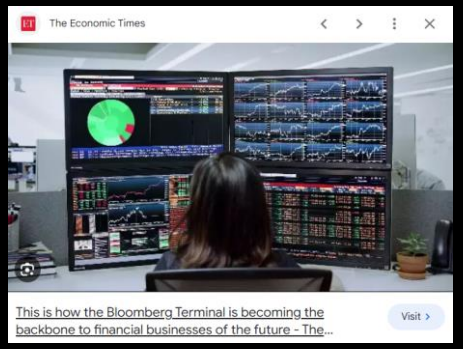
USA – Weekly DRINKERS of 5 Different SOFT DRINKS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of P18+ past 7 days Drinkers of COCA-COLA, PEPSI, SPRITE, DR. PEPPER & MOUNTAIN DEW!





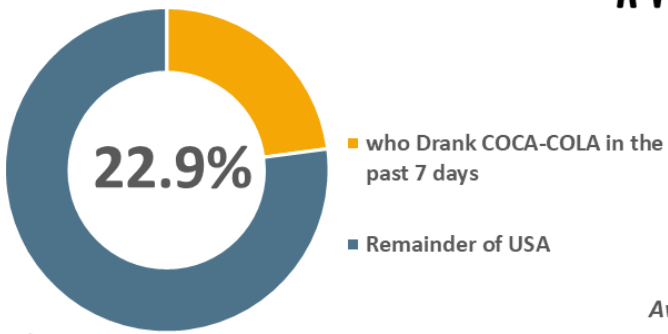
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Beverages (regular soft drinks) drank past 7 days: Coca-Cola *Beverages (regular soft drinks) drank past 7 days: Pepsi* *Beverages (regular soft drinks) drank past 7 days: Sprite* *Beverages (regular soft drinks) drank past 7 days: Dr Pepper* *Beverages (regular soft drinks) drank past 7 days: Mtn Dew*

HUBBARD BROADCASTING INC. HB INC.

22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Typical Adults 18 or older who Drank COCA-COLA in the past 7 days are 45.5 years old (5.6% younger than average) and have a $82,733 (7.8% lower than average) annual household income.

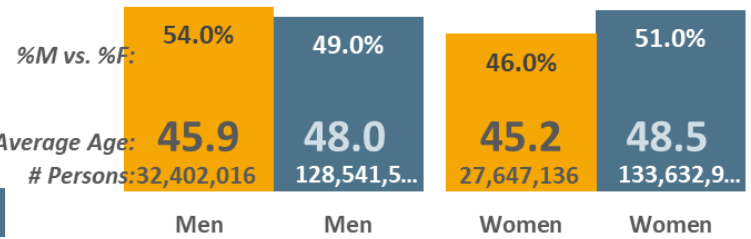
Percent of Market: Adults 18 or older



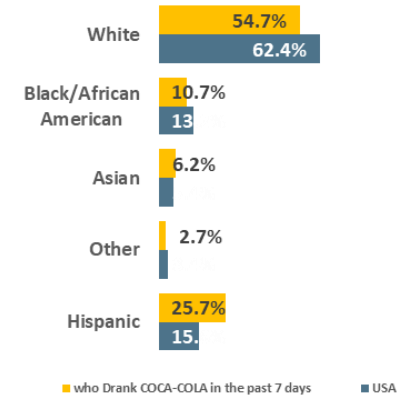
Total Persons:



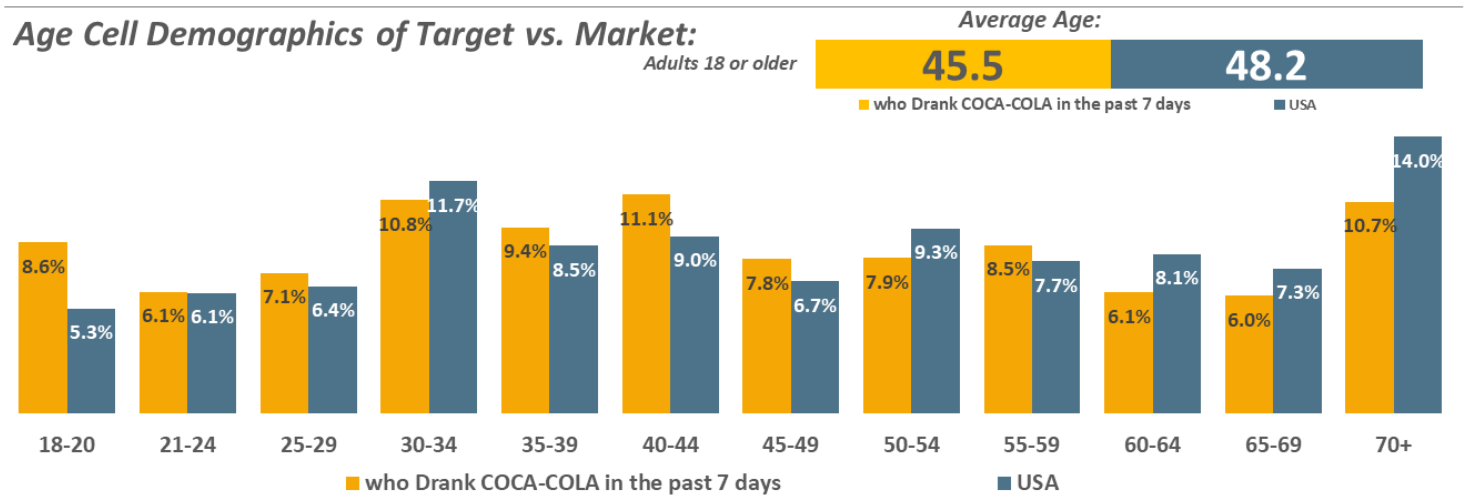
Gender of Target vs. Market: Adults 18 or older



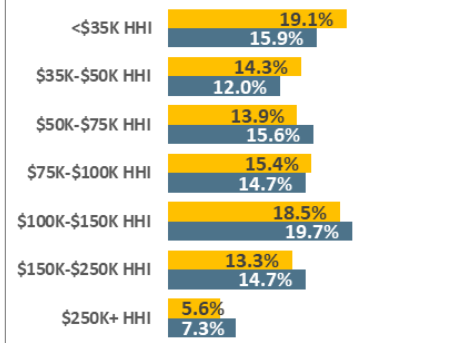
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:



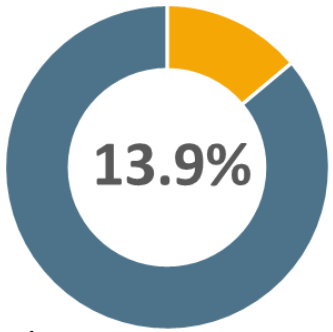
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Typical Adults 18 or older who Drank PEPSI in the past 7 days are 45.8 years old (5.% younger than average) and have a $73,033 (18.6% lower than average) annual household income.

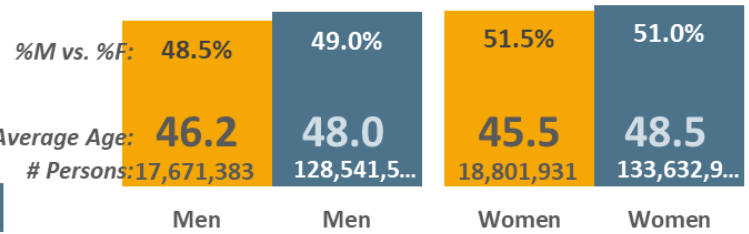
Percent of Market: Adults 18 or older



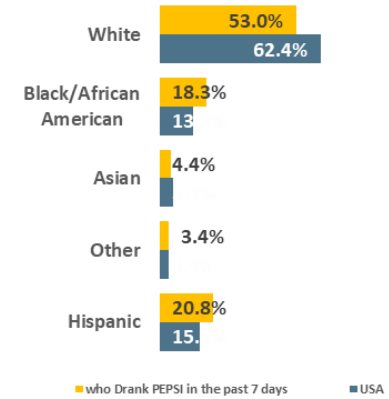
Total Persons:



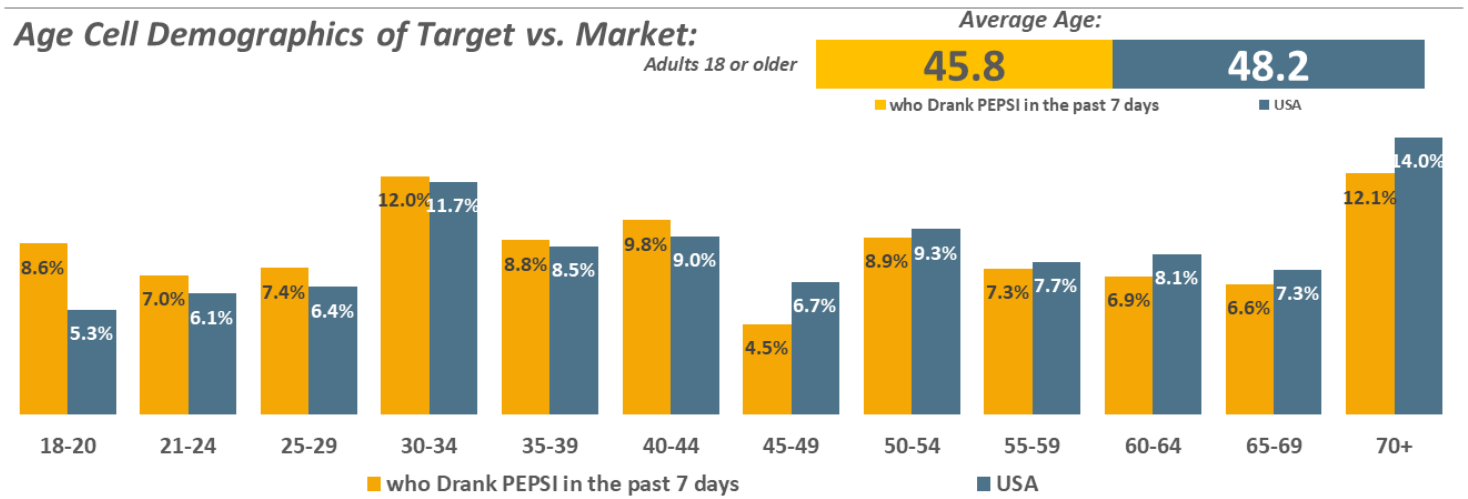
Gender of Target vs. Market: Adults 18 or older



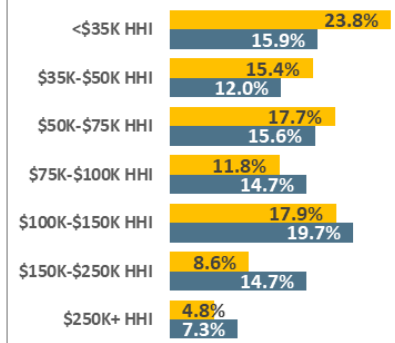
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $73,033 $89,767

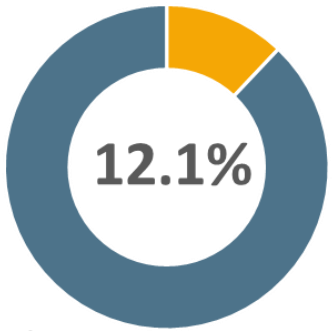
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,196*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Typical Adults 18 or older who Drank SPRITE in the past 7 days are 41.1 years old (14.8% younger than average) and have a $73,727 (17.9% lower than average) annual household income.

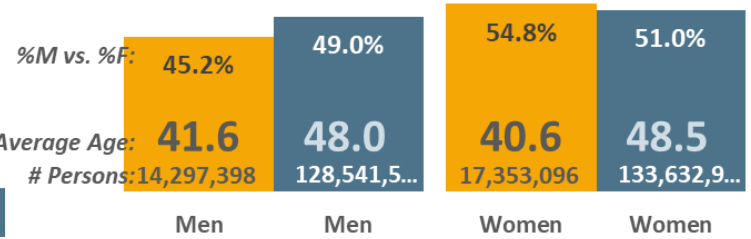
Percent of Market: Adults 18 or older



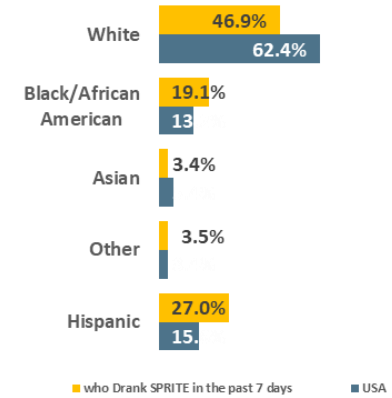
Total Persons:



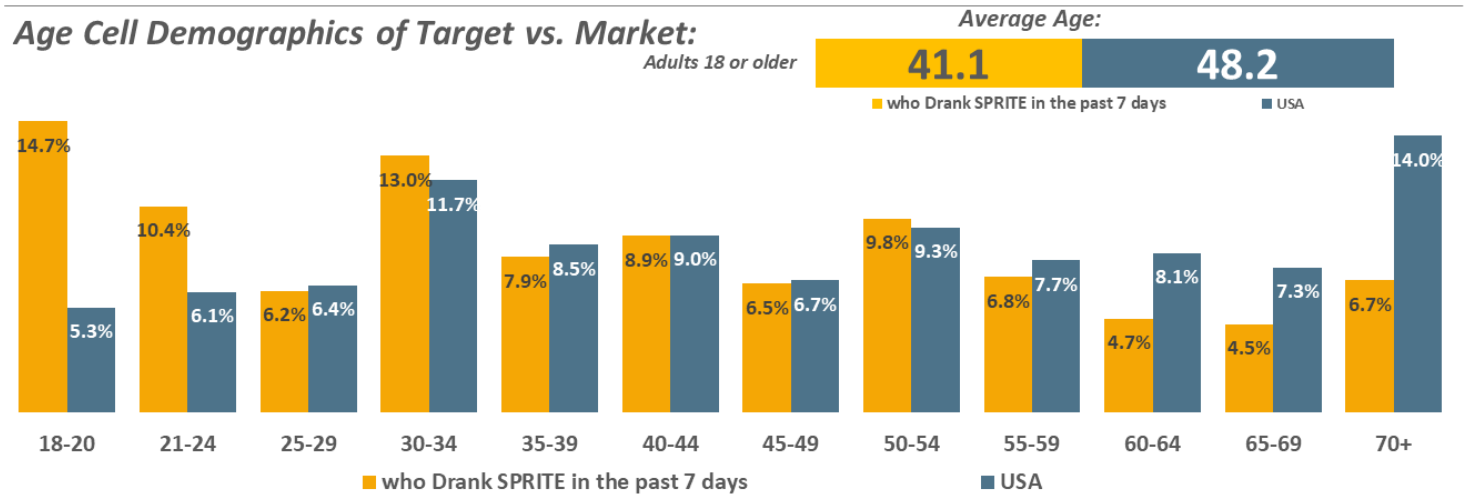
Gender of Target vs. Market: Adults 18 or older



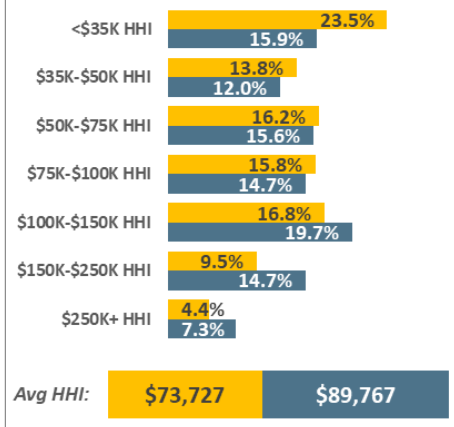
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $73,727 | $89,767

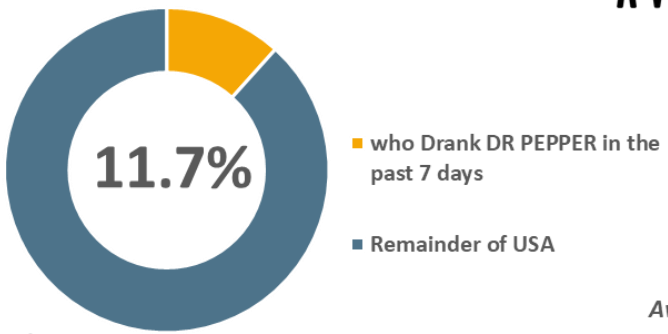
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Typical Adults 18 or older who Drank DR PEPPER in the past 7 days are 43.7 years old (9.3% younger than average) and have a $84,950 (5.4% lower than average) annual household income.

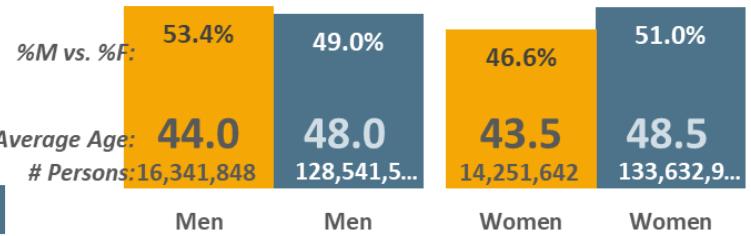
Percent of Market: Adults 18 or older



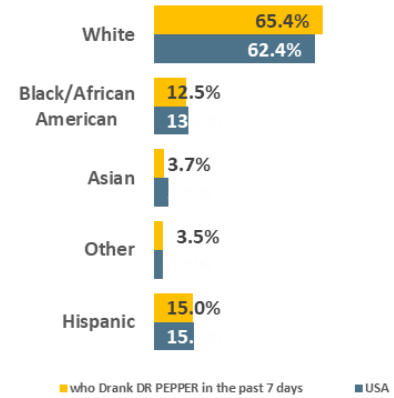
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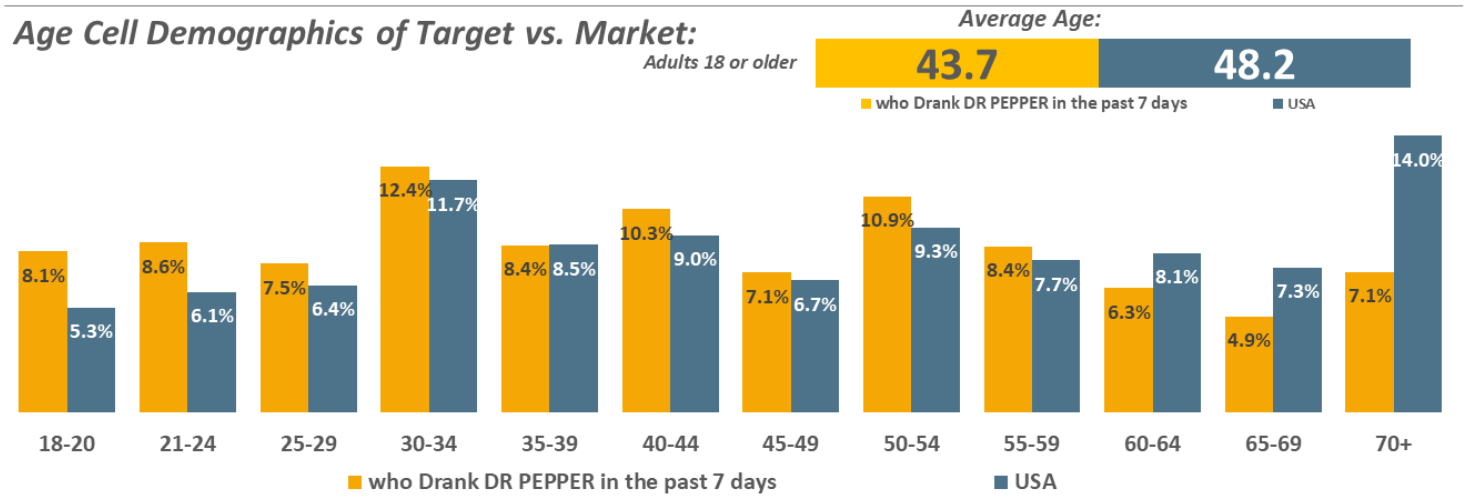
Gender of Target vs. Market: Adults 18 or older



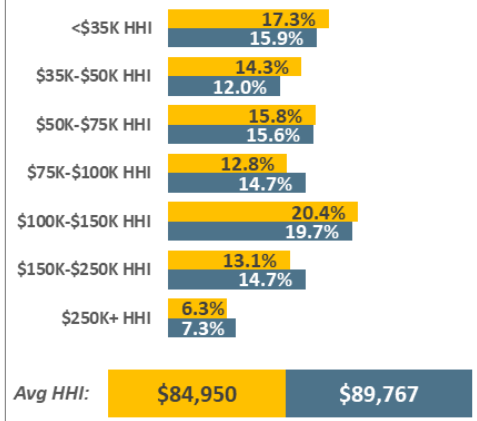
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



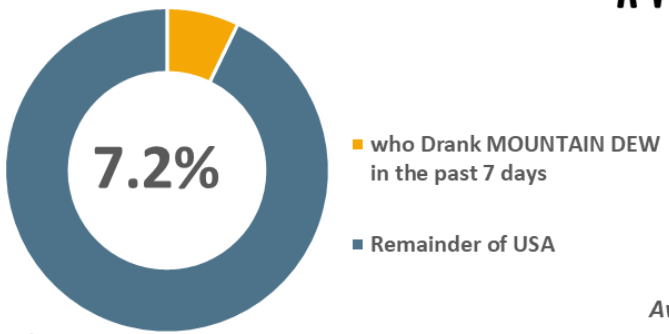
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Typical Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are 41.2 years old (14.6% younger than average) and have a $74,791 (16.7% lower than average) annual household income.

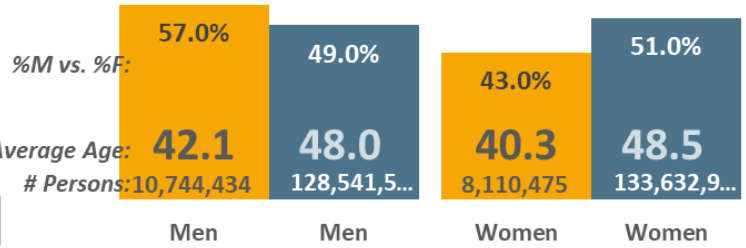
Percent of Market: Adults 18 or older



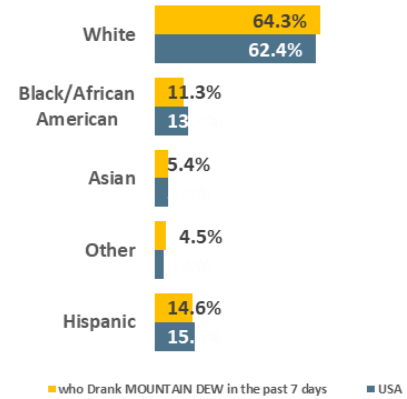
Total Persons:



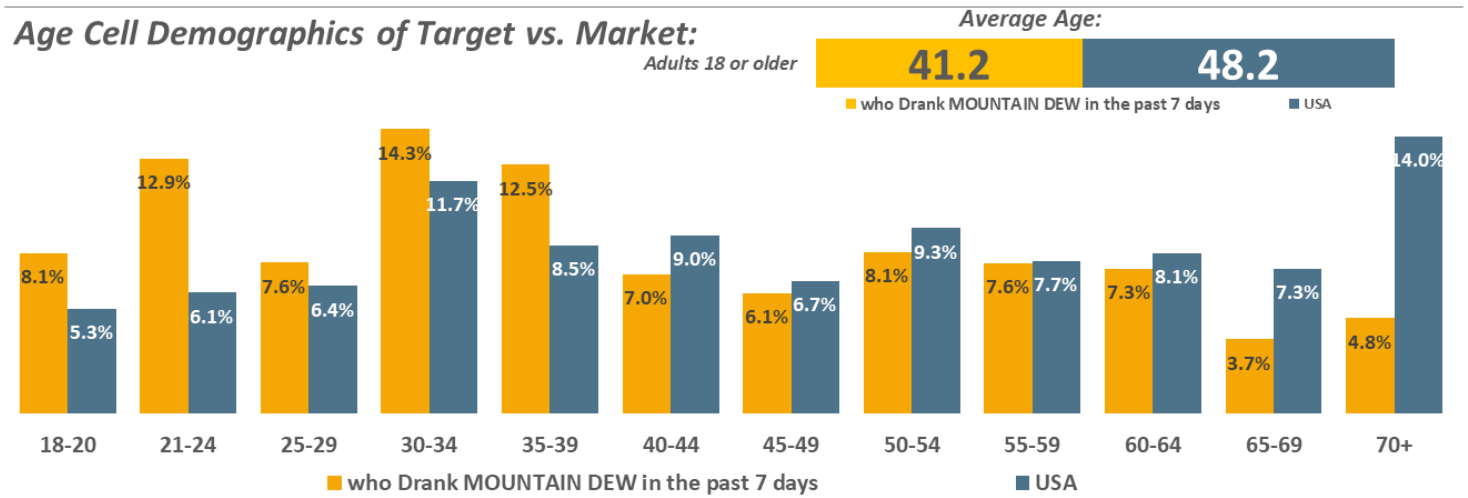
Gender of Target vs. Market: Adults 18 or older



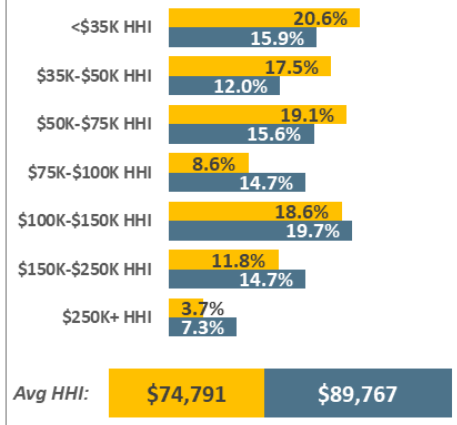
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $74,791 | $89,767

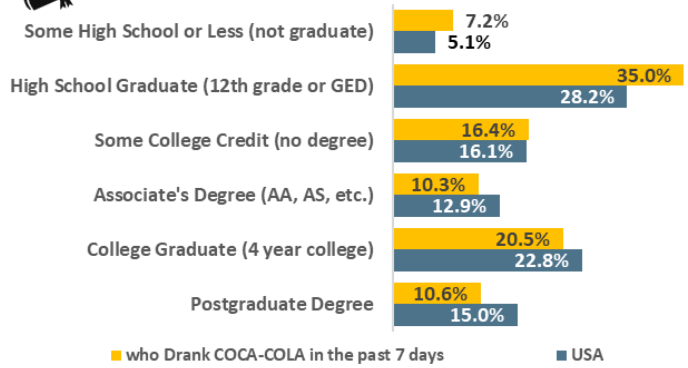
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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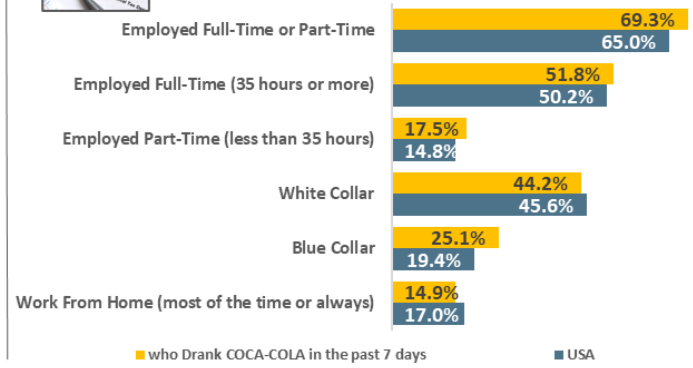
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Adults 18 or older who Drank COCA-COLA in the past 7 days are 17.7% less likely to be a college graduate, 3.2% more likely to work full-time, 4.5% less likely to be married, 15.6% more likely to be a parent of 1 or more children under 18.

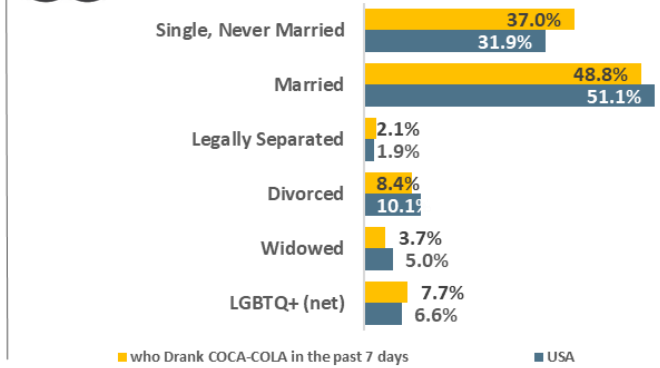
Education Levels: Adults 18 or older



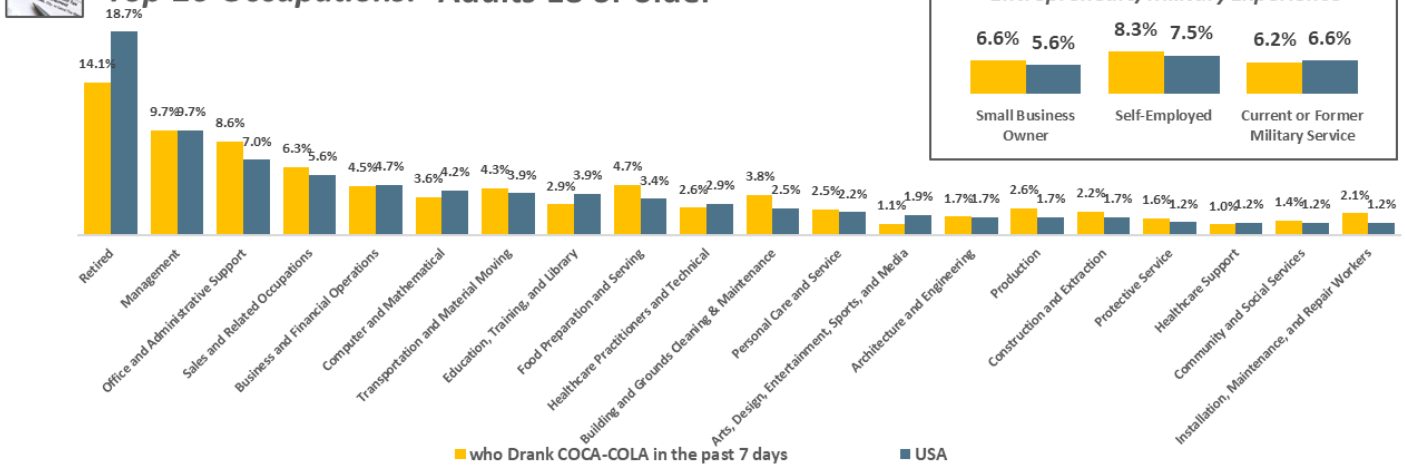
Employment: Adults 18 or older



Marital Status: Adults 18 or older

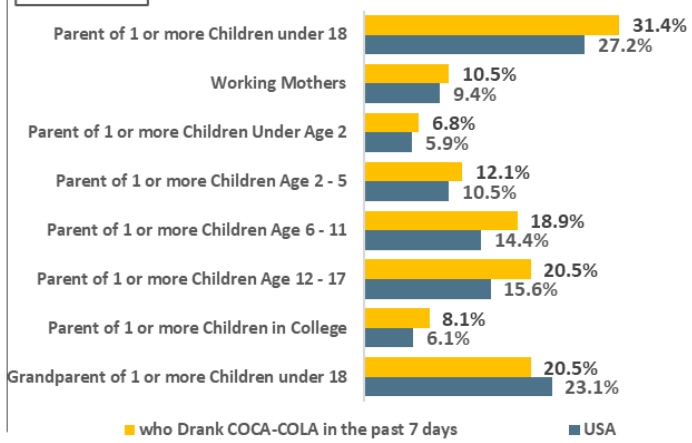


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

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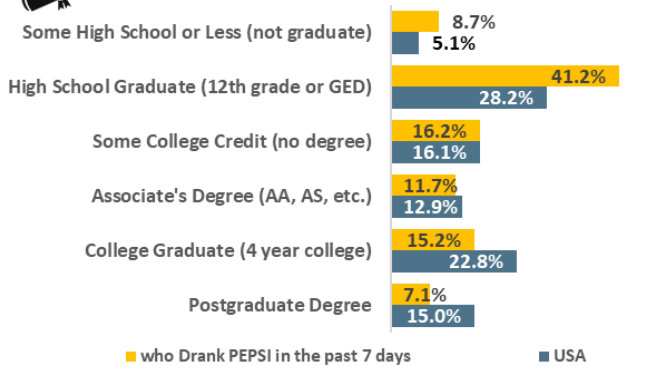
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

©

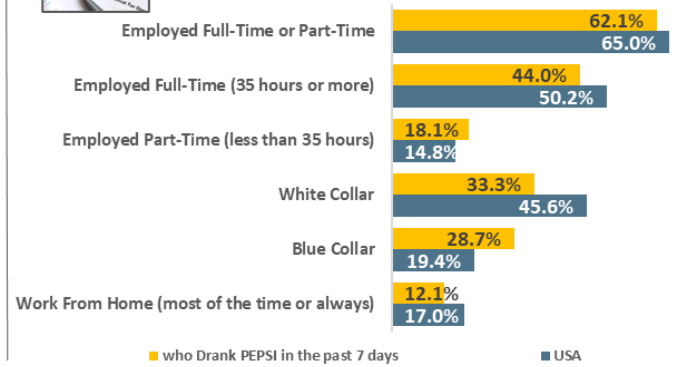
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Adults 18 or older who Drank PEPSI in the past 7 days are 41.1% less likely to be a college graduate, 12.3% less likely to work full-time, 11.3% less likely to be married, 16.5% more likely to be a parent of 1 or more children under 18.

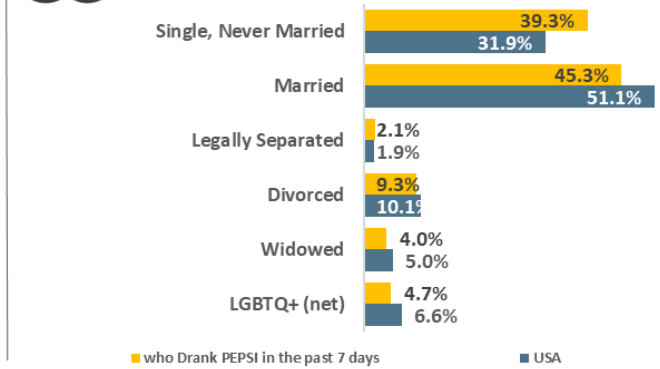
Education Levels: Adults 18 or older



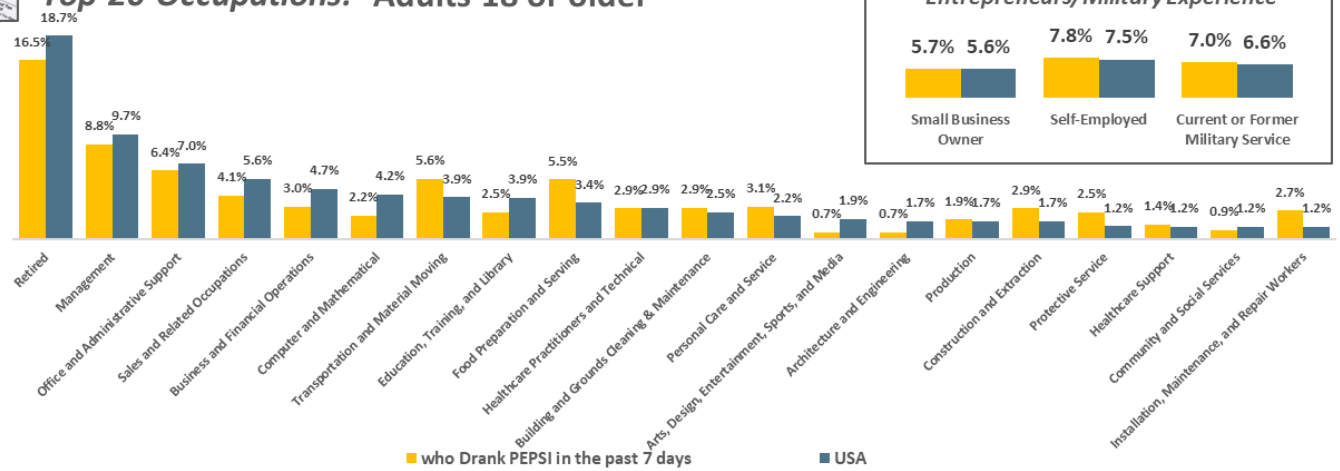
Employment: Adults 18 or older



Marital Status: Adults 18 or older

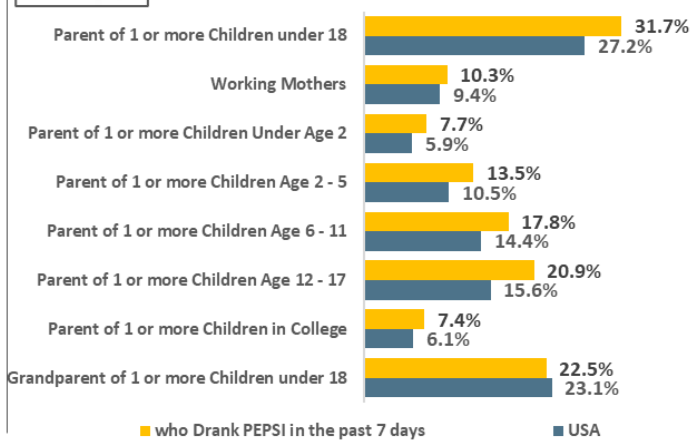


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



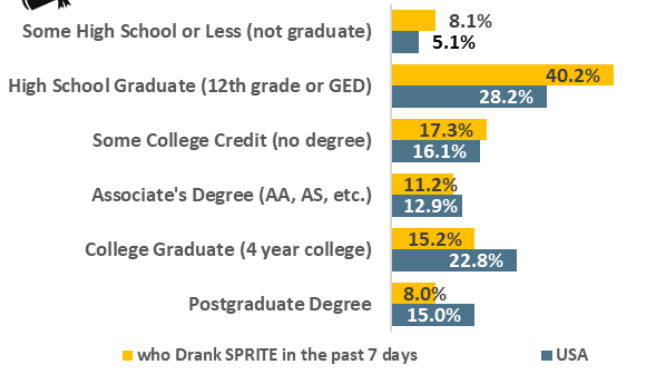
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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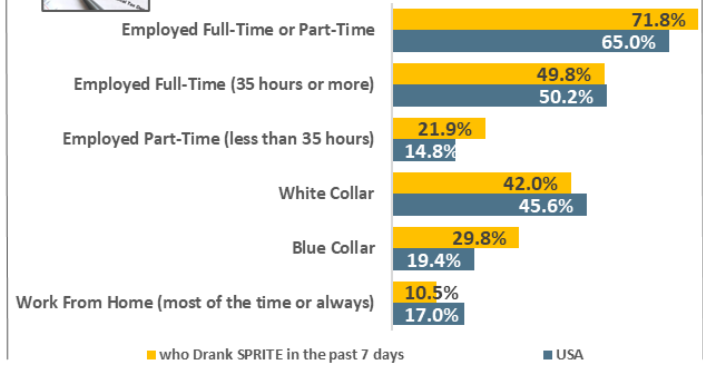
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Adults 18 or older who Drank SPRITE in the past 7 days are 38.6% less likely to be a college graduate, .7% less likely to work full-time, 28.2% less likely to be married, 17.2% more likely to be a parent of 1 or more children under 18.

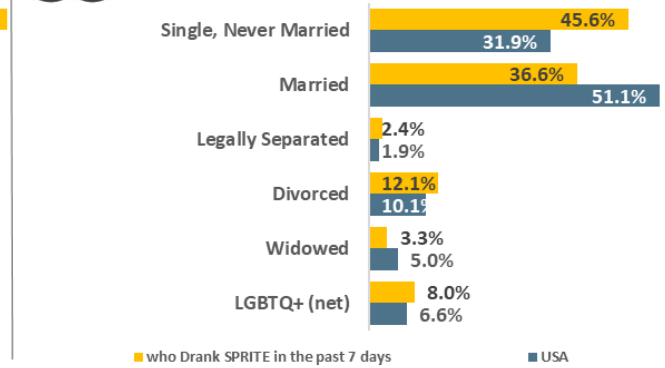
Education Levels: Adults 18 or older



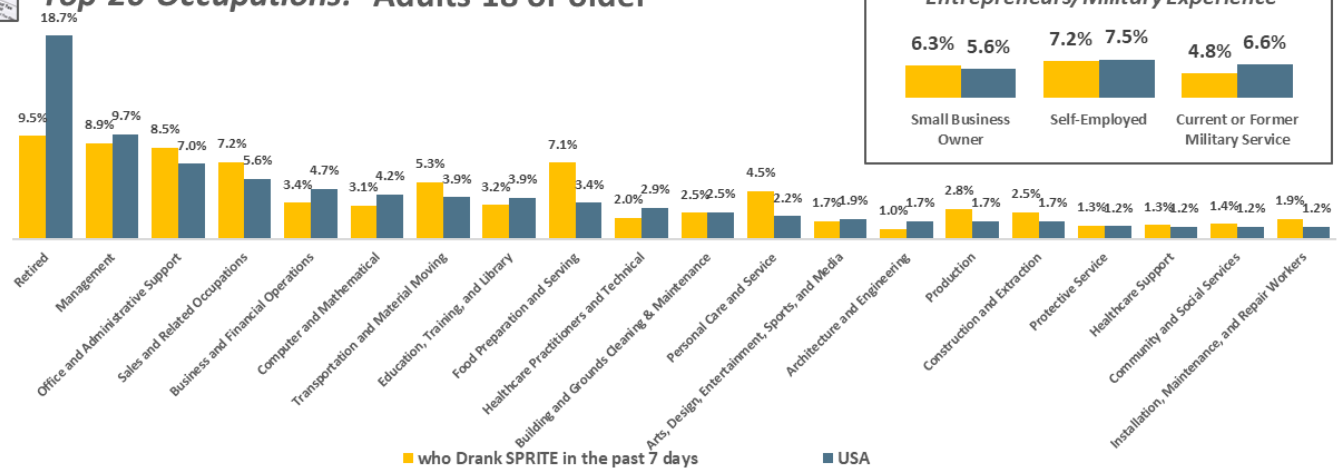
Employment: Adults 18 or older



Marital Status: Adults 18 or older

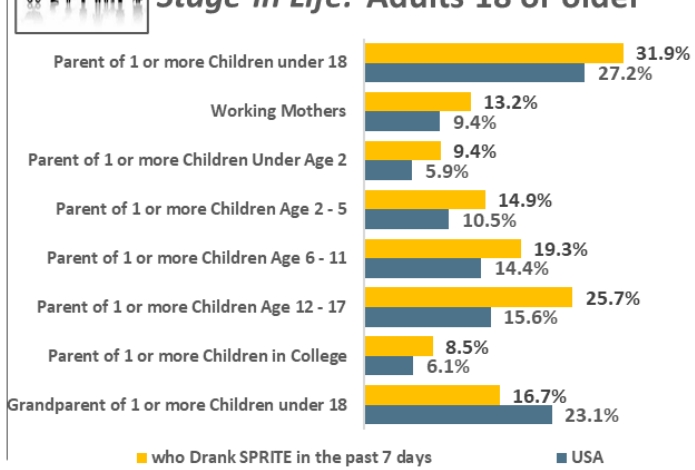


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



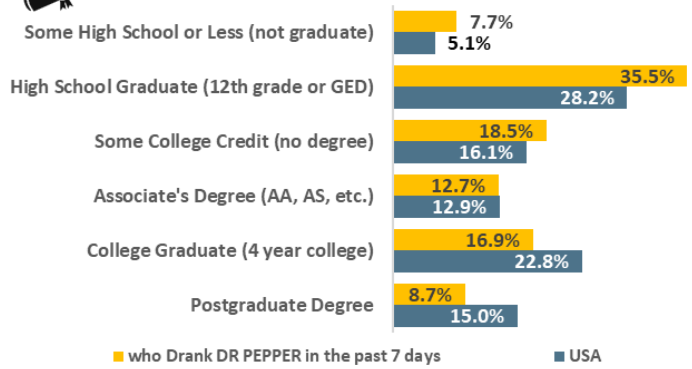
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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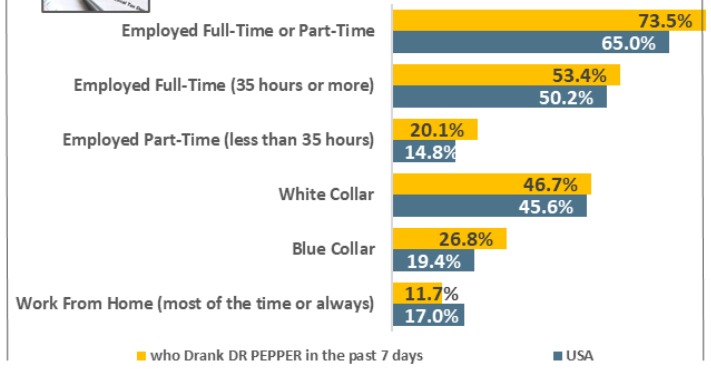
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Adults 18 or older who Drank DR PEPPER in the past 7 days are 32.2% less likely to be a college graduate, 6.2% more likely to work full-time, 15.4% less likely to be married, 15.4% more likely to be a parent of 1 or more children under 18.

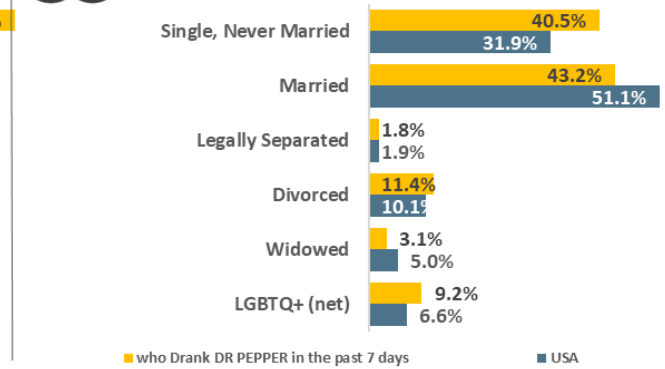
Education Levels: Adults 18 or older



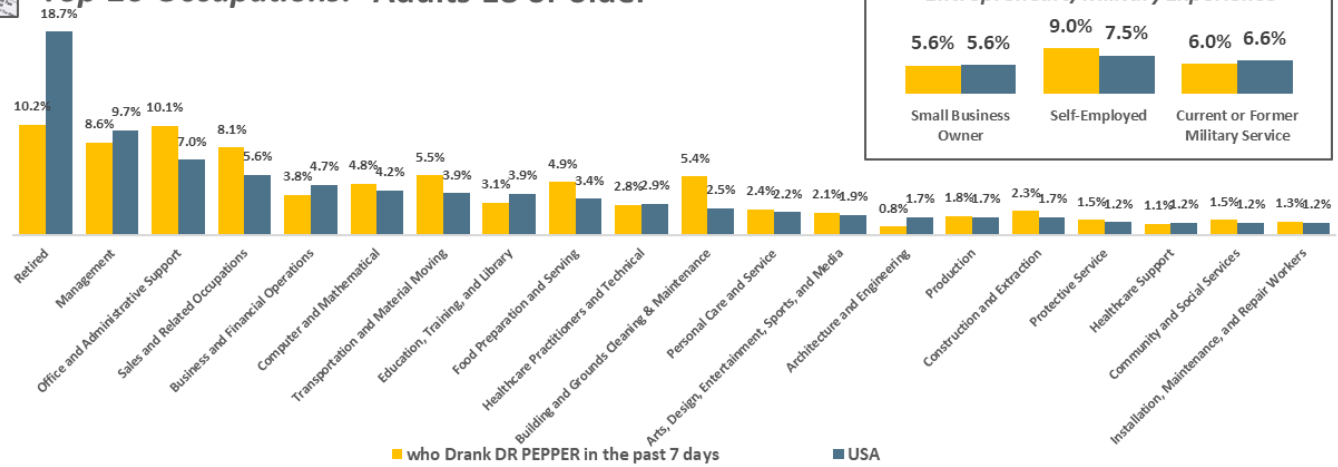
Employment: Adults 18 or older



Marital Status: Adults 18 or older

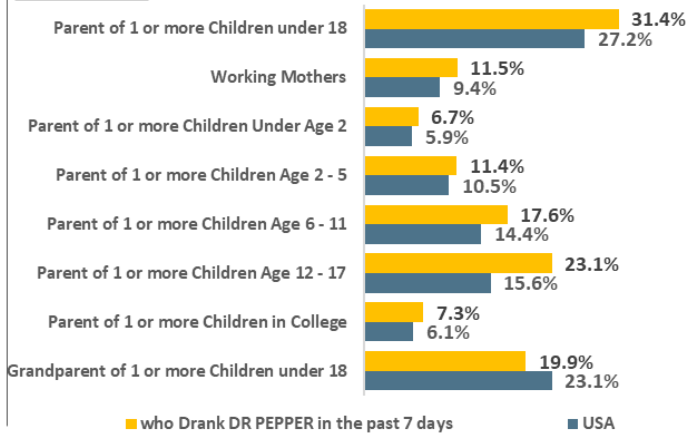


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



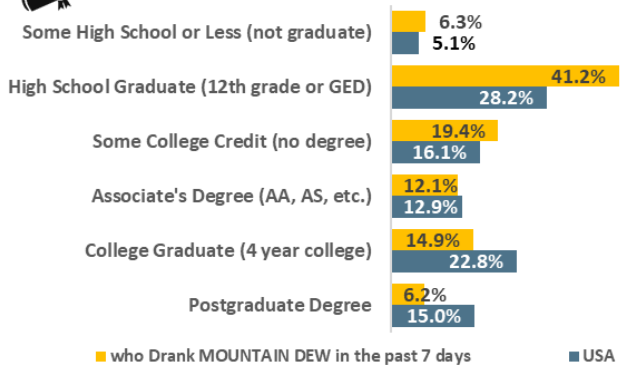
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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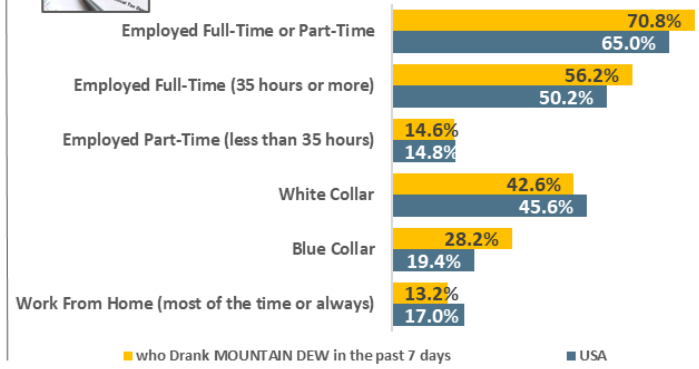
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are 44.3% less likely to be a college graduate, 11.9% more likely to work full-time, 20.1% less likely to be married, 2.6% more likely to be a parent of 1 or more children under 18.

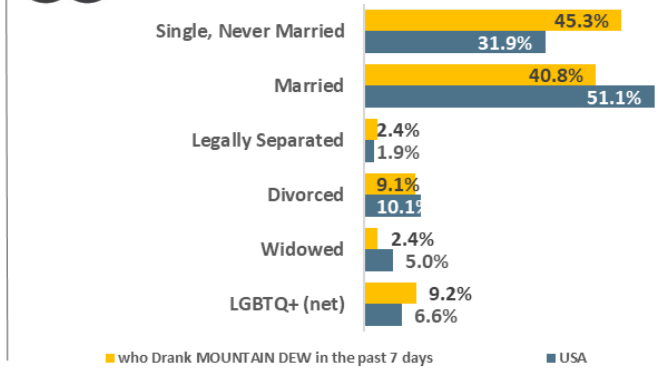
Education Levels: Adults 18 or older



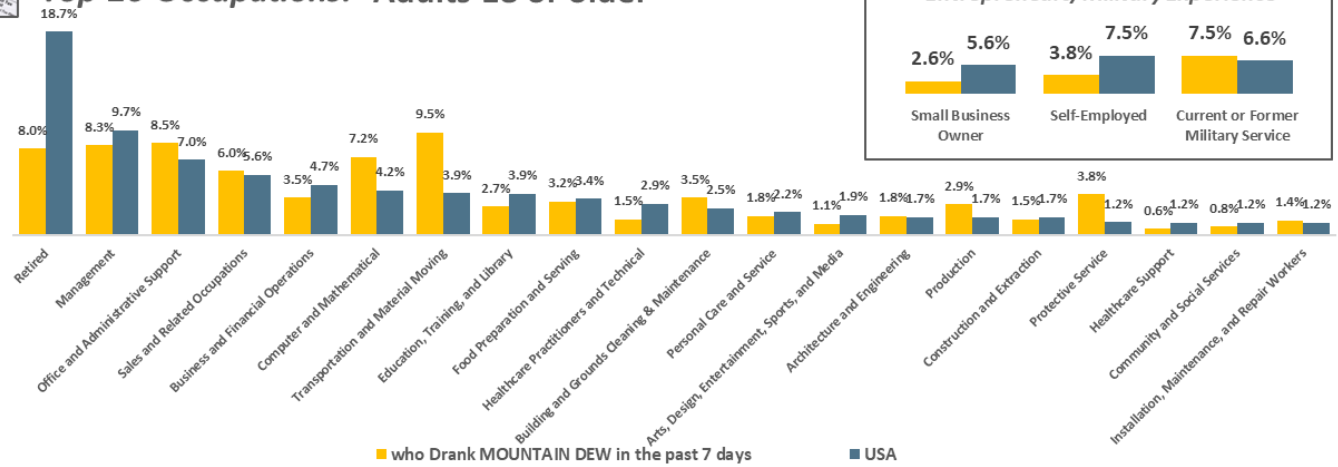
Employment: Adults 18 or older



Marital Status: Adults 18 or older

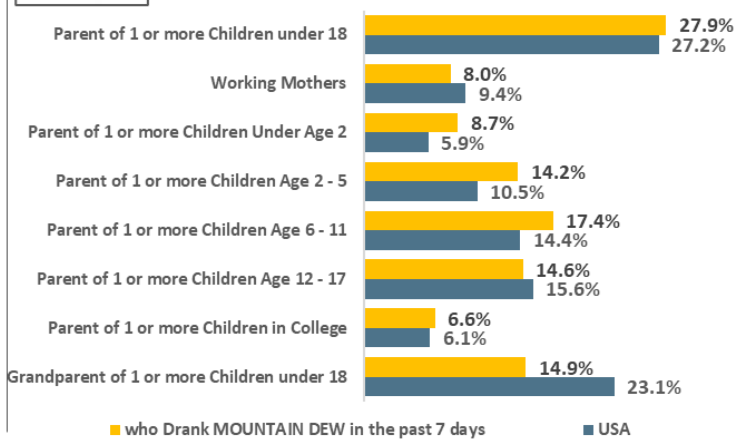


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



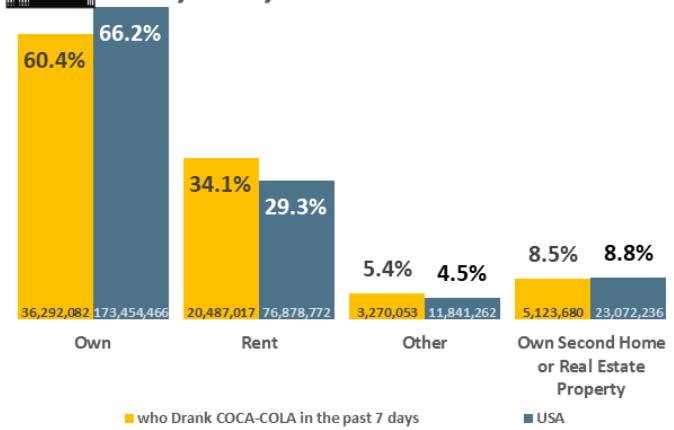
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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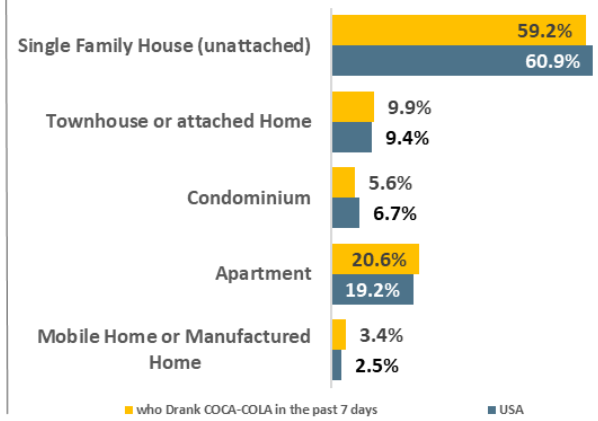
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Adults 18 or older who Drank COCA-COLA in the past 7 days are 8.6% less likely to own their home, 3.9% more likely to own a lower valued home, 2.8% less likely to have a single-family home, 7.1% more likely to have a dog.

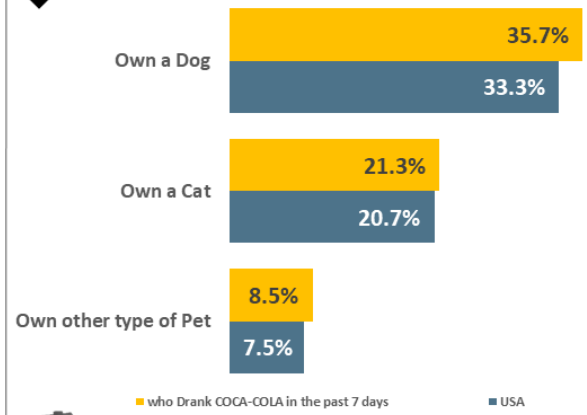
Own/Rent/Other: Adults 18 or older



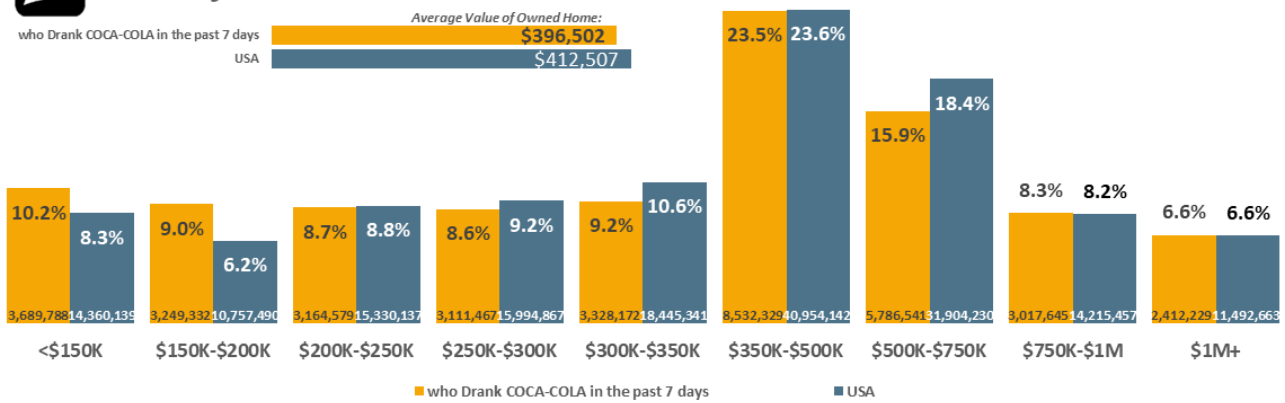
Type of Home: Adults 18 or older



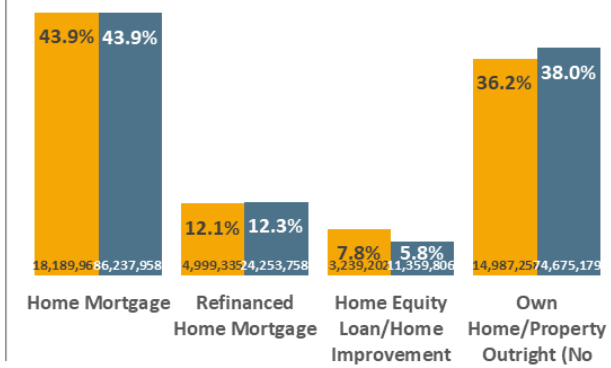
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

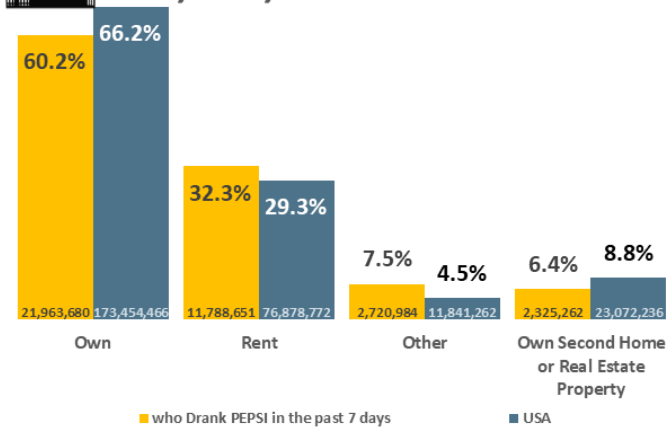


USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

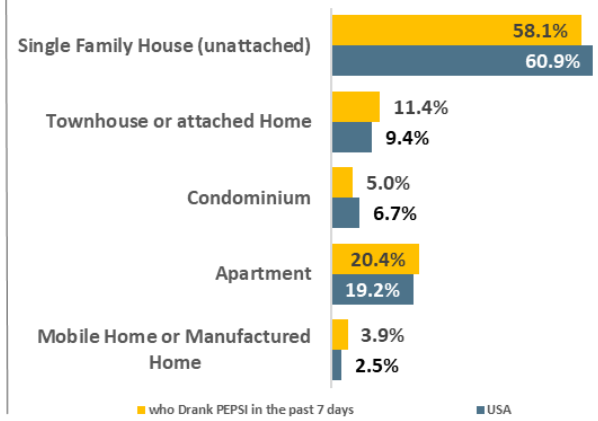
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13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Adults 18 or older who Drank PEPSI in the past 7 days are 9.% less likely to own their home, 16.7% more likely to own a lower valued home, 4.5% less likely to have a single-family home, 3.2% more likely to have a dog.

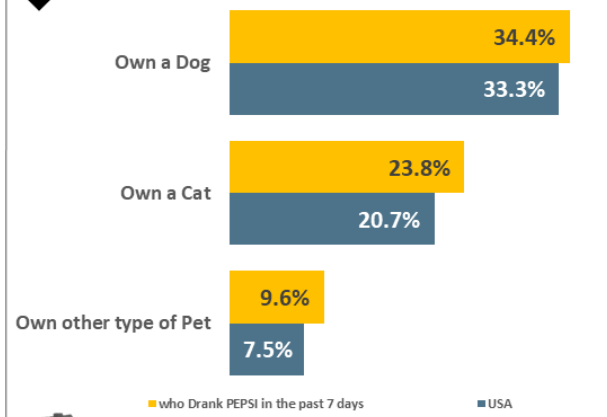
Own/Rent/Other: Adults 18 or older



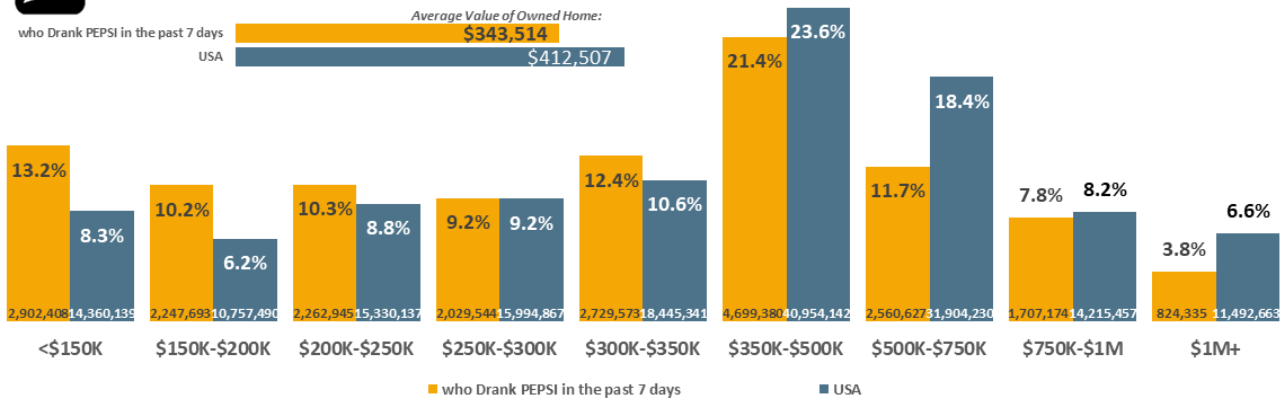
Type of Home: Adults 18 or older



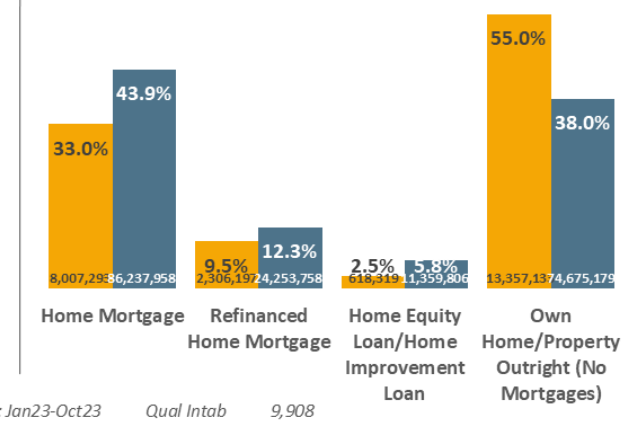
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

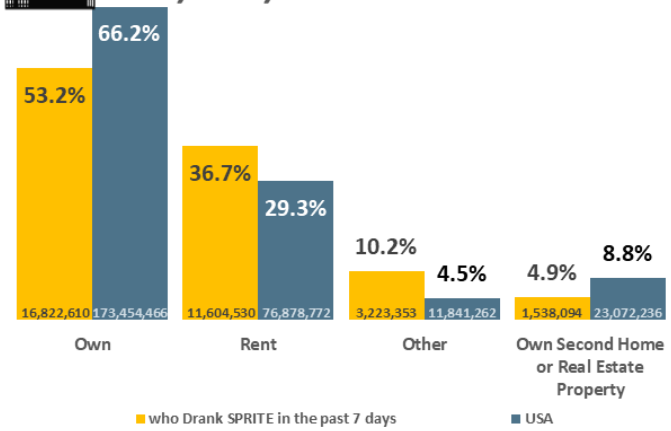


USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,196*

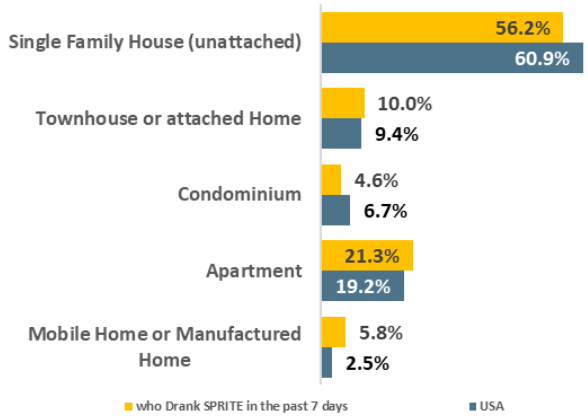
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12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Adults 18 or older who Drank SPRITE in the past 7 days are 19.7% less likely to own their home, 14.2% more likely to own a lower valued home, 7.7% less likely to have a single-family home, 6.6% more likely to have a dog.

