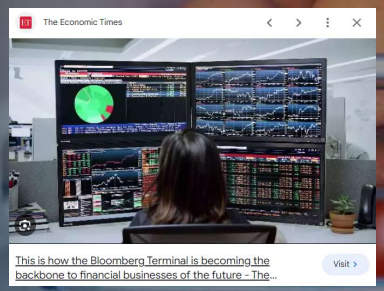
USA –P18+ past 7 days Drinkers of 5 Brands of BOTTLED WATER!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 7 days drinkers of AQUAFINA, DASANI, CRYSTAL GEYSER, GLACEAU SMARTWATER, GLACEAU VITAMINWATER as of April 2024!



P18+

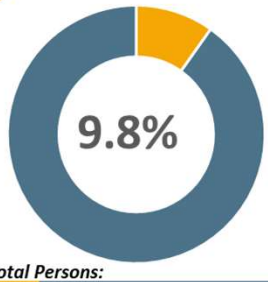
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Beverages (bottled water) drank past 7 days: Aquafina Beverages (bottled water) drank past 7 days: Dasani Beverages (bottled water) drank past 7 days: Crystal Geyser Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

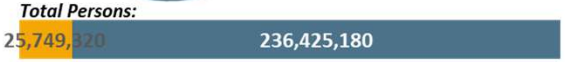


9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Typical Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 48.5 years old (.7% younger than average) and have a $86,753 (3.3% lower than average) annual household income.

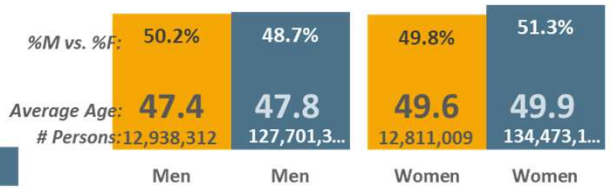
Percent of Market: Adults 18 or older



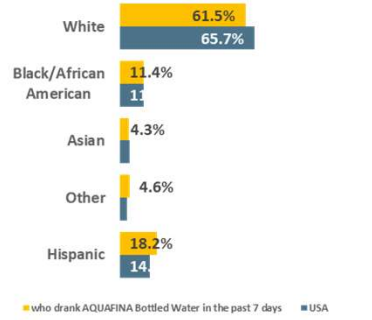
Total Persons:



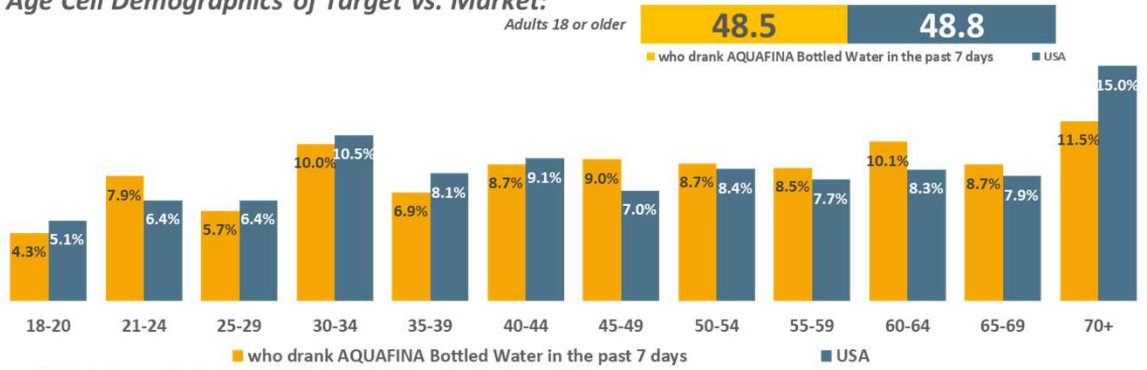
Gender of Target vs. Market: Adults 18 or older



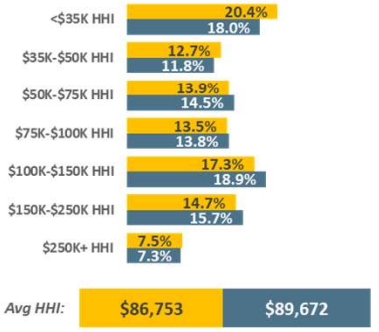
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $86,753 | $89,672

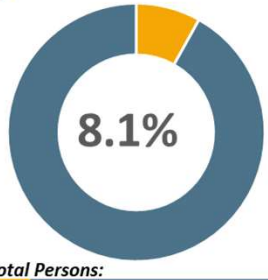
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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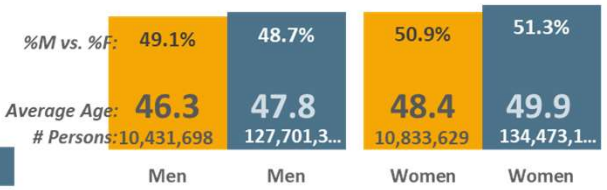
8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Typical Adults 18 or older who drank DASANI Bottled Water in the past 7 days are 47.4 years old (3.% younger than average) and have a $96,365 (7.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

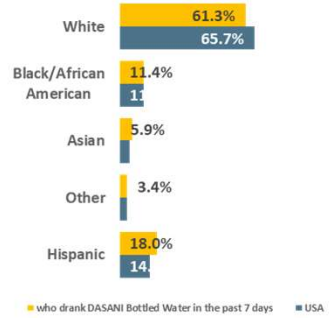




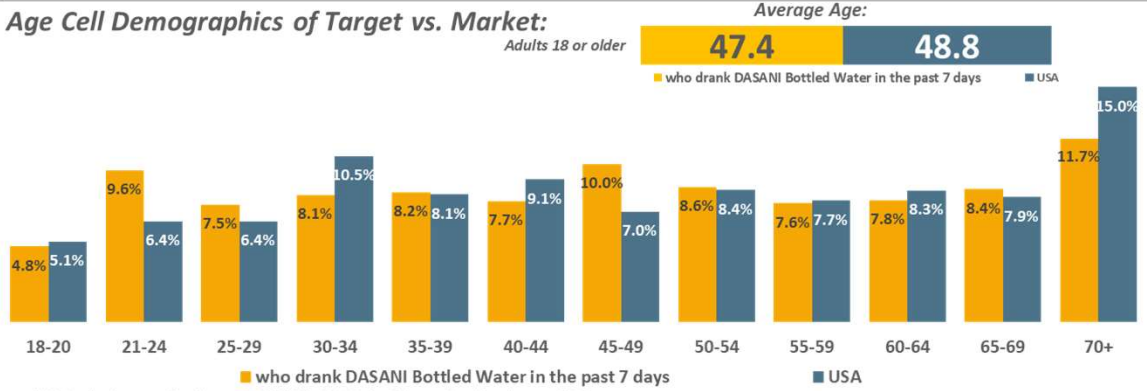
Gender of Target vs. Market: Adults 18 or older



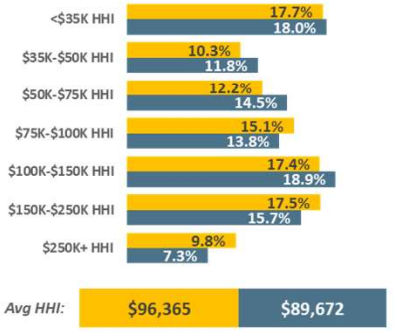
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



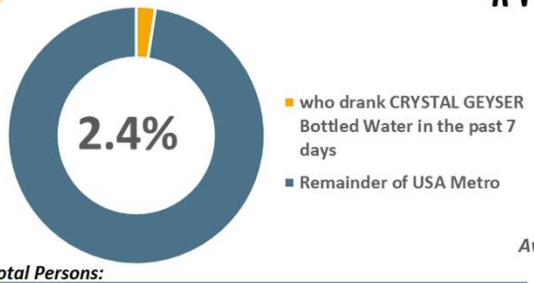
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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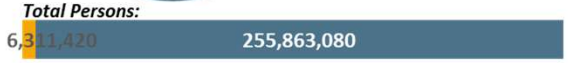


2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days.
Typical Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 50.1 years old (2.6% older than average) and have a $77,073 (14.% lower than average) annual household income.

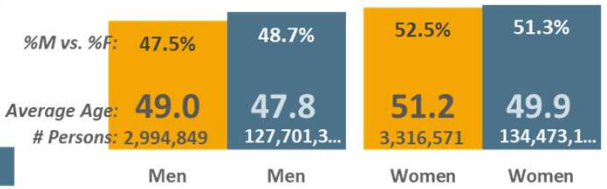
Percent of Market: Adults 18 or older



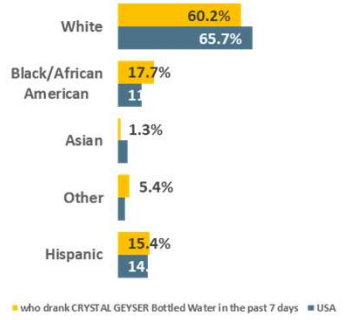
Total Persons:



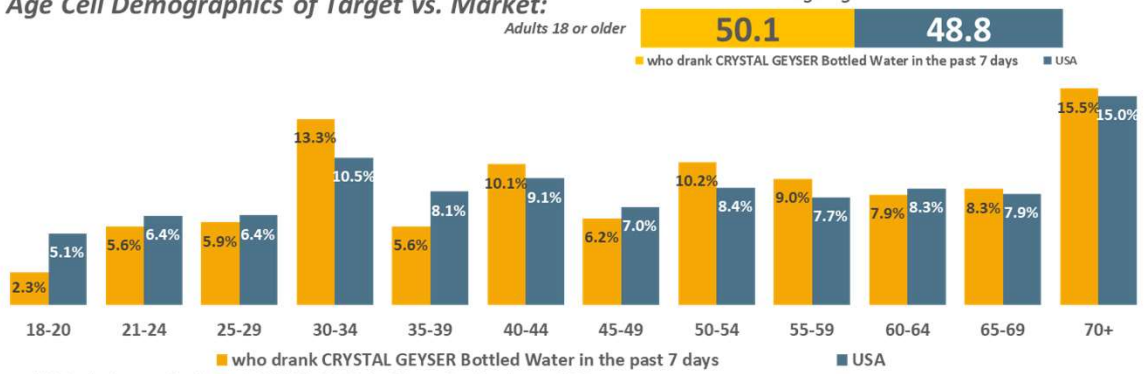
Gender of Target vs. Market: Adults 18 or older



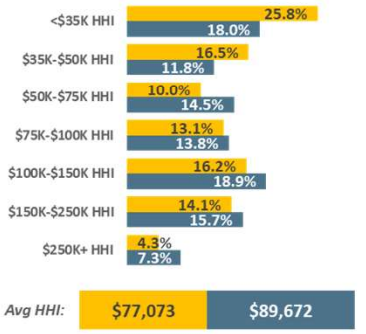
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



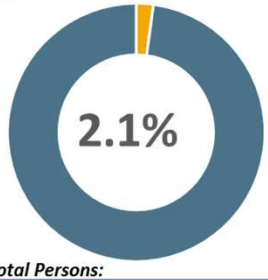
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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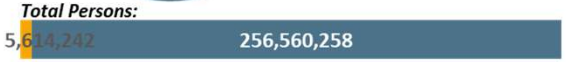
2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Typical Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 40.4 years old (17.3% younger than average) and have a $84,851 (5.4% lower than average) annual household…

Percent of Market: Adults 18 or older

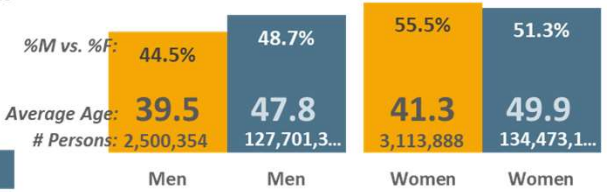


- who drank GLACEAU SMART WATER Bottled Water in the past 7 days
- Remainder of USA Metro

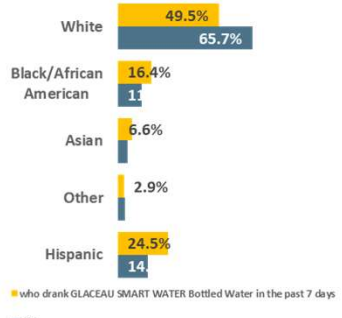
Total Persons:



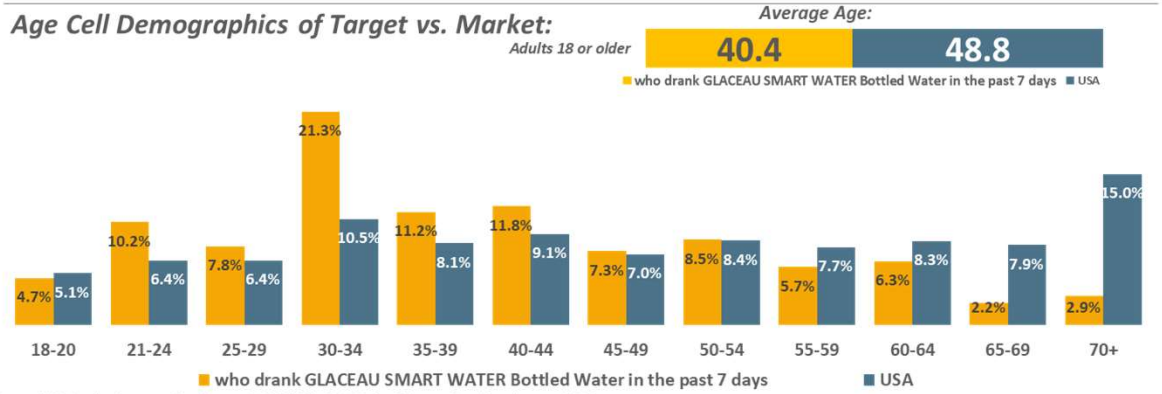
Gender of Target vs. Market: Adults 18 or older



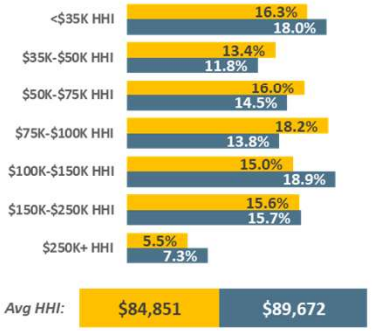
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



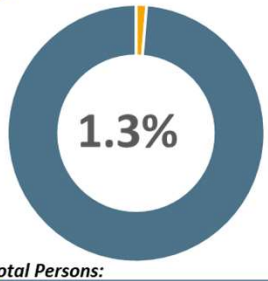
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

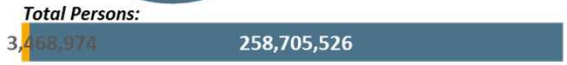
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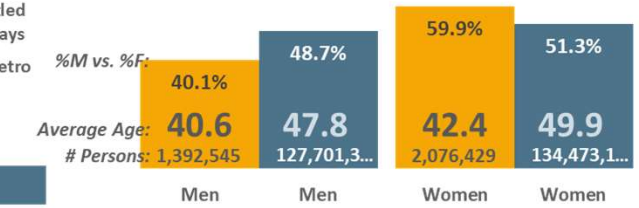
1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Typical Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 41.5 years old (15.1% younger than average) and have a $84,391 (5.9% lower than average) annual household…

Percent of Market: Adults 18 or older

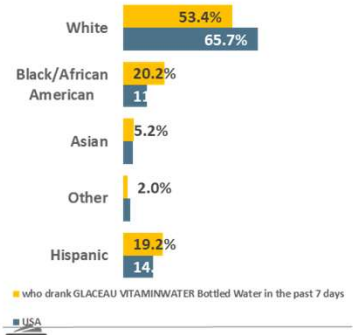




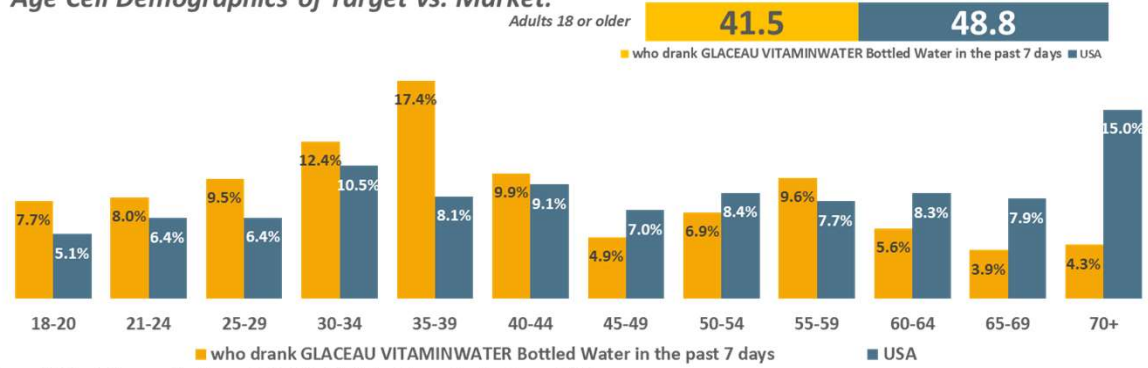
Gender of Target vs. Market: Adults 18 or older



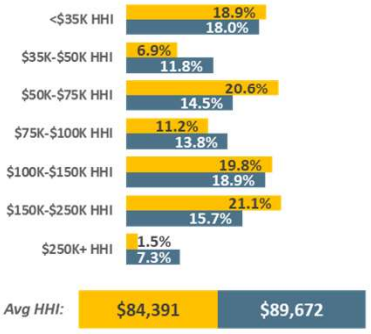
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



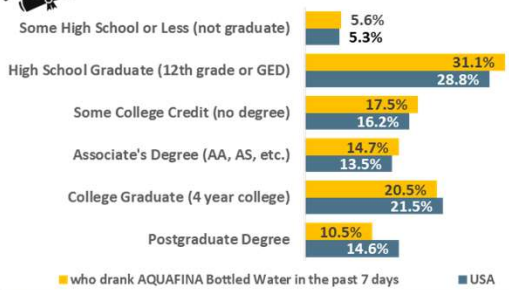
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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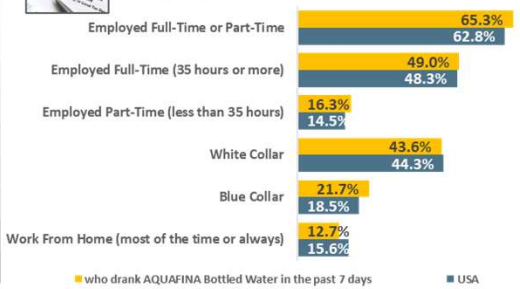


9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 14.1% less likely to be a college graduate, 1.4% more likely to work full-time, 1.3% more likely to be married, 12.% more likely to be a parent of 1 or more children under 18.

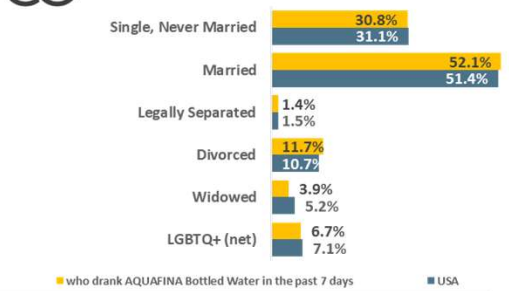
Education Levels: Adults 18 or older



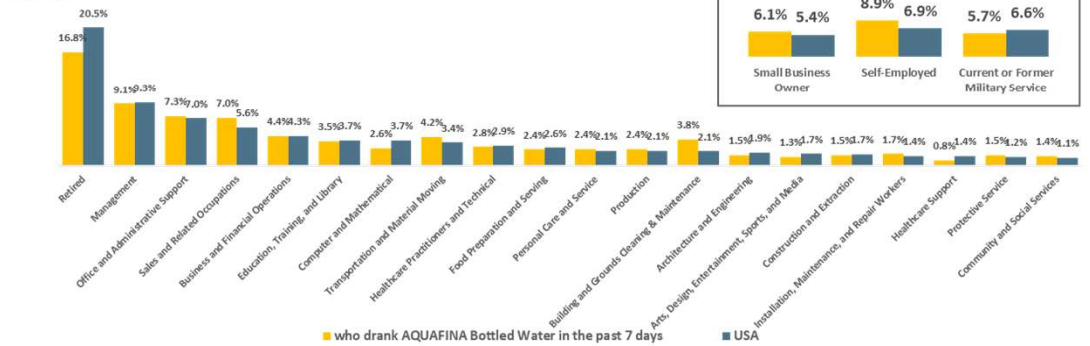
Employment: Adults 18 or older



Marital Status: Adults 18 or older

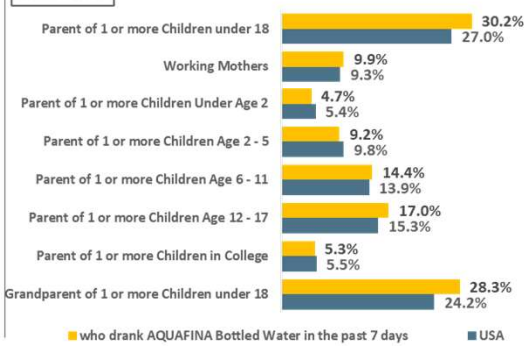


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

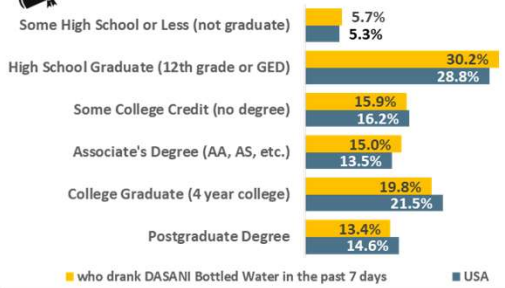
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

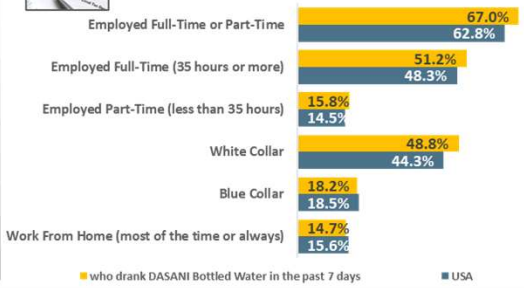


8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Adults 18 or older who drank DASANI Bottled Water in the past 7 days are 8.2% less likely to be a college graduate, 6.1% more likely to work full-time, 5.6% less likely to be married, 9.1% less likely to be a parent of 1 or more children under 18.

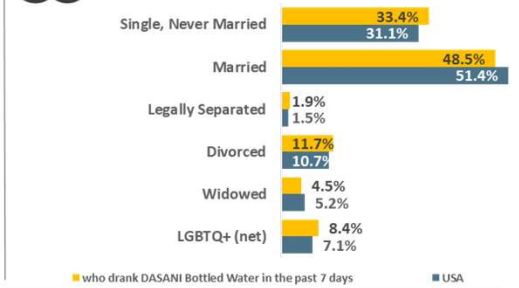
Education Levels: Adults 18 or older



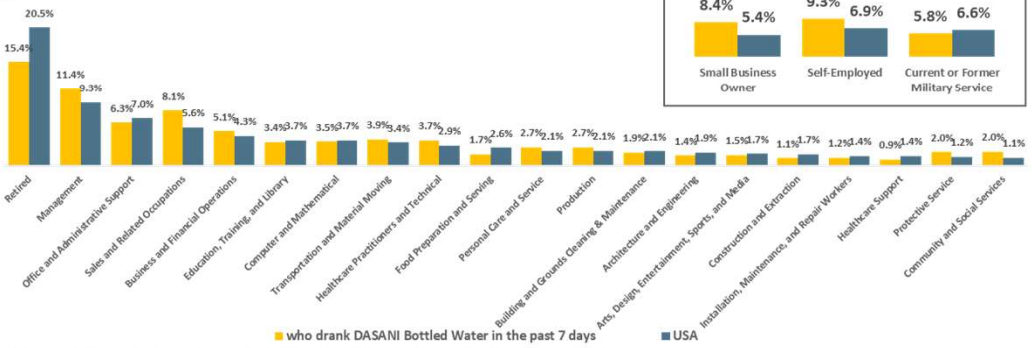
Employment: Adults 18 or older



Marital Status: Adults 18 or older

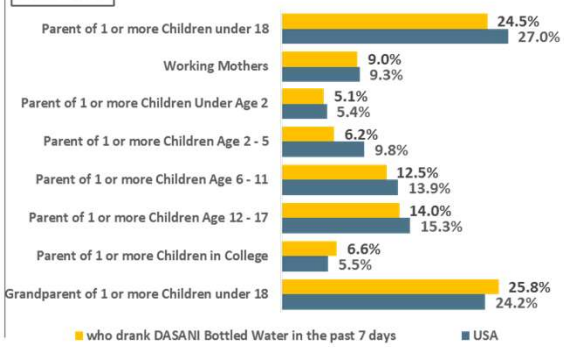


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

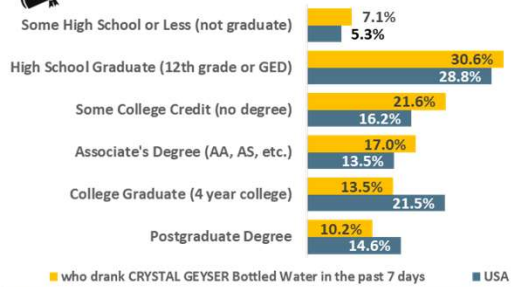
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

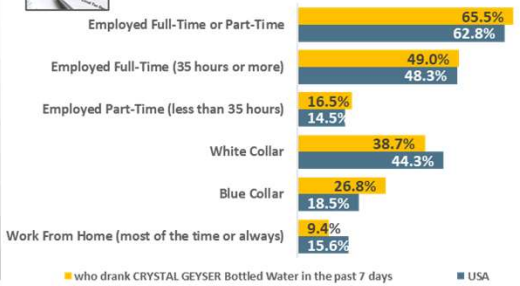


2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days. Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 34.5% less likely to be a college graduate, 1.5% more likely to work full-time, 23.7% less likely to be married, 6.5% more likely to be a parent of 1 or more children under 1

Education Levels: Adults 18 or older



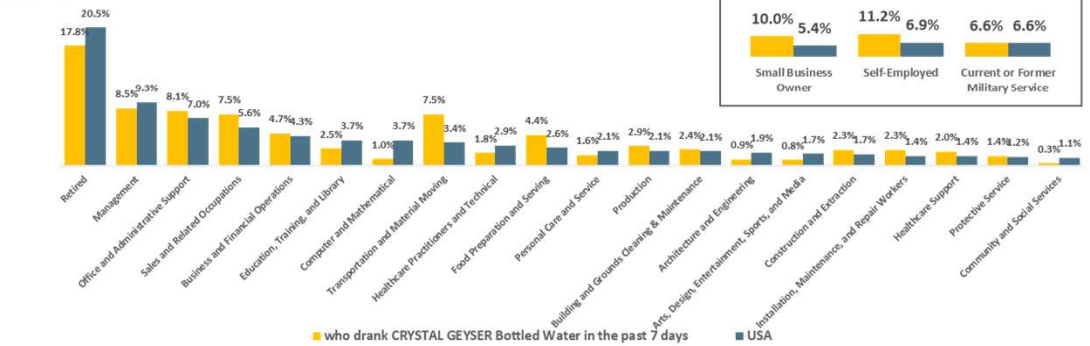
Employment: Adults 18 or older



Marital Status: Adults 18 or older

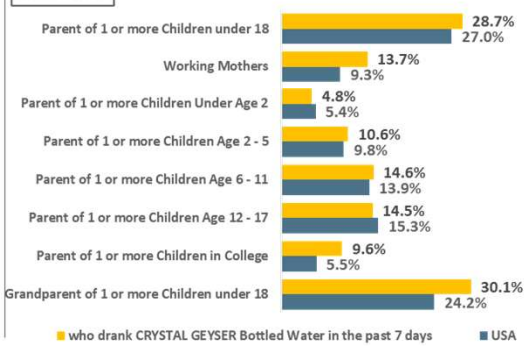


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

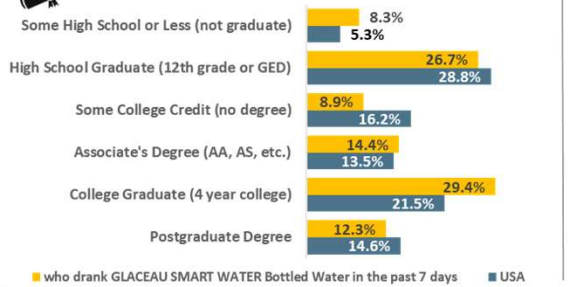
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

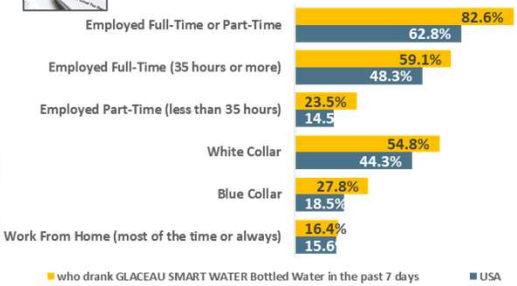


2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 15.5% more likely to be a college graduate, 22.3% more likely to work full-time, 29.3% less likely to be married, 11.% more likely to be a parent of 1 or more children u

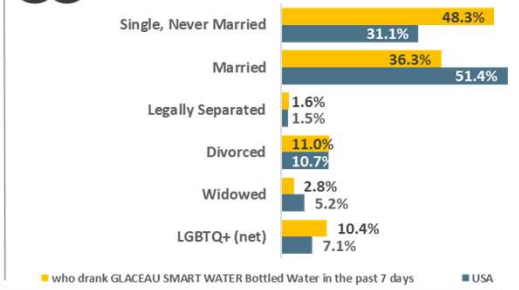
Education Levels: Adults 18 or older



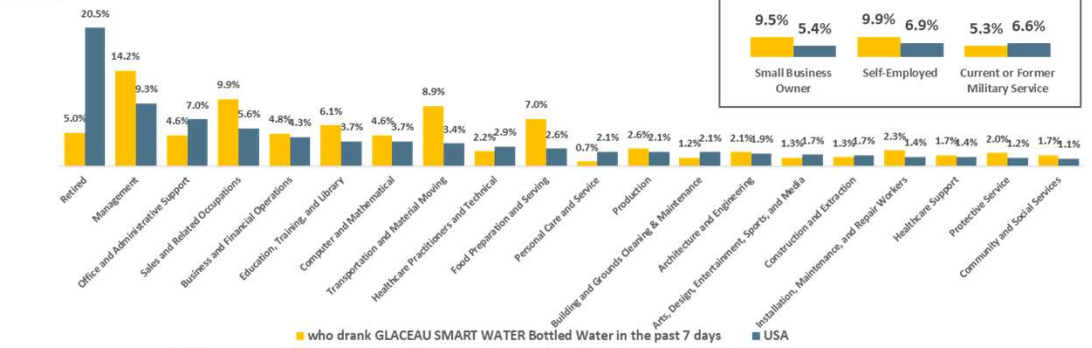
Employment: Adults 18 or older



Marital Status: Adults 18 or older

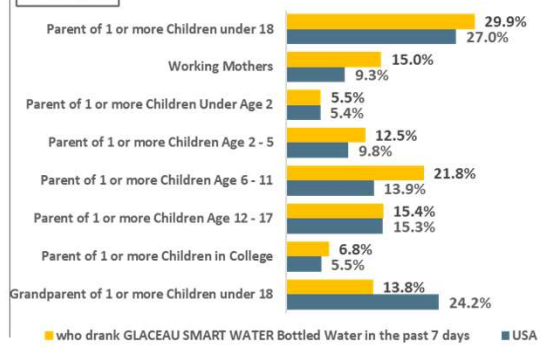


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

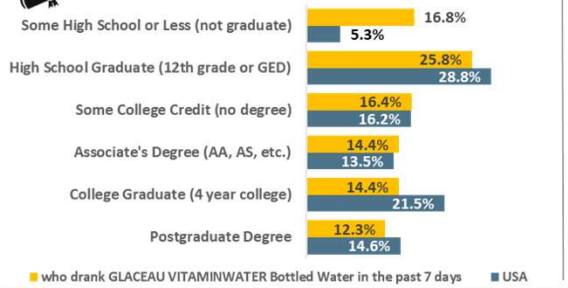
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

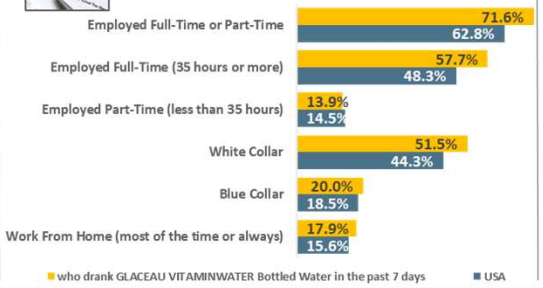


1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 26.% less likely to be a college graduate, 19.5% more likely to work full-time, 23.2% less likely to be married, 15.6% more likely to be a parent of 1 or more children

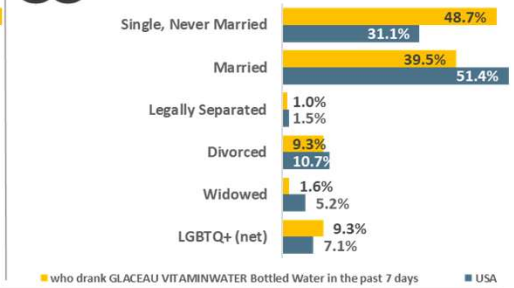
Education Levels: Adults 18 or older



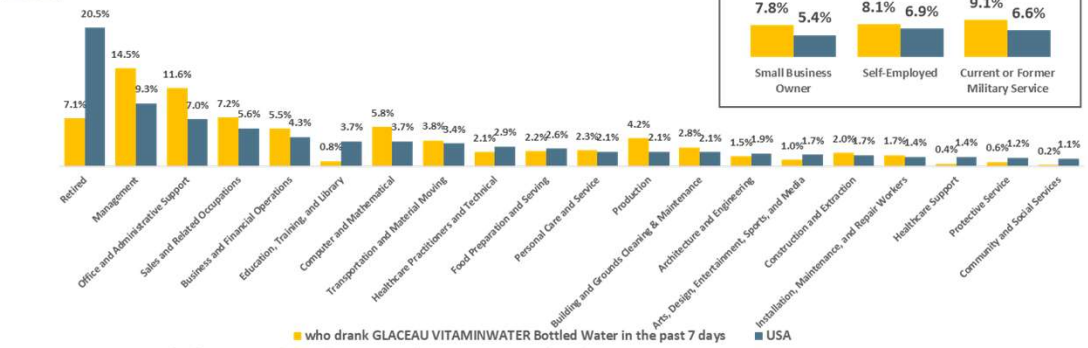
Employment: Adults 18 or older



Marital Status: Adults 18 or older

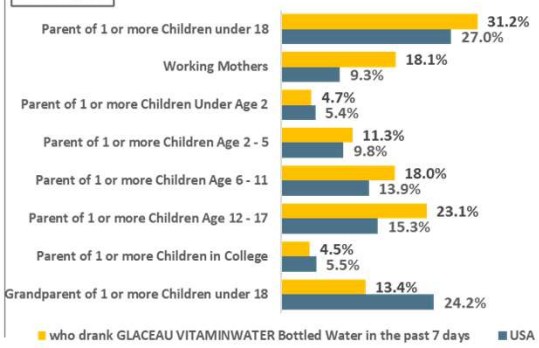


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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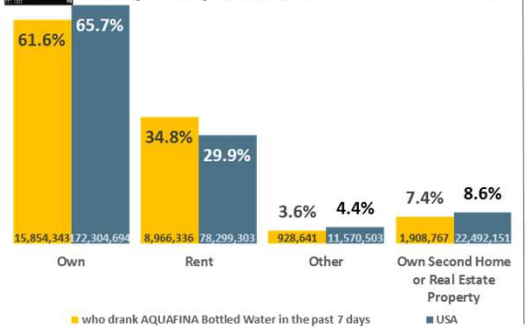
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

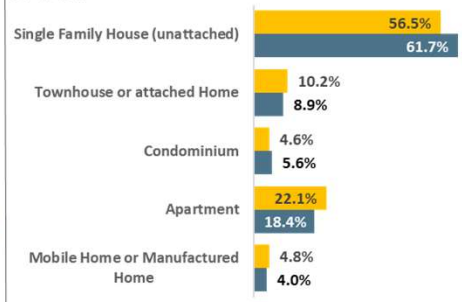


9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 6.3% less likely to own their home, 2.9% more likely to own a lower valued home, 8.4% less likely to have a single-family home, 15.8% more likely to have a dog.

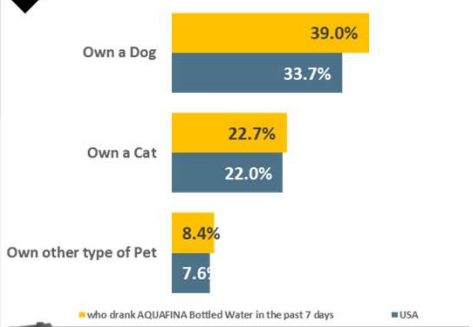
Own/Rent/Other: Adults 18 or older



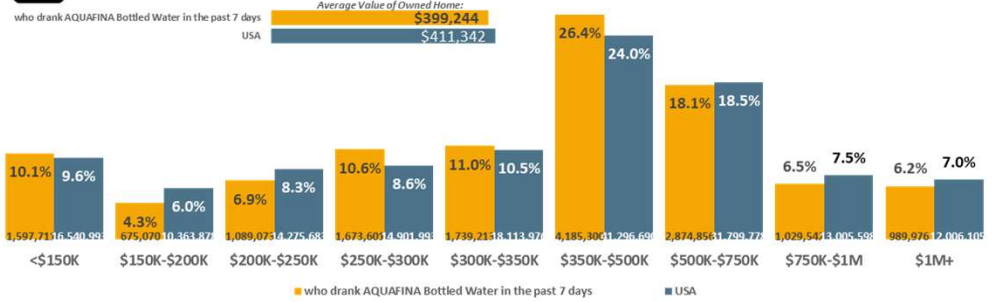
Type of Home: Adults 18 or older



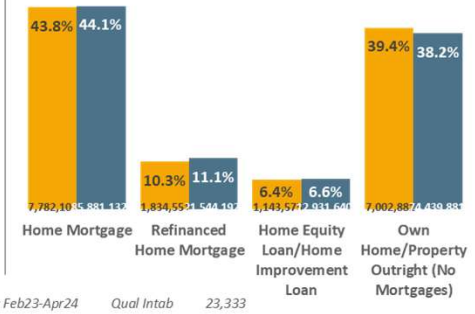
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

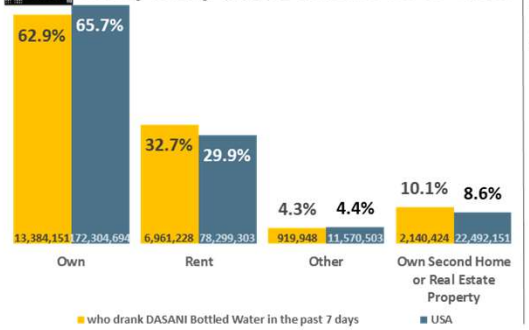
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

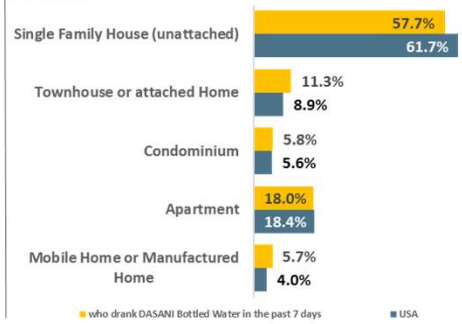


8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Adults 18 or older who drank DASANI Bottled Water in the past 7 days are 4.2% less likely to own their home, 3.9% more likely to own a higher valued home, 6.4% less likely to have a single-family home, 15.7% more likely to have a dog.

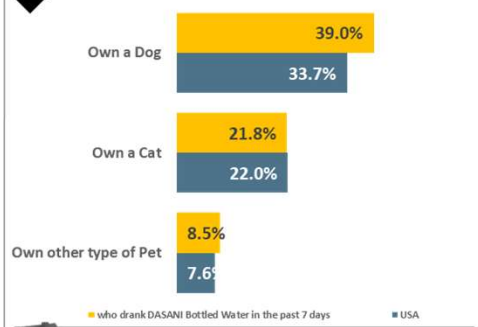
Own/Rent/Other: Adults 18 or older



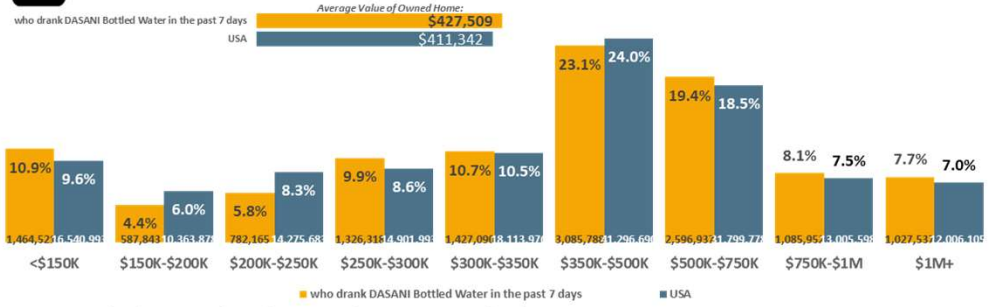
Type of Home: Adults 18 or older



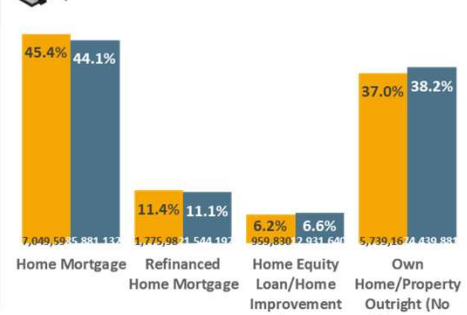
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

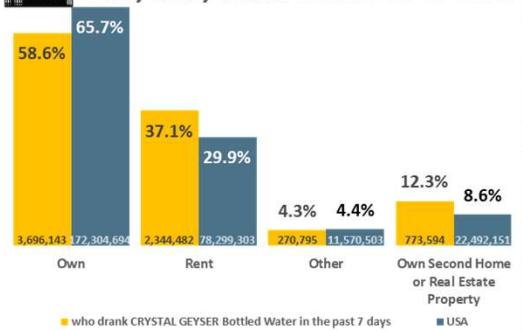
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

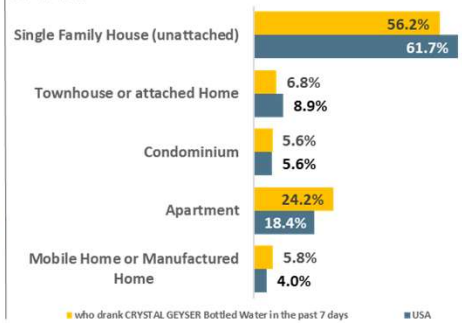


2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days. Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 10.9% less likely to own their home, 1.6% more likely to own a higher valued home, 9.% less likely to have a single-family home, 12.8% more likely to have a dog.

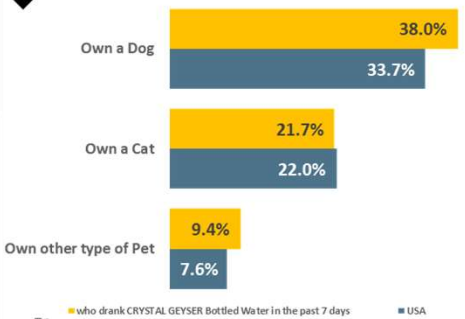
Own/Rent/Other: Adults 18 or older



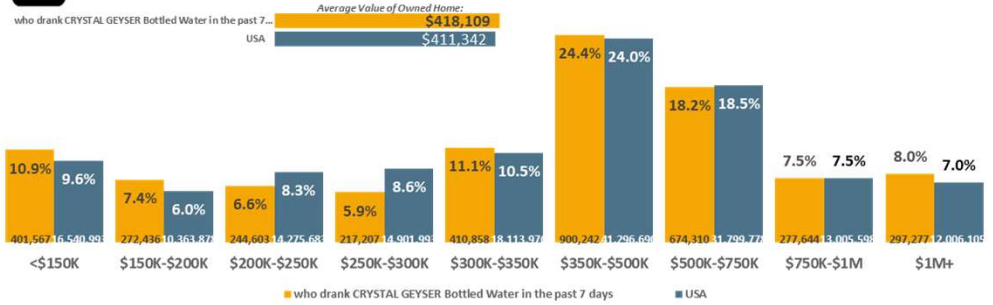
Type of Home: Adults 18 or older



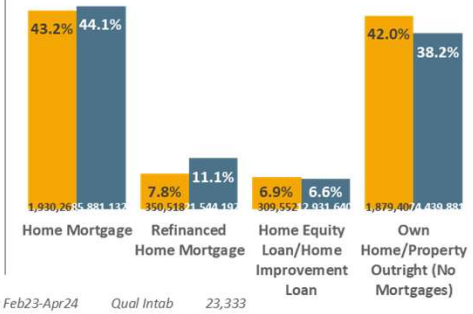
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

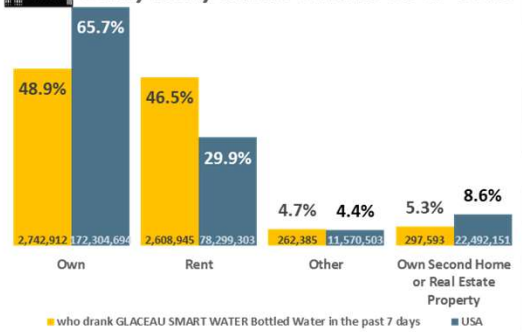
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

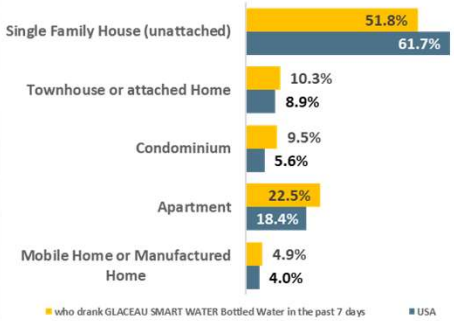


2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 25.7% less likely to own their home, 9.9% more likely to own a lower valued home, 16.% less likely to have a single-family home, 13.4% more likely to have a dog.

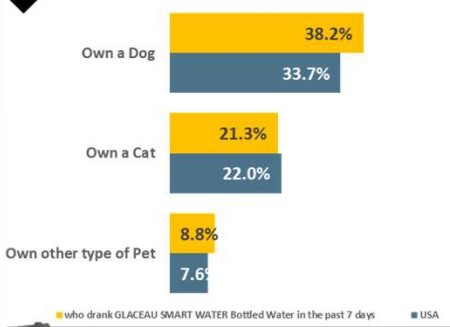
Own/Rent/Other: Adults 18 or older



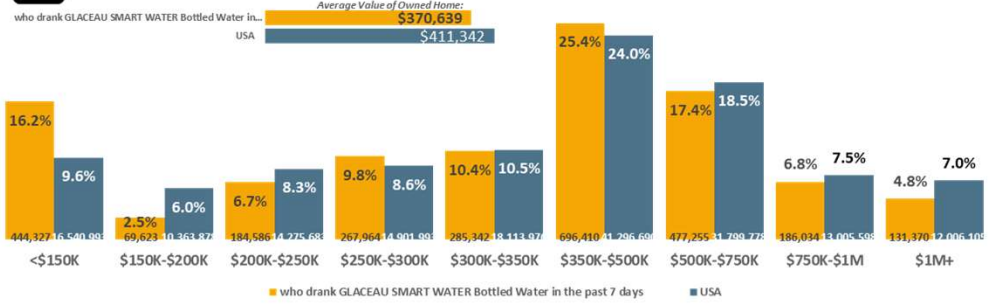
Type of Home: Adults 18 or older



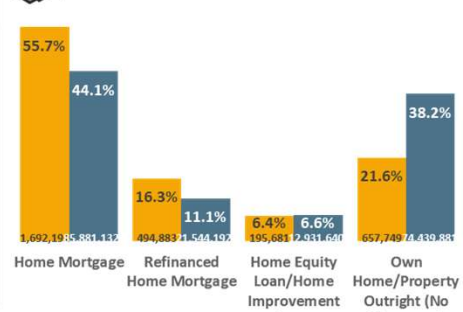
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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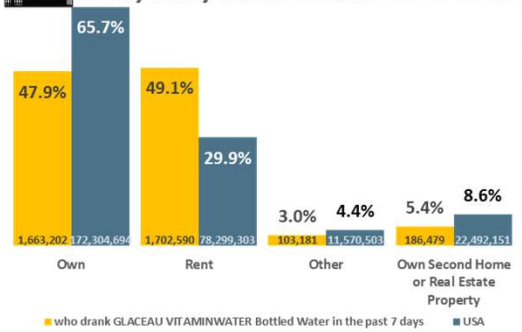
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

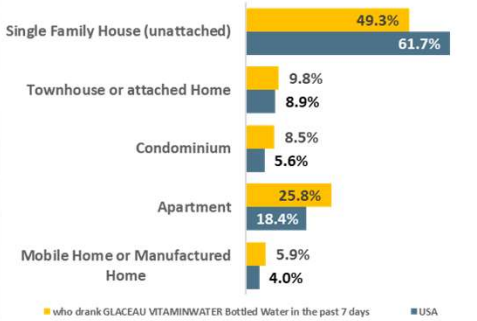


1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 27.7% less likely to own their home, 2.4% more likely to own a lower valued home, 20.% less likely to have a single-family home, 19.2% less likely to have a dog.

