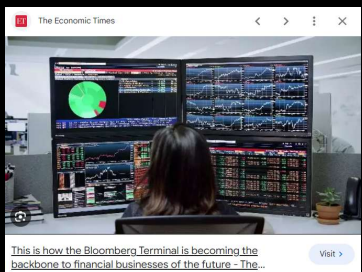


USA+4 More DMAs – P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days as of March 31, 2026.



P21+

ABInBev



Altria

Vanguard

BlackRock

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

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]





1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 49.9 years old (.7% younger than average) and have a \$135,315 (36.8% higher than average) annual household income.

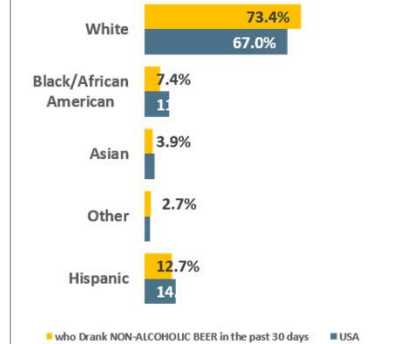
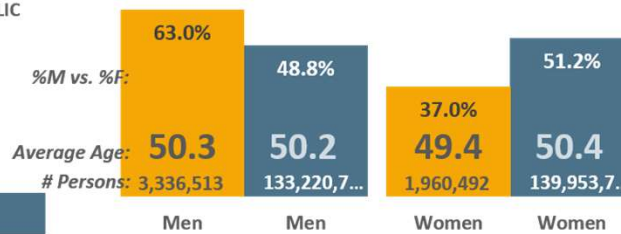
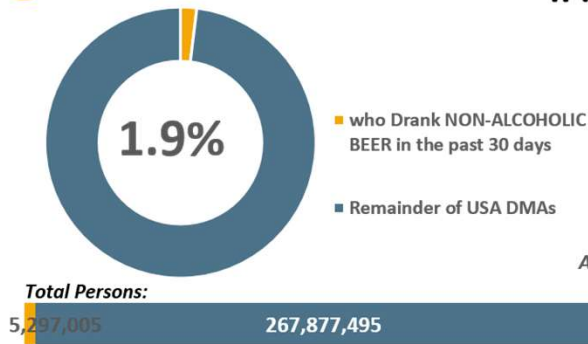


Percent of Market: Adults 21 or older

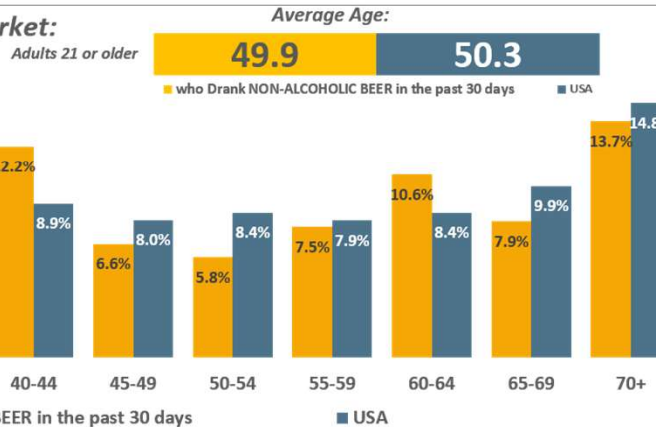


Gender of Target vs. Market: Adults 21 or older

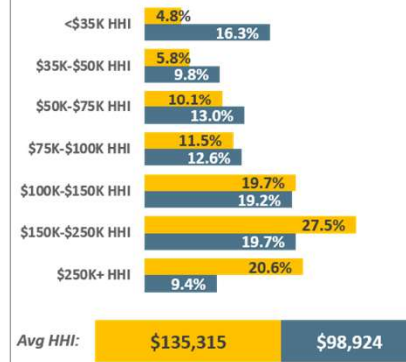
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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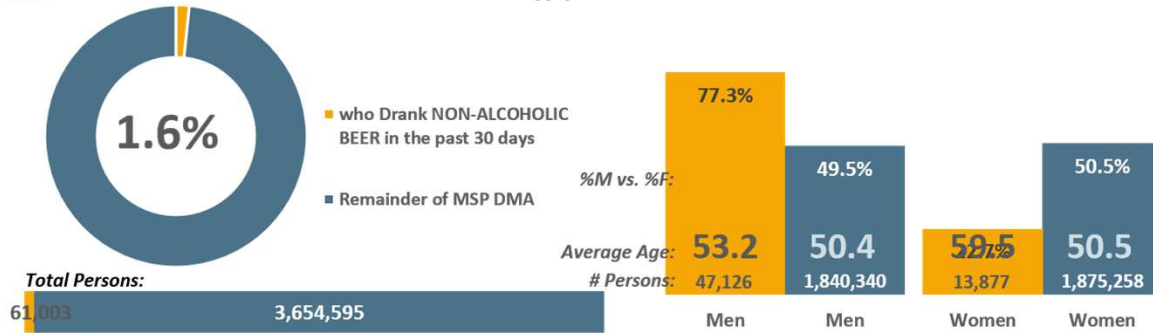
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

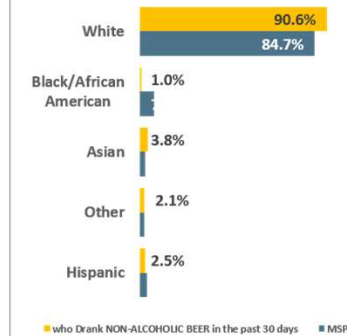


1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 55.3 years old (9.5% older than average) and have a \$142,322 (23.6% higher than average) annual household income.

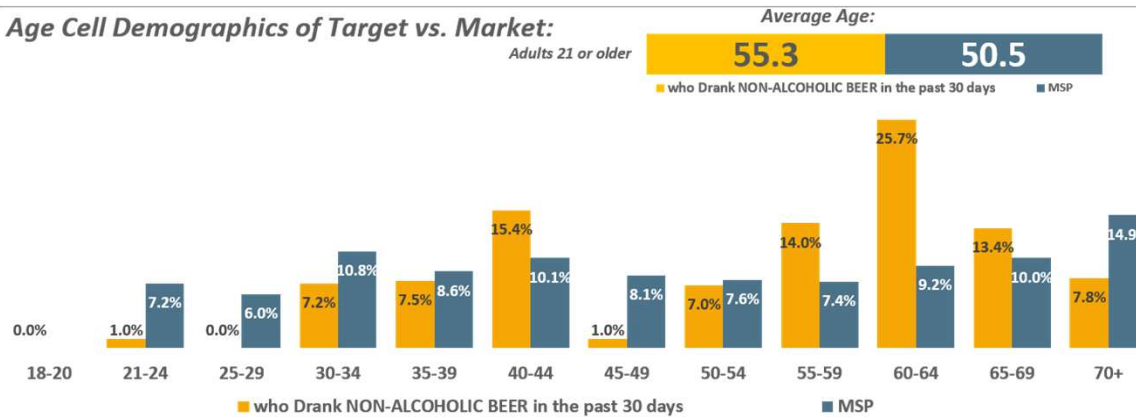
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



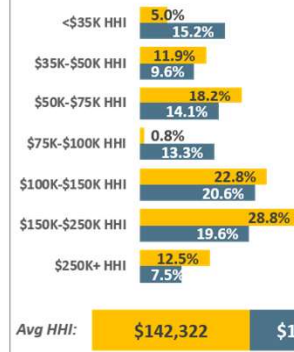
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

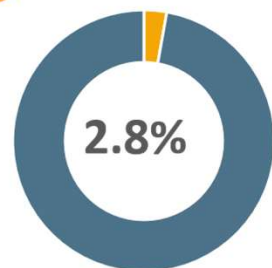




2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 55.8 years old (10.2% older than average) and have a \$129,784 (26.4% higher than average) annual household income.



Percent of Market: Adults 21 or older

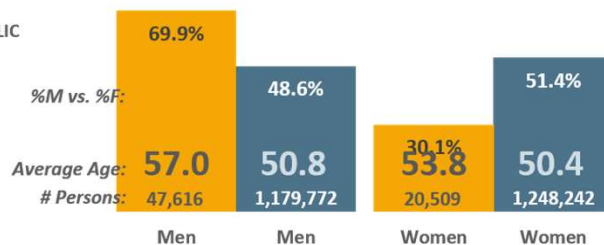


■ who Drank NON-ALCOHOLIC BEER in the past 30 days
 ■ Remainder of STL DMA

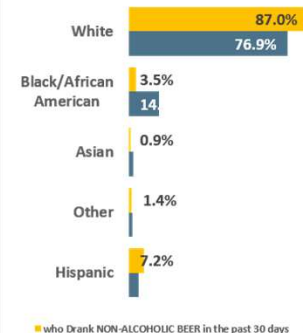
Total Persons:
 68,125 2,359,889



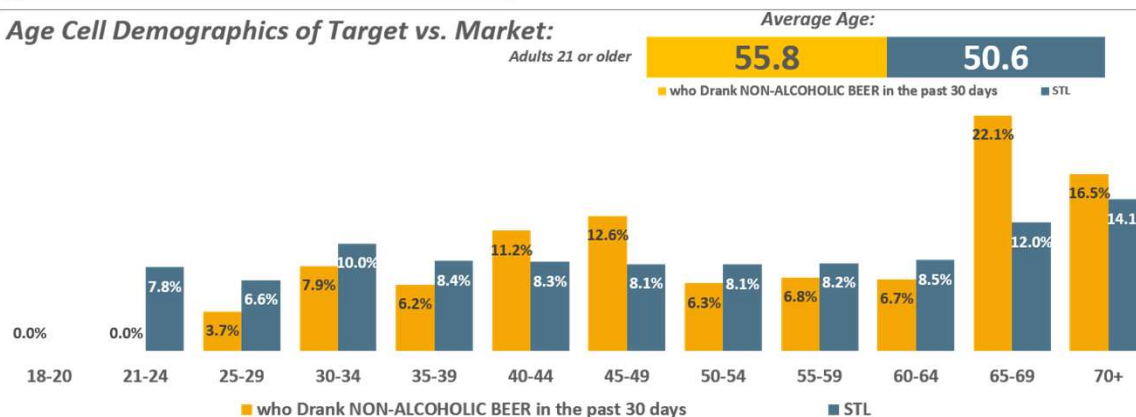
Gender of Target vs. Market: Adults 21 or older



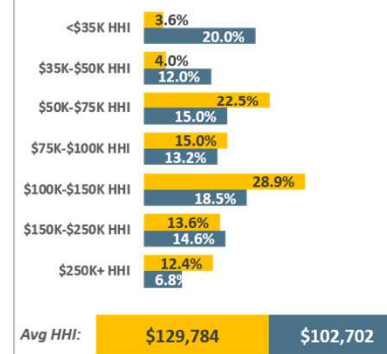
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

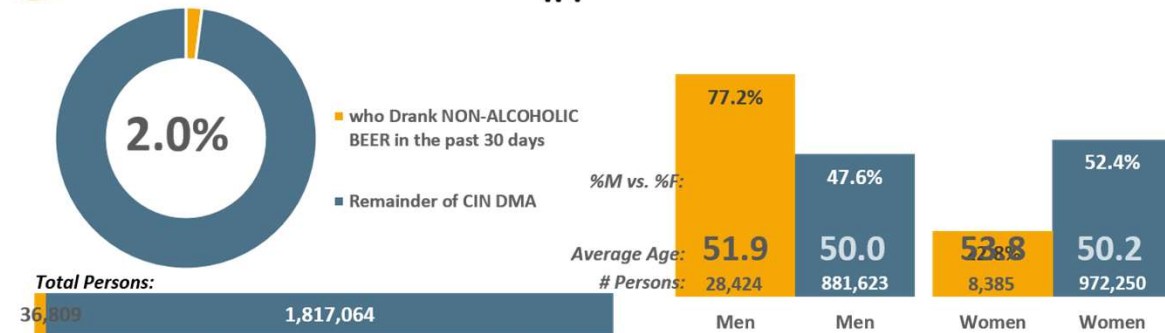


Avg HHI: \$129,784 \$102,702

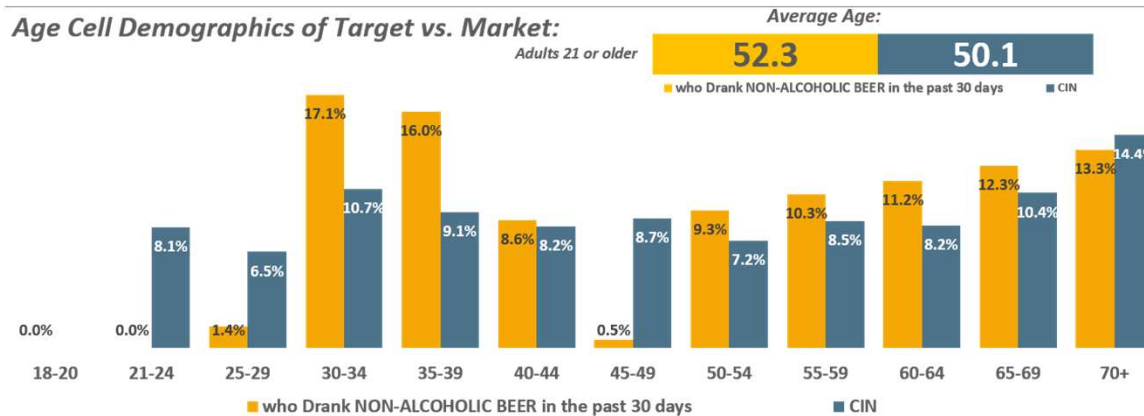


2.0% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 52.3 years old (4.3% older than average) and have a \$166,681 (63.4% higher than average) annual household income.

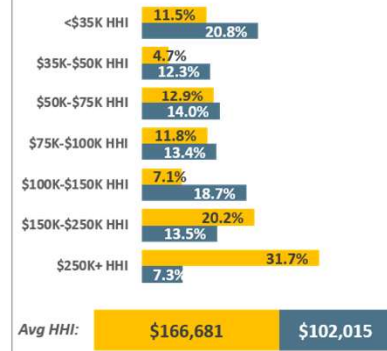
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 60.5 years old (9.8% older than average) and have a \$103,532 (3.6% lower than average) annual household income.

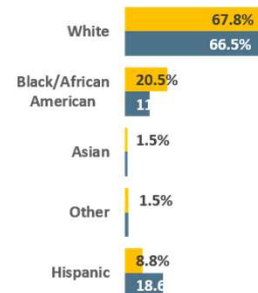
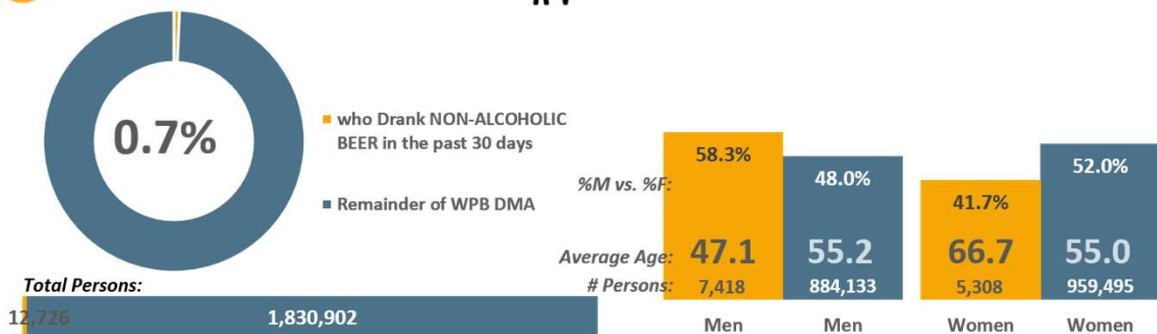


Percent of Market: Adults 21 or older

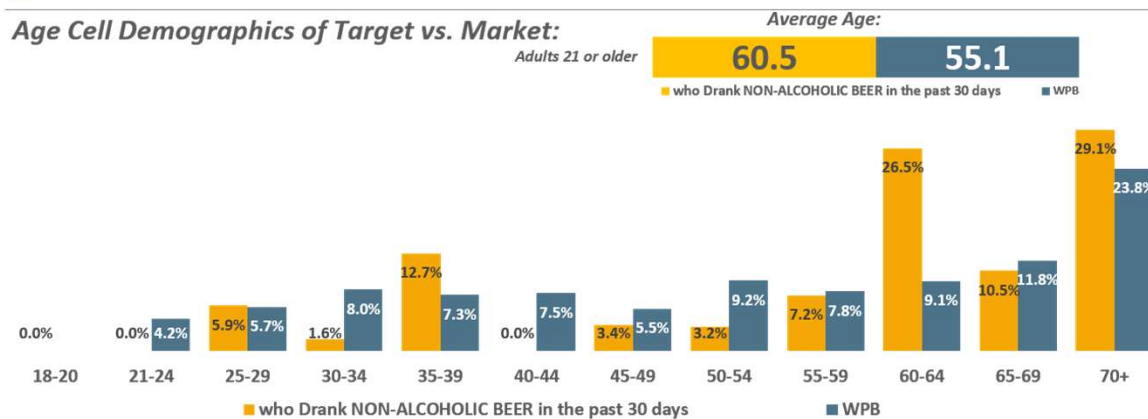


Gender of Target vs. Market: Adults 21 or older

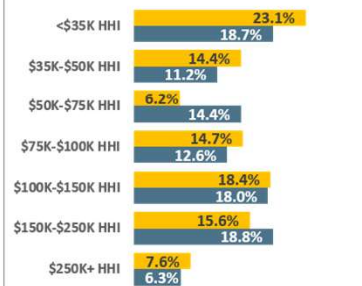
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



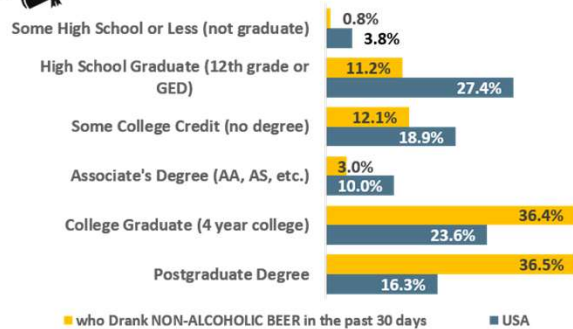
Avg HHI: \$103,532 (Target) vs \$107,404 (Market)



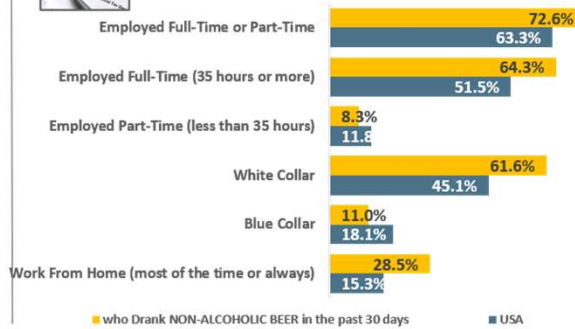
1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 83.% more likely to be a college graduate, 24.8% more likely to work full-time, 24.1% more likely to be married, 12.% less likely to be a parent of 1 or more children under 18.



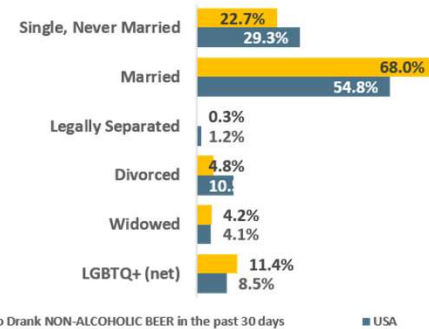
Education Levels: Adults 21 or older



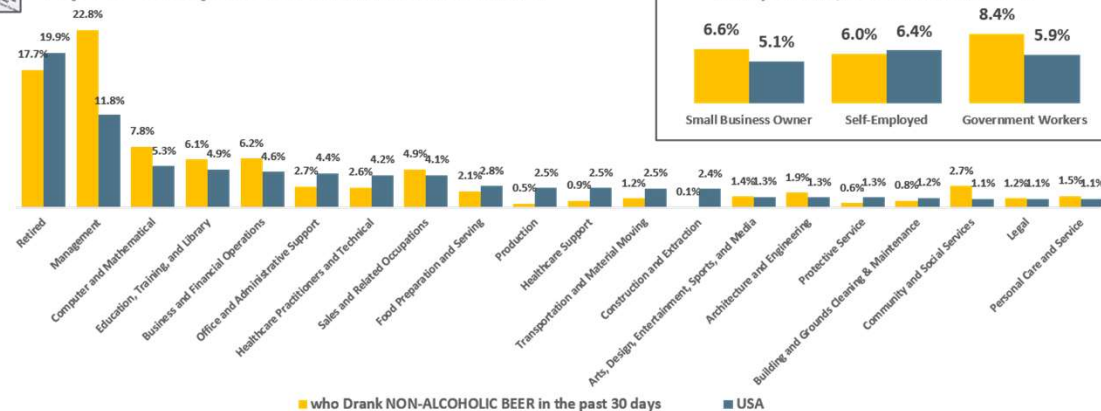
Employment: Adults 21 or older



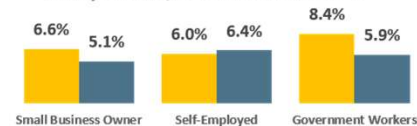
Marital Status: Adults 21 or older



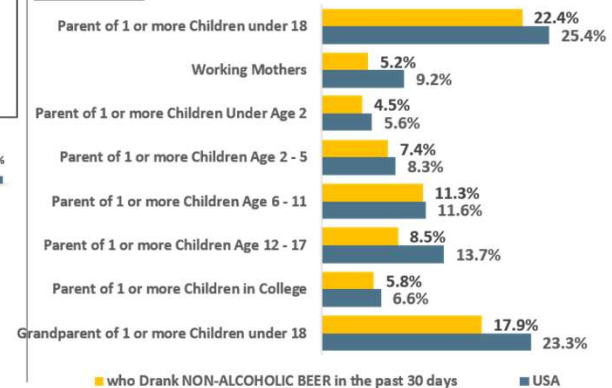
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

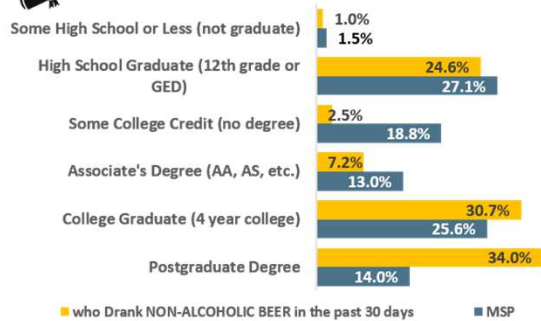
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



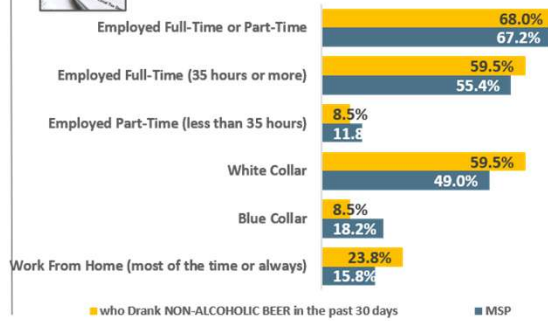
1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 63.5% more likely to be a college graduate, 7.4% more likely to work full-time, 27.1% more likely to be married, 40.2% less likely to be a parent of 1 or more children under 18.



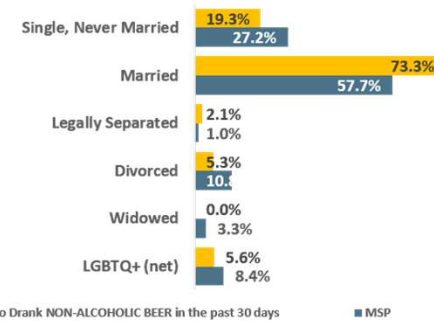
Education Levels: Adults 21 or older



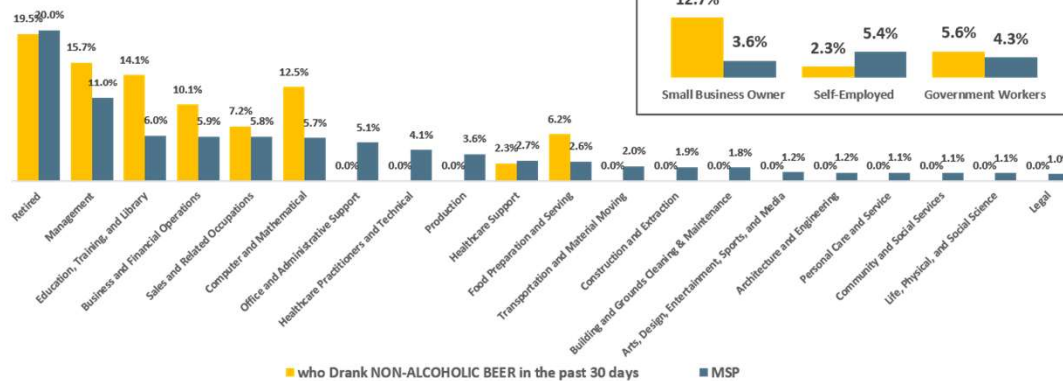
Employment: Adults 21 or older



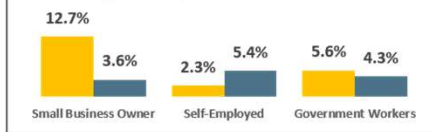
Marital Status: Adults 21 or older



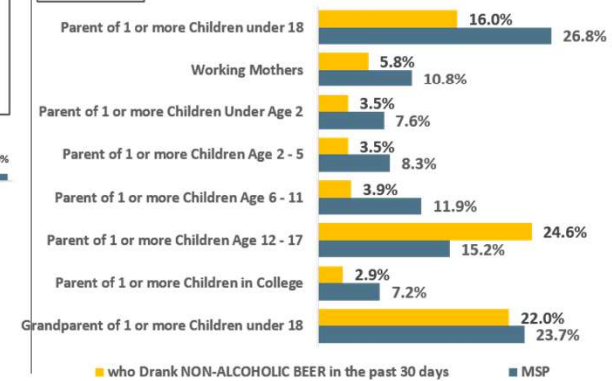
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

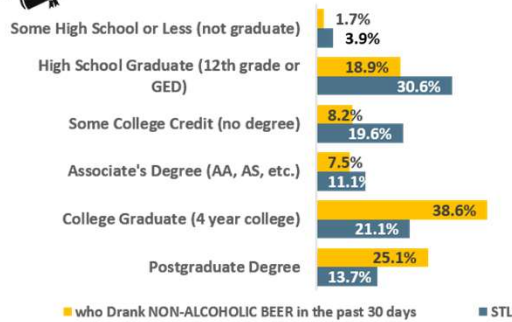




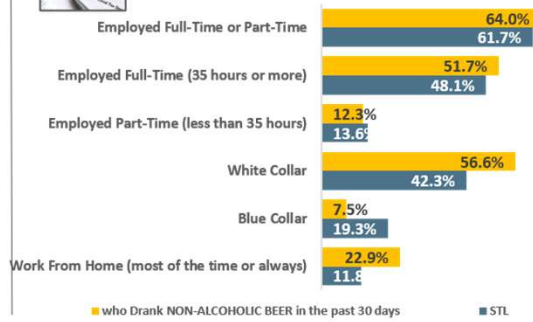
2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 82.9% more likely to be a college graduate, 7.6% more likely to work full-time, 19.8% more likely to be married, 21.7% less likely to be a parent of 1 or more children under 18.



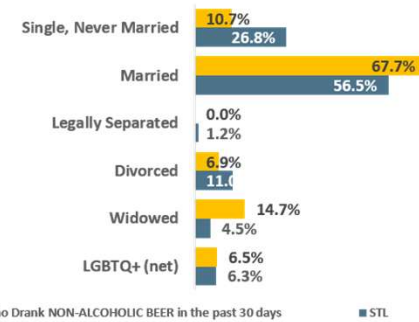
Education Levels: Adults 21 or older



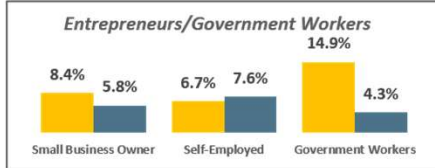
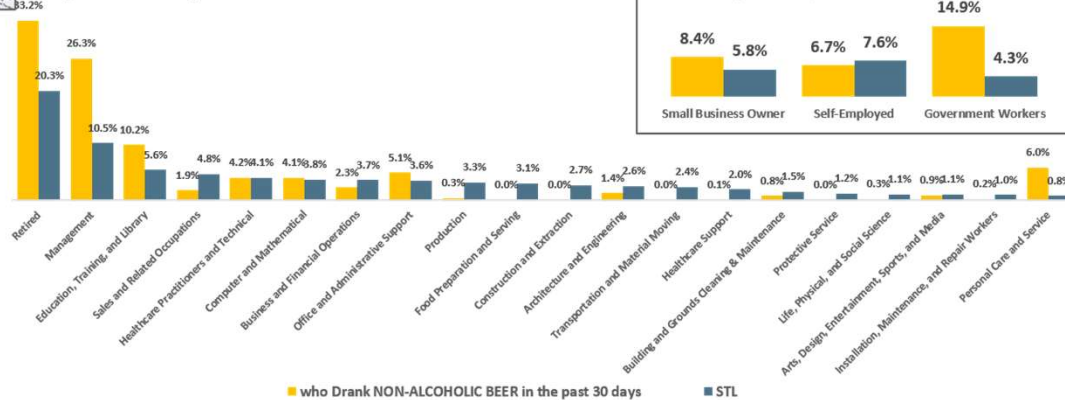
Employment: Adults 21 or older



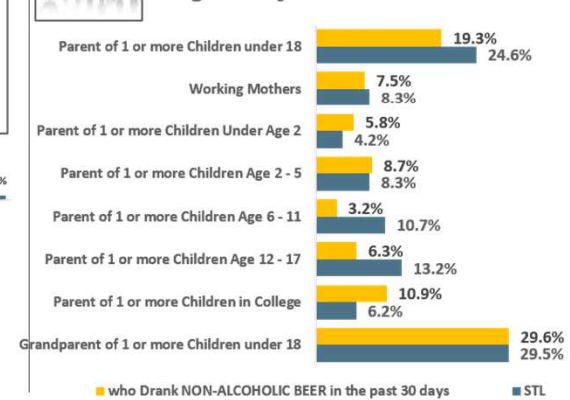
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

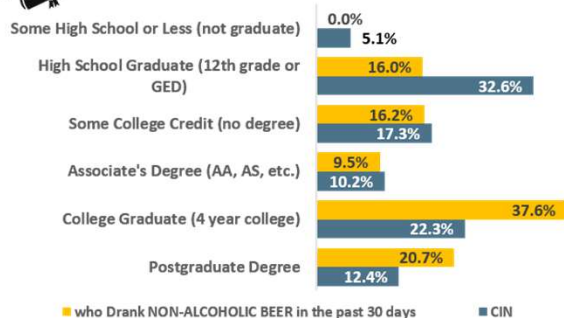




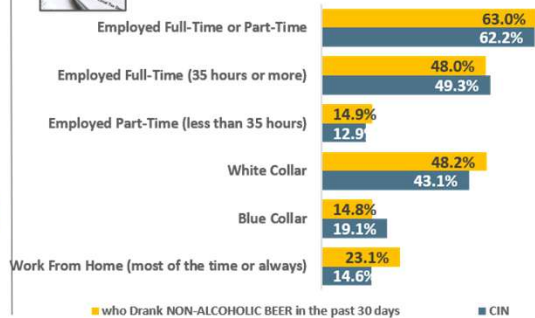
2.2% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 67.8% more likely to be a college graduate, 2.5% less likely to work full-time, 27.7% more likely to be married, 10.3% less likely to be a parent of 1 or more children under 18.



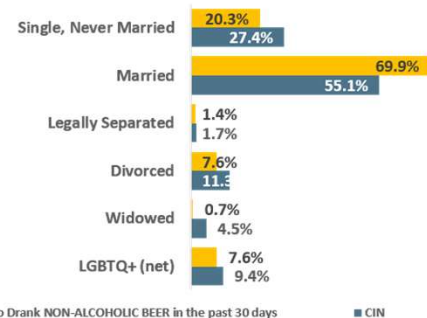
Education Levels: Adults 21 or older



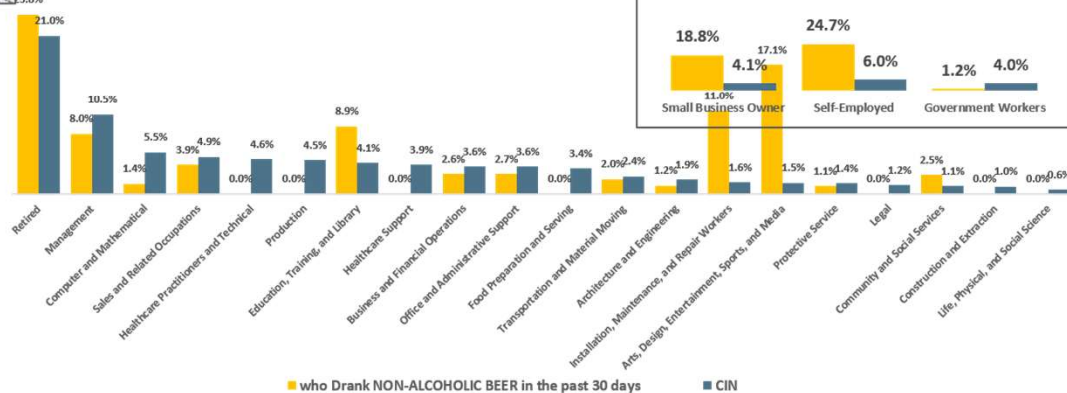
Employment: Adults 21 or older



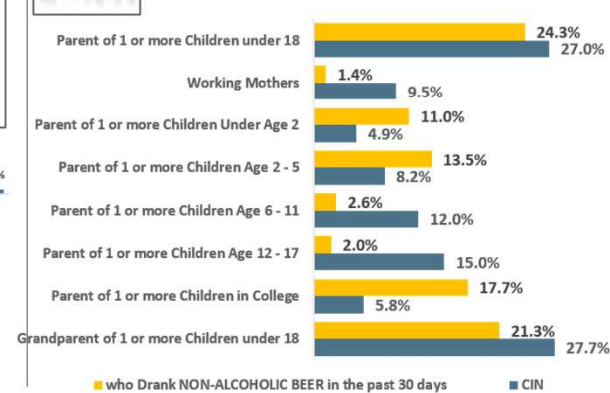
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

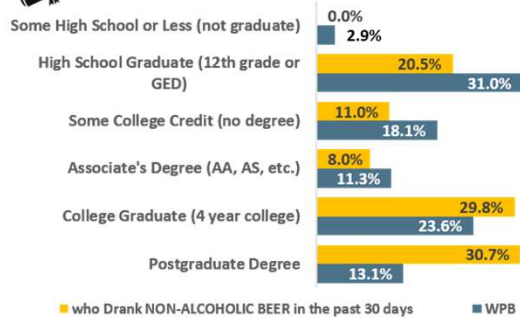




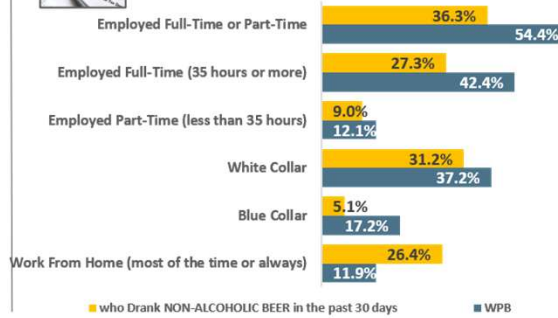
.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 64.6% more likely to be a college graduate, 35.5% less likely to work full-time, 9.4% less likely to be married, 56.1% more likely to be a parent of 1 or more children under 18.



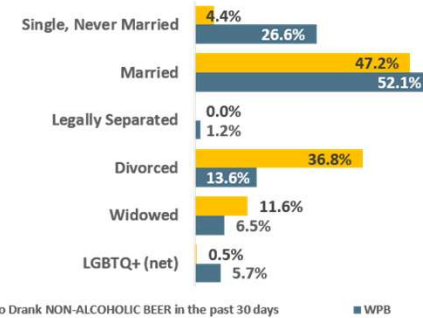
Education Levels: Adults 21 or older



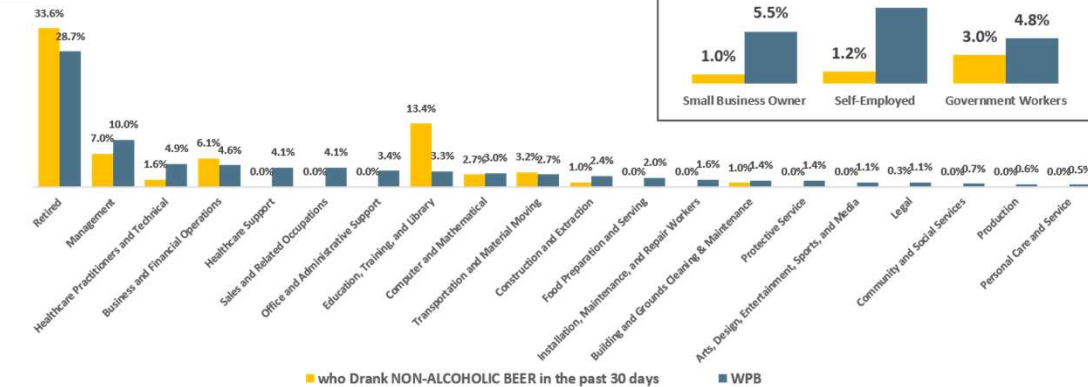
Employment: Adults 21 or older



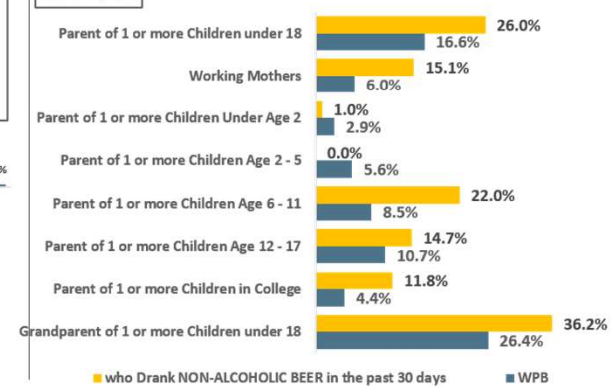
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



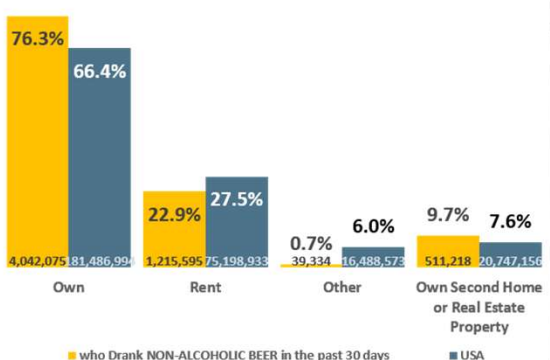
Stage in Life: Adults 21 or older



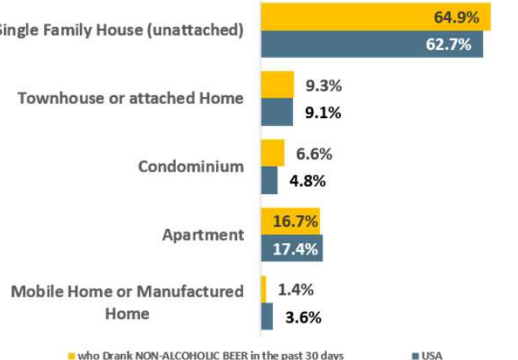


1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 14.9% more likely to own their home, 39.8% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 17.2% more likely to have a dog.

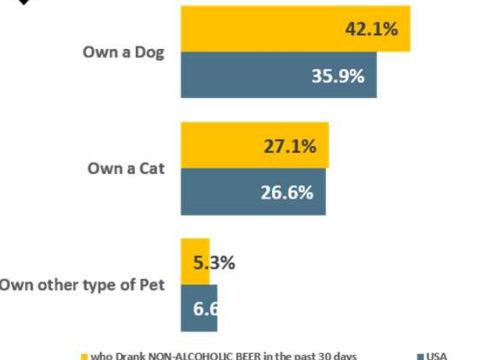
Own/Rent/Other:Adults 21 or older



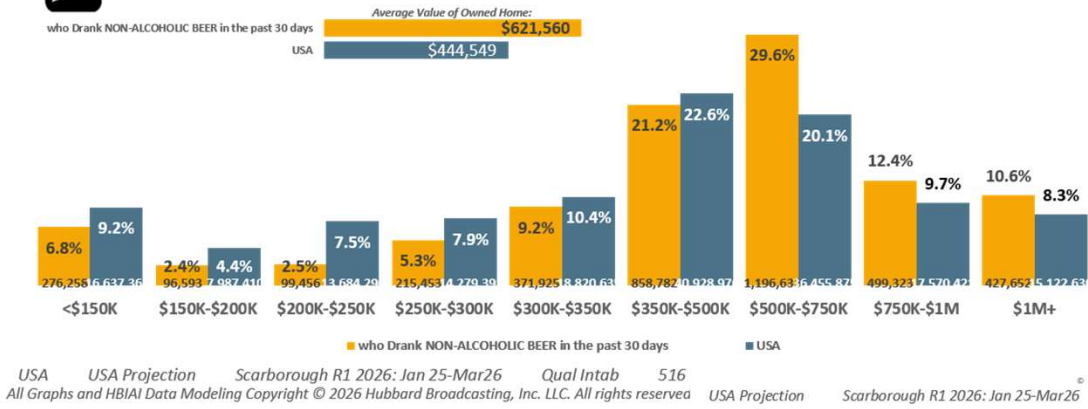
Type of Home:Adults 21 or older



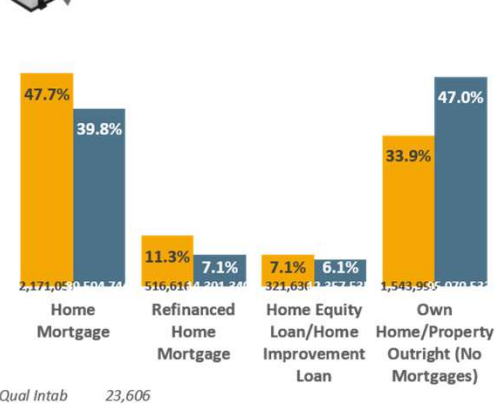
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



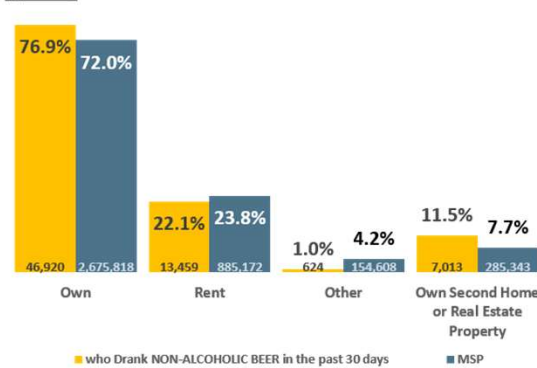
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

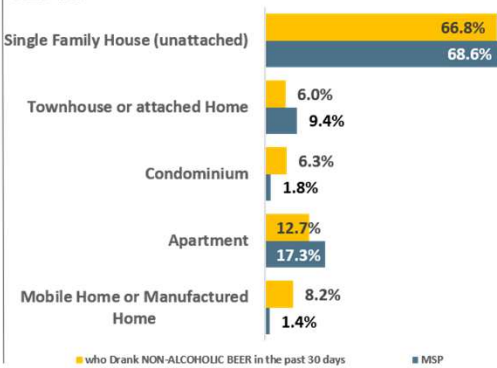


1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 6.8% more likely to own their home, 9.9% more likely to own a lower valued home, 2.7% less likely to have a single-family home, 26.5% less likely to have a dog.

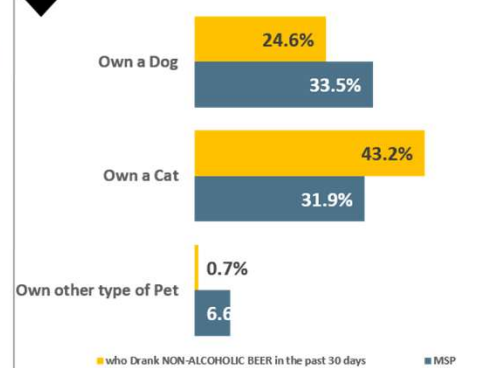
Own/Rent/Other: Adults 21 or older



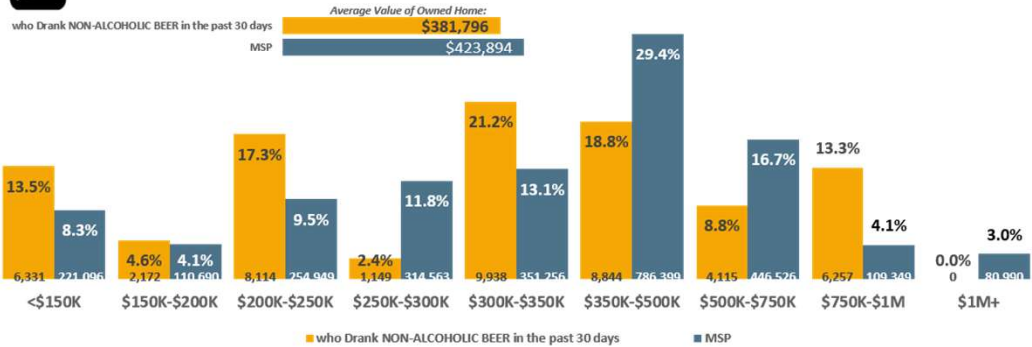
Type of Home: Adults 21 or older



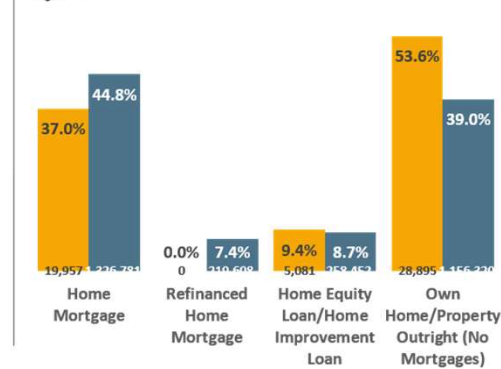
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



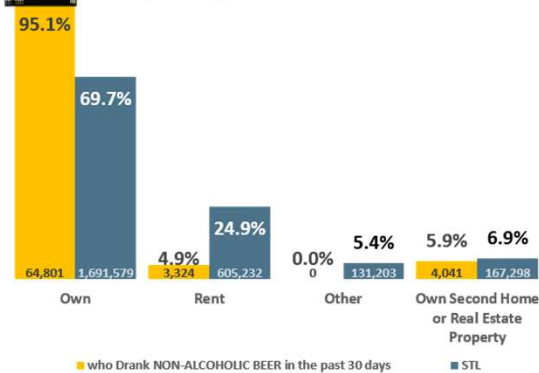
Home Loans: Adults 21 or older



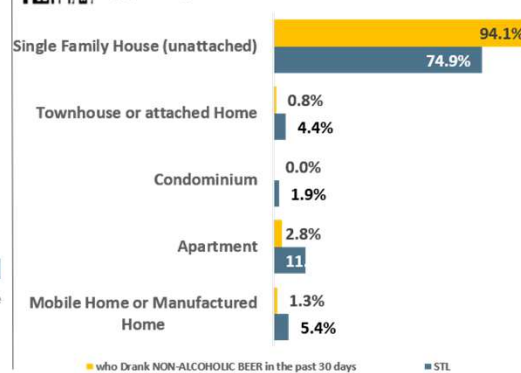


2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 36.5% more likely to own their home, 3.7% more likely to own a higher valued home, 25.6% more likely to have a single-family home, 23.7% more likely to have a dog.

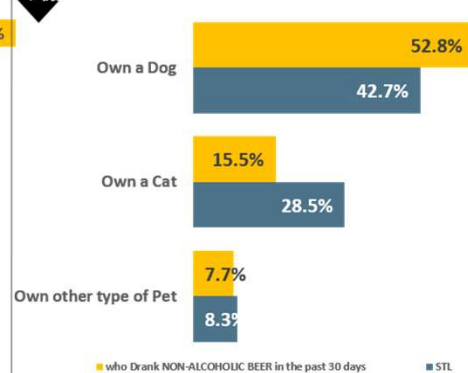
Own/Rent/Other: Adults 21 or older



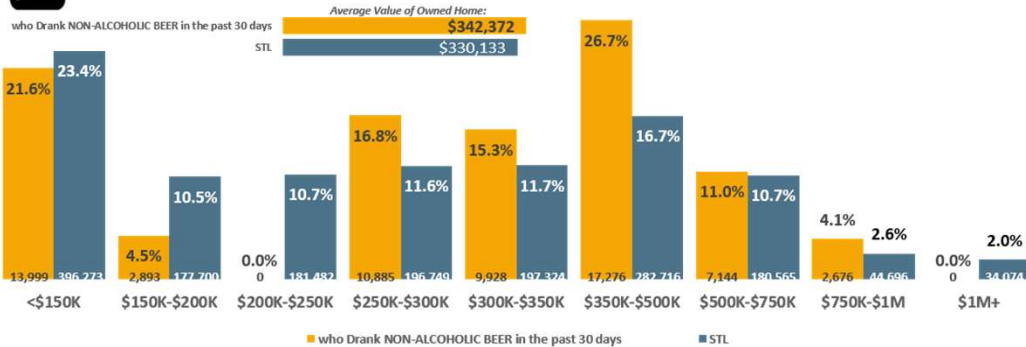
Type of Home: Adults 21 or older



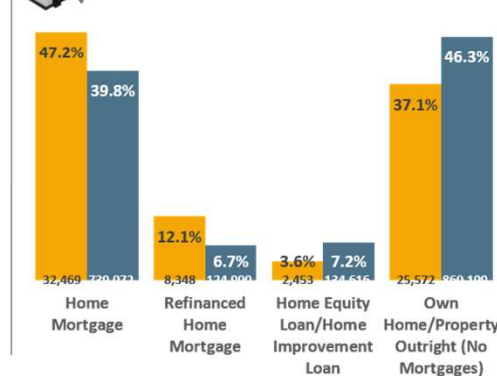
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



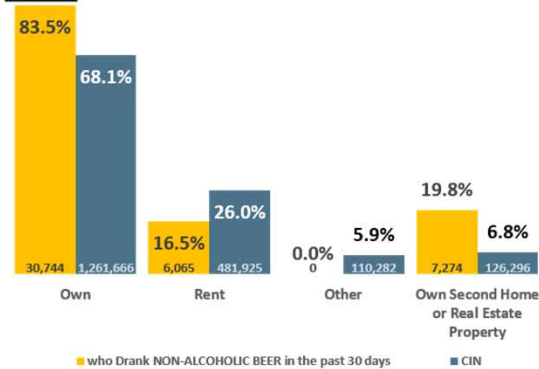
Home Loans: Adults 21 or older



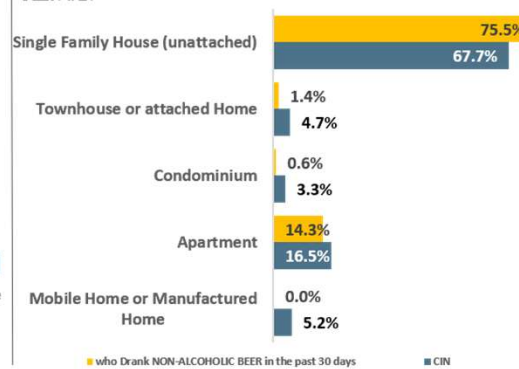


2.2% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 22.7% more likely to own their home, 57.5% more likely to own a higher valued home, 11.6% more likely to have a single-family home, 6.6% less likely to have a dog.

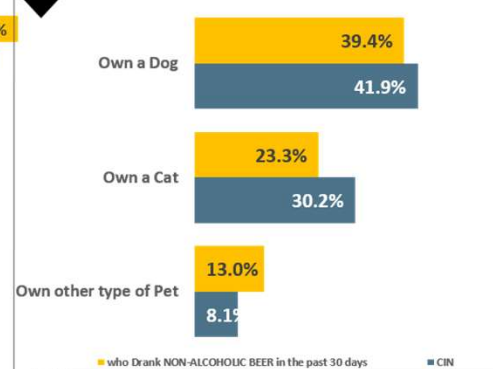
Own/Rent/Other: Adults 21 or older



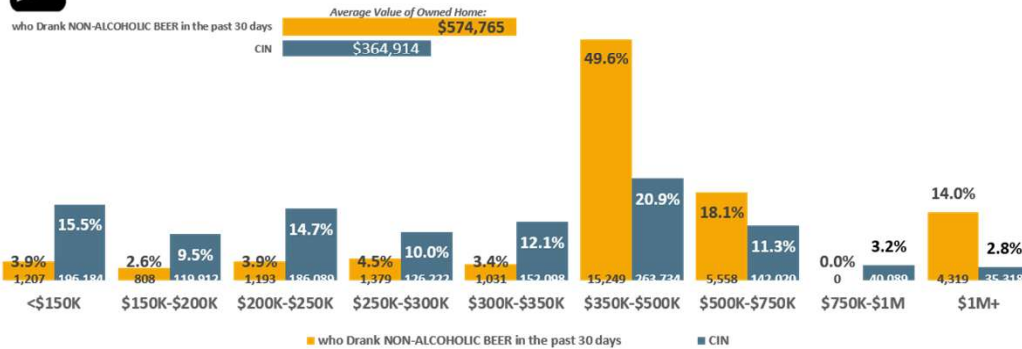
Type of Home: Adults 21 or older



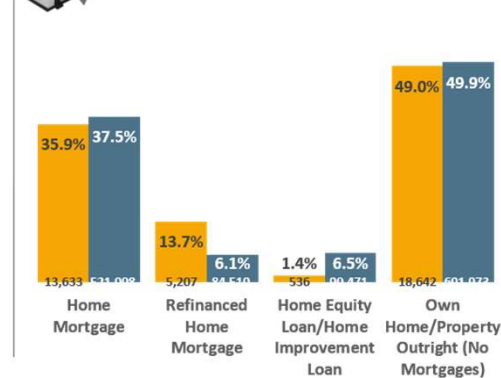
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



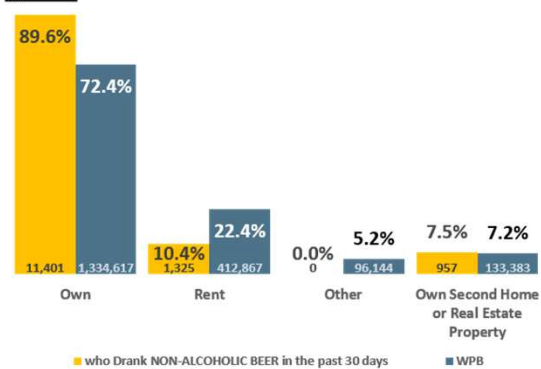
Home Loans: Adults 21 or older



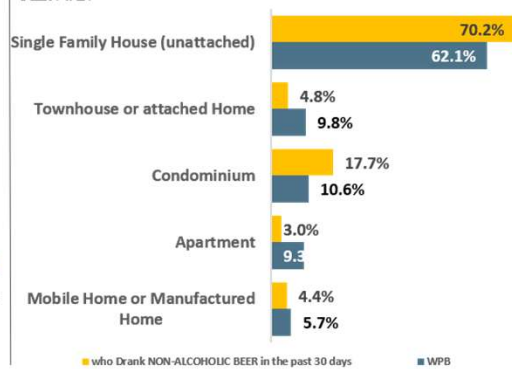


.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 23.8% more likely to own their home, 18.% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 26.% less likely to have a dog.

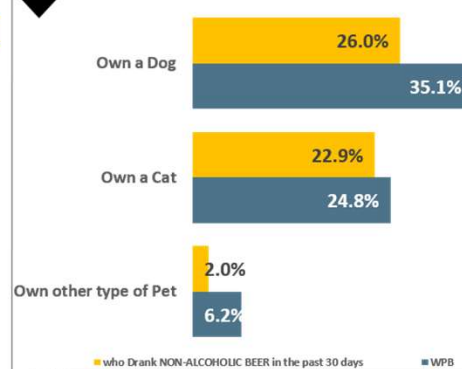
Own/Rent/Other: Adults 21 or older



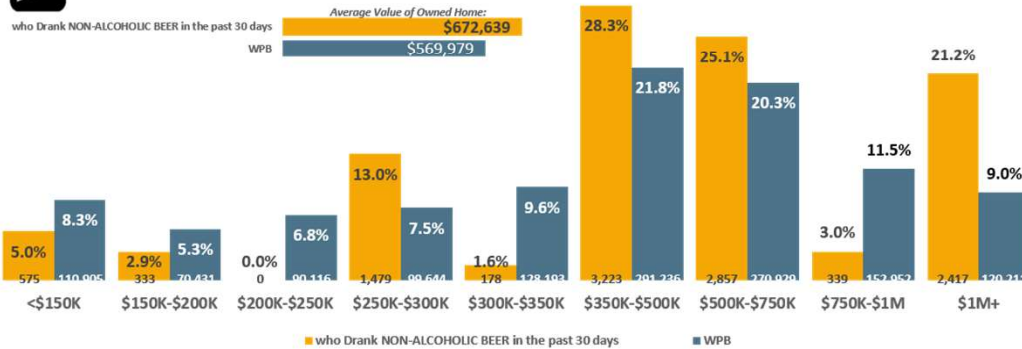
Type of Home: Adults 21 or older



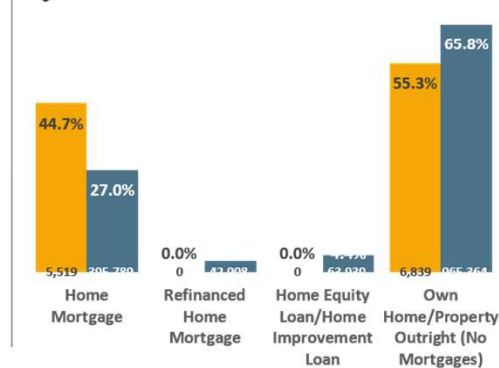
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

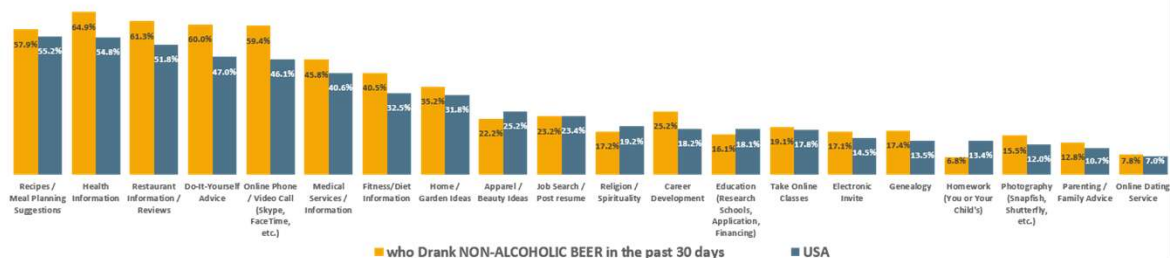




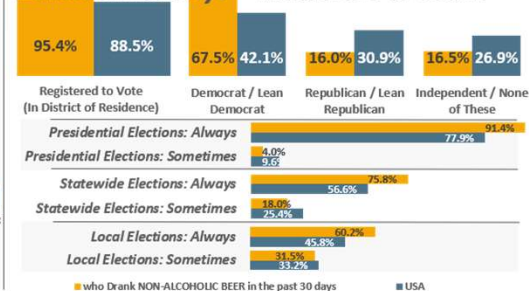
1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 27.8% more likely to look up D-I-Y advice online, 31.5% more likely to always vote in local elections, 82.7% more likely to belong to a gym, 36.5% more likely to fly domestic past yr.



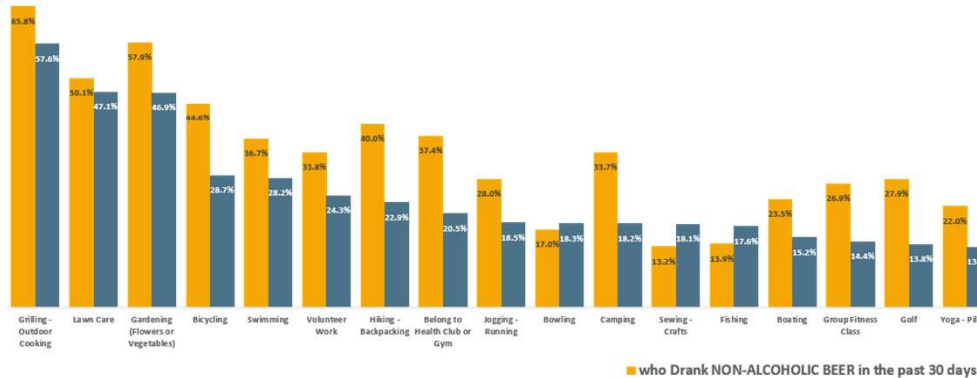
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



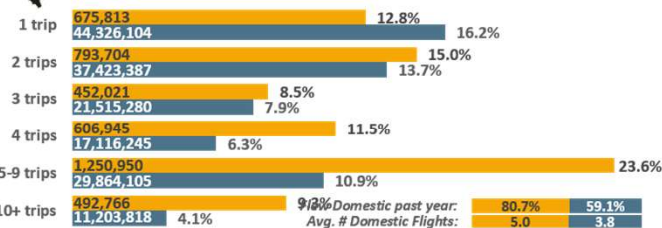
Political Activity: Adults 21 or older



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



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



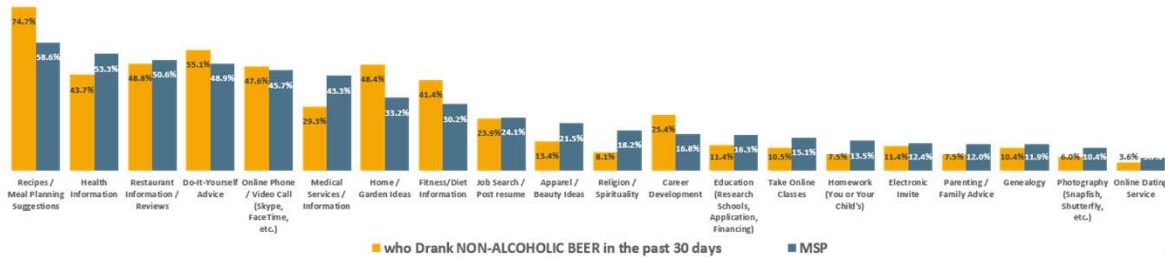
Domestic past year: 80.7% vs 59.1%
 Avg. # Domestic Flights: 5.0 vs 3.8



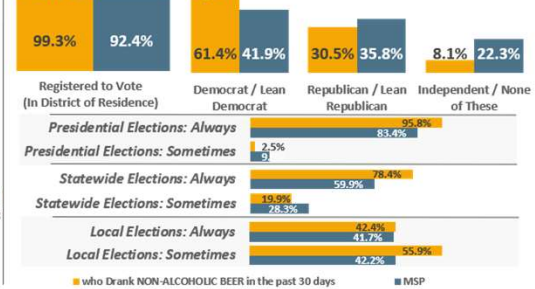
1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 12.6% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 9.% more likely to belong to a gym, 43.% more likely to fly domestic past yr.



