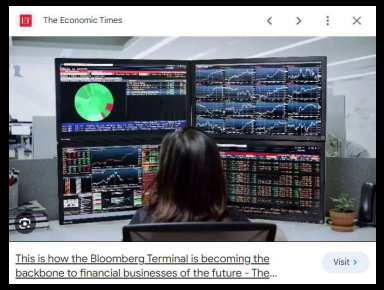
USA – P21+ past 30 days DRINKERS of 5 Different DOMESTIC REGULAR BEERS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of P21+ past 30 days Drinkers of BUDWEISER, MILLER HIGH LIFE, COORS ORIGINAL, PABST BLUE RIBBON and YUENGLING TRADITIONAL LAGER as of April 30, 2024!





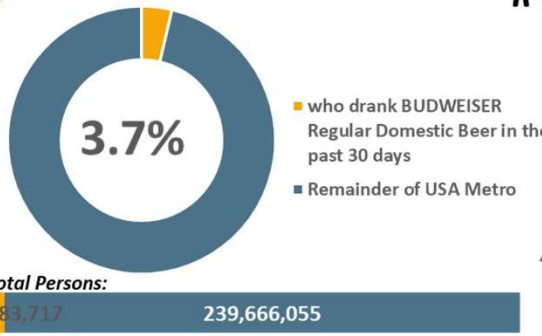
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Domestic regular beer drank past 30 days: Budweiser *Domestic regular beer drank past 30 days: Miller High Life* *Domestic regular beer drank past 30 days: Coors Original* *Domestic regular beer drank past 30 days: Pabst Blue Ribbon* *Domestic regular beer drank past 30 days: Yuengling*

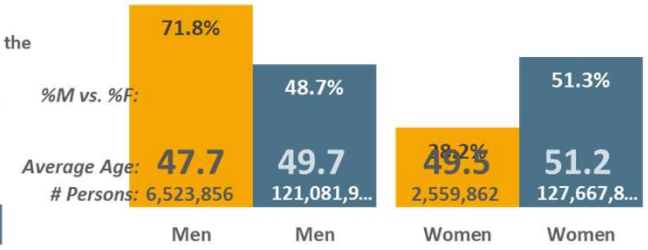
HUBBARD BROADCASTING INC. HB

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Typical Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are 48.6 years old (3.7% younger than average) and have a $96,196 (6.9% higher than average) annual household income.

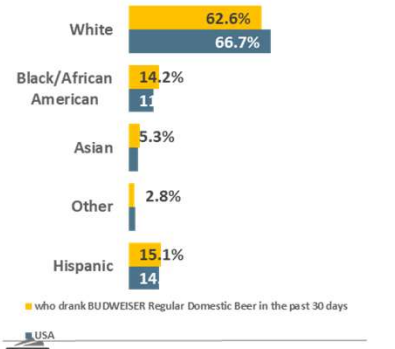
Percent of Market: Adults 21 or older



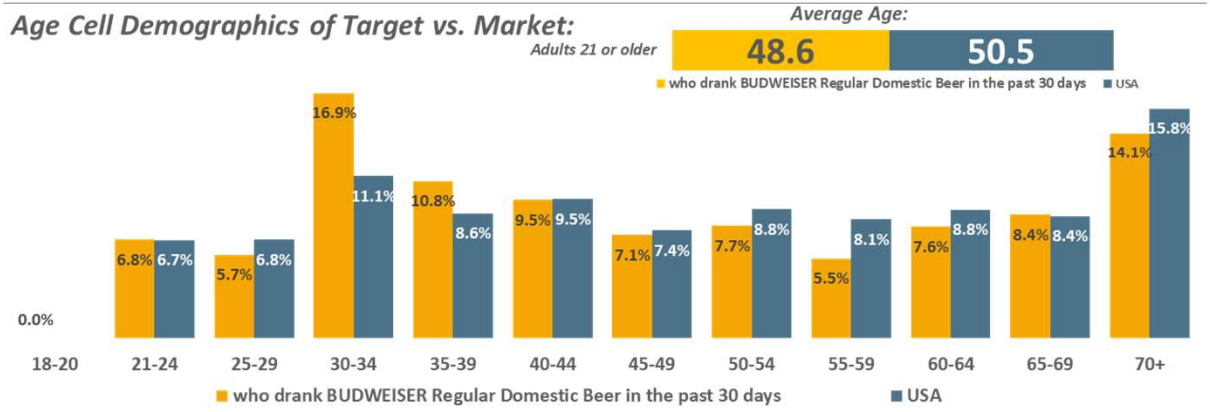
Gender of Target vs. Market: Adults 21 or older



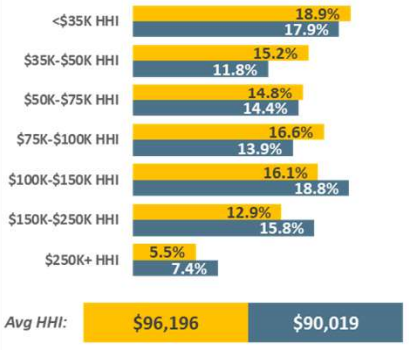
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 5,334

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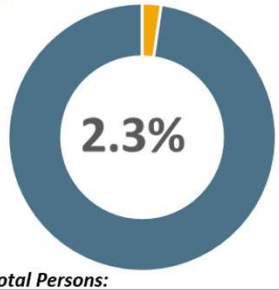
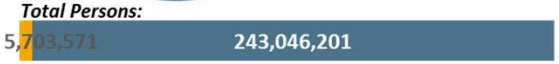
USA Jan23-Feb24 | USA Projection | Qual Intab | 22,851

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days. Typical Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 49.3 years old (2.2% younger than average) and have a $95,915 (6.5% higher than average) annual household ...

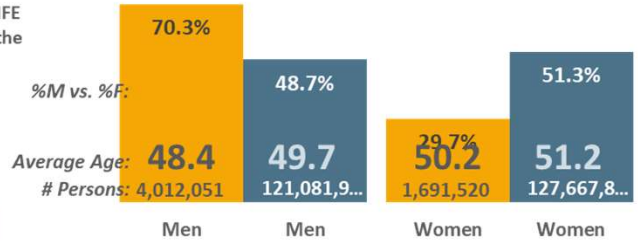
Percent of Market: Adults 21 or older



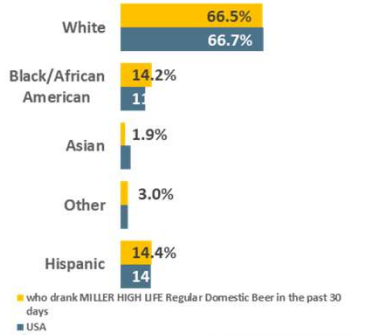
Total Persons:



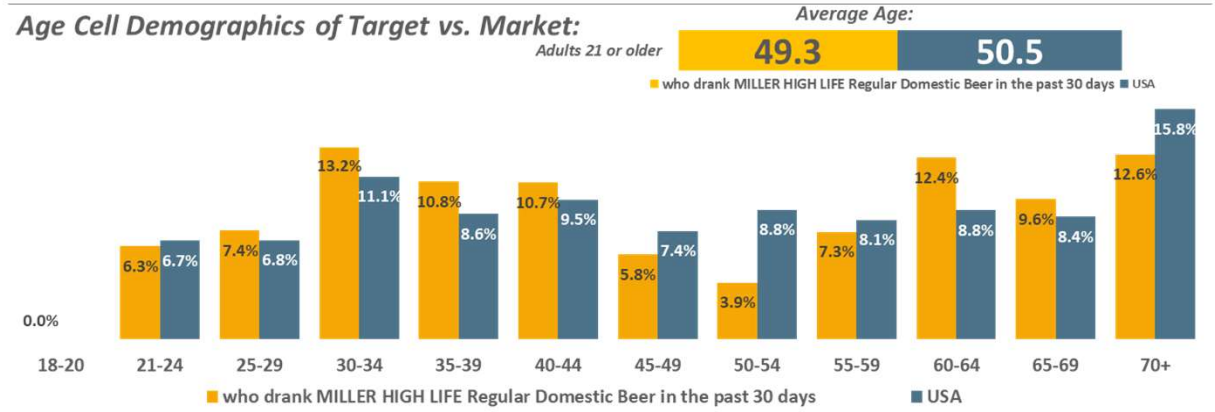
Gender of Target vs. Market: Adults 21 or older



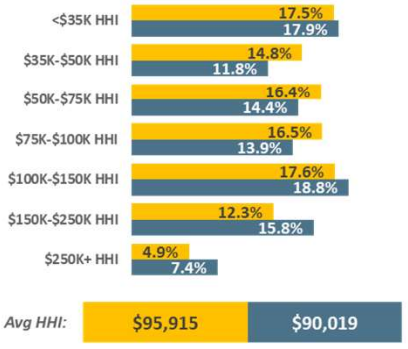
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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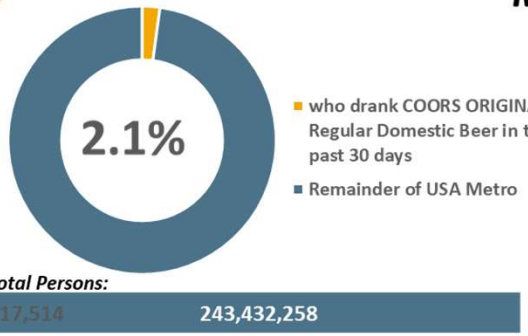
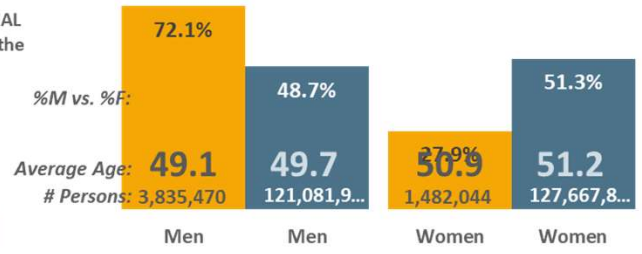
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days.
Typical Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 50. years old (1.% younger than average) and have a $113,520 (26.1% higher than average) annual household…

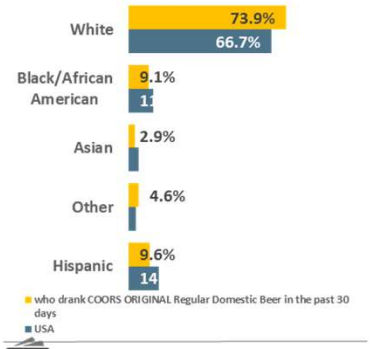
Percent of Market: Adults 21 or older



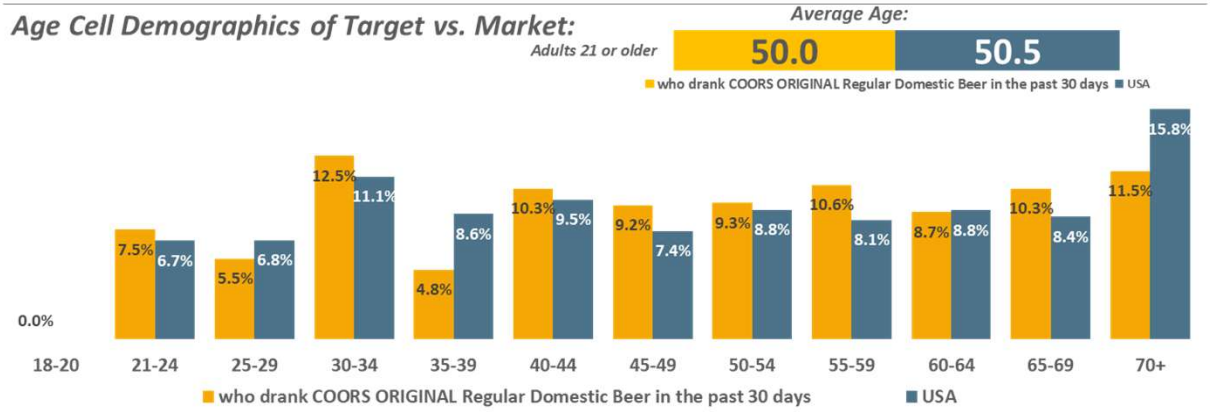
Gender of Target vs. Market: Adults 21 or older



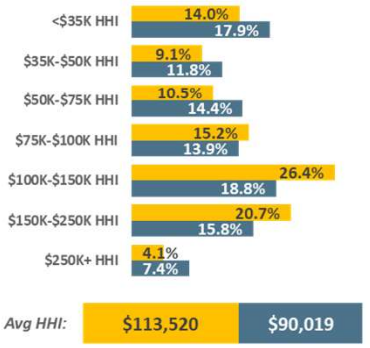
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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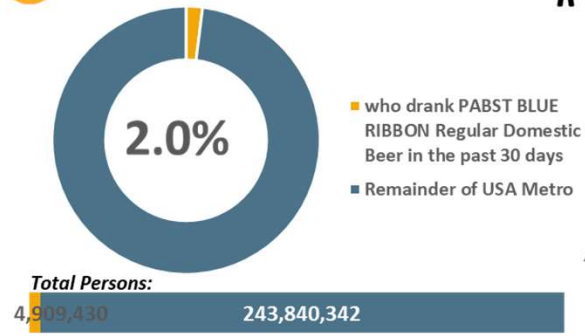
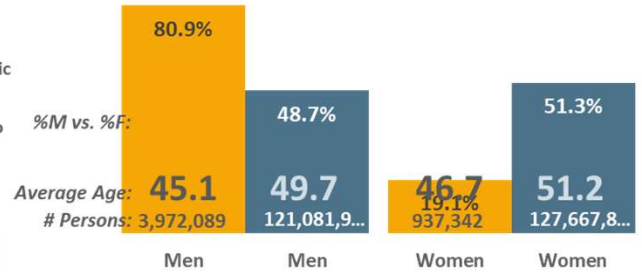
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days.
Typical Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 45.9 years old (9.1% younger than average) and have a $111,490 (23.9% higher than average) annual...

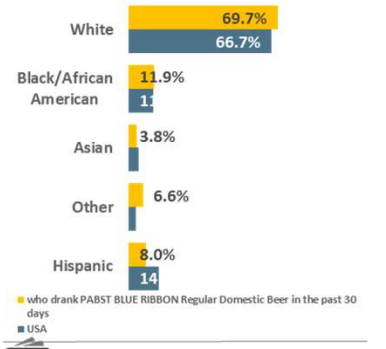
Percent of Market: Adults 21 or older



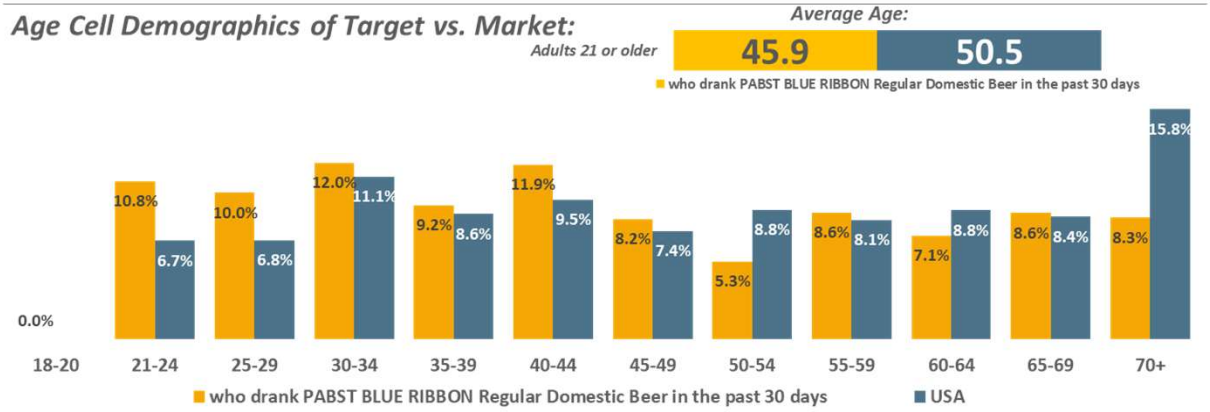
Gender of Target vs. Market: Adults 21 or older



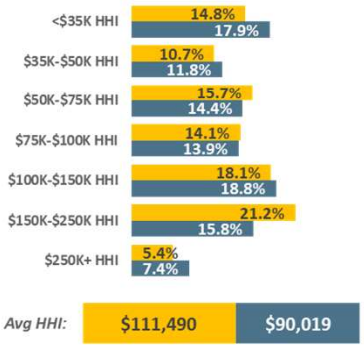
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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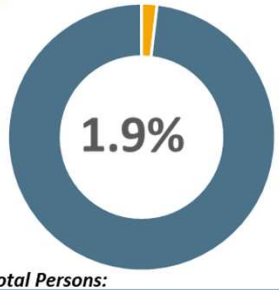
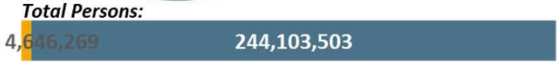
USA Jan23-Feb24 USA Projection Qual Intab 22,851

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30 days. Typical Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 51.5 years old (2.% older than average) and have a $131,675 (46.3% higher than average) annual household…

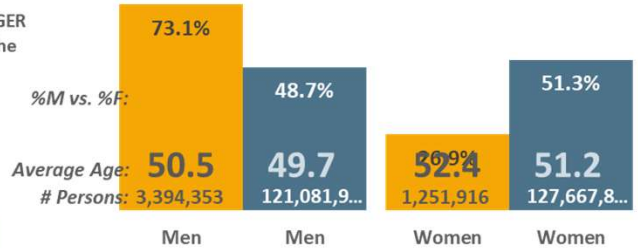
Percent of Market: Adults 21 or older



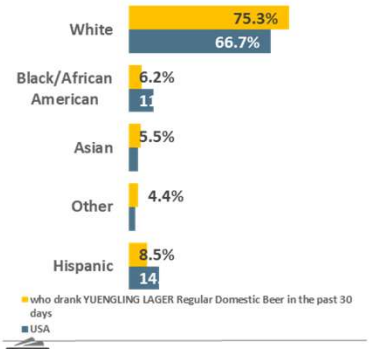
Total Persons:



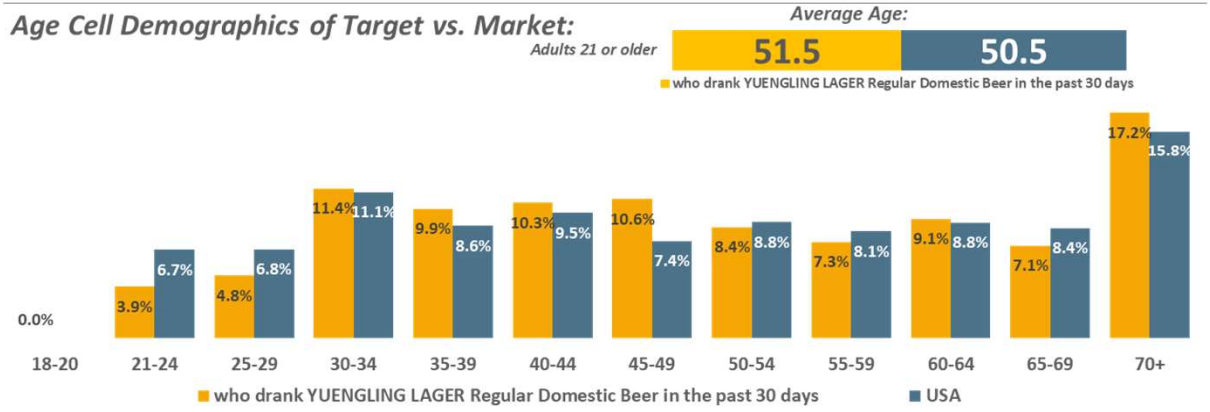
Gender of Target vs. Market: Adults 21 or older



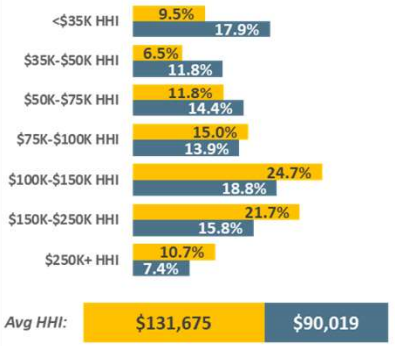
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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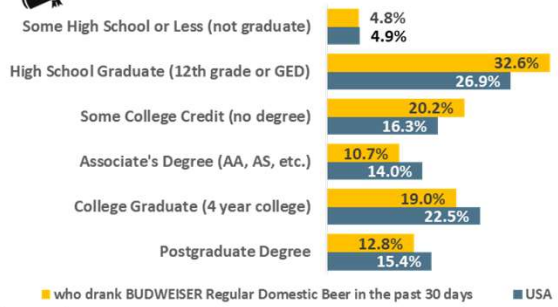
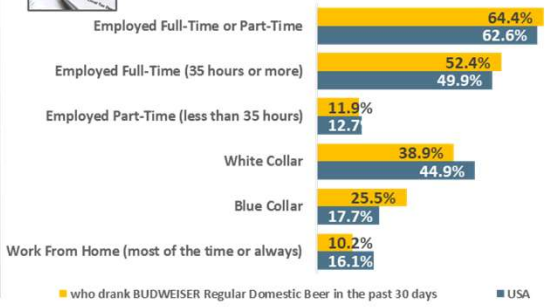
USA Jan23-Feb24 USA Projection Qual Intab 22,851

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are 16.% less likely to be a college graduate, 5.1% more likely to work full-time, 12.8% less likely to be married, 13.7% more likely to be a parent of 1 or more children und

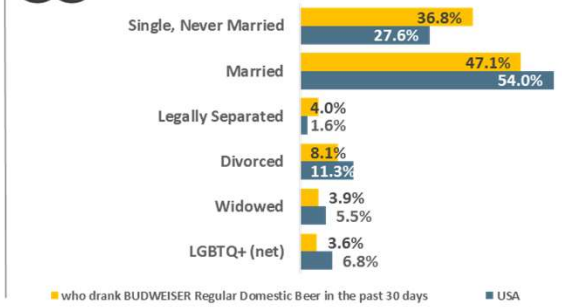
Education Levels: Adults 21 or older



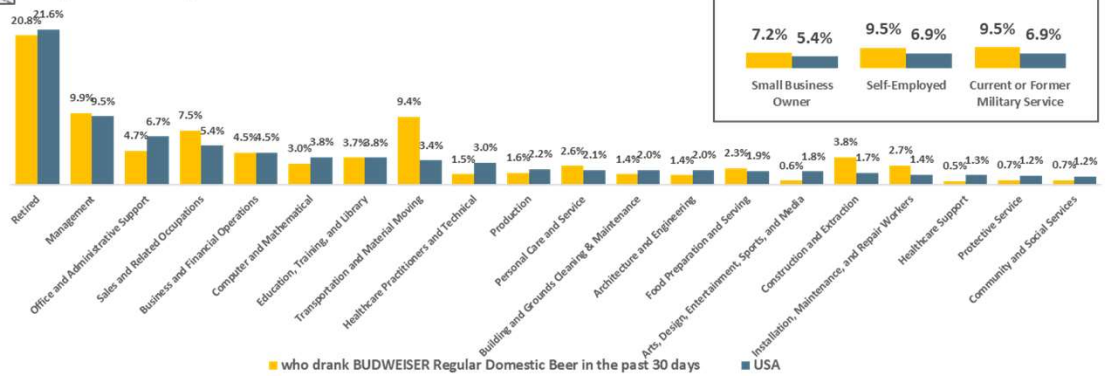
Employment: Adults 21 or older



Marital Status: Adults 21 or older

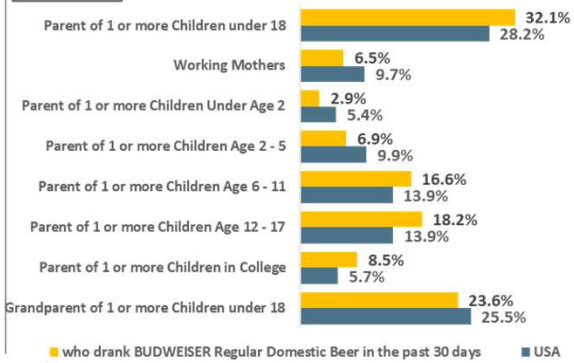


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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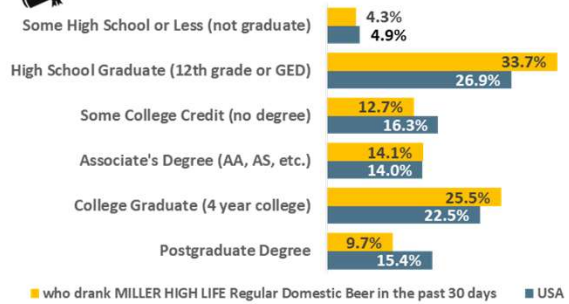
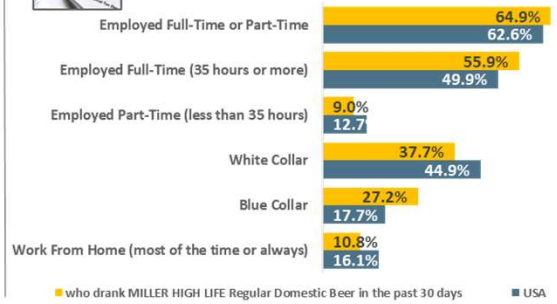
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days. Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 7.1% less likely to be a college graduate, 12.1% more likely to work full-time, 3.1% more likely to be married, 12.2% less likely to be a parent of 1 or more child

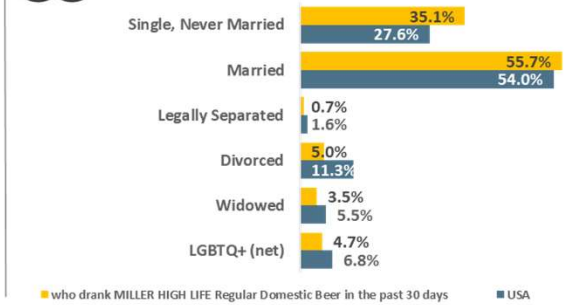
Education Levels: Adults 21 or older



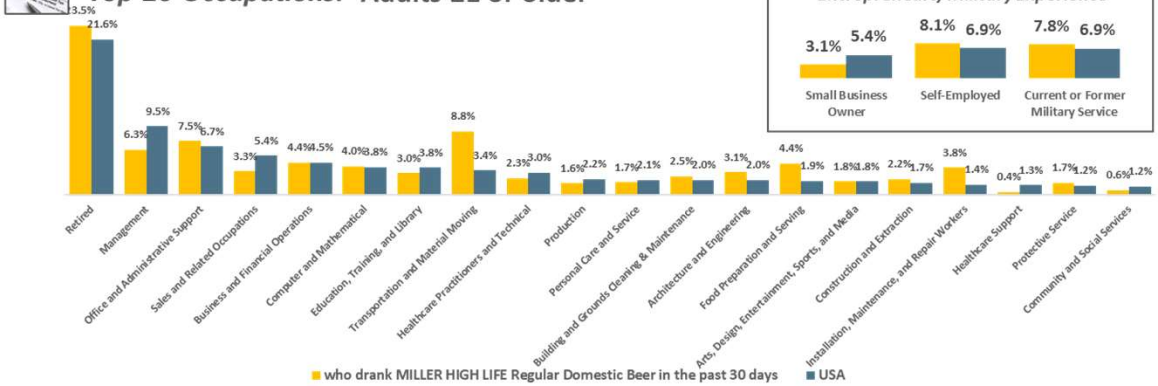
Employment: Adults 21 or older



Marital Status: Adults 21 or older

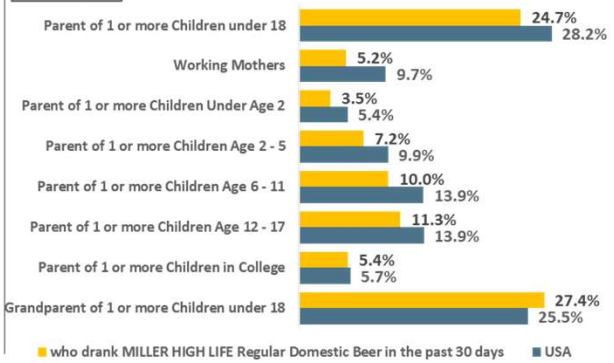


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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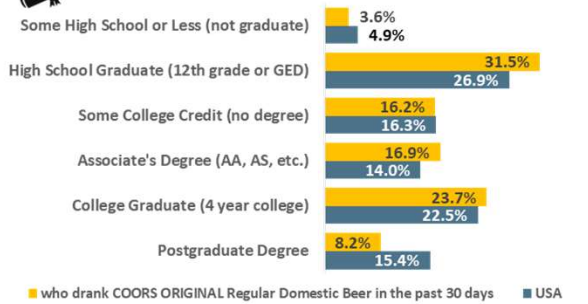
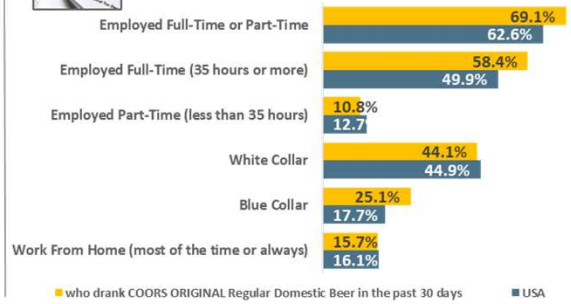
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days. Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 15.8% less likely to be a college graduate, 17.% more likely to work full-time, 18.2% more likely to be married, 6.6% more likely to be a parent of 1 or more childre

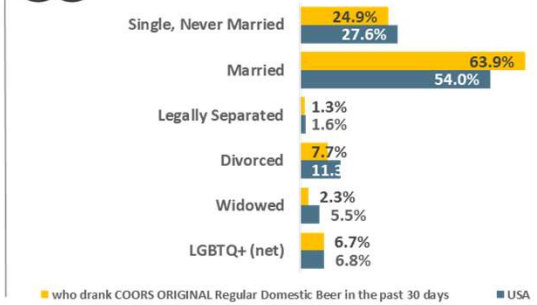
Education Levels: Adults 21 or older



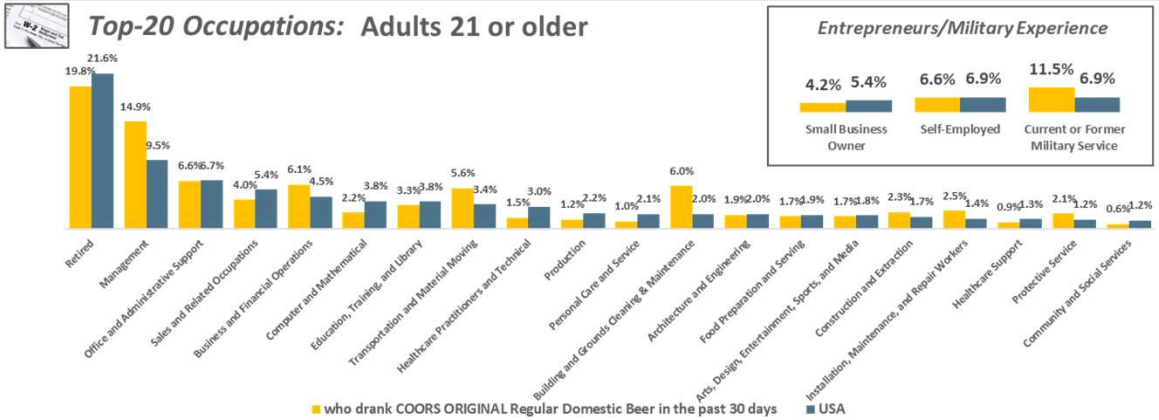
Employment: Adults 21 or older



Marital Status: Adults 21 or older

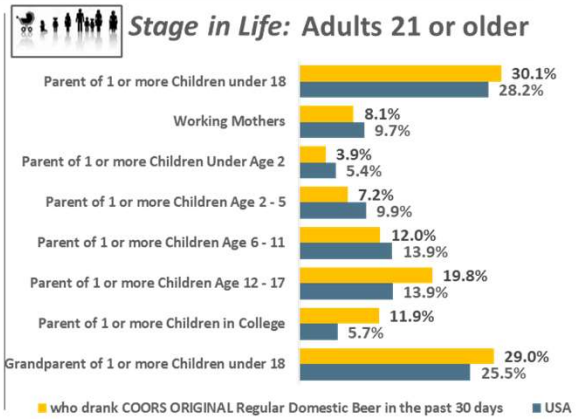


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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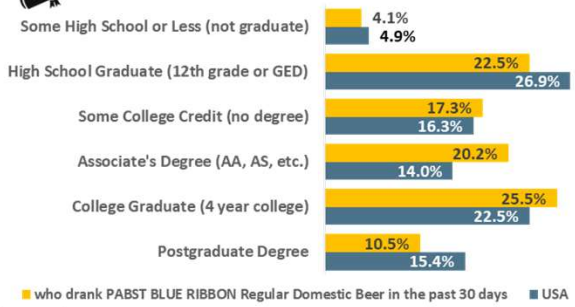
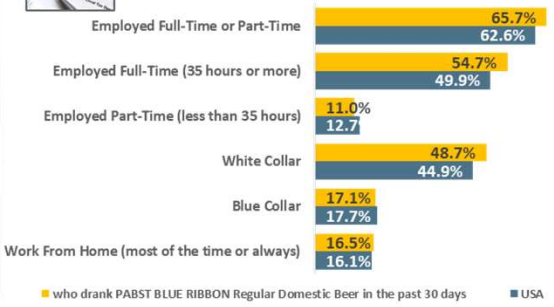
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days. Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 5.% less likely to be a college graduate, 9.7% more likely to work full-time, 18.4% less likely to be married, 27.3% less likely to be a parent of 1 or more child

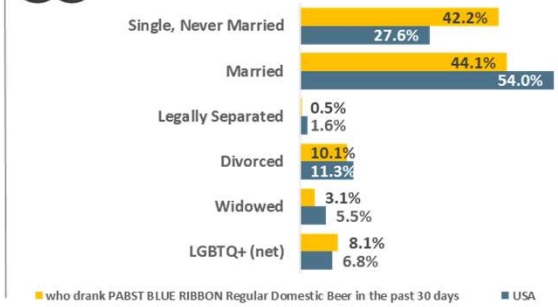
Education Levels: Adults 21 or older



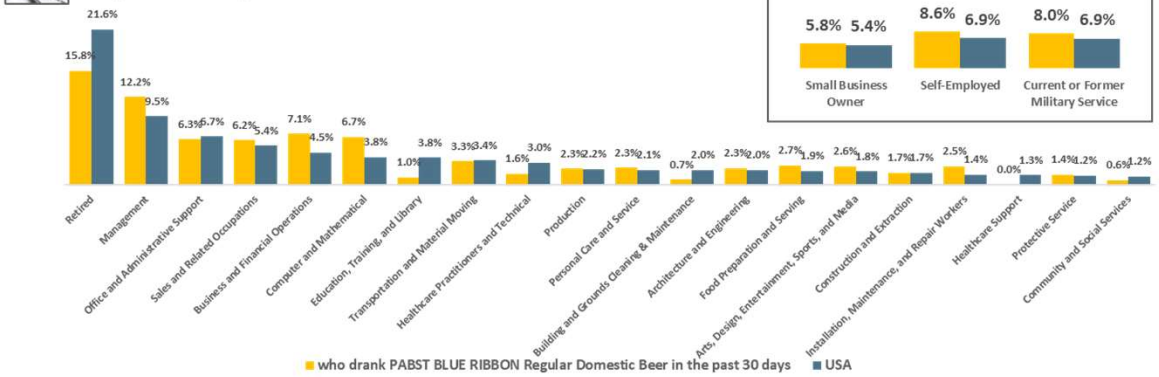
Employment: Adults 21 or older



Marital Status: Adults 21 or older

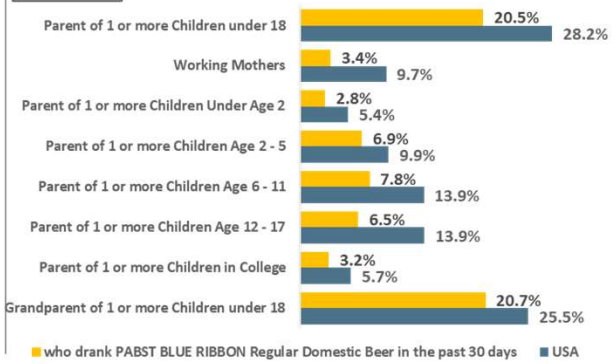


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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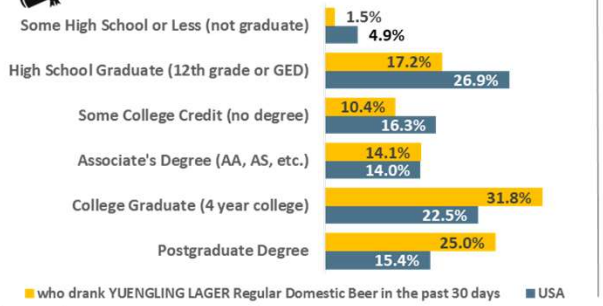
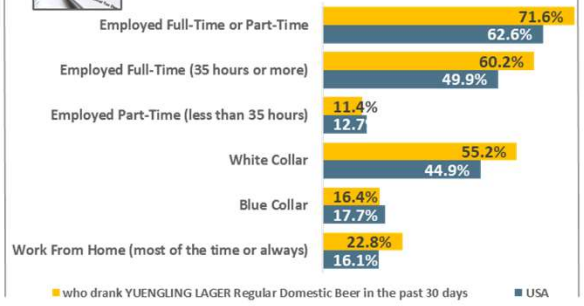
USA Jan23-Feb24 USA Projection Qual Intab 22,851

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 50.1% more likely to be a college graduate, 20.8% more likely to work full-time, 27.5% more likely to be married, 14.7% more likely to be a parent of 1 or more chil

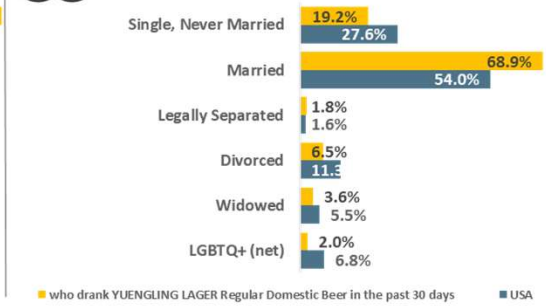
Education Levels: Adults 21 or older



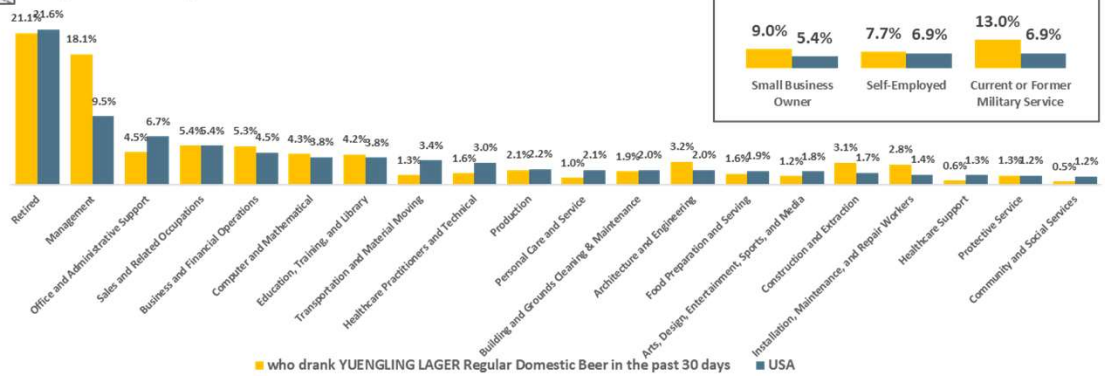
Employment: Adults 21 or older



Marital Status: Adults 21 or older

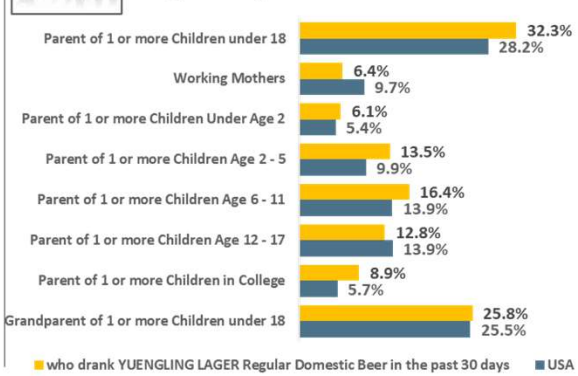


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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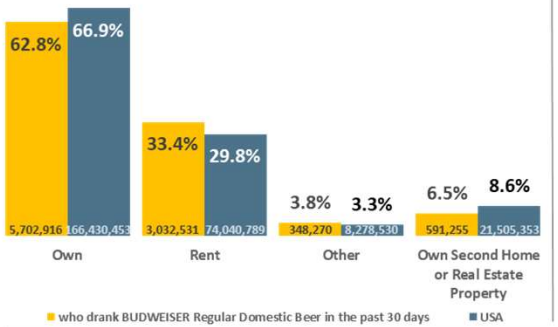
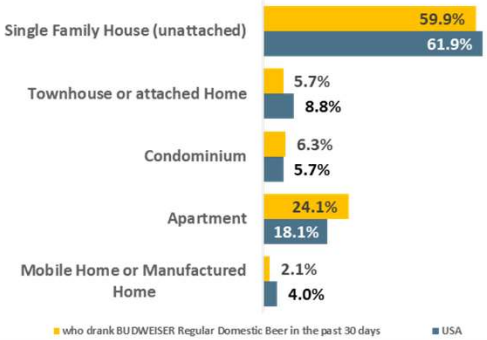
USA Jan23-Feb24 USA Projection Qual Intab 22,851

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are 6.2% less likely to own their home, .8% more likely to own a lower valued home, 3.2% less likely to have a single-family home, .8% more likely to have a dog.

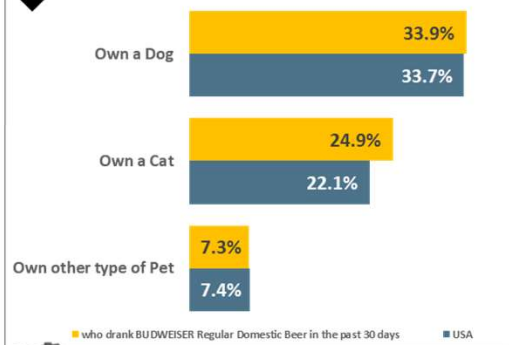
Own/Rent/Other: Adults 21 or older



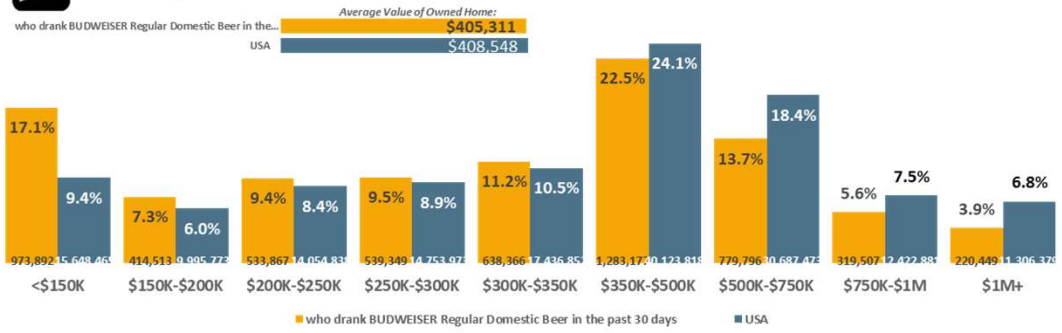
Type of Home: Adults 21 or older



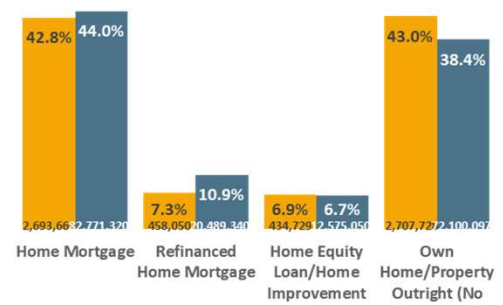
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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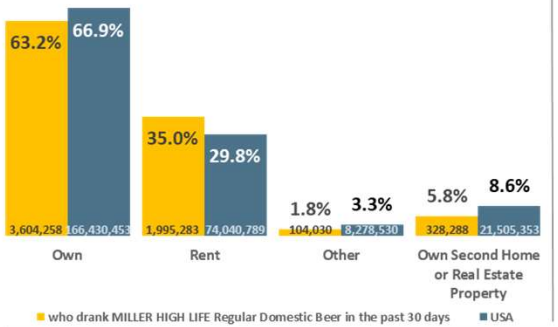
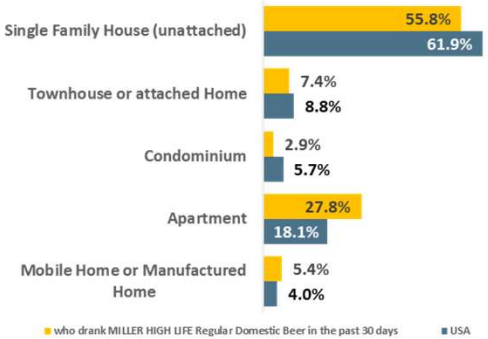
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days. Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 5.6% less likely to own their home, 2.6% more likely to own a higher valued home, 9.8% less likely to have a single-family home, 11.7% less likely to have a dog.

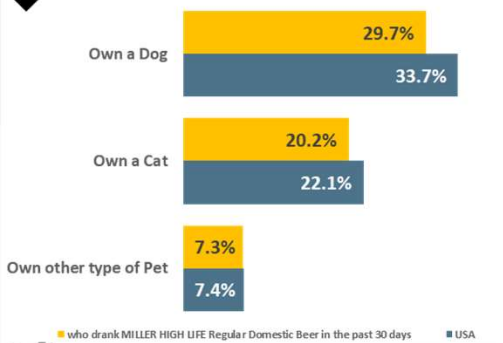
Own/Rent/Other: Adults 21 or older



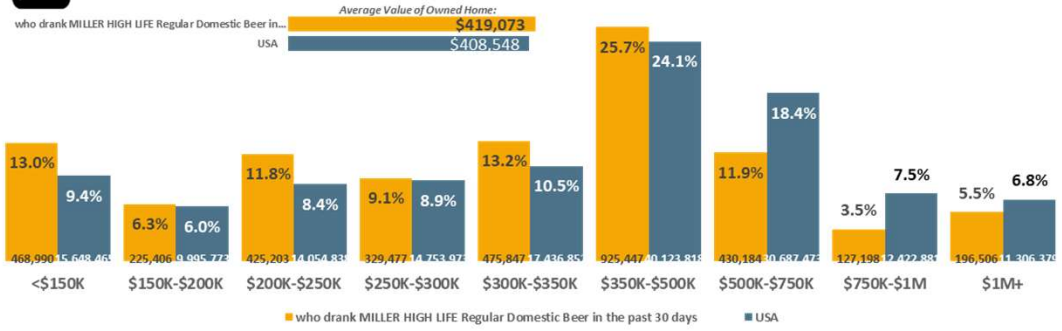
Type of Home: Adults 21 or older



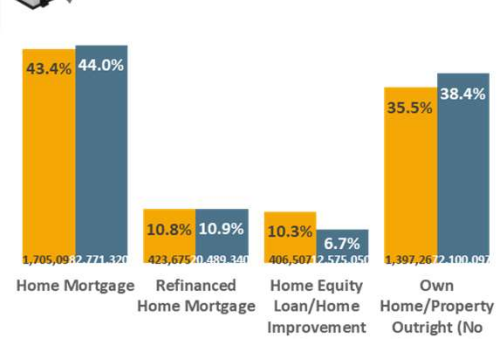
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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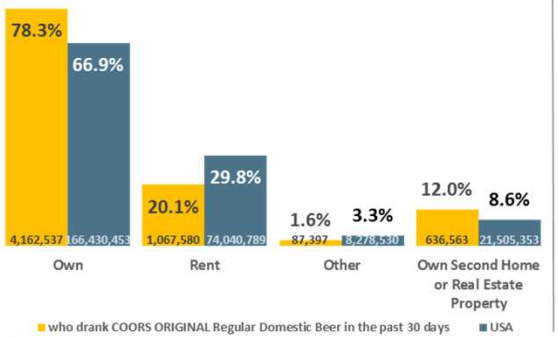
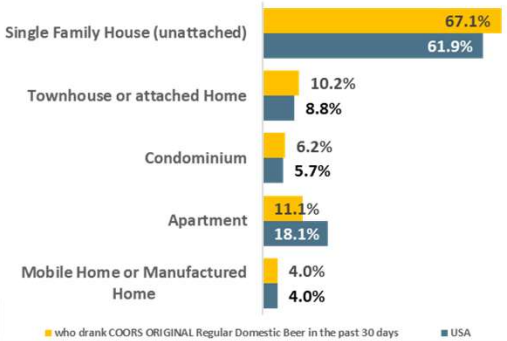
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days. Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 17.% more likely to own their home, 3.6% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 2.5% less likely to have a dog.