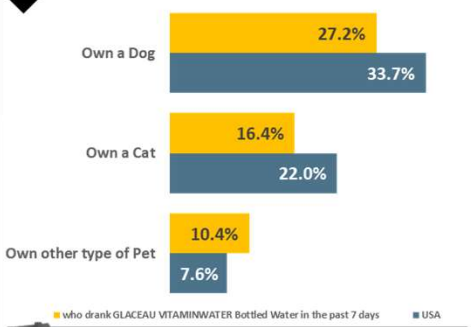
Own/Rent/Other: Adults 18 or older



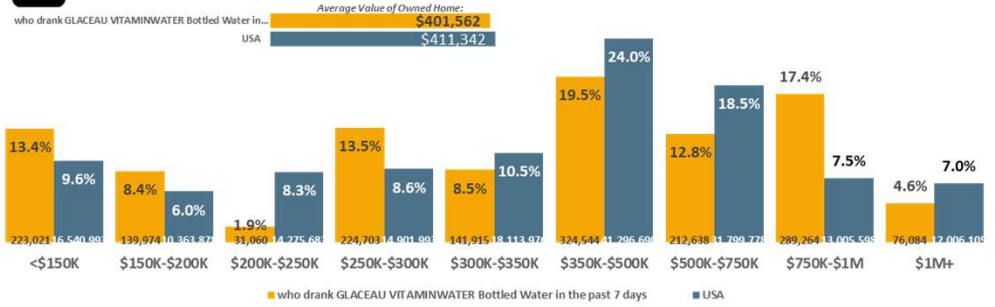
Type of Home: Adults 18 or older



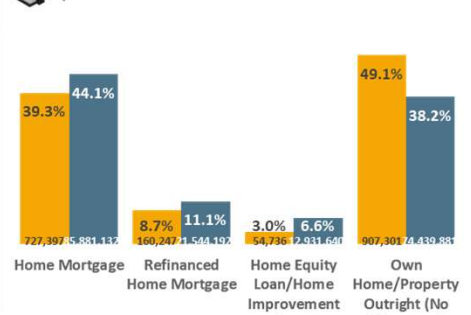
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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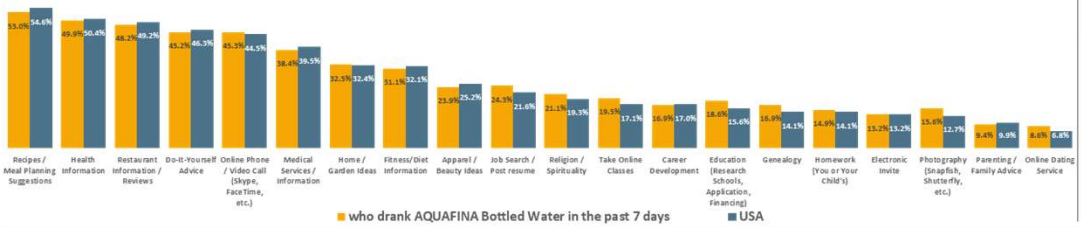
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

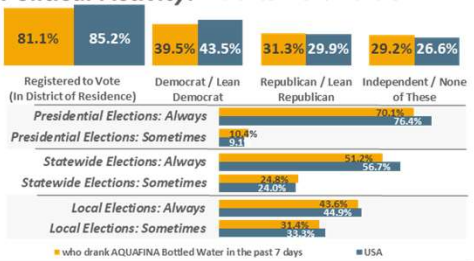


9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 2.5% less likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 17.4% more likely to belong to a gym, 5.4% more likely to fly domestic past yr.

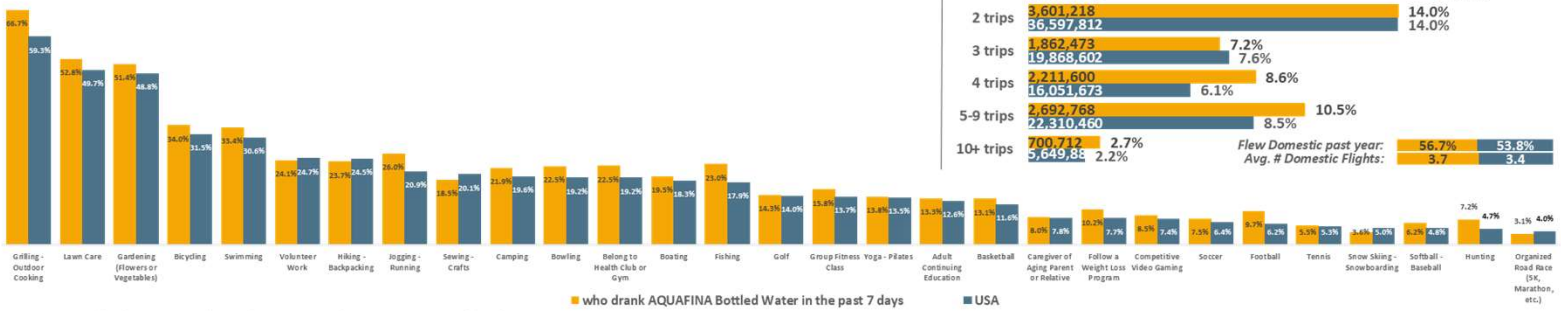
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

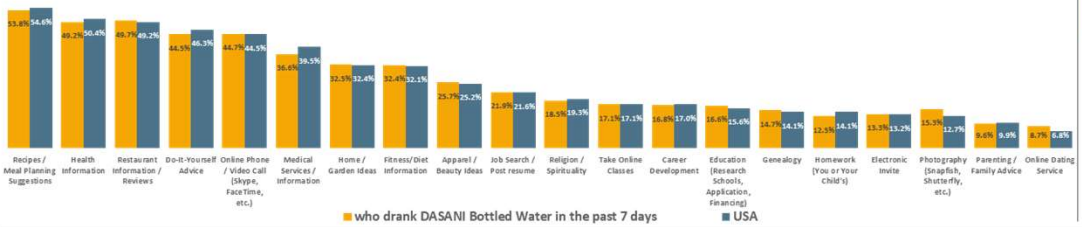
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Beverages (bottled water) drank past 7 days: Aquafina

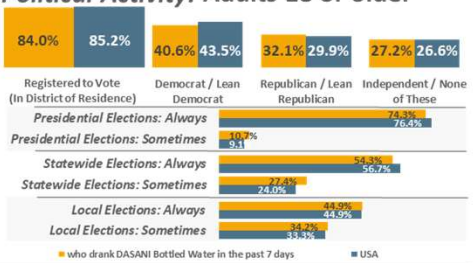


8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Adults 18 or older who drank DASANI Bottled Water in the past 7 days are 4.% less likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 39.5% more likely to belong to a gym, 17.% more likely to fly domestic past yr.

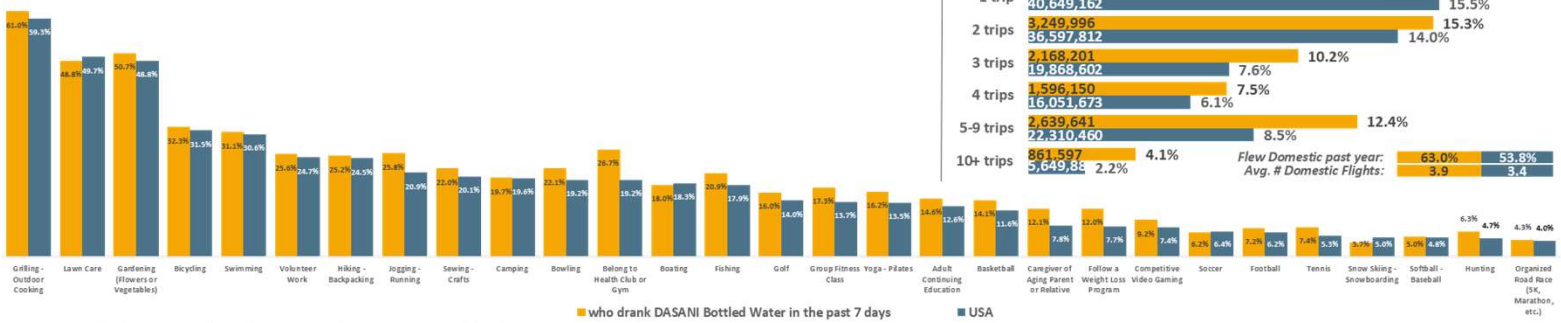
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

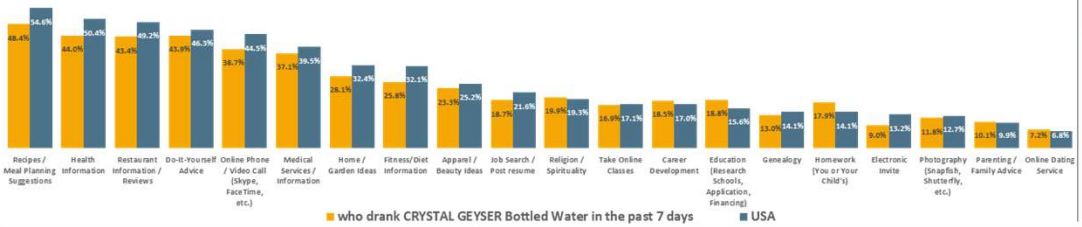
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Beverages (bottled water) drank past 7 days: Dasani

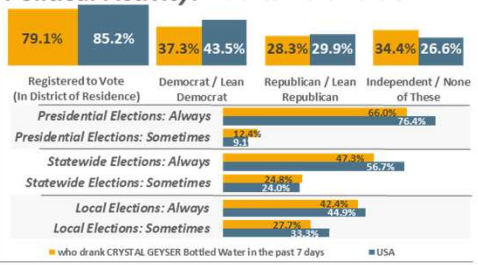


2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days. Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 5.2% less likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 31.% more likely to belong to a gym, 8.1% more likely to fly domestic pas

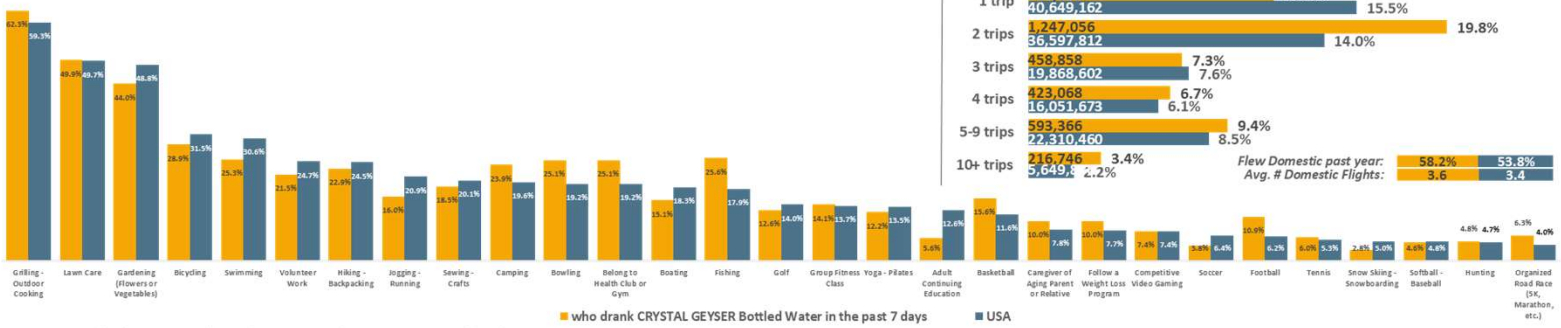
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

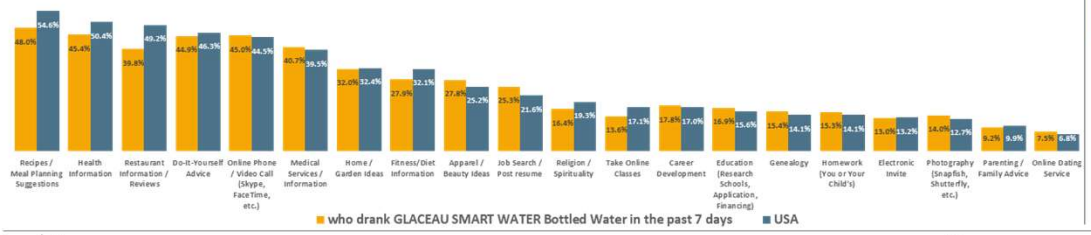
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Beverages (bottled water) drank past 7 days: Crystal Geyser

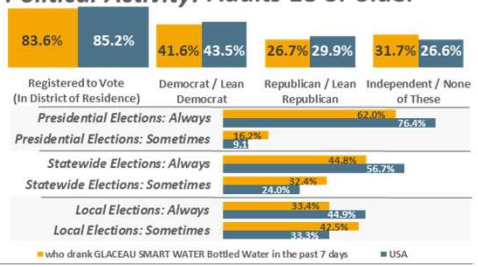


2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 3.1% less likely to look up D-I-Y advice online, 25.4% less likely to always vote in local elections, 66.6% more likely to belong to a gym, 16.6% more likely to fly dome

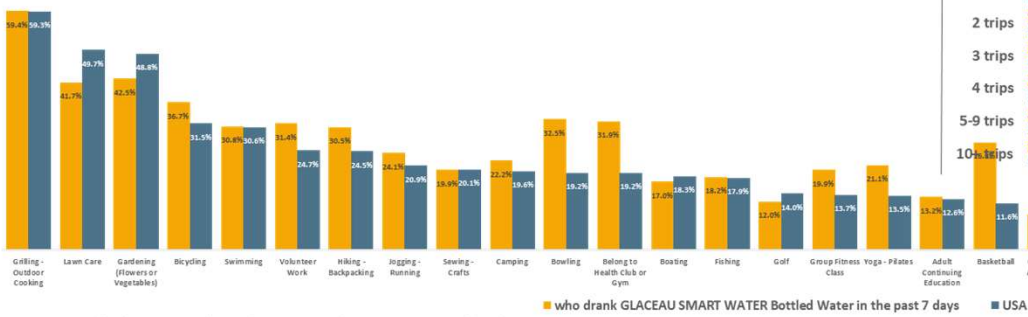
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



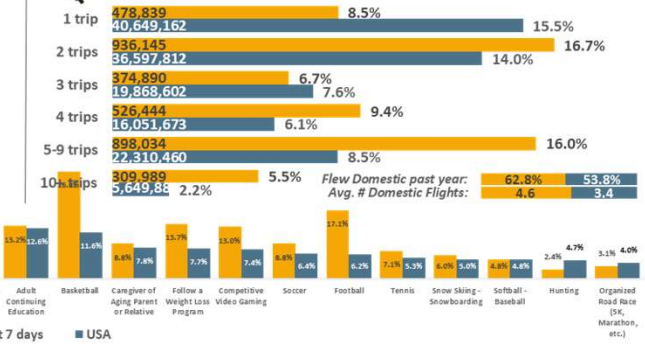
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

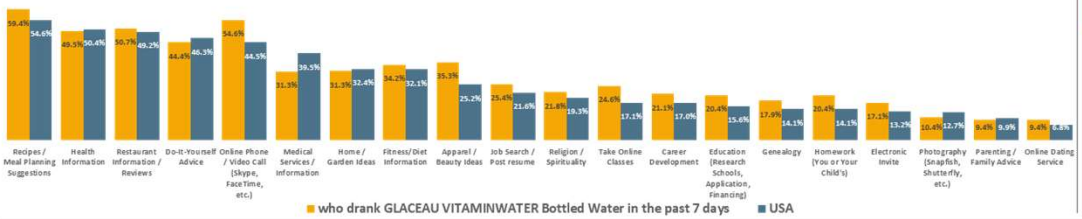
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

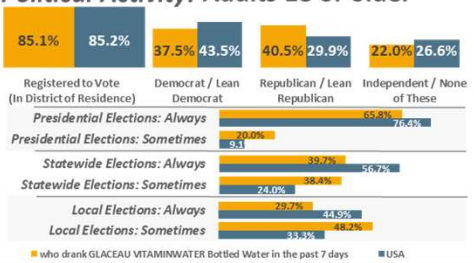


1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 4.2% less likely to look up D-I-Y advice online, 33.9% less likely to always vote in local elections, 9.3% less likely to belong to a gym, 8.9% less likely to fly domes

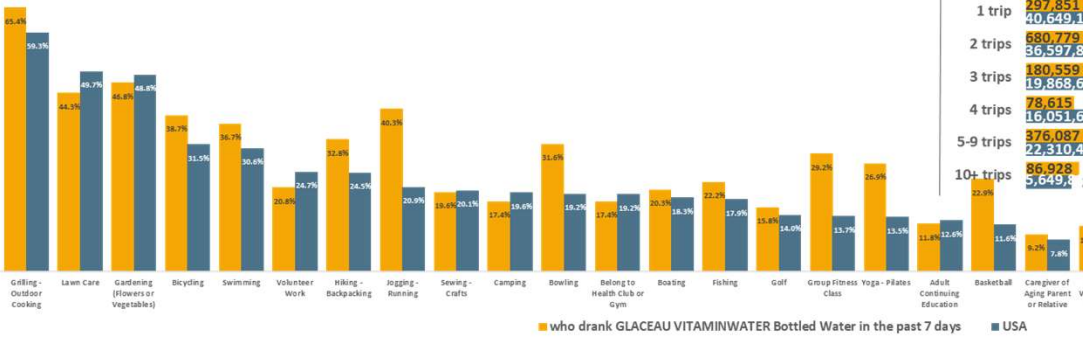
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



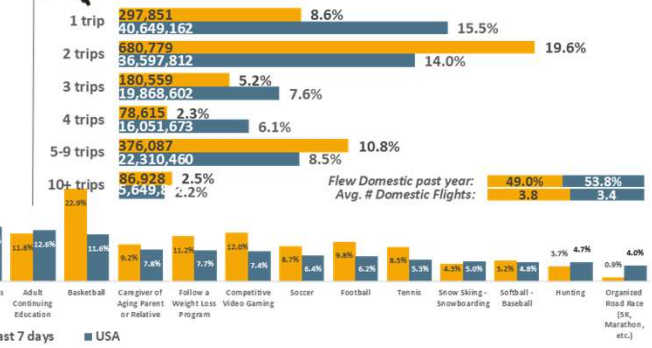
Political Activity: Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 5.3% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 44.9% more likely to use Casinos past yr., 63.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



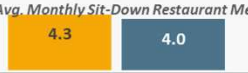
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

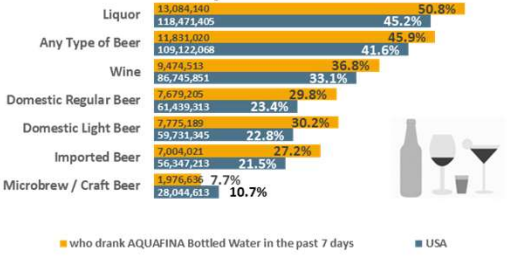
(Sit-Down Restaurants Used Past 30-days)



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

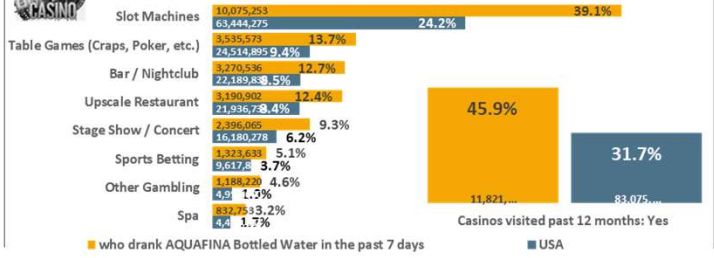


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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Beverages (bottled water) drank past 7 days: Aquafina



8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Adults 18 or older who drank DASANI Bottled Water in the past 7 days are 6.5% more likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 33.4% more likely to use Casinos past yr., 23.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.4% / 88.7% — 20,078,725 / 232,489,836

Avg. Monthly QSR Meals: 7.9 / 6.4

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



Total Monthly Sit-Down Restaurant Users: 86.3% / 76.1% — 18,354,600 / 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.9 / 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who drank DASANI Bottled Water in the past 7 days 4,385,582 — 20.6%

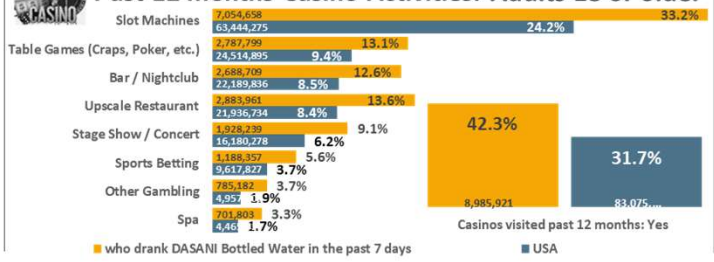
USA [illegible] — 17.4%

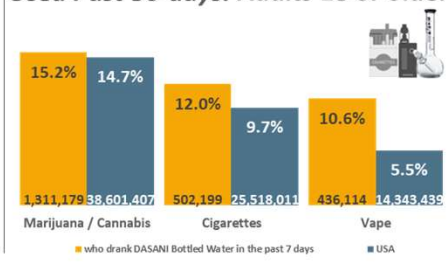
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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Beverages (bottled water) drank past 7 days: Dasani



2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days. Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 3.9% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 55.% more likely to use Casinos past yr., 80.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



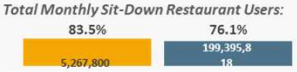
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

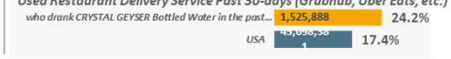


Top-10 Cuisines: Adults 18 or older

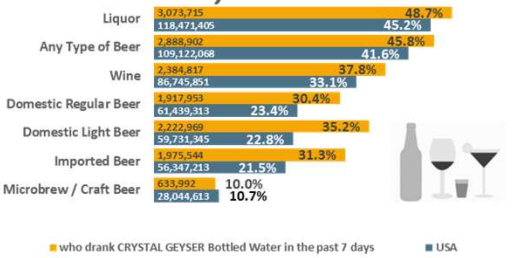
(Sit-Down Restaurants Used Past 30-days)



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

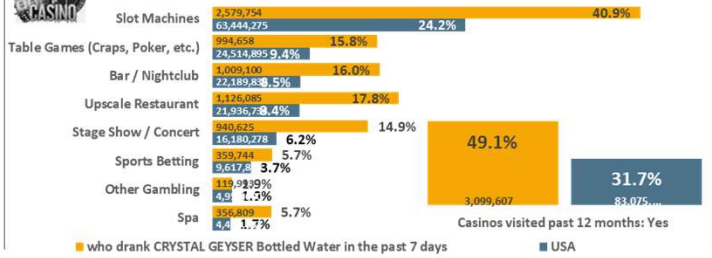


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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Beverages (bottled water) drank past 7 days: Crystal Geyser



2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 8.9% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 60.4% more likely to use Casinos past yr., 46.8% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

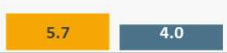
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

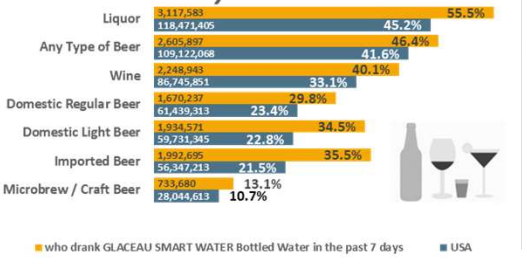
(Sit-Down Restaurants Used Past 30-days)



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

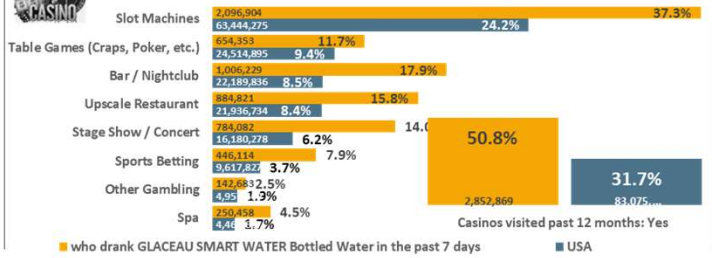


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 6.7% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 55.5% more likely to use Casinos past yr., 86.3% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.6% 88.7% 3,281,768 232,489,8 36

Avg. Monthly QSR Meals: 8.7 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.3% 76.1% 2,855,360 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.9 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who drank GLACEAU VITAMINWATER Bottled Water in... 864,007 24.9%

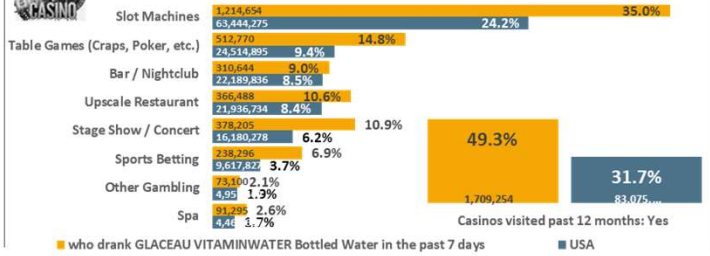
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

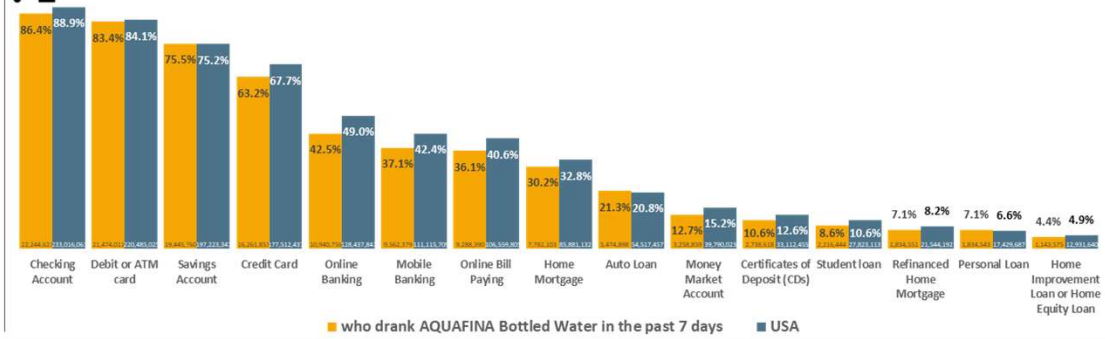


9.8% or 25,749,320 of USA Adults 18 or older drank AQUAFINA Bottled Water in the past 7 days.
Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days are 1.5% less likely to have a 401K, 2.3% more likely to have an Auto Loan, 16.6% less likely to Invest/Trade Stocks Online, 9.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



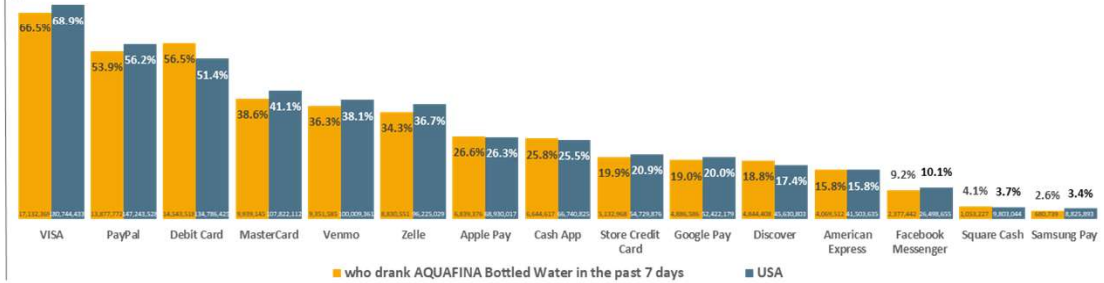
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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

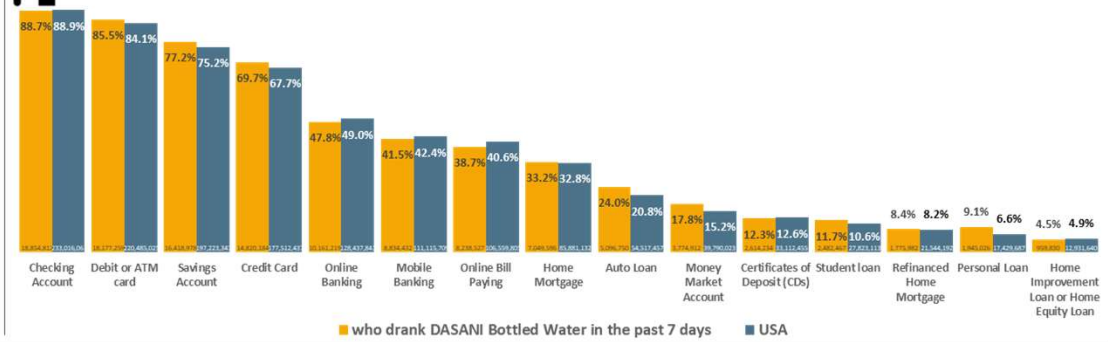


8.1% or 21,265,327 of USA Adults 18 or older drank DASANI Bottled Water in the past 7 days.
Adults 18 or older who drank DASANI Bottled Water in the past 7 days are .1% more likely to have a 401K, 15.3% more likely to have an Auto Loan, 21.2% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



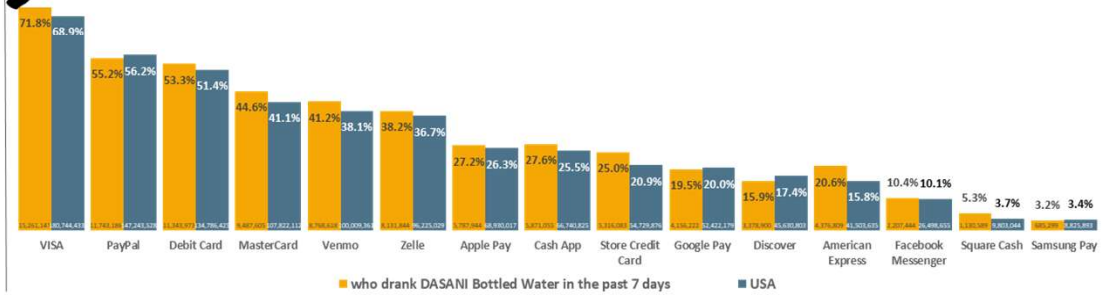
Financial Services Has and/or Uses: Adults 18 or older



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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

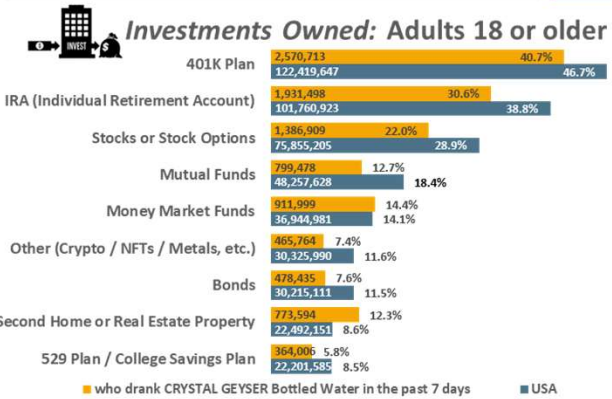
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

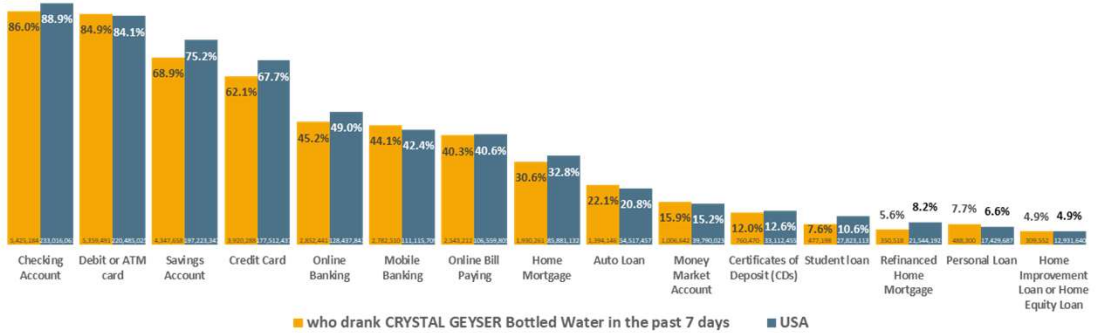


2.4% or 6,311,420 of USA Adults 18 or older drank CRYSTAL GEYSER Bottled Water in the past 7 days. Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days are 12.8% less likely to have a 401K, 6.2% more likely to have an Auto Loan, 12.7% less likely to Invest/Trade Stocks Online, 9.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



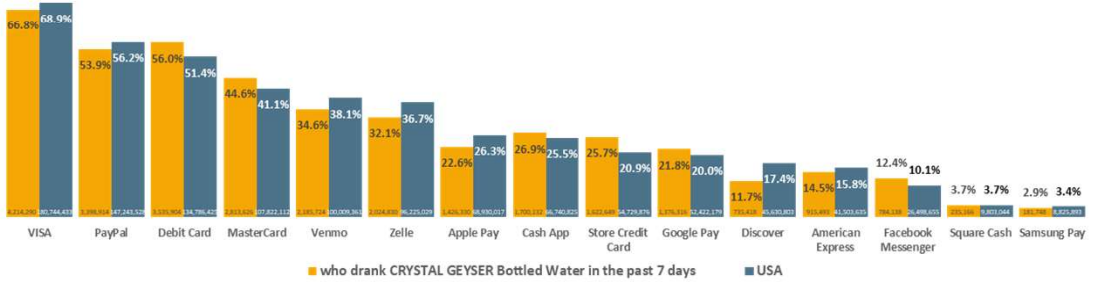
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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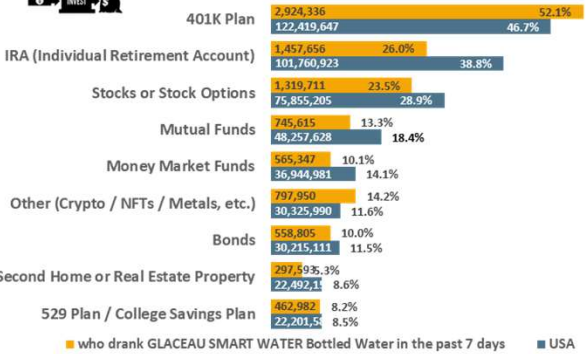
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Beverages (bottled water) drank past 7 days: Crystal Geyser

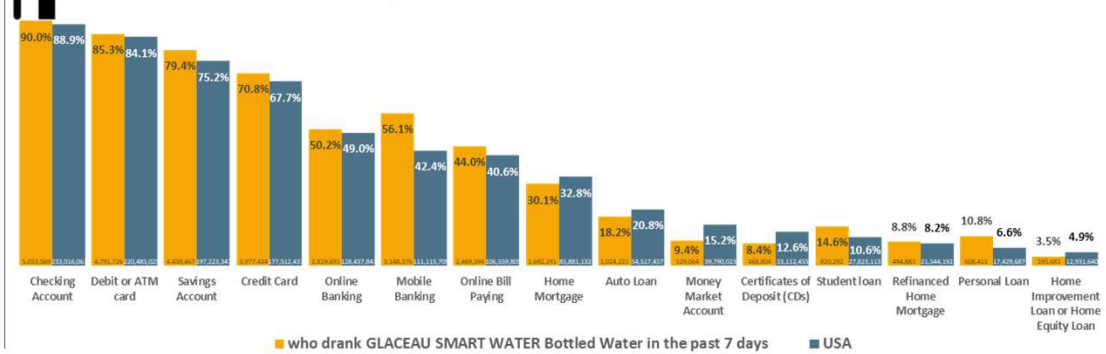


2.1% or 5,614,242 of USA Adults 18 or older drank GLACEAU SMART WATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days are 11.6% more likely to have a 401K, 12.3% less likely to have an Auto Loan, 34.6% more likely to Invest/Trade Stocks Online, 8.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



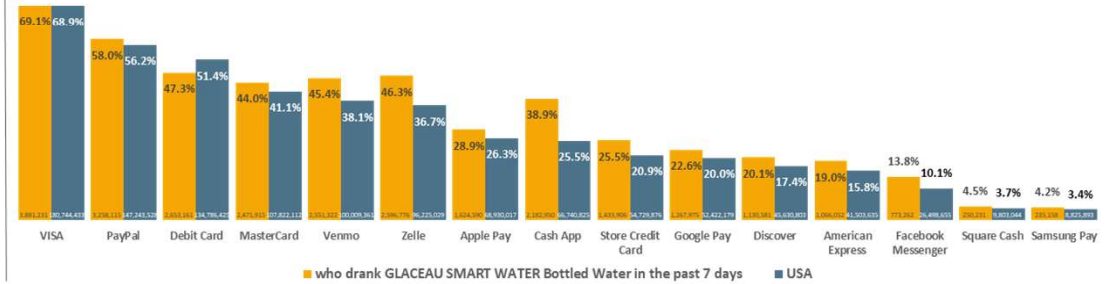
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Professional Services Used:* Adults 18 or older



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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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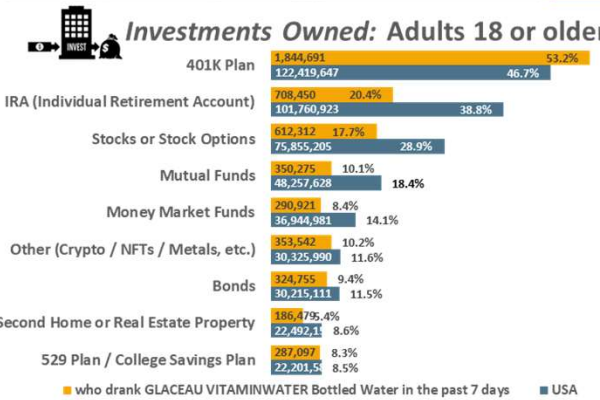
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

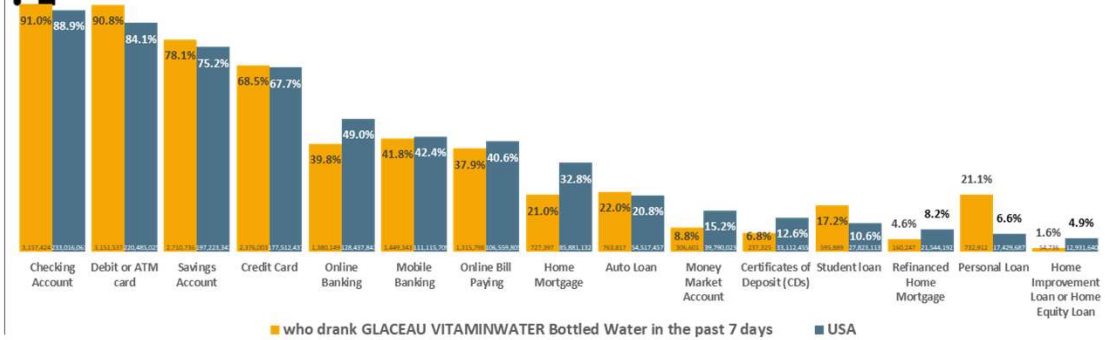


1.3% or 3,468,974 of USA Adults 18 or older drank GLACEAU VITAMINWATER Bottled Water in the past 7 days. Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days are 13.9% more likely to have a 401K, 5.9% more likely to have an Auto Loan, 37.7% more likely to Invest/Trade Stocks Online, 13.3% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



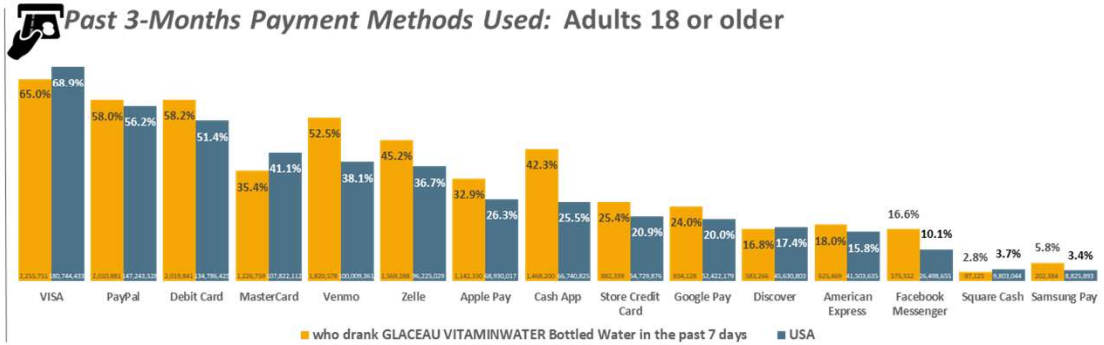
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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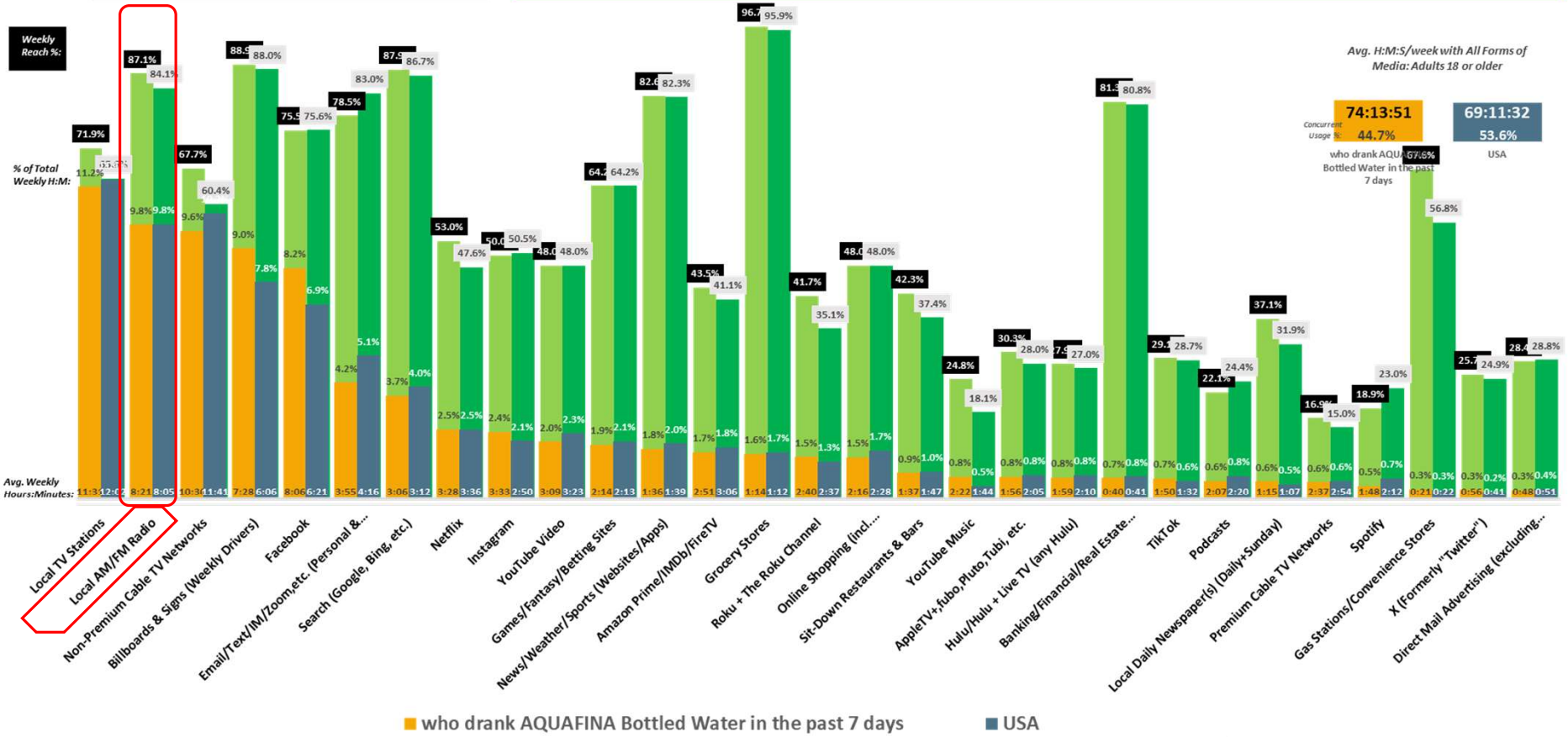
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an average of 3 days, 2 hours, 13 minutes and 51 seconds each week with All Forms of Media.

87.1% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



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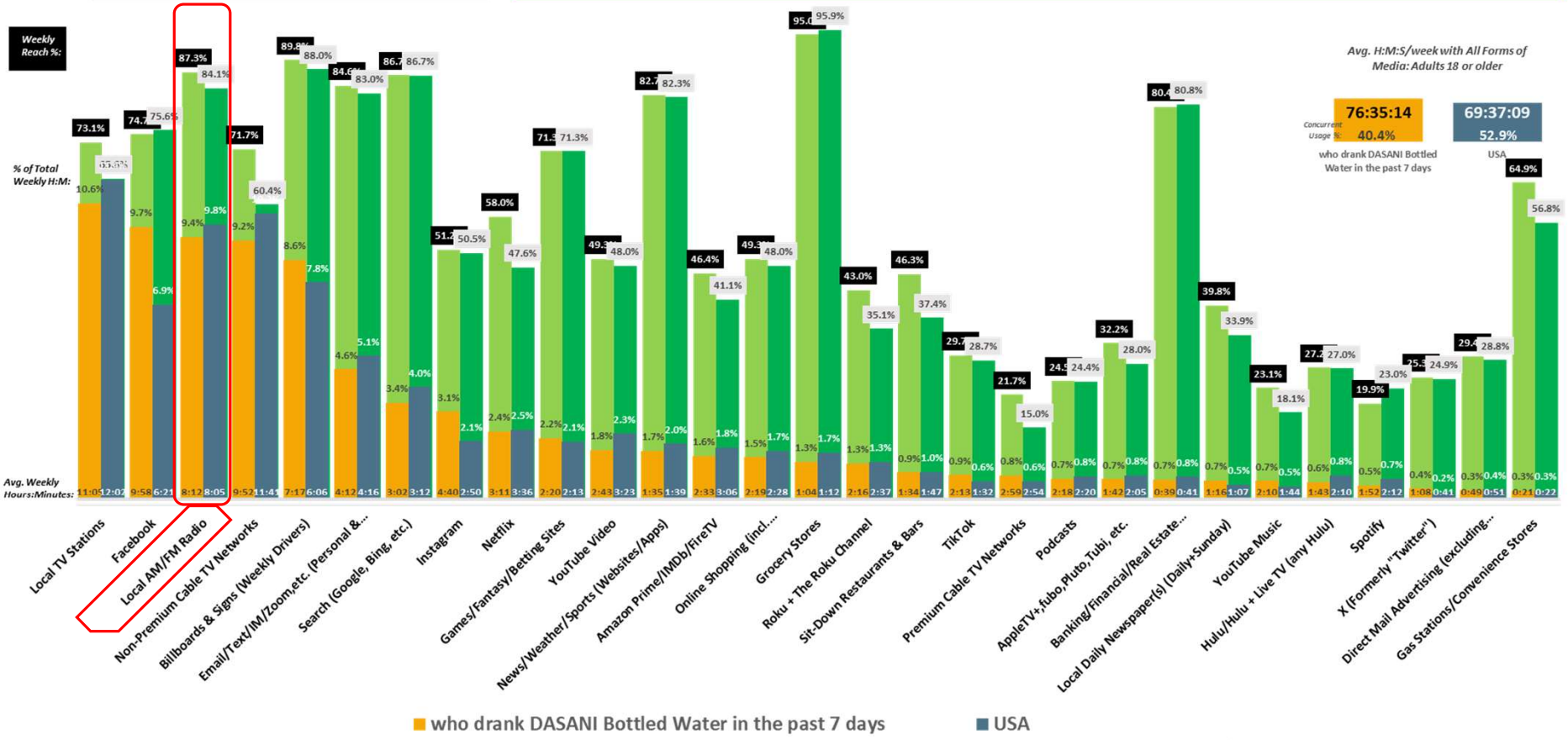
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Beverages (bottled water) drank past 7 days: Aquafina



Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an average of 3 days, 4 hours, 35 minutes and 14 seconds each week with All Forms of Media.

87.3% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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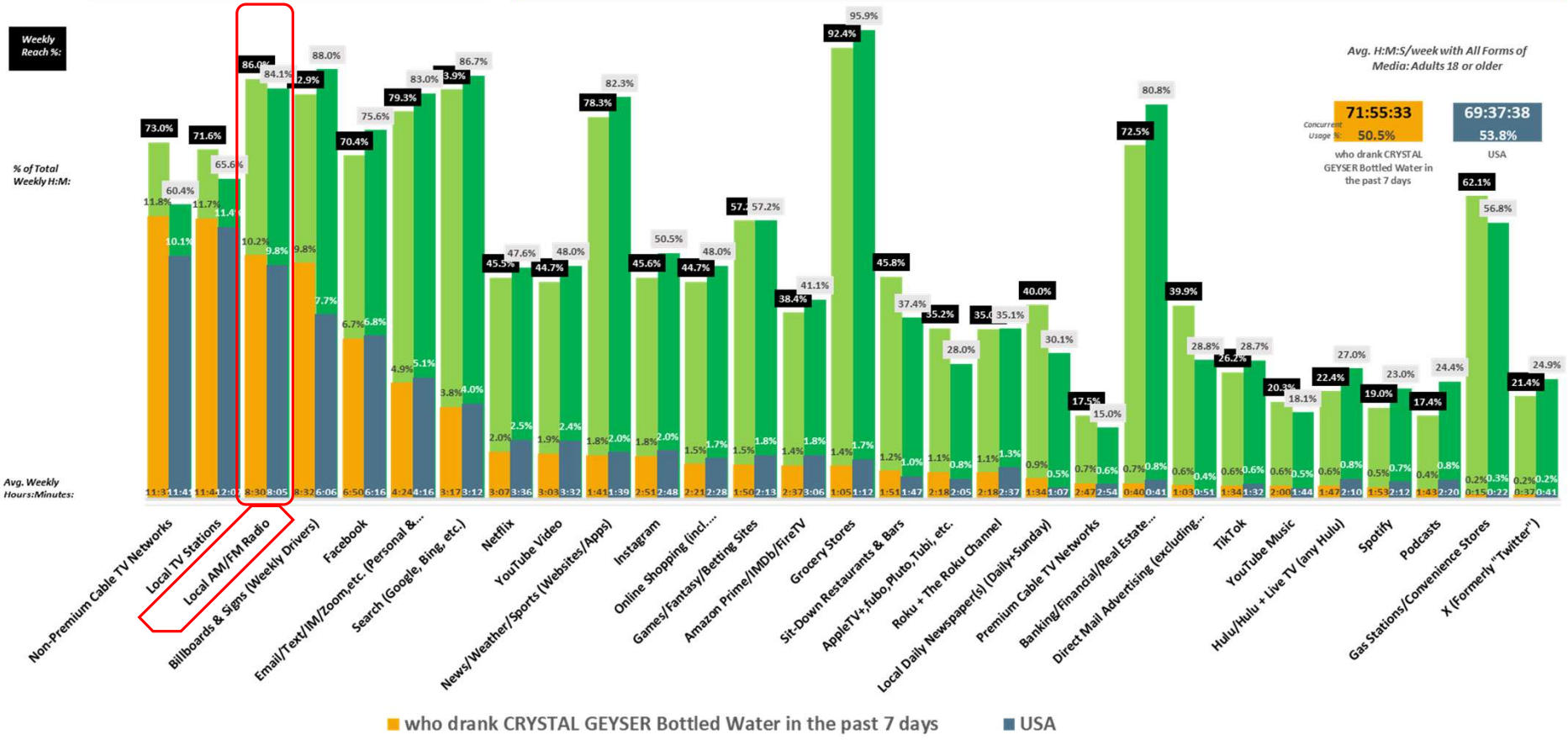
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Beverages (bottled water) drank past 7 days: Dasani



Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an average of 2 days, 23 hours, 55 minutes and 33 seconds each week with All Forms of Media.