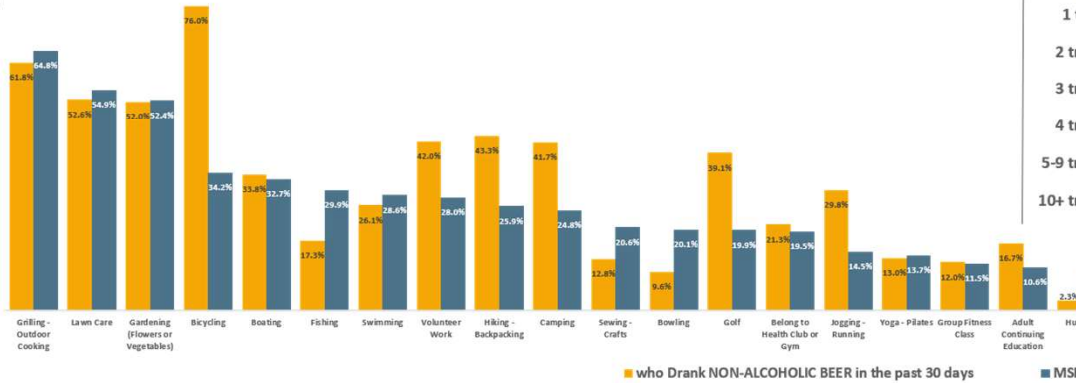
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



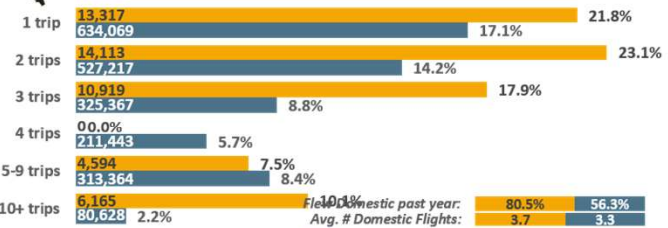
Political Activity: Adults 21 or older



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



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



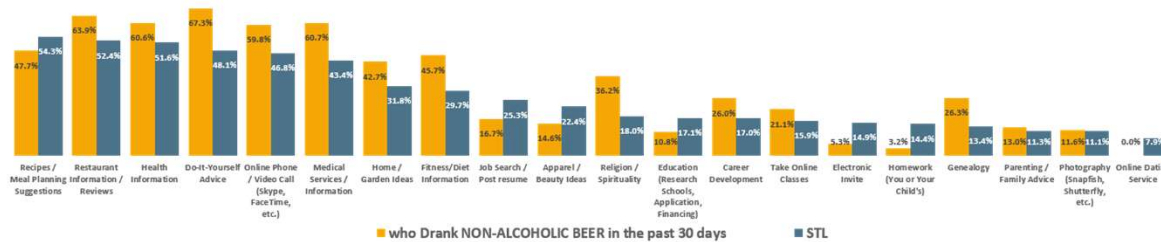
Flies Domestic past year: 80.5%
 Avg. # Domestic Flights: 3.7



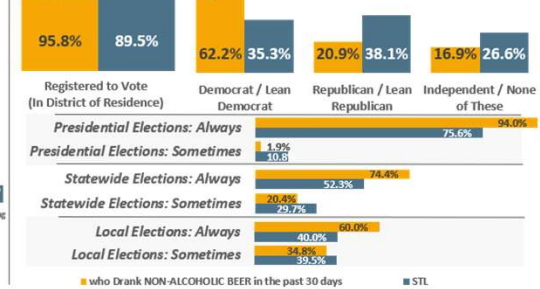
2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 40.% more likely to look up D-I-Y advice online, 50.2% more likely to always vote in local elections, 20.9% more likely to belong to a gym, 9.4% more likely to fly domestic past yr.



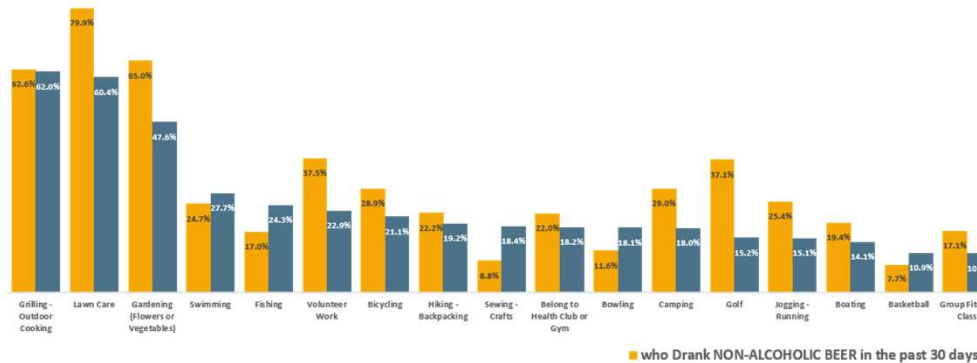
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



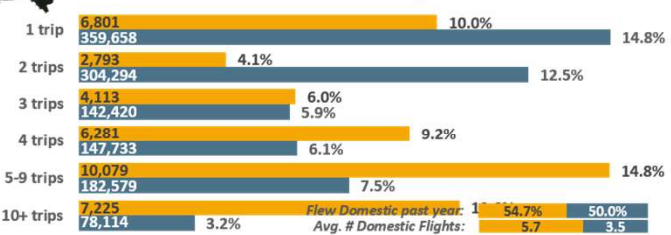
Political Activity: Adults 21 or older



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



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

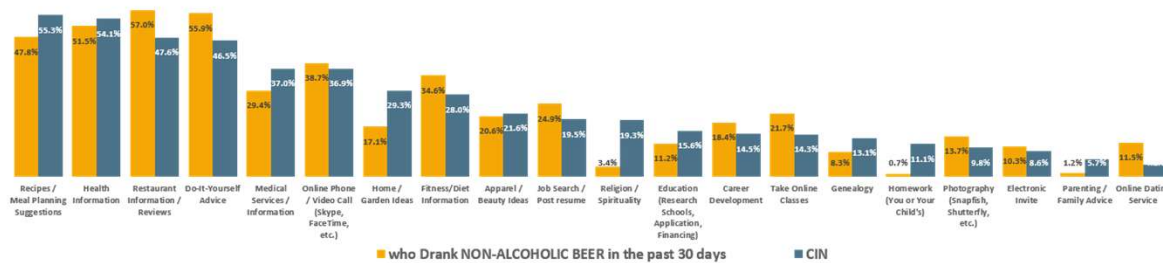




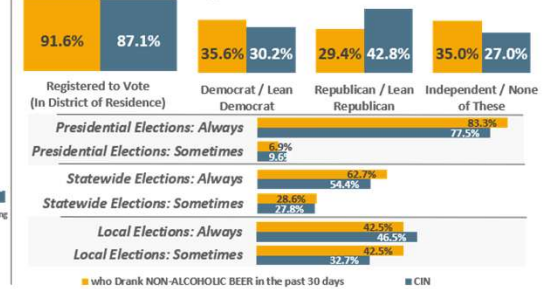
2.2% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 20.4% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 119.9% more likely to belong to a gym, 16.6% more likely to fly domestic past yr.



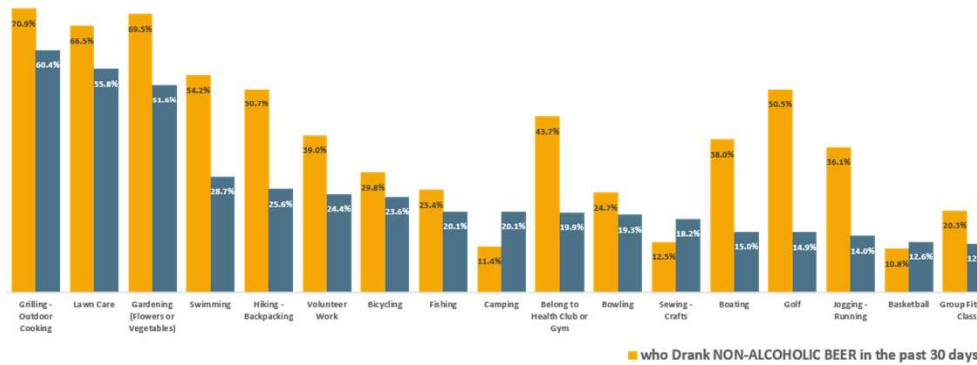
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



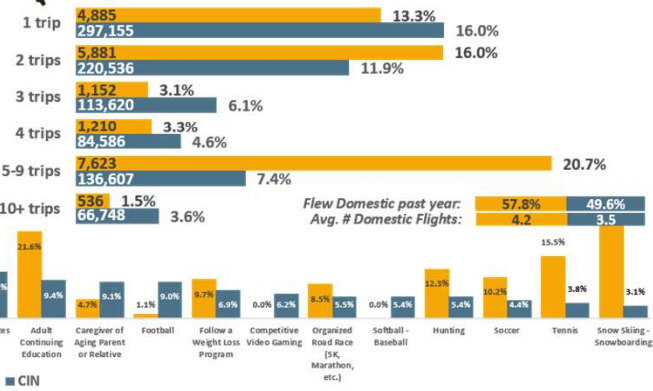
Political Activity: Adults 21 or older



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



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

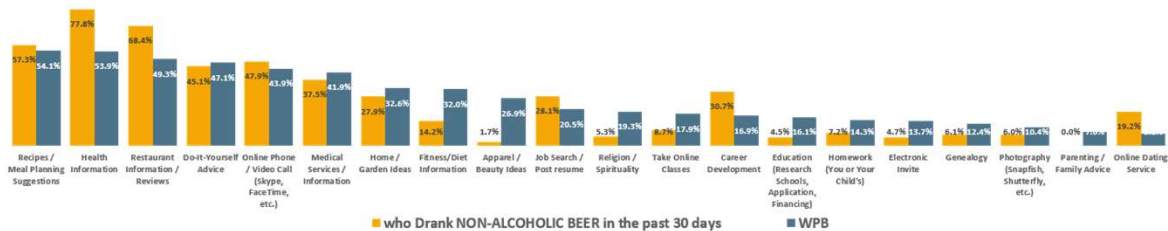




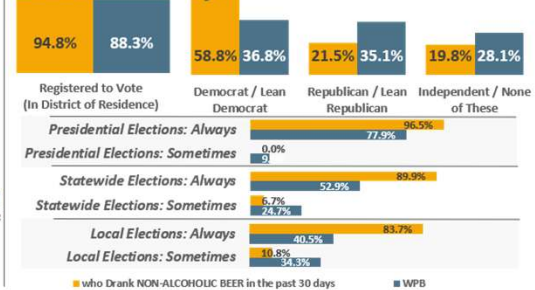
.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 4.2% less likely to look up D-I-Y advice online, 106.6% more likely to always vote in local elections, 99.3% more likely to belong to a gym, 5.6% more likely to fly domestic past yr.



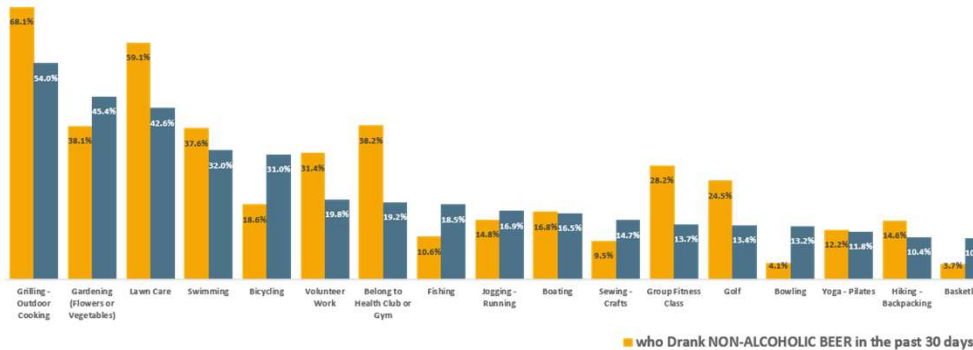
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



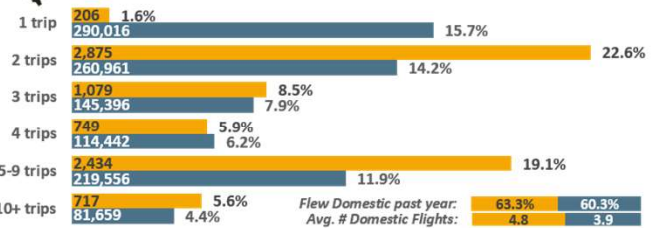
Political Activity: Adults 21 or older



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



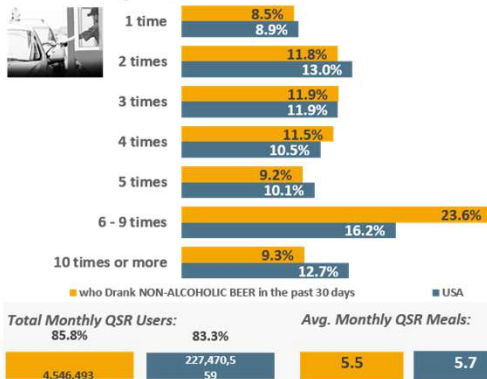
Past 12-months Domestic Airline Trips: Adults 21 or older



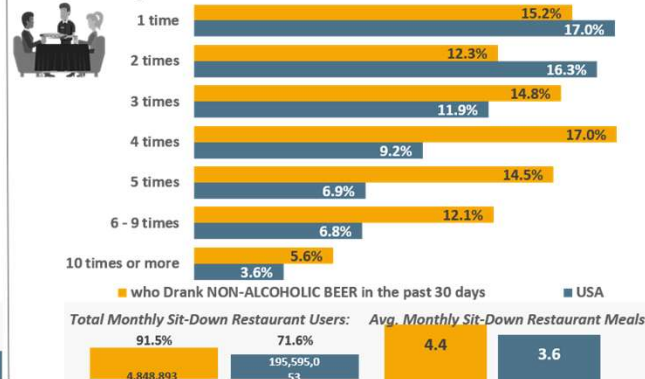


1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 3.1% more likely to use QSRs past mo., 27.8% more likely to use Sit-Down Restaurants past mo., 7% more likely to use Casinos past yr., 26.5% less likely to smoke cigarettes.

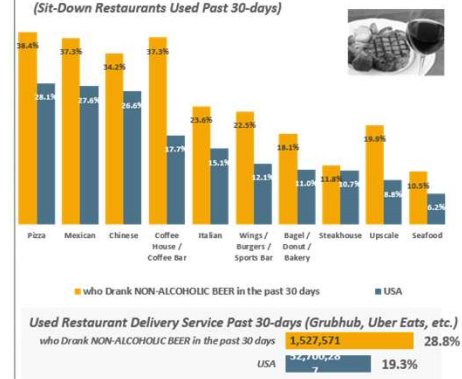
Past 30-days QSR Users: Adults 21 or older



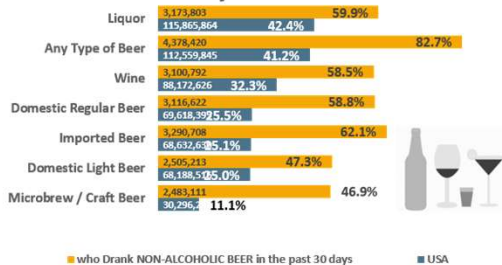
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



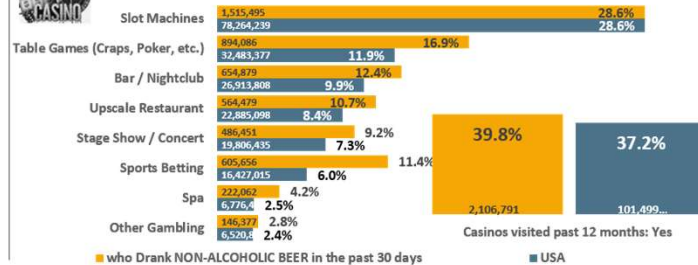
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



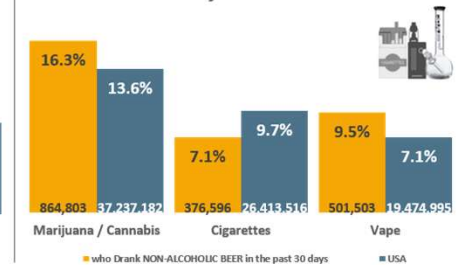
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



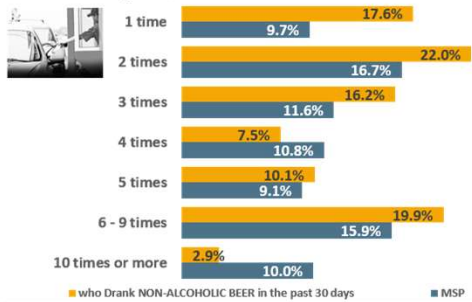
Used Past 30-days: Adults 21 or older



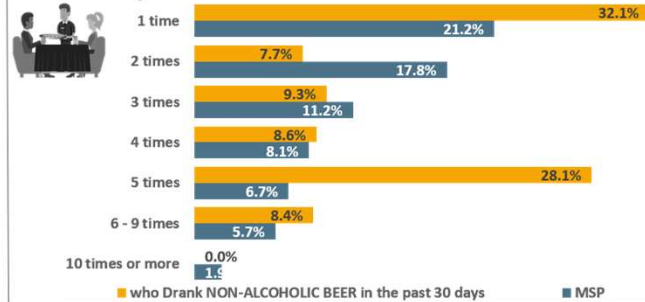


1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 14.6% more likely to use QSRs past mo., 29.7% more likely to use Sit-Down Restaurants past mo., 19.4% more likely to use Casinos past yr., 78.% less likely to smoke cigarettes.

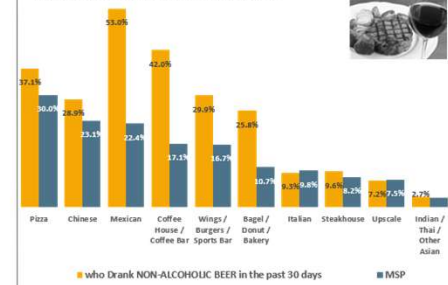
Past 30-days QSR Users: Adults 21 or older



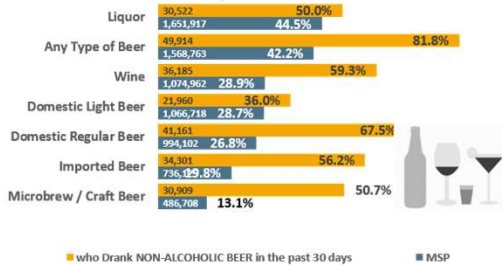
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



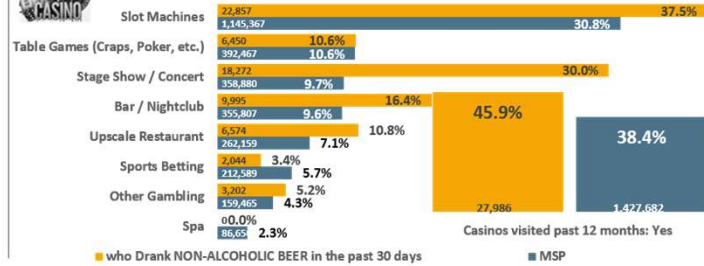
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



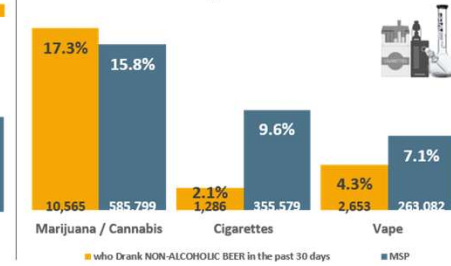
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



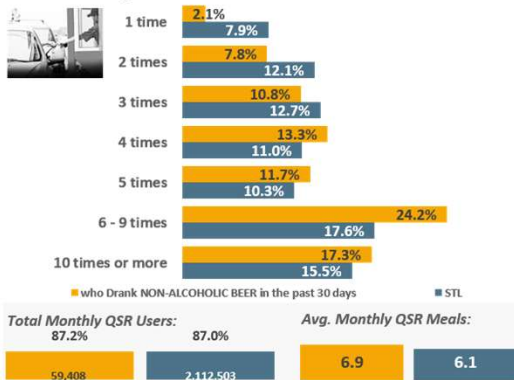
Used Past 30-days: Adults 21 or older



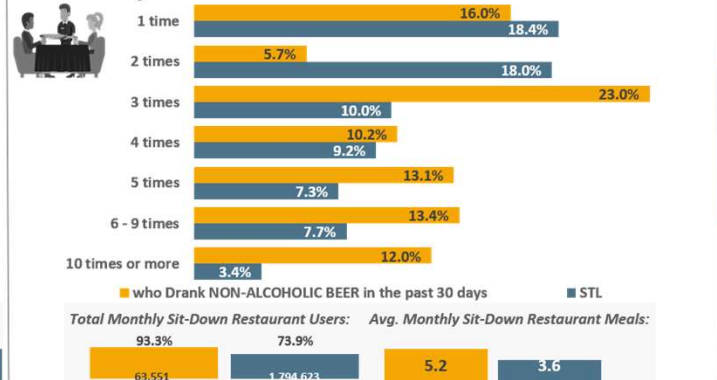


2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are .2% more likely to use QSRs past mo., 26.2% more likely to use Sit-Down Restaurants past mo., 31.% more likely to use Casinos past yr., 38.3% less likely to smoke cigarettes.

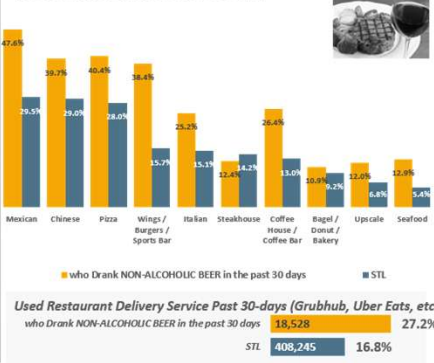
Past 30-days QSR Users: Adults 21 or older



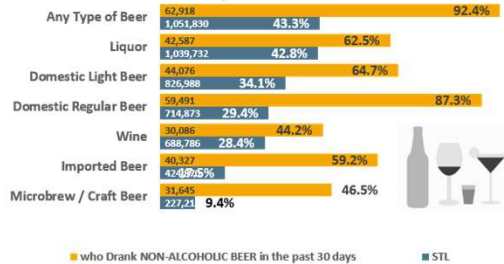
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



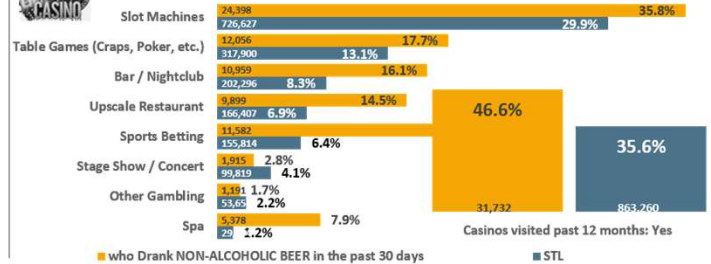
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



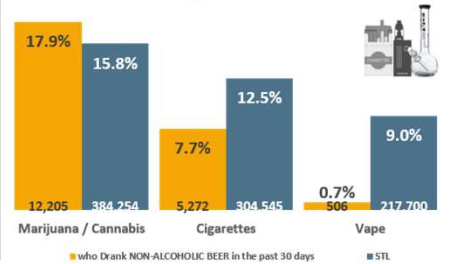
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



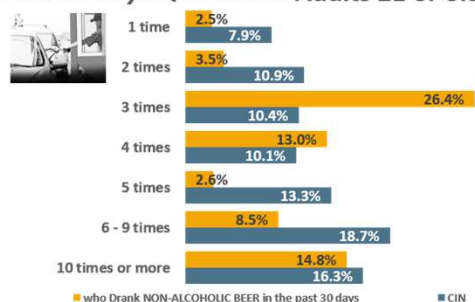
Used Past 30-days: Adults 21 or older





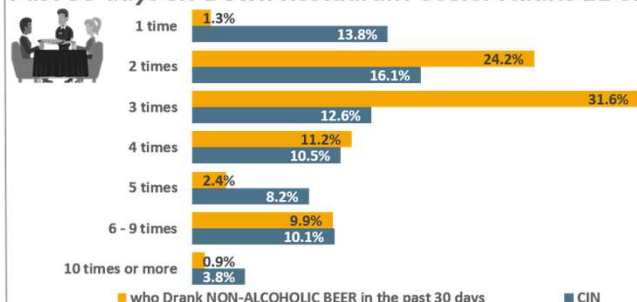
2.2% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 18.6% less likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 27.8% less likely to use Casinos past yr., 55.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



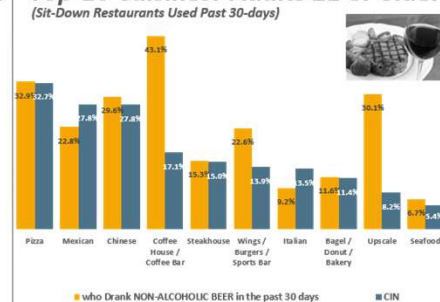
Total Monthly QSR Users: 71.3% (26,249) vs 87.6% (1,624,153)
Avg. Monthly QSR Meals: 6.2 vs 6.3

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



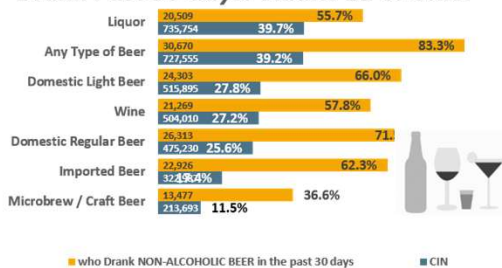
Total Monthly Sit-Down Restaurant Users: 81.5% (30,004) vs 75.1% (1,302,882)
Avg. Monthly Sit-Down Restaurant Meals: 3.5 vs 4.0

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



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank NON-ALCOHOLIC BEER in the past 30 days: 11,658 (31.7%)
 CIN: 379,899 (20.5%)

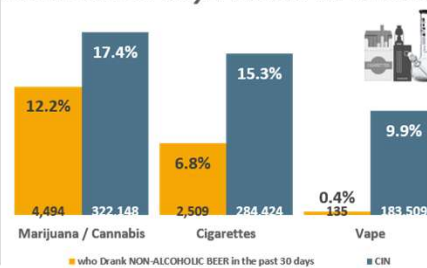
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



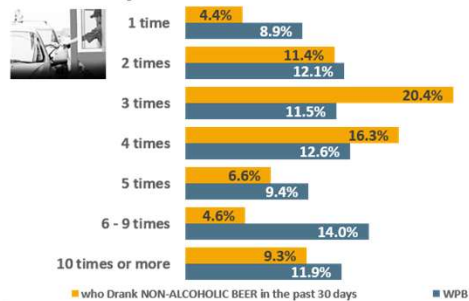
Used Past 30-days: Adults 21 or older





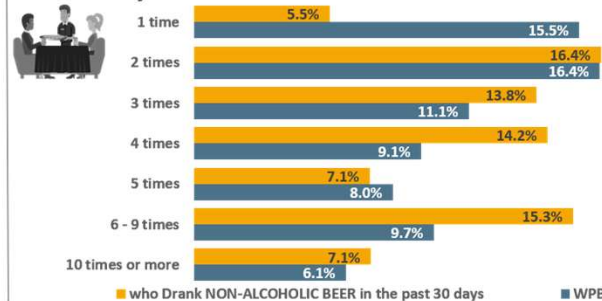
.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 9.4% less likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 35.7% less likely to use Casinos past yr., 69.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



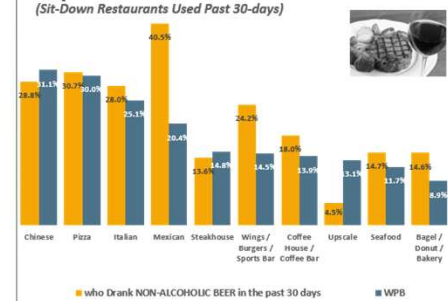
Total Monthly QSR Users:	72.9%	80.4%
Avg. Monthly QSR Meals:	4.9	5.6
	9,271	1,482,052

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



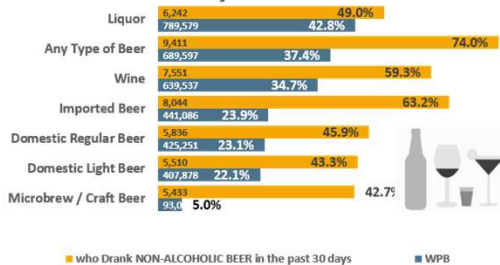
Total Monthly Sit-Down Restaurant Users:	79.4%	75.9%
Avg. Monthly Sit-Down Restaurant Meals:	5.0	4.2
	10,107	1,300,234

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

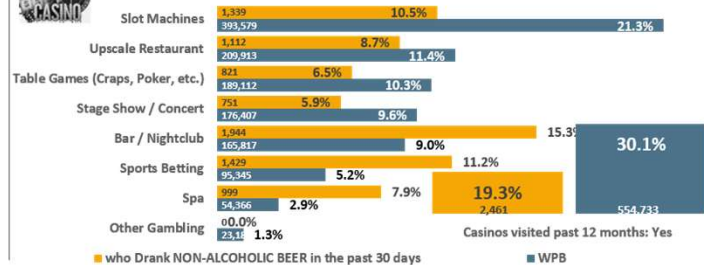


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	2,593	20.4%
who Drank NON-ALCOHOLIC BEER in the past 30 days	370,489	20.1%

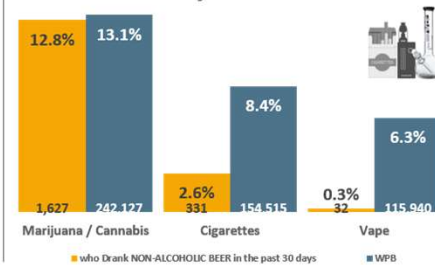
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older

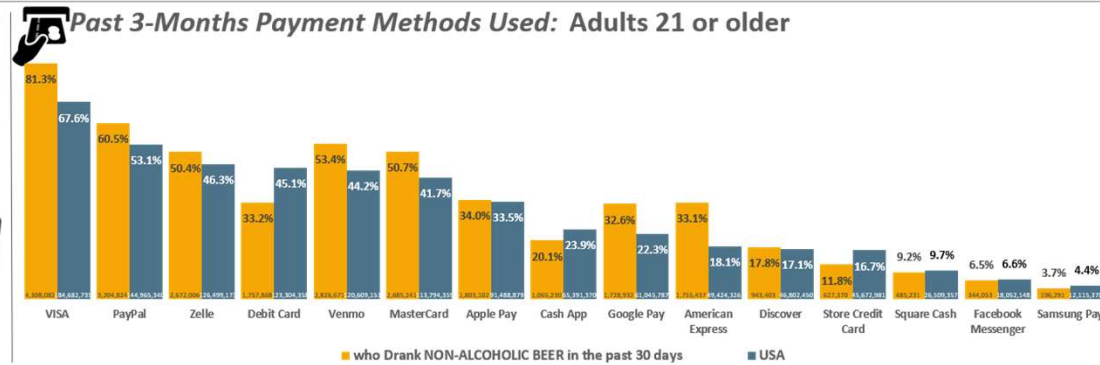
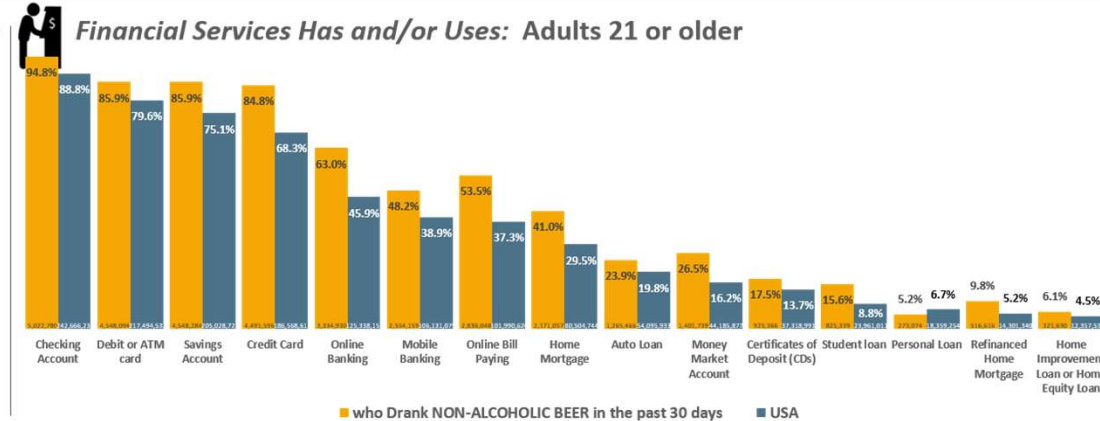
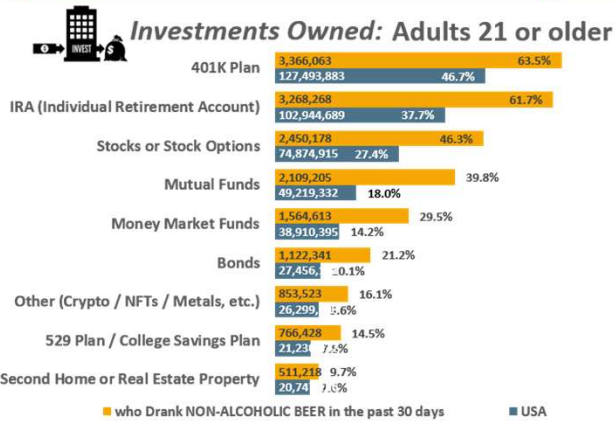


Used Past 30-days: Adults 21 or older





1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 36.2% more likely to have a 401K, 20.6% more likely to have an Auto Loan, 93.4% more likely to Invest/Trade Stocks Online, 26.5% less likely to pay with their Debit Card.

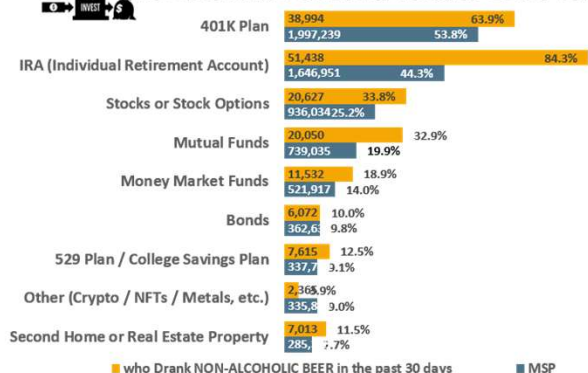




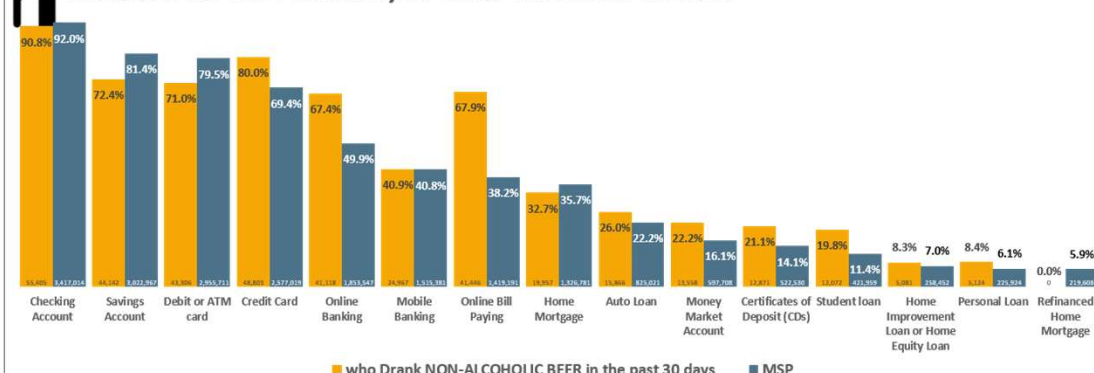
1.6% or 61,003 of MSP DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 18.9% more likely to have a 401K, 17.1% more likely to have an Auto Loan, 5.5% more likely to Invest/Trade Stocks Online, 48.7% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



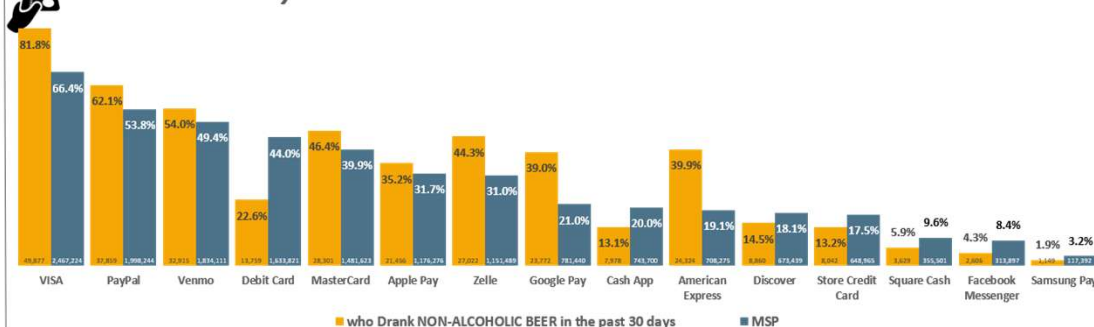
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

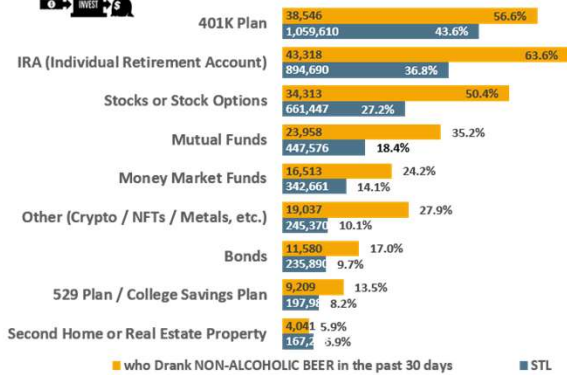




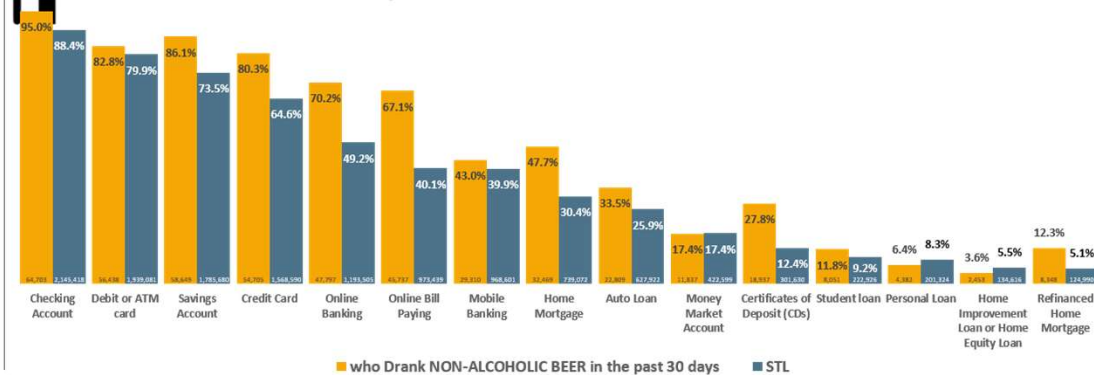
2.8% or 68,125 of STL DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 29.7% more likely to have a 401K, 29.5% more likely to have an Auto Loan, 203.7% more likely to Invest/Trade Stocks Online, 27.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



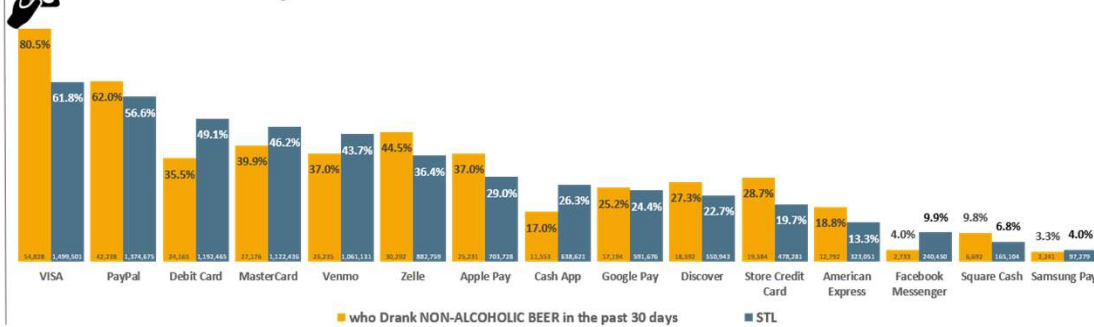
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

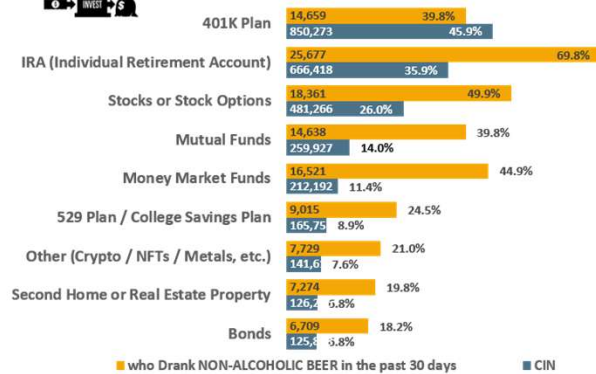




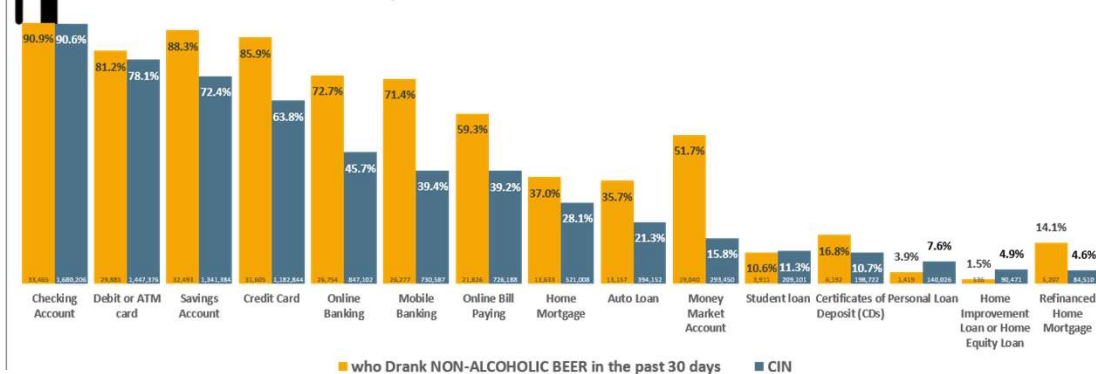
2.2% or 36,809 of CIN DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 13.2% less likely to have a 401K, 68.1% more likely to have an Auto Loan, 170.6% more likely to Invest/Trade Stocks Online, 13.3% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



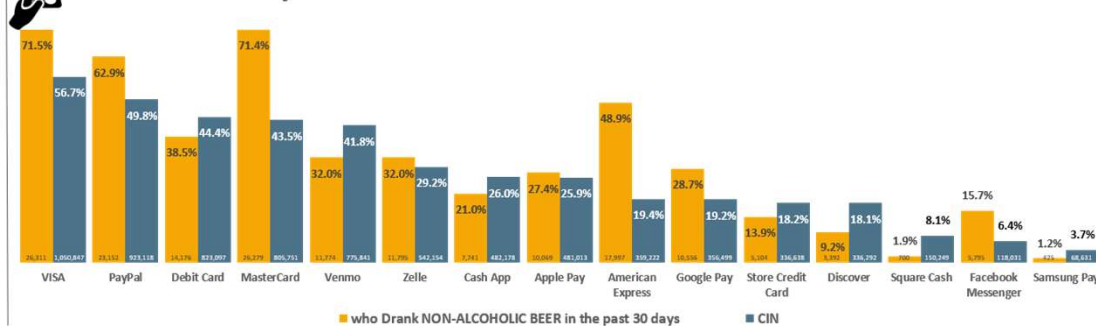
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

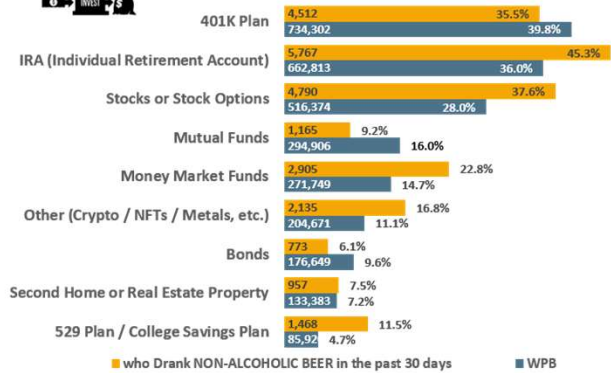




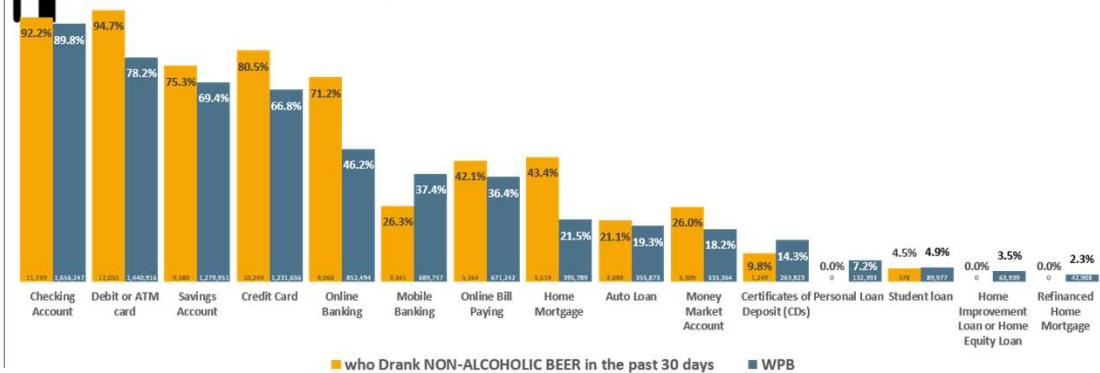
.7% or 12,726 of WPB DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 11.1% less likely to have a 401K, 9.5% more likely to have an Auto Loan, 12.2% less likely to Invest/Trade Stocks Online, 49.4% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



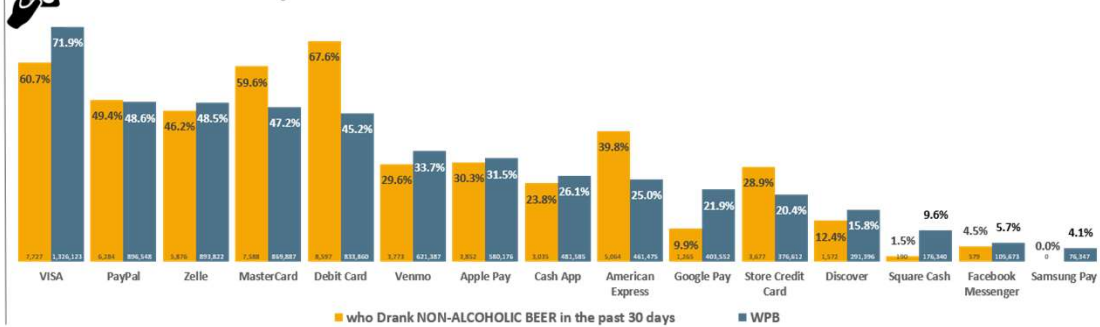
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



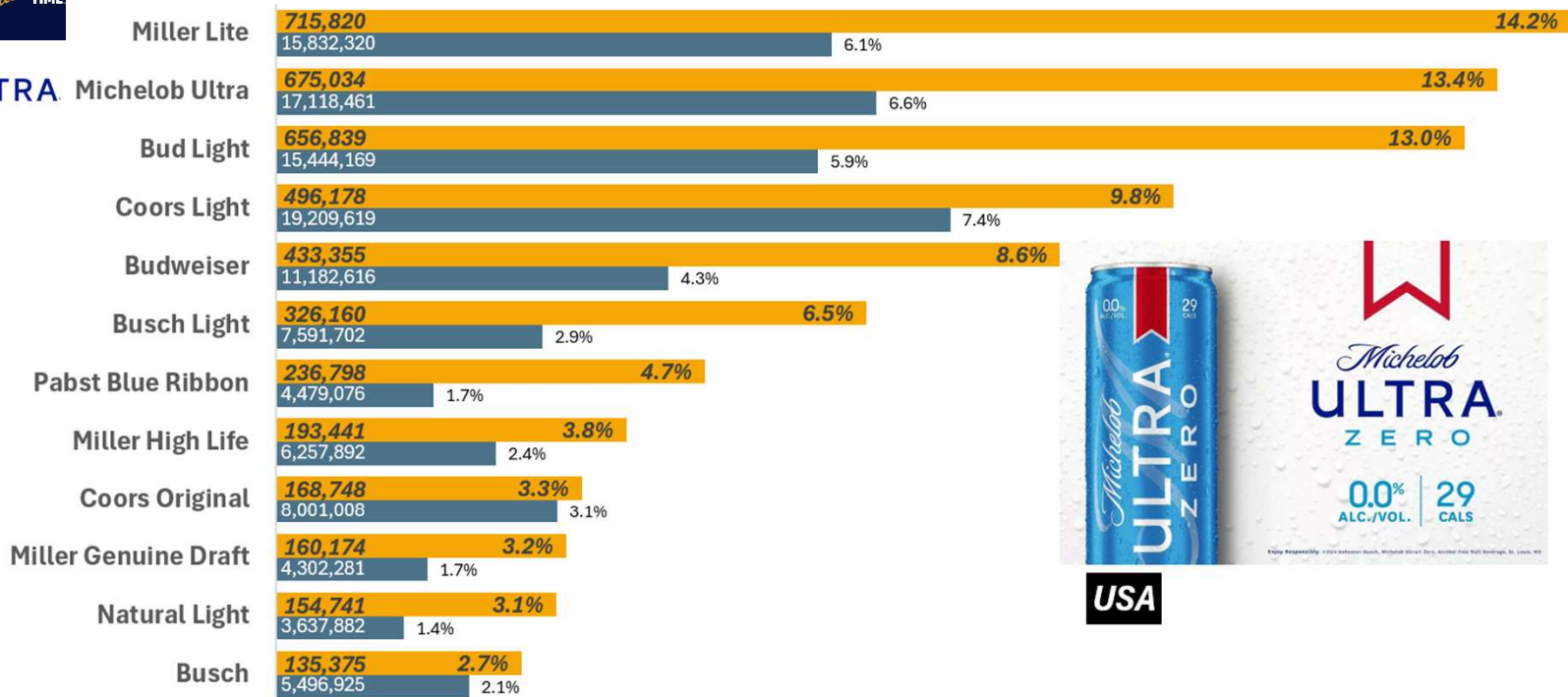
Past 3-Months Payment Methods Used: Adults 21 or older





"BEER Brands Drank"

P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)



USA

■ P21+ who Drank NON-ALCOHOLIC BEER 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: 516
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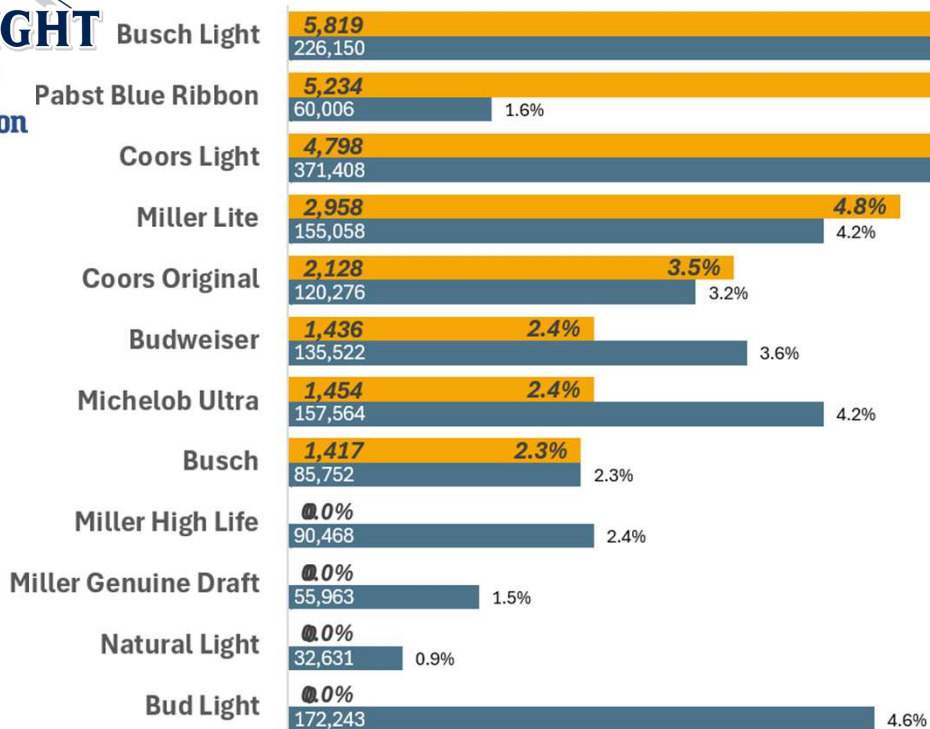
soefa.ai Share of Everything for Anything ®

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)



MINNEAPOLIS-ST. PAUL

■ P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ MINNEAPOLIS-ST. PAUL (BEER Brands Drank Last 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 35
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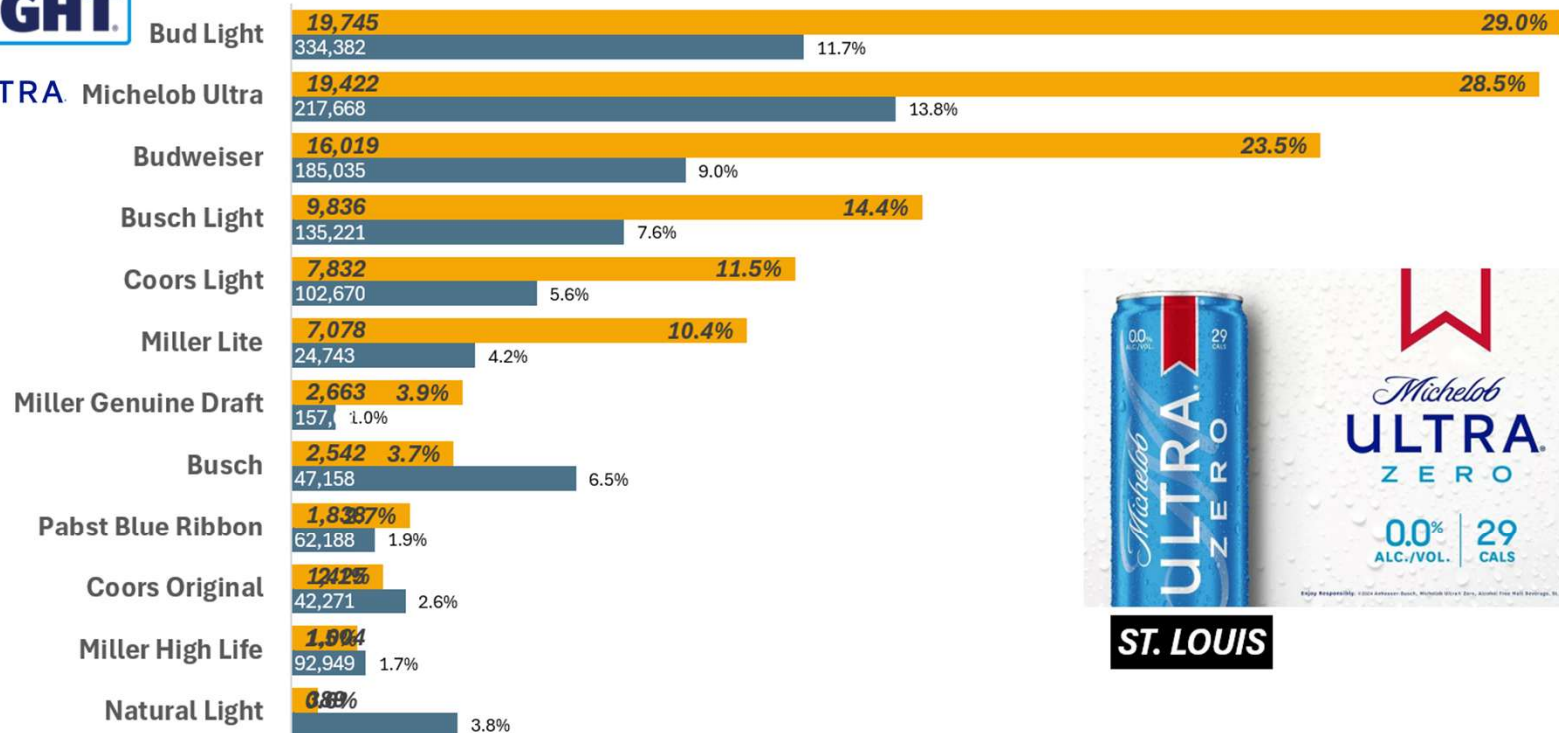
soefa.ai Share of Everything for Anything ®

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)



ST. LOUIS

■ P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ ST. LOUIS (BEER Brands Drank Last 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 57
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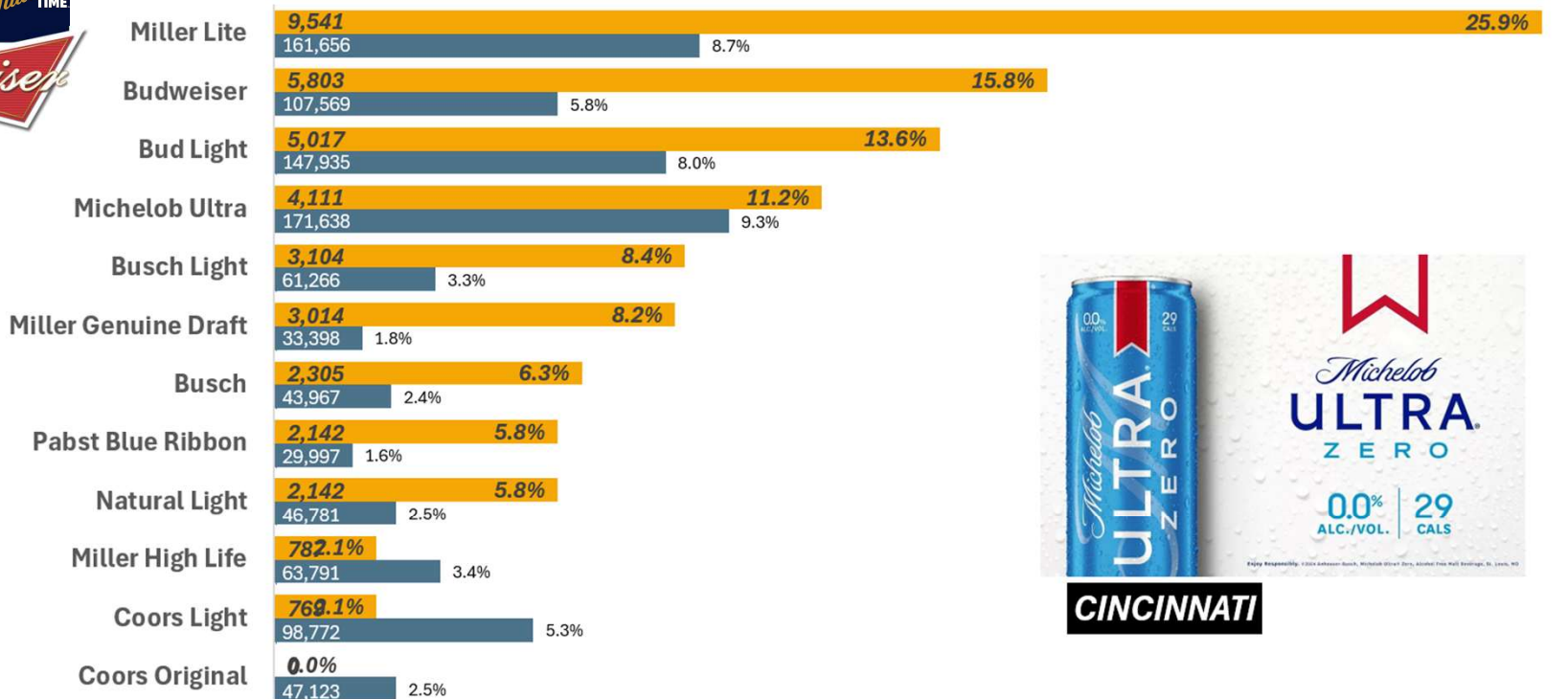
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)



■ P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 37
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)

BUD LIGHT

Michelob **ULTRA** Michelob Ultra

Coors Light

Miller High Life

Busch

Pabst Blue Ribbon

Budweiser

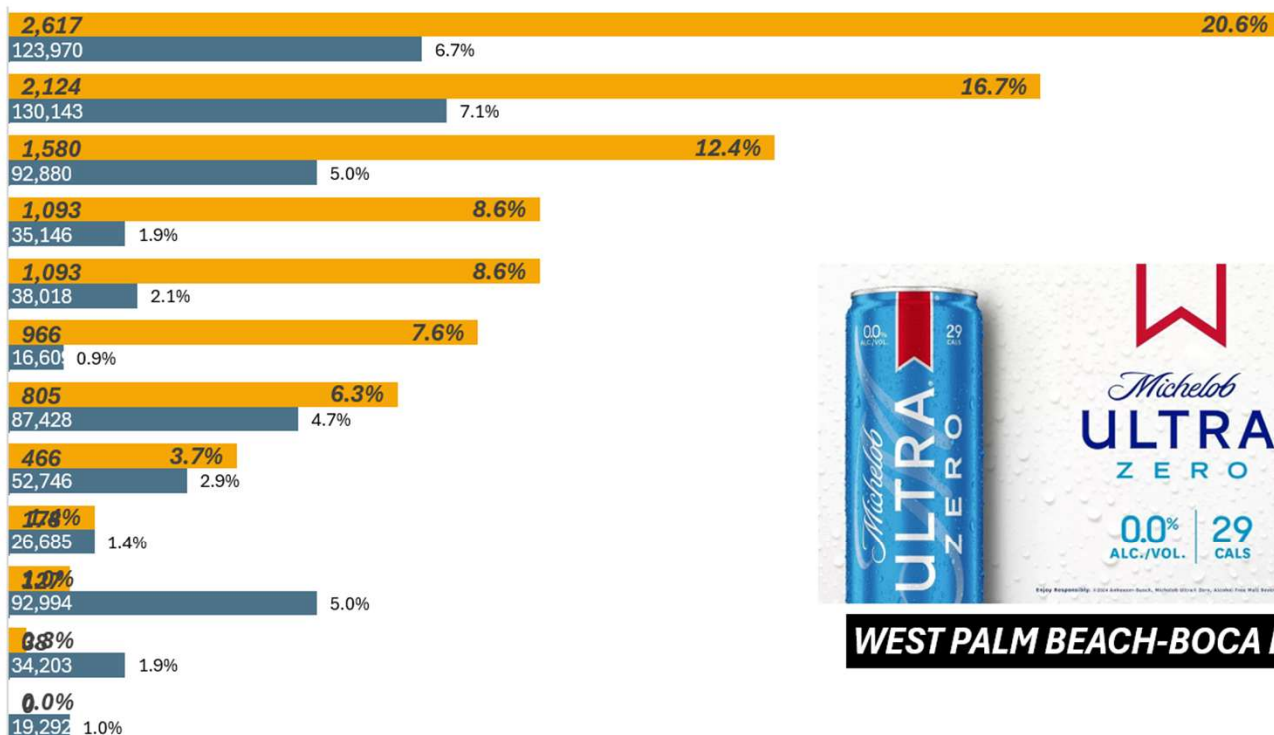
Coors Original

Natural Light

Miller Lite

Busch Light

Miller Genuine Draft



WEST PALM BEACH-BOCA RATON

■ P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (BEER Brands Drank Last 30 days)

■ P21+ WEST PALM BEACH-BOCA RATON (BEER Brands Drank Last 30 days)

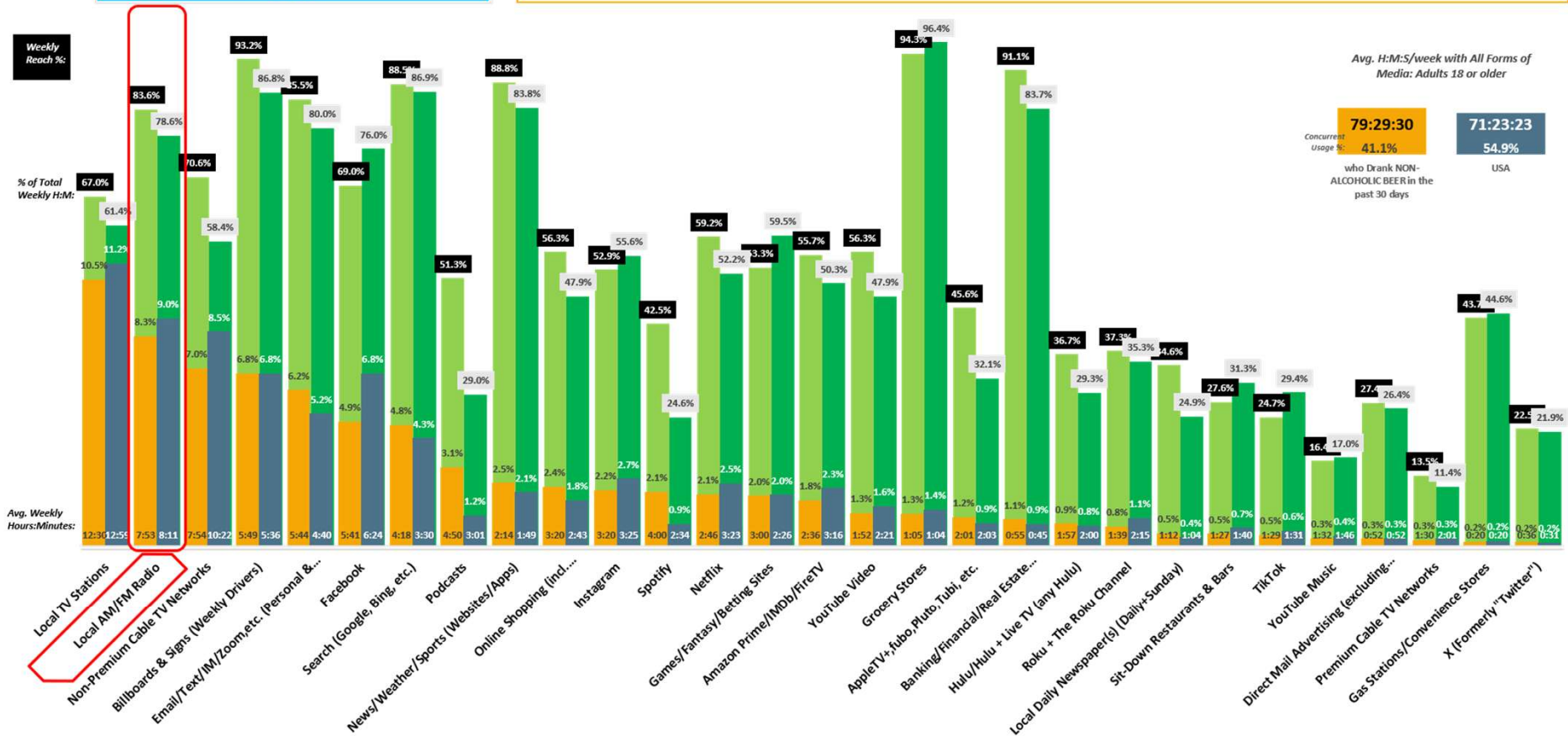
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 30
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 7 hours, 29 minutes and 30 seconds each week with All Forms of Media.
 83.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.

