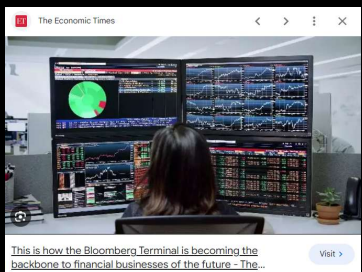


USA+4 DMAs – P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days as of March 31, 2026.**



P21+

ABInBev



Altria

Vanguard

BlackRock

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

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





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

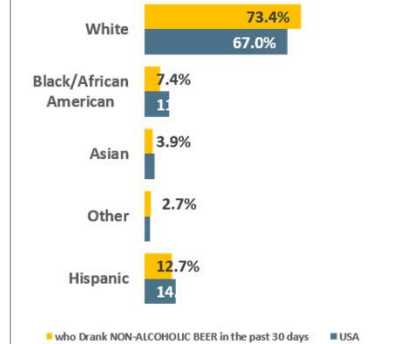
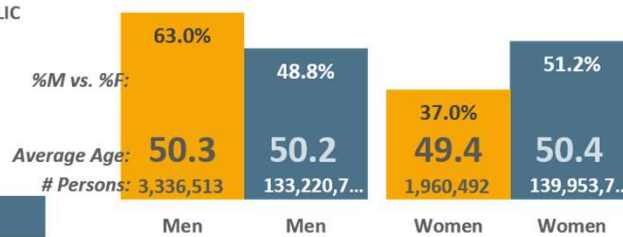
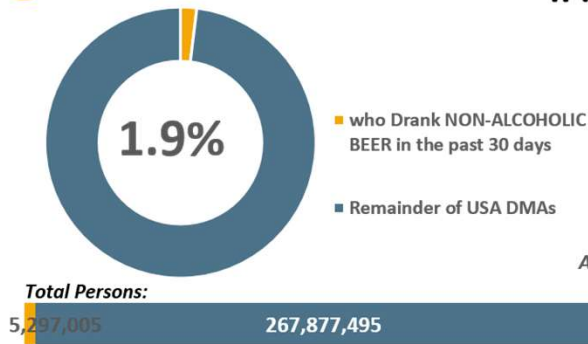


Percent of Market: Adults 21 or older

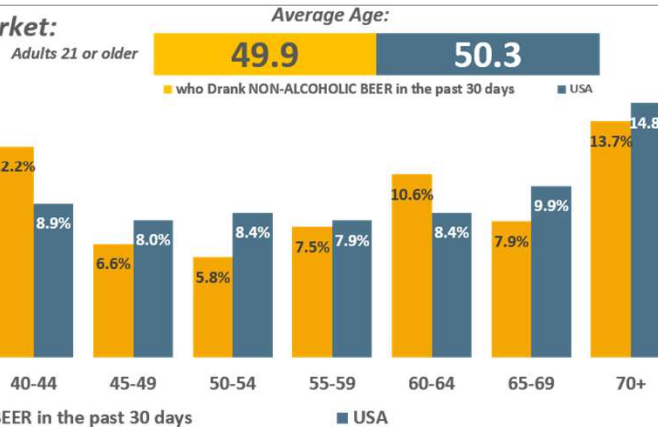


Gender of Target vs. Market: Adults 21 or older

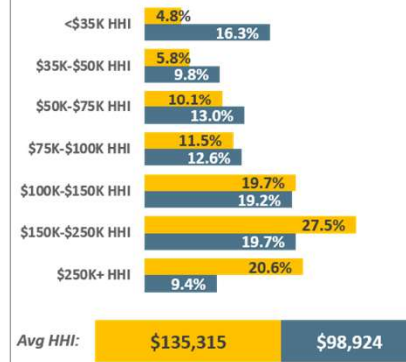
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

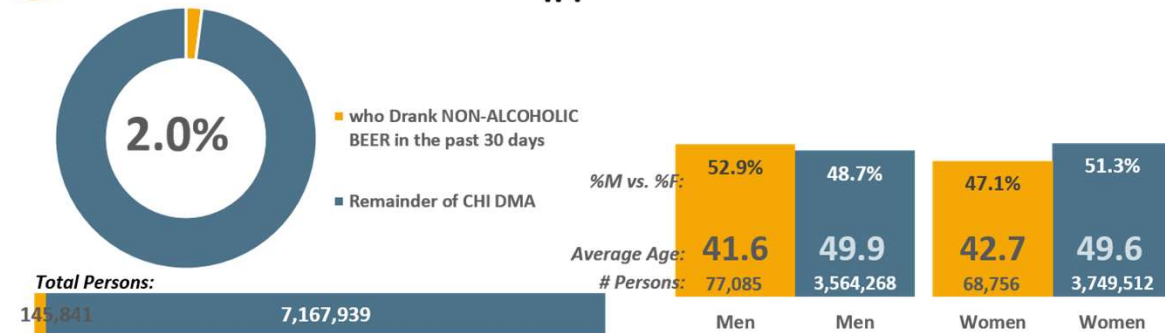
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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

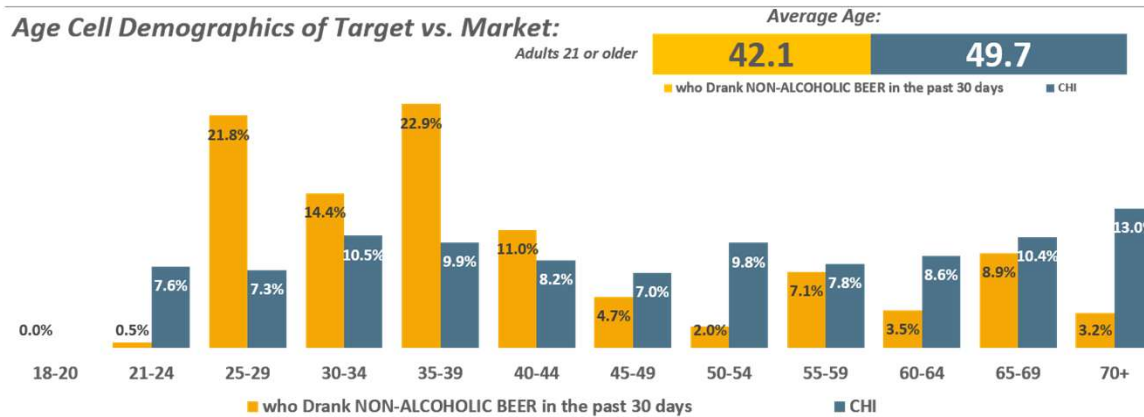


2.0% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 42.1 years old (15.3% younger than average) and have a \$159,973 (42.6% higher than average) annual household income.

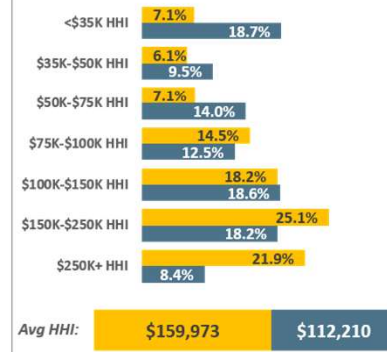
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



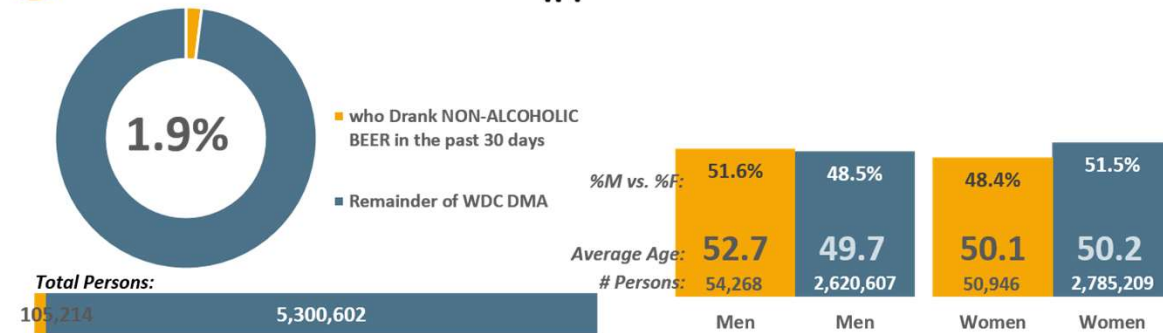
HHI of Target vs. Market:



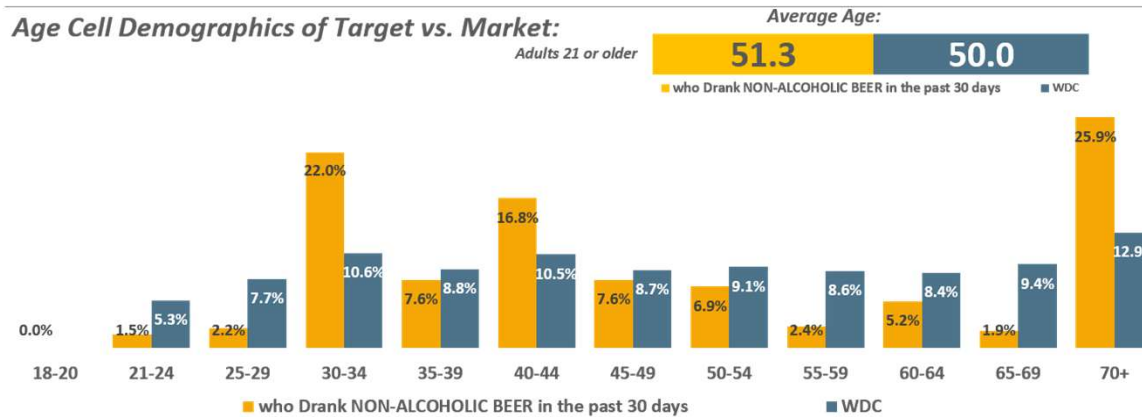


1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 51.3 years old (2.7% older than average) and have a \$183,843 (29.3% higher than average) annual household income.

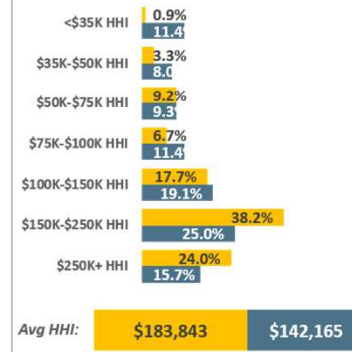
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



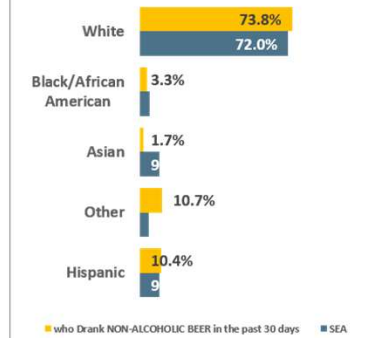
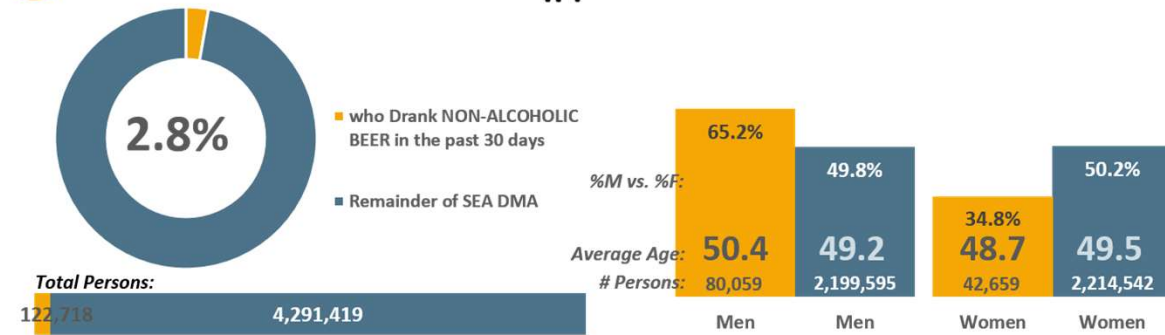
HHI of Target vs. Market:



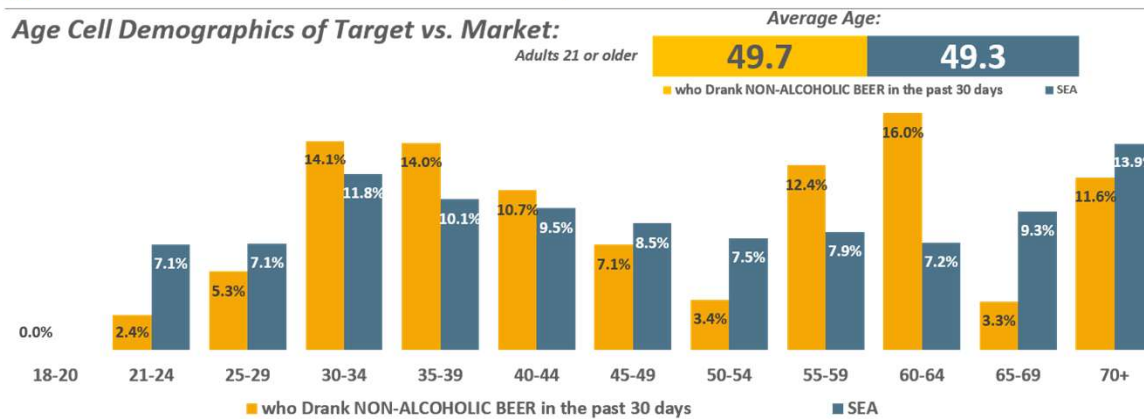


2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 49.7 years old (.8% older than average) and have a \$177,437 (36.7% higher than average) annual household income.

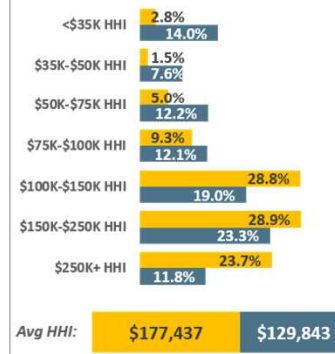
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



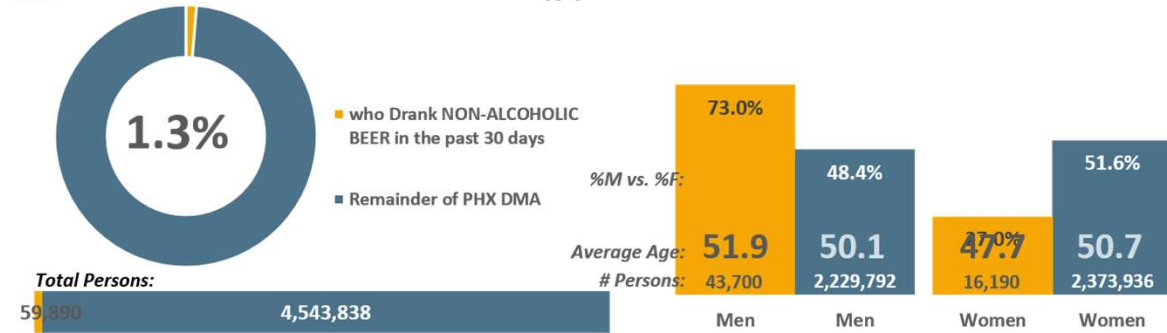
HHI of Target vs. Market:



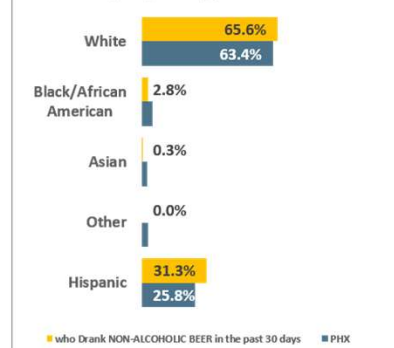


1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Typical Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 51.4 years old (2% older than average) and have a \$156,566 (44.6% higher than average) annual household income.

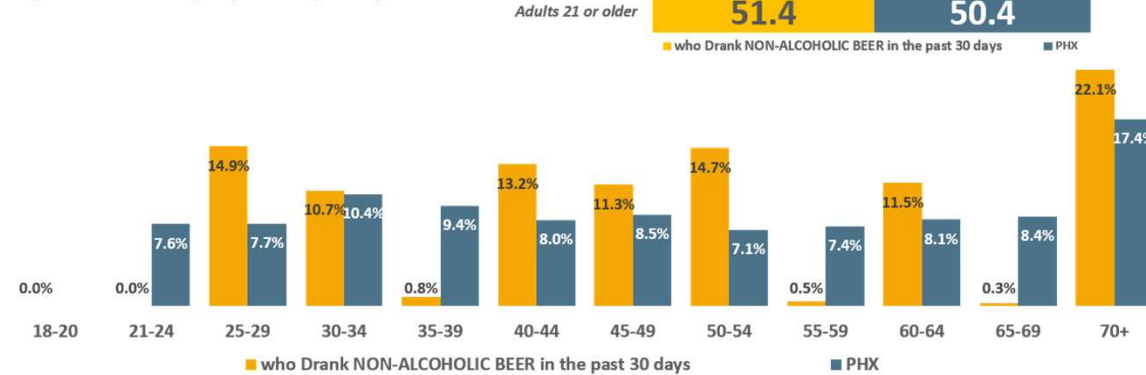
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



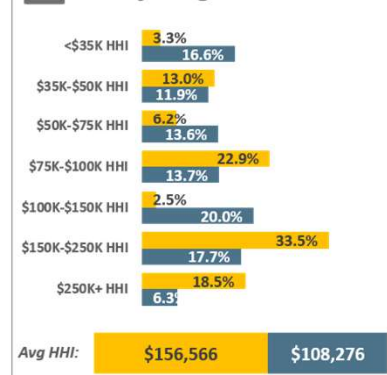
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

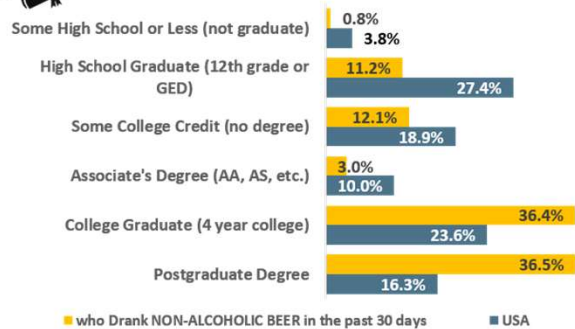




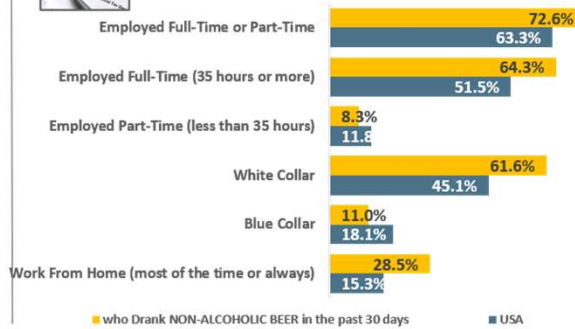
1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 83.% more likely to be a college graduate, 24.8% more likely to work full-time, 24.1% more likely to be married, 12.% less likely to be a parent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



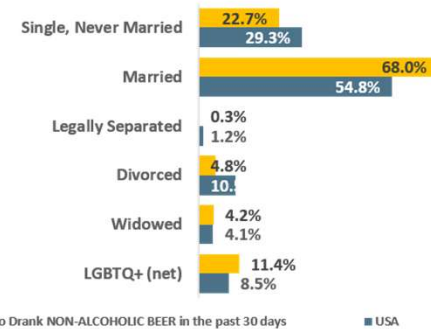
Education Levels: Adults 21 or older



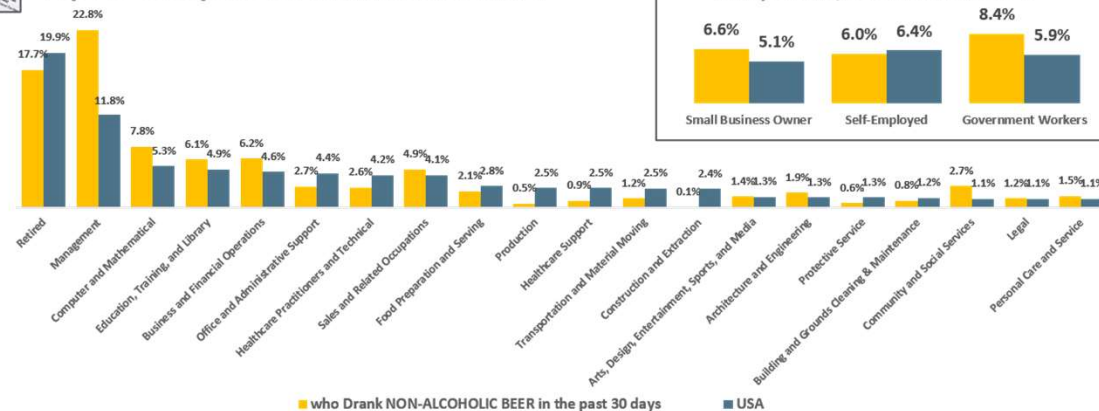
Employment: Adults 21 or older



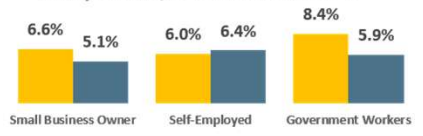
Marital Status: Adults 21 or older



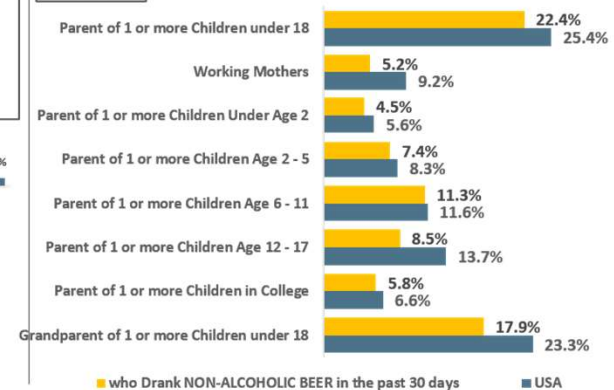
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



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

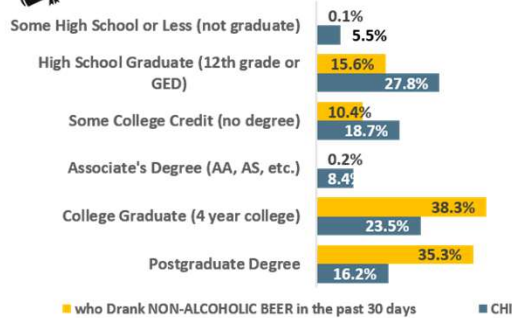
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



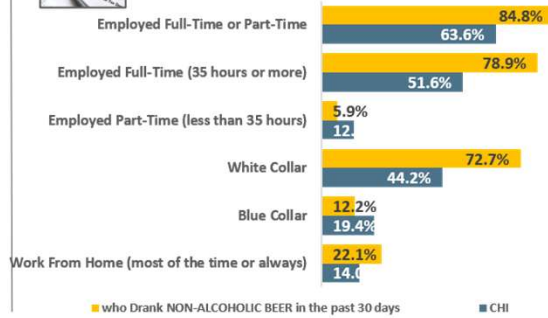
2.2% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 85.7% more likely to be a college graduate, 52.9% more likely to work full-time, 17.4% more likely to be married, 4.5% less likely to be a parent of 1 or more children under 18.