86.% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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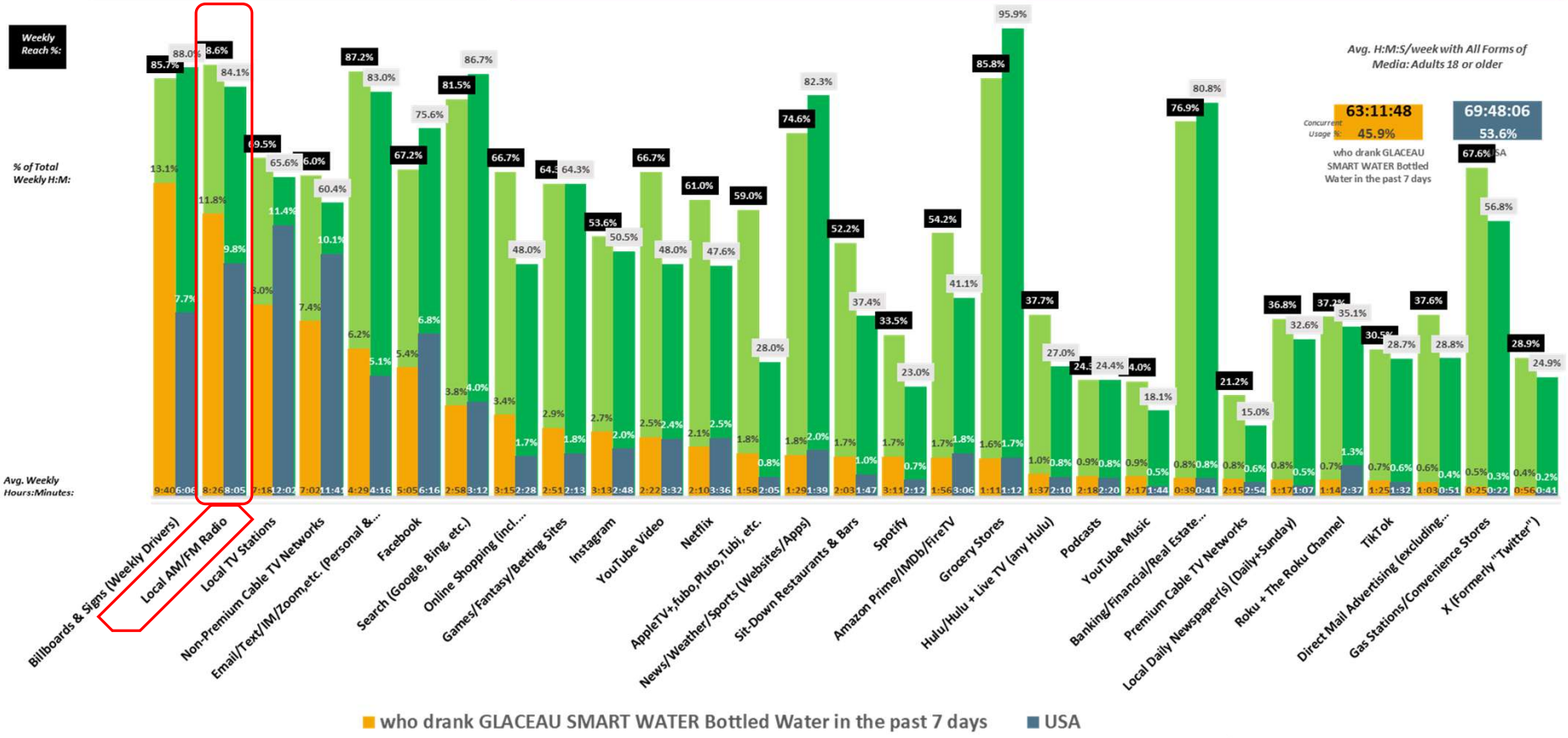
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Beverages (bottled water) drank past 7 days: Crystal Geyser



Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days spend an average of 2 days, 15 hours, 11 minutes and 48 seconds each week with All Forms of Media.

88.6% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



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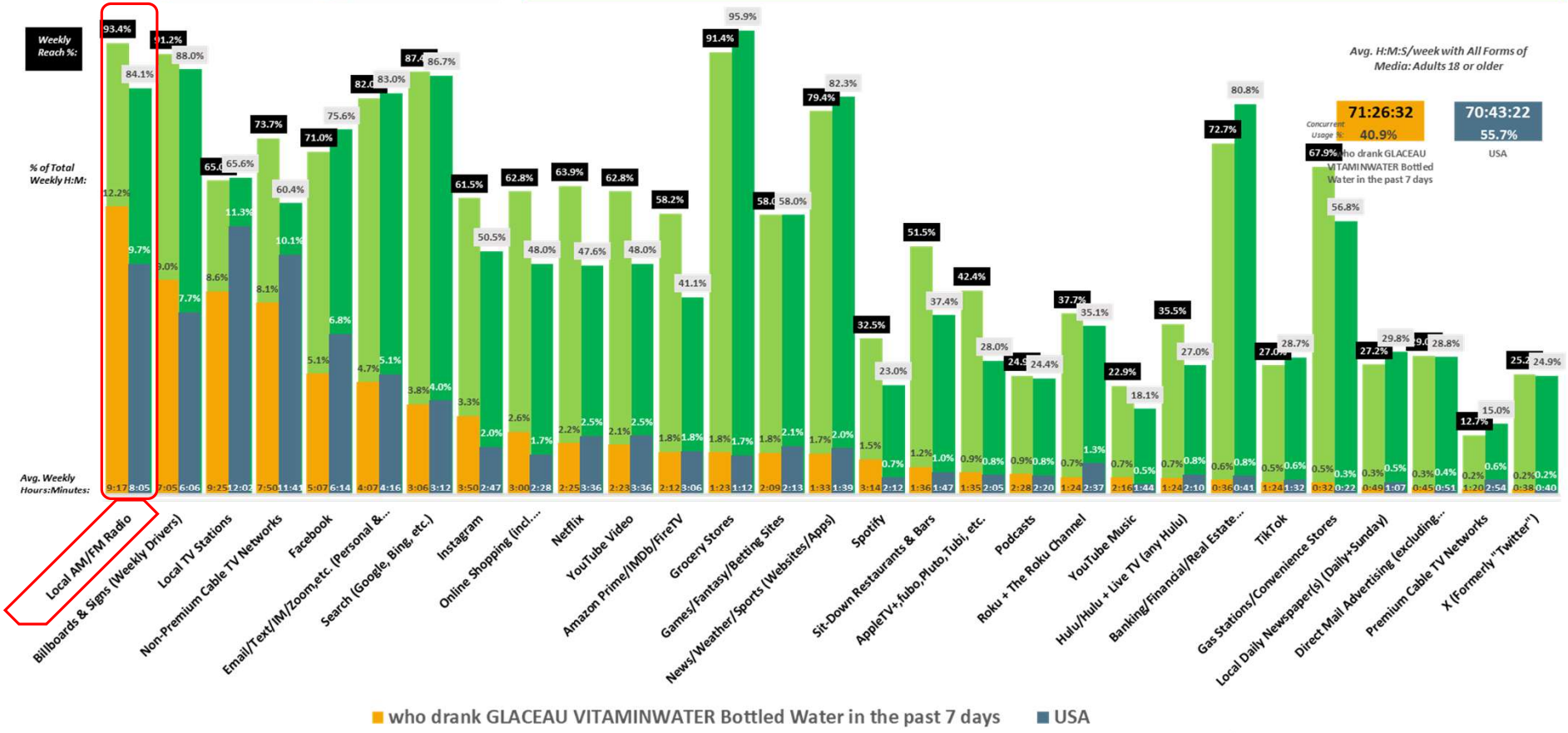
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an average of 2 days, 23 hours, 26 minutes and 32 seconds each week with All Forms of Media.

93.4% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



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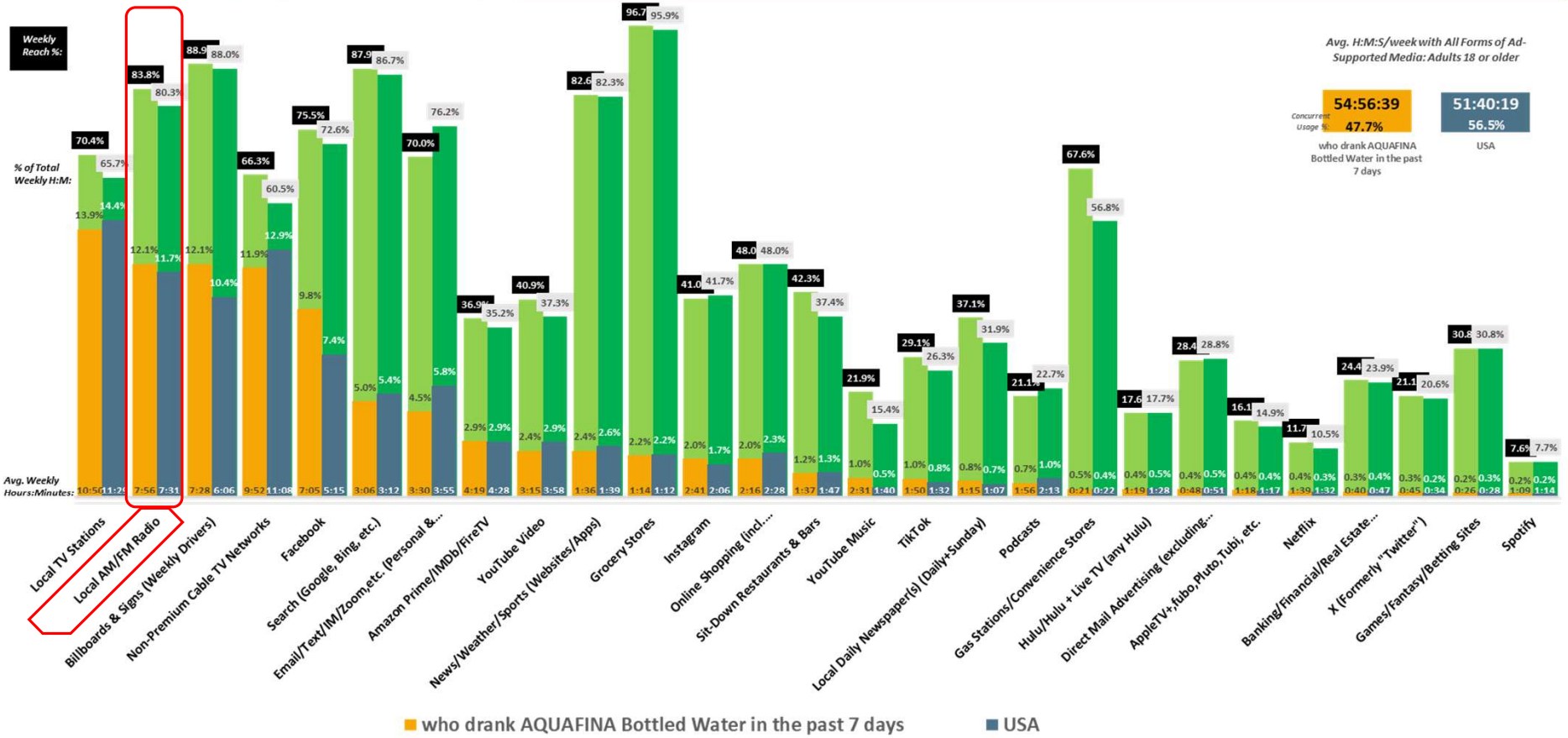
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an average of 2 days, 6 hours, 56 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



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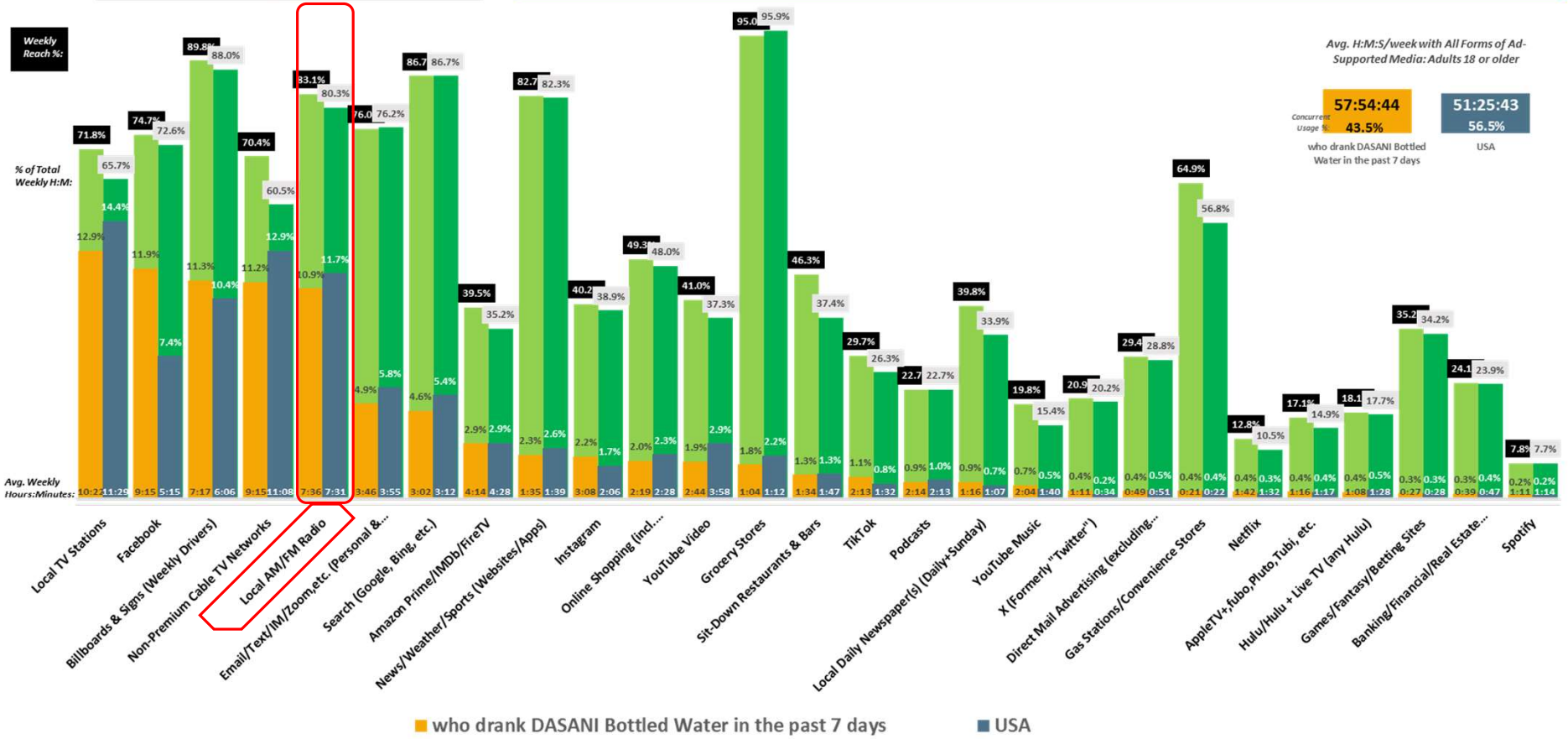
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Beverages (bottled water) drank past 7 days: Aquafina



Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an average of 2 days, 9 hours, 54 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

83.1% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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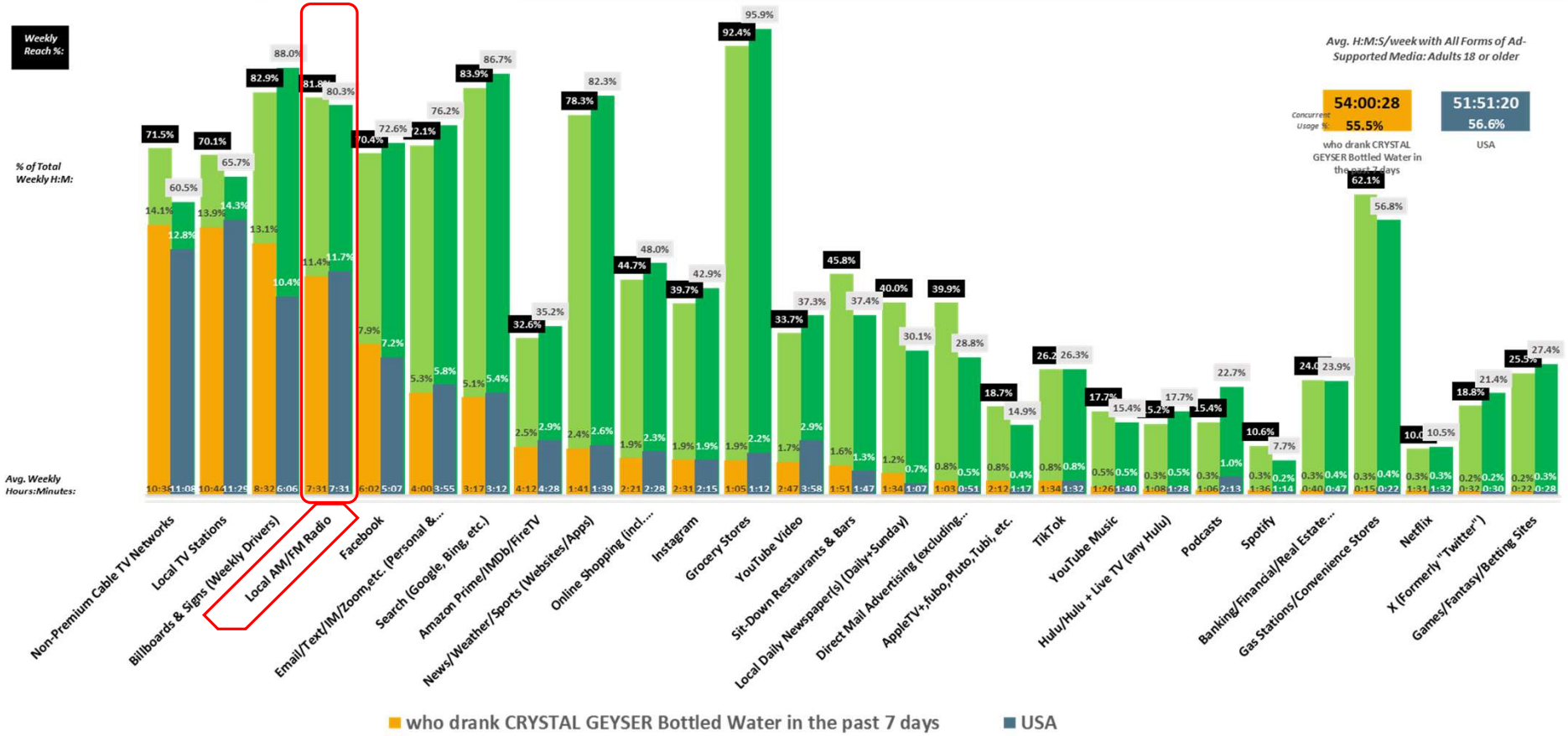
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Beverages (bottled water) drank past 7 days: Dasani



Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an average of 2 days, 6 hours, 0 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Medi

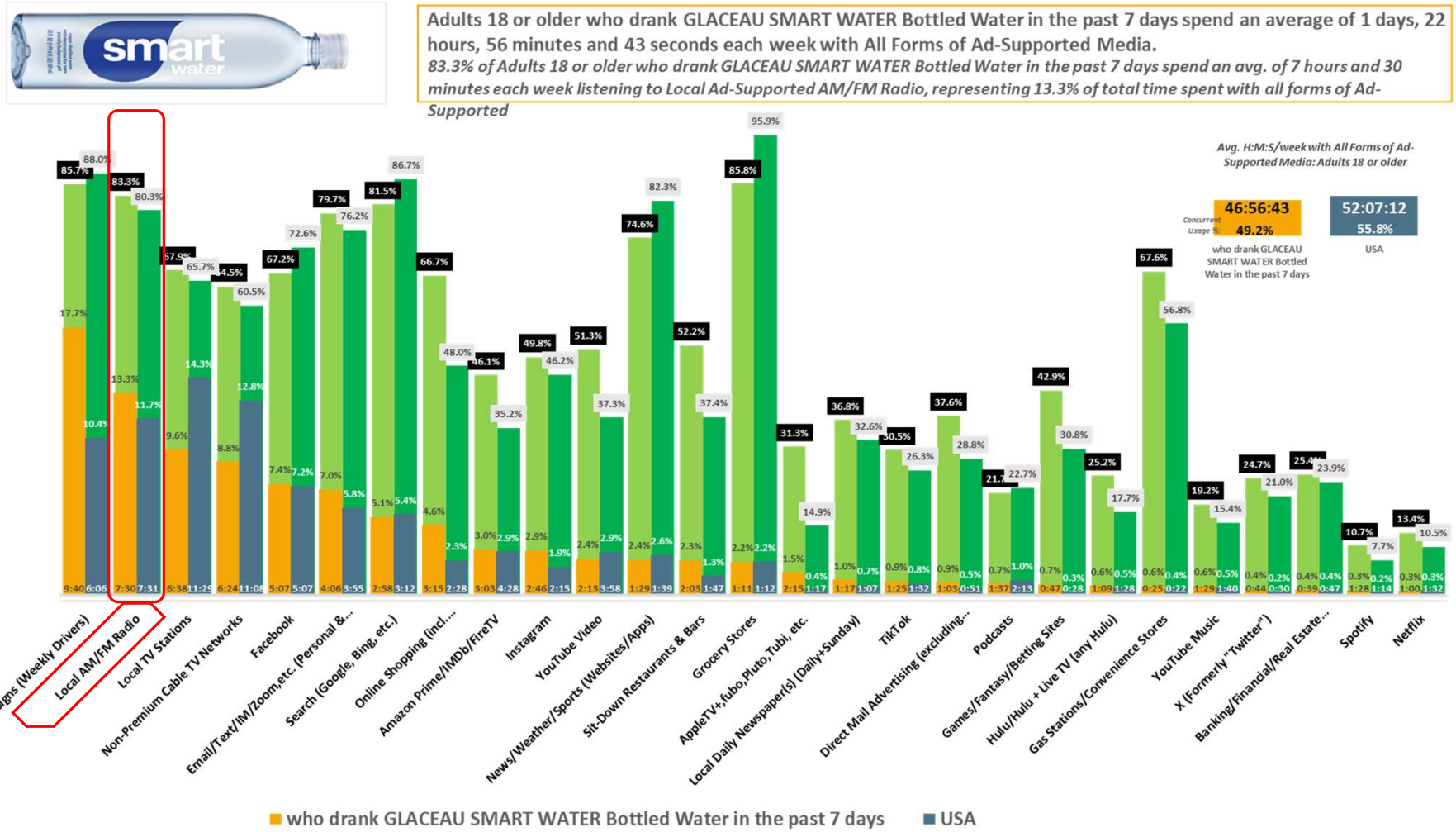


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Beverages (bottled water) drank past 7 days: Crystal Geyser



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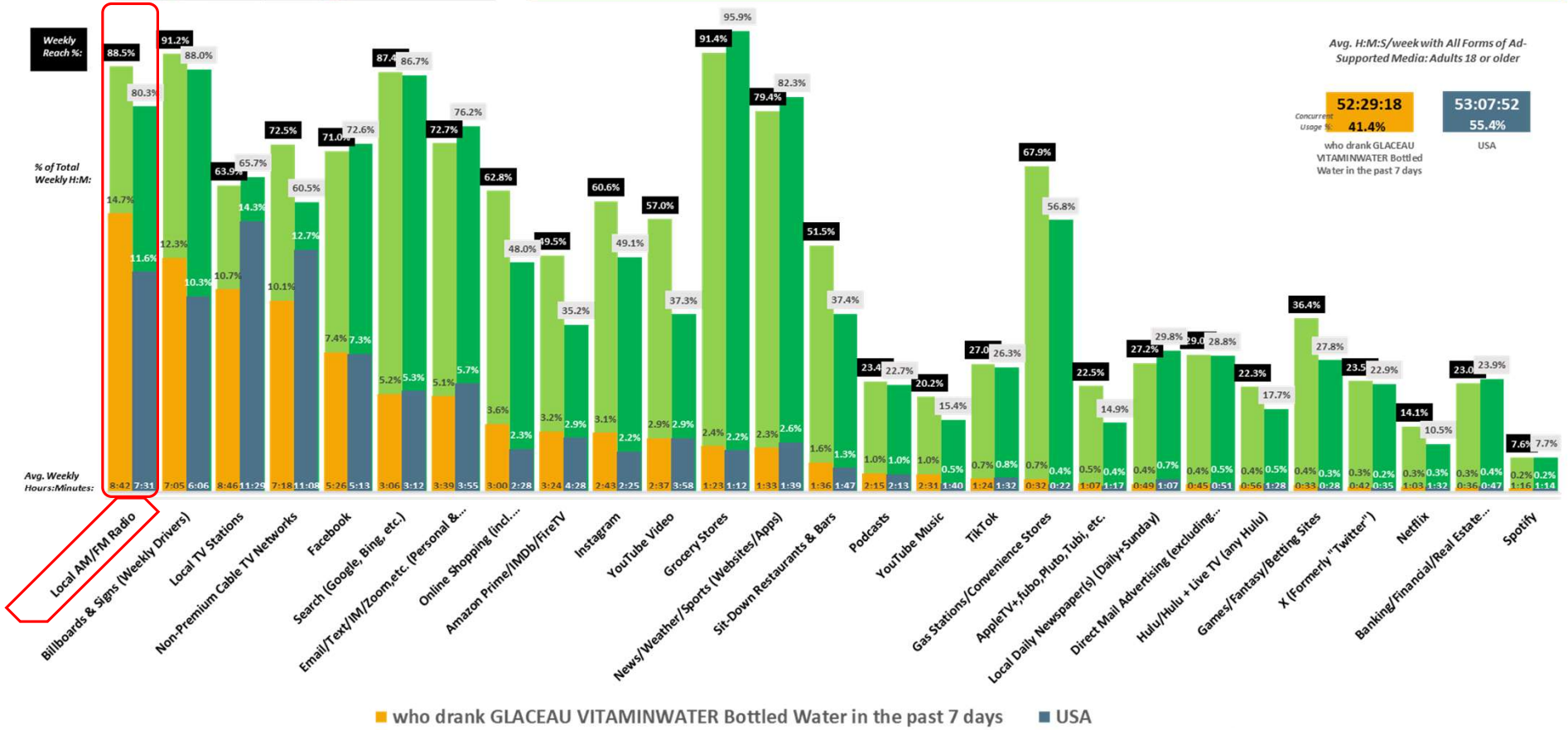
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an average of 2 days, 4 hours, 29 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

88.5% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.7% of total time spent with all forms of Ad-Supporte



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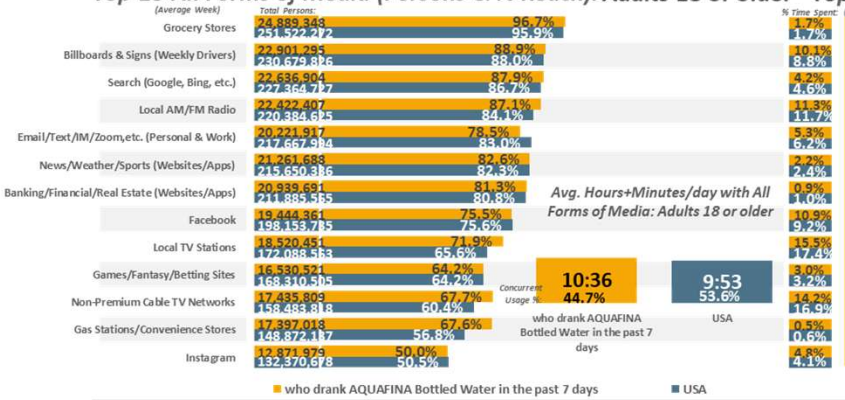
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

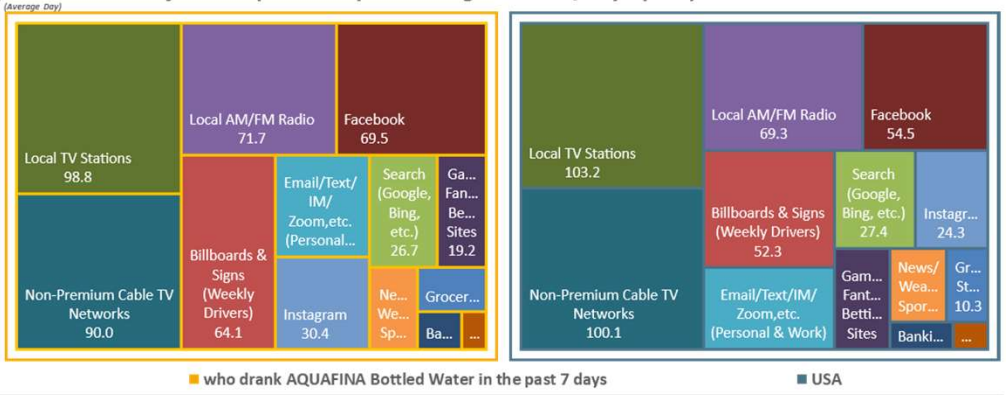


Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

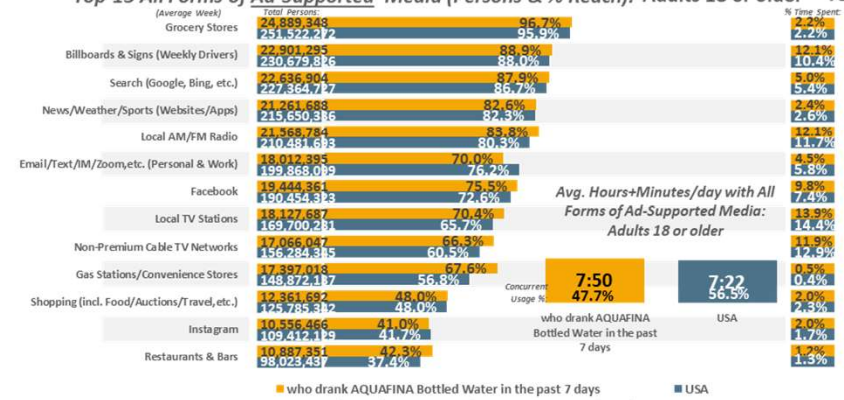
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



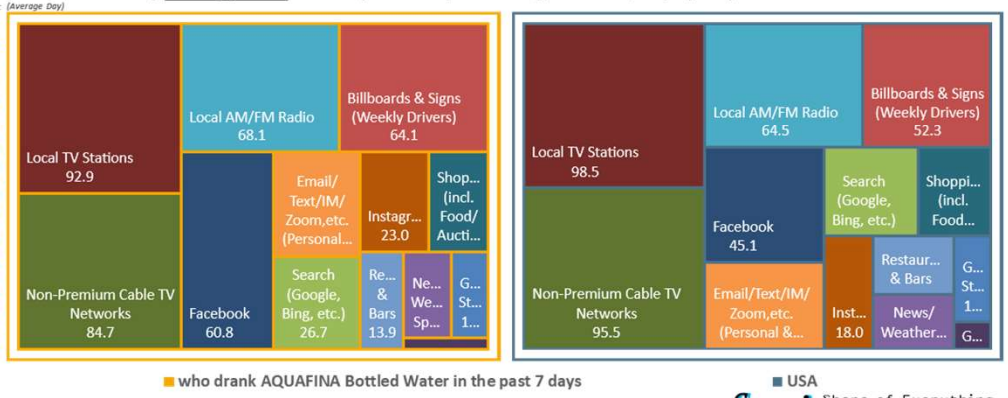
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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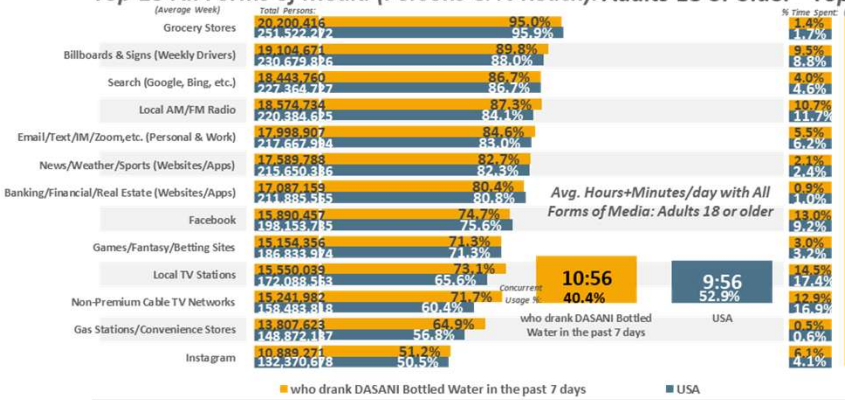
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Beverages (bottled water) drank past 7 days: Aquafina

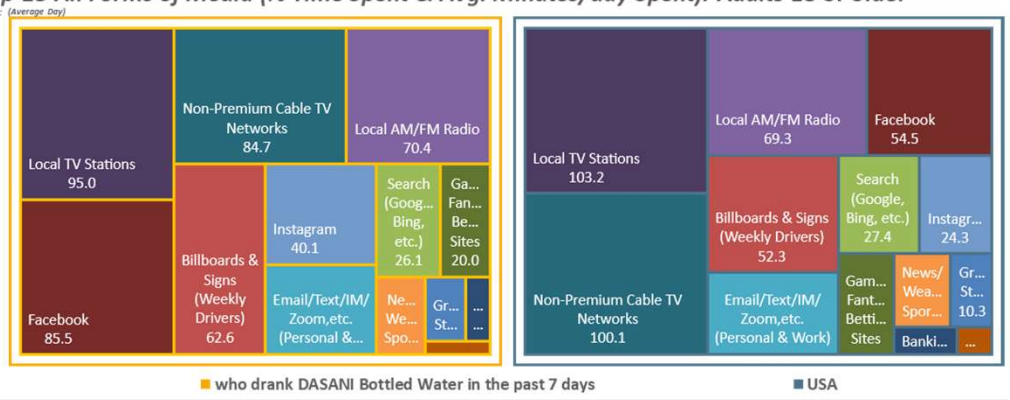


Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

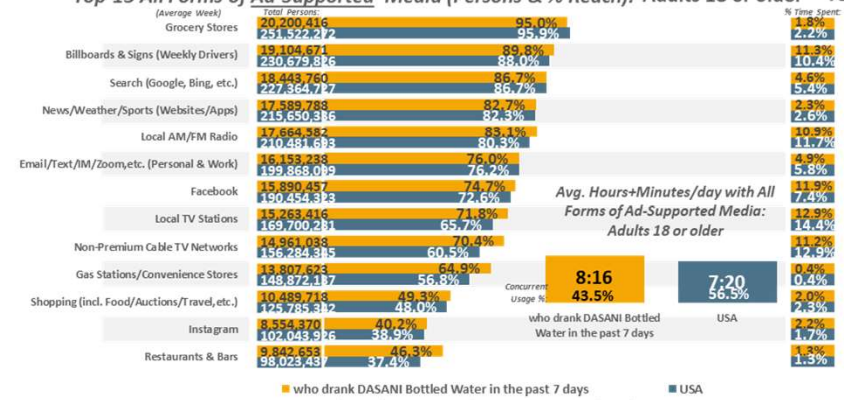
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



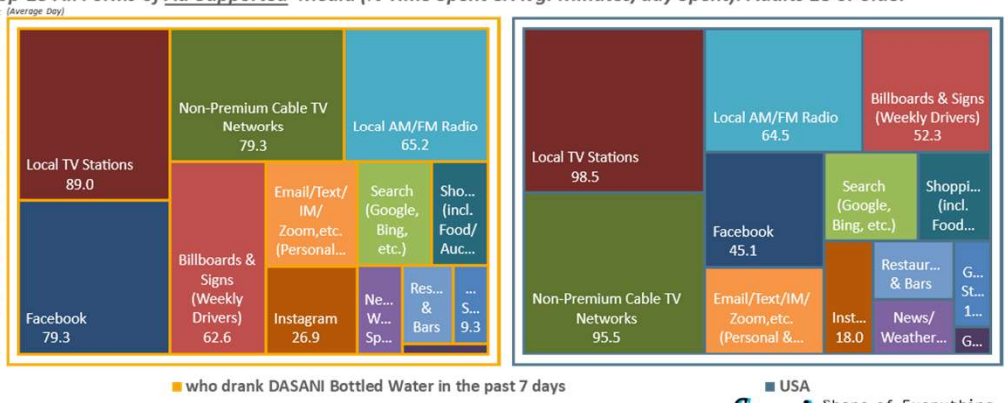
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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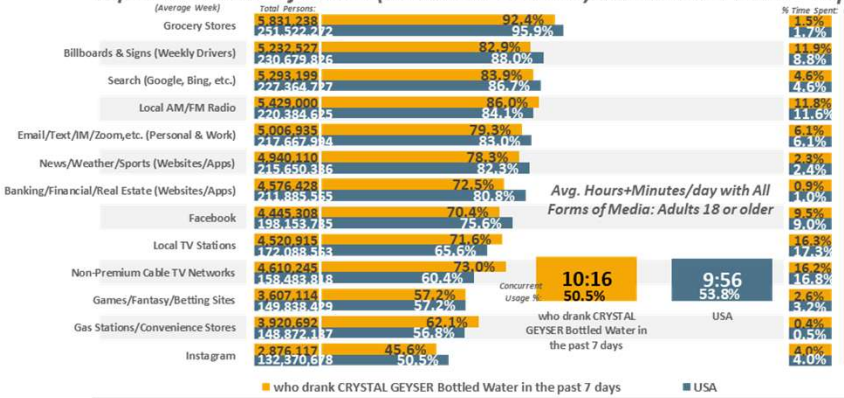
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Beverages (bottled water) drank past 7 days: Dasani

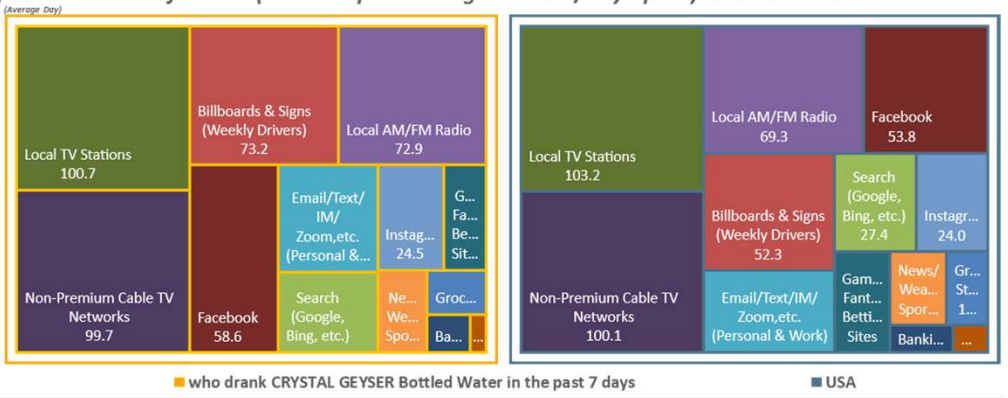


Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

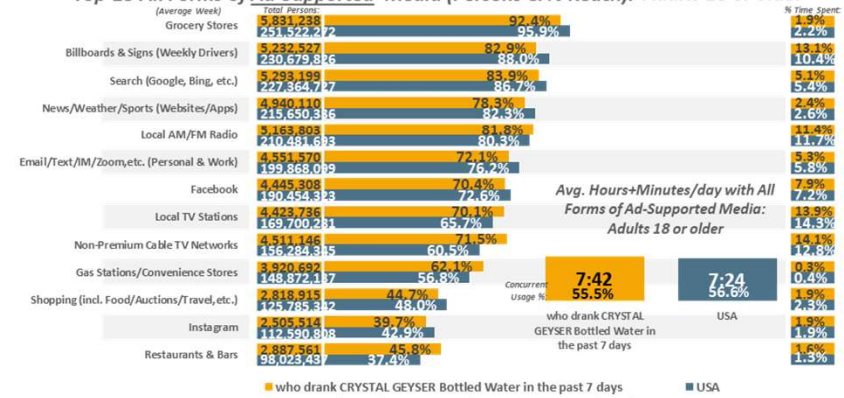
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



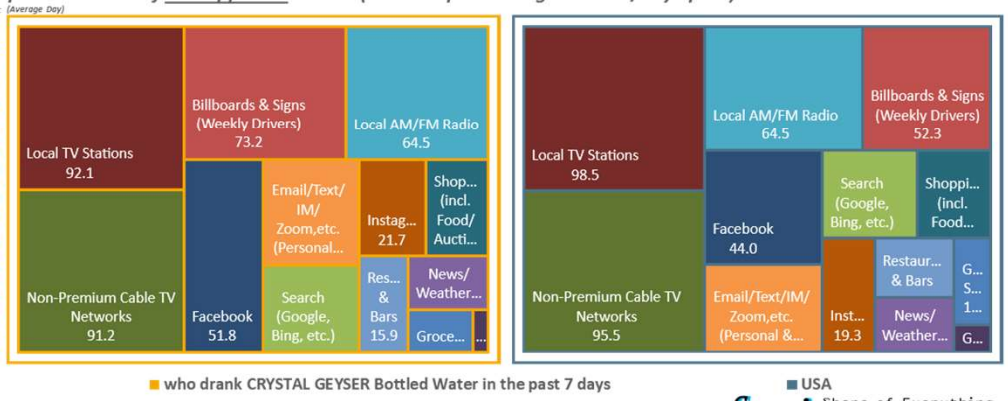
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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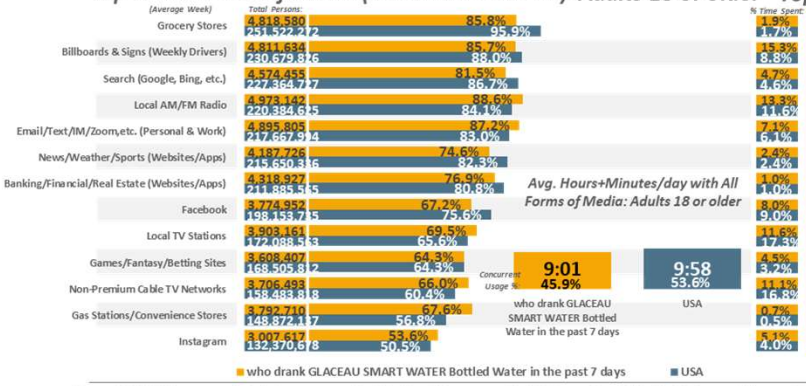
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Beverages (bottled water) drank past 7 days: Crystal Geyser

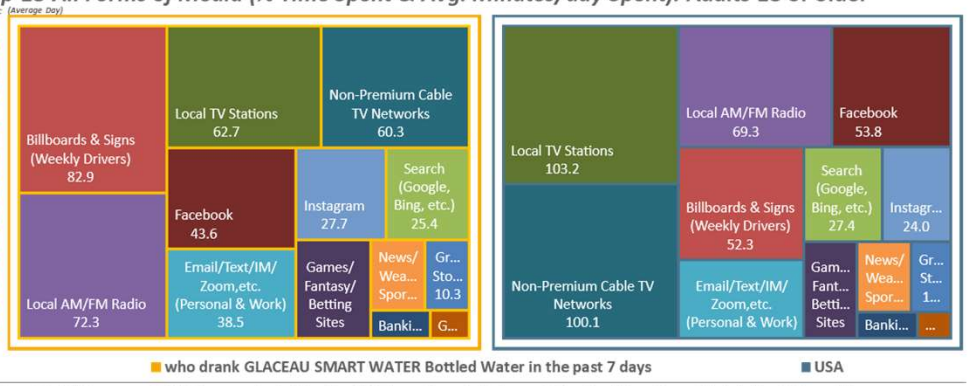


Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

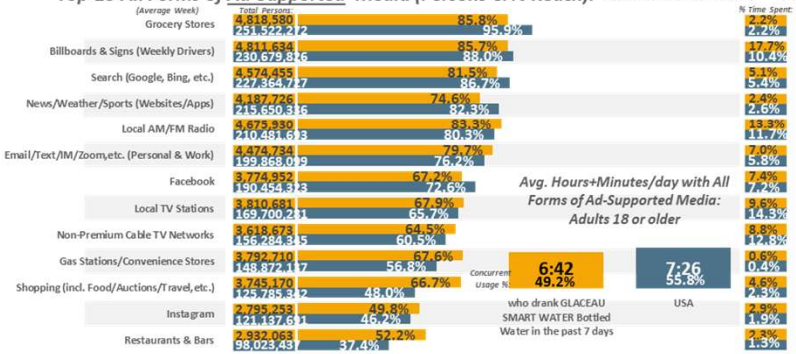
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



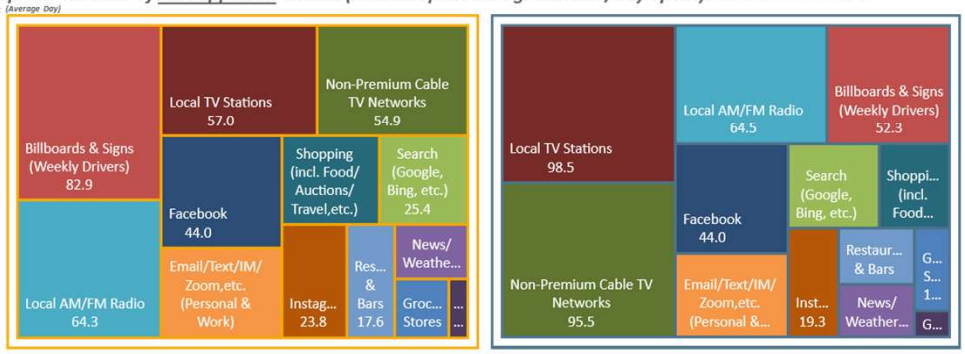
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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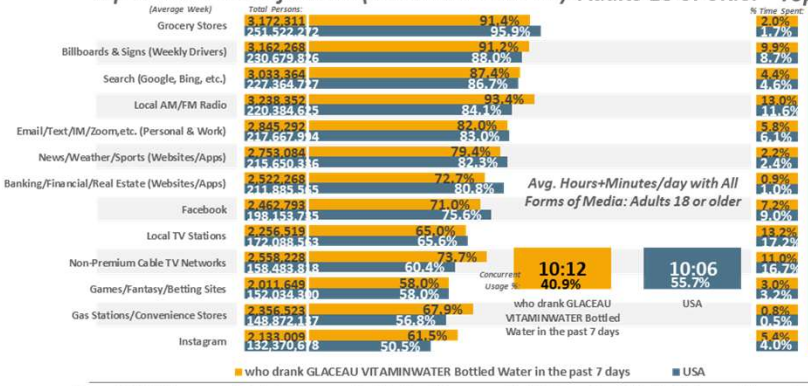
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

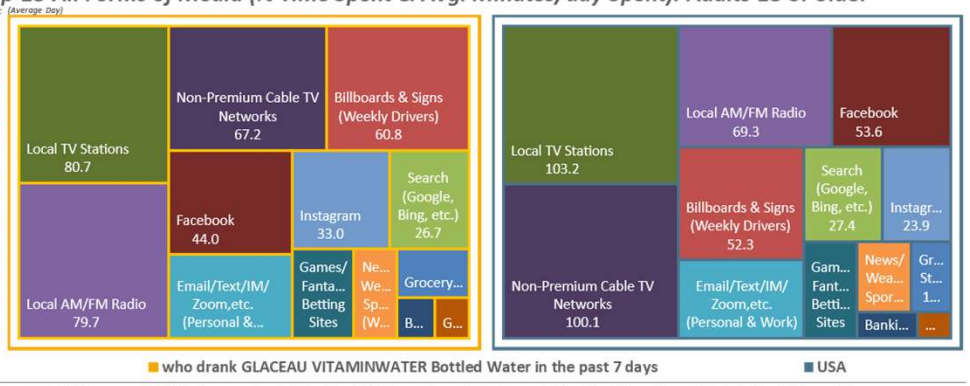


Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 88.5% listen to Local AM/FM Radio for an avg. of 74.6 minutes/day. *(Local Radio delivers 14.7% of Time with Ad-Supported Media.)*

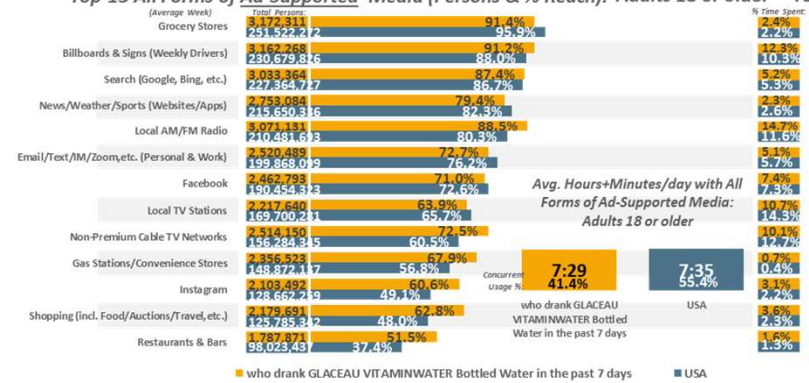
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



