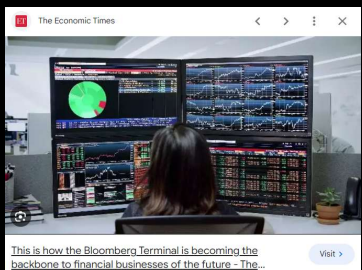


USA+4 DMAs – P21+ who Drank MICHELOB ULTRA in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Drank MICHELOB ULTRA in the past 30 days as of March 31, 2026.**



P21+

ABInBev  **Altria** **Vanguard** **BlackRock**

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

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





6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Typical Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 50.2 years old (.2% younger than average) and have a \$114,460 (15.7% higher than average) annual household income.

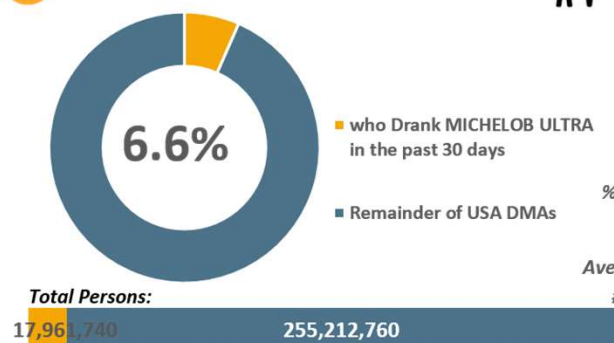


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

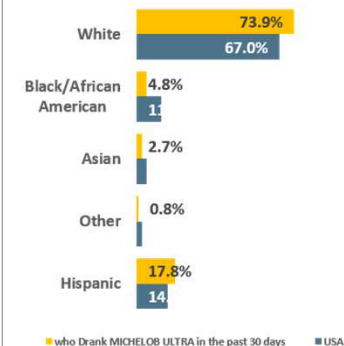
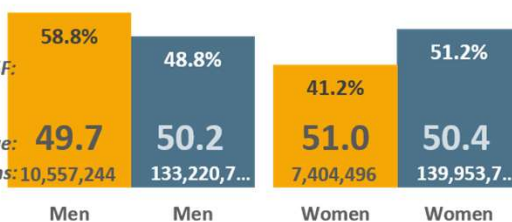
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



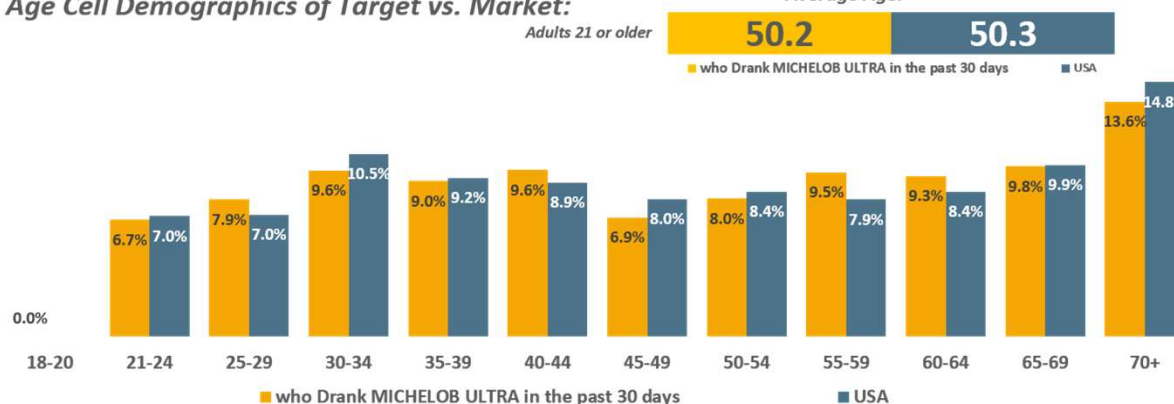
Age Cell Demographics of Target vs. Market:

Average Age:

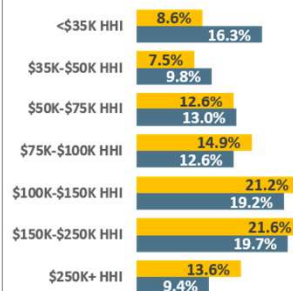
Adults 21 or older

who Drank MICHELOB ULTRA in the past 30 days

USA



HHI of Target vs. Market:



Avg HHI: \$114,460 (Target) vs \$98,924 (Market)

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

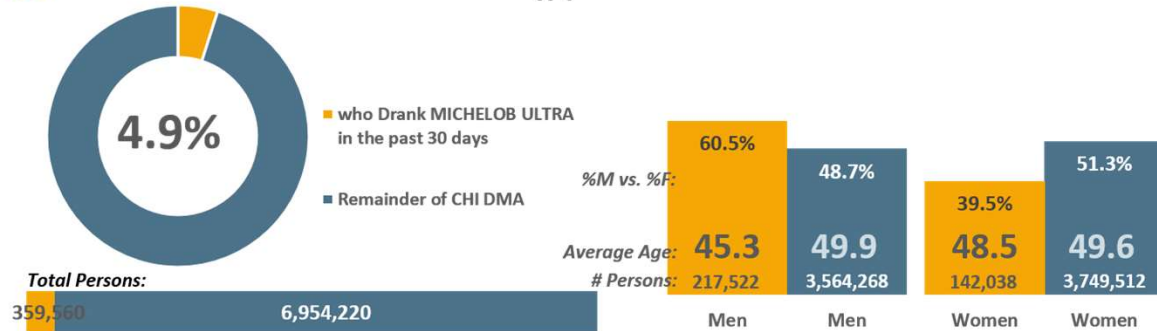
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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

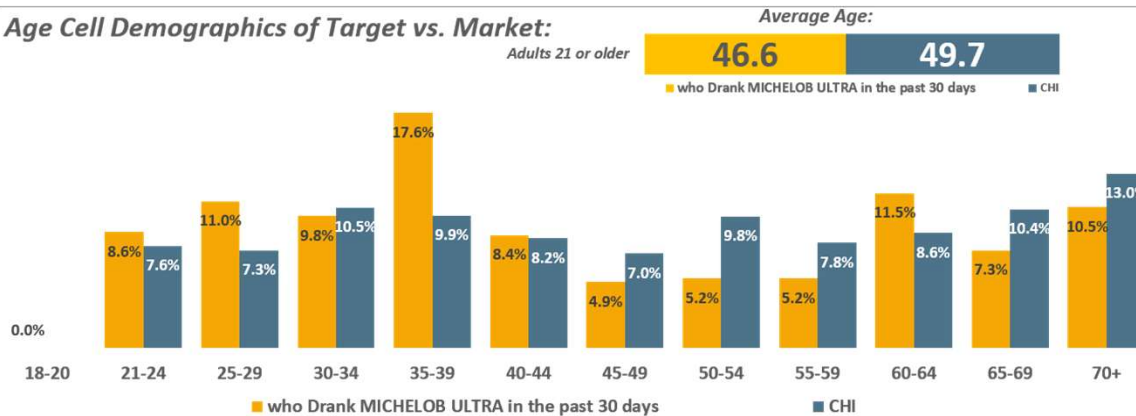


4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Typical Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 46.6 years old (6.2% younger than average) and have a \$140,077 (24.8% higher than average) annual household income.

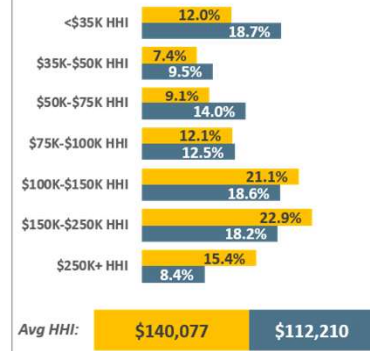
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Typical Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 51.3 years old (2.7% older than average) and have a \$159,246 (12.% higher than average) annual household income.

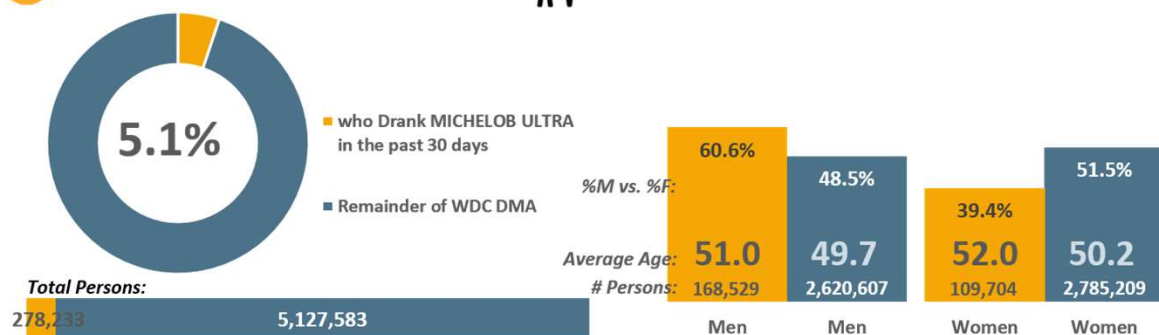


Percent of Market: Adults 21 or older

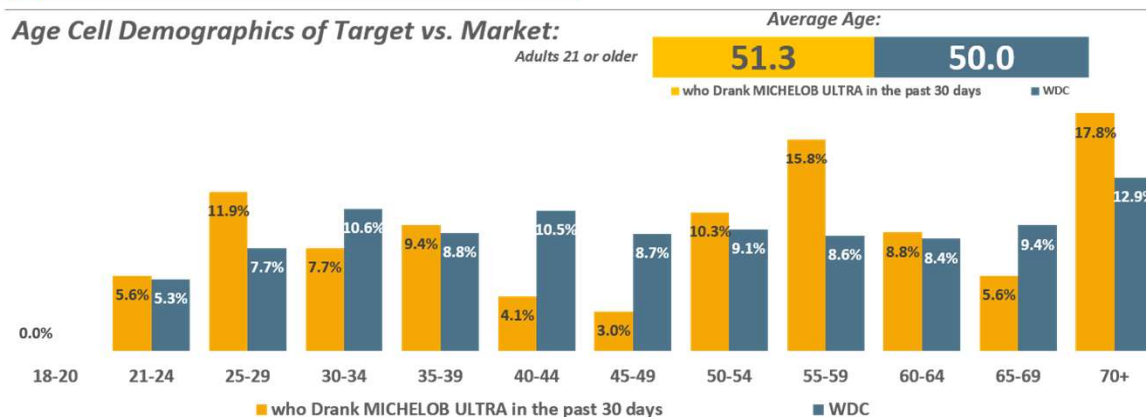


Gender of Target vs. Market: Adults 21 or older

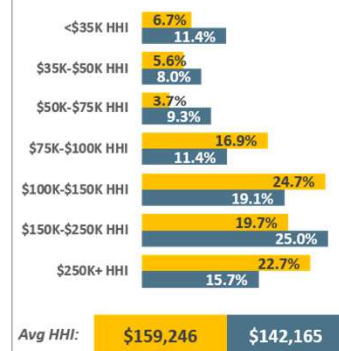
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

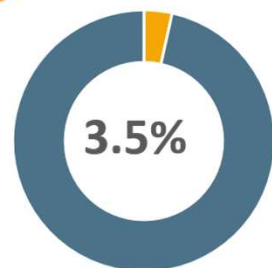




3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Typical Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 45.2 years old (8.4% younger than average) and have a \$137,088 (5.6% higher than average) annual household income.



Percent of Market: Adults 21 or older

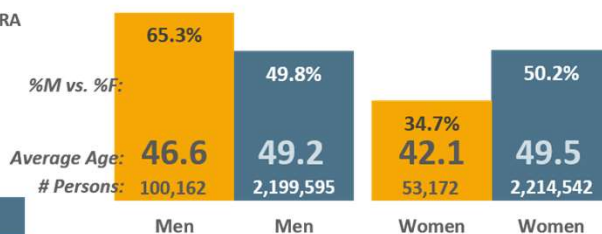


■ who Drank MICHELOB ULTRA in the past 30 days
 ■ Remainder of SEA DMA

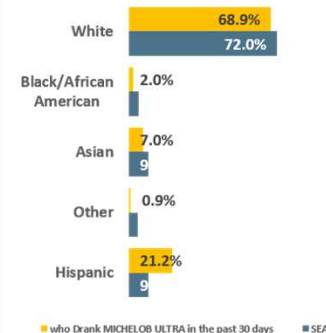
Total Persons:
 153,334 4,260,803



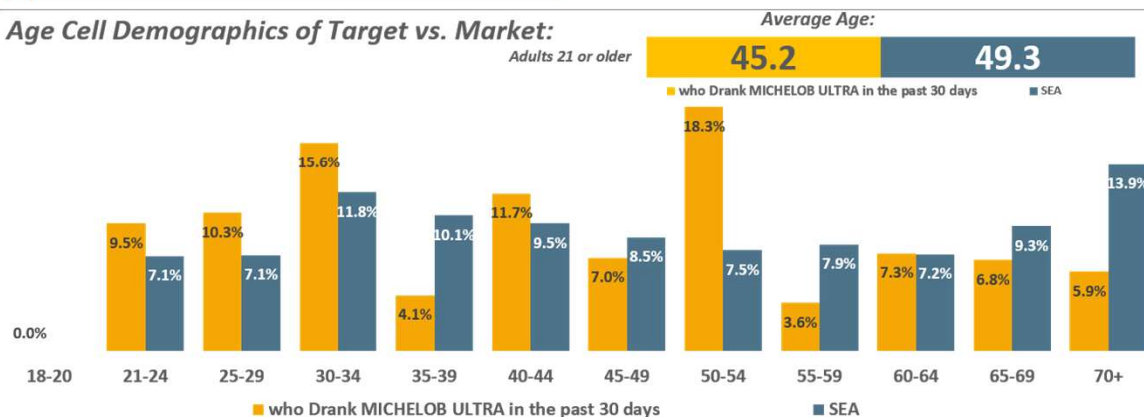
Gender of Target vs. Market: Adults 21 or older



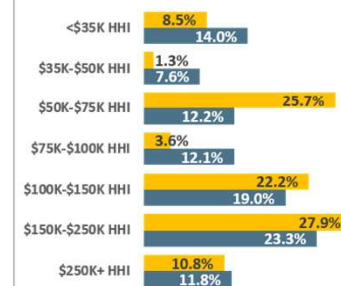
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$137,088 (Target) vs. \$129,843 (SEA)



10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Typical Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 50.6 years old (.5% older than average) and have a \$123,640 (14.2% higher than average) annual household income.

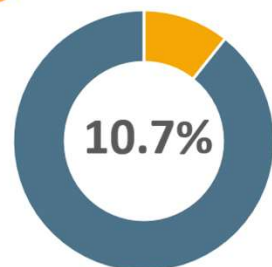


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



Total Persons:



%M vs. %F:

48.2%

48.4%

51.8%

51.6%

Average Age:

50.3

50.1

50.9

50.7

Persons:

236,780

2,229,792

254,717

2,373,936

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

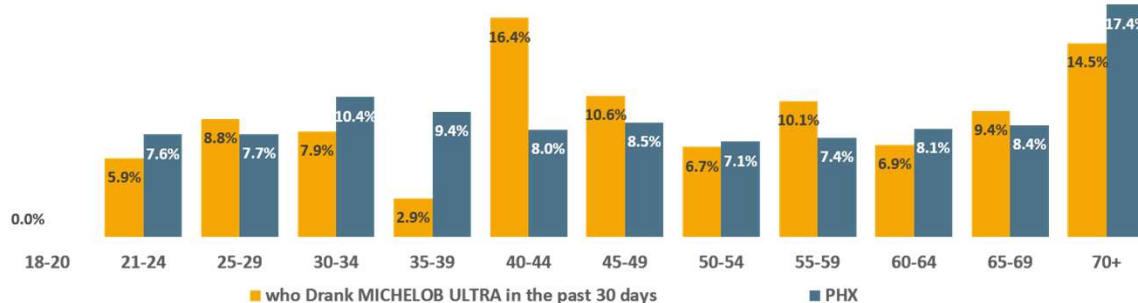
Average Age:

Adults 21 or older

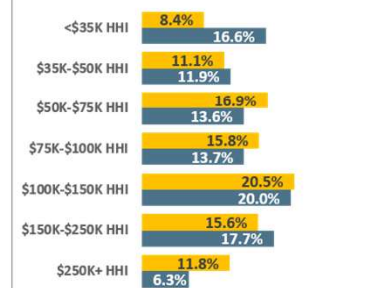
50.6

50.4

■ who Drank MICHELOB ULTRA in the past 30 days ■ PHX



HHI of Target vs. Market:



Avg HHI:

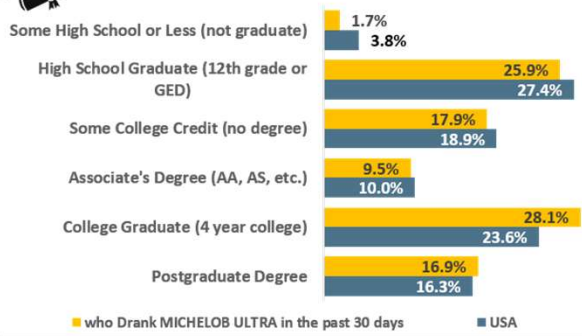
\$123,640

\$108,276

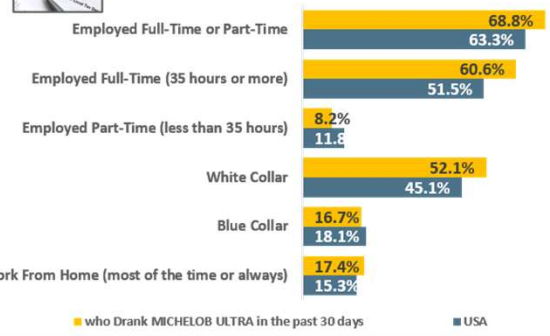


6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 12.9% more likely to be a college graduate, 17.7% more likely to work full-time, 15.5% more likely to be married, 4.7% more likely to be a parent of 1 or more children under 18.

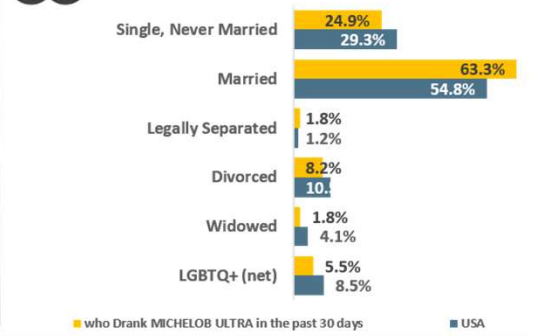
Education Levels: Adults 21 or older



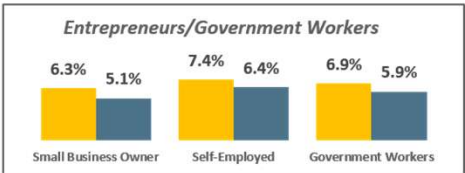
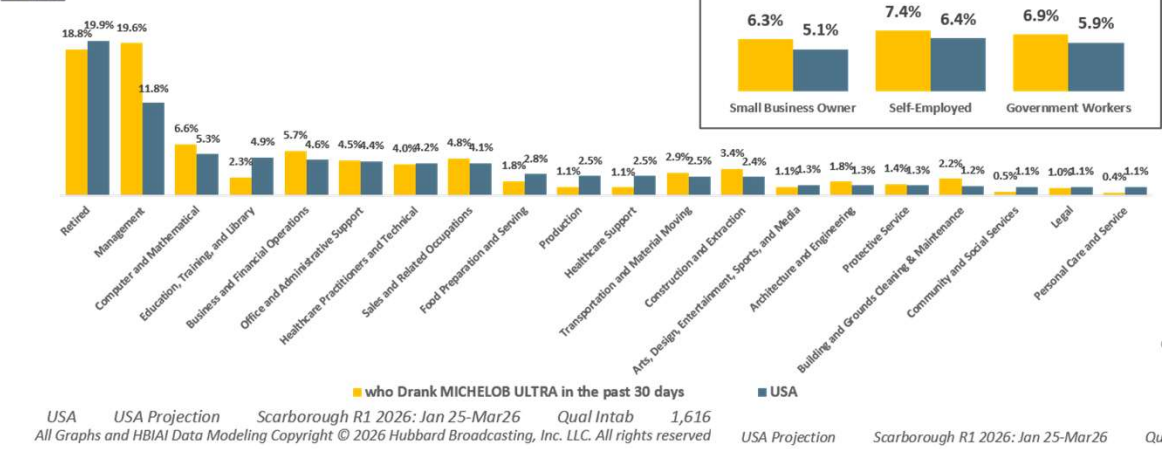
Employment: Adults 21 or older



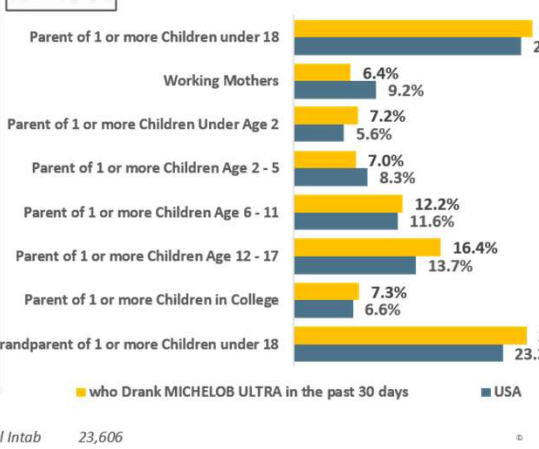
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



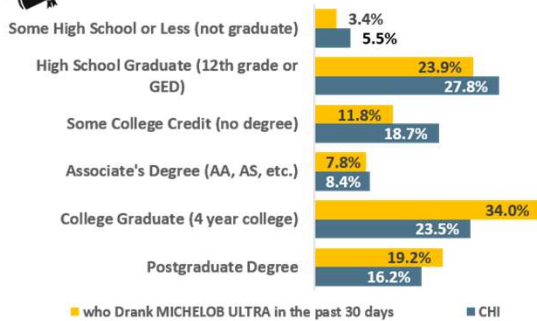
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



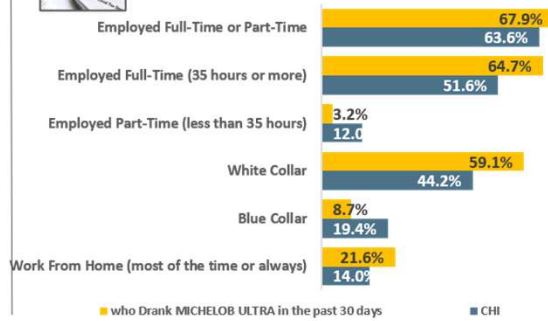
4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 34.2% more likely to be a college graduate, 25.3% more likely to work full-time, 9.1% more likely to be married, 11.7% more likely to be a parent of 1 or more children under 18.



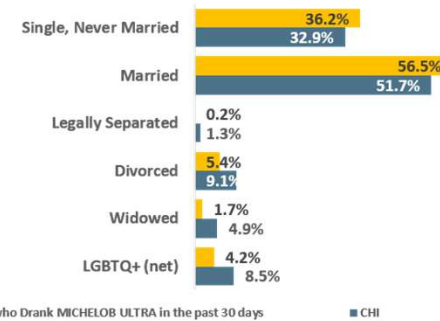
Education Levels: Adults 21 or older



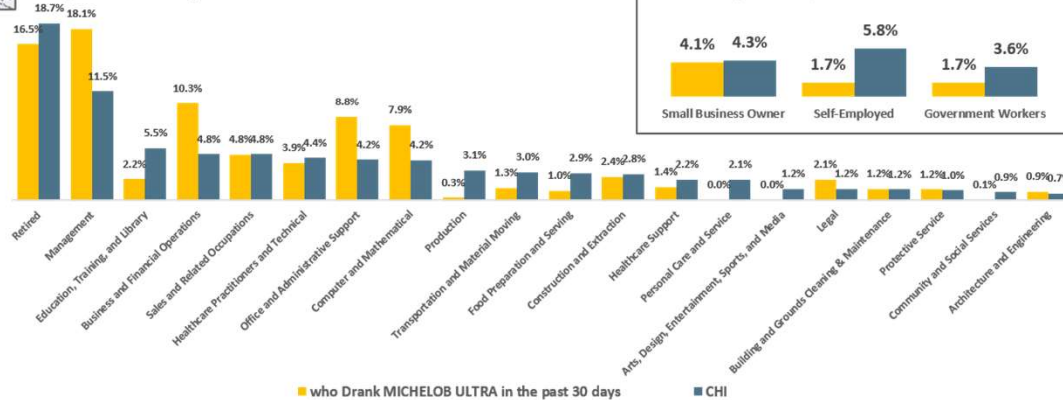
Employment: Adults 21 or older



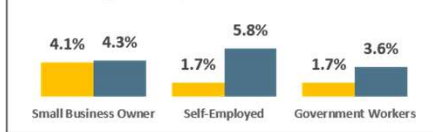
Marital Status: Adults 21 or older



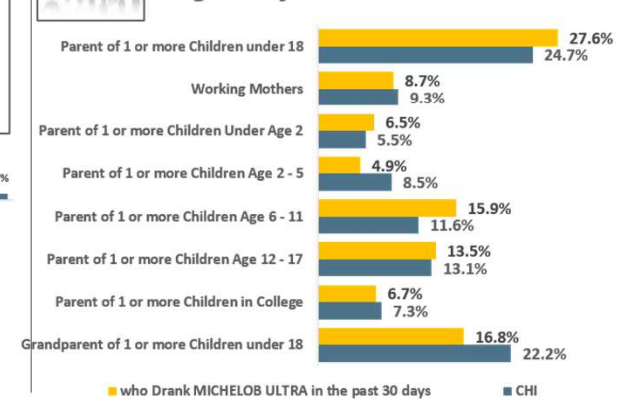
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

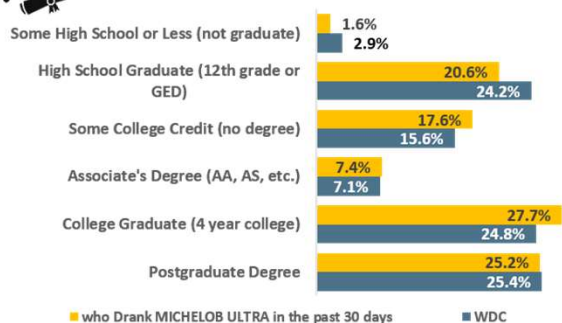




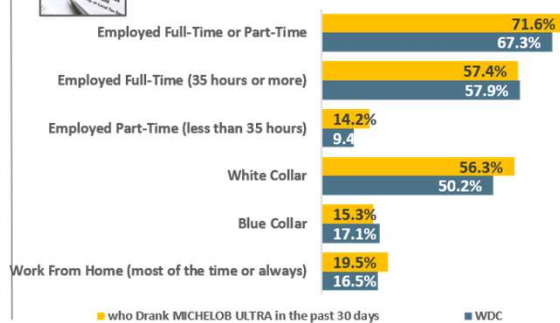
5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 5.4% more likely to be a college graduate, .8% less likely to work full-time, 27.5% more likely to be married, 9.% less likely to be a parent of 1 or more children under 18.



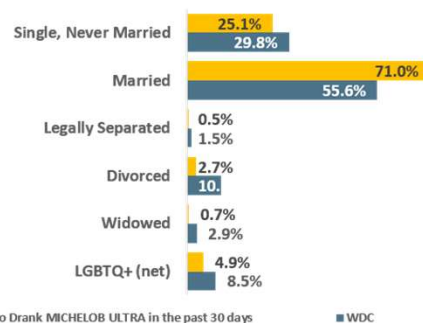
Education Levels: Adults 21 or older



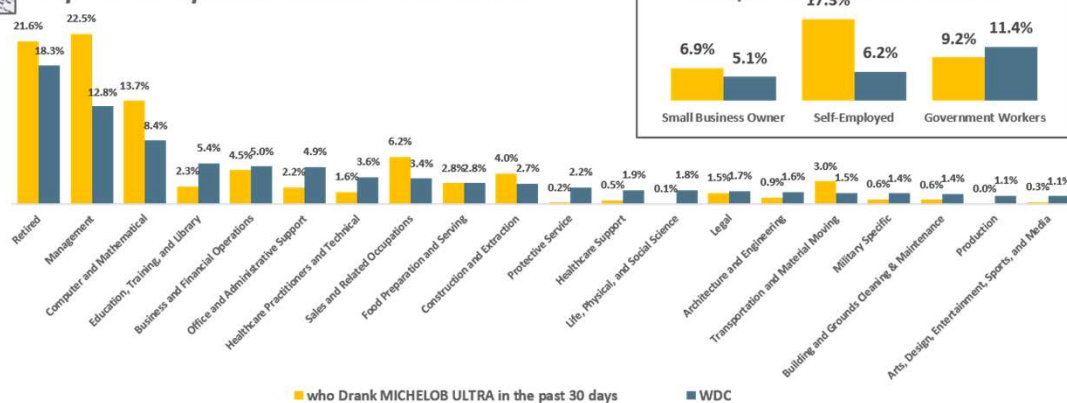
Employment: Adults 21 or older



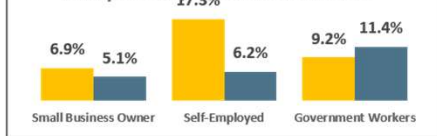
Marital Status: Adults 21 or older



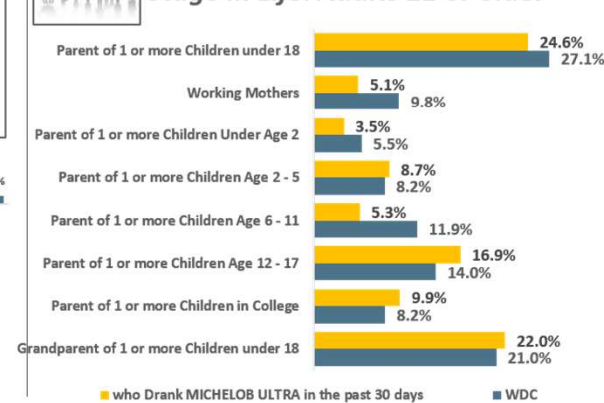
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

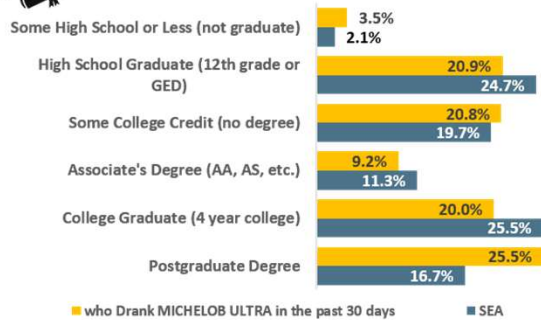




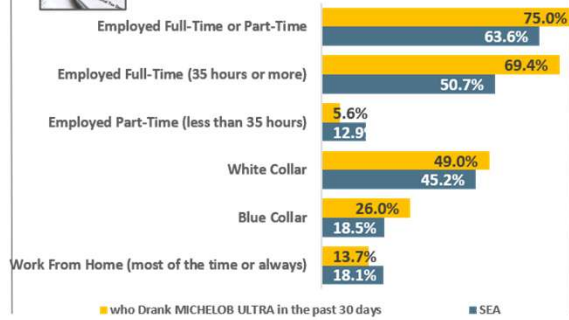
3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 7.8% more likely to be a college graduate, 36.8% more likely to work full-time, 11.2% more likely to be married, 42.3% more likely to be a parent of 1 or more children under 18.



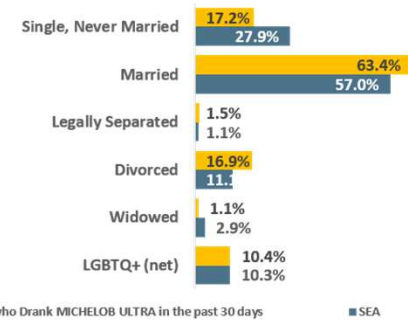
Education Levels: Adults 21 or older



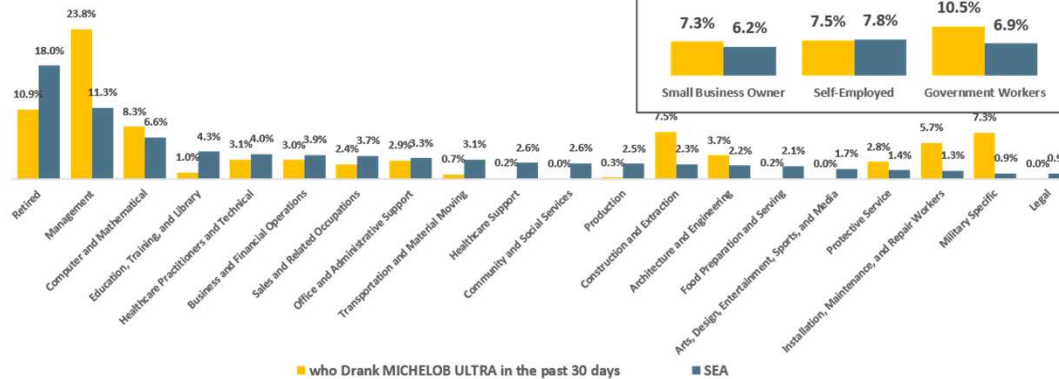
Employment: Adults 21 or older



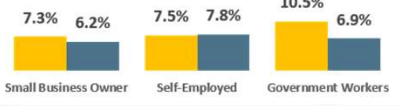
Marital Status: Adults 21 or older



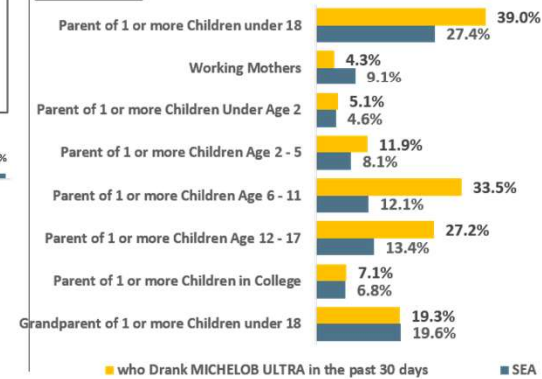
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

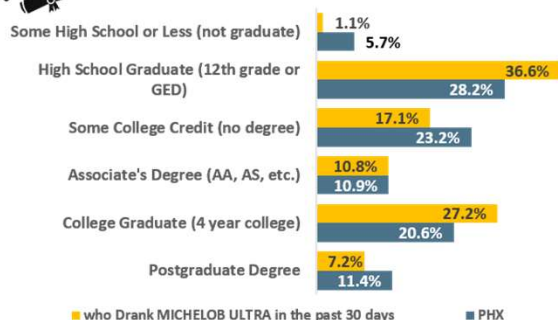




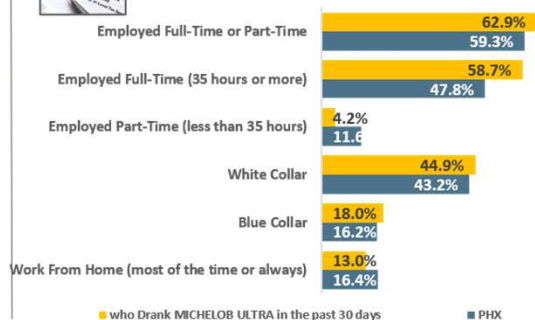
10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 7.5% more likely to be a college graduate, 22.9% more likely to work full-time, 4.9% more likely to be married, .% more likely to be a parent of 1 or more children under 18.



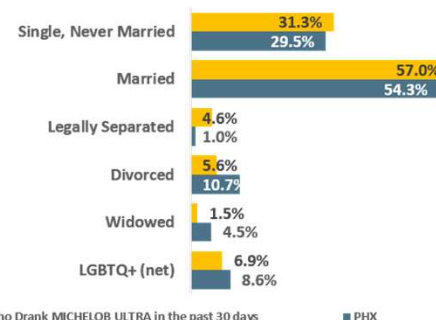
Education Levels: Adults 21 or older



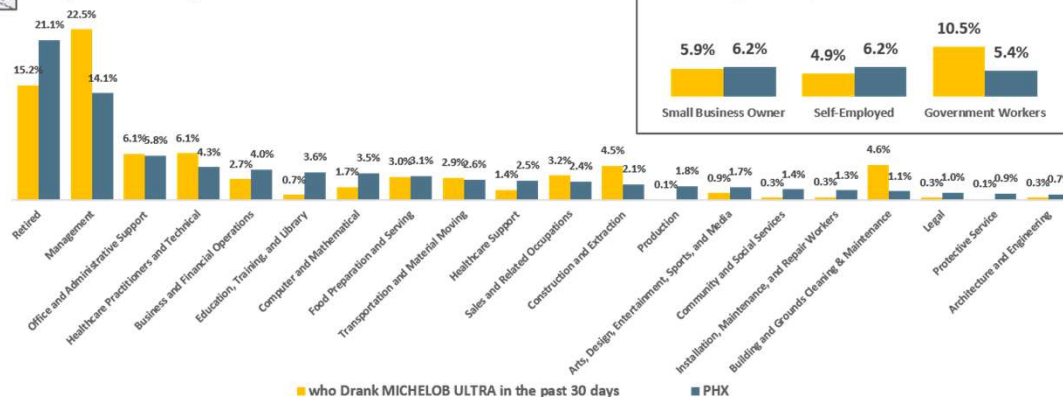
Employment: Adults 21 or older



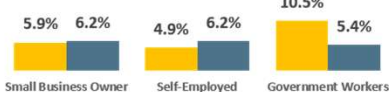
Marital Status: Adults 21 or older



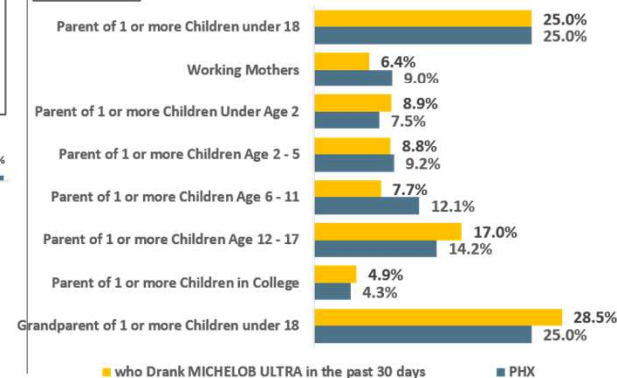
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



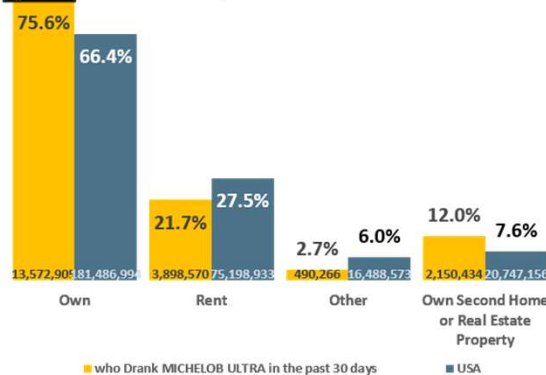
Stage in Life: Adults 21 or older



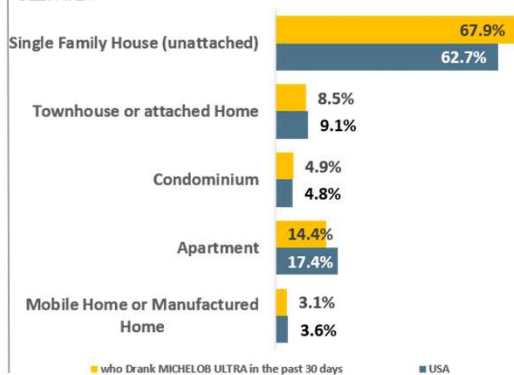


6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 13.7% more likely to own their home, 23.4% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 23.3% more likely to have a dog.

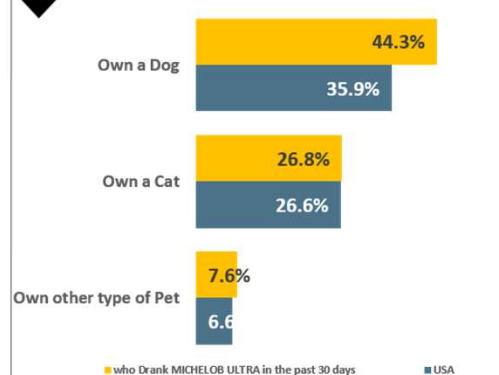
Own/Rent/Other: Adults 21 or older



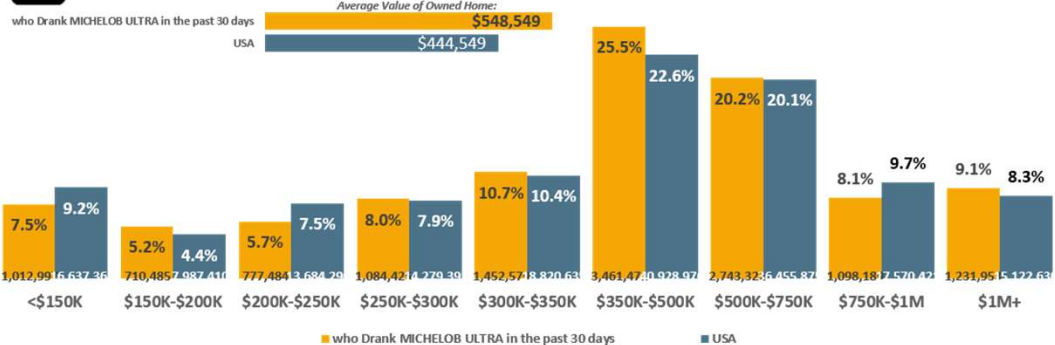
Type of Home: Adults 21 or older



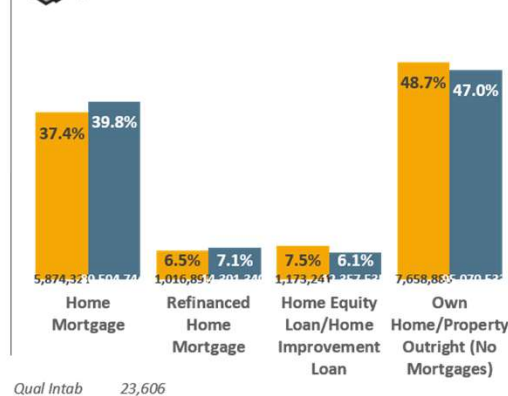
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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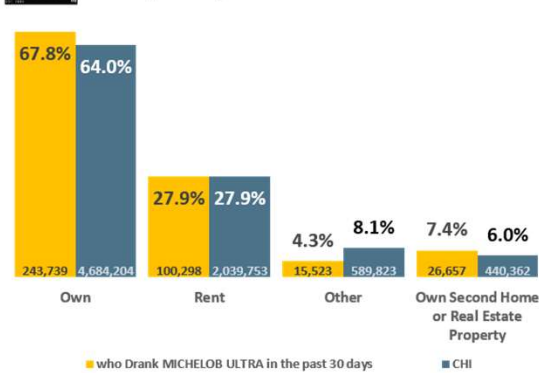
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



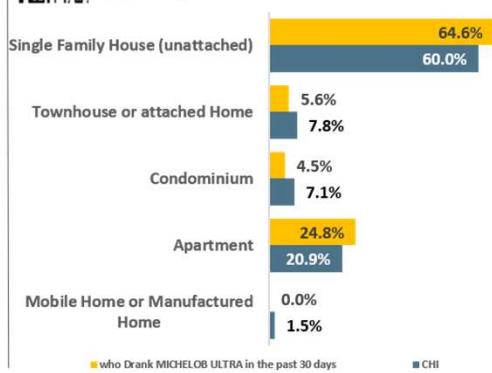
4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 5.8% more likely to own their home, 9.9% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 29.6% more likely to have a dog.



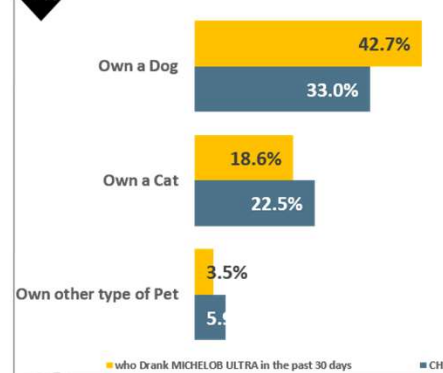
Own/Rent/Other: Adults 21 or older



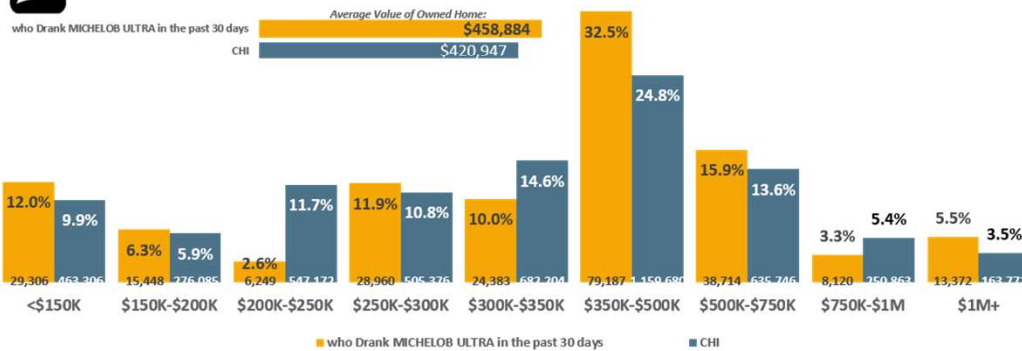
Type of Home: Adults 21 or older



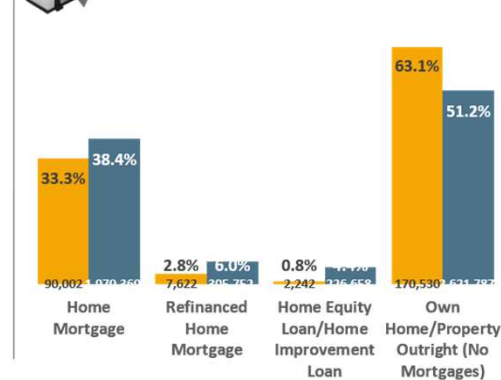
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



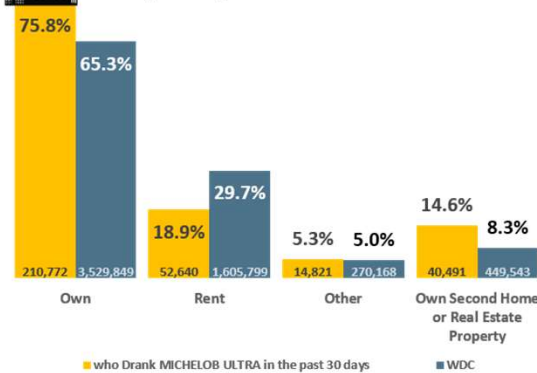
Home Loans: Adults 21 or older



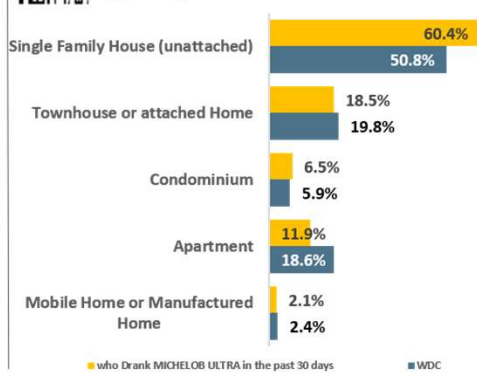


5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 16.% more likely to own their home, 3.9% more likely to own a higher valued home, 19.1% more likely to have a single-family home, 63.8% more likely to have a dog.

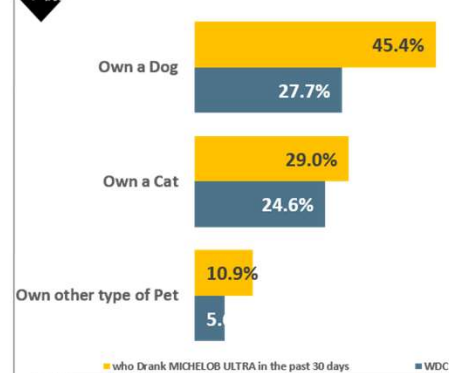
Own/Rent/Other: Adults 21 or older



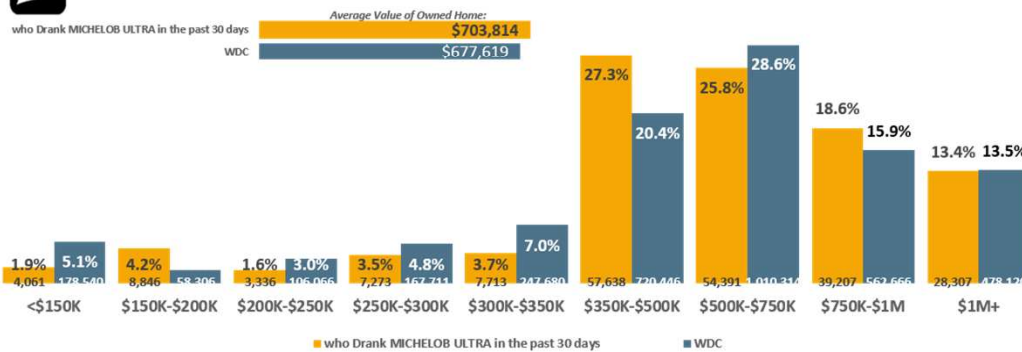
Type of Home: Adults 21 or older



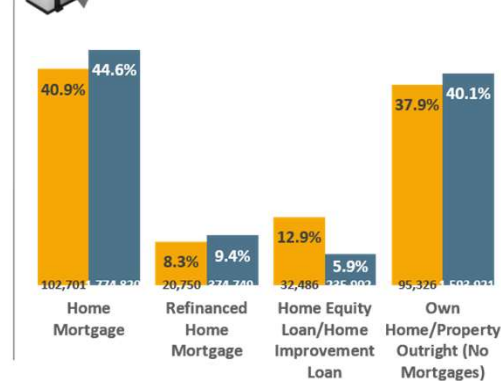
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



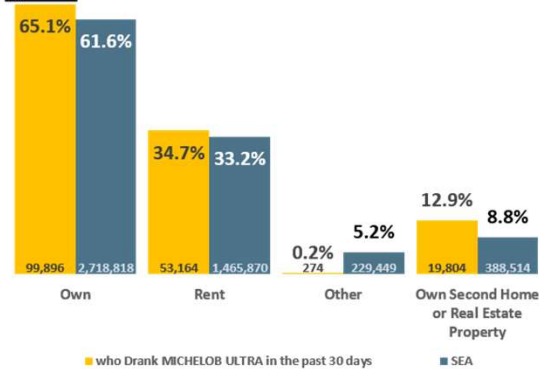
Home Loans: Adults 21 or older



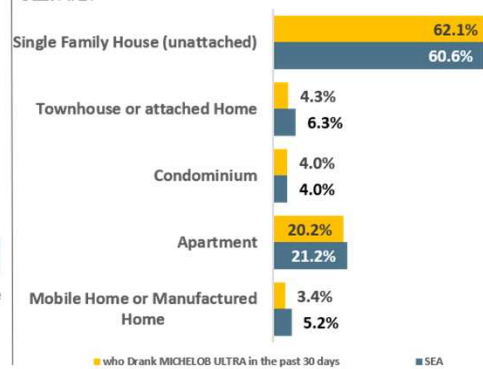


3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 5.8% more likely to own their home, 20.6% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 14.8% more likely to have a dog.

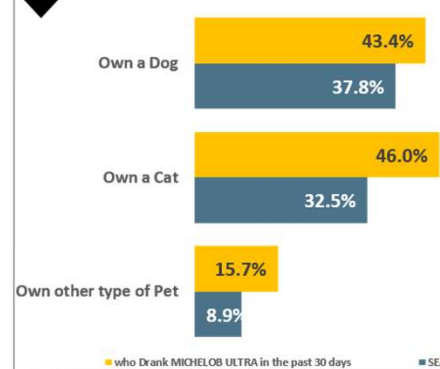
Own/Rent/Other: Adults 21 or older



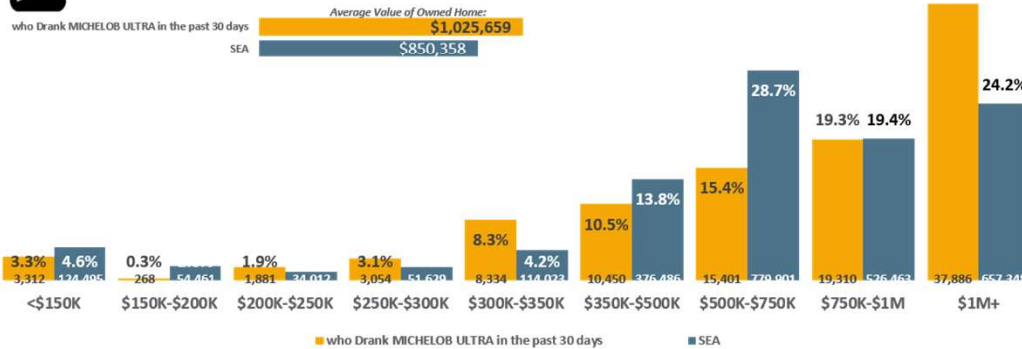
Type of Home: Adults 21 or older



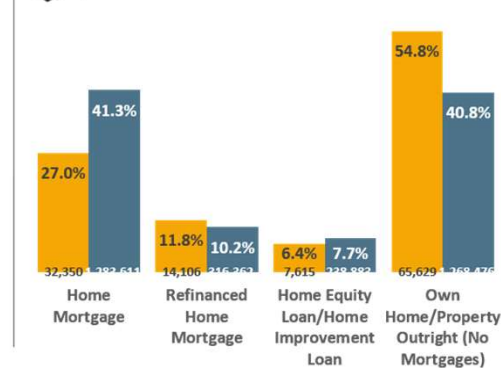
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

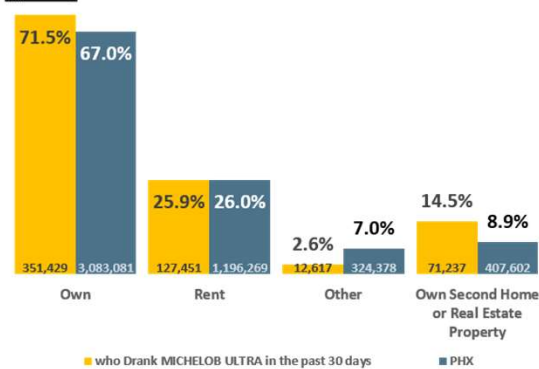




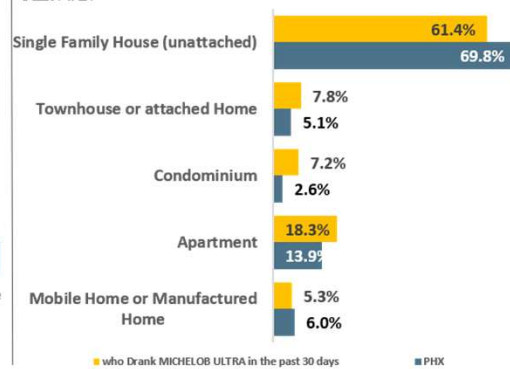
10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 6.8% more likely to own their home, 6.% more likely to own a lower valued home, 12.% less likely to have a single-family home, 5.6% more likely to have a dog.



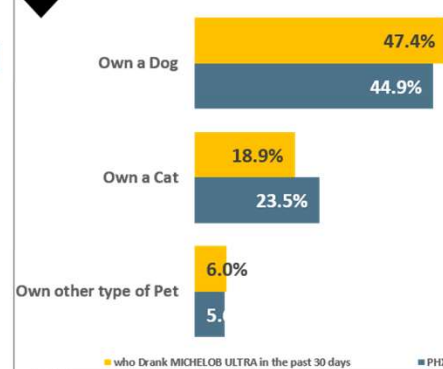
Own/Rent/Other: Adults 21 or older



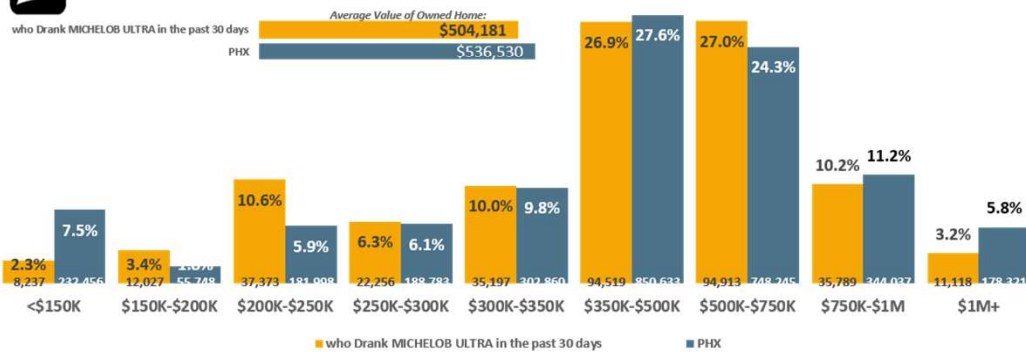
Type of Home: Adults 21 or older



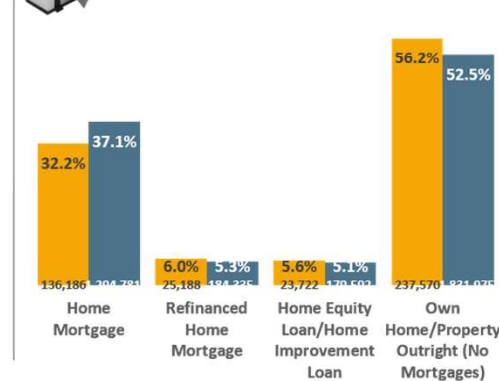
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

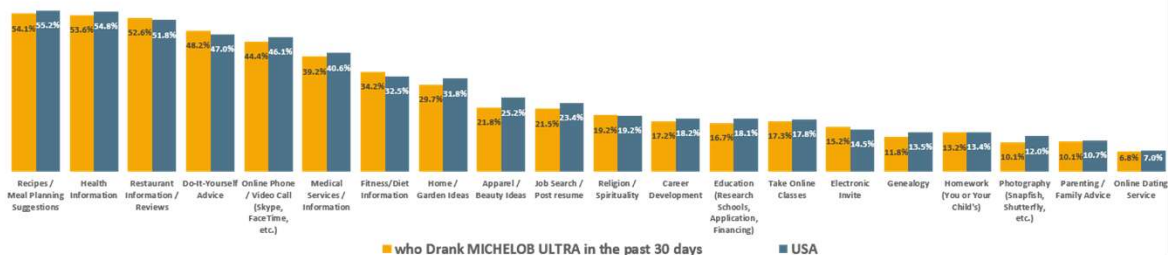




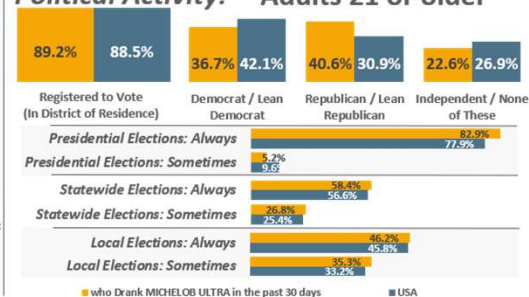
6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 2.7% more likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 44.2% more likely to belong to a gym, 27.2% more likely to fly domestic past yr.



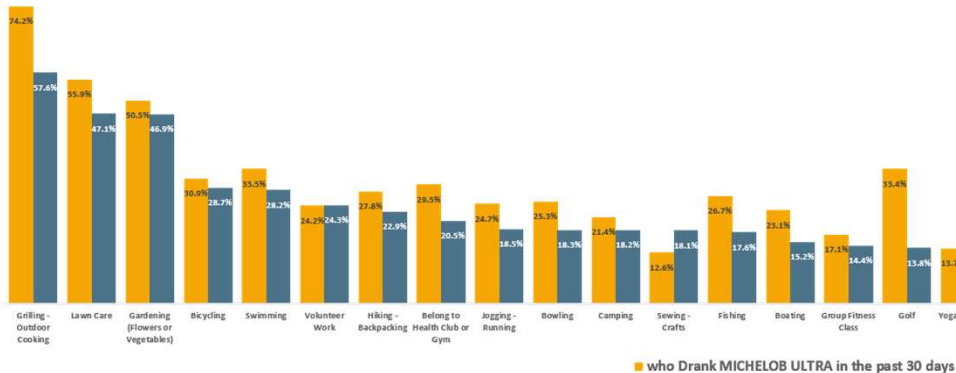
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



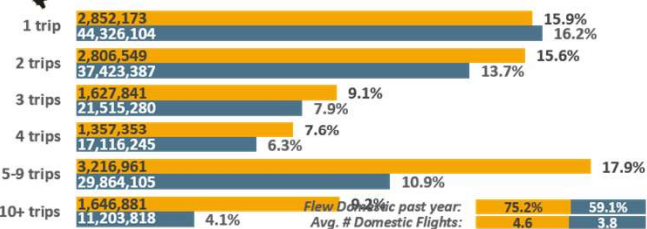
Political Activity: Adults 21 or older



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



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



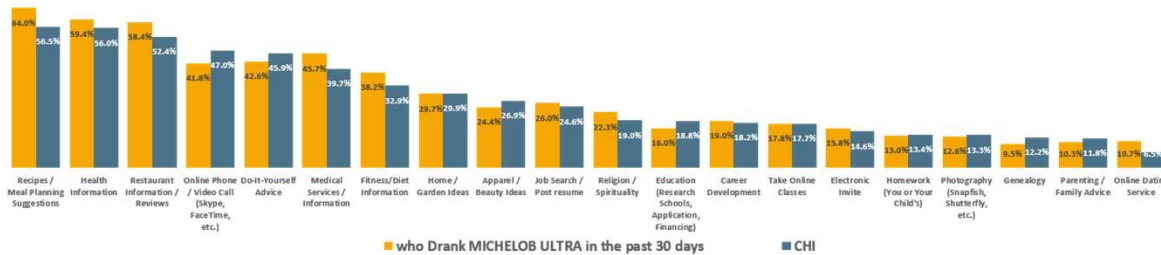
Flew Domestic past year: 75.2% vs 59.1%
 Avg. # Domestic Flights: 4.6 vs 3.8



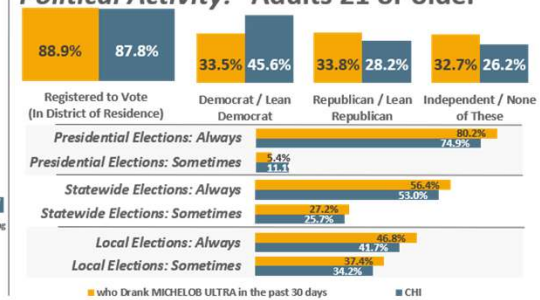
4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 7.3% less likely to look up D-I-Y advice online, 12.3% more likely to always vote in local elections, 32.8% more likely to belong to a gym, 41.4% more likely to fly domestic past yr.



