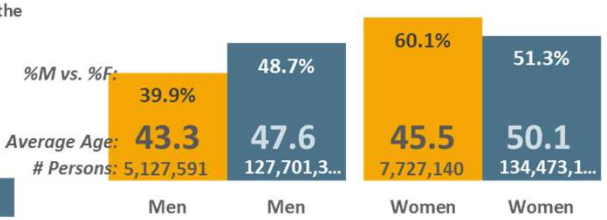
## Percent of Market: Adults 18 or older



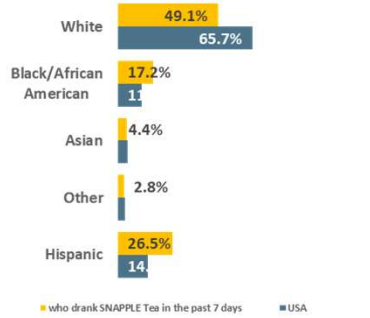

**Total Persons:**



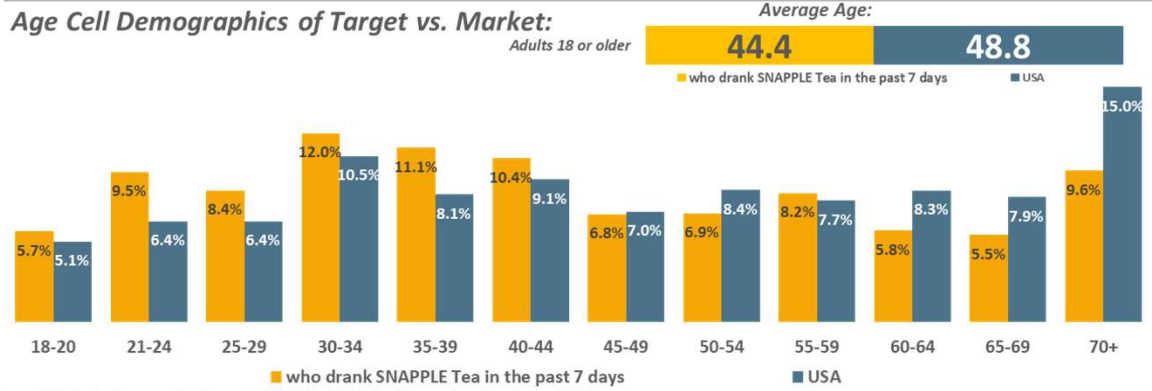

## Gender of Target vs. Market: Adults 18 or older



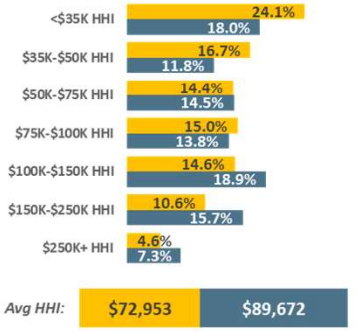

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




**Avg HHI:** $72,953 | $89,672

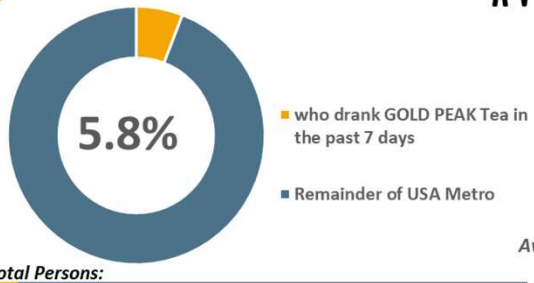
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201

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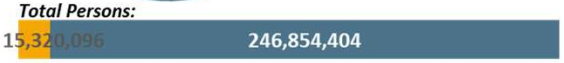


5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Typical Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 49.4 years old (1.2% older than average) and have a $83,558 (6.8% lower than average) annual household income.

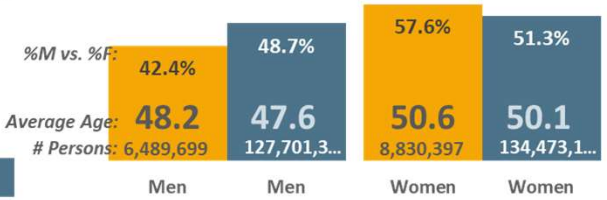
## Percent of Market: Adults 18 or older



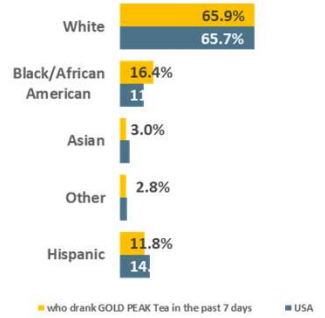

**Total Persons:**



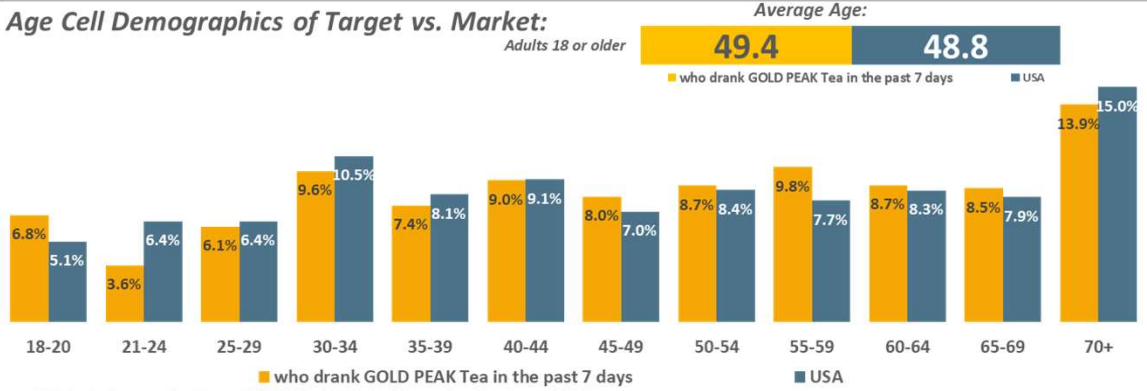

## Gender of Target vs. Market: Adults 18 or older



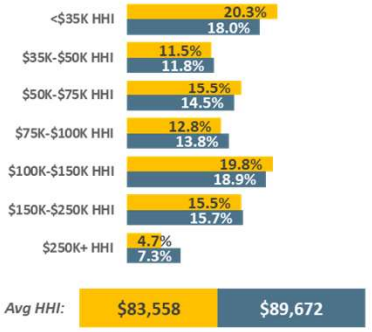

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




**Avg HHI:** $83,558 | $89,672

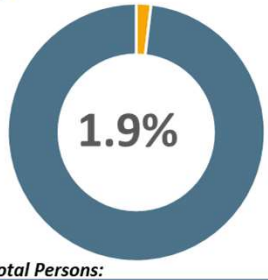
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201

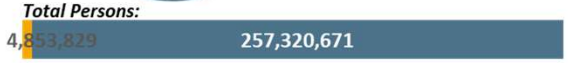
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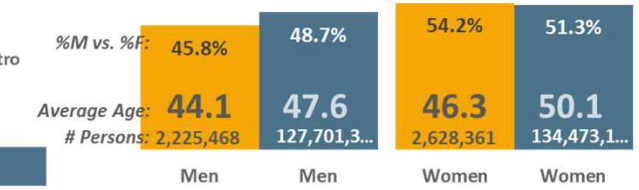

1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Typical Adults 18 or older who drank HONEST T Tea in the past 7 days are 45.2 years old (7.4% younger than average) and have a $87,378 (2.6% lower than average) annual household income.

## Percent of Market: Adults 18 or older

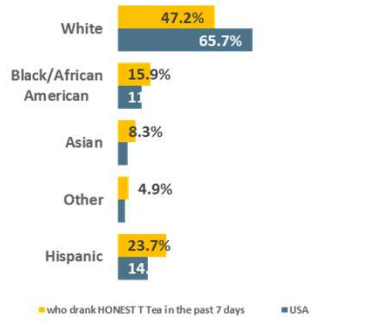


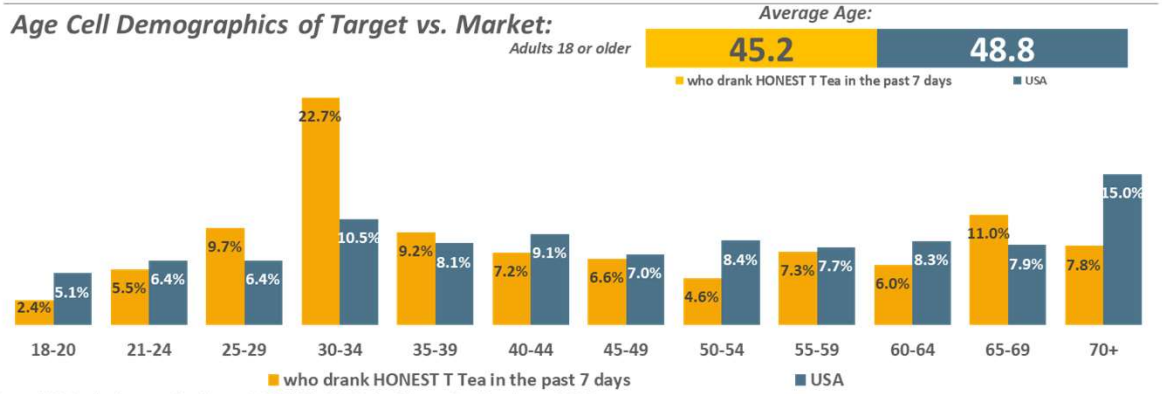

## Gender of Target vs. Market: Adults 18 or older




## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



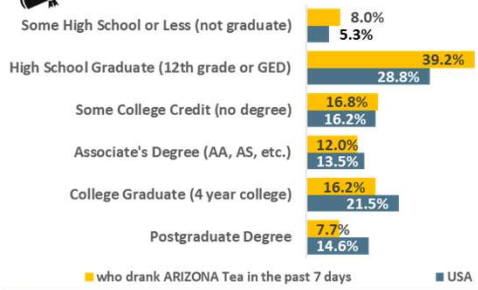

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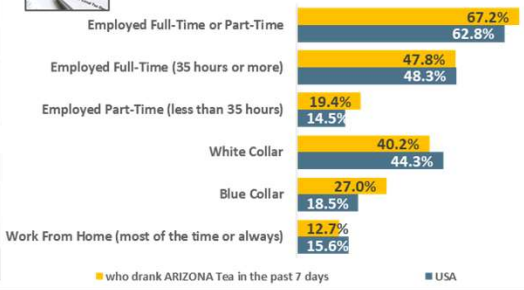



10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Adults 18 or older who drank ARIZONA Tea in the past 7 days are 33.7% less likely to be a college graduate, .9% less likely to work full-time, 27.% less likely to be married, 18.8% more likely to be a parent of 1 or more children under 18.

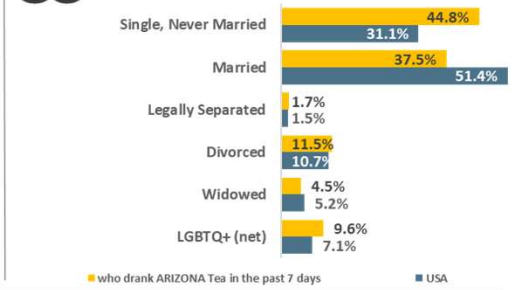
## *Education Levels:* Adults 18 or older



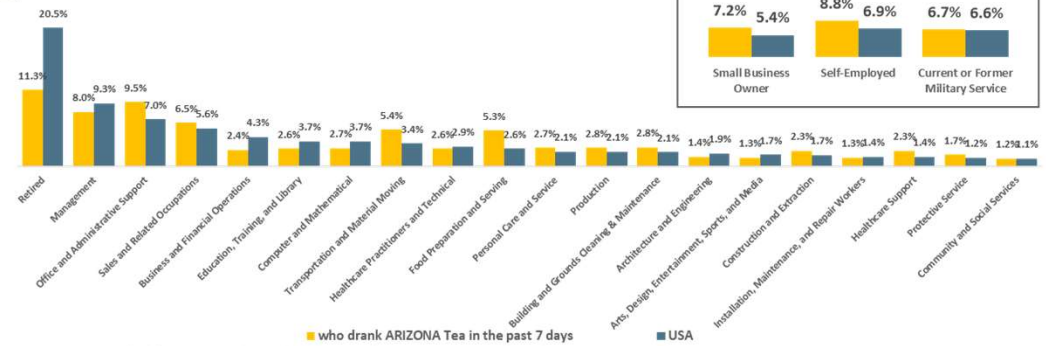

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



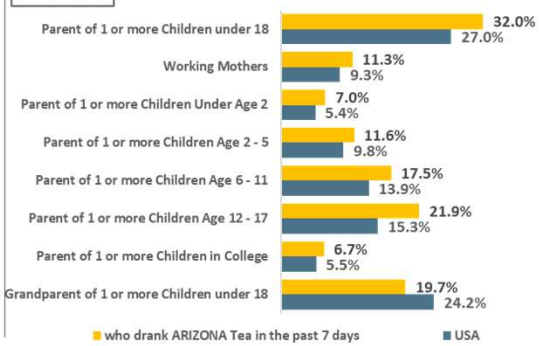

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

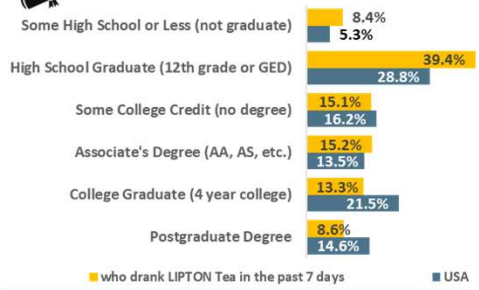
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

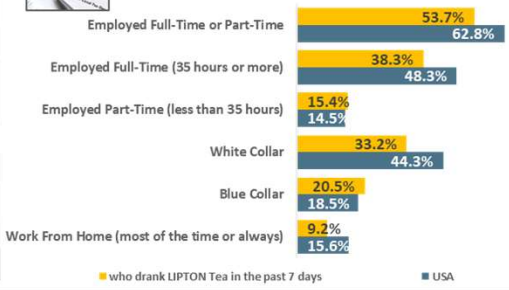



6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Adults 18 or older who drank LIPTON Tea in the past 7 days are 39.3% less likely to be a college graduate, 20.6% less likely to work full-time, 12.1% less likely to be married, 9.3% more likely to be a parent of 1 or more children under 18.

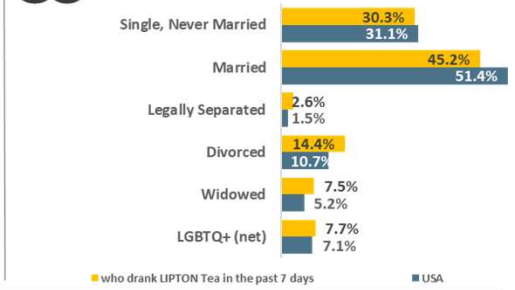
## *Education Levels:* Adults 18 or older



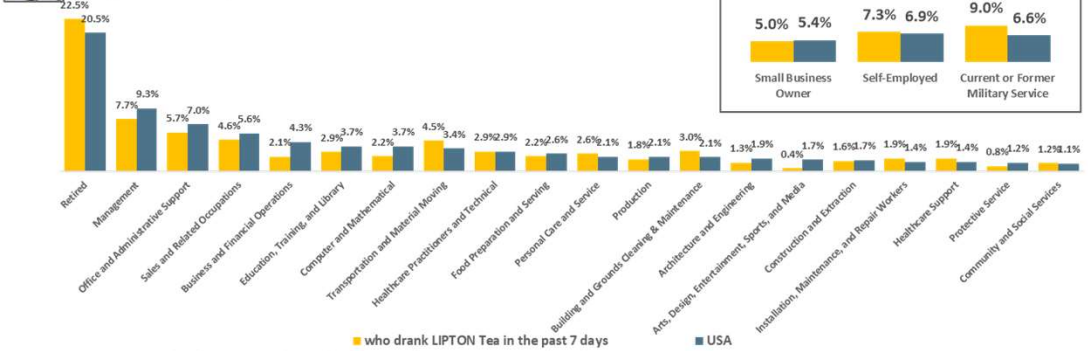

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



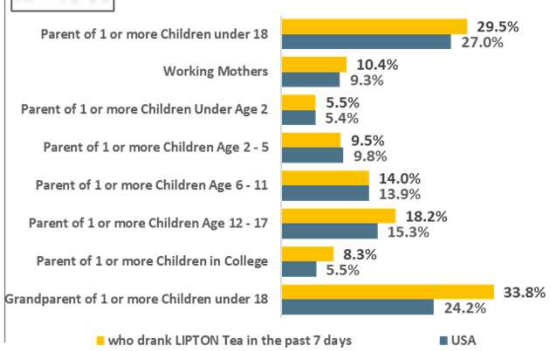

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

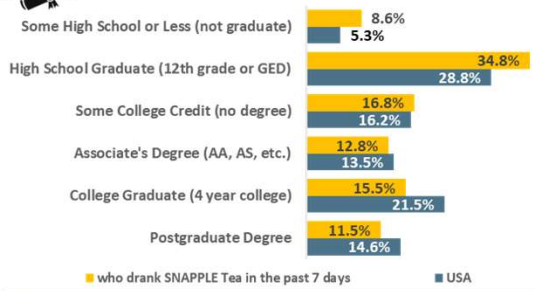
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

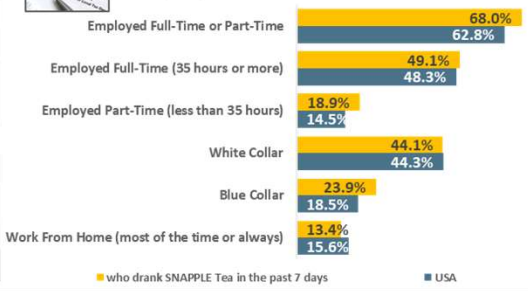



4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Adults 18 or older who drank SNAPPLE Tea in the past 7 days are 25.2% less likely to be a college graduate, 1.7% more likely to work full-time, 26.7% less likely to be married, 36.9% more likely to be a parent of 1 or more children under 18.

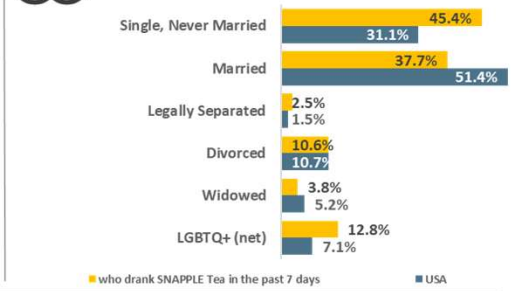
## *Education Levels:* Adults 18 or older



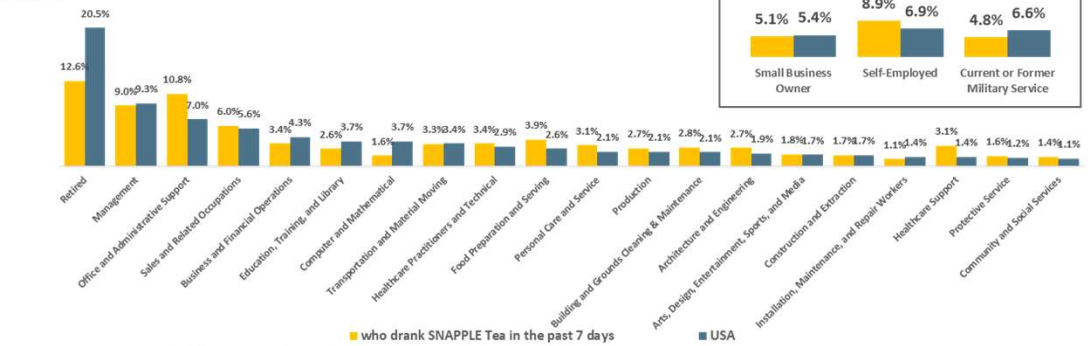

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



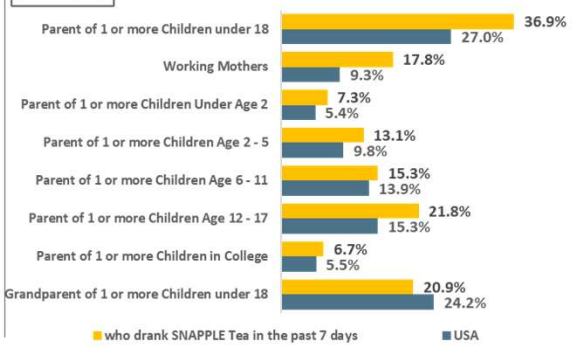

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

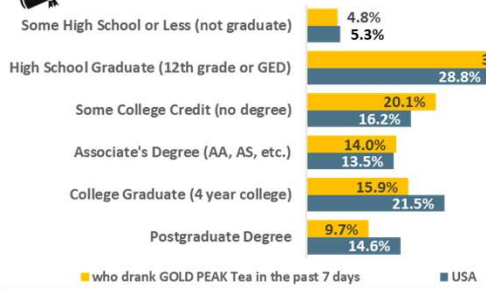
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

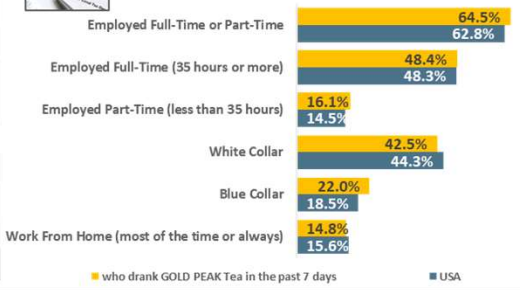



5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 29.1% less likely to be a college graduate, .3% more likely to work full-time, 4.4% less likely to be married, 9.1% more likely to be a parent of 1 or more children under 18.

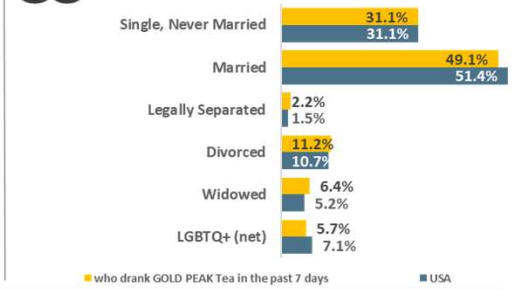
## Education Levels: Adults 18 or older



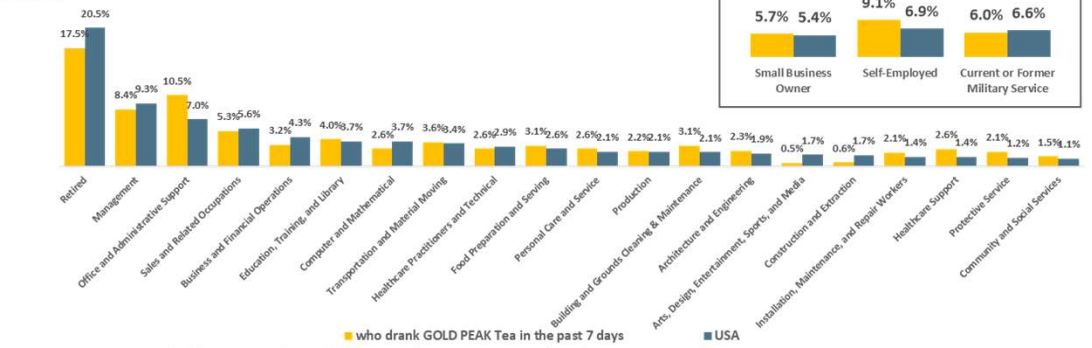

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



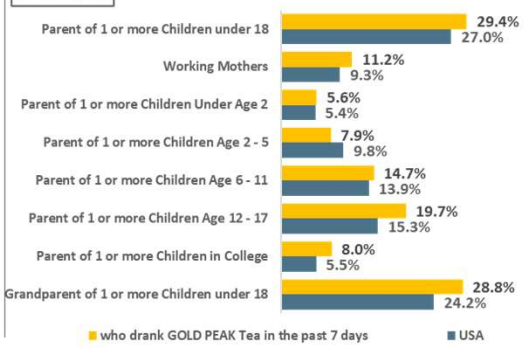

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

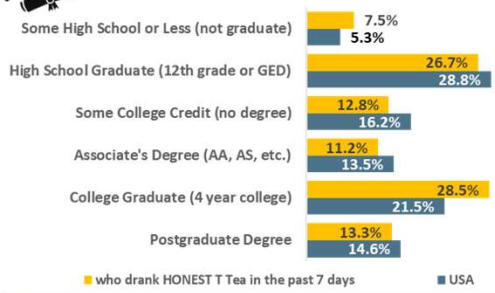
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

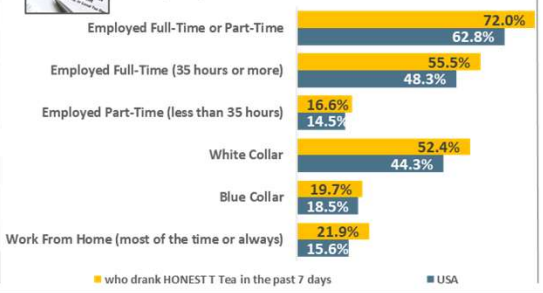



1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Adults 18 or older who drank HONEST T Tea in the past 7 days are 15.6% more likely to be a college graduate, 14.9% more likely to work full-time, 12.6% less likely to be married, 9.6% more likely to be a parent of 1 or more children under 18.

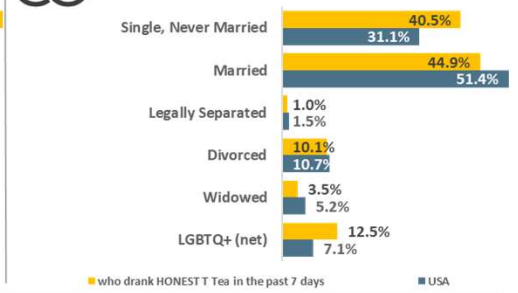
## *Education Levels:* Adults 18 or older



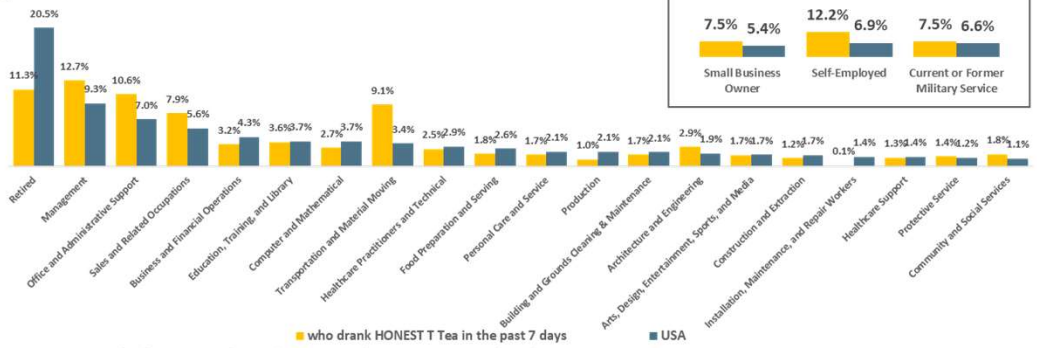

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



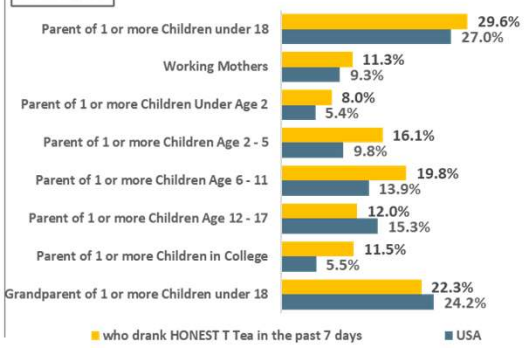

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

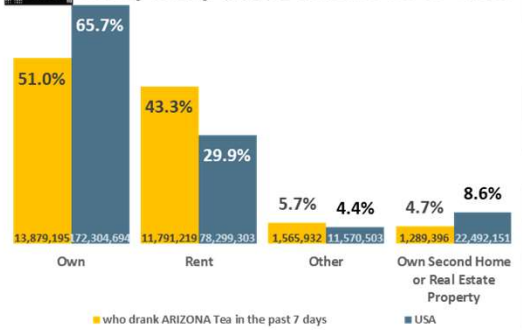
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

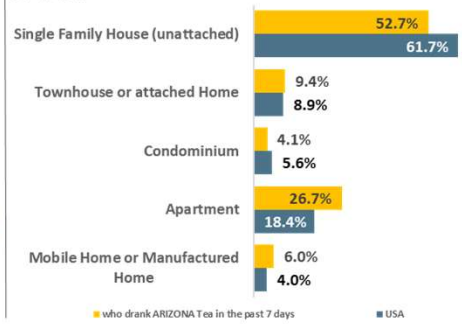



10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Adults 18 or older who drank ARIZONA Tea in the past 7 days are 22.5% less likely to own their home, 15.3% more likely to own a lower valued home, 14.6% less likely to have a single-family home, 2.8% more likely to have a dog.

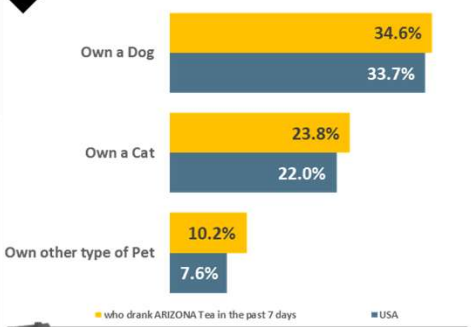
## *Own/Rent/Other:* Adults 18 or older



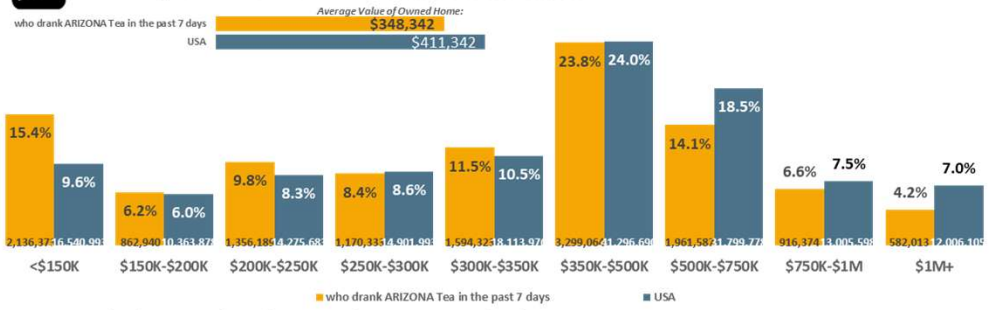

## *Type of Home:* Adults 18 or older



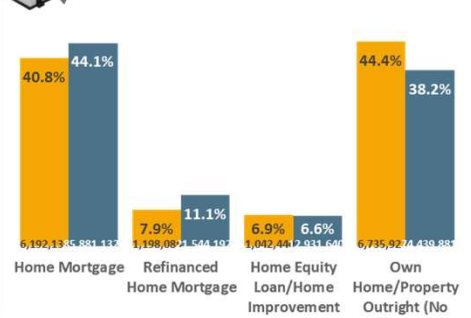

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

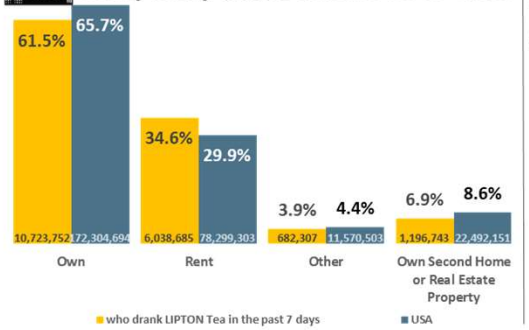
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

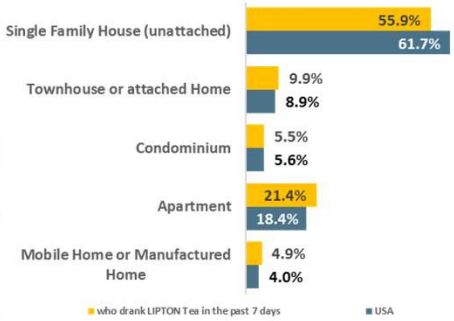



6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Adults 18 or older who drank LIPTON Tea in the past 7 days are 6.5% less likely to own their home, 14.8% more likely to own a lower valued home, 9.5% less likely to have a single-family home, 16.2% more likely to have a dog.

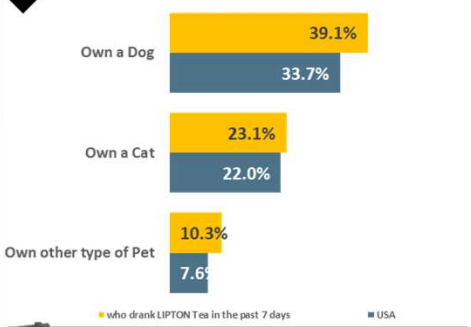
## *Own/Rent/Other:* Adults 18 or older



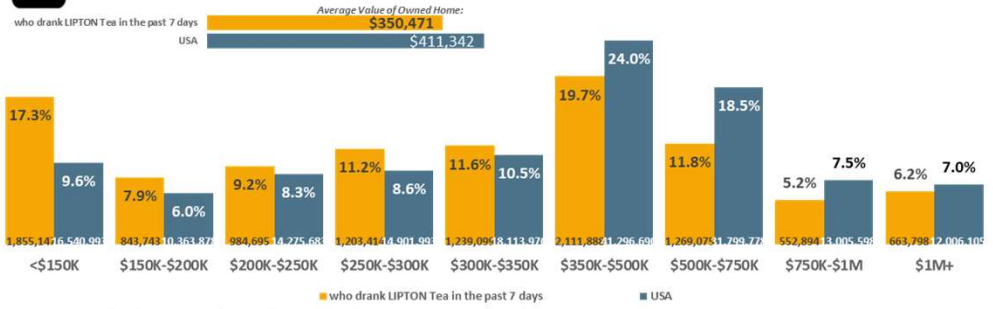

## *Type of Home:* Adults 18 or older



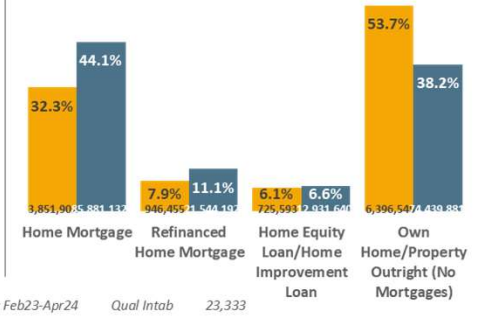

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

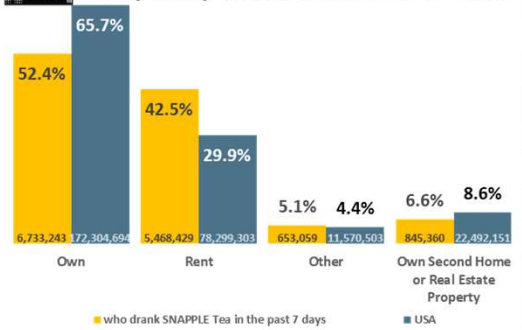
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

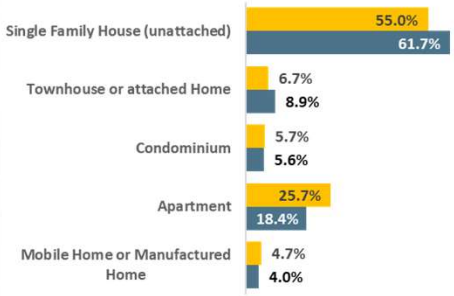



4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Adults 18 or older who drank SNAPPLE Tea in the past 7 days are 20.3% less likely to own their home, 4.1% more likely to own a lower valued home, 10.8% less likely to have a single-family home, 4.7% more likely to have a dog.

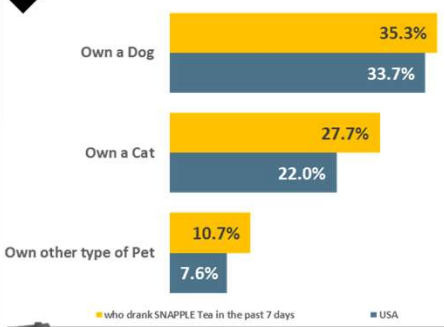
## *Own/Rent/Other:* Adults 18 or older



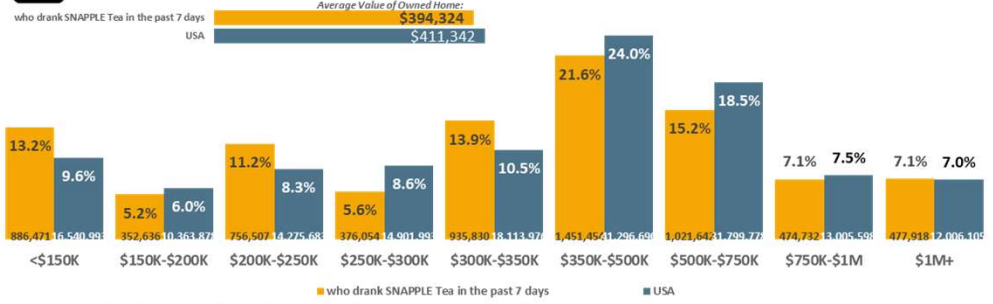

## *Type of Home:* Adults 18 or older



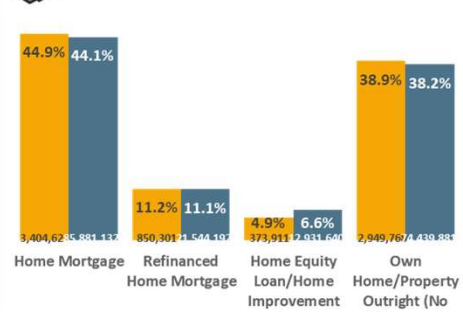

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

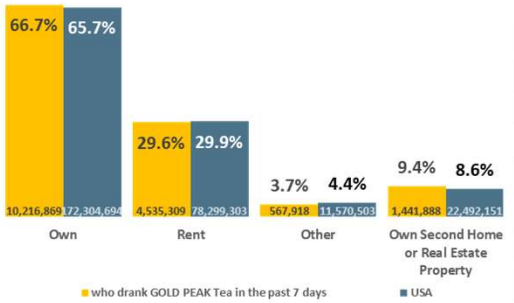
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

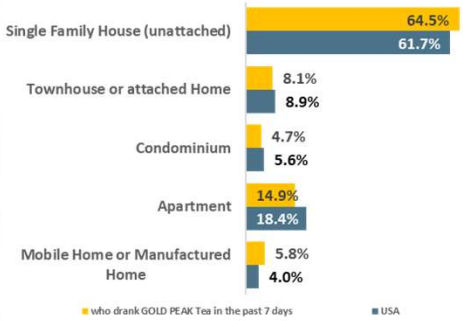



5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 1.5% more likely to own their home, 18.9% more likely to own a lower valued home, 4.5% more likely to have a single-family home, 31.5% more likely to have a dog.

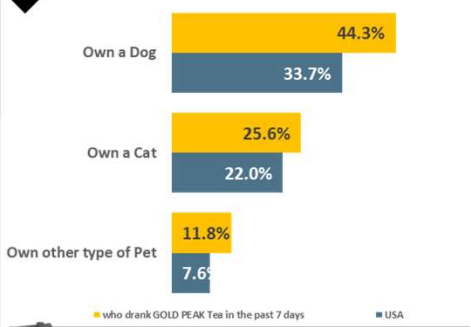
## *Own/Rent/Other:* Adults 18 or older



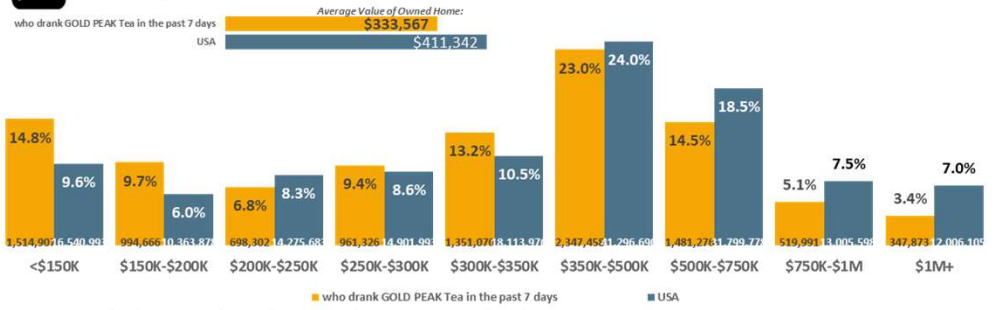

## *Type of Home:* Adults 18 or older



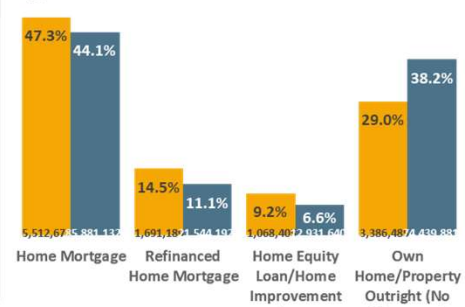

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

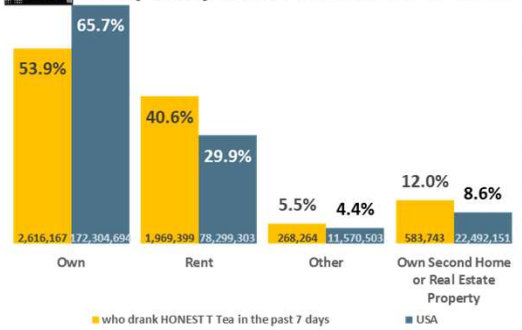
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

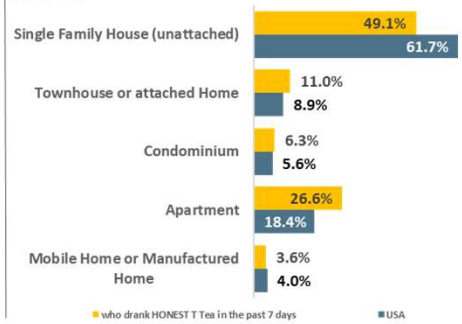



1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Adults 18 or older who drank HONEST T Tea in the past 7 days are 18.% less likely to own their home, 23.7% more likely to own a higher valued home, 20.5% less likely to have a single-family home, 1.9% more likely to have a dog.

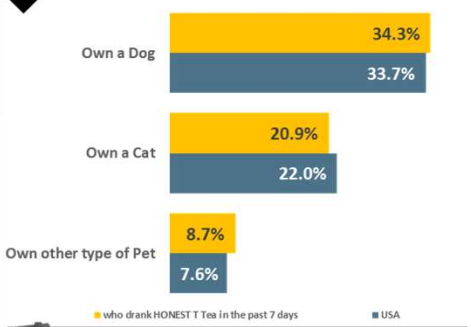
## *Own/Rent/Other:* Adults 18 or older



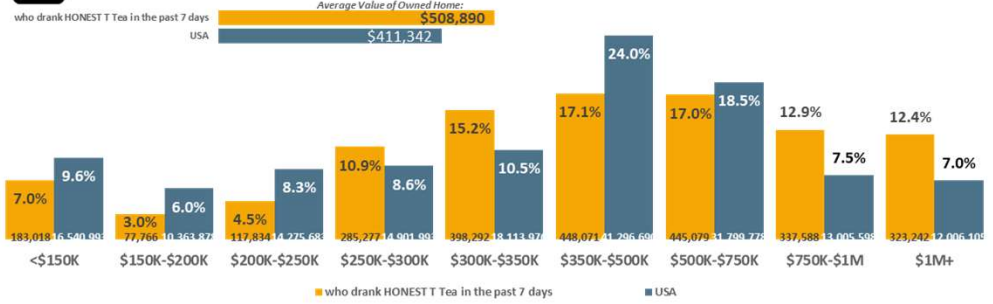

## *Type of Home:* Adults 18 or older



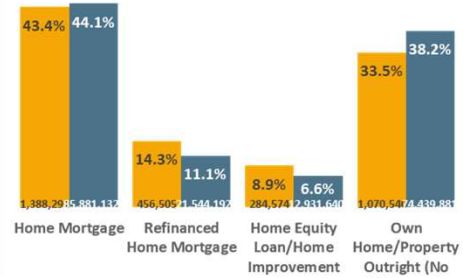

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

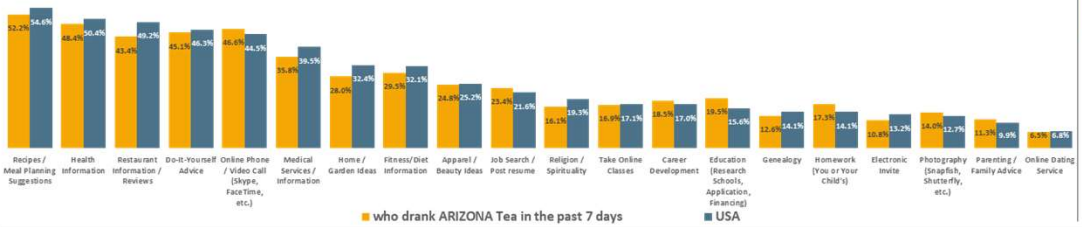
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

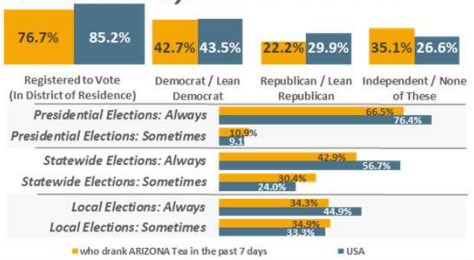



10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Adults 18 or older who drank ARIZONA Tea in the past 7 days are 2.7% less likely to look up D-I-Y advice online, 23.5% less likely to always vote in local elections, 5.5% less likely to belong to a gym, 9.8% less likely to fly domestic past yr.

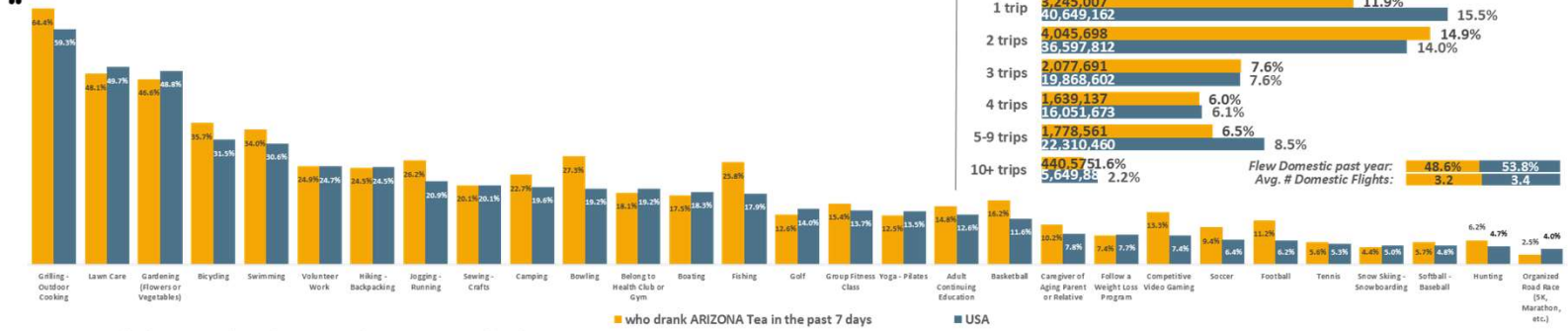
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

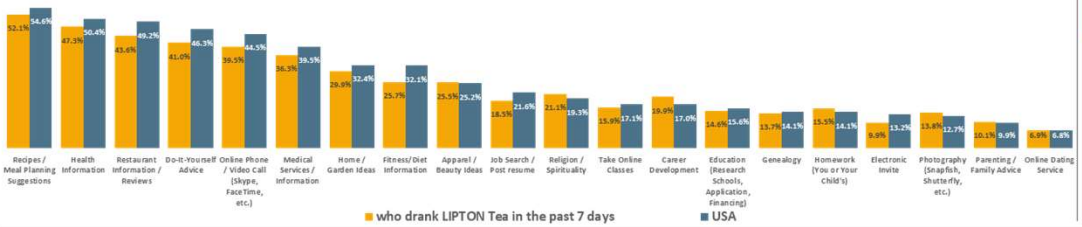
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

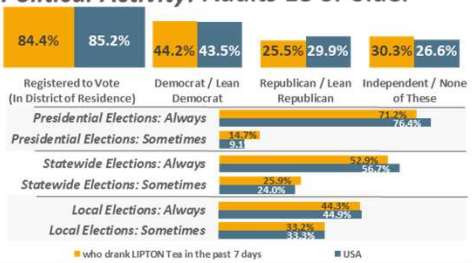



6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Adults 18 or older who drank LIPTON Tea in the past 7 days are 11.5% less likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 17.4% less likely to belong to a gym, 7.6% less likely to fly domestic past yr.

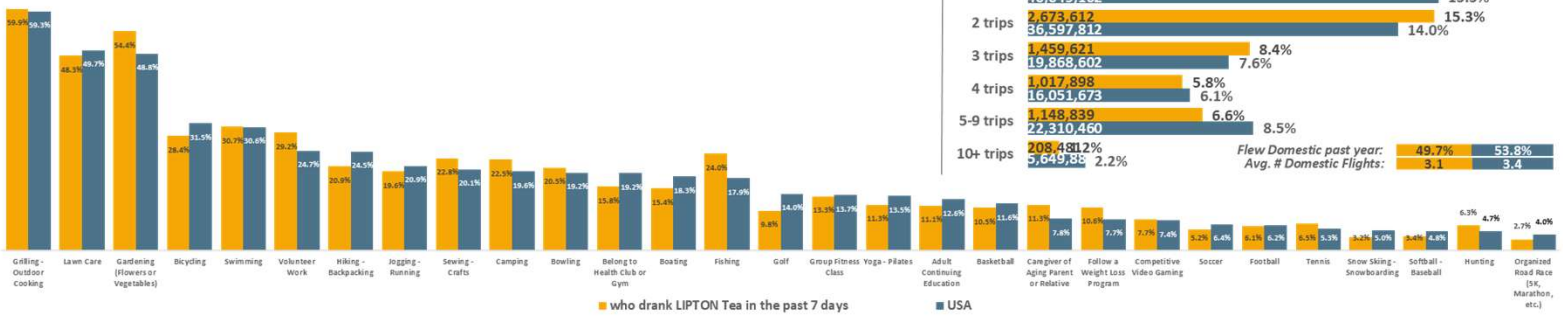
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

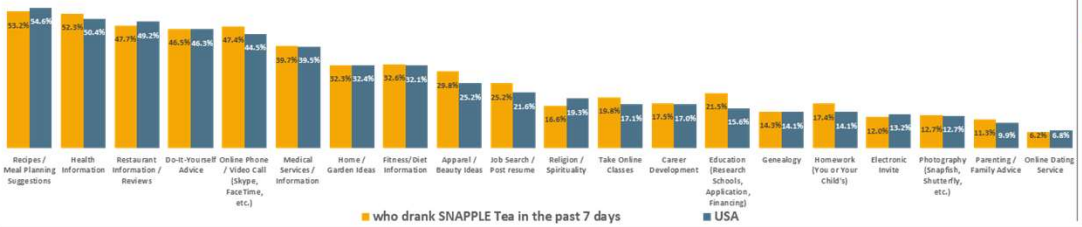
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

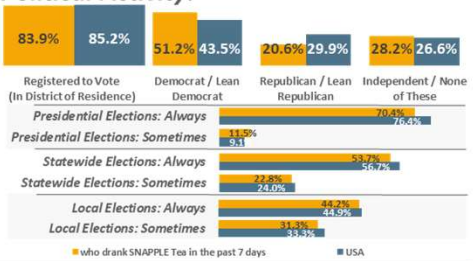



4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Adults 18 or older who drank SNAPPLE Tea in the past 7 days are .3% more likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 5.7% less likely to belong to a gym, 4.2% less likely to fly domestic past yr.

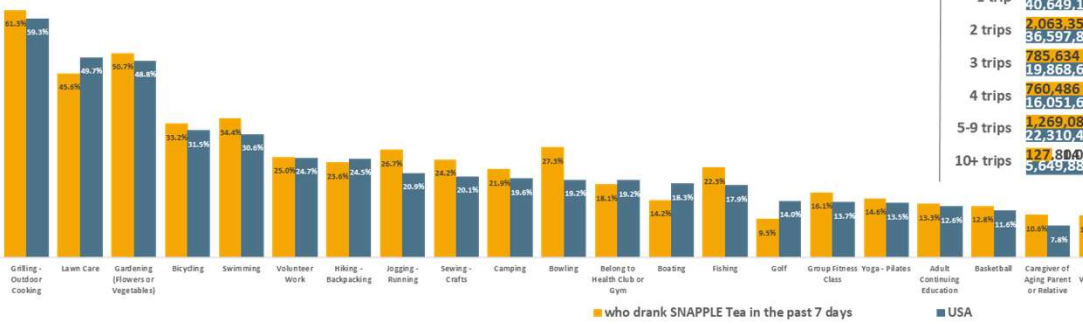
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



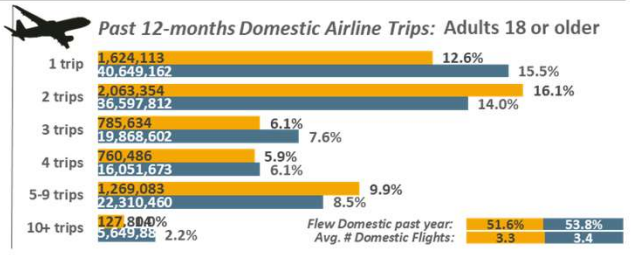

## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

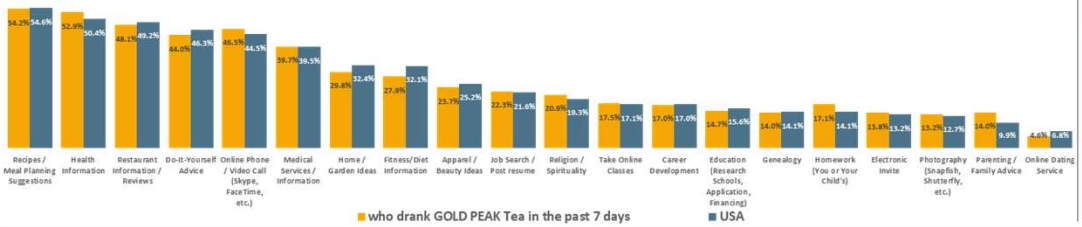
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

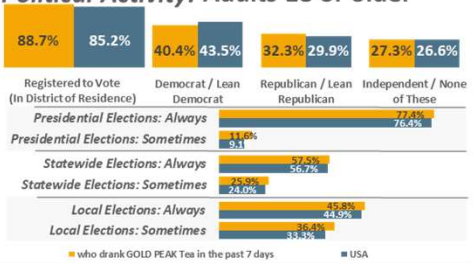



5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 5.% less likely to look up D-I-Y advice online, 2.% more likely to always vote in local elections, 3.6% more likely to belong to a gym, .3% less likely to fly domestic past yr.

