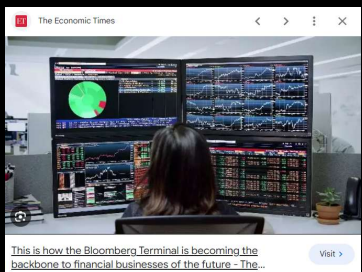


USA+4 DMAs – P21+ who Drank BUD LIGHT in the past 30 days!

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 BUD LIGHT in the past 30 days as of March 31, 2026.**



P21+

 **AB InBev**



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: Bud Light)]





5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 47.8 years old (5.% younger than average) and have a \$95,866 (3.1% lower than average) annual household income.

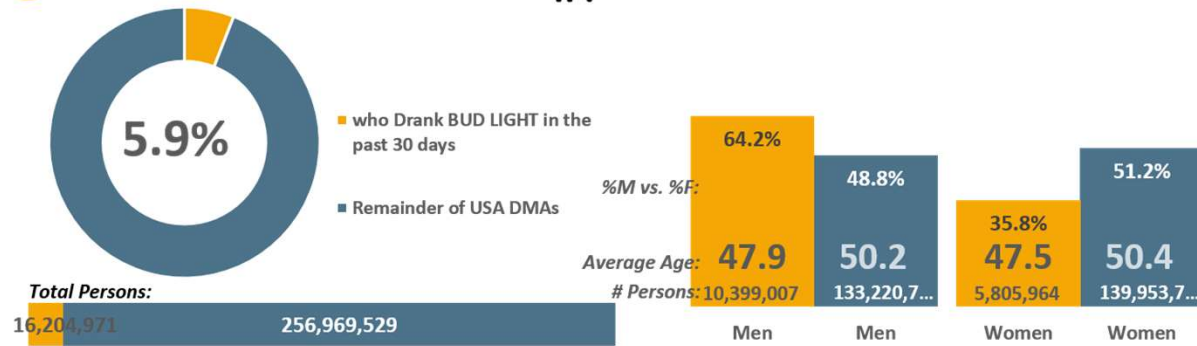


Percent of Market: Adults 21 or older

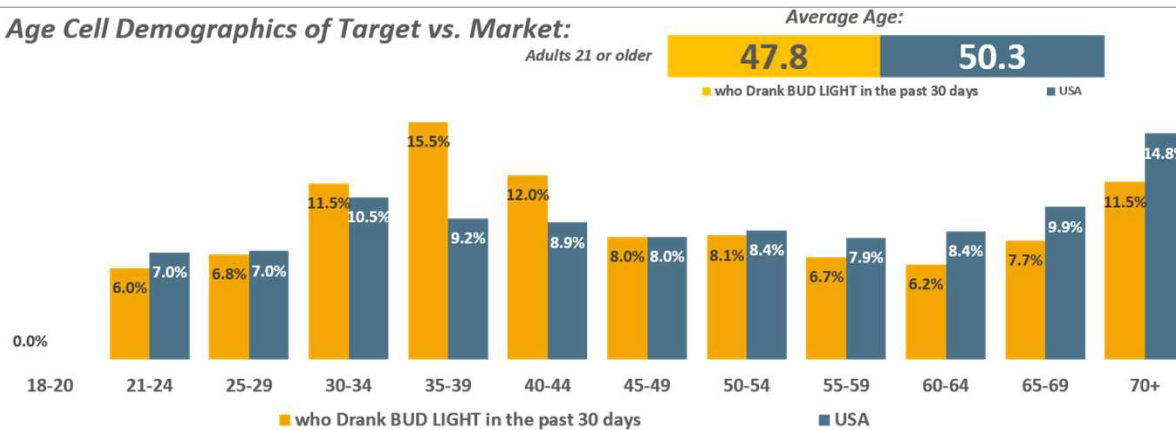


Gender of Target vs. Market: Adults 21 or older

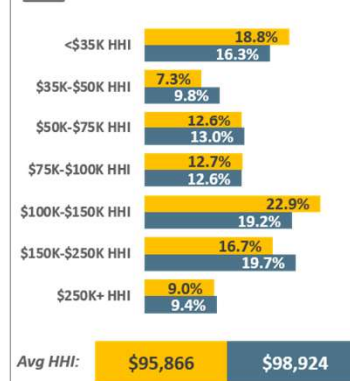
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



6.0% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 45.4 years old (8.8% younger than average) and have a \$103,743 (7.5% lower than average) annual household income.

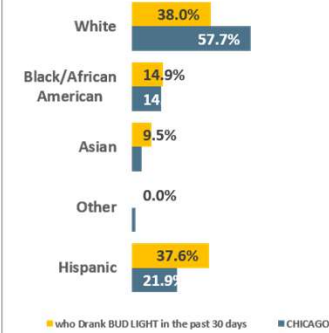
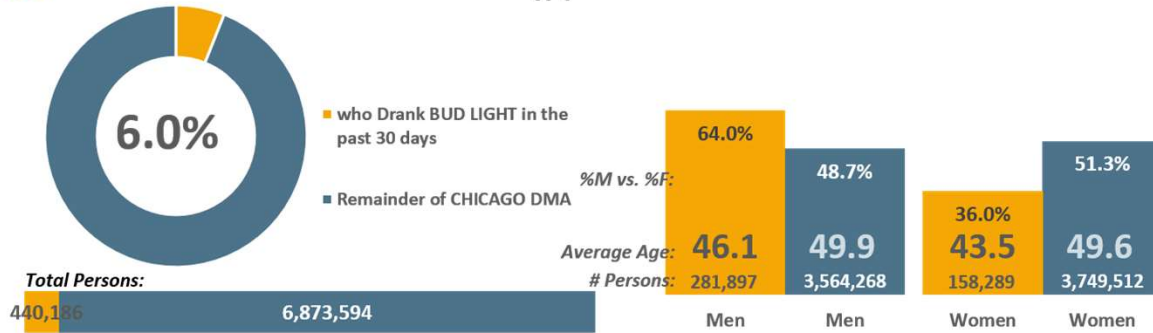


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

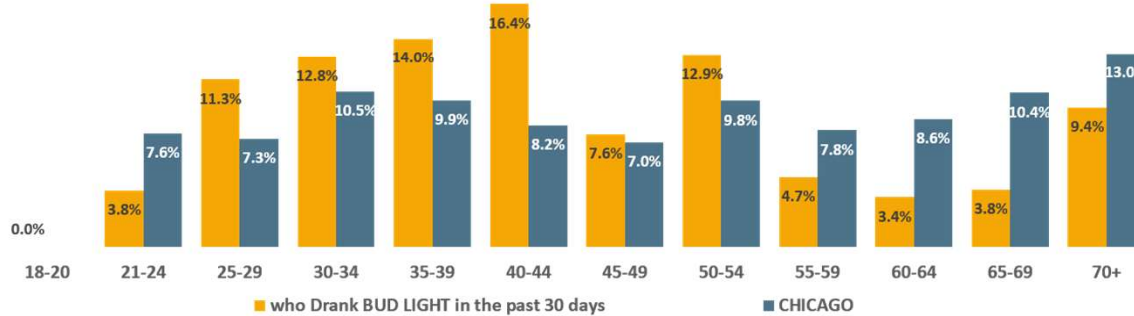
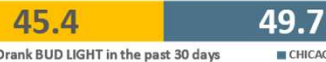
Ethnicity of Target vs. Market:



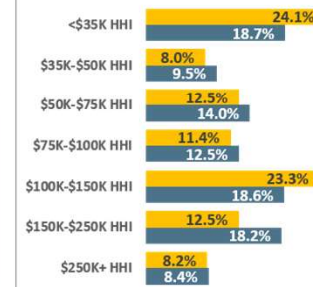
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 21 or older



HHI of Target vs. Market:



Avg HHI: \$103,743 (Target) vs \$112,210 (Market)



3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 45.3 years old (9.3% younger than average) and have a \$148,204 (4.2% higher than average) annual household income.

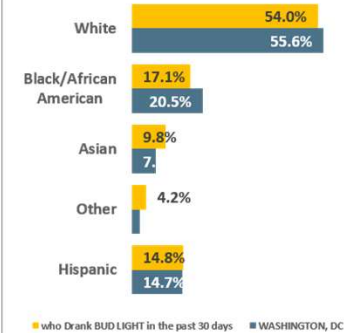
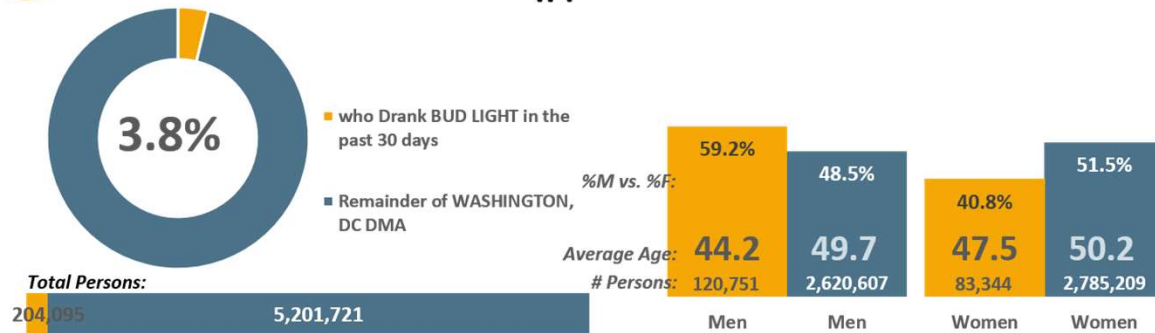


Percent of Market: Adults 21 or older

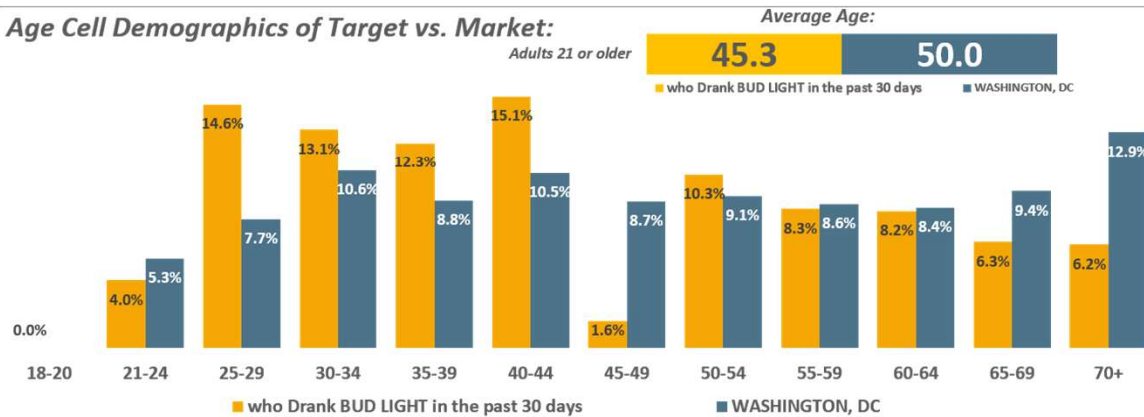


Gender of Target vs. Market: Adults 21 or older

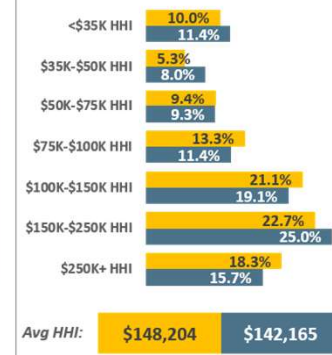
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



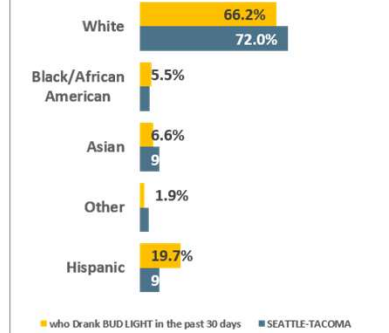
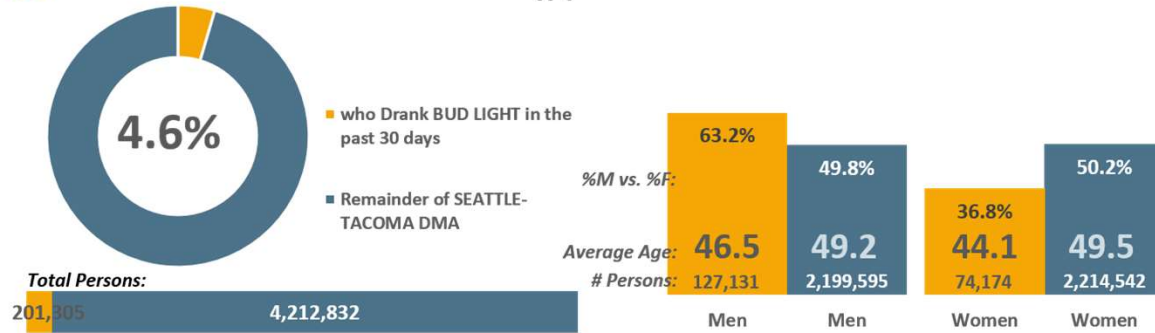
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

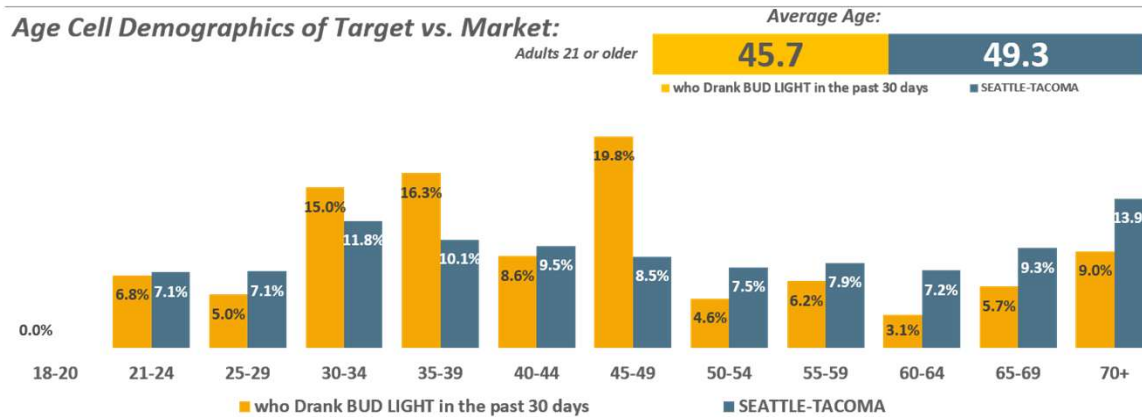


4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 45.7 years old (7.4% younger than average) and have a \$132,774 (2.3% higher than average) annual household income.

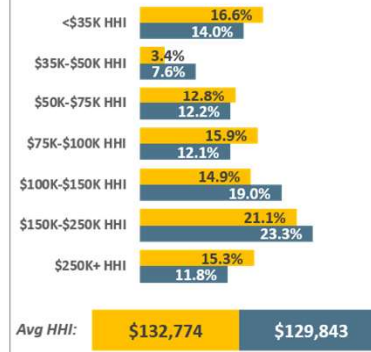
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 195
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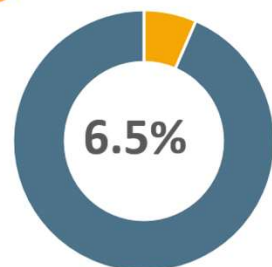
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Typical Adults 21 or older who Drank BUD LIGHT in the past 30 days are 50.3 years old (.1% younger than average) and have a \$102,960 (4.9% lower than average) annual household income.



Percent of Market: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days
 ■ Remainder of PHOENIX DMA

Total Persons:

300,098 4,303,630

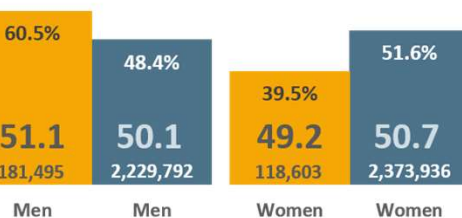


Gender of Target vs. Market: Adults 21 or older

%M vs. %F:

Average Age:

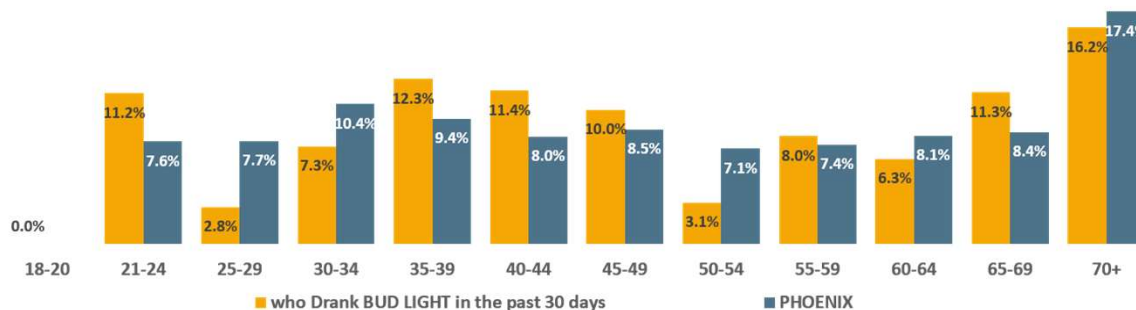
Persons:



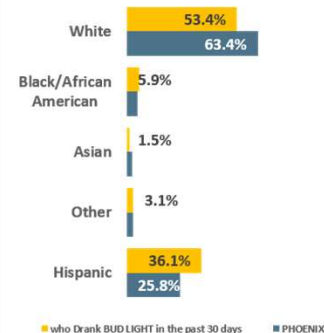
Age Cell Demographics of Target vs. Market:

Adults 21 or older

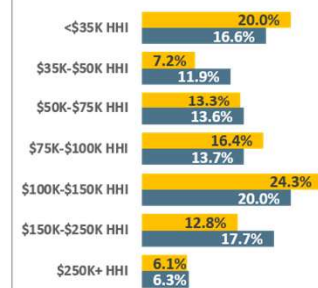
Average Age:



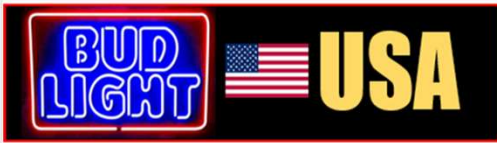
Ethnicity of Target vs. Market:



HHI of Target vs. Market:



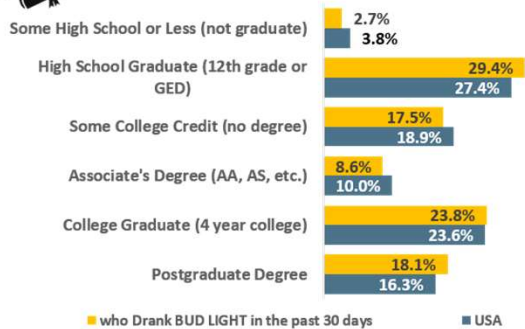
Avg HHI: \$102,960 \$108,276



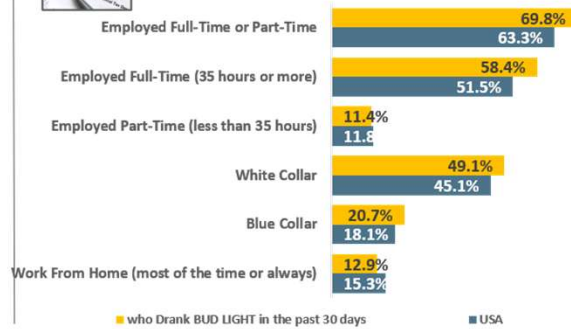
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.1% more likely to be a college graduate, 13.3% more likely to work full-time, 3.9% more likely to be married, 38.8% more likely to be a parent of 1 or more children under 18.



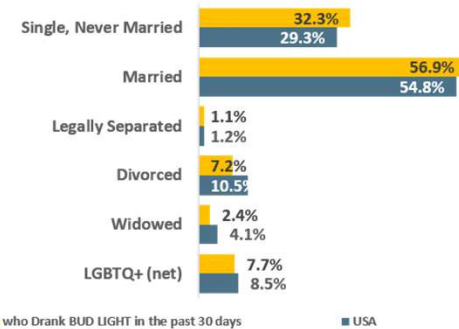
Education Levels: Adults 21 or older



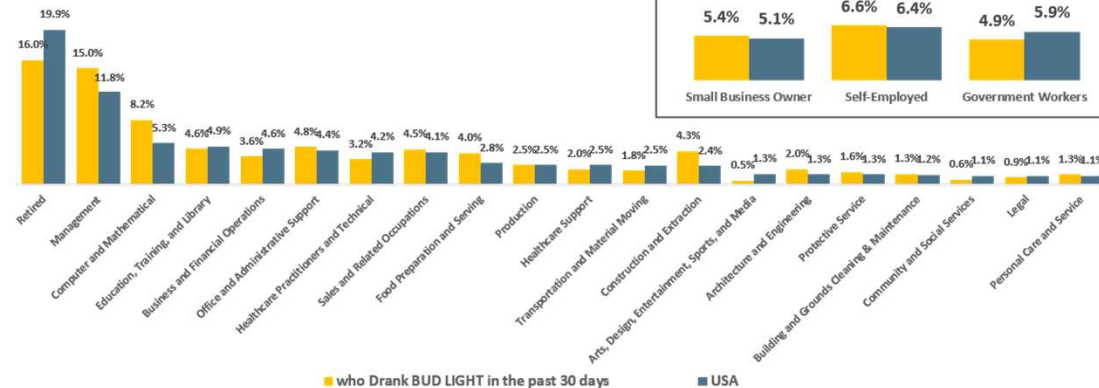
Employment: Adults 21 or older



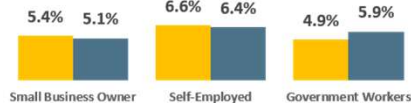
Marital Status: Adults 21 or older



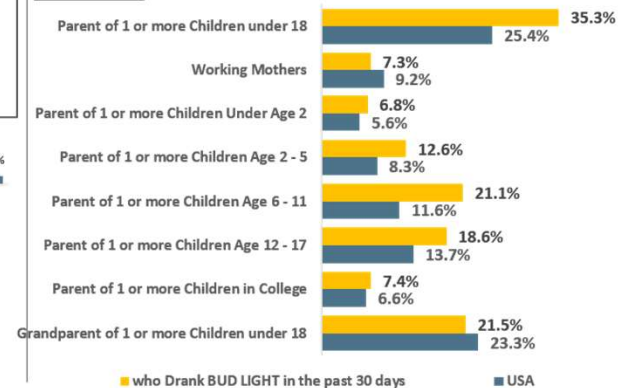
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

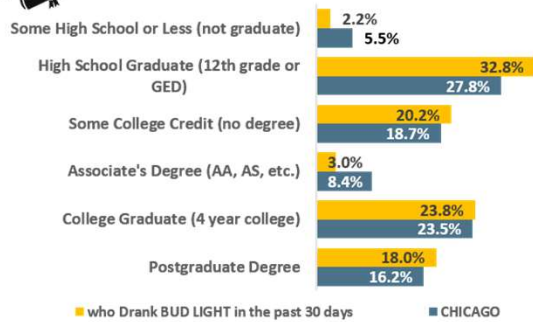
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



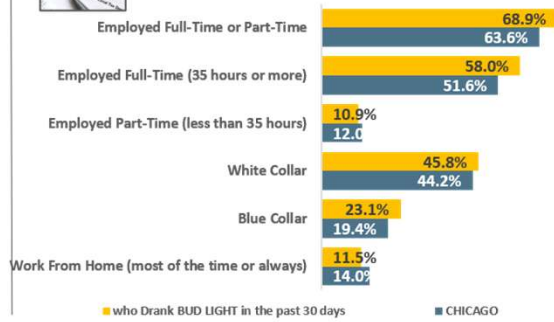
6.6% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.5% more likely to be a college graduate, 12.4% more likely to work full-time, 6.2% more likely to be married, 69.6% more likely to be a parent of 1 or more children under 18.



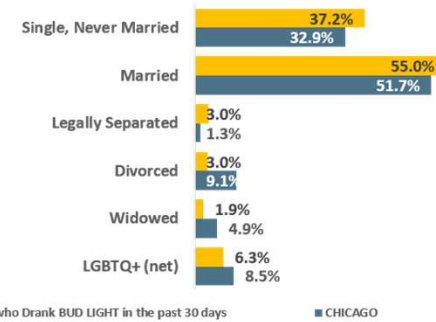
Education Levels: Adults 21 or older



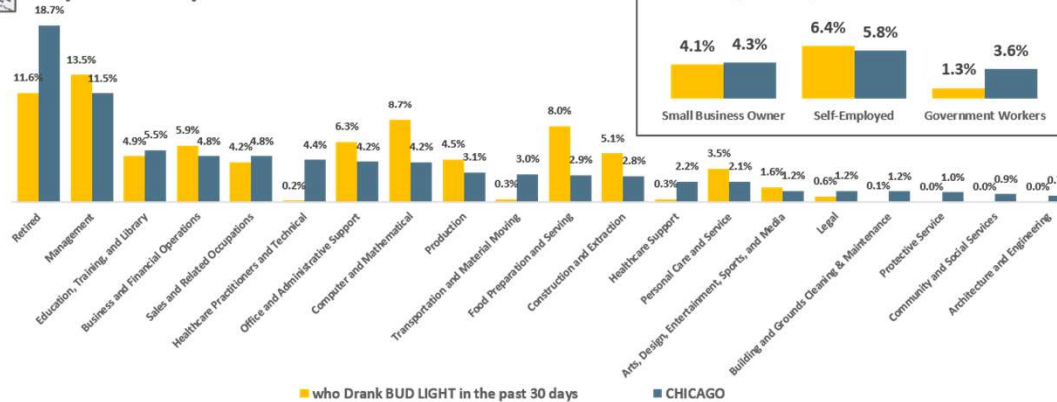
Employment: Adults 21 or older



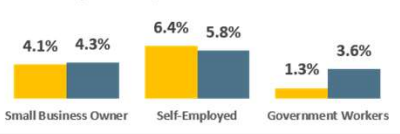
Marital Status: Adults 21 or older



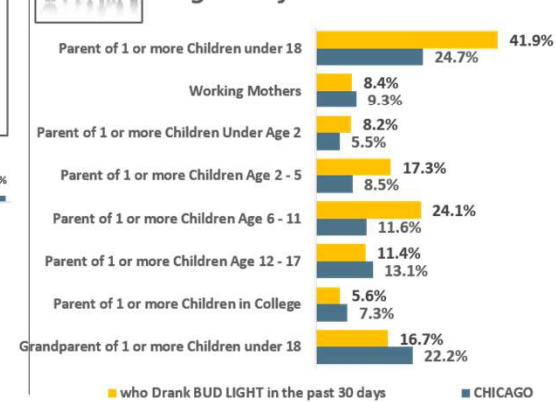
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

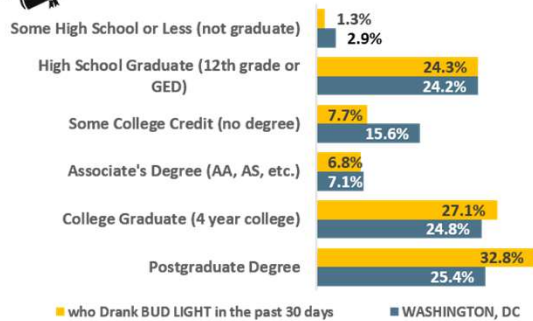




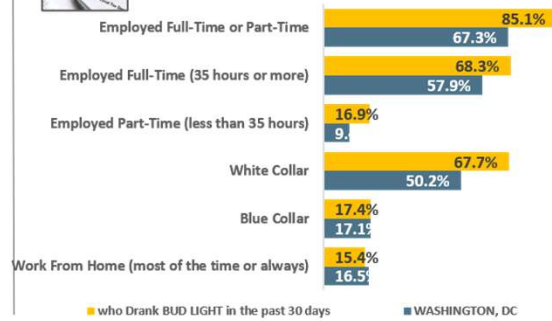
3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 19.5% more likely to be a college graduate, 17.8% more likely to work full-time, 4.5% more likely to be married, 26.8% more likely to be a parent of 1 or more children under 18.



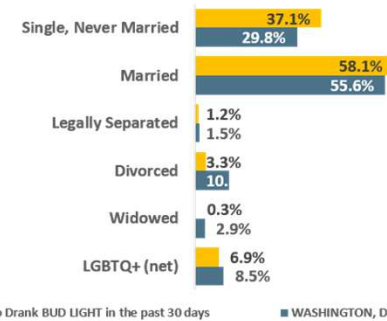
Education Levels: Adults 21 or older



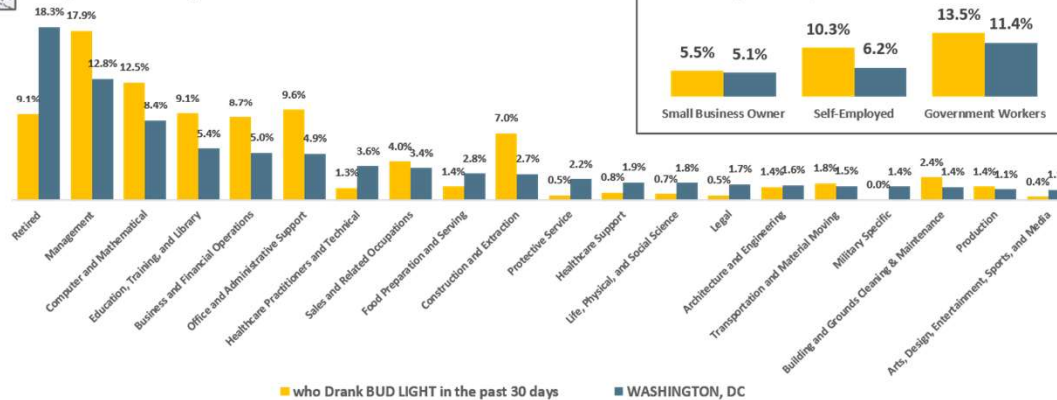
Employment: Adults 21 or older



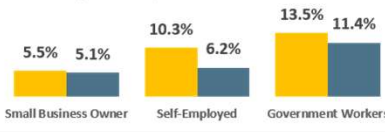
Marital Status: Adults 21 or older



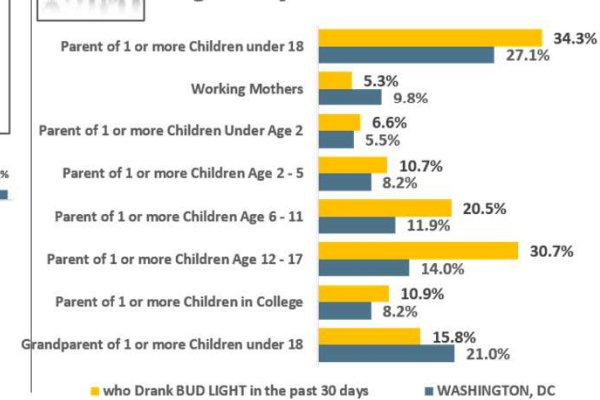
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

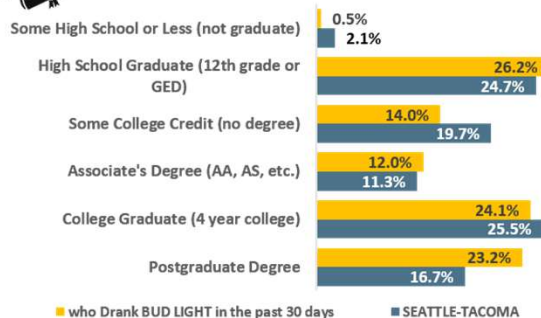




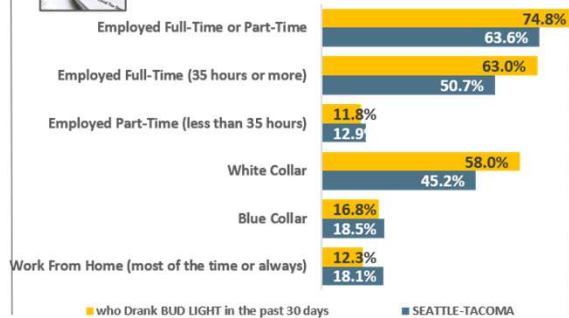
4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 12.1% more likely to be a college graduate, 24.2% more likely to work full-time, 9.2% more likely to be married, 69.8% more likely to be a parent of 1 or more children under 18.



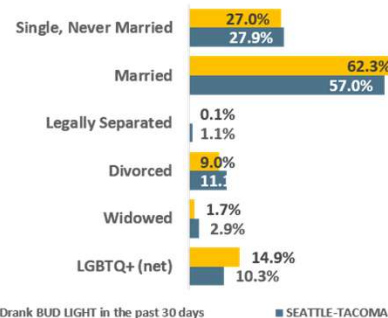
Education Levels: Adults 21 or older



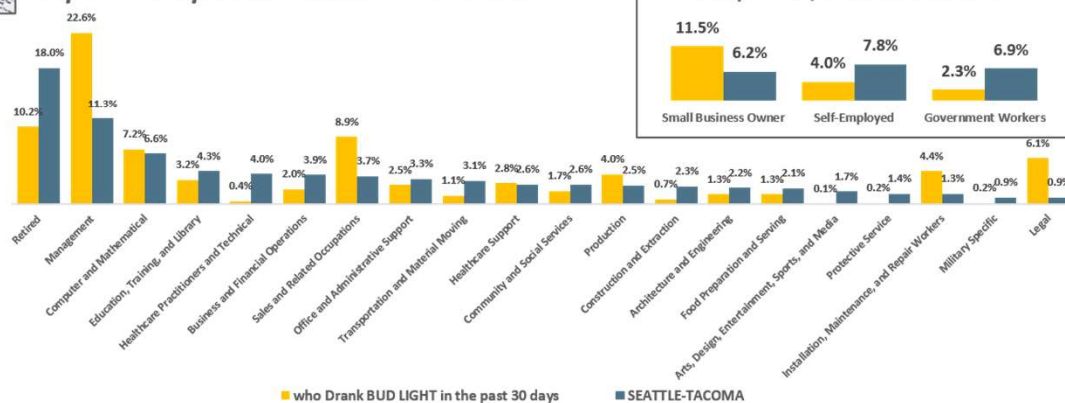
Employment: Adults 21 or older



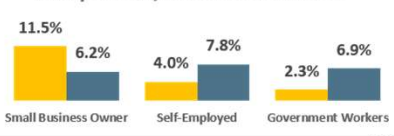
Marital Status: Adults 21 or older



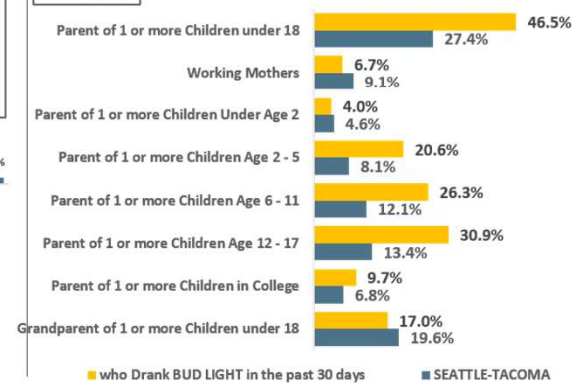
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

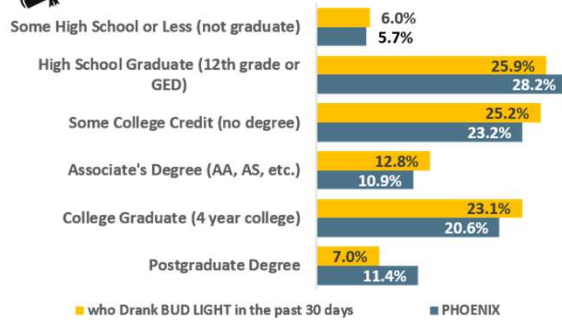




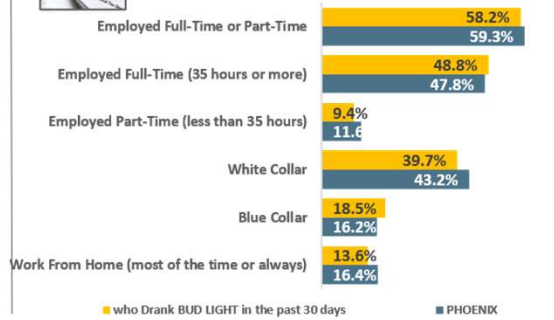
6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.9% less likely to be a college graduate, 2.2% more likely to work full-time, 9.4% less likely to be married, 2.9% less likely to be a parent of 1 or more children under 18.



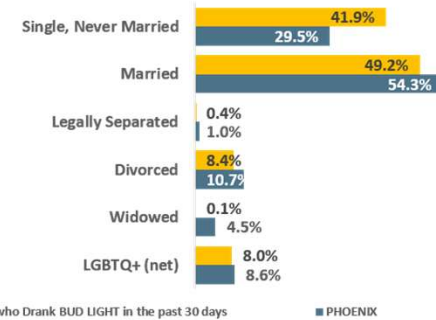
Education Levels: Adults 21 or older



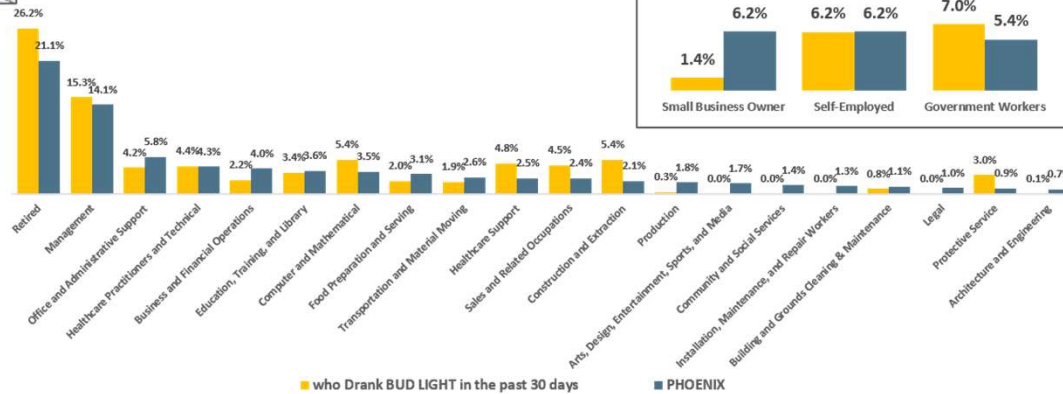
Employment: Adults 21 or older



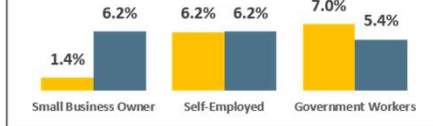
Marital Status: Adults 21 or older



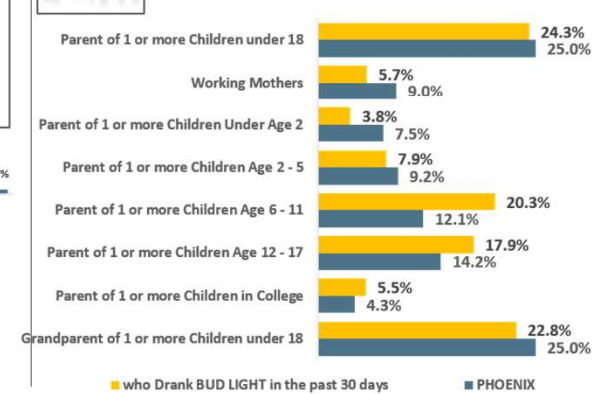
Top-20 Occupations: Adults 21 or older

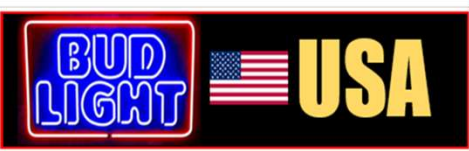


Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

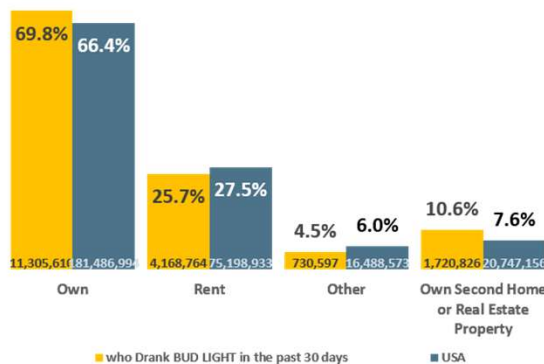




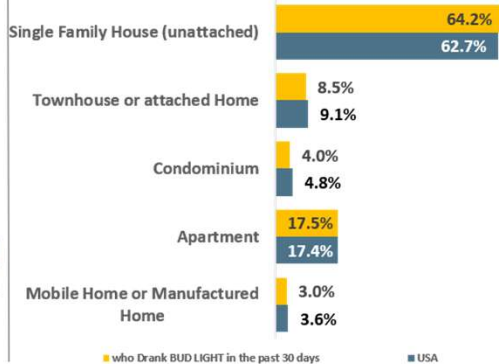
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.% more likely to own their home,
11.2% more likely to own a higher valued home, 2.5% more likely to have a single-family home, 28.7%
more likely to have a dog.



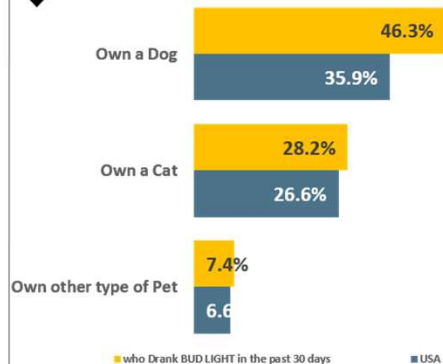
Own/Rent/Other: Adults 21 or older



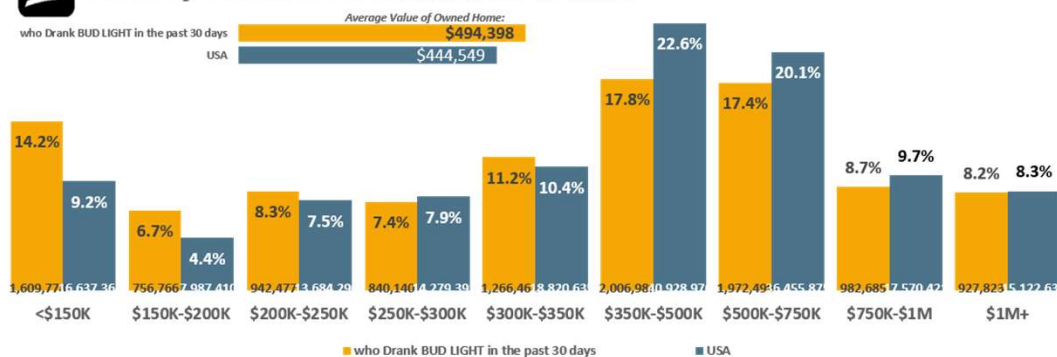
Type of Home: Adults 21 or older



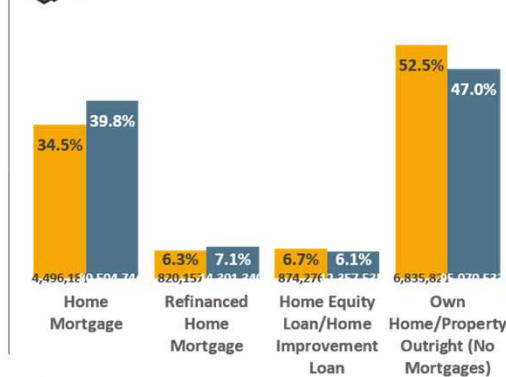
Pets in Home: Adults 21 or older



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 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26

Qual Intab 23,606

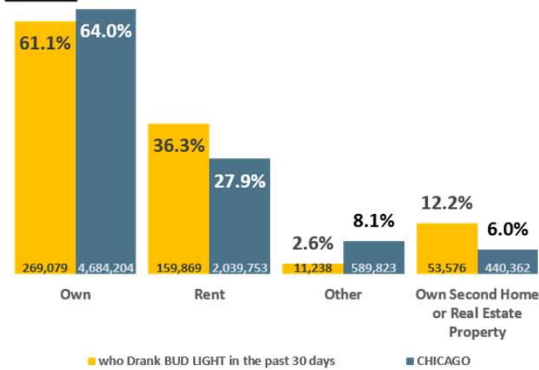
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



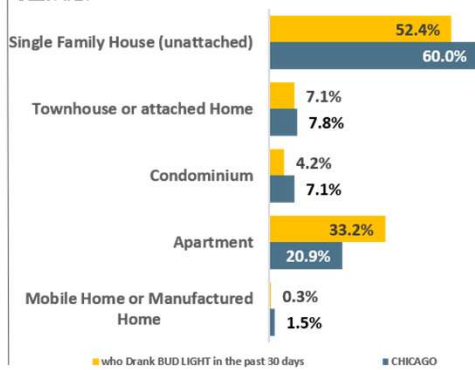
6.6% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 4.6% less likely to own their home, .8% more likely to own a lower valued home, 12.8% less likely to have a single-family home, 20.4% more likely to have a dog.



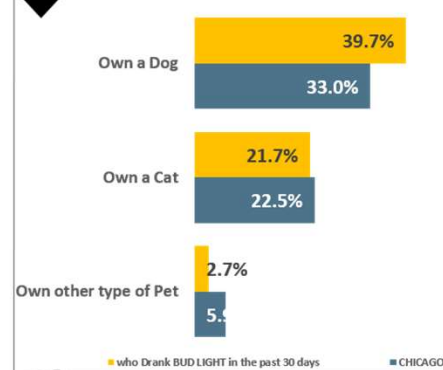
Own/Rent/Other: Adults 21 or older



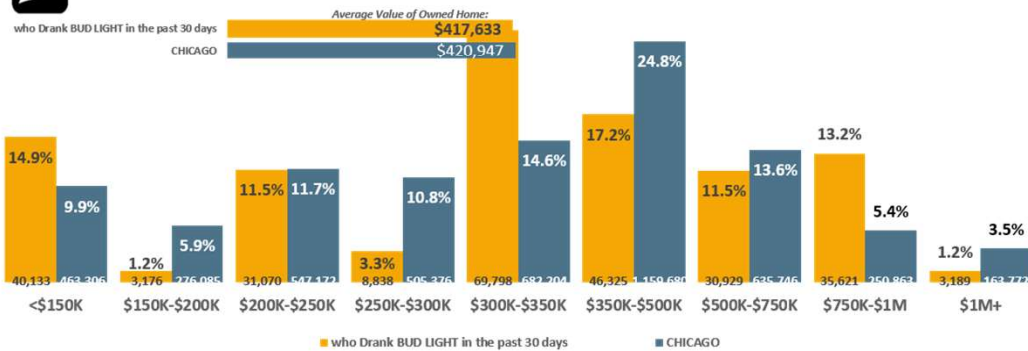
Type of Home: Adults 21 or older



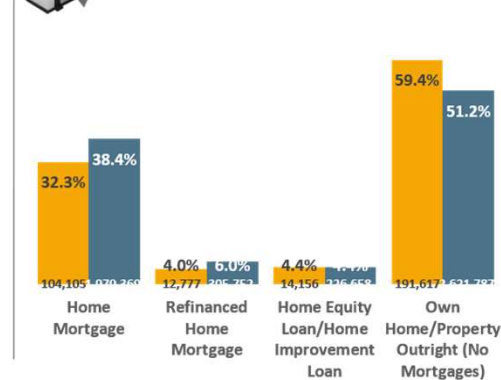
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

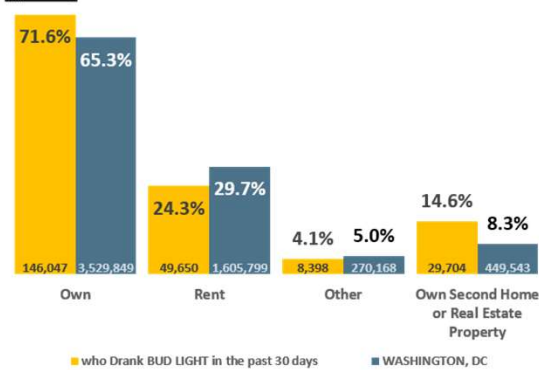




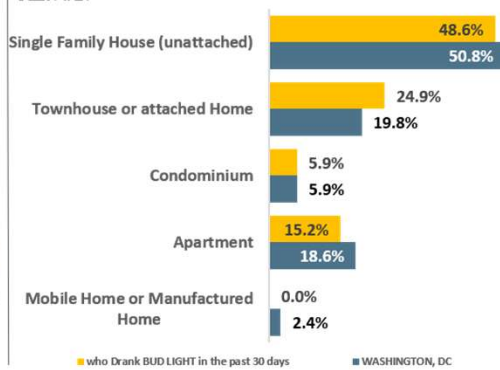
3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 9.6% more likely to own their home, 11.8% more likely to own a lower valued home, 4.2% less likely to have a single-family home, 74.2% more likely to have a dog.



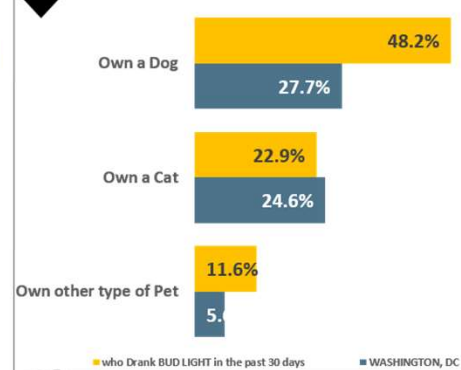
Own/Rent/Other: Adults 21 or older



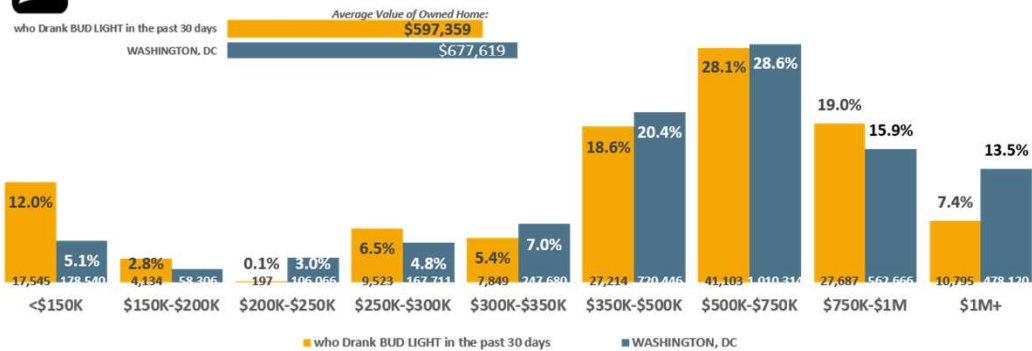
Type of Home: Adults 21 or older



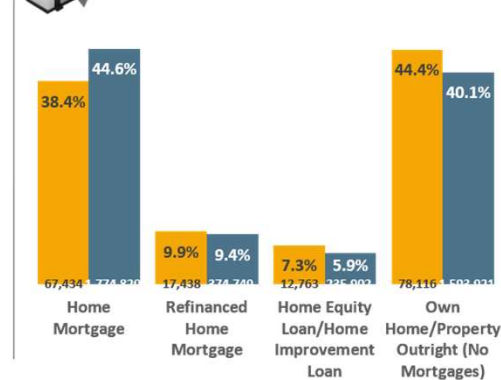
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



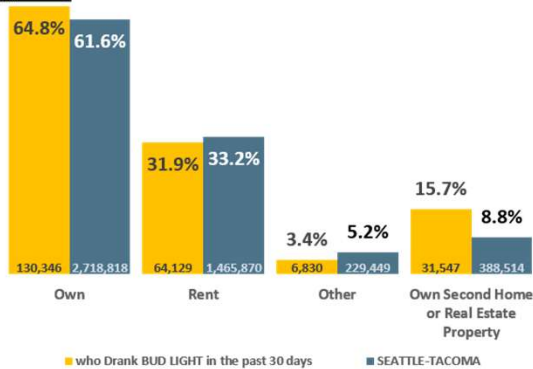
Home Loans: Adults 21 or older



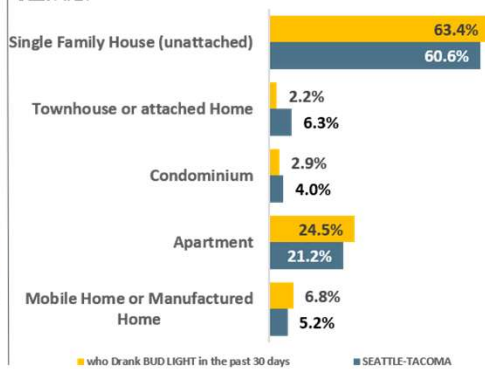


4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 5.1% more likely to own their home, 1.6% more likely to own a higher valued home, 4.5% more likely to have a single-family home, 30.5% more likely to have a dog.

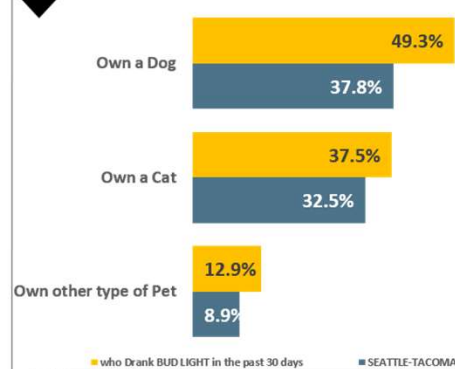
Own/Rent/Other: Adults 21 or older



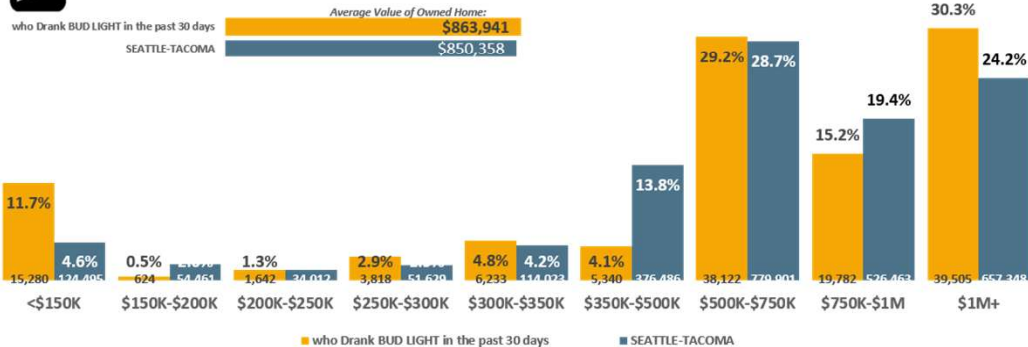
Type of Home: Adults 21 or older



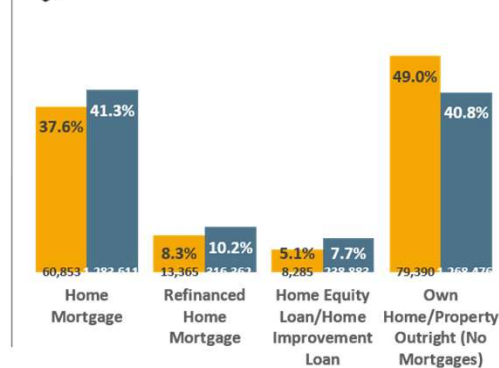
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



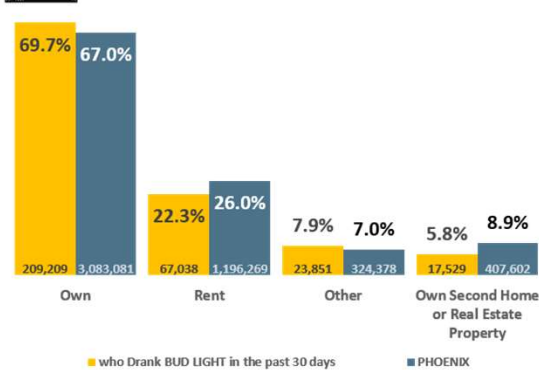
Home Loans: Adults 21 or older



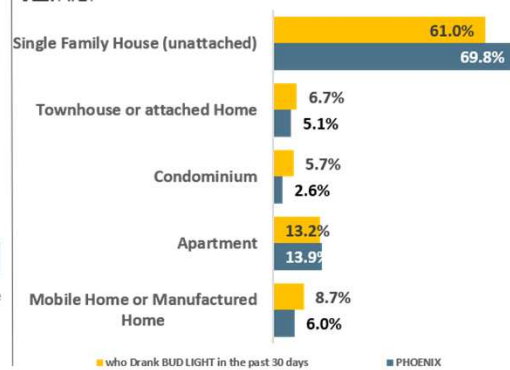


6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 4.1% more likely to own their home, 10.2% more likely to own a lower valued home, 12.6% less likely to have a single-family home, 28.2% more likely to have a dog.

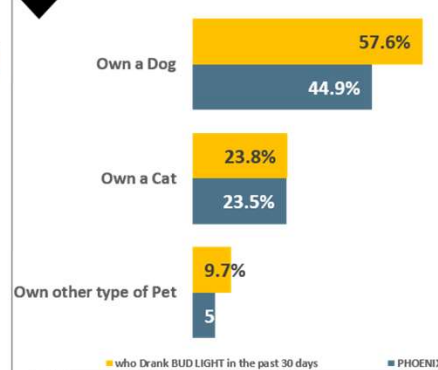
Own/Rent/Other: Adults 21 or older



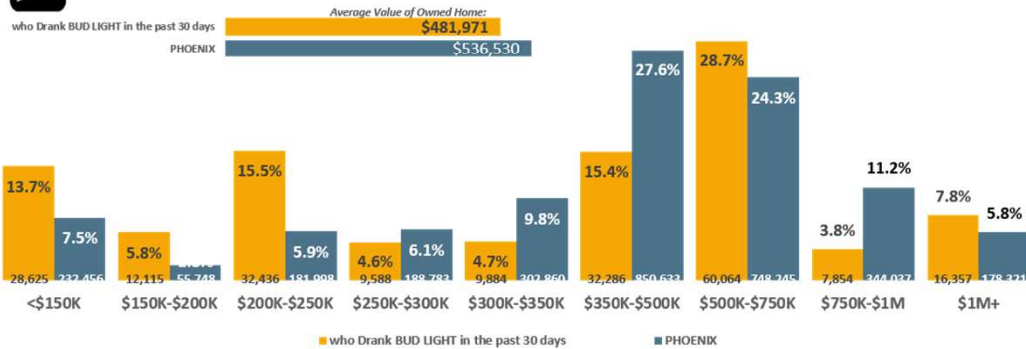
Type of Home: Adults 21 or older



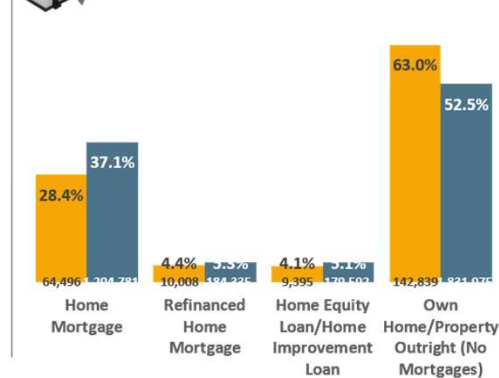
Pets in Home: Adults 21 or older

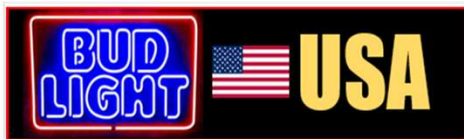


Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

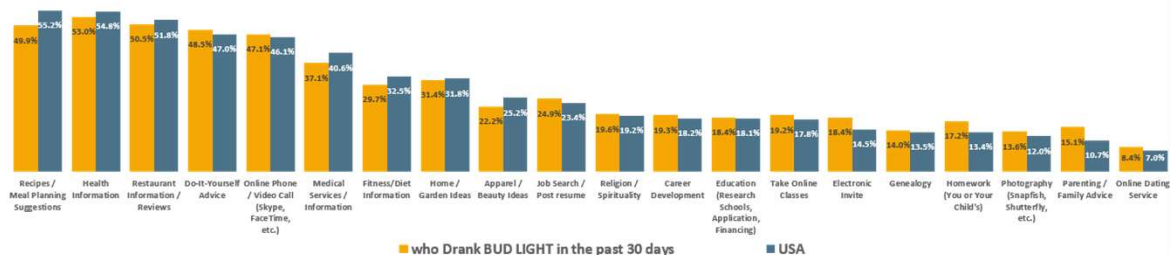




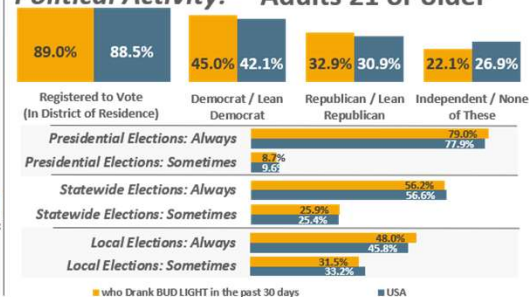
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 3.2% more likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 30.8% more likely to belong to a gym, 23.9% more likely to fly domestic past yr.



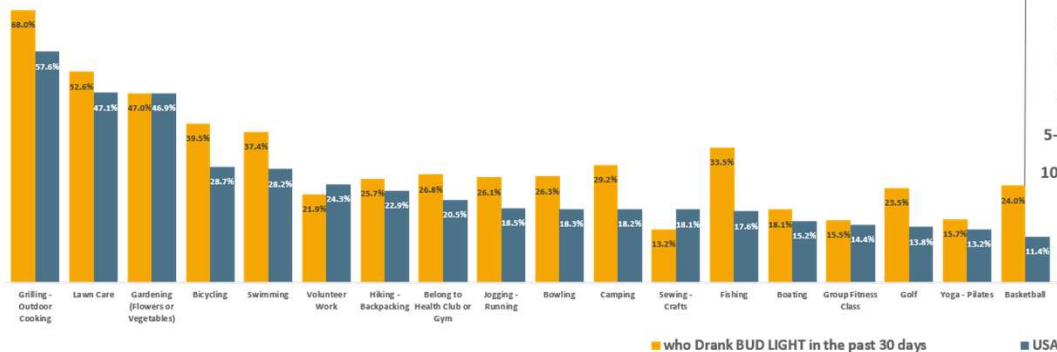
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



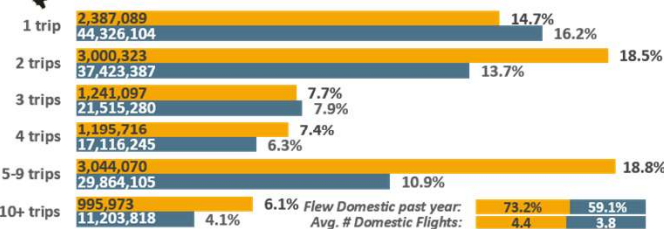
Political Activity: Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

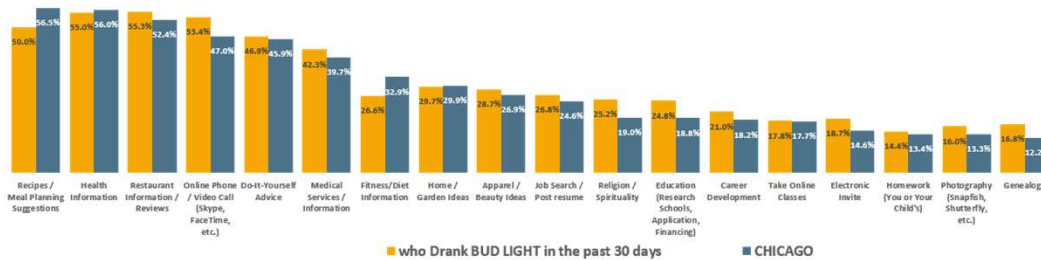
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



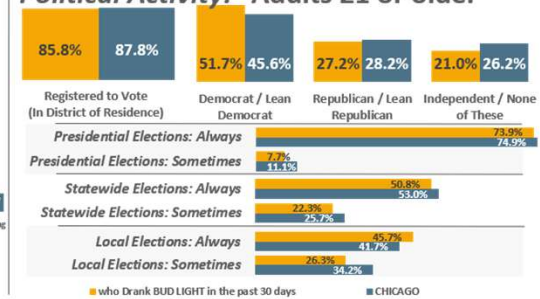
6.6% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 2.1% more likely to look up D-I-Y advice online, 9.5% more likely to always vote in local elections, 32.5% more likely to belong to a gym, 32.8% more likely to fly domestic past yr.