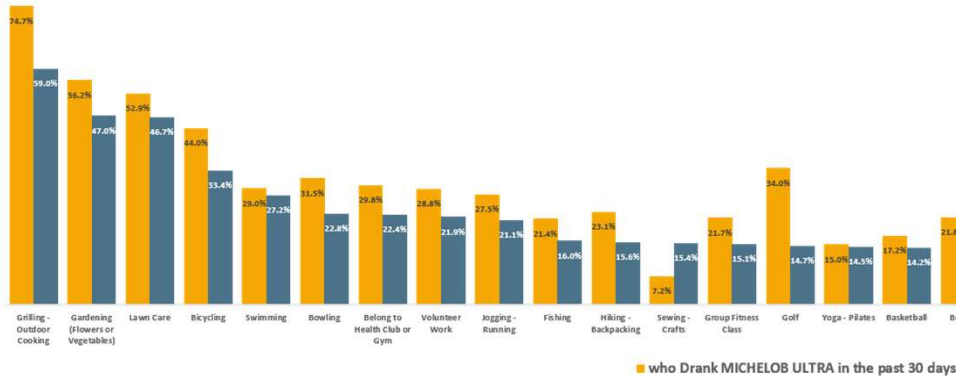
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



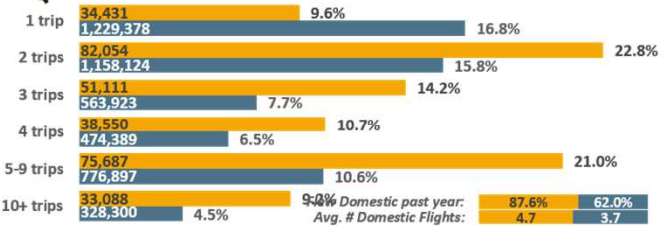
Political Activity: Adults 21 or older



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



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



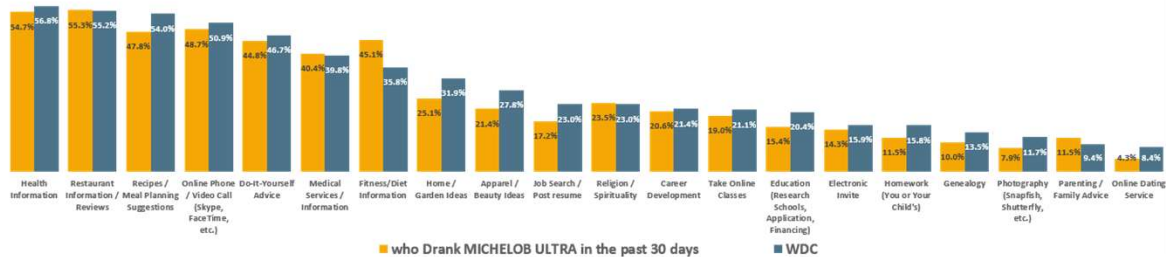
Domestic past year: Avg. # Domestic Flights: 4.7 (Ultra) vs 3.7 (CHI)



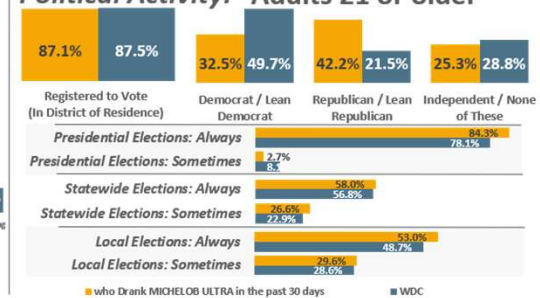
5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 4.1% less likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 63.2% more likely to belong to a gym, 24.9% more likely to fly domestic past yr.



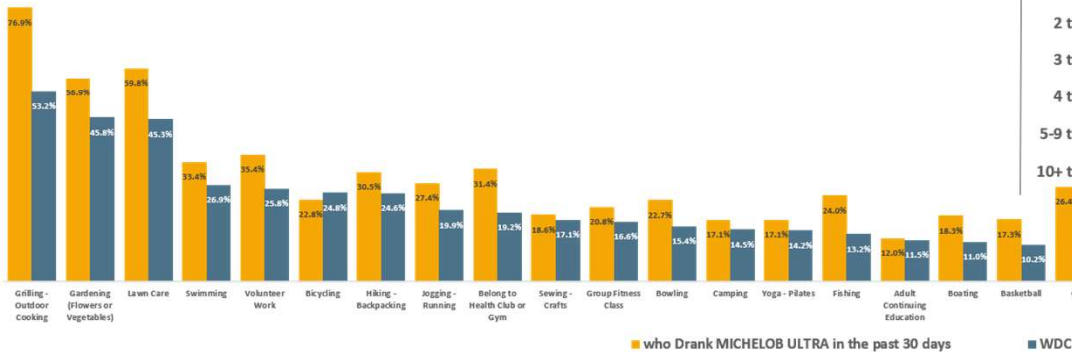
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



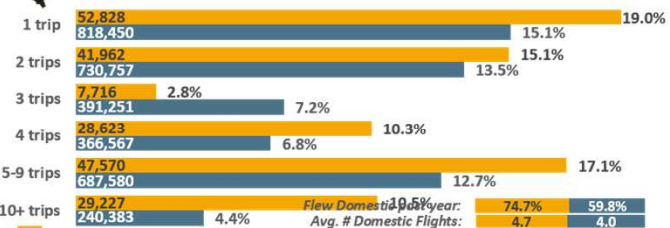
Political Activity: Adults 21 or older



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



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

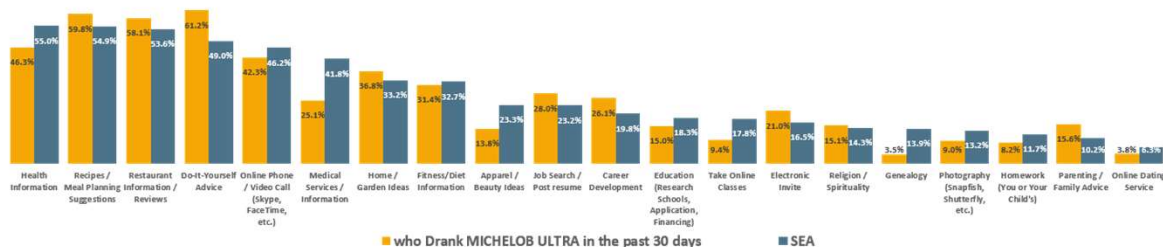




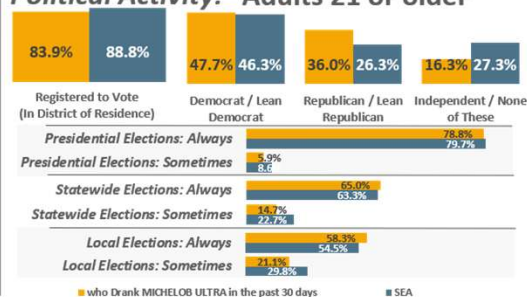
3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 24.9% more likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, 93.3% more likely to belong to a gym, 24.6% more likely to fly domestic past yr.



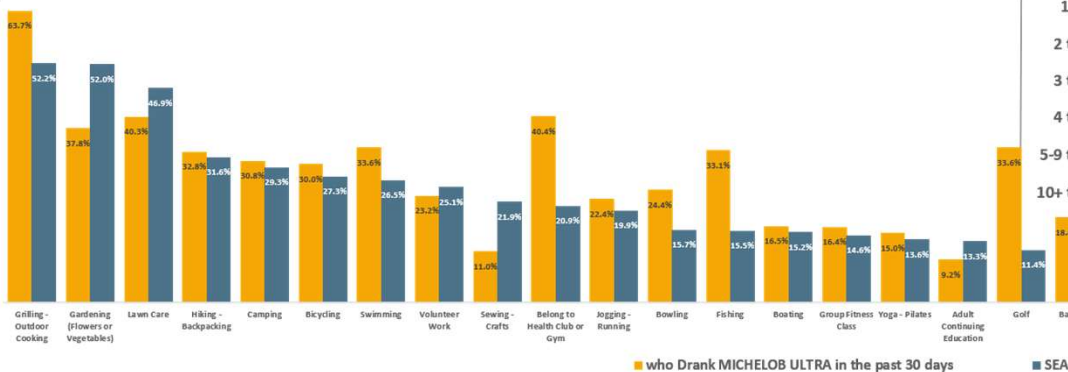
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



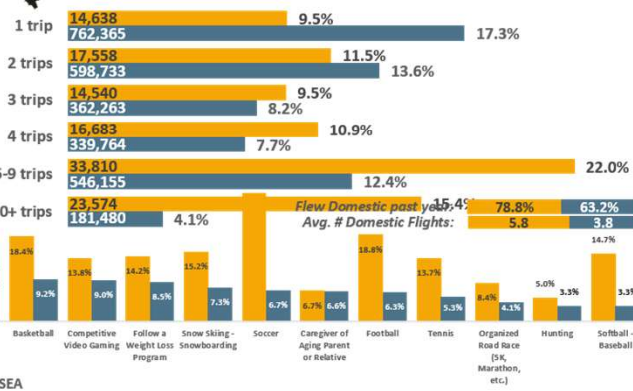
Political Activity: Adults 21 or older

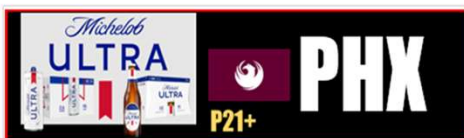


Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



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

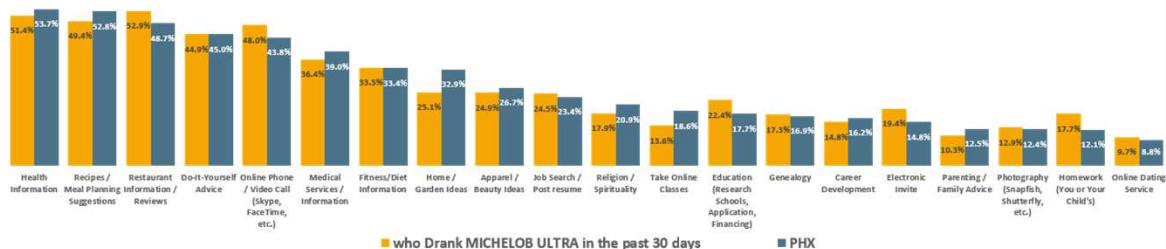




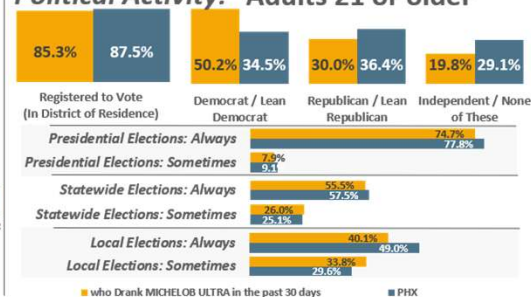
10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are .2% less likely to look up D-I-Y advice online, 18.1% less likely to always vote in local elections, 15.4% more likely to belong to a gym, 22.3% more likely to fly domestic past yr.



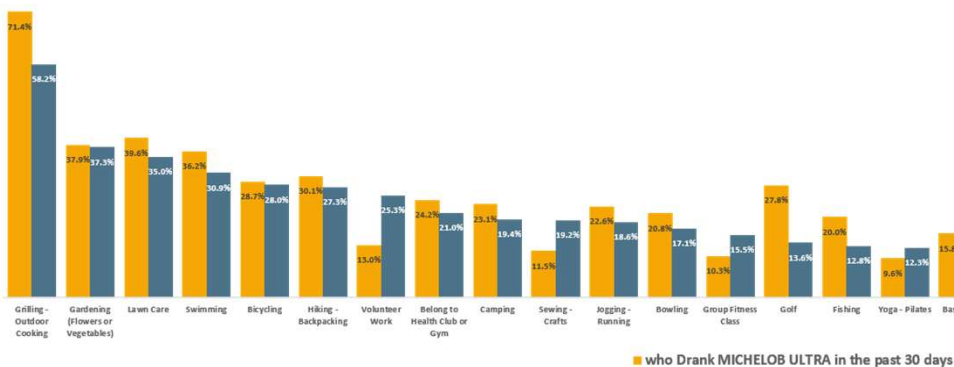
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



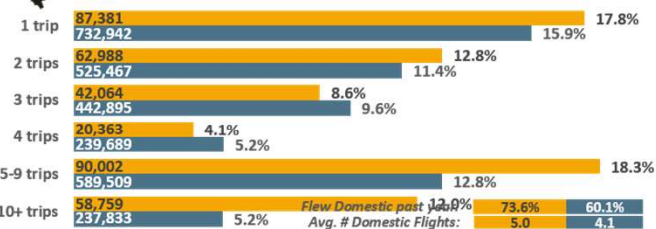
Political Activity: Adults 21 or older



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



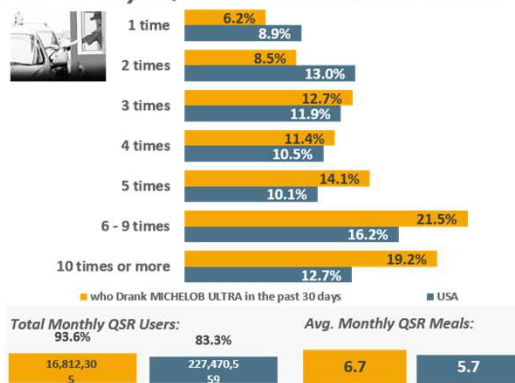
Past 12-months Domestic Airline Trips: Adults 21 or older



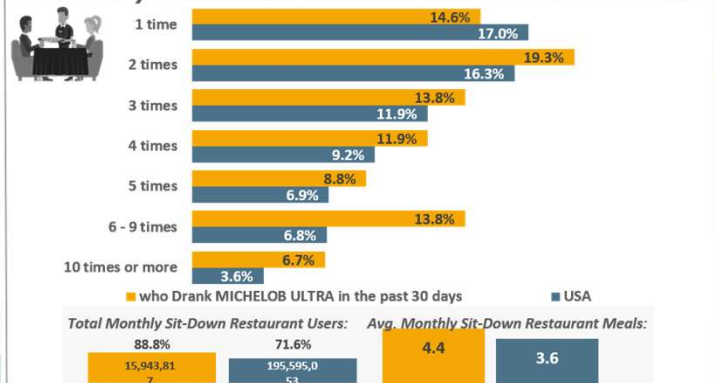


6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 12.4% more likely to use QSRs past mo., 24.% more likely to use Sit-Down Restaurants past mo., 44.% more likely to use Casinos past yr., 19.% more likely to smoke cigarettes.

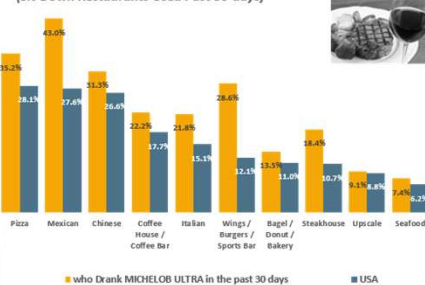
Past 30-days QSR Users: Adults 21 or older



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

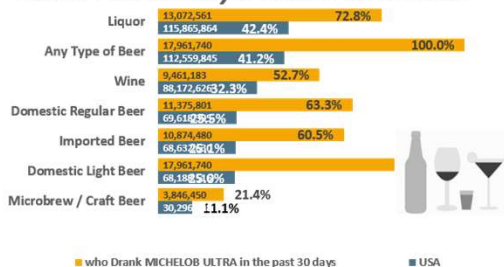


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

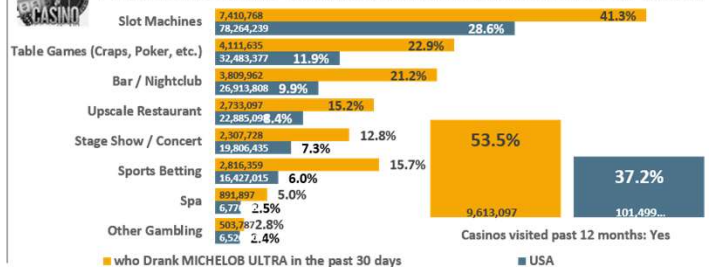


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank MICHELOB ULTRA in the past 30 days: 4,044,022 (22.5%)
 USA: 17,745,263 (19.3%)

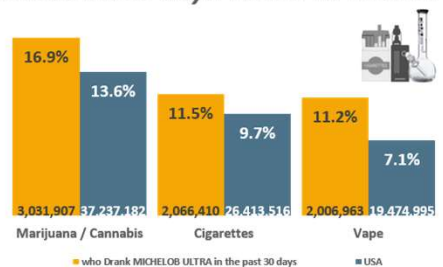
Drank Past 30-days: Adults 21 or older

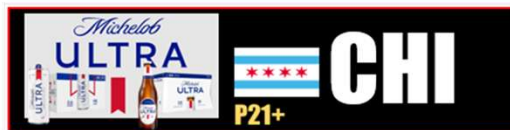


Past 12 months Casino Activities: Adults 21 or older



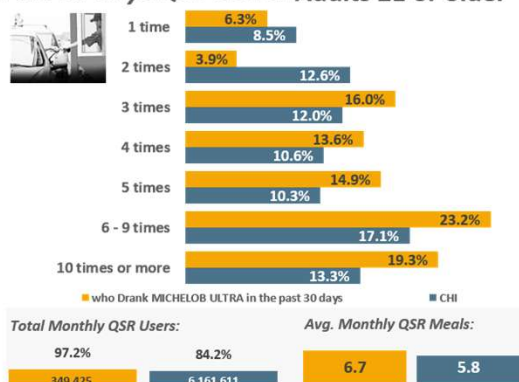
Used Past 30-days: Adults 21 or older



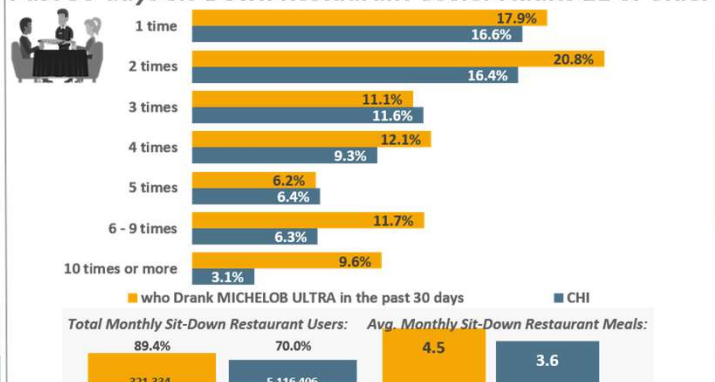


4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 15.4% more likely to use QSRs past mo., 27.8% more likely to use Sit-Down Restaurants past mo., 49.6% more likely to use Casinos past yr., 6.9% more likely to smoke cigarettes.

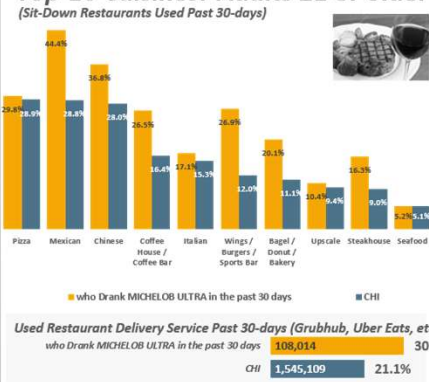
Past 30-days QSR Users: Adults 21 or older



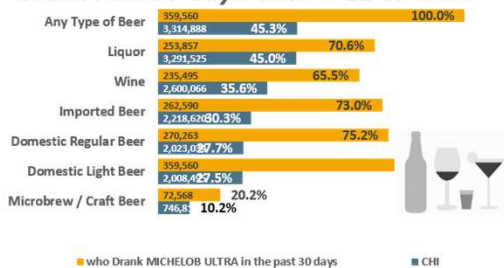
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



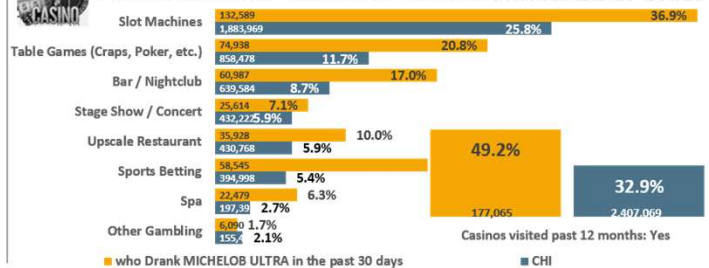
Top-10 Cuisines: Adults 21 or older



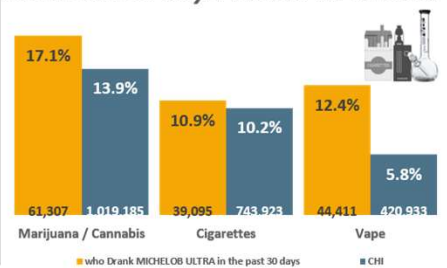
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



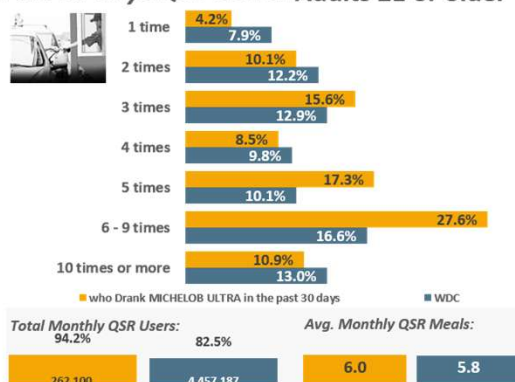
Used Past 30-days: Adults 21 or older



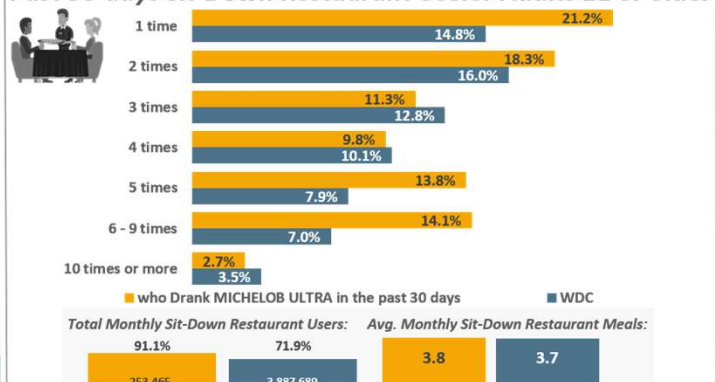


5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 14.3% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 45.1% more likely to use Casinos past yr., 29.6% more likely to smoke cigarettes.

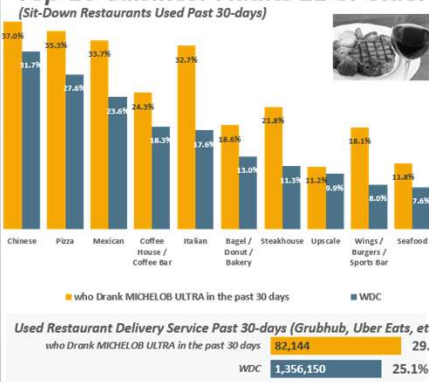
Past 30-days QSR Users: Adults 21 or older



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



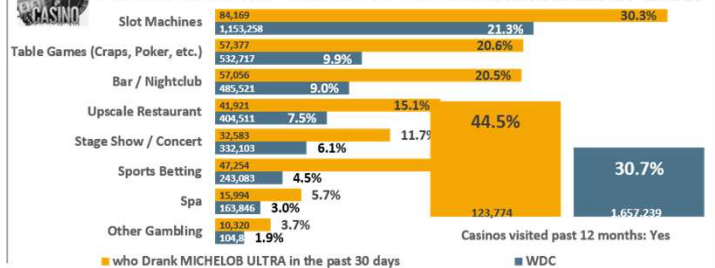
Top-10 Cuisines: Adults 21 or older



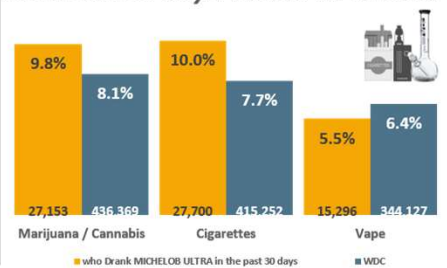
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



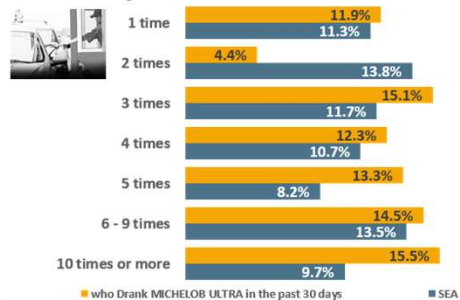
Used Past 30-days: Adults 21 or older





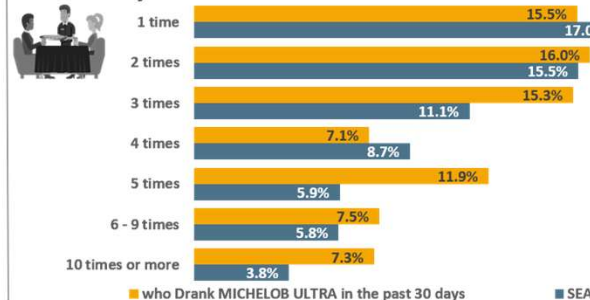
3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 10.3% more likely to use QSRs past mo., 18.5% more likely to use Sit-Down Restaurants past mo., 35.5% more likely to use Casinos past yr., 162.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



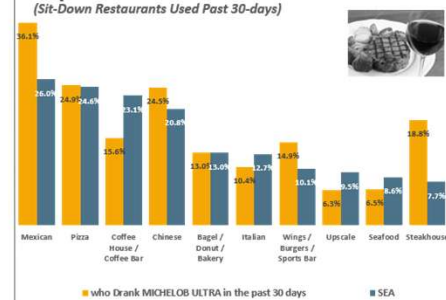
Total Monthly QSR Users: 87.0% (133,351) vs 78.8% (3,480,033)
Avg. Monthly QSR Meals: 6.0 vs 5.1

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



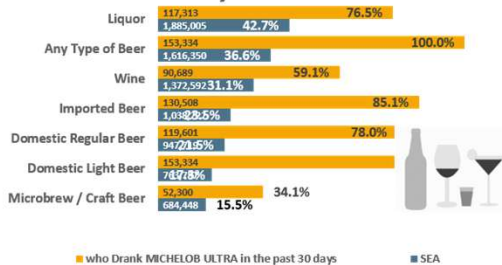
Total Monthly Sit-Down Restaurant Users: 80.4% (129,273) vs 67.8% (2,004,536)
Avg. Monthly Sit-Down Restaurant Meals: 4.3 vs 3.6

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

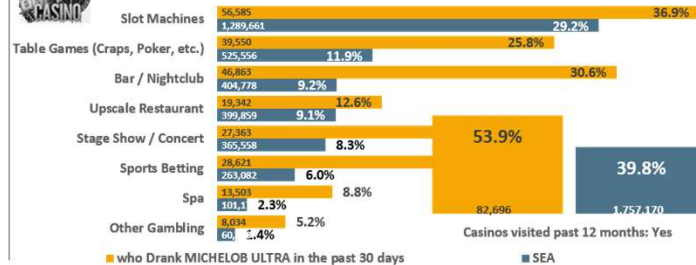


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank MICHELOB ULTRA in the past 30 days: 34,558 (22.5%)
 SEA: 797,045 (18.1%)

Drank Past 30-days: Adults 21 or older

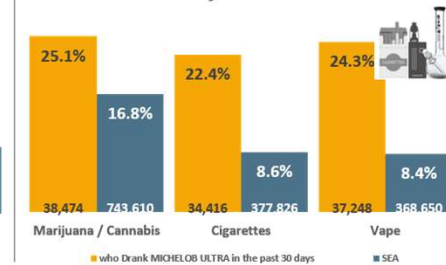


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
 53.9% (82,696) vs 39.8% (1,757,770)

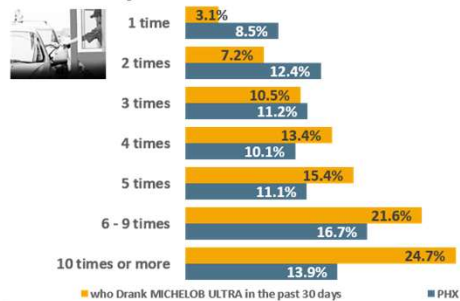
Used Past 30-days: Adults 21 or older



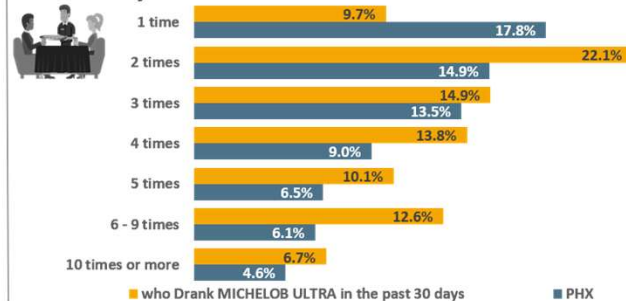


10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days. Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 14.4% more likely to use QSRs past mo., 24.2% more likely to use Sit-Down Restaurants past mo., 31.1% more likely to use Casinos past yr., 27.2% less likely to smoke cigarettes.

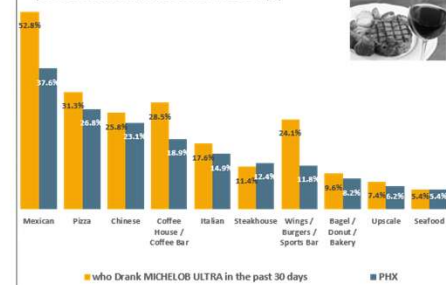
Past 30-days QSR Users: Adults 21 or older



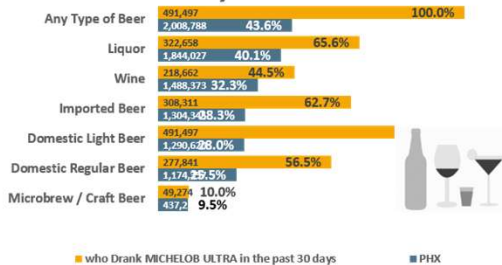
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



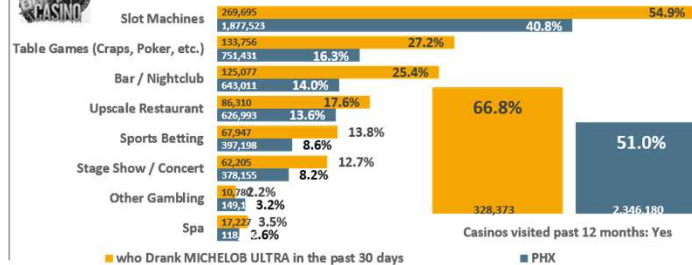
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



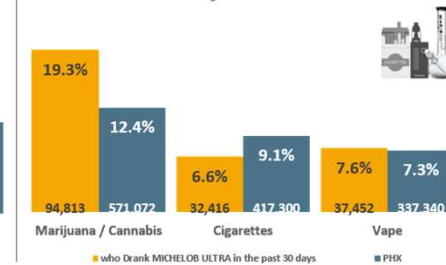
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older





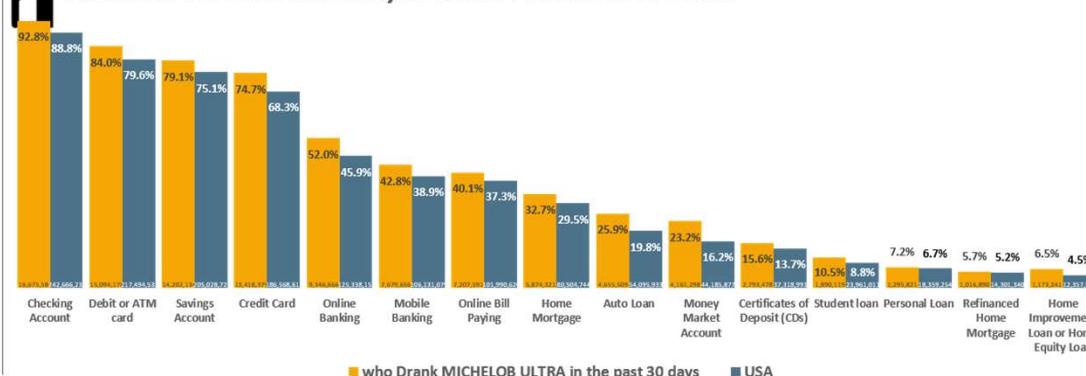
6.6% or 17,961,740 of USA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 27.3% more likely to have a 401K, 30.9% more likely to have an Auto Loan, 44.3% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



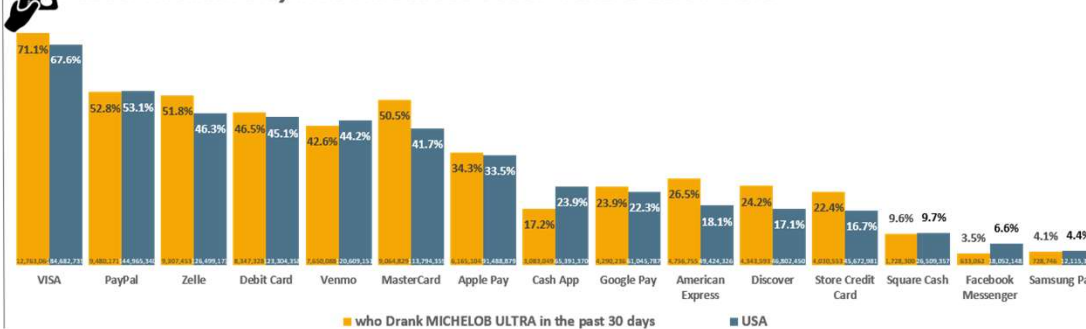
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





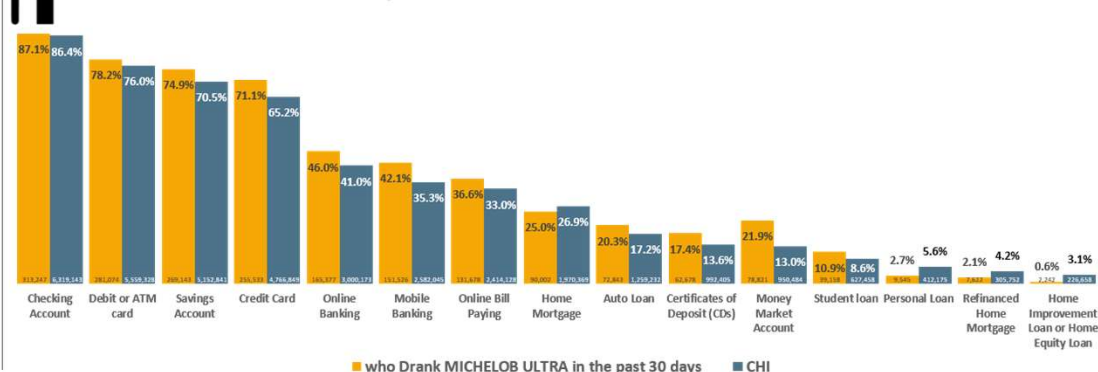
4.9% or 359,560 of CHI DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 21.3% more likely to have a 401K, 17.7% more likely to have an Auto Loan, 79.% more likely to Invest/Trade Stocks Online, 8.% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



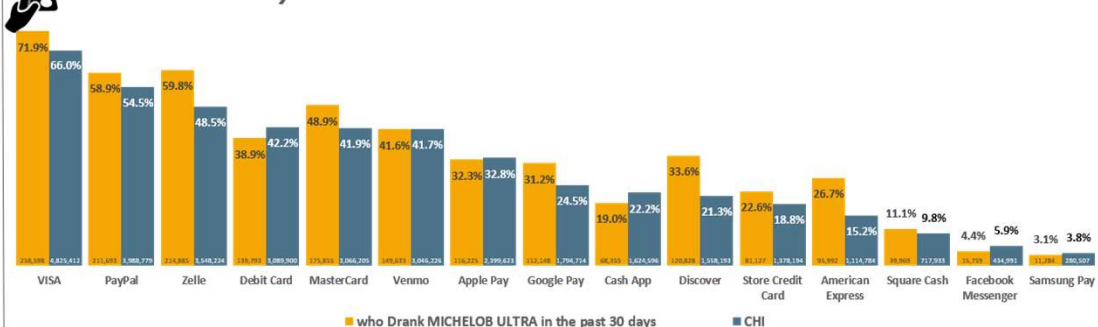
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

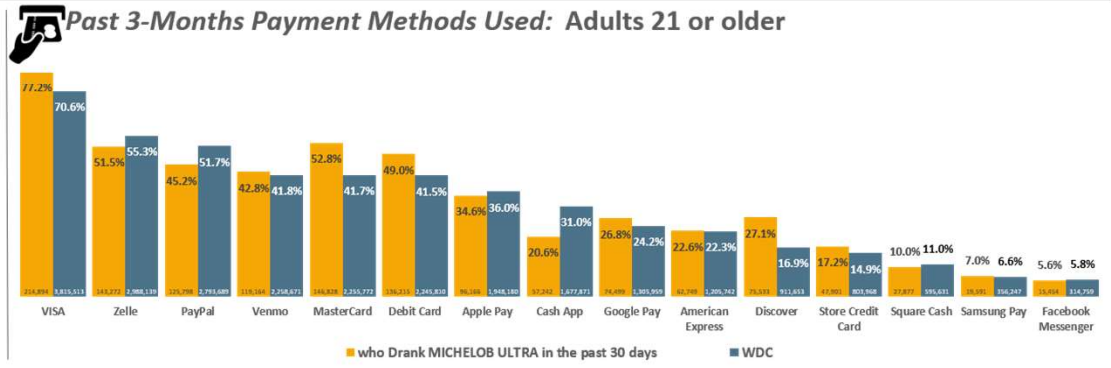
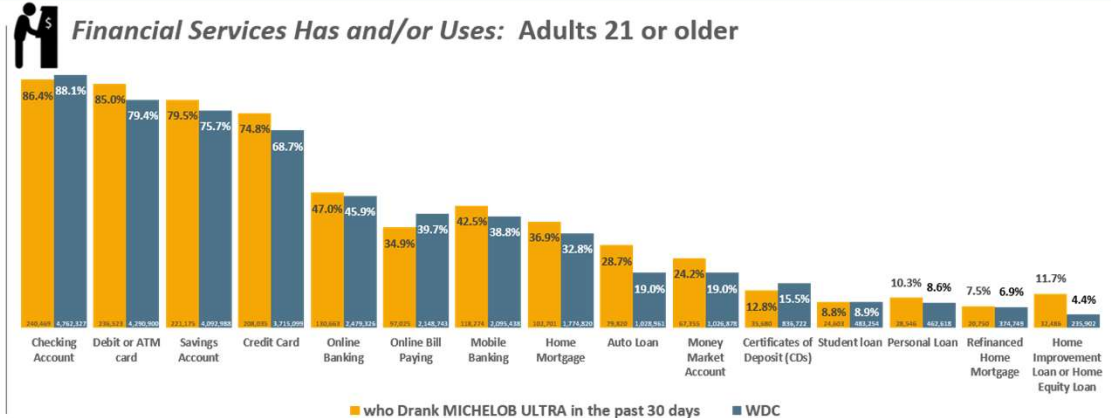
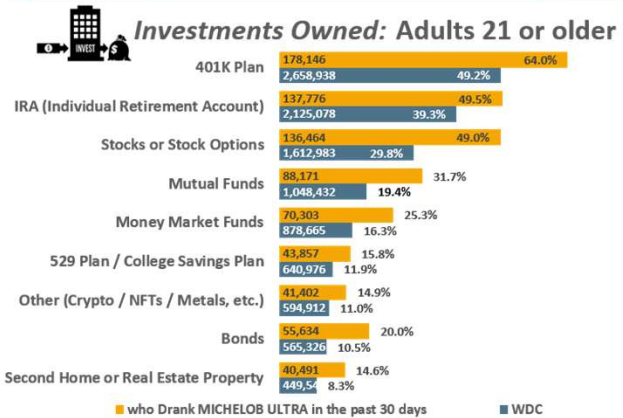


Past 3-Months Payment Methods Used: Adults 21 or older





5.1% or 278,233 of WDC DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 30.2% more likely to have a 401K,
 50.7% more likely to have an Auto Loan, 35.8% more likely to Invest/Trade Stocks Online, 17.8% more likely to
 pay with their Debit Card.



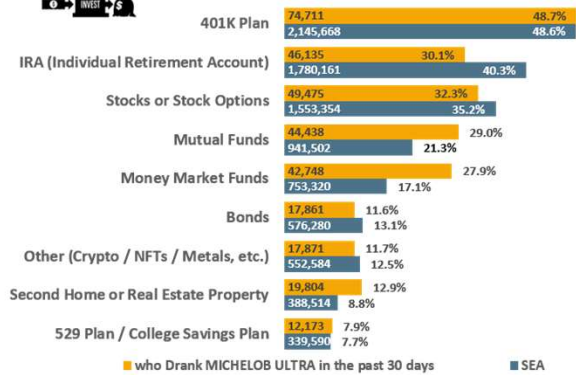
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



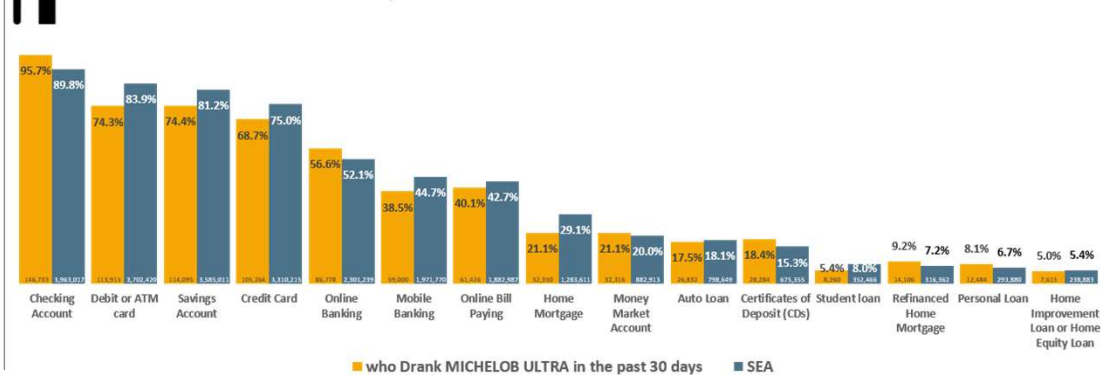
3.5% or 153,334 of SEA DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are .2% more likely to have a 401K, 3.3% less likely to have an Auto Loan, 5.6% less likely to Invest/Trade Stocks Online, 16.7% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



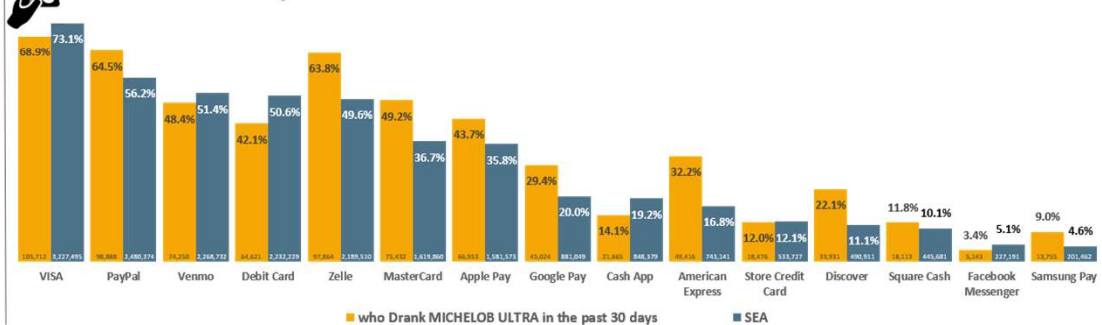
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

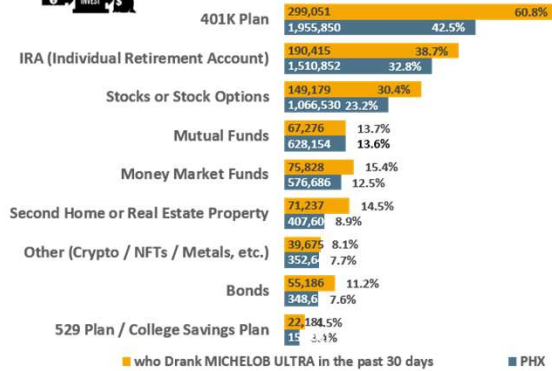




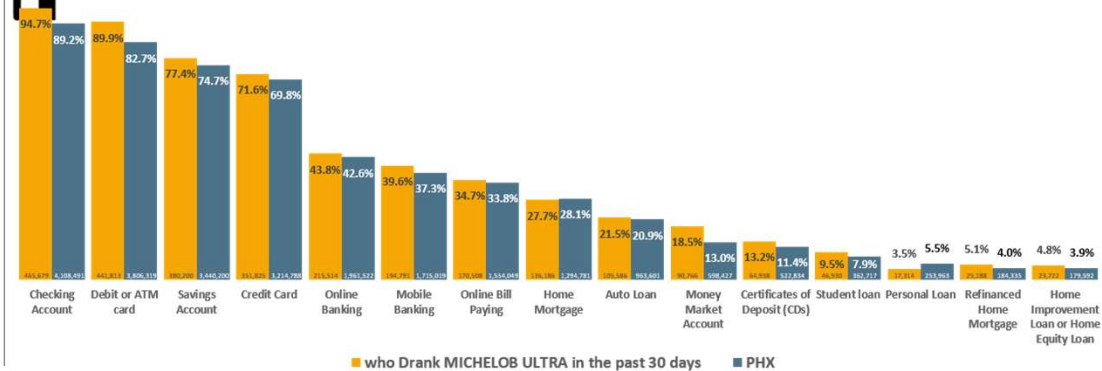
10.7% or 491,497 of PHX DMA Adults 21 or older Drank MICHELOB ULTRA in the past 30 days.
 Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days are 43.2% more likely to have a 401K,
 2.6% more likely to have an Auto Loan, 47.% more likely to Invest/Trade Stocks Online, 6.4% more likely to
 pay with their Debit Card.



Investments Owned: Adults 21 or older



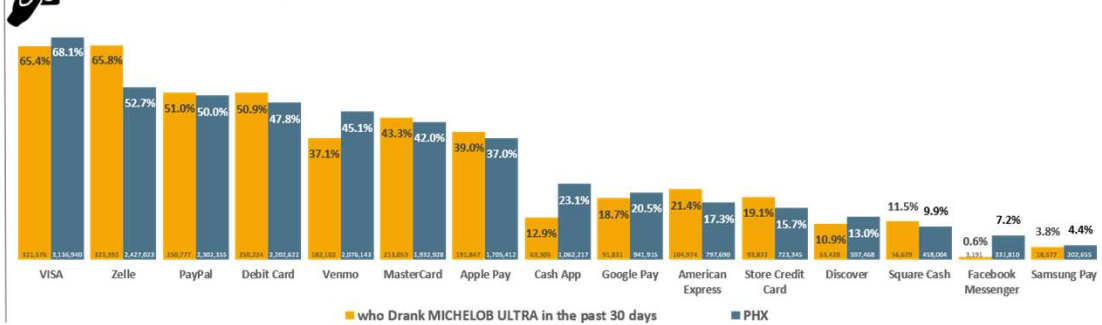
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



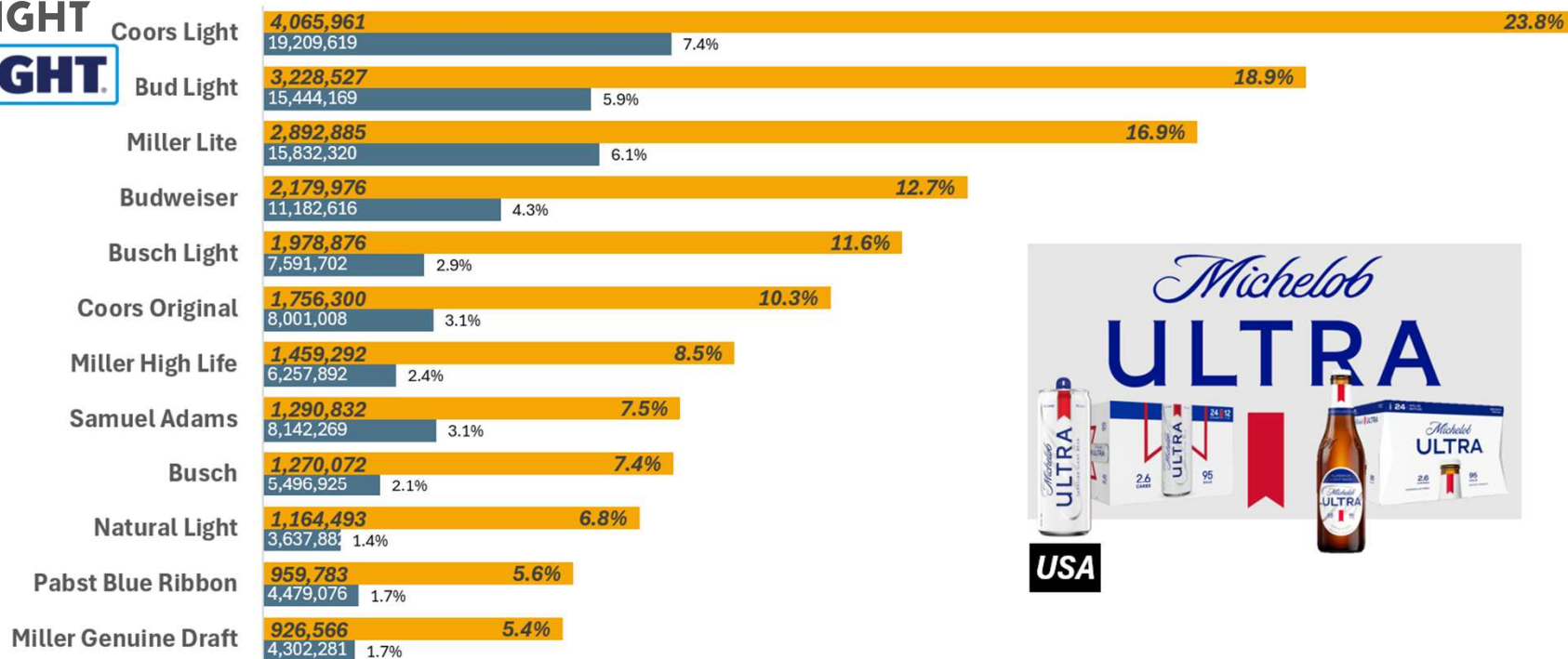
Past 3-Months Payment Methods Used: Adults 21 or older





"BEER Brands Drank"

P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1616
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"BEER Brands Drank"

P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



Miller Lite



Coors LIGHT

Pabst Blue Ribbon

Coors Original

Miller High Life

Bud Light

Busch Light

Busch

Miller Genuine Draft

Samuel Adams

Budweiser

Natural Light



■ P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 222
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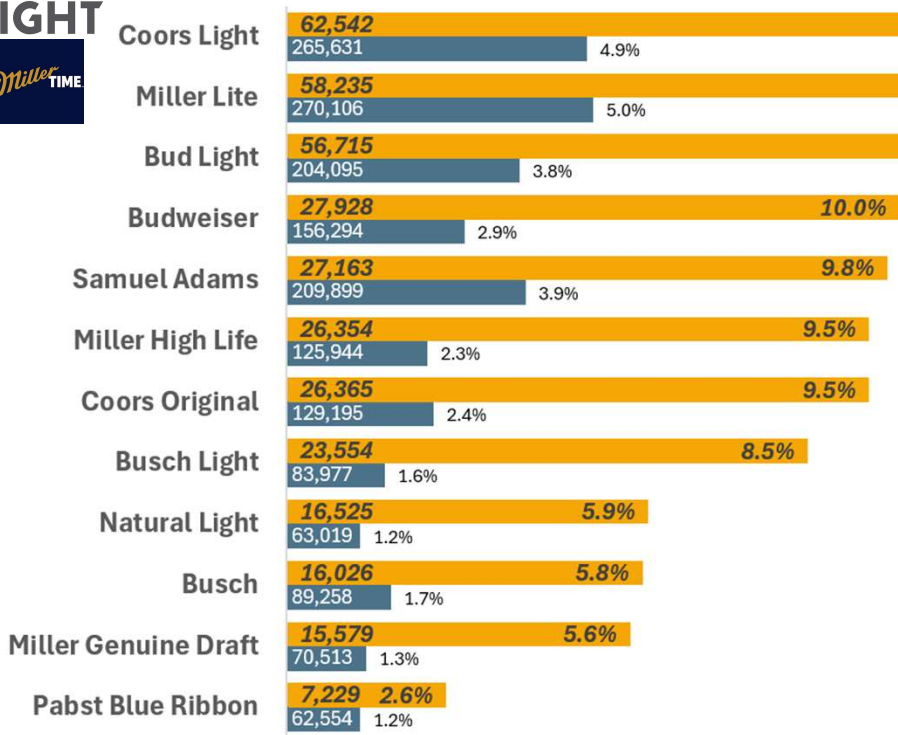
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"BEER Brands Drank"

P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ WASHINGTON, DC (BEER Brands Drank Last 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 326
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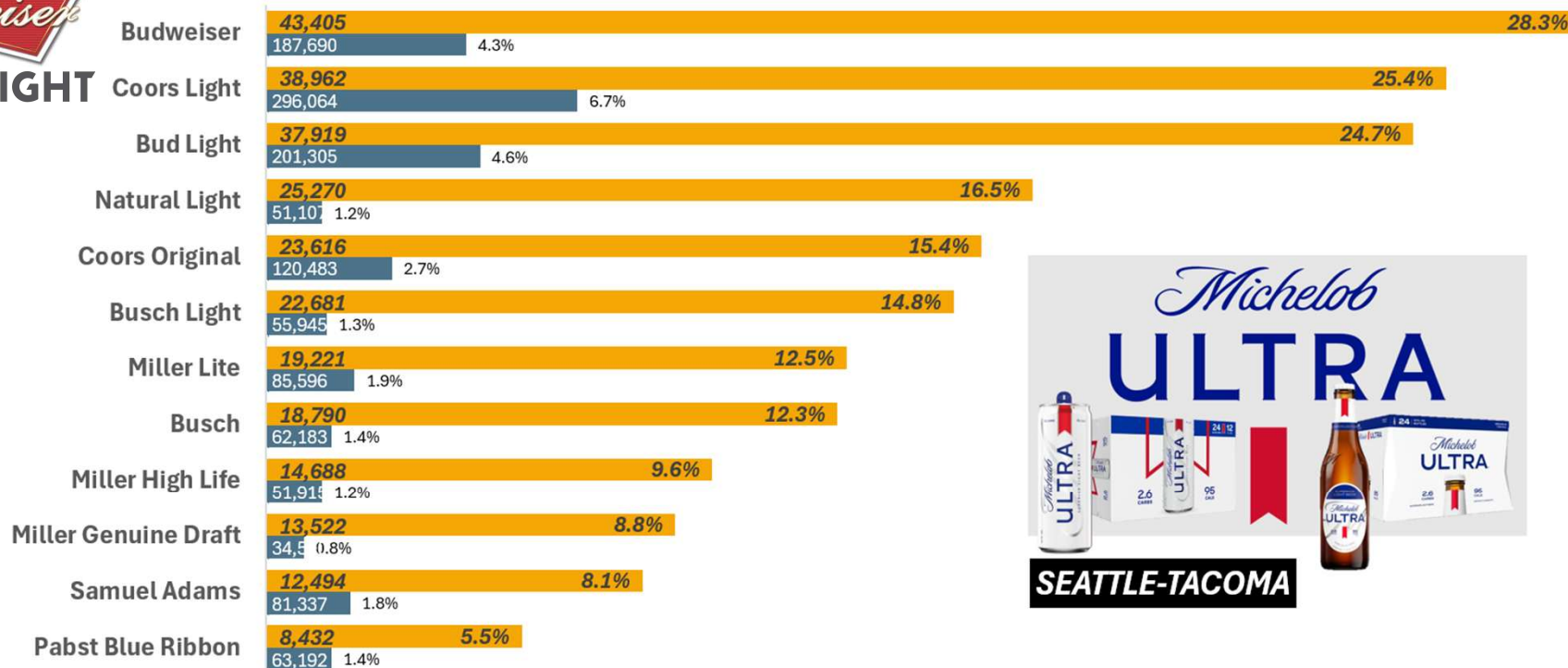
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"BEER Brands Drank"

P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ SEATTLE-TACOMA (BEER Brands Drank Last 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 132
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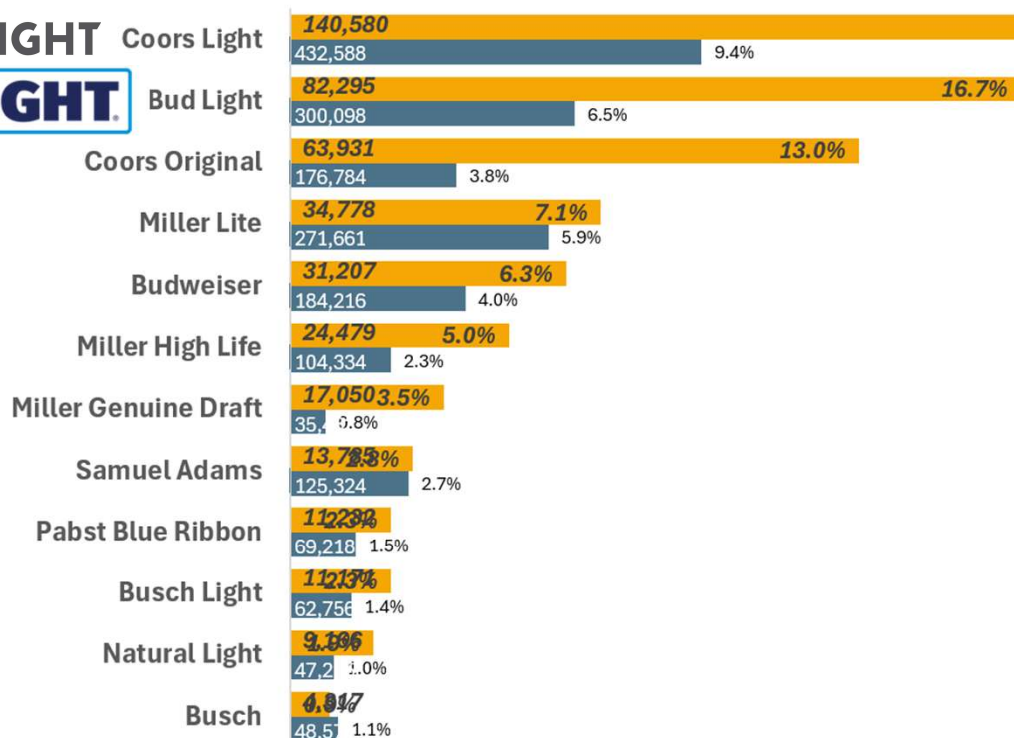
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"BEER Brands Drank"

P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank MICHELOB ULTRA in the past 30 days (BEER Brands Drank Last 30 days)



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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 213
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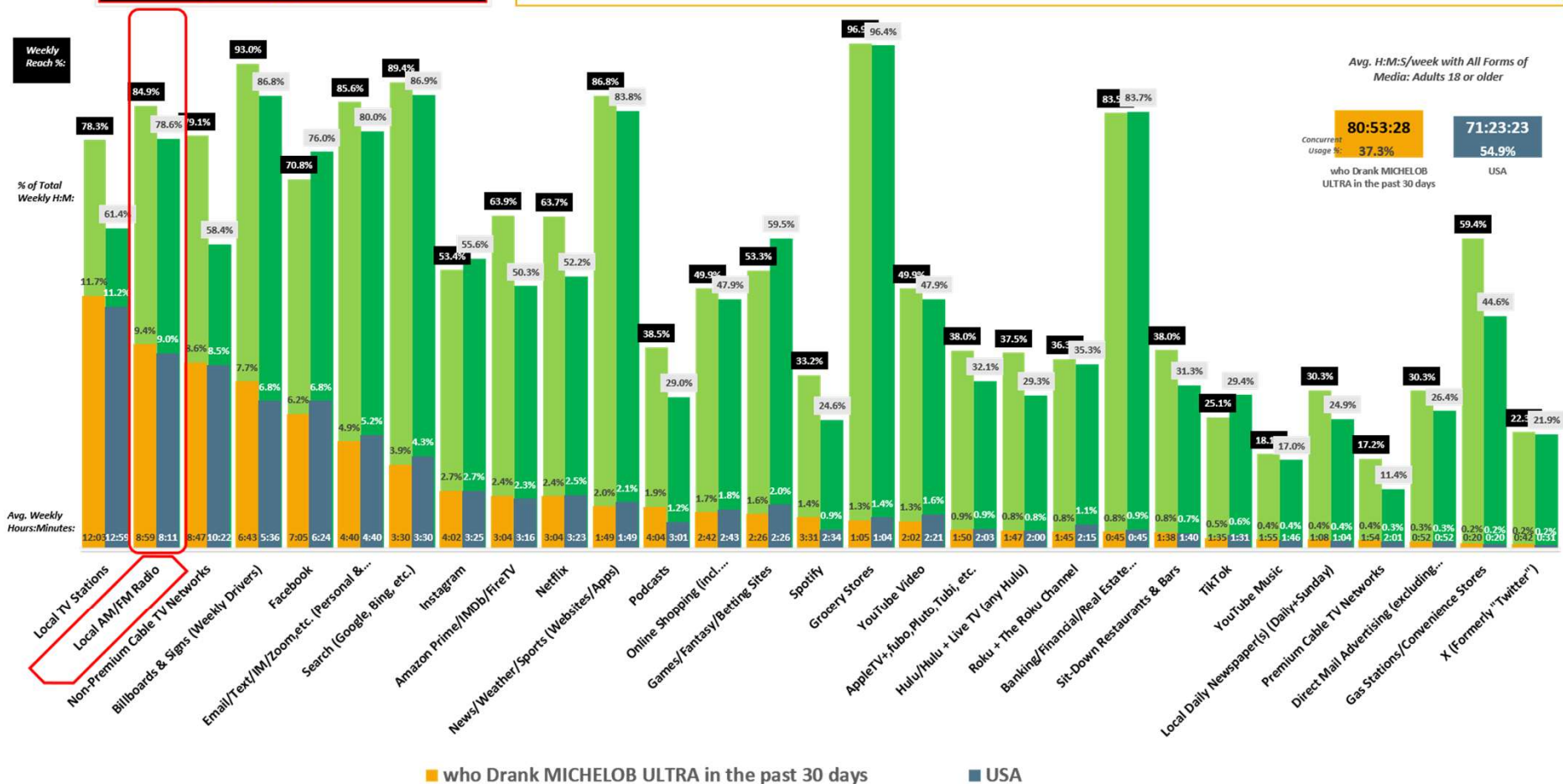
soefa.ai Share of Everything for Anything

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



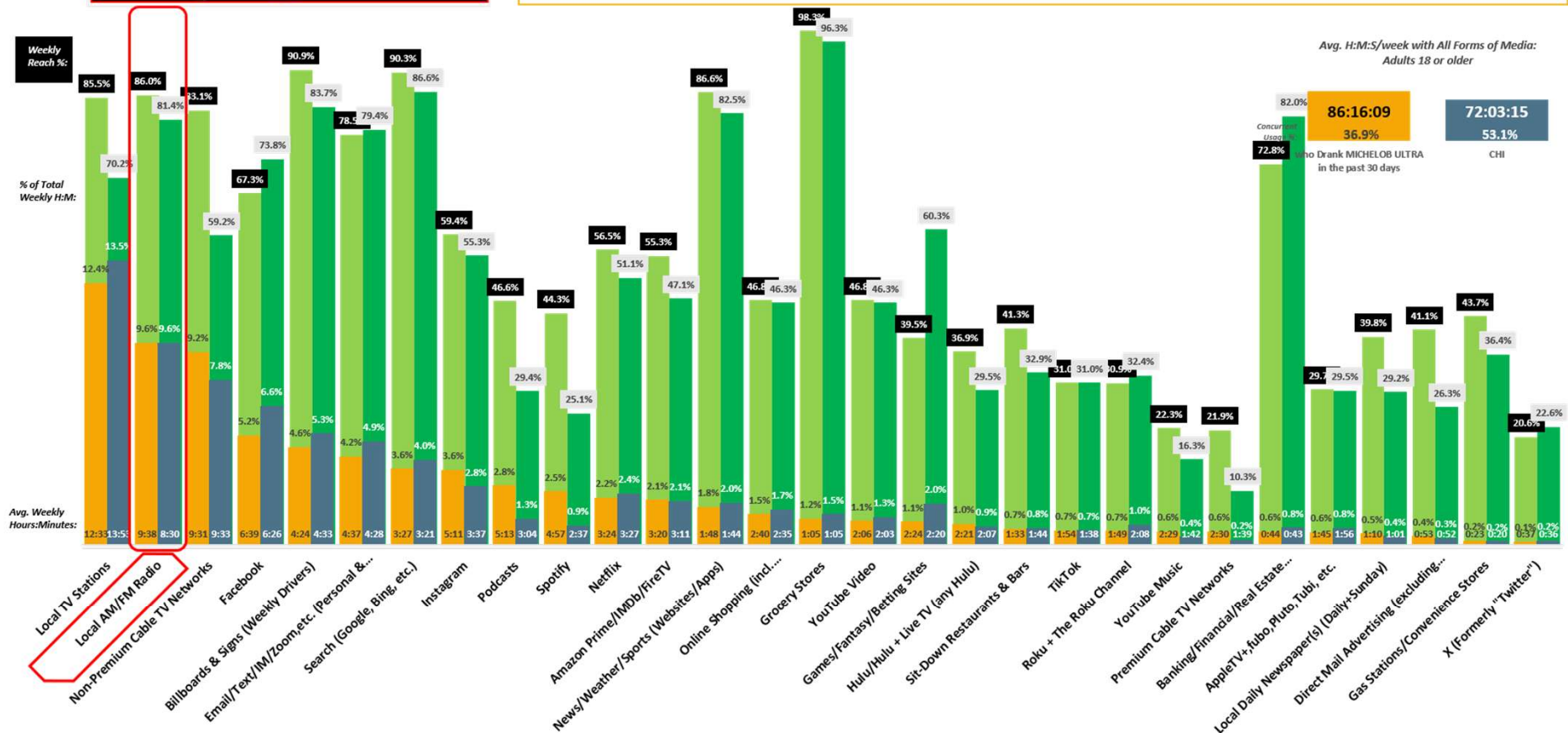
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 3 days, 8 hours, 53 minutes and 28 seconds each week with All Forms of Media.