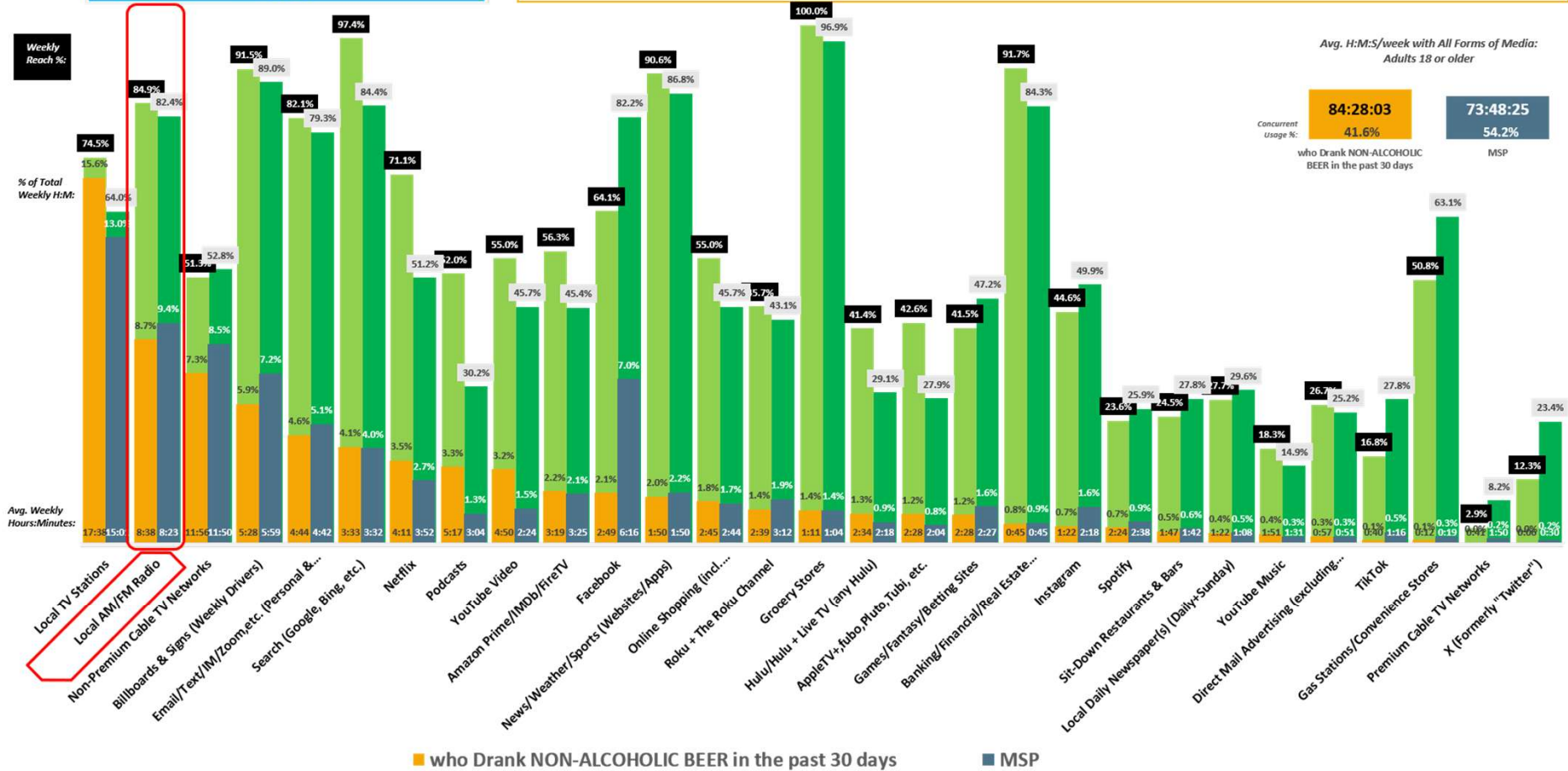


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

79:29:30	71:23:23
41.1%	54.9%
who Drank NON-ALCOHOLIC BEER in the past 30 days	USA



Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 12 hours, 28 minutes and 3 seconds each week with All Forms of Media.
 84.9% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



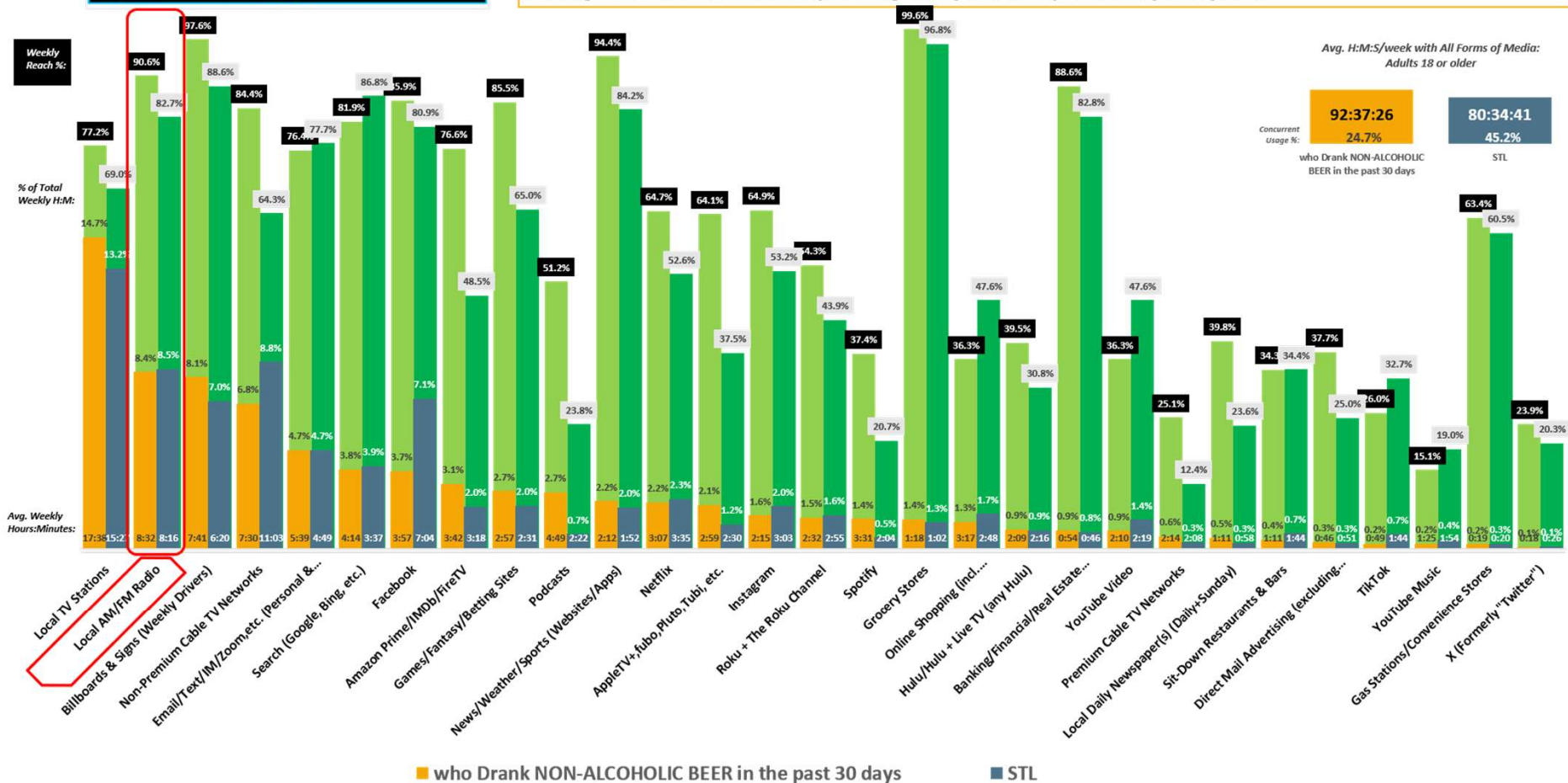
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

84:28:03	73:48:25
41.6%	54.2%
who Drank NON-ALCOHOLIC BEER in the past 30 days	MSP



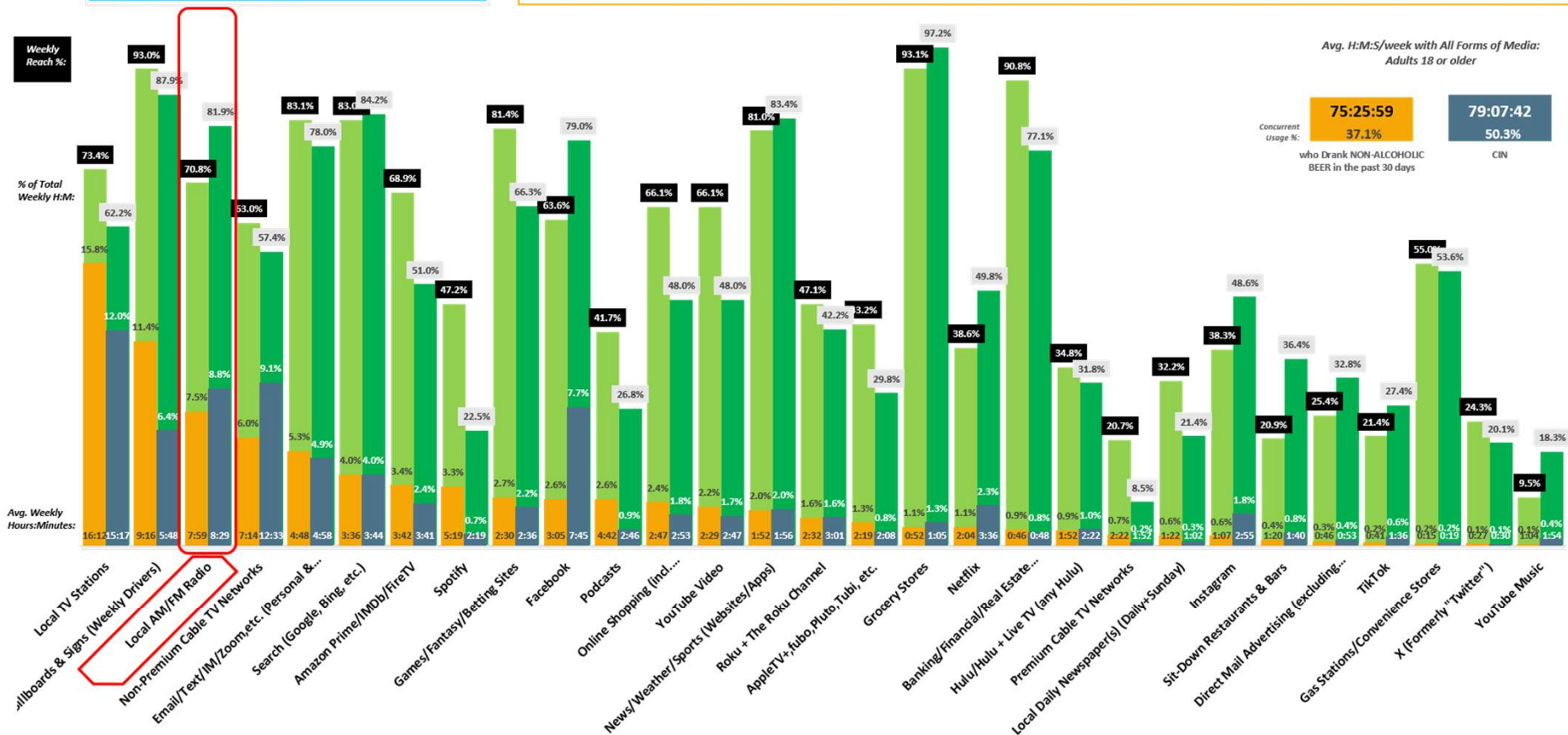


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 20 hours, 37 minutes and 26 seconds each week with All Forms of Media.
 90.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 3 hours, 25 minutes and 59 seconds each week with All Forms of Media.
 70.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



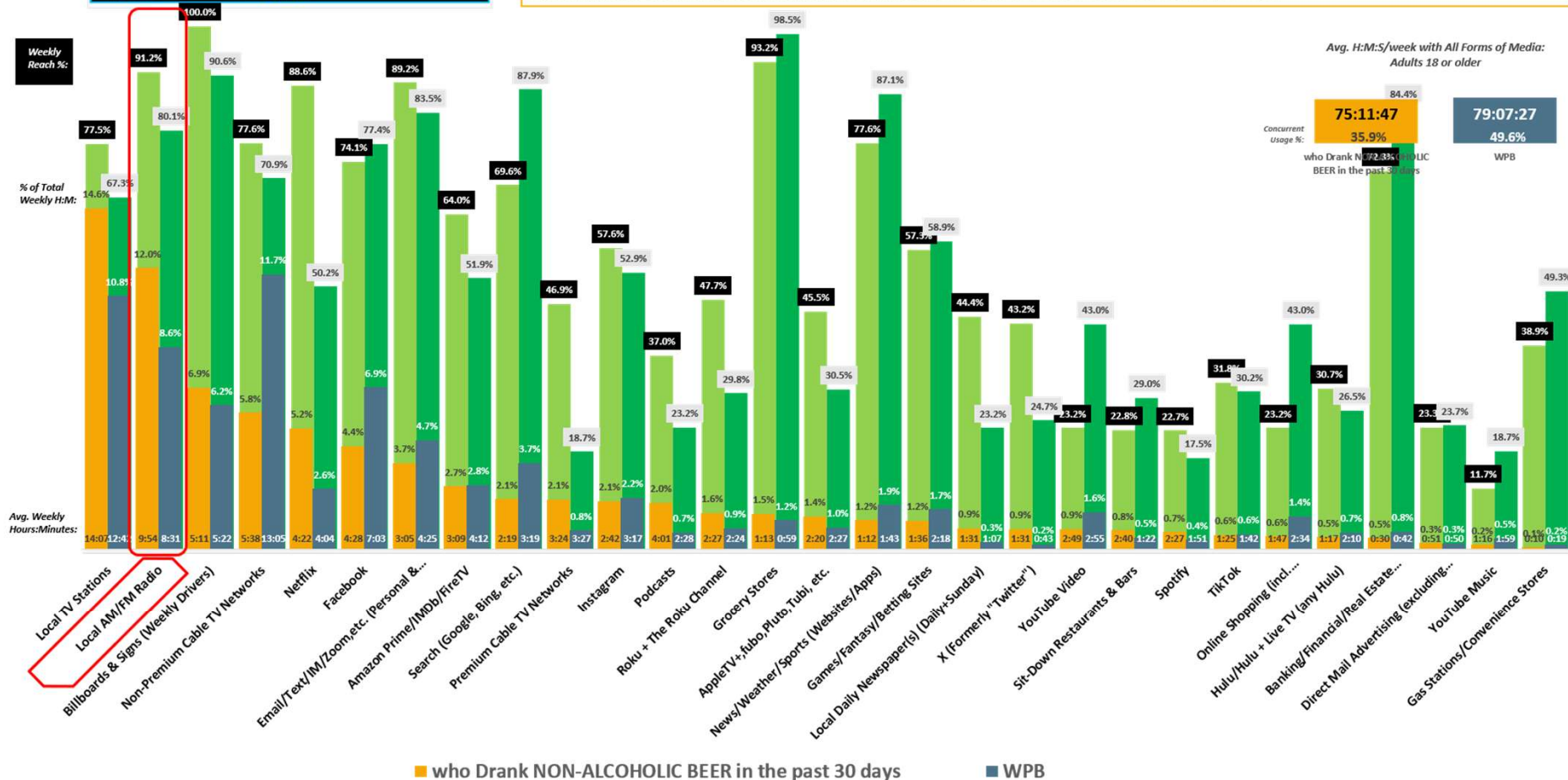
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 75:25:59 (37.1%) who Drank NON-ALCOHOLIC BEER in the past 30 days

79:07:42 (50.3%) CIN

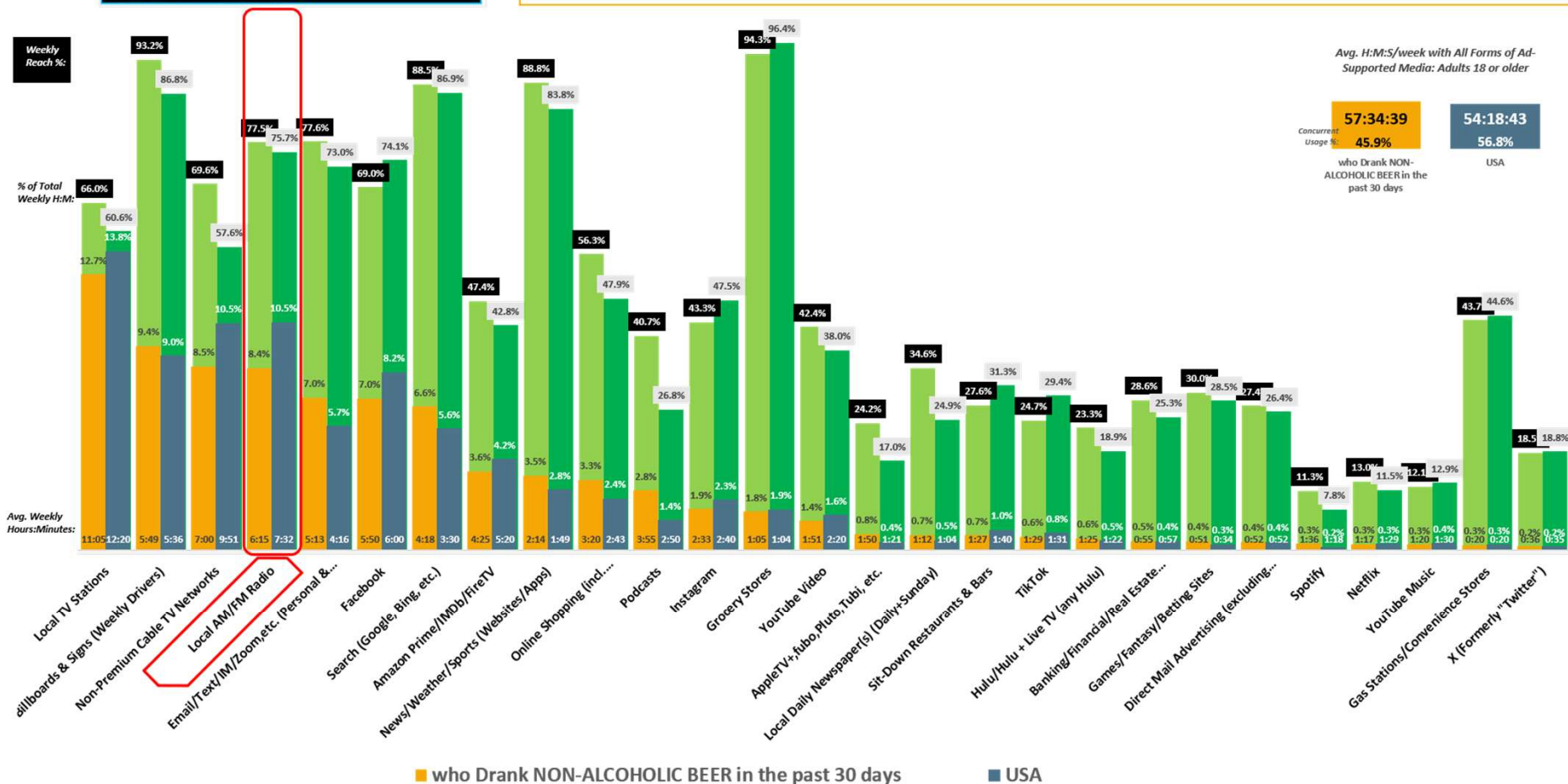


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 3 hours, 11 minutes and 47 seconds each week with All Forms of Media.
 91.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 9 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.



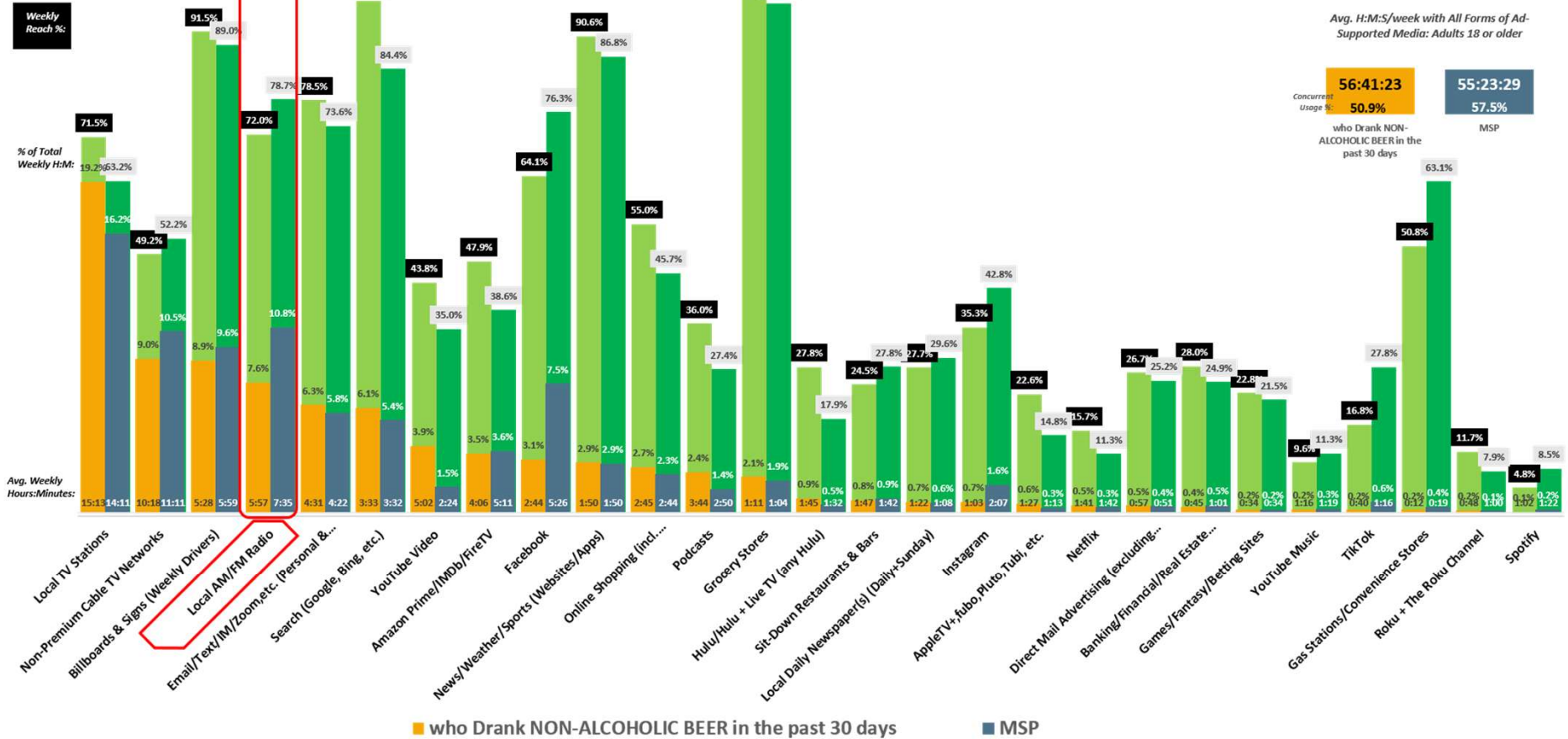


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 9 hours, 34 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 6 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



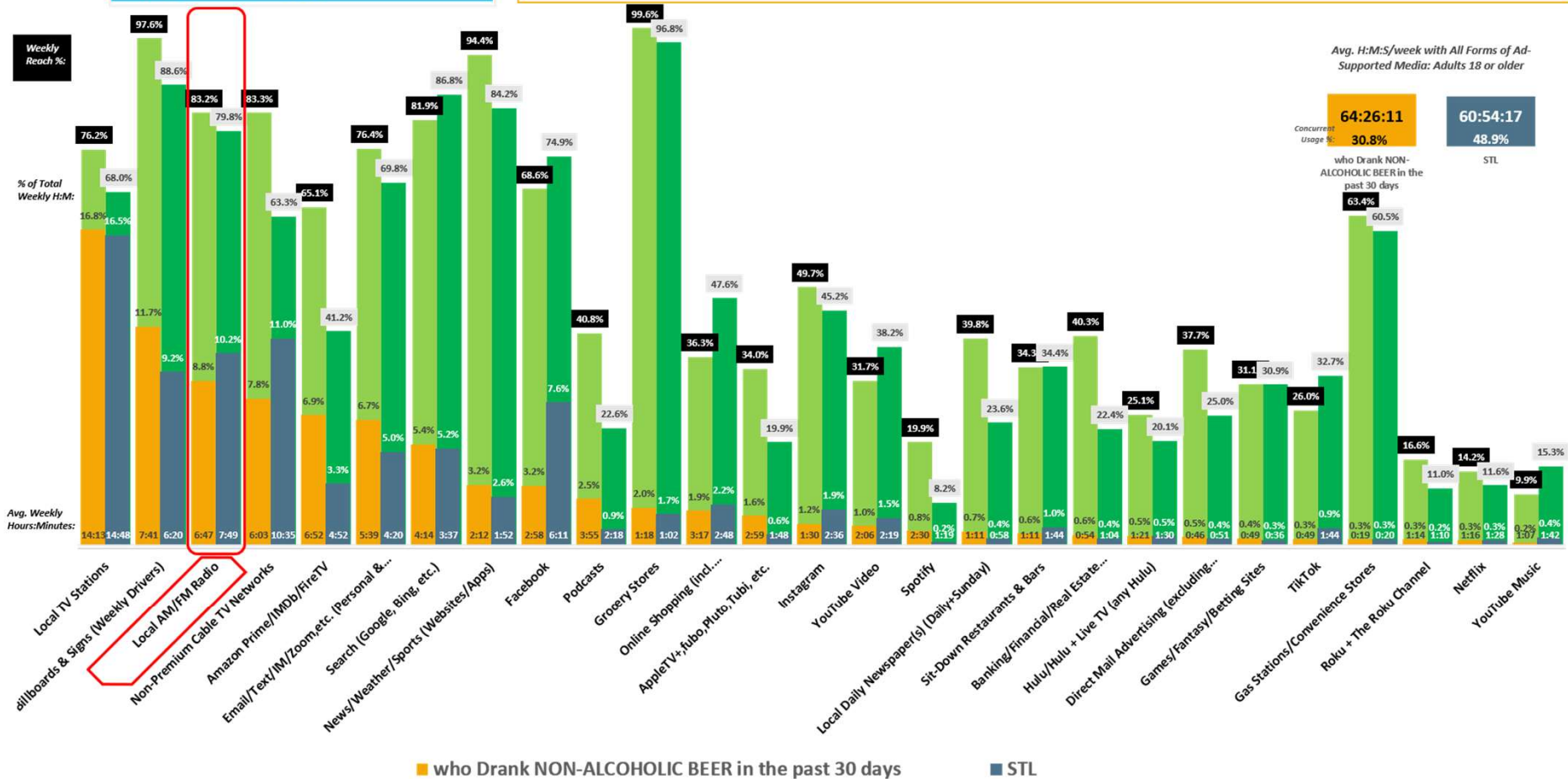


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 8 hours, 41 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
 72.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 5 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.6% of total time spent with all forms of Ad-Supported Media.





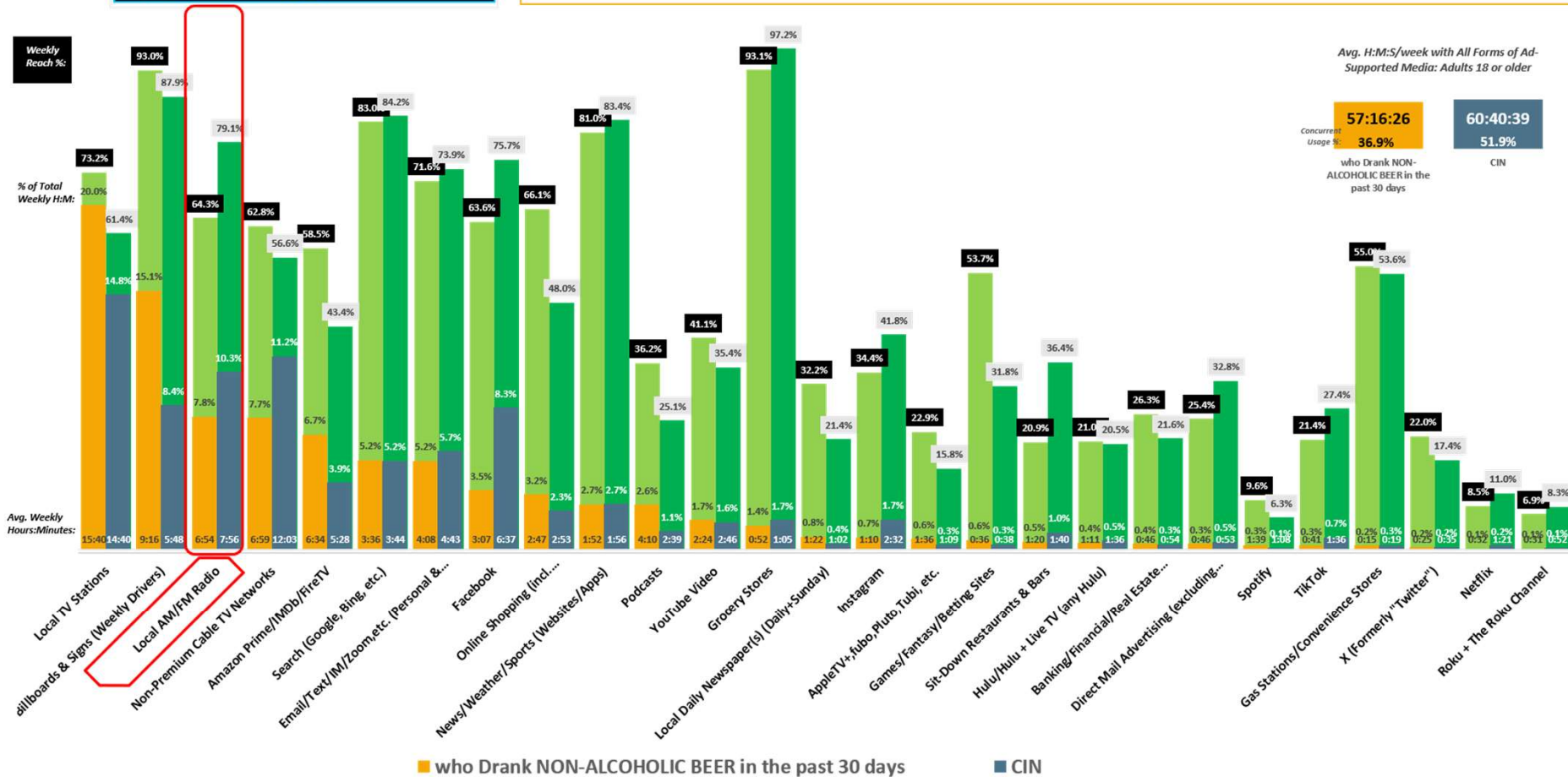
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 16 hours, 26 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
 83.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.





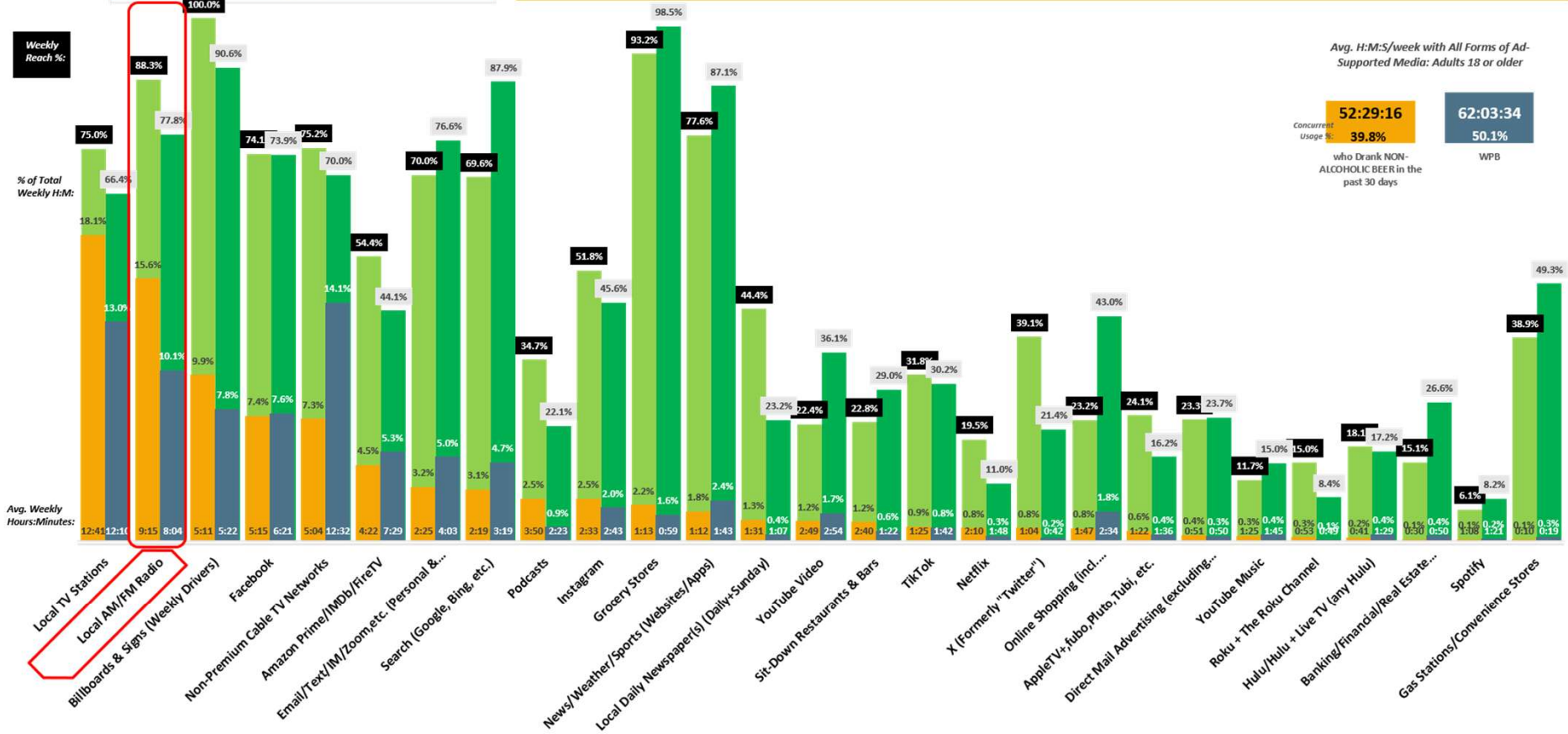
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 9 hours, 16 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

64.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 4 hours, 29 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 88.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 9 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% 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 %: 52:29:16 (39.8%)
 who Drank NON-ALCOHOLIC BEER in the past 30 days

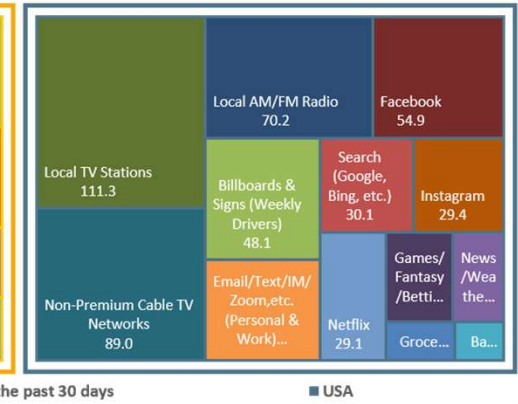
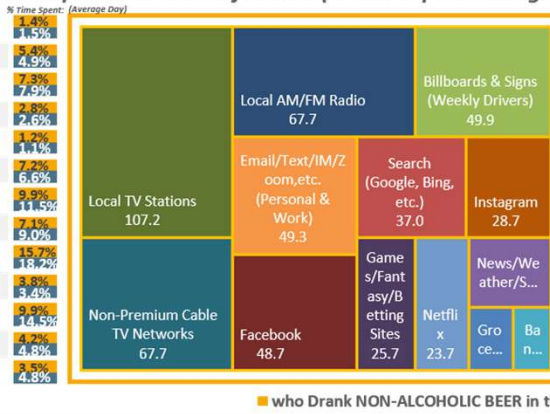
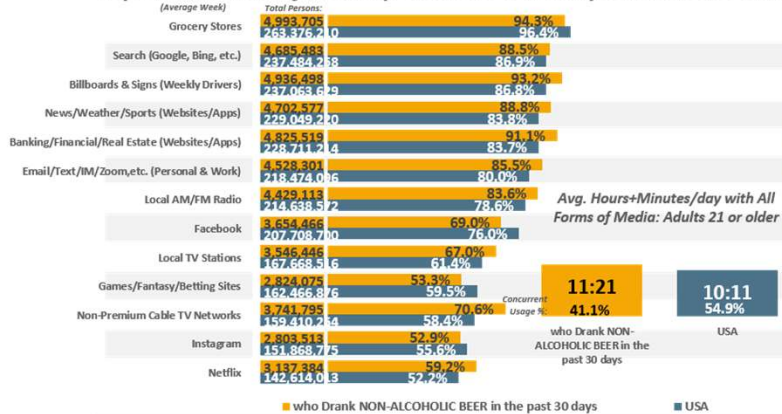
WPB: 62:03:34 (50.1%)



Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 53.6 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

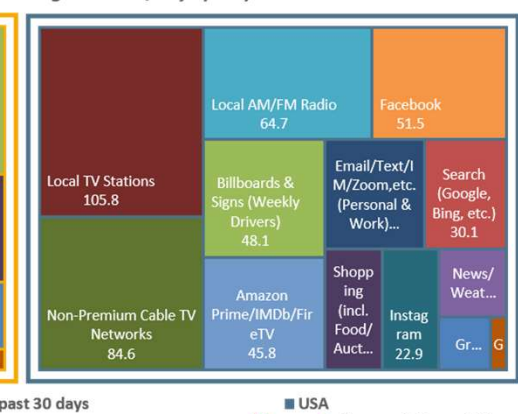
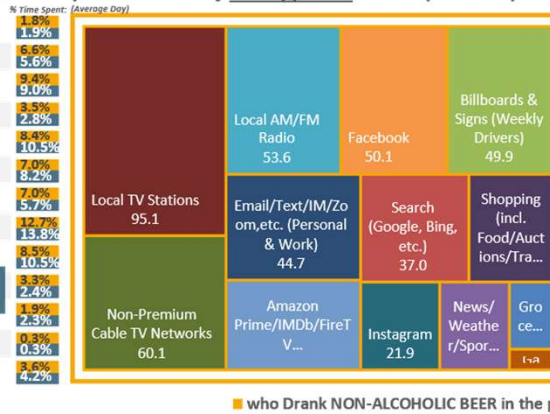
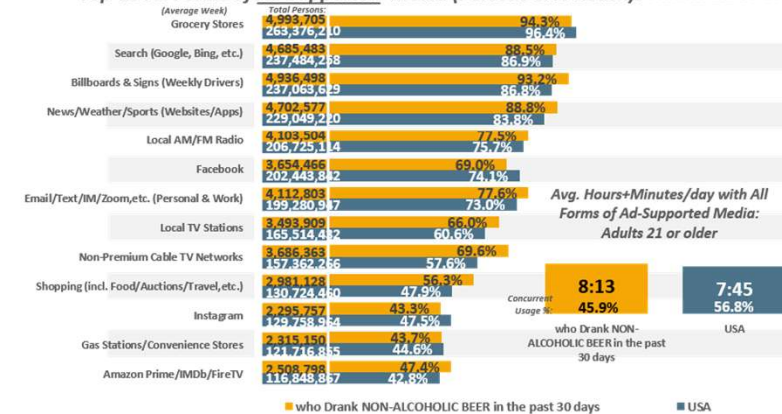
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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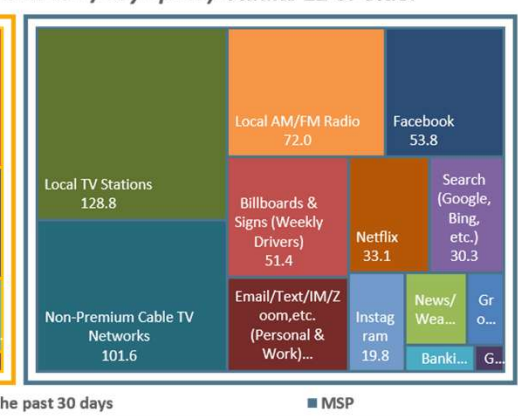
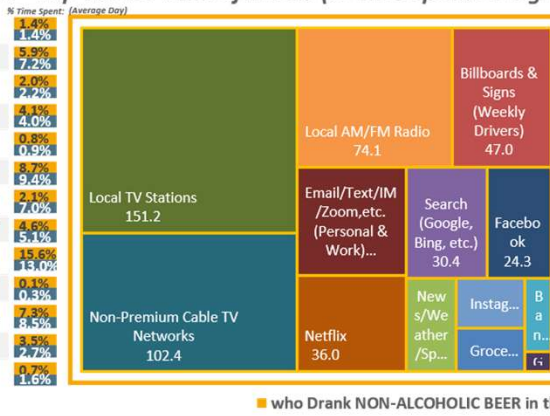
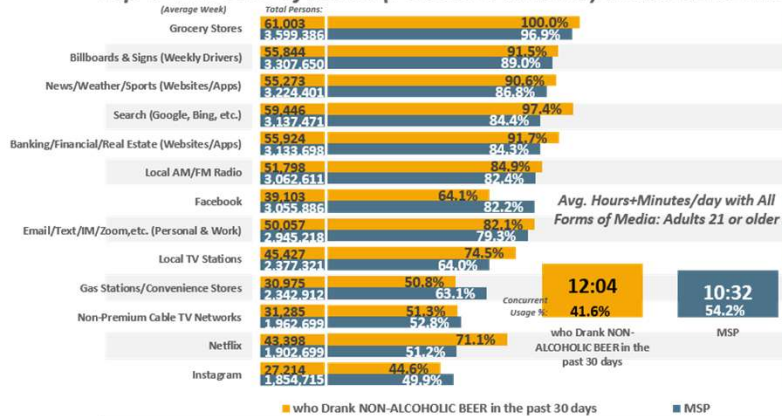
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 51. minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

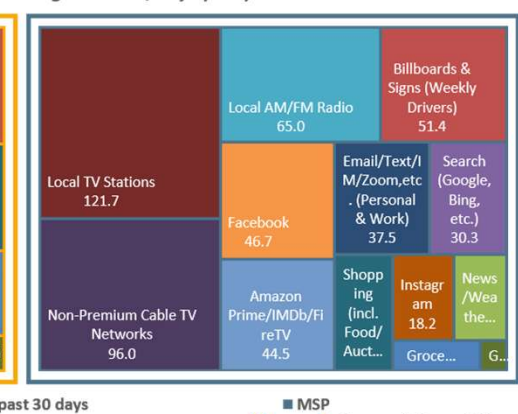
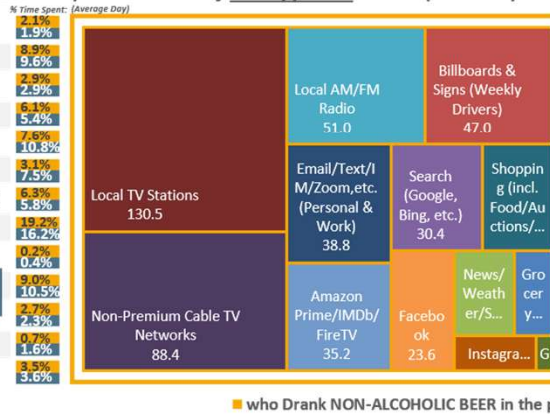
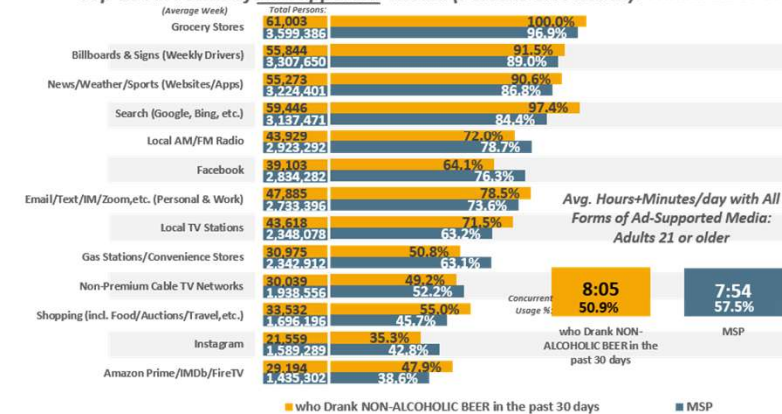
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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

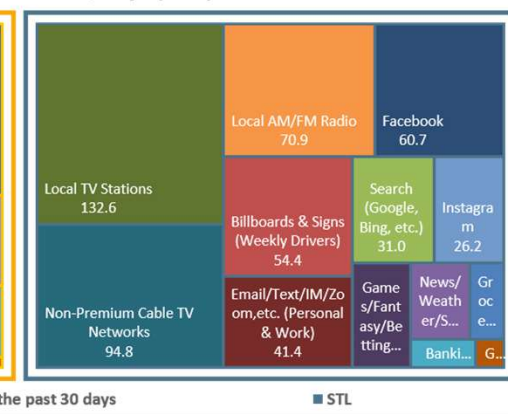
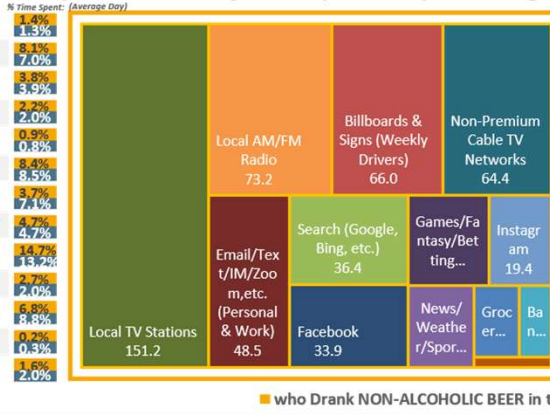
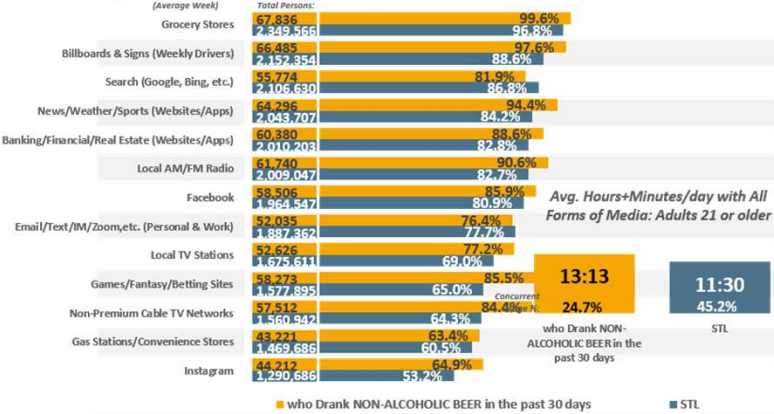
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



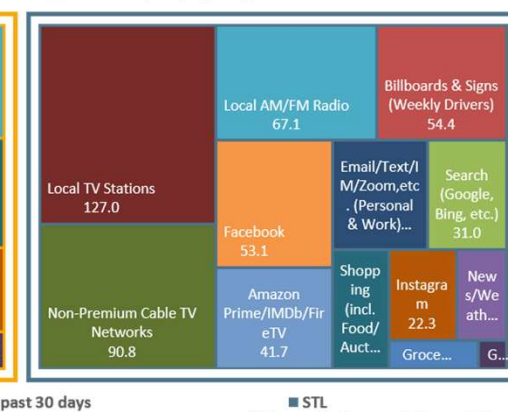
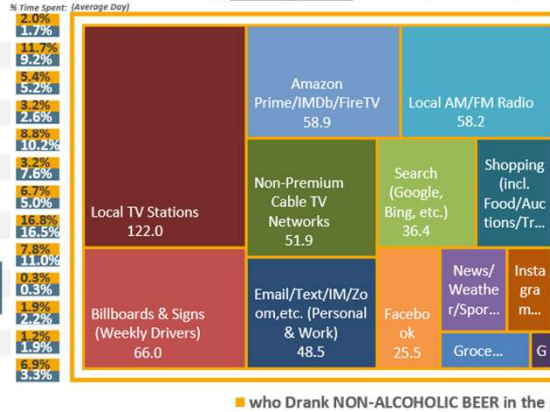
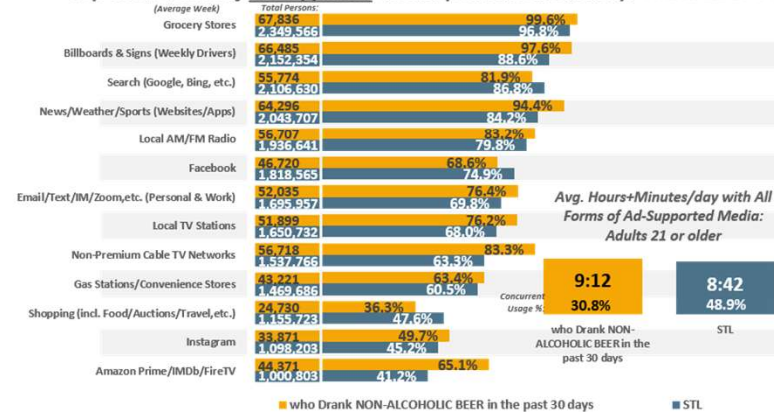


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57
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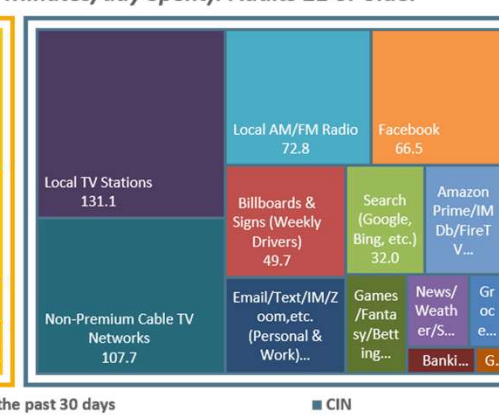
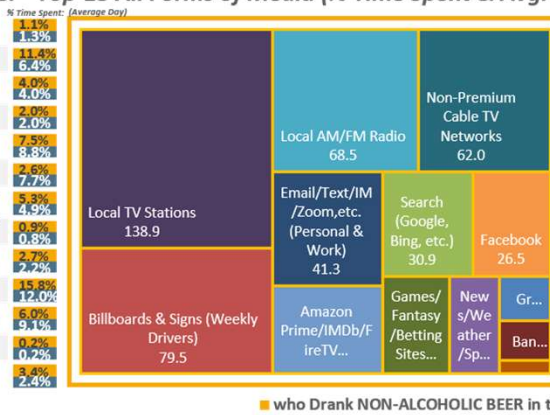
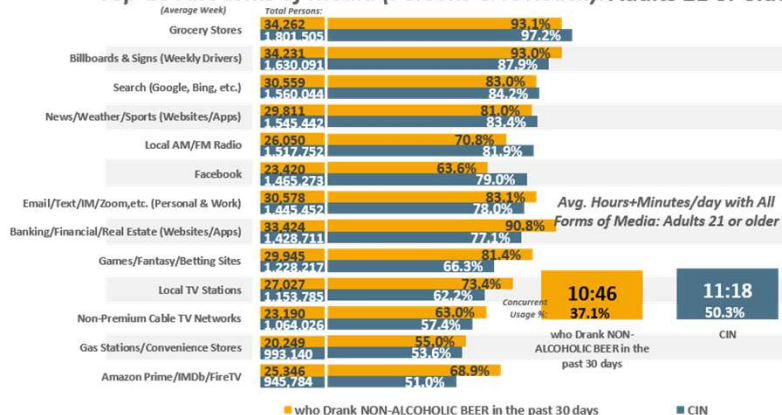
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

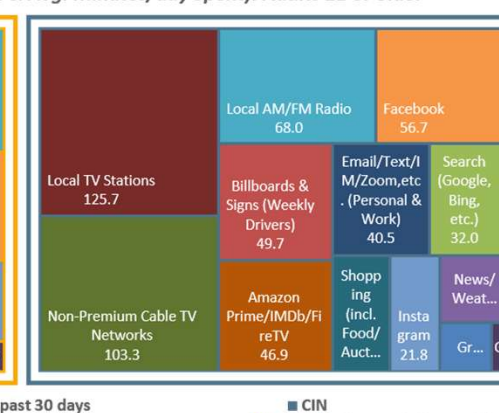
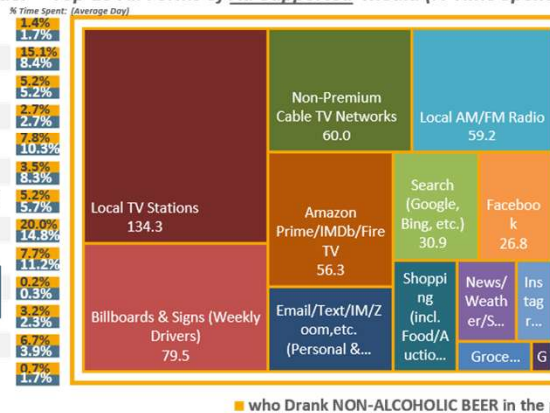
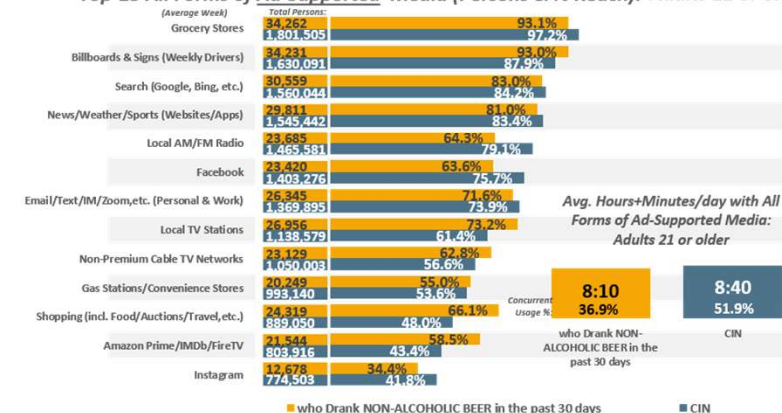


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 64.3% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. (Local Radio delivers 7.8% of Time with Ad-Supported Media.)