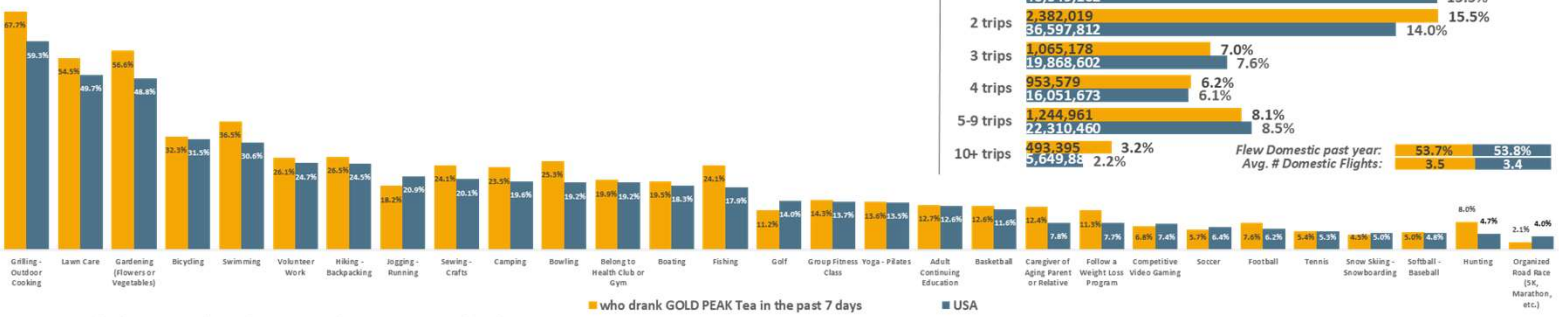
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

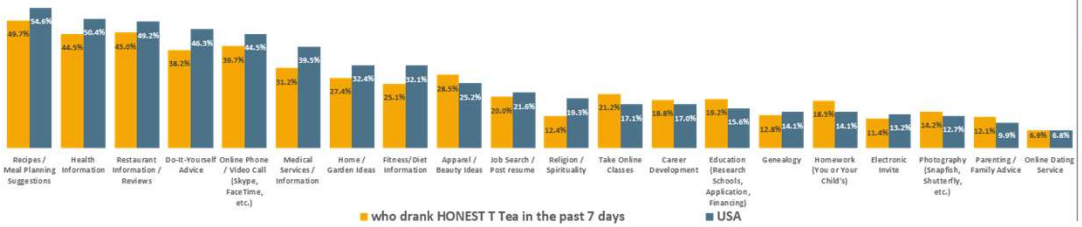
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

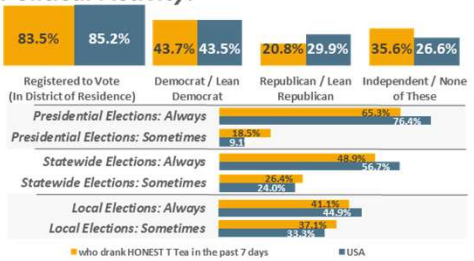



1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Adults 18 or older who drank HONEST T Tea in the past 7 days are 17.4% less likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 40.6% more likely to belong to a gym, 24.6% more likely to fly domestic past yr.

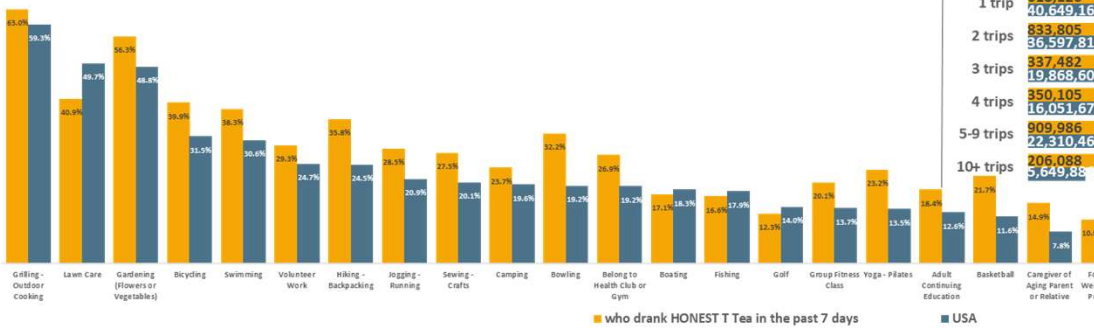
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



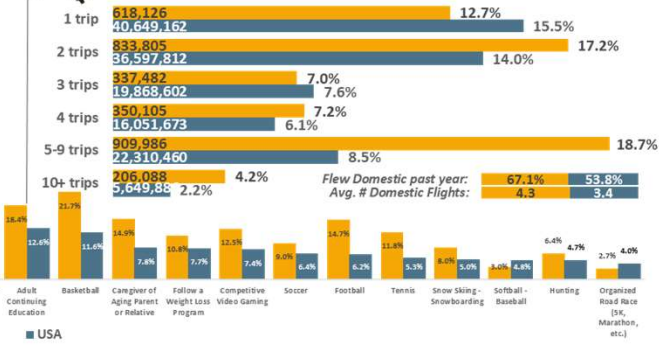

## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Adults 18 or older who drank ARIZONA Tea in the past 7 days are 6.% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 36.% more likely to use Casinos past yr., 64.4% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 94.0% 88.7% — 25,600,750 — 232,489,836

*Avg. Monthly QSR Meals:* 8.6 — 6.4

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






*Total Monthly Sit-Down Restaurant Users:* 80.0% 76.1% — 21,779,730 — 199,395,818

*Avg. Monthly Sit-Down Restaurant Meals:* 4.6 — 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who drank ARIZONA Tea in the past 7 days* 6,730,251 24.7%

*USA* 17.4%

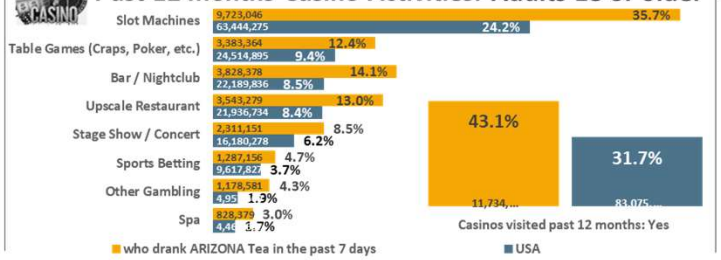
## *Drank Past 30-days:* Adults 18 or older






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









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






*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*




6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Adults 18 or older who drank LIPTON Tea in the past 7 days are 7.% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 33.7% more likely to use Casinos past yr., 64.4% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:*
94.8%
88.7%
16,545,157
232,489,836

*Avg. Monthly QSR Meals:*
8.0
6.4

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






*Total Monthly Sit-Down Restaurant Users:*
81.2%
76.1%
14,161,788
199,395,818

*Avg. Monthly Sit-Down Restaurant Meals:*
4.7
4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*
*who drank LIPTON Tea in the past 7 days* 3,715,275 21.3%
*USA* 17.4%

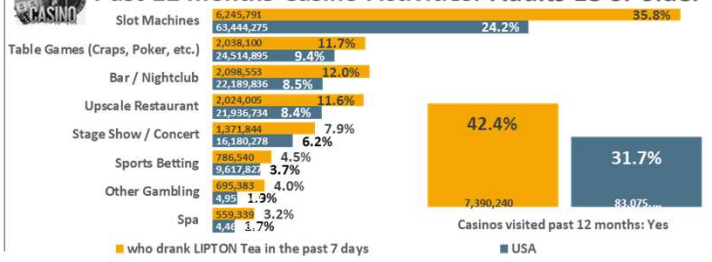
## *Drank Past 30-days:* Adults 18 or older






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









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






*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*




4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Adults 18 or older who drank SNAPPLE Tea in the past 7 days are 9.5% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 47.5% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

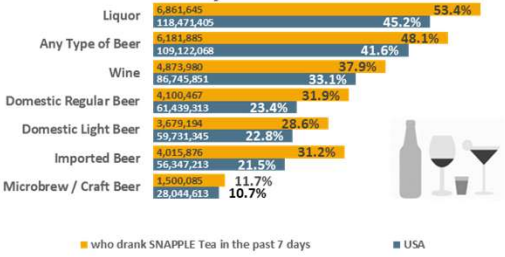





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*



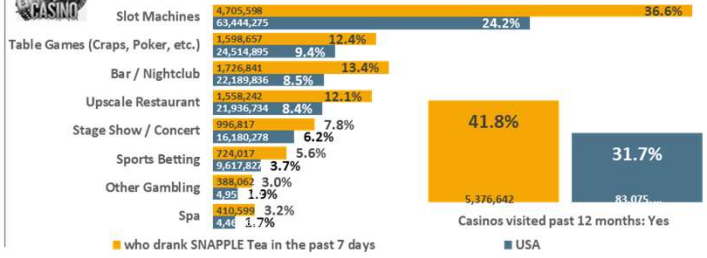

## *Drank Past 30-days:* Adults 18 or older








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







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






*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*




5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 7.9% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 22.5% more likely to use Casinos past yr., 33.3% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:*

95.7%
14,661,10
2

88.7%
36

*Avg. Monthly QSR Meals:*

7.8

6.4

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






*Total Monthly Sit-Down Restaurant Users:*

85.6%
13,115,09
5

76.1%
199,395,8
18

*Avg. Monthly Sit-Down Restaurant Meals:*

4.7

4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

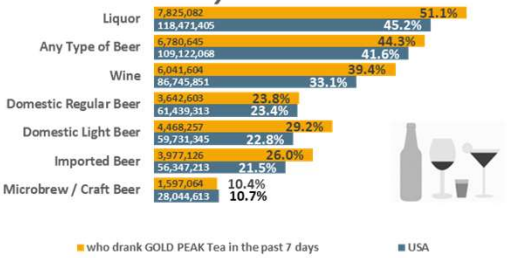





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

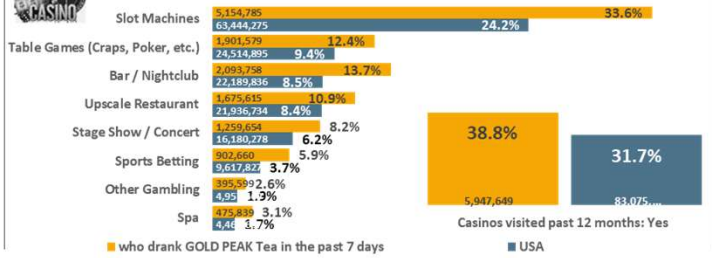



## *Drank Past 30-days:* Adults 18 or older




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









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






*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Adults 18 or older who drank HONEST T Tea in the past 7 days are 10.2% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 62.% more likely to use Casinos past yr., 63.7% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 97.8% (4,745,246) vs 88.7% (36)

*Avg. Monthly QSR Meals:* 8.3 vs 6.4

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






*Total Monthly Sit-Down Restaurant Users:* 86.9% (4,219,781) vs 76.1% (199,395,8 18)

*Avg. Monthly Sit-Down Restaurant Meals:* 5.5 vs 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who drank HONEST T Tea in the past 7 days* 1,566,037 — 32.3%

*USA* [illegible] — 17.4%

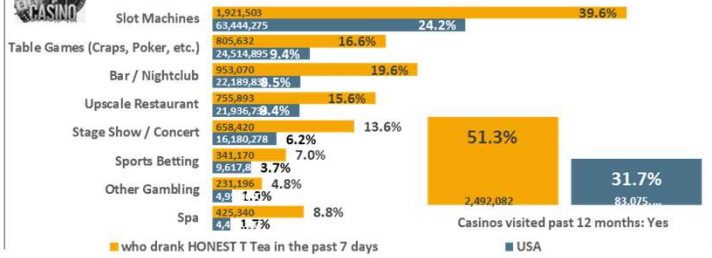
## *Drank Past 30-days:* Adults 18 or older






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









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






*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

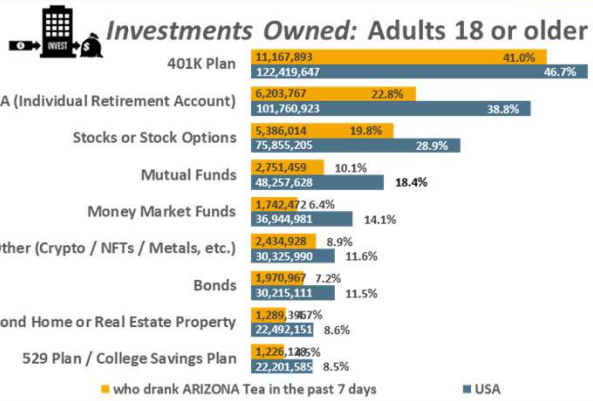
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

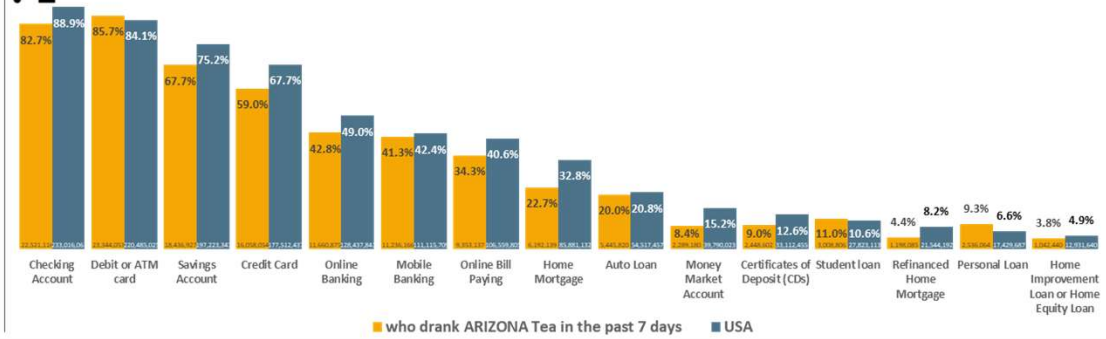



10.4% or 27,236,346 of USA Adults 18 or older drank ARIZONA Tea in the past 7 days.
Adults 18 or older who drank ARIZONA Tea in the past 7 days are 12.2% less likely to have a 401K, 3.8% less likely to have an Auto Loan, 32.9% less likely to Invest/Trade Stocks Online, 19.7% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



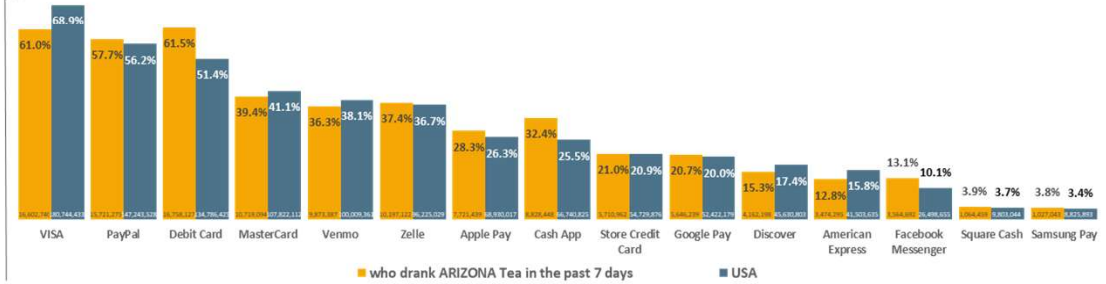

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

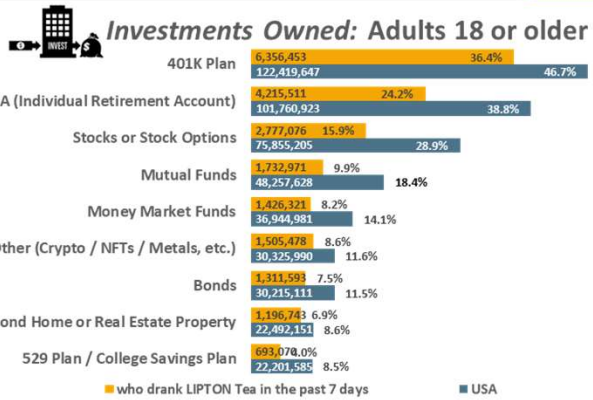
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

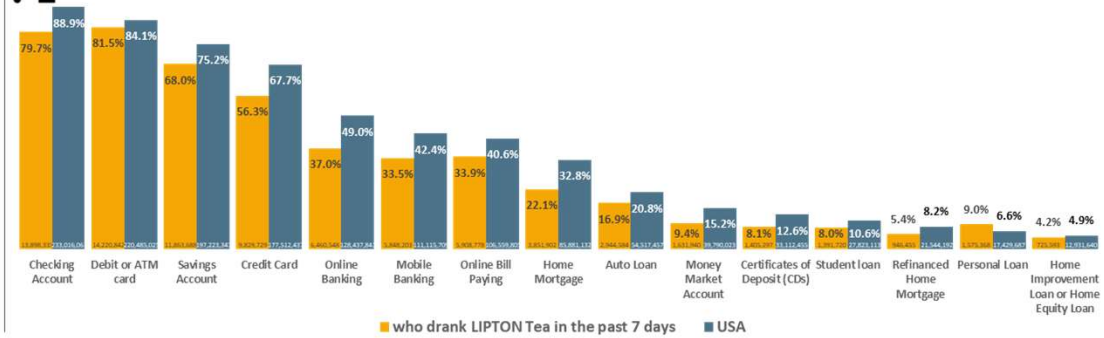



6.7% or 17,444,744 of USA Adults 18 or older drank LIPTON Tea in the past 7 days.
Adults 18 or older who drank LIPTON Tea in the past 7 days are 22.% less likely to have a 401K, 18.8% less likely to have an Auto Loan, 59.1% less likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



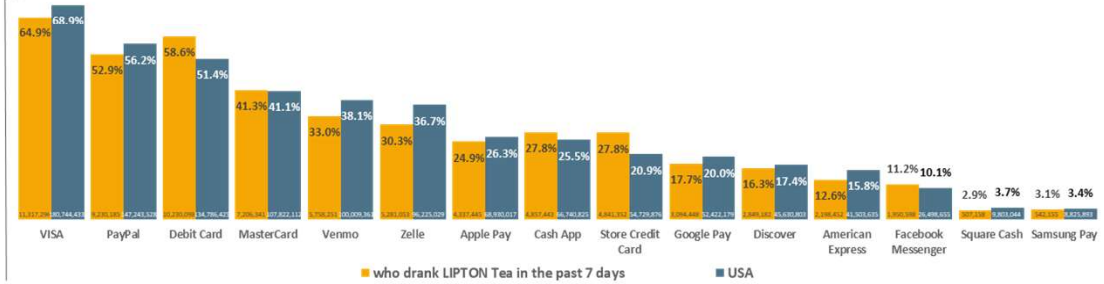

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

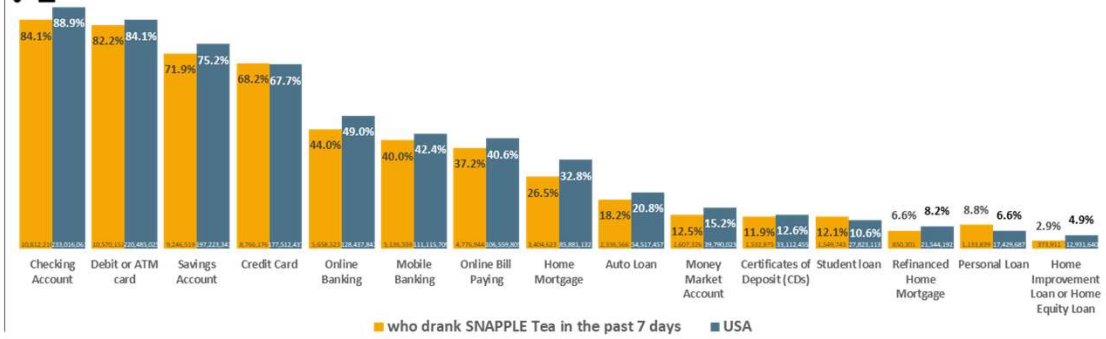



4.9% or 12,854,731 of USA Adults 18 or older drank SNAPPLE Tea in the past 7 days.
Adults 18 or older who drank SNAPPLE Tea in the past 7 days are 7.1% less likely to have a 401K, 12.6% less likely to have an Auto Loan, 27.7% less likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



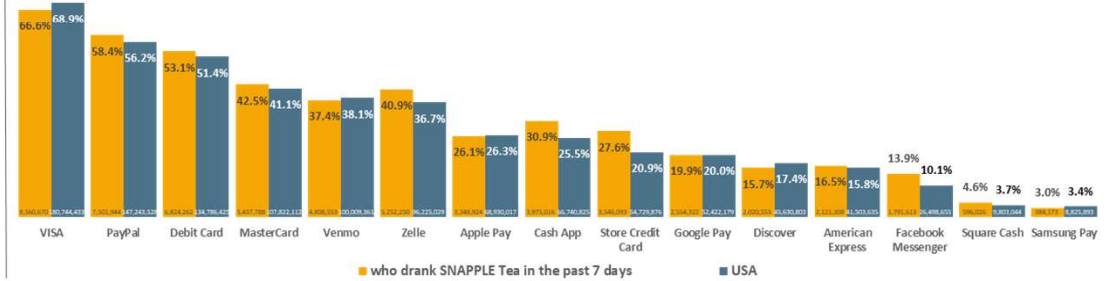

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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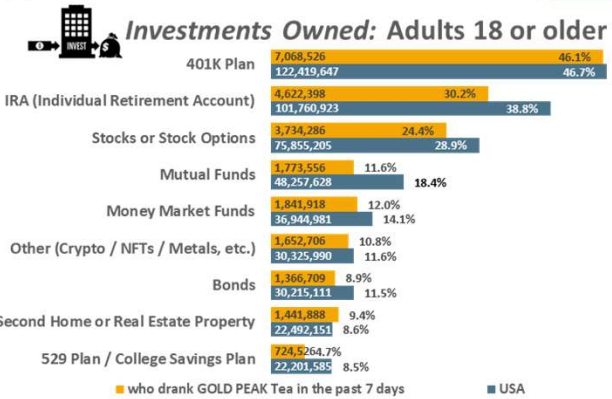
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

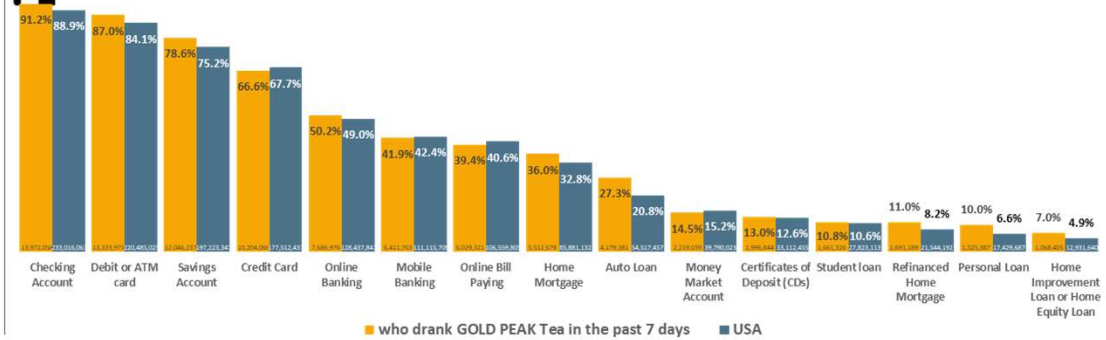



5.8% or 15,320,096 of USA Adults 18 or older drank GOLD PEAK Tea in the past 7 days.
Adults 18 or older who drank GOLD PEAK Tea in the past 7 days are 1.2% less likely to have a 401K, 31.2% more likely to have an Auto Loan, 30.5% less likely to Invest/Trade Stocks Online, 17.8% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



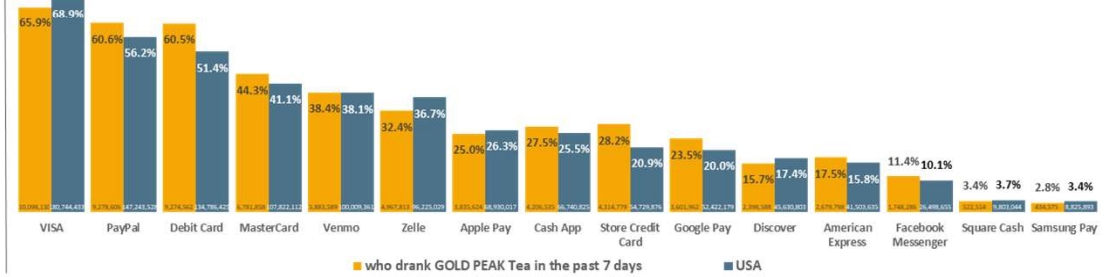

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




1.9% or 4,853,829 of USA Adults 18 or older drank HONEST T Tea in the past 7 days.
Adults 18 or older who drank HONEST T Tea in the past 7 days are 4.6% more likely to have a 401K, 1.8% less likely to have an Auto Loan, 3.5% more likely to Invest/Trade Stocks Online, 12.7% more likely to pay with their Debit Card.

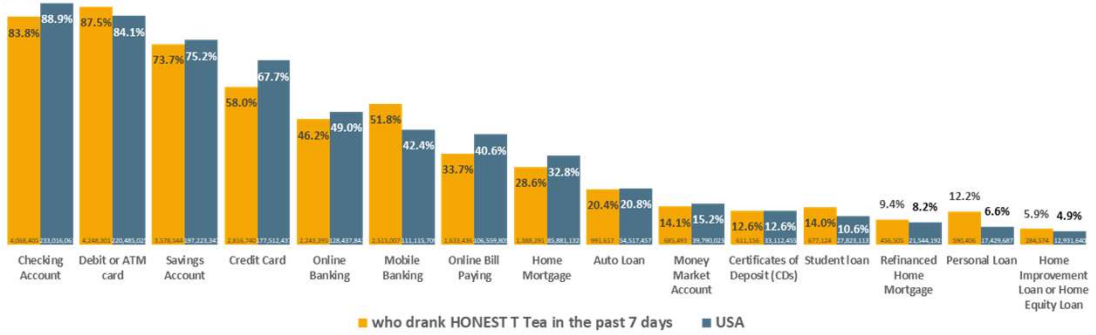
## *Investments Owned:* Adults 18 or older






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



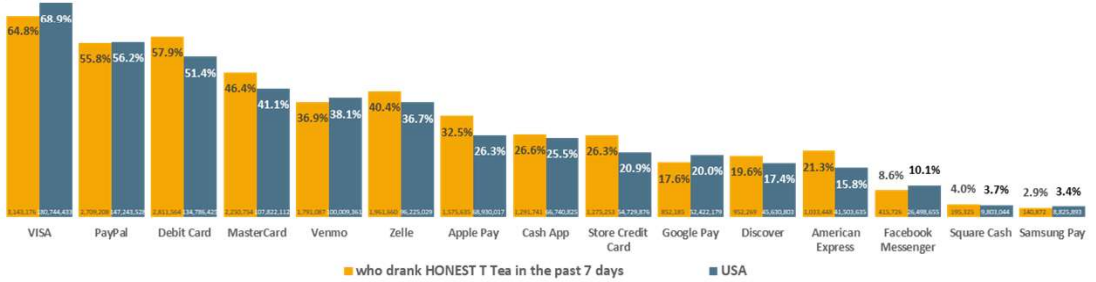



## *Professional Services Used*:* Adults 18 or older




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






*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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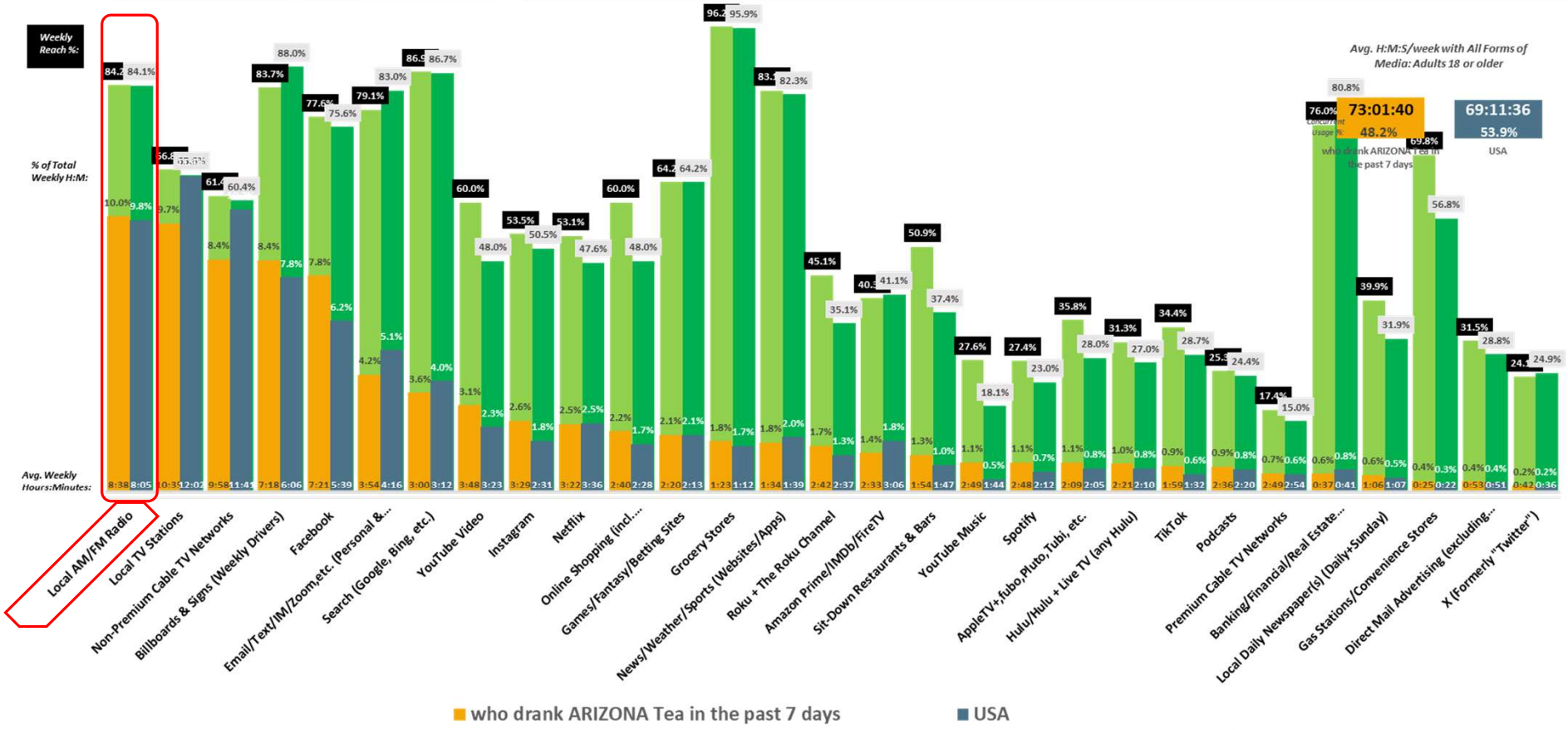
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




**Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an average of 3 days, 1 hours, 1 minutes and 40 seconds each week with All Forms of Media.**

***84.2% of Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.***




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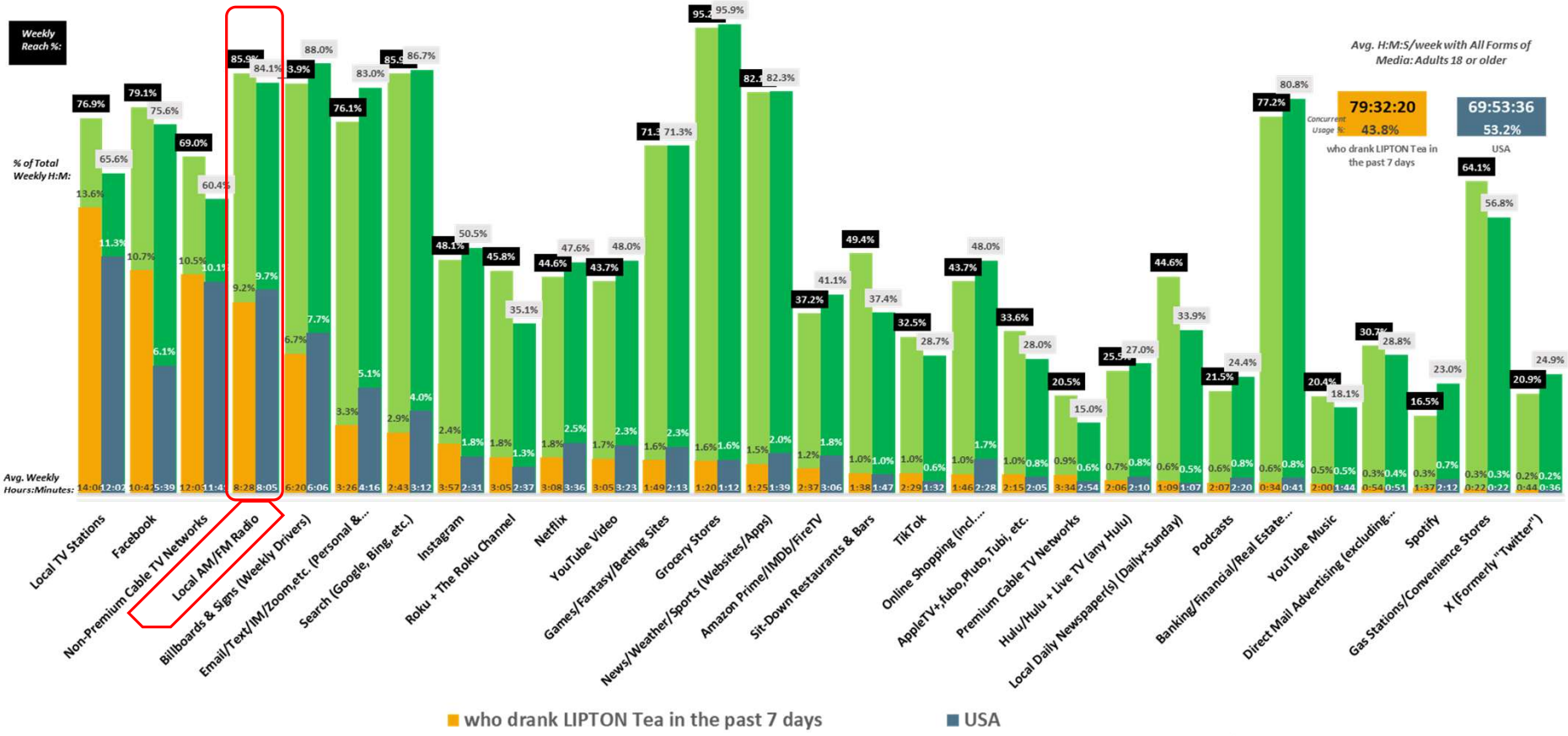
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*




**Adults 18 or older who drank LIPTON Tea in the past 7 days spend an average of 3 days, 7 hours, 32 minutes and 20 seconds each week with All Forms of Media.**

***85.9% of Adults 18 or older who drank LIPTON Tea in the past 7 days spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.***




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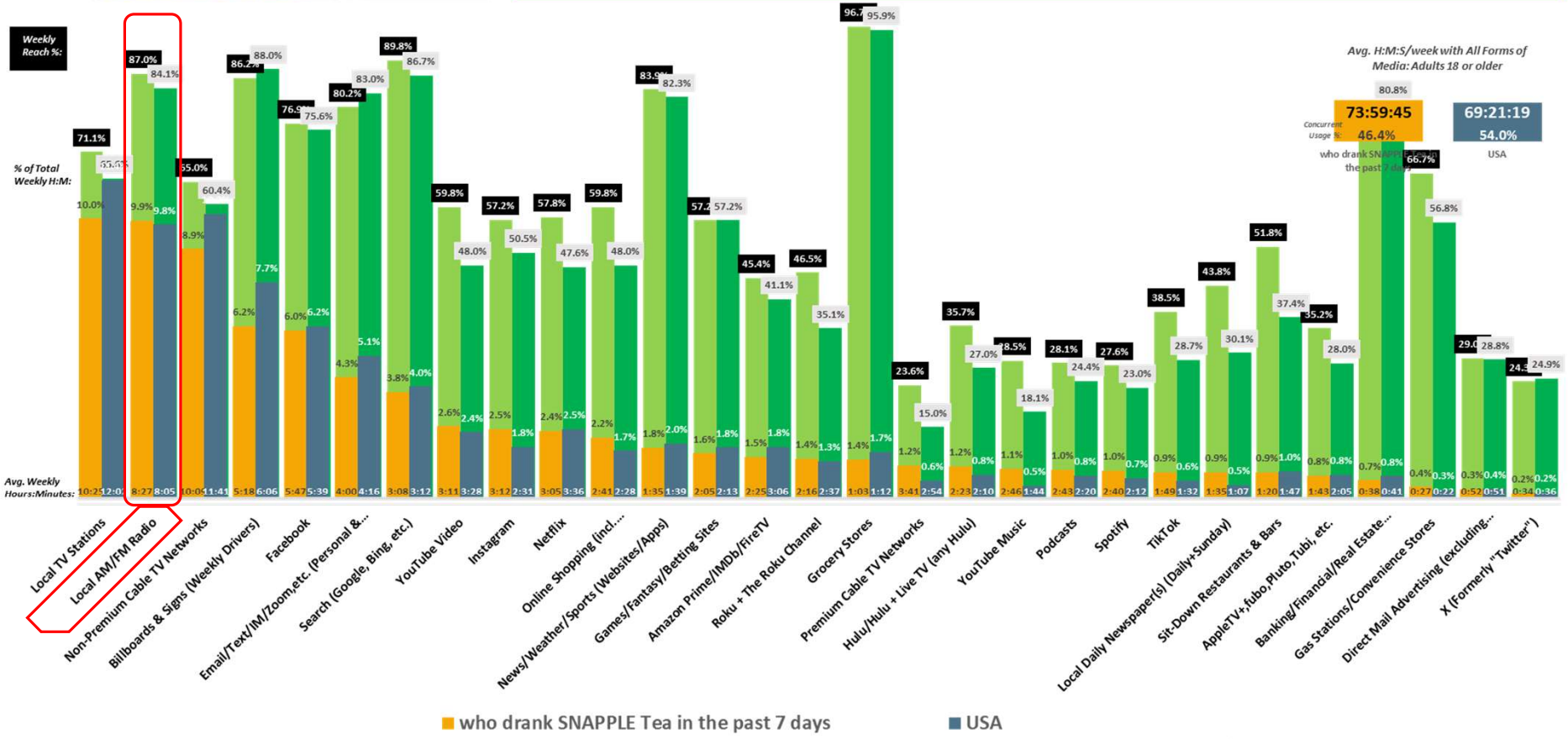
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*




**Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an average of 3 days, 1 hours, 59 minutes and 45 seconds each week with All Forms of Media.**

***87.% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.***




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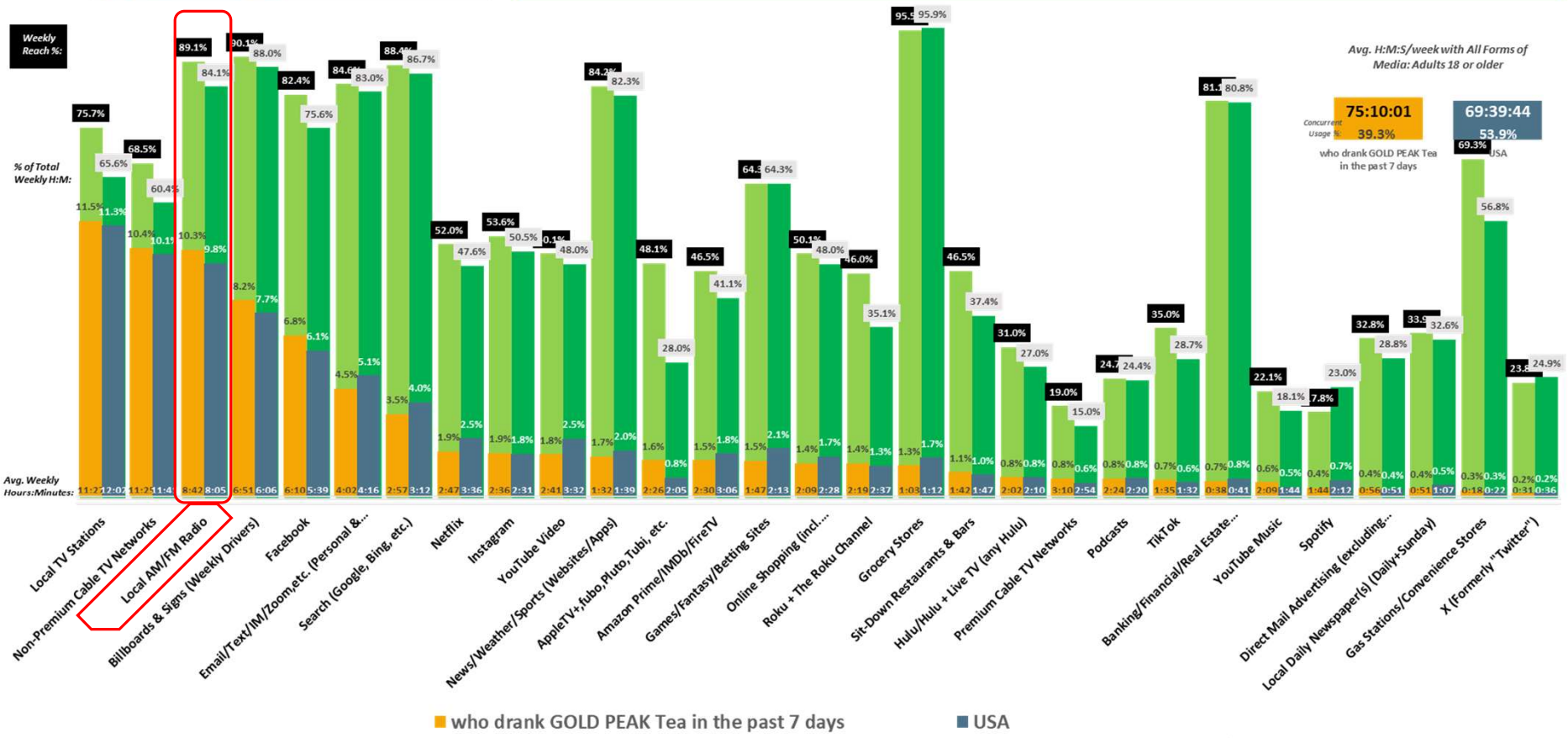
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*




**Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an average of 3 days, 3 hours, 10 minutes and 1 seconds each week with All Forms of Media.**

***89.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.***




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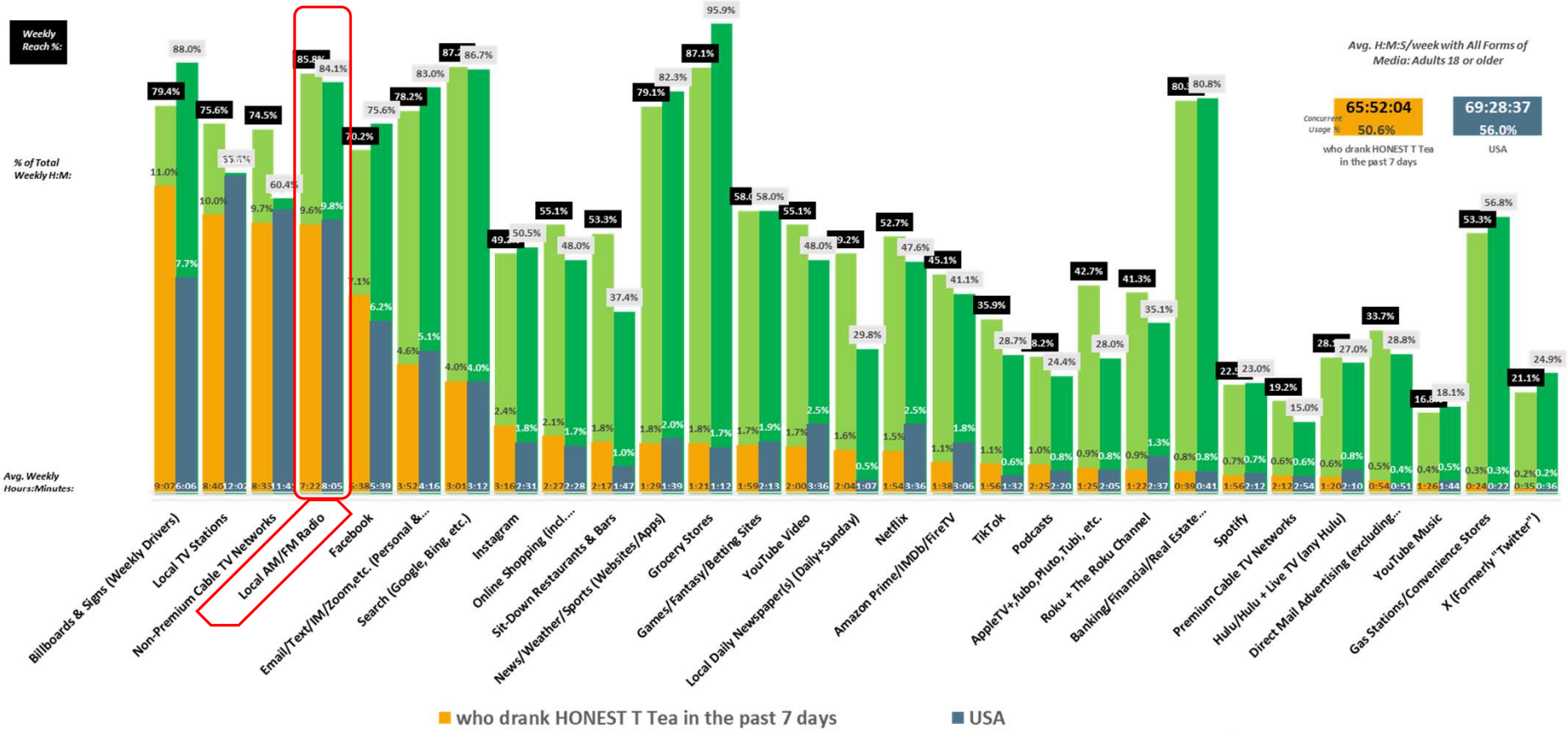
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




**Adults 18 or older who drank HONEST T Tea in the past 7 days spend an average of 2 days, 17 hours, 52 minutes and 4 seconds each week with All Forms of Media.**

***85.8% of Adults 18 or older who drank HONEST T Tea in the past 7 days spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.***




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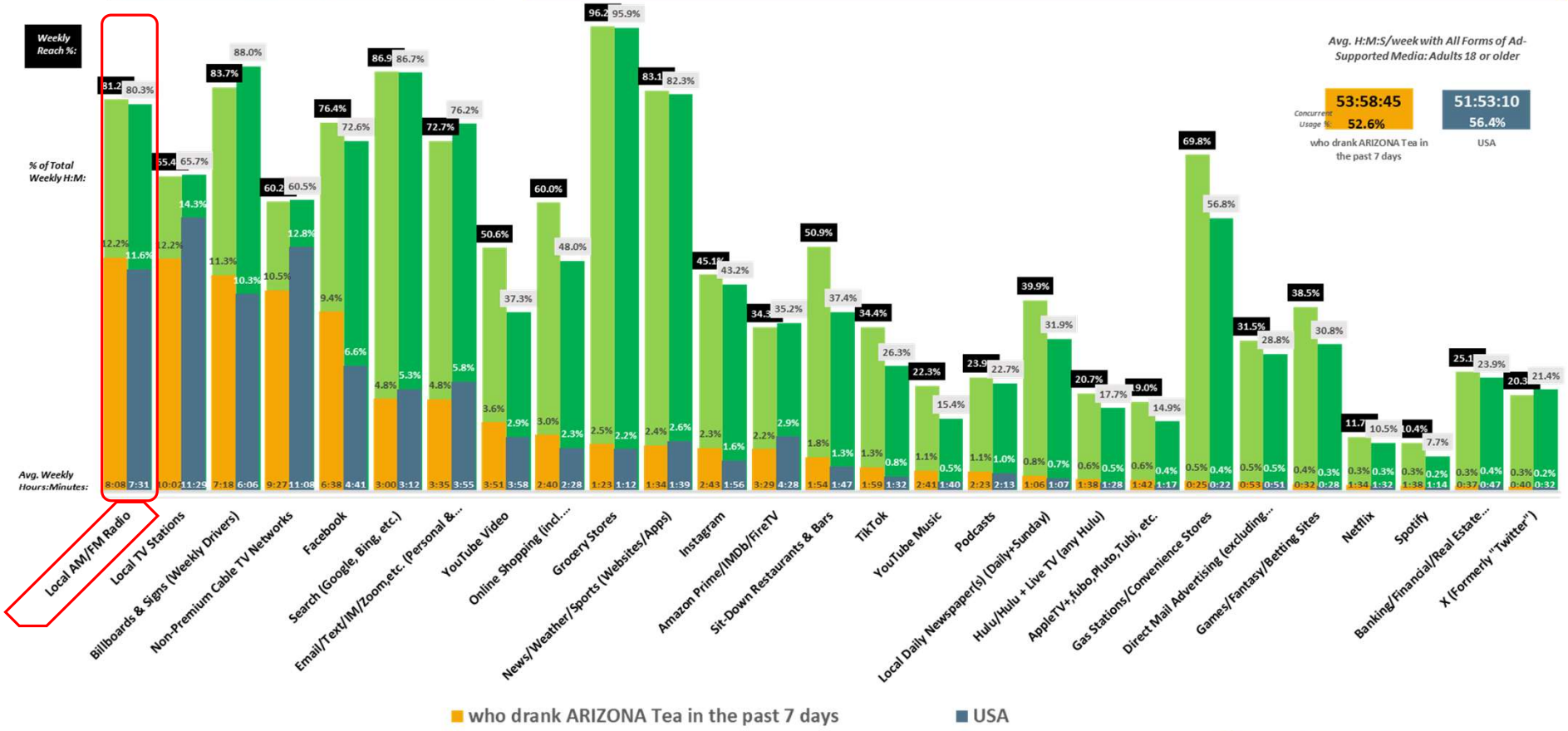
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




**Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an average of 2 days, 5 hours, 58 minutes and 45 seconds each week with All Forms of Ad-Supported Media.**

***81.2% of Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.***




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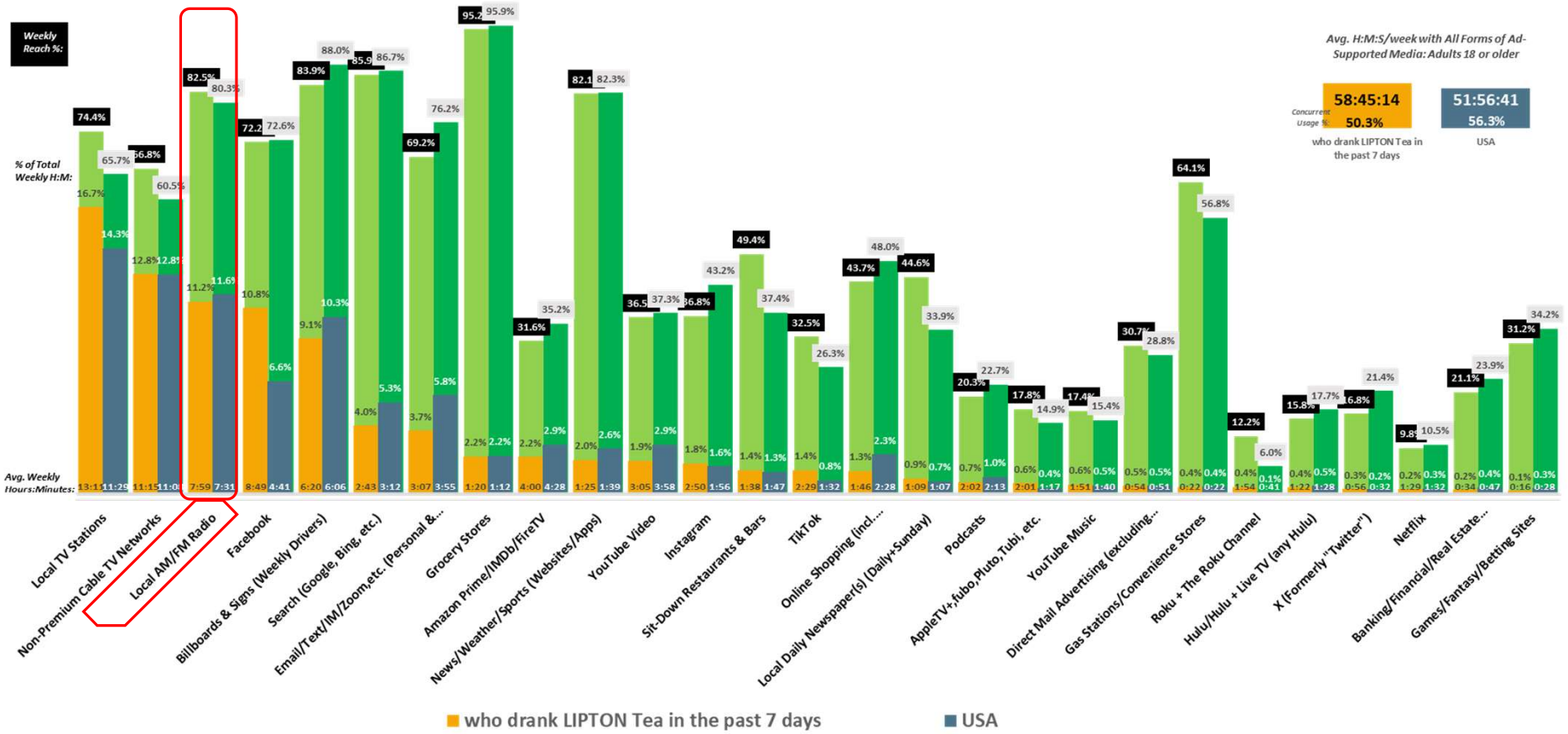
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*