84.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.





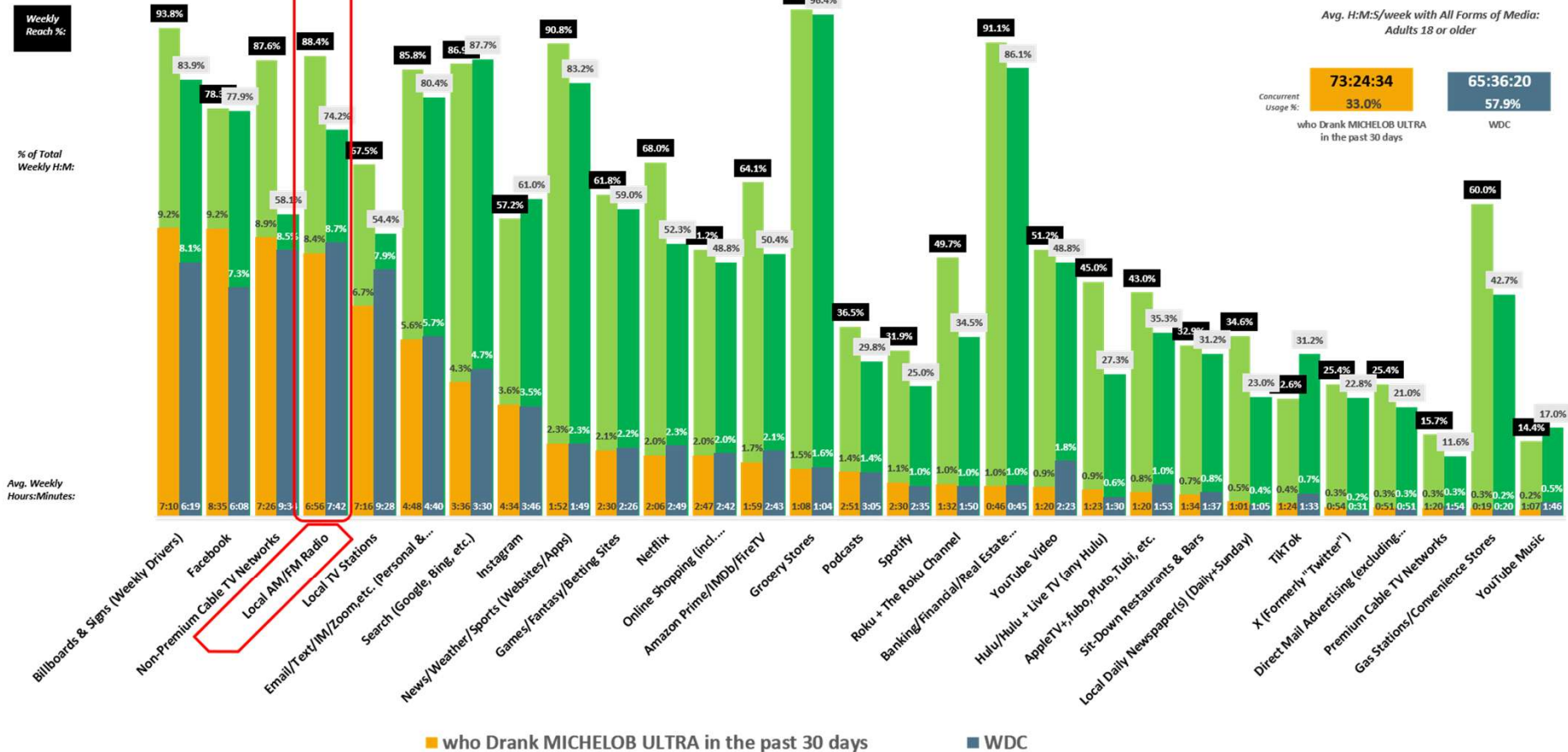
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 3 days, 14 hours, 16 minutes and 9 seconds each week with All Forms of Media.
 86.% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



■ who Drank MICHELOB ULTRA in the past 30 days ■ CHI

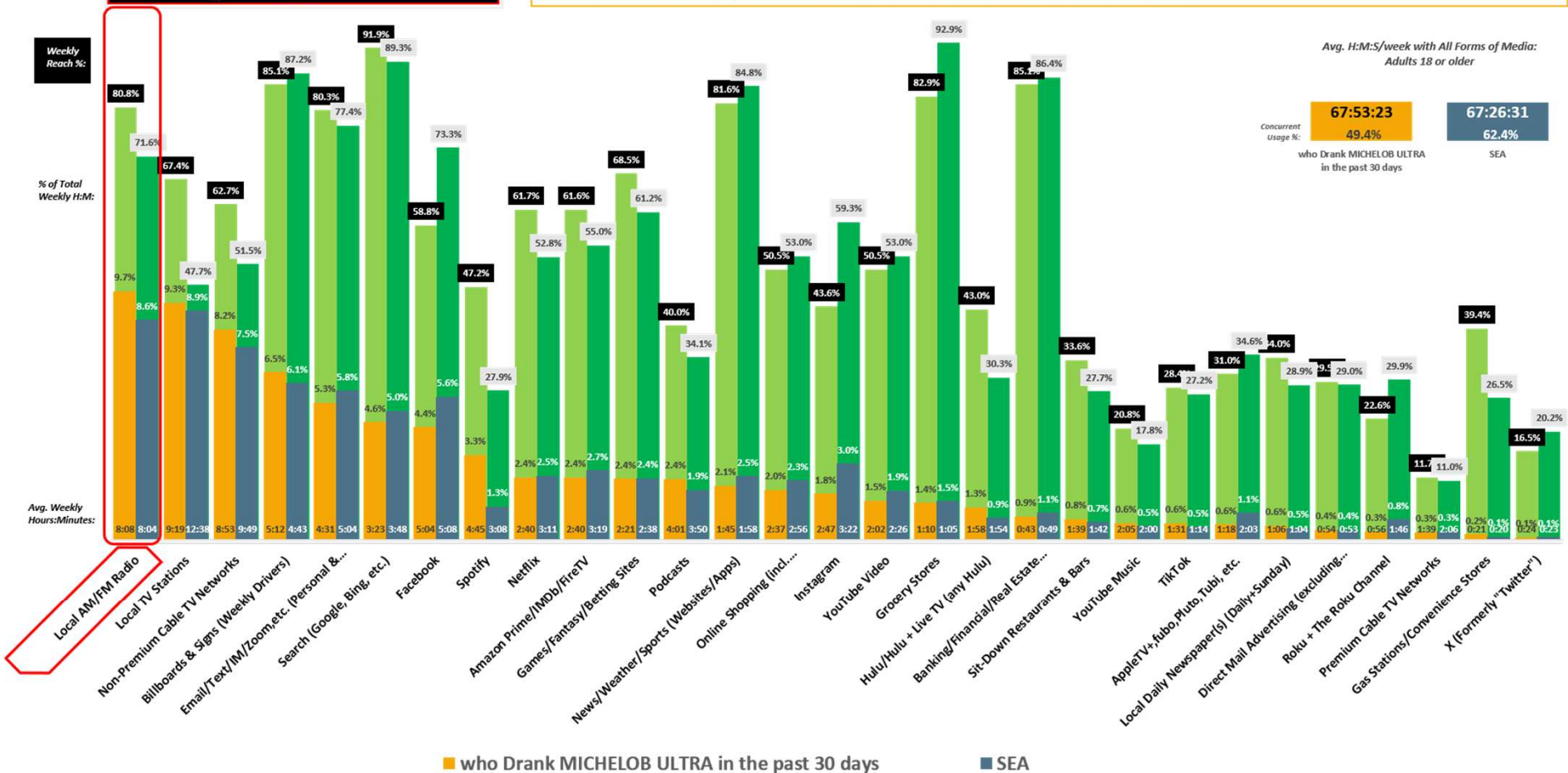


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 3 days, 1 hours, 24 minutes and 34 seconds each week with All Forms of Media.
 88.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 6 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



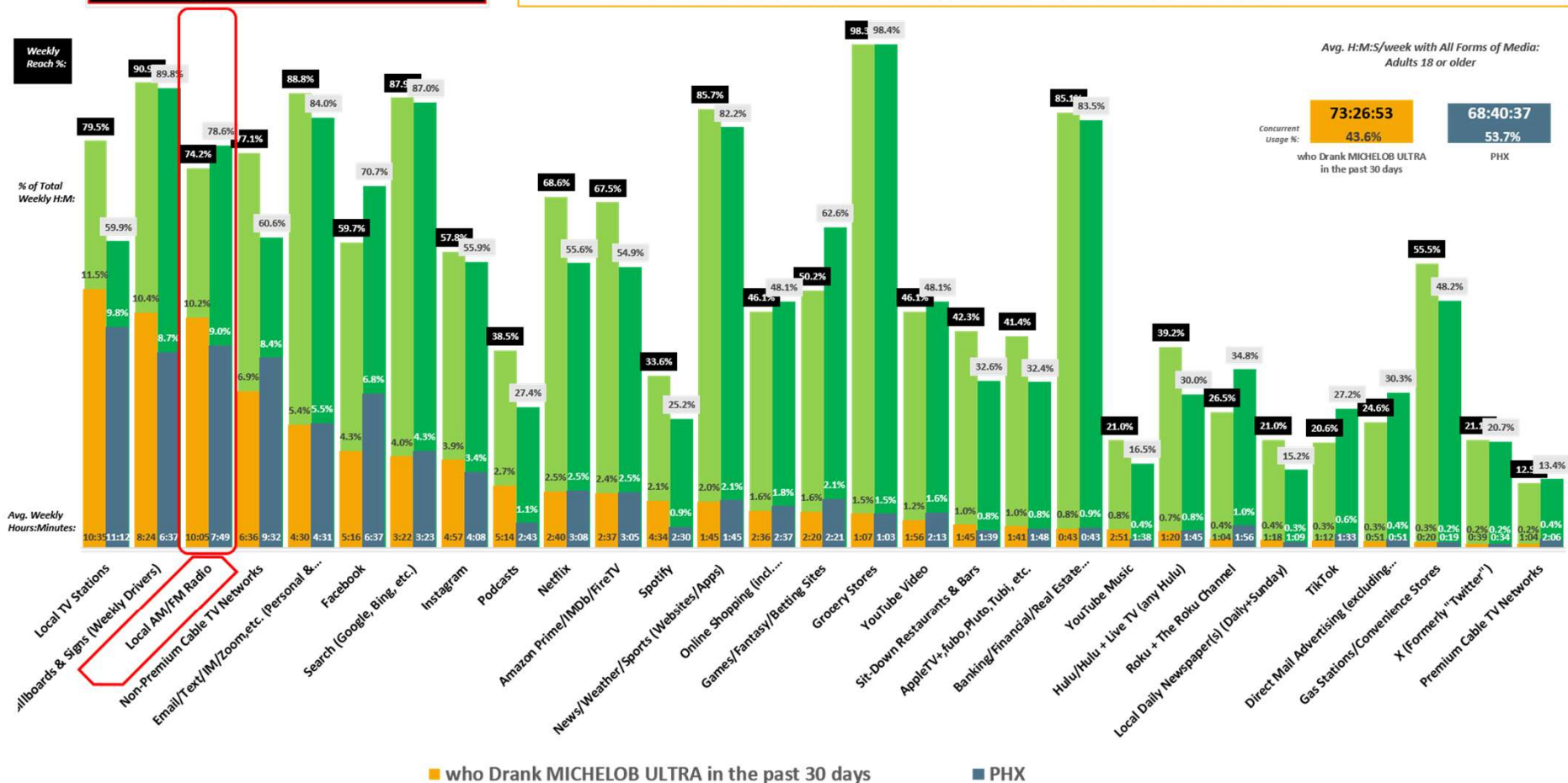


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 19 hours, 53 minutes and 23 seconds each week with All Forms of Media.
 80.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



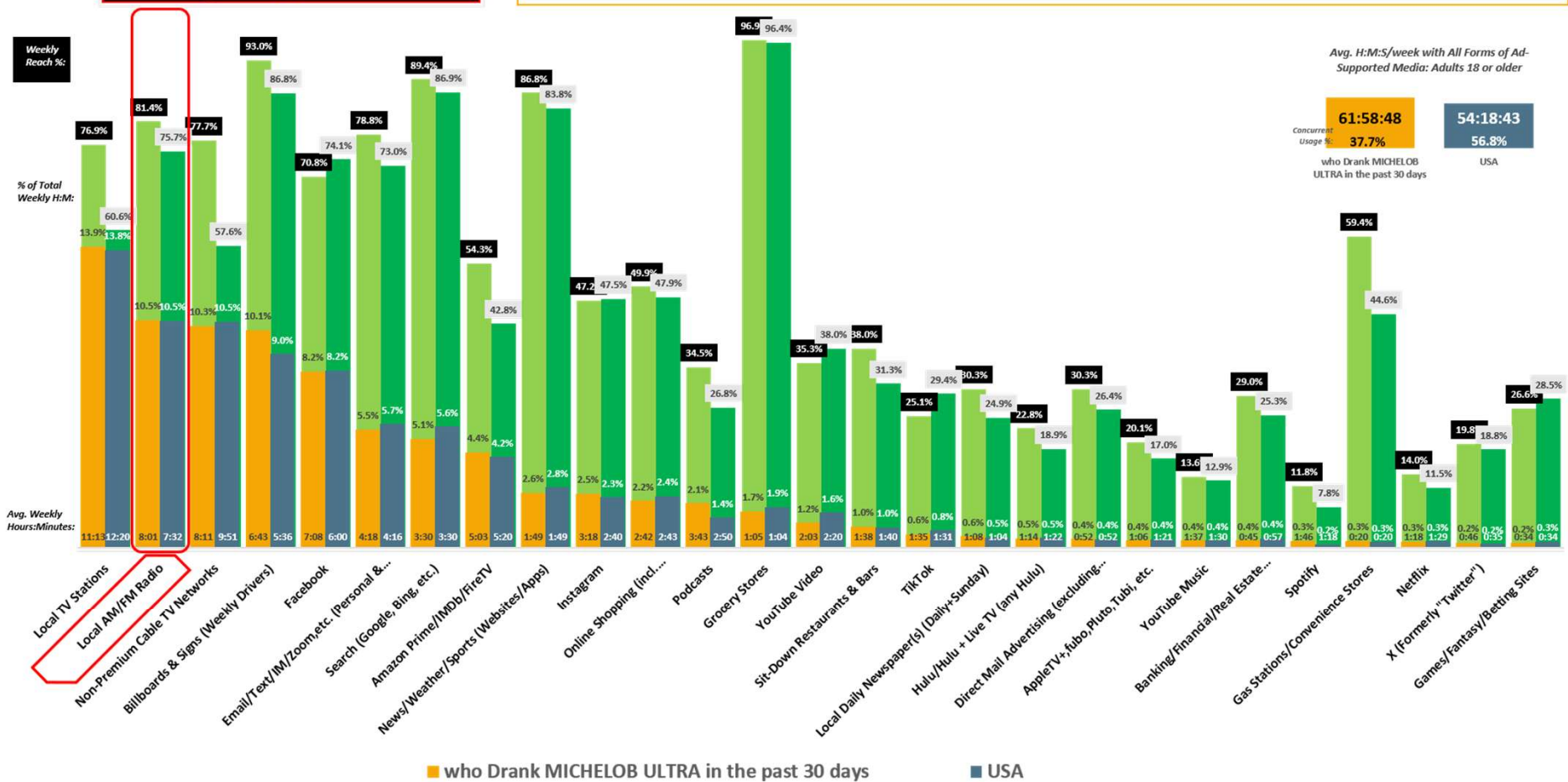


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 3 days, 1 hours, 26 minutes and 53 seconds each week with All Forms of Media.
 74.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 10 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





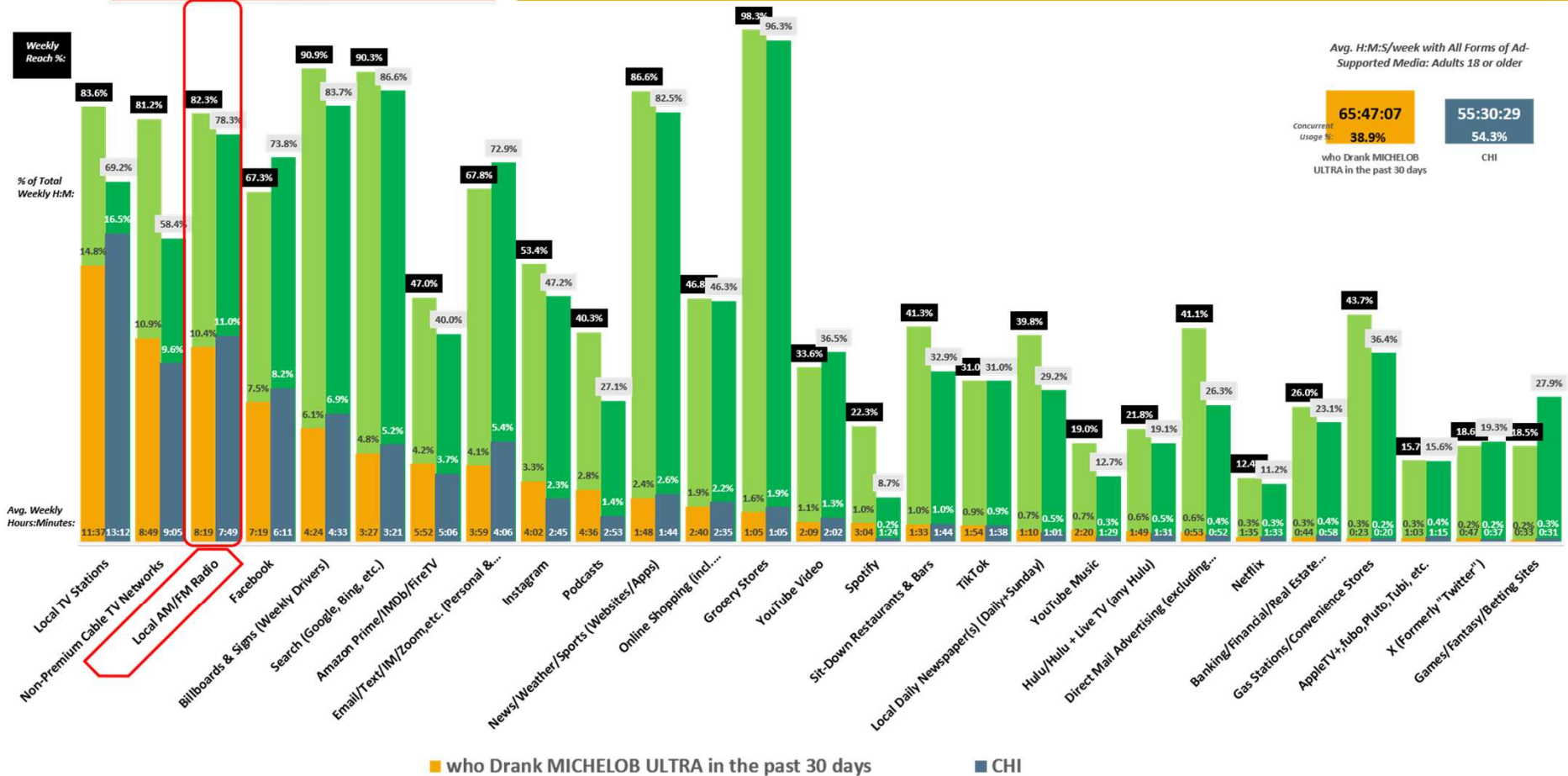
Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 13 hours, 58 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
81.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 17 hours, 47 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

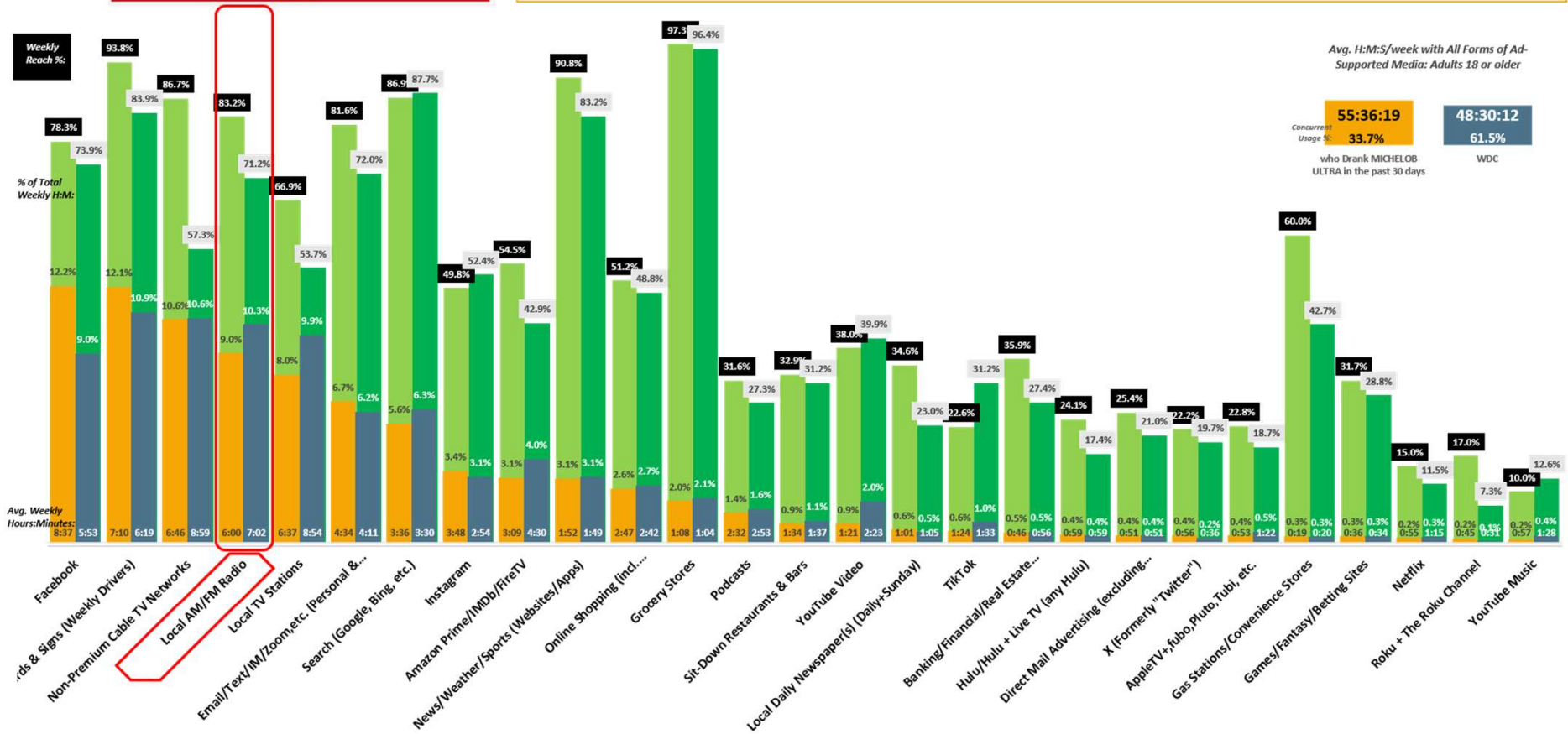
82.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 7 hours, 36 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.

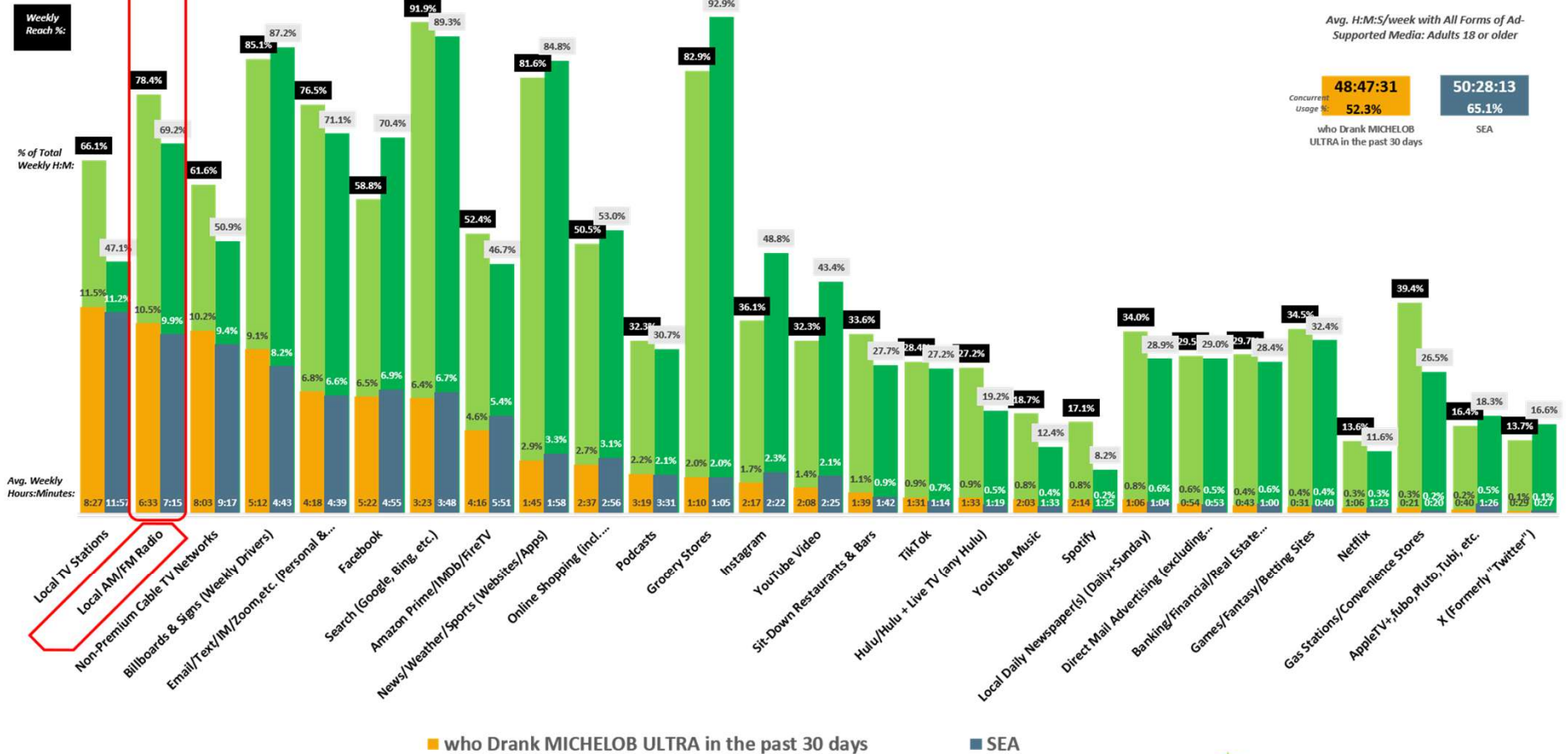


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 55:36:19 (who Drank MICHELOB ULTRA in the past 30 days) vs 48:30:12 (WDC)

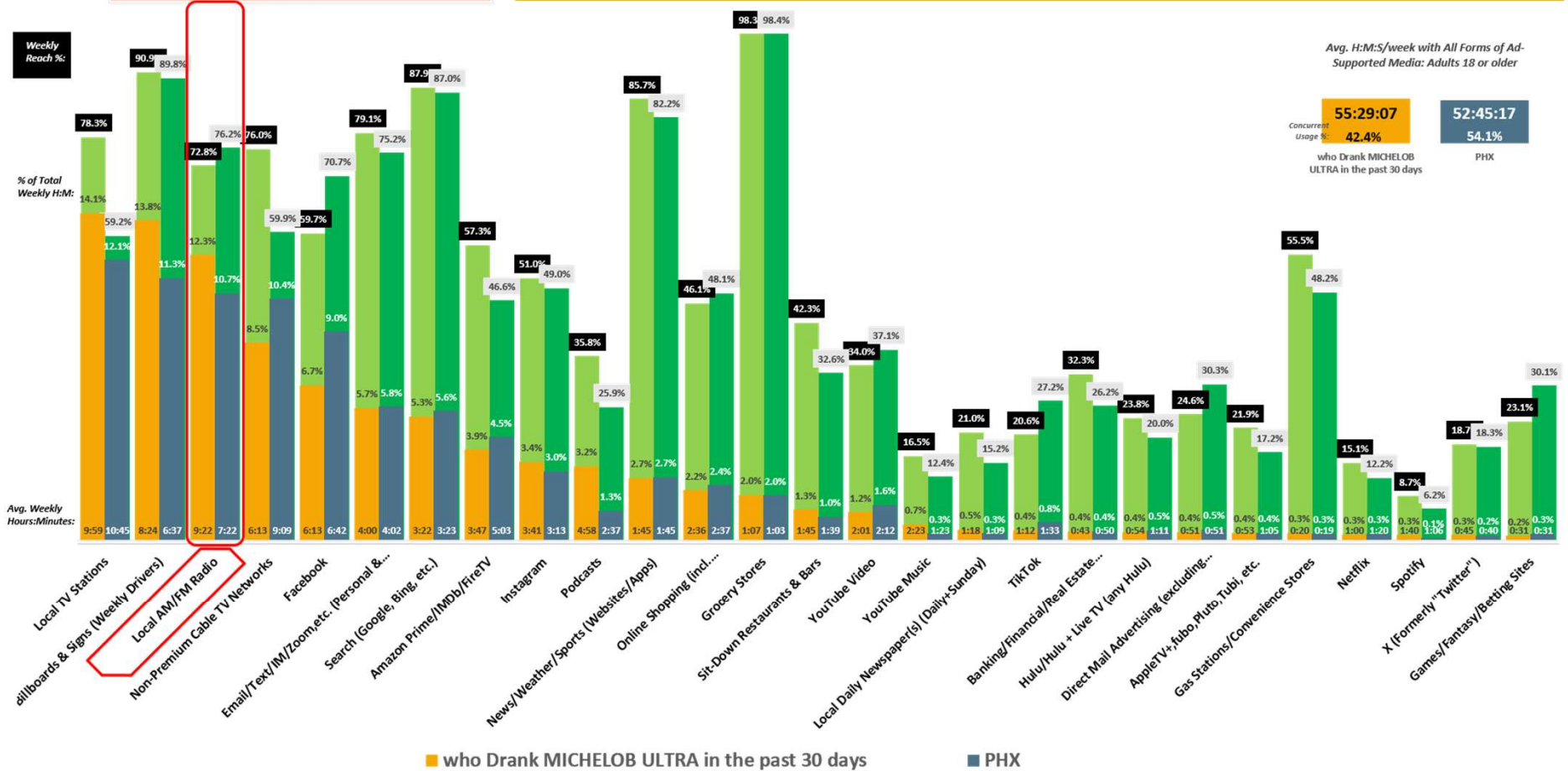


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 0 hours, 47 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 2 days, 7 hours, 29 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 72.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an avg. of 9 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.

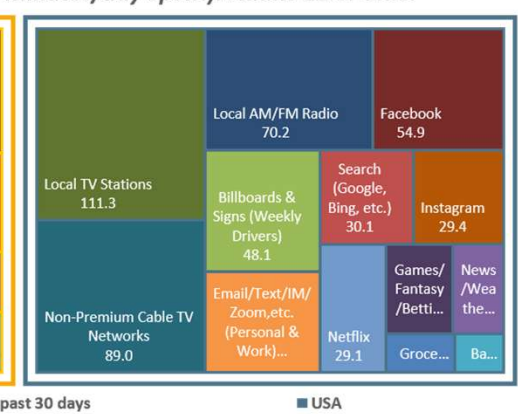
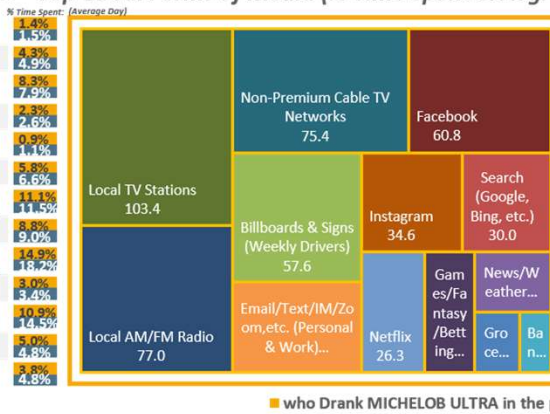
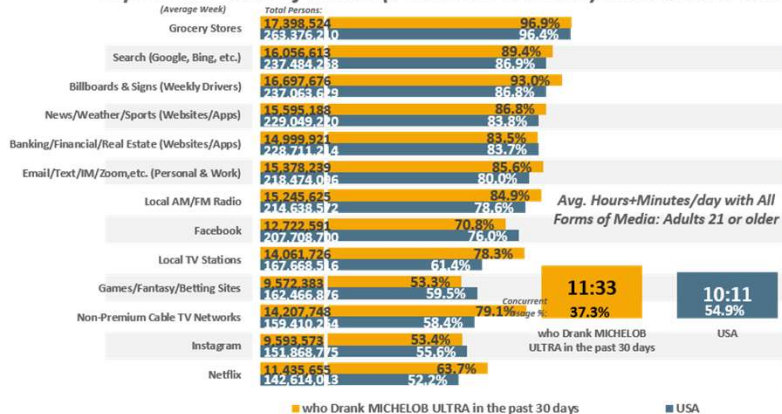




Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 68.9 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

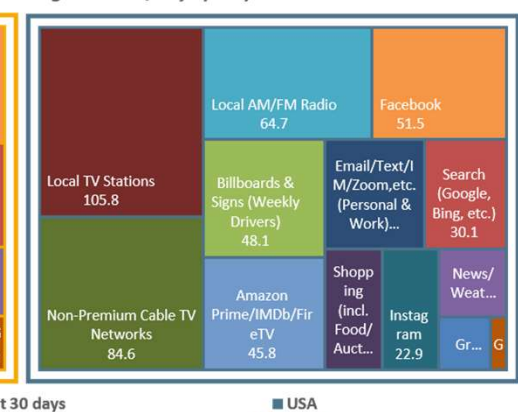
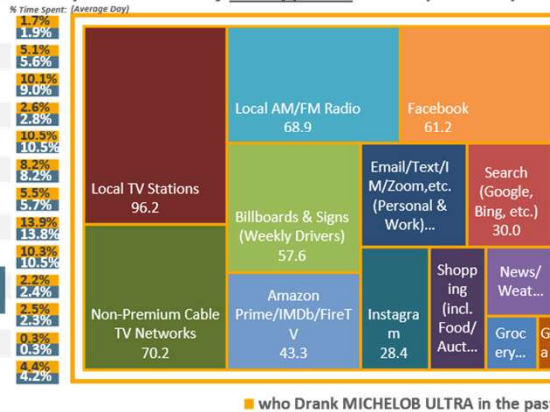
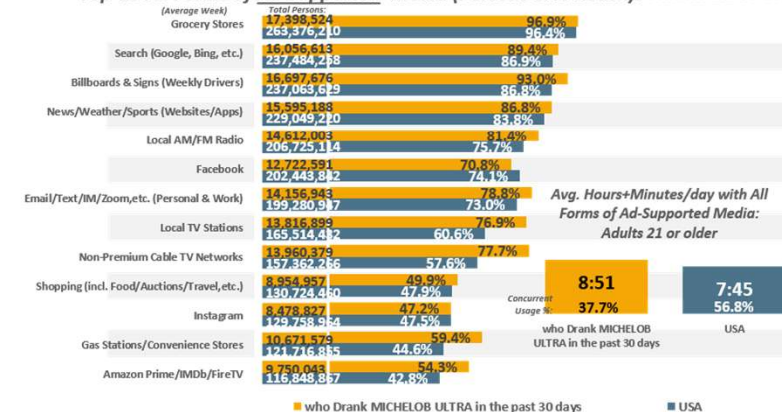
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

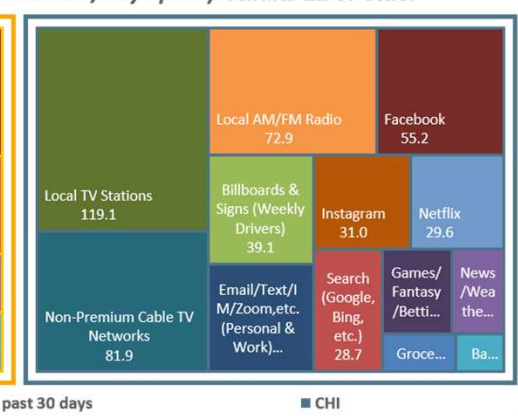
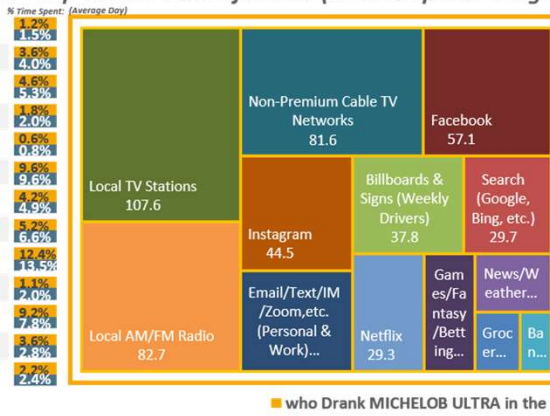
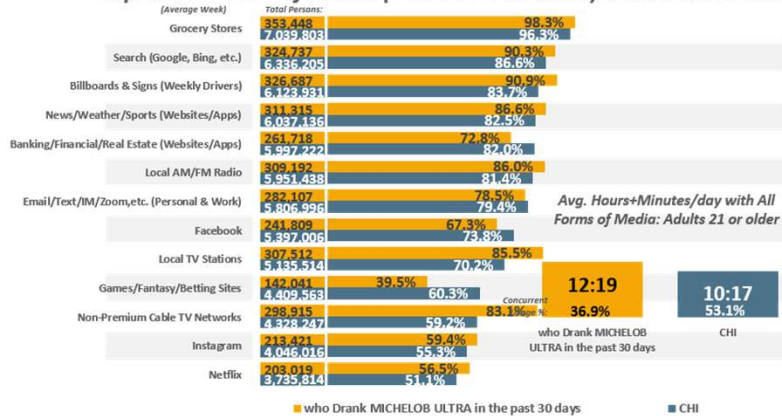
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]

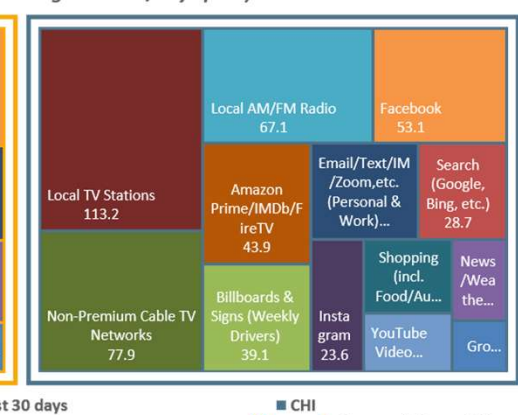
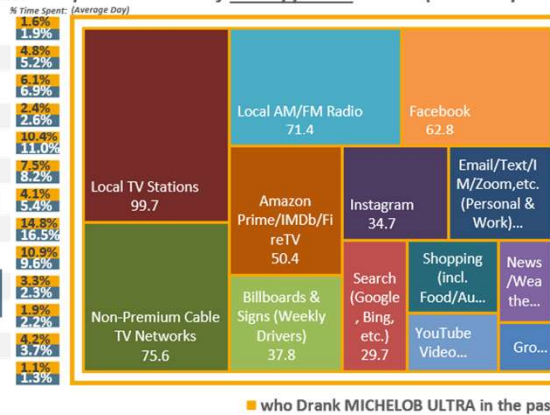
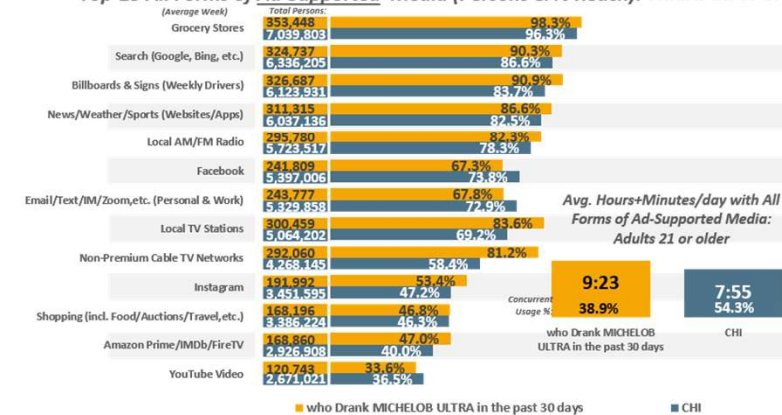


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 71.4 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

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



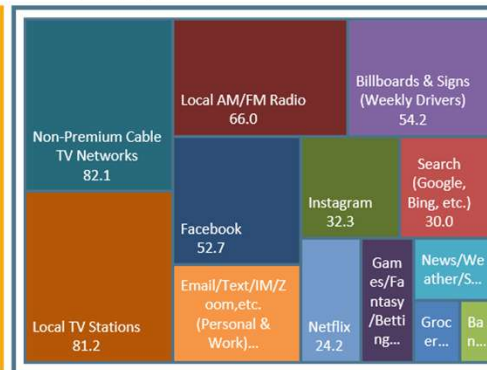
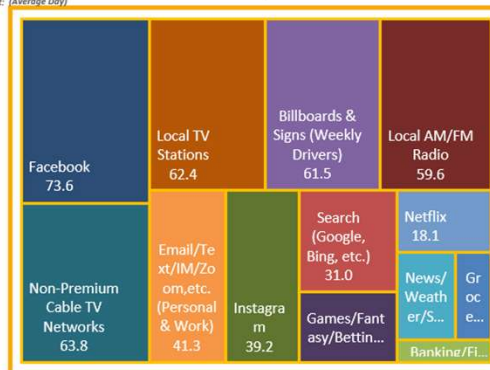
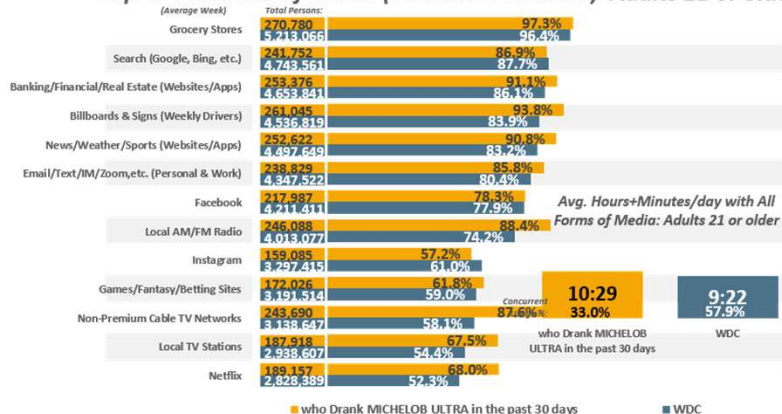
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



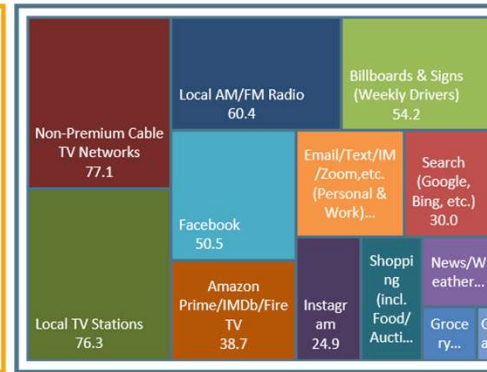
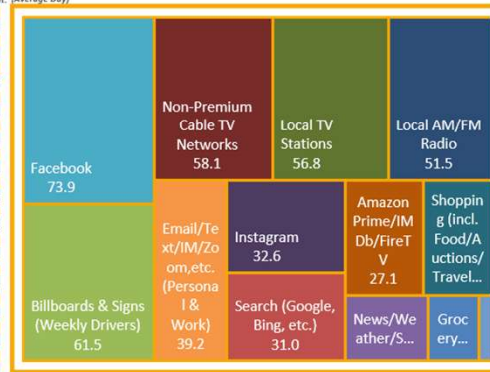
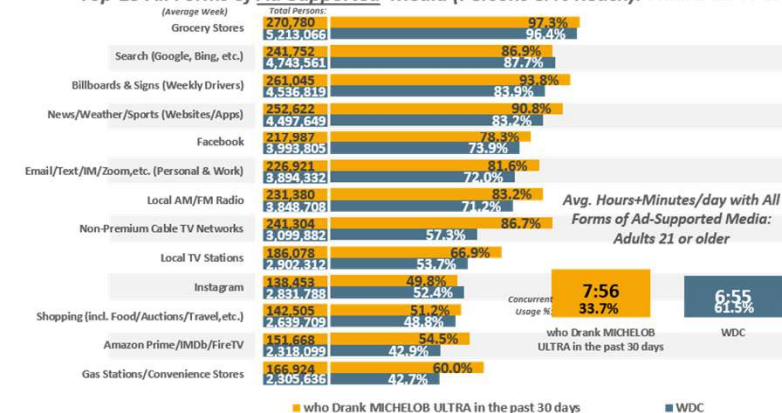


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 326
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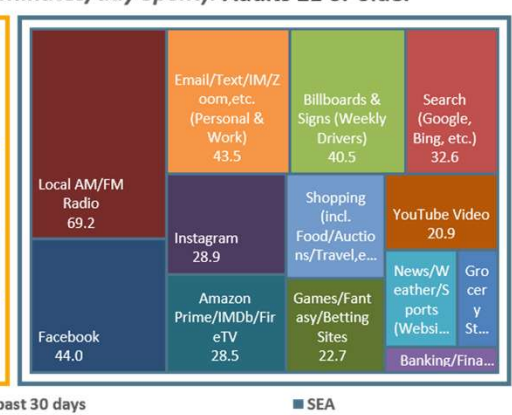
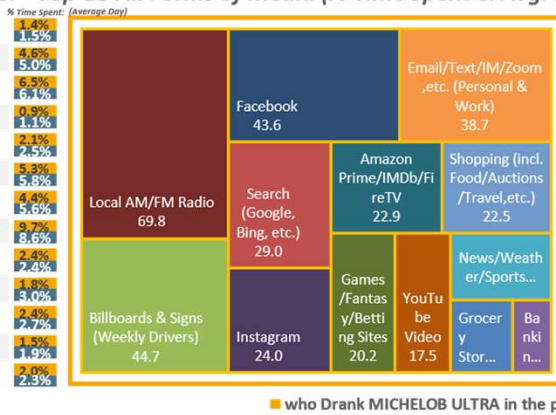
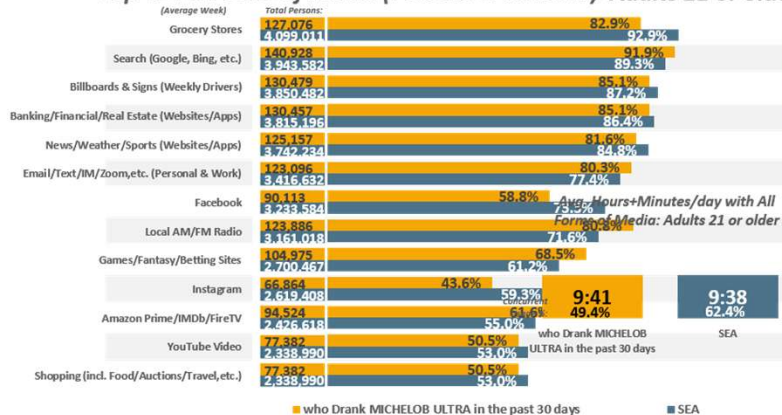
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]

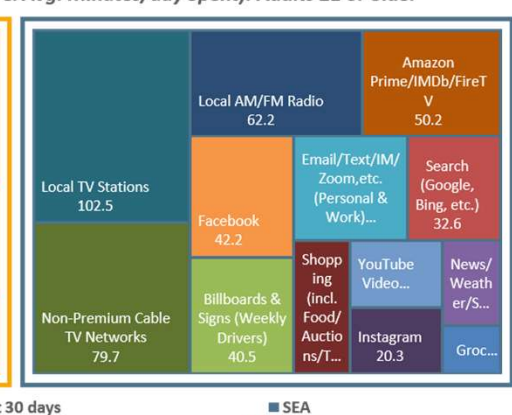
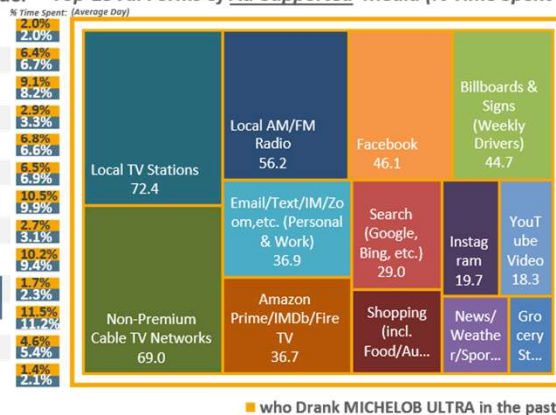
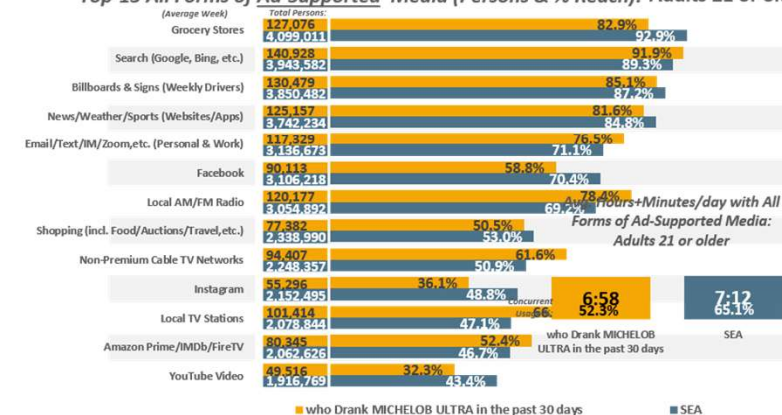


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 132
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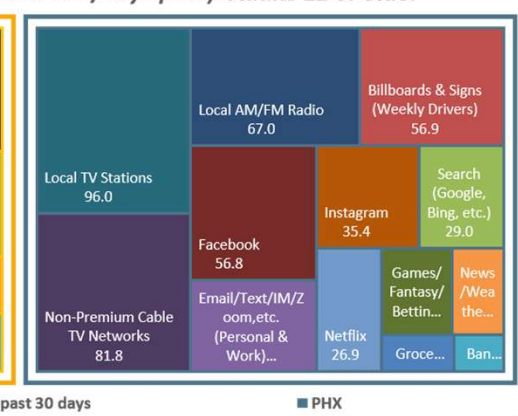
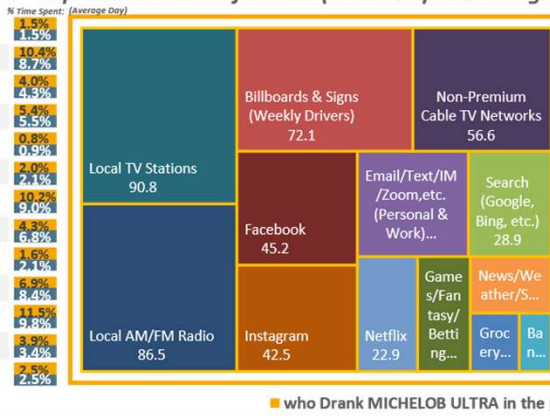
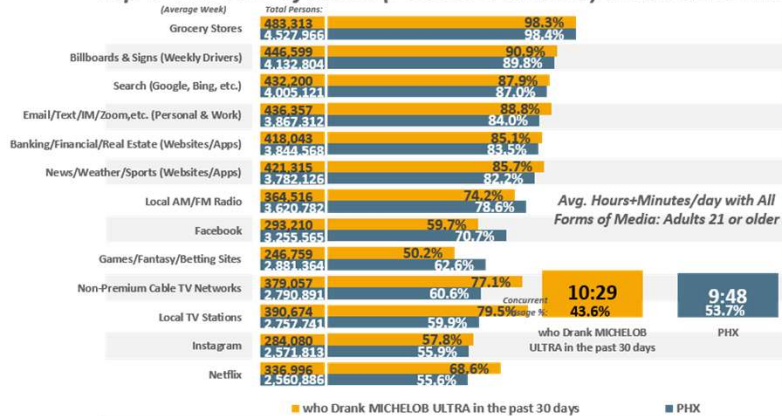
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]

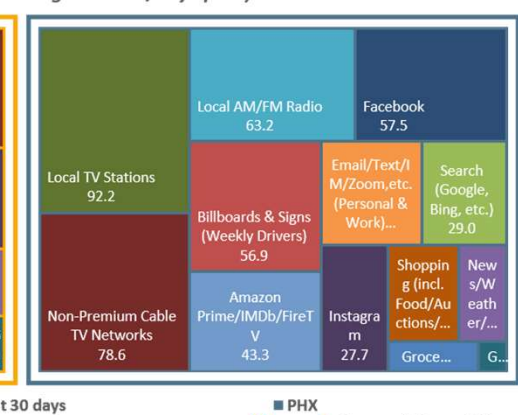
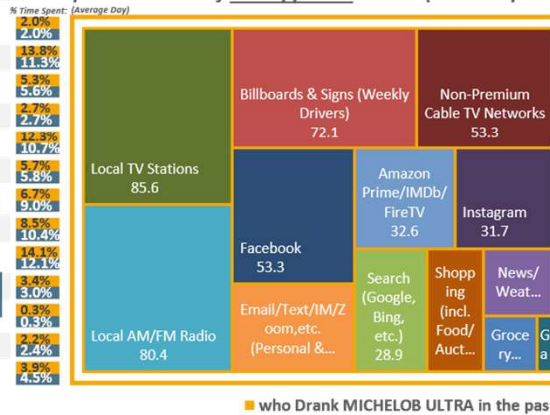
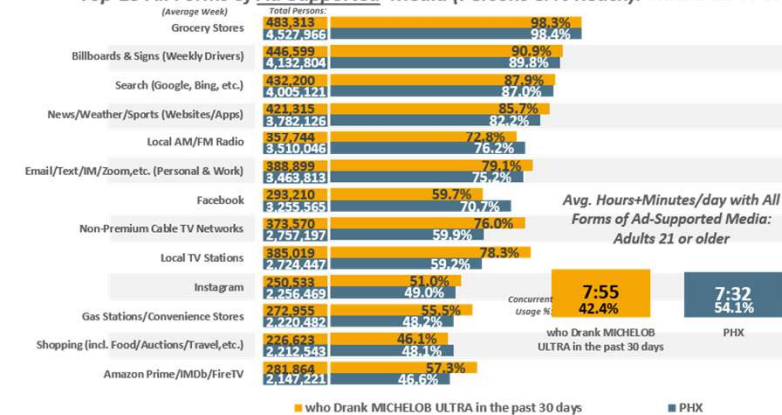


Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 80.4 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

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



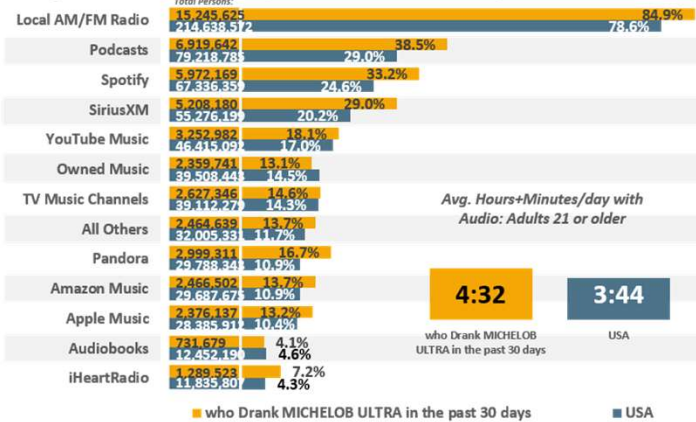
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



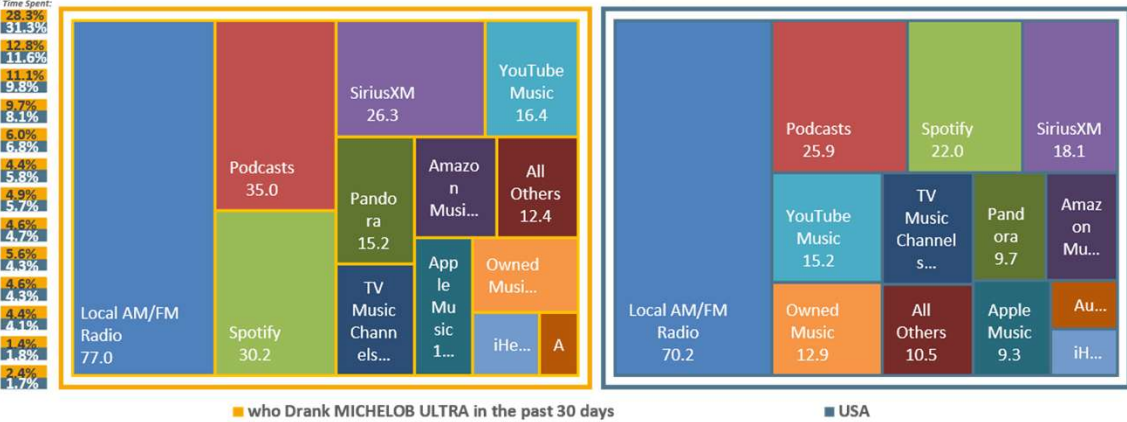


14,612,003 or 81.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

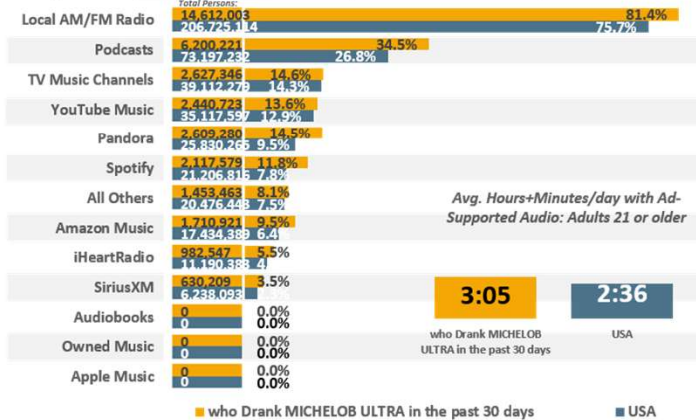
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



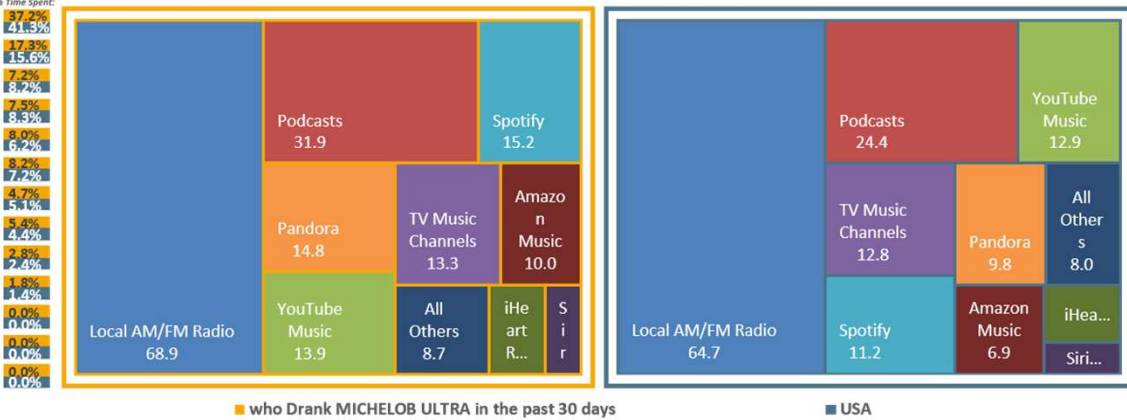
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



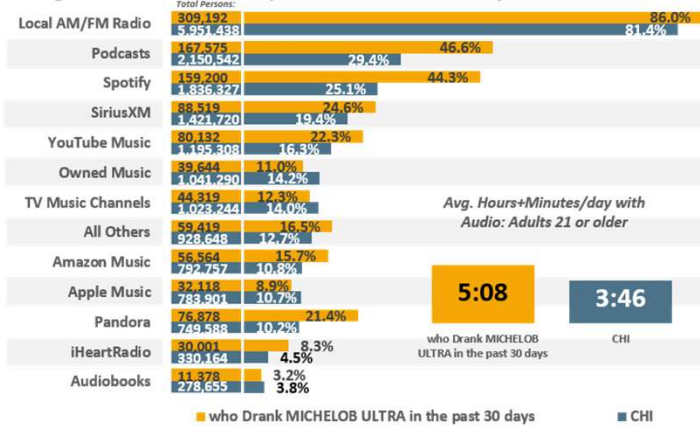
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



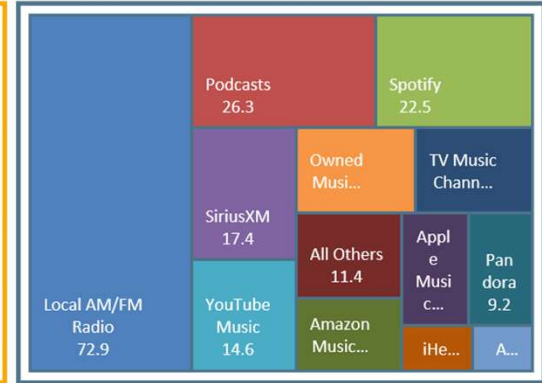
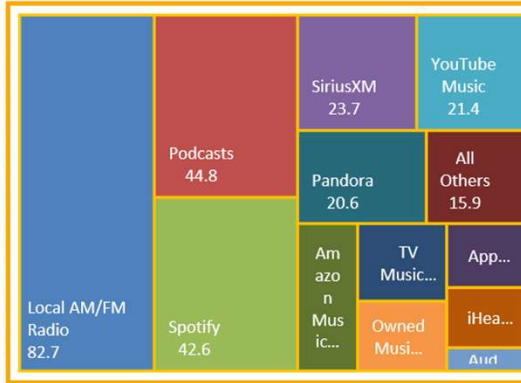


295,780 or 82.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

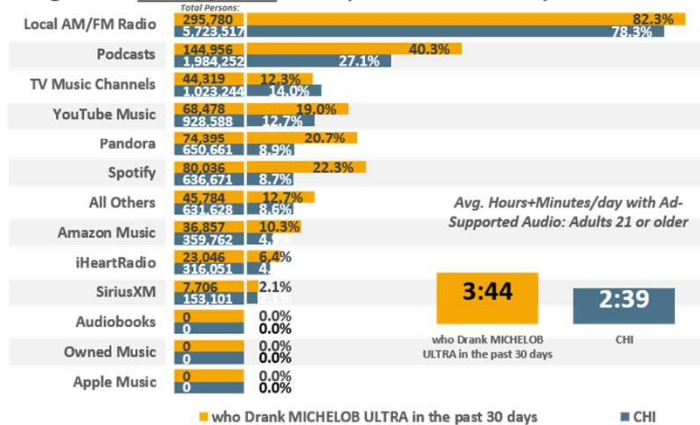
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



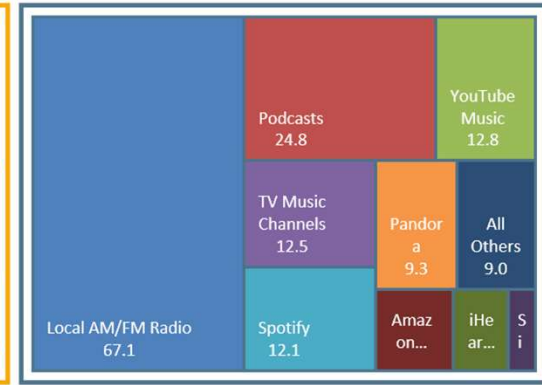
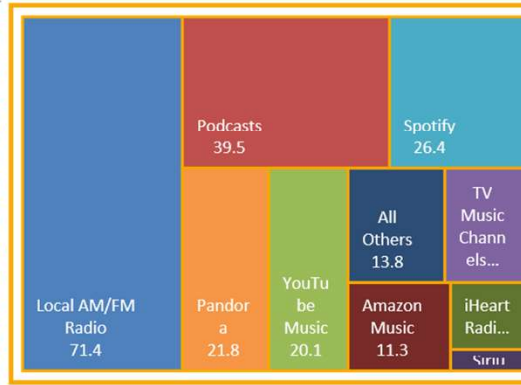
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



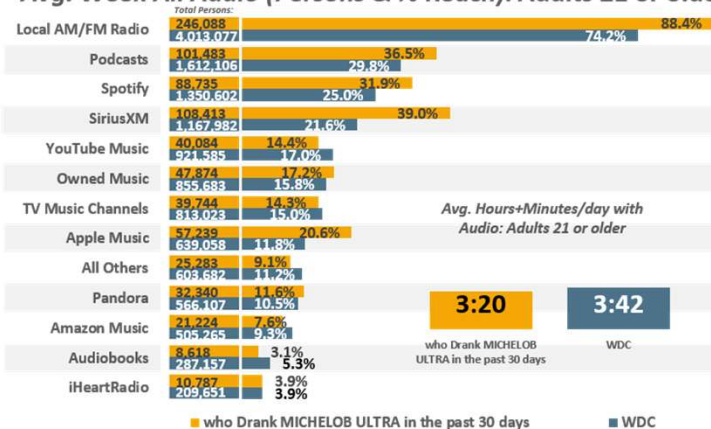
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



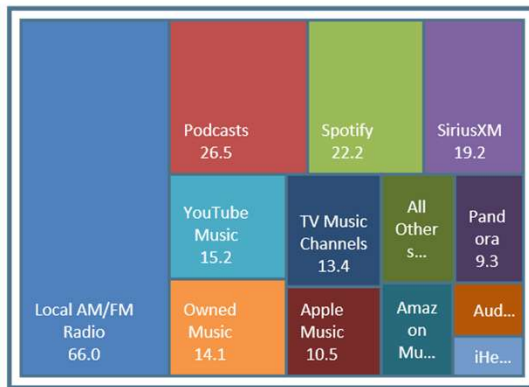
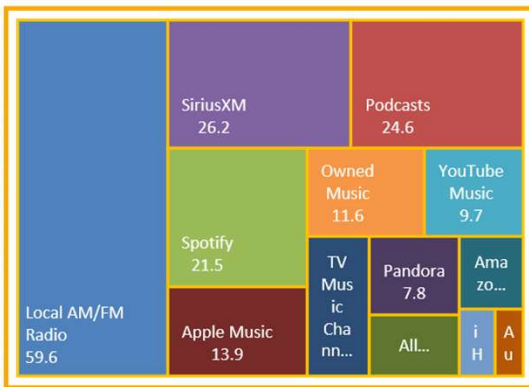


231,380 or 83.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

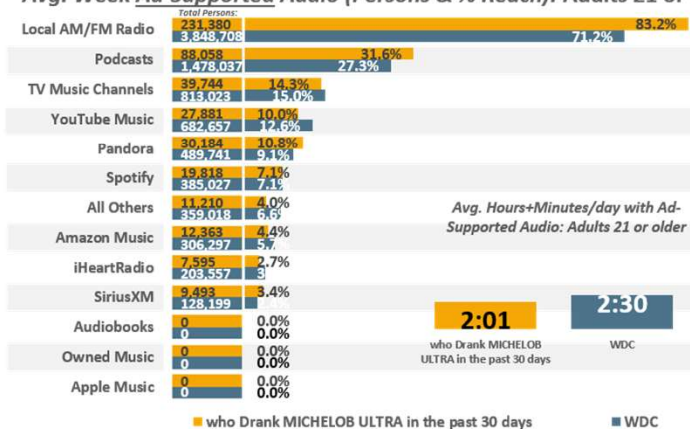
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



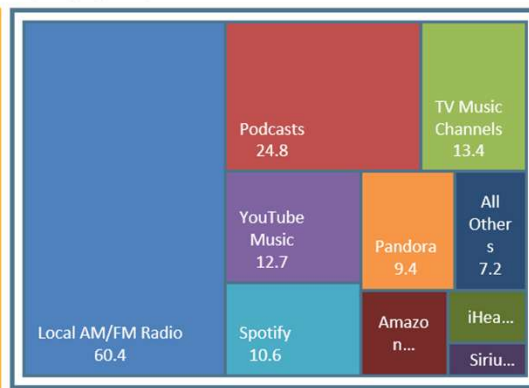
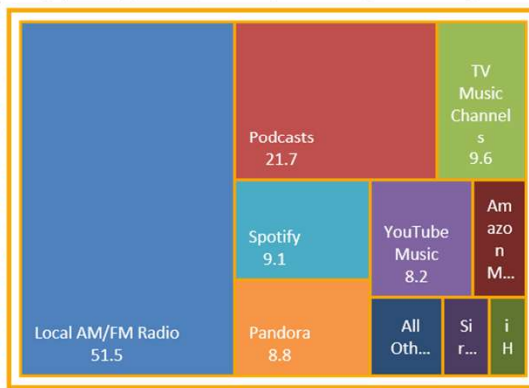
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



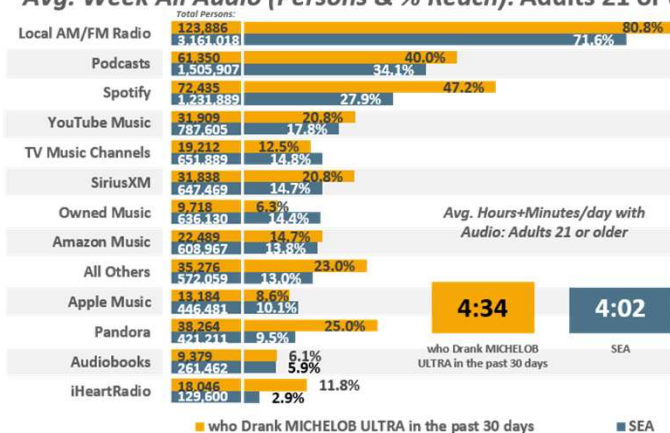
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



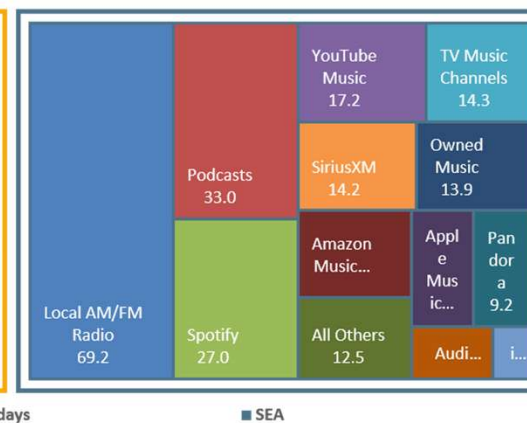
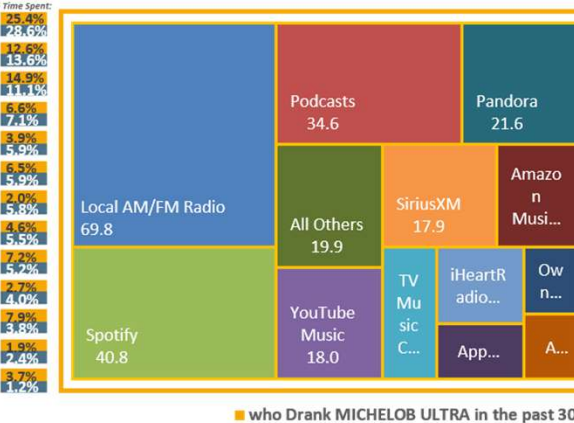


120,177 or 78.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Audio.