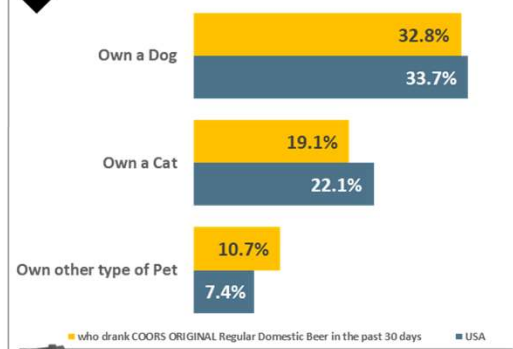
Own/Rent/Other: Adults 21 or older



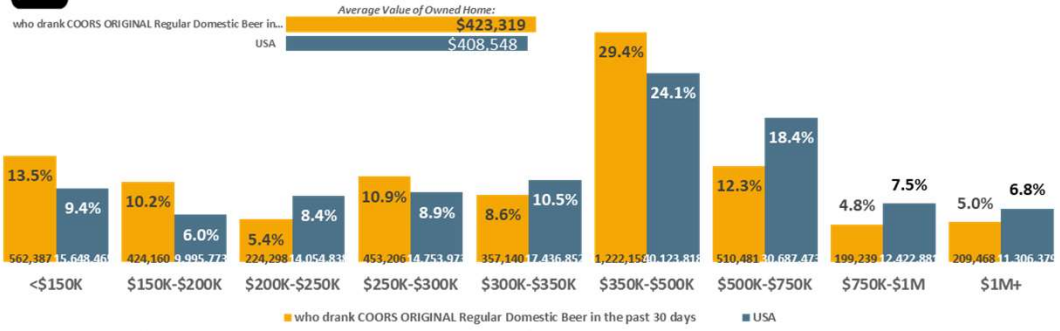
Type of Home: Adults 21 or older



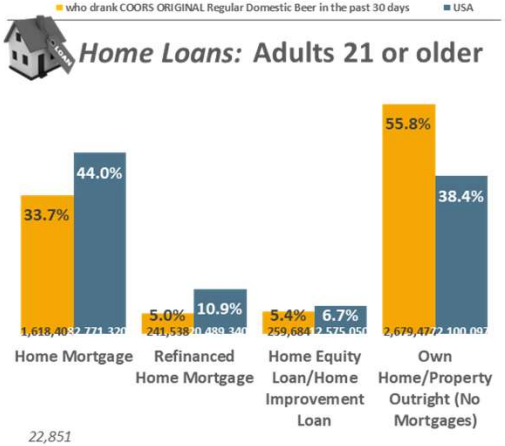
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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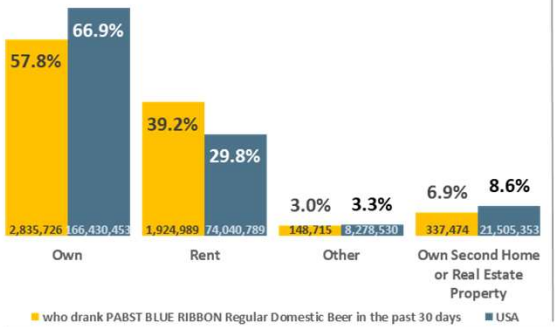
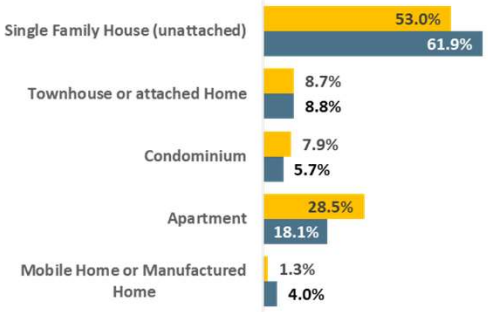
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days. Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 13.7% less likely to own their home, 15.% more likely to own a higher valued home, 14.5% less likely to have a single-family home, 21.3% less likely to have a dog

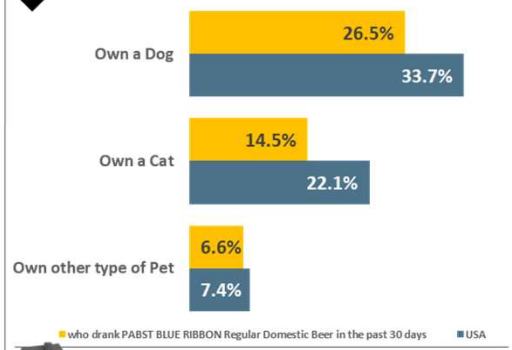
Own/Rent/Other: Adults 21 or older



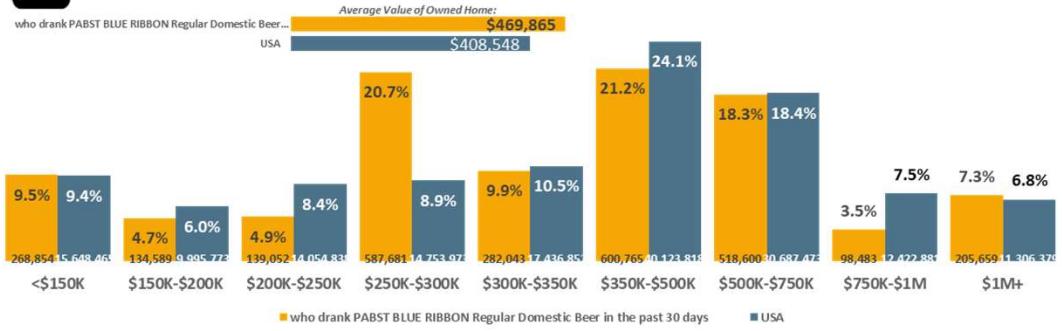
Type of Home: Adults 21 or older



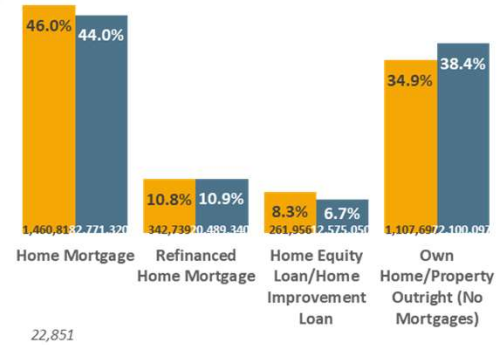
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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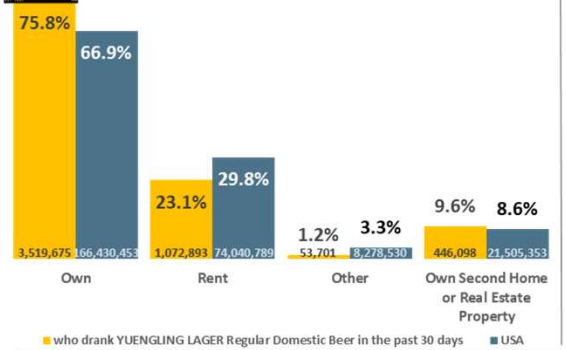
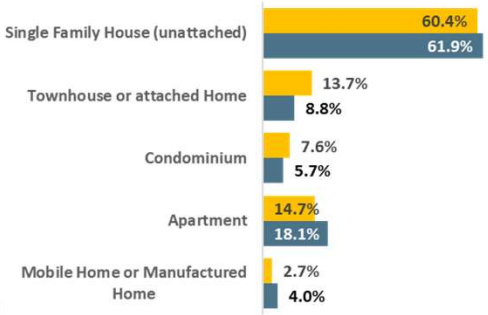
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 13.2% more likely to own their home, 49.6% more likely to own a higher valued home, 2.4% less likely to have a single-family home, 3.9% less likely to have a dog.

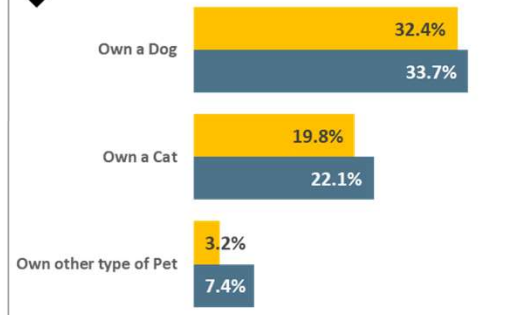
Own/Rent/Other: Adults 21 or older



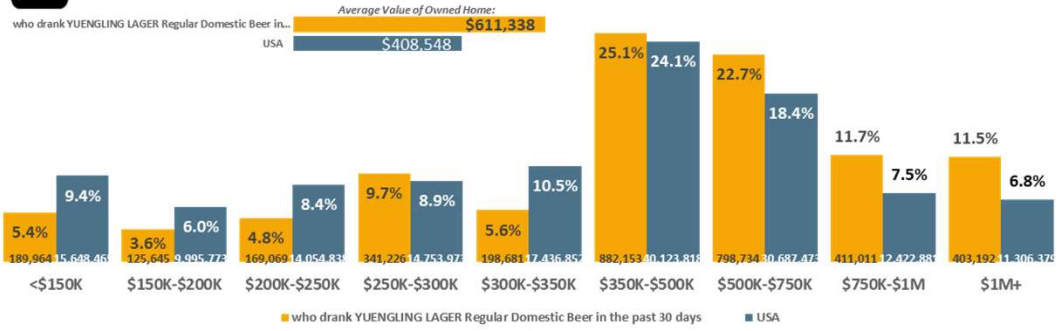
Type of Home: Adults 21 or older



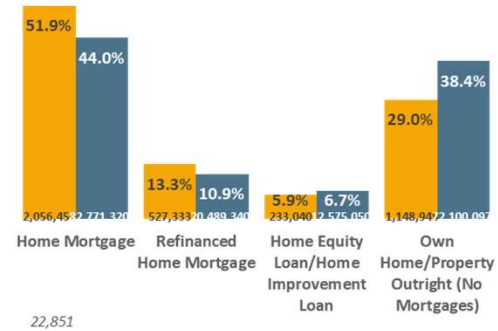
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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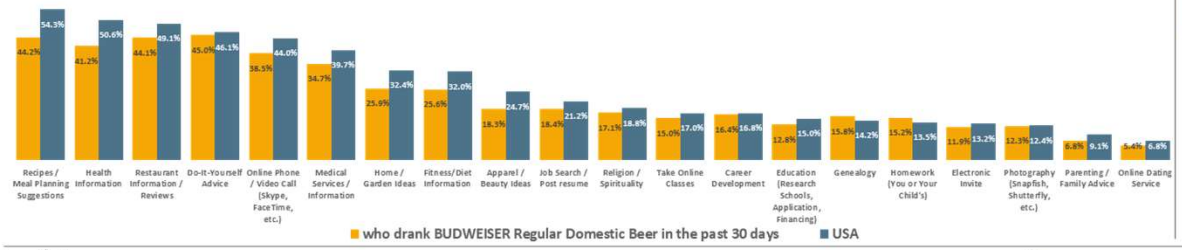
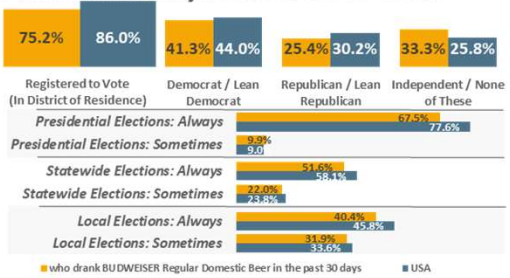
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are 2.3% less likely to look up D-I-Y advice online, 11.8% less likely to always vote in local elections, 20.5% more likely to belong to a gym, 5.7% more likely to fly domest

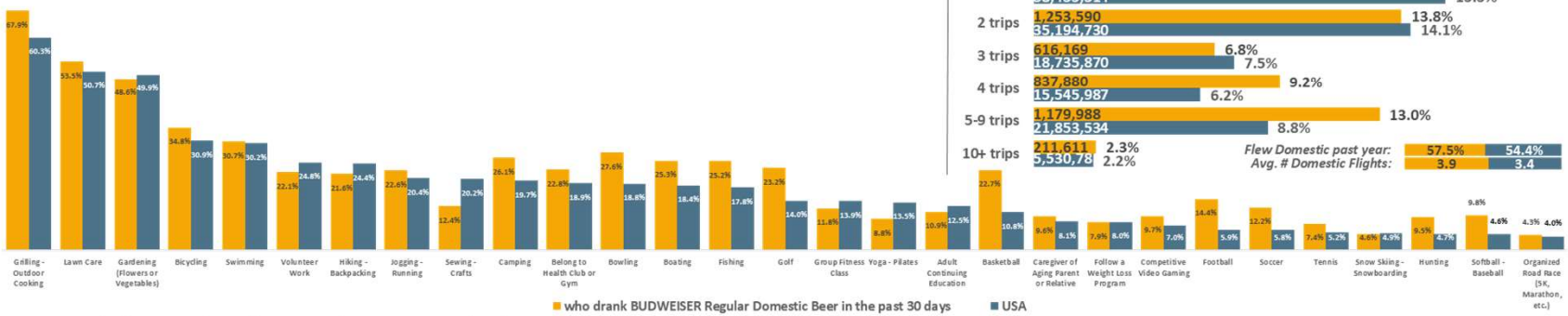
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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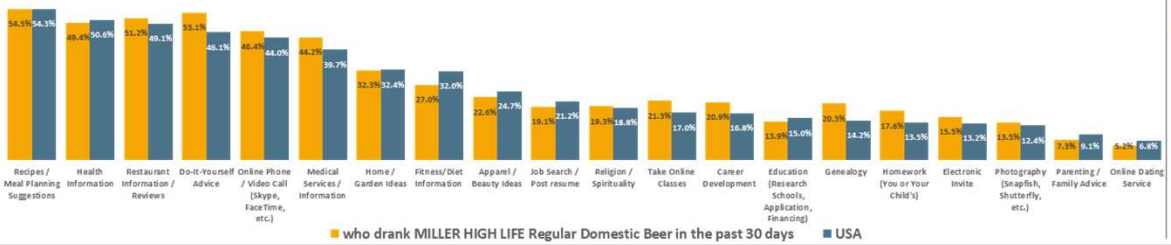
USA Jan23-Feb24 USA Projection Qual Intab 22,851

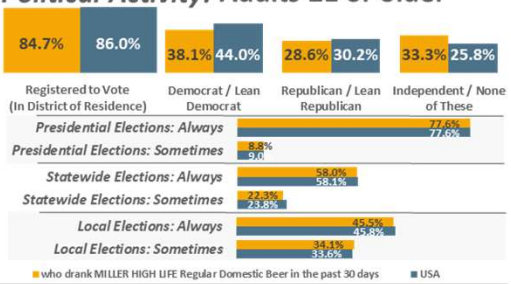
Domestic regular beer drank past 30 days: Budweiser

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30… Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 15.2% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 21.2% more likely to belong to a gym, 12.3% more likely to fly

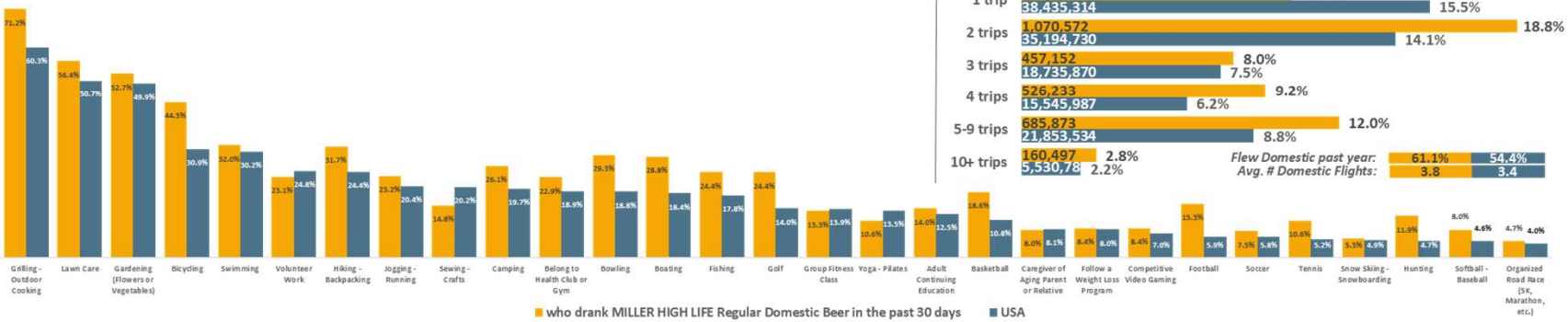
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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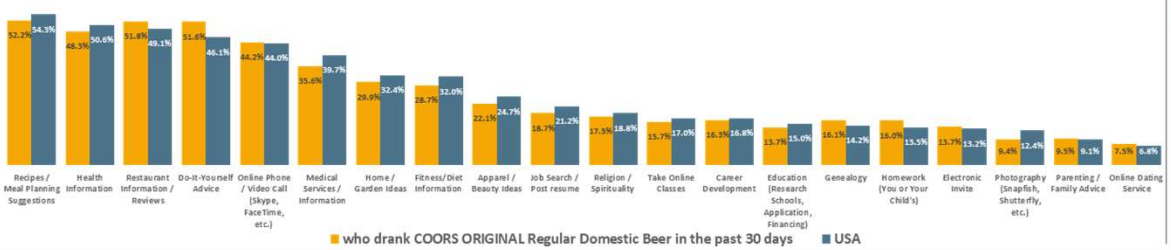
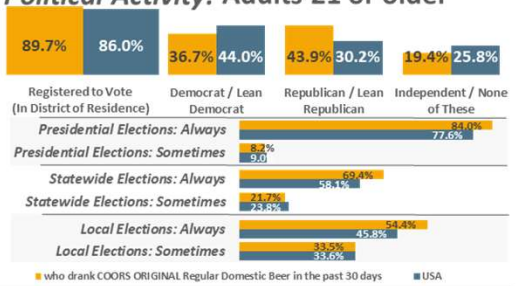
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days. Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 12.% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 9.6% more likely to belong to a gym, 20.7% more likely to fly d

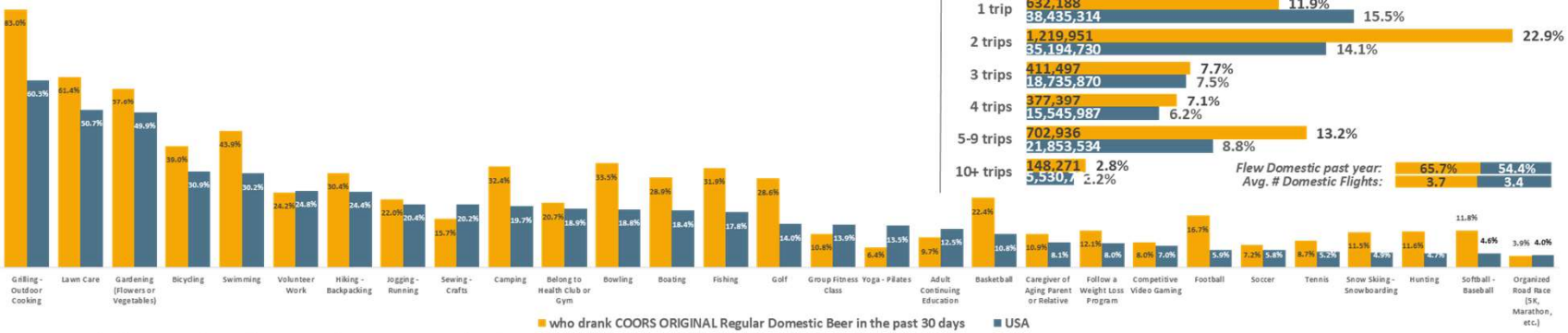
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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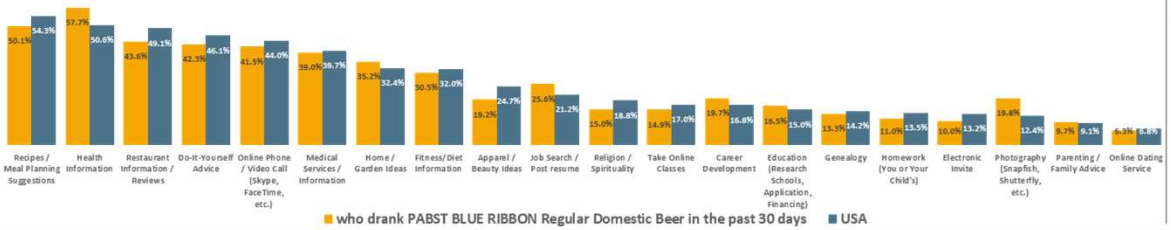
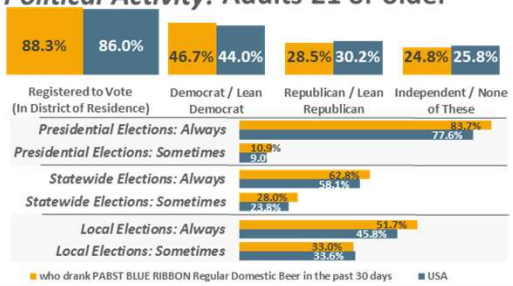
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30… Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 8.2% less likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, 8.2% more likely to belong to a gym, 9.6% more likely to fly

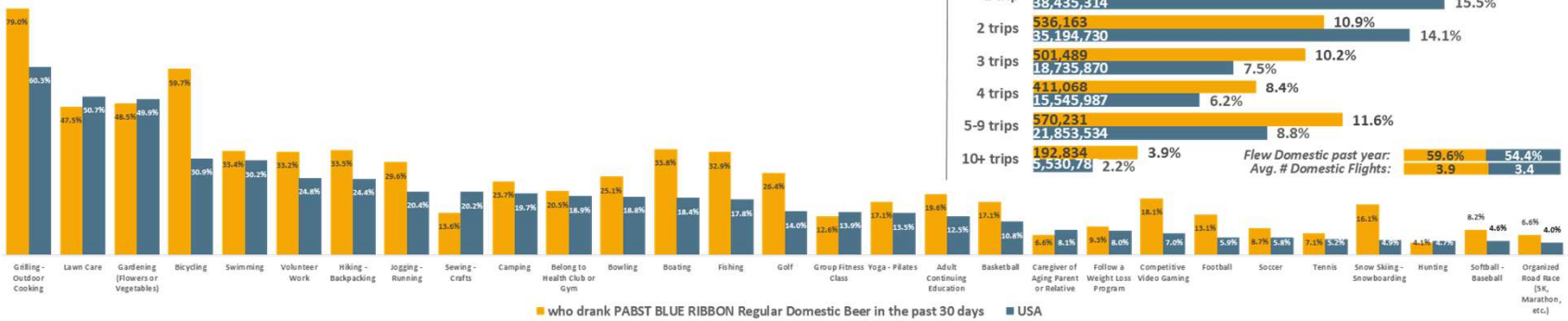
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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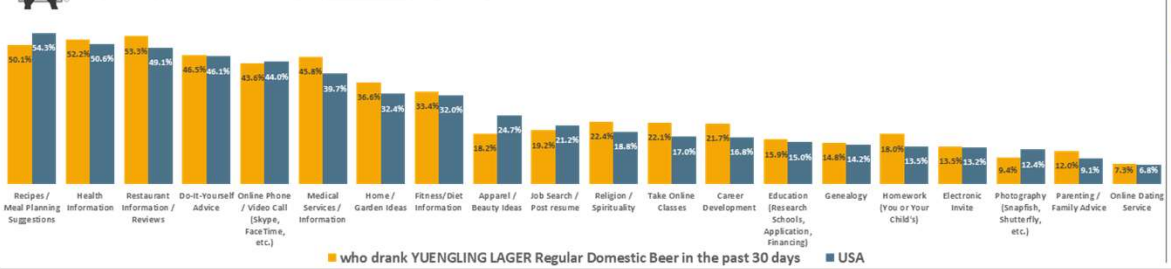
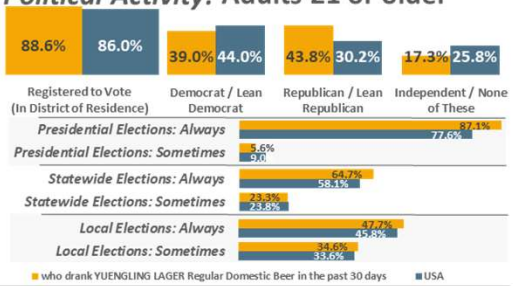
USA Jan23-Feb24 USA Projection Qual Intab 22,851

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30…
Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 1.% more likely to look up D-I-Y advice online, 4.1% more likely to always vote in local elections, 22.6% more likely to belong to a gym, 22.2% more likely to fly d

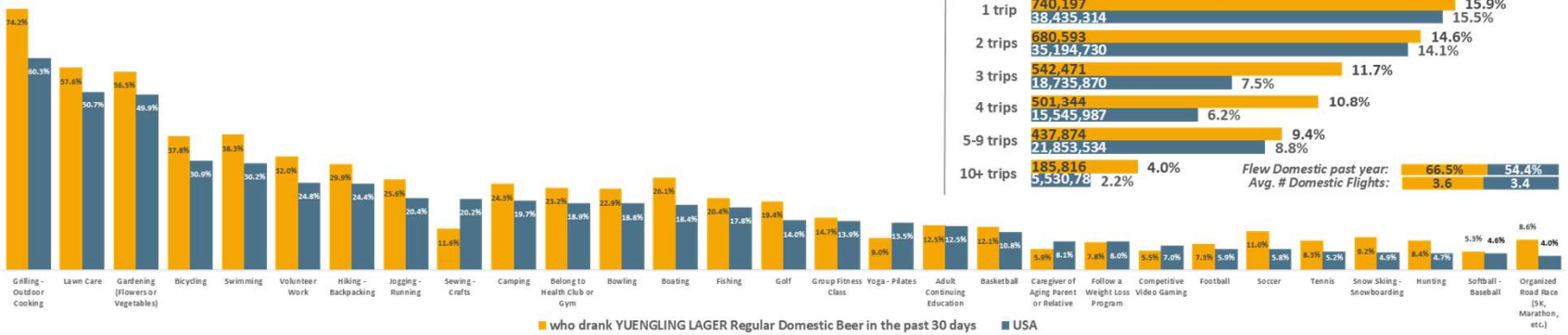
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

Domestic regular beer drank past 30 days: Yuengling

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are 6.% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 37.7% more likely to use Casinos past yr., 125.8% more likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



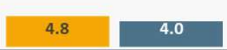
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

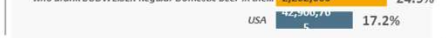


Top-10 Cuisines: Adults 21 or older

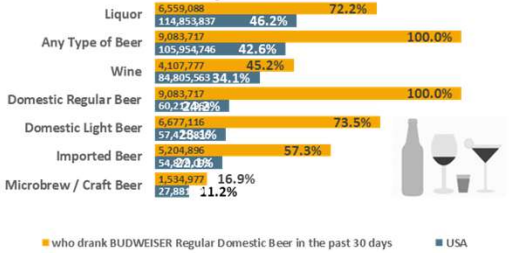
(Sit-Down Restaurants Used Past 30-days)



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

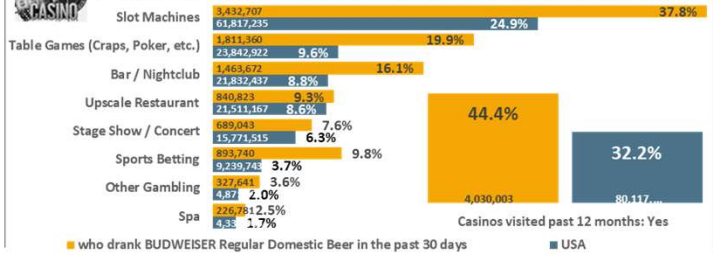


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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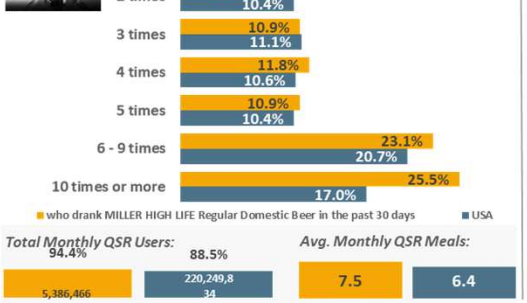
USA Jan23-Feb24 USA Projection Qual Intab 22,851

Domestic regular beer drank past 30 days: Budweiser

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days. Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 6.7% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 32.8% more likely to smoke

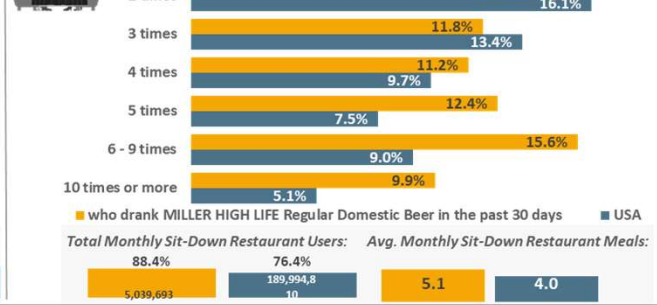
Past 30-days QSR Users: Adults 21 or older





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

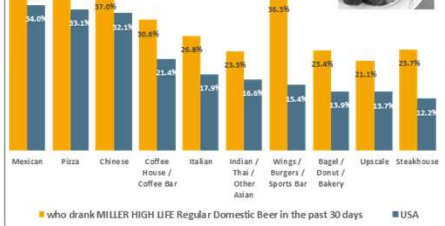




Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)





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

who drank MILLER HIGH LIFE Regular Domestic Beer in... 1,285,264 22.5%

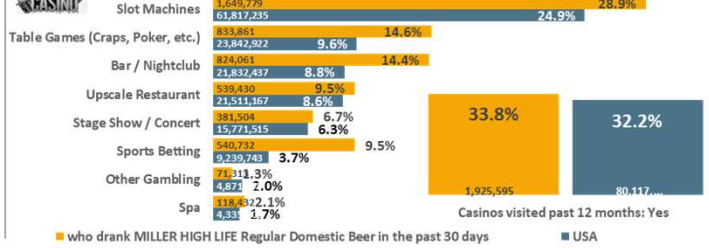
USA 17.2%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

Domestic regular beer drank past 30 days: Miller High Life

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days. Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 5.3% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 44.9% more likely to use Casinos past yr., 51.% more likely to smoke c

Past 30-days QSR Users: Adults 21 or older



	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
1 time	6.0%	8.4%
2 times	8.6%	10.4%
3 times	9.7%	11.1%
4 times	9.7%	10.6%
5 times	11.1%	10.4%
6 - 9 times	23.6%	20.7%
10 times or more	24.5%	17.0%

Total Monthly QSR Users: 93.3% (4,959,695) | 88.5% (220,249,834)

Avg. Monthly QSR Meals: 7.4 | 6.4

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



	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
1 time	15.5%	15.7%
2 times	12.6%	16.1%
3 times	16.1%	13.4%
4 times	10.2%	9.7%
5 times	13.4%	7.5%
6 - 9 times	13.5%	9.0%
10 times or more	8.3%	5.1%

Total Monthly Sit-Down Restaurant Users: 89.7% (4,768,308) | 76.4% (189,994,810)

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

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
Mexican	44.9%	34.0%
Pizza	45.2%	33.1%
Chinese	34.5%	32.1%
Coffee House / Coffee Bar	32.4%	21.4%
Italian	27.0%	17.9%
Indian / Thai / Other Asian	16.4%	16.6%
Wings / Burgers / Sports Bar	37.0%	15.4%
Bagel / Donut / Bakery	15.6%	13.9%
Upscale	17.7%	13.7%
Steakhouse	23.5%	12.2%

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

who drank COORS ORIGINAL Regular Domestic Beer in... 730,235 — 13.7%

USA — 17.2%

Drank Past 30-days: Adults 21 or older

	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
Liquor	3,966,784 — 74.6%	114,853,837 — 46.2%
Any Type of Beer	5,317,514 — 100.0%	105,954,746 — 42.6%
Wine	2,586,805 — 48.6%	84,805,563 — 34.1%
Domestic Regular Beer	5,317,514 — 100.0%	60,2[illegible] — 24.2%
Domestic Light Beer	4,470,521 — 84.1	57,42[illegible] — 23.1%
Imported Beer	3,068,645 — 57.7%	54,82[illegible] — 22.1%
Microbrew / Craft Beer	1,121,176 — 21.1%	27,881 — 11.2%



Past 12 months Casino Activities: Adults 21 or older

	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
Slot Machines	2,133,333 — 40.1%	61,817,235 — 24.9%
Table Games (Craps, Poker, etc.)	947,296 — 17.8%	23,842,922 — 9.6%
Bar / Nightclub	1,115,686 — 21.0%	21,832,43[illegible] — 8.8%
Upscale Restaurant	795,896 — 15.0%	21,511,16[illegible] — 8.6%
Stage Show / Concert	700,437 — 13.2%	15,771,515 — 6.3%
Sports Betting	756,968 — 14.2%	9,239,7[illegible] — 3.7%
Other Gambling	210,924 — 4.0%	4,8[illegible] — 2.0%
Spa	225,002 — 4.2%	4,3[illegible] — 1.7%

Casinos visited past 12 months: Yes — 46.7% (2,482,419) | 32.2% (80,117,...)

Used Past 30-days: Adults 21 or older



	who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days	USA
Marijuana / Cannabis	19.8% (1,052,176)	14.8% (36,800,940)
Cigarettes	15.1% (802,074)	10.0% (24,849,095)
Vape	8.0% (425,348)	5.3% (13,251,042)

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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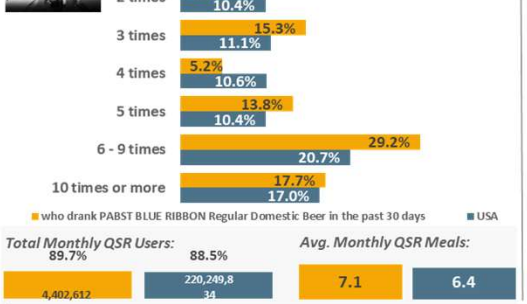
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

Domestic regular beer drank past 30 days: Coors Original

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days. Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 1.3% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 21.3% more likely to use Casinos past yr., 86.3% more likely to smo

Past 30-days QSR Users: Adults 21 or older



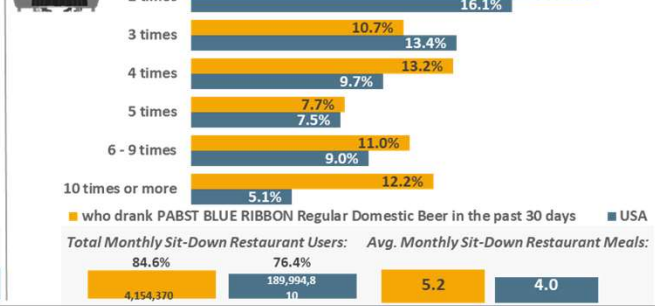


Total Monthly QSR Users: 89.7% 88.5% 4,402,612 220,249,834

Avg. Monthly QSR Meals: 7.1 6.4

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





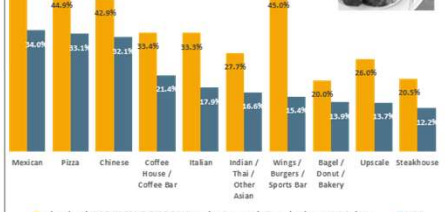
Total Monthly Sit-Down Restaurant Users: 84.6% 76.4% 4,154,370 189,994,810

Avg. Monthly Sit-Down Restaurant Meals: 5.2 4.0

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



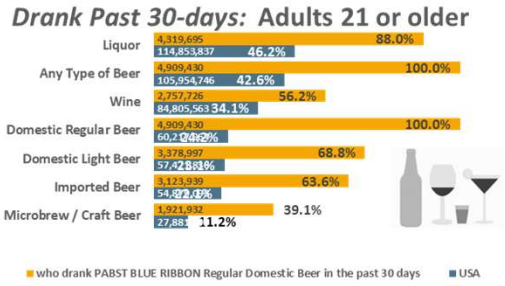


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who drank PABST BLUE RIBBON Regular Domestic Beer... 942,145 19.2%

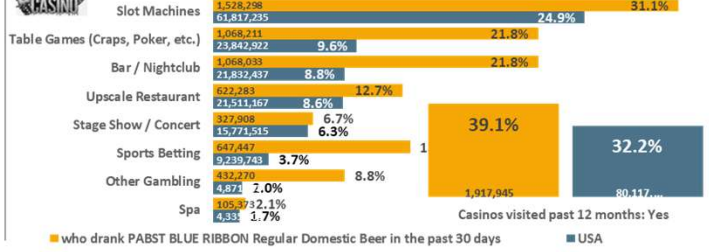
USA 17.2%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

Domestic regular beer drank past 30 days: Pabst Blue Ribbon

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 3.5% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 46.% less likely to smoke ci

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

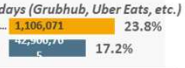
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 21 or older

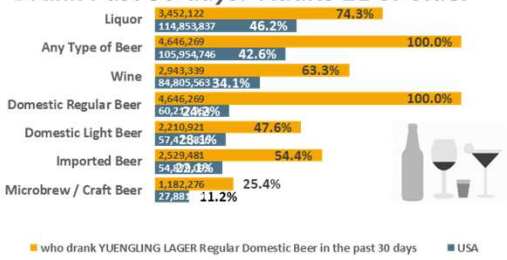
(Sit-Down Restaurants Used Past 30-days)



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

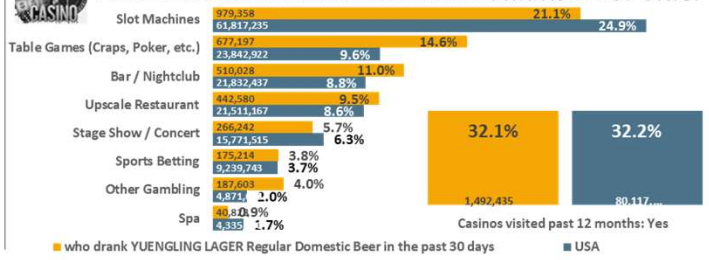


Drank Past 30-days: Adults 21 or older



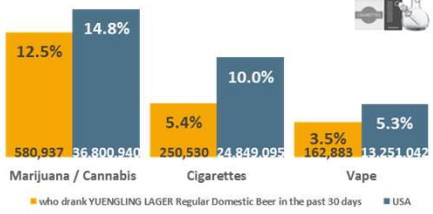
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,334*

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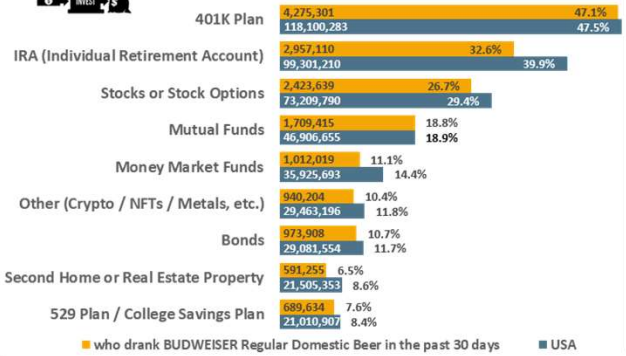
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

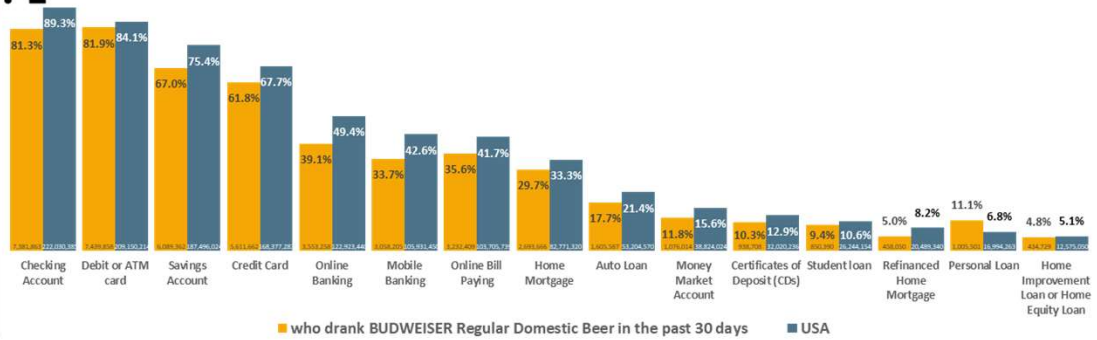
Domestic regular beer drank past 30 days: Yuengling

3.7% or 9,083,717 of USA Adults 21 or older drank BUDWEISER Regular Domestic Beer in the past 30 days. Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days are .9% less likely to have a 401K, 17.4% less likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



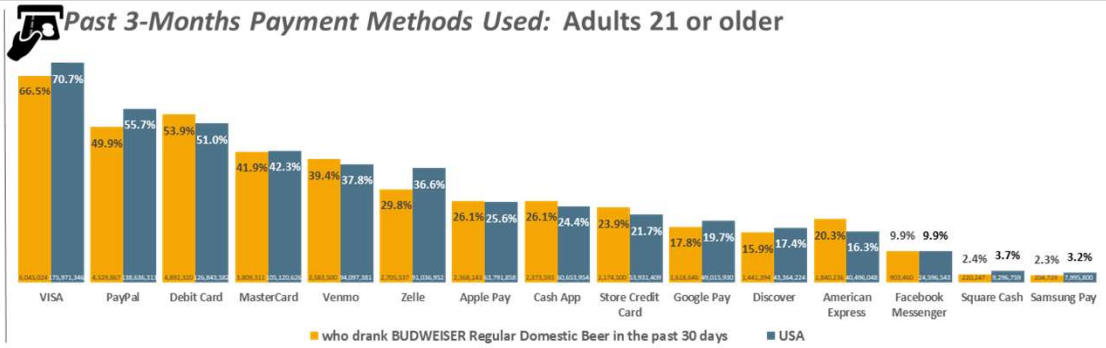
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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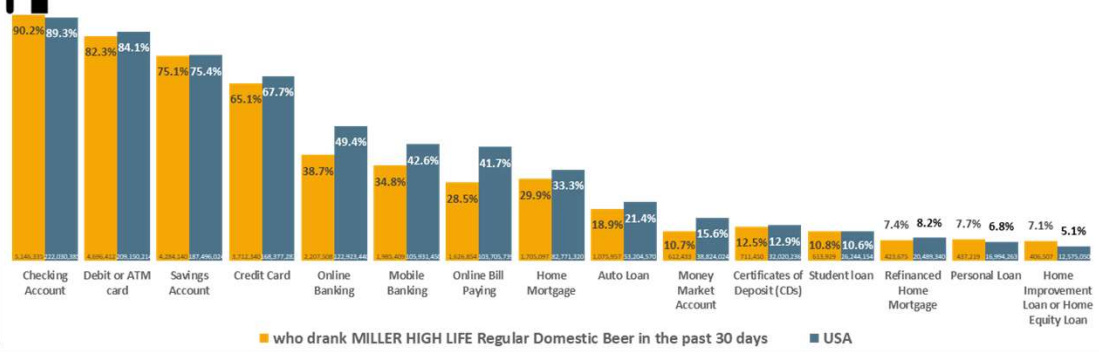
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.3% or 5,703,571 of USA Adults 21 or older drank MILLER HIGH LIFE Regular Domestic Beer in the past 30... Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days are 2.3% more likely to have a 401K, 11.8% less likely to have an Auto Loan, 21.8% more likely to Invest/Trade Stocks Online, 6.9% less likely to pay with their Debit

Investments Owned: Adults 21 or older



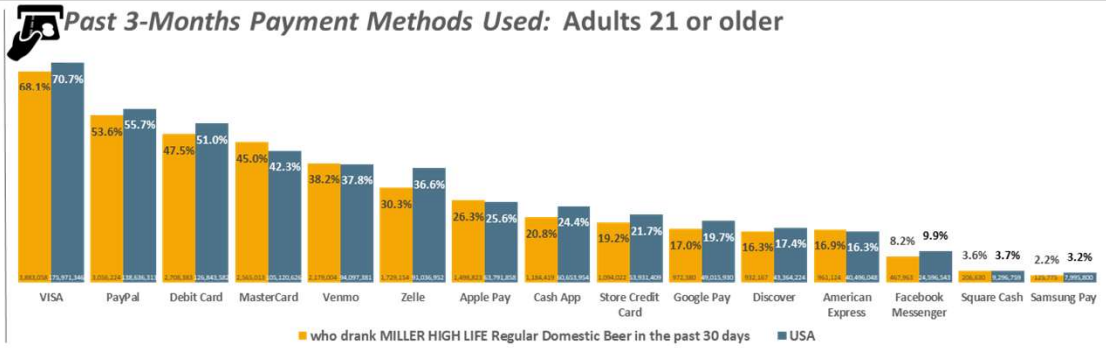
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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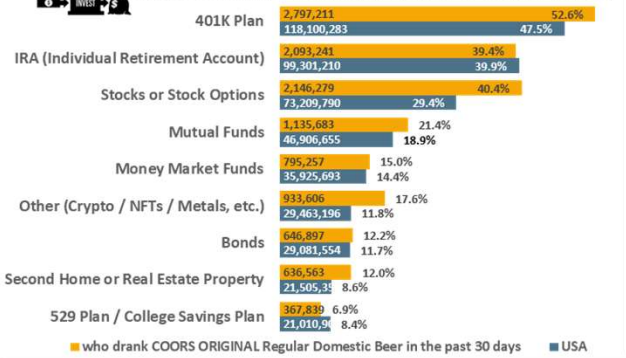
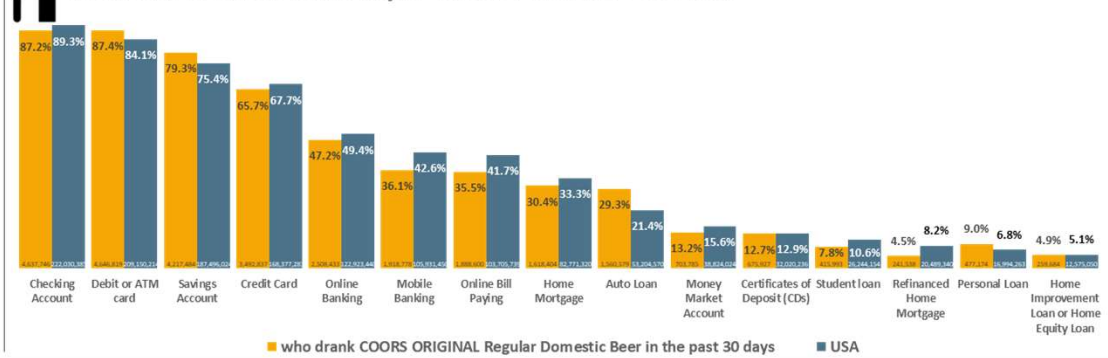
USA Jan23-Feb24 USA Projection Qual Intab 22,851

2.1% or 5,317,514 of USA Adults 21 or older drank COORS ORIGINAL Regular Domestic Beer in the past 30 days. Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days are 10.8% more likely to have a 401K, 37.2% more likely to have an Auto Loan, 22.9% more likely to Invest/Trade Stocks Online, 24.5% more likely to pay with their Debit

Investments Owned: Adults 21 or older



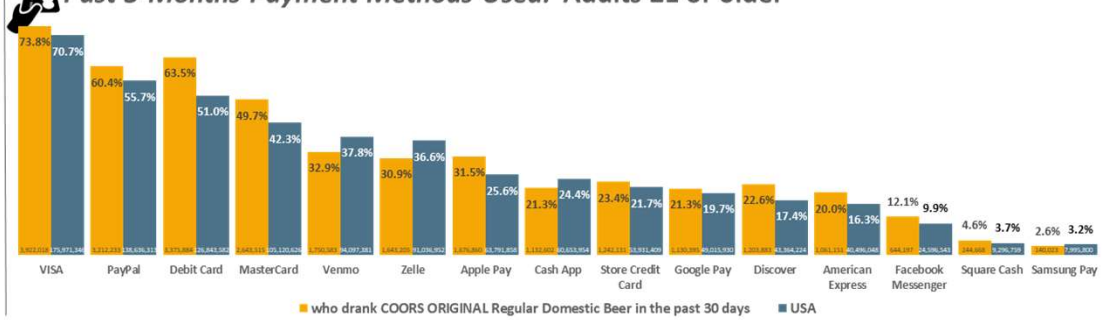
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

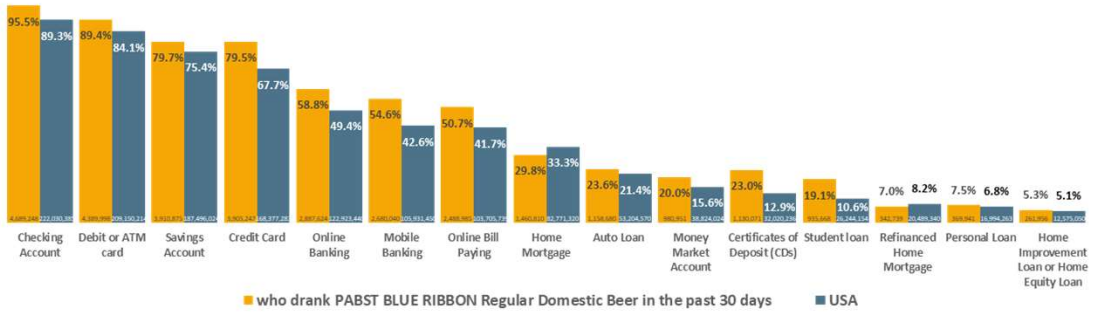
Domestic regular beer drank past 30 days: Coors Original

2.% or 4,909,430 of USA Adults 21 or older drank PABST BLUE RIBBON Regular Domestic Beer in the past 30… Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days are 8.9% more likely to have a 401K, 10.3% more likely to have an Auto Loan, 107.2% more likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit

Investments Owned: Adults 21 or older



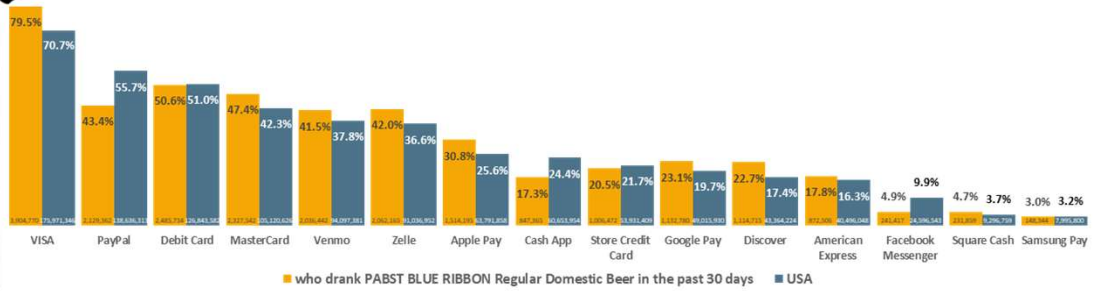
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

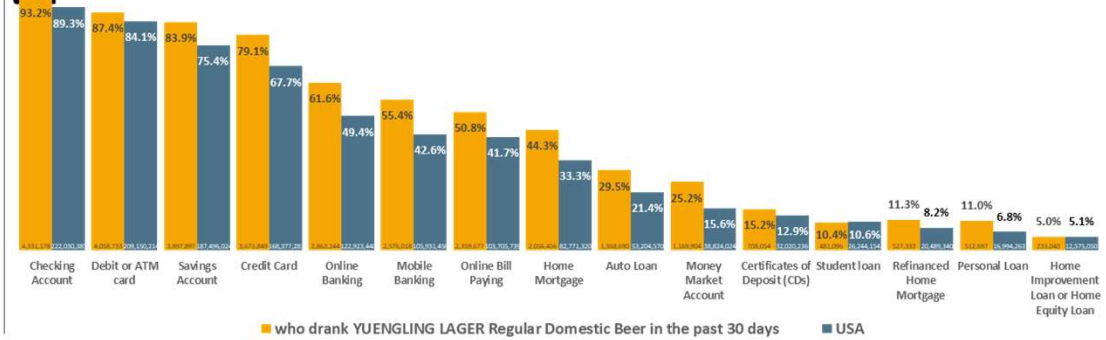
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

1.9% or 4,646,269 of USA Adults 21 or older drank YUENGLING LAGER Regular Domestic Beer in the past 30… Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days are 32.8% more likely to have a 401K, 37.7% more likely to have an Auto Loan, 64.5% more likely to Invest/Trade Stocks Online, 8.1% less likely to pay with their Debit

Investments Owned: Adults 21 or older



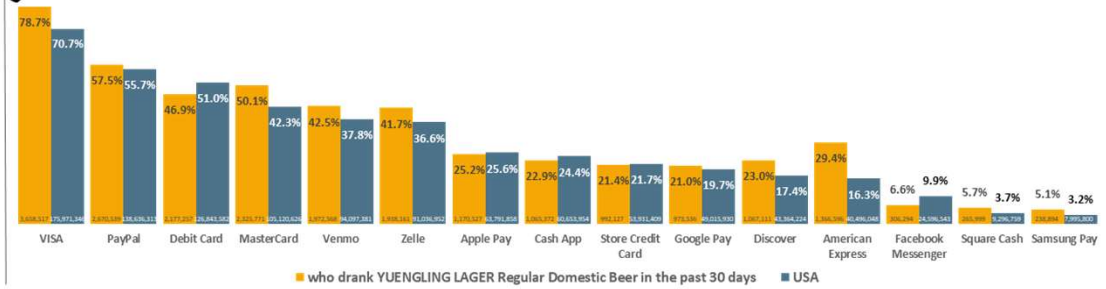
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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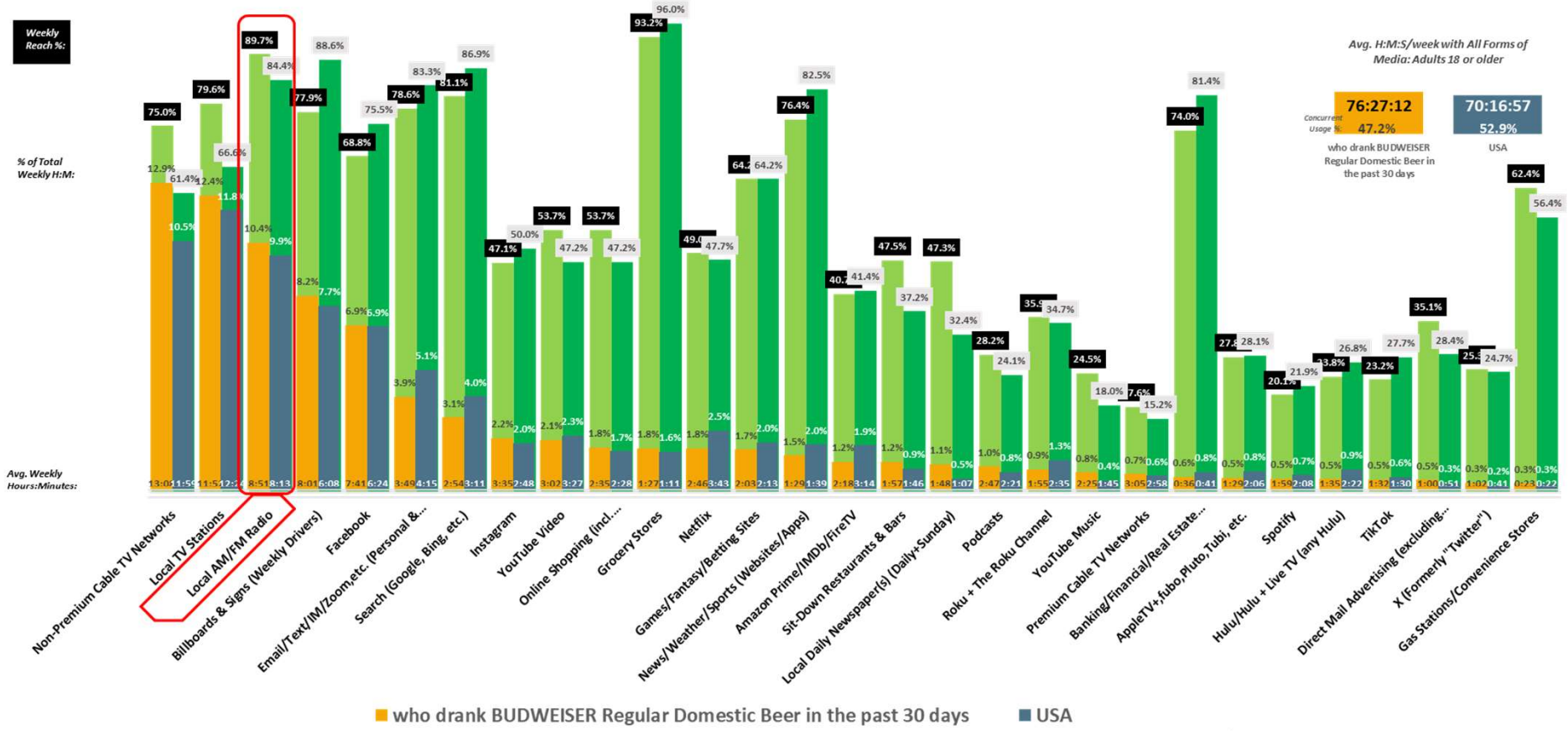
USA Jan23-Feb24 USA Projection Qual Intab 22,851

Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days spend an average of 3 days, 4 hours, 27 minutes and 12 seconds each week with All Forms of Media.