**Adults 18 or older who drank LIPTON Tea in the past 7 days spend an average of 2 days, 10 hours, 45 minutes and 14 seconds each week with All Forms of Ad-Supported Media.**

***82.5% of Adults 18 or older who drank LIPTON Tea in the past 7 days spend an avg. of 7 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.***




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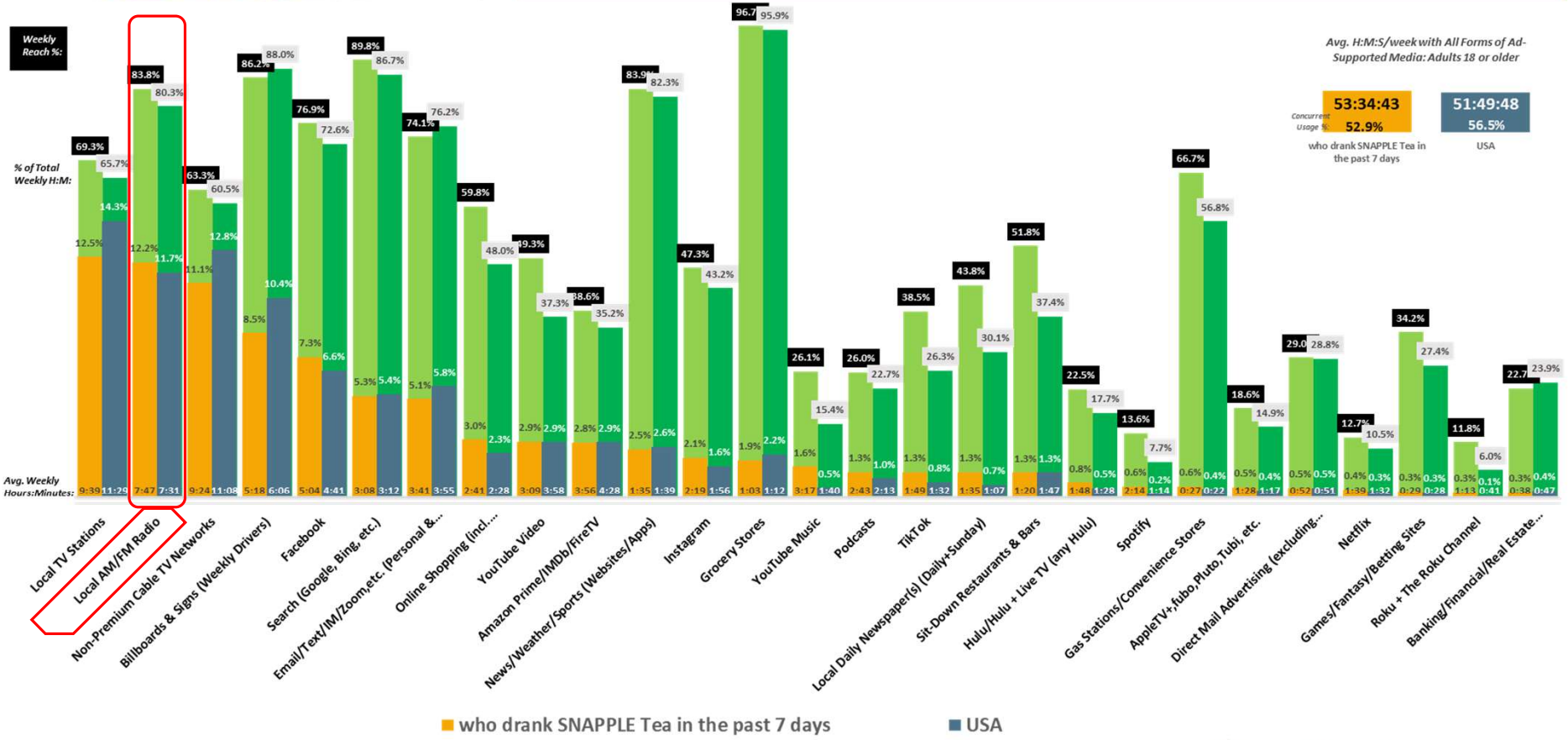
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*




**Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an average of 2 days, 5 hours, 34 minutes and 43 seconds each week with All Forms of Ad-Supported Media.**

***83.8% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.***






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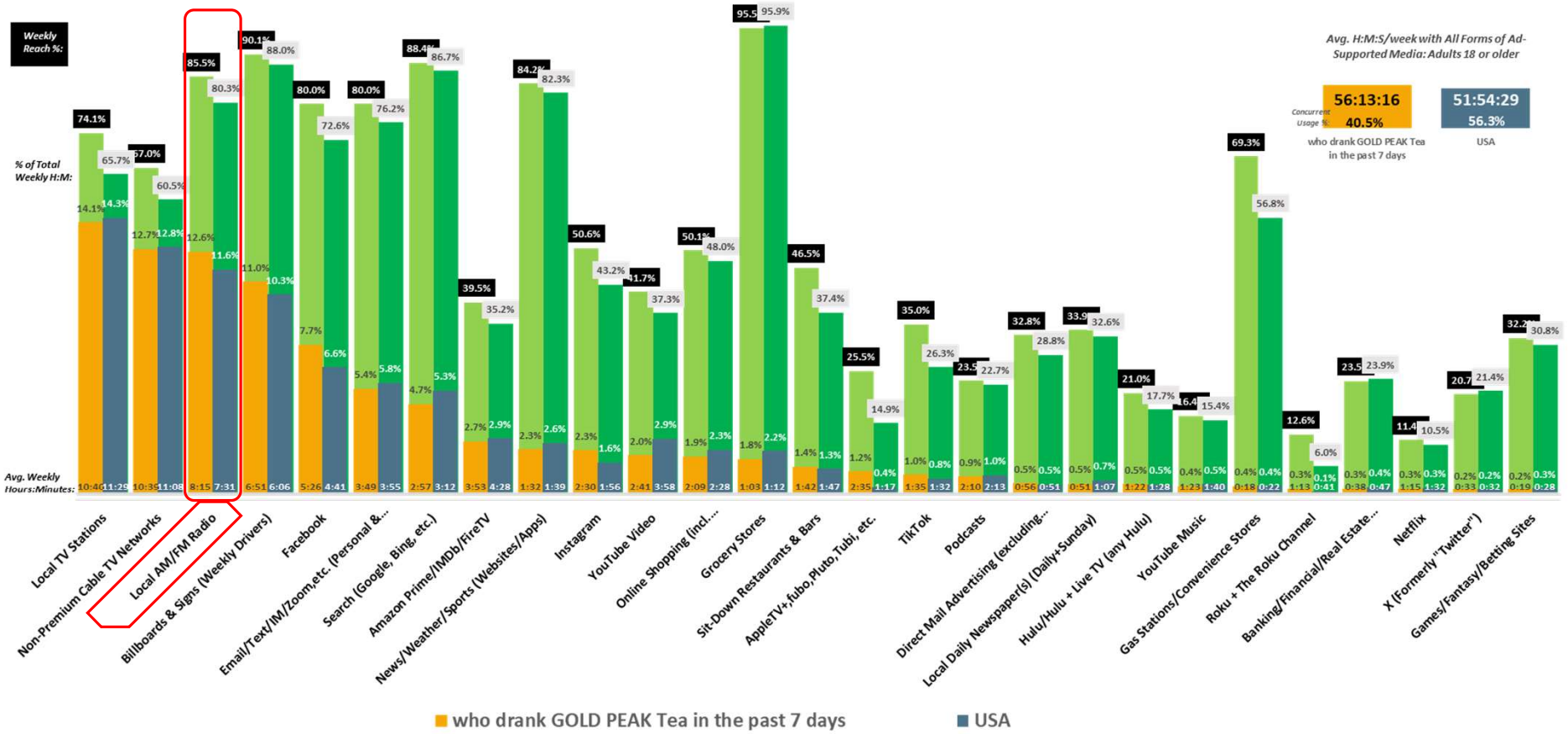
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*



**Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an average of 2 days, 8 hours, 13 minutes and 16 seconds each week with All Forms of Ad-Supported Media.**

***85.5% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.***




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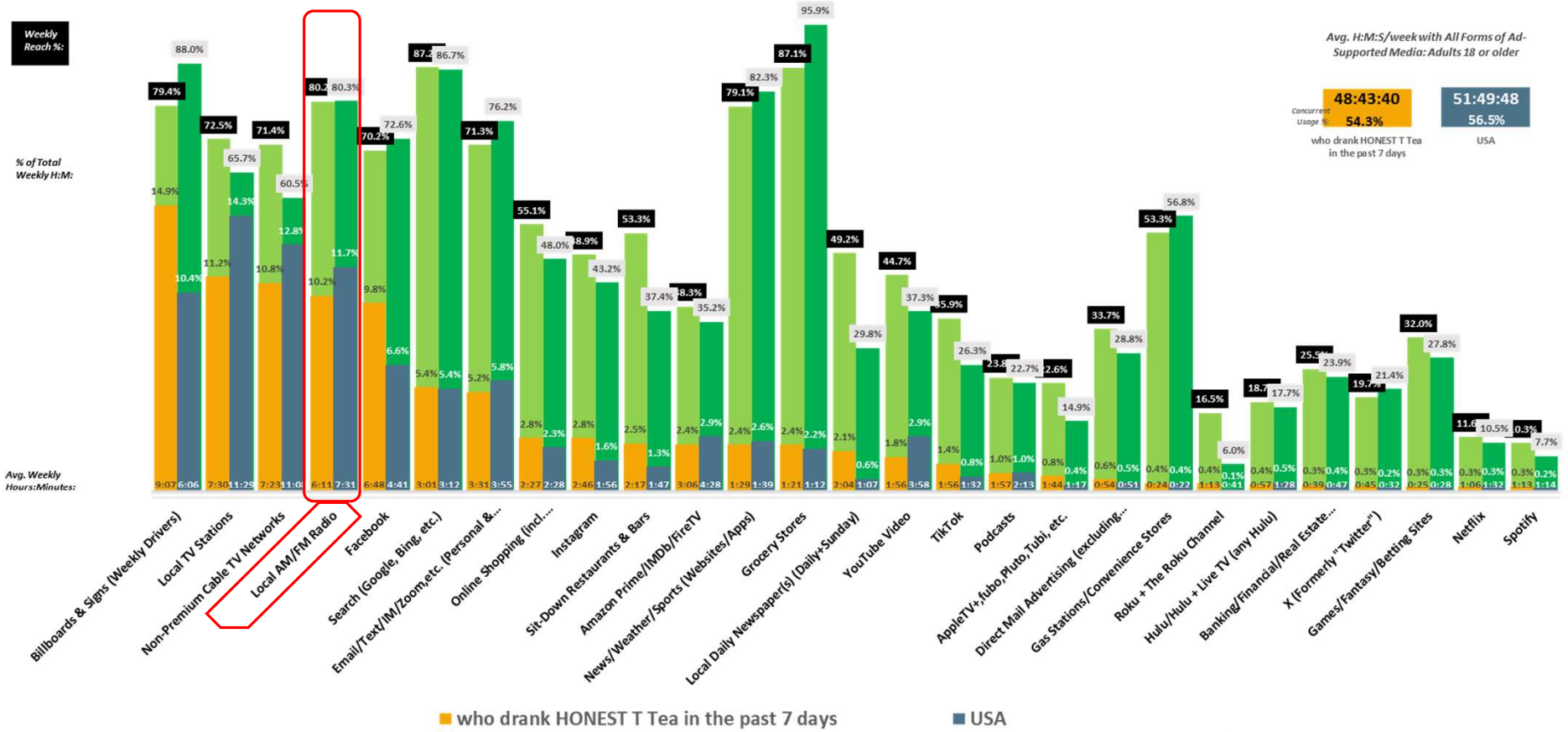
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




**Adults 18 or older who drank HONEST T Tea in the past 7 days spend an average of 2 days, 0 hours, 43 minutes and 40 seconds each week with All Forms of Ad-Supported Media.**

***80.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.***




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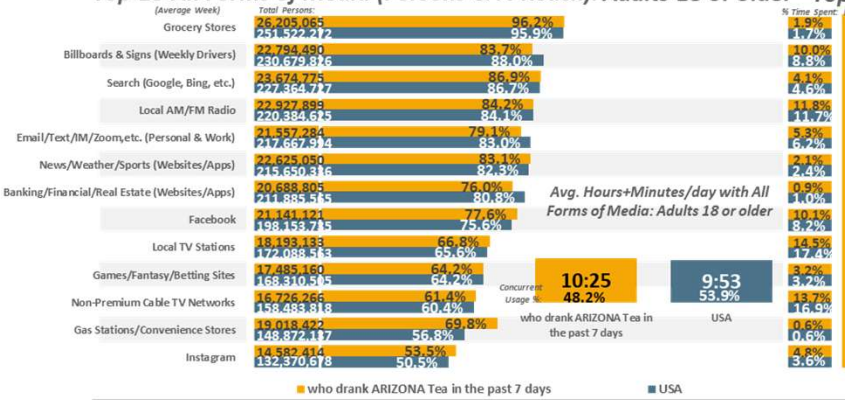
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

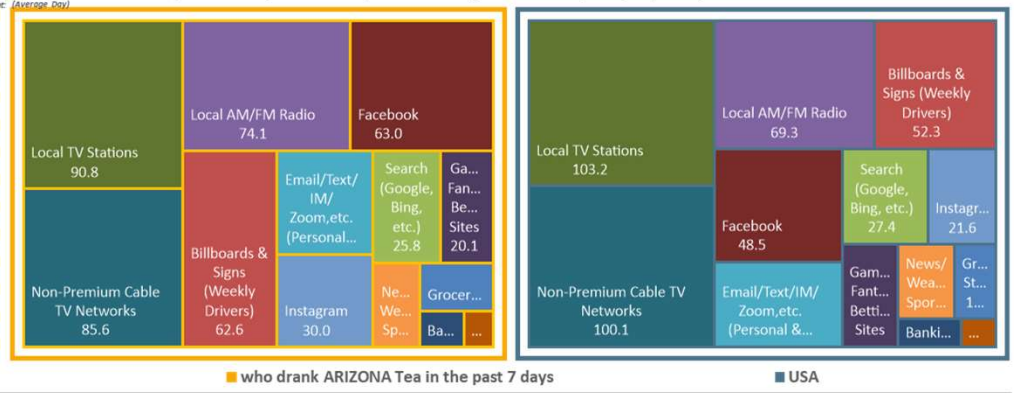



Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

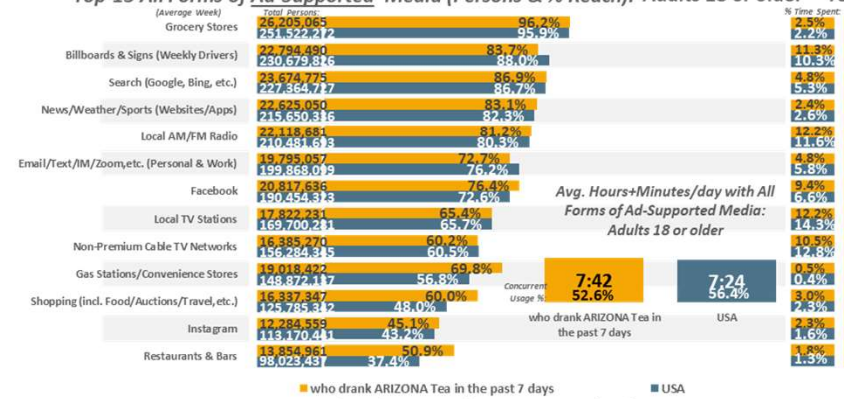
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



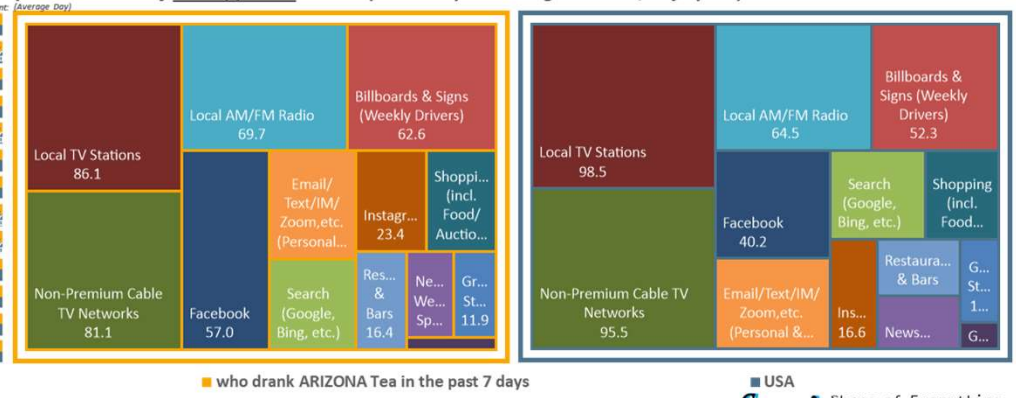

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

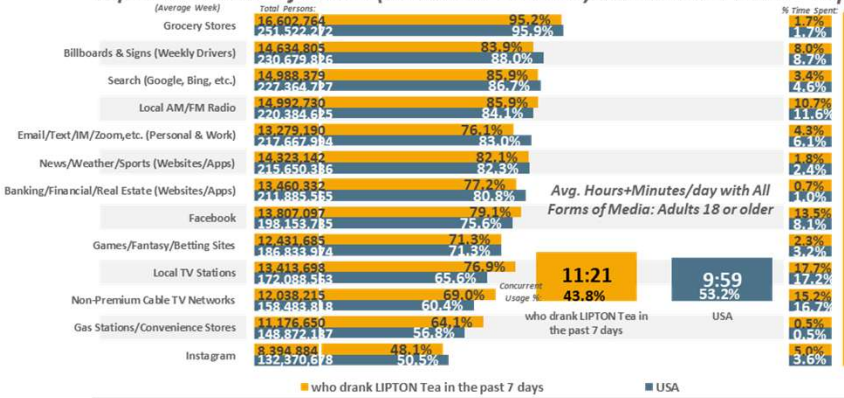
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

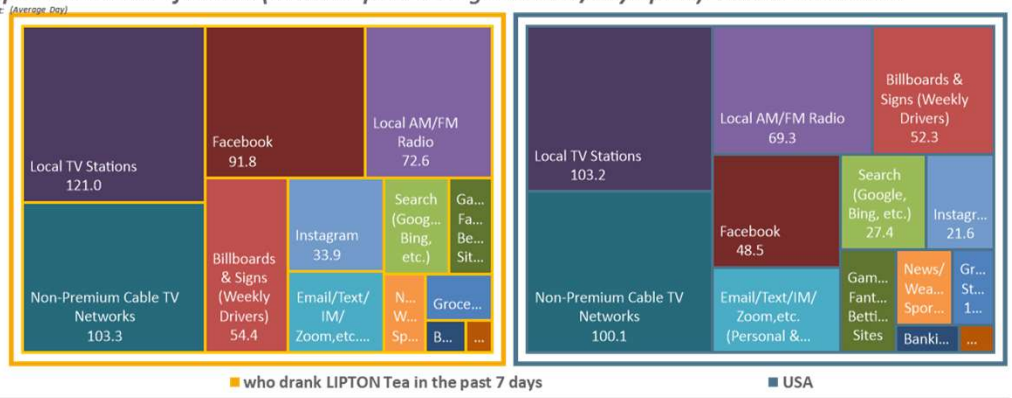



Adults 18 or older who drank LIPTON Tea in the past 7 days spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

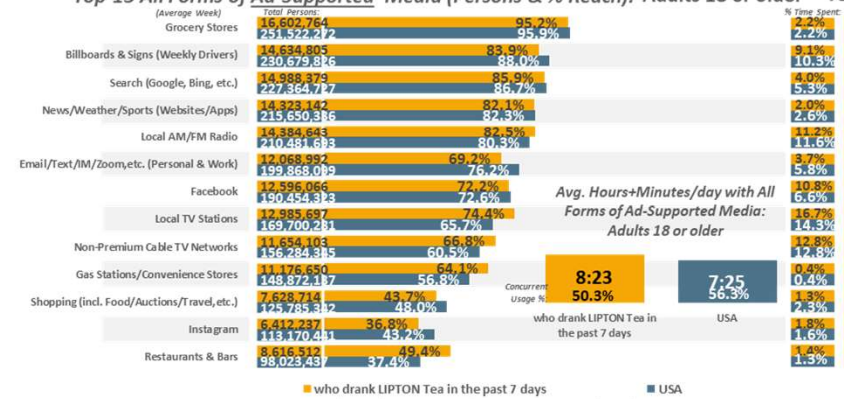
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



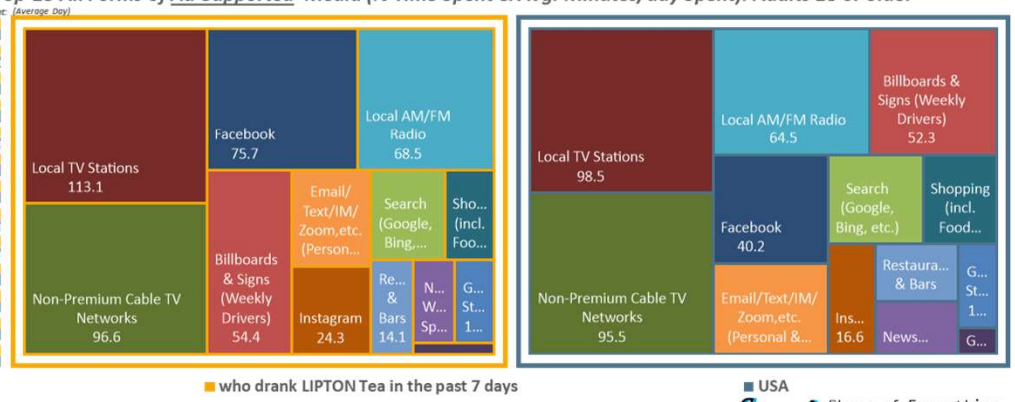

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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





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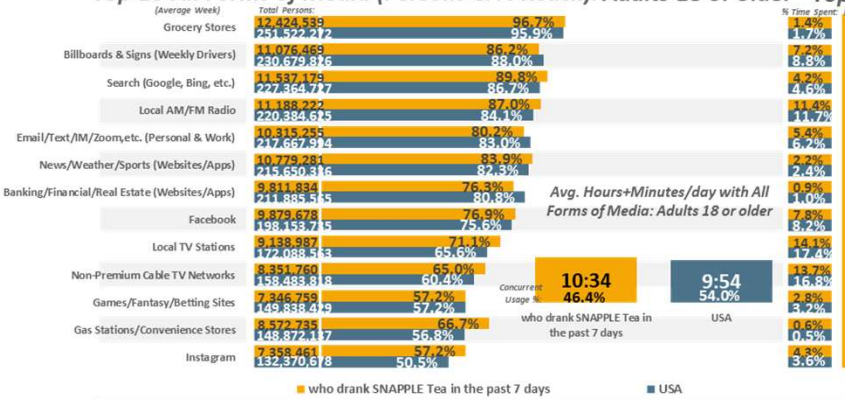

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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

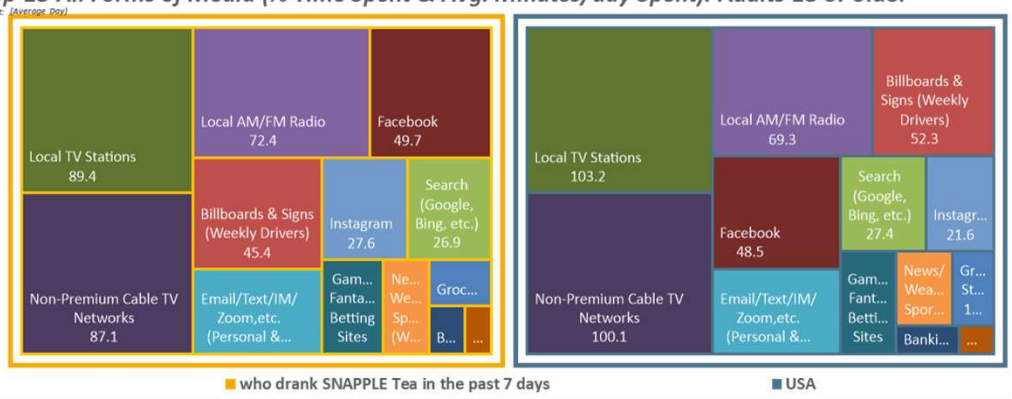



Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

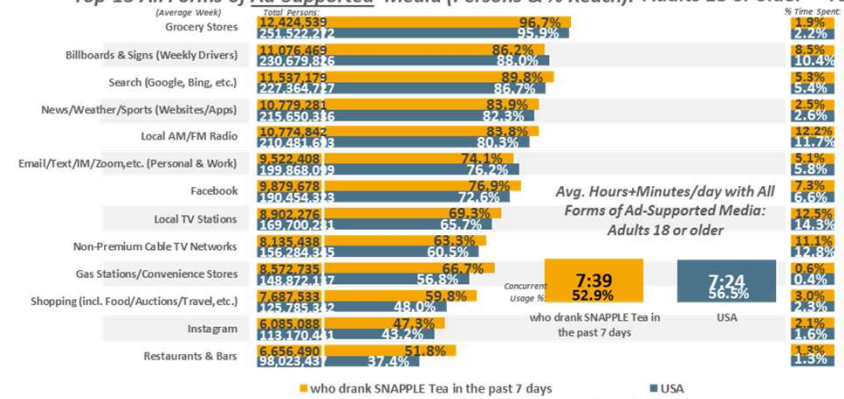
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



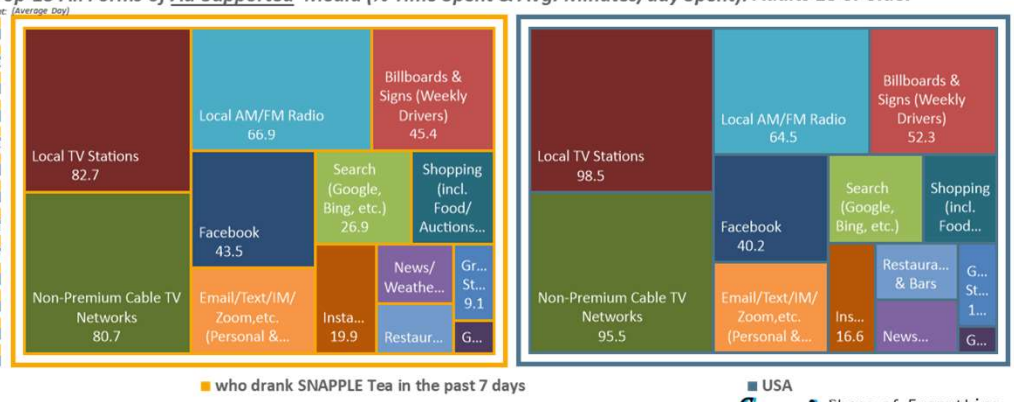

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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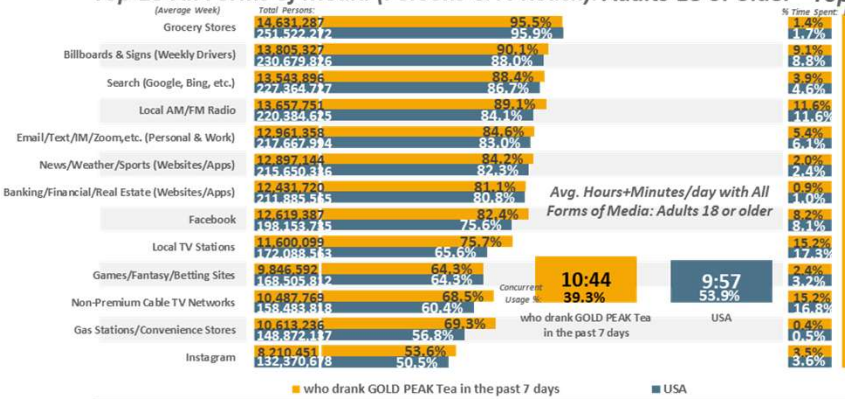
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

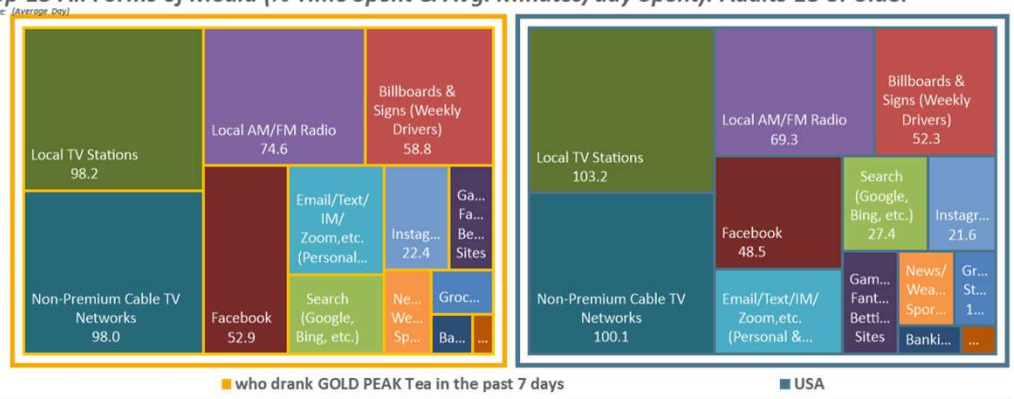



Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

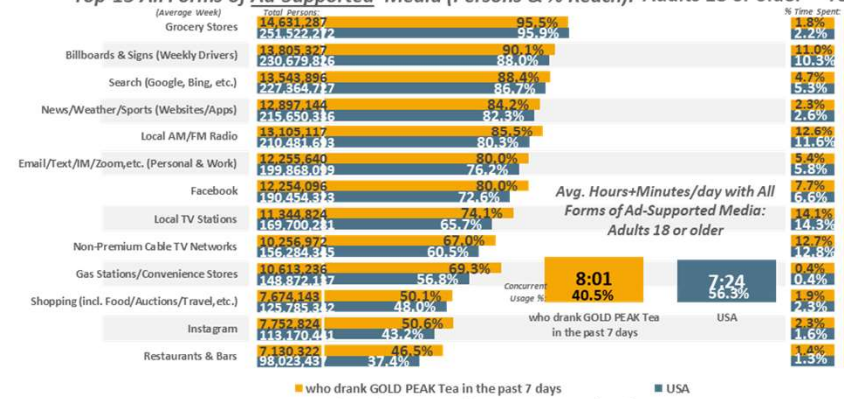
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



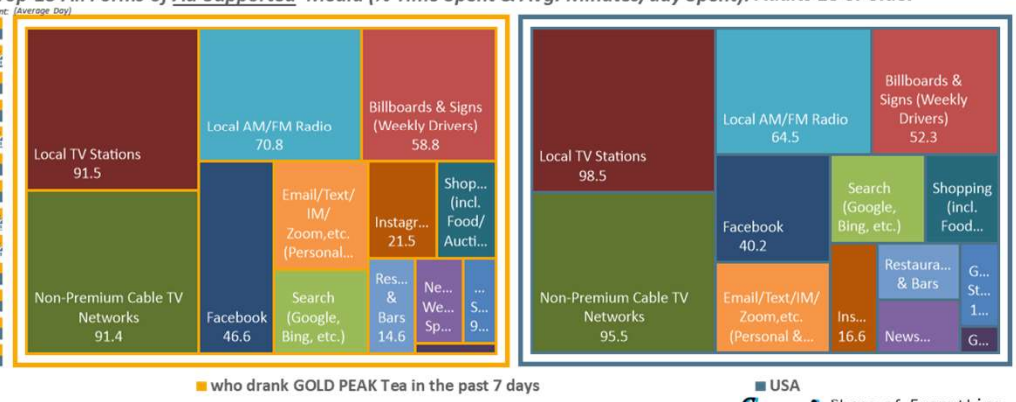

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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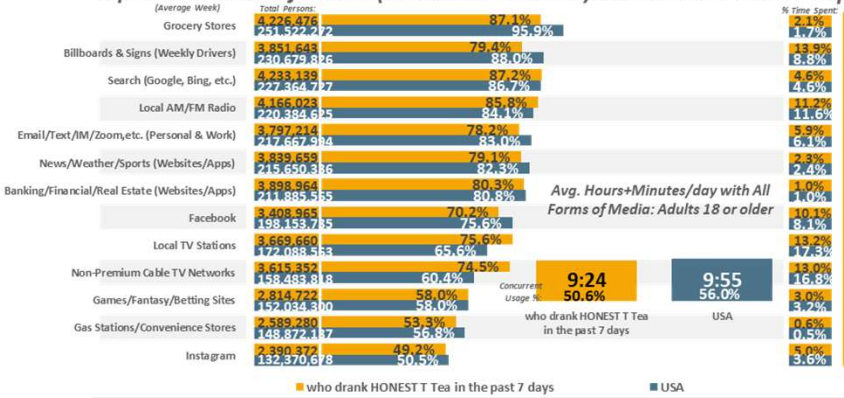
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

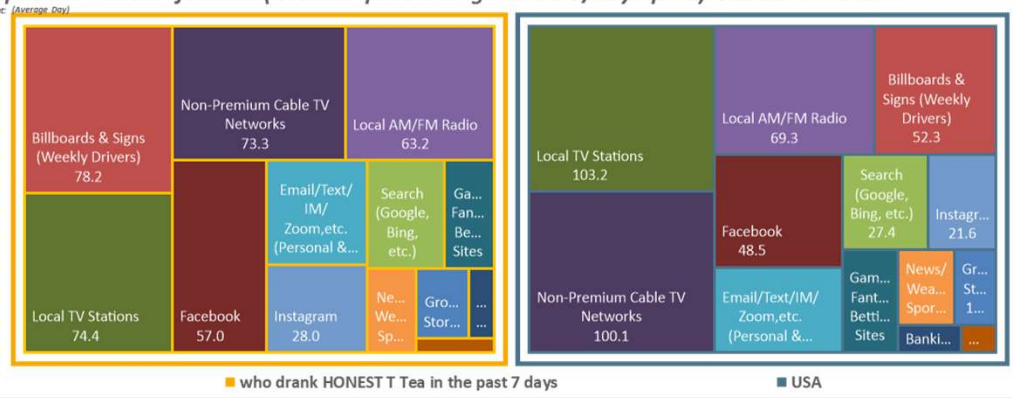



Adults 18 or older who drank HONEST T Tea in the past 7 days spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 53. minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

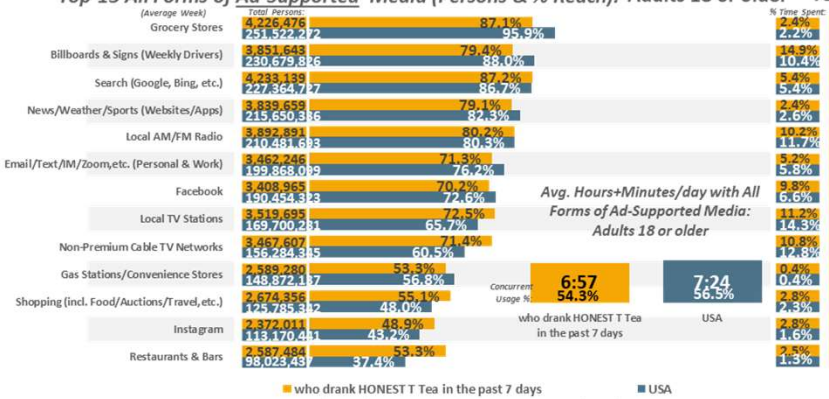
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



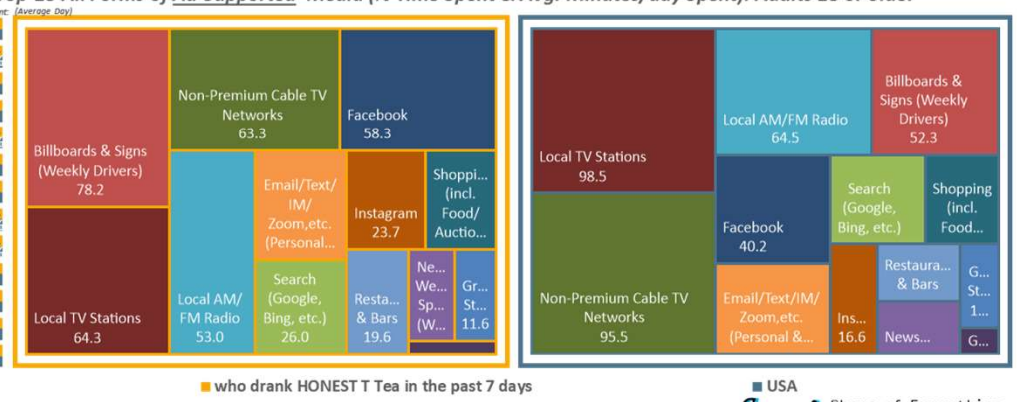

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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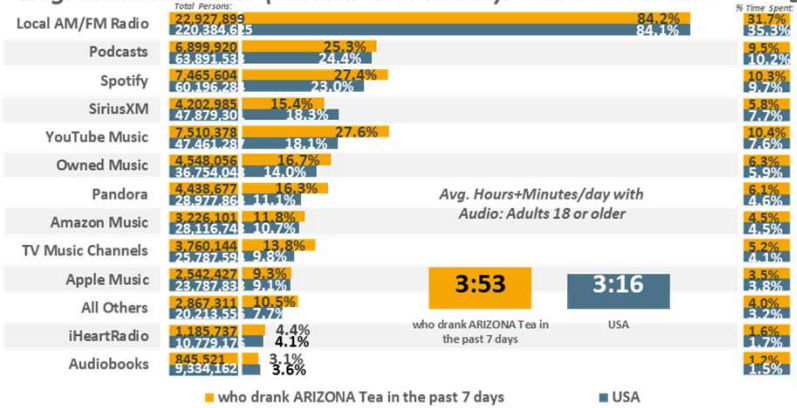
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

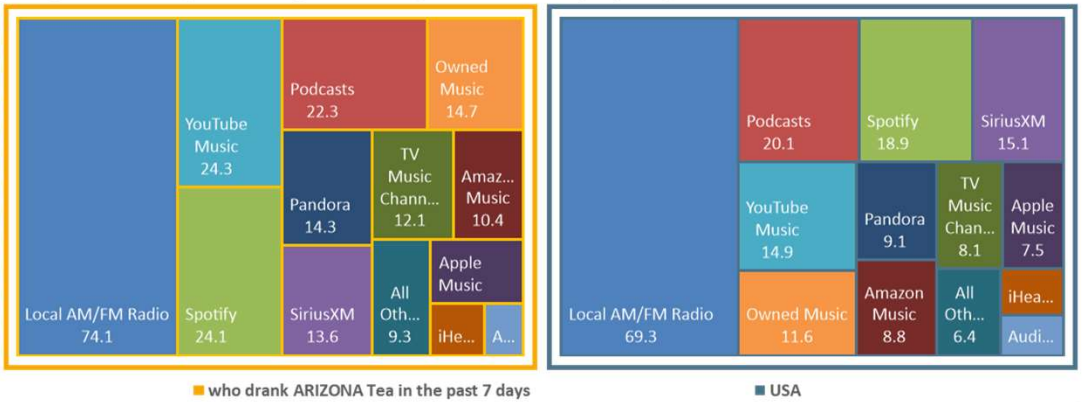



22,118,681 or 81.2% of Adults 18 or older who drank ARIZONA Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

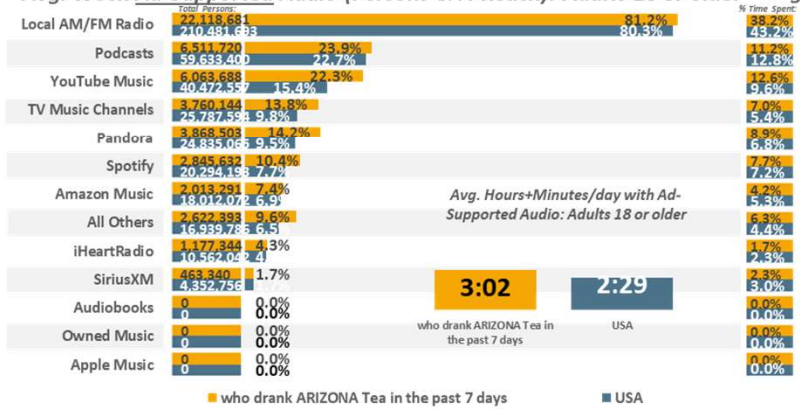
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



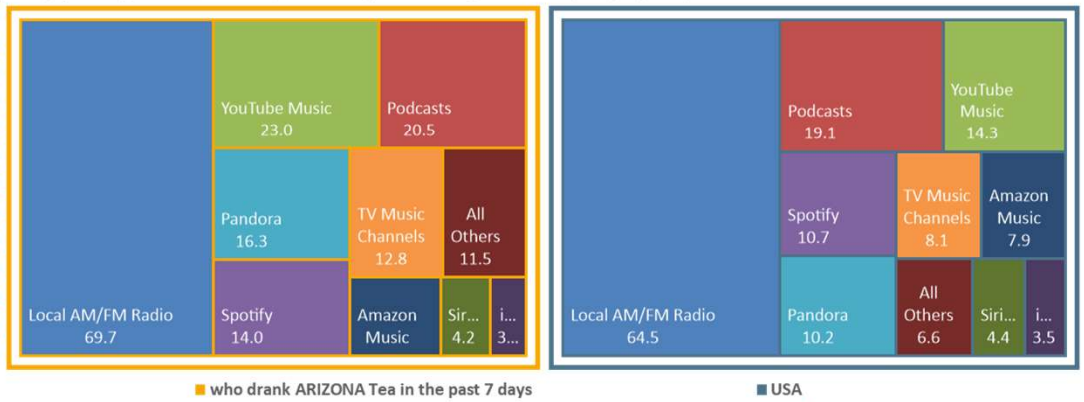

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

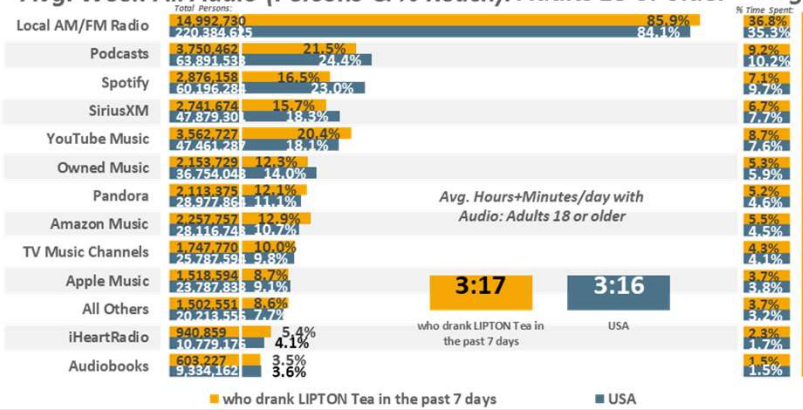
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

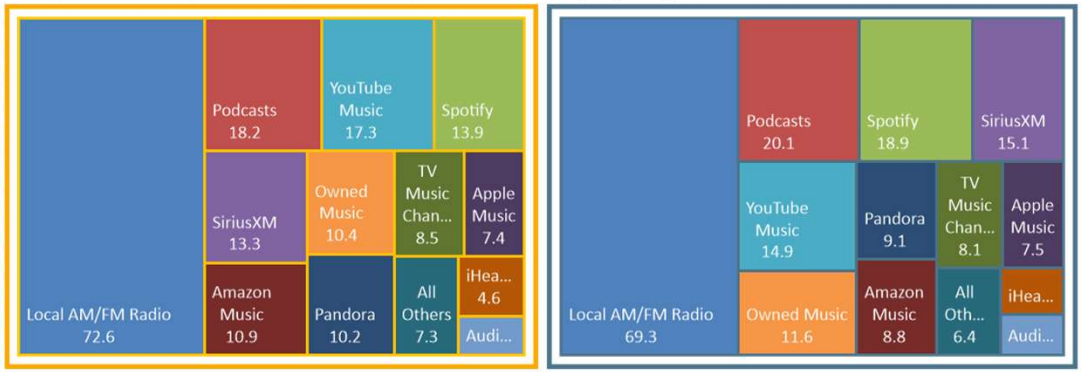



14,384,643 or 82.5% of Adults 18 or older who drank LIPTON Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.

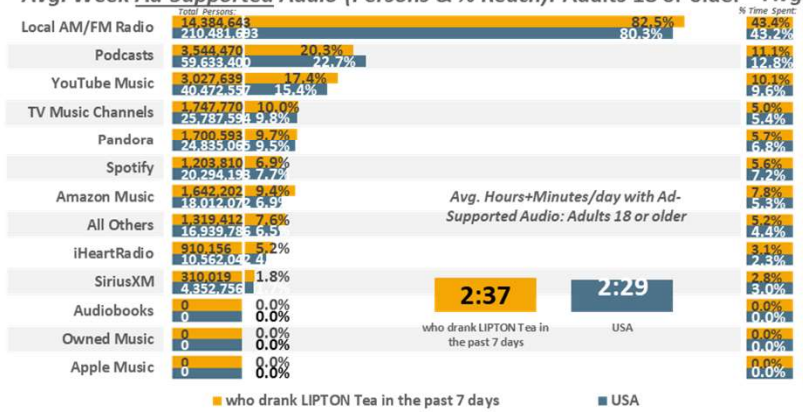
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



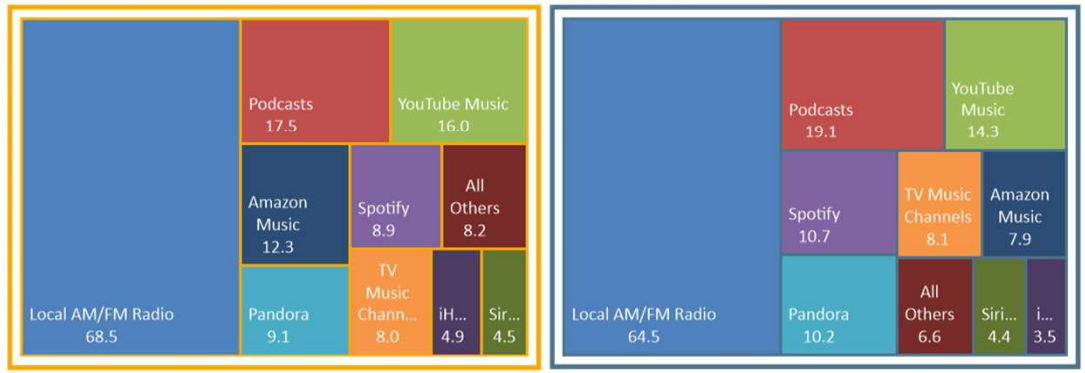

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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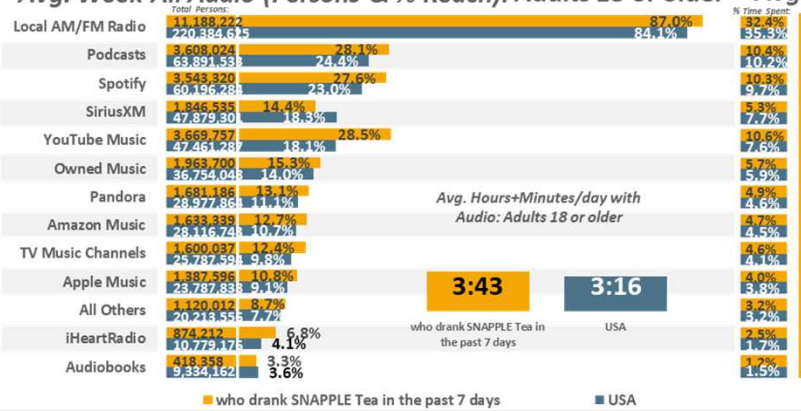
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

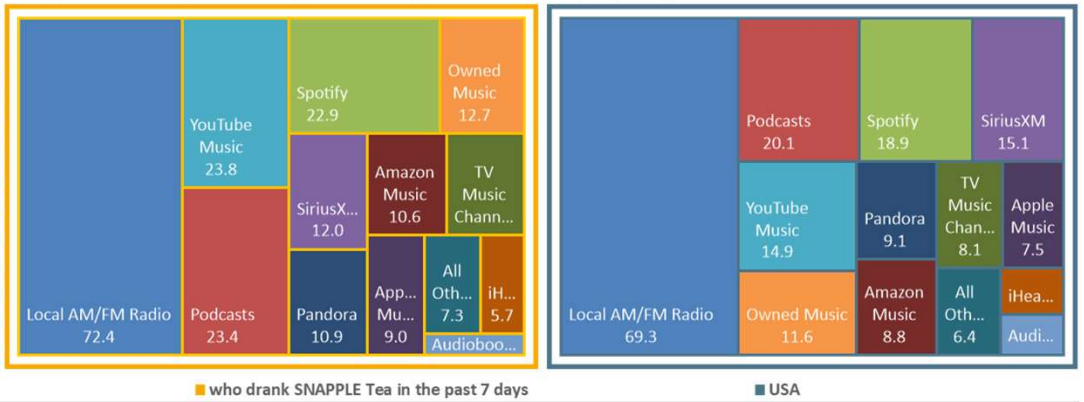



10,774,842 or 83.8% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

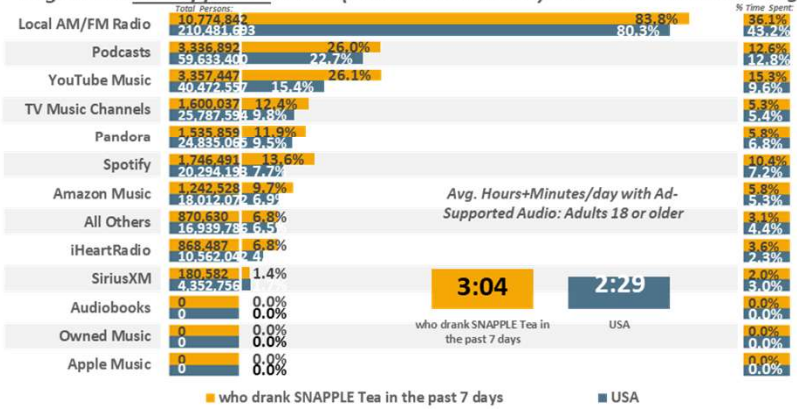
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



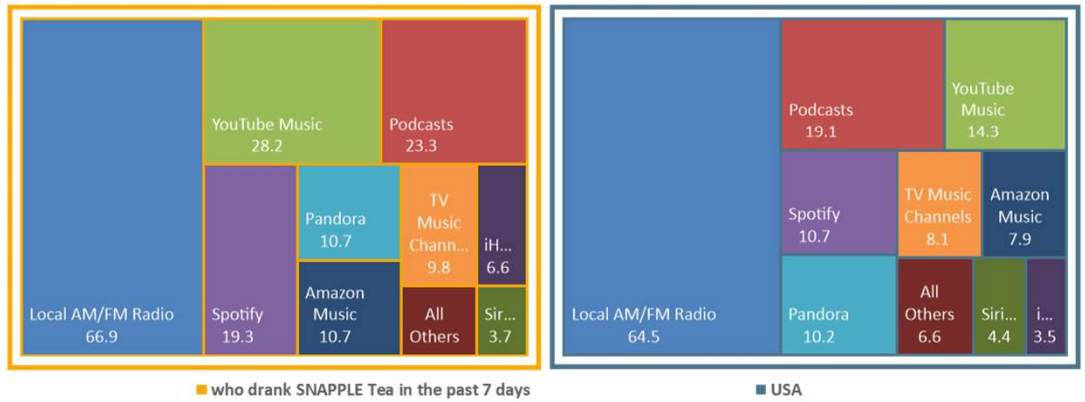

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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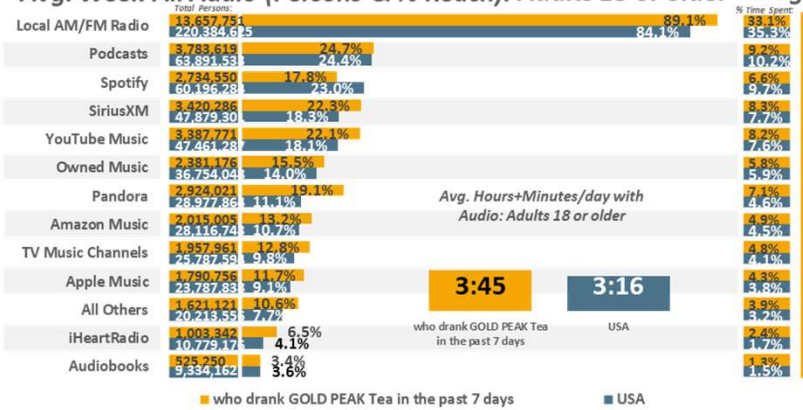
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