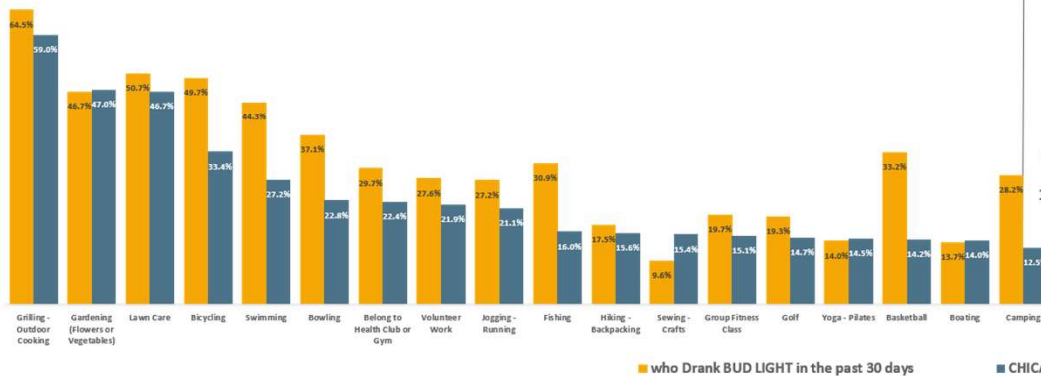
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



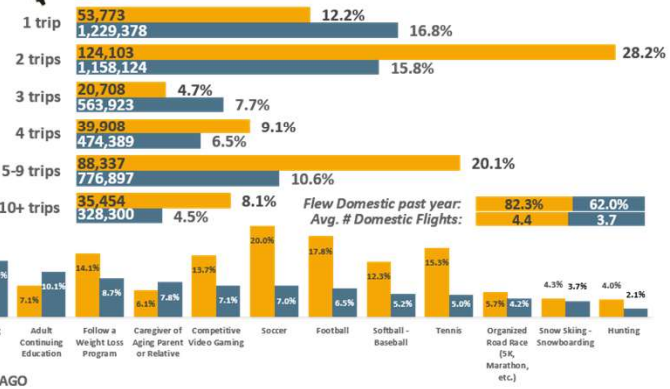
Political Activity: Adults 21 or older



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



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

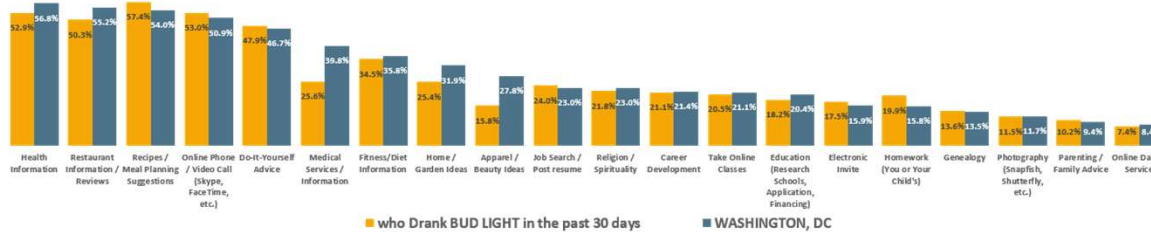




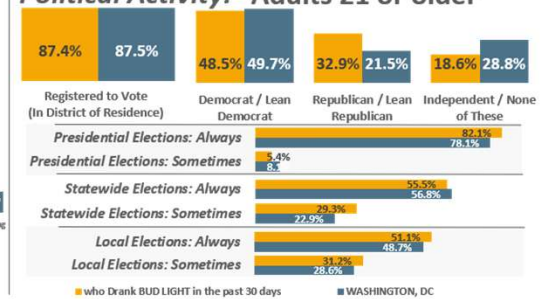
3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 2.5% more likely to look up D-I-Y advice online, 5.% more likely to always vote in local elections, 123.2% more likely to belong to a gym, 32.5% more likely to fly domestic past yr.



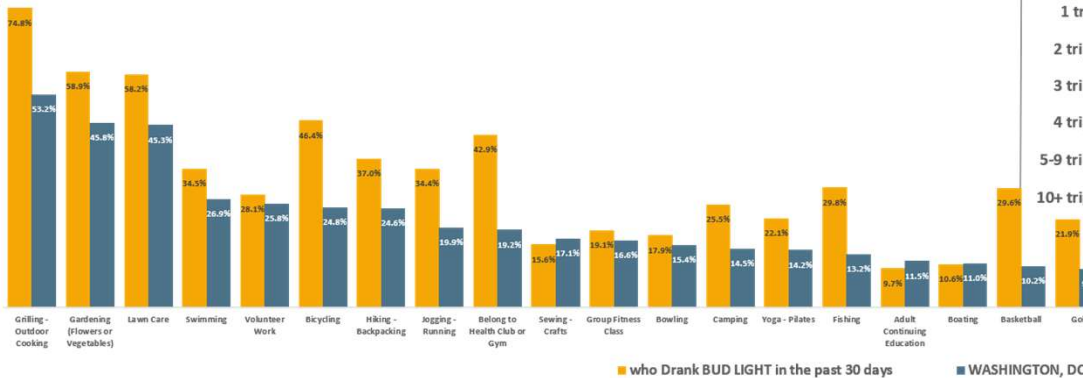
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



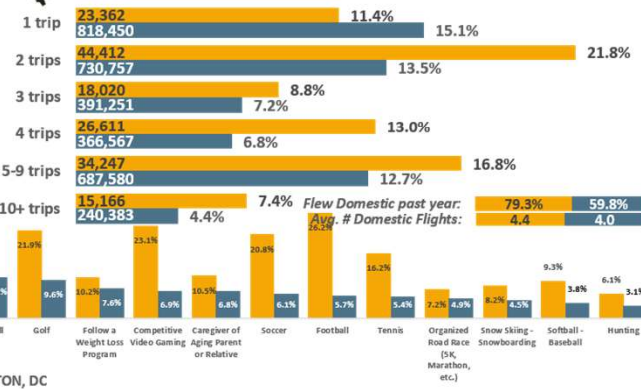
Political Activity: Adults 21 or older



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



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

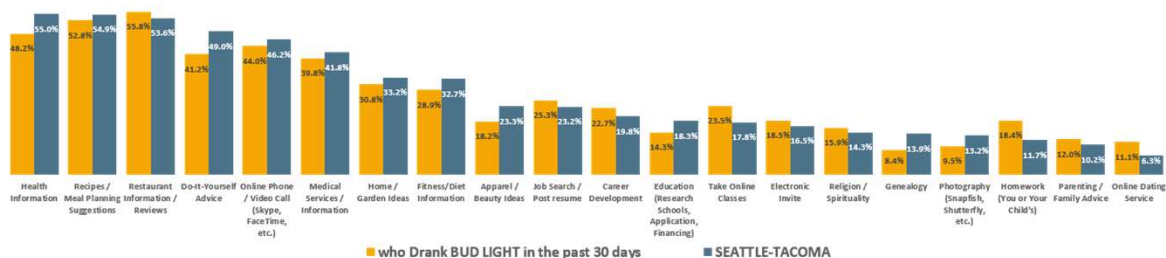




4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 15.9% less likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 13.3% more likely to belong to a gym, 30.2% more likely to fly domestic past yr.

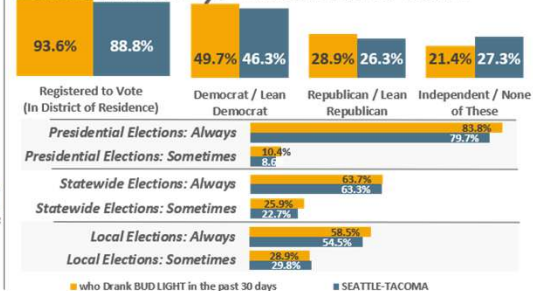


Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ SEATTLE-TACOMA

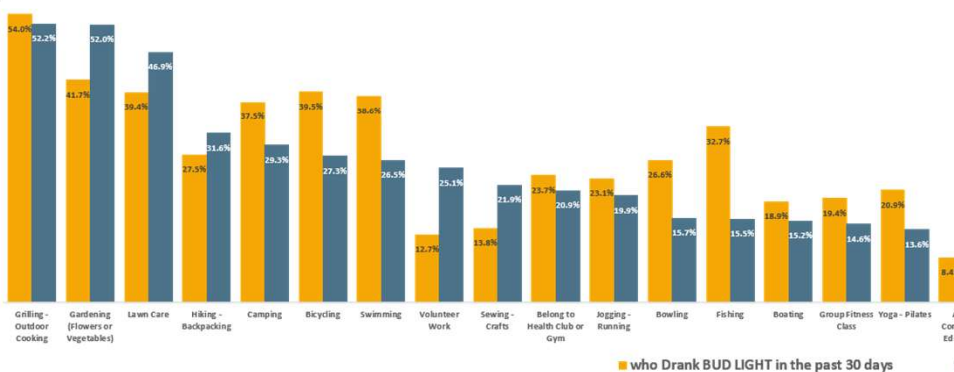
Political Activity: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ SEATTLE-TACOMA



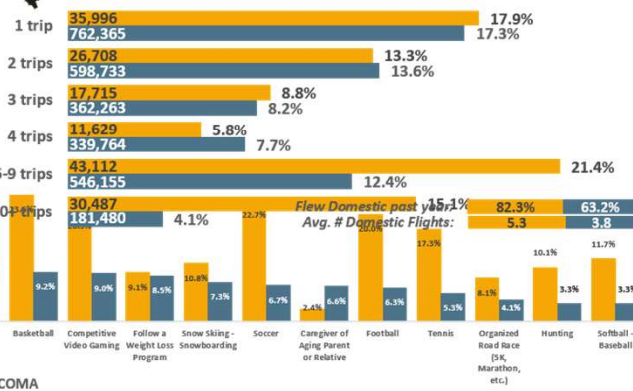
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ SEATTLE-TACOMA



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

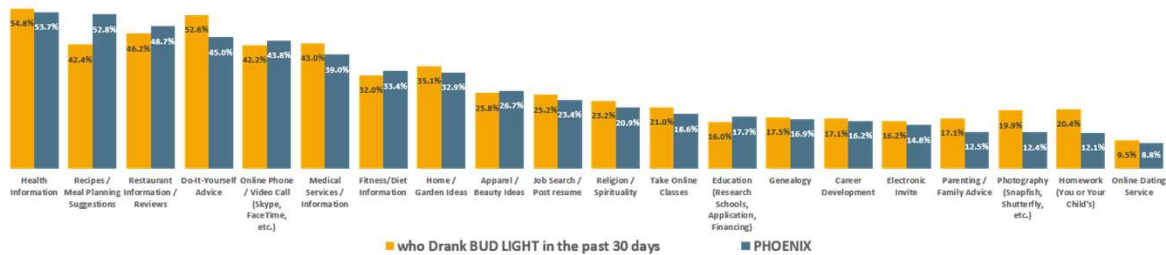




6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 17.% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 13.% more likely to belong to a gym, 12.% more likely to fly domestic past yr.

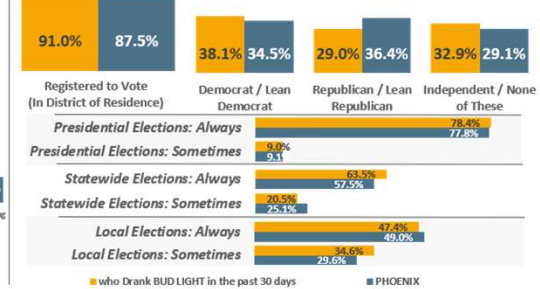


Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ PHOENIX

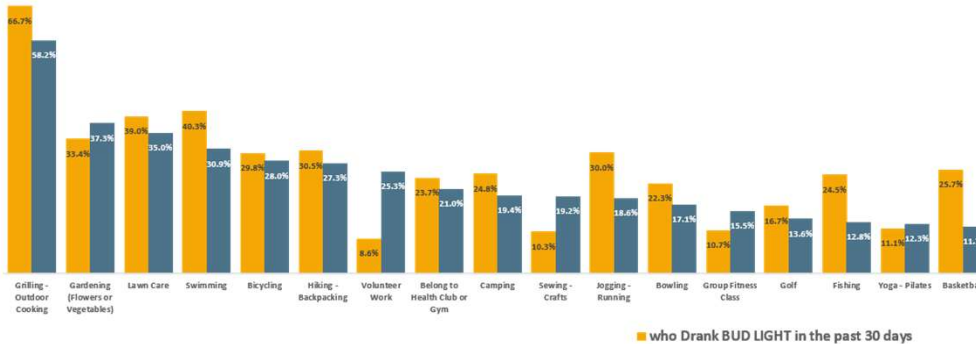
Political Activity: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ PHOENIX



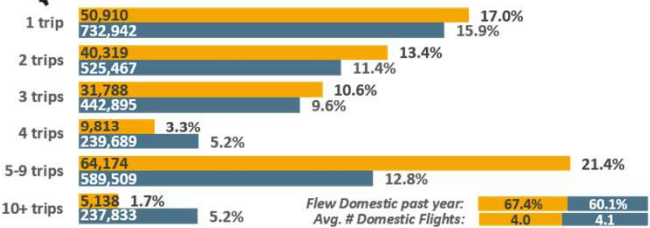
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



■ who Drank BUD LIGHT in the past 30 days ■ PHOENIX



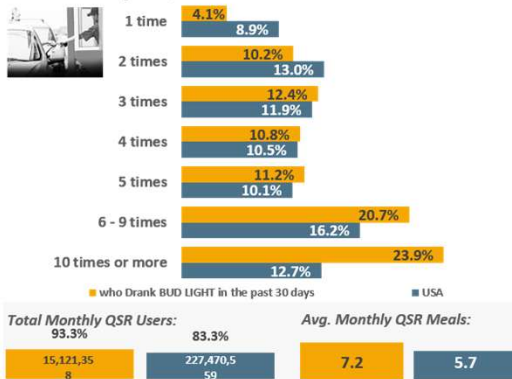
Past 12-months Domestic Airline Trips: Adults 21 or older



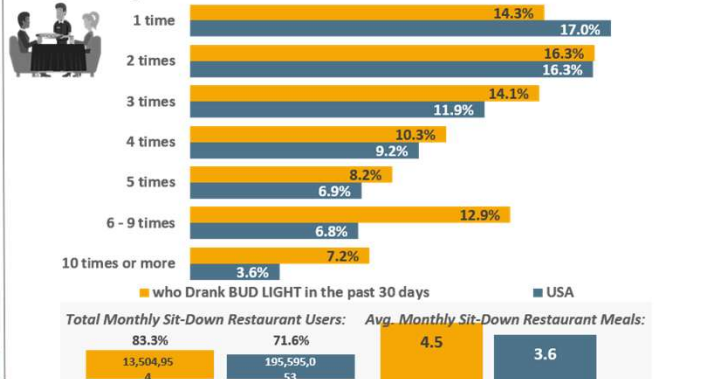


5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 12.1% more likely to use QSRs past mo.,
16.4% more likely to use Sit-Down Restaurants past mo., 54.8% more likely to use Casinos past yr., 160.6% more likely to smoke cigarettes.

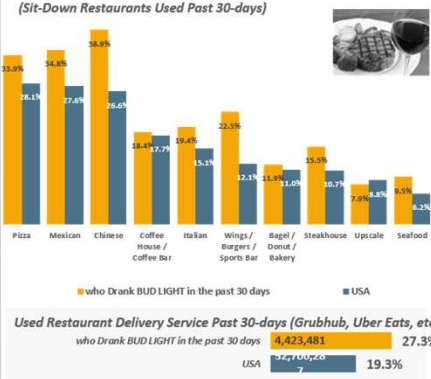
Past 30-days QSR Users: Adults 21 or older



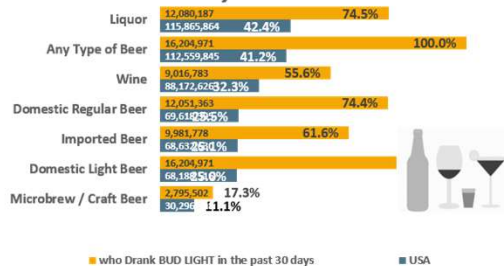
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



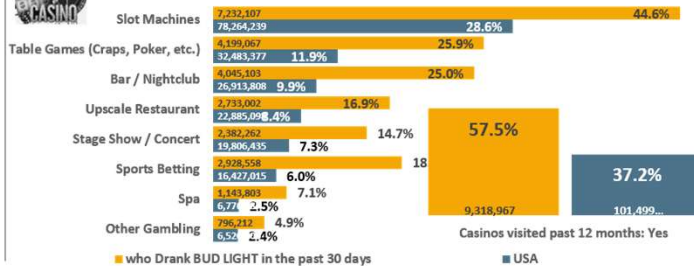
Top-10 Cuisines: Adults 21 or older



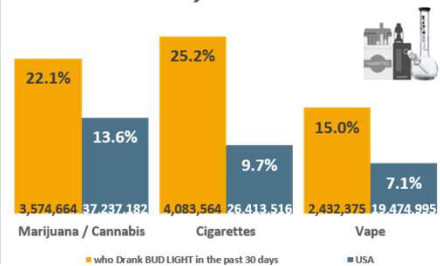
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



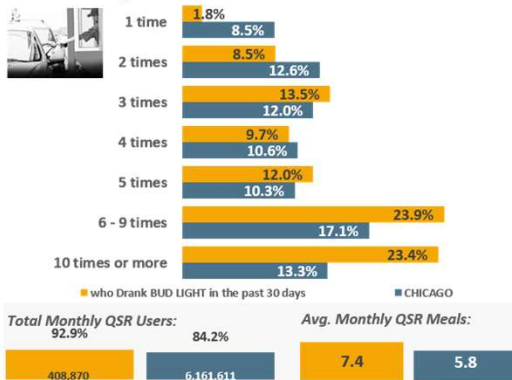
Used Past 30-days: Adults 21 or older



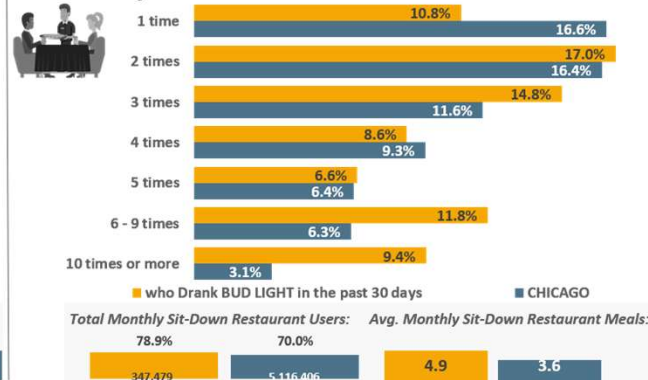


6.6% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 10.3% more likely to use QSRs past mo.,
 12.8% more likely to use Sit-Down Restaurants past mo., 51.1% more likely to use Casinos past yr., 177.5%
 more likely to smoke cigarettes.

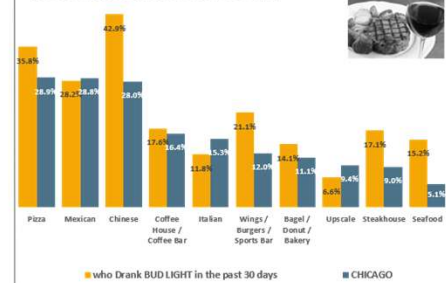
Past 30-days QSR Users: Adults 21 or older



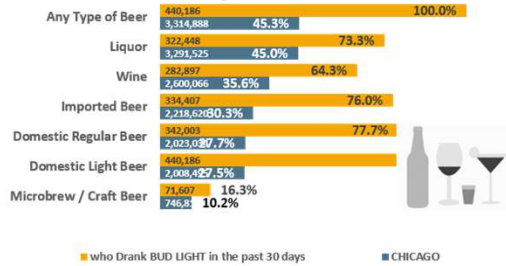
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



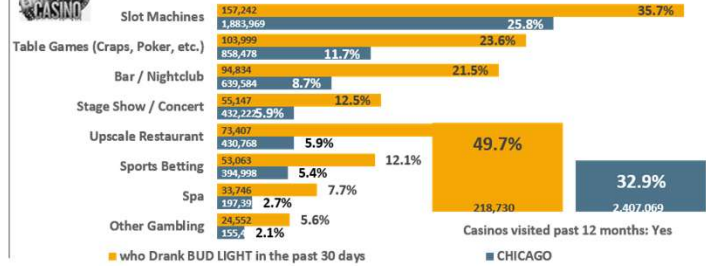
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



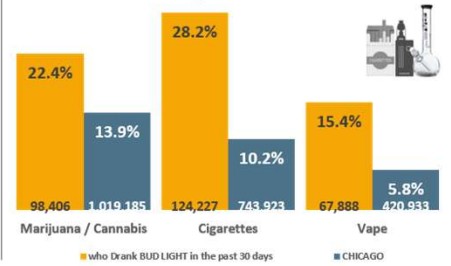
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



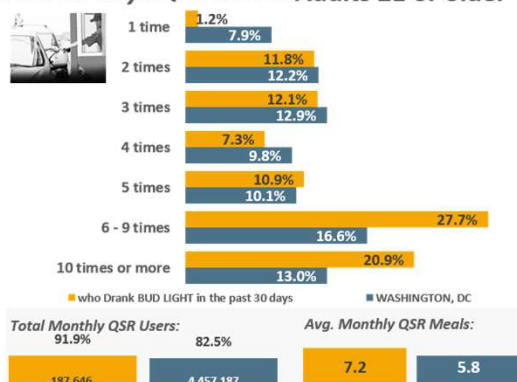
Used Past 30-days: Adults 21 or older



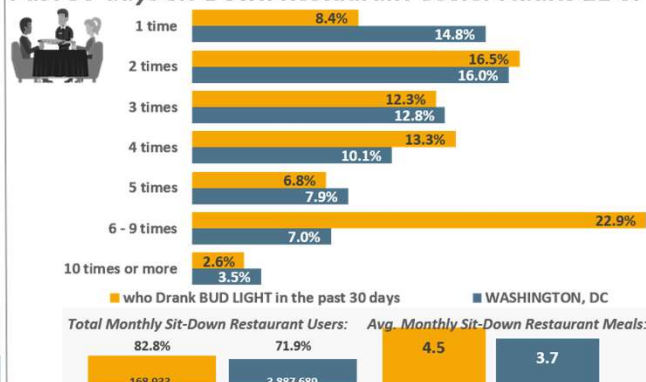


3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.5% more likely to use QSRs past mo.,
 15.1% more likely to use Sit-Down Restaurants past mo., 59.5% more likely to use Casinos past yr., 114.2%
 more likely to smoke cigarettes.

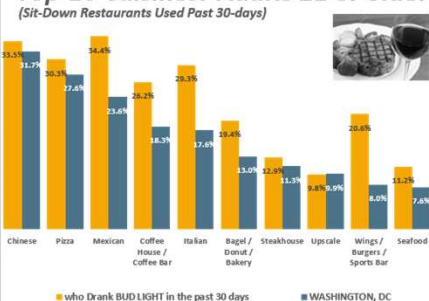
Past 30-days QSR Users: Adults 21 or older



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

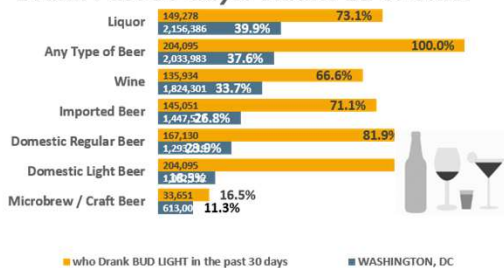


Top-10 Cuisines: Adults 21 or older

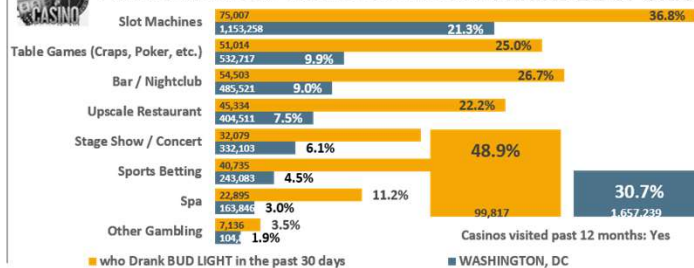


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank BUD LIGHT in the past 30 days: 64,907 (31.8%)
 WASHINGTON, DC: 1,356,150 (25.1%)

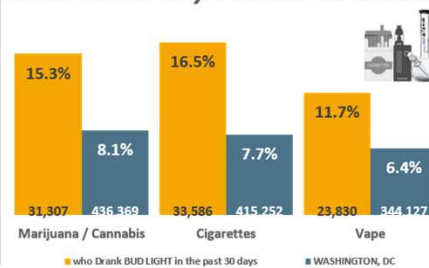
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



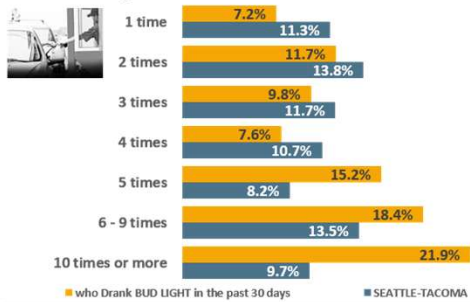
Used Past 30-days: Adults 21 or older





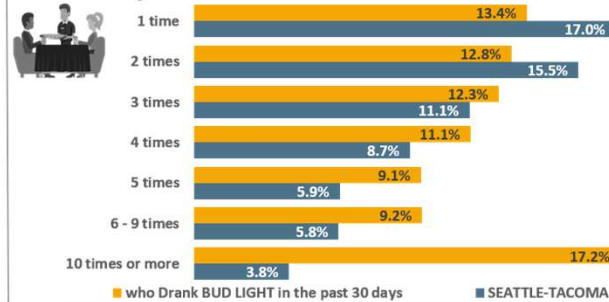
4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days. Adults 21 or older who Drank BUD LIGHT in the past 30 days are 16.4% more likely to use QSRs past mo., 25.6% more likely to use Sit-Down Restaurants past mo., 73.5% more likely to use Casinos past yr., 188.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



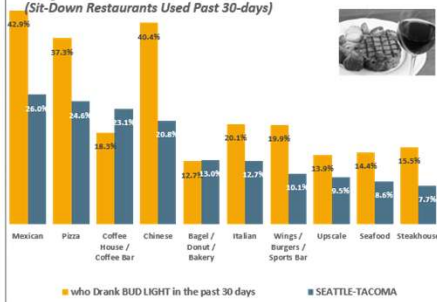
Total Monthly QSR Users: 91.7%
 184,665
 3,480,033
 Avg. Monthly QSR Meals: 6.9
 5.1

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



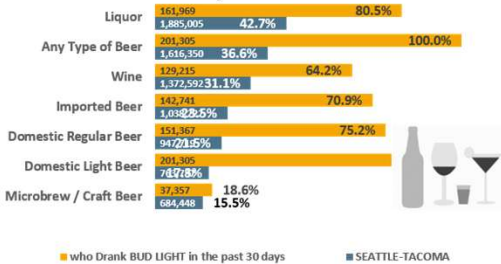
Total Monthly Sit-Down Restaurant Users: 85.2%
 171,554
 2,004,536
 Avg. Monthly Sit-Down Restaurant Meals: 5.8
 3.6

Top-10 Cuisines: Adults 21 or older

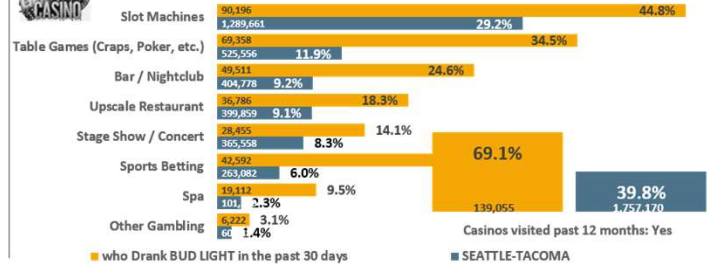


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)
 who Drank BUD LIGHT in the past 30 days: 69,793
 34.7%
 SEATTLE-TACOMA: 797,045
 18.1%

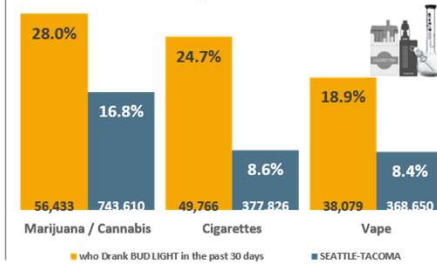
Drank Past 30-days: Adults 21 or older

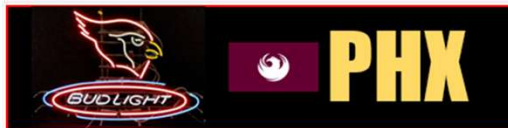


Past 12 months Casino Activities: Adults 21 or older



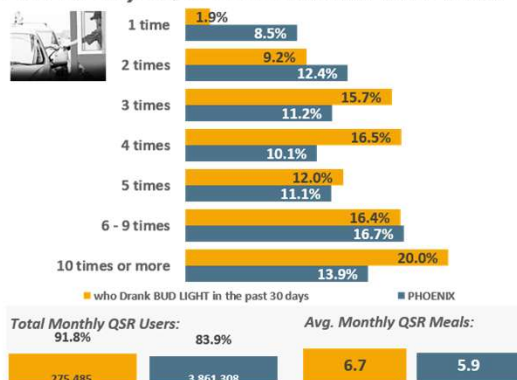
Used Past 30-days: Adults 21 or older



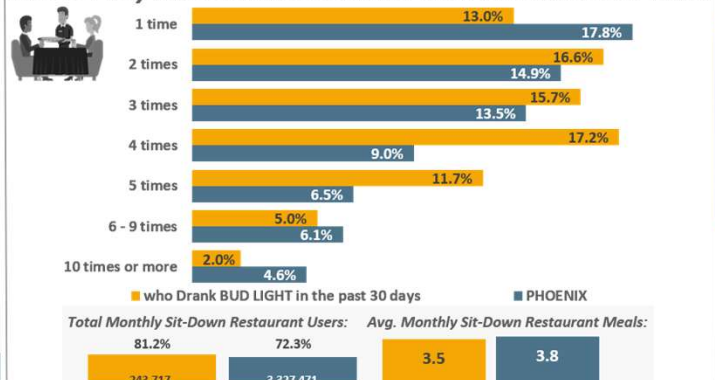


6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 9.4% more likely to use QSRs past mo.,
 12.4% more likely to use Sit-Down Restaurants past mo., 38.2% more likely to use Casinos past yr., 180.%
 more likely to smoke cigarettes.

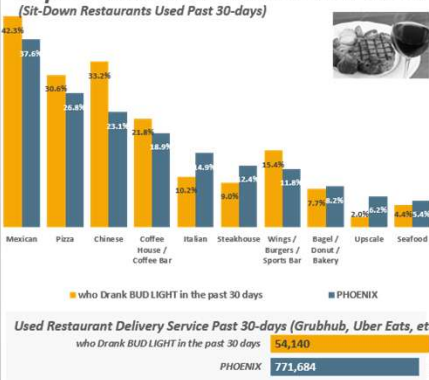
Past 30-days QSR Users: Adults 21 or older



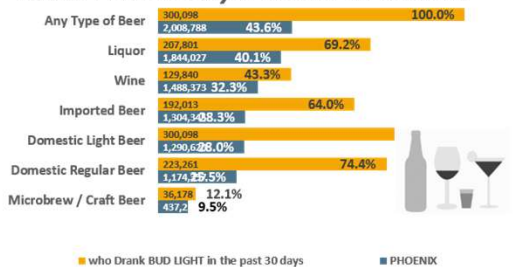
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



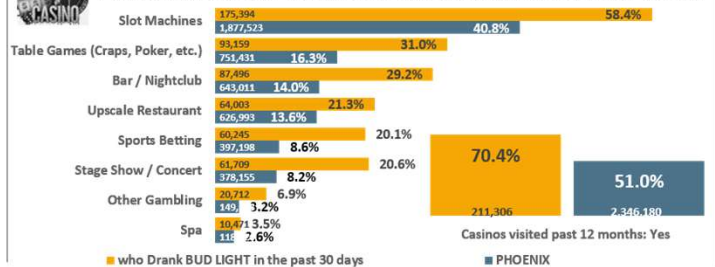
Top-10 Cuisines: Adults 21 or older



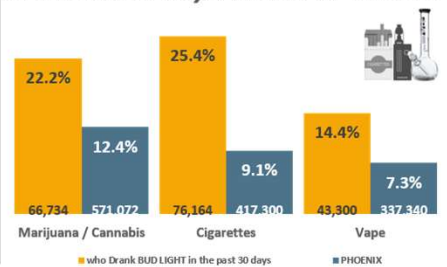
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

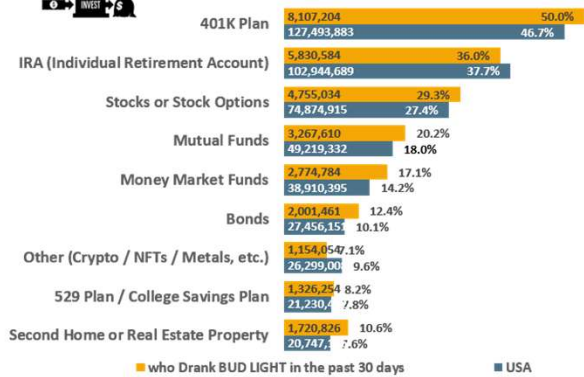




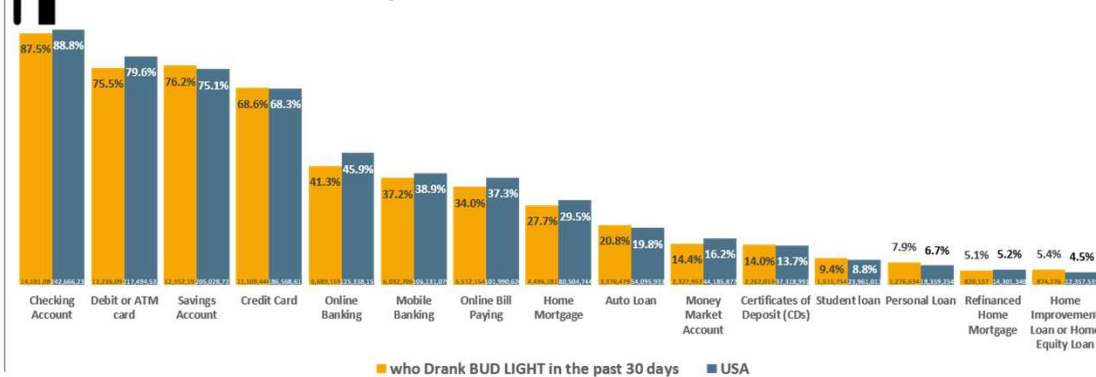
5.9% or 16,204,971 of USA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 7.2% more likely to have a 401K, 5.2% more likely to have an Auto Loan, 18.2% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



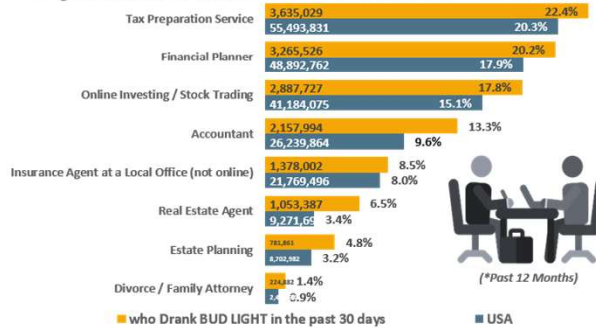
Investments Owned: Adults 21 or older



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



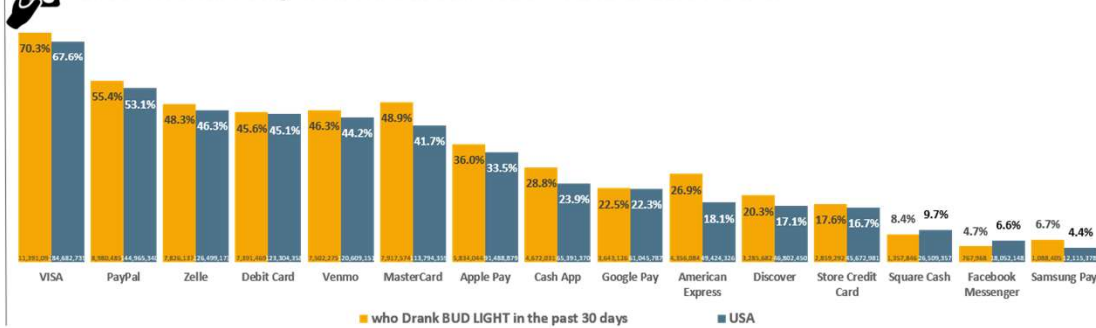
Professional Services Used*: Adults 21 or older



(*Past 12 Months)



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

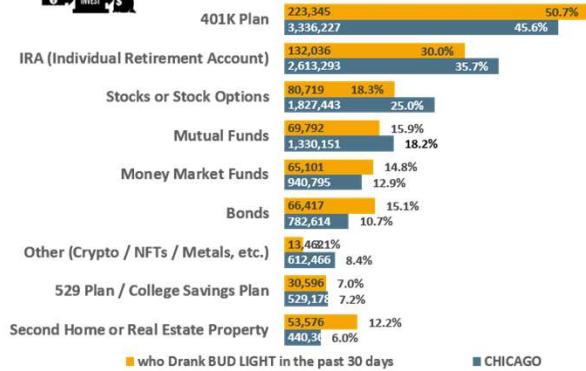




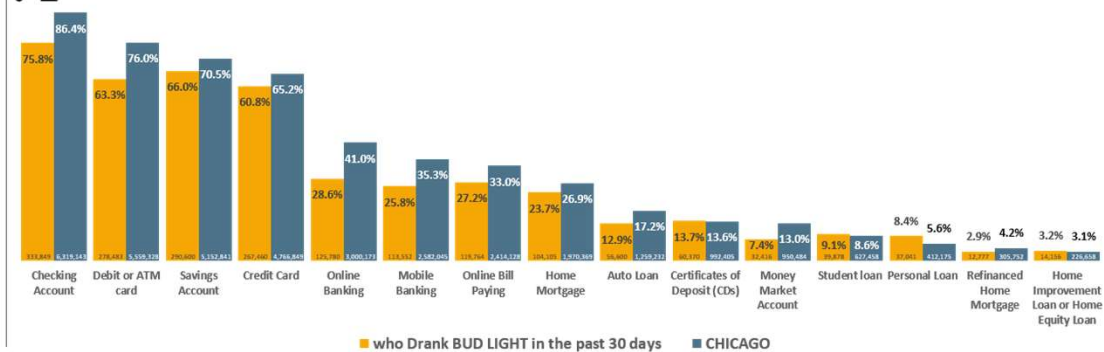
6.6% or 440,186 of CHICAGO DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 11.2% more likely to have a 401K, 25.3% less likely to have an Auto Loan, 5.0% more likely to Invest/Trade Stocks Online, 6.3% less likely to pay with their Debit Card.



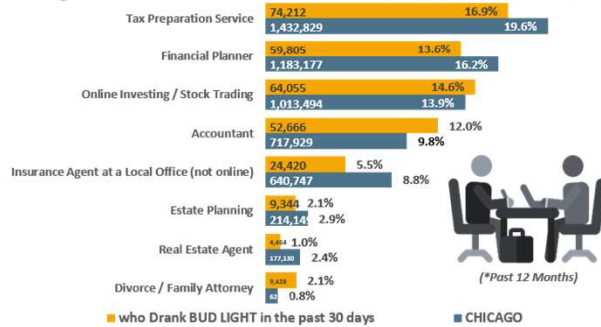
Investments Owned: Adults 21 or older



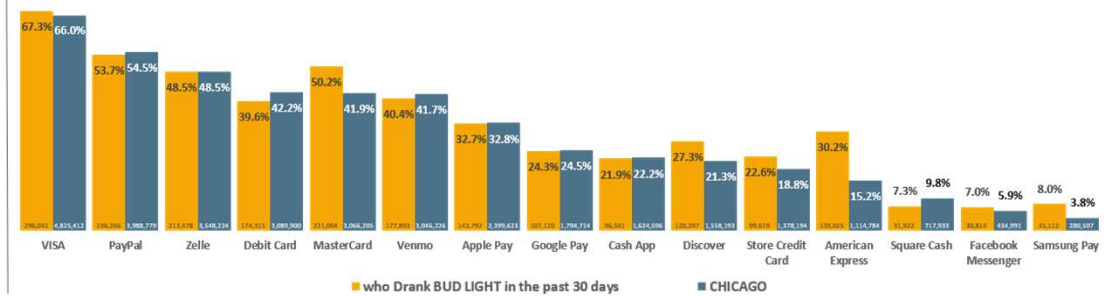
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

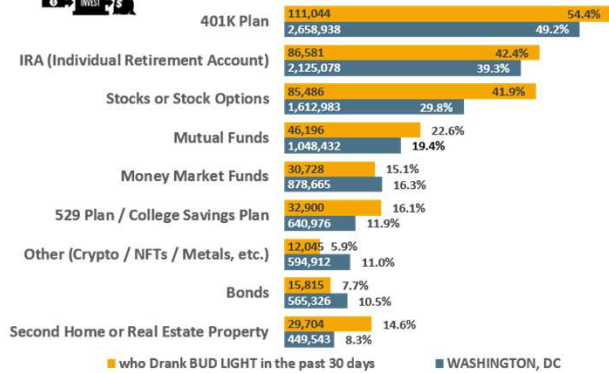




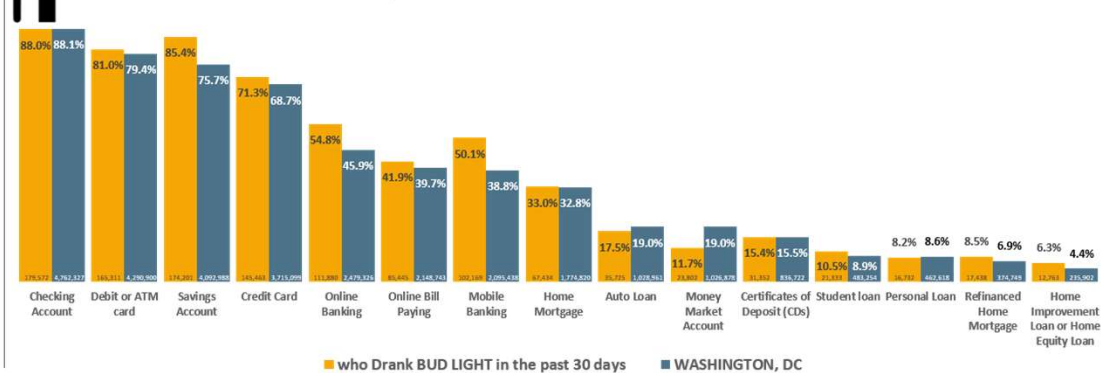
3.8% or 204,095 of WASHINGTON, DC DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are 10.6% more likely to have a 401K, 8% less likely to have an Auto Loan, 28.1% more likely to Invest/Trade Stocks Online, 3.9% more likely to pay with their Debit Card.



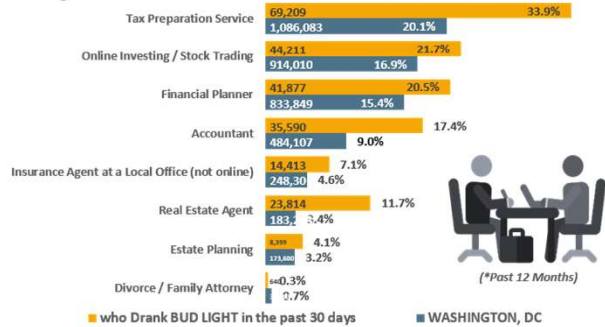
Investments Owned: Adults 21 or older



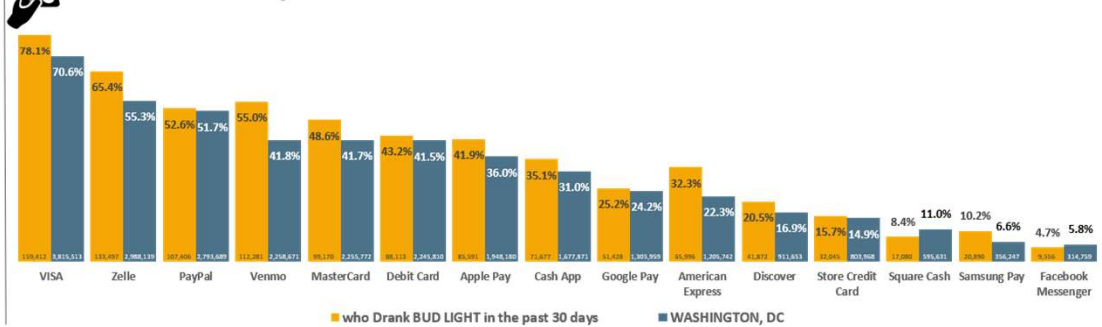
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

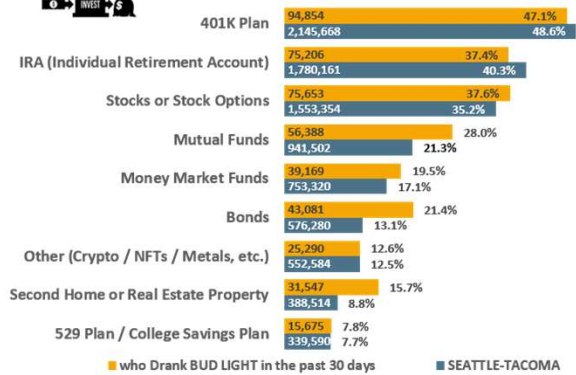




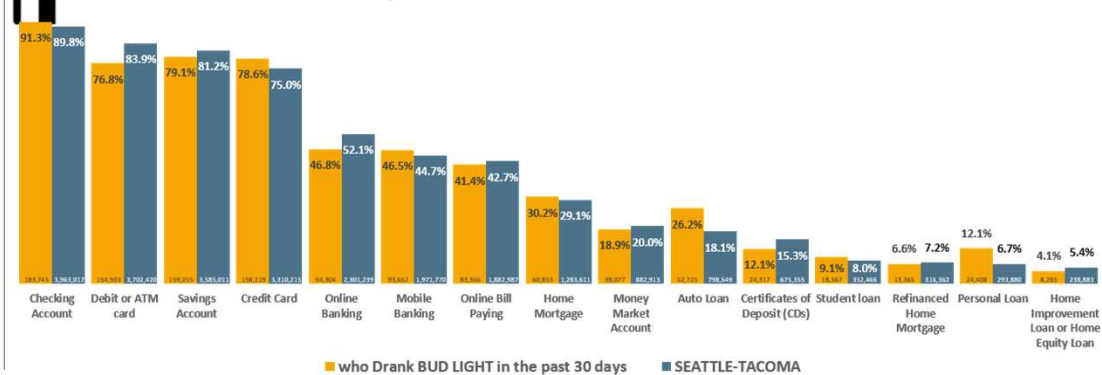
4.6% or 201,305 of SEATTLE-TACOMA DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
Adults 21 or older who Drank BUD LIGHT in the past 30 days are 3.1% less likely to have a 401K, 44.8% more likely to have an Auto Loan, 4.9% less likely to Invest/Trade Stocks Online, 7.9% less likely to pay with their Debit Card.



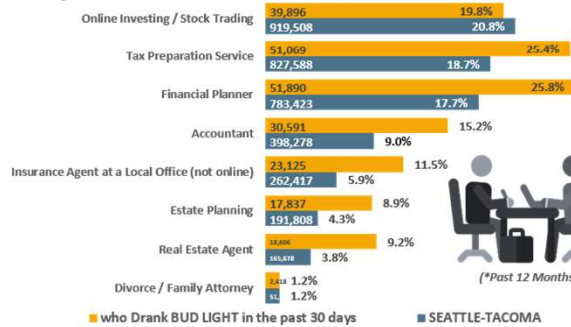
Investments Owned: Adults 21 or older



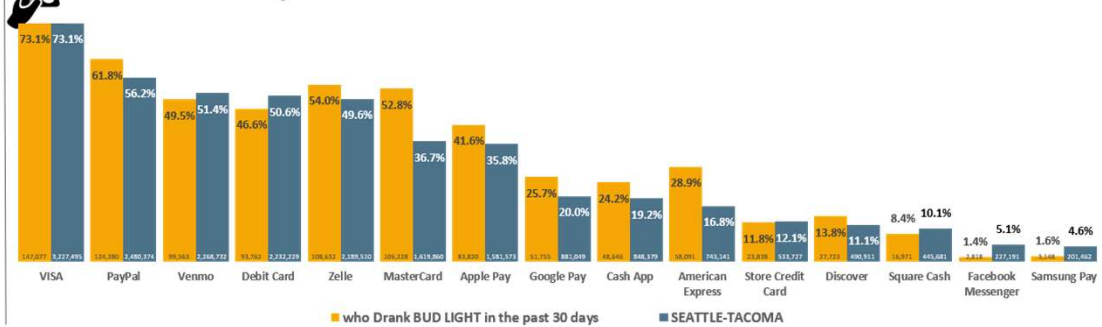
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

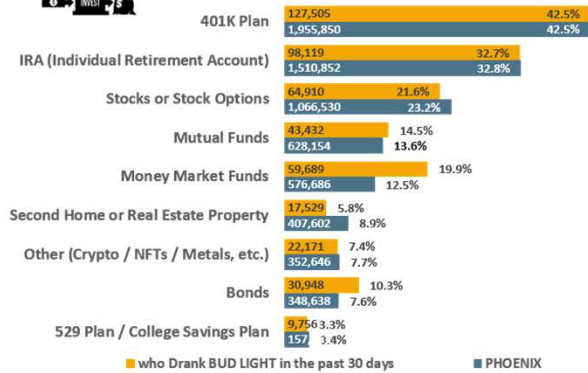




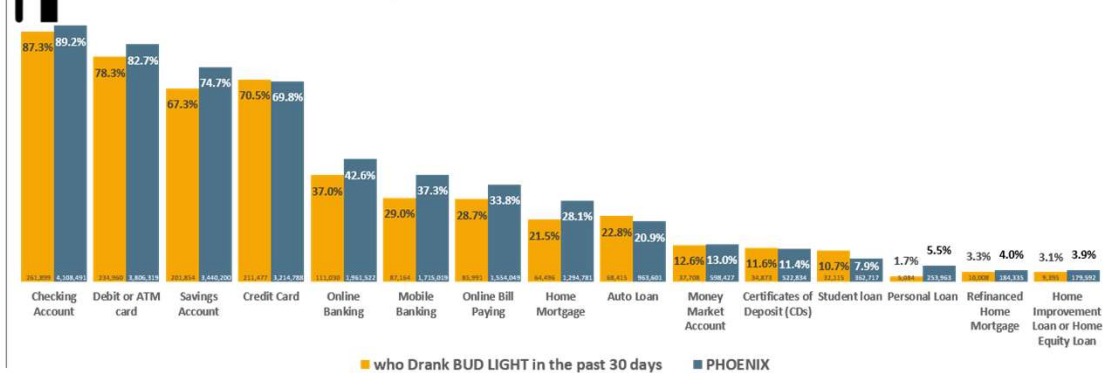
6.5% or 300,098 of PHOENIX DMA Adults 21 or older Drank BUD LIGHT in the past 30 days.
 Adults 21 or older who Drank BUD LIGHT in the past 30 days are .% more likely to have a 401K, 8.9% more likely to have an Auto Loan, 17.1% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.



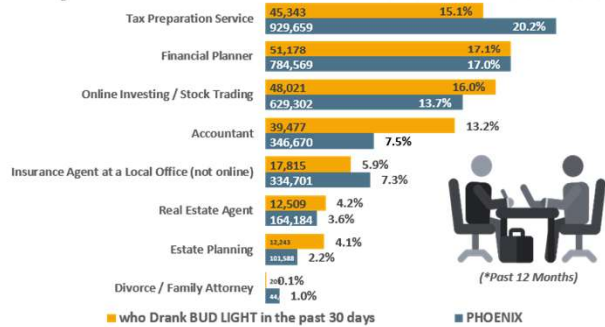
Investments Owned: Adults 21 or older



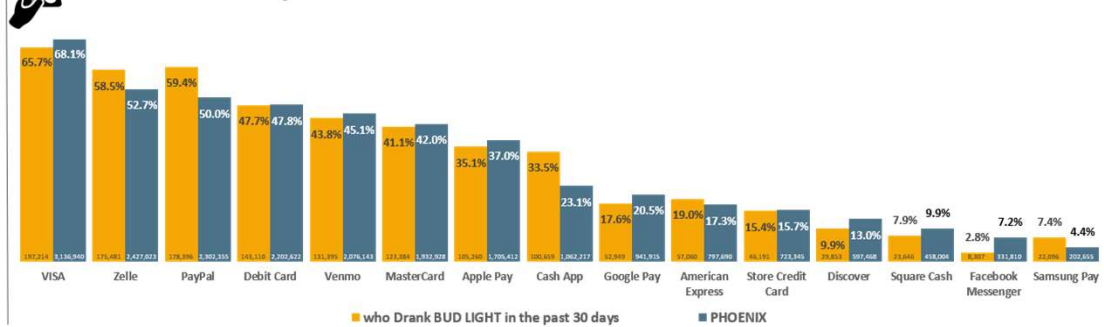
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



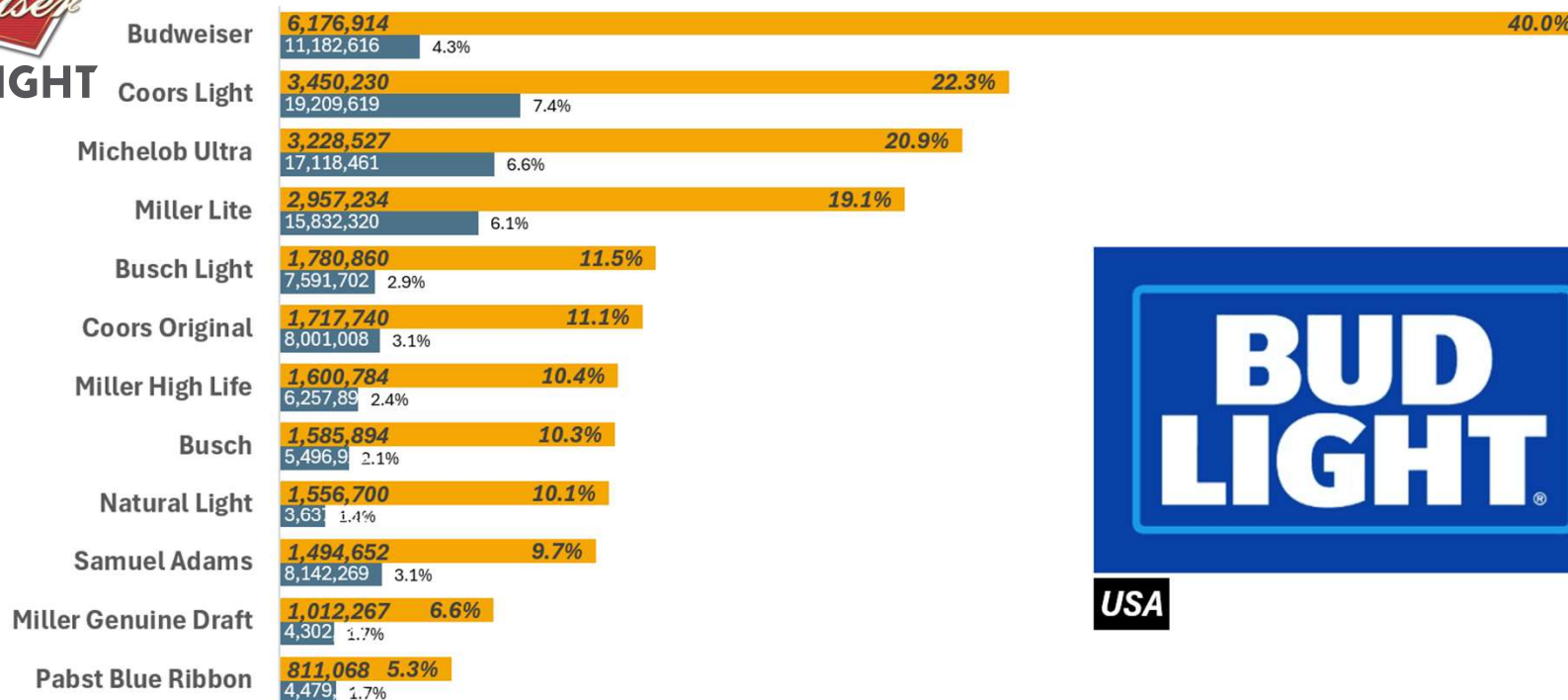
Past 3-Months Payment Methods Used: Adults 21 or older





"BEER Brands Drank"

P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUD LIGHT 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: 1485
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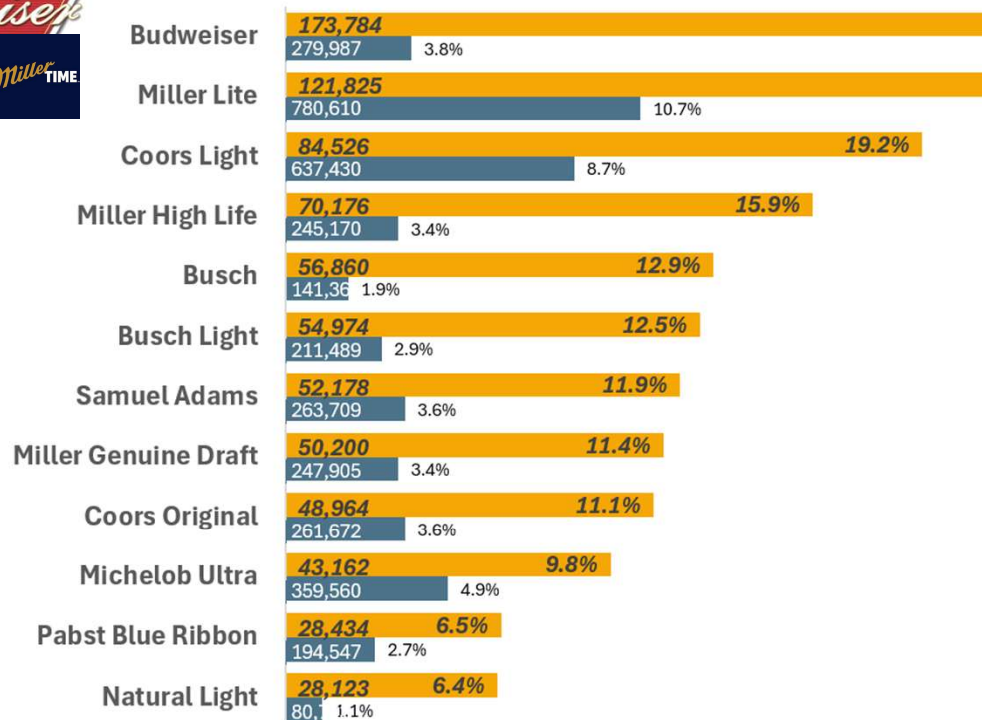
soefa.ai Share of Everything for Anything

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



"BEER Brands Drank"

P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



CHICAGO

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 224
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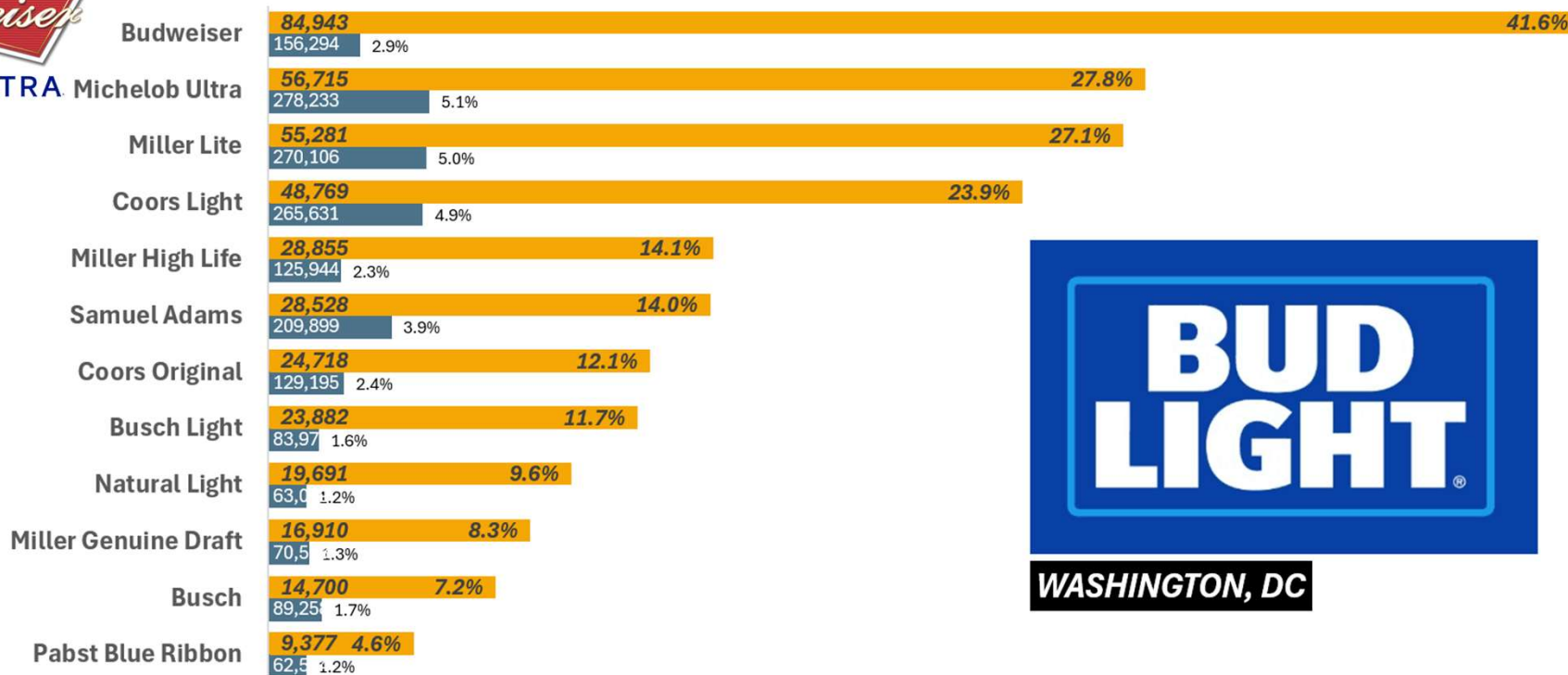
soefa.ai Share of Everything
for Anything ®

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



"BEER Brands Drank"

P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUD LIGHT 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: 299
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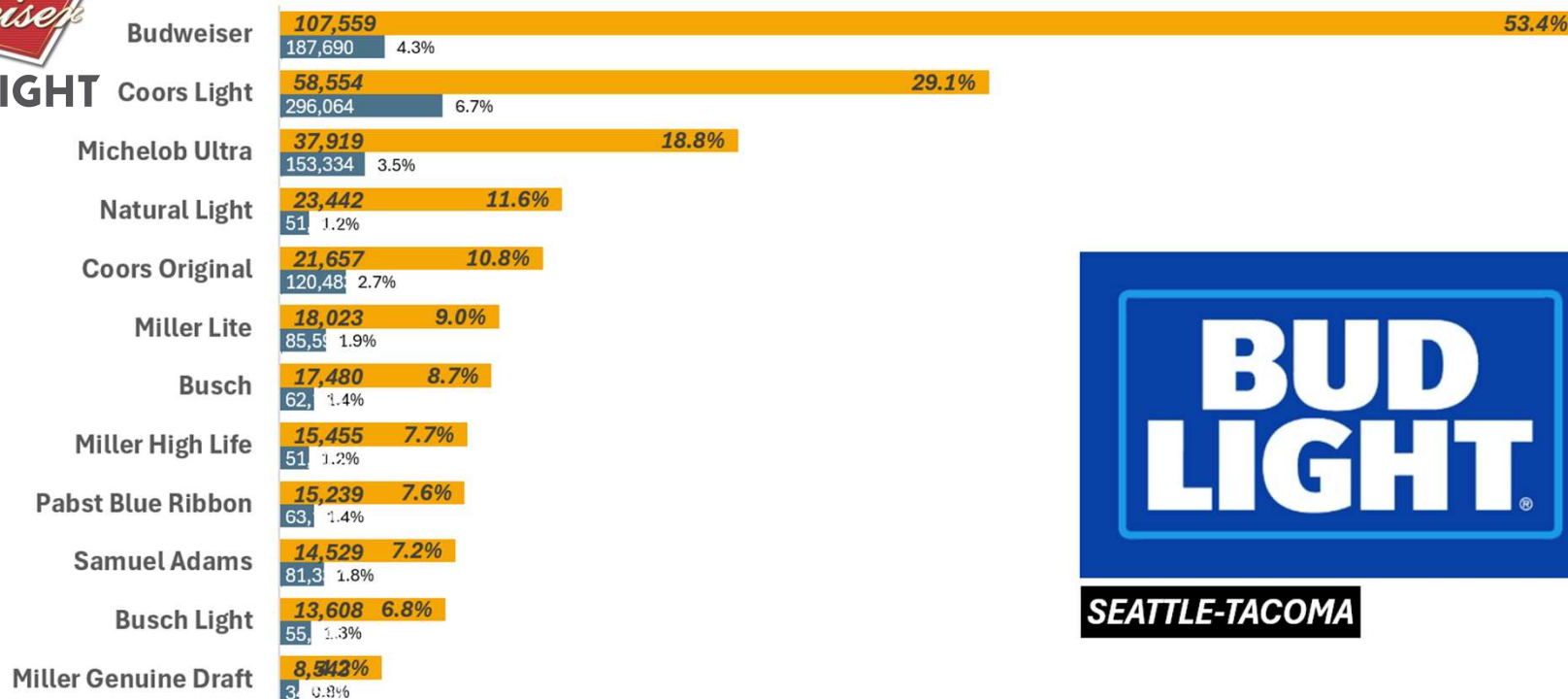
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"BEER Brands Drank"