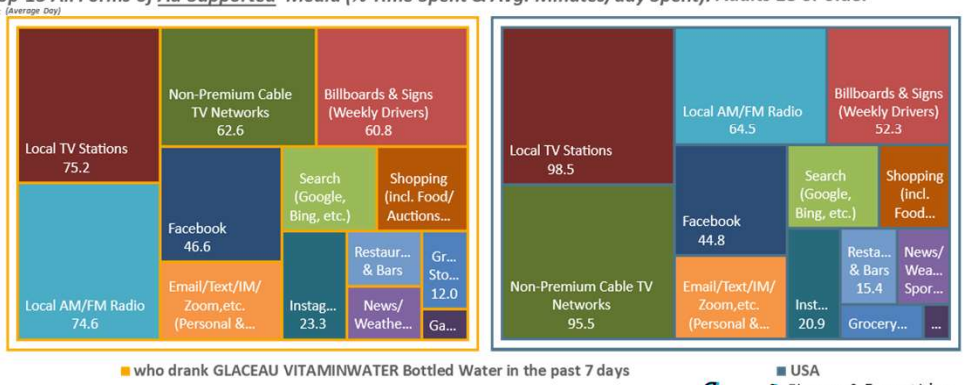
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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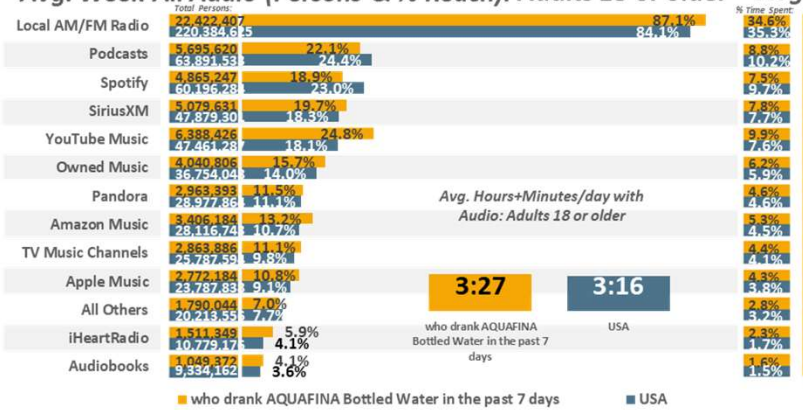
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

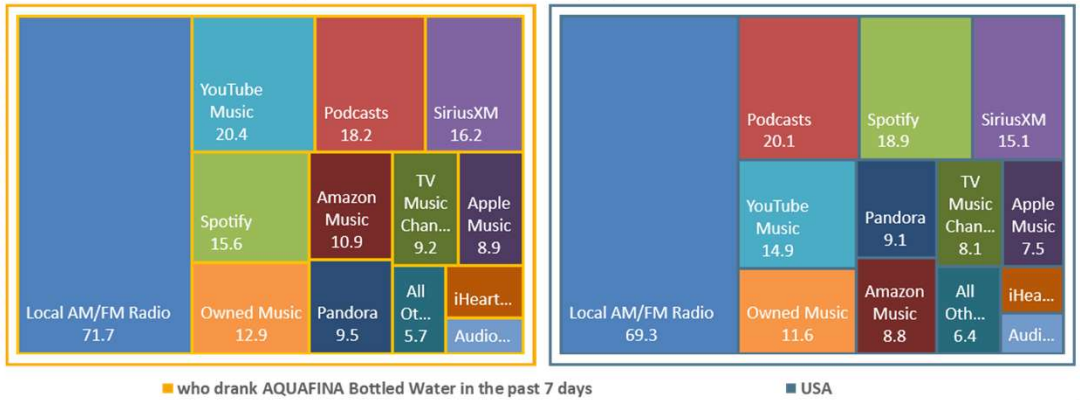


21,568,784 or 83.8% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

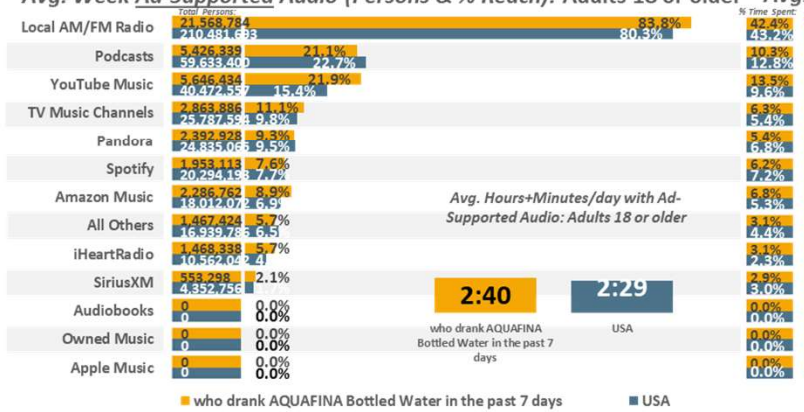
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



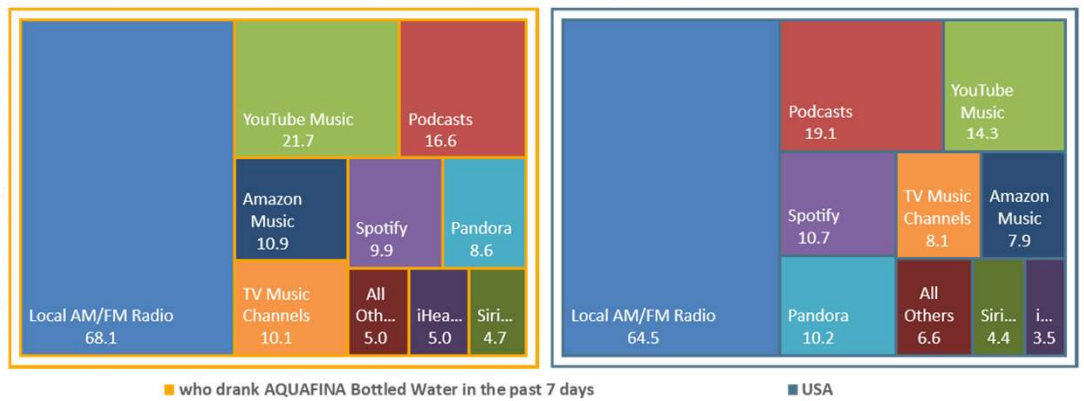
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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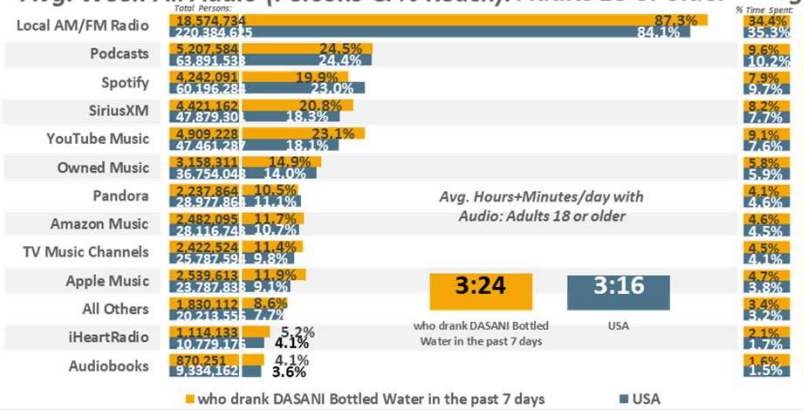
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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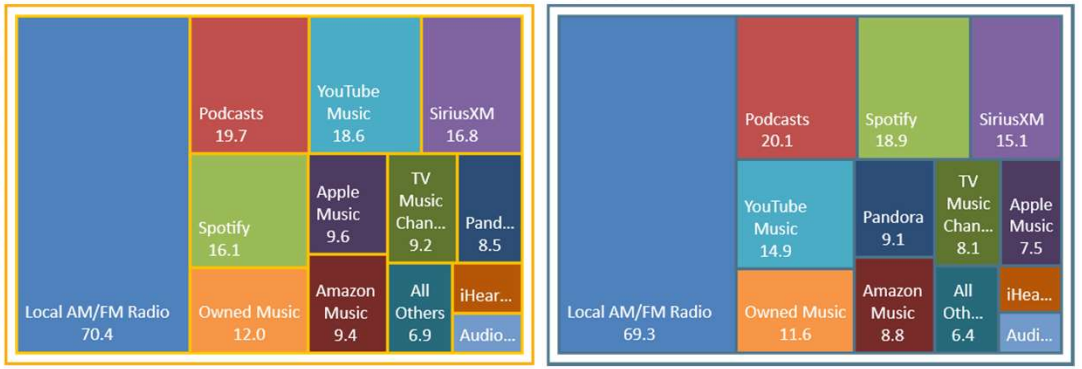


17,664,582 or 83.1% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

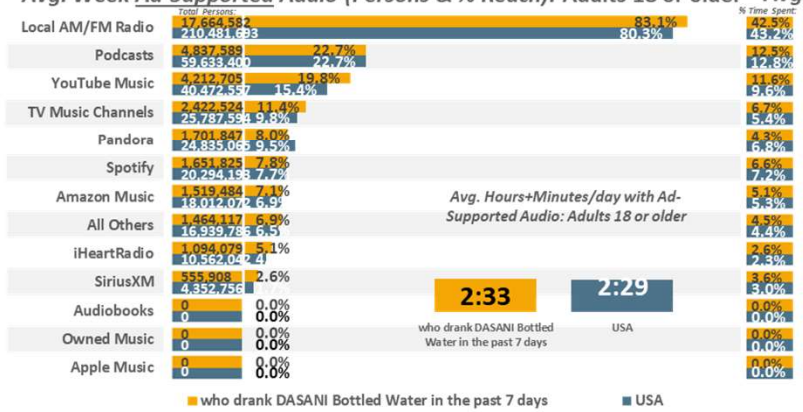
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



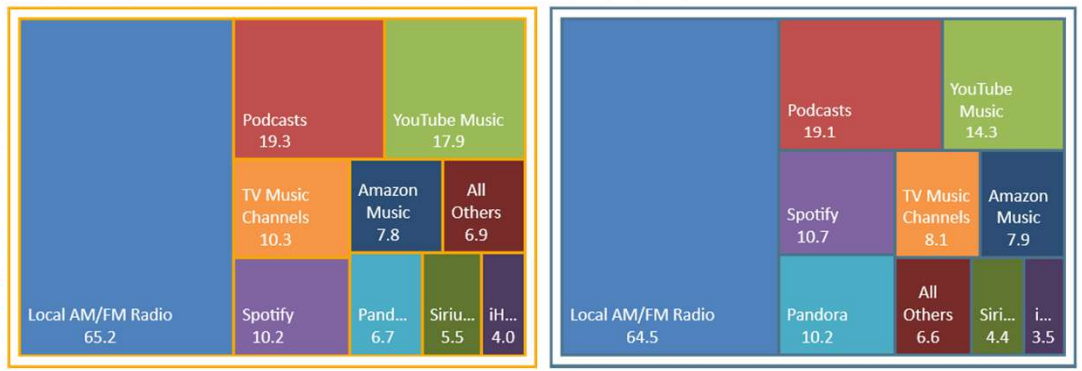
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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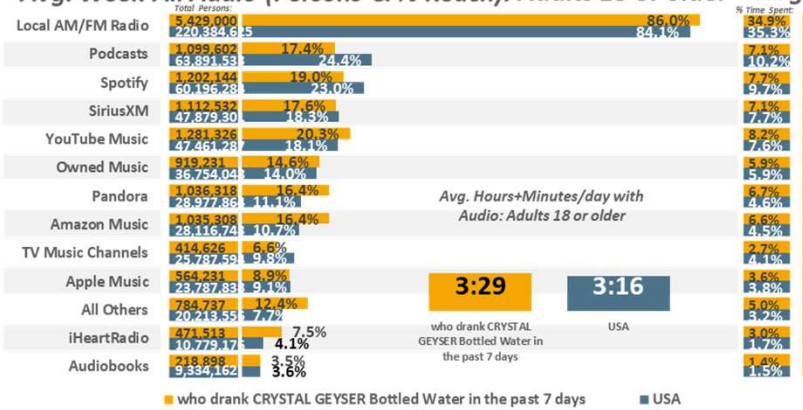
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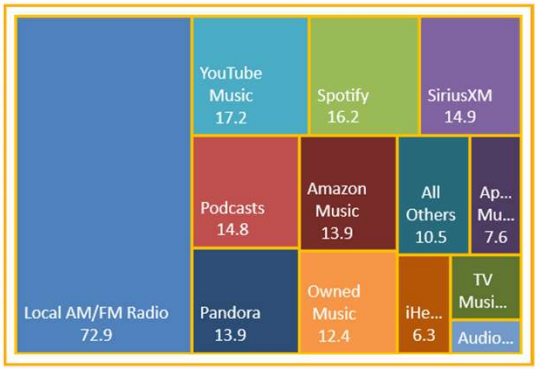


5,163,803 or 81.8% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

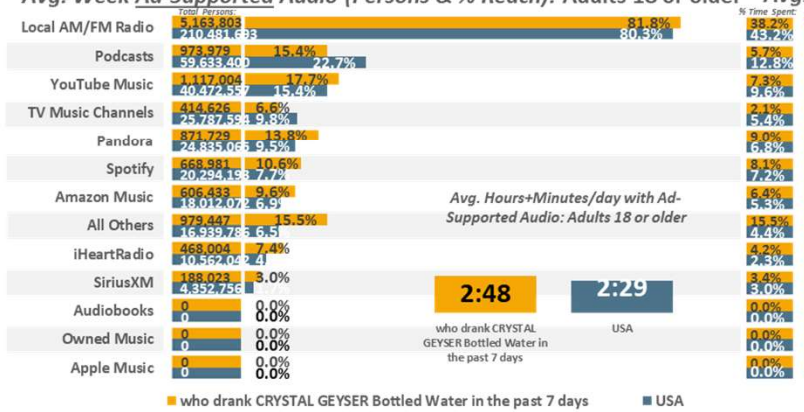
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



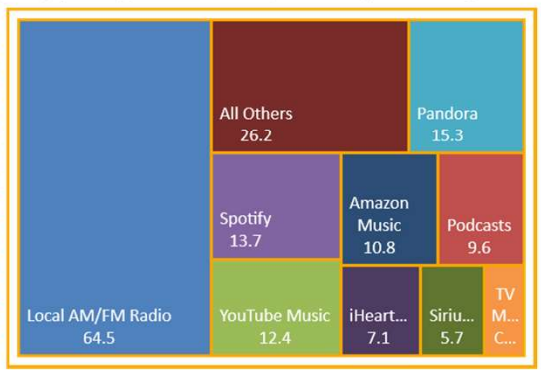
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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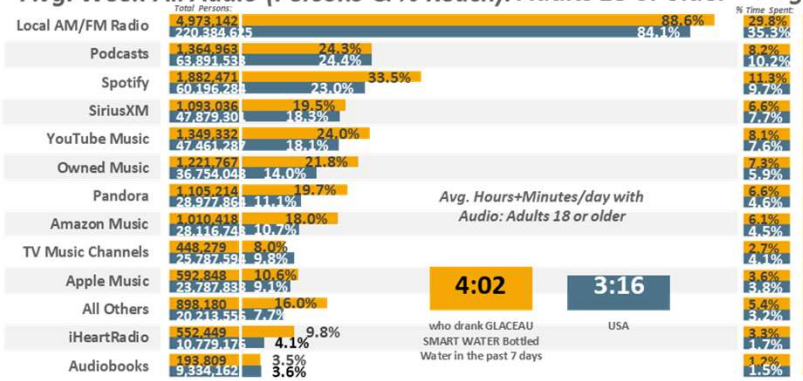
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Beverages (bottled water) drank past 7 days: Crystal Geyser

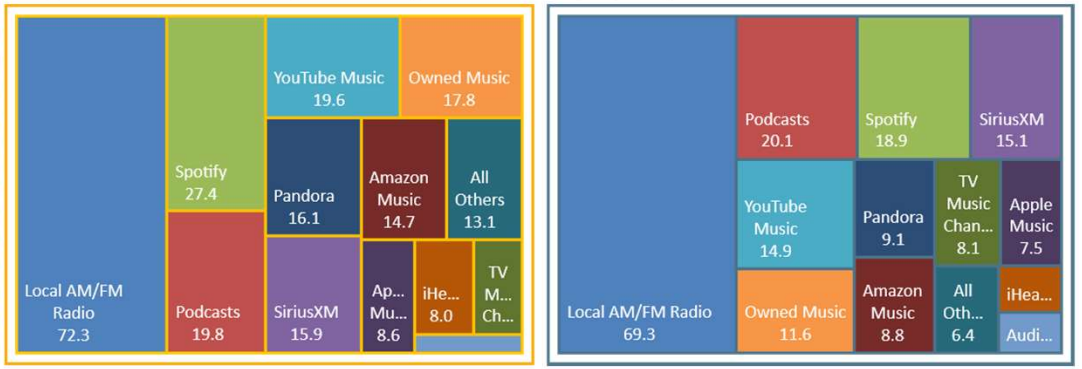


4,675,930 or 83.3% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

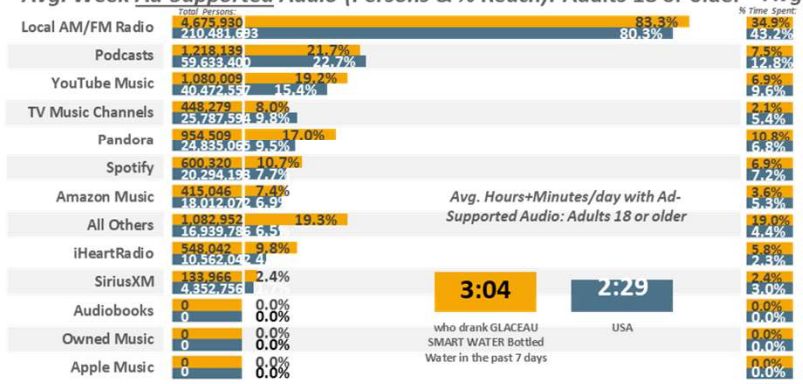
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



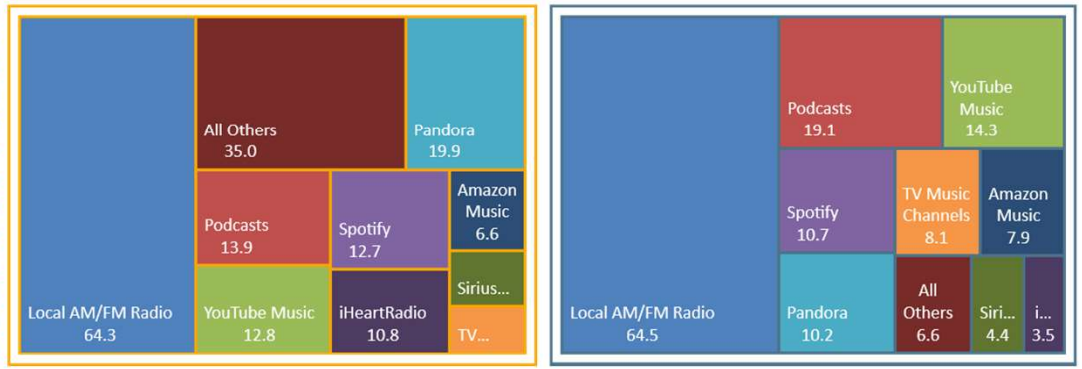
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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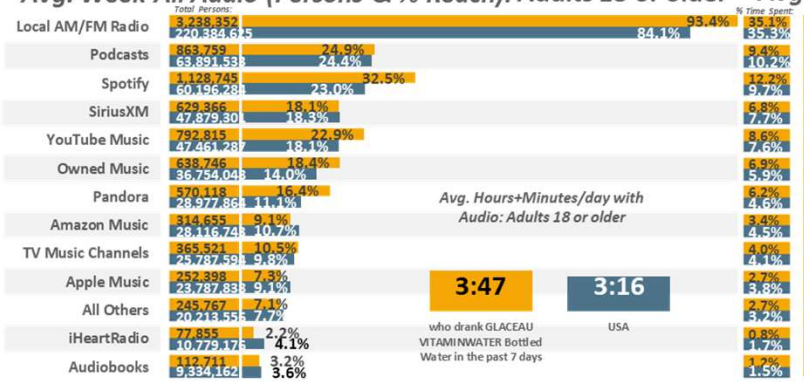
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

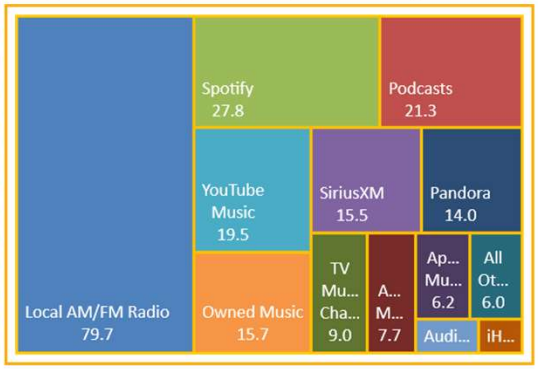


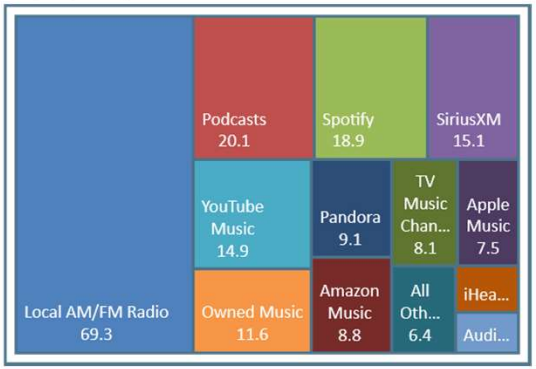
3,071,131 or 88.5% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

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

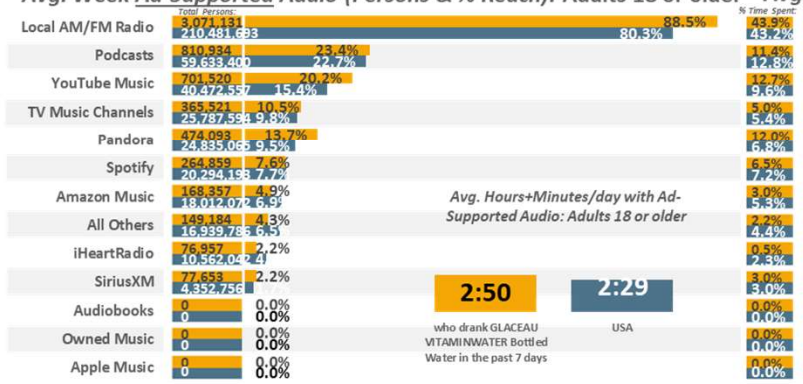


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

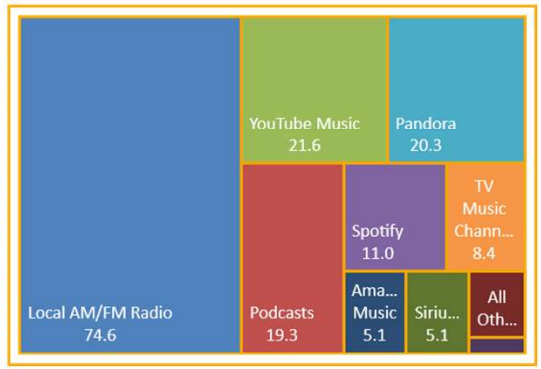


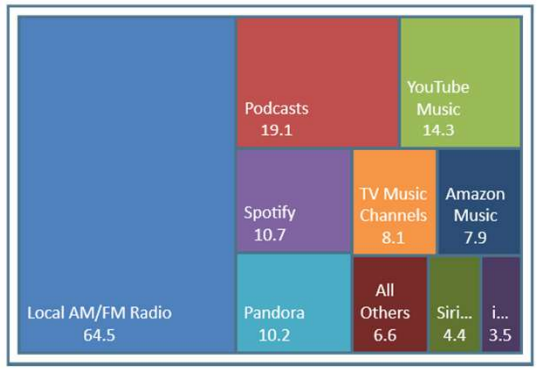


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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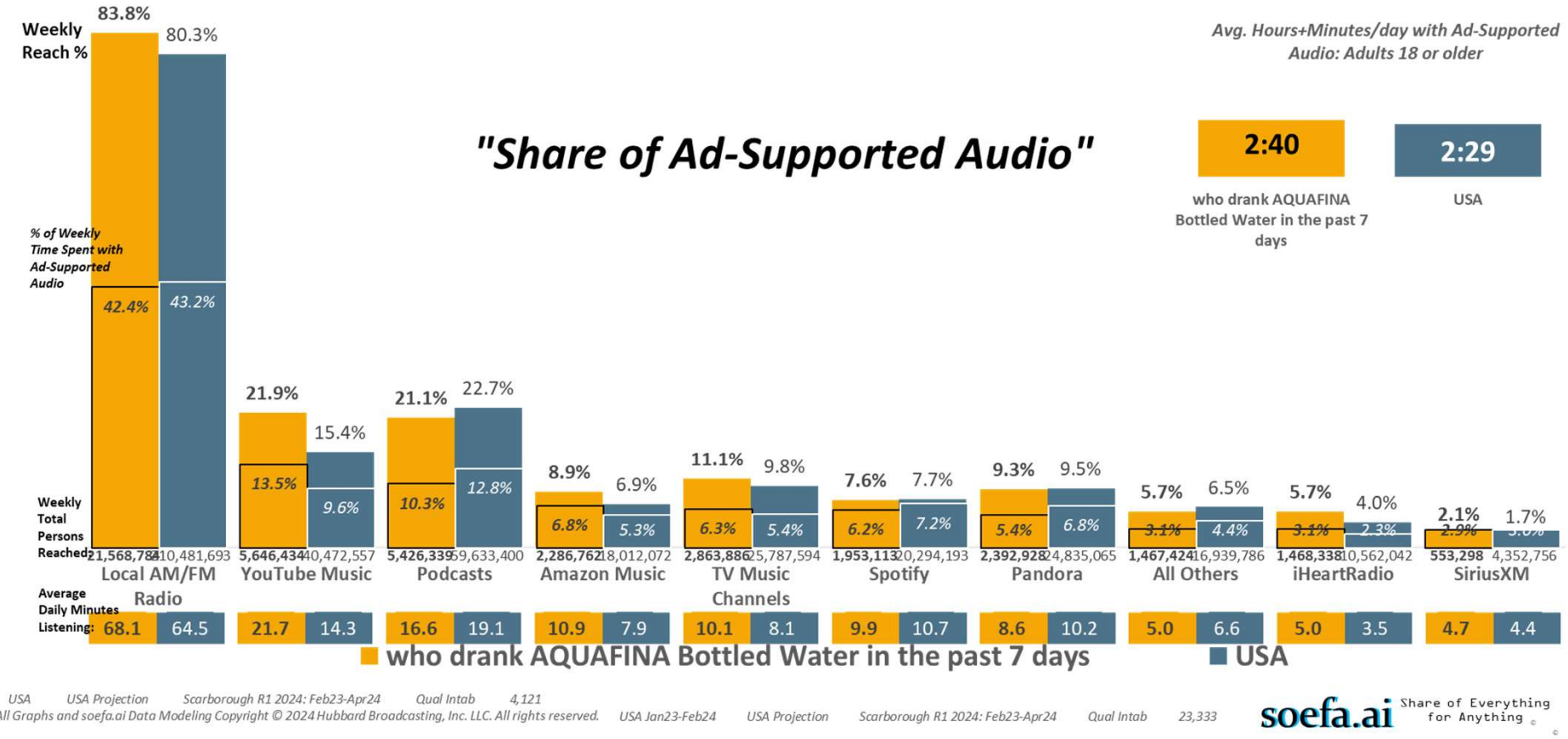
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



21,568,784 or 83.8% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



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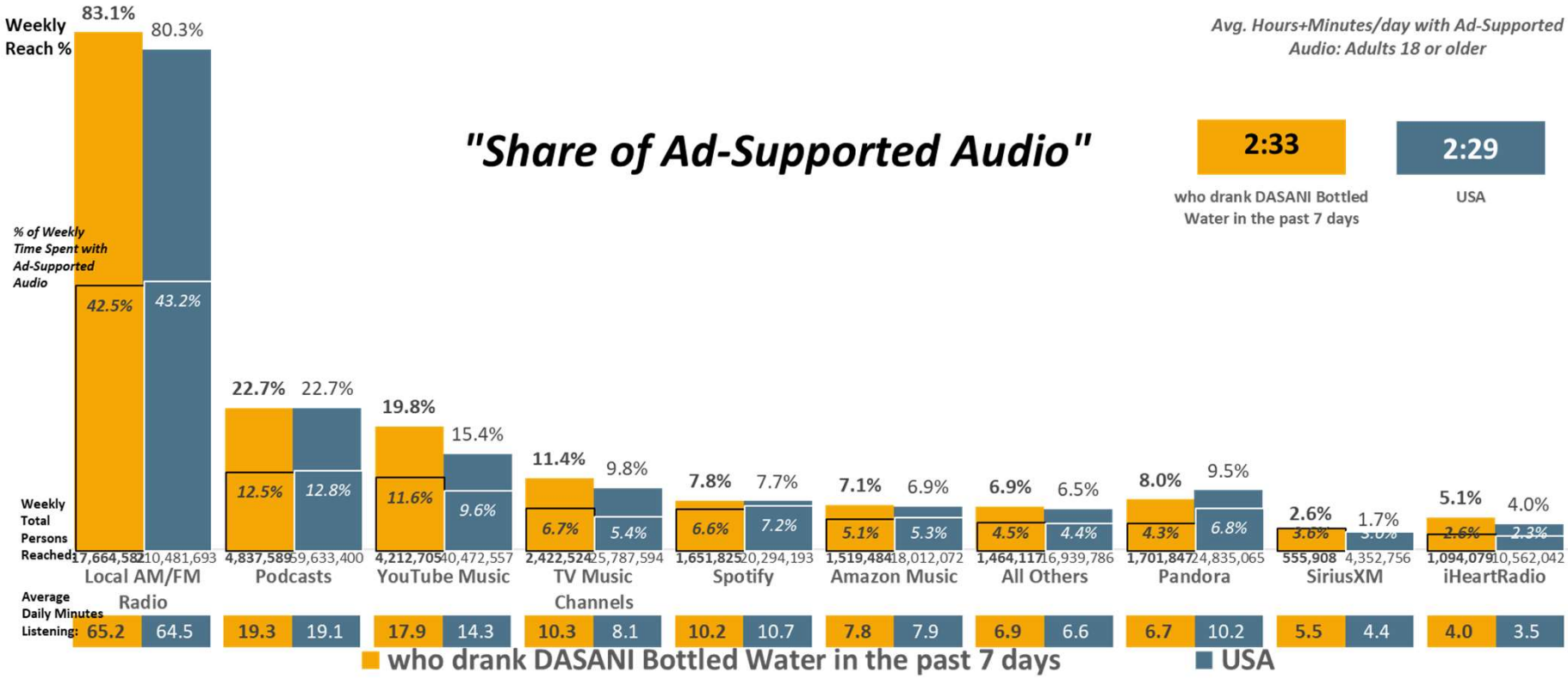
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Beverages (bottled water) drank past 7 days: Aquafina



17,664,582 or 83.1% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



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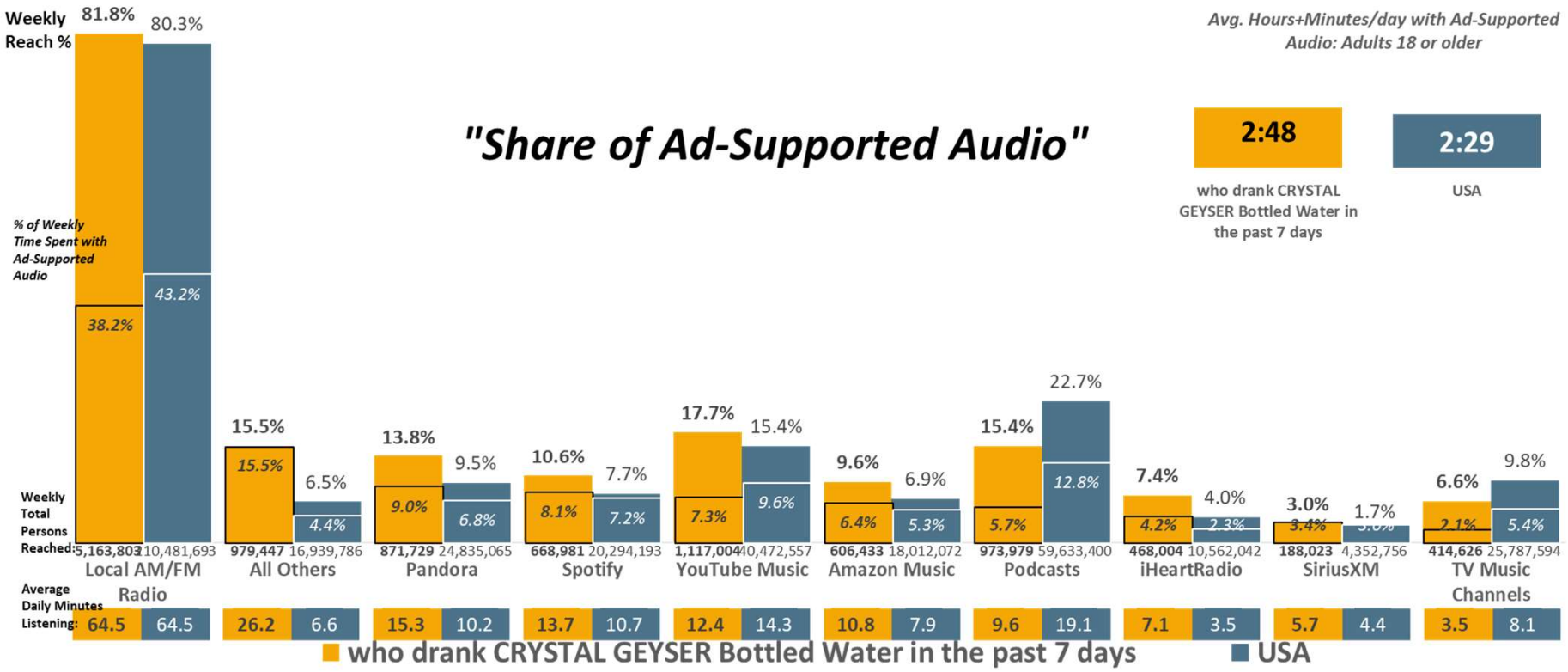
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Beverages (bottled water) drank past 7 days: Dasani



5,163,803 or 81.8% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



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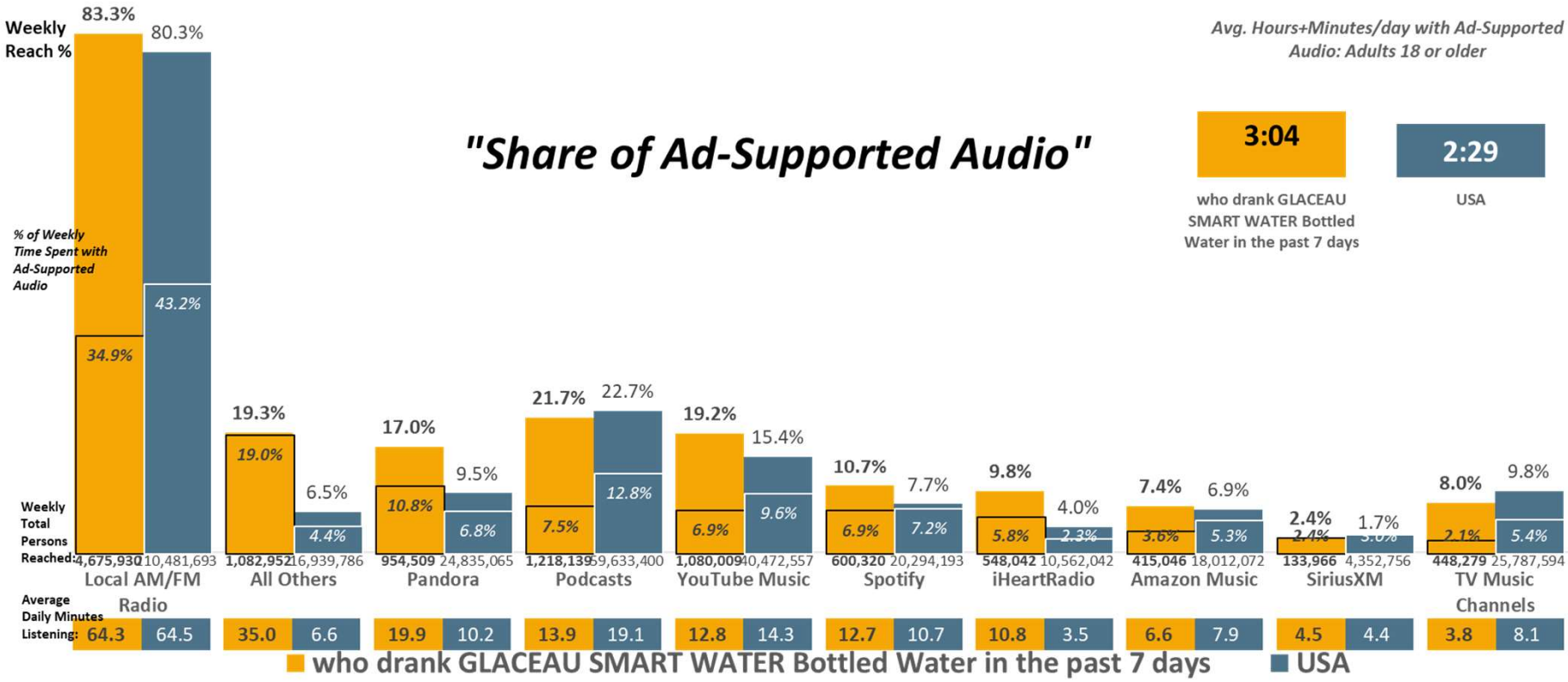
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Beverages (bottled water) drank past 7 days: Crystal Geyser



4,675,930 or 83.3% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

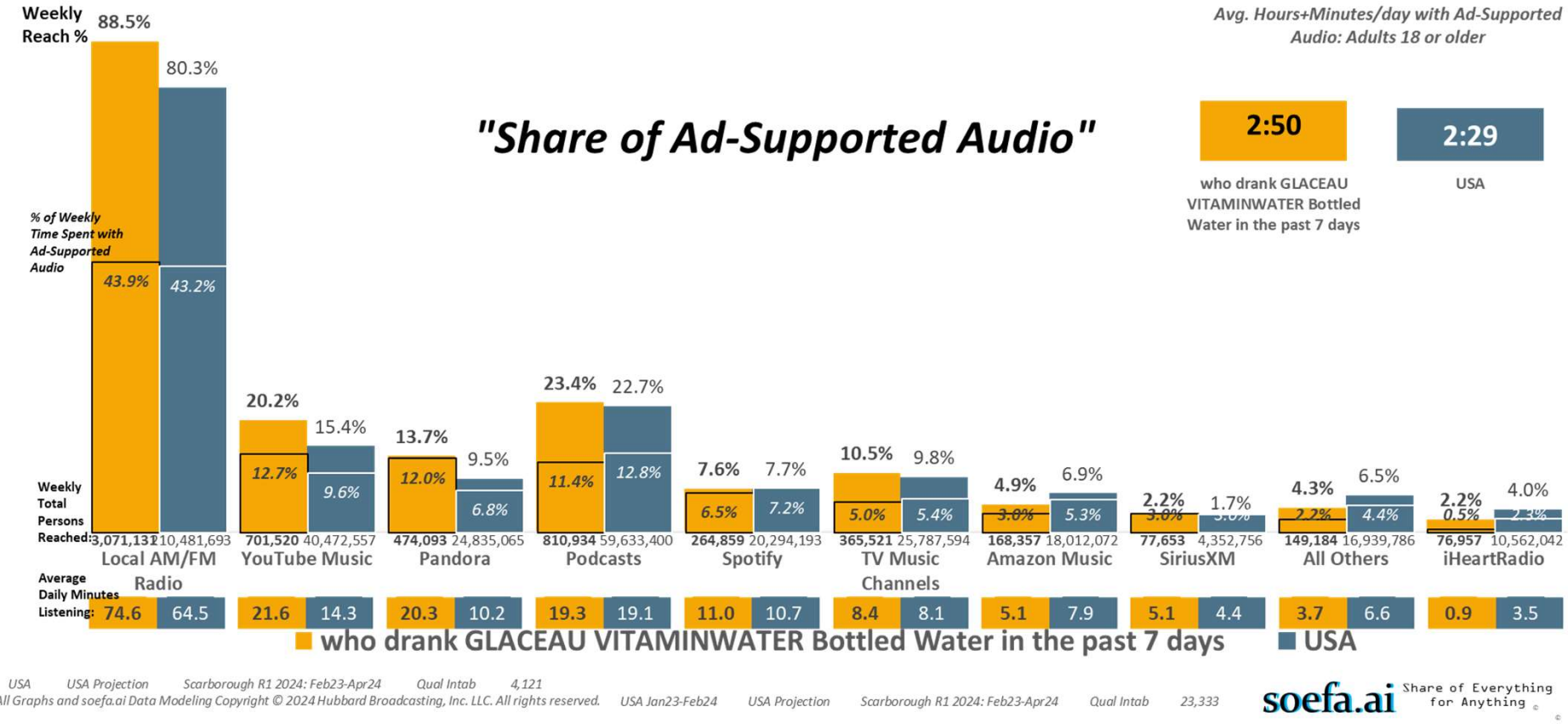


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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



3,071,131 or 88.5% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



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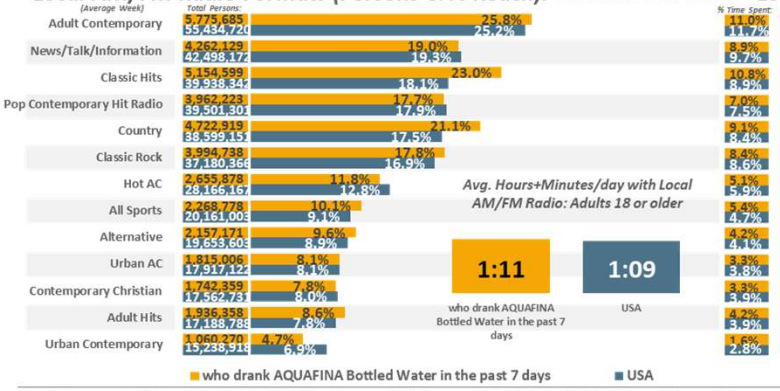
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

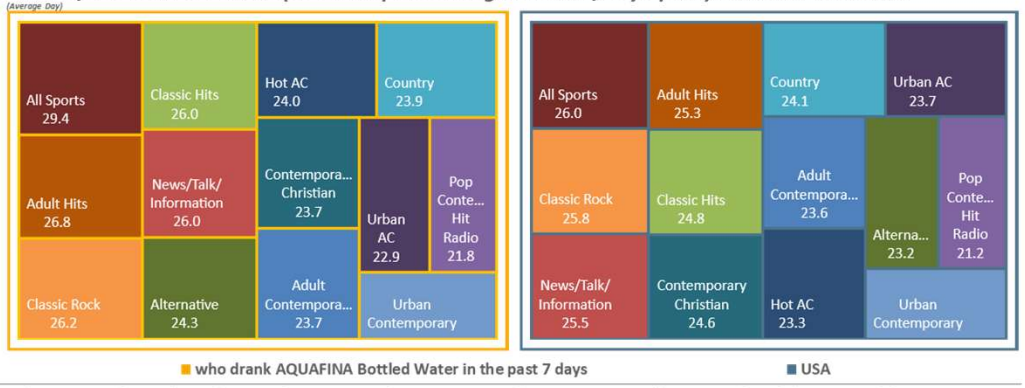


21,568,784 or 83.8% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

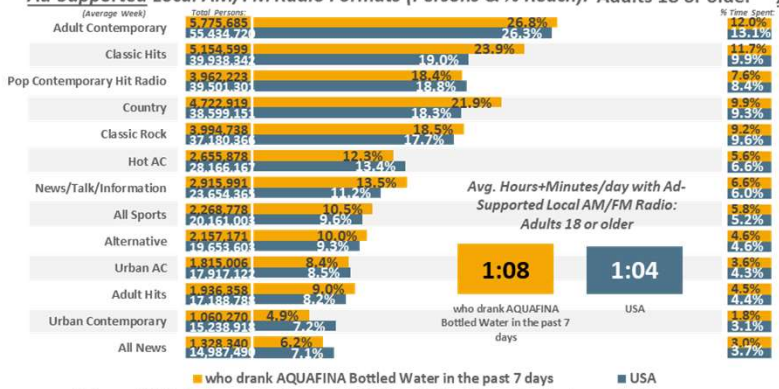
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



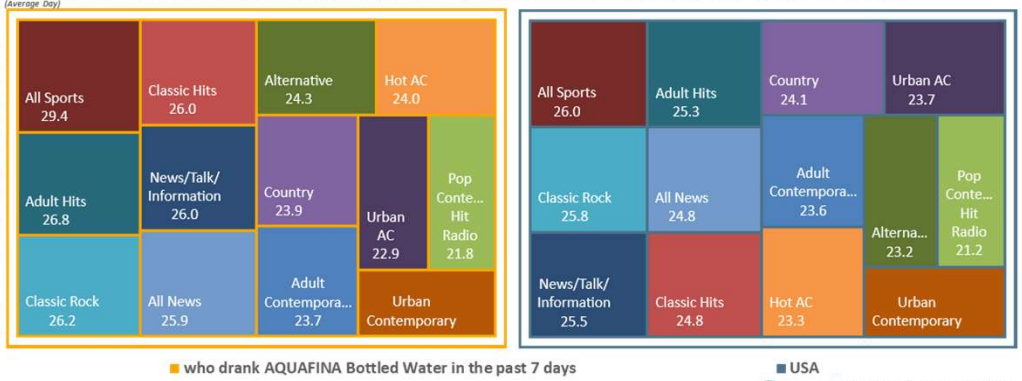
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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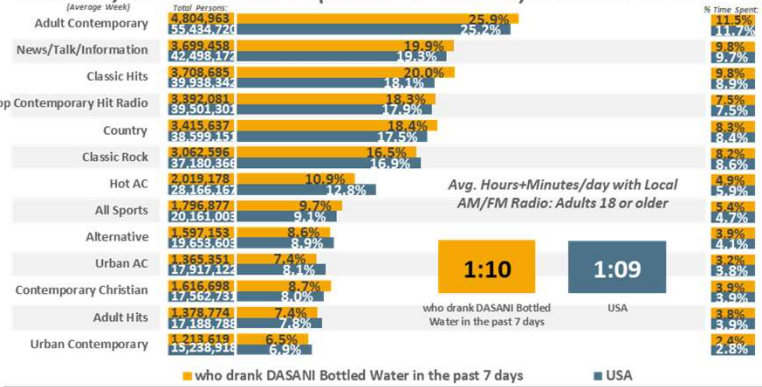
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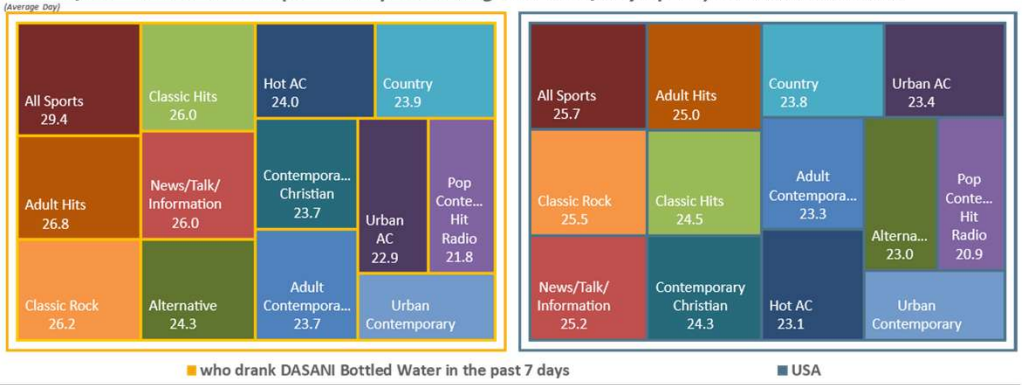


17,664,582 or 83.1% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

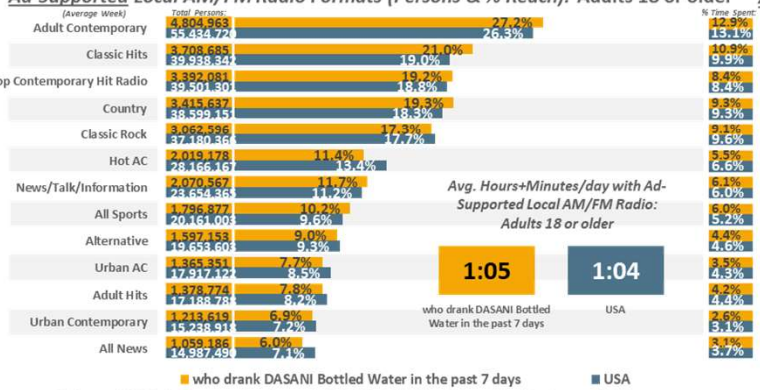
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



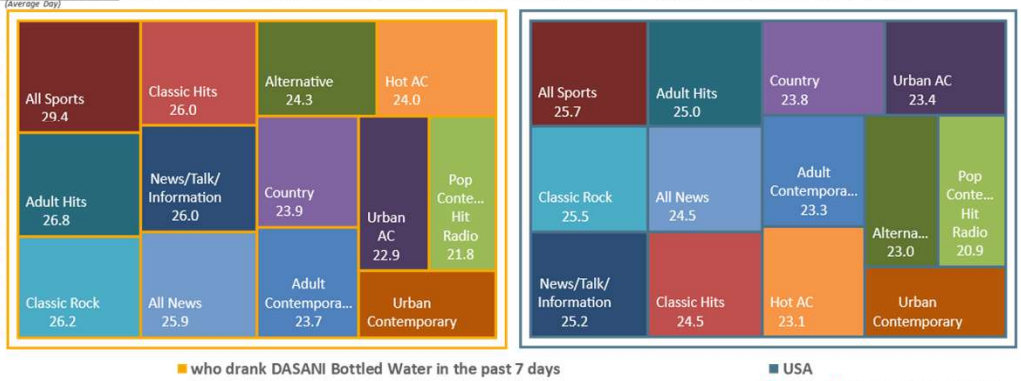
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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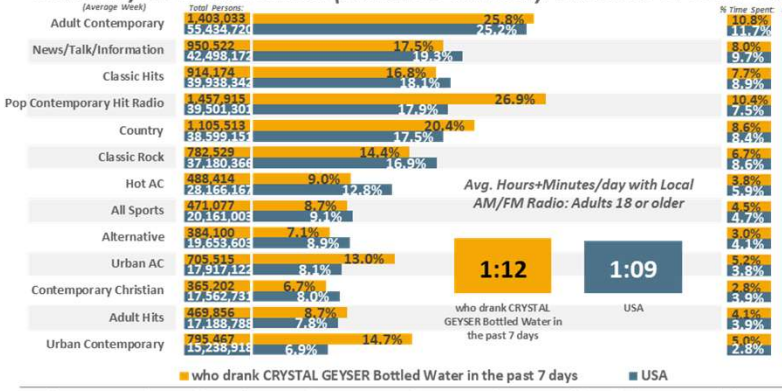
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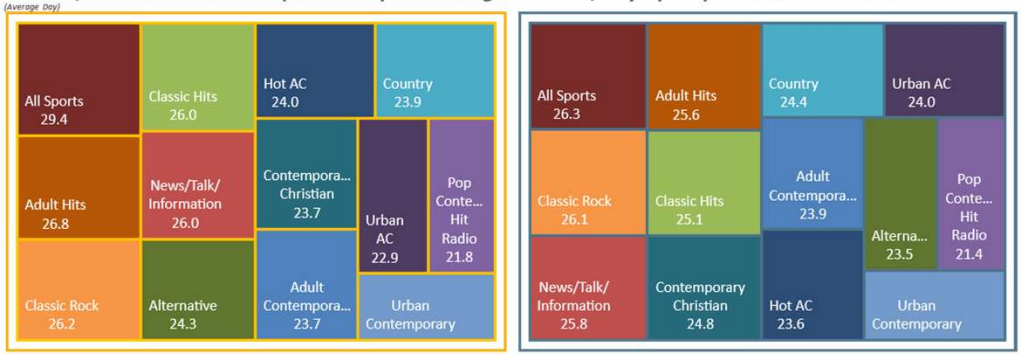