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**



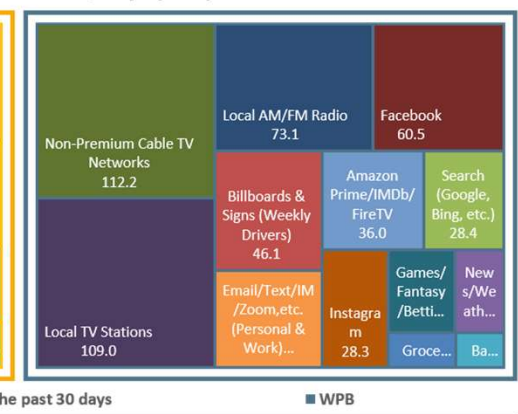
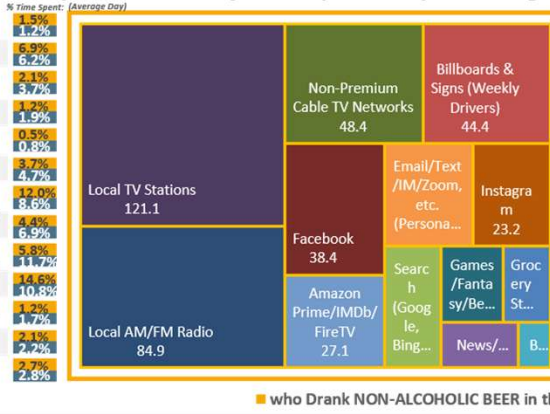
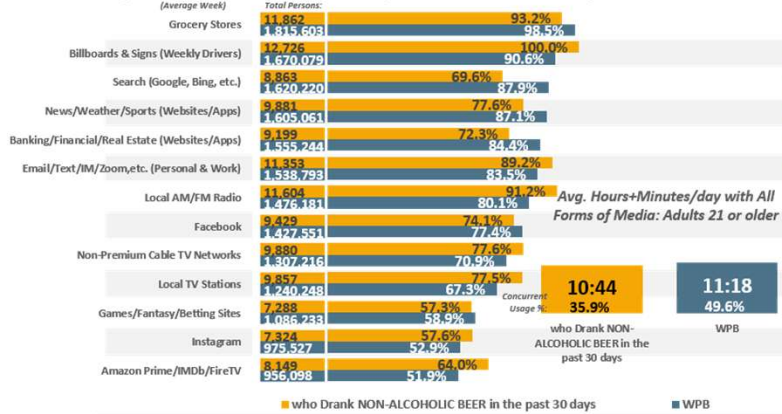
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



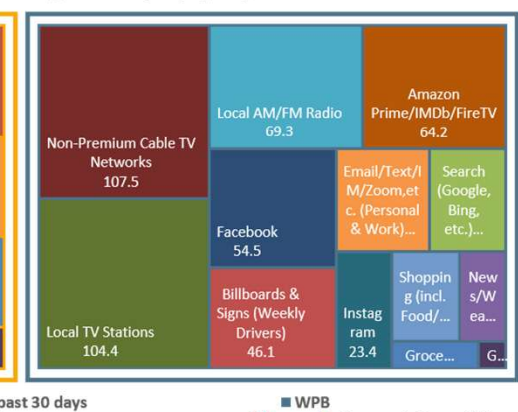
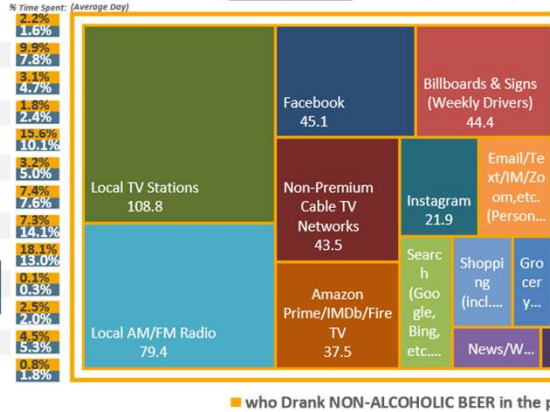
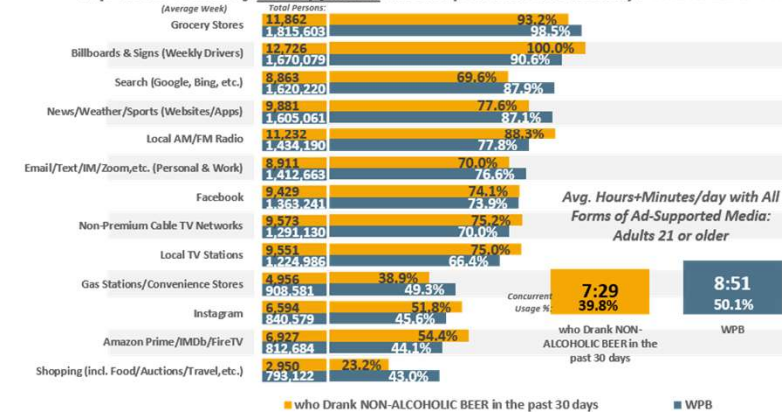


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 88.3% listen to Local AM/FM Radio for an avg. of 79.4 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

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



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



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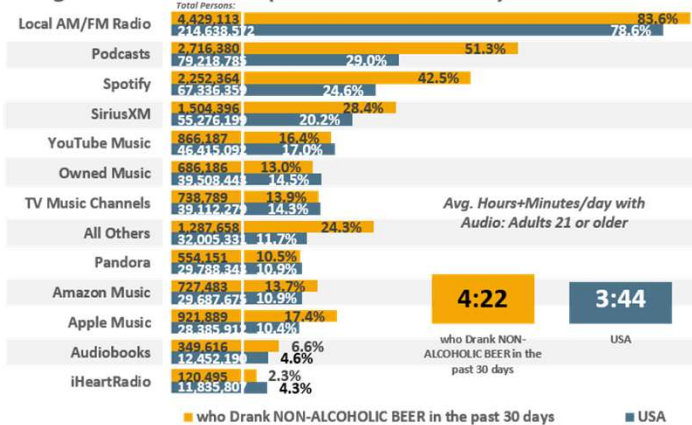
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

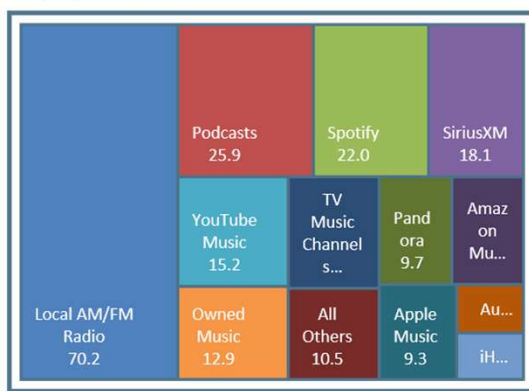
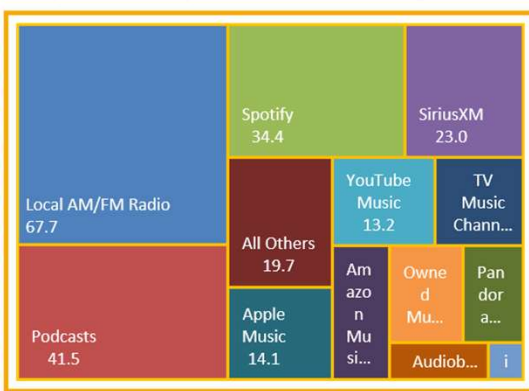


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

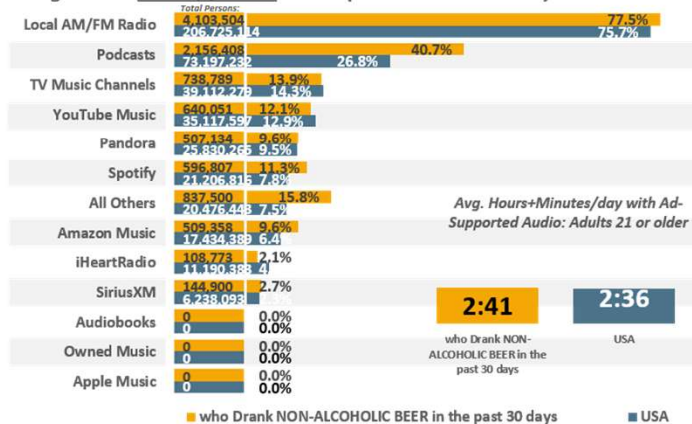
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



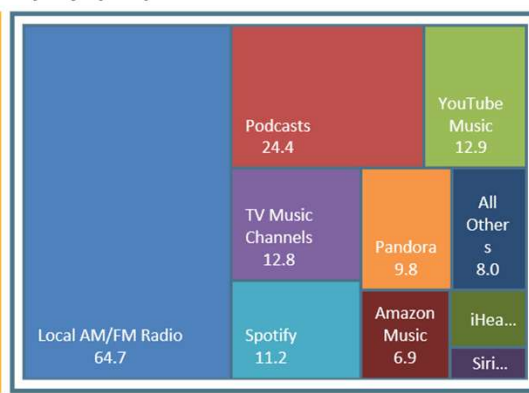
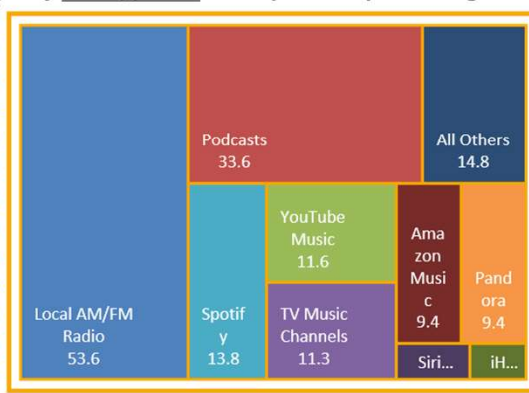
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

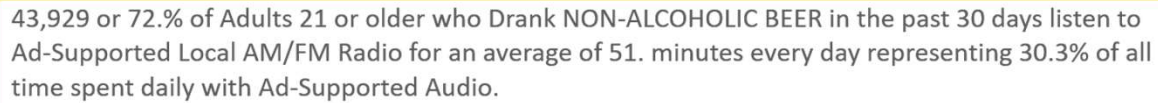


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older

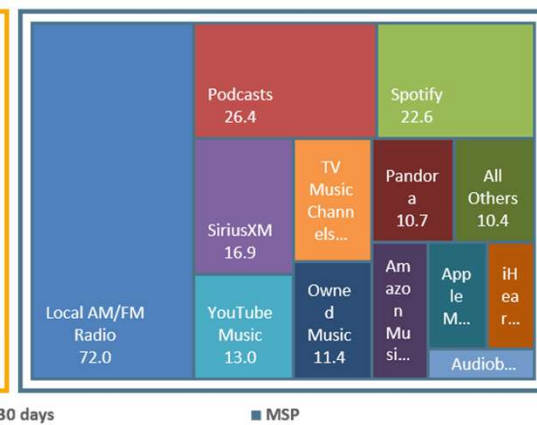
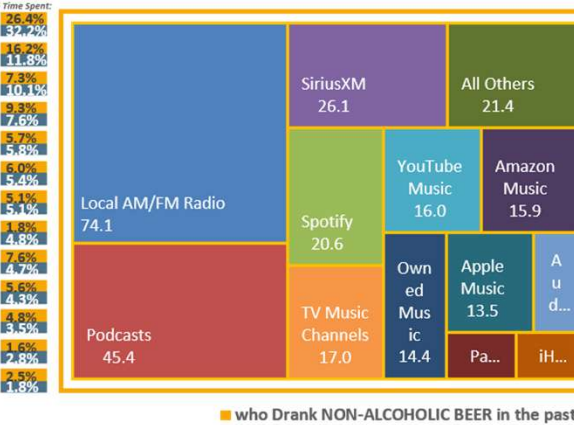


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

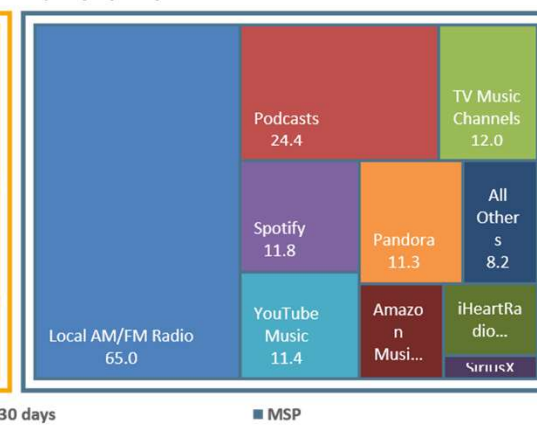
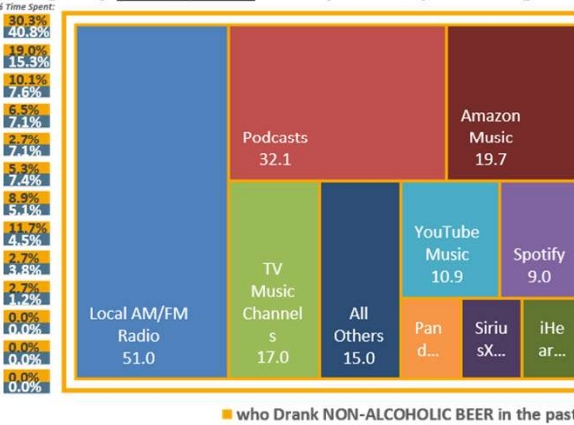




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



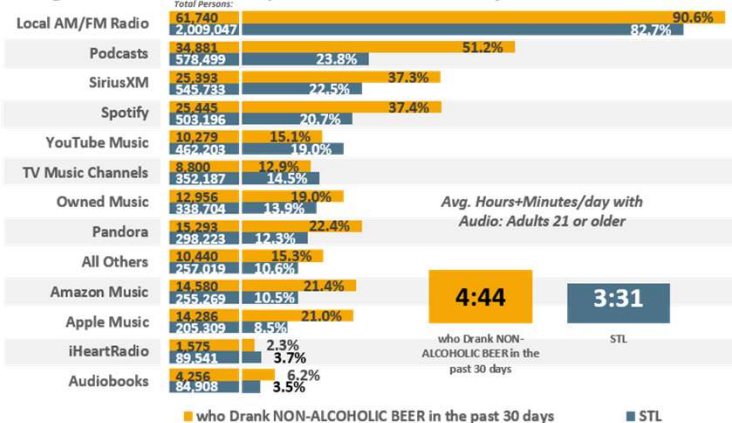
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



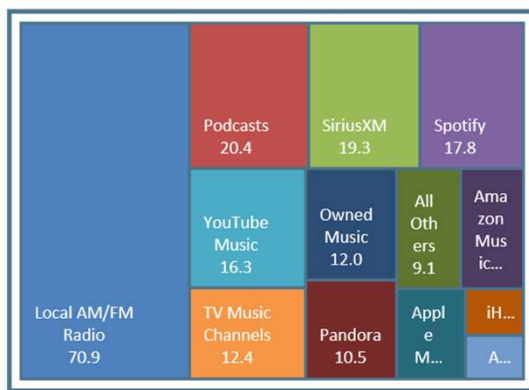
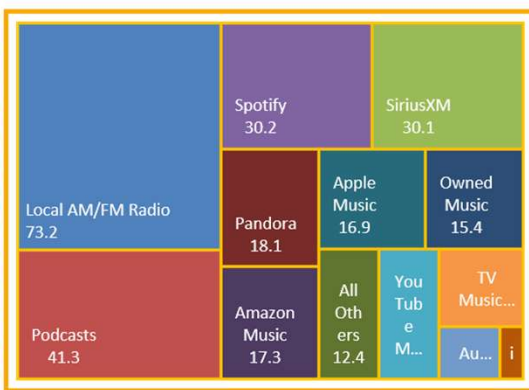


56,707 or 83.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

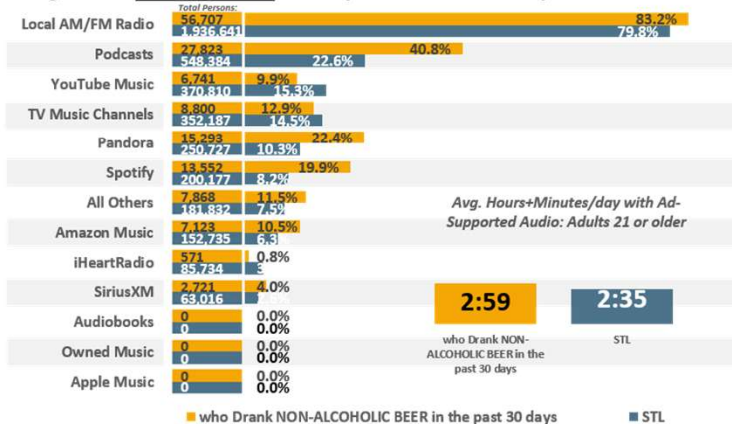
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



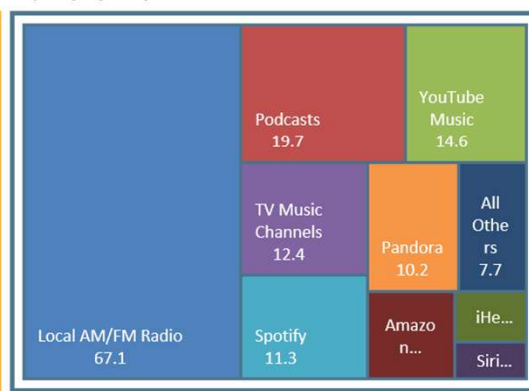
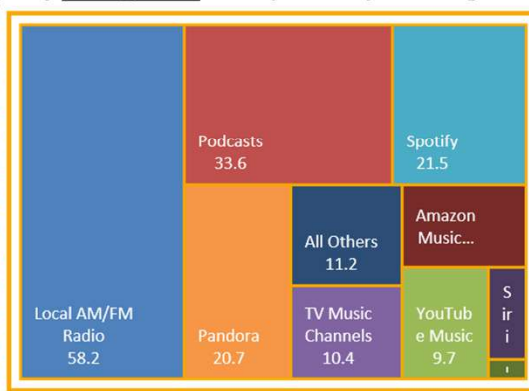
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



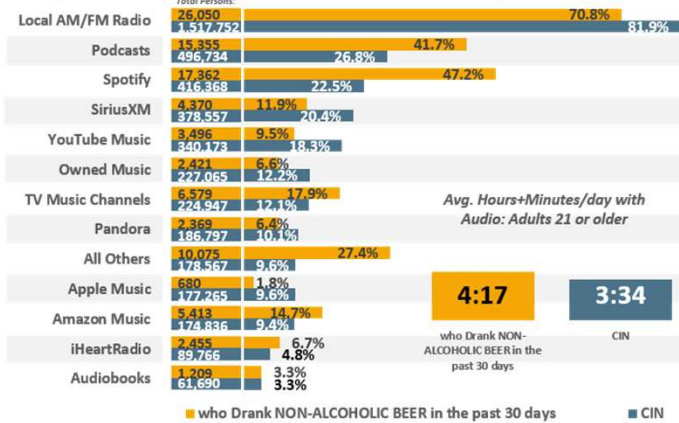
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



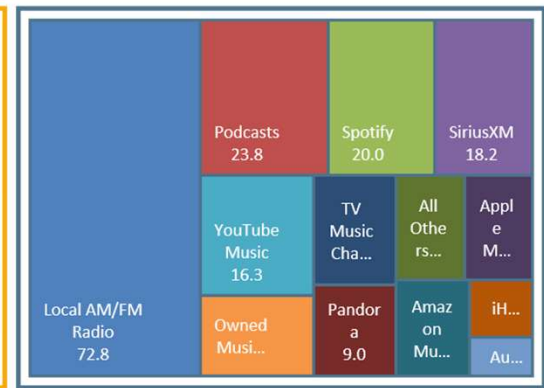
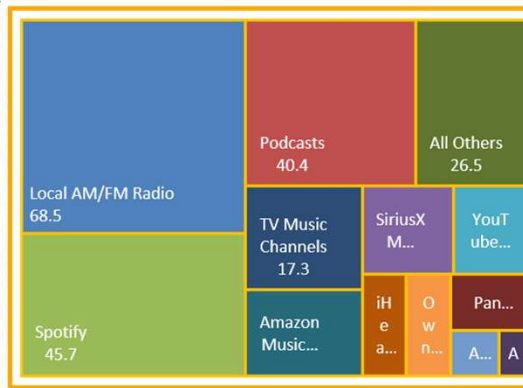


23,685 or 64.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

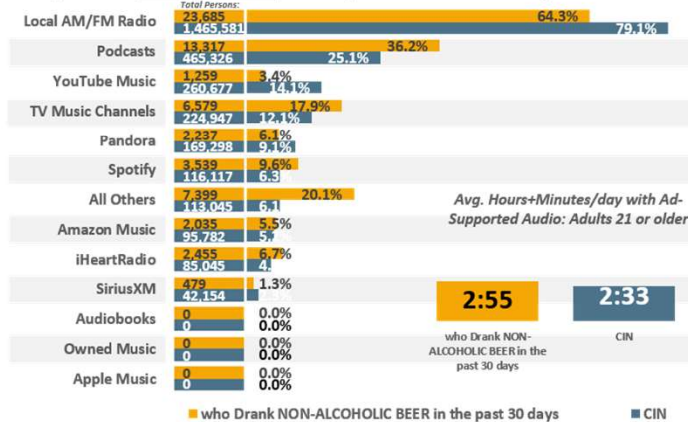
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



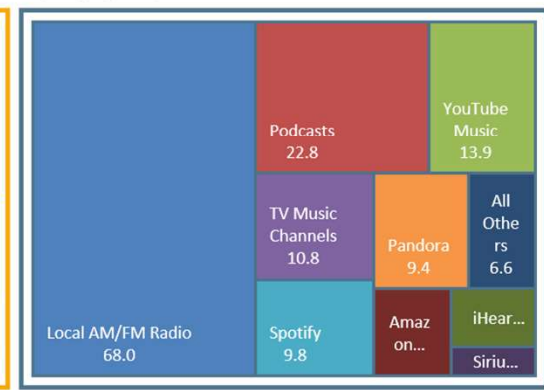
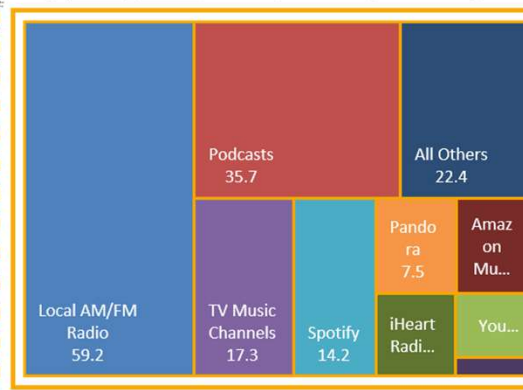
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



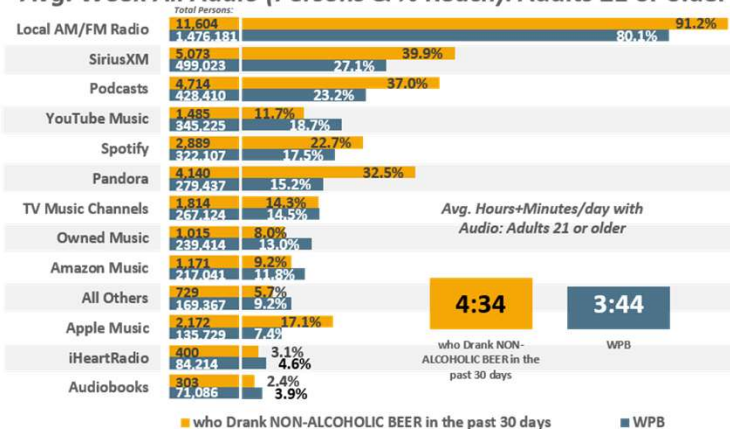
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



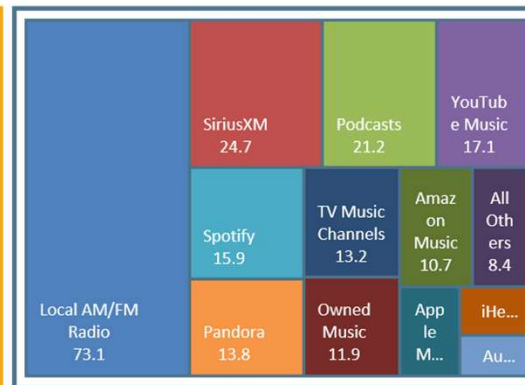
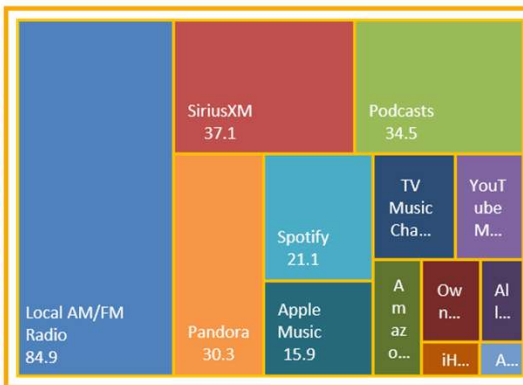


11,232 or 88.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

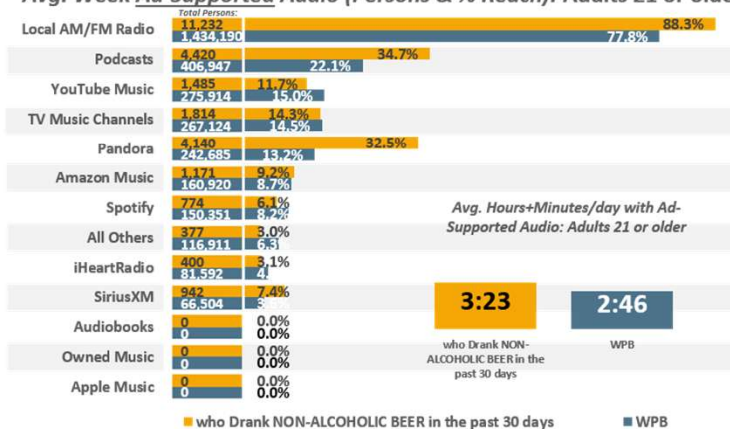
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



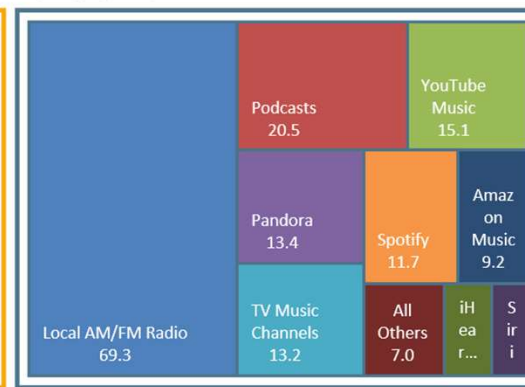
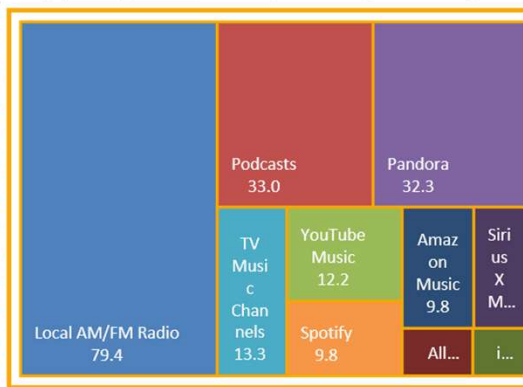
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

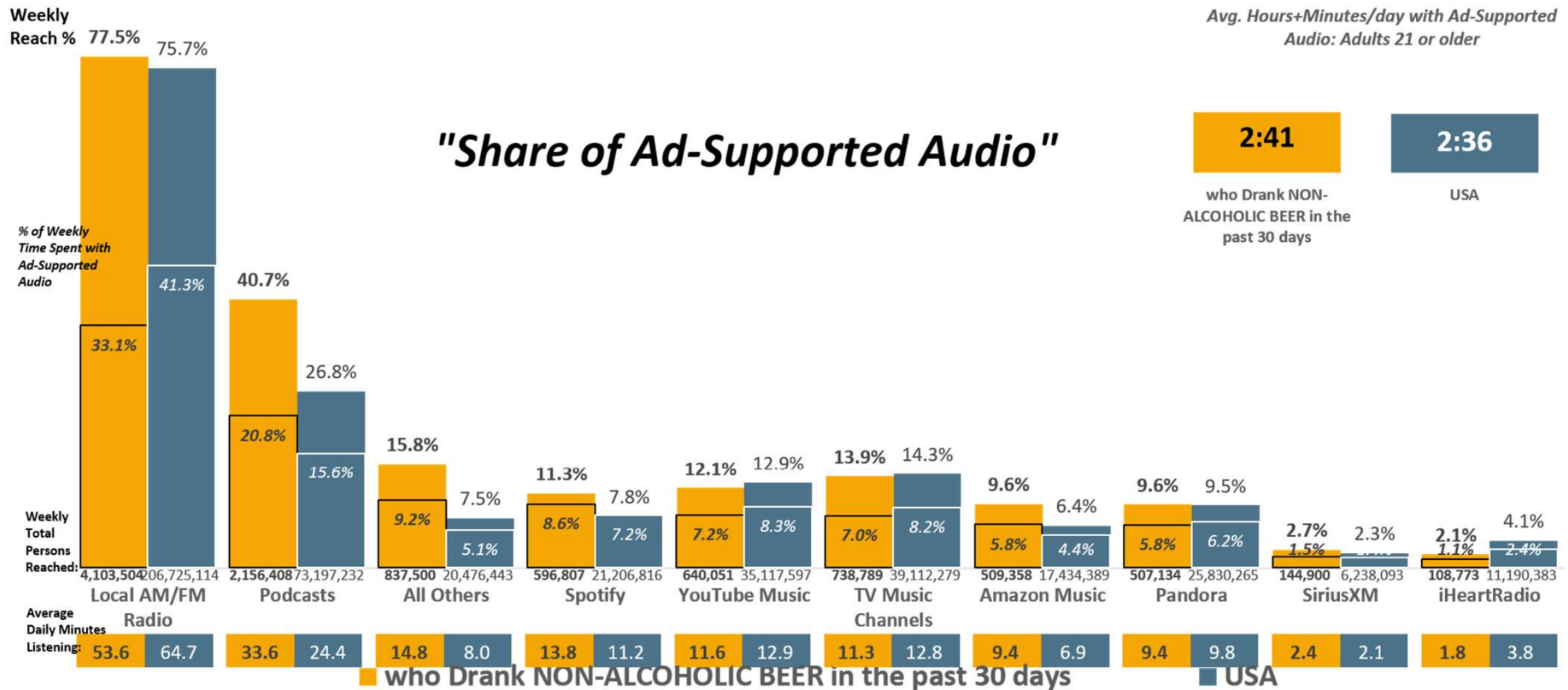


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



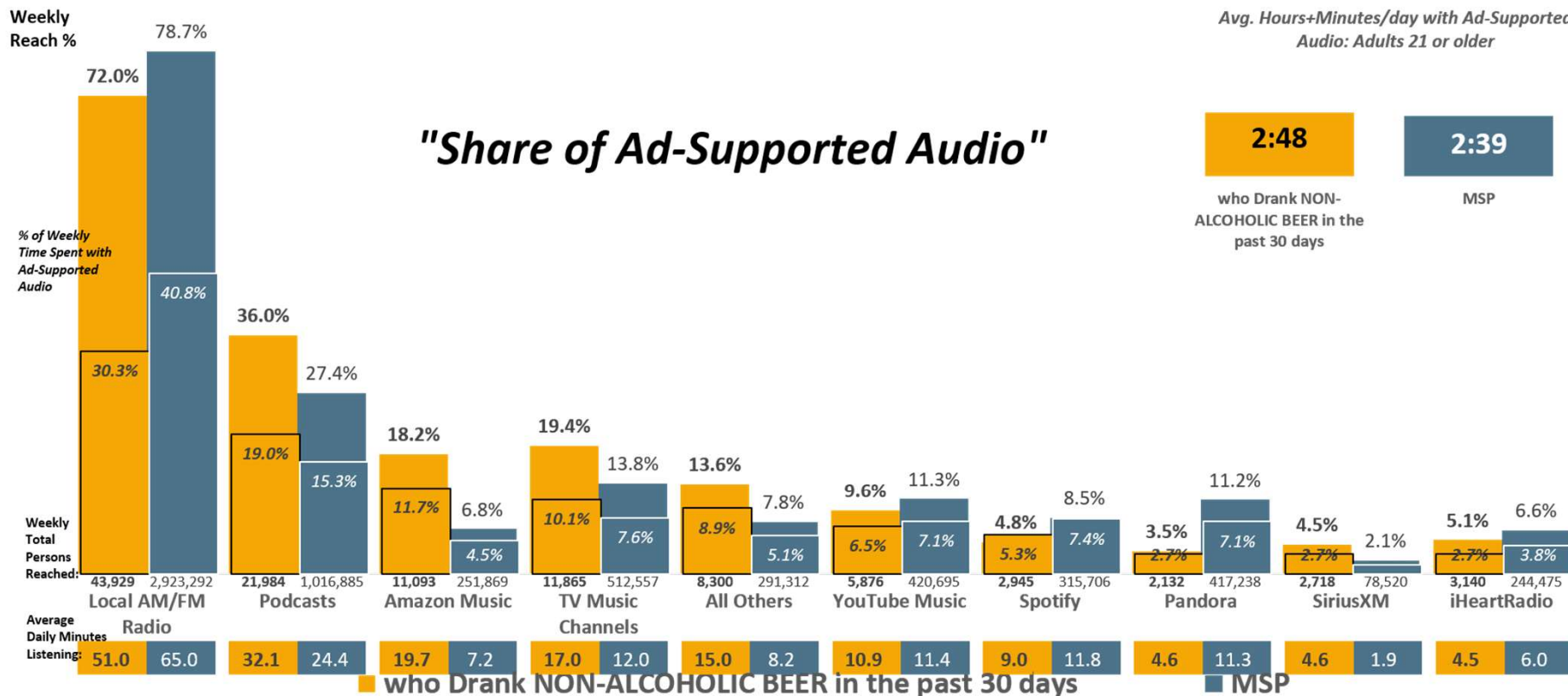


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.



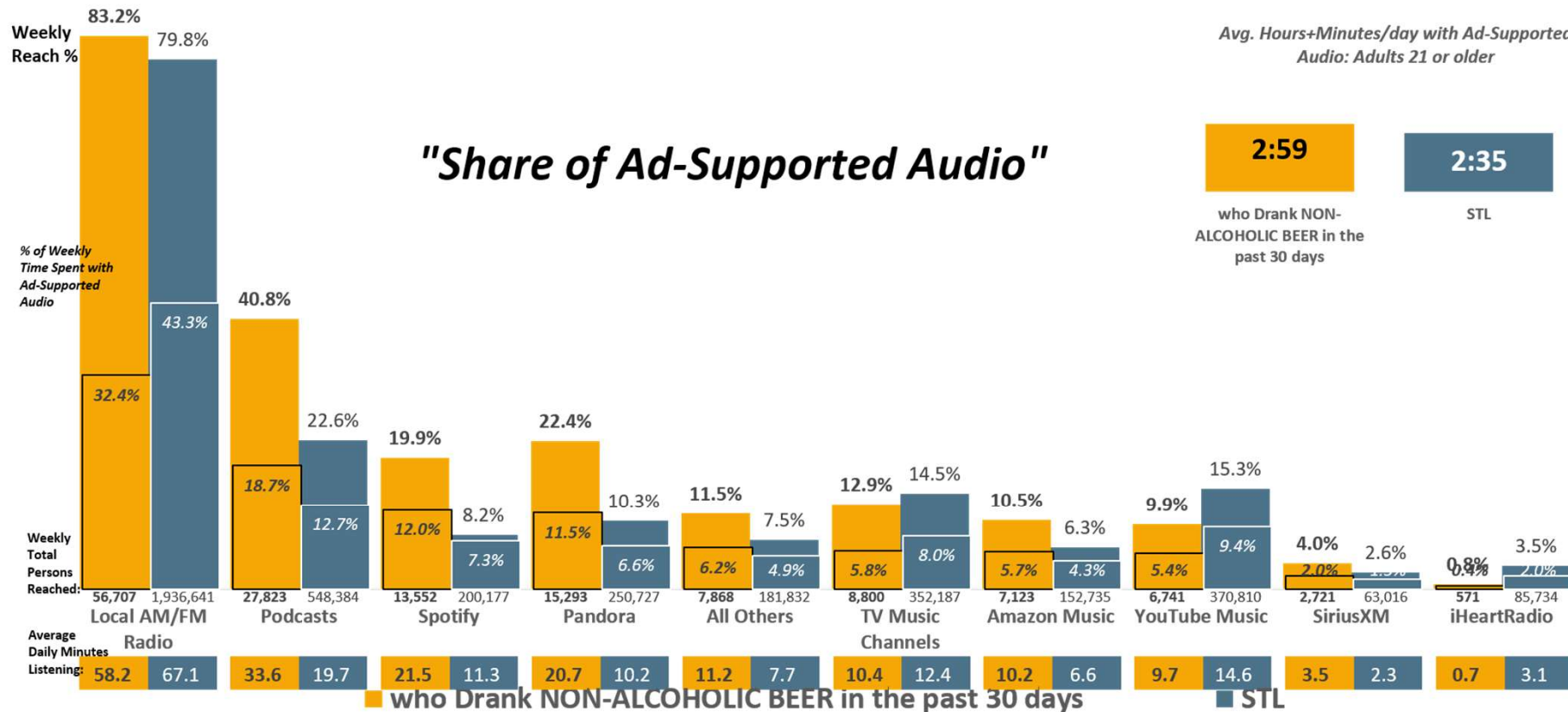


43,929 or 72.0% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51. minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.



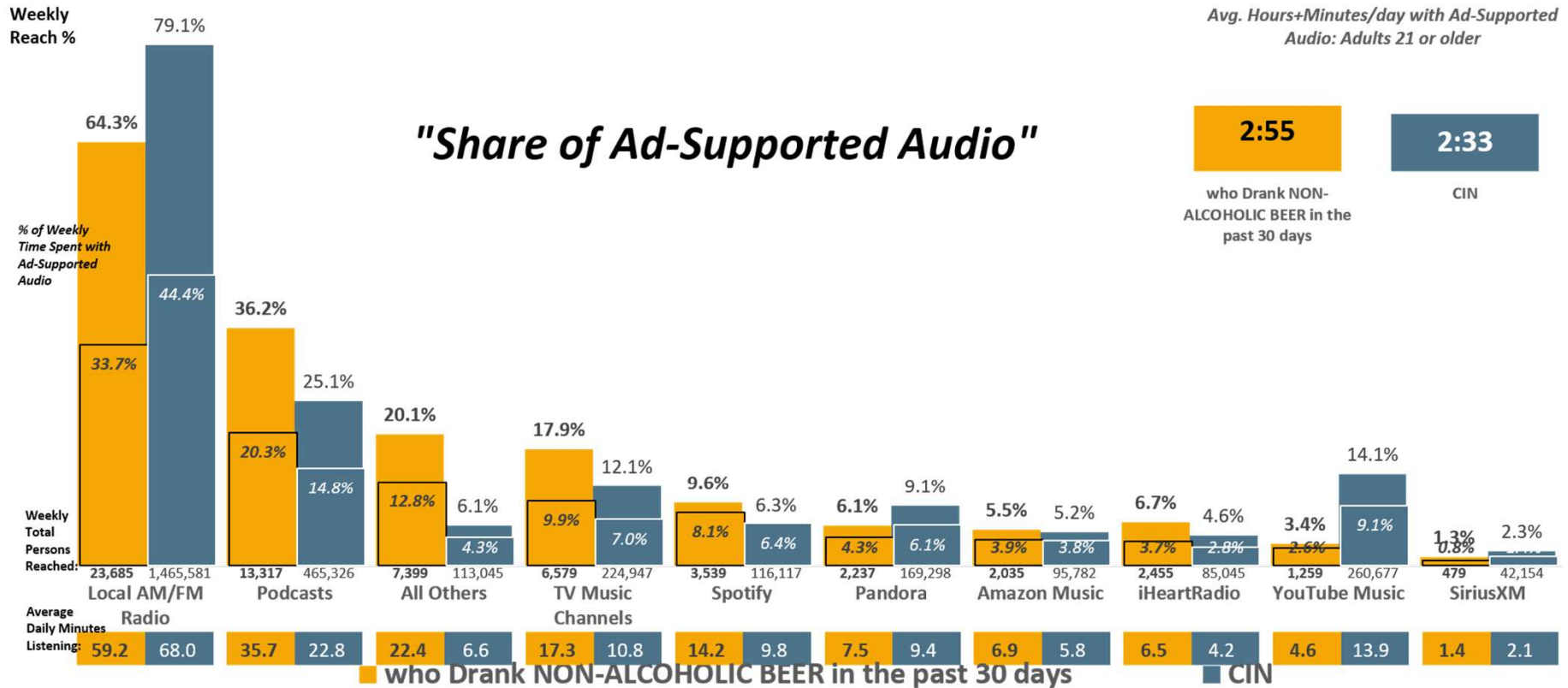


56,707 or 83.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



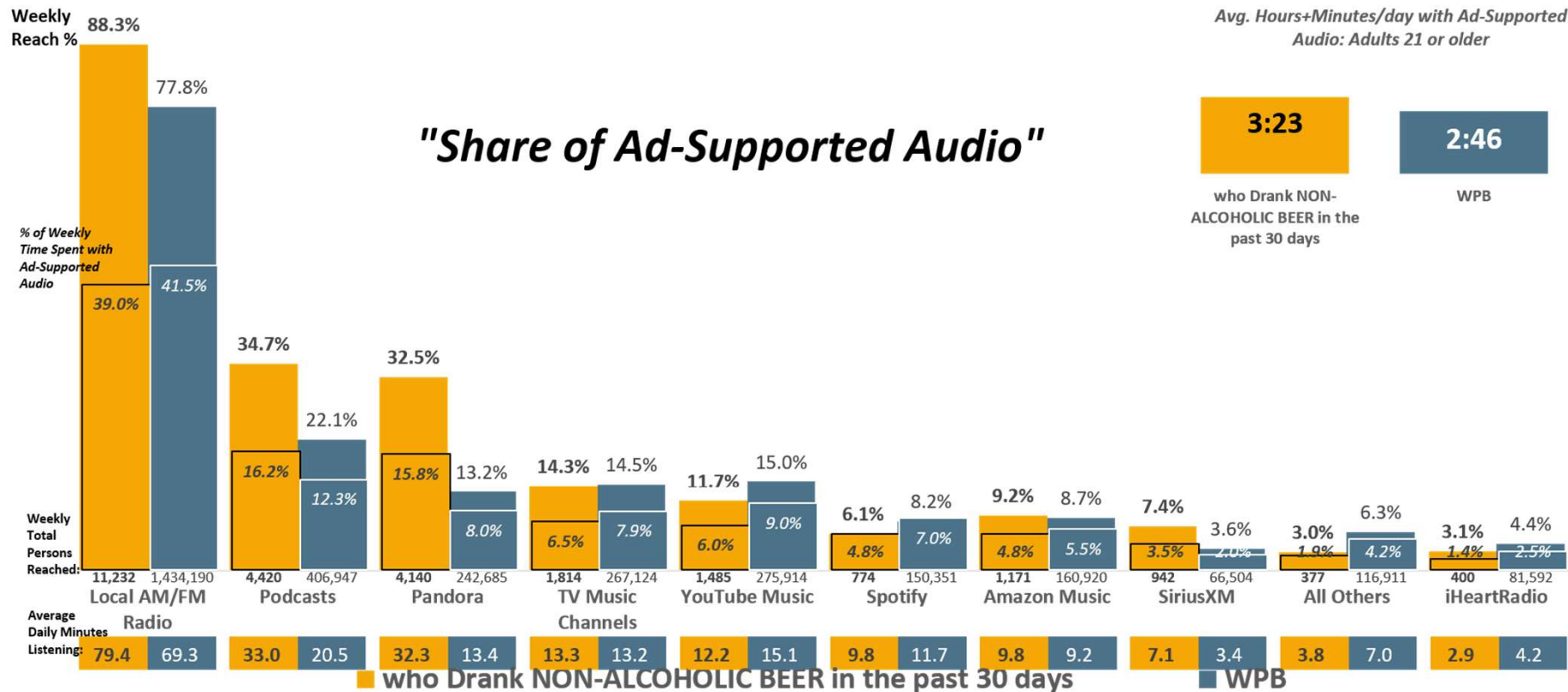


23,685 or 64.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.





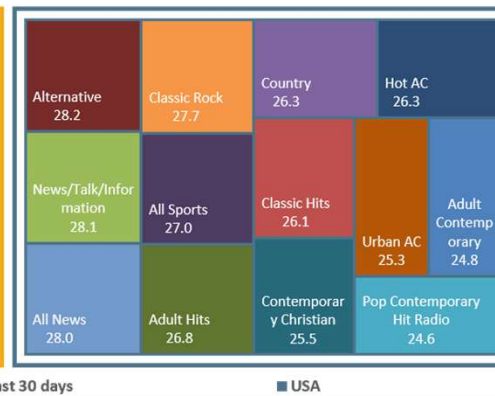
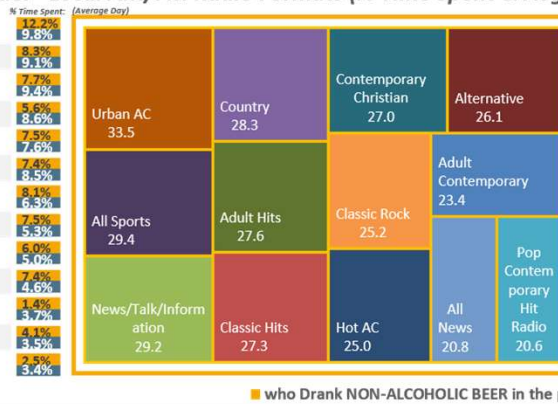
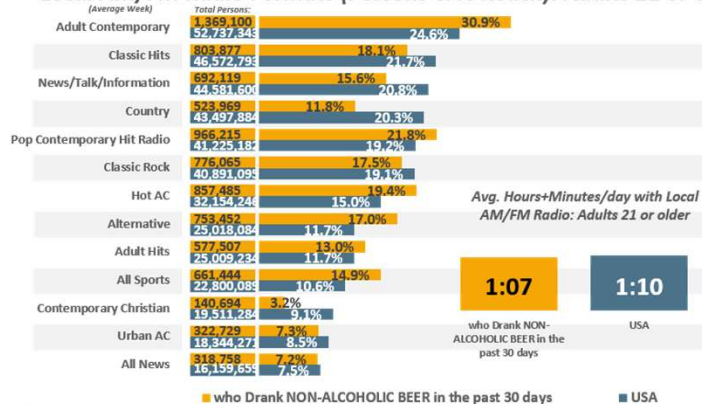
11,232 or 88.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



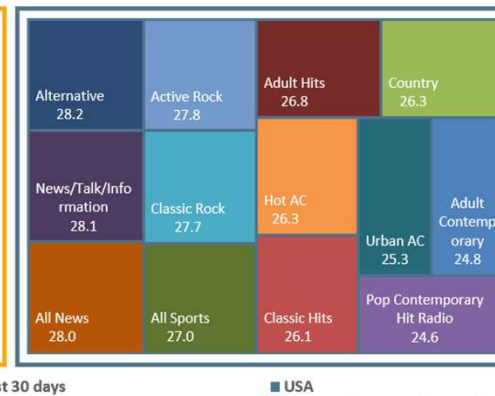
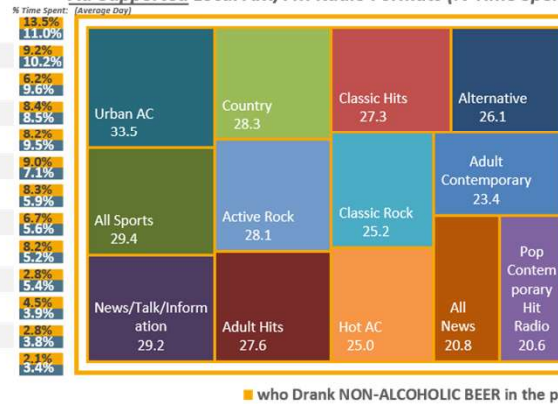
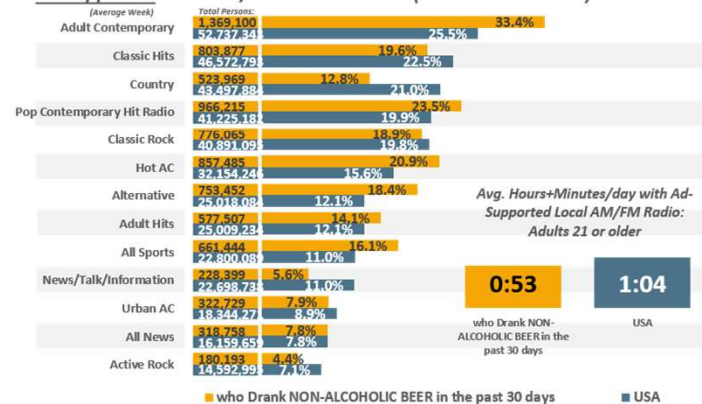


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Classic Rock.

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



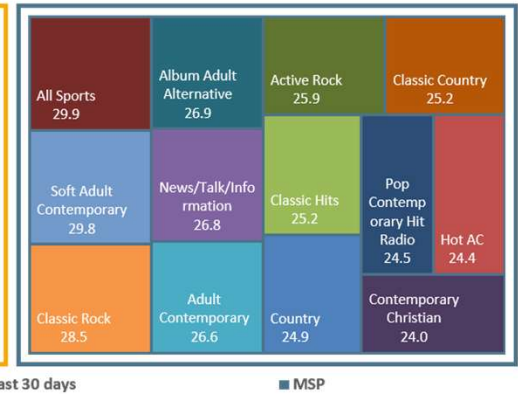
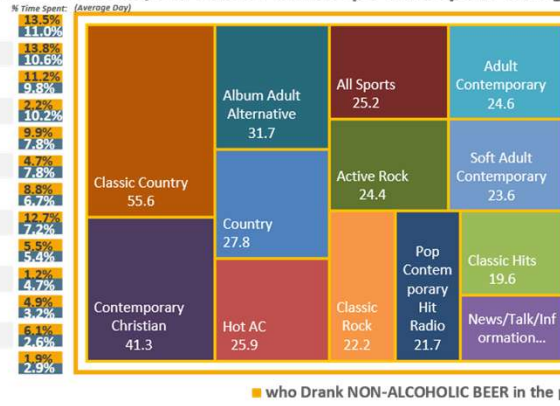
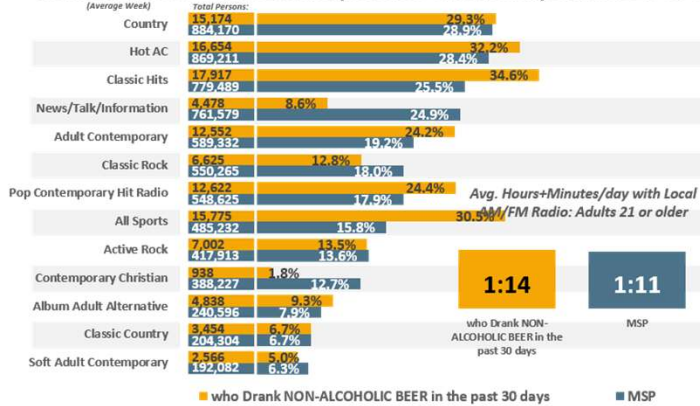
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



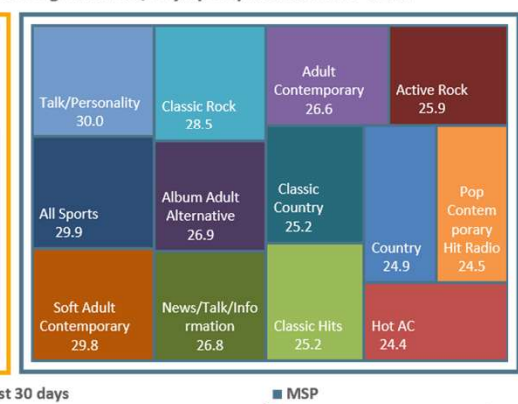
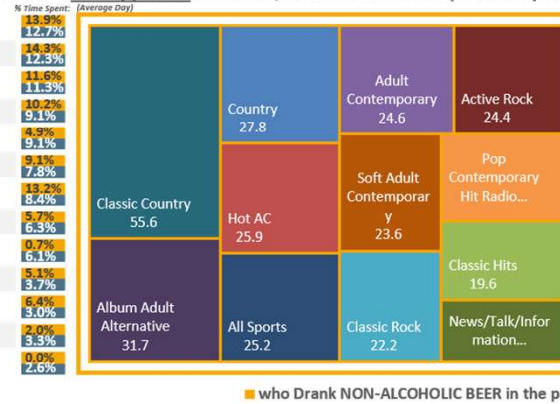
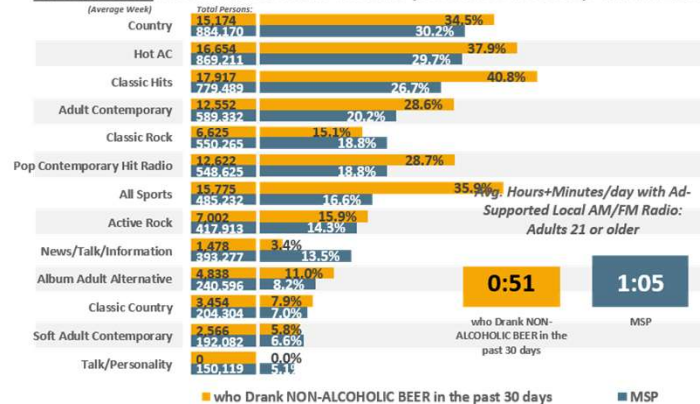


43,929 or 72.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, All Sports, Country, and Pop Contemporary Hit Radio.

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



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



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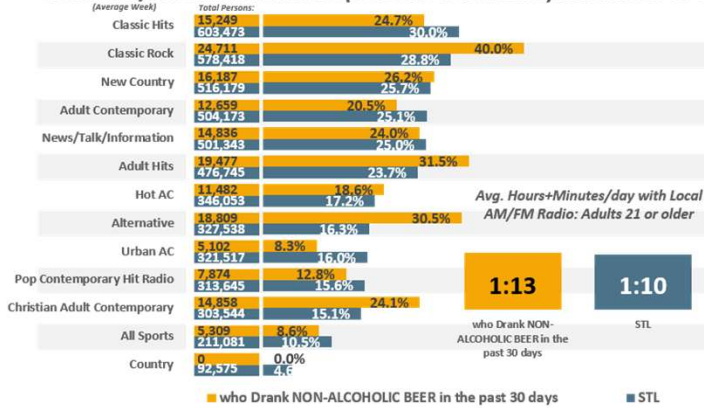
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

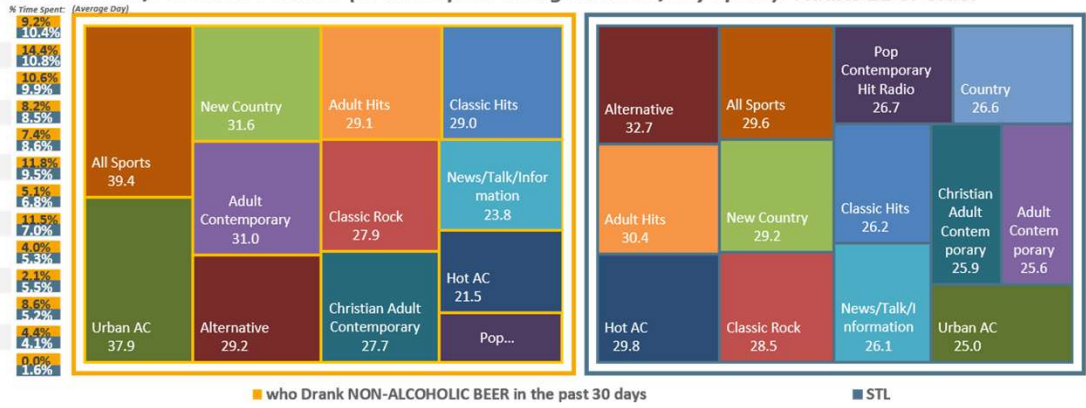


56,707 or 83.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Alternative, New Country, and Classic Hits.

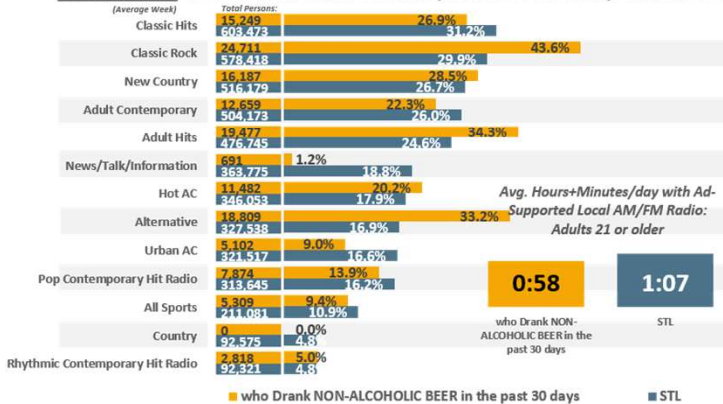
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



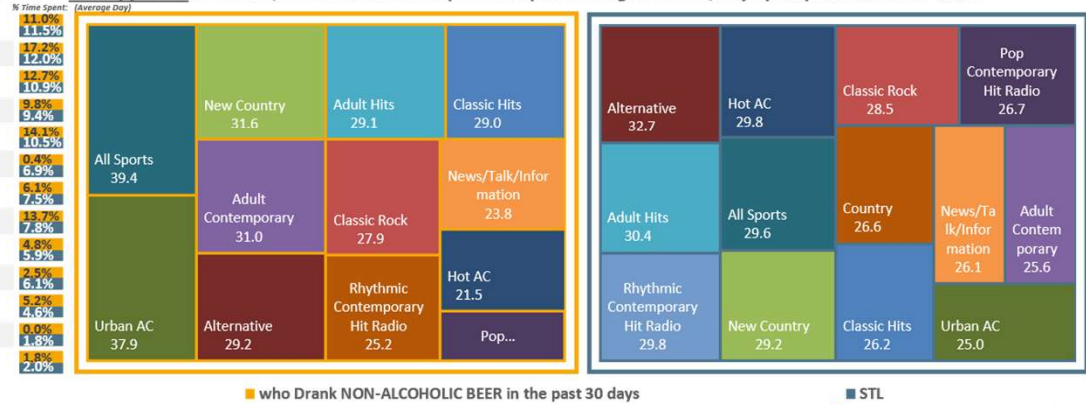
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



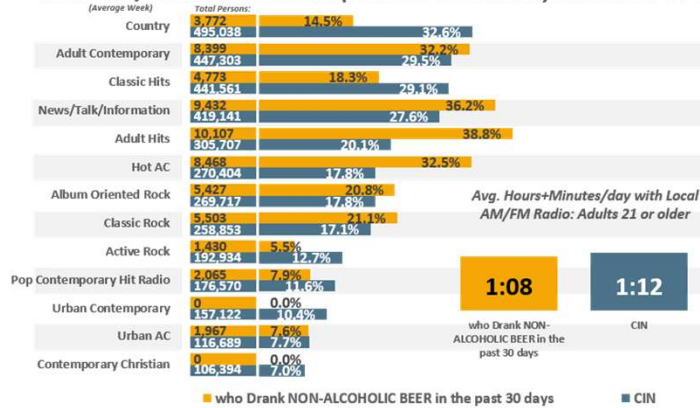
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



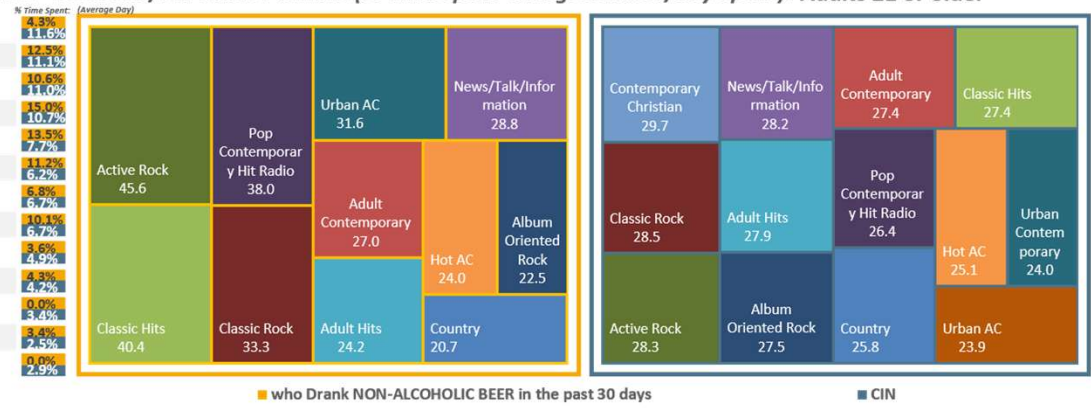


23,685 or 64.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Adult Contemporary, Classic Rock, and Album Oriented Rock.

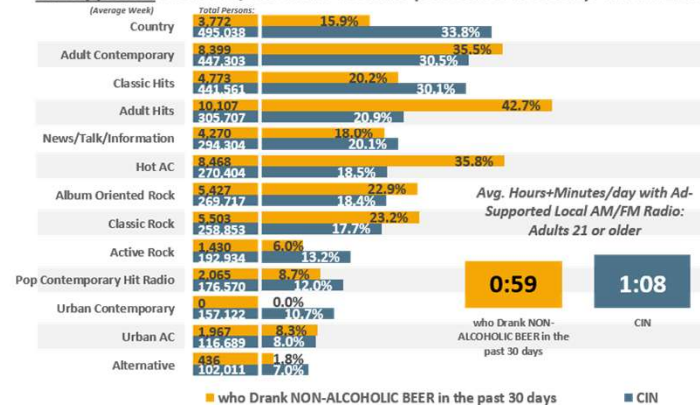
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



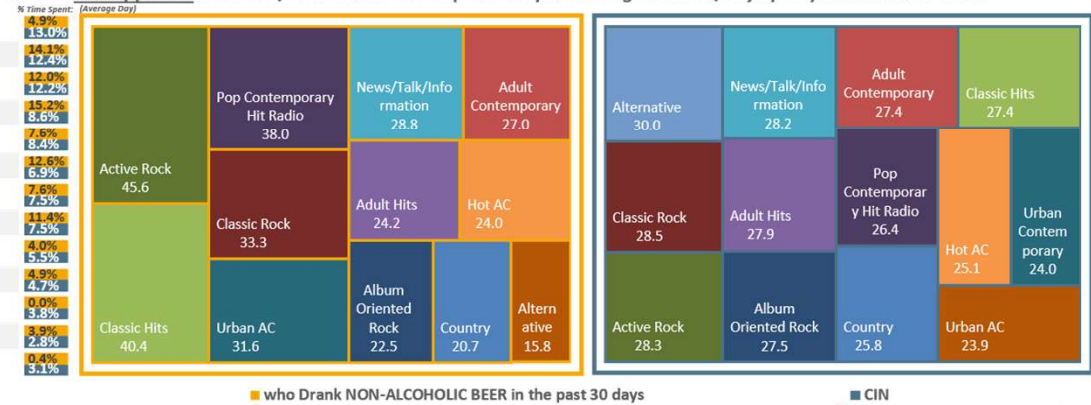
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



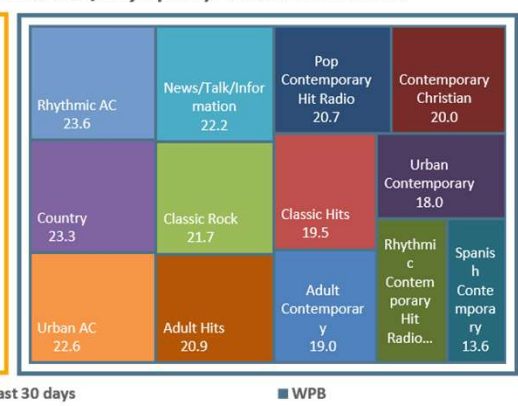
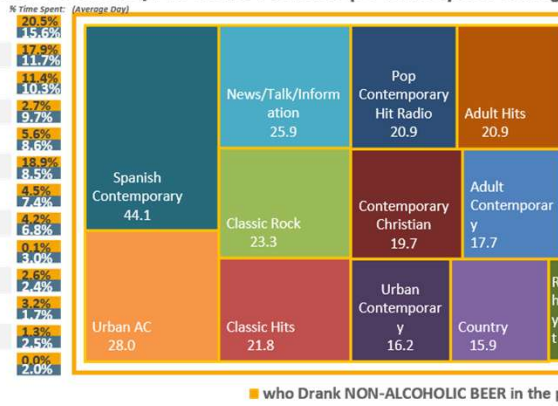
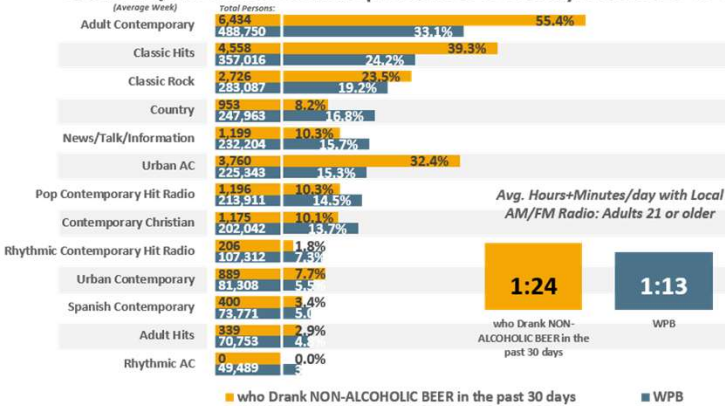
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



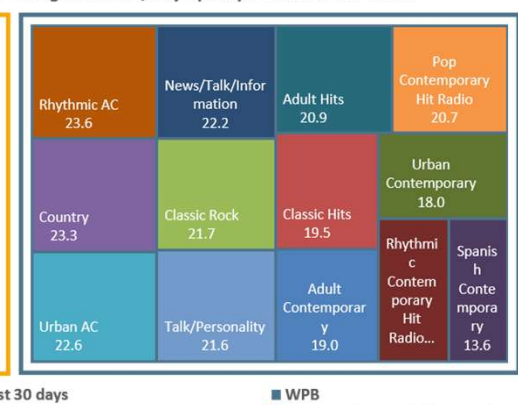
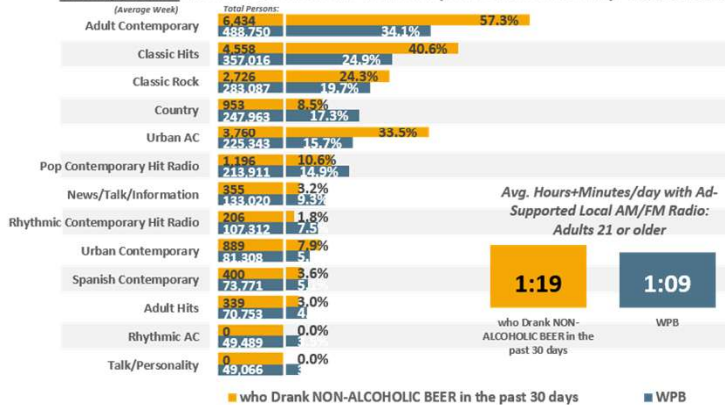


11,232 or 88.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Pop Contemporary Hit Radio.