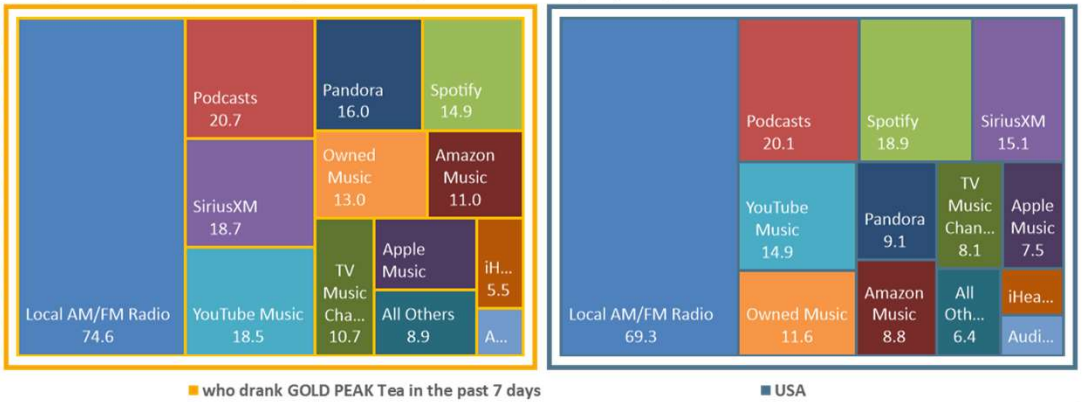



13,105,117 or 85.5% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

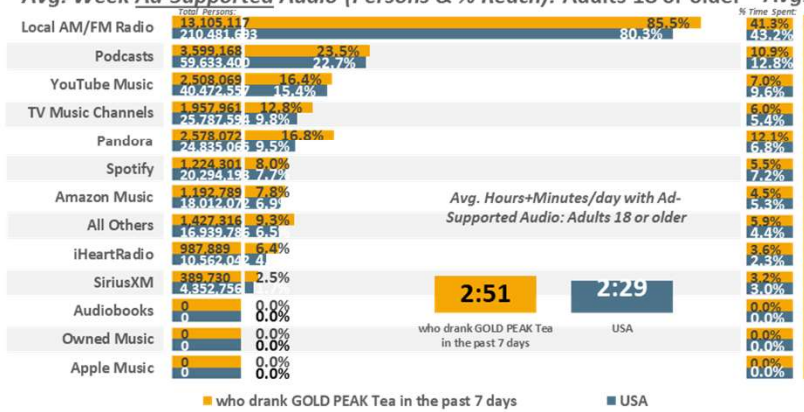
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



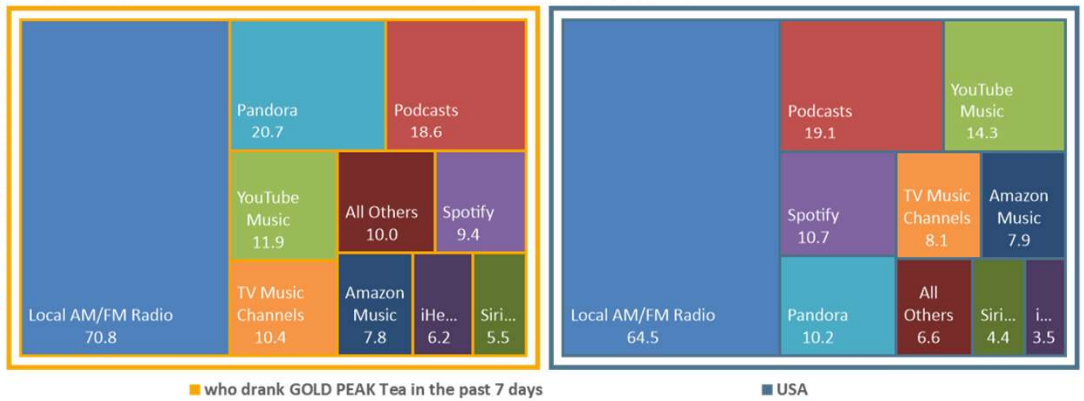

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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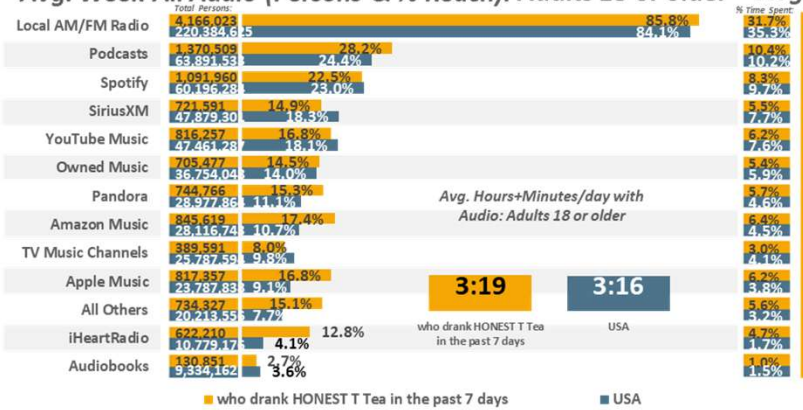
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

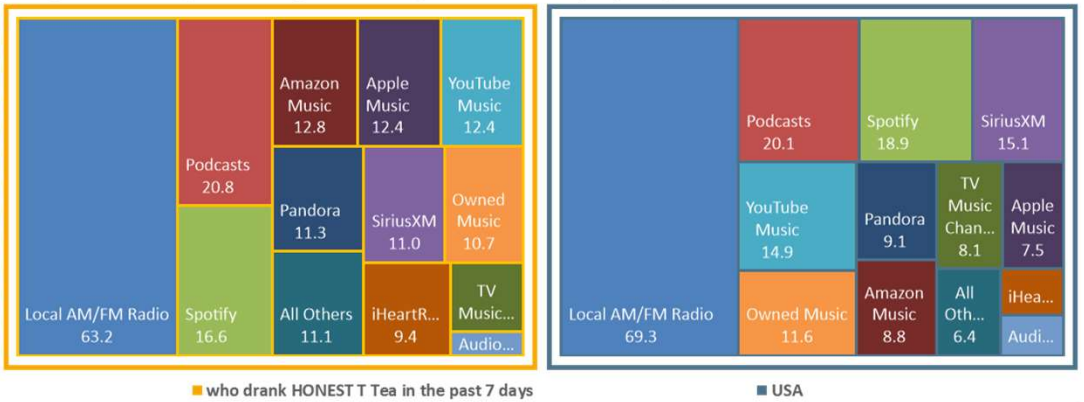



3,892,891 or 80.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

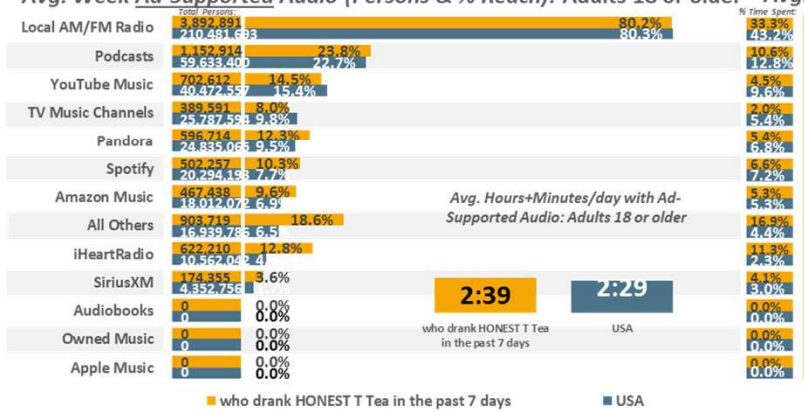
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



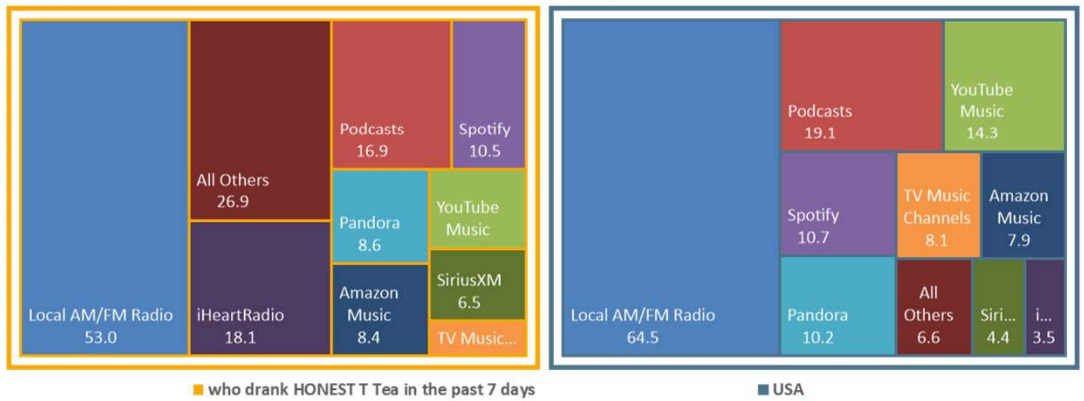

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

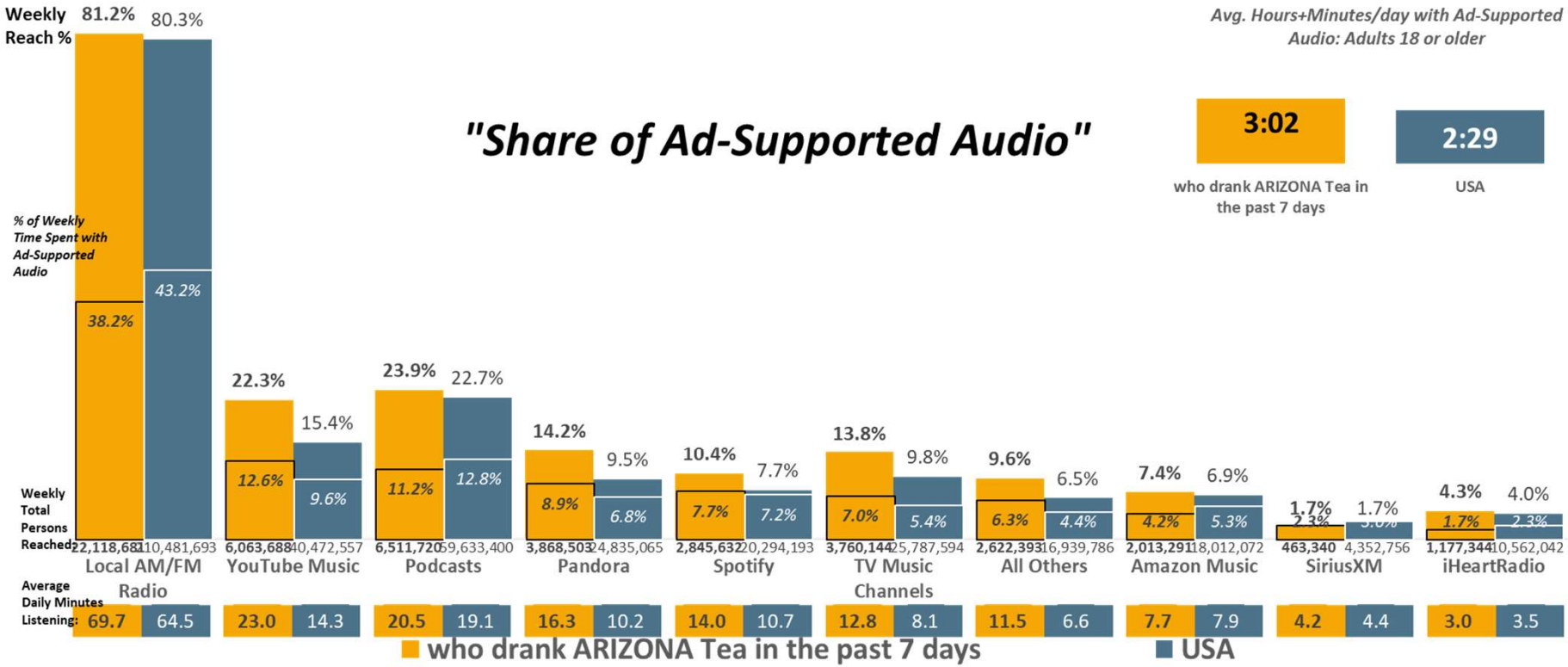
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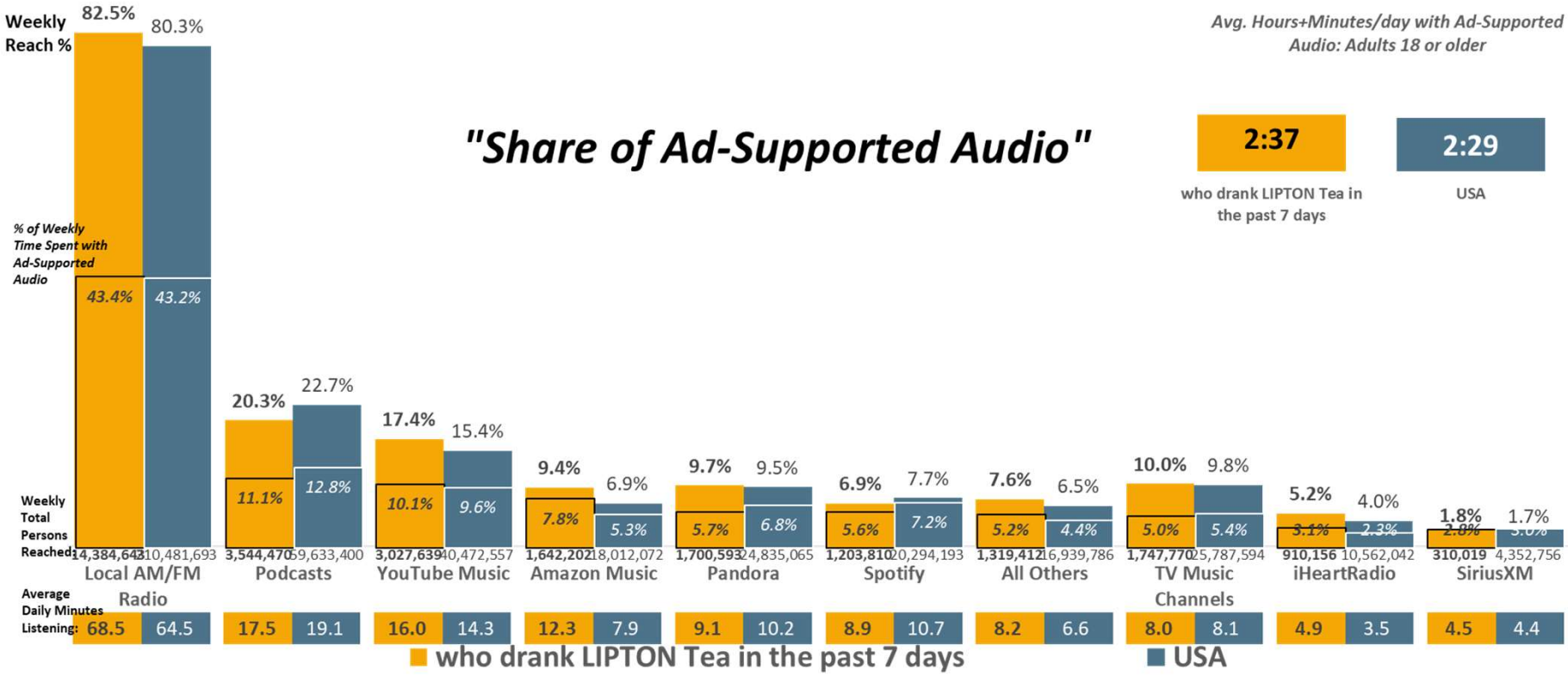
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Beverages (tea in bottles/cans) drank past 7 days: Arizona




14,384,643 or 82.5% of Adults 18 or older who drank LIPTON Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.




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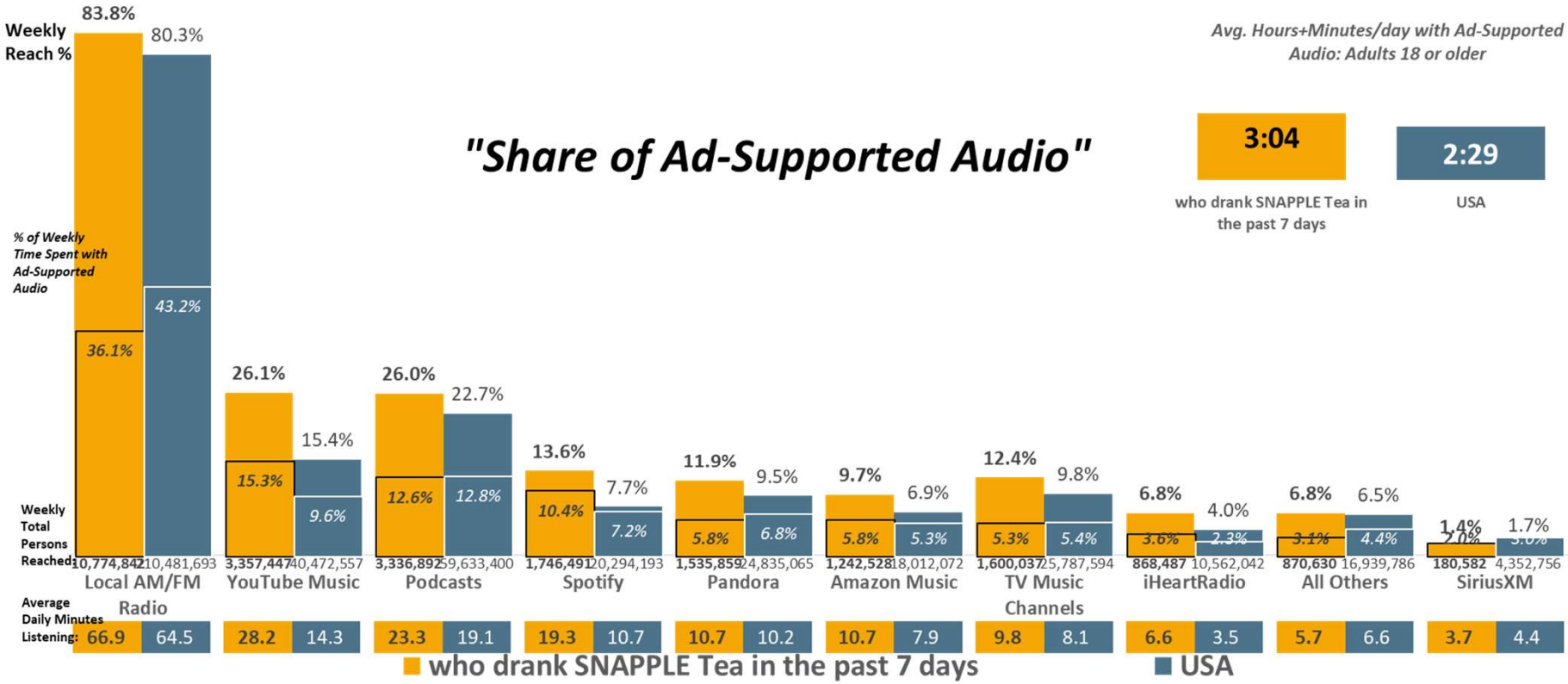
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Beverages (tea in bottles/cans) drank past 7 days: Lipton




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| | Local AM/FM Radio | YouTube Music | Podcasts | Spotify | Pandora | Amazon Music | TV Music Channels | iHeartRadio | All Others | SiriusXM |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % (who drank SNAPPLE Tea in the past 7 days) | 83.8% | 26.1% | 26.0% | 13.6% | 11.9% | 9.7% | 12.4% | 6.8% | 6.8% | 1.4% |
| Weekly Reach % (USA) | 80.3% | 15.4% | 22.7% | 7.7% | 9.5% | 6.9% | 9.8% | 4.0% | 6.5% | 1.7% |
| % of Weekly Time Spent with Ad-Supported Audio (who drank SNAPPLE Tea in the past 7 days) | 36.1% | 15.3% | 12.6% | 10.4% | 5.8% | 5.8% | 5.3% | 3.6% | 3.1% | 2.0% |
| % of Weekly Time Spent with Ad-Supported Audio (USA) | 43.2% | 9.6% | 12.8% | 7.2% | 6.8% | 5.3% | 5.4% | 2.3% | 4.4% | 3.0% |
| Weekly Total Persons Reached (who drank SNAPPLE Tea in the past 7 days) | 10,774,842 | 3,357,447 | 3,336,892 | 1,746,491 | 1,535,859 | 1,242,528 | 1,600,037 | 868,487 | 870,630 | 180,582 |
| Weekly Total Persons Reached (USA) | 10,481,693 | 40,472,557 | 29,633,400 | 20,294,193 | 24,835,065 | 18,012,072 | 25,787,594 | 10,562,042 | 16,939,786 | 4,352,756 |
| Average Daily Minutes Listening (who drank SNAPPLE Tea in the past 7 days) | 66.9 | 28.2 | 23.3 | 19.3 | 10.7 | 10.7 | 9.8 | 6.6 | 5.7 | 3.7 |
| Average Daily Minutes Listening (USA) | 64.5 | 14.3 | 19.1 | 10.7 | 10.2 | 7.9 | 8.1 | 3.5 | 6.6 | 4.4 |

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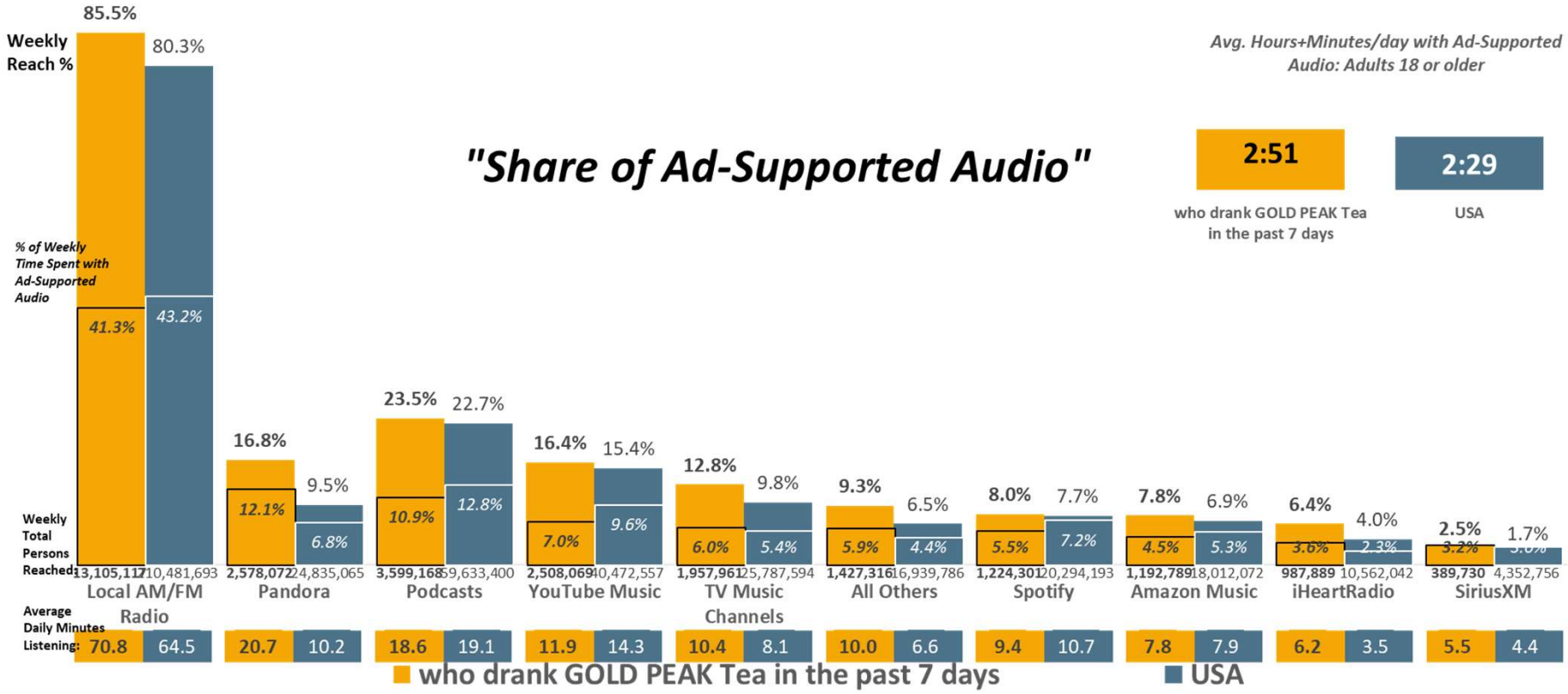
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Beverages (tea in bottles/cans) drank past 7 days: Snapple




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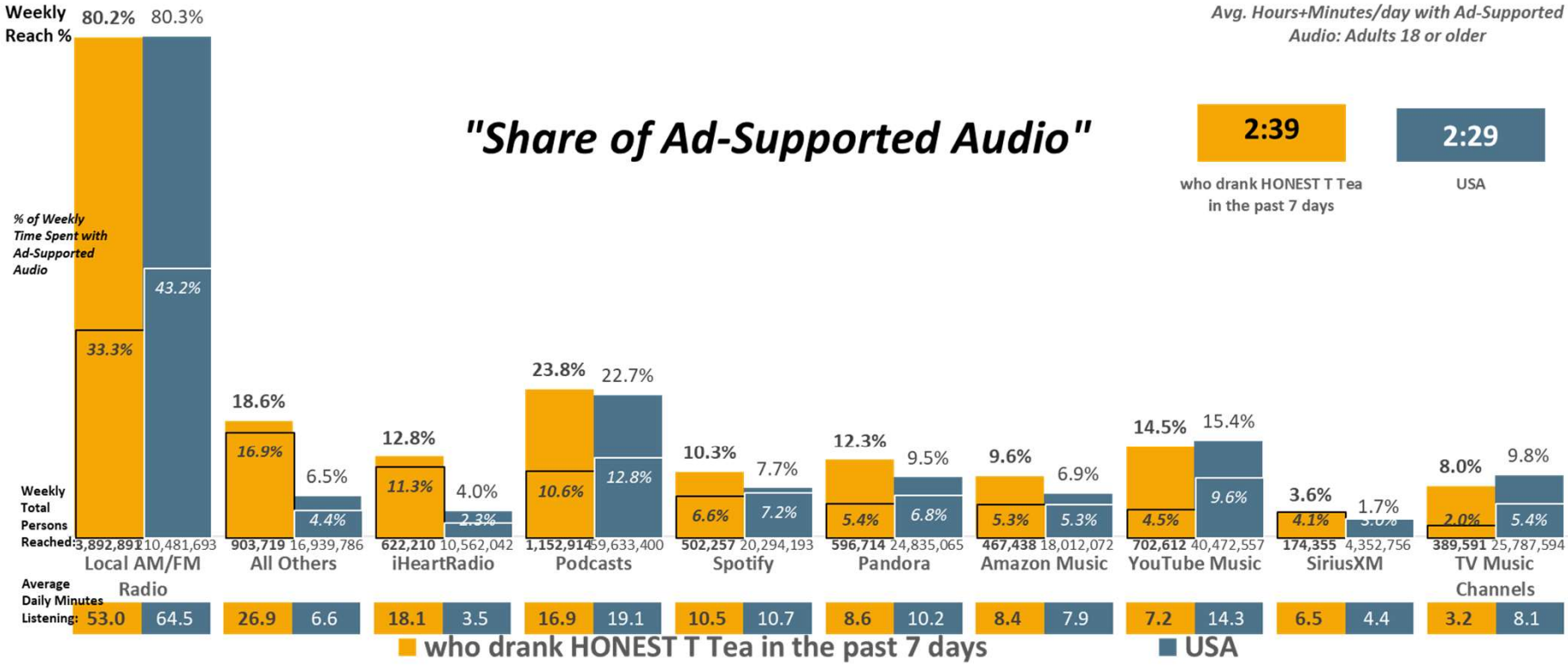
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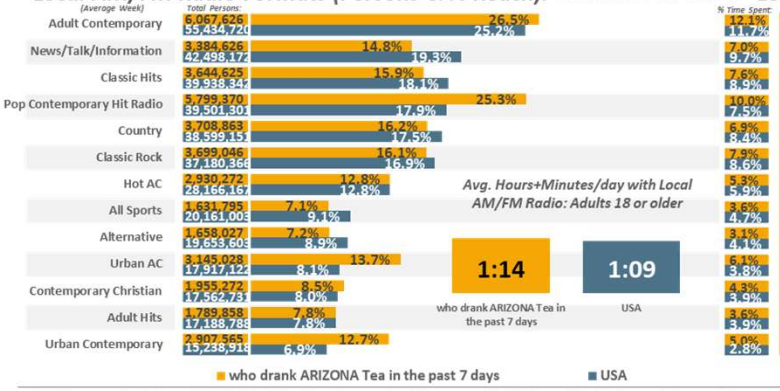
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

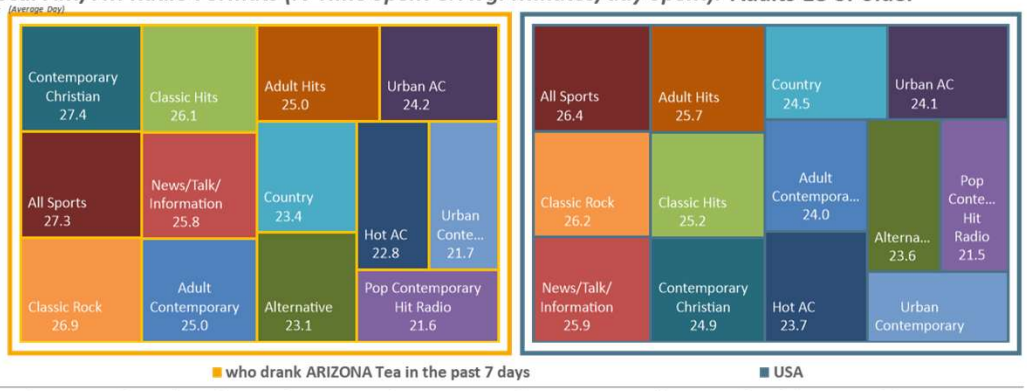



22,118,681 or 81.2% of Adults 18 or older who drank ARIZONA Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

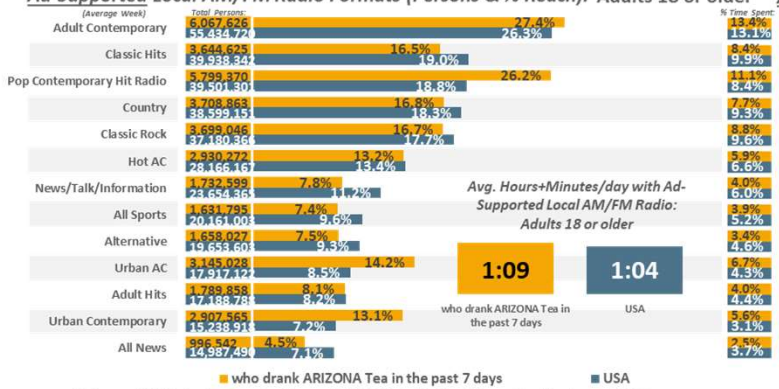
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



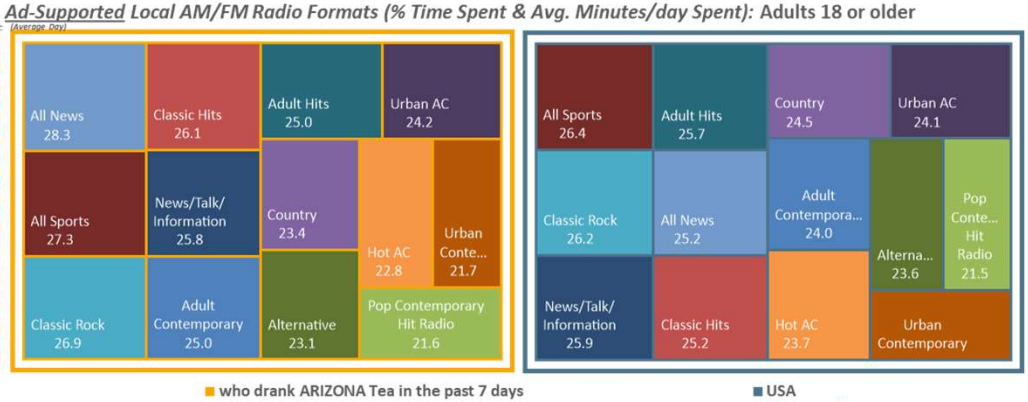

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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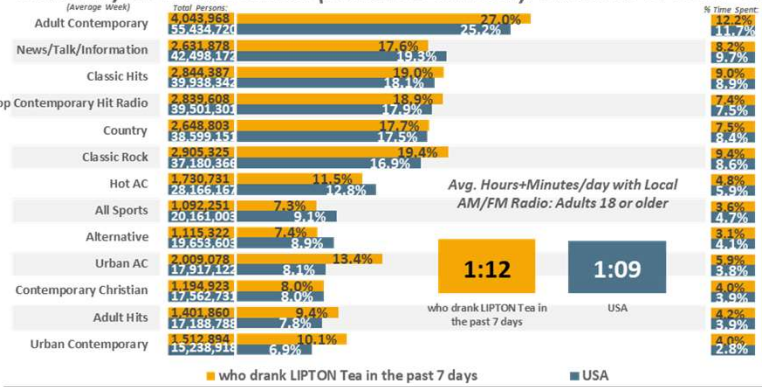
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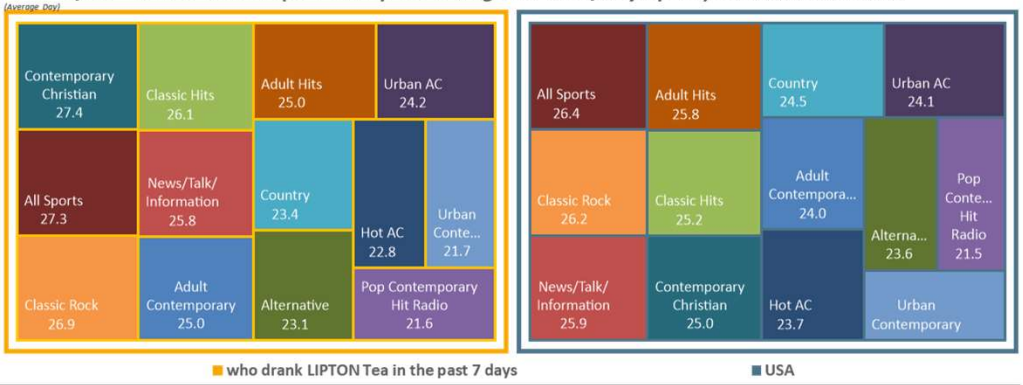



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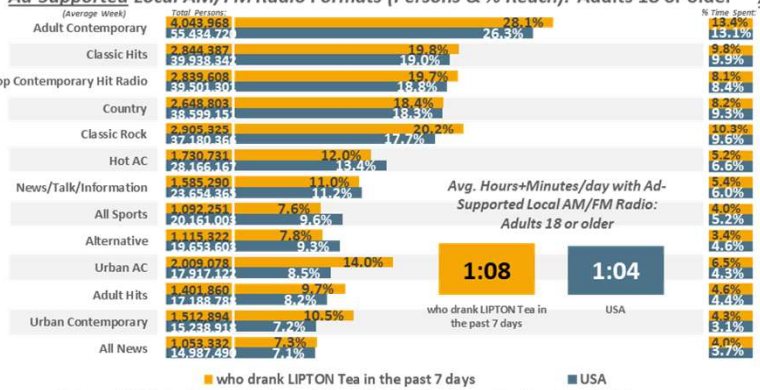
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



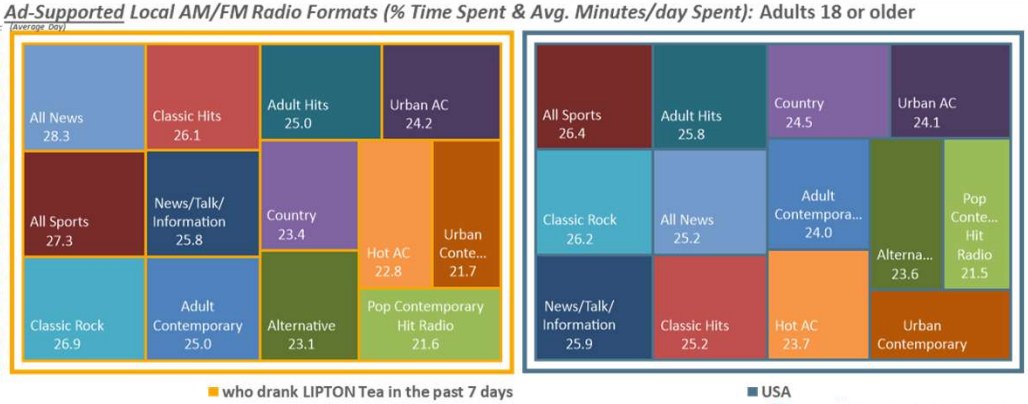

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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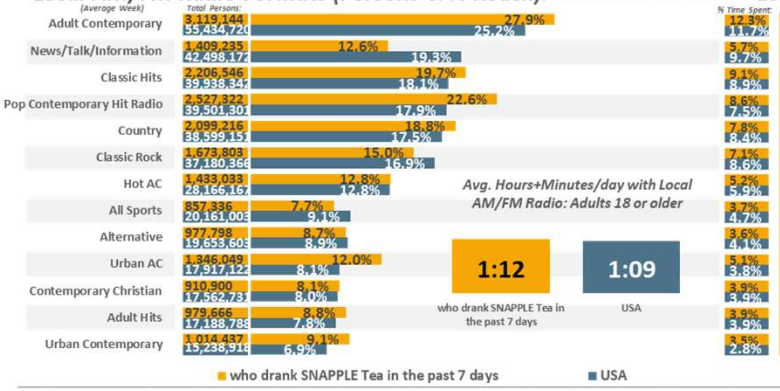
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

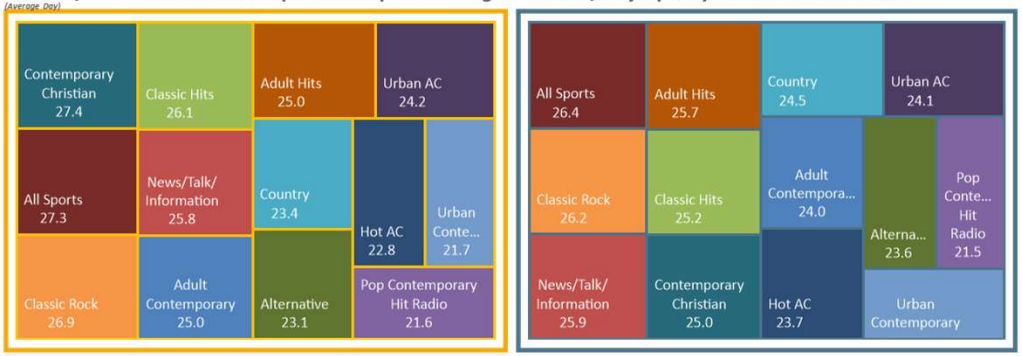



10,774,842 or 83.8% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

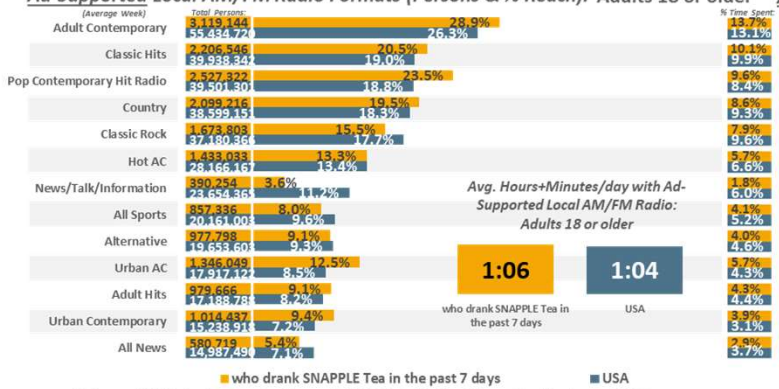
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



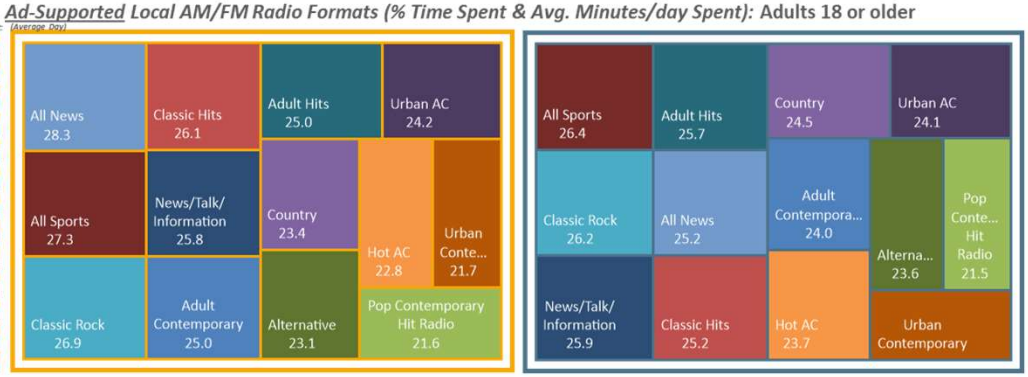

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

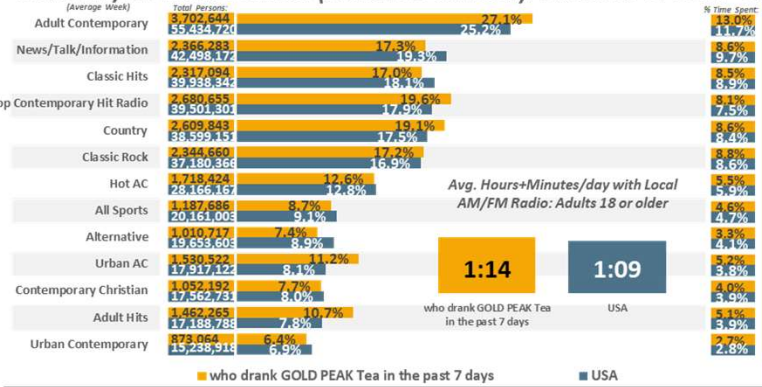
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

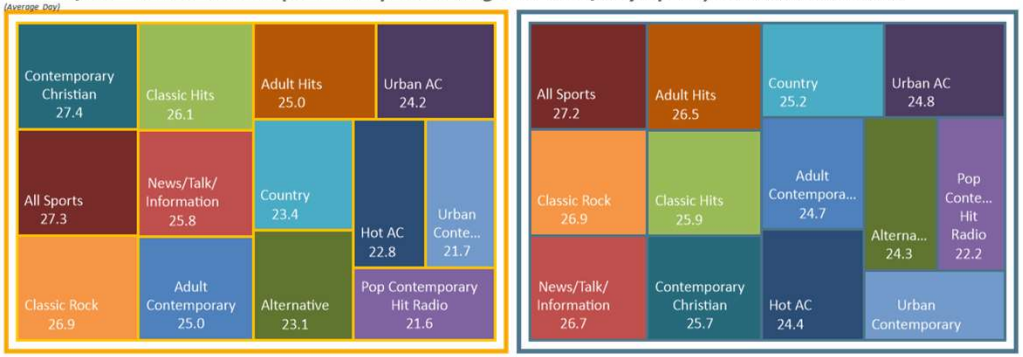


13,105,117 or 85.5% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

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



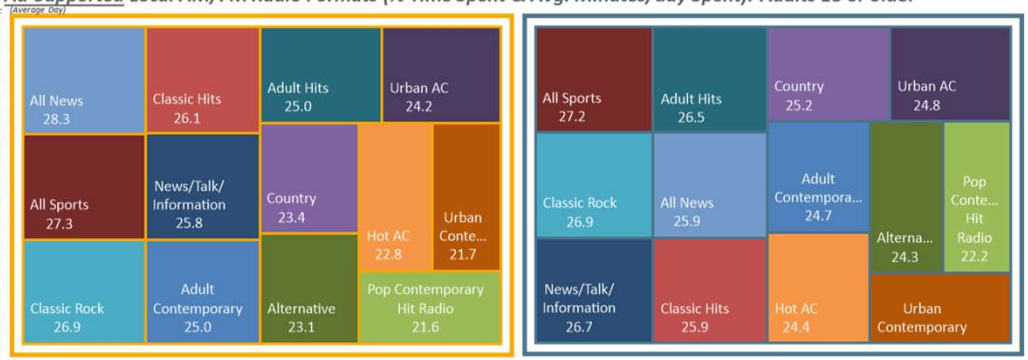

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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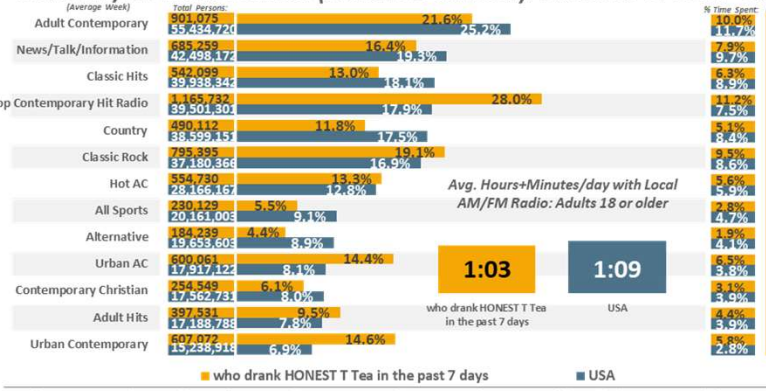
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

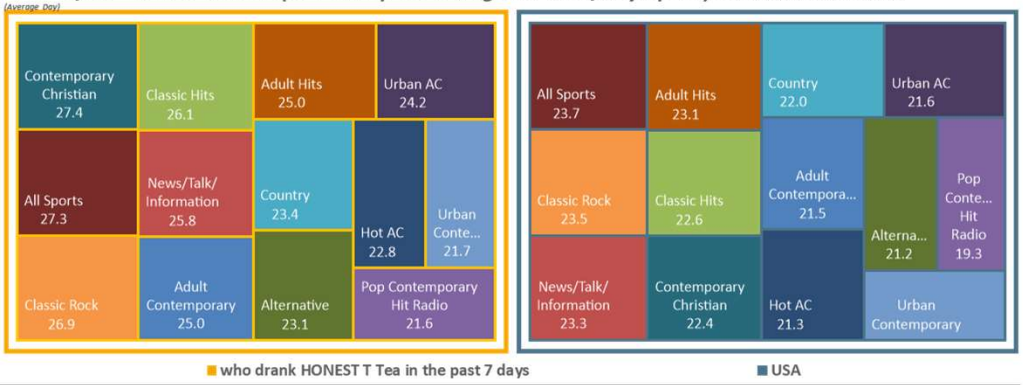



3,892,891 or 80.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Urban Contemporary, and Urban AC.