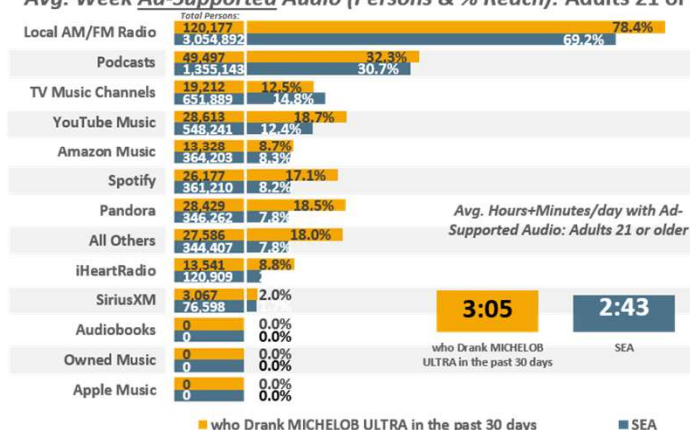
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



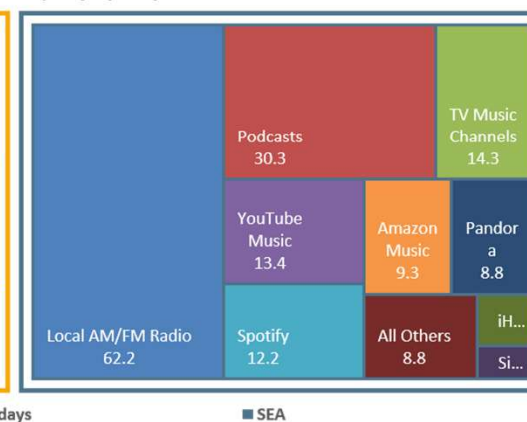
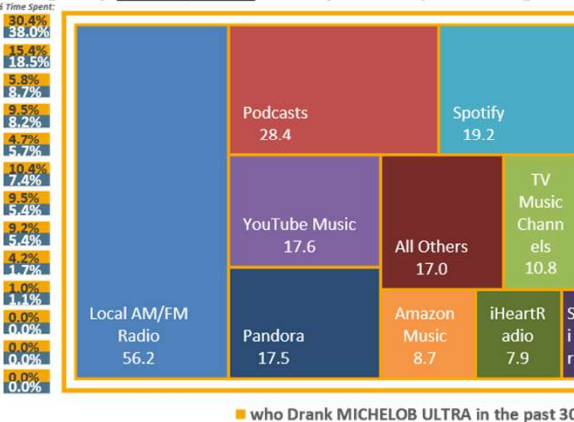
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



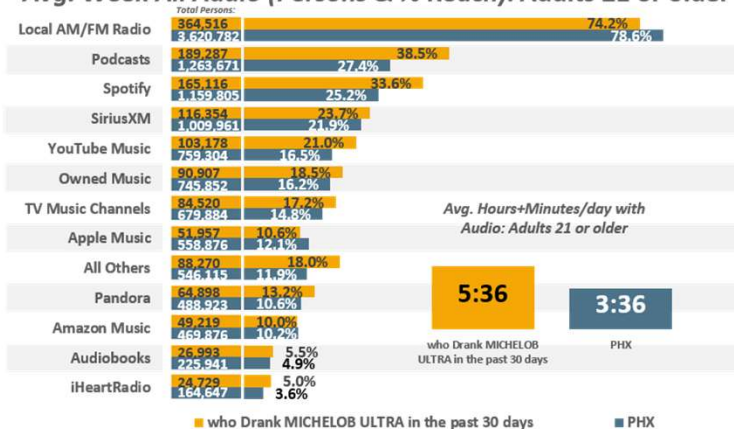
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



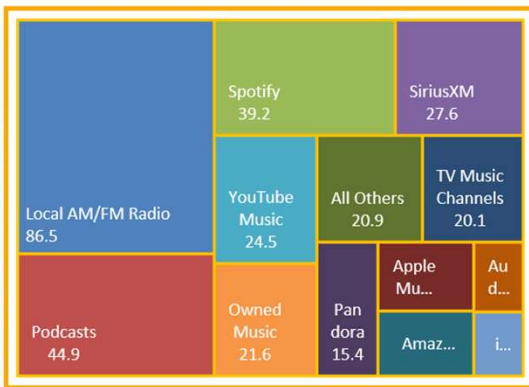


357,744 or 72.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

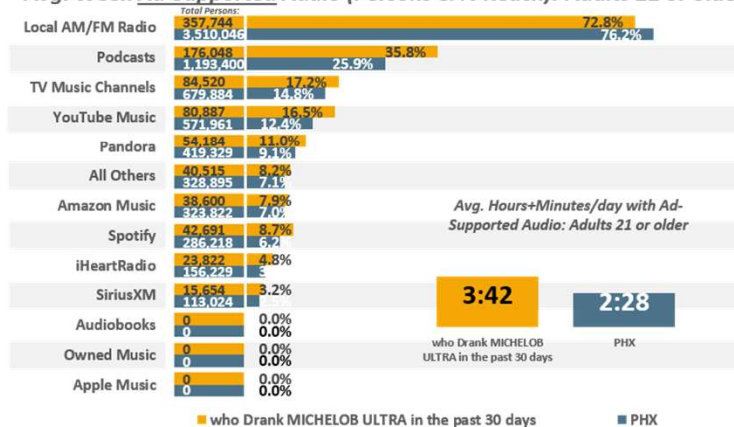
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



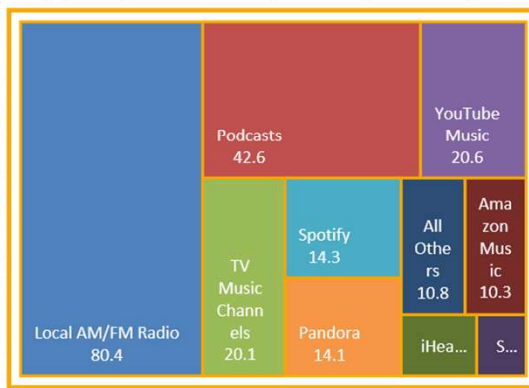
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

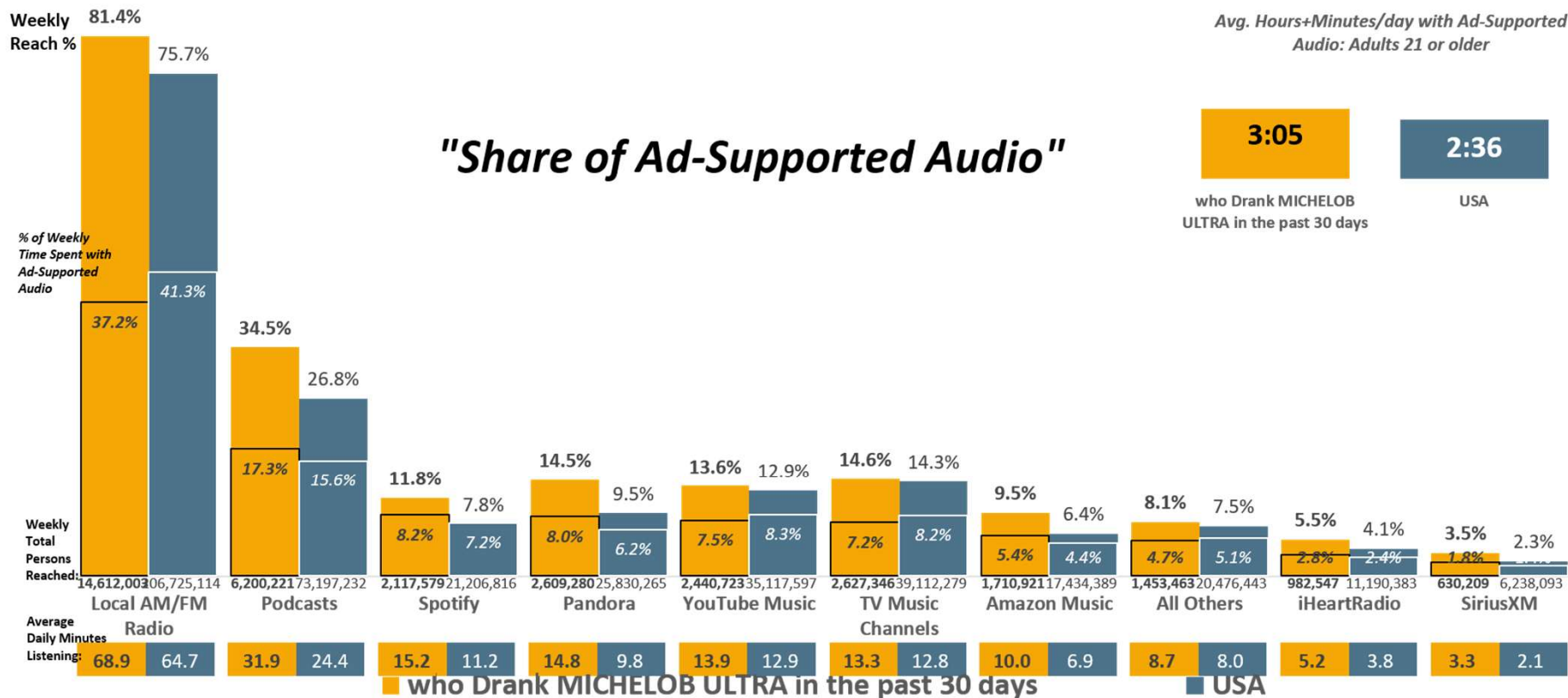


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



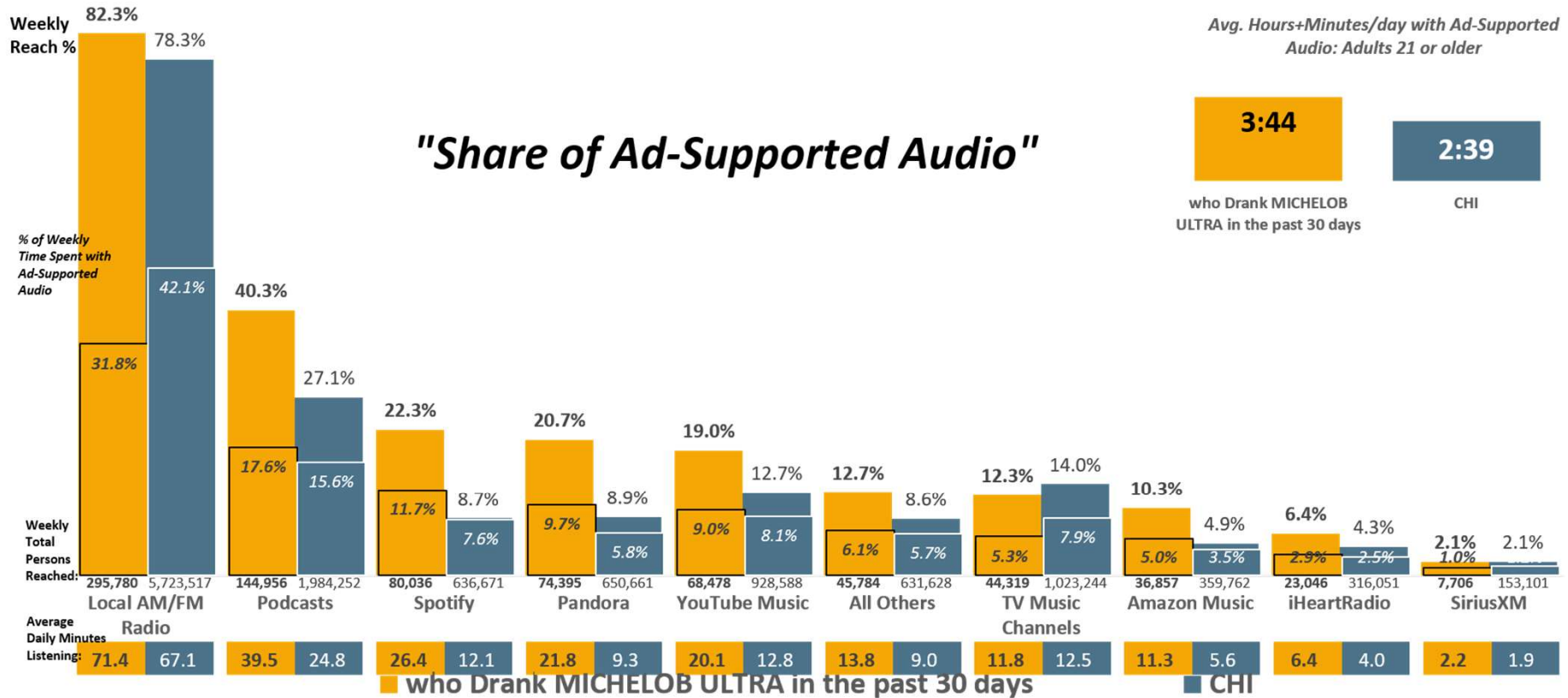


14,612,003 or 81.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



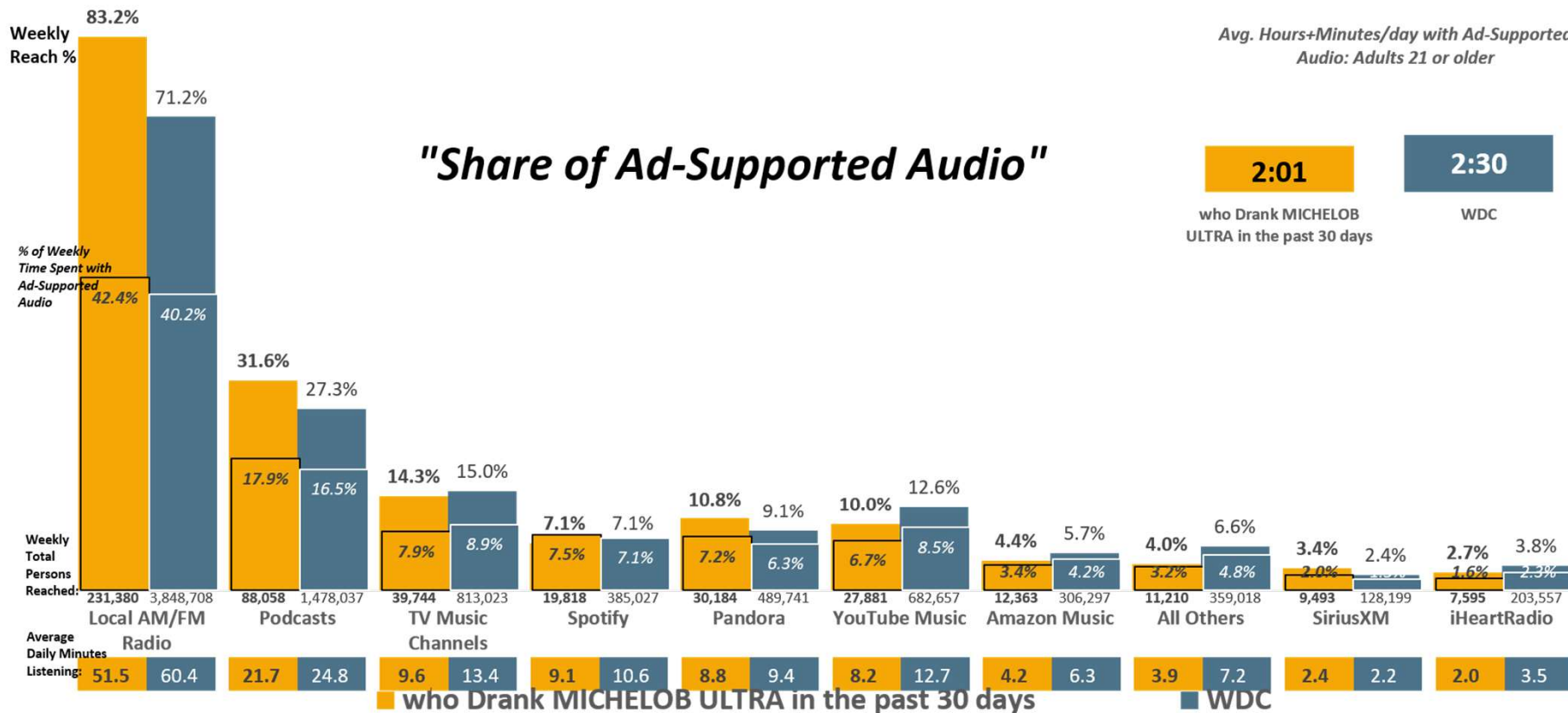


295,780 or 82.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



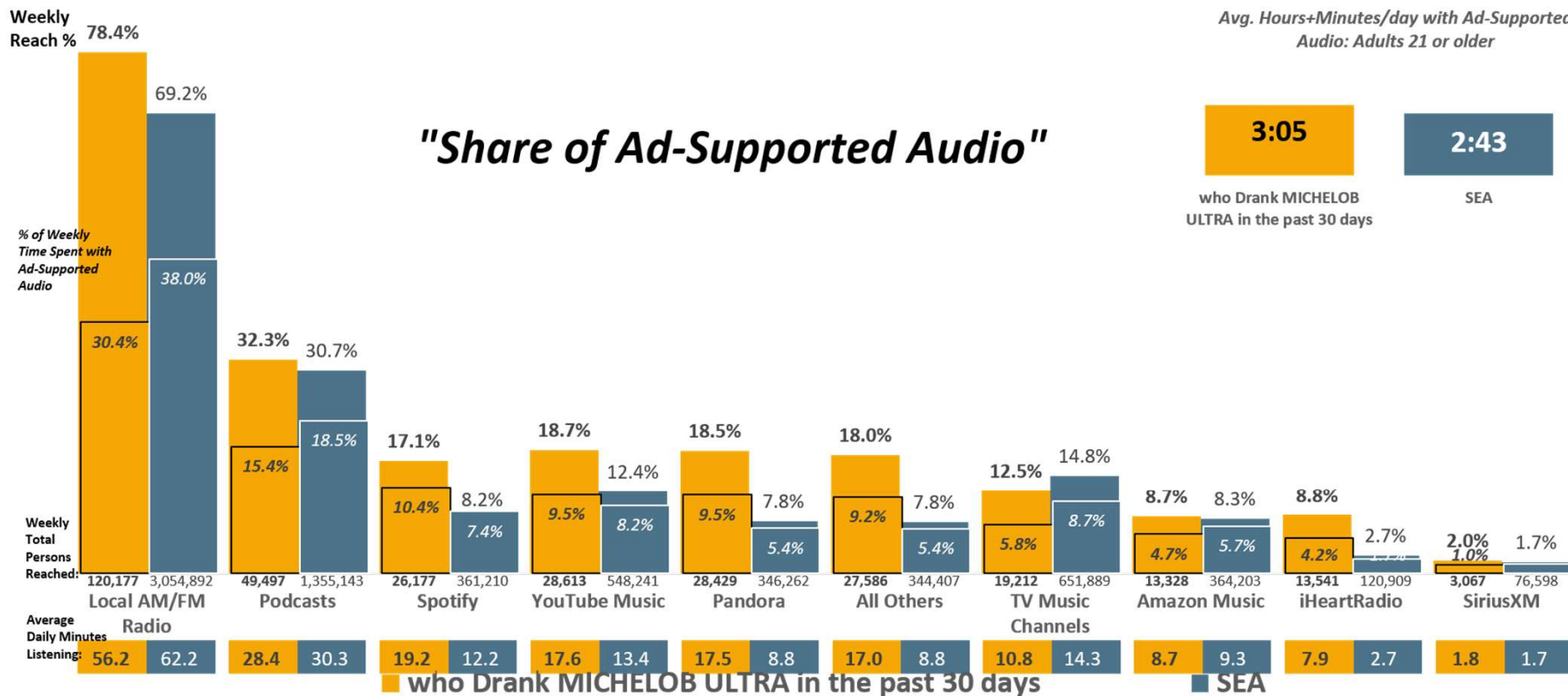


231,380 or 83.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



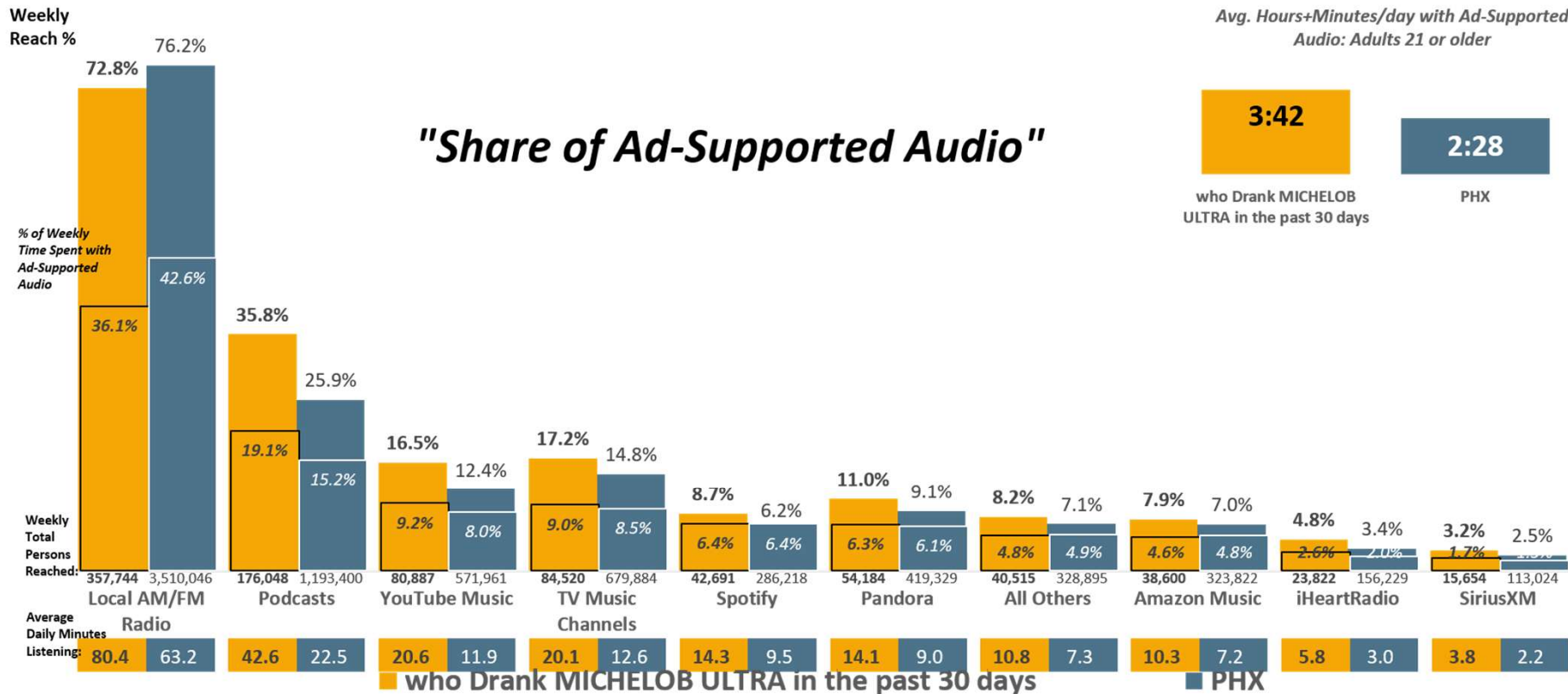


120,177 or 78.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Audio.





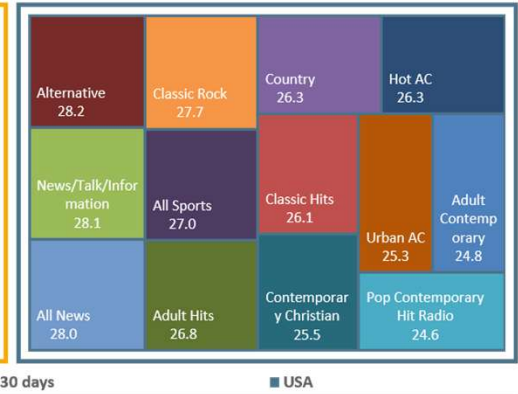
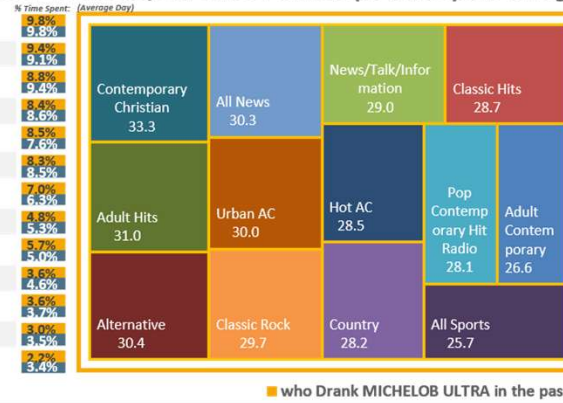
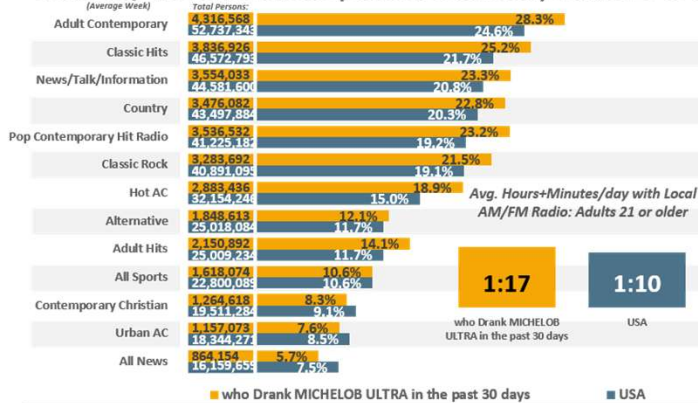
357,744 or 72.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



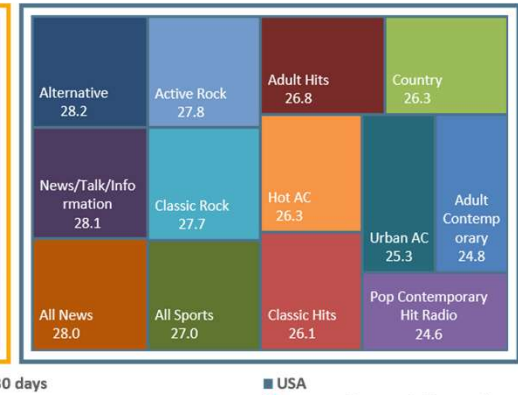
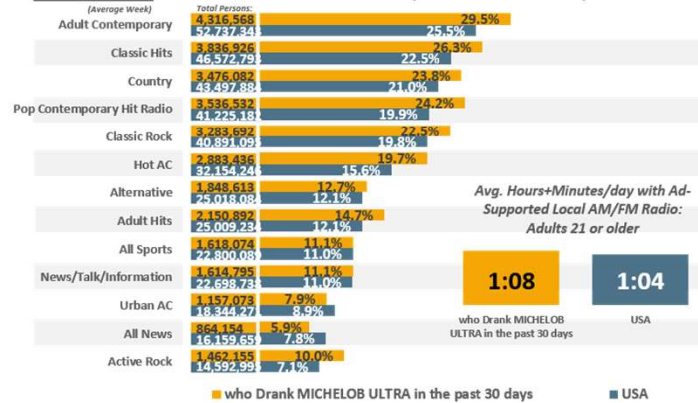


14,612,003 or 81.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

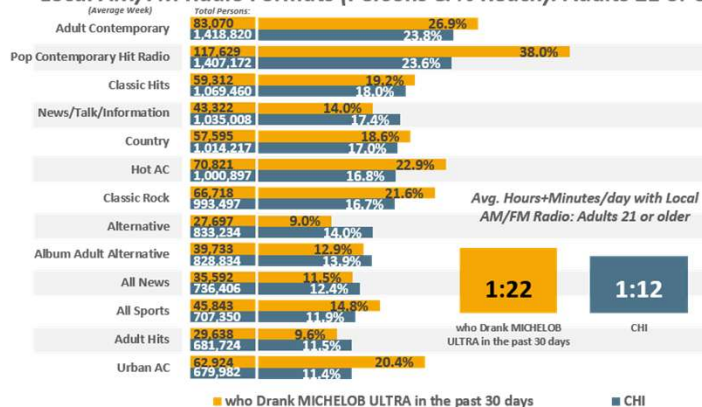
soefa.ai Share of Everything for Anything

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

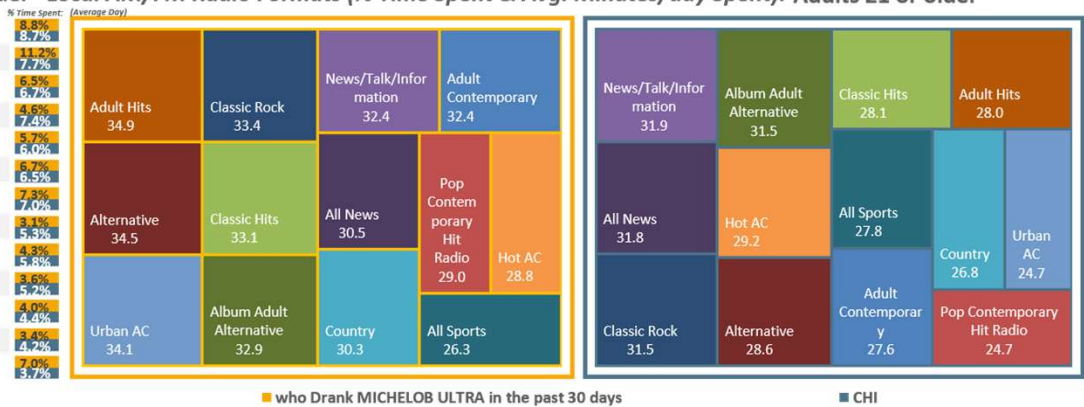


295,780 or 82.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Rock, and Urban AC.

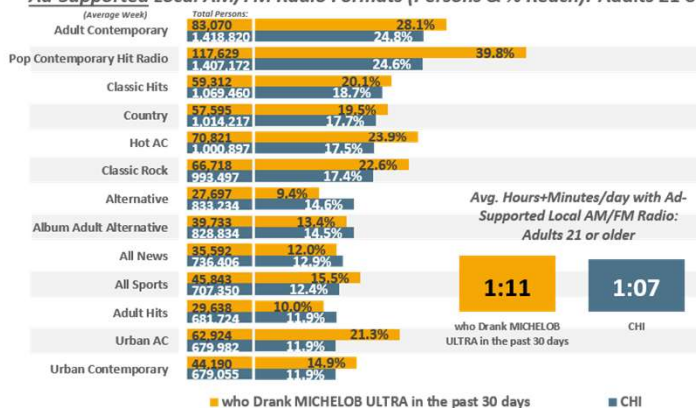
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



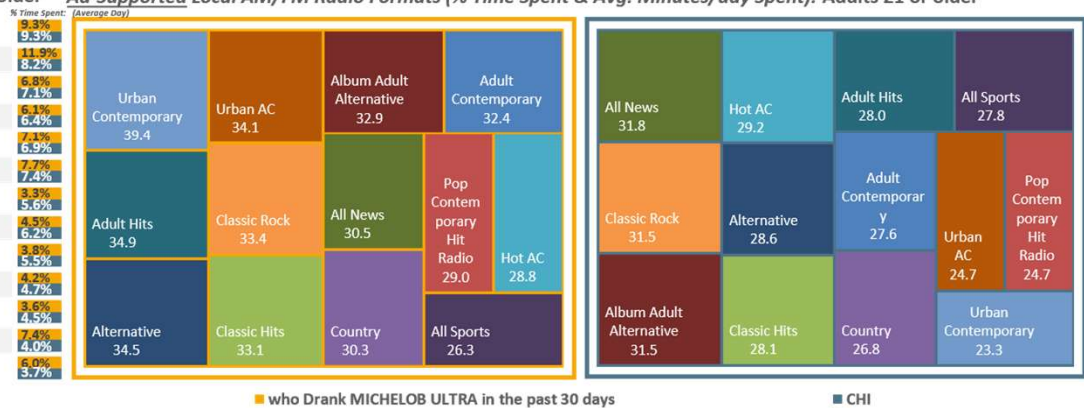
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



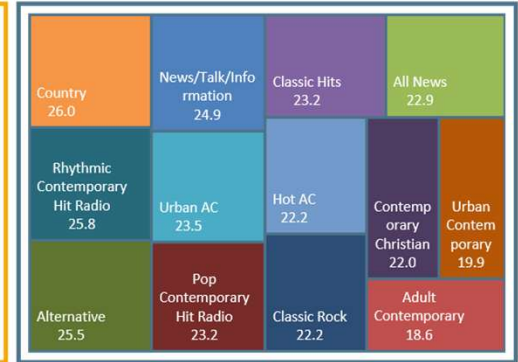
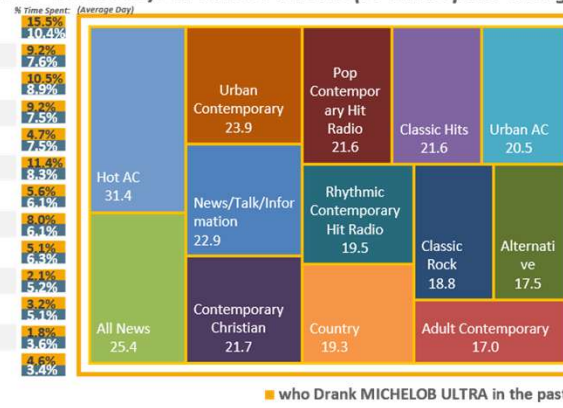
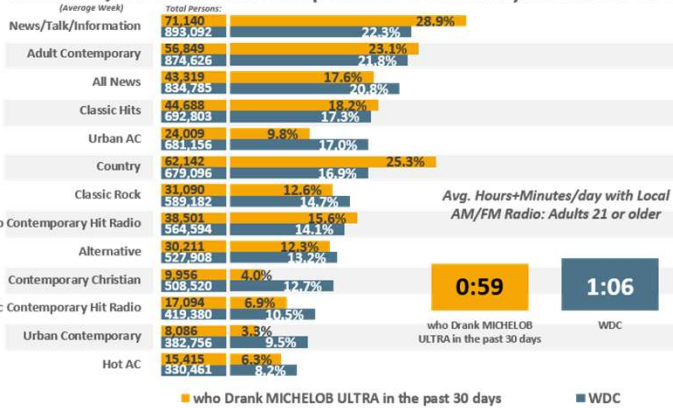
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



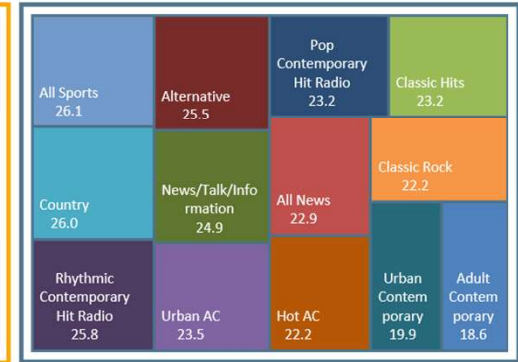
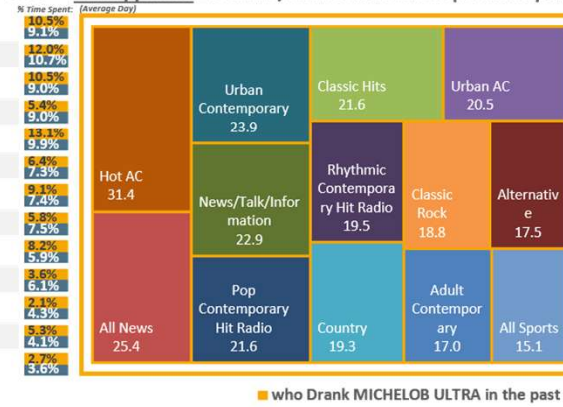
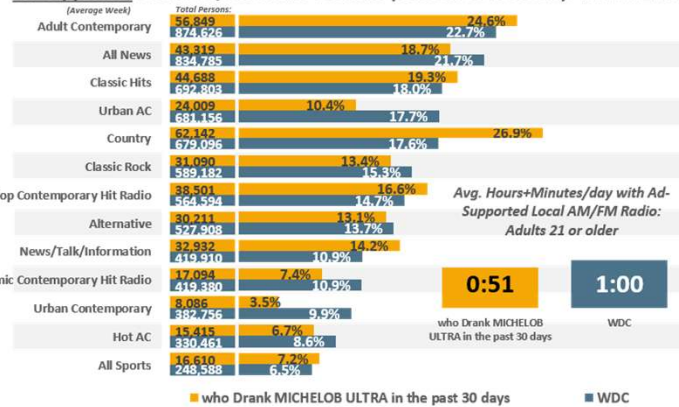


231,380 or 83.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, All News, and Pop Contemporary Hit Radio.

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



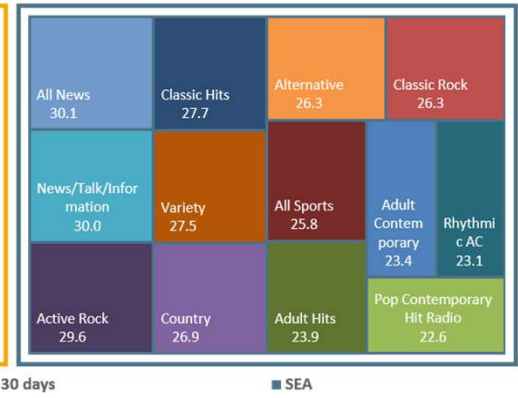
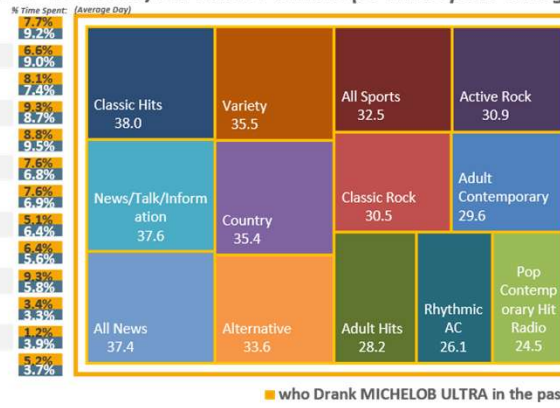
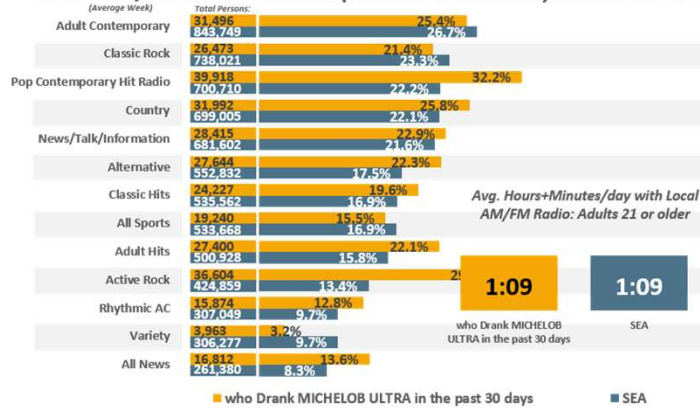
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



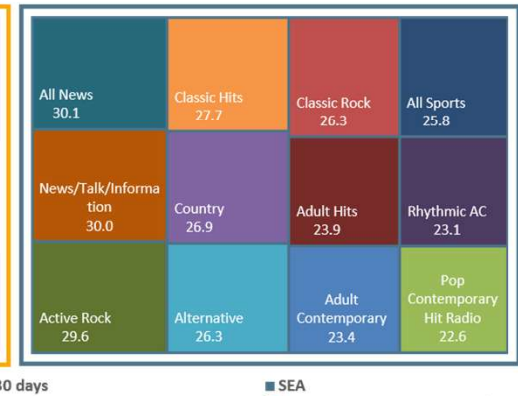
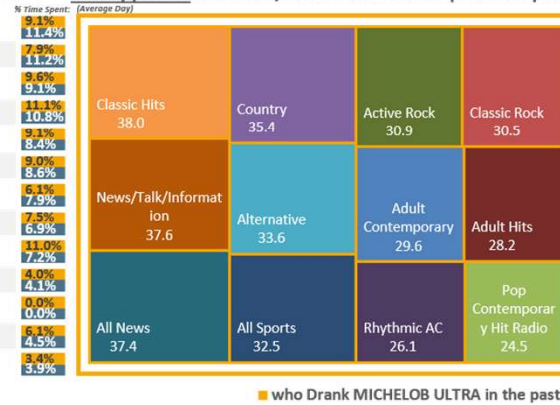
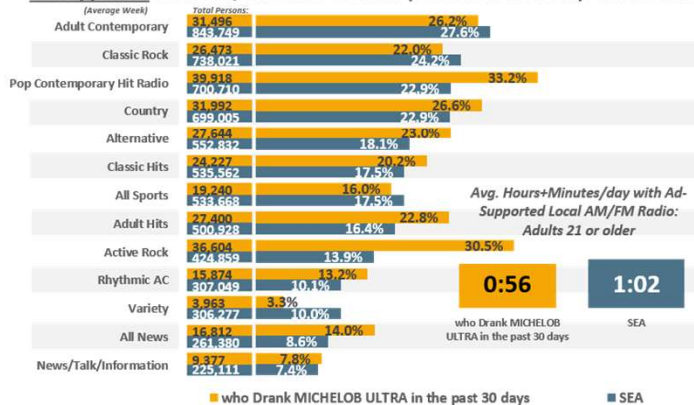


120,177 or 78.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Active Rock, Country, Adult Contemporary, and Alternative.

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



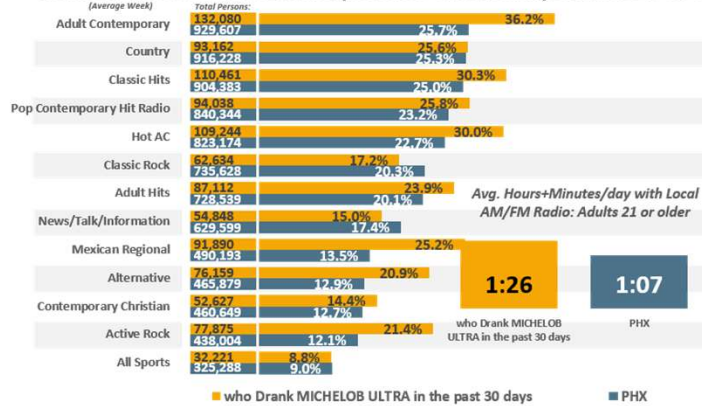
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



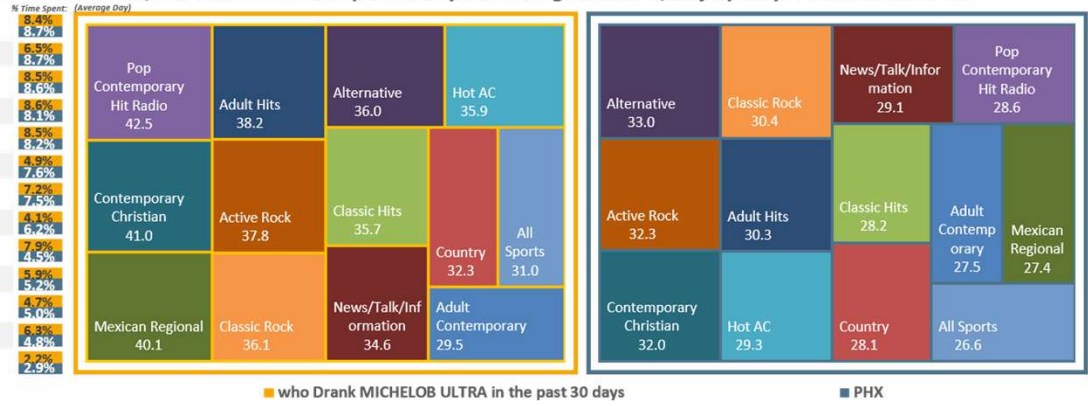


357,744 or 72.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and Country.

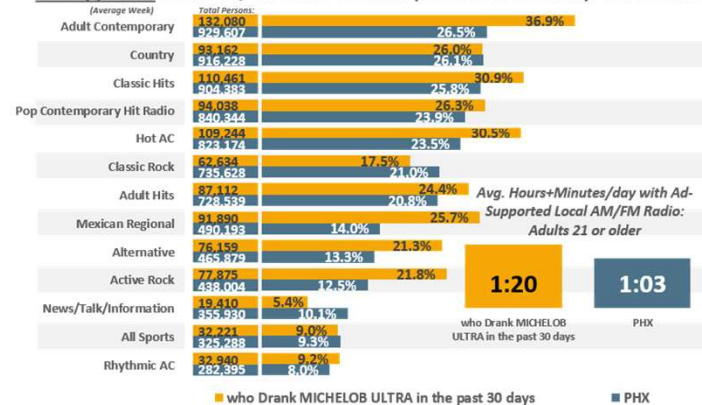
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



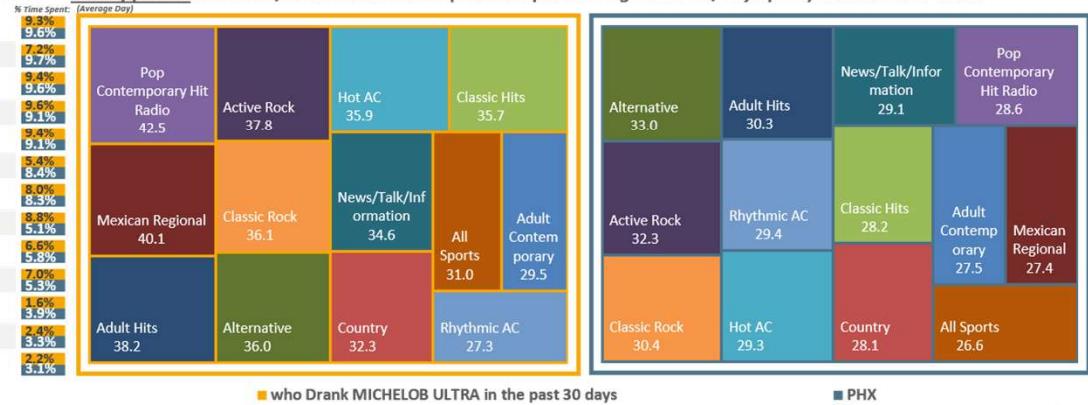
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

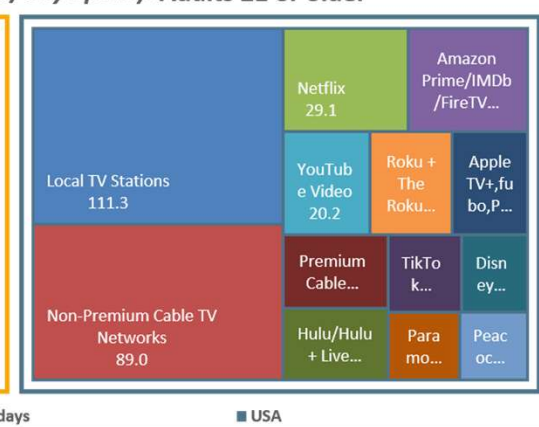
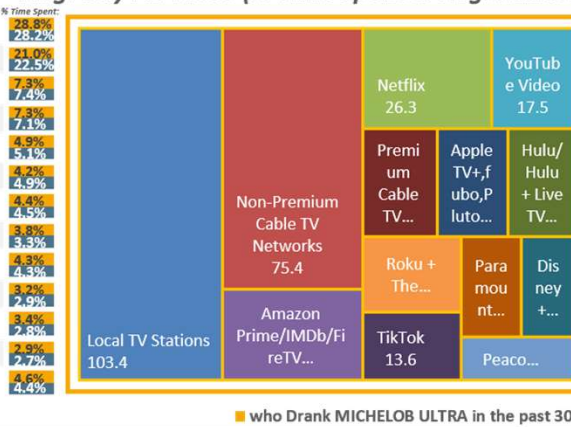
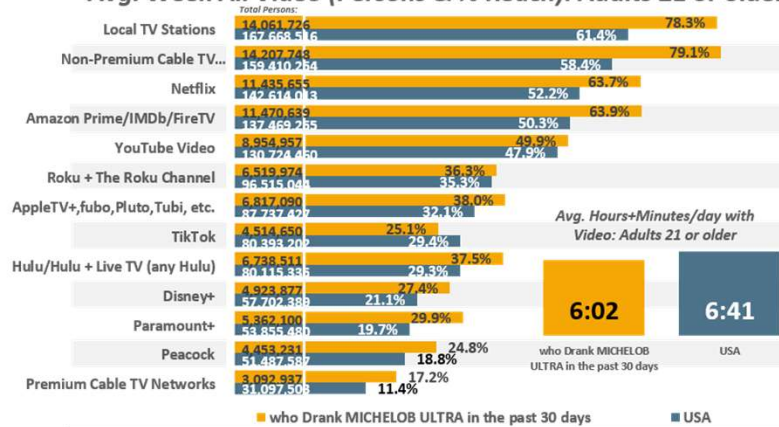




13,816,899 or 76.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

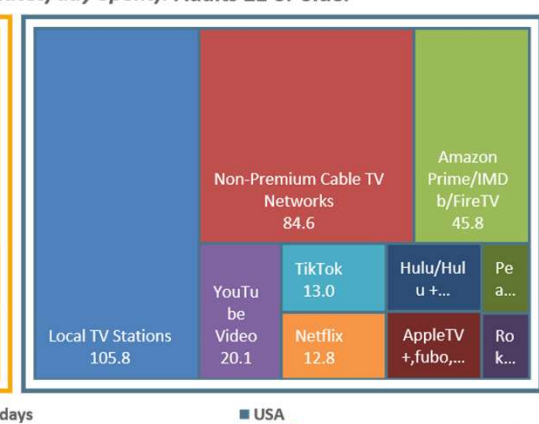
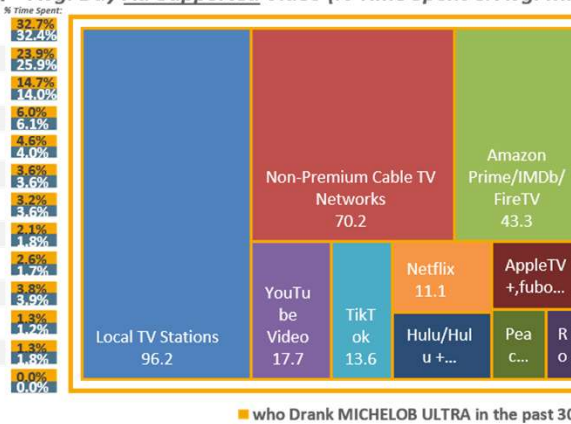
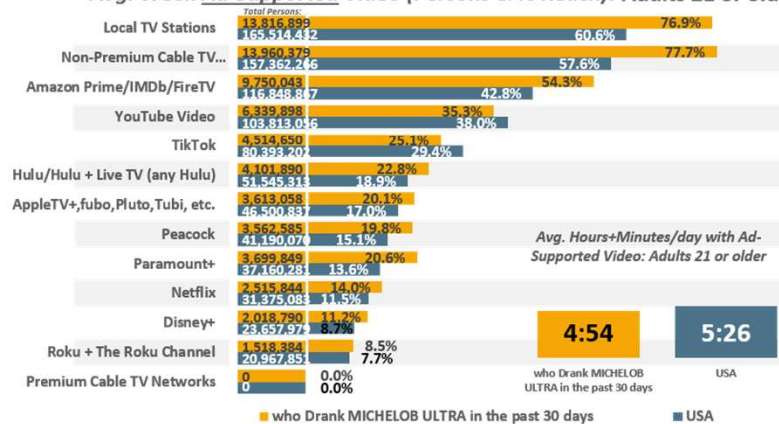
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

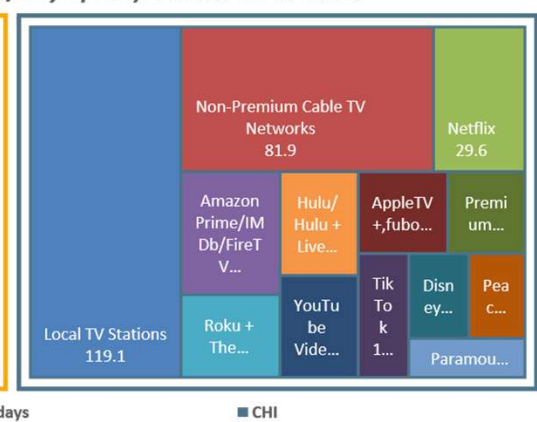
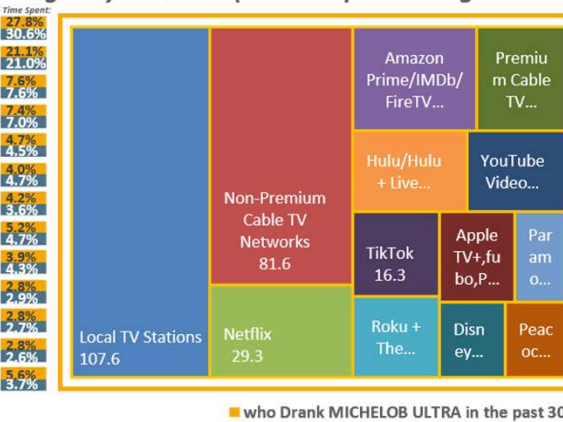
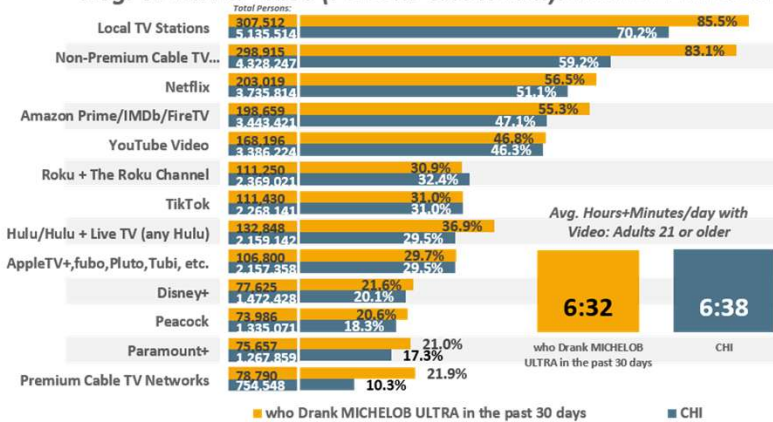




300,459 or 83.6% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

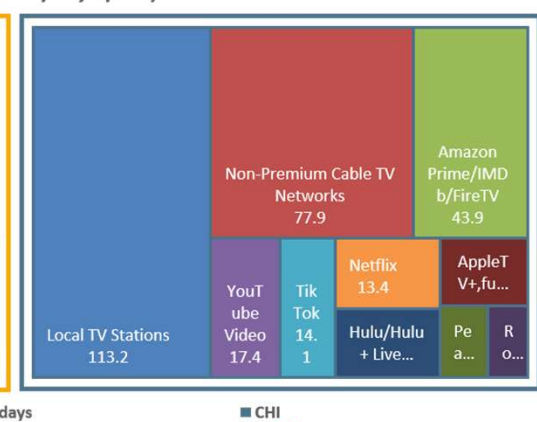
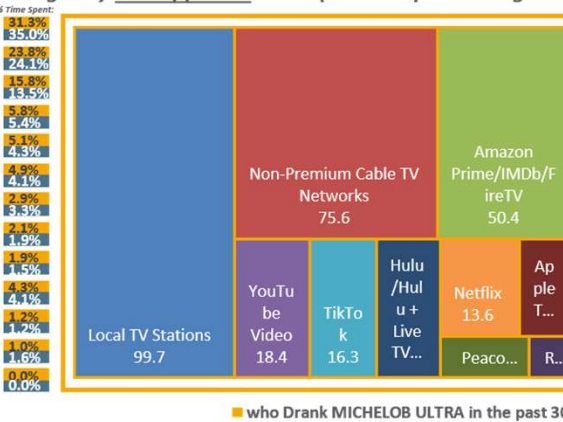
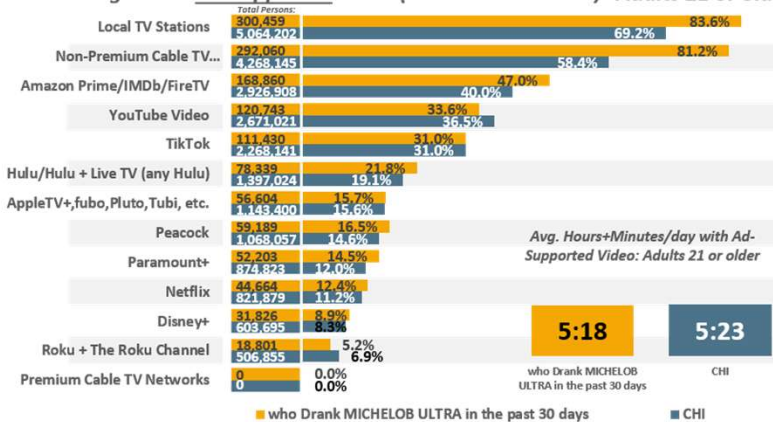
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