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



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



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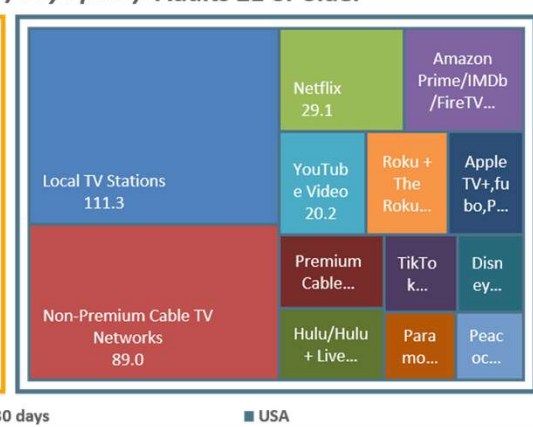
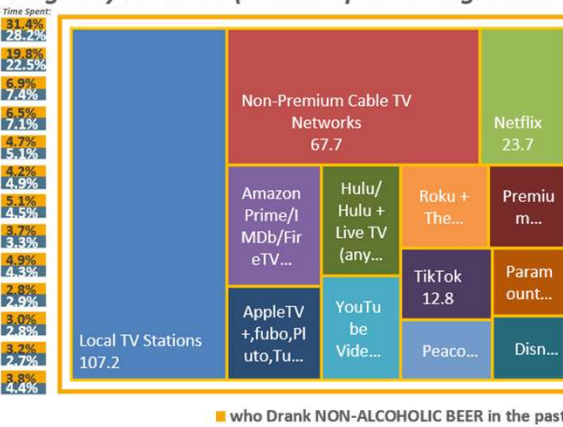
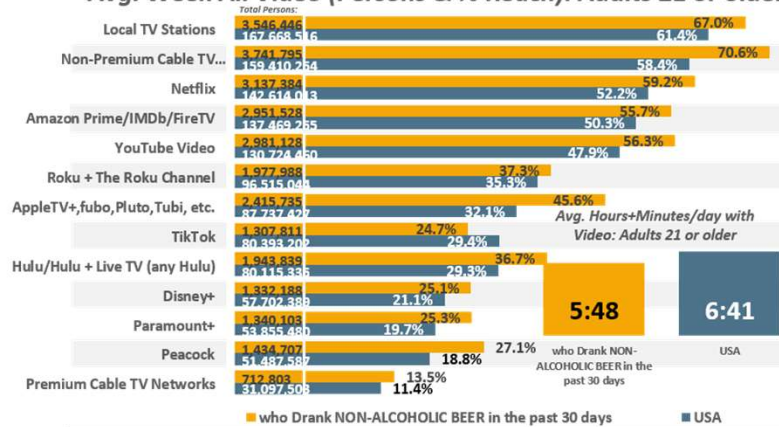
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

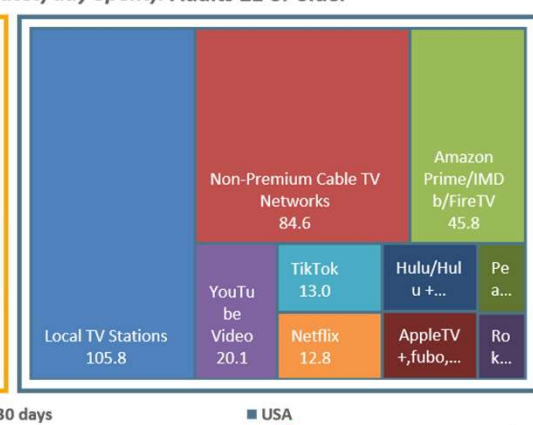
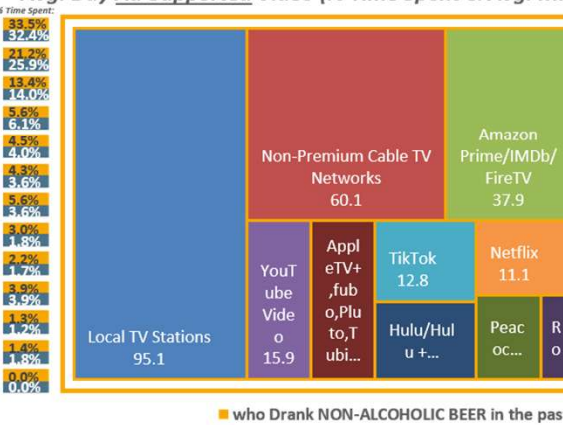
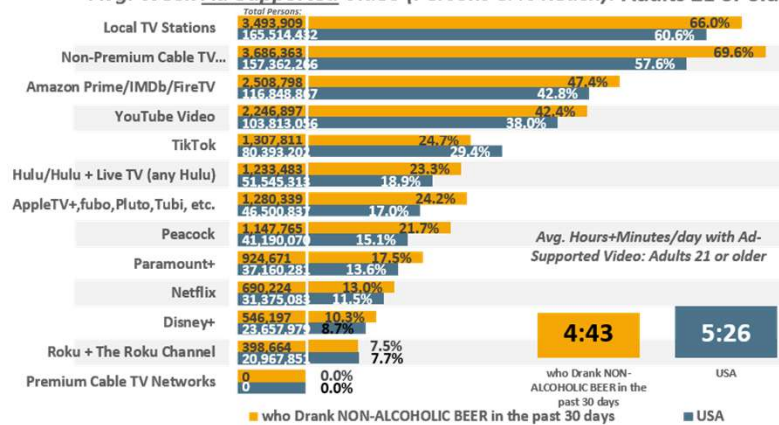
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

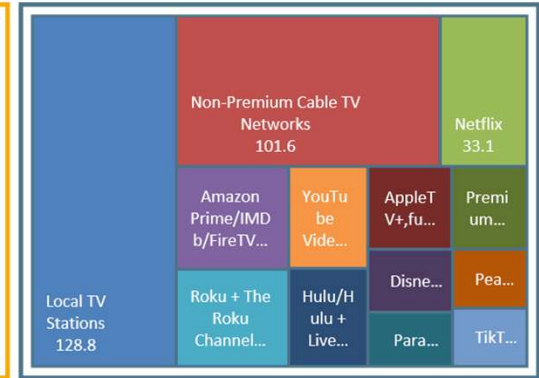
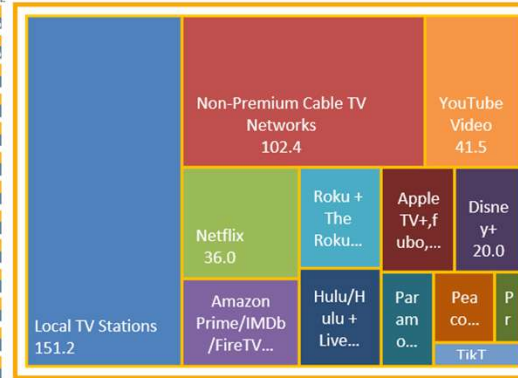
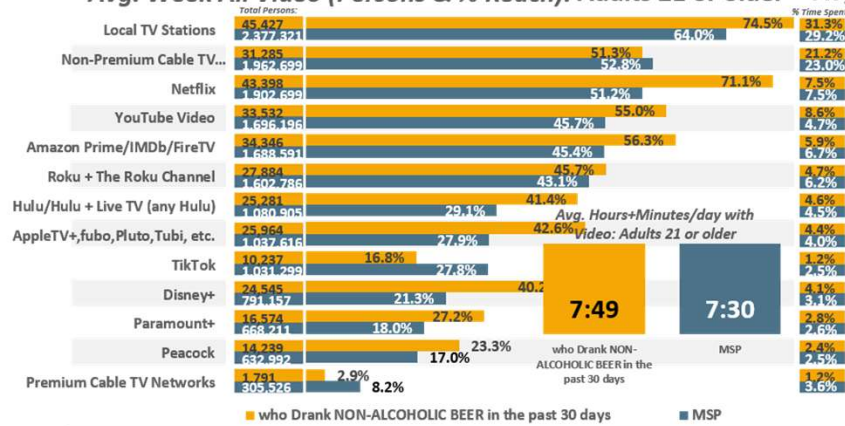




43,618 or 71.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 130.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

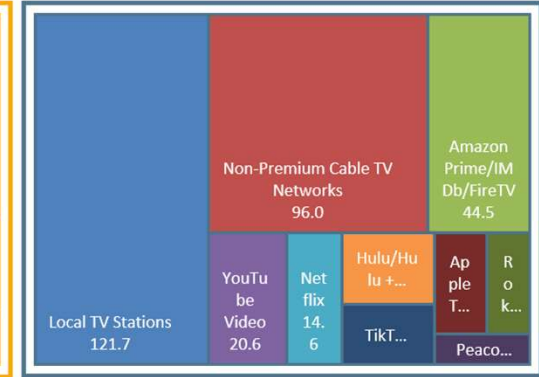
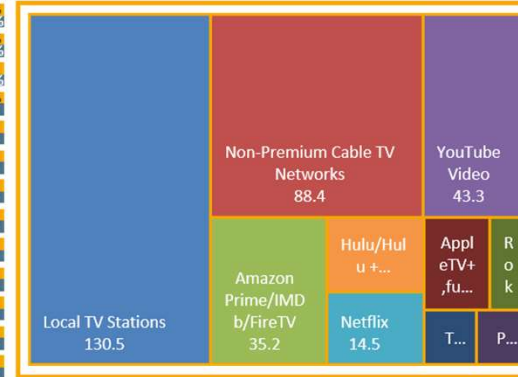
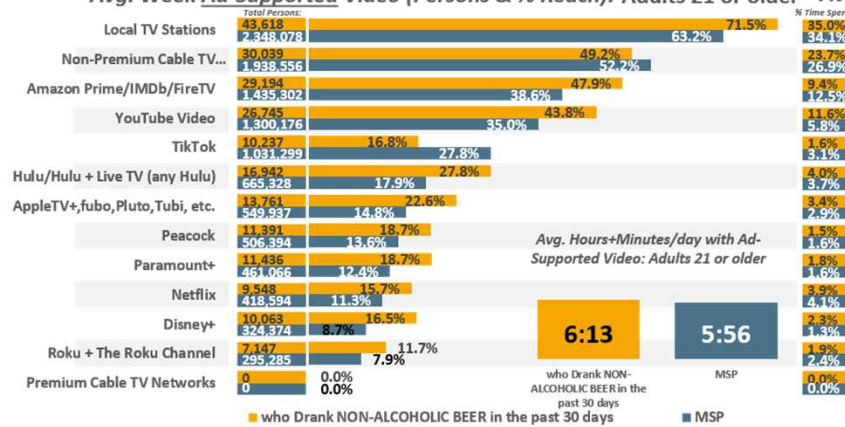
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35
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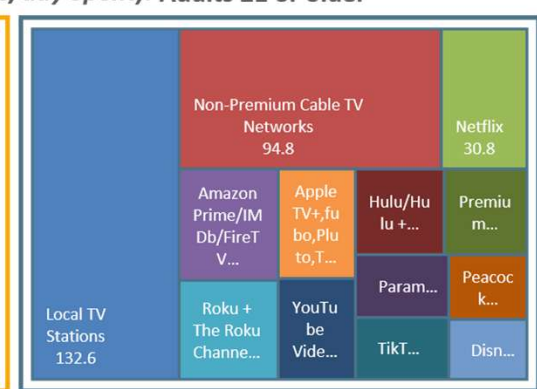
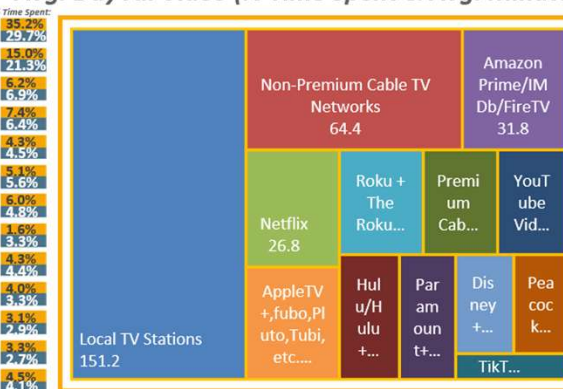
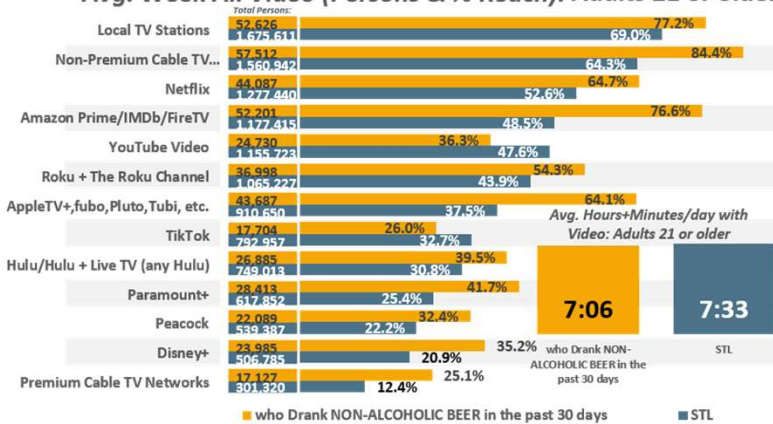
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



51,899 or 76.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 122. minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

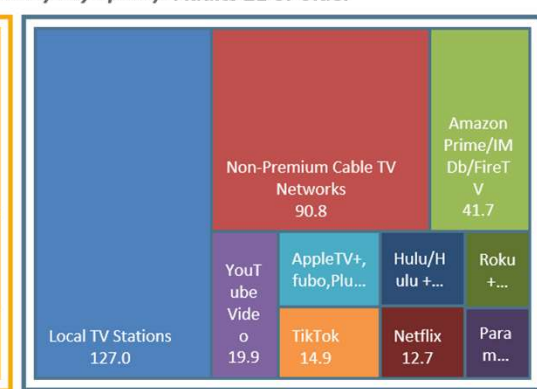
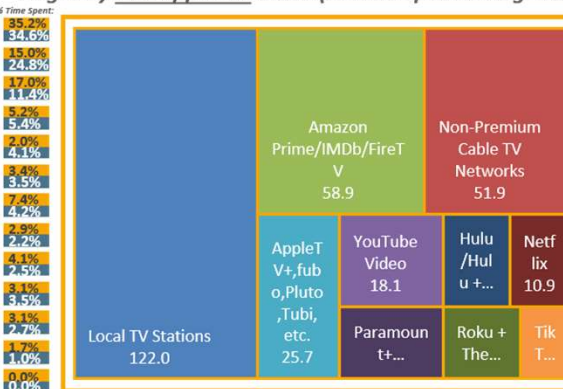
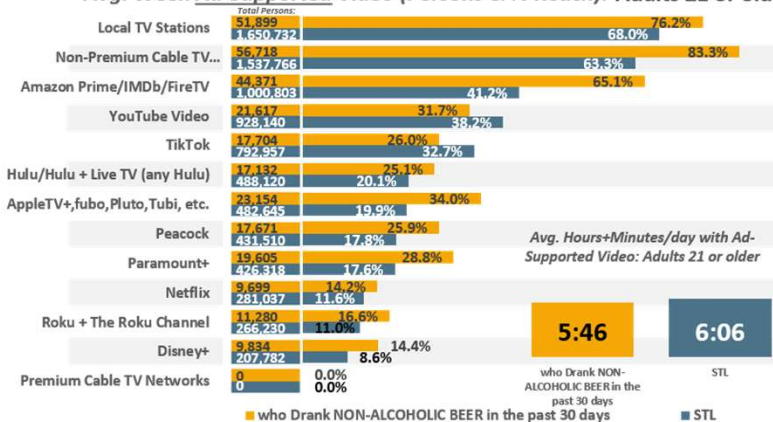
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

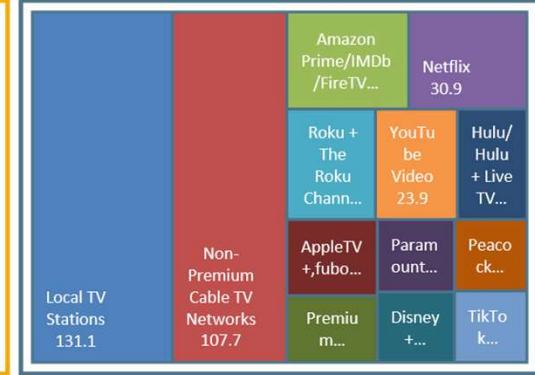
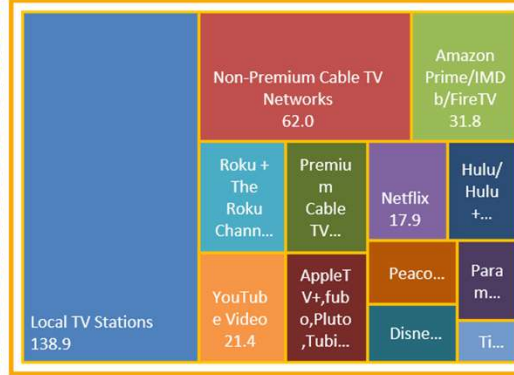
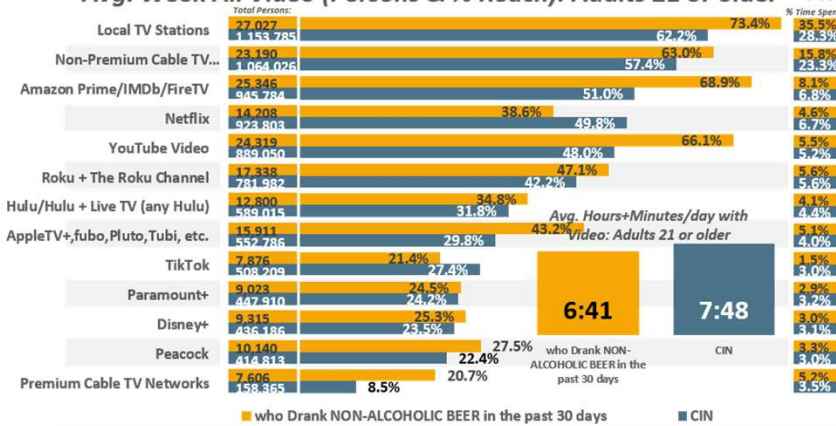




26,956 or 73.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 134.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Video.

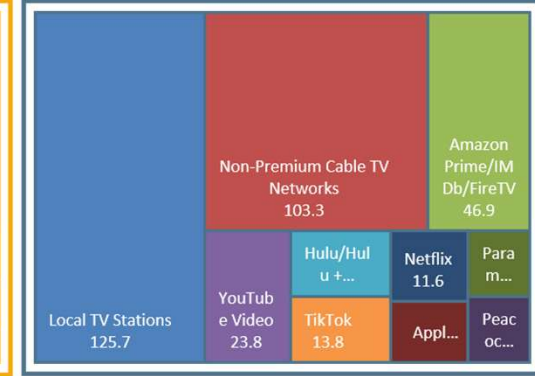
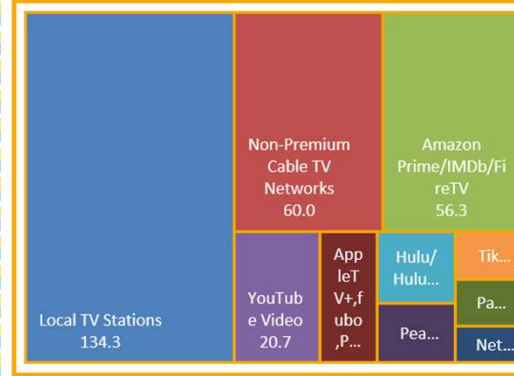
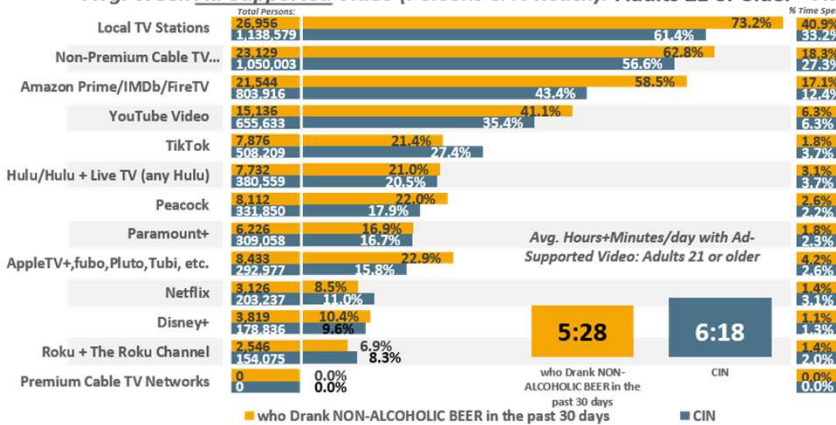
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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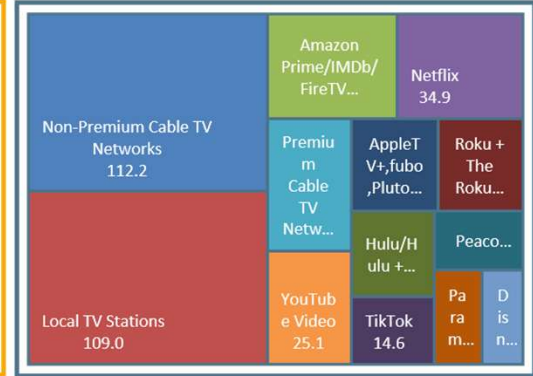
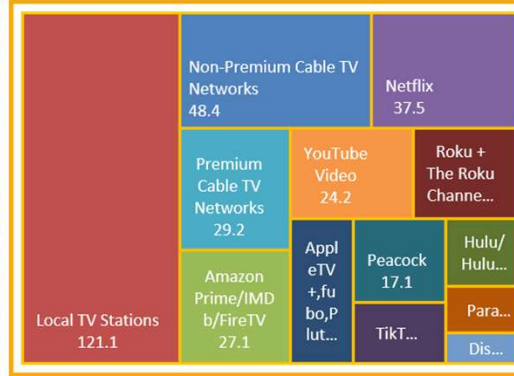
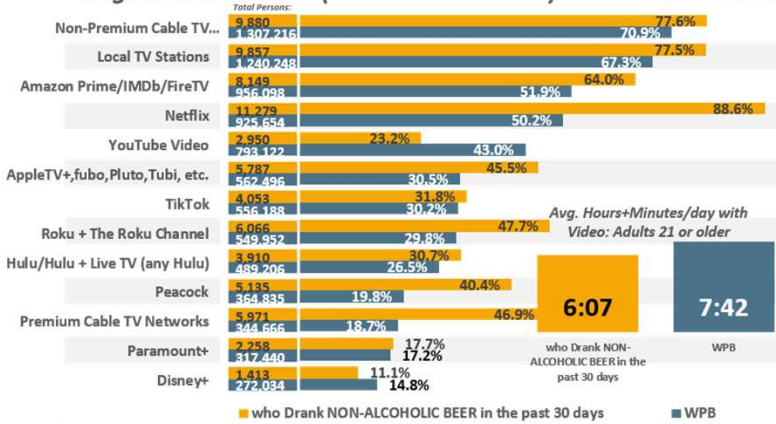
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



9,551 or 75.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Video.

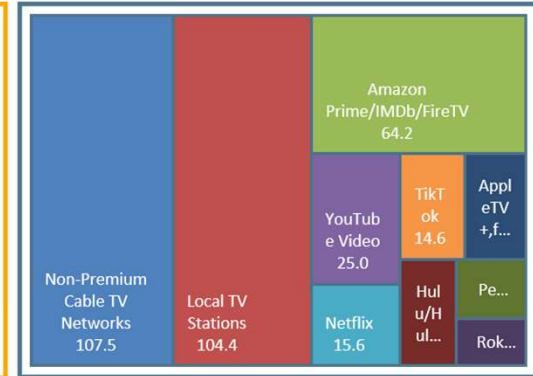
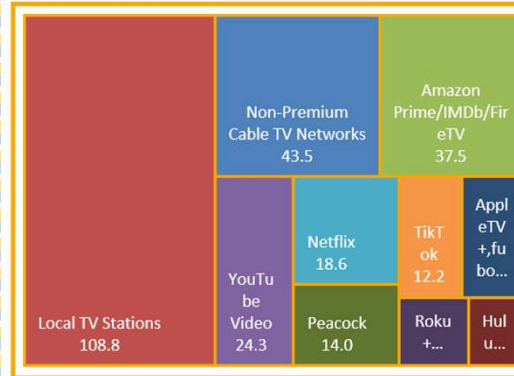
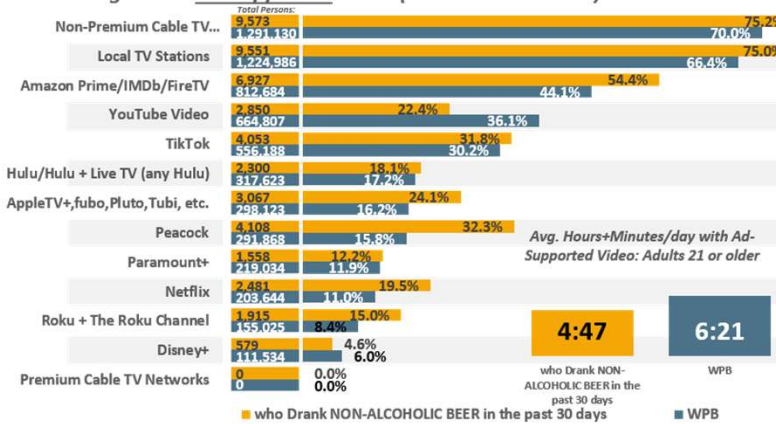
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab
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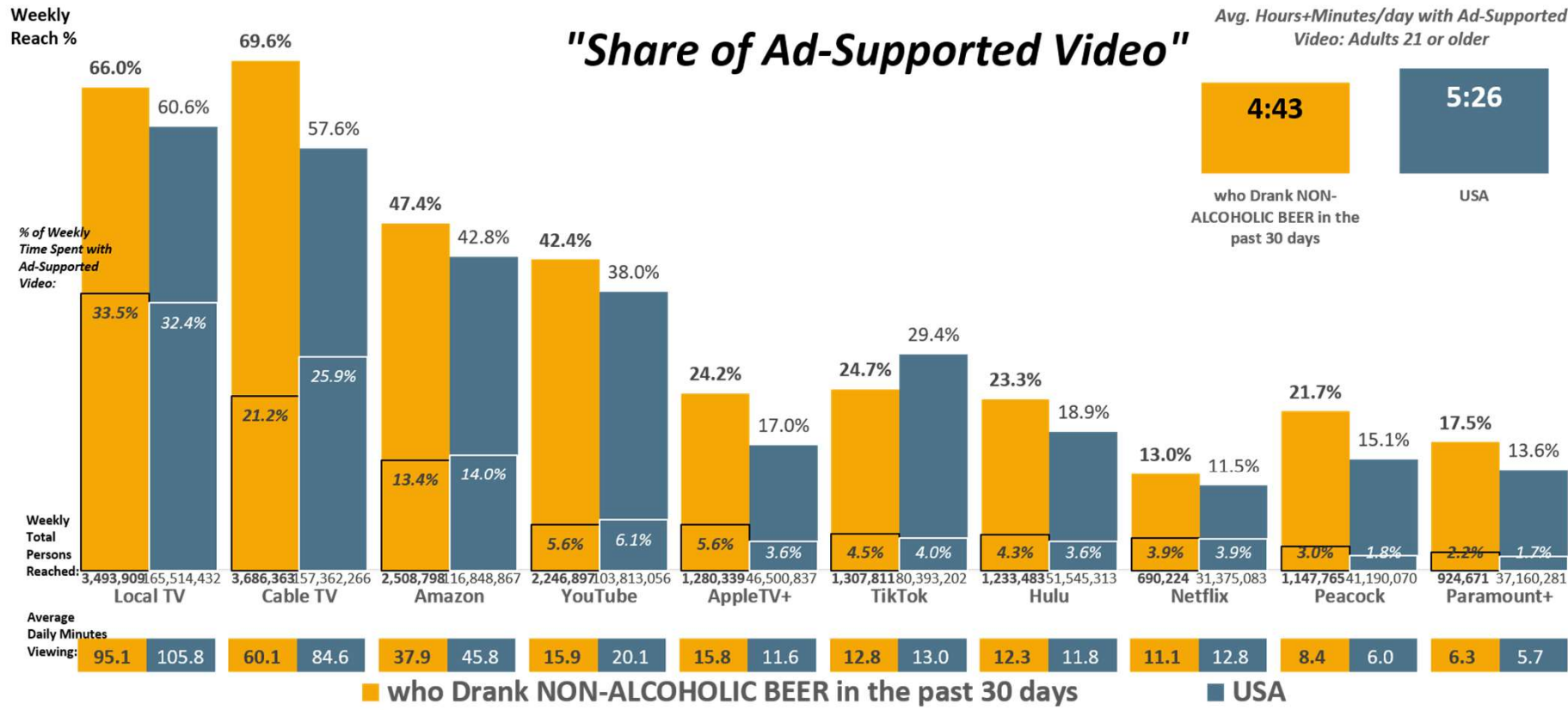
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

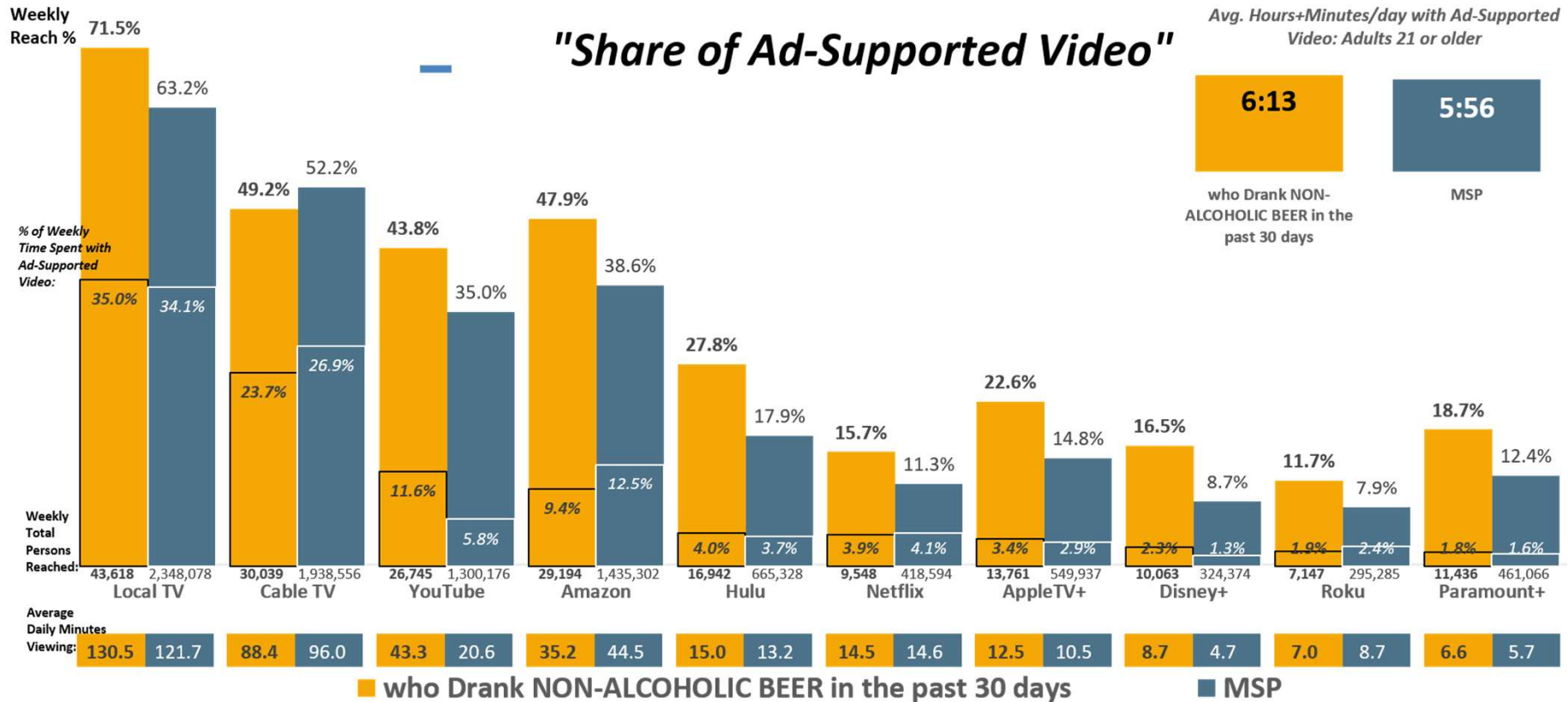


[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



43,618 or 71.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 130.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

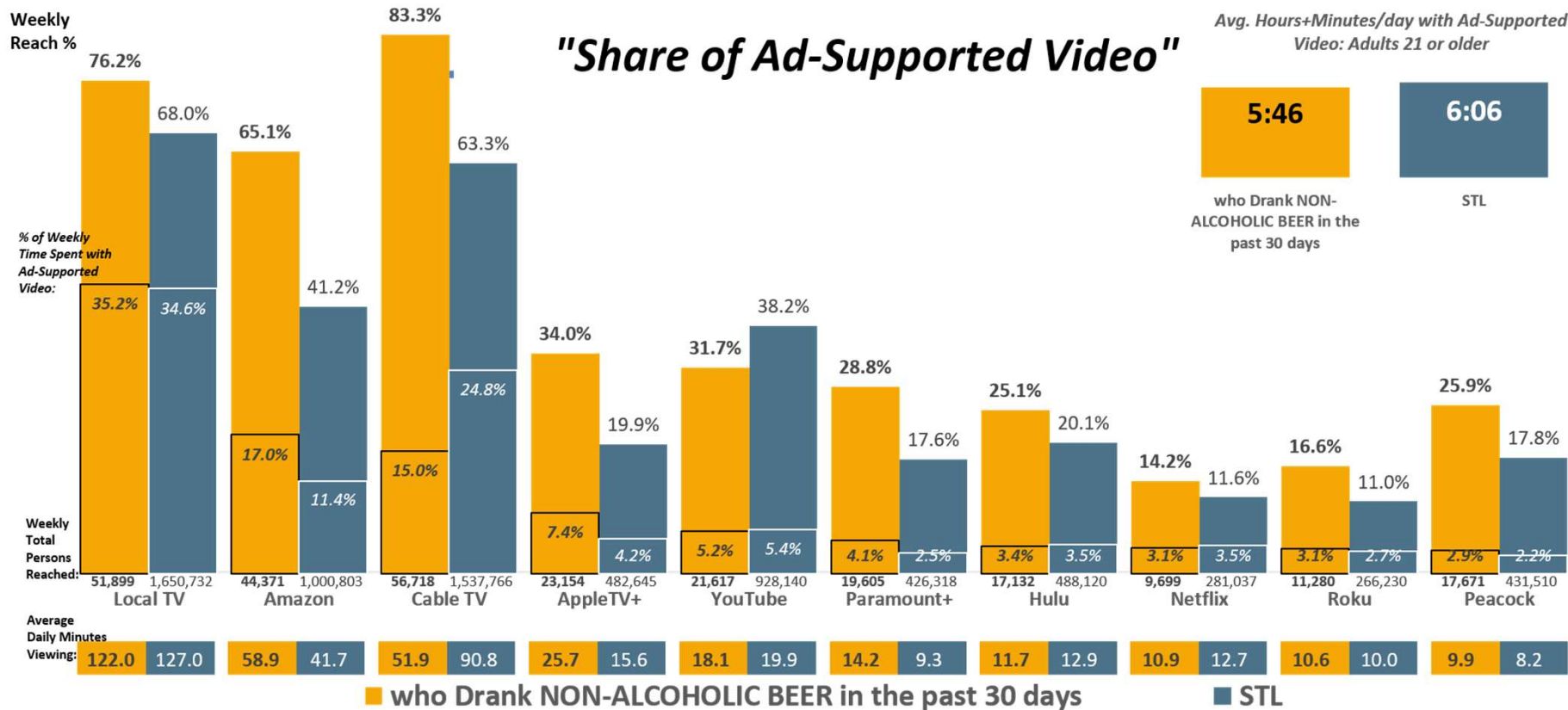
"Share of Ad-Supported Video"





51,899 or 76.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 122. minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

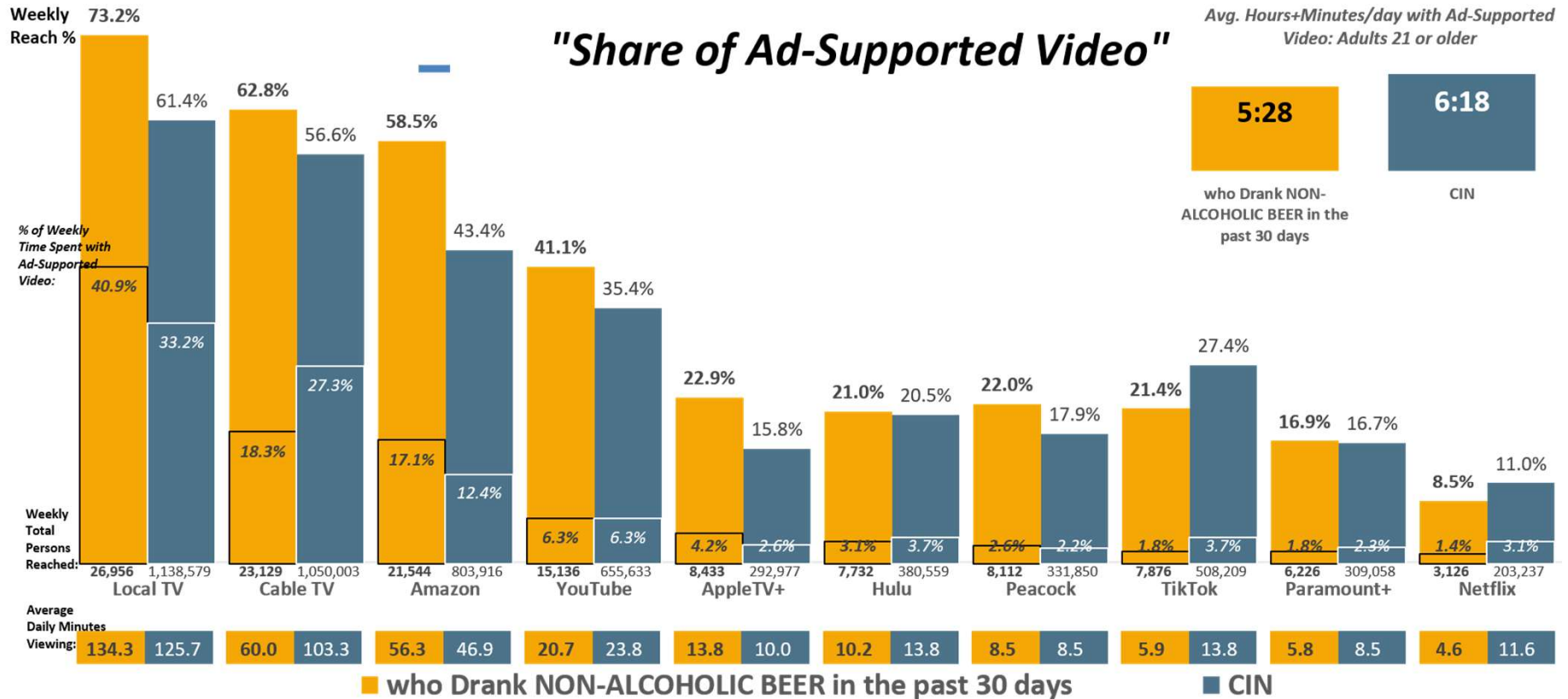
"Share of Ad-Supported Video"





26,956 or 73.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 134.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Video.

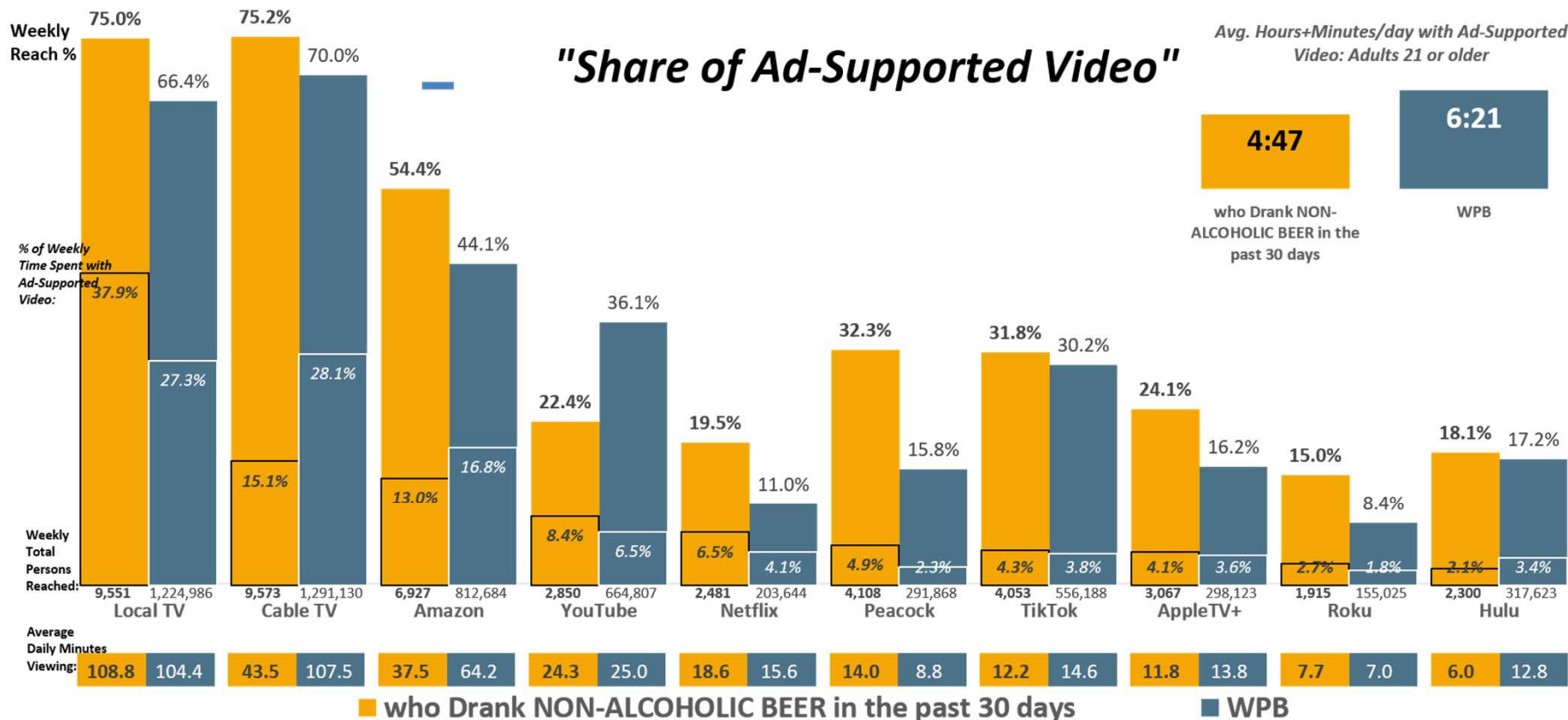
"Share of Ad-Supported Video"





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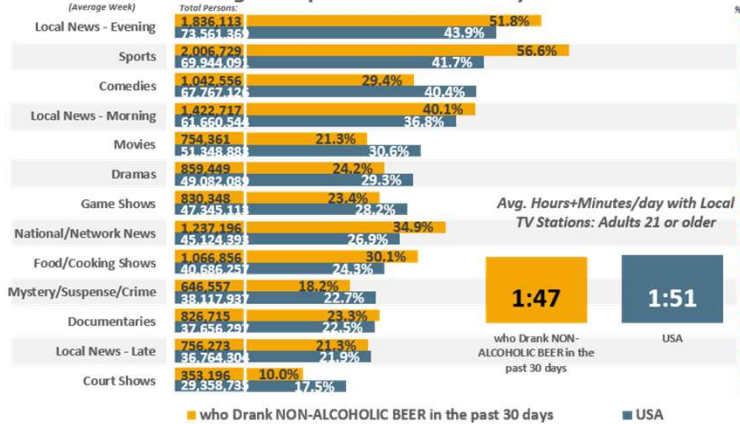
"Share of Ad-Supported Video"



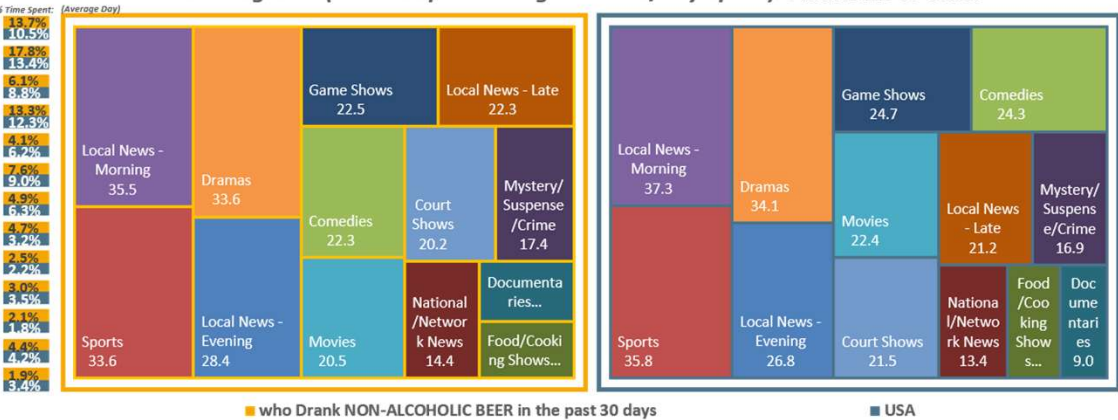


3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Dramas.

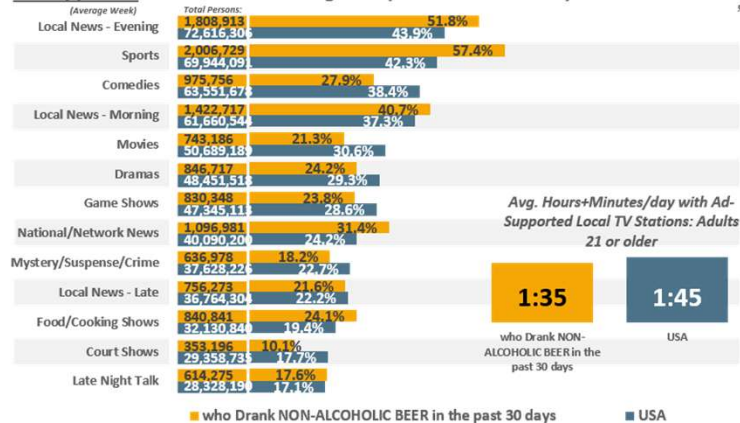
Local TV Station Programs (Persons & % Reach): Adults 21 or older



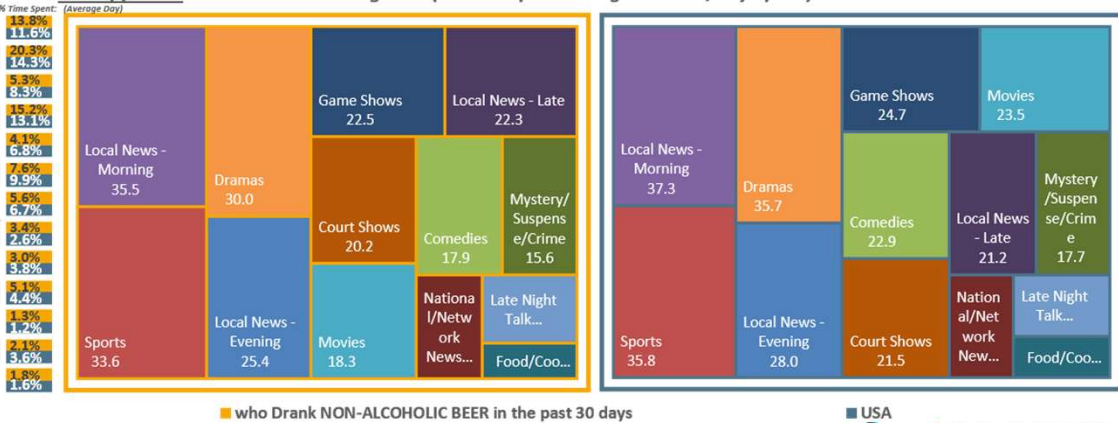
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



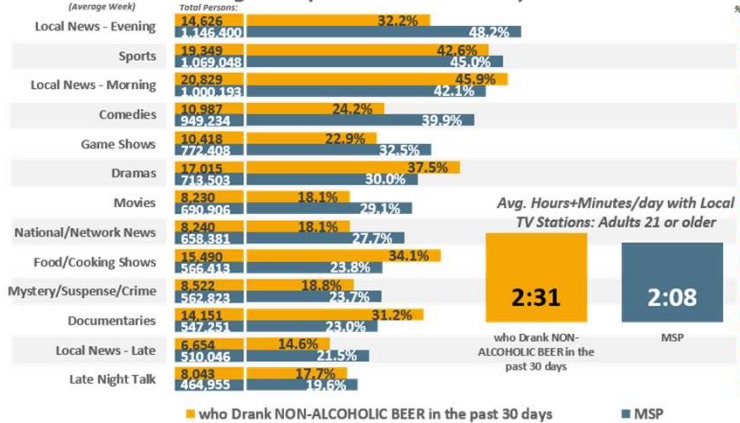
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





43,618 or 71.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Dramas, Local News - Evening, Food/Cooking Shows, and Game Shows.

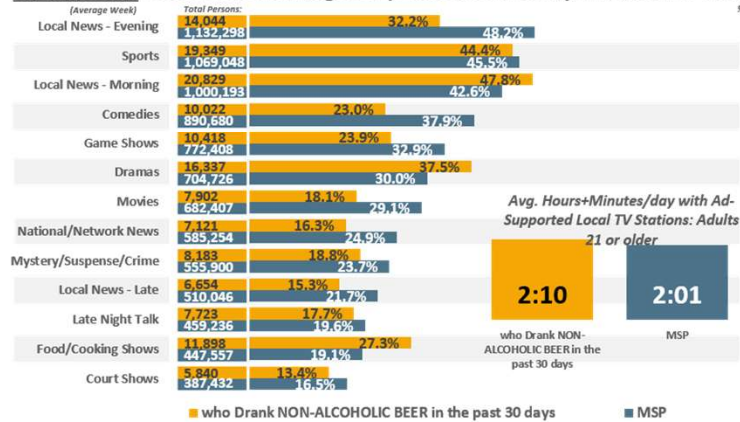
Local TV Station Programs (Persons & % Reach): Adults 21 or older



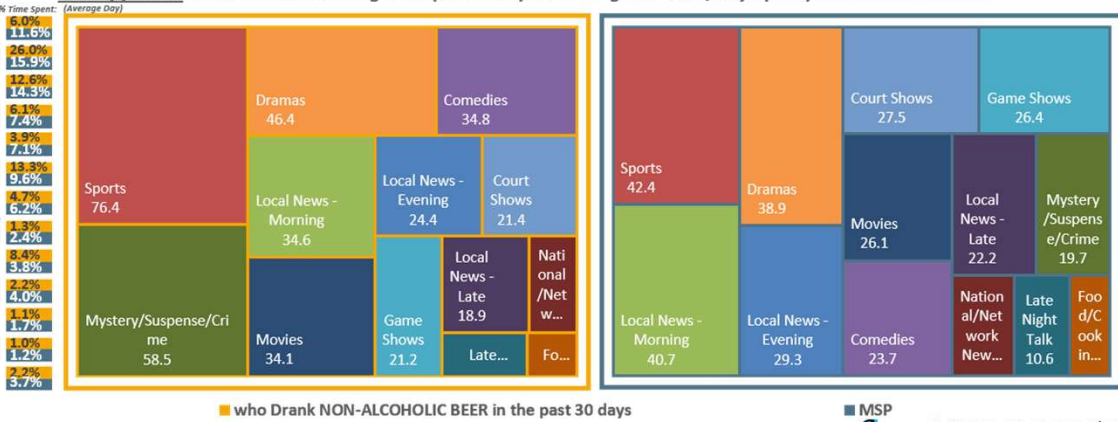
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



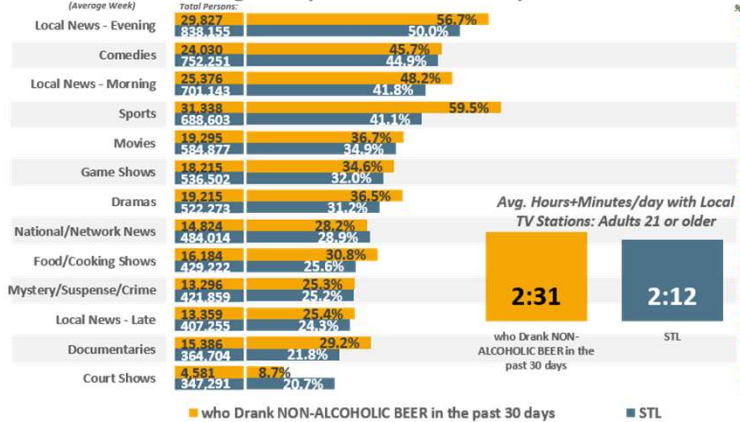
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



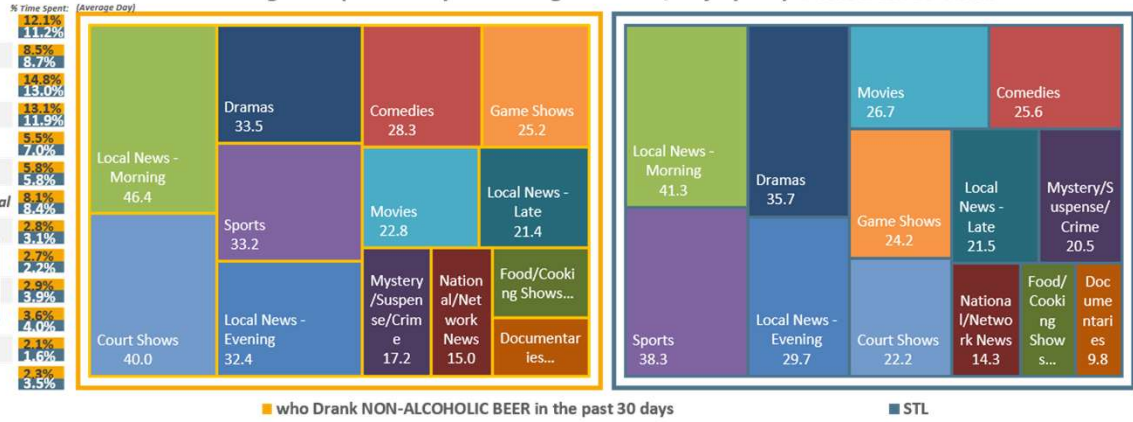


51,899 or 76.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

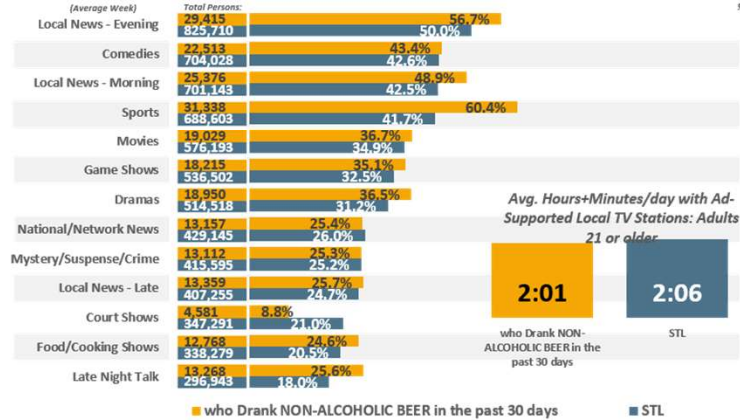
Local TV Station Programs (Persons & % Reach): Adults 21 or older



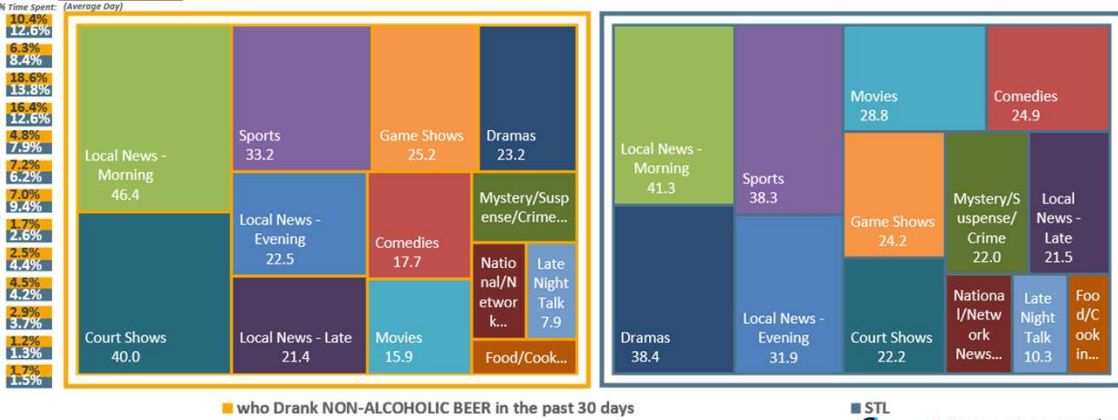
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



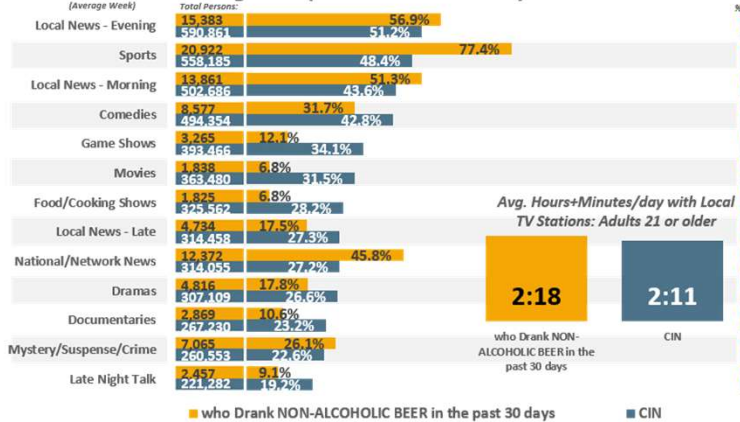
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



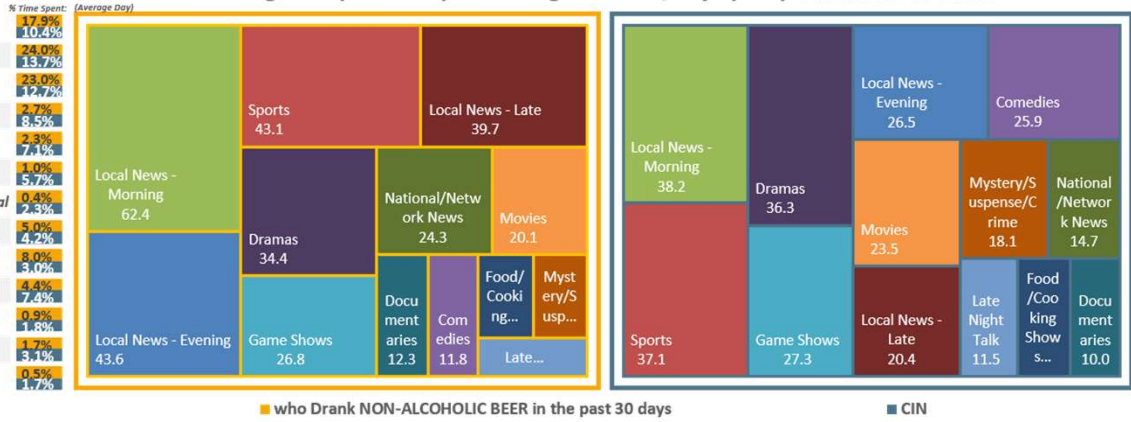


26,956 or 73.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Mystery/Suspense/Crime

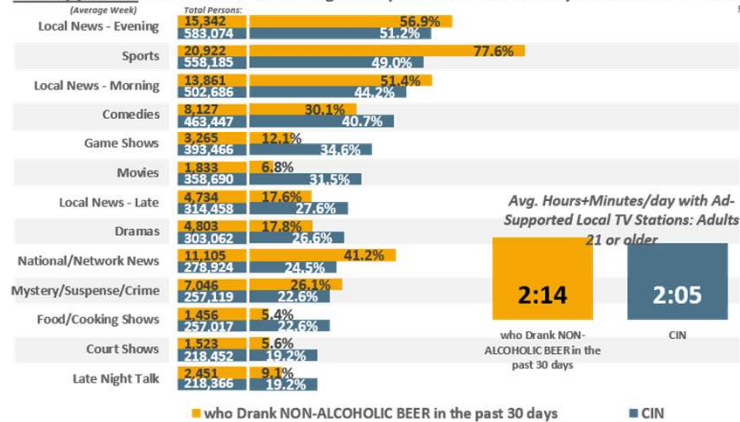
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



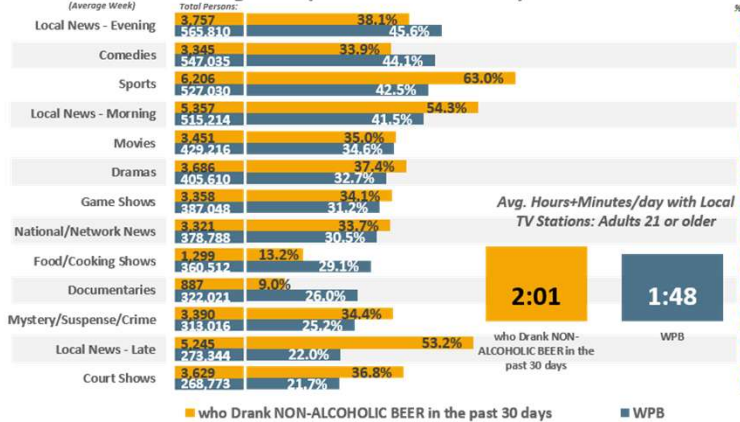
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



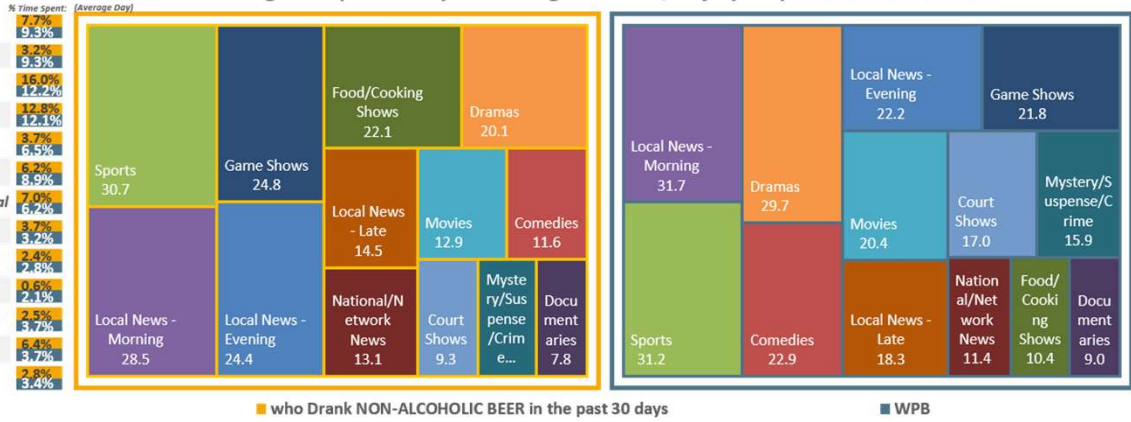


9,551 or 75.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Late, Daytime Talk Shows, Local News - Evening, and Court Shows.

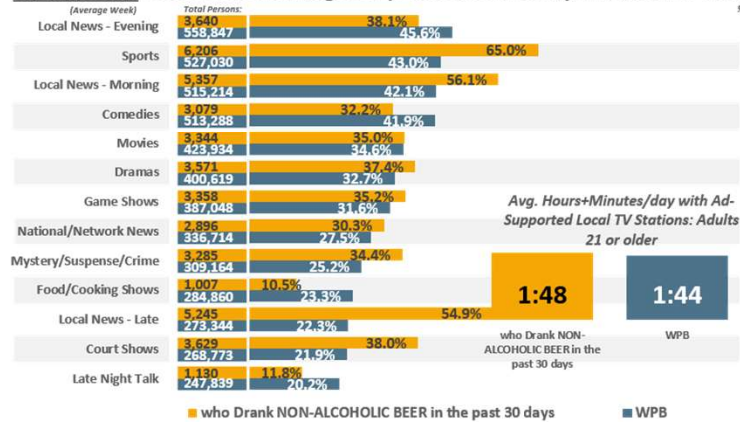
Local TV Station Programs (Persons & % Reach): Adults 21 or older



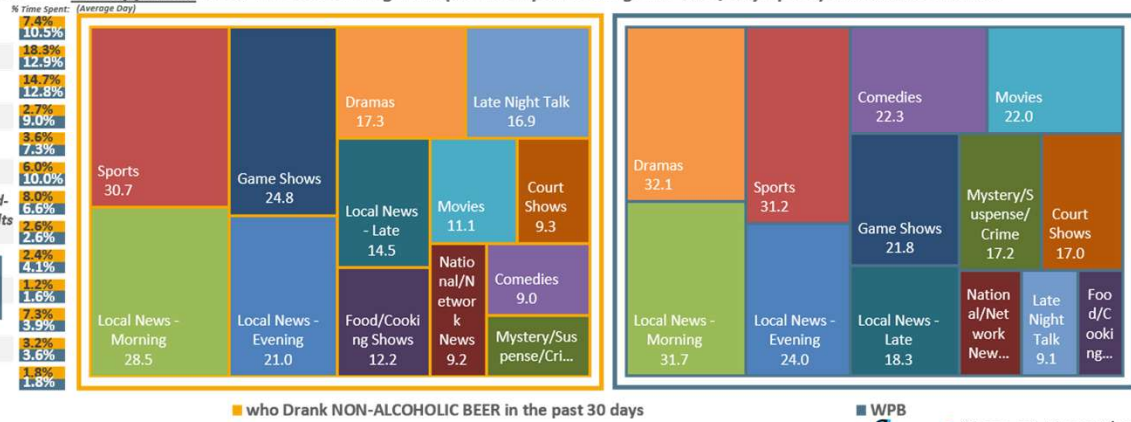
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

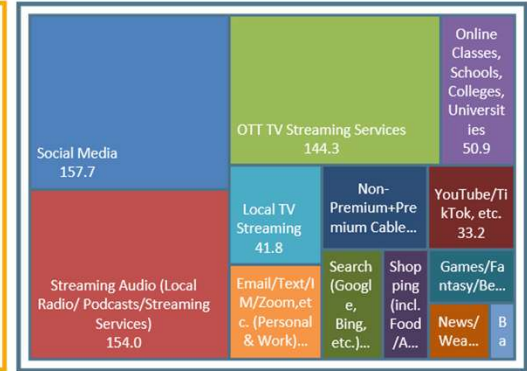
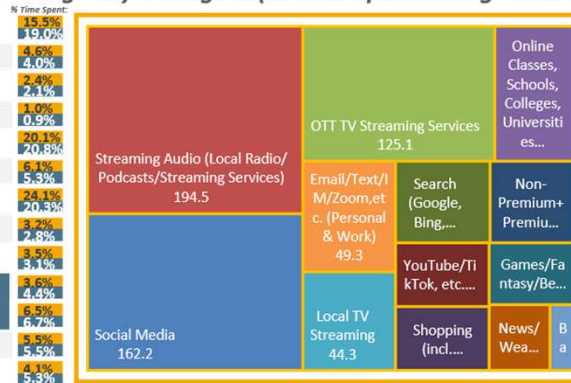
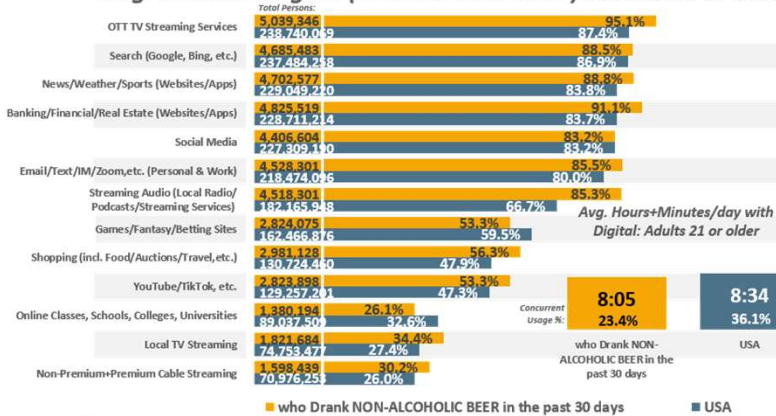




3,761,371 or 71.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 138.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

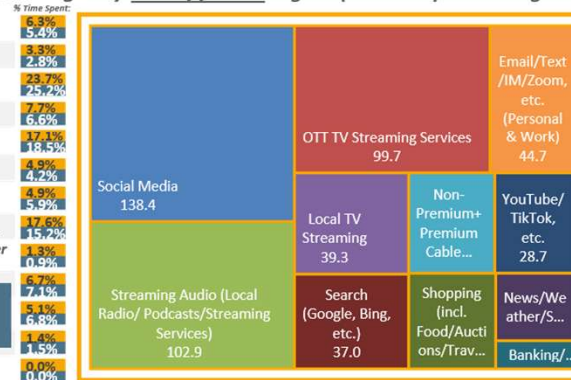
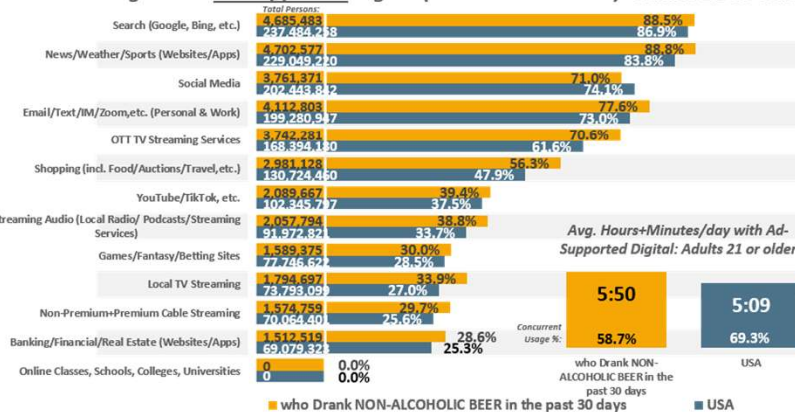
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

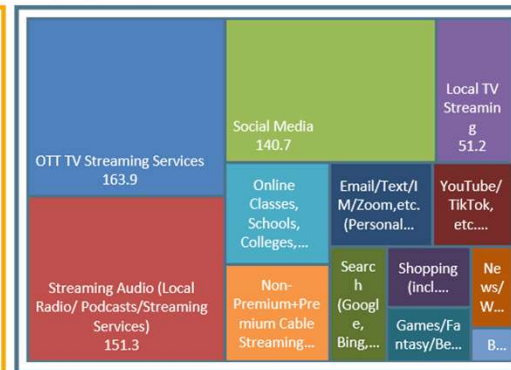
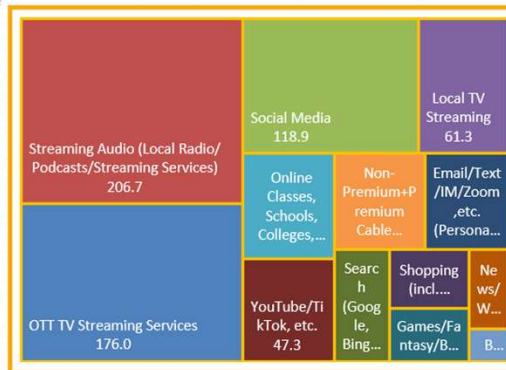
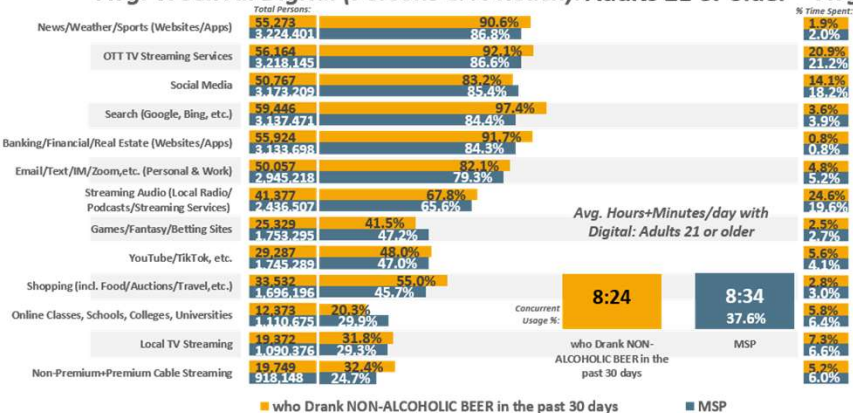




41,921 or 68.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 98.2 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

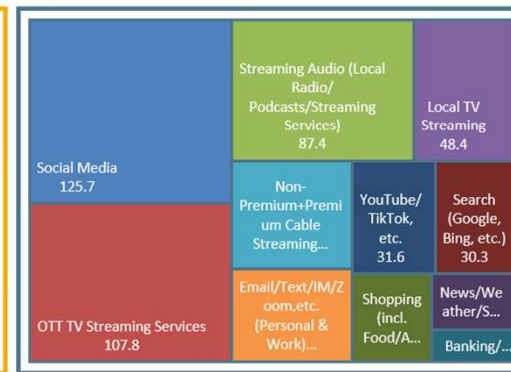
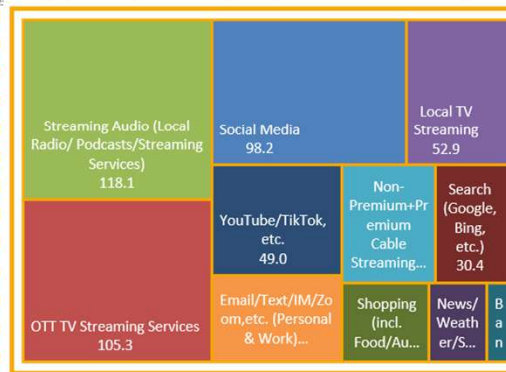
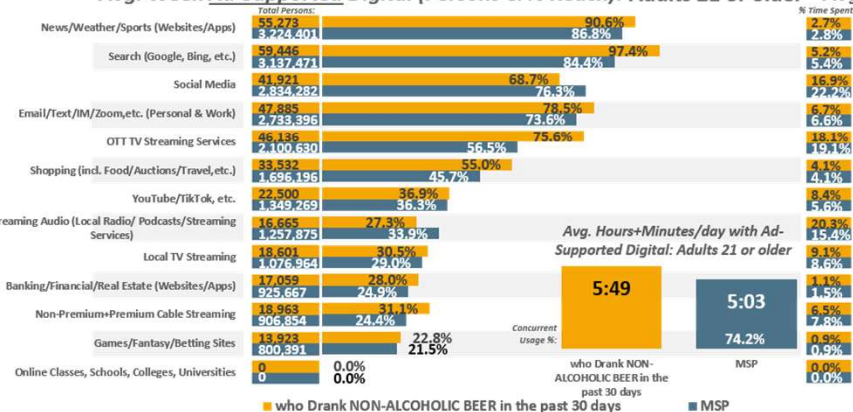
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



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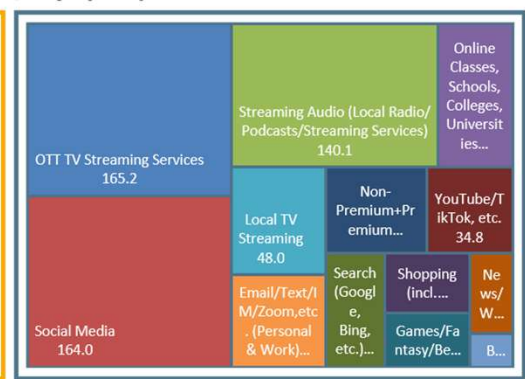
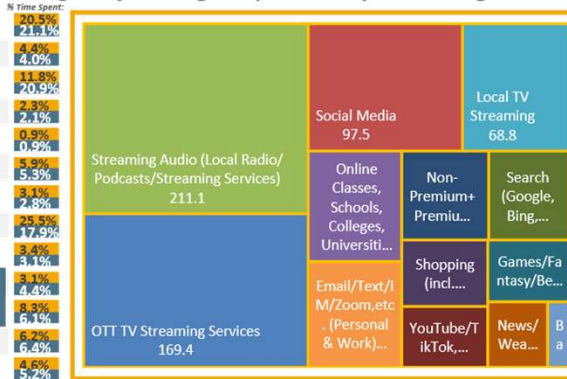
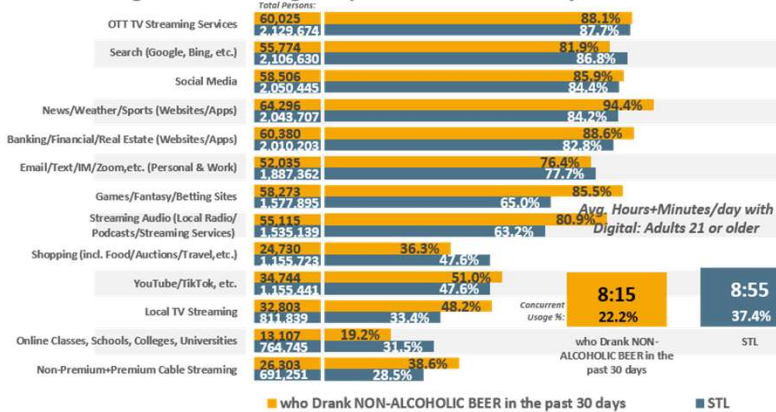
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



46,720 or 68.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 77.8 minutes every day representing 13.3% of all time spent daily with Ad-Supported Digital Media.