P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



SEATTLE-TACOMA

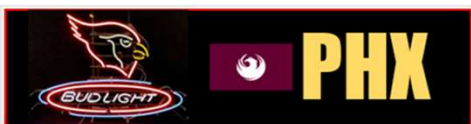
■ P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 195
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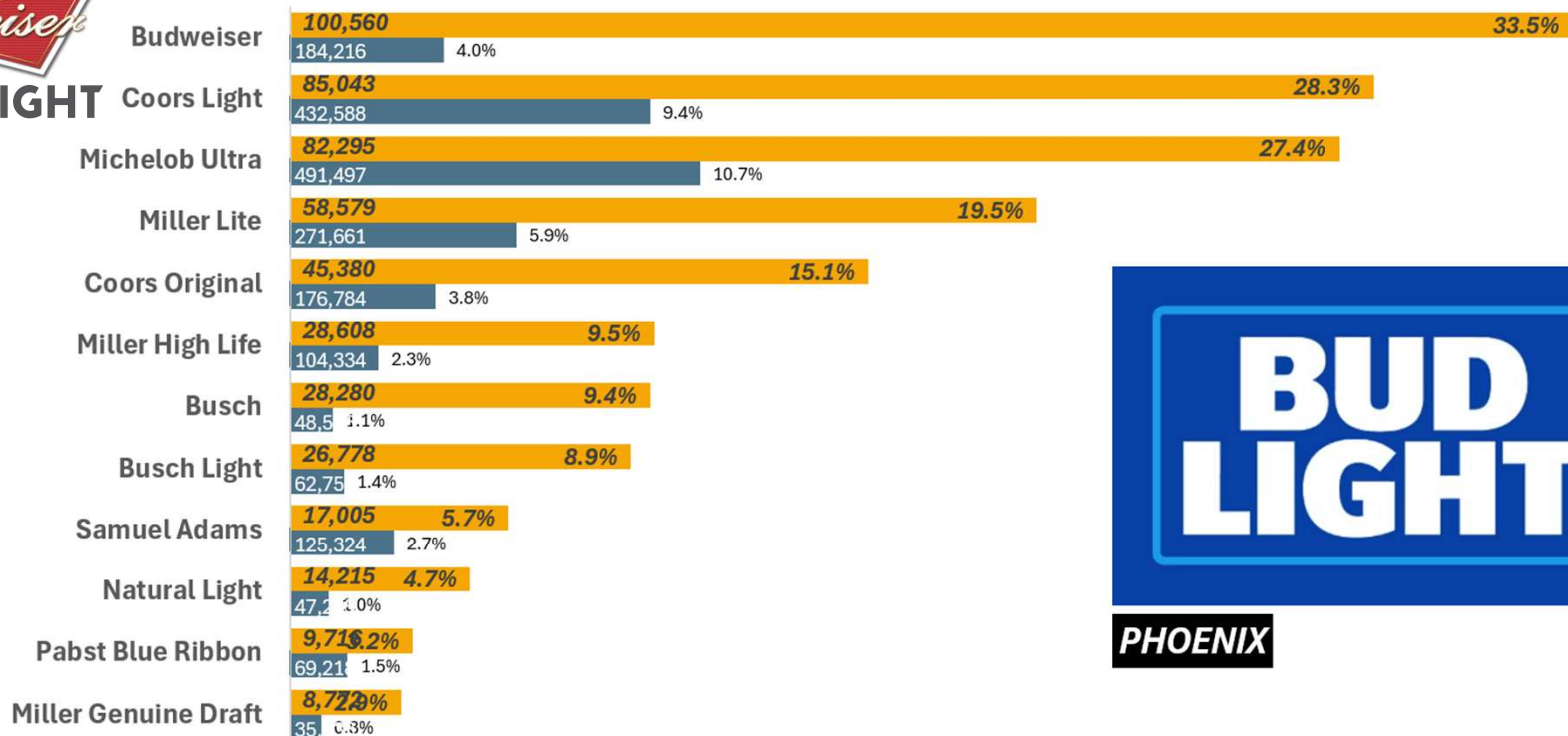
soefa.ai Share of Everything
for Anything ®

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



"BEER Brands Drank"

P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank BUD LIGHT in the past 30 days (BEER Brands Drank Last 30 days)

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

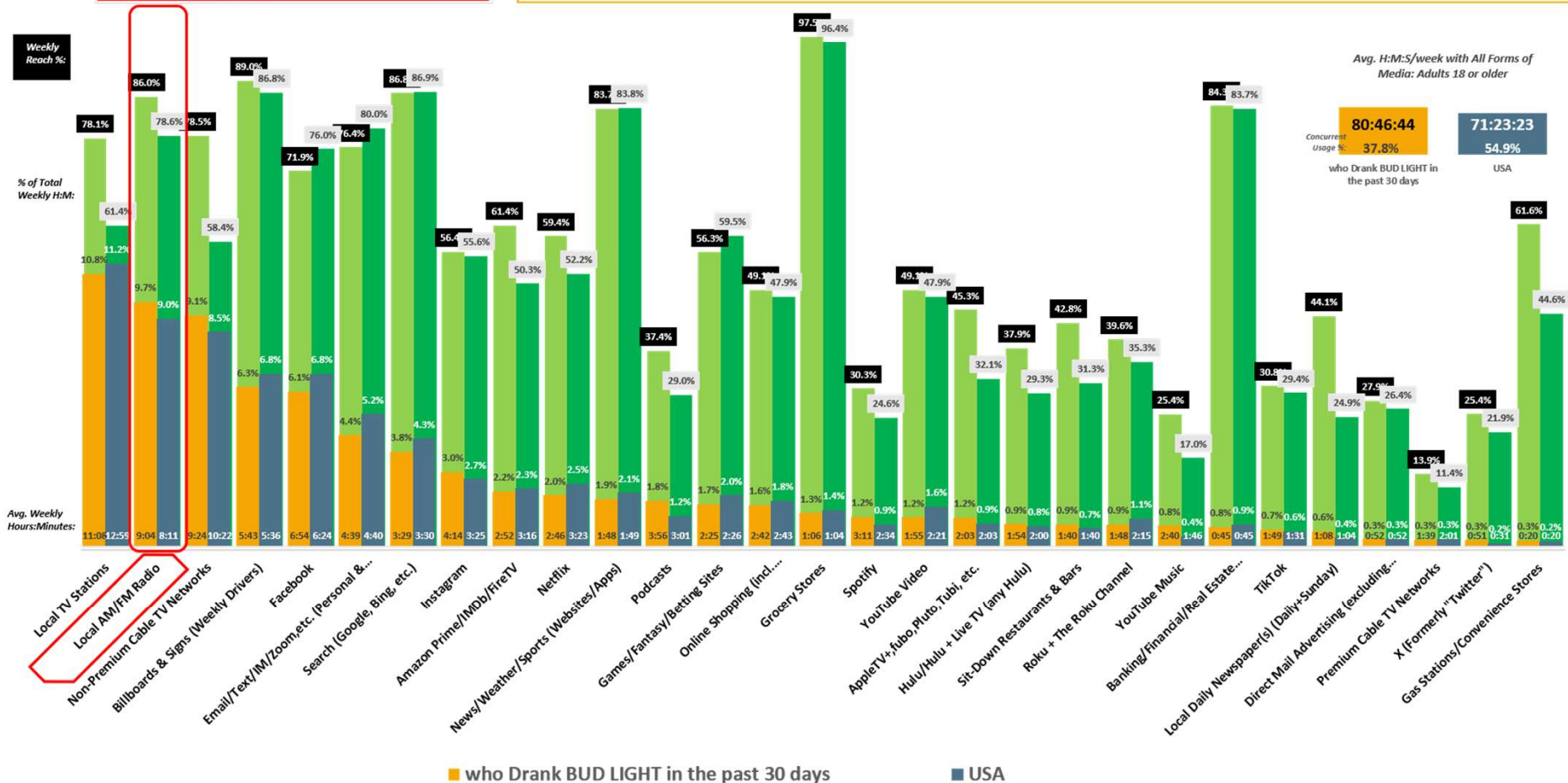
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 164
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

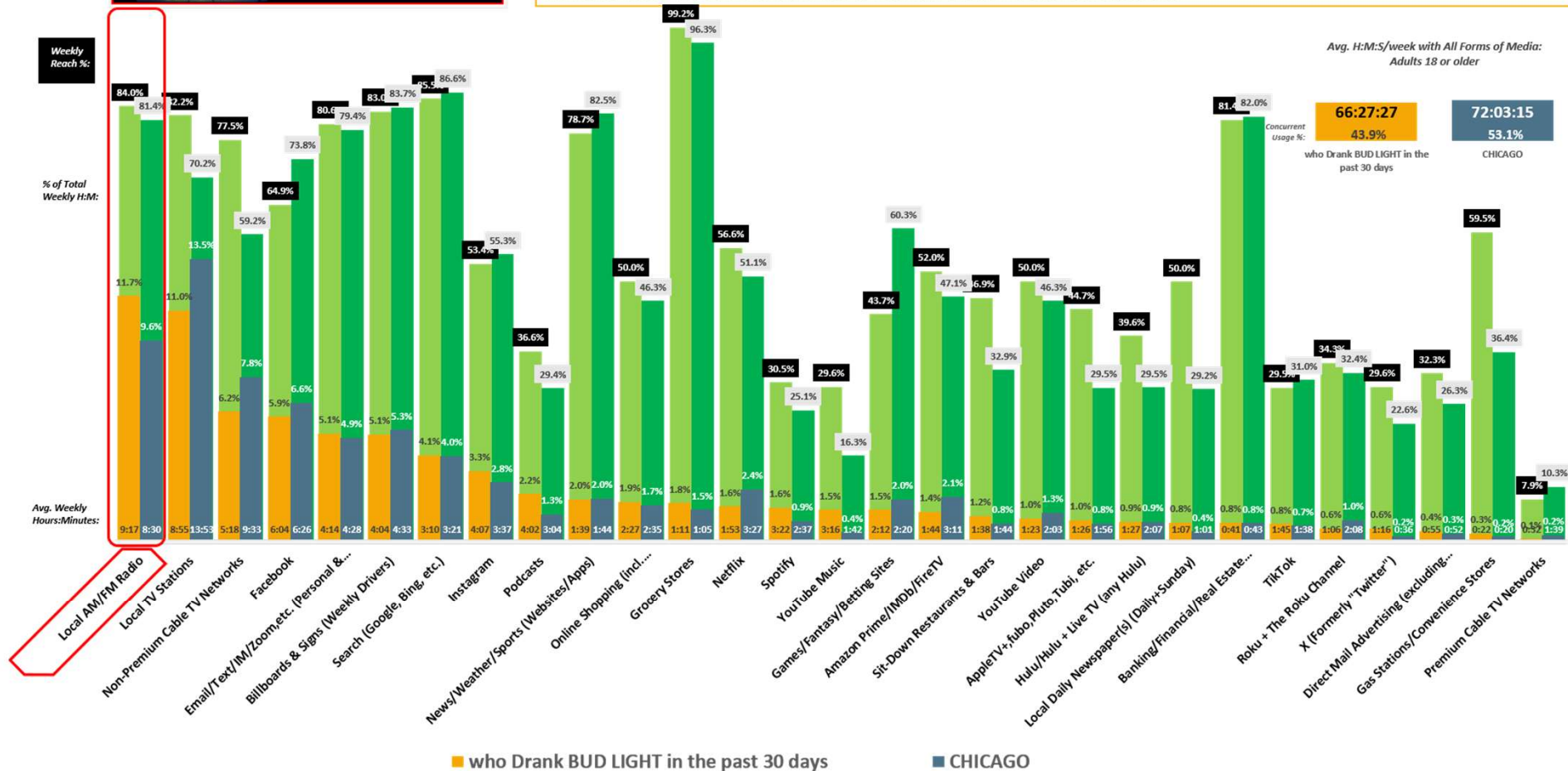


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 8 hours, 46 minutes and 44 seconds each week with All Forms of Media.
 86.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



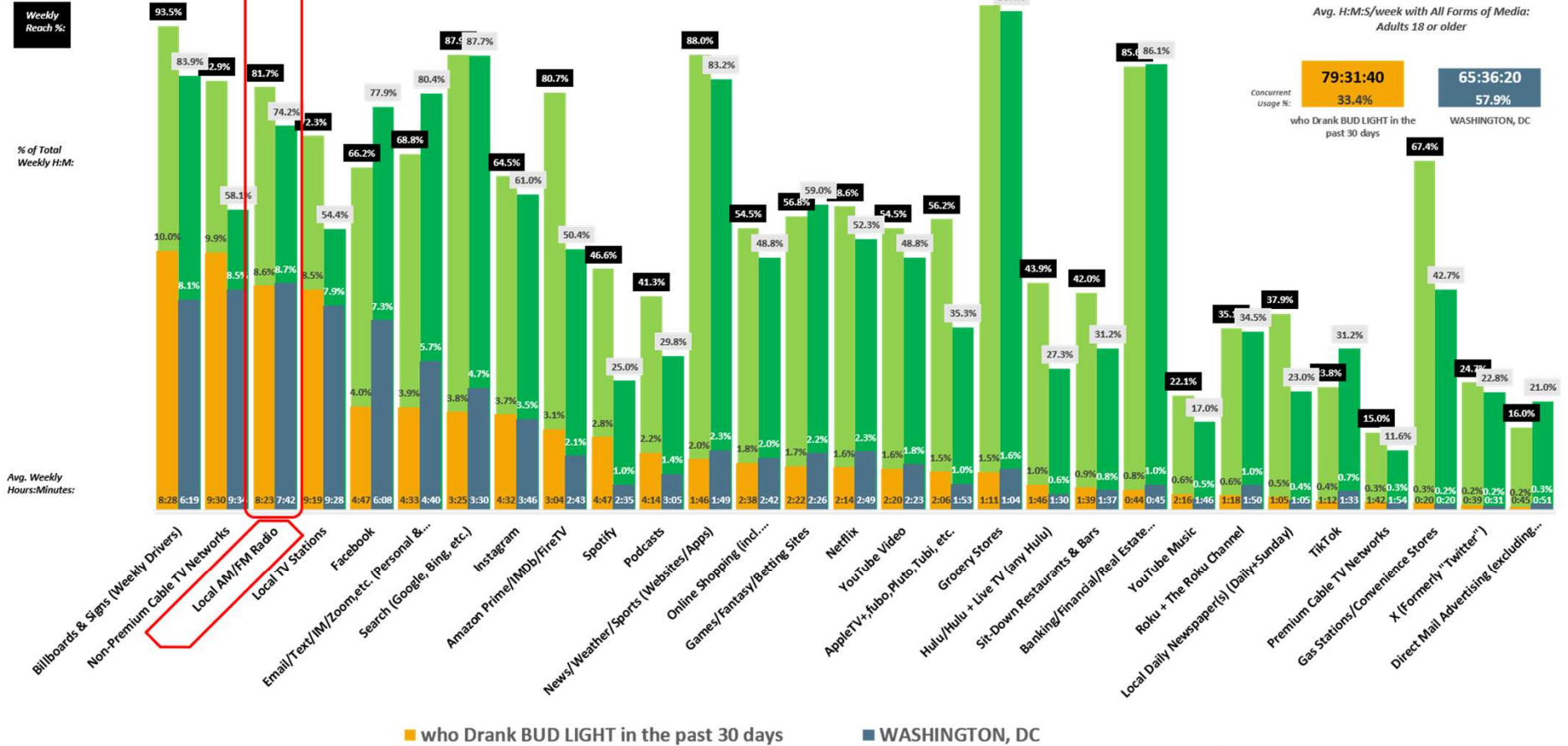


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 18 hours, 27 minutes and 27 seconds each week with All Forms of Media.
 84.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



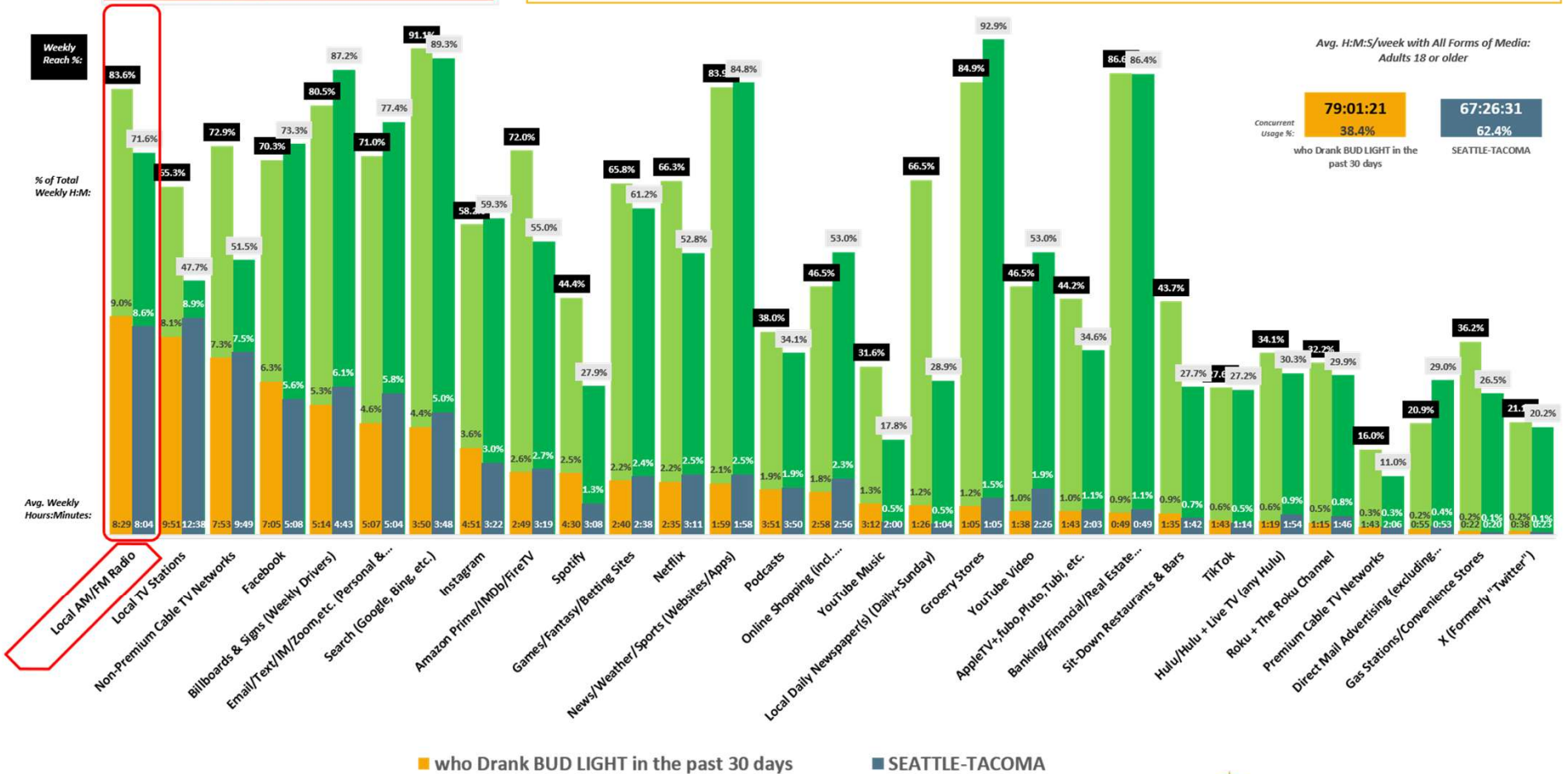


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 7 hours, 31 minutes and 40 seconds each week with All Forms of Media.
 81.7% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





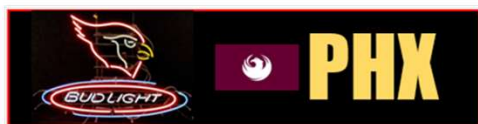
Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 7 hours, 1 minutes and 21 seconds each week with All Forms of Media.
 83.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.



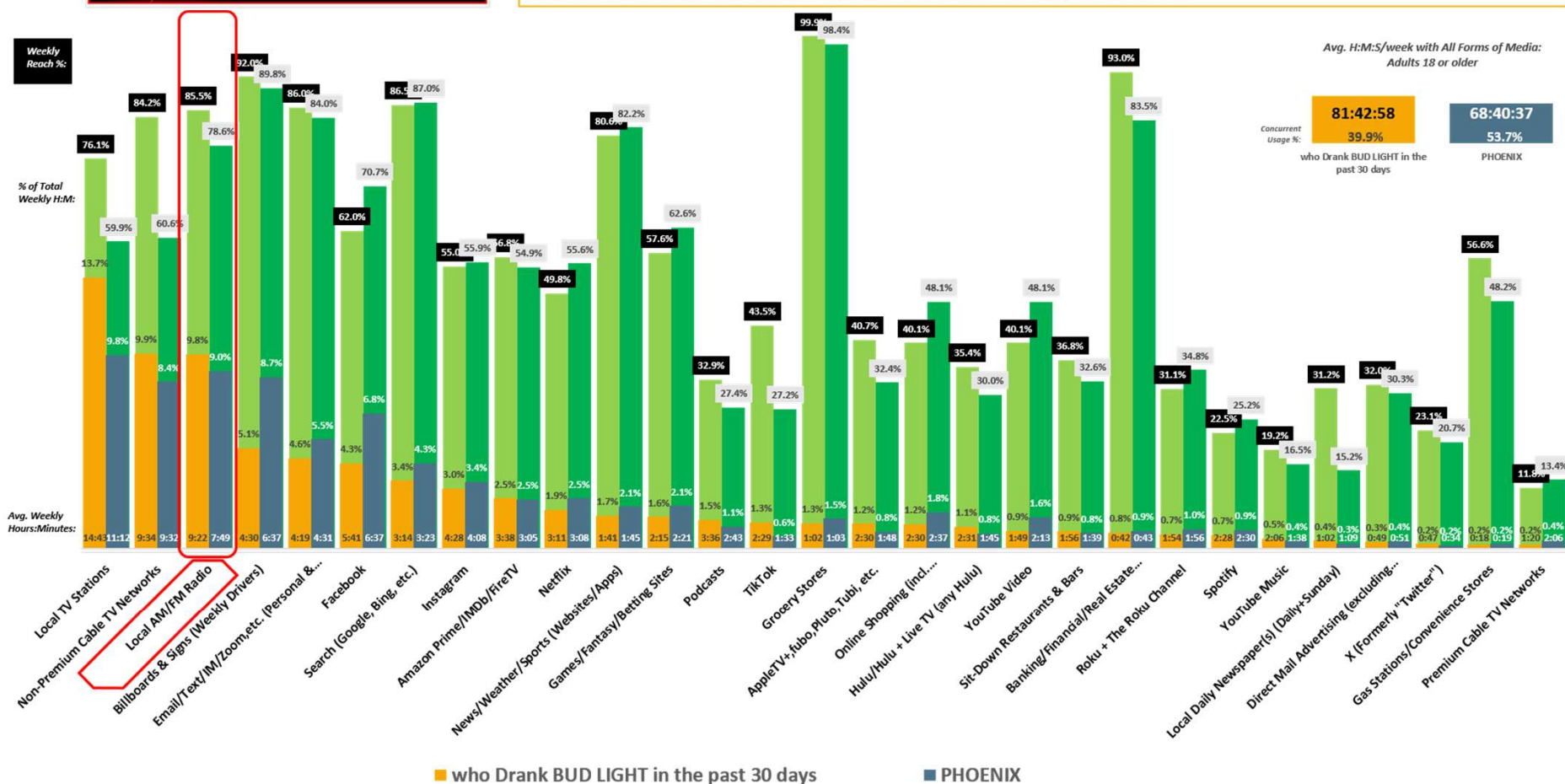
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

79:01:21	67:26:31
38.4%	62.4%
who Drank BUD LIGHT in the past 30 days	SEATTLE-TACOMA





Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 3 days, 9 hours, 42 minutes and 58 seconds each week with All Forms of Media.
 85.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 9 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



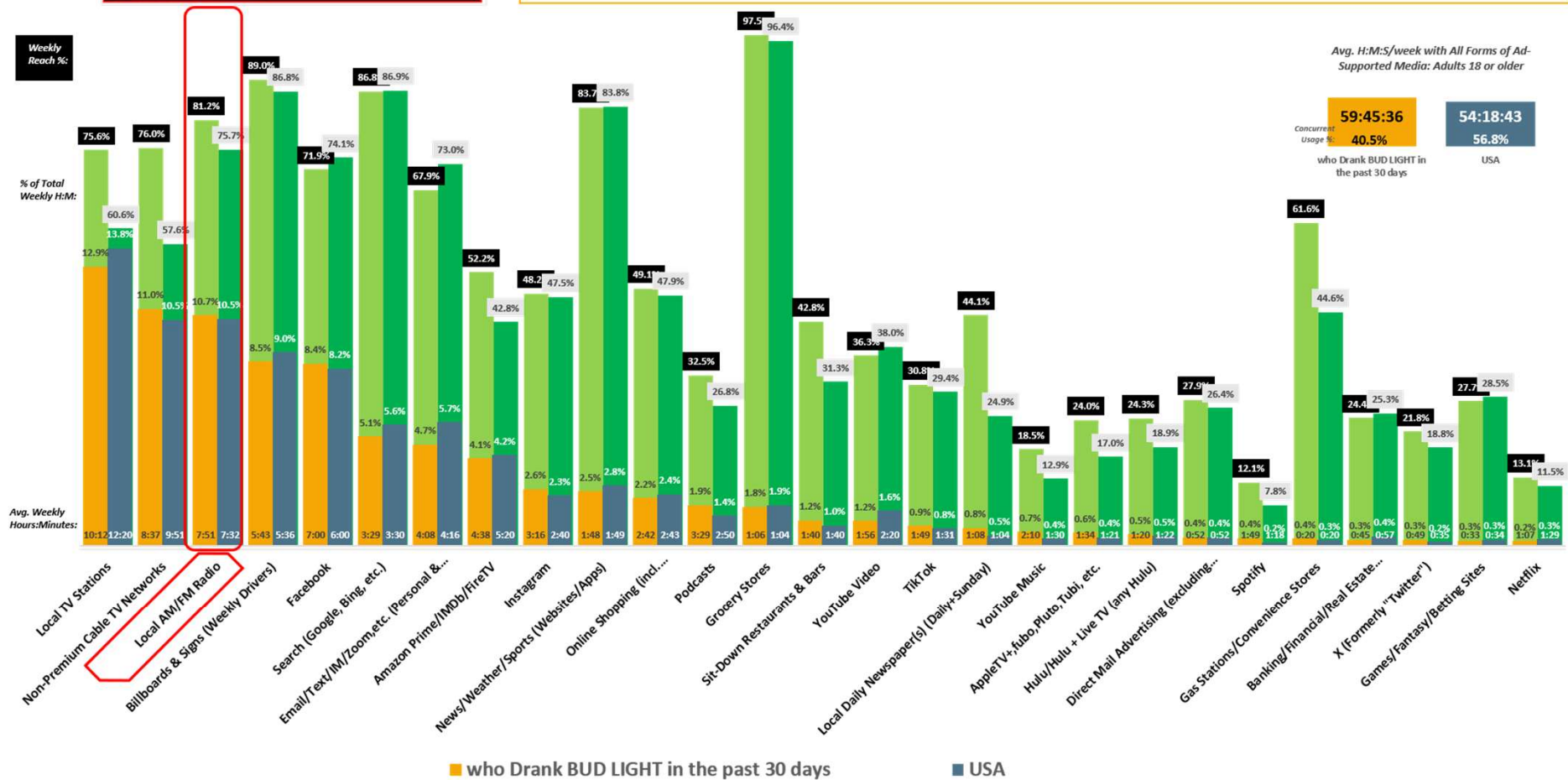
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 who Drank BUD LIGHT in the past 30 days: 81:42:58, 39.9%
 PHOENIX: 68:40:37, 53.7%



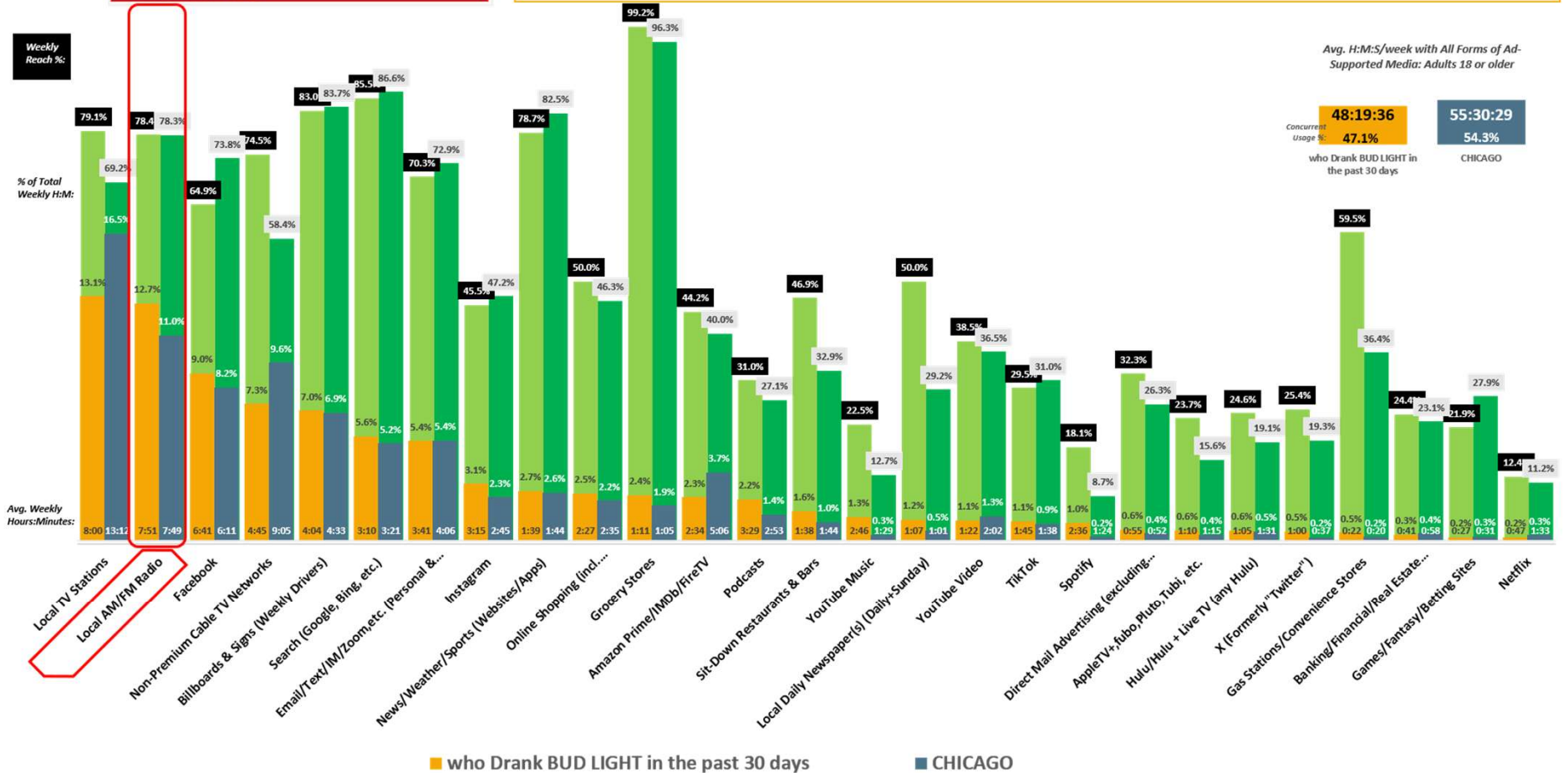


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 11 hours, 45 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



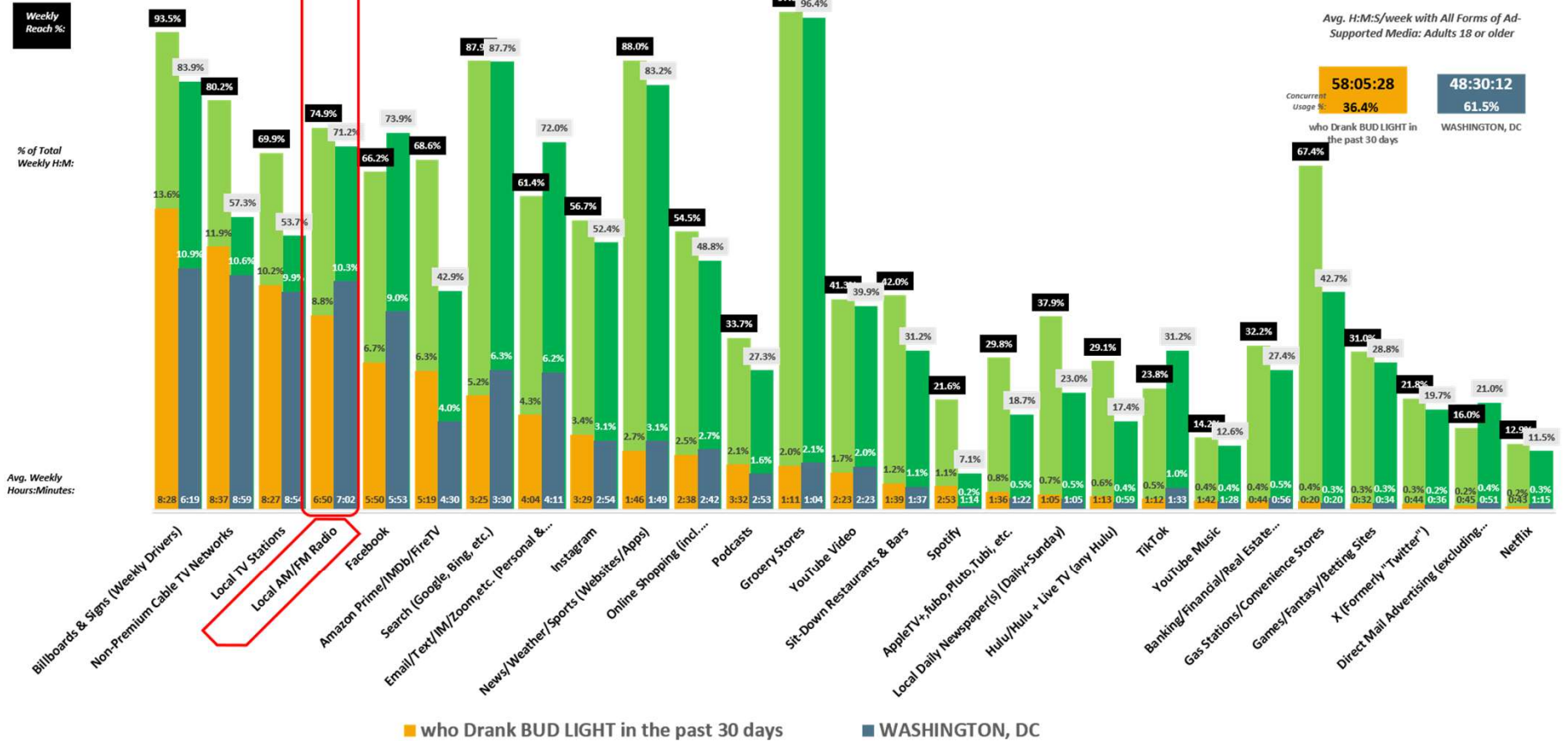


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 0 hours, 19 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



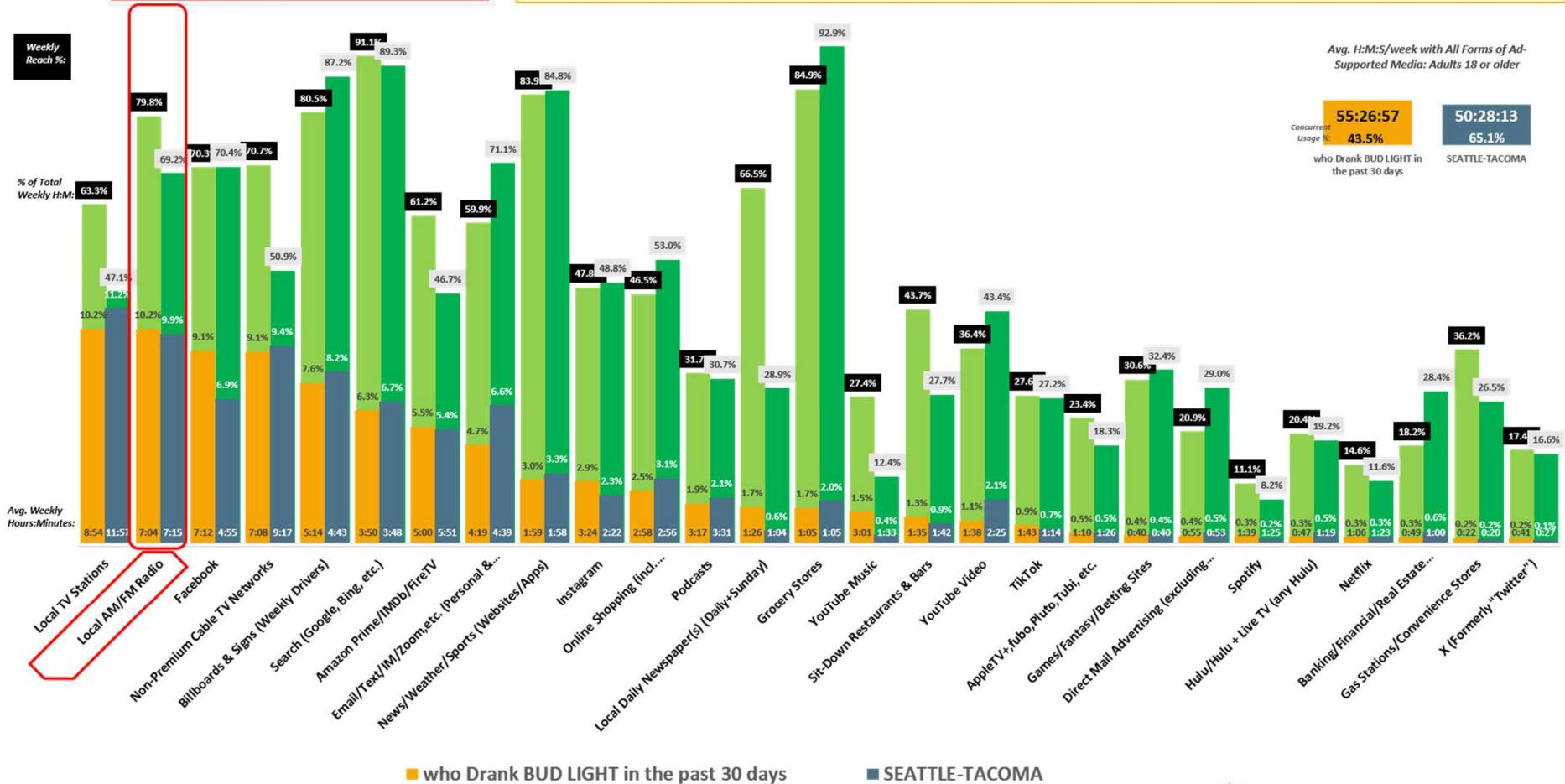


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 10 hours, 5 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 74.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



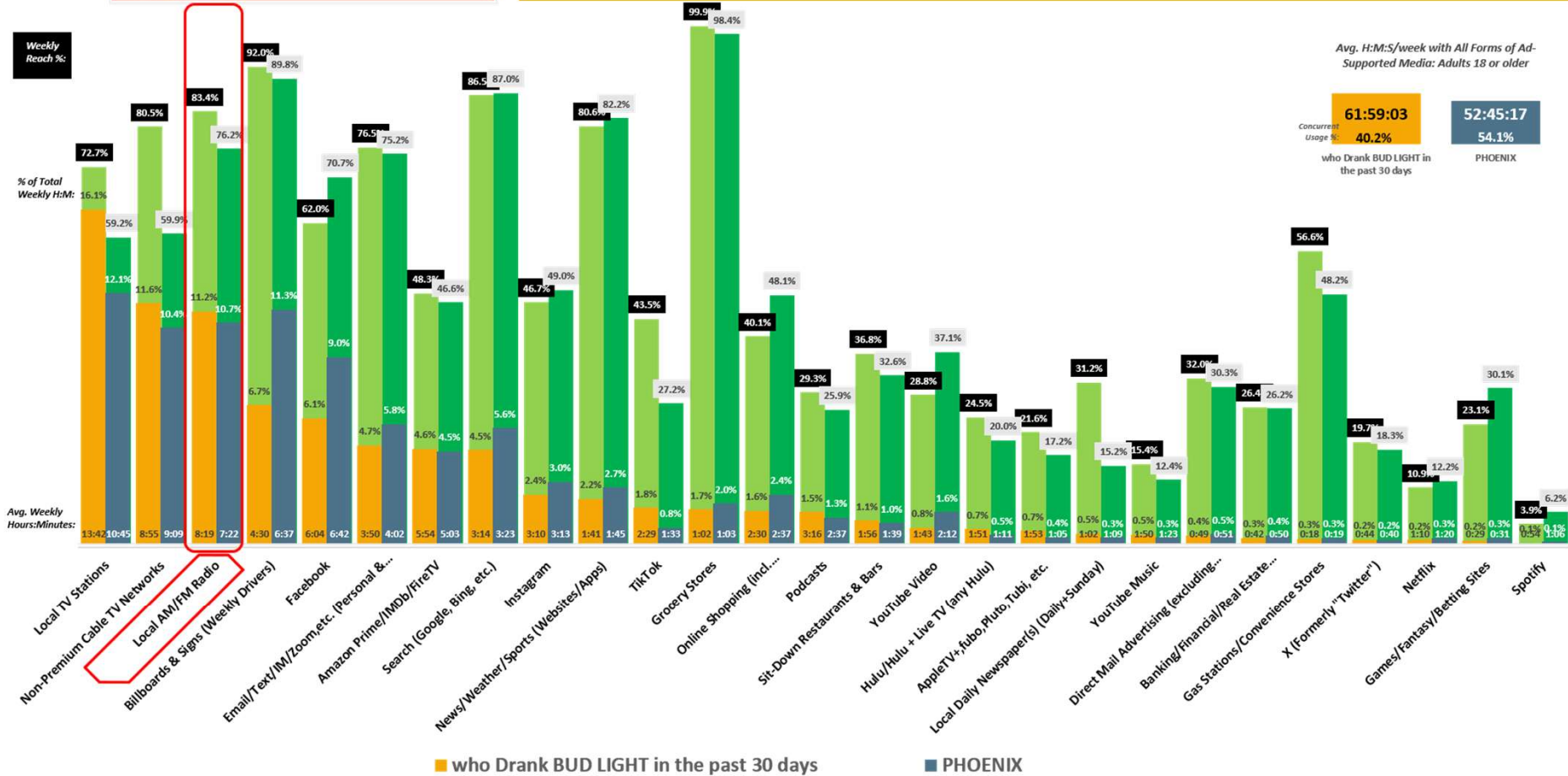


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 7 hours, 26 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 79.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 2 days, 13 hours, 59 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 83.4% of Adults 21 or older who Drank BUD LIGHT 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 11.2% of total time spent with all forms of Ad-Supported Media.



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

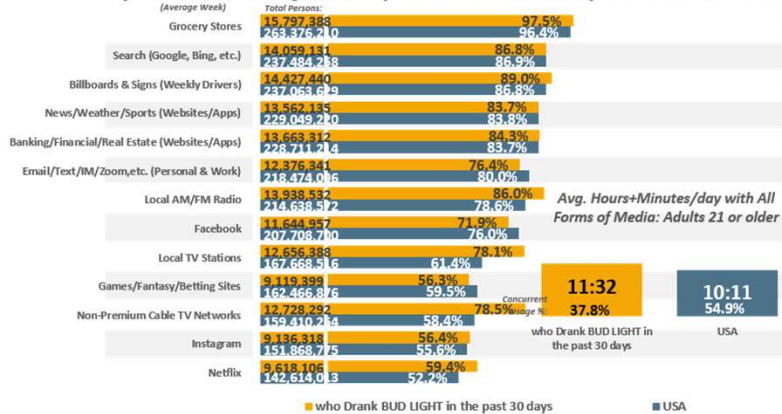
Concurrent Usage %: 61:59:03 (40.2%) who Drank BUD LIGHT in the past 30 days

PHOENIX: 52:45:17 (54.1%)

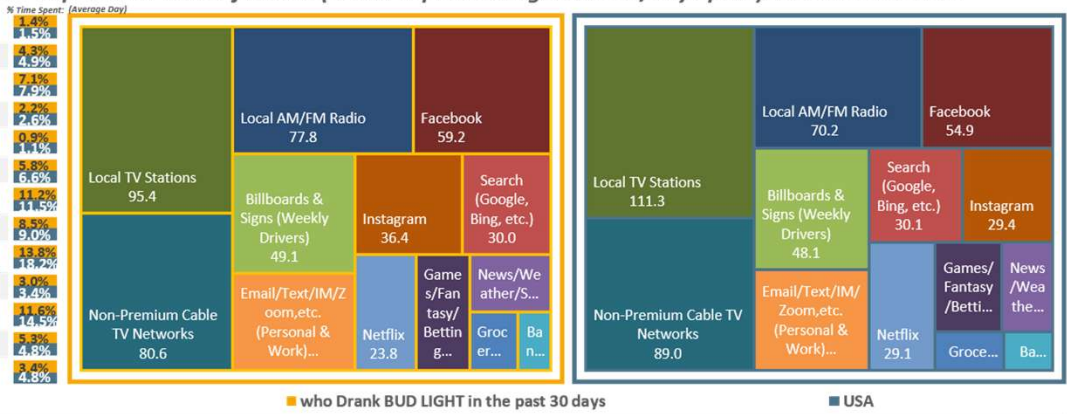


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day.
(Local Radio delivers 10.7% of Time with Ad-Supported Media.)

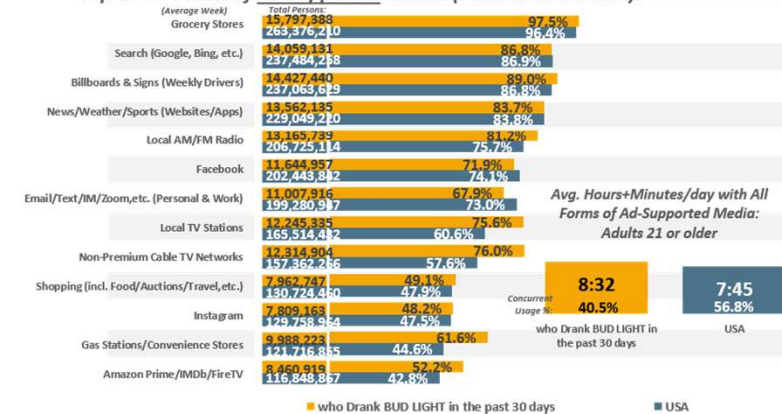
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



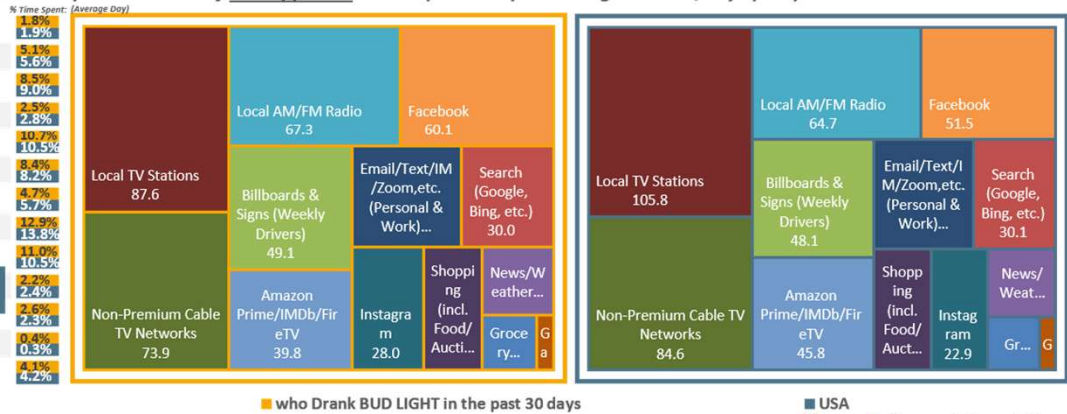
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

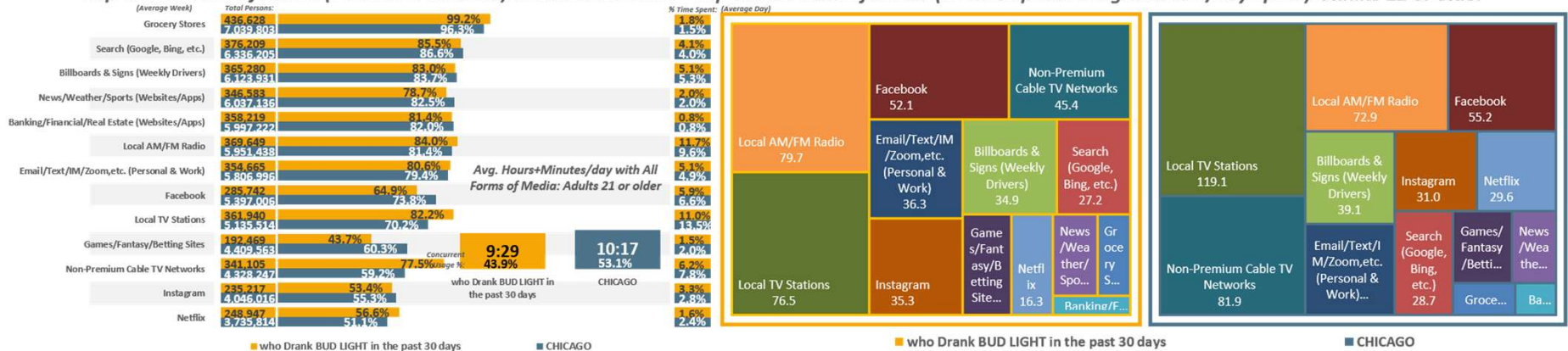
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[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]

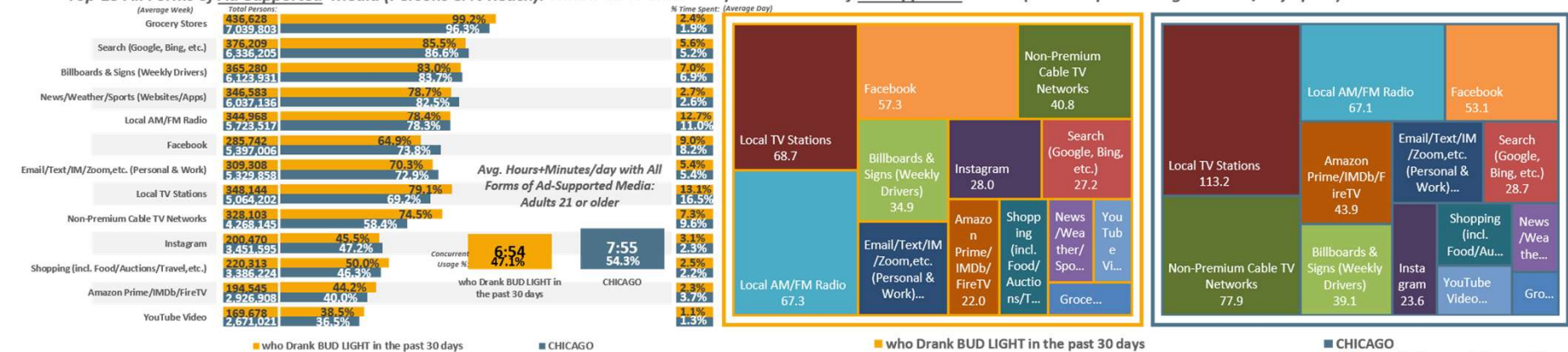


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

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



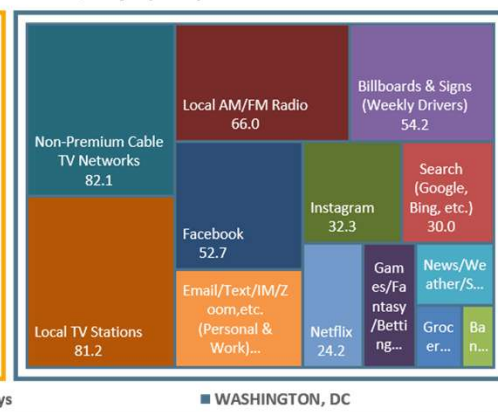
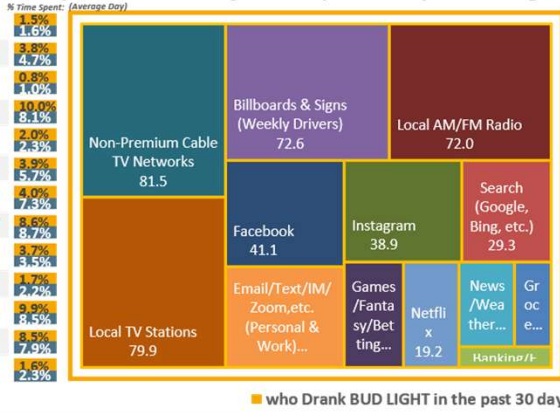
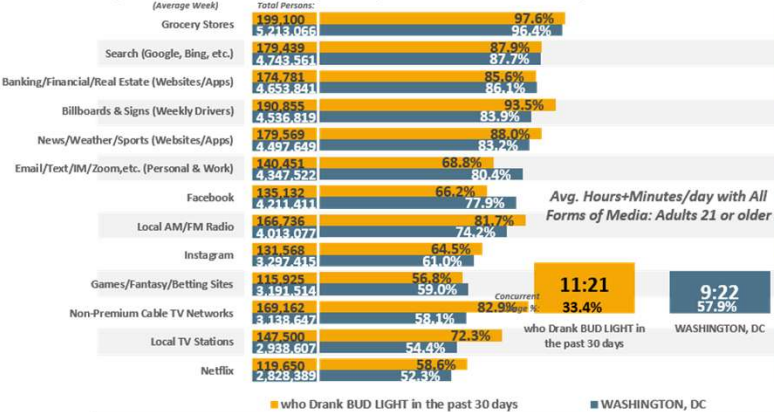
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



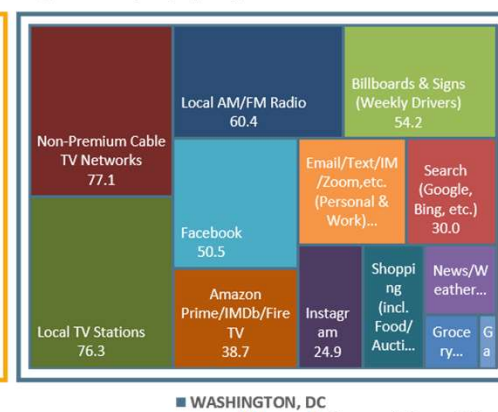
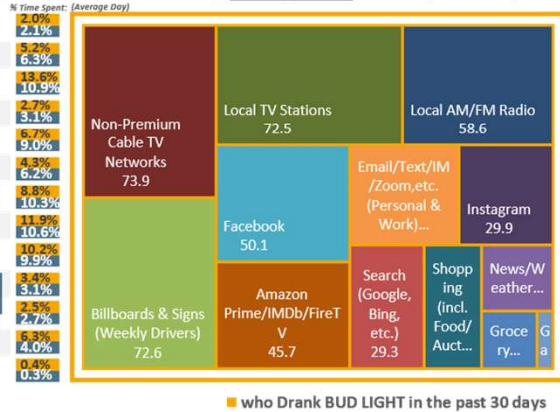
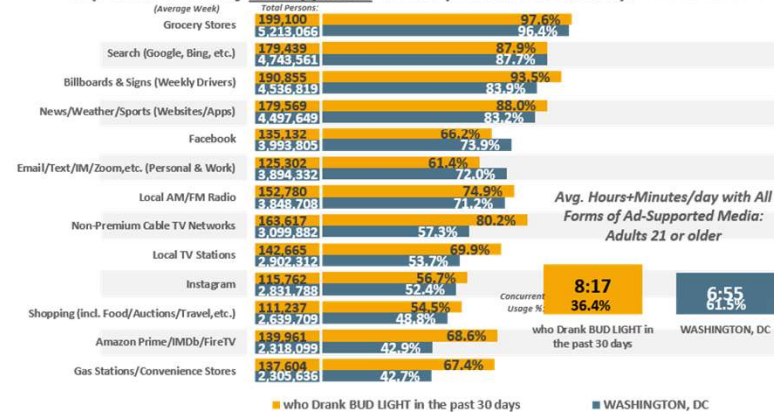


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day.
(Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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**



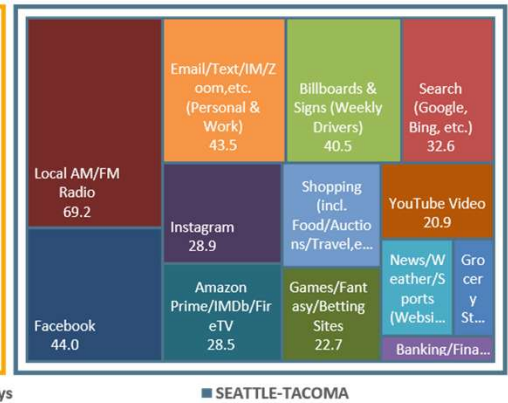
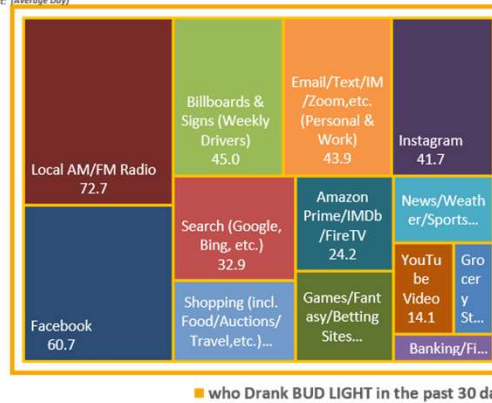
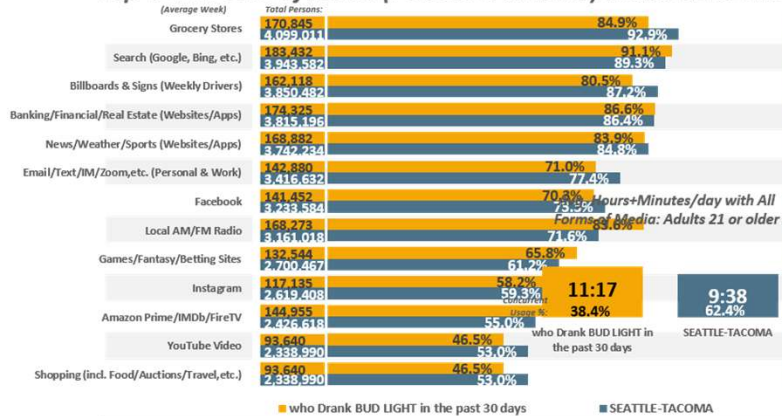
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



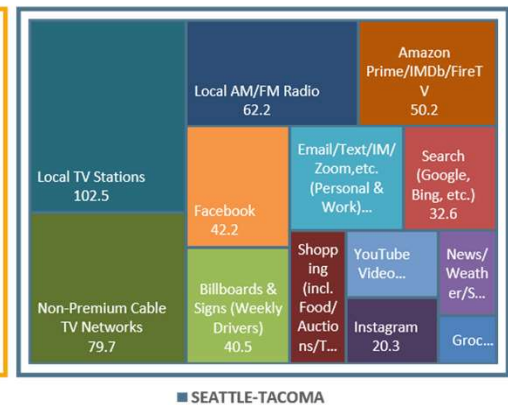
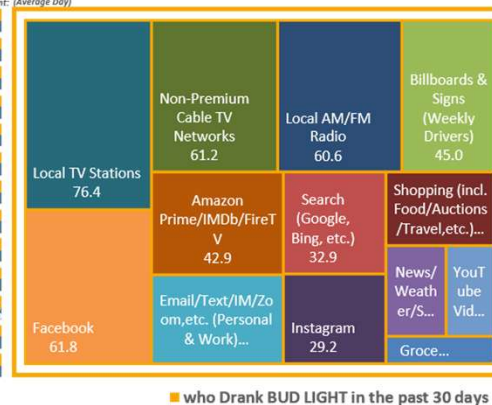
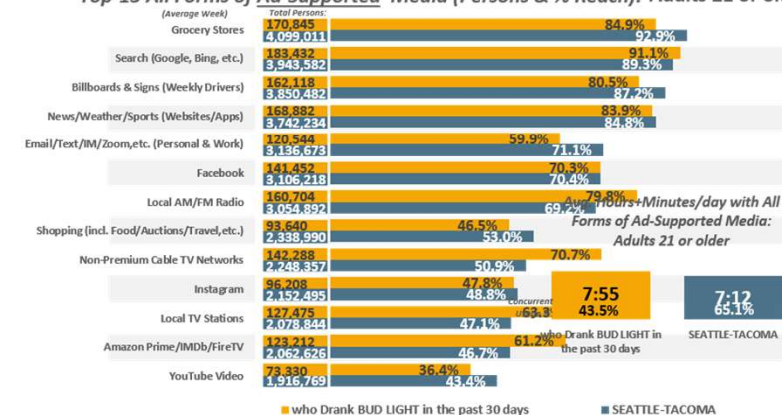


Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day.
(Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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

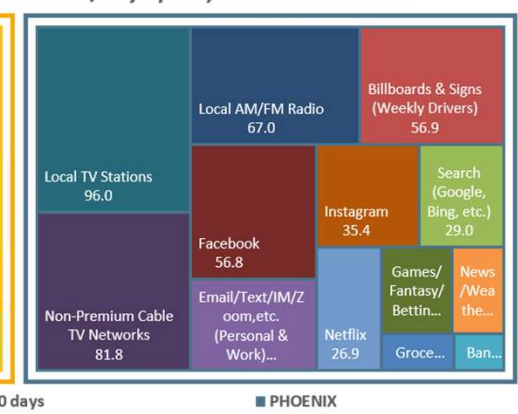
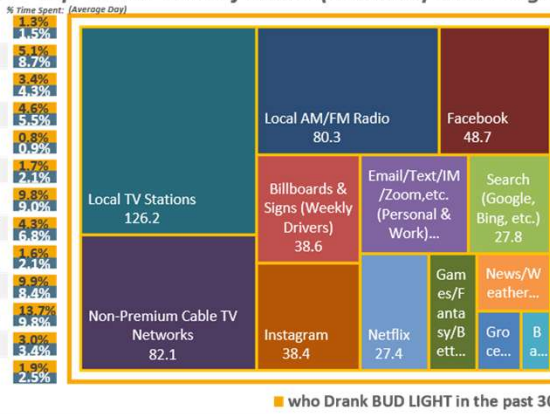
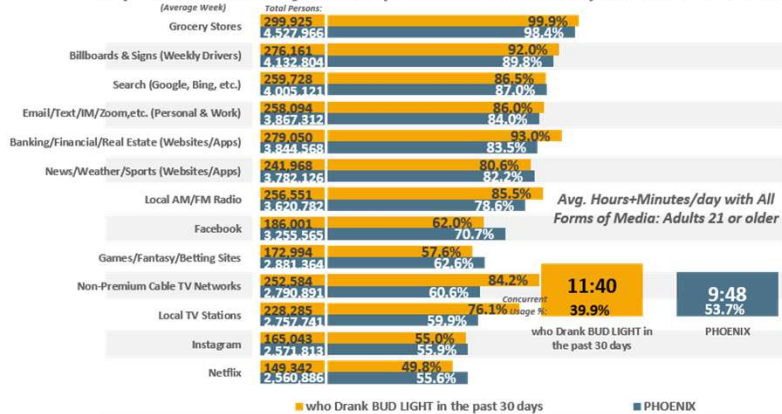




Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 71.4 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

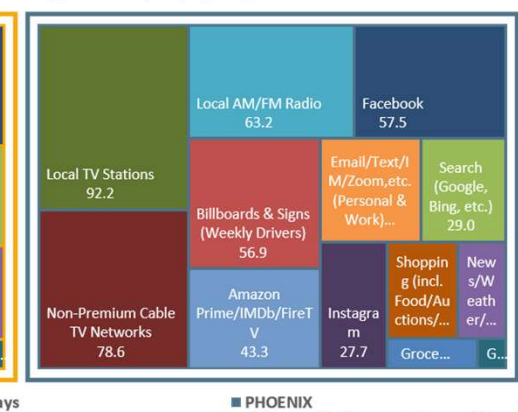
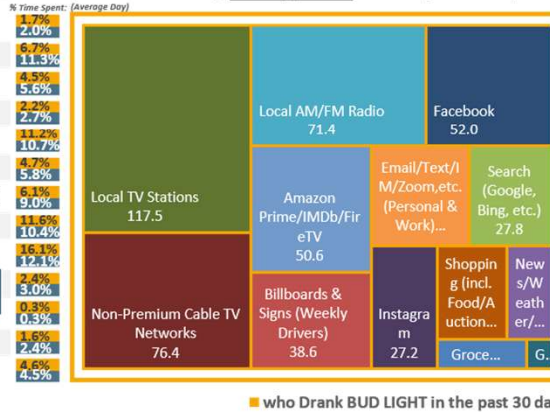
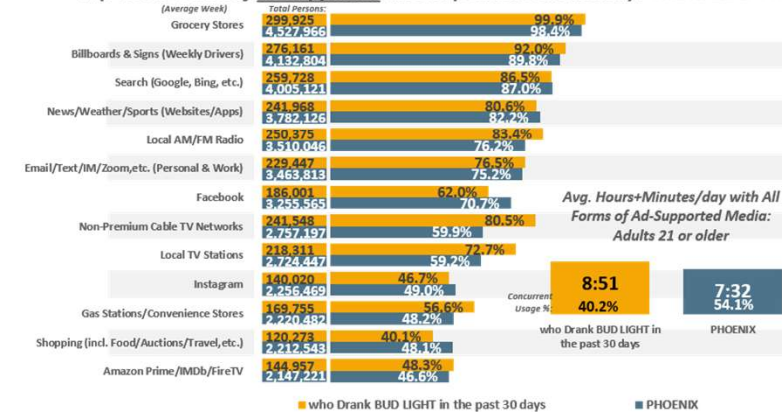
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