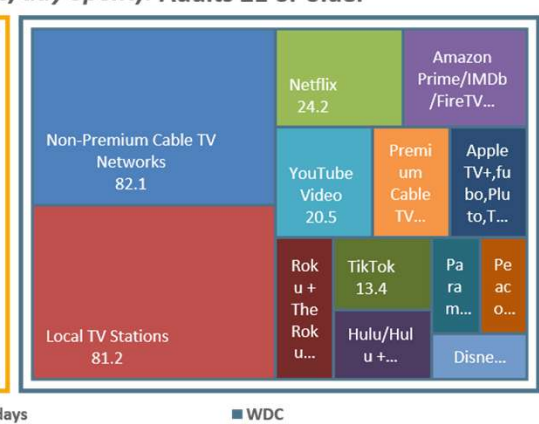
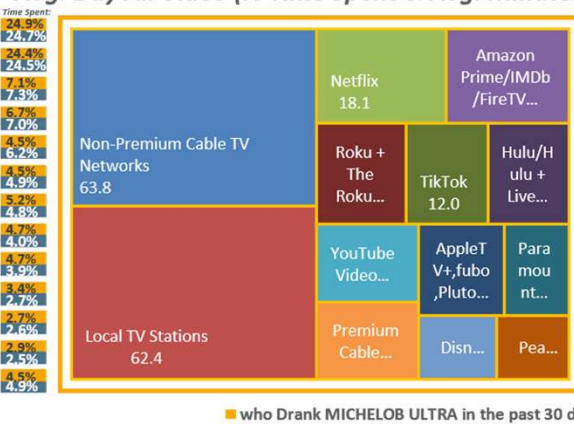
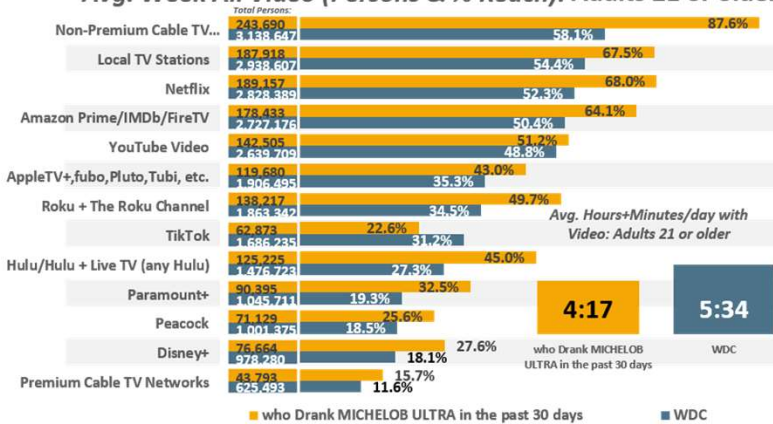




186,078 or 66.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

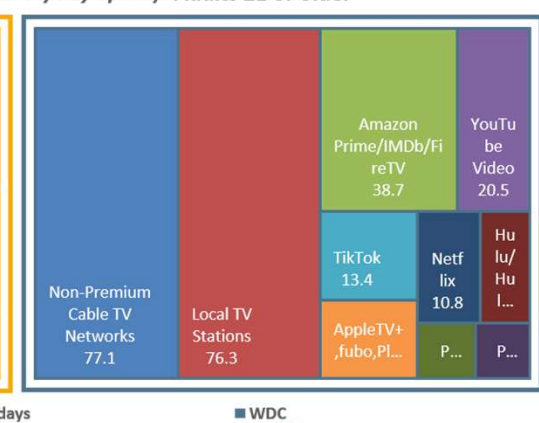
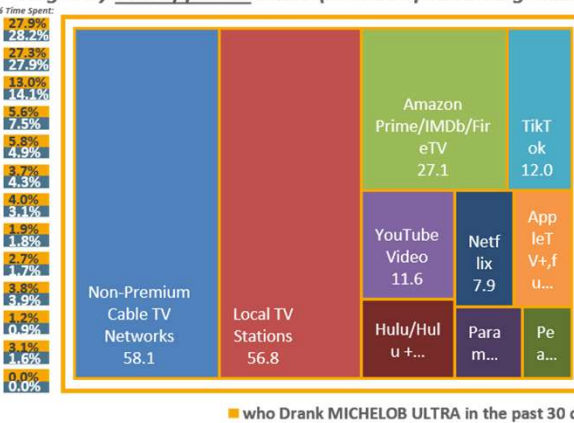
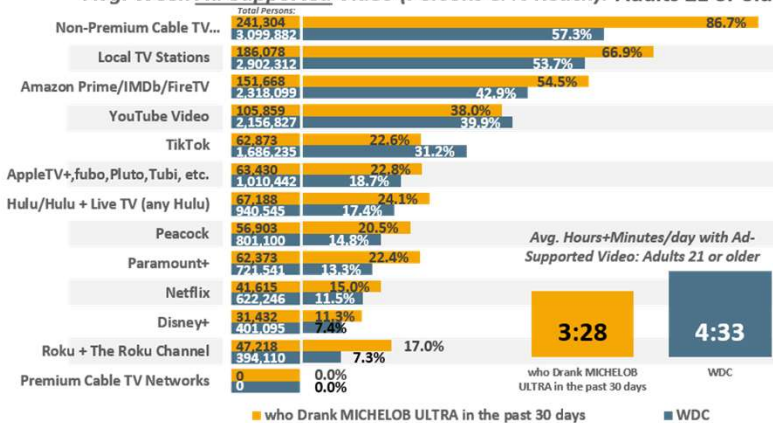
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 326
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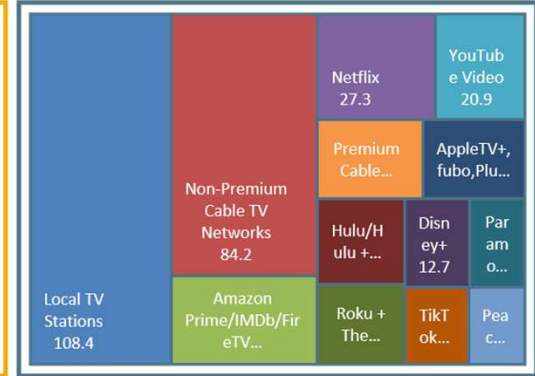
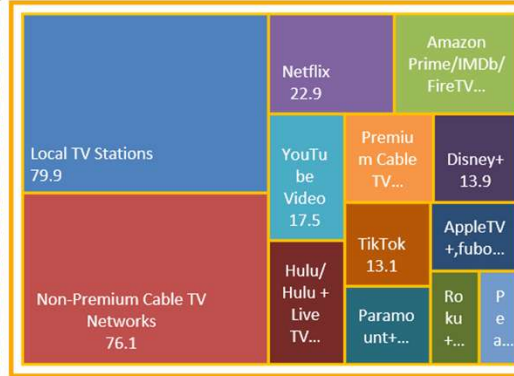
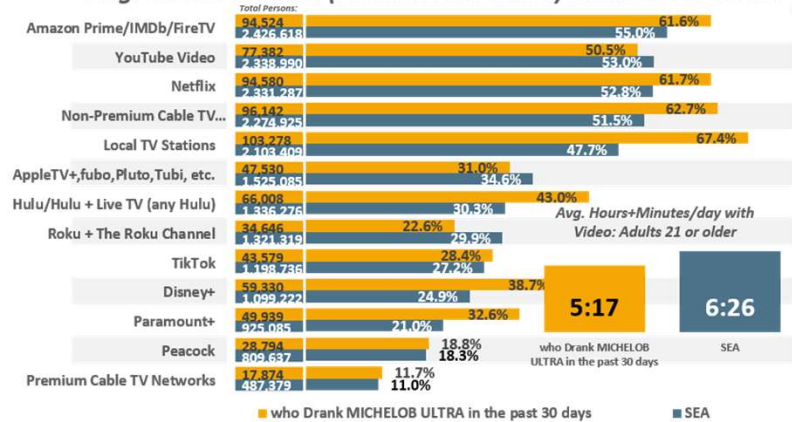
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



101,414 or 66.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

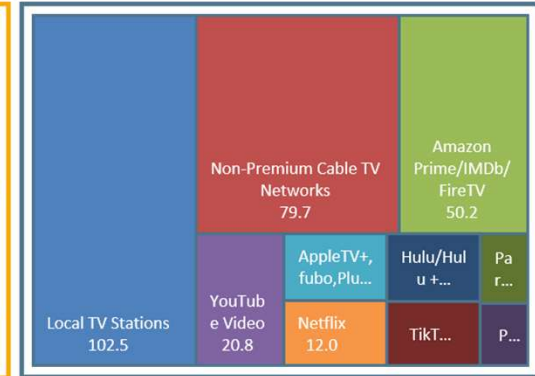
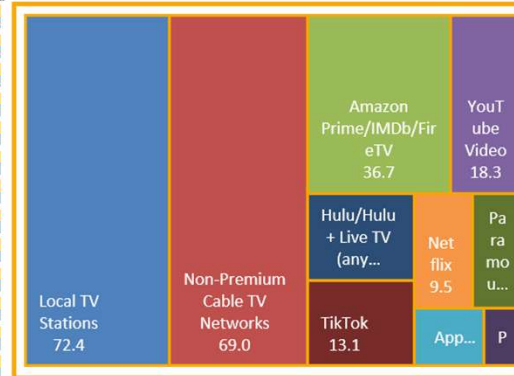
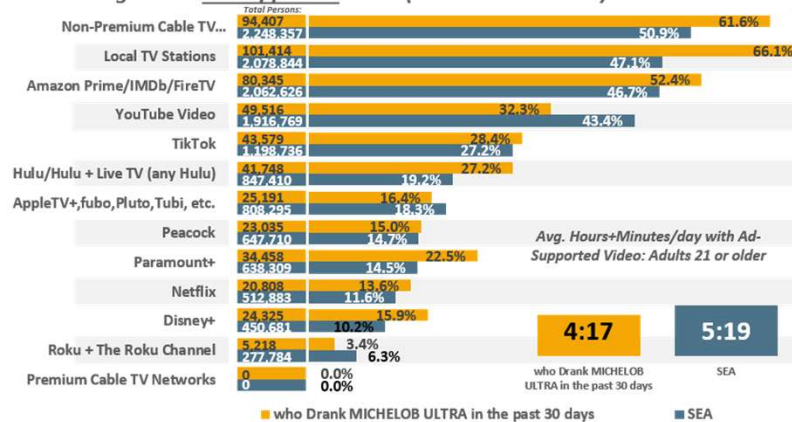
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

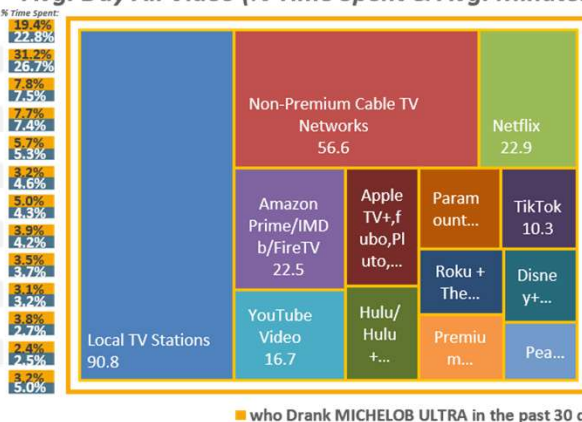
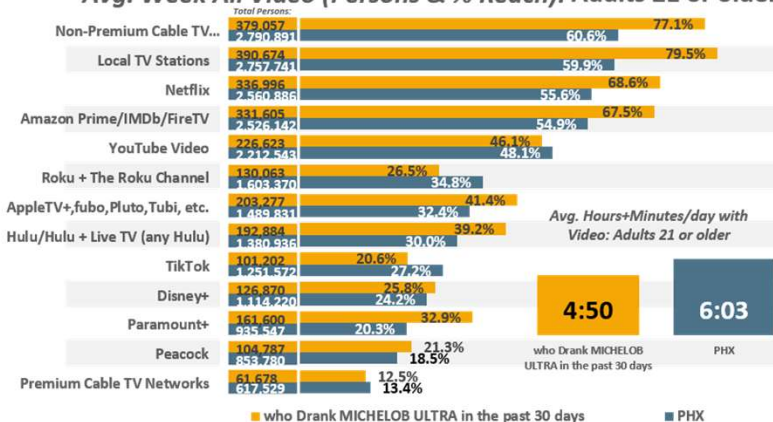




385,019 or 78.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

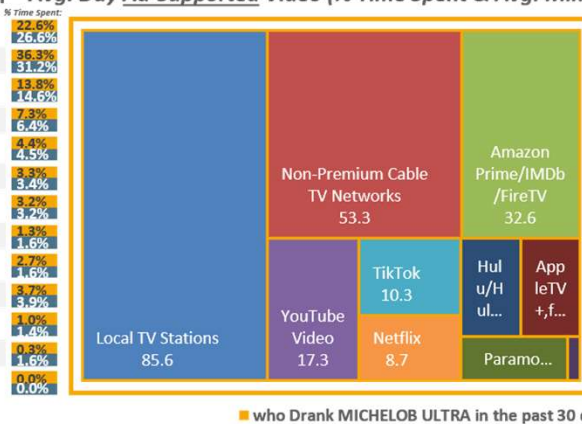
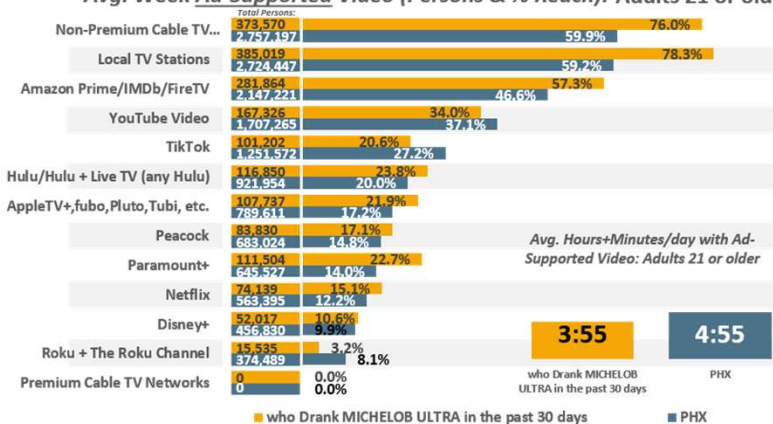
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



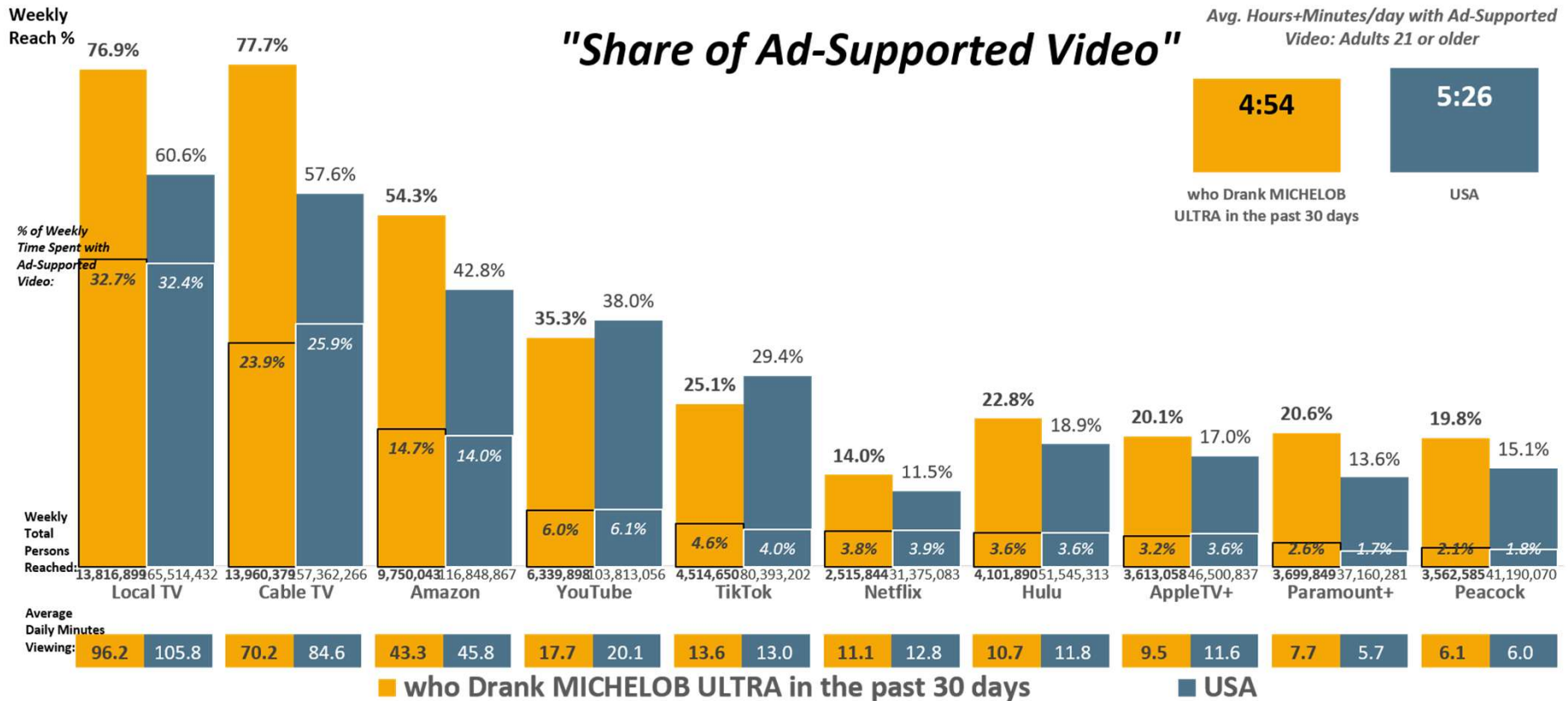
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 213
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



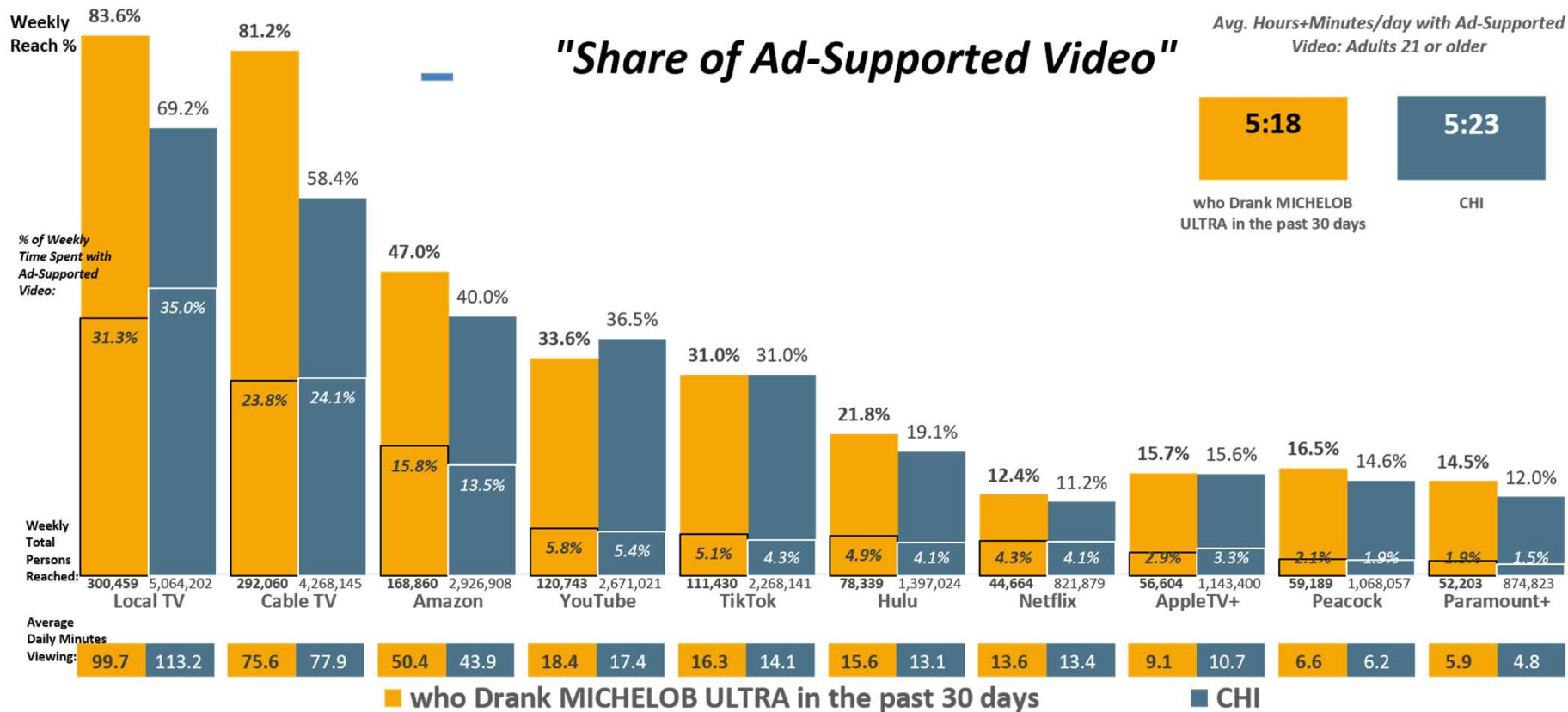
13,816,899 or 76.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.





300,459 or 83.6% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

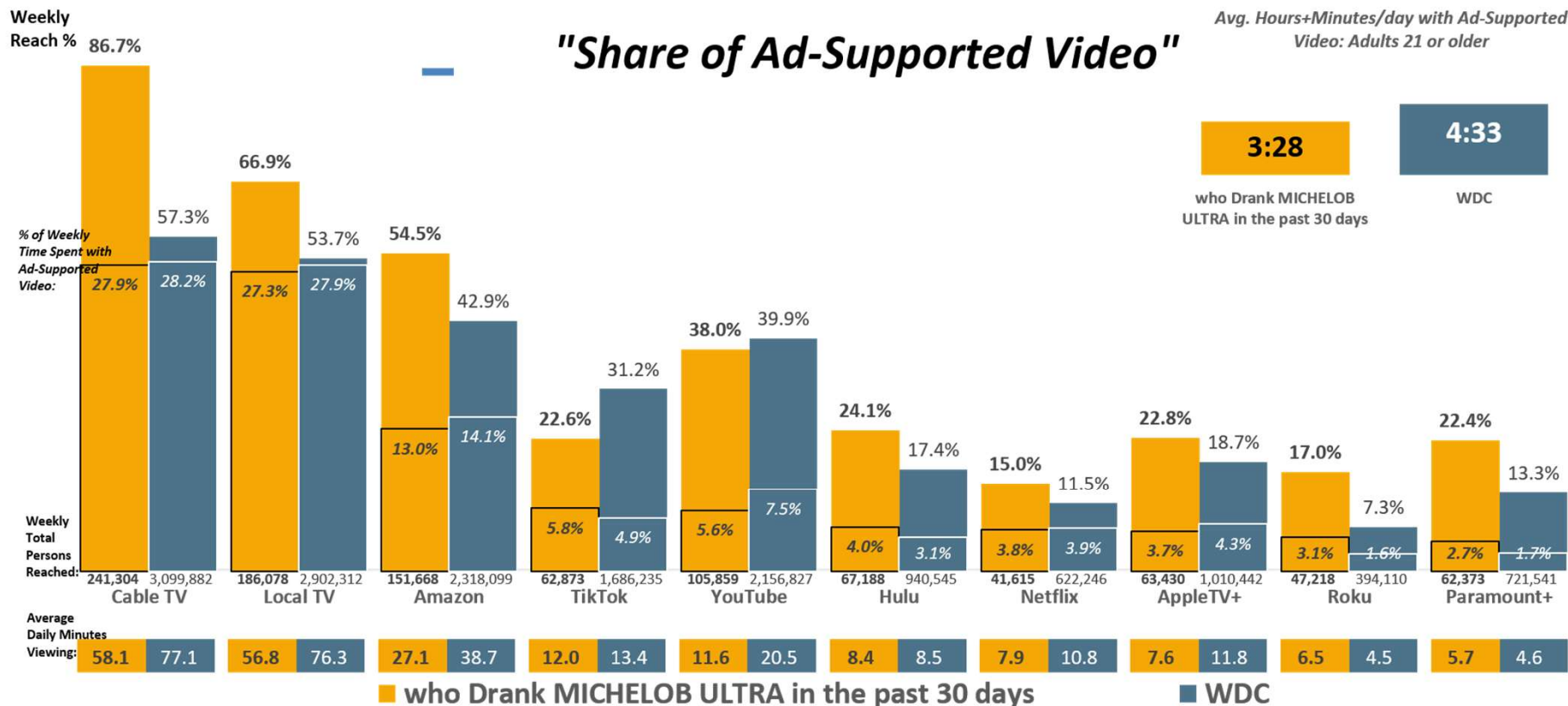
"Share of Ad-Supported Video"





186,078 or 66.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

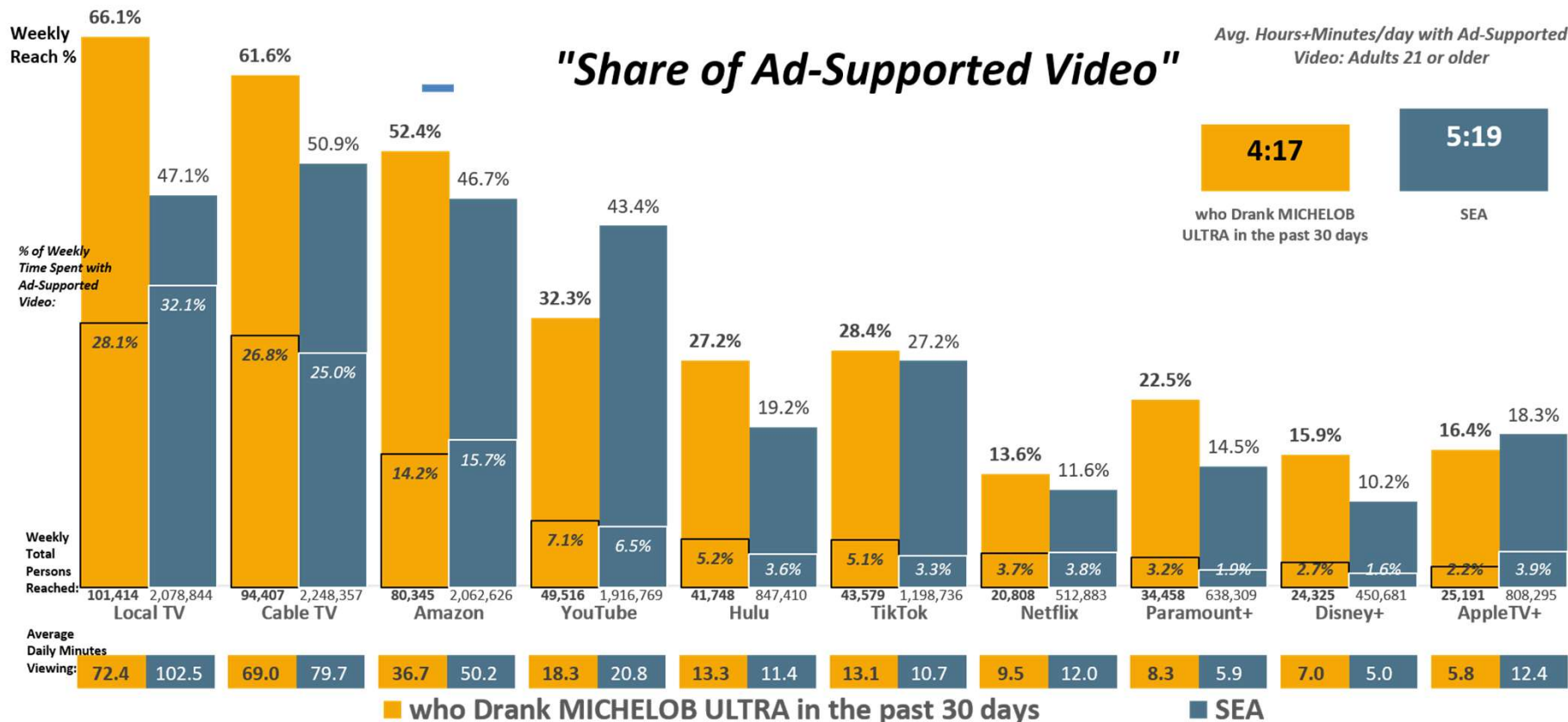
"Share of Ad-Supported Video"





101,414 or 66.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

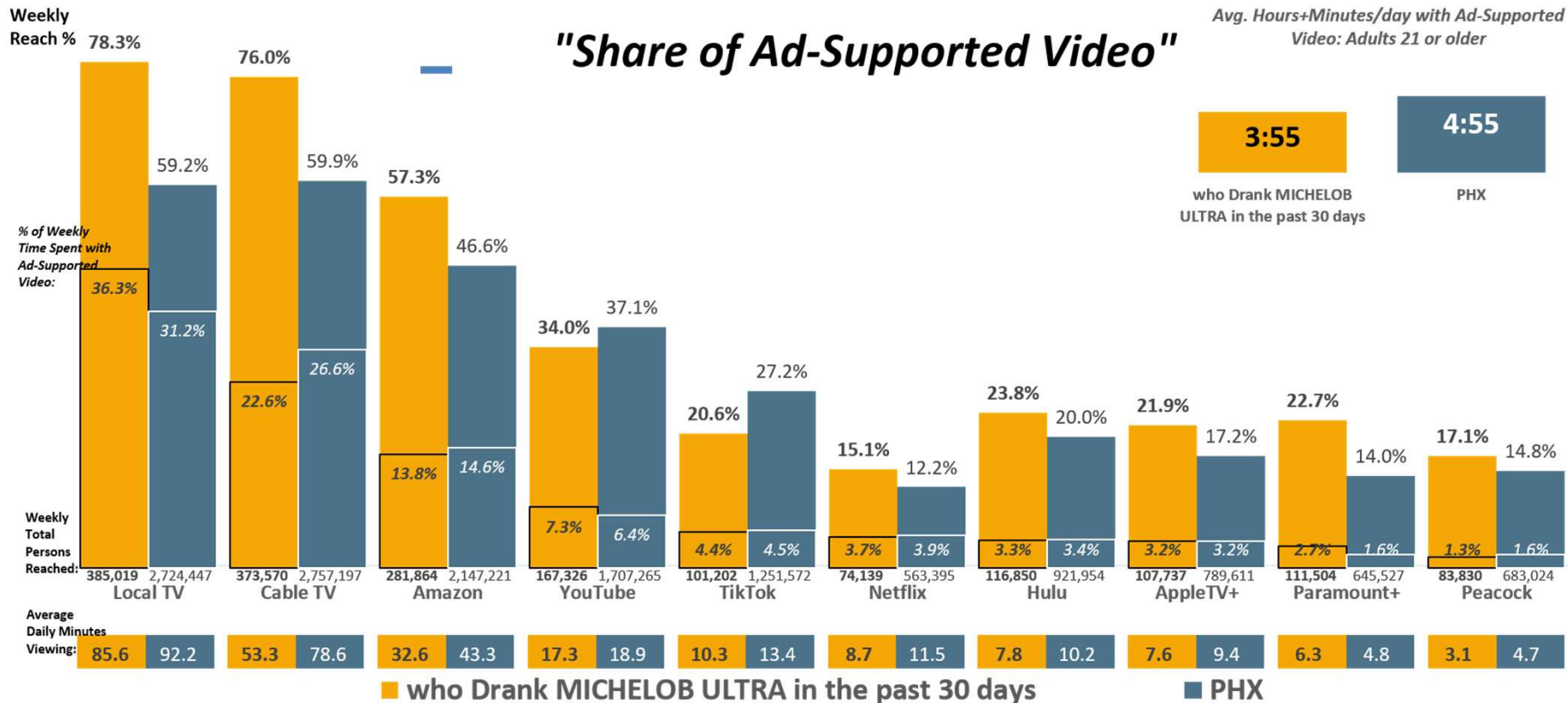
"Share of Ad-Supported Video"





385,019 or 78.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

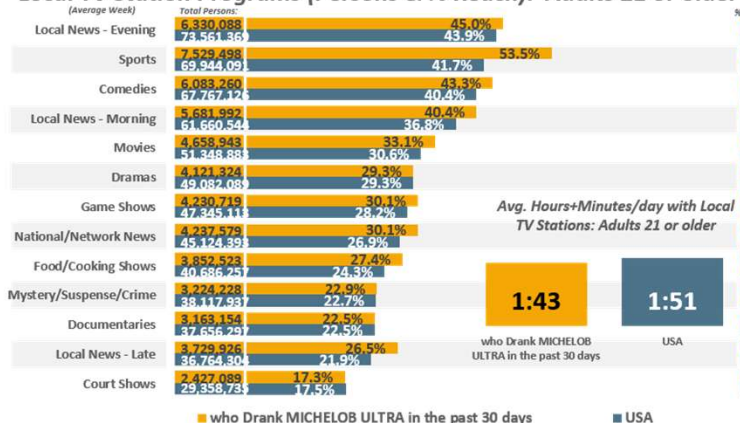
"Share of Ad-Supported Video"



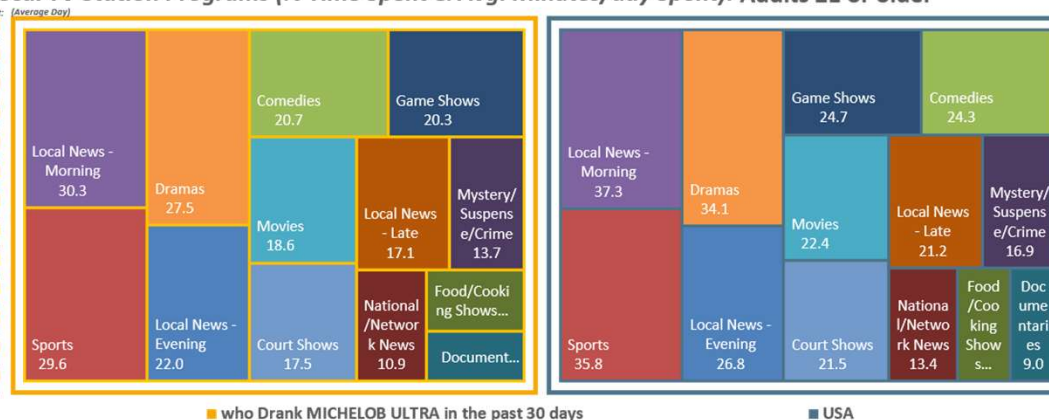


13,816,899 or 76.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

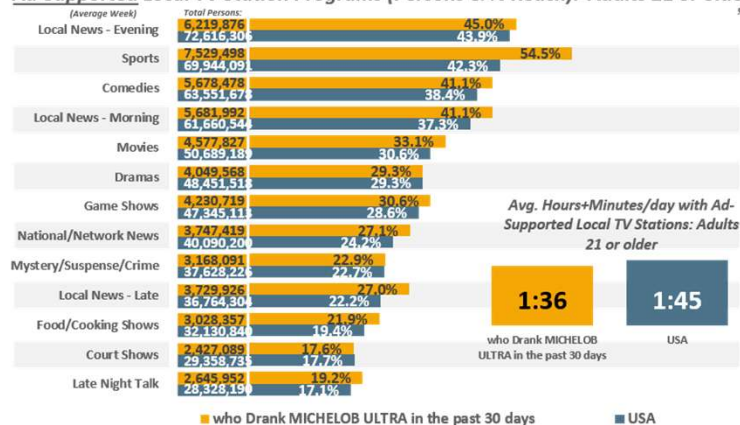
Local TV Station Programs (Persons & % Reach): Adults 21 or older



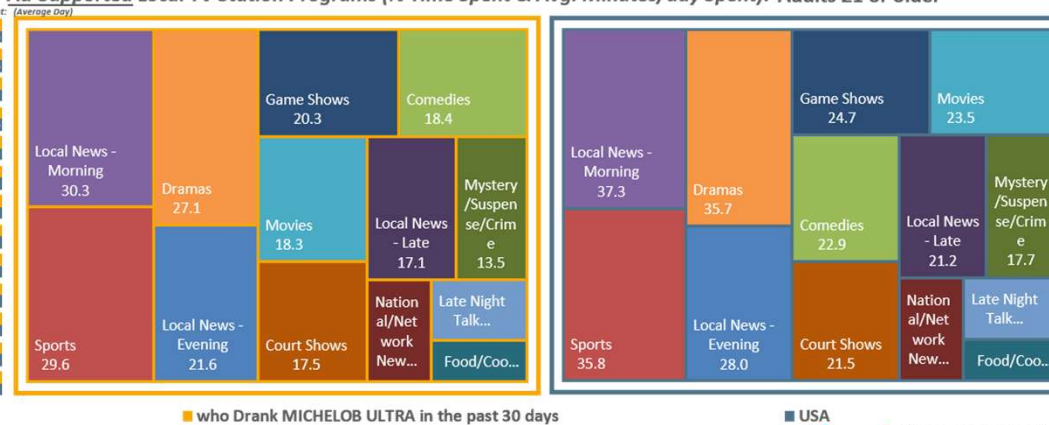
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



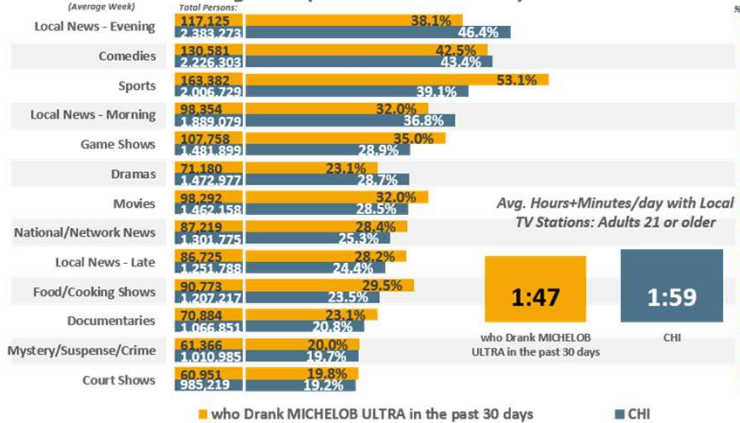
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



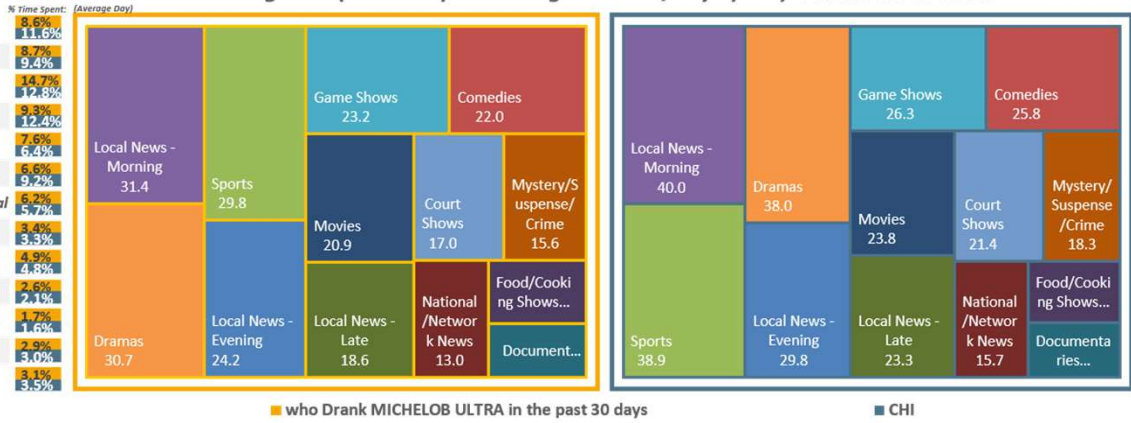


300,459 or 83.6% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and Movies.

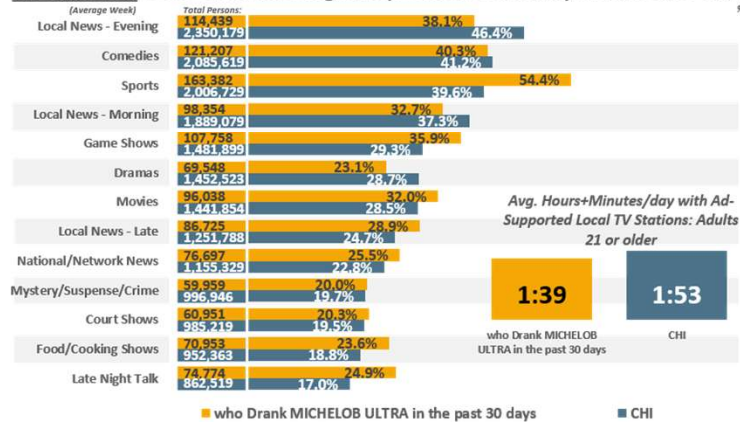
Local TV Station Programs (Persons & % Reach): Adults 21 or older



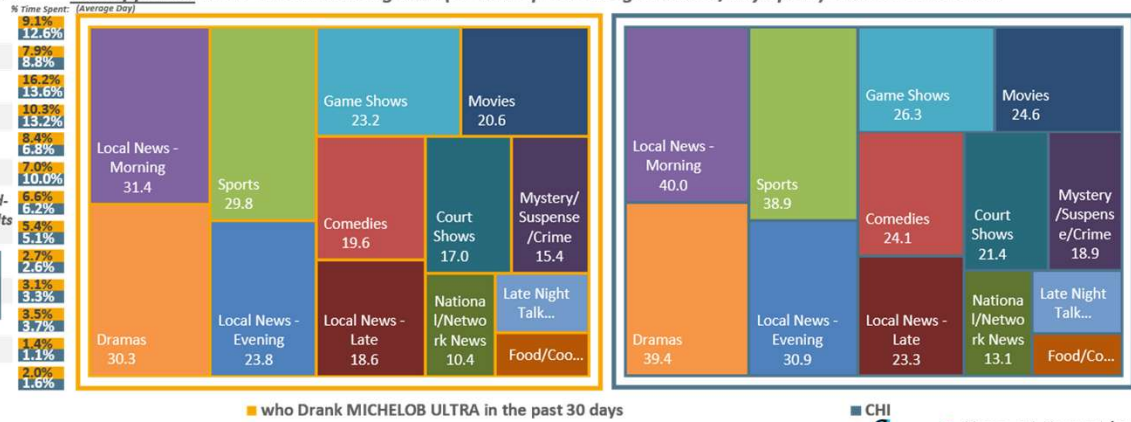
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



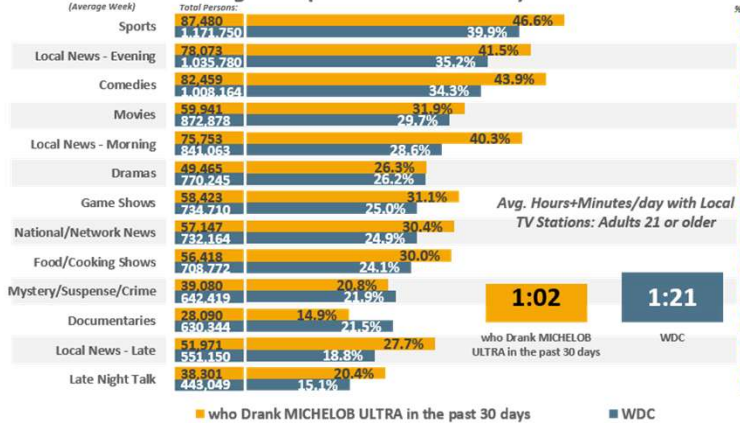
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



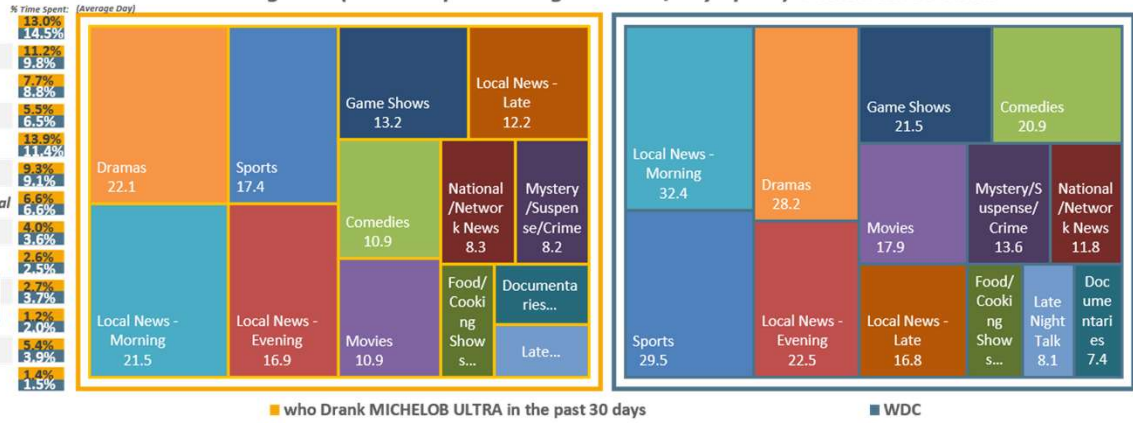


186,078 or 66.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

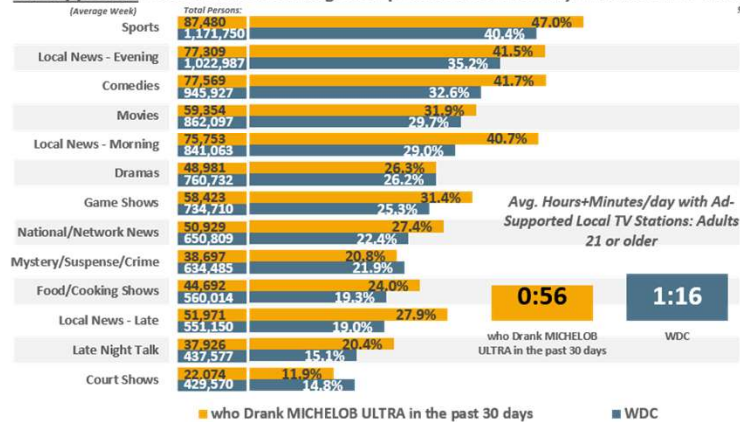
Local TV Station Programs (Persons & % Reach): Adults 21 or older



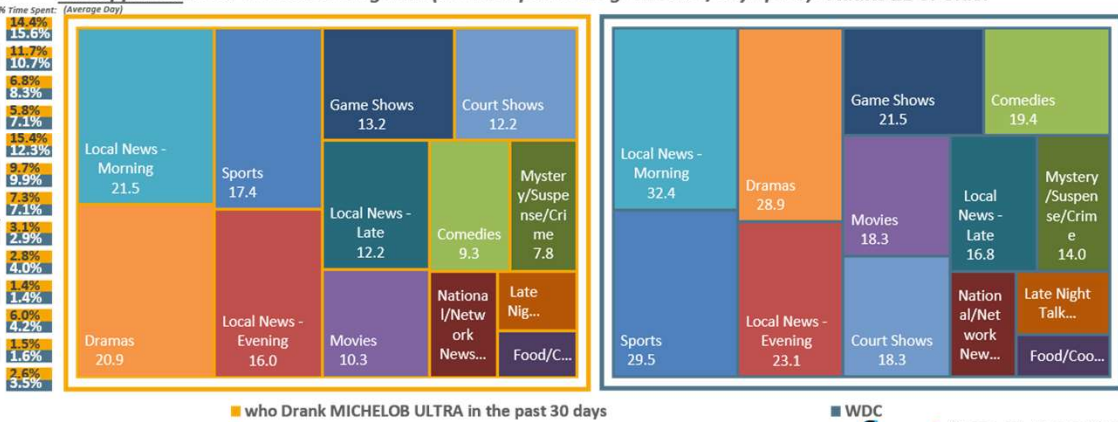
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



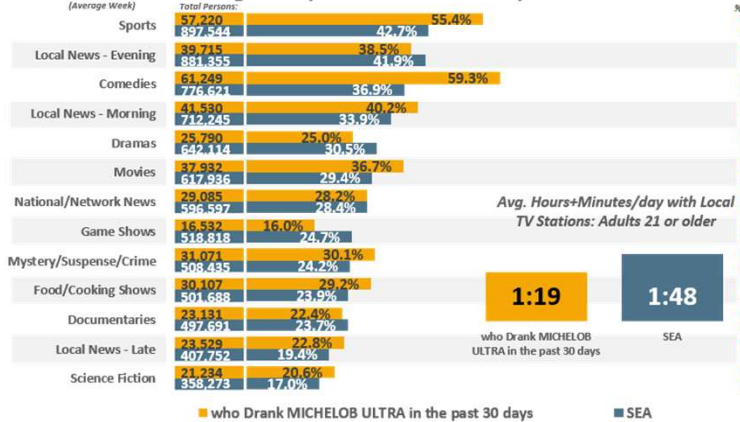
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



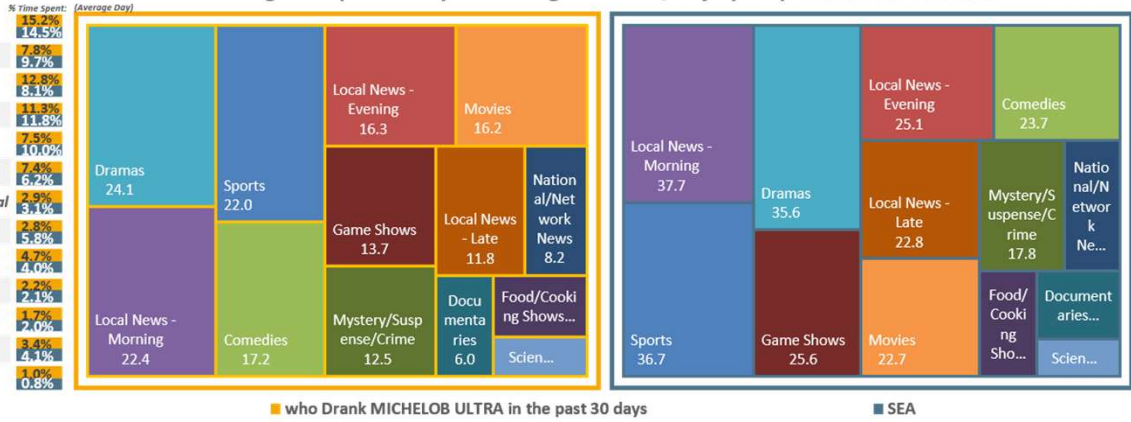


101,414 or 66.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Mystery/Suspense/Crime.

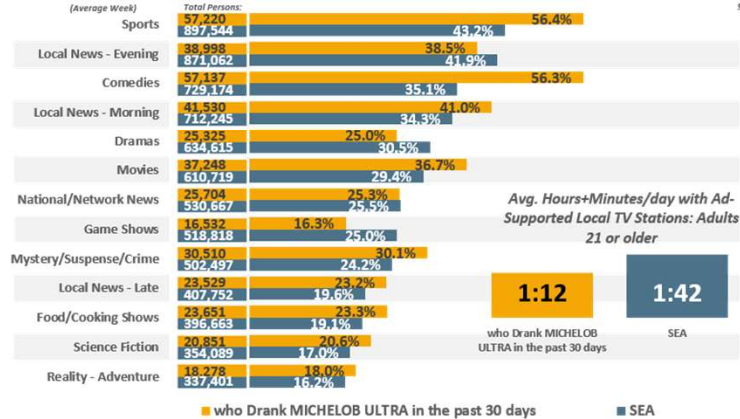
Local TV Station Programs (Persons & % Reach): Adults 21 or older



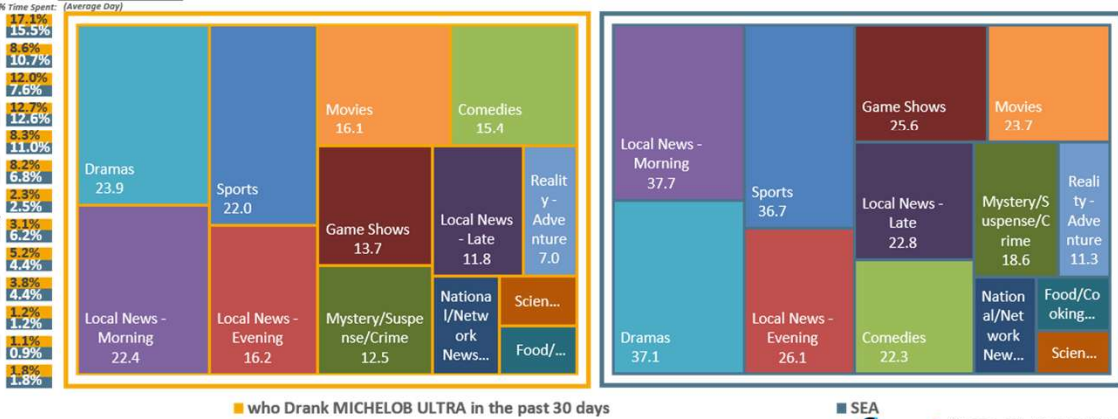
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



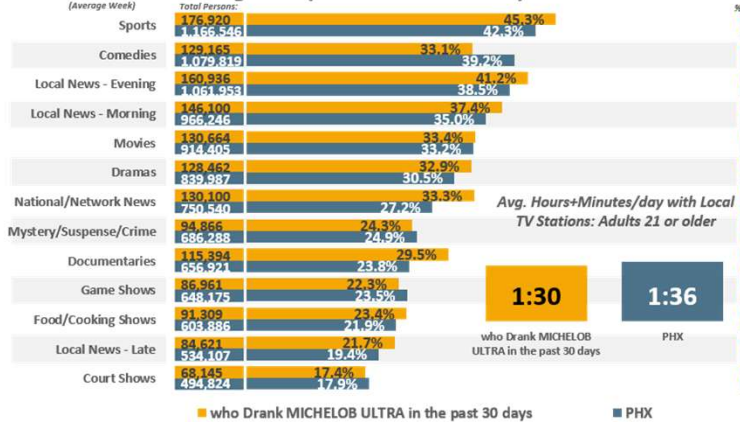
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



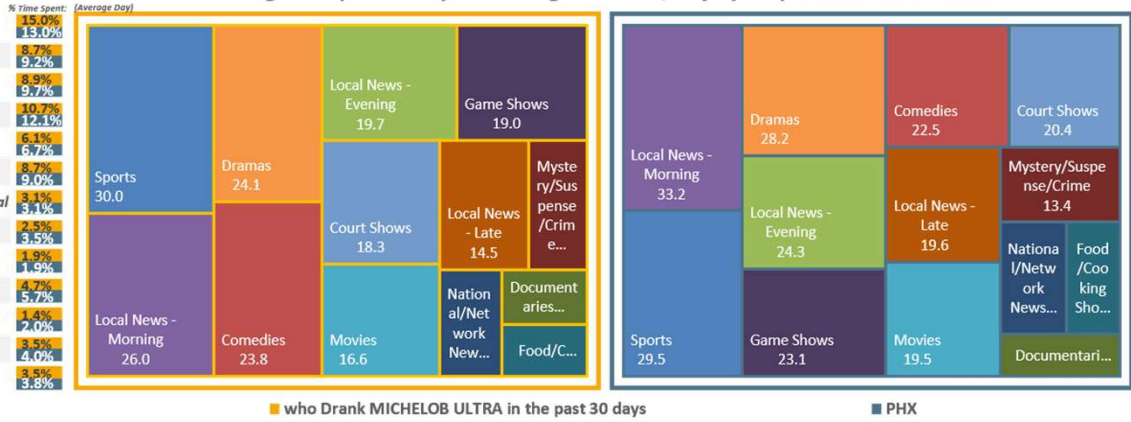


385,019 or 78.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Dramas, and Comedies.

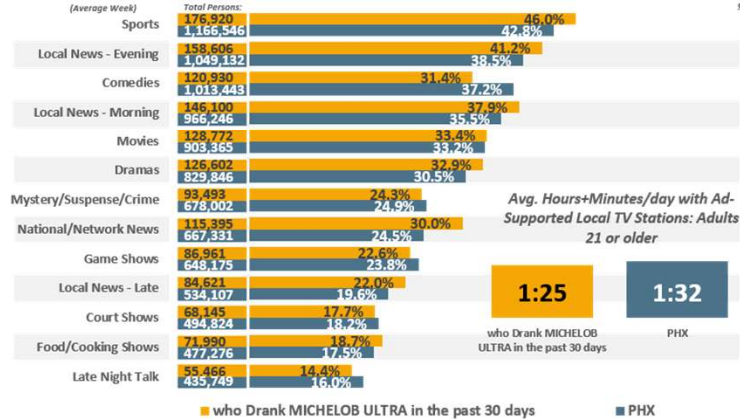
Local TV Station Programs (Persons & % Reach): Adults 21 or older



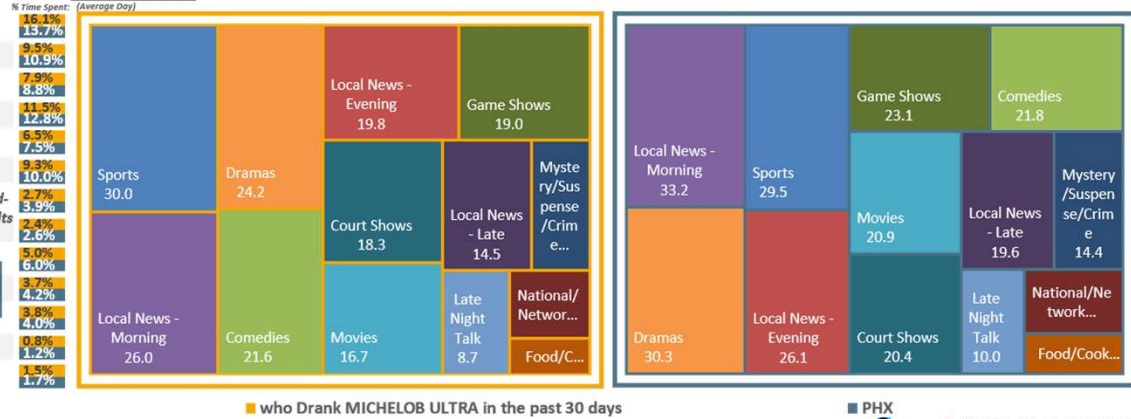
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

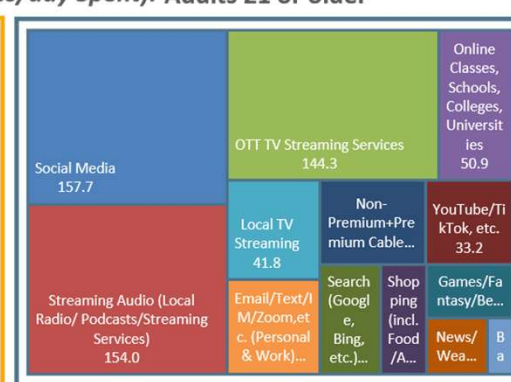
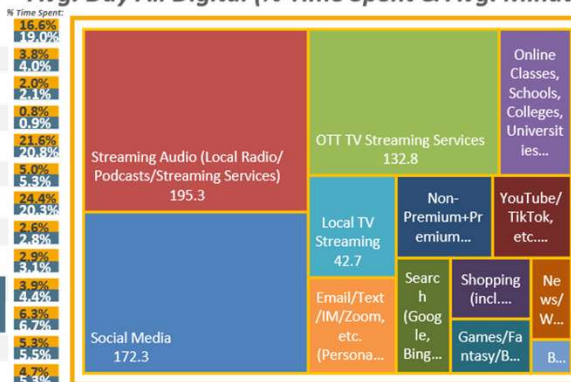
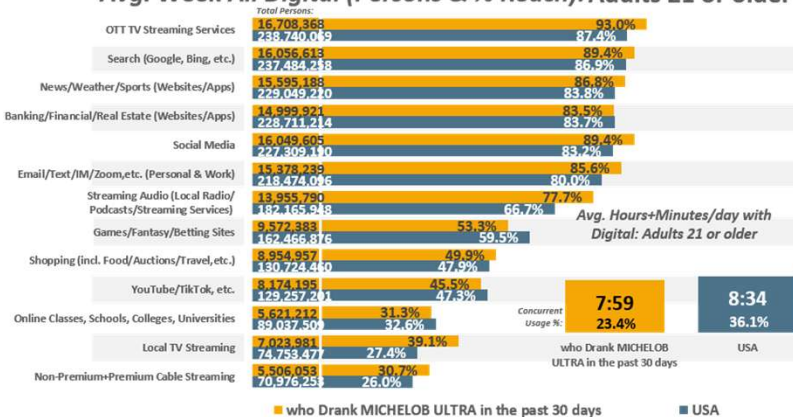




14,785,584 or 82.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Social Media for an average of 158.7 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

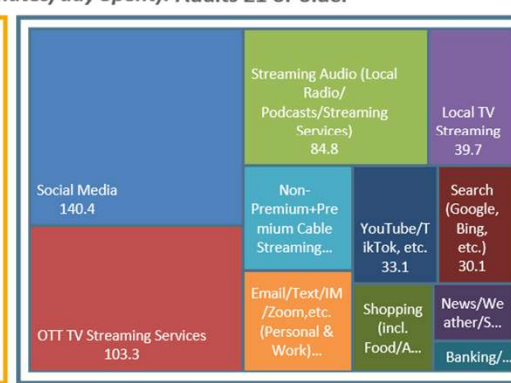
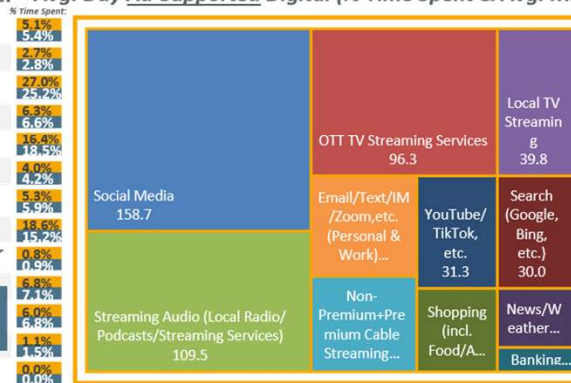
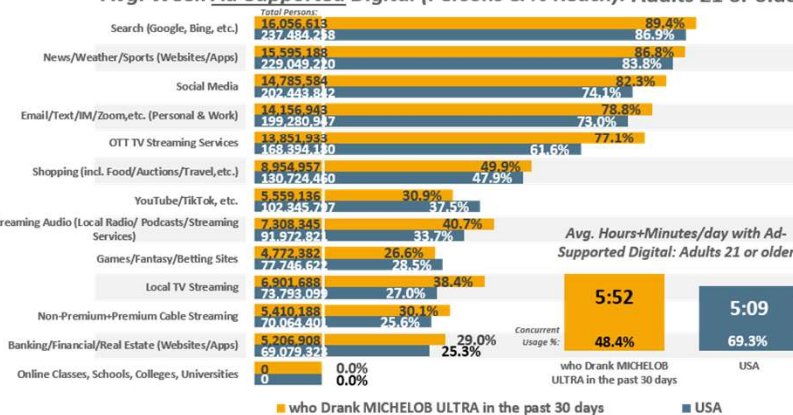
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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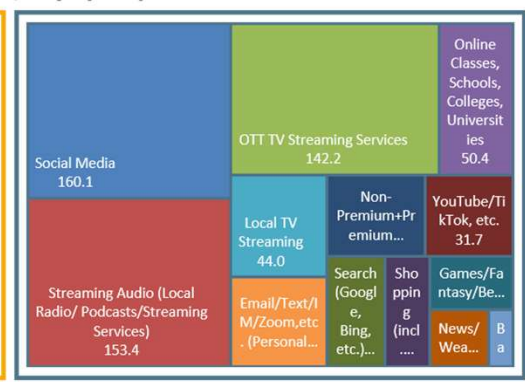
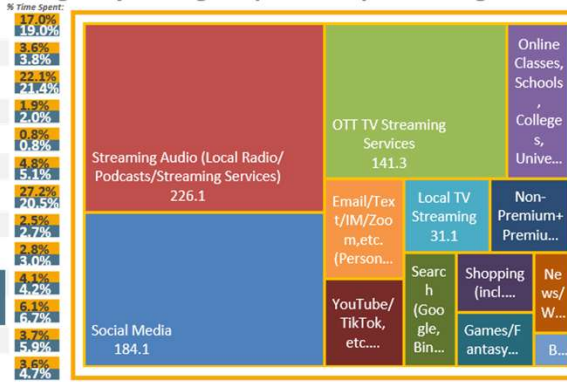
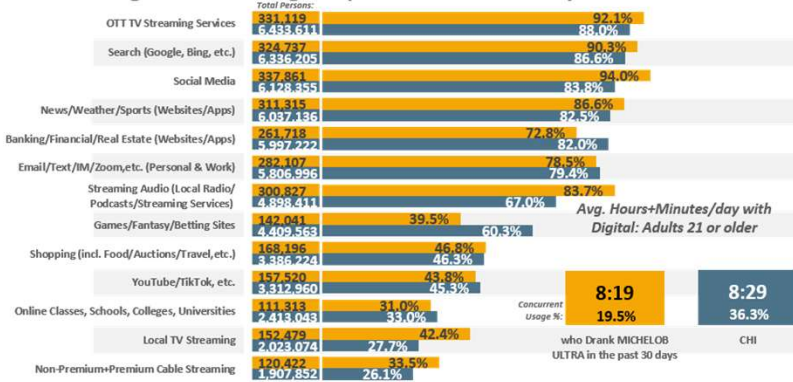
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



316,813 or 88.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Social Media for an average of 172.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

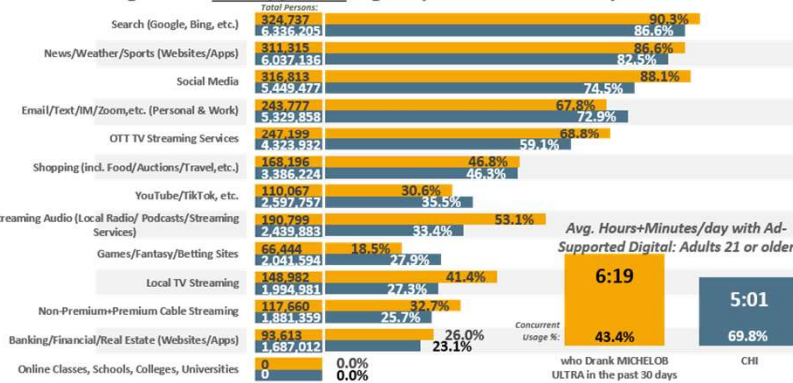
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 222
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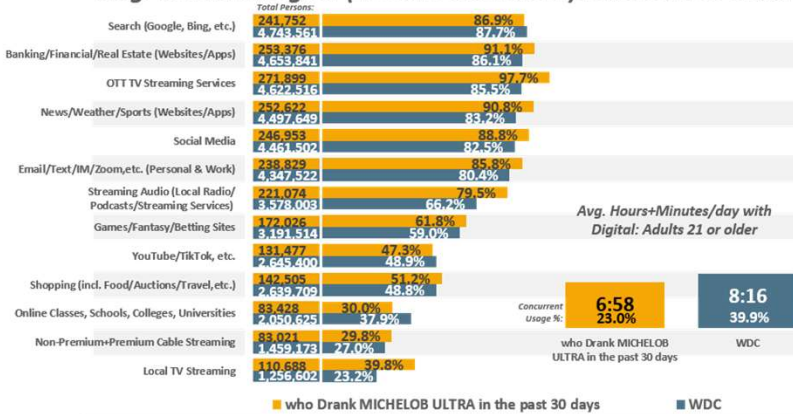
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]

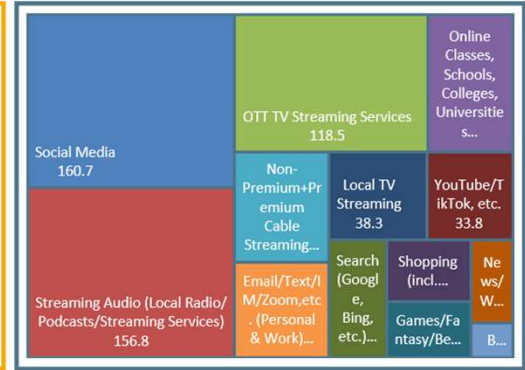


224,030 or 80.5% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Social Media for an average of 176.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Digital Media.