5,163,803 or 81.8% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Urban Contemporar

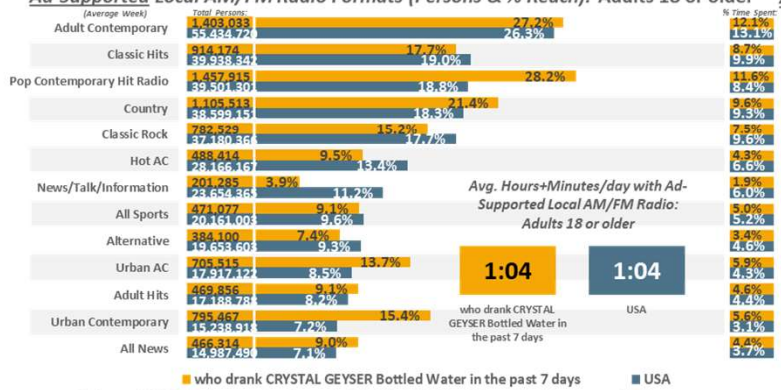
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



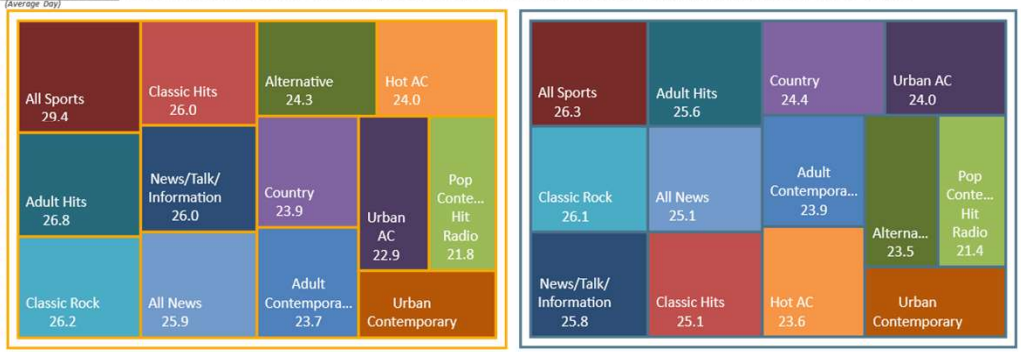
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

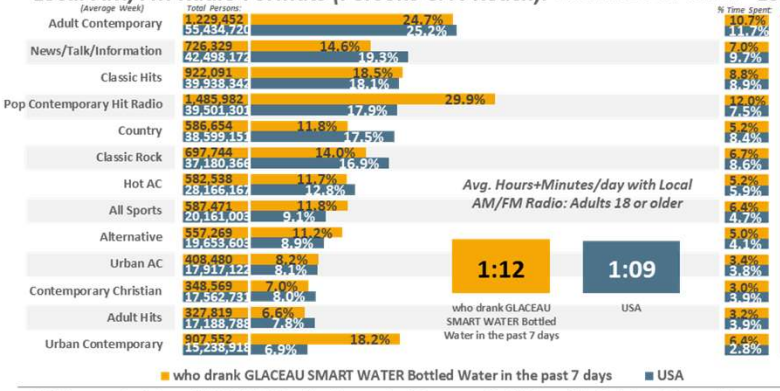
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Beverages (bottled water) drank past 7 days: Crystal Geyser

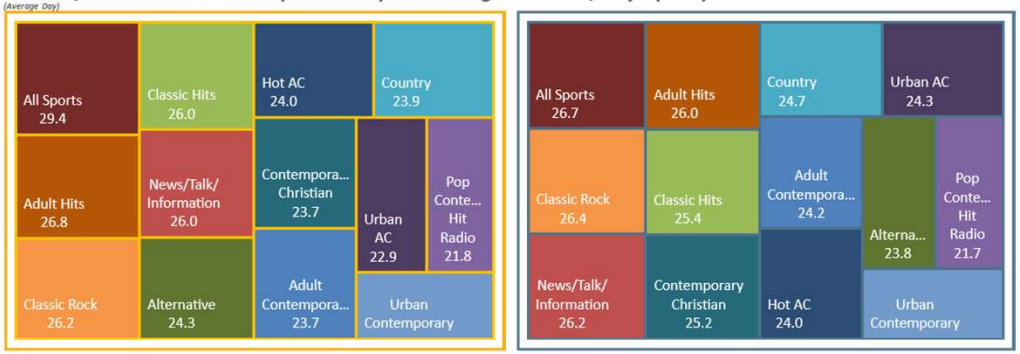


4,675,930 or 83.3% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Urban Contemporary, and C

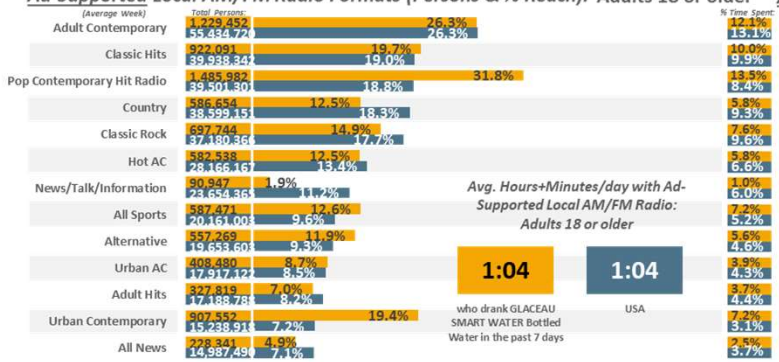
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



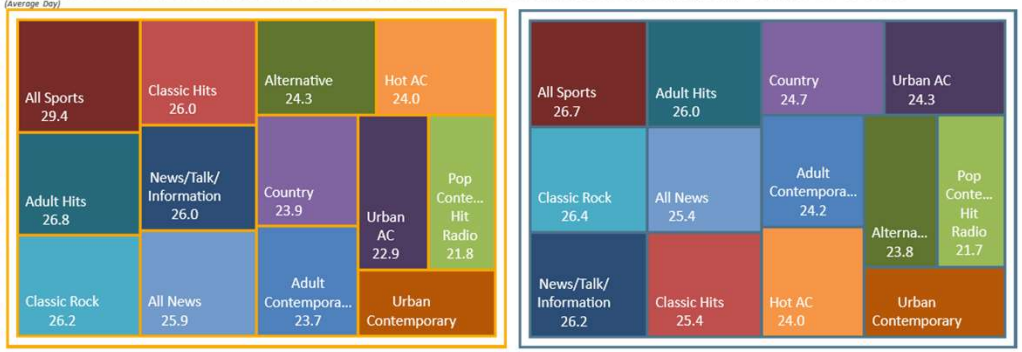
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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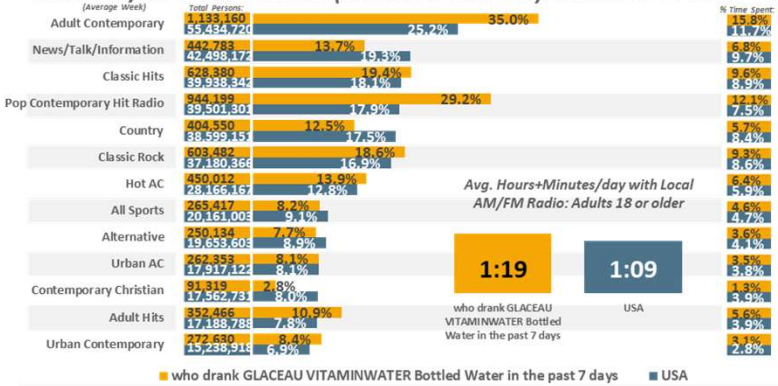
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

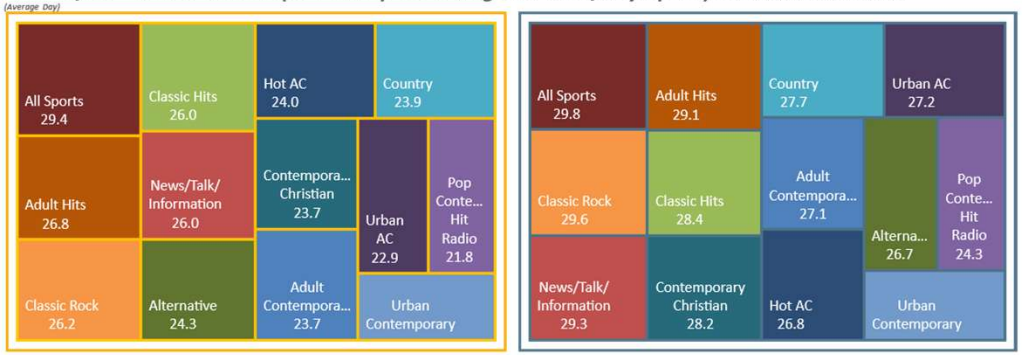


3,071,131 or 88.5% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC

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



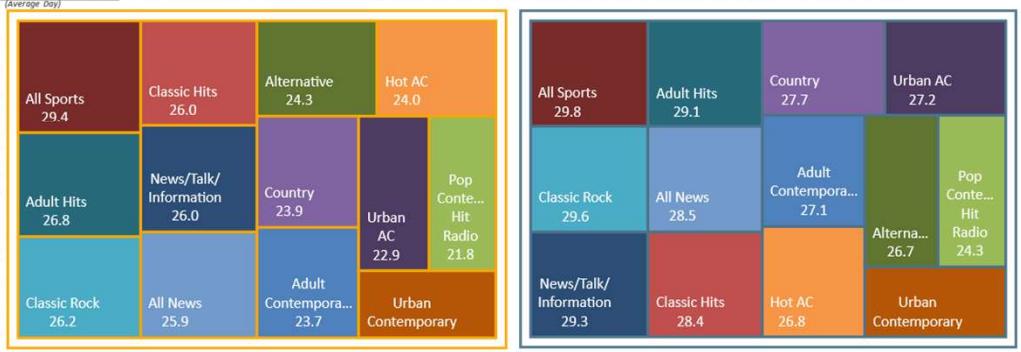
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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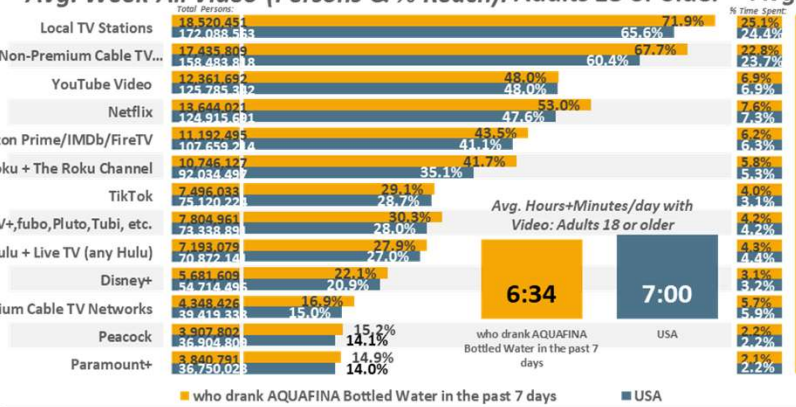
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

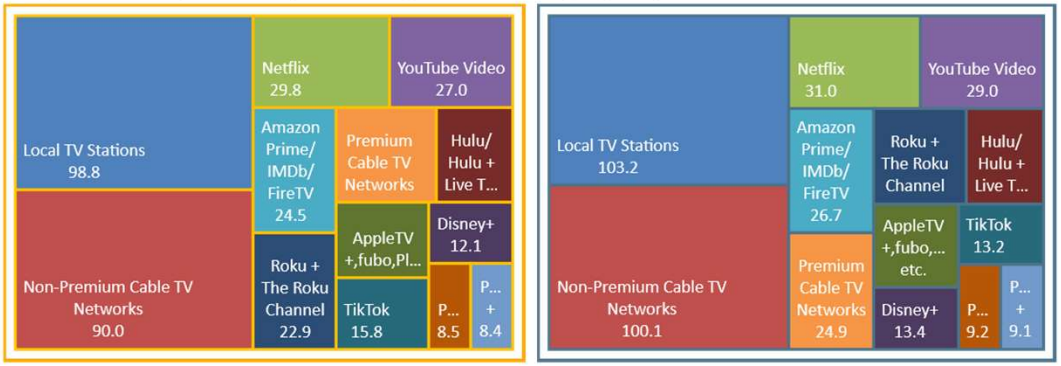


18,127,687 or 70.4% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

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

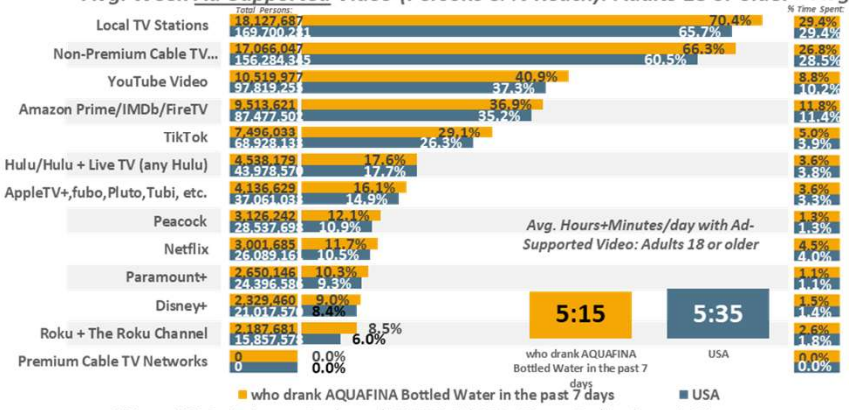


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

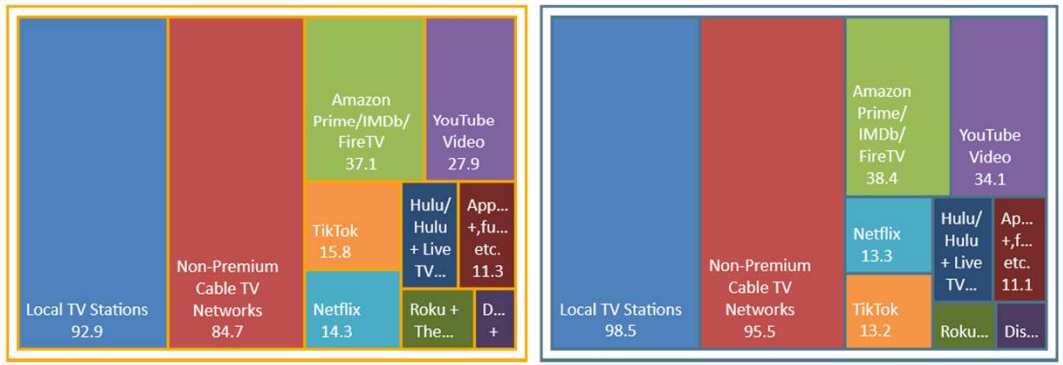


who drank AQUAFINA Bottled Water in the past 7 days ■ USA

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



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



who drank AQUAFINA Bottled Water in the past 7 days ■ USA

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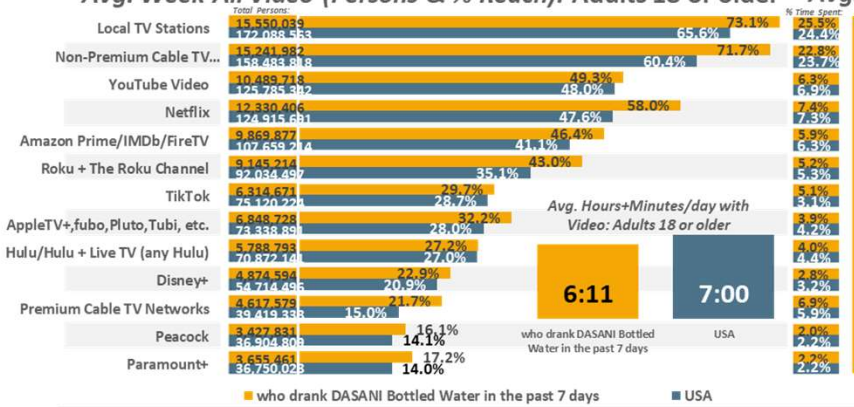
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Beverages (bottled water) drank past 7 days: Aquafina

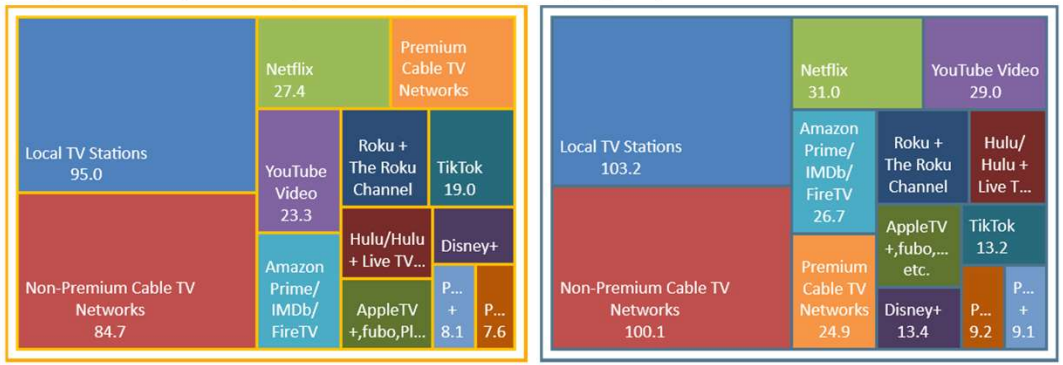


15,263,416 or 71.8% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

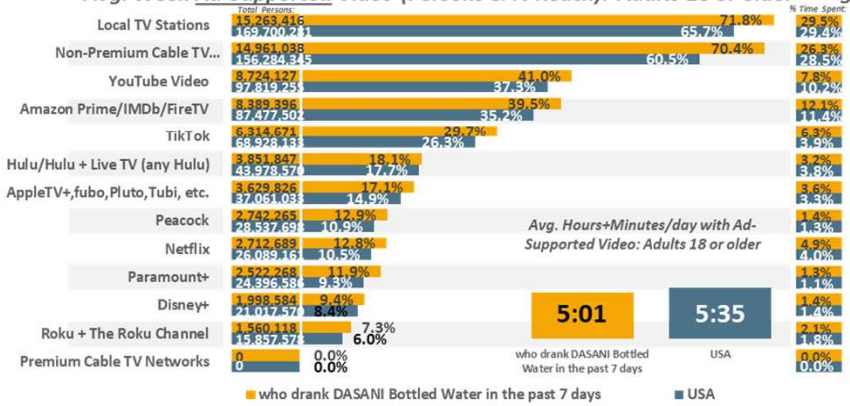
Avg. Week All Video (Persons & % Reach): Adults 18 or older



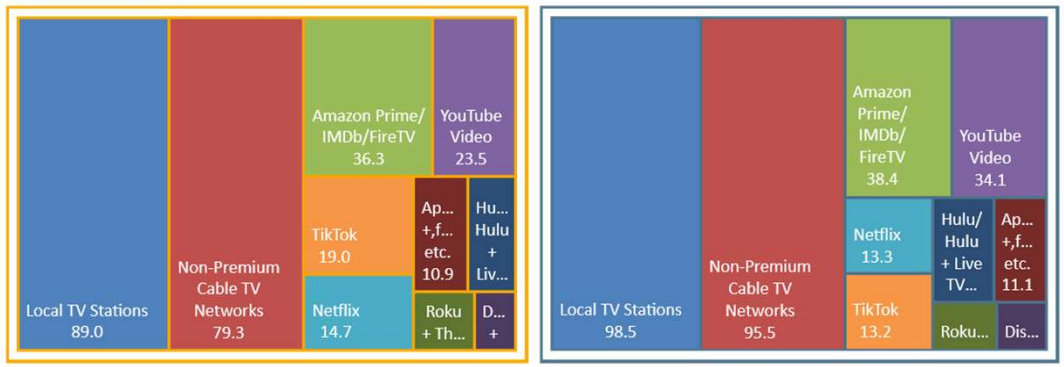
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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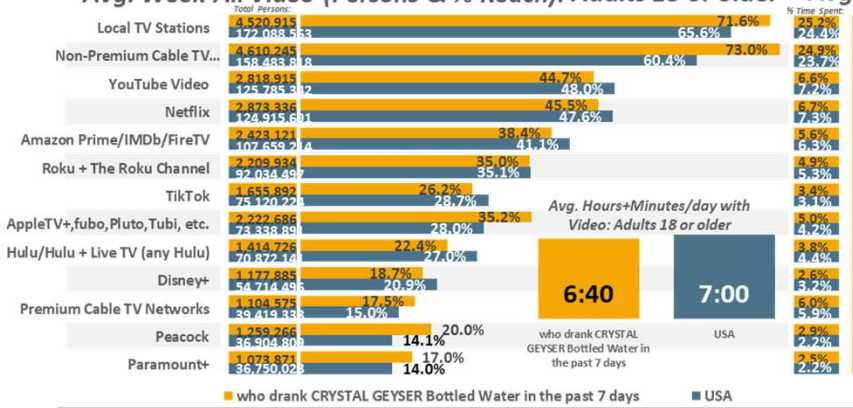
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Beverages (bottled water) drank past 7 days: Dasani

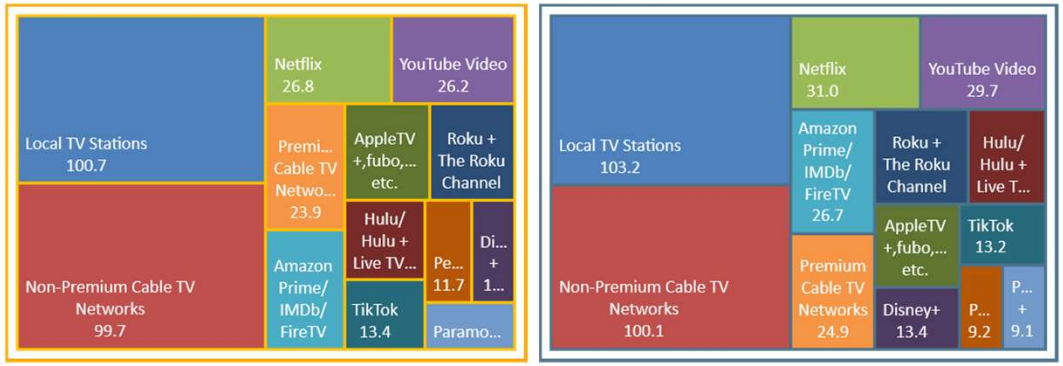


4,423,736 or 70.1% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

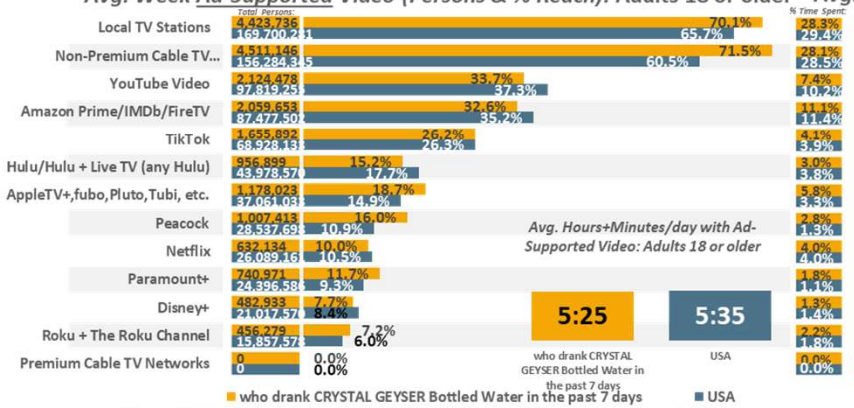
Avg. Week All Video (Persons & % Reach): Adults 18 or older



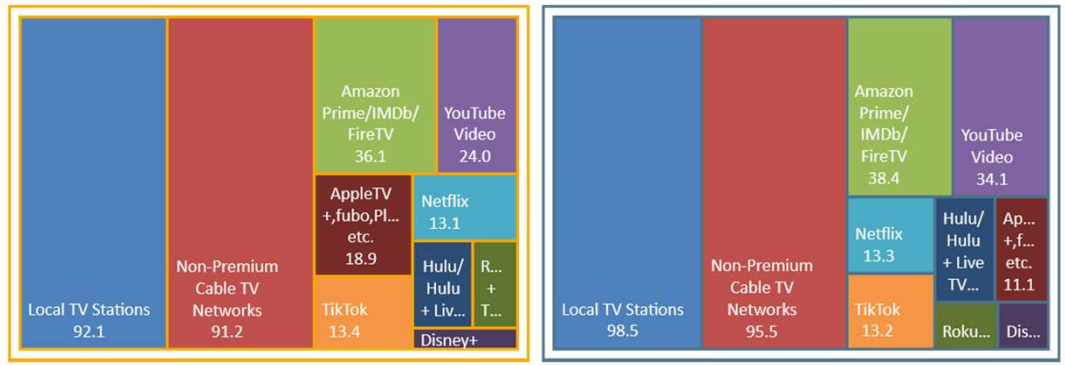
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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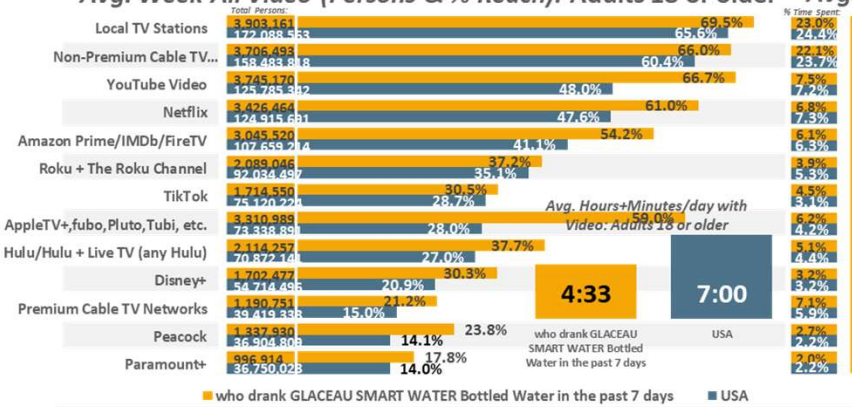
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Beverages (bottled water) drank past 7 days: Crystal Geyser

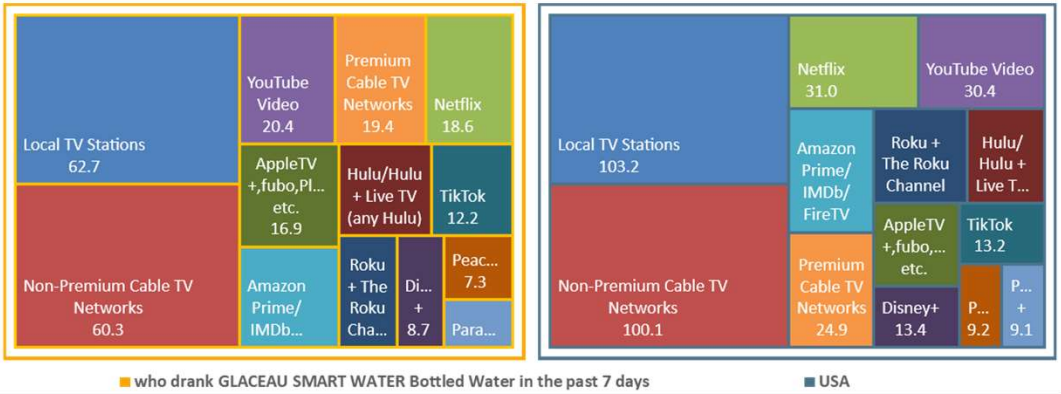


3,810,681 or 67.9% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 57. minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

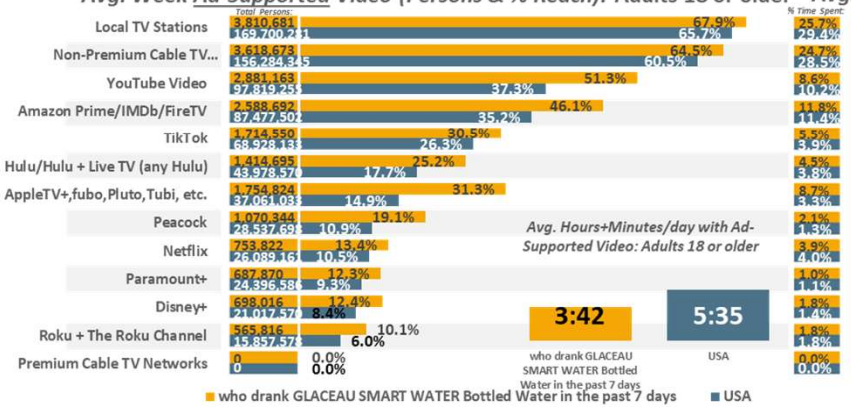
Avg. Week All Video (Persons & % Reach): Adults 18 or older



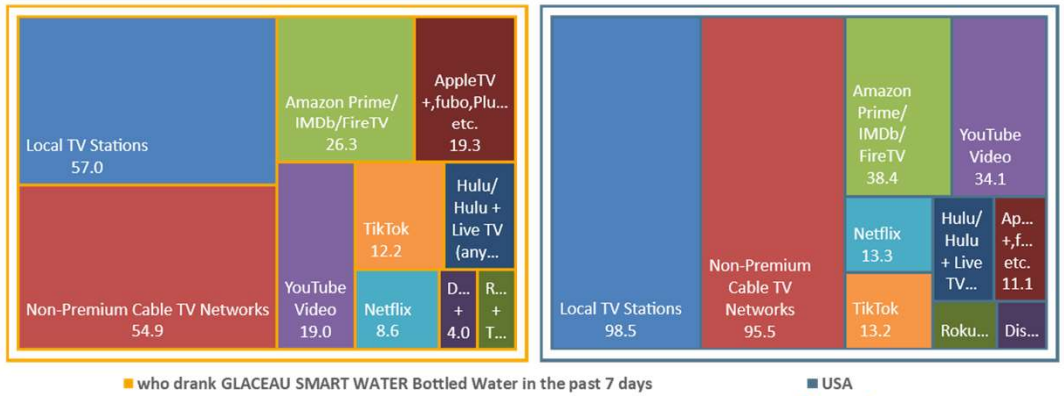
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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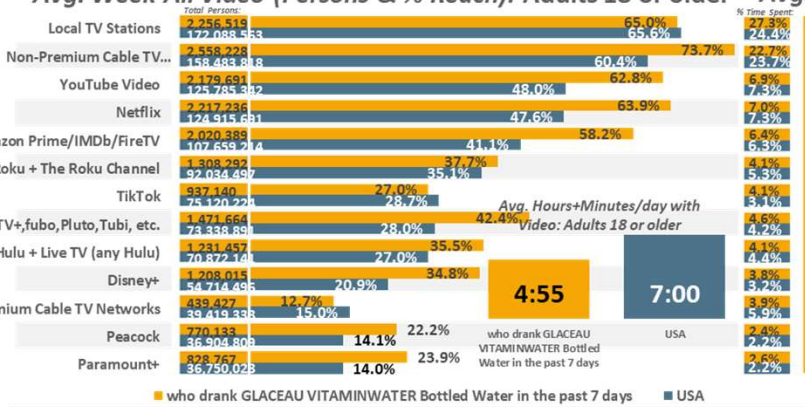
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

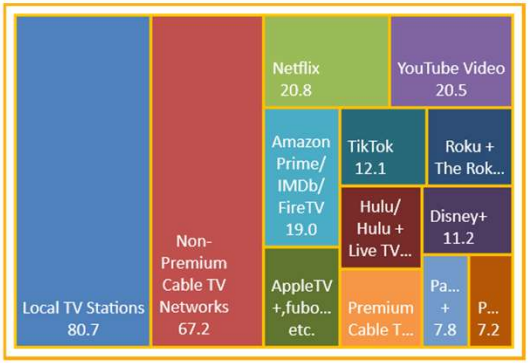


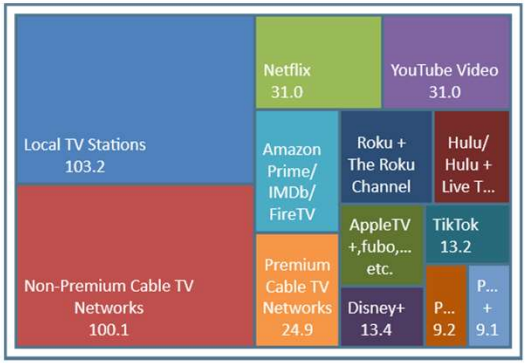
2,217,640 or 63.9% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 75.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

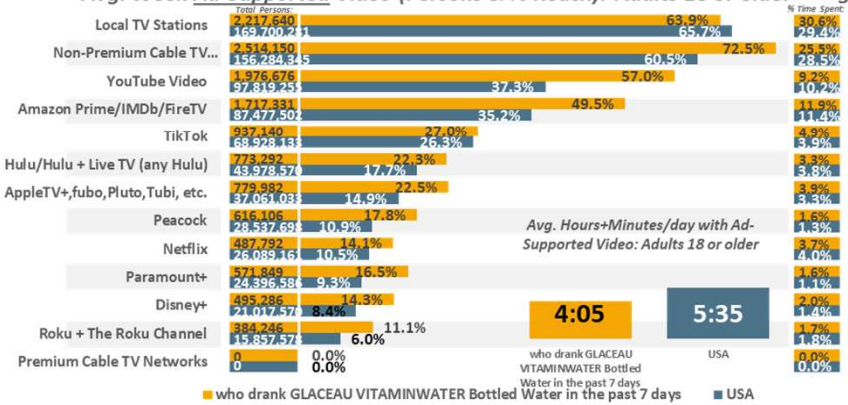


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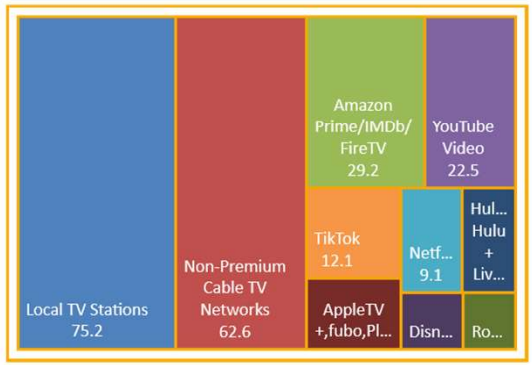


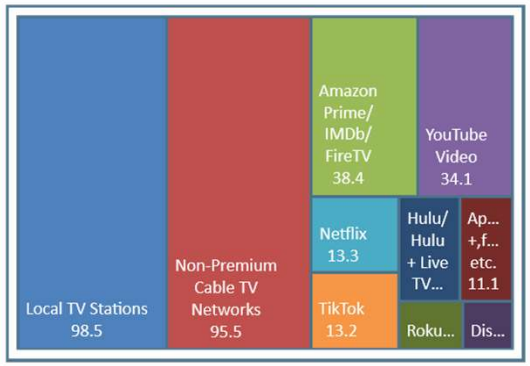


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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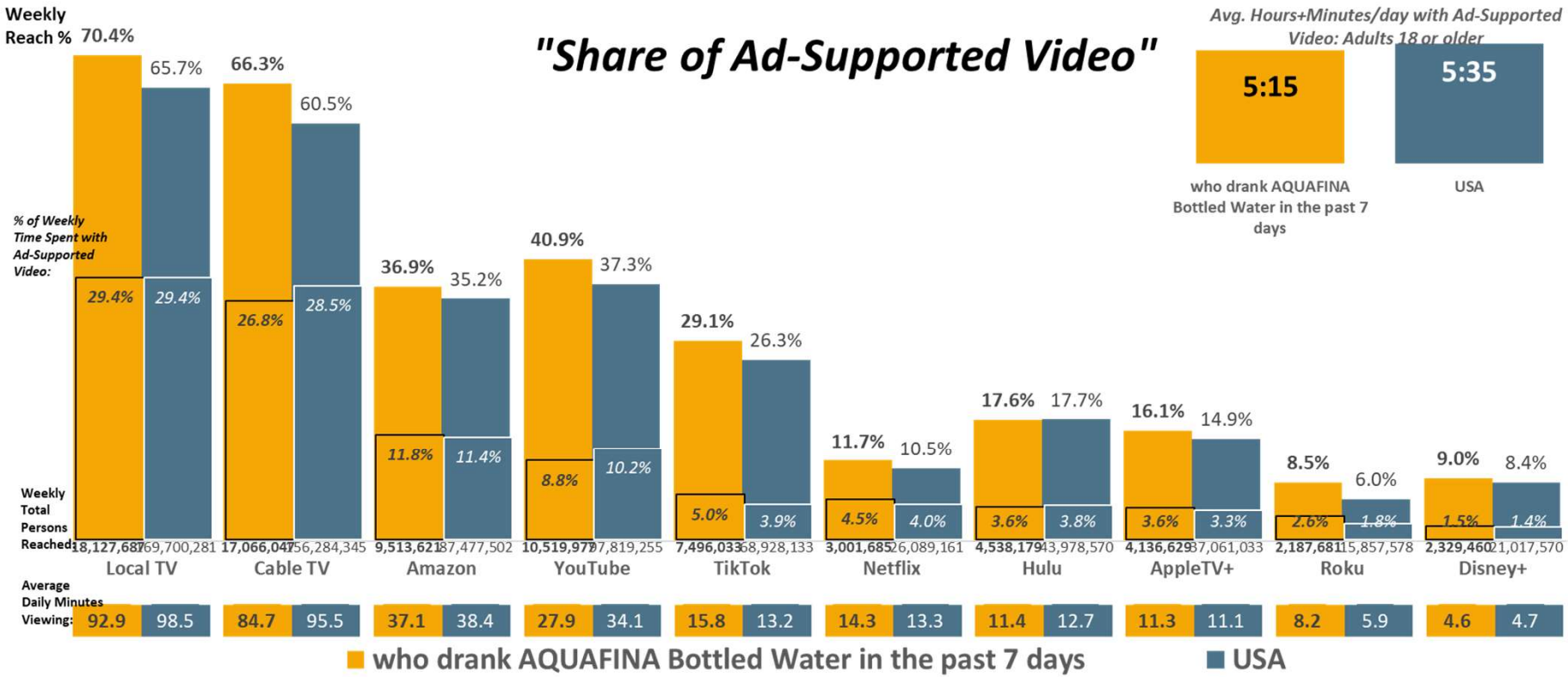
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



18,127,687 or 70.4% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



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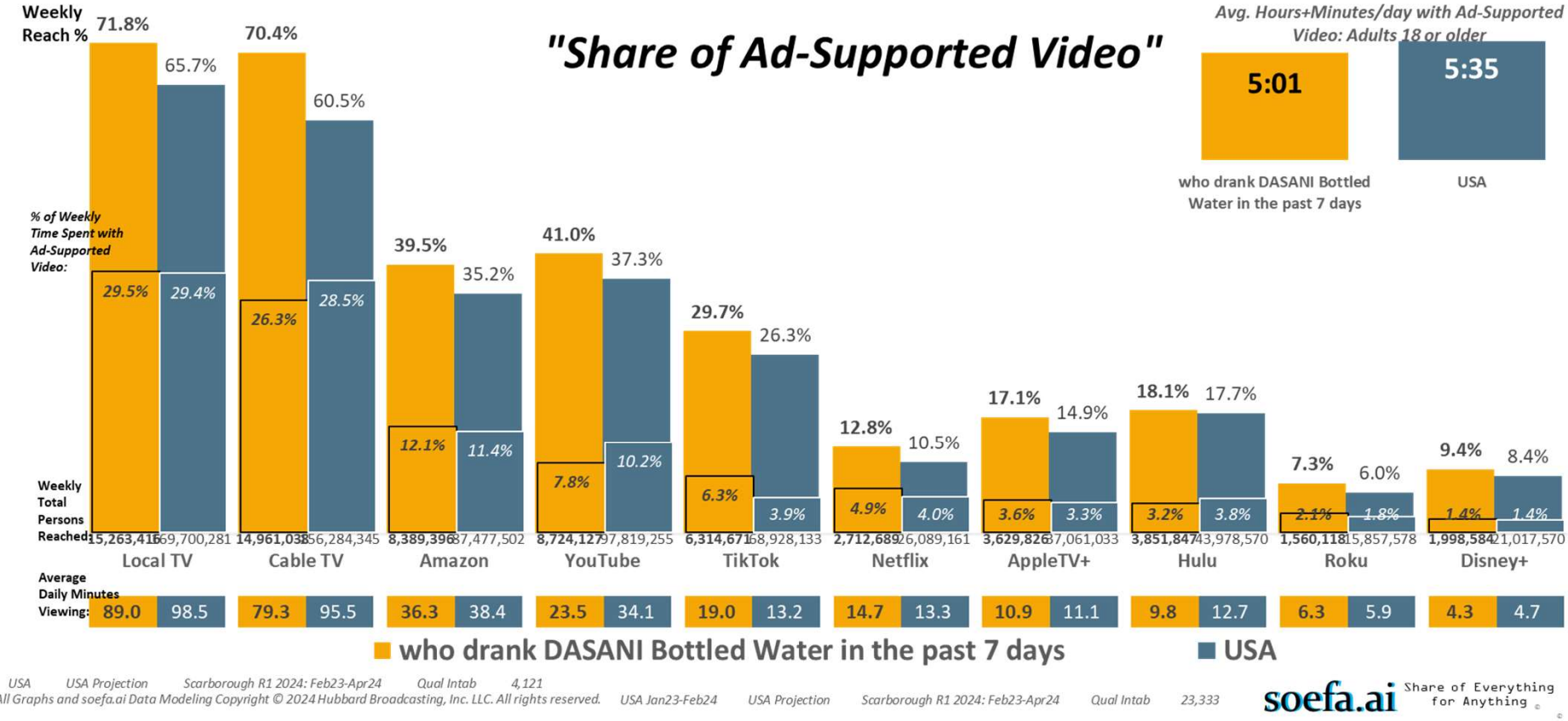
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Beverages (bottled water) drank past 7 days: Aquafina



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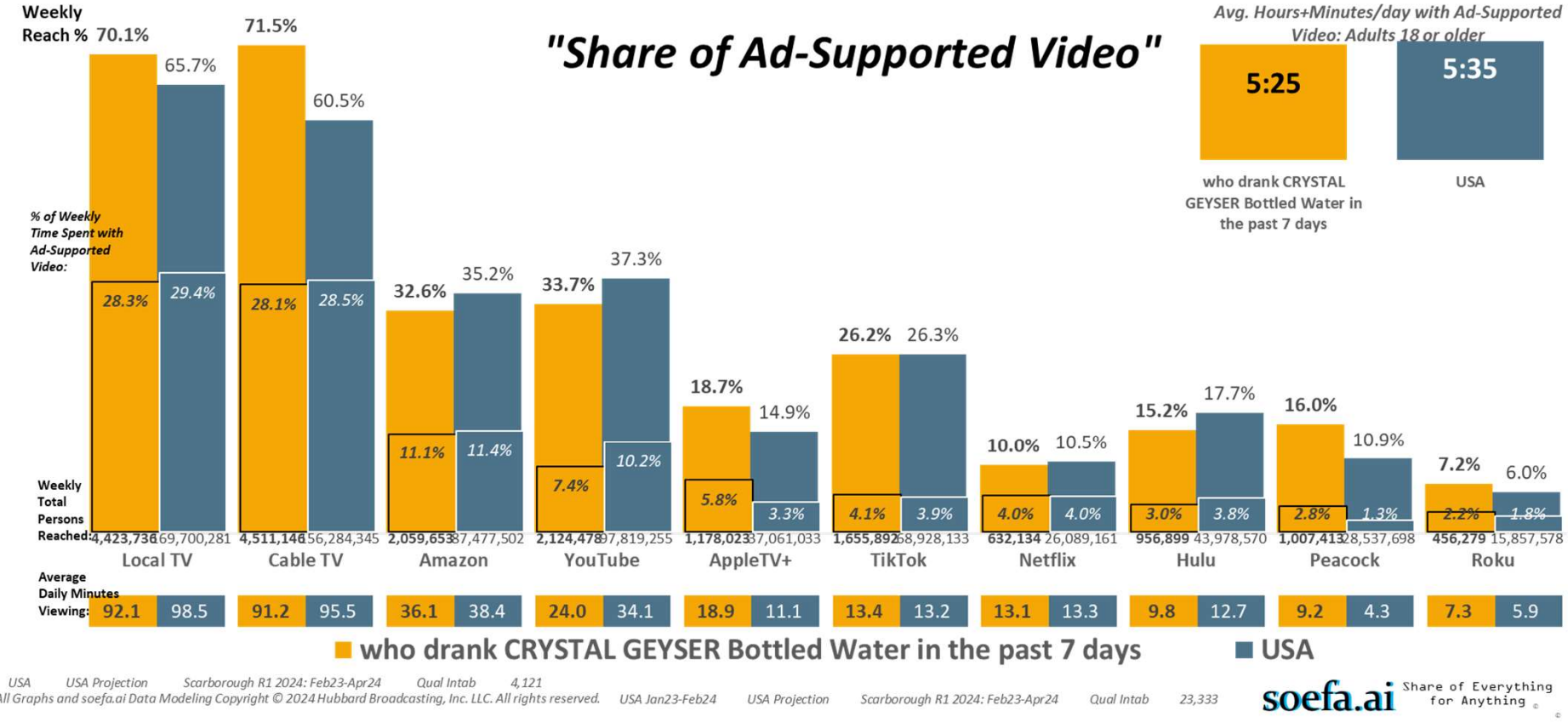
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Beverages (bottled water) drank past 7 days: Dasani