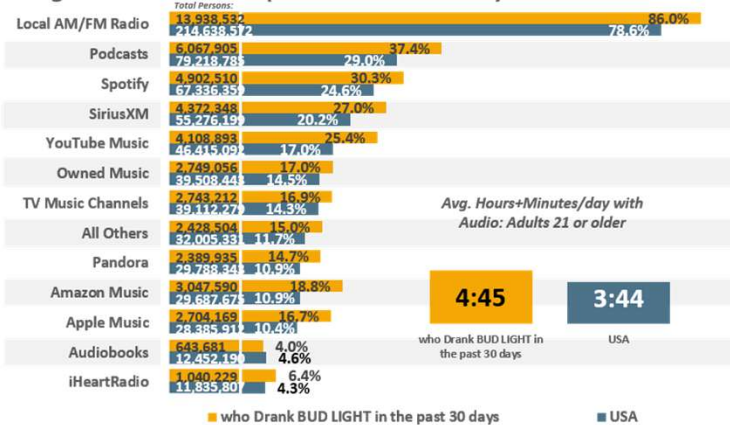
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



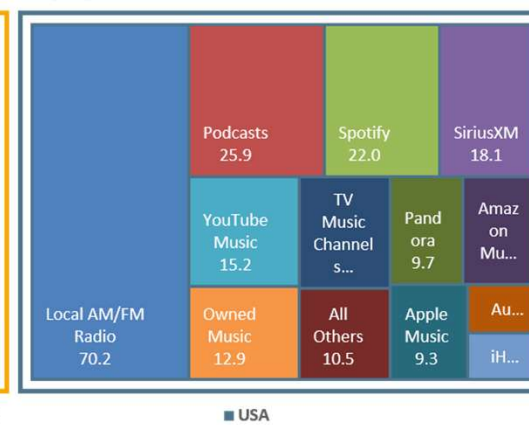
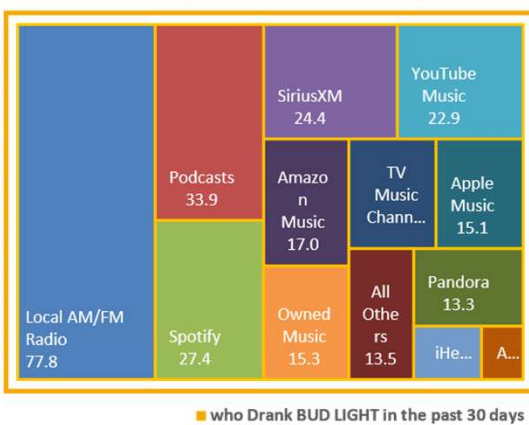


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

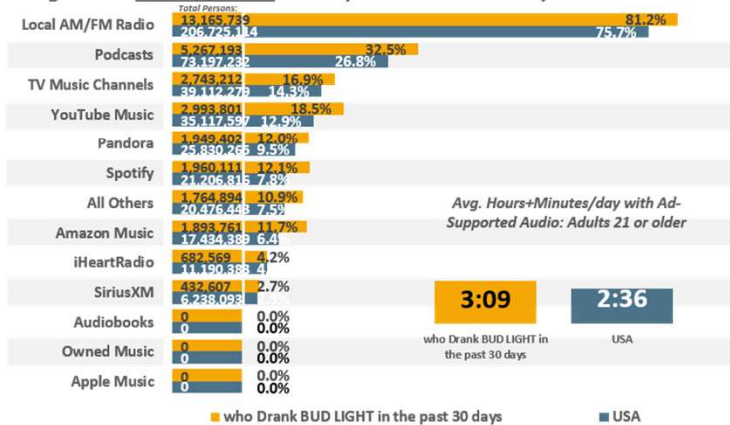
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



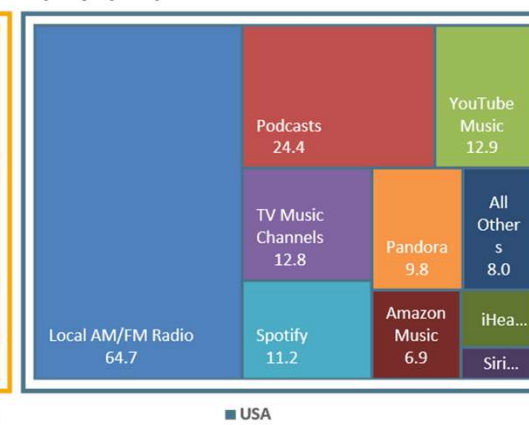
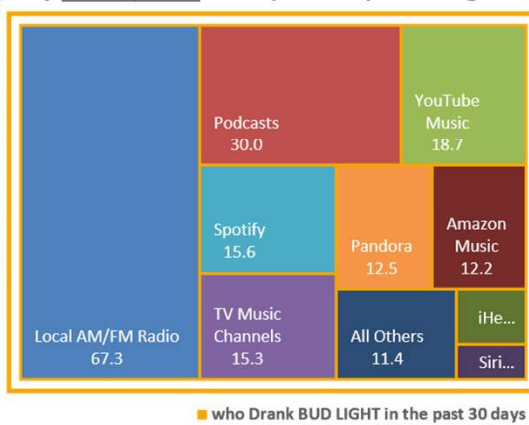
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



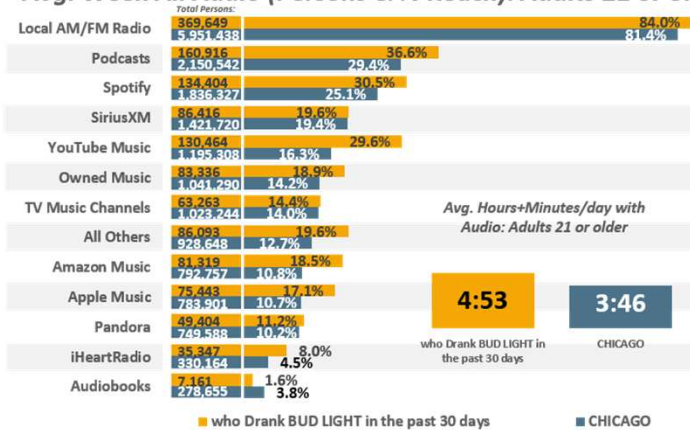
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



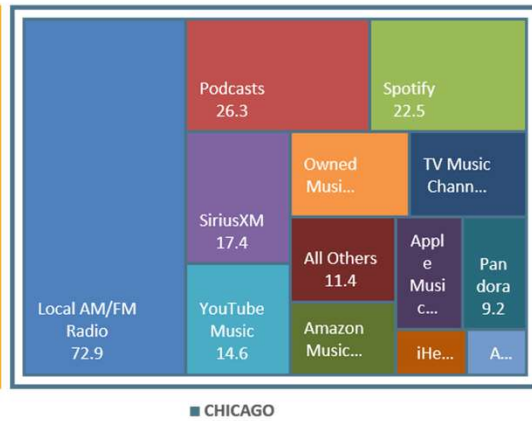
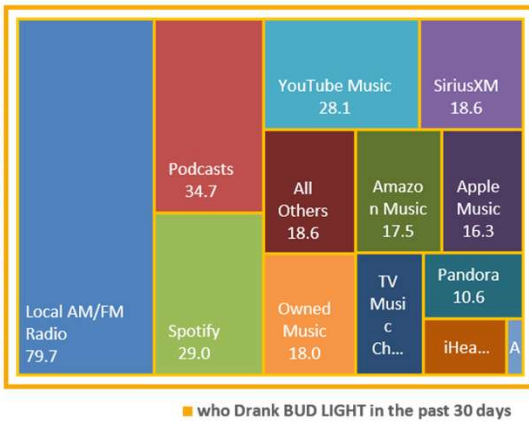


344,968 or 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

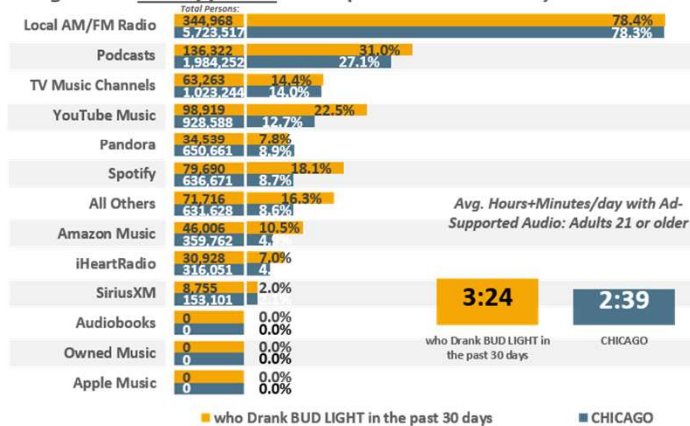
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



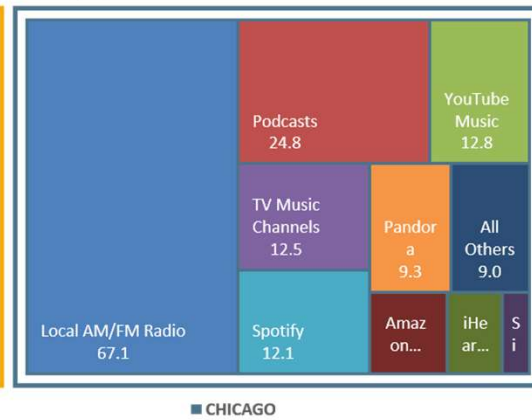
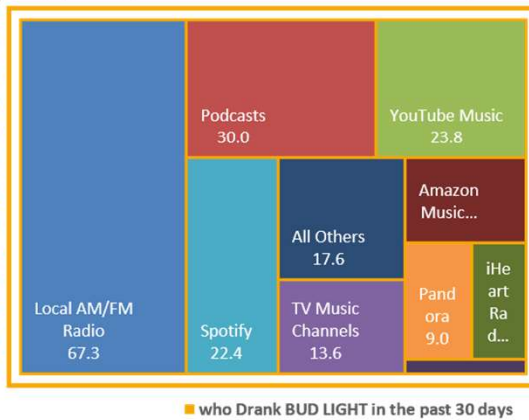
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



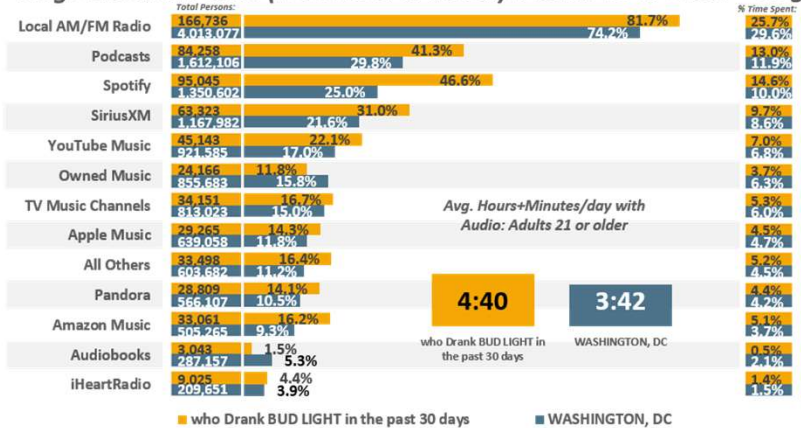
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



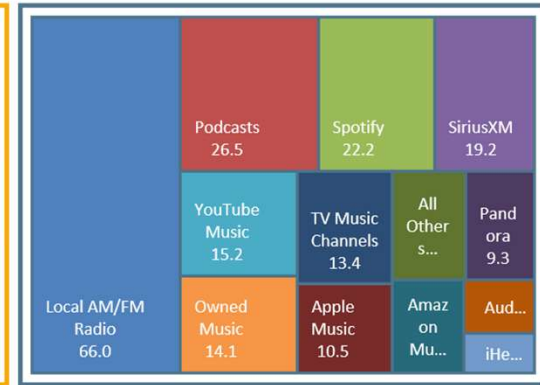
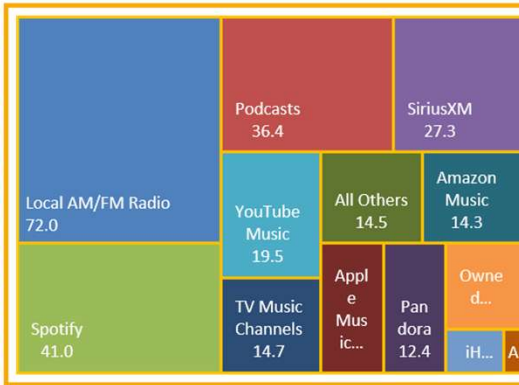


152,780 or 74.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

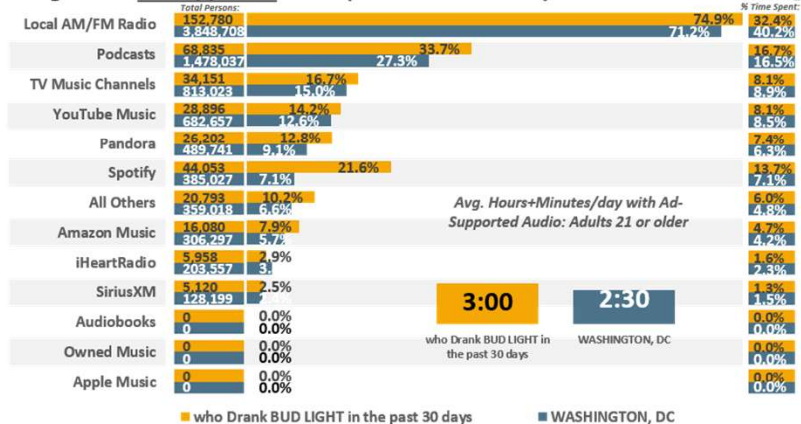
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



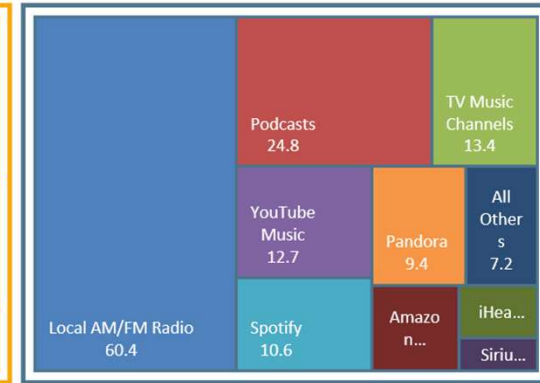
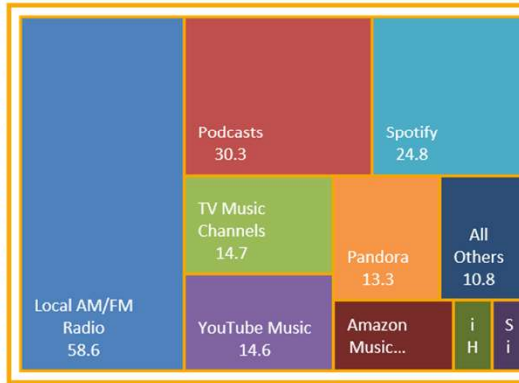
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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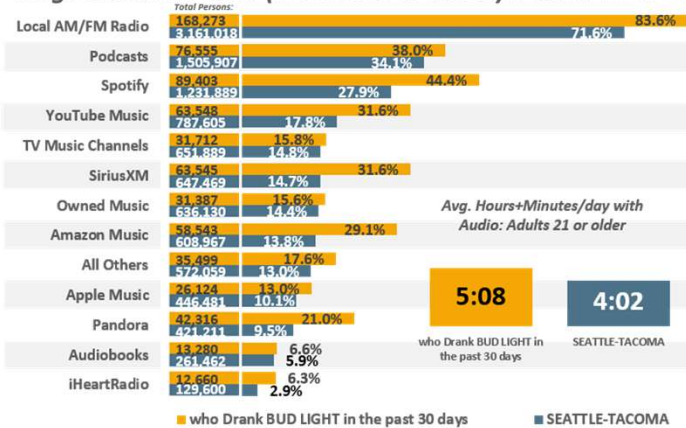
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

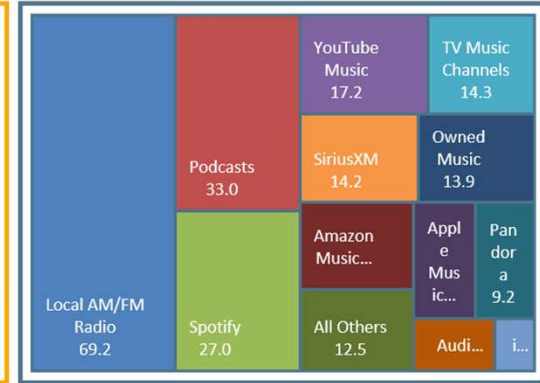
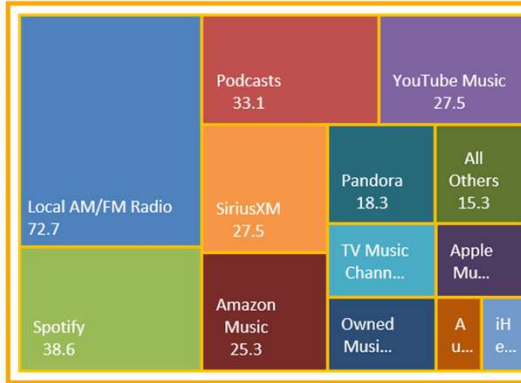


160,704 or 79.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

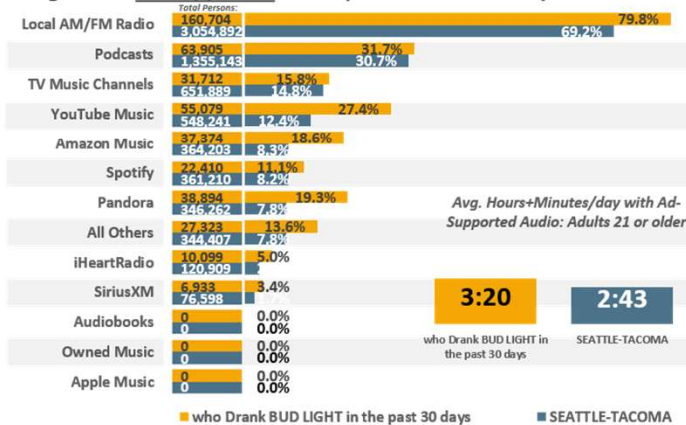
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



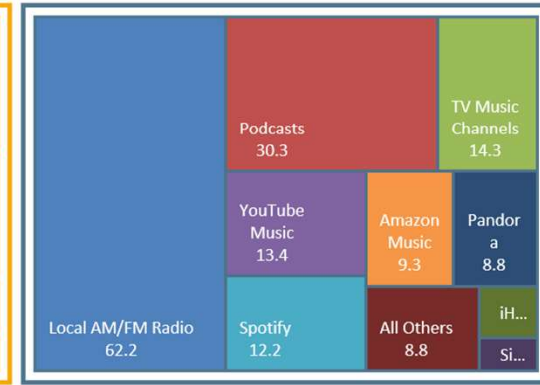
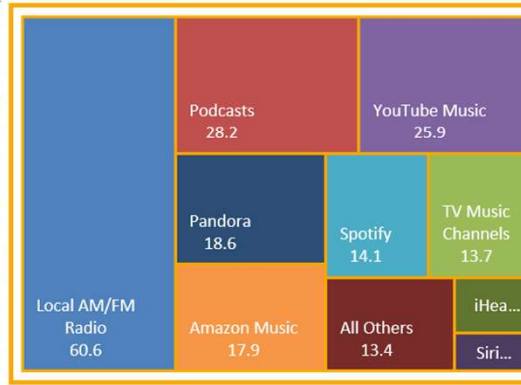
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



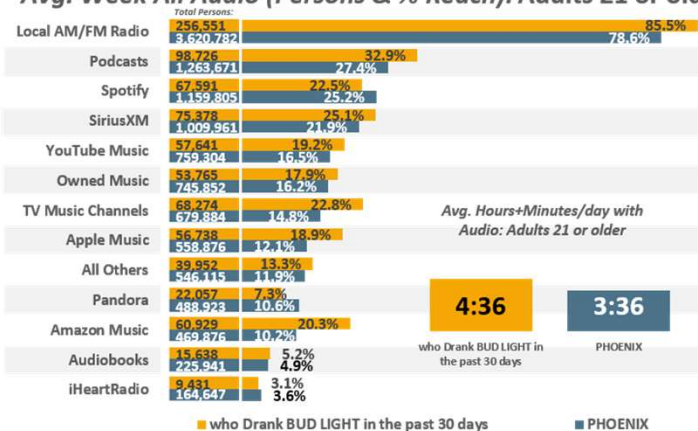
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



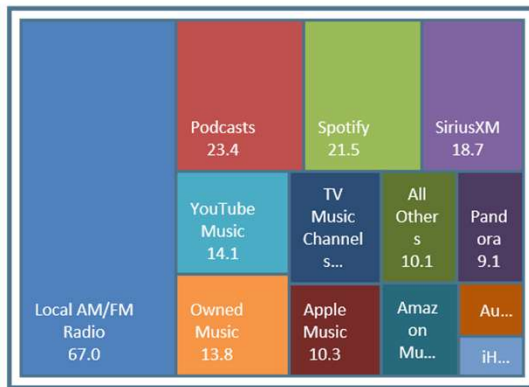
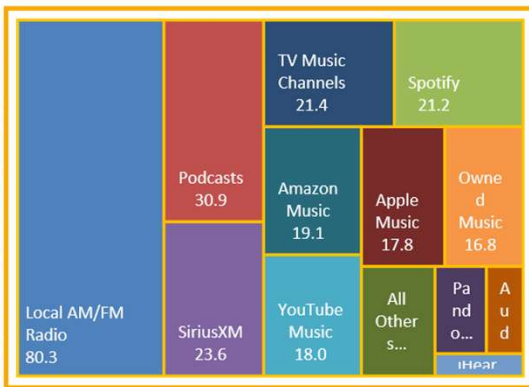


250,375 or 83.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

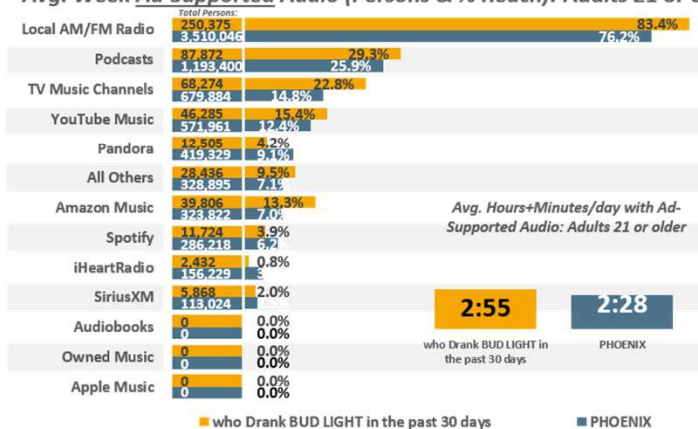
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



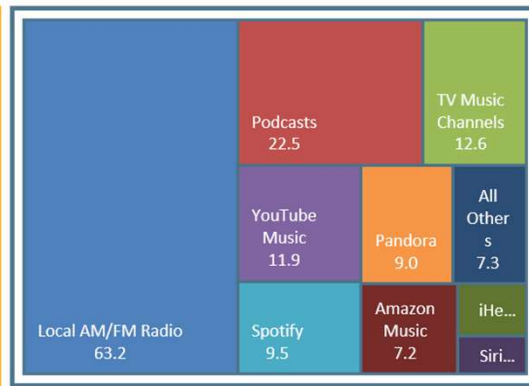
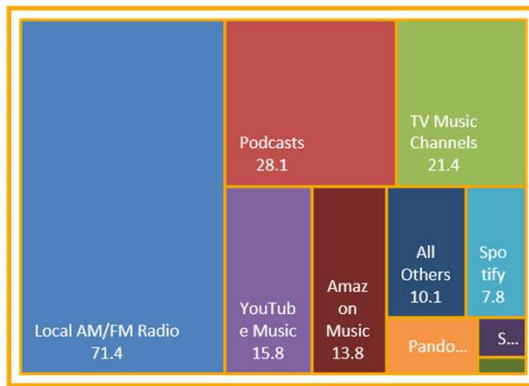
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

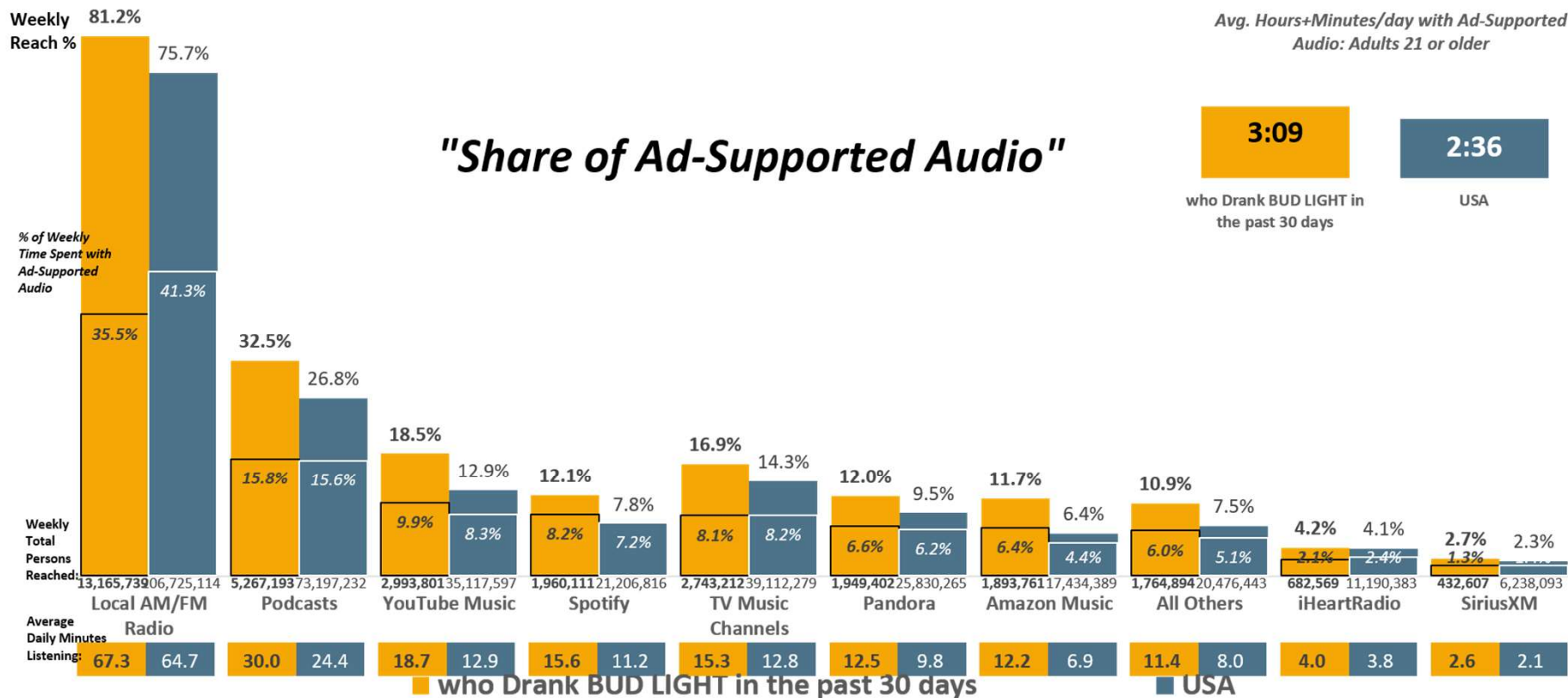


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



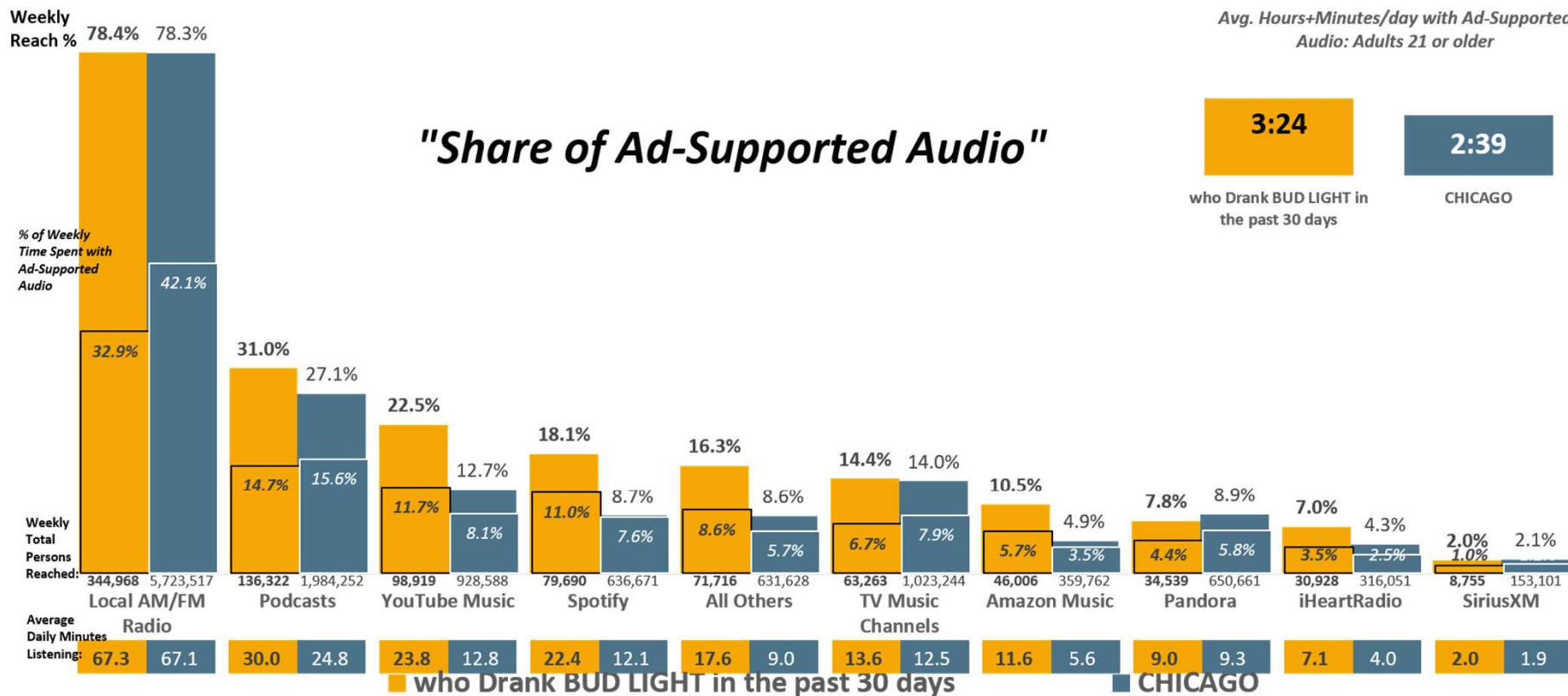


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



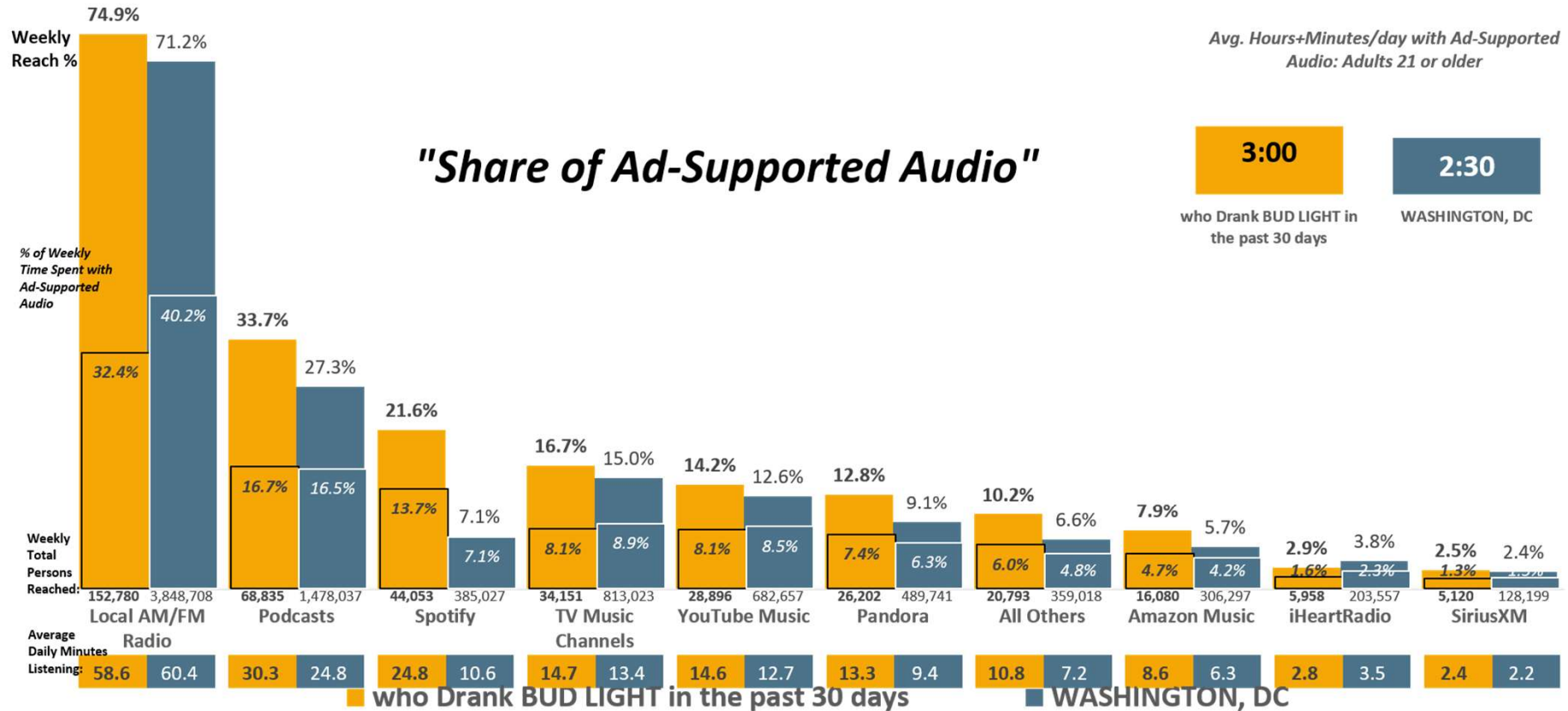


344,968 or 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



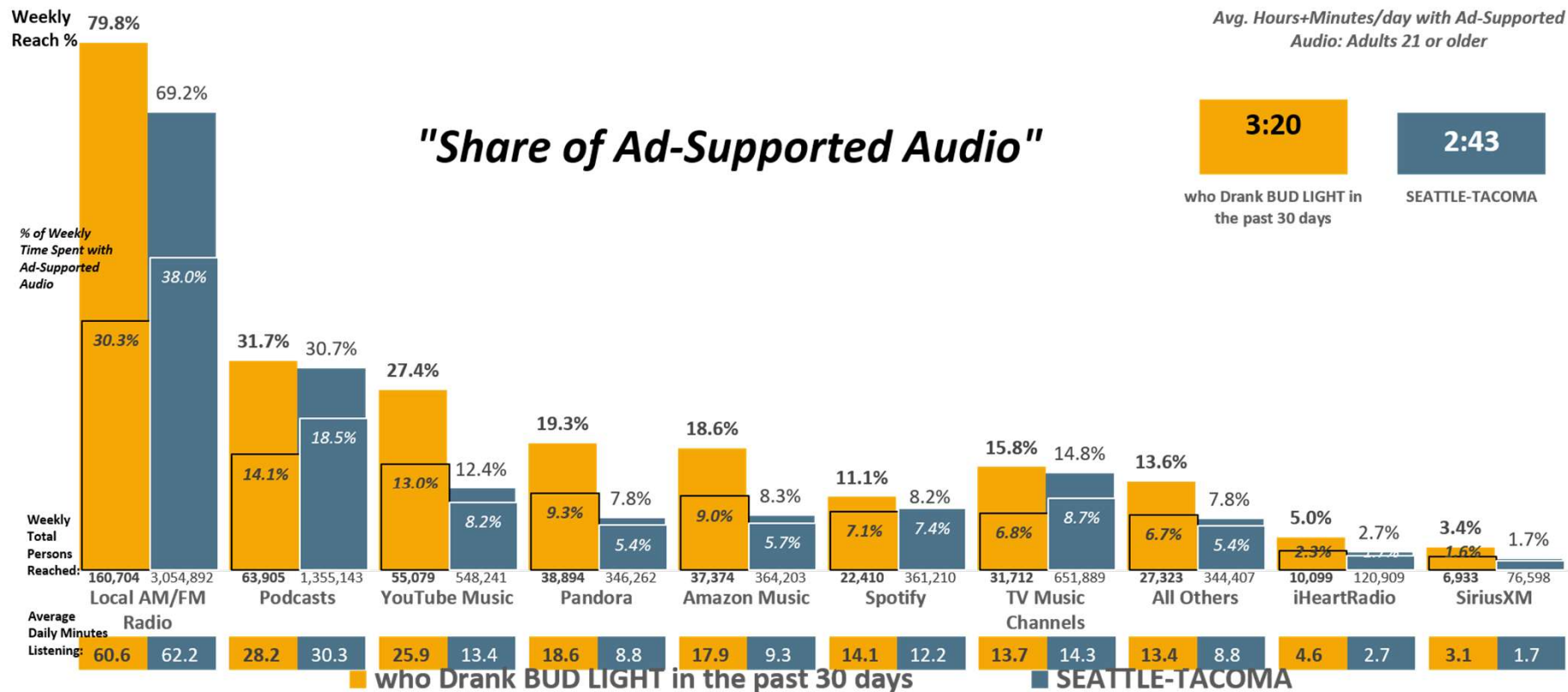


152,780 or 74.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



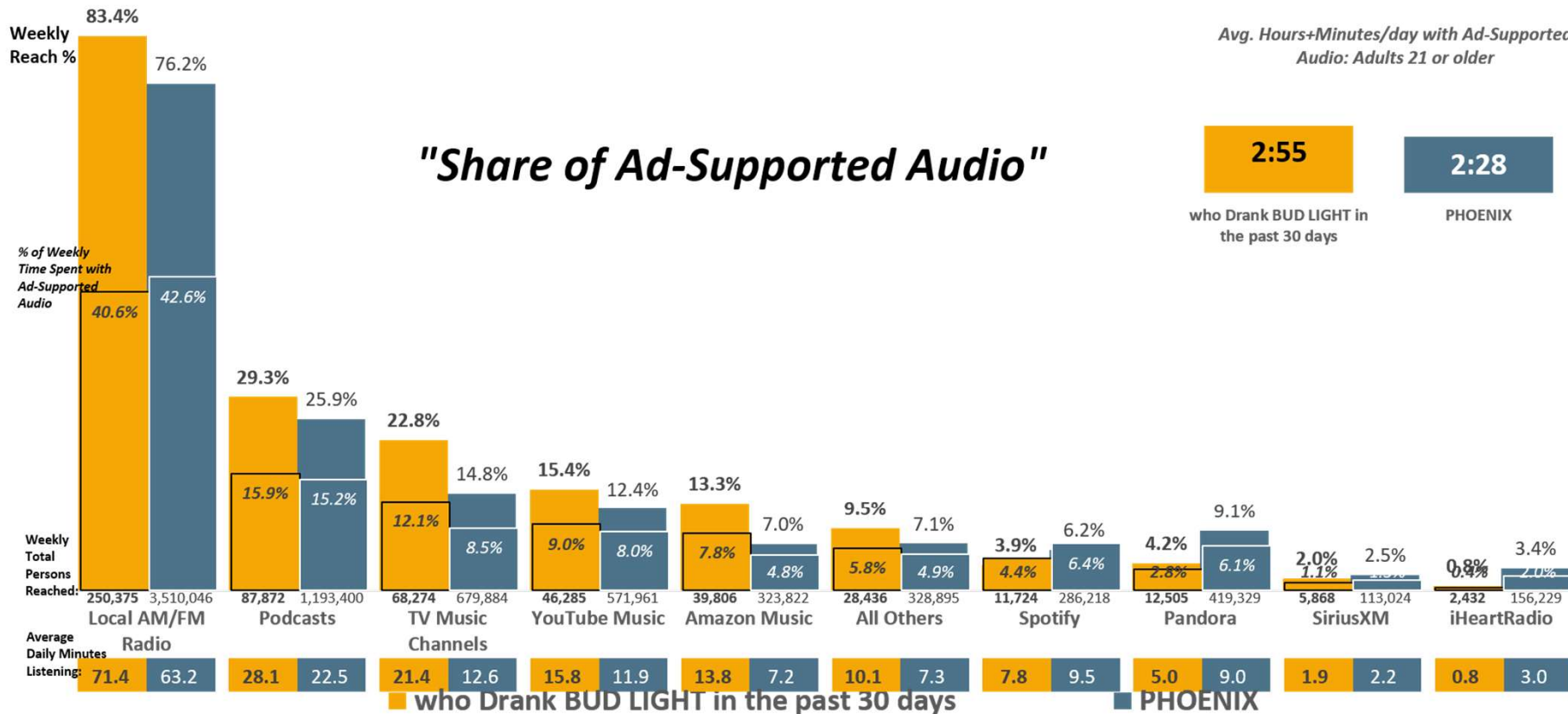


160,704 or 79.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.





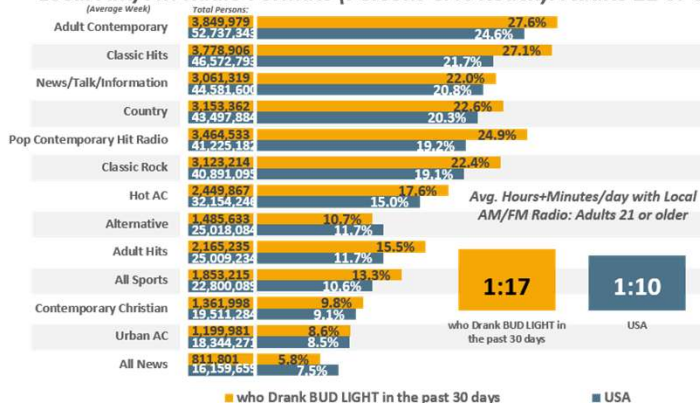
250,375 or 83.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



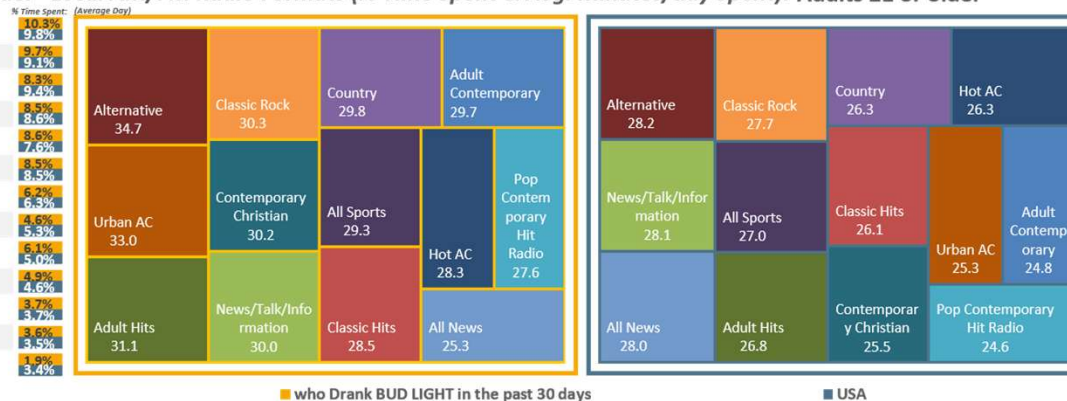


13,165,739 or 81.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Contemporary Hit Radio, Country, and Classic Rock.

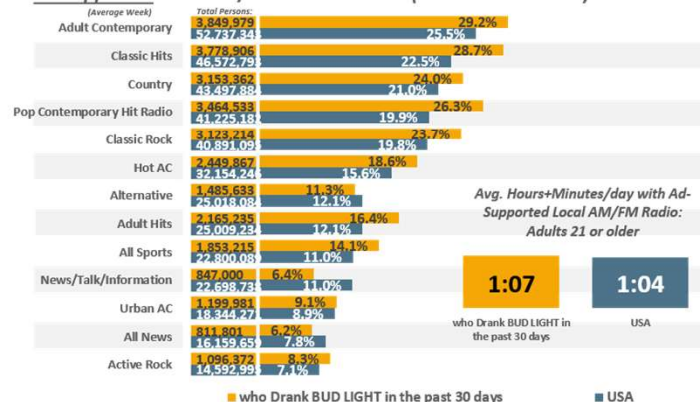
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



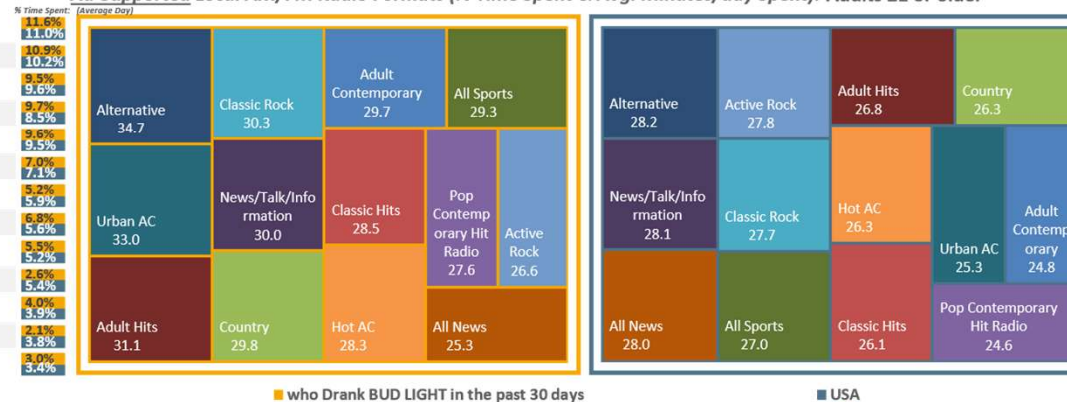
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

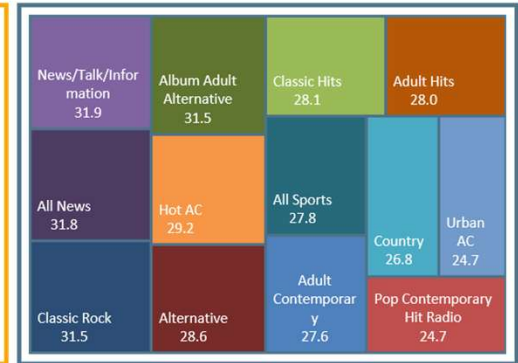
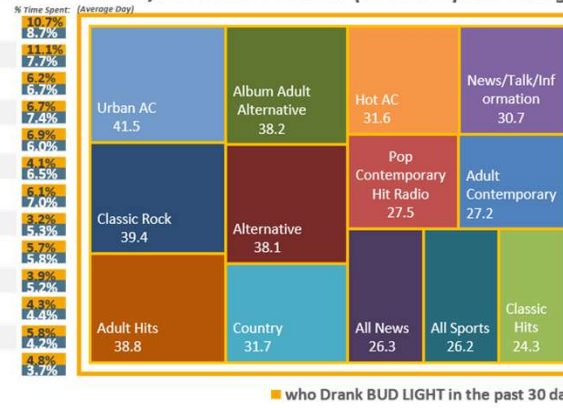
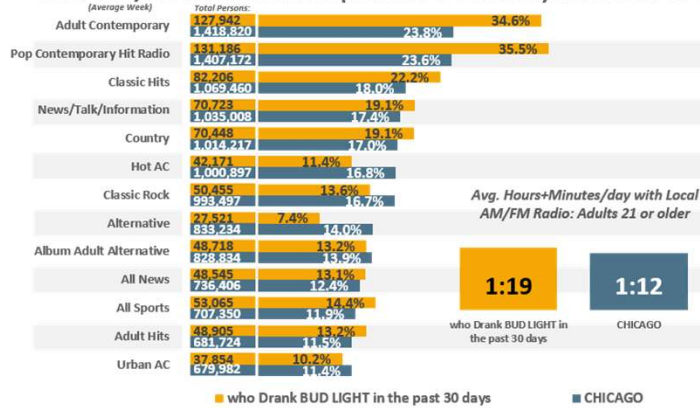
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

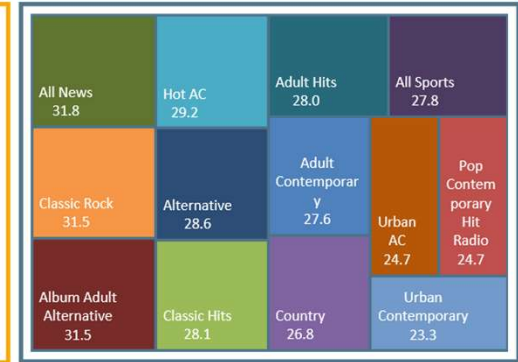
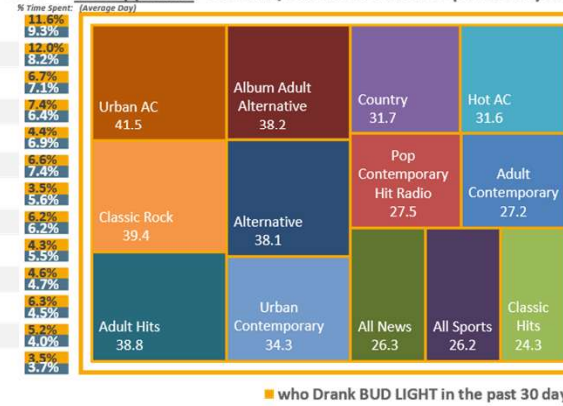
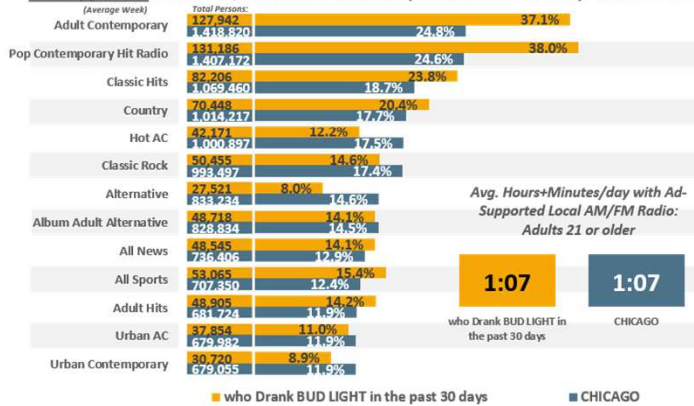


344,968 or 78.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Spanish Contemporary.

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



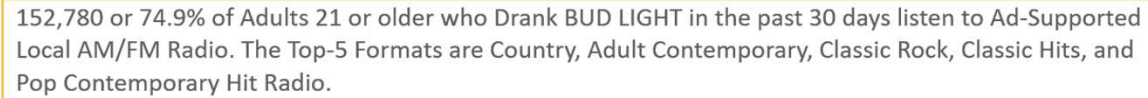
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



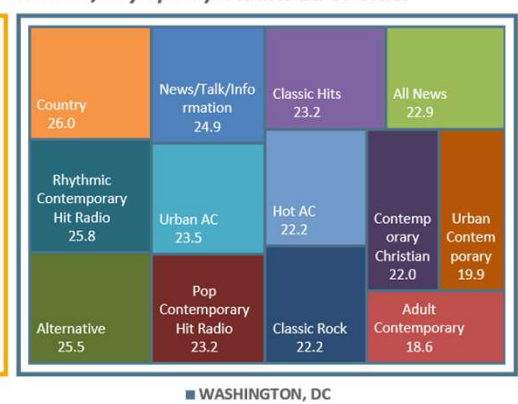
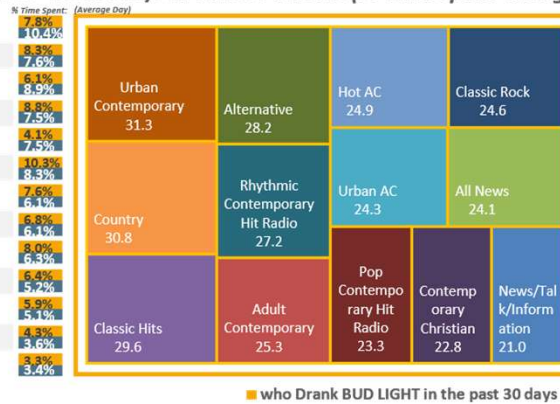
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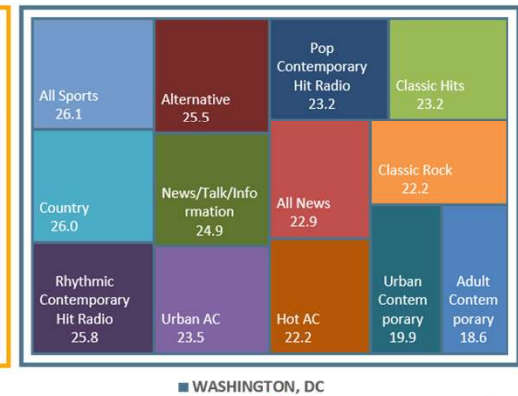
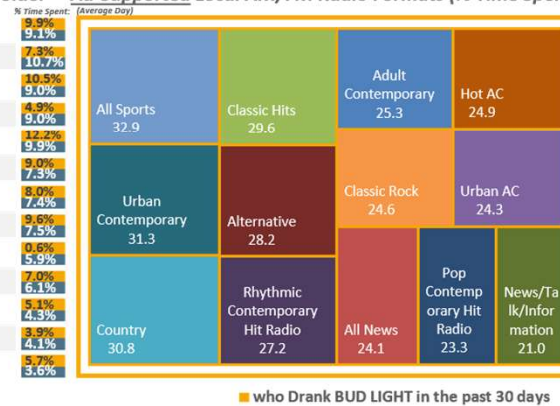
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



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



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



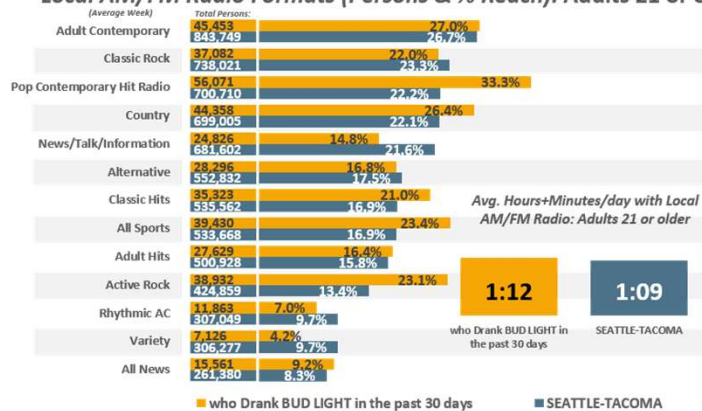
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

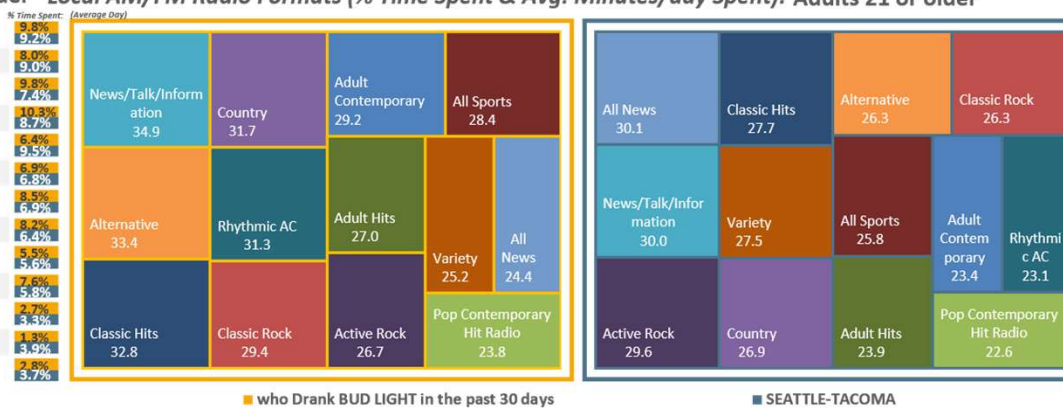


160,704 or 79.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, All Sports, and Active Rock.

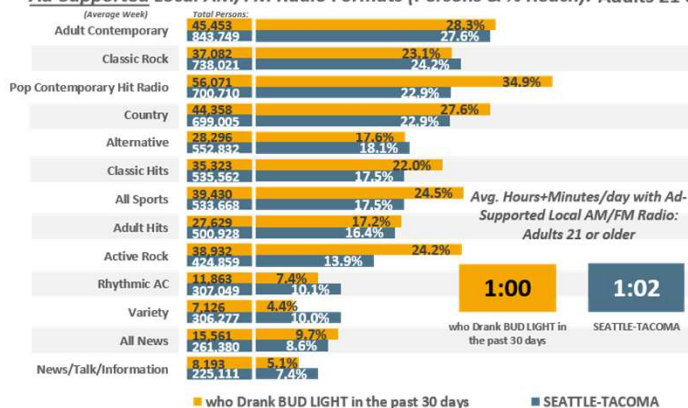
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



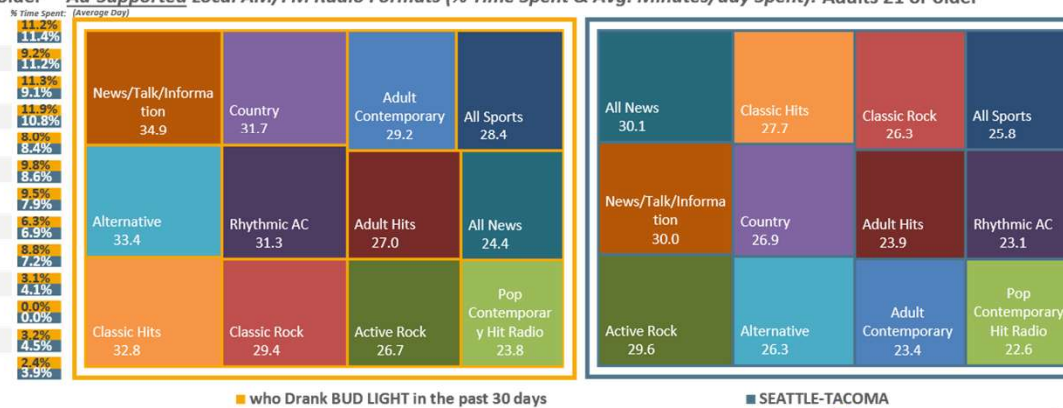
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



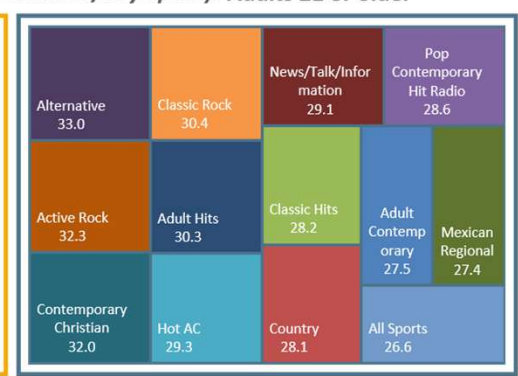
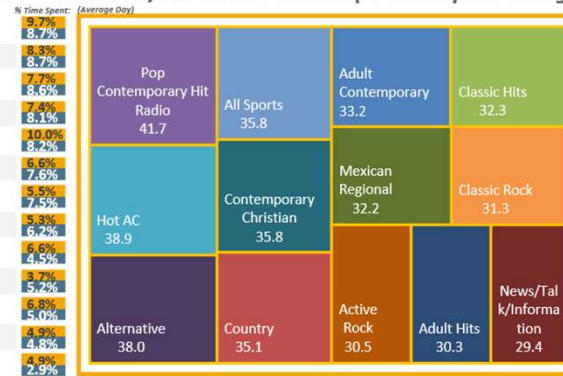
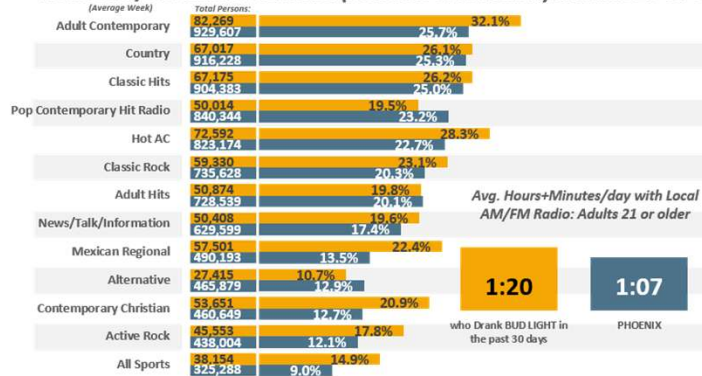
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



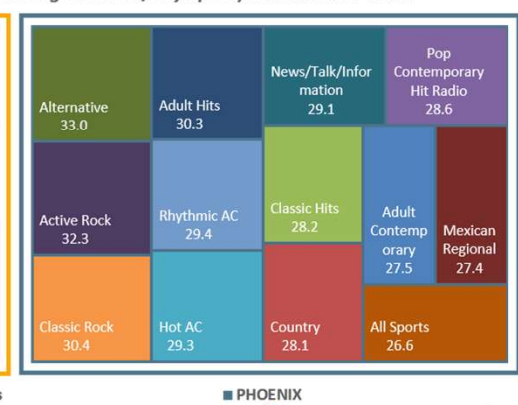
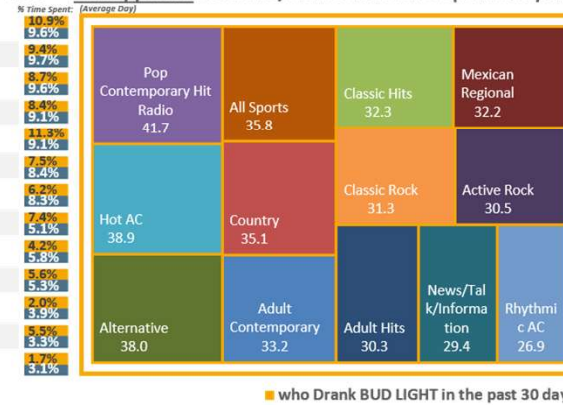
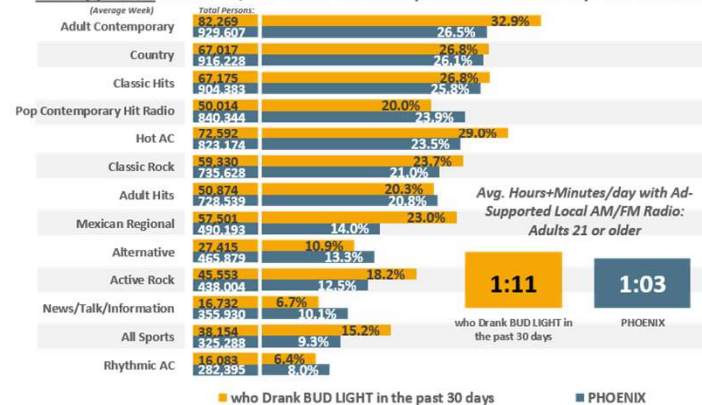


250,375 or 83.4% of Adults 21 or older who Drank BUD LIGHT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Classic Hits, Country, and Classic Rock.