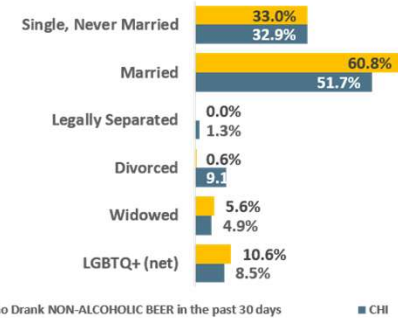
Education Levels: Adults 21 or older



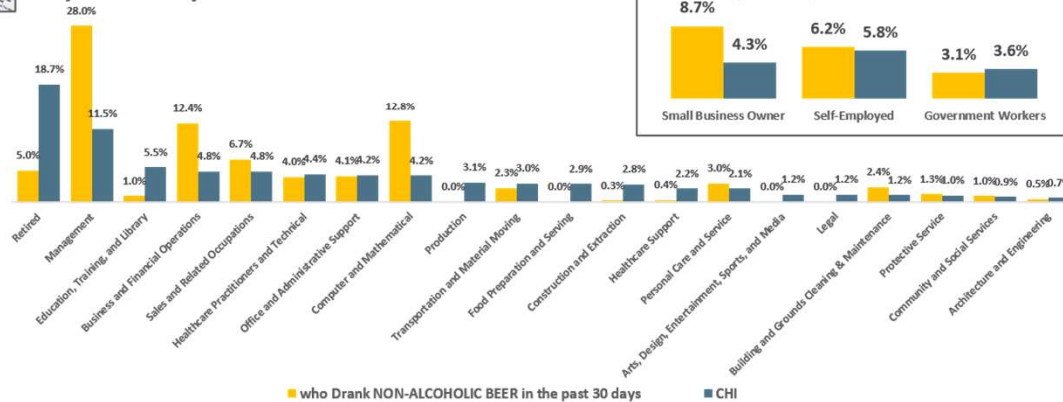
Employment: Adults 21 or older



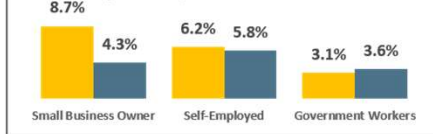
Marital Status: Adults 21 or older



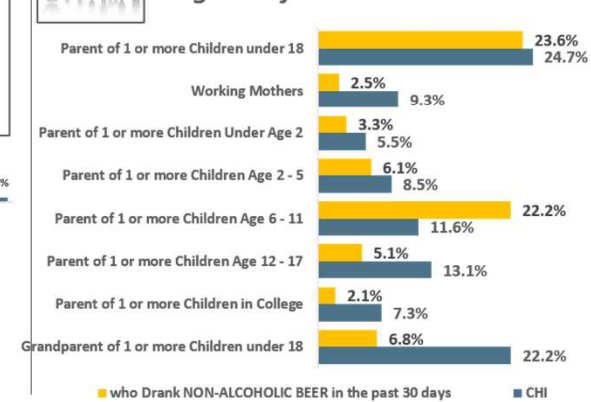
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

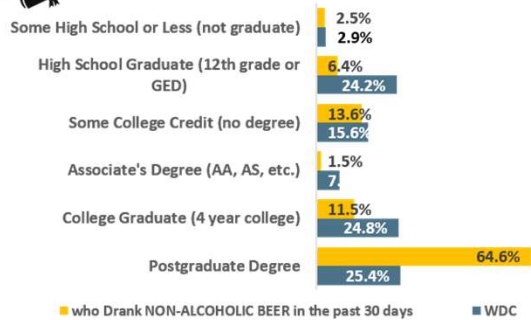




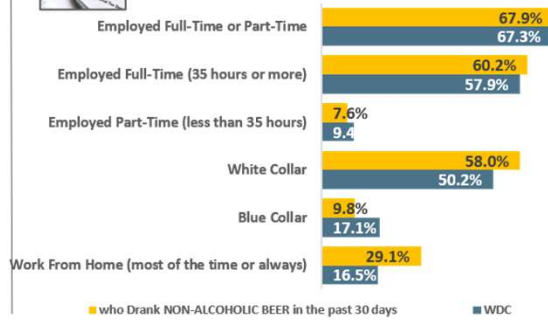
1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 51.6% more likely to be a college graduate, 3.9% more likely to work full-time, 33.5% more likely to be married, 5.7% less likely to be a parent of 1 or more children under 18.



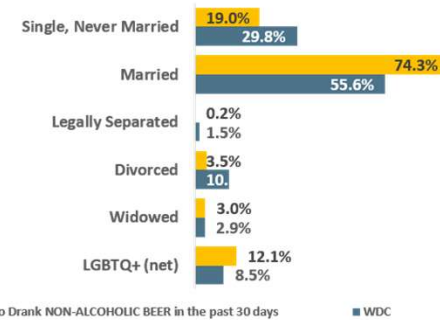
Education Levels: Adults 21 or older



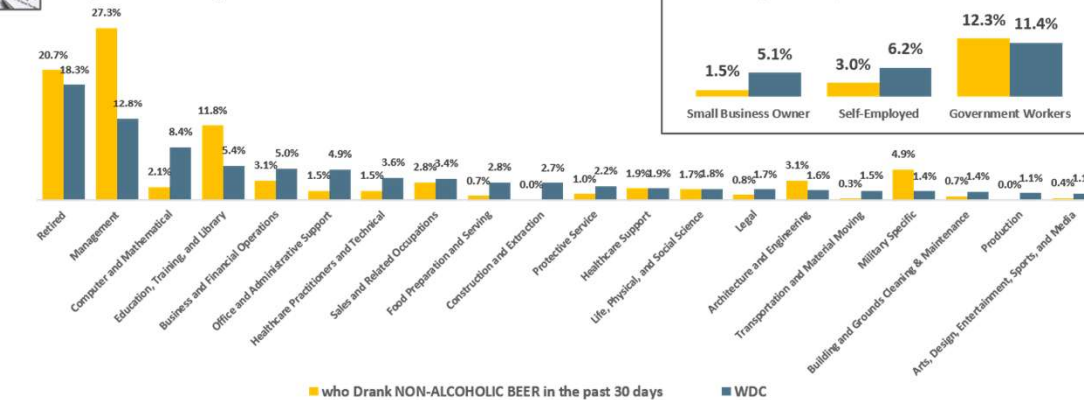
Employment: Adults 21 or older



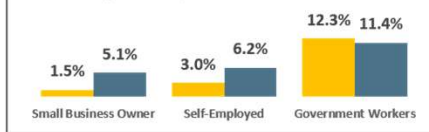
Marital Status: Adults 21 or older



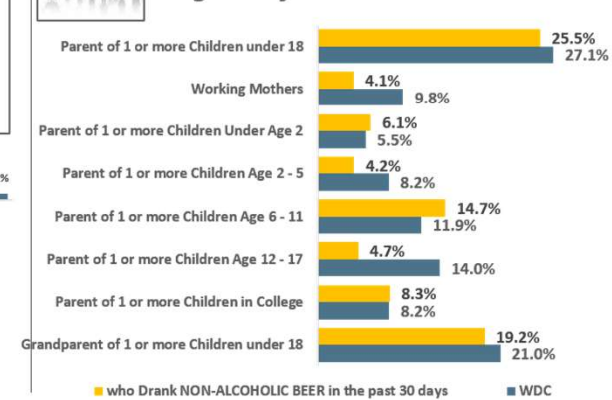
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

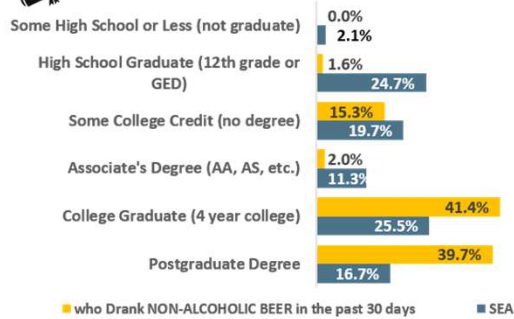




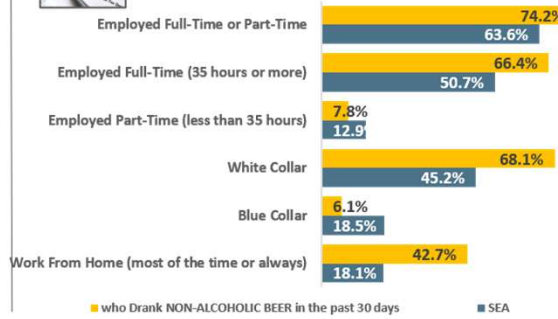
2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 92.3% more likely to be a college graduate, 30.8% more likely to work full-time, 24.8% more likely to be married, 15.2% more likely to be a parent of 1 or more children under 18.



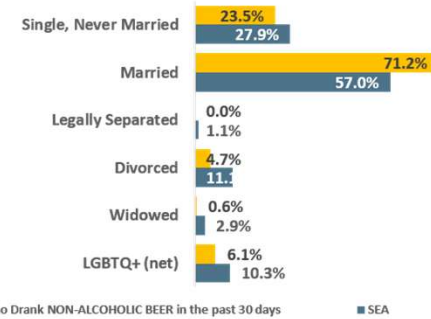
Education Levels: Adults 21 or older



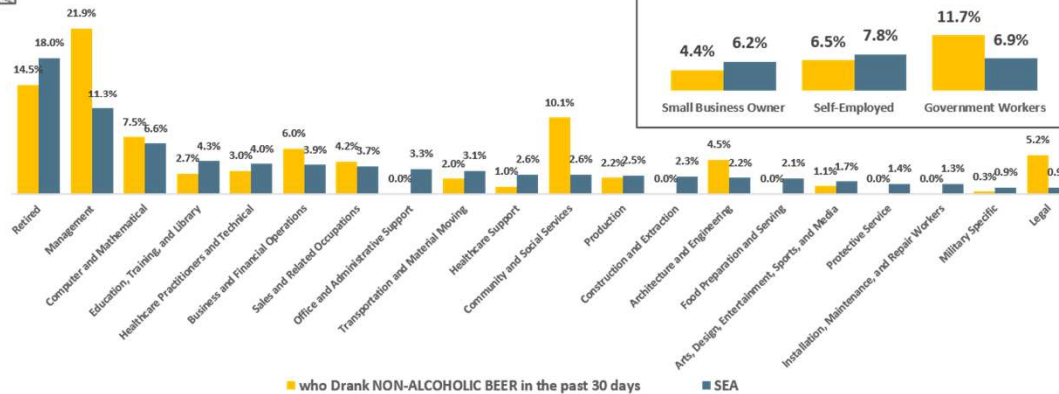
Employment: Adults 21 or older



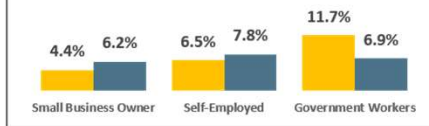
Marital Status: Adults 21 or older



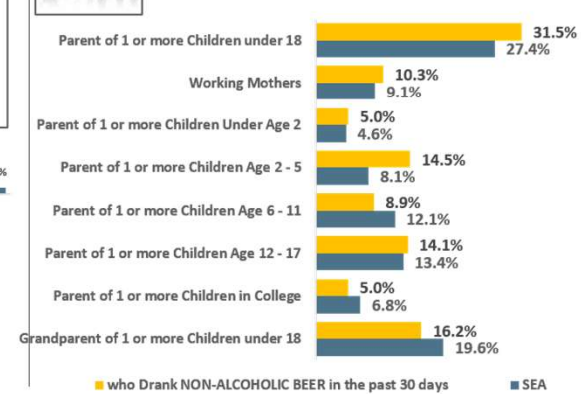
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

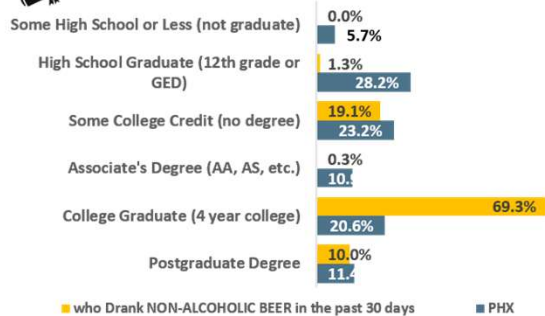




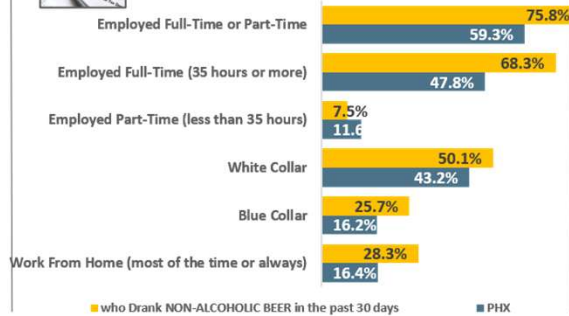
1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 147.5% more likely to be a college graduate, 43.% more likely to work full-time, 21.6% more likely to be married, 86.5% less likely to be a parent of 1 or more children under 18.



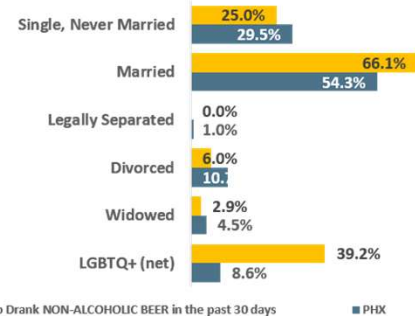
Education Levels: Adults 21 or older



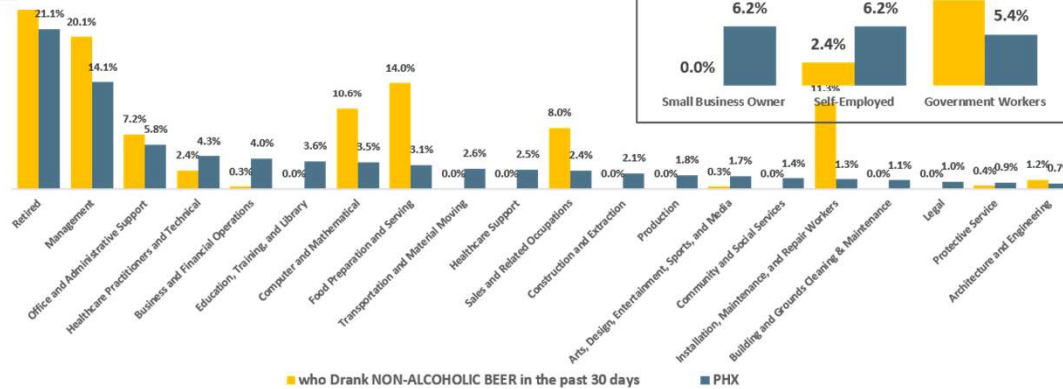
Employment: Adults 21 or older



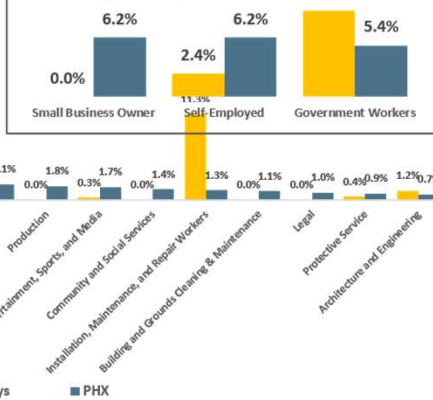
Marital Status: Adults 21 or older



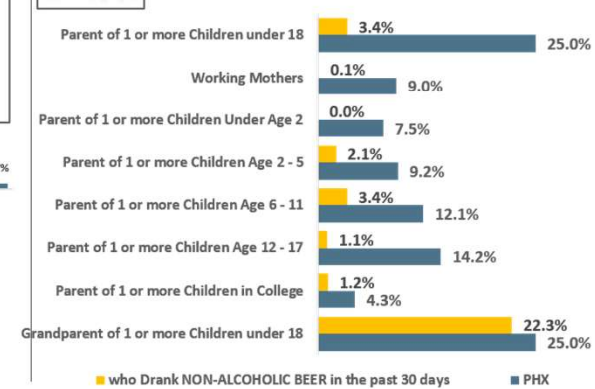
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



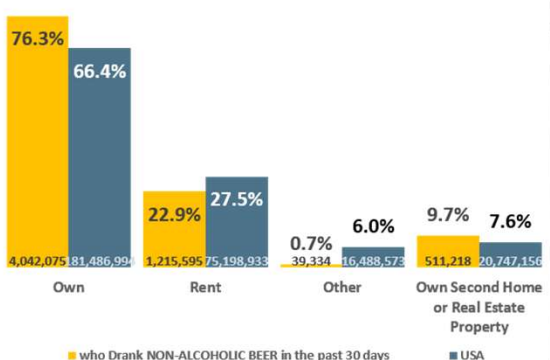
Stage in Life: Adults 21 or older



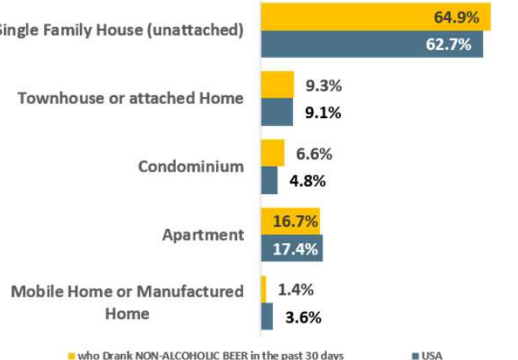


1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 14.9% more likely to own their home, 39.8% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 17.2% more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

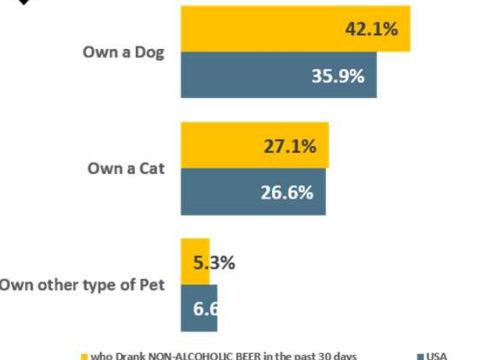
Own/Rent/Other:Adults 21 or older



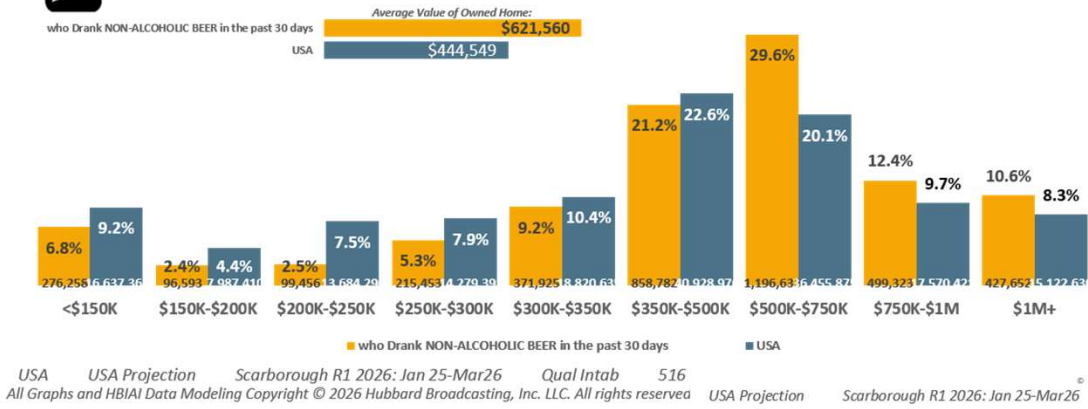
Type of Home:Adults 21 or older



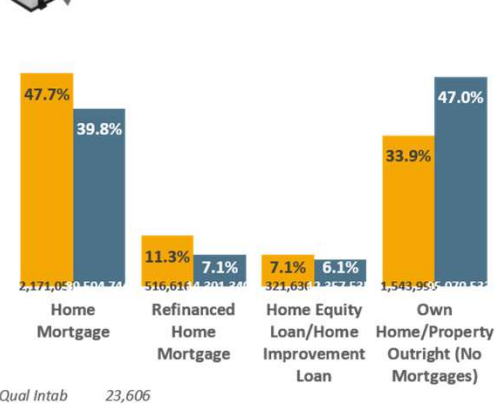
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



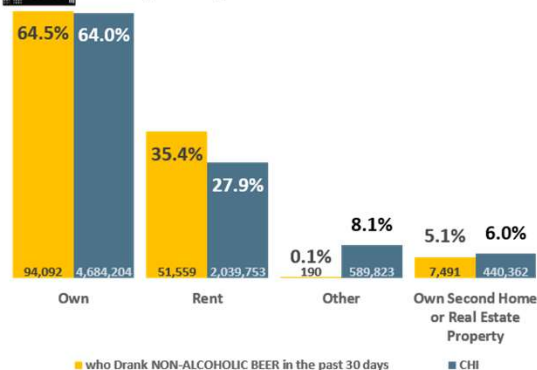
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 516
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

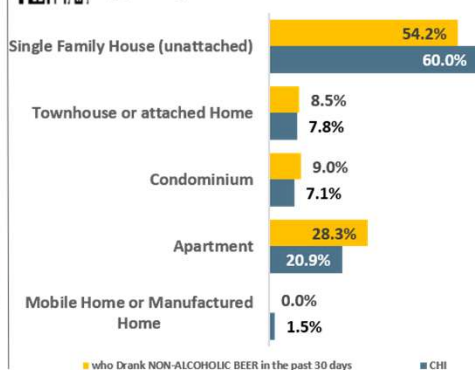


2.2% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are .7% more likely to own their home, 16.8% more likely to own a higher valued home, 9.7% less likely to have a single-family home, 52.7% more likely to have a dog.

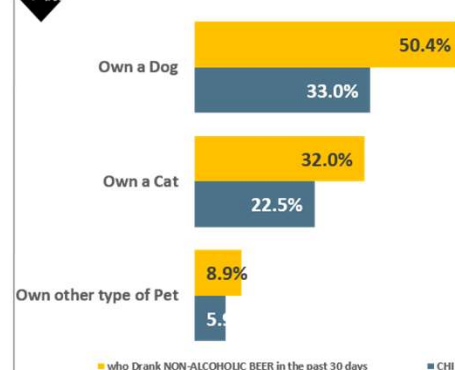
Own/Rent/Other: Adults 21 or older



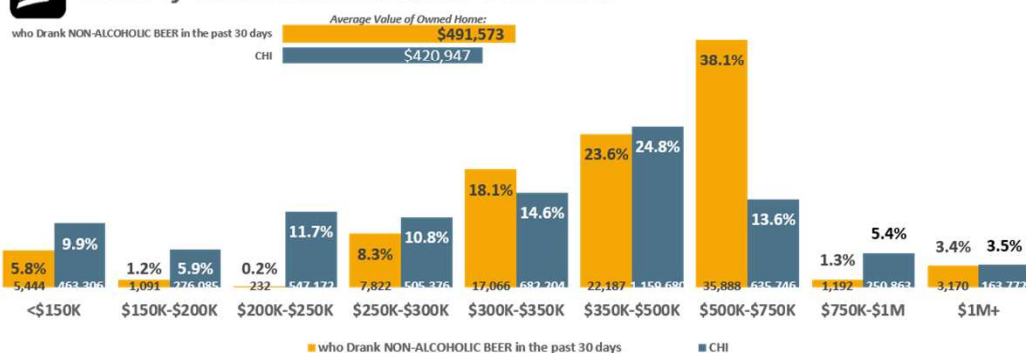
Type of Home: Adults 21 or older



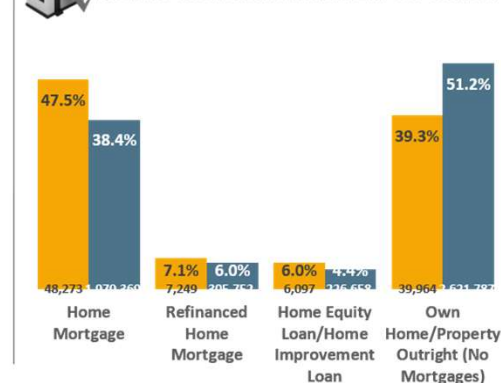
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



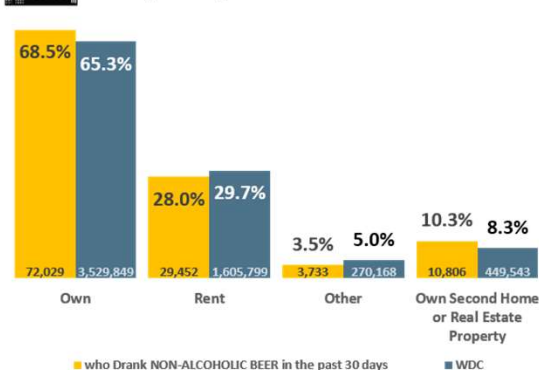
Home Loans: Adults 21 or older



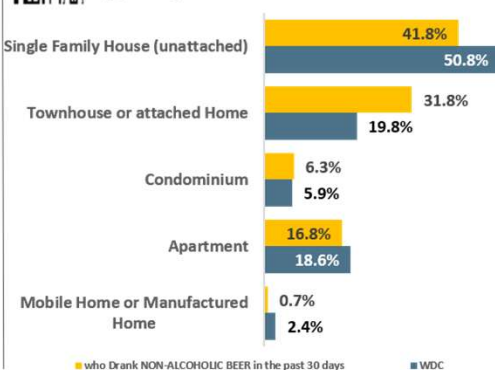


1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 4.8% more likely to own their home, 20.7% more likely to own a higher valued home, 17.6% less likely to have a single-family home, 6.5% less likely to have a dog.