89.7% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



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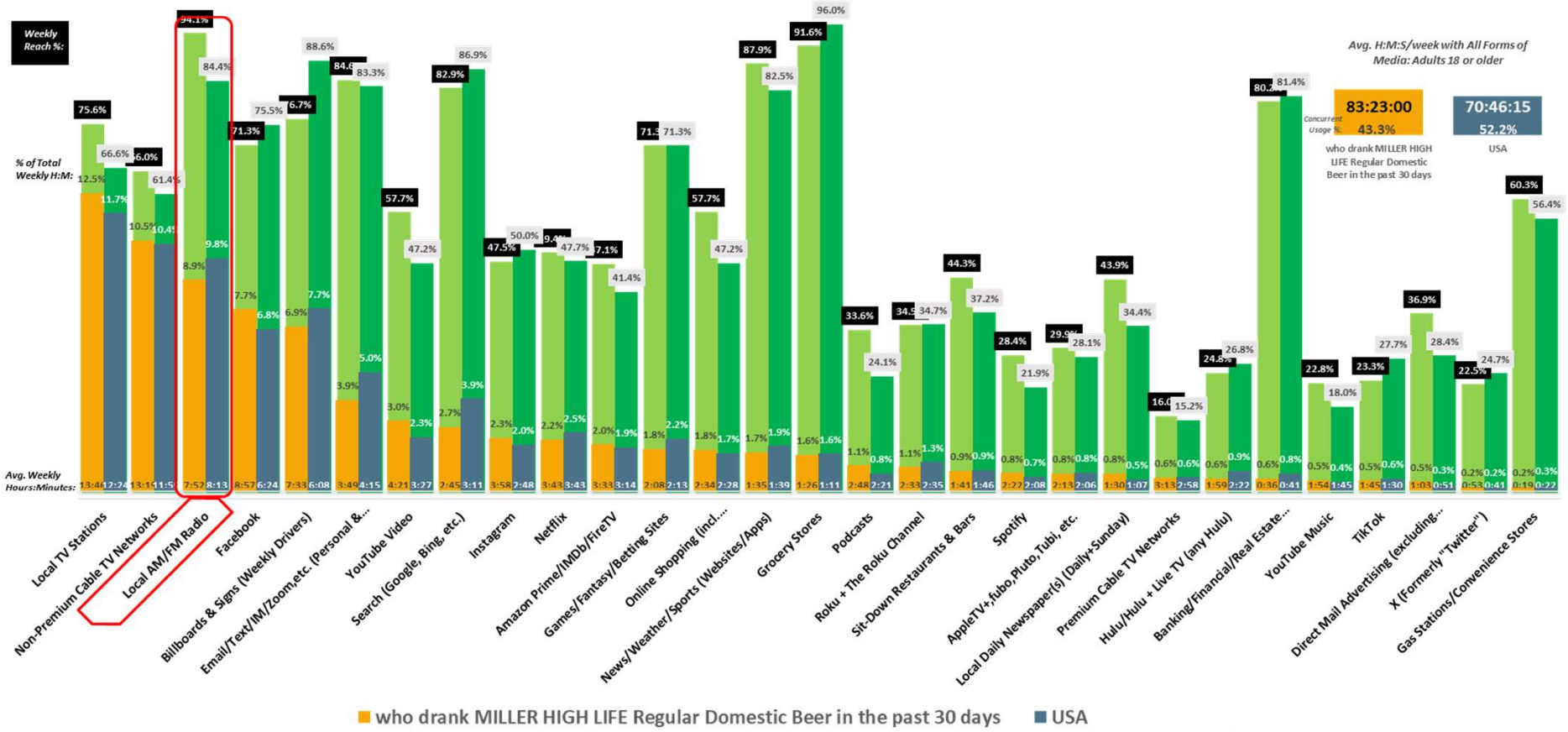
Domestic regular beer drank past 30 days: Budweiser

Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an average of 3 days, 11 hours, 23 minutes and 0 seconds each week with All Forms of Media.

94.1% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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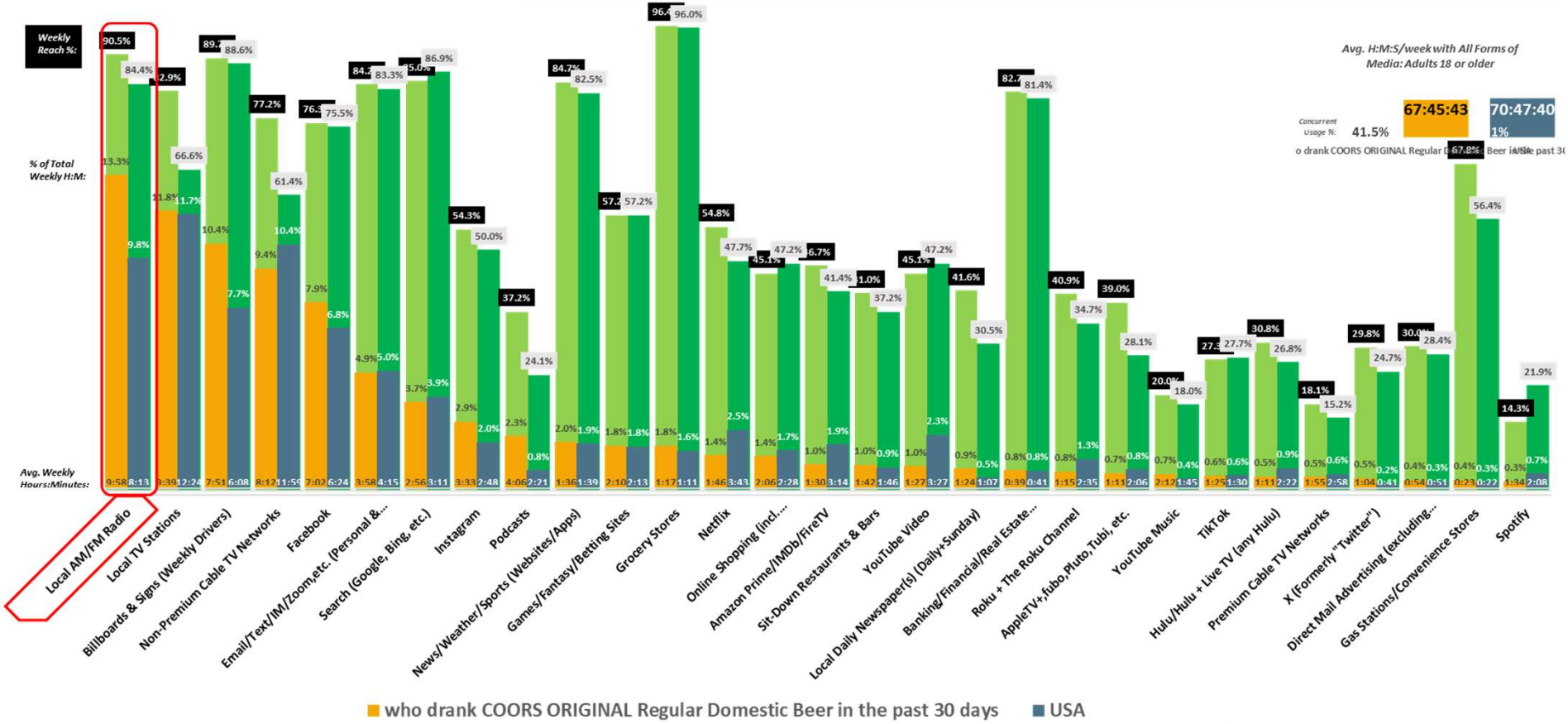
Domestic regular beer drank past 30 days: Miller High Life

Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an average of 2 days, 19 hours, 45 minutes and 43 seconds each week with All Forms of Media.

90.5% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an avg. of 9 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334 USA Jan23-Feb24 USA Projection Qual Intab 22,851

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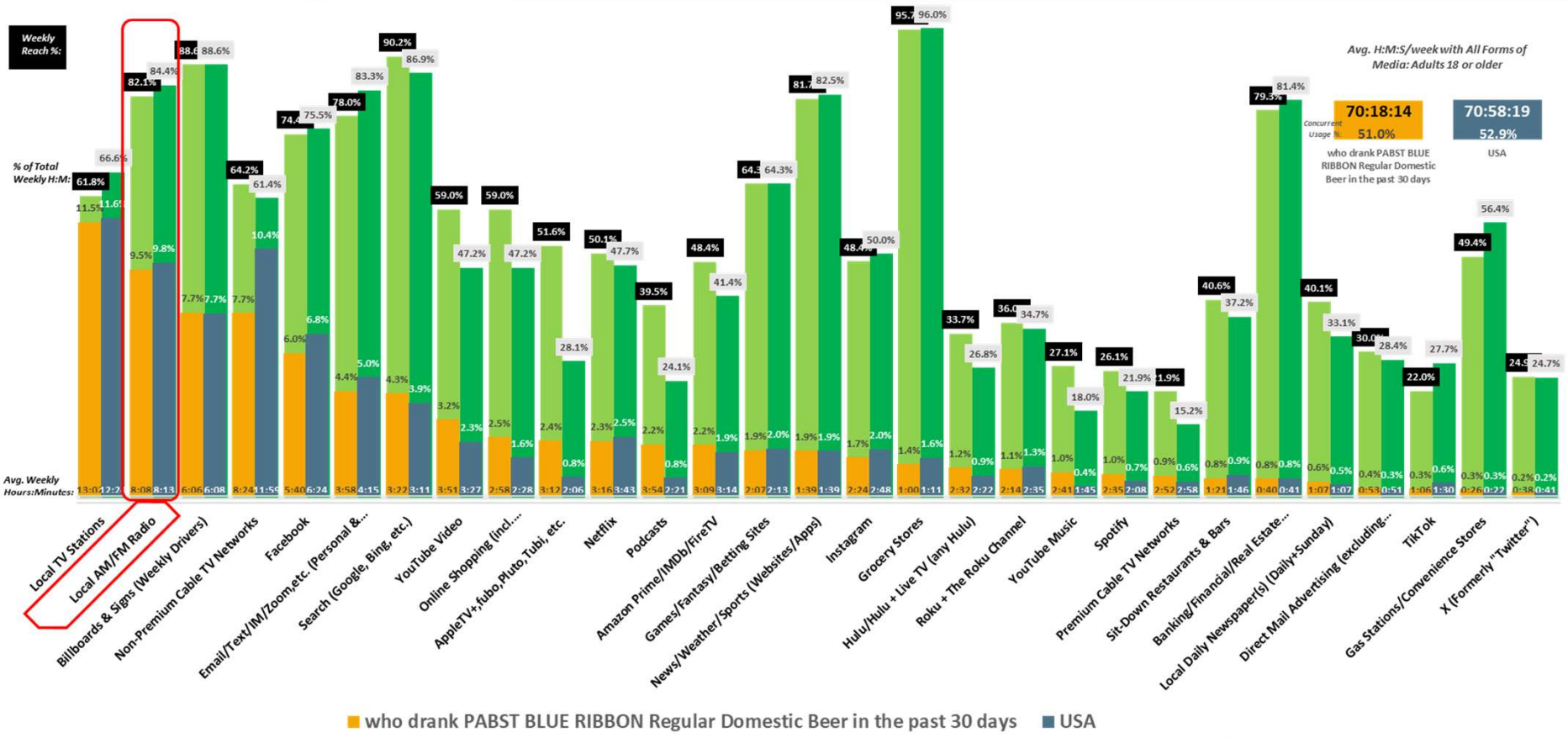
Domestic regular beer drank past 30 days: Coors Original

Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an average of 2 days, 22 hours, 18 minutes and 14 seconds each week with All Forms of Media.

82.1% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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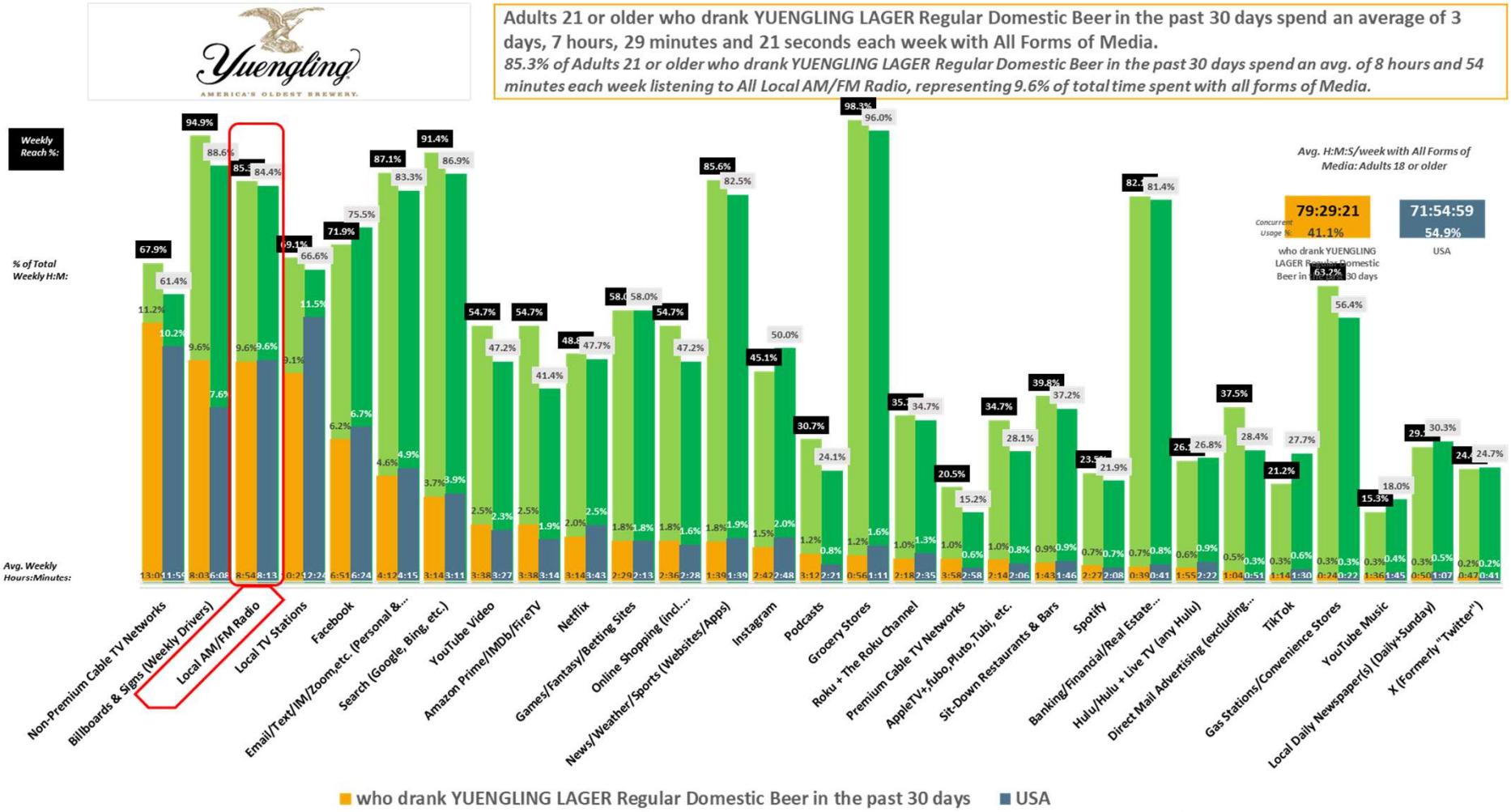
Domestic regular beer drank past 30 days: Pabst Blue Ribbon



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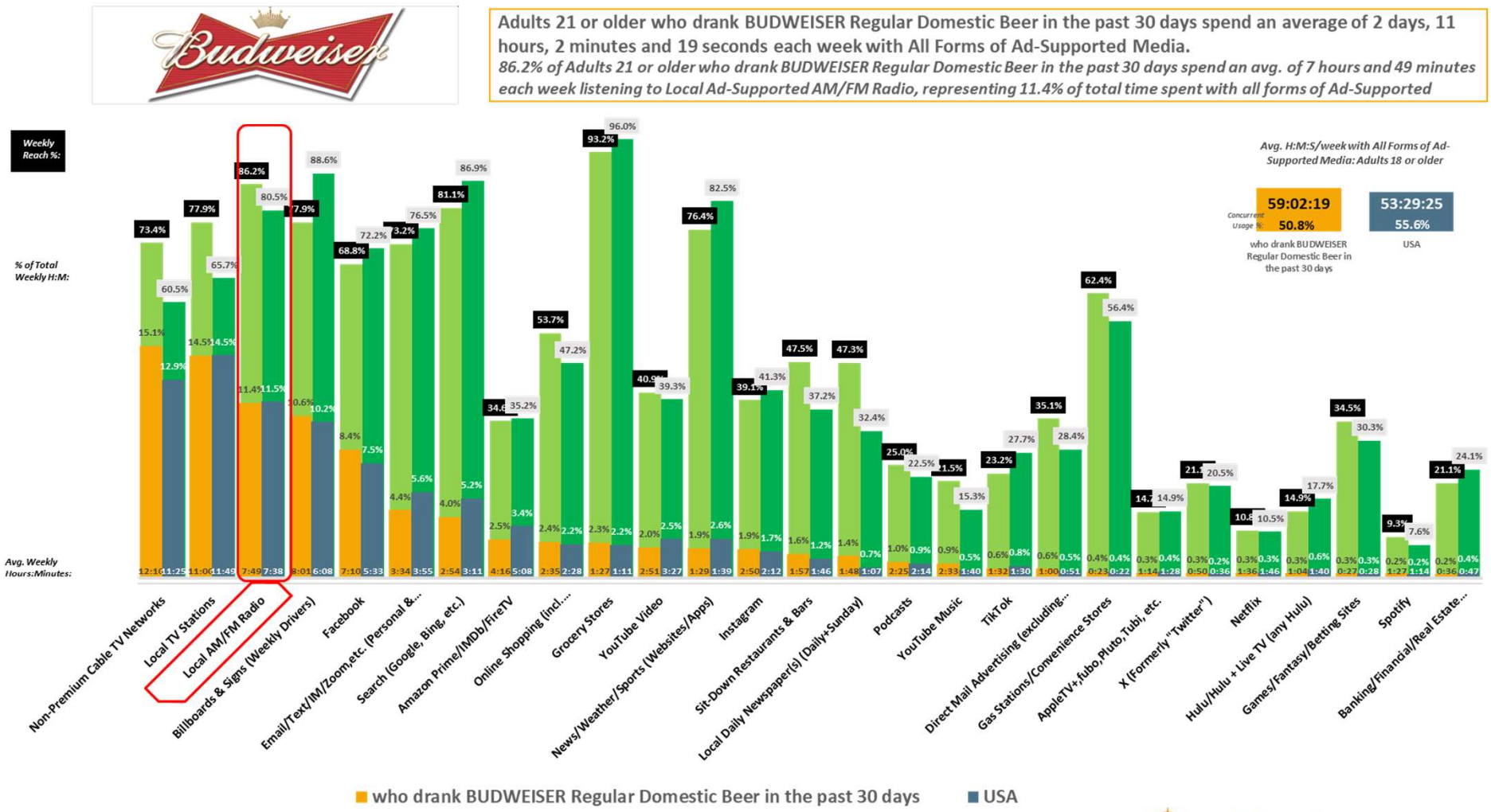
Domestic regular beer drank past 30 days: Yuengling



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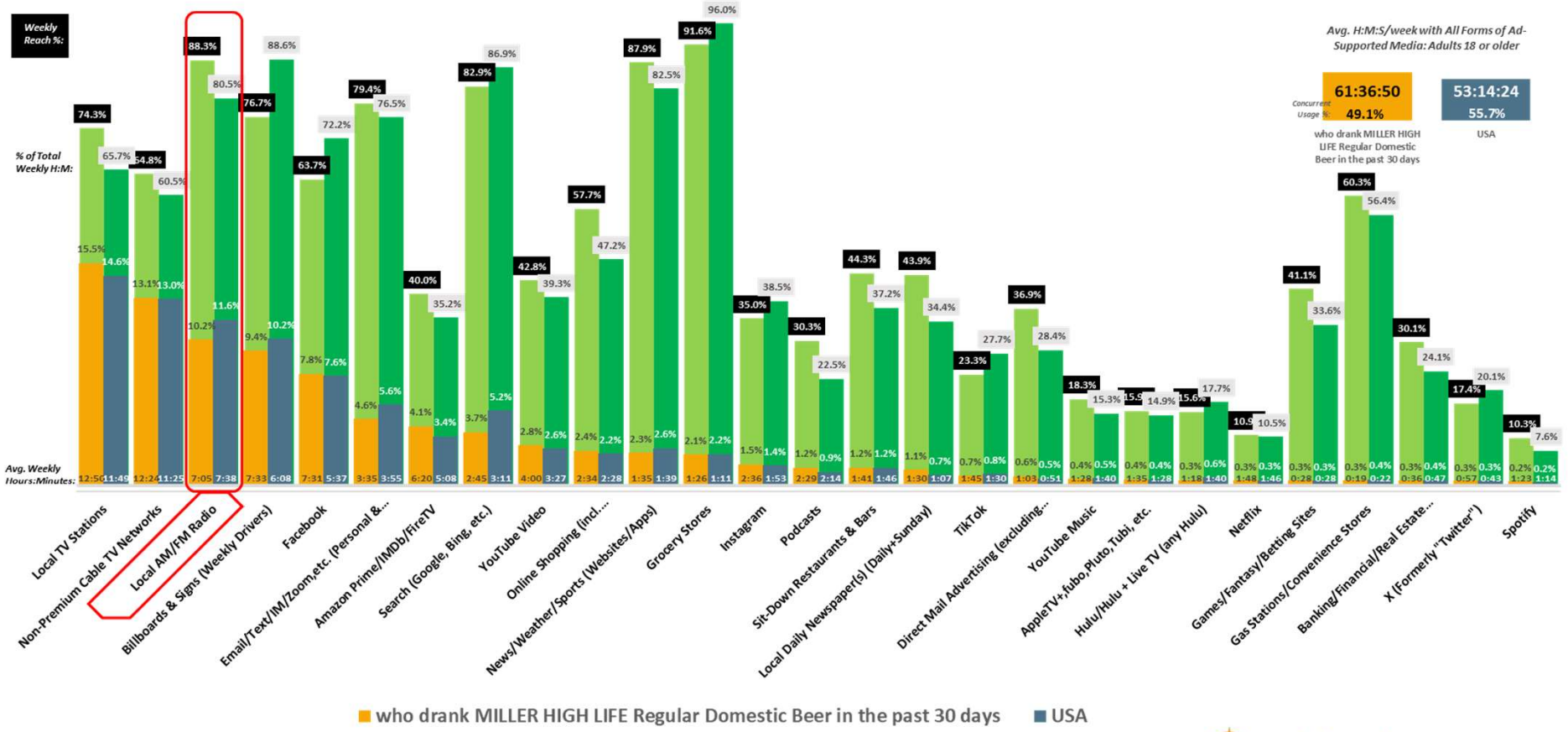
Domestic regular beer drank past 30 days: Budweiser

Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an average of 2 days, 13 hours, 36 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

88.3% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supp



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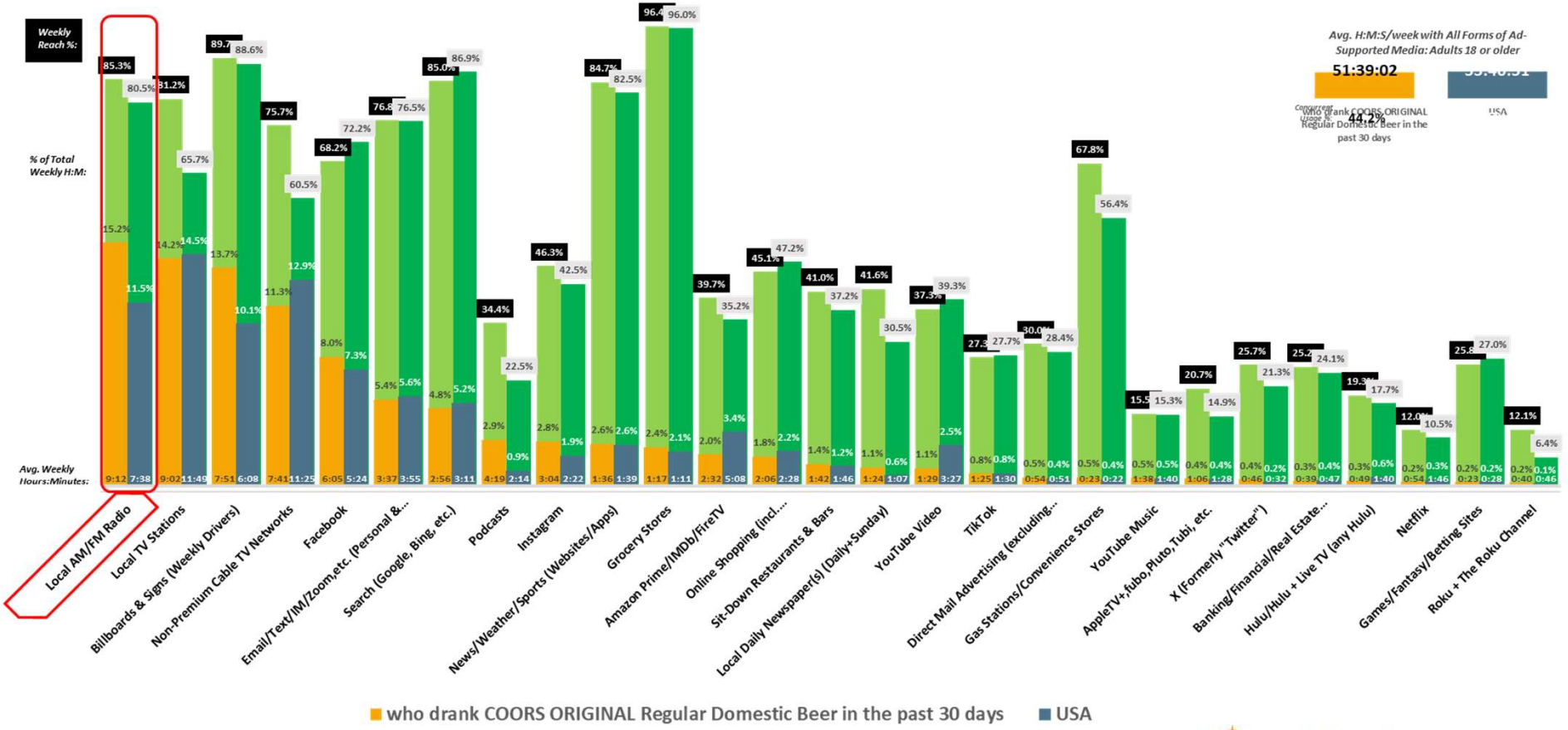
Domestic regular beer drank past 30 days: Miller High Life

Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an average of 2 days, 3 hours, 39 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

85.3% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an avg. of 9 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Suppo



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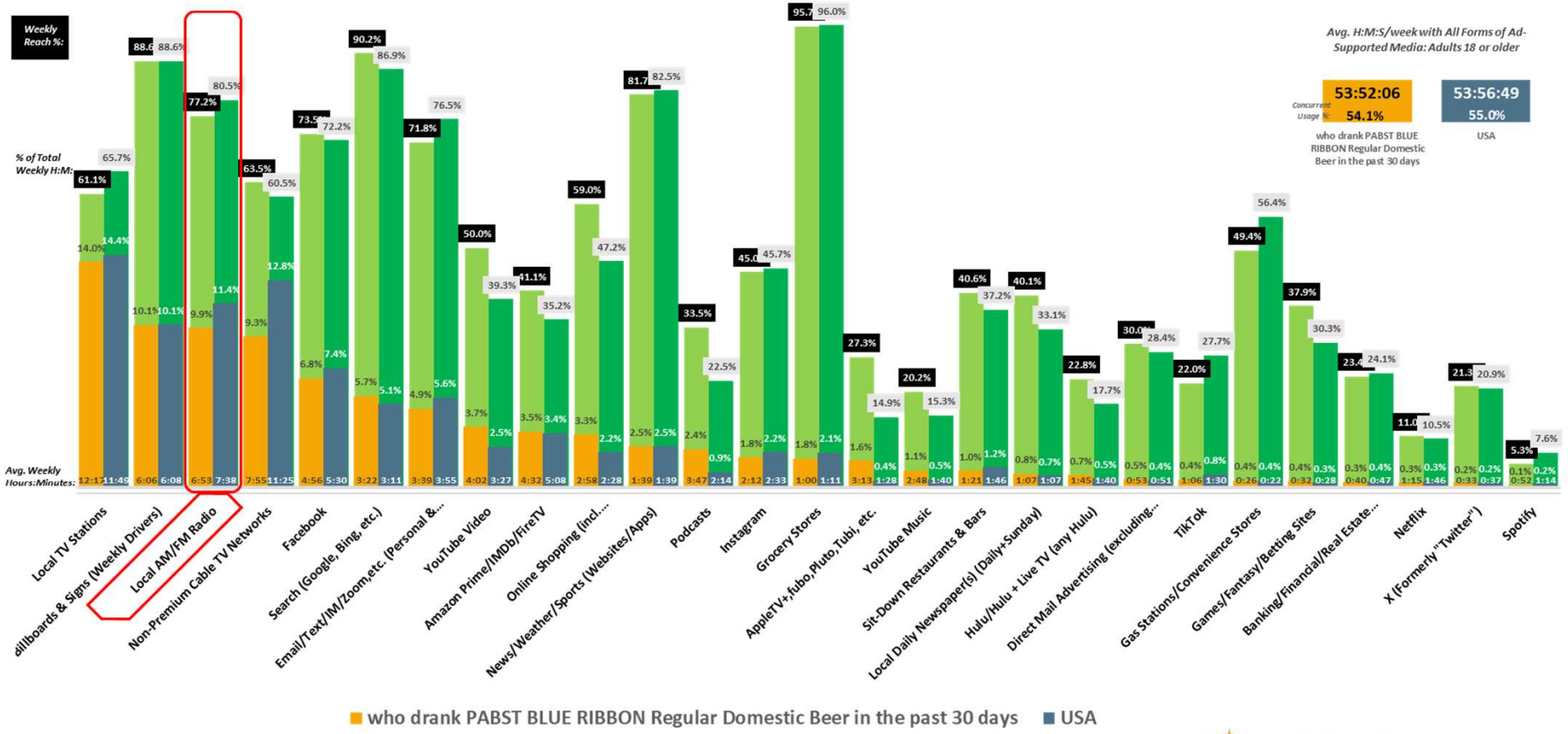
Domestic regular beer drank past 30 days: Coors Original

Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an average of 2 days, 5 hours, 52 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

77.2% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Sup



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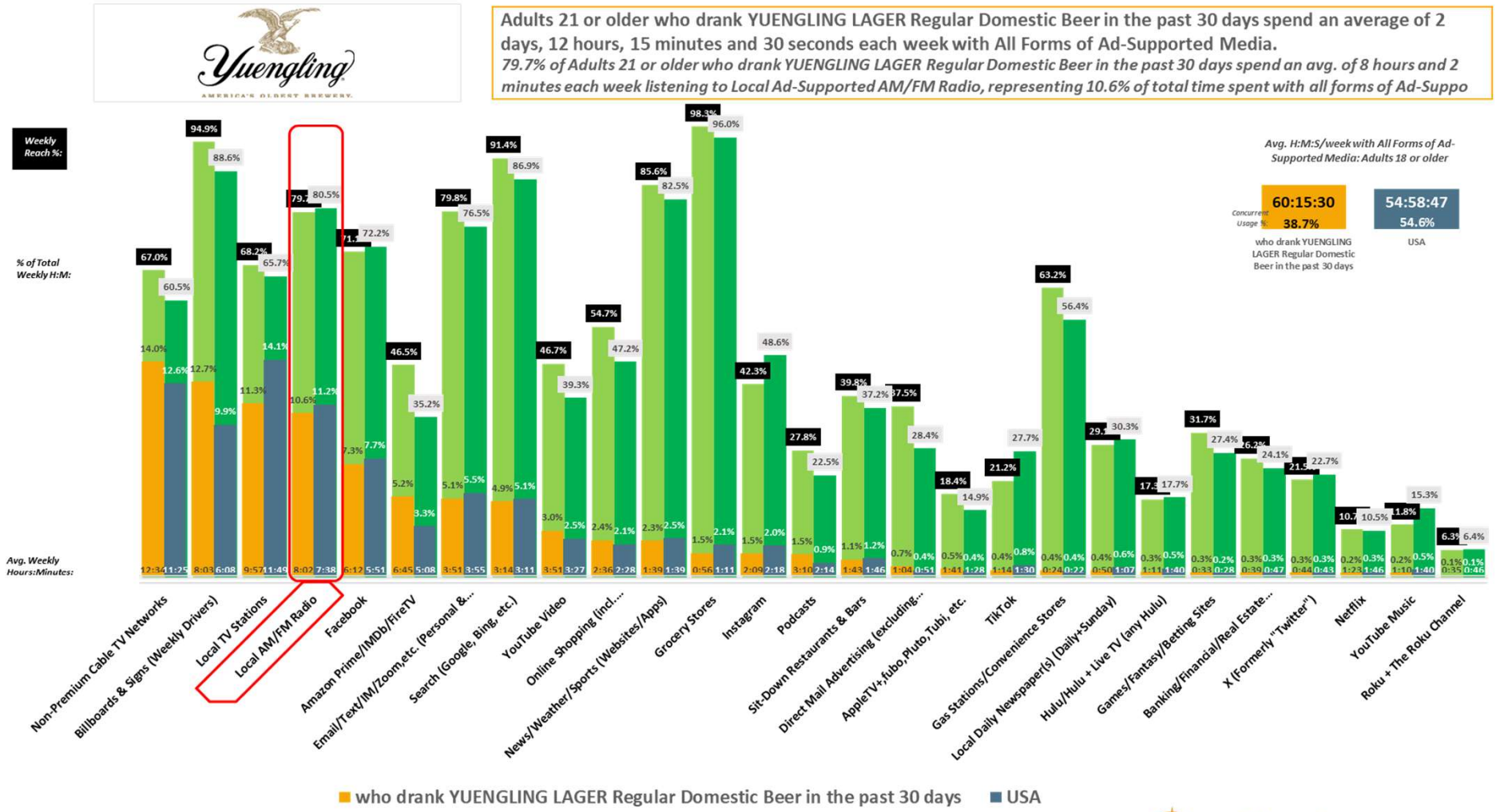
Domestic regular beer drank past 30 days: Pabst Blue Ribbon



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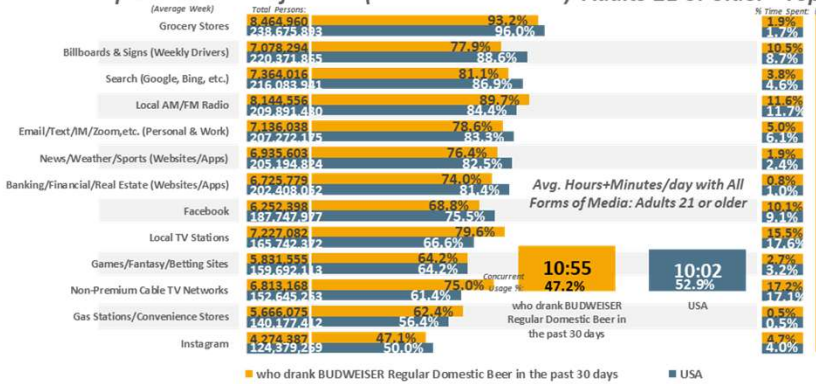
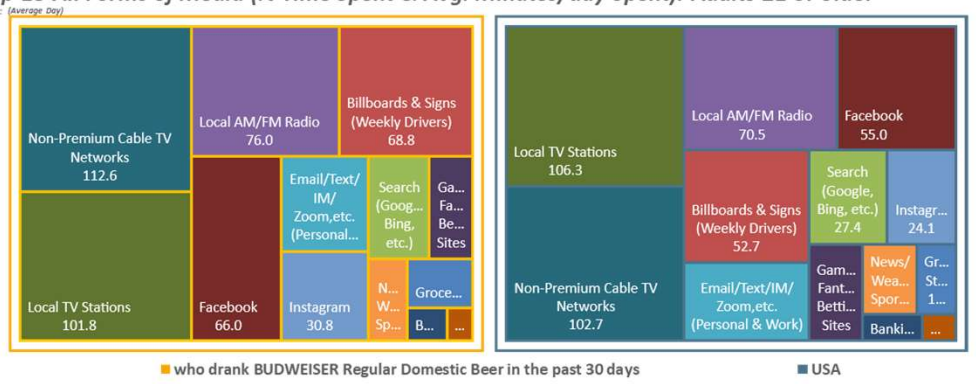
Domestic regular beer drank past 30 days: Yuengling

Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

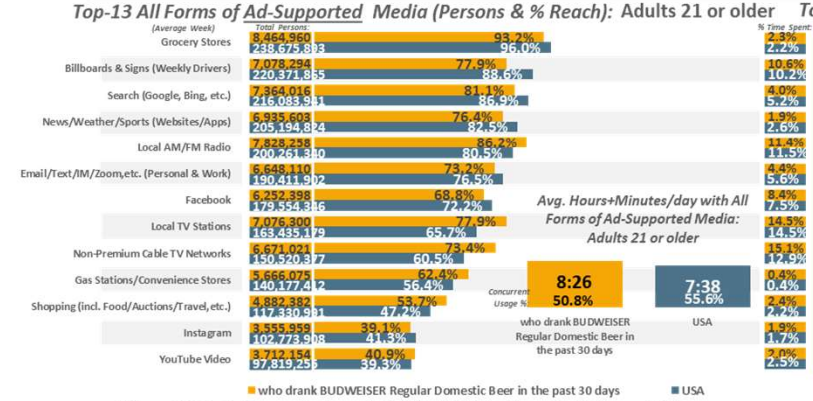
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



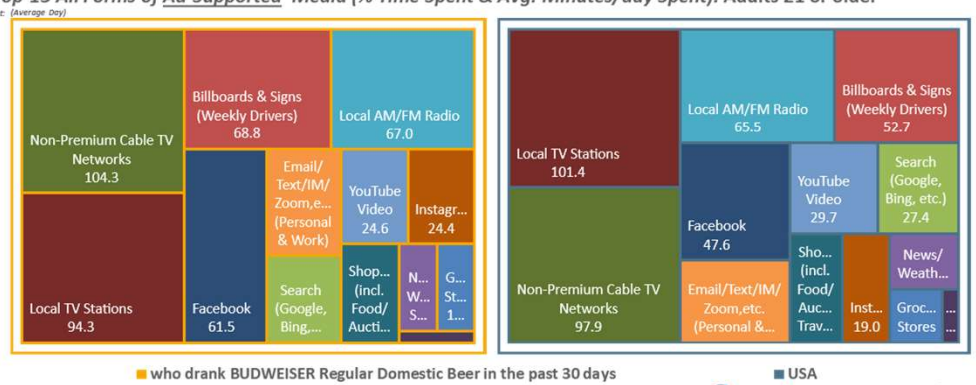
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

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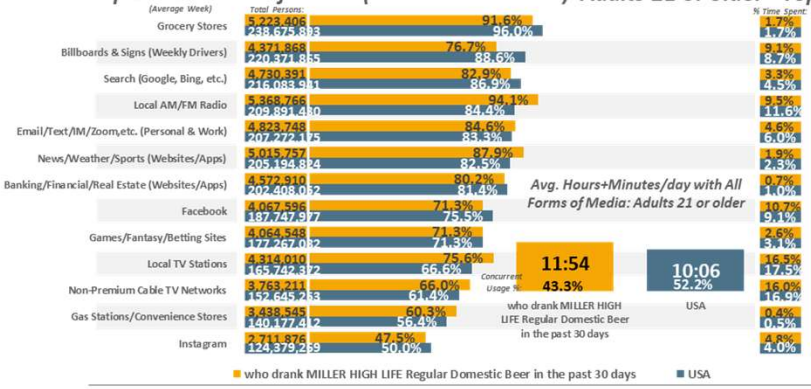
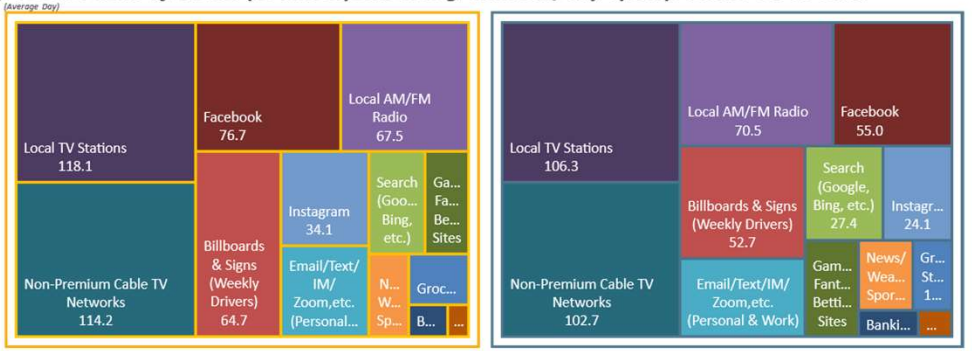
Domestic regular beer drank past 30 days: Budweiser

Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 88.3% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day*(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

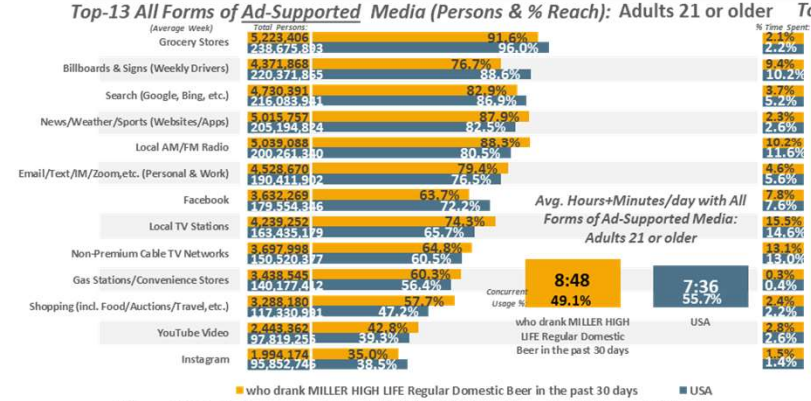
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



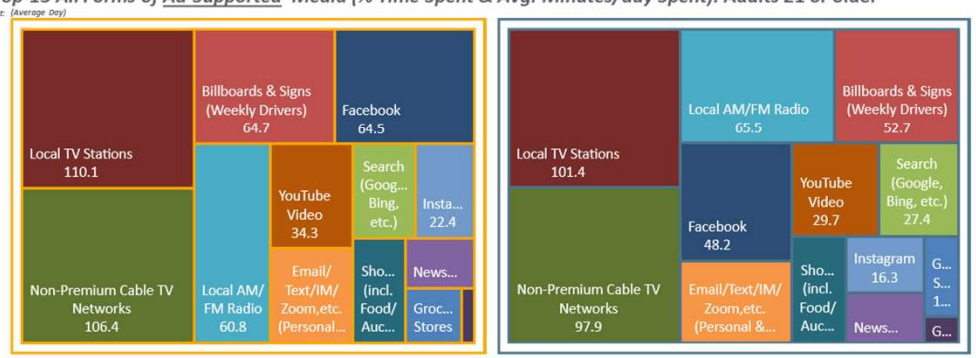
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

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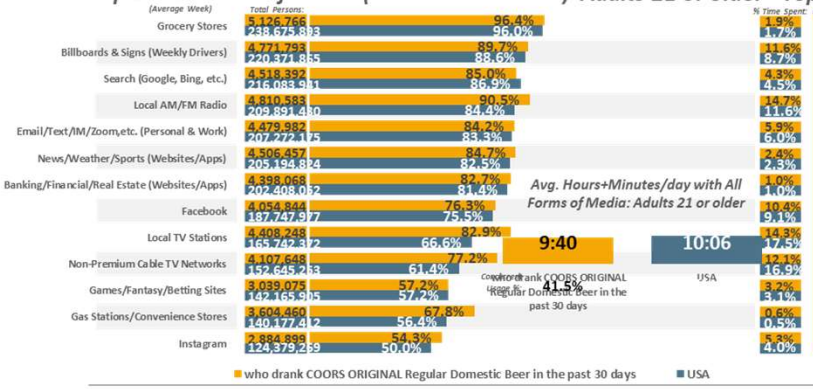
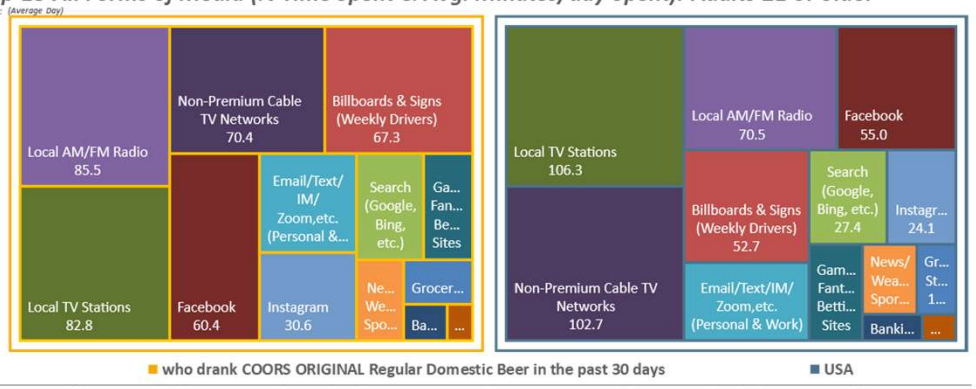
Domestic regular beer drank past 30 days: Miller High Life

Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 78.9 minutes/day*(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

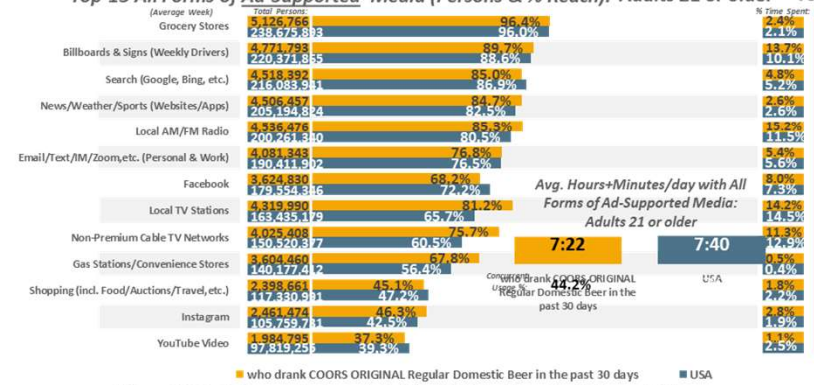
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



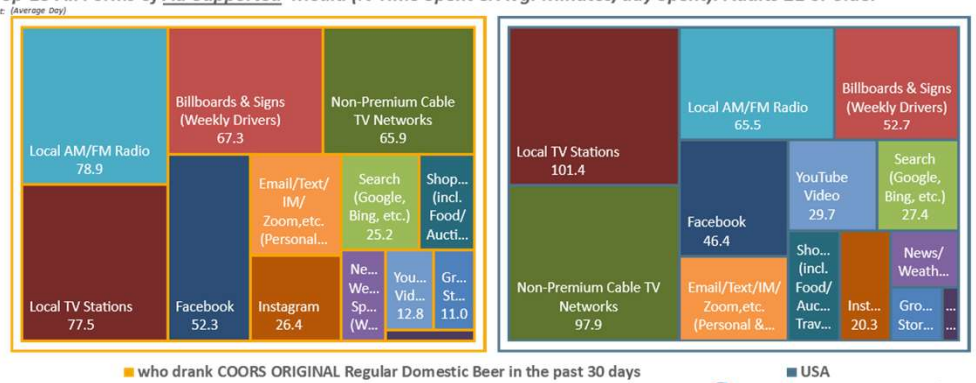
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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