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



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

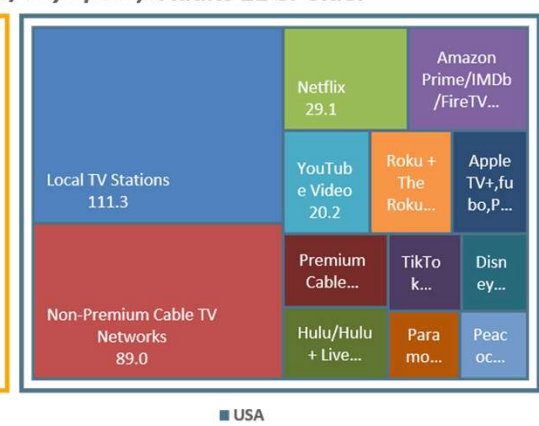
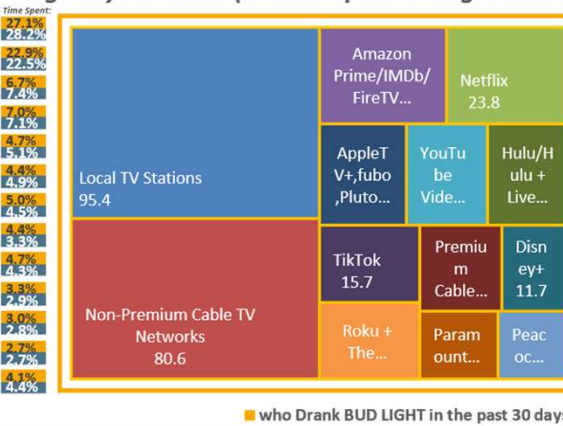
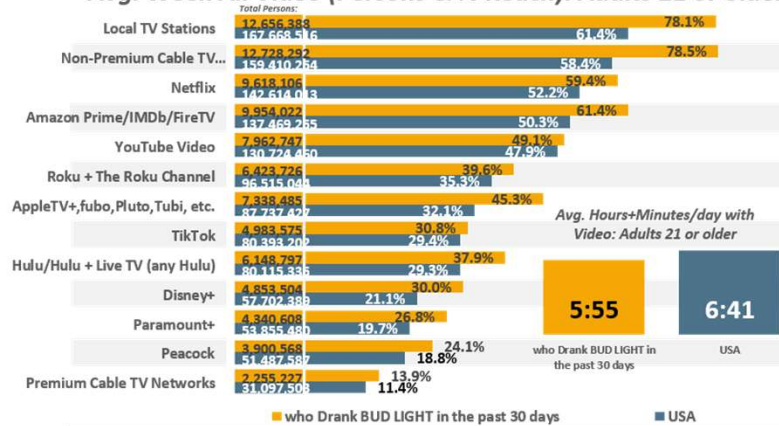




12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

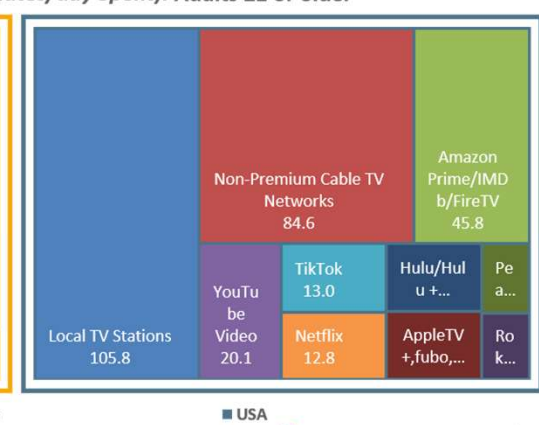
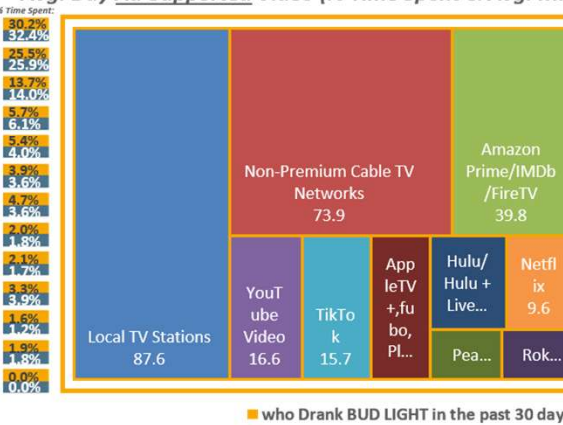
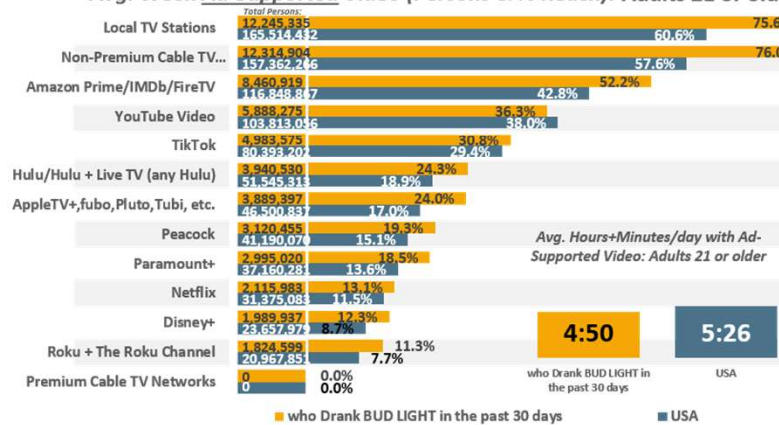
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

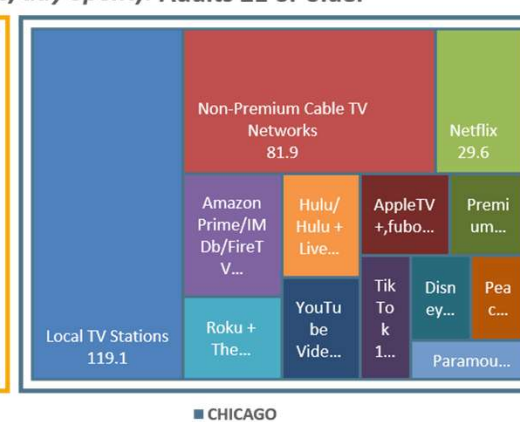
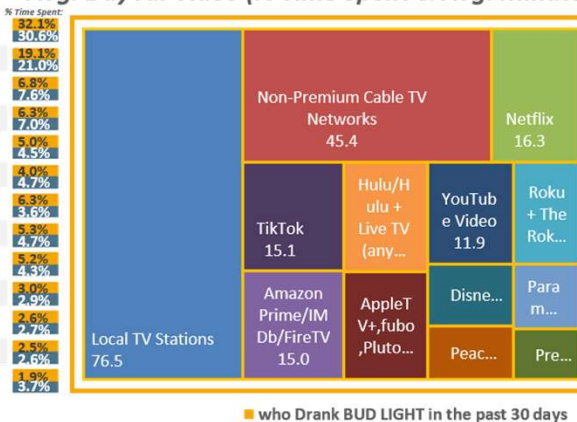
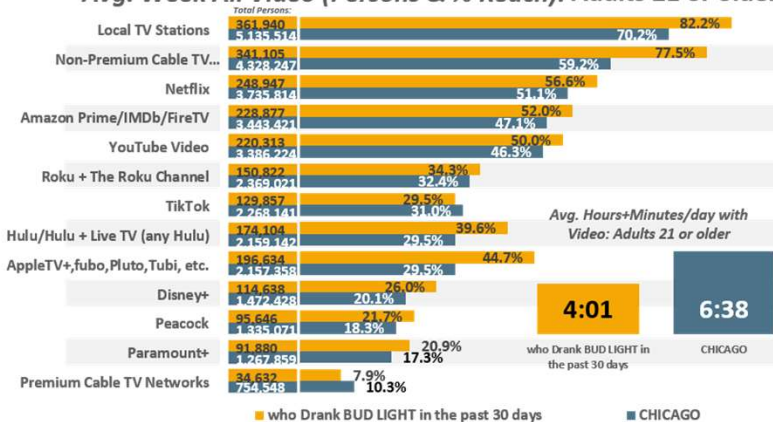




348,144 or 79.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

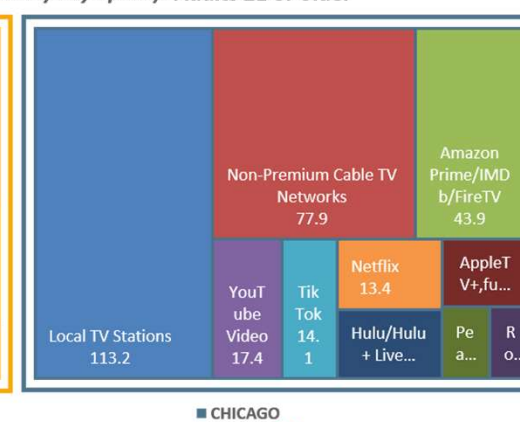
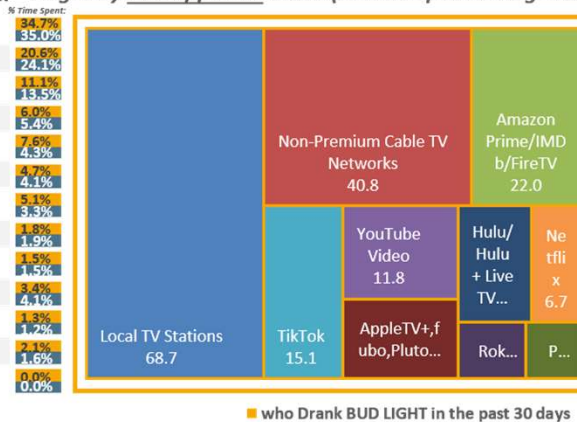
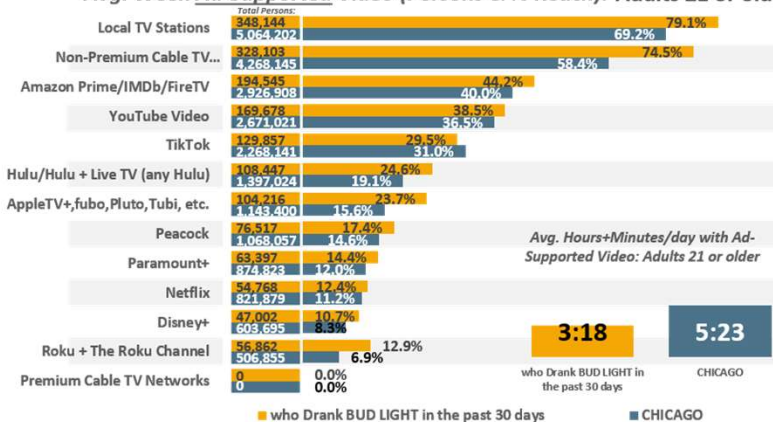
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 224
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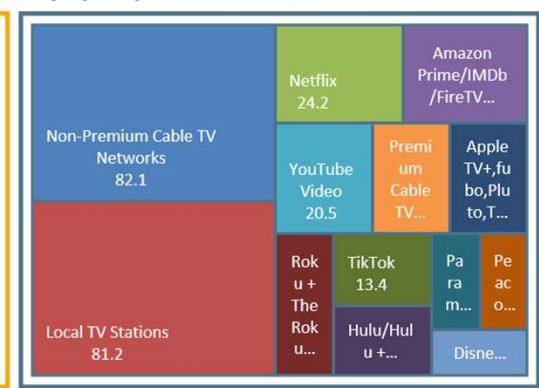
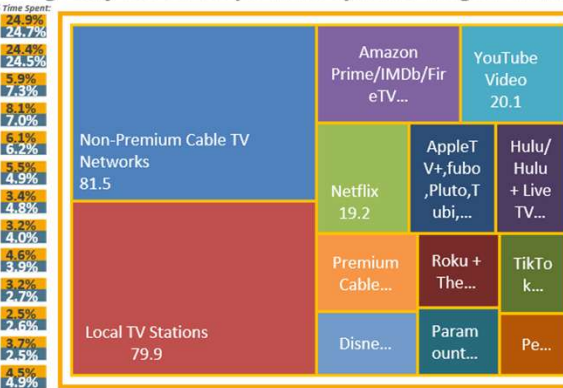
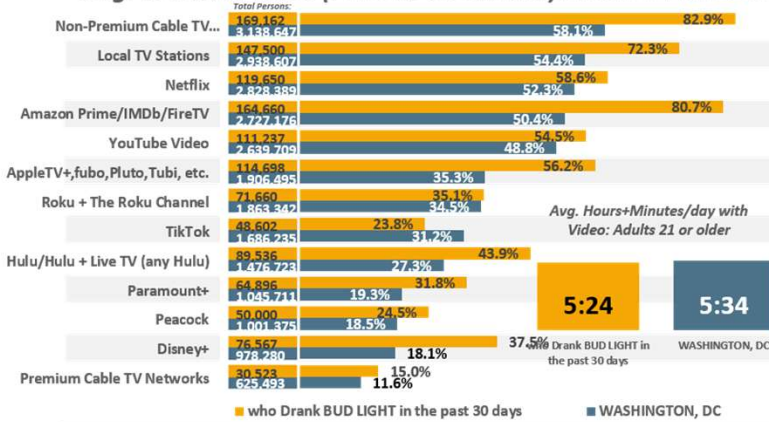
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



142,665 or 69.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

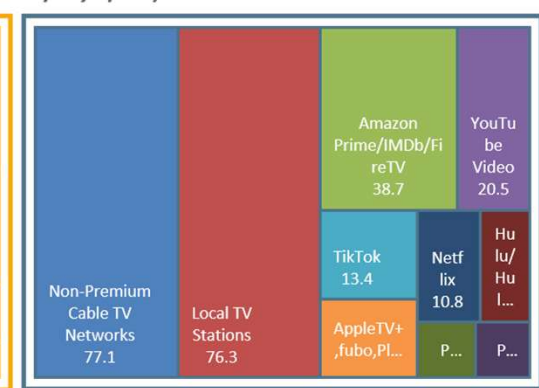
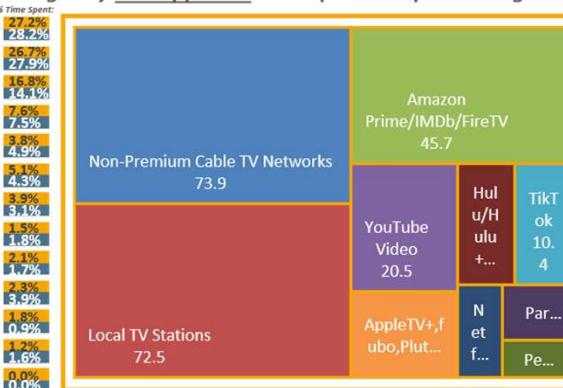
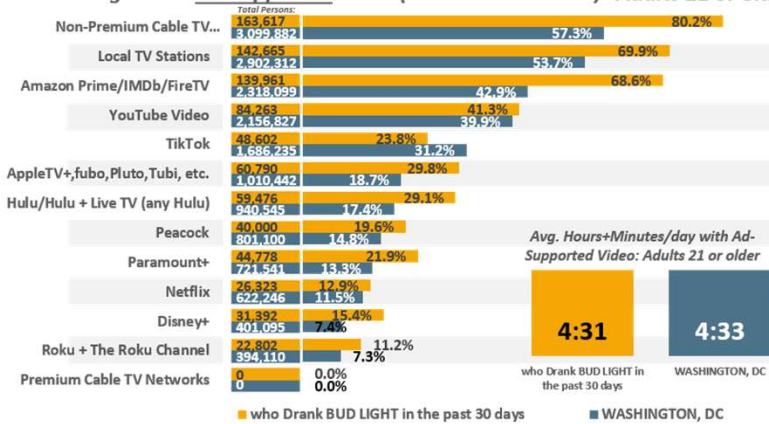
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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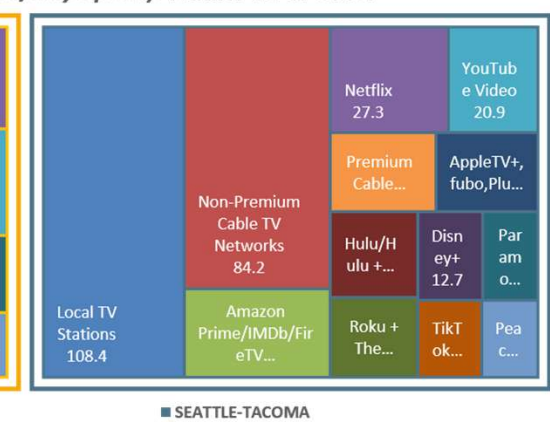
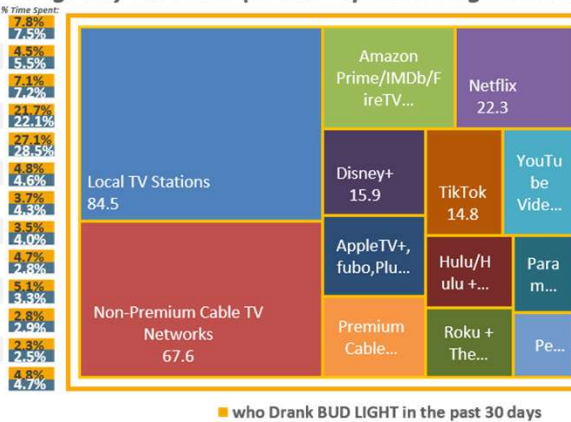
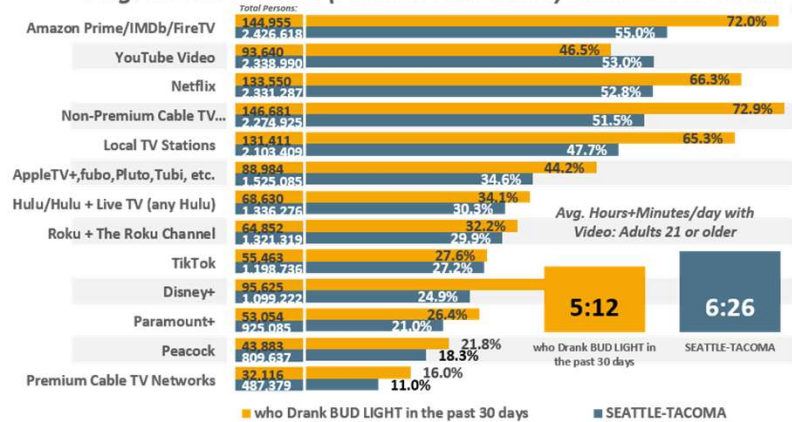
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



127,475 or 63.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

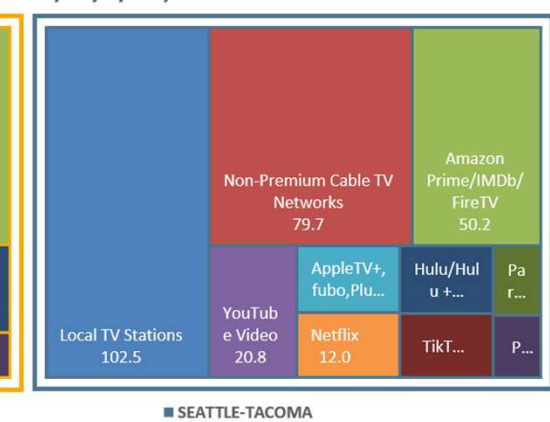
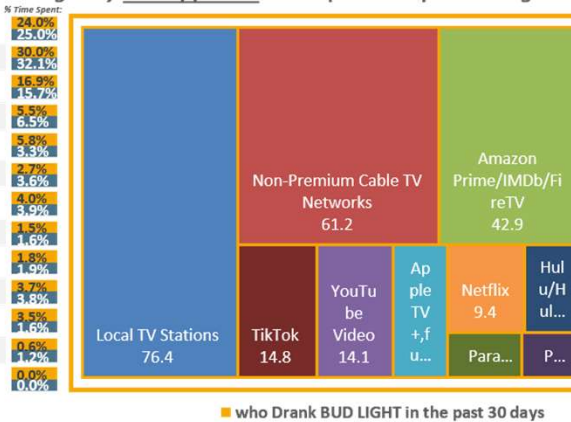
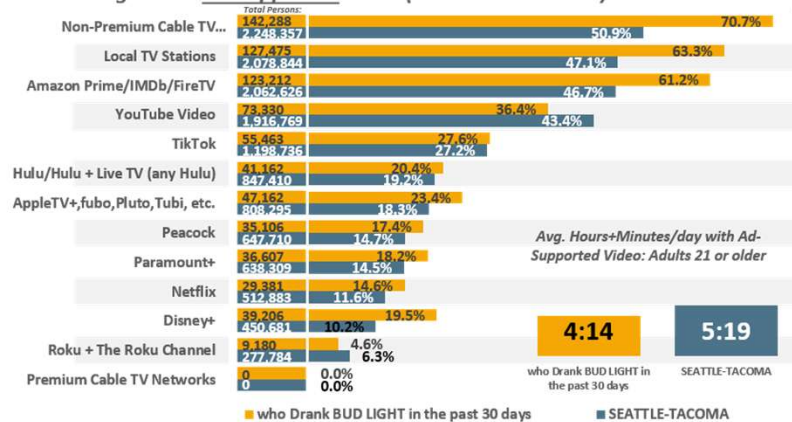
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 195
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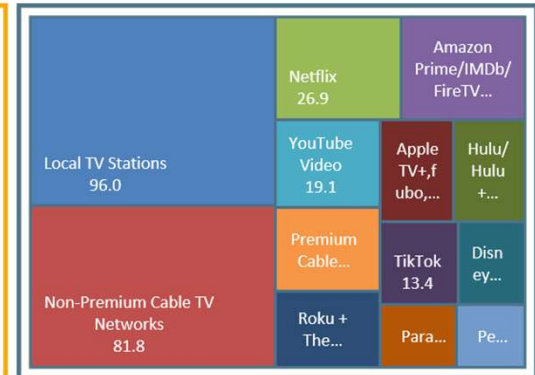
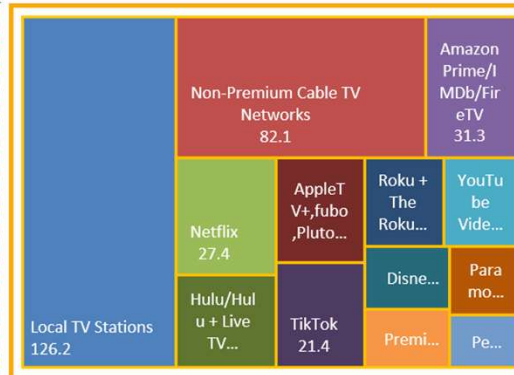
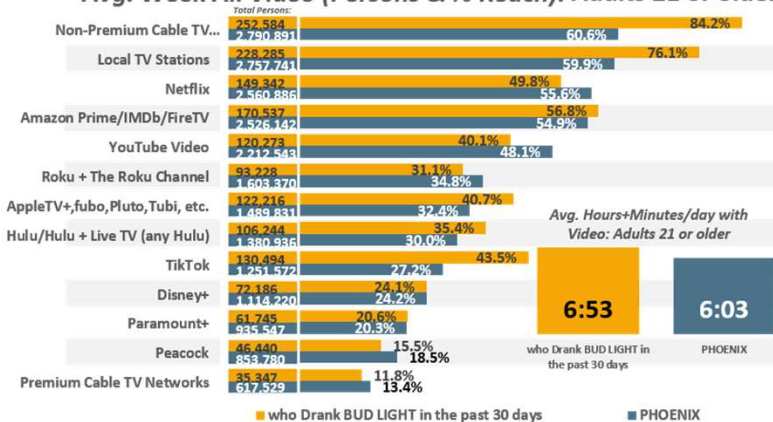
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



218,311 or 72.7% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

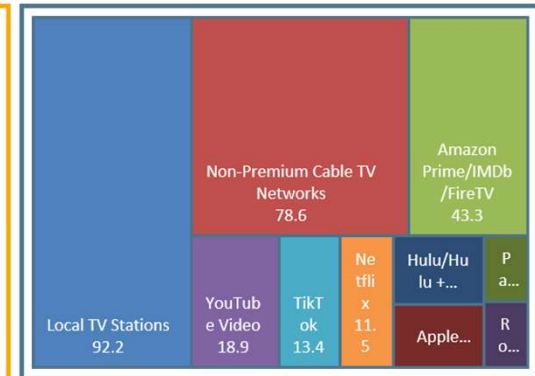
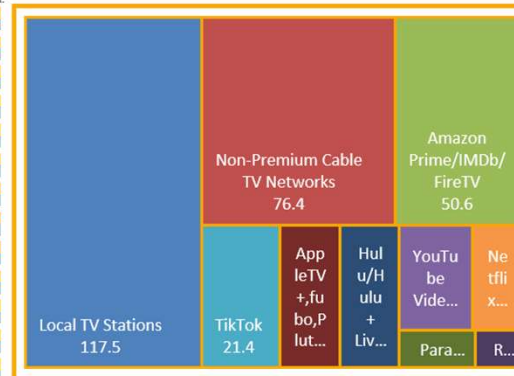
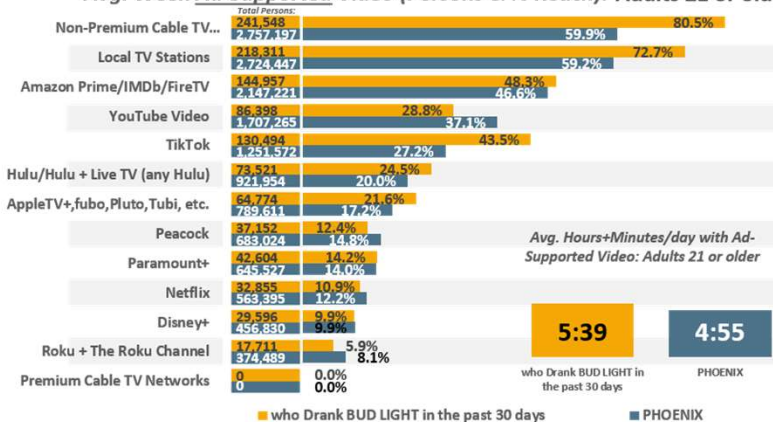
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

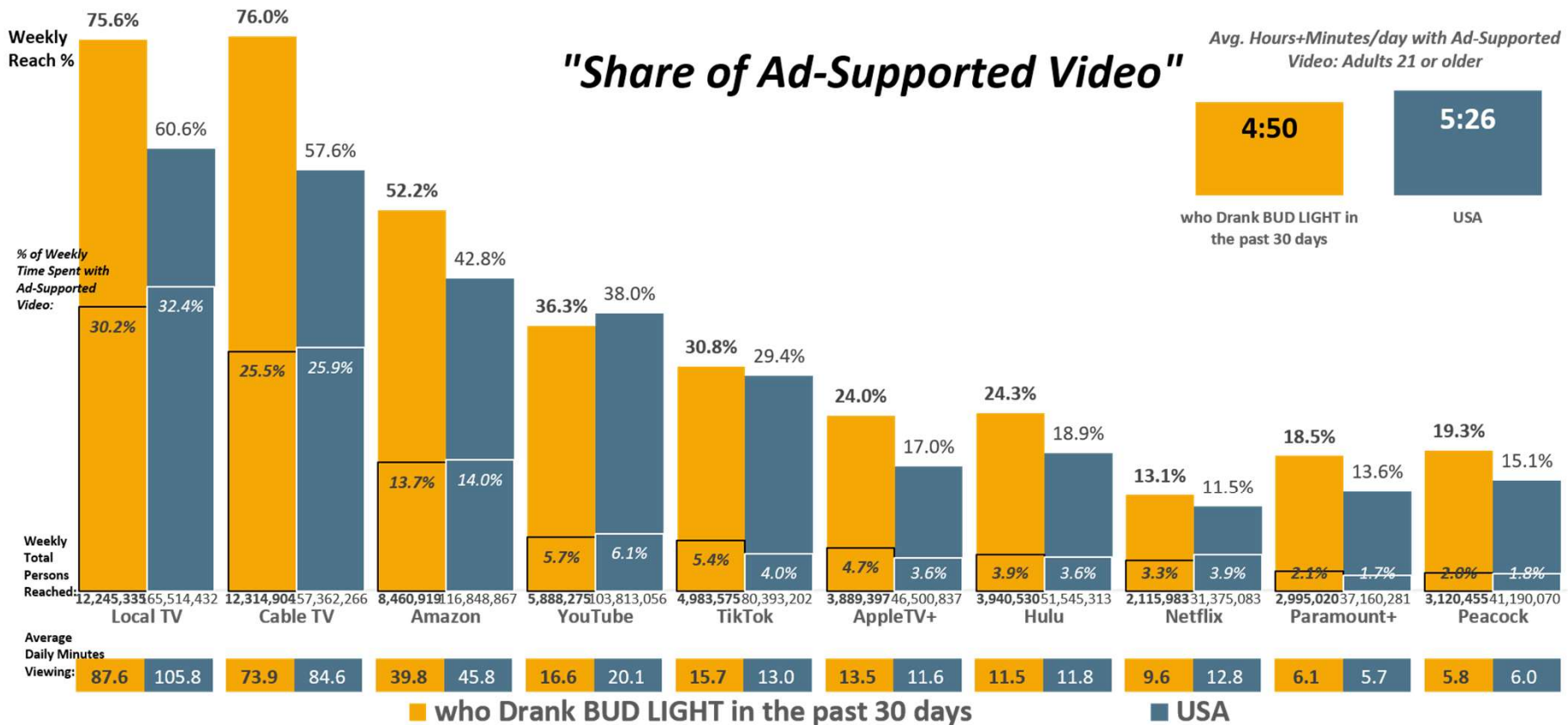
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

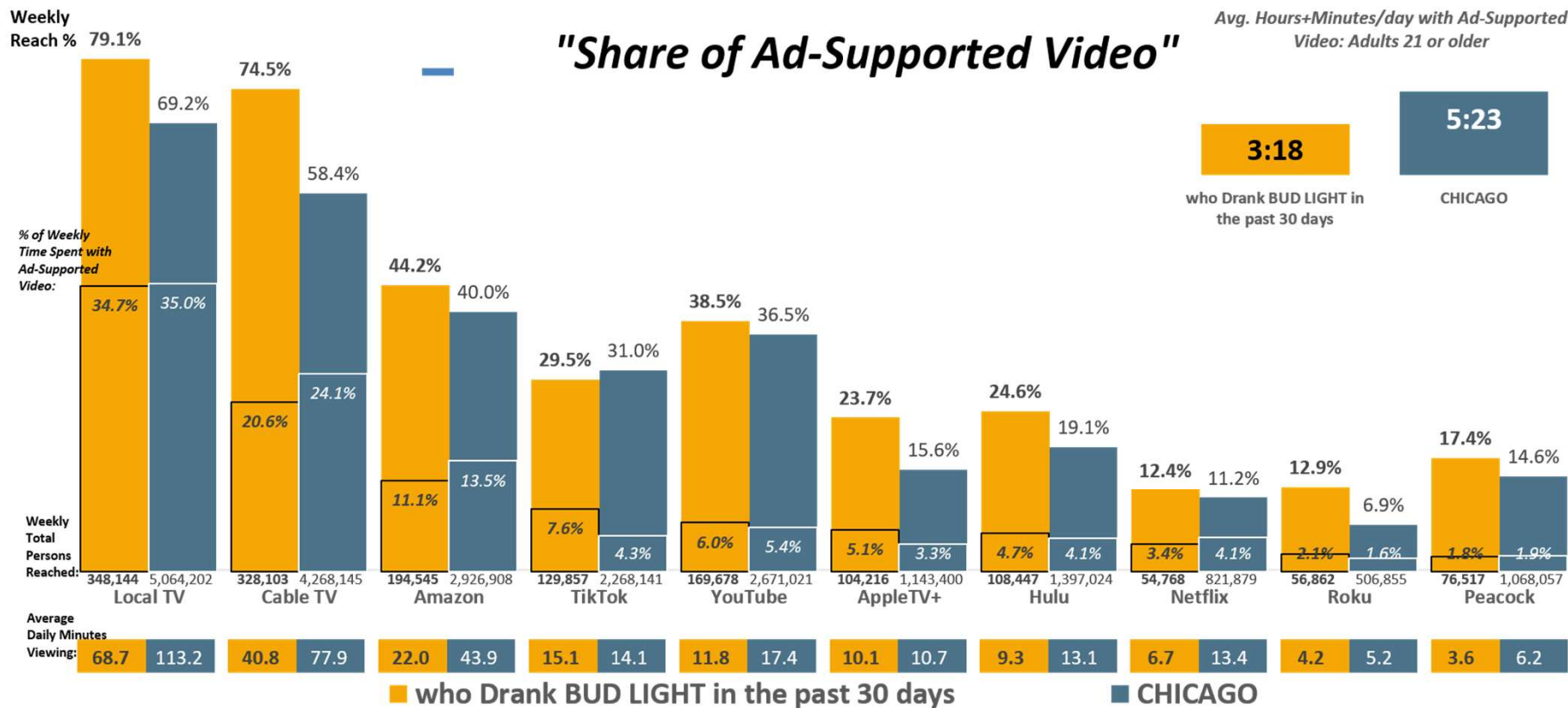
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



348,144 or 79.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

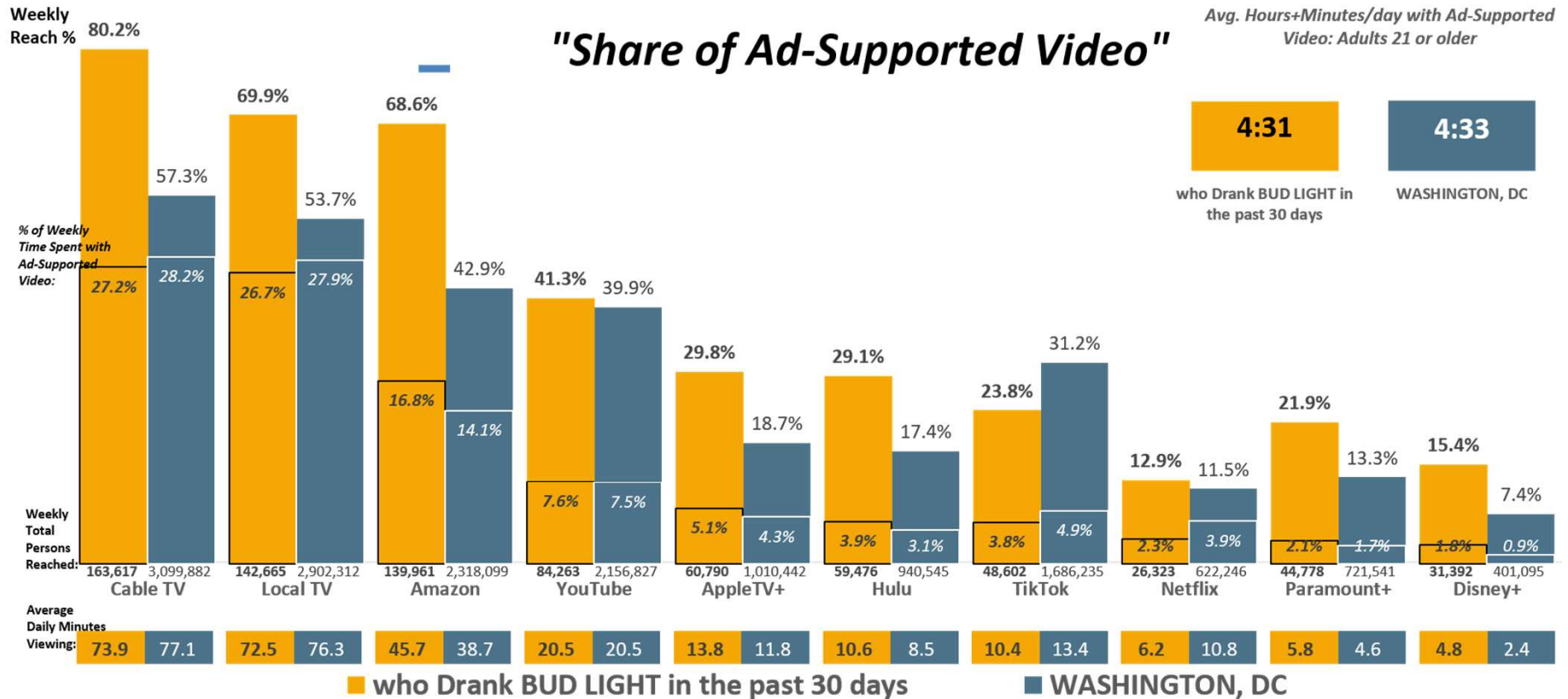
"Share of Ad-Supported Video"

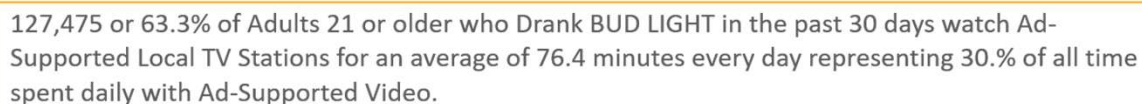




142,665 or 69.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

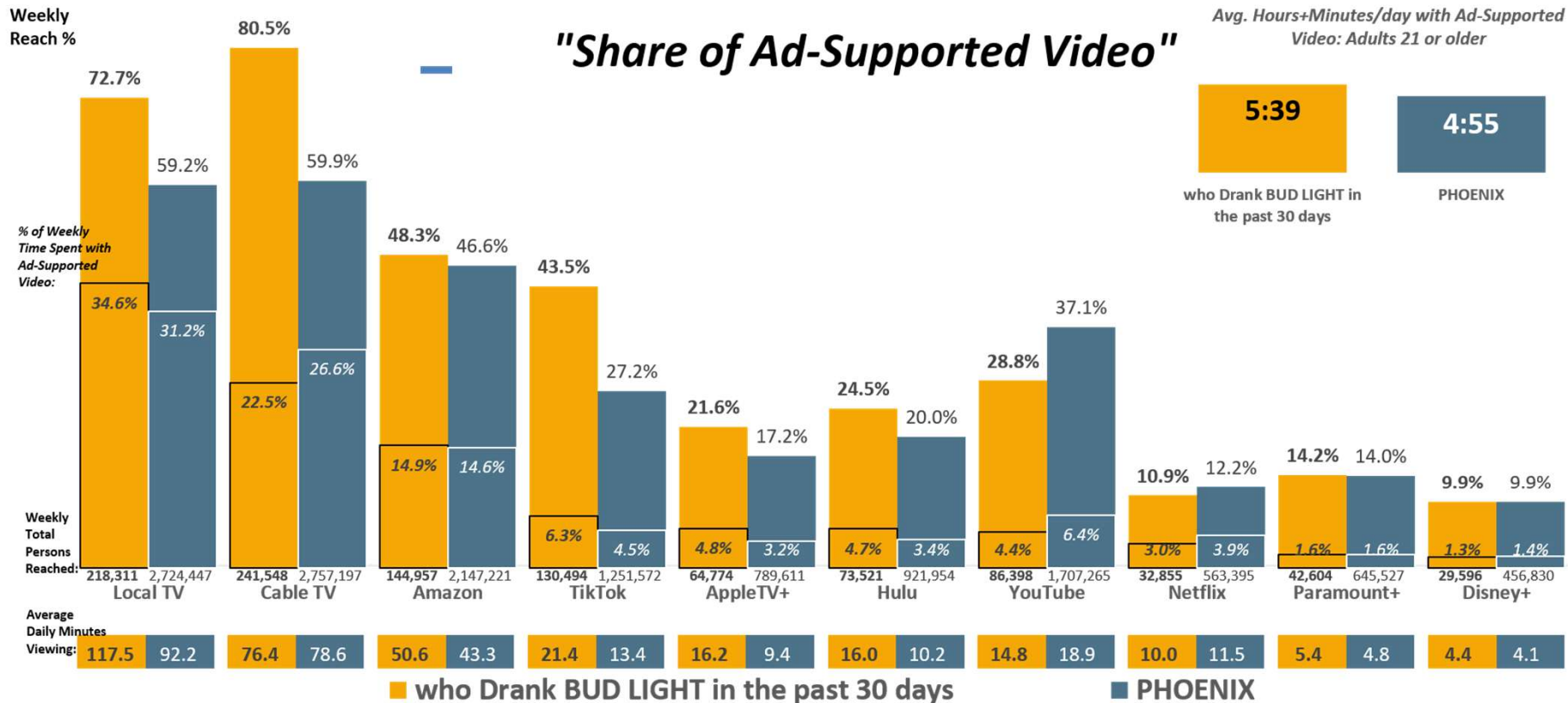






218,311 or 72.7% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

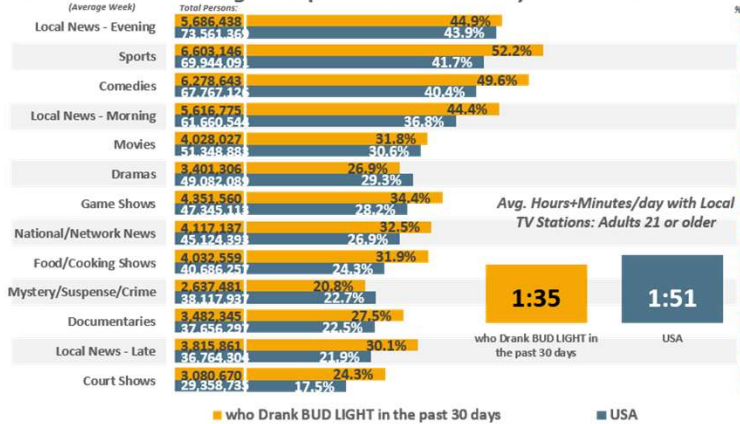
"Share of Ad-Supported Video"



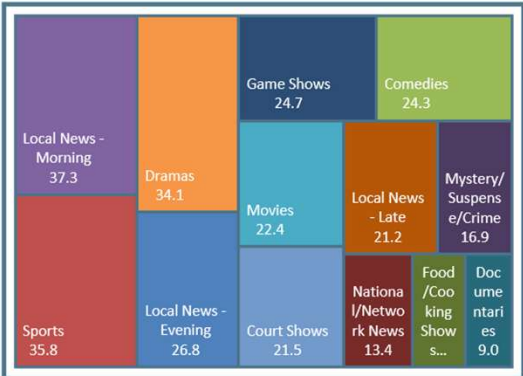
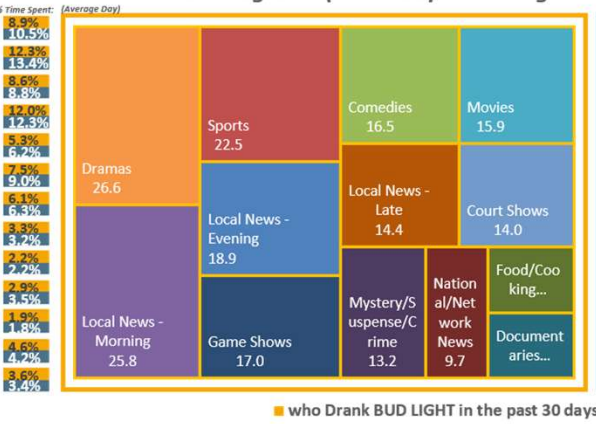


12,245,335 or 75.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

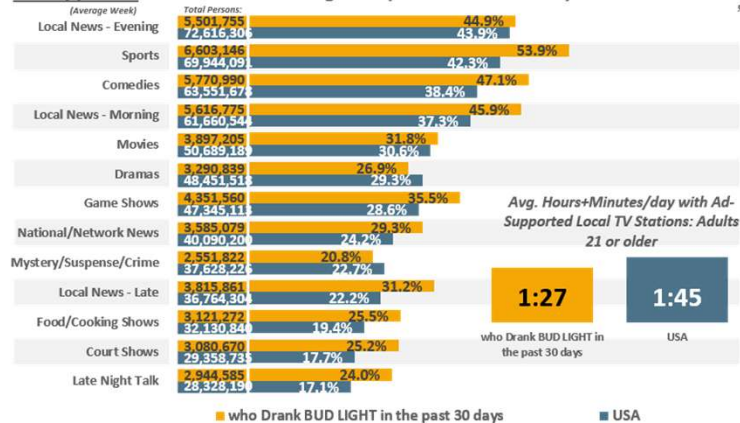
Local TV Station Programs (Persons & % Reach): Adults 21 or older



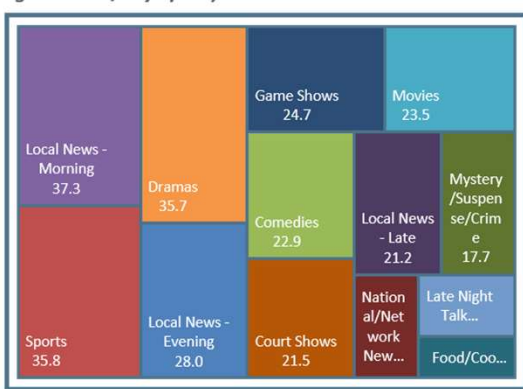
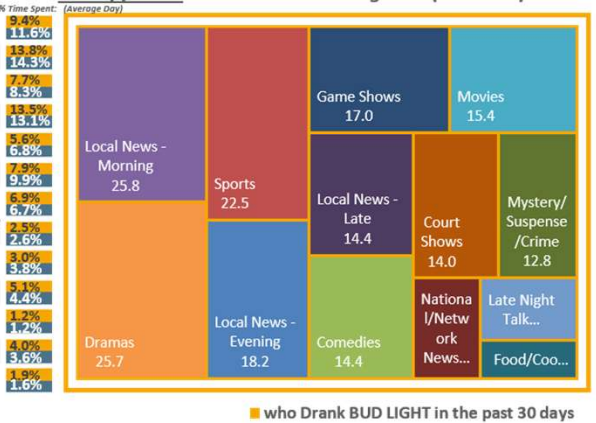
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



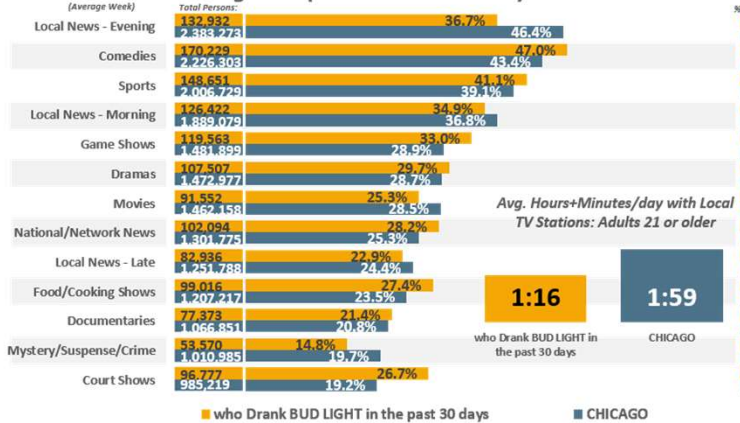
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



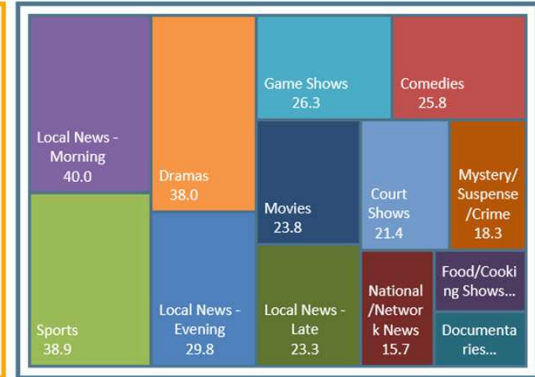
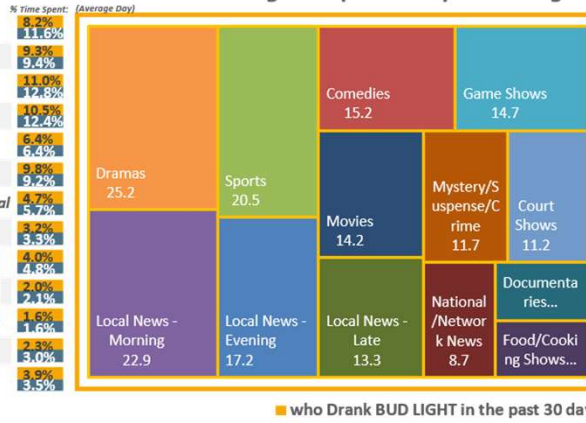


348,144 or 79.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Game Shows, and Daytime Talk Shows.

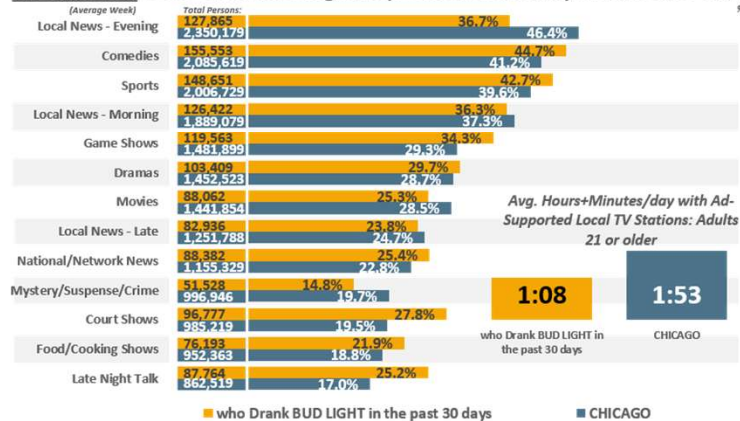
Local TV Station Programs (Persons & % Reach): Adults 21 or older



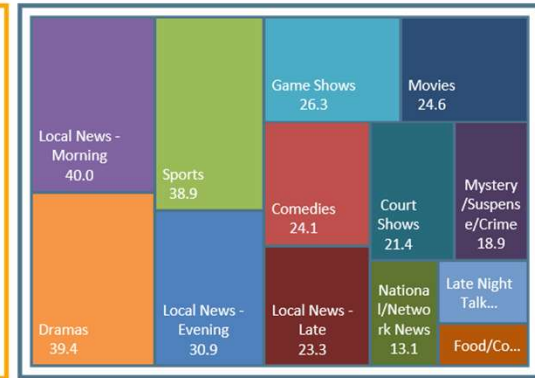
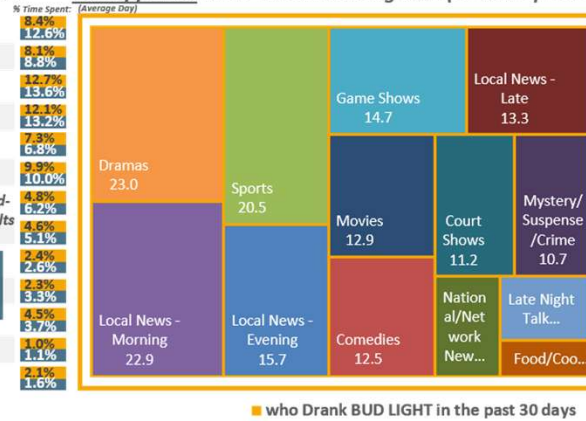
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



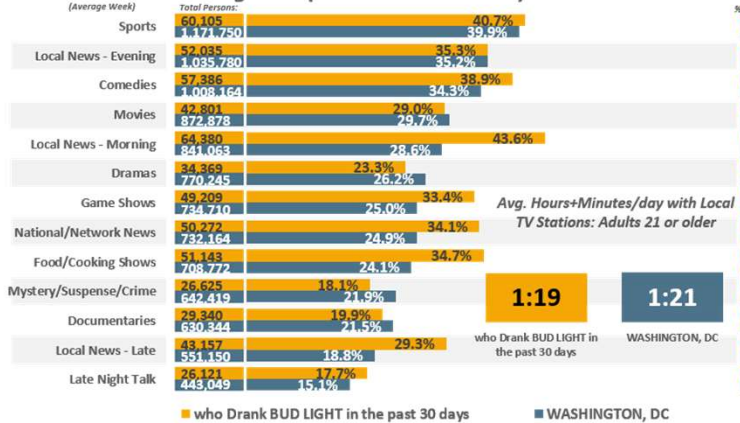
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



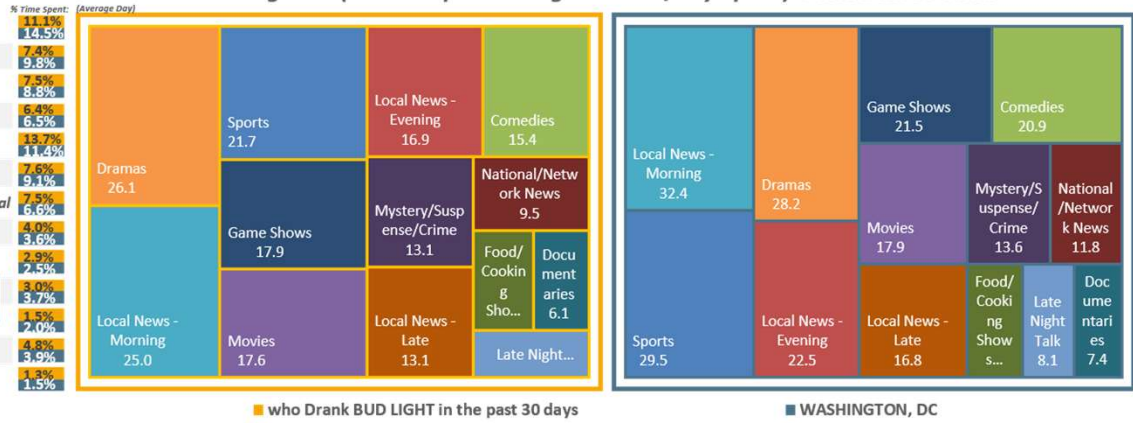


142,665 or 69.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Game Shows, and National/Network News.

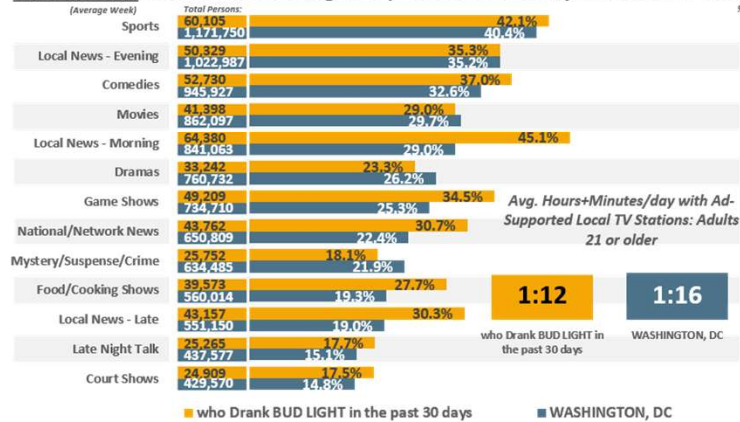
Local TV Station Programs (Persons & % Reach): Adults 21 or older



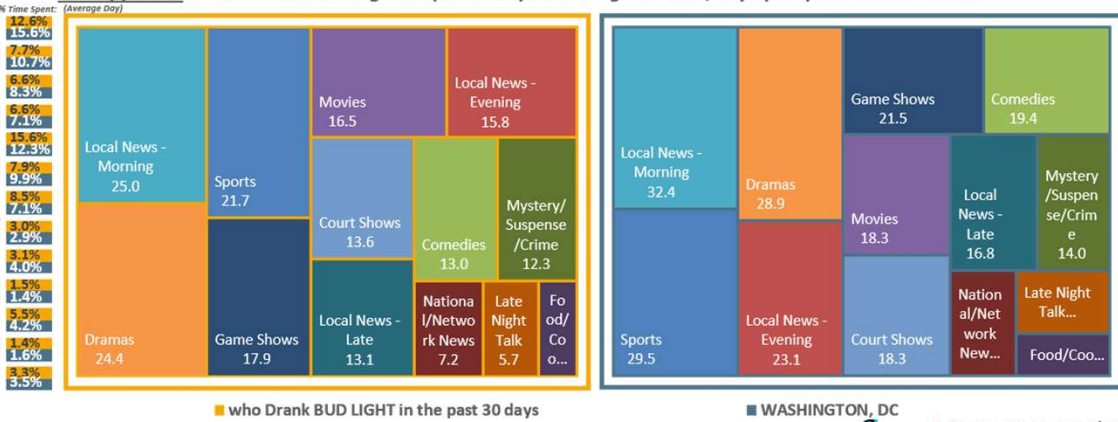
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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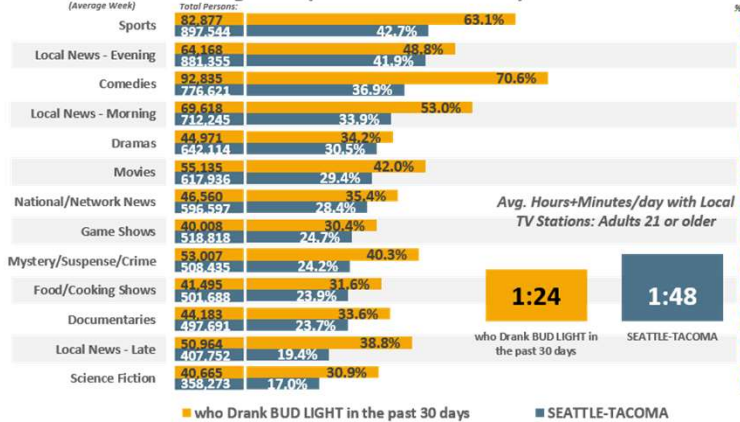
WASHINGTON, DC
soefa.ai Share of Everything for Anything.

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

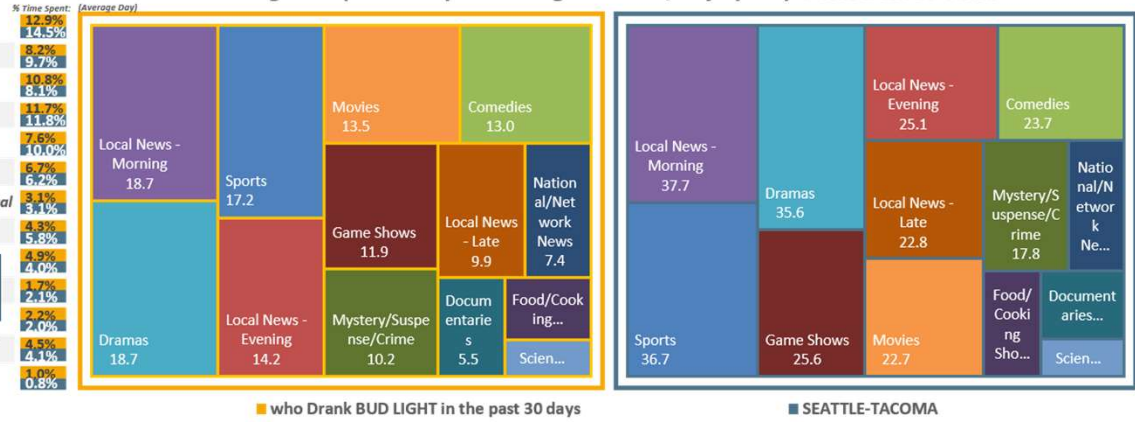


127,475 or 63.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Mystery/Suspense/Crime.

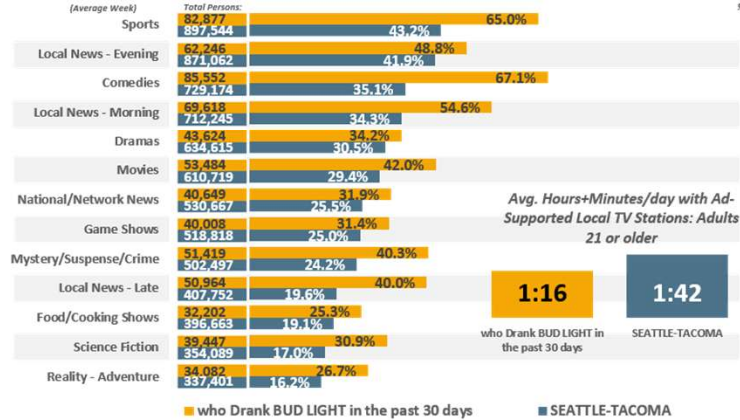
Local TV Station Programs (Persons & % Reach): Adults 21 or older



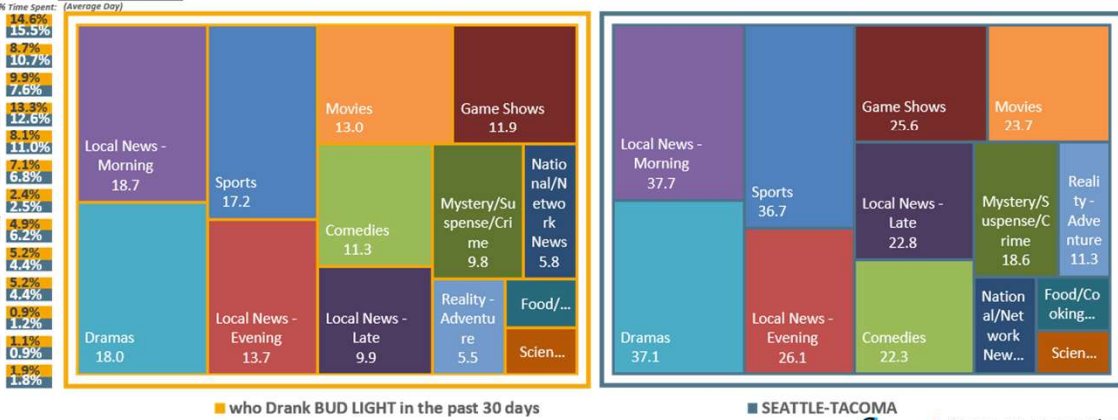
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 195
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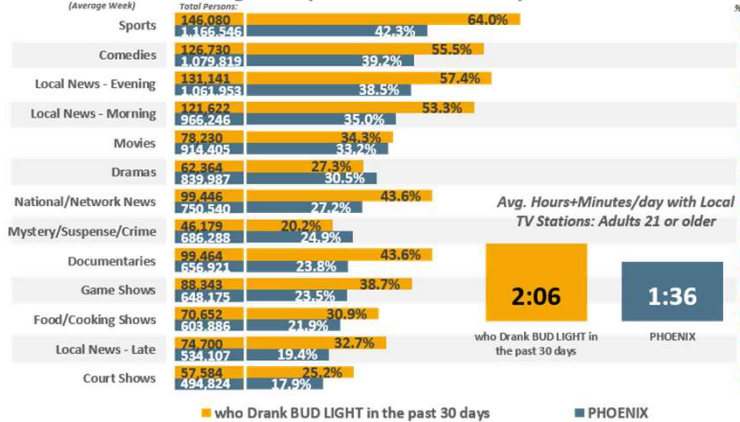
soefa.ai Share of Everything for Anything

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

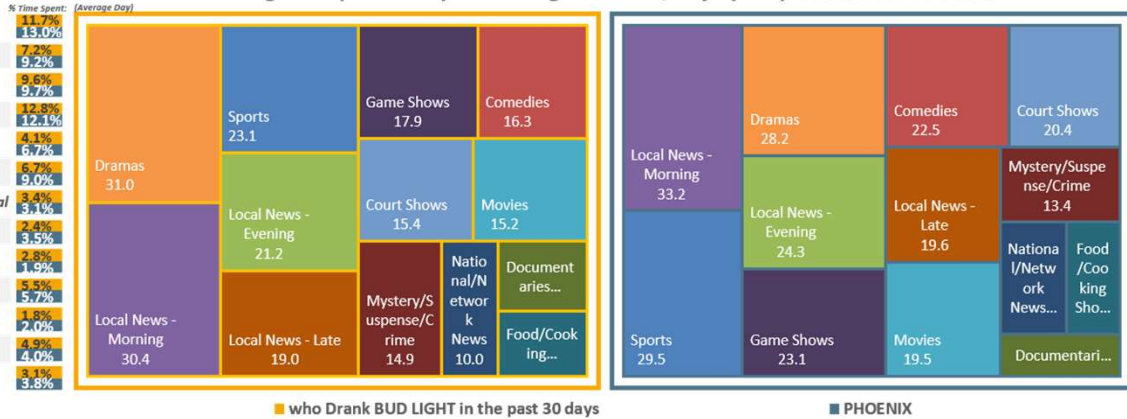


218,311 or 72.7% of Adults 21 or older who Drank BUD LIGHT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News.