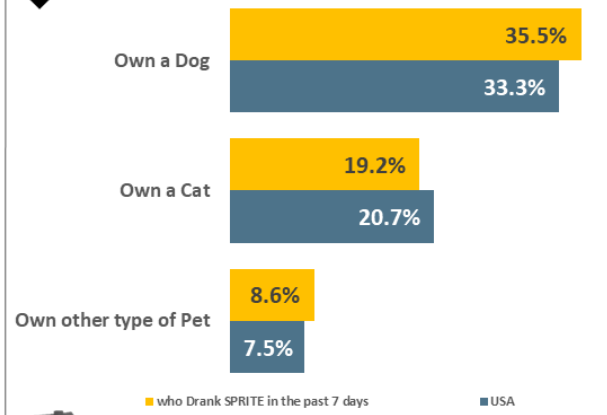
Own/Rent/Other: Adults 18 or older



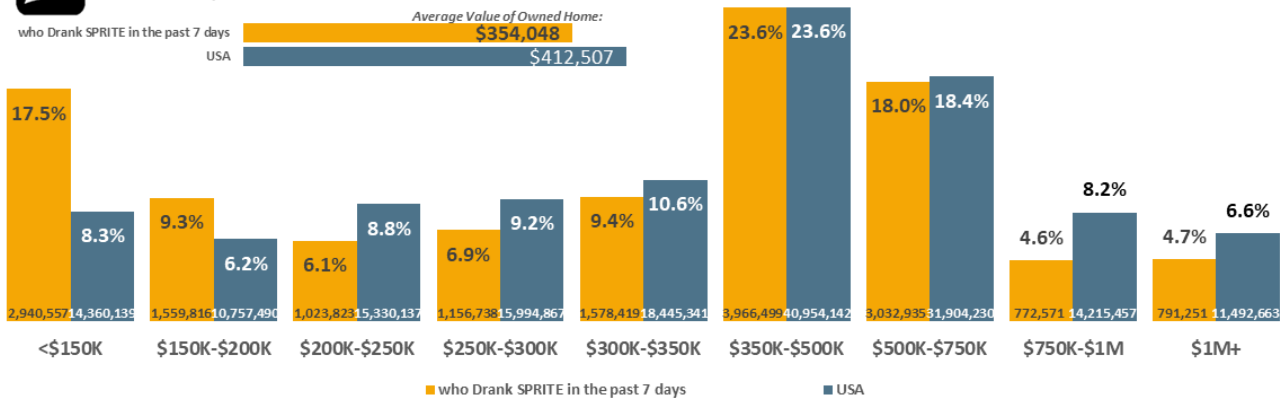
Type of Home: Adults 18 or older



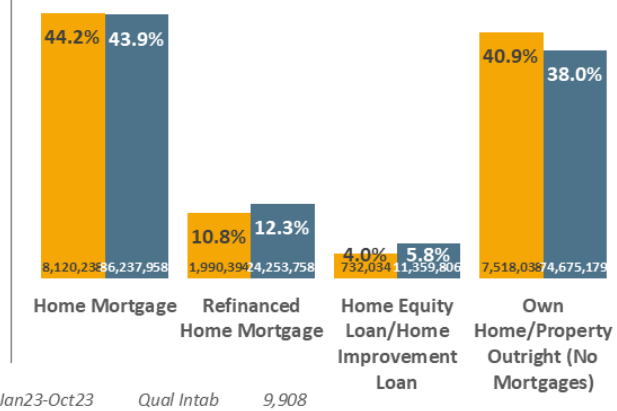
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

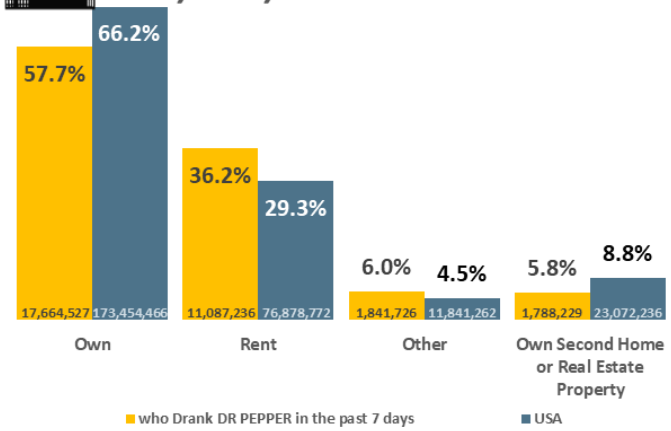


USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

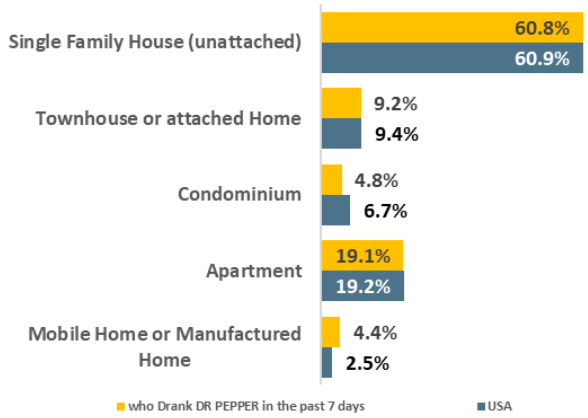
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11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Adults 18 or older who Drank DR PEPPER in the past 7 days are 12.7% less likely to own their home, 16.9% more likely to own a lower valued home, .1% less likely to have a single-family home, 13.% more likely to have a dog.

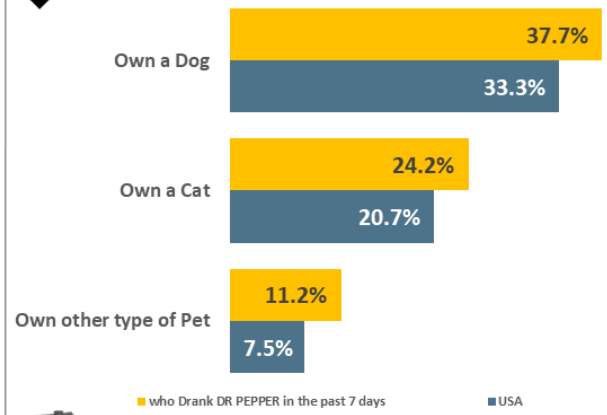
Own/Rent/Other: Adults 18 or older



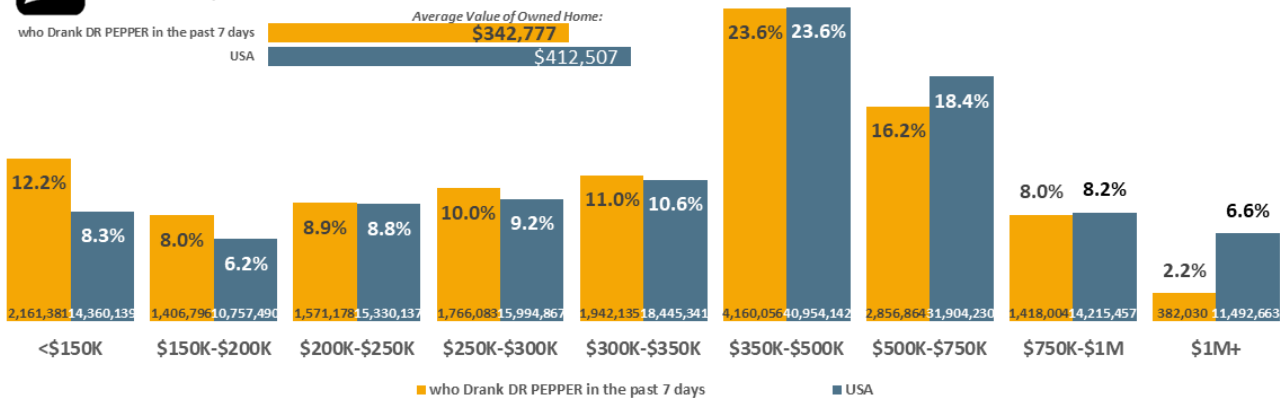
Type of Home: Adults 18 or older



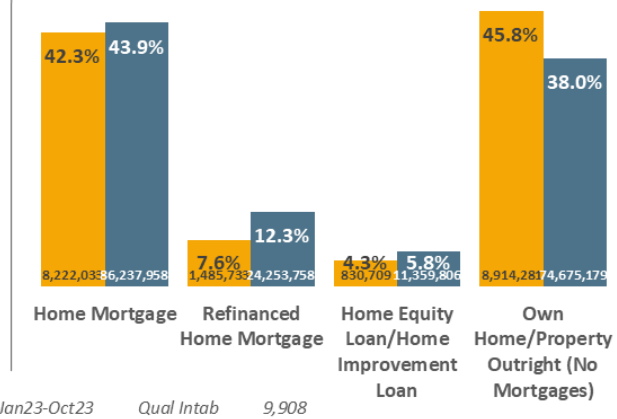
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



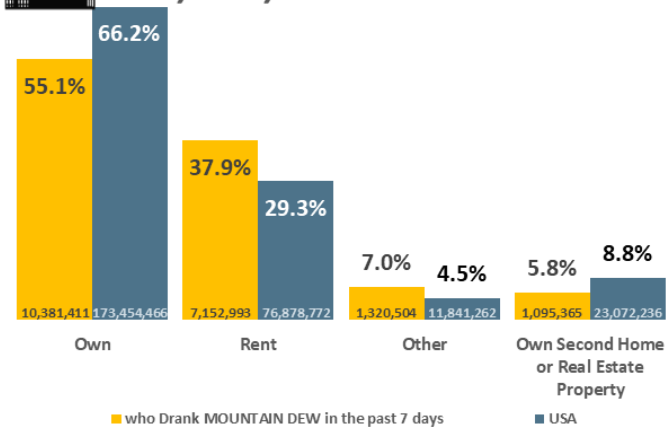
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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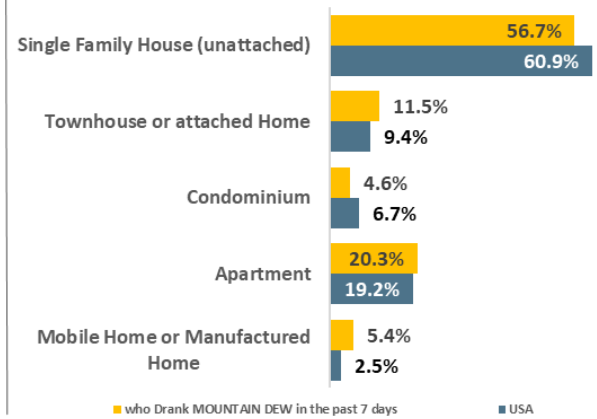
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are 16.8% less likely to own their home, 21.4% more likely to own a lower valued home, 6.8% less likely to have a single-family home, 4.2% more likely to have a dog.

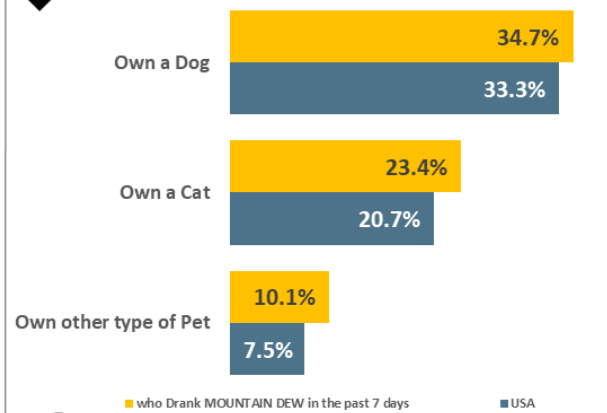
Own/Rent/Other: Adults 18 or older



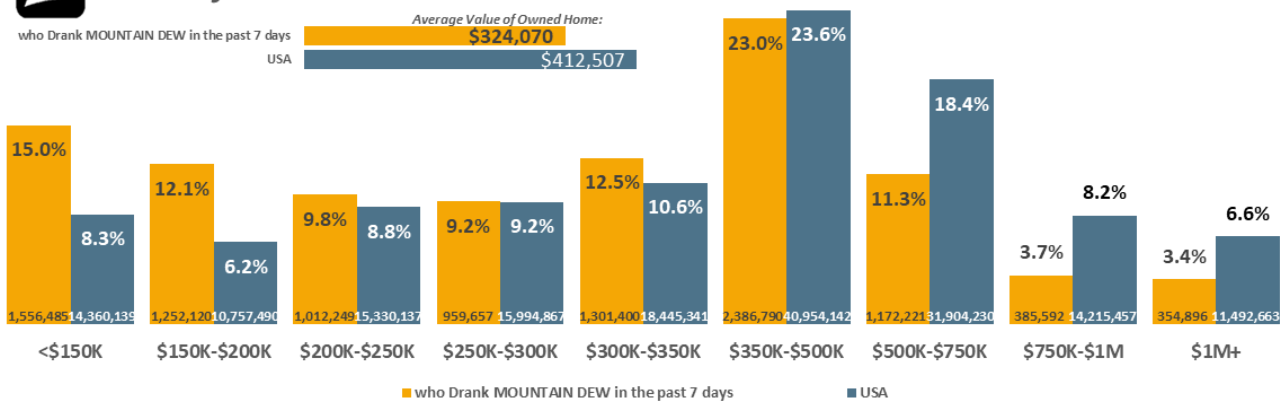
Type of Home: Adults 18 or older



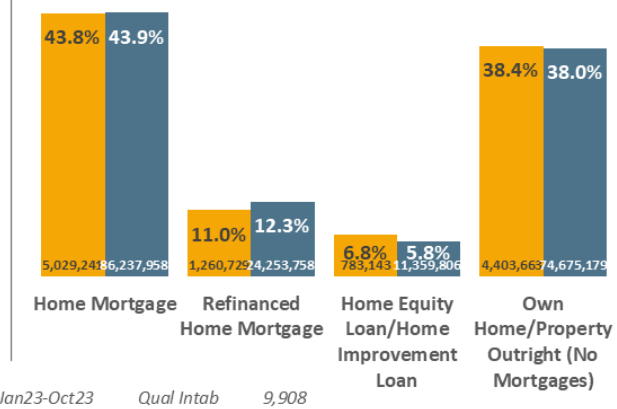
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

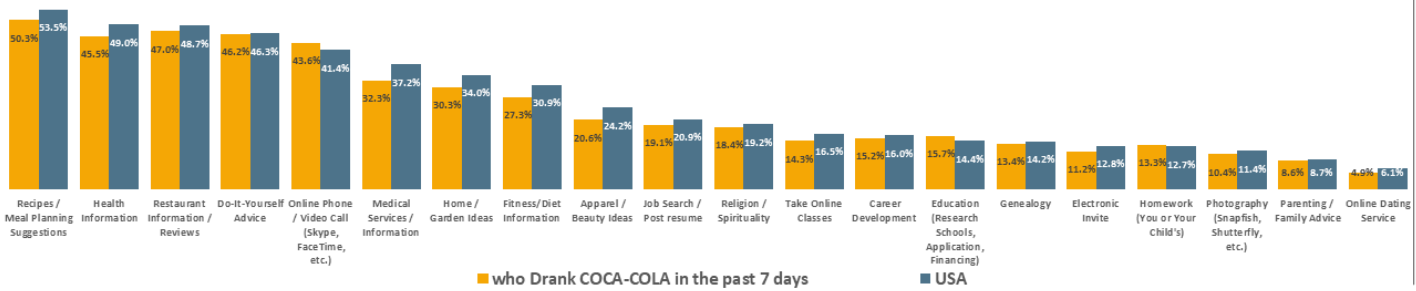


USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *572*

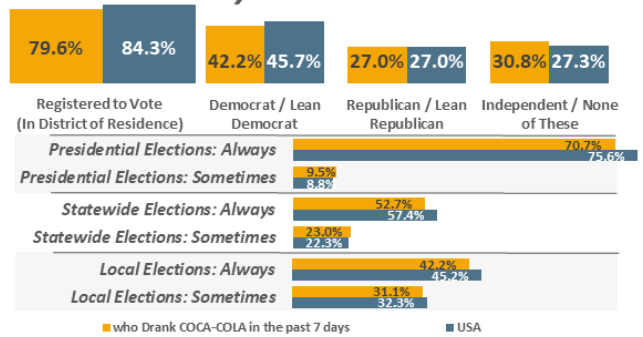
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22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Adults 18 or older who Drank COCA-COLA in the past 7 days are .2% less likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 8.4% less likely to belong to a gym, .4% less likely to fly domestic past yr.

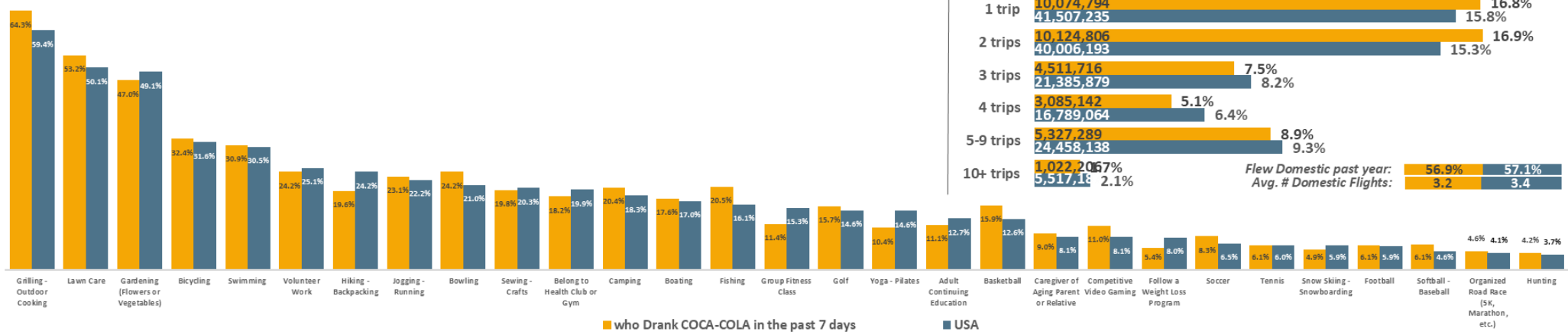
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

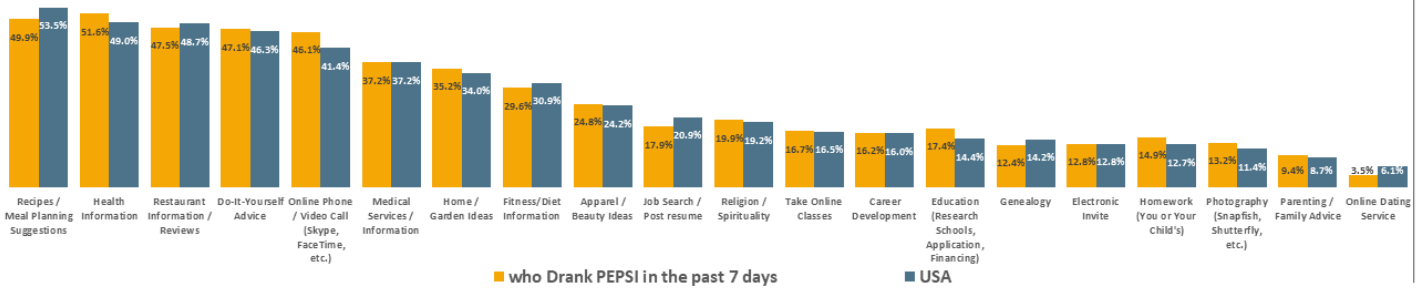
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

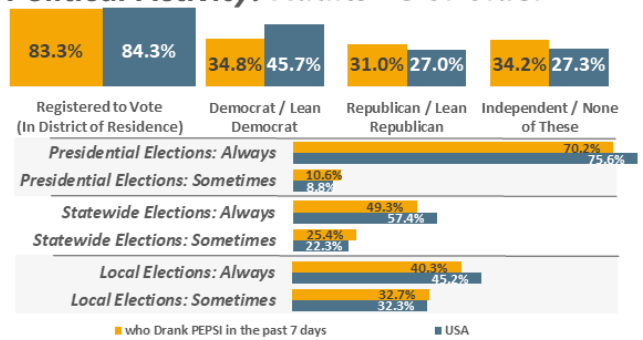
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Adults 18 or older who Drank PEPSI in the past 7 days are 1.7% more likely to look up D-I-Y advice online, 10.8% less likely to always vote in local elections, 32.% less likely to belong to a gym, 24.% less likely to fly domestic past yr.

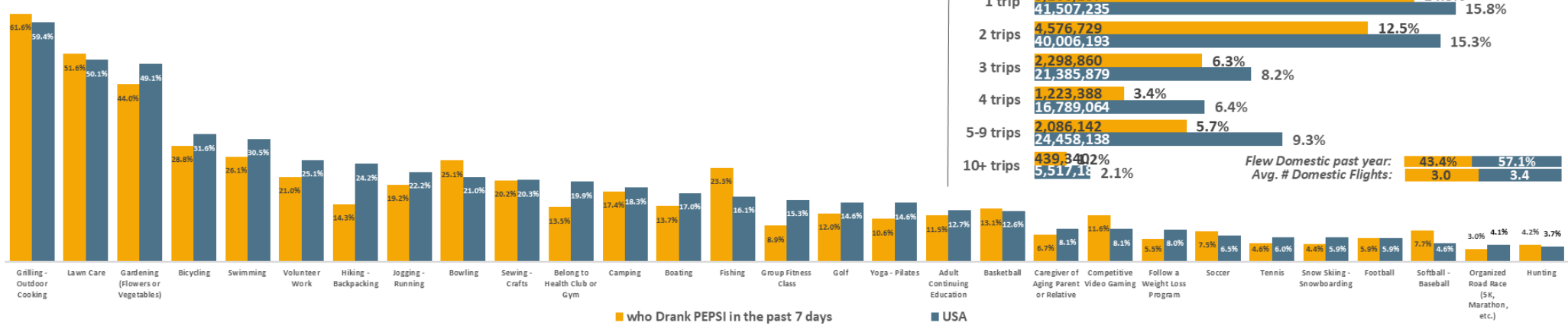
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,196*

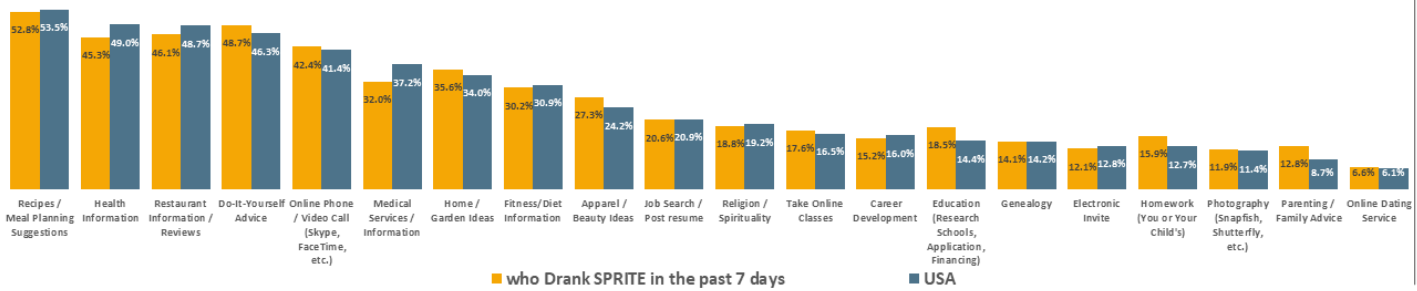
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

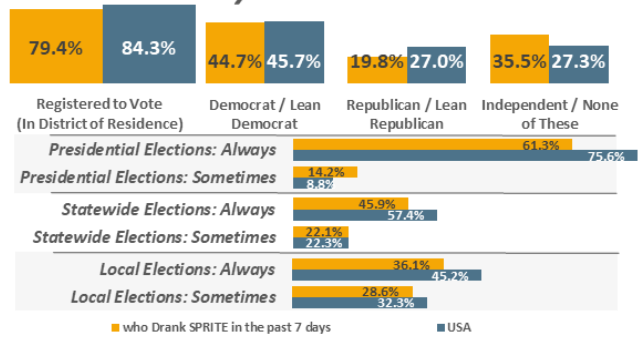
Beverages (regular soft drinks) drank past 7 days: Pepsi

12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Adults 18 or older who Drank SPRITE in the past 7 days are 5.3% more likely to look up D-I-Y advice online, 20.3% less likely to always vote in local elections, 6.5% less likely to belong to a gym, 8.3% less likely to fly domestic past yr.

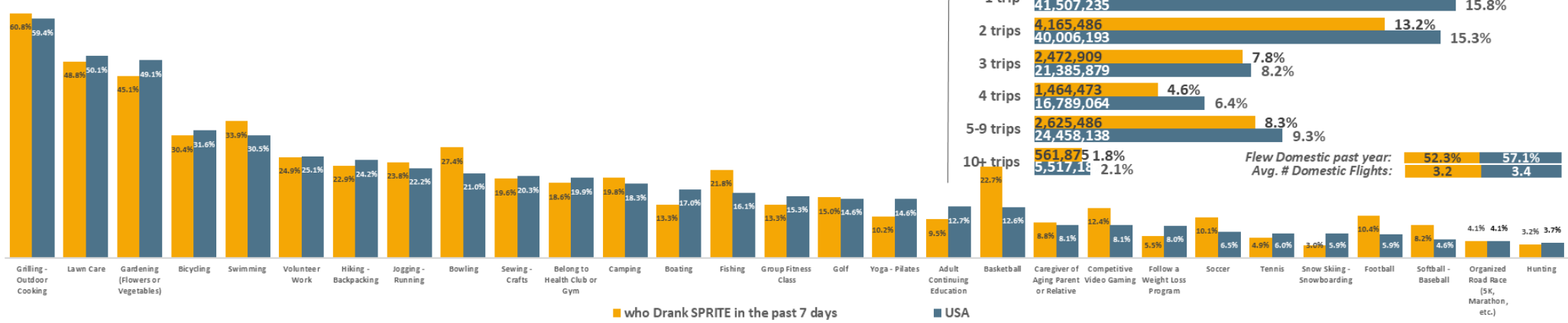
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

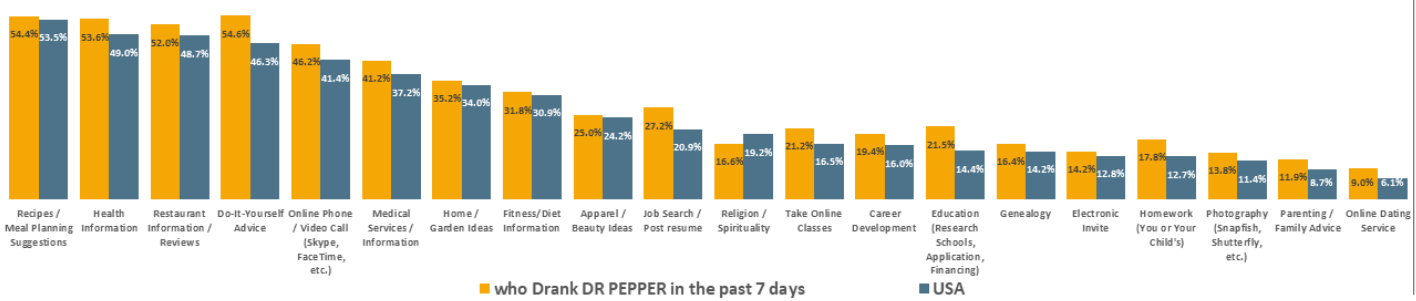
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

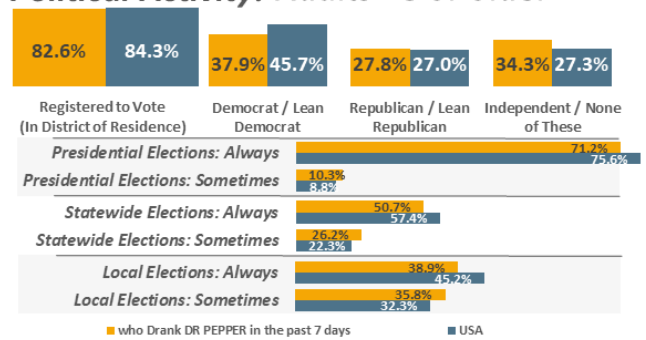
Beverages (regular soft drinks) drank past 7 days: Sprite

11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Adults 18 or older who Drank DR PEPPER in the past 7 days are 18.% more likely to look up D-I-Y advice online, 13.9% less likely to always vote in local elections, 16.% less likely to belong to a gym, 4.1% less likely to fly domestic past yr.

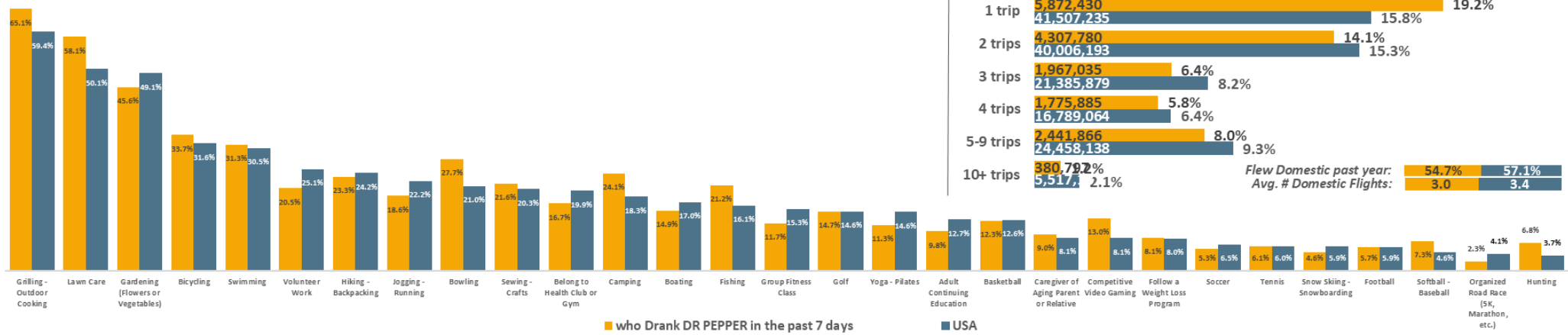
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

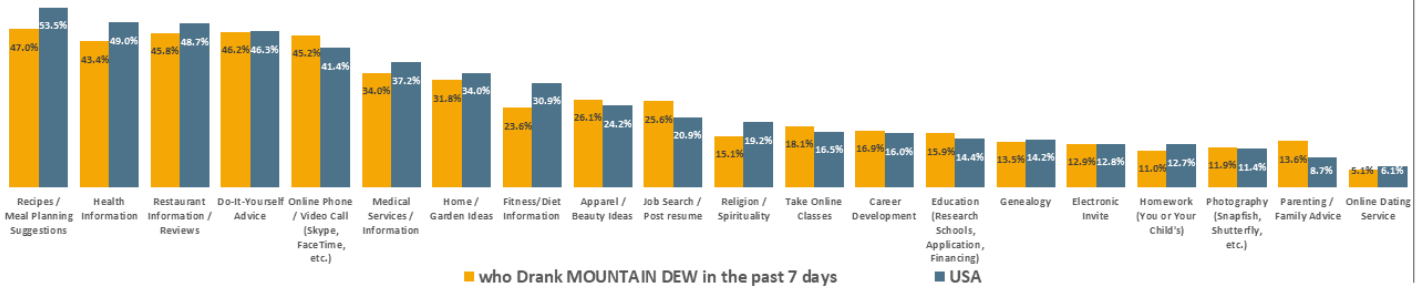
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

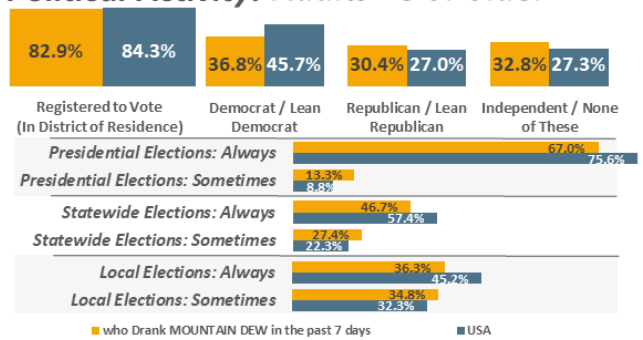
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are .1% less likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 30.1% less likely to belong to a gym, 15.5% less likely to fly domestic past yr.

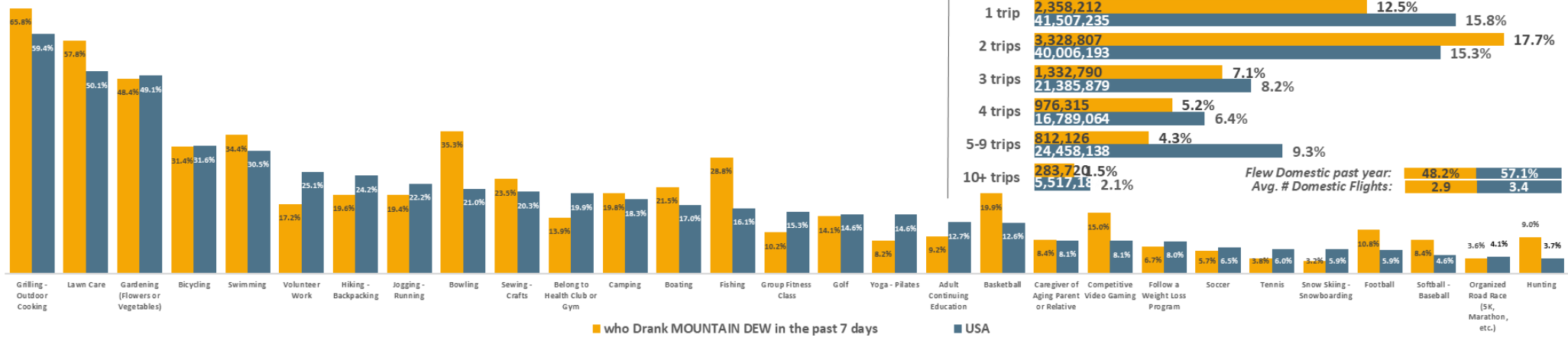
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

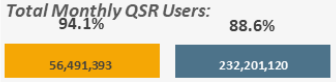
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Adults 18 or older who Drank COCA-COLA in the past 7 days are 6.2% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 48.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



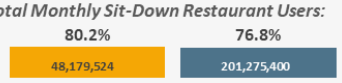
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

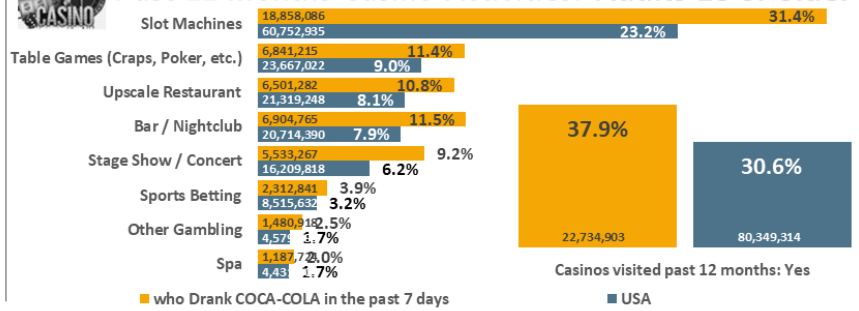


Drank Past 30-days: Adults 18 or older



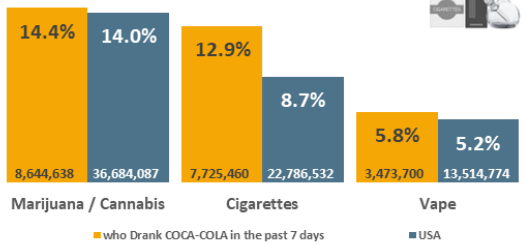
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Beverages (regular soft drinks) drank past 7 days: Coca-Cola

13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Adults 18 or older who Drank PEPSI in the past 7 days are 4.5% more likely to use QSRs past mo., 5.6% less likely to use Sit-Down Restaurants past mo., 20.7% more likely to use Casinos past yr., 83.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
92.6% 88.6%
33,769,296 232,201,120

Avg. Monthly QSR Meals:
7.9 6.6

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



Total Monthly Sit-Down Restaurant Users:
72.5% 76.8%
26,443,775 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:
4.3 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



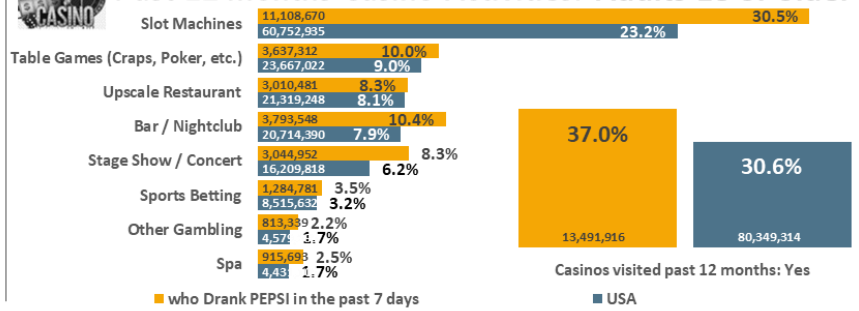
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Drank PEPSI in the past 7 days 8,890,922 24.4%
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



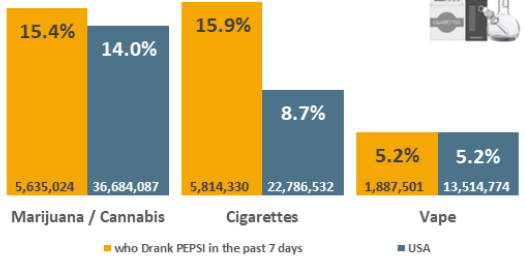
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,196*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Beverages (regular soft drinks) drank past 7 days: Pepsi

12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Adults 18 or older who Drank SPRITE in the past 7 days are 8.3% more likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 58.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
95.9% 30,360,609
88.6% 232,201,120

Avg. Monthly QSR Meals:
9.0
6.6

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



Total Monthly Sit-Down Restaurant Users:
79.2% 25,077,015
76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:
4.3
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



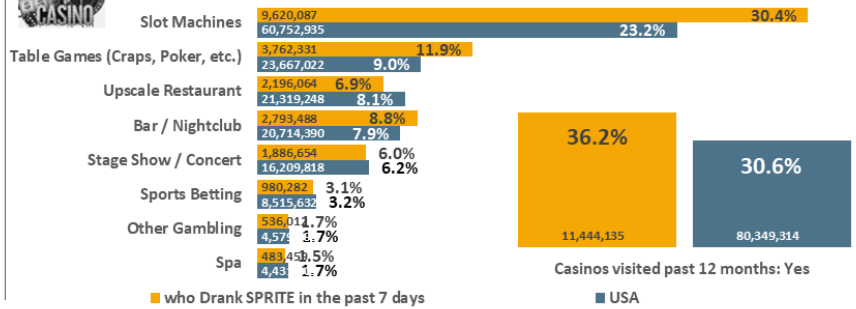
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Drank SPRITE in the past 7 days 9,034,602 28.5%
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes
36.2% 11,444,135
30.6% 80,349,314

Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

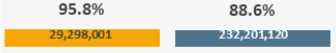
Beverages (regular soft drinks) drank past 7 days: Sprite

11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Adults 18 or older who Drank DR PEPPER in the past 7 days are 8.1% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 32.4% more likely to use Casinos past yr., 60.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

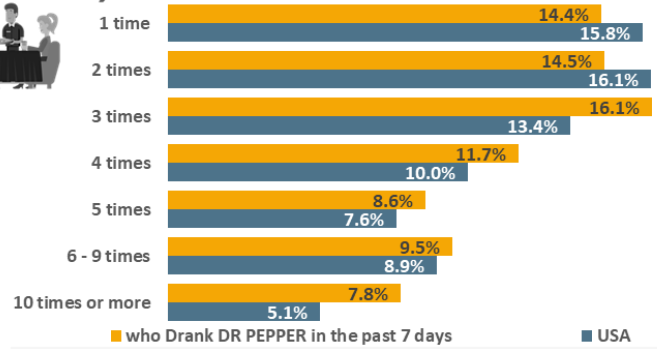


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

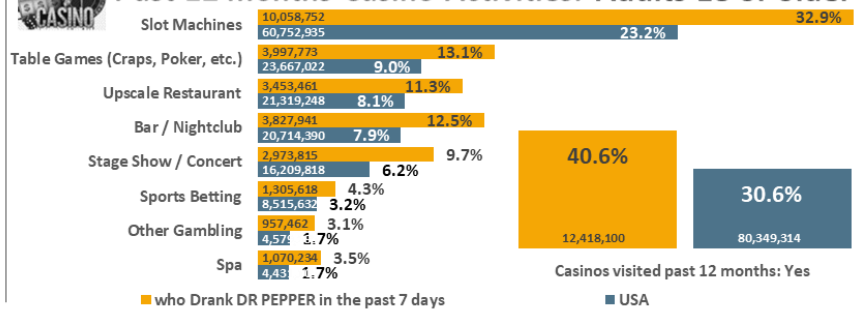


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *978*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

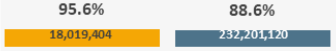
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are 7.9% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 23.1% more likely to use Casinos past yr., 117.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

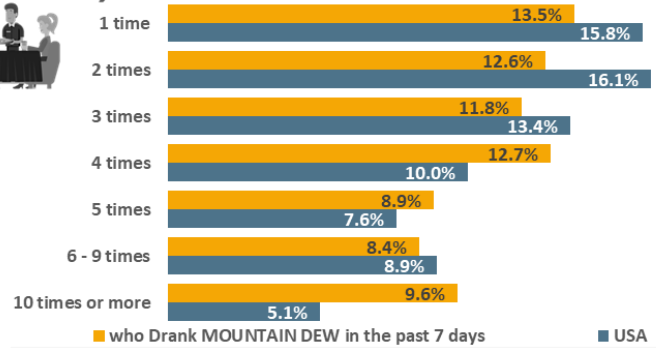


Avg. Monthly QSR Meals:

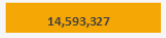


Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

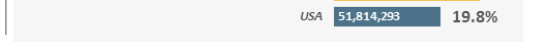


Top-10 Cuisines: Adults 18 or older

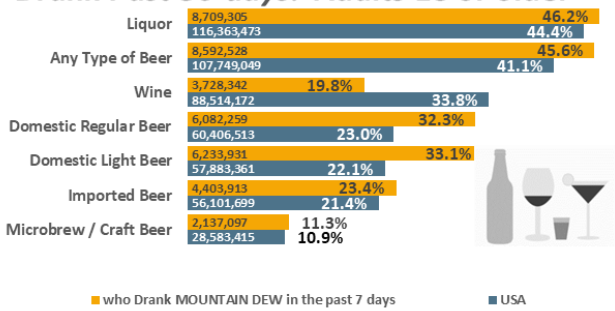
(Sit-Down Restaurants Used Past 30-days)



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

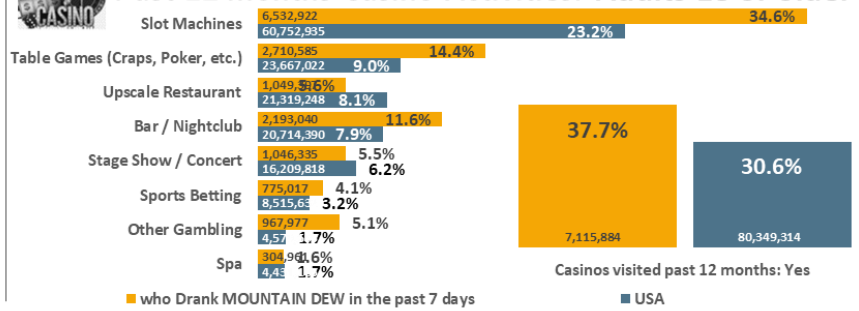


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *572*

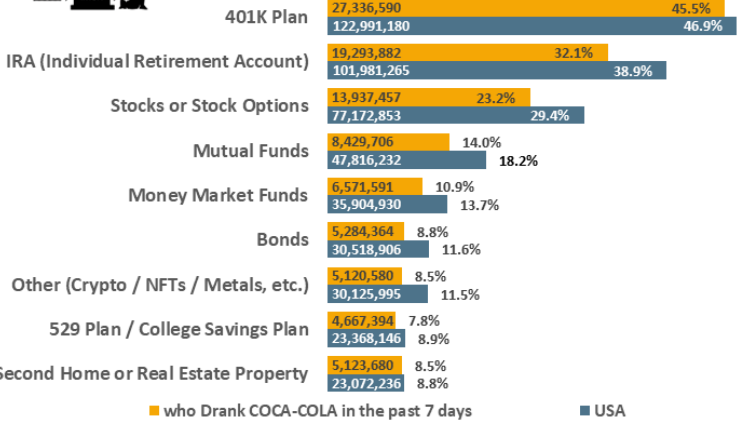
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

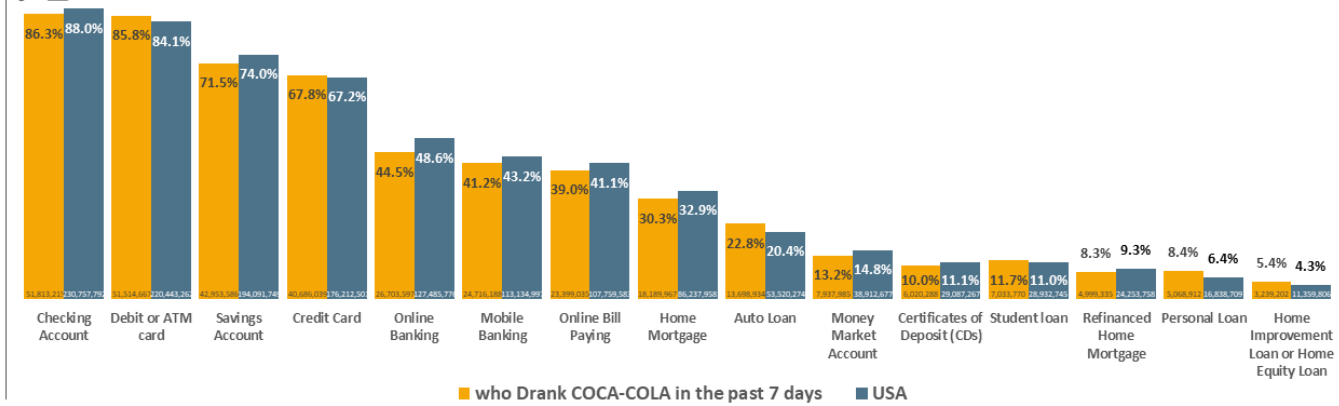
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

22.9% or 60,049,152 of USA Adults 18 or older Drank COCA-COLA in the past 7 days.
Adults 18 or older who Drank COCA-COLA in the past 7 days are 3.% less likely to have a 401K, 11.8% more likely to have an Auto Loan, 10.8% less likely to Invest/Trade Stocks Online, 6.6% more likely to pay with their Debit Card.

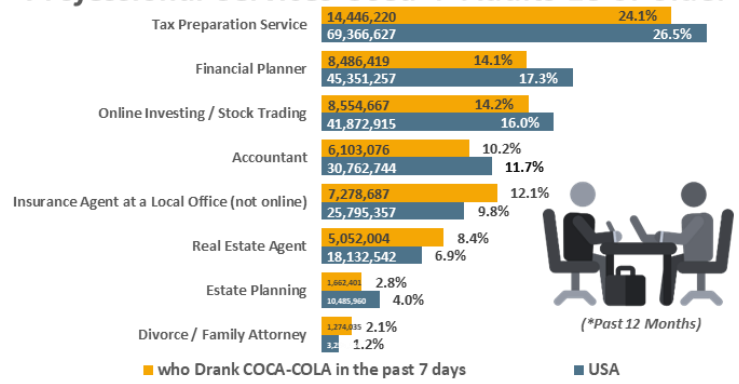
Investments Owned: Adults 18 or older



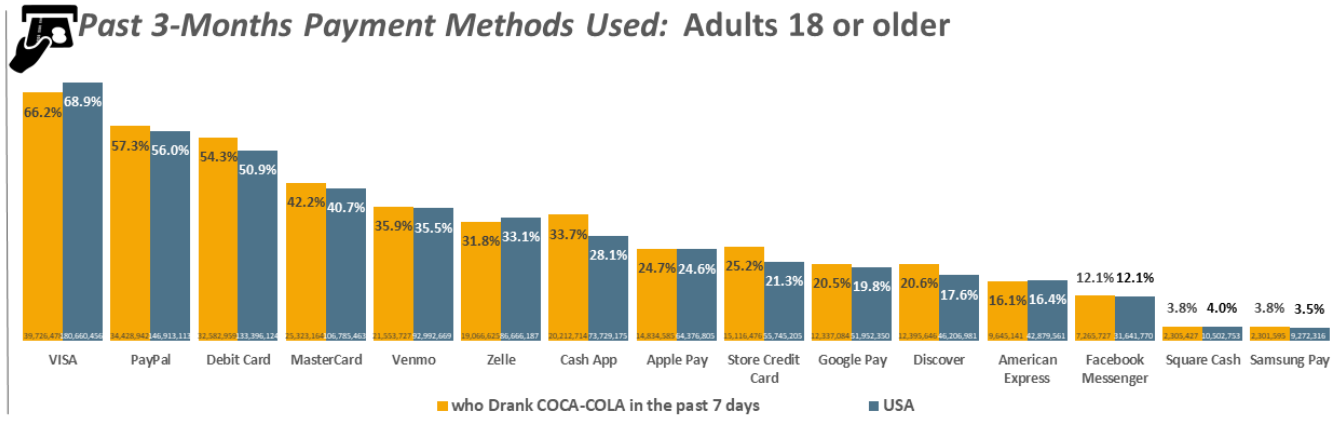
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



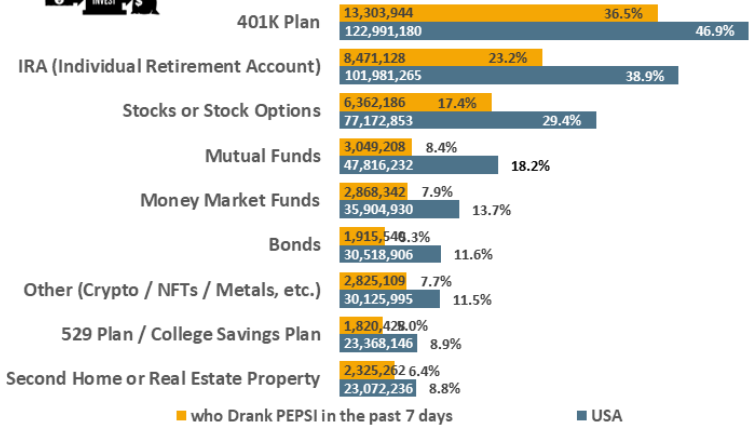
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

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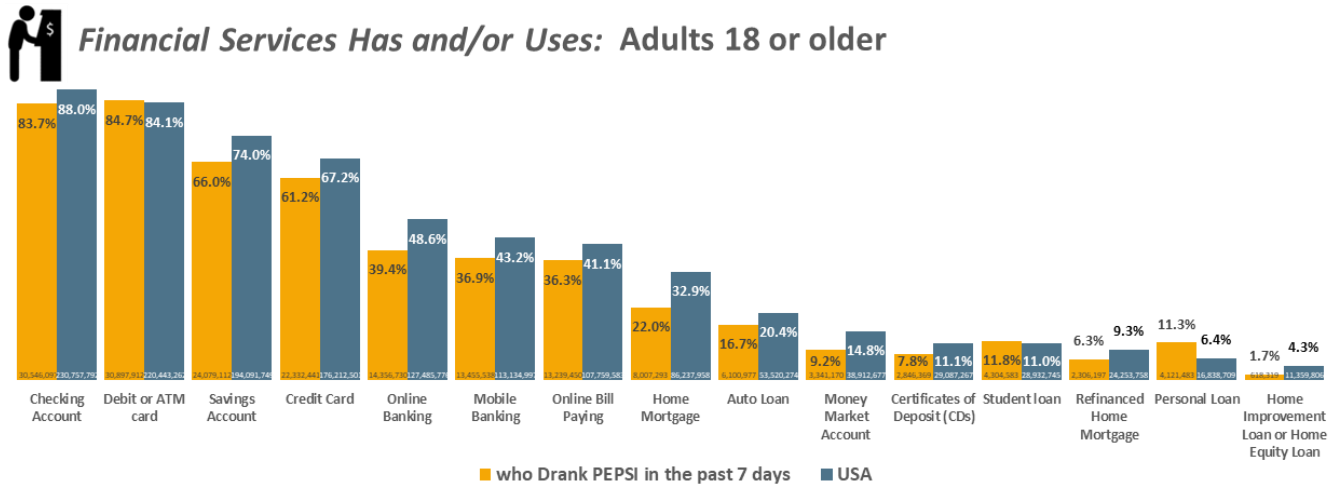
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

13.9% or 36,473,314 of USA Adults 18 or older Drank PEPSI in the past 7 days.
Adults 18 or older who Drank PEPSI in the past 7 days are 22.2% less likely to have a 401K, 18.1% less likely to have an Auto Loan, 13.3% less likely to Invest/Trade Stocks Online, 5.1% more likely to pay with their Debit Card.

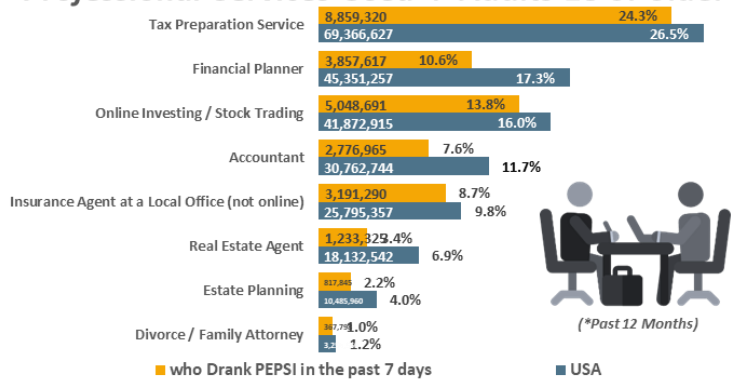
Investments Owned: Adults 18 or older



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

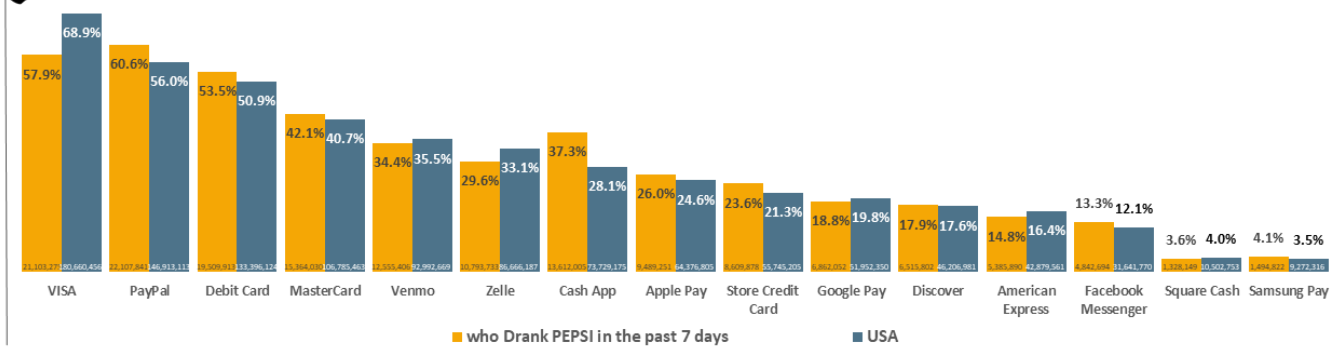


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



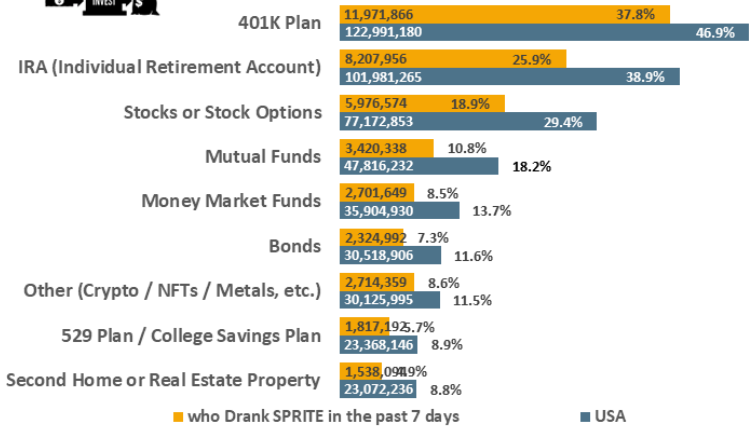
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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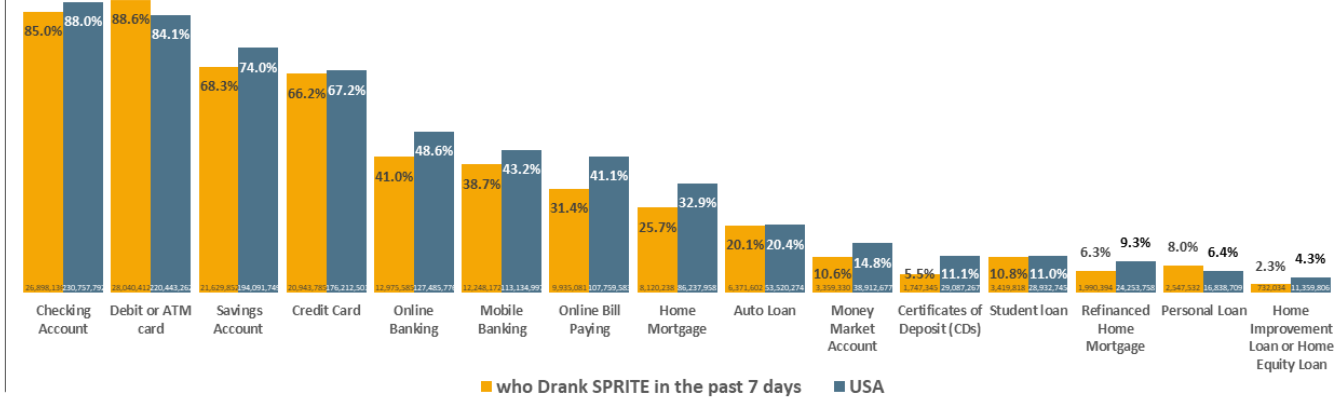
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

12.1% or 31,650,494 of USA Adults 18 or older Drank SPRITE in the past 7 days.
Adults 18 or older who Drank SPRITE in the past 7 days are 19.4% less likely to have a 401K, 1.4% less likely to have an Auto Loan, 19.9% less likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Card.

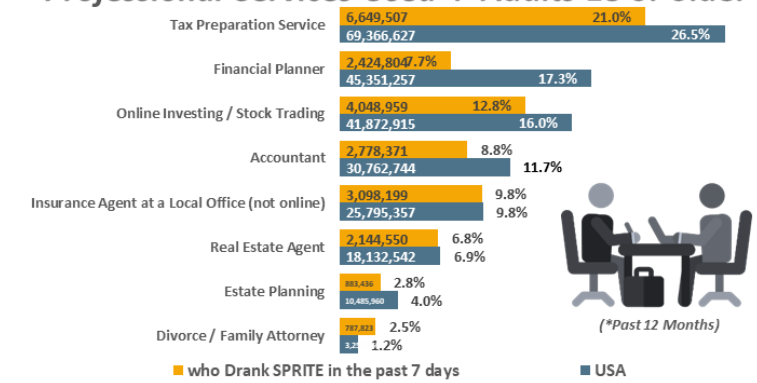
Investments Owned: Adults 18 or older



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

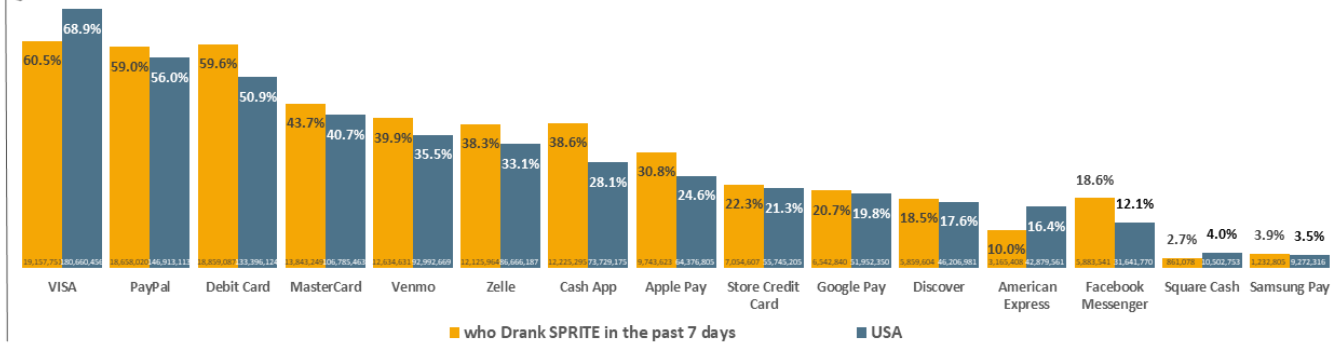


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



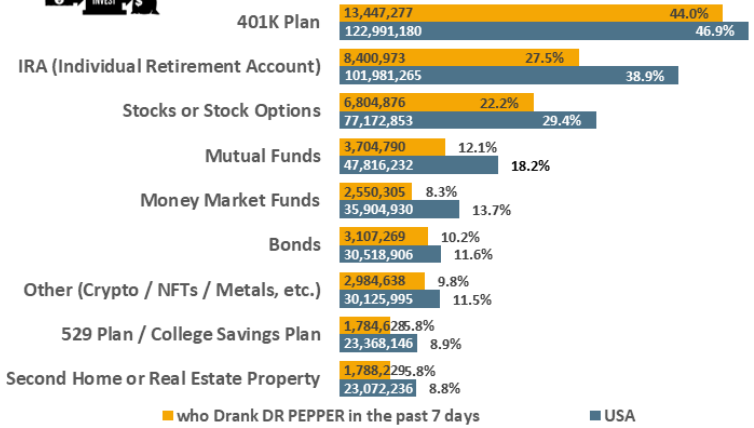
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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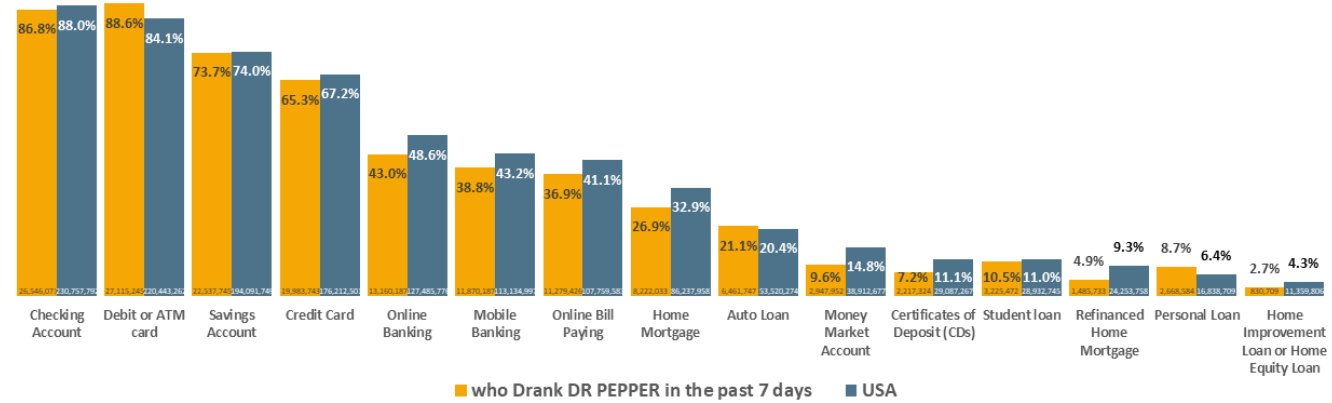
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

11.7% or 30,593,490 of USA Adults 18 or older Drank DR PEPPER in the past 7 days.
Adults 18 or older who Drank DR PEPPER in the past 7 days are 6.3% less likely to have a 401K, 3.5% more likely to have an Auto Loan, 25.8% less likely to Invest/Trade Stocks Online, 9.3% more likely to pay with their Debit Card.

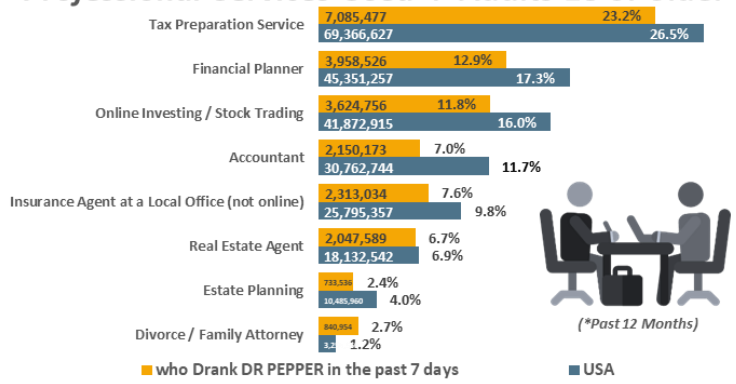
Investments Owned: Adults 18 or older



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

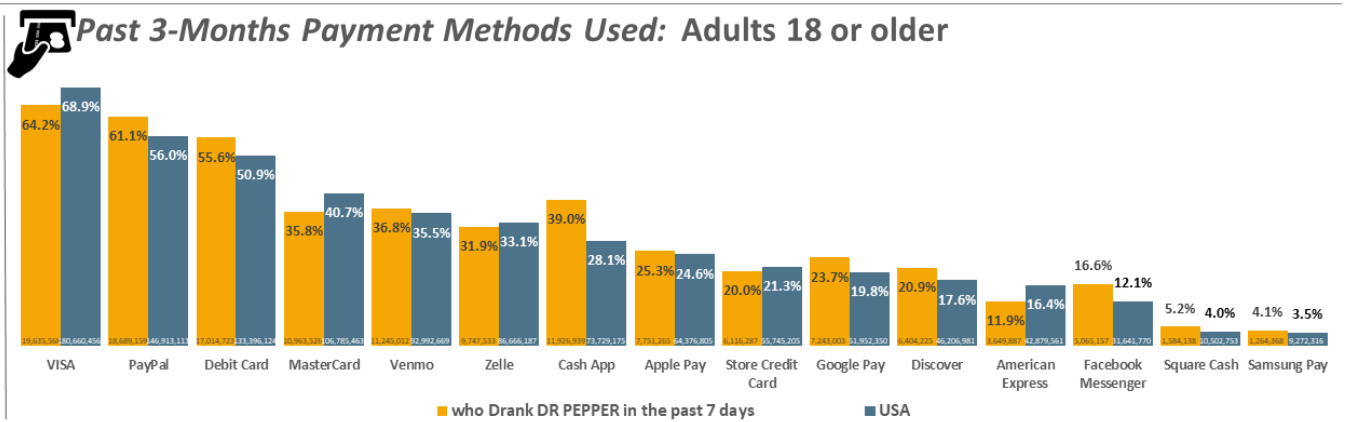


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



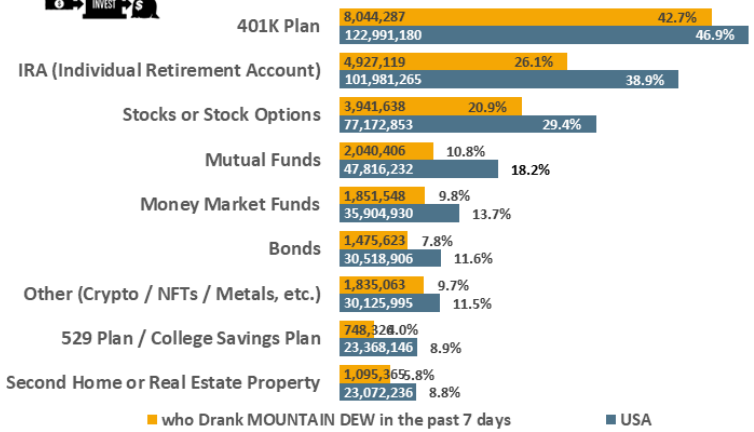
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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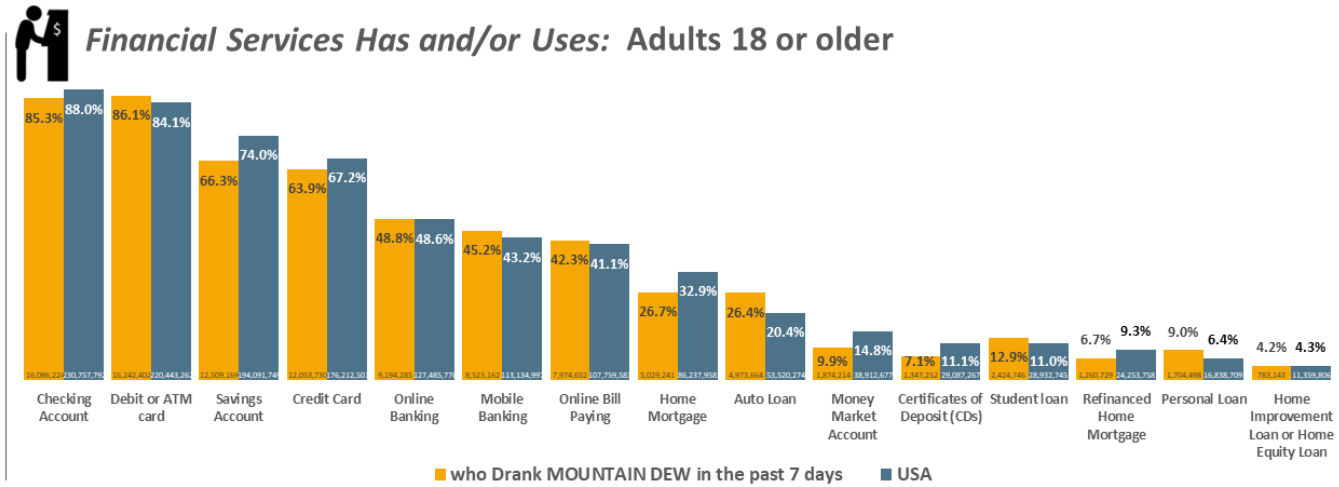
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

7.2% or 18,854,908 of USA Adults 18 or older Drank MOUNTAIN DEW in the past 7 days.
Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days are 9.1% less likely to have a 401K, 29.2% more likely to have an Auto Loan, 12.6% less likely to Invest/Trade Stocks Online, 11.8% more likely to pay with their Debit Card.