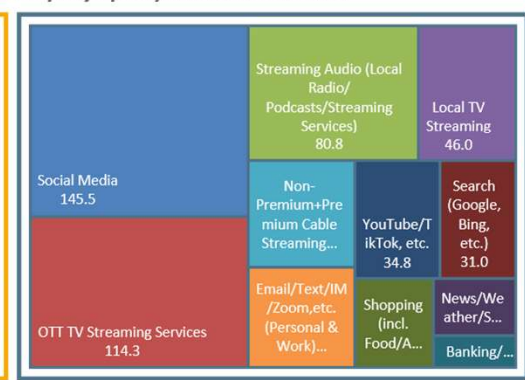
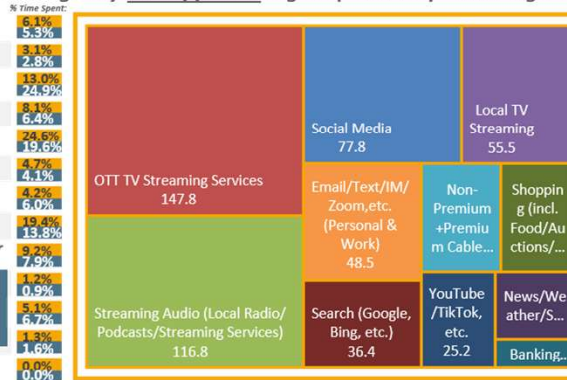
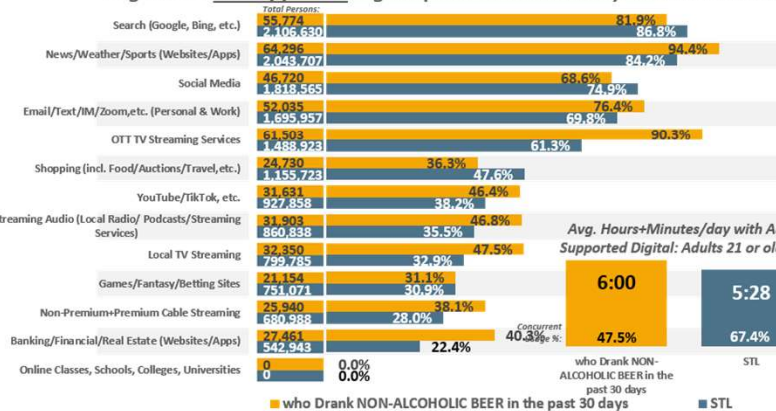
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

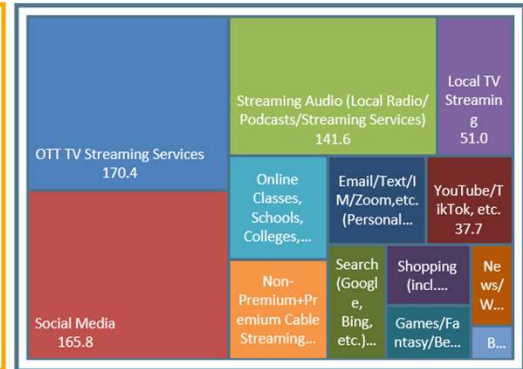
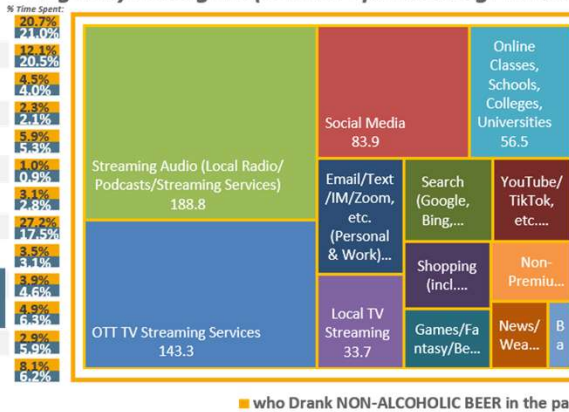
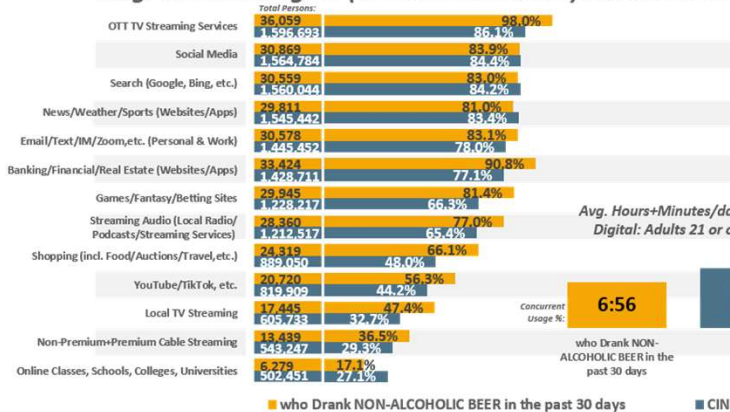




28,964 or 78.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 78.8 minutes every day representing 15.9% of all time spent daily with Ad-Supported Digital Media.

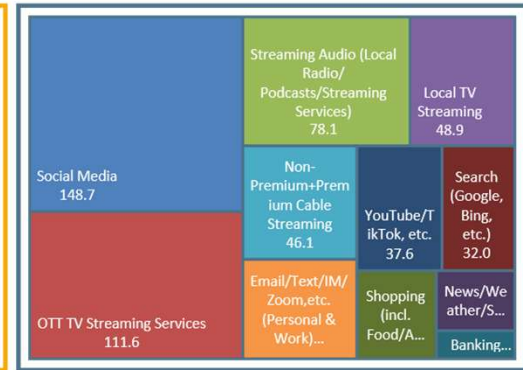
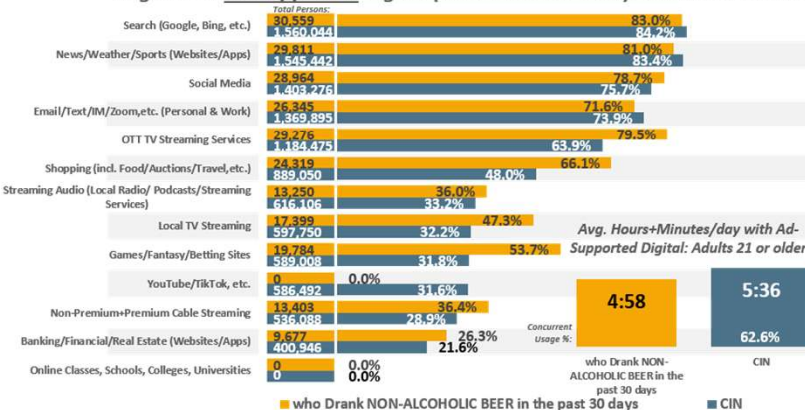
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

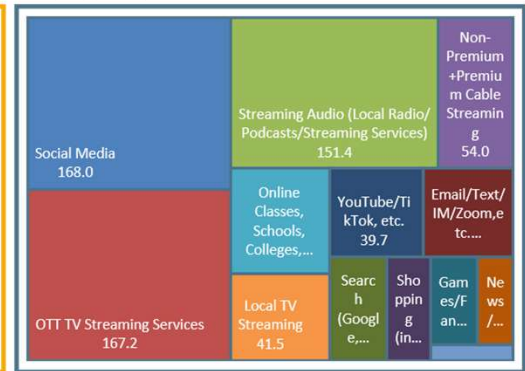
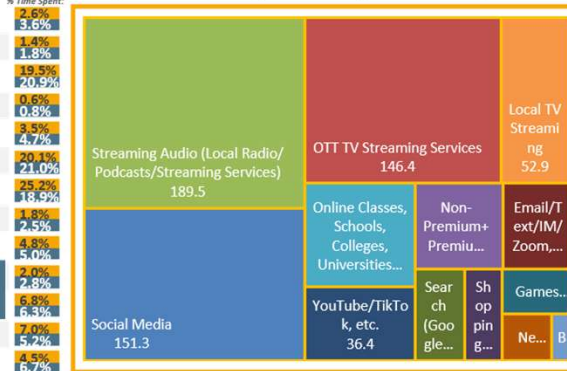
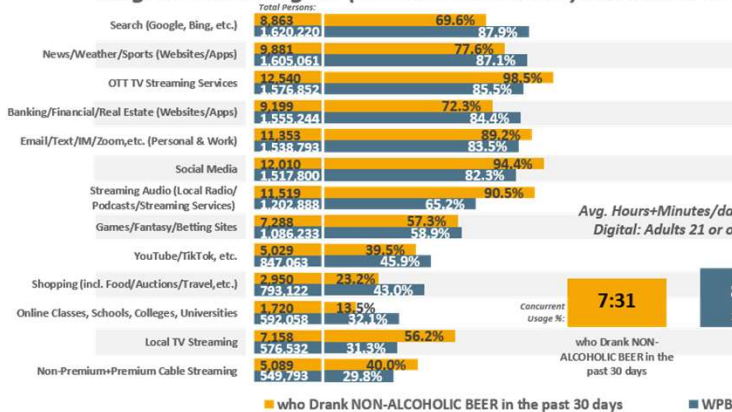




11,271 or 88.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 142. minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

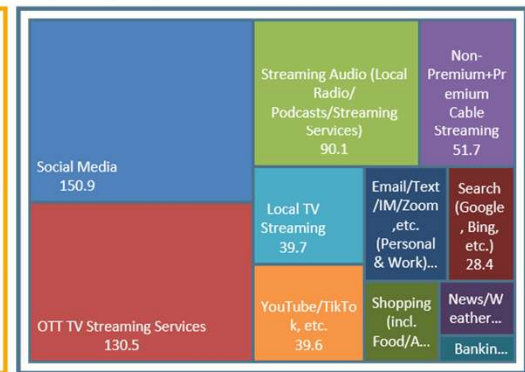
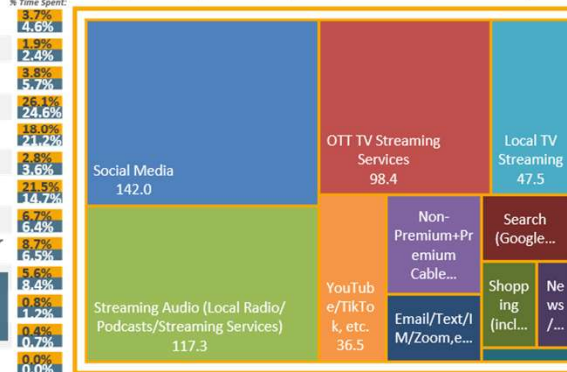
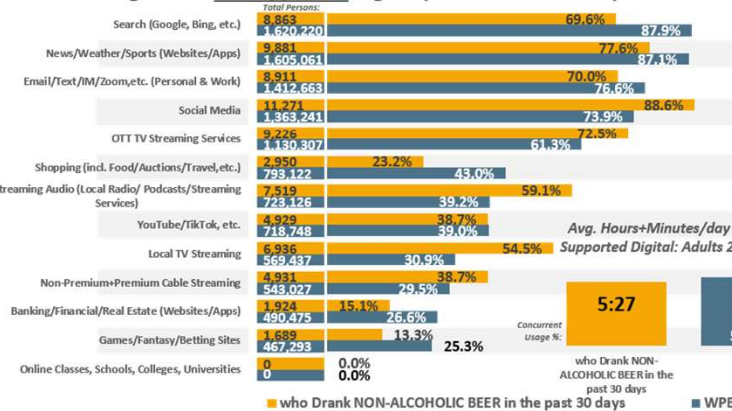
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 30
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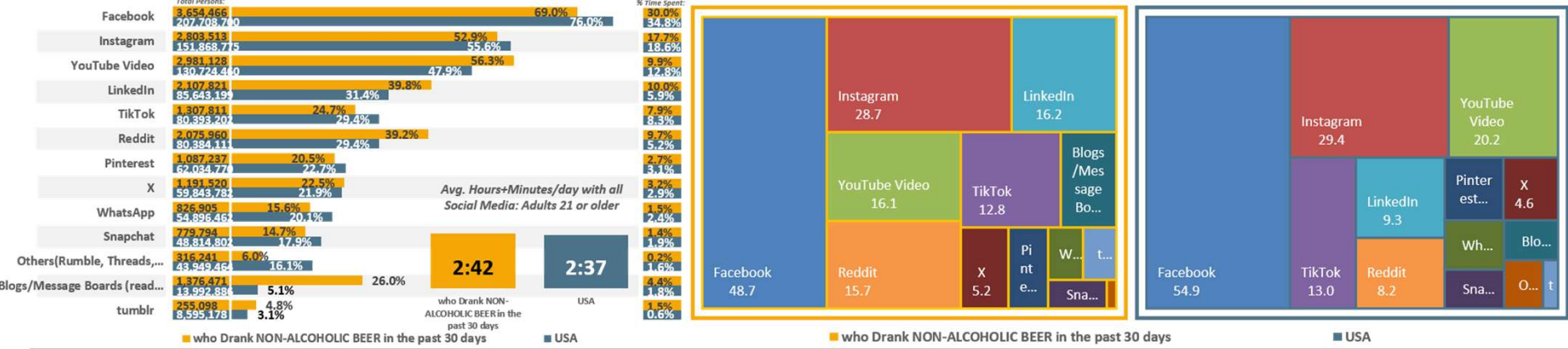
soefa.ai Share of Everything for Anything

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

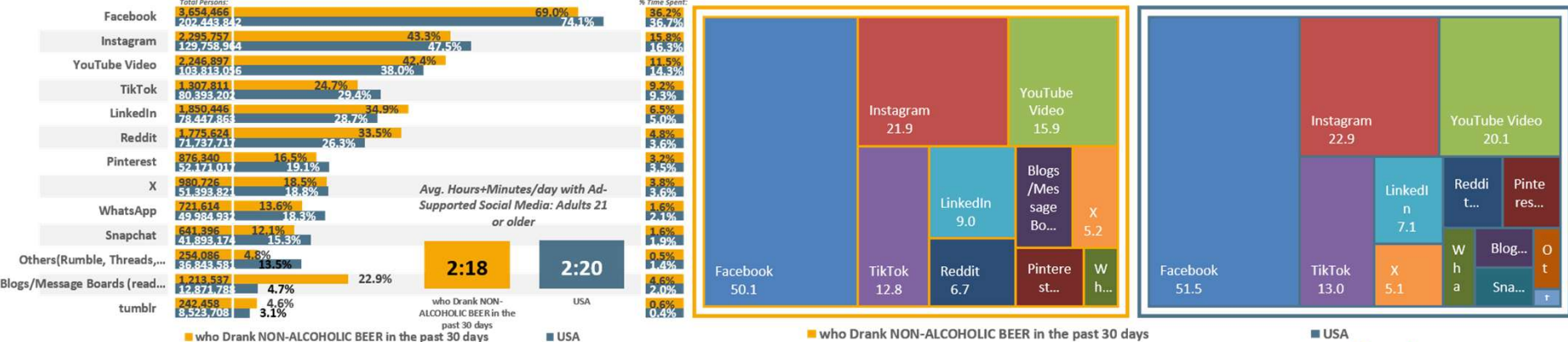


3,654,466 or 69.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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

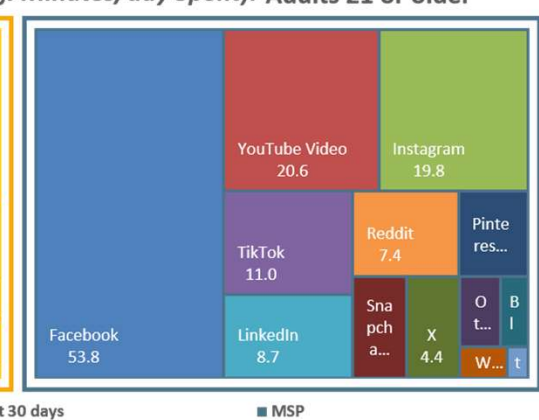
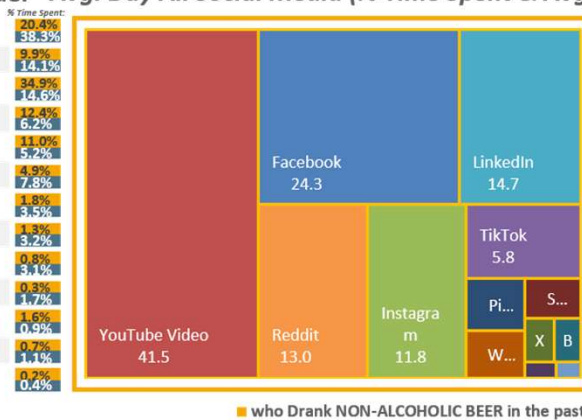
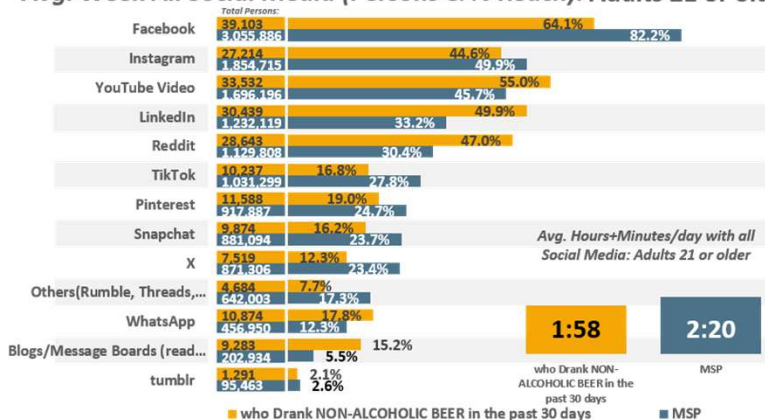


[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

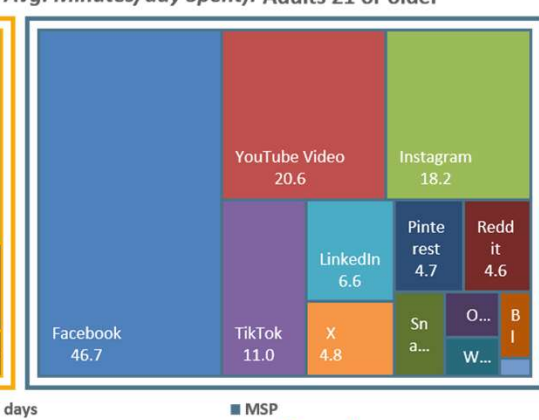
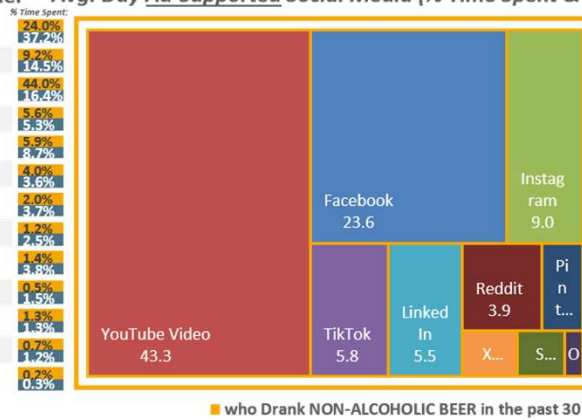
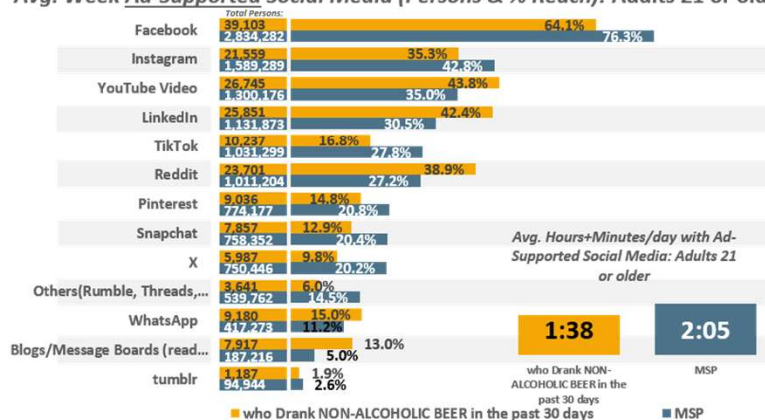


26,745 or 43.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported YouTube Video for an average of 43.3 minutes every day representing 44.% of all time spent daily with Ad-Supported Social Media.

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**



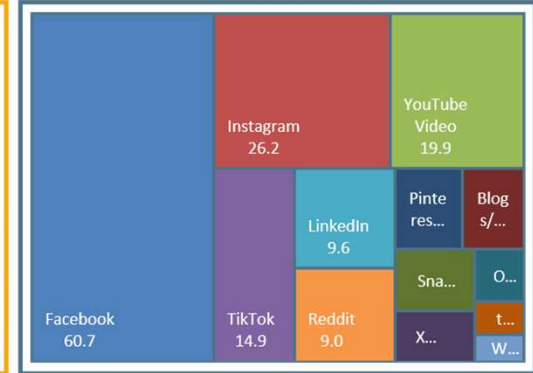
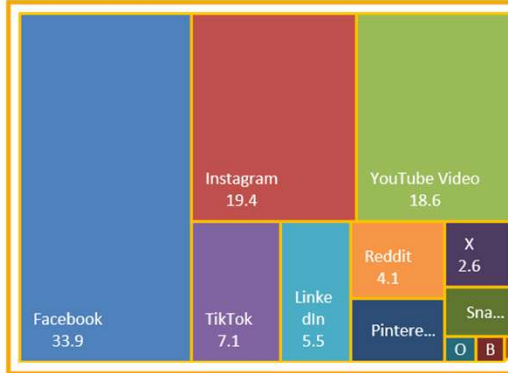
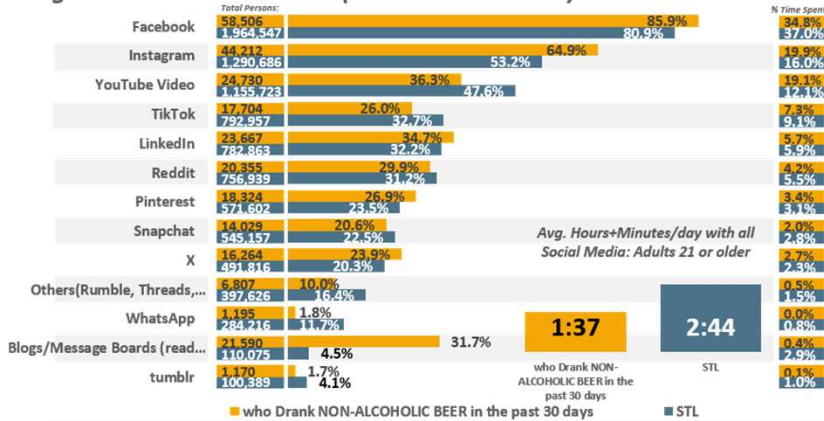
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



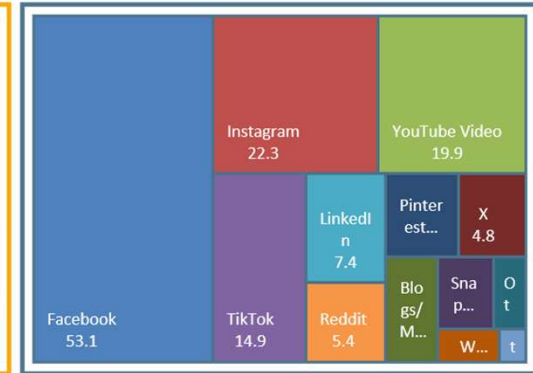
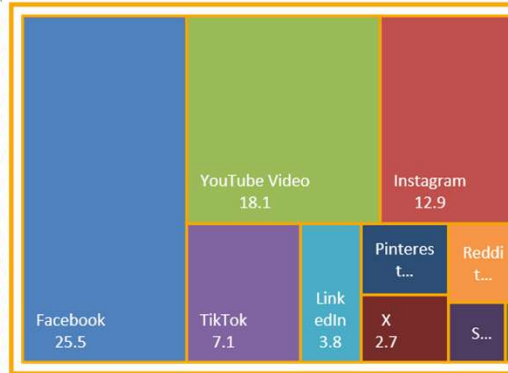
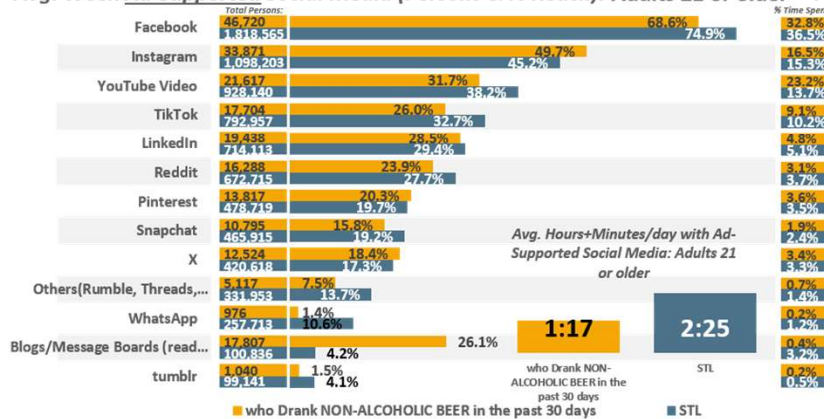


46,720 or 68.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 25.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

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**



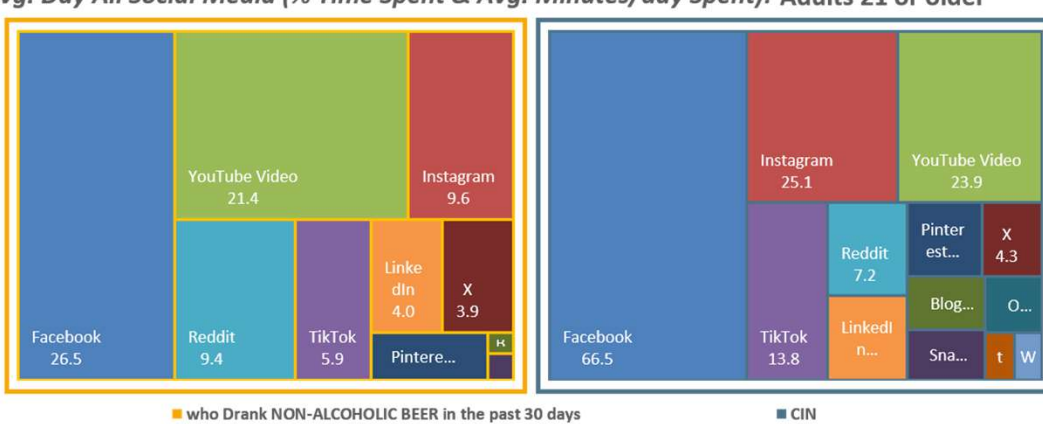
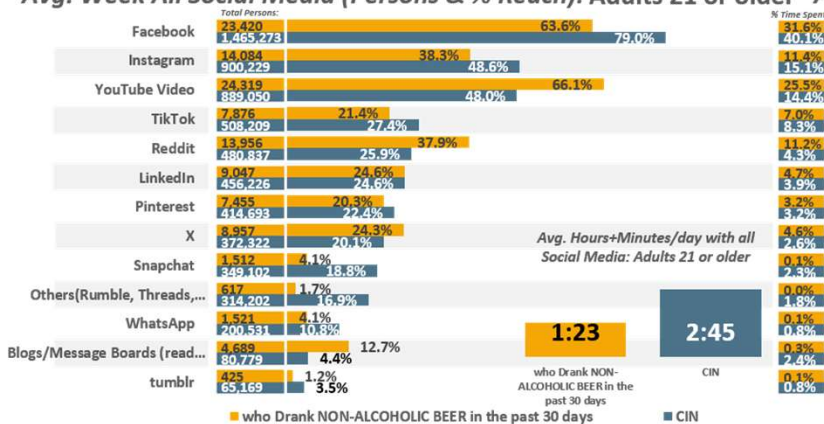
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



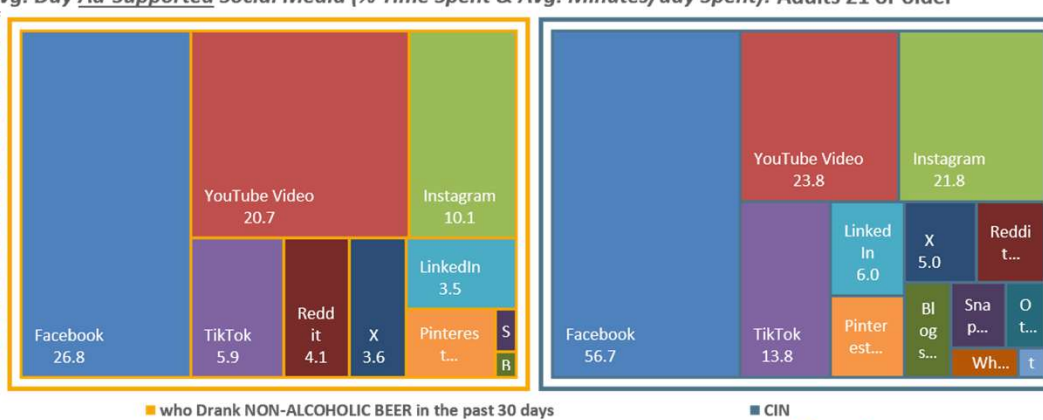
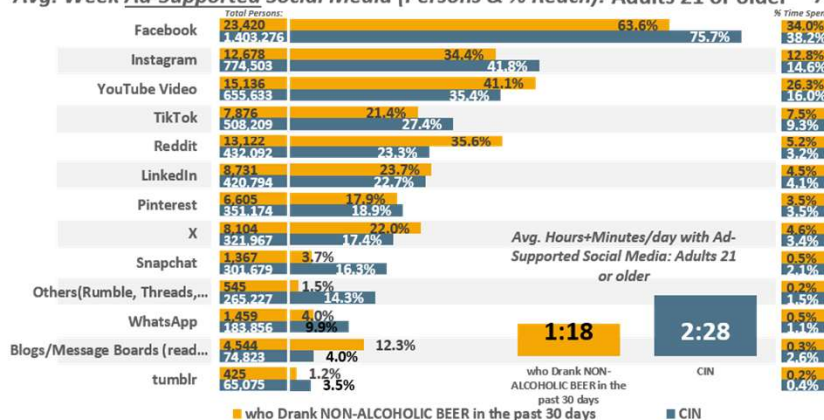


23,420 or 63.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 26.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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**



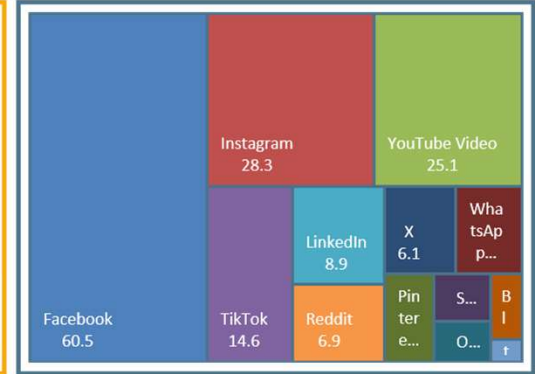
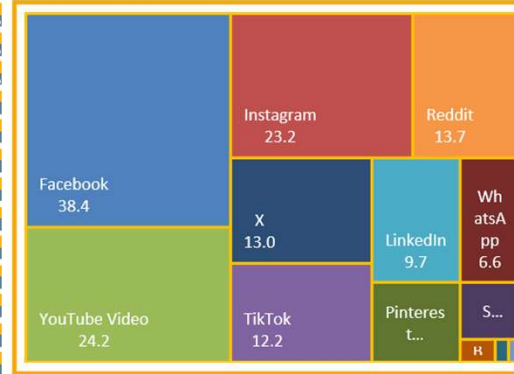
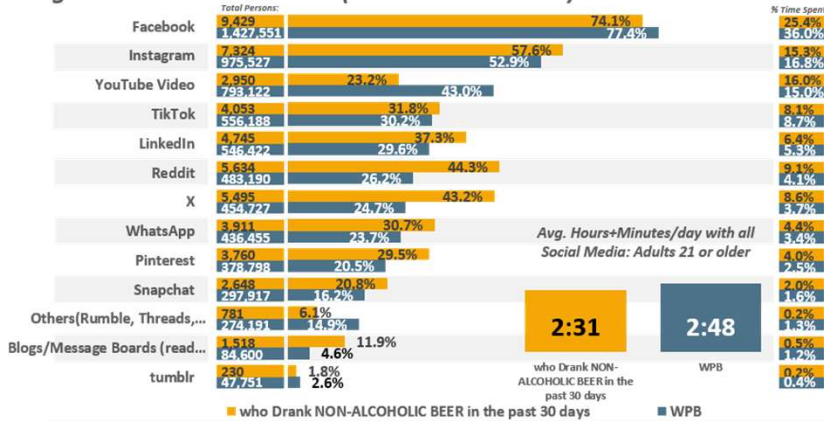
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



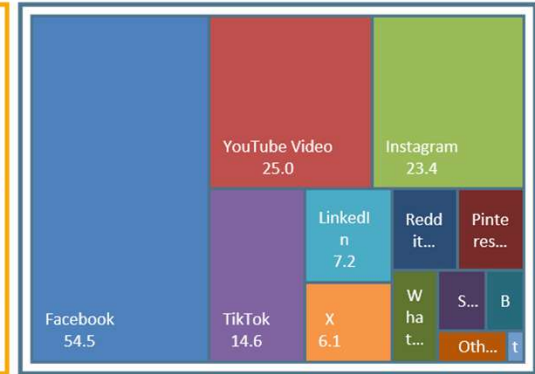
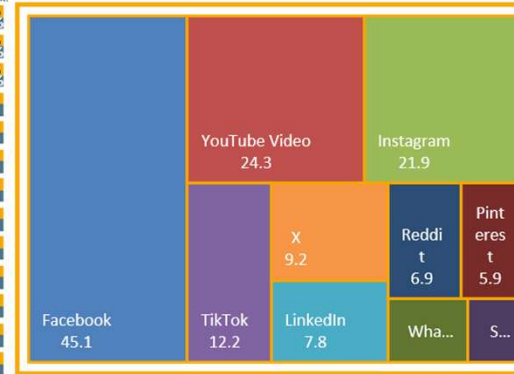
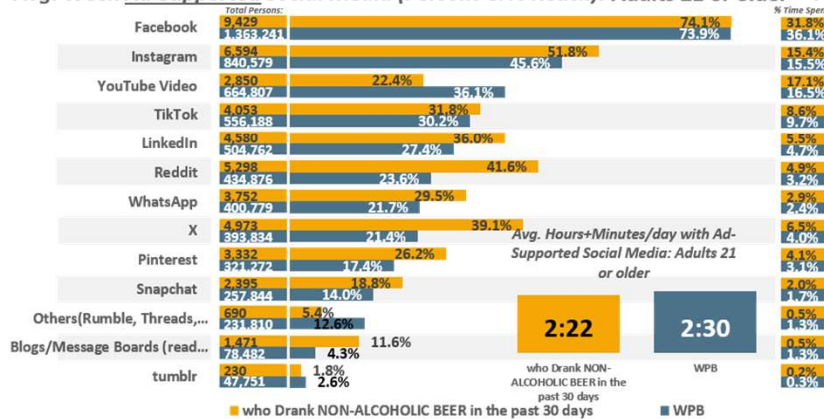


9,429 or 74.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

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**

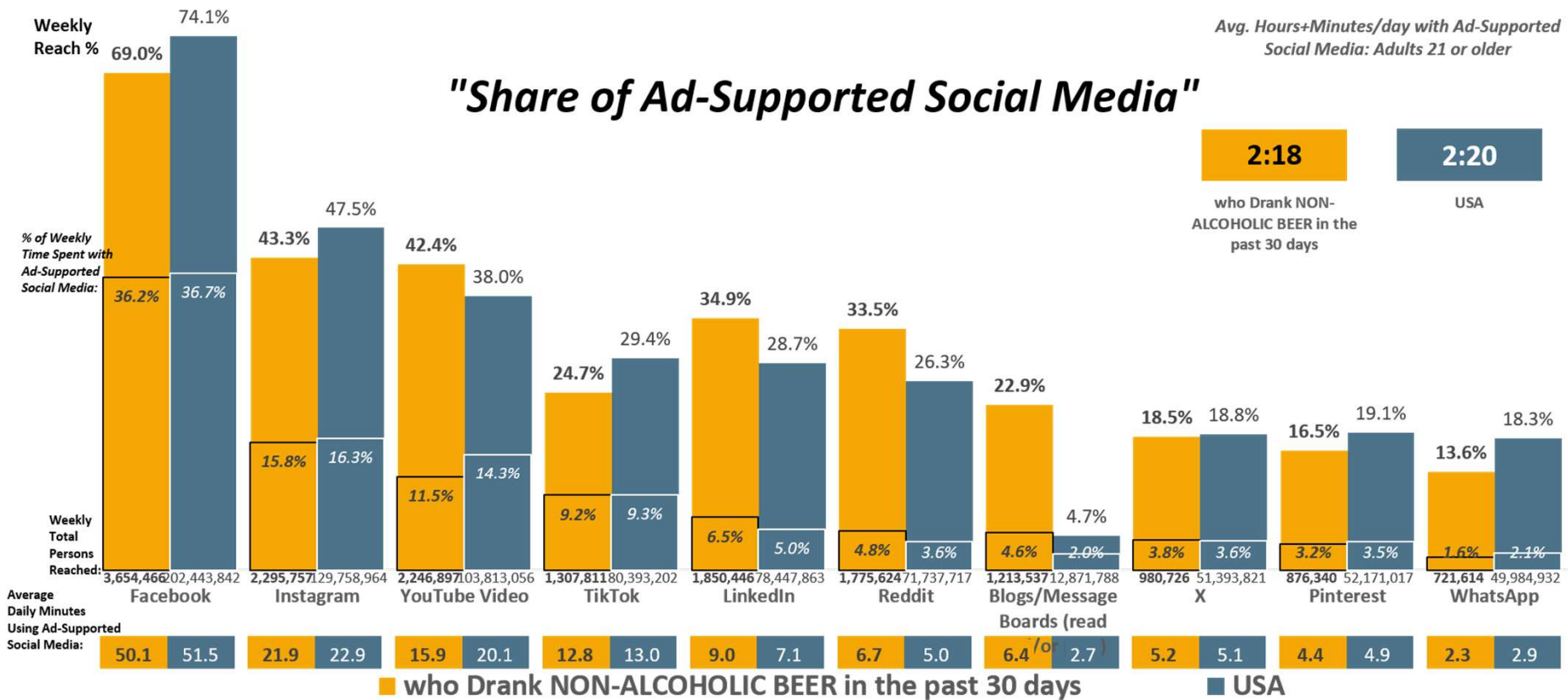


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





3,654,466 or 69.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



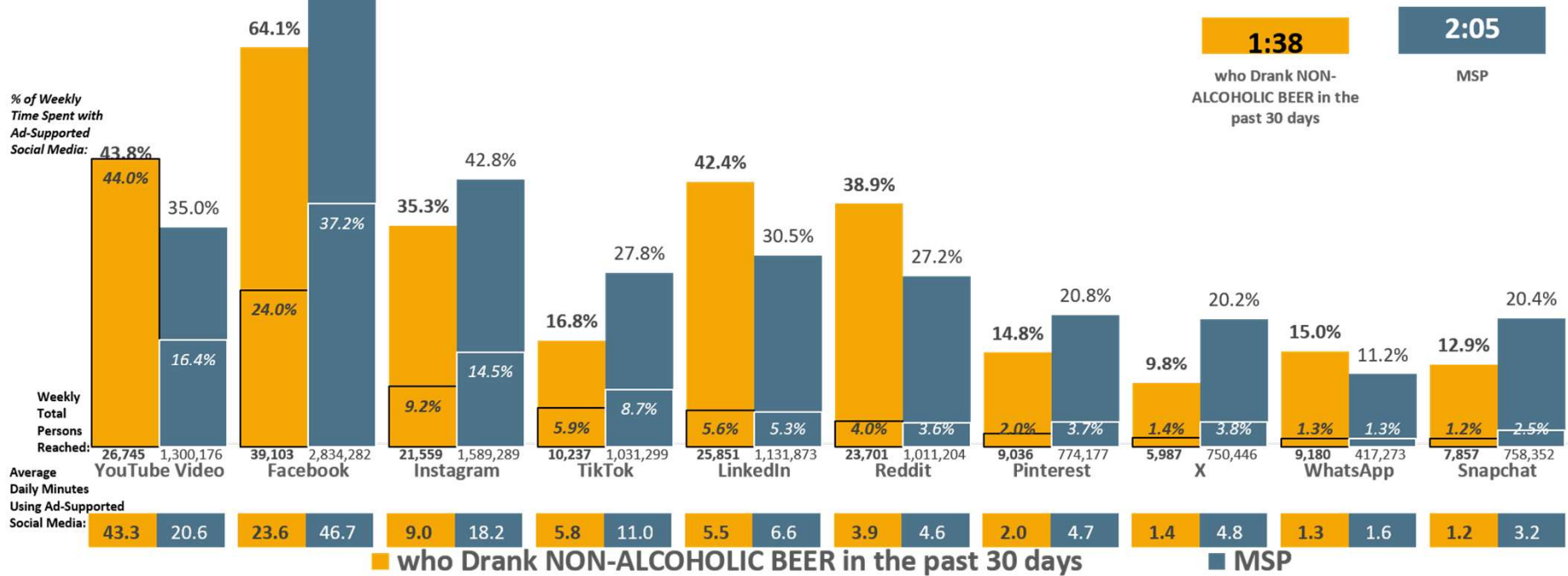


26,745 or 43.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported YouTube Video for an average of 43.3 minutes every day representing 44.% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,853
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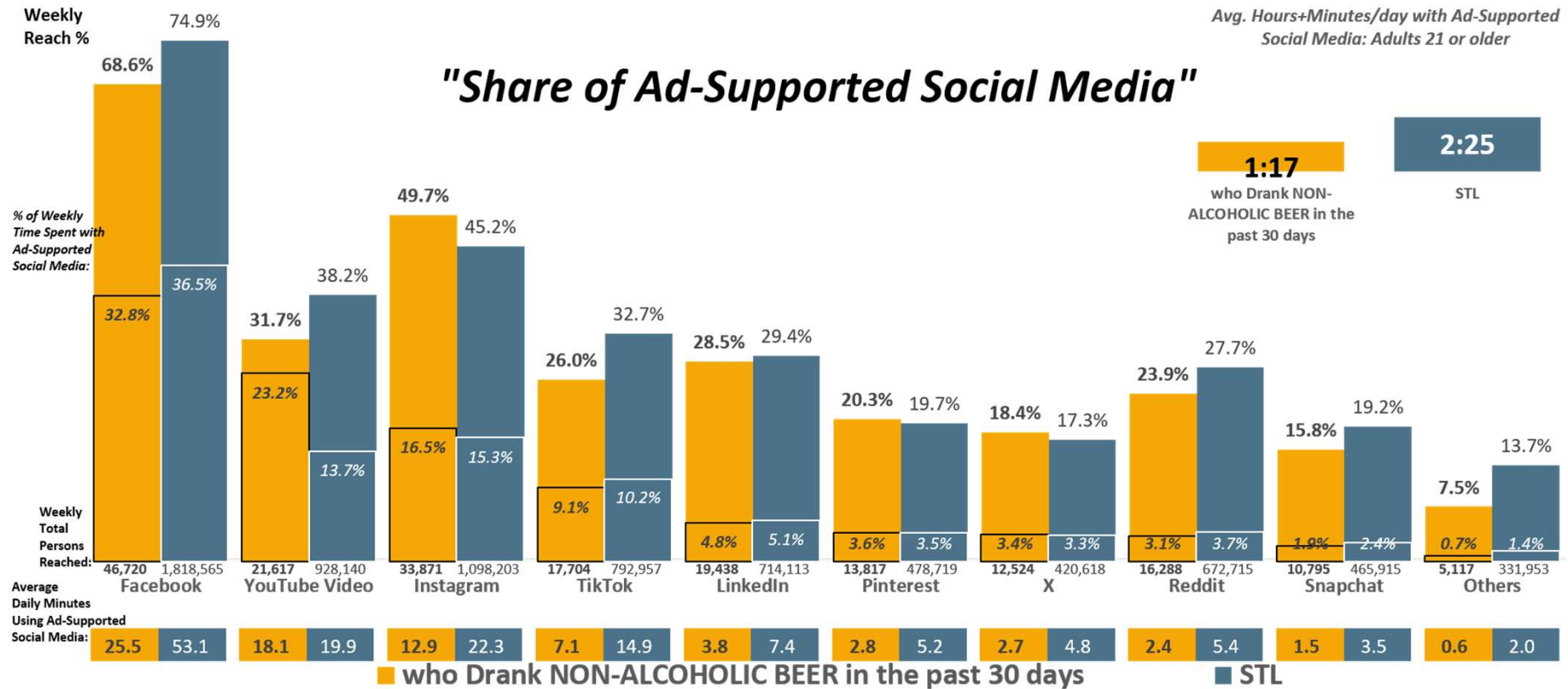
soefa.ai Share of Everything
for Anything

[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



46,720 or 68.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 25.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

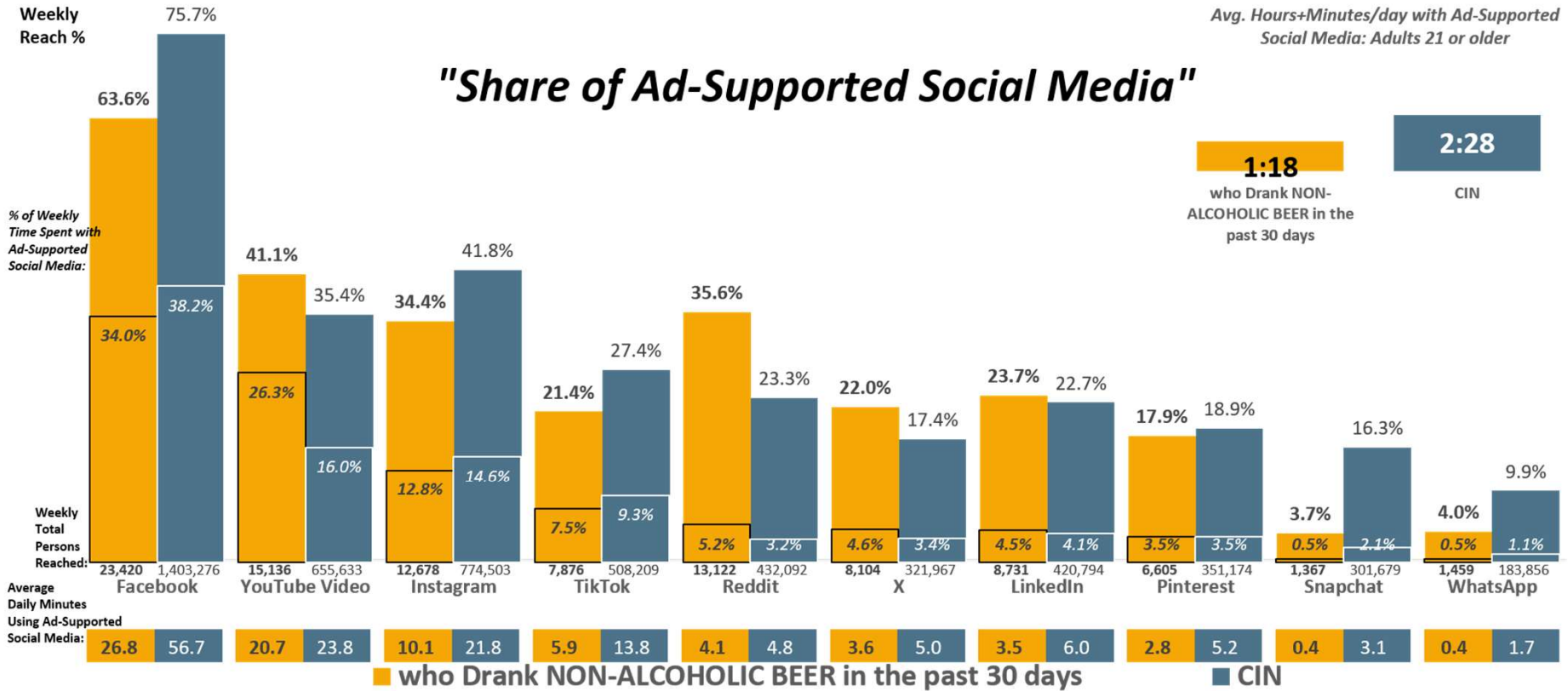
"Share of Ad-Supported Social Media"





23,420 or 63.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 26.8 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

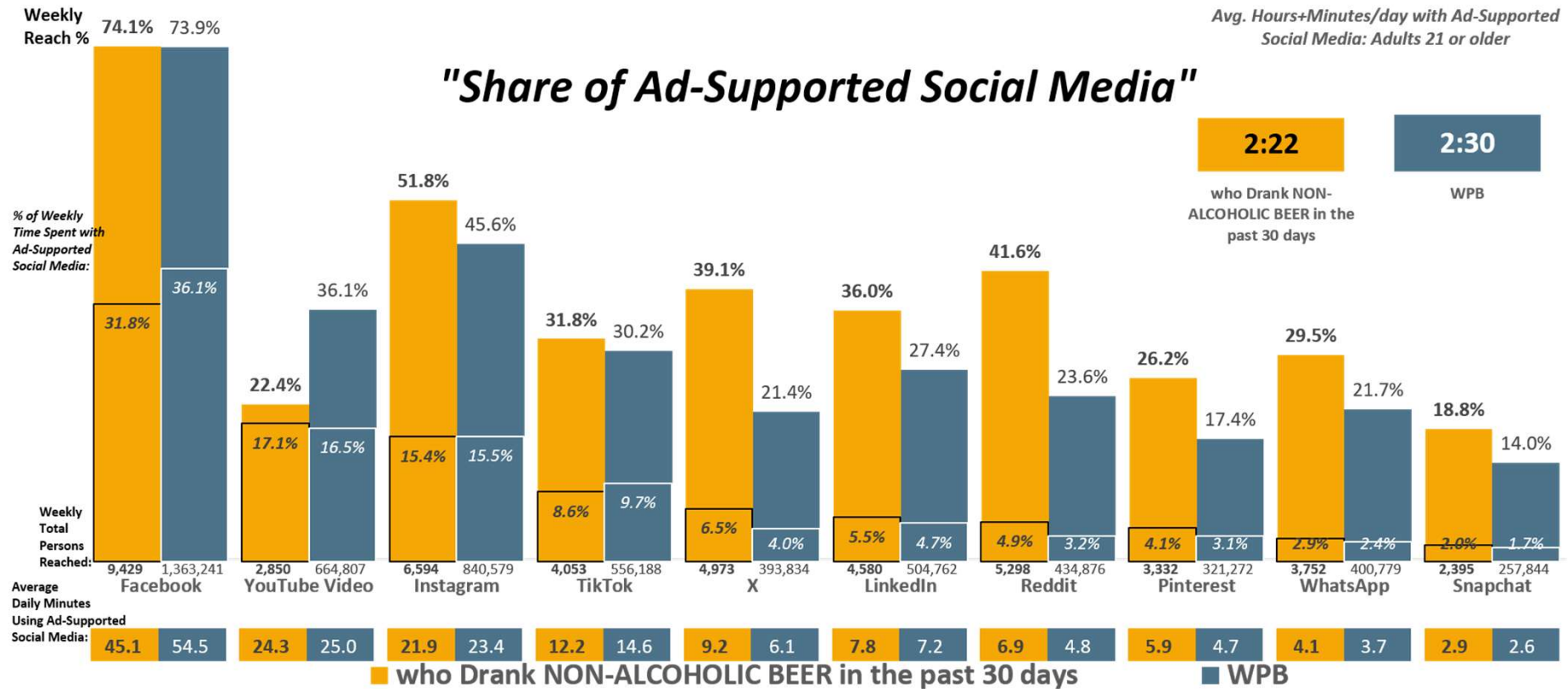
"Share of Ad-Supported Social Media"





9,429 or 74.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

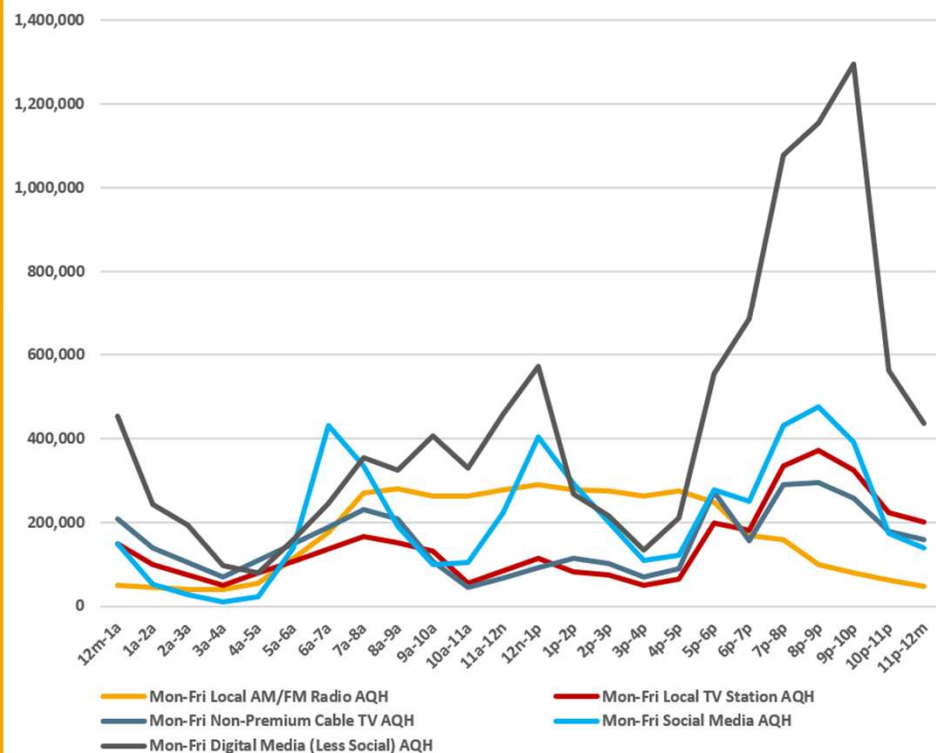
"Share of Ad-Supported Social Media"



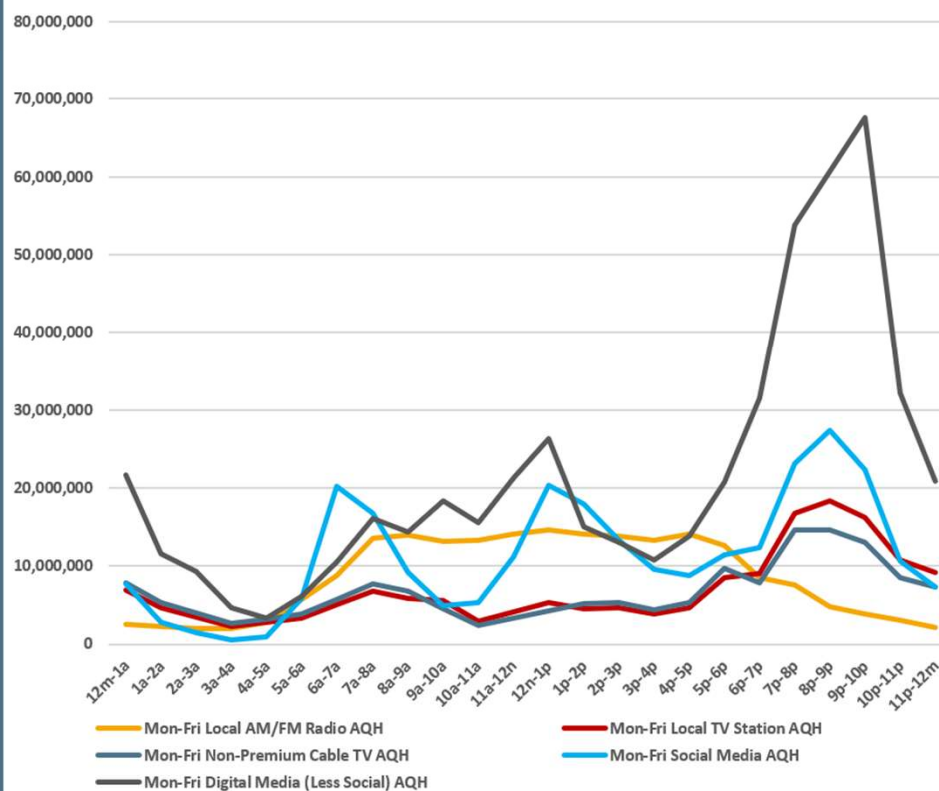


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 365,107;
Local Radio: 255,065; Social Media: 233,411; Non-Prem. Cable: 133,584; Local TV: 114,247
reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30

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



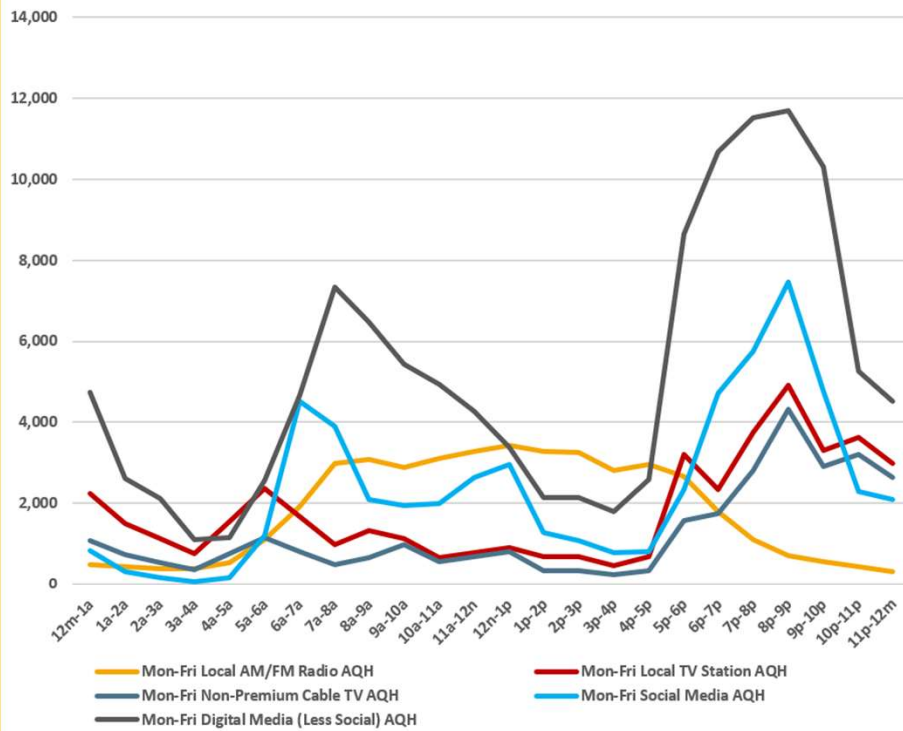
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older**