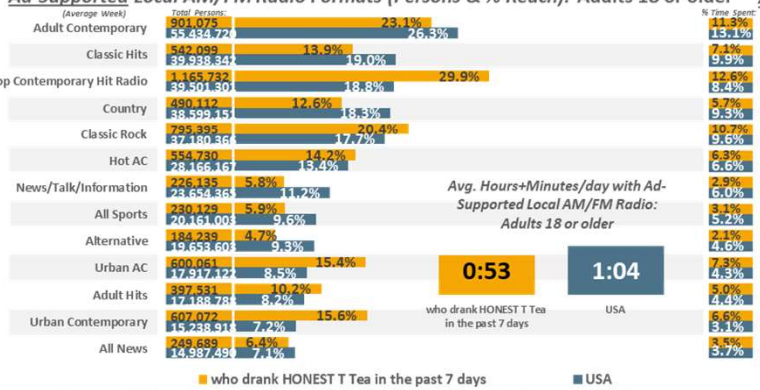
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



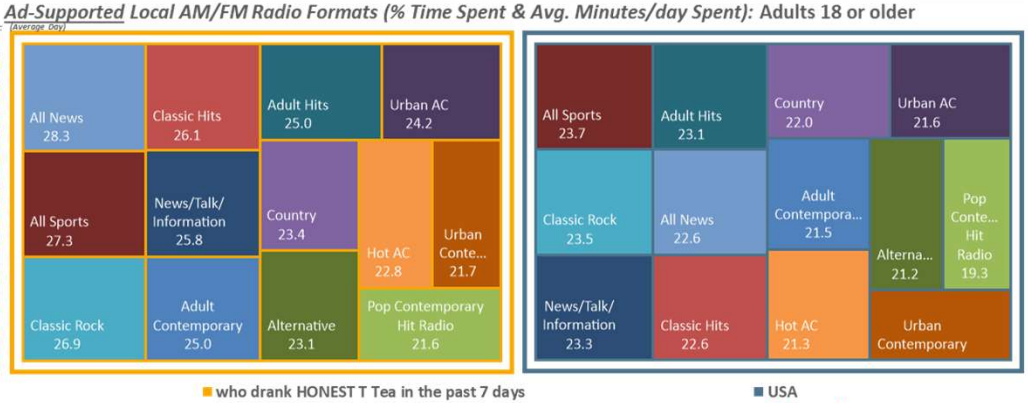

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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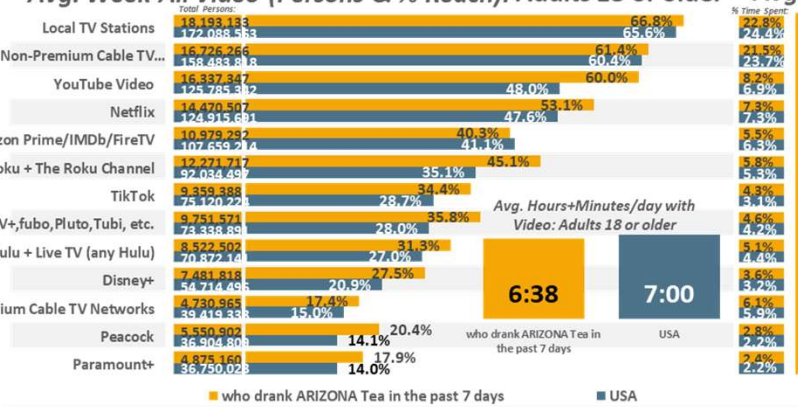
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

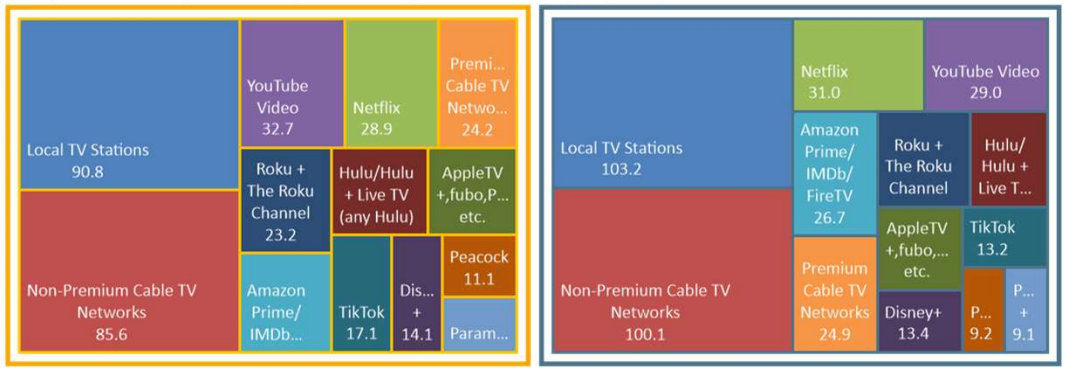



17,822,231 or 65.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

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

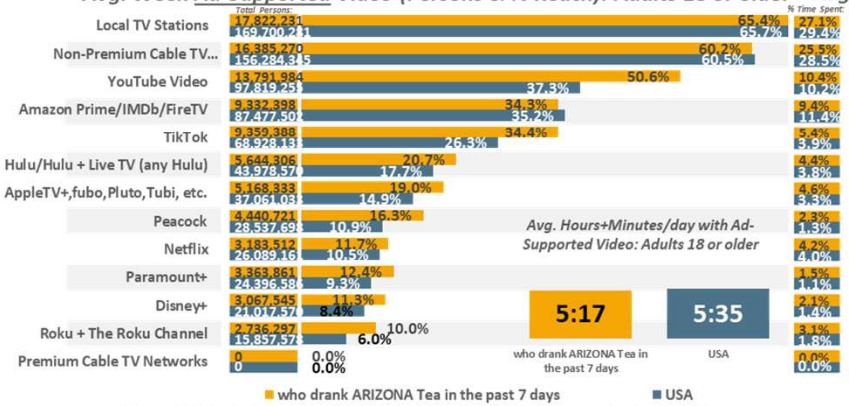



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

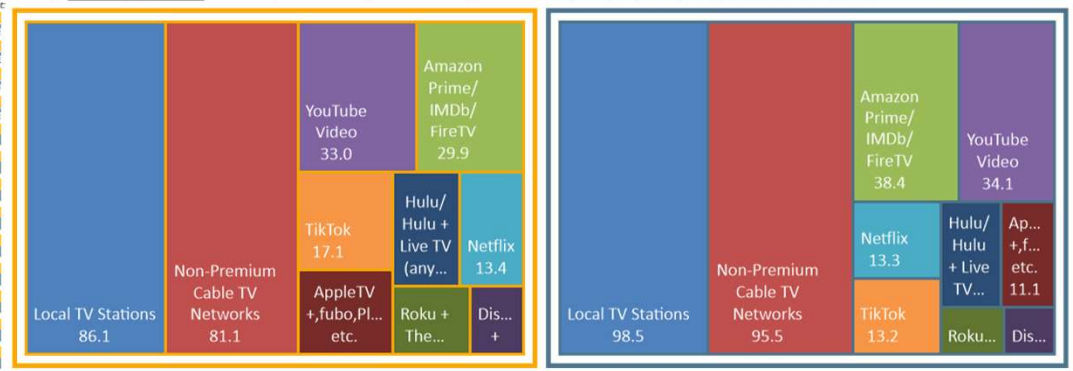



■ who drank ARIZONA Tea in the past 7 days ■ USA

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




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




■ who drank ARIZONA Tea in the past 7 days ■ USA

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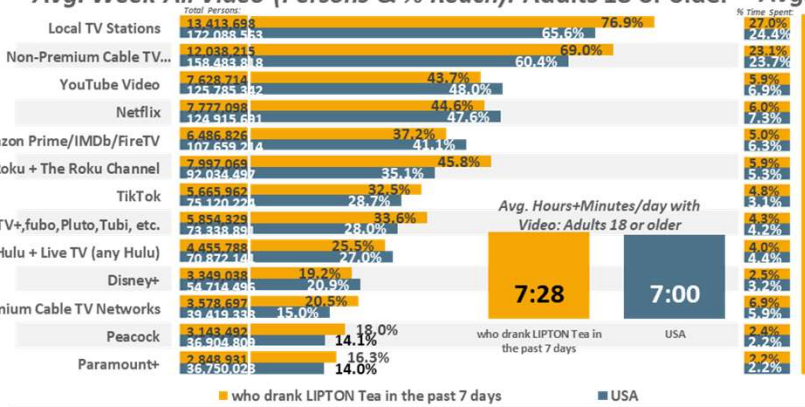
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

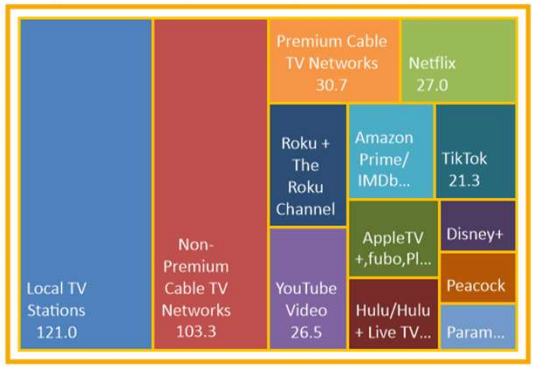


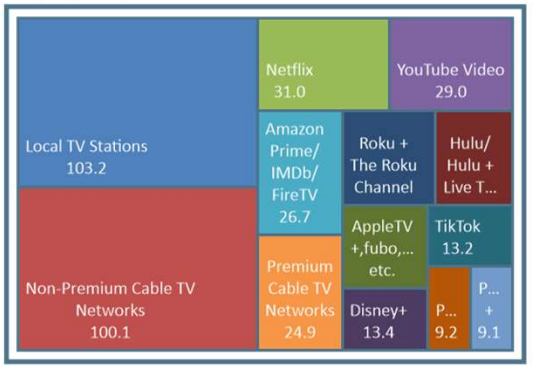

12,985,697 or 74.4% of Adults 18 or older who drank LIPTON Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

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

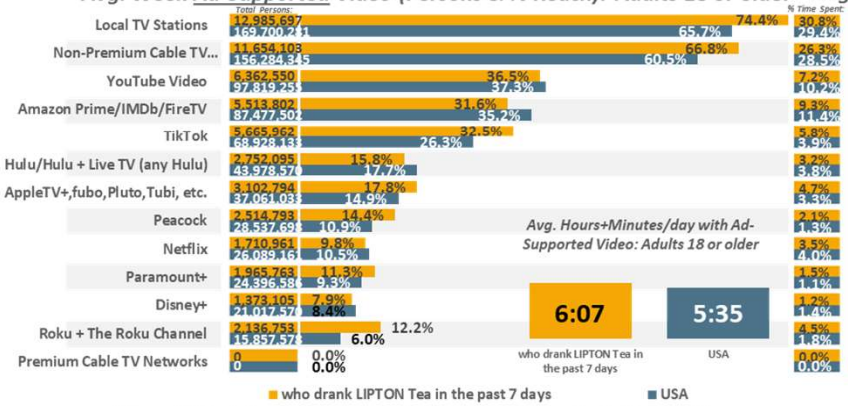



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

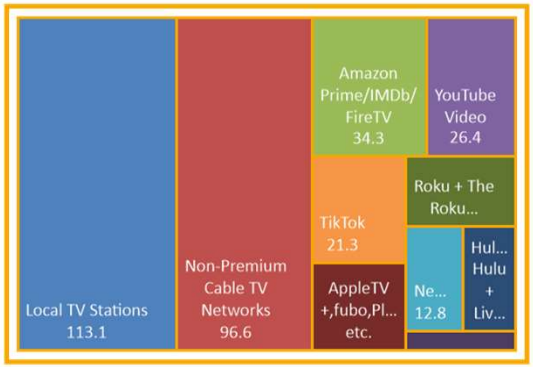


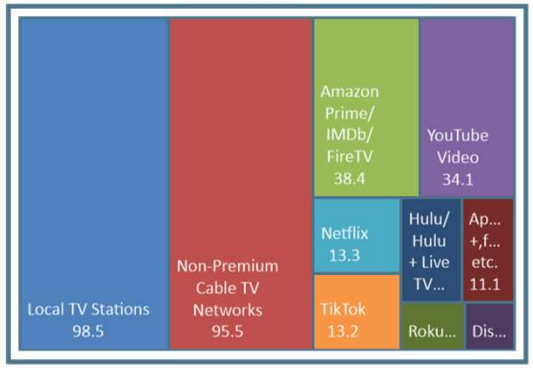




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




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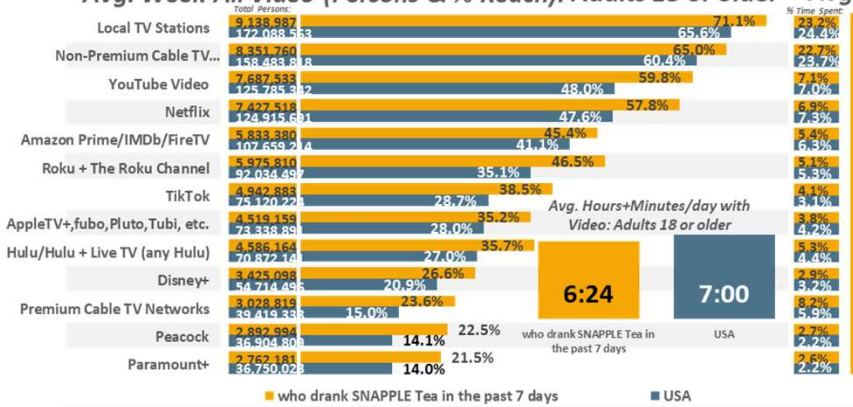
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

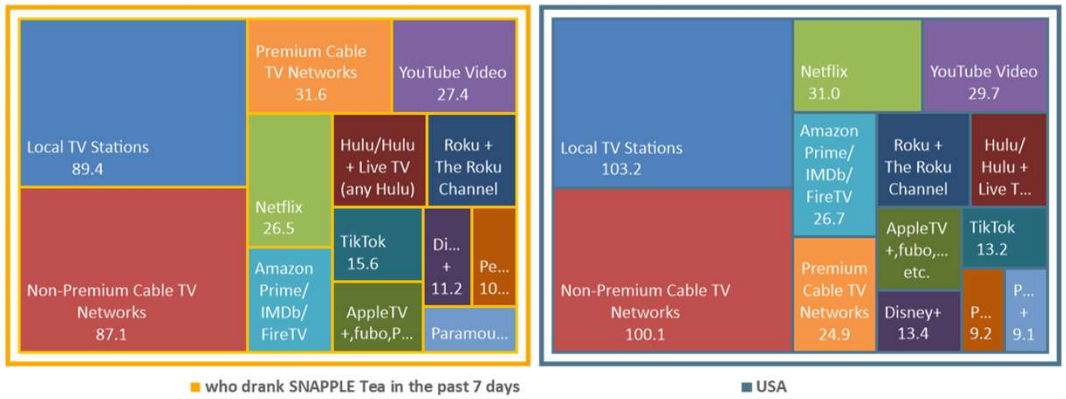



8,902,276 or 69.3% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

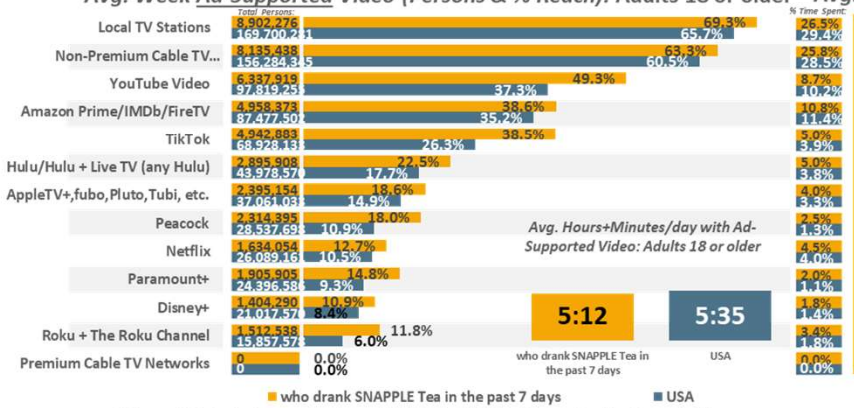
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



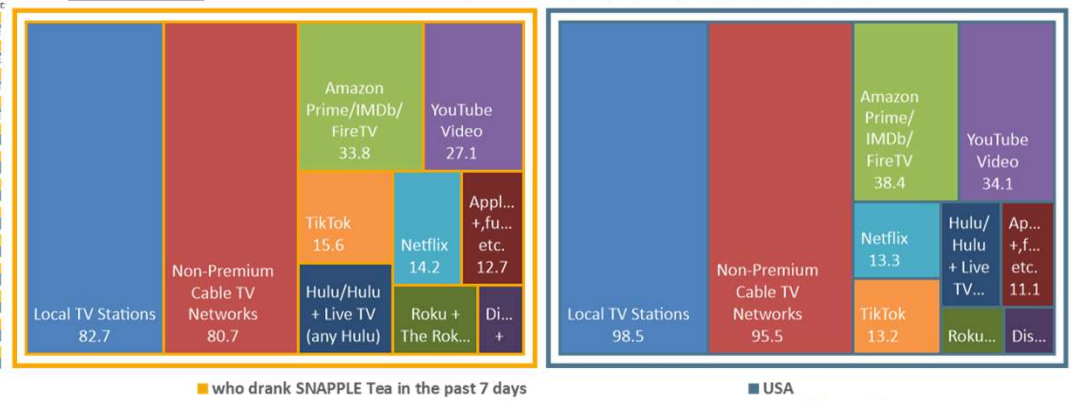

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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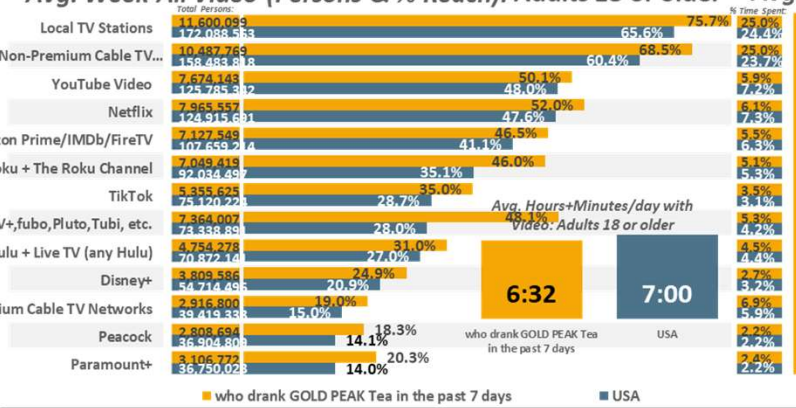
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

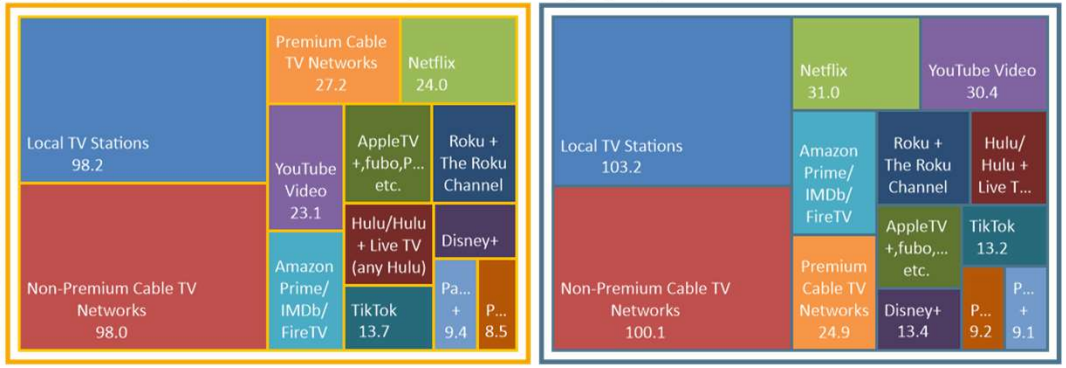



11,344,824 or 74.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

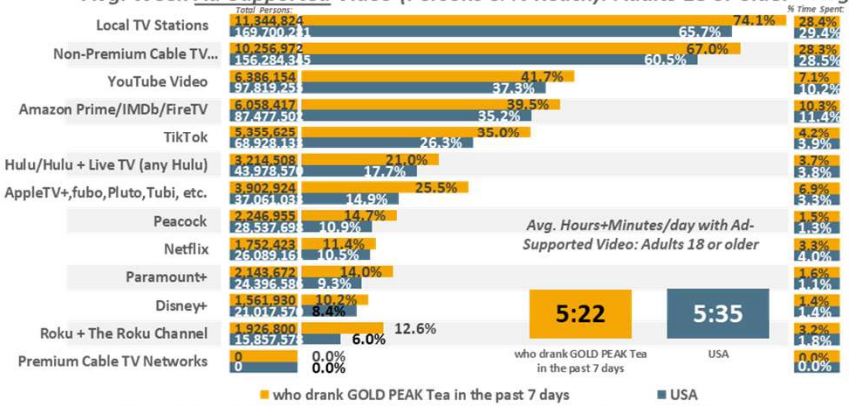
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



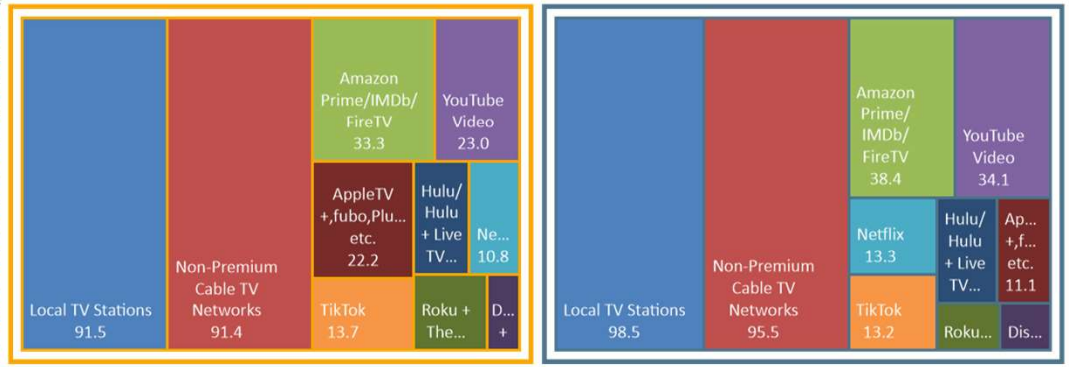

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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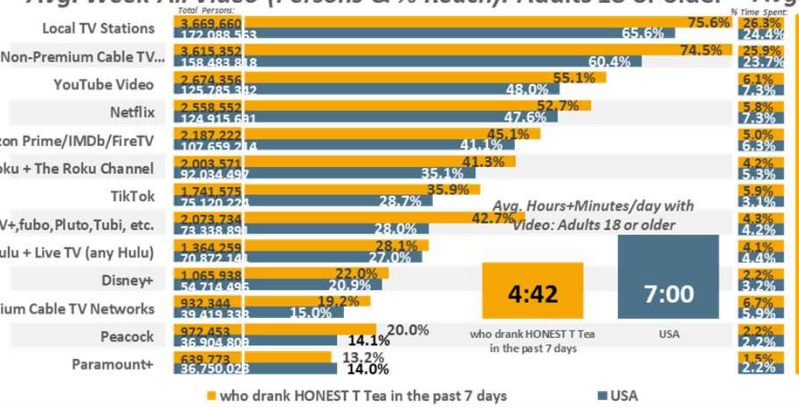
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

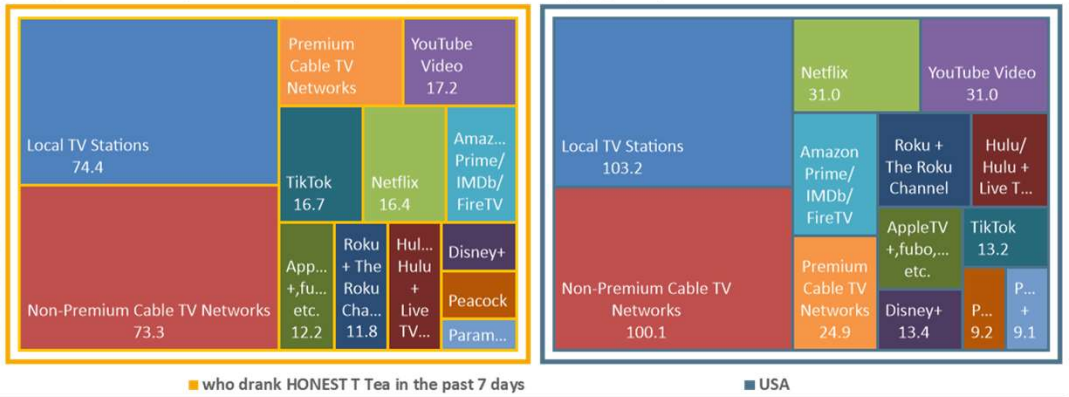



3,519,695 or 72.5% of Adults 18 or older who drank HONEST T Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

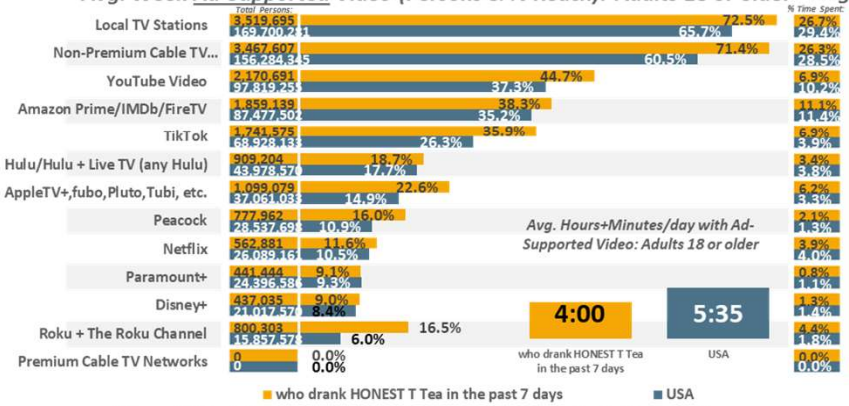
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



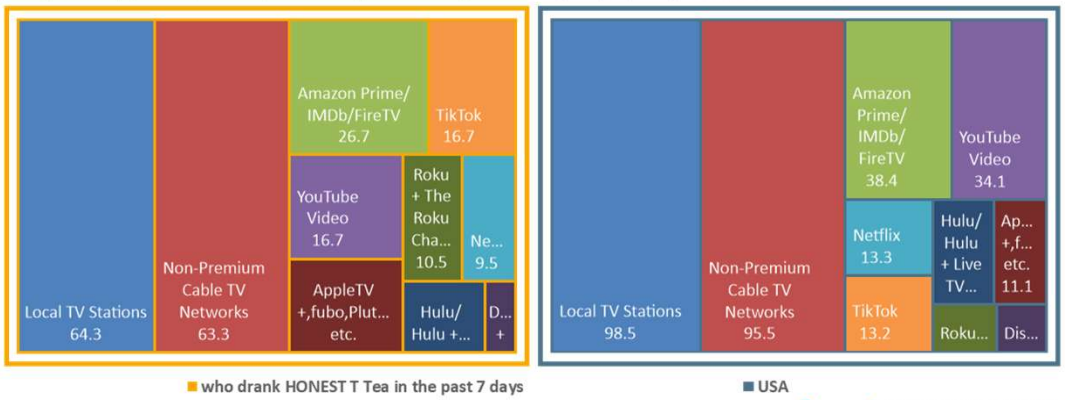

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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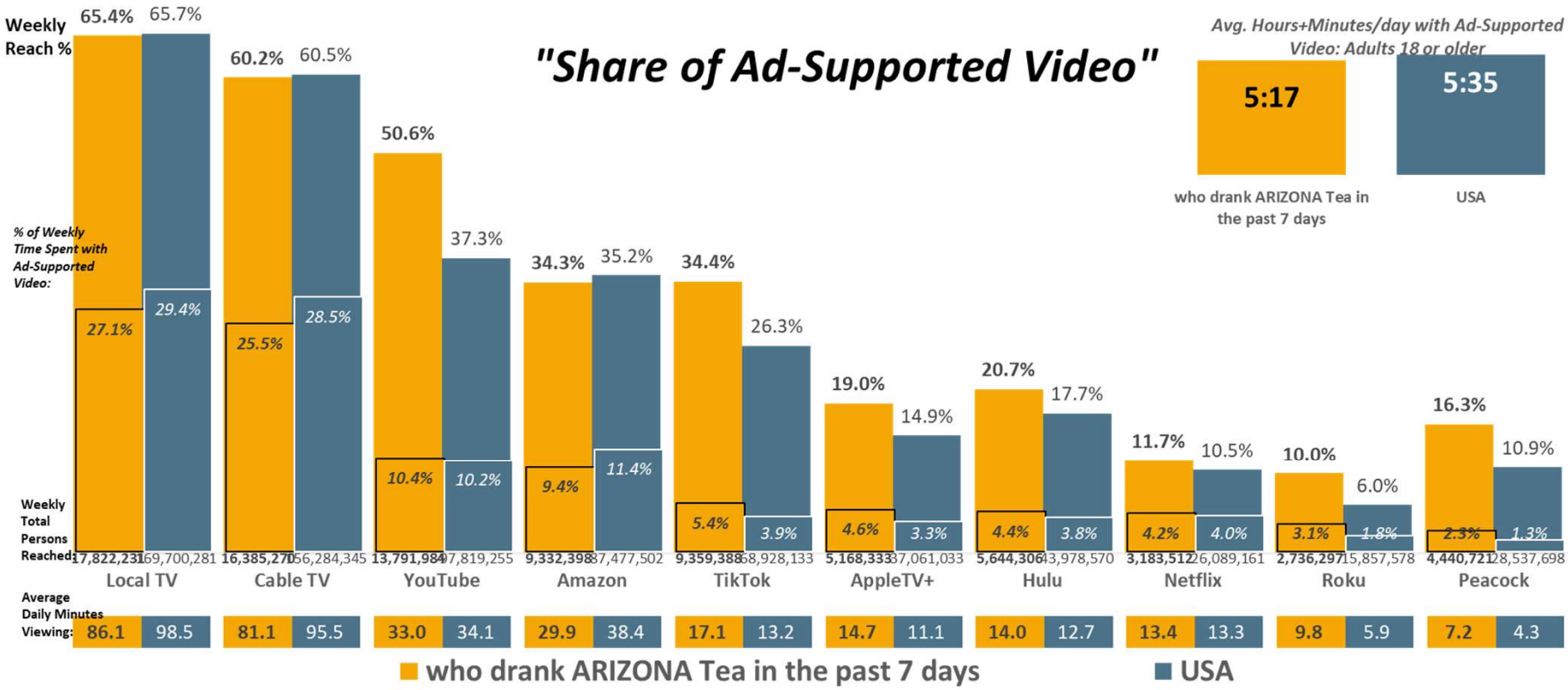
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




17,822,231 or 65.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.




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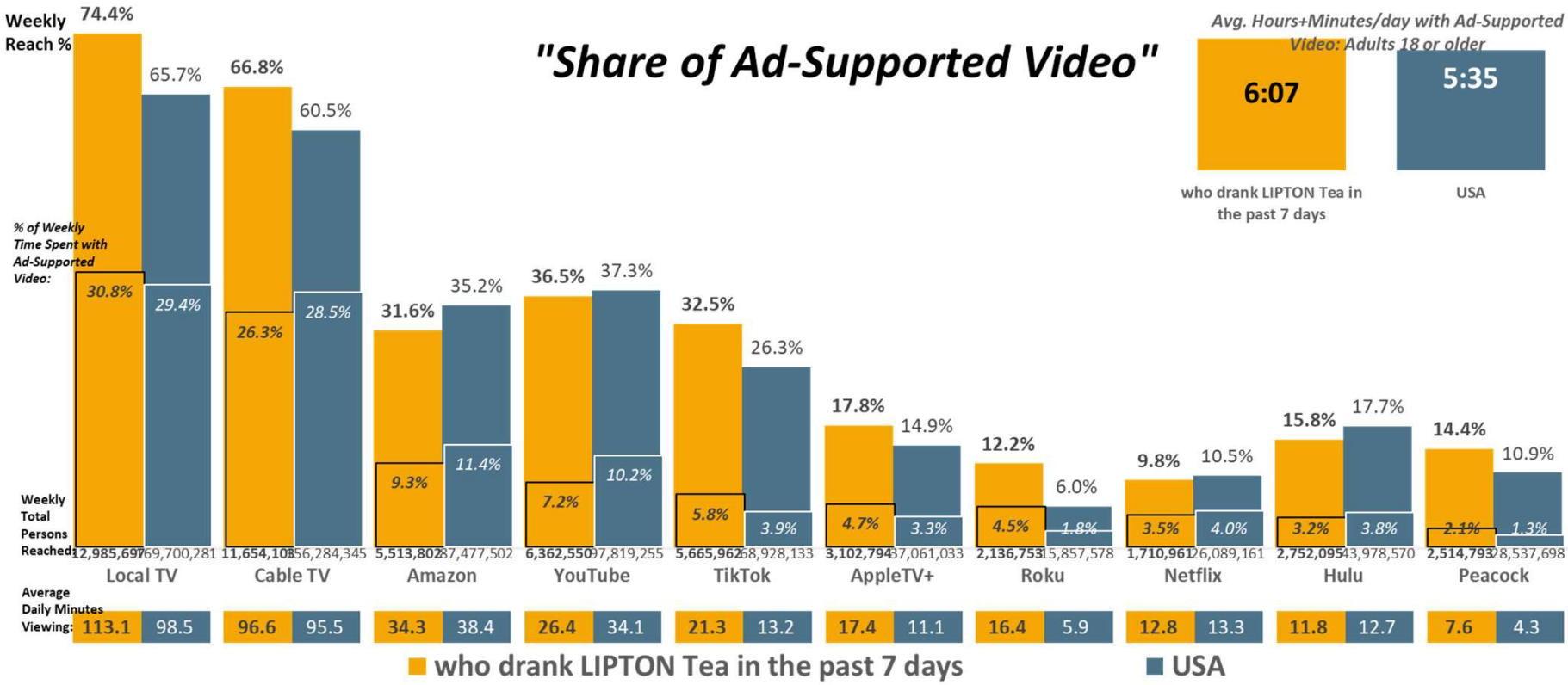
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Beverages (tea in bottles/cans) drank past 7 days: Arizona




12,985,697 or 74.4% of Adults 18 or older who drank LIPTON Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.




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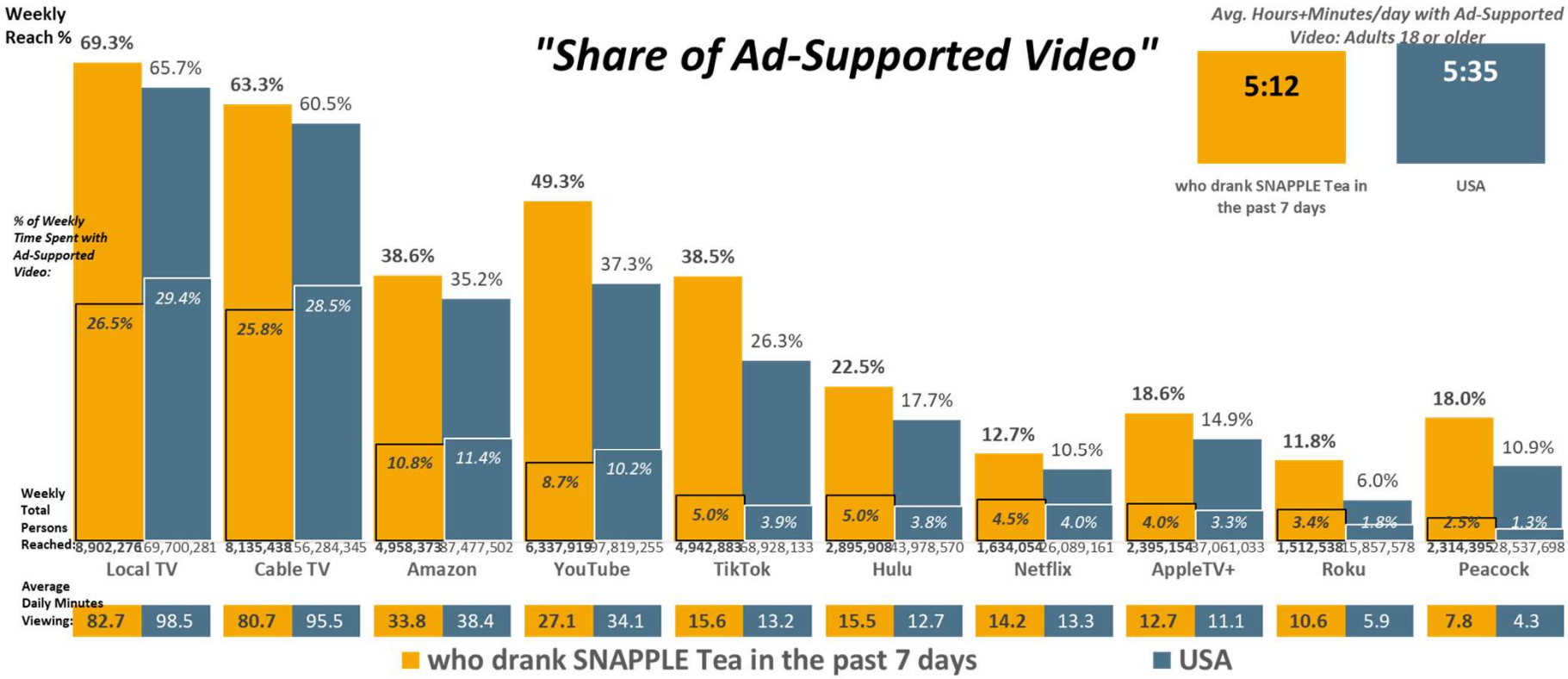
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Beverages (tea in bottles/cans) drank past 7 days: Lipton




8,902,276 or 69.3% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.




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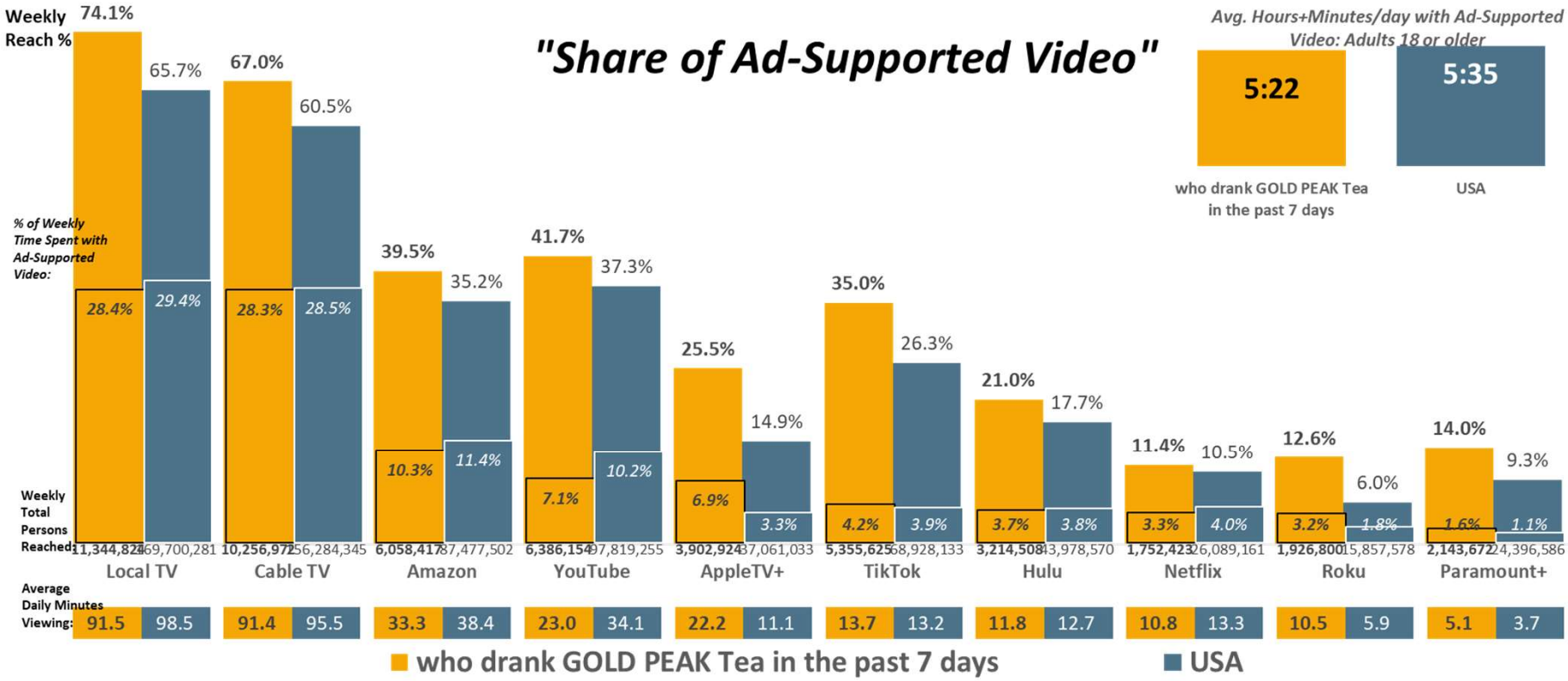
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Beverages (tea in bottles/cans) drank past 7 days: Snapple




11,344,824 or 74.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.




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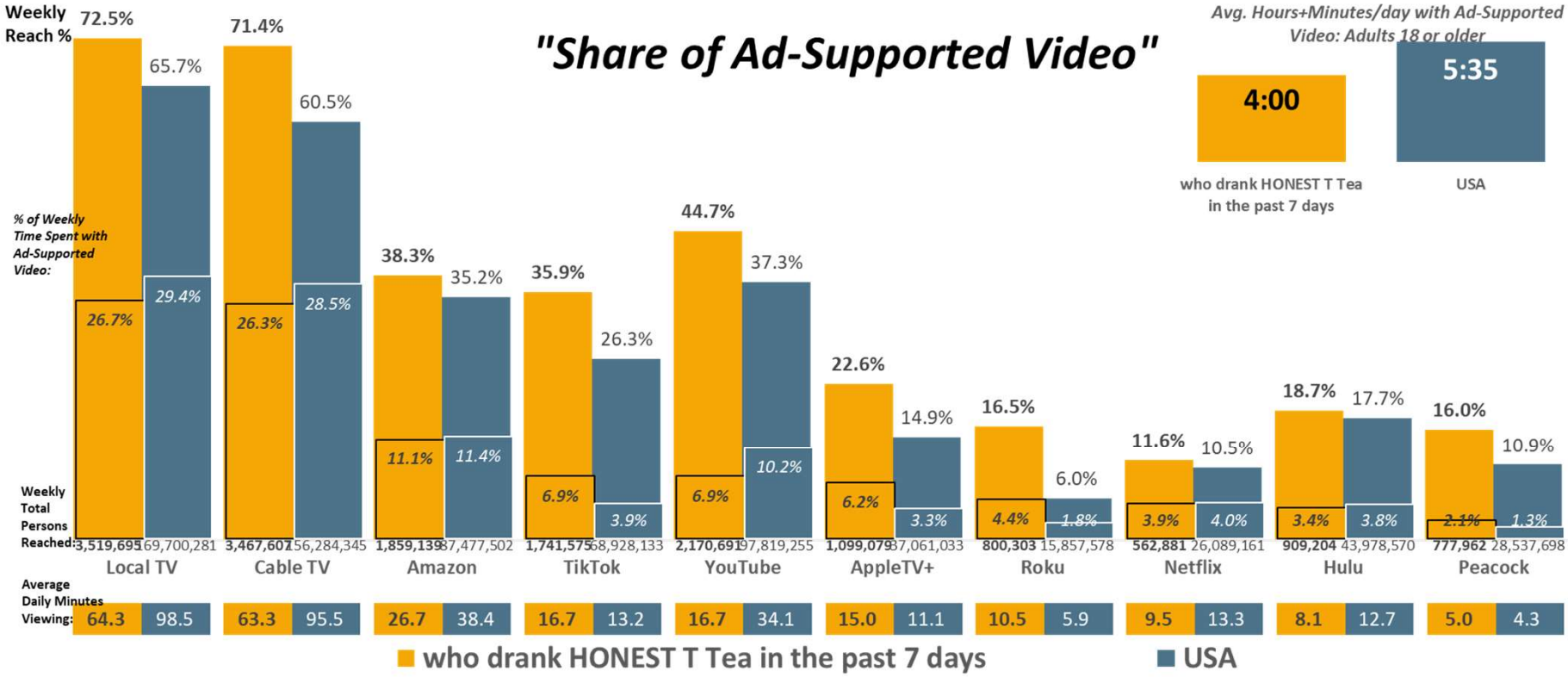
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Beverages (tea in bottles/cans) drank past 7 days: Gold Peak




3,519,695 or 72.5% of Adults 18 or older who drank HONEST T Tea in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.




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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

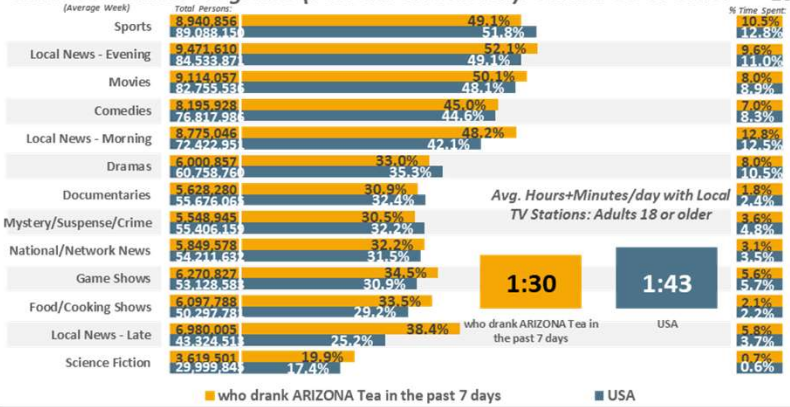
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Beverages (tea in bottles/cans) drank past 7 days: Honest Tea

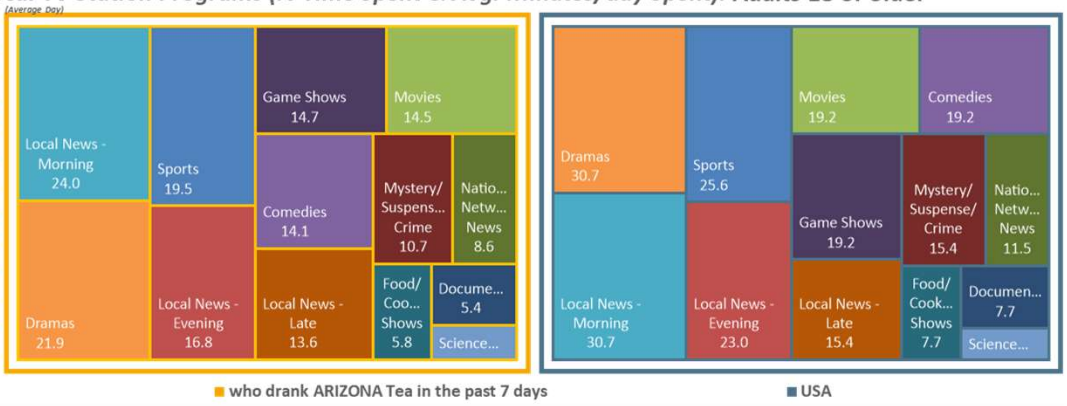



17,822,231 or 65.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Local News - Late.

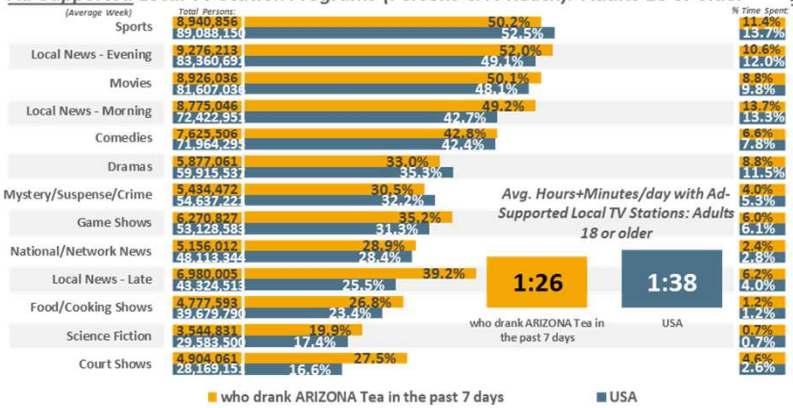
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



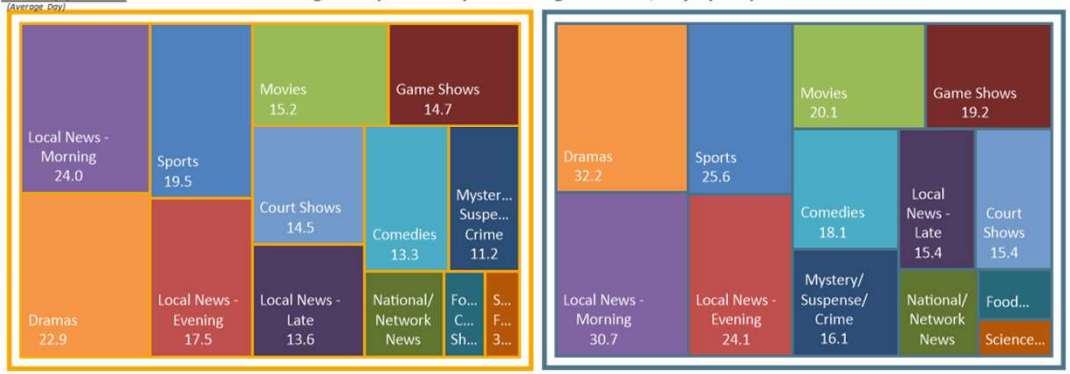

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

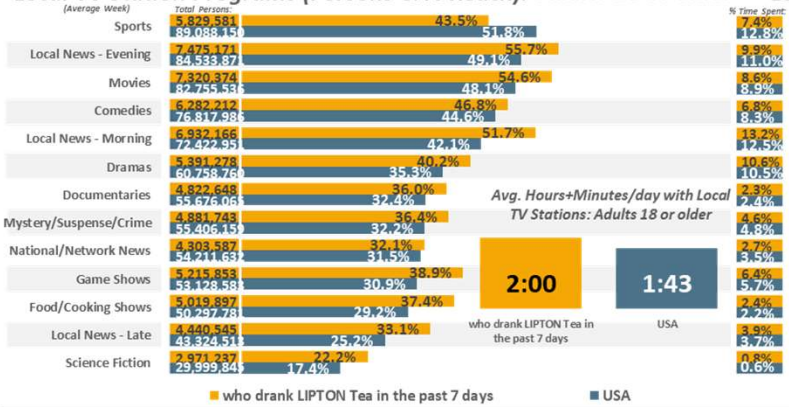
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

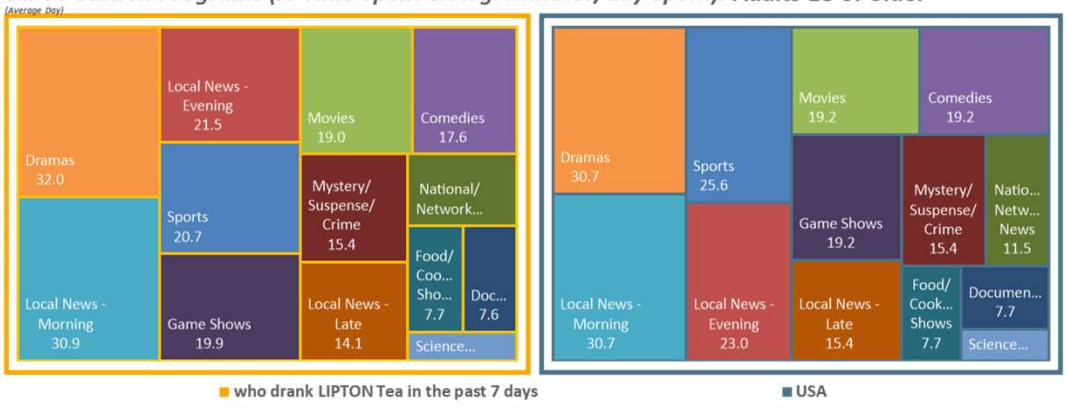



12,985,697 or 74.4% of Adults 18 or older who drank LIPTON Tea in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Sports, and Dramas.

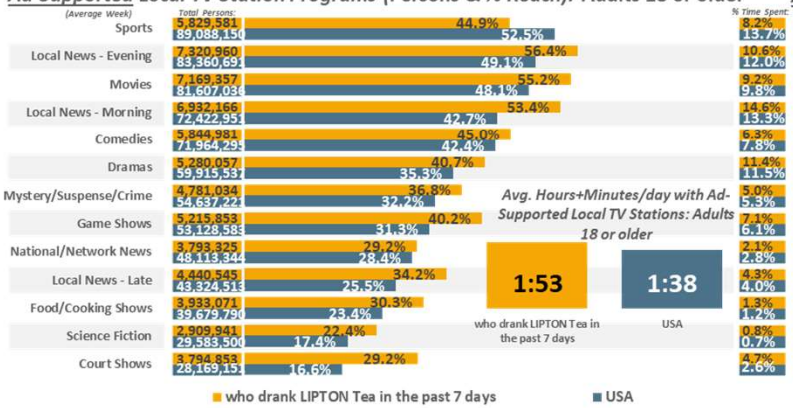
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



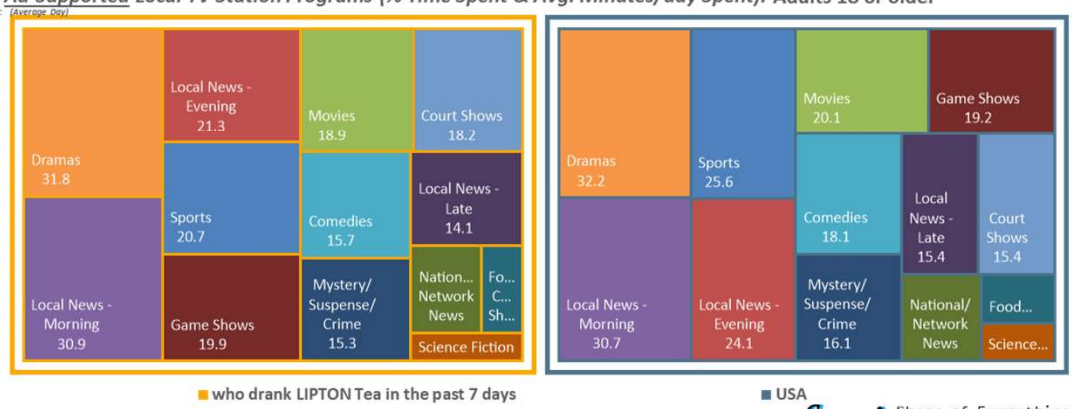

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,201*

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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

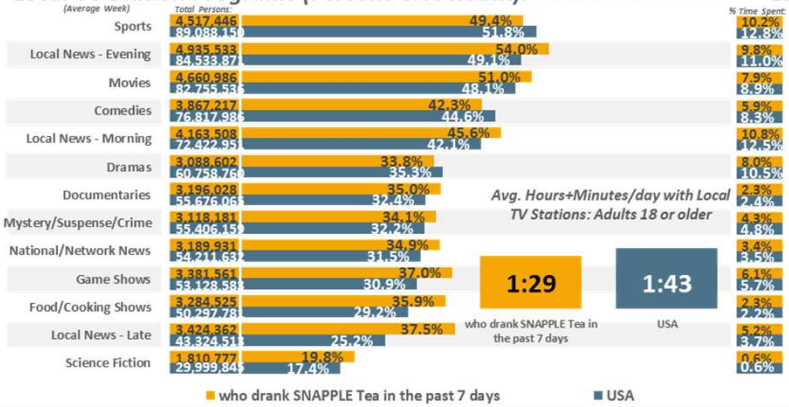
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

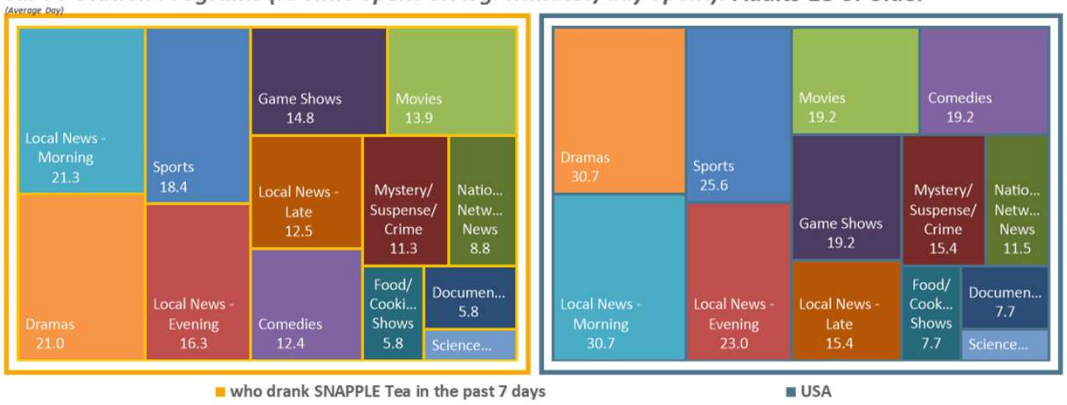



8,902,276 or 69.3% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Local News - Late.