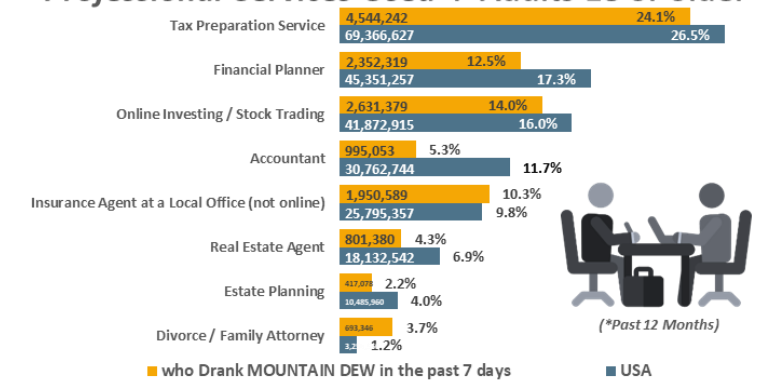
Investments Owned: Adults 18 or older



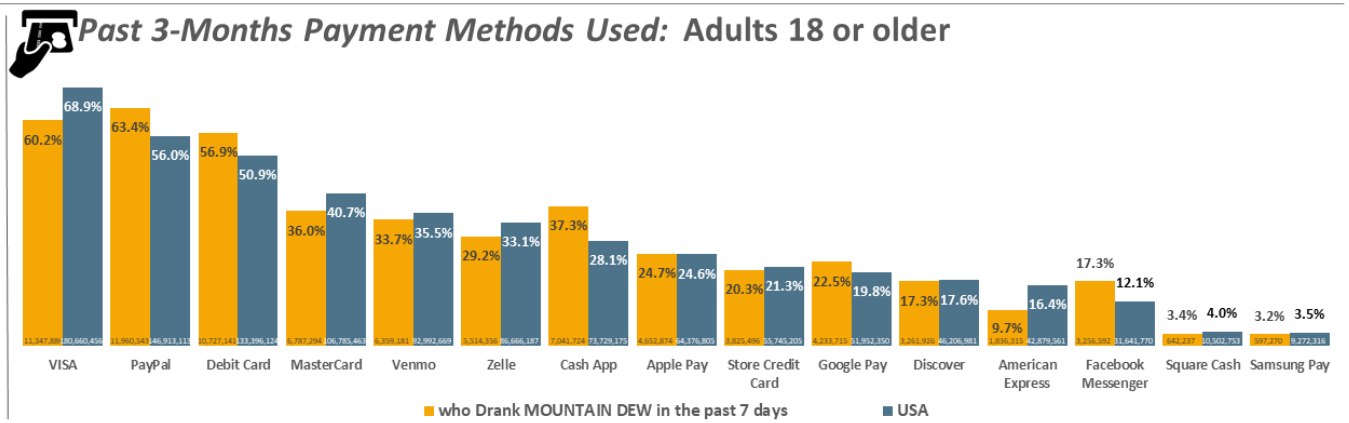
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



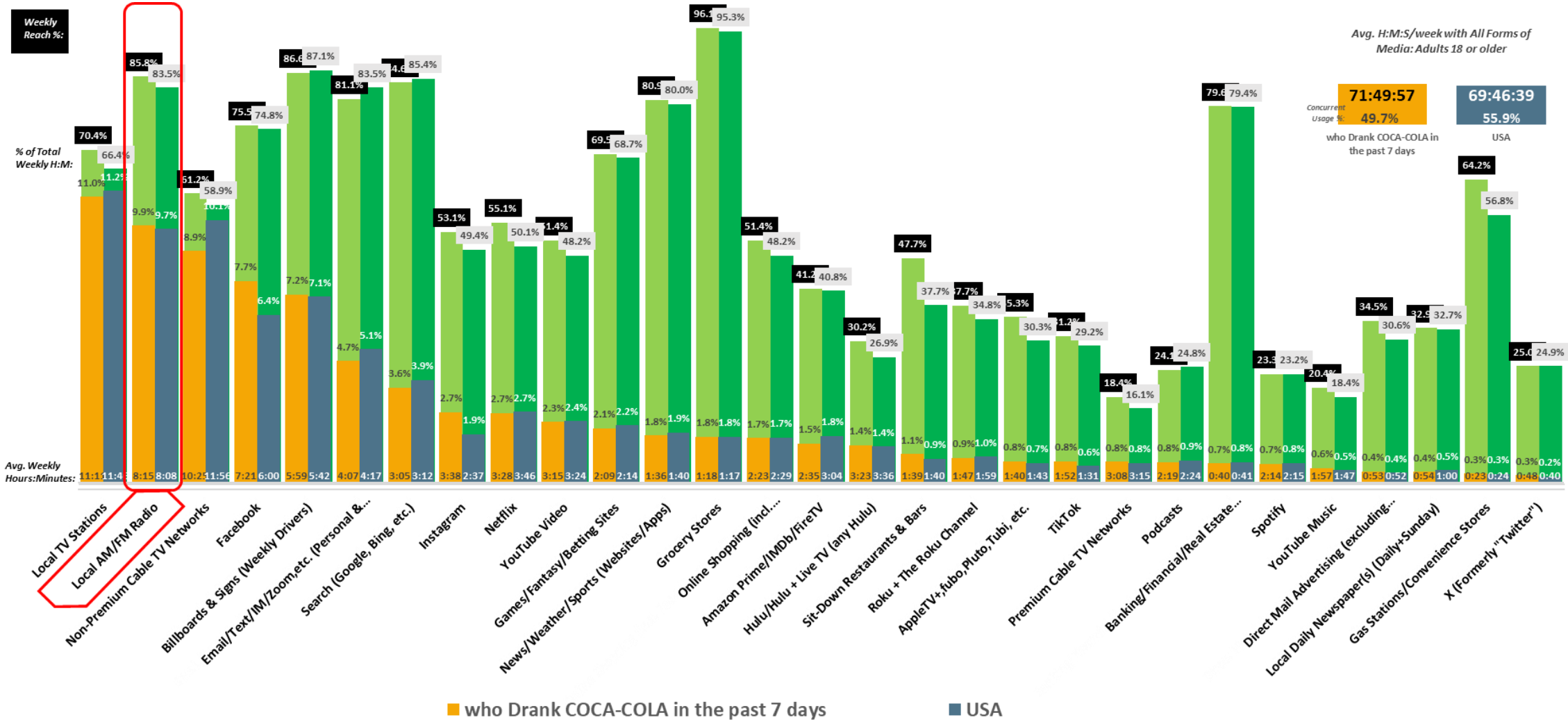
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Adults 18 or older who Drank COCA-COLA in the past 7 days spend an average of 2 days, 23 hours, 49 minutes and 57 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who Drank COCA-COLA in the past 7 days spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

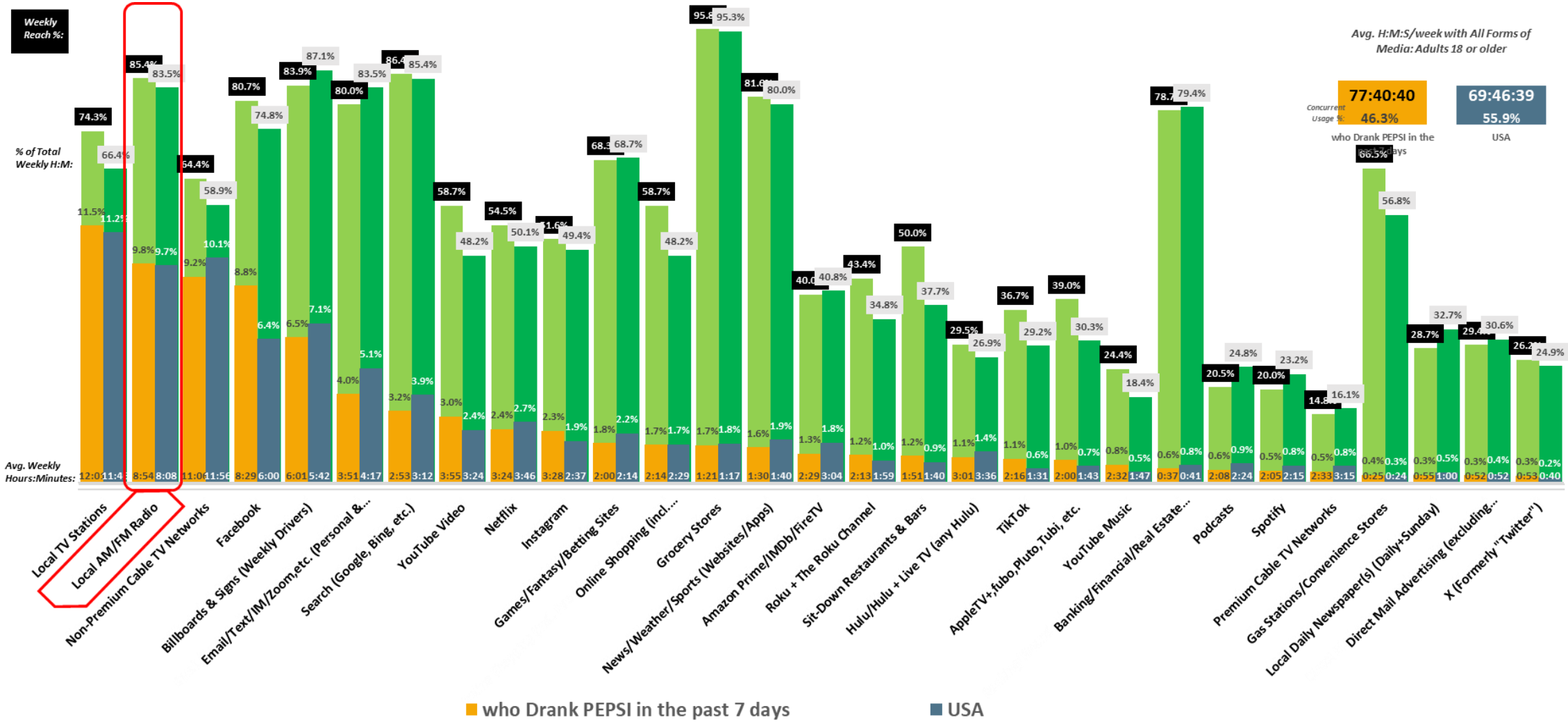
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Beverages (regular soft drinks) drank past 7 days: Coca-Cola

Adults 18 or older who Drank PEPSI in the past 7 days spend an average of 3 days, 5 hours, 40 minutes and 40 seconds each week with All Forms of Media.

85.4% of Adults 18 or older who Drank PEPSI in the past 7 days spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

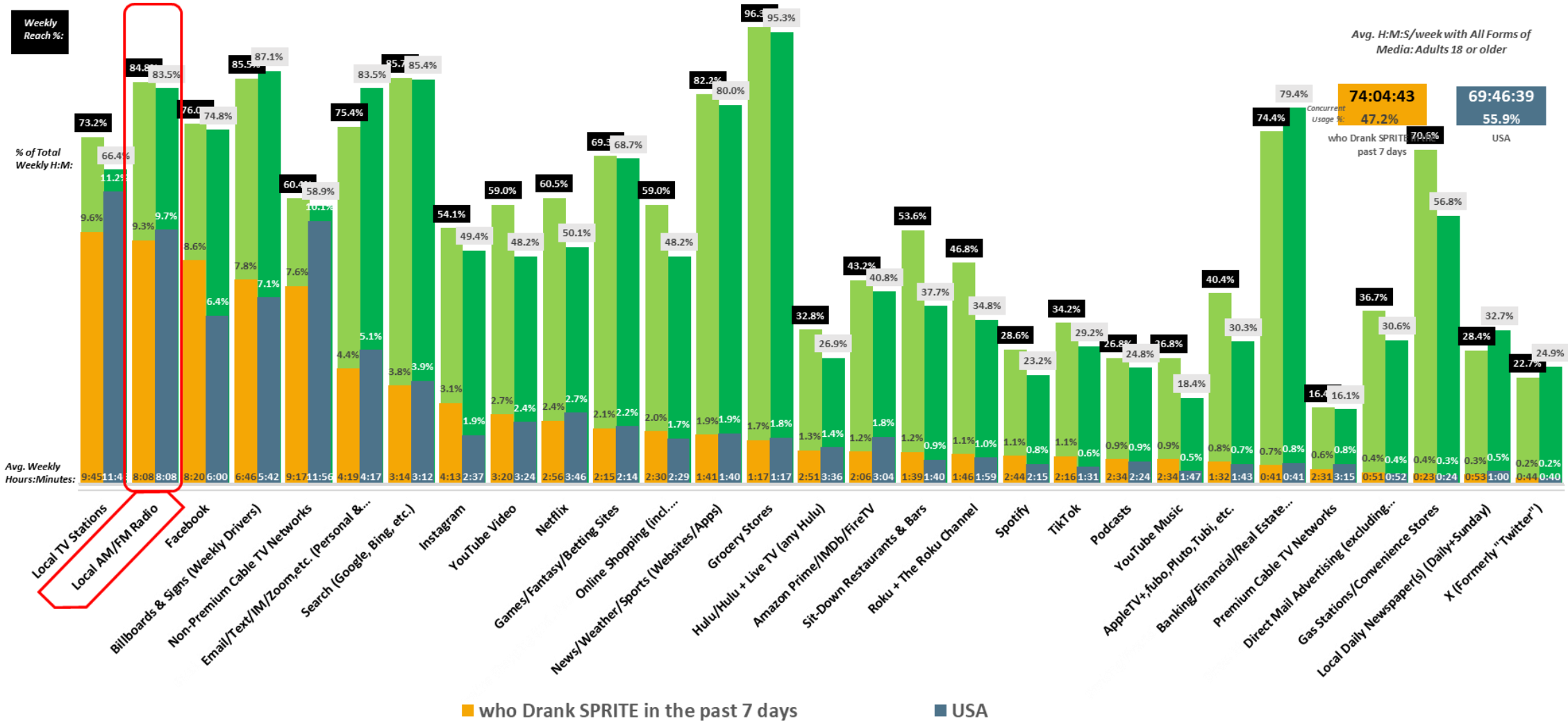
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Beverages (regular soft drinks) drank past 7 days: Pepsi

Adults 18 or older who Drank SPRITE in the past 7 days spend an average of 3 days, 2 hours, 4 minutes and 43 seconds each week with All Forms of Media.

84.8% of Adults 18 or older who Drank SPRITE in the past 7 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

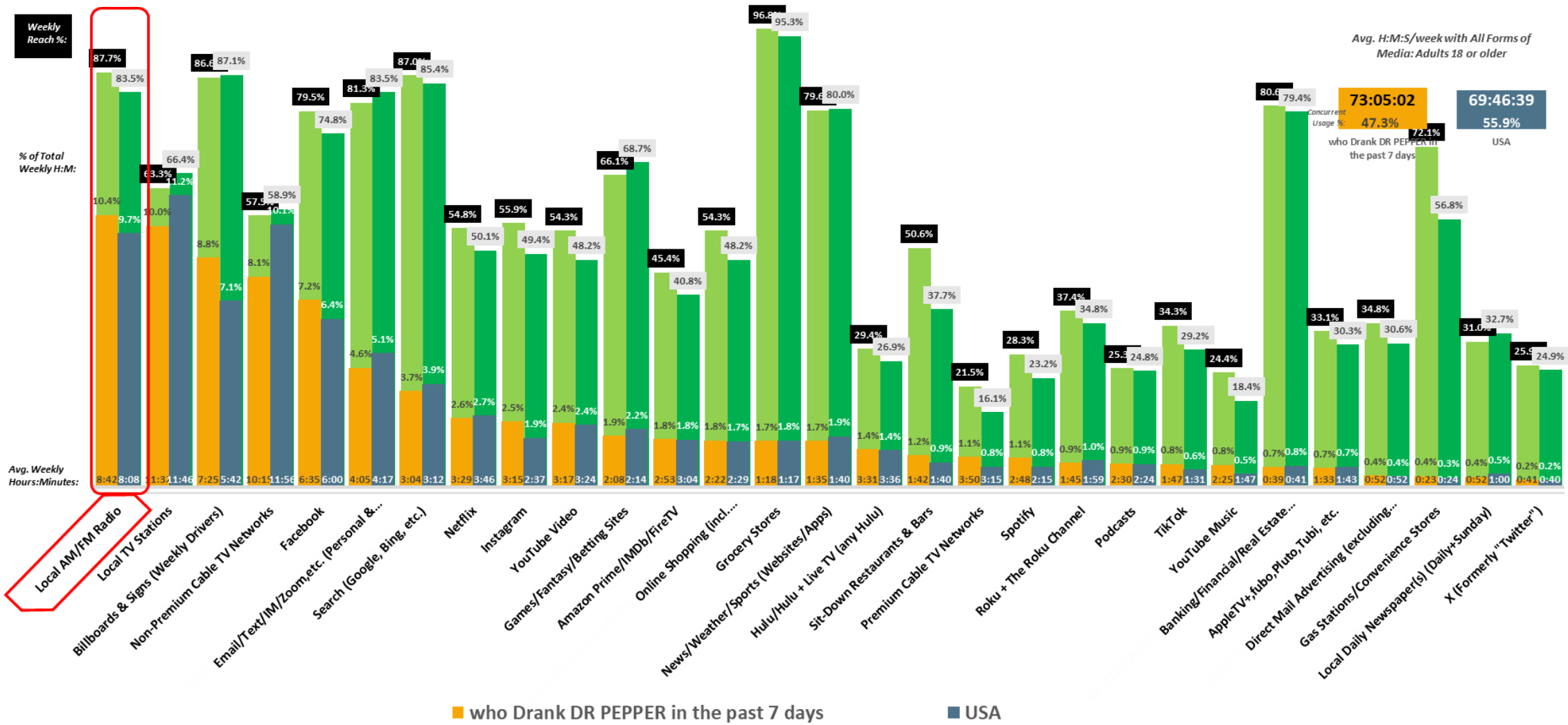
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Beverages (regular soft drinks) drank past 7 days: Sprite

Adults 18 or older who Drank DR PEPPER in the past 7 days spend an average of 3 days, 1 hours, 5 minutes and 2 seconds each week with All Forms of Media.

87.7% of Adults 18 or older who Drank DR PEPPER in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

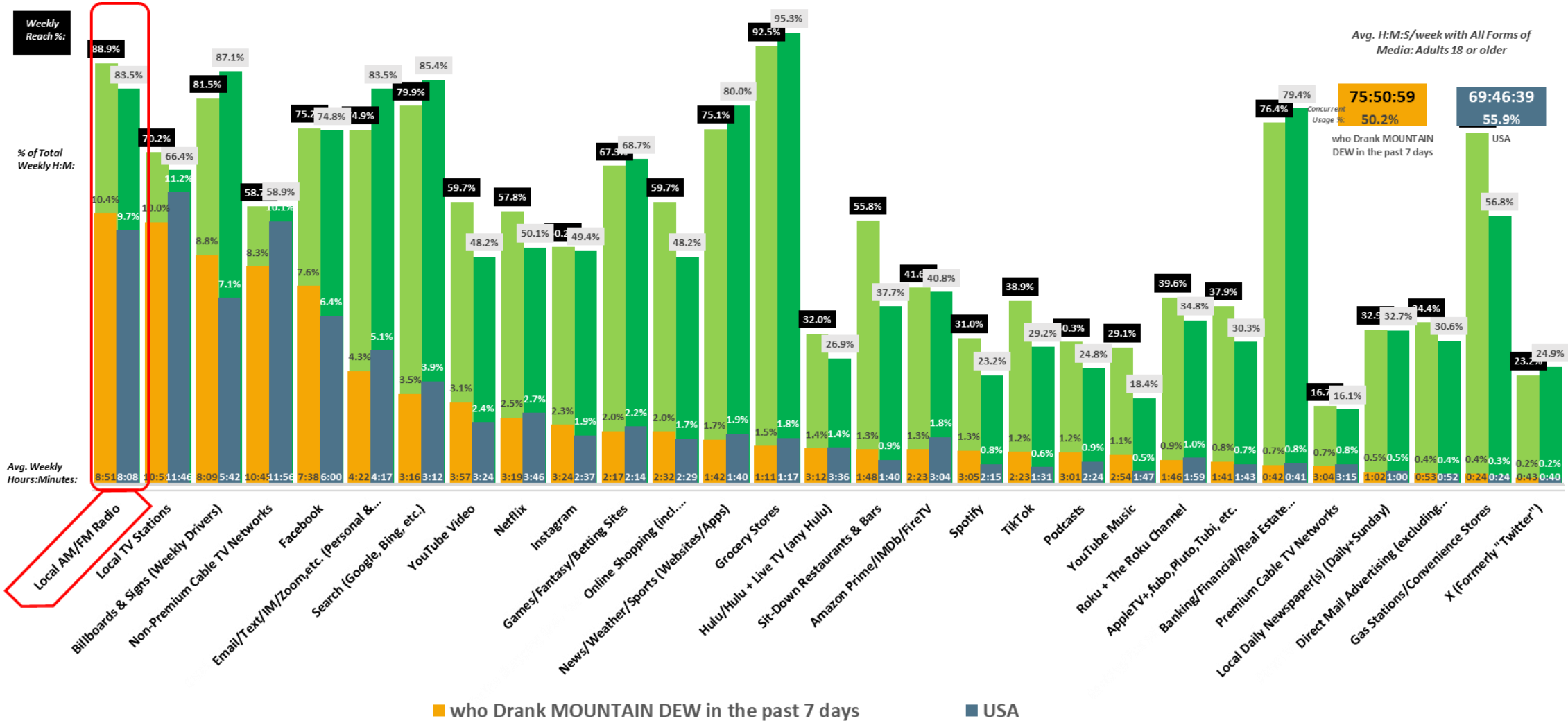
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Beverages (regular soft drinks) drank past 7 days: Dr Pepper

Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days spend an average of 3 days, 3 hours, 50 minutes and 59 seconds each week with All Forms of Media.

88.9% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 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.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

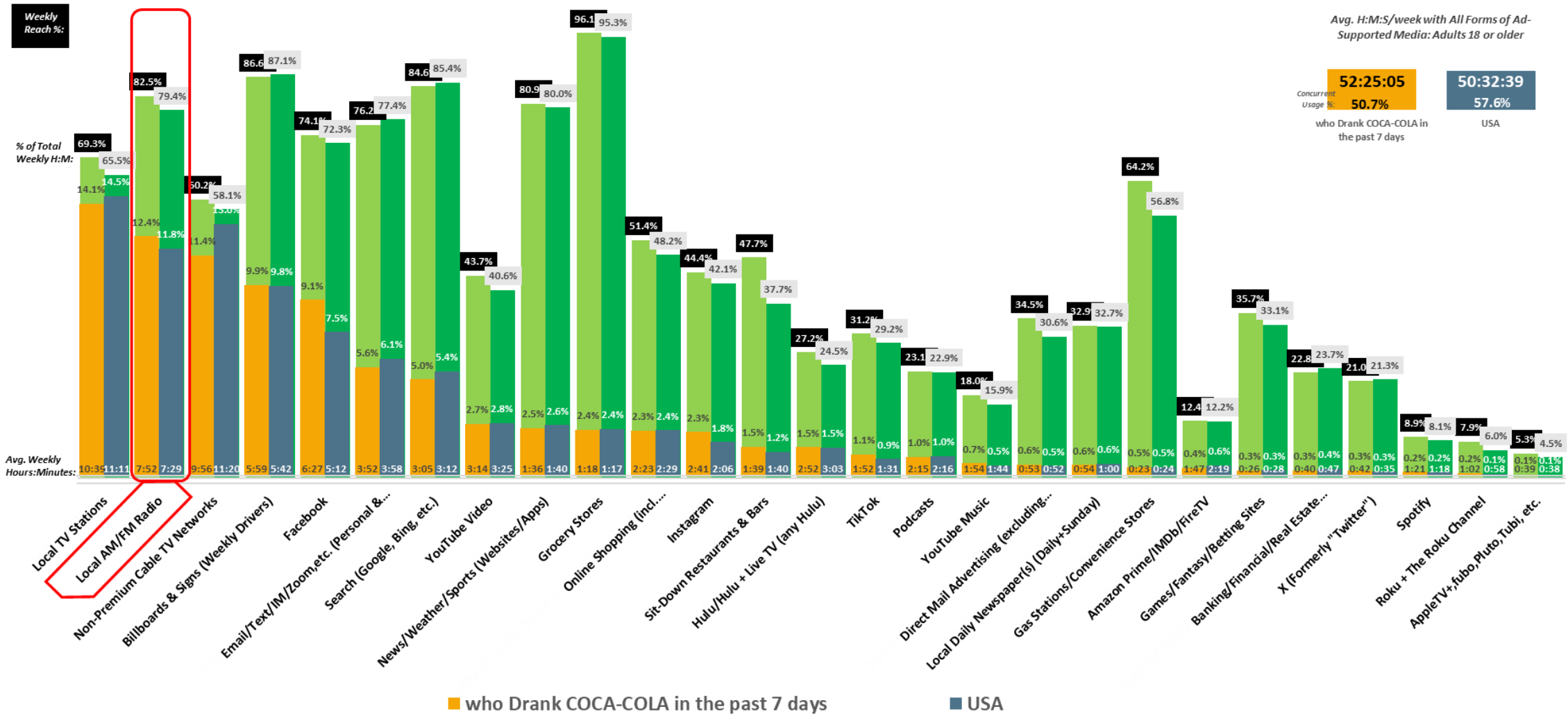
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Beverages (regular soft drinks) drank past 7 days: Mtn Dew

Adults 18 or older who Drank COCA-COLA in the past 7 days spend an average of 2 days, 4 hours, 25 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who Drank COCA-COLA in the past 7 days spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

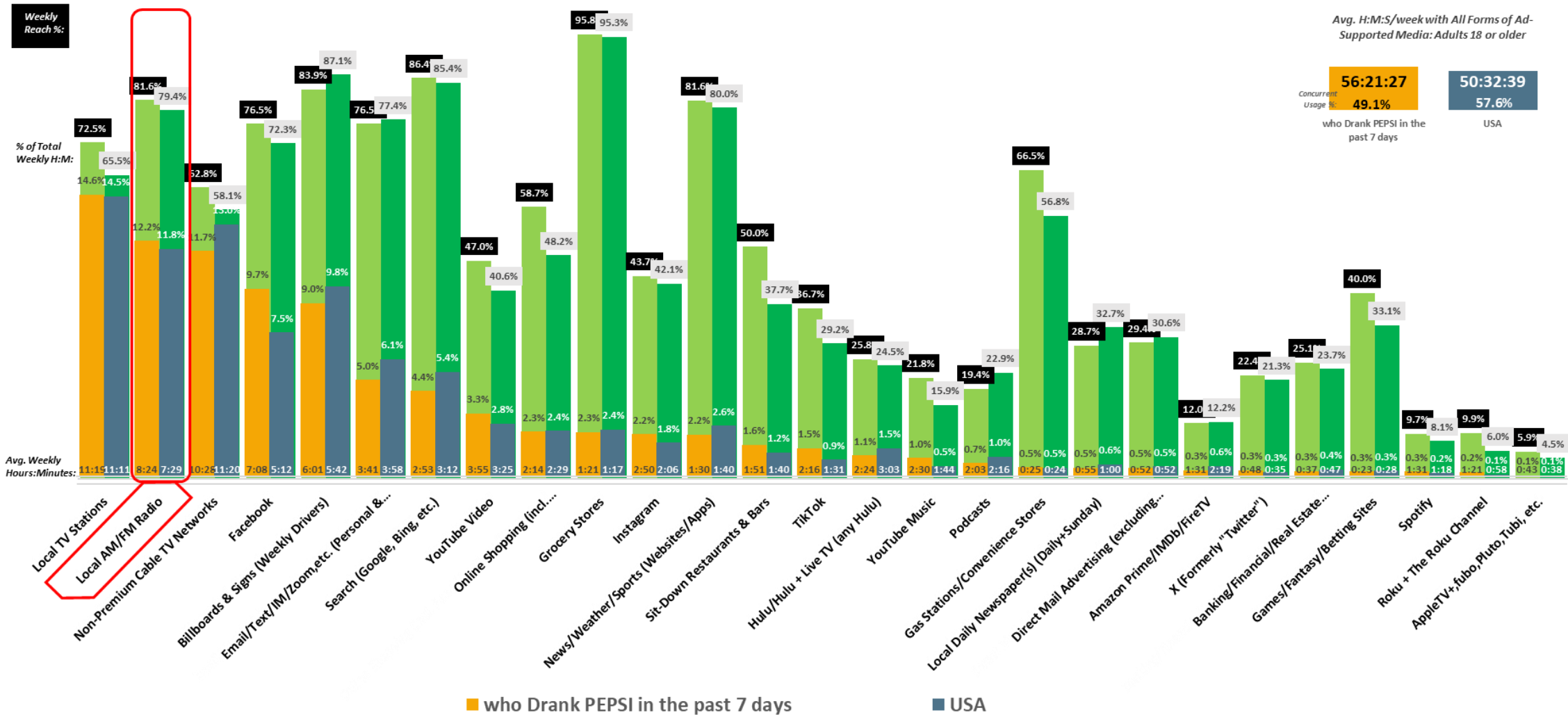
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Beverages (regular soft drinks) drank past 7 days: Coca-Cola

Adults 18 or older who Drank PEPSI in the past 7 days spend an average of 2 days, 8 hours, 21 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 18 or older who Drank PEPSI in the past 7 days spend an avg. of 8 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

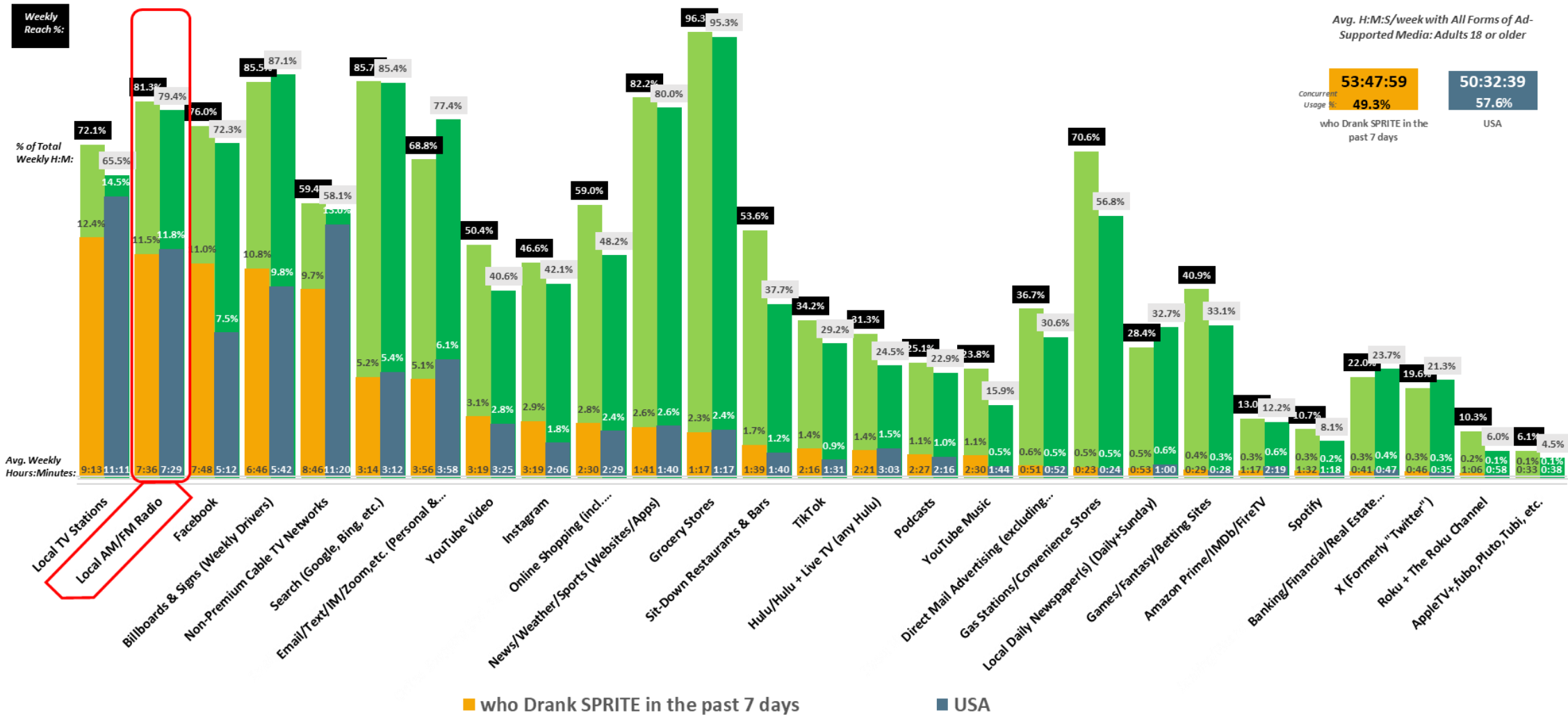
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Beverages (regular soft drinks) drank past 7 days: Pepsi

Adults 18 or older who Drank SPRITE in the past 7 days spend an average of 2 days, 5 hours, 47 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 18 or older who Drank SPRITE in the past 7 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

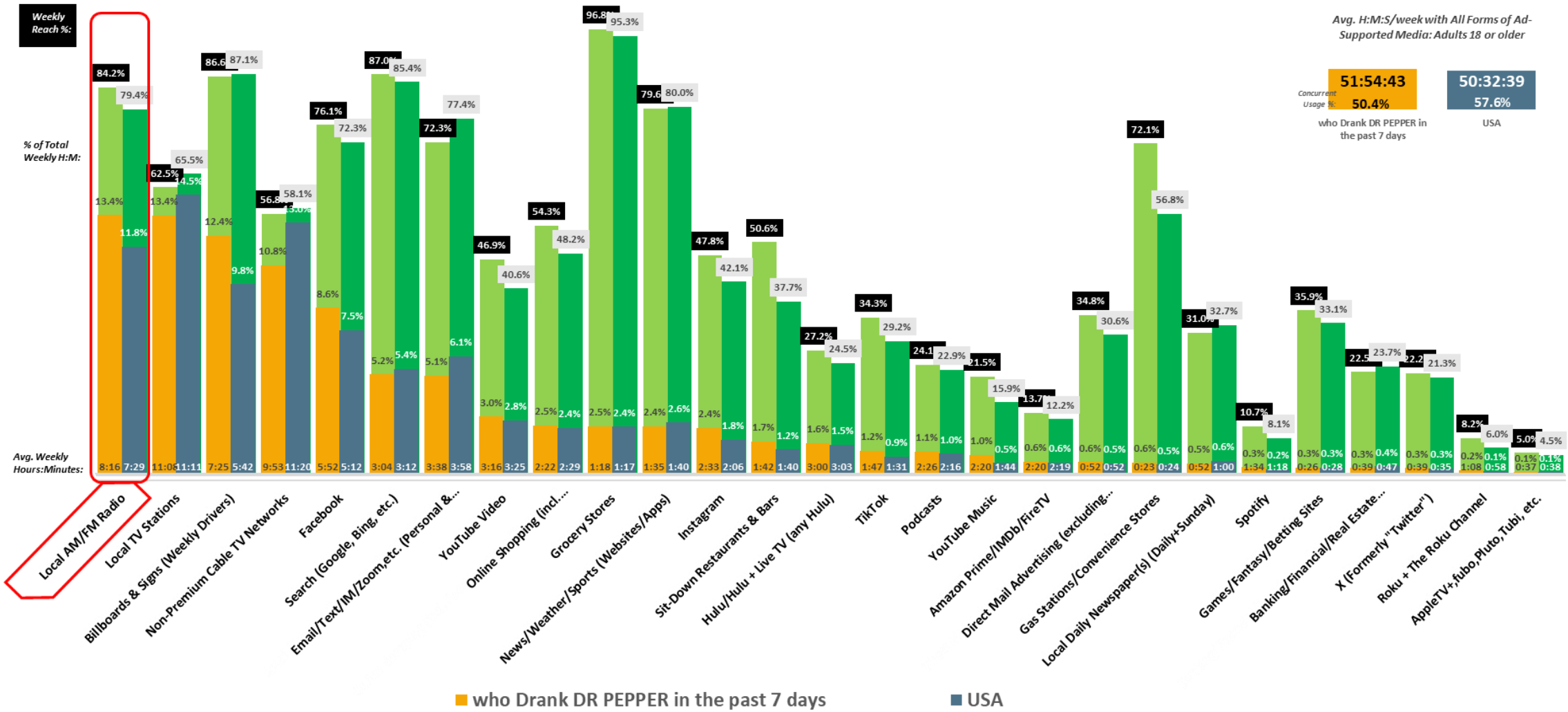
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Beverages (regular soft drinks) drank past 7 days: Sprite

Adults 18 or older who Drank DR PEPPER in the past 7 days spend an average of 2 days, 3 hours, 54 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 18 or older who Drank DR PEPPER in the past 7 days spend an avg. of 8 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



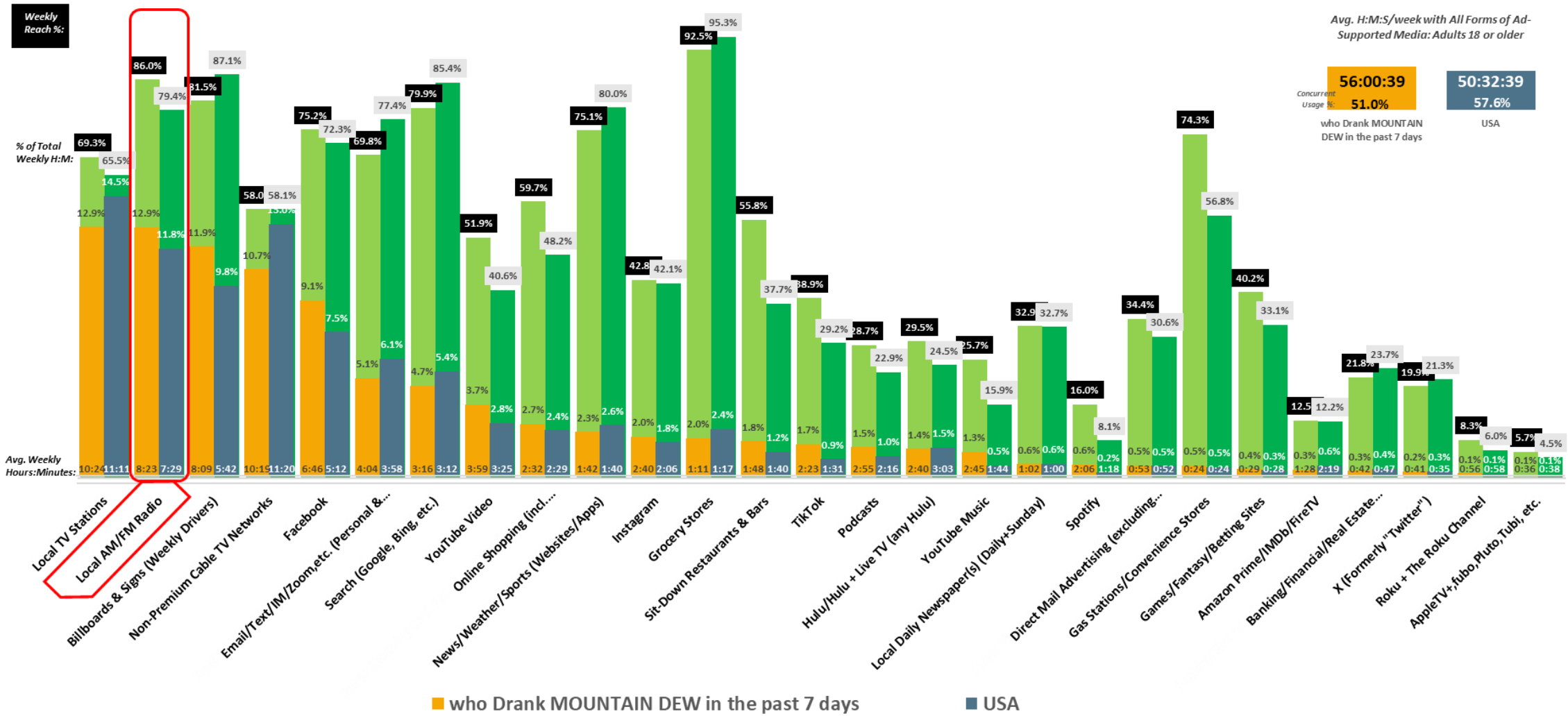
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908
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Beverages (regular soft drinks) drank past 7 days: Dr Pepper

Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days spend an average of 2 days, 8 hours, 0 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

86.% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

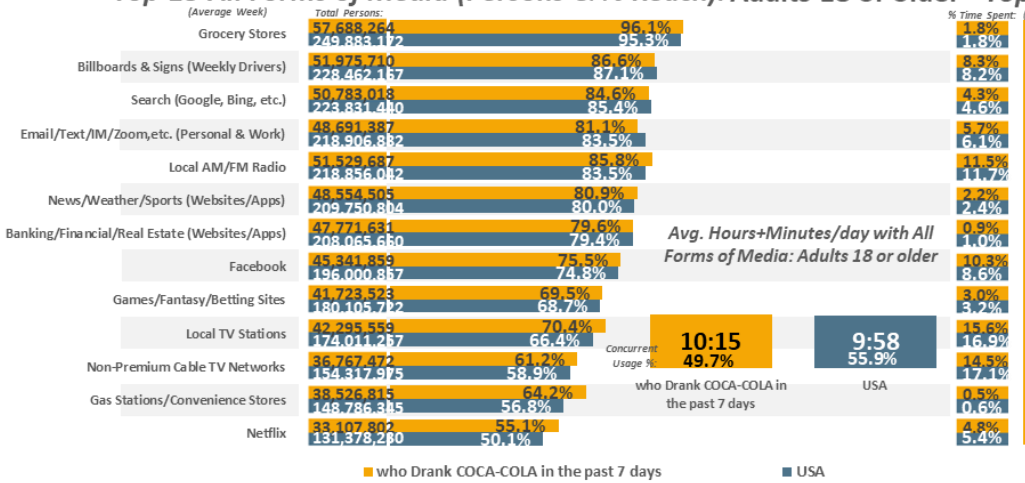
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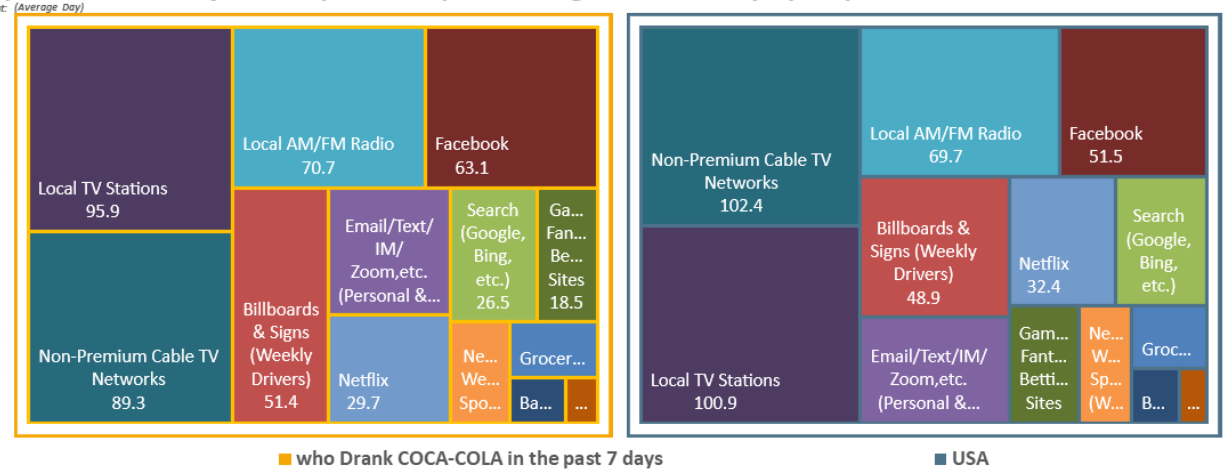
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

Adults 18 or older who Drank COCA-COLA in the past 7 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

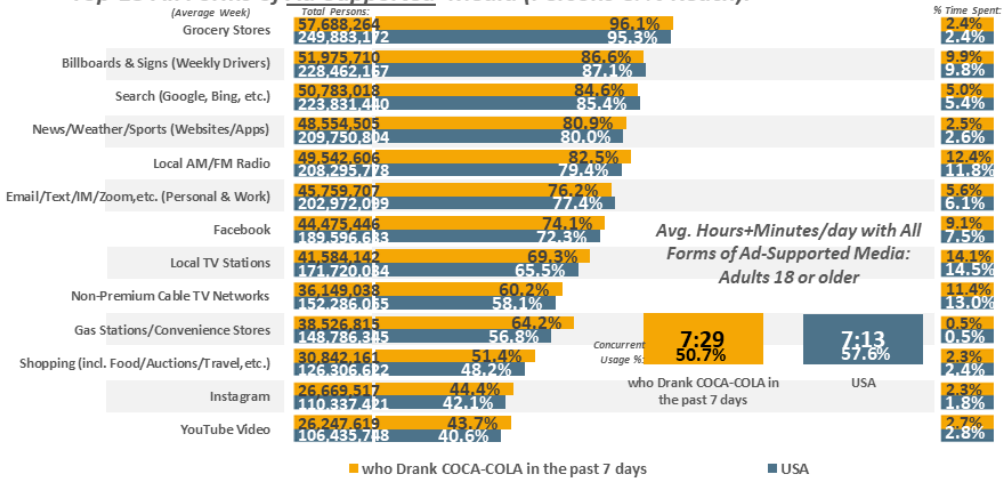
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



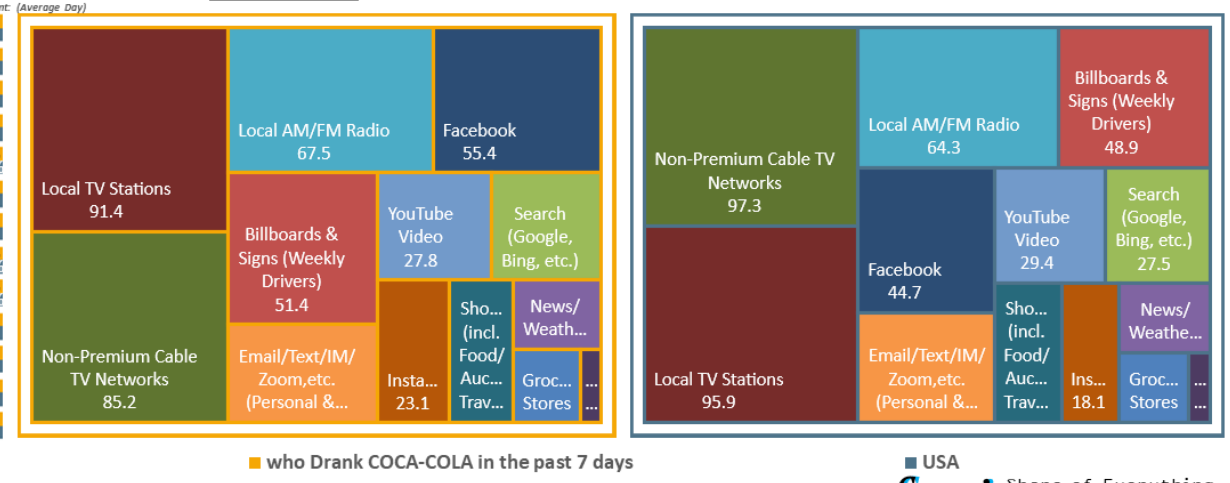
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

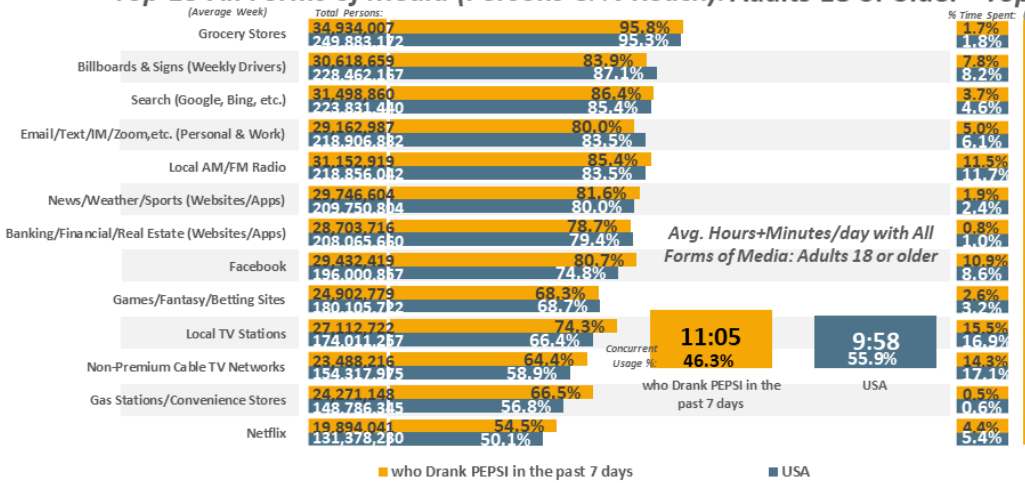
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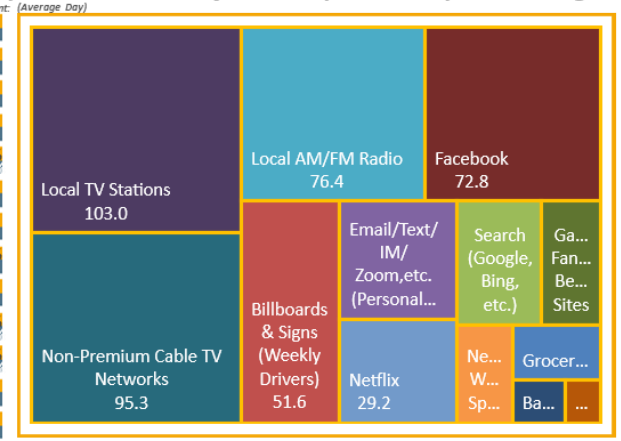
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

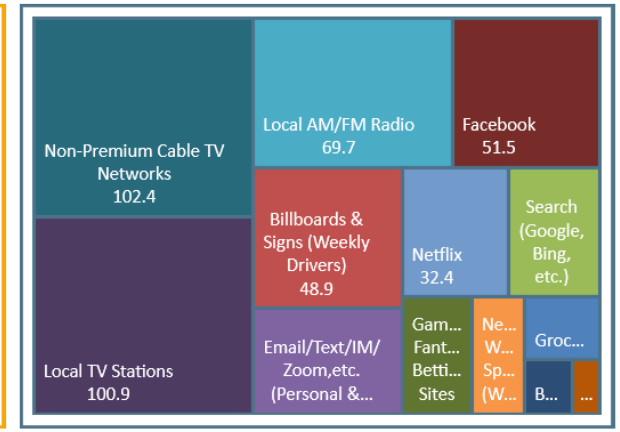
Adults 18 or older who Drank PEPSI in the past 7 days spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 72.1 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

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

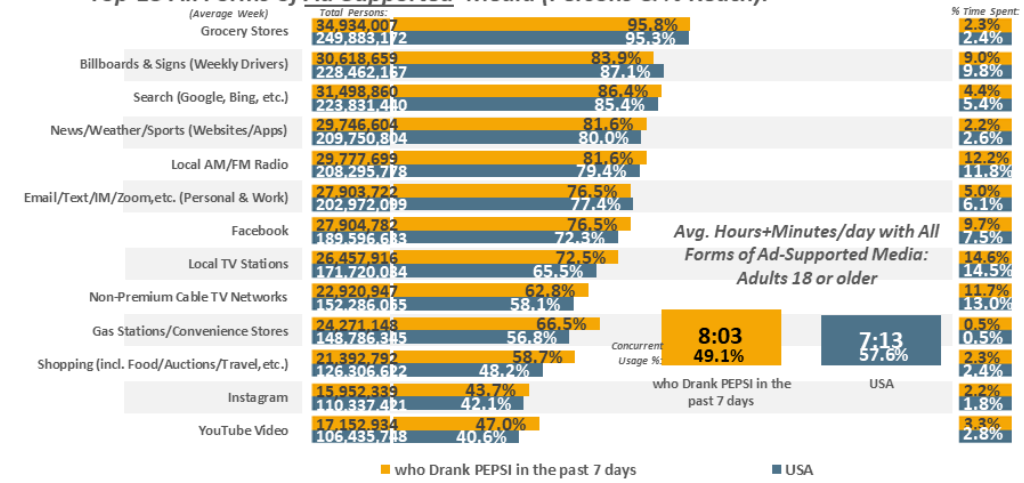


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

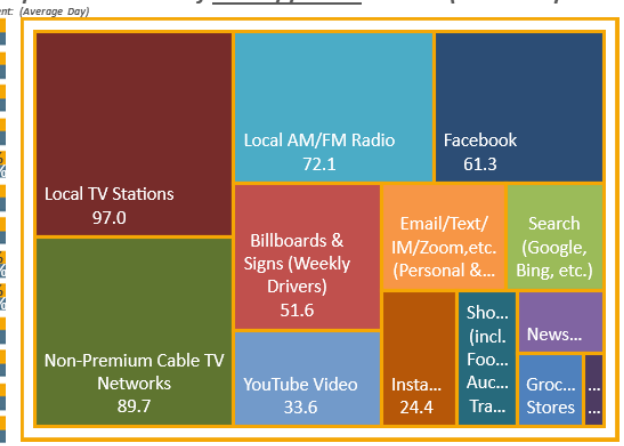


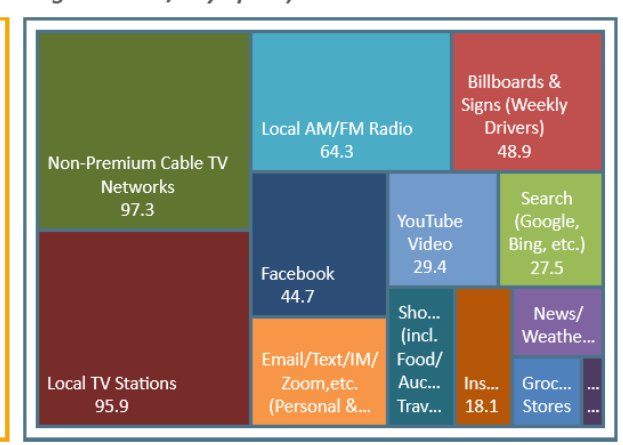


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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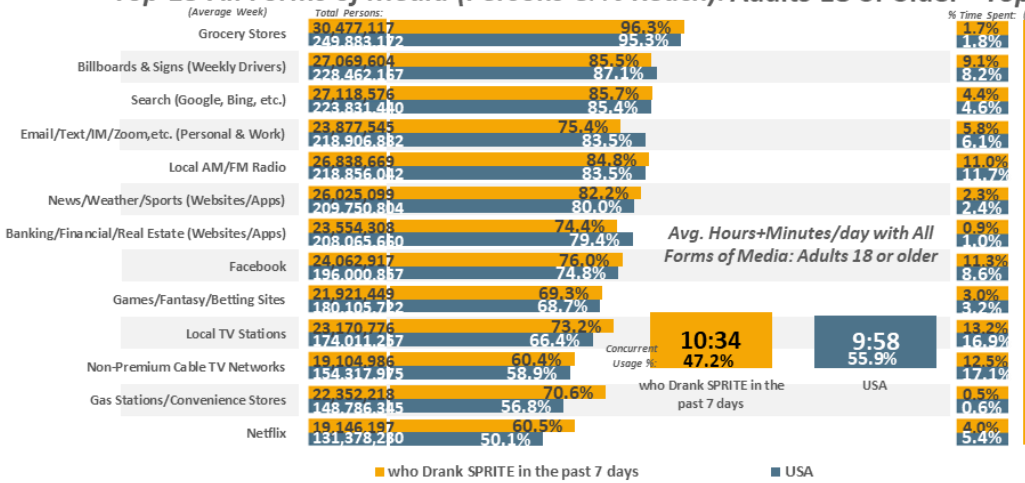
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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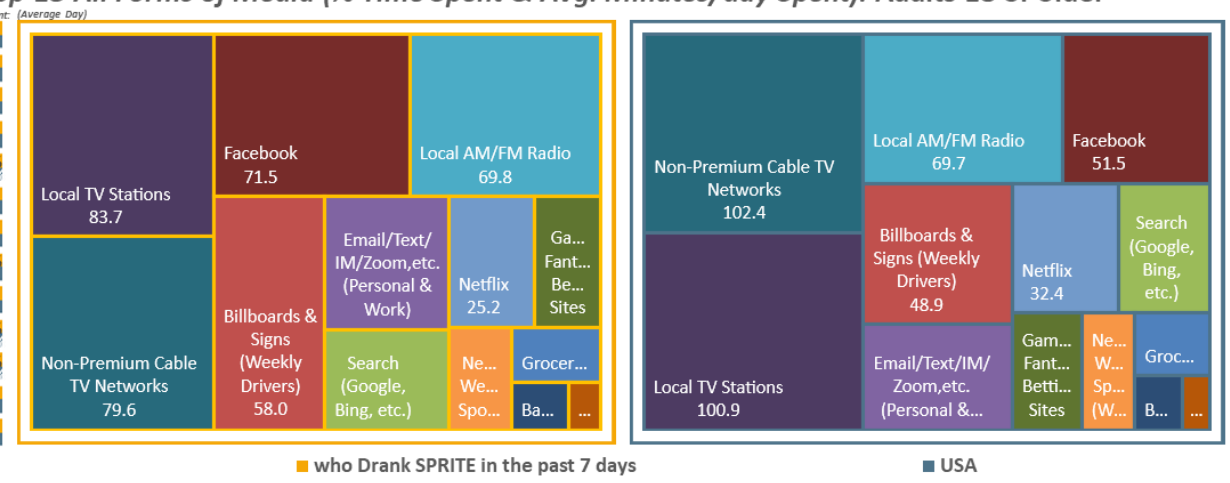
Beverages (regular soft drinks) drank past 7 days: Pepsi

Adults 18 or older who Drank SPRITE in the past 7 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

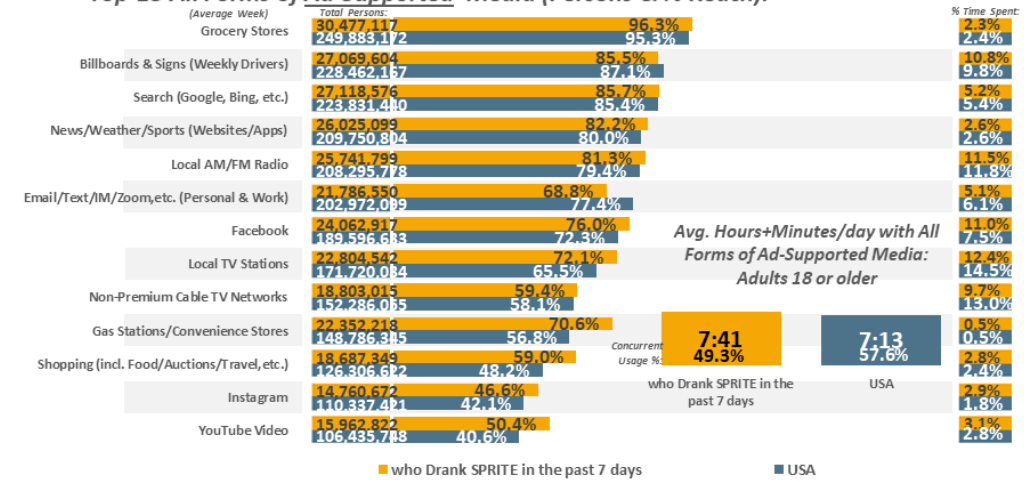
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



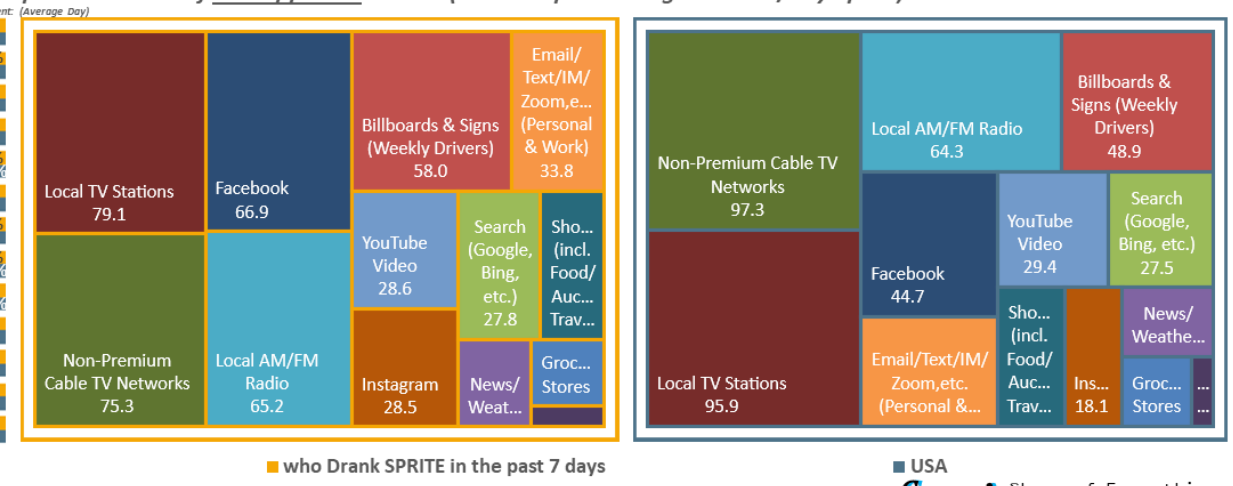
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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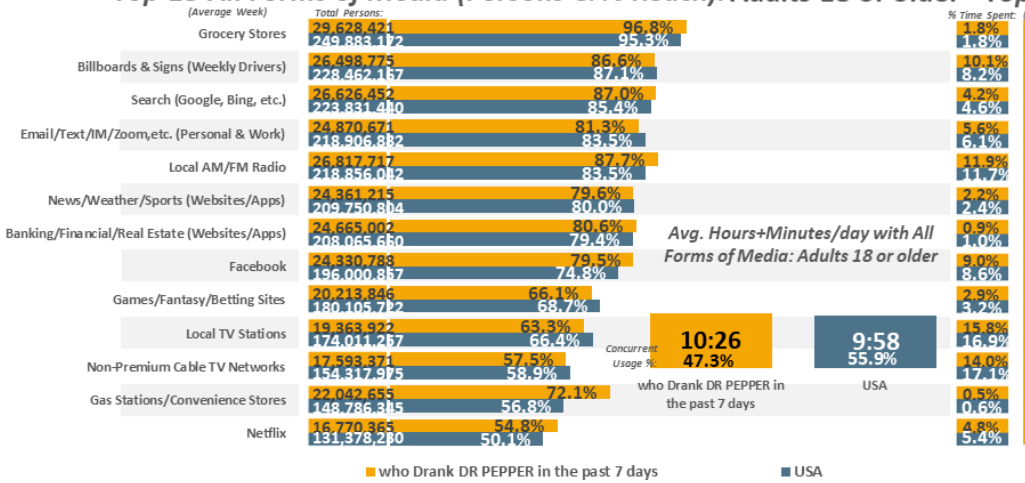
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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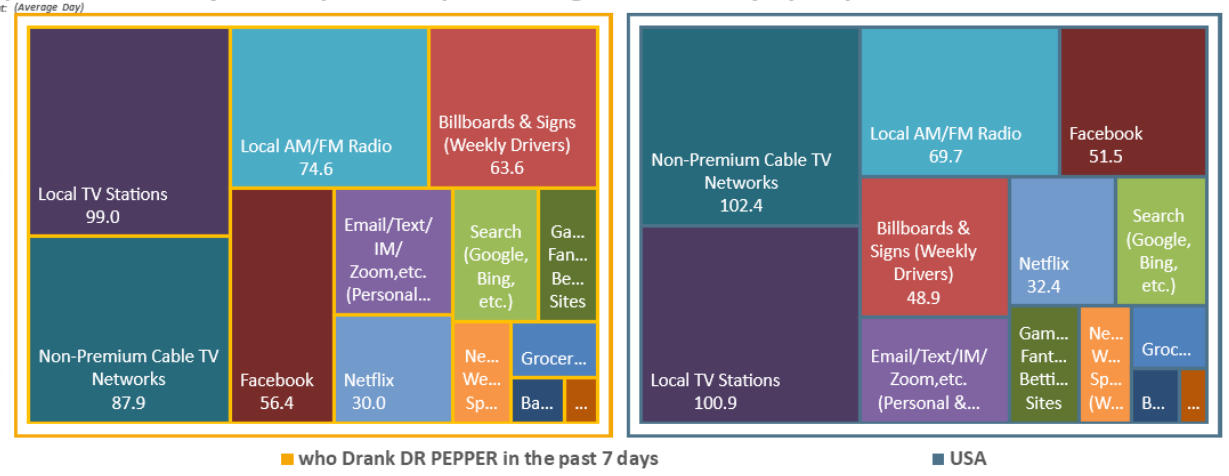
Beverages (regular soft drinks) drank past 7 days: Sprite

Adults 18 or older who Drank DR PEPPER in the past 7 days spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 71. minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