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



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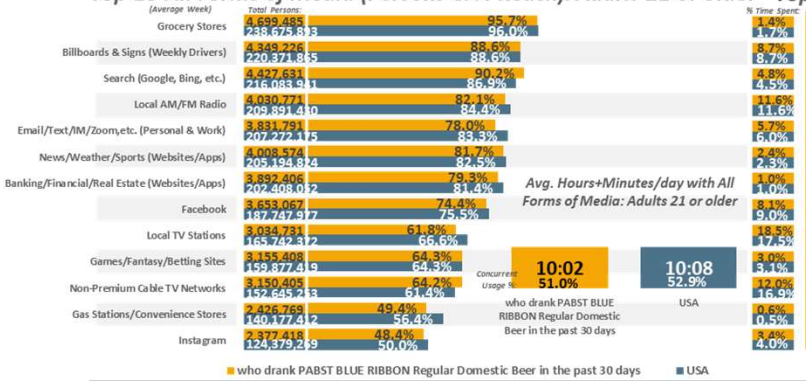
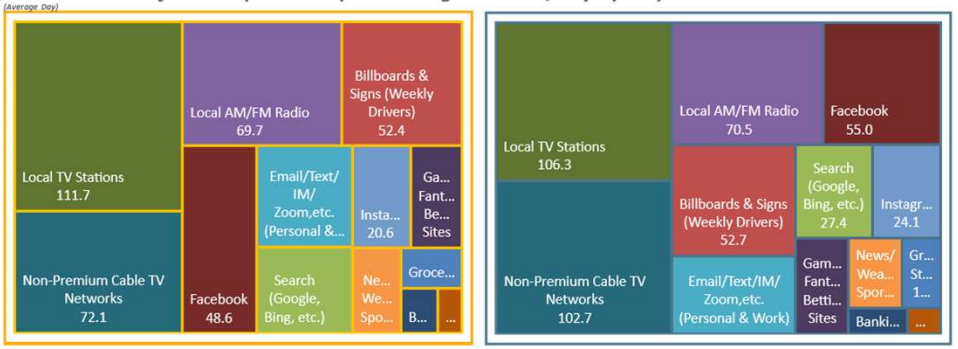
Domestic regular beer drank past 30 days: Coors Original

Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 59. minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

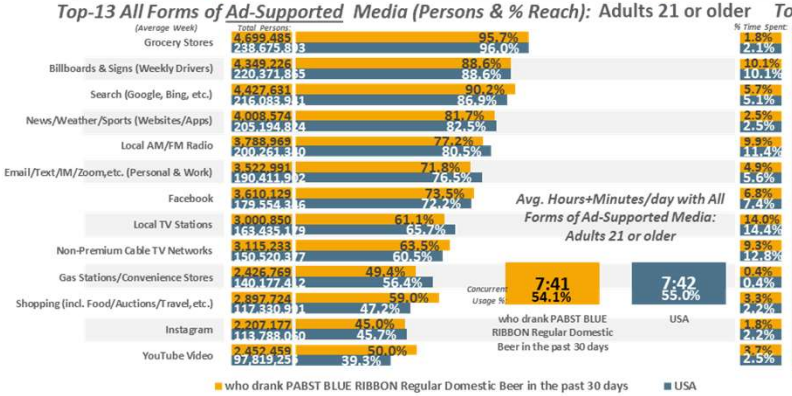
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



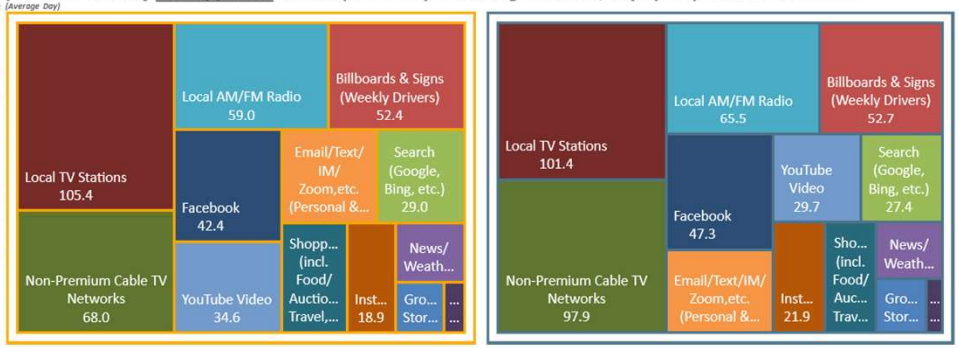
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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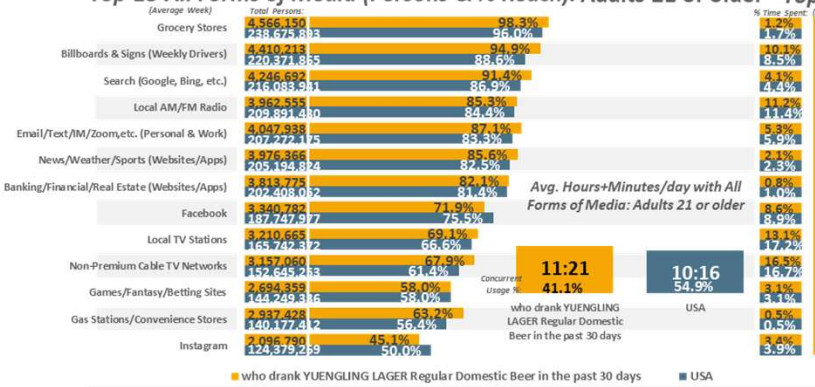
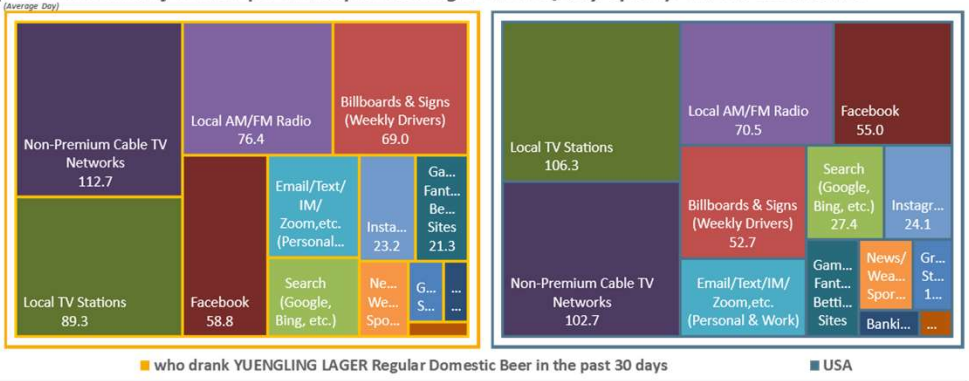
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

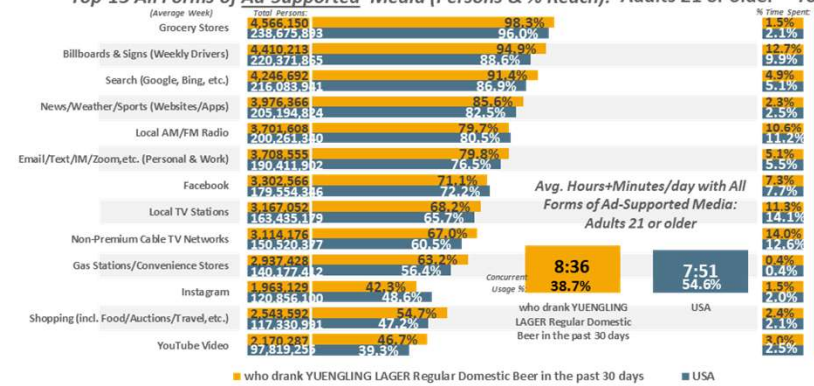
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



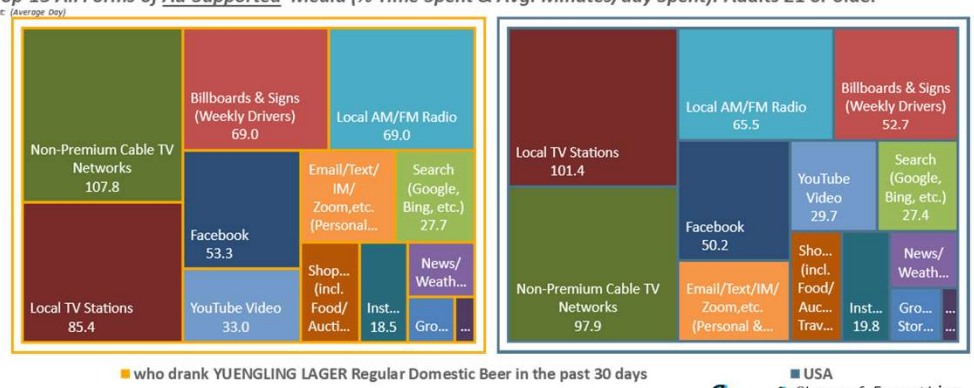
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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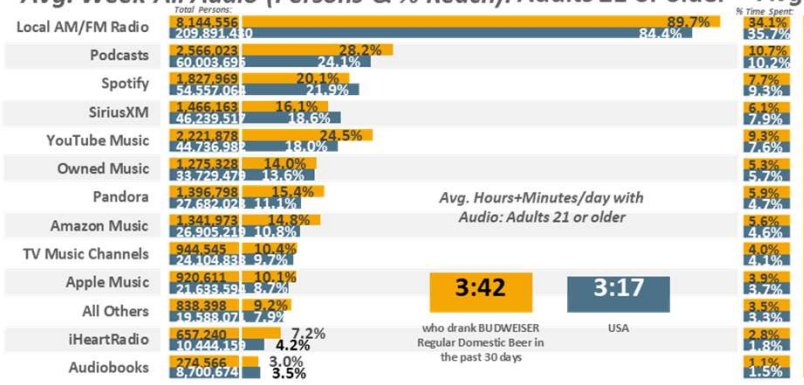
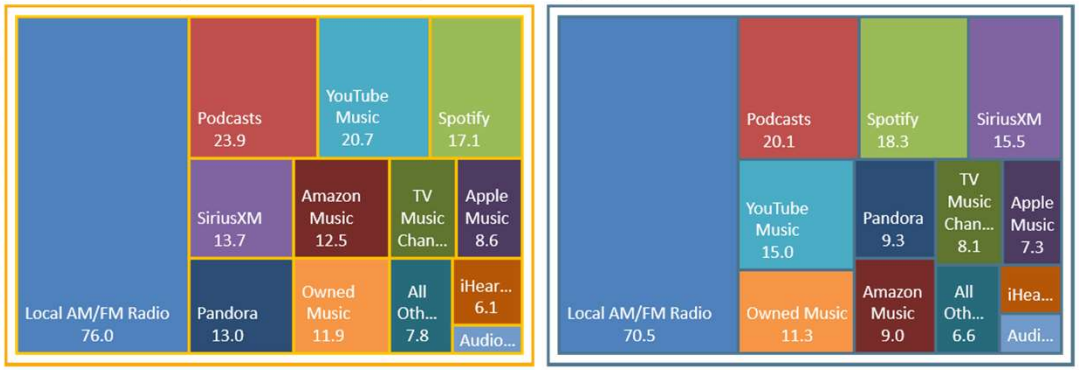
Domestic regular beer drank past 30 days: Yuengling

7,828,258 or 86.2% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

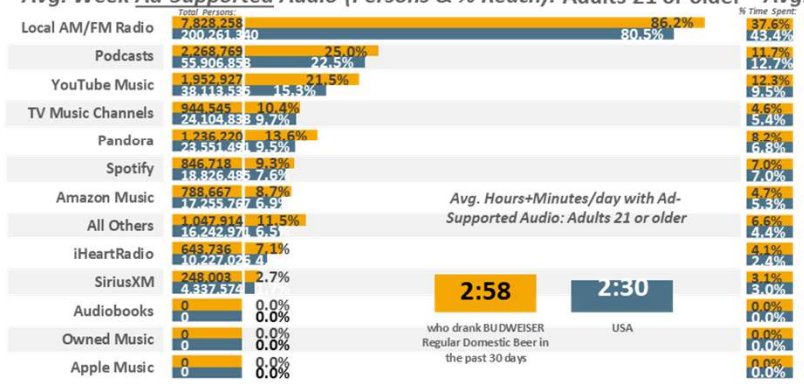
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



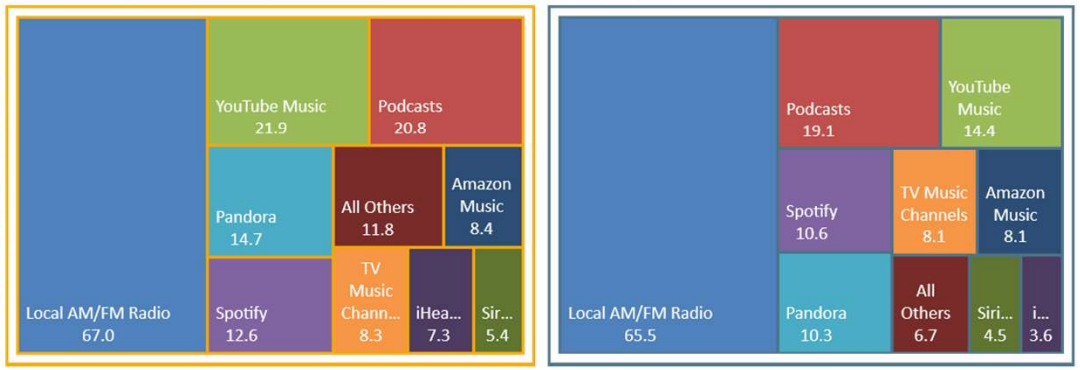
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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USA Jan23-Feb24 USA Projection Qual Intab 22,851

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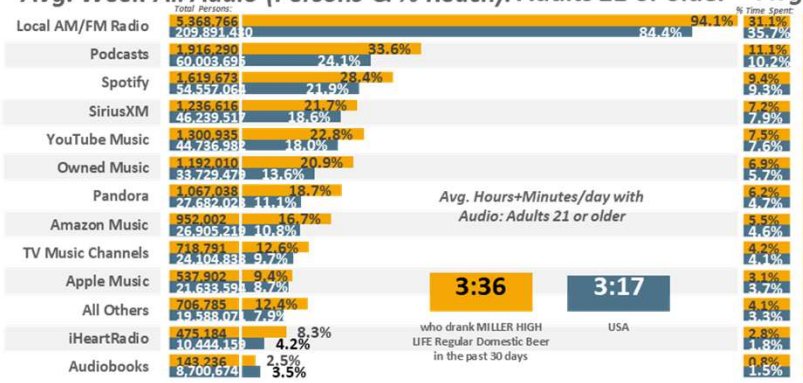
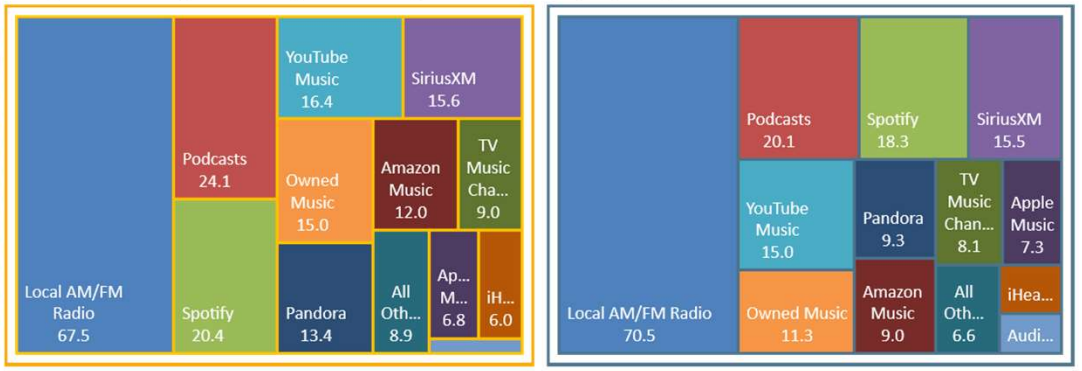
Domestic regular beer drank past 30 days: Budweiser

5,039,088 or 88.3% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Au

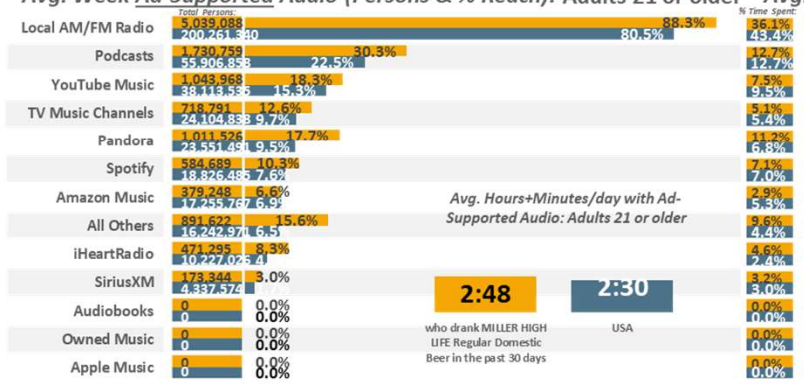
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



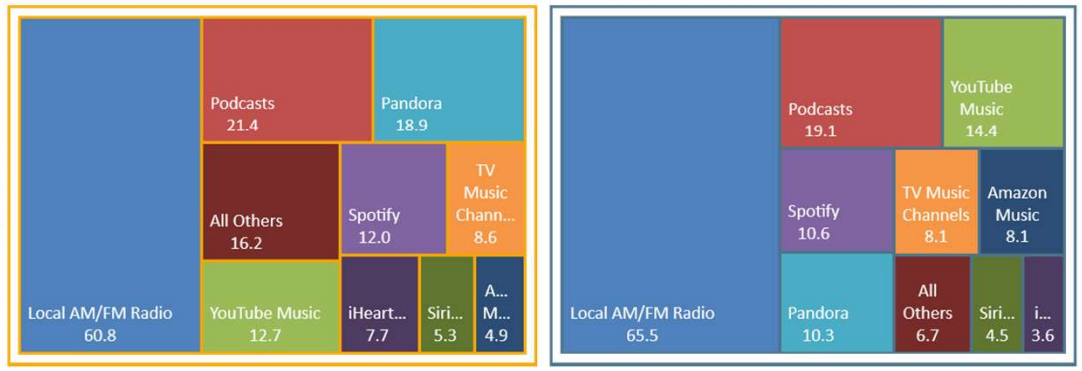
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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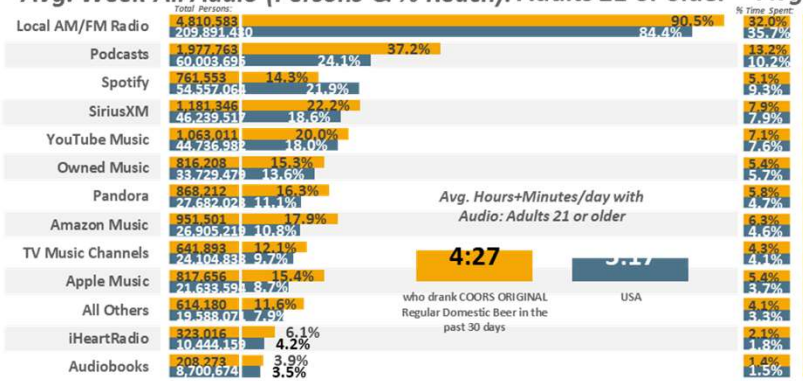
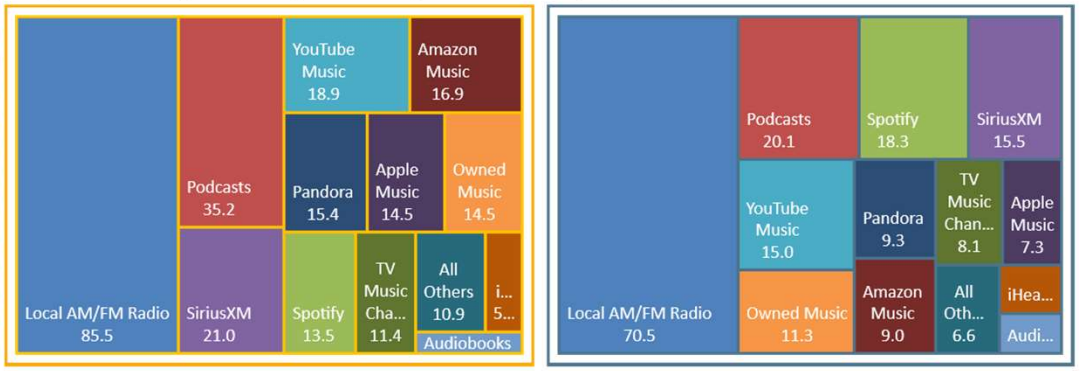
Domestic regular beer drank past 30 days: Miller High Life

4,536,476 or 85.3% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 78.9 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audi

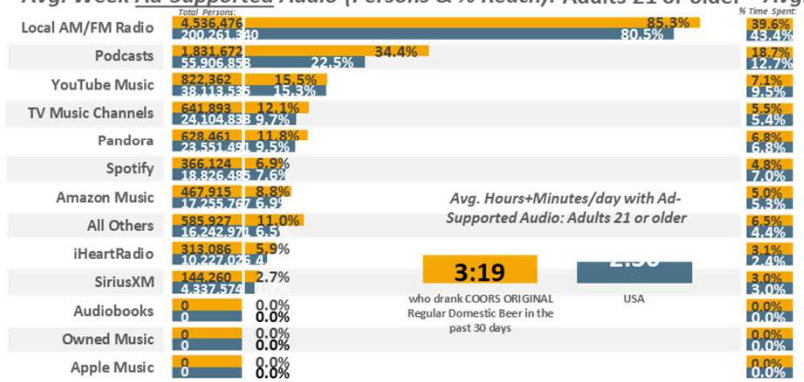
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



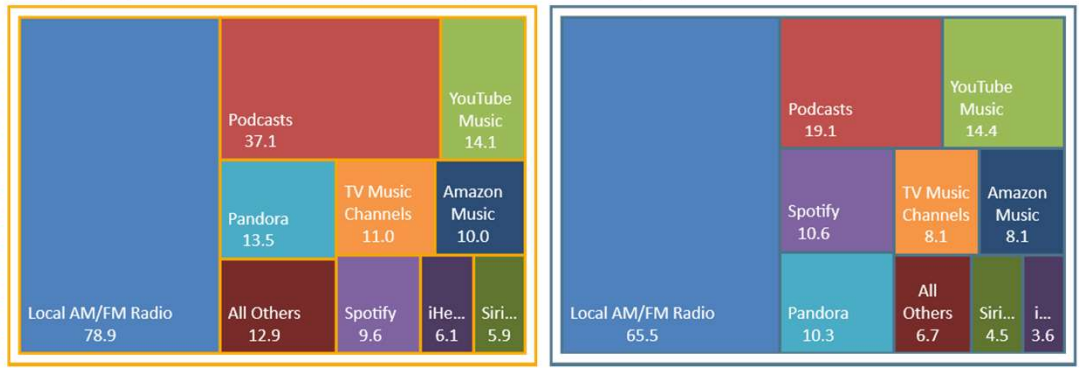
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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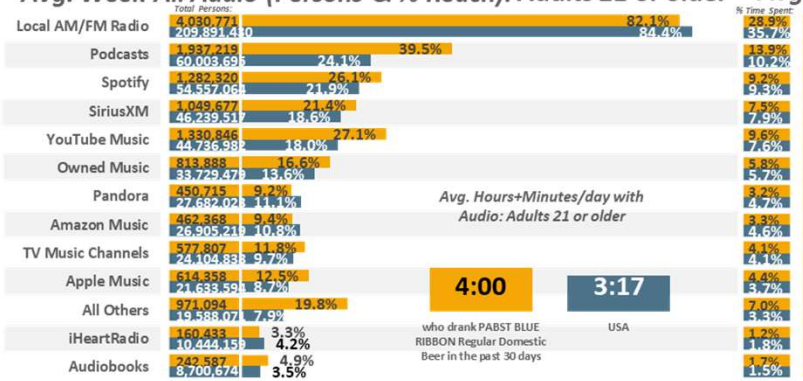
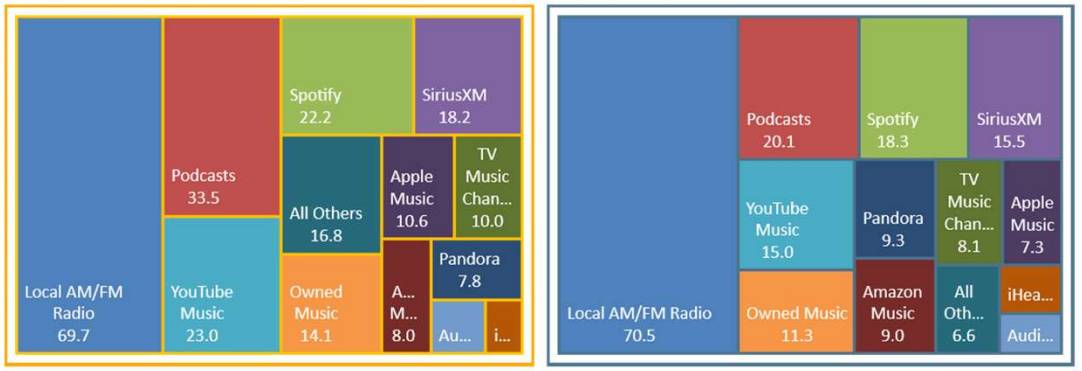
Domestic regular beer drank past 30 days: Coors Original

3,788,969 or 77.2% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 31.9% of all time spent daily with Ad-Supported Au

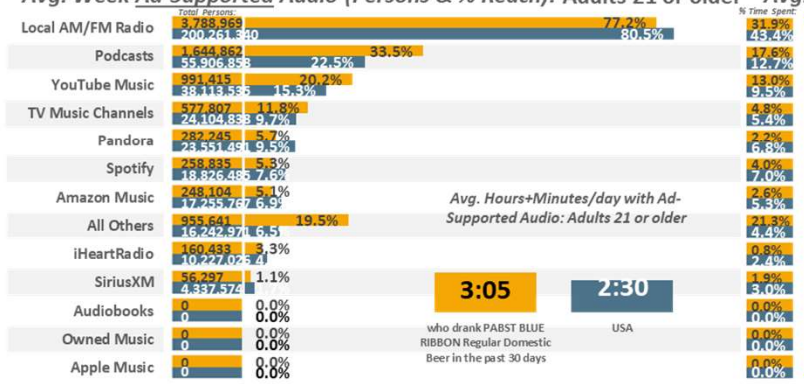
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



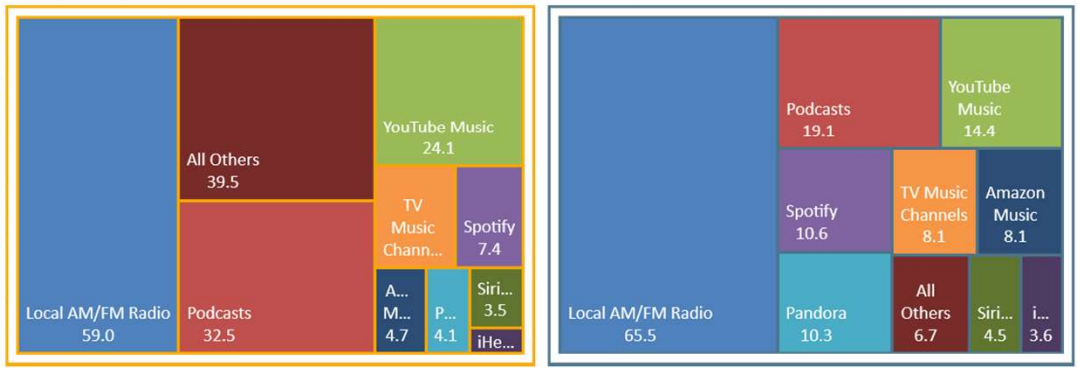
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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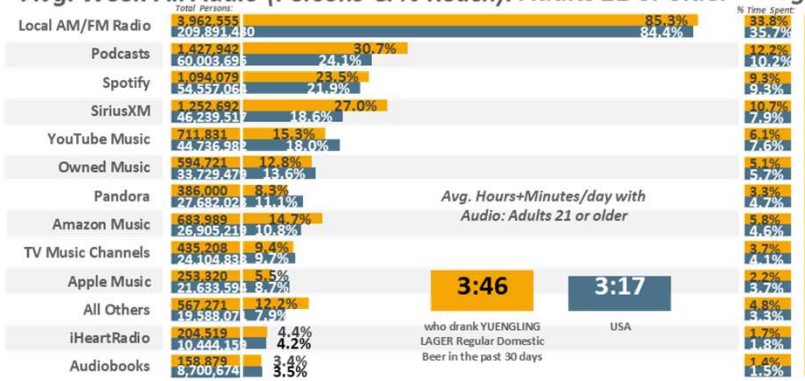
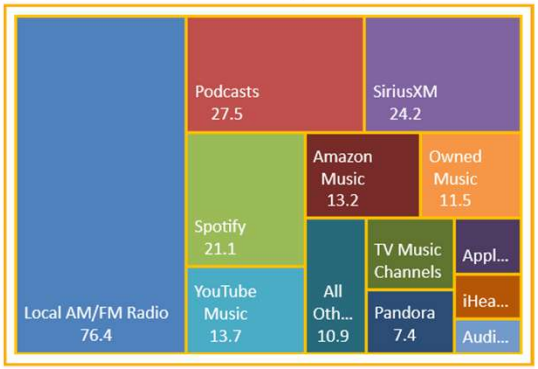
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

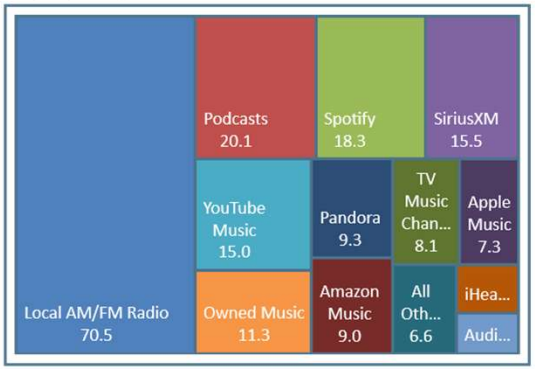
3,701,608 or 79.7% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audi

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

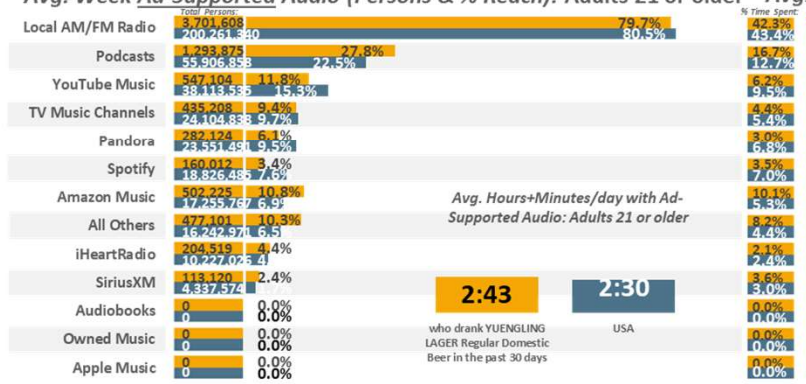


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

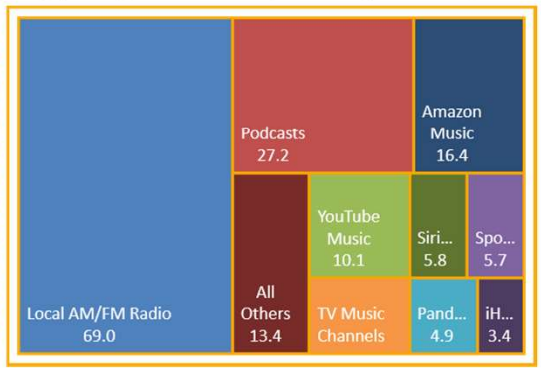


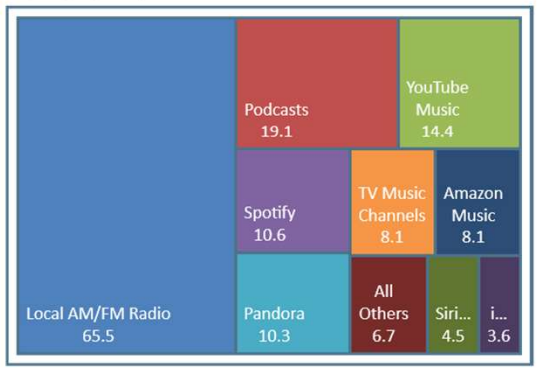


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





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Domestic regular beer drank past 30 days: Yuengling

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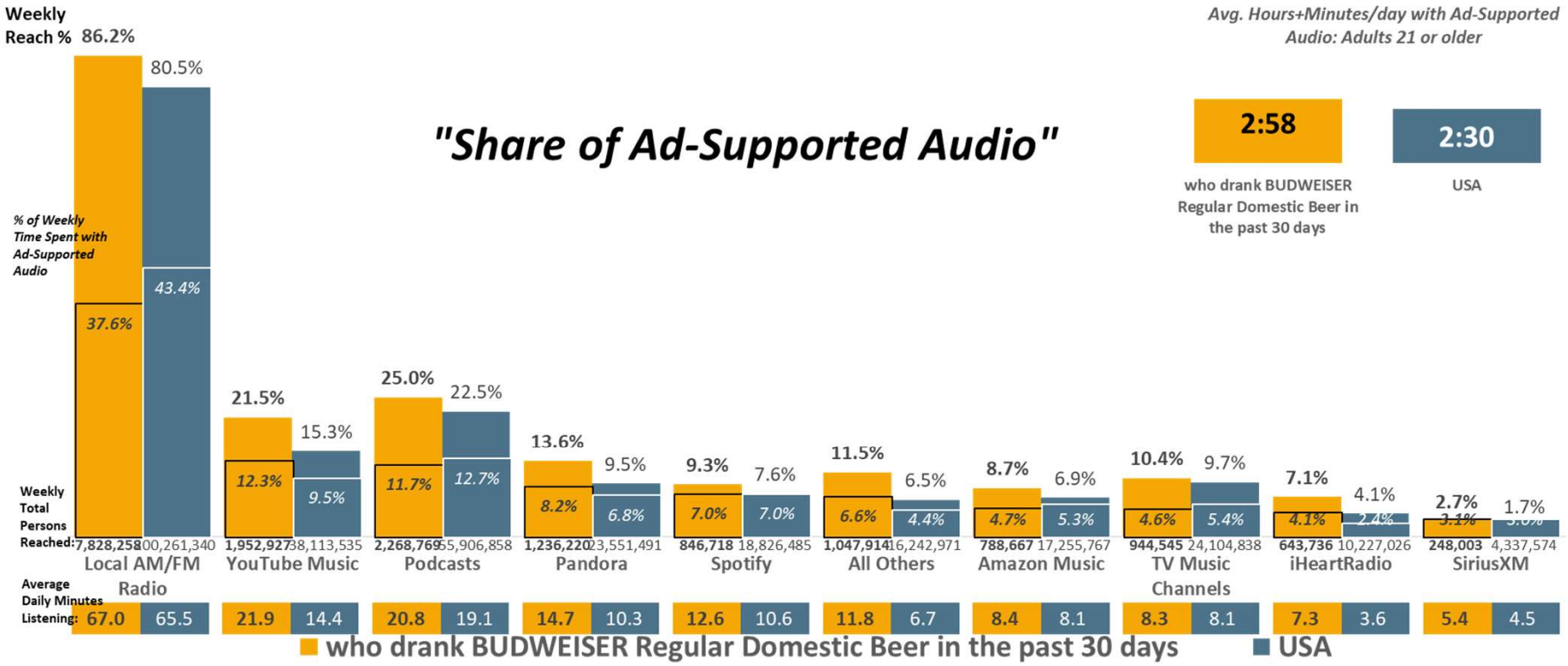

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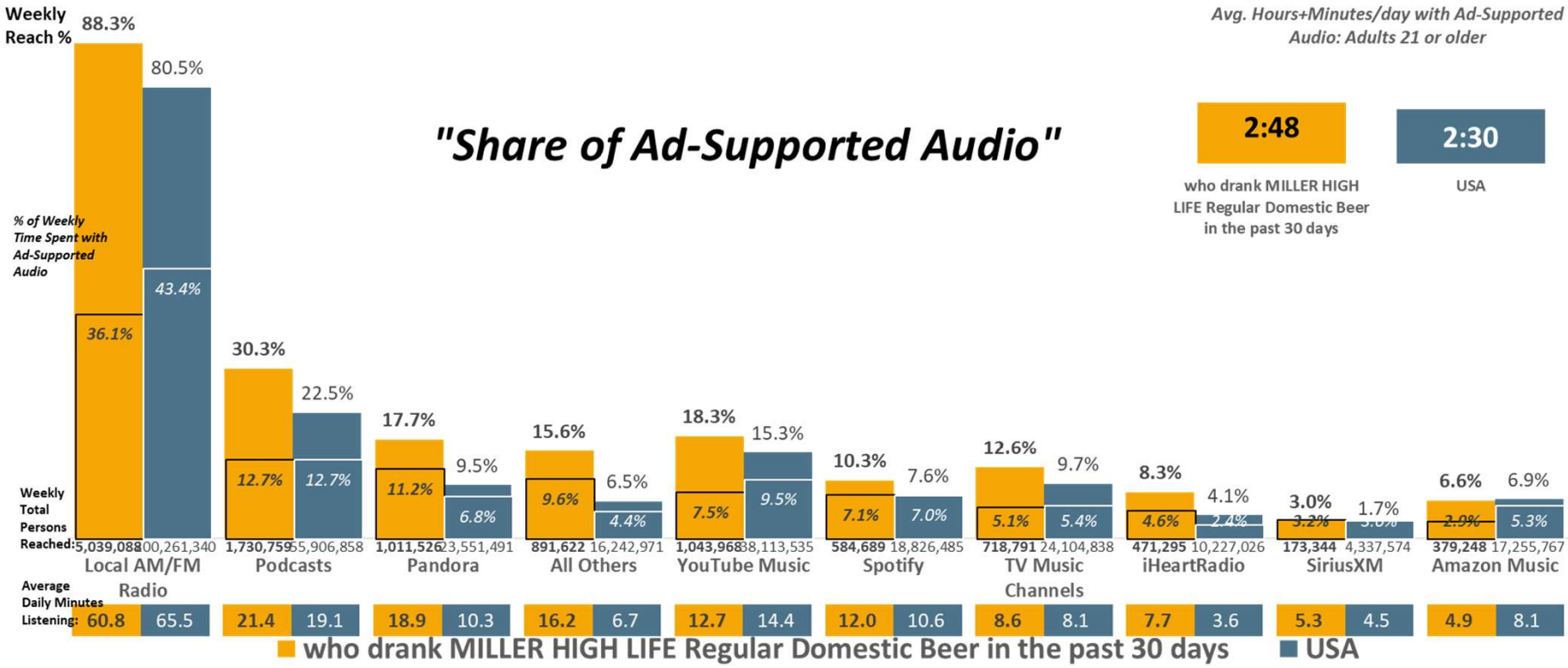

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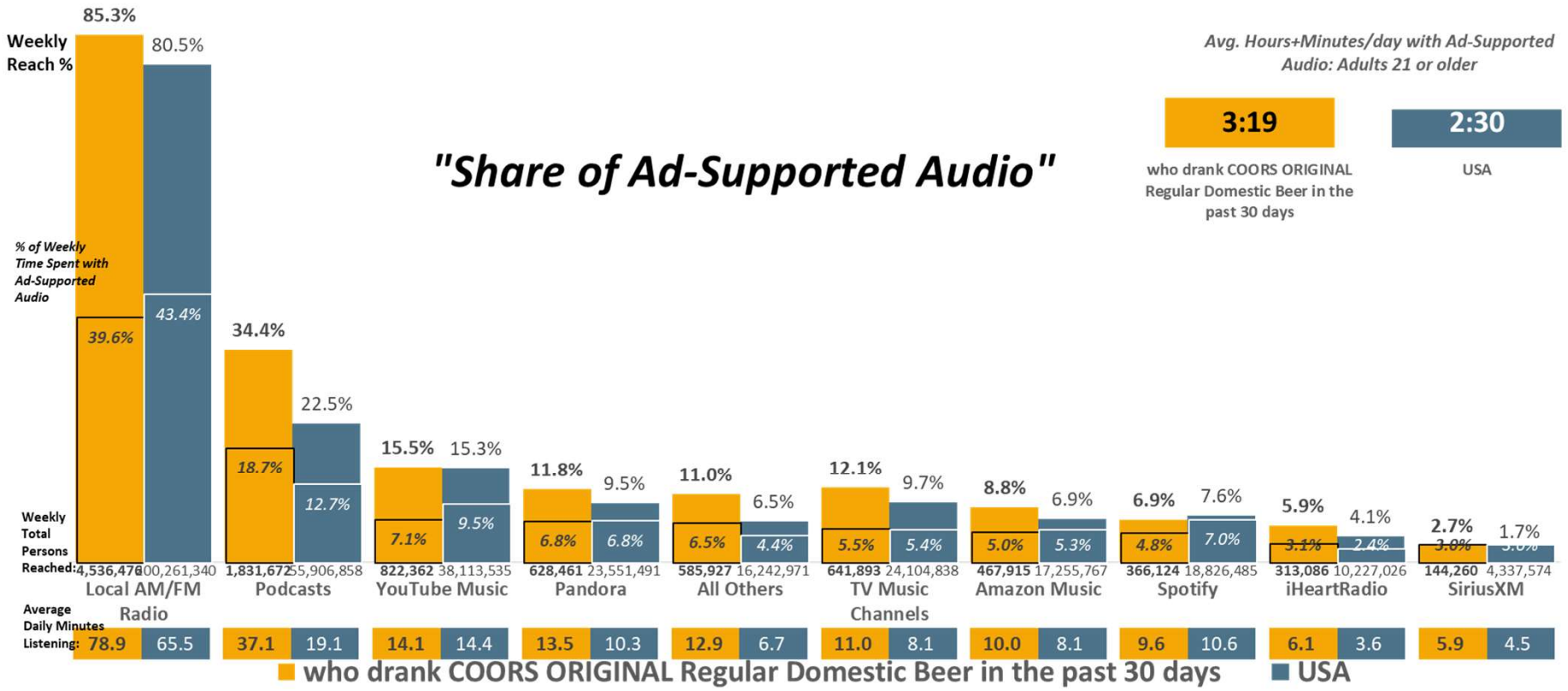

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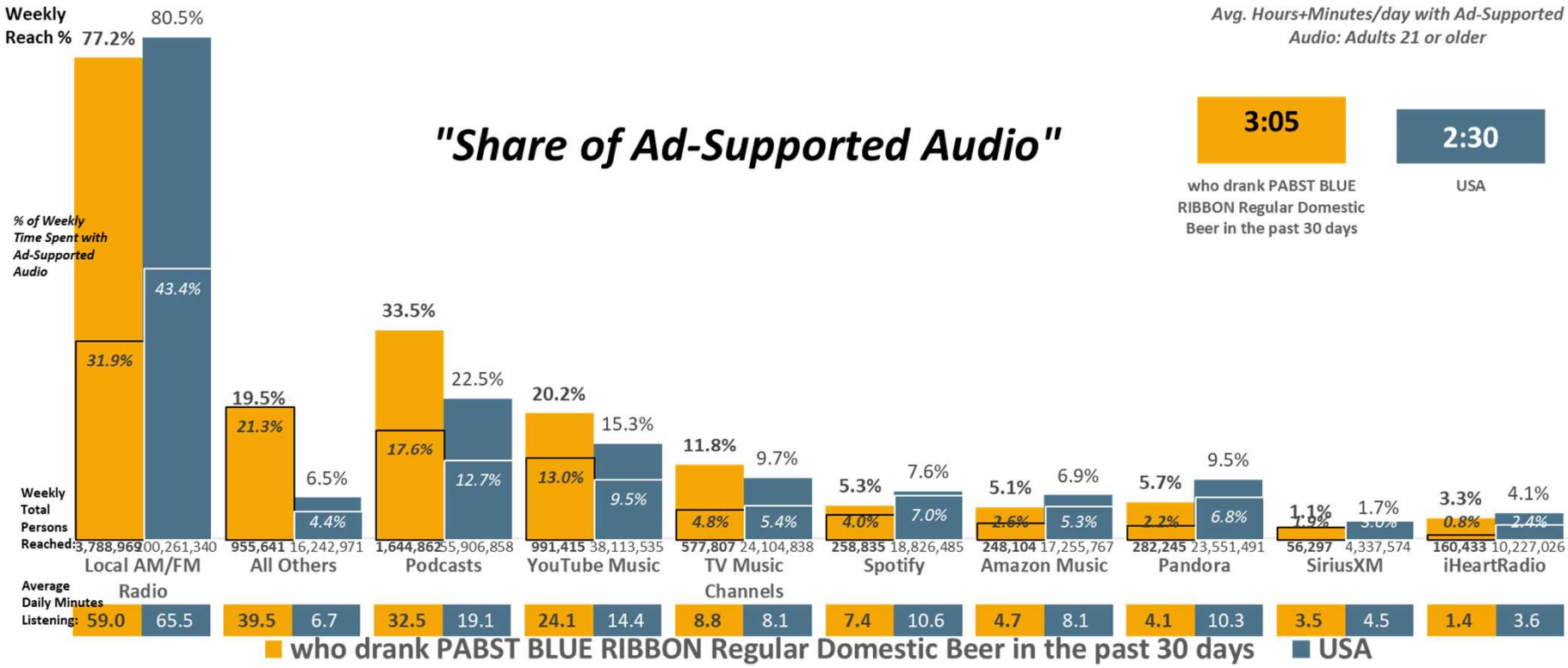

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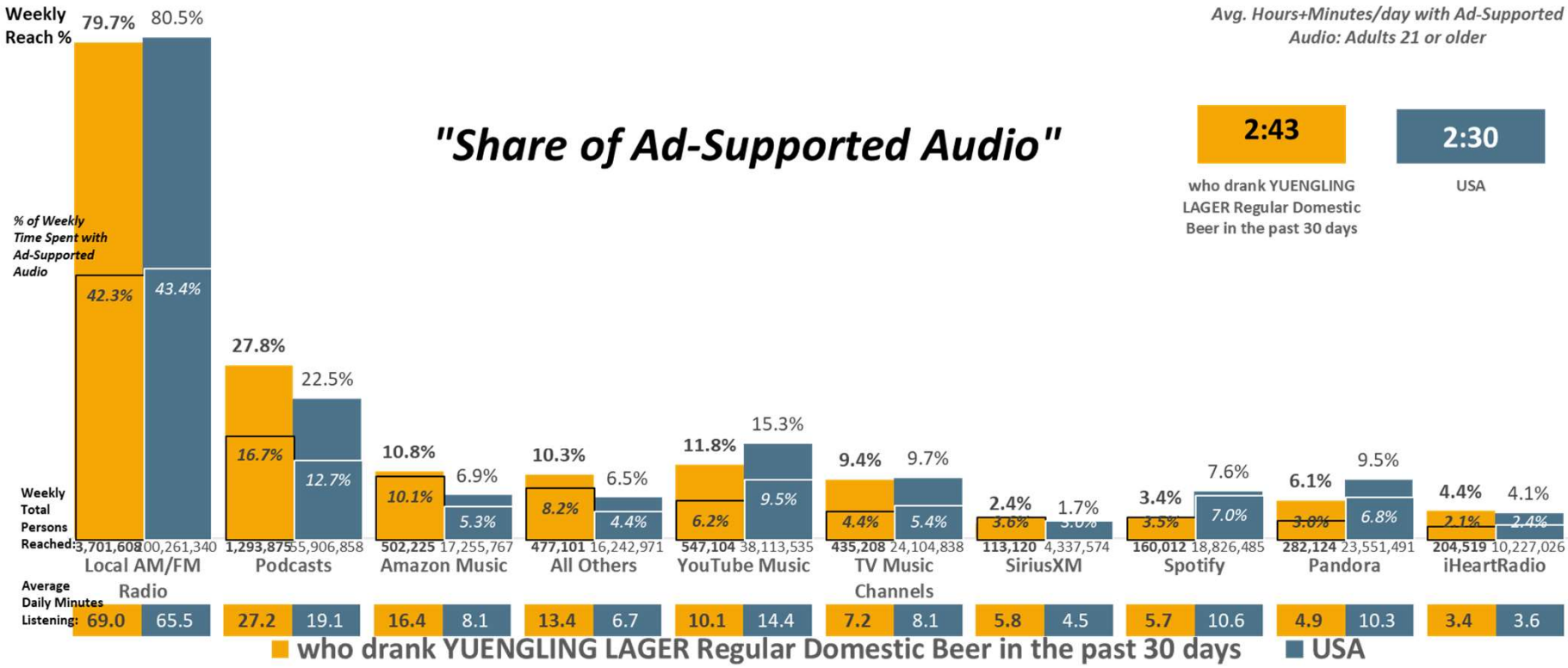

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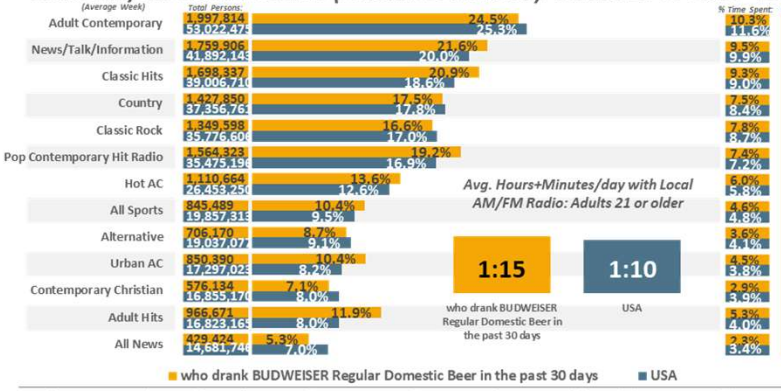
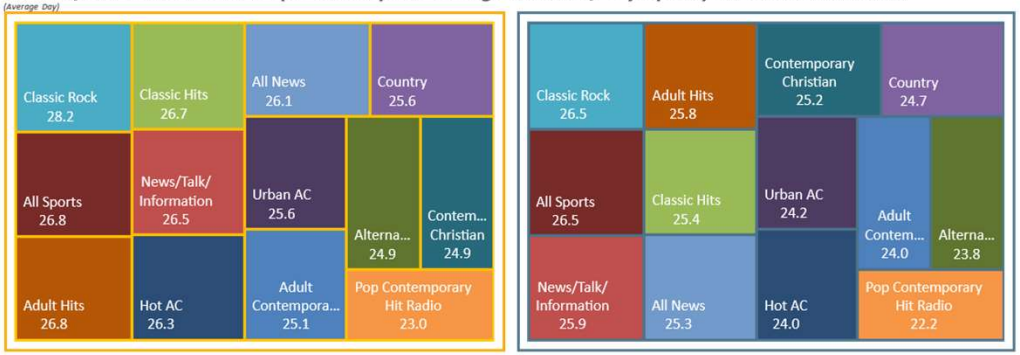
7,828,258 or 86.2% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

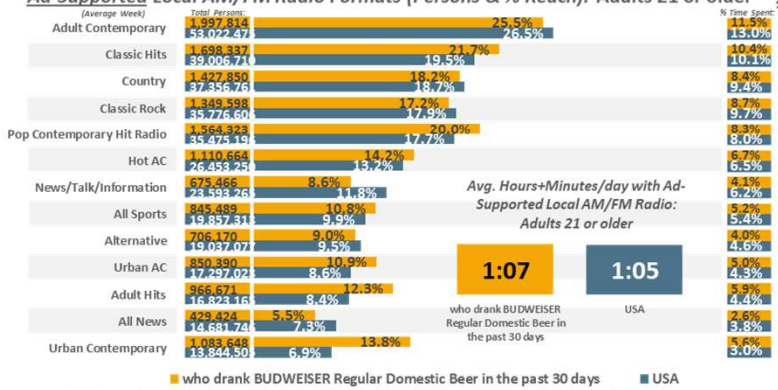
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