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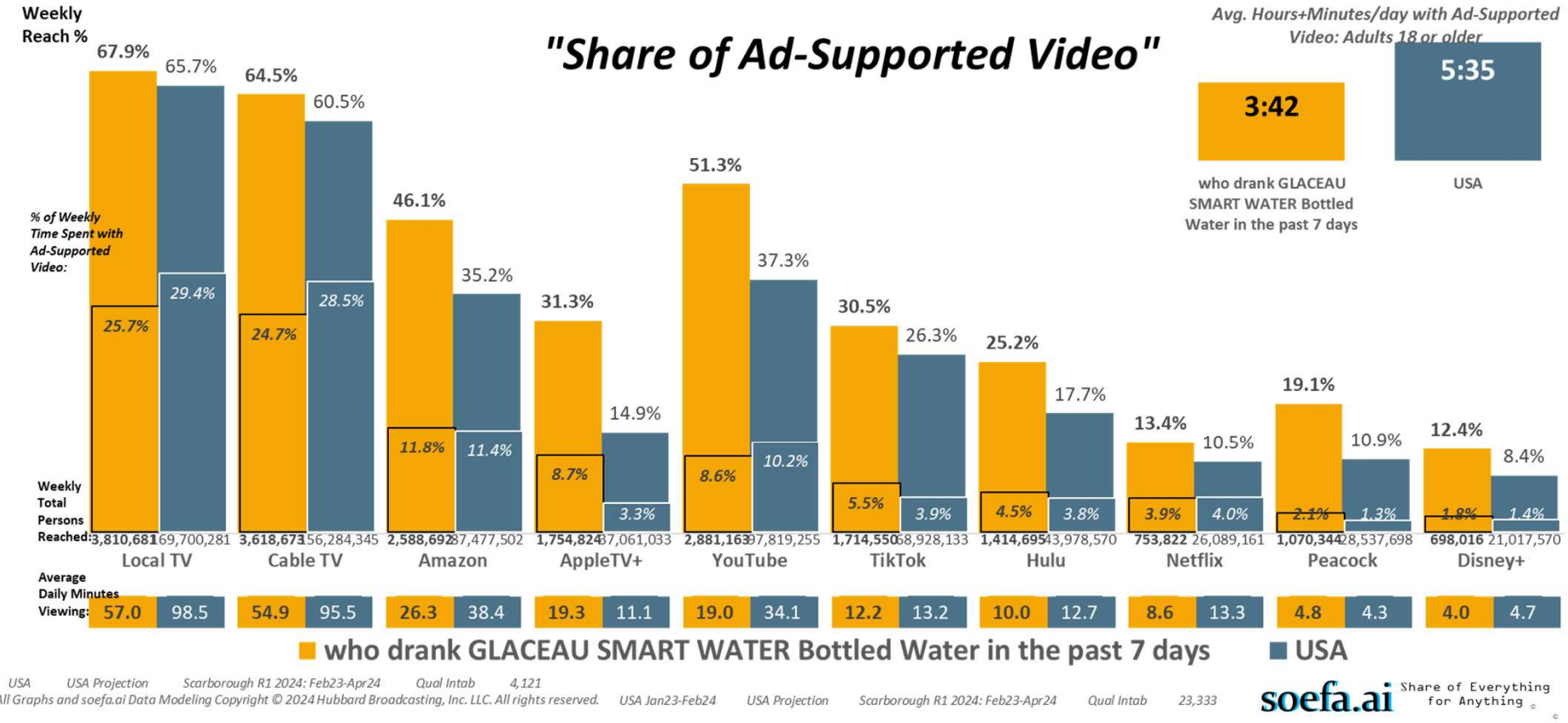
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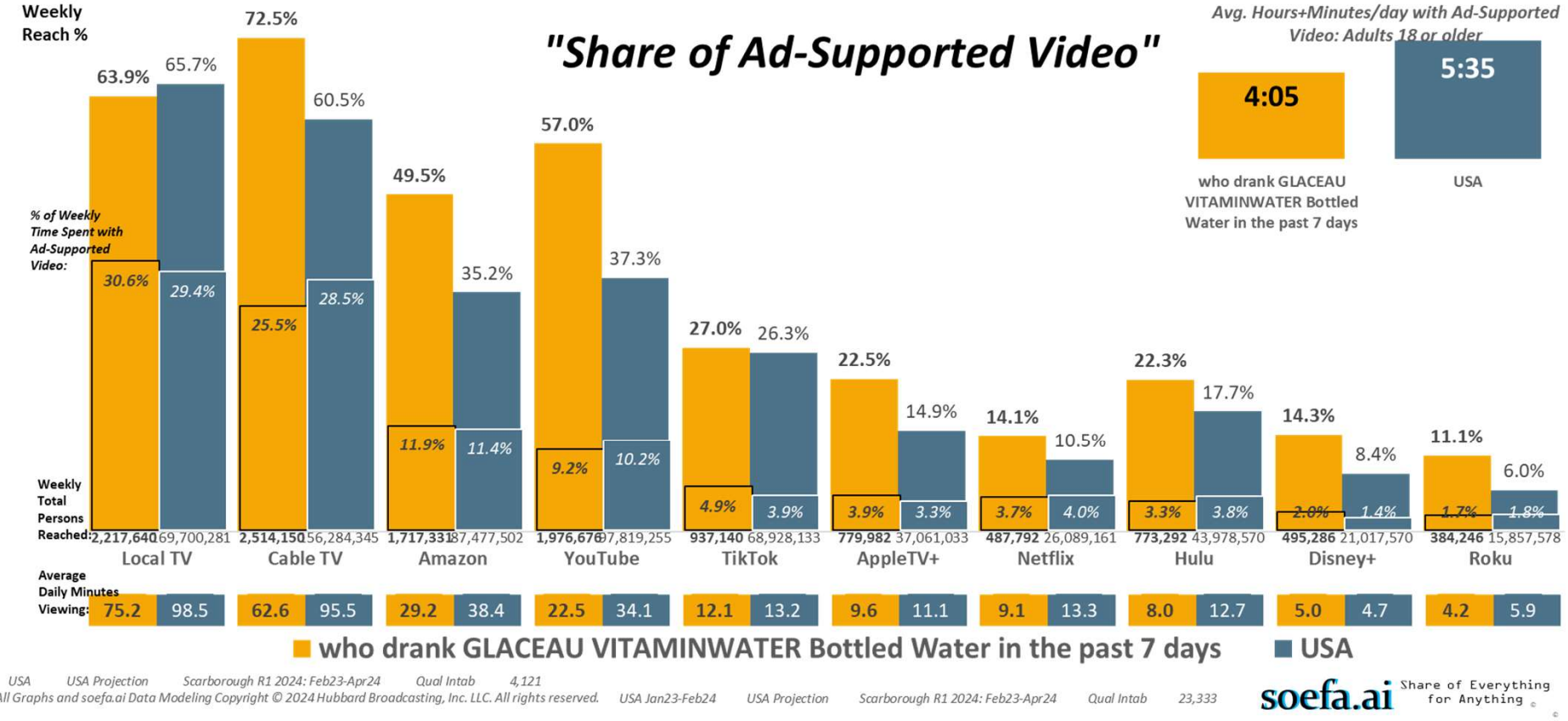
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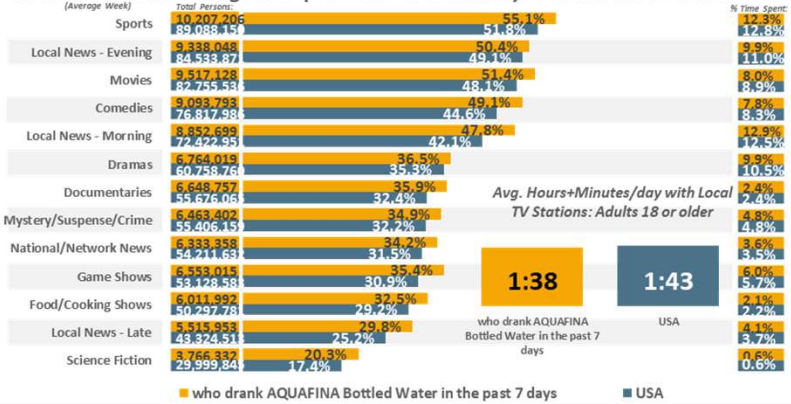
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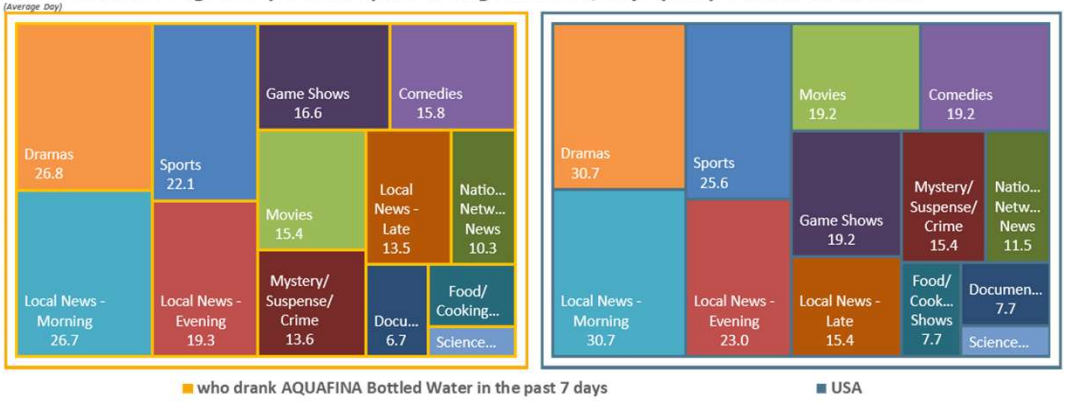


18,127,687 or 70.4% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

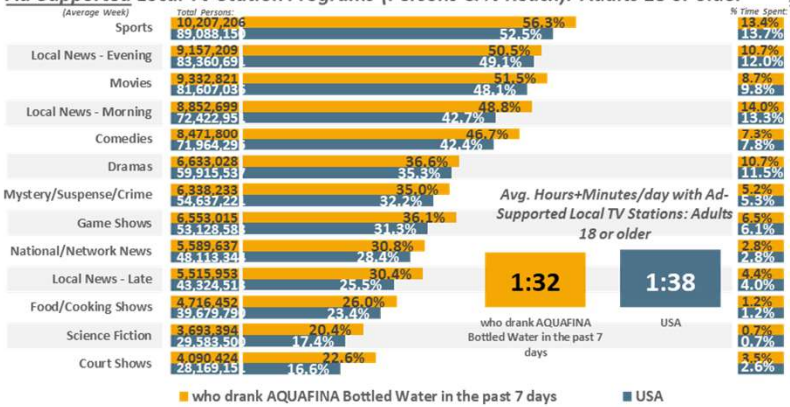
Local TV Station Programs (Persons & % Reach): Adults 18 or older



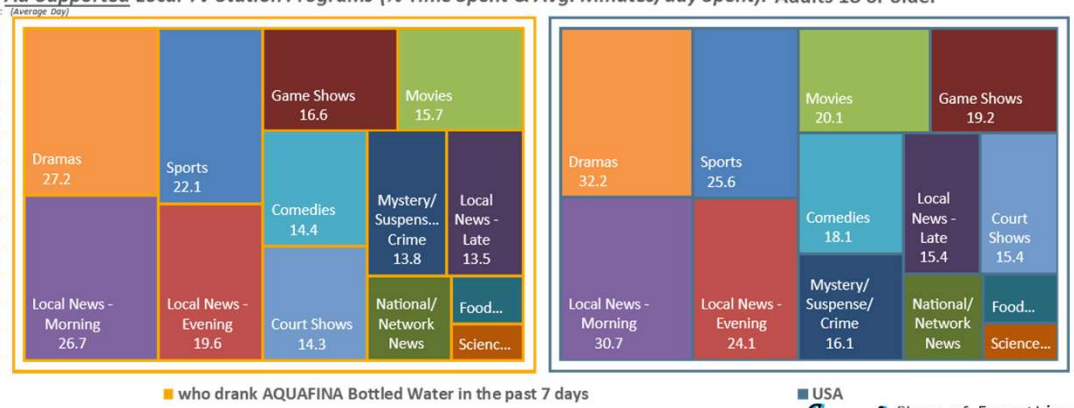
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,121*

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

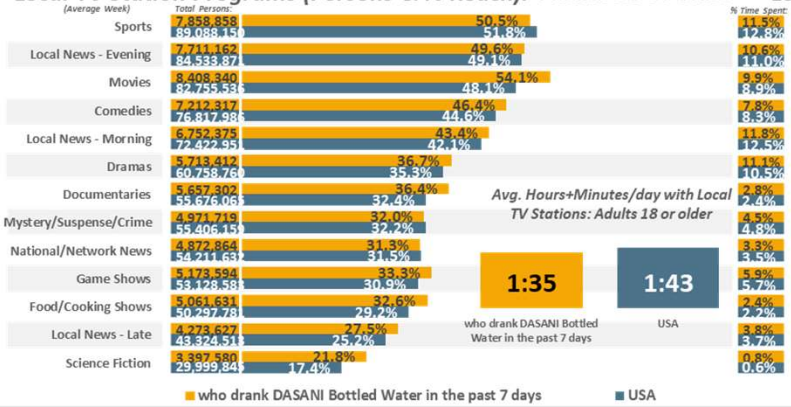
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Beverages (bottled water) drank past 7 days: Aquafina

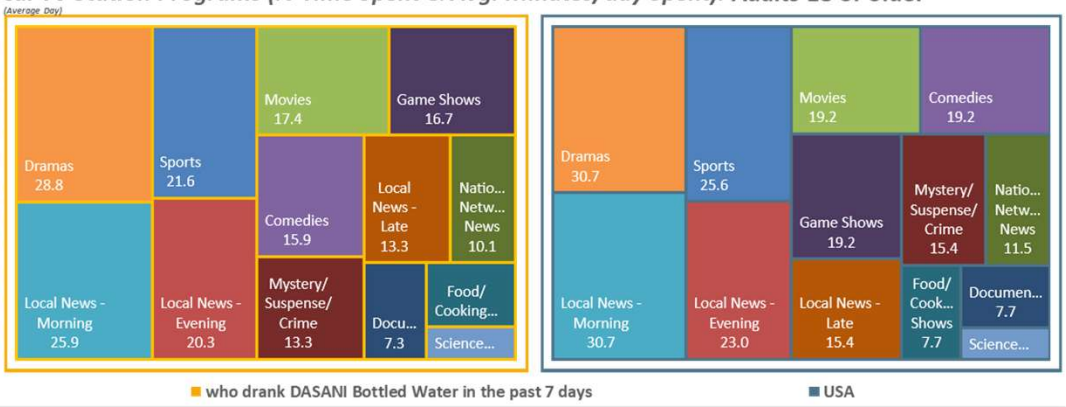


15,263,416 or 71.8% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

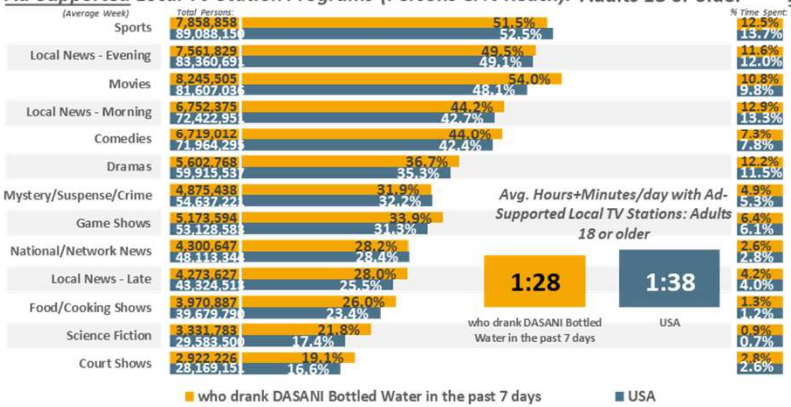
Local TV Station Programs (Persons & % Reach): Adults 18 or older



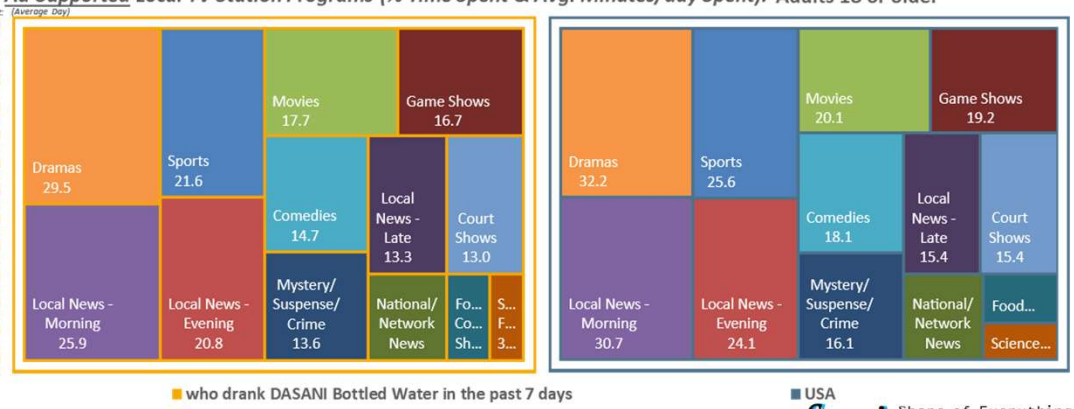
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

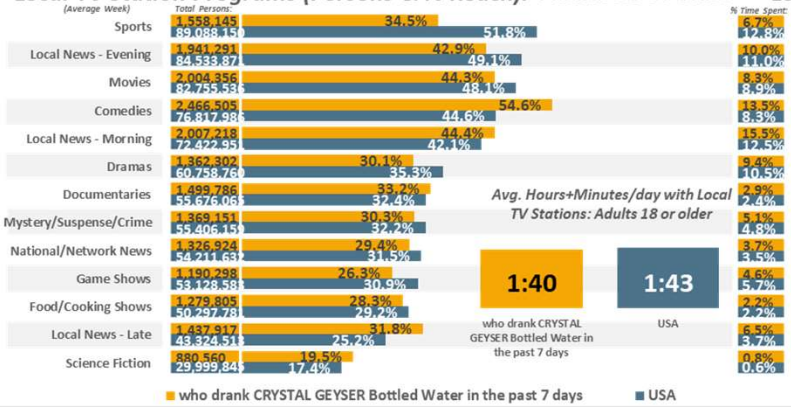
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Beverages (bottled water) drank past 7 days: Dasani

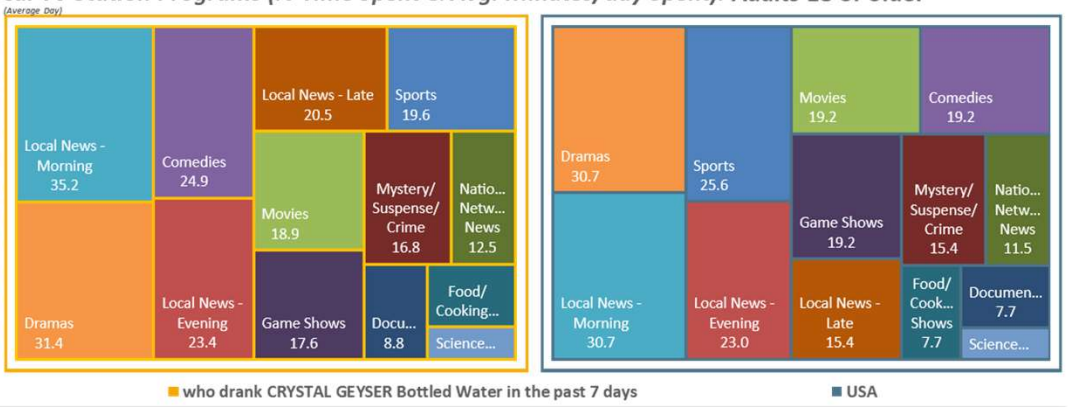


4,423,736 or 70.1% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Movies, Local News - Evening, Sports, and Local News - Late.

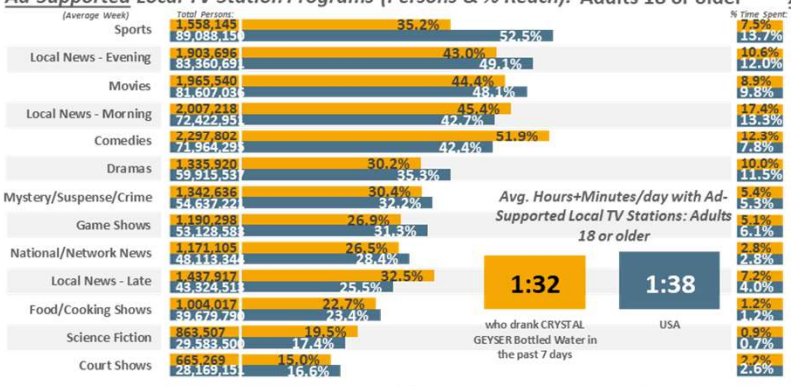
Local TV Station Programs (Persons & % Reach): Adults 18 or older



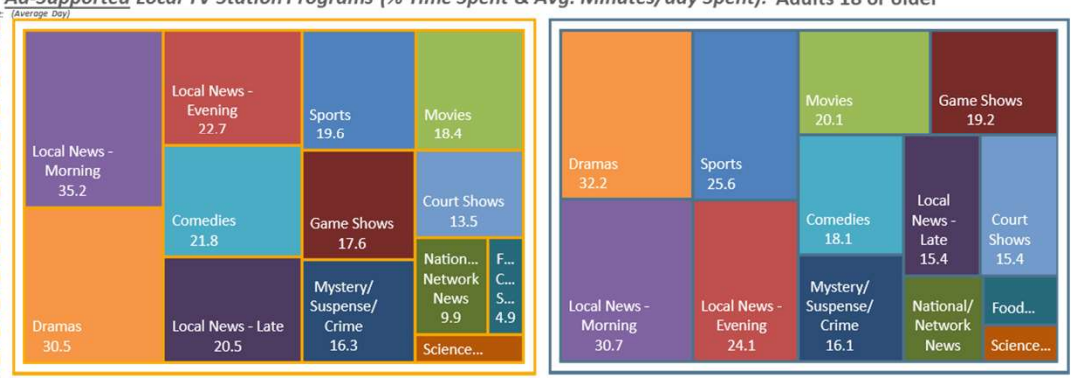
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

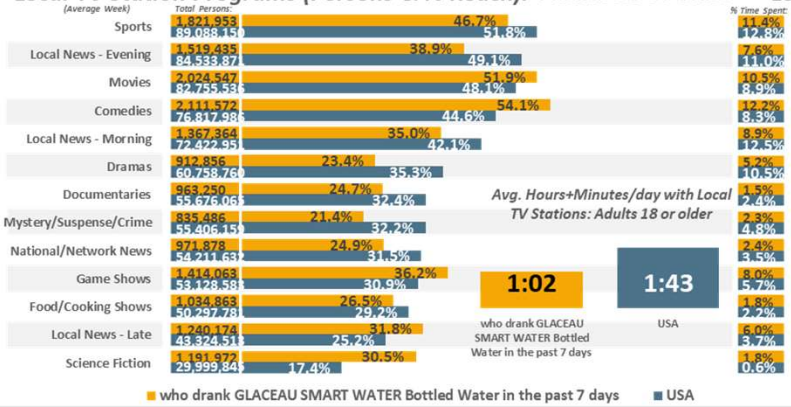
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Beverages (bottled water) drank past 7 days: Crystal Geyser

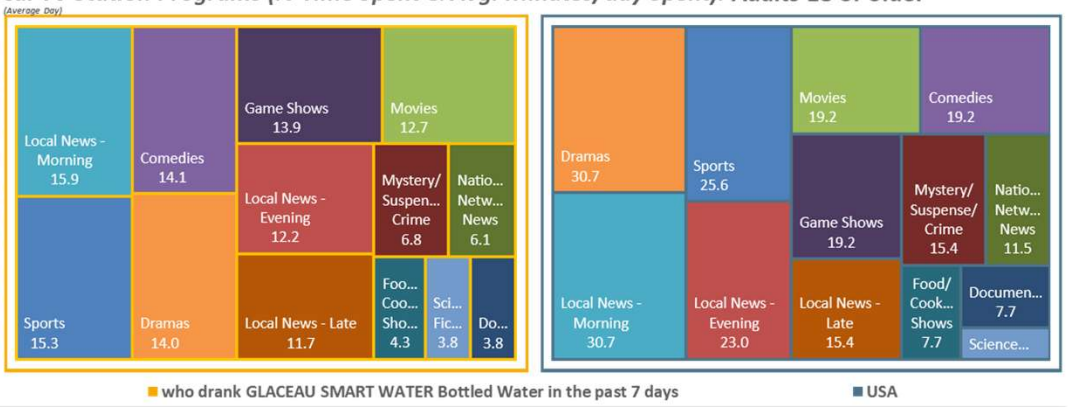


3,810,681 or 67.9% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Local News - Evening, Game Shows, and Local News - Morning.

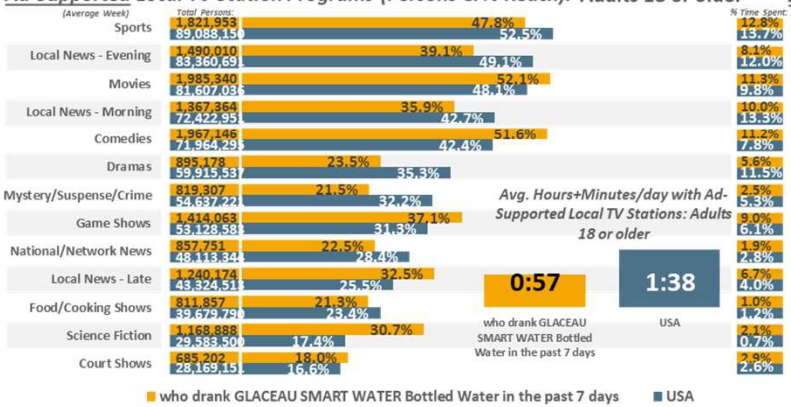
Local TV Station Programs (Persons & % Reach): Adults 18 or older



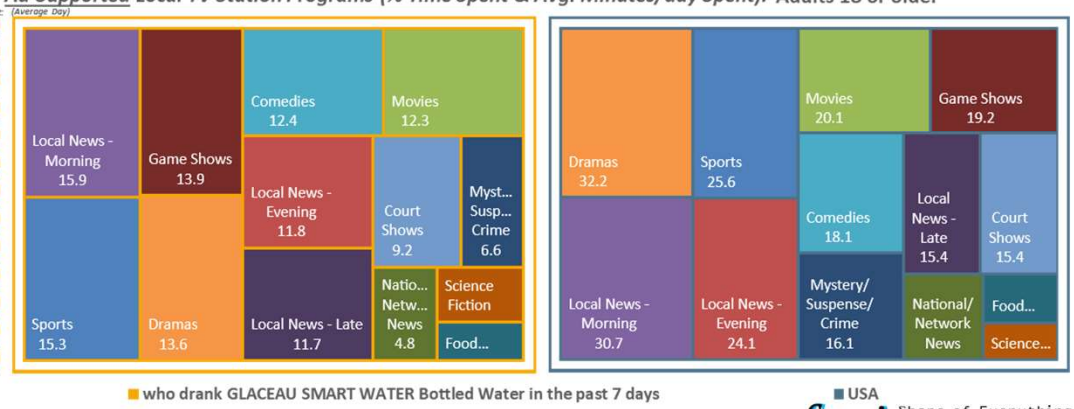
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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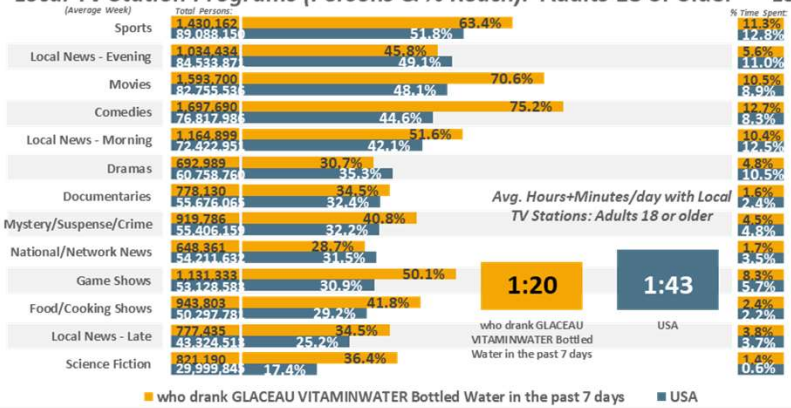
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

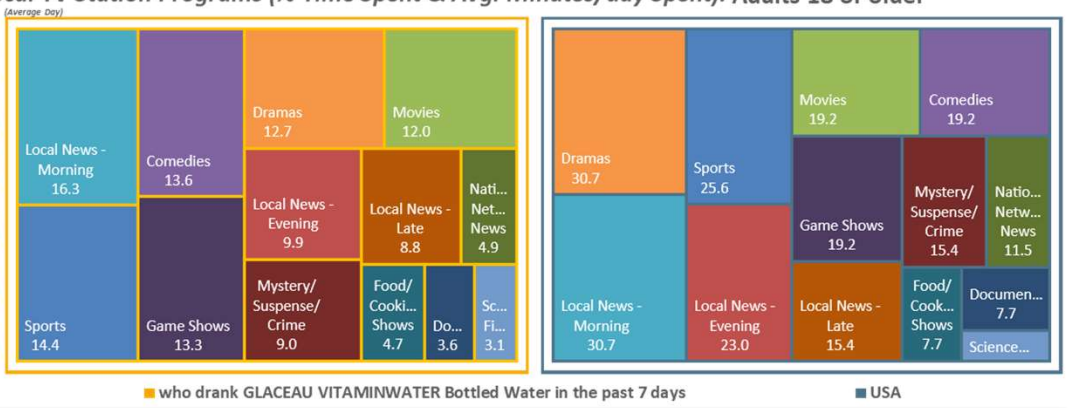


2,217,640 or 63.9% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Morning, Game Shows, and Local News - Evening.

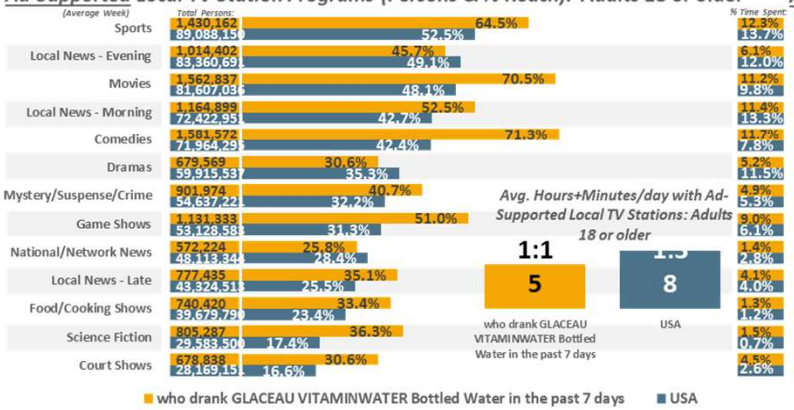
Local TV Station Programs (Persons & % Reach): Adults 18 or older



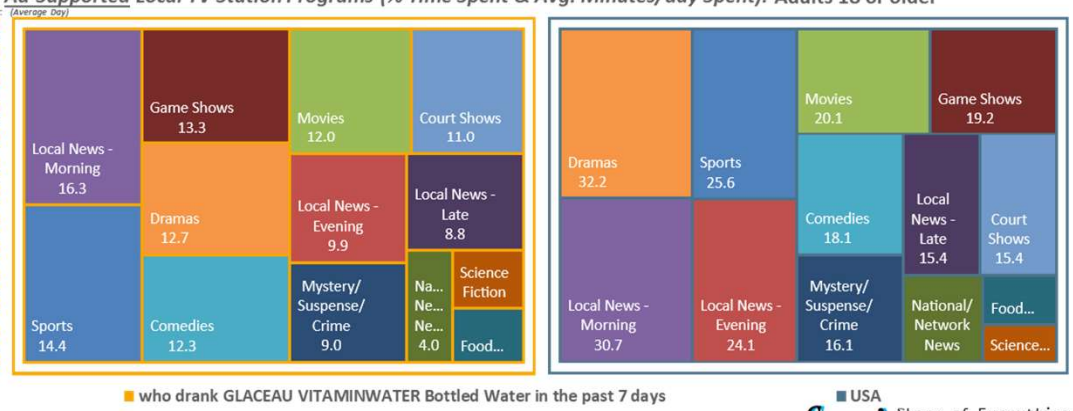
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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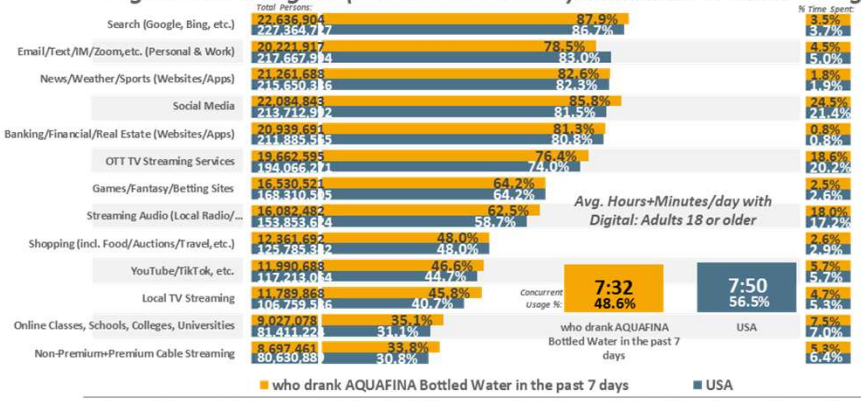
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



19,527,820 or 75.8% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

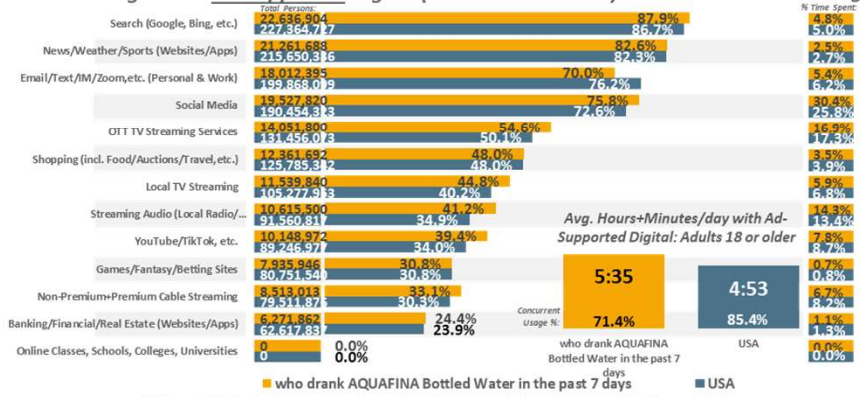
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



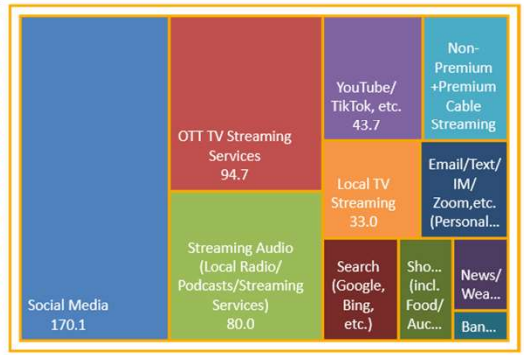
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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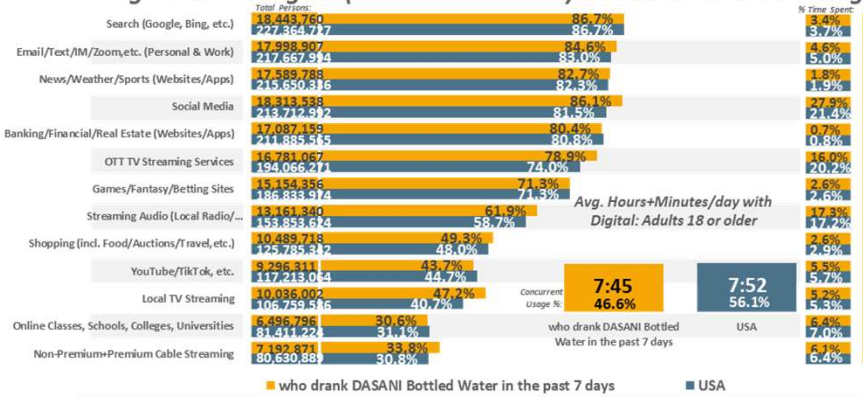
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Beverages (bottled water) drank past 7 days: Aquafina

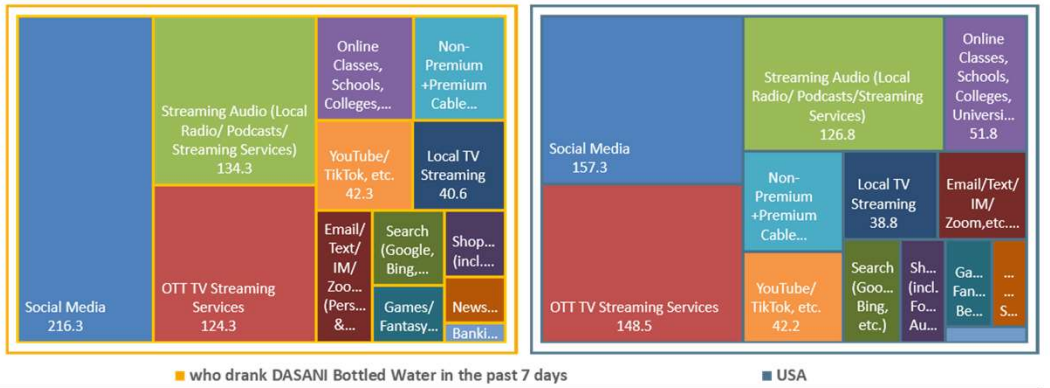


16,631,293 or 78.2% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

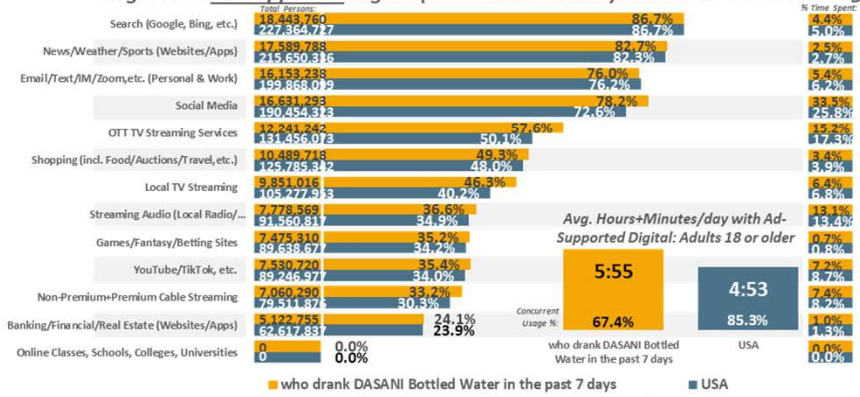
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



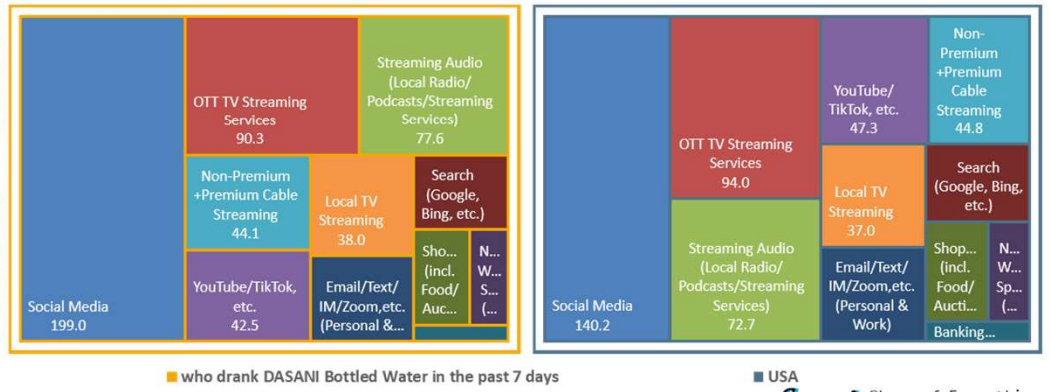
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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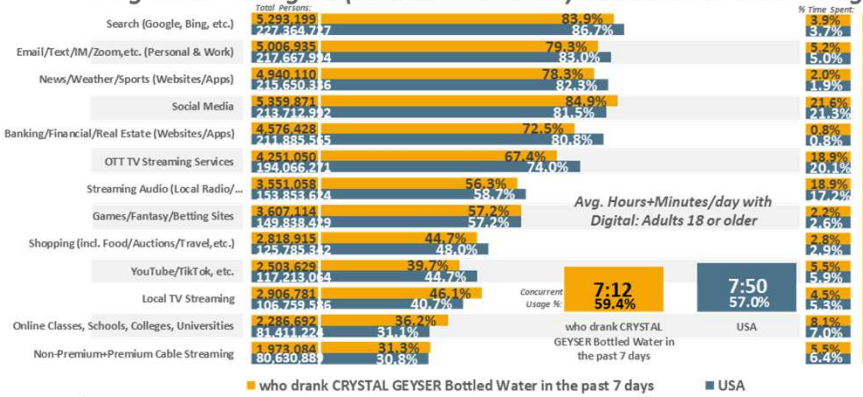
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Beverages (bottled water) drank past 7 days: Dasani

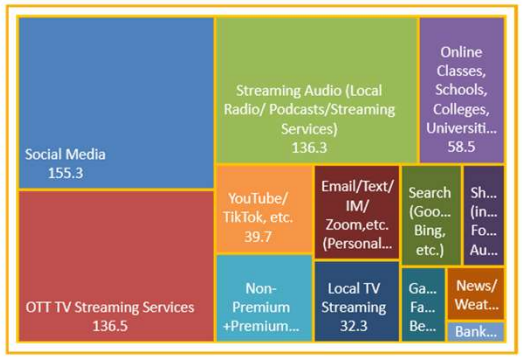


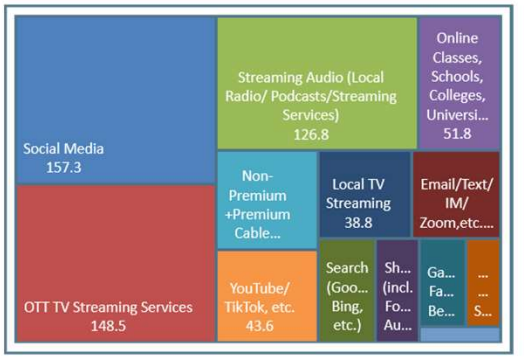
4,892,077 or 77.5% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

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

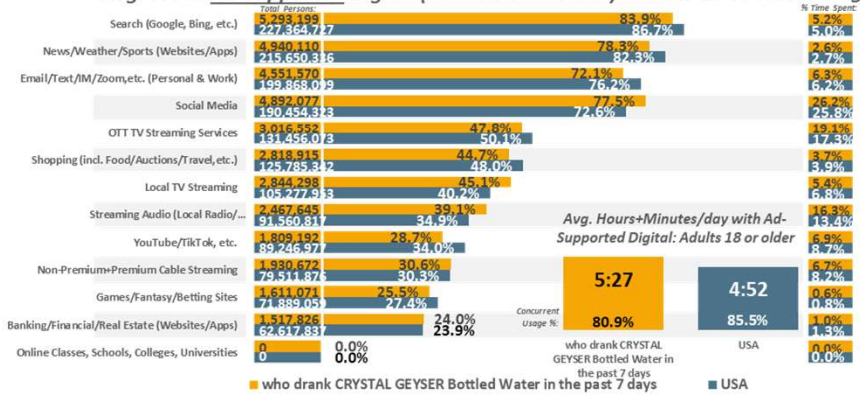


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

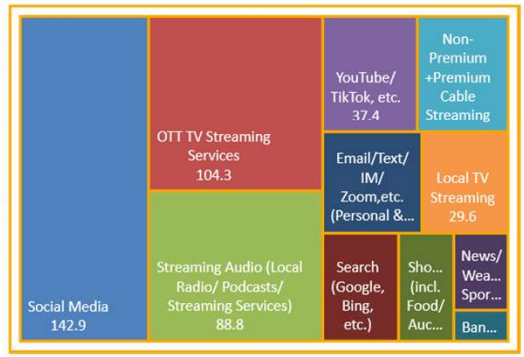


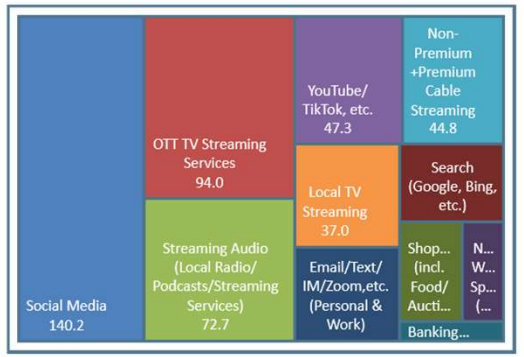


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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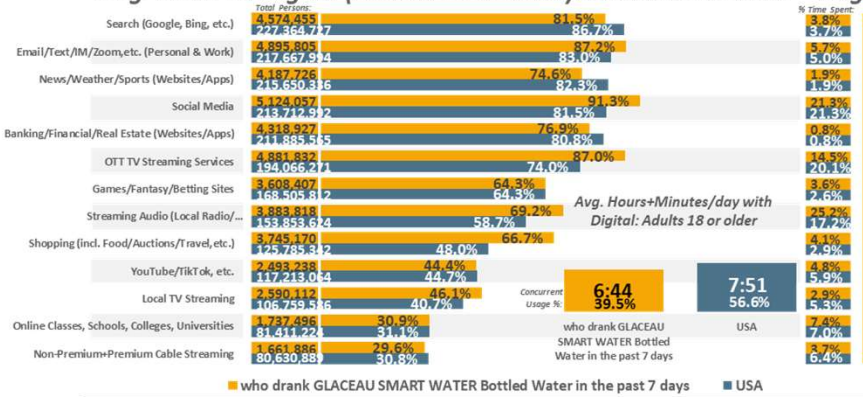
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Beverages (bottled water) drank past 7 days: Crystal Geyser

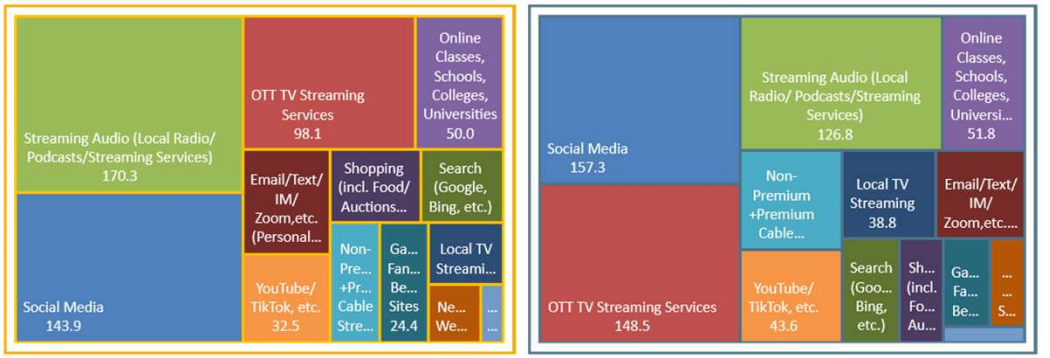


4,637,512 or 82.6% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

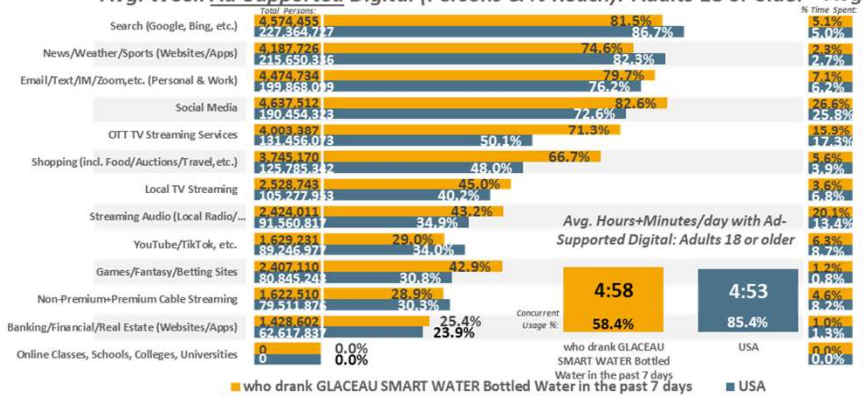
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



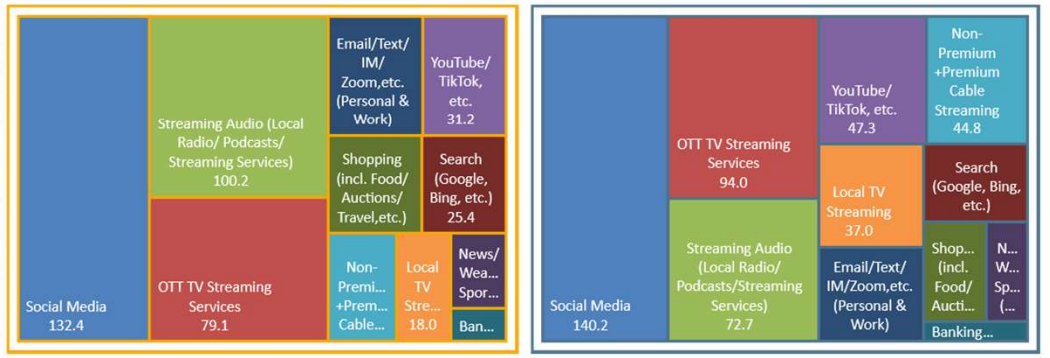
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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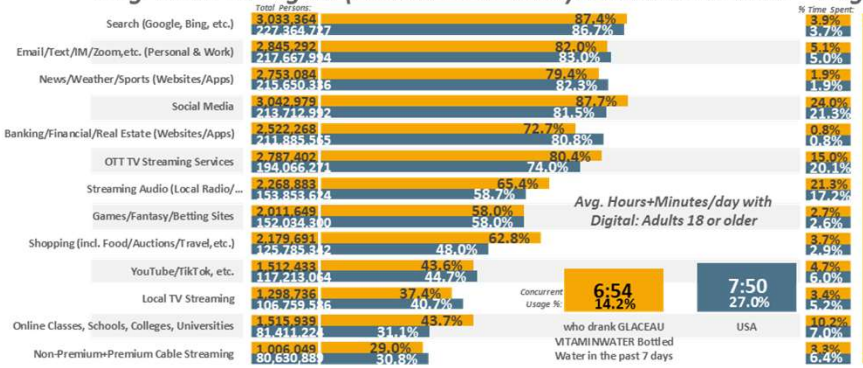
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



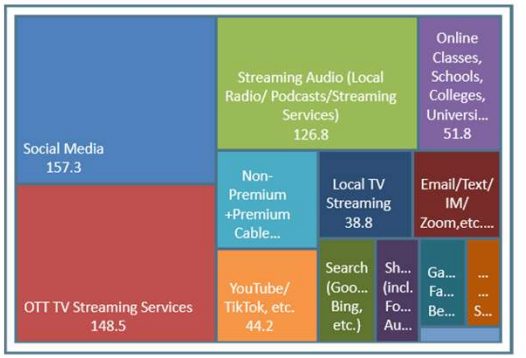
2,751,362 or 79.3% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days use Ad-Supported Social Media for an average of 149.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

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

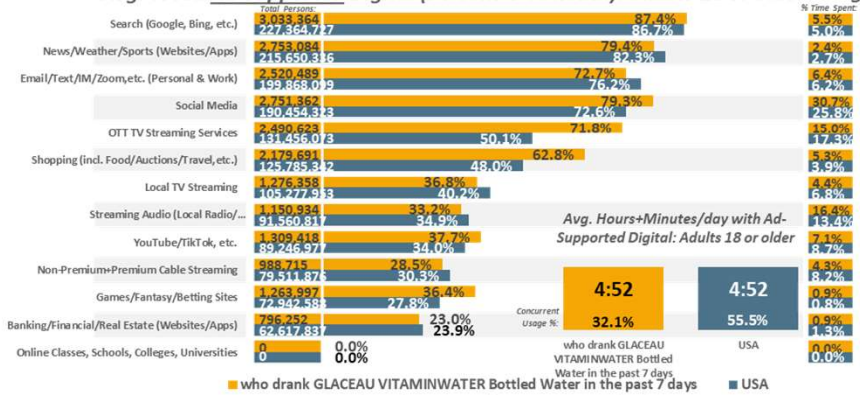


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

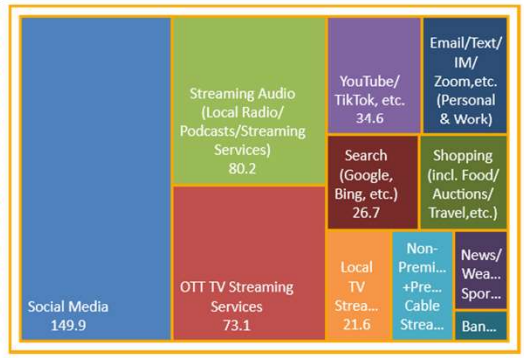


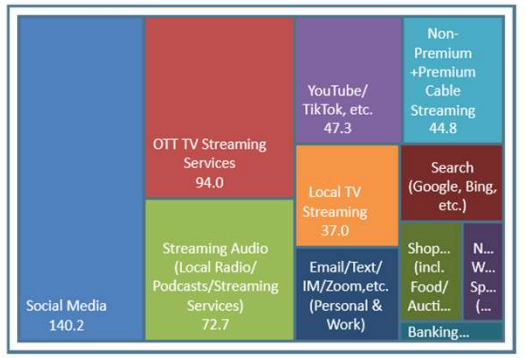


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





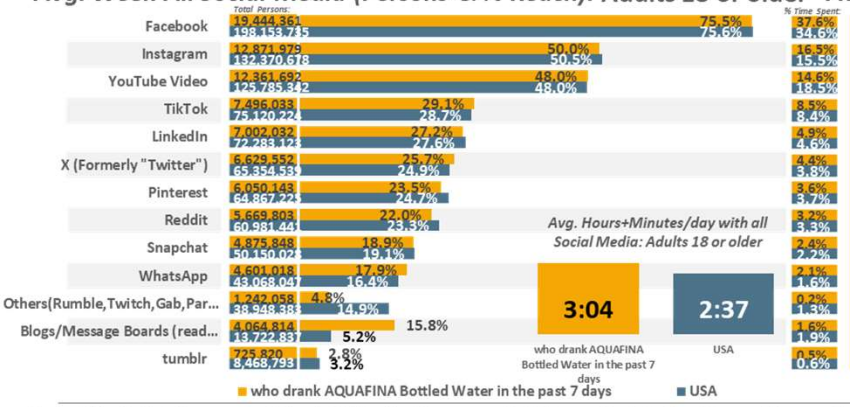
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