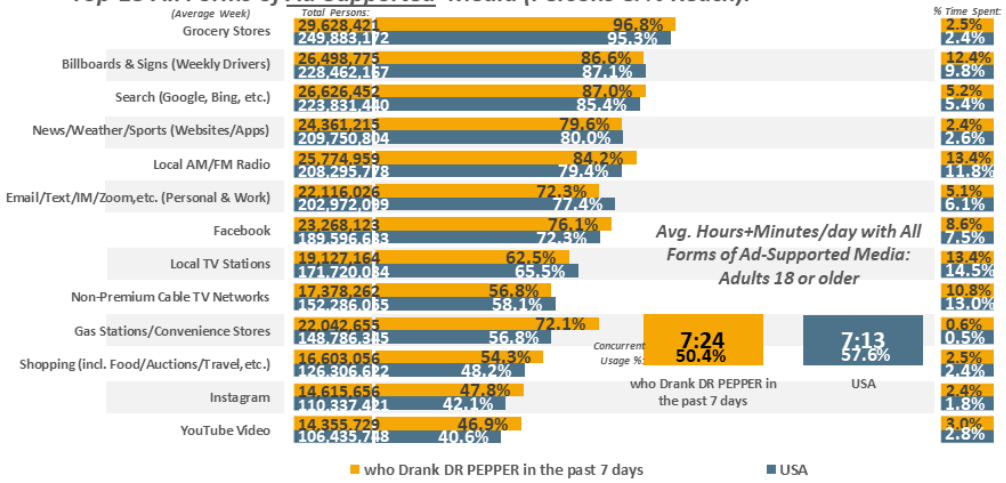
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



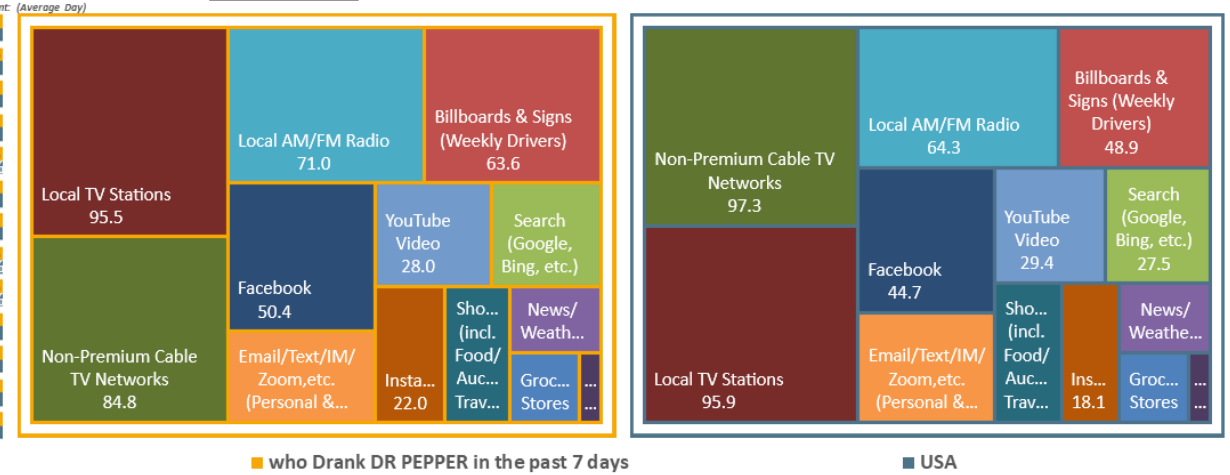
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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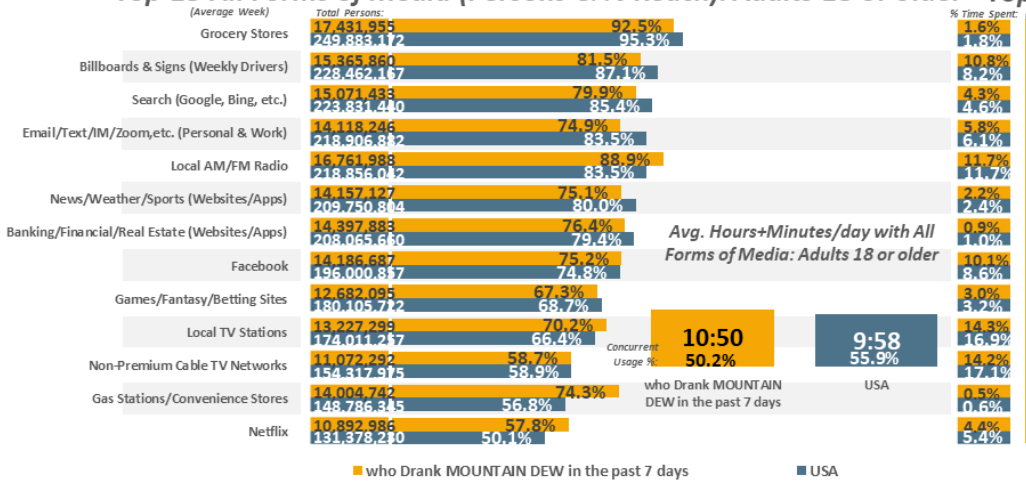
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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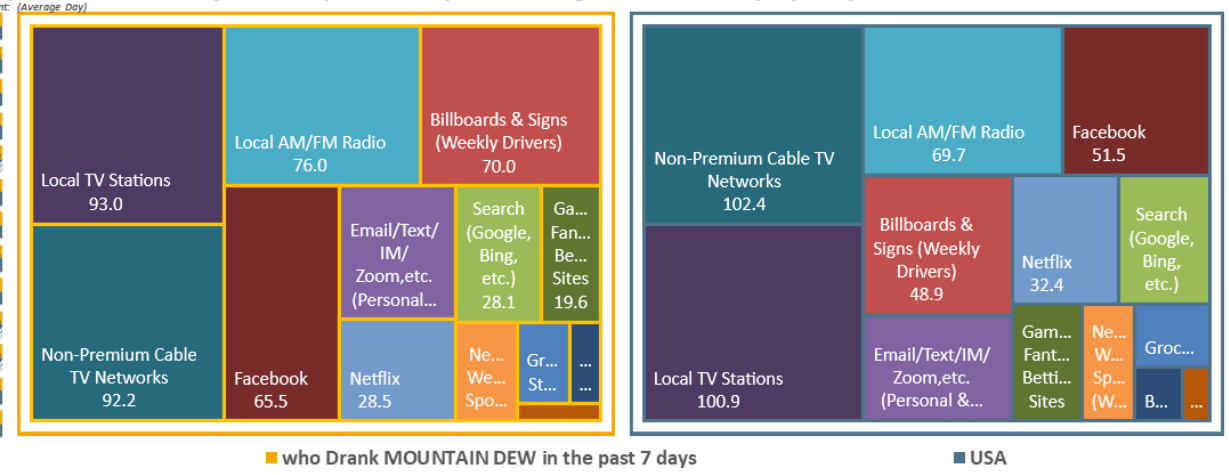
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

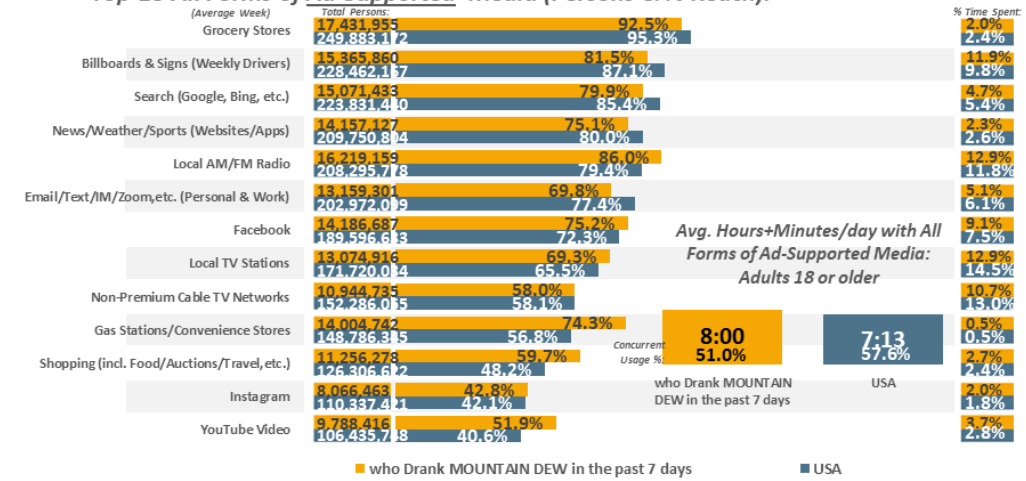
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



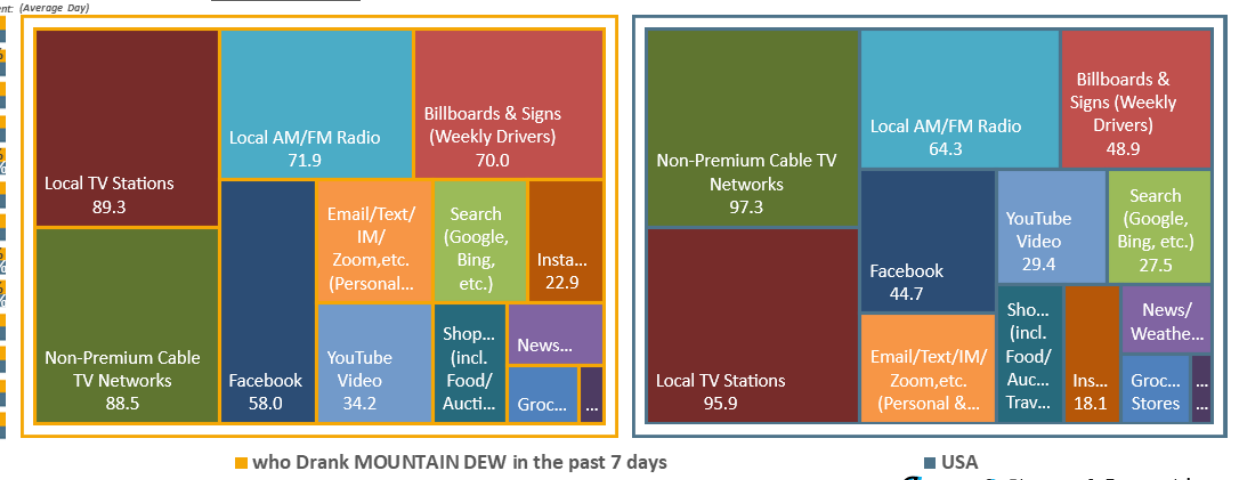
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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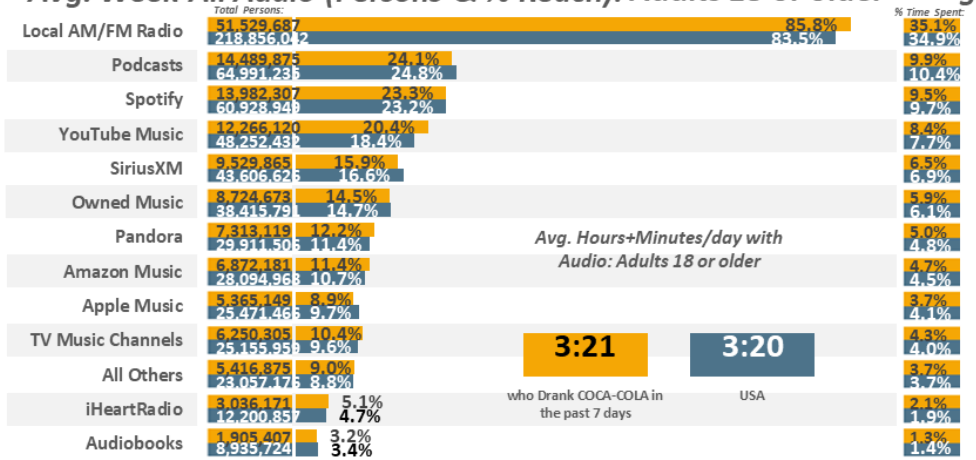
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Beverages (regular soft drinks) drank past 7 days: Mtn Dew

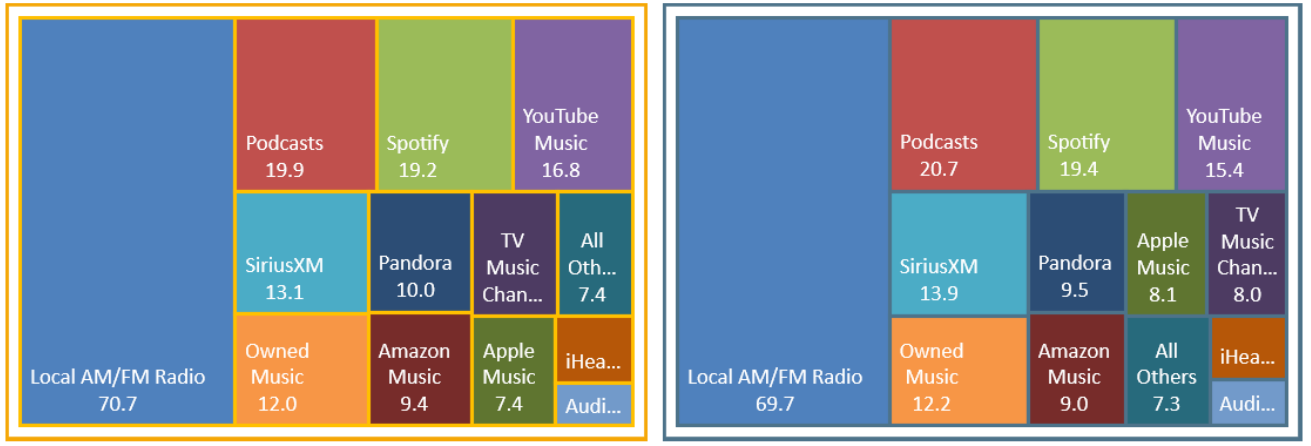


49,542,606 or 82.5% of Adults 18 or older who Drank COCA-COLA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

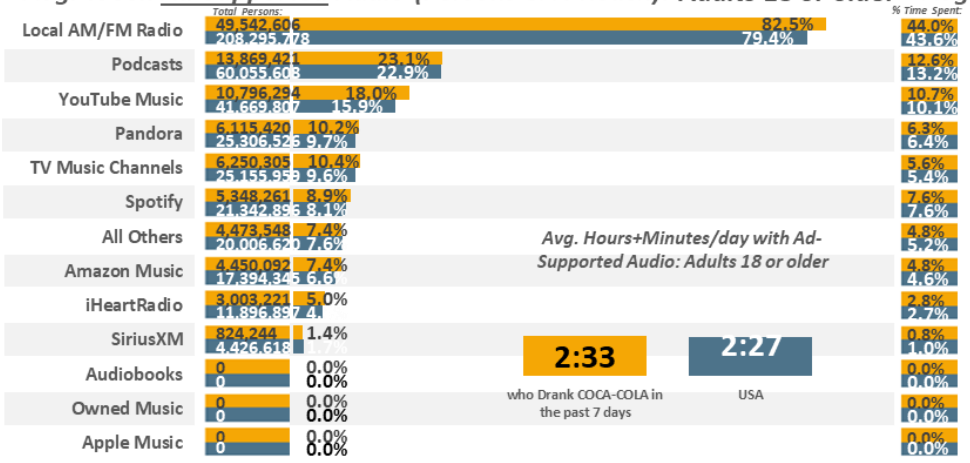
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



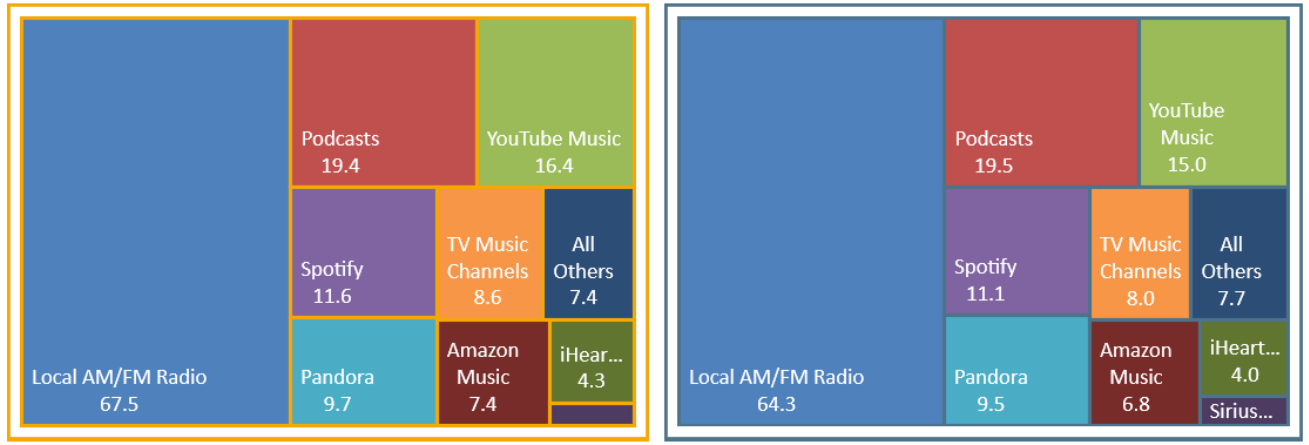
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

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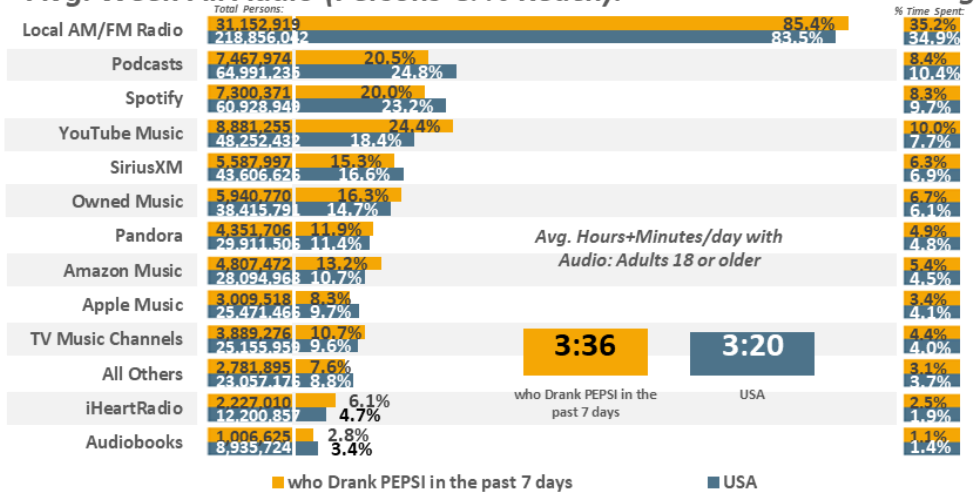
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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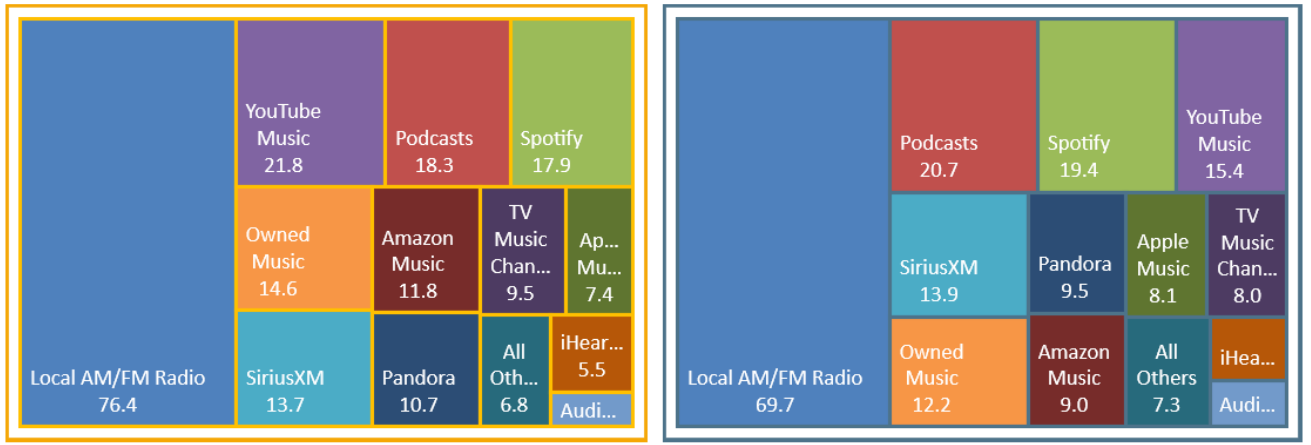
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

29,777,699 or 81.6% of Adults 18 or older who Drank PEPSI in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

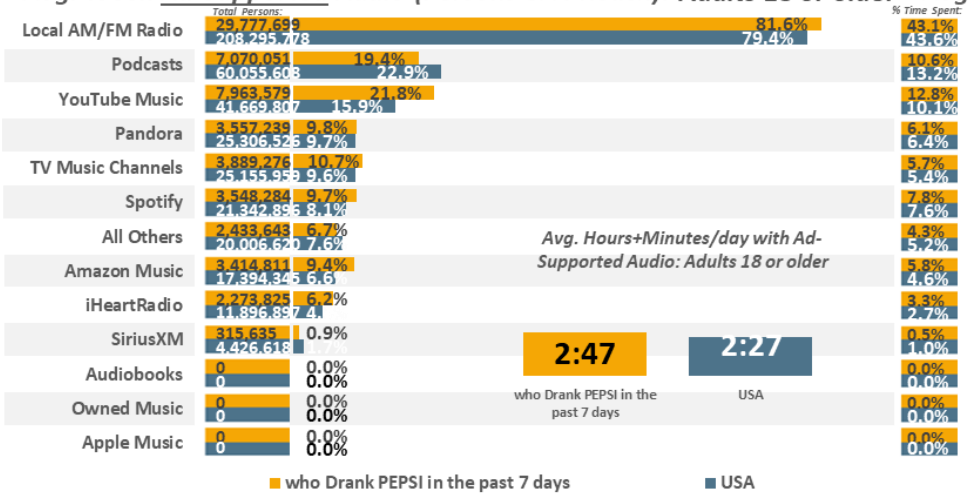
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



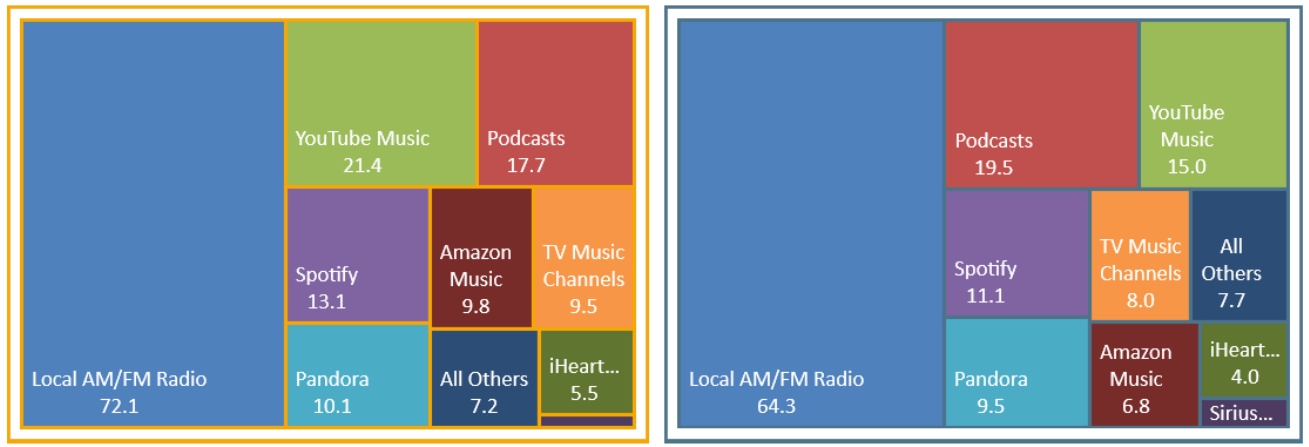
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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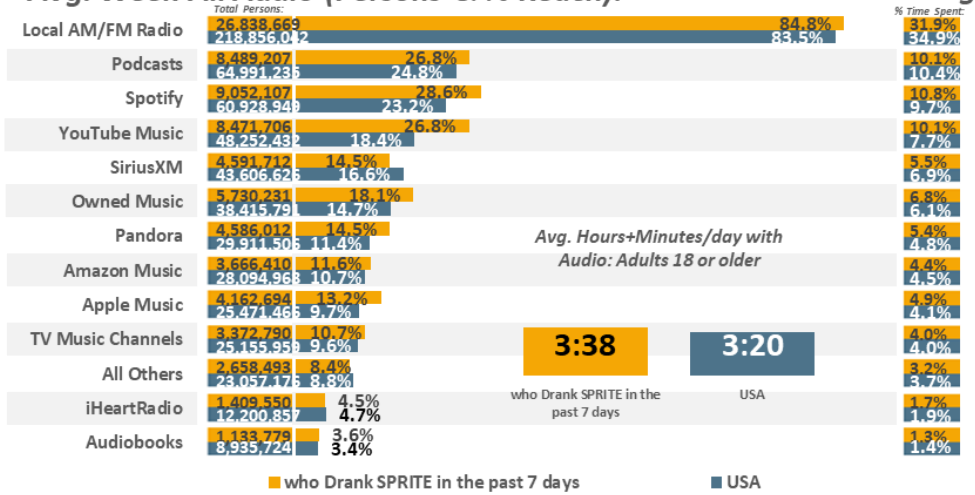
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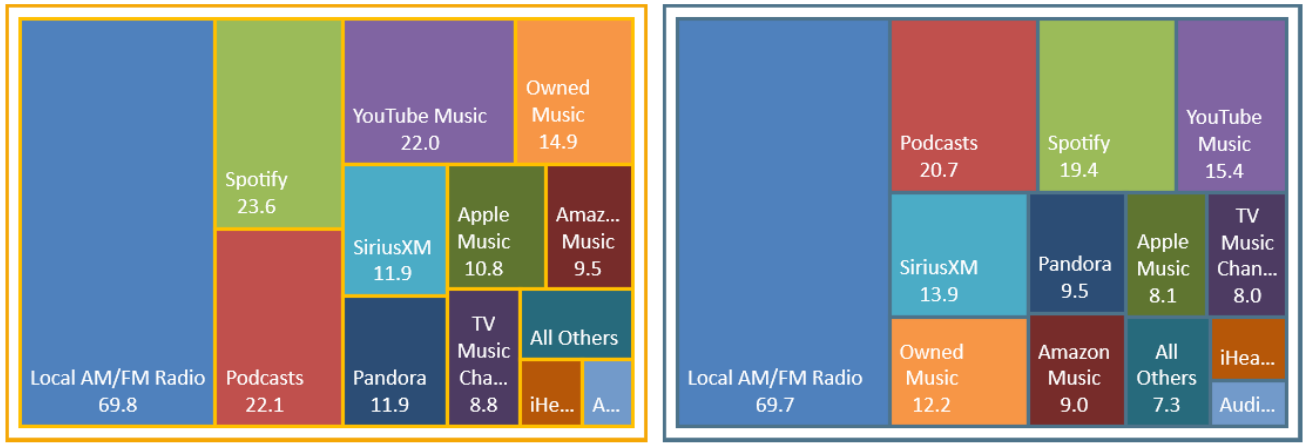
Beverages (regular soft drinks) drank past 7 days: Pepsi

25,741,799 or 81.3% of Adults 18 or older who Drank SPRITE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

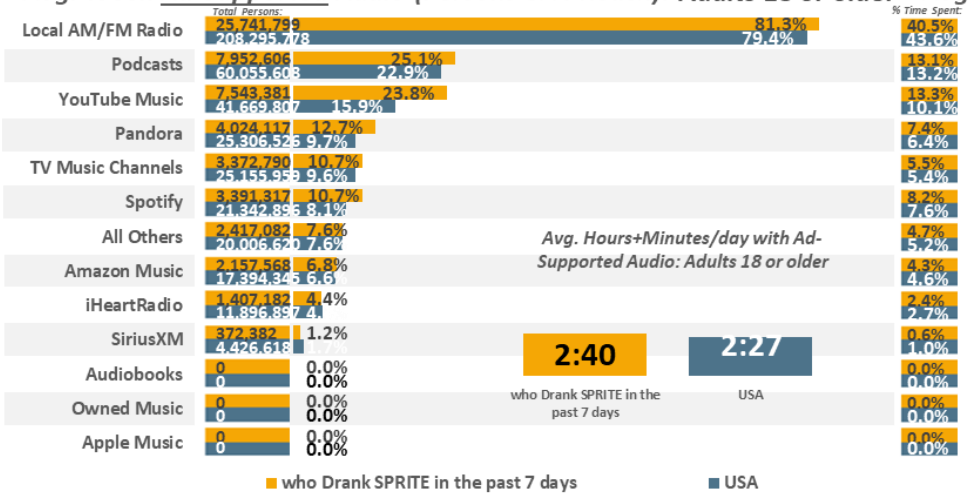
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



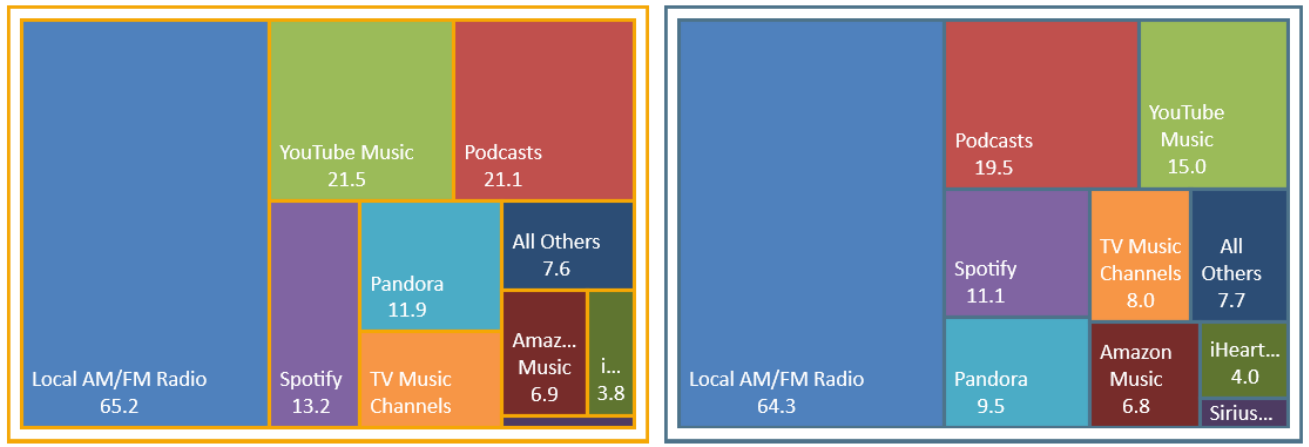
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

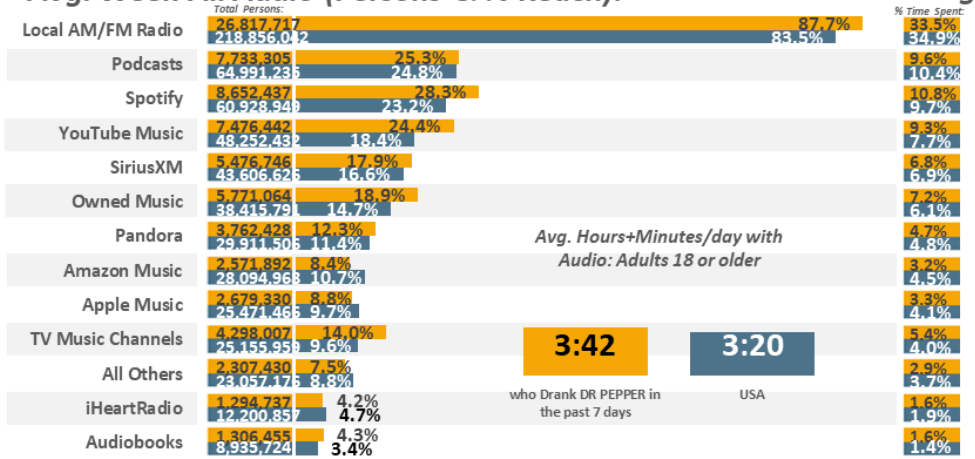
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

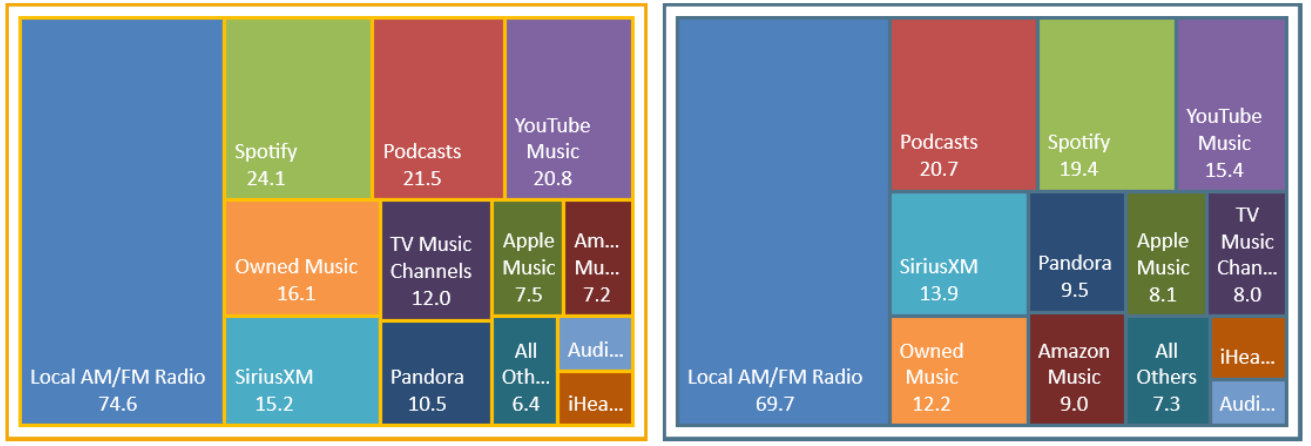
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25,774,959 or 84.2% of Adults 18 or older who Drank DR PEPPER in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

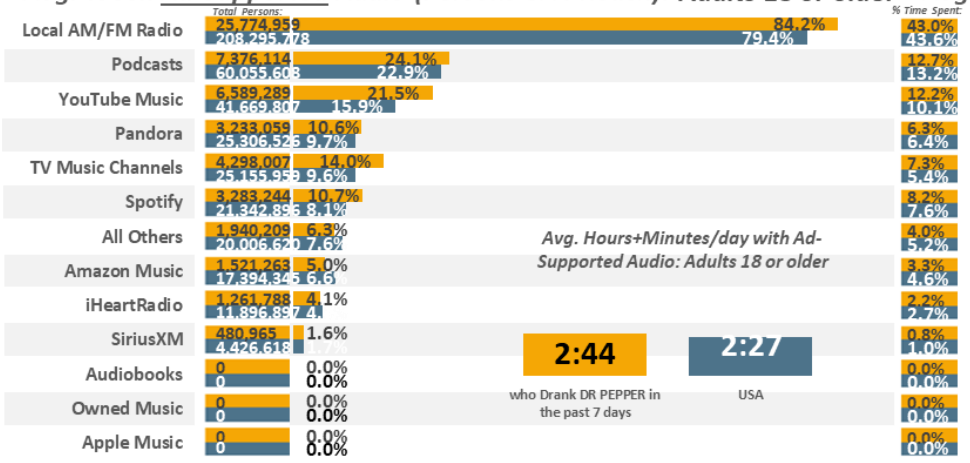
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



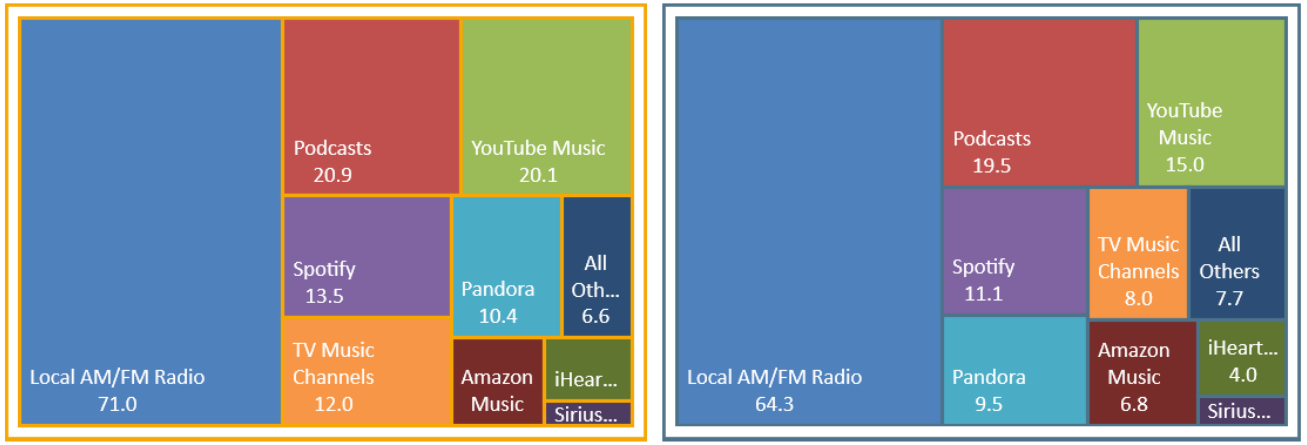
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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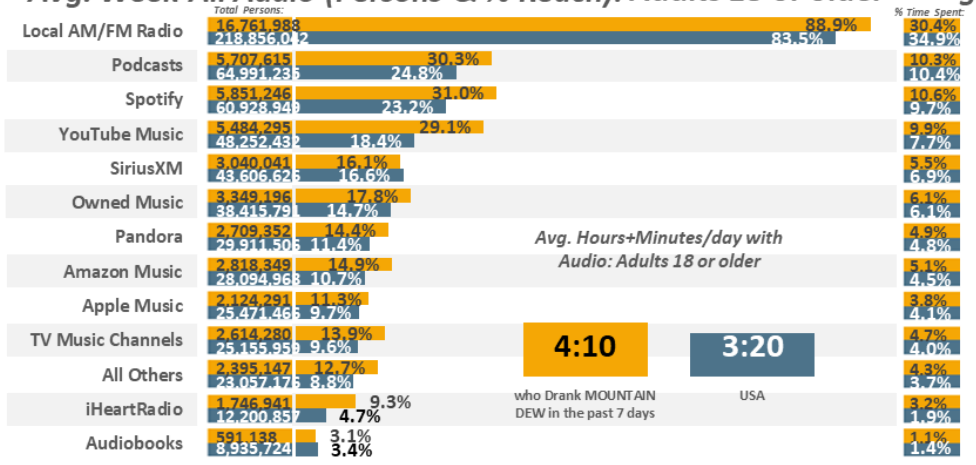
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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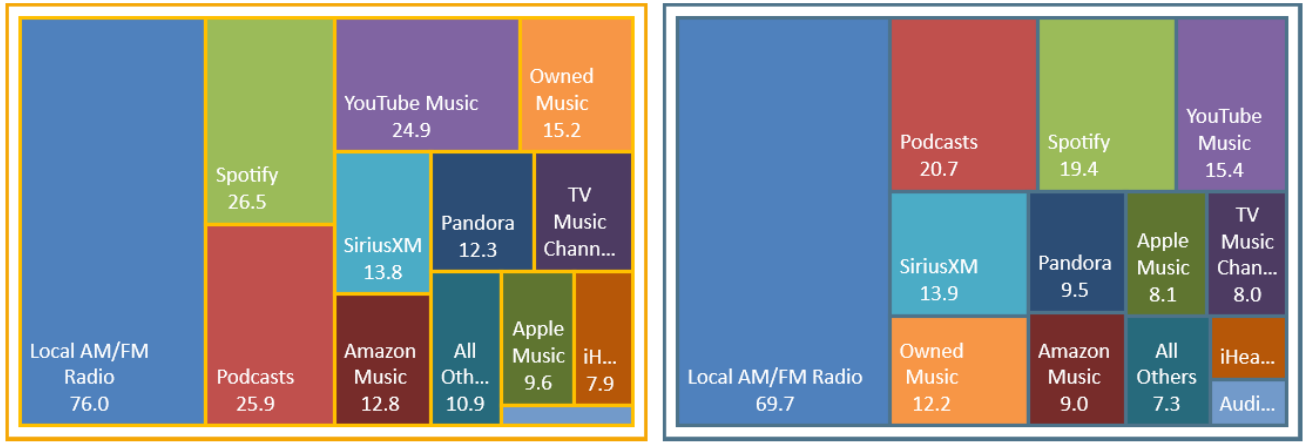
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

16,219,159 or 86.% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

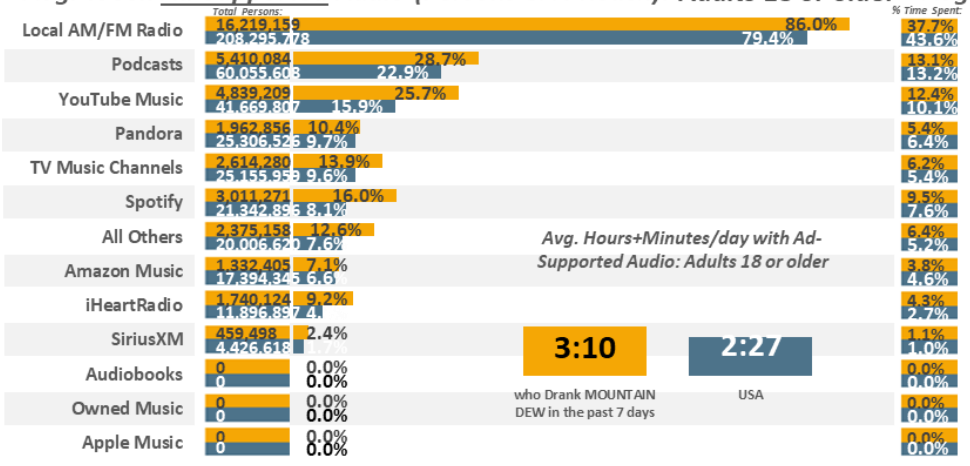
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



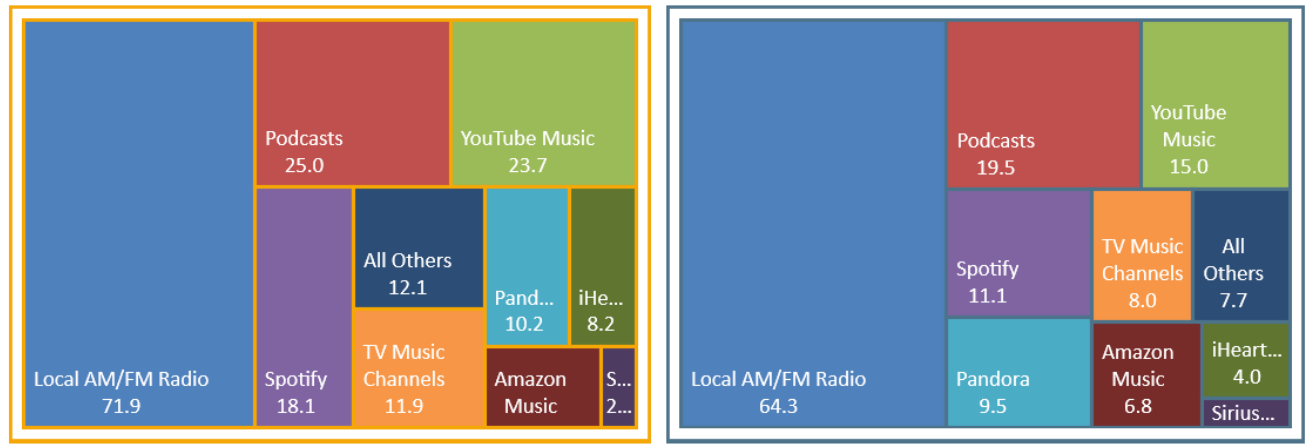
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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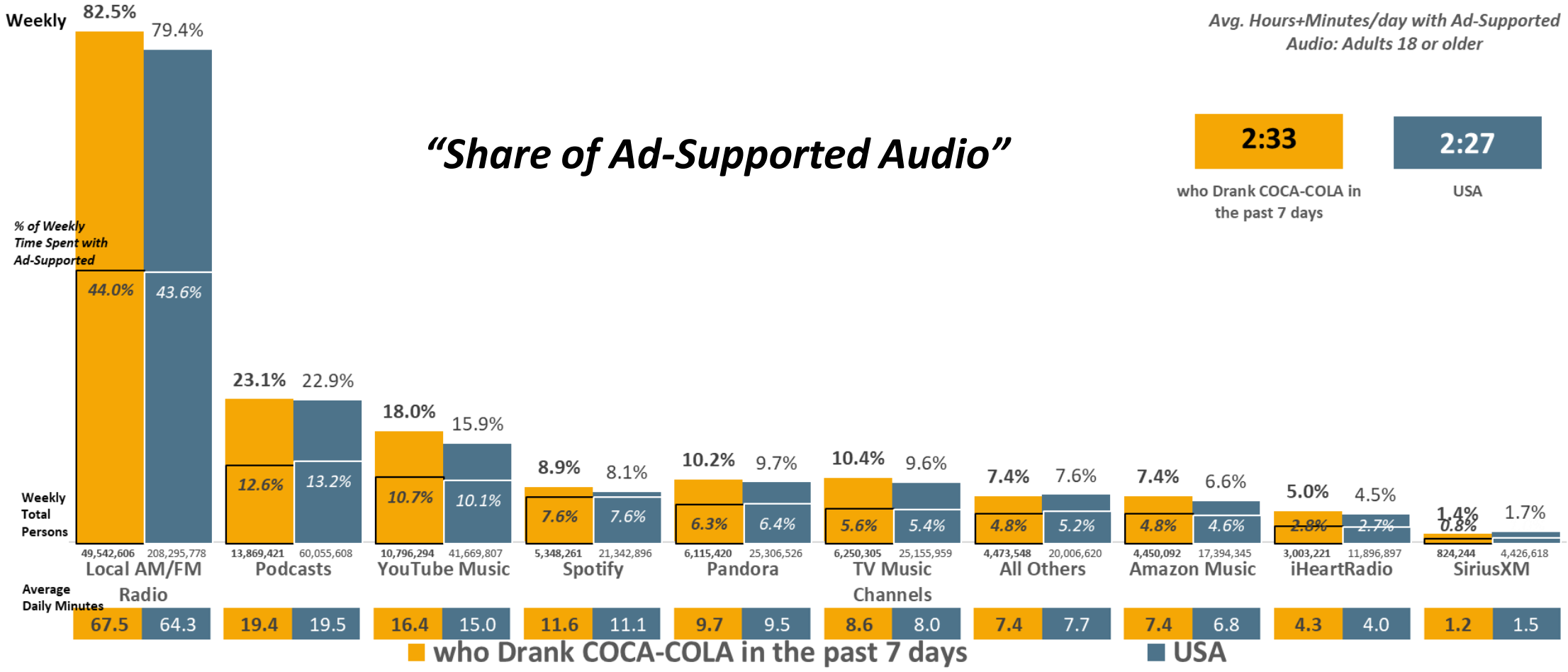
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Beverages (regular soft drinks) drank past 7 days: Mtn Dew

49,542,606 or 82.5% of Adults 18 or older who Drank COCA-COLA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

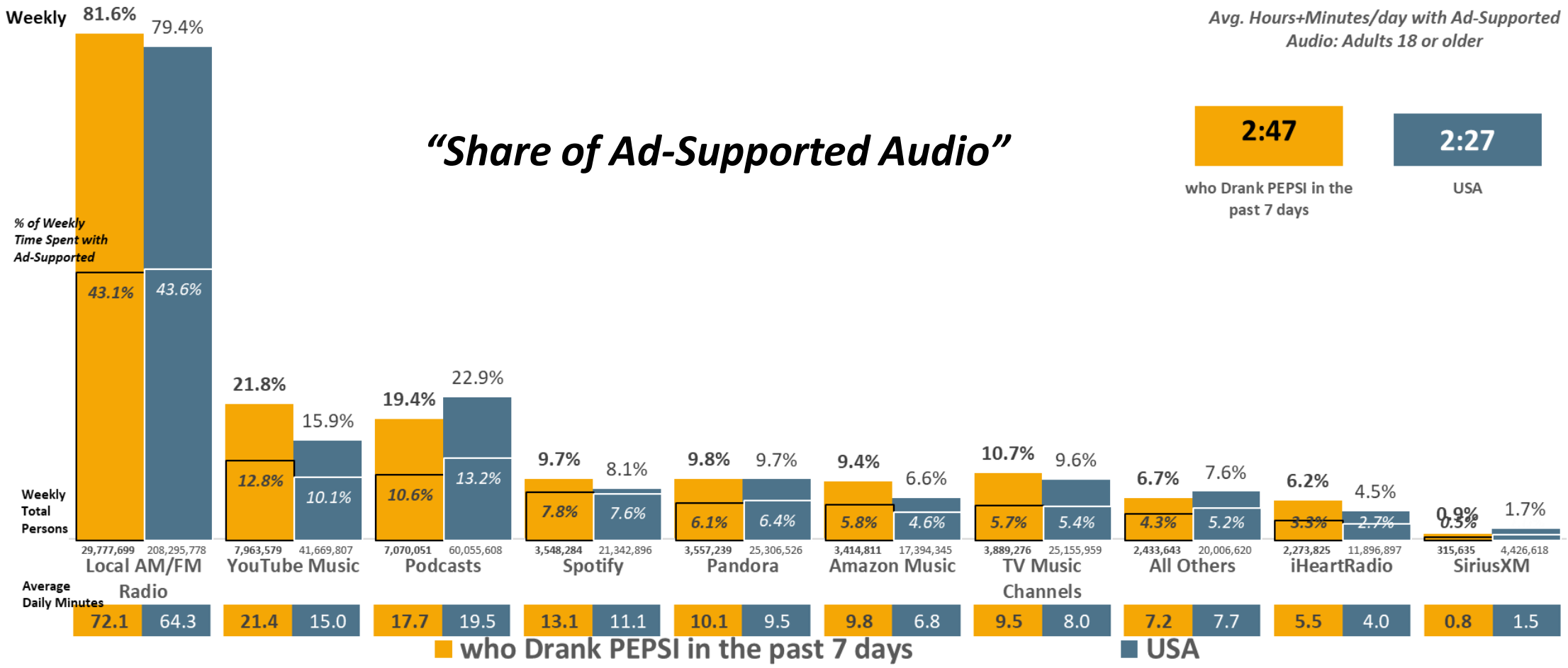
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Beverages (regular soft drinks) drank past 7 days: Coca-Cola

29,777,699 or 81.6% of Adults 18 or older who Drank PEPSI in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



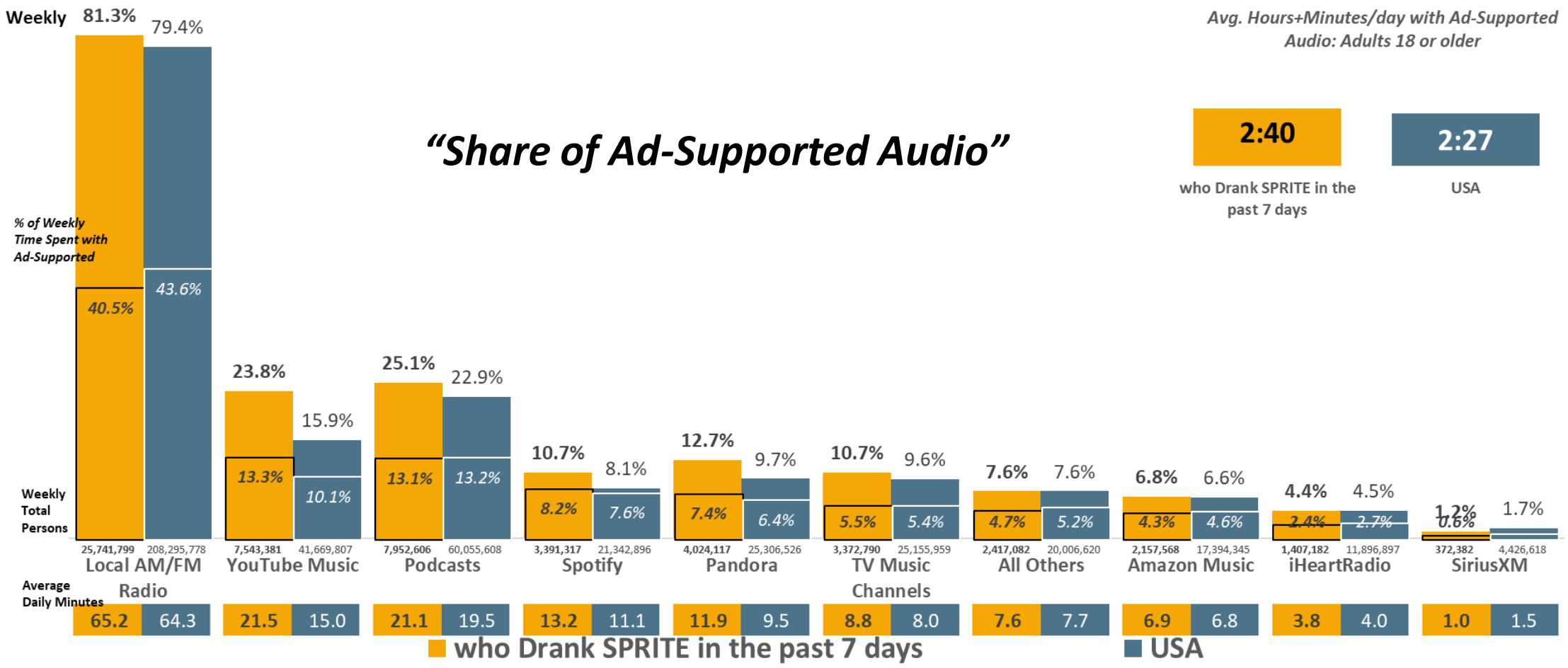
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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Beverages (regular soft drinks) drank past 7 days: Pepsi

25,741,799 or 81.3% of Adults 18 or older who Drank SPRITE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



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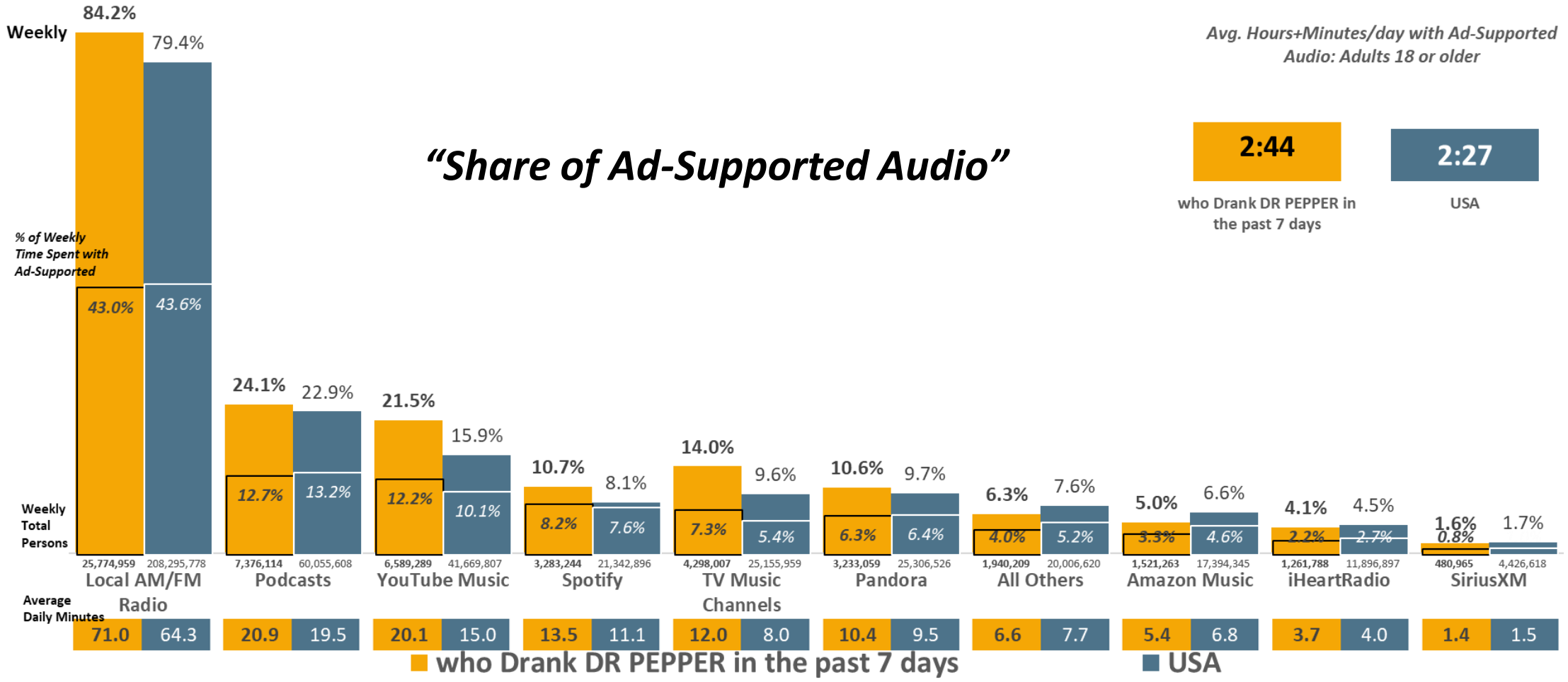
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Beverages (regular soft drinks) drank past 7 days: Sprite

25,774,959 or 84.2% of Adults 18 or older who Drank DR PEPPER in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older



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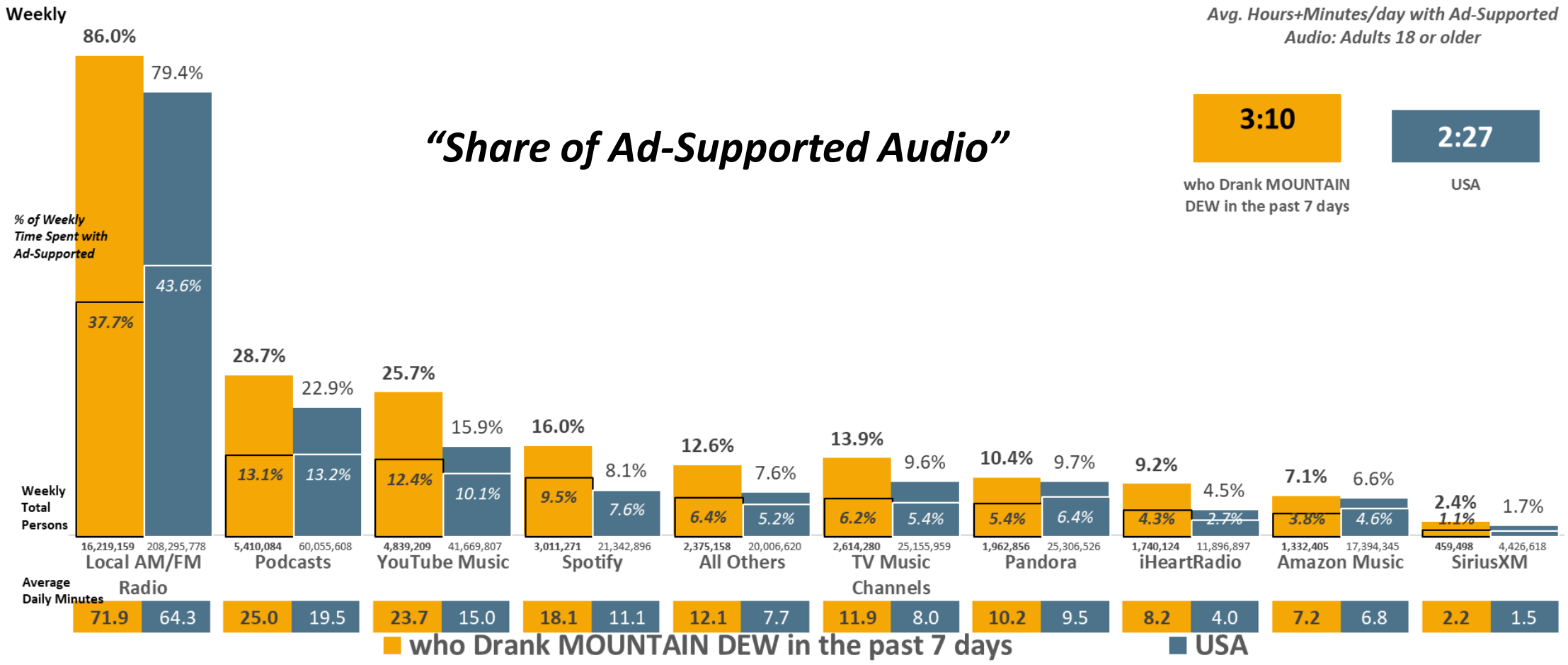
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Beverages (regular soft drinks) drank past 7 days: Dr Pepper

16,219,159 or 86.% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



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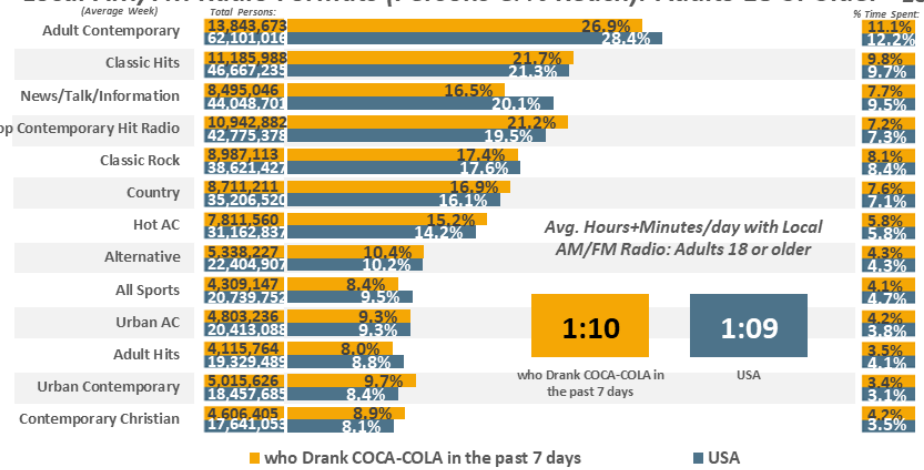
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Beverages (regular soft drinks) drank past 7 days: Mtn Dew

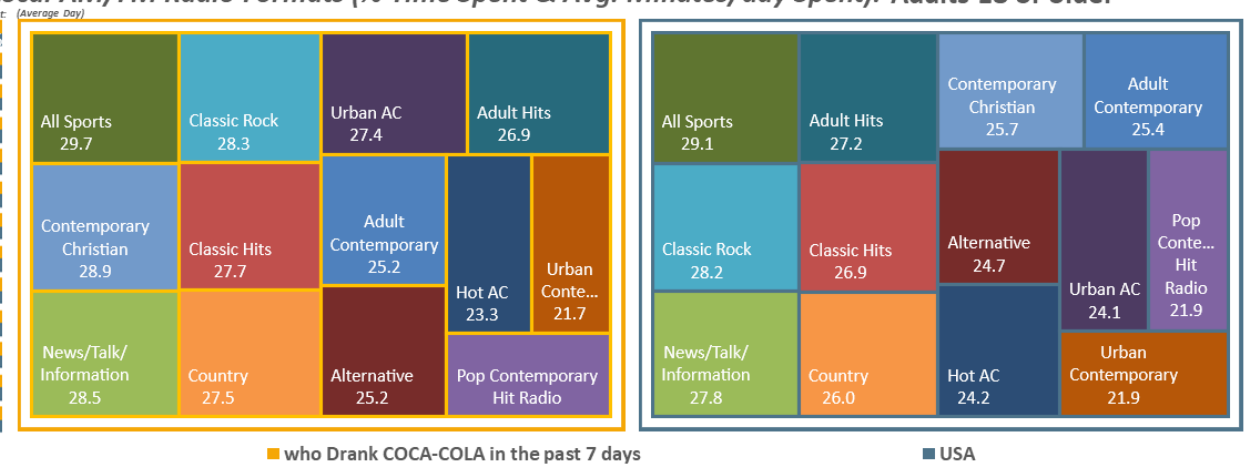


49,542,606 or 82.5% of Adults 18 or older who Drank COCA-COLA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

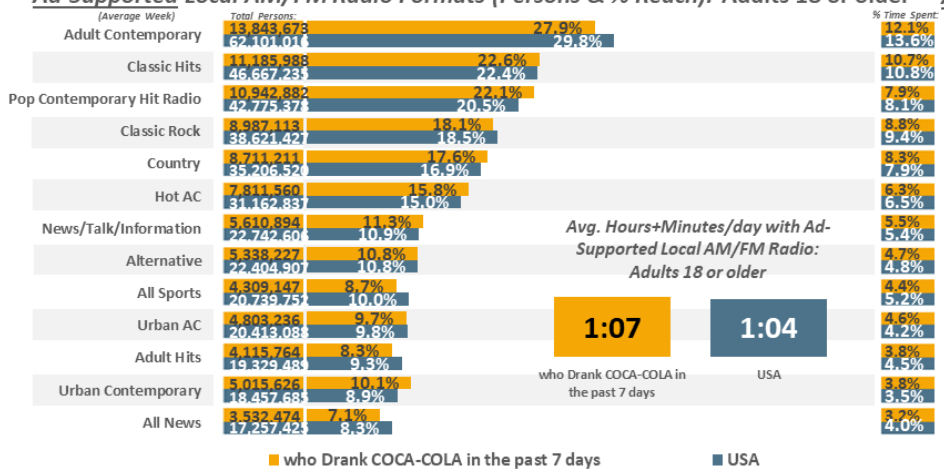
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



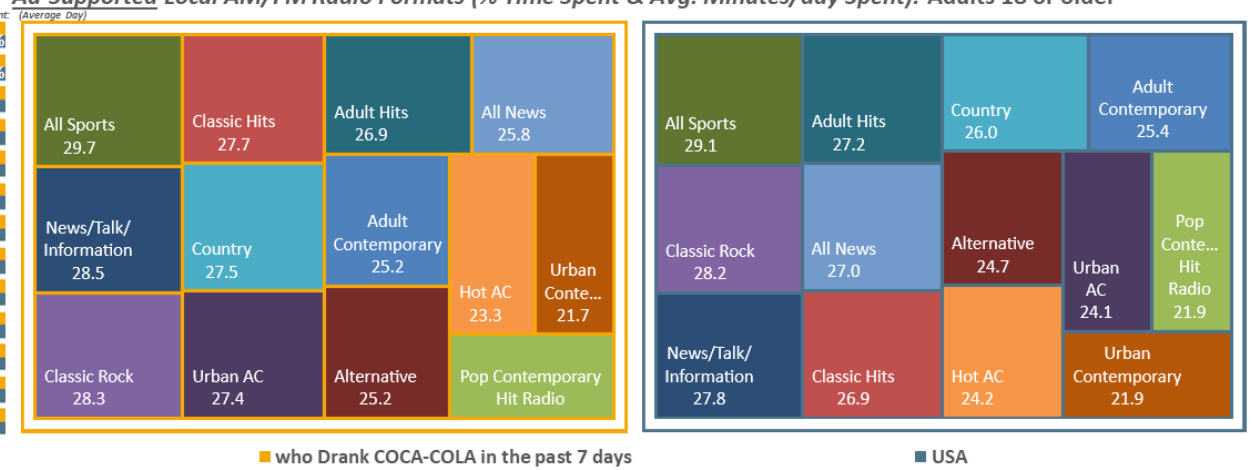
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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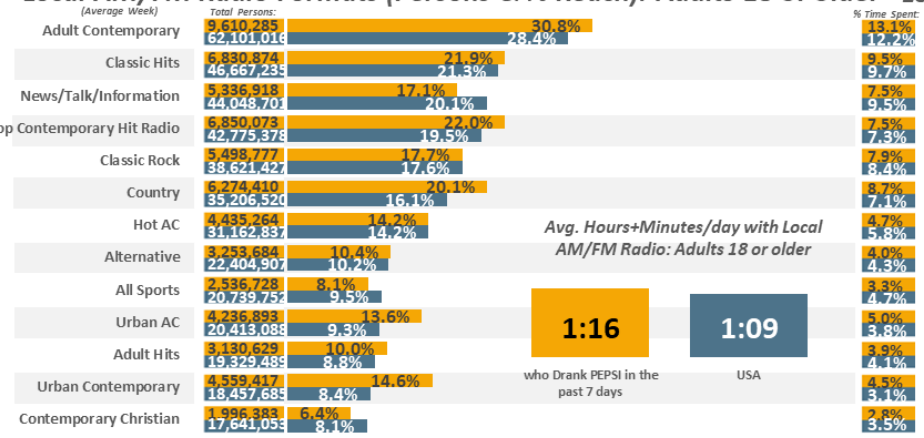
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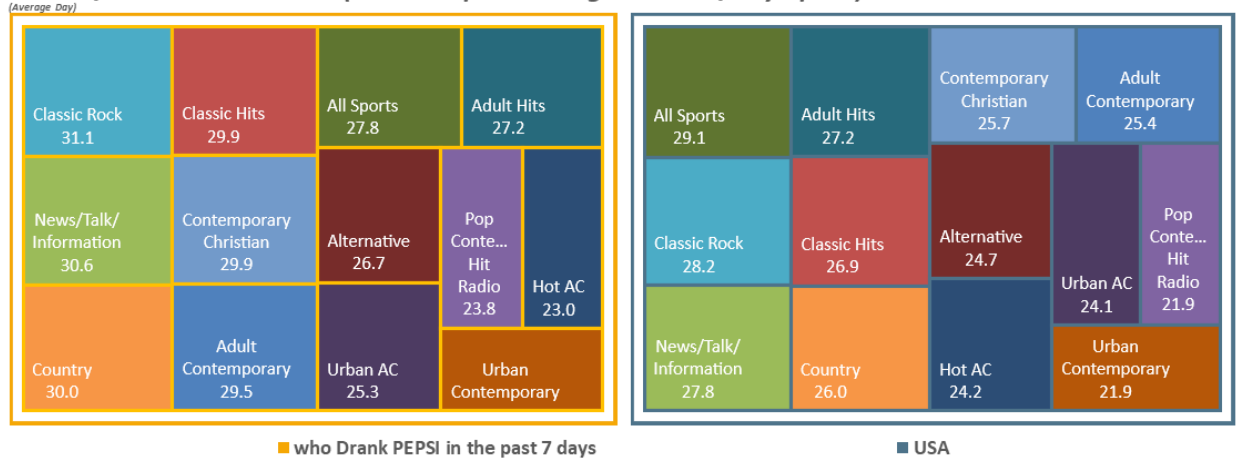
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