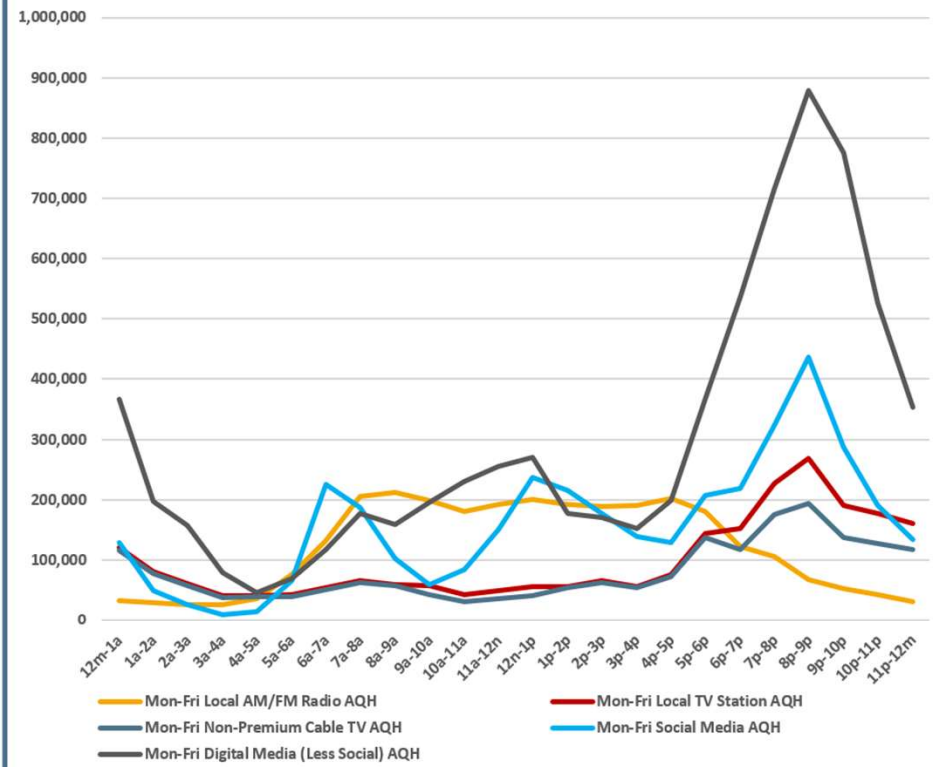


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,960; Local Radio: 2,885; Social Media: 2,389; Local TV: 1,195; Non-Prem. Cable: 733 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



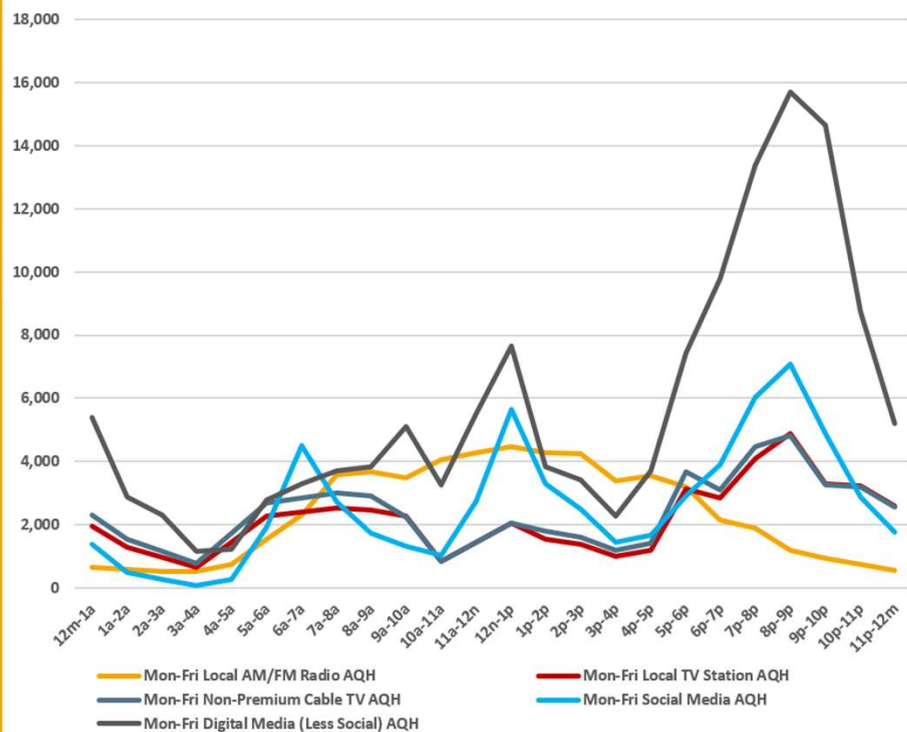
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 21 or older**



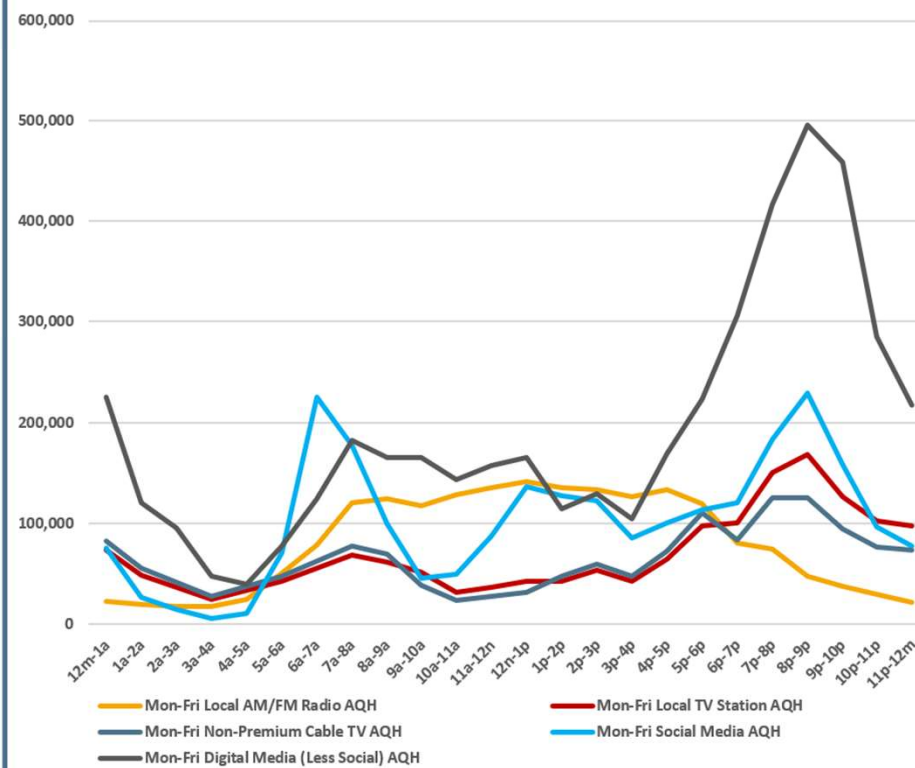


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,828; Local Radio: 3,594; Social Media: 2,730; Non-Prem. Cable: 2,169; Local TV: 1,936 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



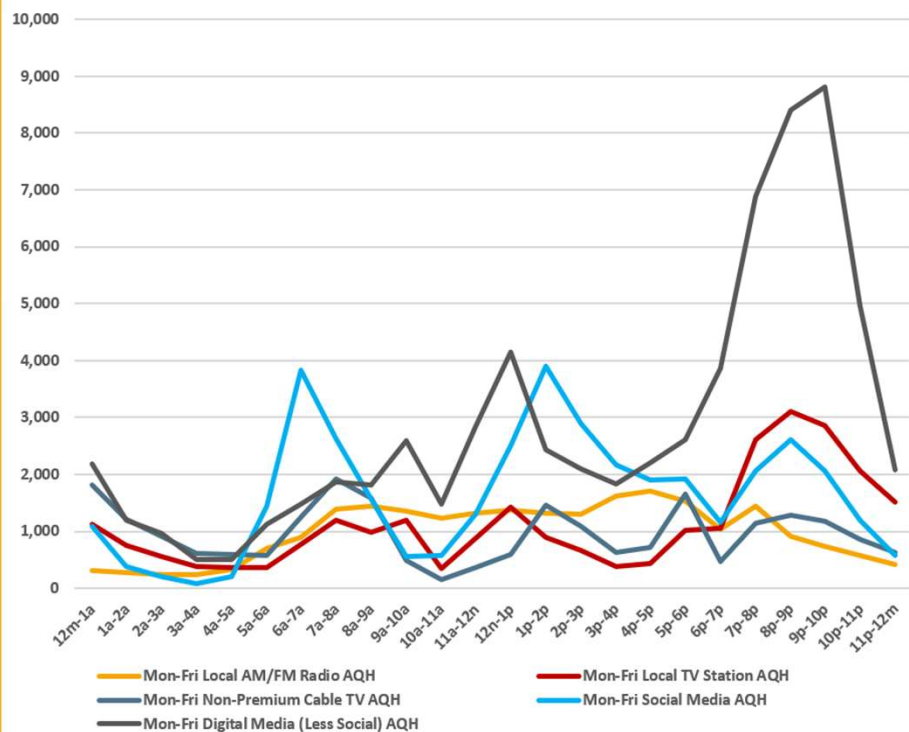
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 21 or older**



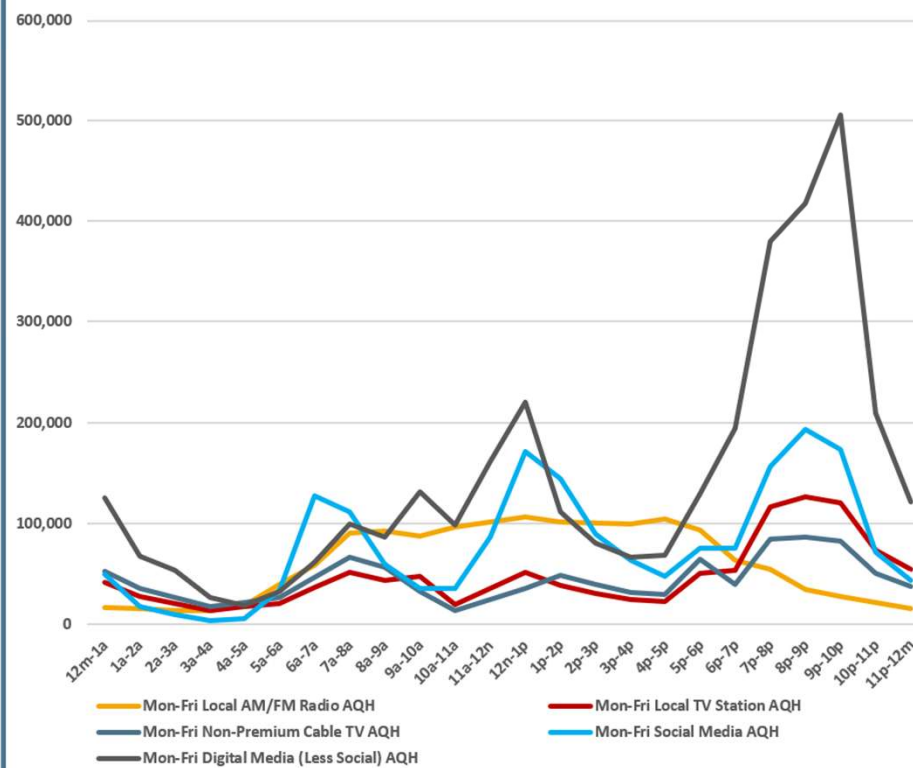


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,404; Social Media: 2,067; Local Radio: 1,345; Non-Prem. Cable: 948; Local TV: 867 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



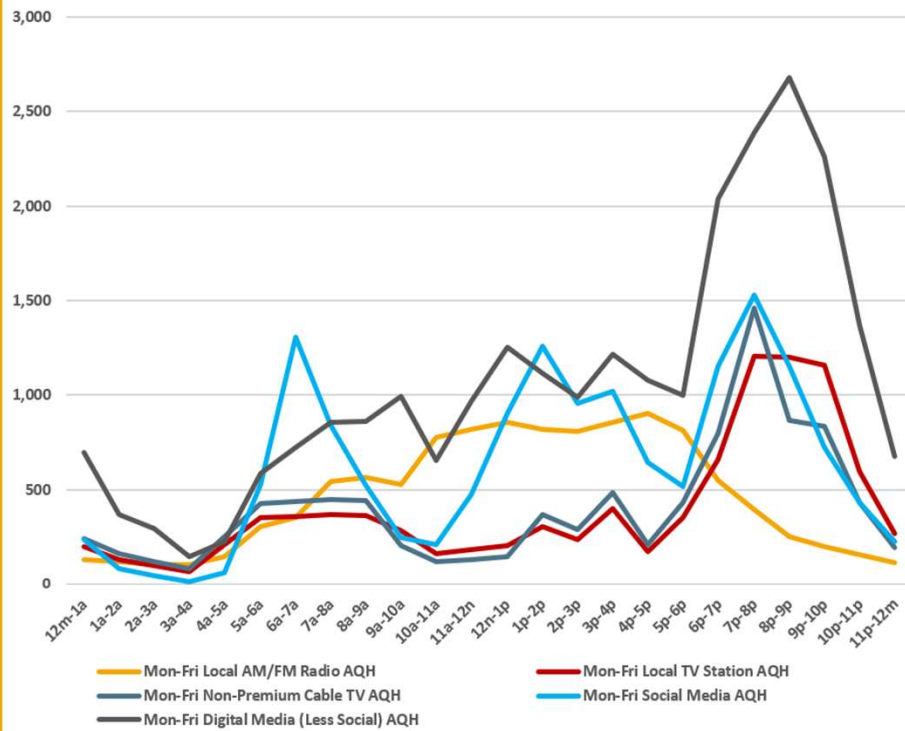
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 21 or older**



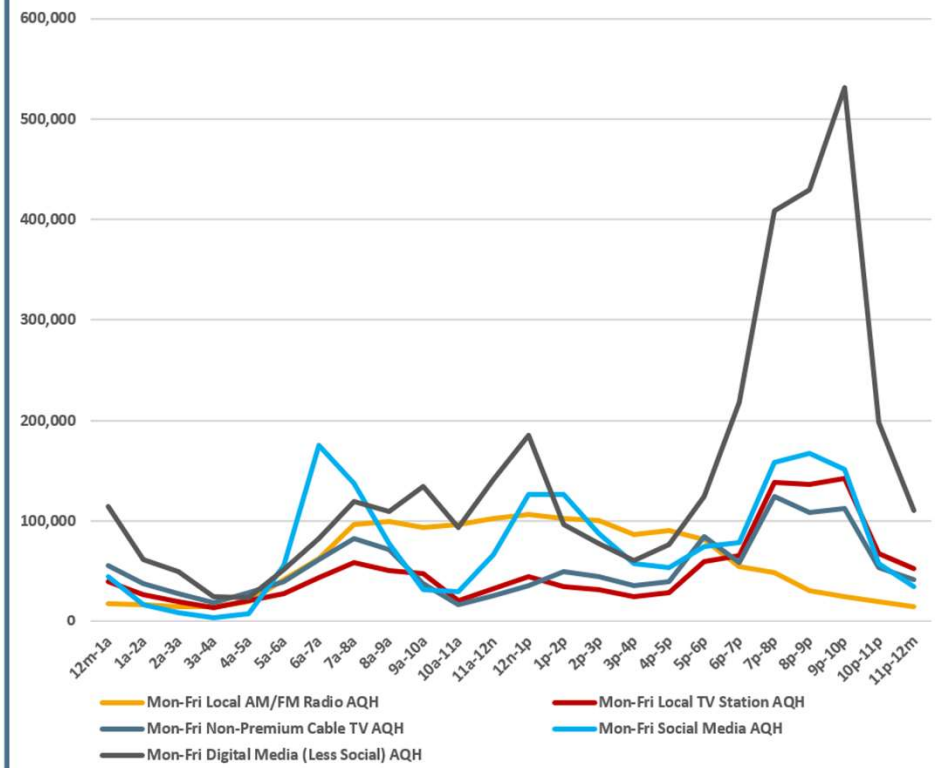


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,058; Social Media: 774; Local Radio: 708; Non-Prem. Cable: 347; Local TV: 313 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



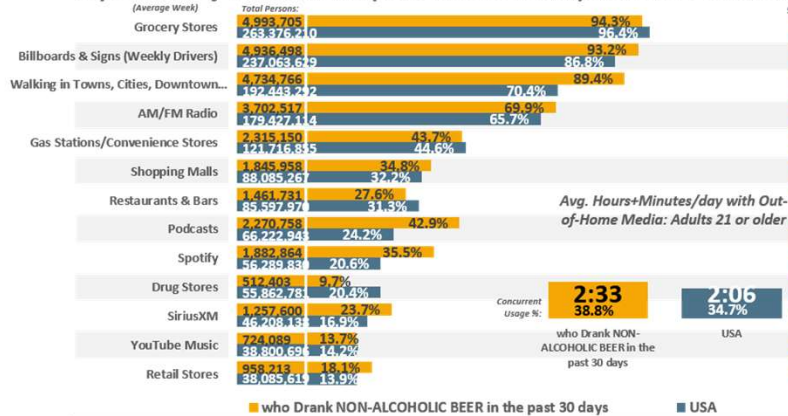
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 21 or older**



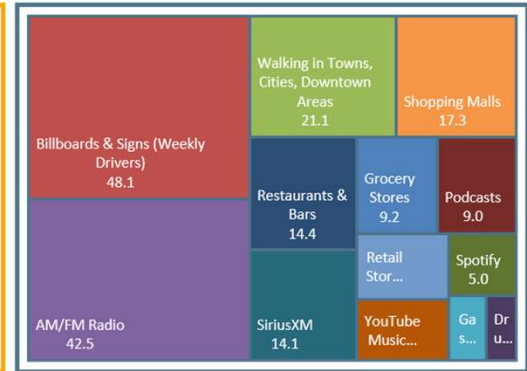
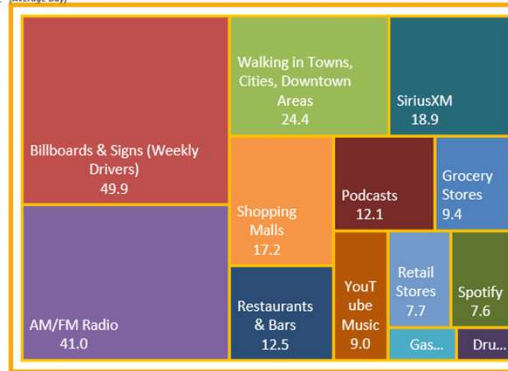


4,936,498 or 93.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 32.5 minutes/day.

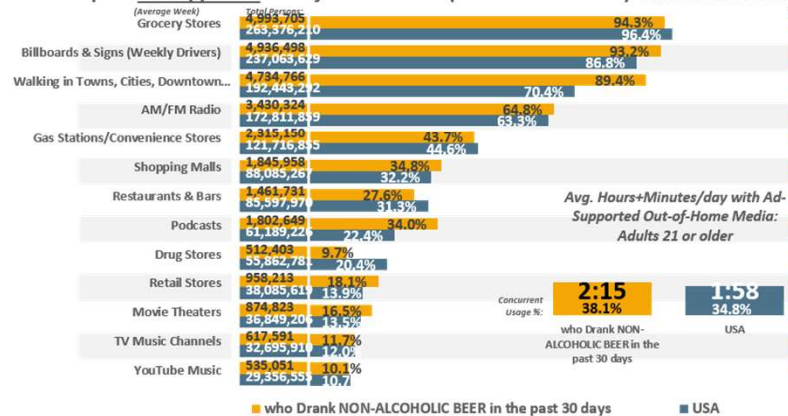
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



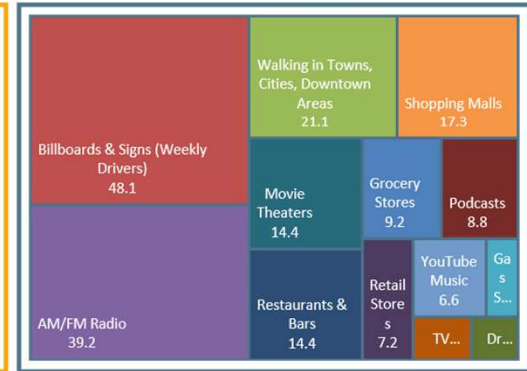
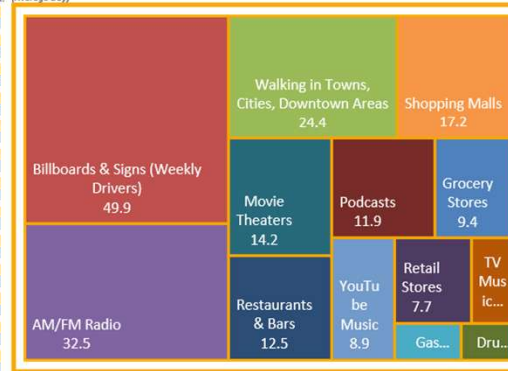
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



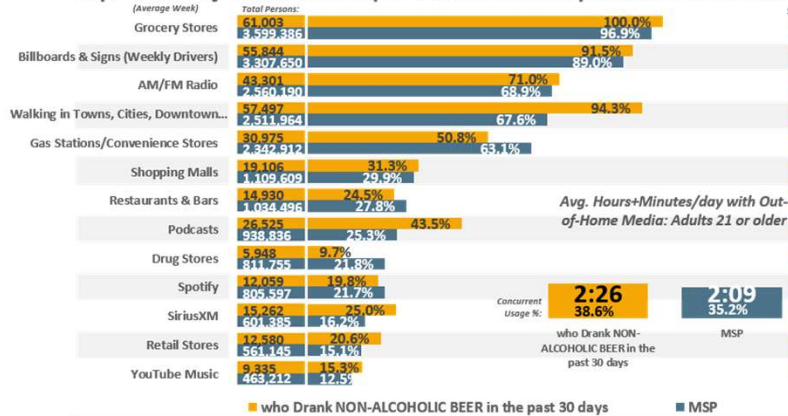
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



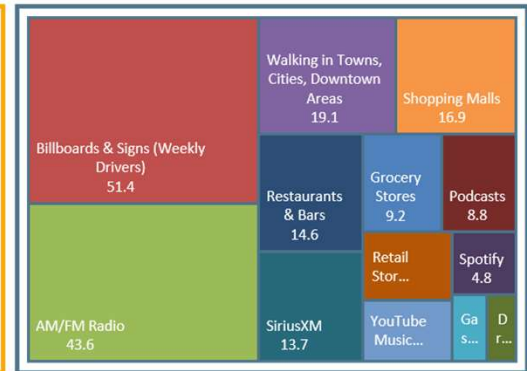
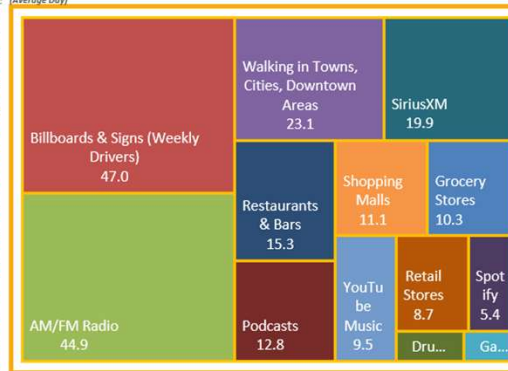


55,844 or 91.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 47. minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 30.9 minutes/day.

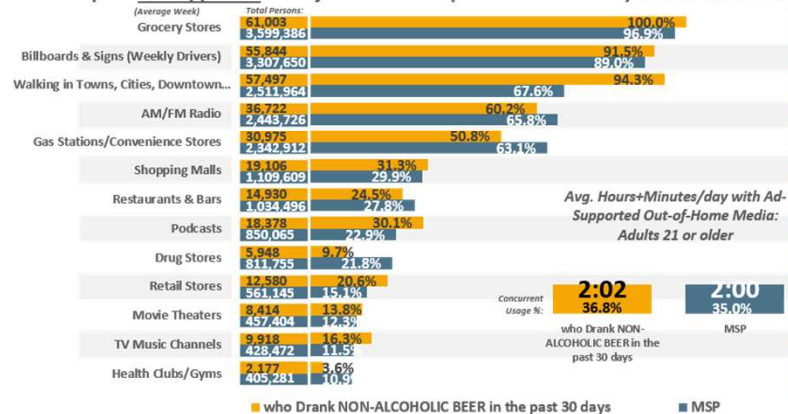
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



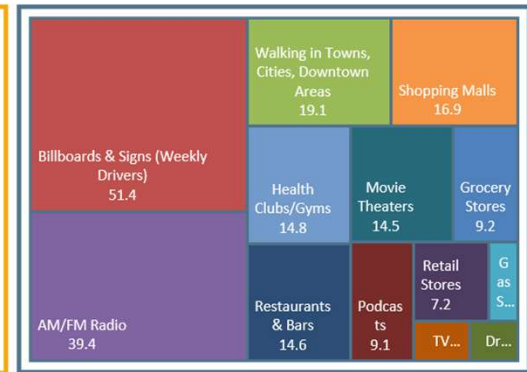
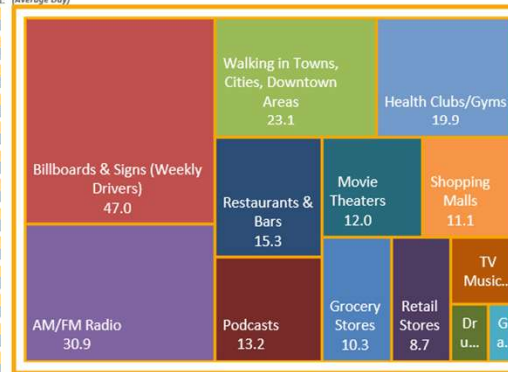
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



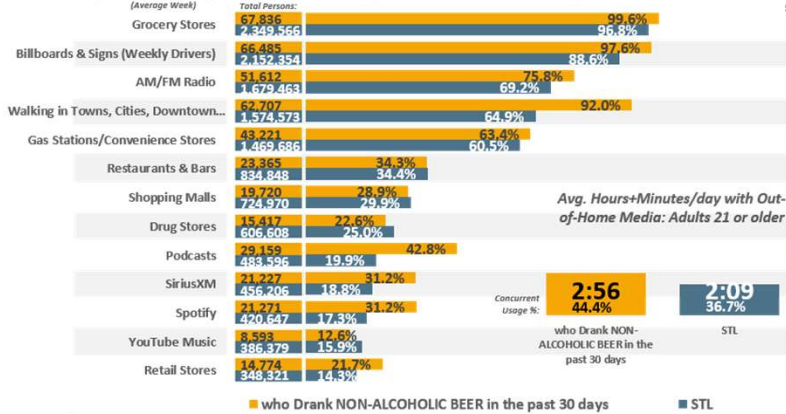
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



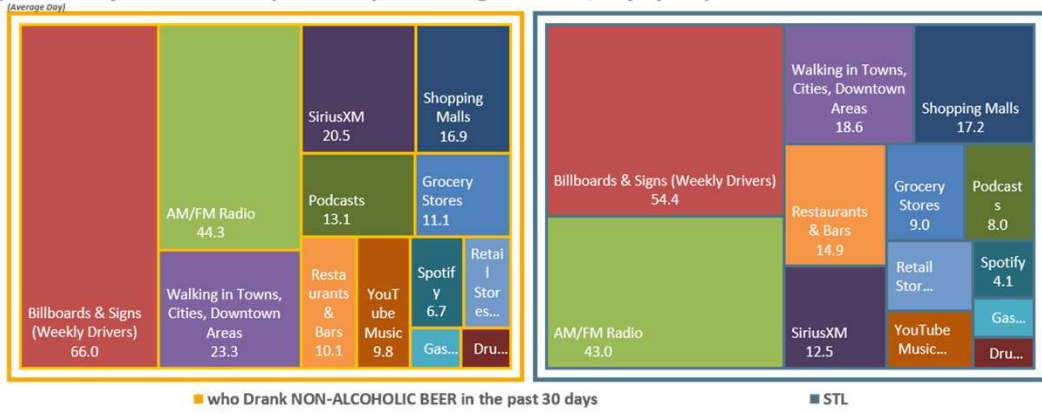


66,485 or 97.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 66. minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

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



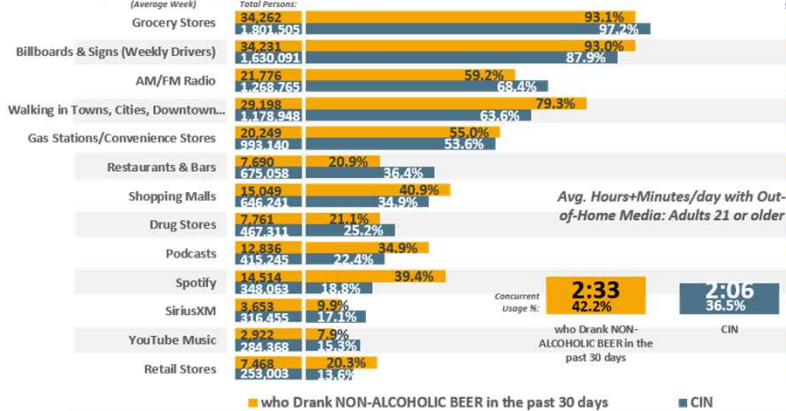
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



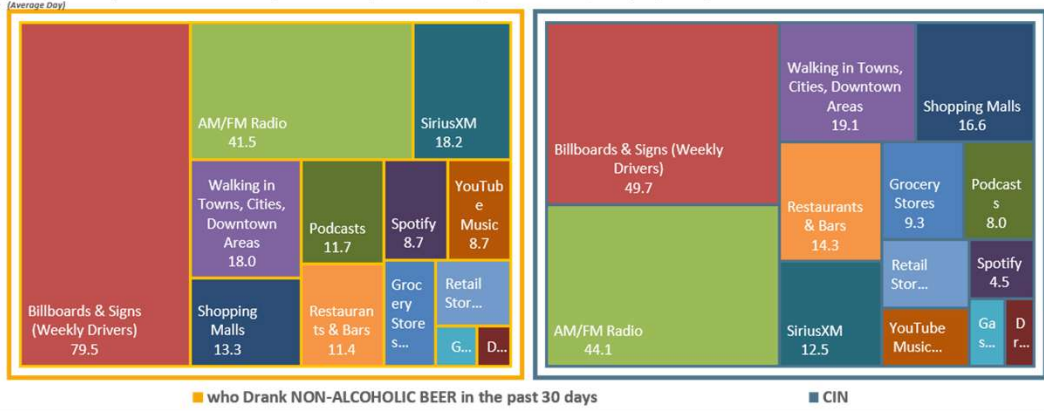


34,231 or 93.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 79.5 minutes per day driving, seeing Billboards and Signs. 53.8% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day.

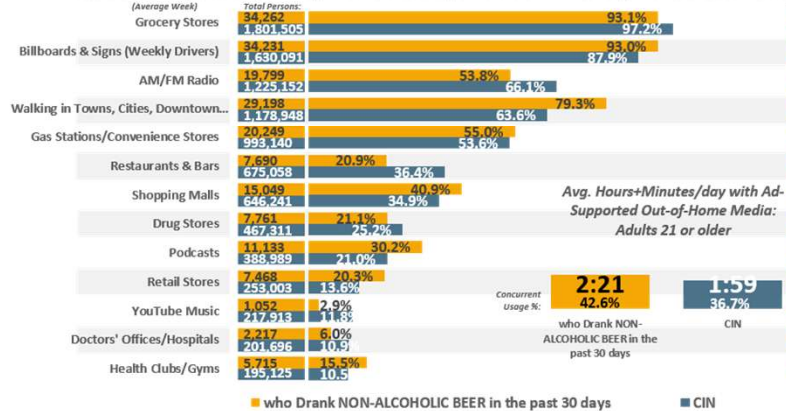
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



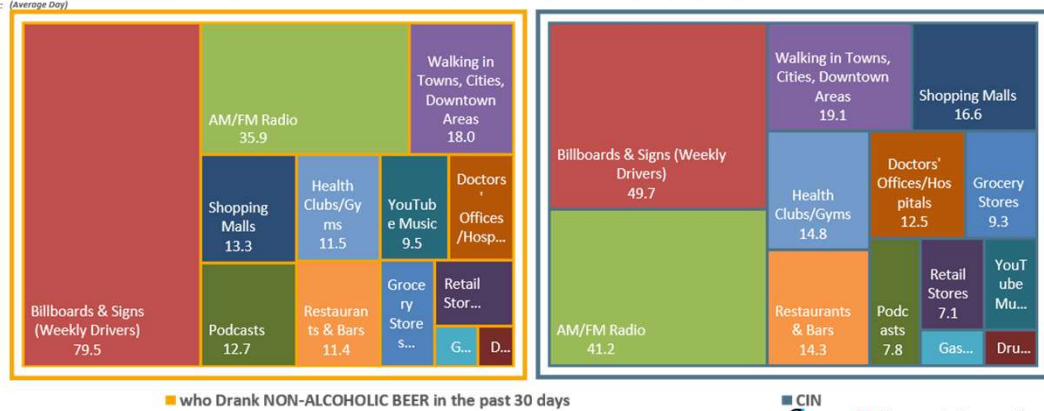
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



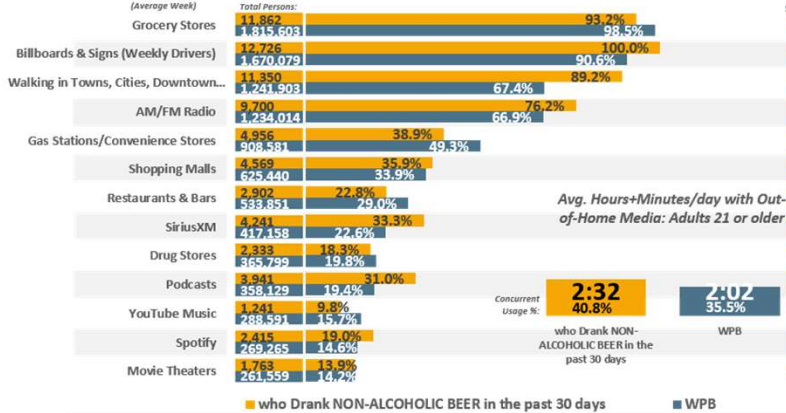
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



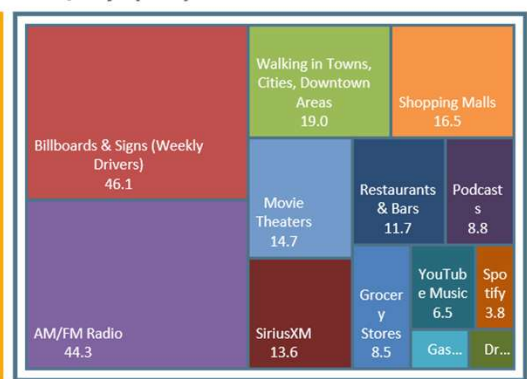
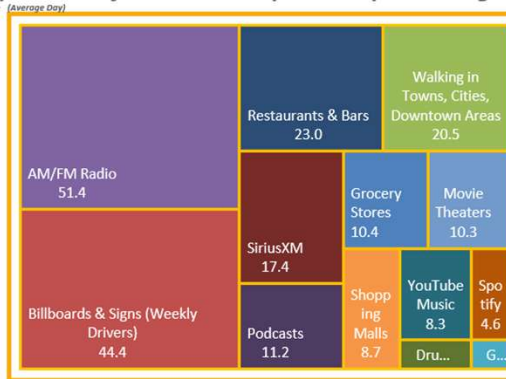


12,726 or 100.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 44.4 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

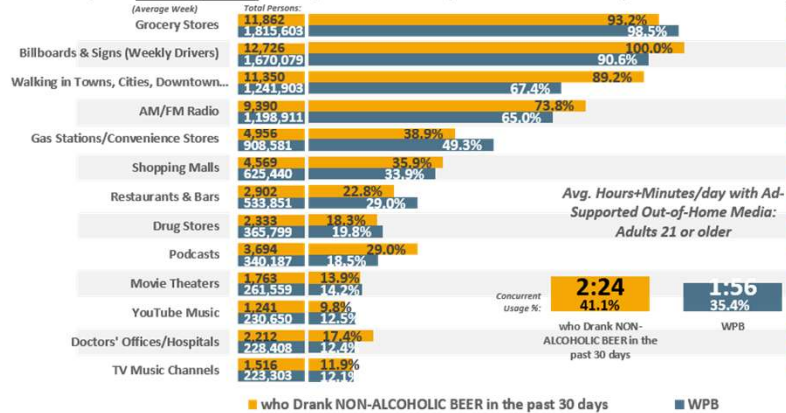
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



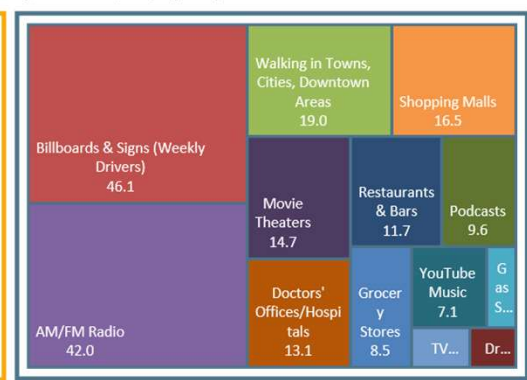
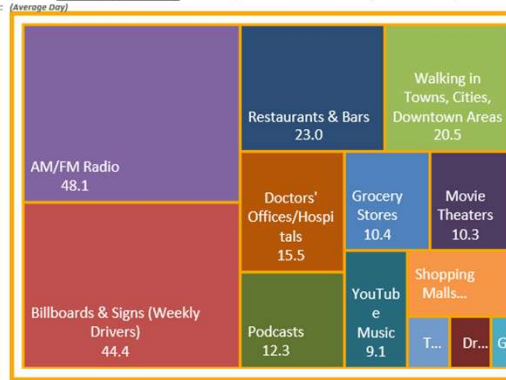
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



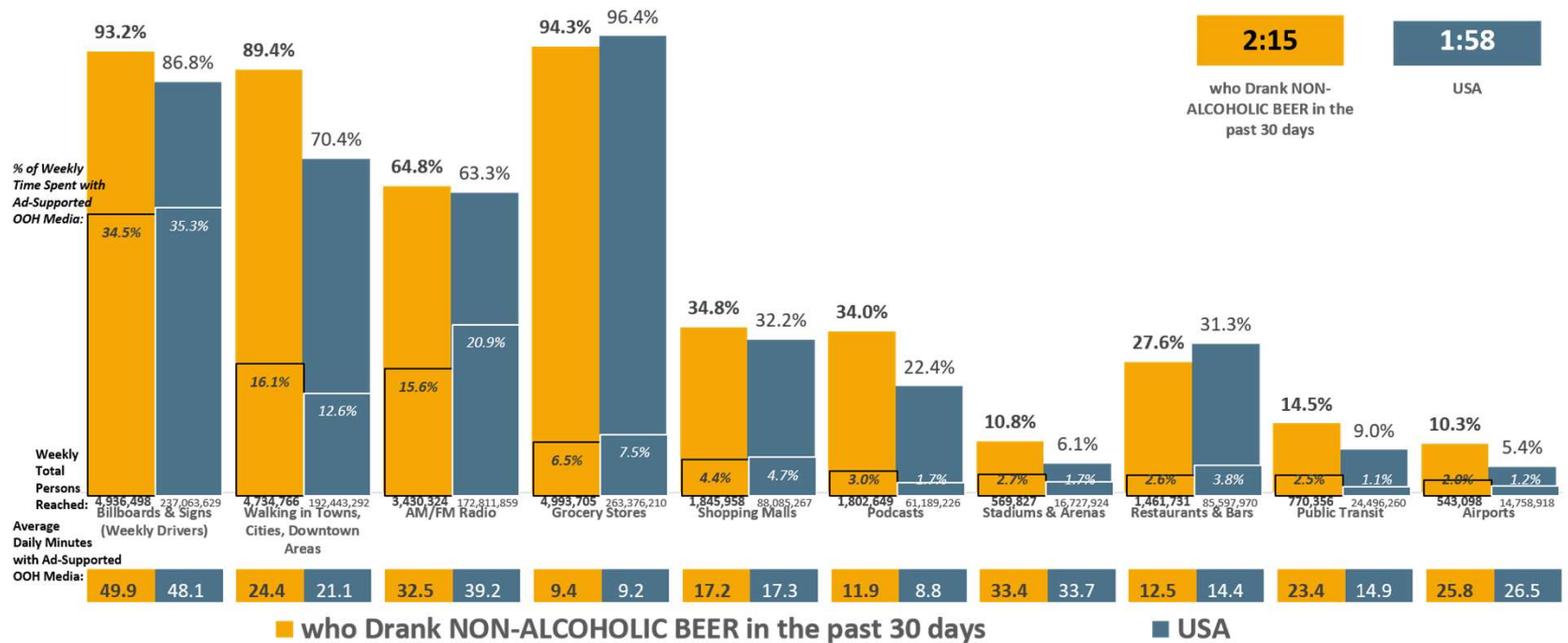


4,936,498 or 93.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]

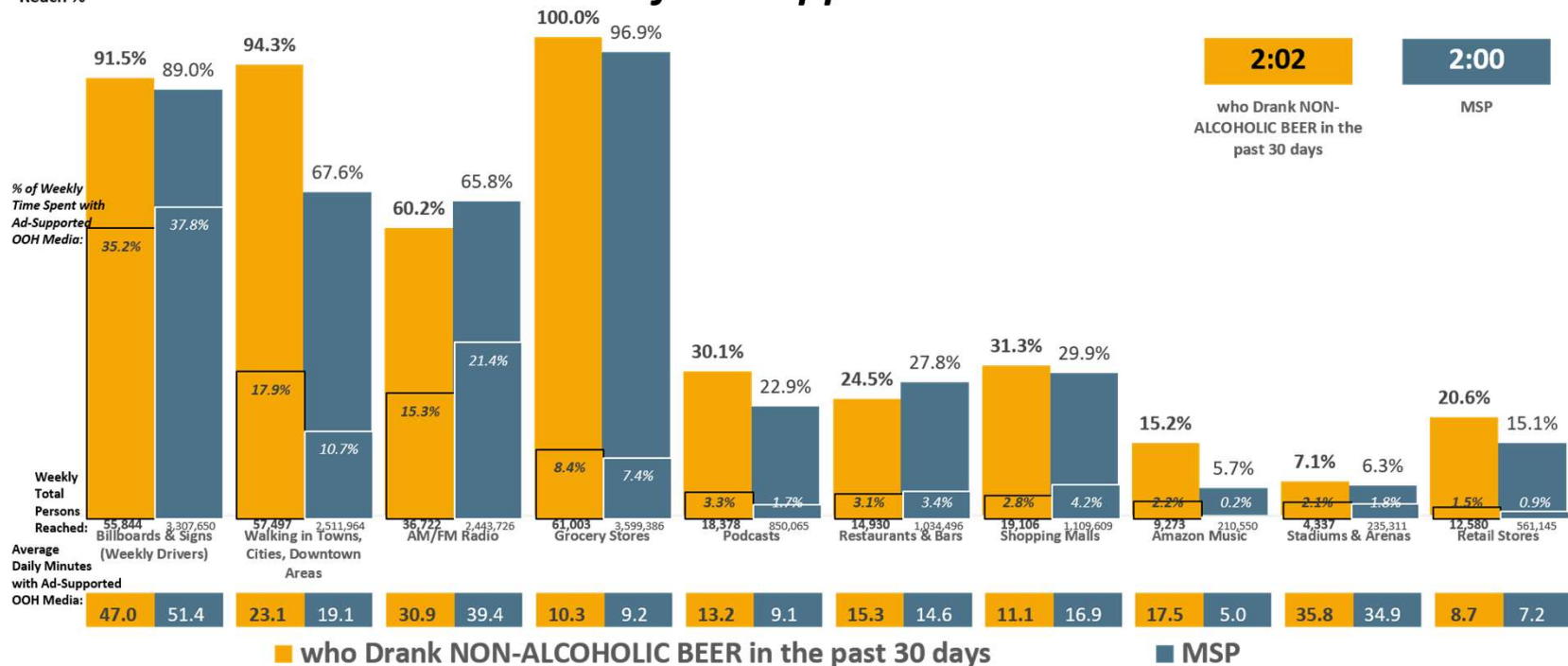


55,844 or 91.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,853

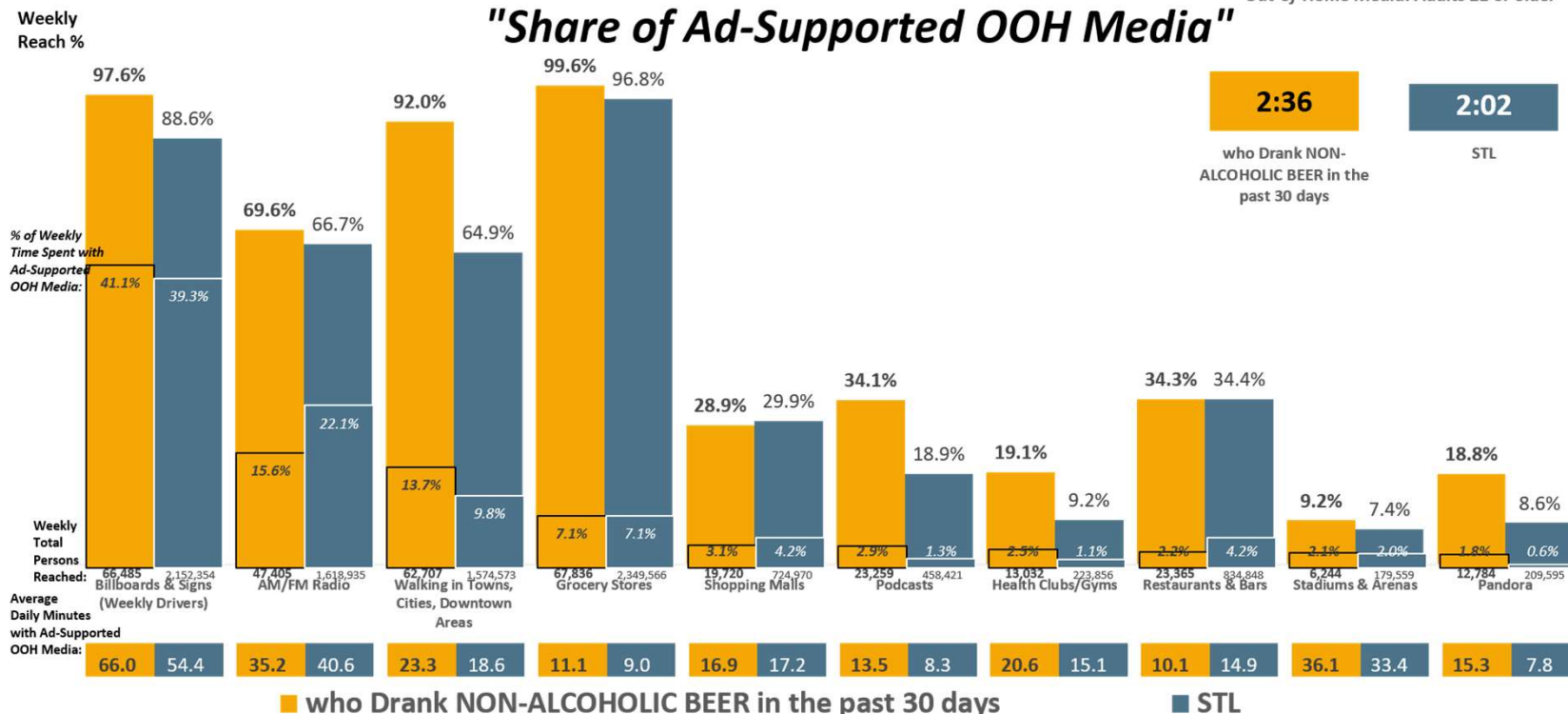
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]



66,485 or 97.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 66. minutes per day driving, seeing Billboards and Signs representing 41.1% 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,893

soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]

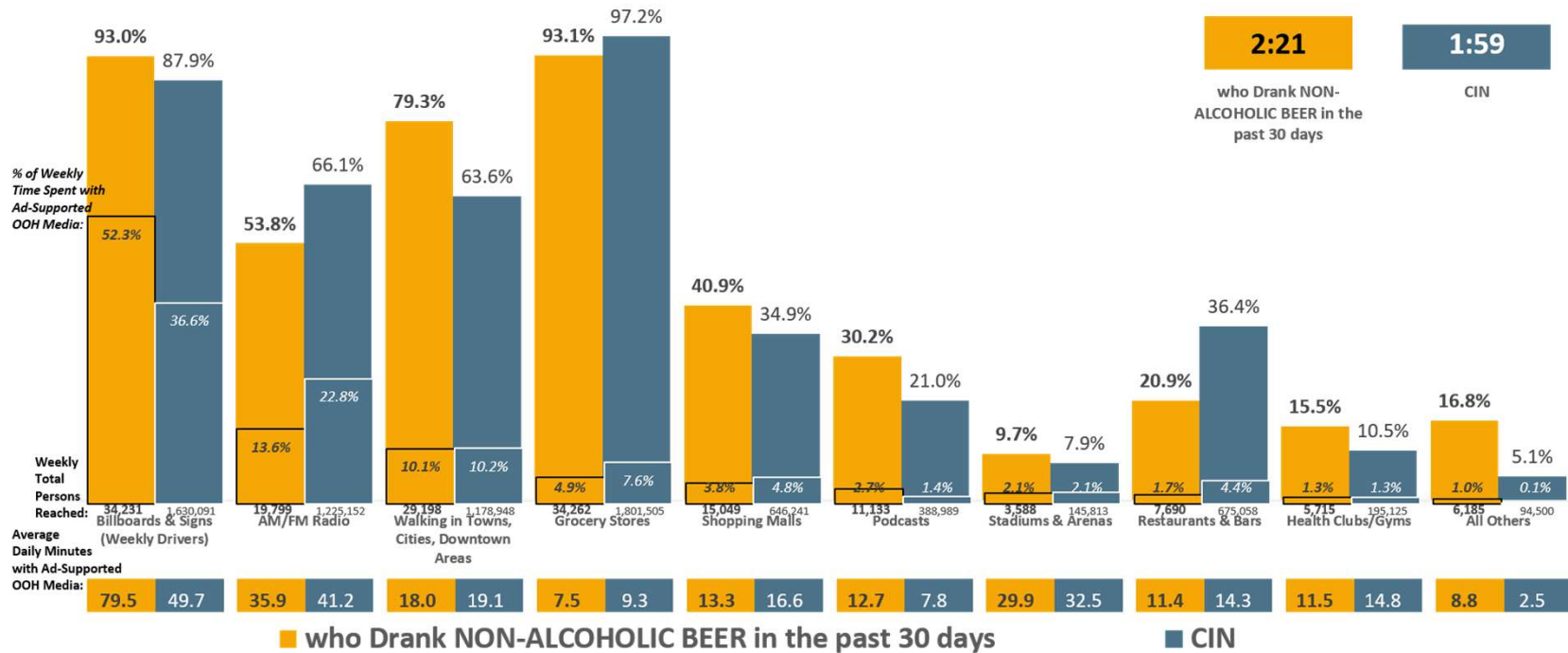


34,231 or 93.0% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 79.5 minutes per day driving, seeing Billboards and Signs representing 52.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



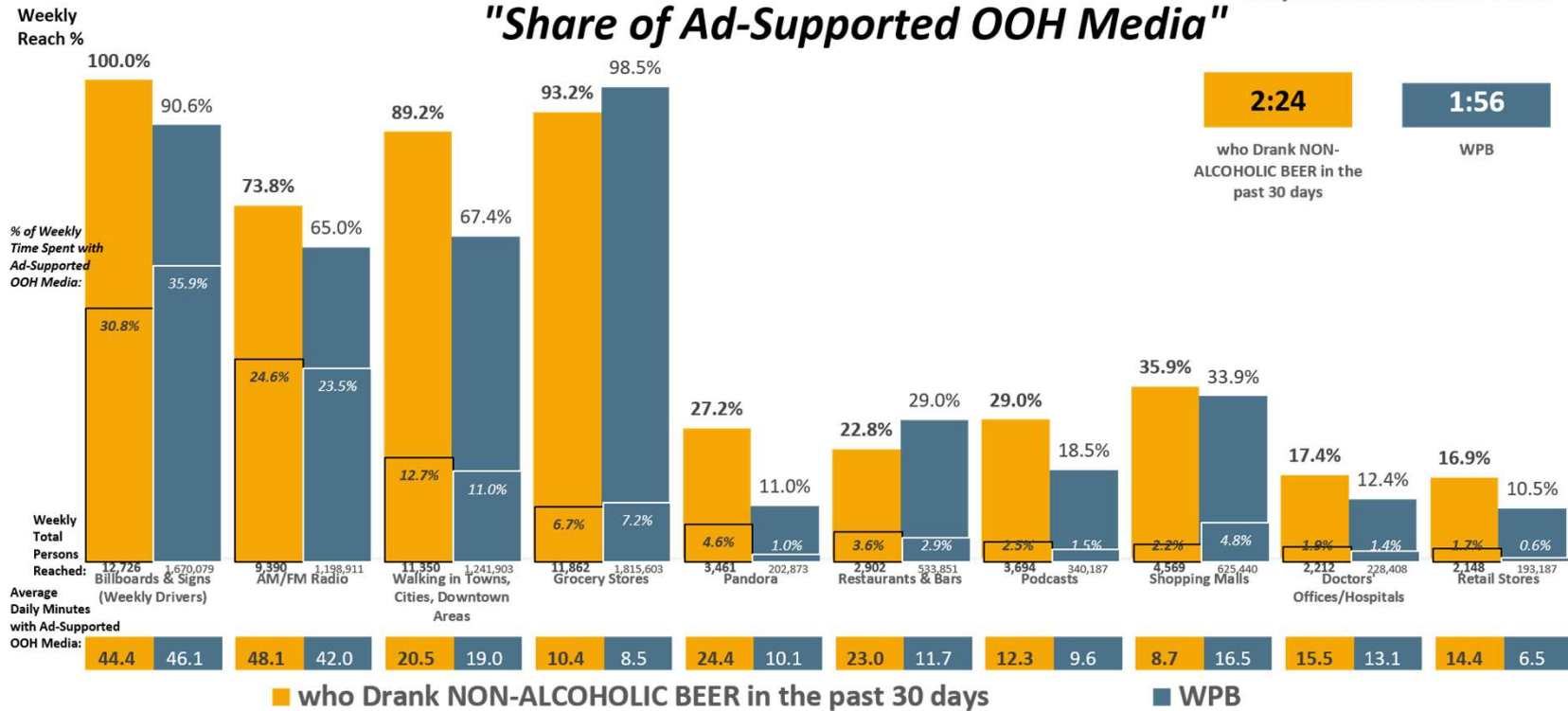
2:21
who Drank NON-ALCOHOLIC BEER in the past 30 days

1:59
CIN



12,726 or 100.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 44.4 minutes per day driving, seeing Billboards and Signs representing 30.8% 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 30 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,481
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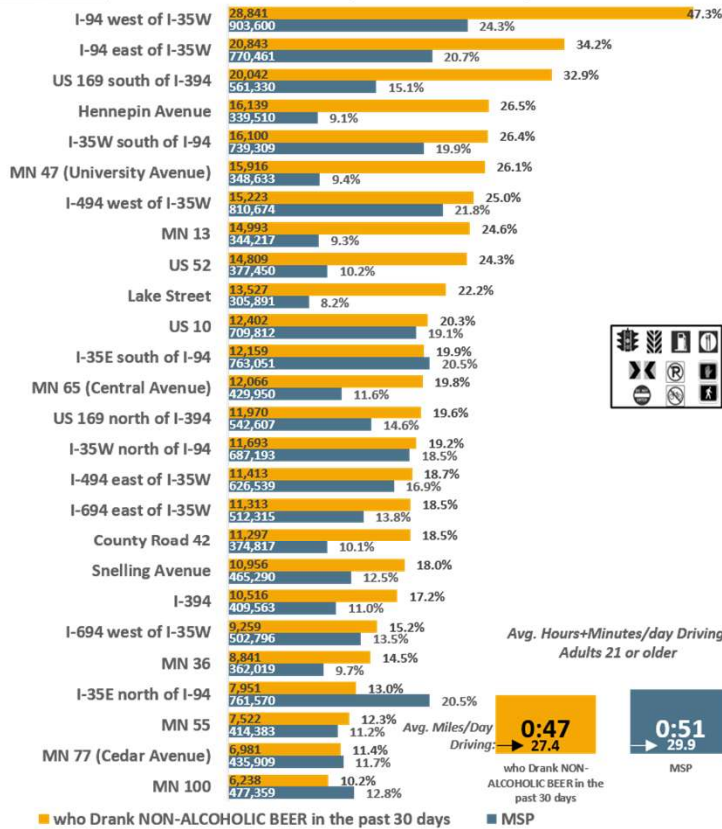
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]

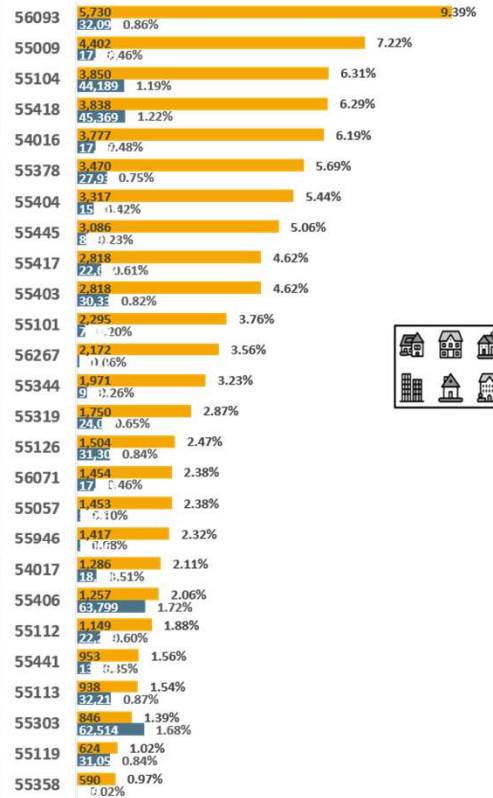


55,844 or 91.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 47. minutes per day driving an average of 27.4 miles each day and are 189.5% more likely to use Hennepin Avenue than the Metro average.

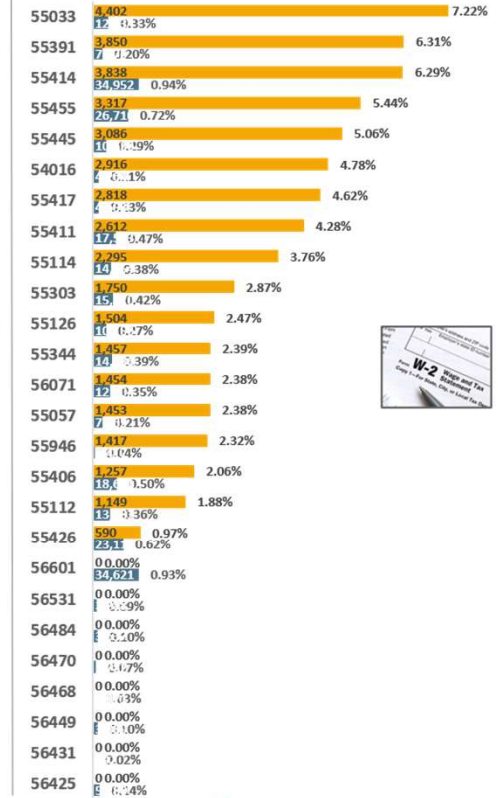
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



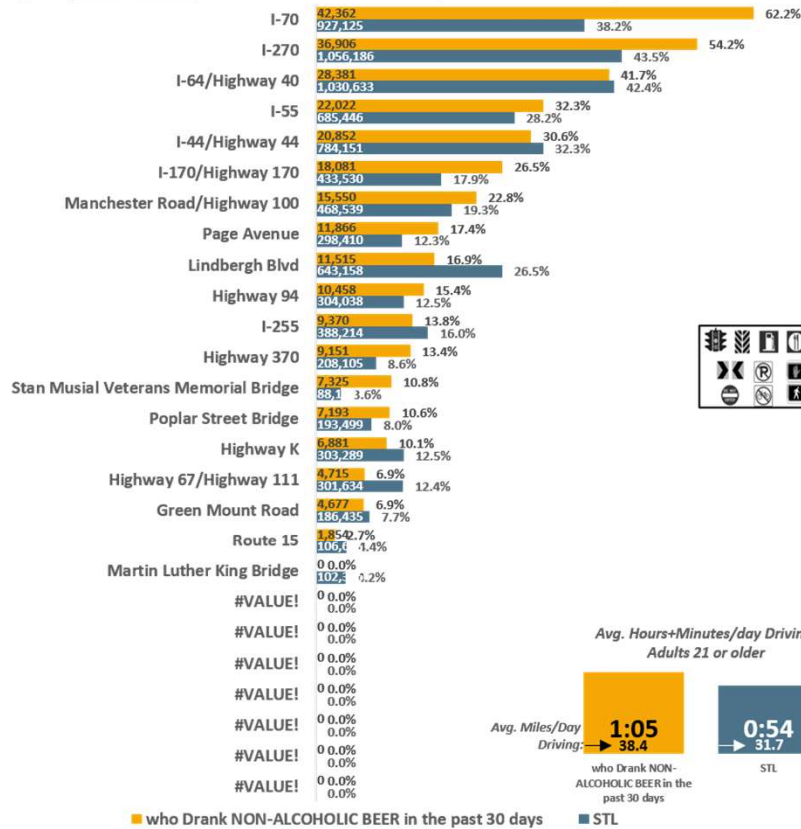
Top-26 Employment Zip Codes: Adults 21 or older



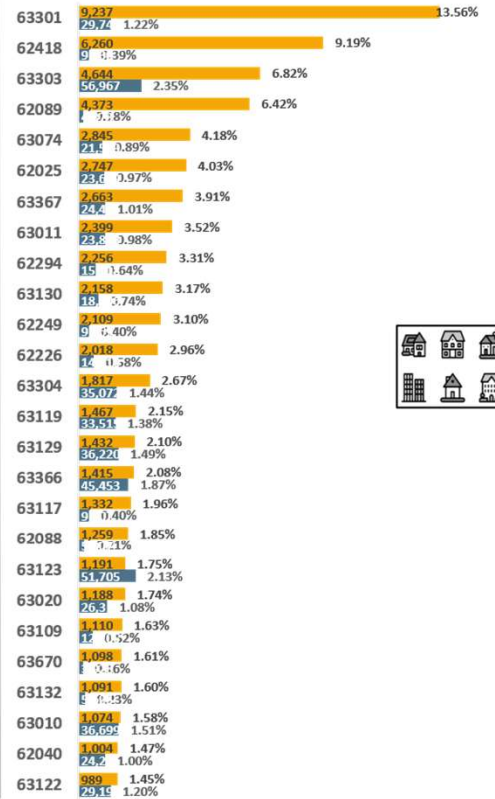


66,485 or 97.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 66. minutes per day driving an average of 38.4 miles each day and are 196.% more likely to use Stan Musial Veterans Memorial Bridge than the Metro a

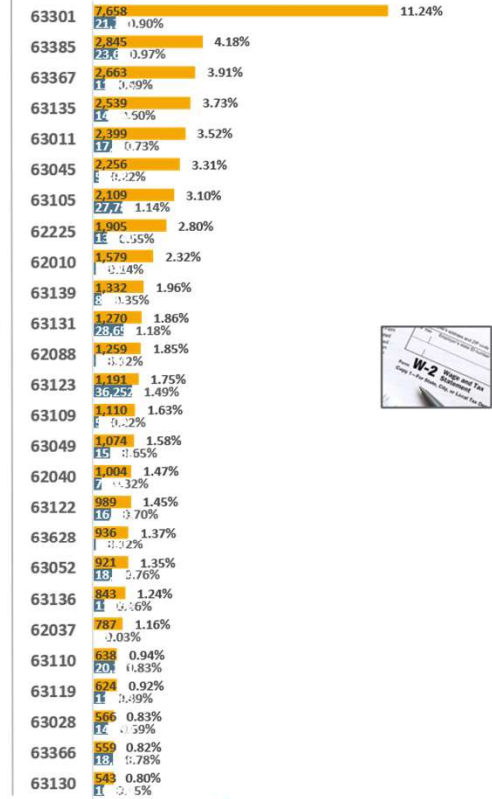
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



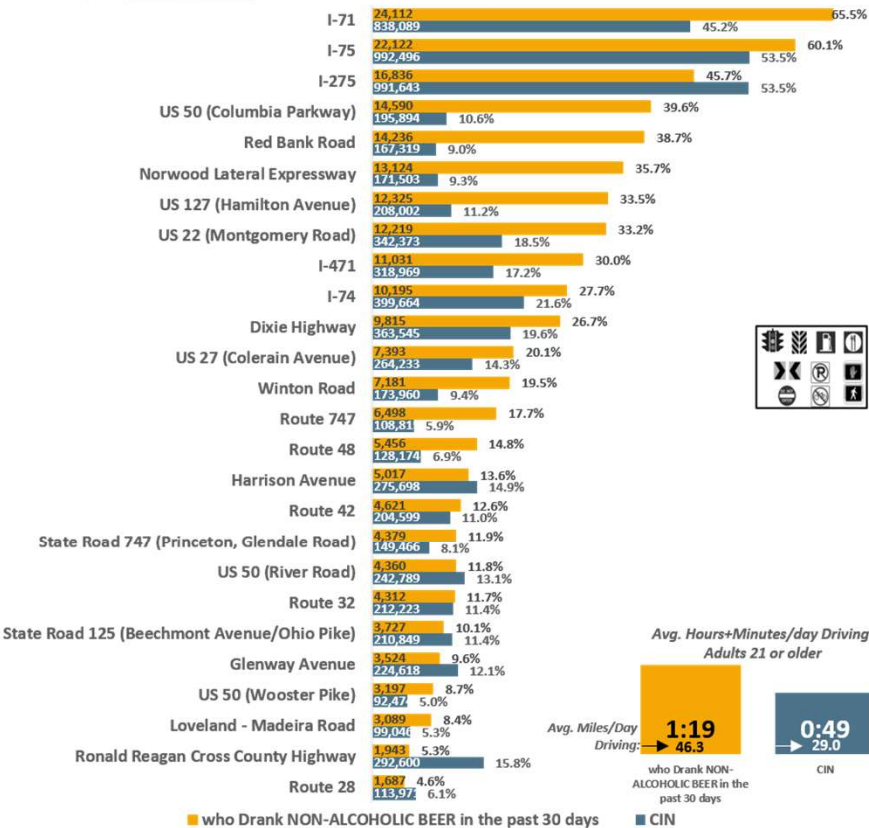
Top-26 Employment Zip Codes: Adults 21 or older



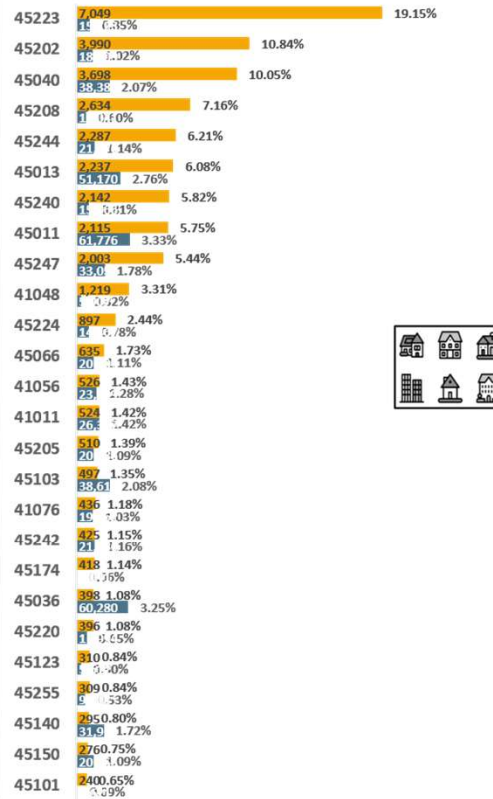


34,231 or 93.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 79.5 minutes per day driving an average of 46.3 miles each day and are 328.5% more likely to use Red Bank Road than the Metro average.