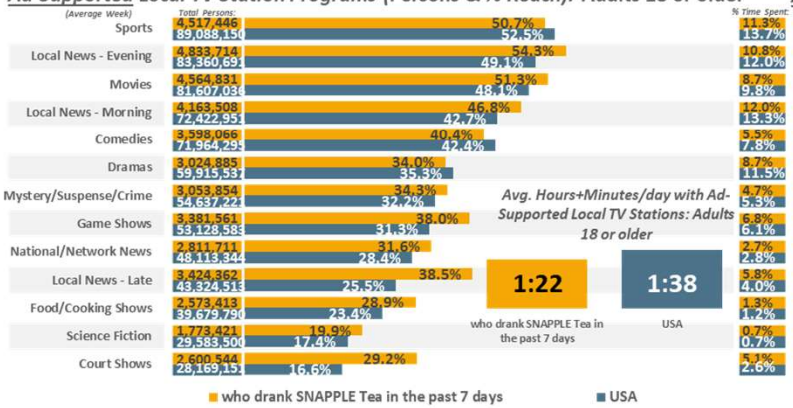
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



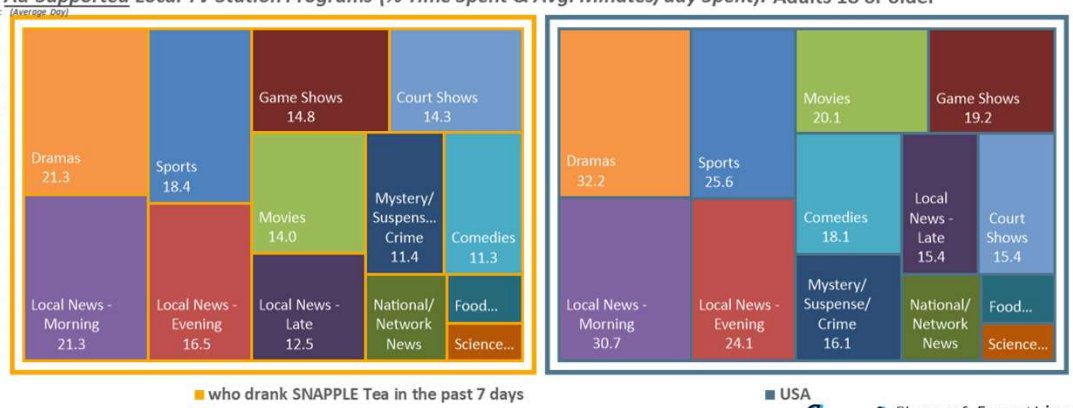

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

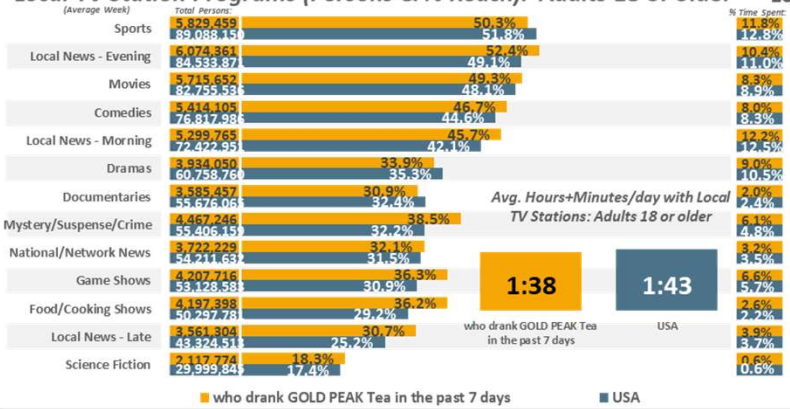
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

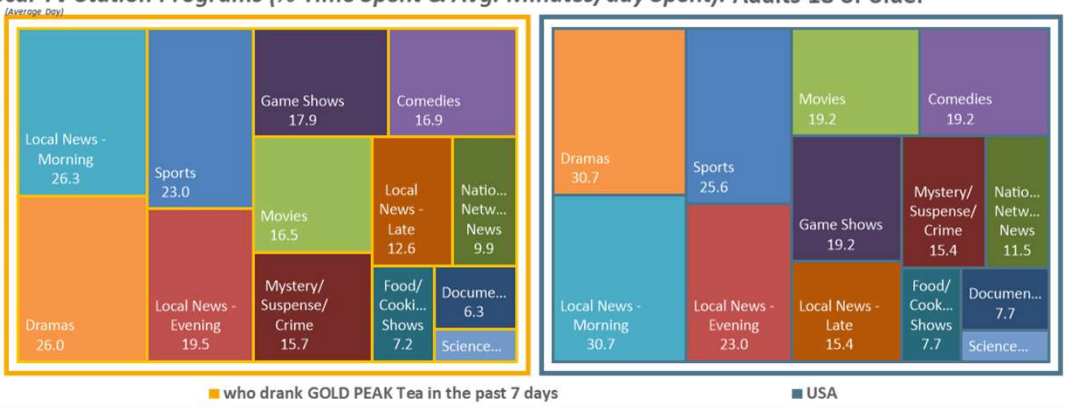



11,344,824 or 74.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

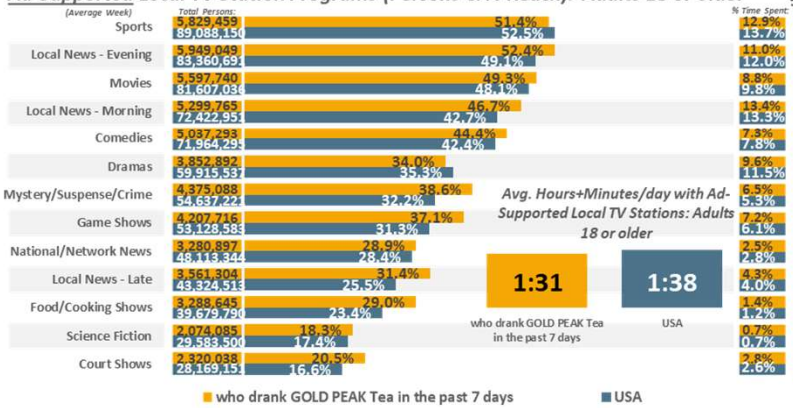
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



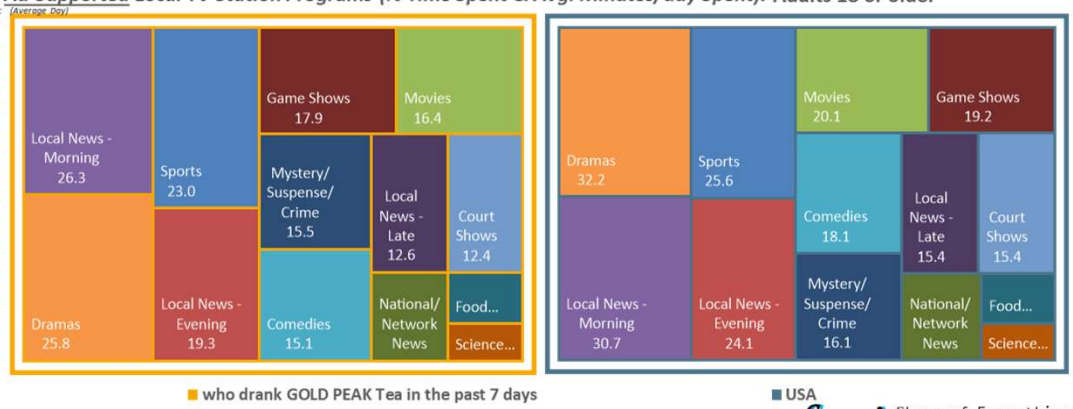

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

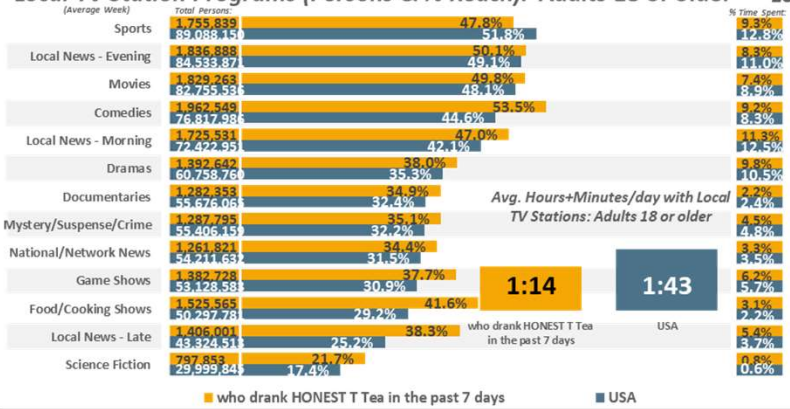
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

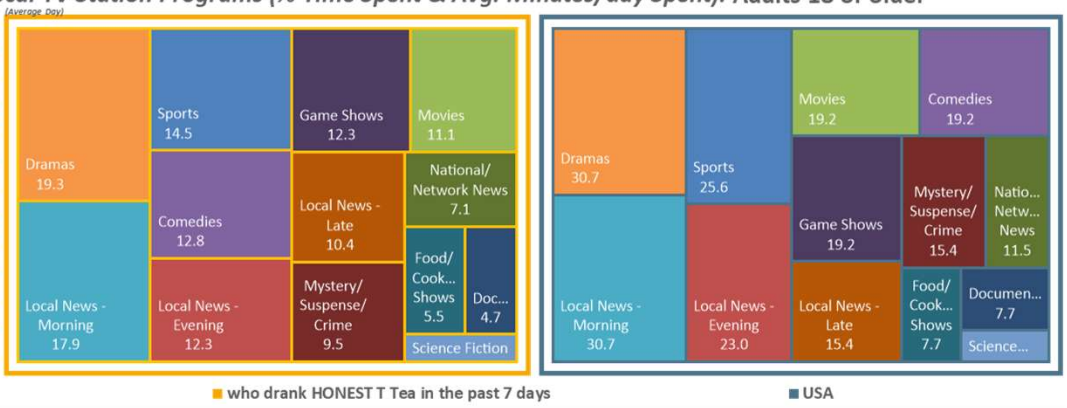



3,519,695 or 72.5% of Adults 18 or older who drank HONEST T Tea in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Movies, Sports, Local News - Morning, and Local News - Late.

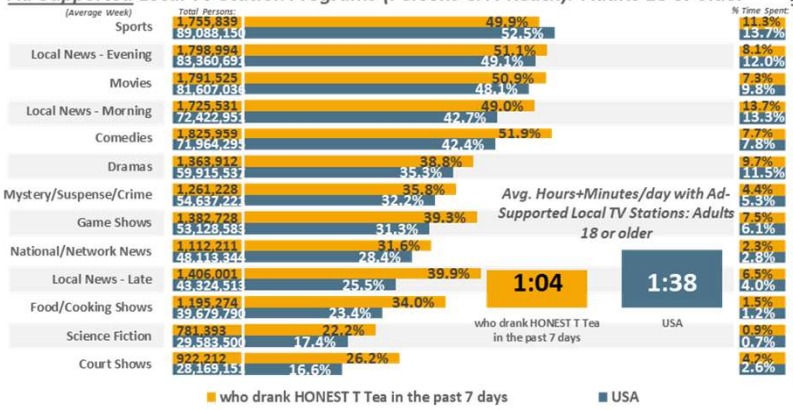
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



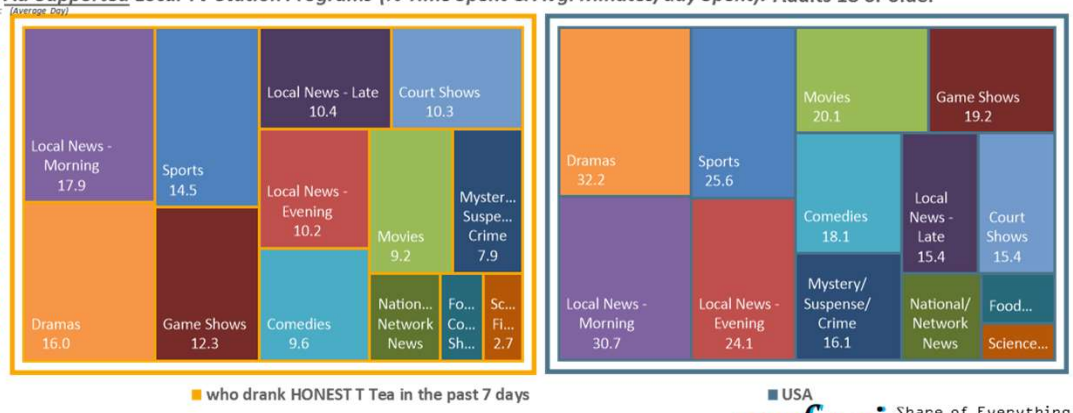

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

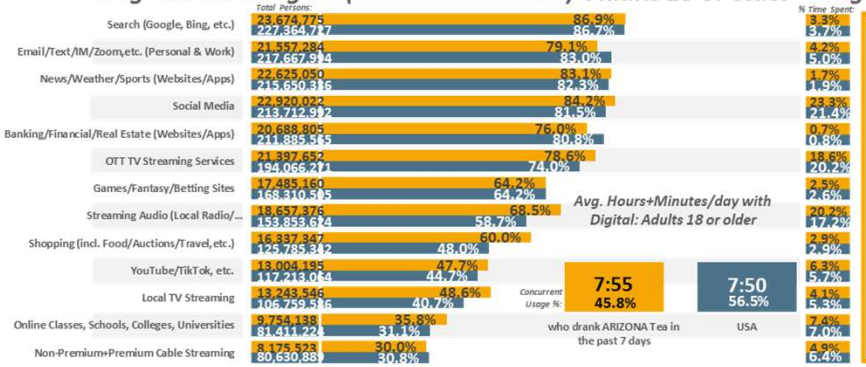
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

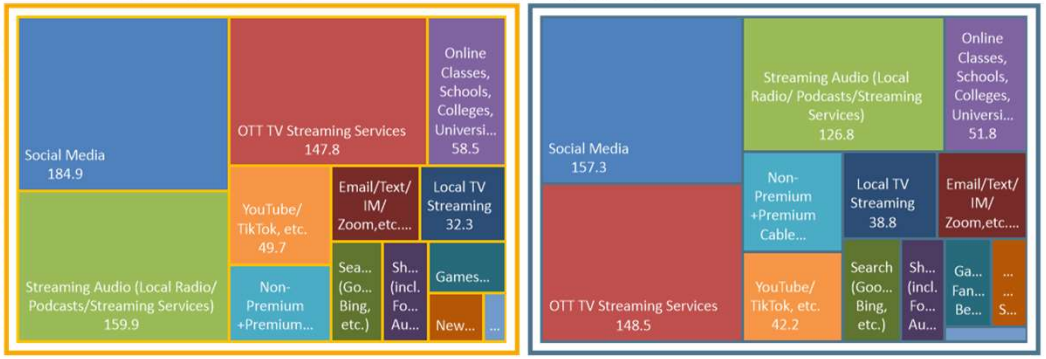



20,817,636 or 76.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

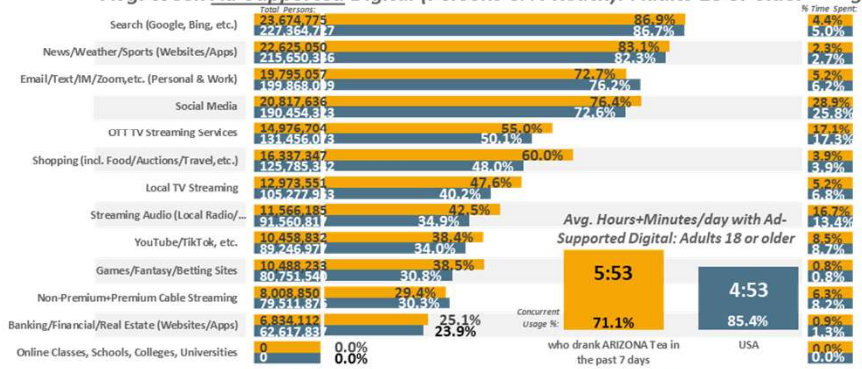
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



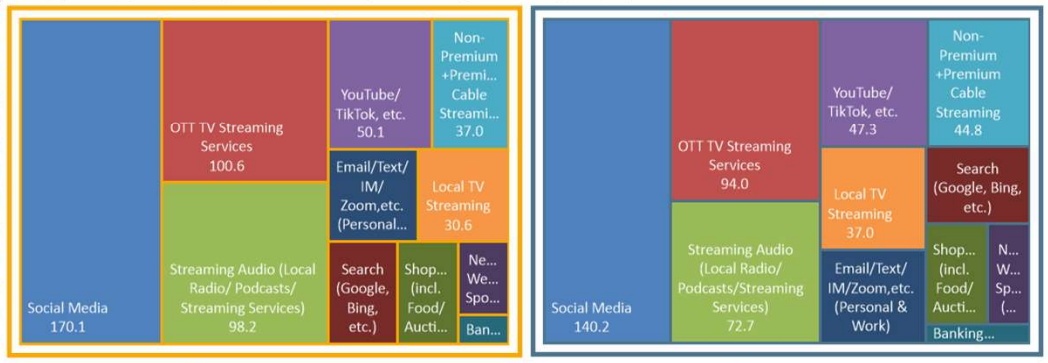

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach):* Adults 18 or older




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

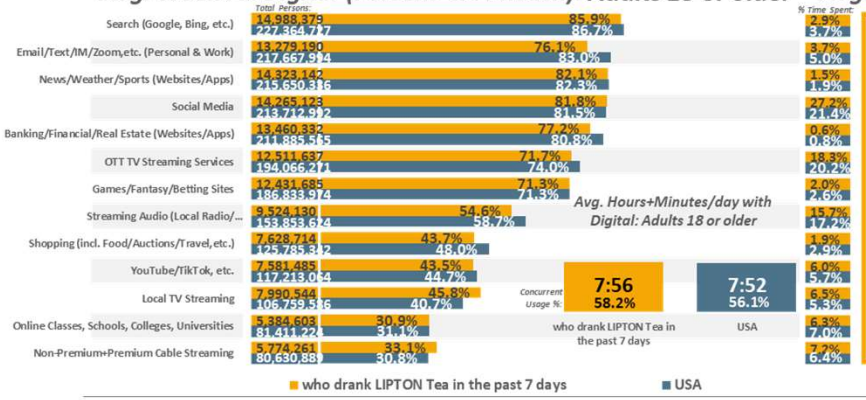
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

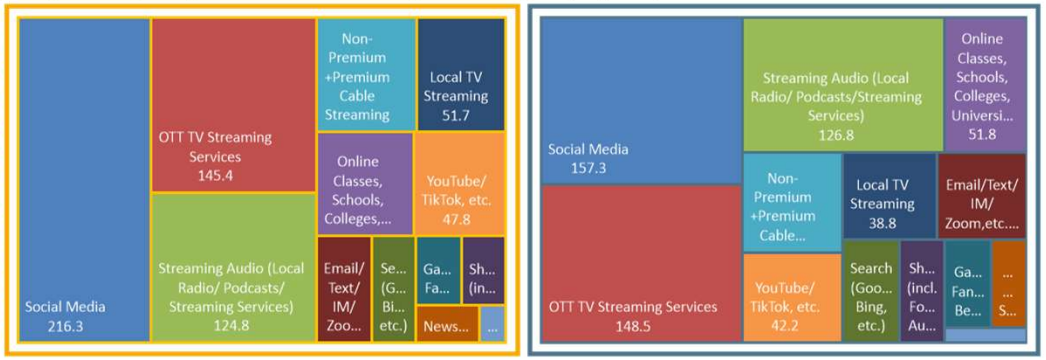



12,596,066 or 72.2% of Adults 18 or older who drank LIPTON Tea in the past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

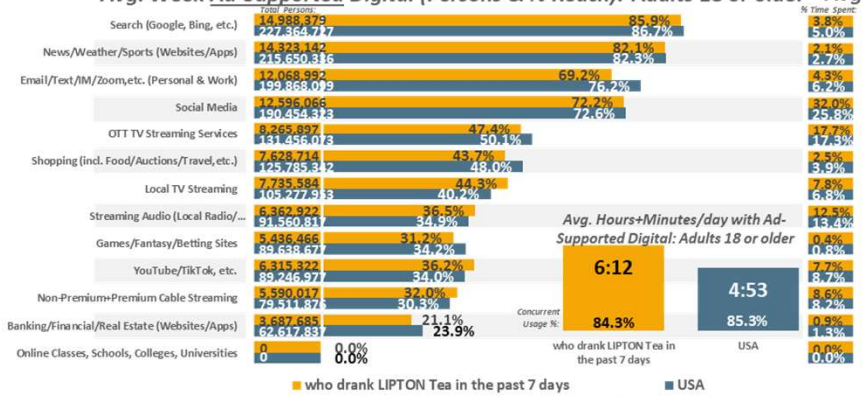
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



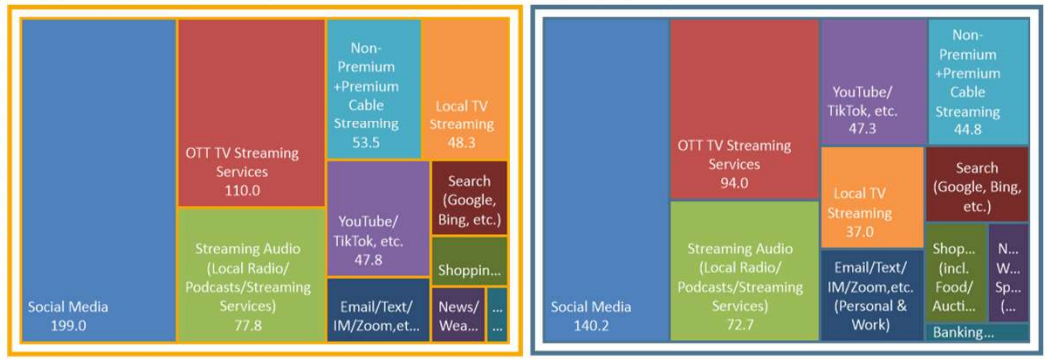

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

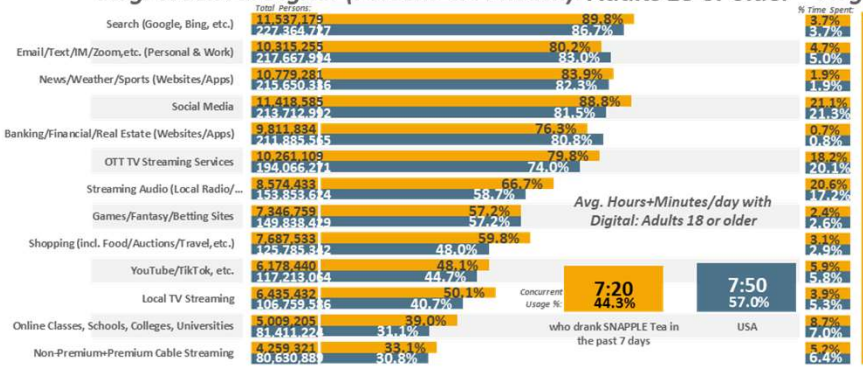
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

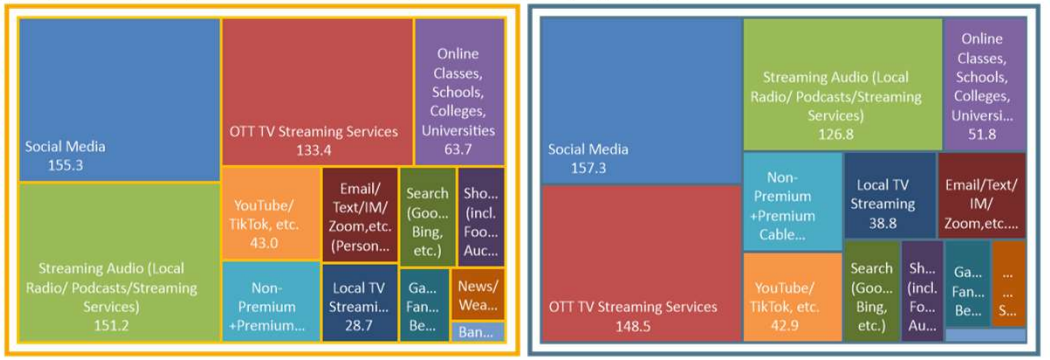



9,893,295 or 77.% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

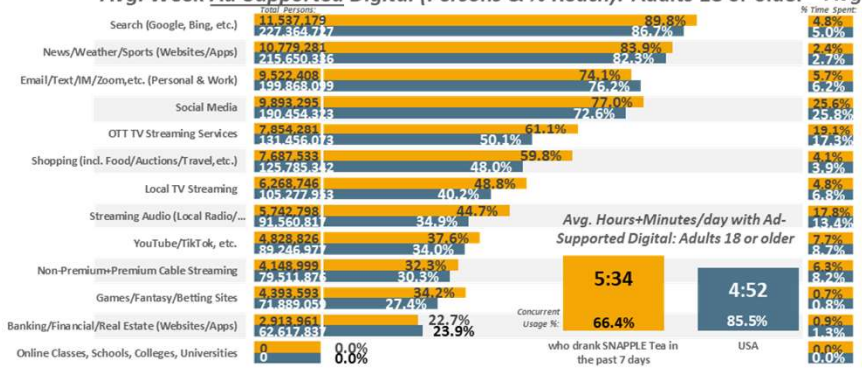
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



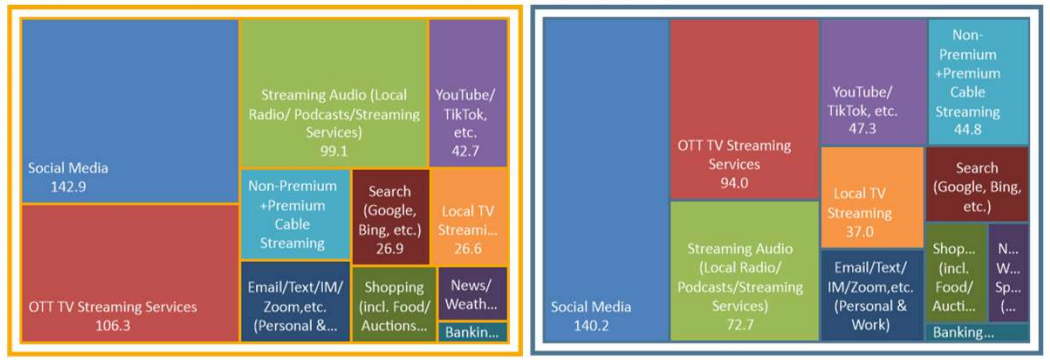

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

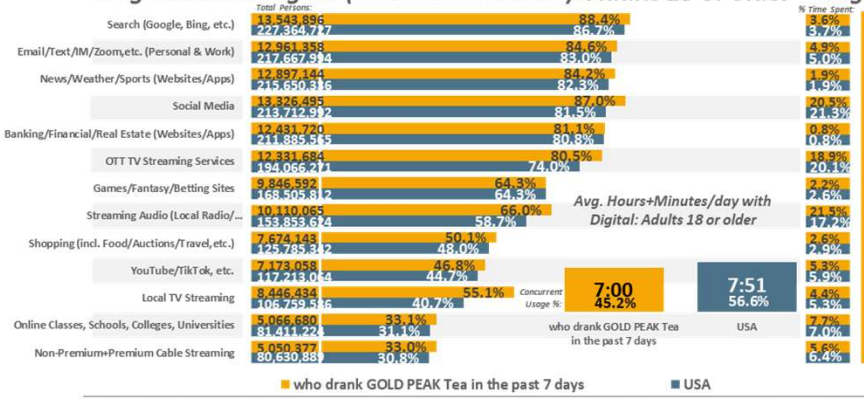
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

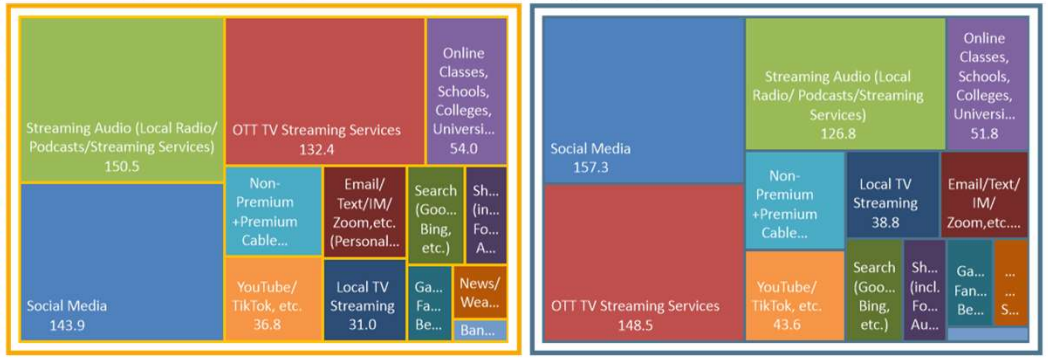



12,254,096 or 80.% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

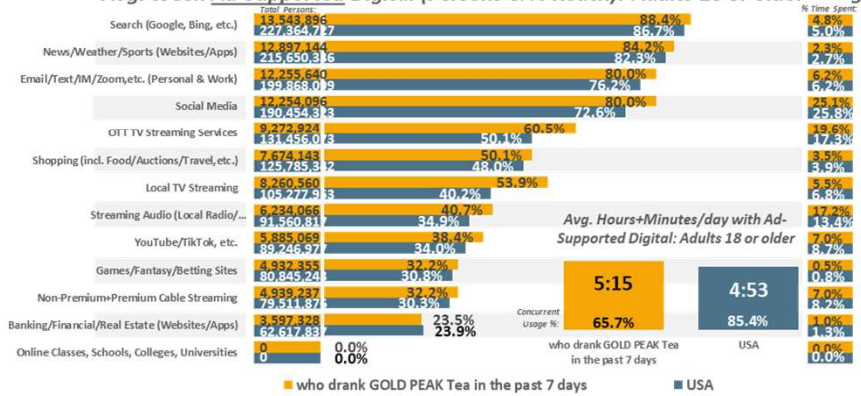
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



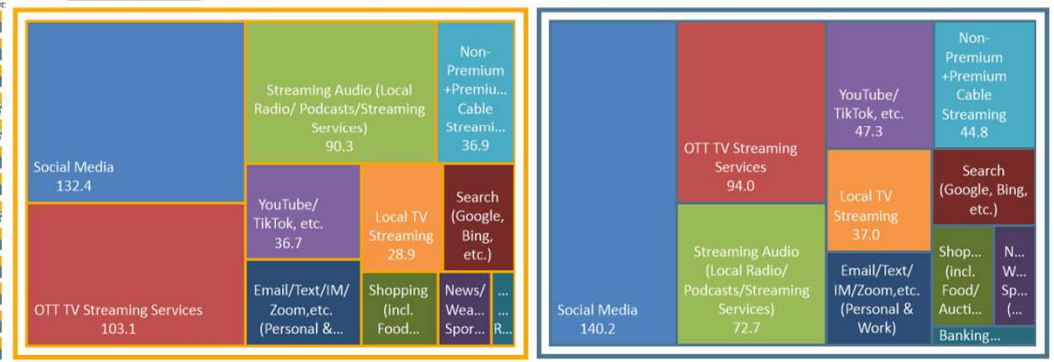

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach):* Adults 18 or older




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

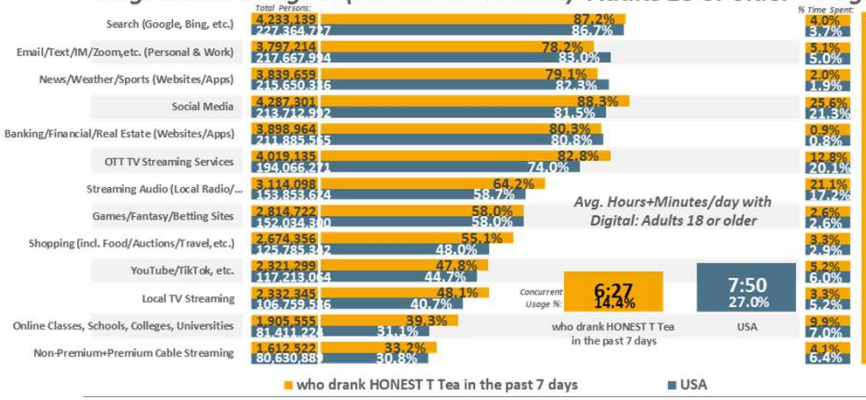
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

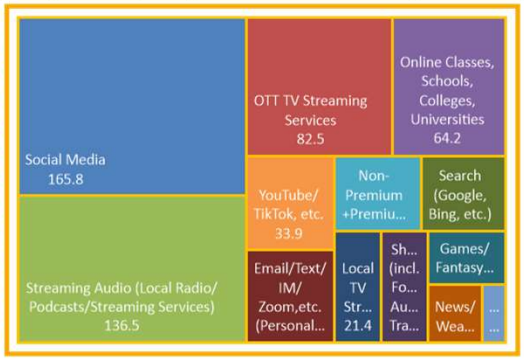


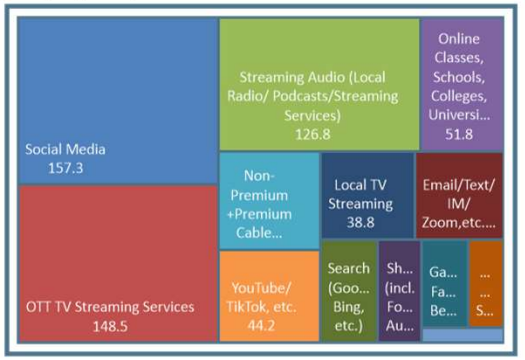

3,900,638 or 80.4% of Adults 18 or older who drank HONEST T Tea in the past 7 days use Ad-Supported Social Media for an average of 150.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

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

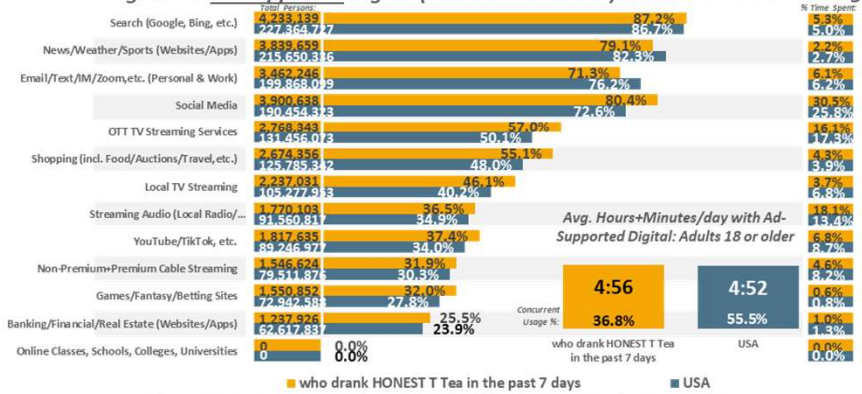



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

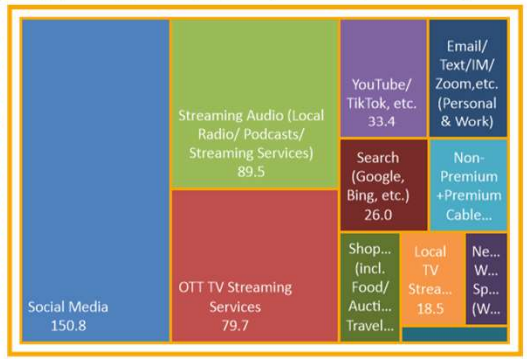


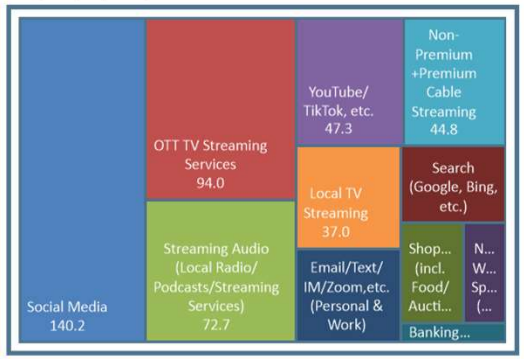




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

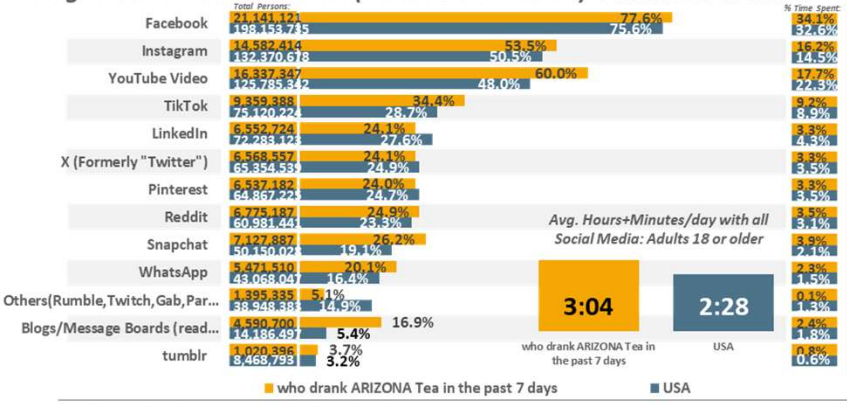
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

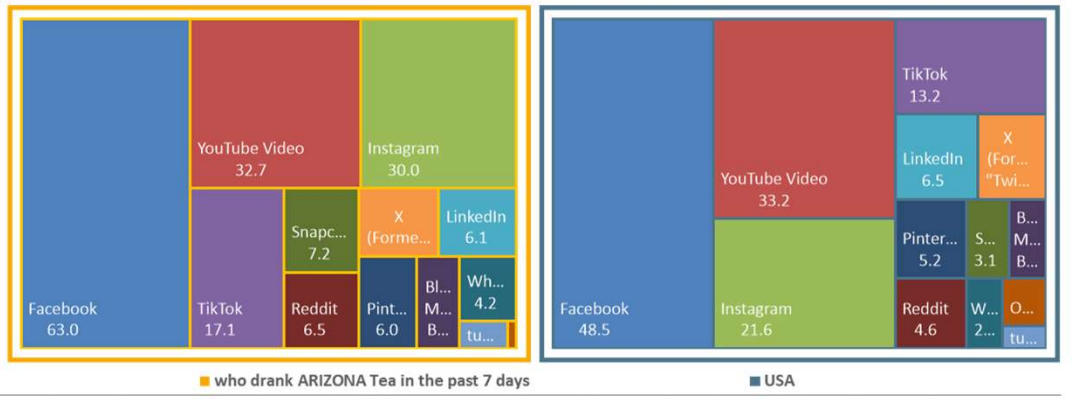



20,817,636 or 76.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days use Ad-Supported Facebook for an average of 57. minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

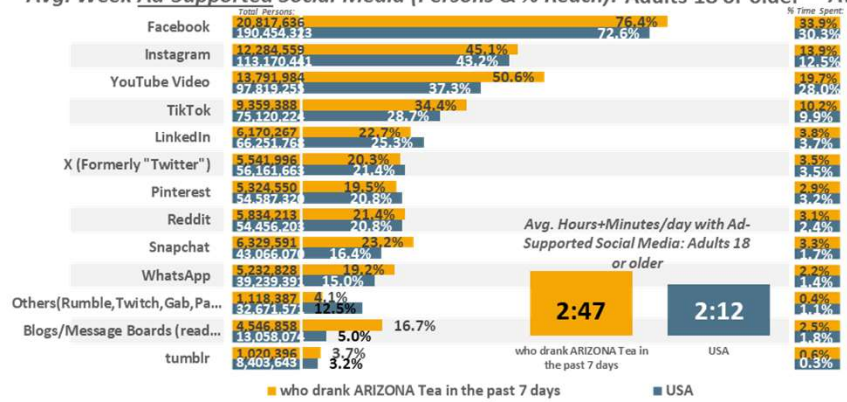
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



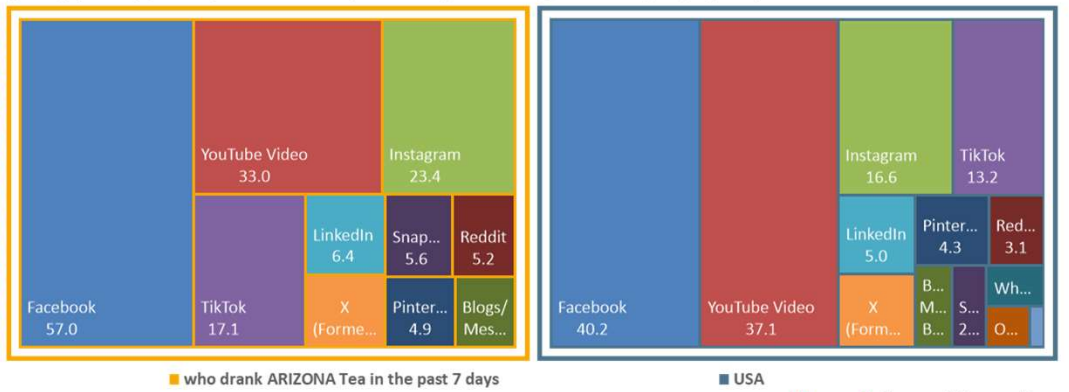

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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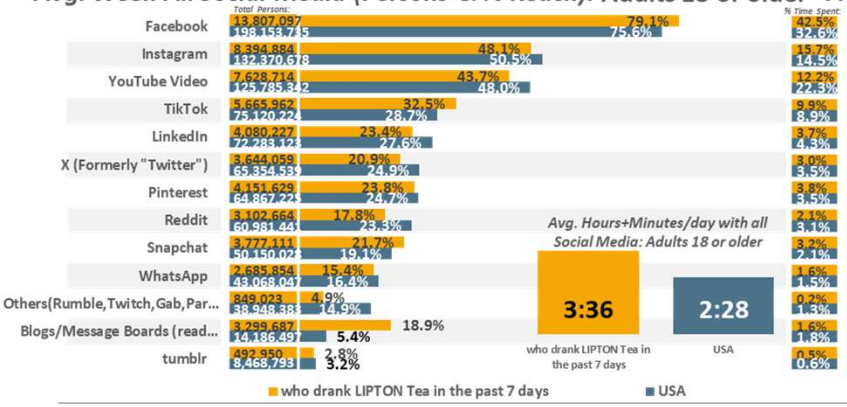
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

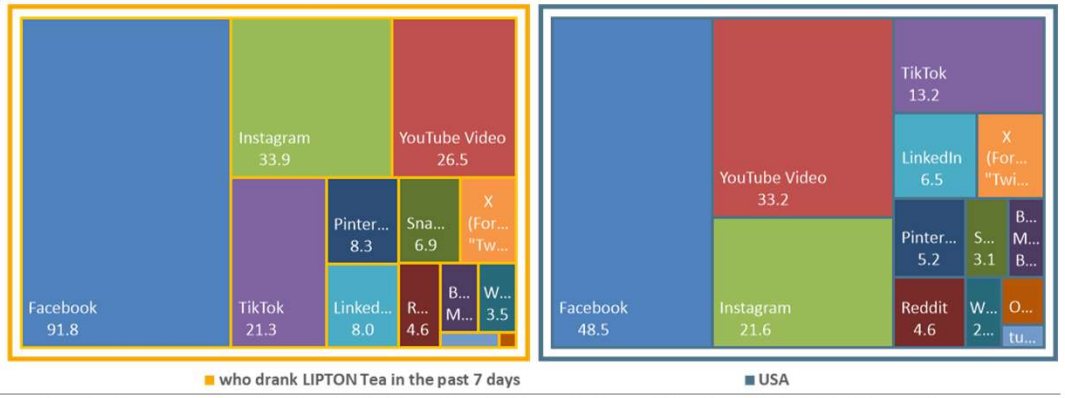



12,596,066 or 72.2% of Adults 18 or older who drank LIPTON Tea in the past 7 days use Ad-Supported Facebook for an average of 75.7 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

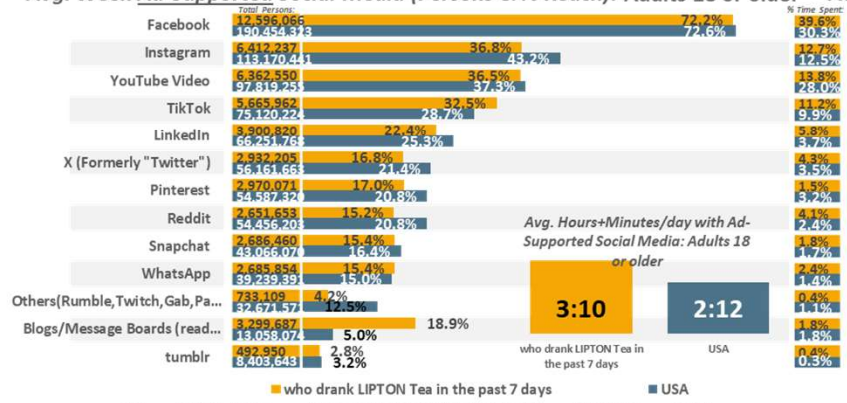
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



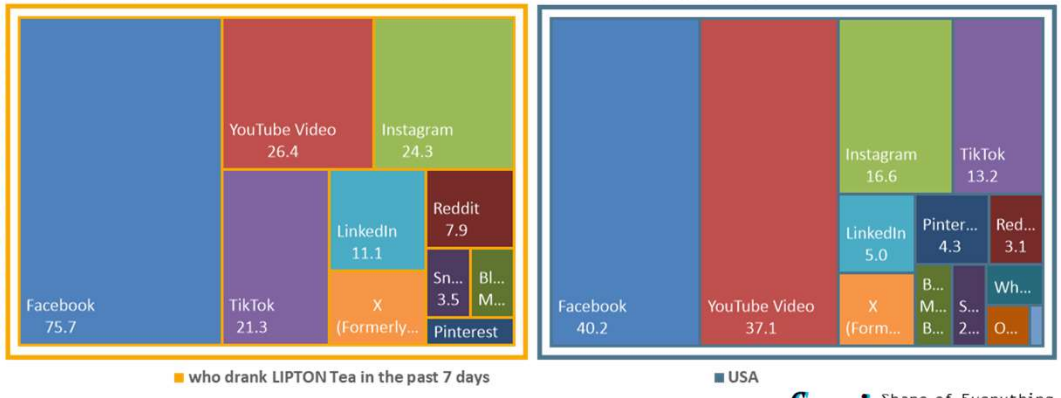

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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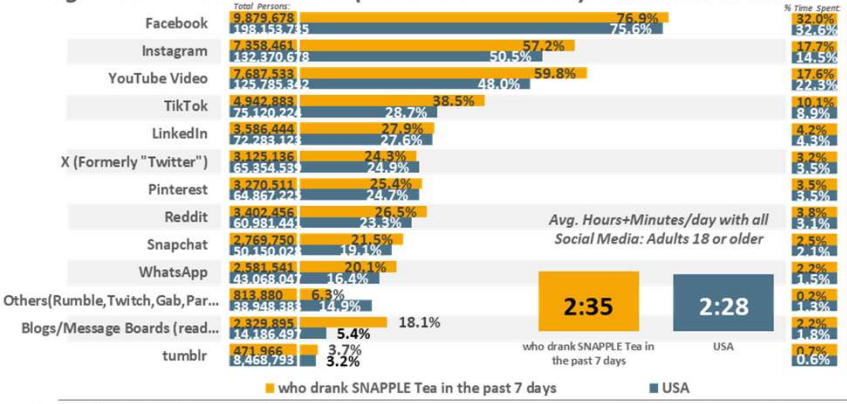
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

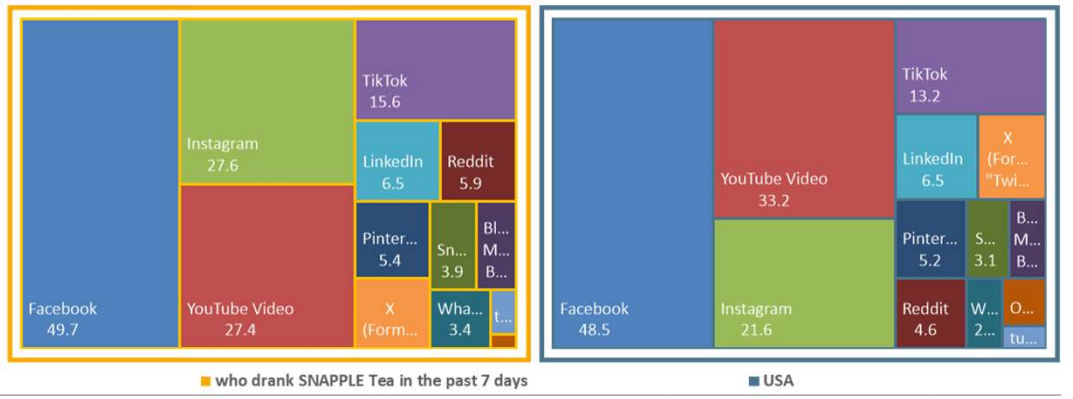



9,879,678 or 76.9% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

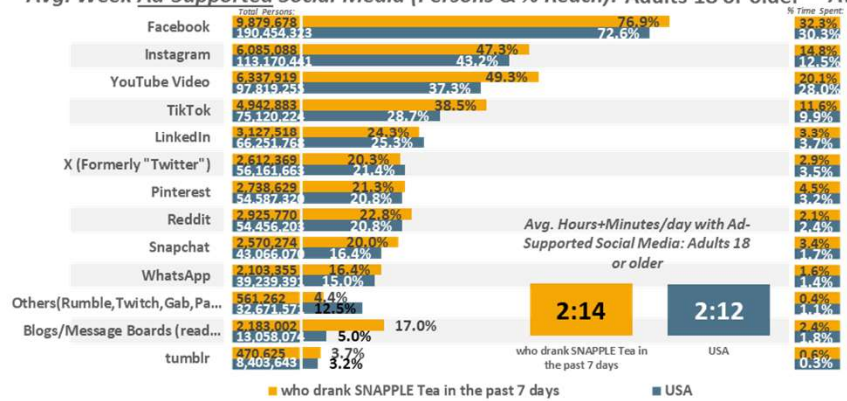
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



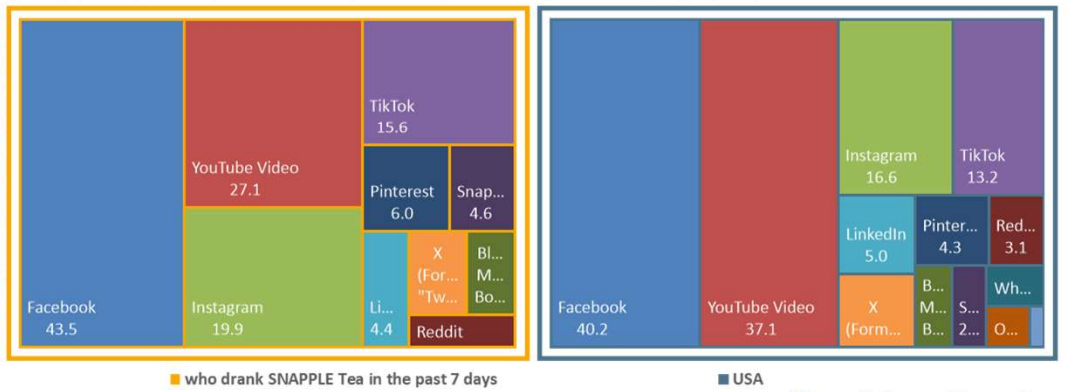

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

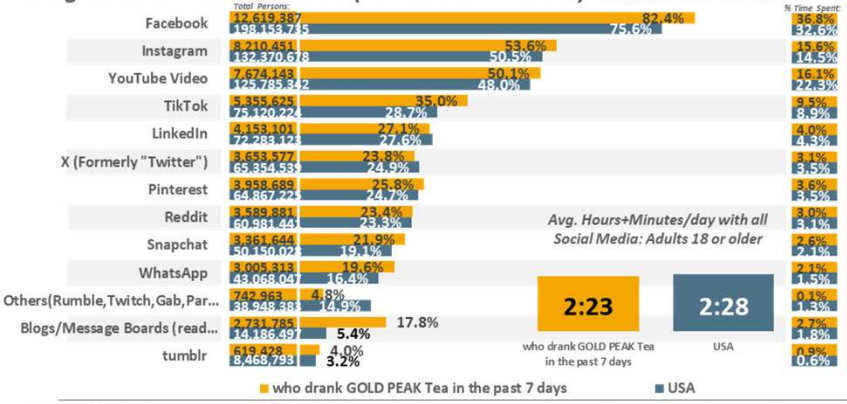
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

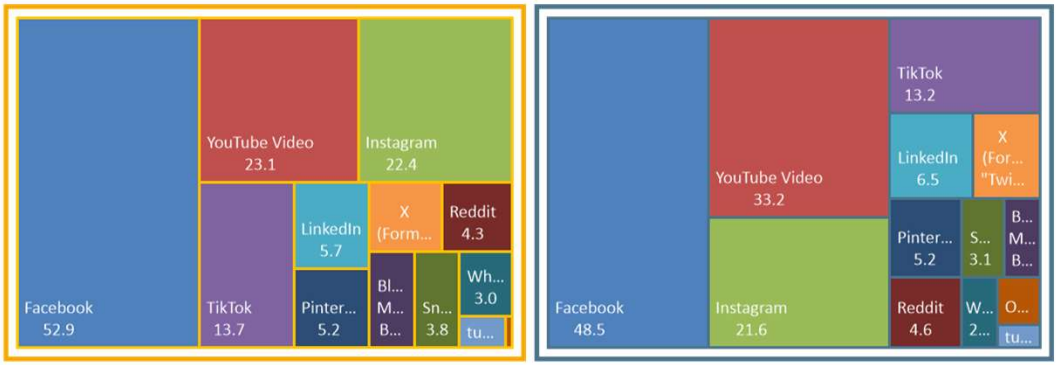



12,254,096 or 80.% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days use Ad-Supported Facebook for an average of 46.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

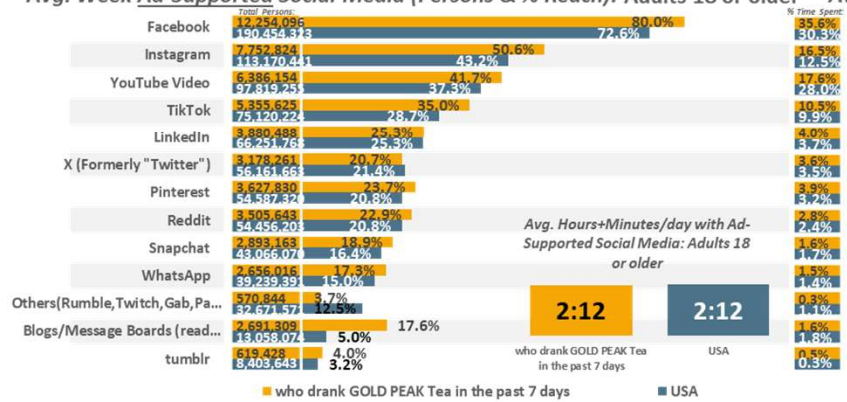
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



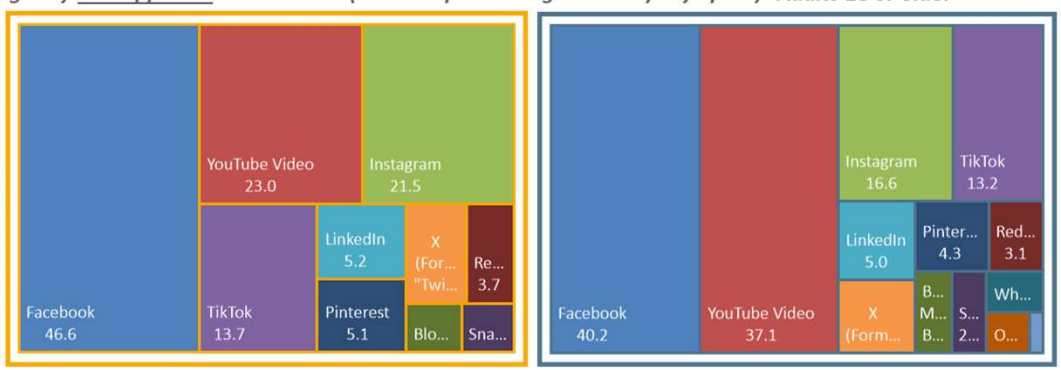

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

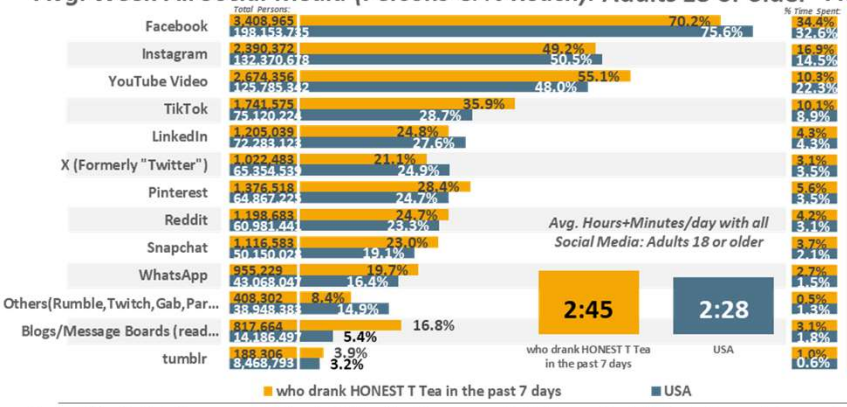
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

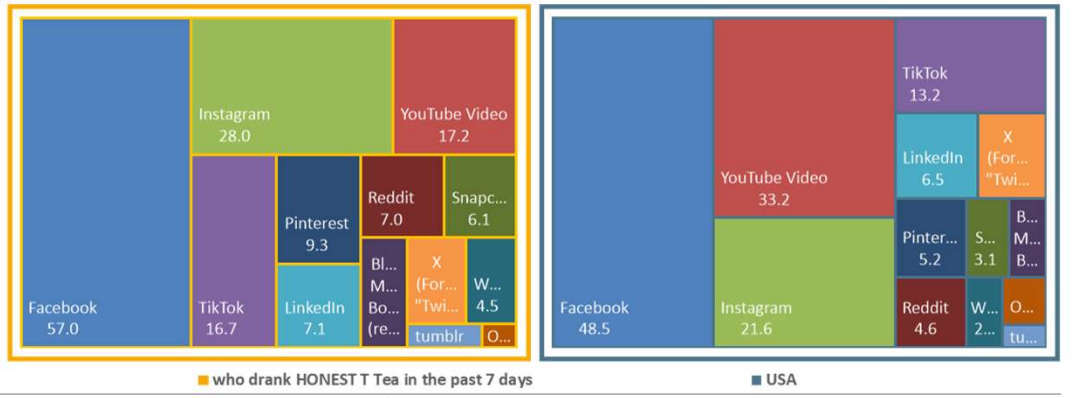



3,408,965 or 70.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days use Ad-Supported Facebook for an average of 58.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