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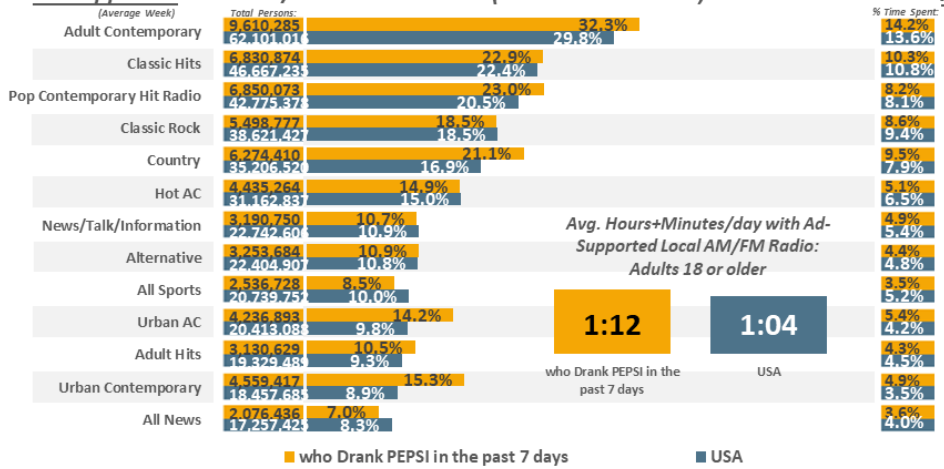
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



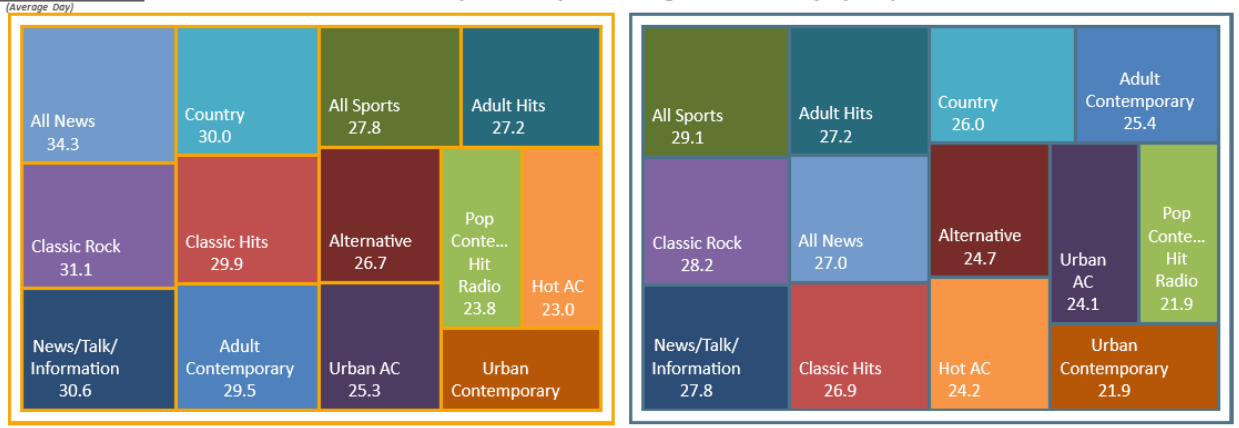
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

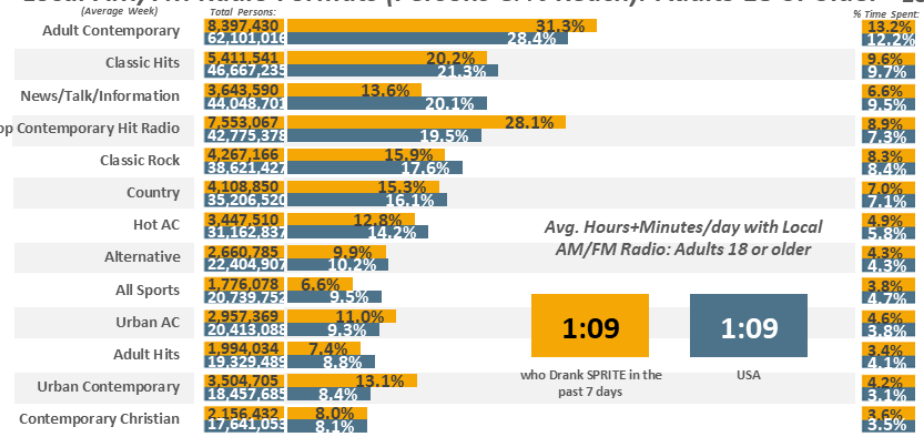
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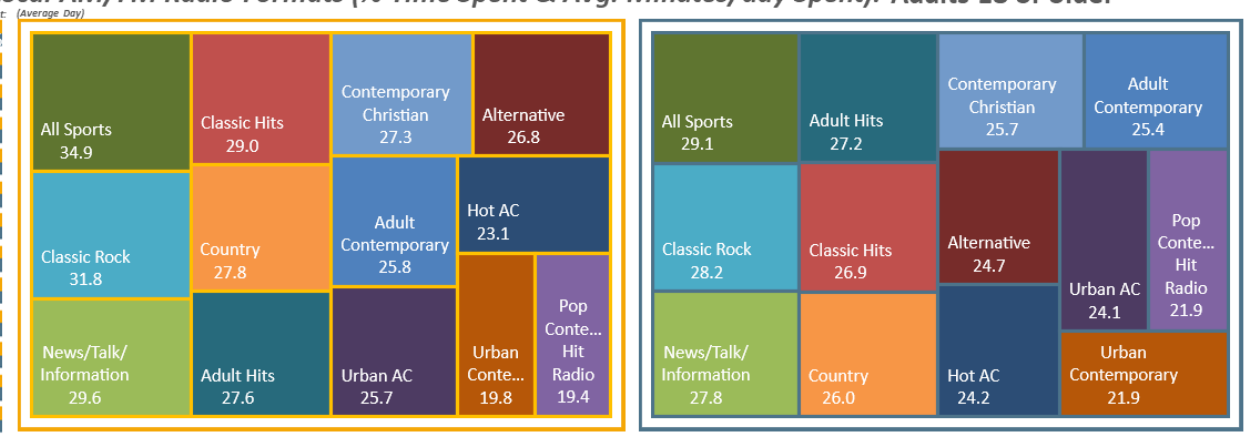
Beverages (regular soft drinks) drank past 7 days: Pepsi

25,741,799 or 81.3% of Adults 18 or older who Drank SPRITE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

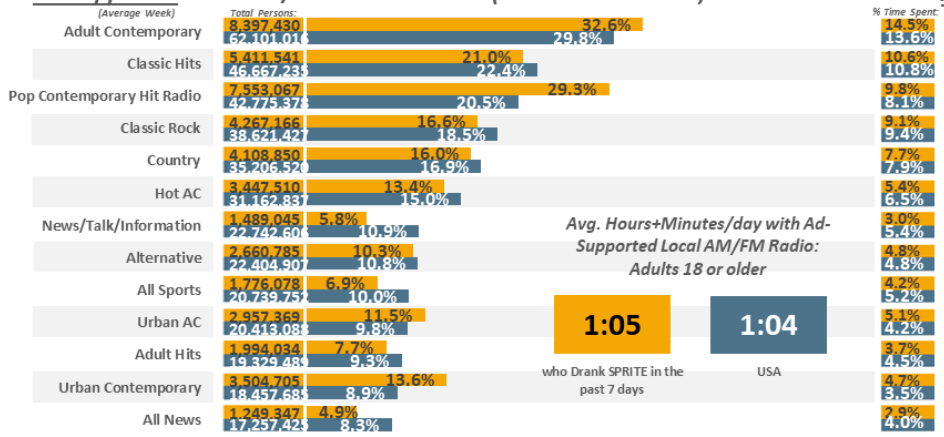
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



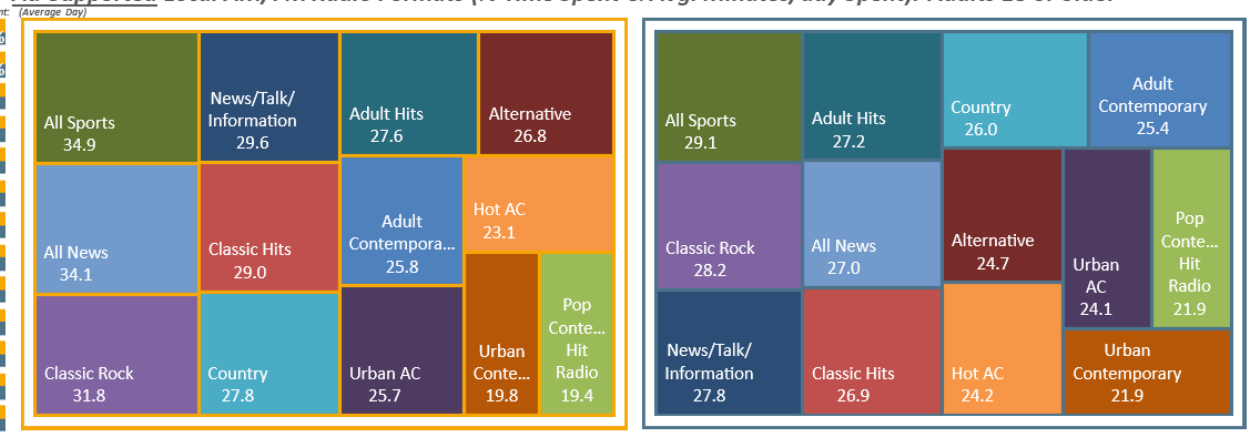
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

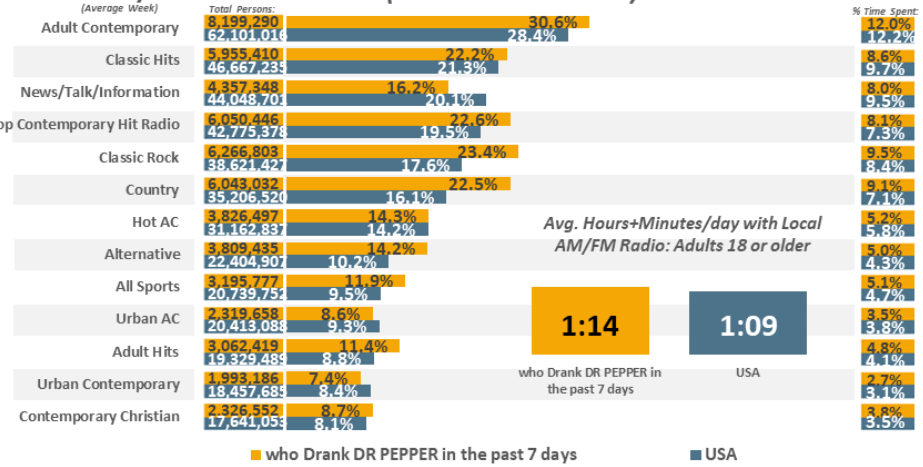
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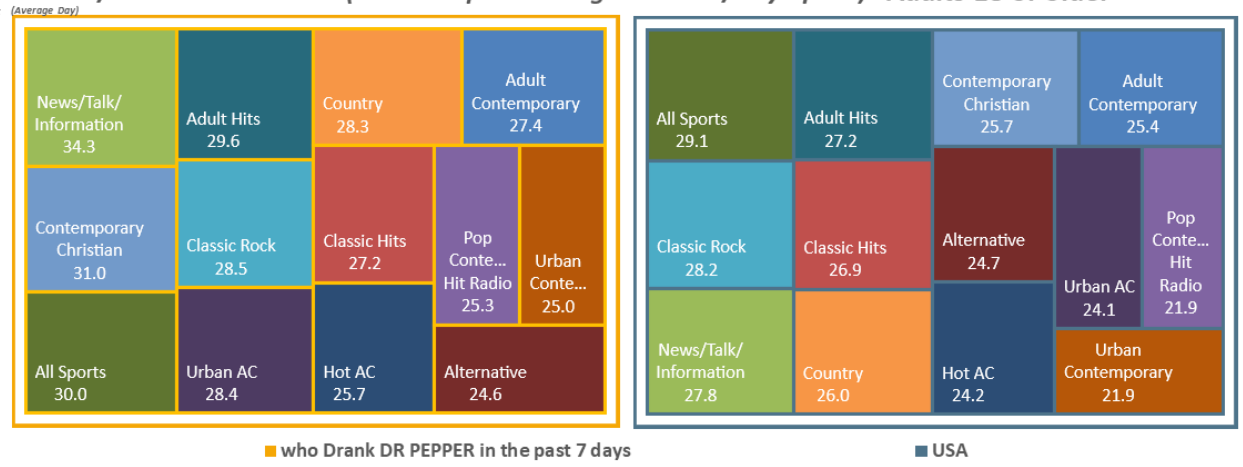
Beverages (regular soft drinks) drank past 7 days: Sprite

25,774,959 or 84.2% of Adults 18 or older who Drank DR PEPPER in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

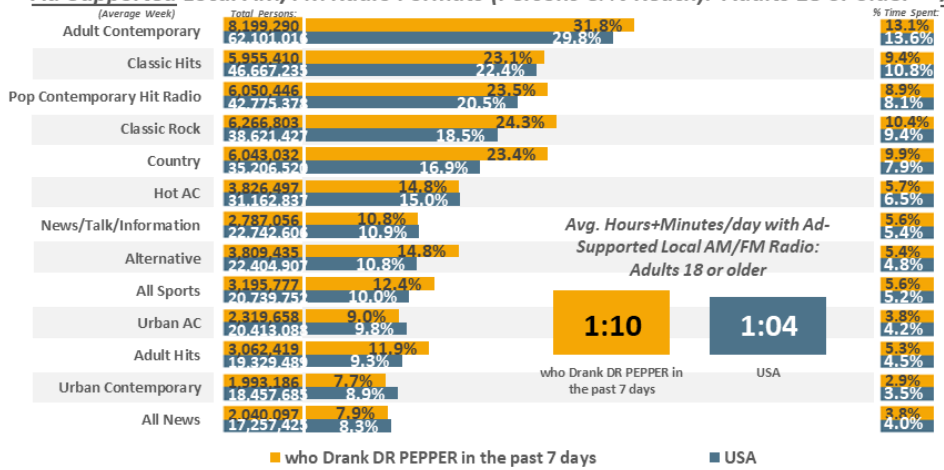
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



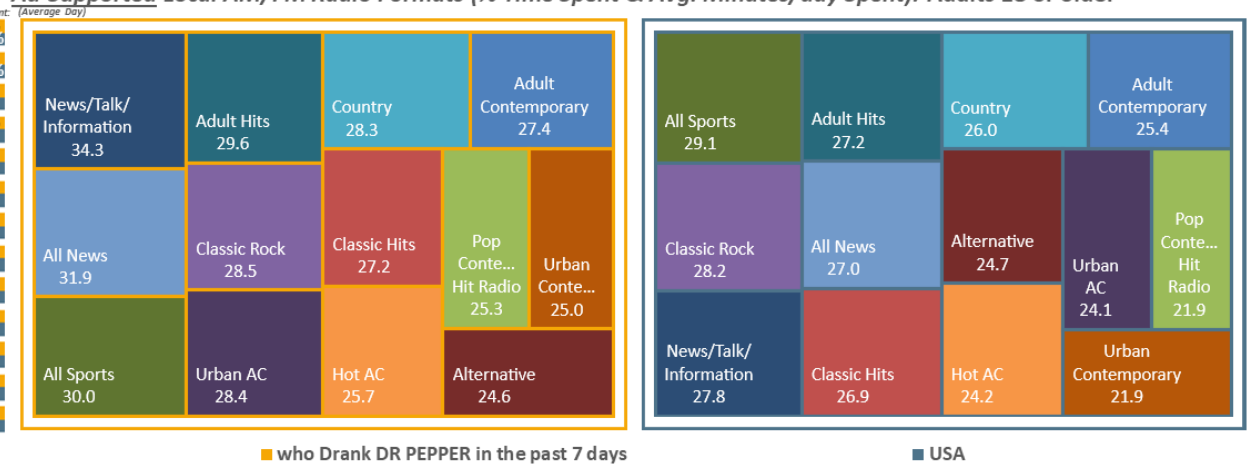
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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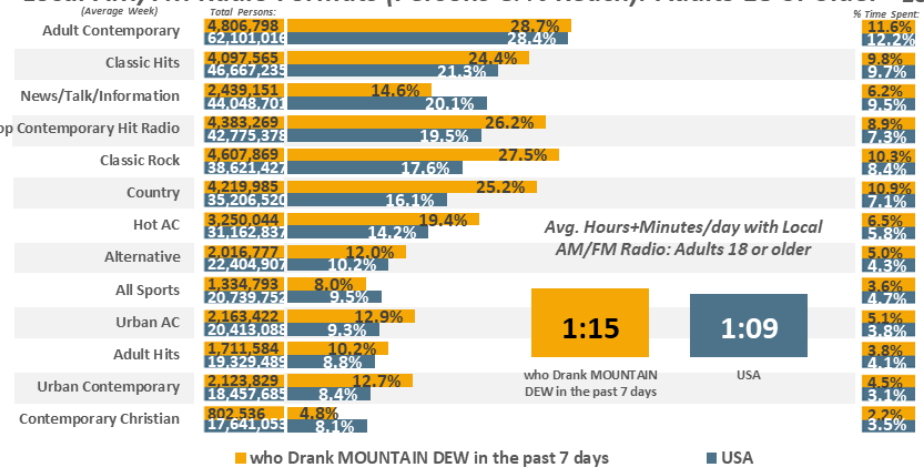
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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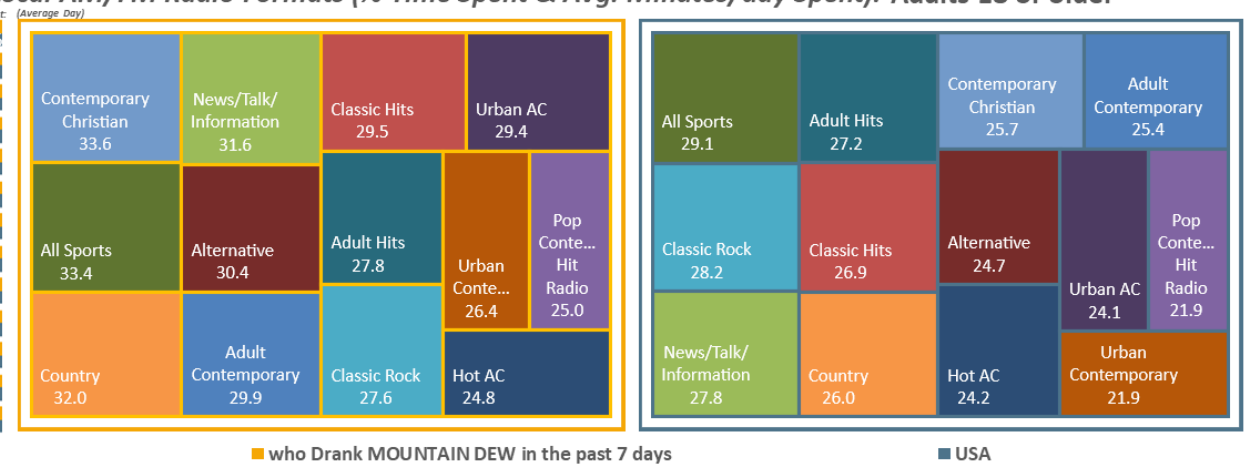
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

16,219,159 or 86.% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

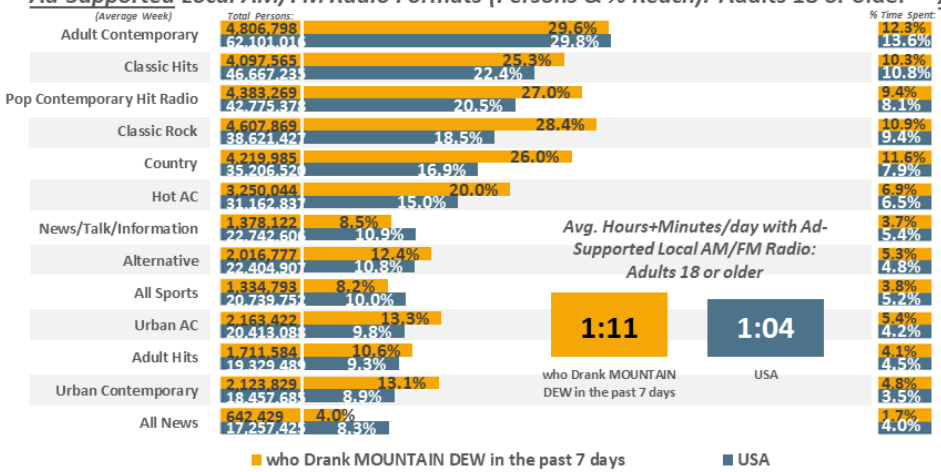
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



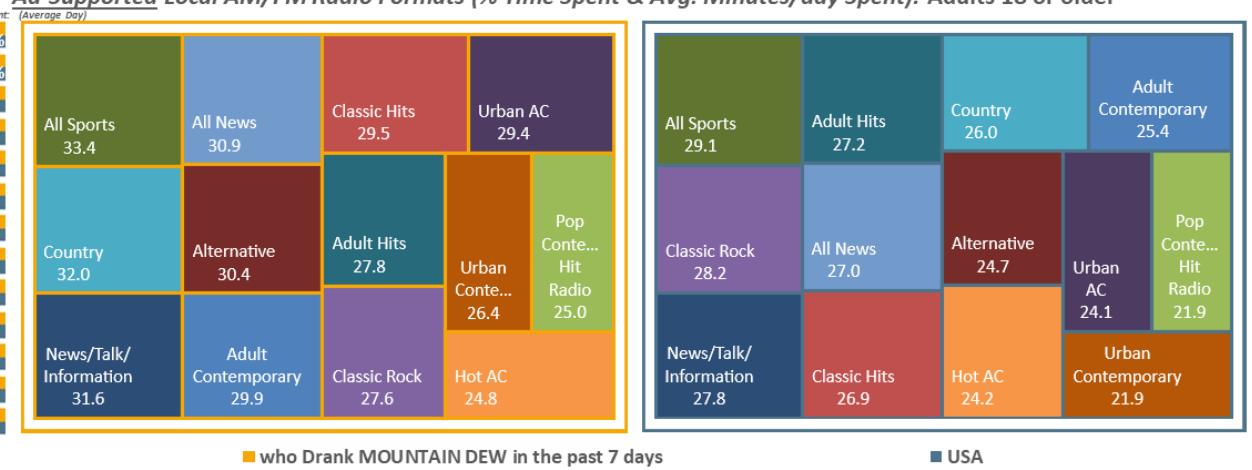
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

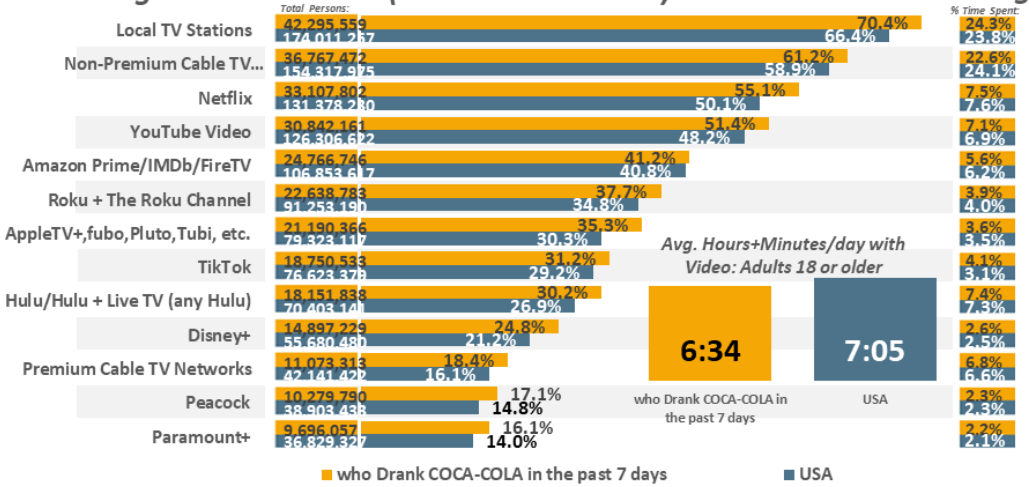
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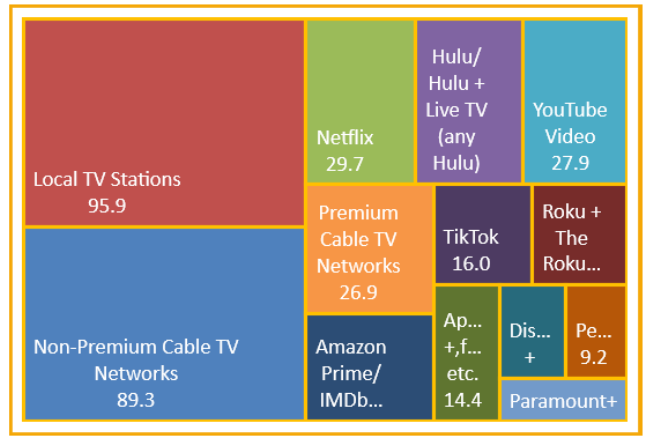
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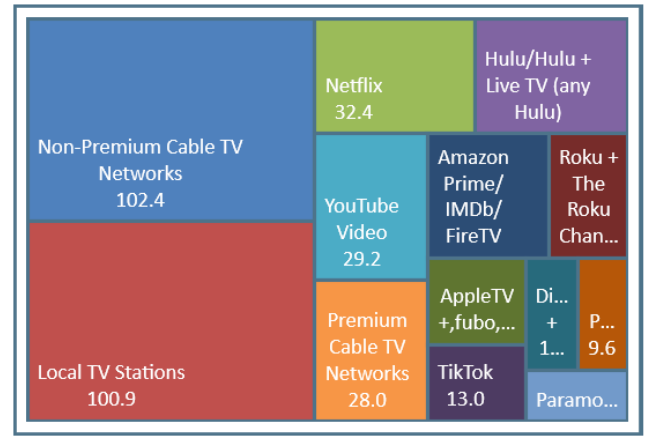
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

41,584,142 or 69.3% of Adults 18 or older who Drank COCA-COLA in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

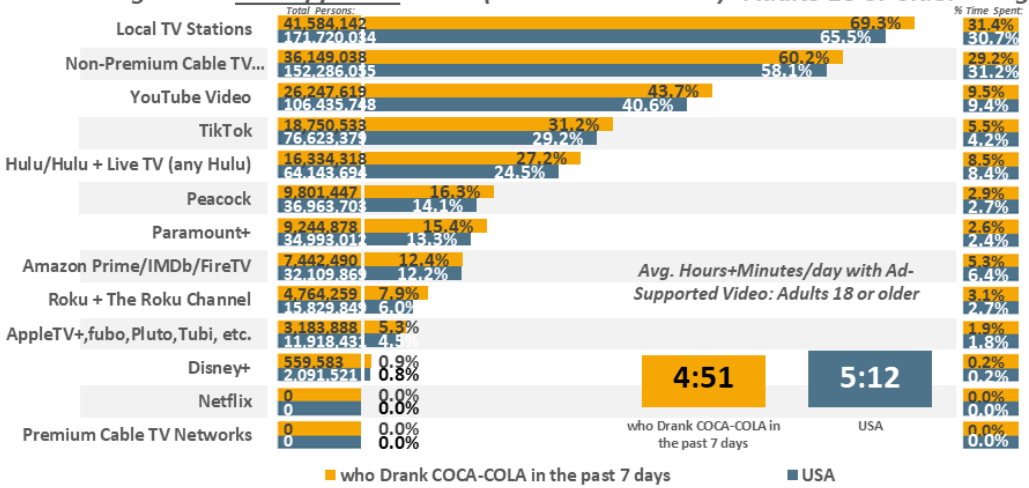




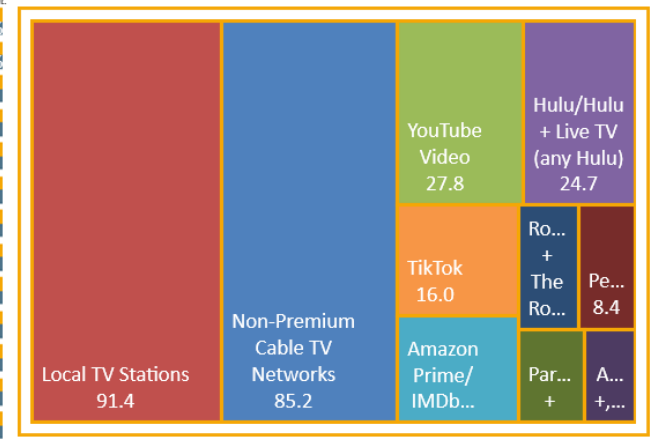


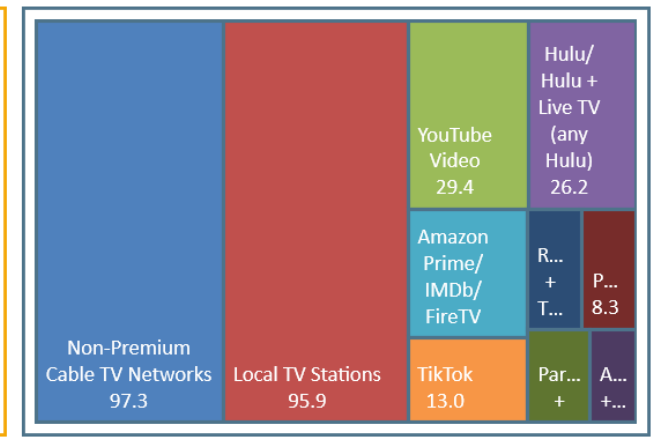
■ who Drank COCA-COLA in the past 7 days ■ USA

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



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





■ who Drank COCA-COLA in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

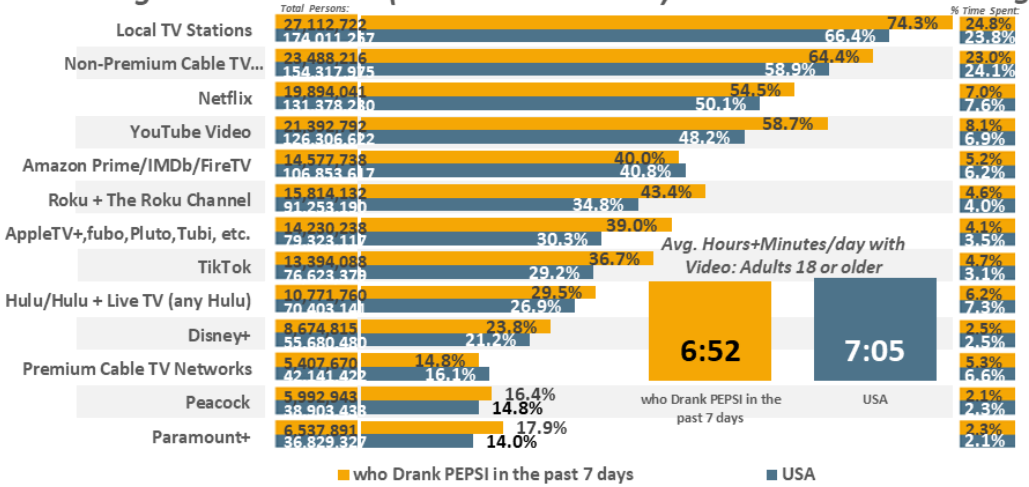
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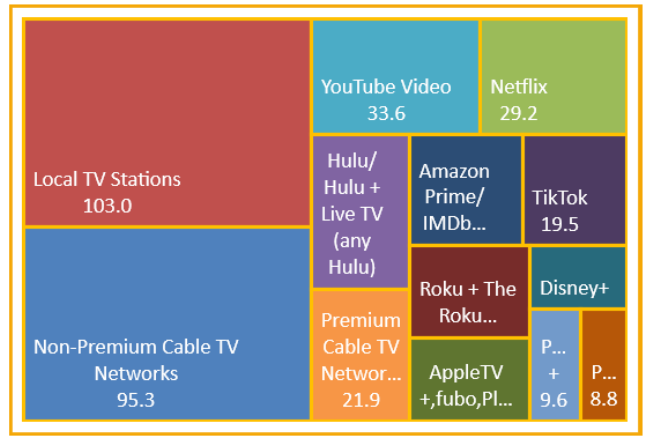
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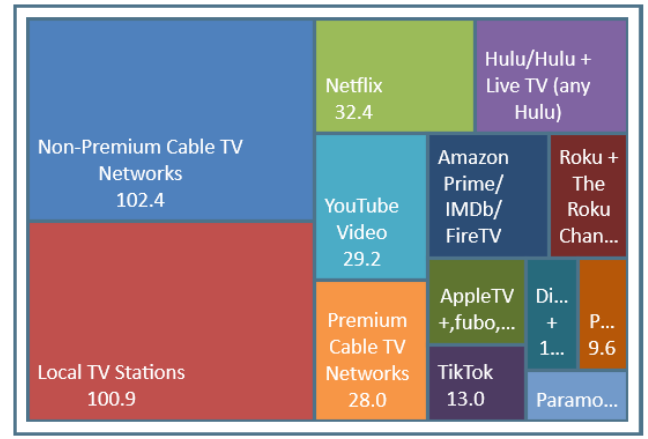
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

26,457,916 or 72.5% of Adults 18 or older who Drank PEPSI in the past 7 days watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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

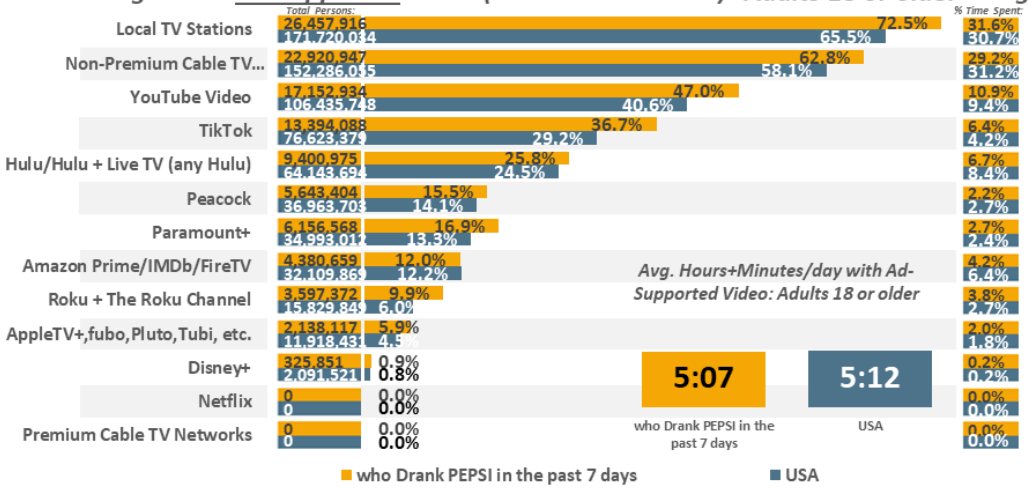




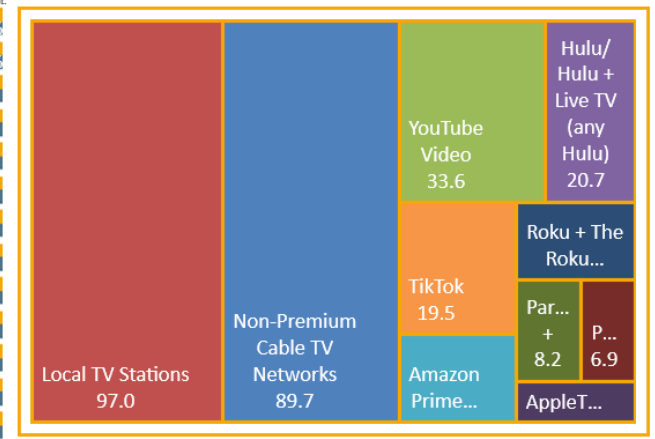


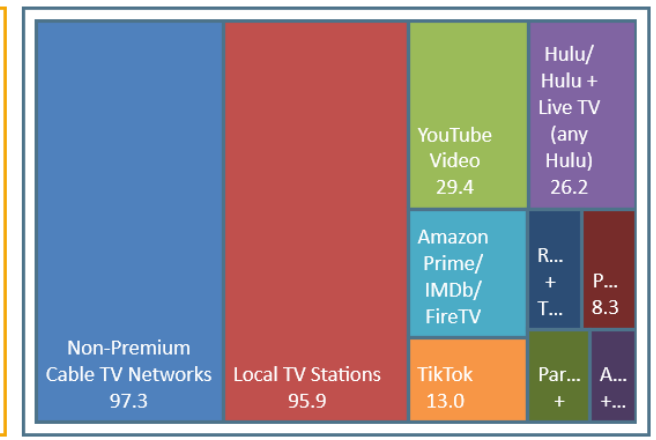
who Drank PEPSI in the past 7 days ■ USA

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



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





who Drank PEPSI in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

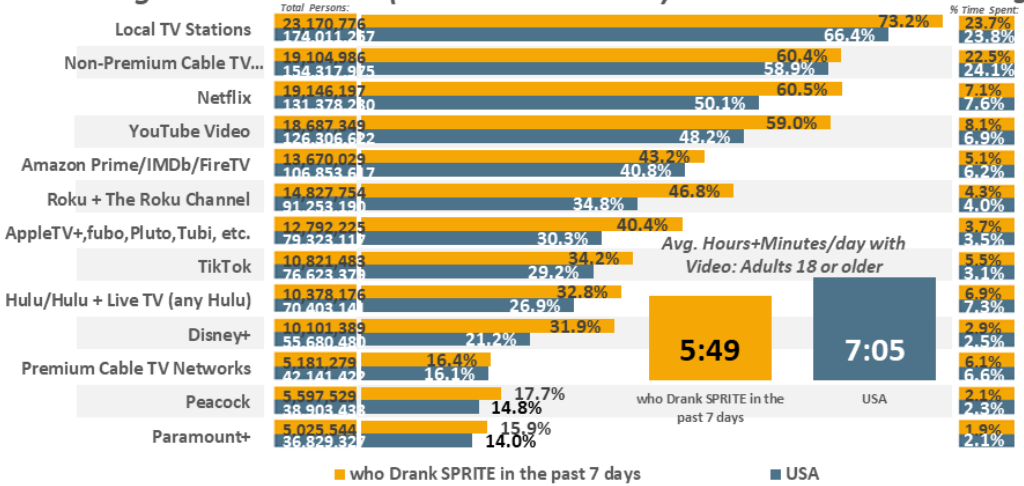
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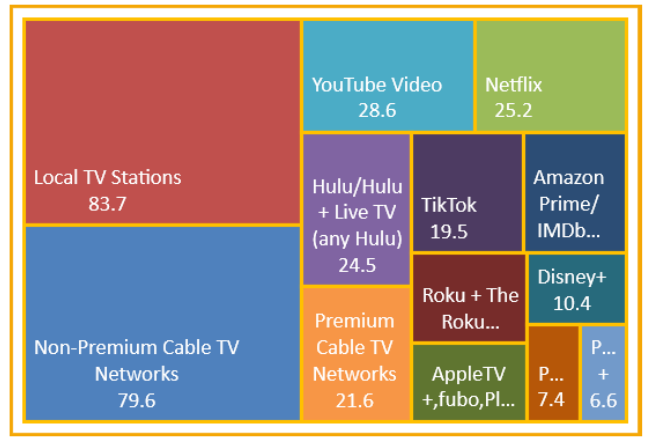
Beverages (regular soft drinks) drank past 7 days: Pepsi

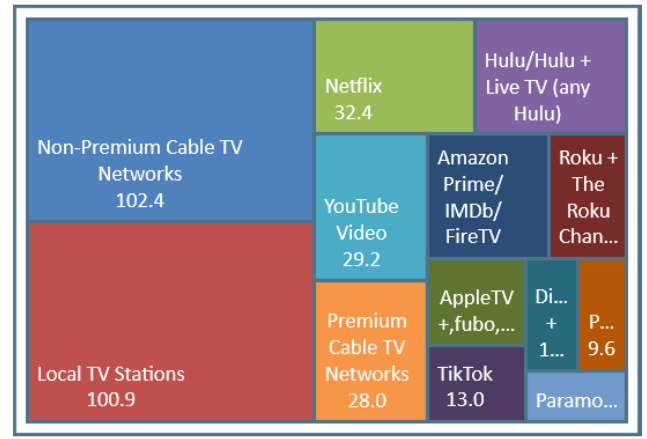
22,804,542 or 72.1% of Adults 18 or older who Drank SPRITE in the past 7 days watch Ad-Supported Local TV Stations for an average of 79.1 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

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

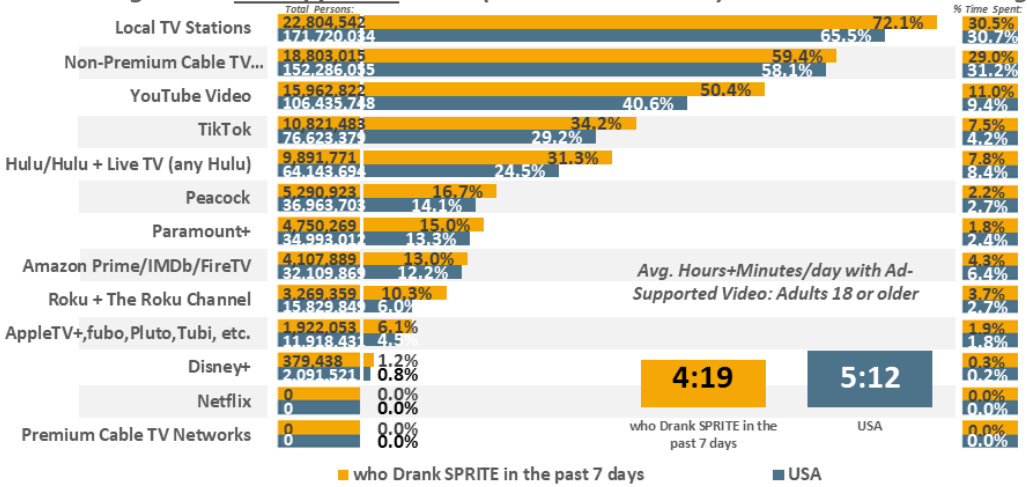


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

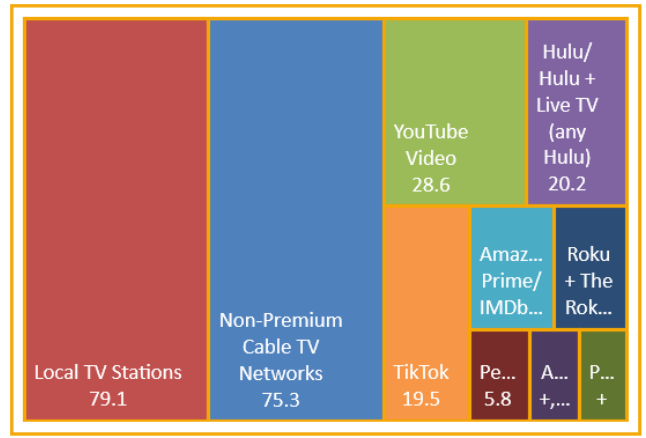


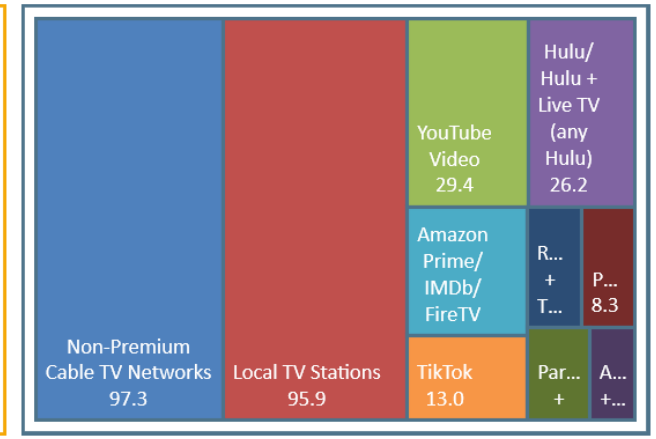


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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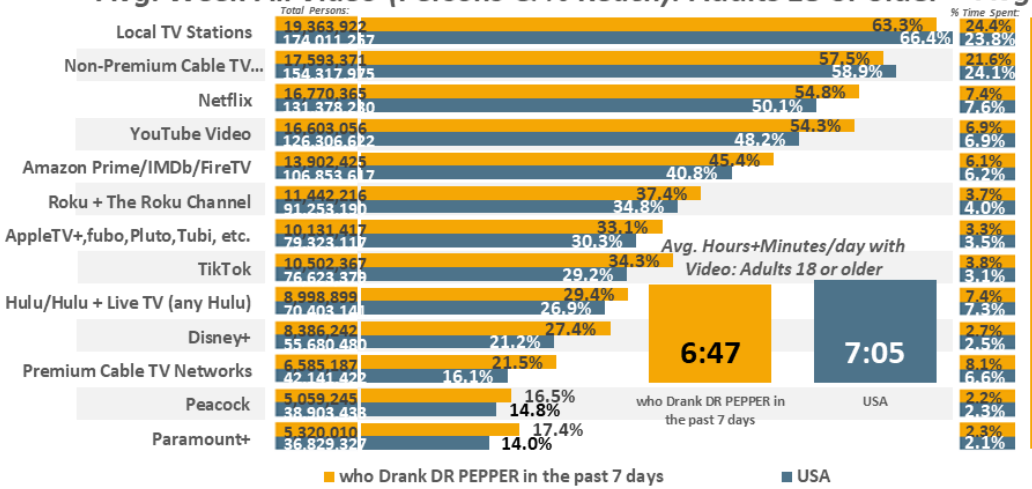
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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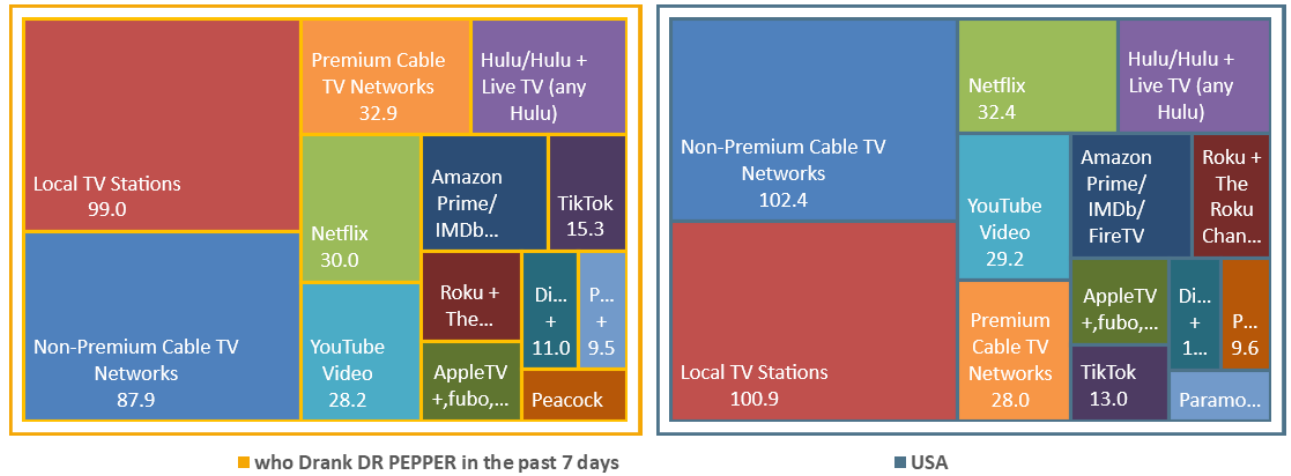
Beverages (regular soft drinks) drank past 7 days: Sprite

19,127,164 or 62.5% of Adults 18 or older who Drank DR PEPPER in the past 7 days watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

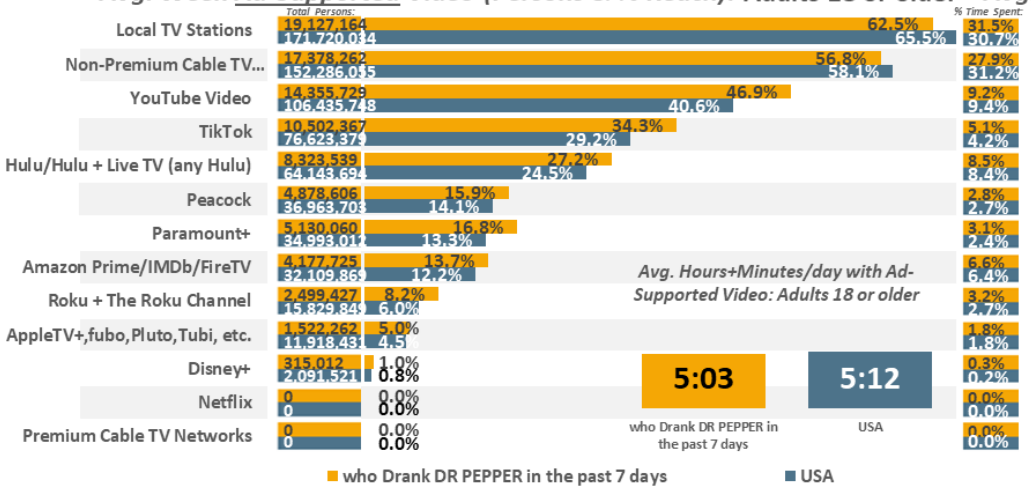
Avg. Week All Video (Persons & % Reach): Adults 18 or older



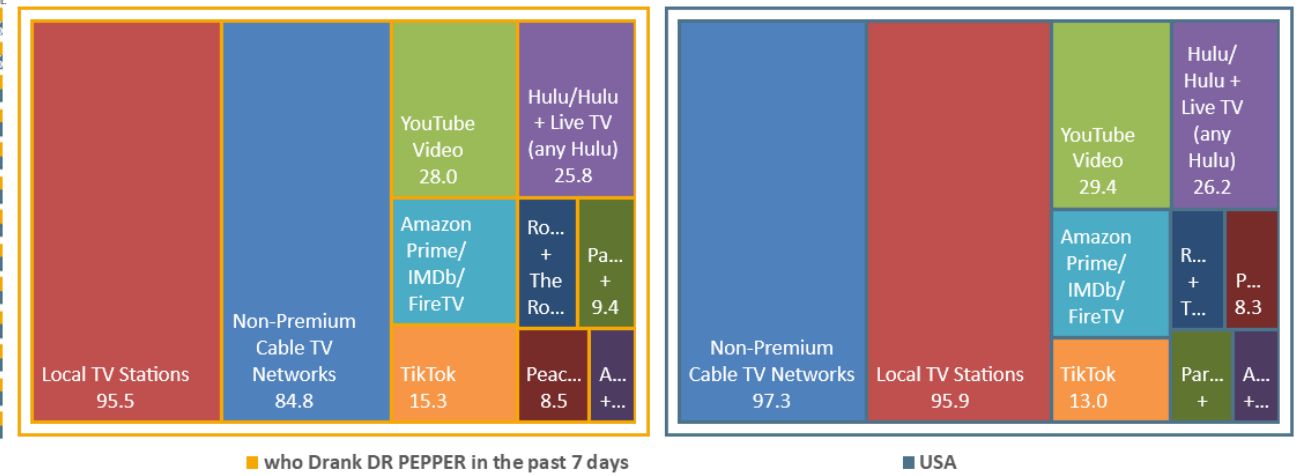
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

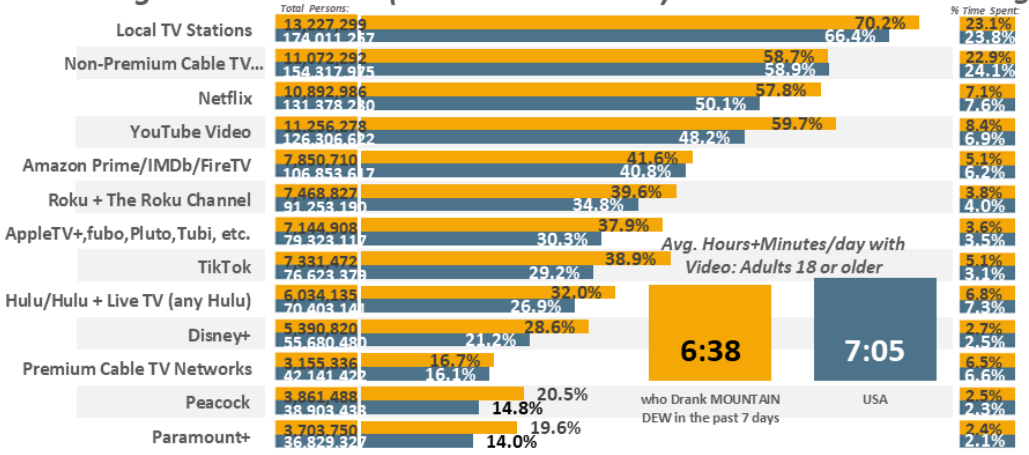
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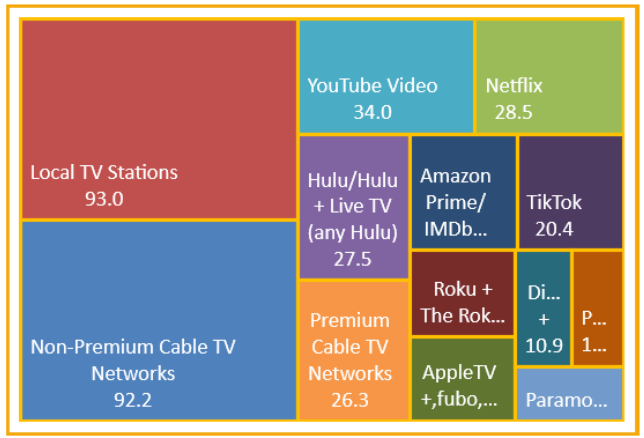
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

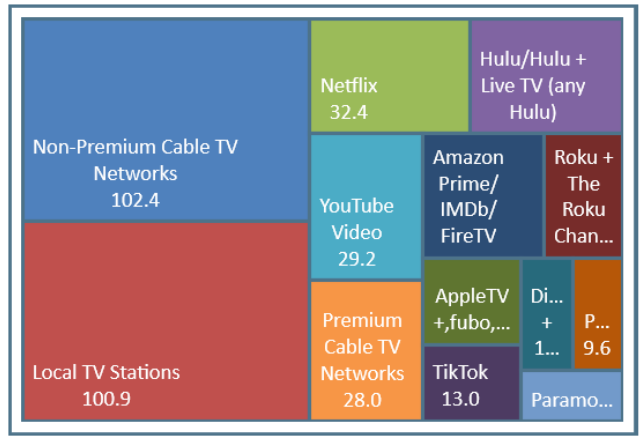
13,074,916 or 69.3% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days watch Ad-Supported Local TV Stations for an average of 89.3 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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

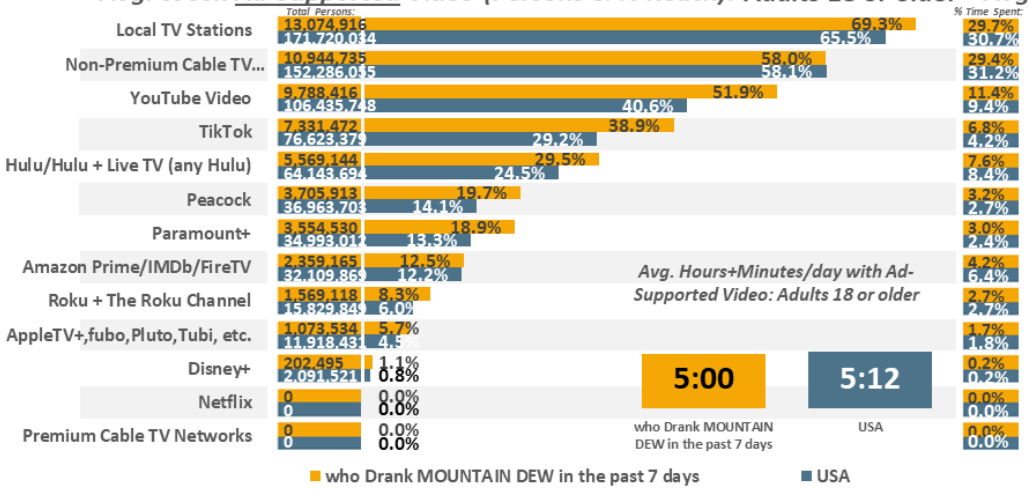


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

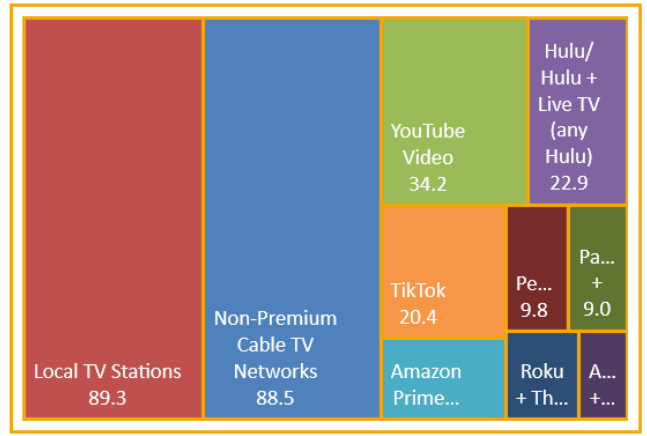


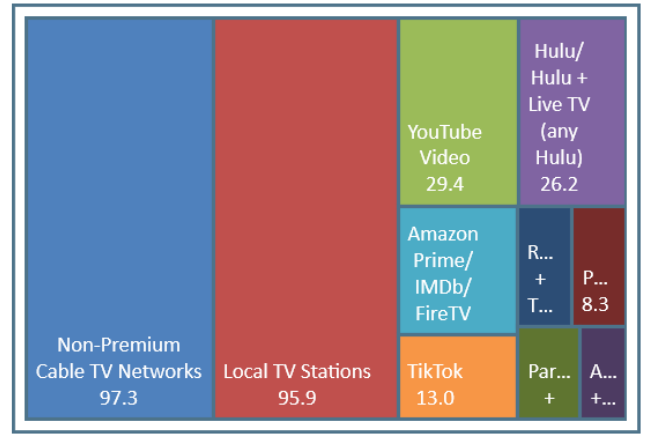


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

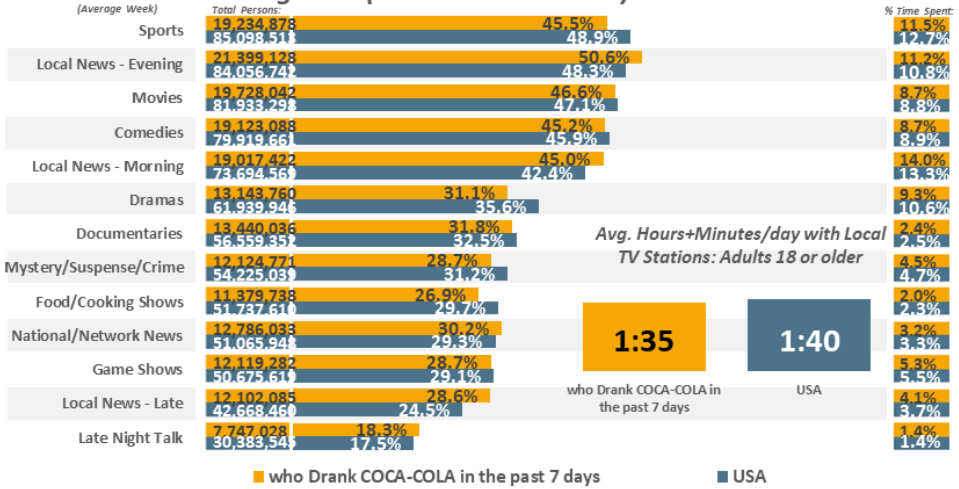
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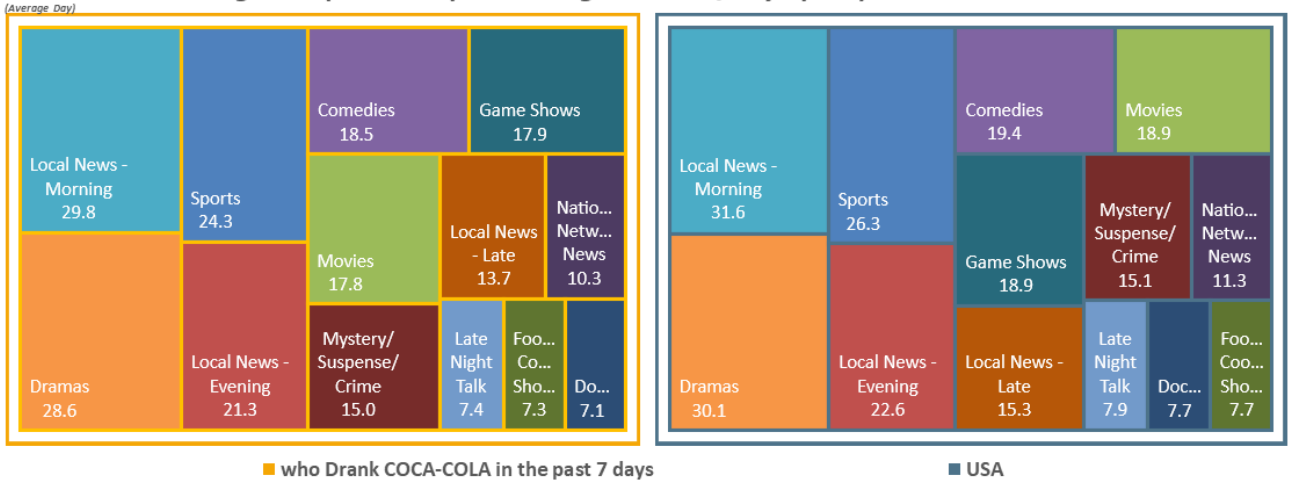
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

41,584,142 or 69.3% of Adults 18 or older who Drank COCA-COLA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

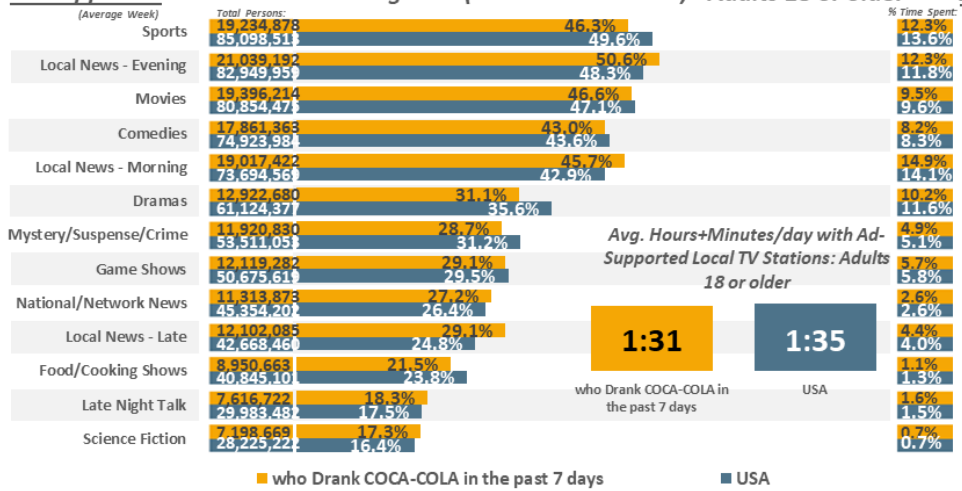
Local TV Station Programs (Persons & % Reach): Adults 18 or older



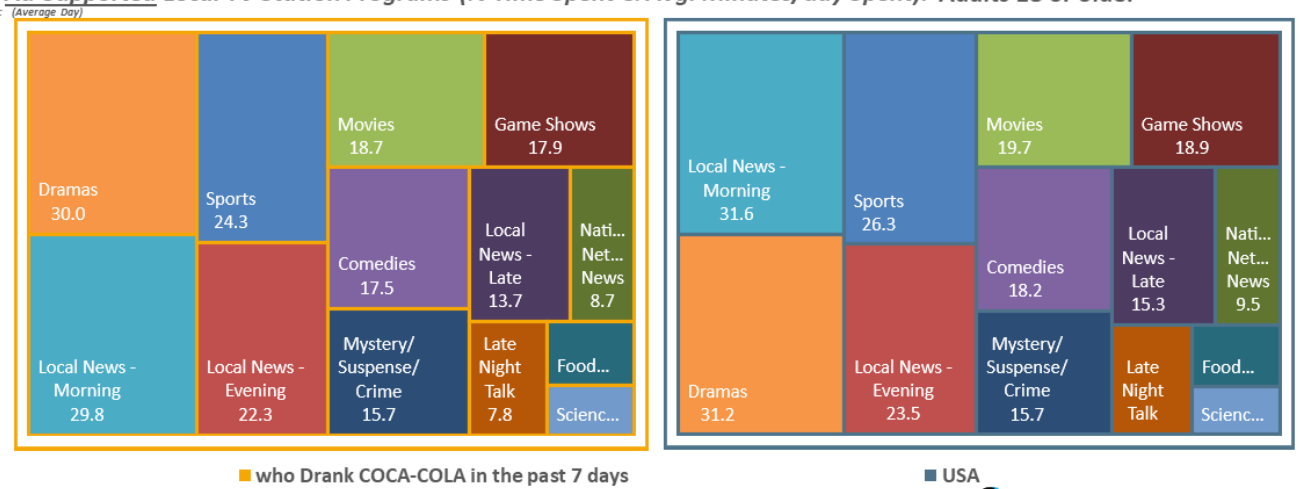
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,079*

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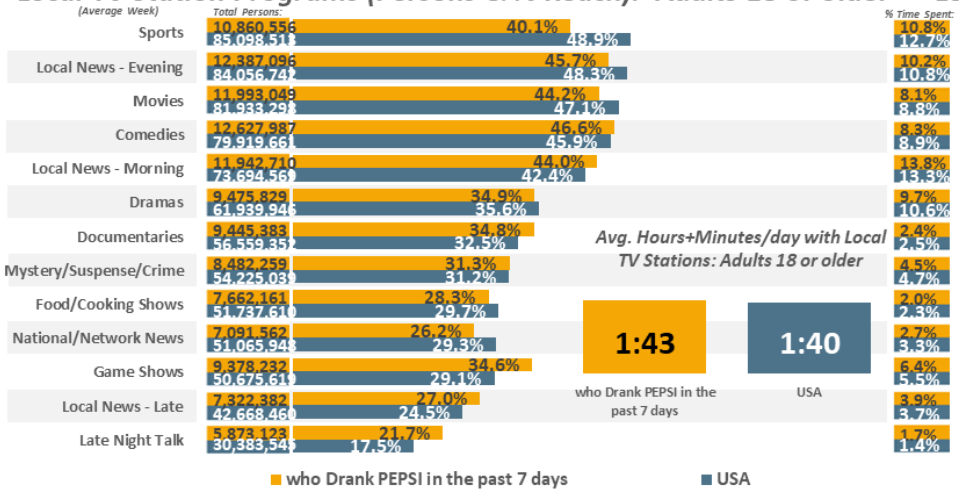
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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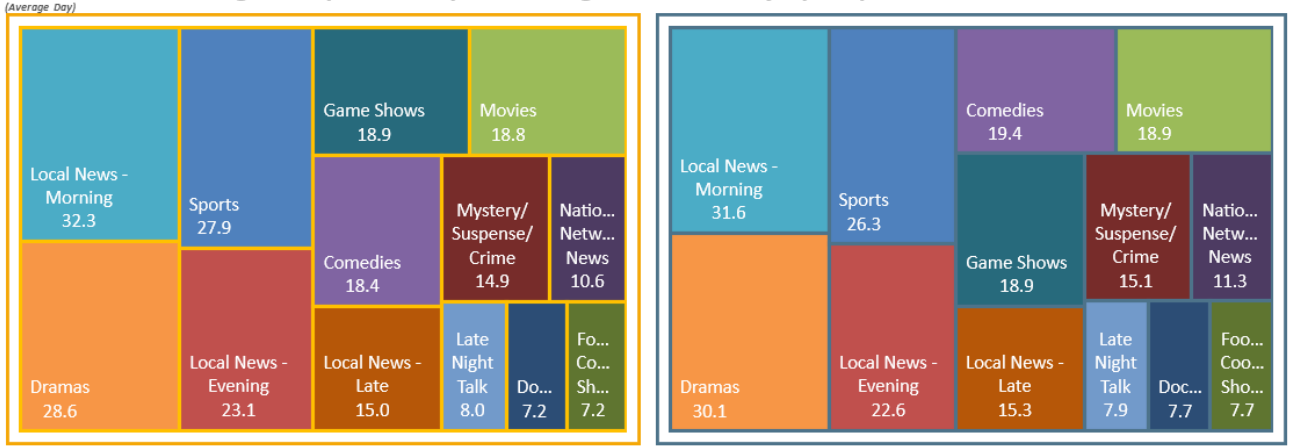
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

26,457,916 or 72.5% of Adults 18 or older who Drank PEPSI in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Movies, Sports, and Game Shows.