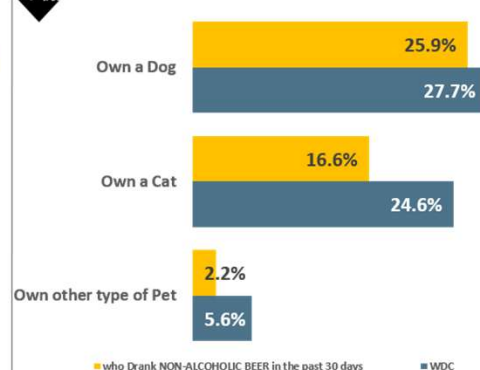
Own/Rent/Other: Adults 21 or older



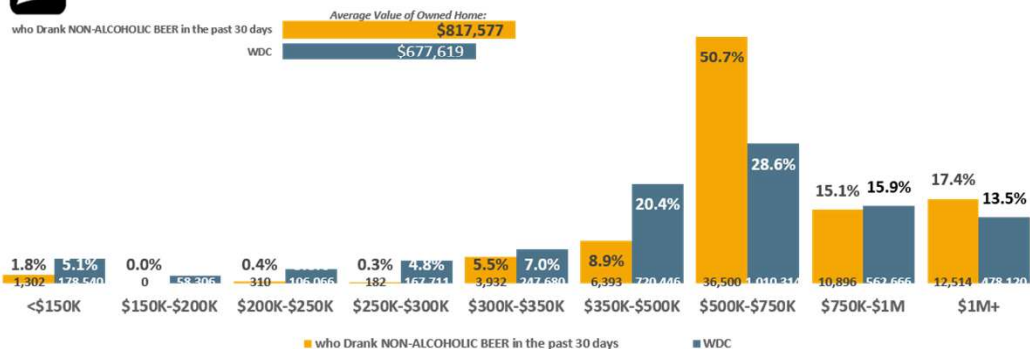
Type of Home: Adults 21 or older



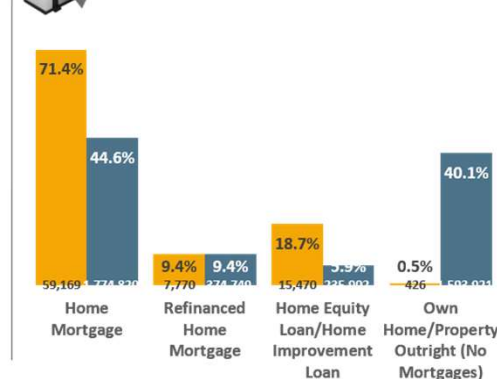
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

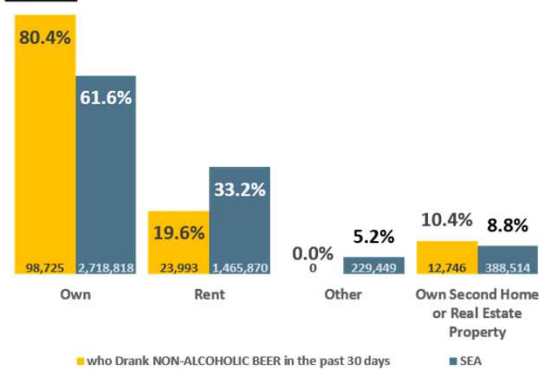




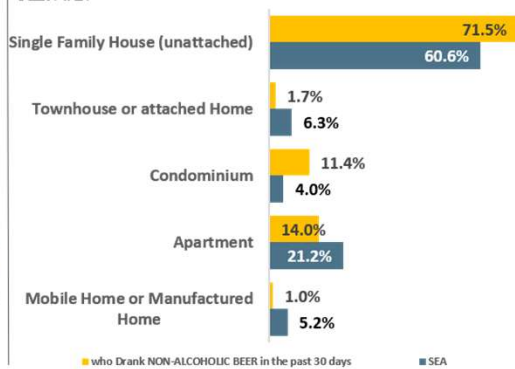
2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 30.6% more likely to own their home, 2.7% more likely to own a higher valued home, 17.9% more likely to have a single-family home, 31.8% more likely to have a dog.



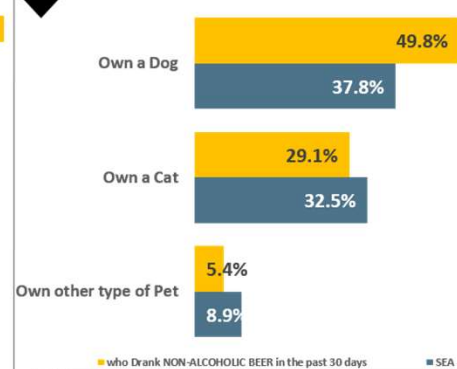
Own/Rent/Other: Adults 21 or older



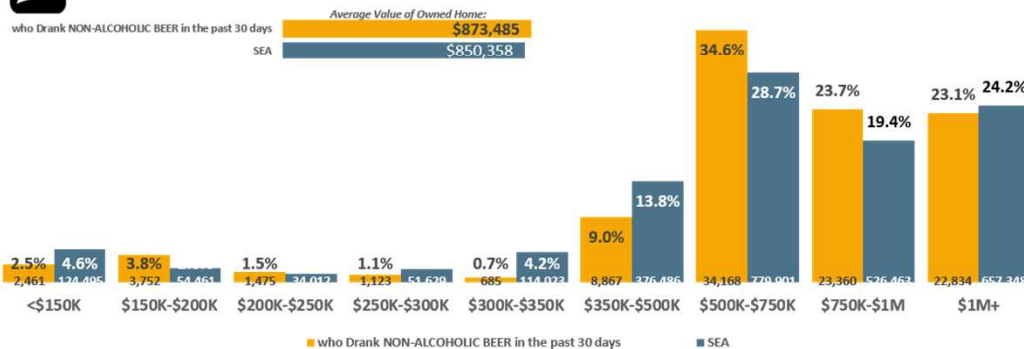
Type of Home: Adults 21 or older



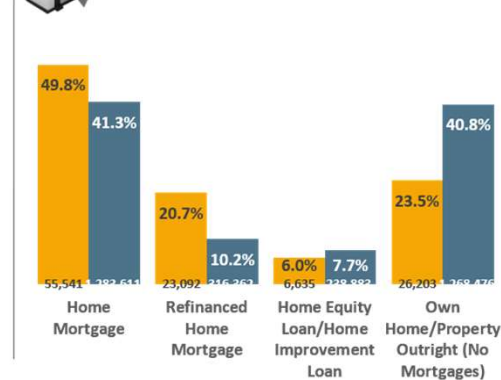
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



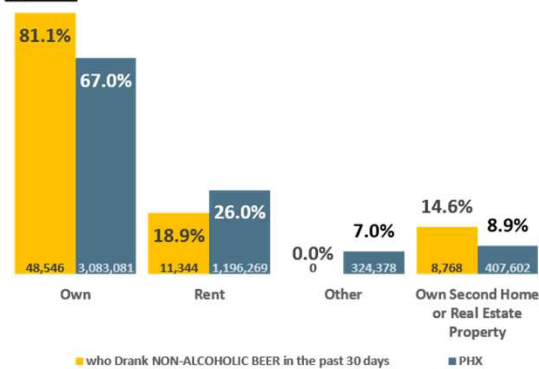
Home Loans: Adults 21 or older



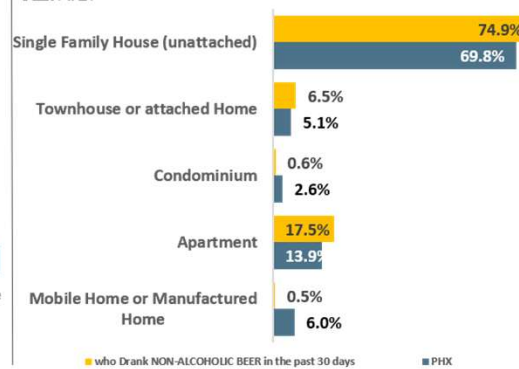


1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 21.% more likely to own their home, 29.% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 1.6% more likely to have a dog.

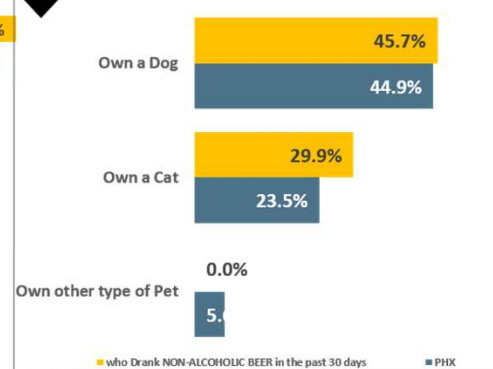
Own/Rent/Other: Adults 21 or older



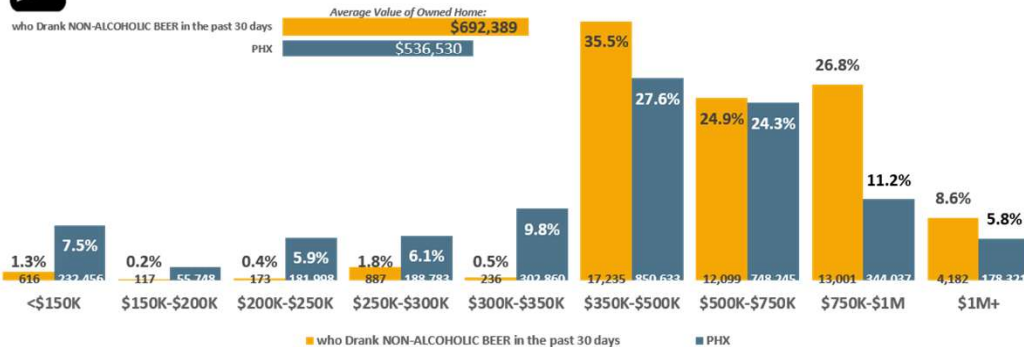
Type of Home: Adults 21 or older



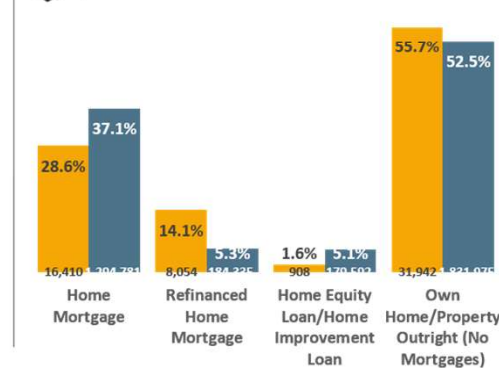
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

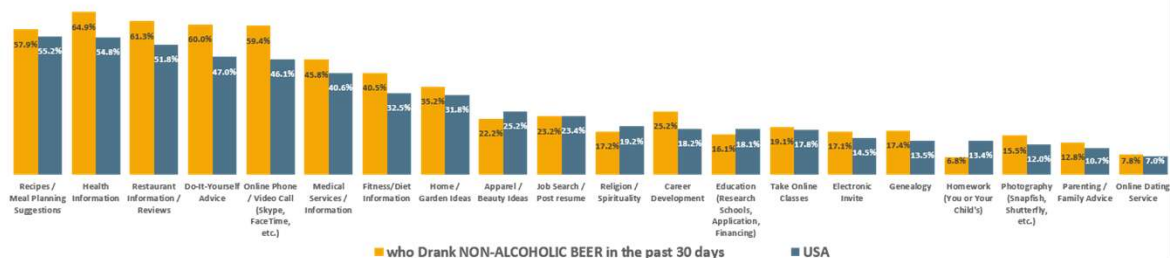




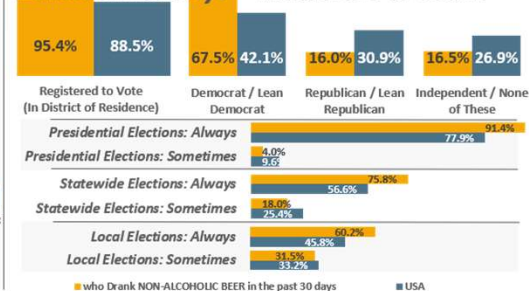
1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 27.8% more likely to look up D-I-Y advice online, 31.5% more likely to always vote in local elections, 82.7% more likely to belong to a gym,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



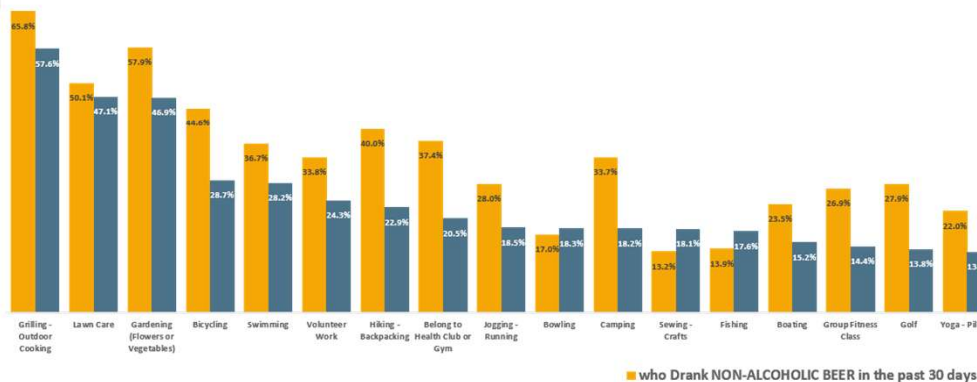
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



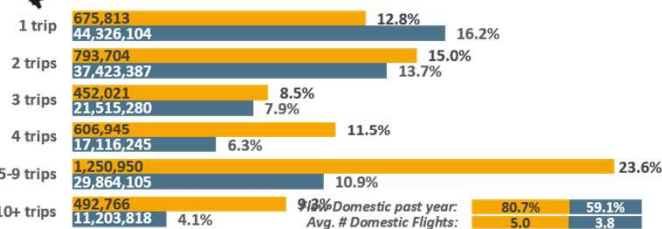
Political Activity: Adults 21 or older



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



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



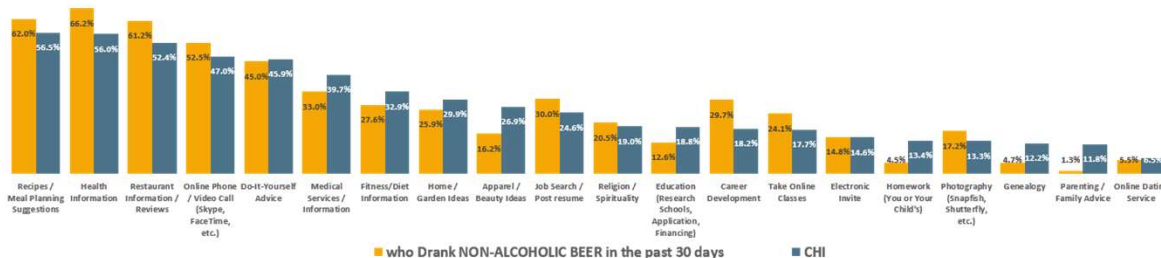
Domestic past year: 80.7% vs 59.1%
 Avg. # Domestic Flights: 5.0 vs 3.8



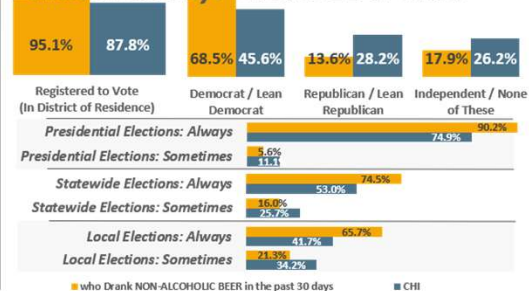
2.2% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 1.9% less likely to look up D-I-Y advice online, 57.4% more likely to always vote in local elections, 79.8% more likely to belong to a gym, 53.5% more likely to fly domestic past yr.



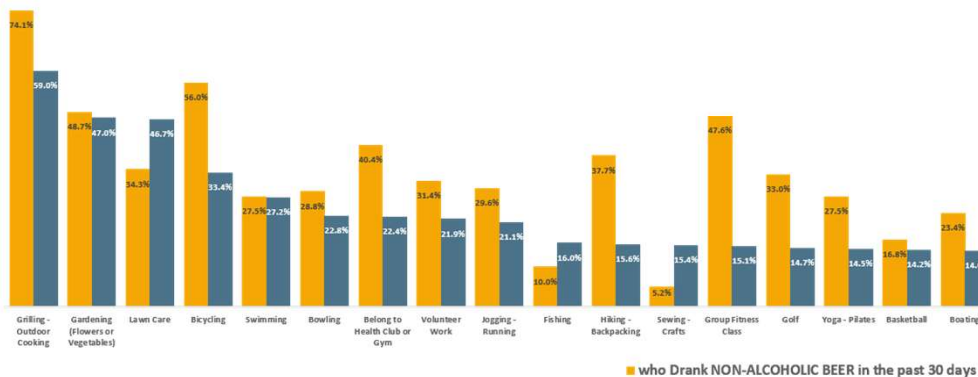
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



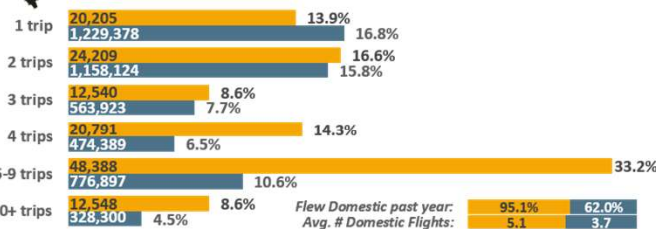
Political Activity: Adults 21 or older



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



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



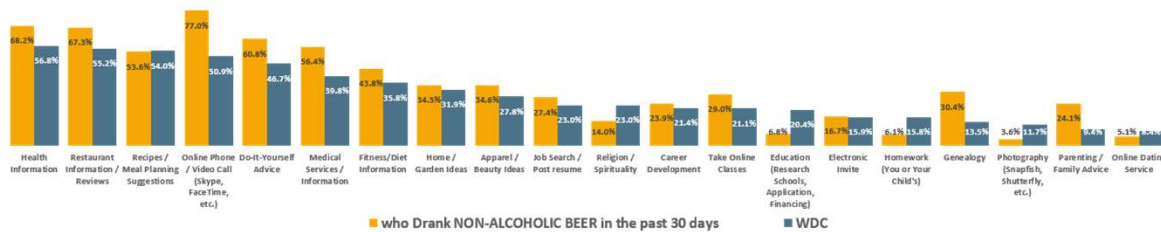
Flew Domestic past year: 95.1% vs 62.0%
Avg. # Domestic Flights: 5.1 vs 3.7



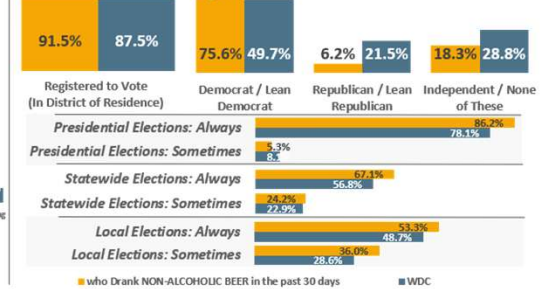
1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 30.% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 43.1% more likely to belong to a gym, 40.7% more likely to fly domestic past yr.



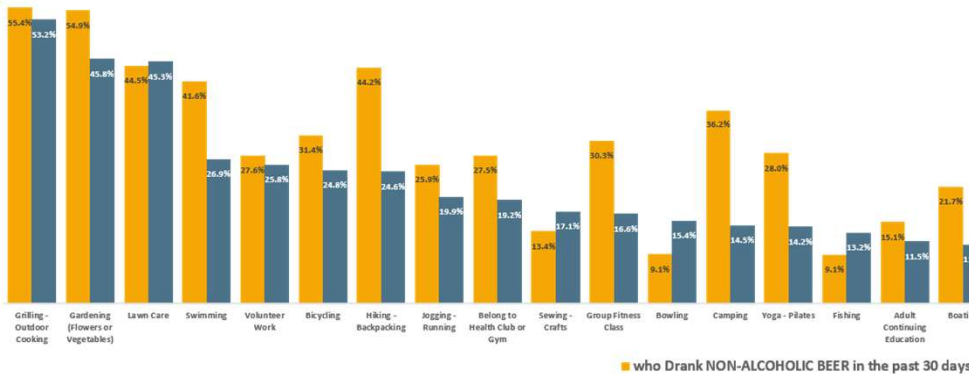
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



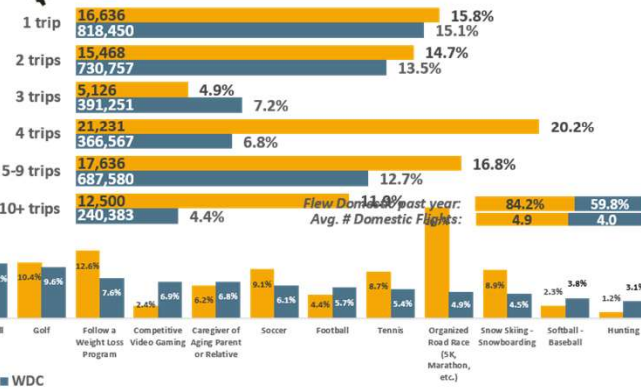
Political Activity: Adults 21 or older



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



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

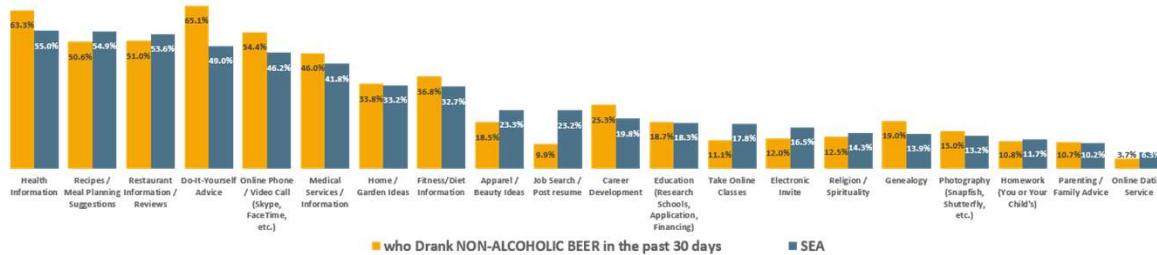




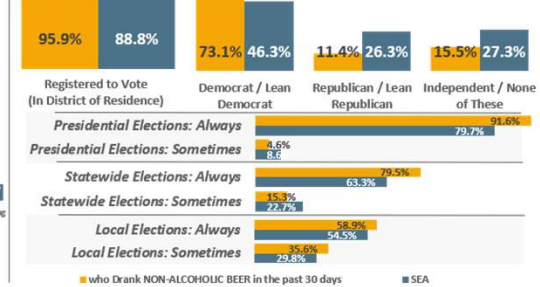
2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 32.8% more likely to look up D-I-Y advice online, 8.2% more likely to always vote in local elections, 152.2% more likely to belong to a gym, 35.2% more likely to fly domestic past yr.