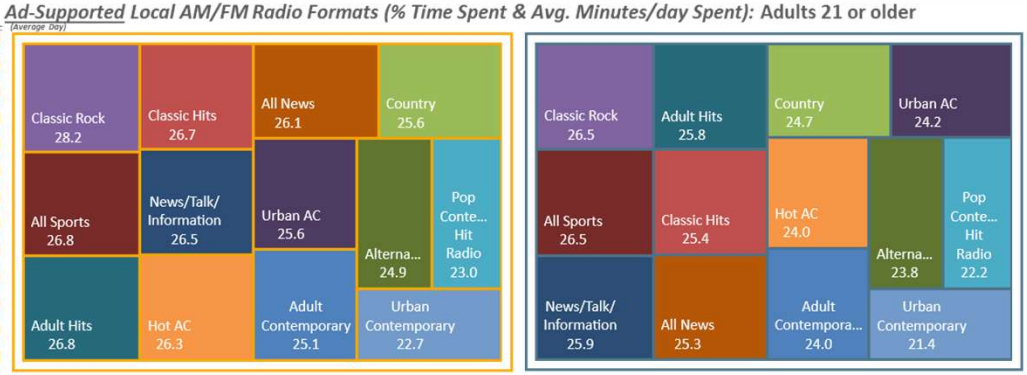
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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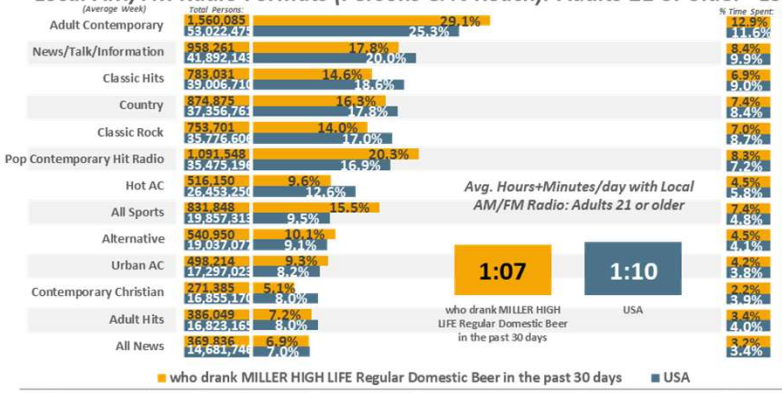
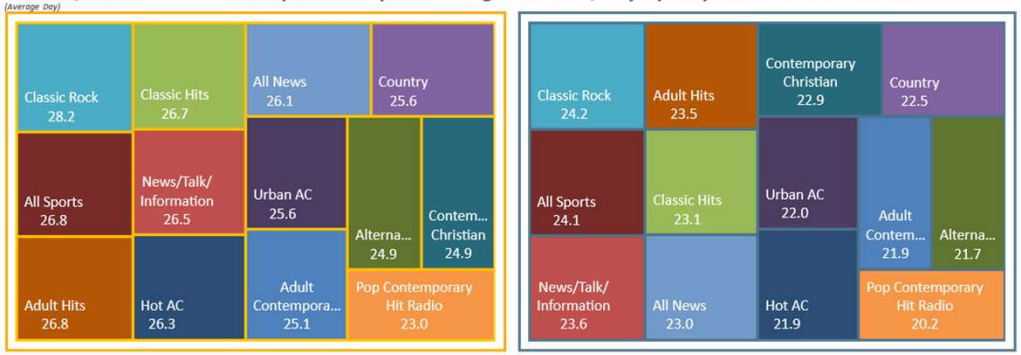
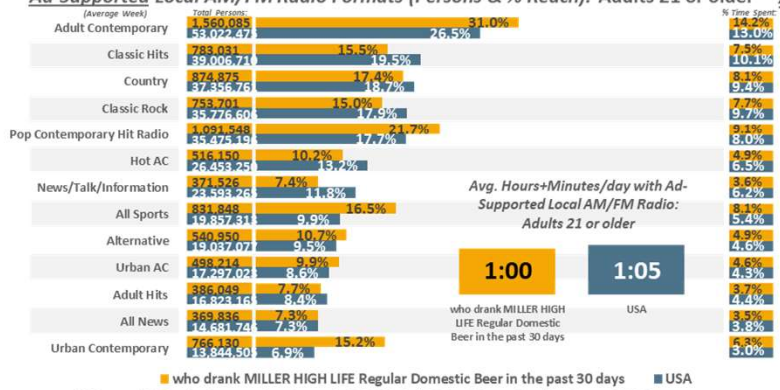
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



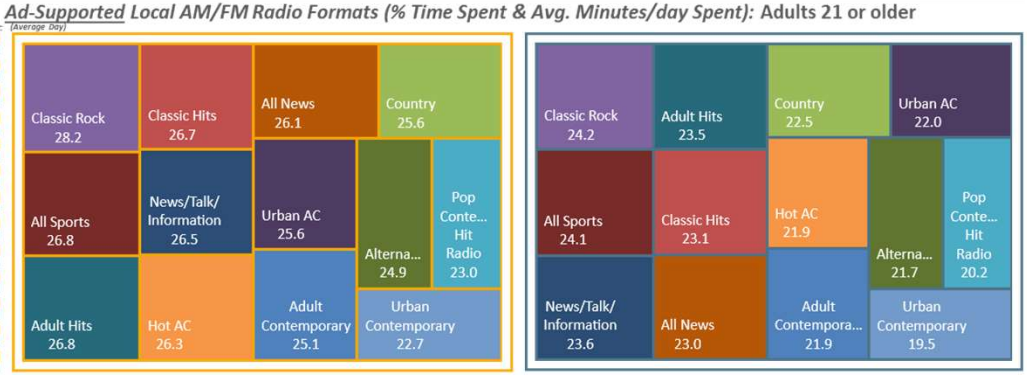
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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Domestic regular beer drank past 30 days: Miller High Life

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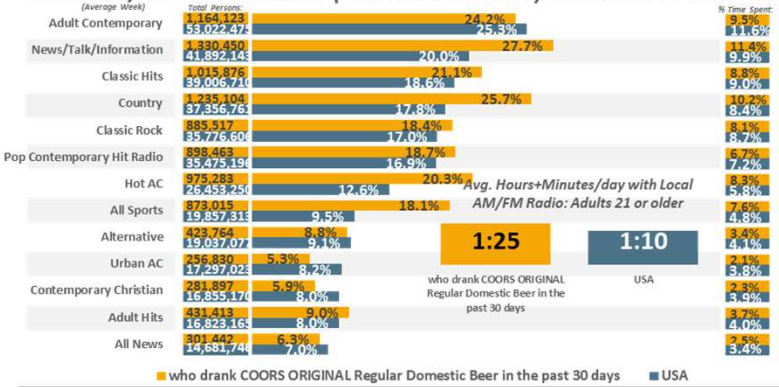
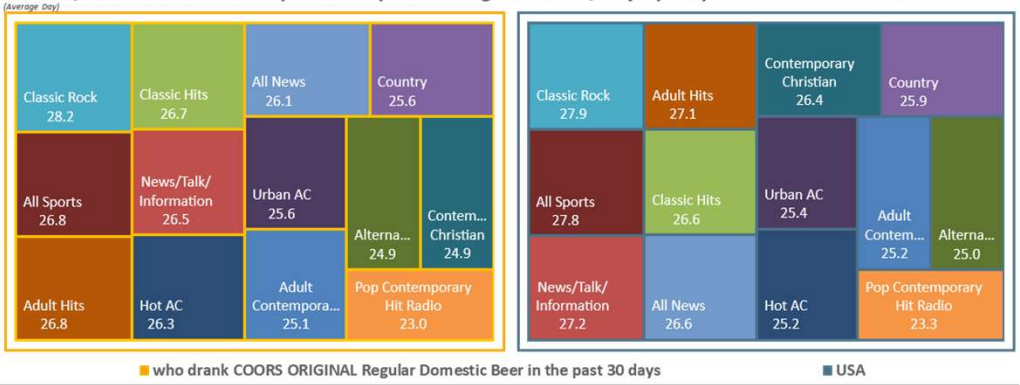
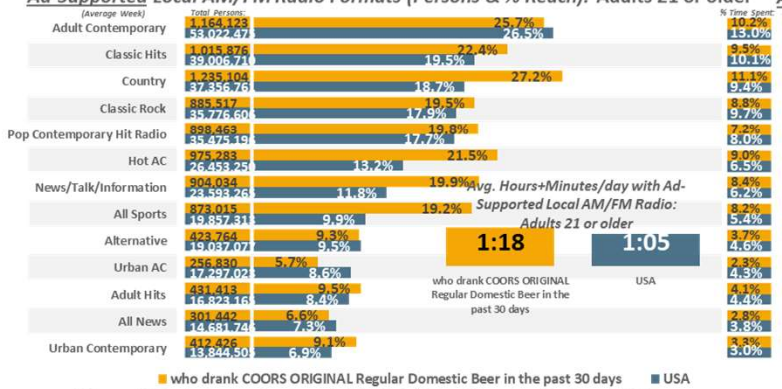
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



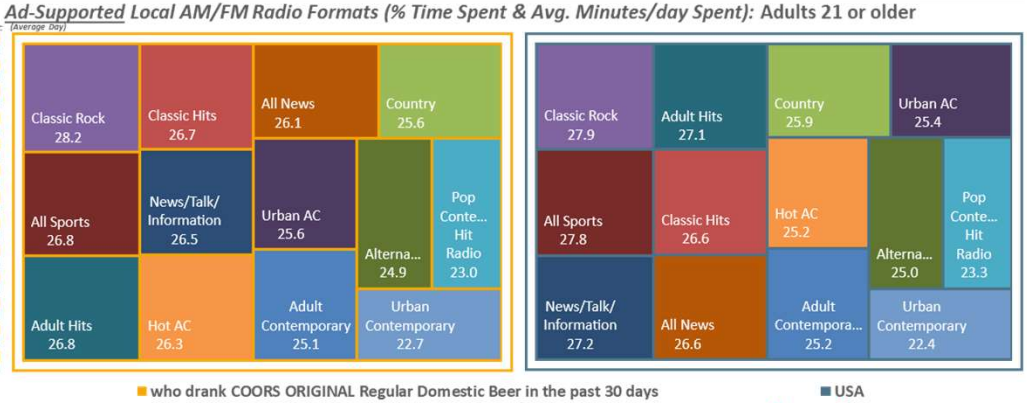
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

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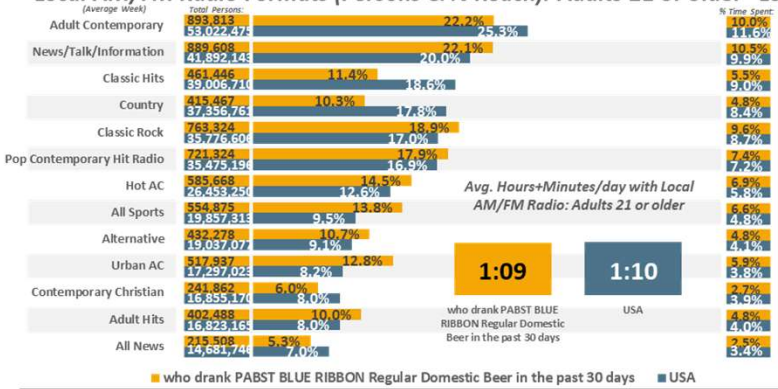
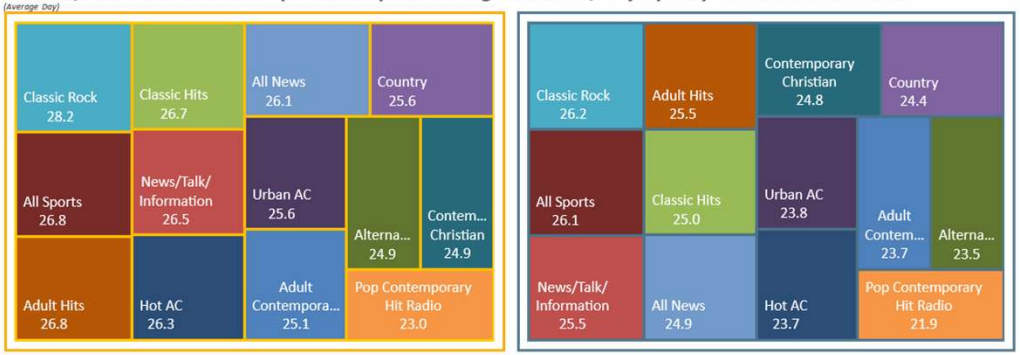
Domestic regular beer drank past 30 days: Coors Original

3,788,969 or 77.2% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Urban Contemporary

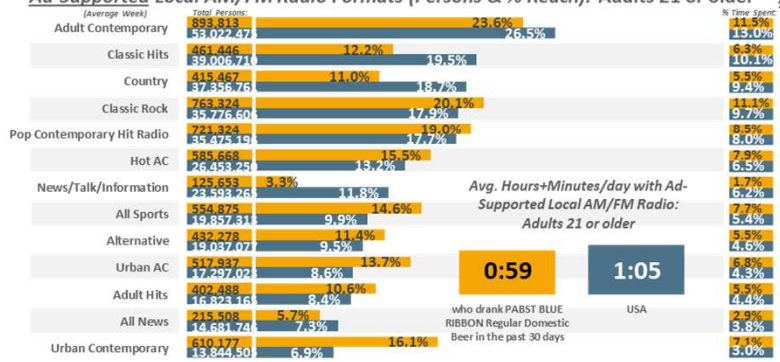
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



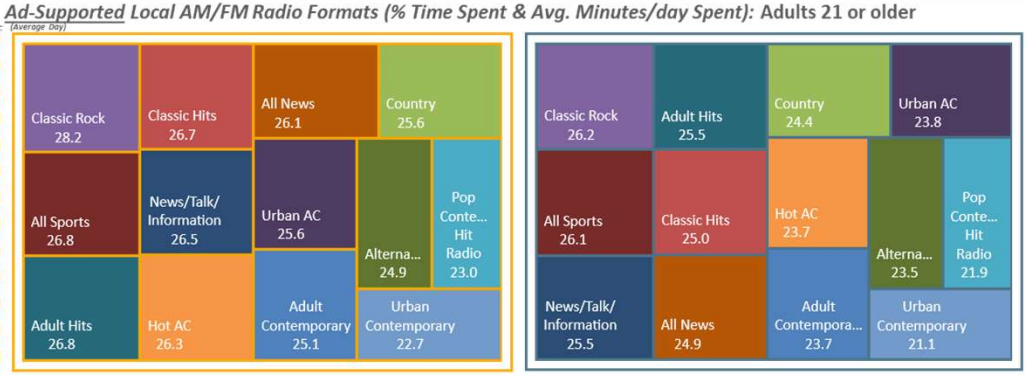
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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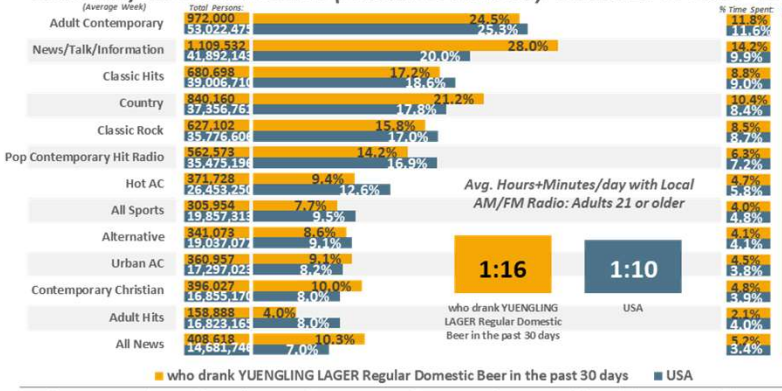
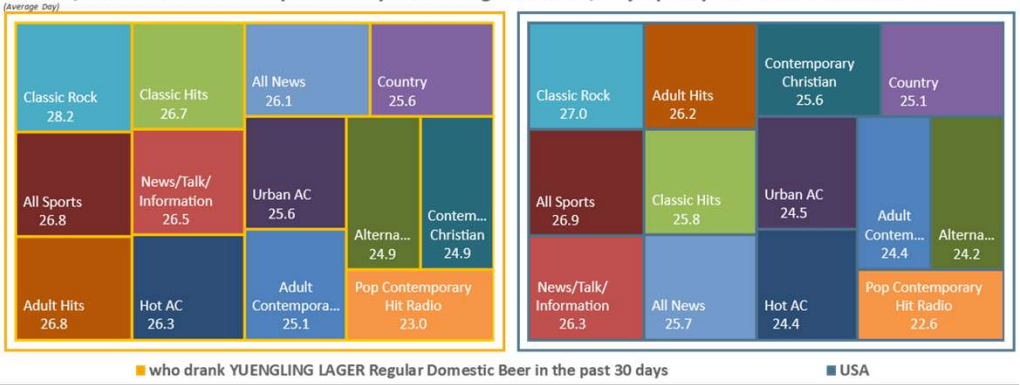
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

3,701,608 or 79.7% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, News/Talk/Information, and Classic Rock

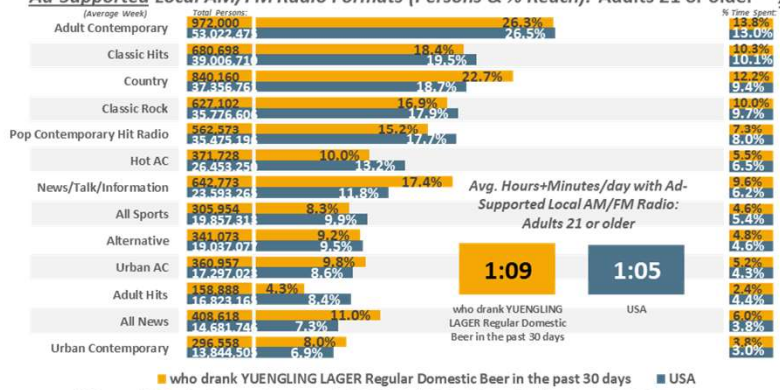
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



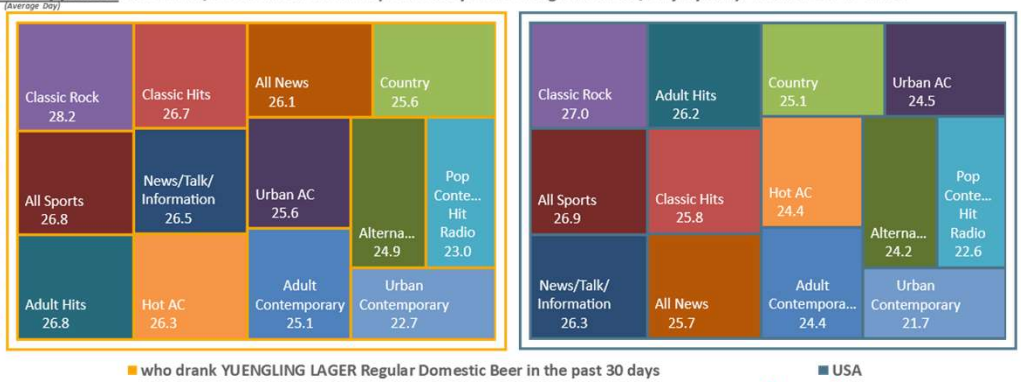
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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Domestic regular beer drank past 30 days: Yuengling

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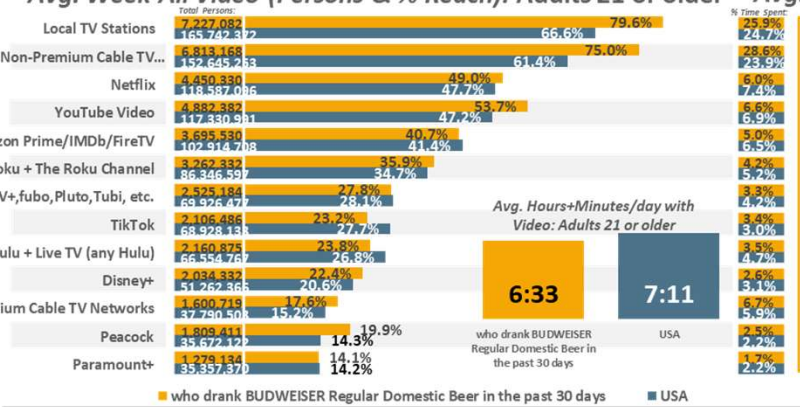
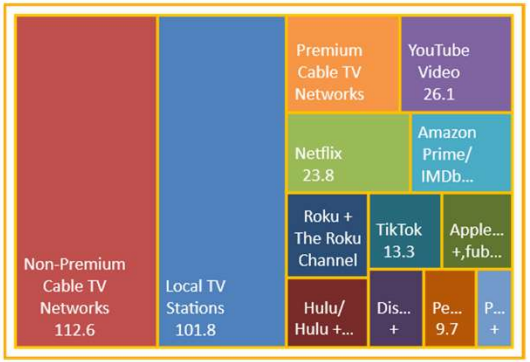
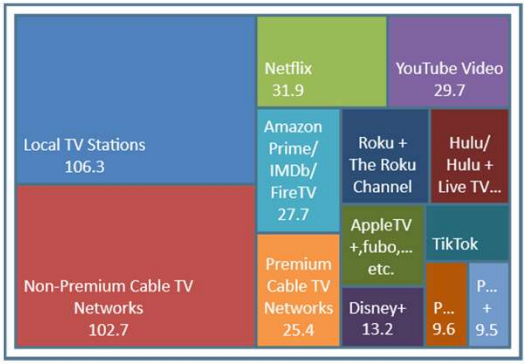
Avg. Week All Video (Persons & % Reach): Adults 21 or older

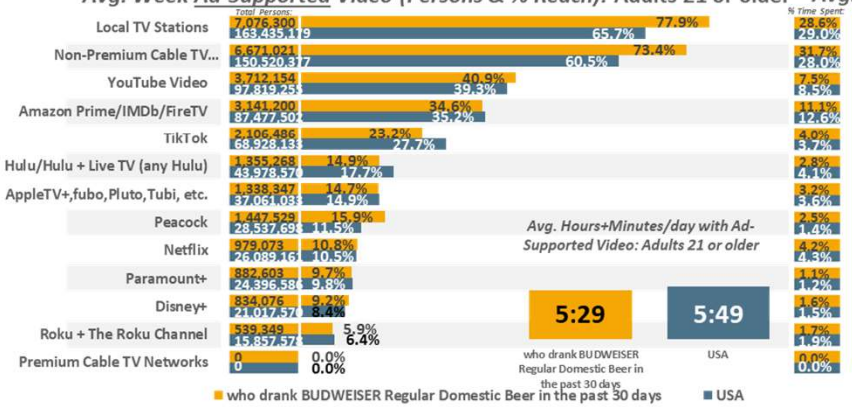


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

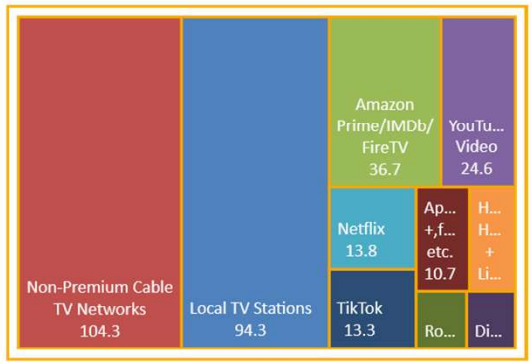


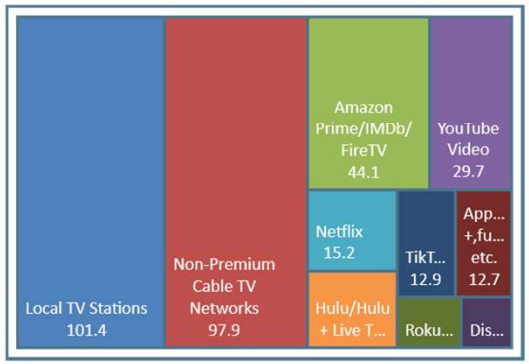


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





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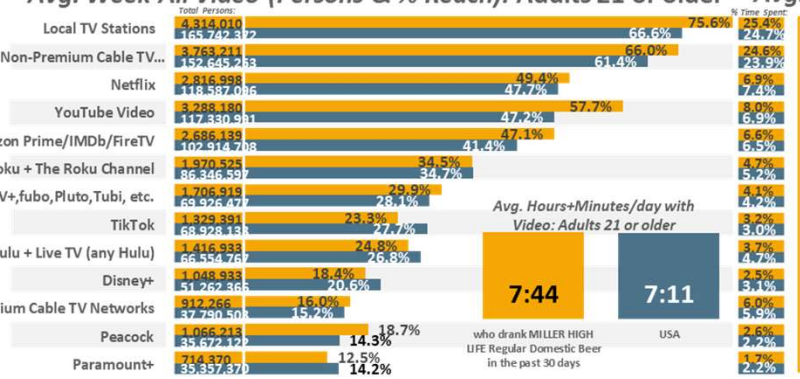
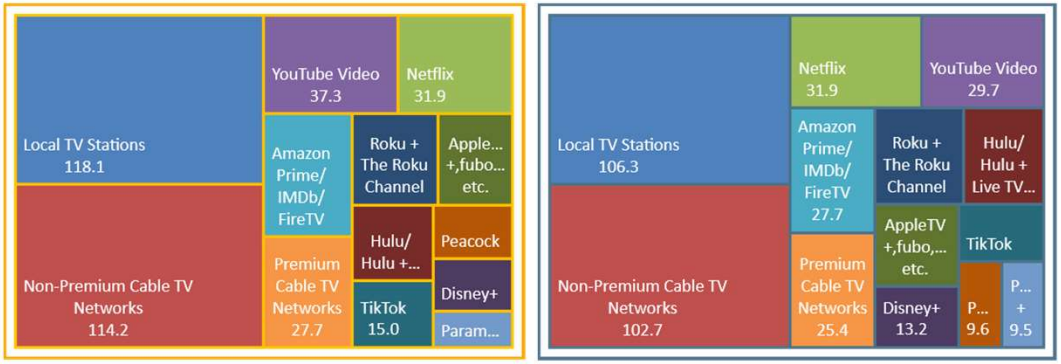
Domestic regular beer drank past 30 days: Budweiser

4,239,252 or 74.3% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video

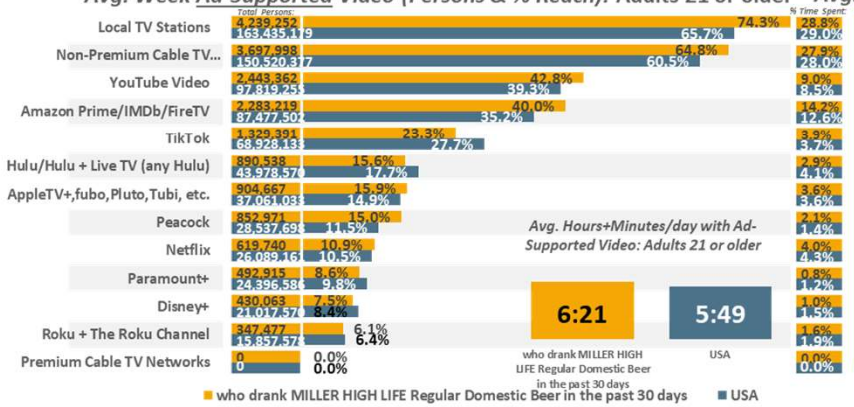
Avg. Week All Video (Persons & % Reach): Adults 21 or older



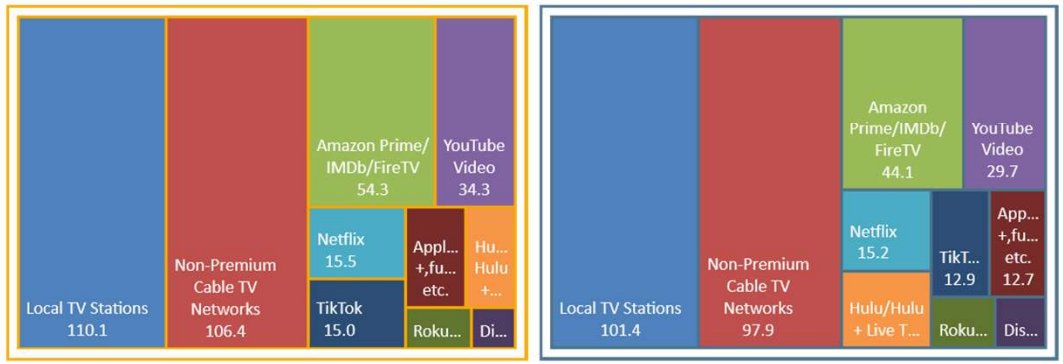
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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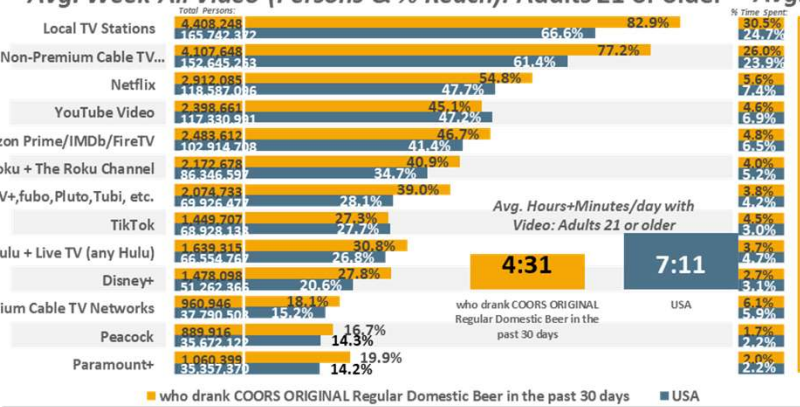
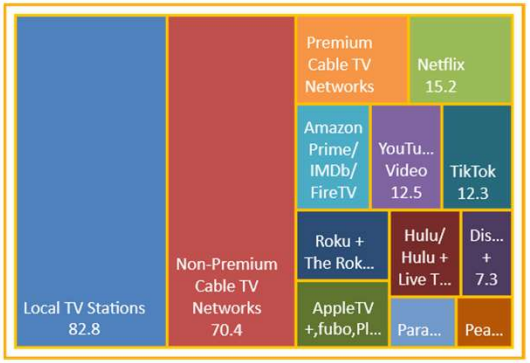
Domestic regular beer drank past 30 days: Miller High Life

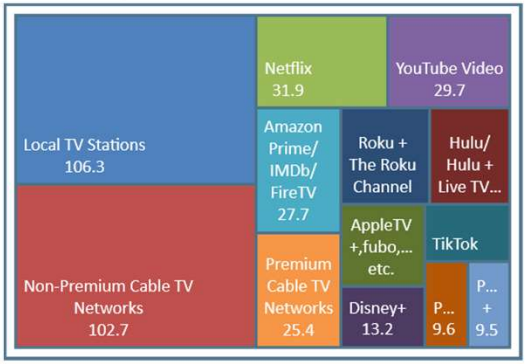
4,319,990 or 81.2% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

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

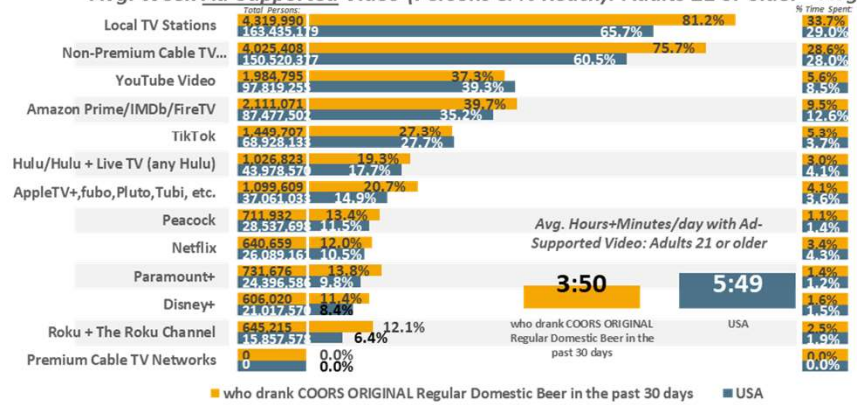


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

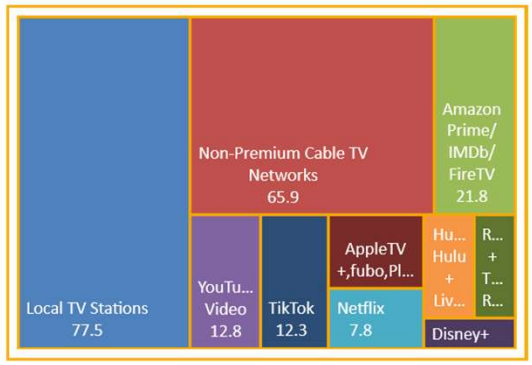


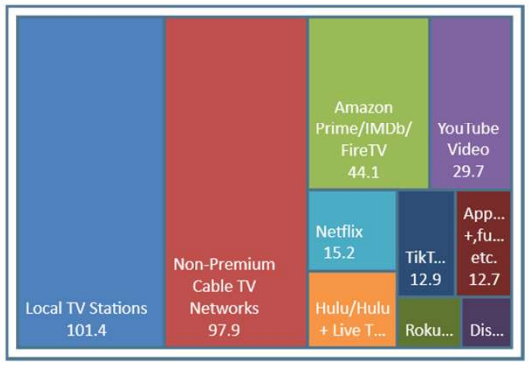


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





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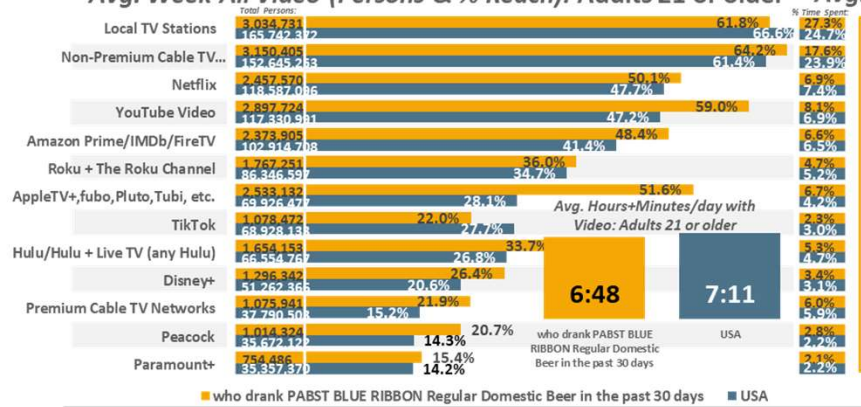
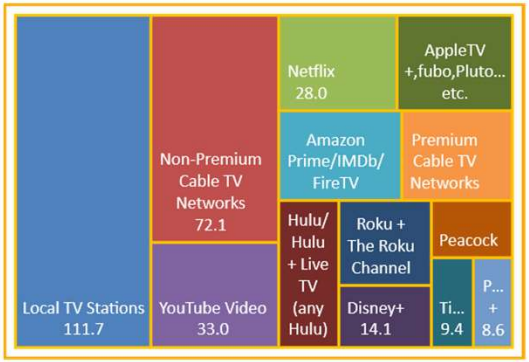
Domestic regular beer drank past 30 days: Coors Original

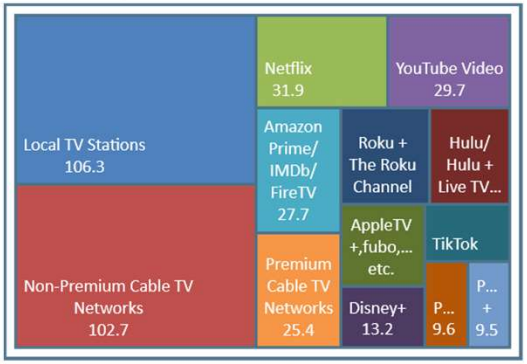
3,000,850 or 61.1% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Vide

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

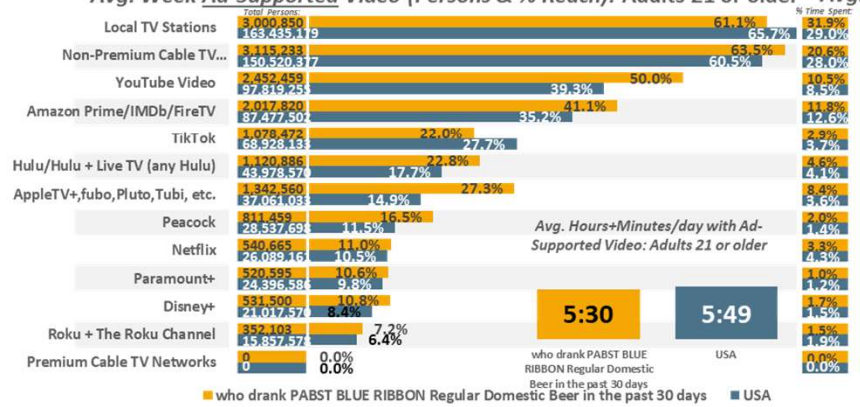


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

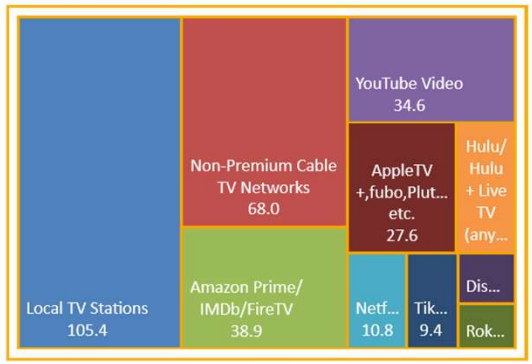


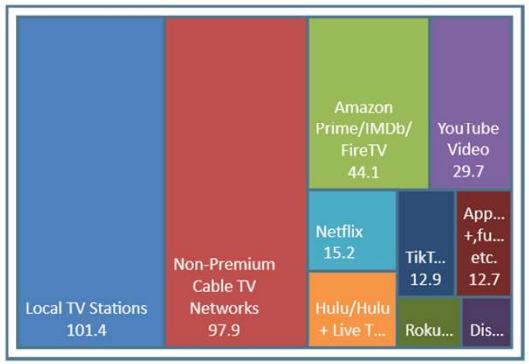


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





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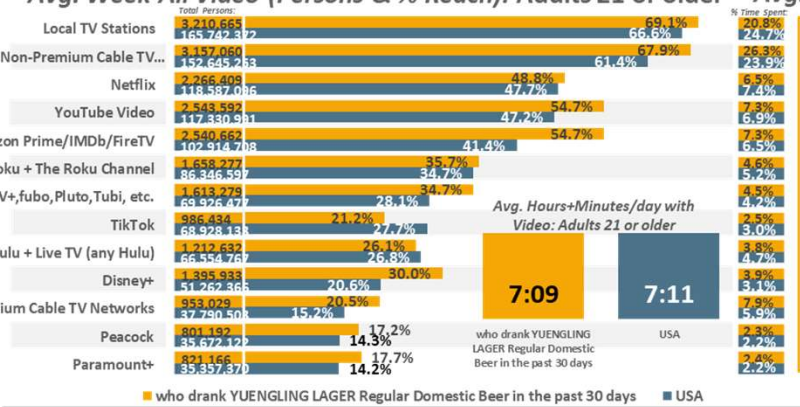
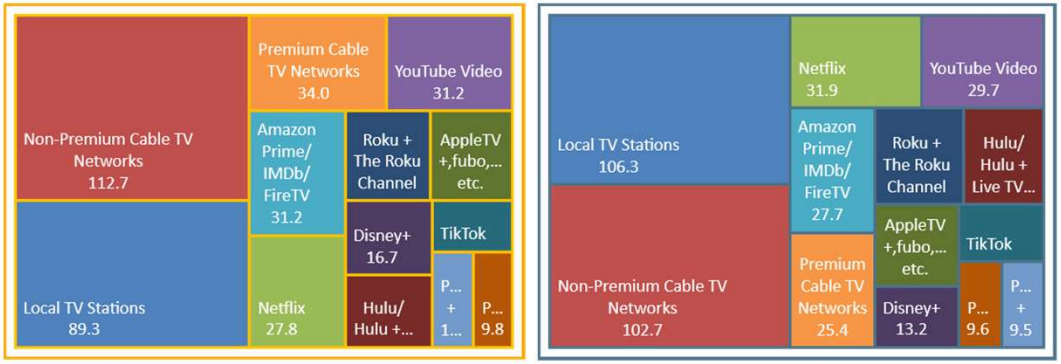
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

3,167,052 or 68.2% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

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

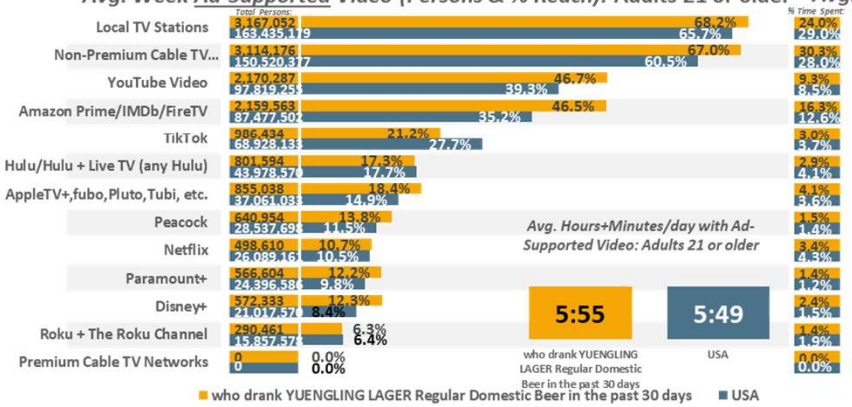


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

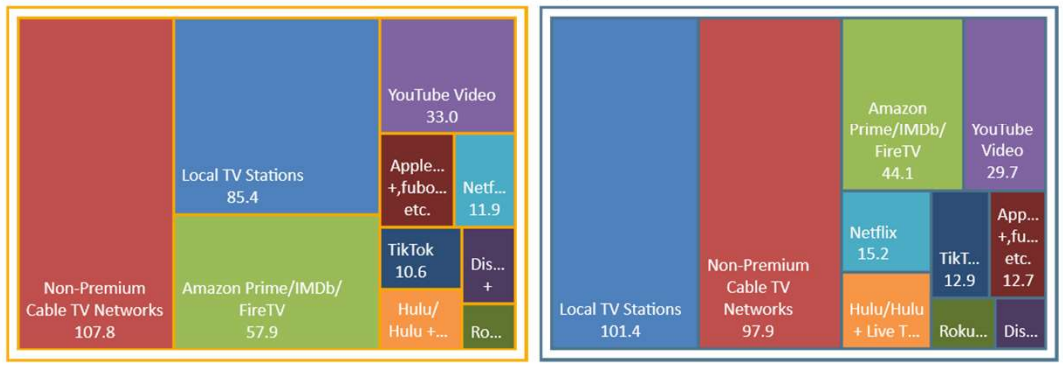


who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days ■ USA

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



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



who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days ■ USA

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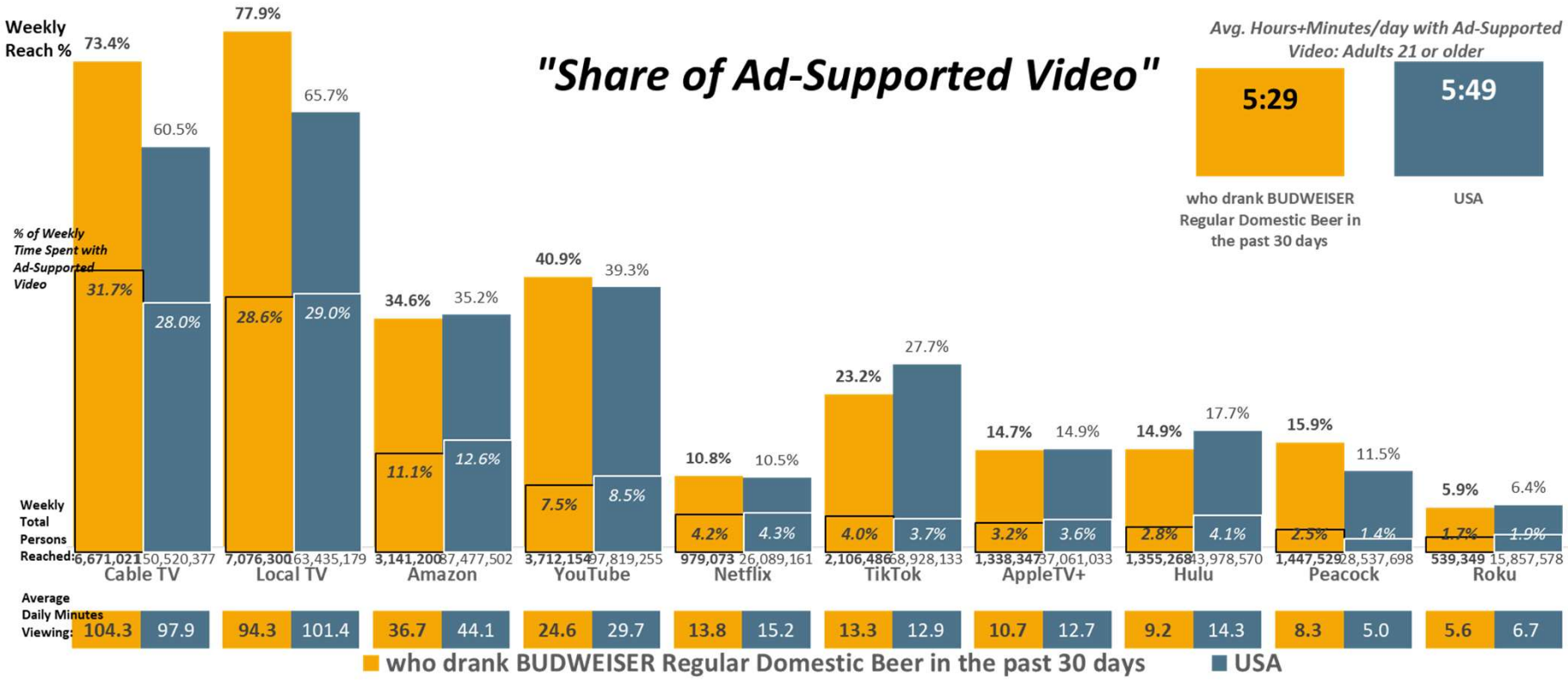

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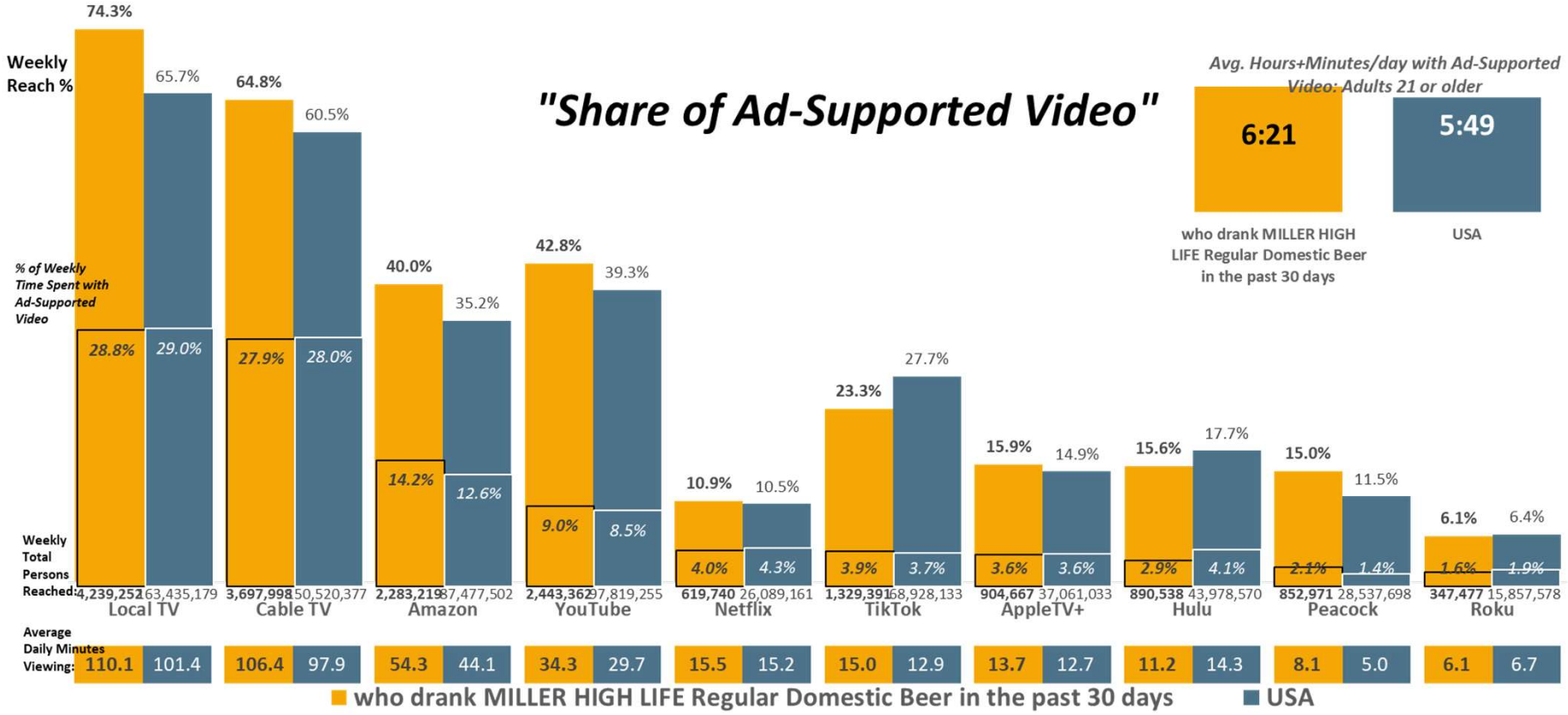

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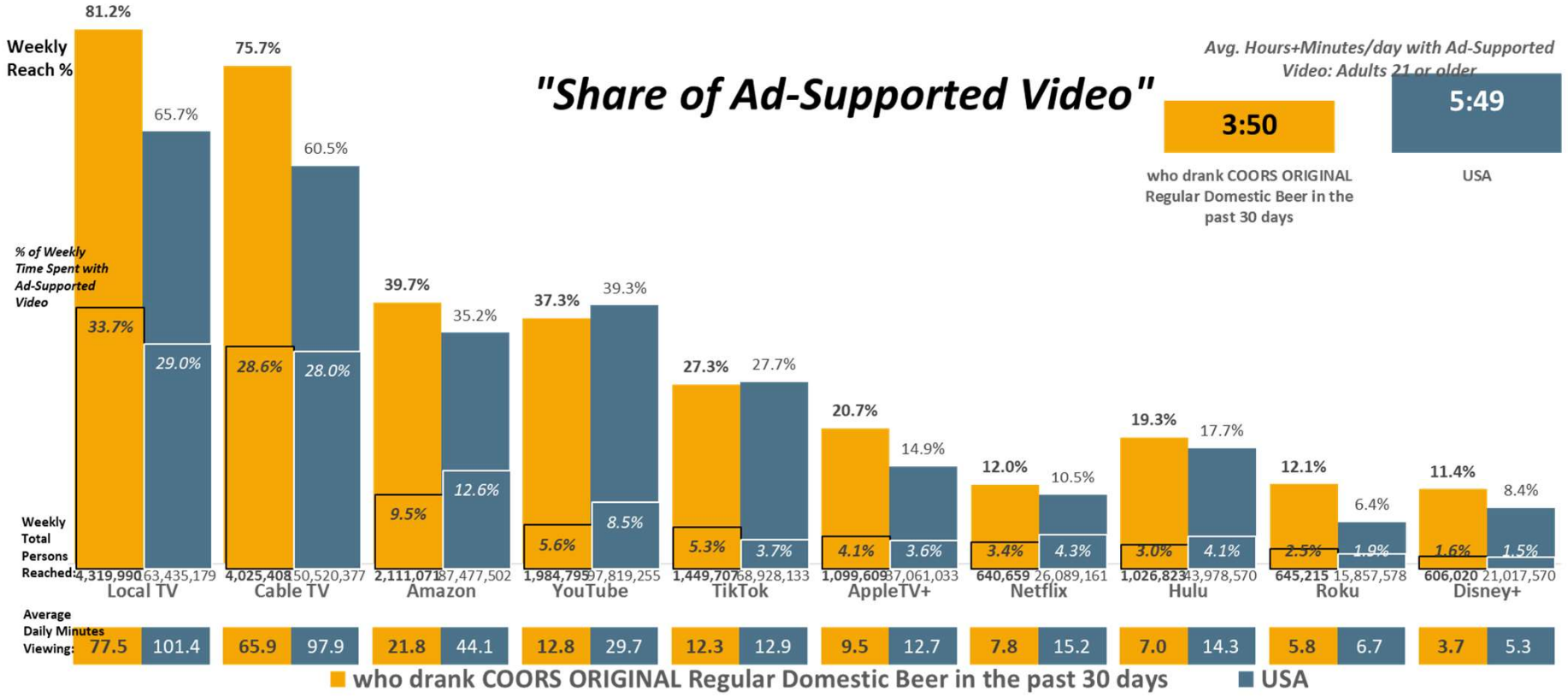