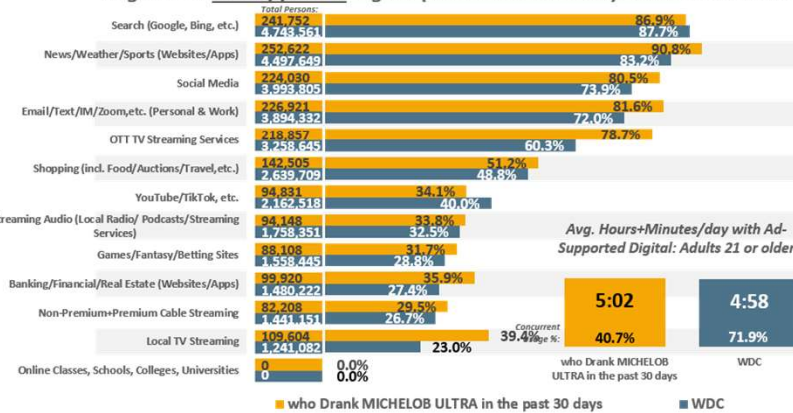
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



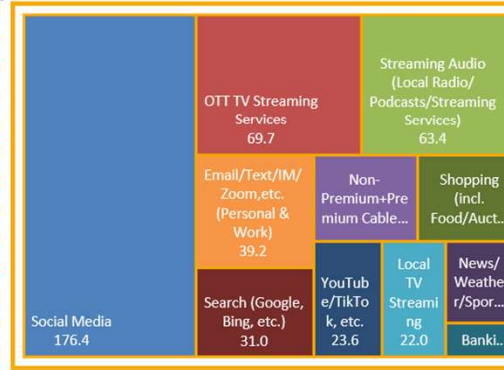
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

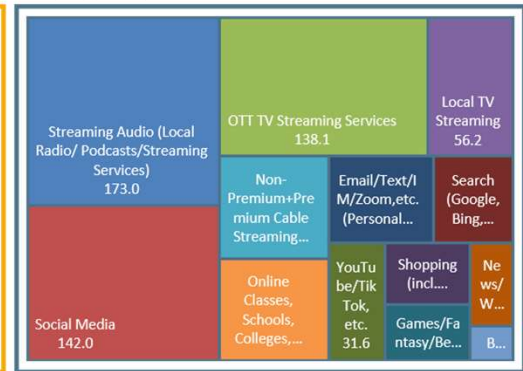
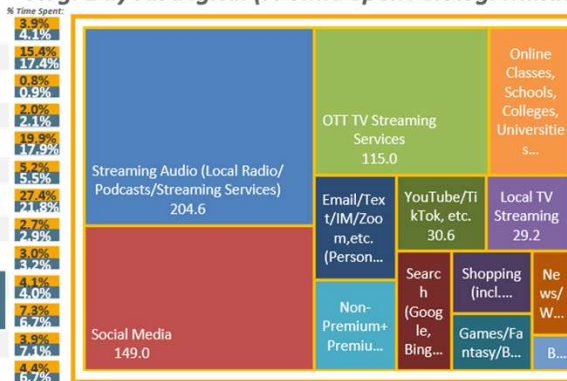
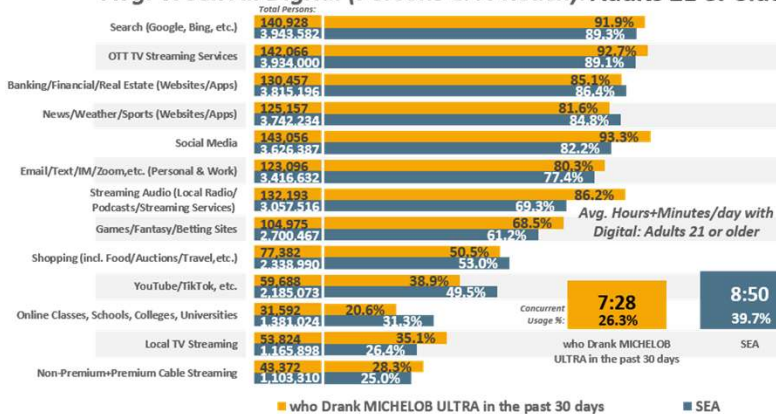




123,317 or 80.4% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Social Media for an average of 128.5 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

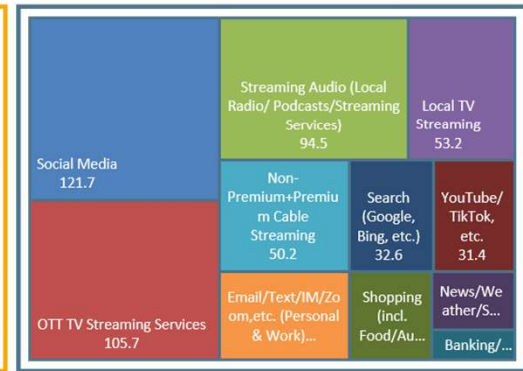
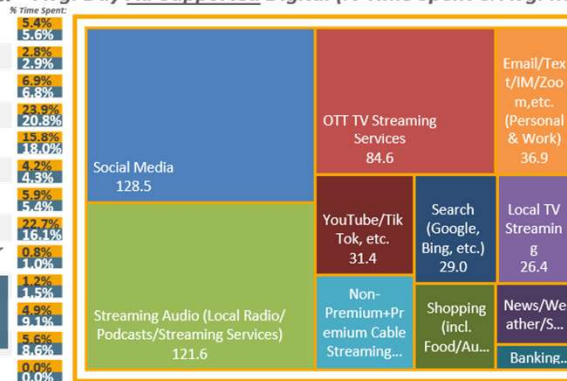
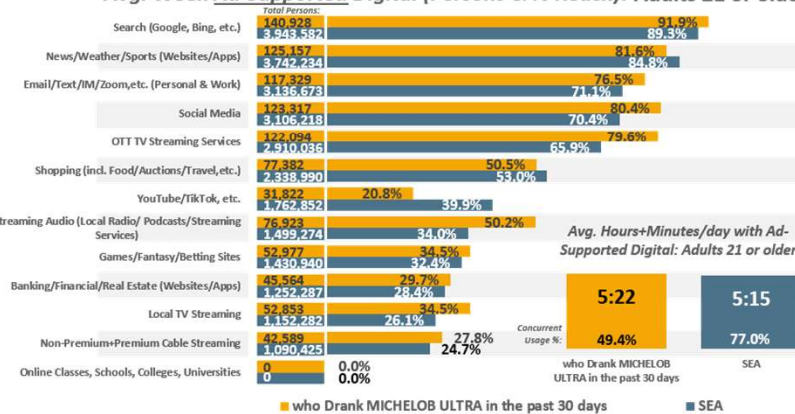
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 132
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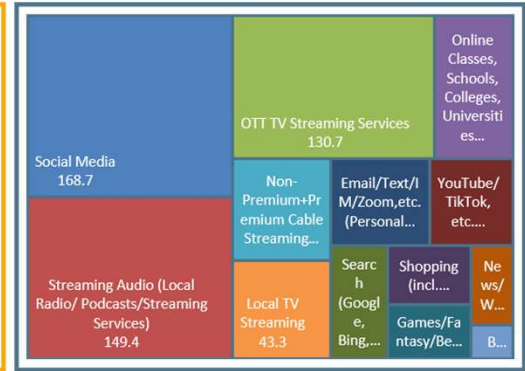
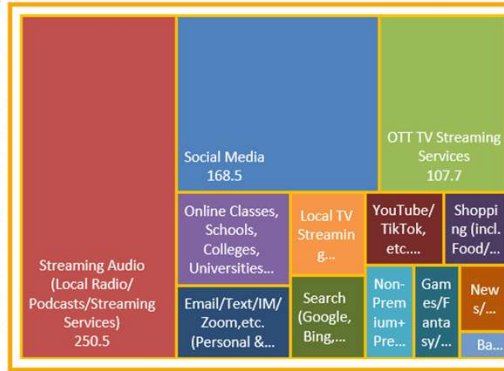
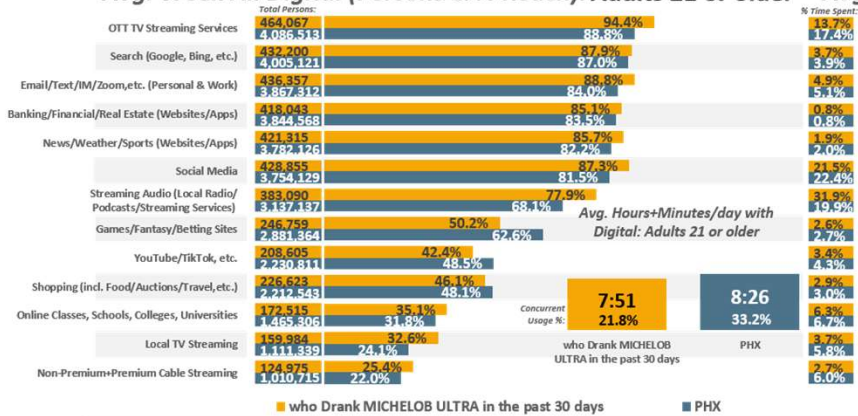
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



394,234 or 80.2% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Social Media for an average of 154.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

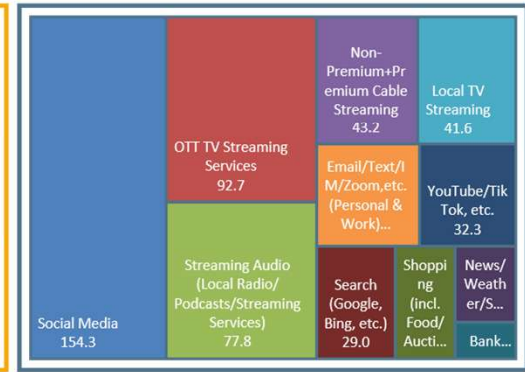
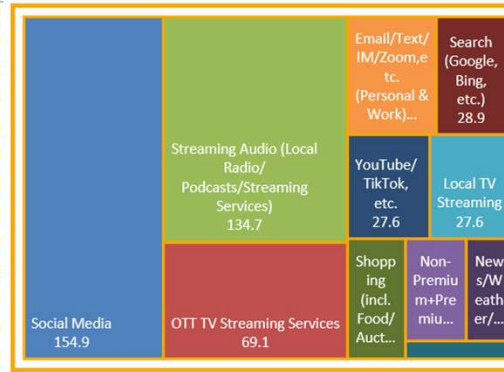
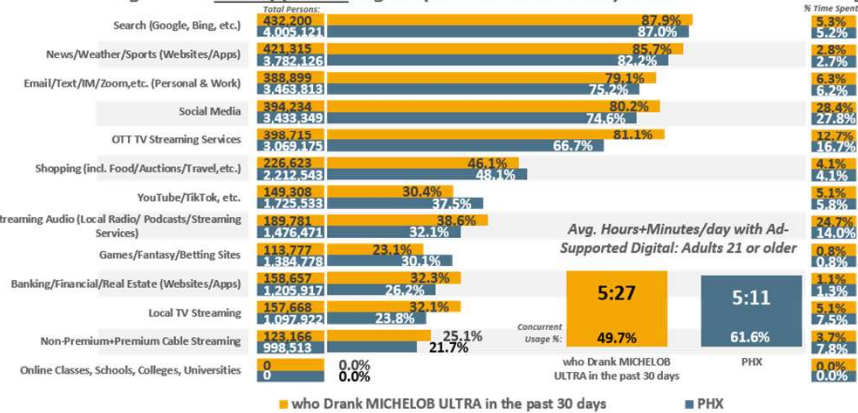
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

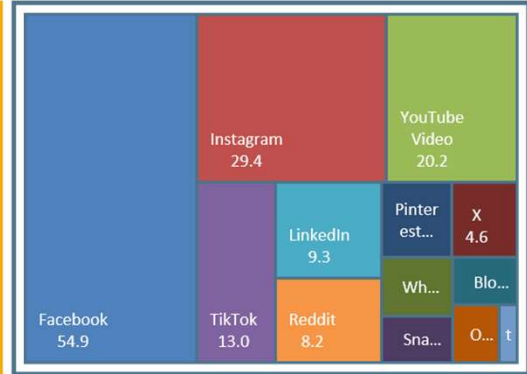
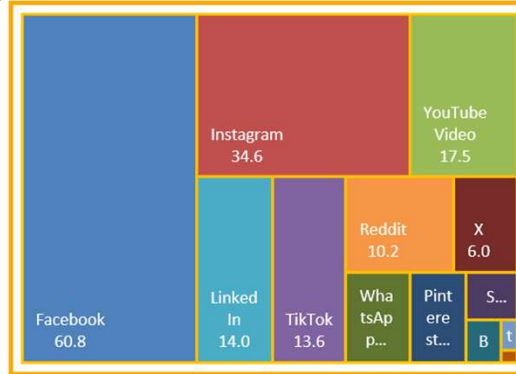
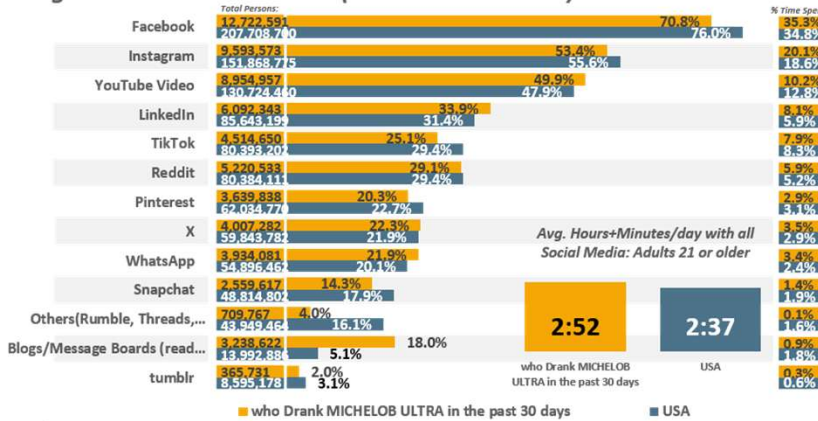
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



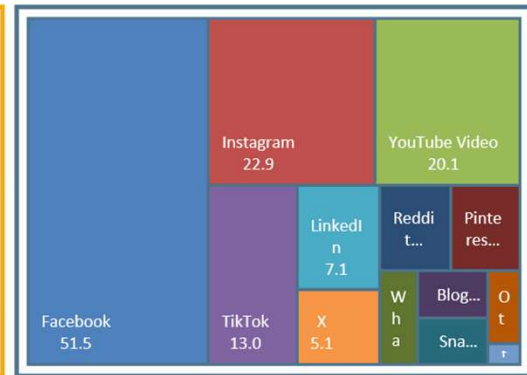
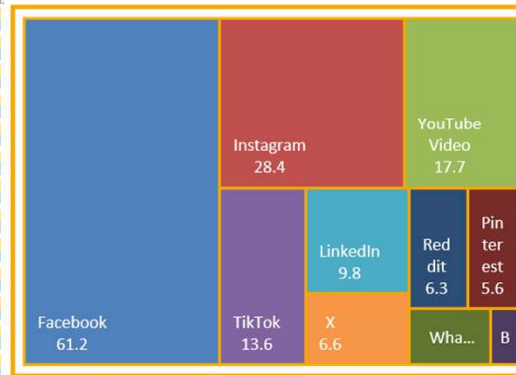
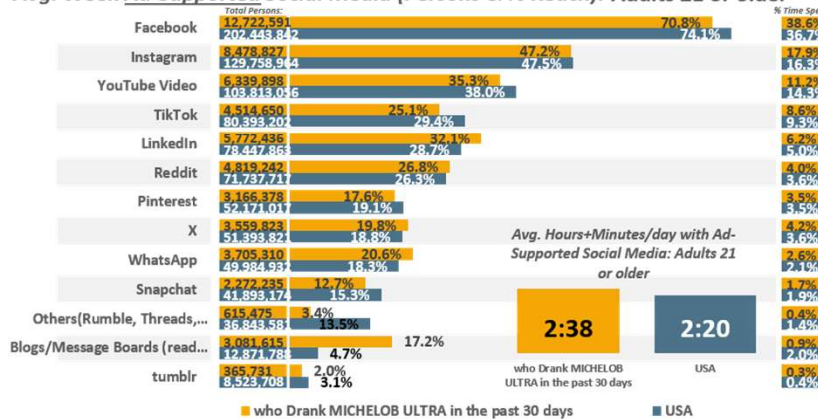


12,722,591 or 70.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 61.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

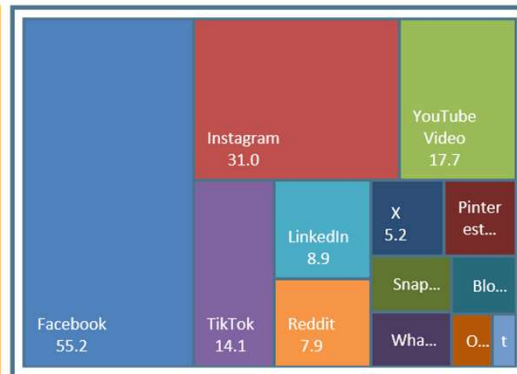
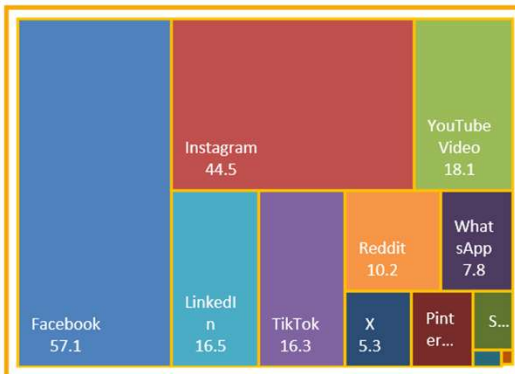
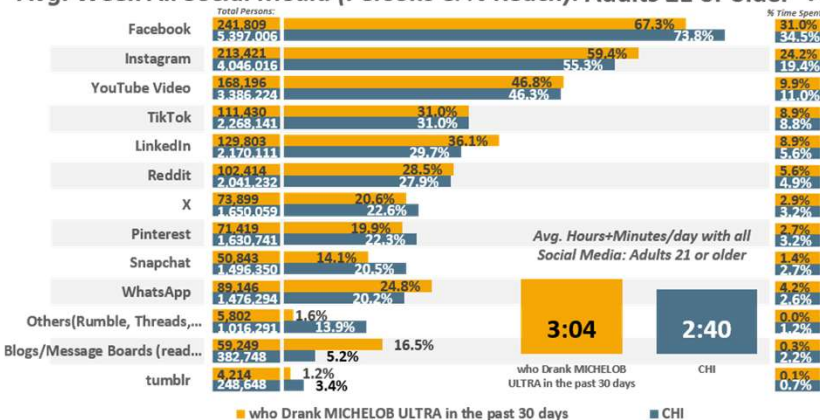
soefa.ai Share of Everything for Anything .

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

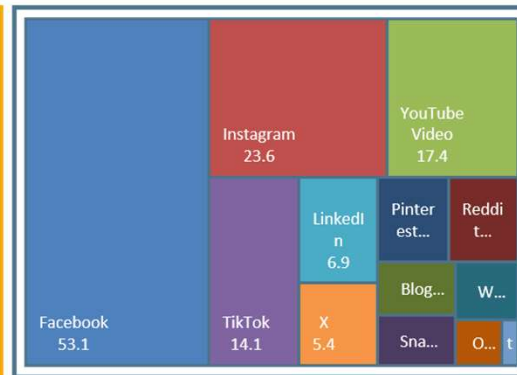
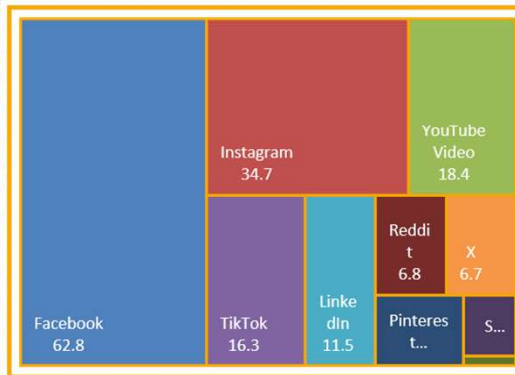
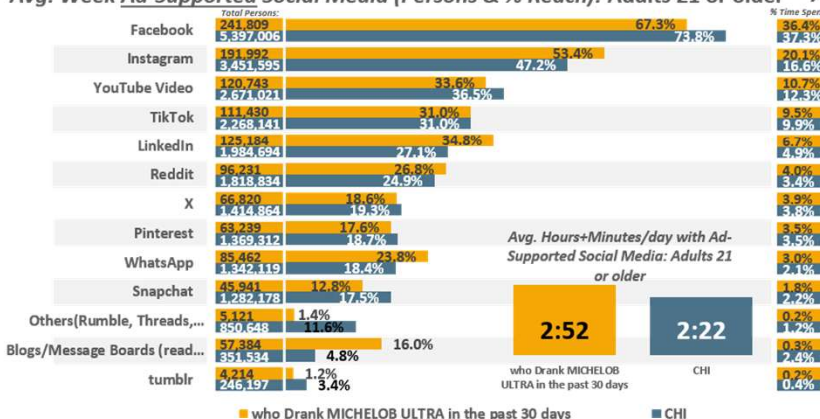


241,809 or 67.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 62.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

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



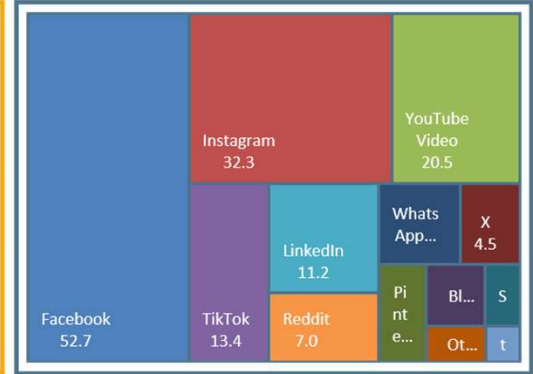
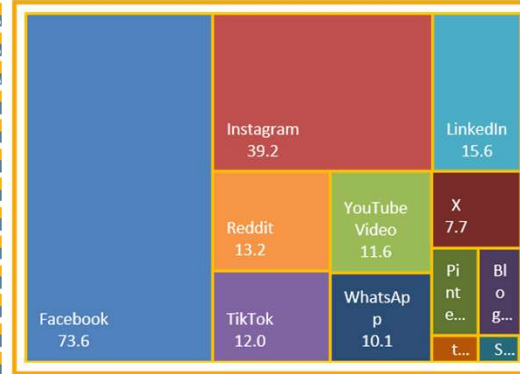
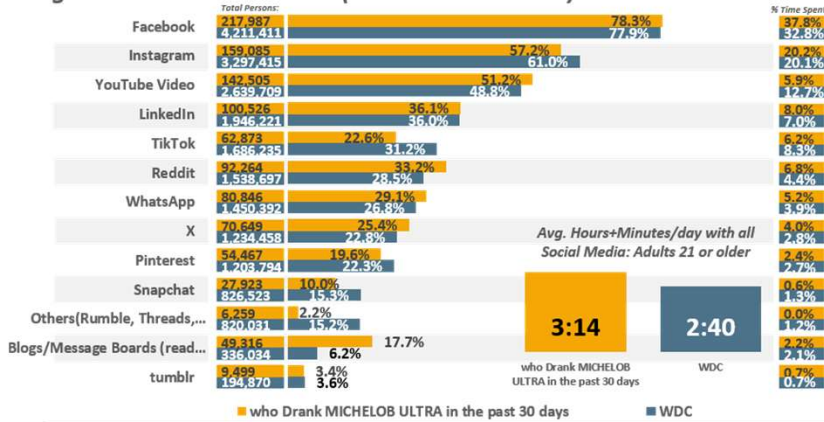
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



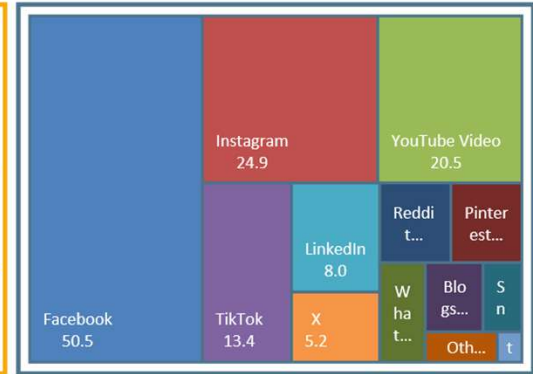
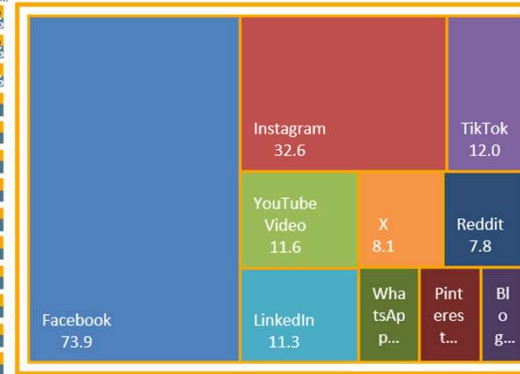
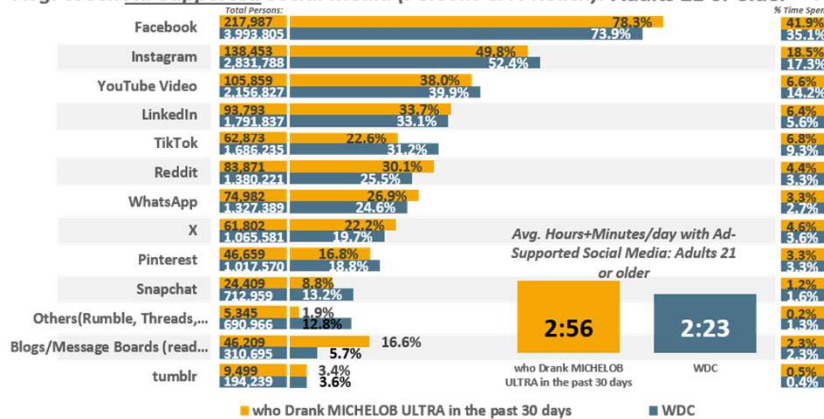


217,987 or 78.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 73.9 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

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



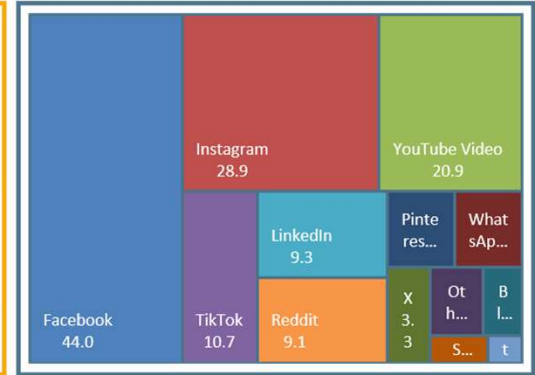
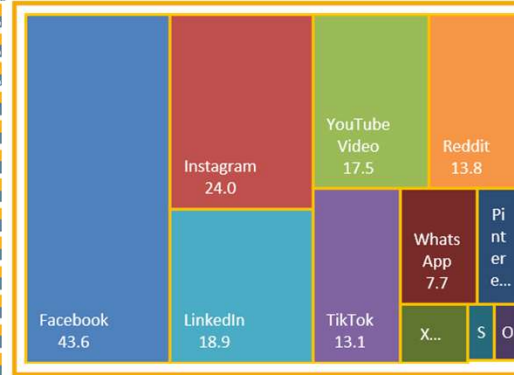
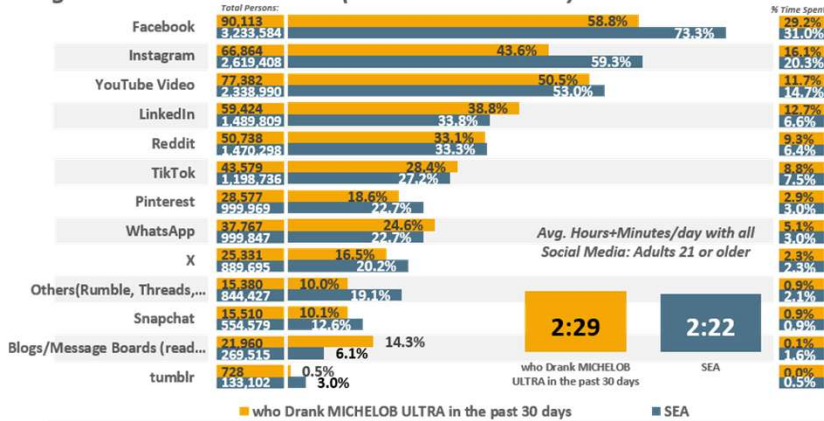
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



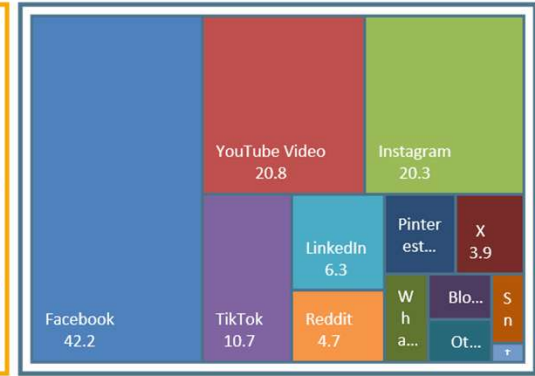
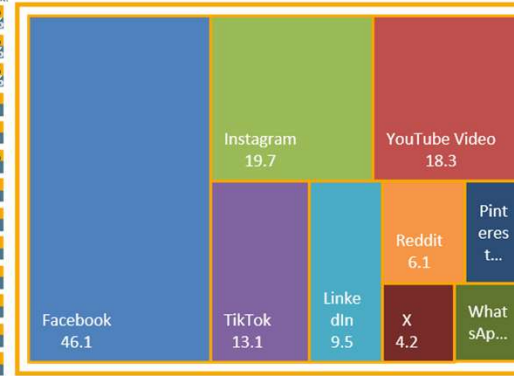
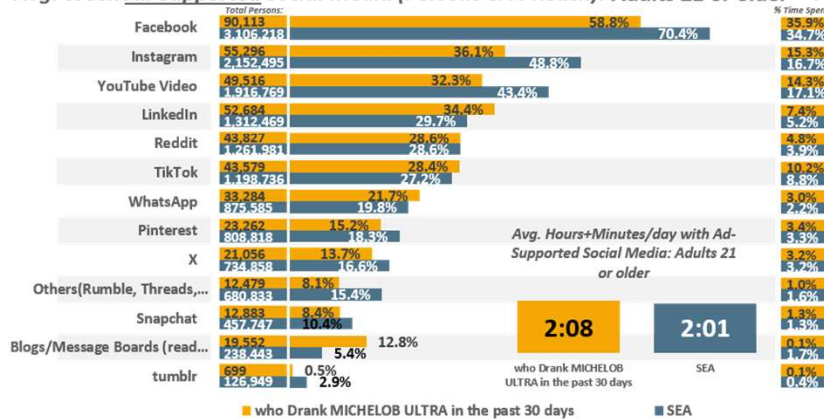


90,113 or 58.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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



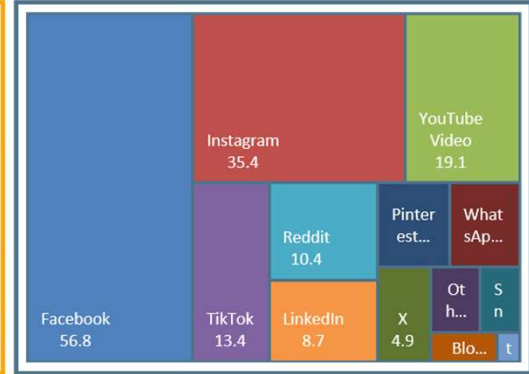
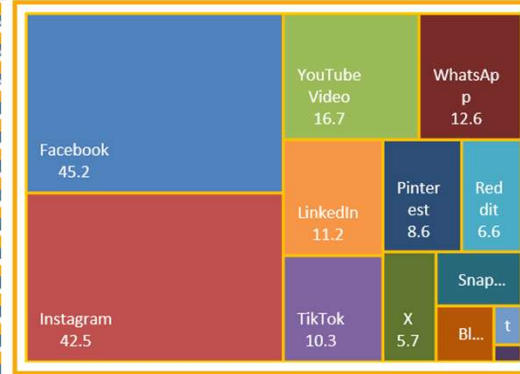
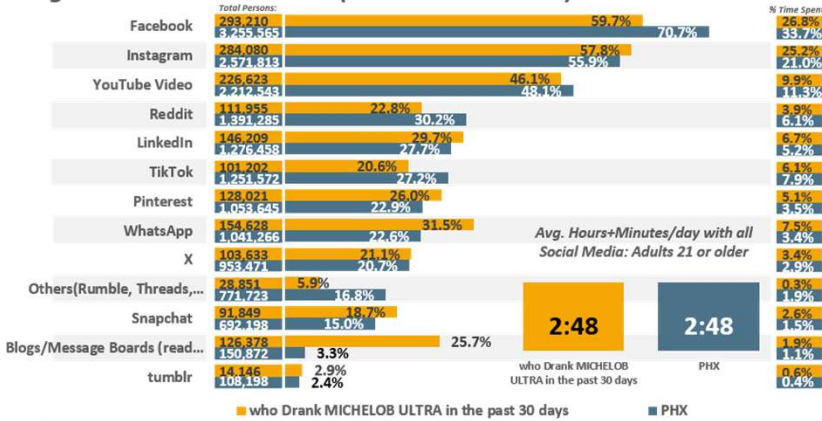
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



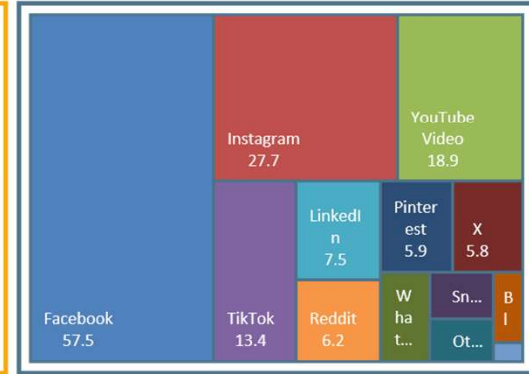
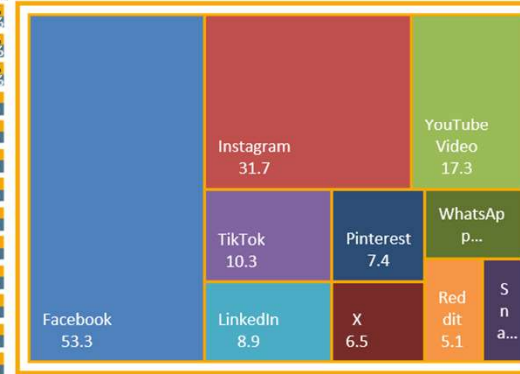
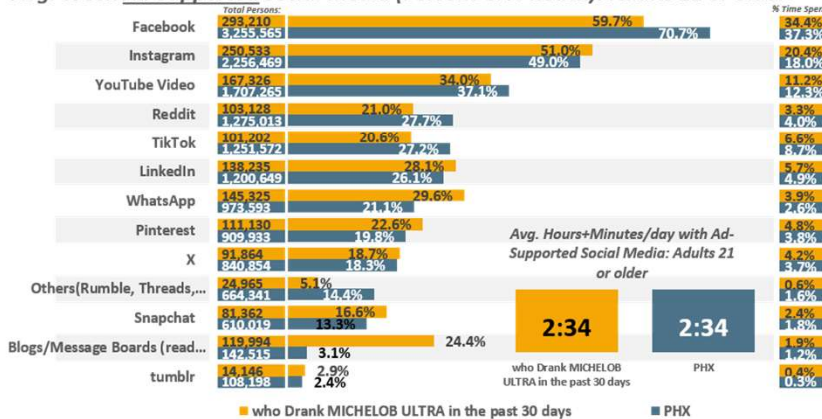


293,210 or 59.7% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 53.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



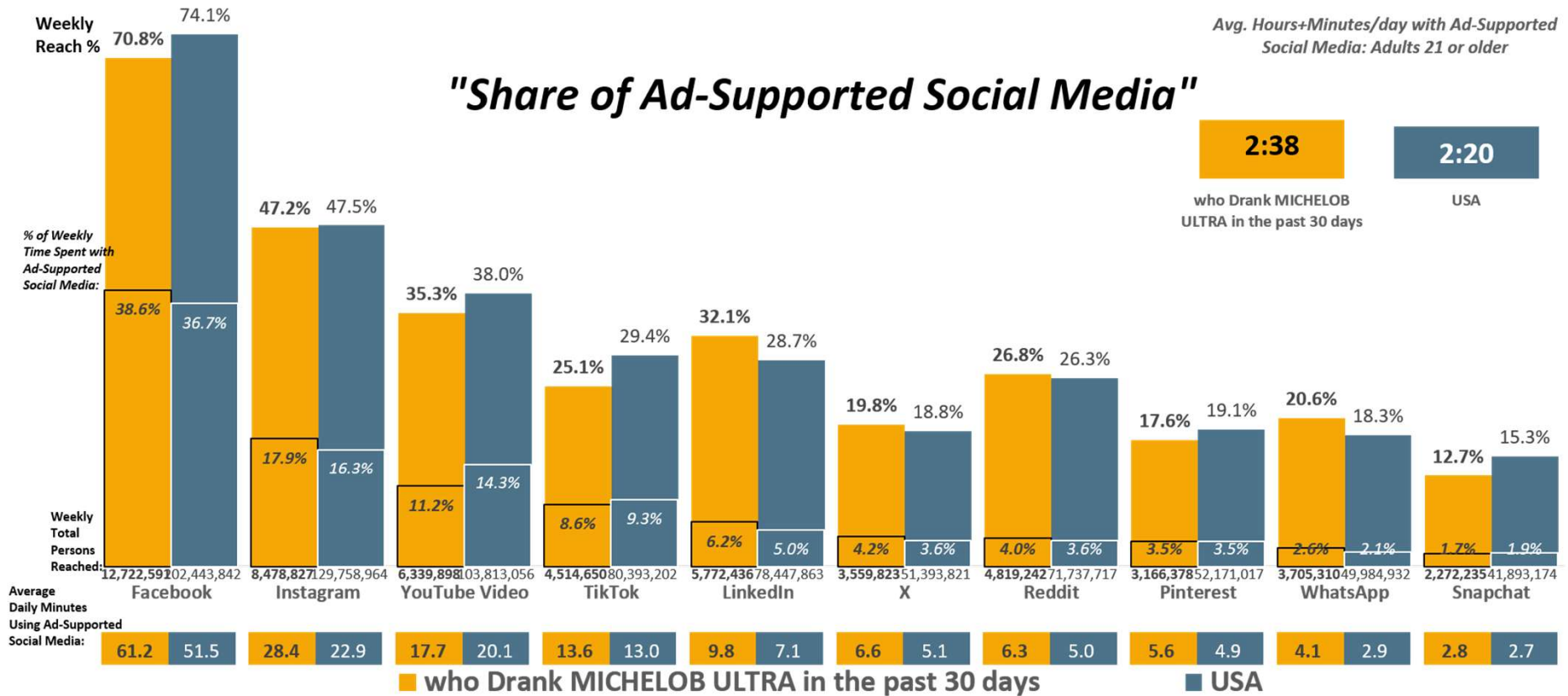
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





12,722,591 or 70.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 61.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

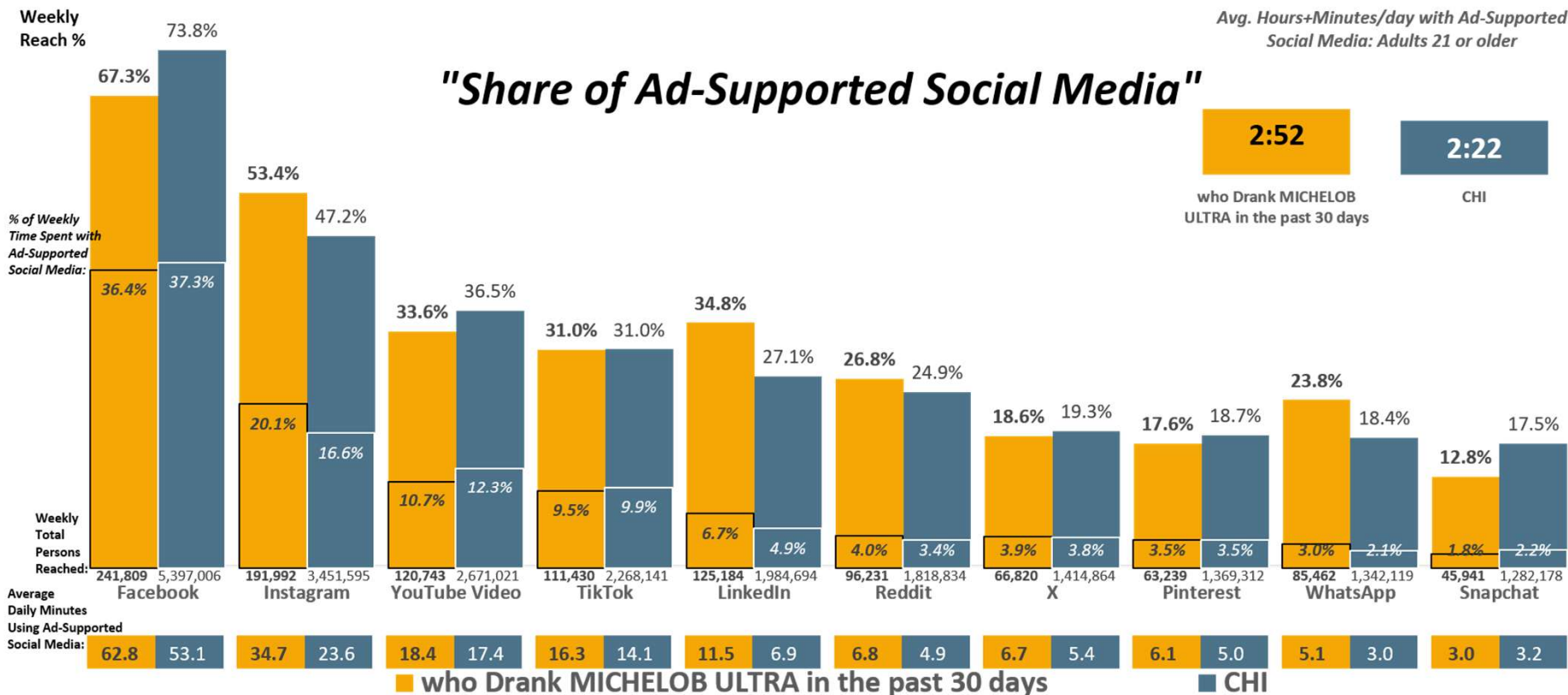
soefa.ai Share of Everything for Anything

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



241,809 or 67.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 62.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

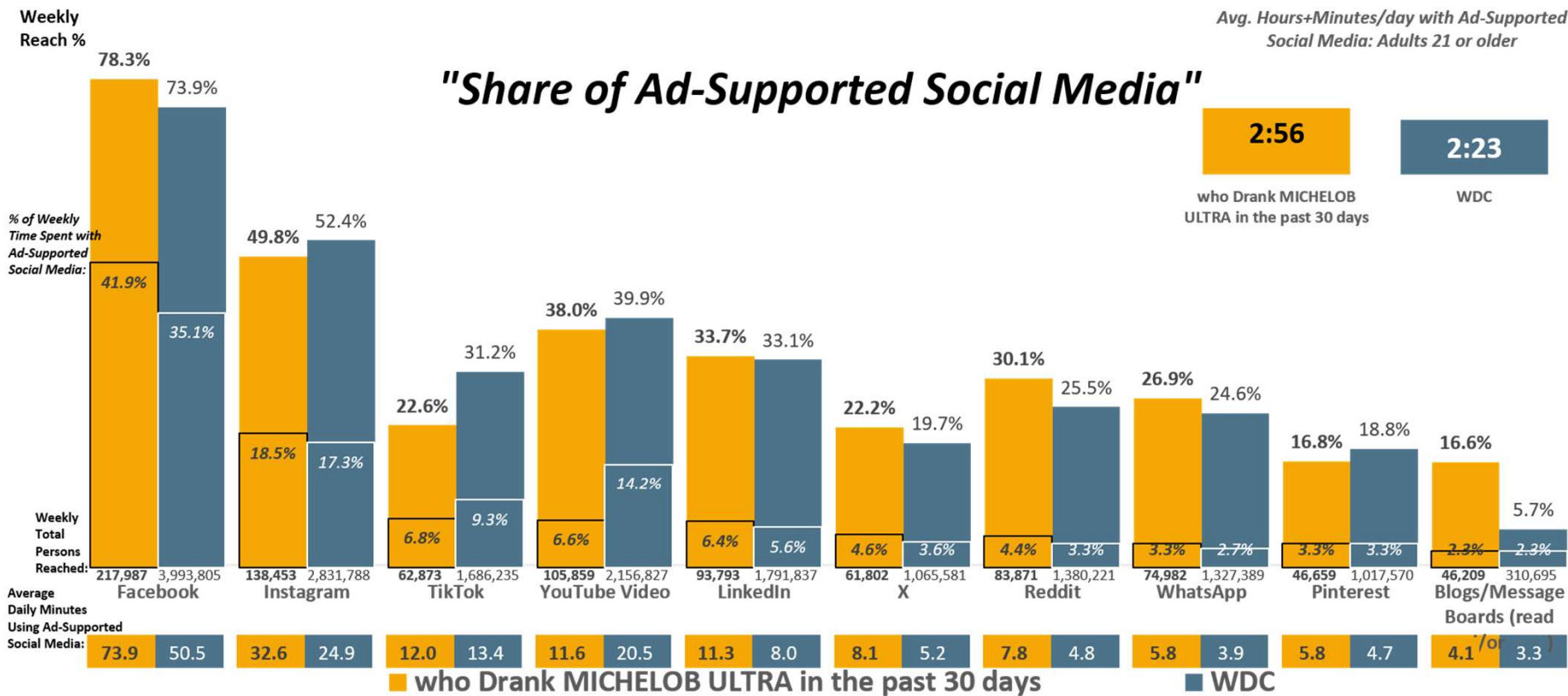
"Share of Ad-Supported Social Media"





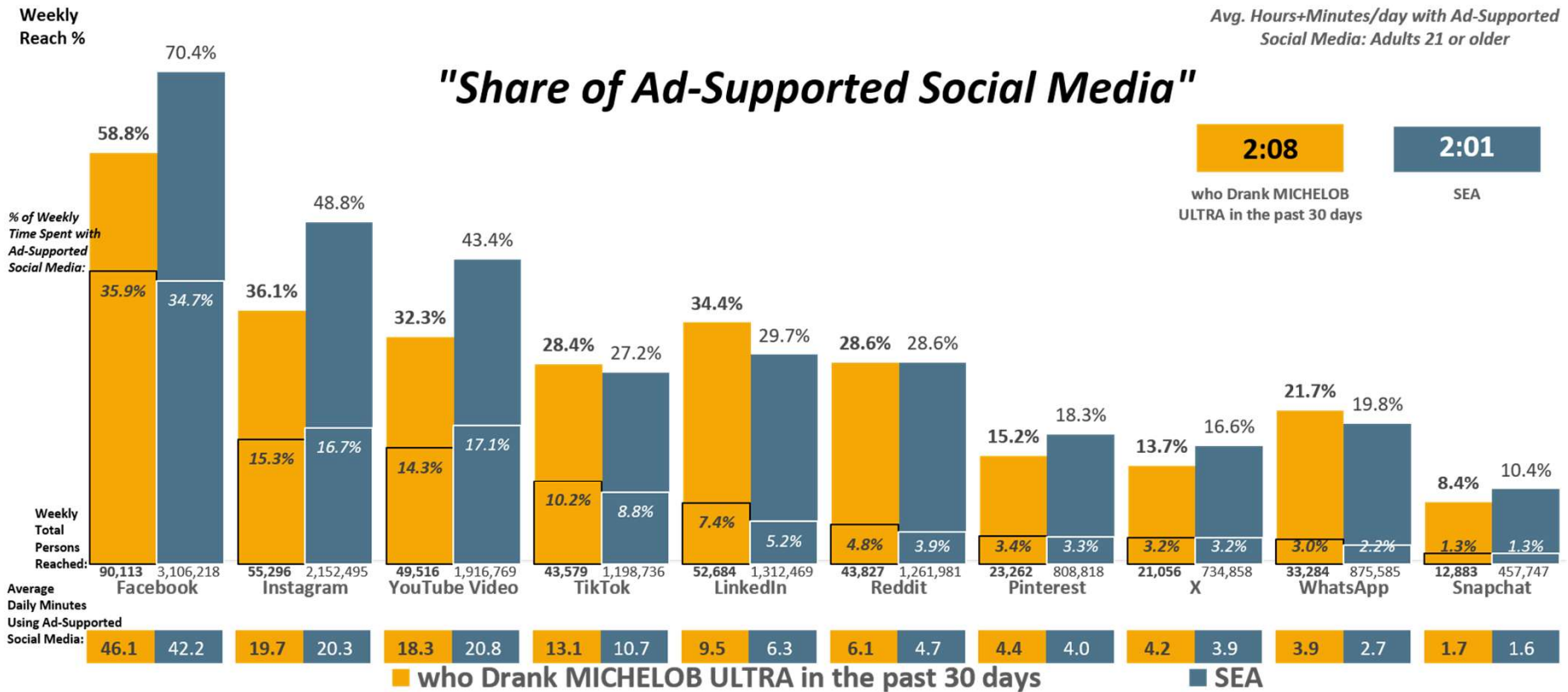
217,987 or 78.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 73.9 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



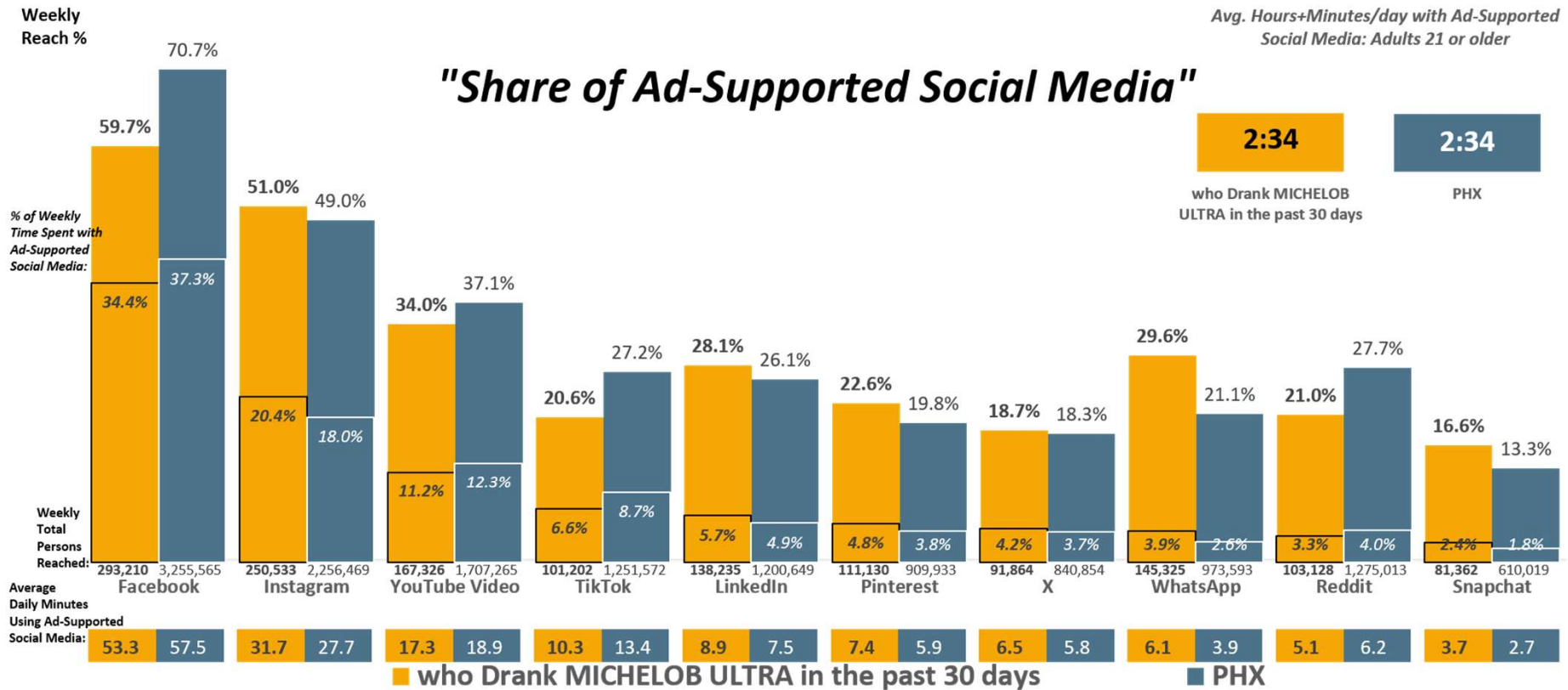


90,113 or 58.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.





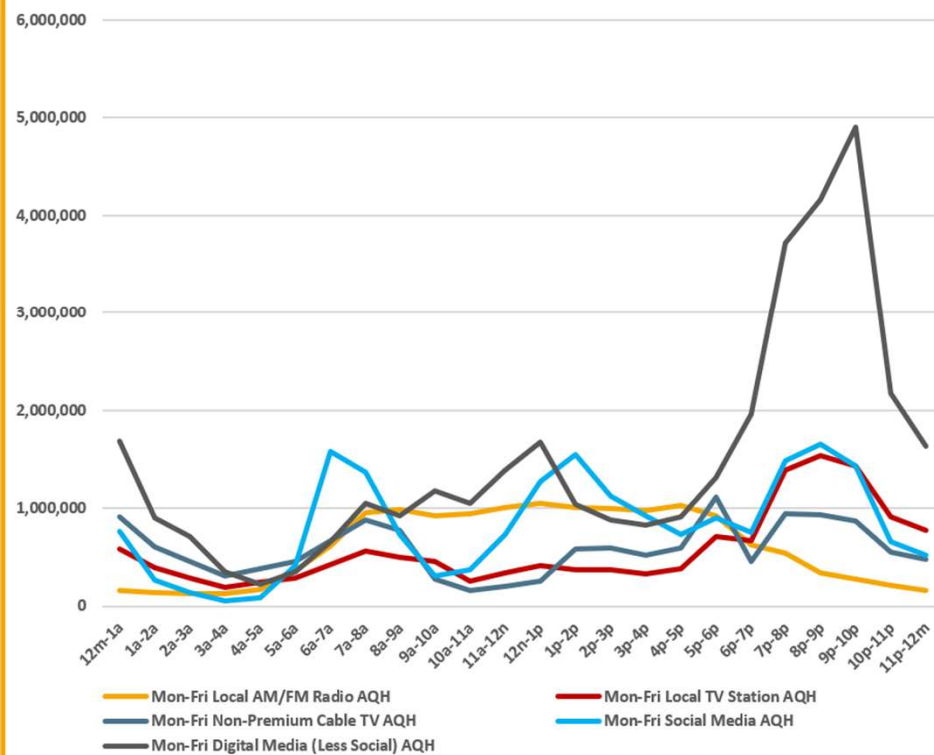
293,210 or 59.7% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days use Ad-Supported Facebook for an average of 53.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



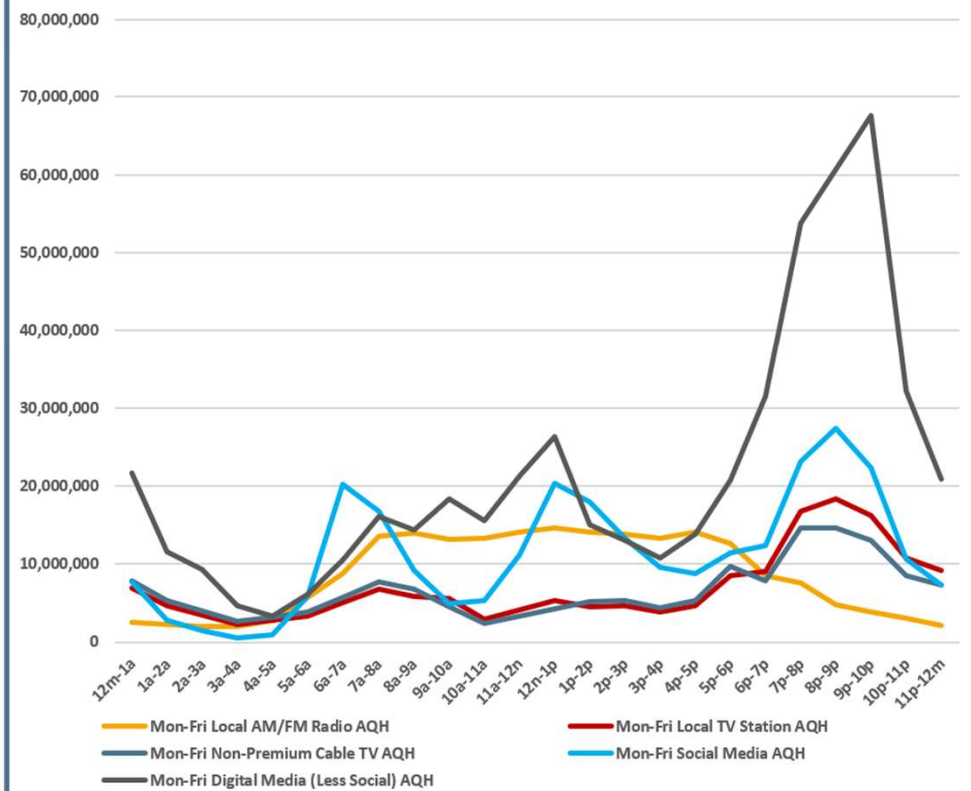


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,141,392; Social Media: 950,060; Local Radio: 923,524; Non-Prem. Cable: 543,350; Local TV: 444,556 reaching Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days

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



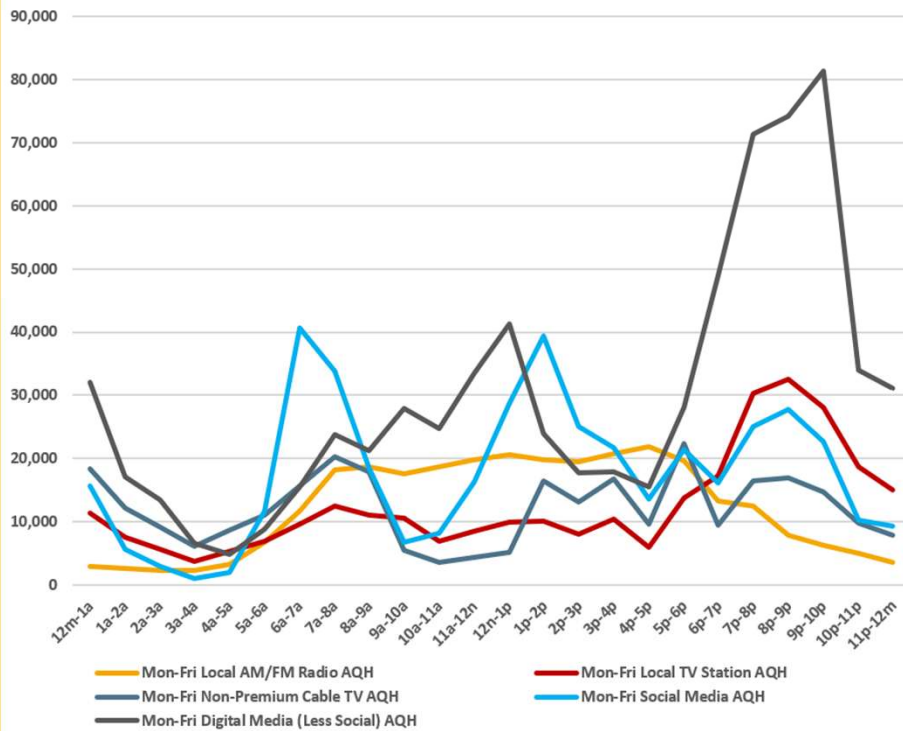
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older**



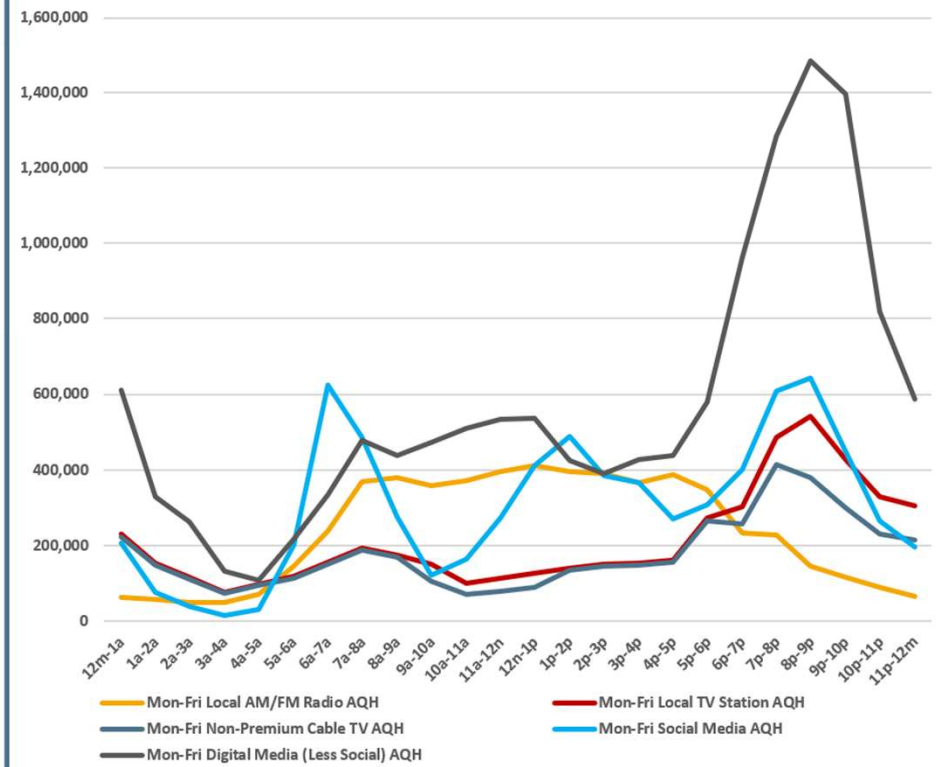


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,170; Social Media: 22,336; Local Radio: 18,473; Non-Prem. Cable: 12,348; Local TV: 10,395 reaching Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days.