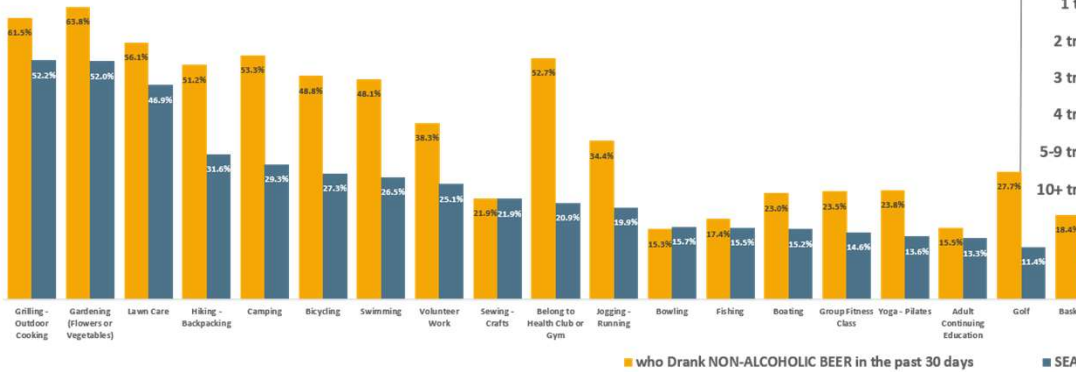
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



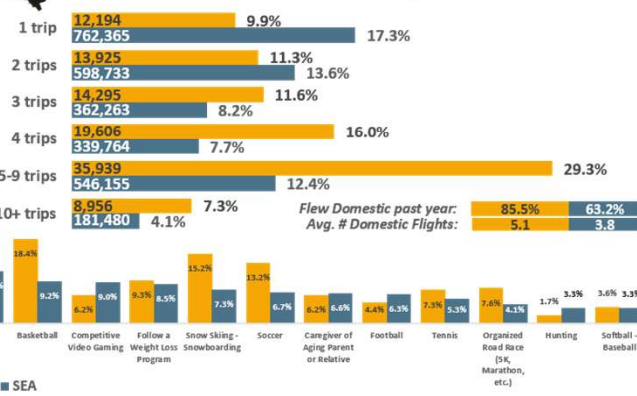
Political Activity: Adults 21 or older



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



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

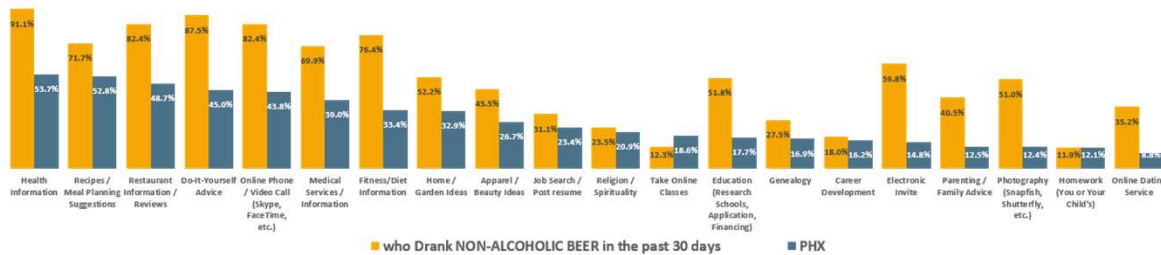




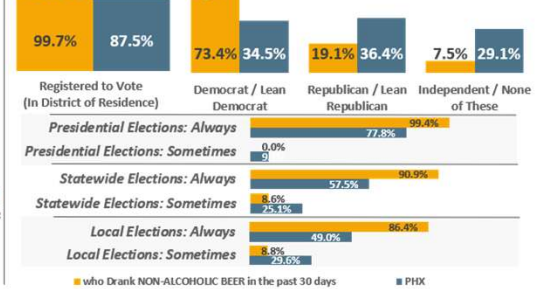
1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 94.4% more likely to look up D-I-Y advice online, 76.2% more likely to always vote in local elections, 118.4% more likely to belong to a gym, 27.5% more likely to fly domestic past yr



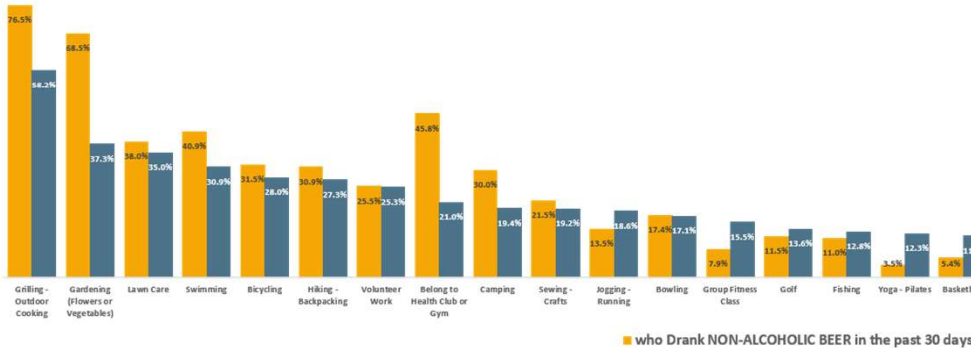
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



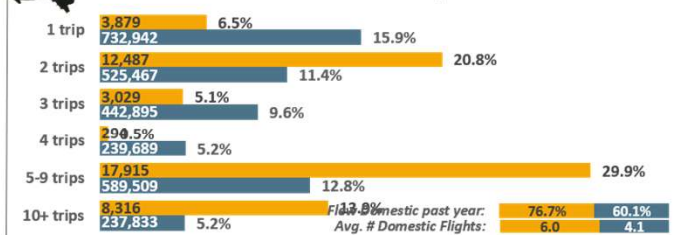
Political Activity: Adults 21 or older



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



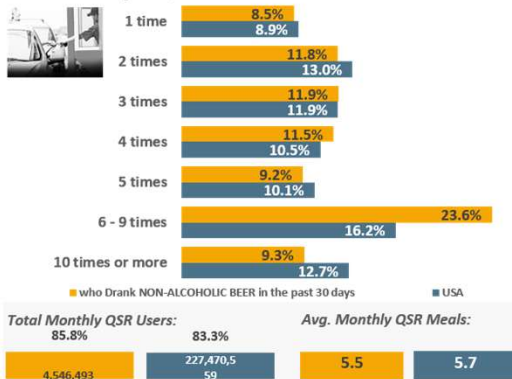
Past 12-months Domestic Airline Trips: Adults 21 or older



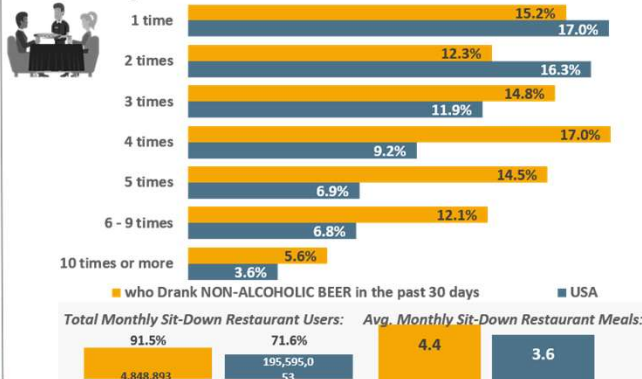


1.9% or 5,297,005 of USA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 3.1% more likely to use QSRs past mo., 27.8% more likely to use Sit-Down Restaurants past mo., 7% more likely to use Casinos past yr., 26.5%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

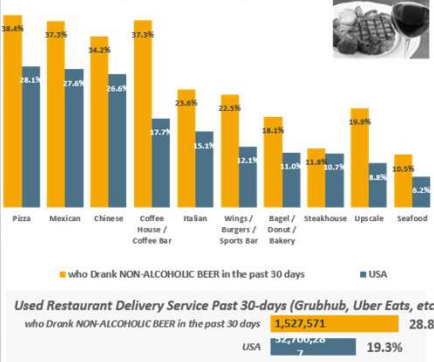
Past 30-days QSR Users: Adults 21 or older



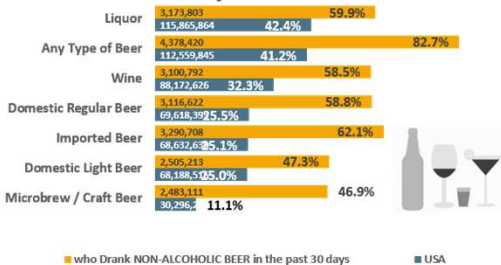
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



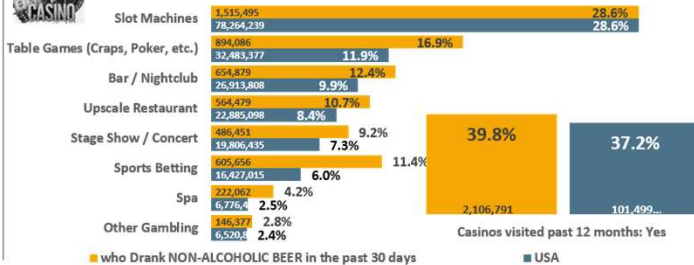
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



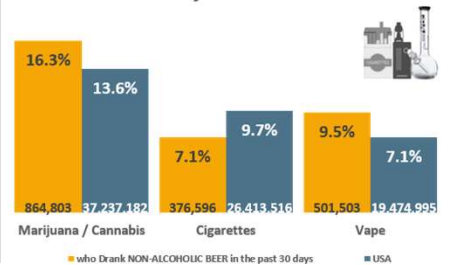
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



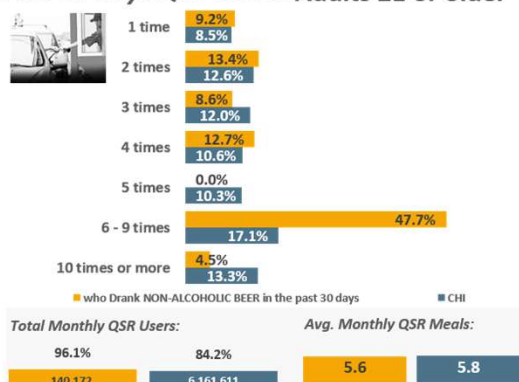
Used Past 30-days: Adults 21 or older



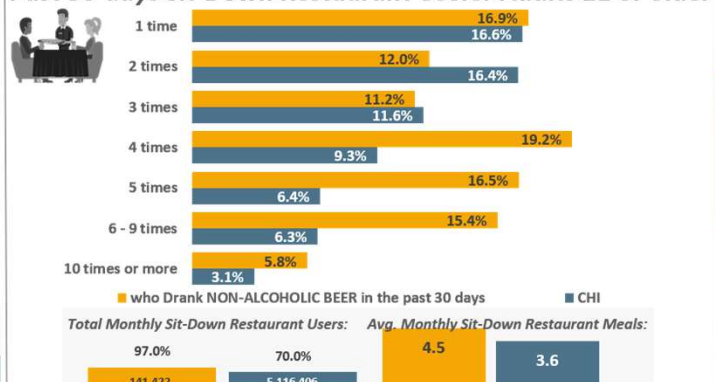


2.2% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 14.1% more likely to use QSRs past mo., 38.6% more likely to use Sit-Down Restaurants past mo., 30.4% more likely to use Casinos past yr., 15.3% more likely to smoke cigarettes.

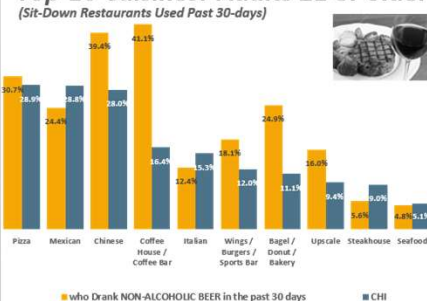
Past 30-days QSR Users: Adults 21 or older



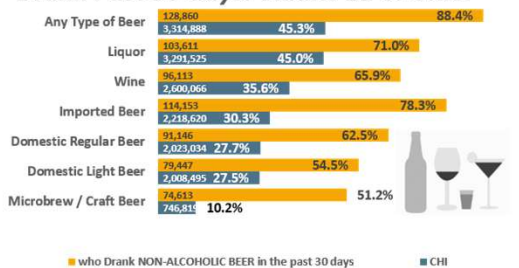
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



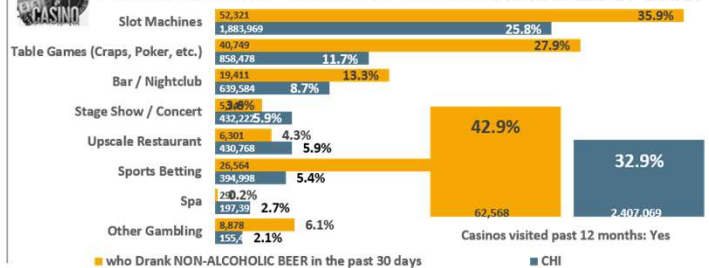
Top-10 Cuisines: Adults 21 or older



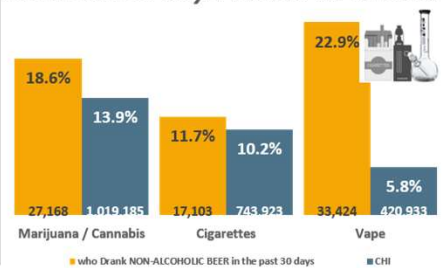
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



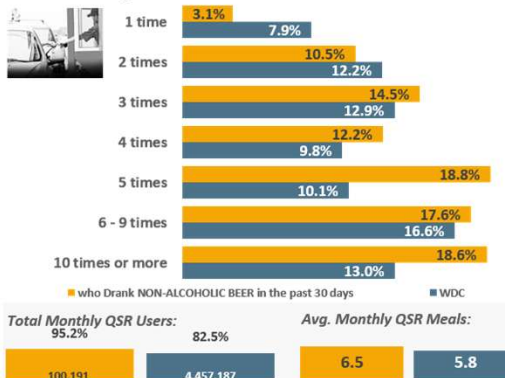
Used Past 30-days: Adults 21 or older



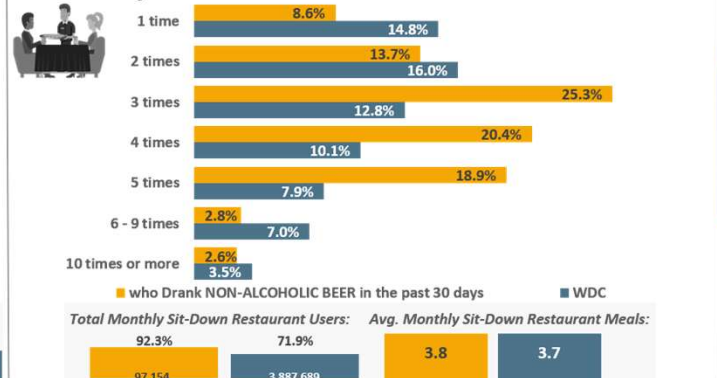


1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
 Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 15.5% more likely to use QSRs past mo., 28.4% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 87.1% less likely to smoke cigarettes.

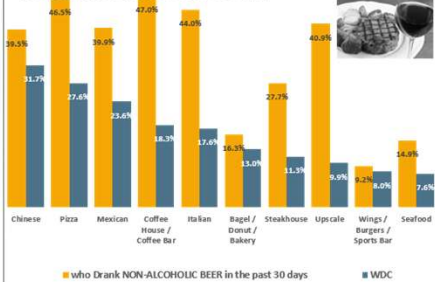
Past 30-days QSR Users: Adults 21 or older



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

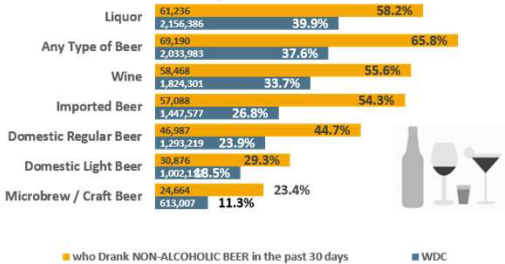


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

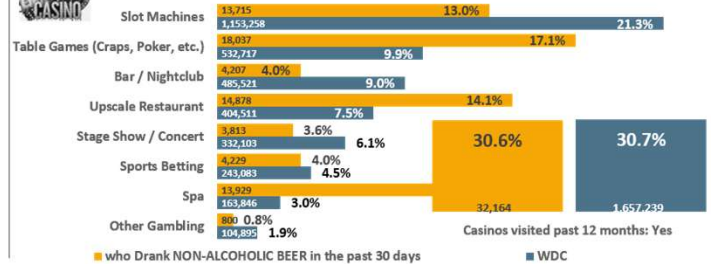


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank NON-ALCOHOLIC BEER in the past 30 days: 46,743 (44.4%)
 WDC: 1,356,150 (25.1%)

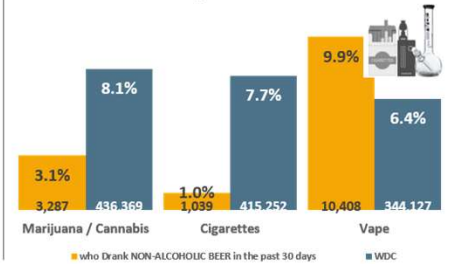
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



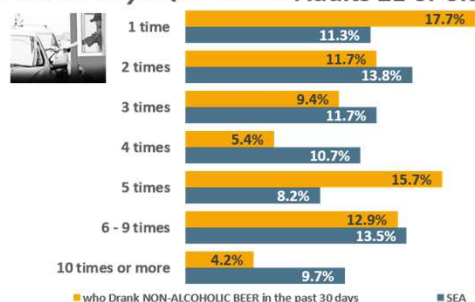
Used Past 30-days: Adults 21 or older



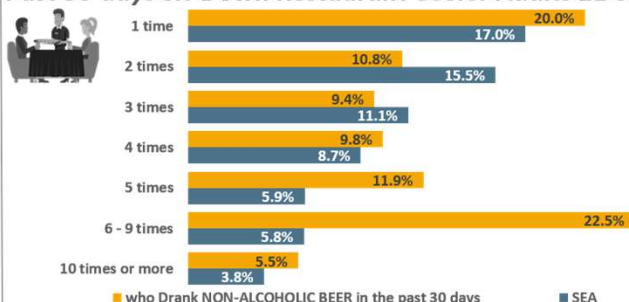


2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 2.4% less likely to use QSRs past mo., 32.6% more likely to use Sit-Down Restaurants past mo., 11.7% less likely to use Casinos past yr., 27.2% more likely to smoke cigarettes.

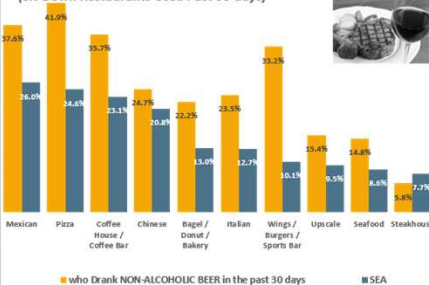
Past 30-days QSR Users: Adults 21 or older



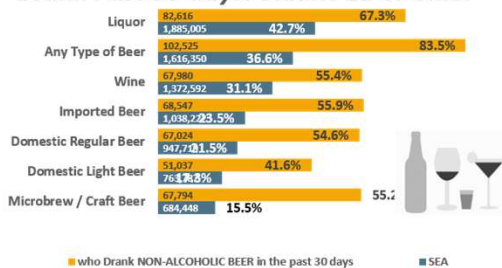
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



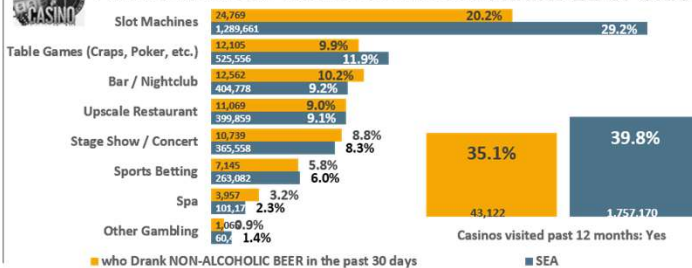
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



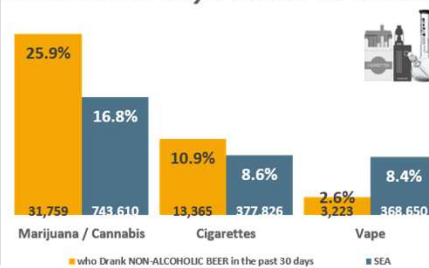
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



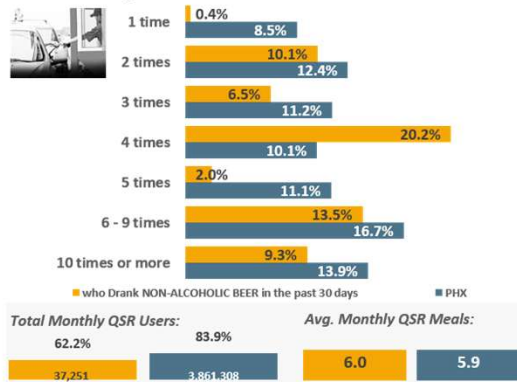
Used Past 30-days: Adults 21 or older



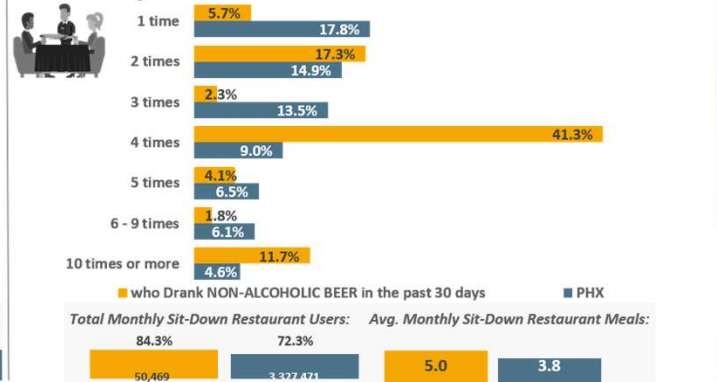


1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 25.8% less likely to use QSRs past mo., 16.6% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 51.6% less likely to smoke cigarettes.