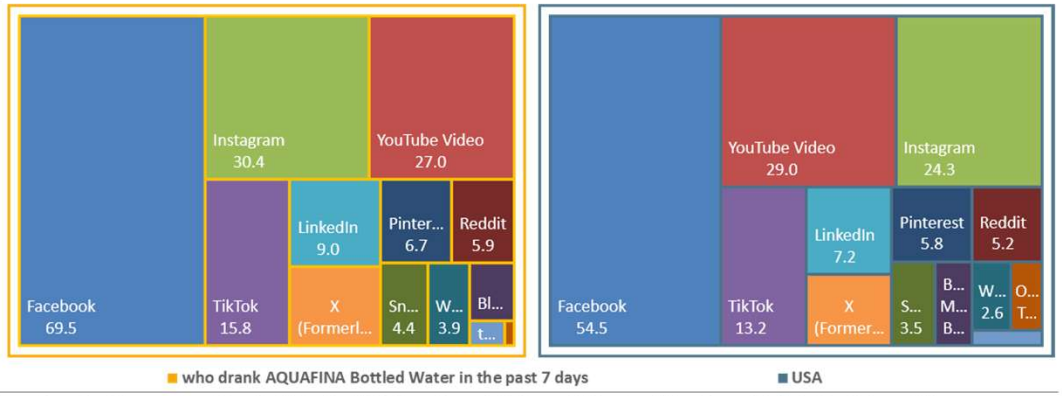


19,444,361 or 75.5% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

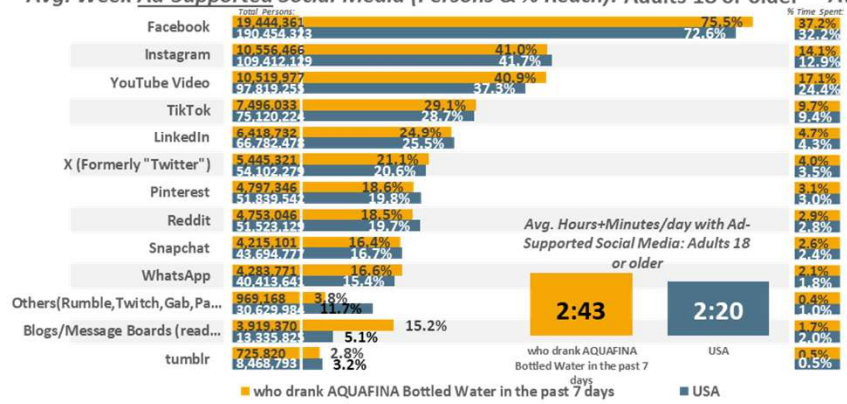
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



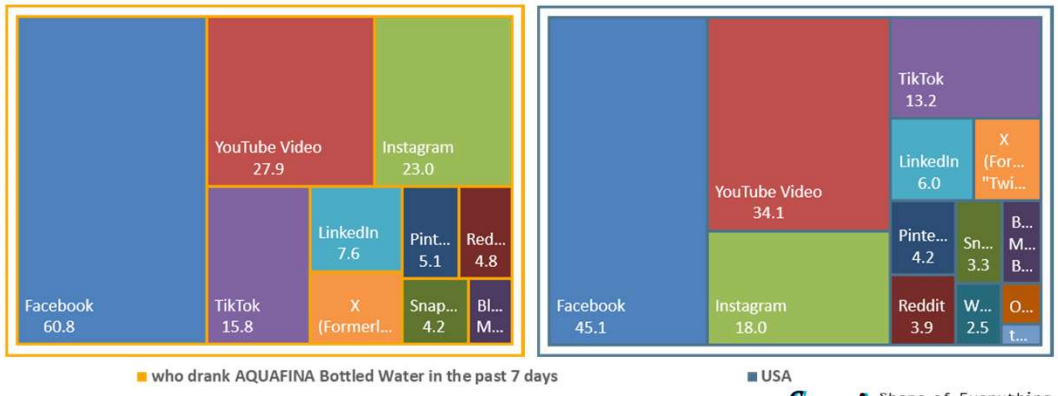
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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

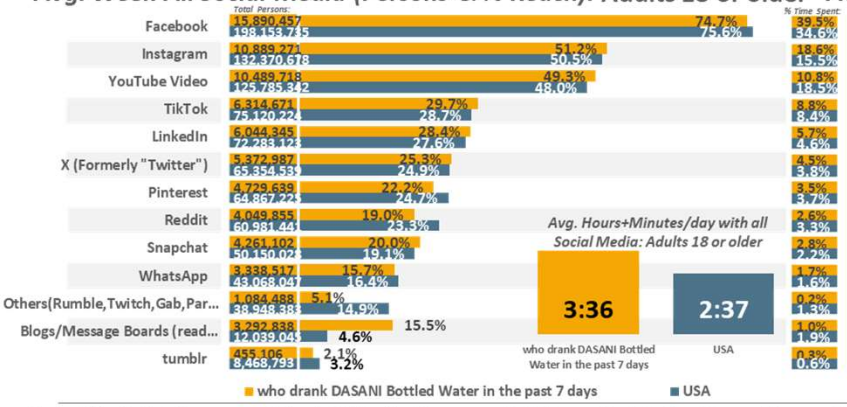
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Beverages (bottled water) drank past 7 days: Aquafina

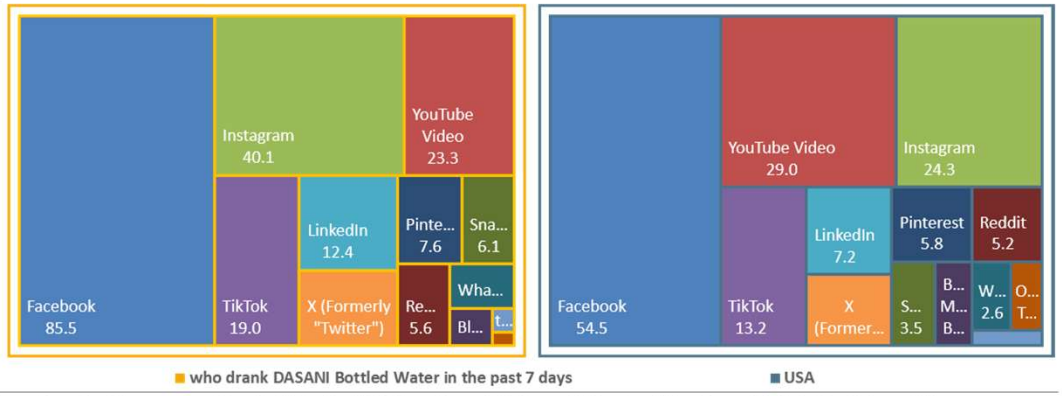


15,890,457 or 74.7% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days use Ad-Supported Facebook for an average of 79.3 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.

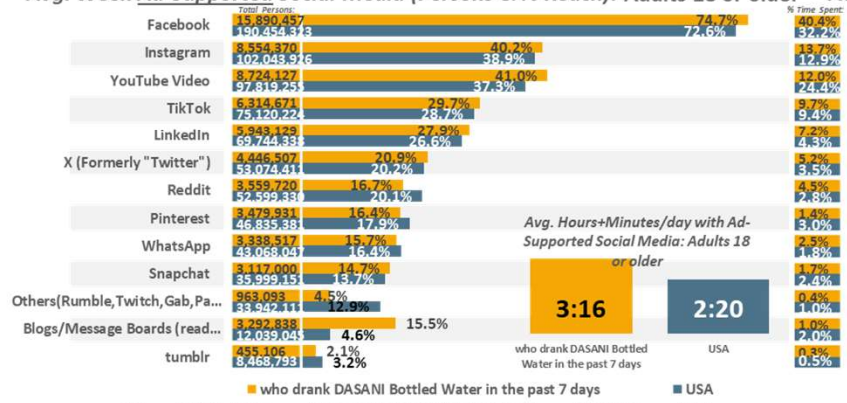
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



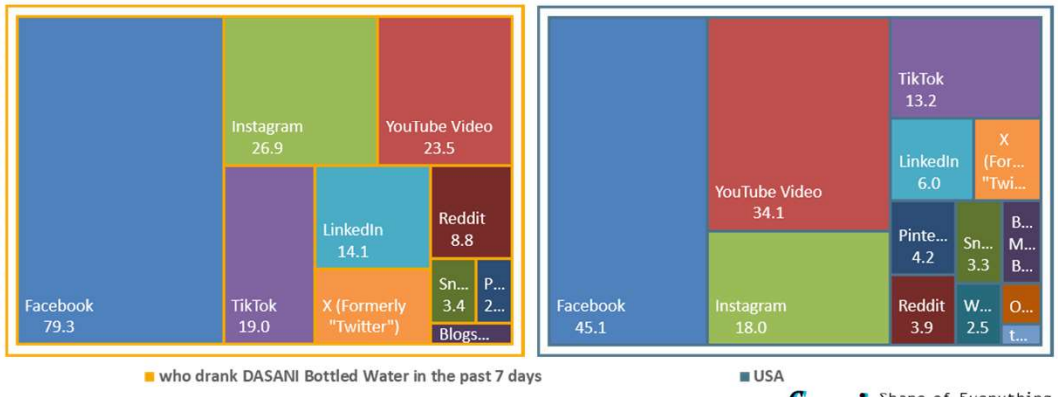
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,121

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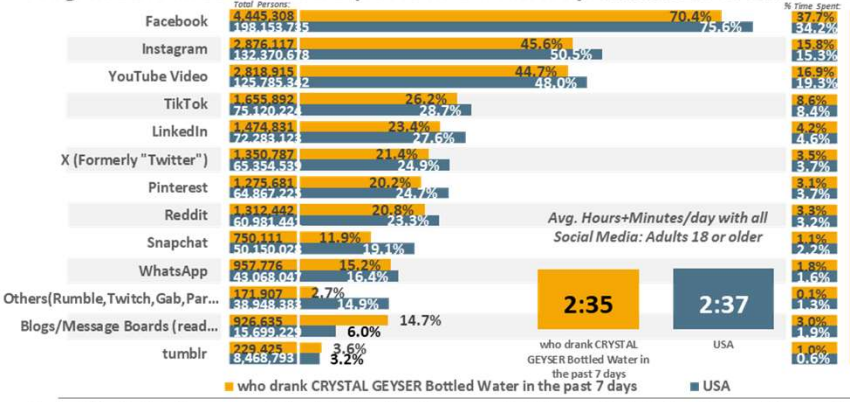
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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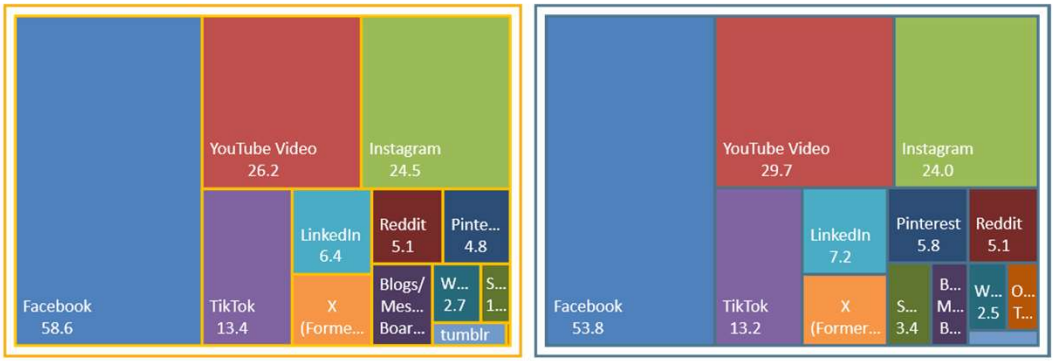


4,445,308 or 70.4% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

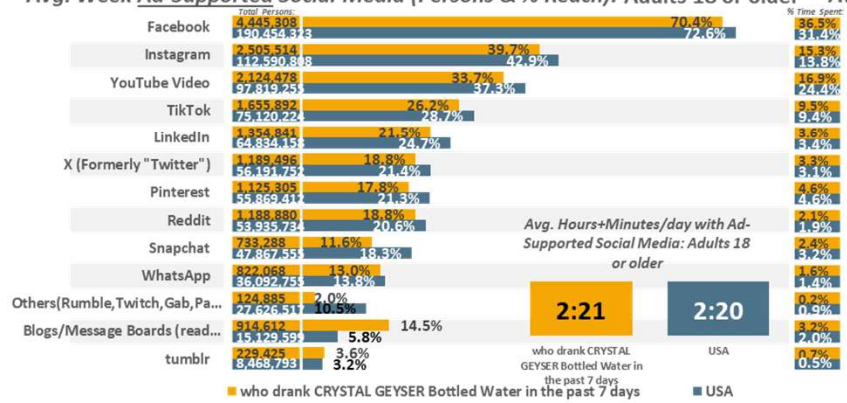
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



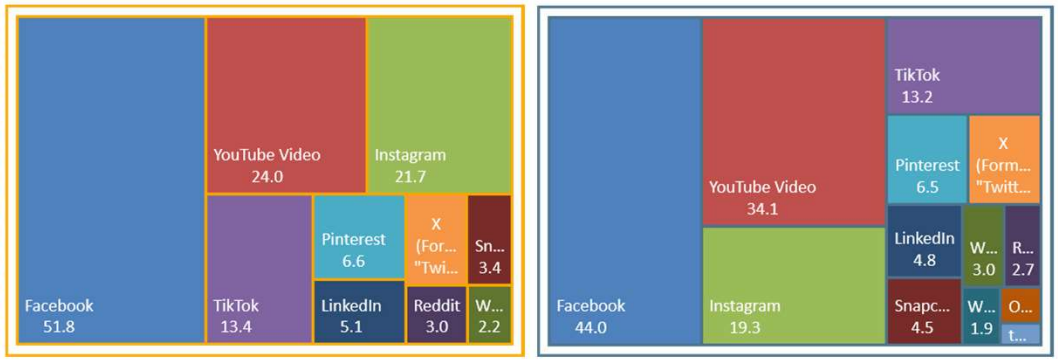
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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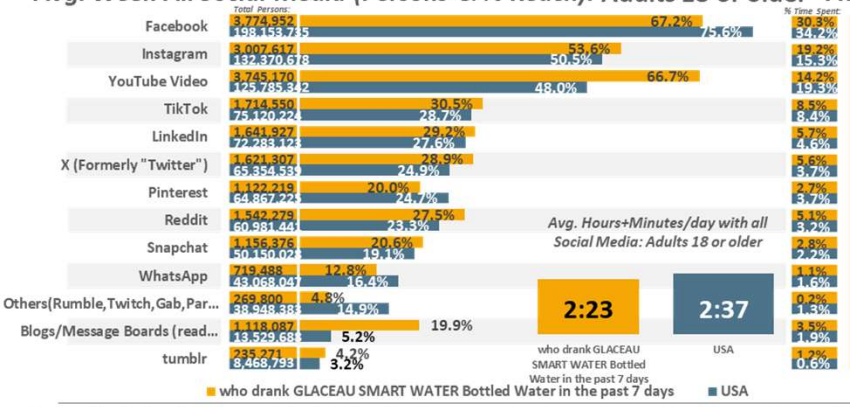
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Beverages (bottled water) drank past 7 days: Crystal Geyser

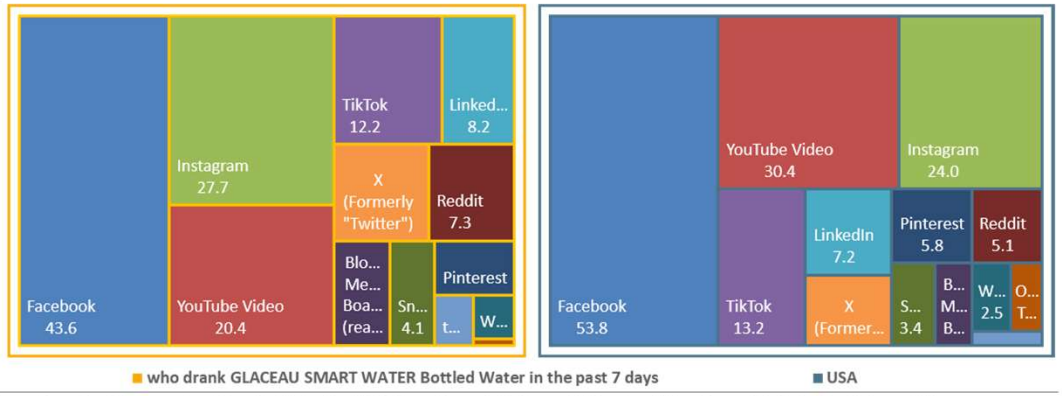


3,774,952 or 67.2% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days use Ad-Supported Facebook for an average of 44. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

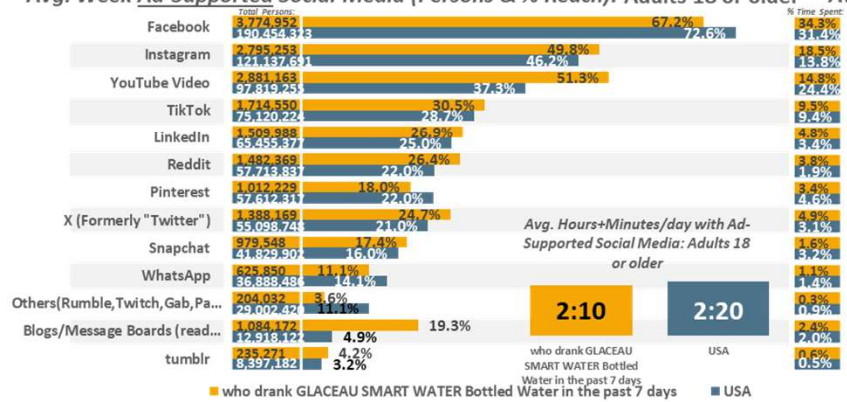
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



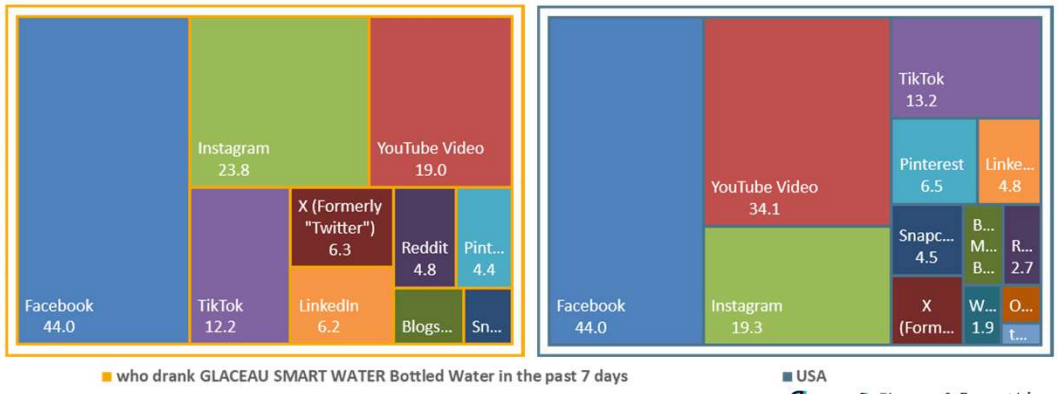
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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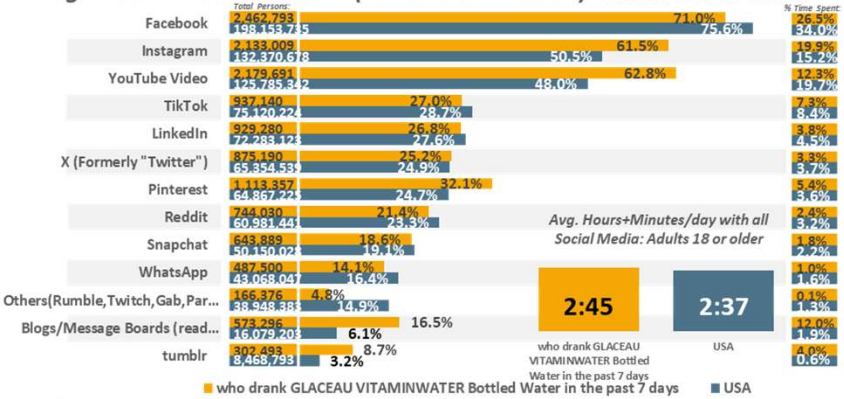
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

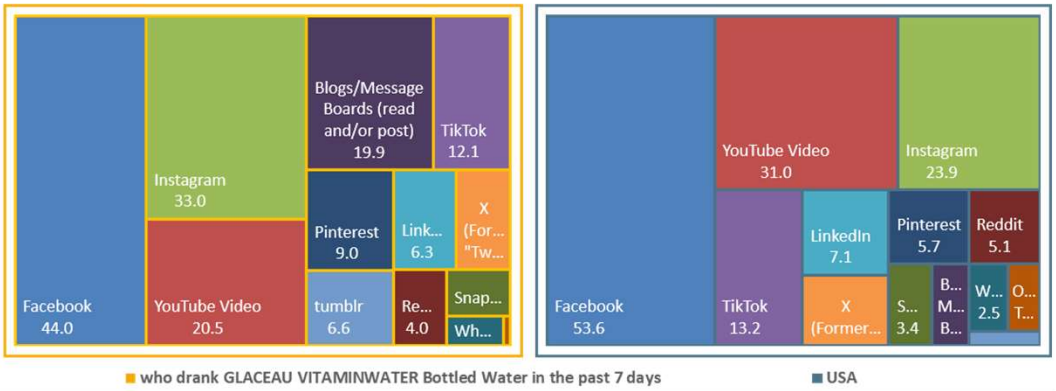


2,462,793 or 71.% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days use Ad-Supported Facebook for an average of 46.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

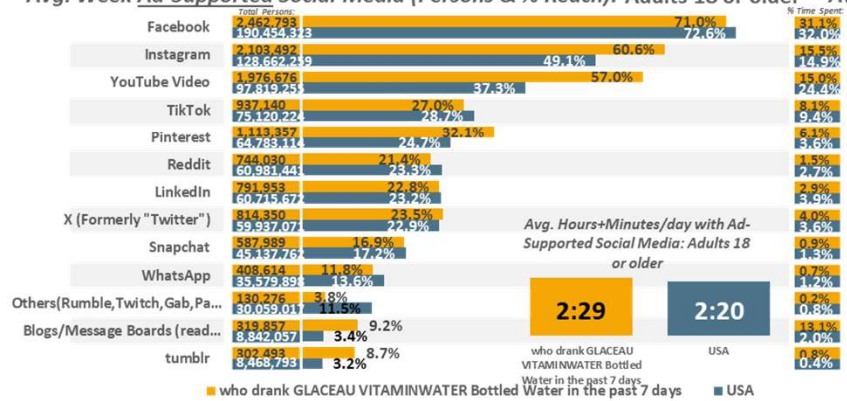
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



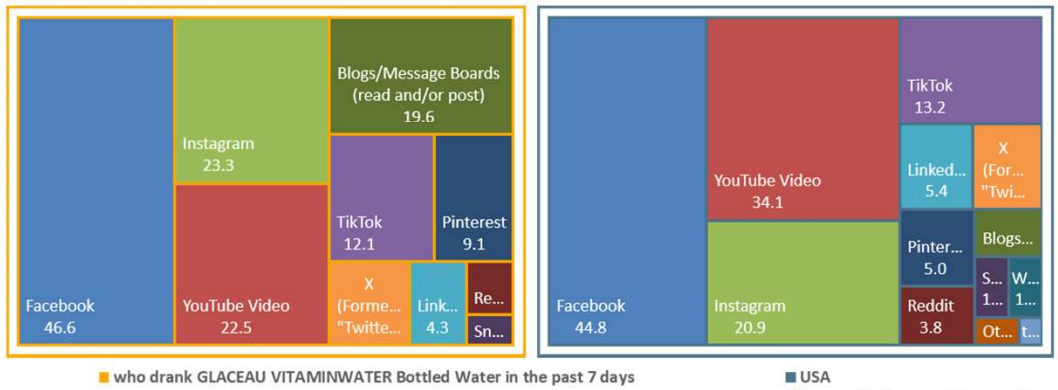
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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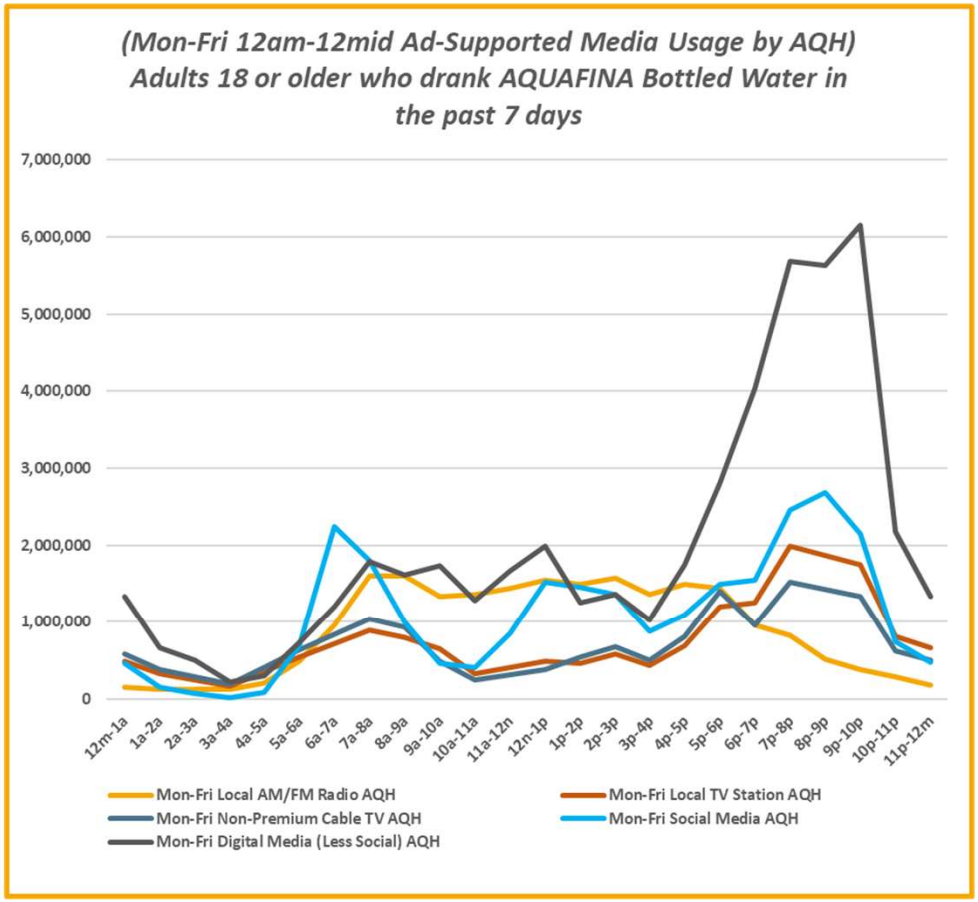
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

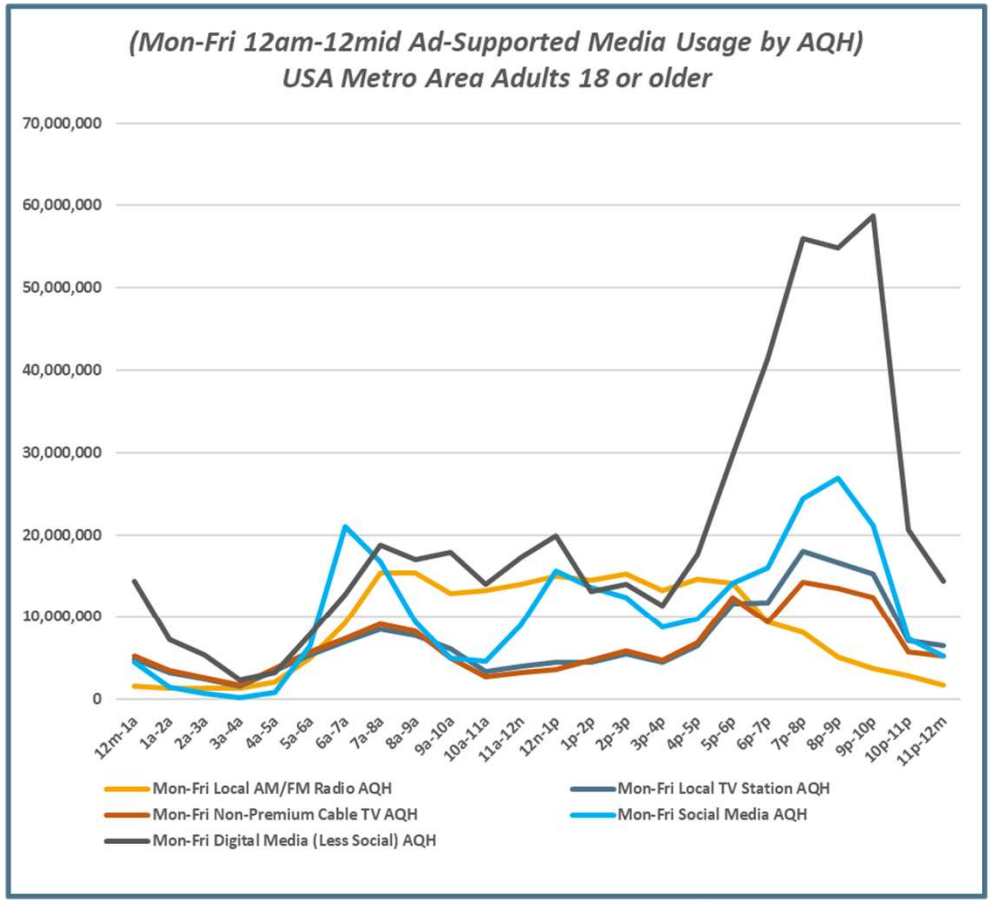
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,808,879; Local Radio: 1,396,306; Social Media: 1,242,622; Non-Prem. Cable: 703,939; Local TV: 685,806 reaching Adults 18 or older who drank AQUAFINA Bottled Water in th





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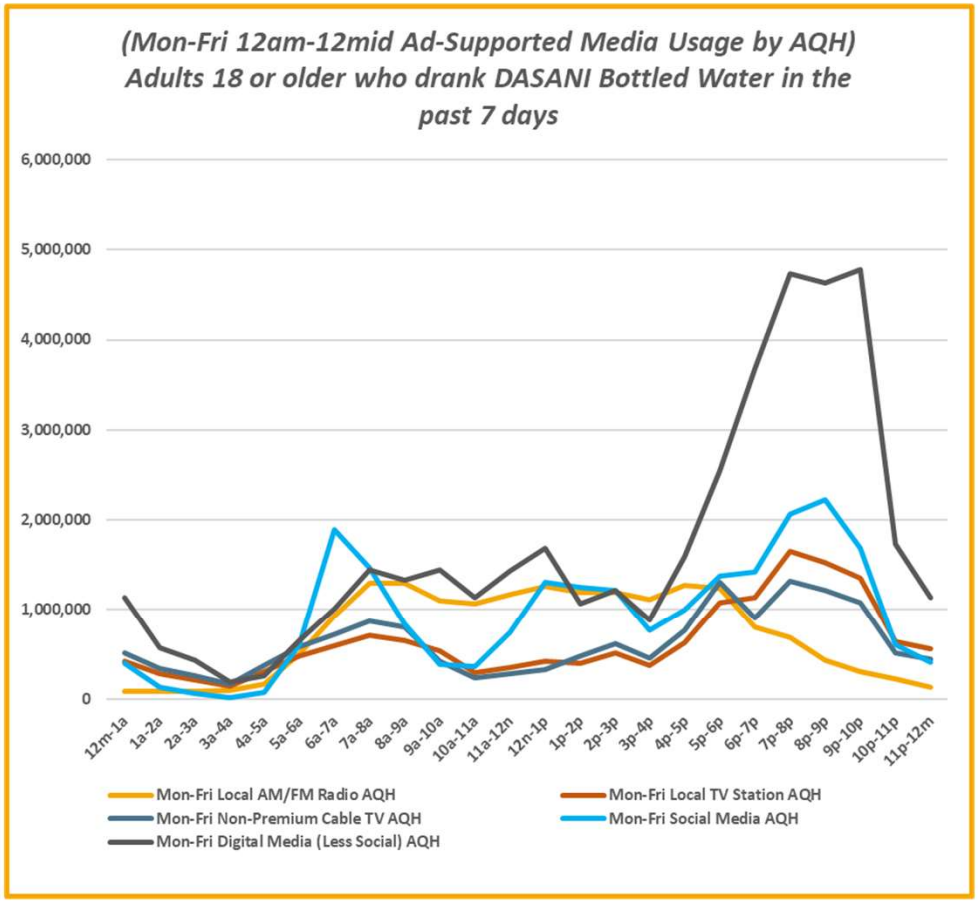
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

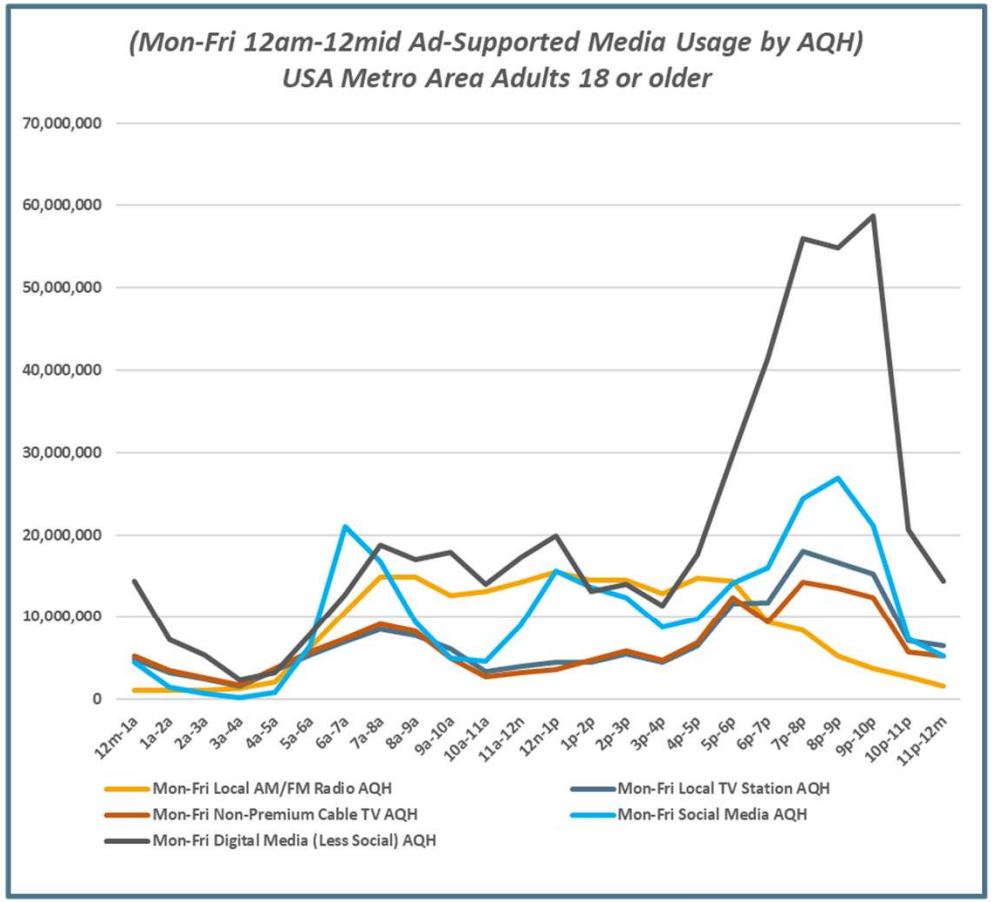
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Beverages (bottled water) drank past 7 days: Aquafina



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,571,750; Local Radio: 1,143,820; Social Media: 1,077,200; Non-Prem. Cable: 628,669; Local TV: 591,283 reaching Adults 18 or older who drank DASANI Bottled Water in the





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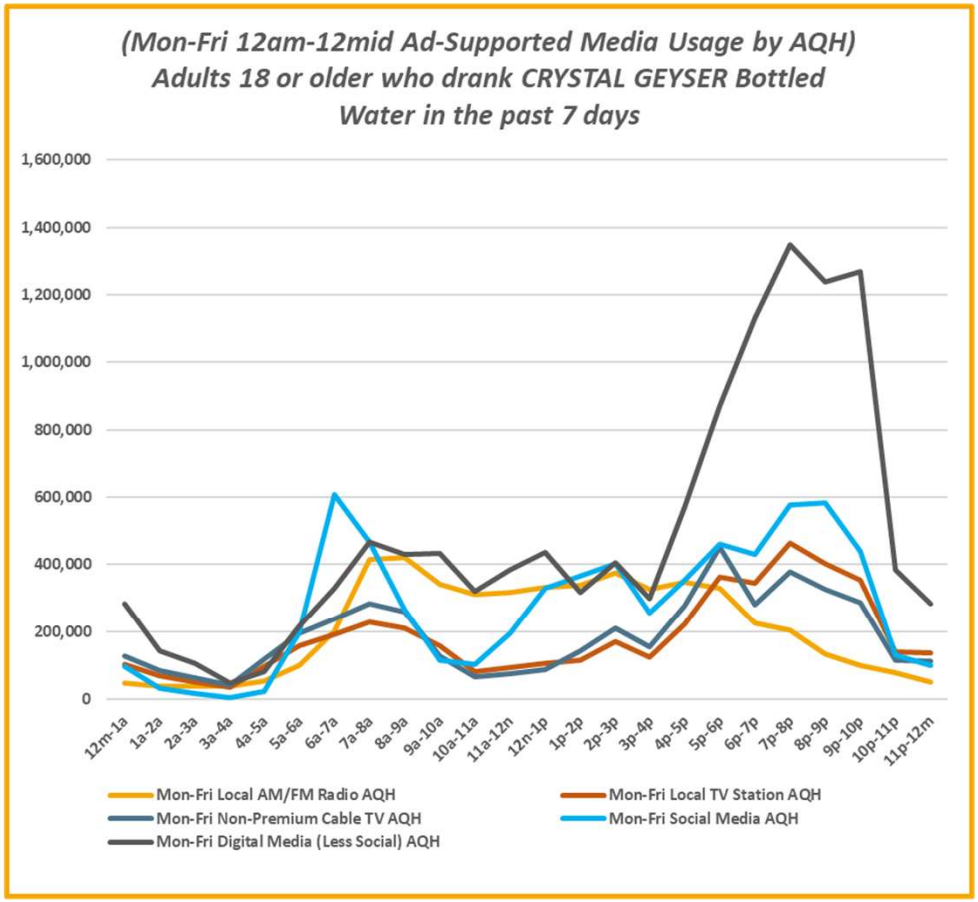
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

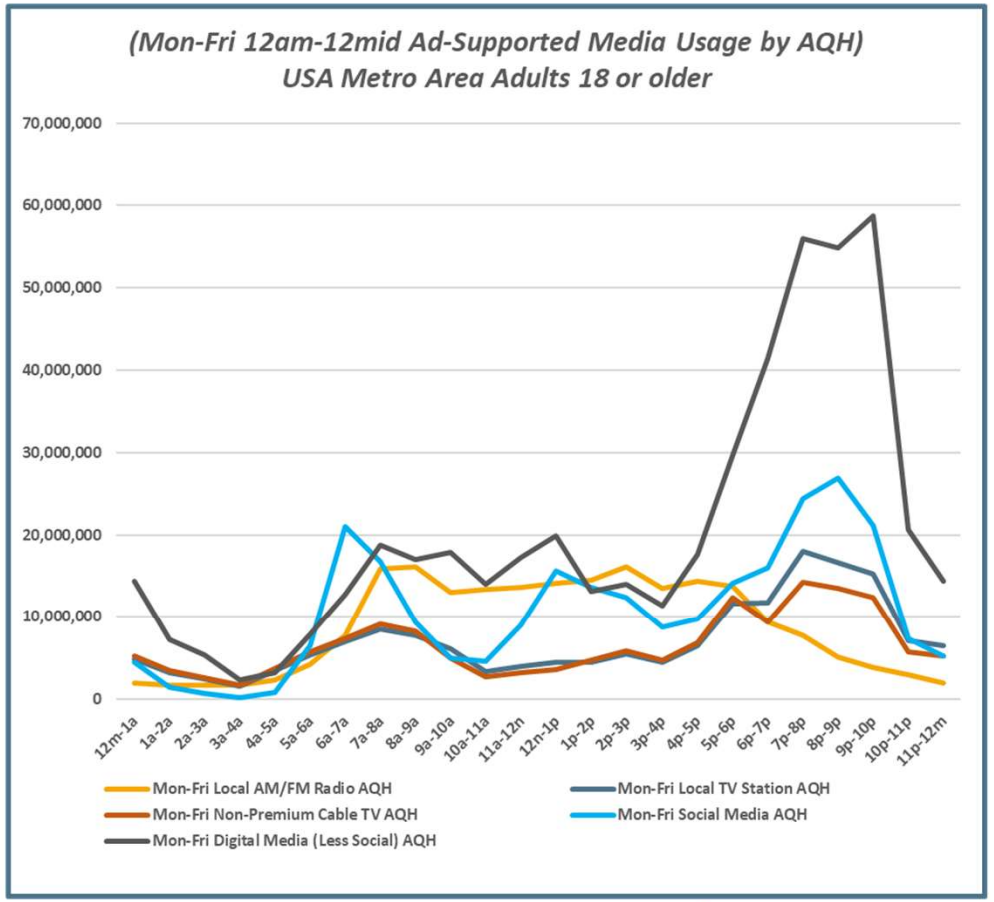
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Beverages (bottled water) drank past 7 days: Dasani



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 491,789; Social Media: 334,516; Local Radio: 329,308; Non-Prem. Cable: 204,415; Local TV: 185,592 reaching Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in th





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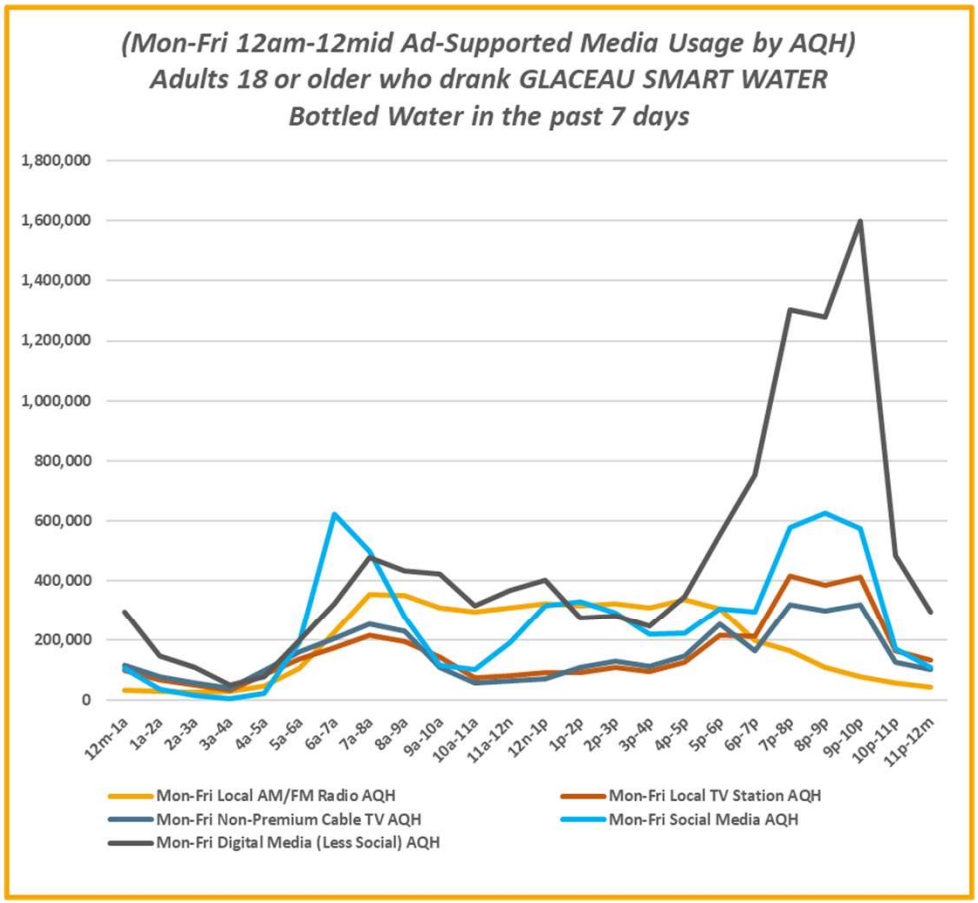
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

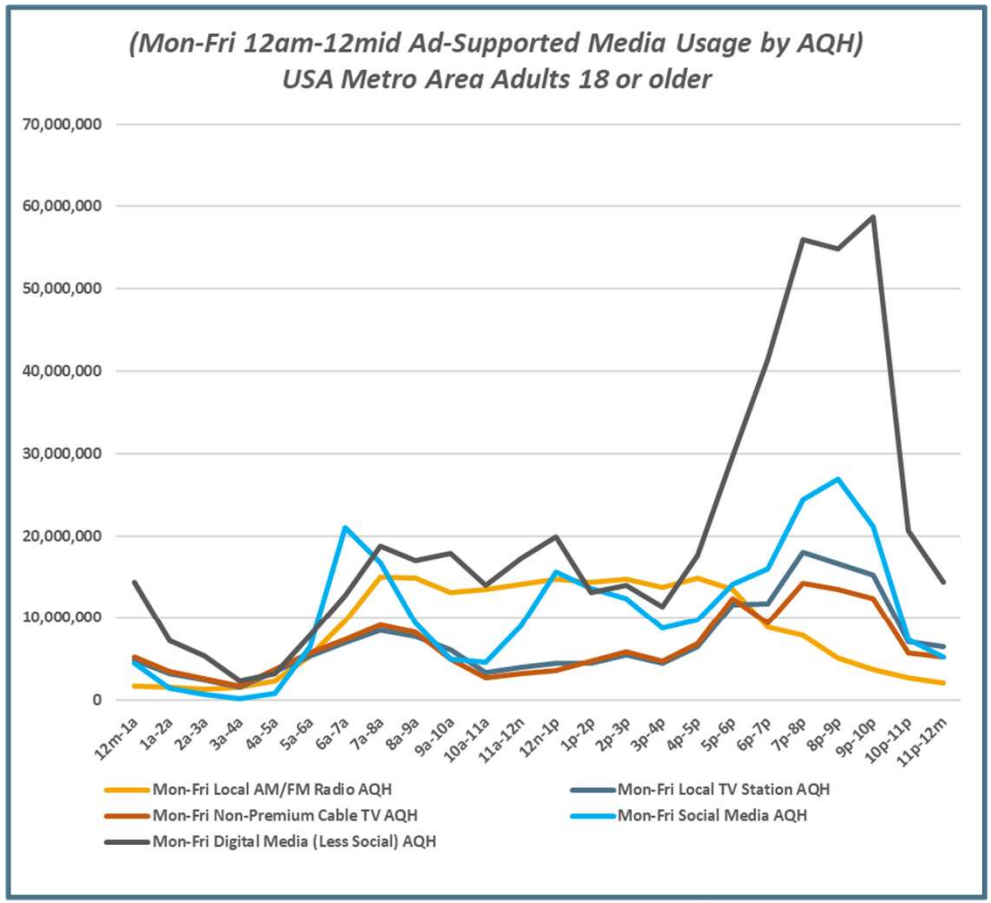
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Beverages (bottled water) drank past 7 days: Crystal Geyser



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 399,945; Local Radio: 304,199; Social Media: 290,831; Non-Prem. Cable: 146,569; Local TV: 140,824 reaching Adults 18 or older who drank GLACEAU SMART WATER Bottled Water