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



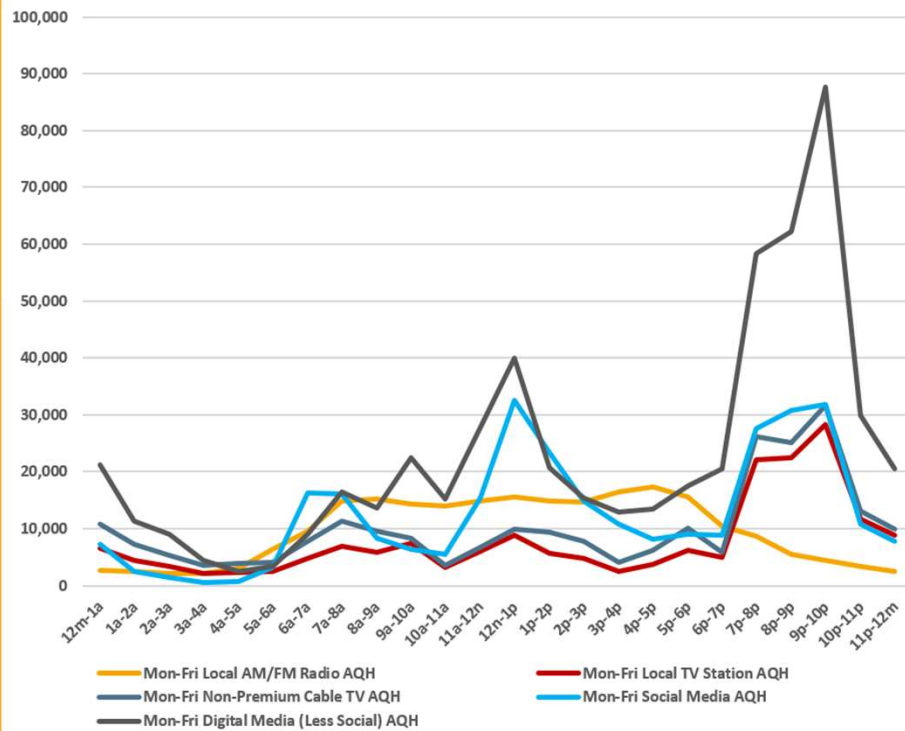
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older**



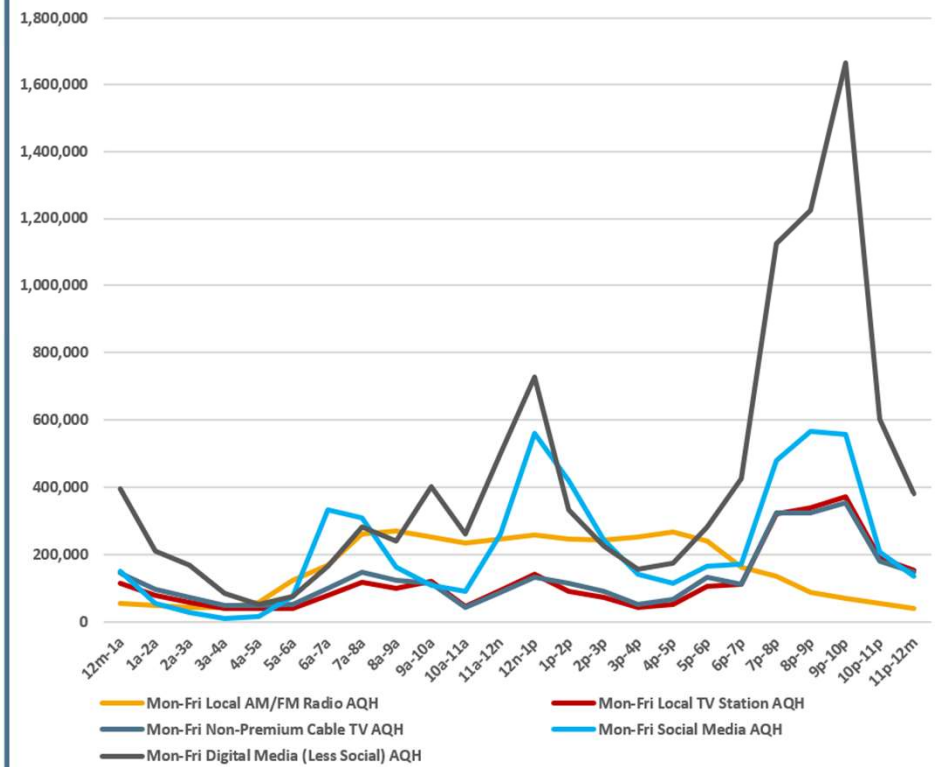


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,852;
Local Radio: 14,456; Social Media: 13,530; Non-Prem. Cable: 7,729; Local TV: 5,468
reaching Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days.

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



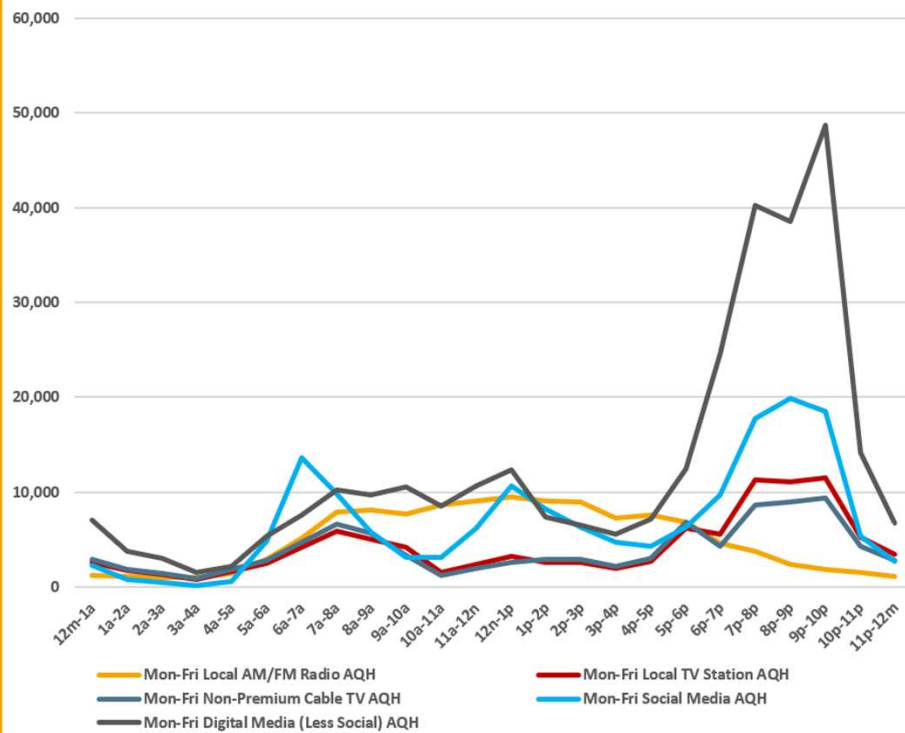
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 21 or older**



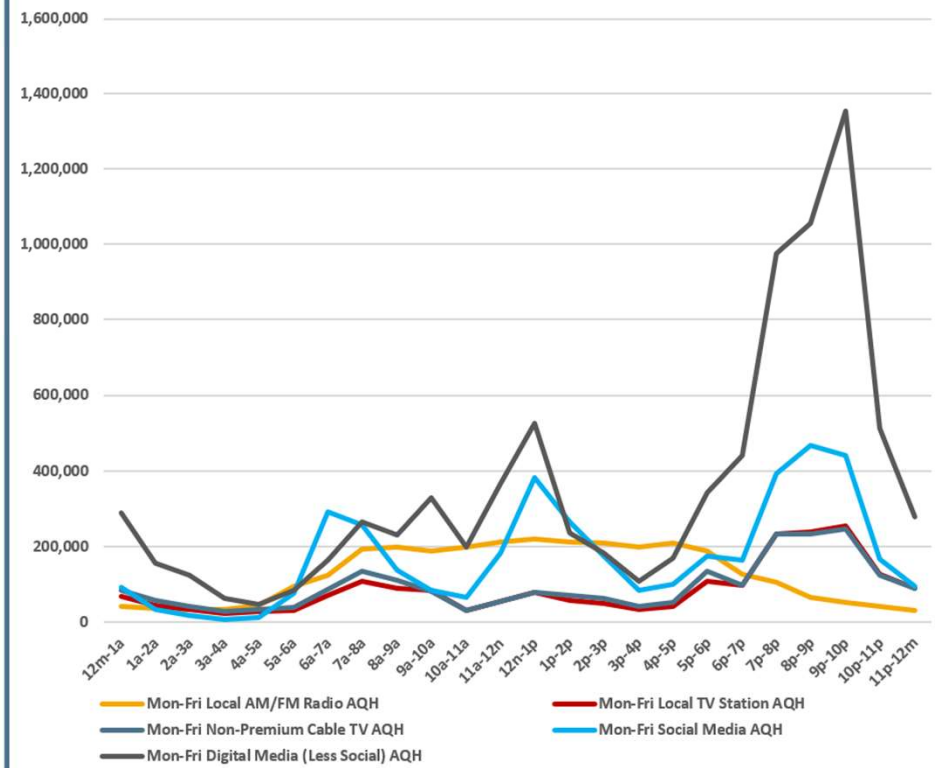


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,273; Local Radio: 7,742; Social Media: 7,059; Non-Prem. Cable: 3,720; Local TV: 3,706 reaching Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days.

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



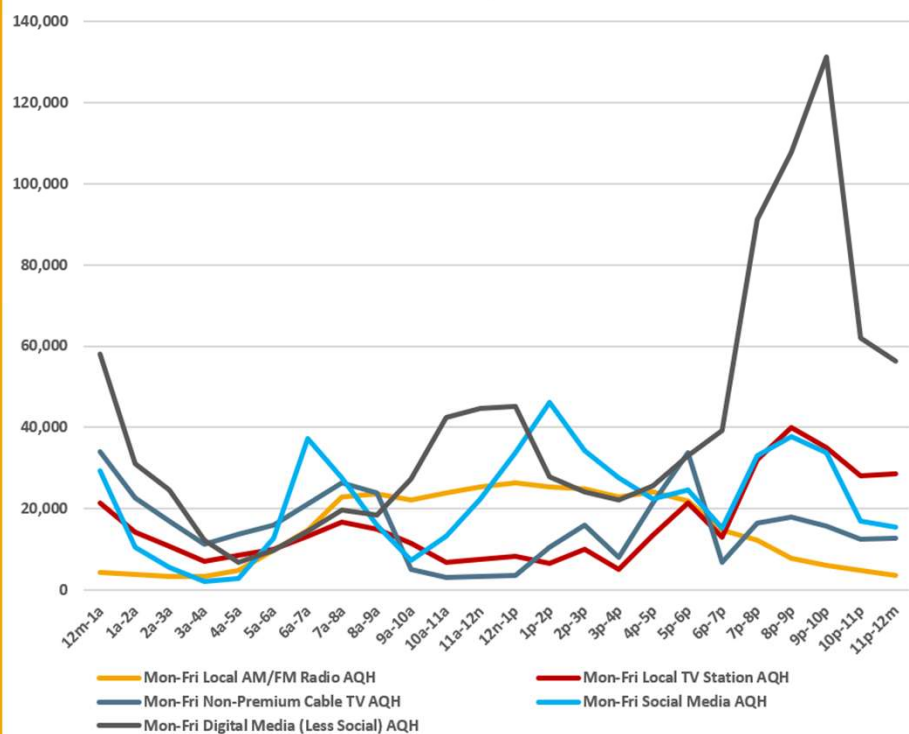
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older**



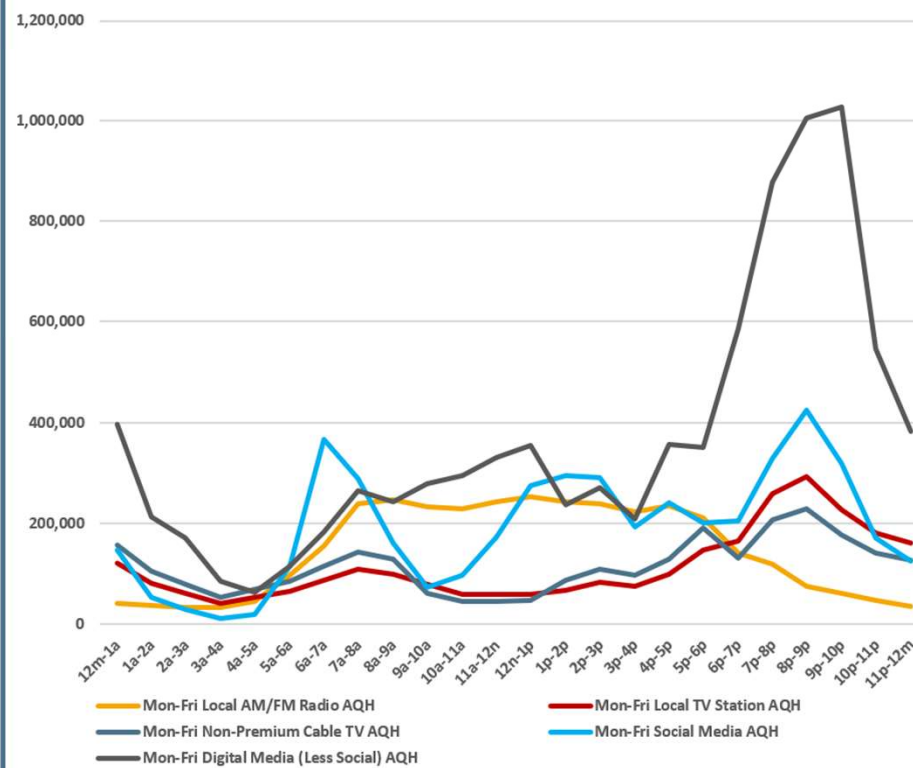


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,549; Social Media: 25,240; Local Radio: 22,557; Non-Prem. Cable: 14,120; Local TV: 11,460 reaching Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days.

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



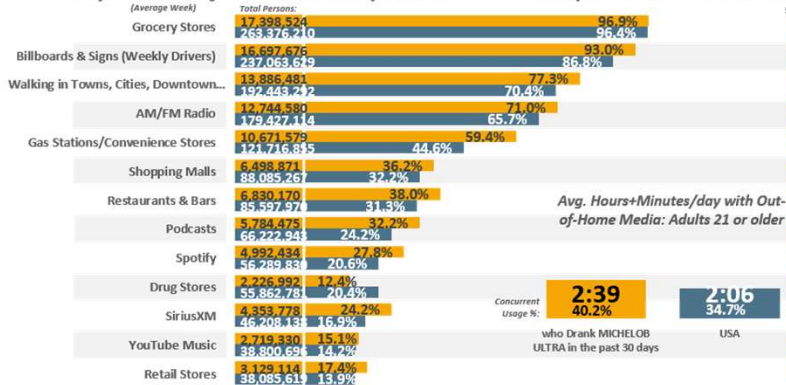
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older**



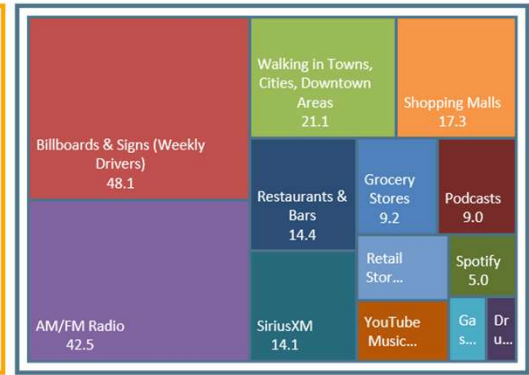
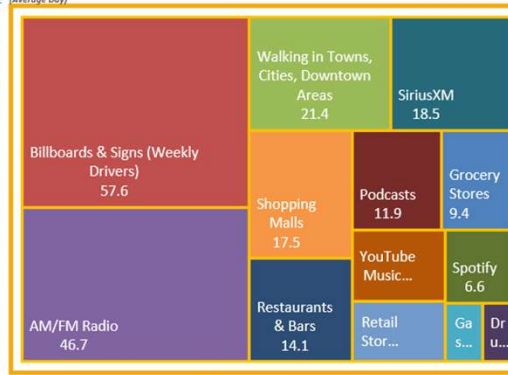


16,697,676 or 93.% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

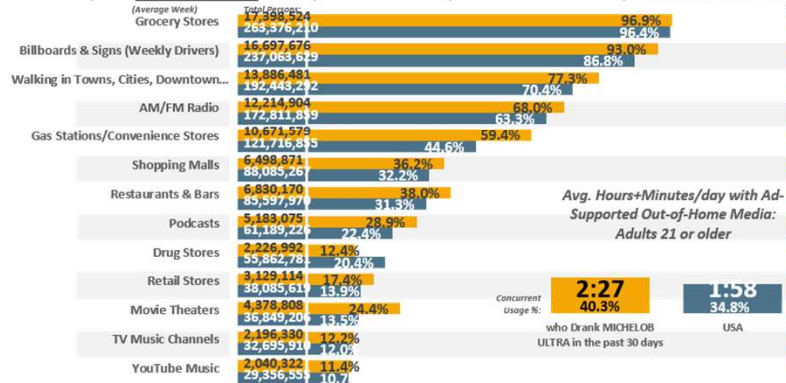
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



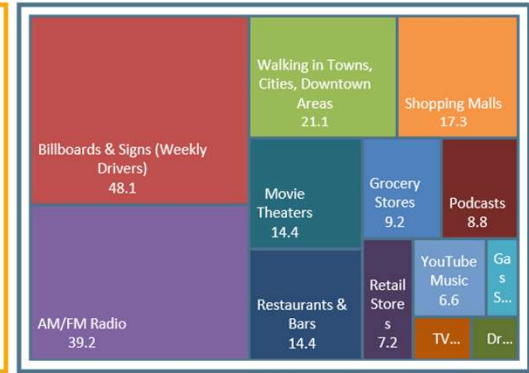
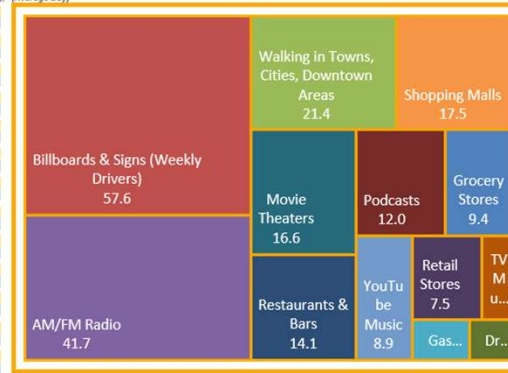
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



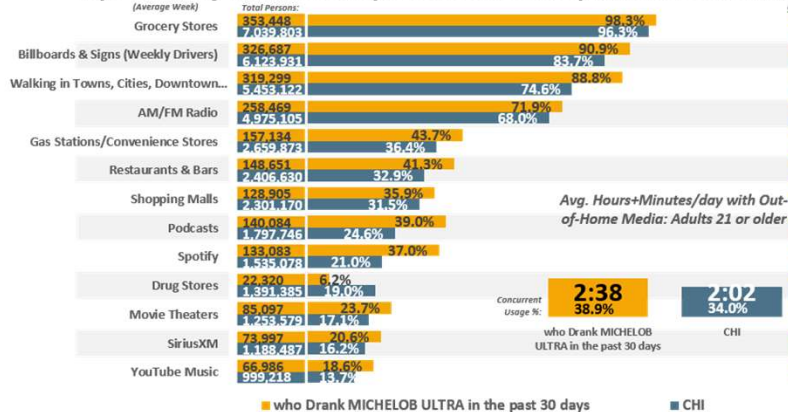
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



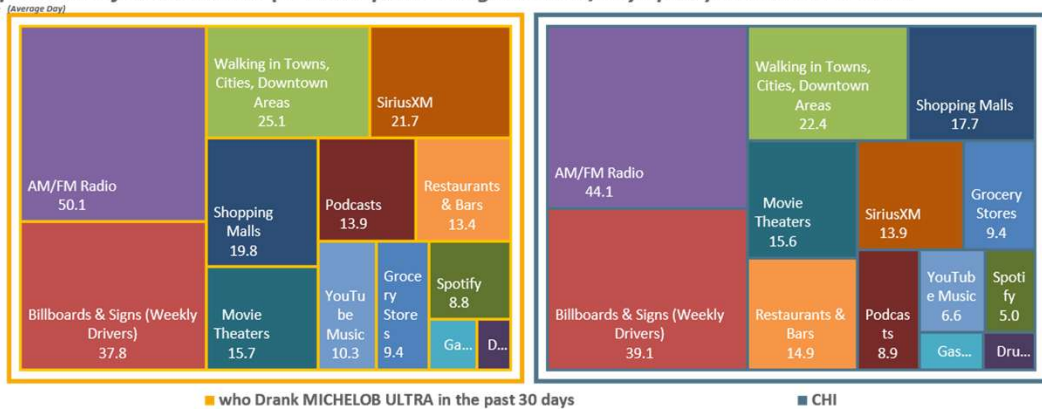


326,687 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 37.8 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 43.2 minutes/day.

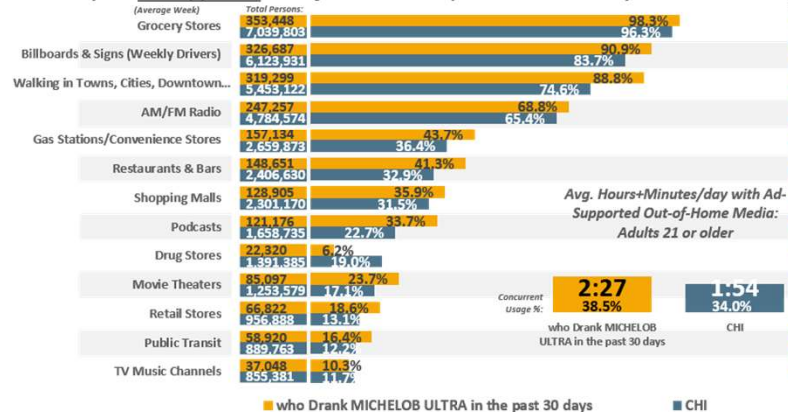
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



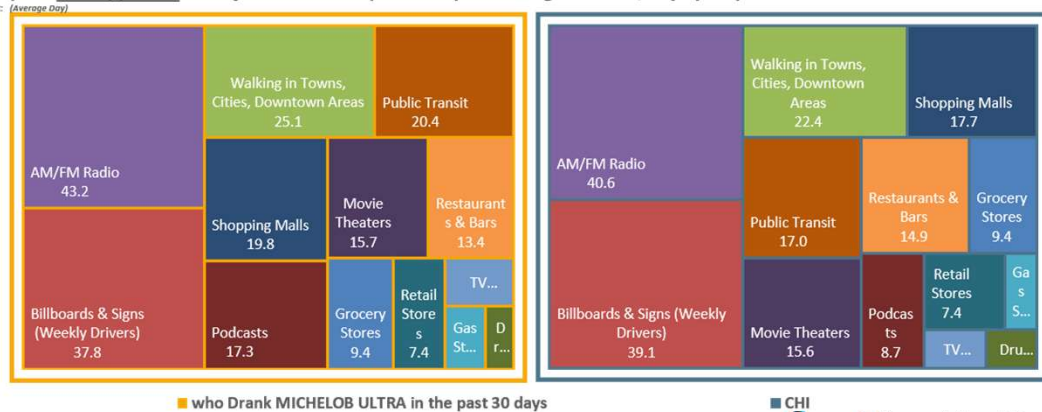
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



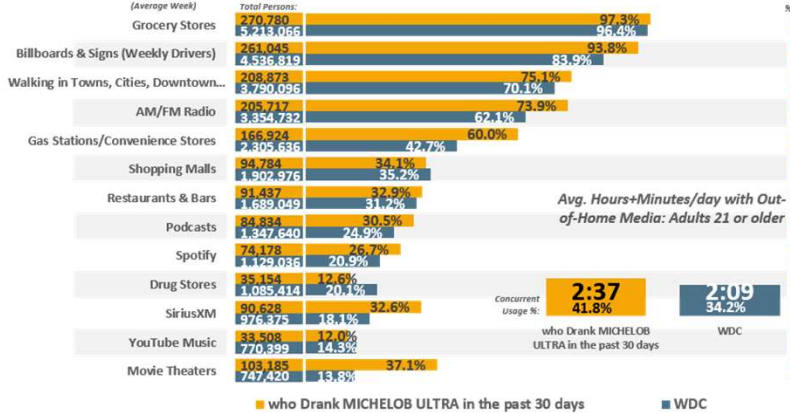
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



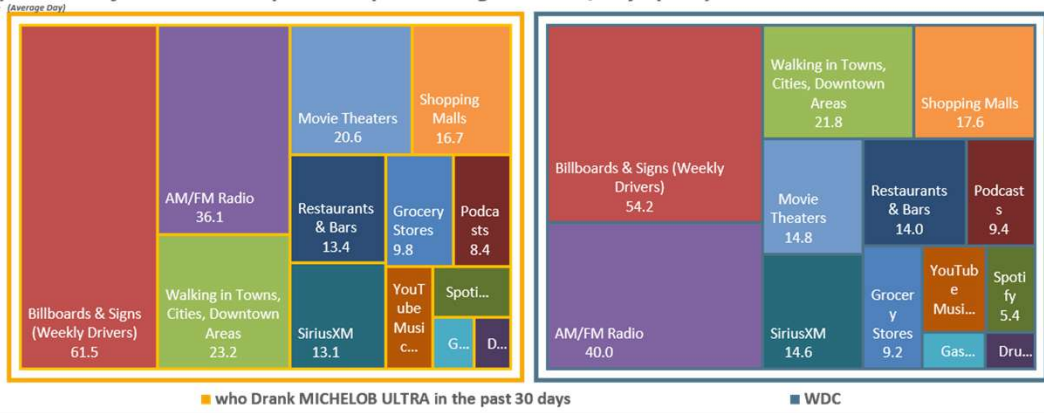


261,045 or 93.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

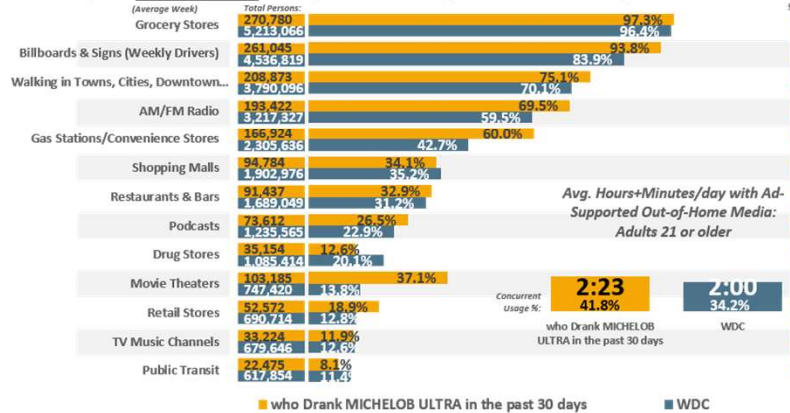
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



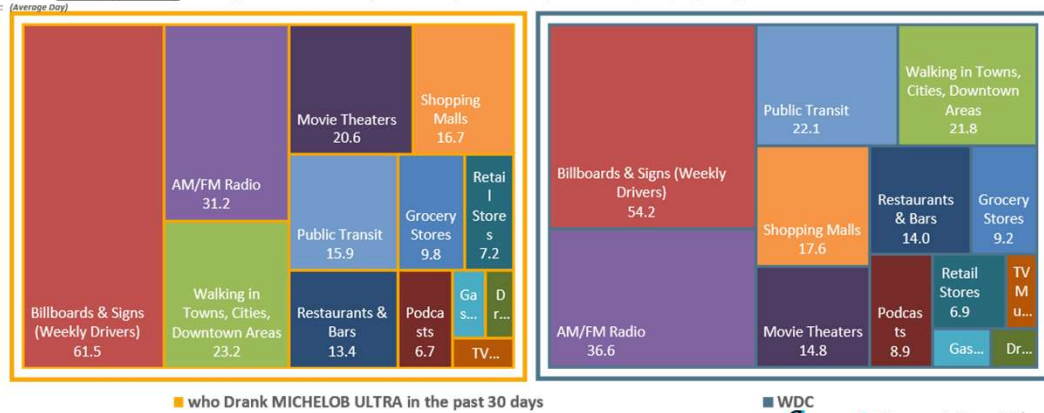
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



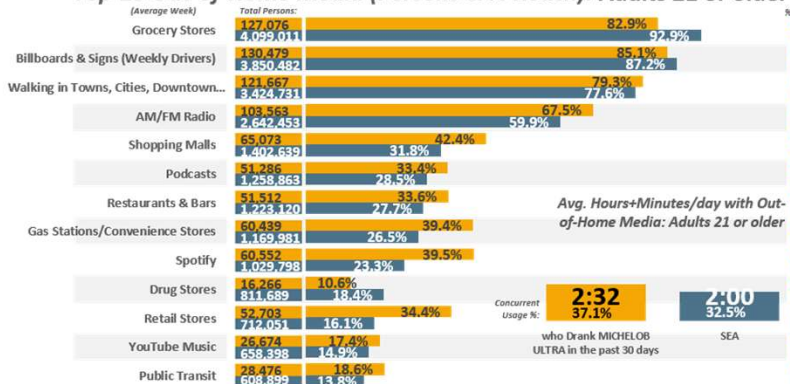
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



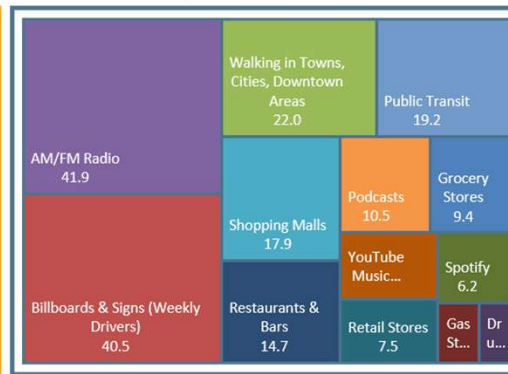
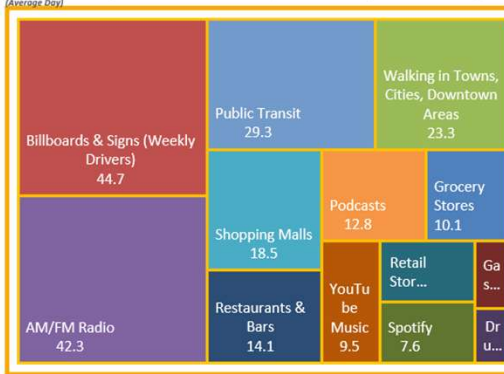


130,479 or 85.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

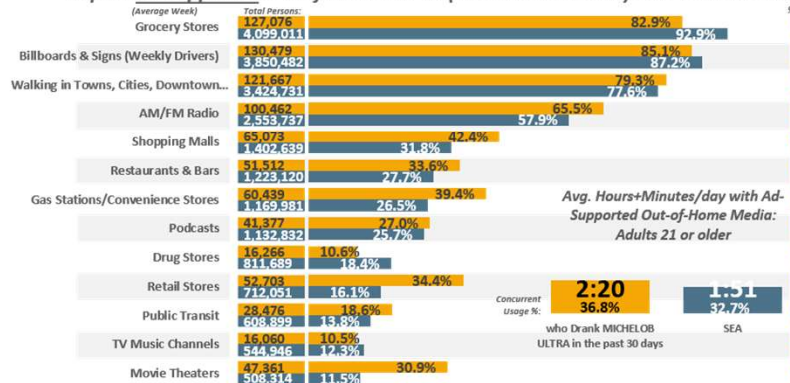
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



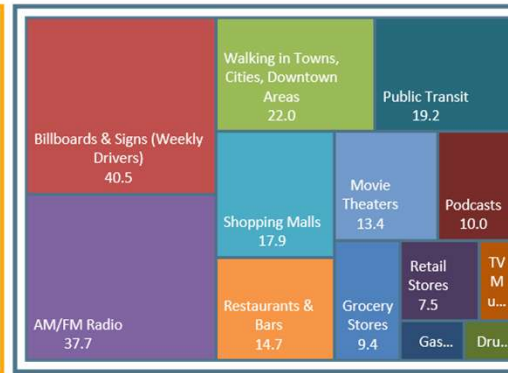
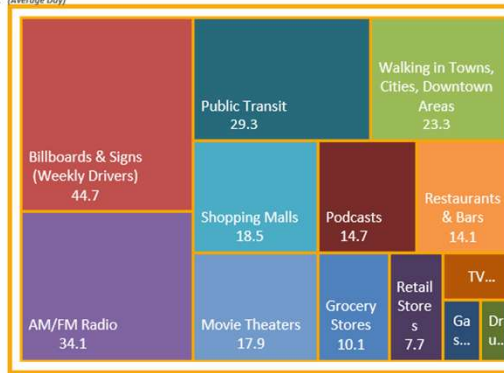
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



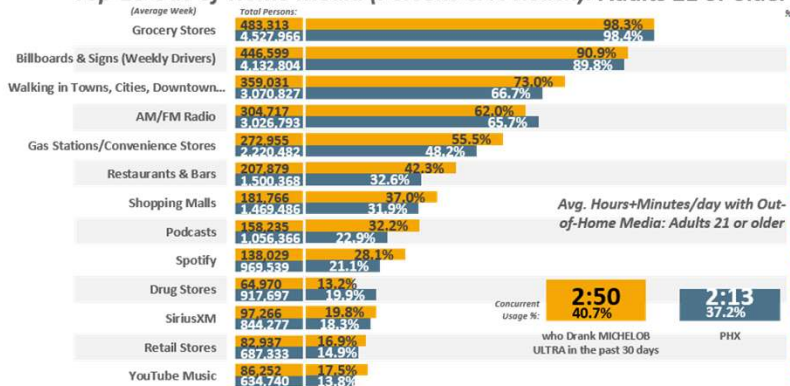
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



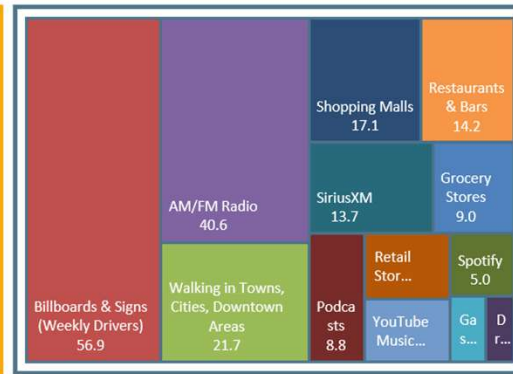
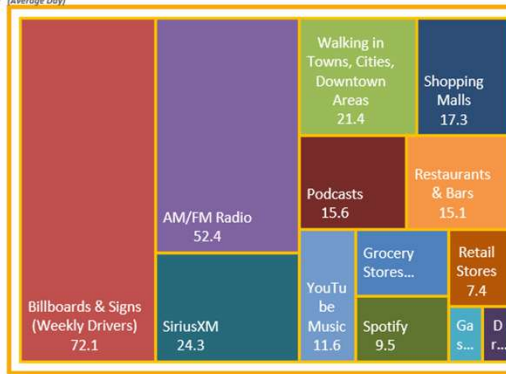


446,599 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 72.1 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

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



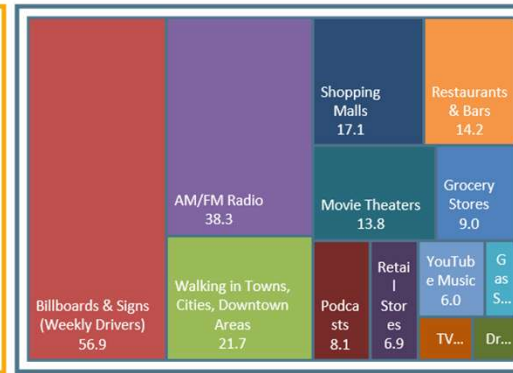
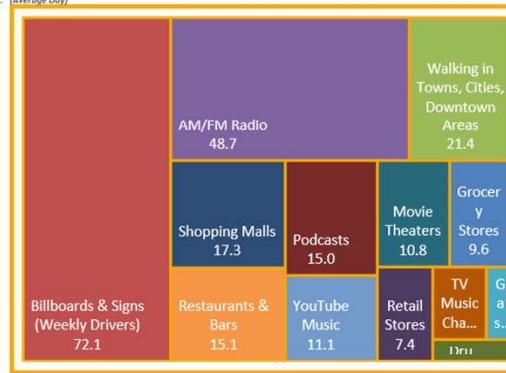
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



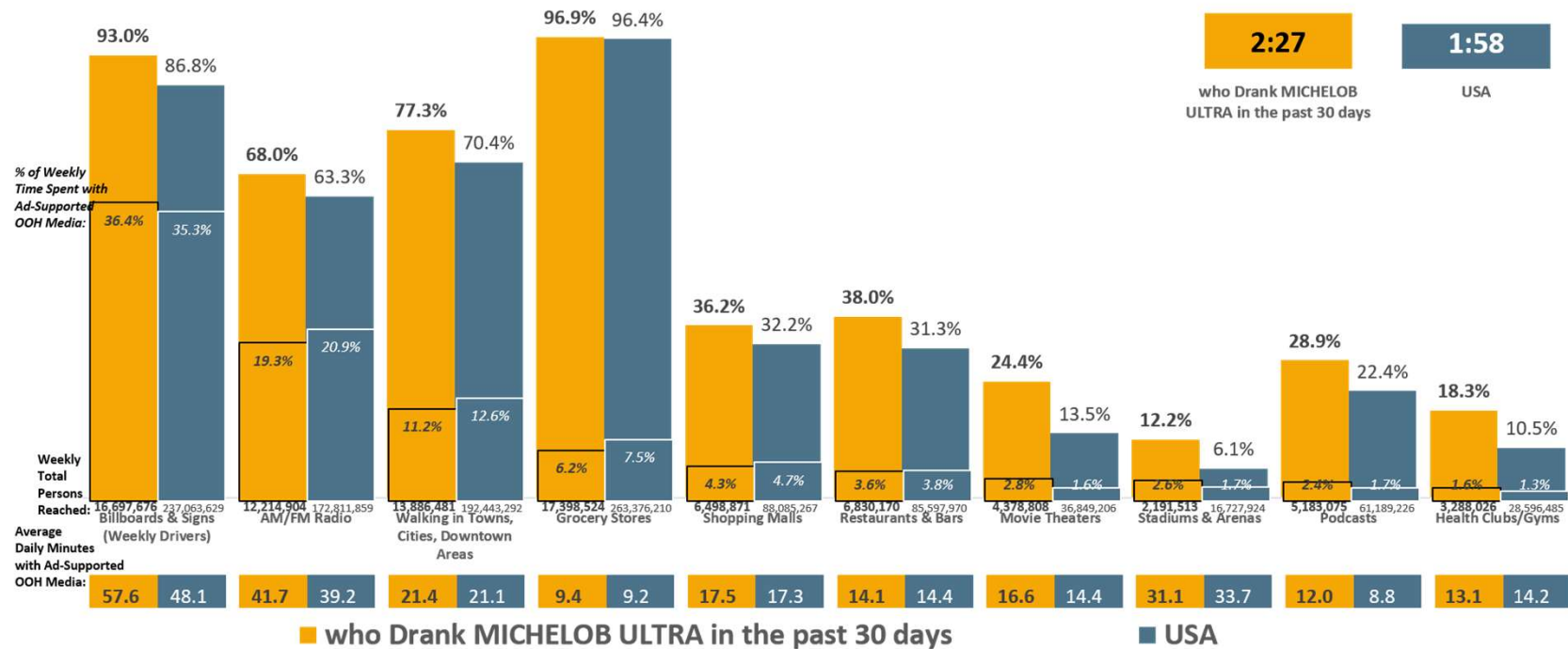


16,697,676 or 93.0% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:27
who Drank MICHELOB ULTRA in the past 30 days

1:58
USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,616
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra)]

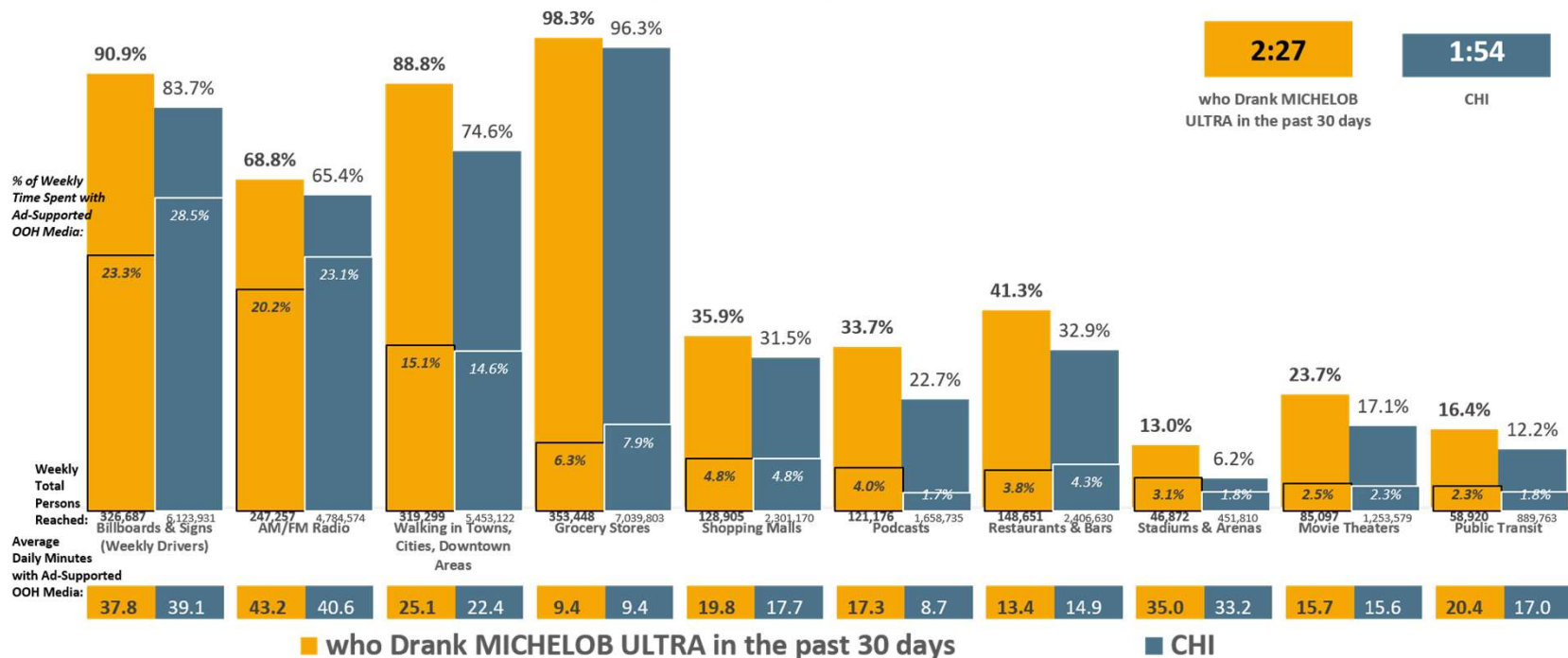


326,687 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 37.8 minutes per day driving, seeing Billboards and Signs representing 23.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 222
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,900

soefa.ai Share of Everything for Anything

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

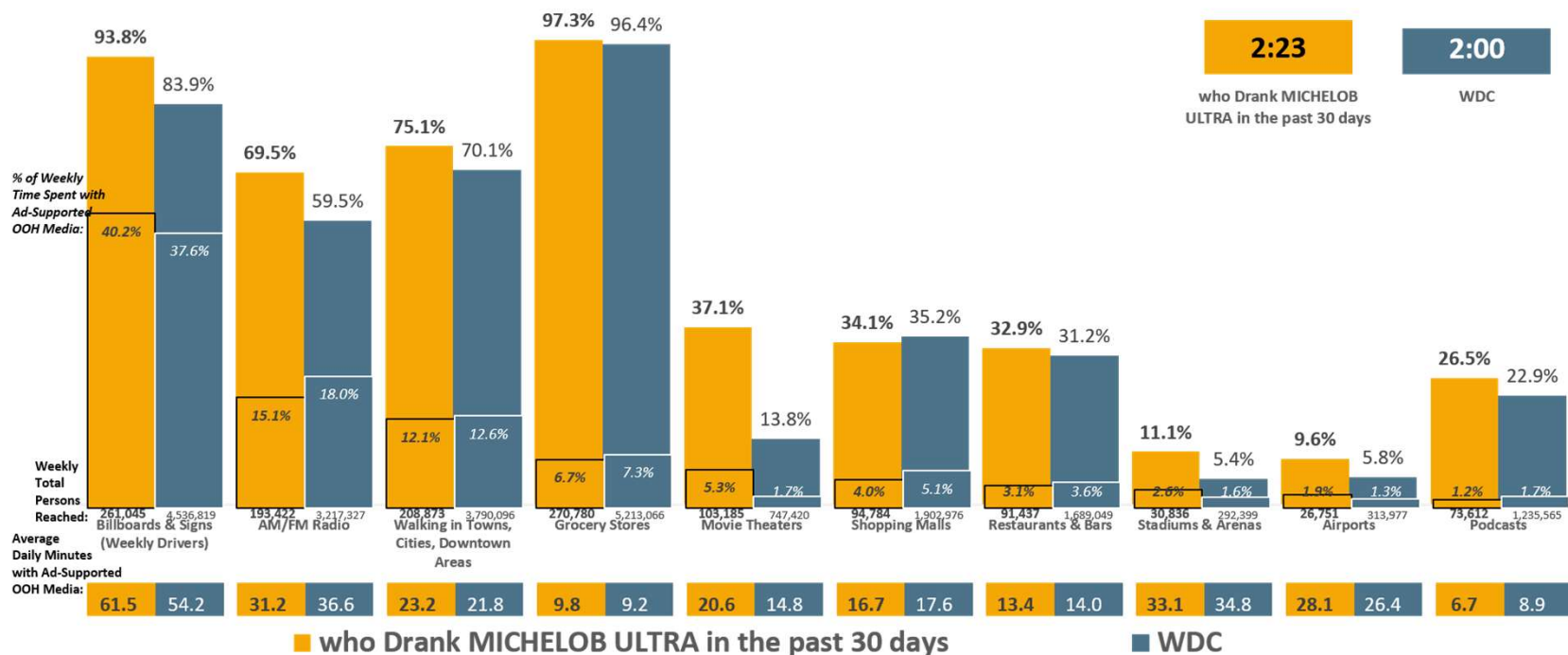


261,045 or 93.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 326 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,503

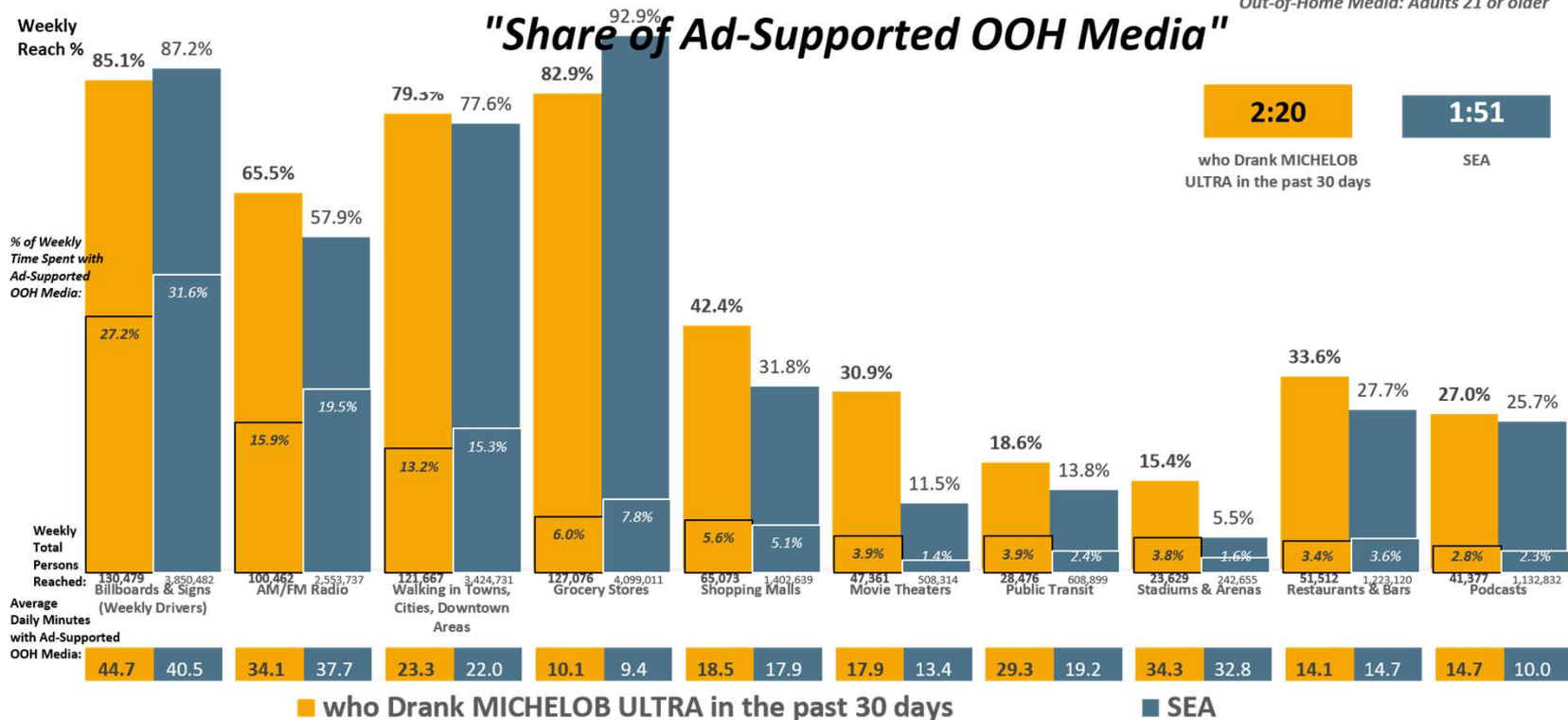
soefa.ai Share of Everything for Anything

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



130,479 or 85.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:20
who Drank MICHELOB ULTRA in the past 30 days

1:51
SEA

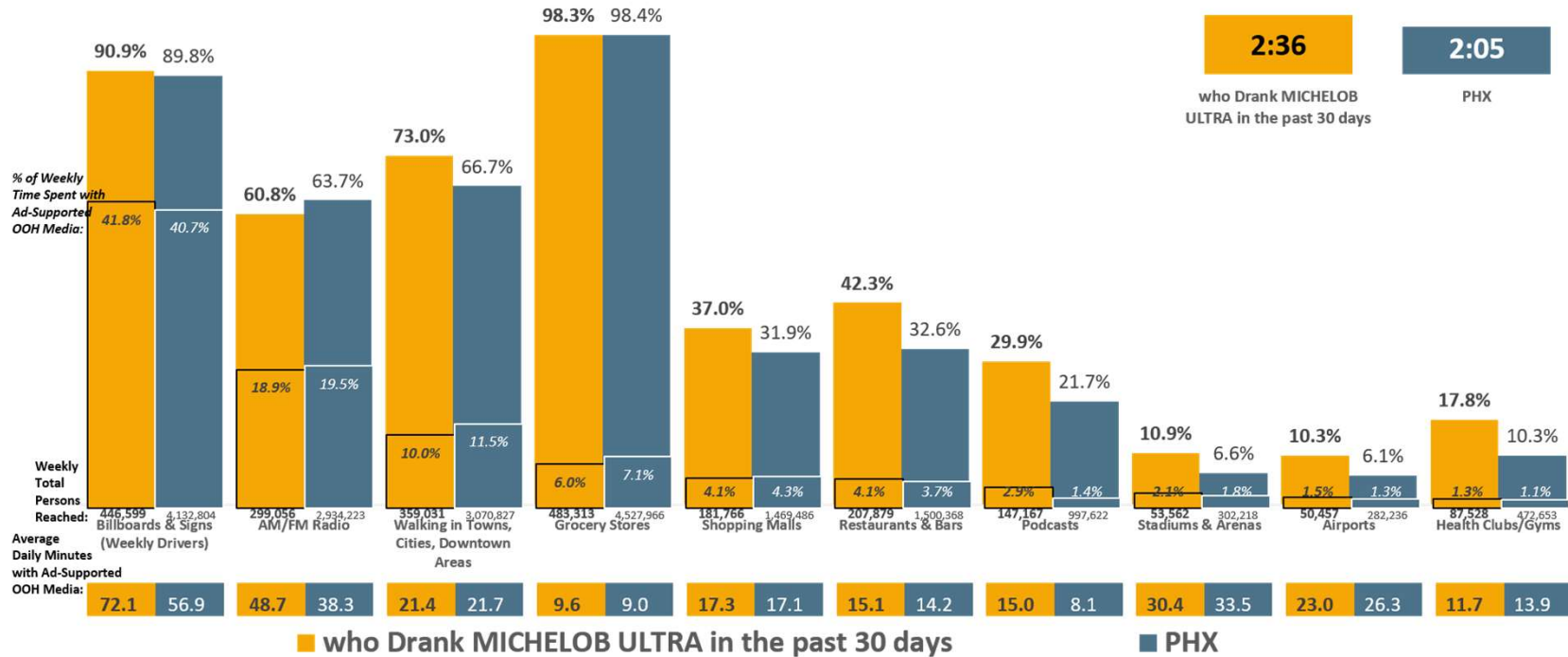


446,599 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 72.1 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:36

who Drank MICHELOB ULTRA in the past 30 days

2:05

PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 213
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,332

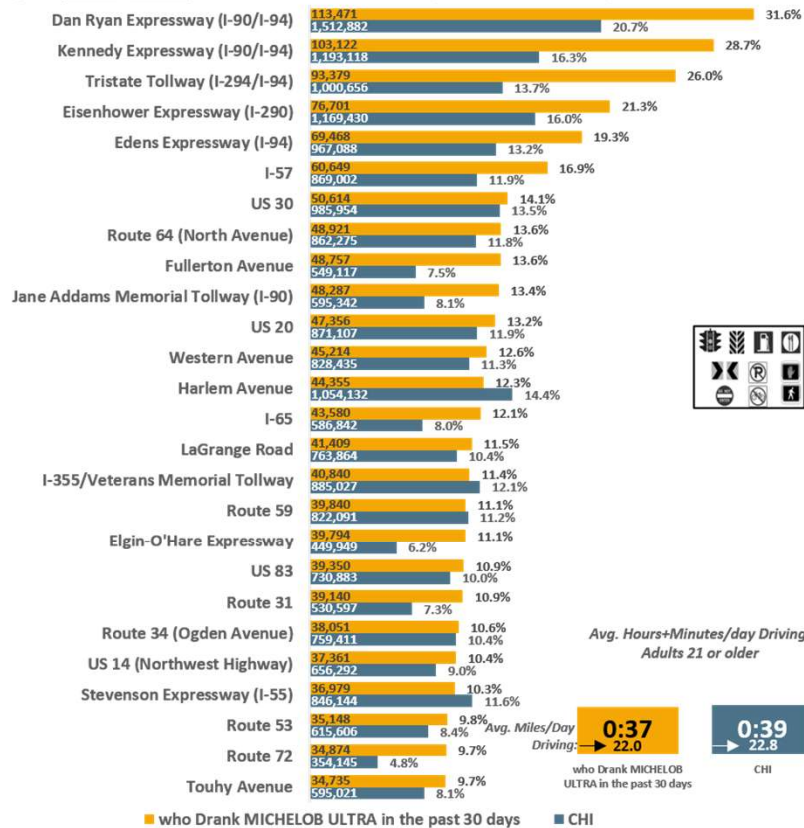
soefa.ai Share of Everything for Anything

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

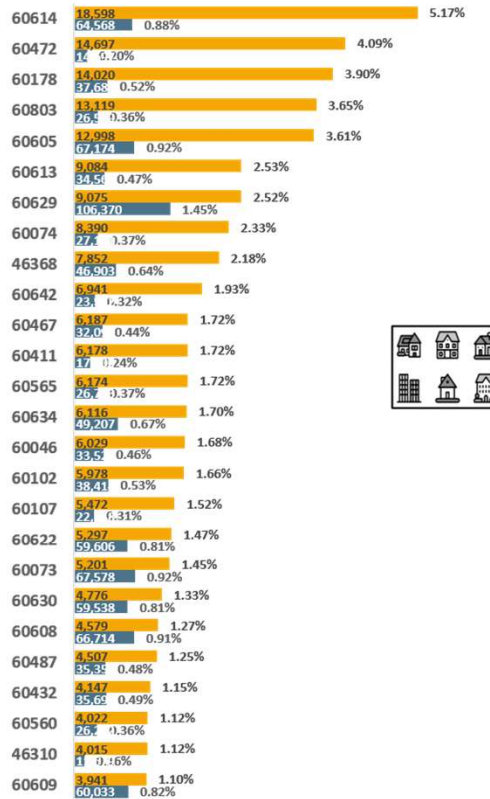


326,687 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 37.8 minutes per day driving an average of 22. miles each day and are 89.8% more likely to use Tristate Tollway (I-294/I-94) than the Metro average.

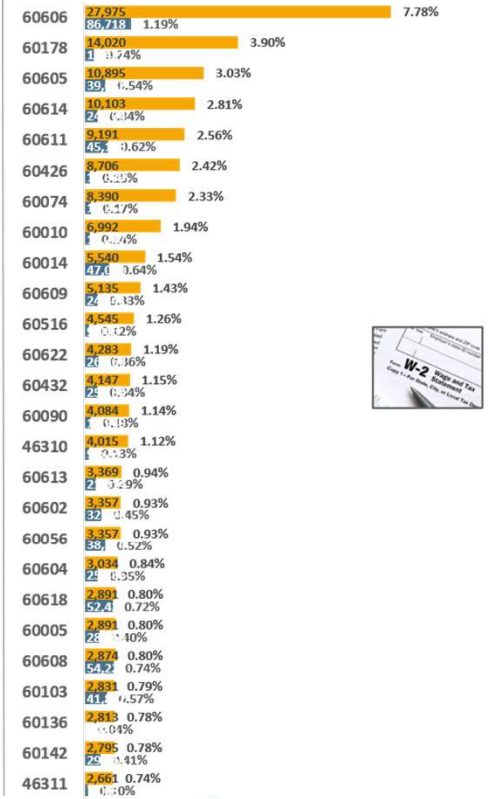
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



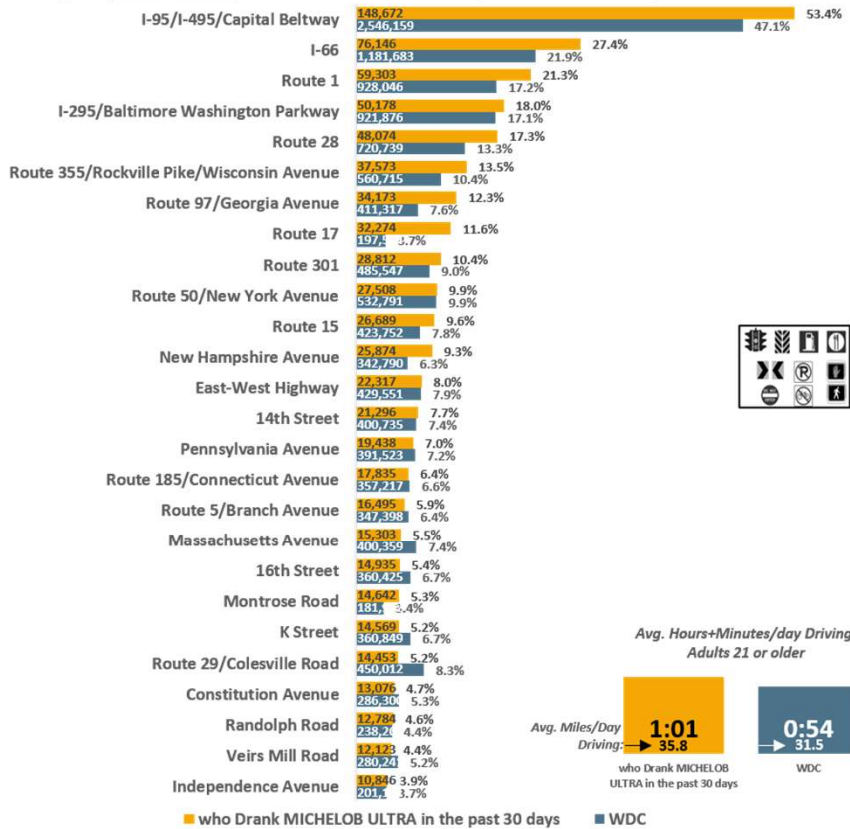
Top-26 Employment Zip Codes: Adults 21 or older



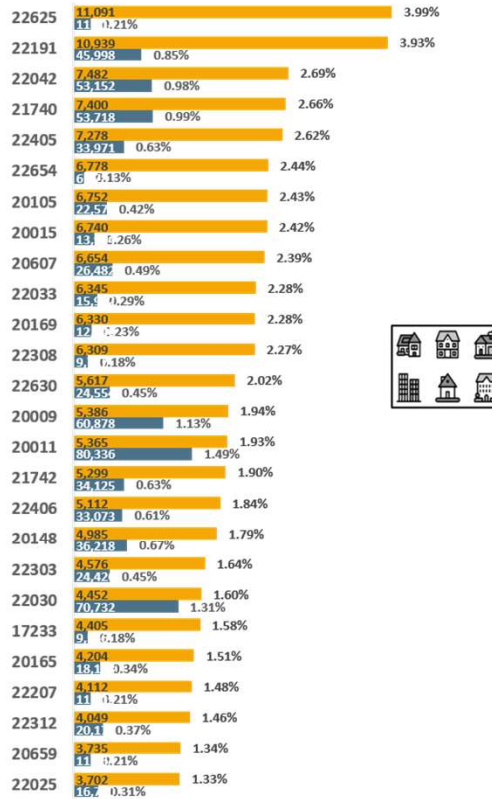


261,045 or 93.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 61.5 minutes per day driving an average of 35.8 miles each day and are 217.5% more likely to use Route 17 than the Metro average.