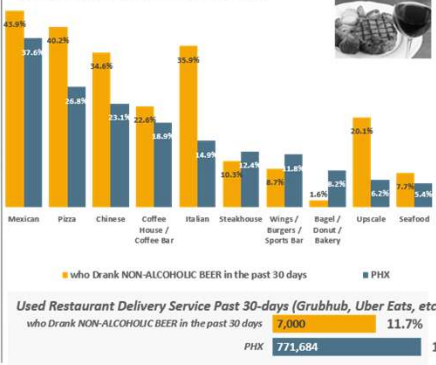
Past 30-days QSR Users: Adults 21 or older



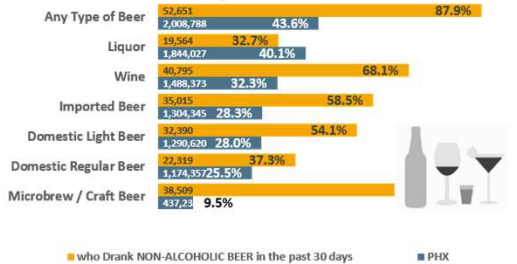
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



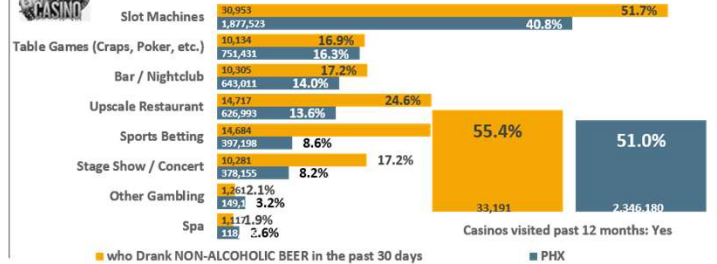
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



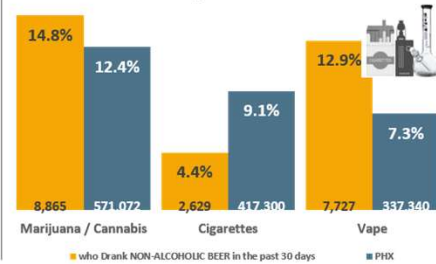
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older

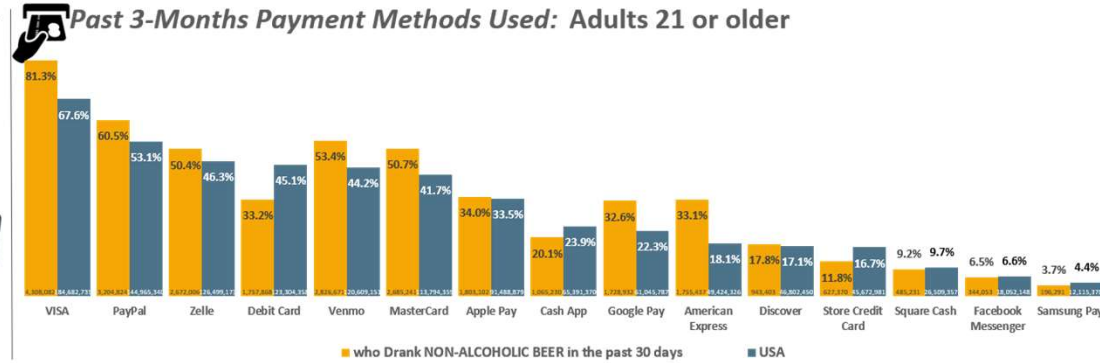
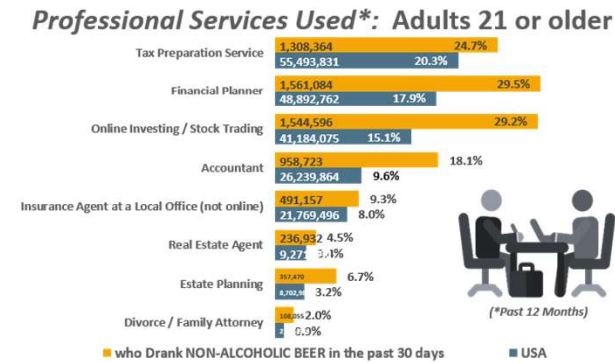
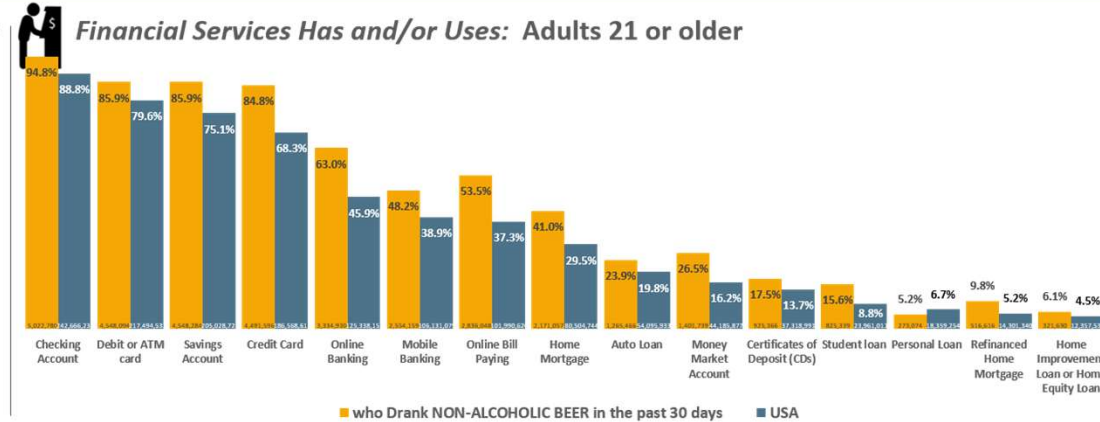
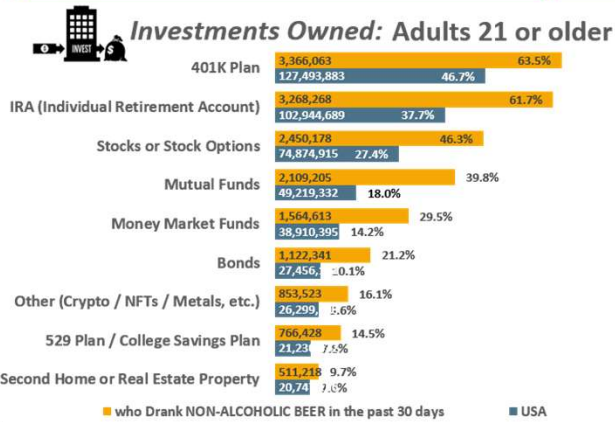


Used Past 30-days: Adults 21 or older





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

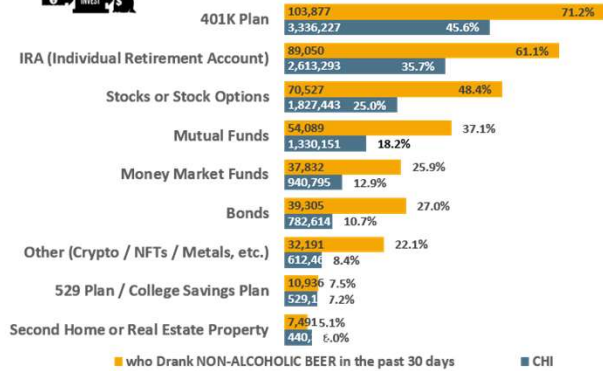




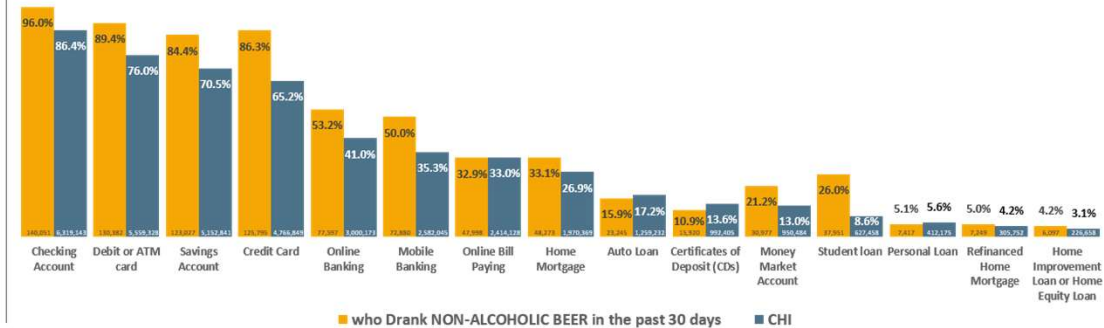
2.2% or 145,841 of CHI DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 56.1% more likely to have a 401K, 7.4% less likely to have an Auto Loan, 78.7% more likely to Invest/Trade Stocks Online, 46.4% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



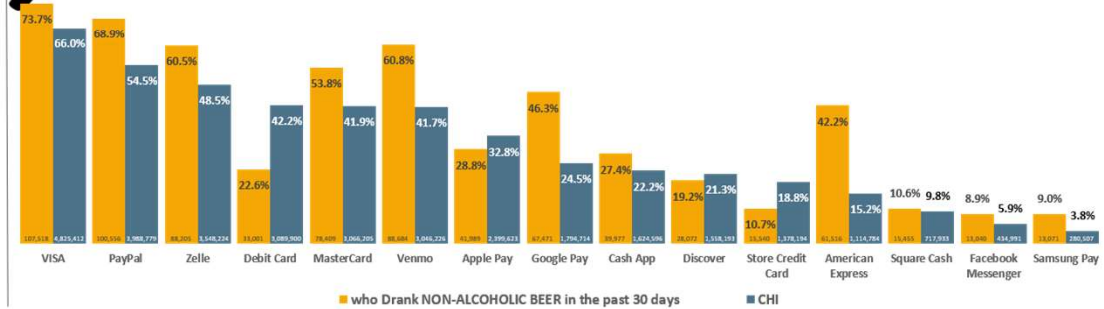
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





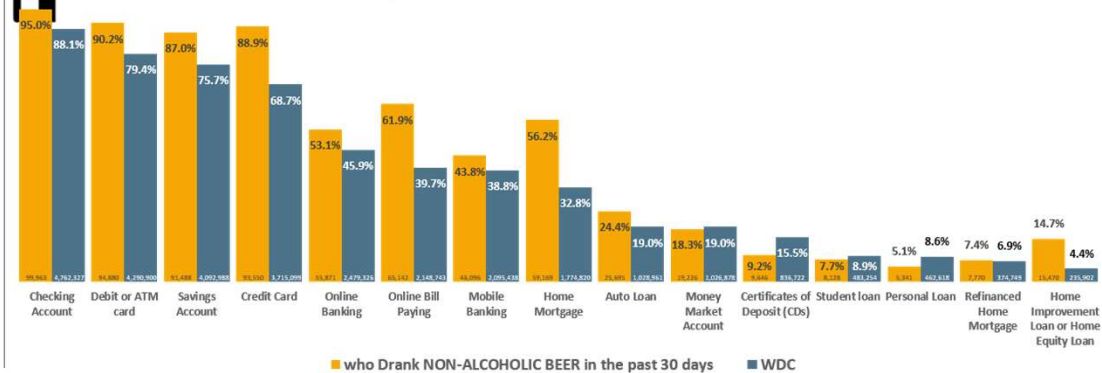
1.9% or 105,214 of WDC DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days.
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 56.5% more likely to have a 401K, 28.3% more likely to have an Auto Loan, 71.9% more likely to Invest/Trade Stocks Online, 42.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



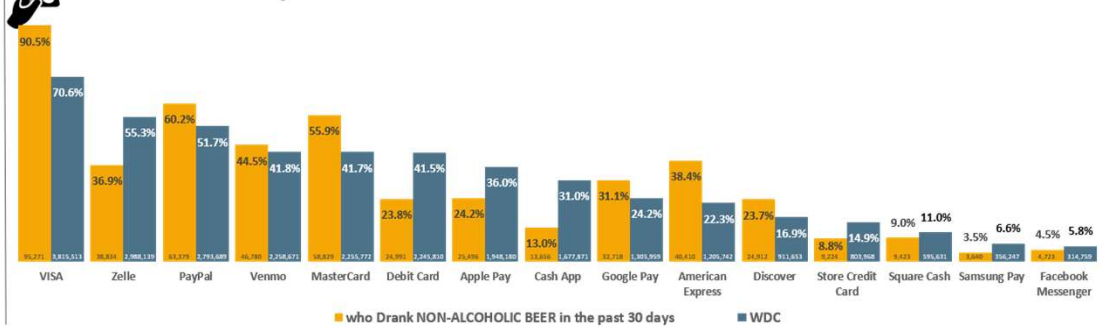
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

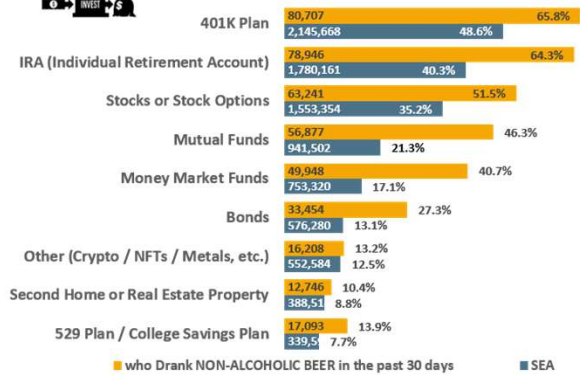




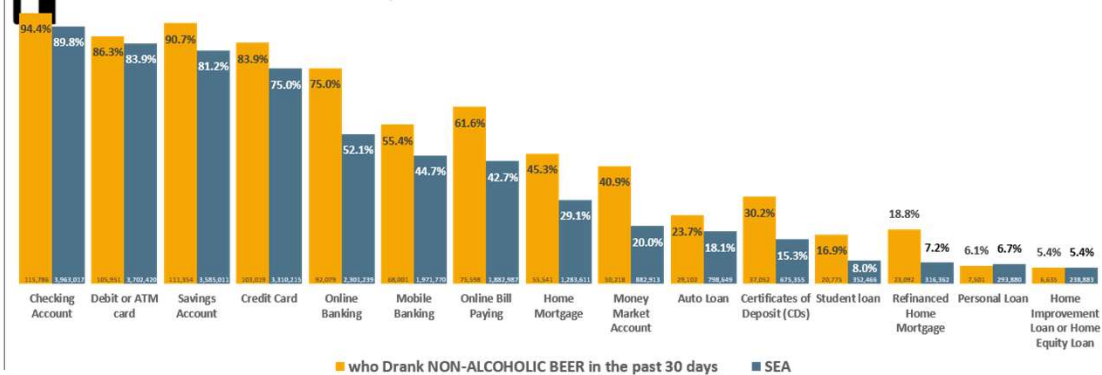
2.8% or 122,718 of SEA DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 35.3% more likely to have a 401K, 31.1% more likely to have an Auto Loan, 115.2% more likely to Invest/Trade Stocks Online, 7.7% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



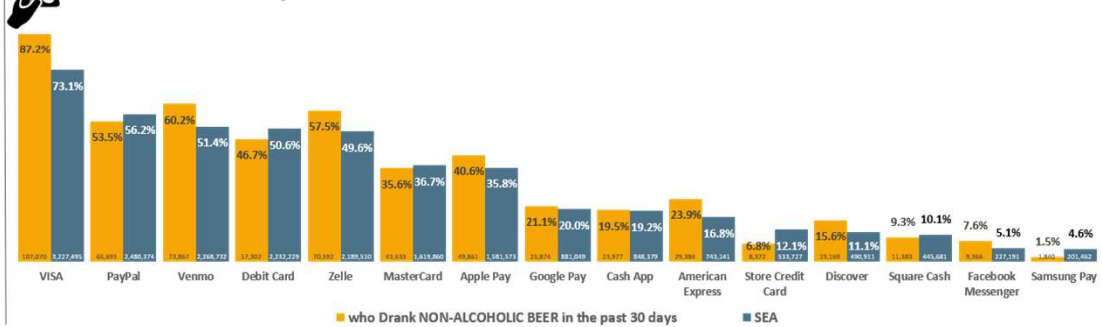
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

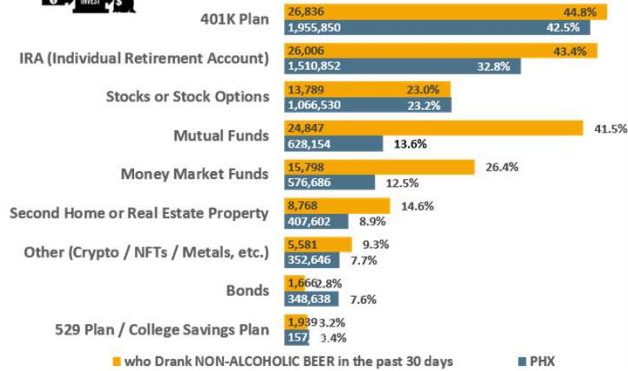




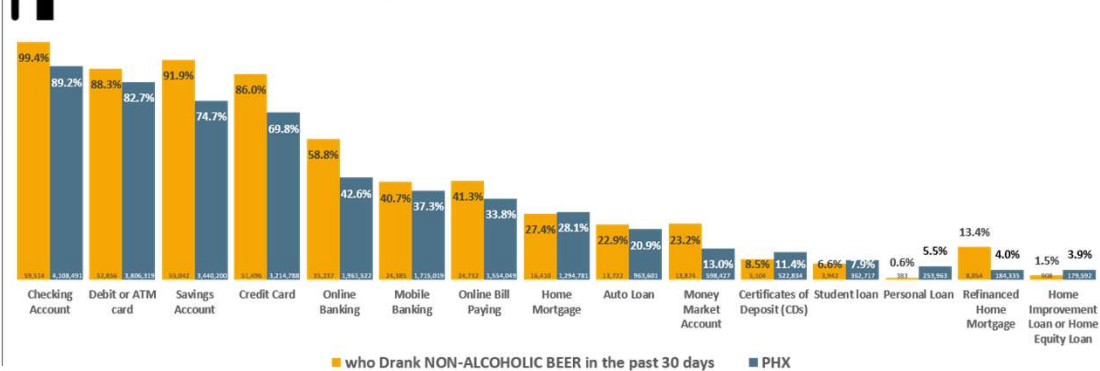
1.3% or 59,890 of PHX DMA Adults 21 or older Drank NON-ALCOHOLIC BEER in the past 30 days. Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days are 5.5% more likely to have a 401K, 9.5% more likely to have an Auto Loan, 13.4% more likely to Invest/Trade Stocks Online, 5% less likely to pay with their Debit Card.



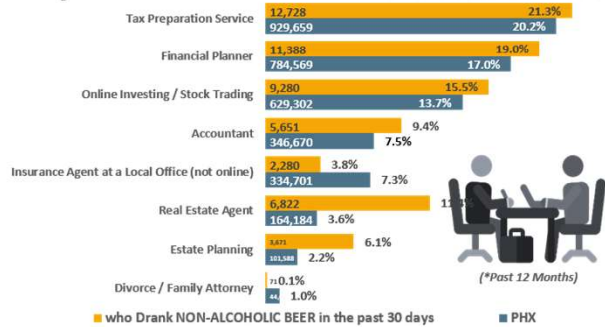
Investments Owned: Adults 21 or older



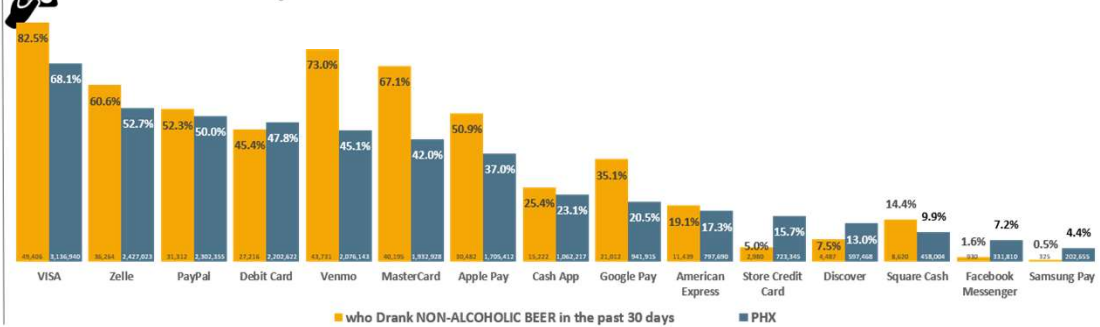
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



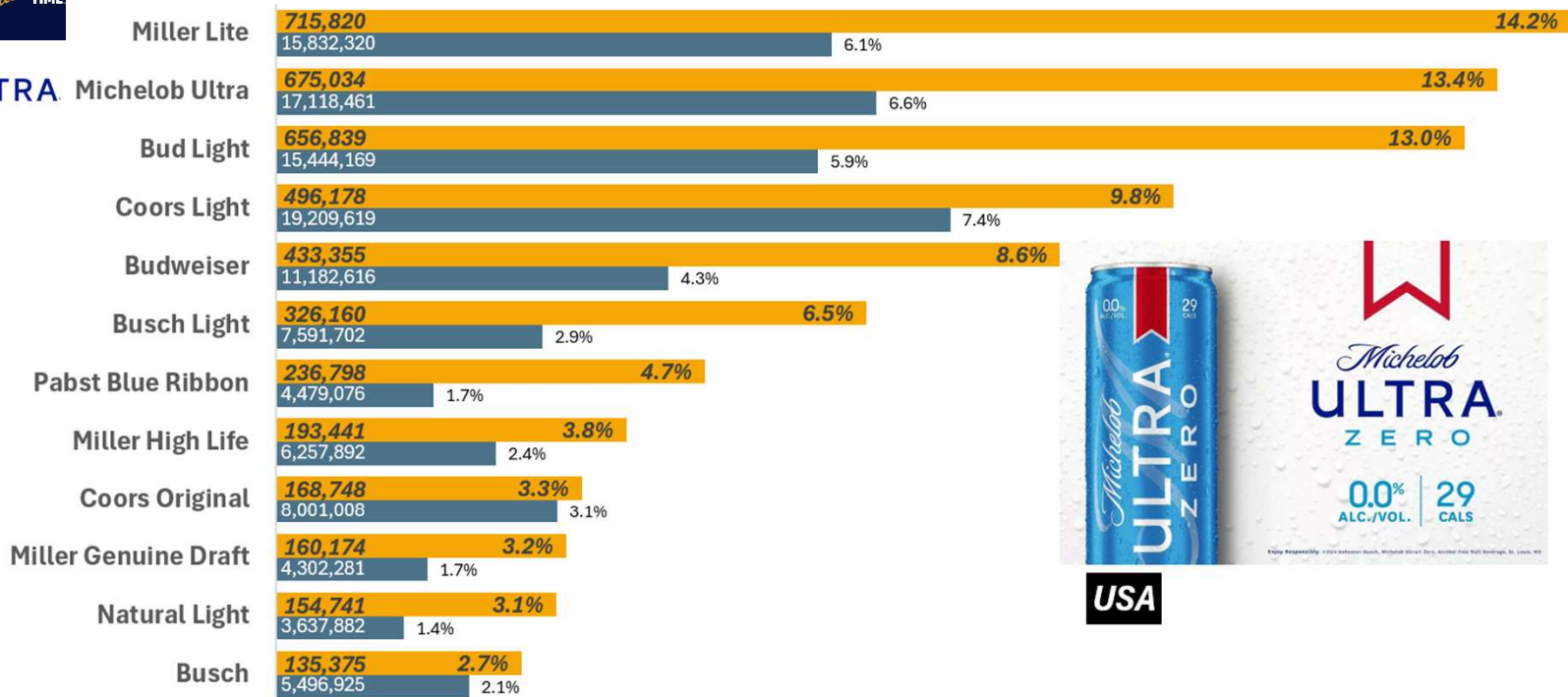
Past 3-Months Payment Methods Used: Adults 21 or older





"BEER Brands Drank"