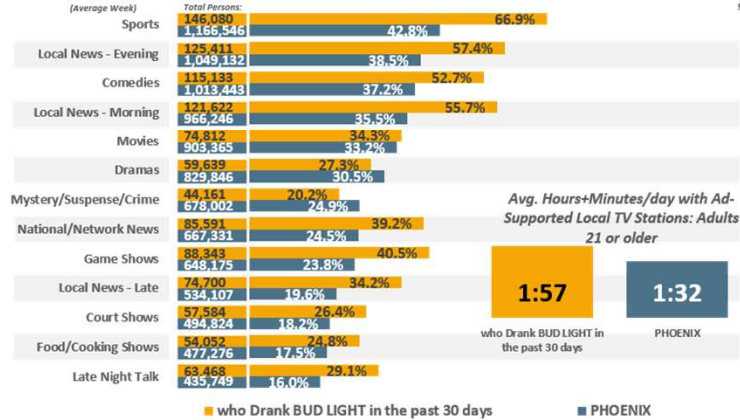
Local TV Station Programs (Persons & % Reach): Adults 21 or older



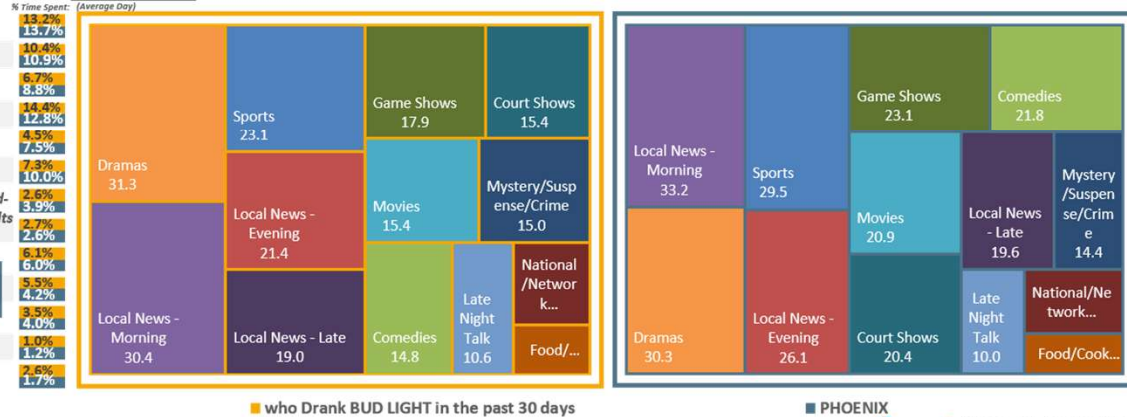
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



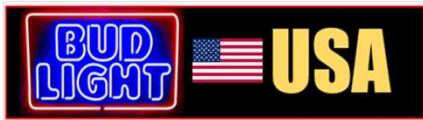
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
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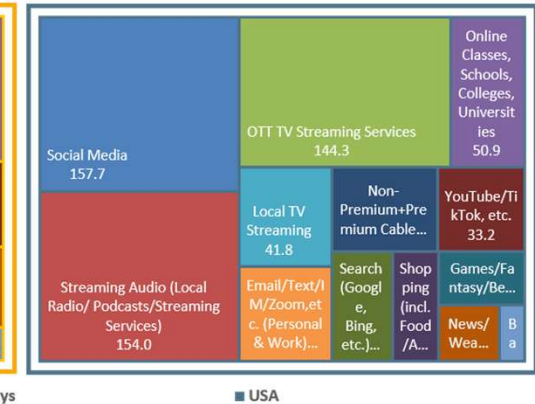
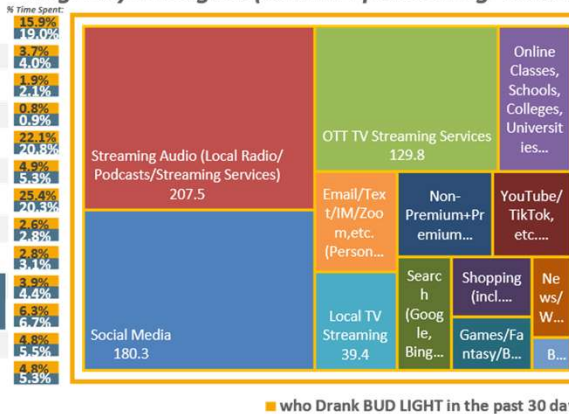
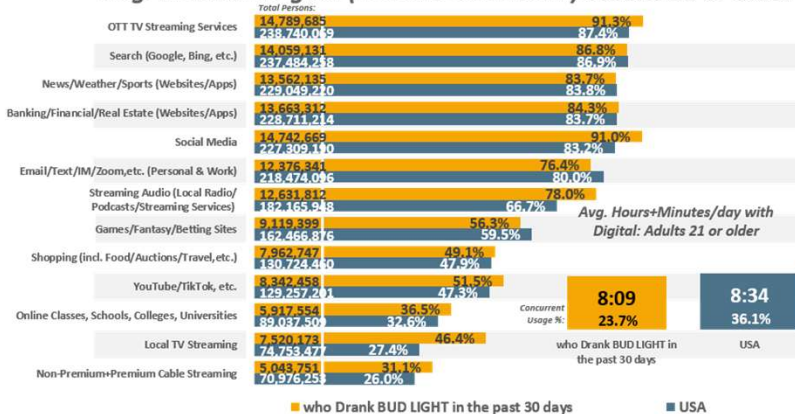
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



13,134,941 or 81.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 160.6 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

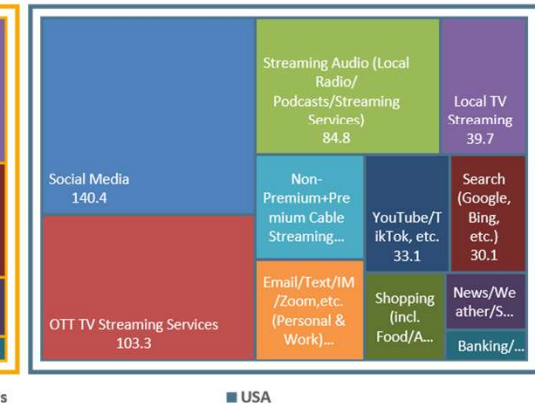
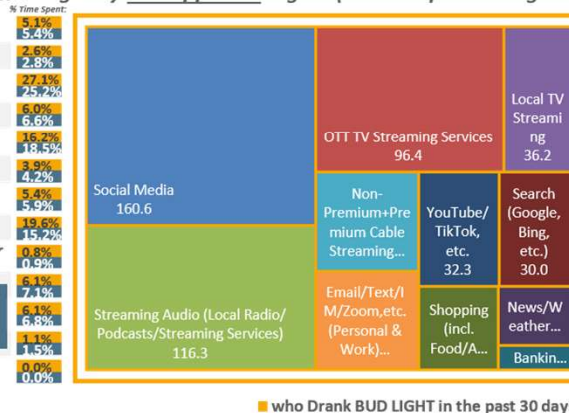
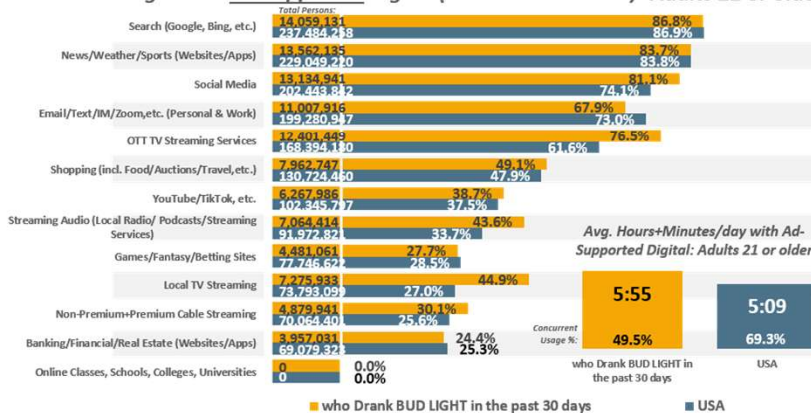
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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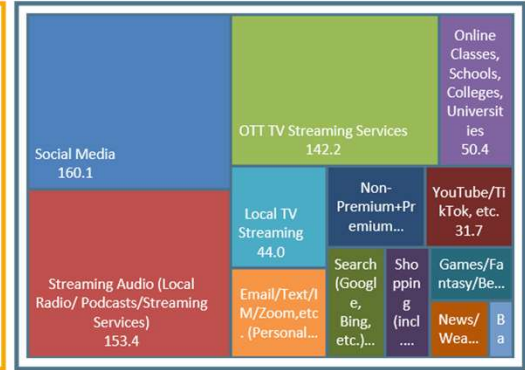
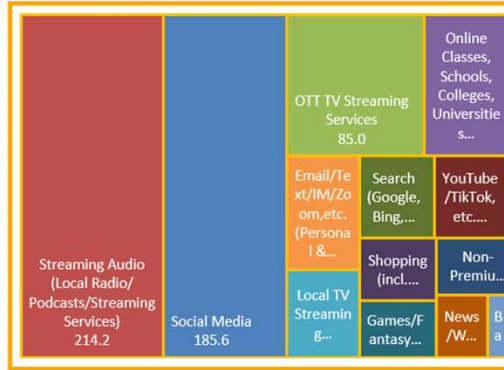
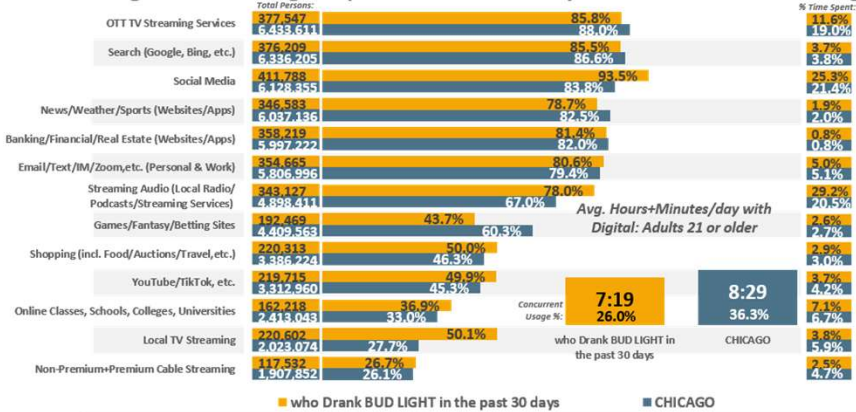
[[Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light]]



365,824 or 83.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 164.8 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

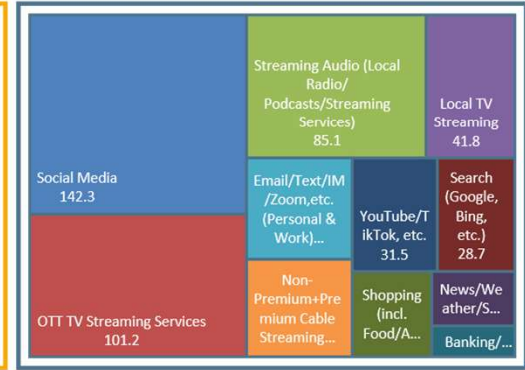
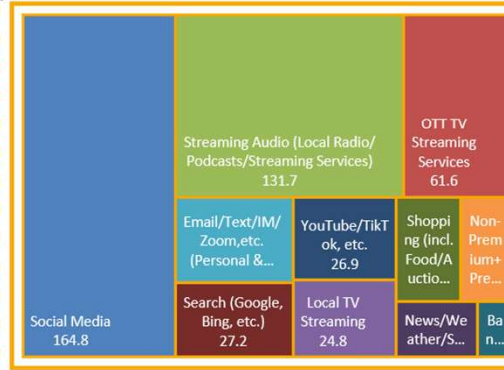
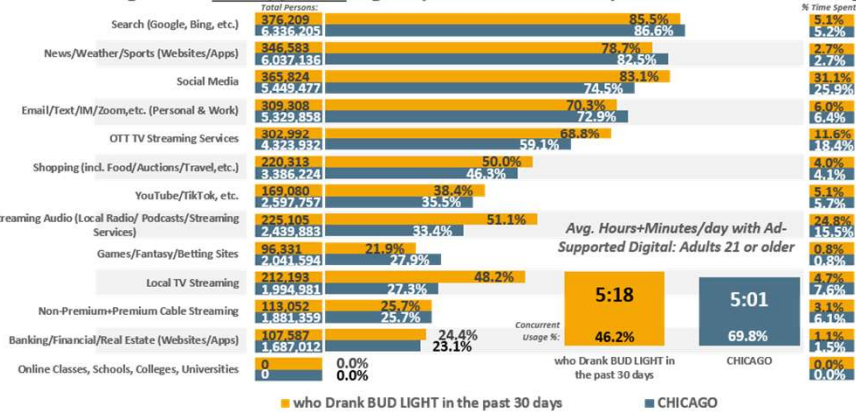
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

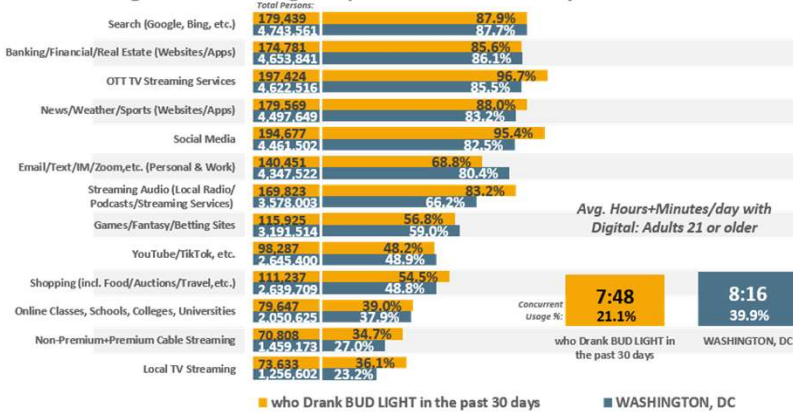
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



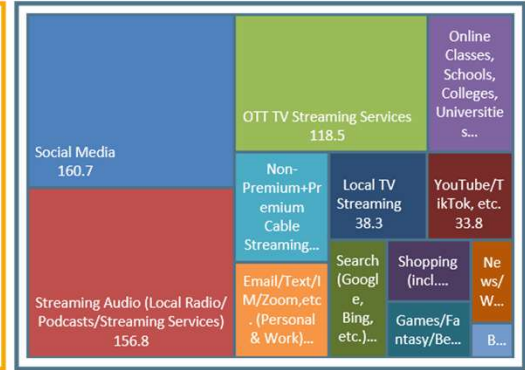
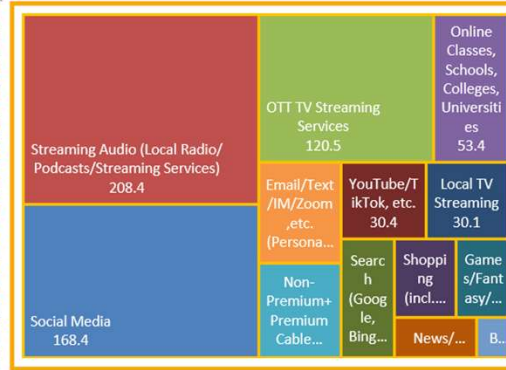


178,545 or 87.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 154.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

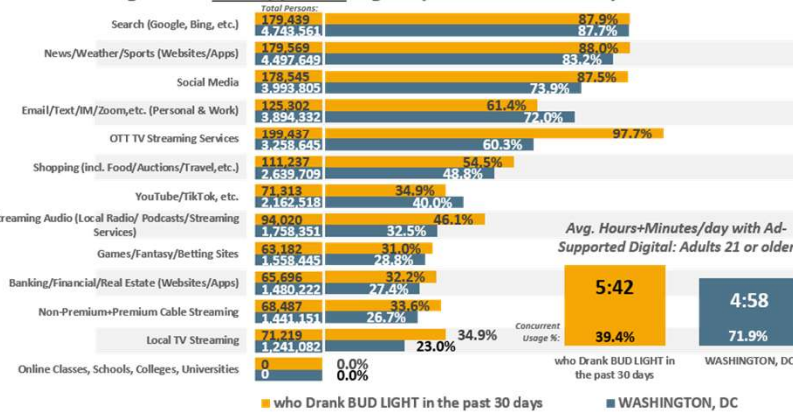
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



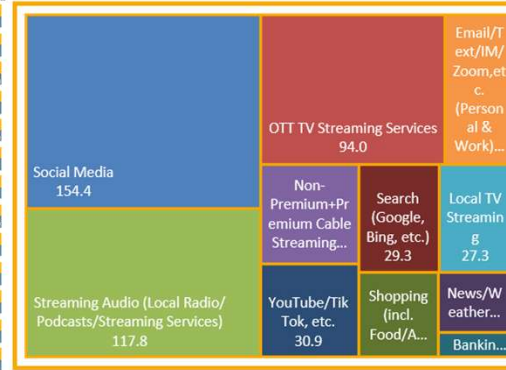
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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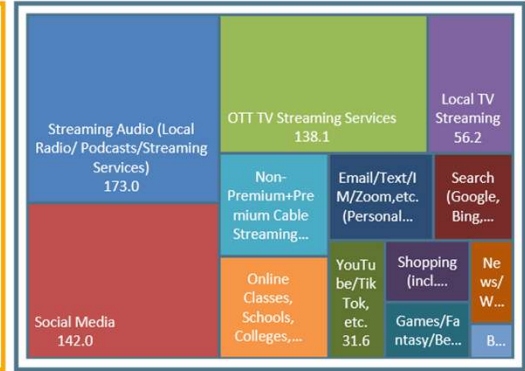
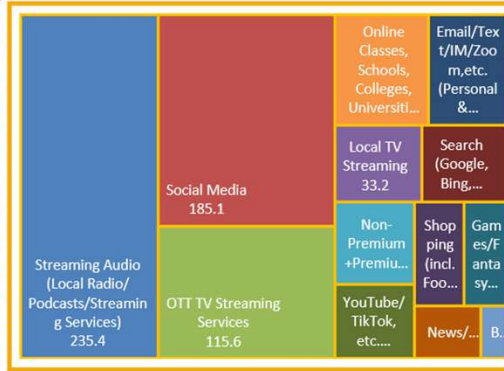
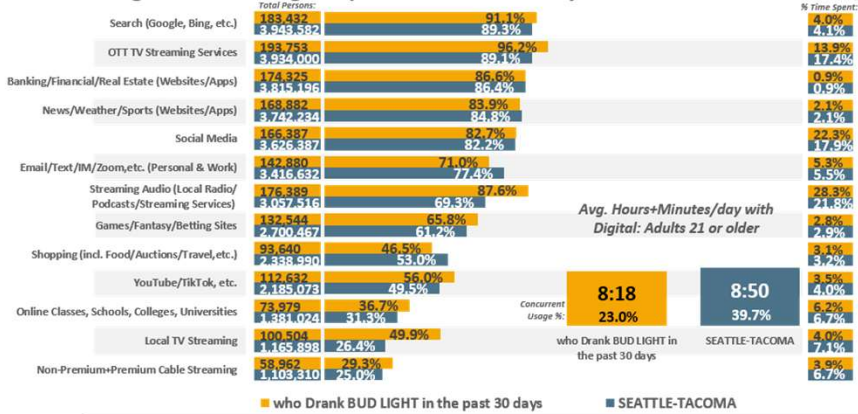
[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



142,450 or 70.8% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 158.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

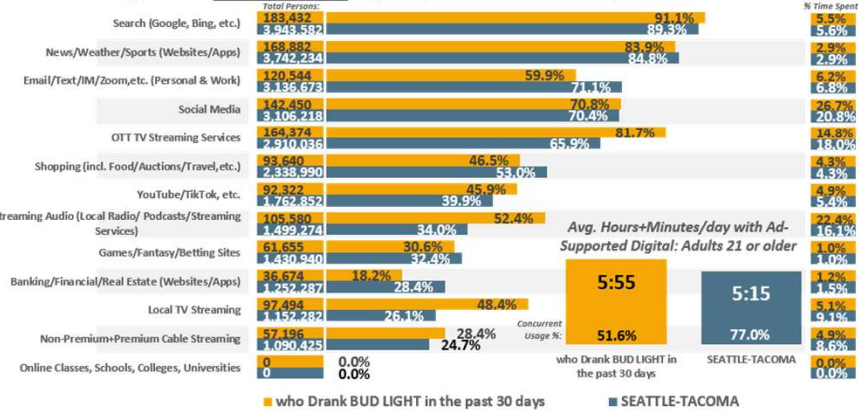
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

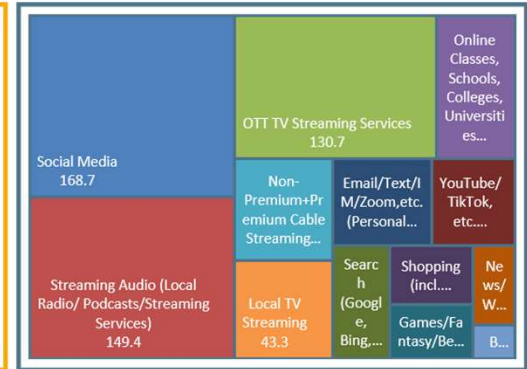
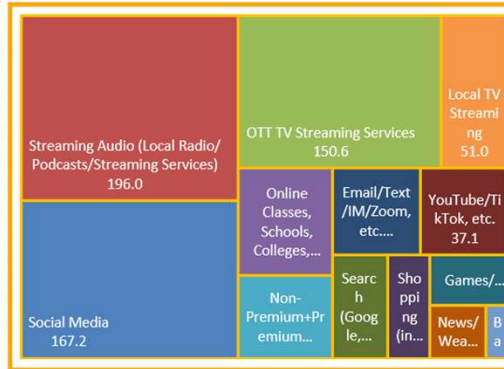
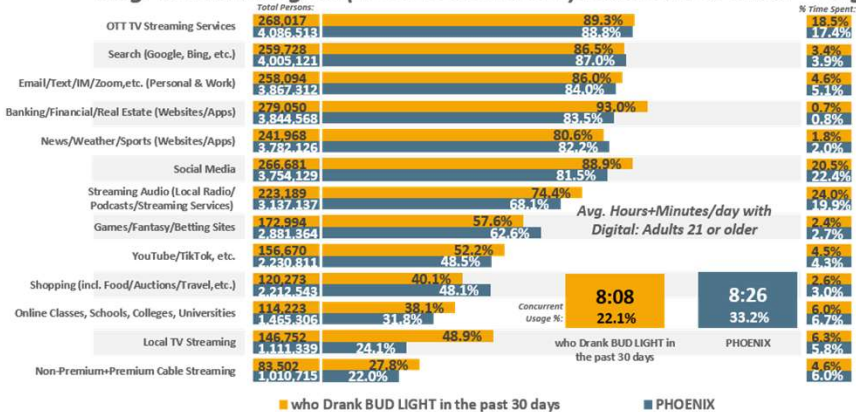




235,832 or 78.6% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Social Media for an average of 147.8 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

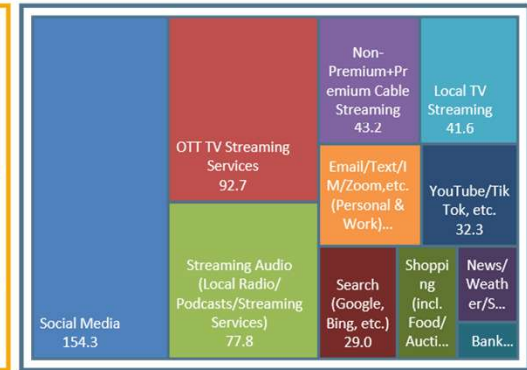
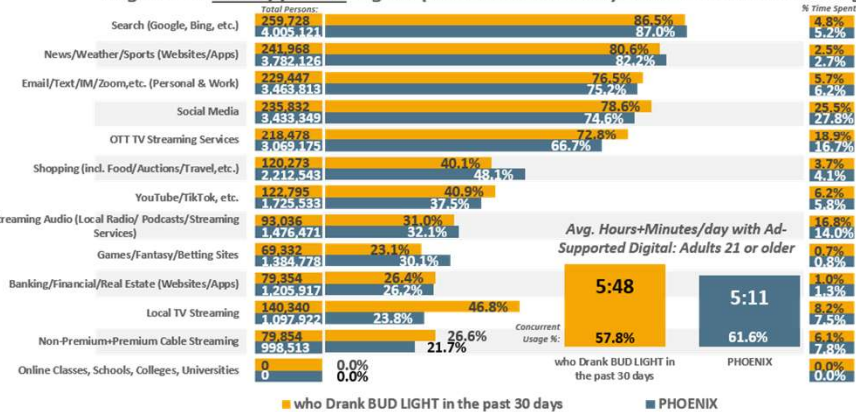
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

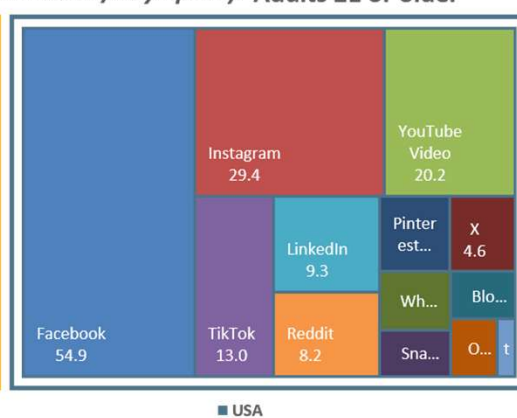
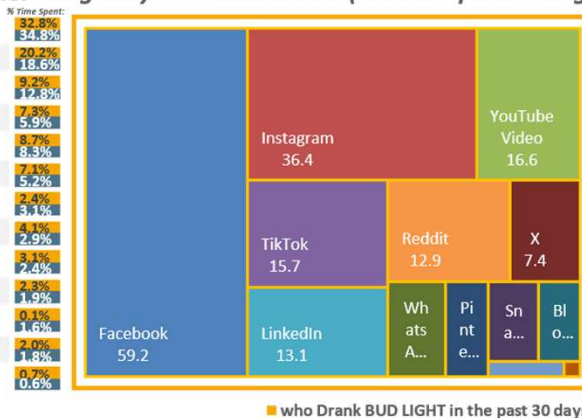
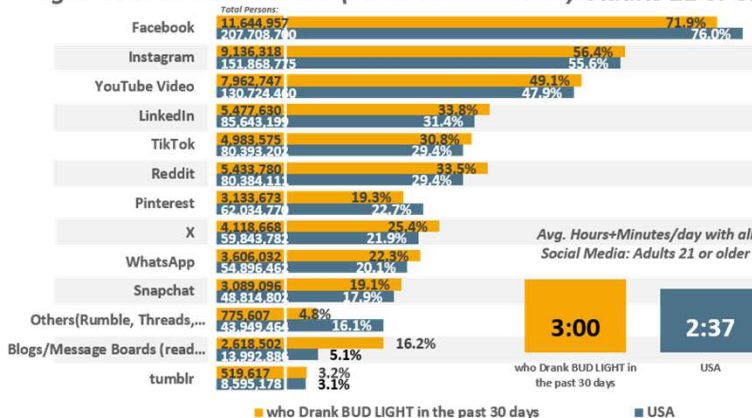
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



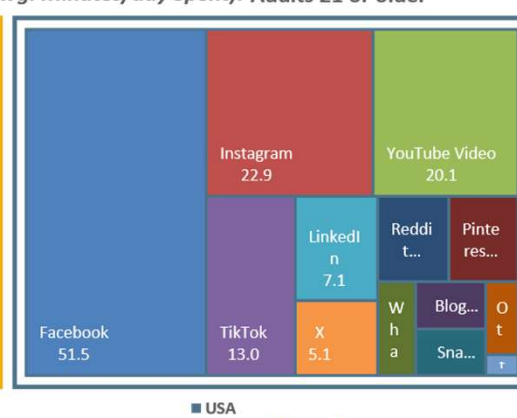
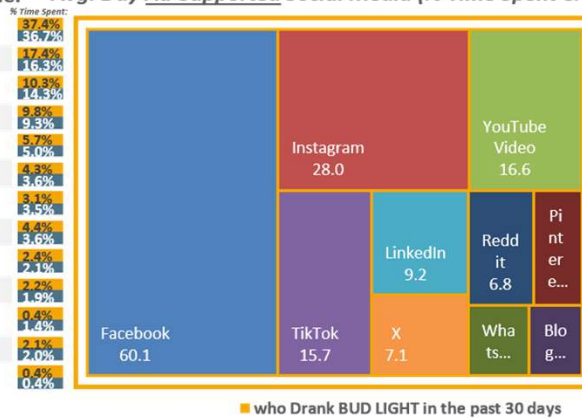
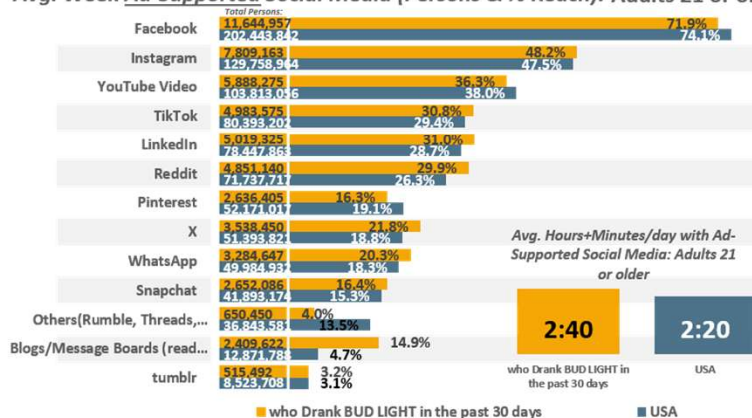


11,644,957 or 71.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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**



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

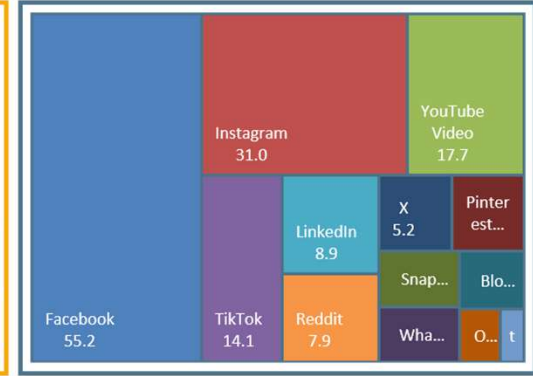
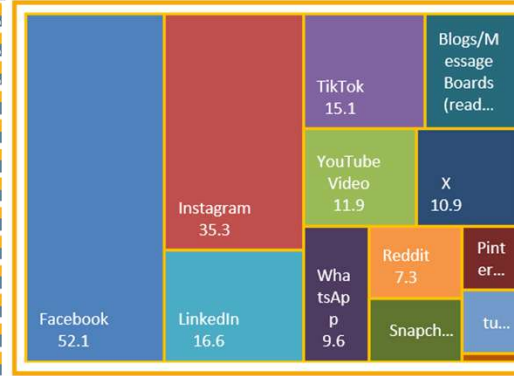
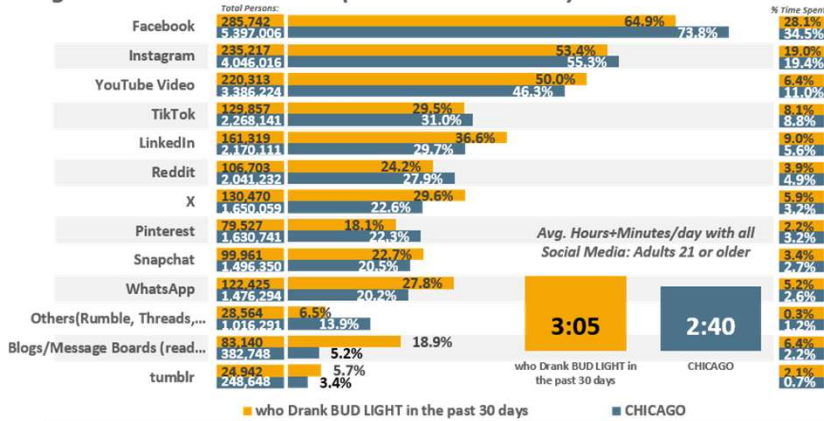
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

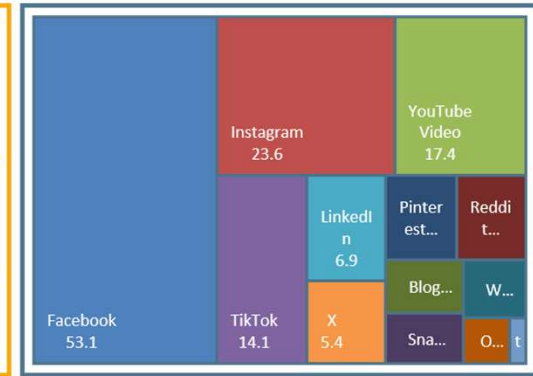
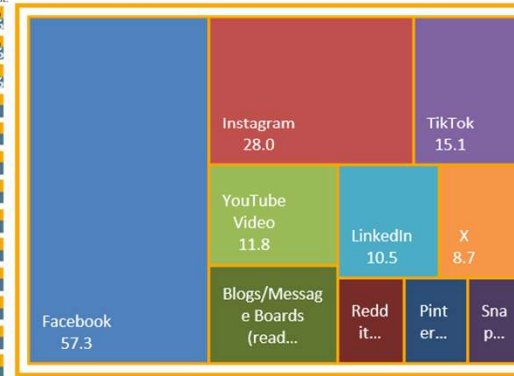
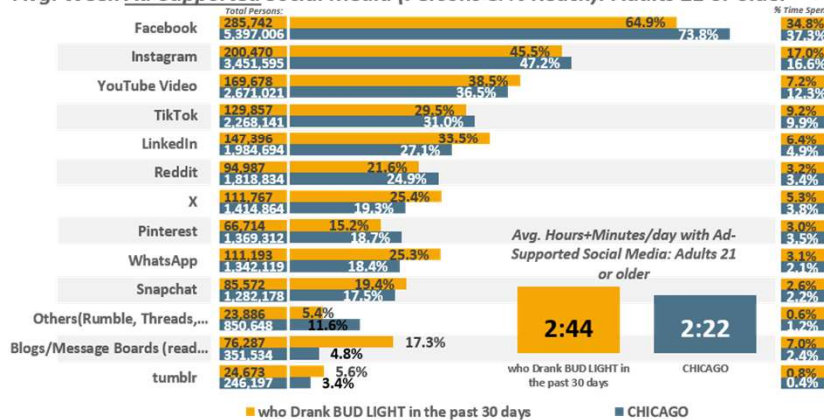


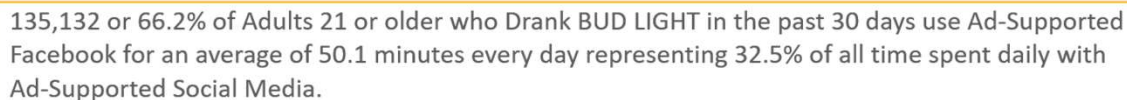
285,742 or 64.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 57.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



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

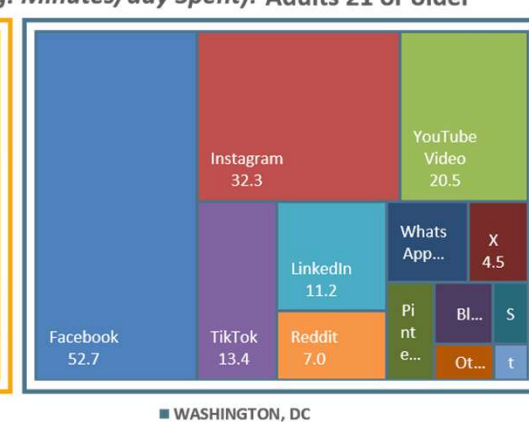




Platform	who Drank BUD LIGHT in the past 30 days	WASHINGTON, DC
Facebook	135,132 (4,211,411)	66.2% (77.9%)
Instagram	131,568 (3,297,415)	64.5% (61.0%)
YouTube Video	111,237 (2,537,109)	54.5% (48.8%)
LinkedIn	77,897 (1,946,221)	38.1% (36.0%)
TikTok	48,602 (1,686,285)	23.8% (31.2%)
Reddit	77,499 (1,538,697)	38.0% (28.5%)
WhatsApp	67,252 (1,450,692)	33.0% (26.8%)
X	50,331 (1,234,458)	24.7% (22.4%)
Pinterest	54,076 (1,205,794)	26.5% (22.5%)
Snapchat	28,353 (826,523)	13.9% (15.9%)
Others (Rumble, Threads, ...)	9,921 (870,081)	4.9% (15.7%)
Blogs/Message Boards (read...)	23,107 (815,084)	11.3% (6.2%)
tumblr	8,422 (151,370)	4.1% (3.6%)

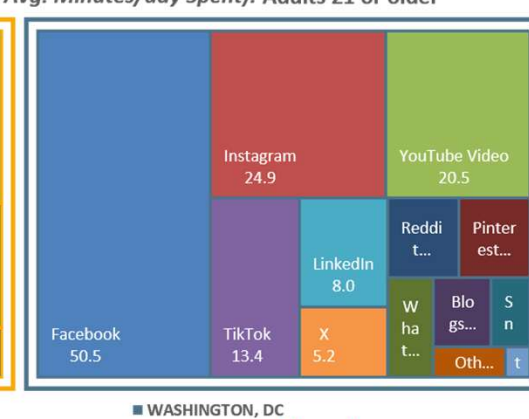
Avg. Hours+Minutes/day with all Social Media: Adults 21 or older

- who Drank BUD LIGHT in the past 30 days: 2:48
- WASHINGTON, DC: 2:40



Platform	Total Persons	% who Drank BUD LIGHT in the past 30 days
Facebook	135,132	66.2%
Instagram	115,762	56.7%
YouTube Video	84,263	41.8%
LinkedIn	72,440	36.0%
TikTok	48,602	23.8%
Reddit	71,223	34.9%
WhatsApp	63,059	30.9%
X	44,512	21.8%
Pinterest	46,832	22.9%
Snapchat	25,057	12.3%
Others (Rumble, Threads, etc.)	8,565	4.2%
Blogs/Message Boards (read-only)	21,889	5.7%
tumblr	8,421	4.1%

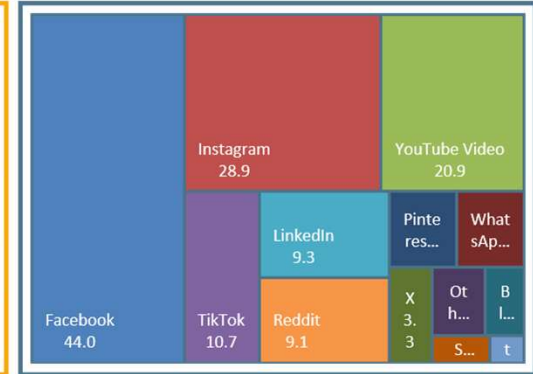
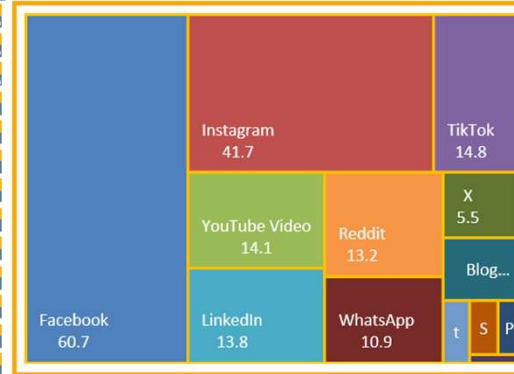
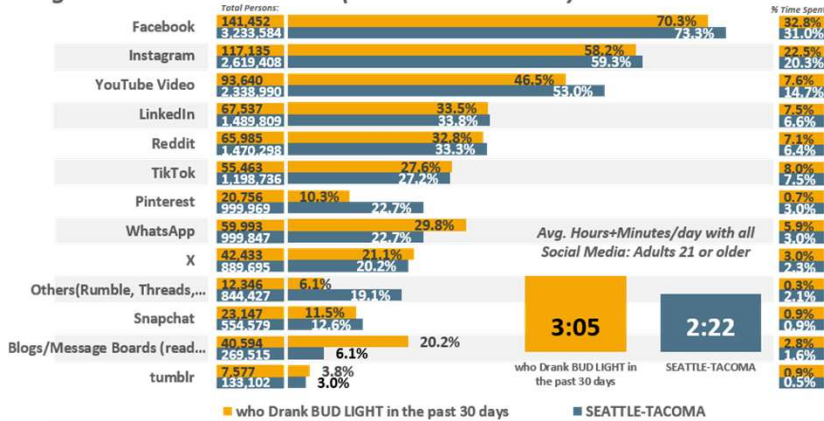
Location	% who Drank BUD LIGHT in the past 30 days
who Drank BUD LIGHT in the past 30 days (National Avg.)	2:34
WASHINGTON, DC	2:23



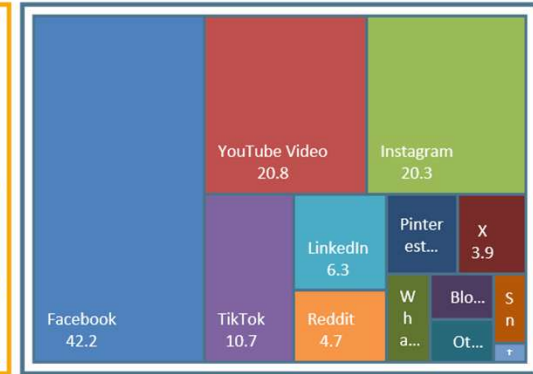
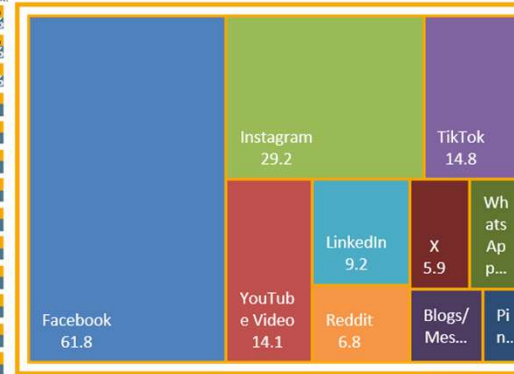
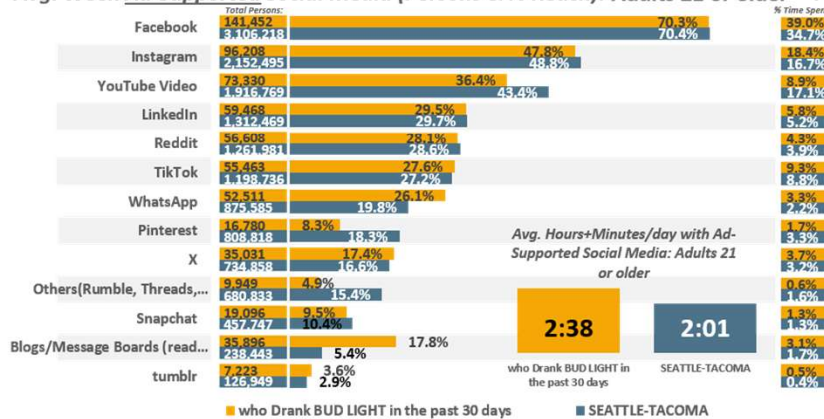


141,452 or 70.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 61.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

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**



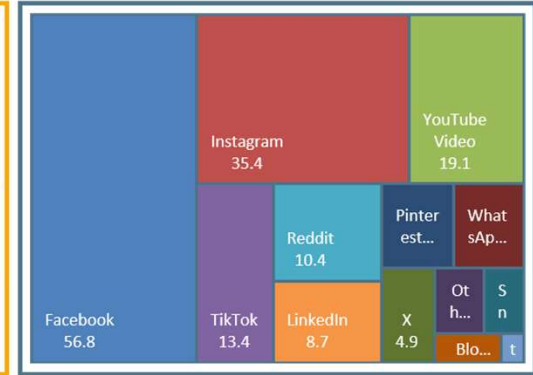
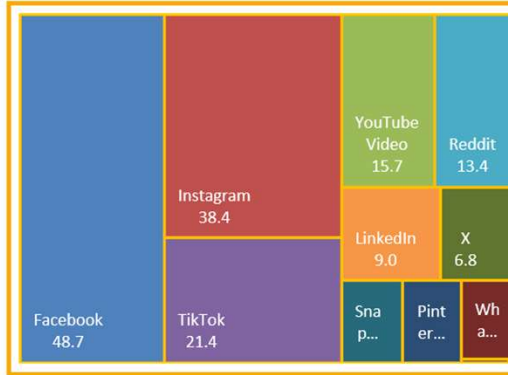
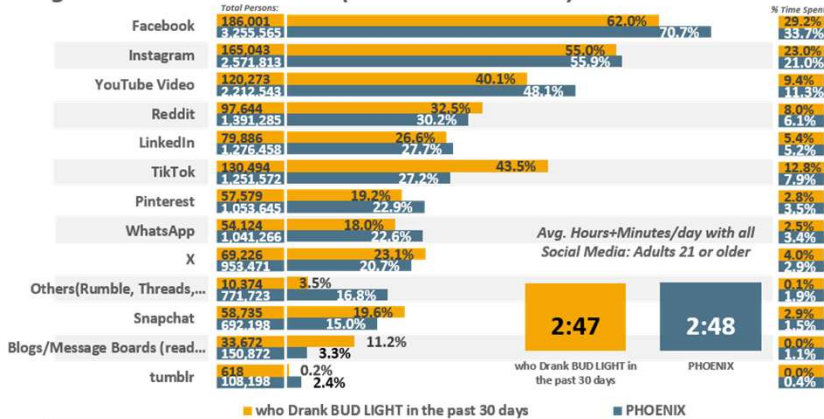
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



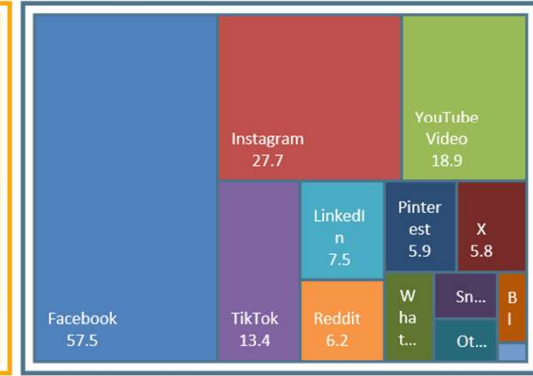
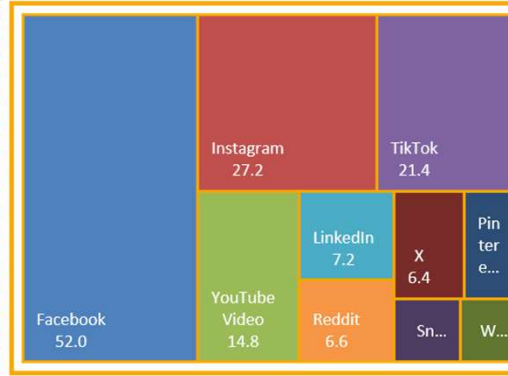
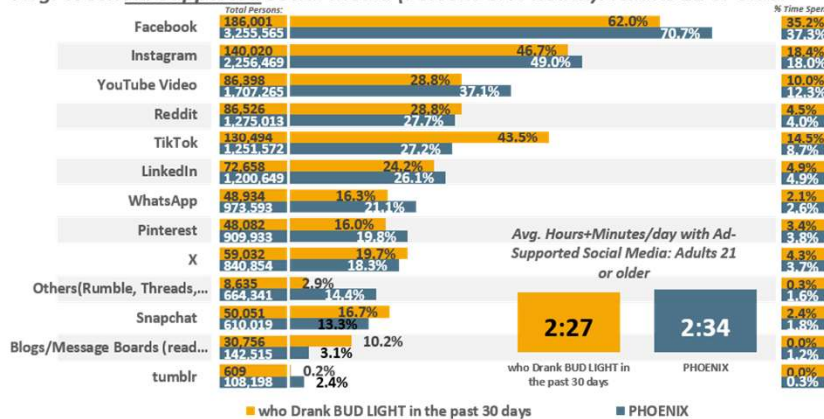


186,001 or 62.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 52. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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



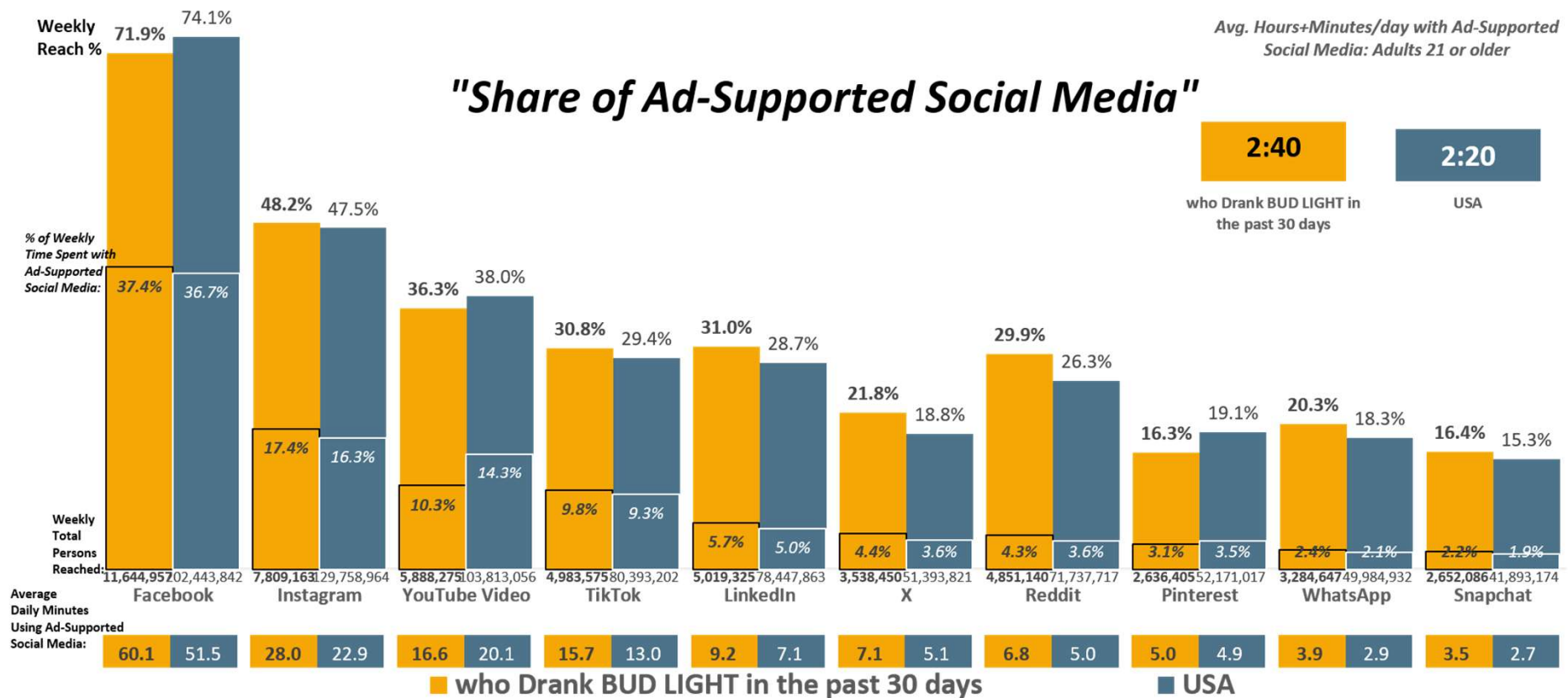
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





11,644,957 or 71.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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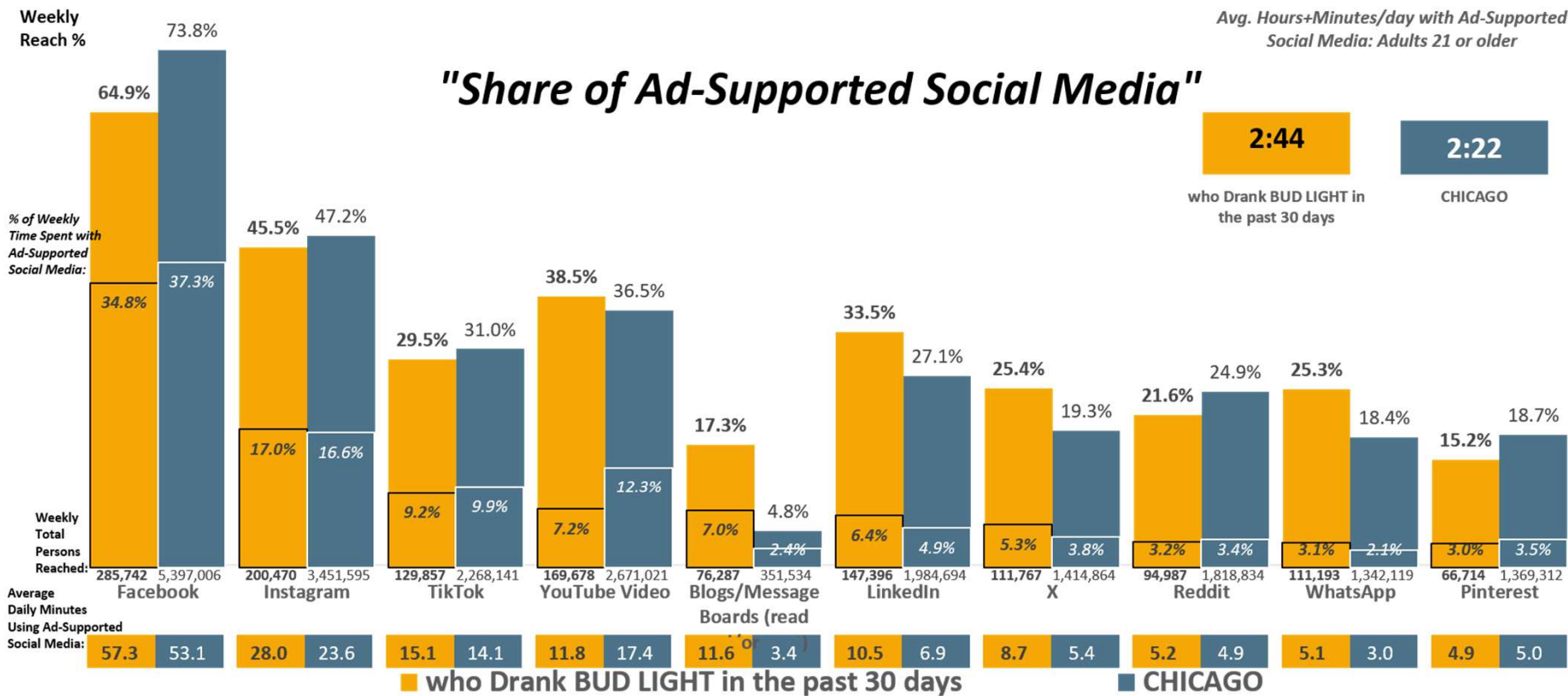
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



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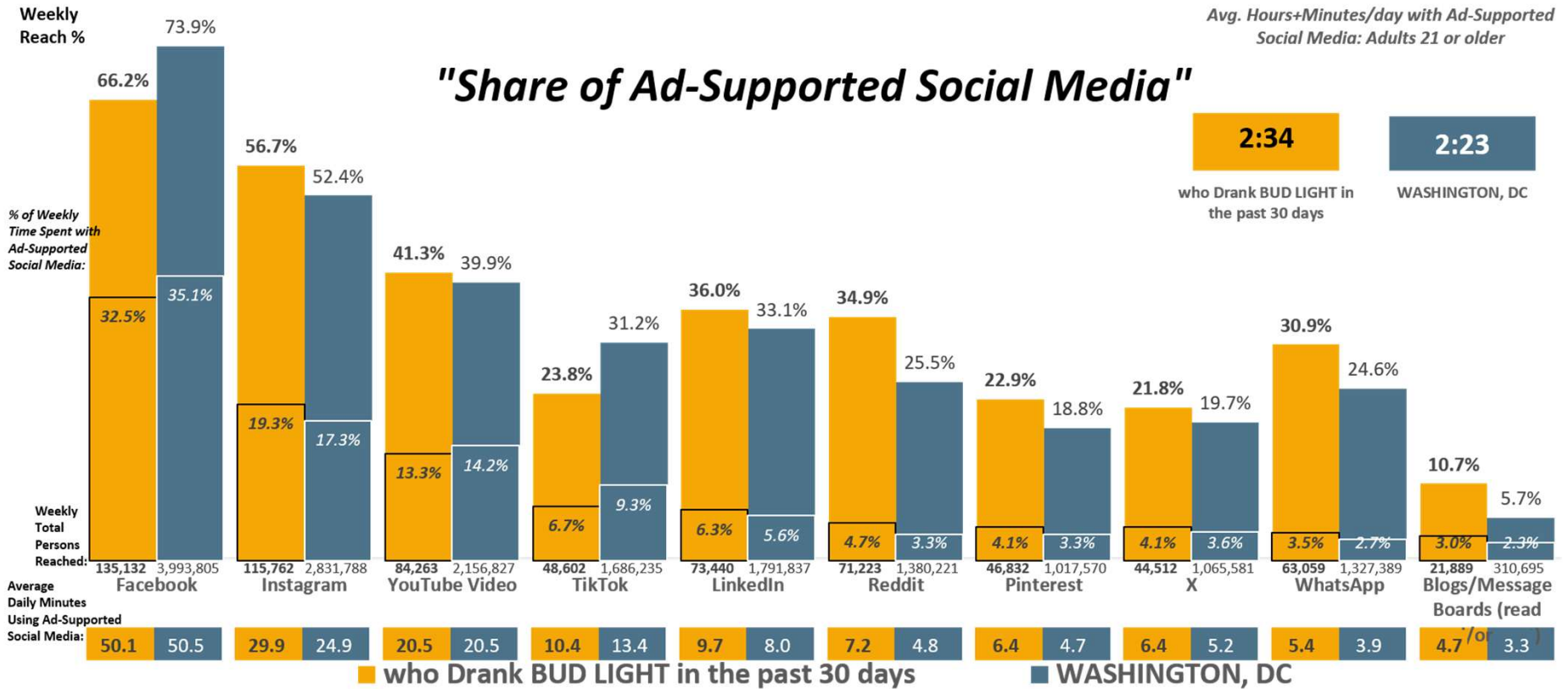
"Share of Ad-Supported Social Media"





135,132 or 66.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

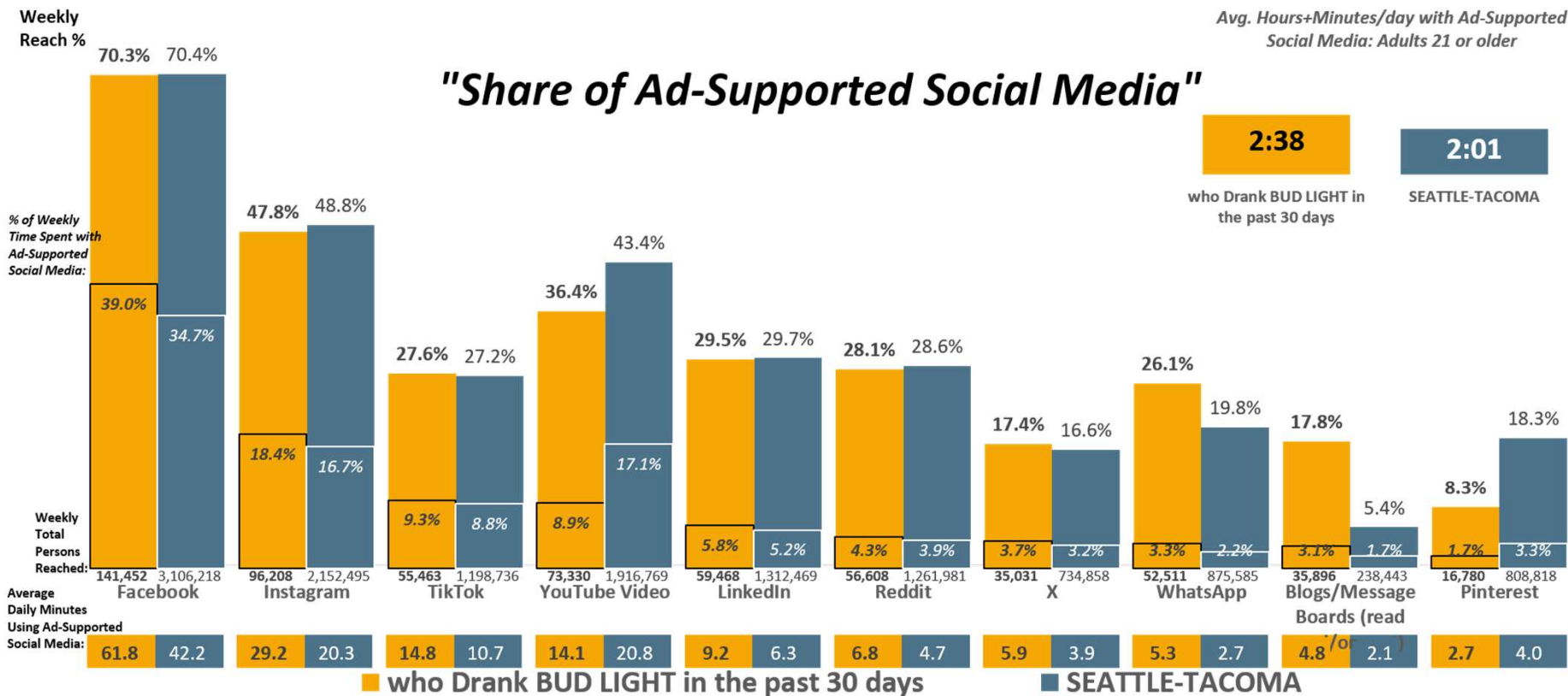
"Share of Ad-Supported Social Media"





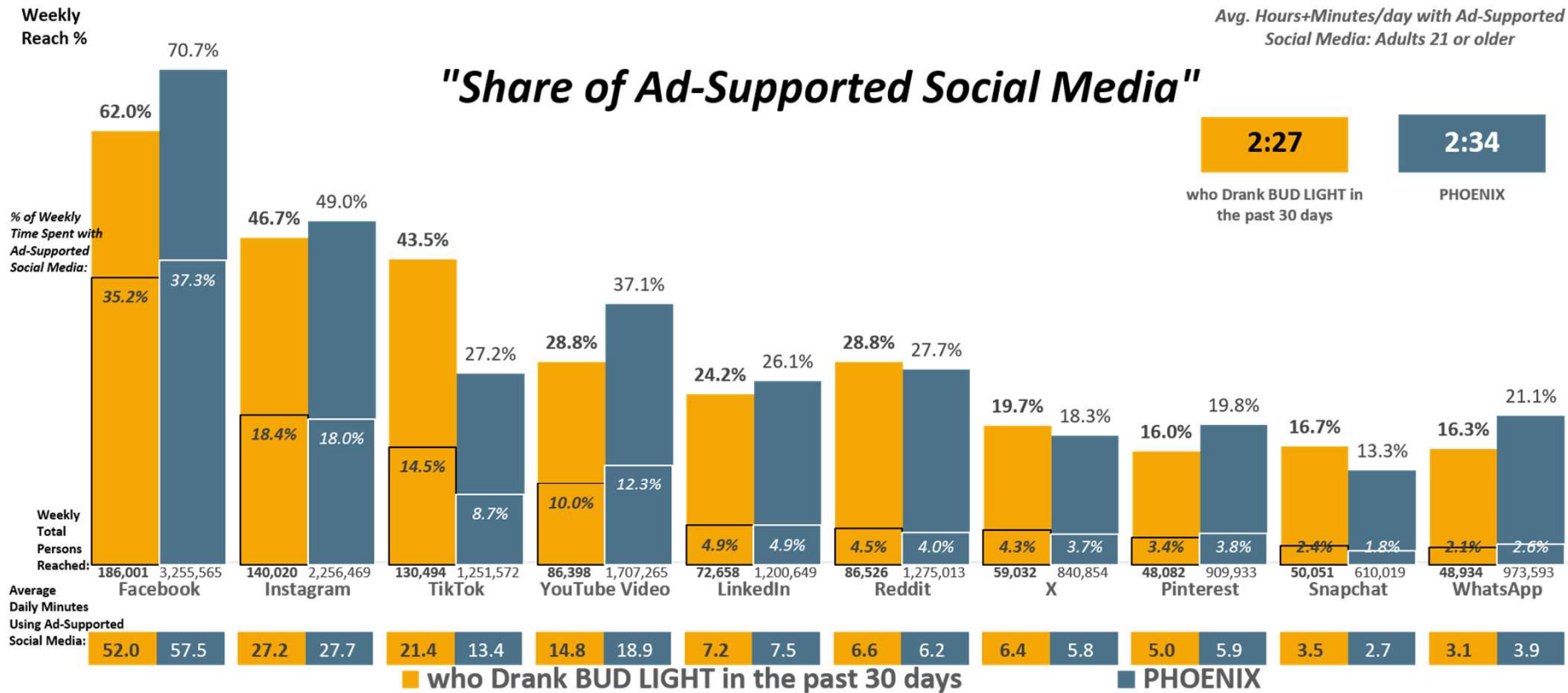
141,452 or 70.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 61.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





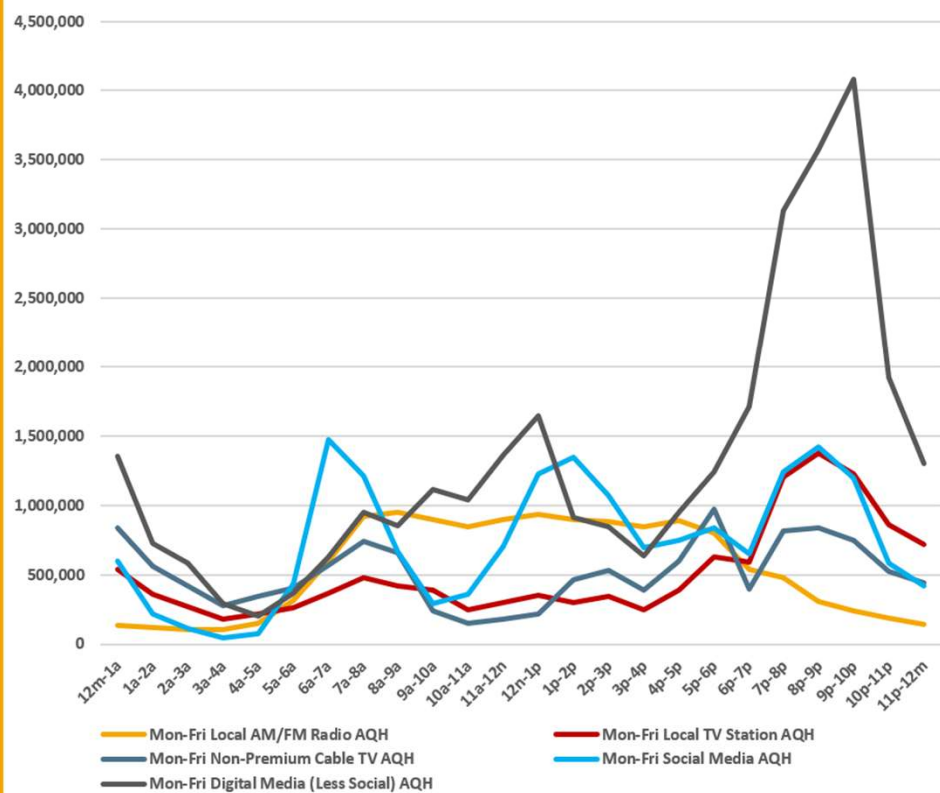
186,001 or 62.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days use Ad-Supported Facebook for an average of 52. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