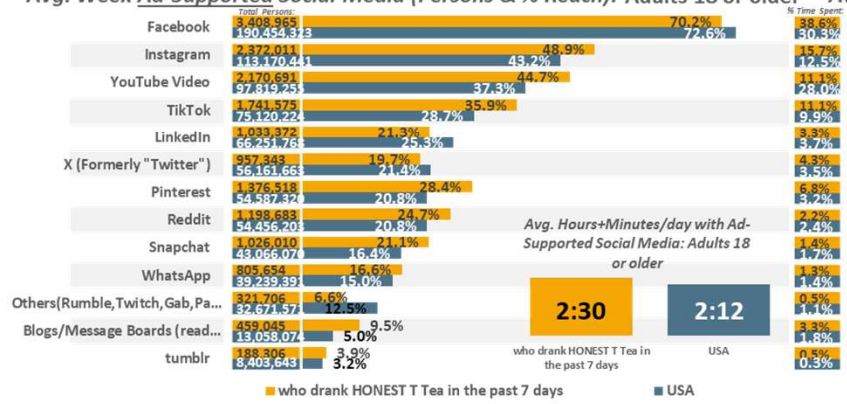
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



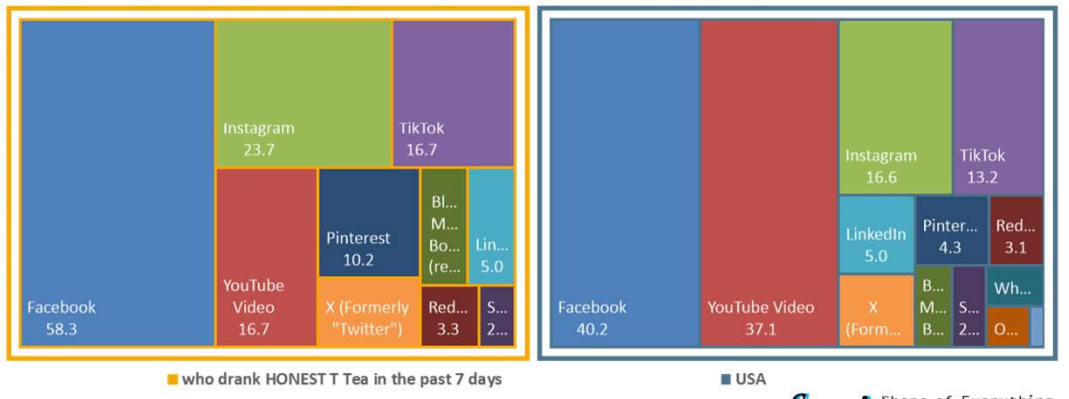

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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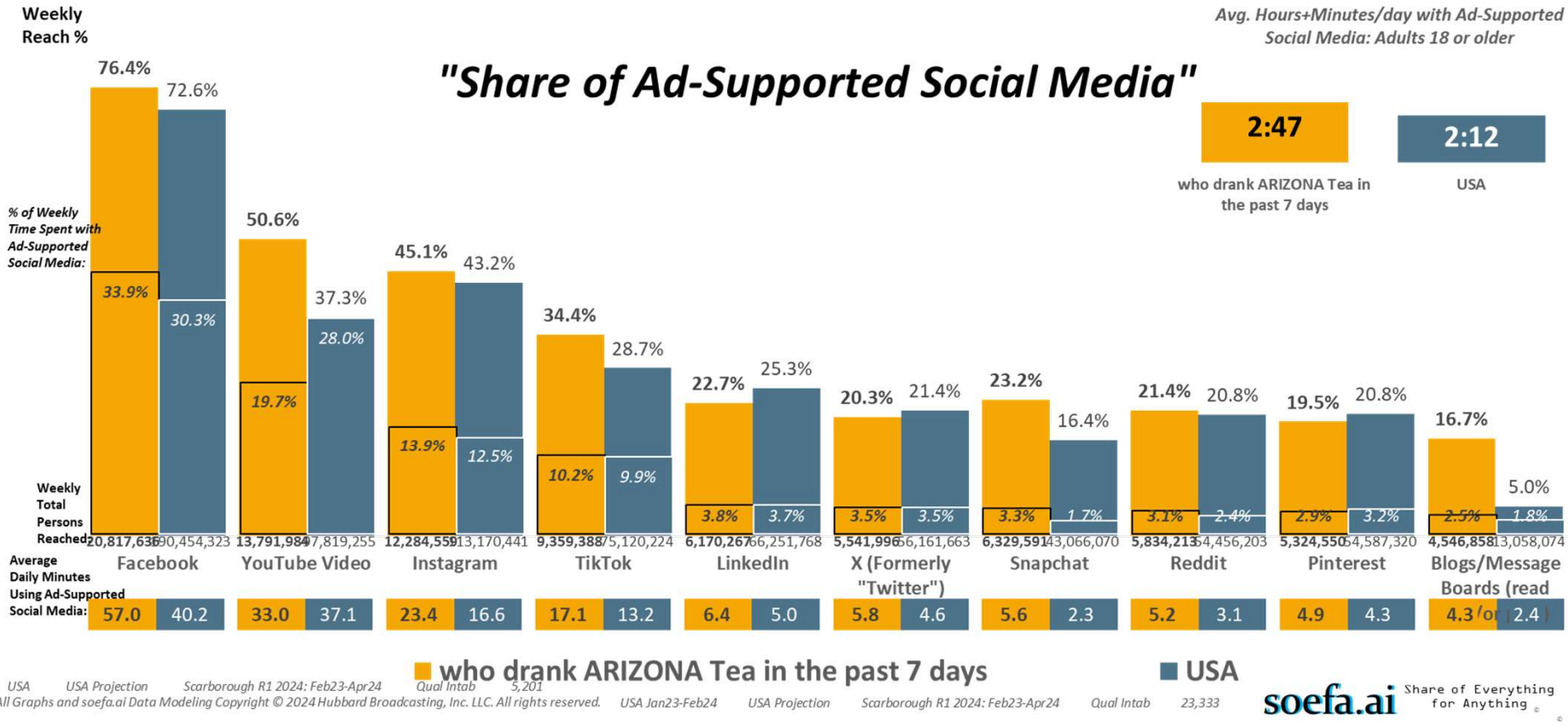
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*



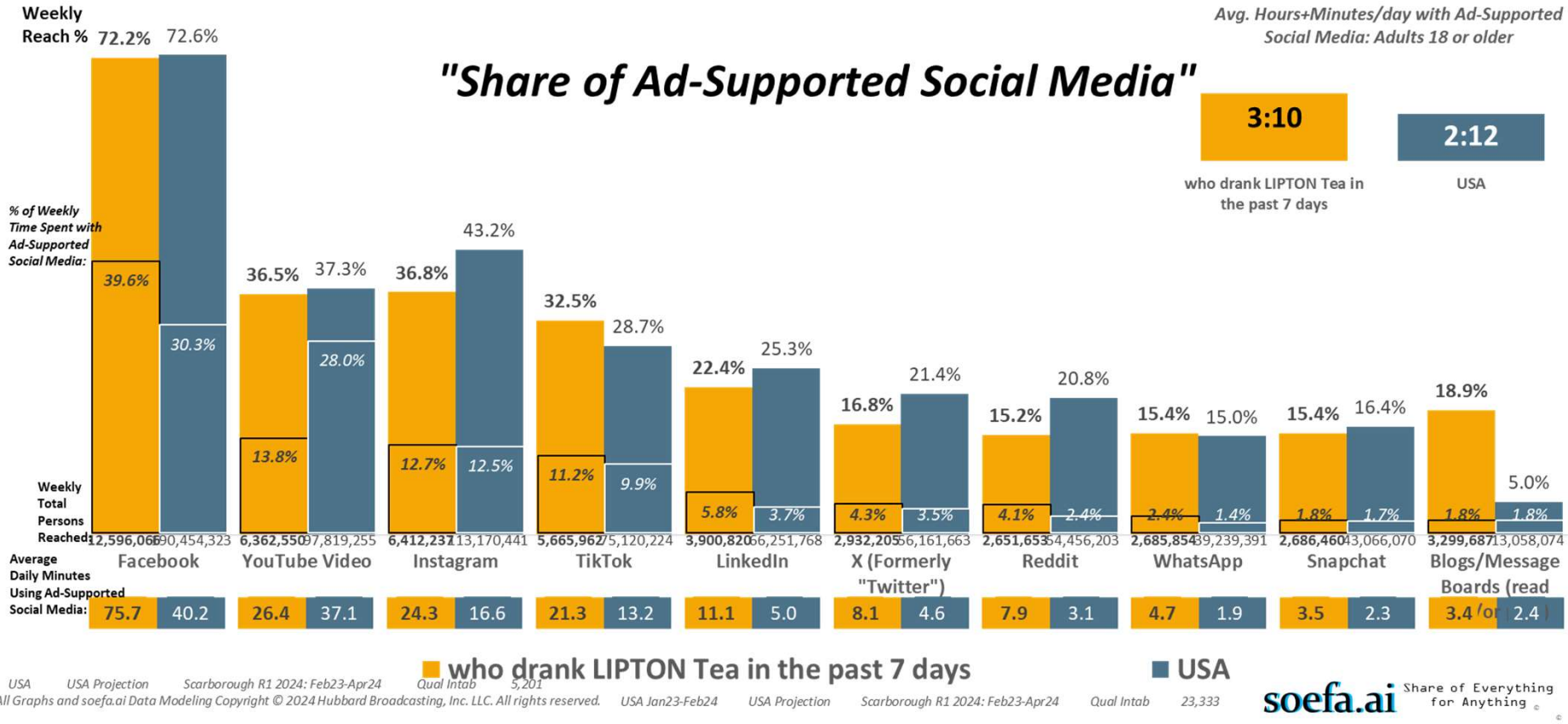

20,817,636 or 76.4% of Adults 18 or older who drank ARIZONA Tea in the past 7 days use Ad-Supported Facebook for an average of 57. minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.




Beverages (tea in bottles/cans) drank past 7 days: Arizona



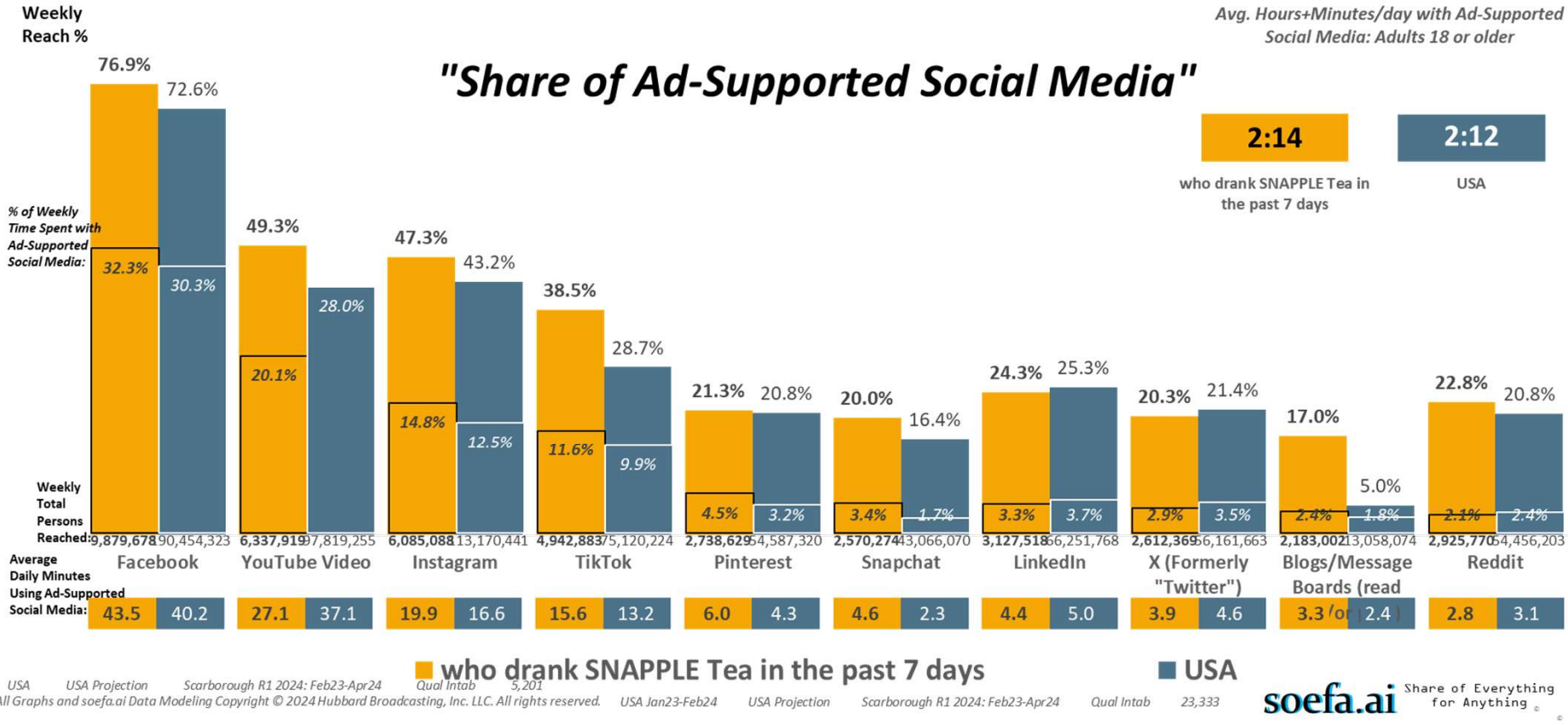

12,596,066 or 72.2% of Adults 18 or older who drank LIPTON Tea in the past 7 days use Ad-Supported Facebook for an average of 75.7 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.




*Beverages (tea in bottles/cans) drank past 7 days: Lipton*



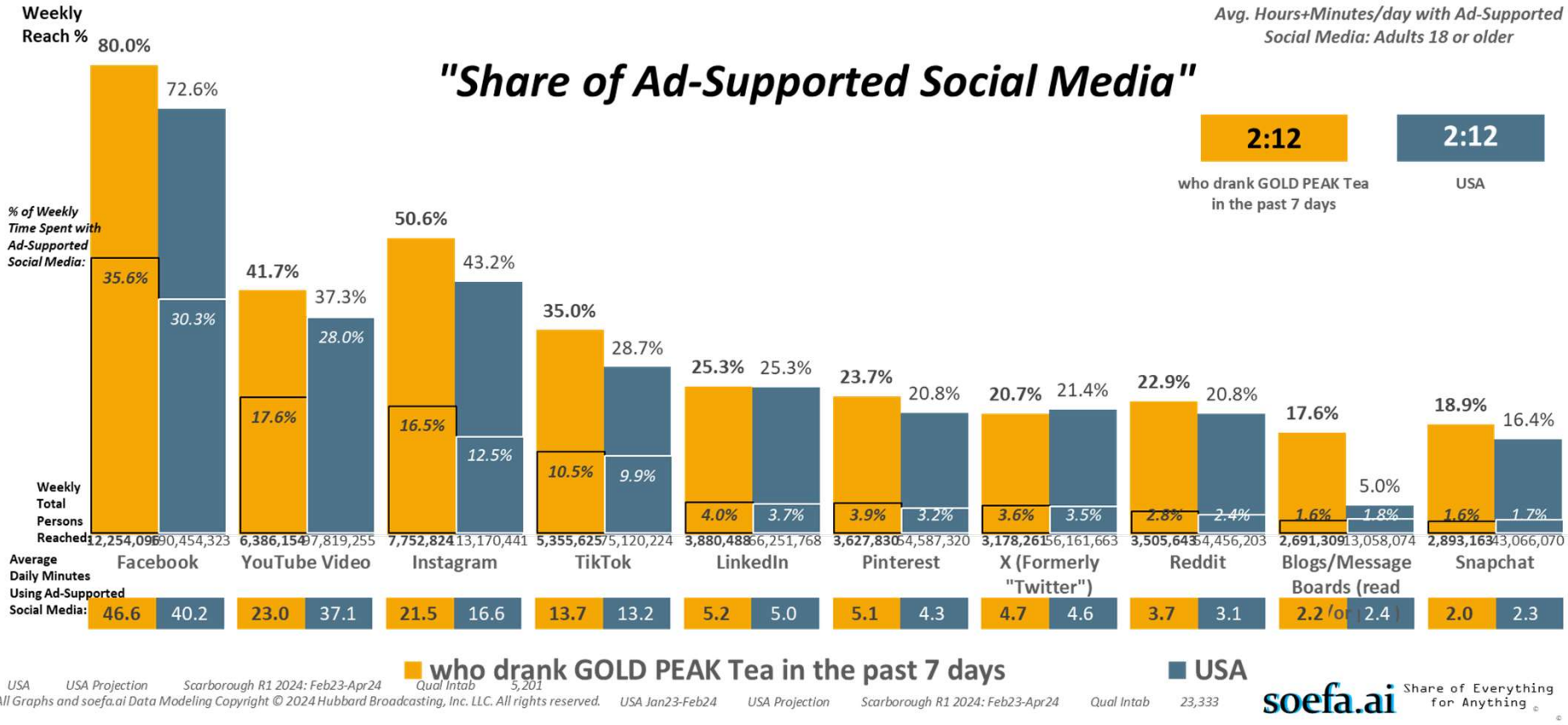

9,879,678 or 76.9% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.




*Beverages (tea in bottles/cans) drank past 7 days: Snapple*



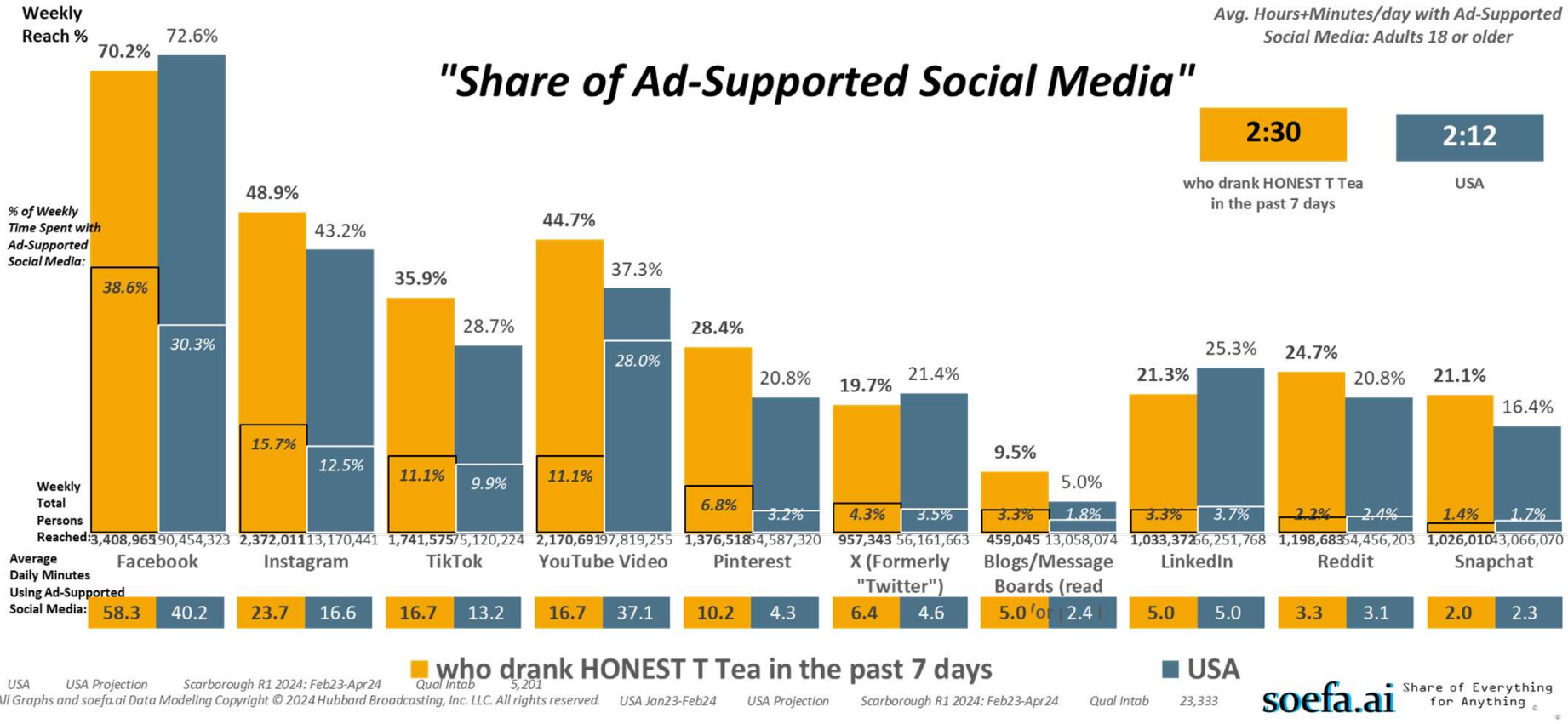

12,254,096 or 80.% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days use Ad-Supported Facebook for an average of 46.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.




Beverages (tea in bottles/cans) drank past 7 days: Gold Peak



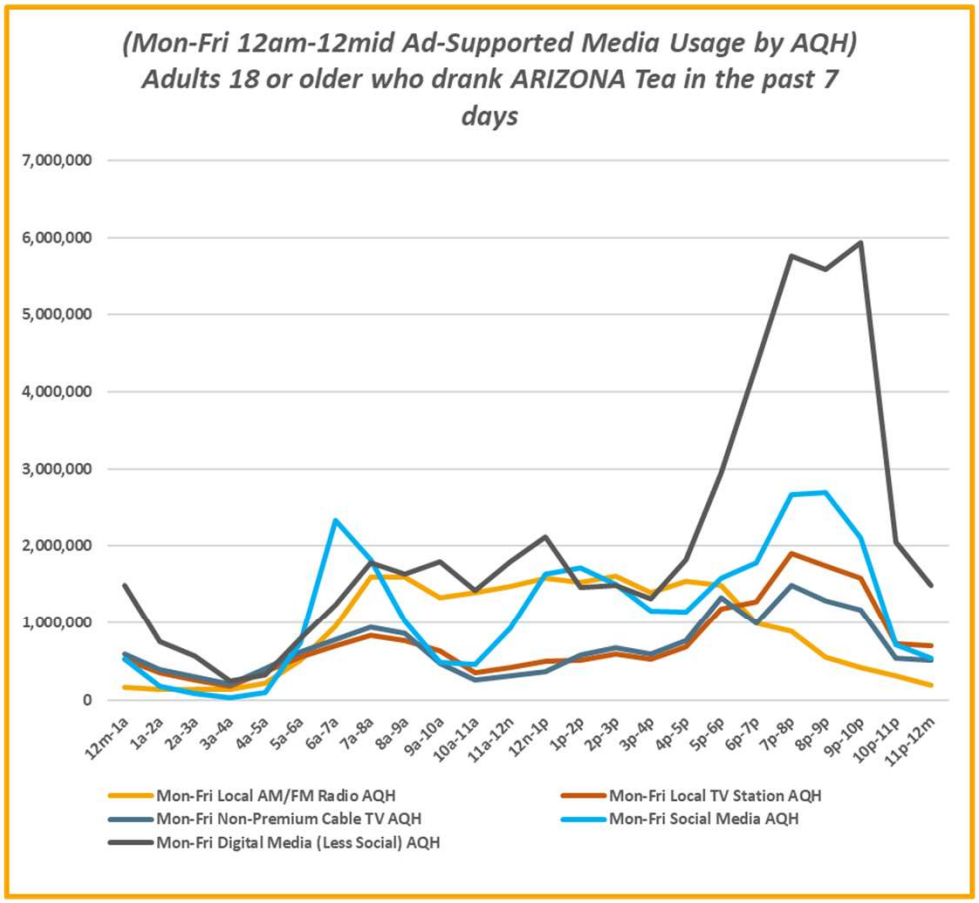

3,408,965 or 70.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days use Ad-Supported Facebook for an average of 58.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

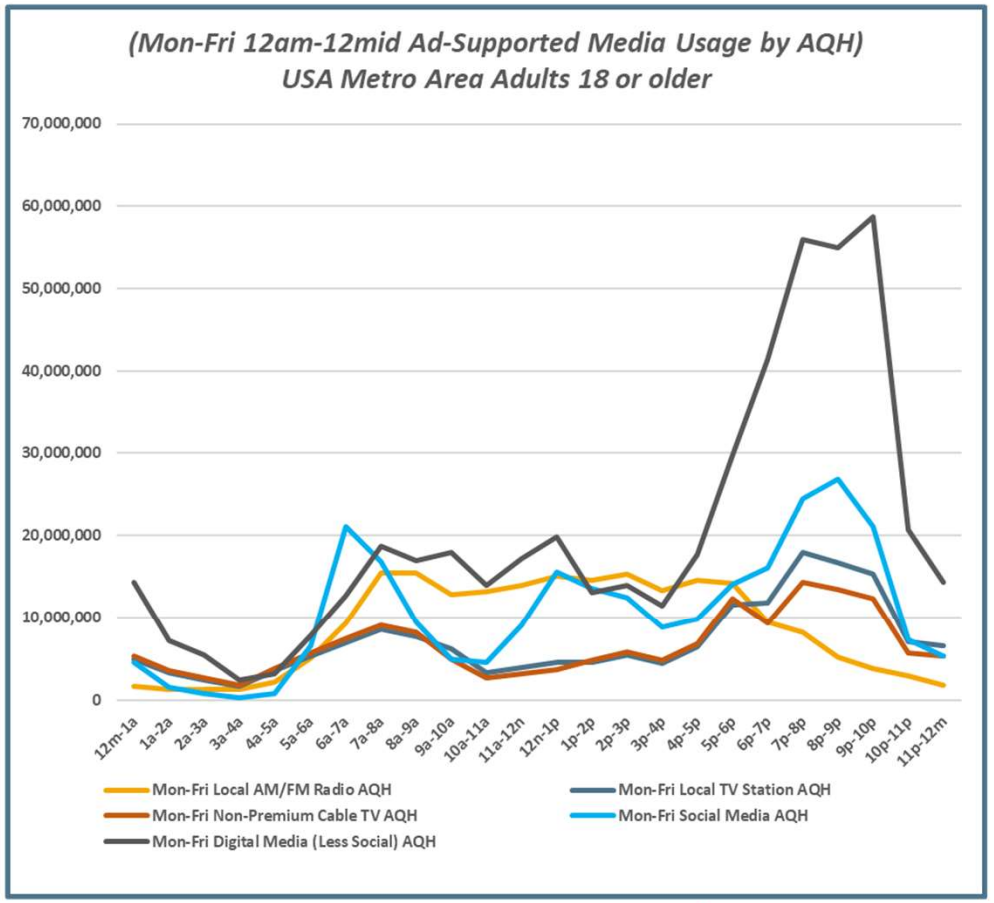



*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,934,743; Local Radio: 1,421,462; Social Media: 1,348,870; Local TV: 688,445; Non-Prem. Cable: 683,936 reaching Adults 18 or older who drank ARIZONA Tea in the past 7 da




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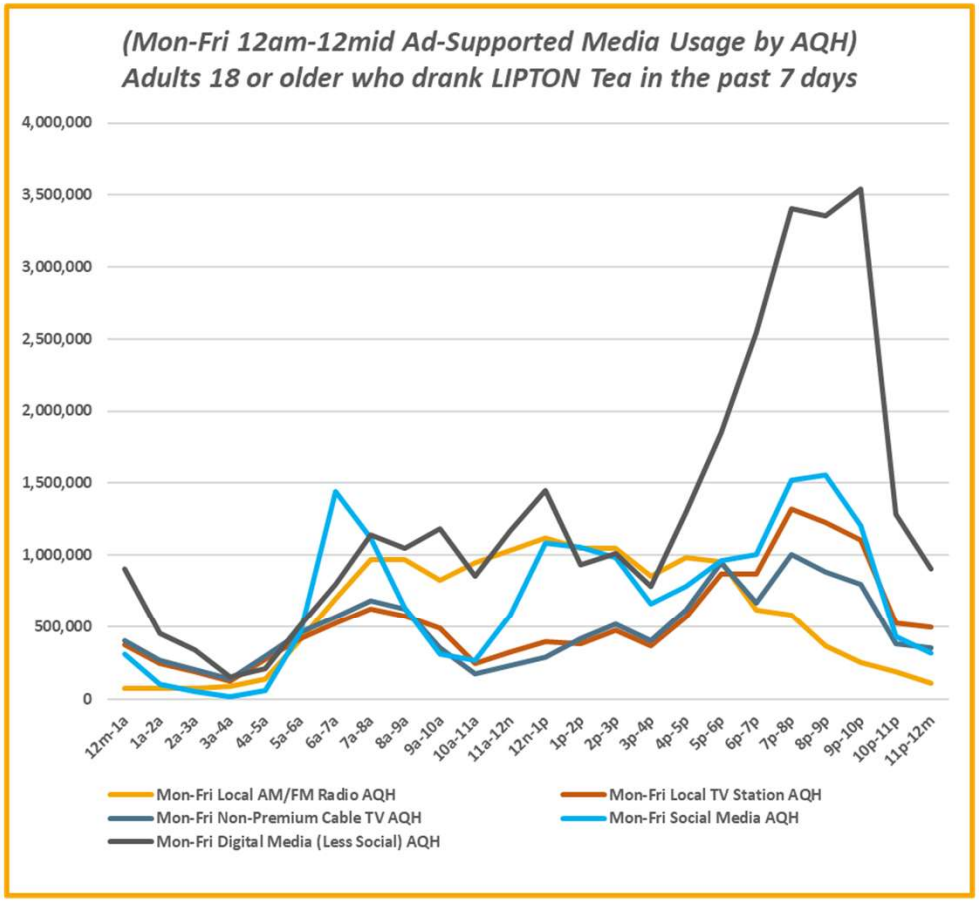
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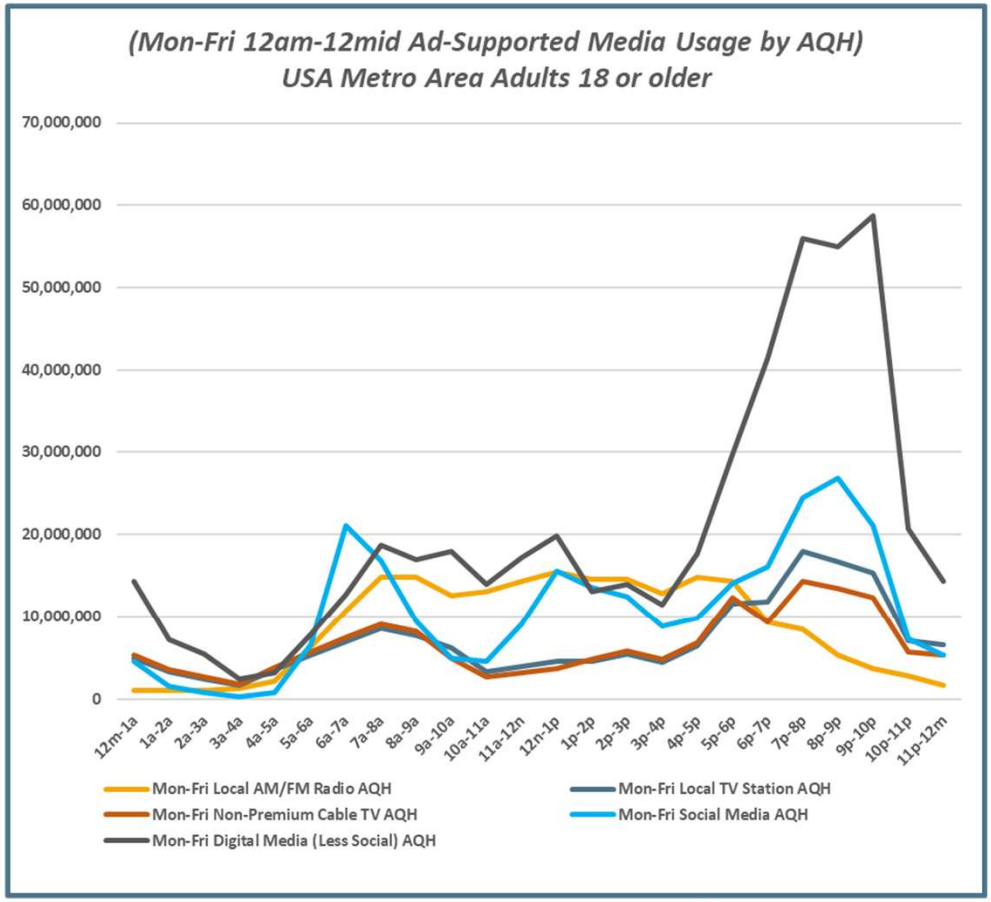
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,235,504; Local Radio: 926,790; Social Media: 835,683; Local TV: 515,552; Non-Prem. Cable: 498,788 reaching Adults 18 or older who drank LIPTON Tea in the past 7 days.




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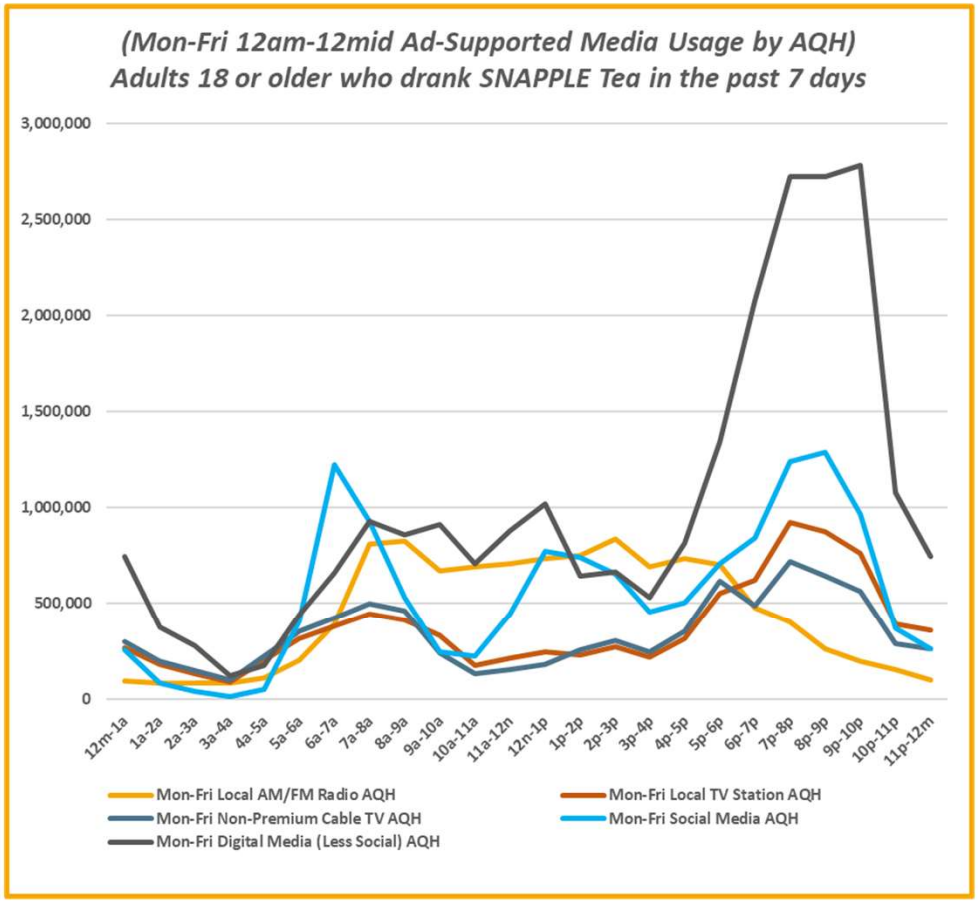
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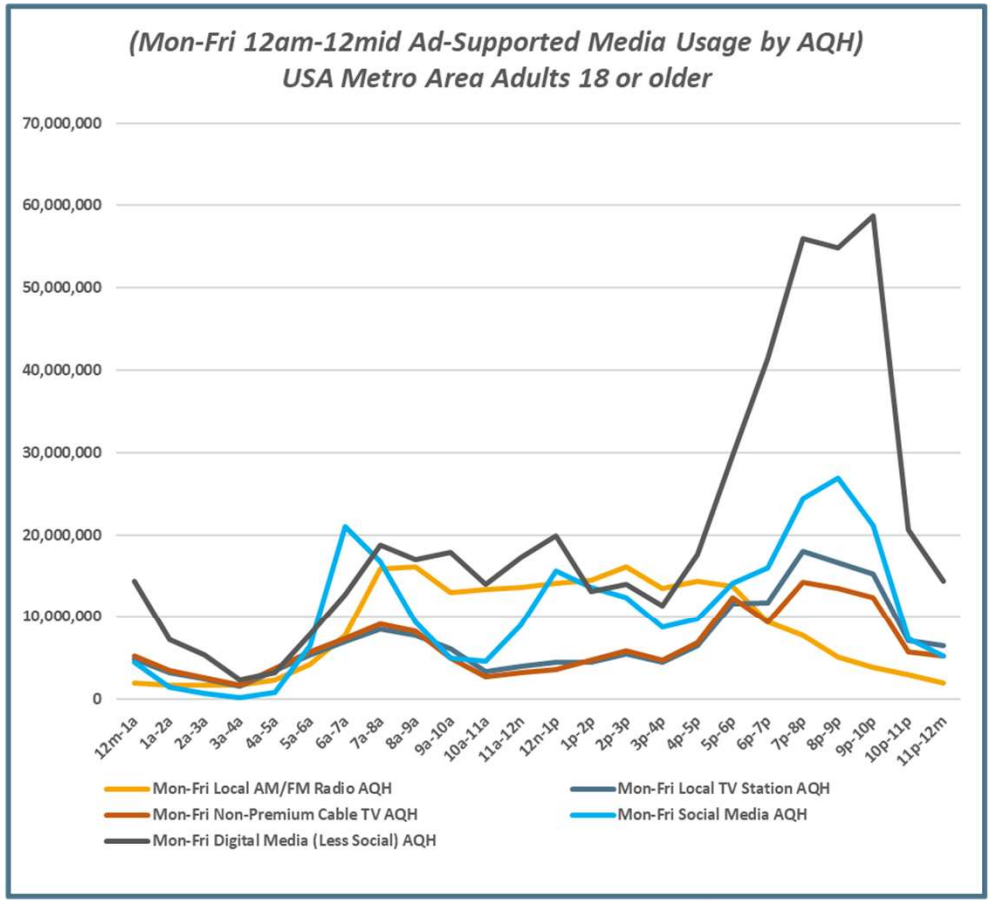
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 924,856; Local Radio: 693,645; Social Media: 636,192; Local TV: 339,294; Non-Prem. Cable: 334,161 reaching Adults 18 or older who drank SNAPPLE Tea in the past 7 days.




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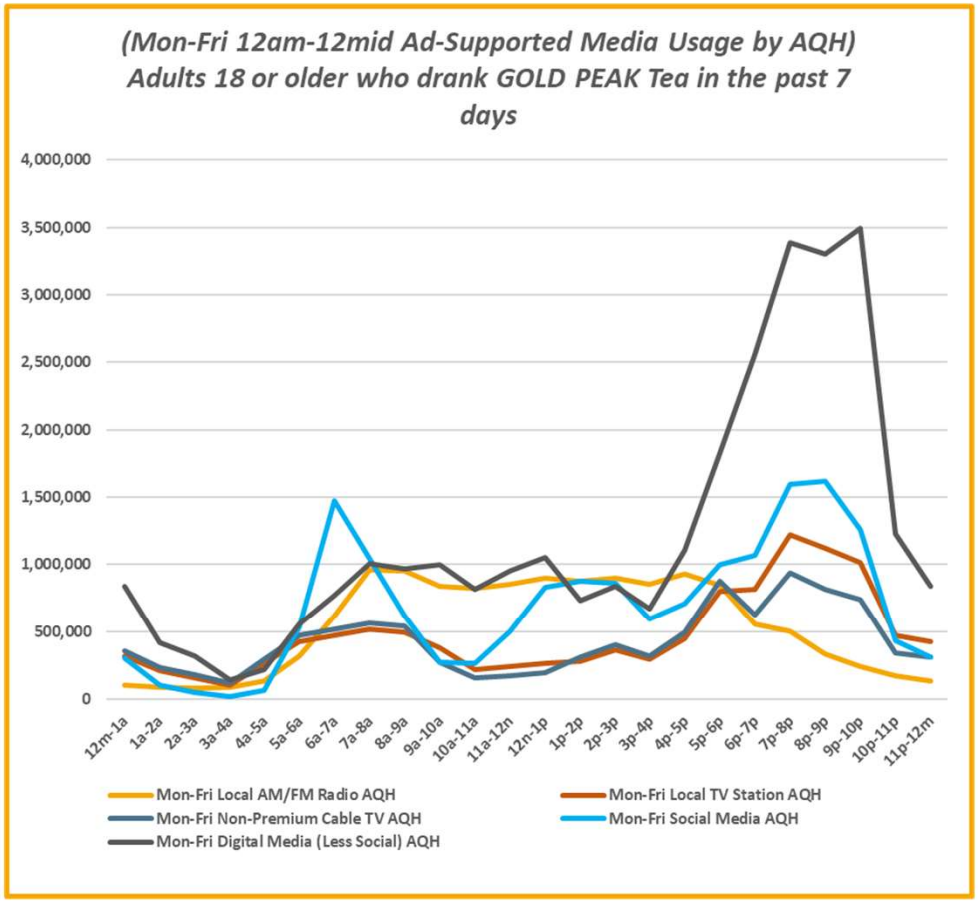
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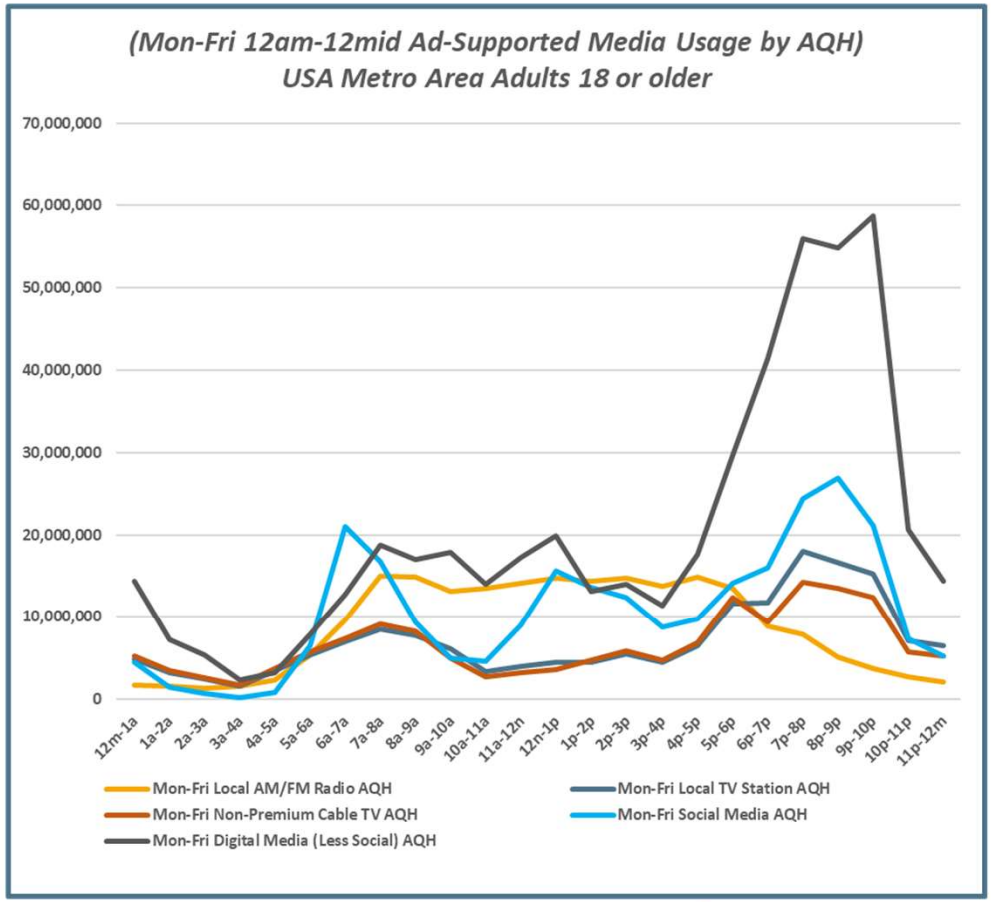
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,100,129; Local Radio: 839,243; Social Media: 779,131; Local TV: 430,094; Non-Prem. Cable: 420,724 reaching Adults 18 or older who drank GOLD PEAK Tea in the past 7 days




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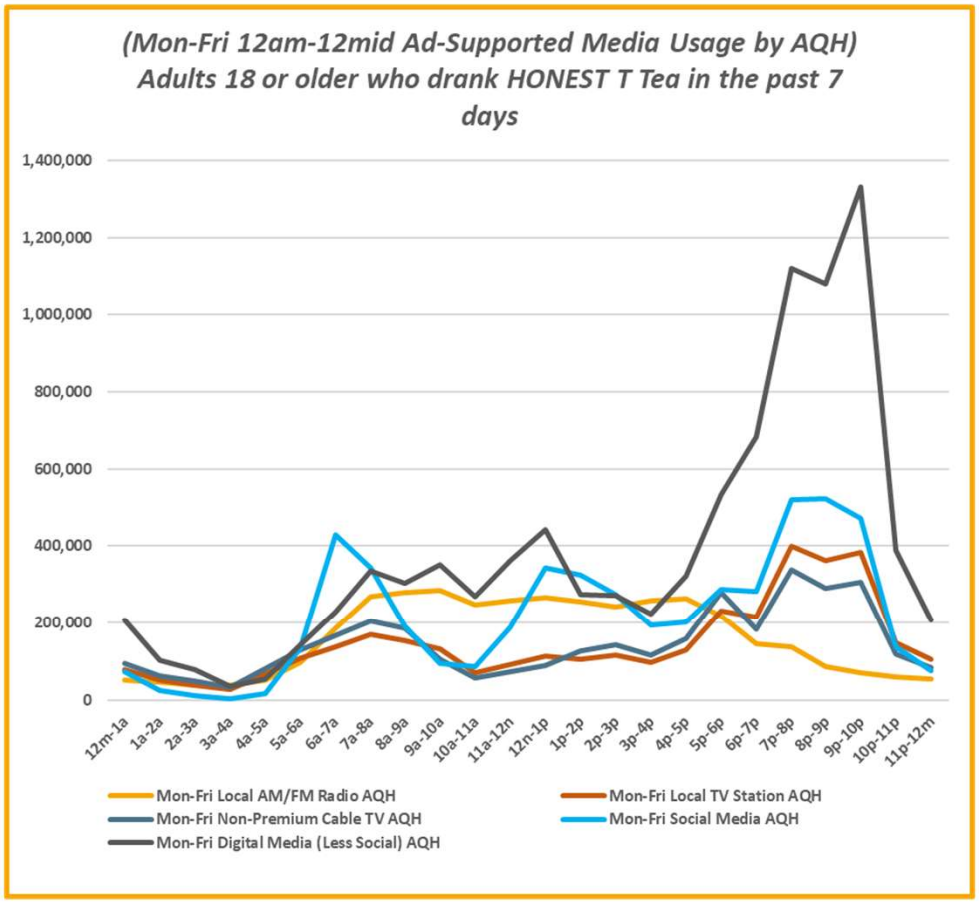
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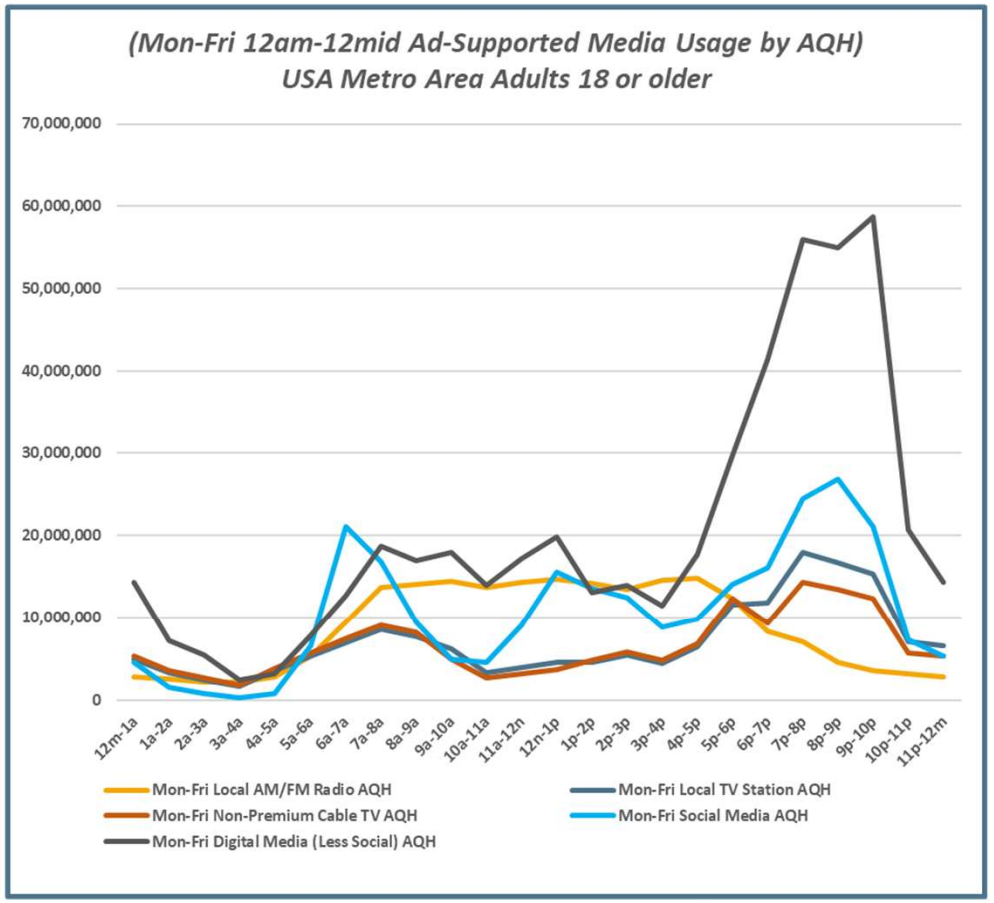
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 353,151; Social Media: 249,125; Local Radio: 243,577; Non-Prem. Cable: 145,107; Local TV: 135,129 reaching Adults 18 or older who drank HONEST T Tea in the past 7 days.




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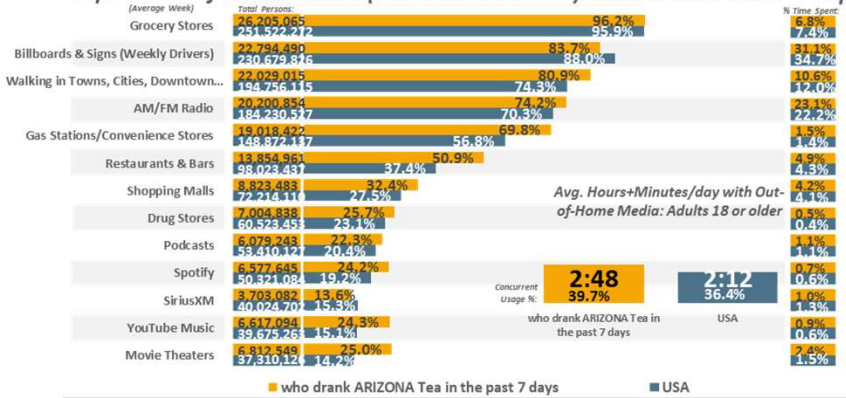
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

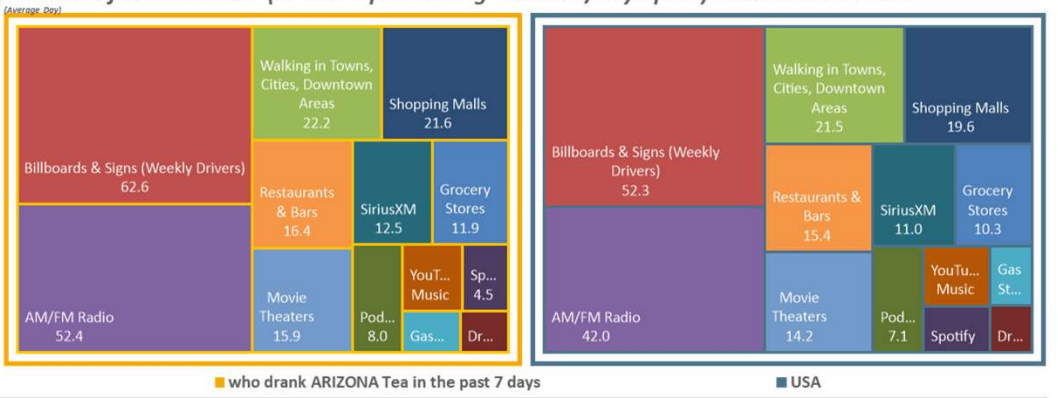



22,794,490 or 83.7% of Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 49.3 minutes/day.