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



USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 516
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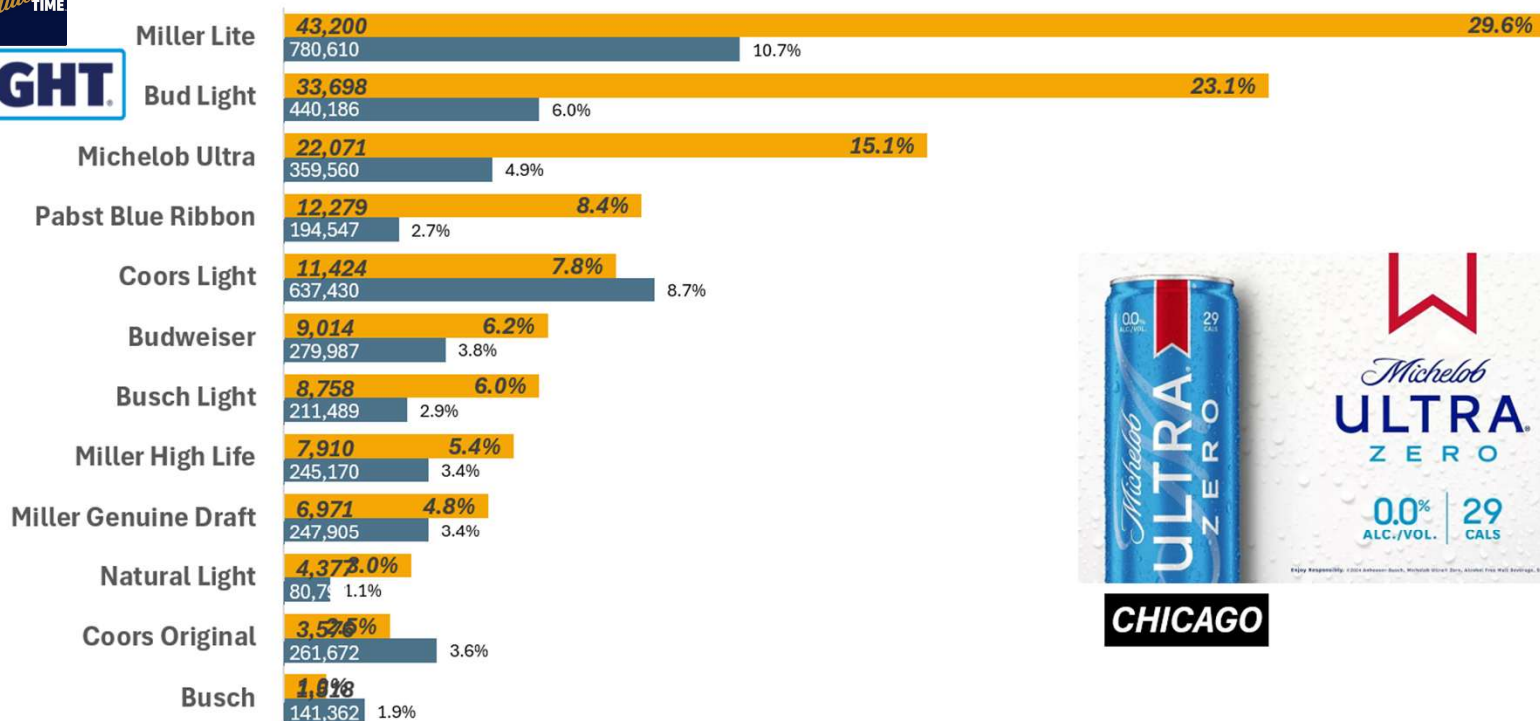
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

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



CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70
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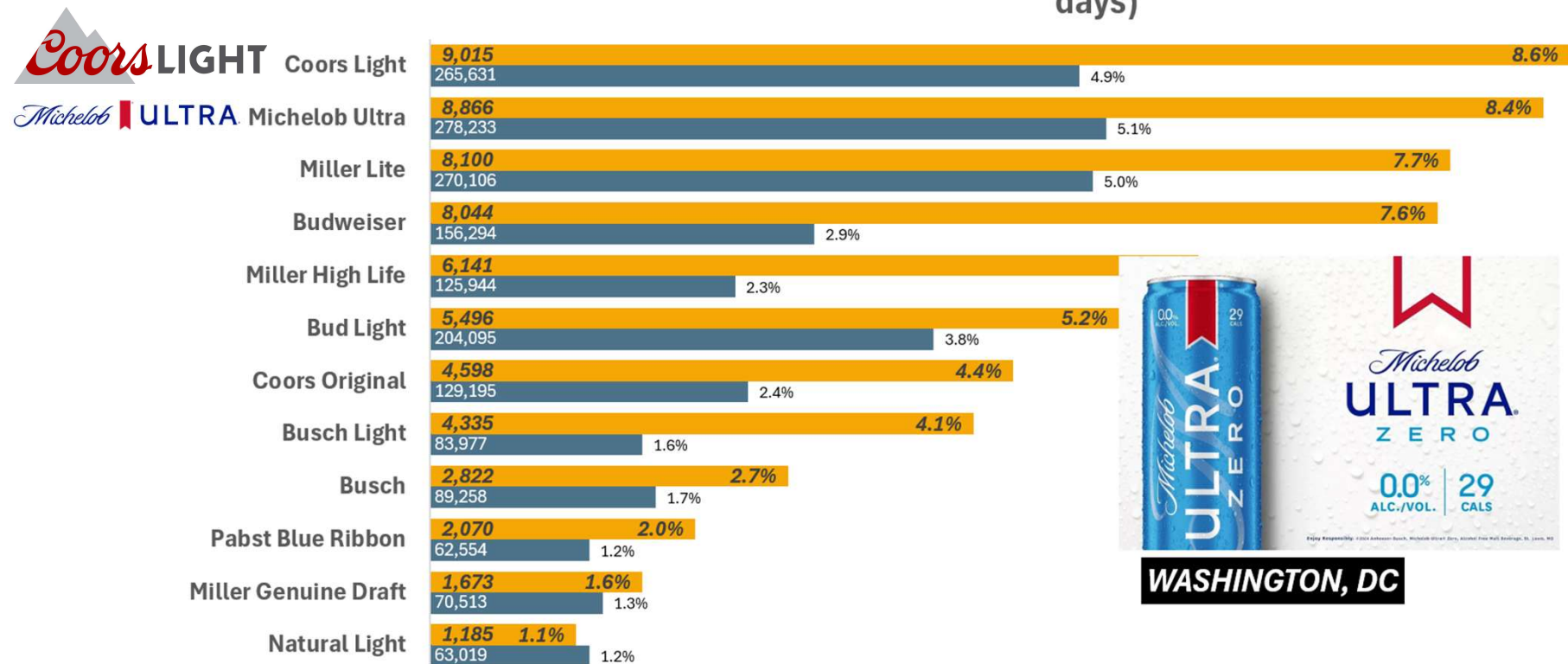
soefa.ai Share of Everything for Anything

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



"BEER Brands Drank"

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



WASHINGTON, DC

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

■ P21+ WASHINGTON, DC (BEER Brands Drank Last 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 134
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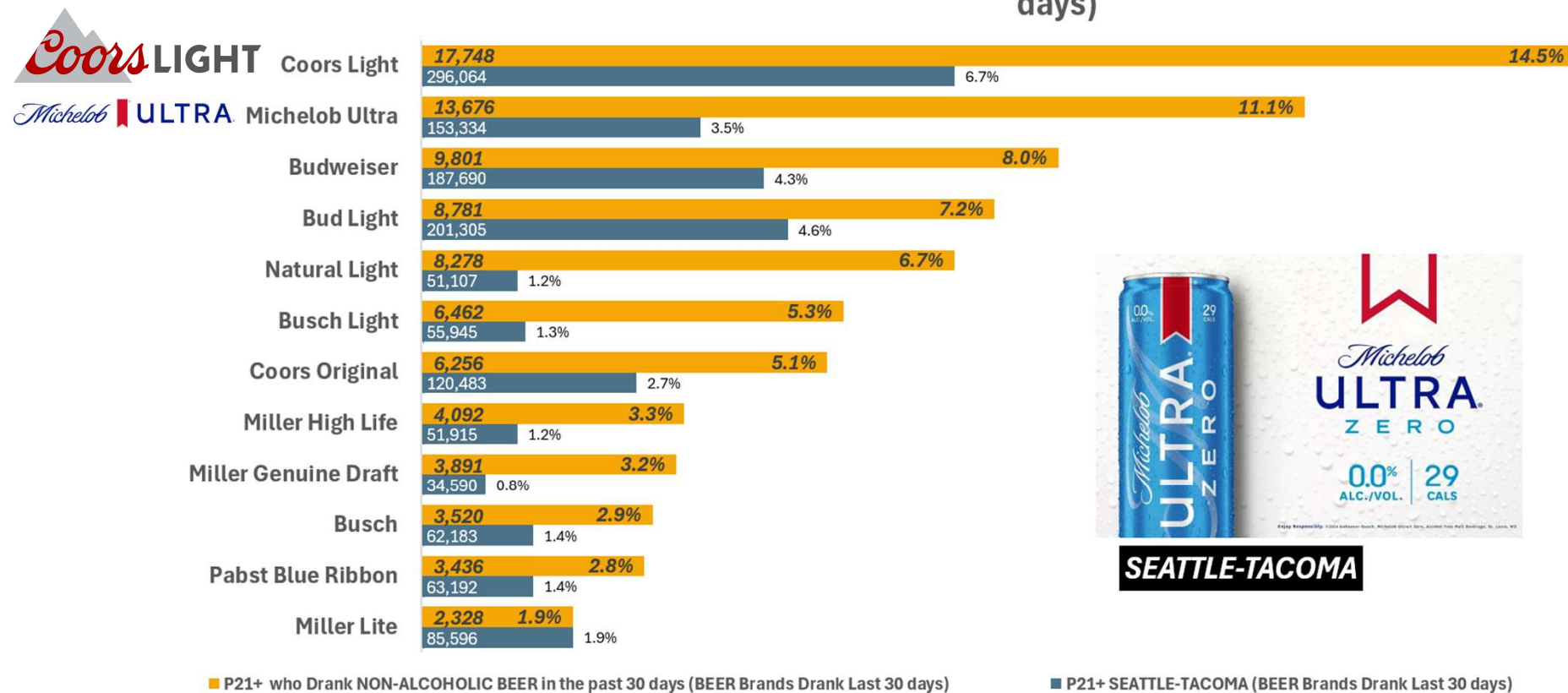
soefa.ai Share of Everything for Anything ®

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



"BEER Brands Drank"

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

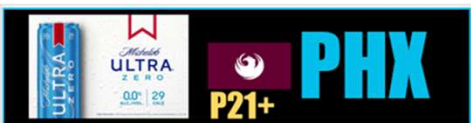


SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 114
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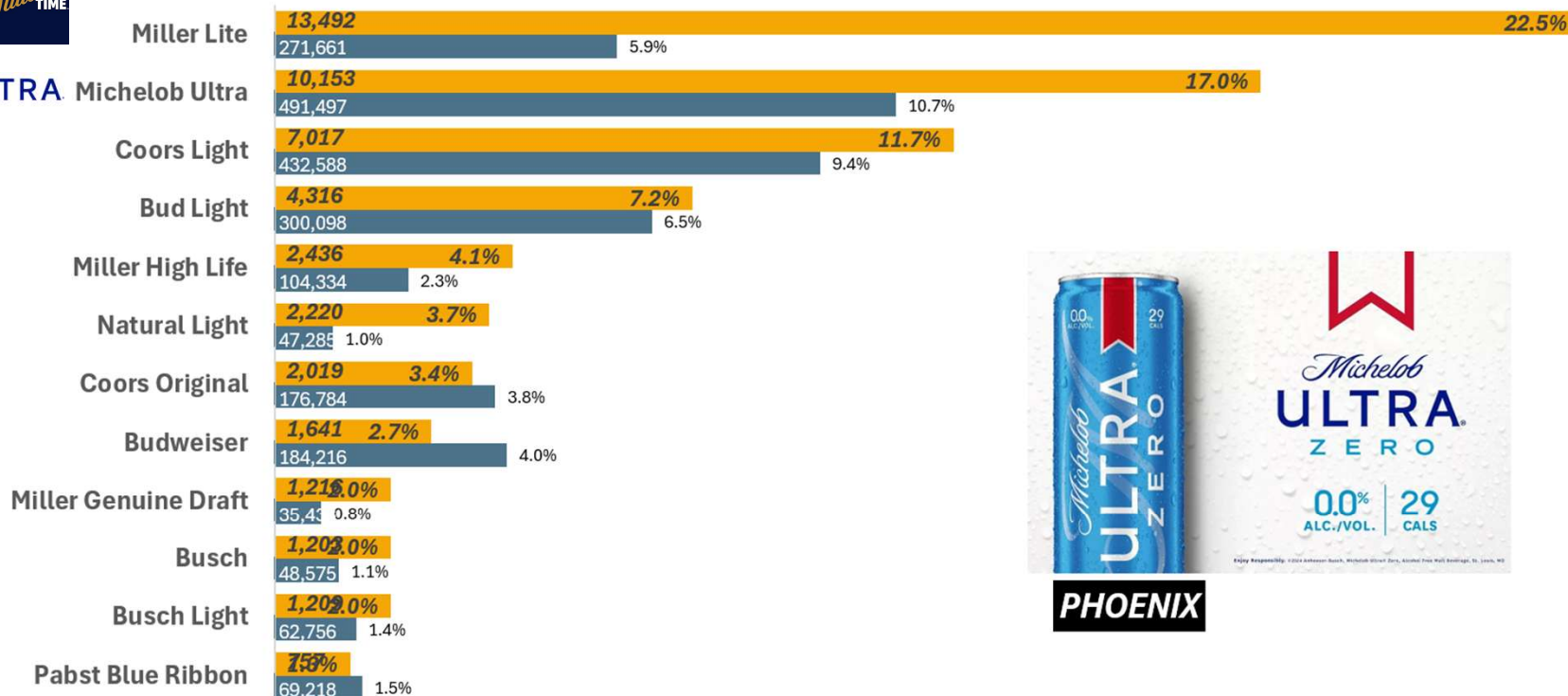
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"BEER Brands Drank"

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



PHOENIX

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

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

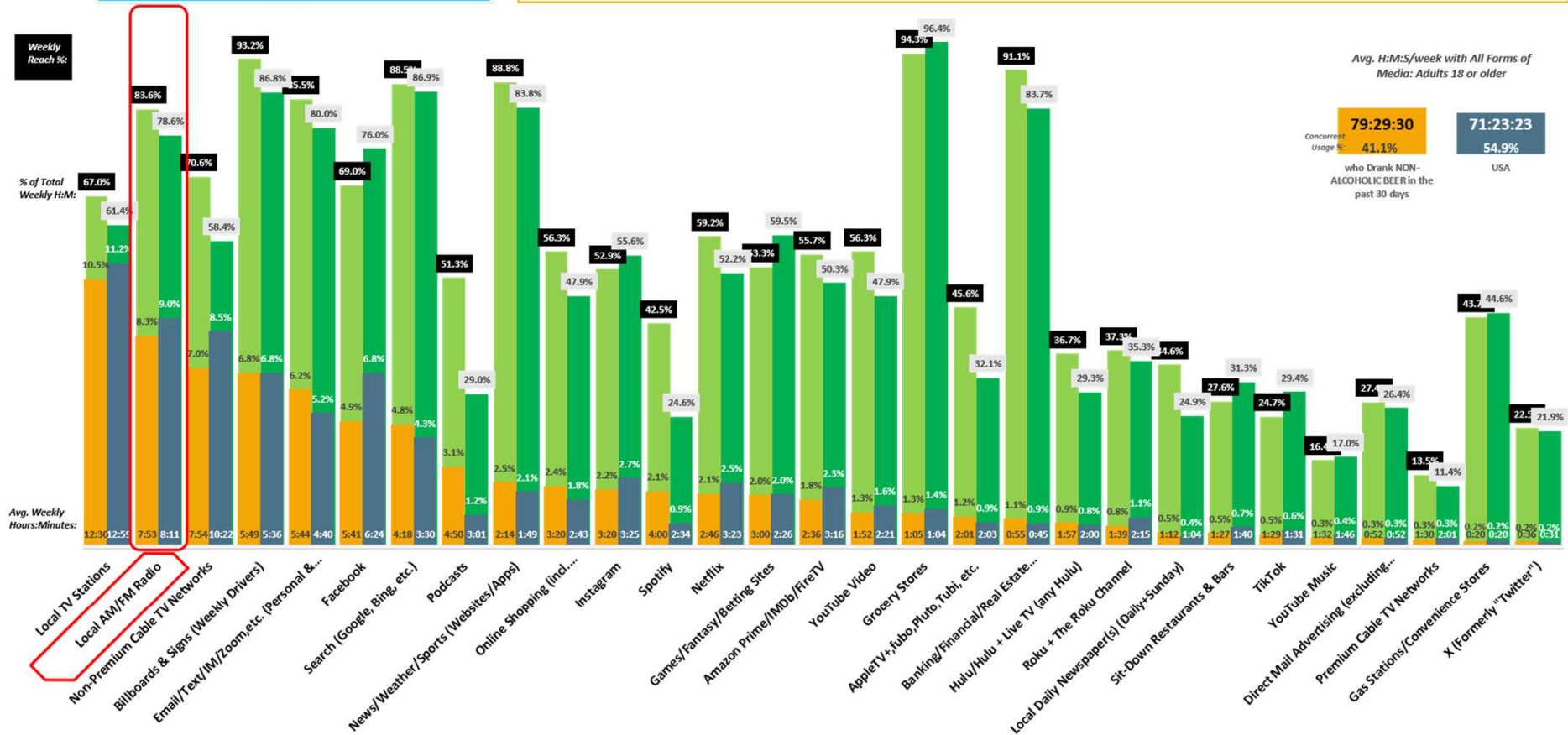
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 39
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



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



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

Concurrent Usage %: 41.1%

79:29:30

71:23:23

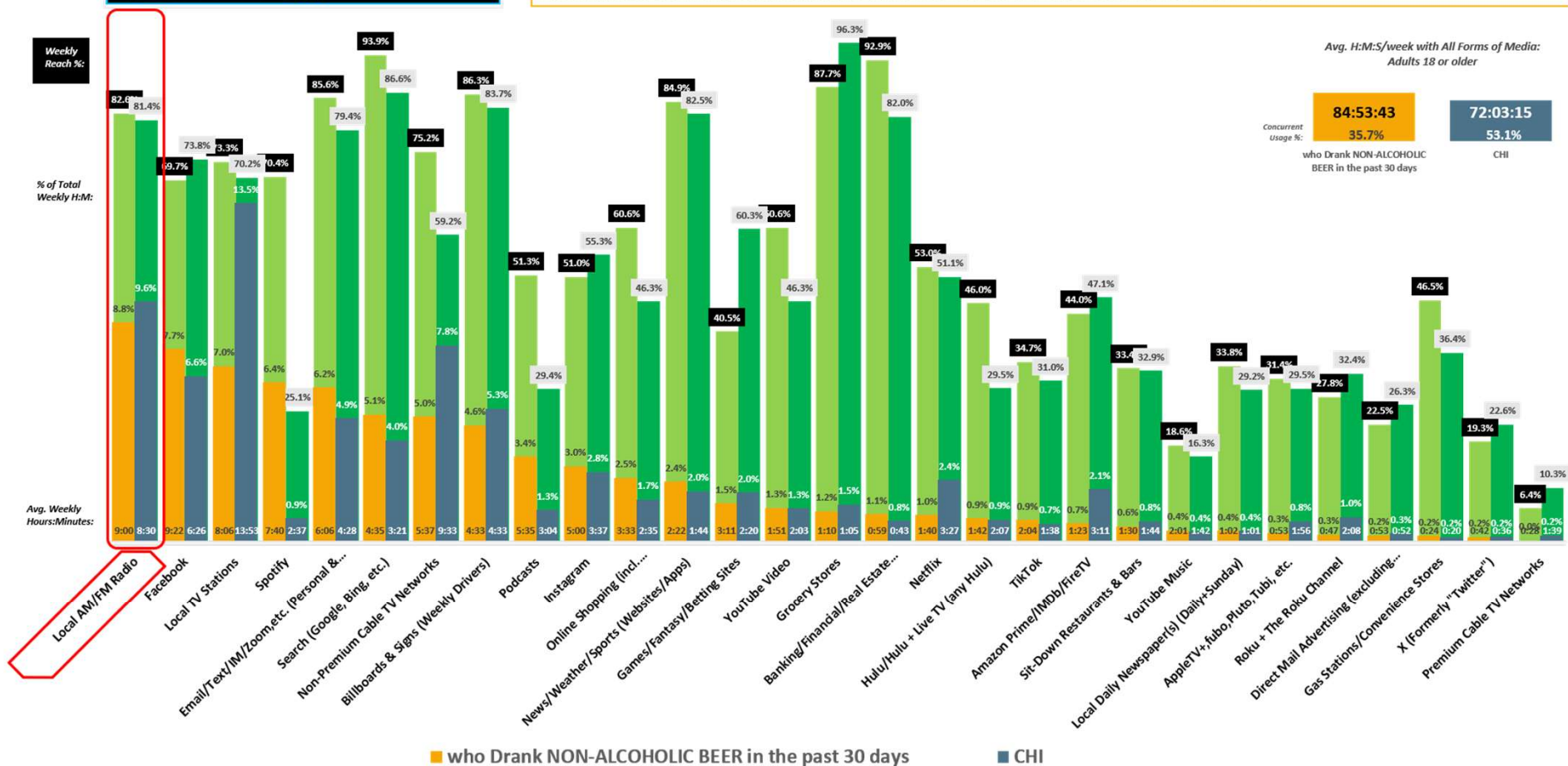
54.9%

who Drank NON-ALCOHOLIC BEER in the past 30 days

USA

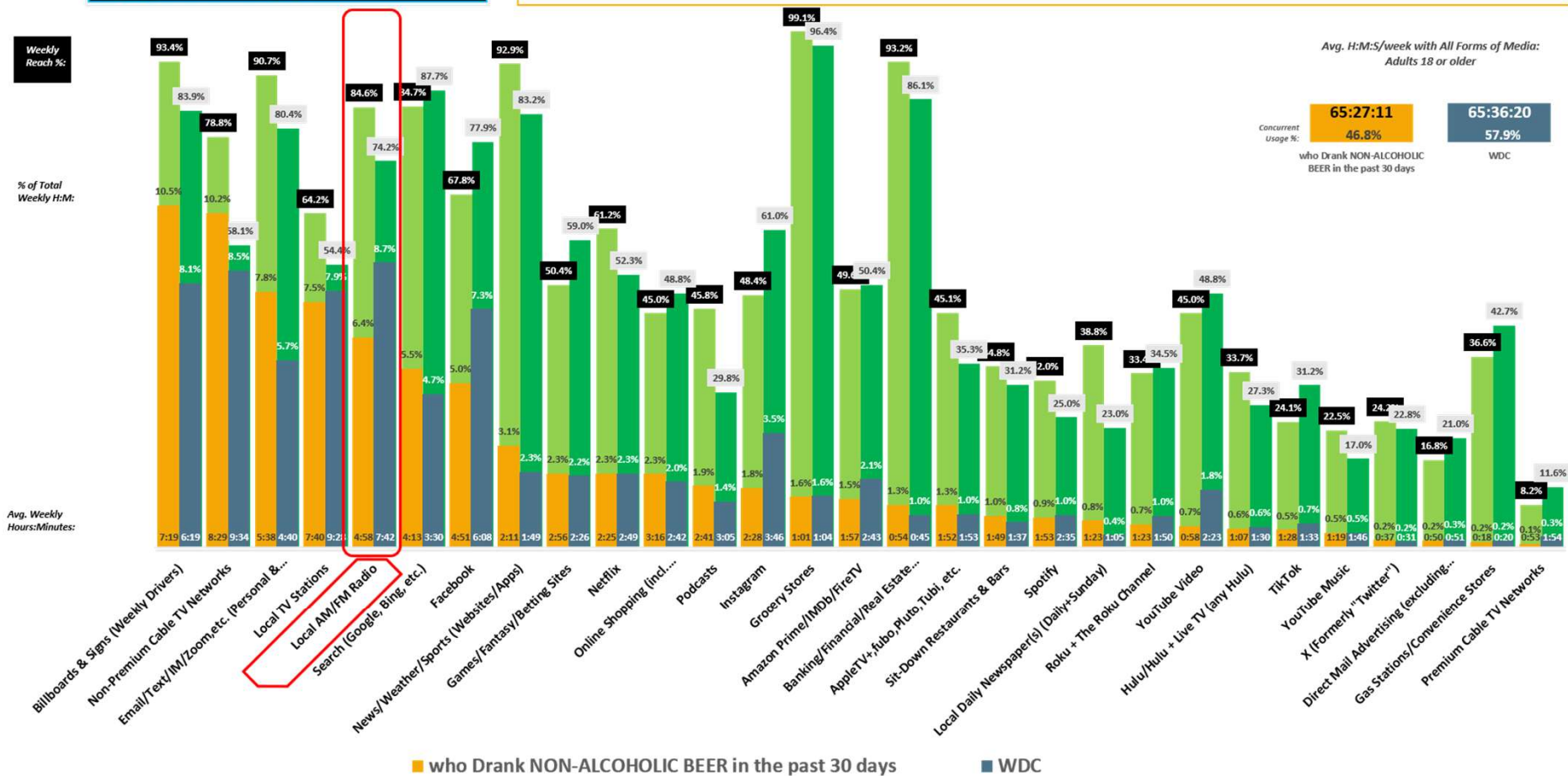


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 12 hours, 53 minutes and 43 seconds each week with All Forms of Media.
82.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 9 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