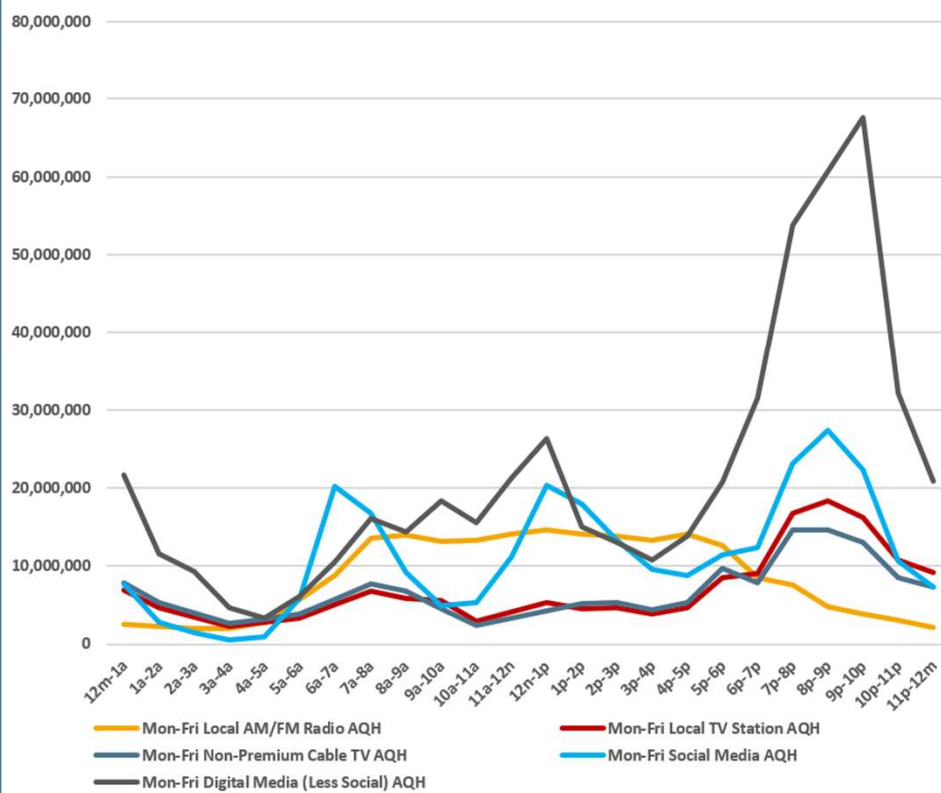


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,067,058; Social Media: 866,921; Local Radio: 836,905; Non-Prem. Cable: 469,724; Local TV: 387,839 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



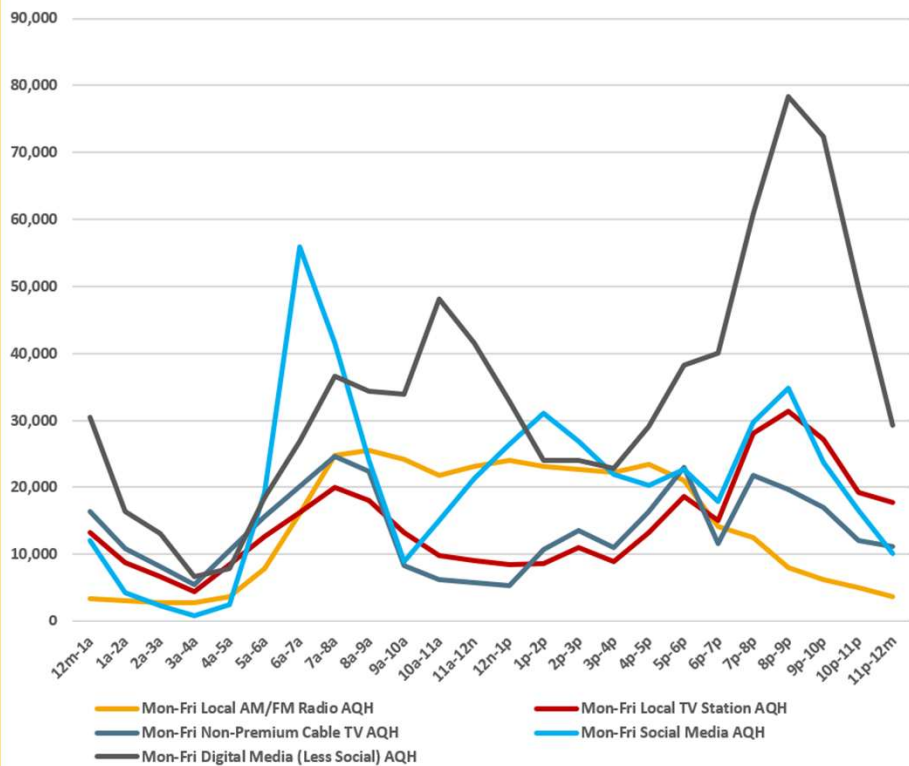
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



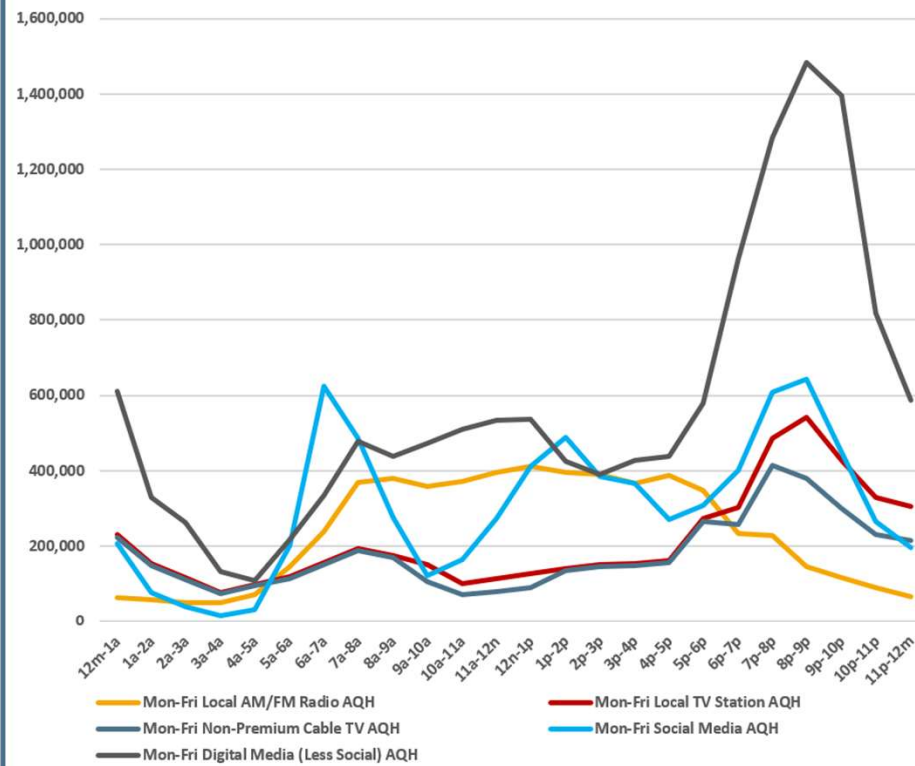


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,256; Social Media: 25,693; Local Radio: 22,014; Non-Prem. Cable: 13,780; Local TV: 13,110 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



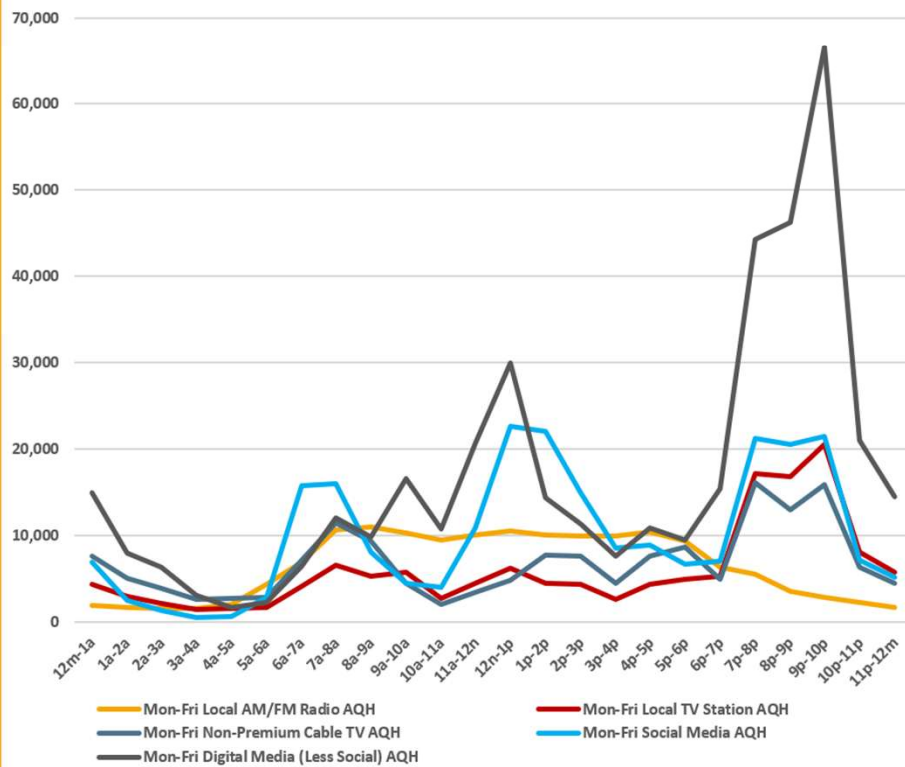
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 21 or older



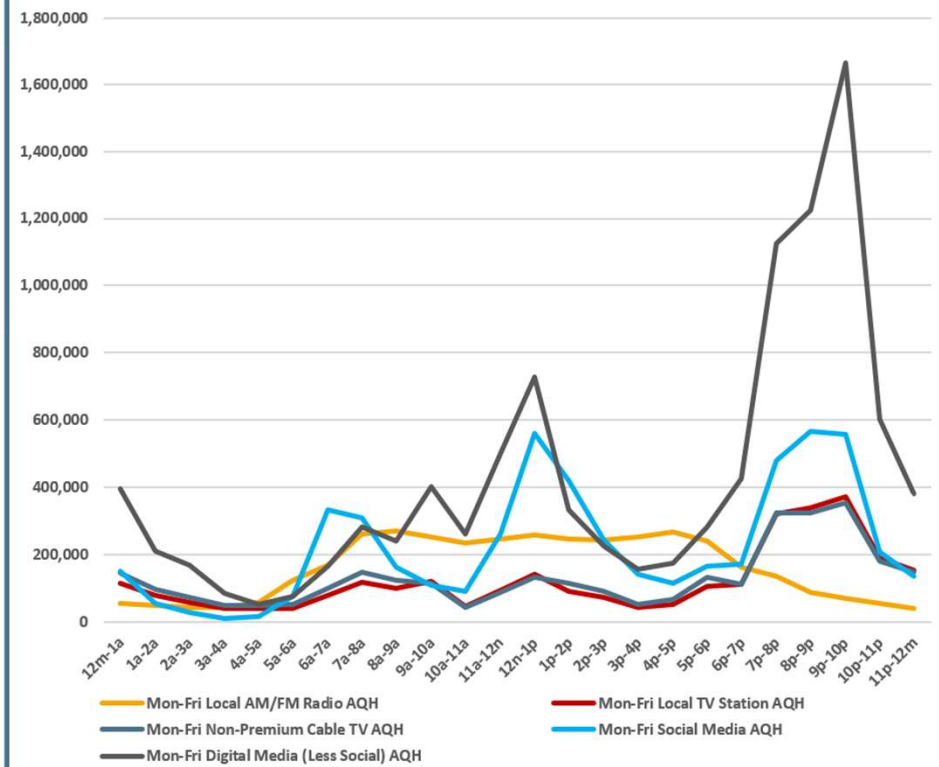


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,439;
Social Media: 11,491; Local Radio: 9,574; Non-Prem. Cable: 6,433; Local TV: 4,662
reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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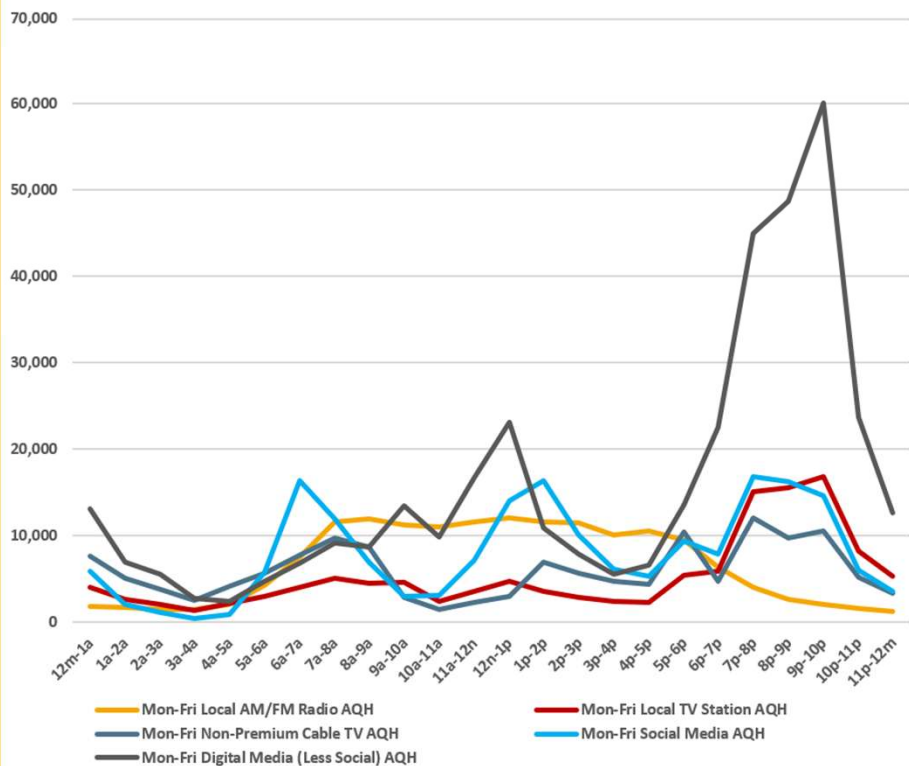
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for Anything

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

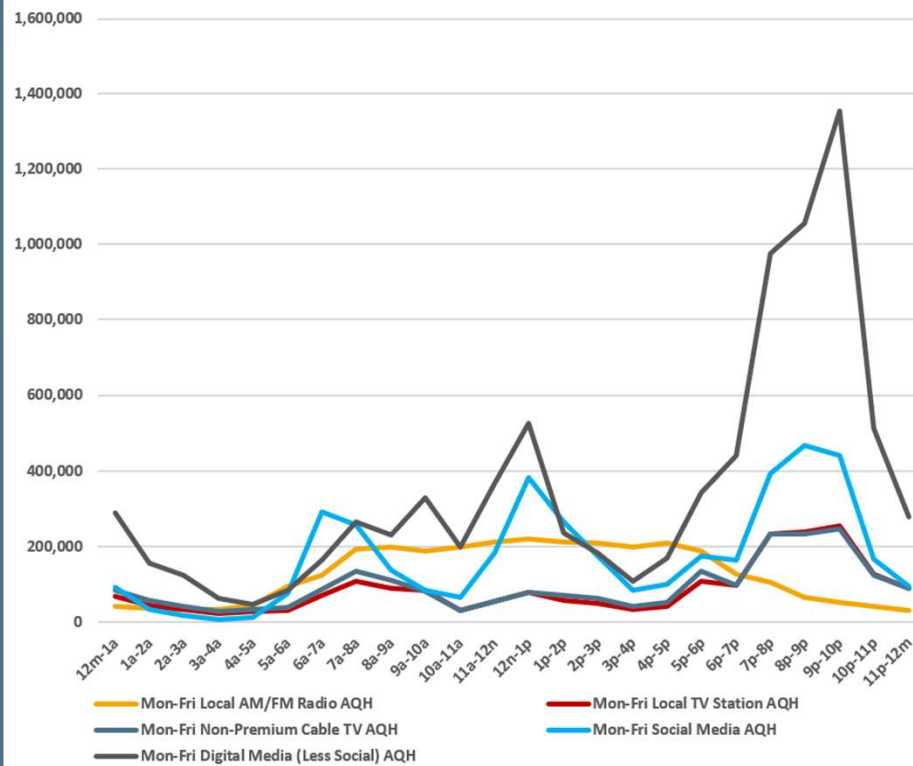


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,905; Local Radio: 10,500; Social Media: 9,045; Non-Prem. Cable: 5,567; Local TV: 3,952 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



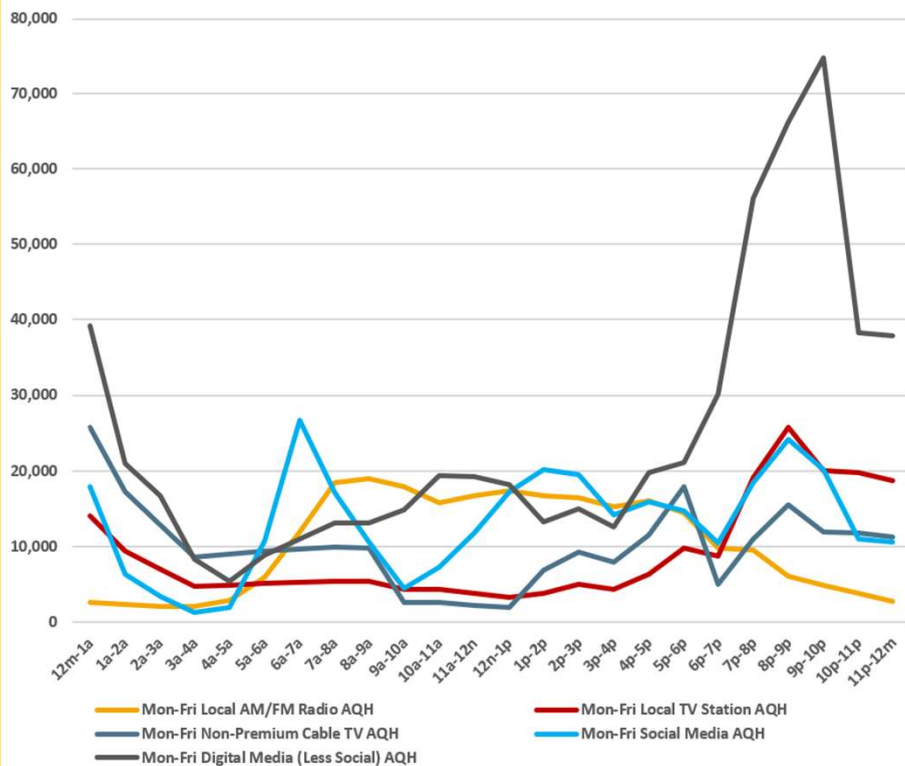
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 21 or older



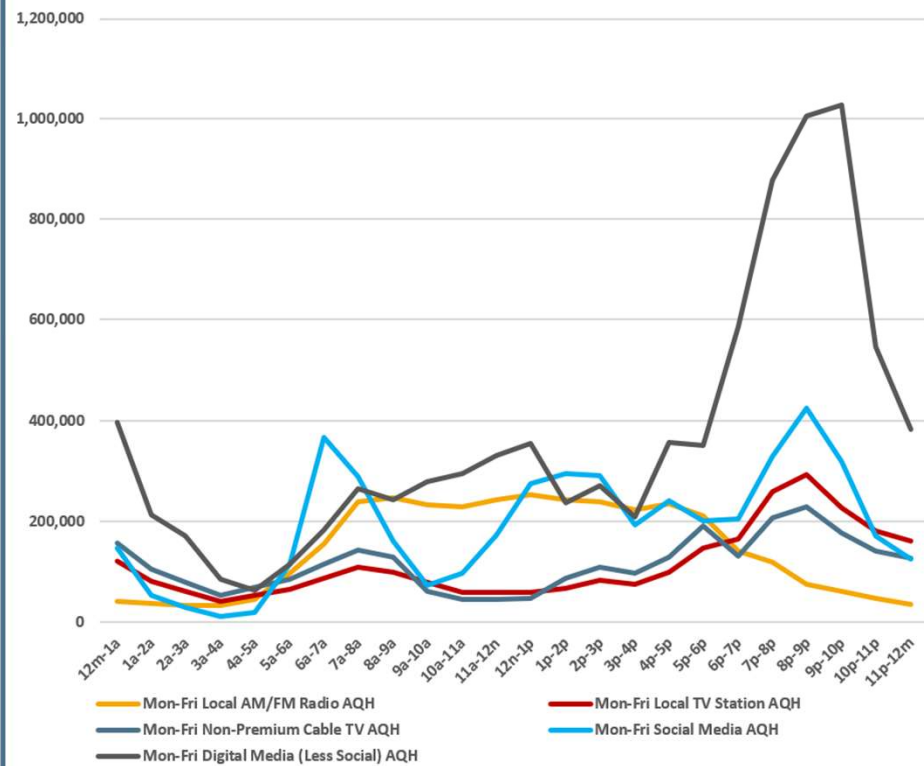


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,986; Local Radio: 15,820; Social Media: 14,625; Non-Prem. Cable: 7,482; Local TV: 5,361 reaching Adults 21 or older who Drank BUD LIGHT in the past 30 days.

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



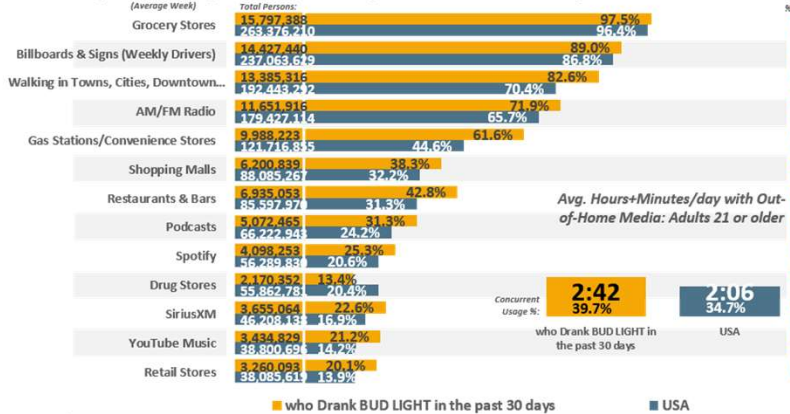
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 21 or older



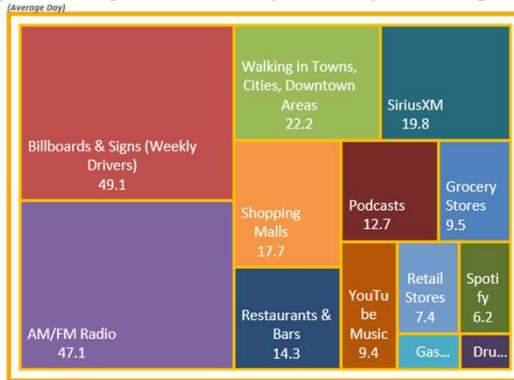


14,427,440 or 89.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

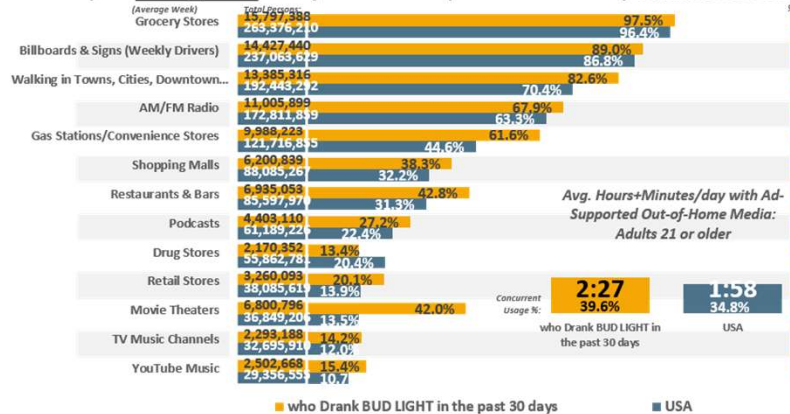
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



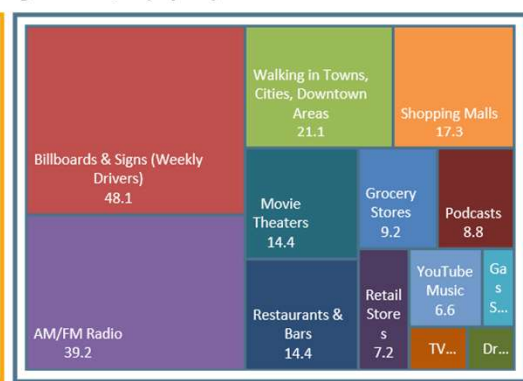
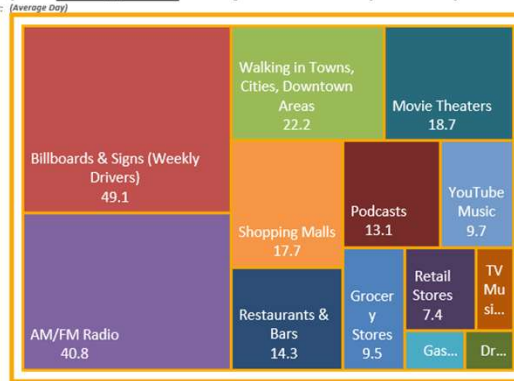
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

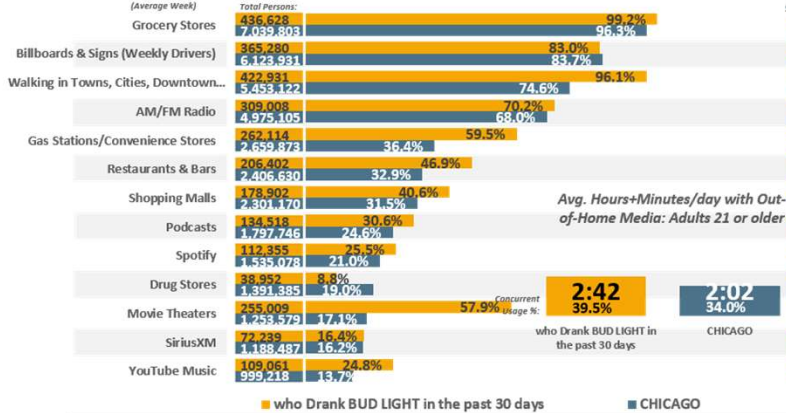
soefa.ai Share of Everything for Anything

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

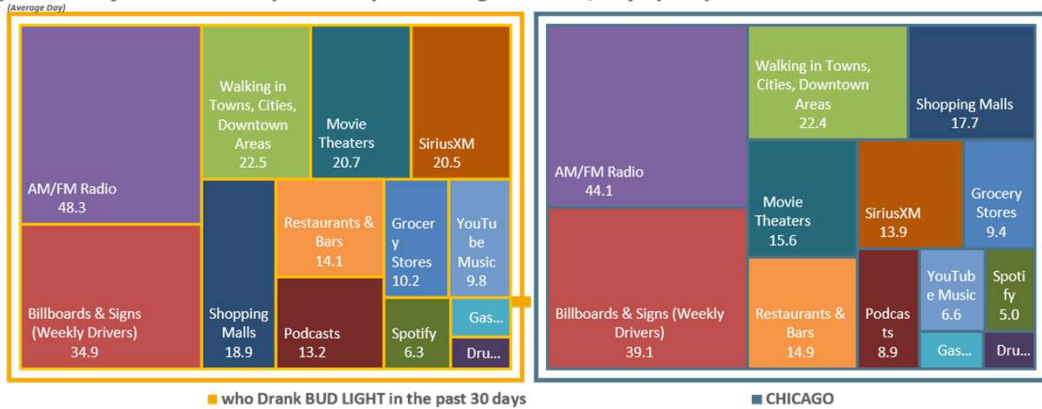


365,280 or 83.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 34.9 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

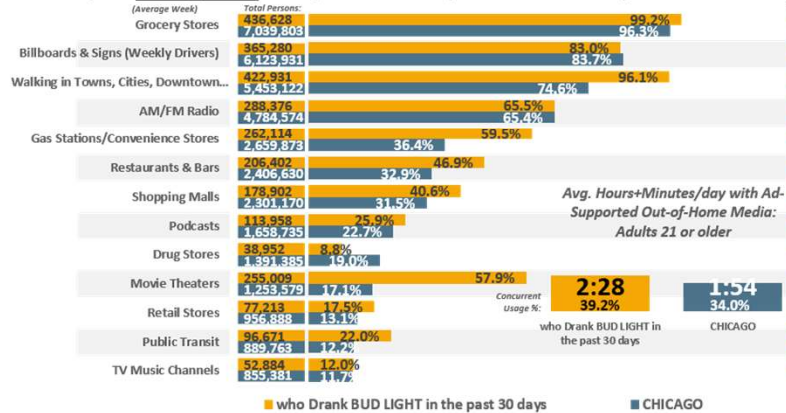
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



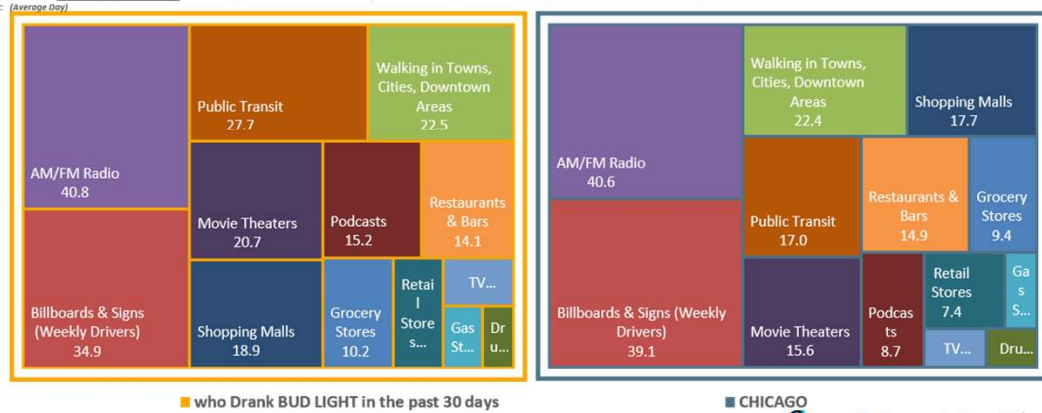
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 224
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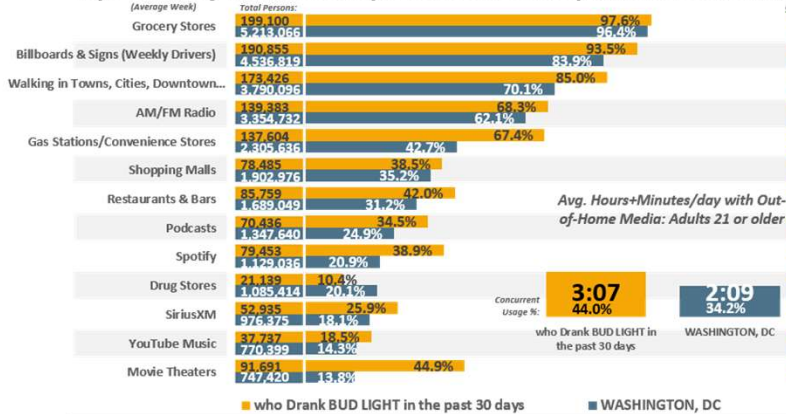
soefa.ai Share of Everything for Anything

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

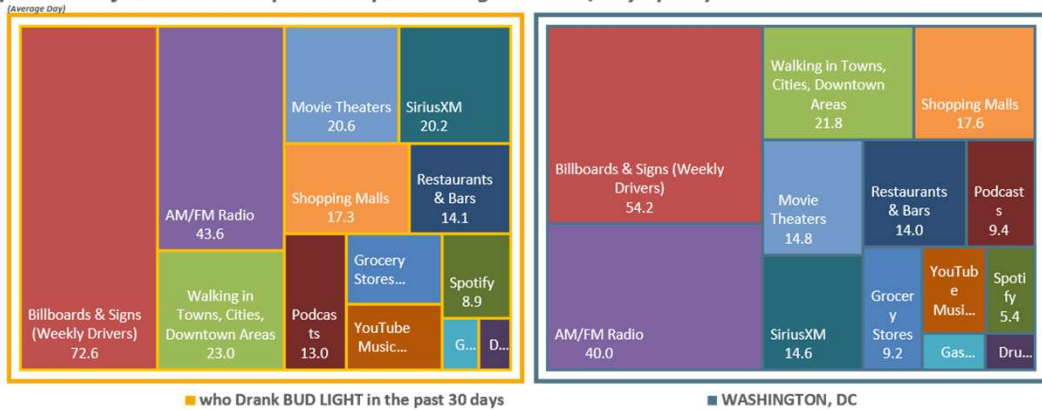


190,855 or 93.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 72.6 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

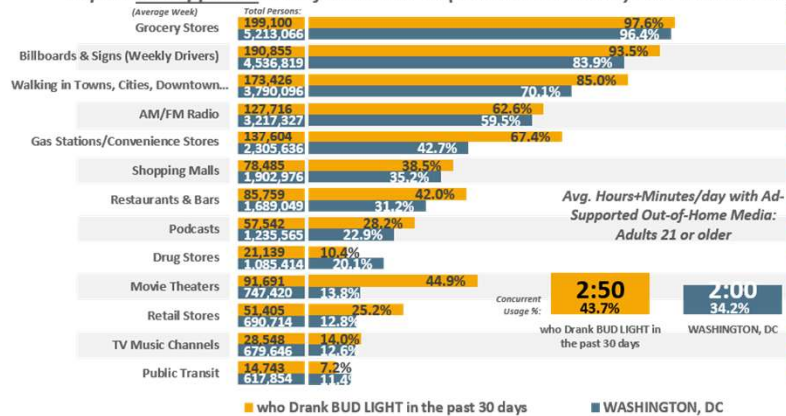
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



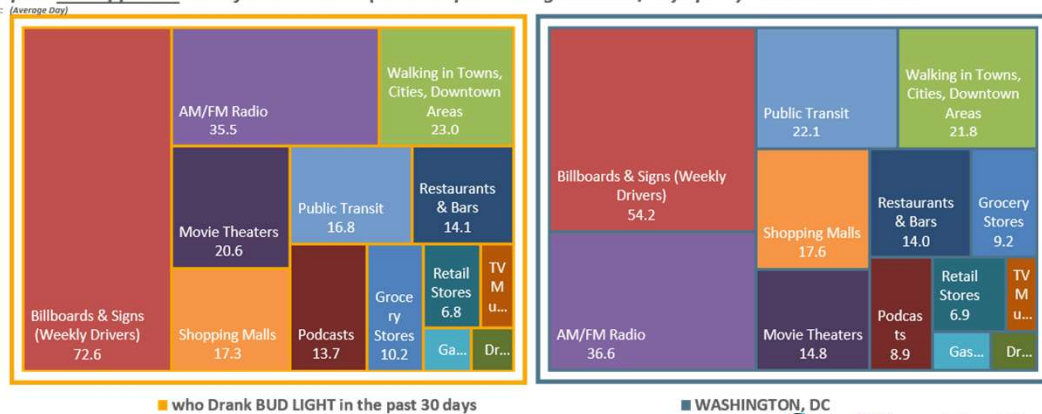
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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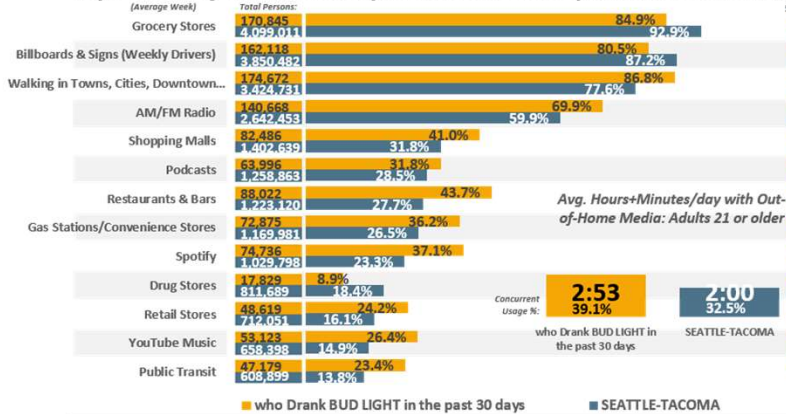
soefa.ai Share of Everything for Anything

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

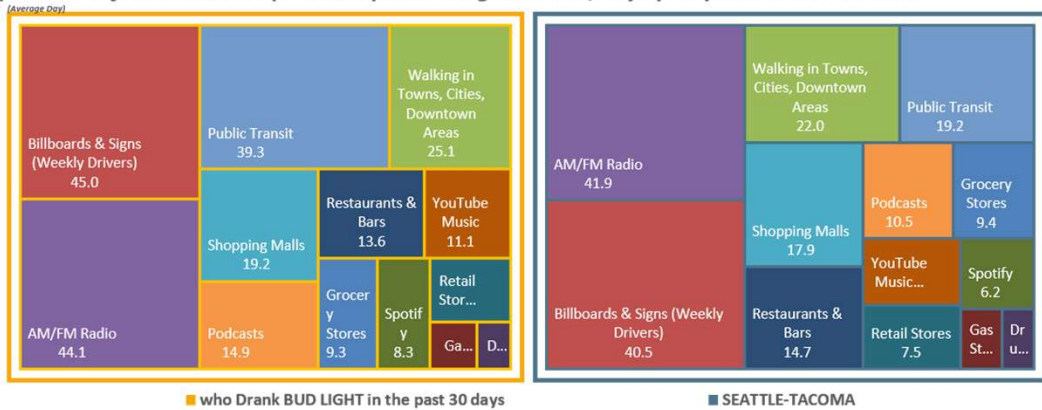


162,118 or 80.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 45. minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

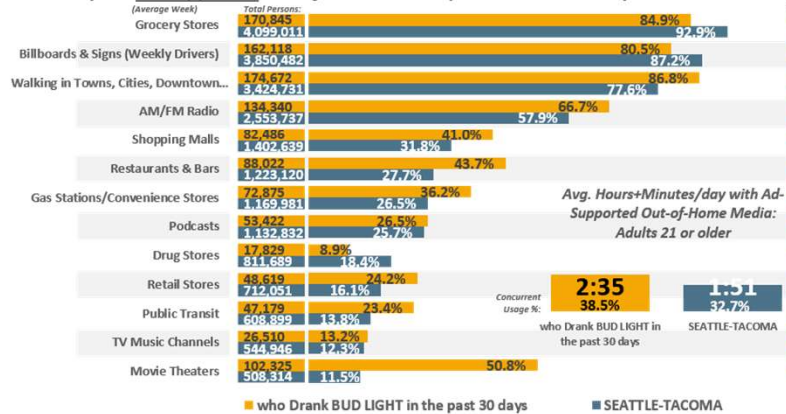
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



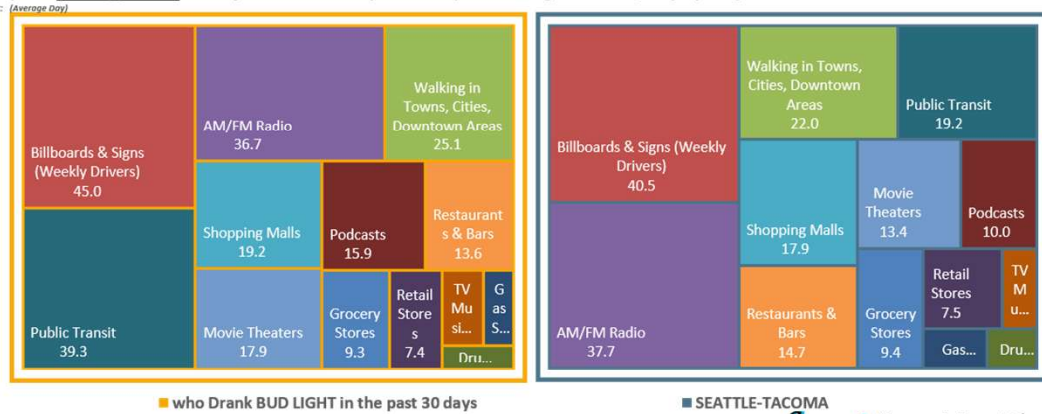
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



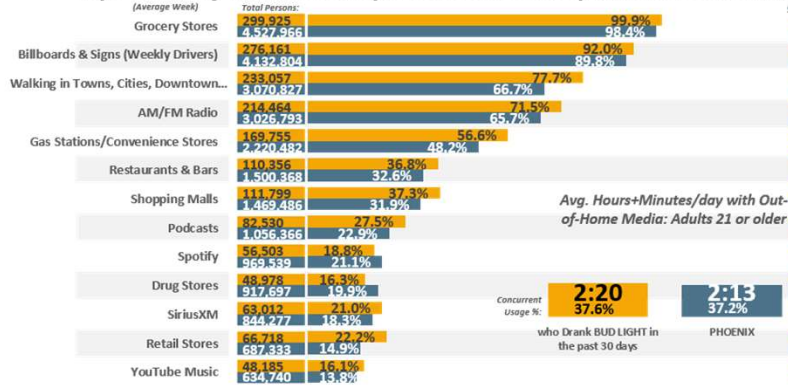
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



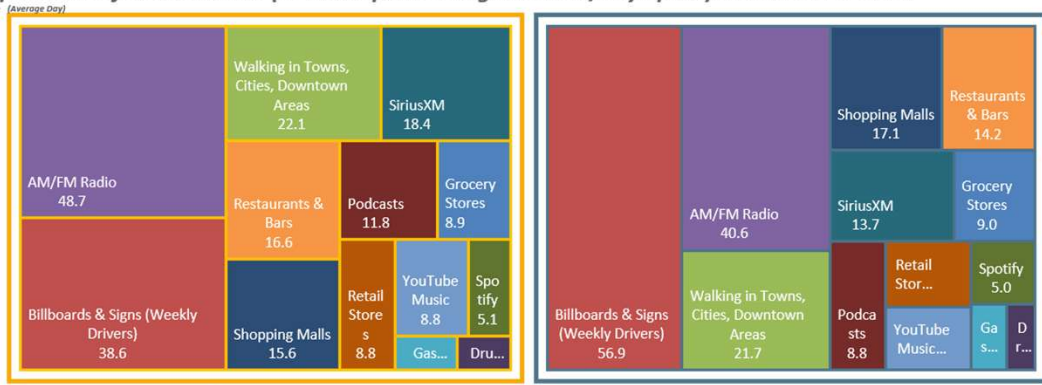


276,161 or 92.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 43.3 minutes/day.

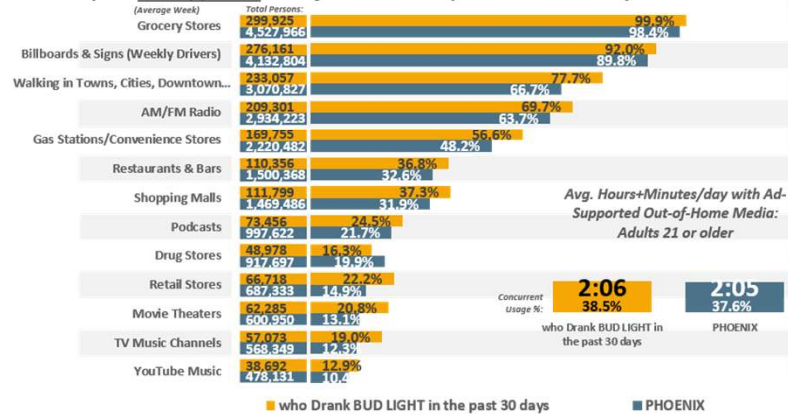
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



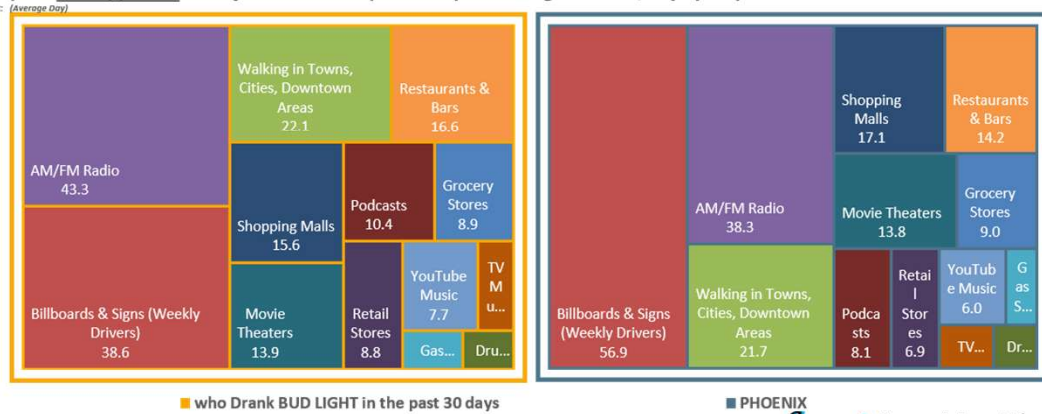
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



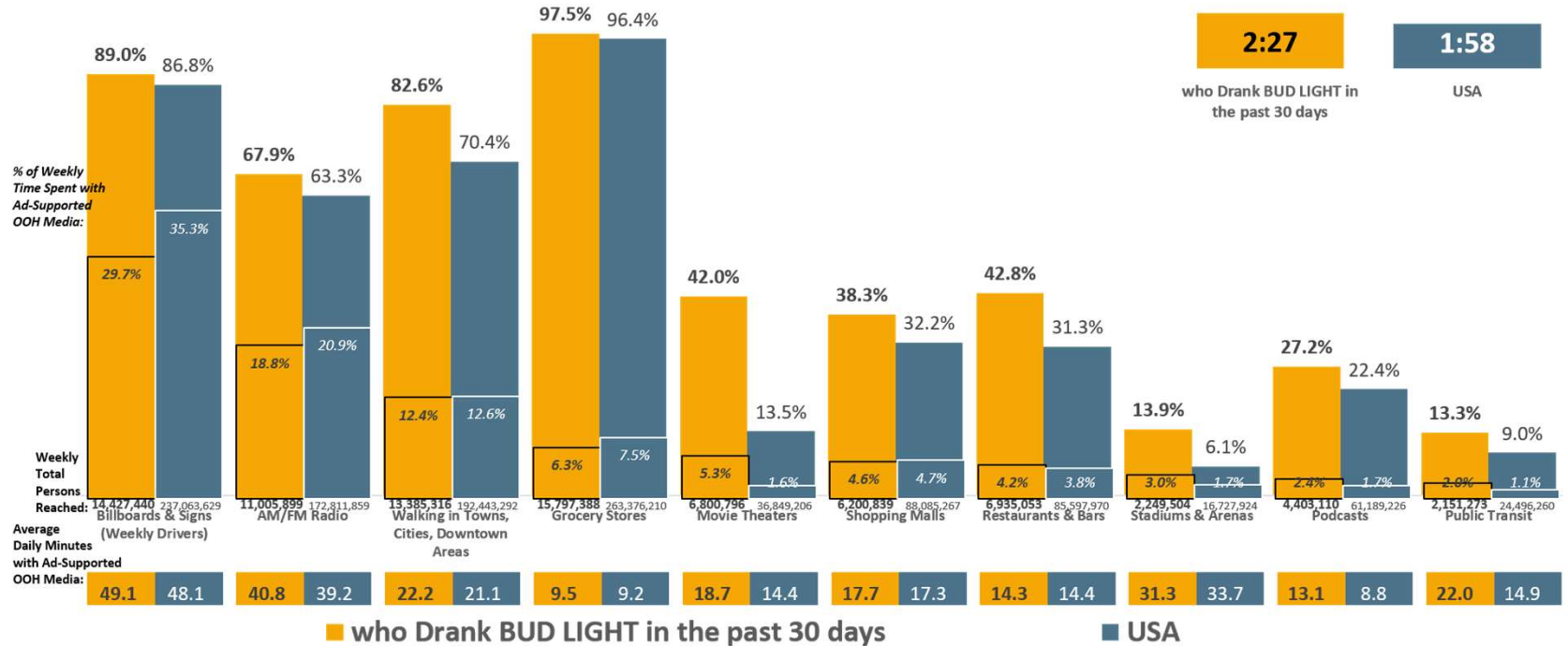


14,427,440 or 89.0% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 29.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,485
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]

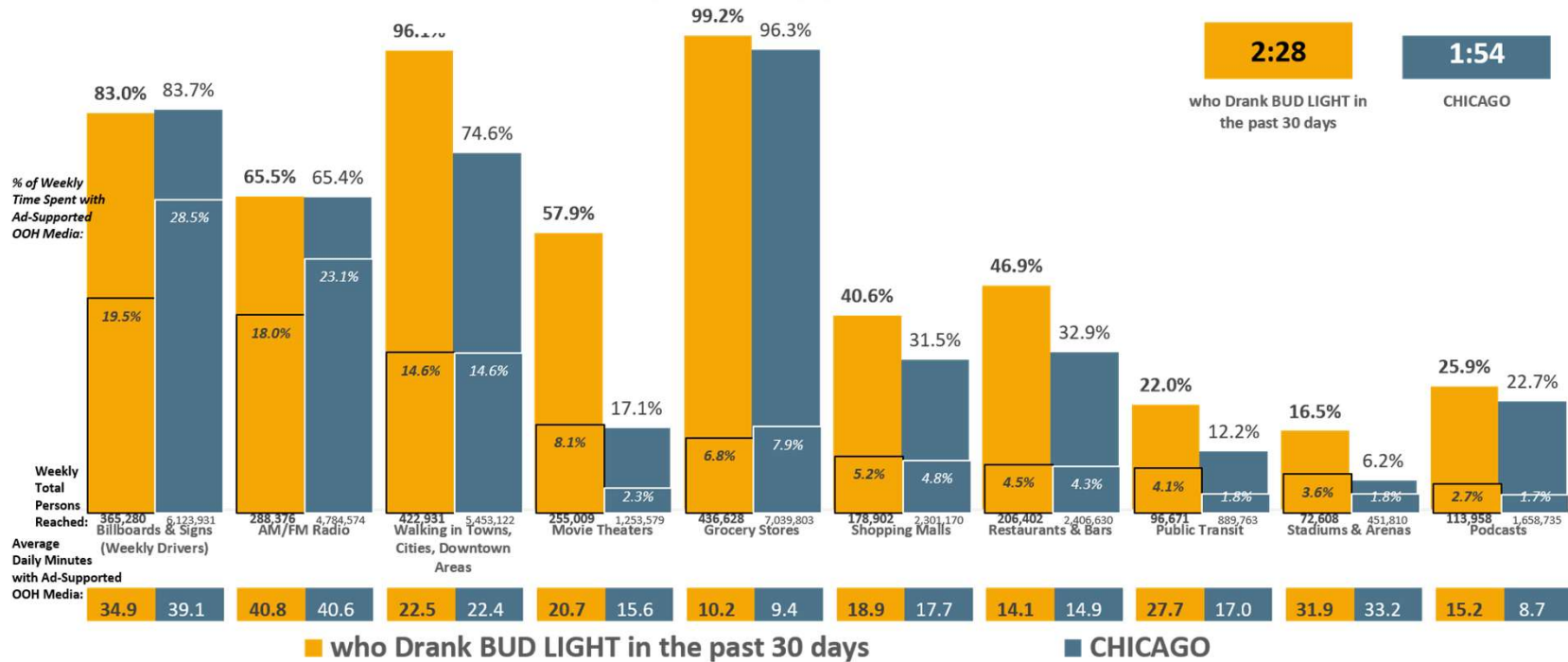


365,280 or 83.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 34.9 minutes per day driving, seeing Billboards and Signs representing 19.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 224
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,900

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

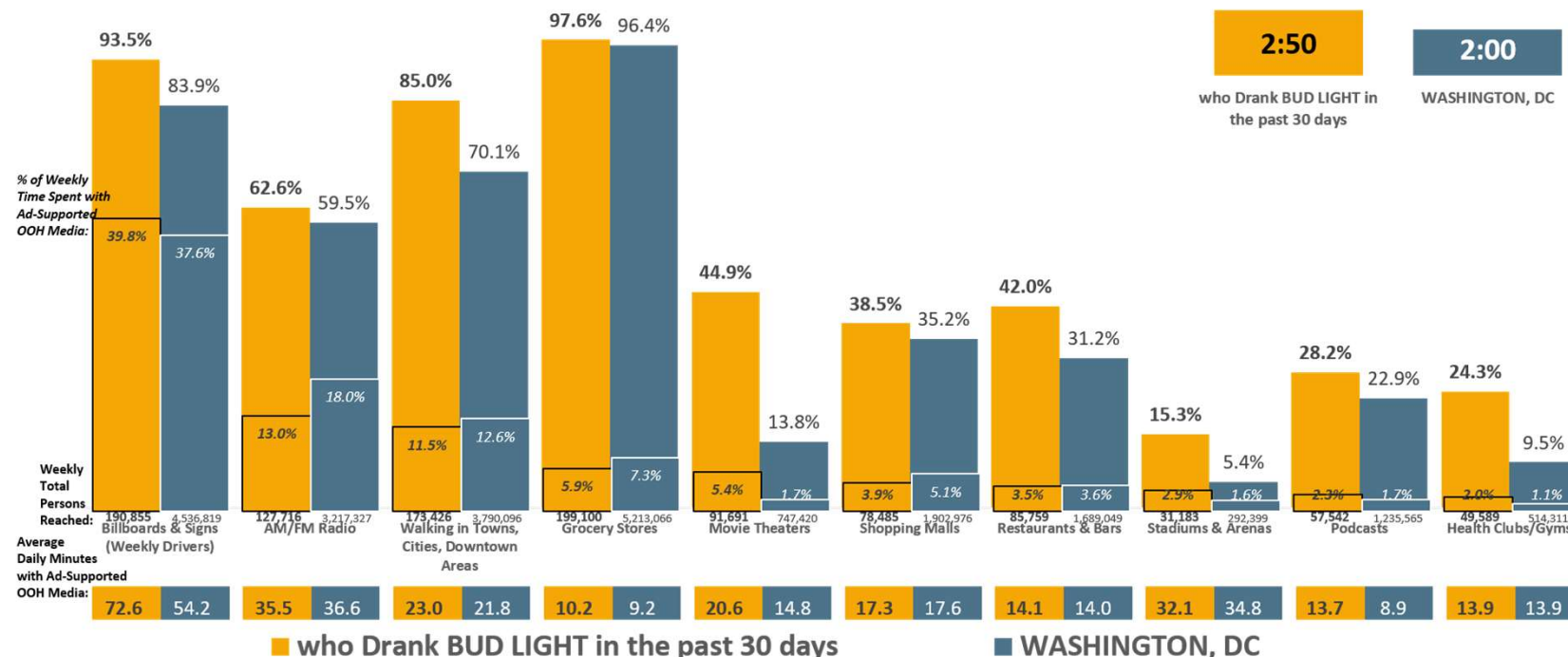


190,855 or 93.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 72.6 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 299
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,503

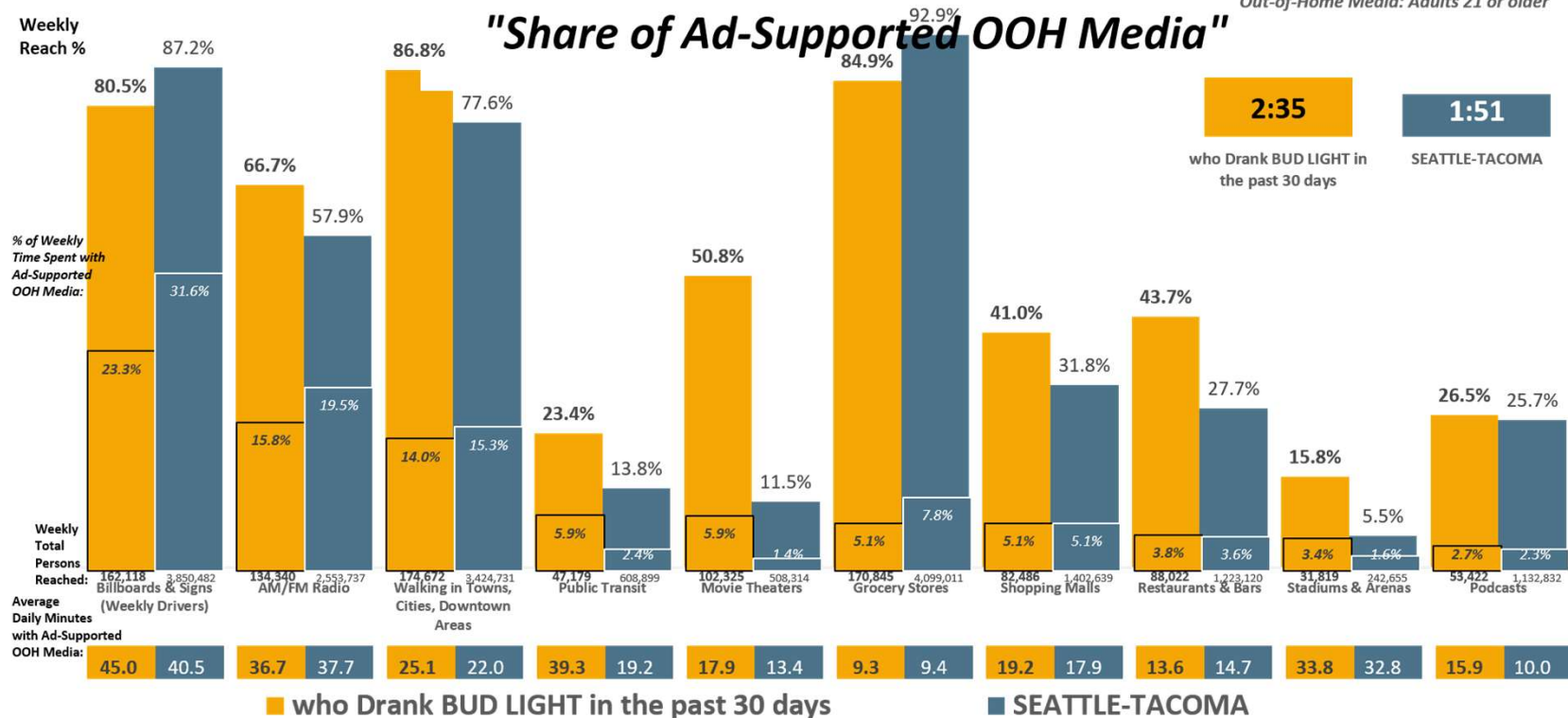
soefa.ai Share of Everything for Anything

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



162,118 or 80.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 45. 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



2:35
 who Drank BUD LIGHT in the past 30 days
1:51
 SEATTLE-TACOMA

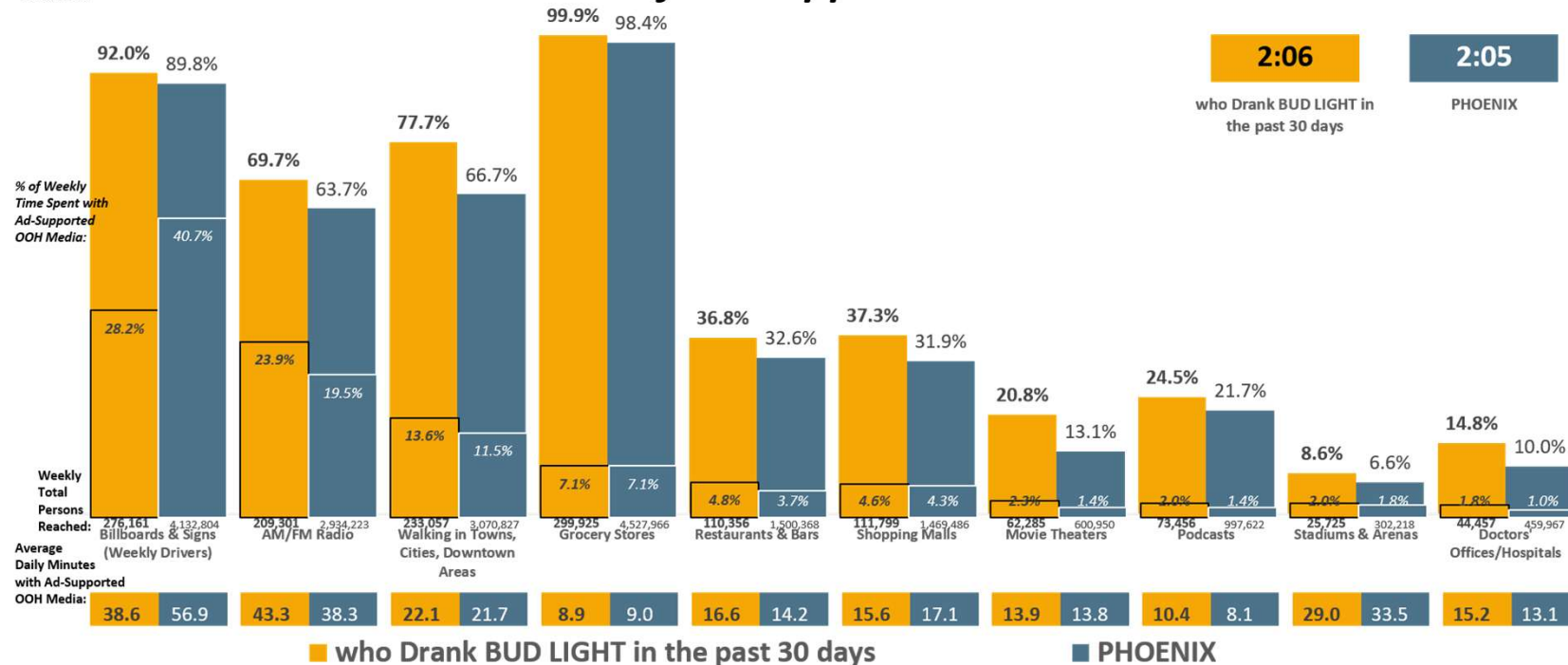


276,161 or 92.% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,332

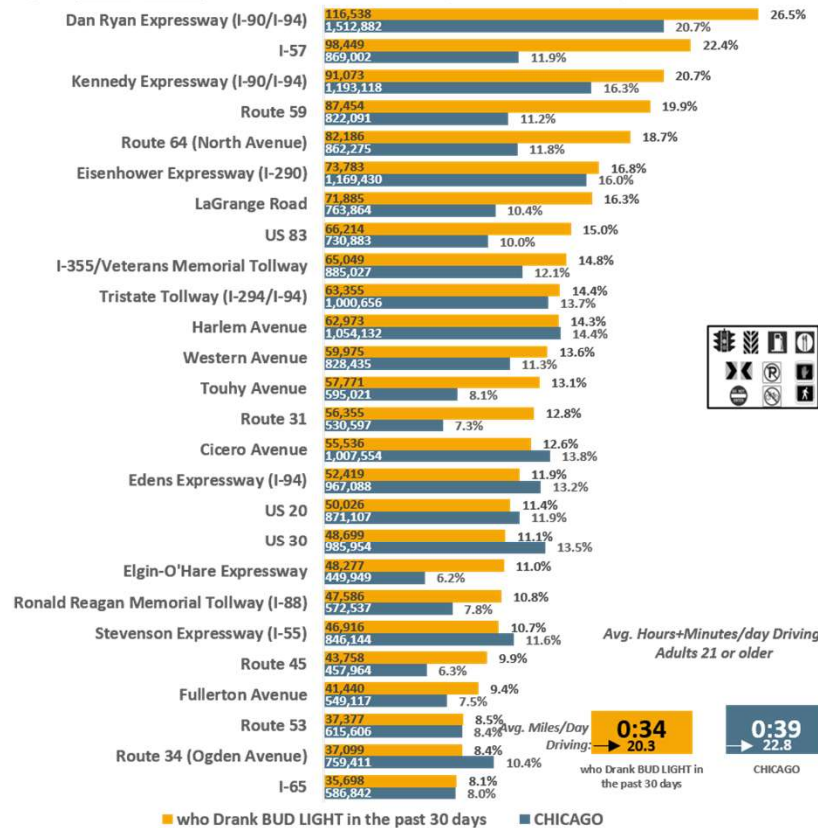
soefa.ai Share of Everything for Anything

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

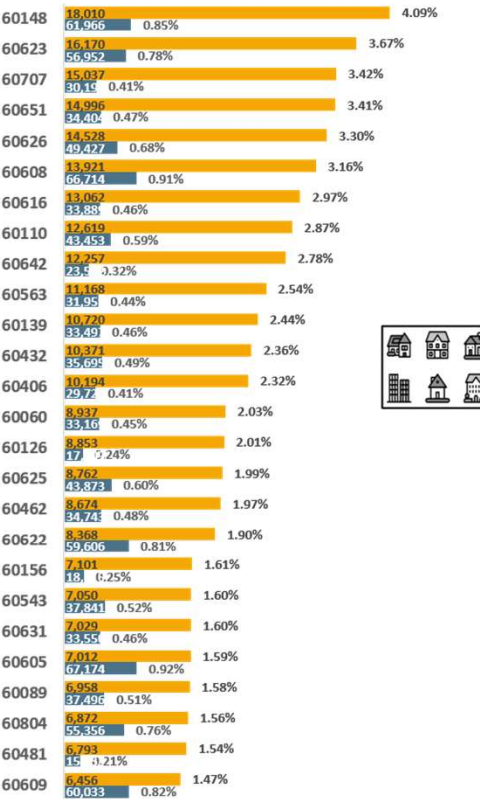


365,280 or 83.3% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 34.9 minutes per day driving an average of 20.3 miles each day and are 88.2% more likely to use I-57 than the Metro average.