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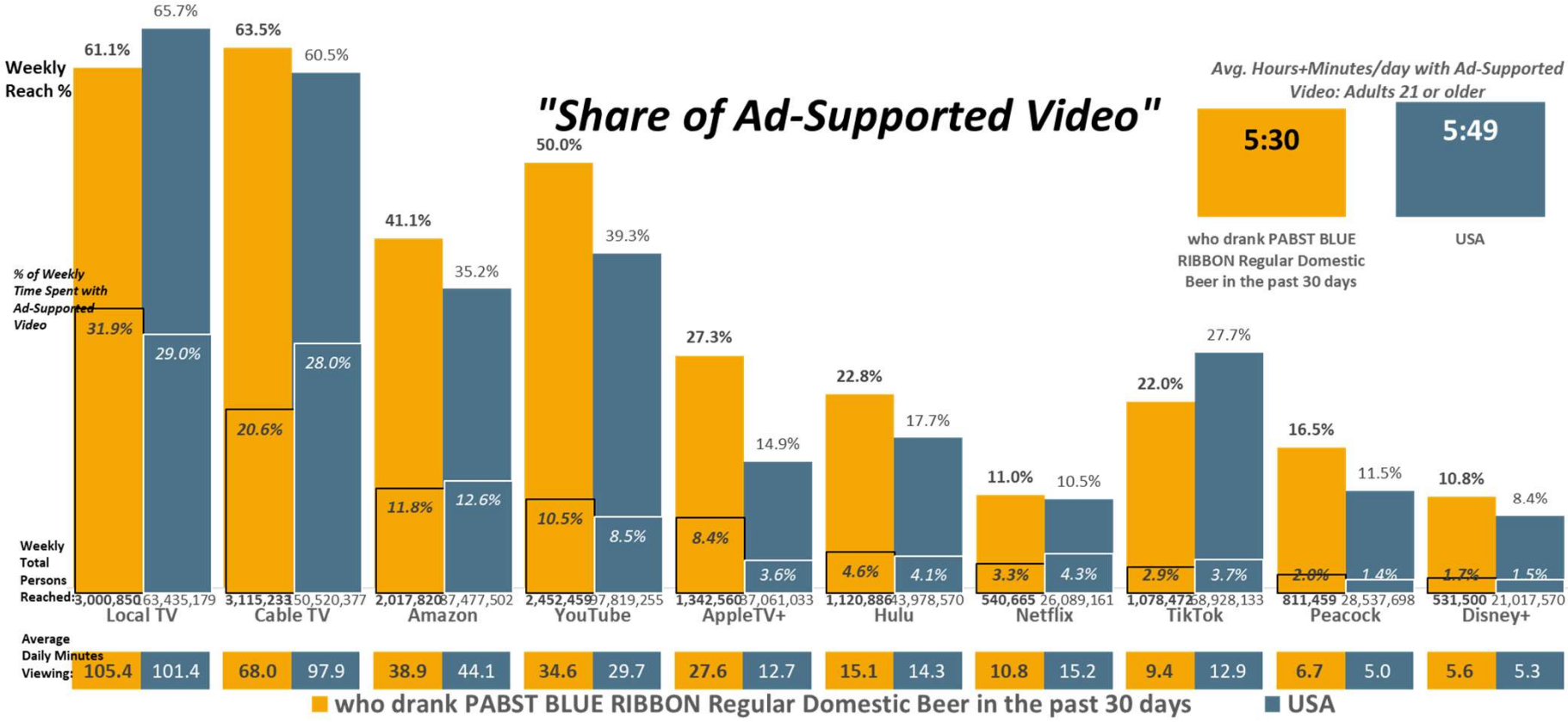

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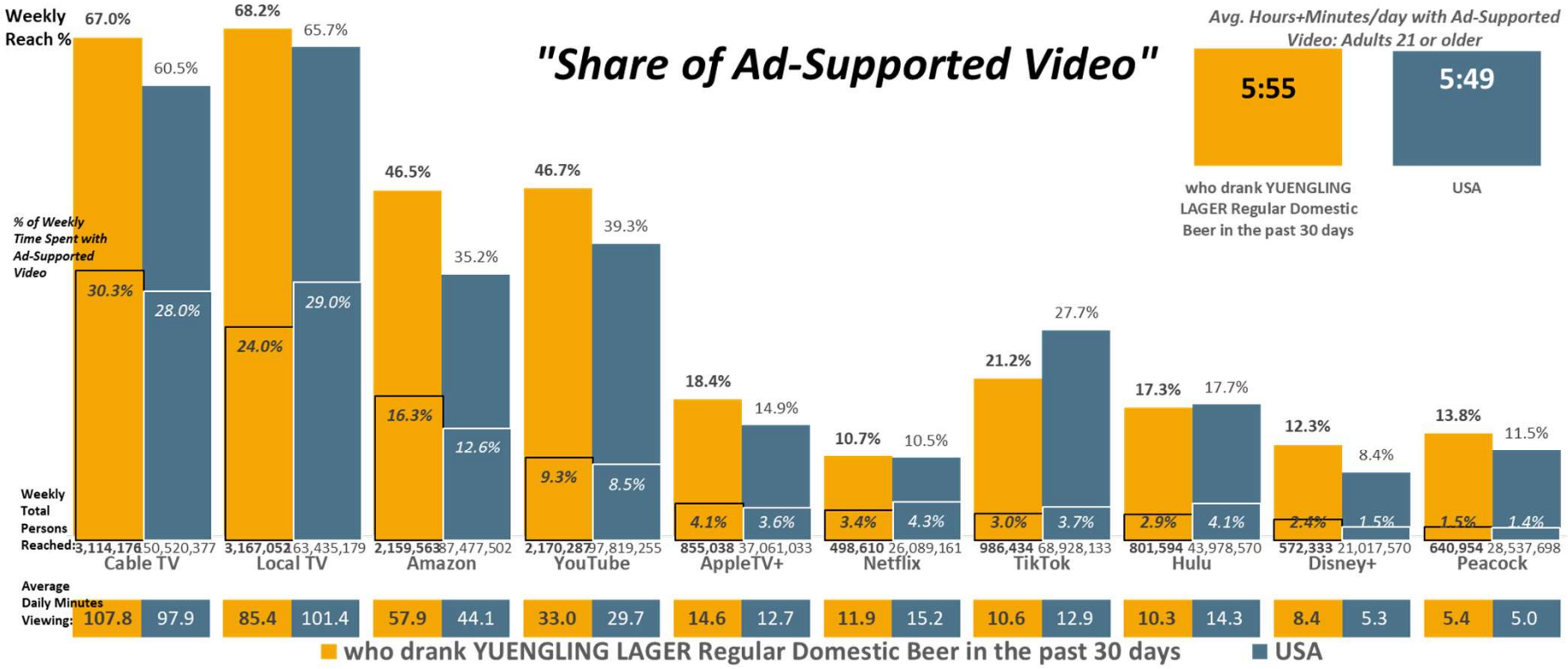

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,334

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

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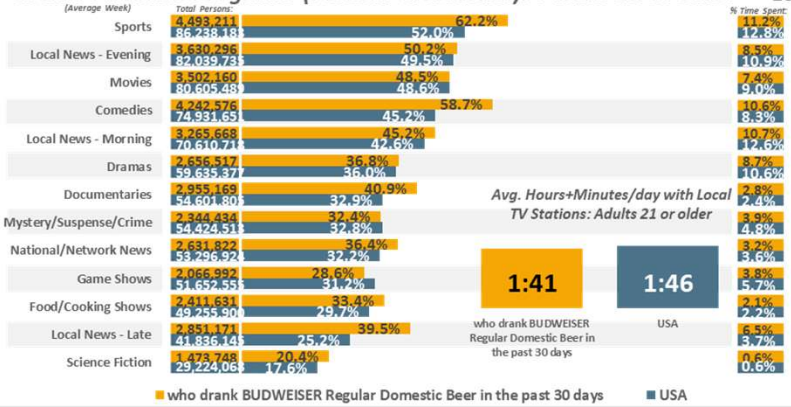
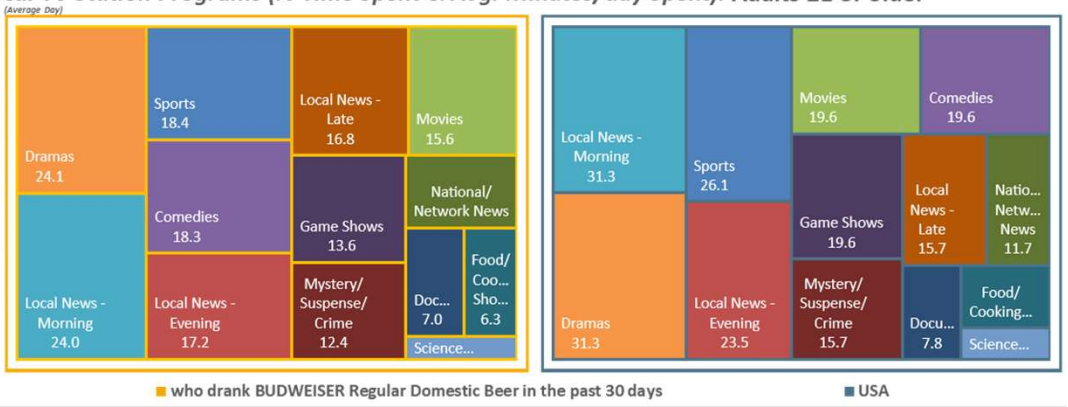
7,076,300 or 77.9% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Local News - Late

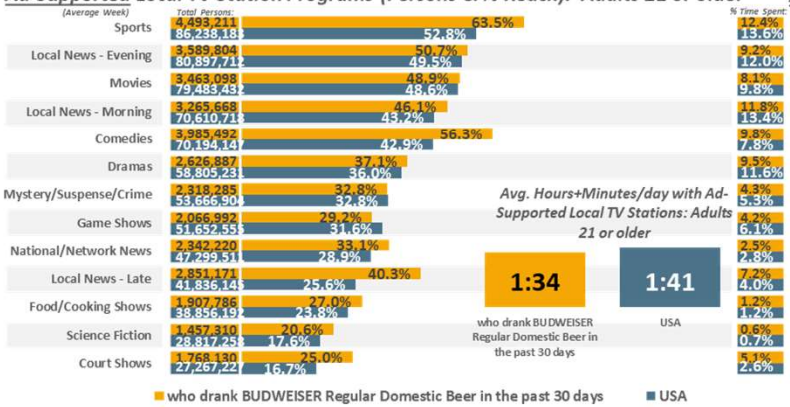
Local TV Station Programs (Persons & % Reach): Adults 21 or older



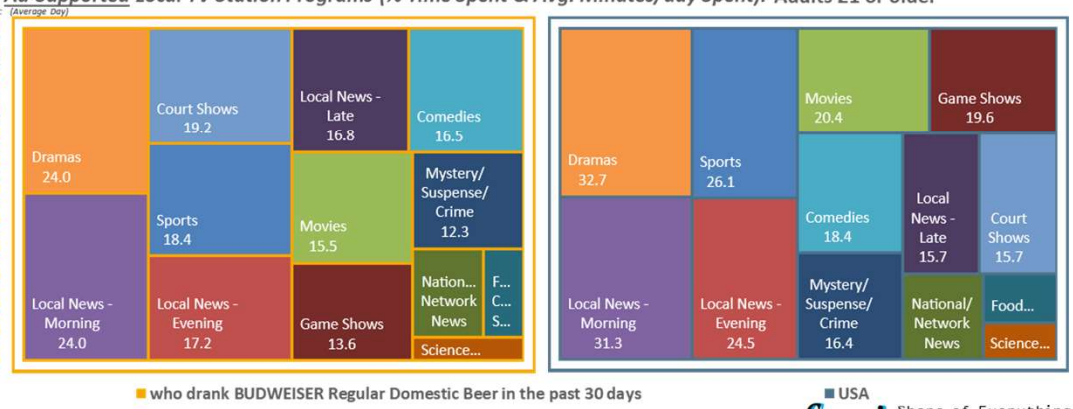
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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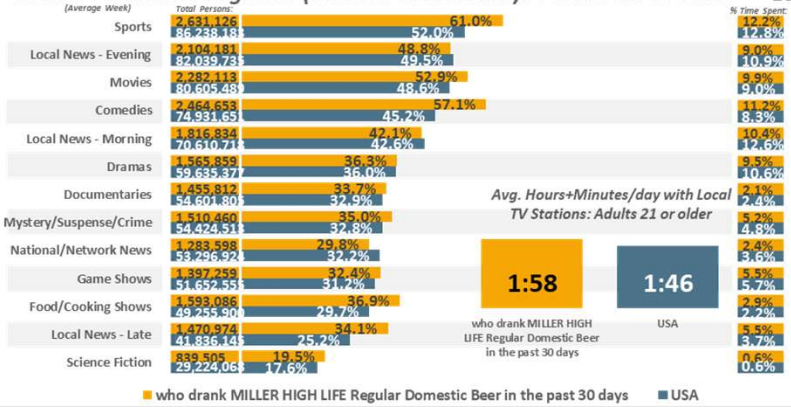
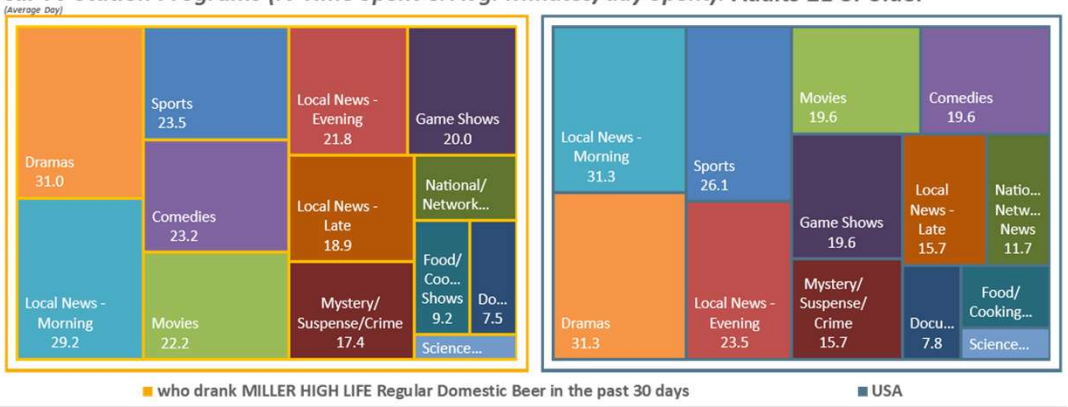
Domestic regular beer drank past 30 days: Budweiser

4,239,252 or 74.3% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

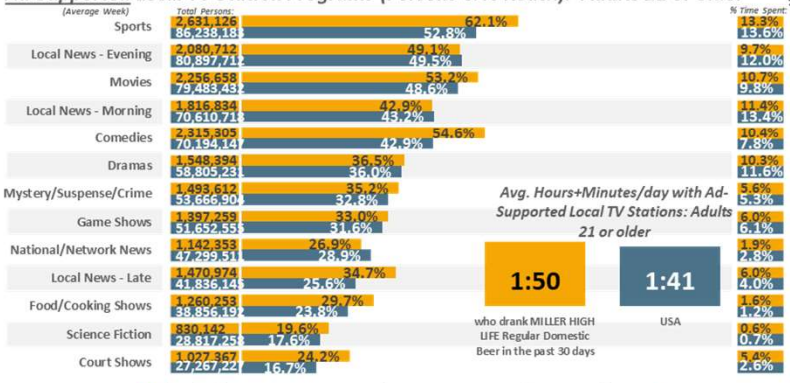
Local TV Station Programs (Persons & % Reach): Adults 21 or older



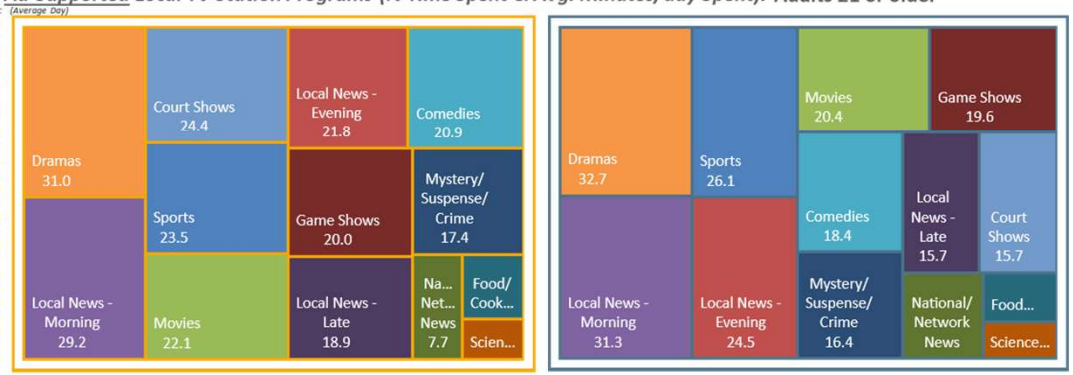
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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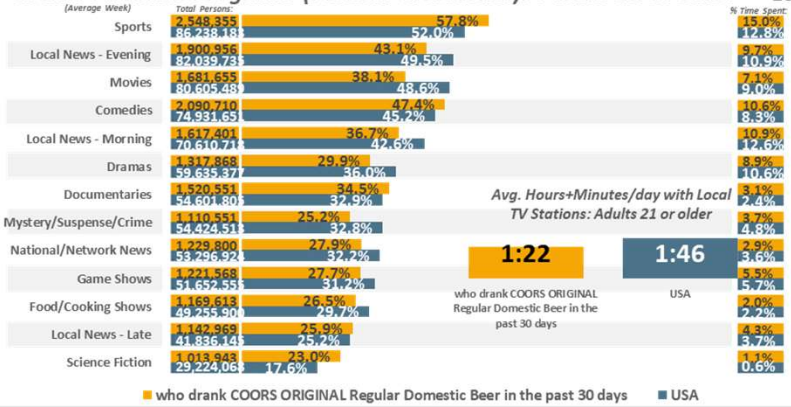
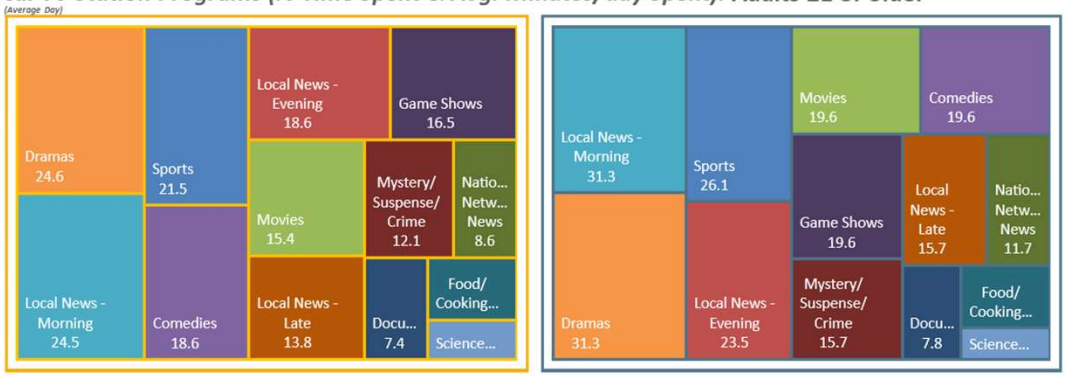
Domestic regular beer drank past 30 days: Miller High Life

4,319,990 or 81.2% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

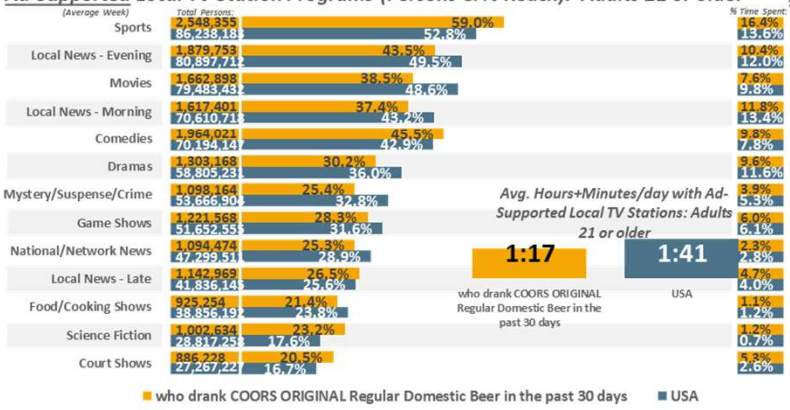
Local TV Station Programs (Persons & % Reach): Adults 21 or older



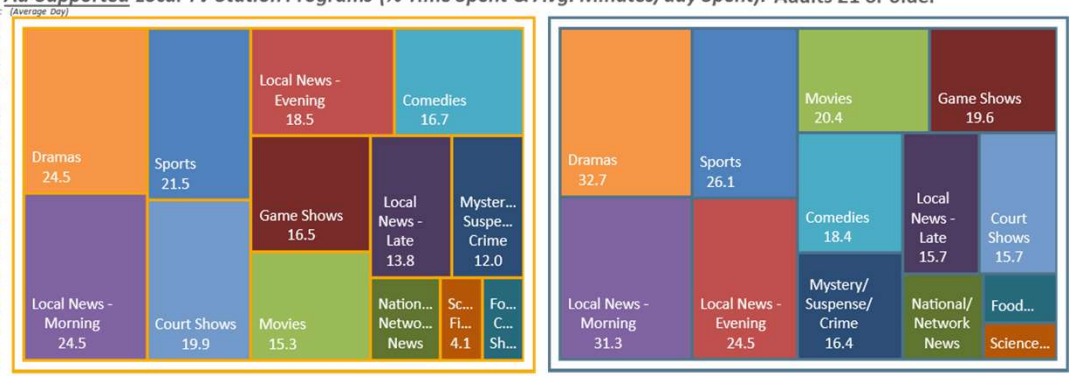
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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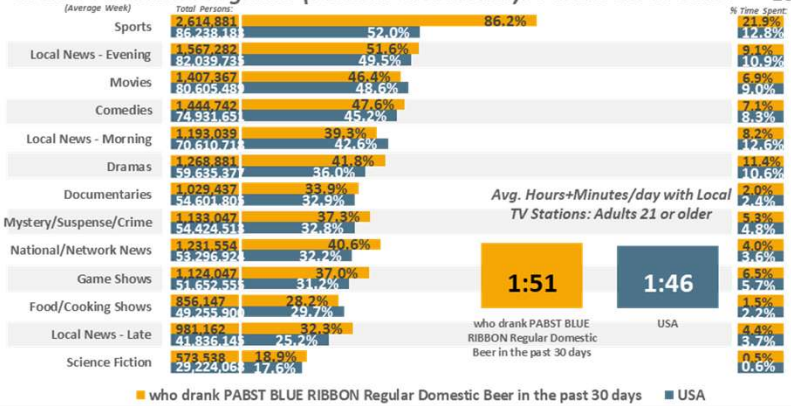
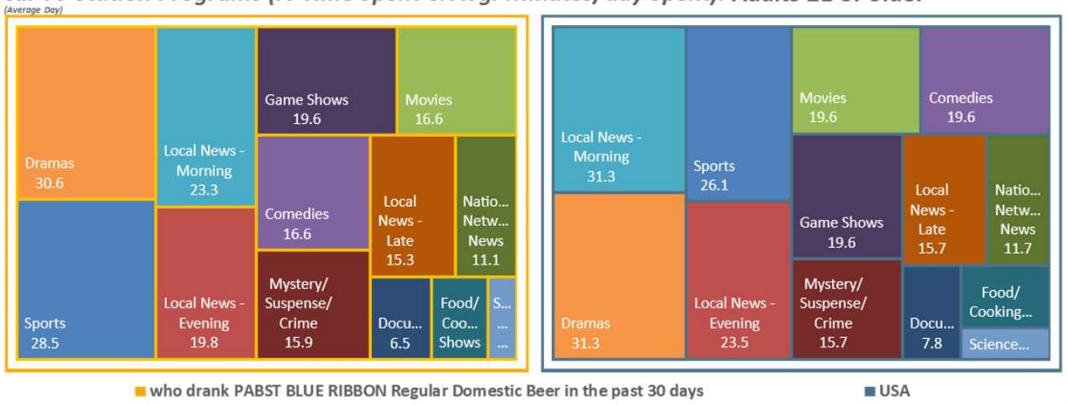
Domestic regular beer drank past 30 days: Coors Original

3,000,850 or 61.1% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and Local News - Morning.

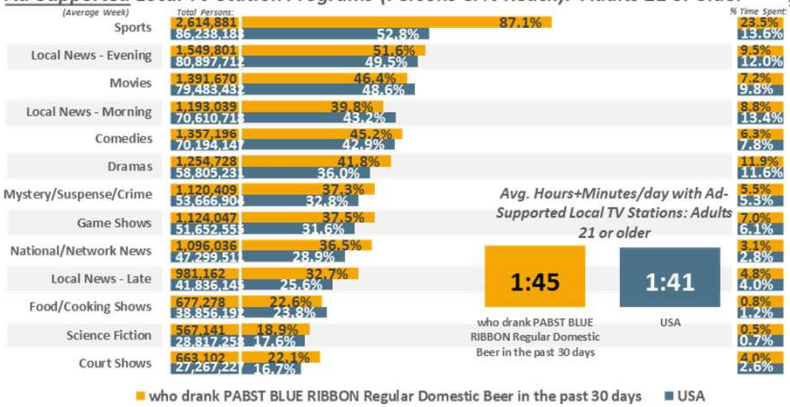
Local TV Station Programs (Persons & % Reach): Adults 21 or older



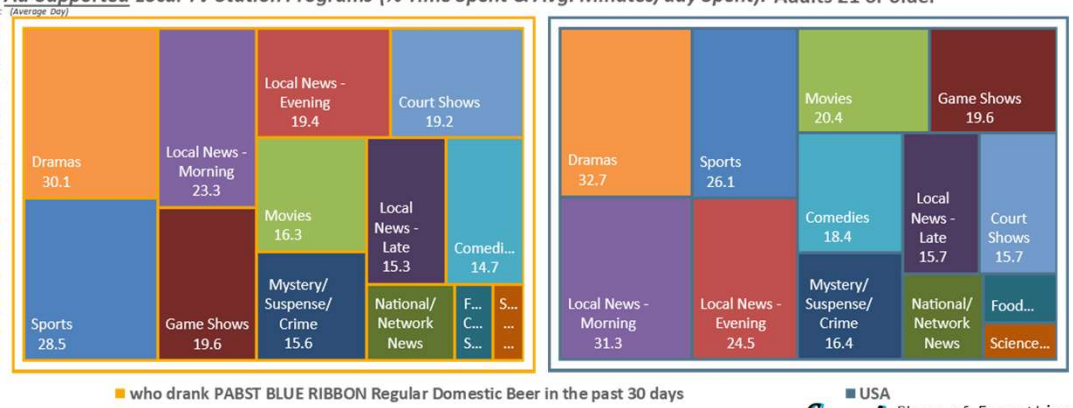
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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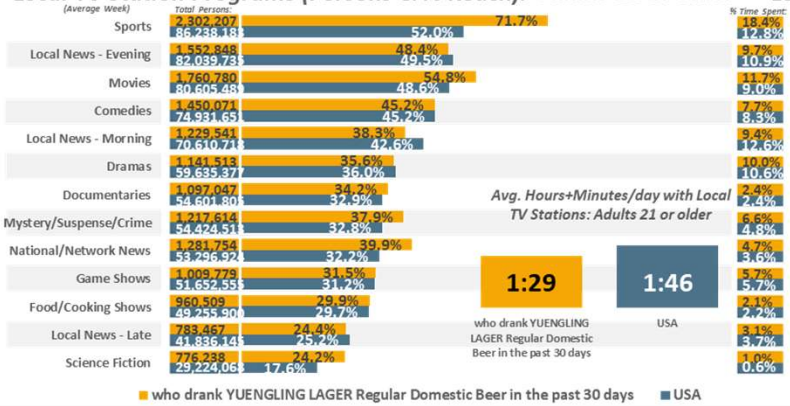
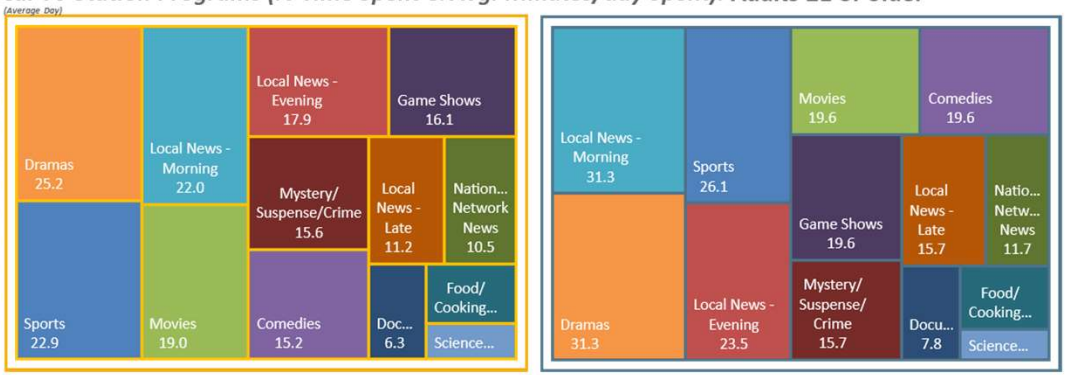
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

3,167,052 or 68.2% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Mystery/Sus

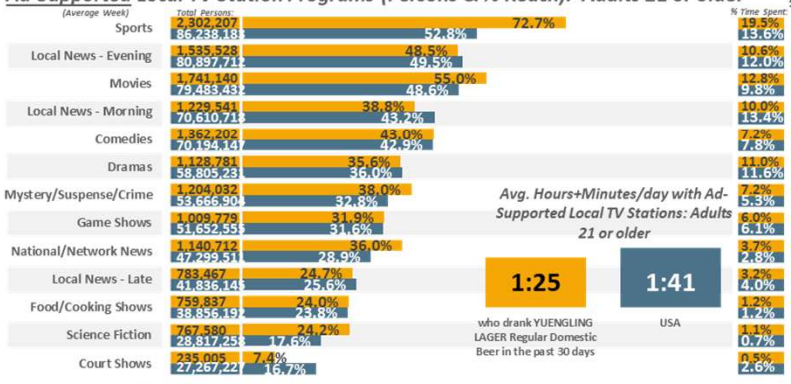
Local TV Station Programs (Persons & % Reach): Adults 21 or older



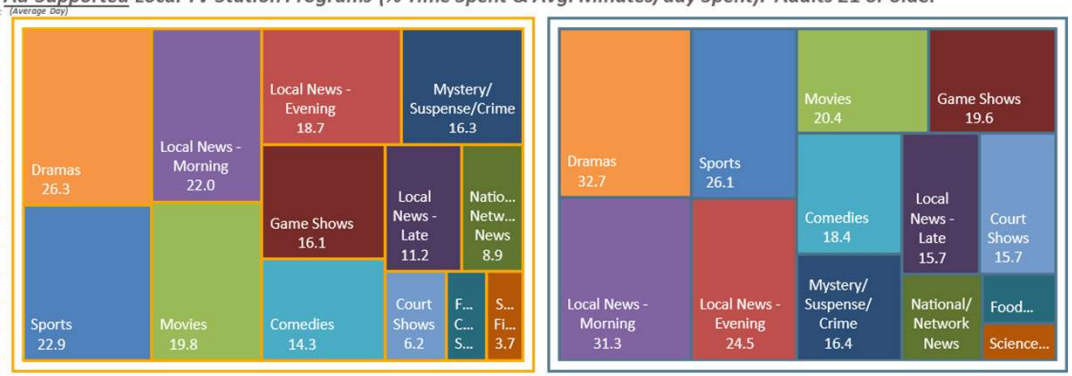
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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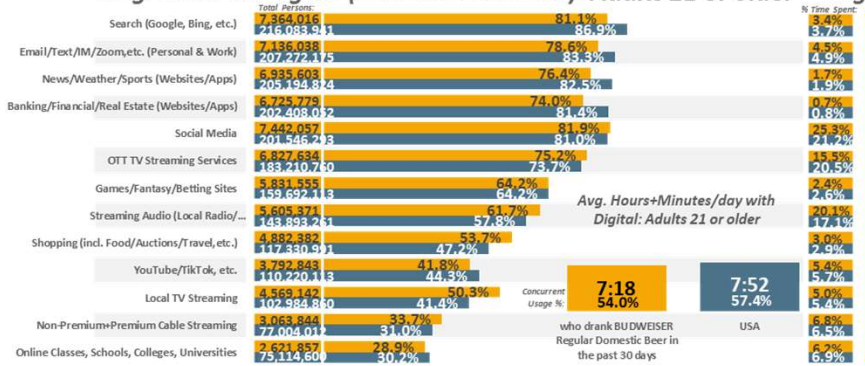
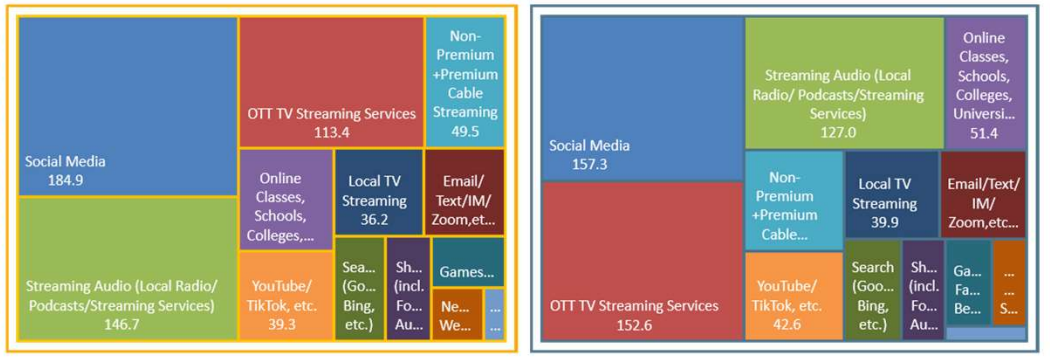
Domestic regular beer drank past 30 days: Yuengling

6,675,167 or 73.5% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

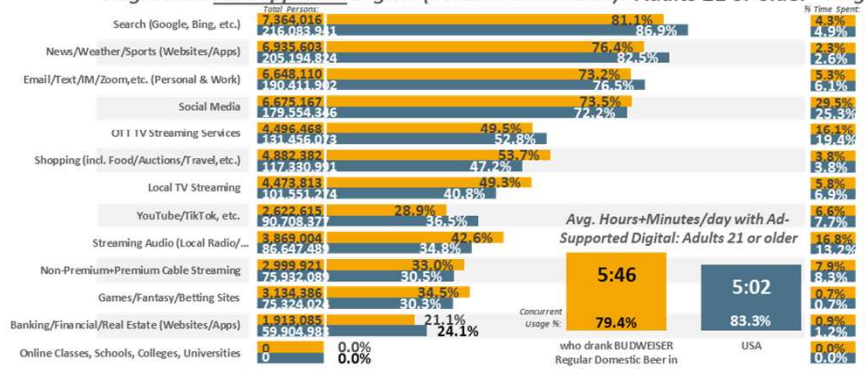
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



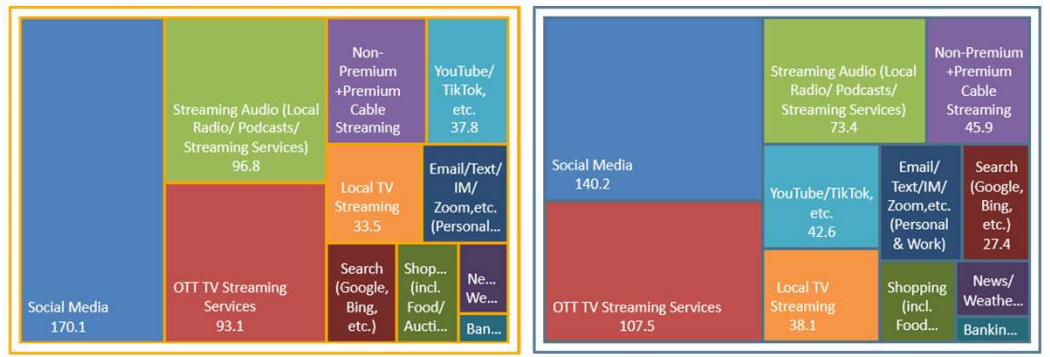
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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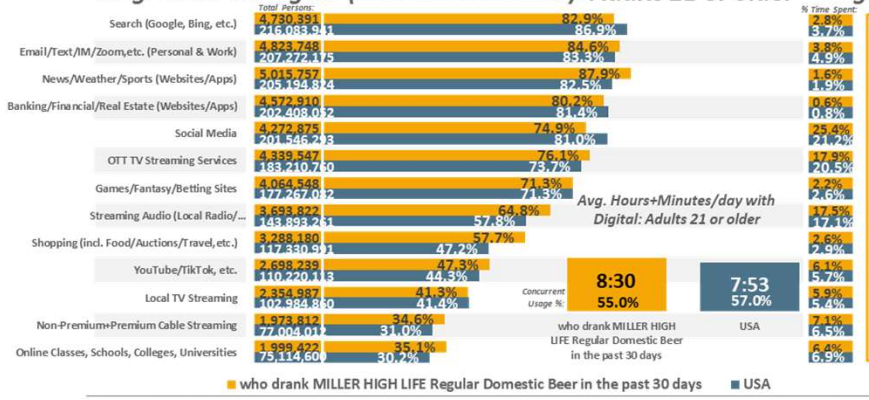
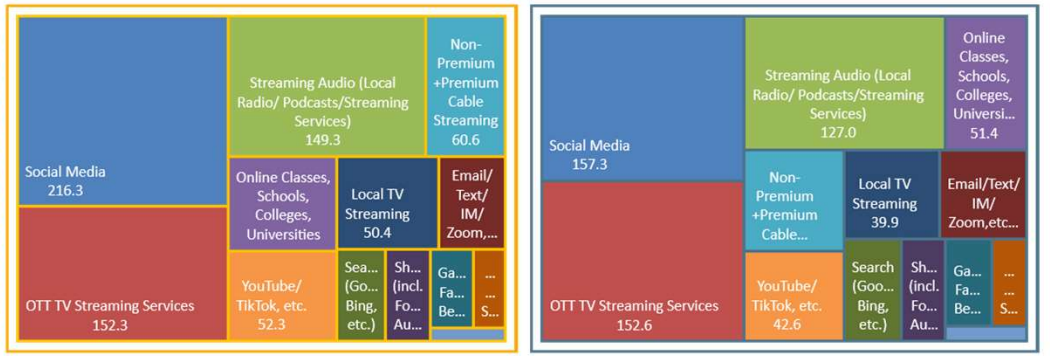
Domestic regular beer drank past 30 days: Budweiser

3,632,269 or 63.7% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media

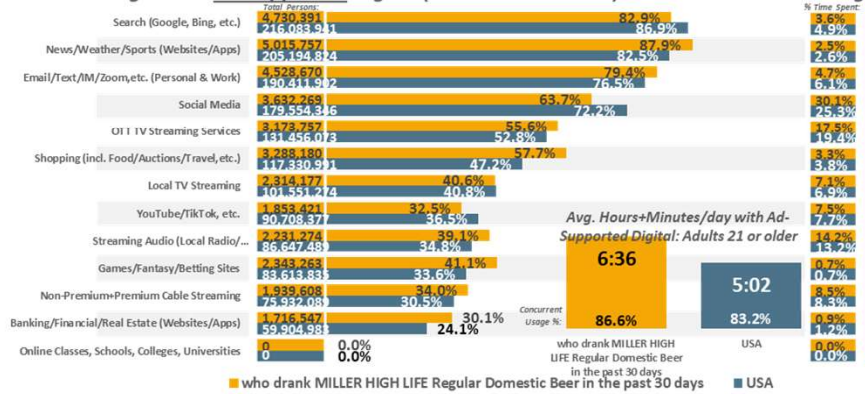
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



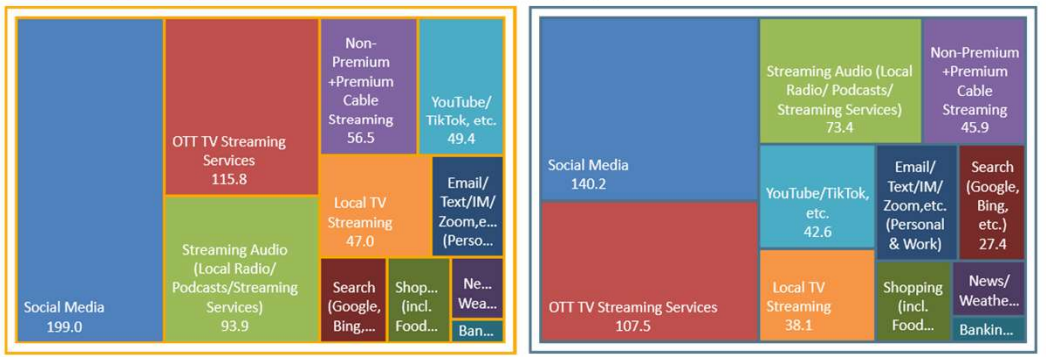
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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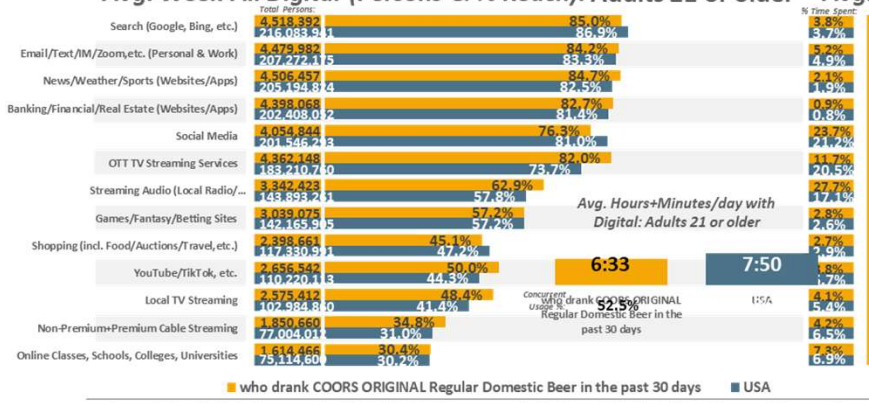
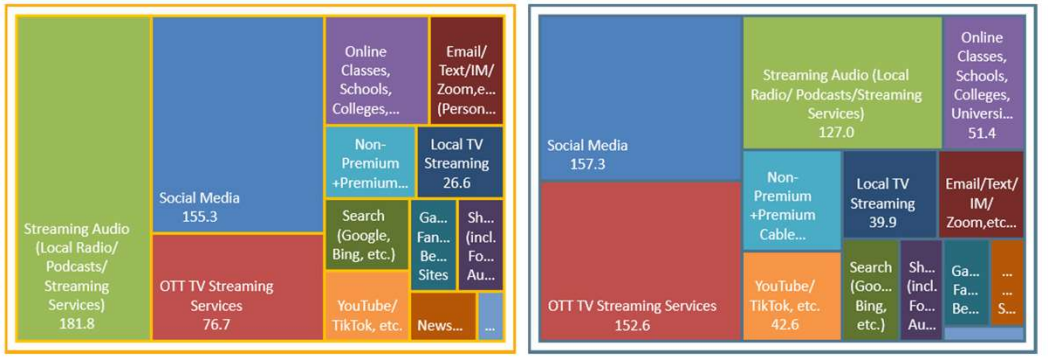
Domestic regular beer drank past 30 days: Miller High Life

3,624,830 or 68.2% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

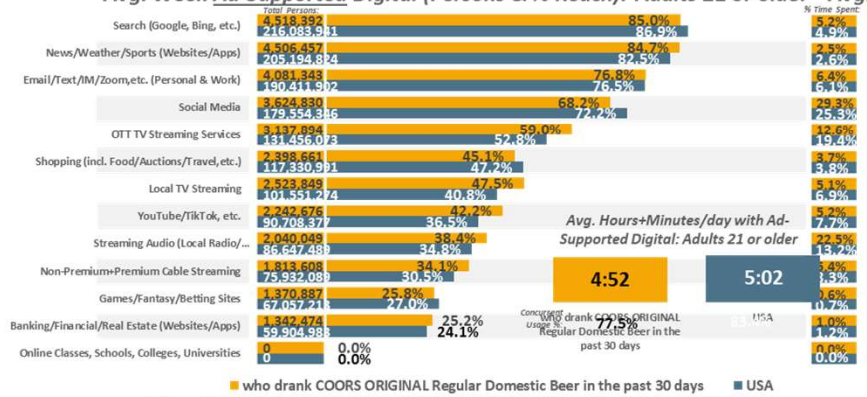
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



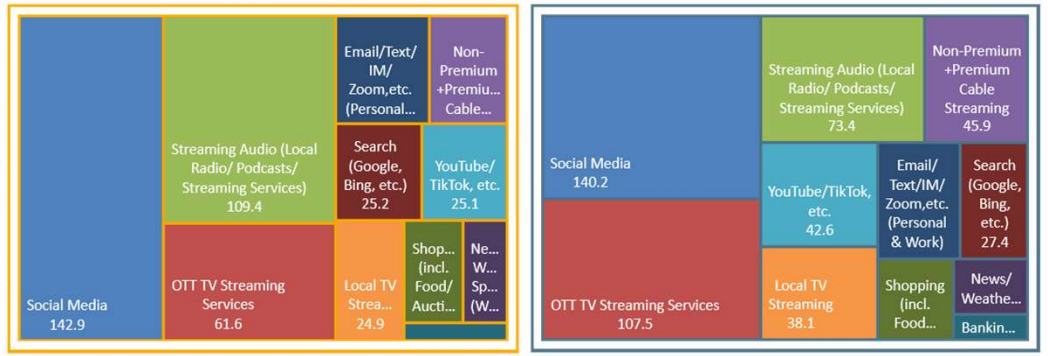
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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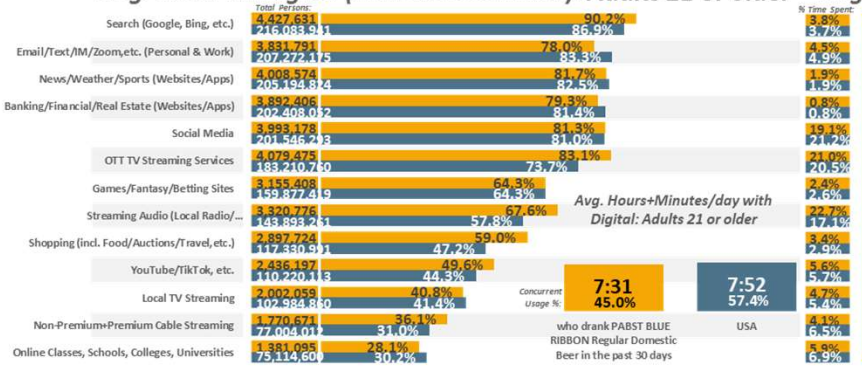
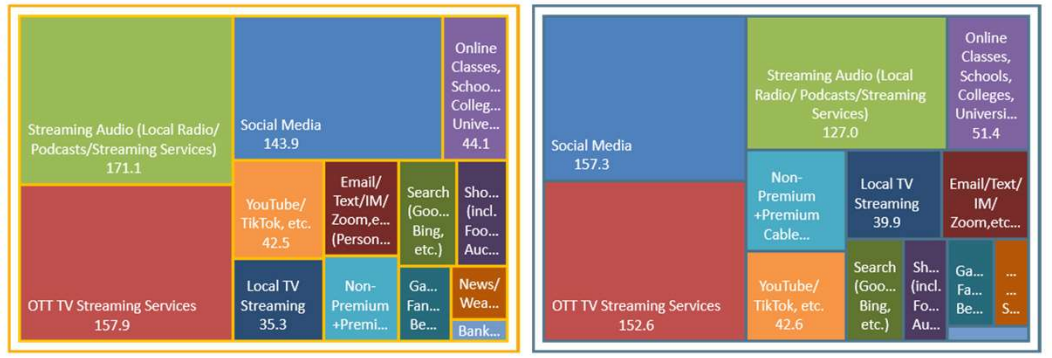
Domestic regular beer drank past 30 days: Coors Original

3,610,129 or 73.5% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Med

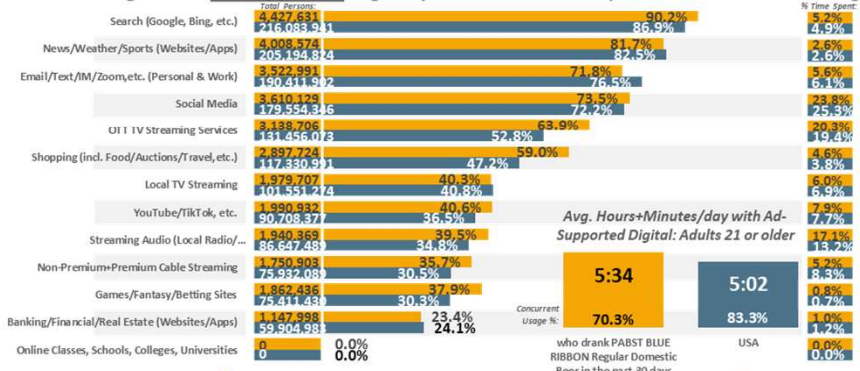
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