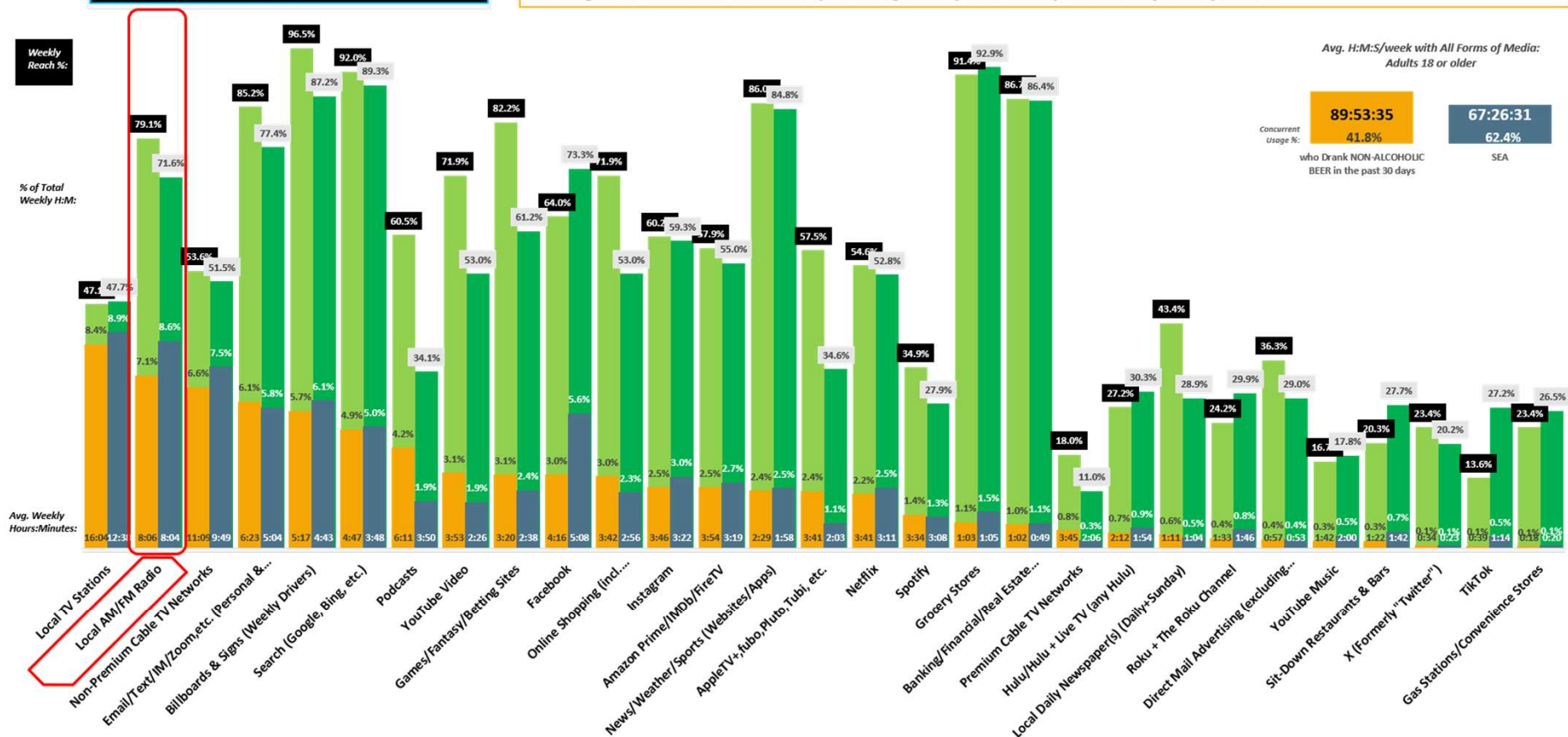


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 17 hours, 27 minutes and 11 seconds each week with All Forms of Media.
 84.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 4 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 6.4% of total time spent with all forms of Media.





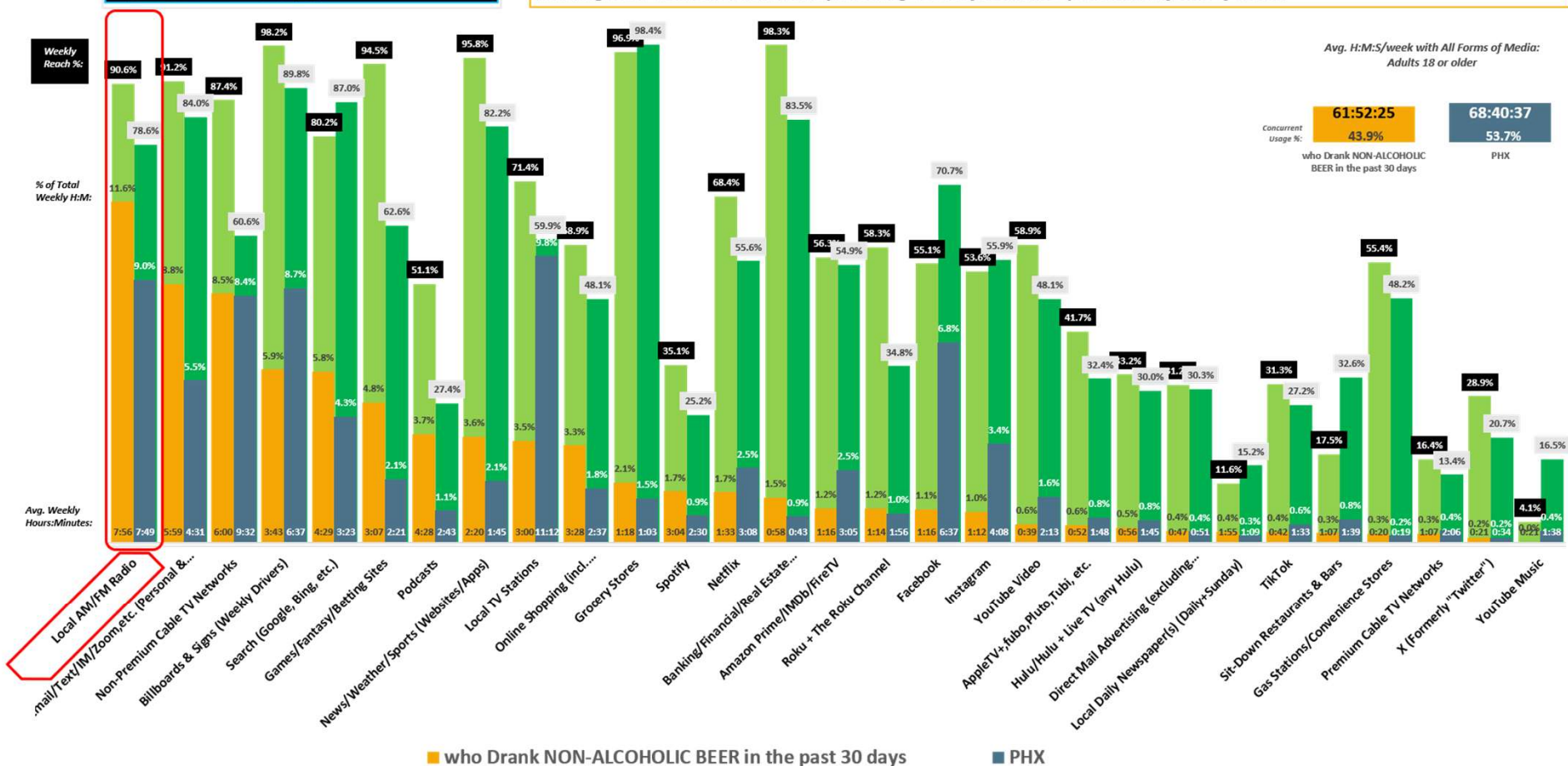
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 3 days, 17 hours, 53 minutes and 35 seconds each week with All Forms of Media.
 79.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



■ who Drank NON-ALCOHOLIC BEER in the past 30 days ■ SEA

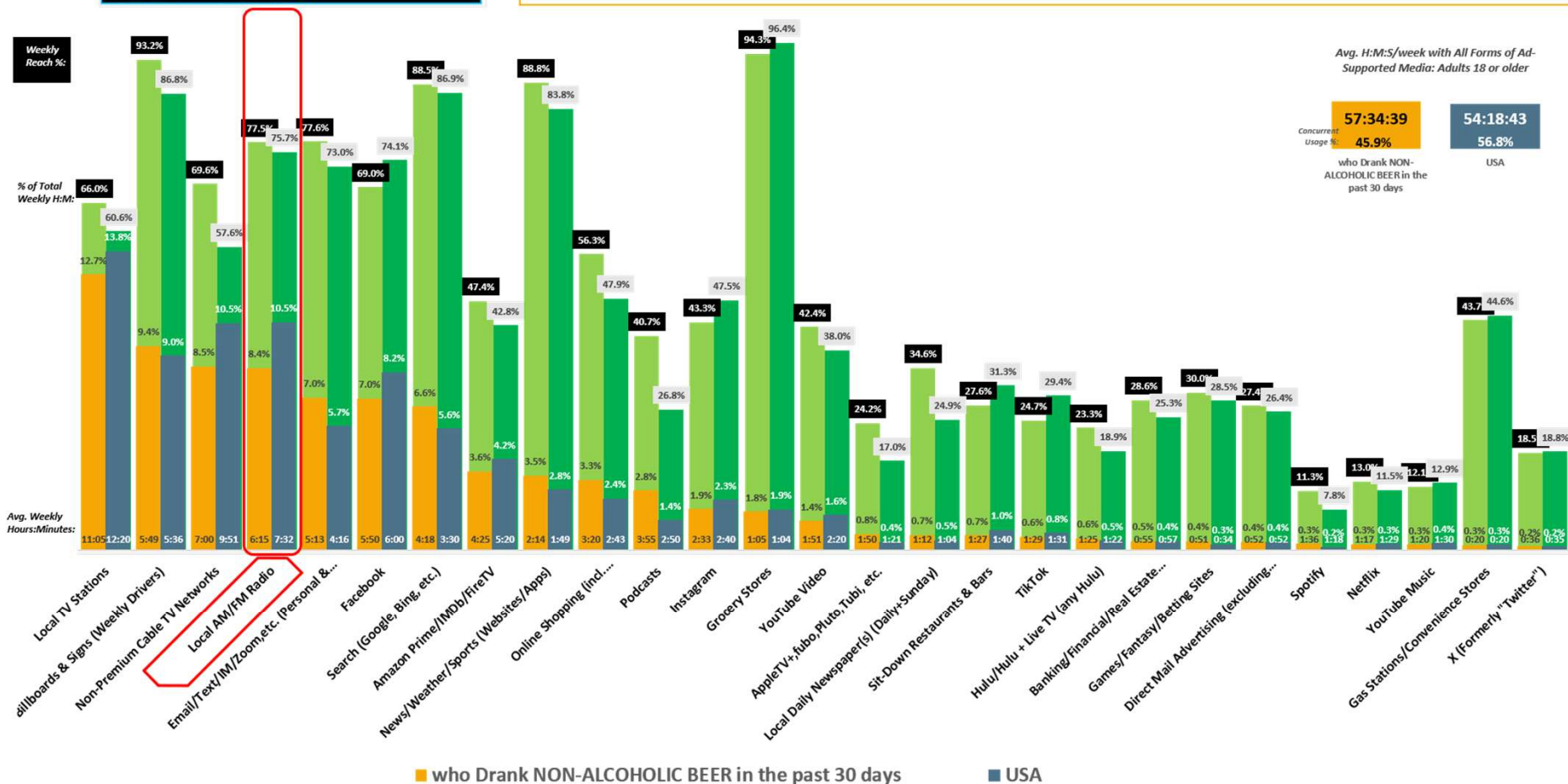


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 13 hours, 52 minutes and 25 seconds each week with All Forms of Media.
 90.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



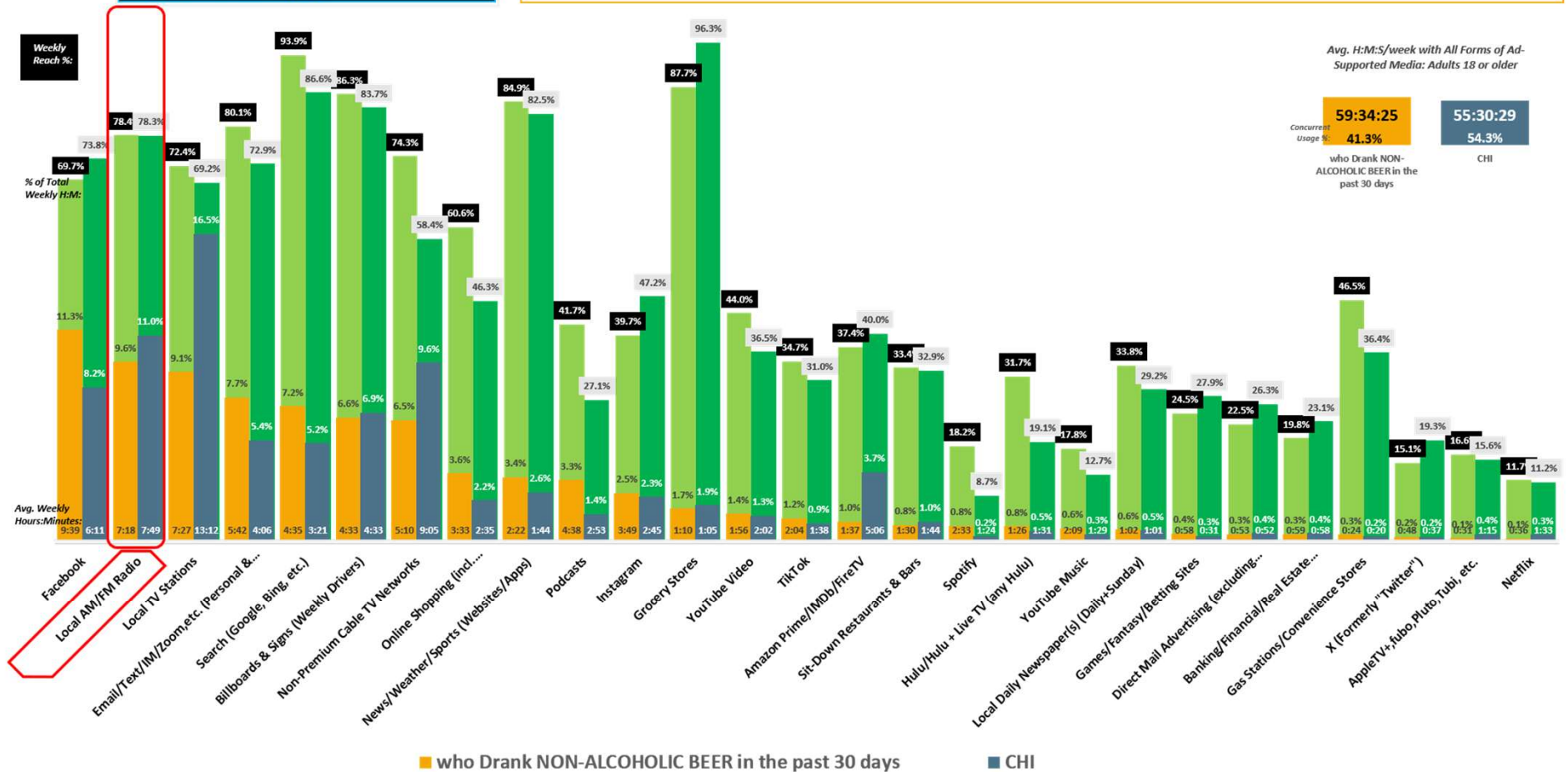


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 9 hours, 34 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 6 hours and 15 minutes each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



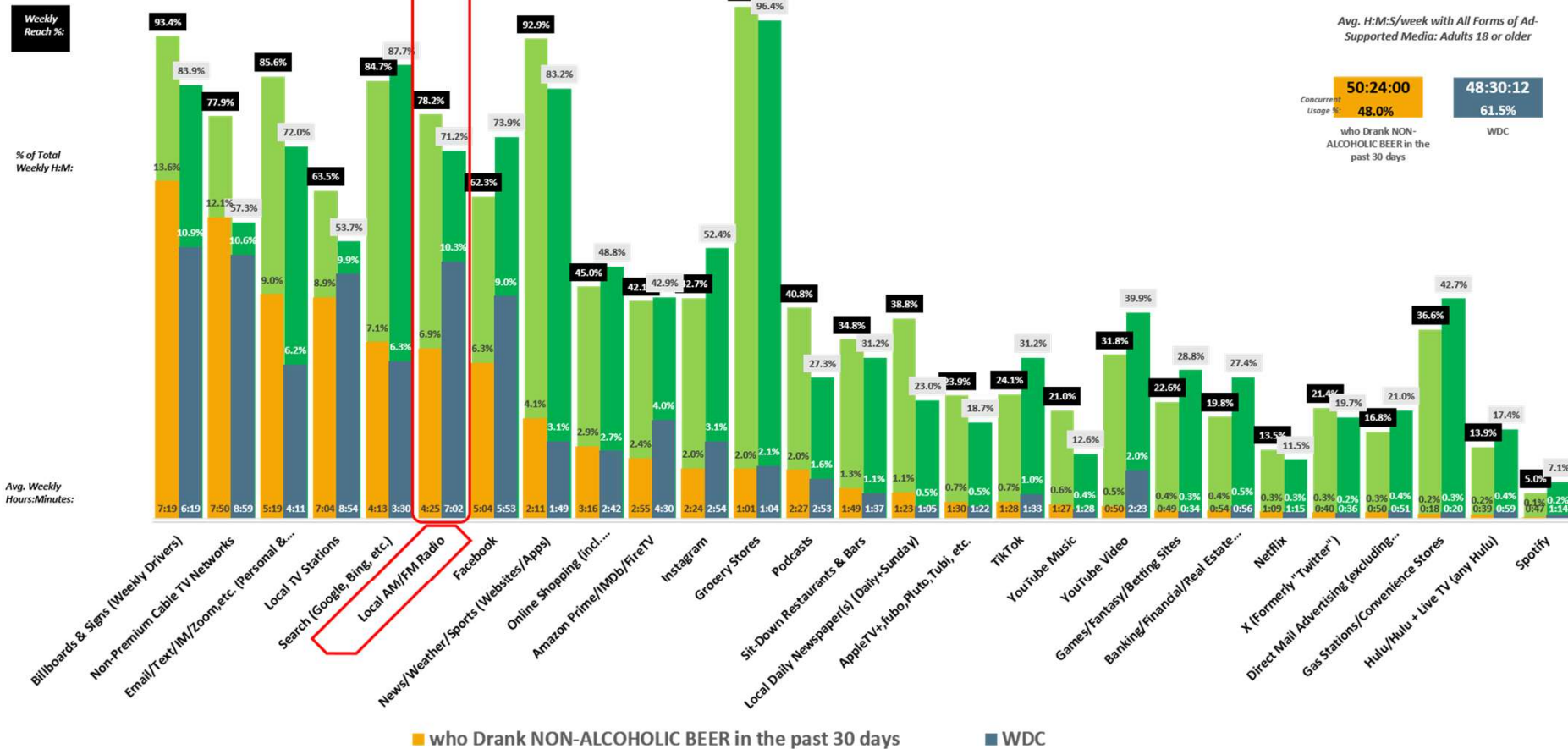


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 11 hours, 34 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.





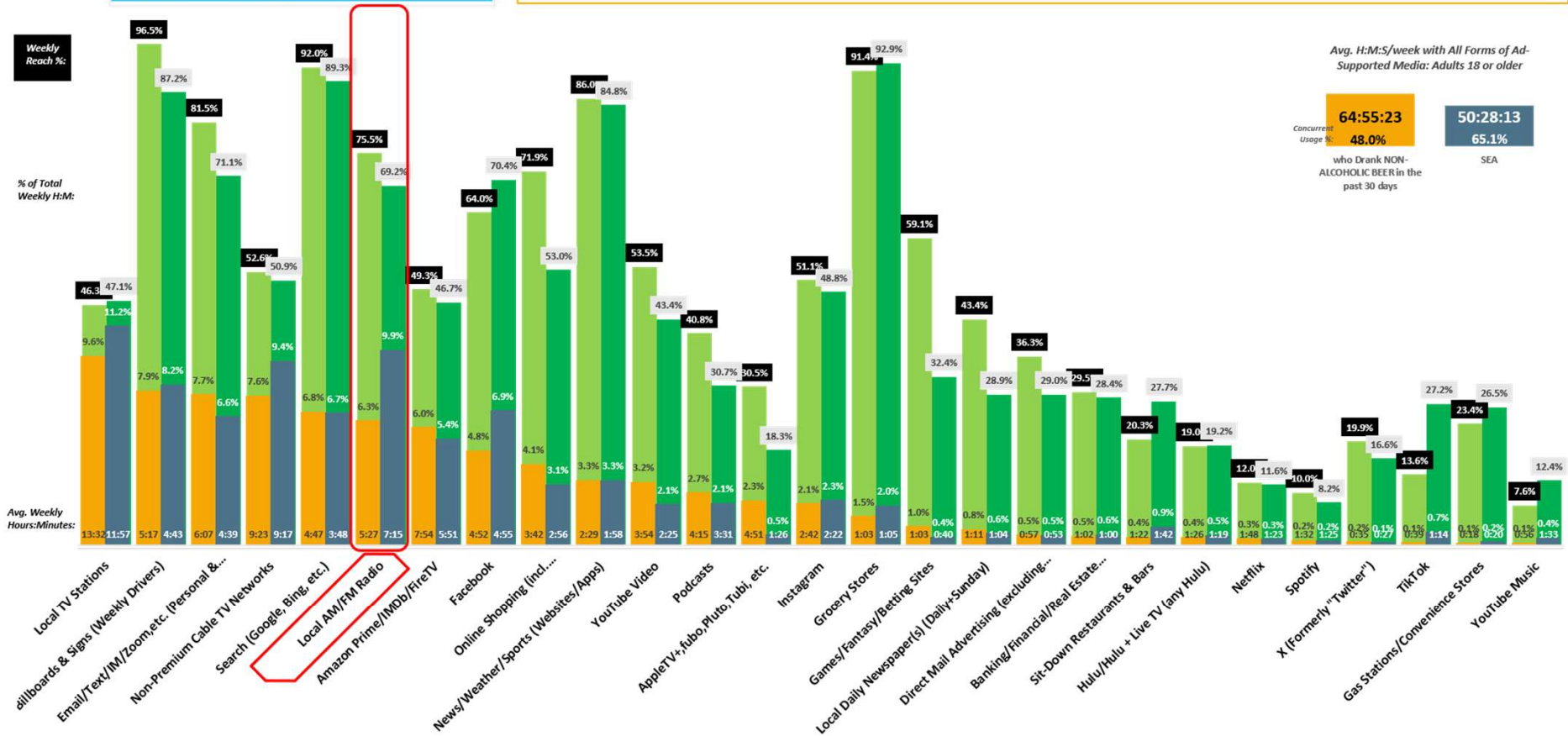
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 2 hours, 24 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 4 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.9% of total time spent with all forms of Ad-Supported Media.