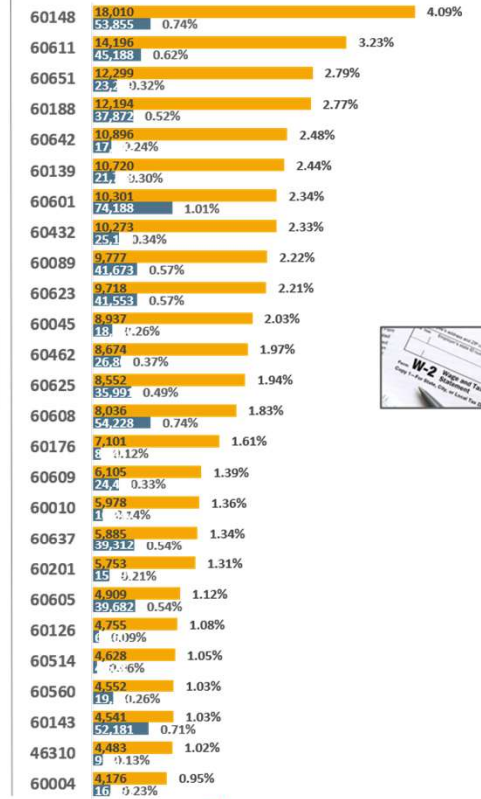
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



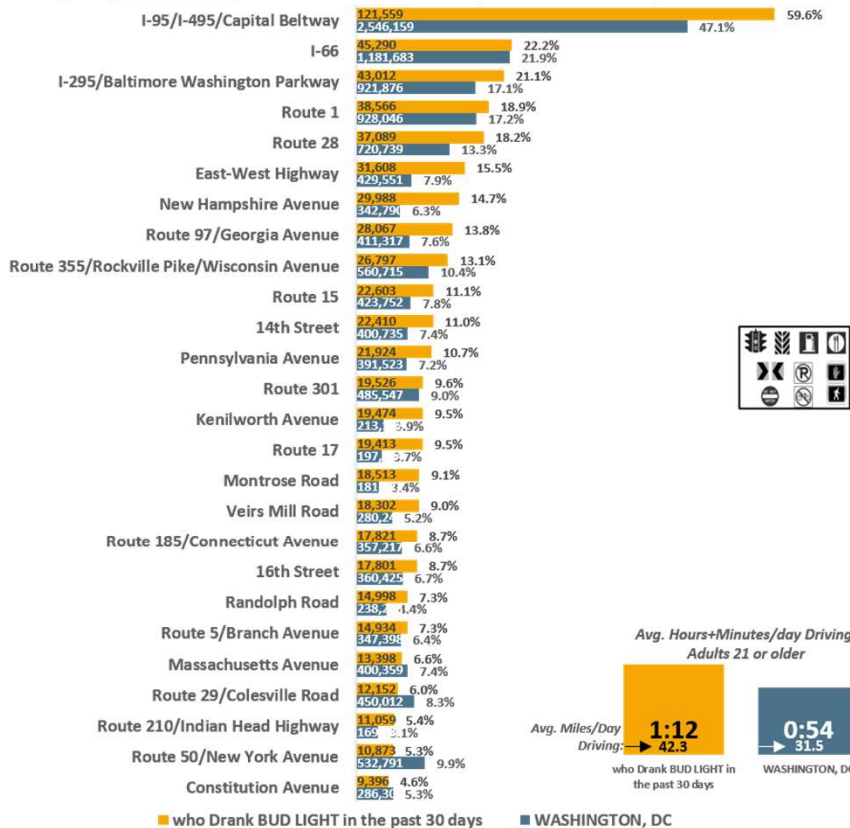
Top-26 Employment Zip Codes: Adults 21 or older



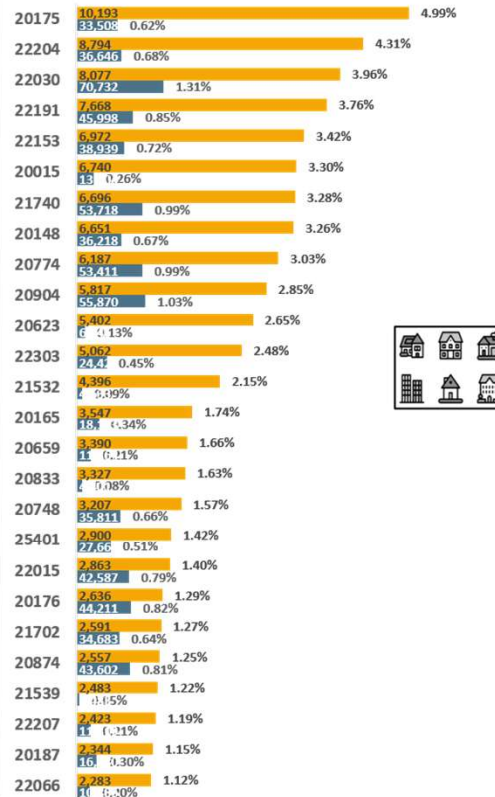


190,855 or 93.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 72.6 minutes per day driving an average of 42.3 miles each day and are 169.5% more likely to use Montrose Road than the Metro average.

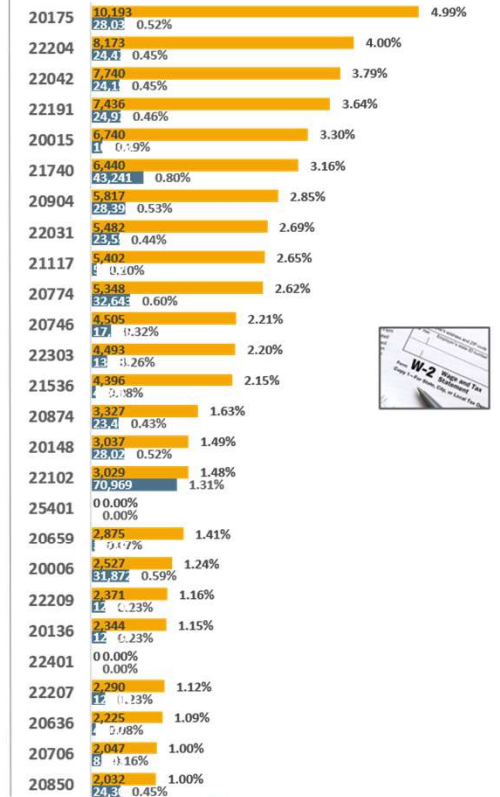
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

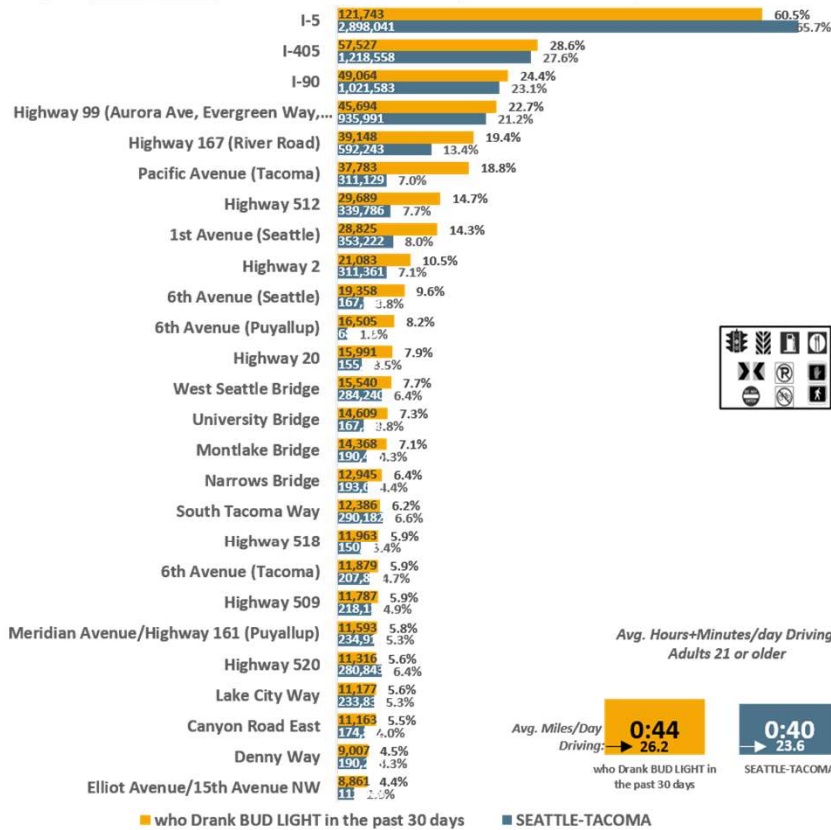


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162,118 or 80.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 45. minutes per day driving an average of 26.2 miles each day and are 427.% more likely to use 6th Avenue (Puyallup) than the Metro average.

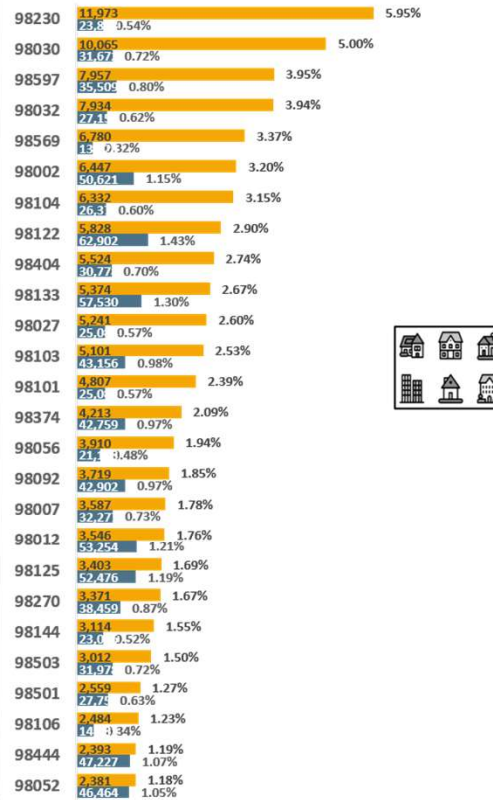
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



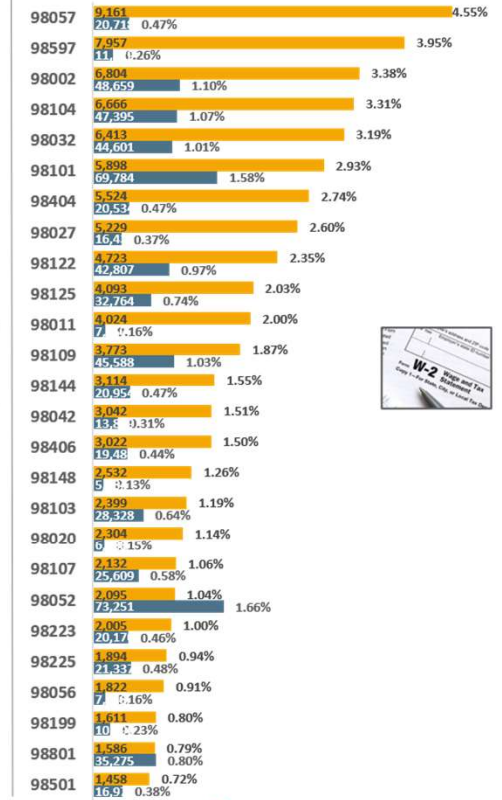
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

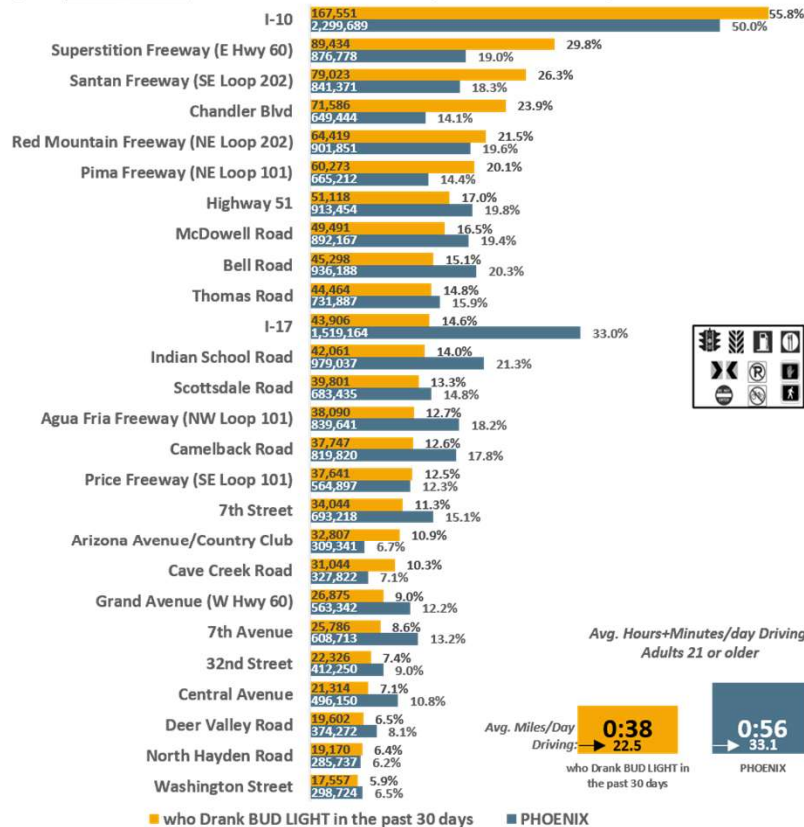


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276,161 or 92.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days spend an average of 38.6 minutes per day driving an average of 22.5 miles each day and are 69.1% more likely to use Chandler Blvd than the Metro average.

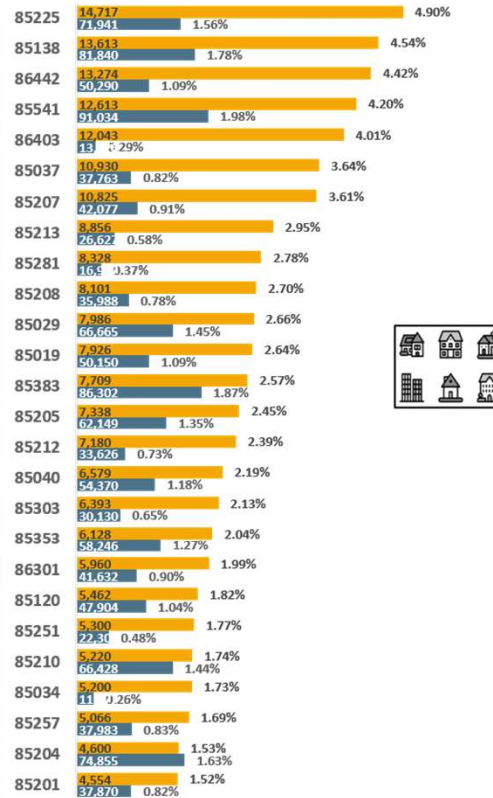
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



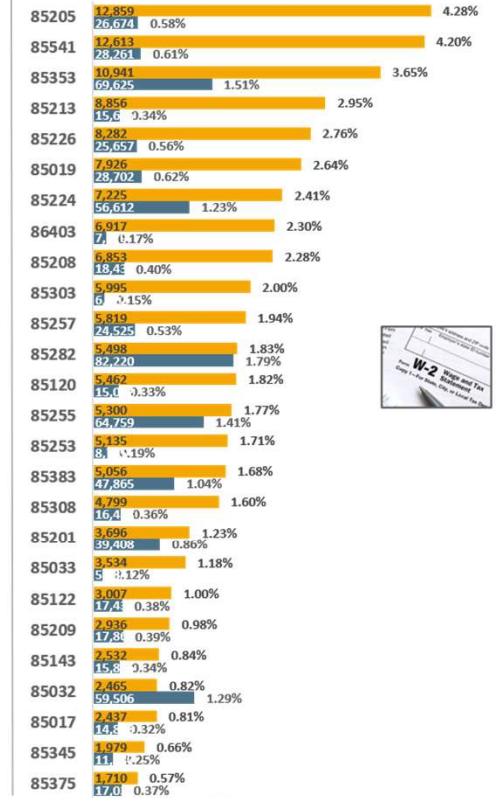
Avg. Hours+Minutes/day Driving:
Adults 21 or older



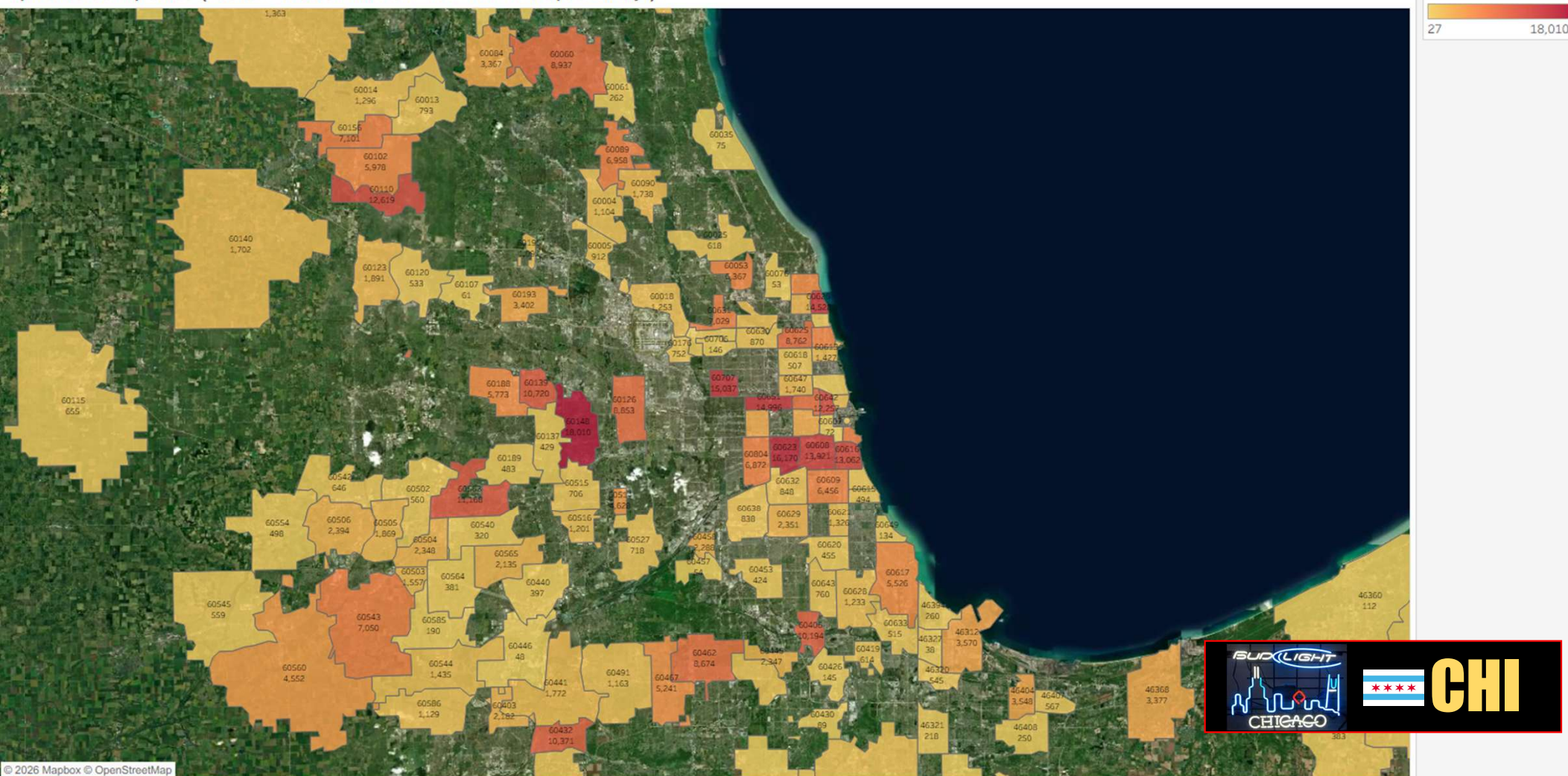
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

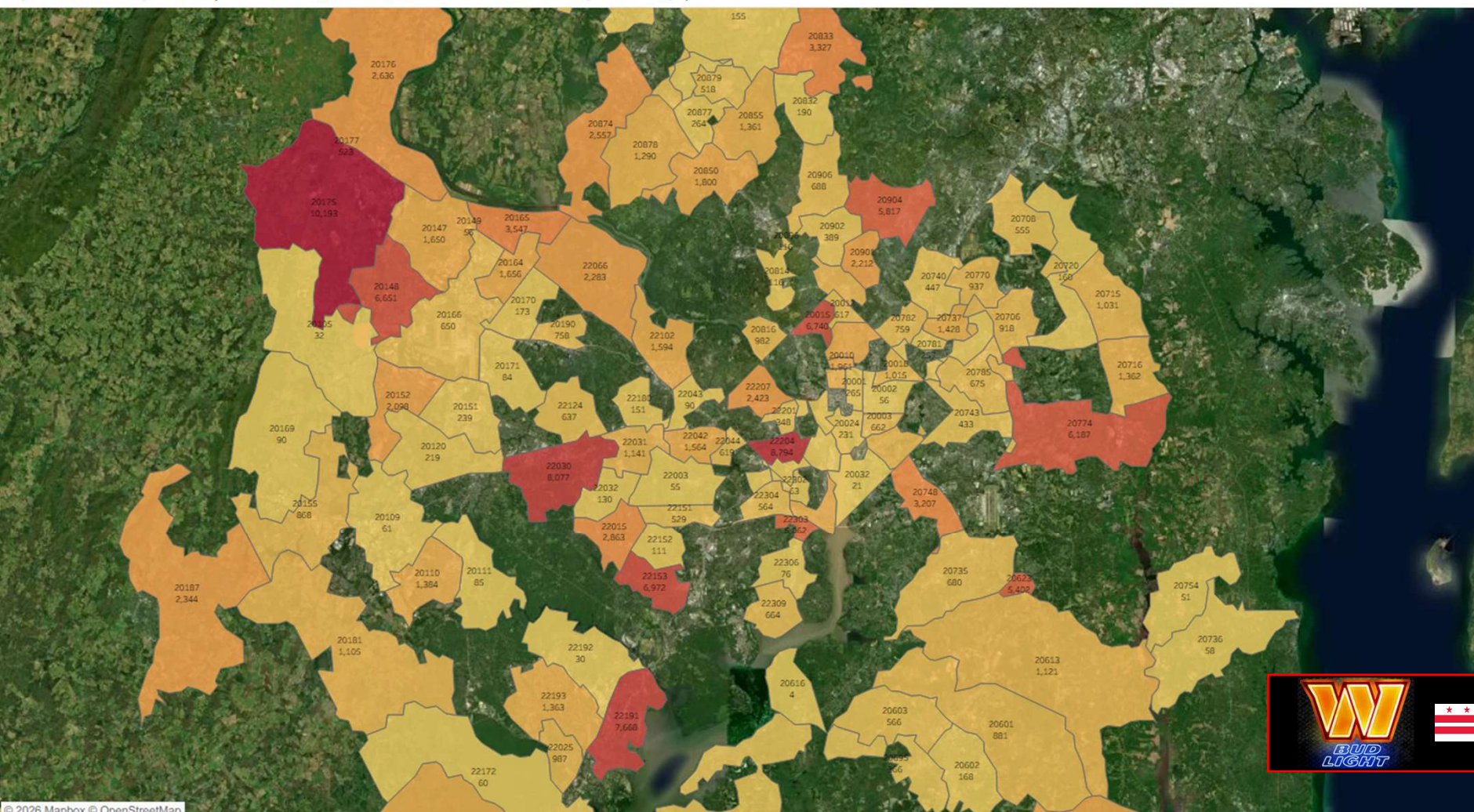


Top Residential Zip Codes: (Adults 21 or older who Drank BUD LIGHT in the past 30 days)



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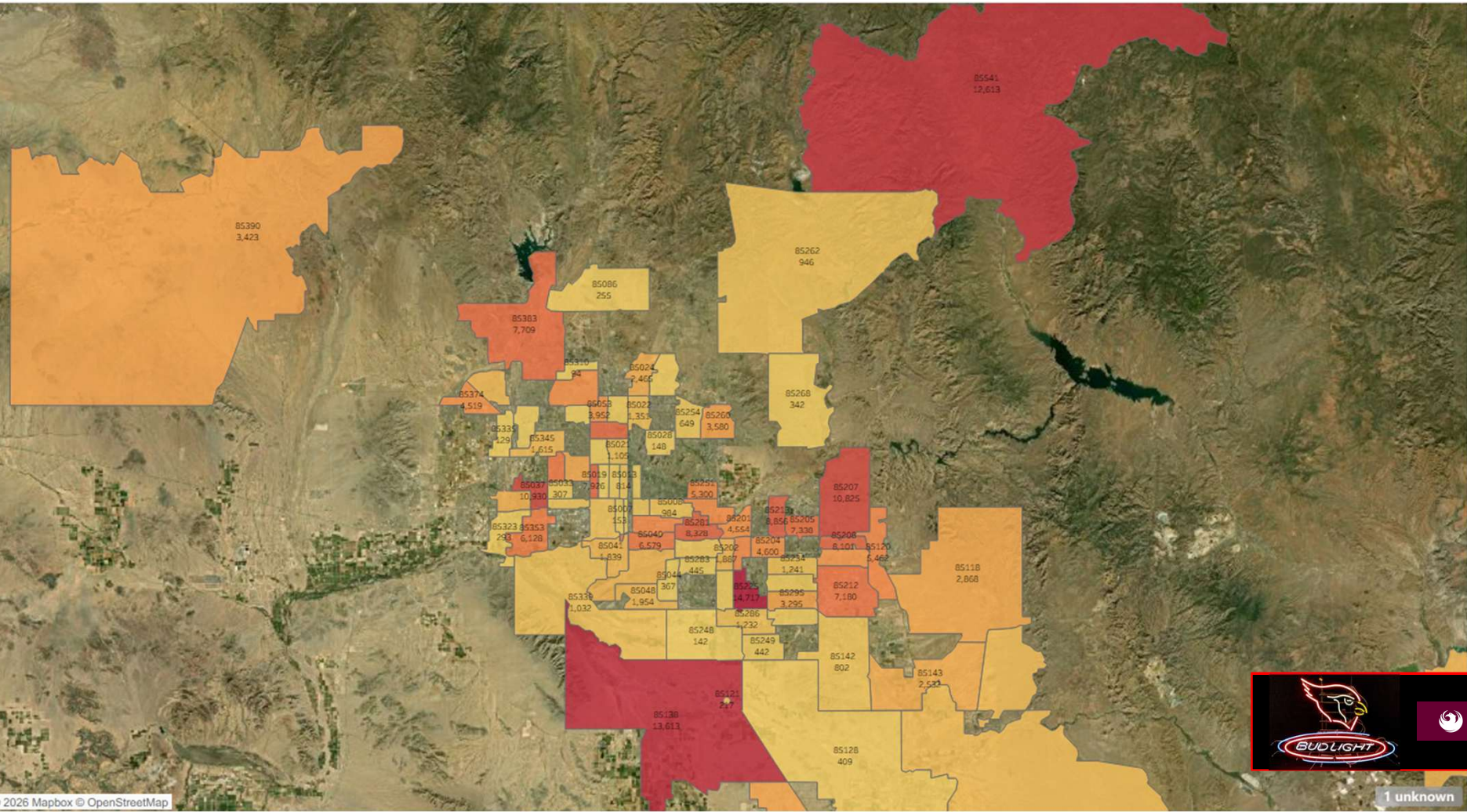
Top Residential Zip Codes: (Adults 21 or older who Drank BUD LIGHT in the past 30 days)



SUM(Adults 21 or olde...



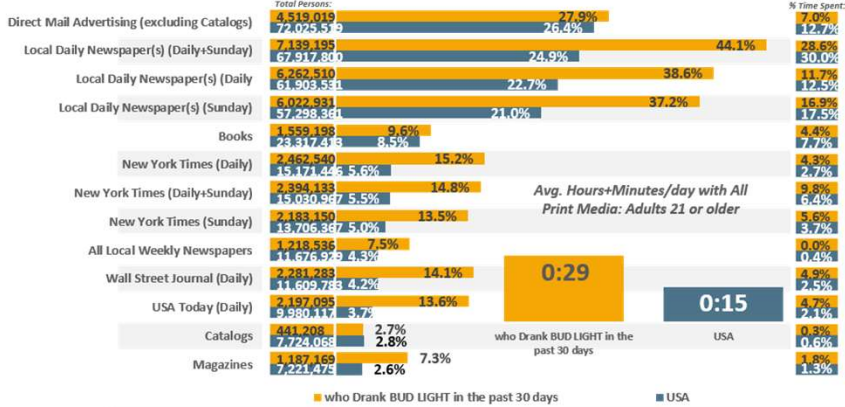
Top Residential Zip Codes: (Adults 21 or older who Drank BUD LIGHT in the past 30 days)





7,139,195 or 44.1% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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

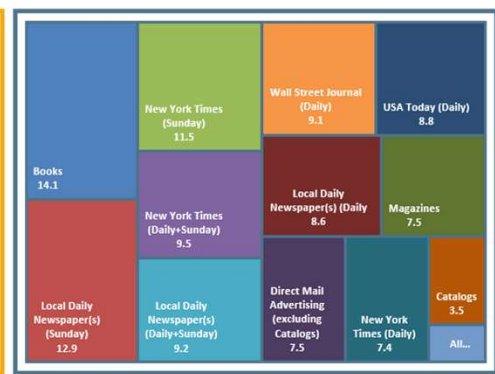


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

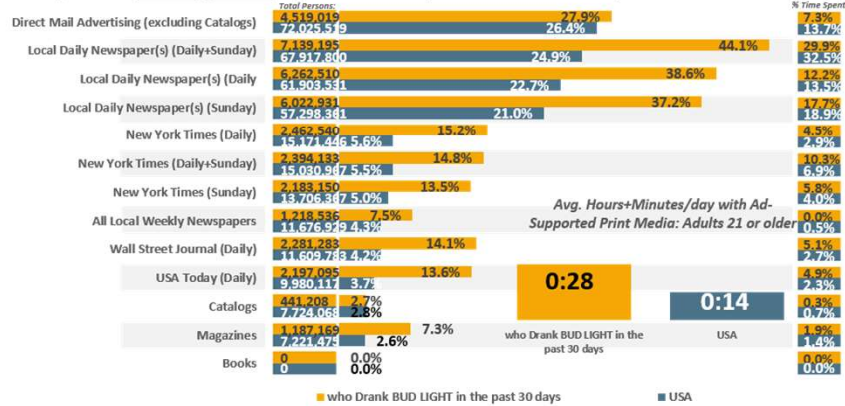
0:29

0:15

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



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

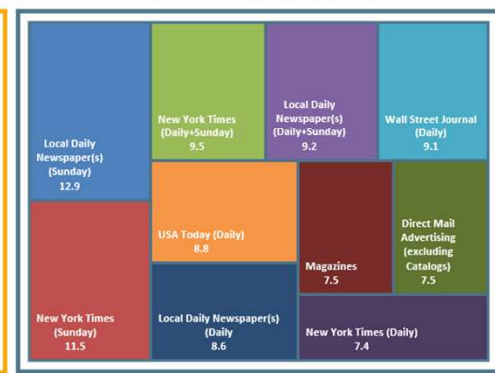
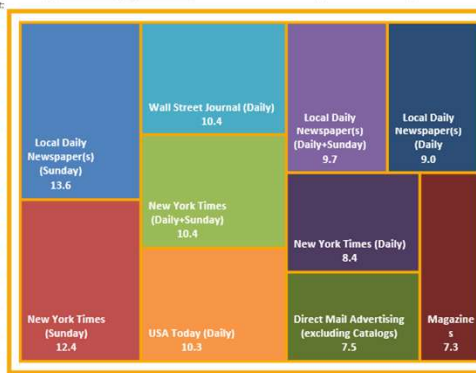


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:28

0:14

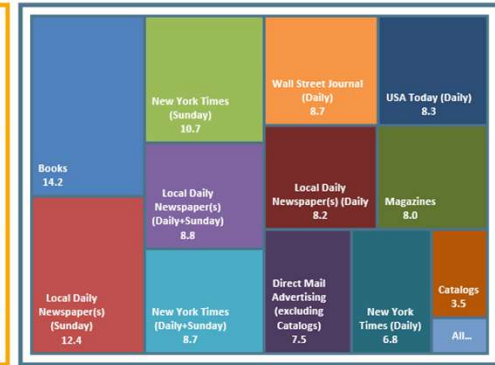
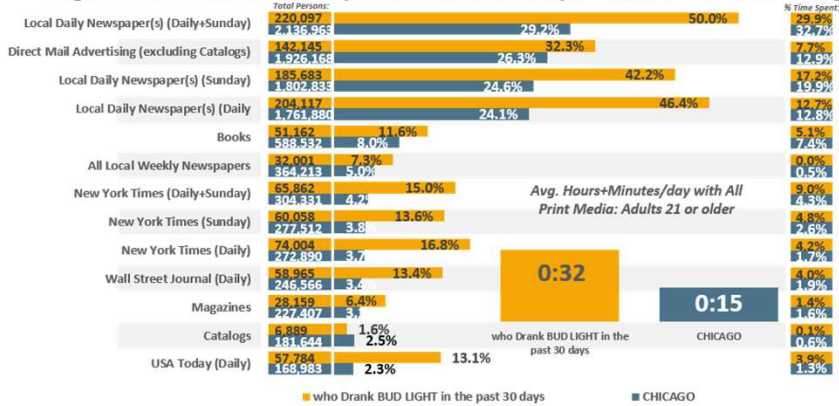
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



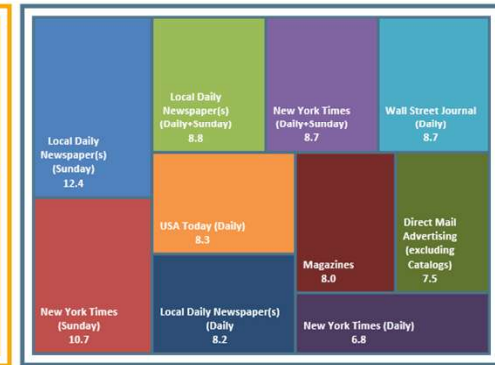
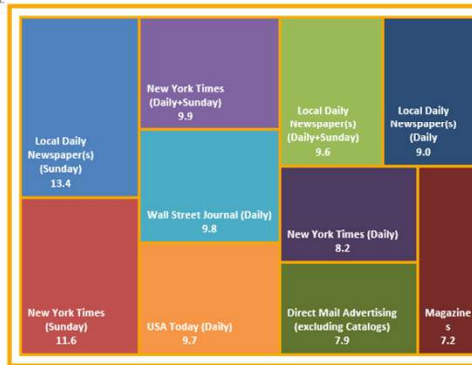
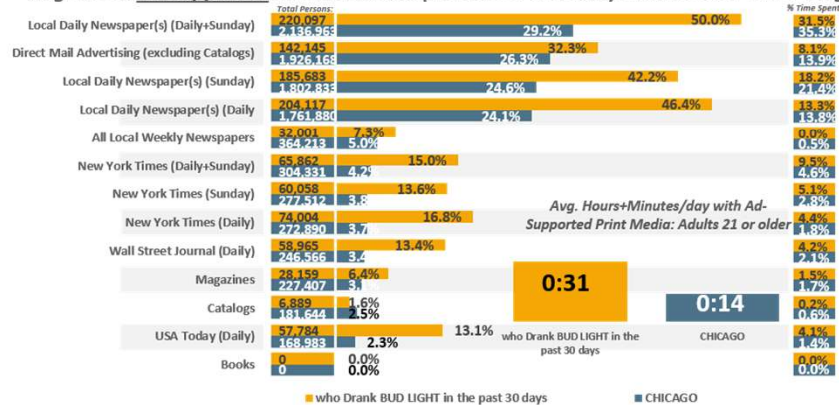


220,097 or 50.0% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

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**



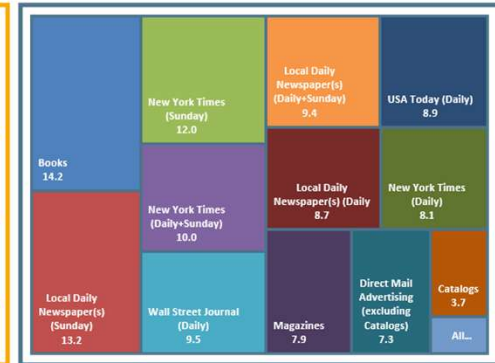
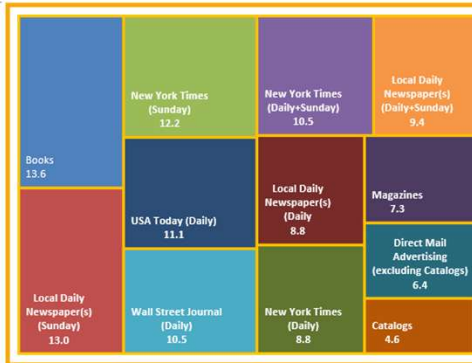
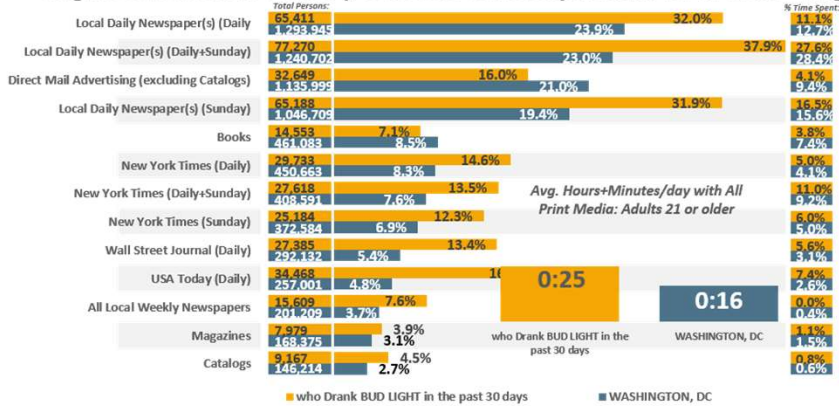
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



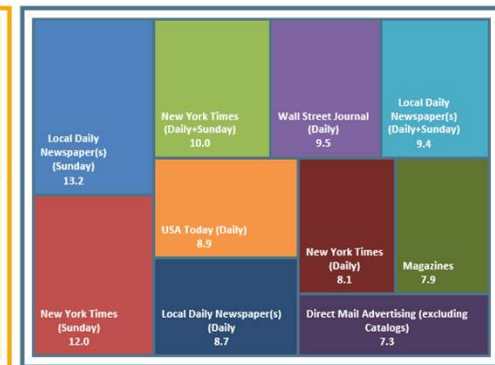
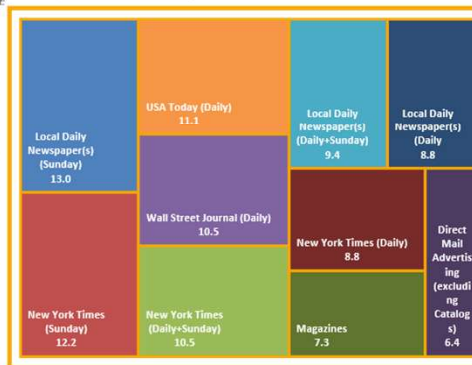
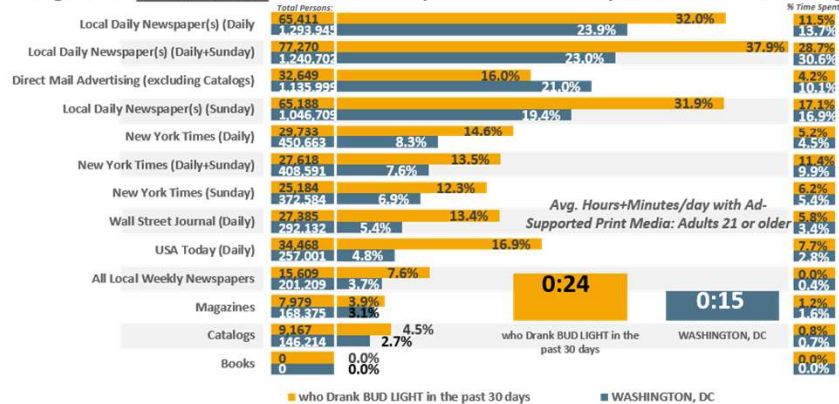


77,270 or 37.9% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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**



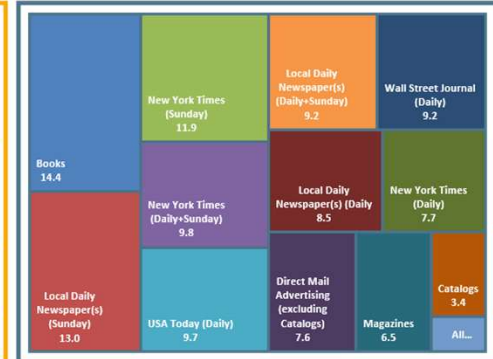
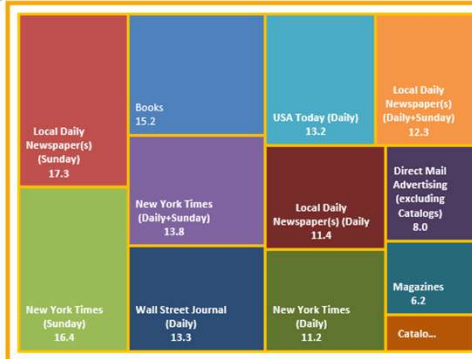
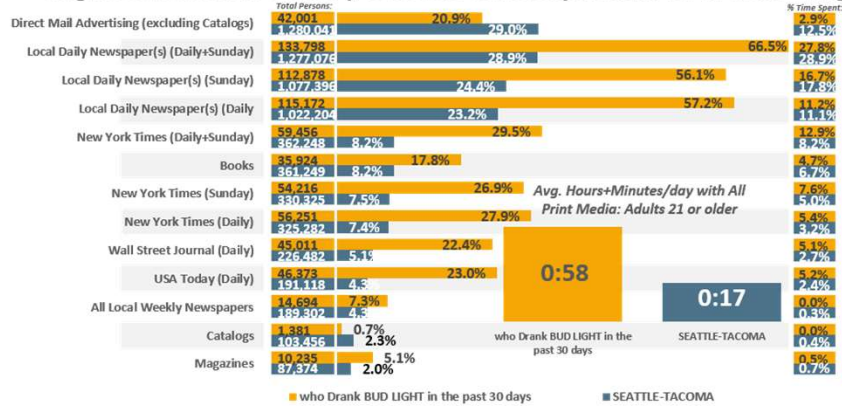
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



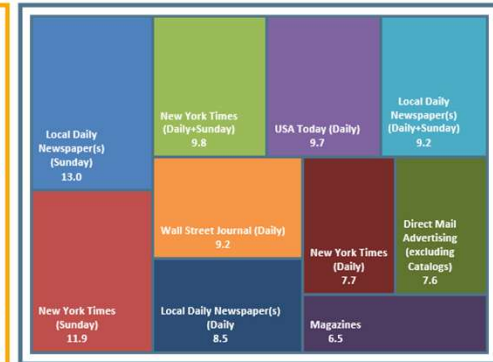
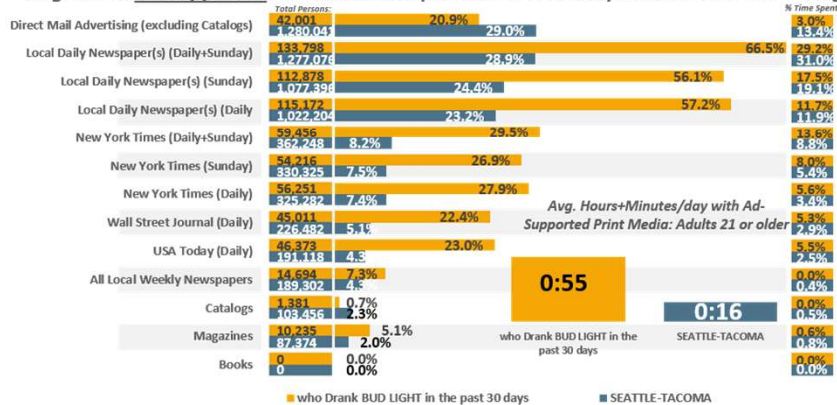


133,798 or 66.5% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

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



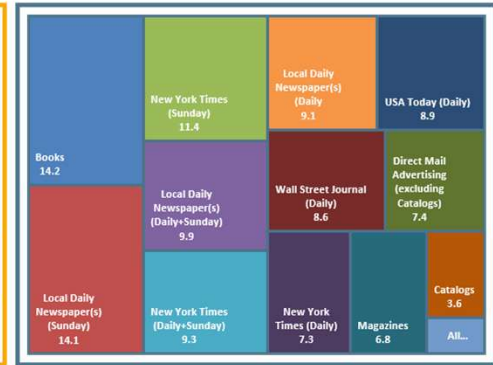
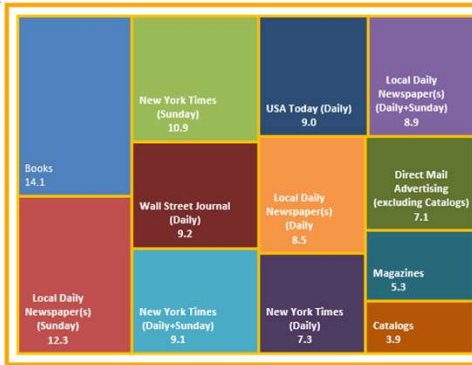
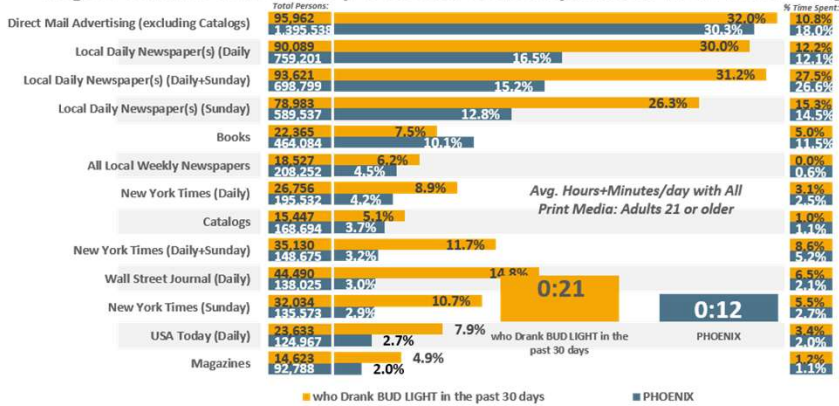
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



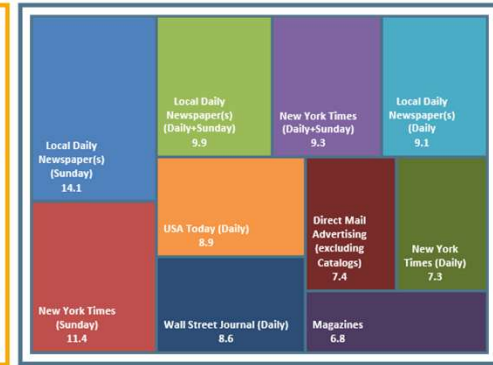
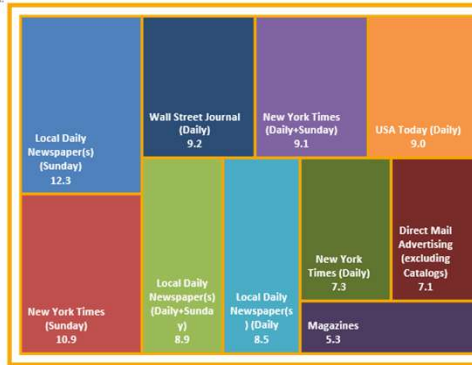
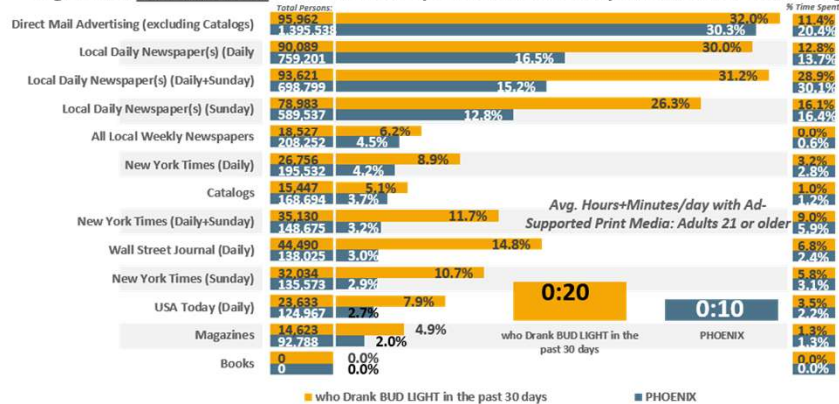


93,621 or 31.2% of Adults 21 or older who Drank BUD LIGHT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



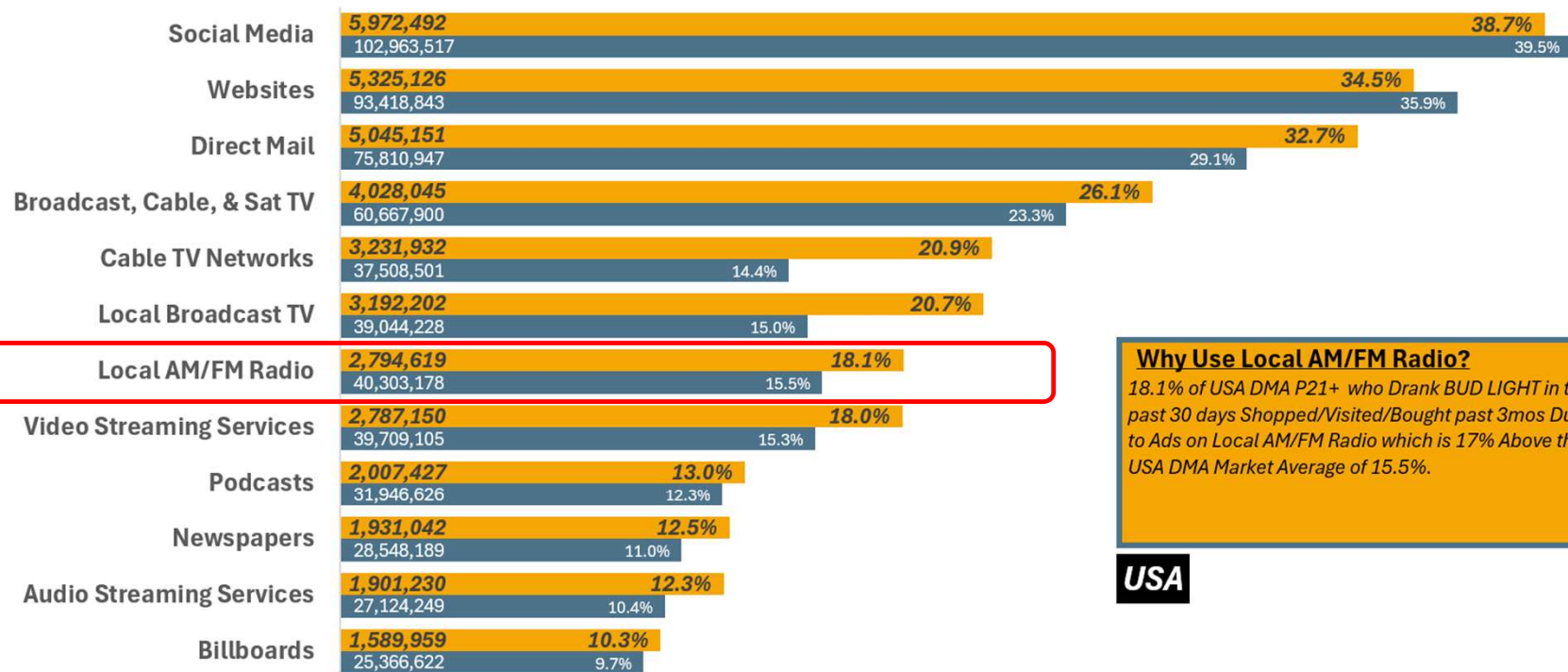
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.1% of USA DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank BUD LIGHT 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: 1485
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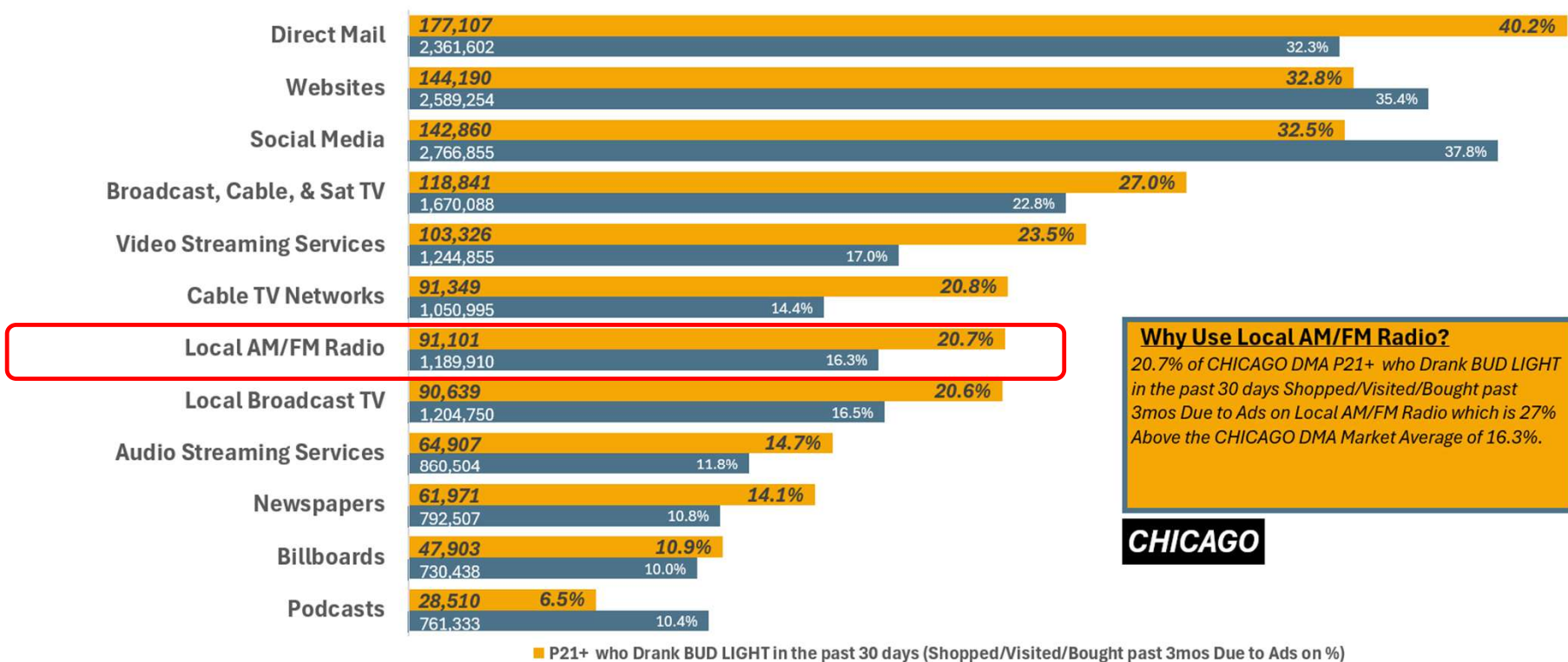
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]



"Advertising Actions"

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



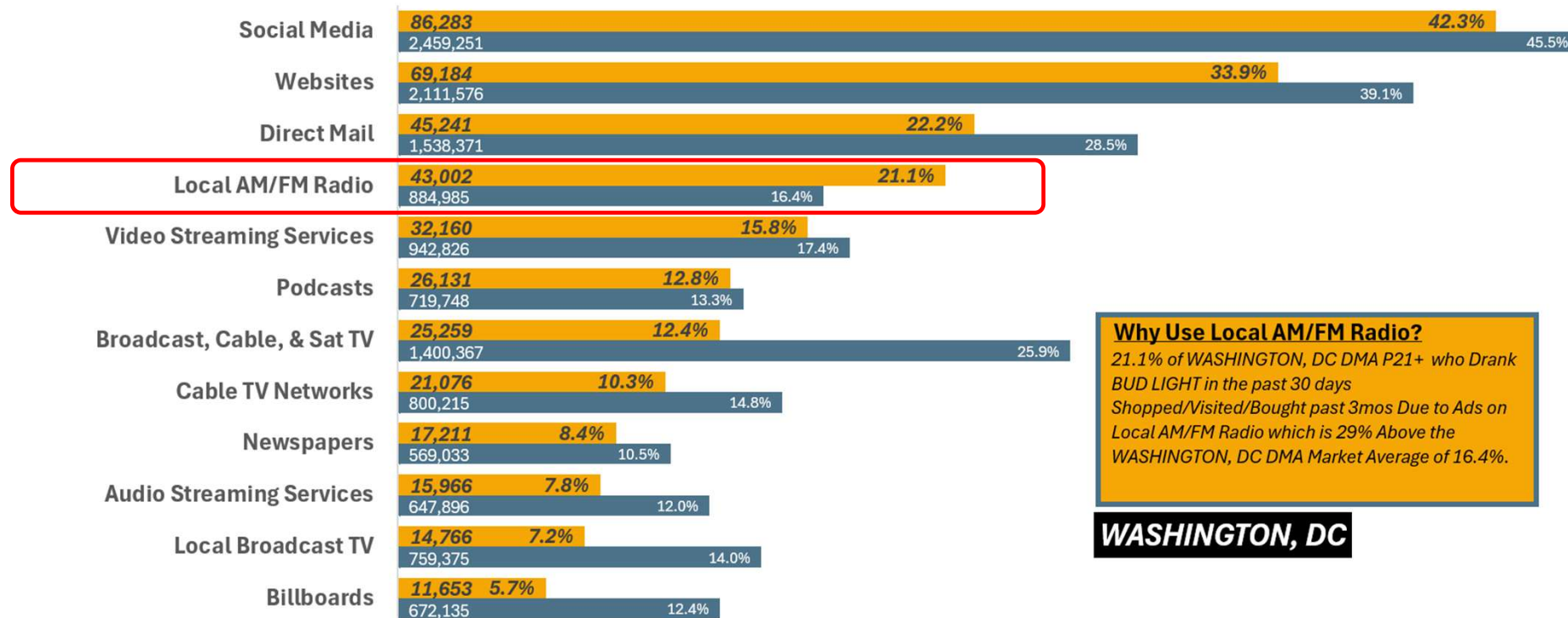
Why Use Local AM/FM Radio?
 20.7% of CHICAGO DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.1% of WASHINGTON, DC DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the WASHINGTON, DC DMA Market Average of 16.4%.

WASHINGTON, DC

■ P21+ who Drank BUD LIGHT 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: 299
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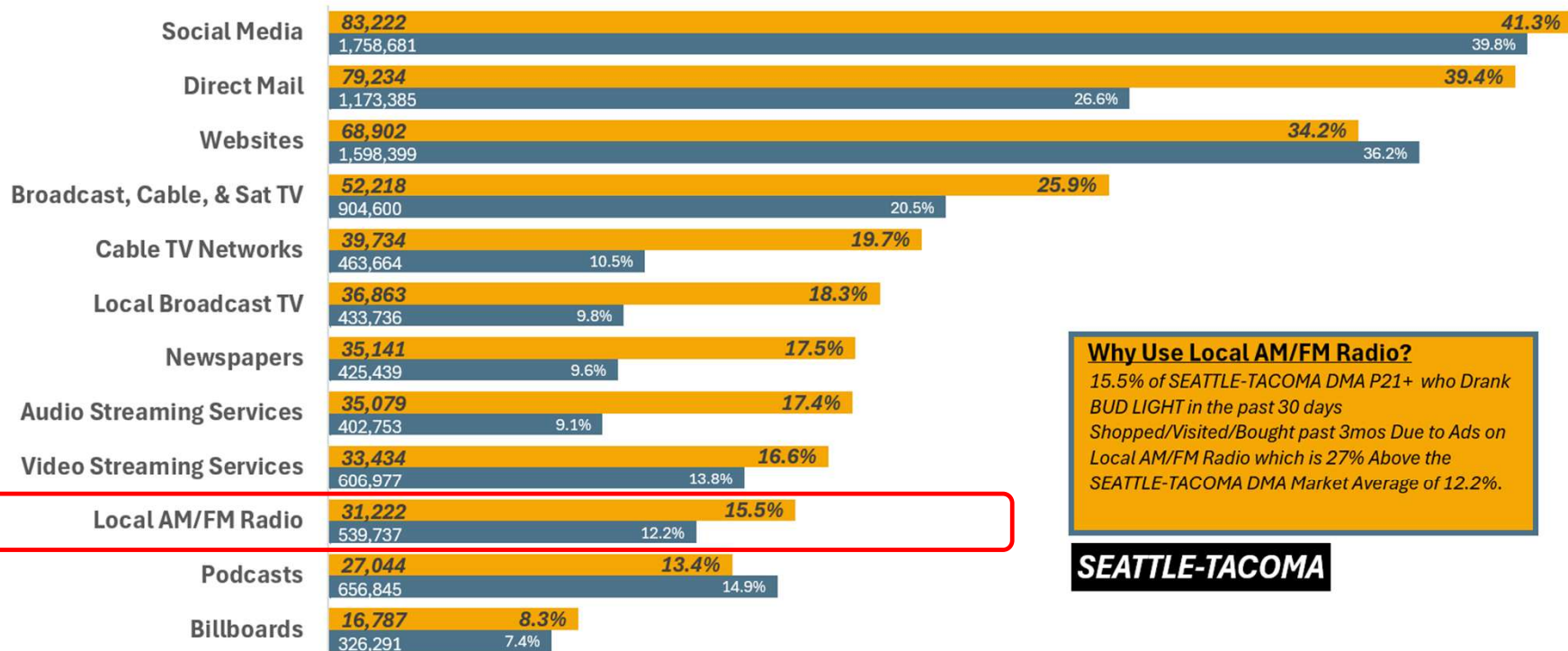
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of SEATTLE-TACOMA DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the SEATTLE-TACOMA DMA Market Average of 12.2%.

SEATTLE-TACOMA

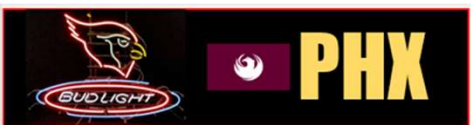
■ P21+ who Drank BUD LIGHT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 195
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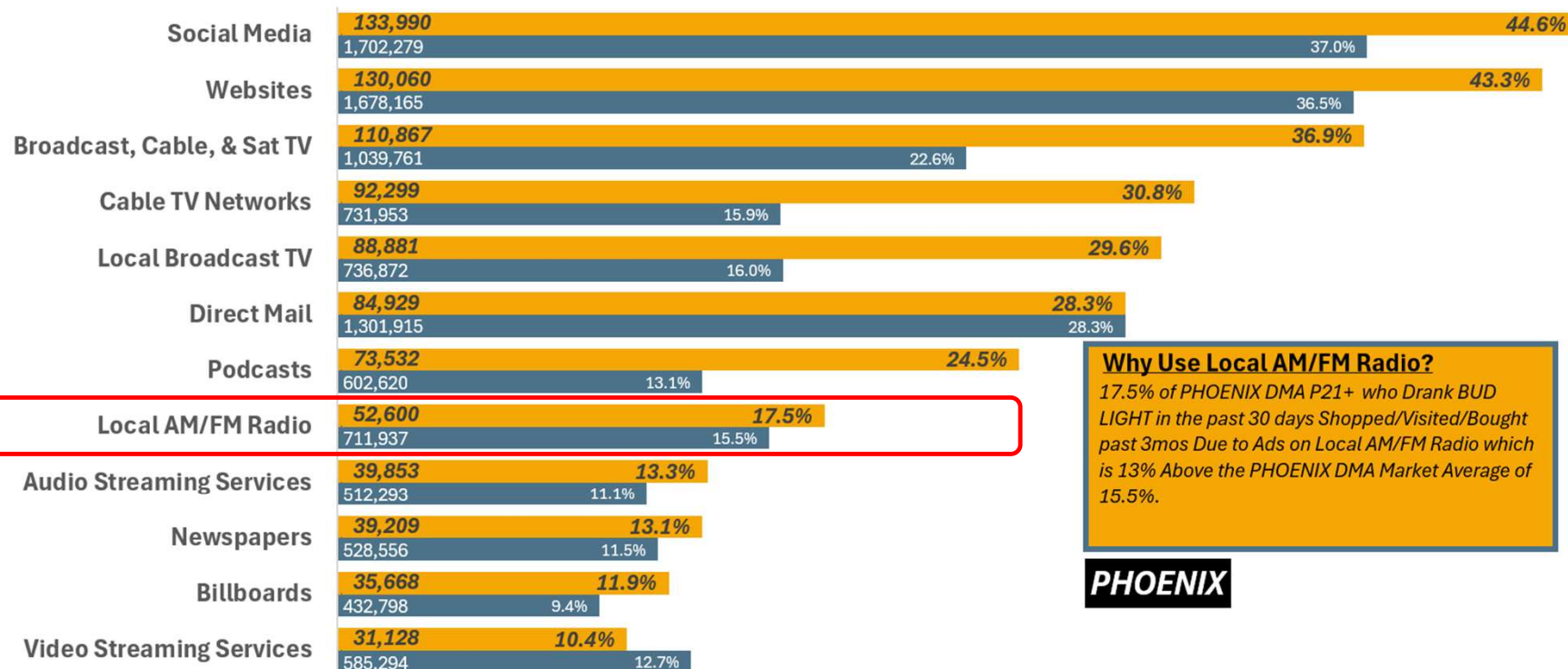
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.5% of PHOENIX DMA P21+ who Drank BUD LIGHT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P21+ who Drank BUD LIGHT 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: 164
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[(Age summaries: Adults 21 or older AND Domestic light beer drank past 30 days: Bud Light)]