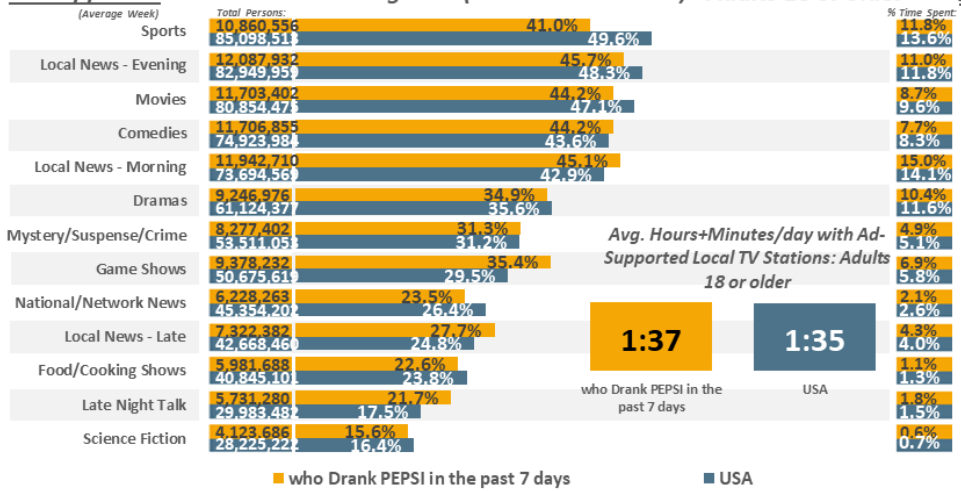
Local TV Station Programs (Persons & % Reach): Adults 18 or older



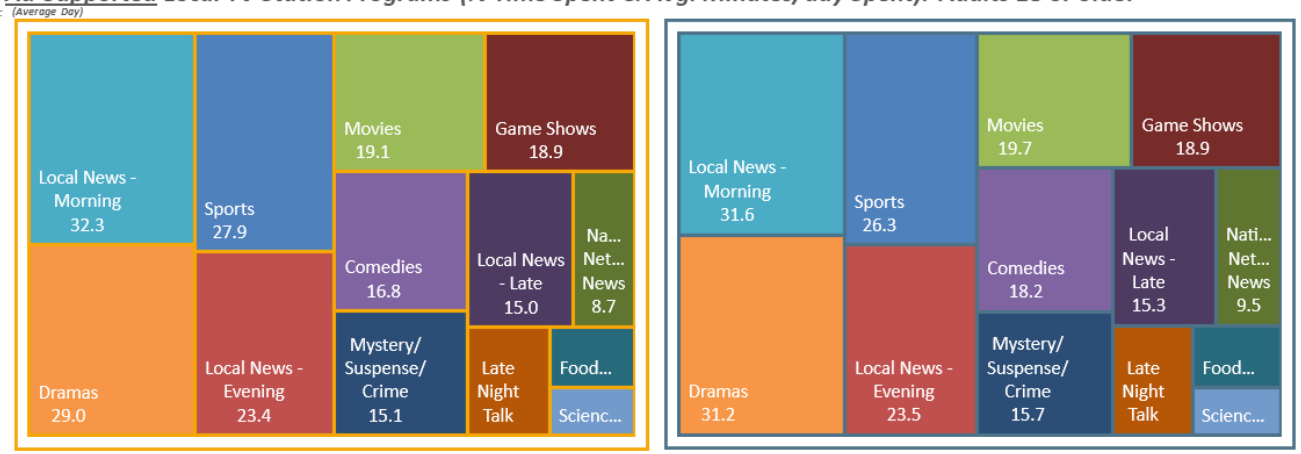
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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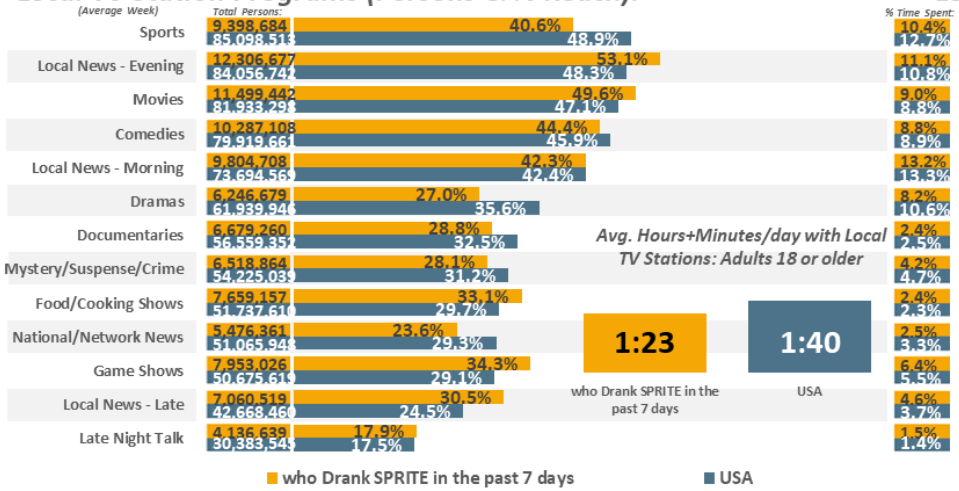
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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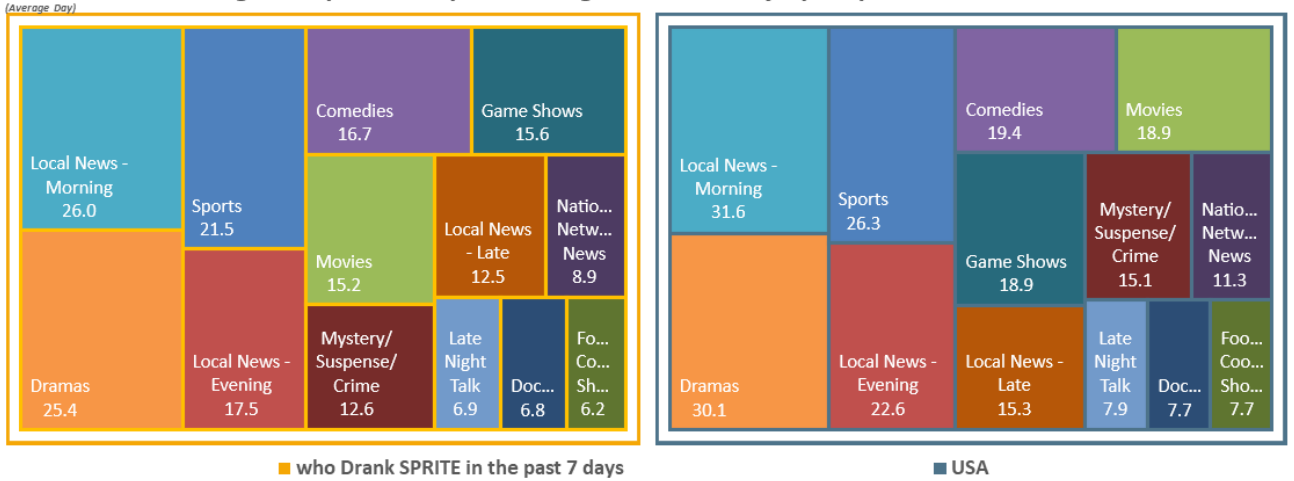
Beverages (regular soft drinks) drank past 7 days: Pepsi

22,804,542 or 72.1% of Adults 18 or older who Drank SPRITE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Sports, and Game Shows.

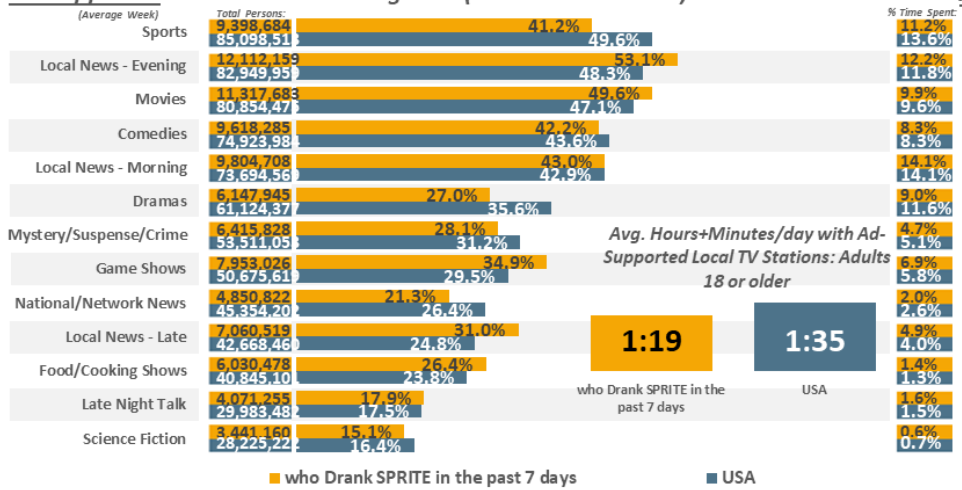
Local TV Station Programs (Persons & % Reach): Adults 18 or older



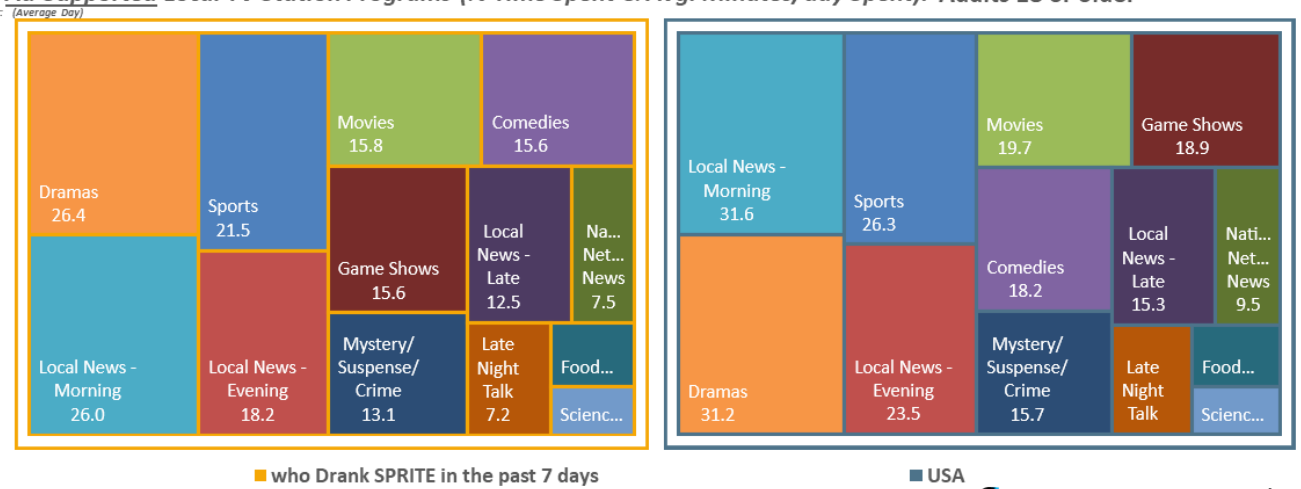
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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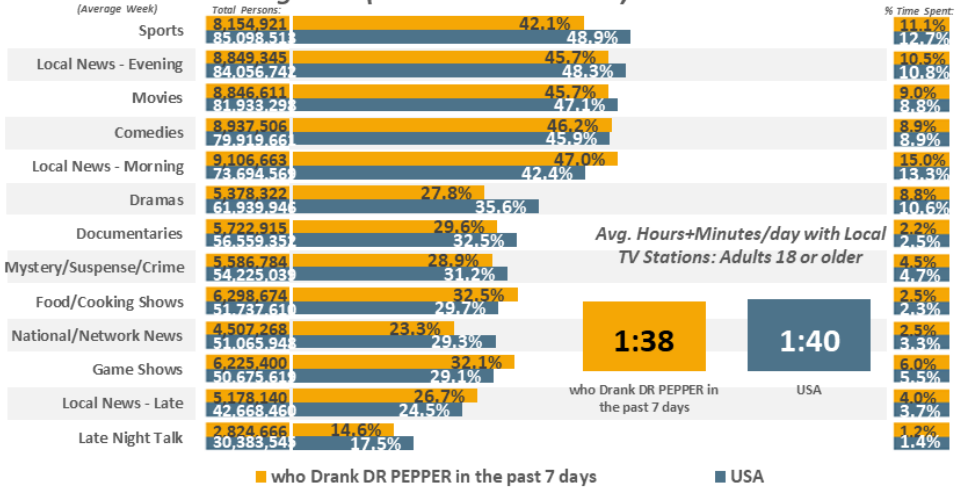
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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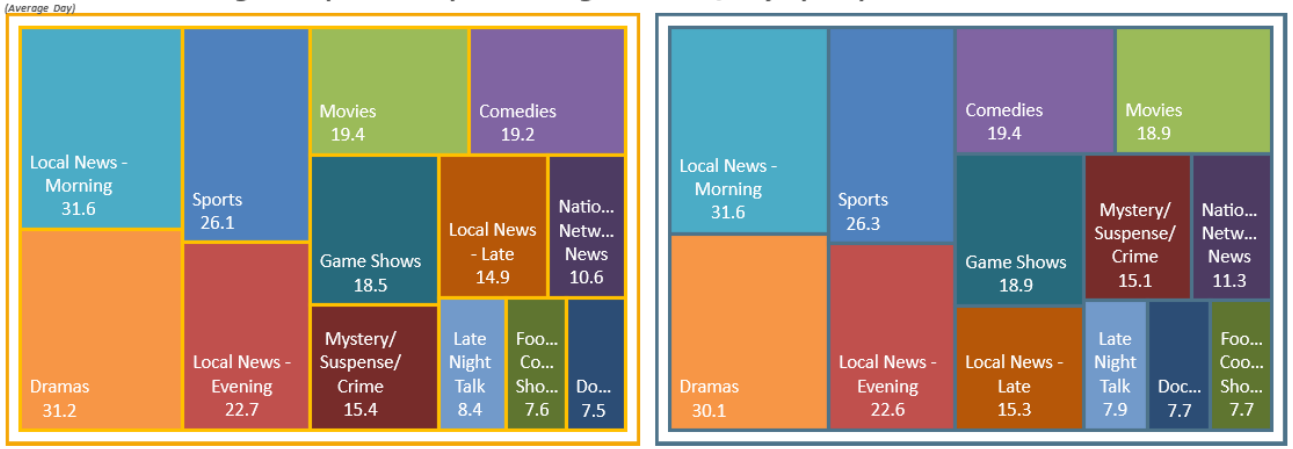
Beverages (regular soft drinks) drank past 7 days: Sprite

19,127,164 or 62.5% of Adults 18 or older who Drank DR PEPPER in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Comedies, Sports, and Game Shows.

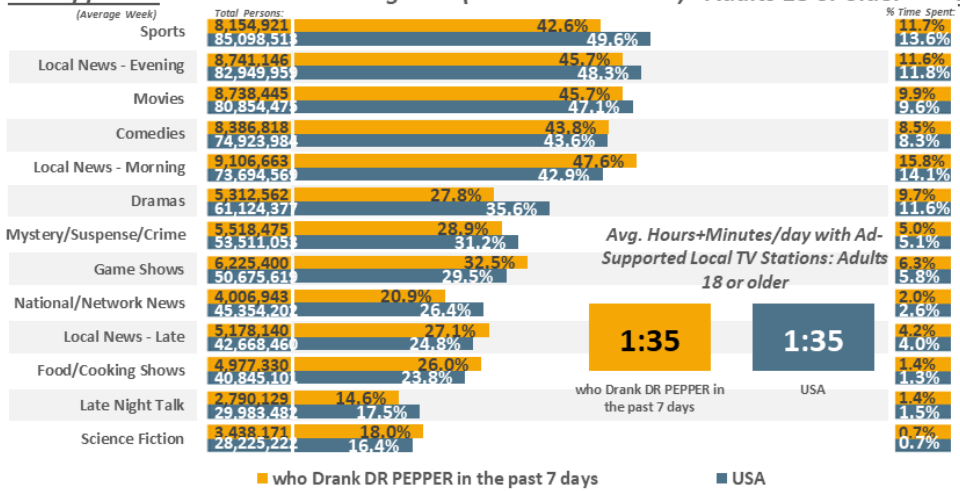
Local TV Station Programs (Persons & % Reach): Adults 18 or older



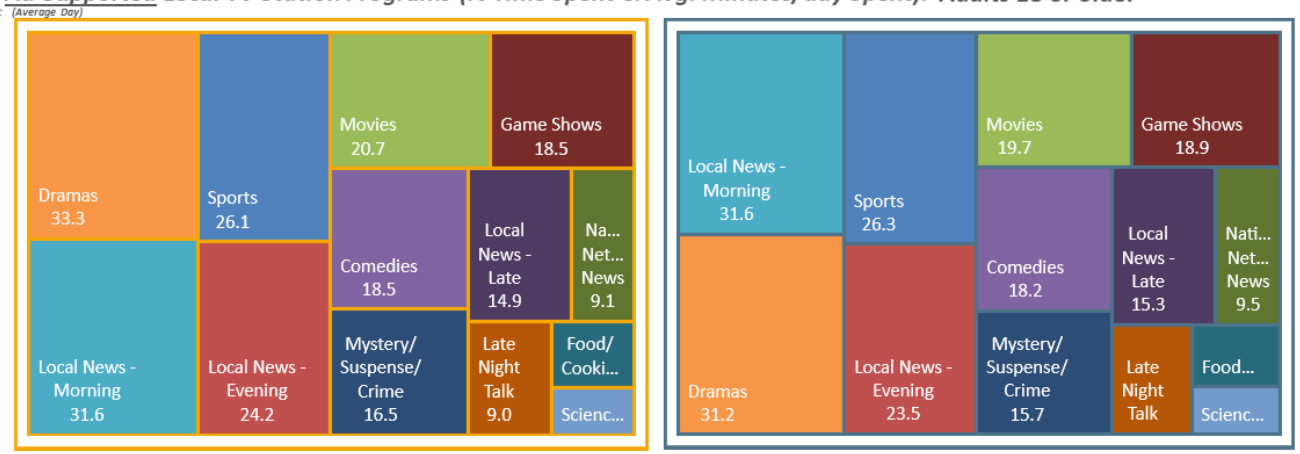
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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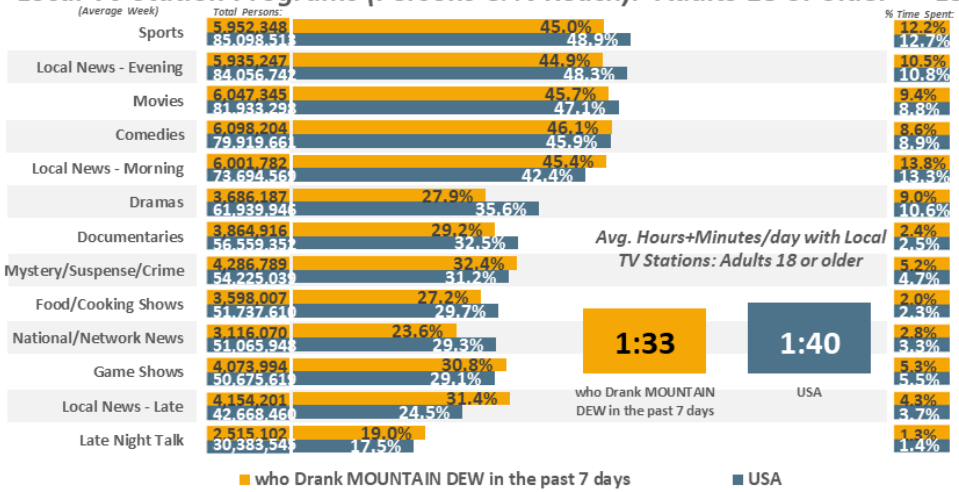
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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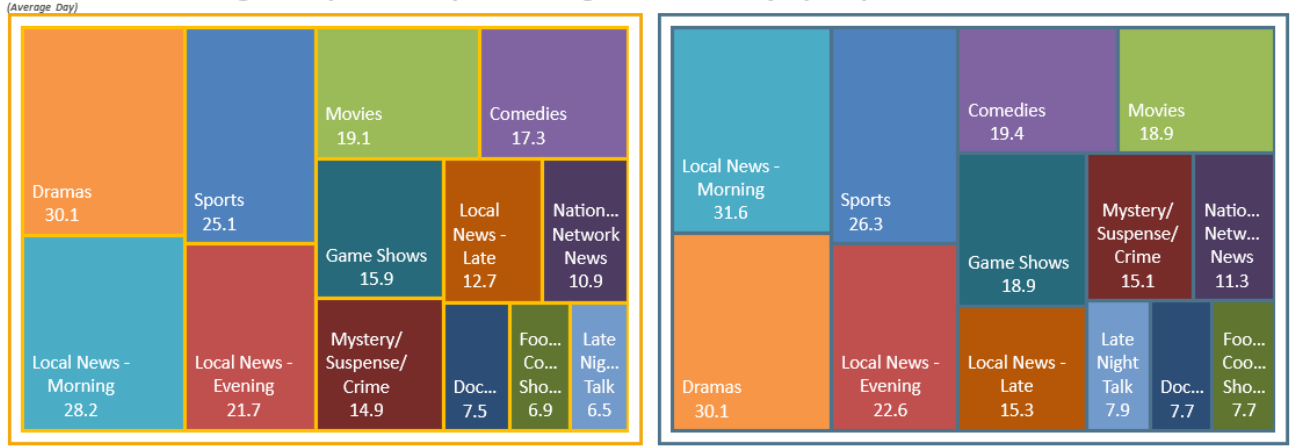
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

13,074,916 or 69.3% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Movies, Sports, Local News - Evening, Comedies, and Mystery/Suspense/Crime.

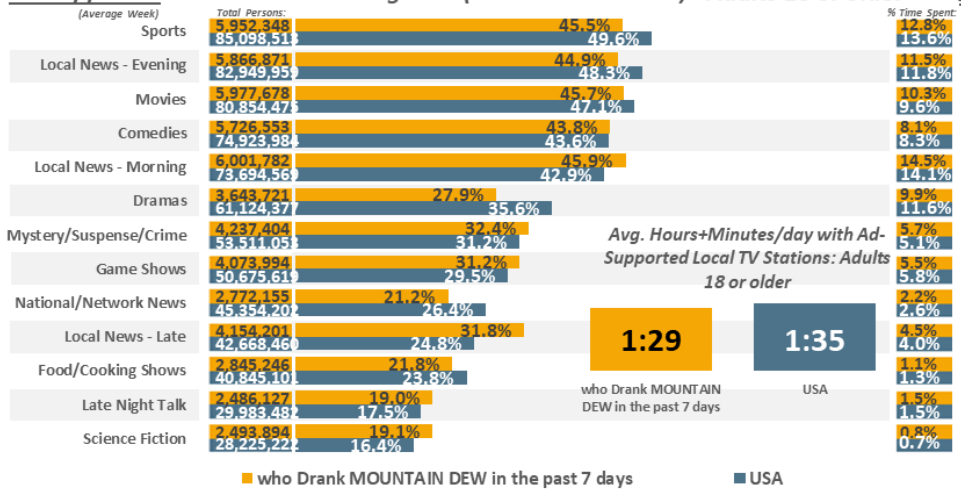
Local TV Station Programs (Persons & % Reach): Adults 18 or older



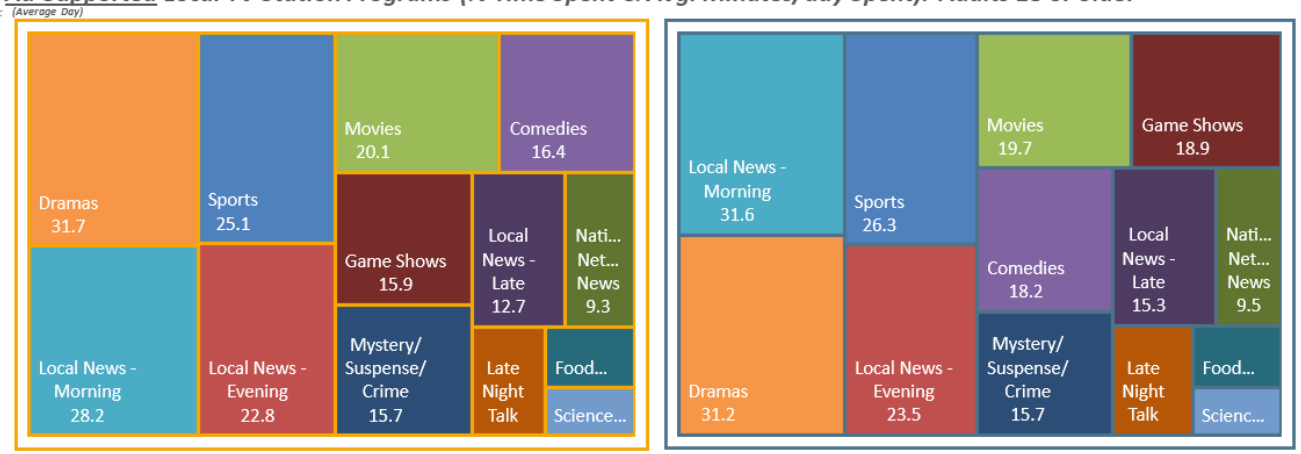
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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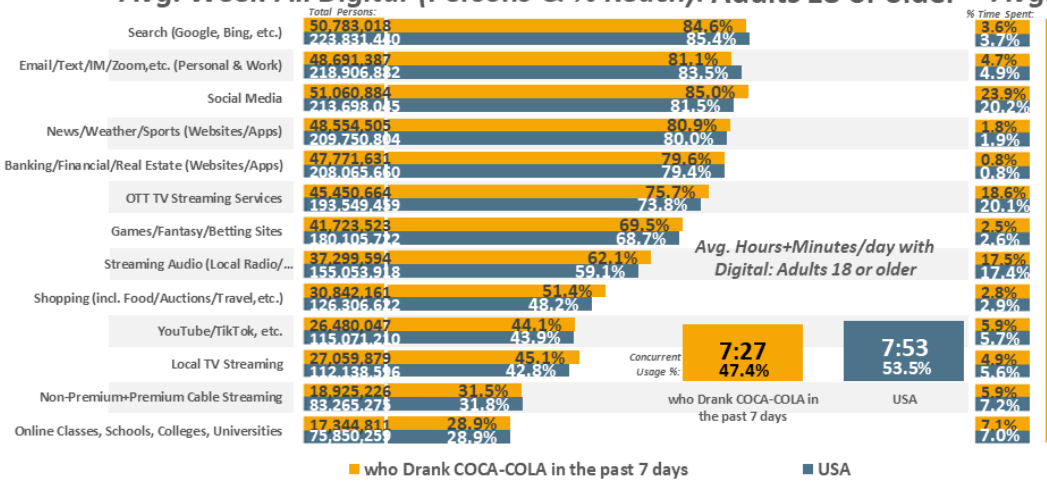
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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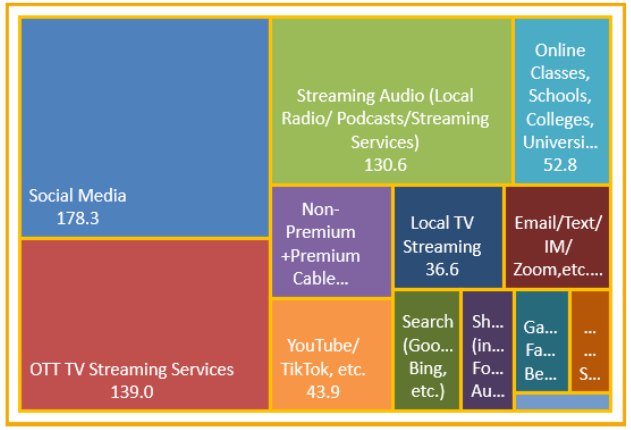
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

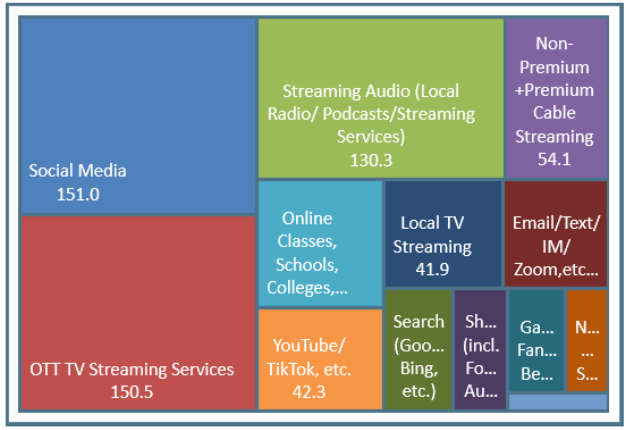
44,475,446 or 74.1% of Adults 18 or older who Drank COCA-COLA in the past 7 days use Ad-Supported Social Media for an average of 155.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

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

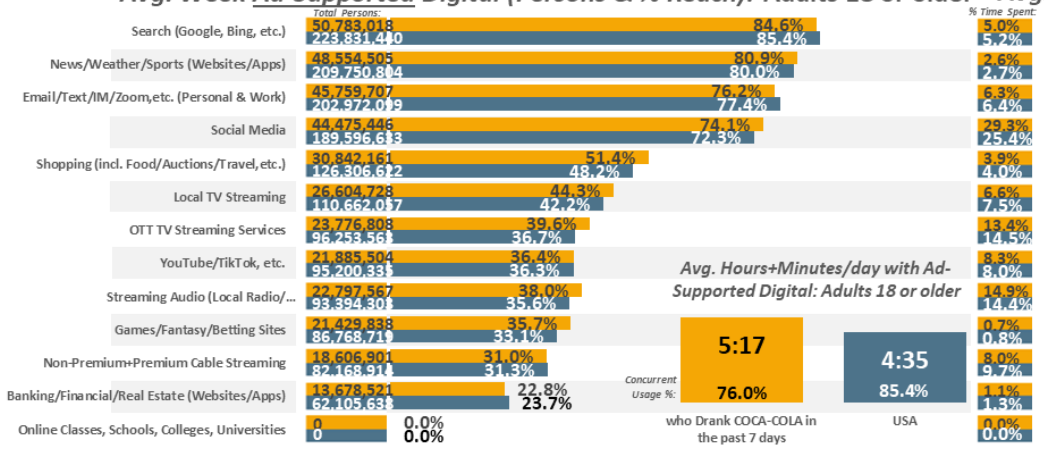


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

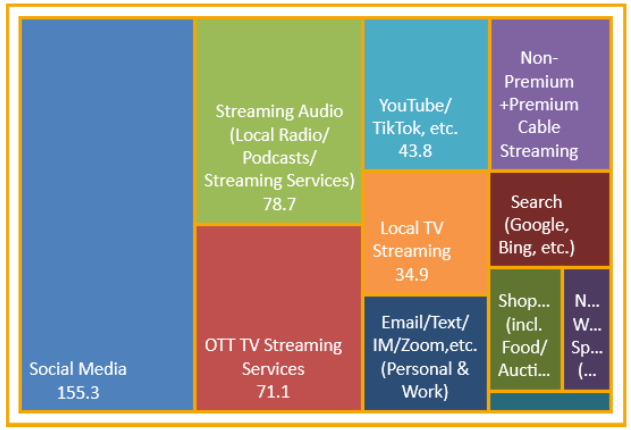


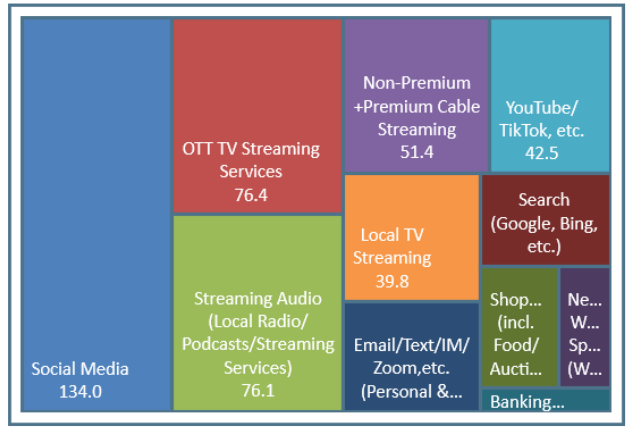


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

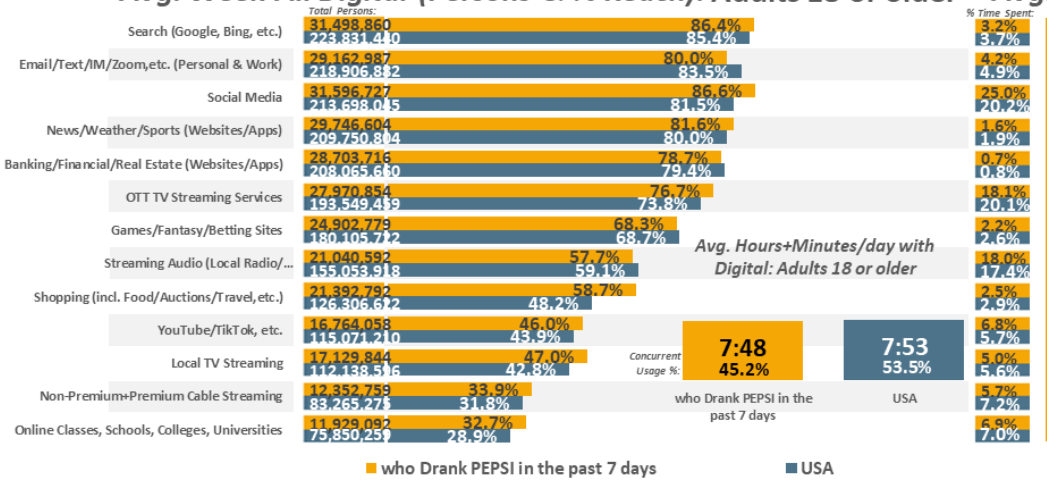
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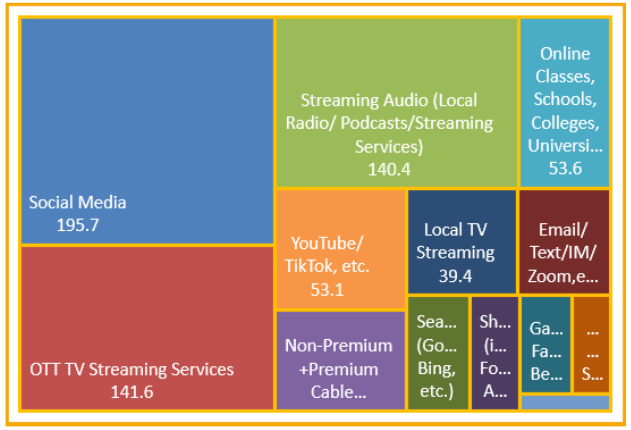
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

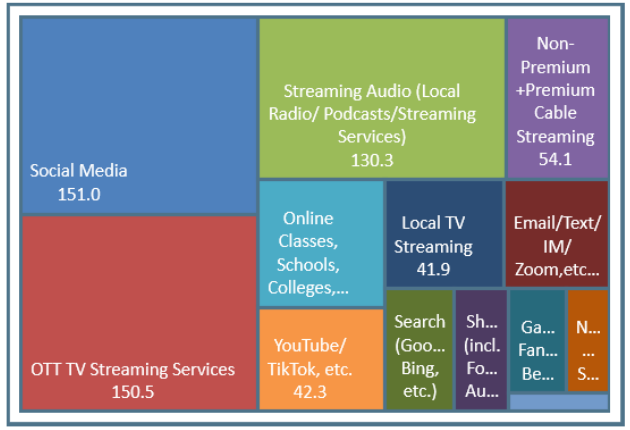
27,904,782 or 76.5% of Adults 18 or older who Drank PEPSI in the past 7 days use Ad-Supported Social Media for an average of 172.8 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

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

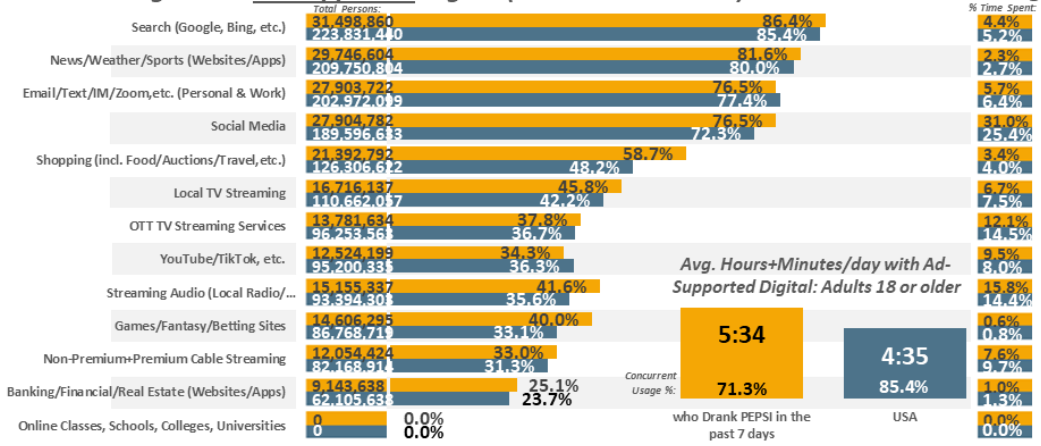


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

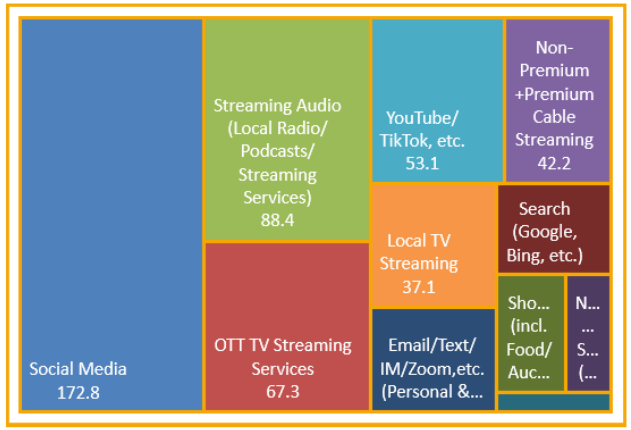


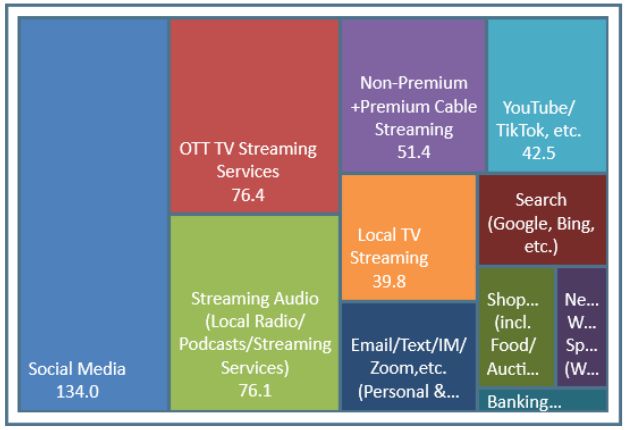


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





who Drank PEPSI in the past 7 days

USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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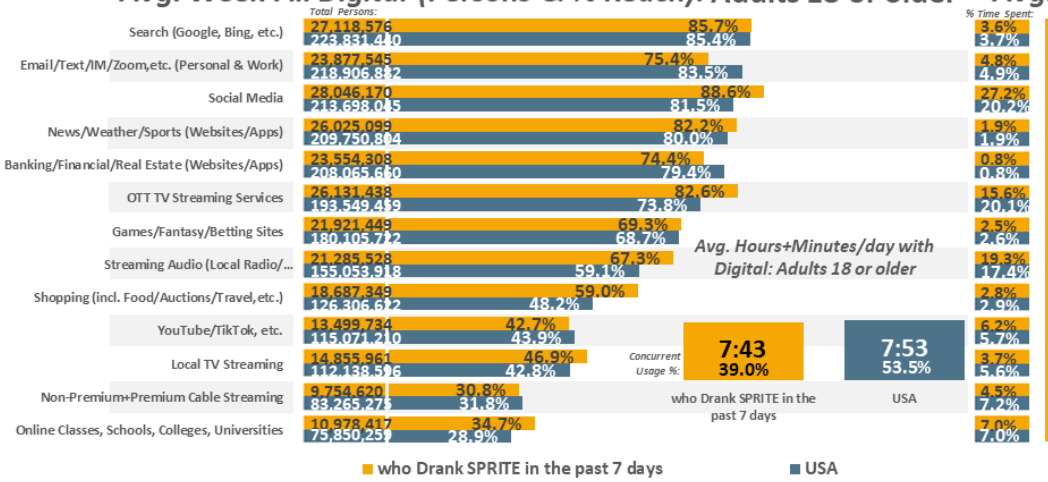
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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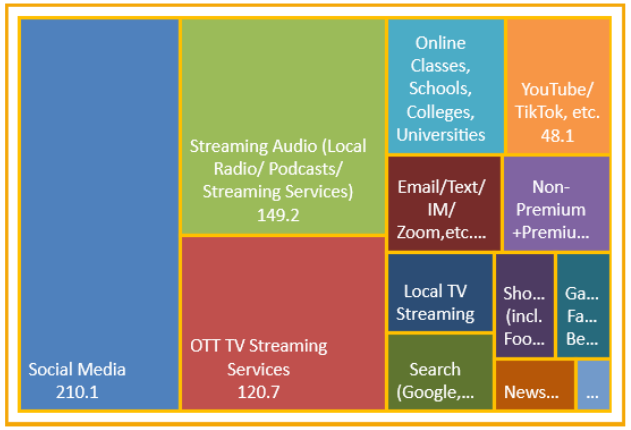
Beverages (regular soft drinks) drank past 7 days: Pepsi

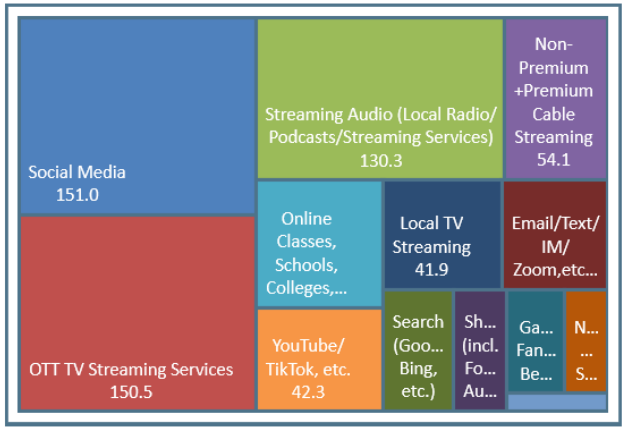
25,196,046 or 79.6% of Adults 18 or older who Drank SPRITE in the past 7 days use Ad-Supported Social Media for an average of 188.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

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

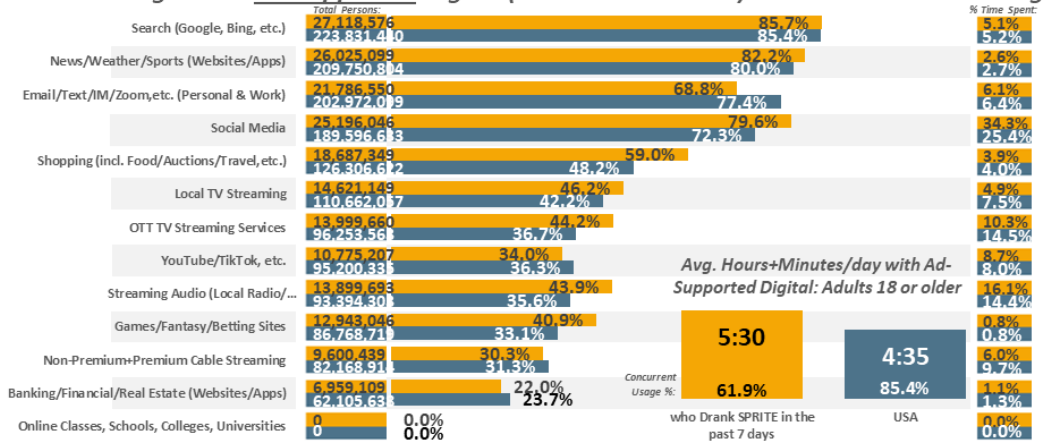


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

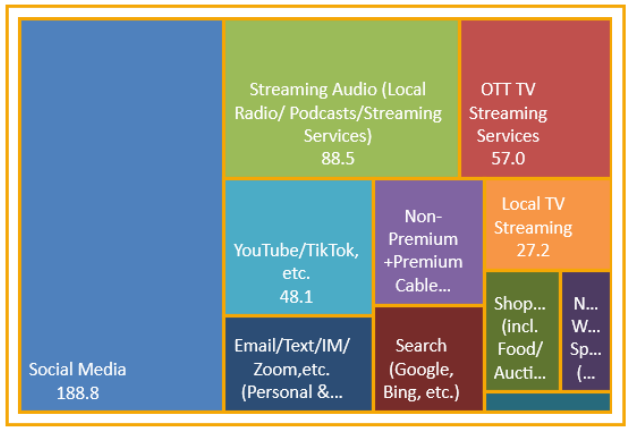


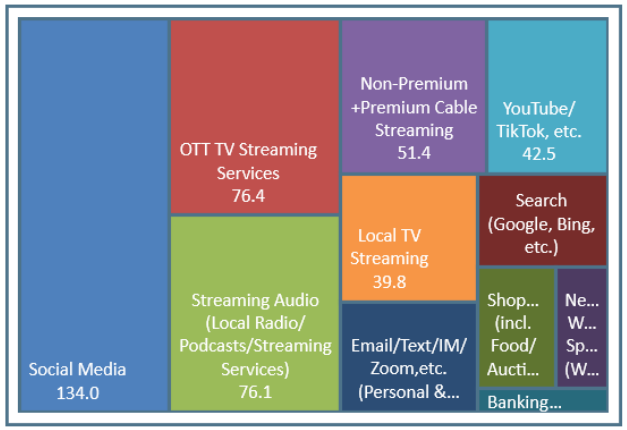


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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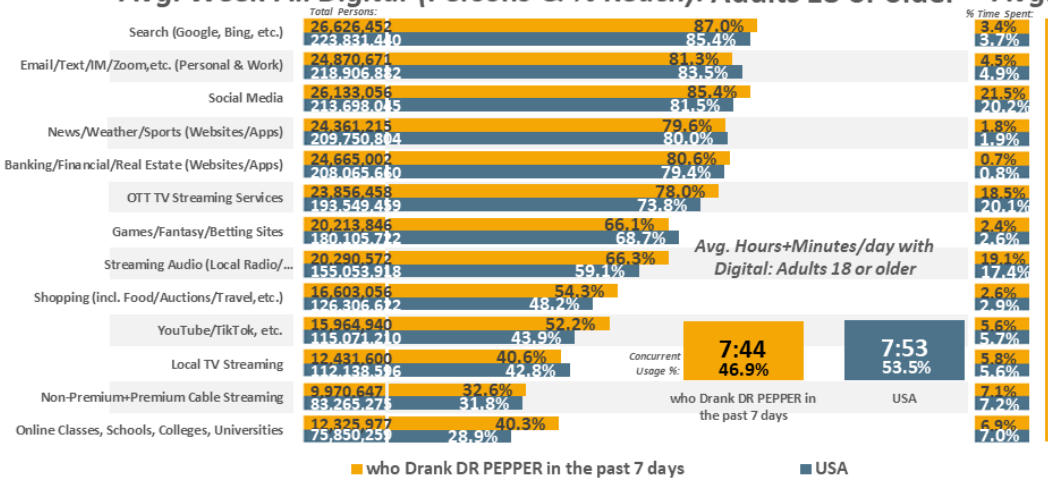
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

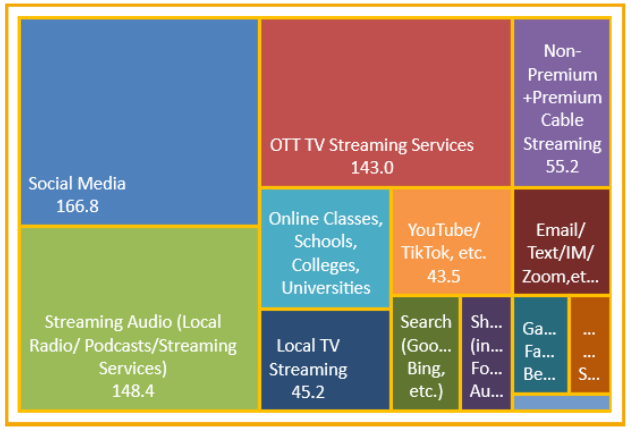
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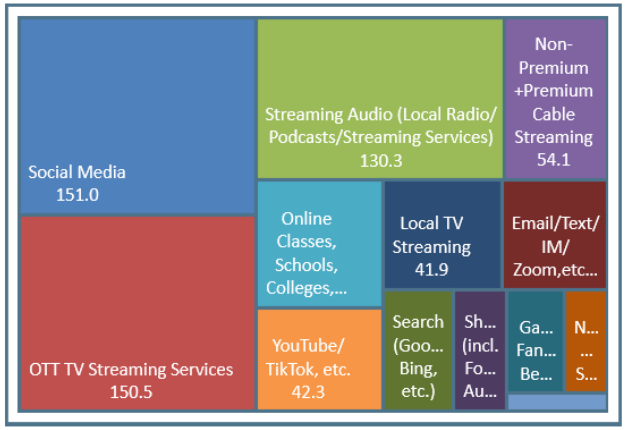
Beverages (regular soft drinks) drank past 7 days: Sprite

23,268,123 or 76.1% of Adults 18 or older who Drank DR PEPPER in the past 7 days use Ad-Supported Social Media for an average of 148.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

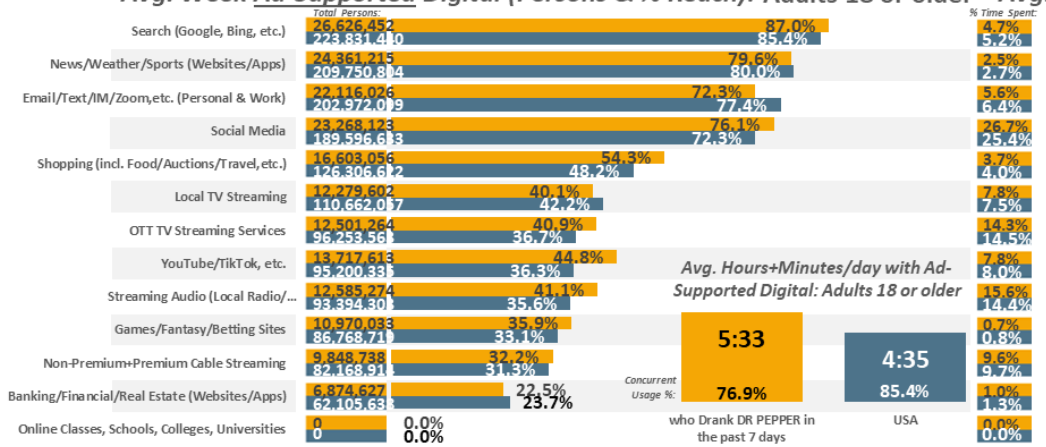


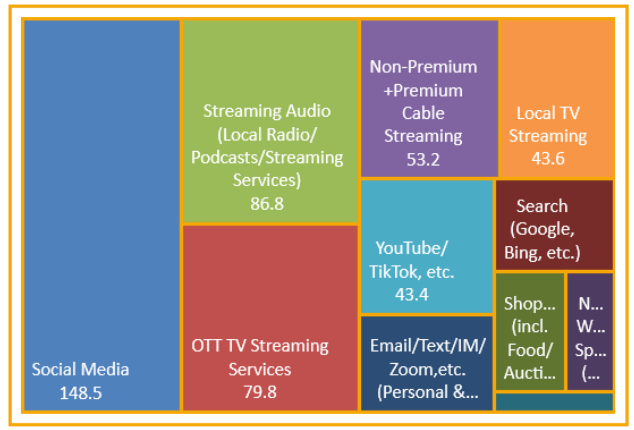


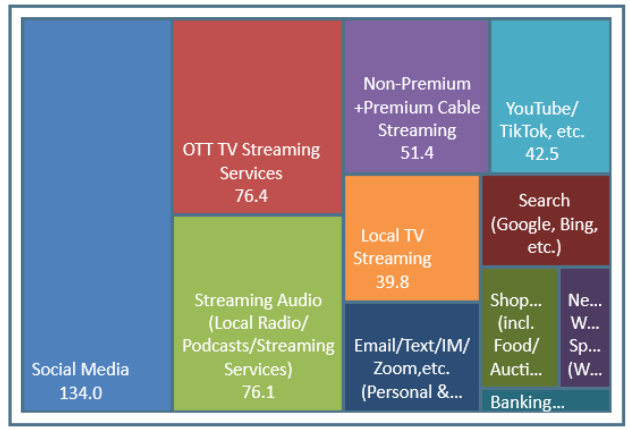


who Drank DR PEPPER in the past 7 days ■ USA

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







who Drank DR PEPPER in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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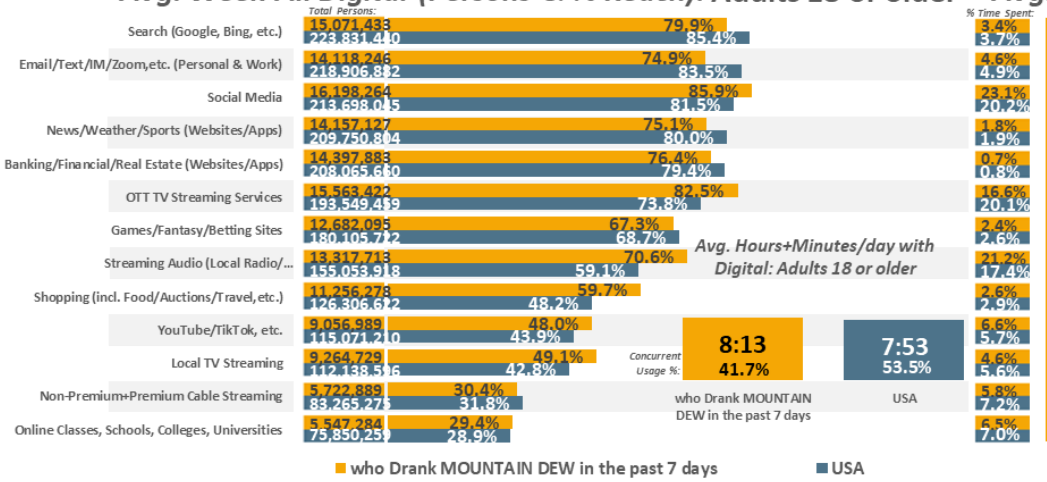
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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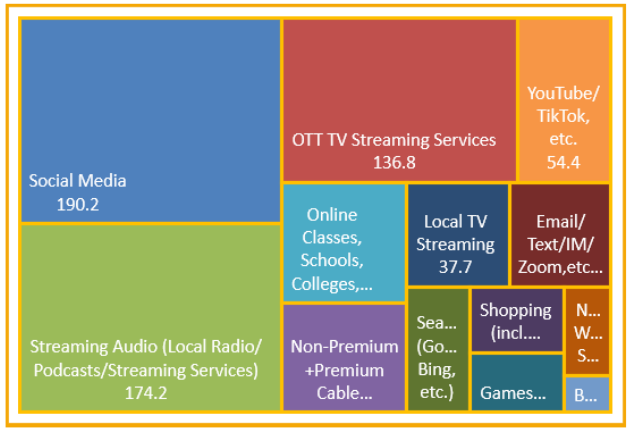
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

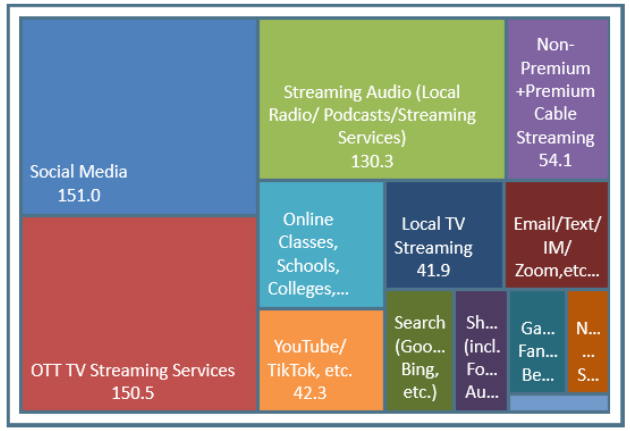
14,377,162 or 76.3% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days use Ad-Supported Social Media for an average of 168.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

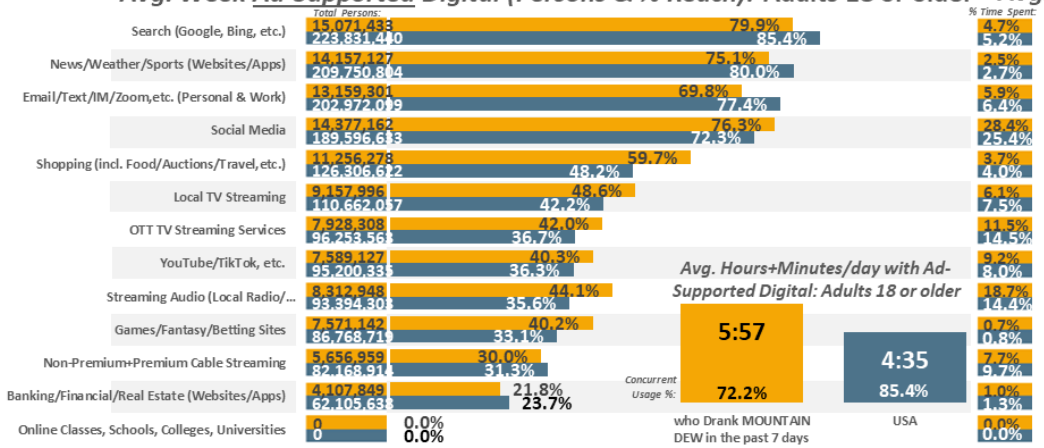


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

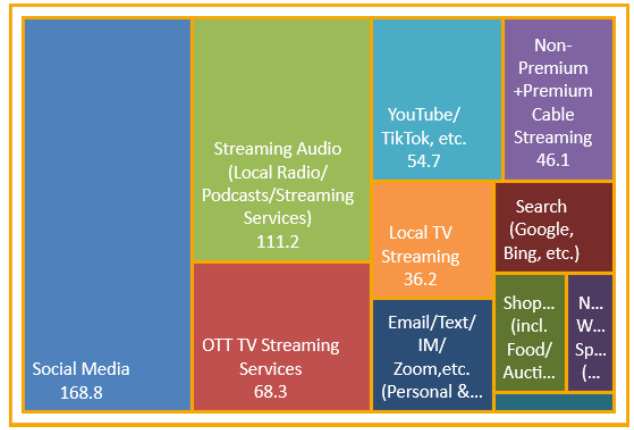


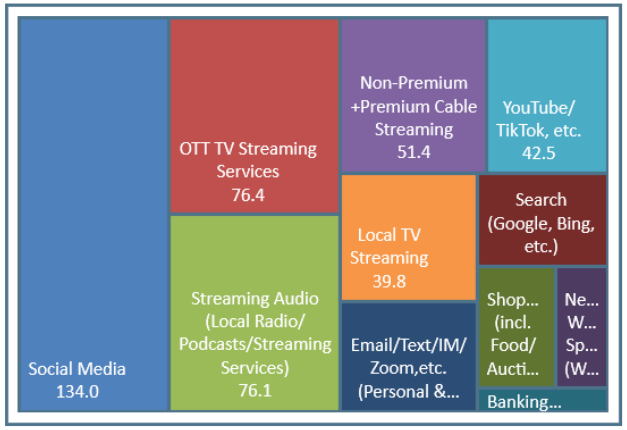


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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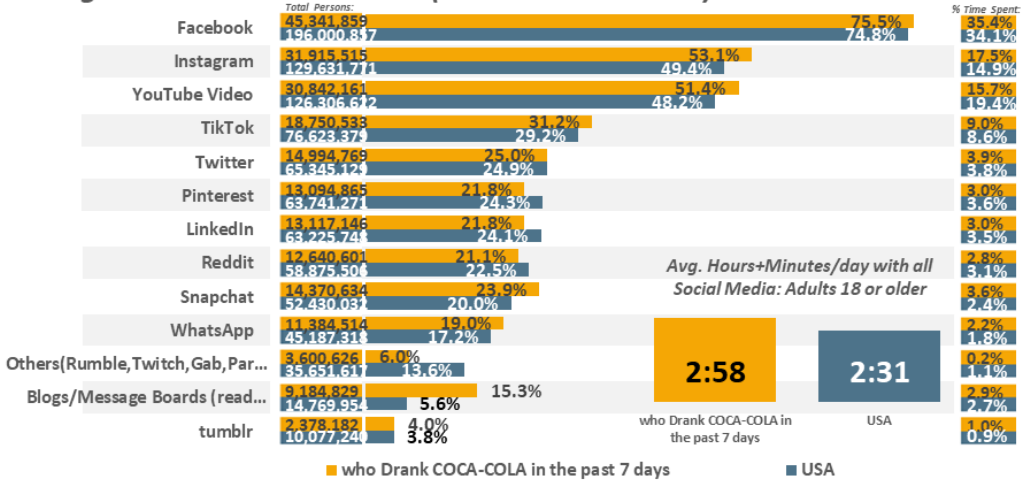
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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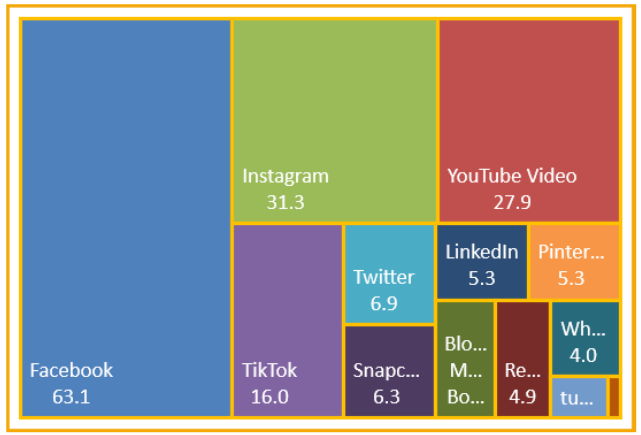
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

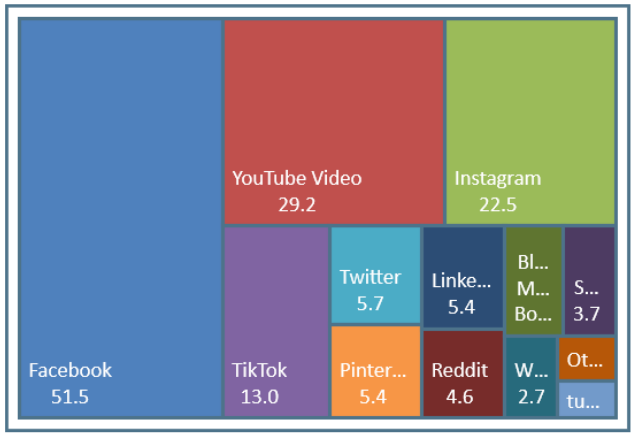
44,475,446 or 74.1% of Adults 18 or older who Drank COCA-COLA in the past 7 days use Ad-Supported Facebook for an average of 55.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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