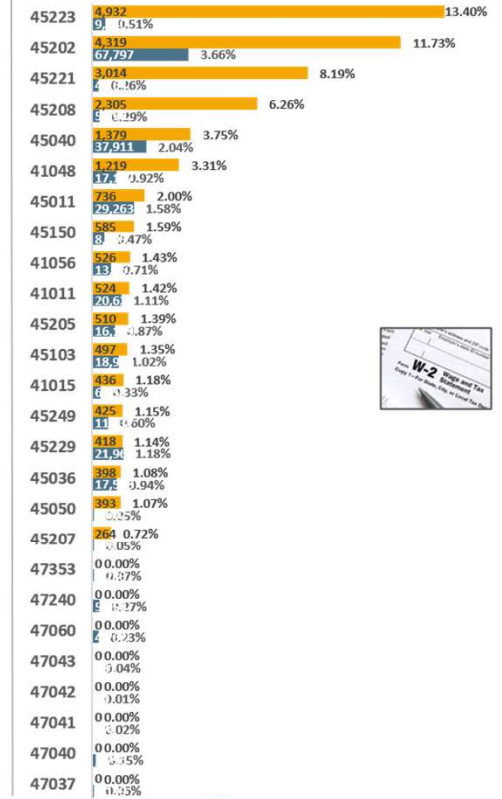
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



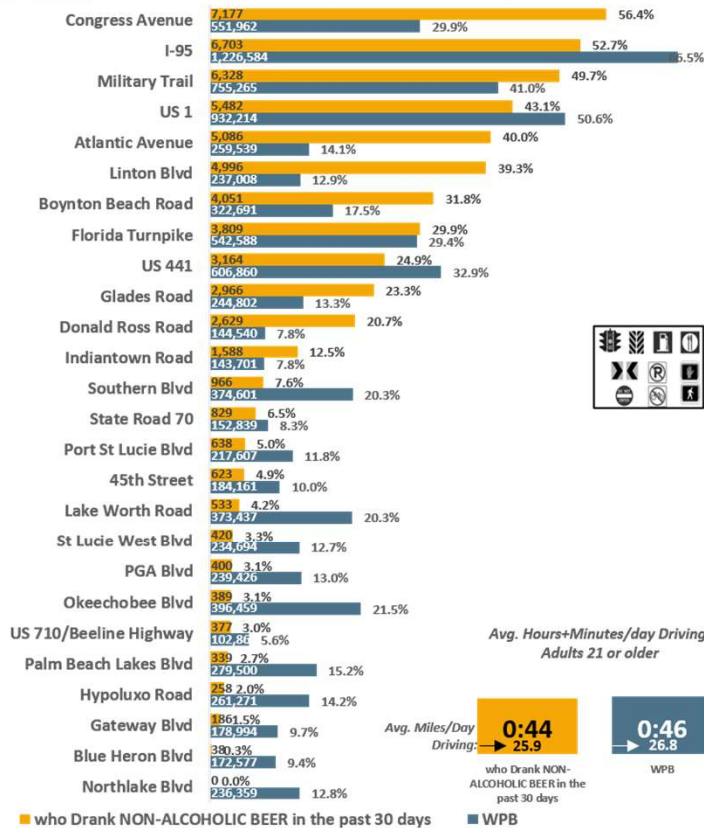
Top-26 Employment Zip Codes: Adults 21 or older



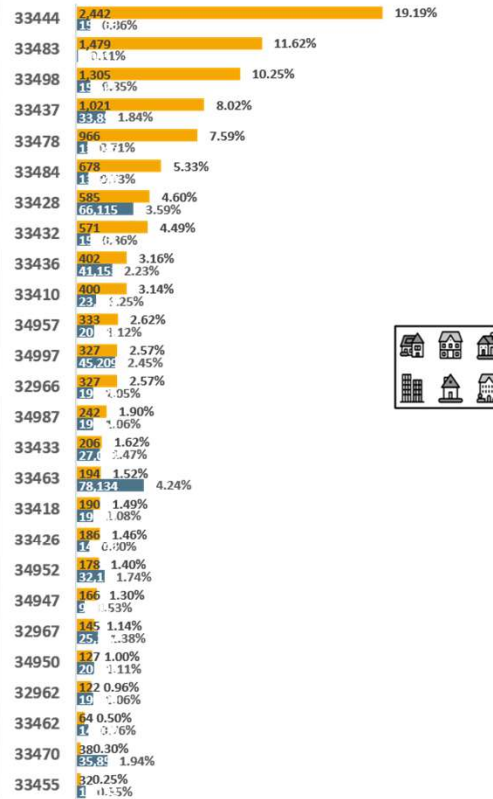


12,726 or 100.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 44.4 minutes per day driving an average of 25.9 miles each day and are 205.4% more likely to use Linton Blvd than the Metro average.

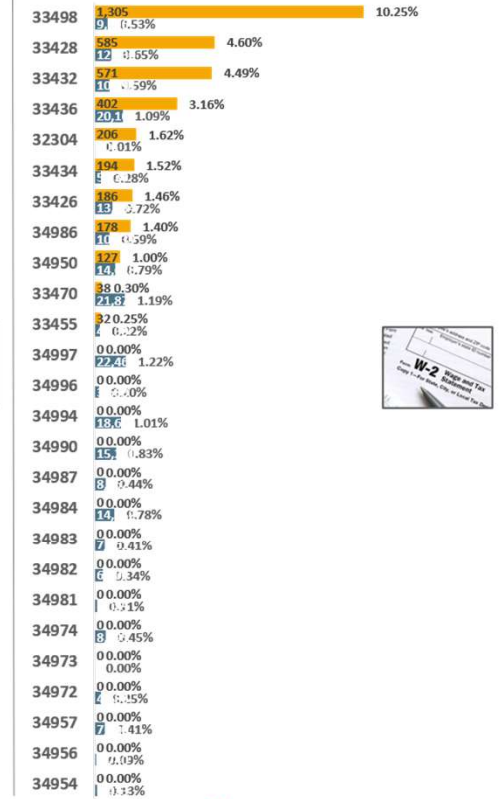
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



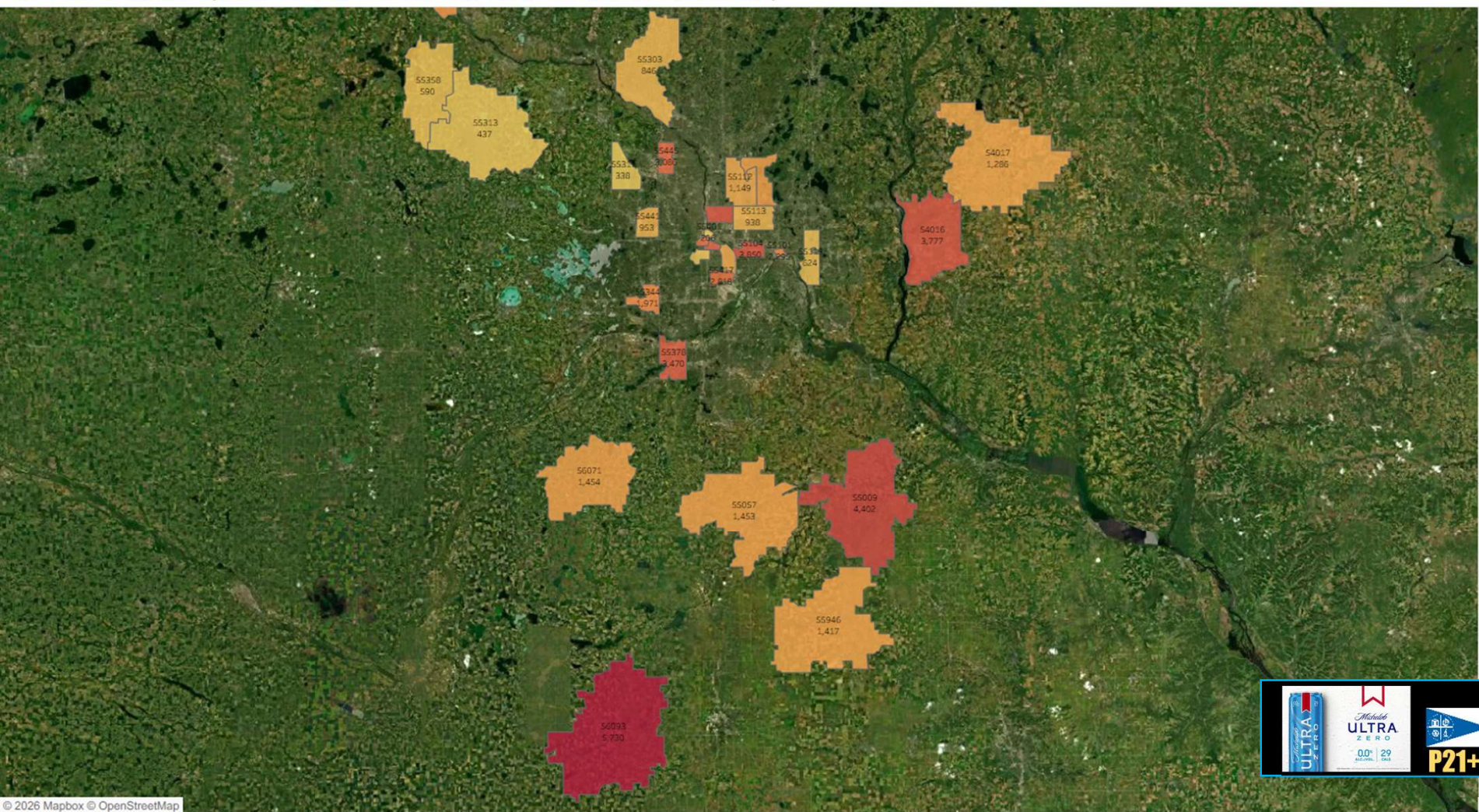
Top-26 Residential Zip Codes: Adults 21 or older



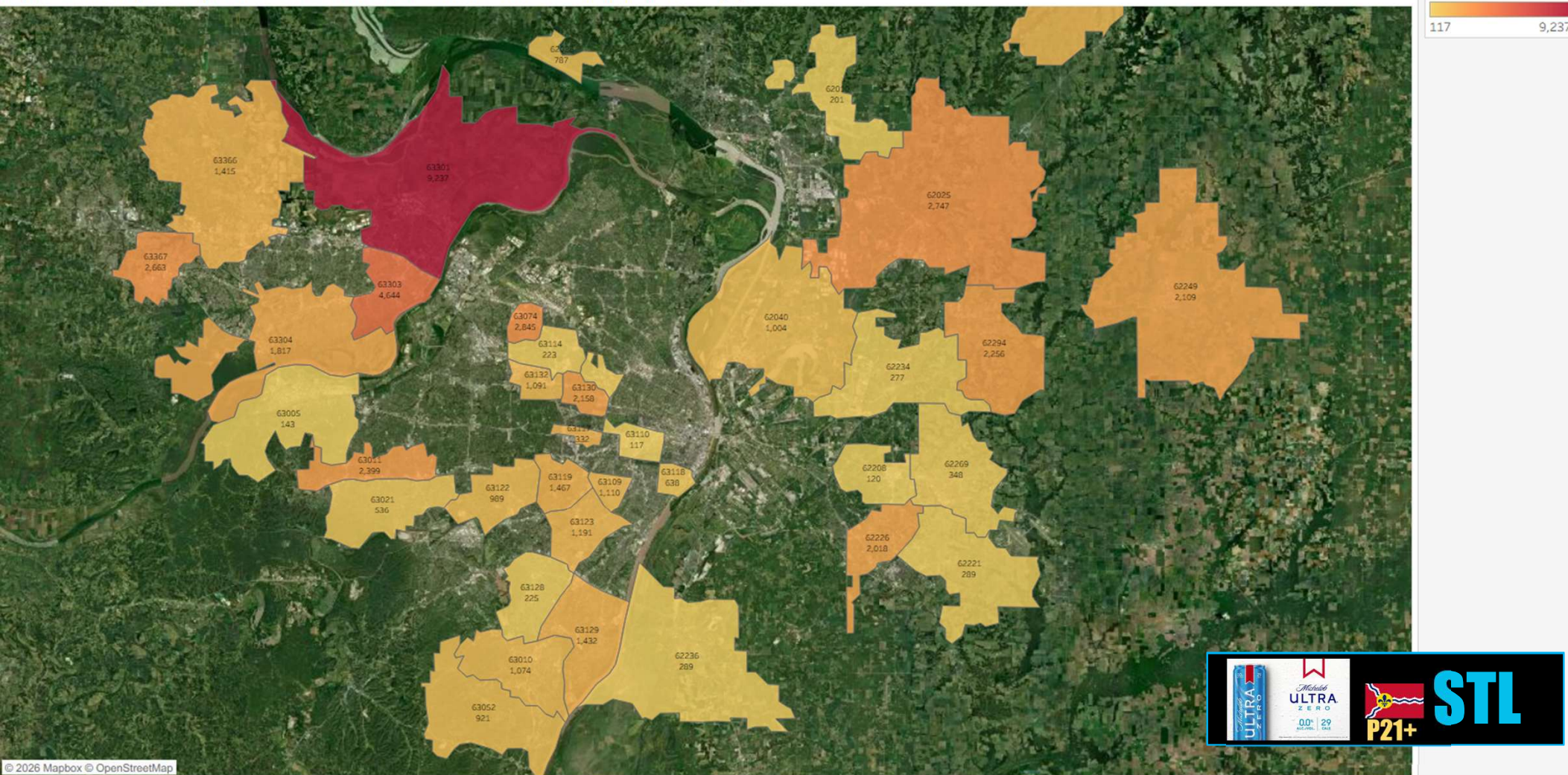
Top-26 Employment Zip Codes: Adults 21 or older



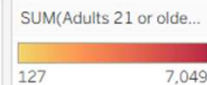
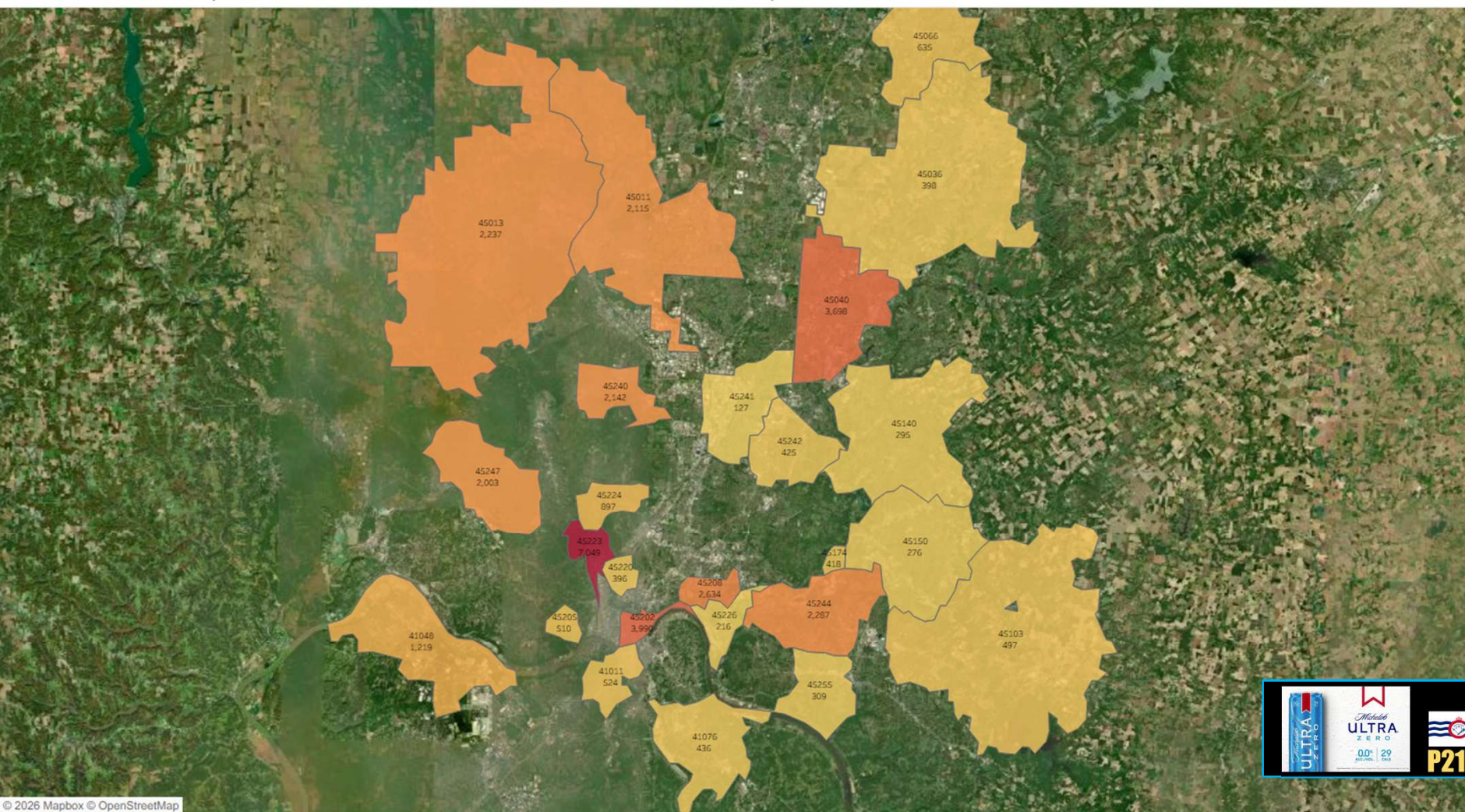
Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)



Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)

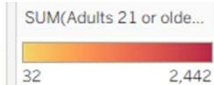
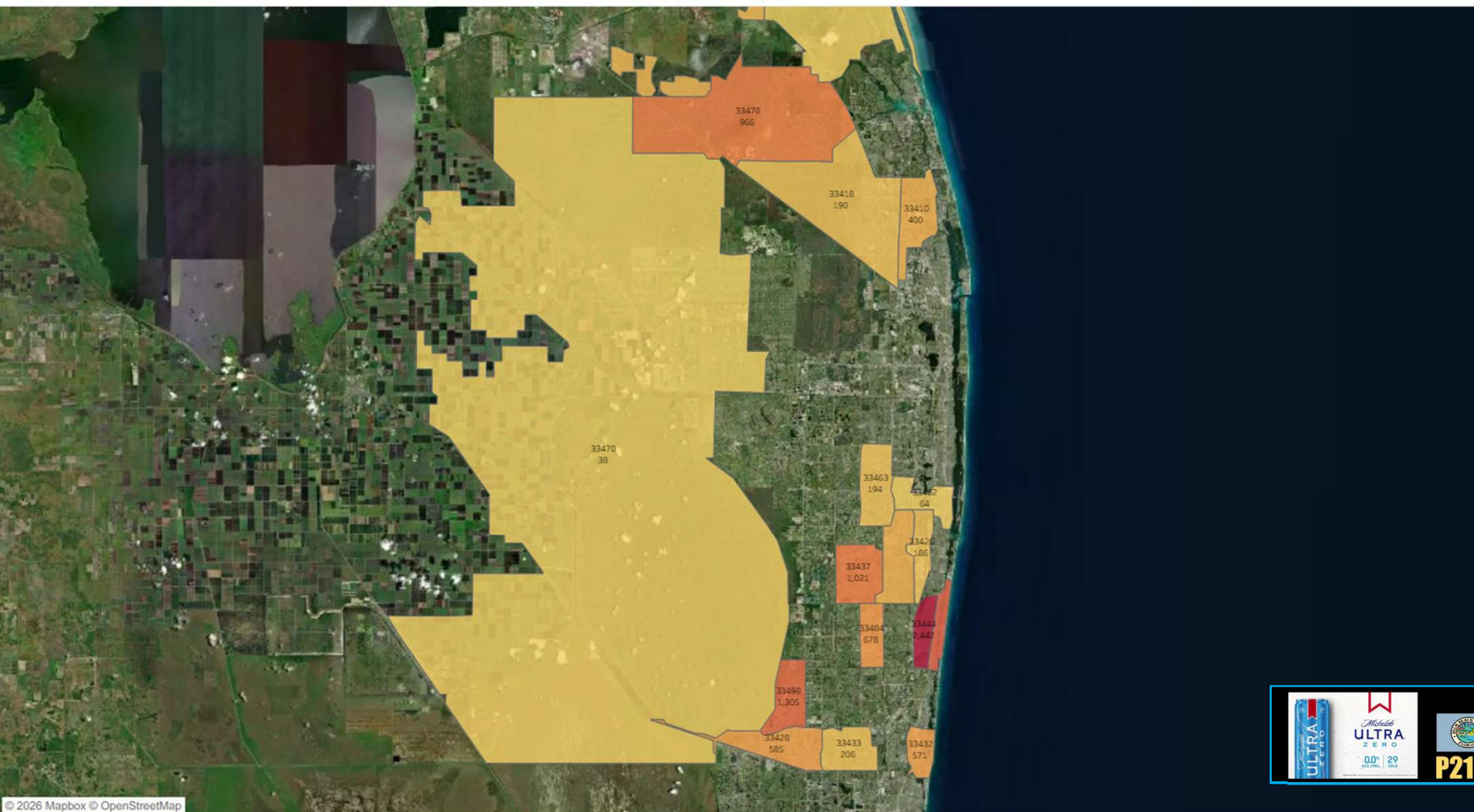


Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)



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Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)

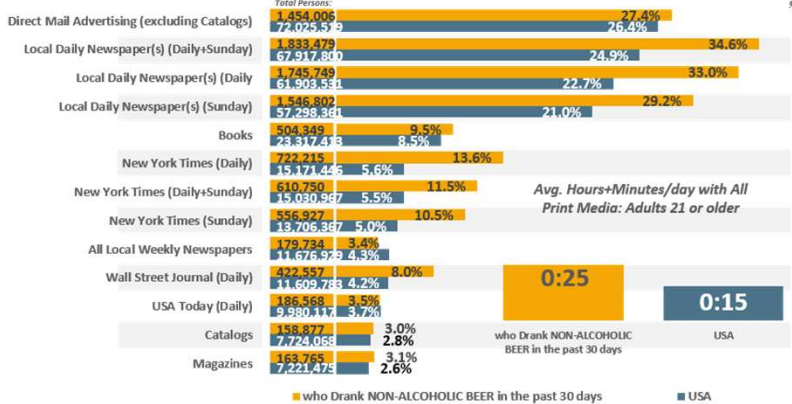


© 2026 Mapbox © OpenStreetMap

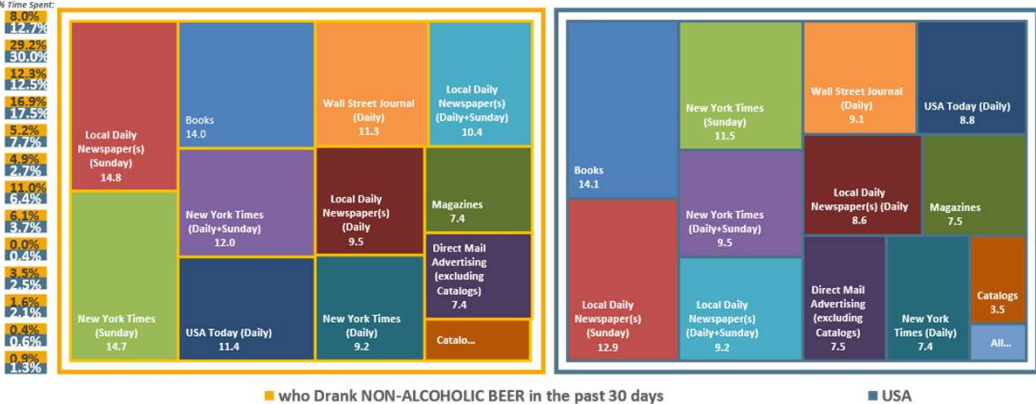


1,833,479 or 34.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

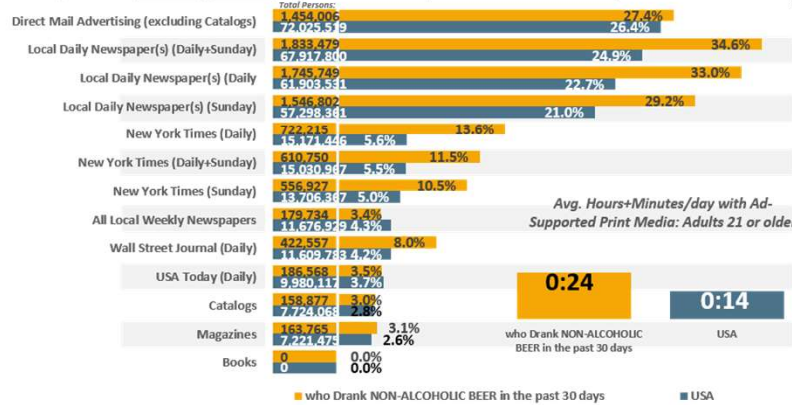
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



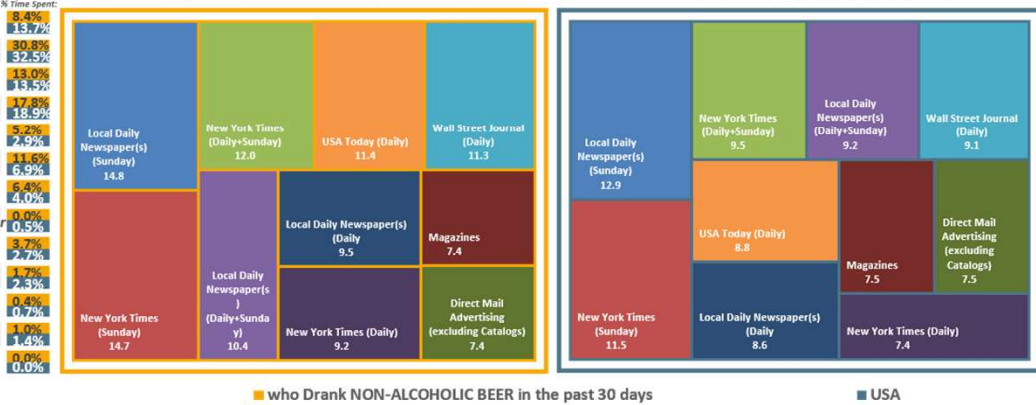
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



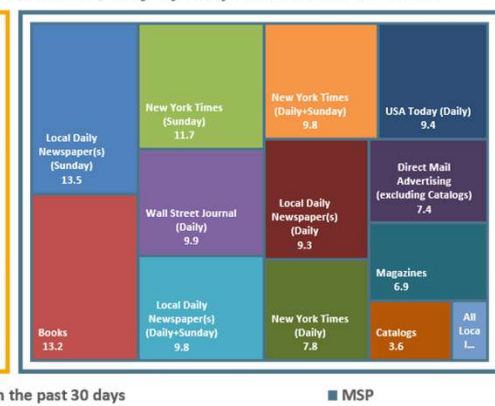
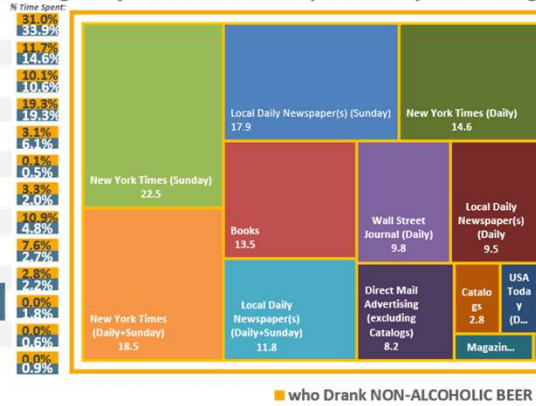
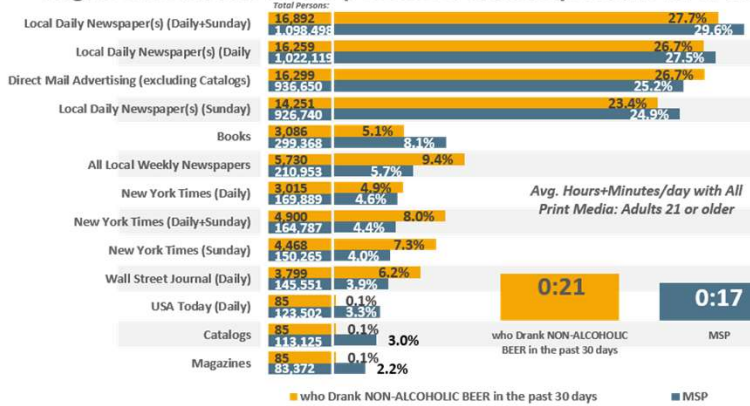
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



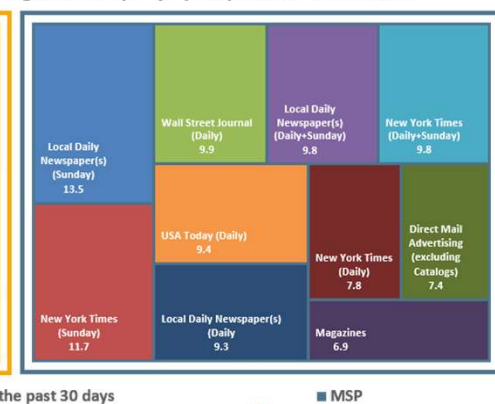
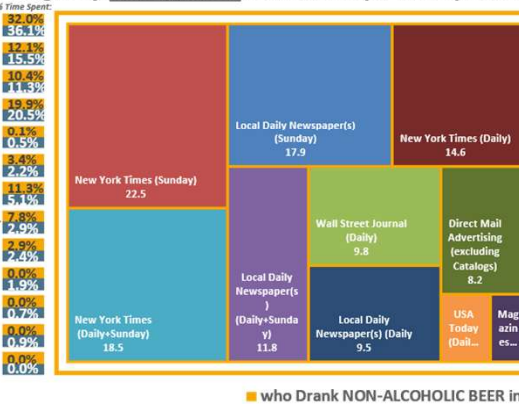
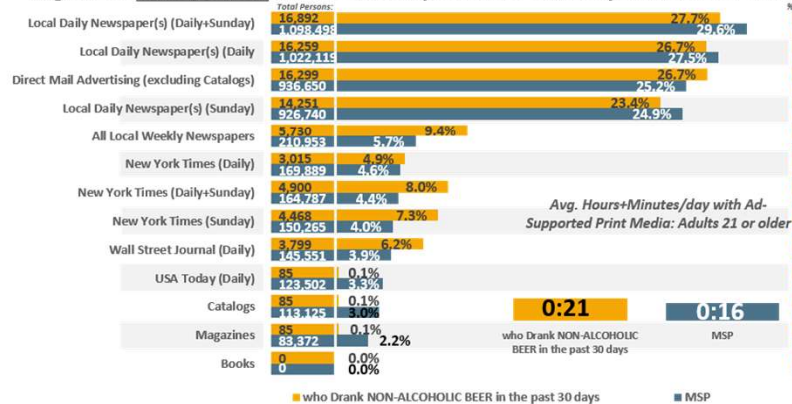


16,892 or 27.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 32.0% of all time spent daily with All forms of Print Media.

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**



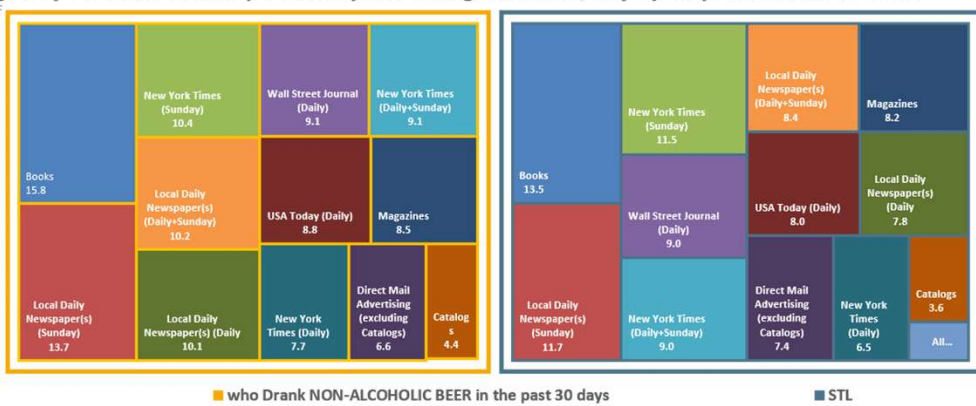
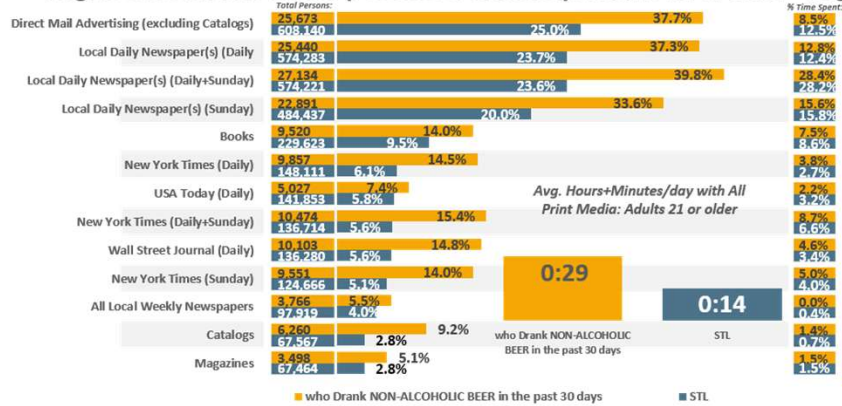
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



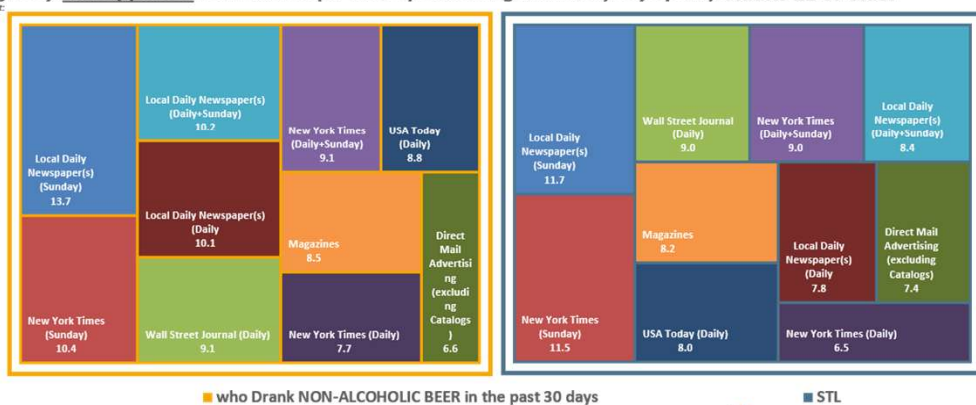
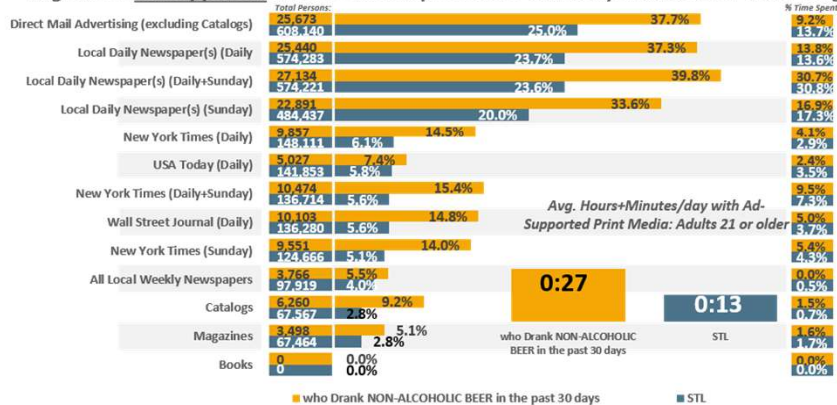


27,134 or 39.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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**



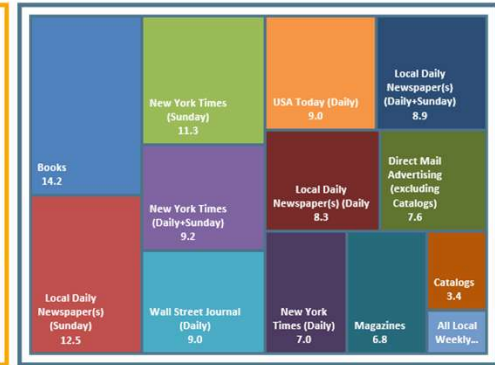
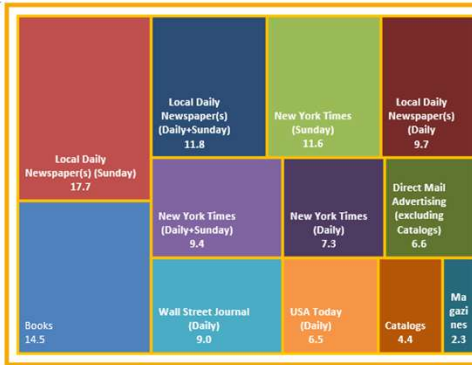
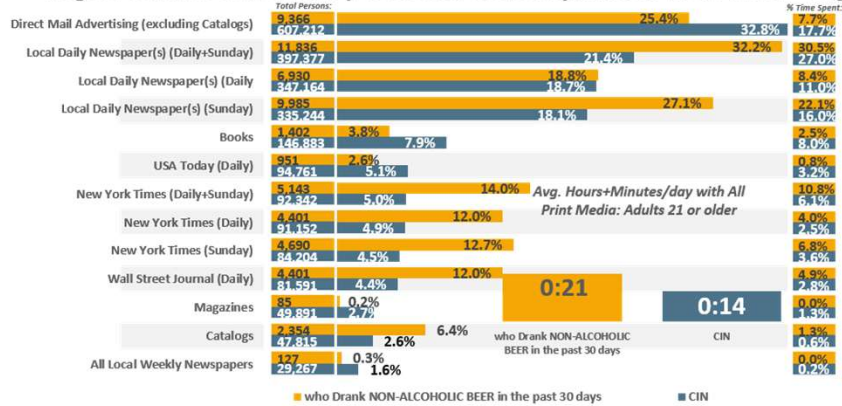
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



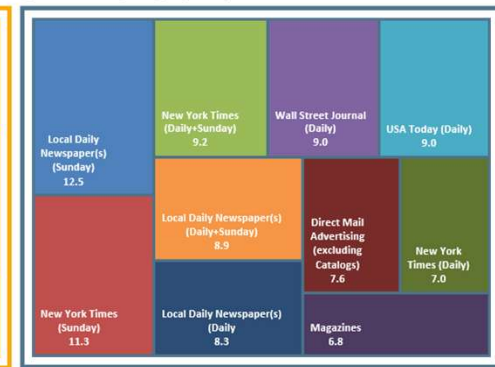
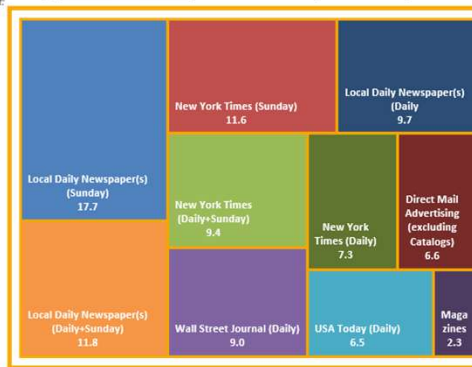
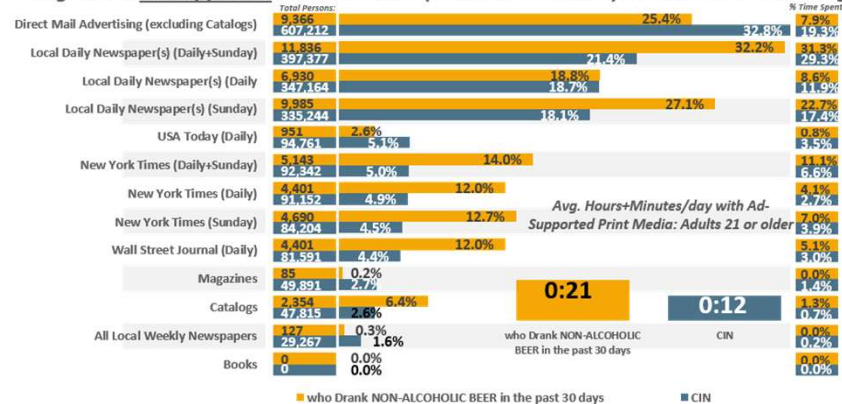


11,836 or 32.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



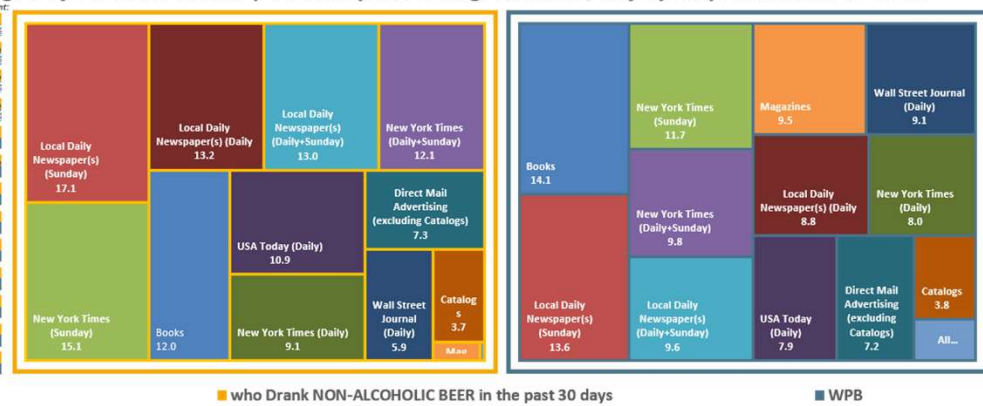
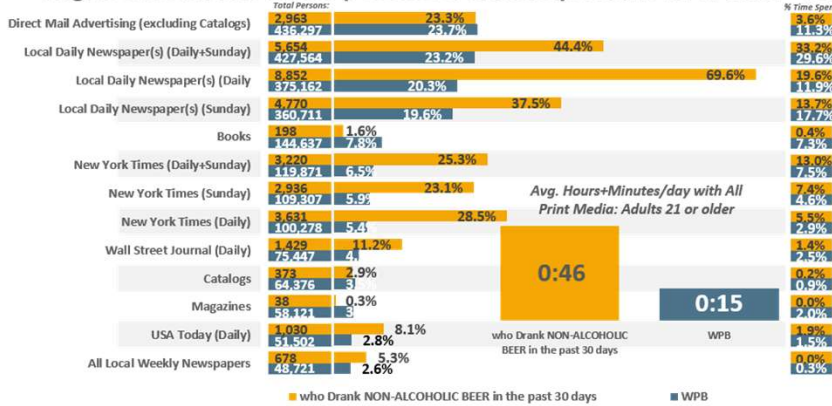
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



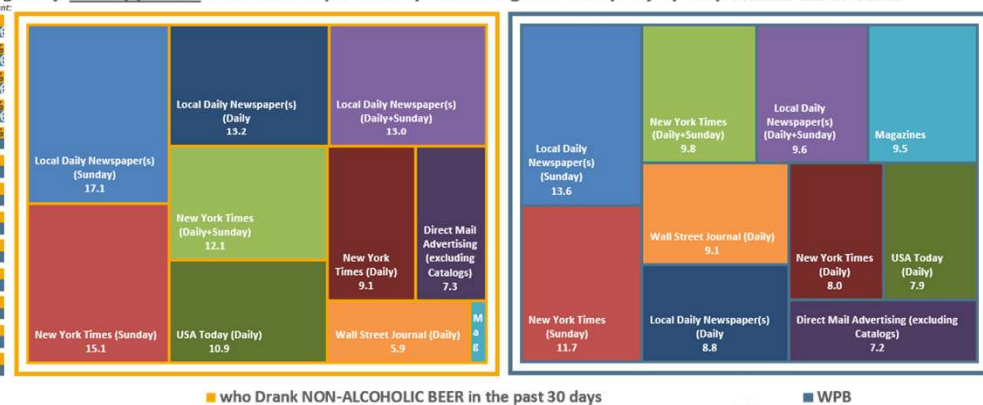
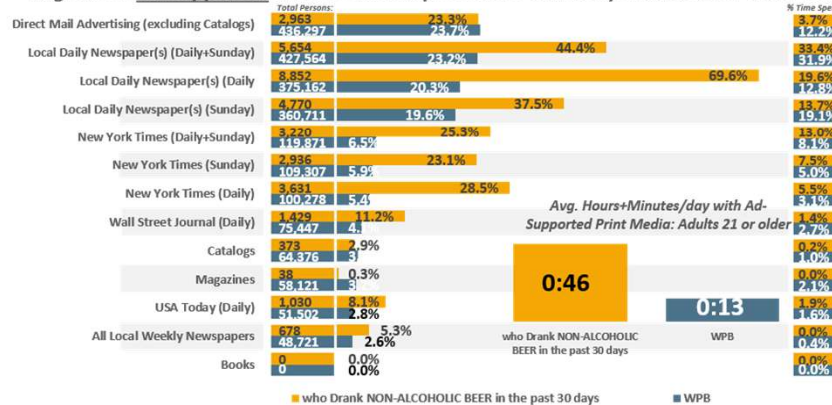


5,654 or 44.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

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



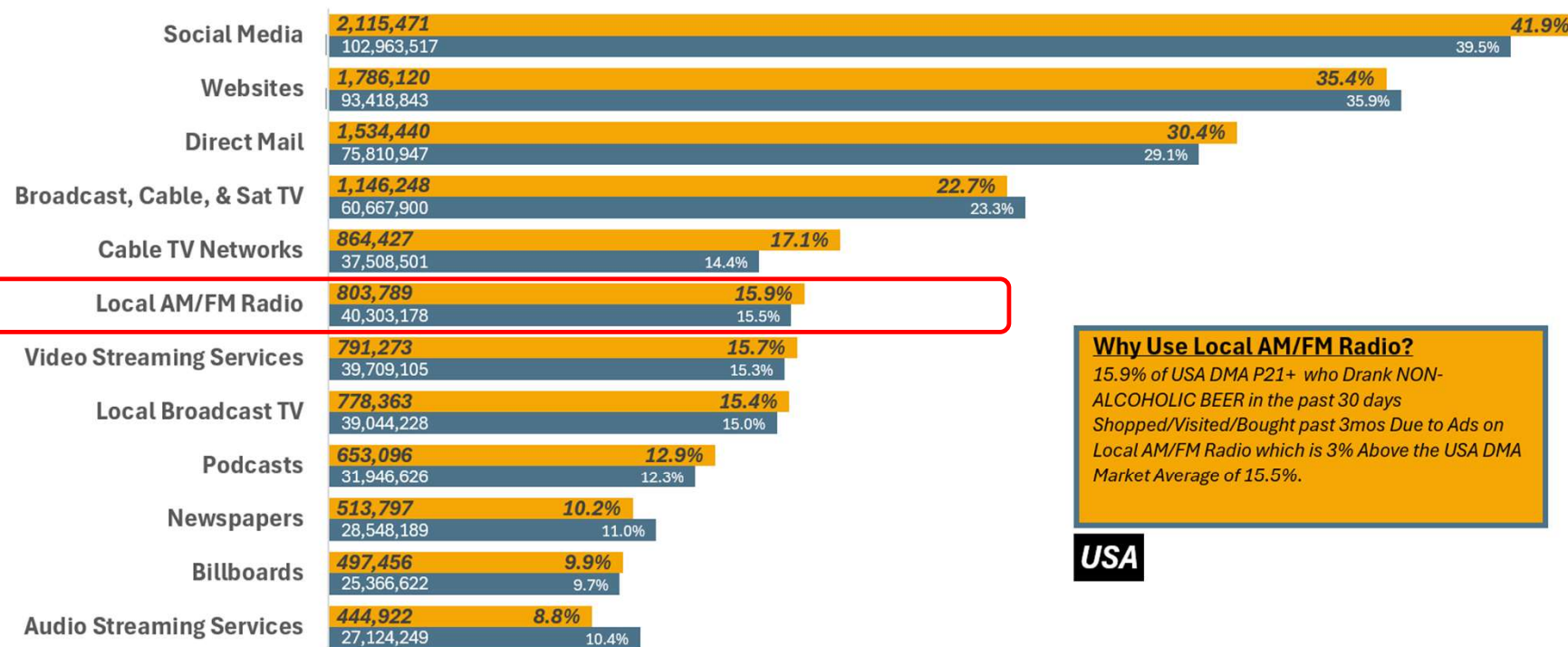
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.9% of USA DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Drank NON-ALCOHOLIC BEER 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: 516
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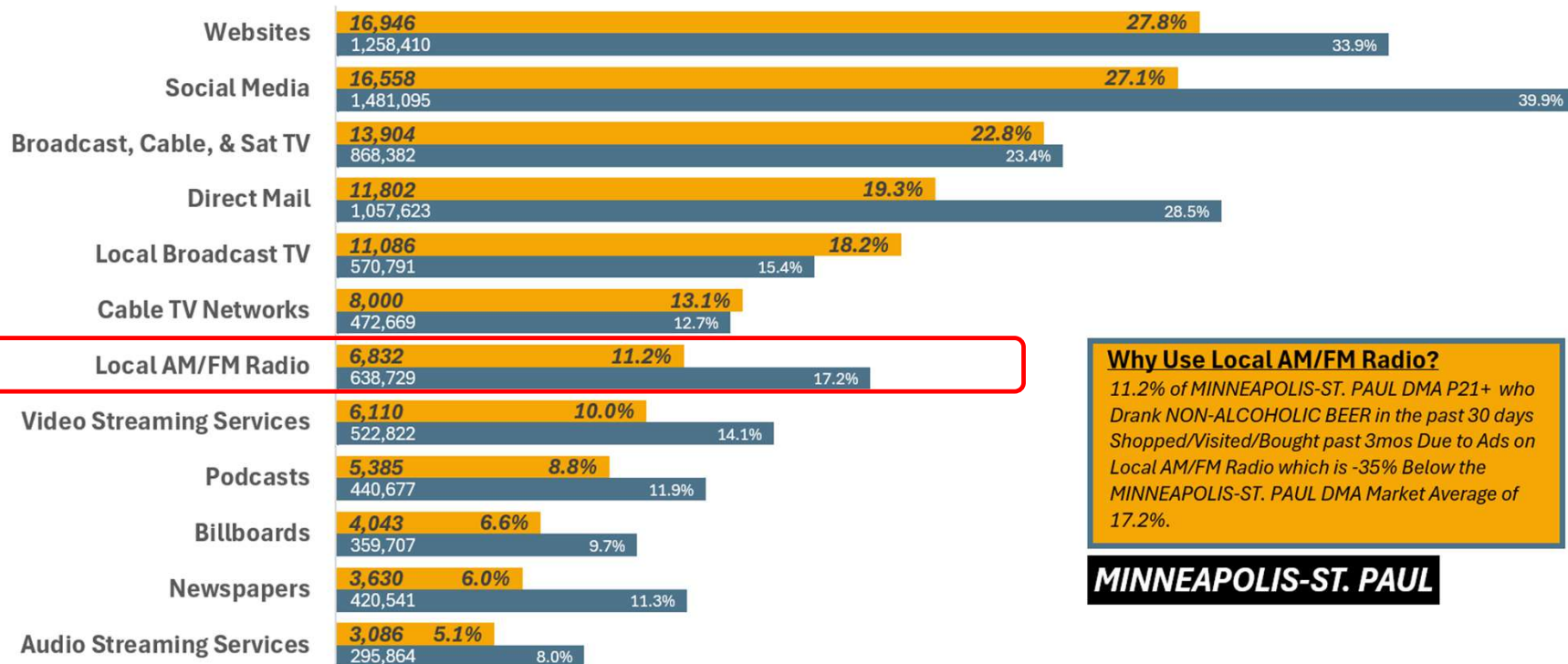
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[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.2% of MINNEAPOLIS-ST. PAUL DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -35% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 35
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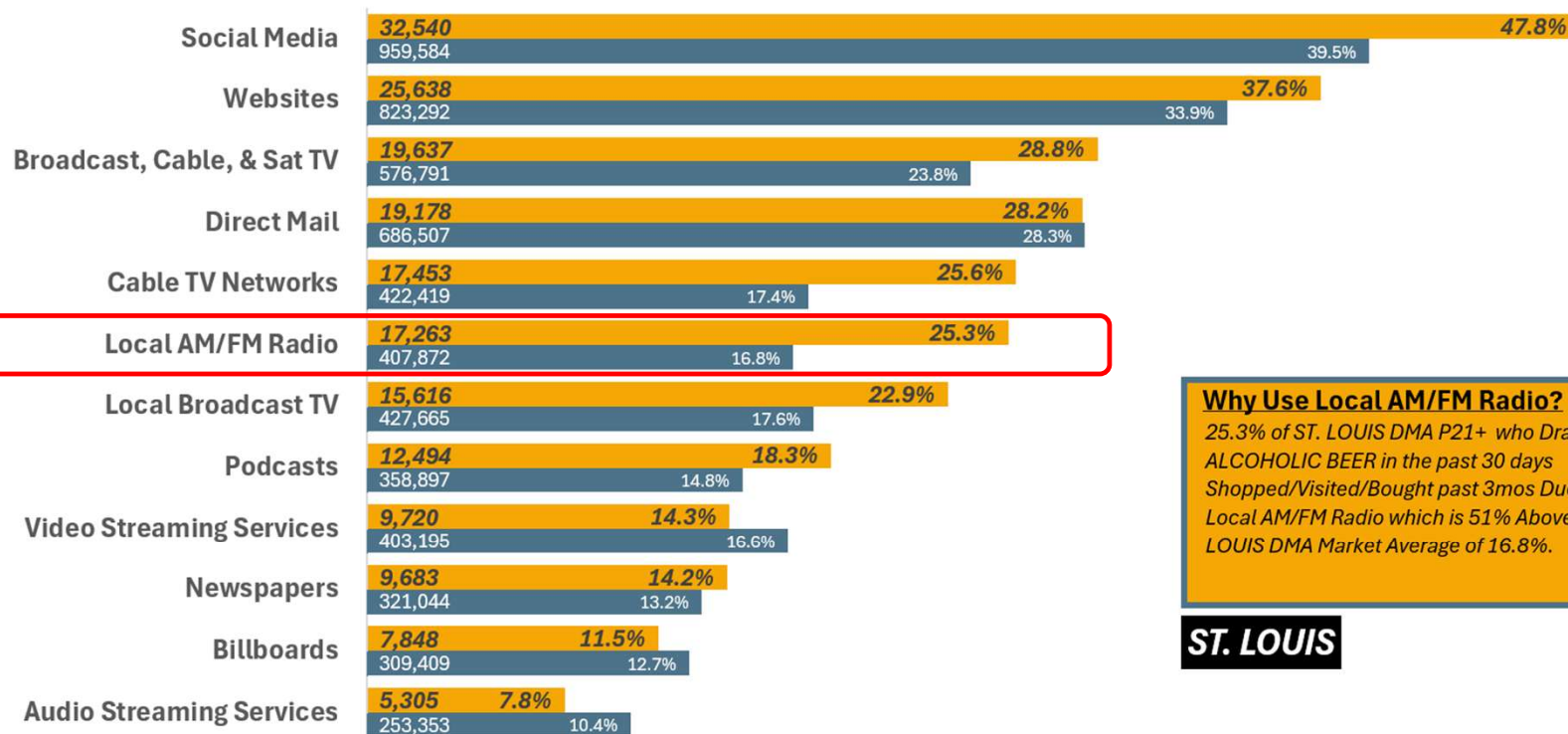
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

25.3% of ST. LOUIS DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 51% Above the ST. LOUIS DMA Market Average of 16.8%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 57
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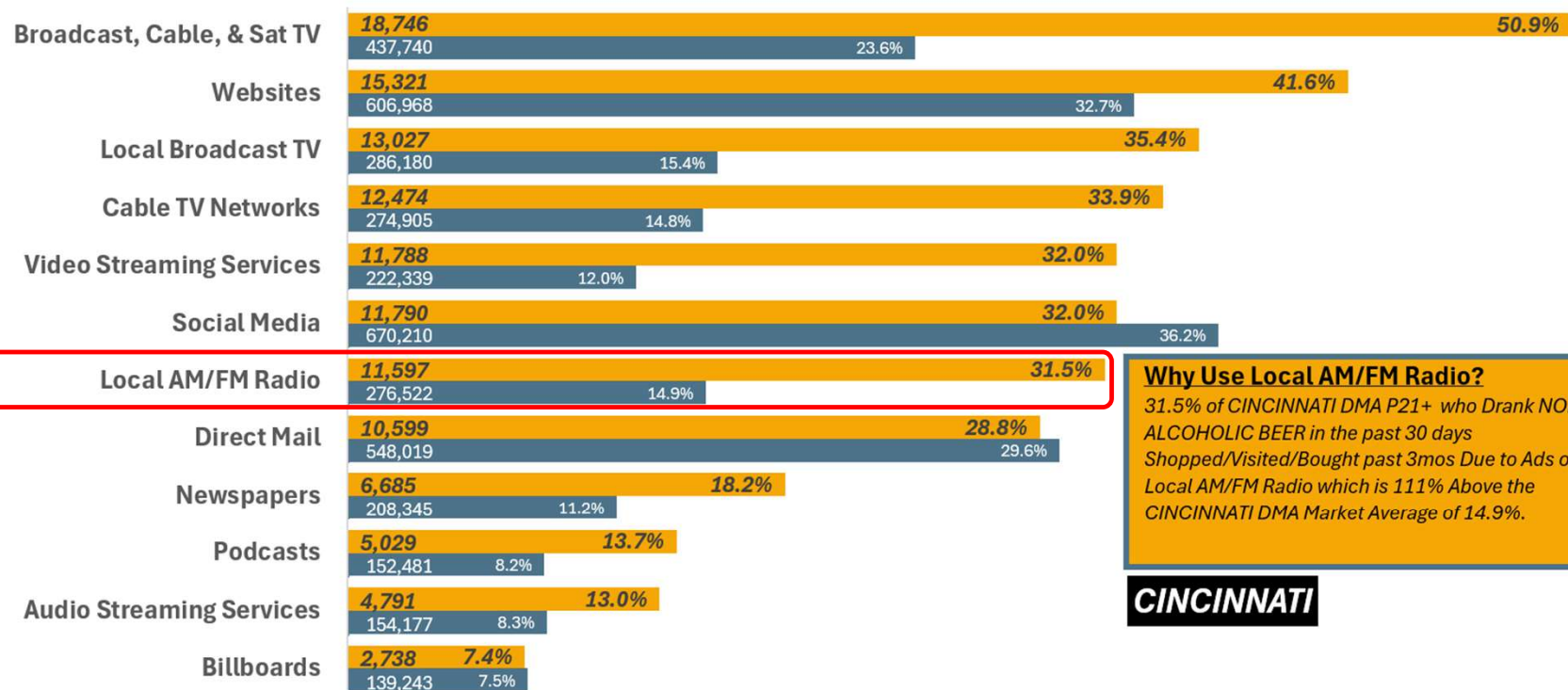
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

31.5% of CINCINNATI DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 111% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 37
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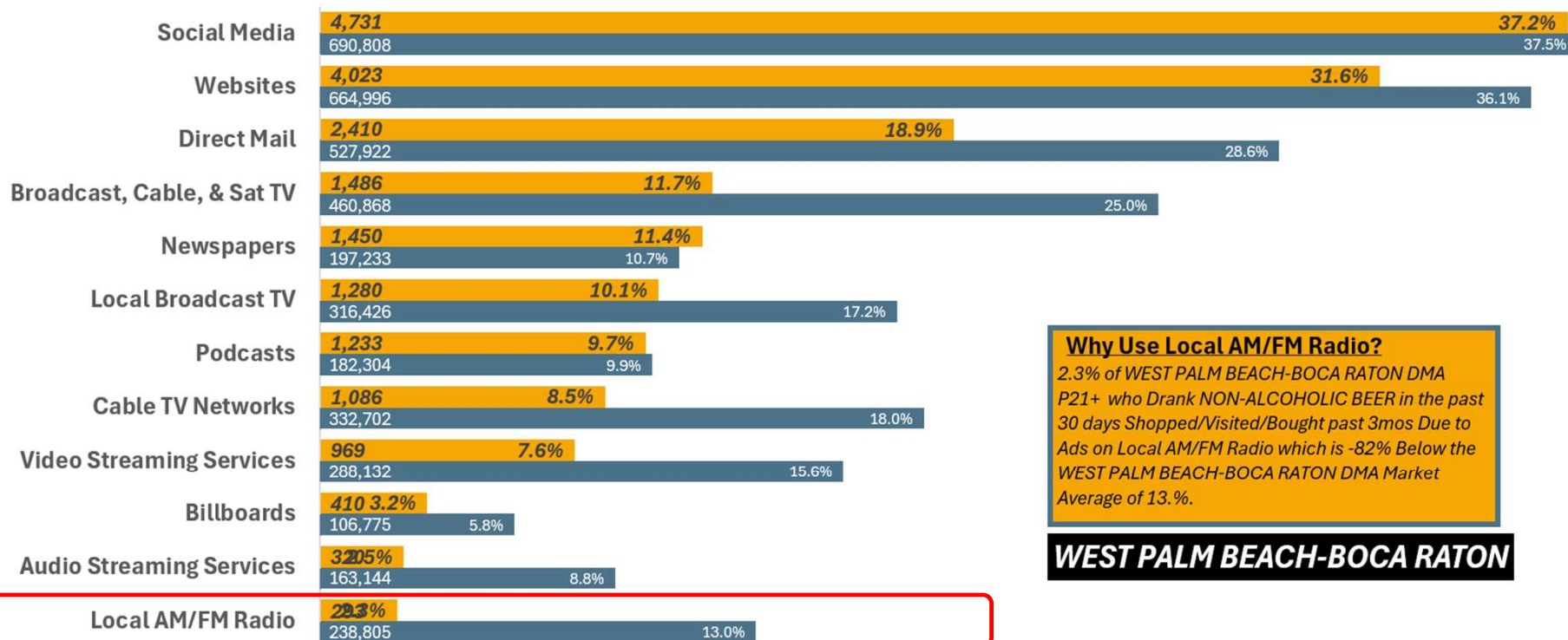
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

2.3% of WEST PALM BEACH-BOCA RATON DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -82% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.0%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 30
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]