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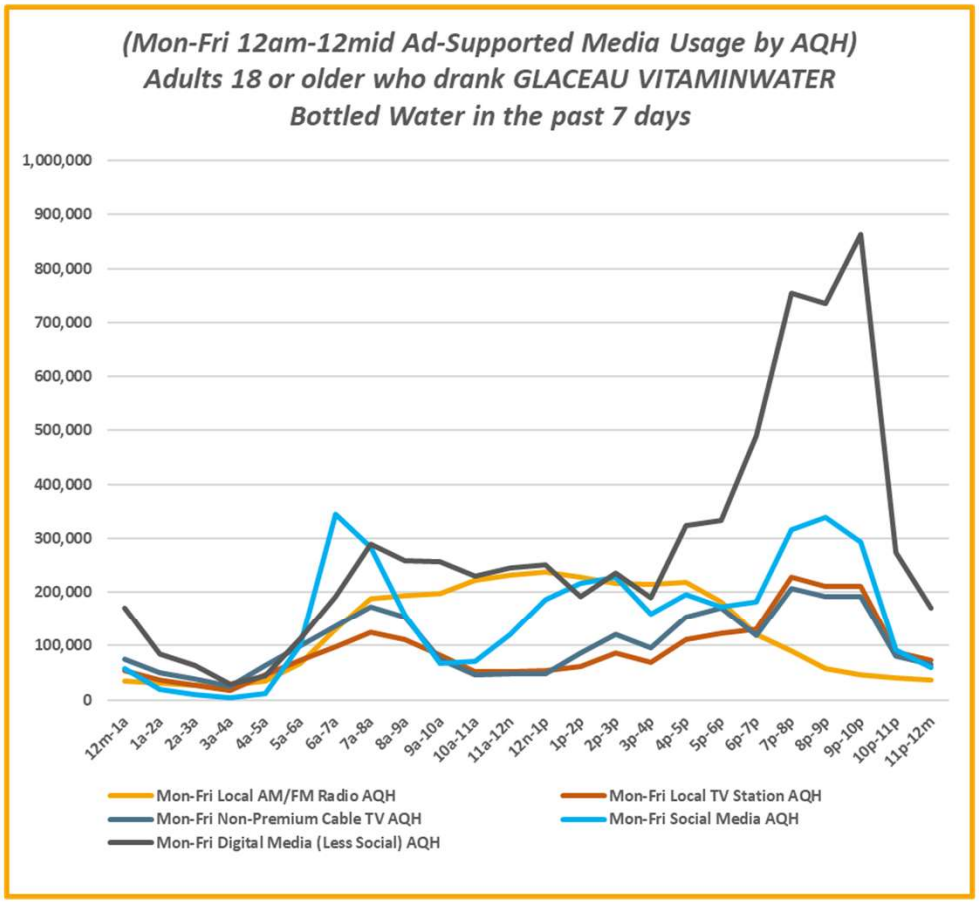
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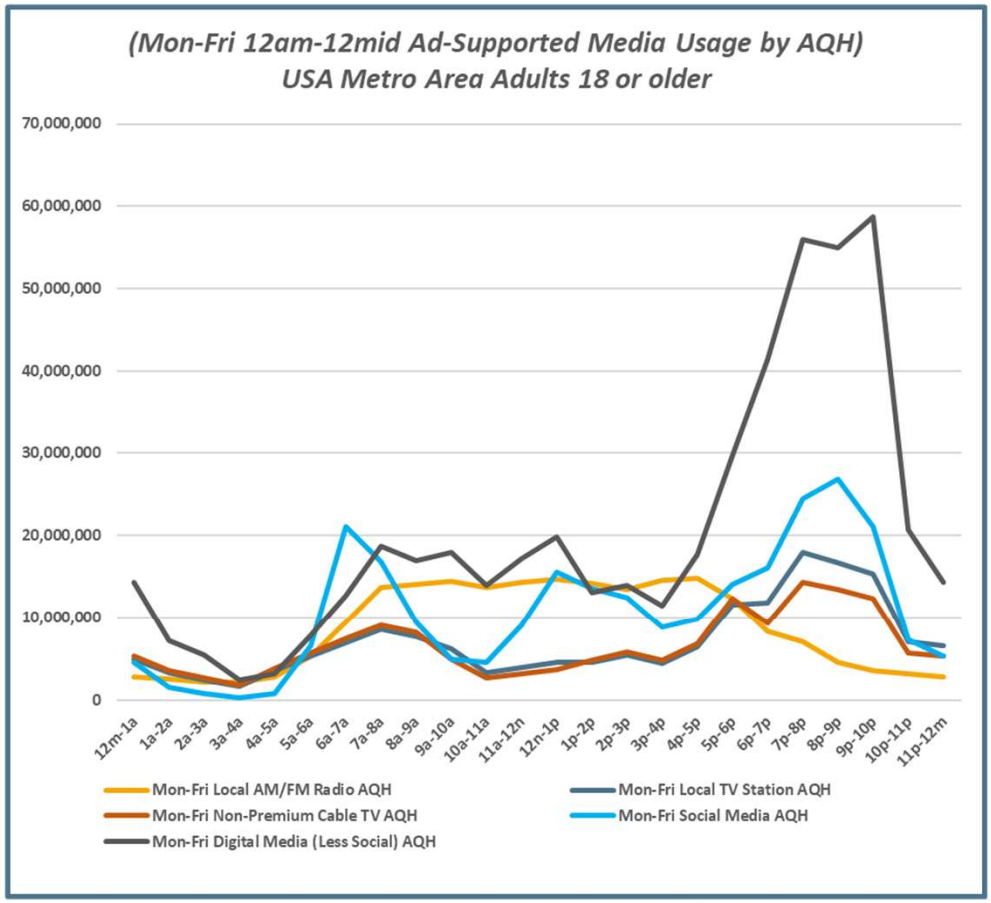
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 268,152; Local Radio: 198,516; Social Media: 183,424; Non-Prem. Cable: 109,618; Local TV: 88,785 reaching Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water





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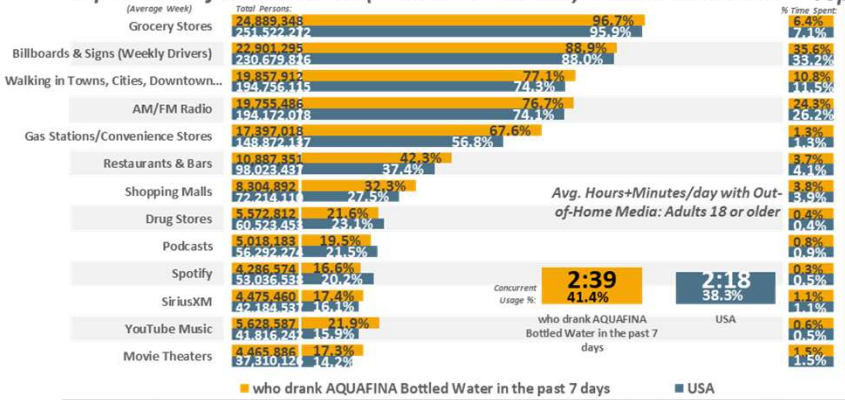
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

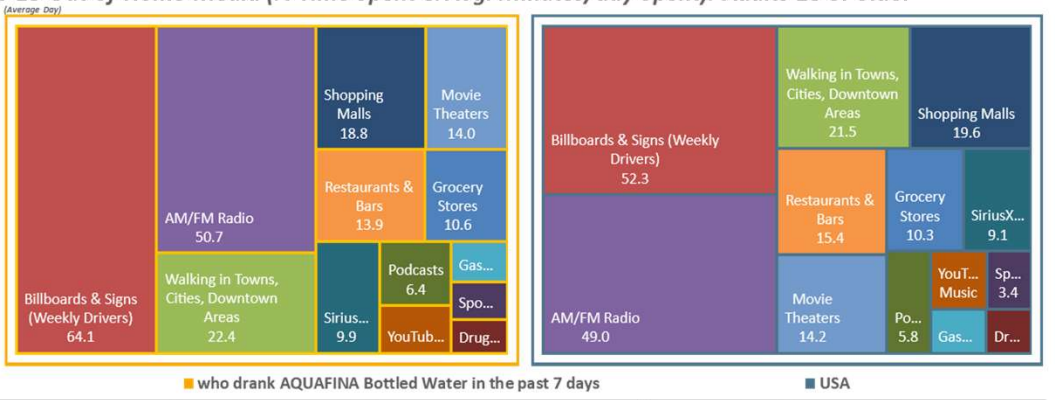


22,901,295 or 88.9% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/da

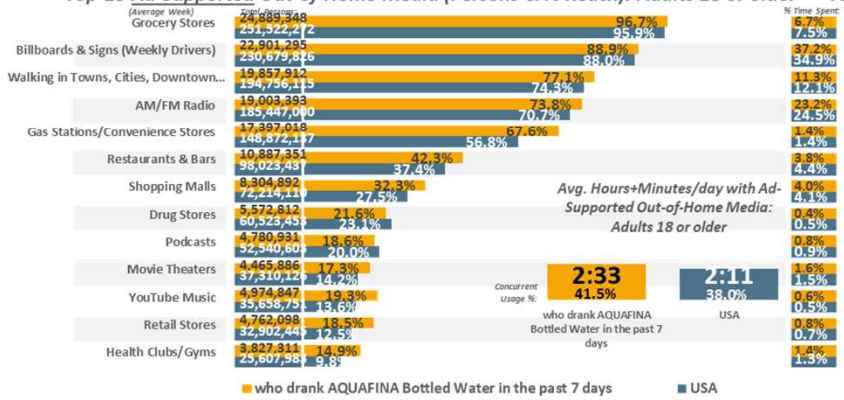
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



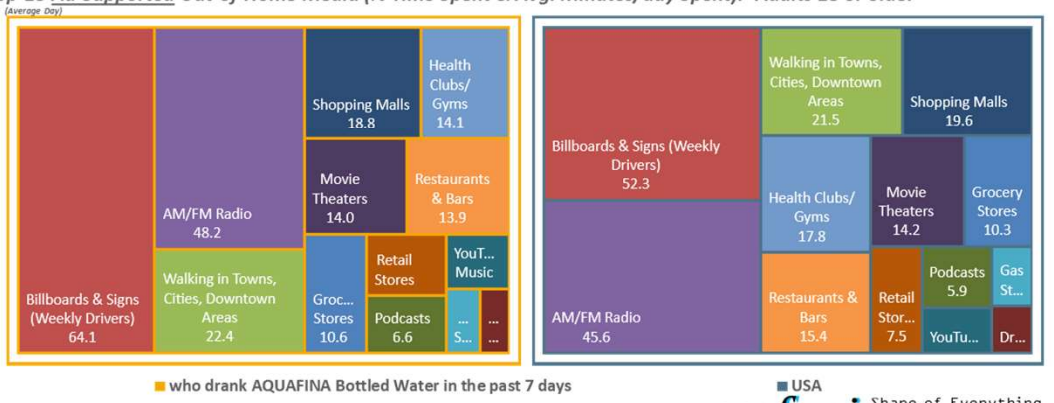
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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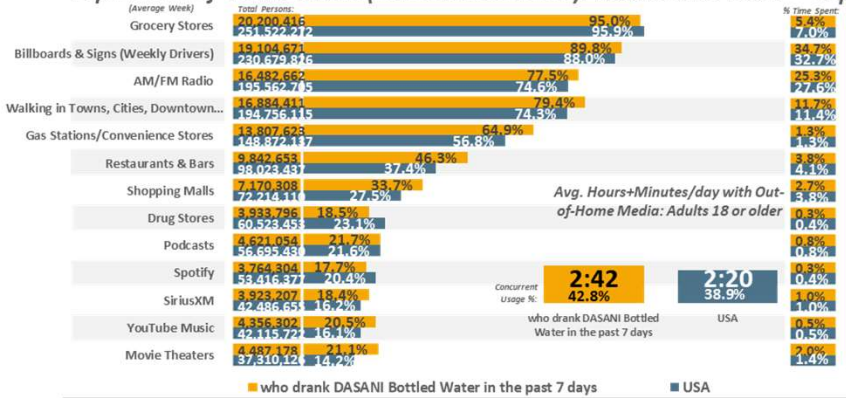
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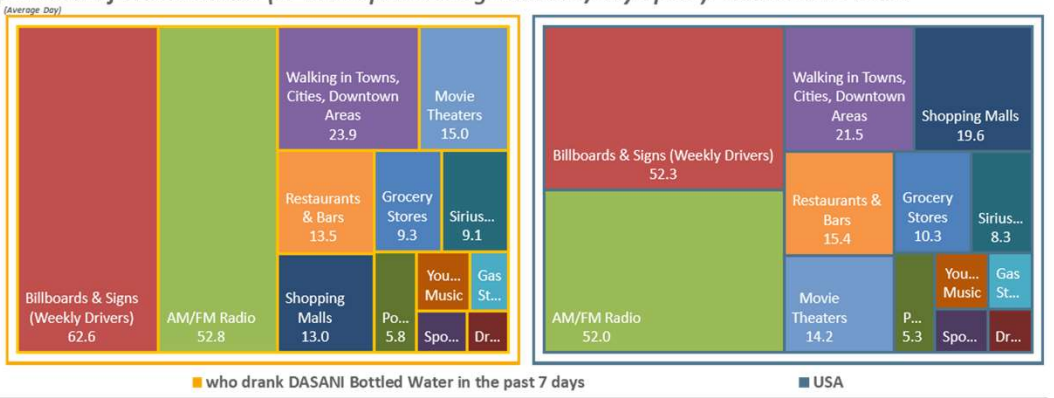


19,104,671 or 89.8% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/day.

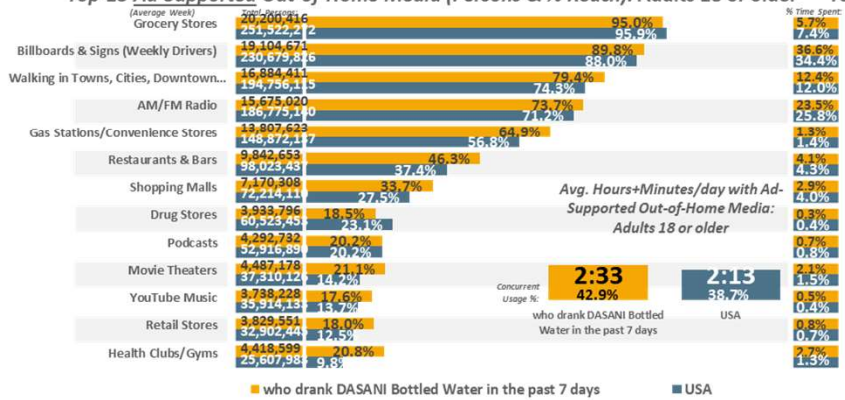
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



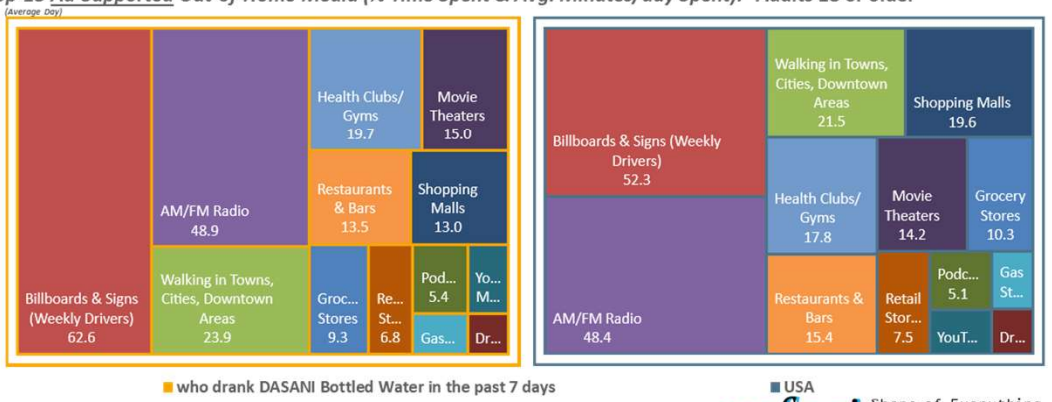
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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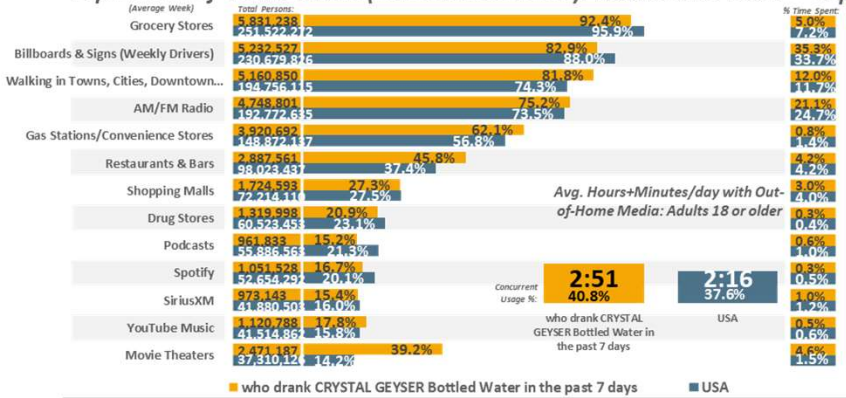
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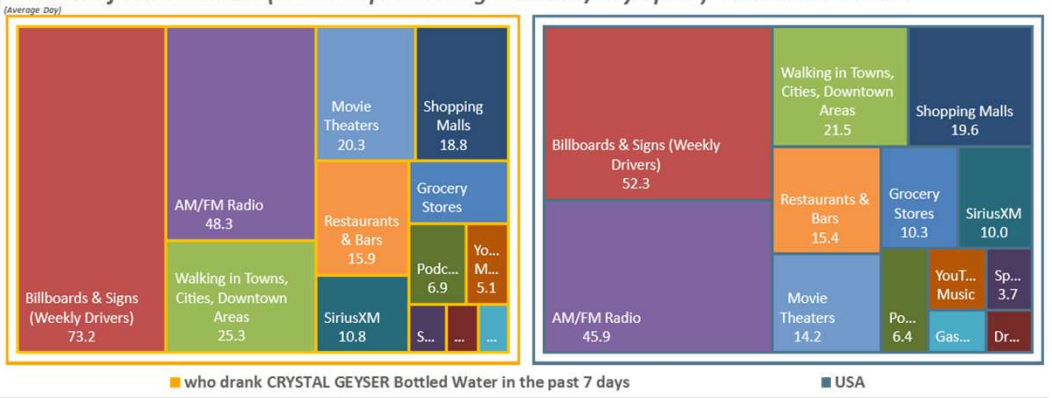


5,232,527 or 82.9% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days spend an average of 73.2 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minut

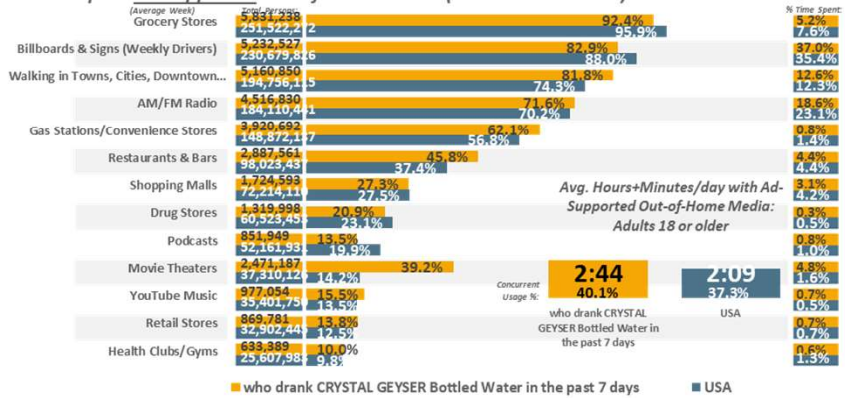
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



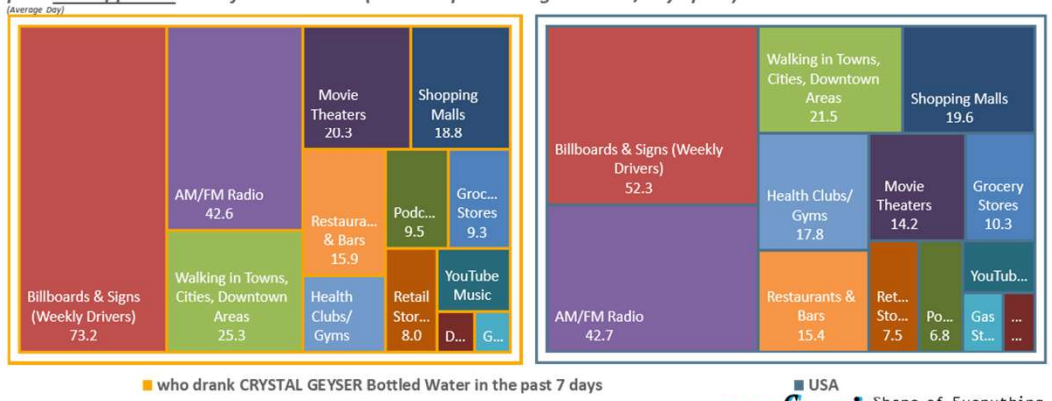
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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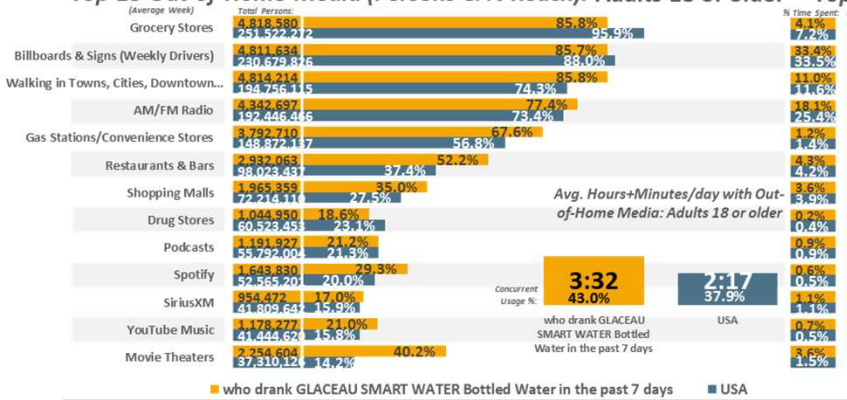
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Beverages (bottled water) drank past 7 days: Crystal Geyser

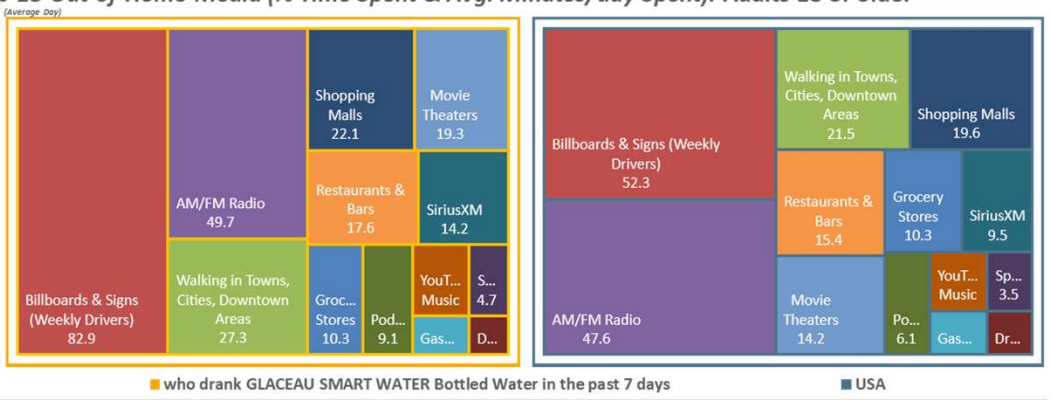


4,811,634 or 85.7% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days spend an average of 82.9 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 44.2

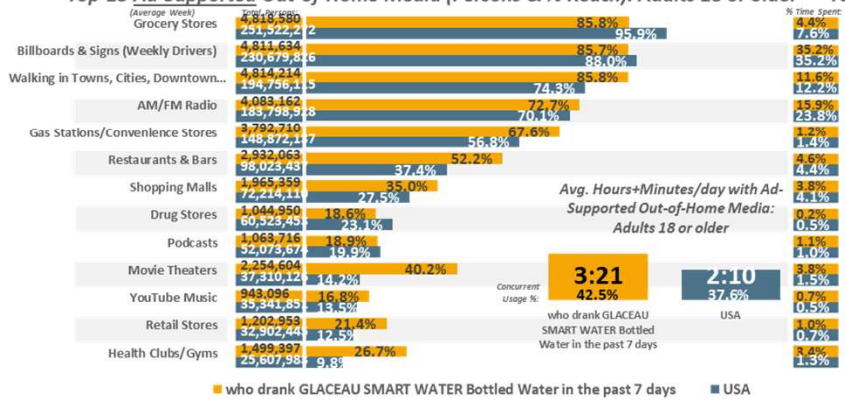
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



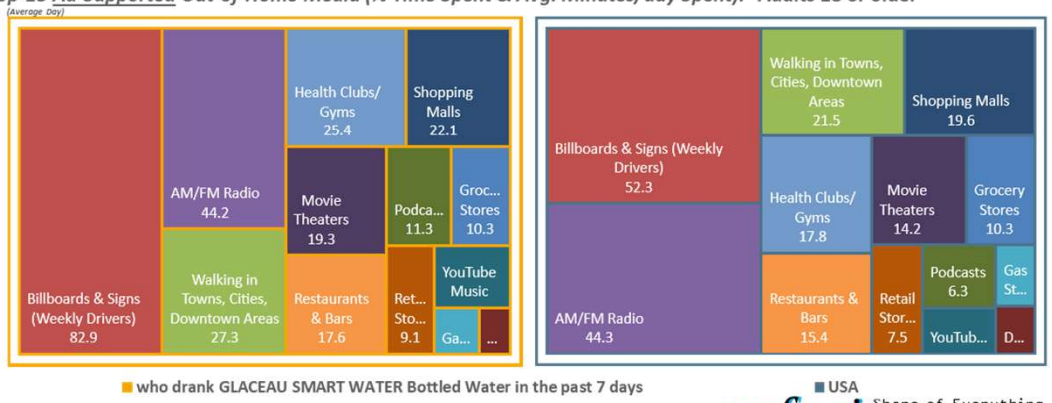
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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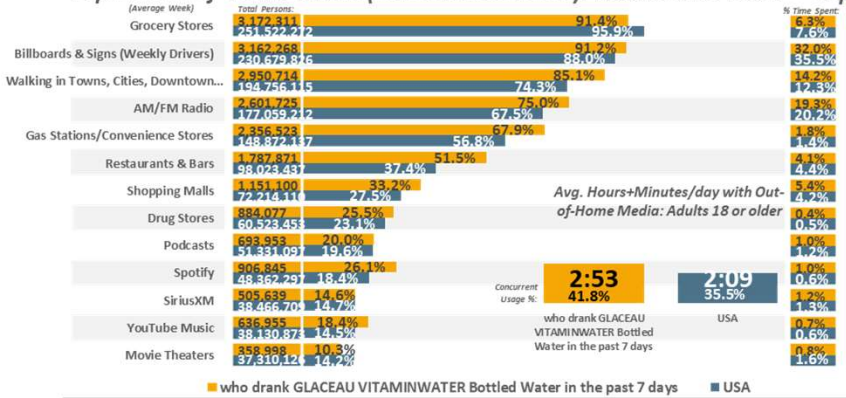
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

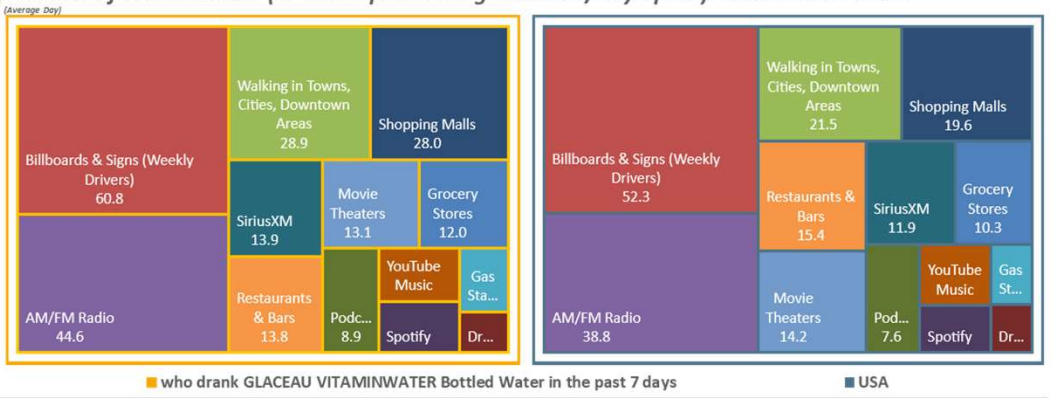


3,162,268 or 91.2% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days spend an average of 60.8 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 41.8

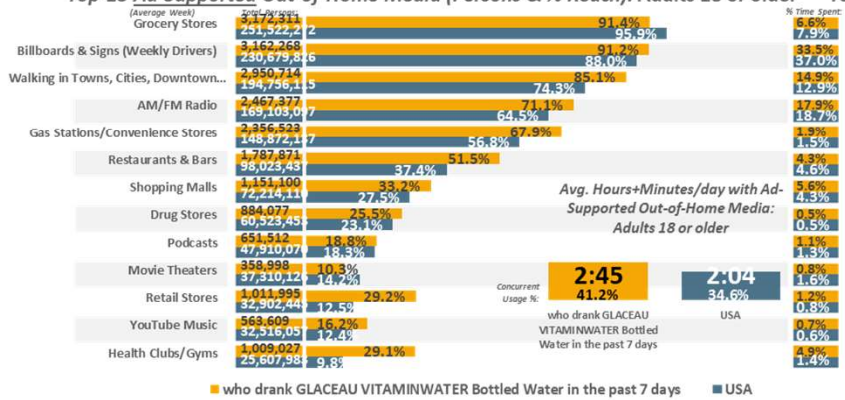
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



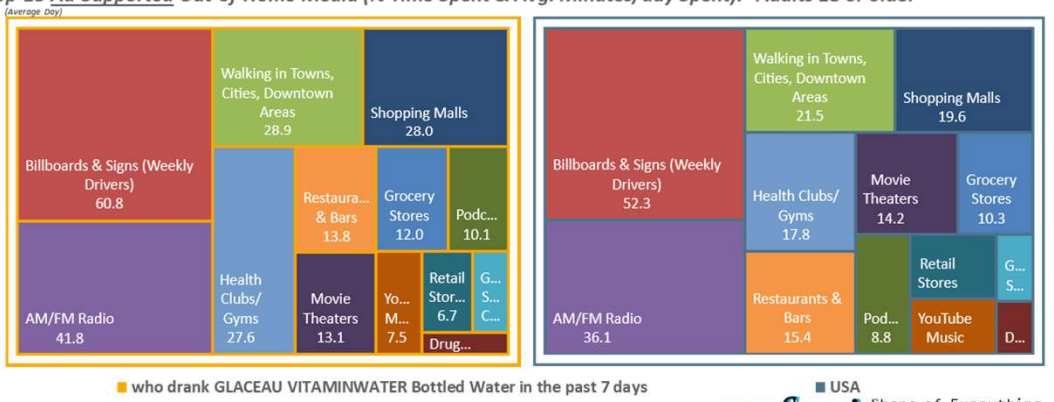
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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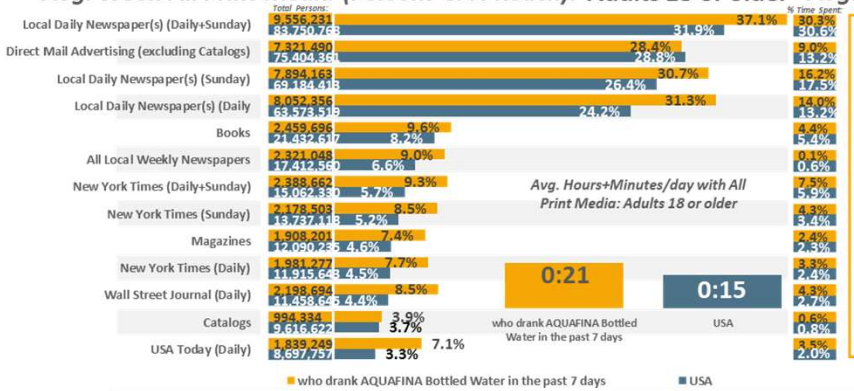
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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater

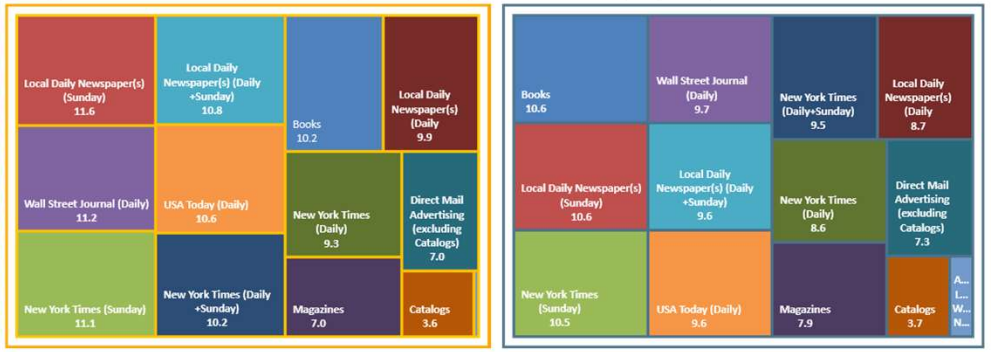


9,556,231 or 37.1% of Adults 18 or older who drank AQUAFINA Bottled Water in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

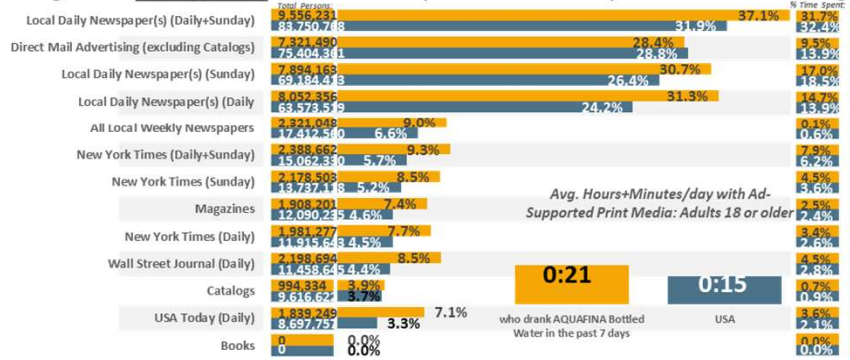
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



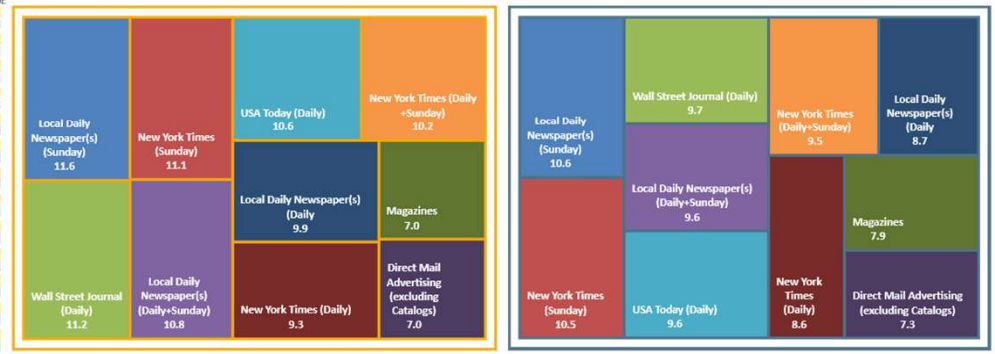
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Beverages (bottled water) drank past 7 days: Aquafina

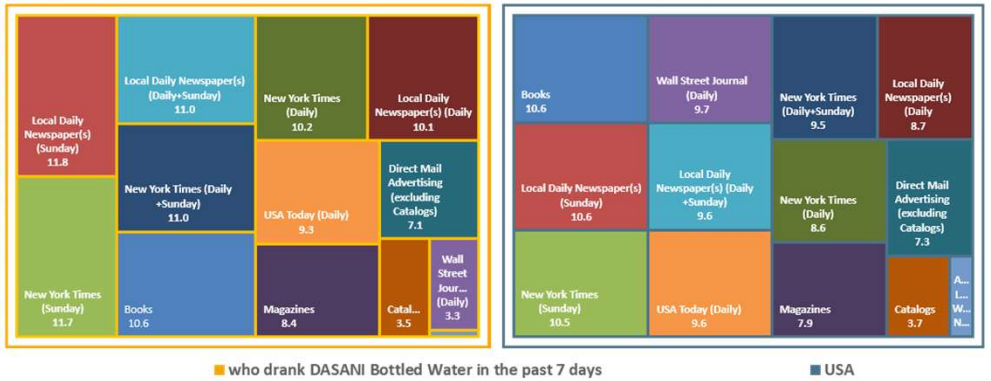


8,471,150 or 39.8% of Adults 18 or older who drank DASANI Bottled Water in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

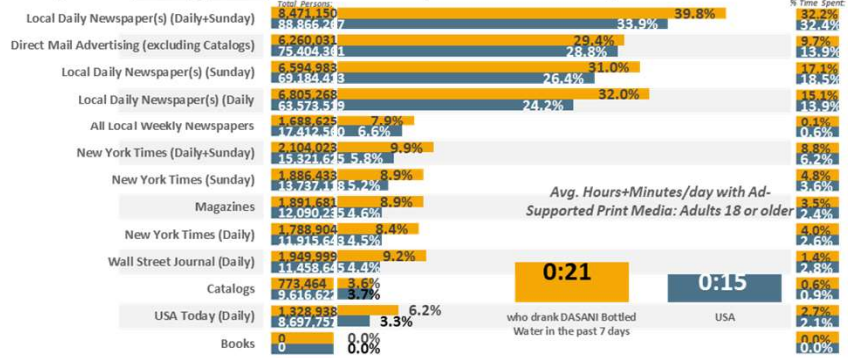
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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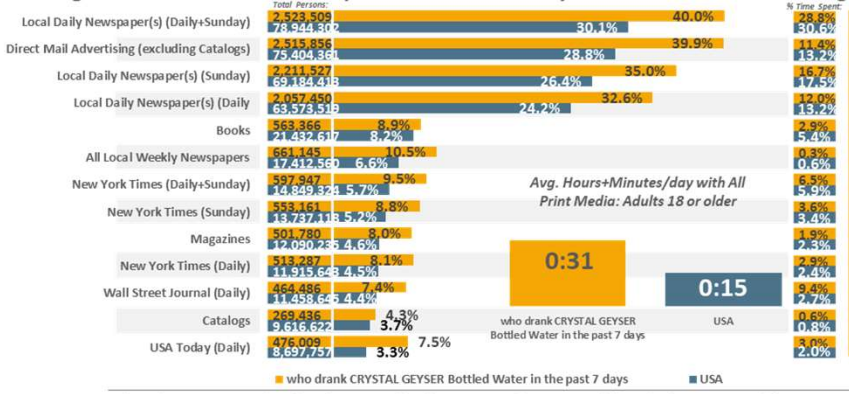
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Beverages (bottled water) drank past 7 days: Dasani

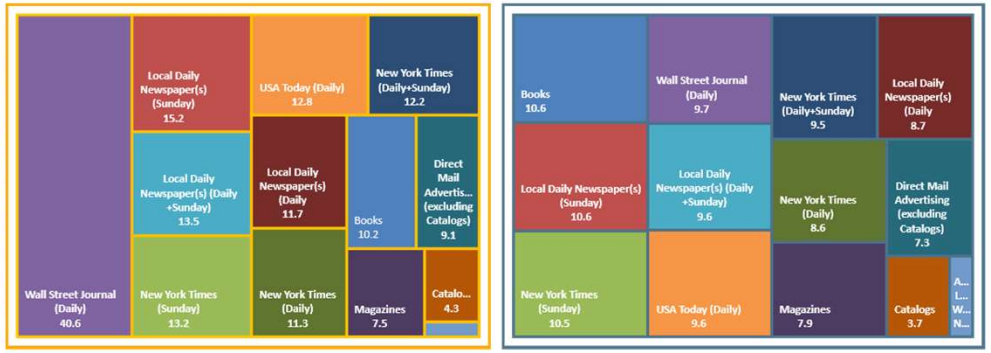


2,523,509 or 40.% of Adults 18 or older who drank CRYSTAL GEYSER Bottled Water in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 29.6% of all time spent daily with All forms of Print Med

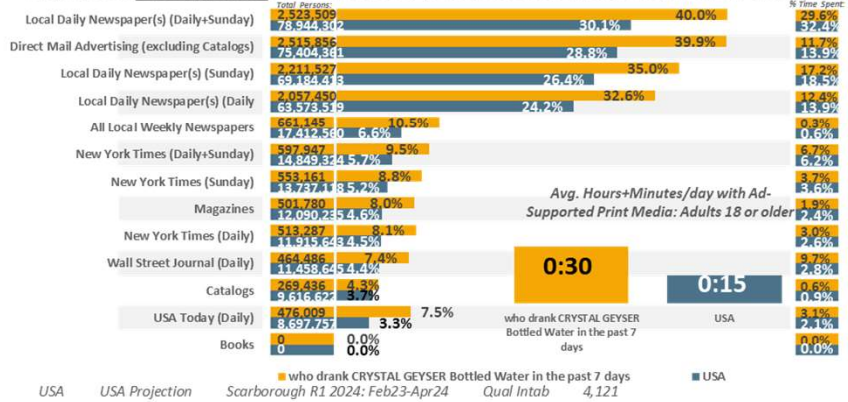
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



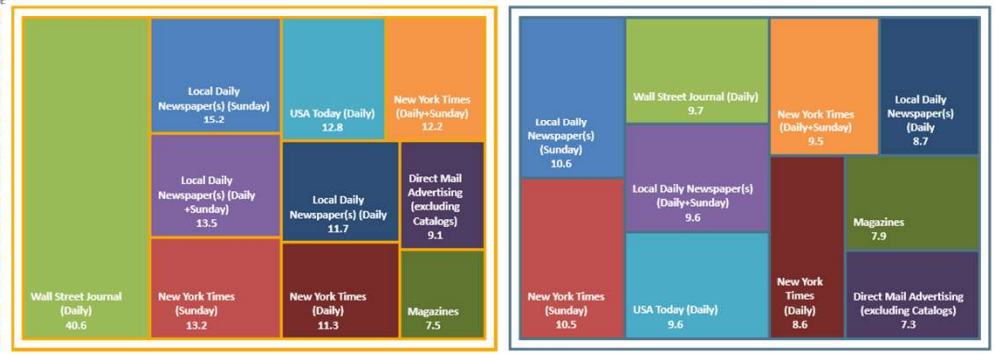
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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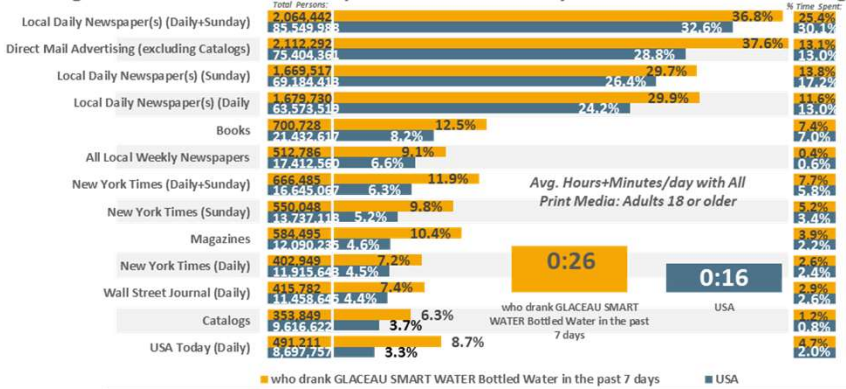
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Beverages (bottled water) drank past 7 days: Crystal Geyser

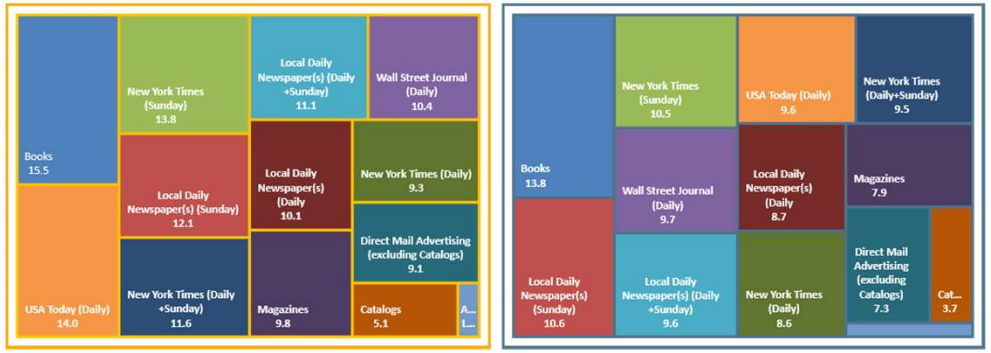


2,064,442 or 36.8% of Adults 18 or older who drank GLACEAU SMART WATER Bottled Water in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 27.4% of all time spent daily with All forms of Pri

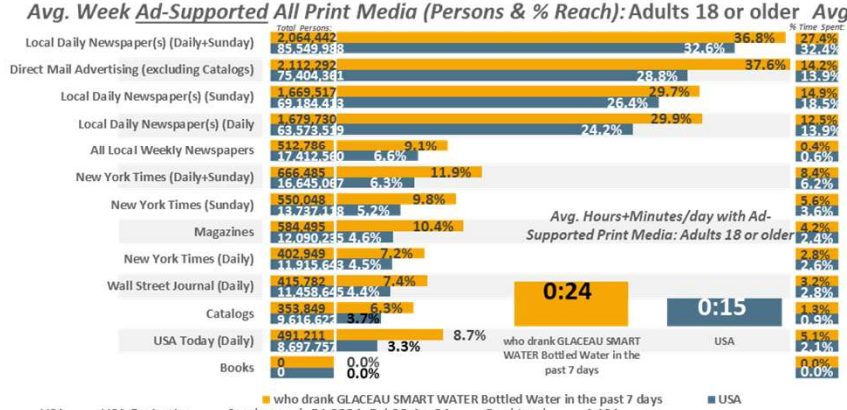
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



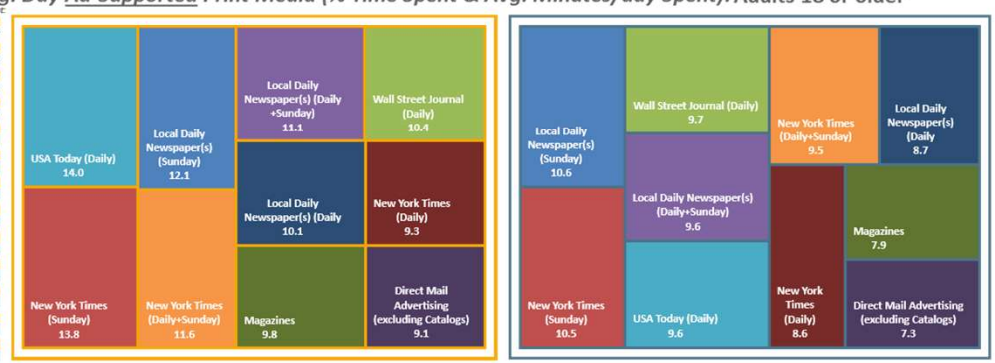
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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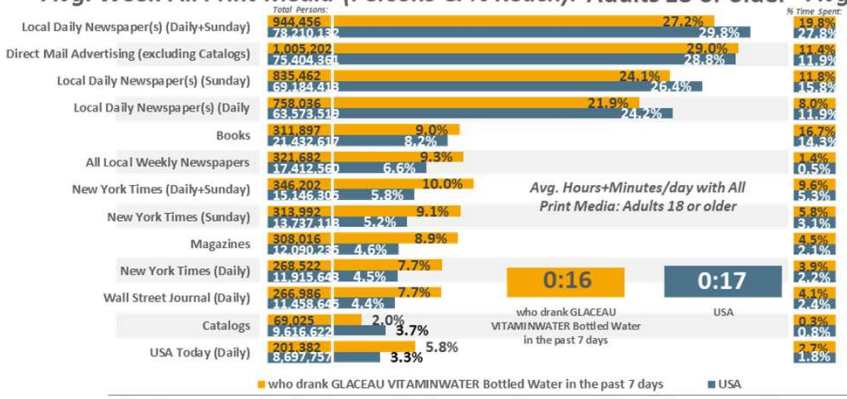
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Beverages (bottled water) drank past 7 days: GlacÃ©au Smartwater

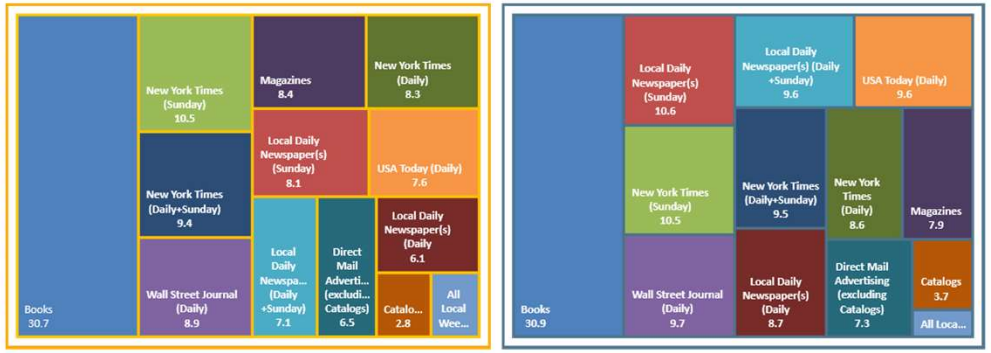


944,456 or 27.2% of Adults 18 or older who drank GLACEAU VITAMINWATER Bottled Water in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 23.8% of all time spent daily with All forms of Print

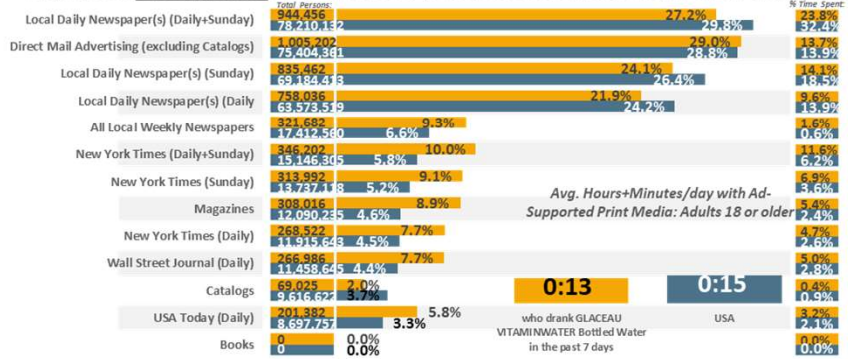
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



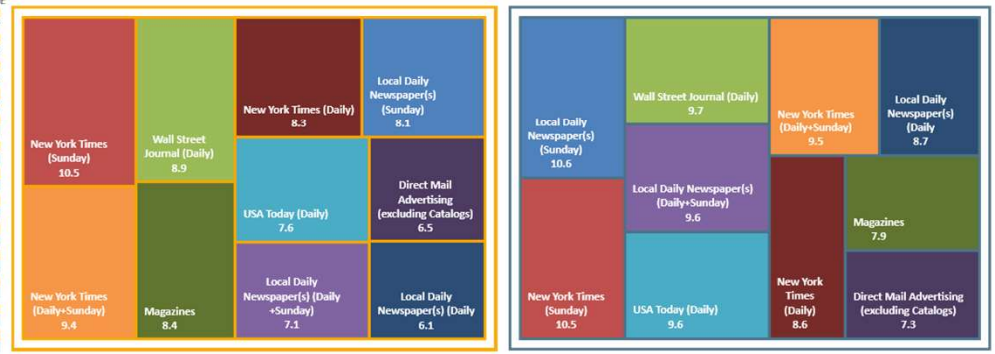
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Beverages (bottled water) drank past 7 days: GlacÃ©au Vitaminwater