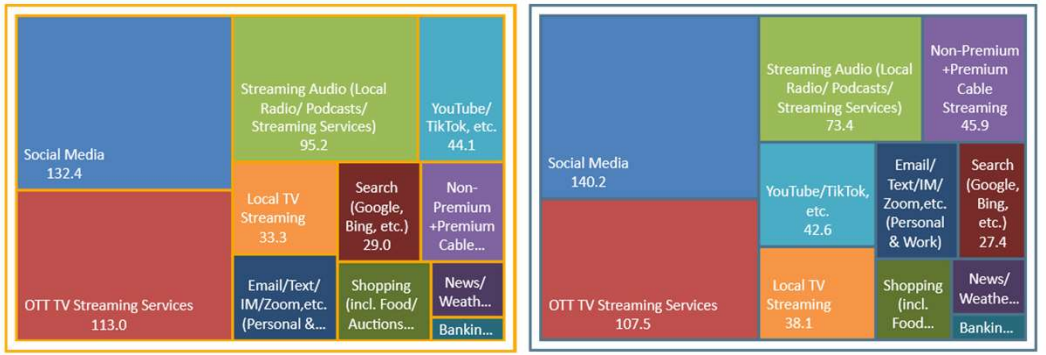
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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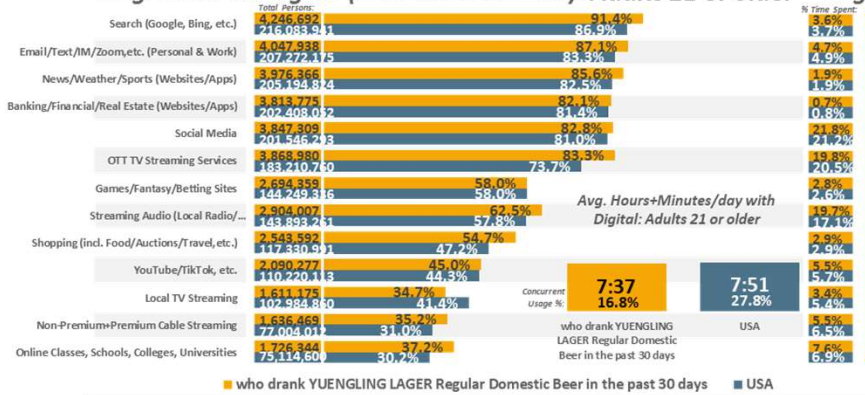
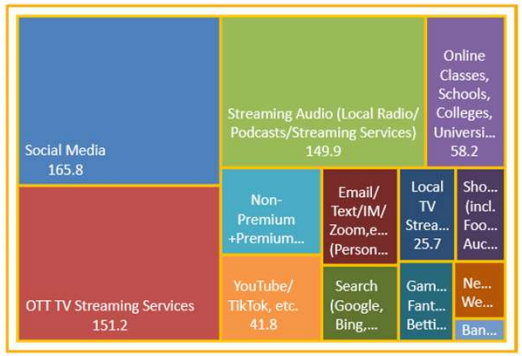
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

3,302,566 or 71.1% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days use Ad-Supported Social Media for an average of 142.3 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media

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



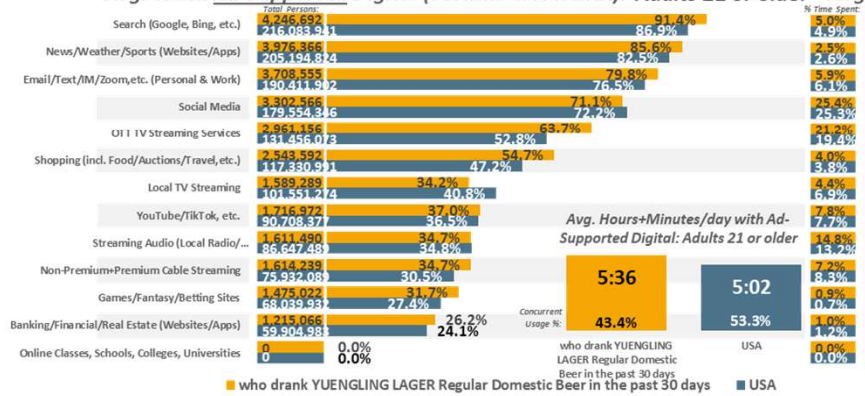
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days ■ USA

who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days ■ USA

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



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



who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days ■ USA

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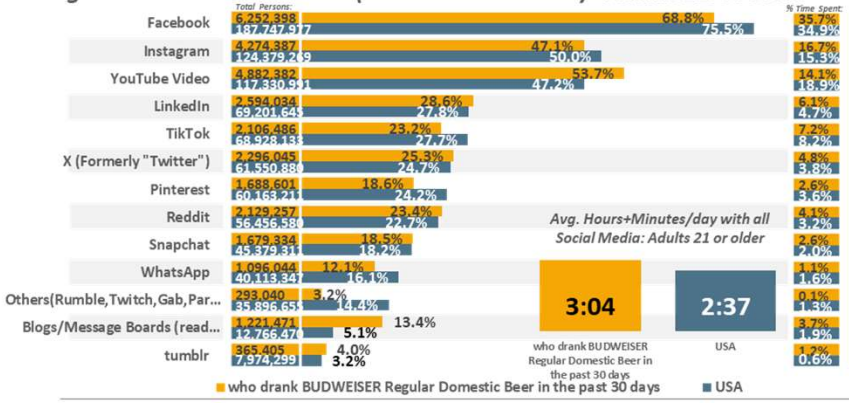
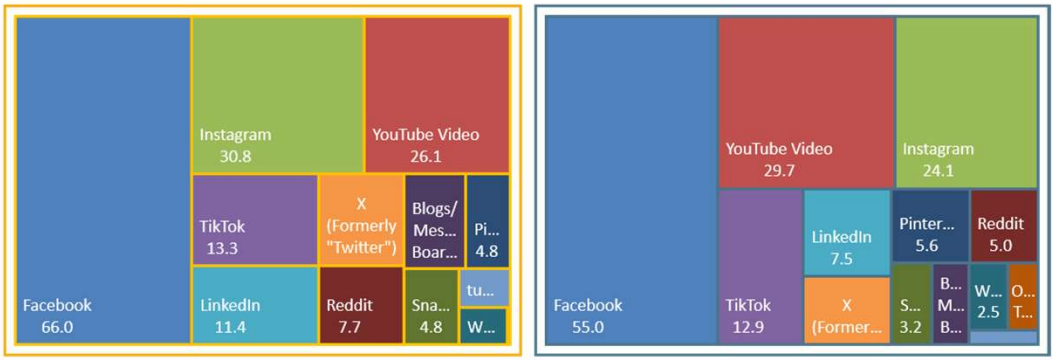
Domestic regular beer drank past 30 days: Yuengling

6,252,398 or 68.8% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days use Ad-Supported Facebook for an average of 61.5 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

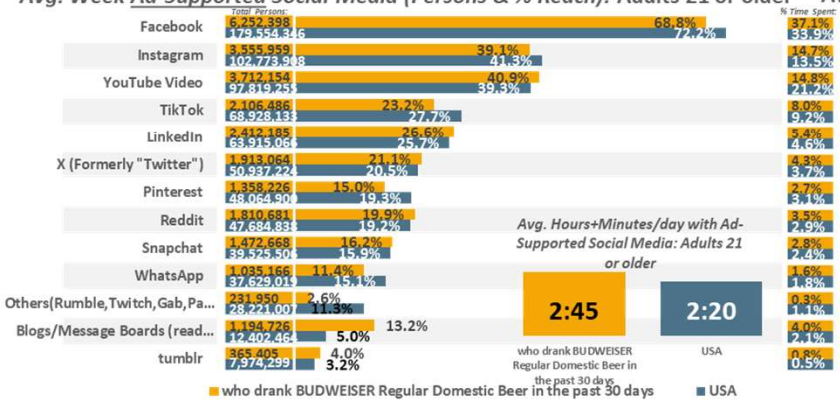
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



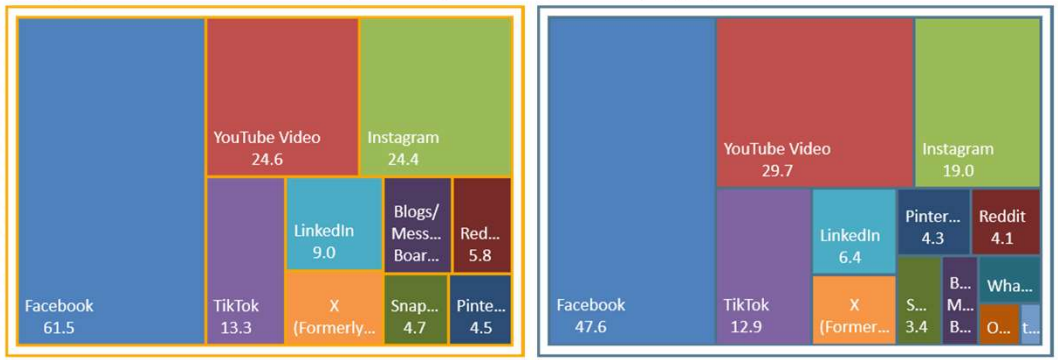
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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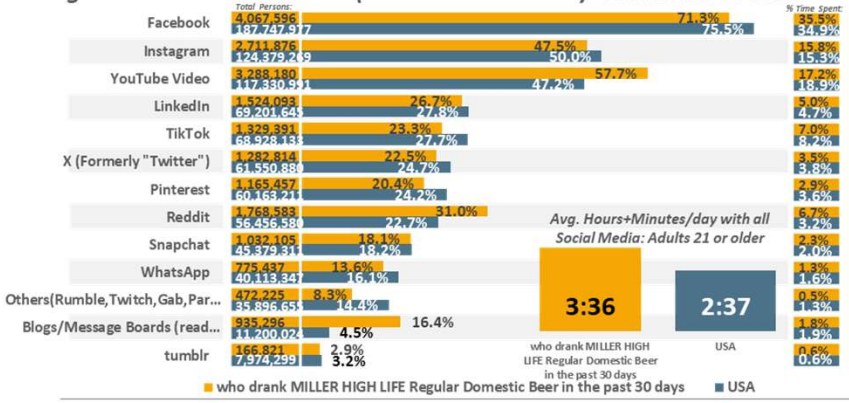
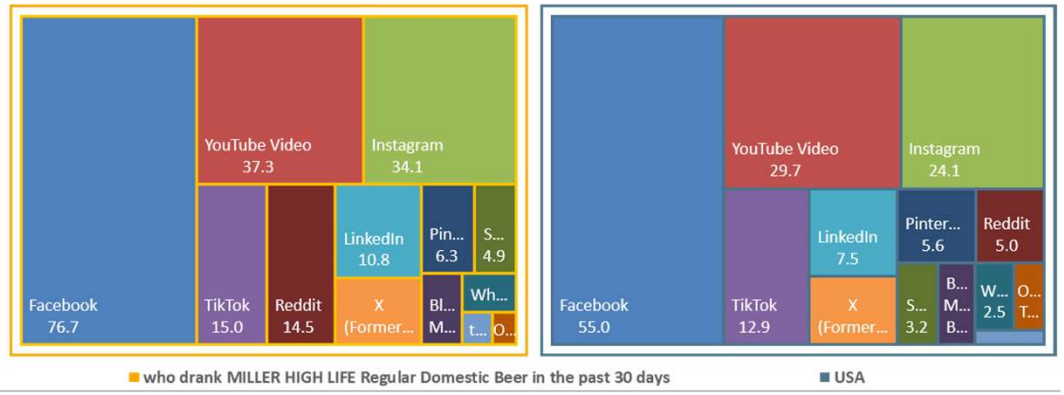
Domestic regular beer drank past 30 days: Budweiser

3,632,269 or 63.7% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days use Ad-Supported Facebook for an average of 64.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

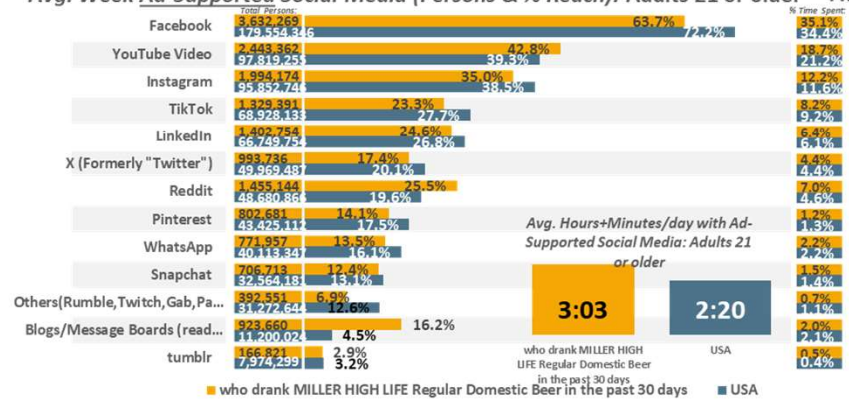
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



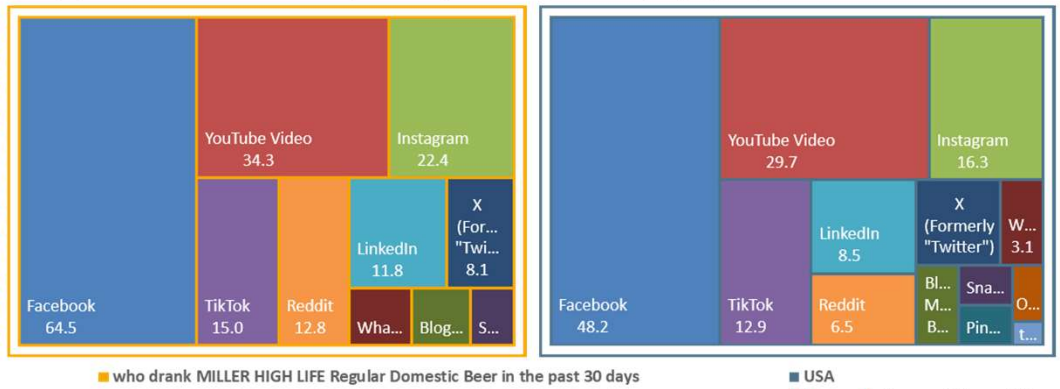
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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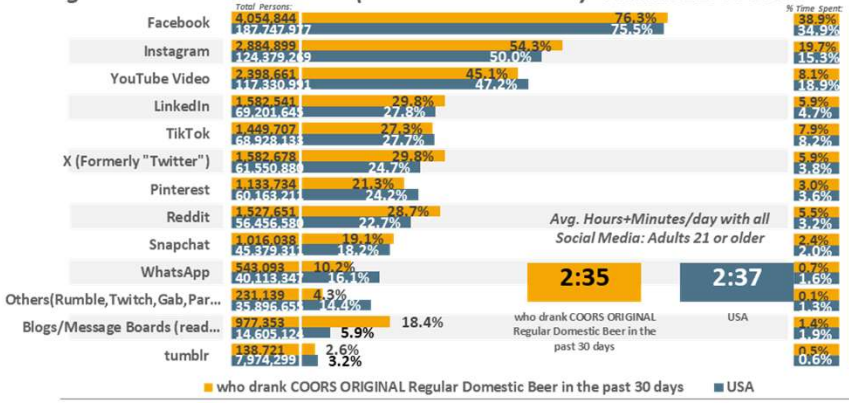
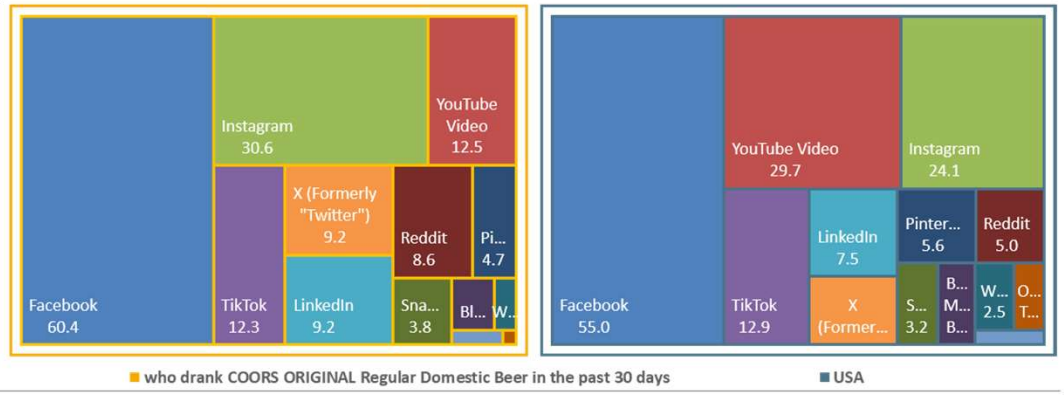
Domestic regular beer drank past 30 days: Miller High Life

3,624,830 or 68.2% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days use Ad-Supported Facebook for an average of 52.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

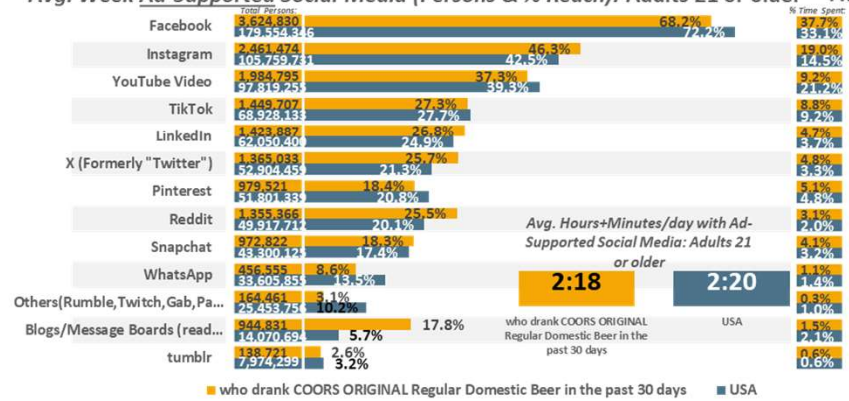
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



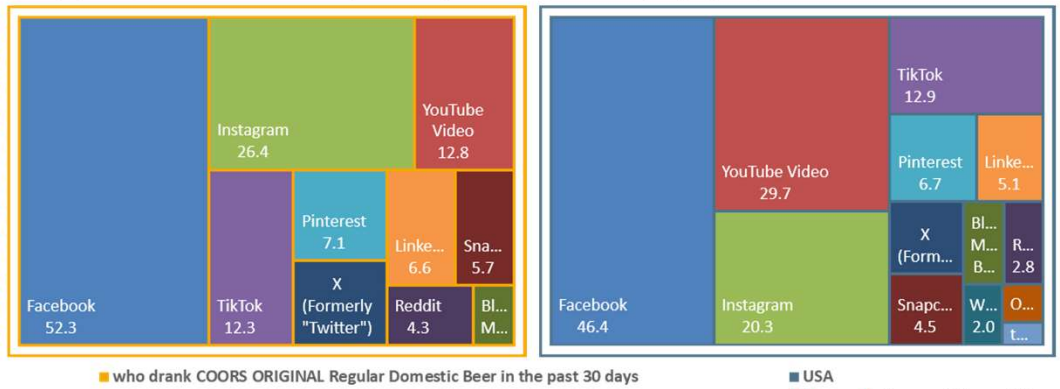
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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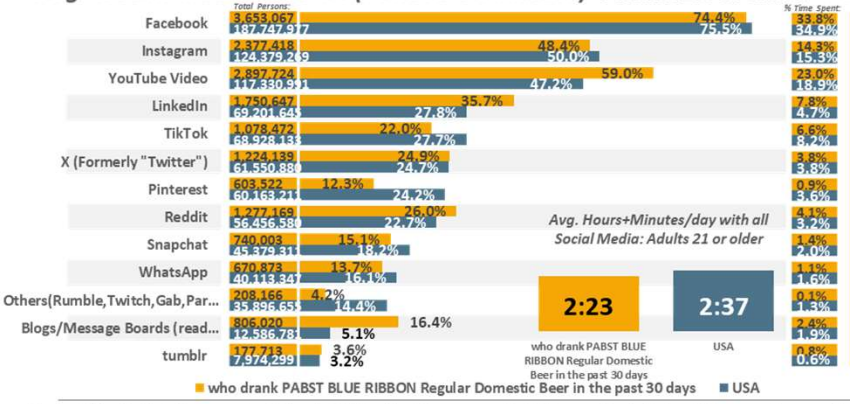
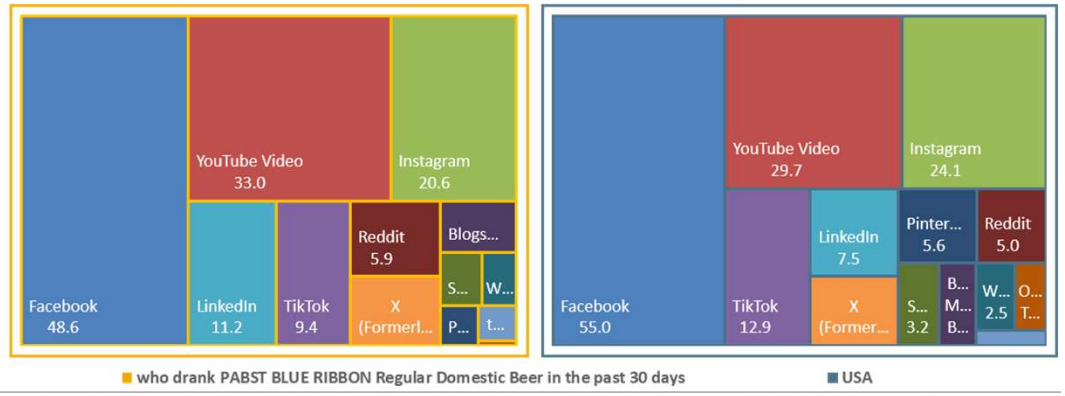
3,610,129 or 73.5% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days use Ad-Supported Facebook for an average of 42.4 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

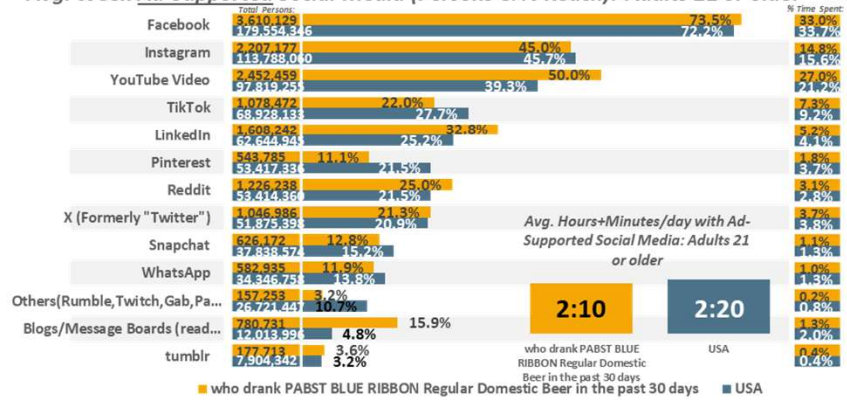
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



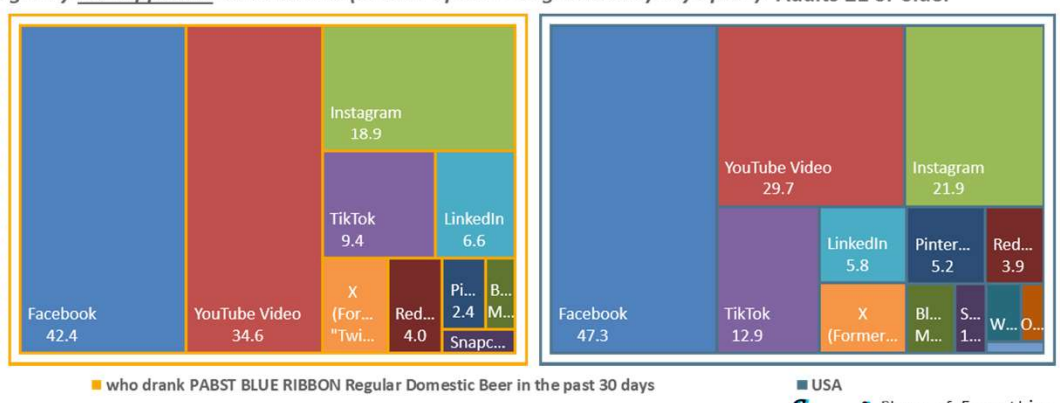
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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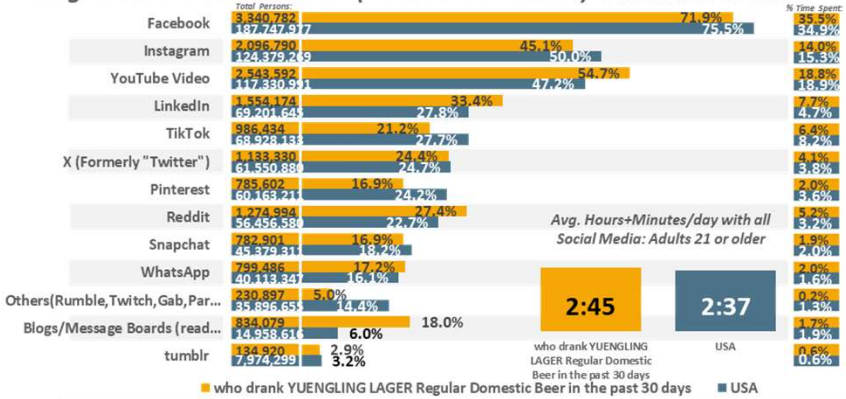
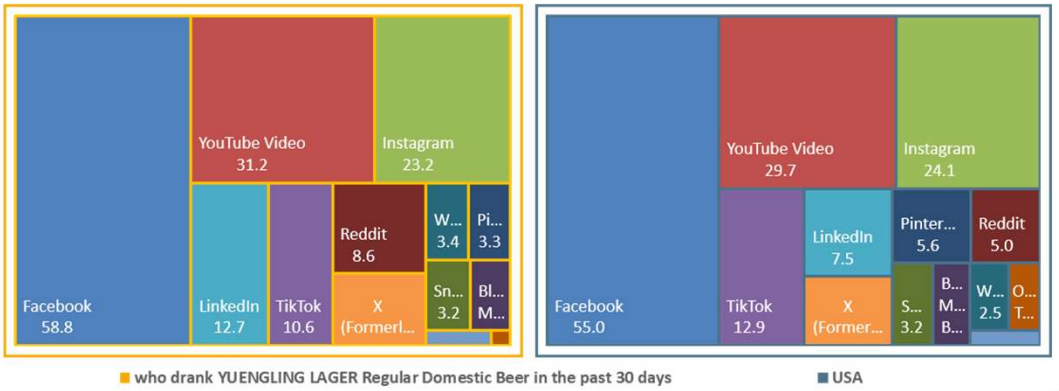
3,302,566 or 71.1% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days use Ad-Supported Facebook for an average of 53.3 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

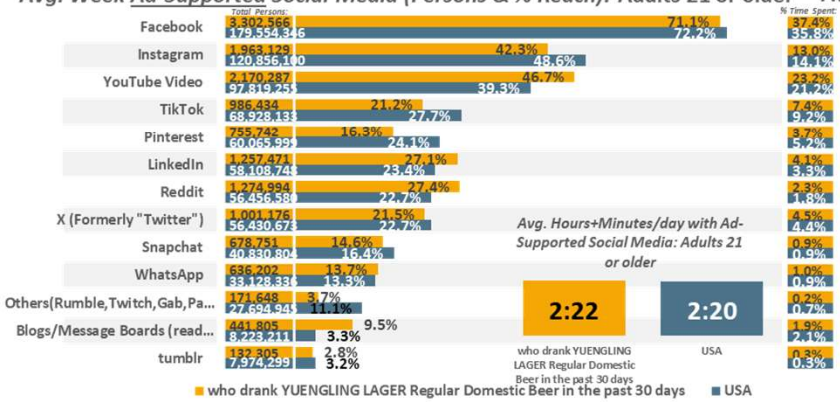
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



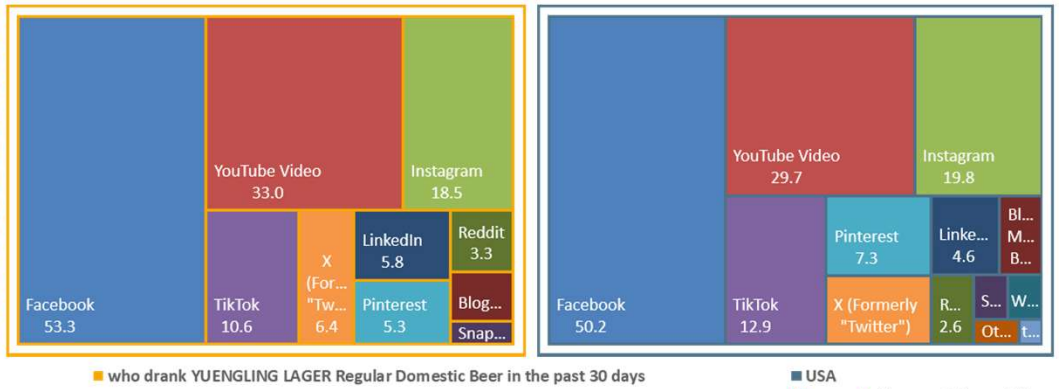
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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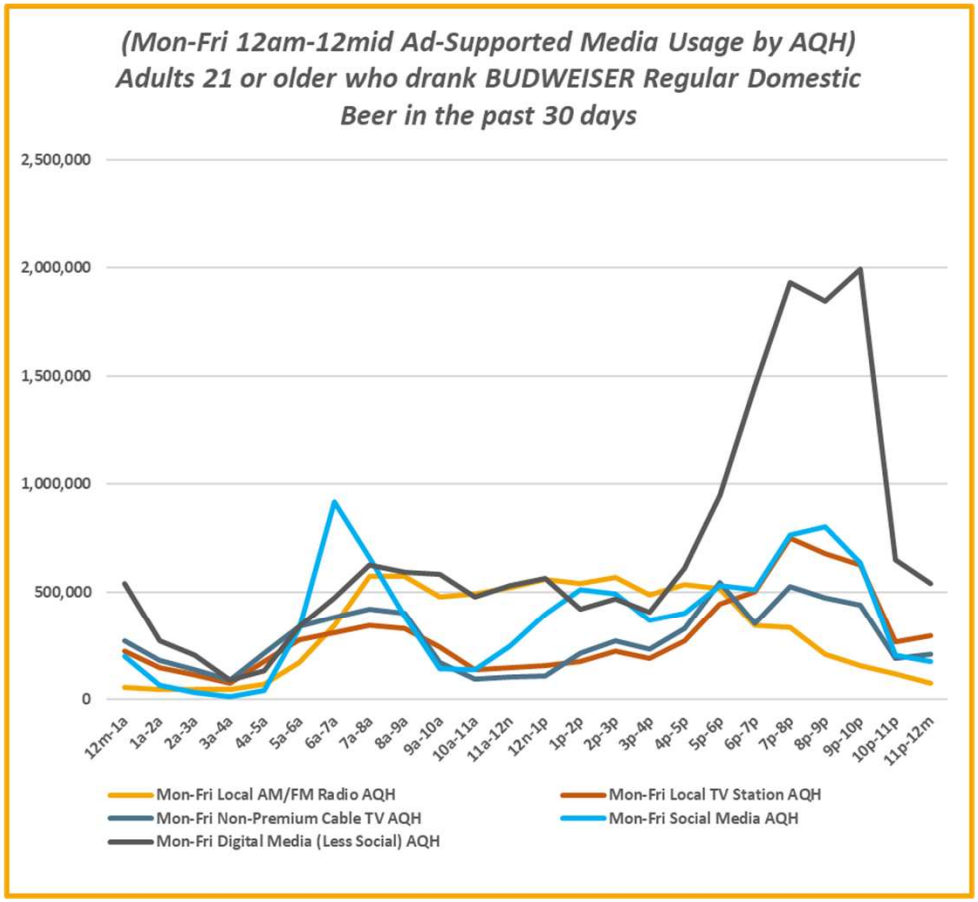
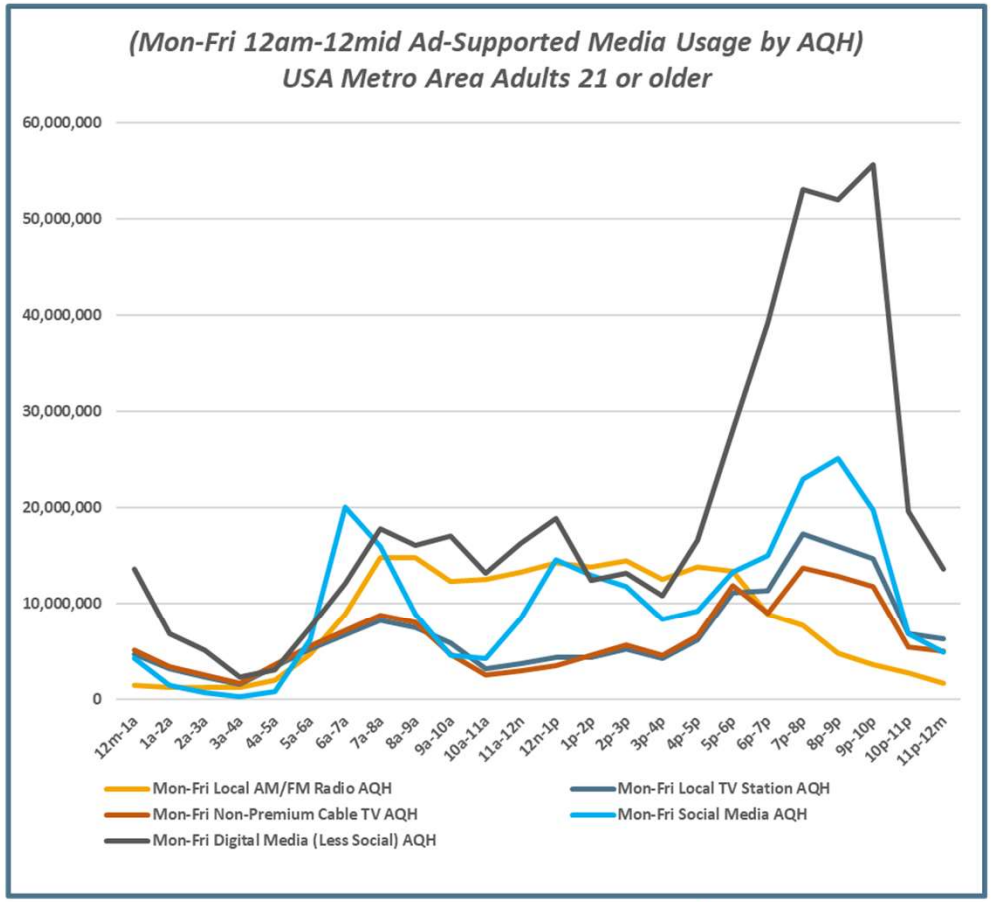
Domestic regular beer drank past 30 days: Yuengling

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 626,113; Local Radio: 500,939; Social Media: 437,628; Non-Prem. Cable: 277,580; Local TV: 265,649 reaching Adults 21 or older who drank BUDWEISER Regular Domestic Beer in





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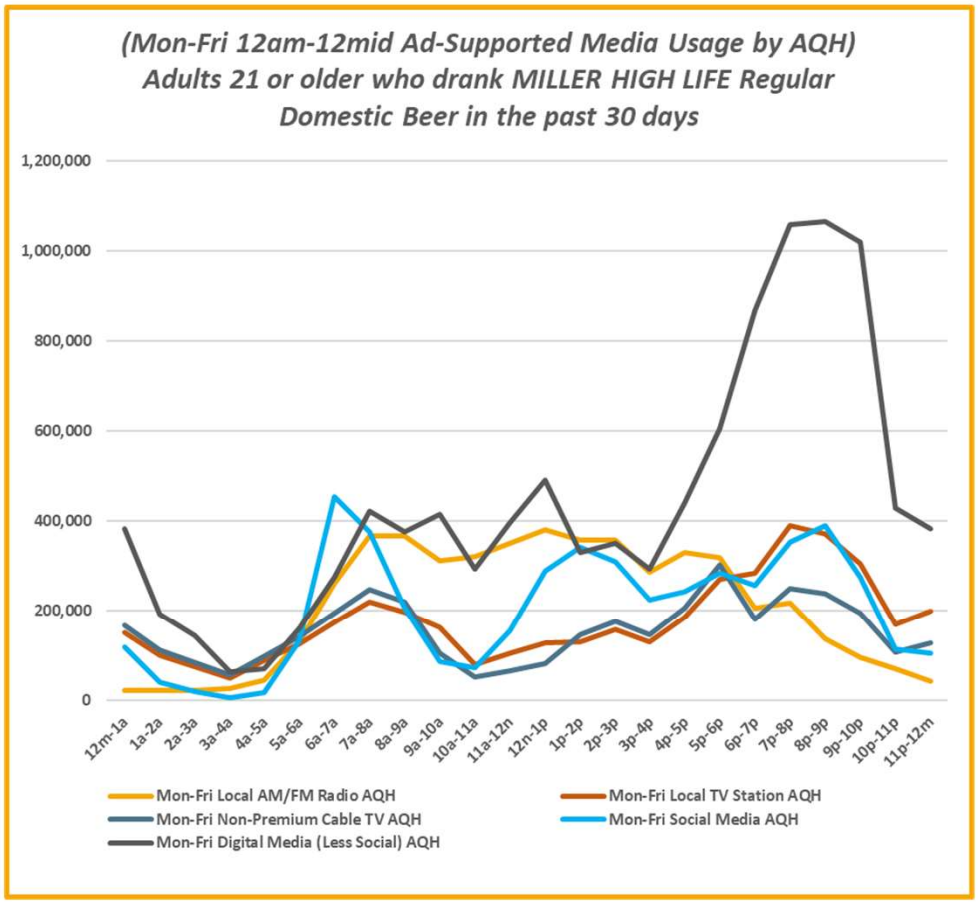
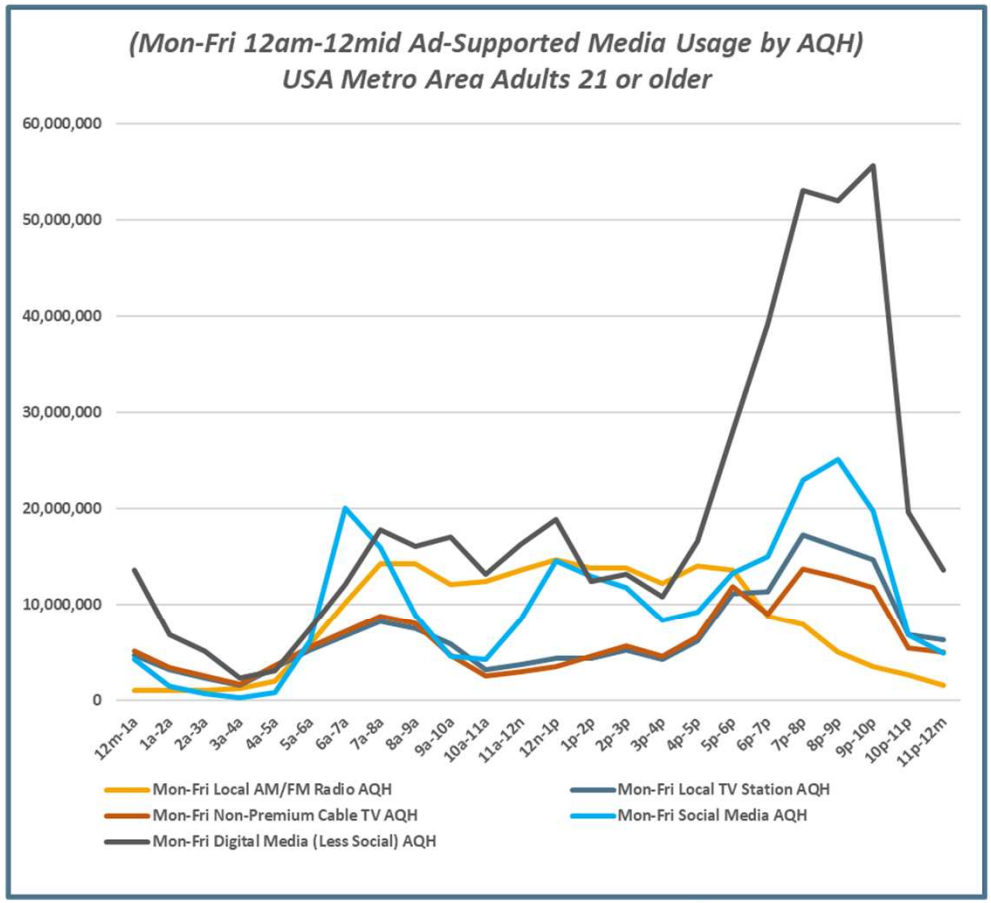
Domestic regular beer drank past 30 days: Budweiser

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 427,224; Local Radio: 324,054; Social Media: 253,610; Local TV: 170,634; Non-Prem. Cable: 163,220 reaching Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic





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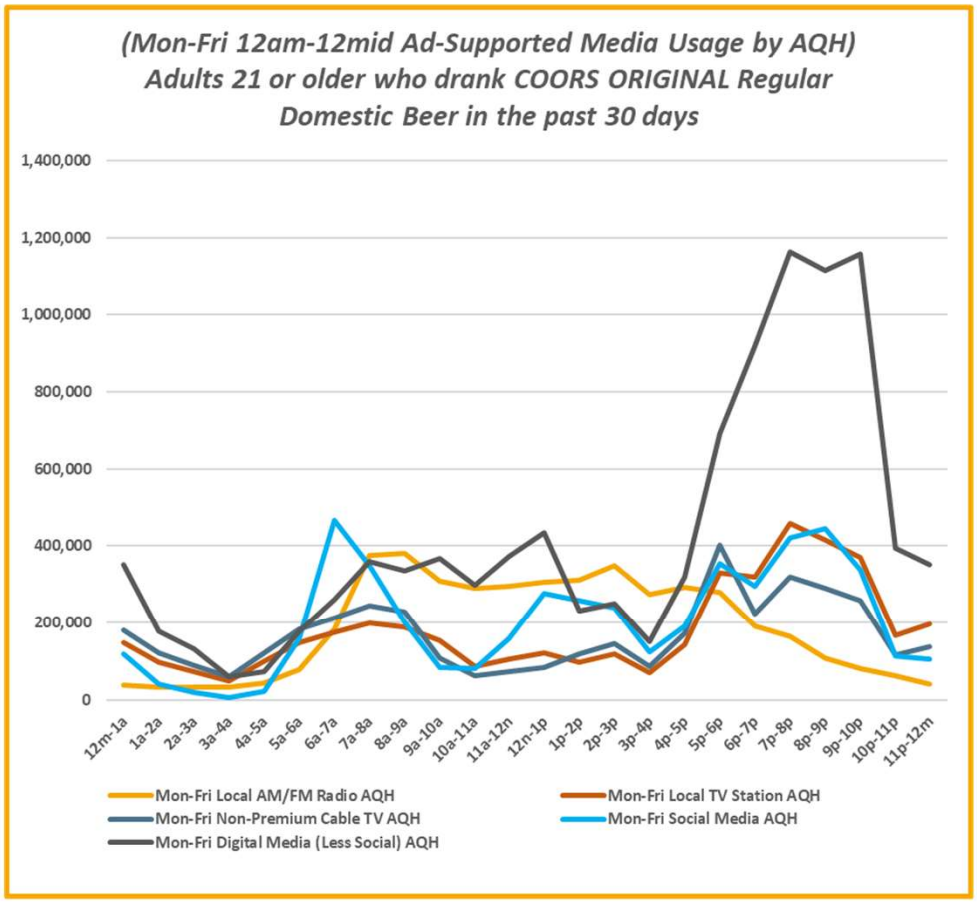
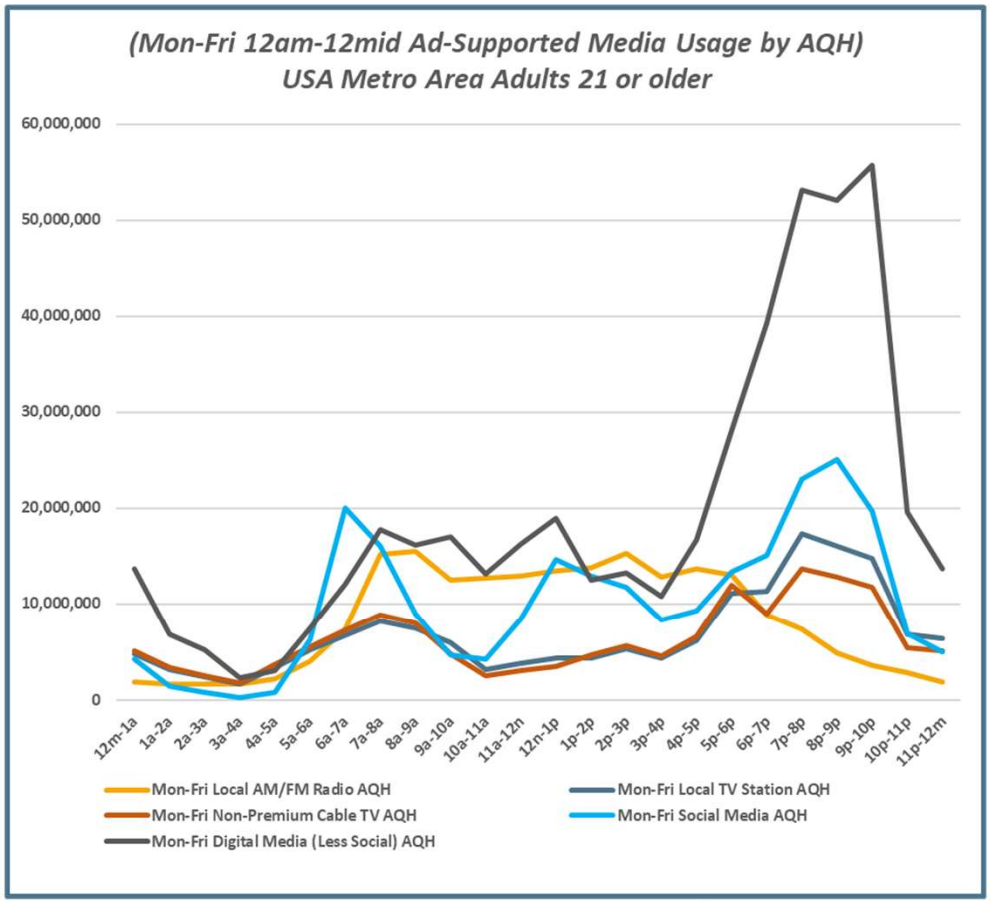
Domestic regular beer drank past 30 days: Miller High Life

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 383,273; Local Radio: 294,433; Social Media: 236,240; Non-Prem. Cable: 165,964; Local TV: 161,827 reaching Adults 21 or older who drank COORS ORIGINAL Regular Domestic Be





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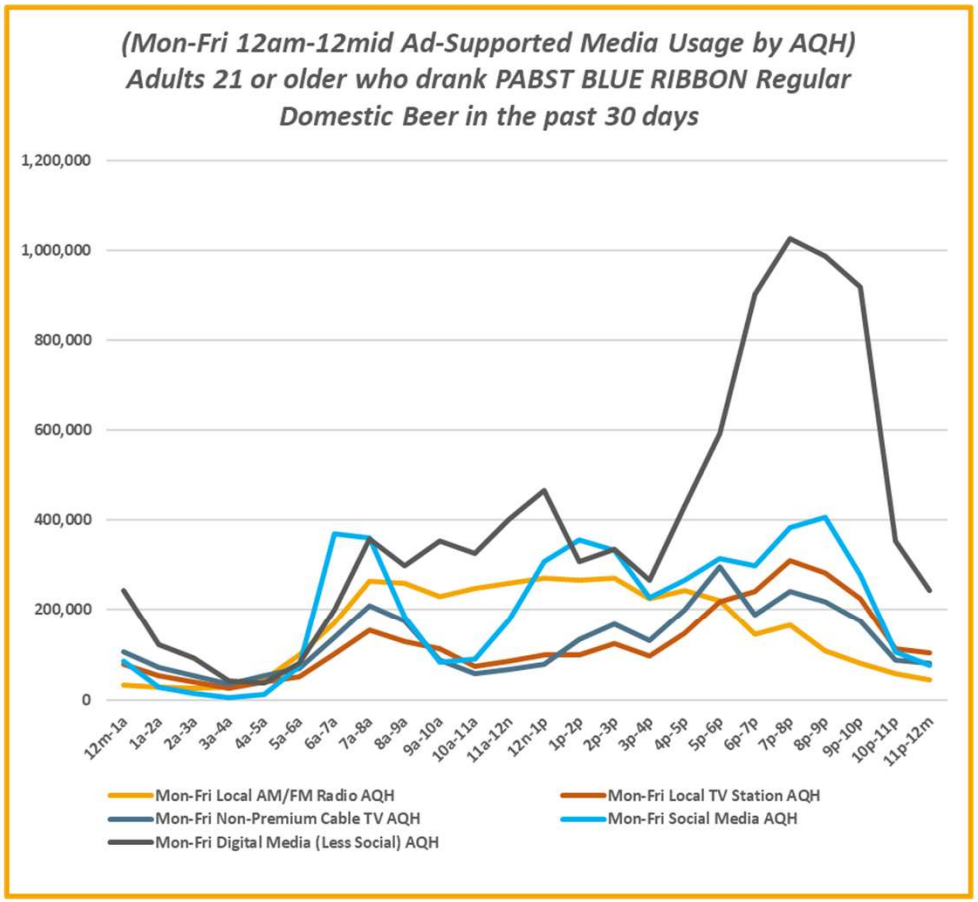
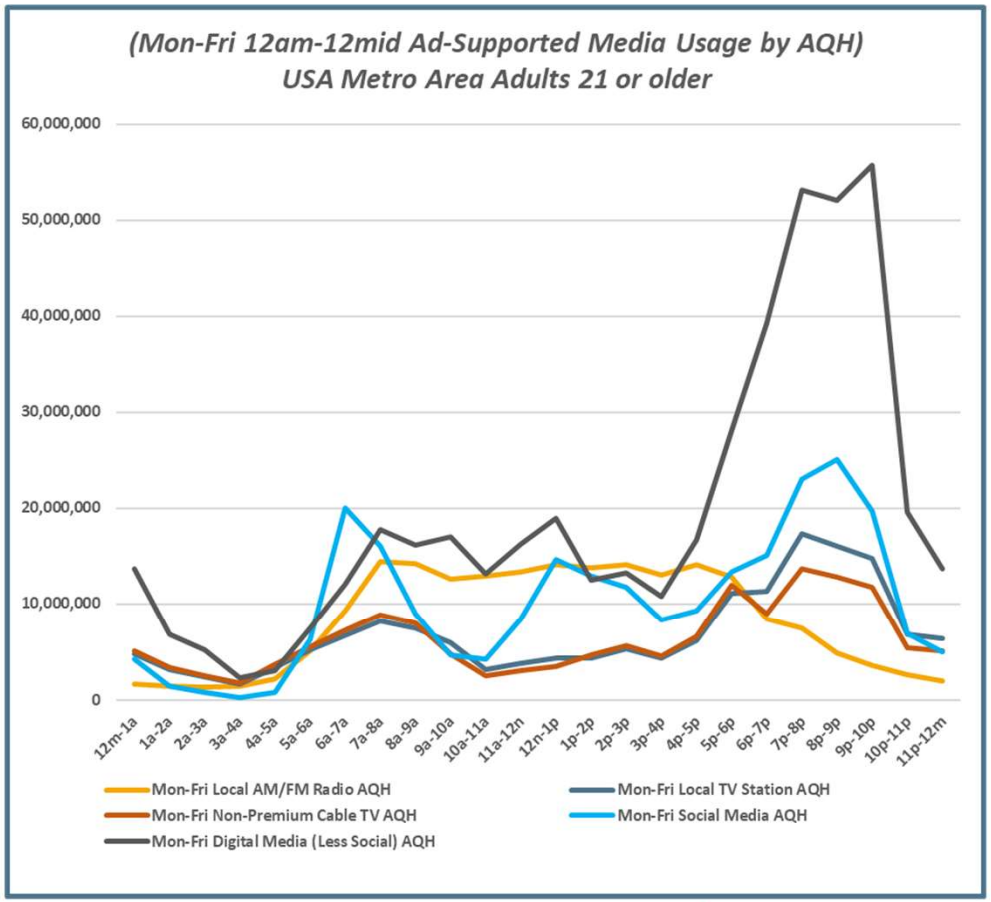
Domestic regular beer drank past 30 days: Coors Original

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 403,353; Social Media: 259,342; Local Radio: 236,717; Non-Prem. Cable: 148,181; Local TV: 129,393 reaching Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic