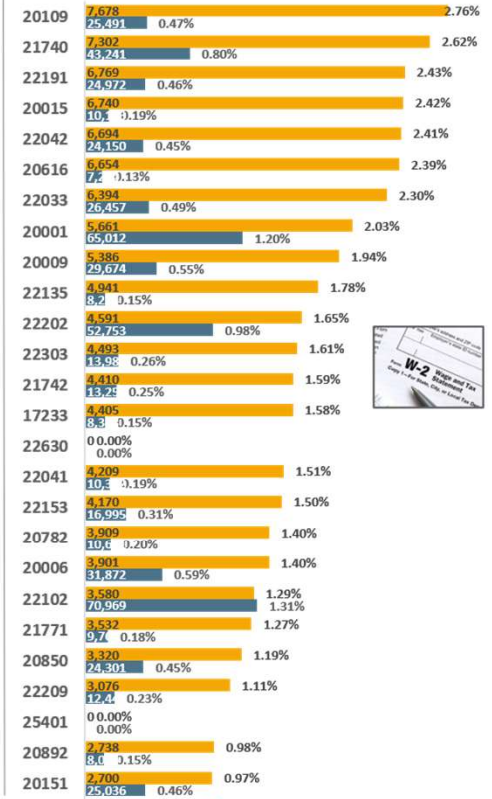
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



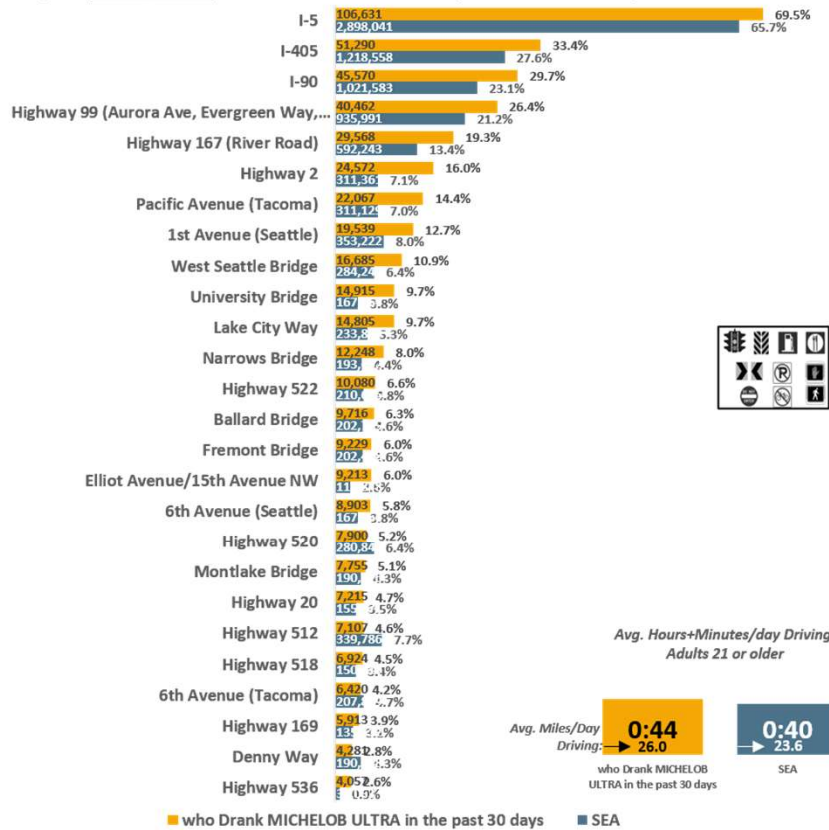
Top-26 Employment Zip Codes: Adults 21 or older



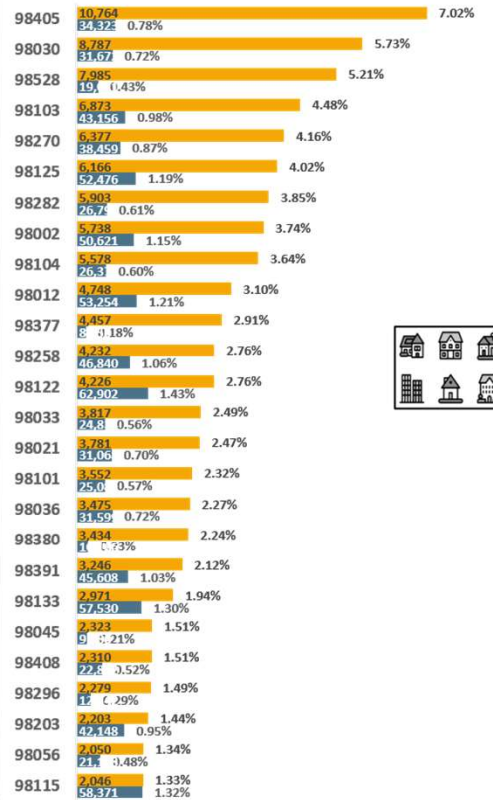


130,479 or 85.1% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 44.7 minutes per day driving an average of 26. miles each day and are 155.8% more likely to use University Bridge than the Metro average.

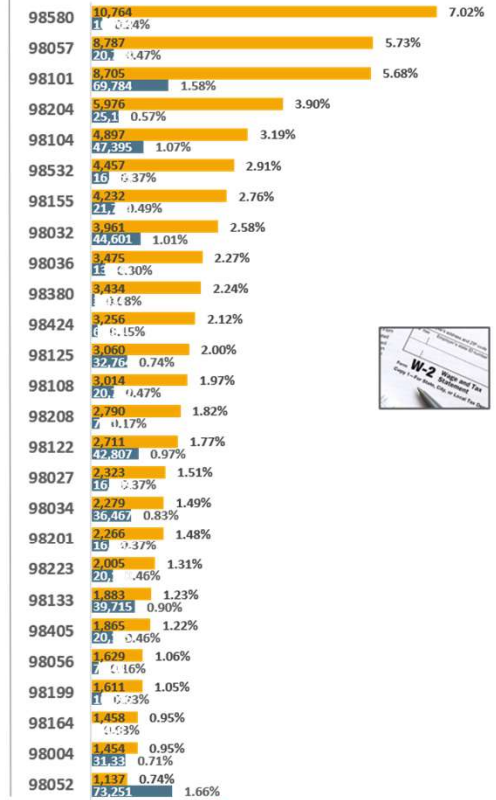
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



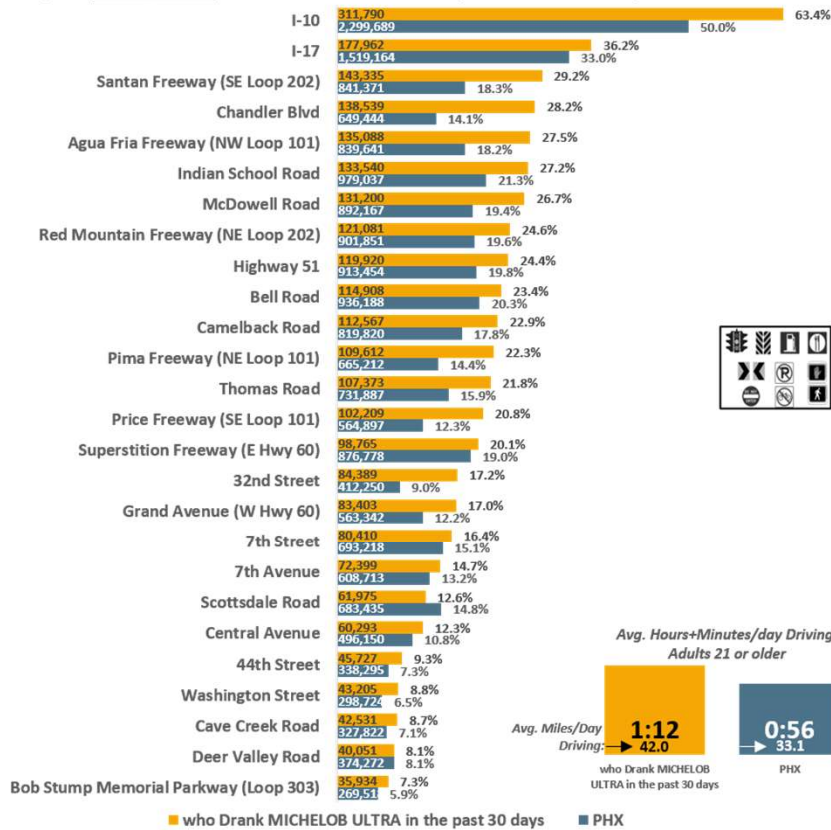
Top-26 Employment Zip Codes: Adults 21 or older



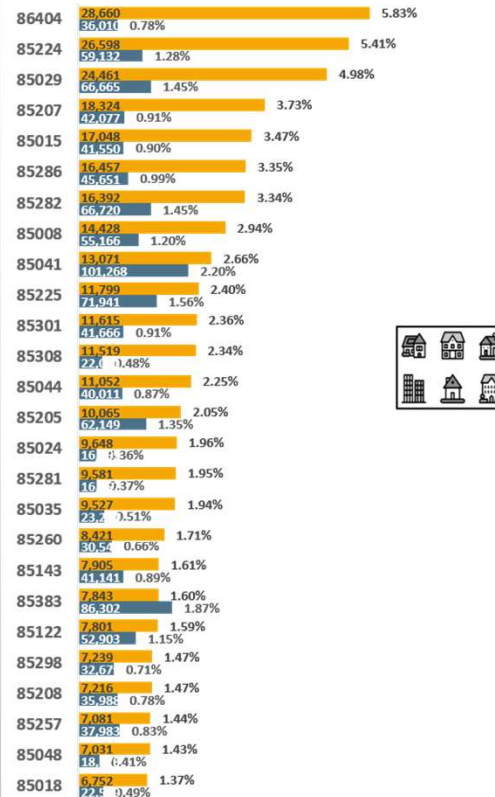


446,599 or 90.9% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days spend an average of 72.1 minutes per day driving an average of 42. miles each day and are 99.8% more likely to use Chandler Blvd than the Metro average.

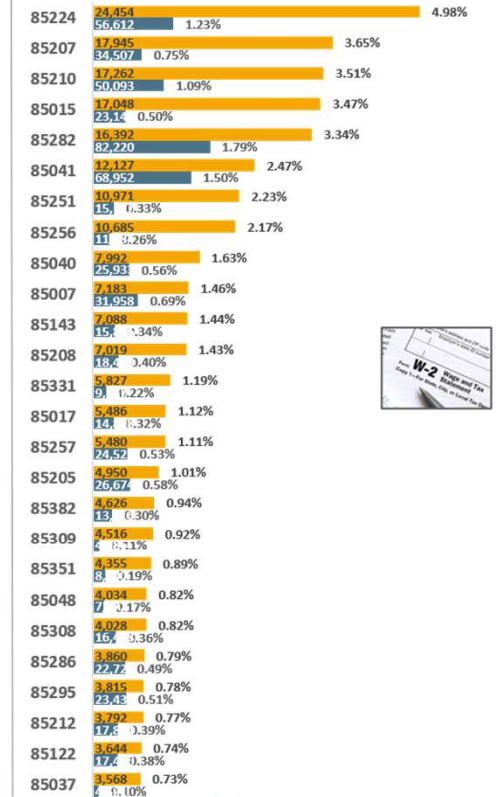
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



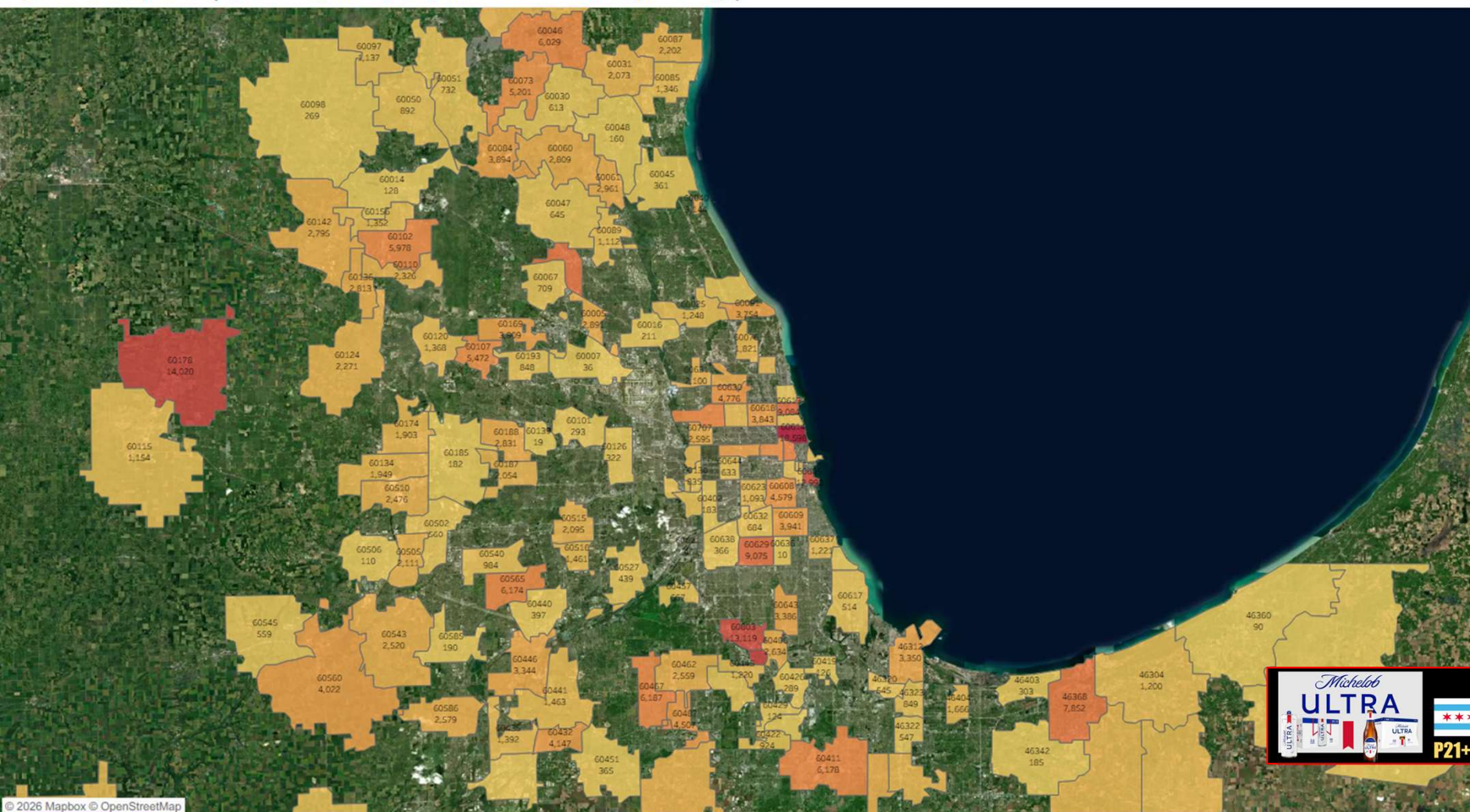
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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



SUM(Adults 21 or olde...
10 18,598



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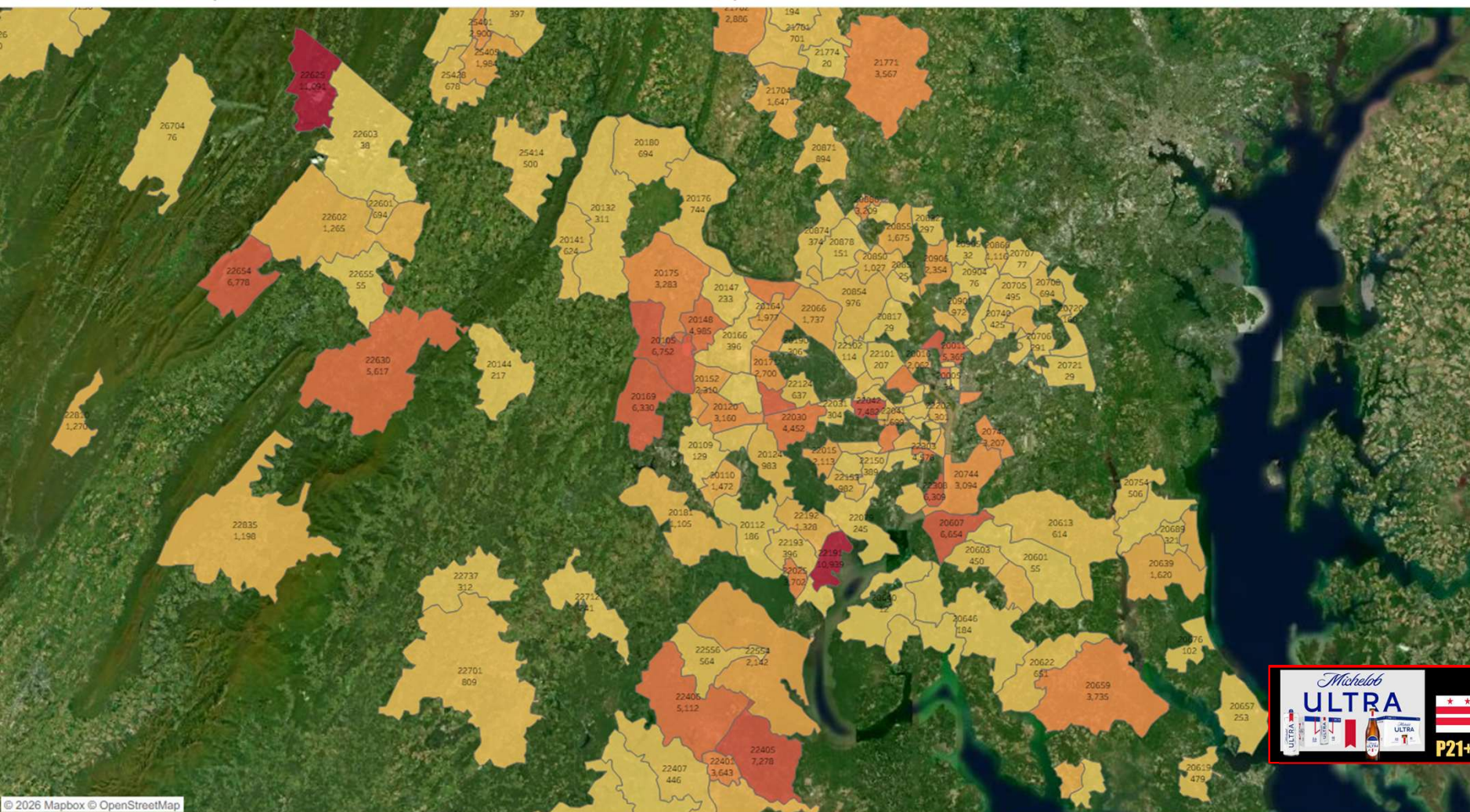
CHI DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab
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222

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

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



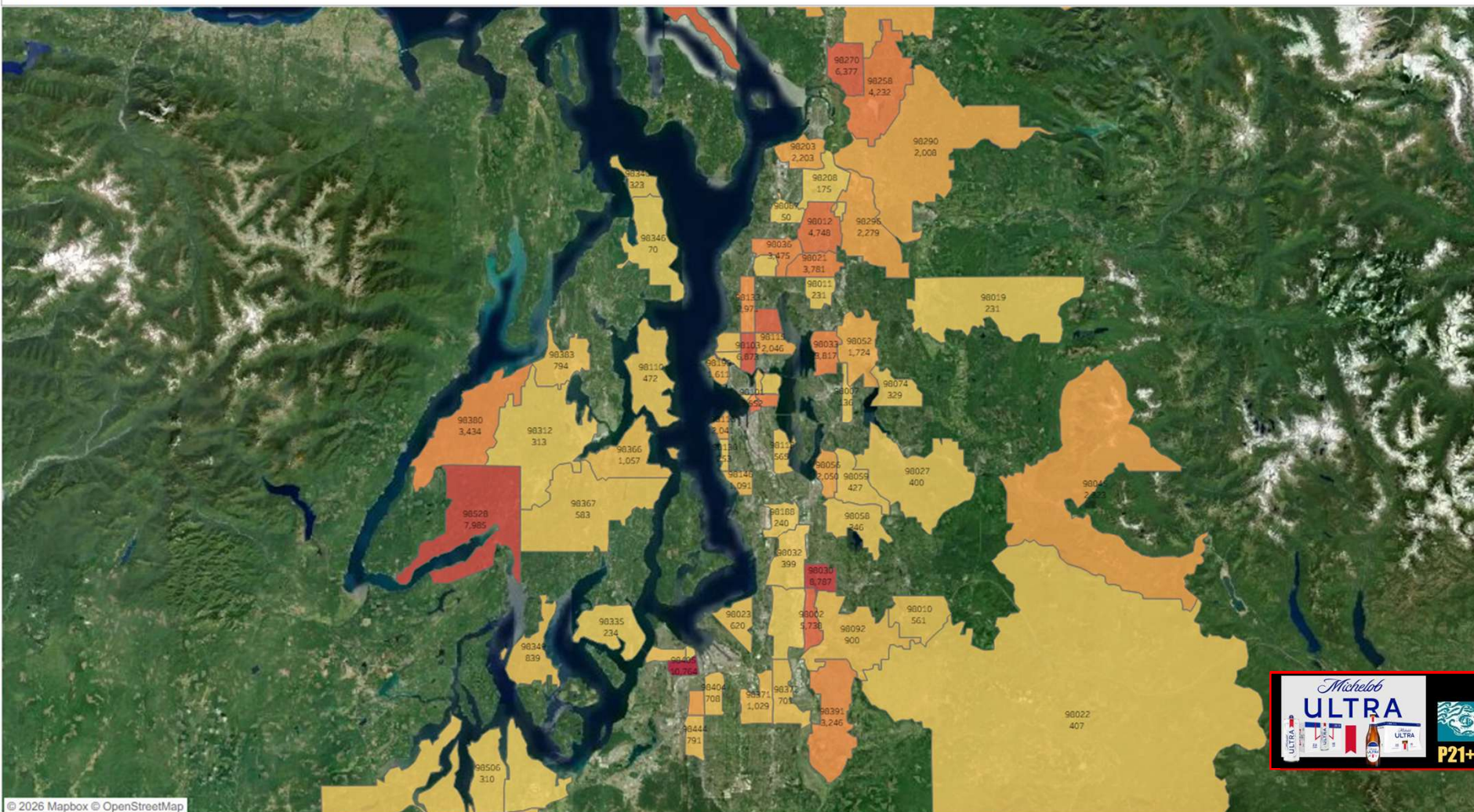
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 326
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]

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

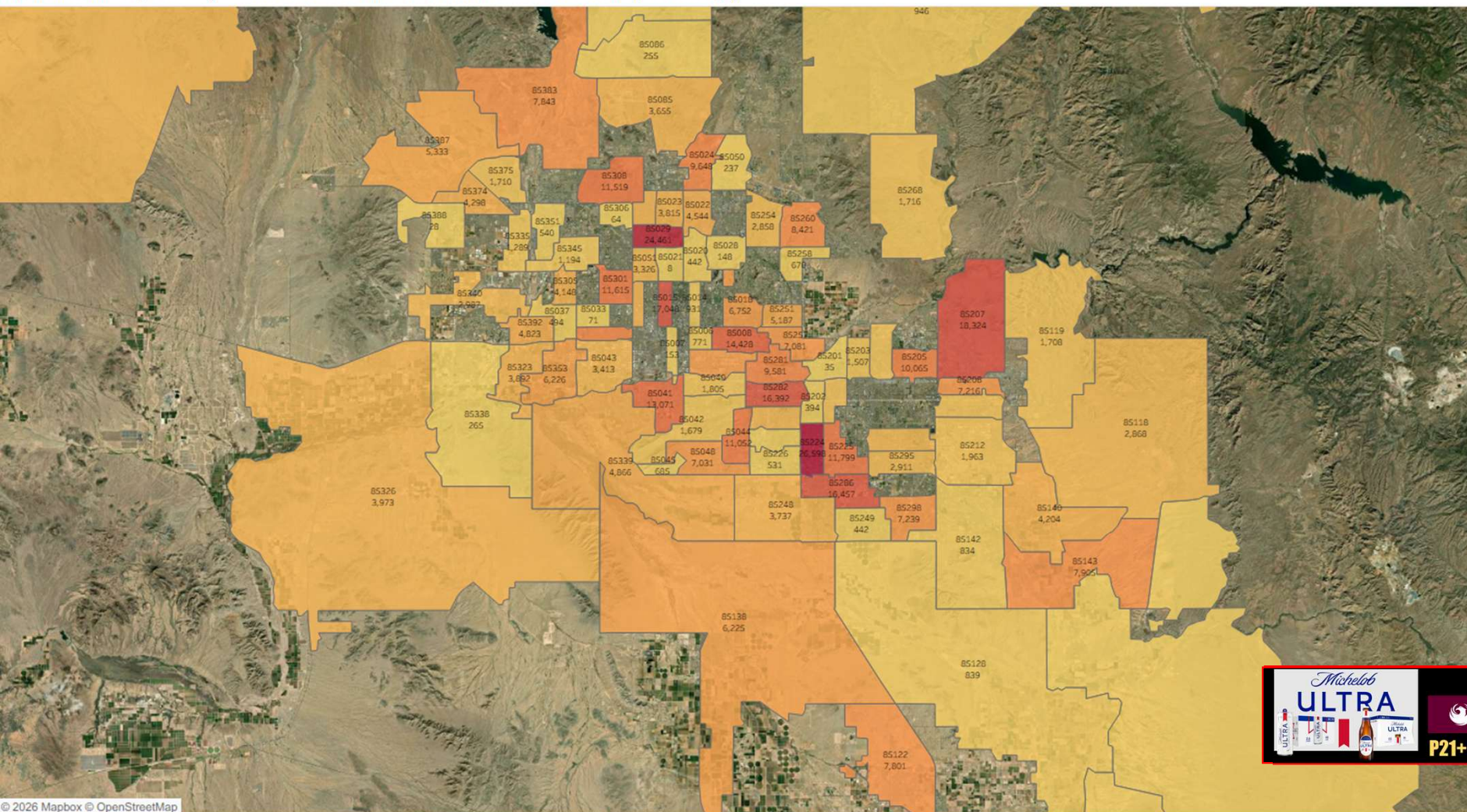


SUM(Adults 21 or olde...



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SUM(Adults 21 or olde...
8 26,598



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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213

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

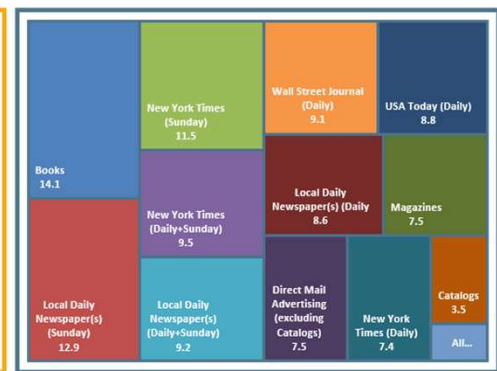
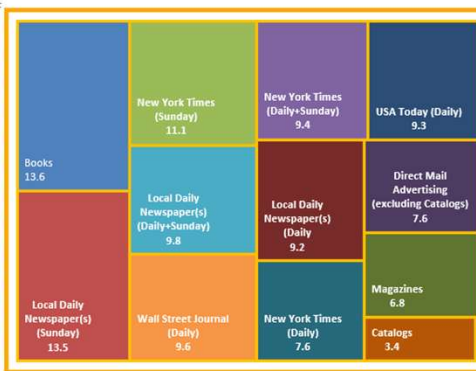
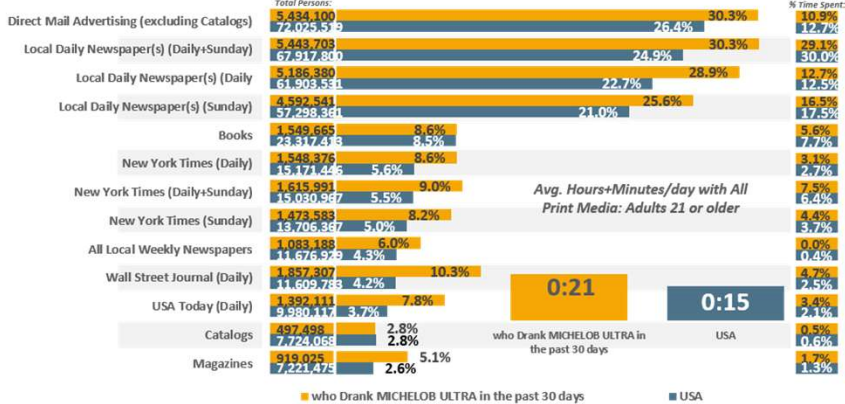


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for Anything.

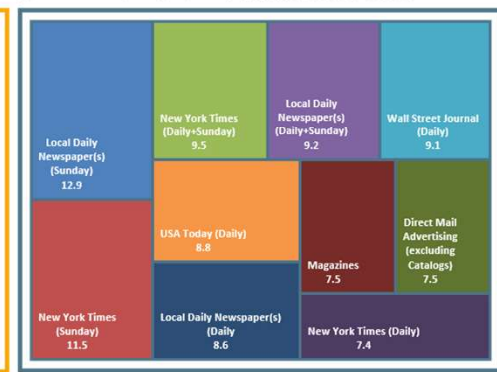
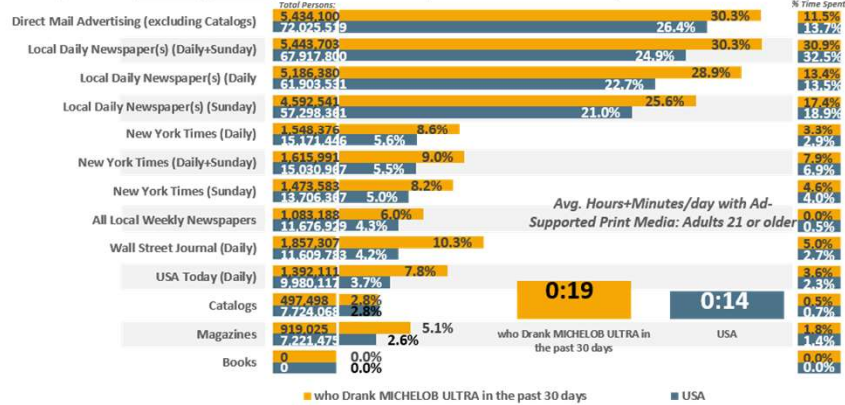


5,443,703 or 30.3% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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



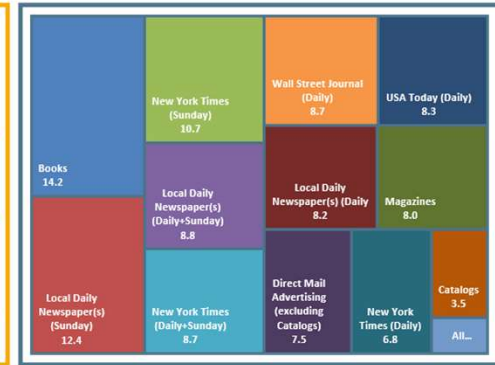
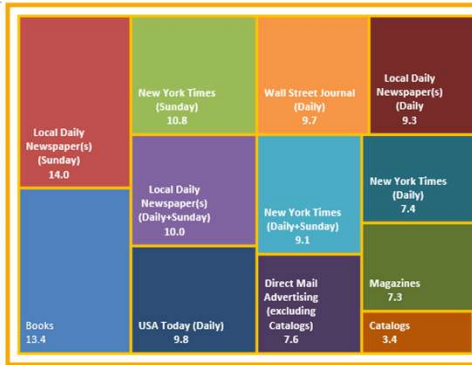
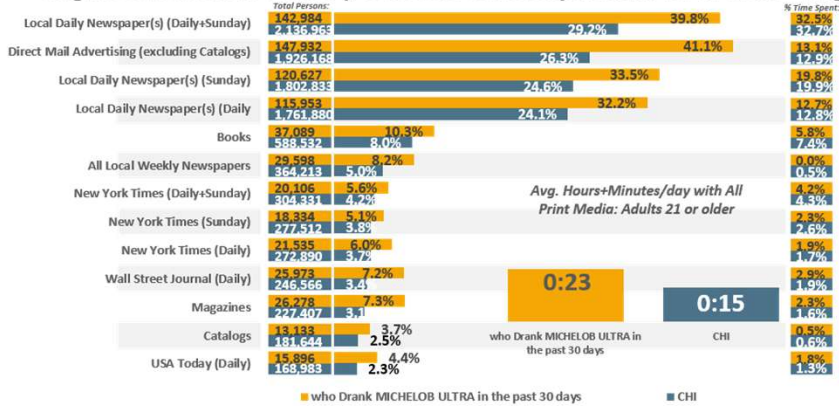
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



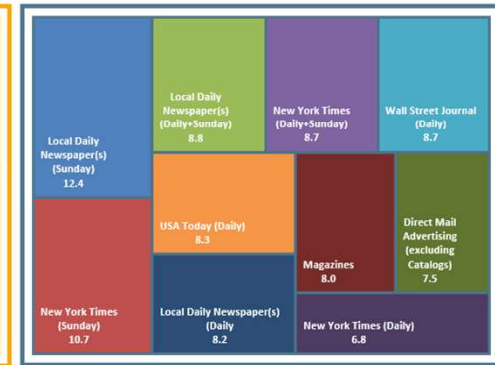
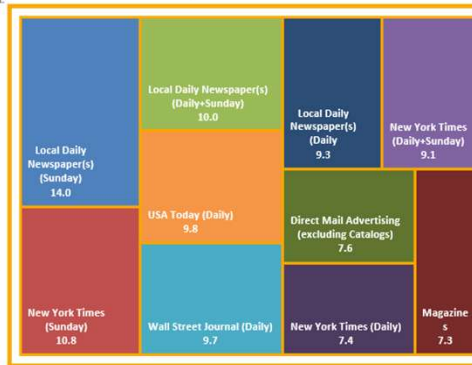
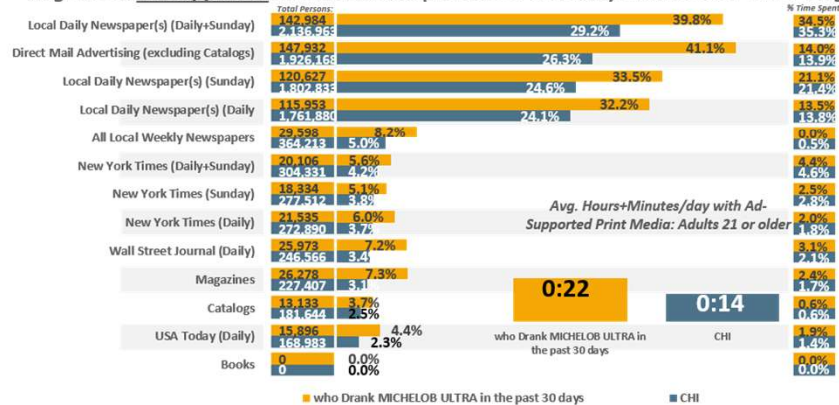


142,984 or 39.8% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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



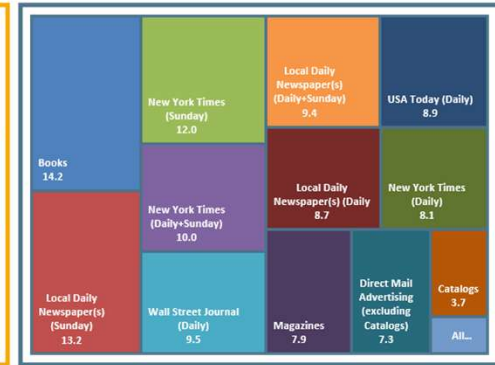
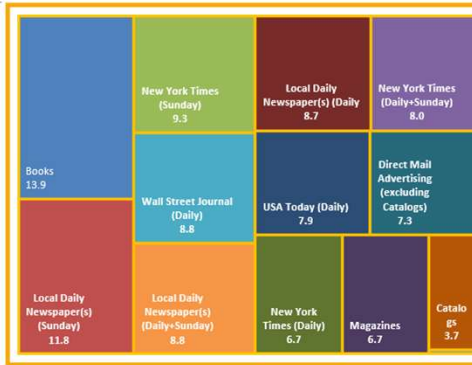
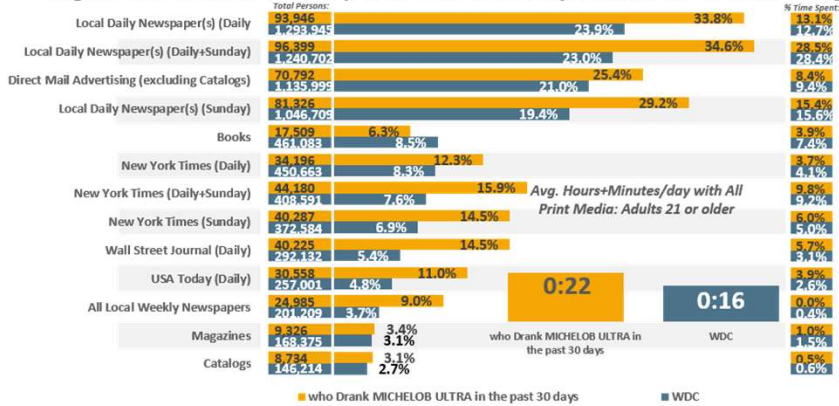
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



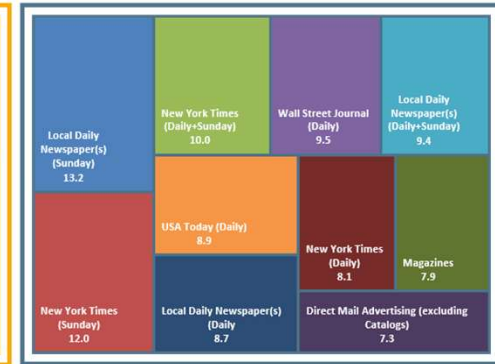
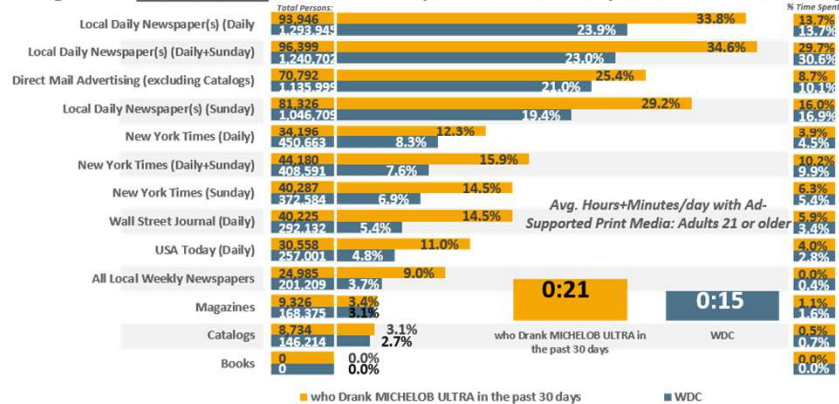


96,399 or 34.6% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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



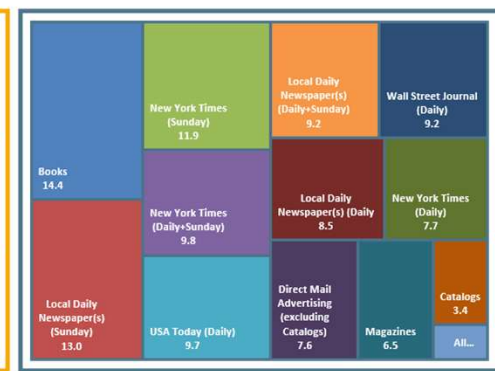
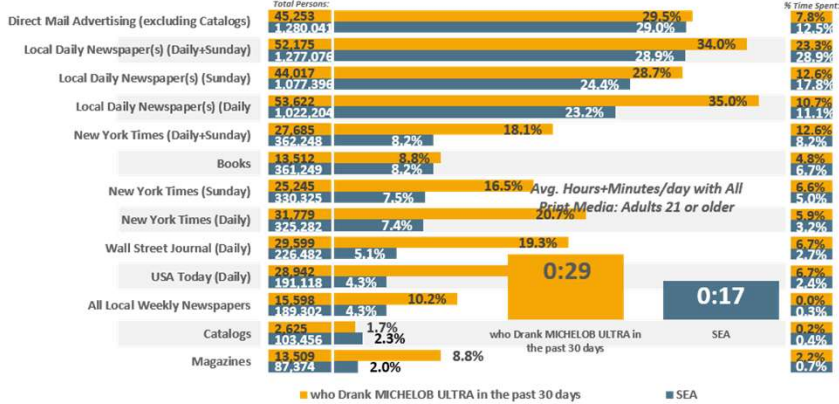
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



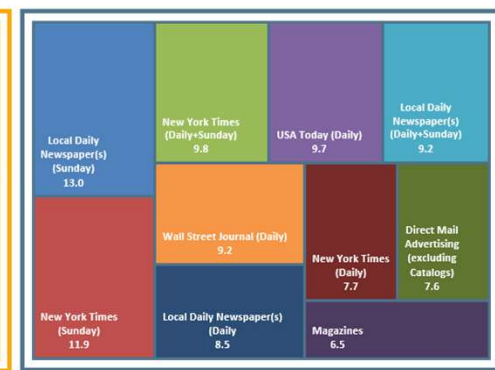
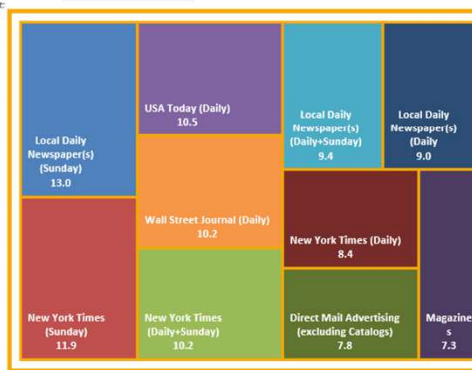
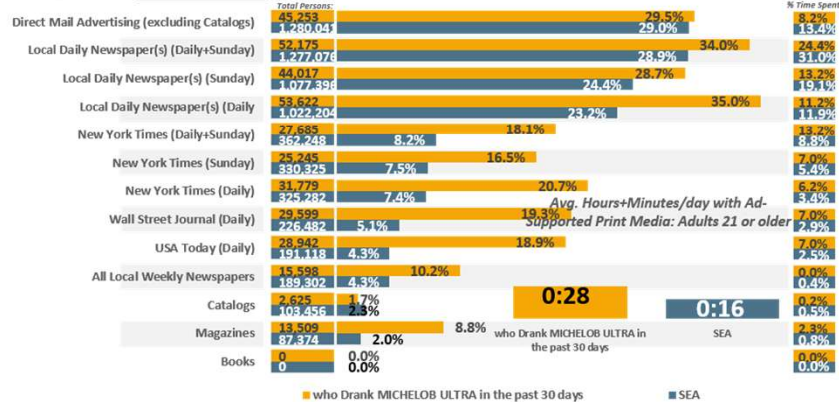


52,175 or 34.% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 24.4% of all time spent daily with All forms of Print Media.

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



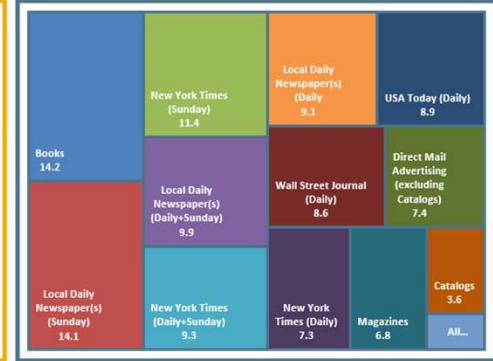
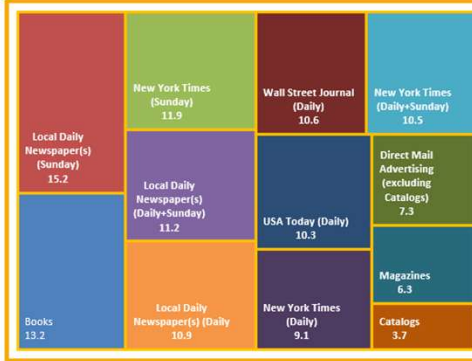
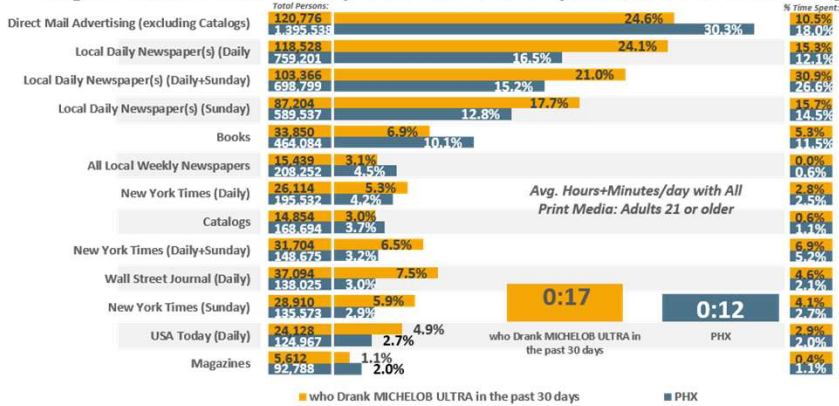
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



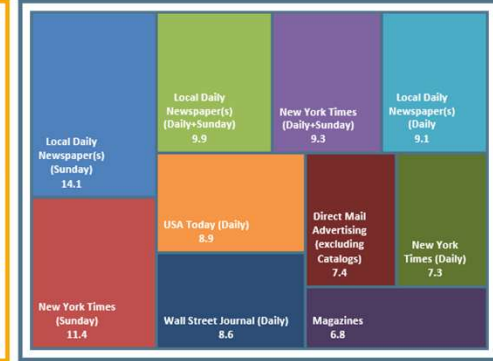
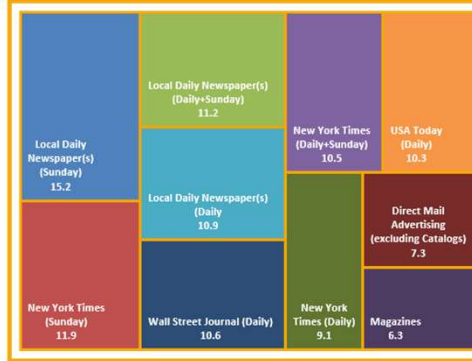
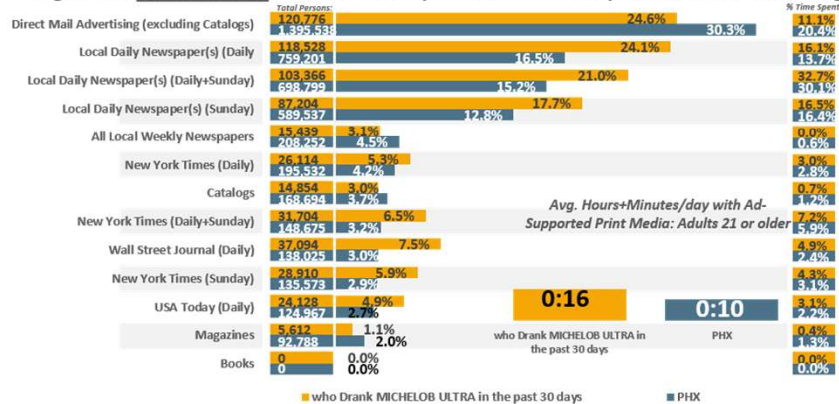


103,366 or 21.% of Adults 21 or older who Drank MICHELOB ULTRA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

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



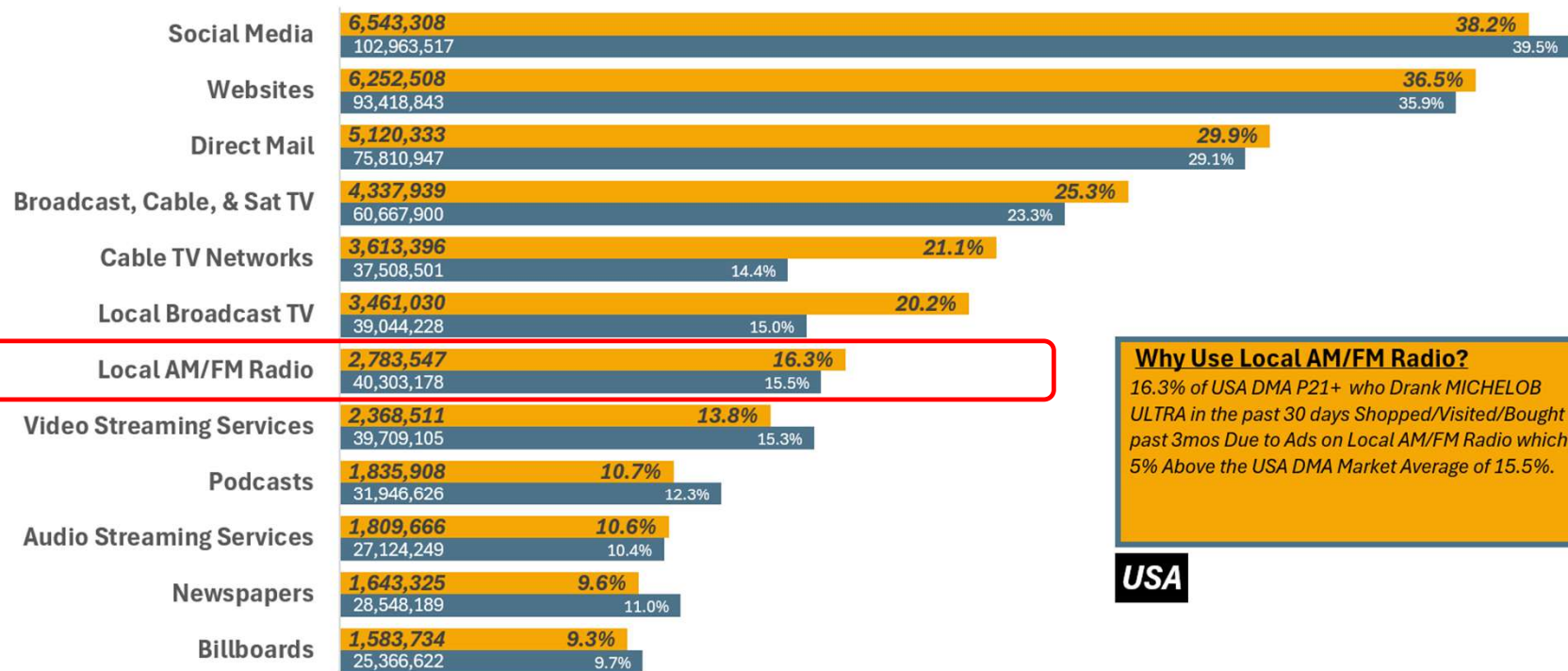
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.3% of USA DMA P21+ who Drank MICHELOB ULTRA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1616
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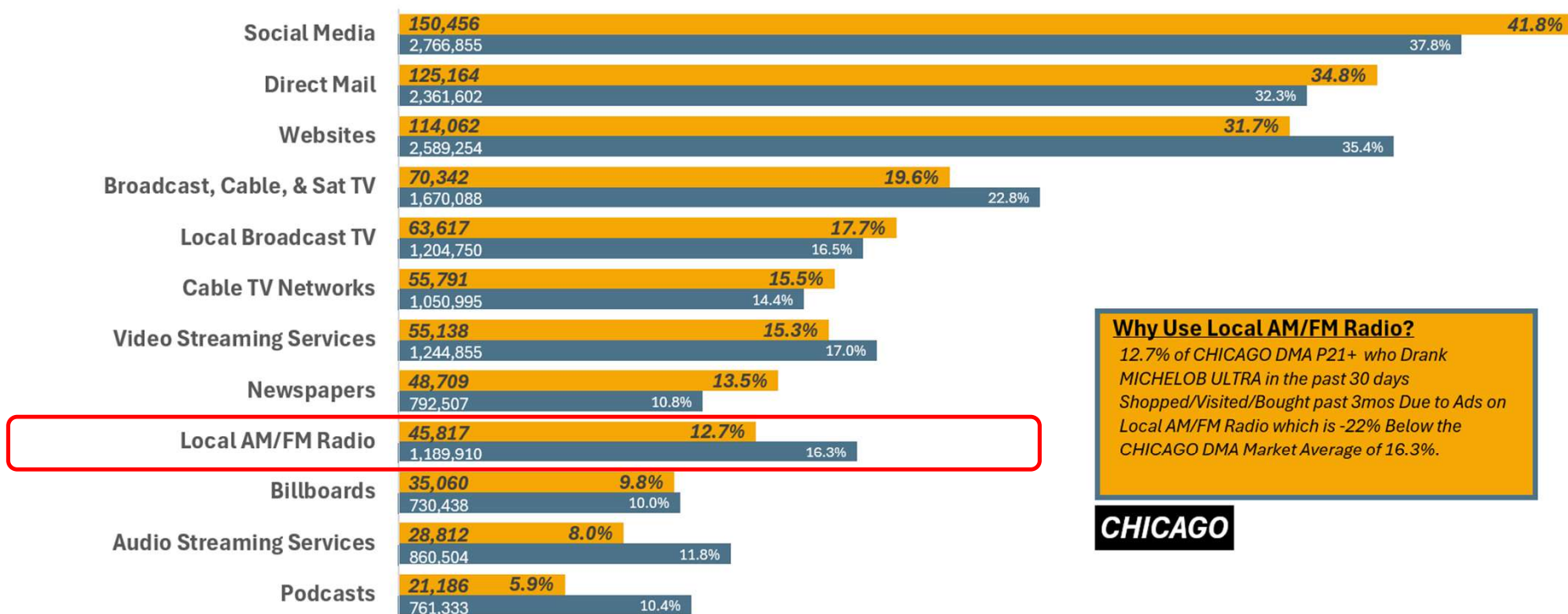
Share of Everything
for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 12.7% of CHICAGO DMA P21+ who Drank MICHELOB ULTRA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the CHICAGO DMA Market Average of 16.3%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 222
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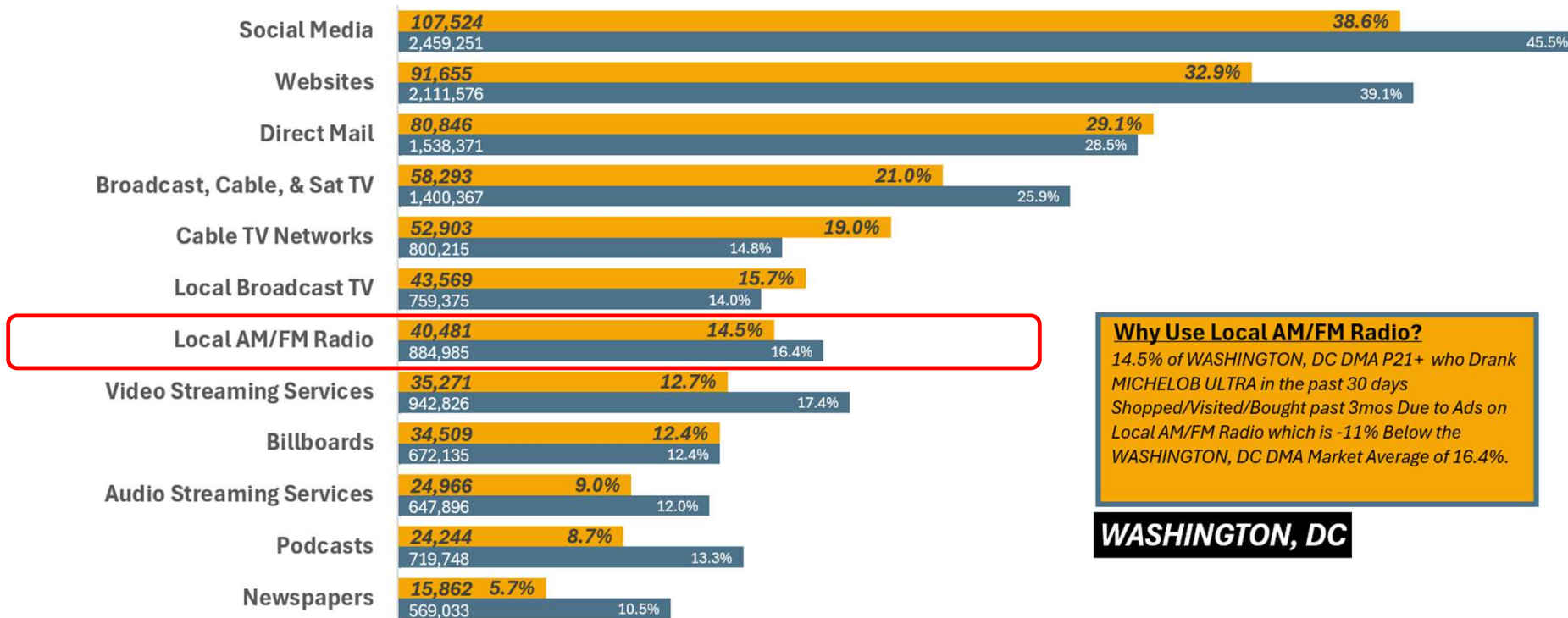
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.5% of WASHINGTON, DC DMA P21+ who Drank MICHELOB ULTRA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the WASHINGTON, DC DMA Market Average of 16.4%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 326
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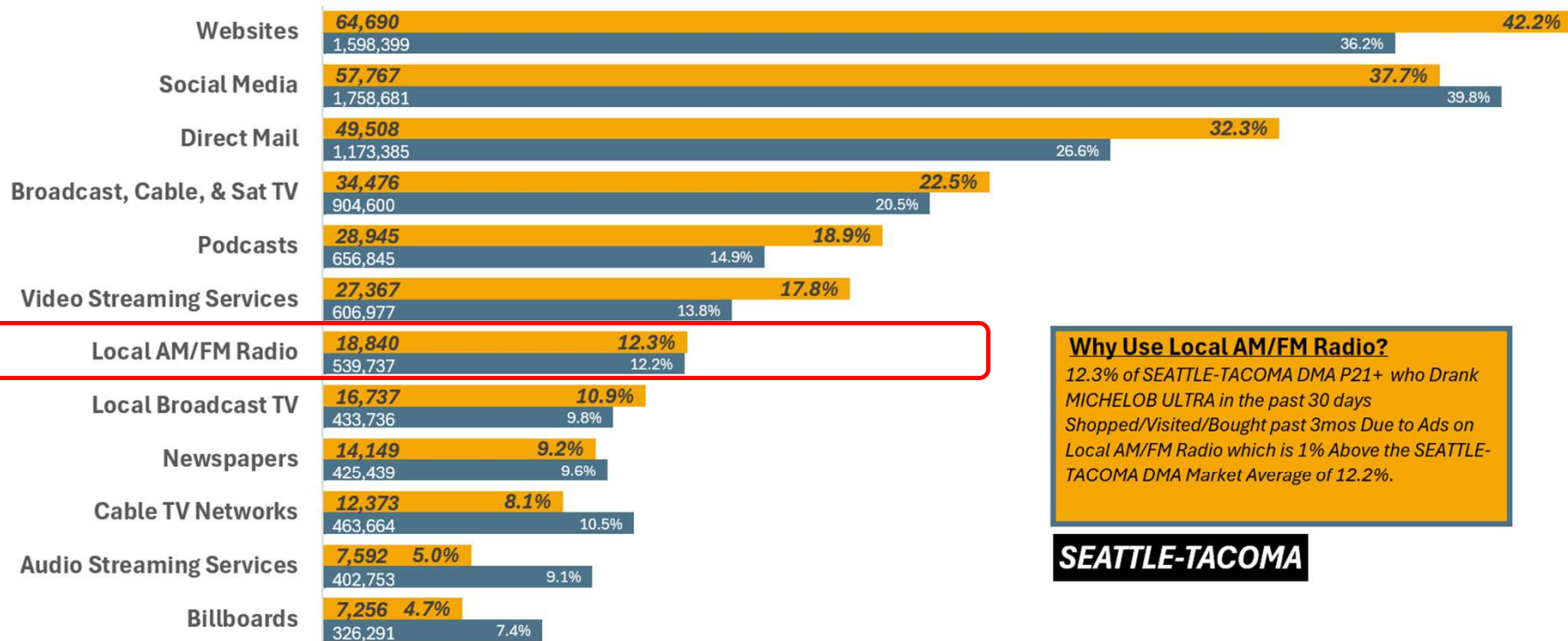
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.3% of SEATTLE-TACOMA DMA P21+ who Drank MICHELOB ULTRA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the SEATTLE-TACOMA DMA Market Average of 12.2%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 132
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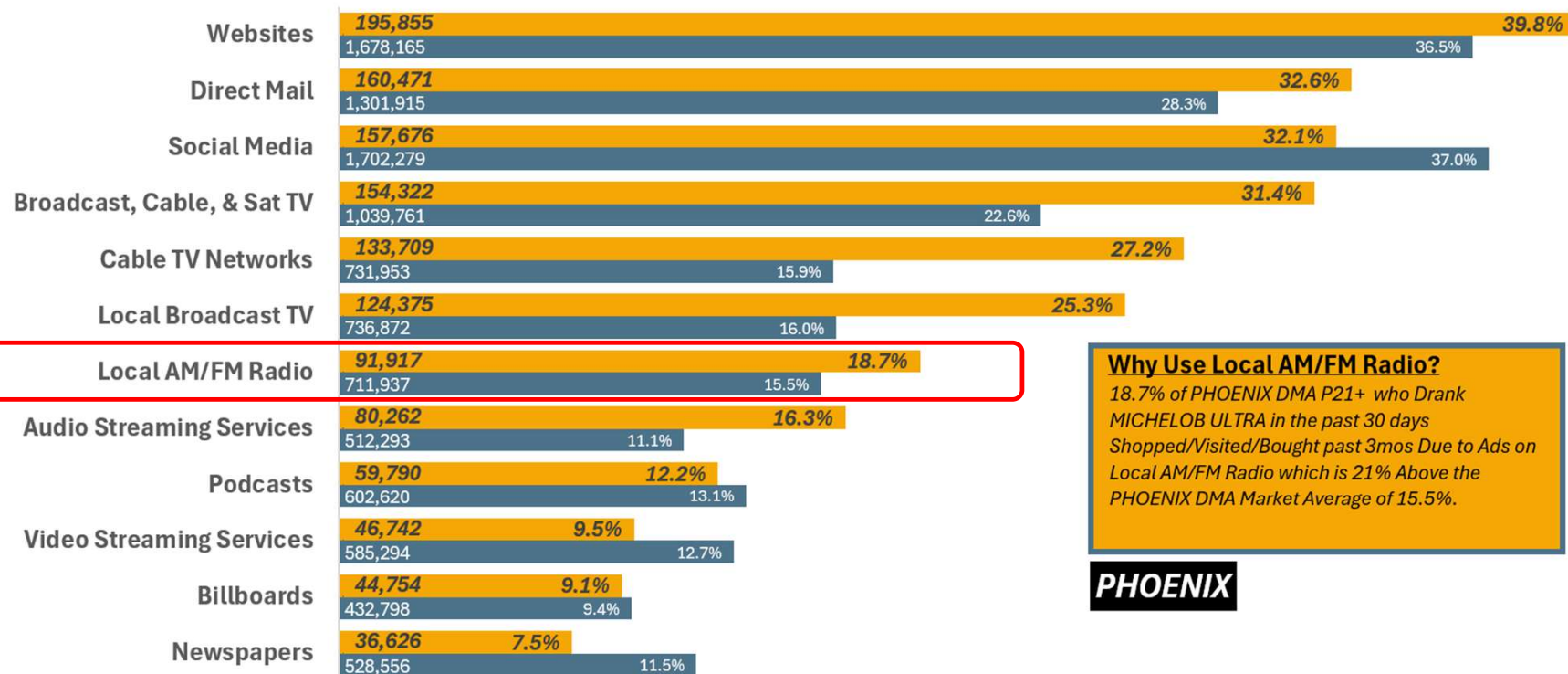
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.7% of PHOENIX DMA P21+ who Drank MICHELOB ULTRA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 213
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Michelob Ultra]]