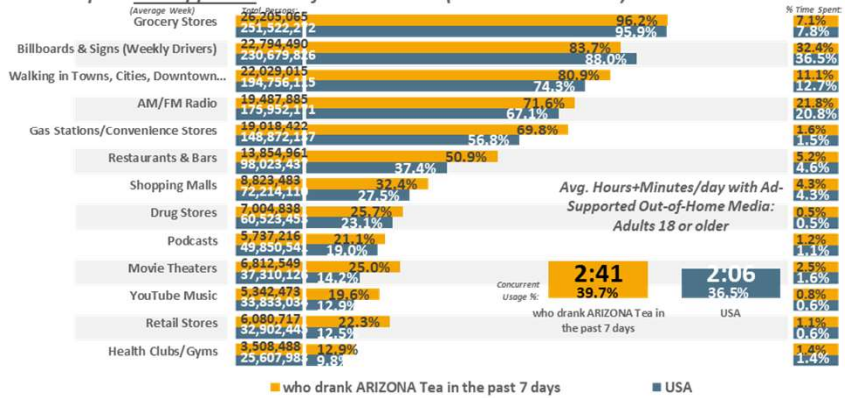
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

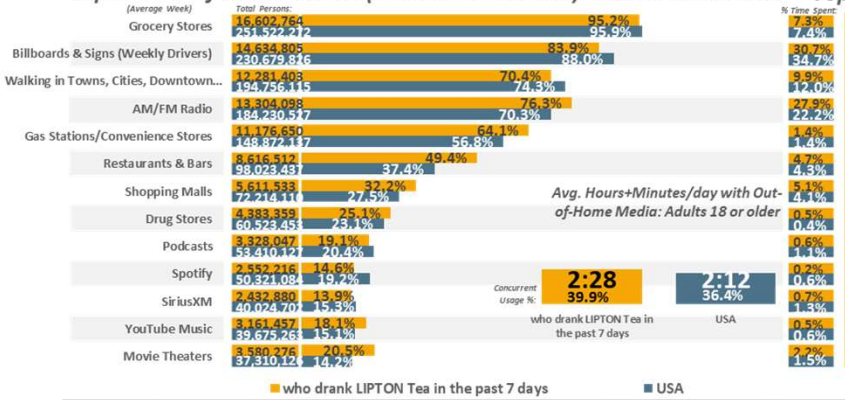
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*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

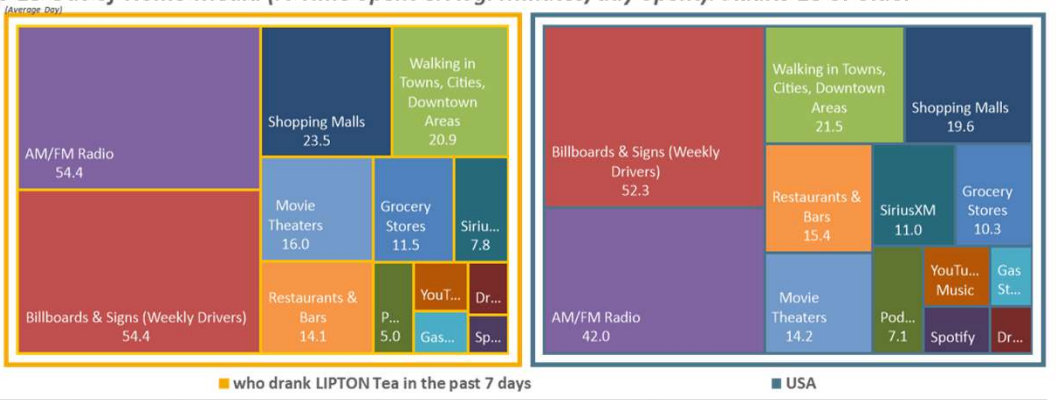



14,634,805 or 83.9% of Adults 18 or older who drank LIPTON Tea in the past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/day.

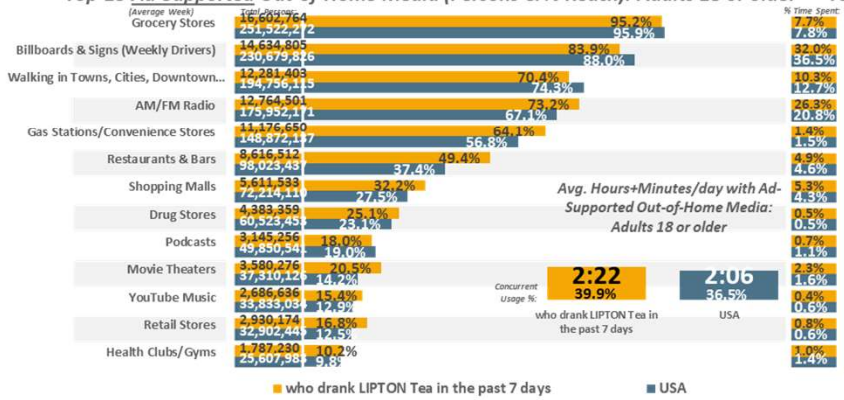
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



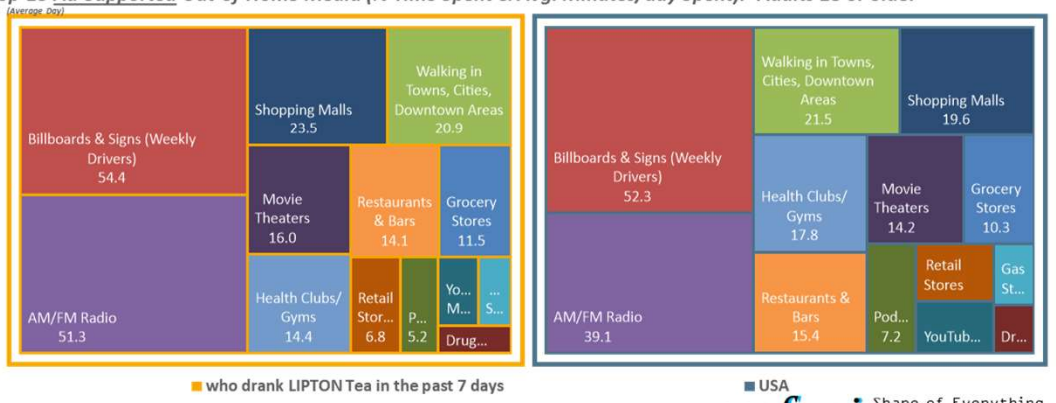

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

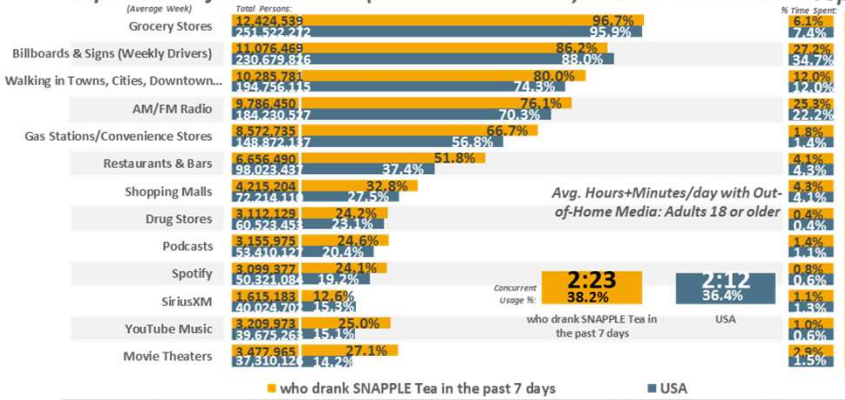
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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

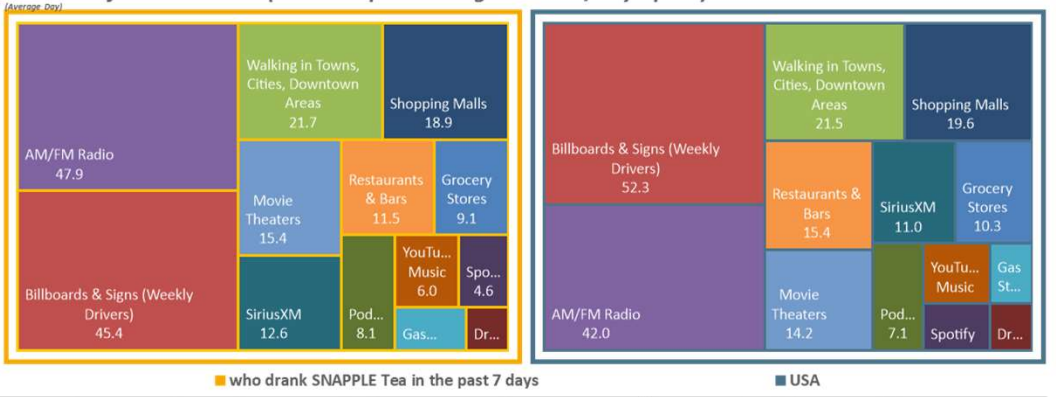



11,076,469 or 86.2% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

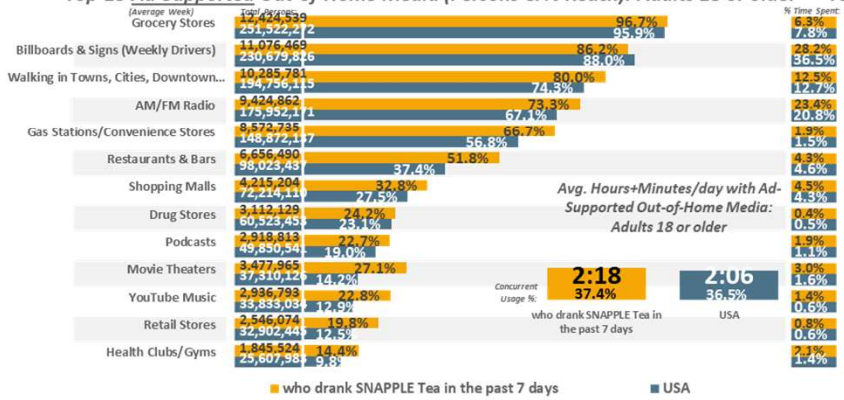
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



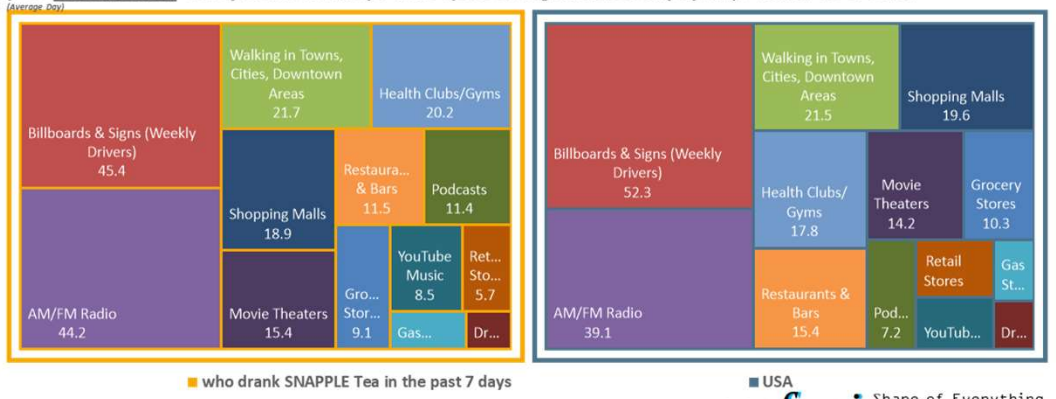

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

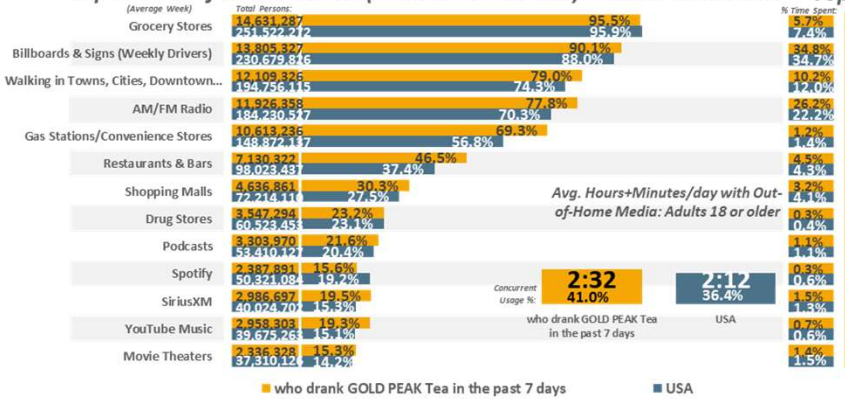
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*

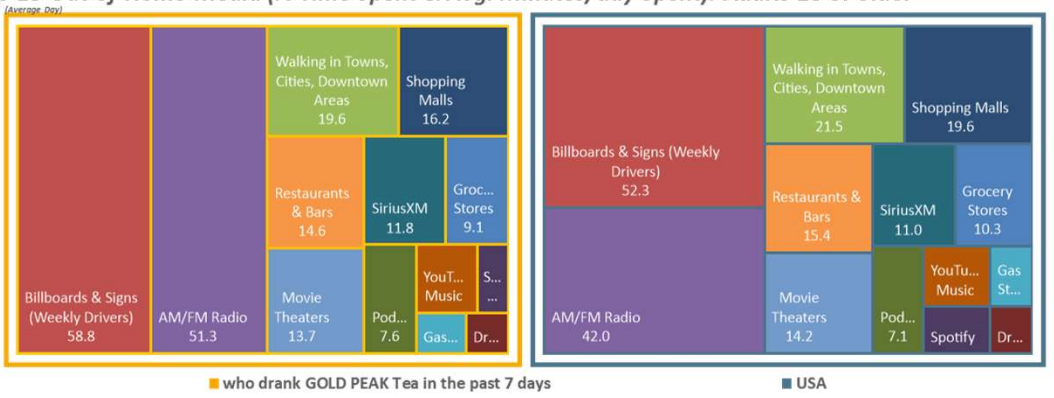



13,805,327 or 90.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

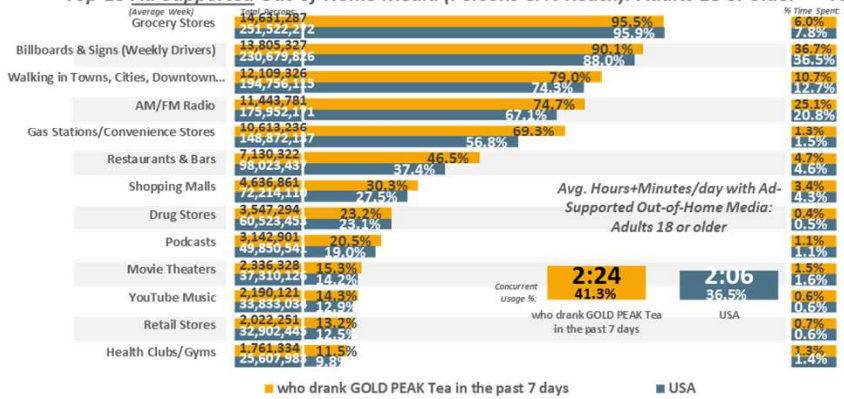
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



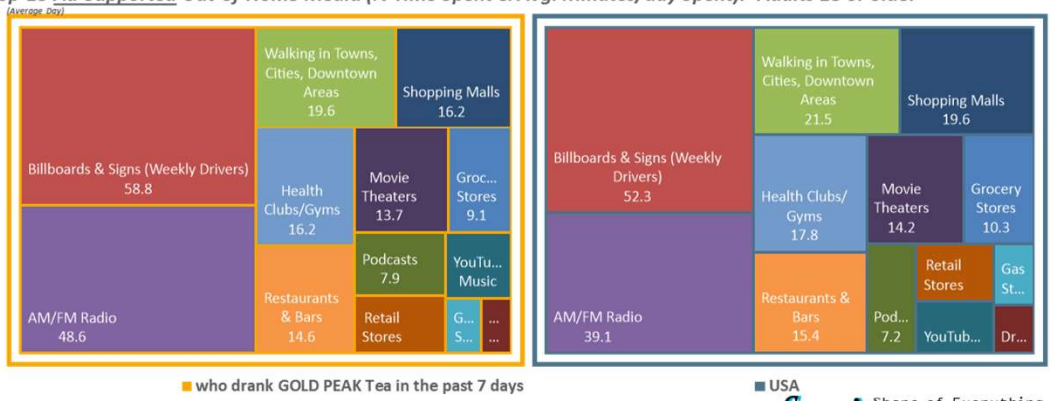

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*

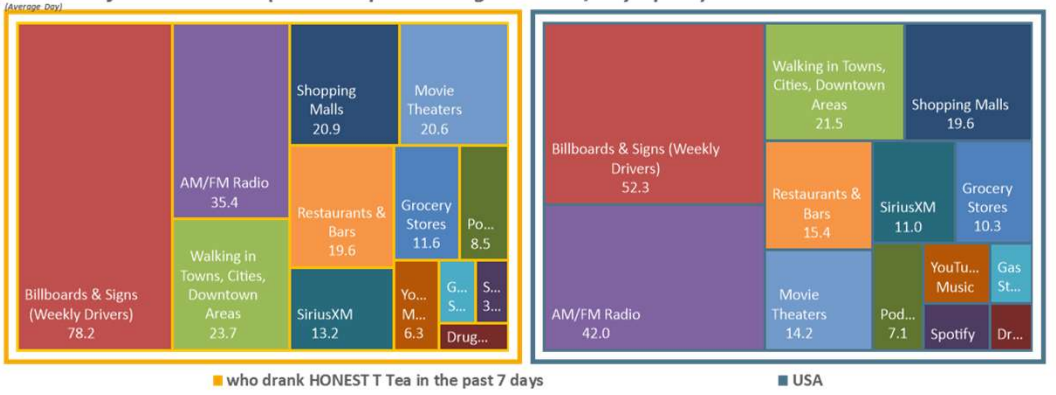



3,851,643 or 79.4% of Adults 18 or older who drank HONEST T Tea in the past 7 days spend an average of 78.2 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 29.7 minutes/day.

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



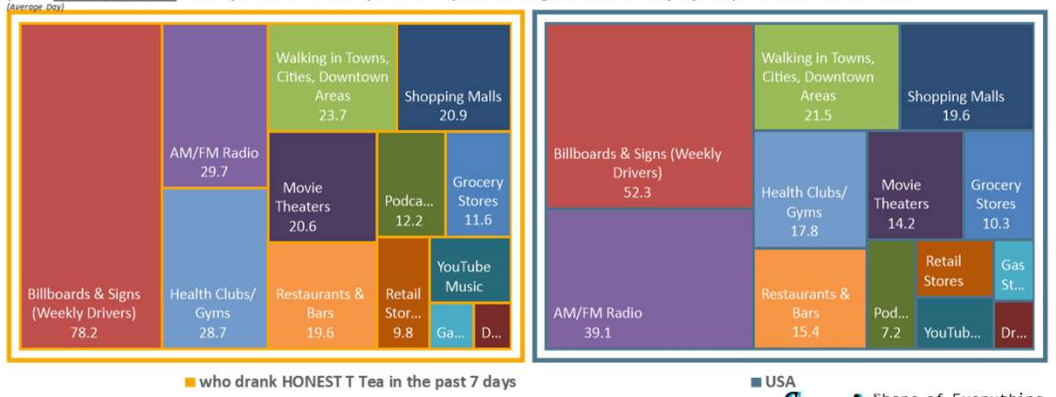

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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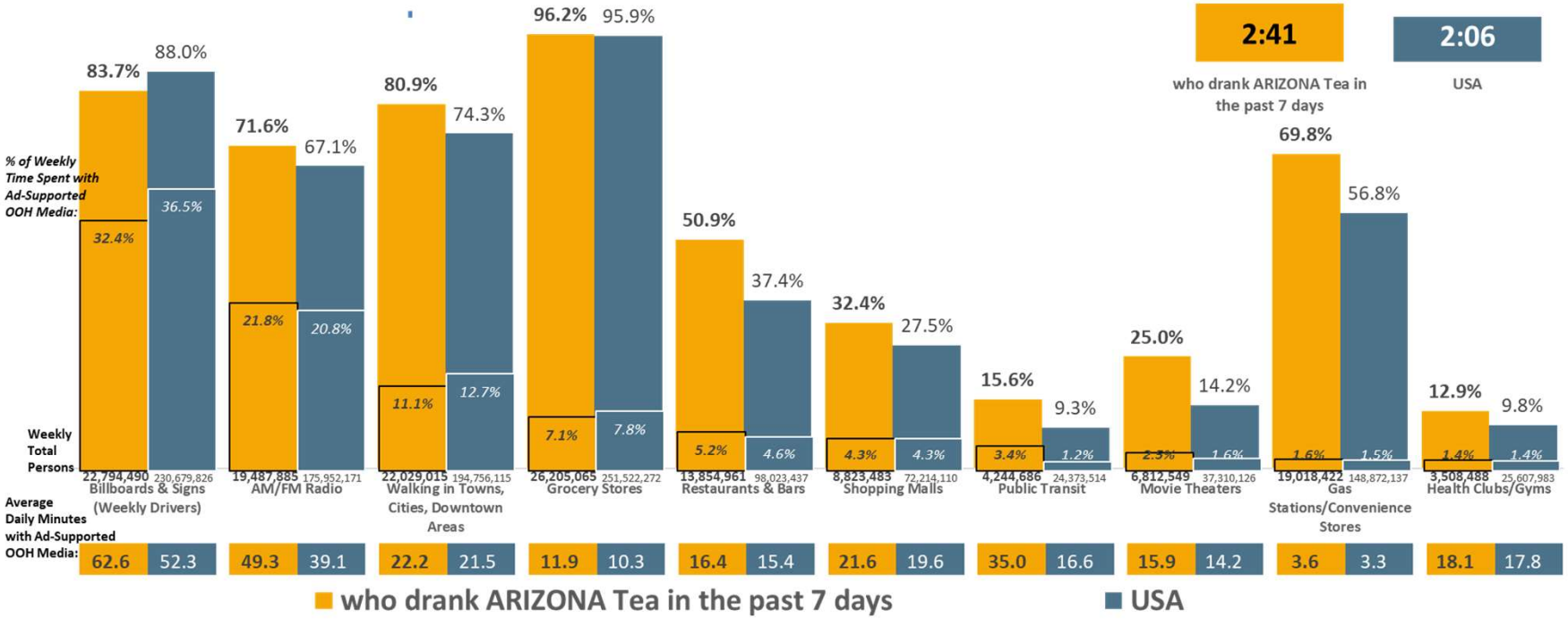
*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*




22,794,490 or 83.7% of Adults 18 or older who drank ARIZONA Tea in the past 7 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465*

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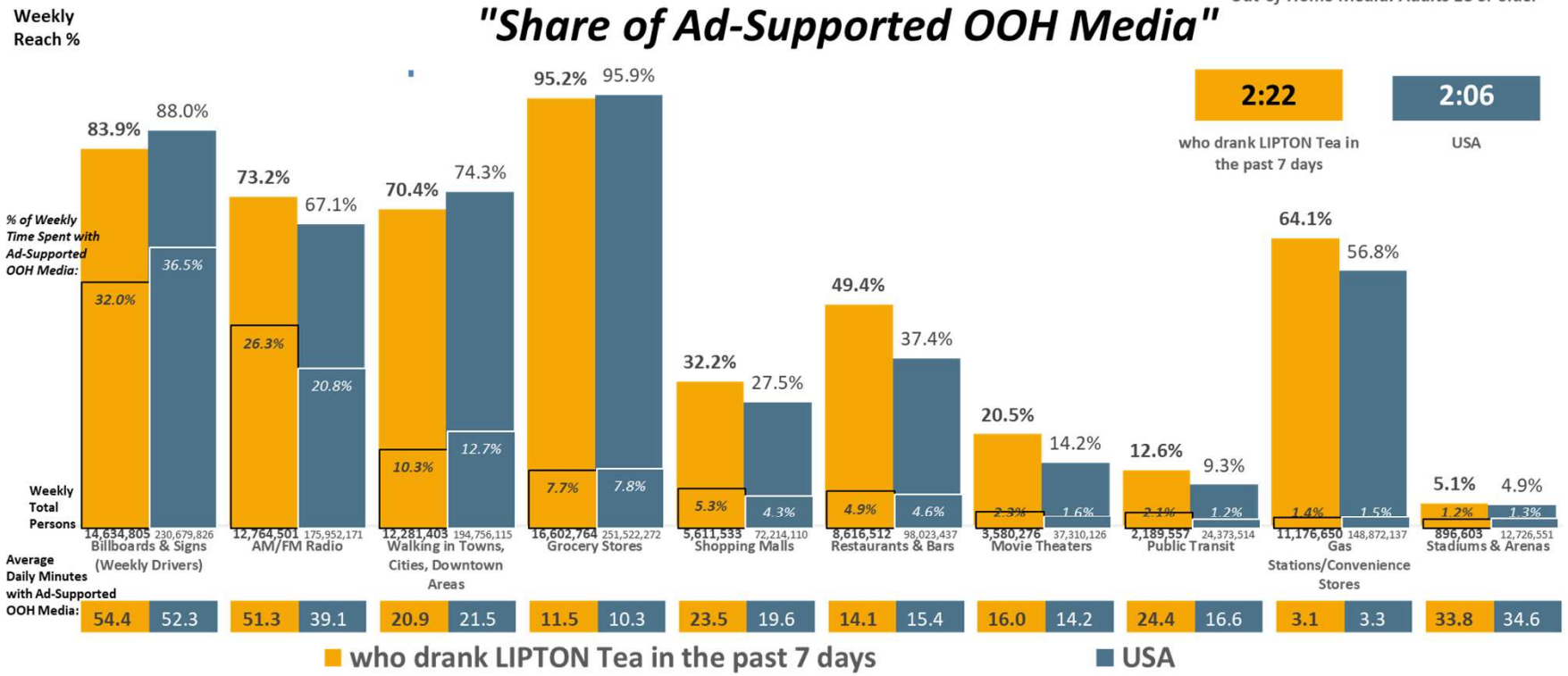
*Beverages (tea in bottles/cans) drank past 7 days: Arizona*




14,634,805 or 83.9% of Adults 18 or older who drank LIPTON Tea in the past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465*

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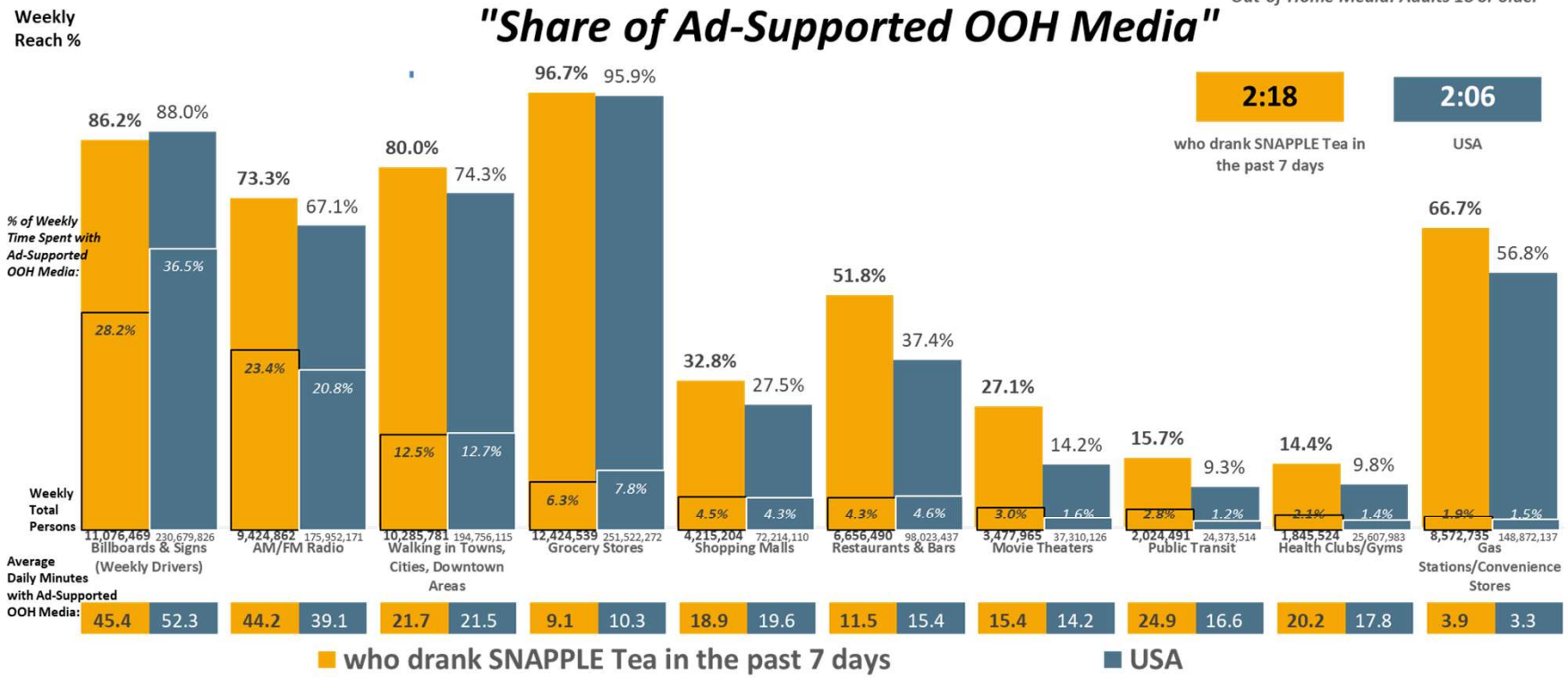
*Beverages (tea in bottles/cans) drank past 7 days: Lipton*




11,076,469 or 86.2% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465*

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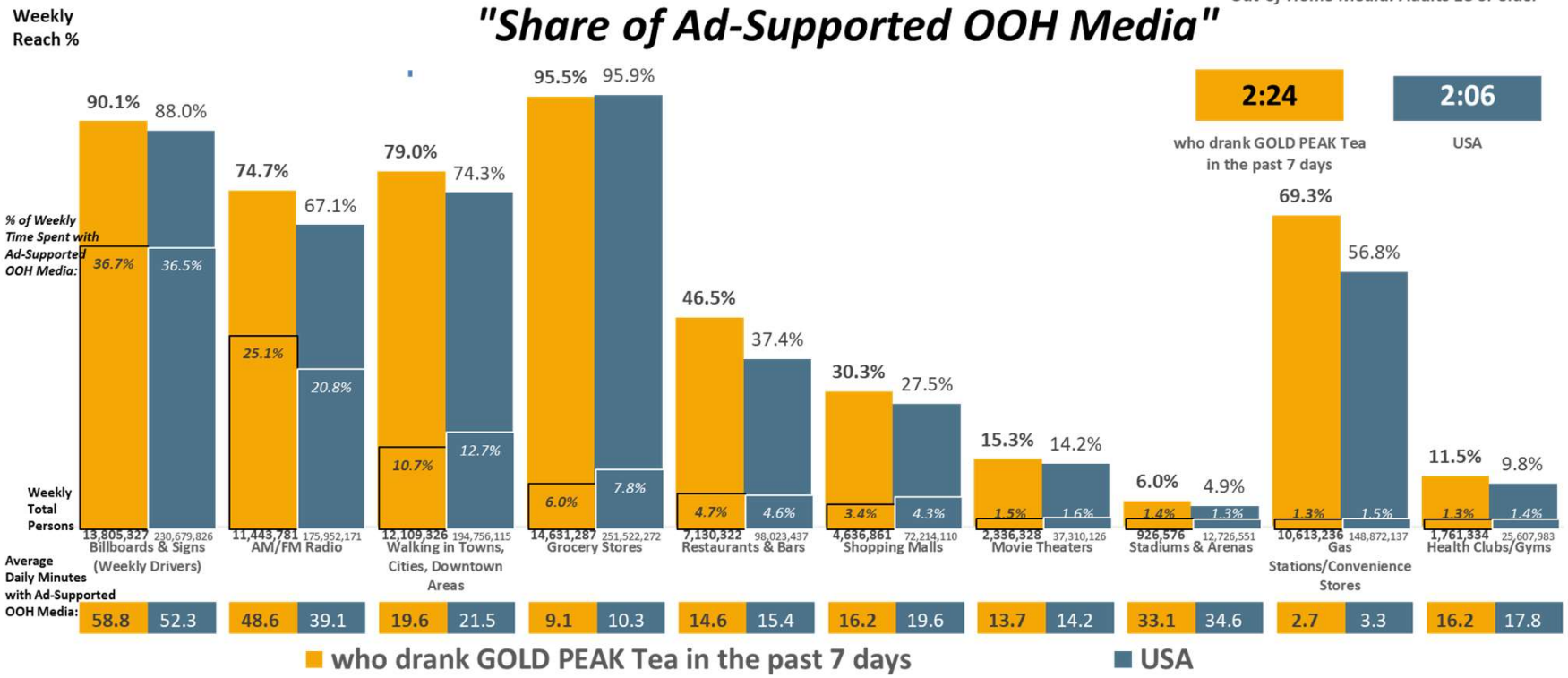
*Beverages (tea in bottles/cans) drank past 7 days: Snapple*




13,805,327 or 90.1% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465*

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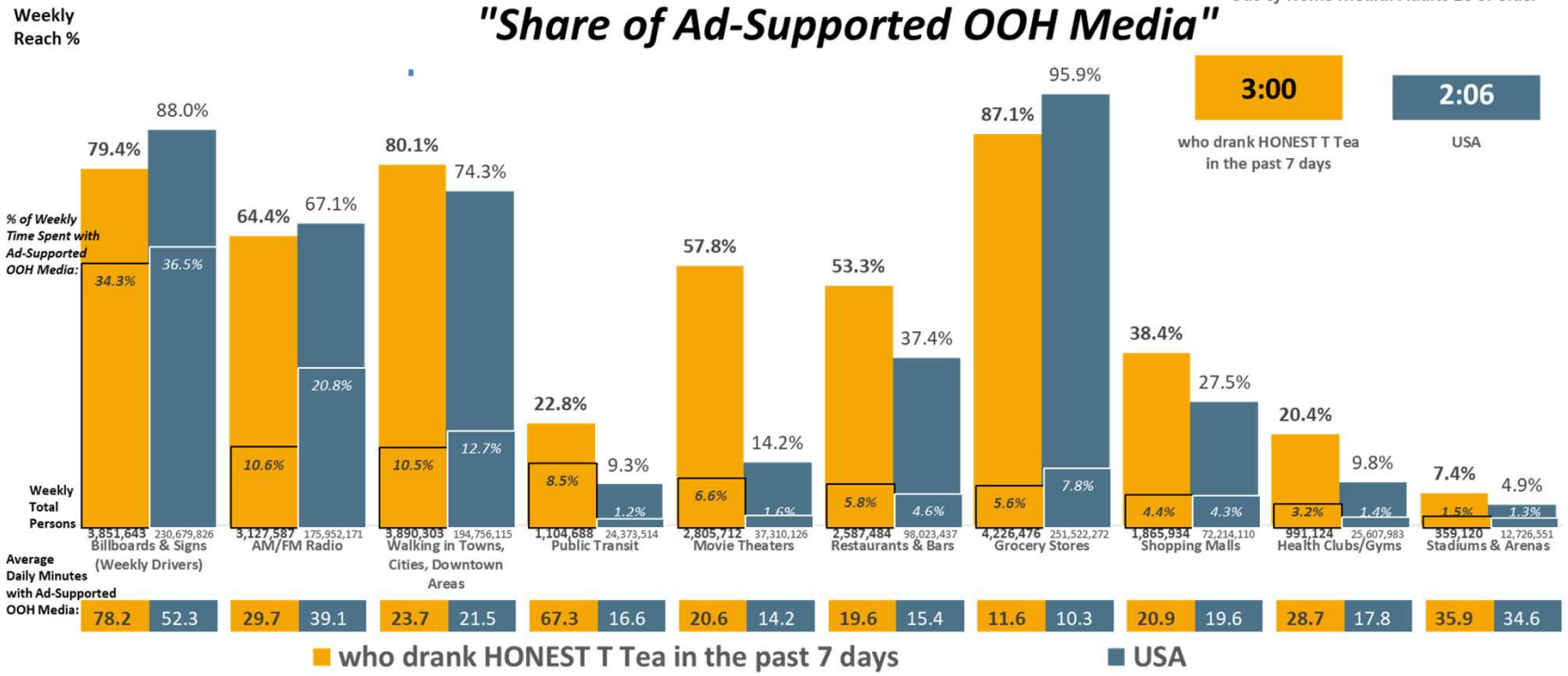
*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




3,851,643 or 79.4% of Adults 18 or older who drank HONEST T Tea in the past 7 days spend an average of 78.2 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465*

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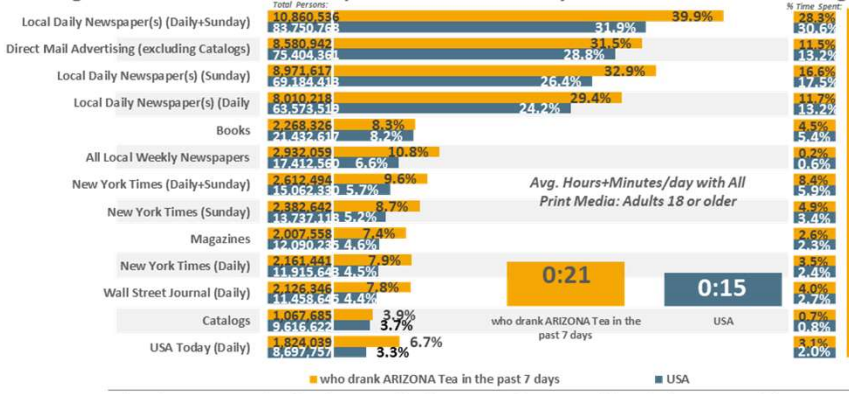
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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*

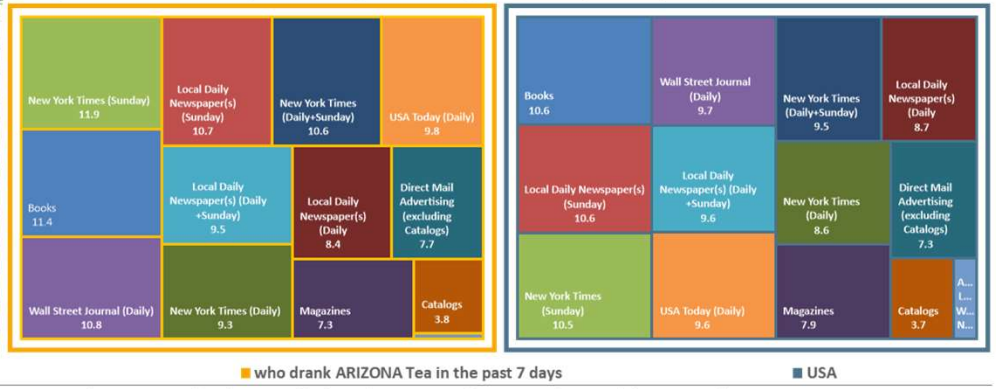



10,860,536 or 39.9% of Adults 18 or older who drank ARIZONA Tea in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

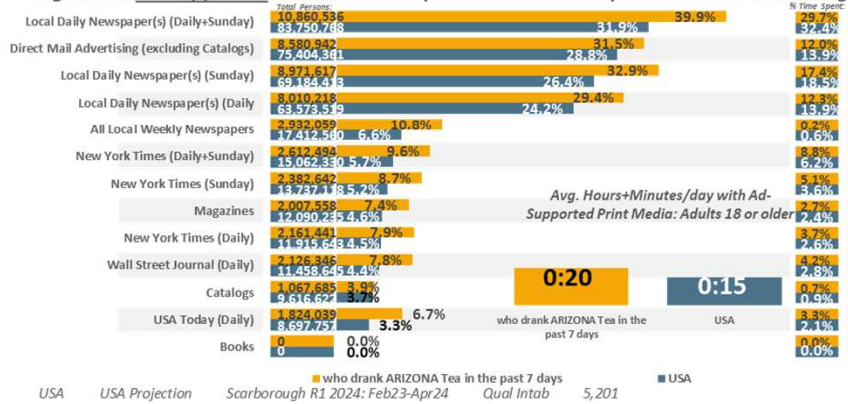
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



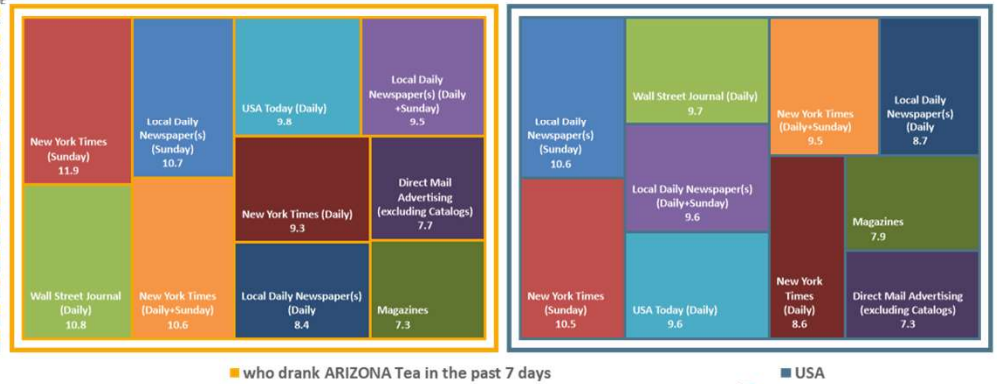

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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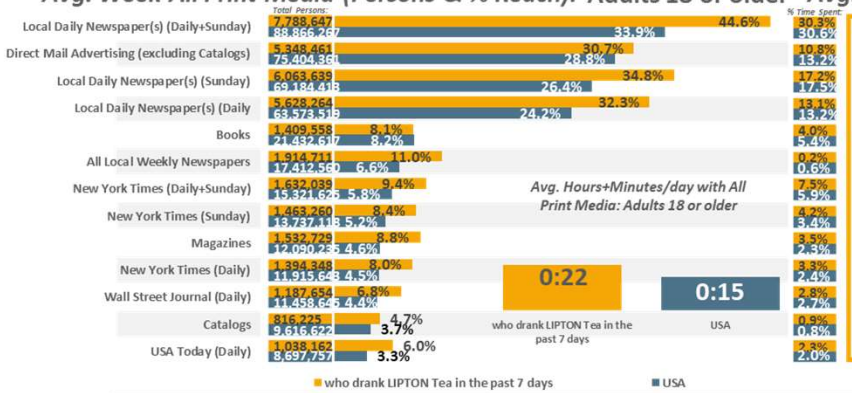
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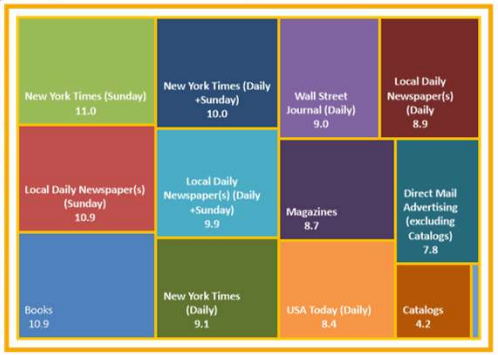
*Beverages (tea in bottles/cans) drank past 7 days: Arizona*

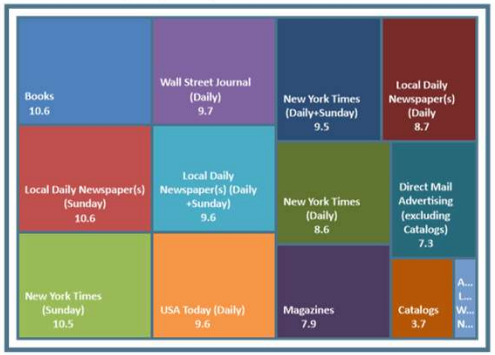



7,788,647 or 44.6% of Adults 18 or older who drank LIPTON Tea in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

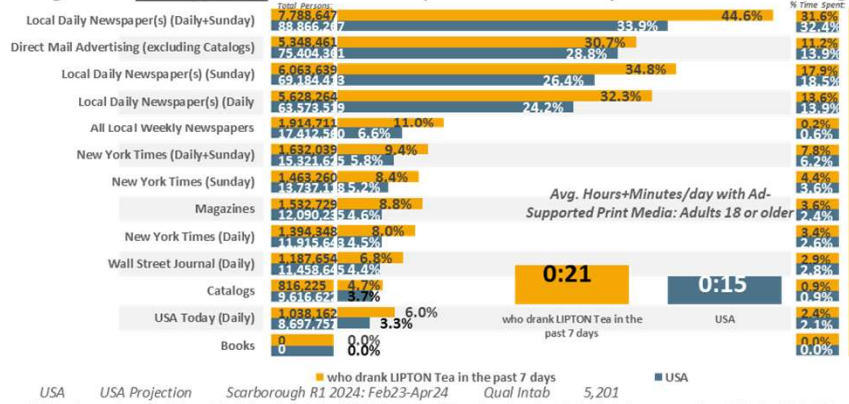
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older

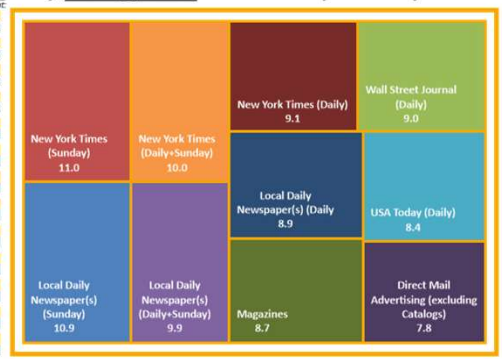


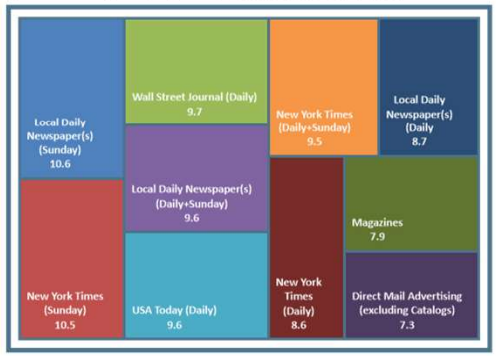




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older





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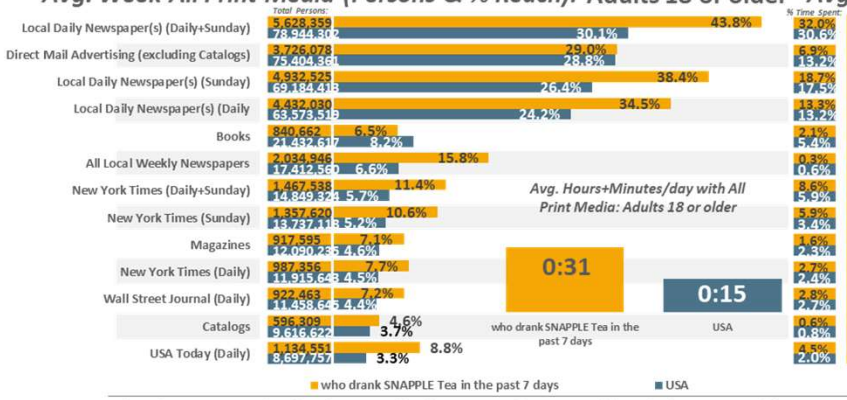

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*Beverages (tea in bottles/cans) drank past 7 days: Lipton*

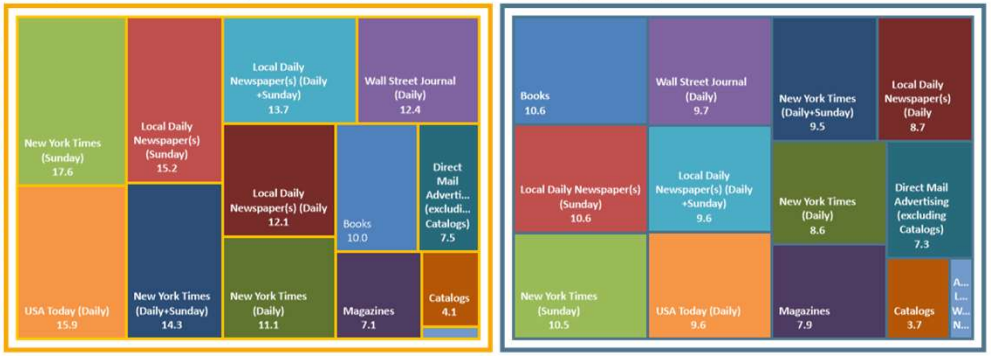



5,628,359 or 43.8% of Adults 18 or older who drank SNAPPLE Tea in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

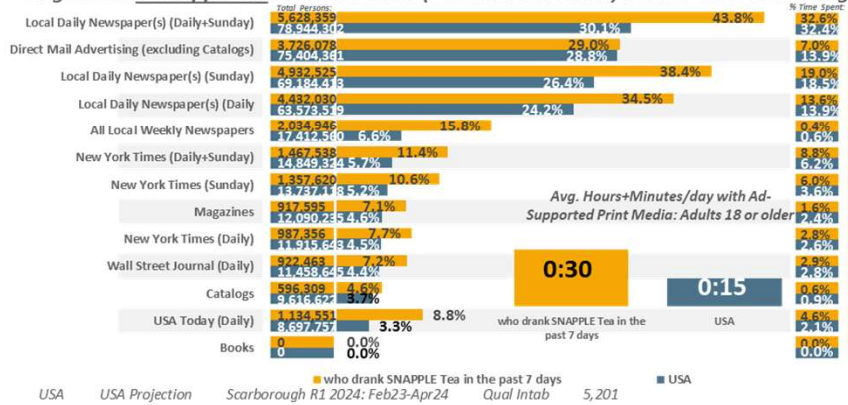
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




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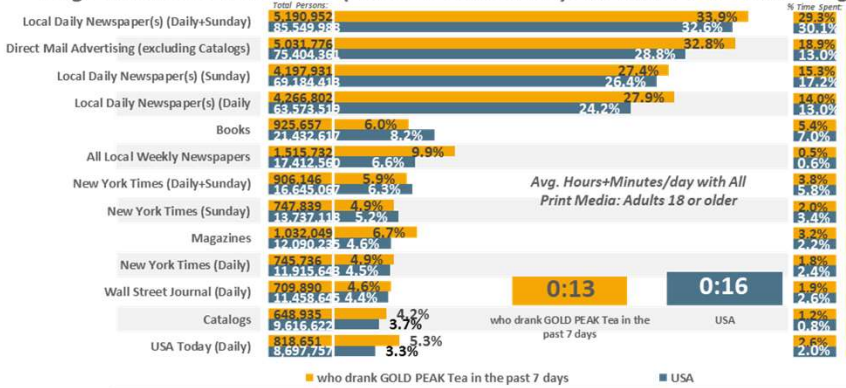
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*Beverages (tea in bottles/cans) drank past 7 days: Snapple*



5,190,952 or 33.9% of Adults 18 or older who drank GOLD PEAK Tea in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

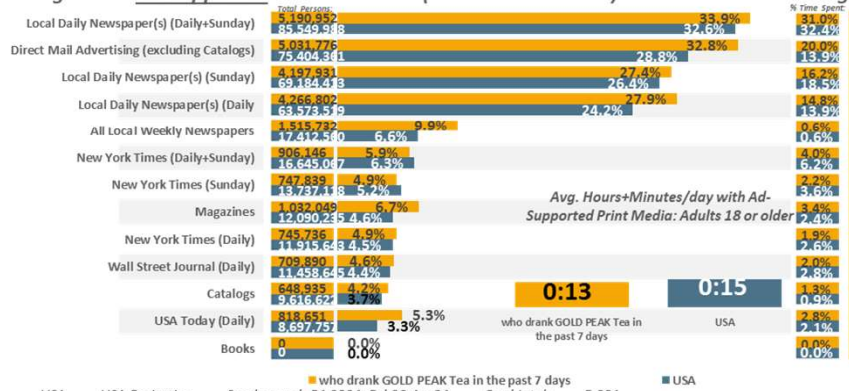
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,201*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

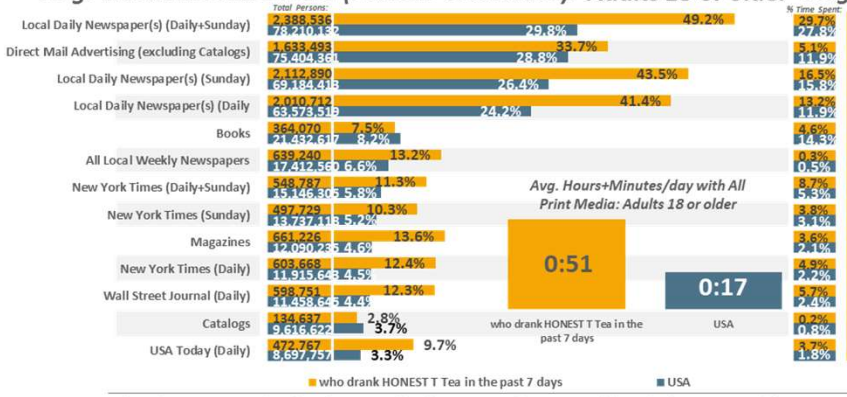
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*Beverages (tea in bottles/cans) drank past 7 days: Gold Peak*




2,388,536 or 49.2% of Adults 18 or older who drank HONEST T Tea in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 17.8 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

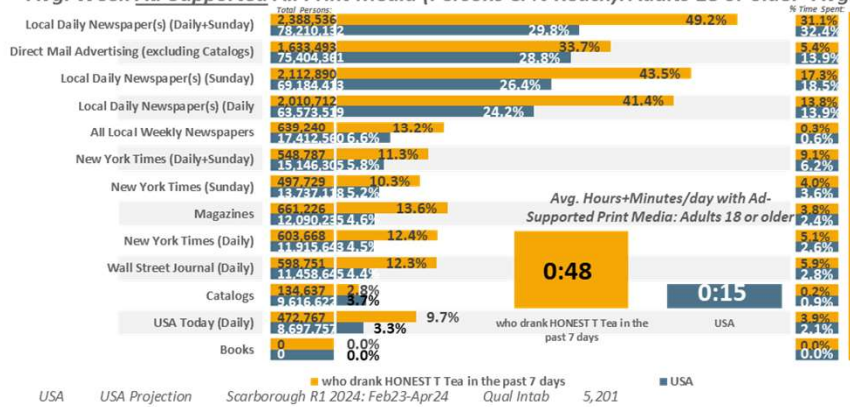
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




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*Beverages (tea in bottles/cans) drank past 7 days: Honest Tea*