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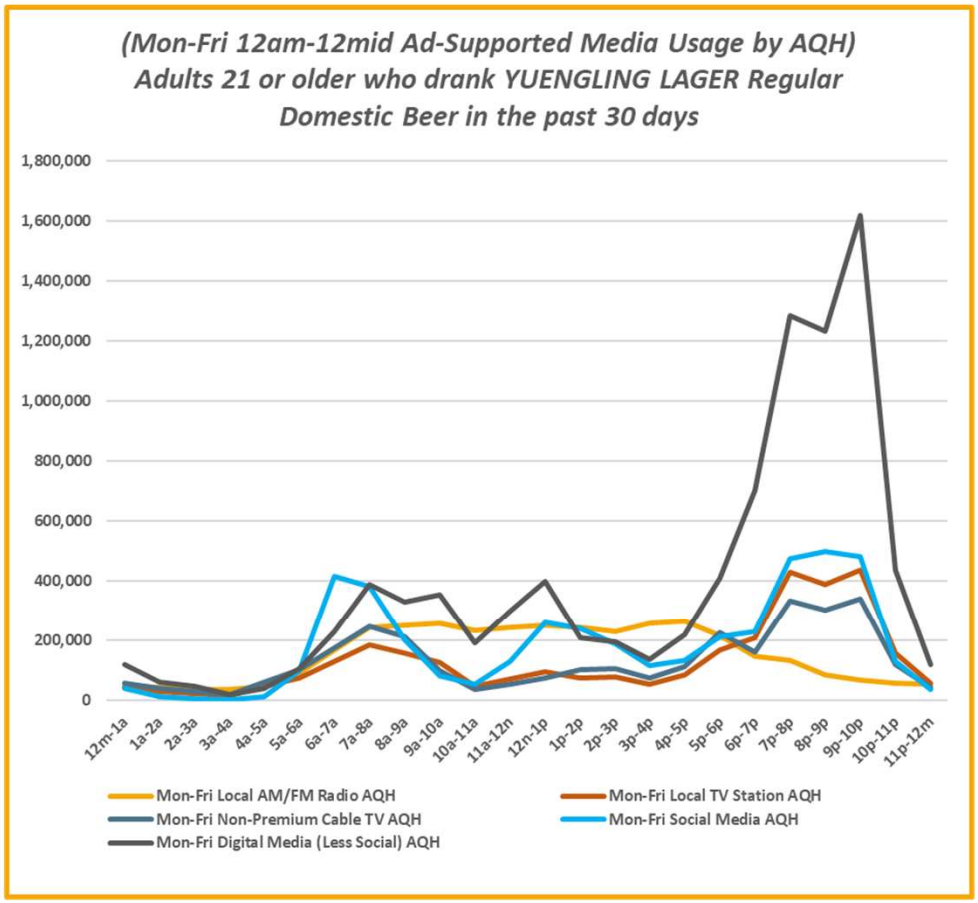
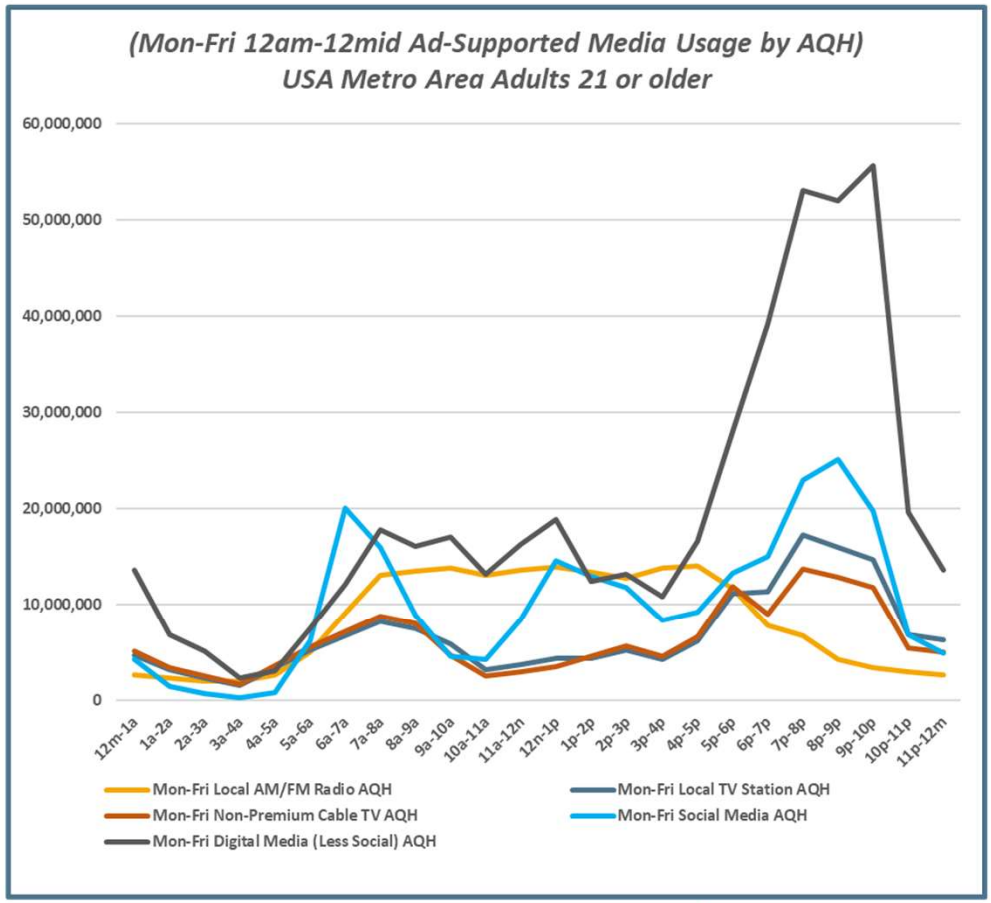
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 312,101; Local Radio: 231,045; Social Media: 202,811; Non-Prem. Cable: 128,738; Local TV: 113,234 reaching Adults 21 or older who drank YUENGLING LAGER Regular Domestic B





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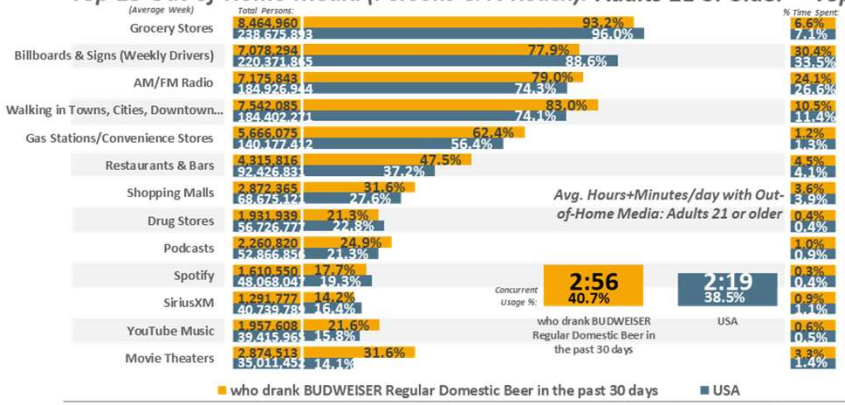
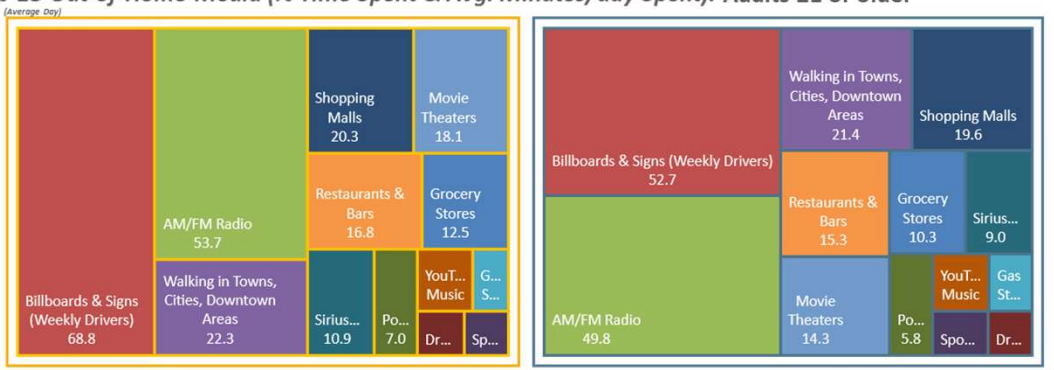
Domestic regular beer drank past 30 days: Yuengling

7,078,294 or 77.9% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days spend an average of 68.8 minutes per day driving, seeing Billboards and Signs. 75.9% Listen to Local Radio Stations Out-of-Home for an average of 47.4 m

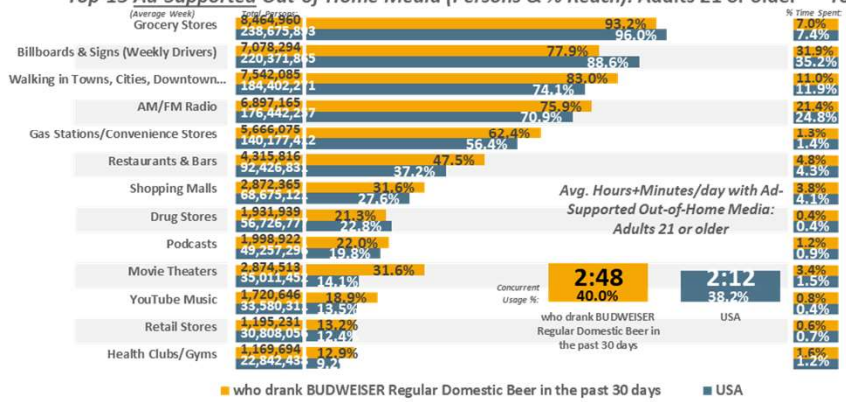
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



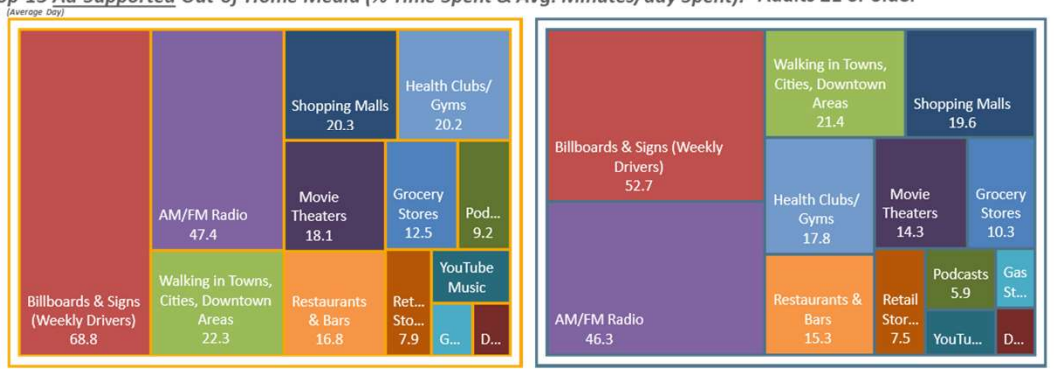
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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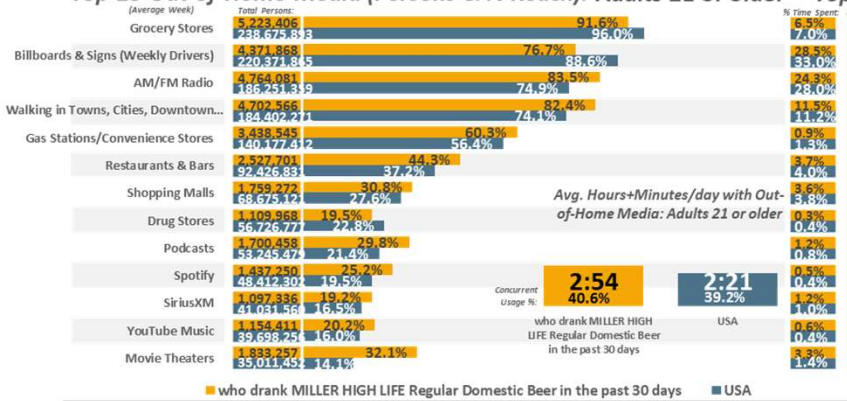
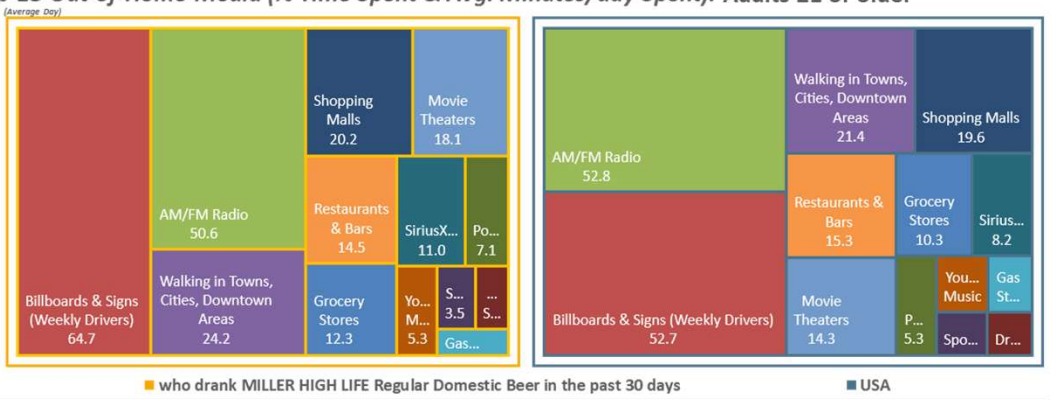
Domestic regular beer drank past 30 days: Budweiser

4,371,868 or 76.7% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 78.4% Listen to Local Radio Stations Out-of-Home for an average of

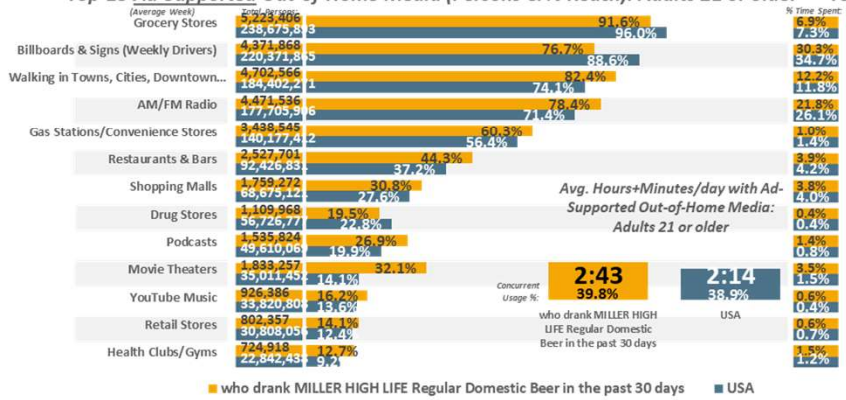
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



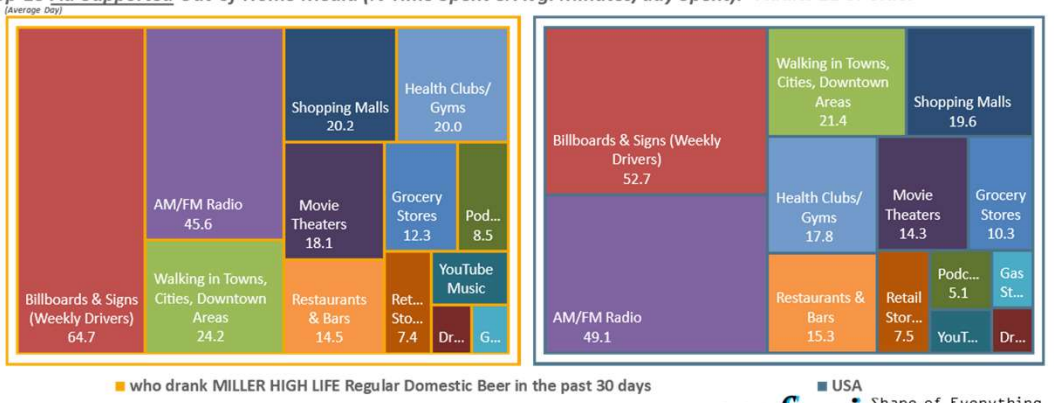
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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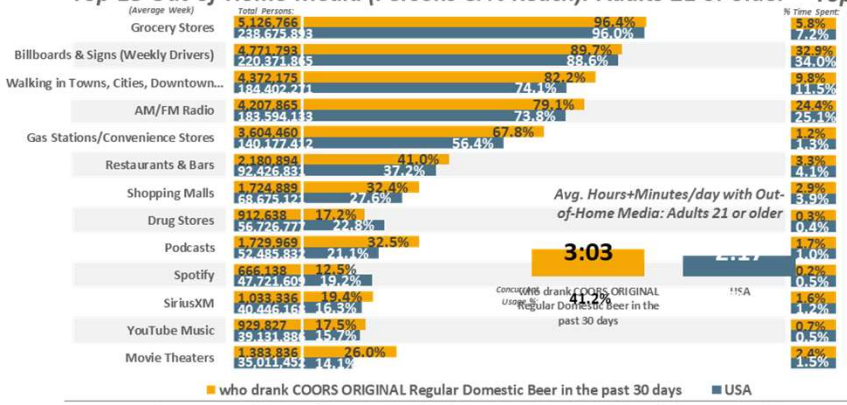
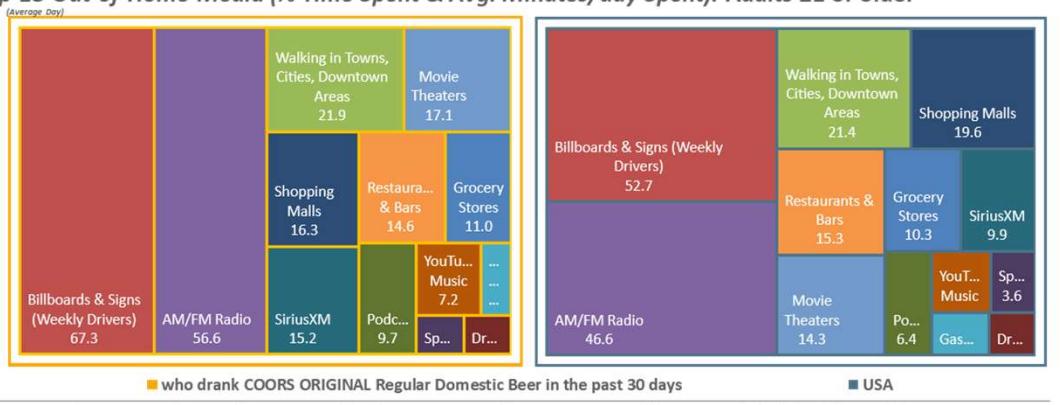
Domestic regular beer drank past 30 days: Miller High Life

4,771,793 or 89.7% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days spend an average of 67.3 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 5

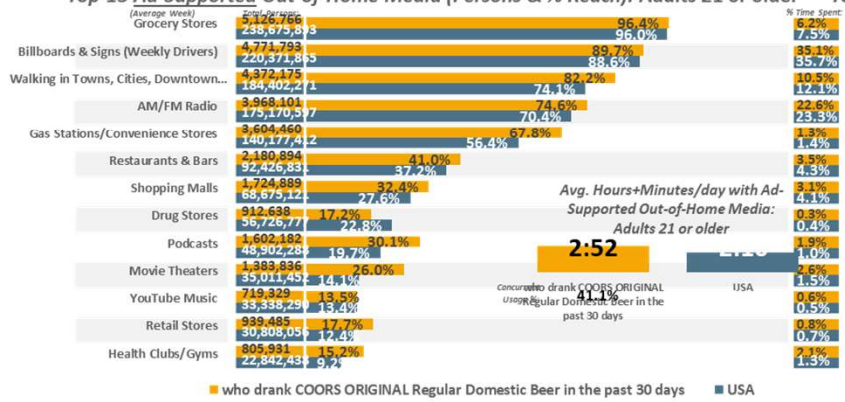
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



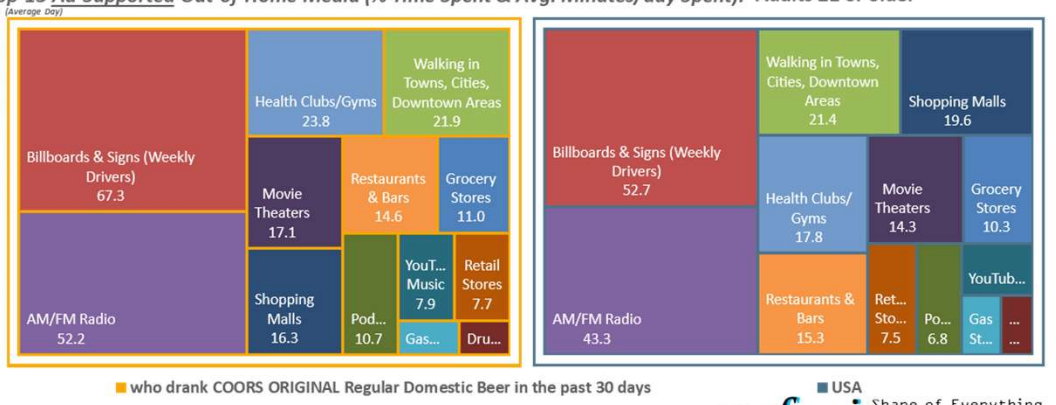
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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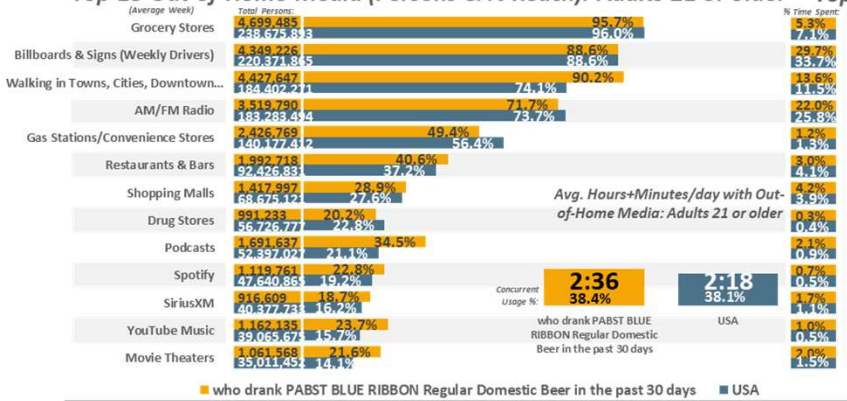
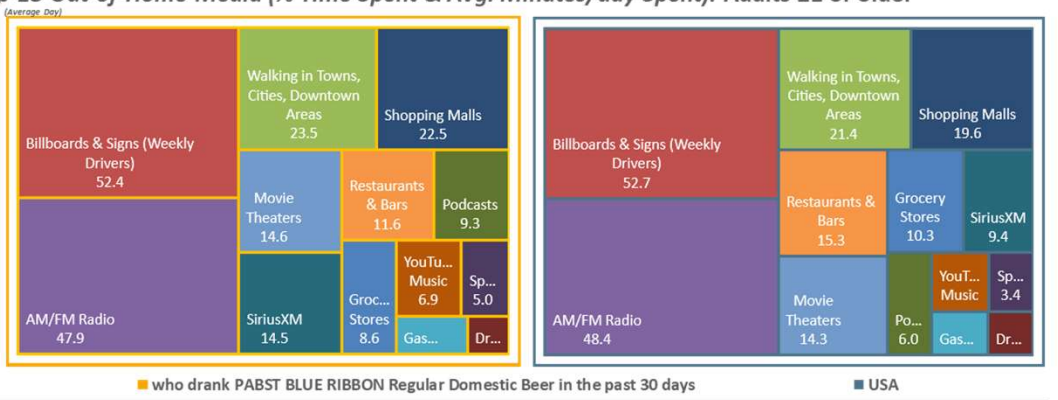
Domestic regular beer drank past 30 days: Coors Original

4,349,226 or 88.6% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days spend an average of 52.4 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average o

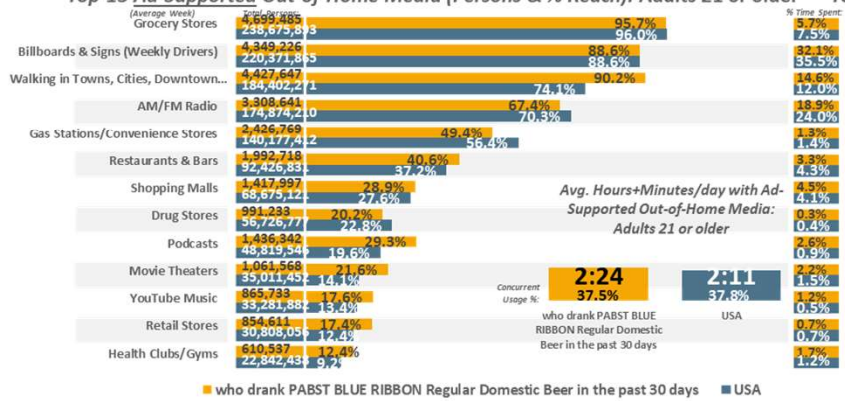
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



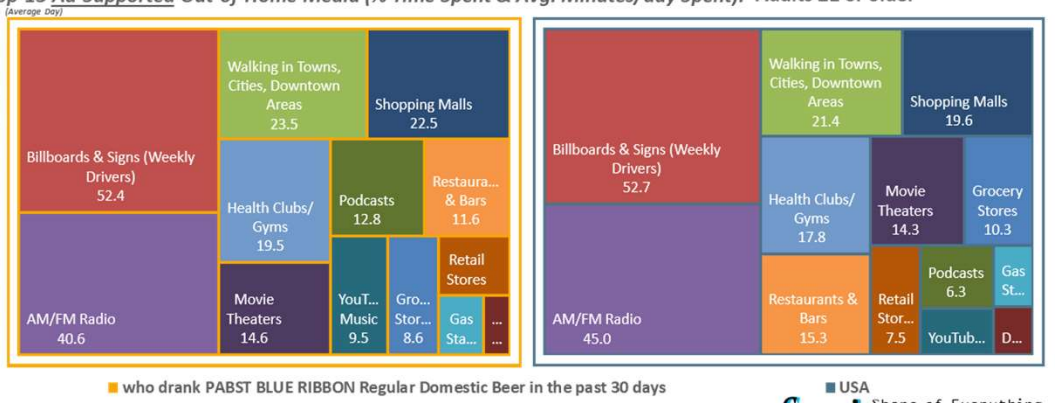
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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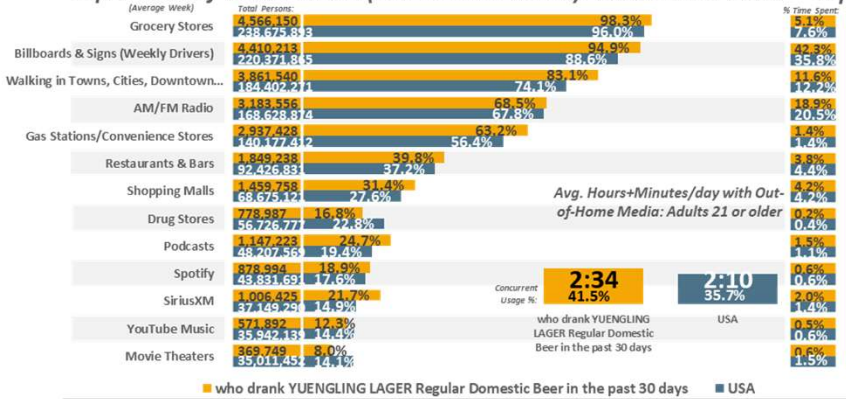
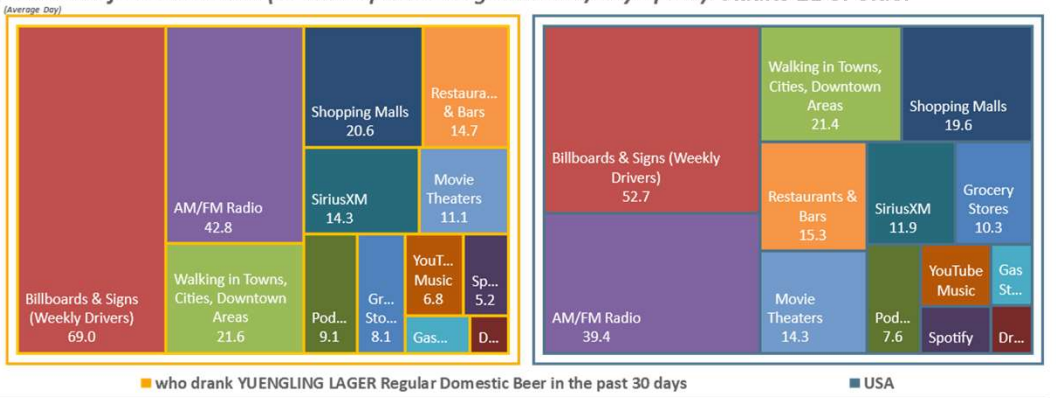
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

4,410,213 or 94.9% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days spend an average of 69. minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 38

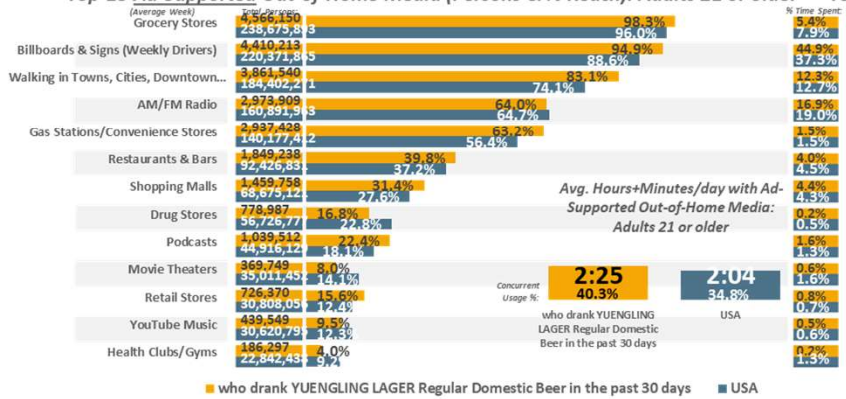
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



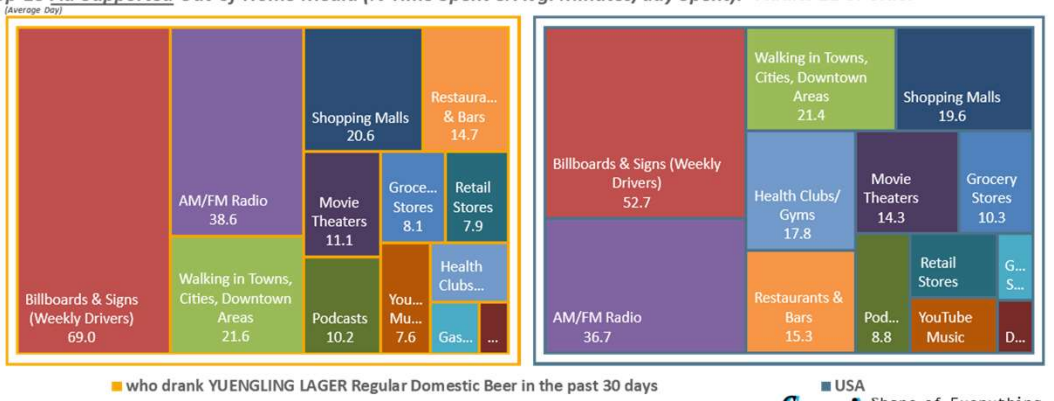
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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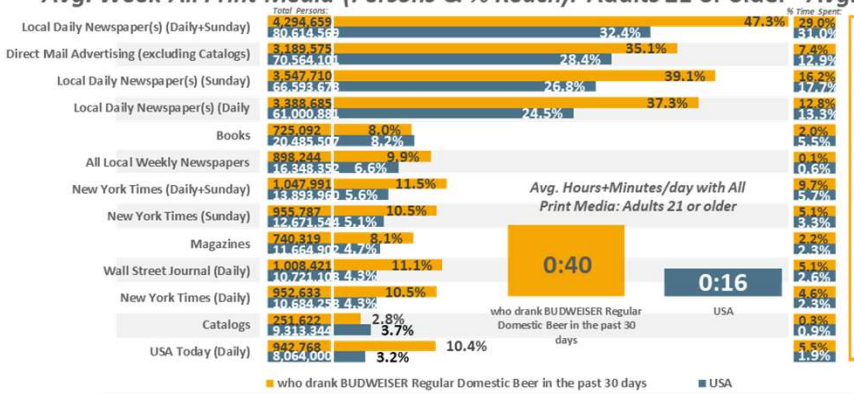
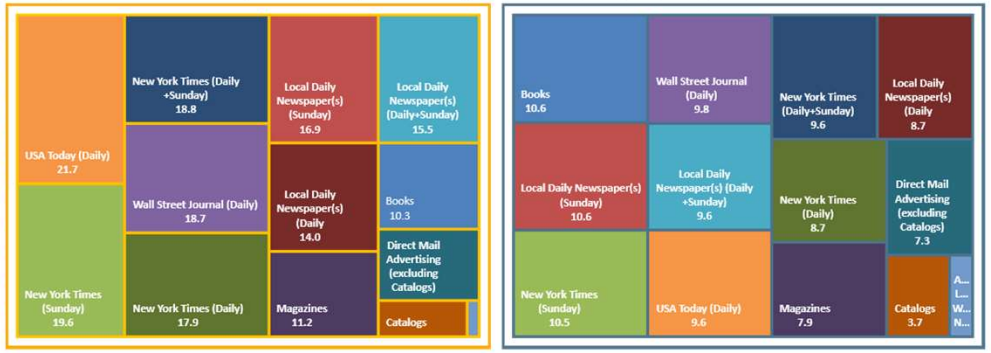
Domestic regular beer drank past 30 days: Yuengling

4,294,659 or 47.3% of Adults 21 or older who drank BUDWEISER Regular Domestic Beer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.5 minutes every day representing 29.6% of all time spent daily with All forms of Prin

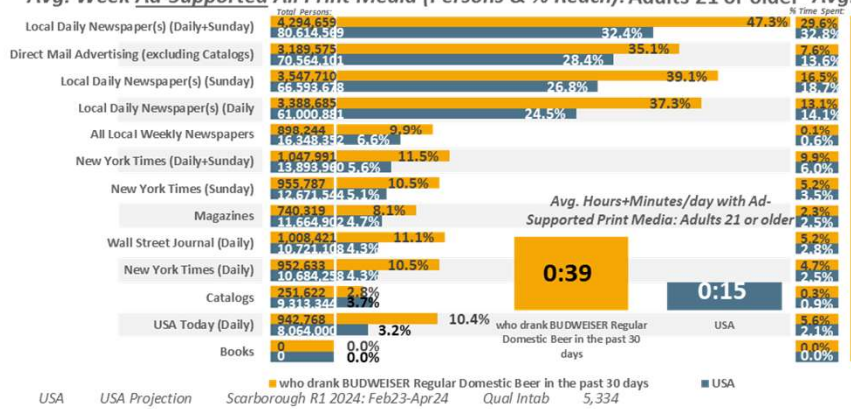
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



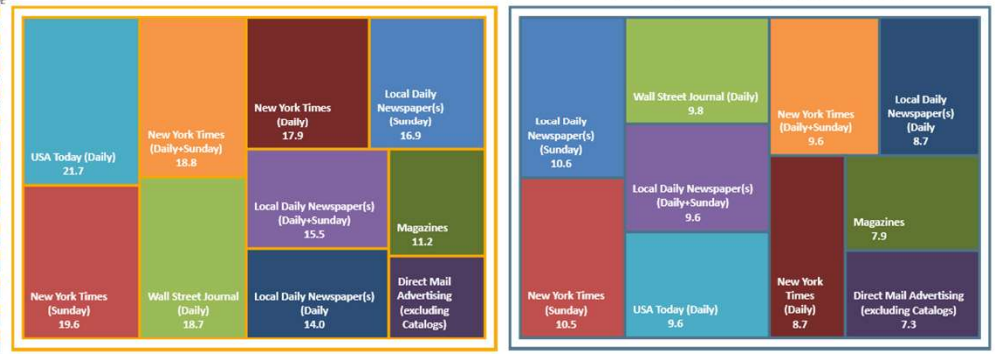
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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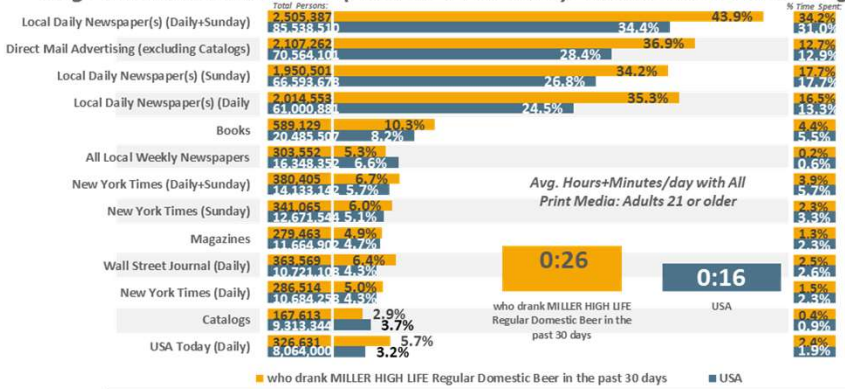
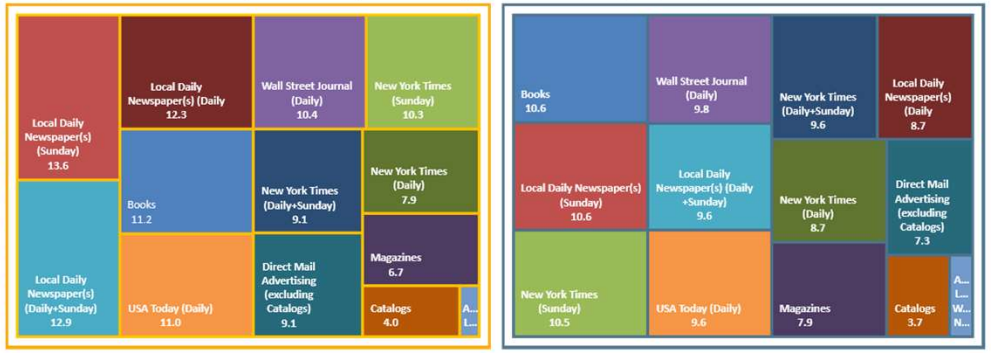
Domestic regular beer drank past 30 days: Budweiser

2,505,387 or 43.9% of Adults 21 or older who drank MILLER HIGH LIFE Regular Domestic Beer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 35.8% of all time spent daily with All forms

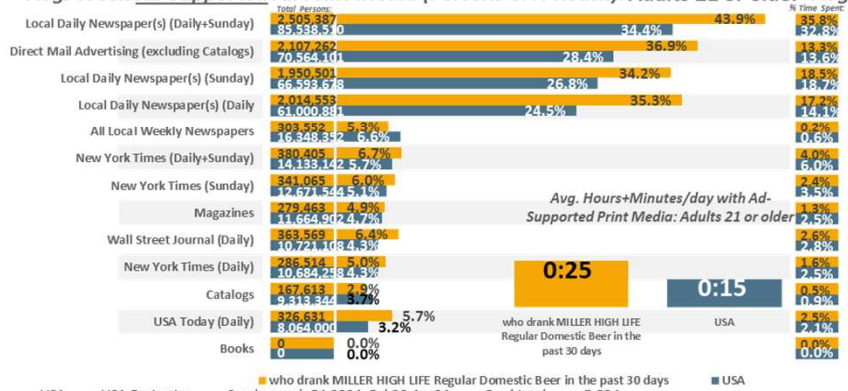
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



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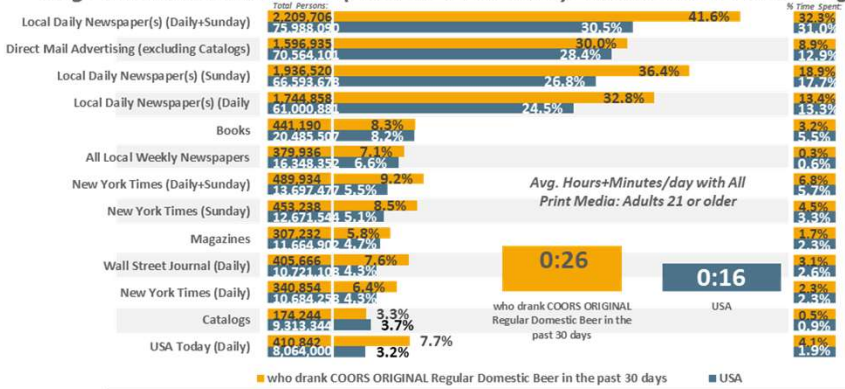
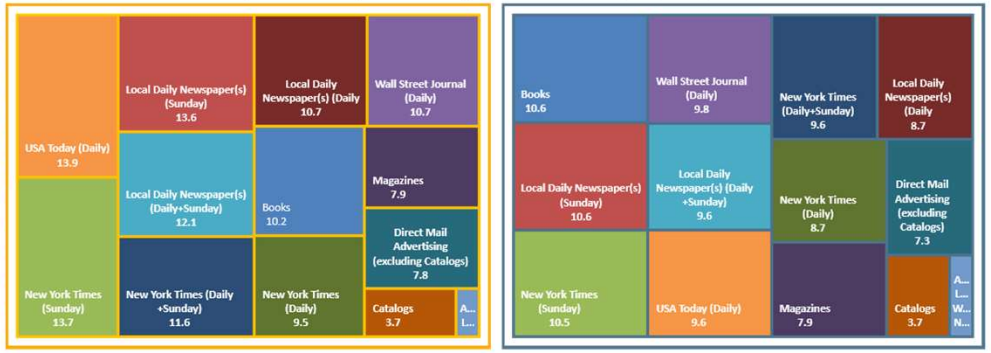
Domestic regular beer drank past 30 days: Miller High Life

2,209,706 or 41.6% of Adults 21 or older who drank COORS ORIGINAL Regular Domestic Beer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 33.4% of all time spent daily with All forms of

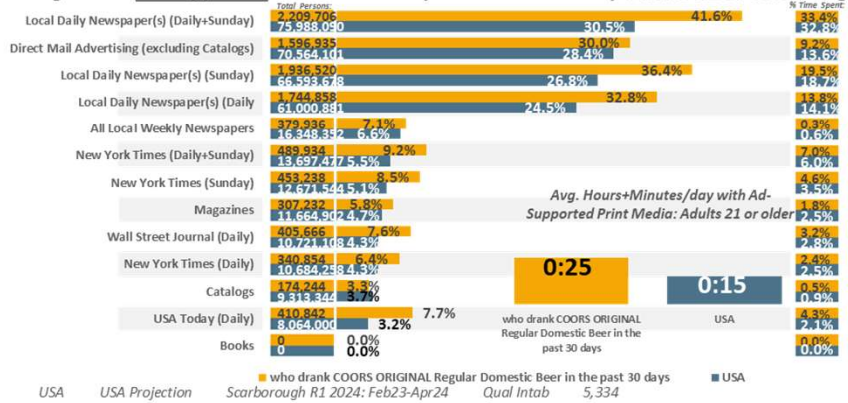
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



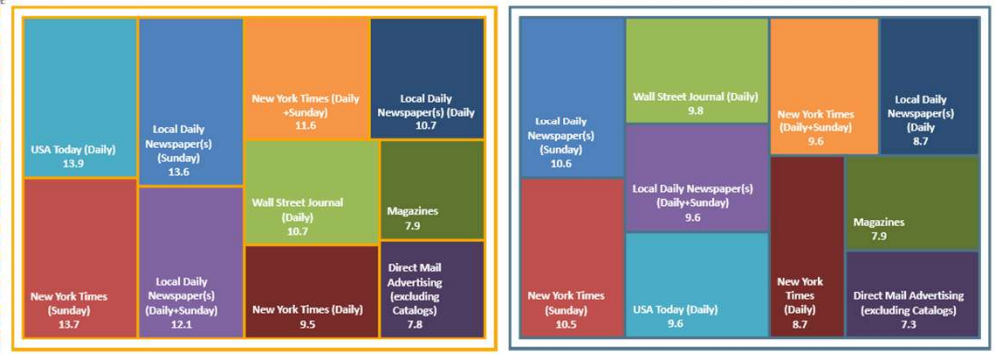
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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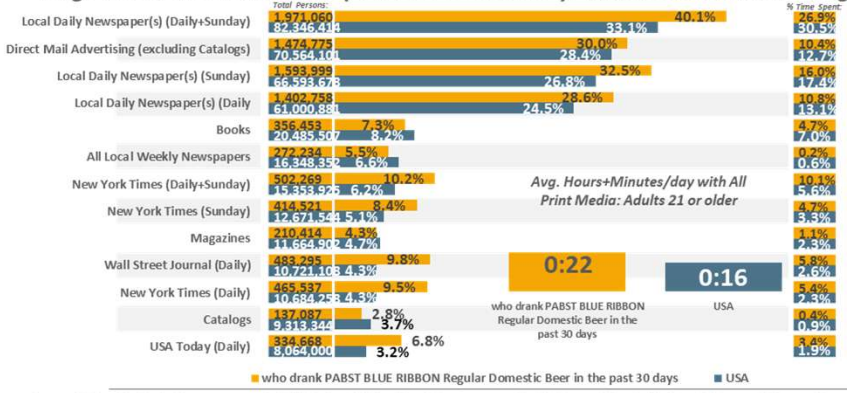
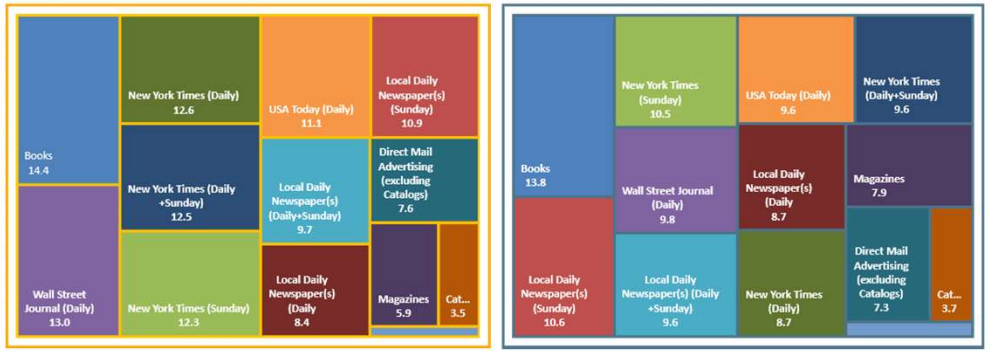
Domestic regular beer drank past 30 days: Coors Original

1,971,060 or 40.1% of Adults 21 or older who drank PABST BLUE RIBBON Regular Domestic Beer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 28.2% of all time spent daily with All forms

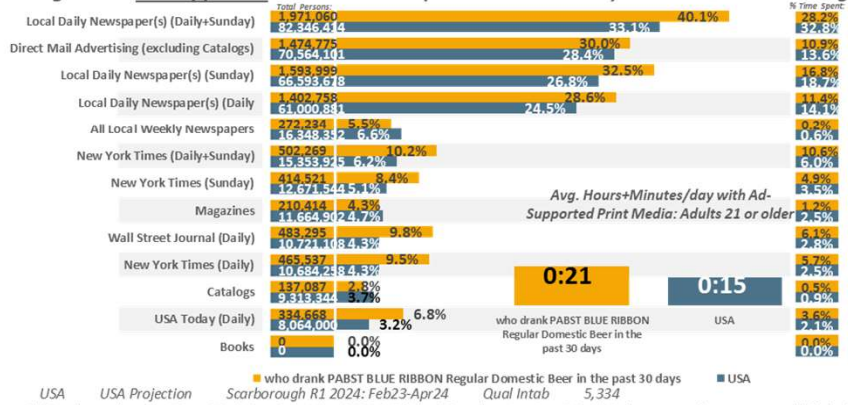
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



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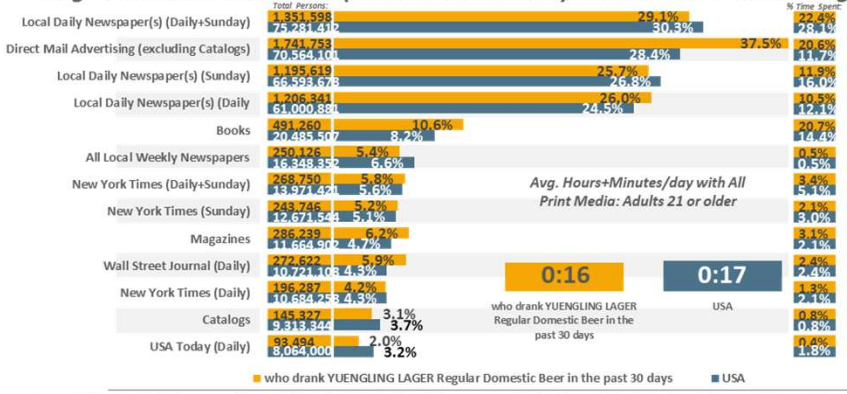
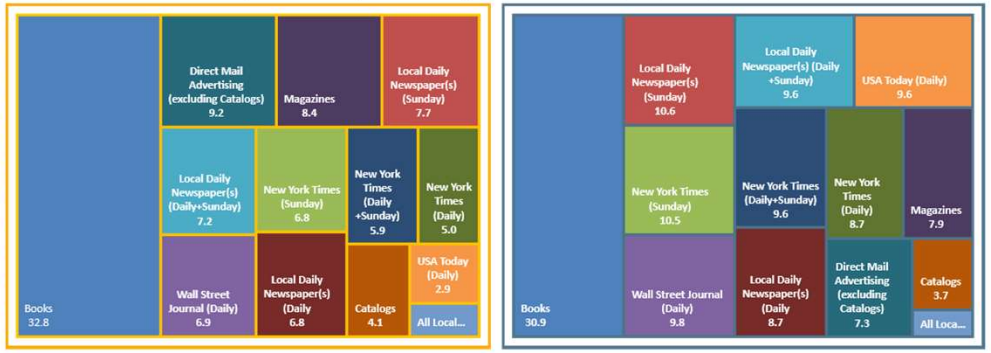
Domestic regular beer drank past 30 days: Pabst Blue Ribbon

1,351,598 or 29.1% of Adults 21 or older who drank YUENGLING LAGER Regular Domestic Beer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.2% of all time spent daily with All forms of

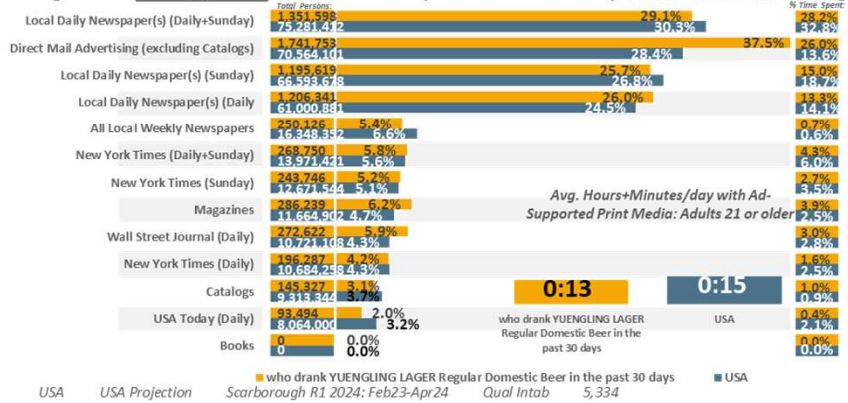
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



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Domestic regular beer drank past 30 days: Yuengling