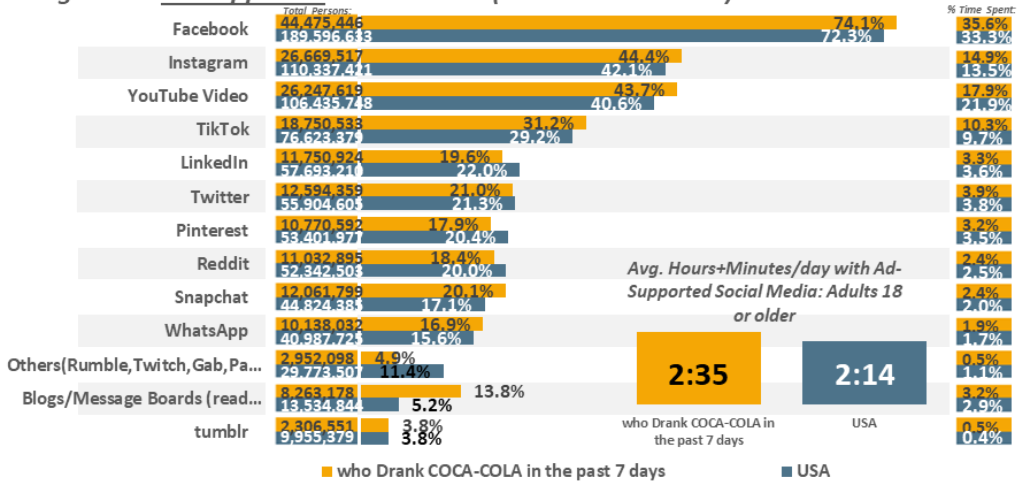


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

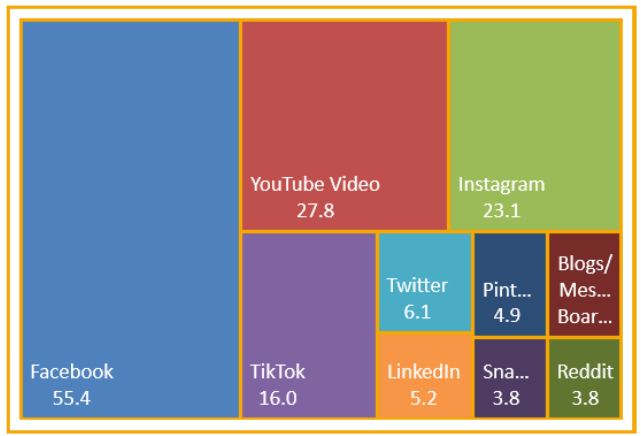


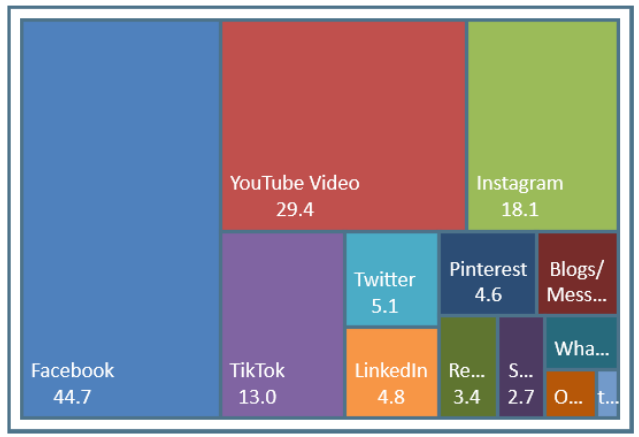


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

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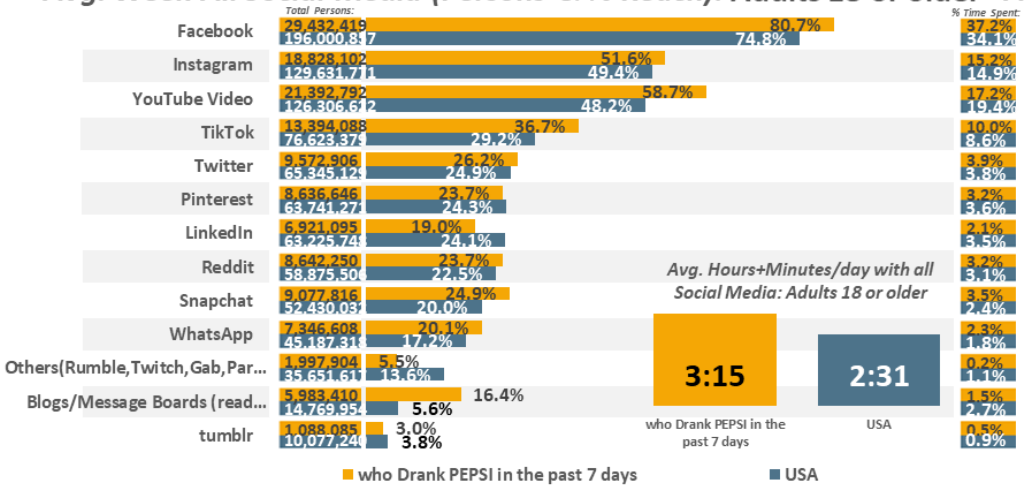
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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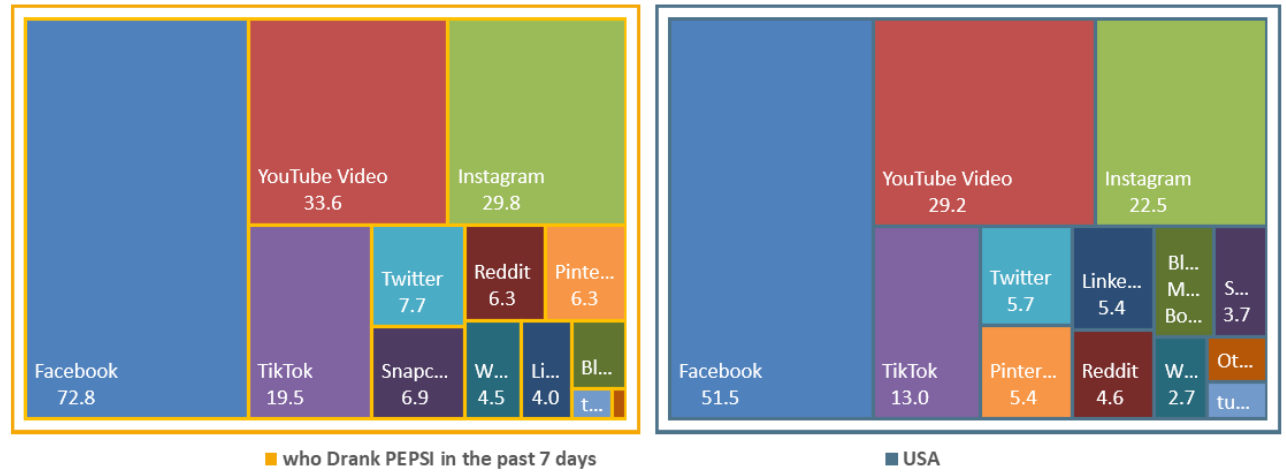
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

27,904,782 or 76.5% of Adults 18 or older who Drank PEPSI in the past 7 days use Ad-Supported Facebook for an average of 61.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

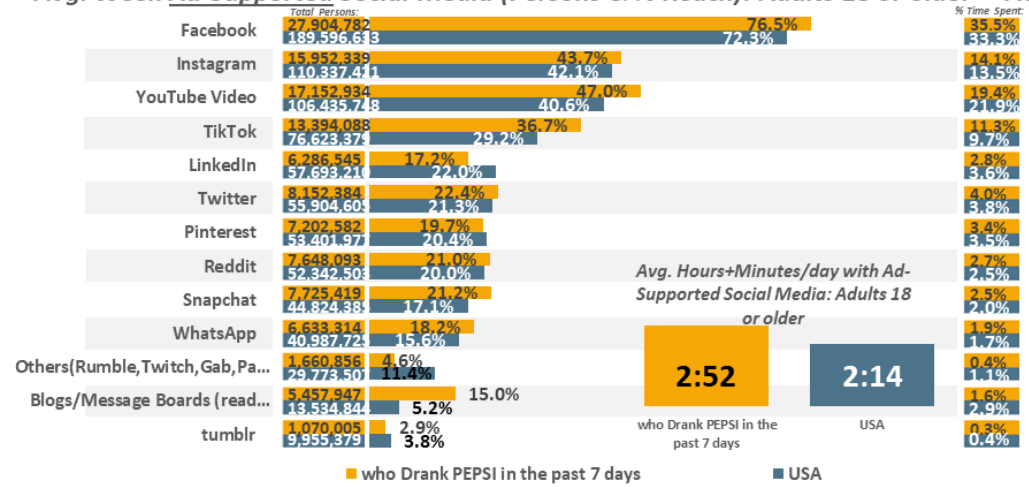
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



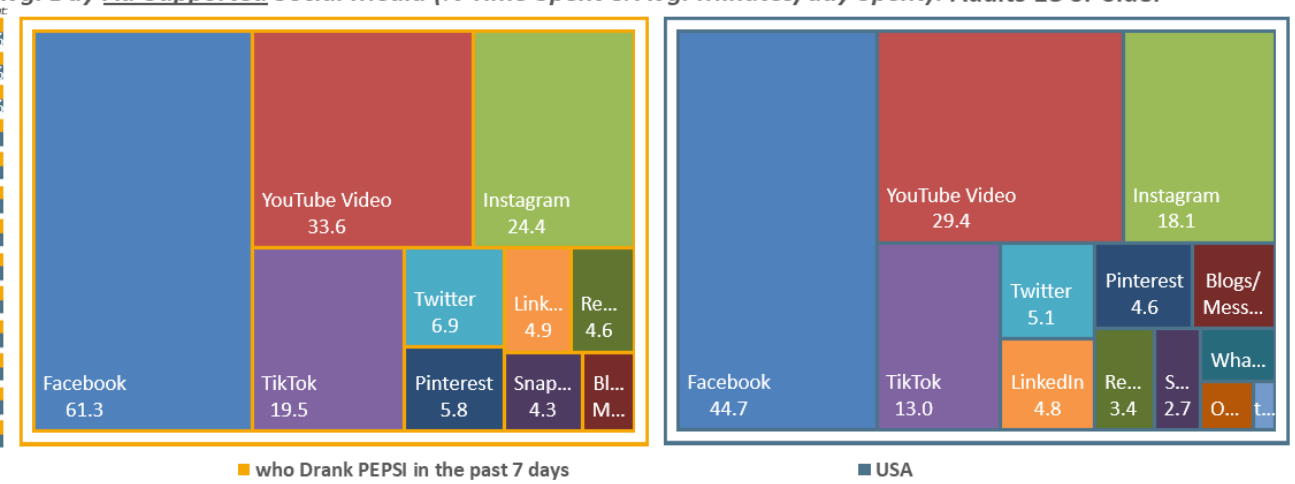
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

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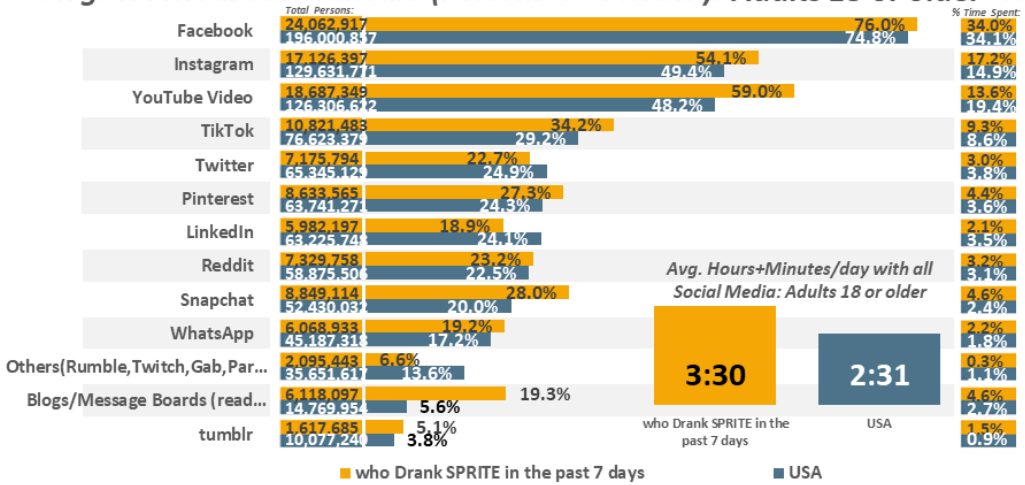
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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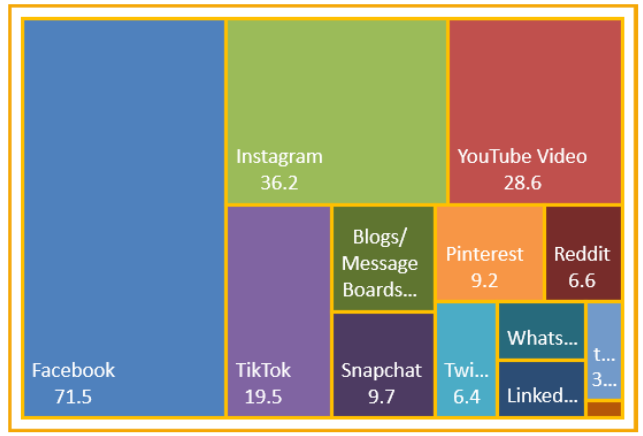
Beverages (regular soft drinks) drank past 7 days: Pepsi

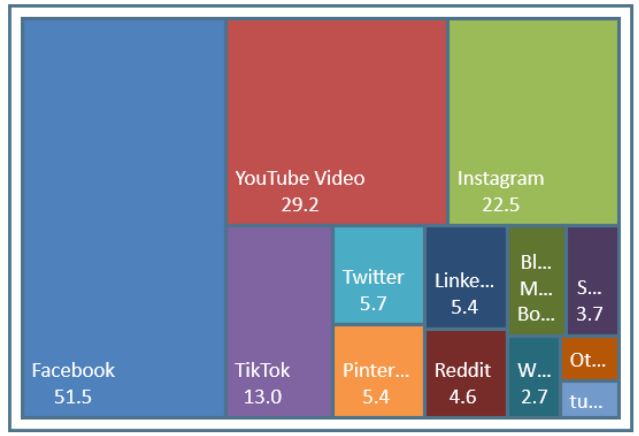
24,062,917 or 76.% of Adults 18 or older who Drank SPRITE in the past 7 days use Ad-Supported Facebook for an average of 66.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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

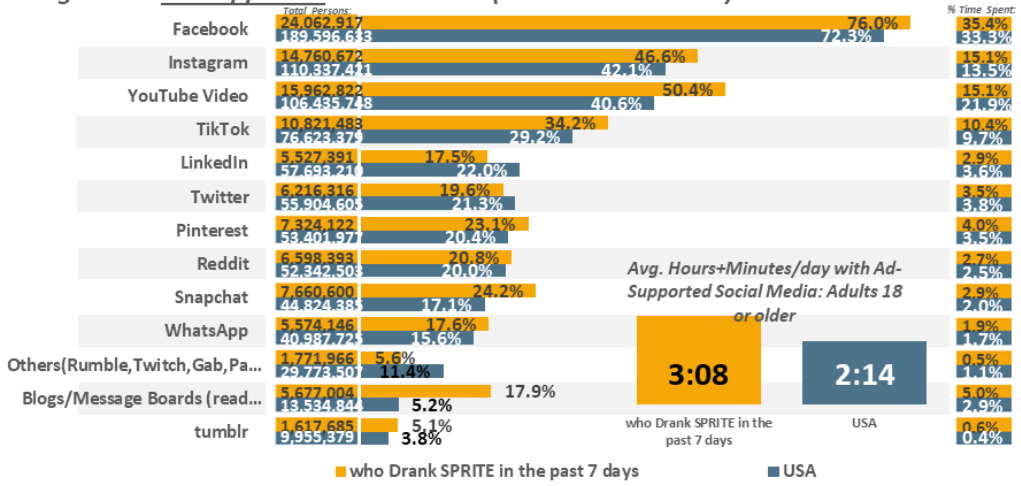


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

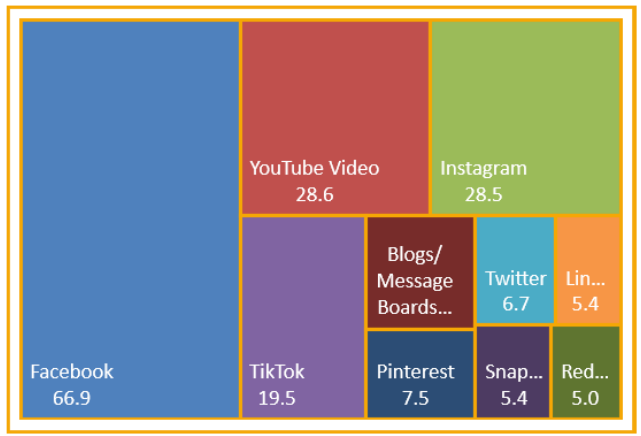


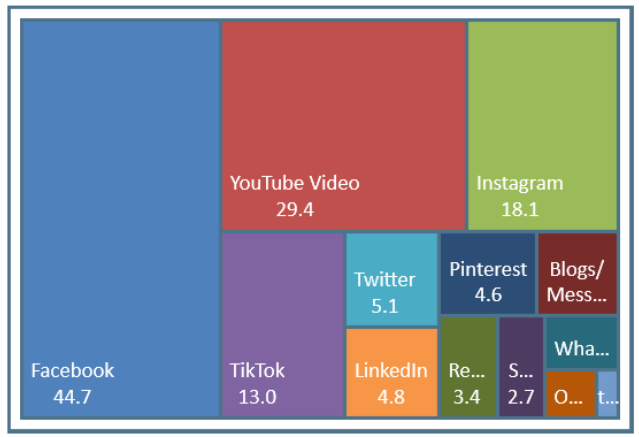


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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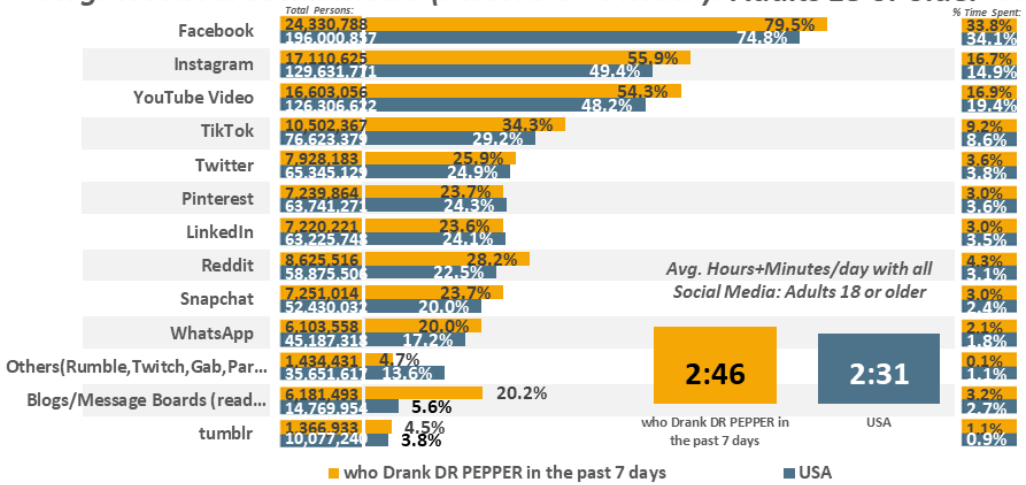
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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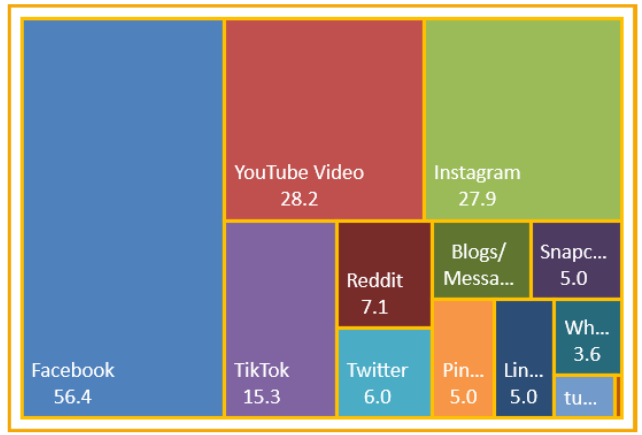
Beverages (regular soft drinks) drank past 7 days: Sprite

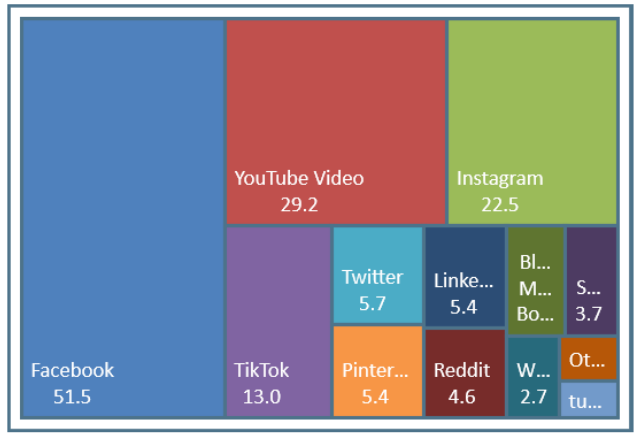
23,268,123 or 76.1% of Adults 18 or older who Drank DR PEPPER in the past 7 days use Ad-Supported Facebook for an average of 50.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

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

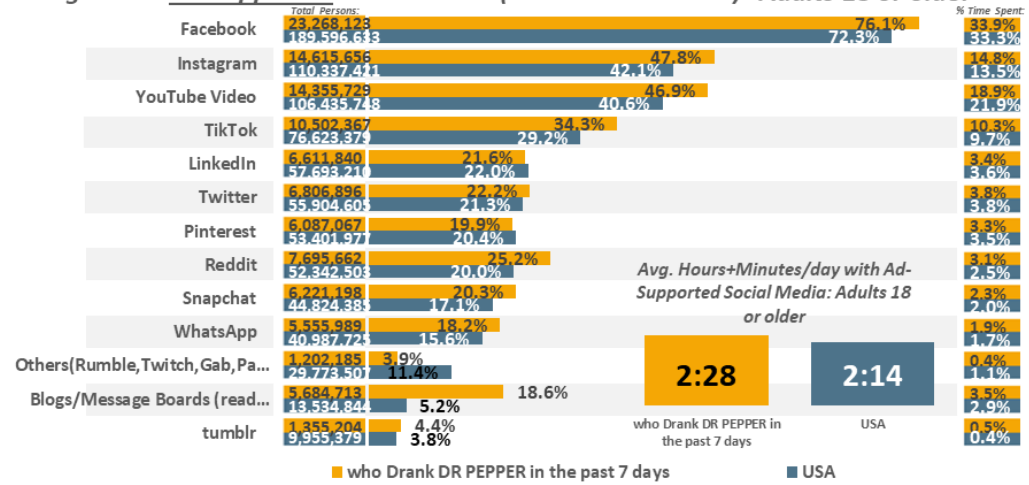


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

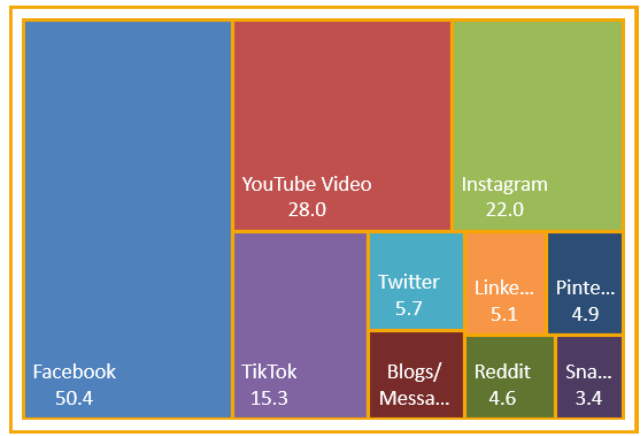


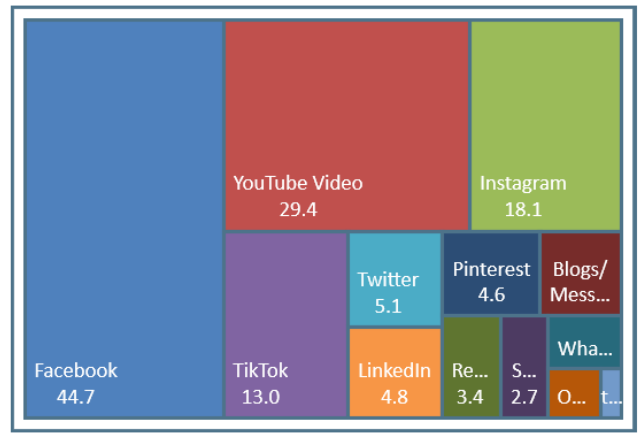


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

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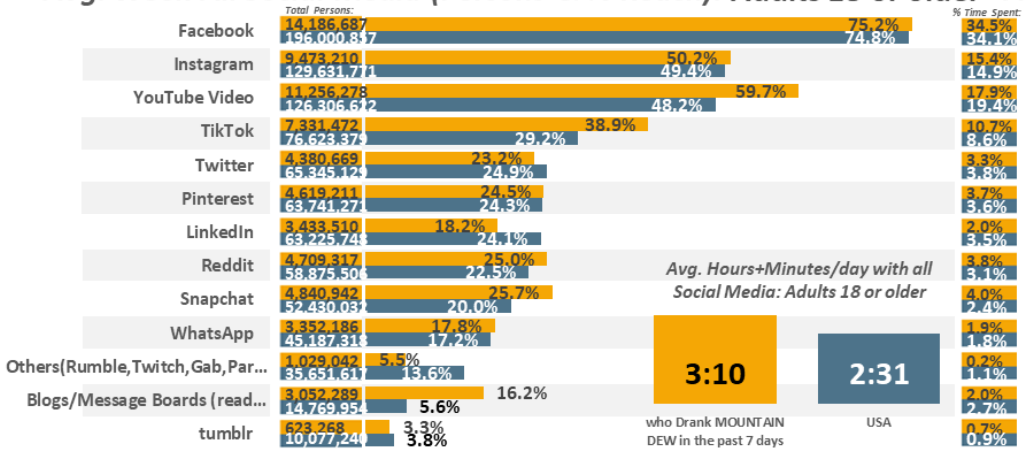
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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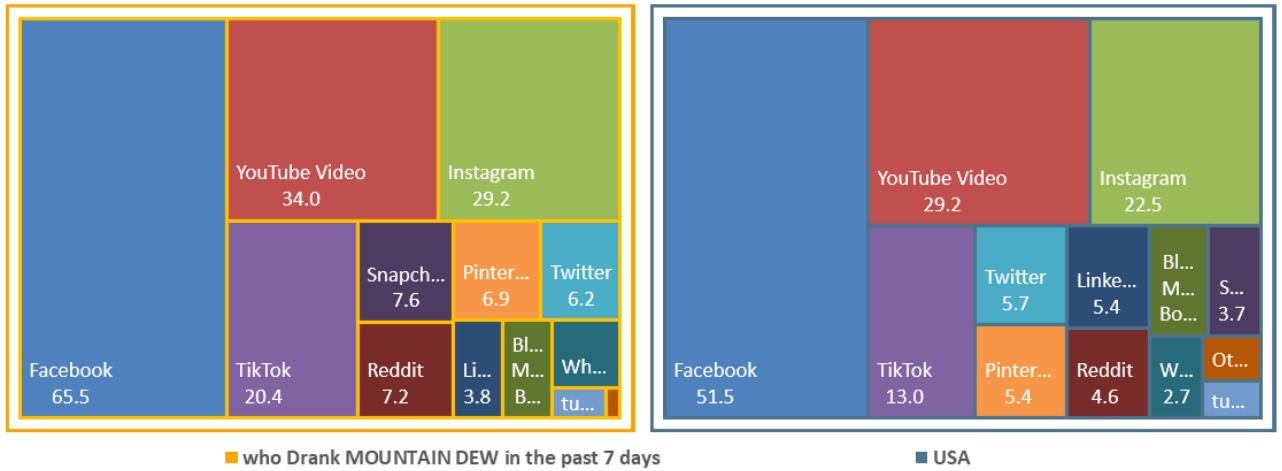
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

14,186,687 or 75.2% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days use Ad-Supported Facebook for an average of 58. minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

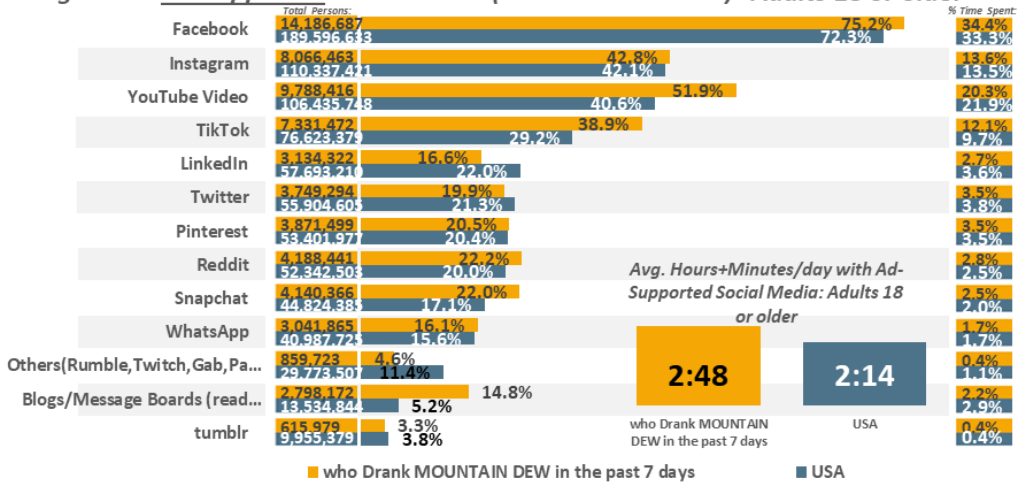
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



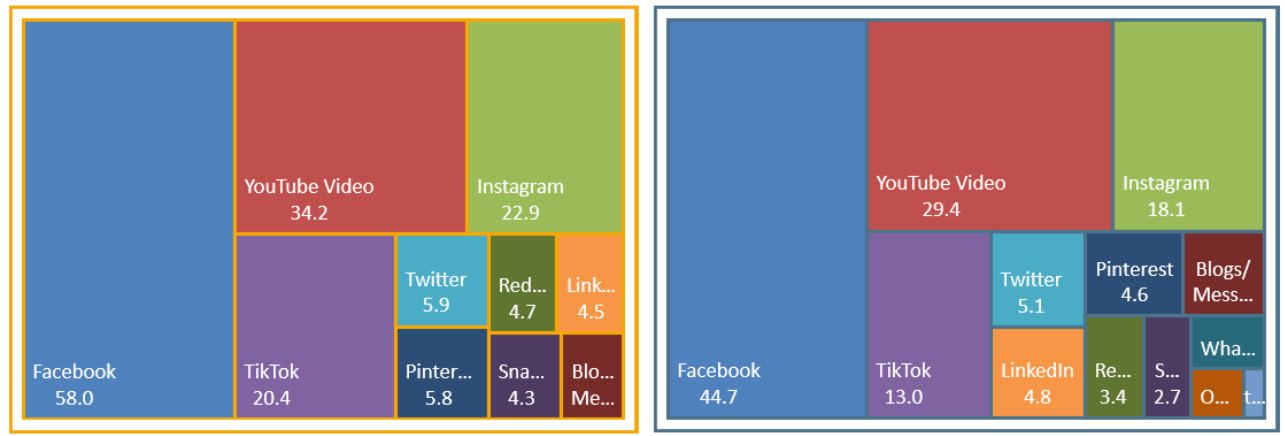
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

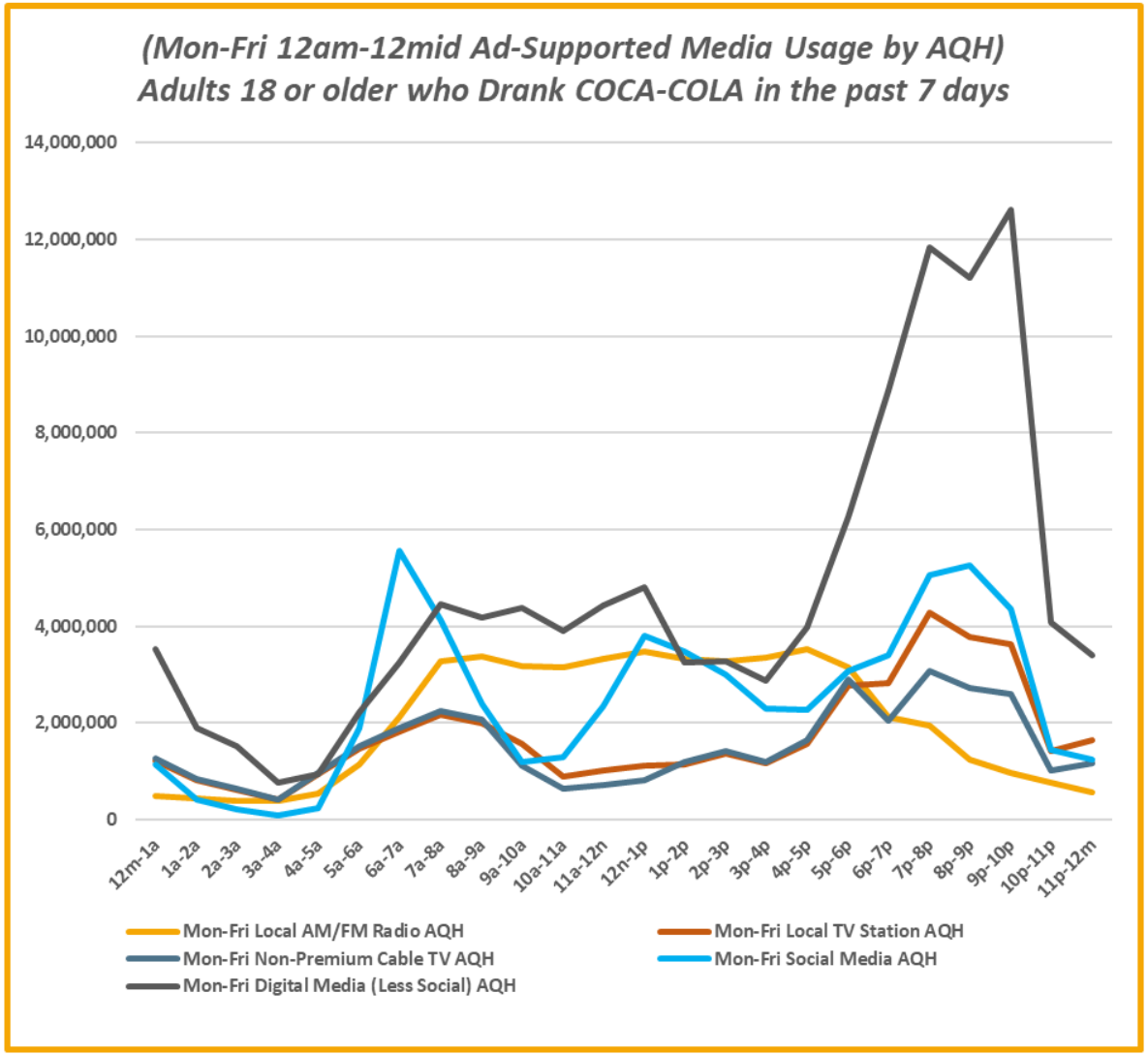
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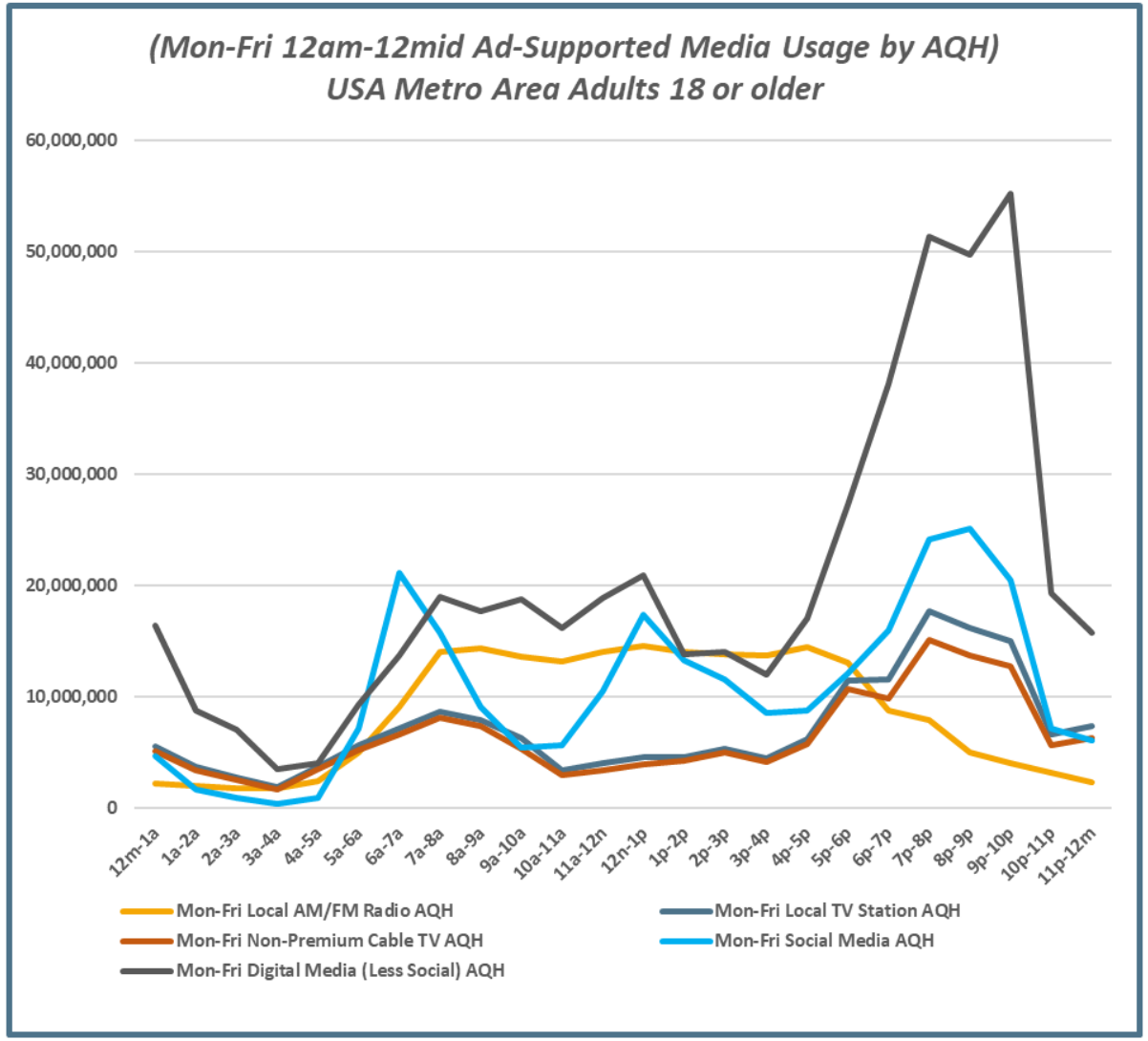
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Beverages (regular soft drinks) drank past 7 days: Mtn Dew

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,460,499; Local Radio: 3,127,459; Social Media: 2,943,033; Local TV: 1,644,089; Non-Prem. Cable: 1,527,551 reaching Adults 18 or older who Drank COCA-COLA in the past 7





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

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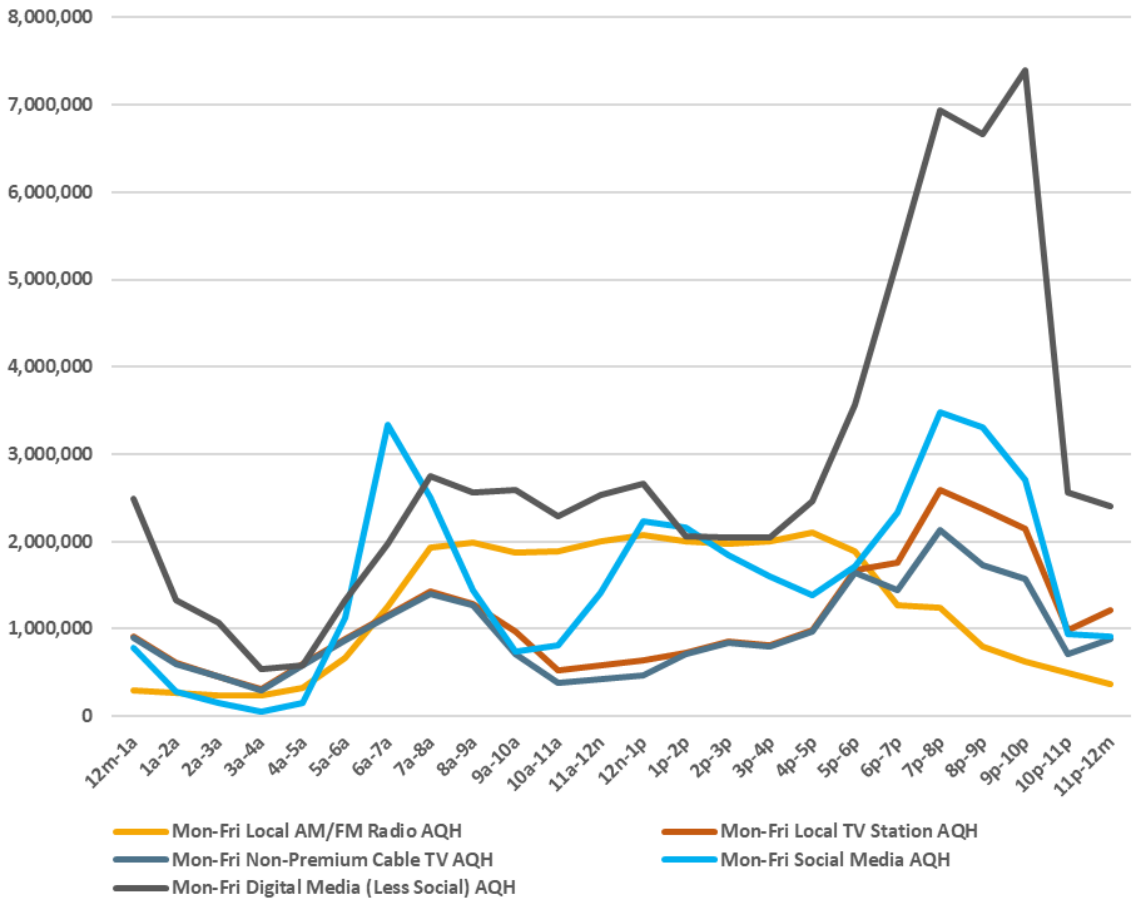
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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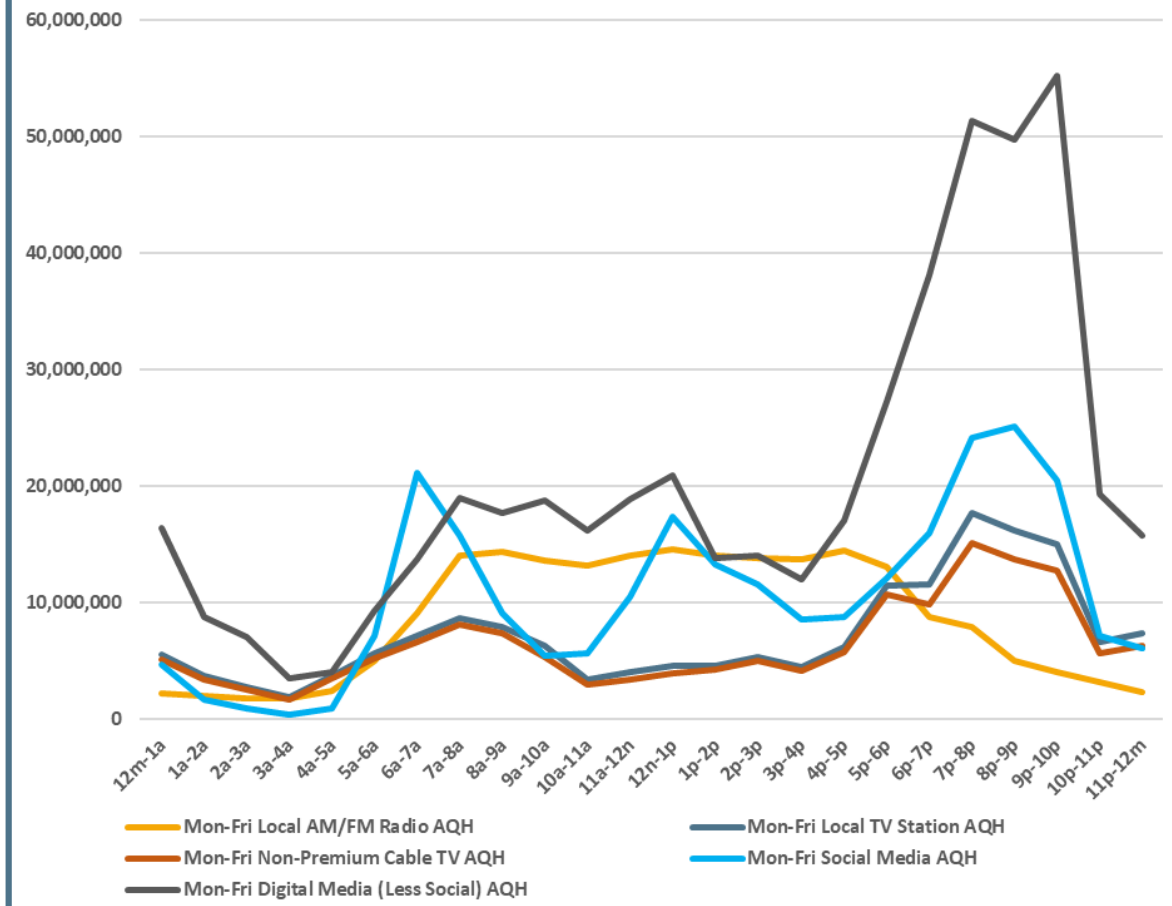
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,674,238; Local Radio: 1,864,852; Social Media: 1,808,264; Local TV: 1,030,839; Non-Prem. Cable: 938,806 reaching Adults 18 or older who Drank PEPSI in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Drank PEPSI in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

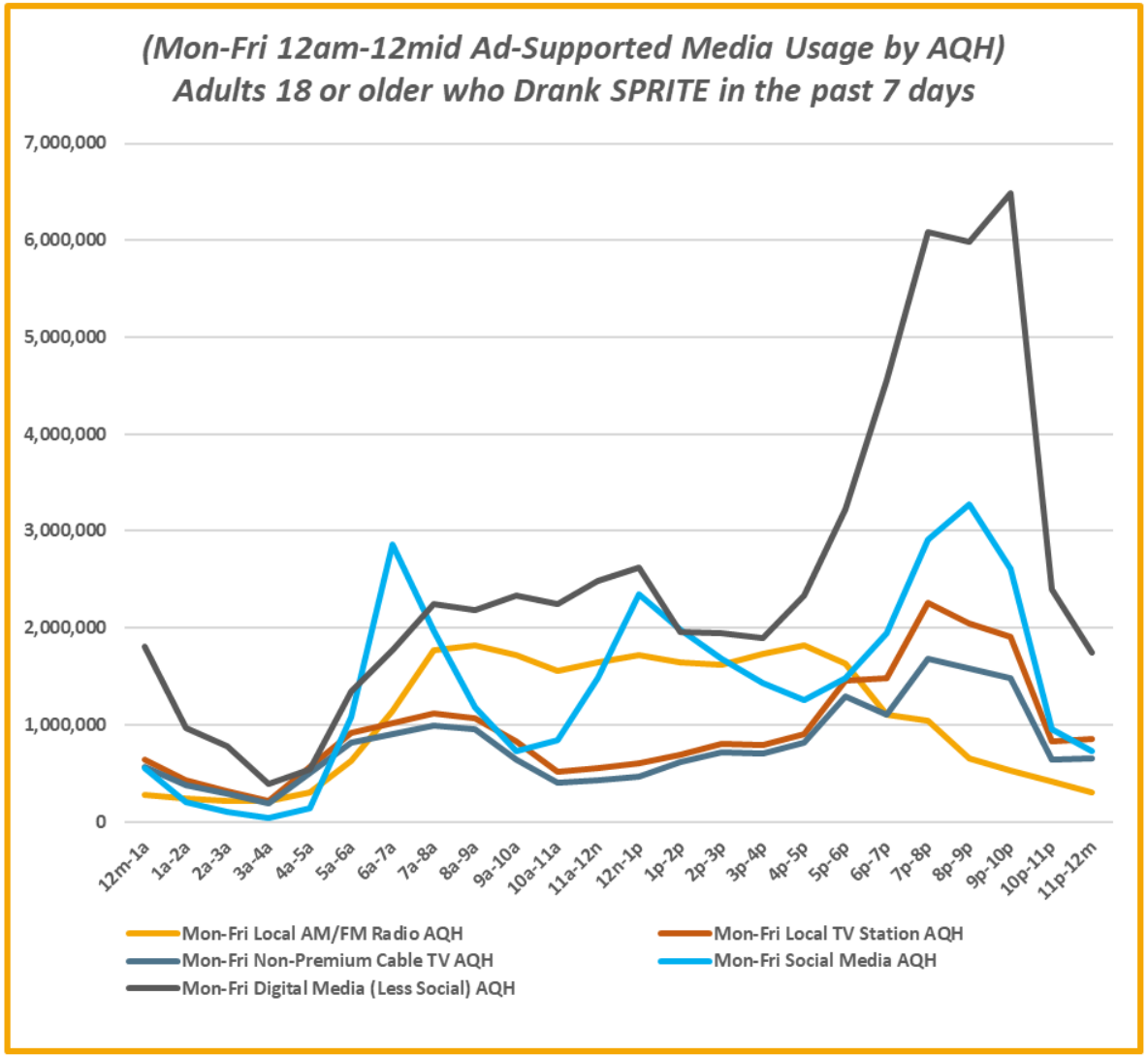
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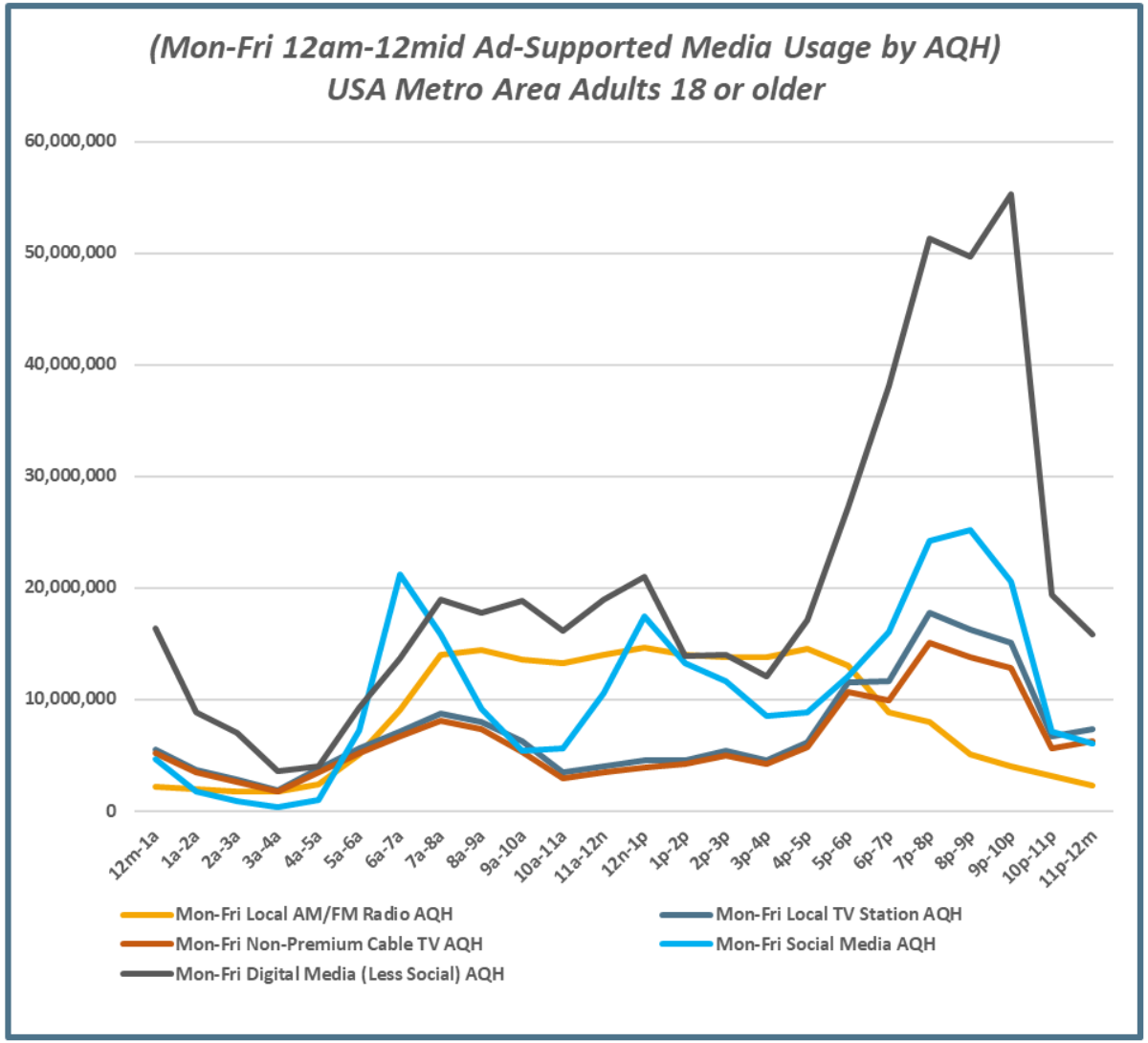
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Beverages (regular soft drinks) drank past 7 days: Pepsi

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,447,418; Social Media: 1,628,670; Local Radio: 1,610,571; Local TV: 909,932; Non-Prem. Cable: 771,339 reaching Adults 18 or older who Drank SPRITE in the past 7 days.





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

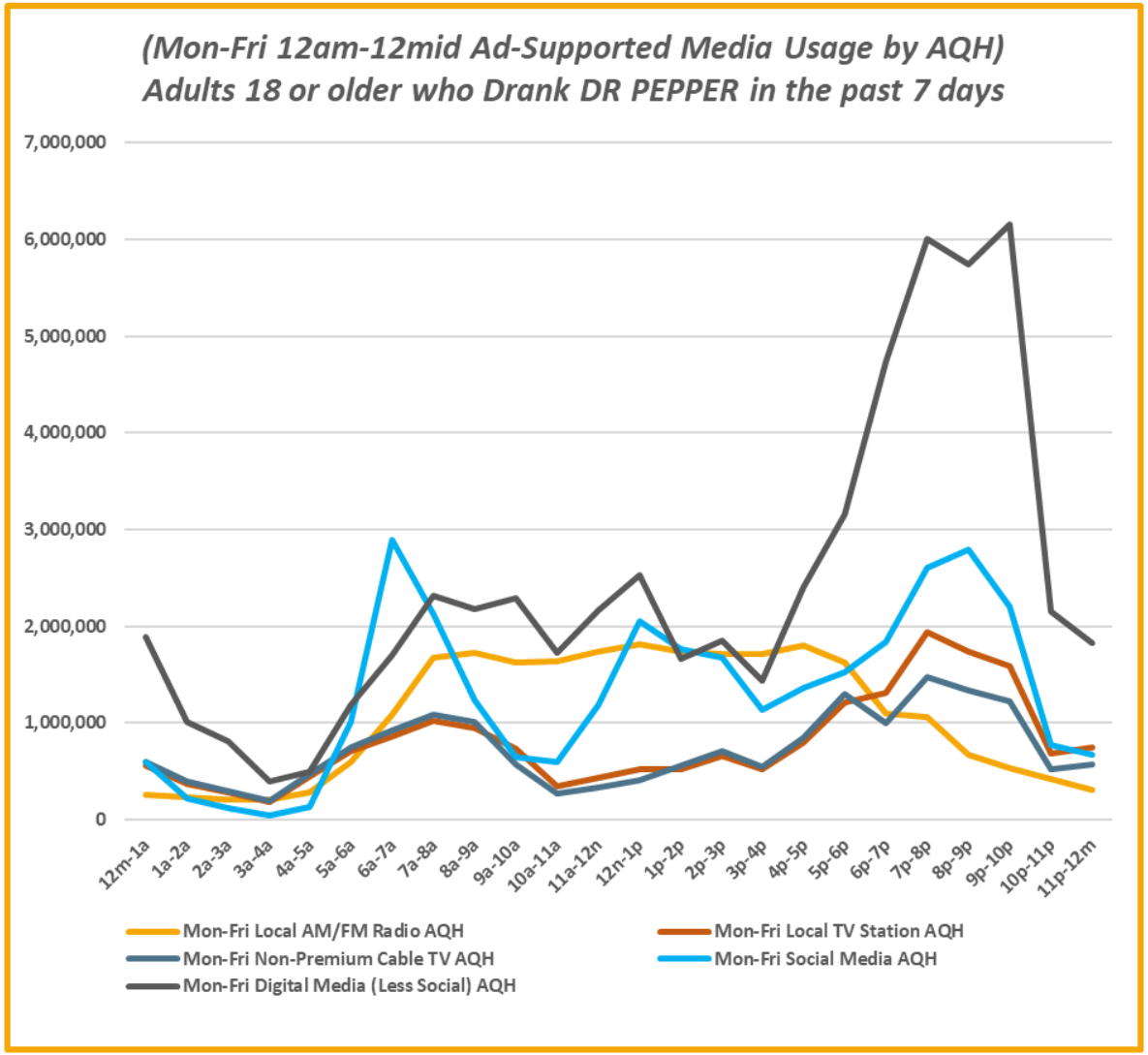
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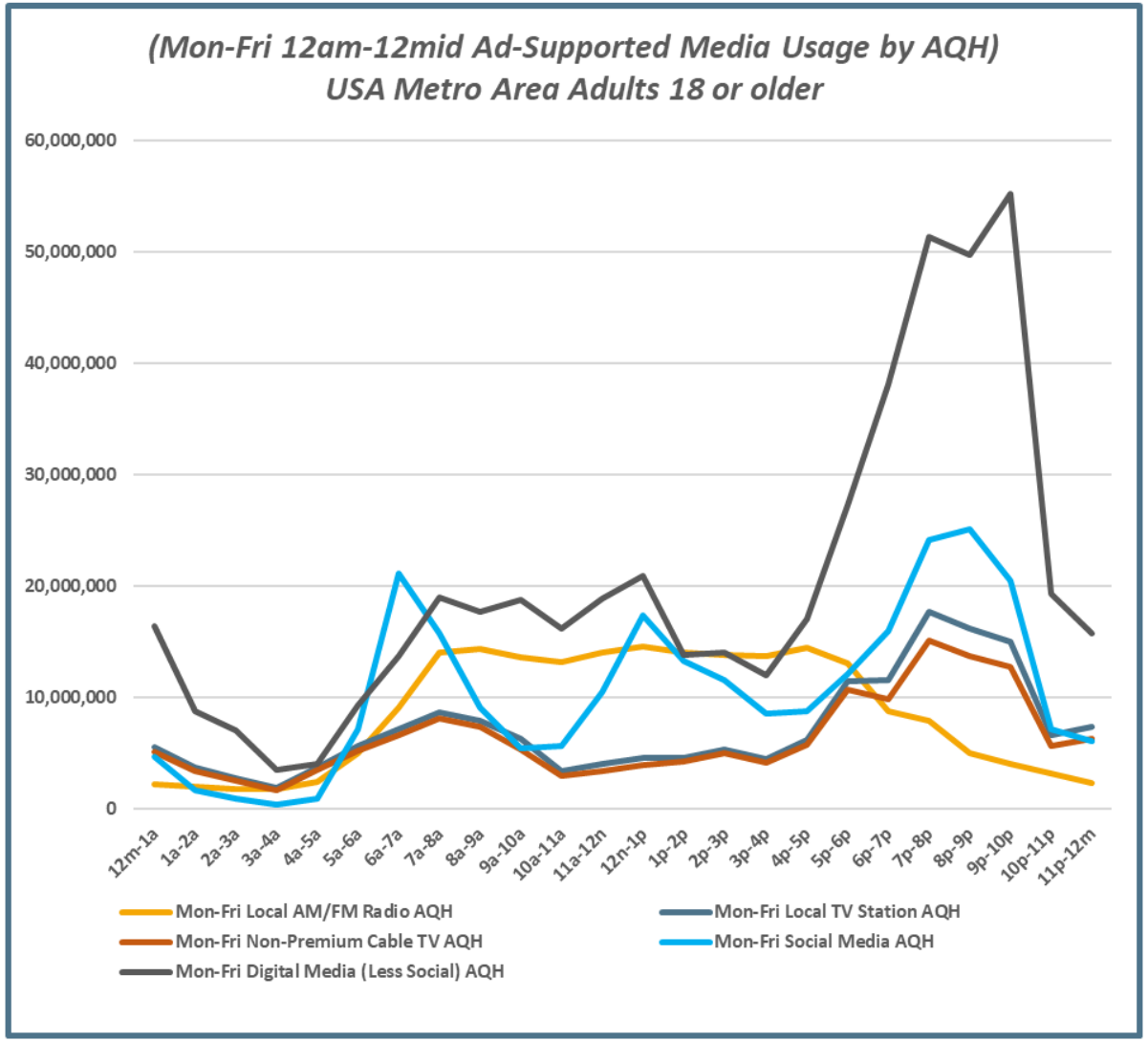
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Beverages (regular soft drinks) drank past 7 days: Sprite

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,319,955; Local Radio: 1,615,649; Social Media: 1,539,770; Local TV: 761,360; Non-Prem. Cable: 733,943 reaching Adults 18 or older who Drank DR PEPPER in the past 7 days





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

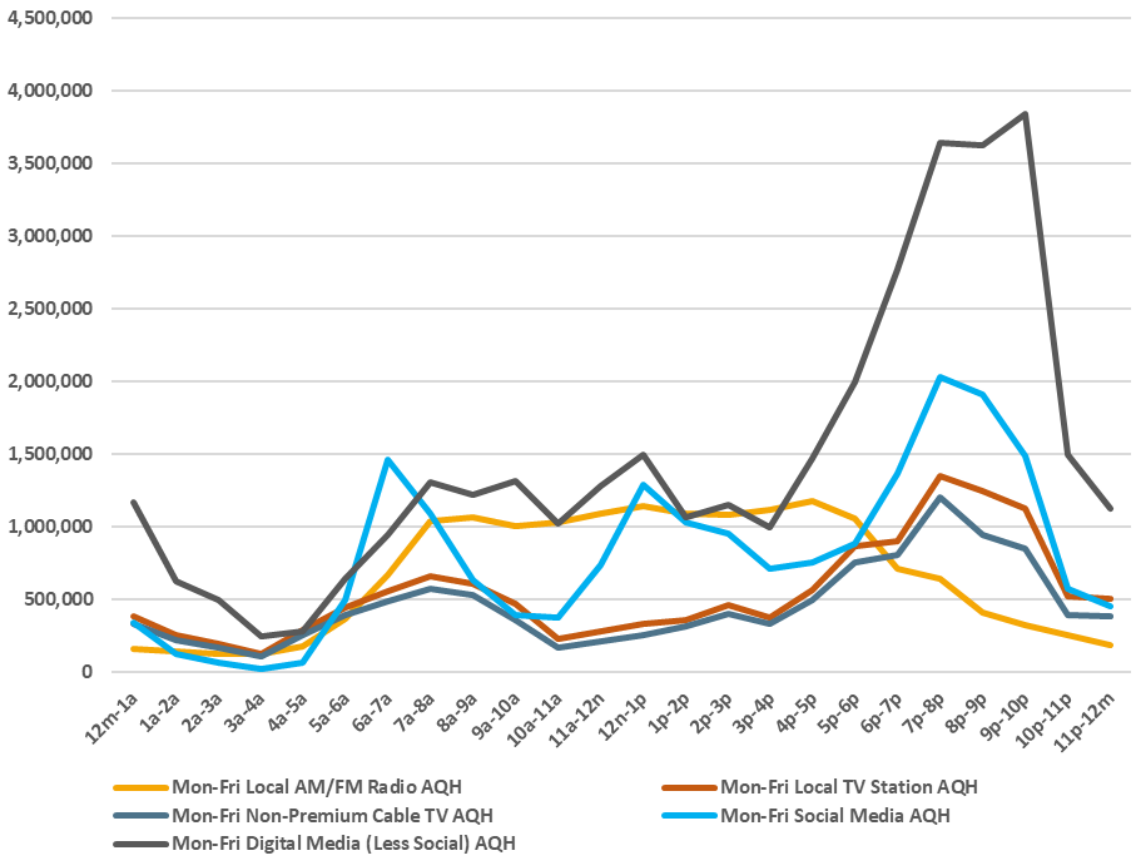
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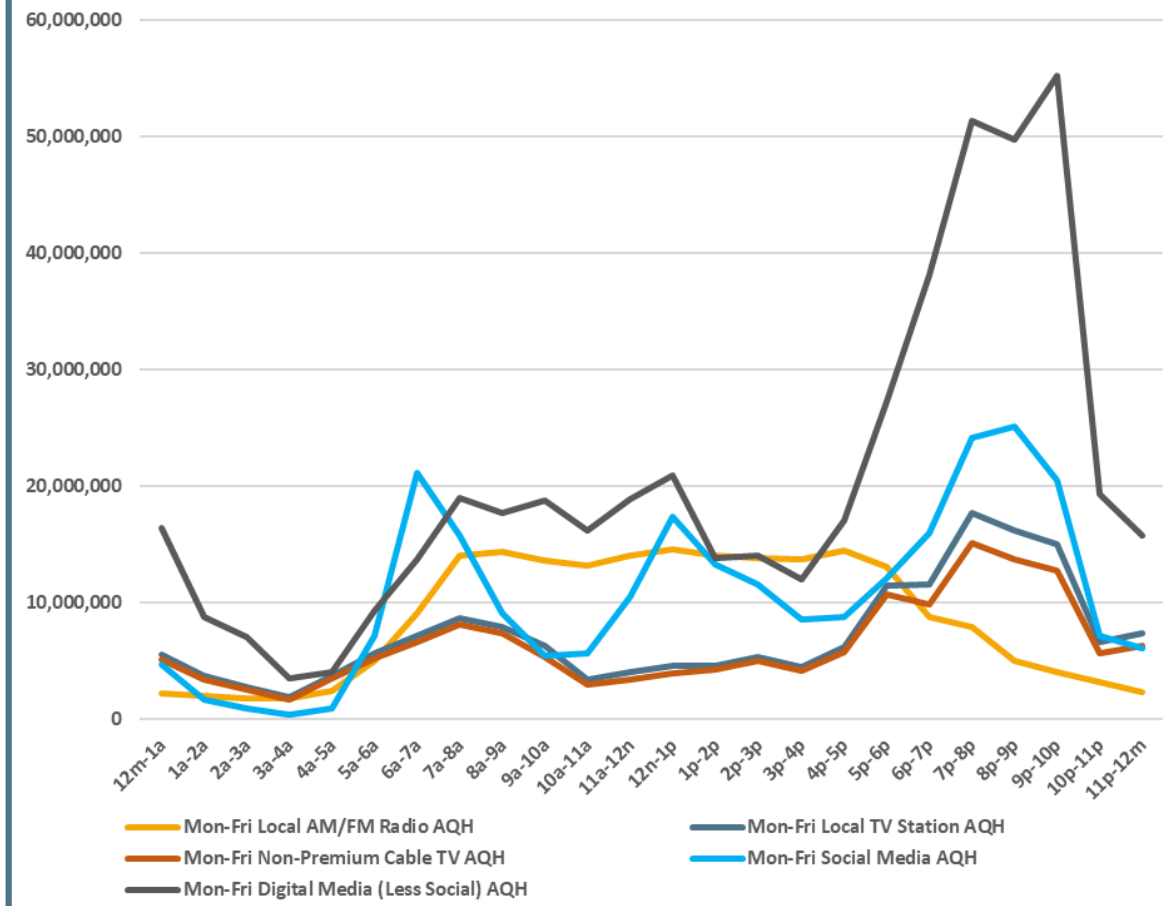
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,387,133; Local Radio: 1,022,122; Social Media: 899,625; Local TV: 512,187; Non-Prem. Cable: 438,028 reaching Adults 18 or older who Drank MOUNTAIN DEW in the past 7 day

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

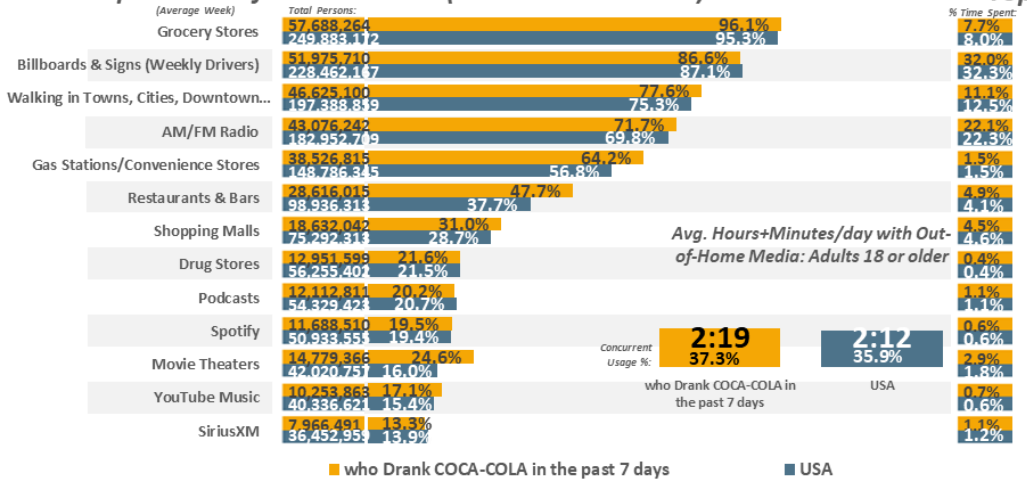
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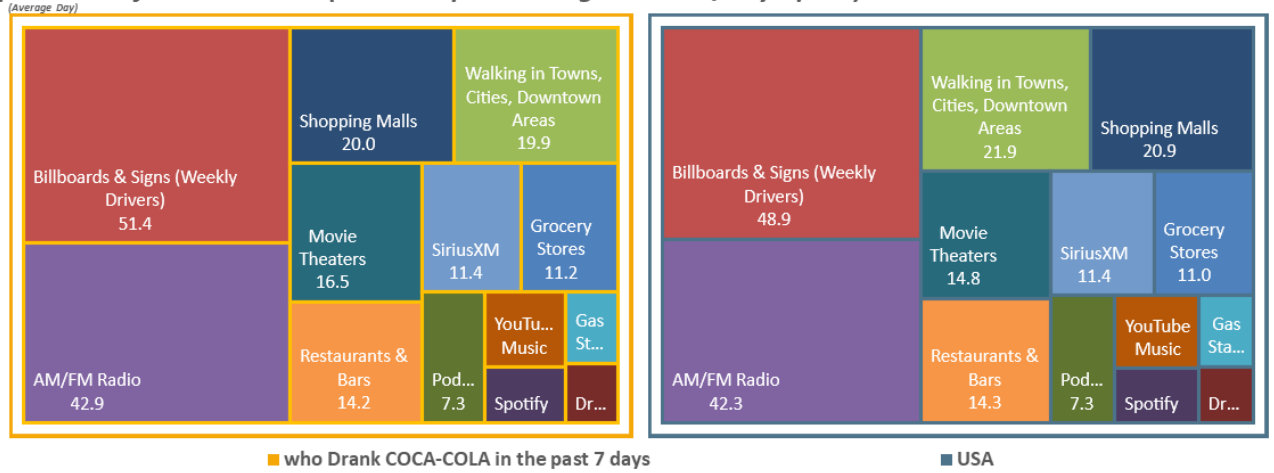
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

51,975,710 or 86.6% of Adults 18 or older who Drank COCA-COLA in the past 7 days spend an average of 51.4 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

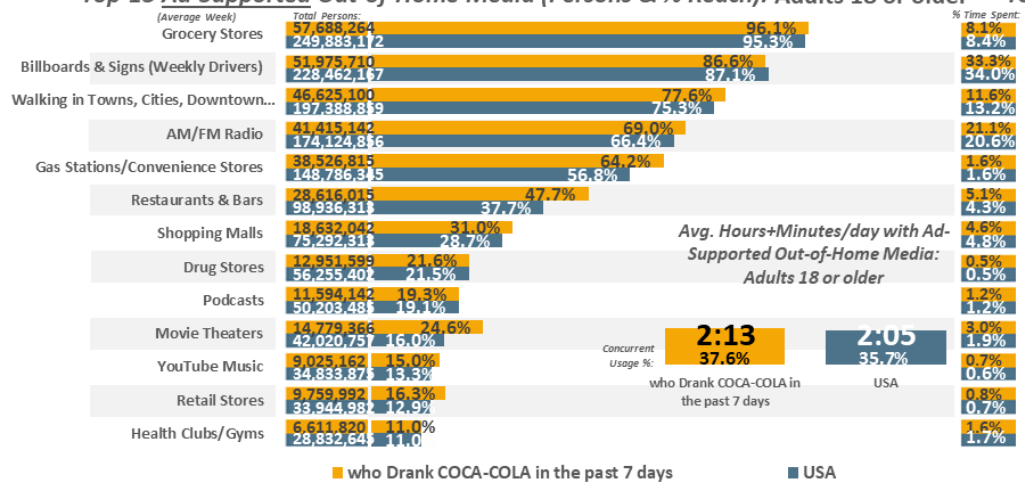
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



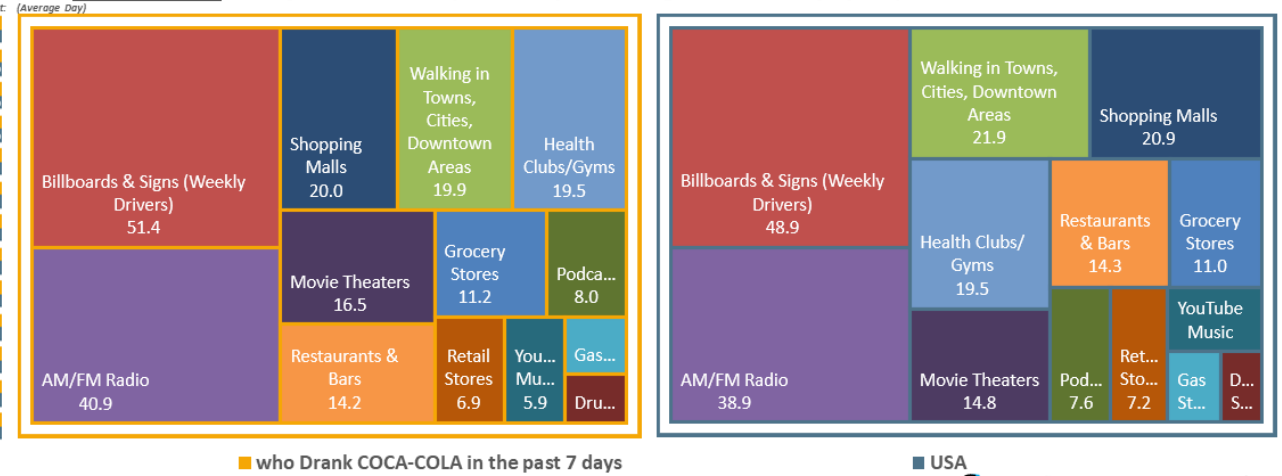
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

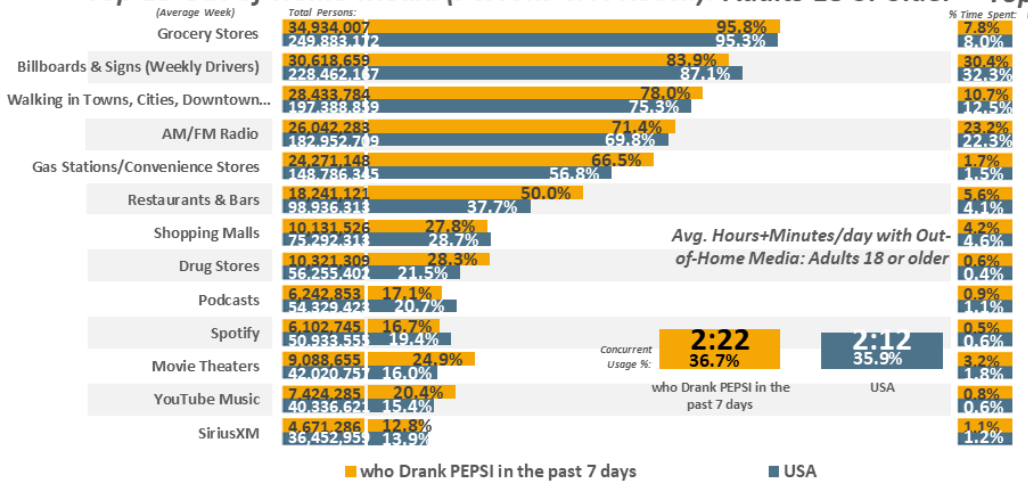
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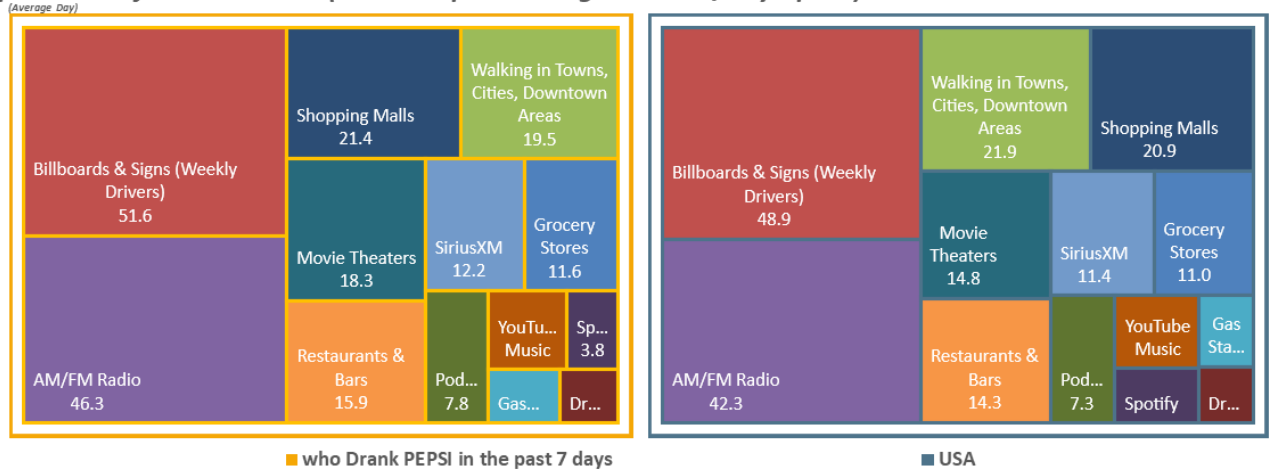
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

30,618,659 or 83.9% of Adults 18 or older who Drank PEPSI in the past 7 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day.

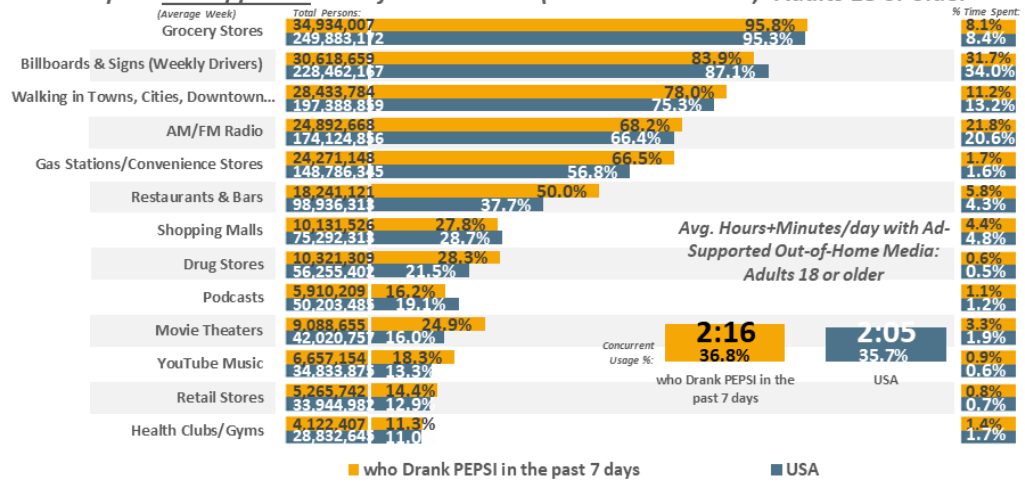
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



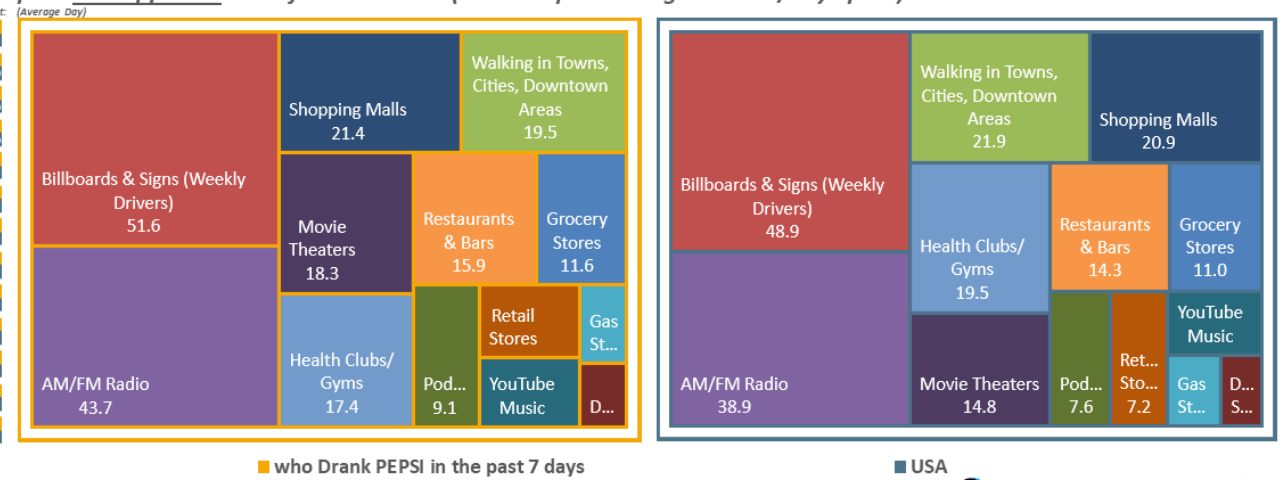
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

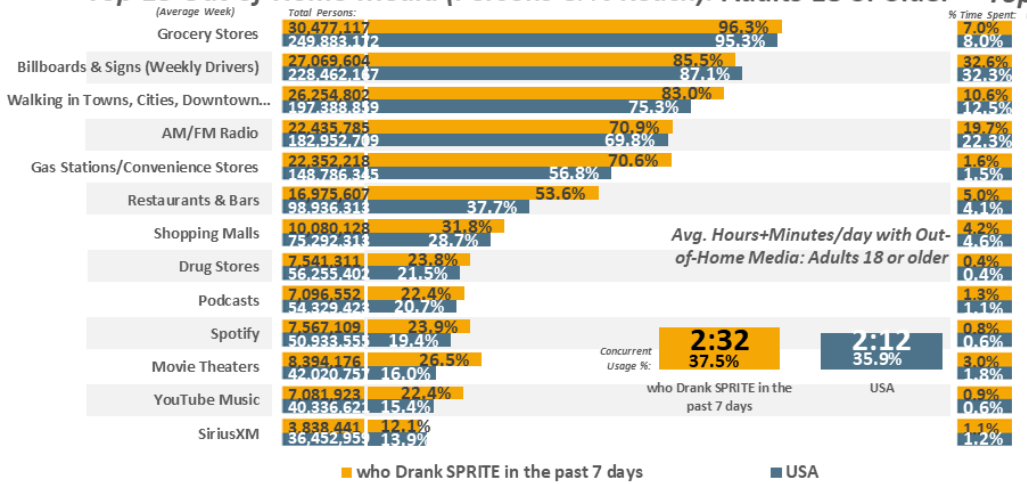
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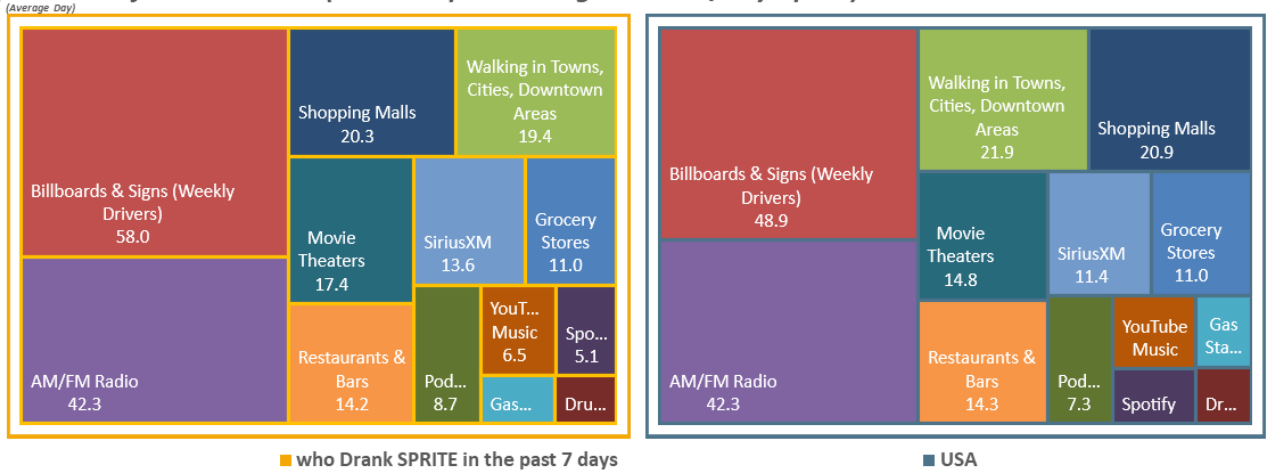
Beverages (regular soft drinks) drank past 7 days: Pepsi

27,069,604 or 85.5% of Adults 18 or older who Drank SPRITE in the past 7 days spend an average of 58. minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

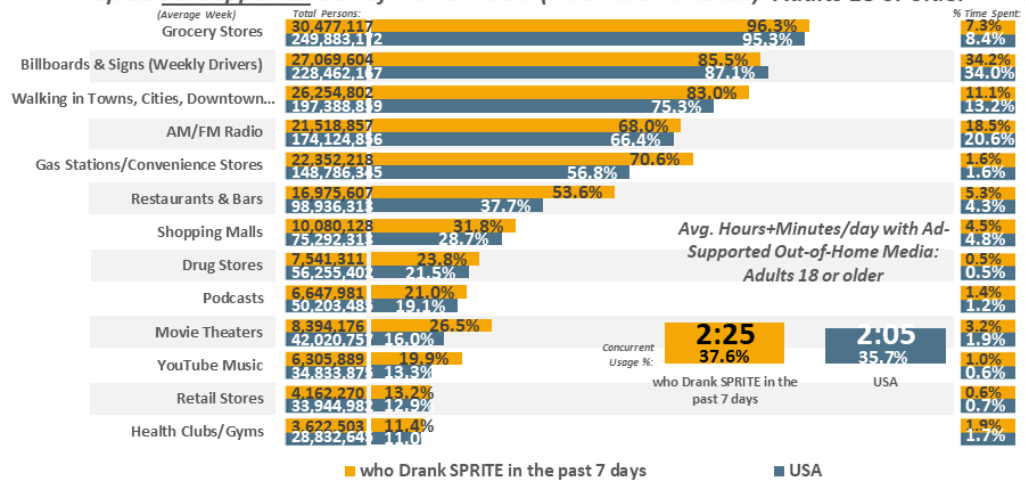
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



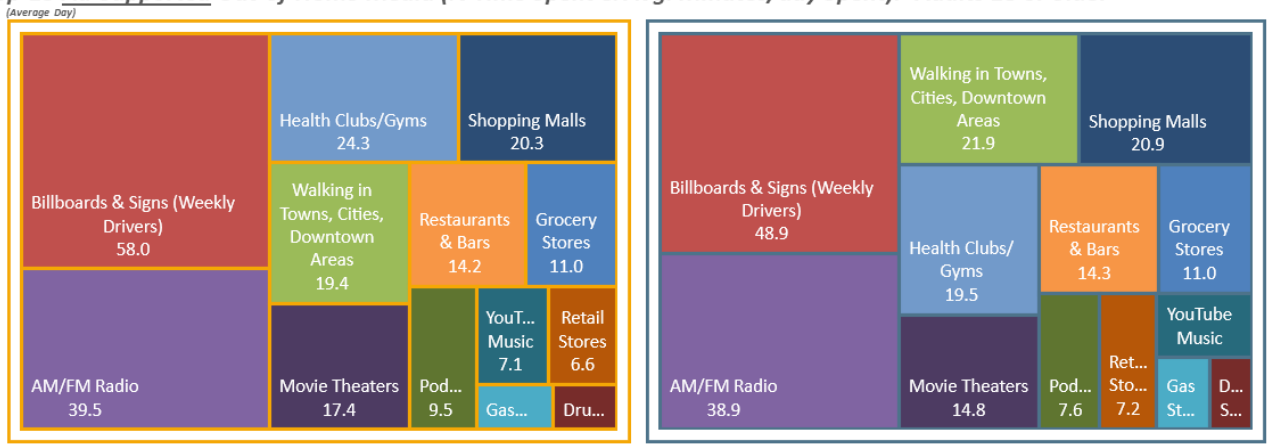
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

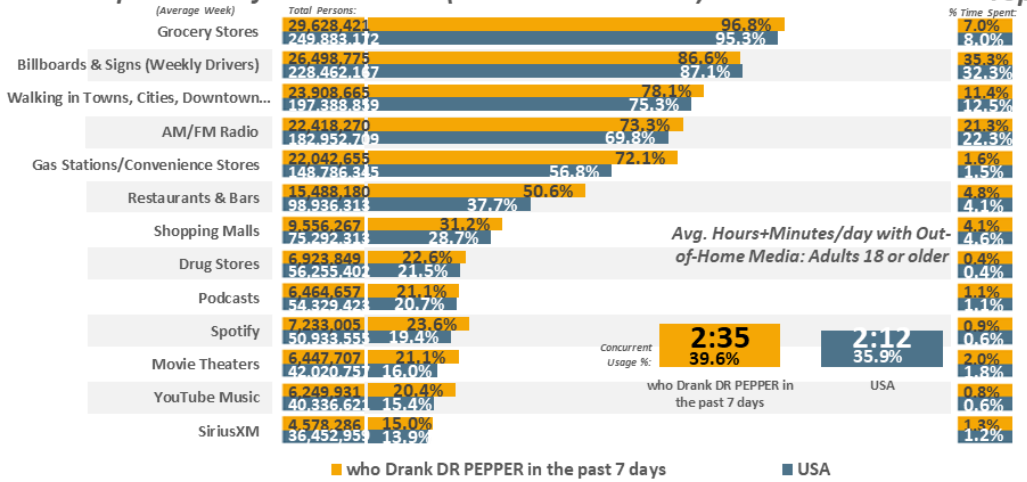
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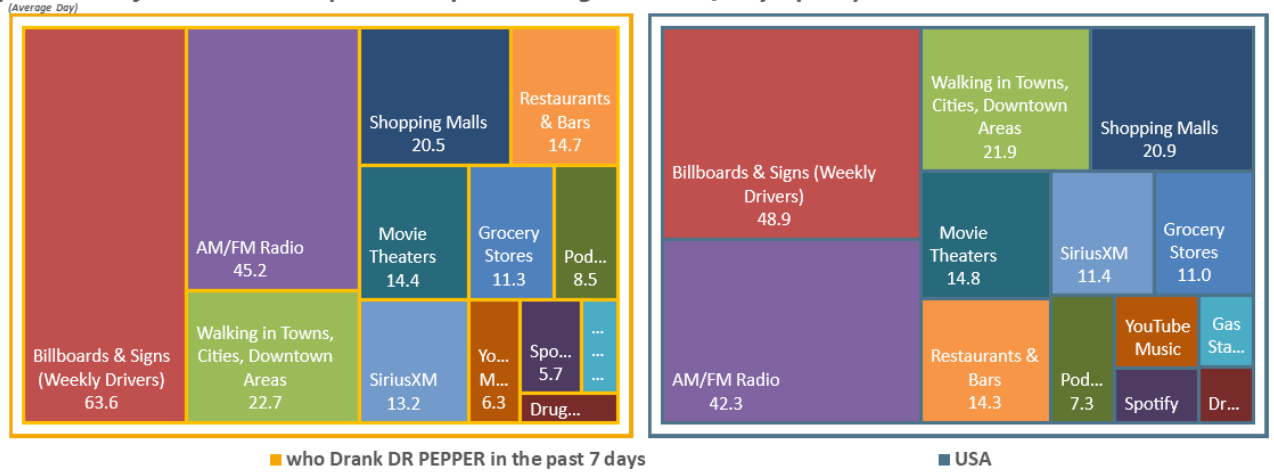
Beverages (regular soft drinks) drank past 7 days: Sprite

26,498,775 or 86.6% of Adults 18 or older who Drank DR PEPPER in the past 7 days spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

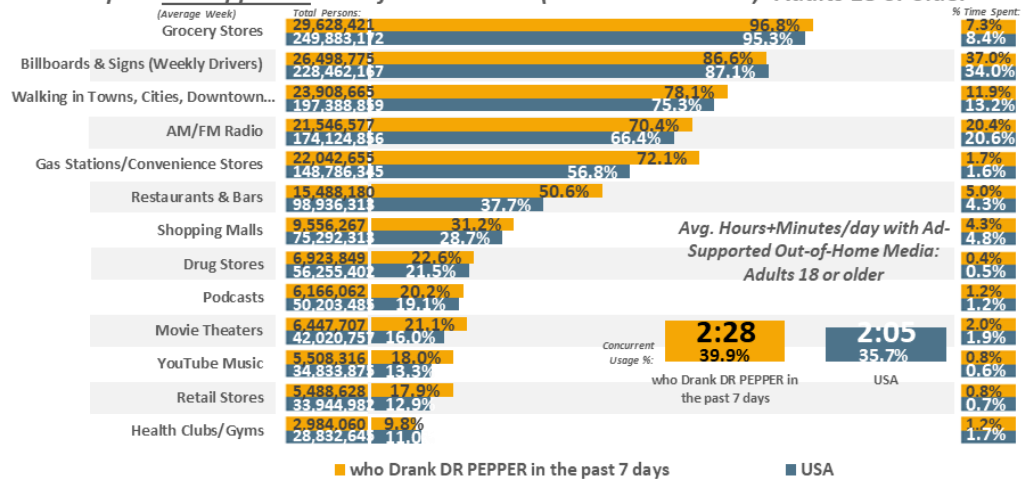
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



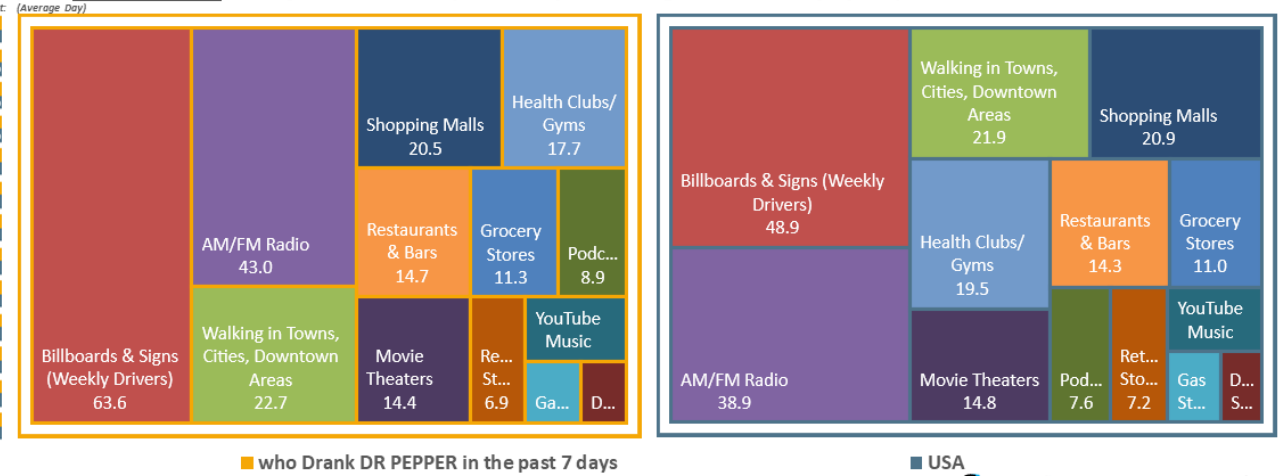
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

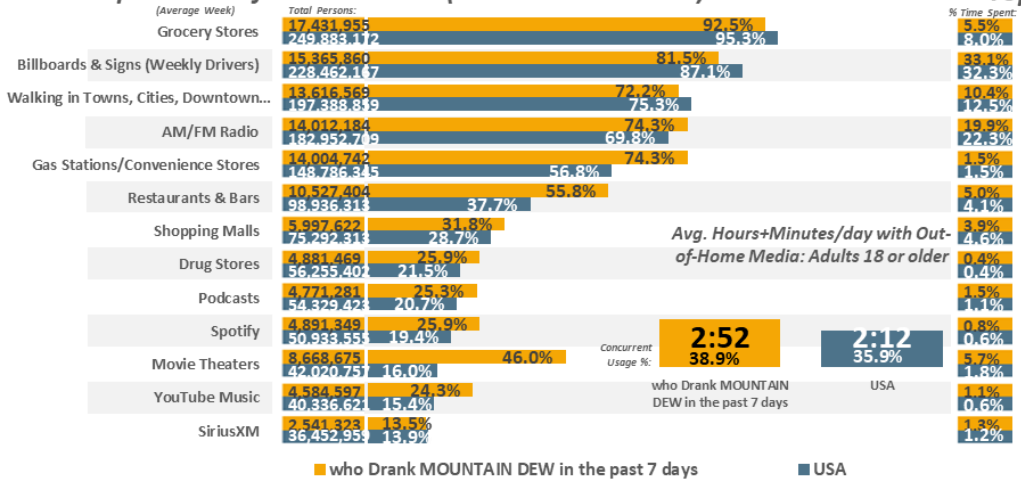
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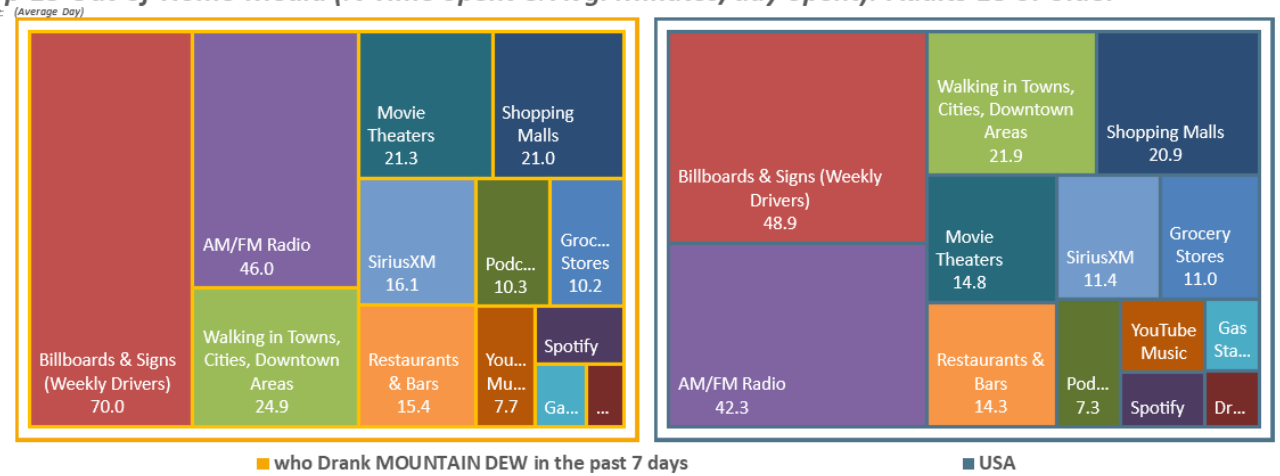
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

15,365,860 or 81.5% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days spend an average of 70. minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

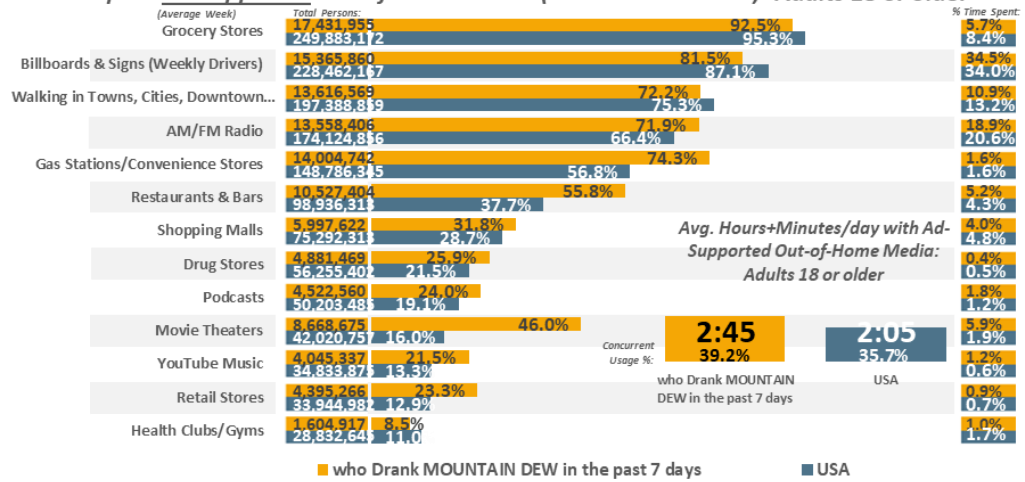
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



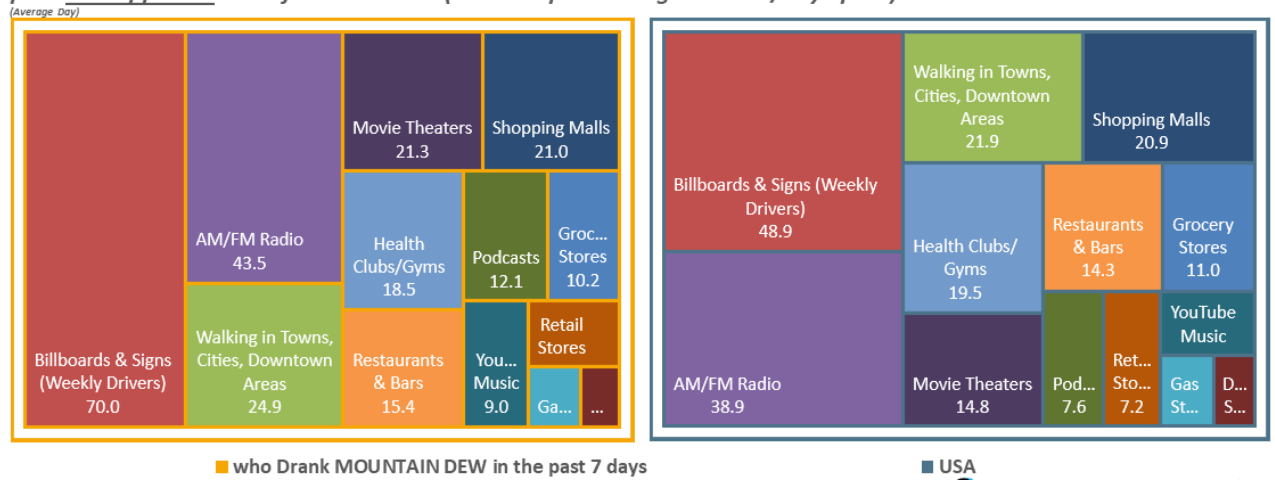
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

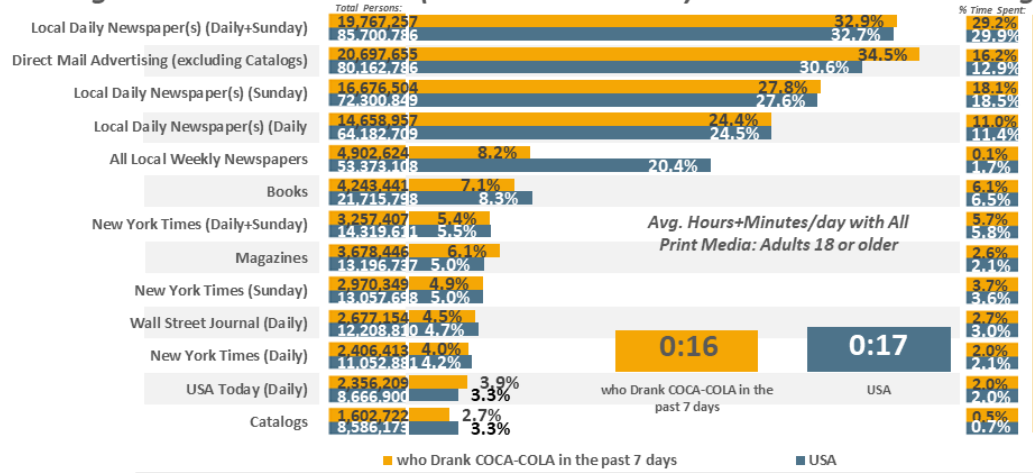
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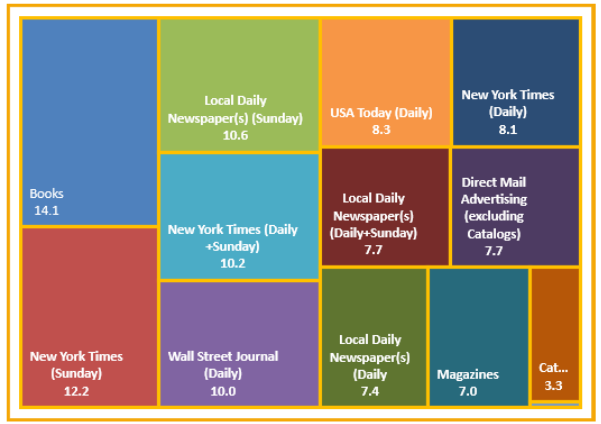
Beverages (regular soft drinks) drank past 7 days: Mtn Dew

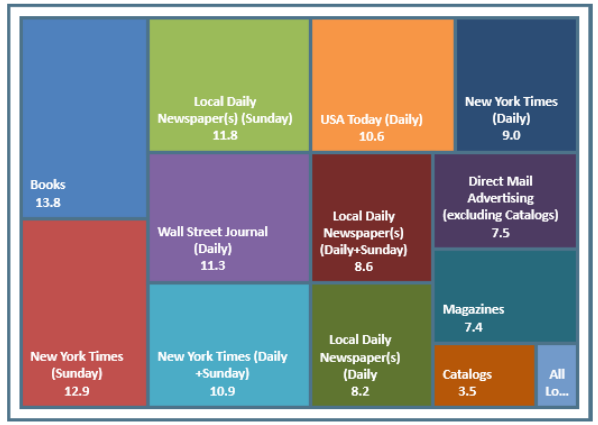
19,767,257 or 32.9% of Adults 18 or older who Drank COCA-COLA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

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



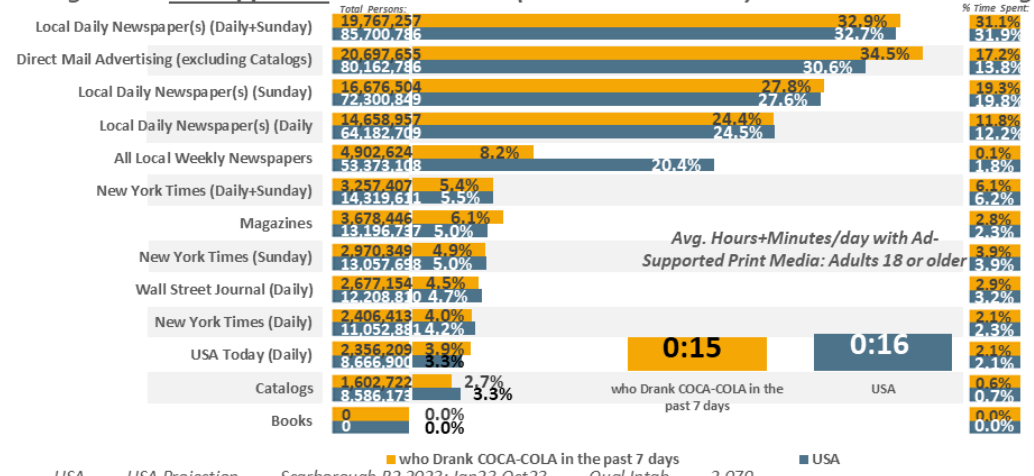
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





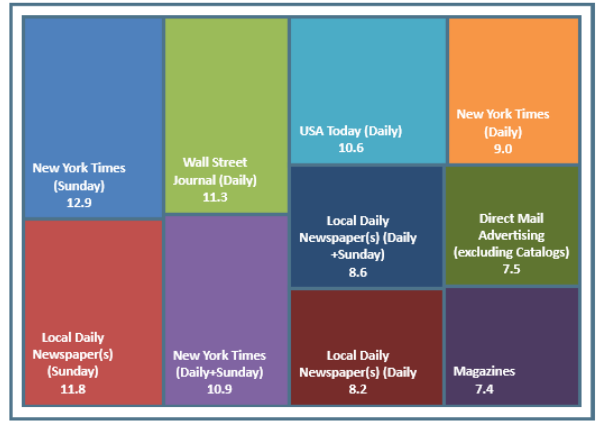
who Drank COCA-COLA in the past 7 days USA

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



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





who Drank COCA-COLA in the past 7 days USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,079

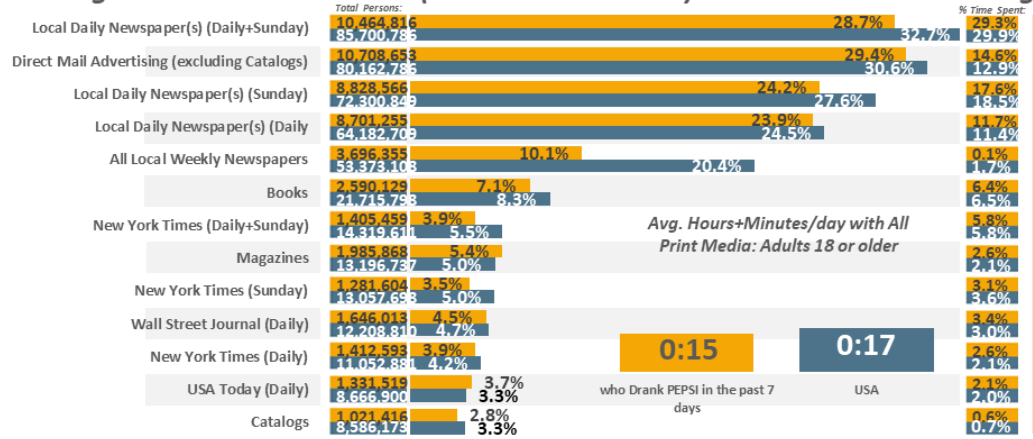
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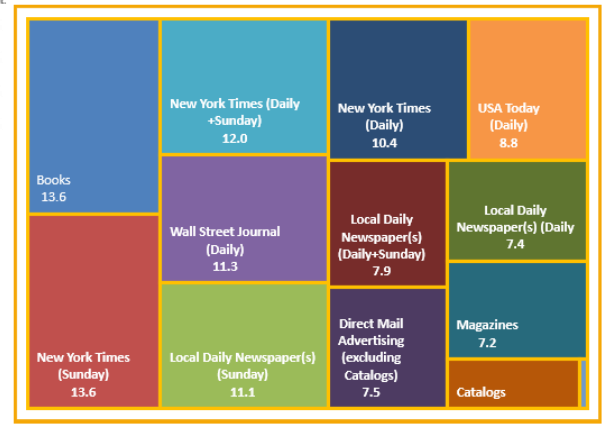
Beverages (regular soft drinks) drank past 7 days: Coca-Cola

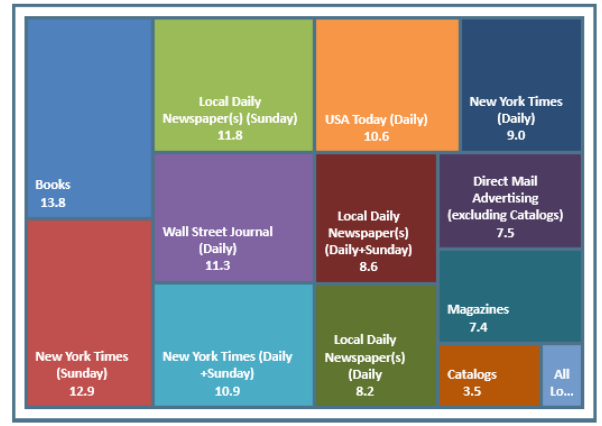
10,464,816 or 28.7% of Adults 18 or older who Drank PEPSI in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



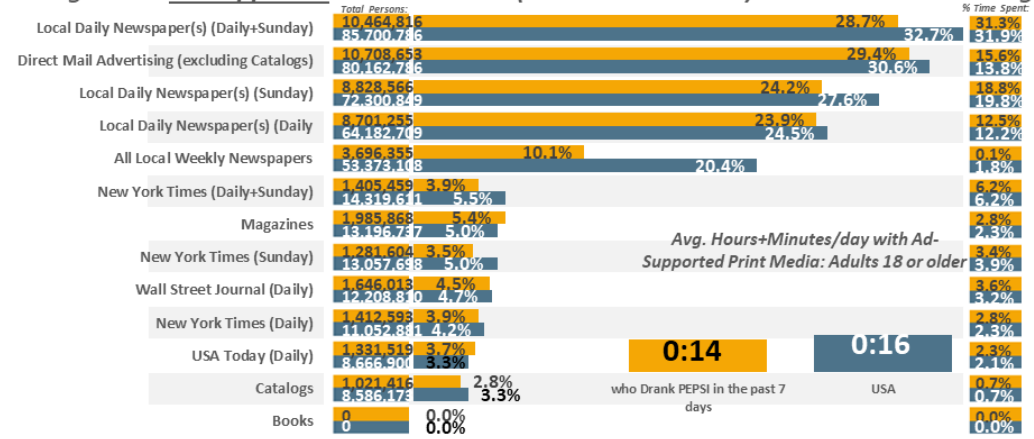
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



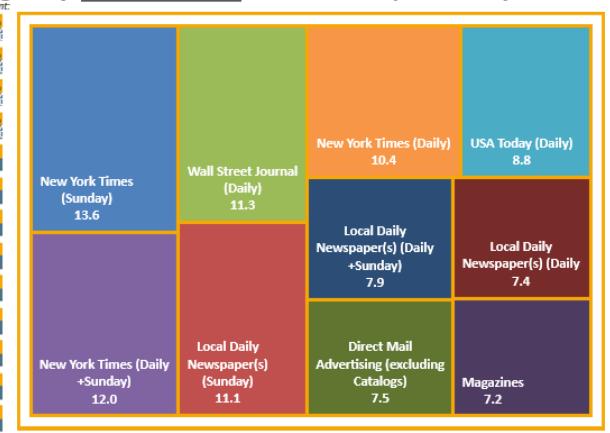


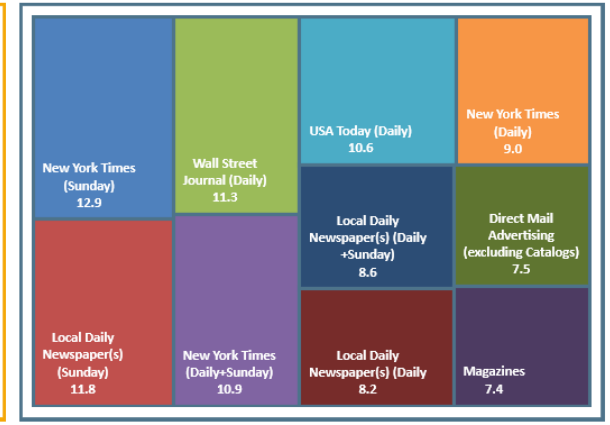
who Drank PEPSI in the past 7 days ■ USA

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



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





who Drank PEPSI in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,196

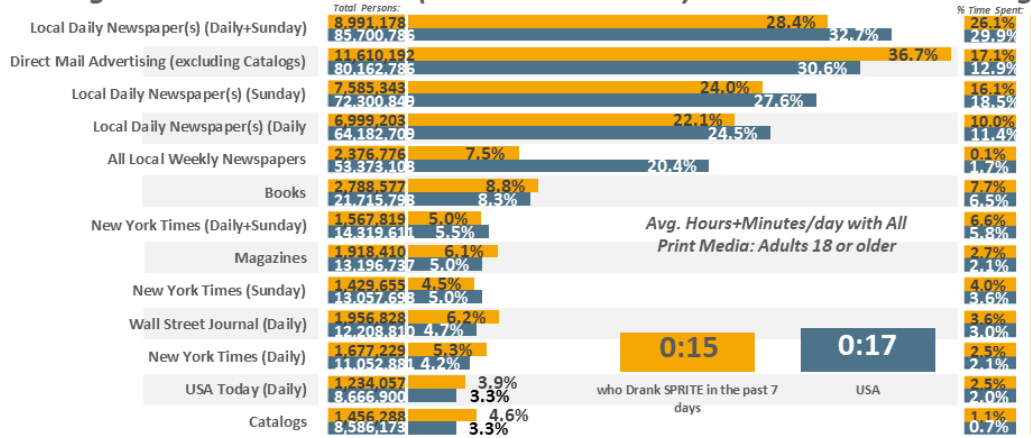
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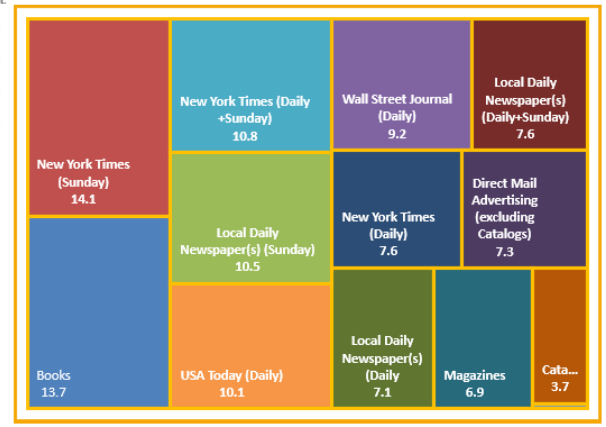
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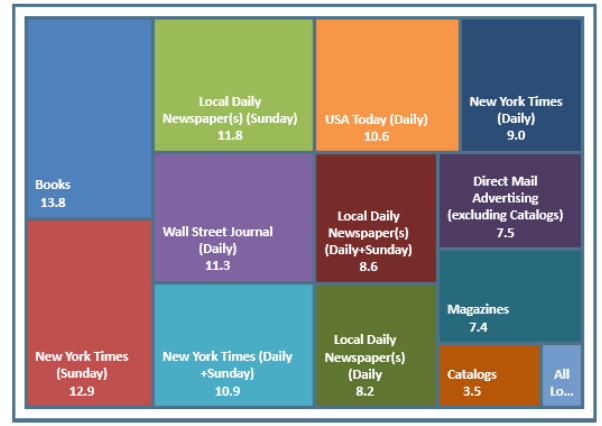
Beverages (regular soft drinks) drank past 7 days: Pepsi

8,991,178 or 28.4% of Adults 18 or older who Drank SPRITE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

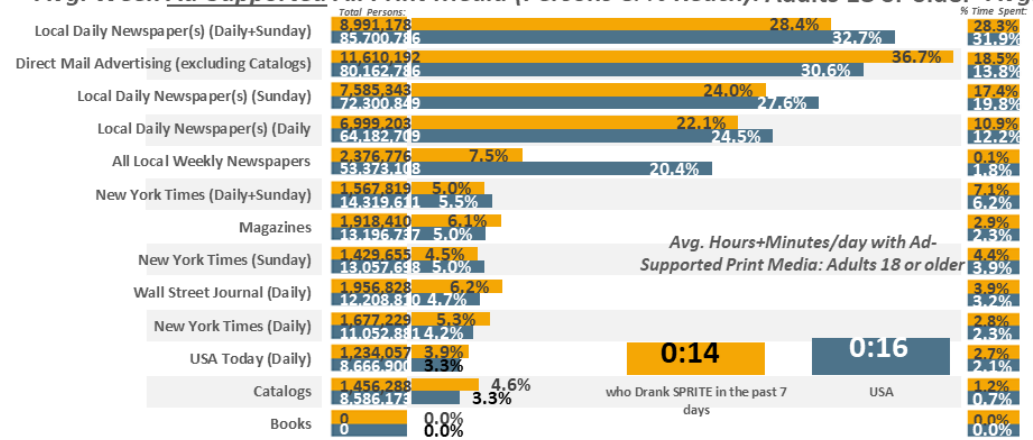
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

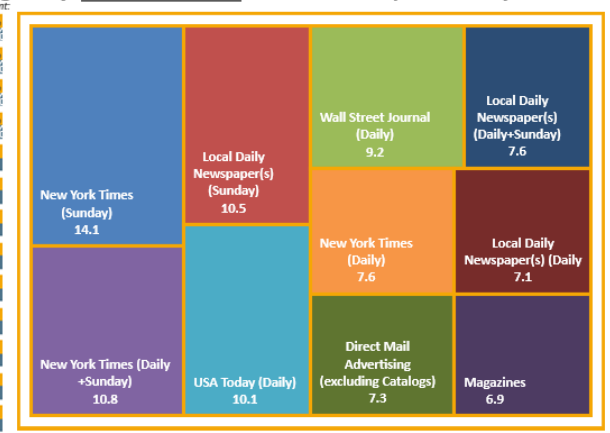


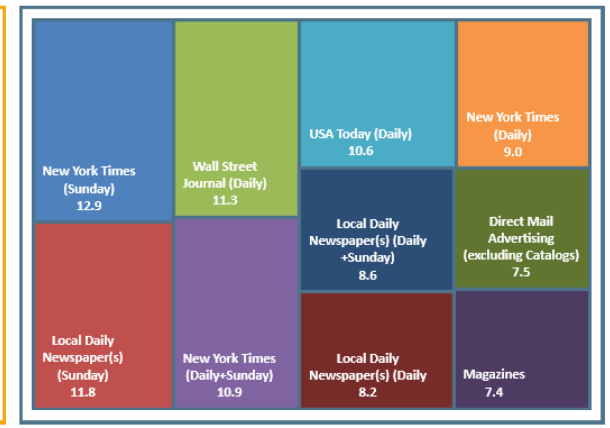




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

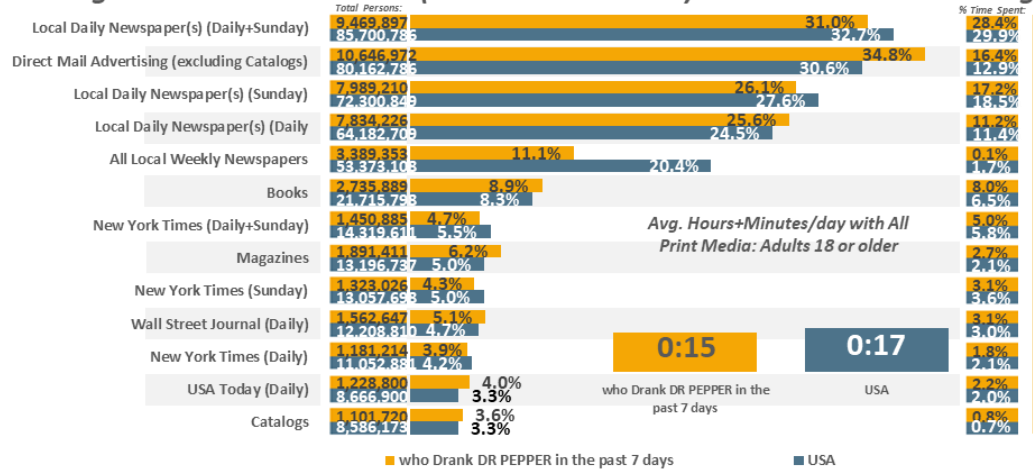
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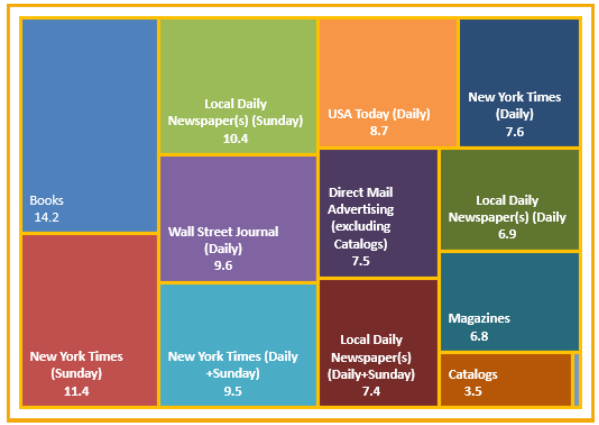
Beverages (regular soft drinks) drank past 7 days: Sprite

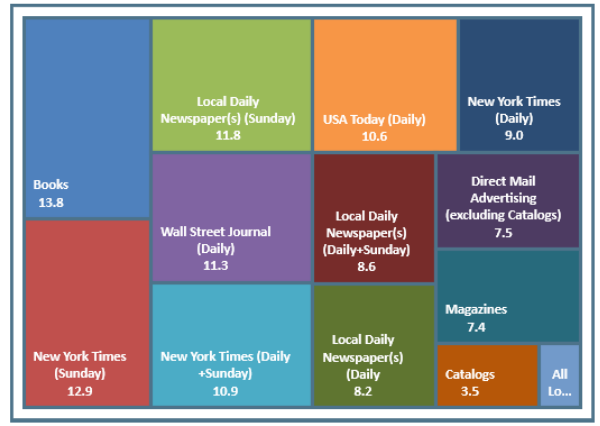
9,469,897 or 31.% of Adults 18 or older who Drank DR PEPPER in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

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

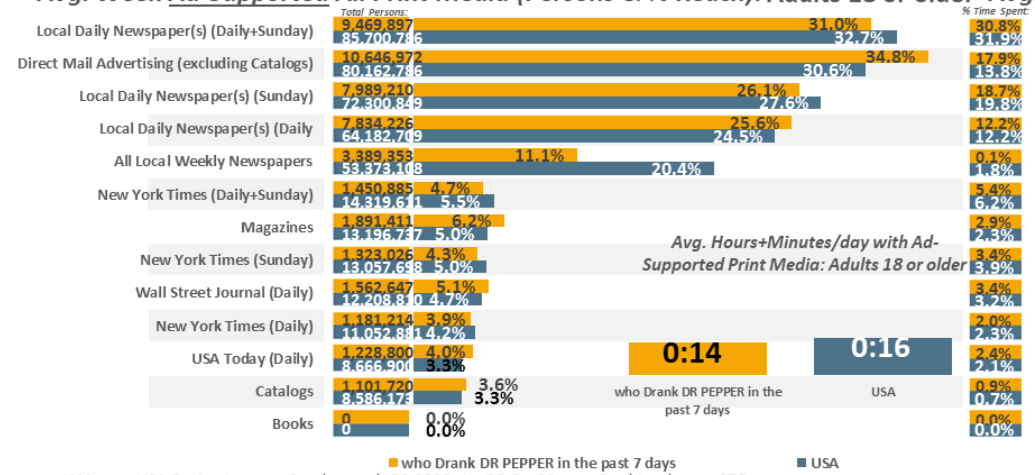


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

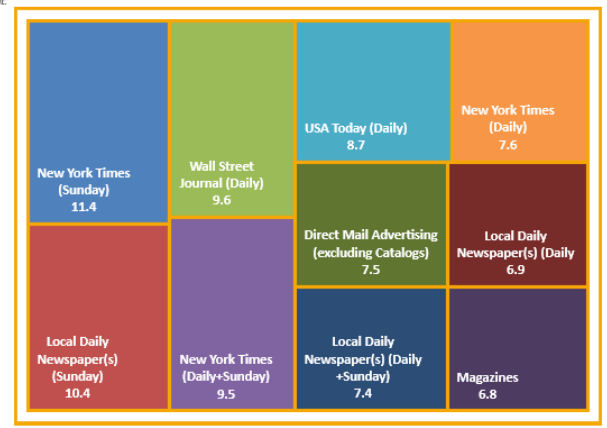


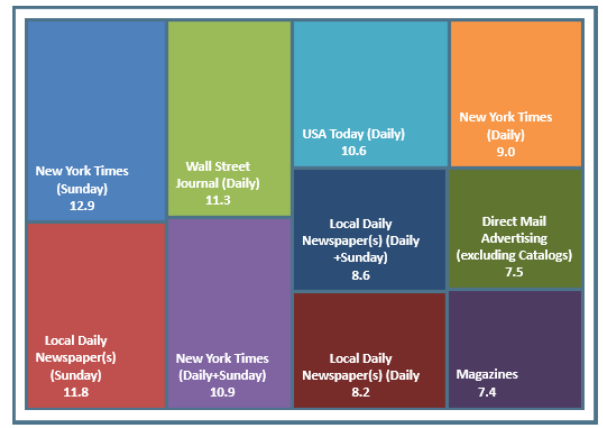


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 978

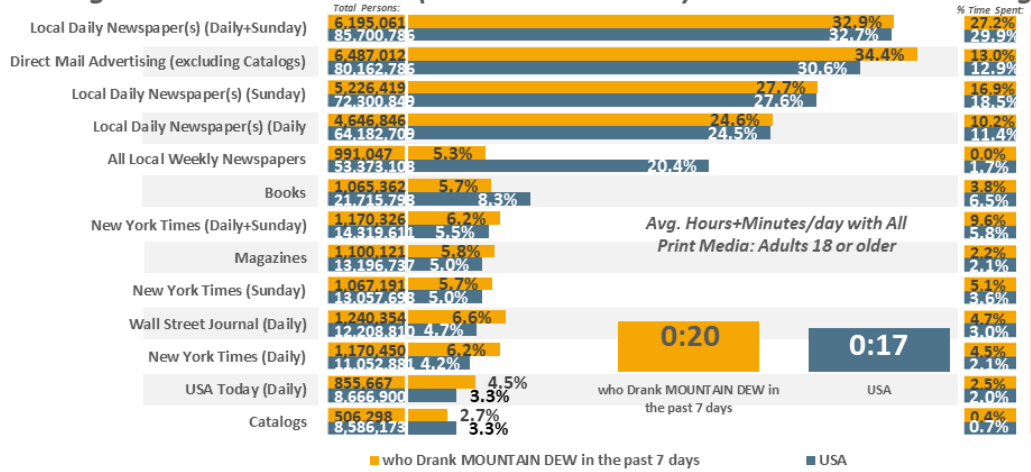
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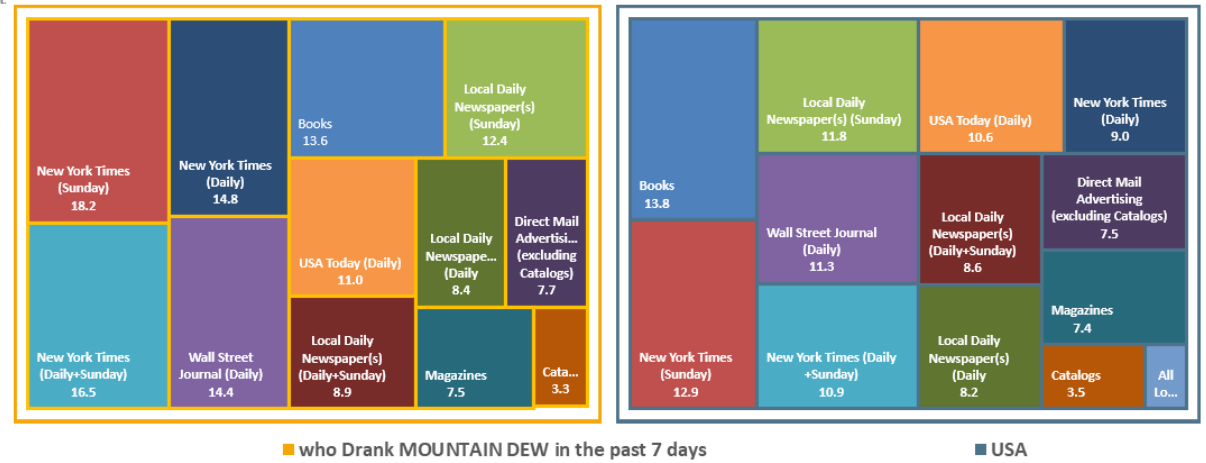
Beverages (regular soft drinks) drank past 7 days: Dr Pepper

6,195,061 or 32.9% of Adults 18 or older who Drank MOUNTAIN DEW in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

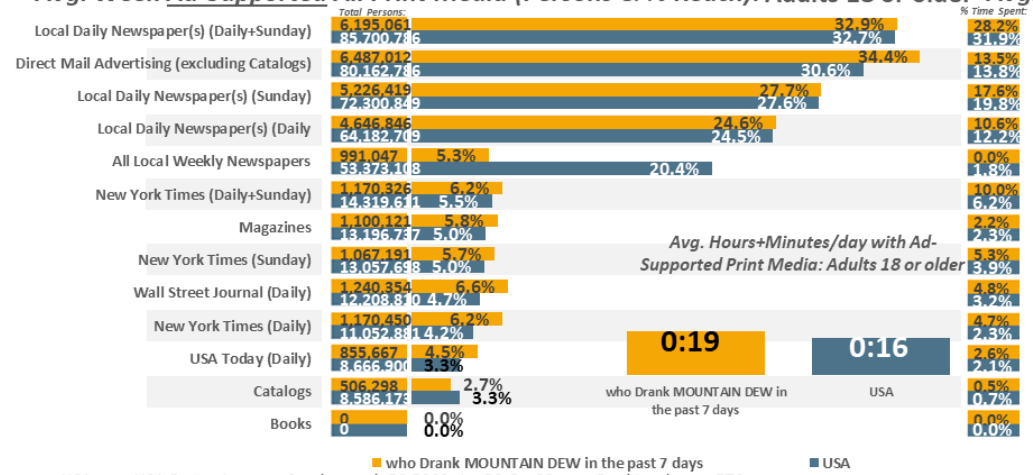
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



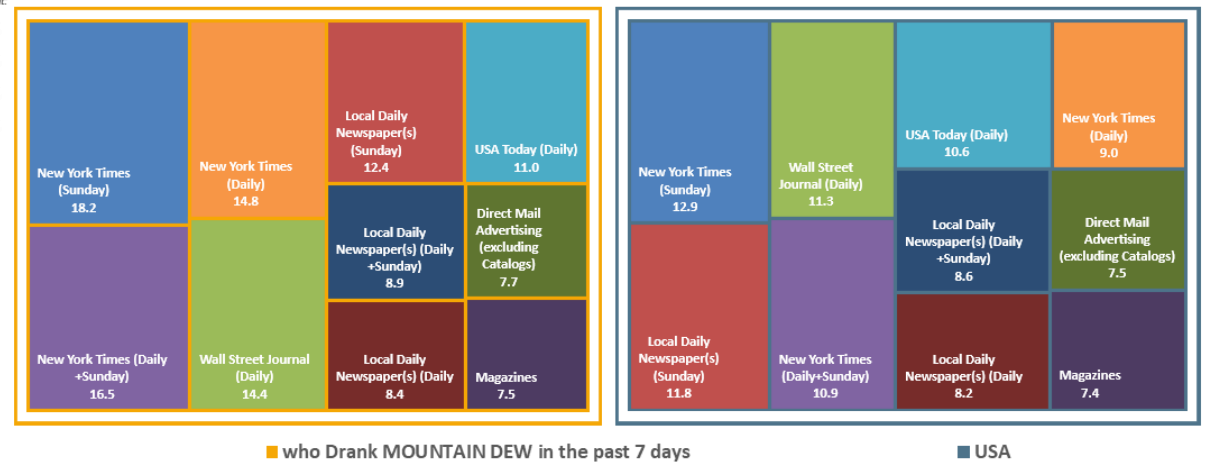
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 572

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Beverages (regular soft drinks) drank past 7 days: Mtn Dew