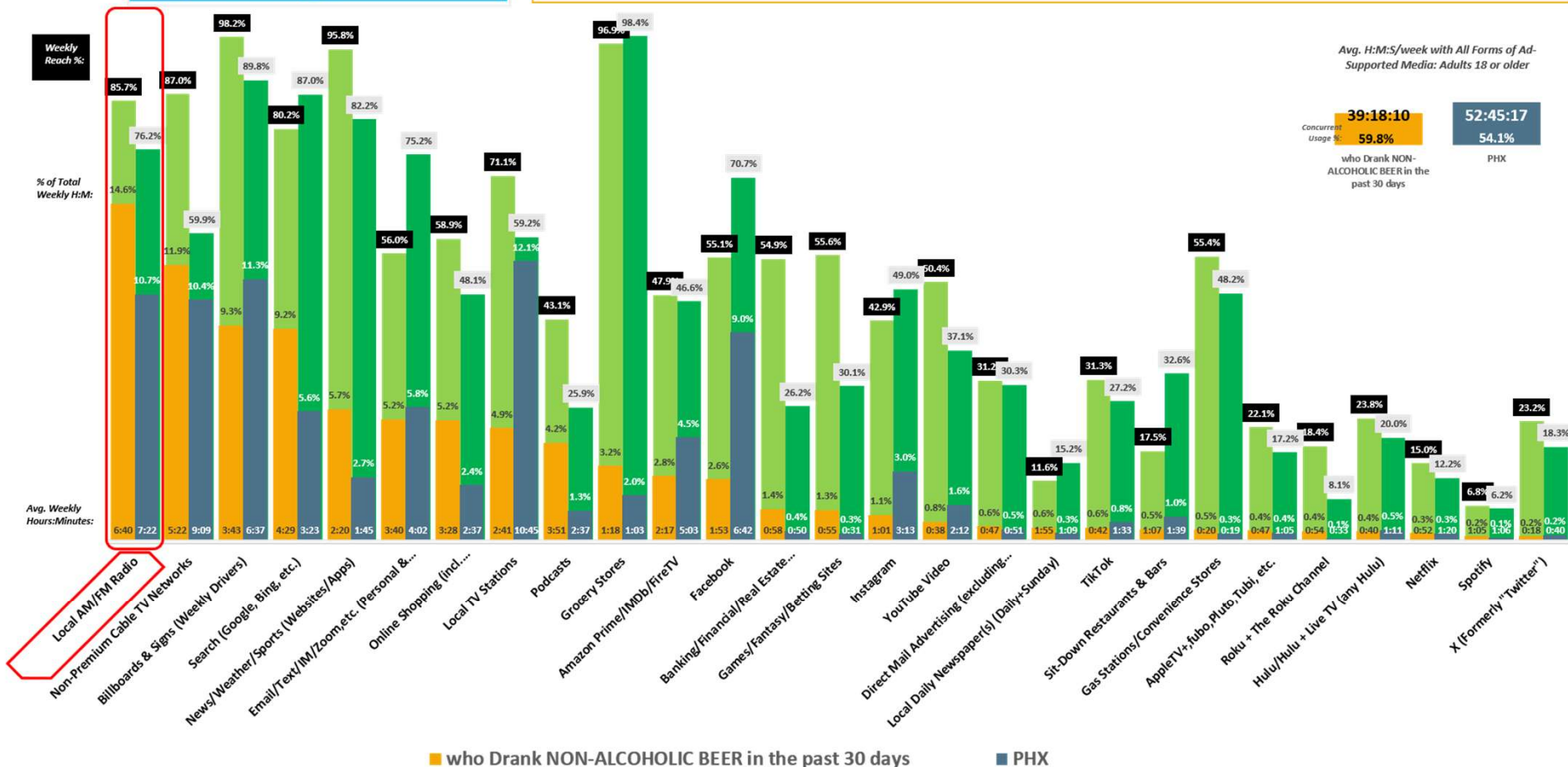
Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 2 days, 16 hours, 55 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

75.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 5 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.3% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 1 days, 15 hours, 18 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 85.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.6% of total time spent with all forms of Ad-Supported Media.

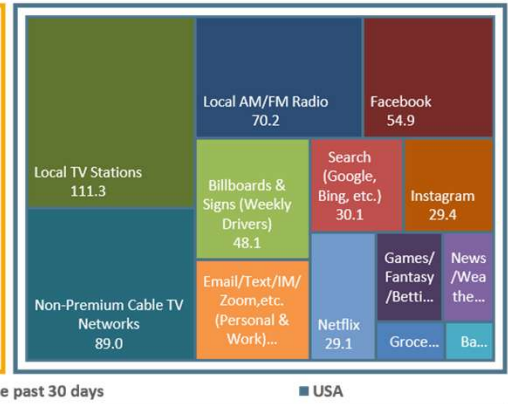
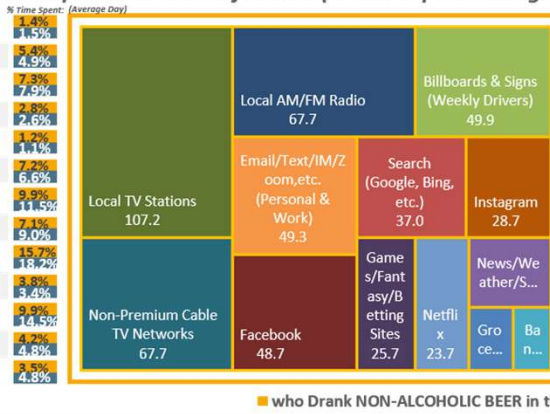
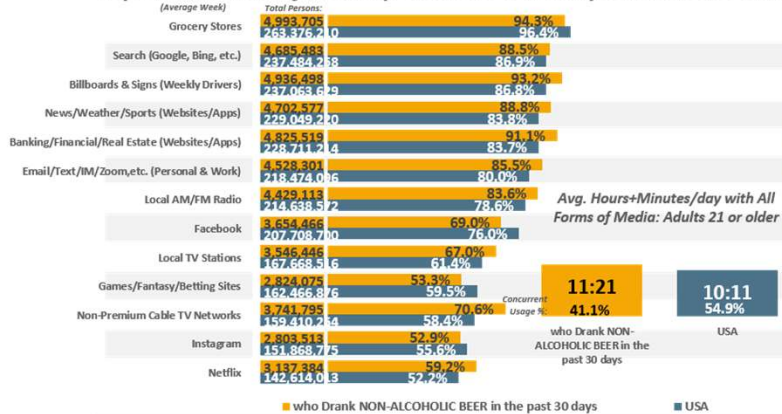




Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 53.6 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

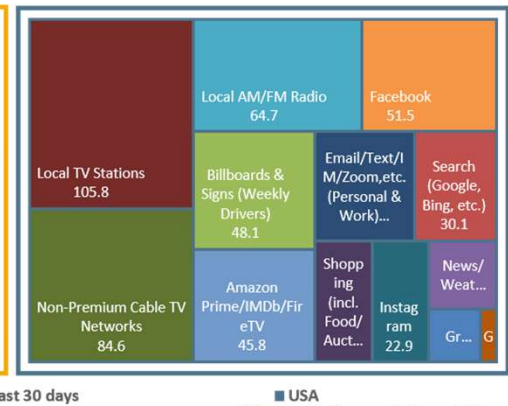
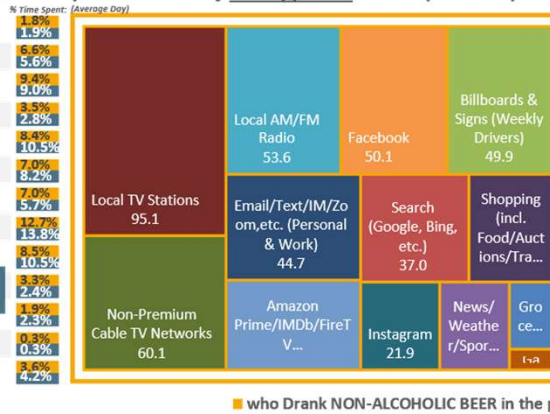
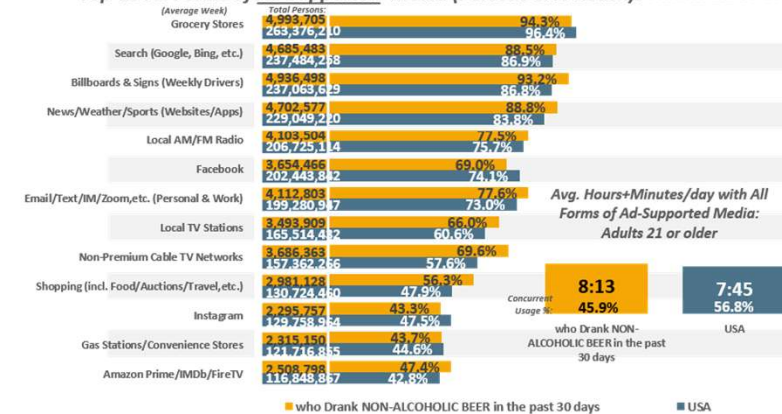
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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

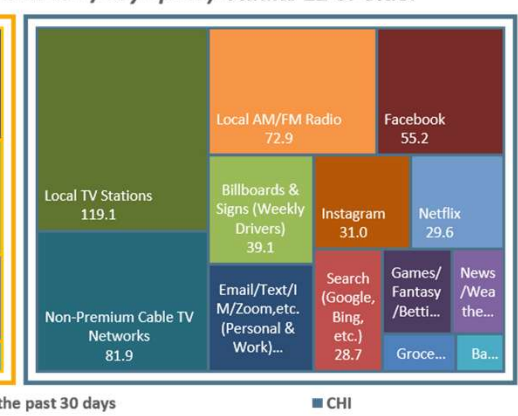
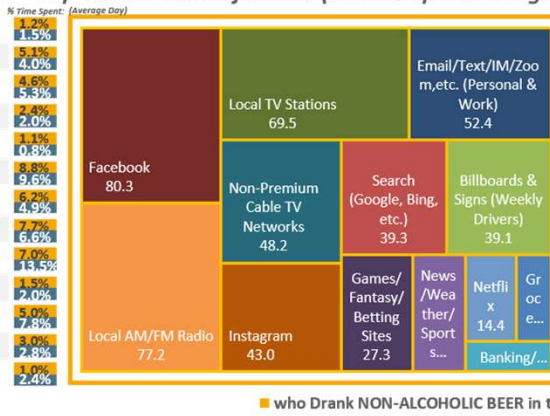
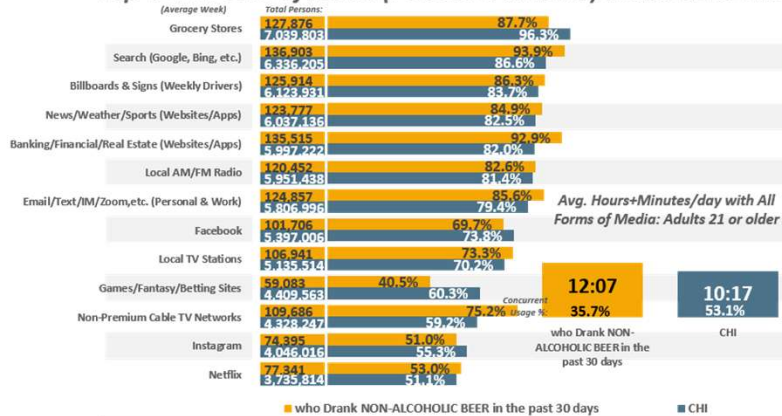
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

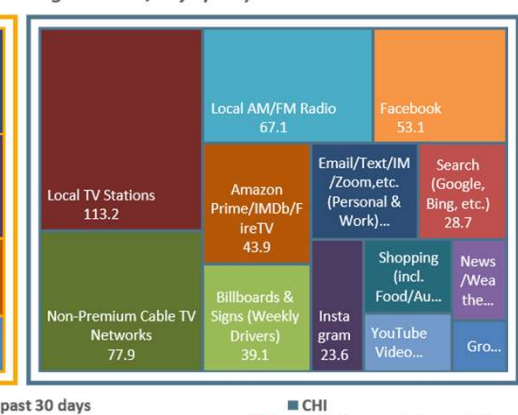
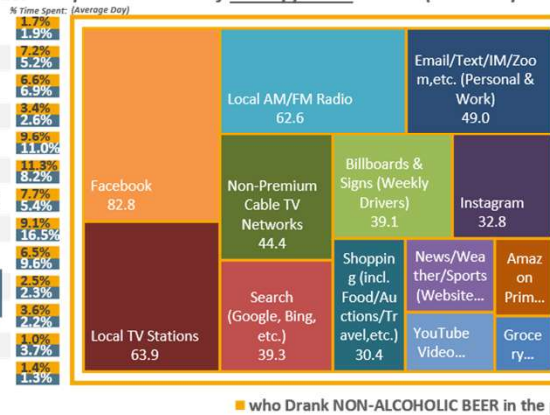
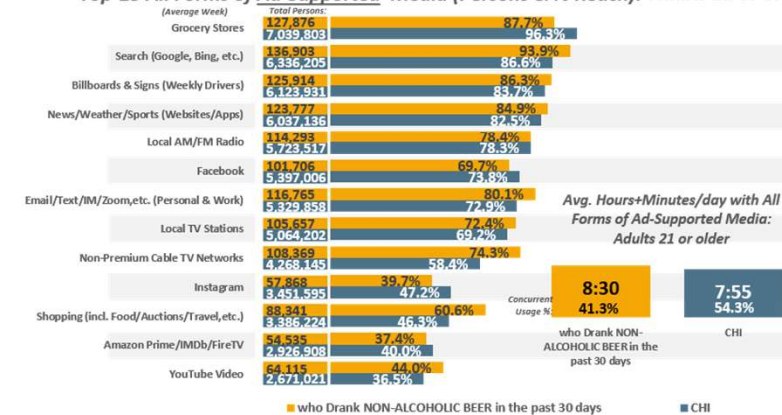


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
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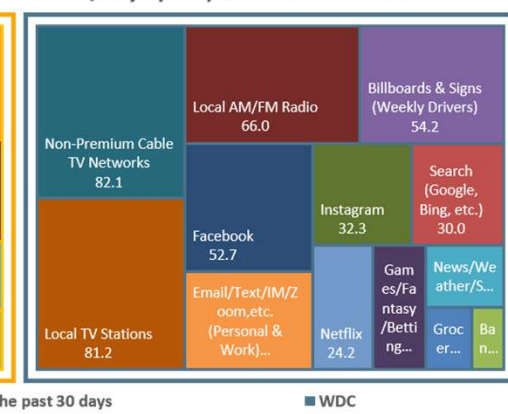
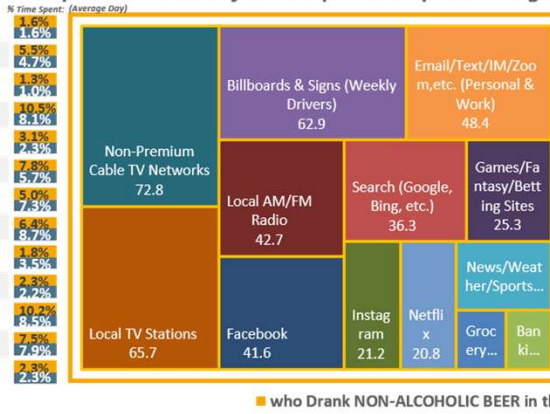
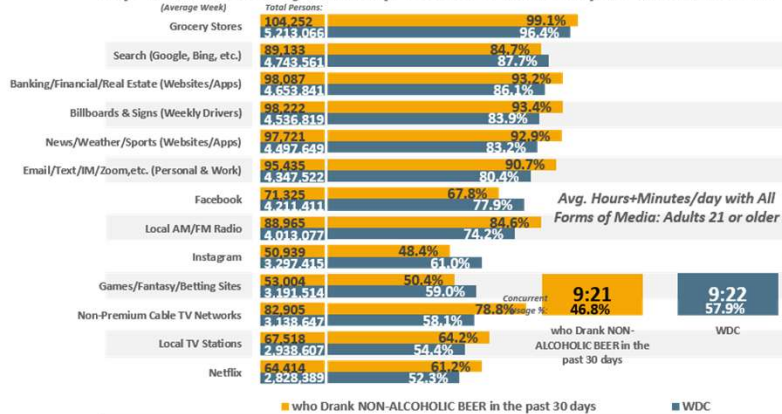
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

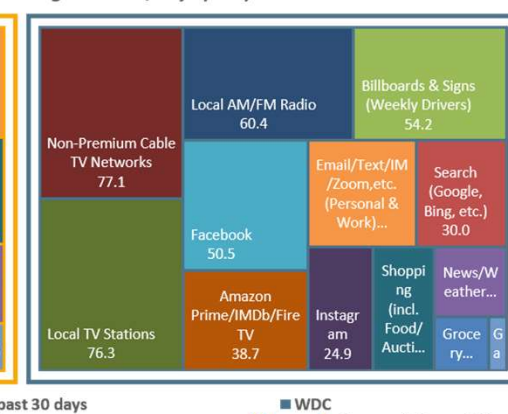
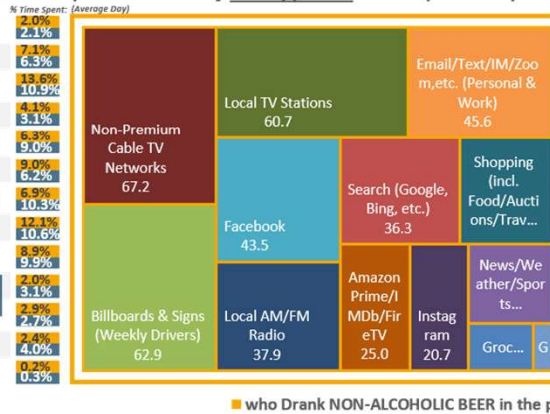
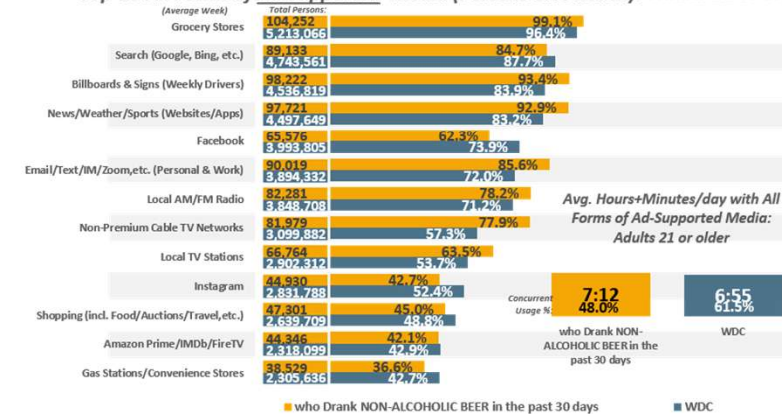


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 37.9 minutes/day. (Local Radio delivers 6.9% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 134
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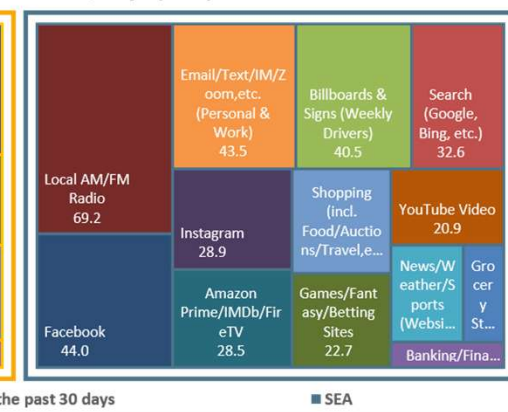
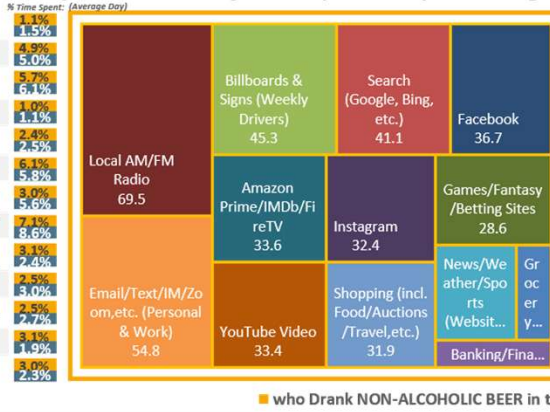
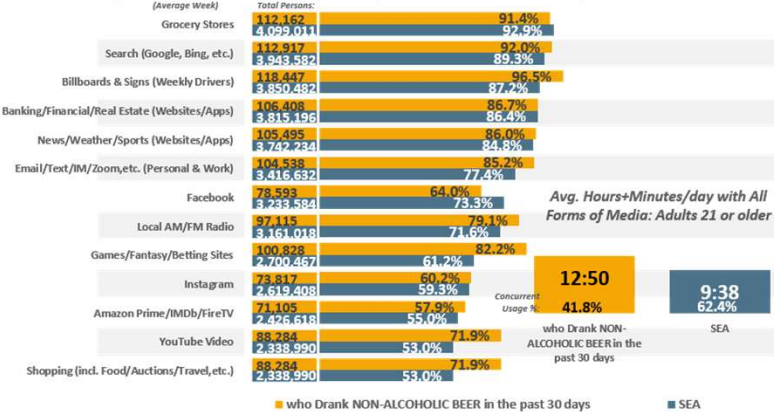
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]

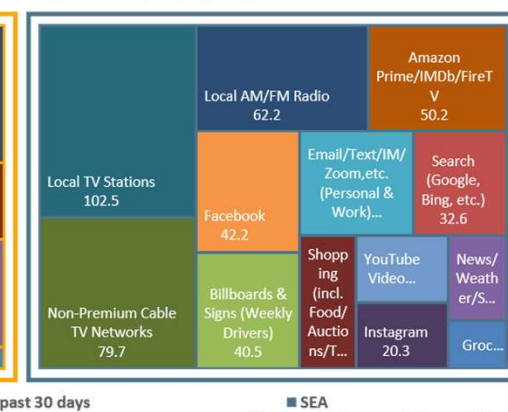
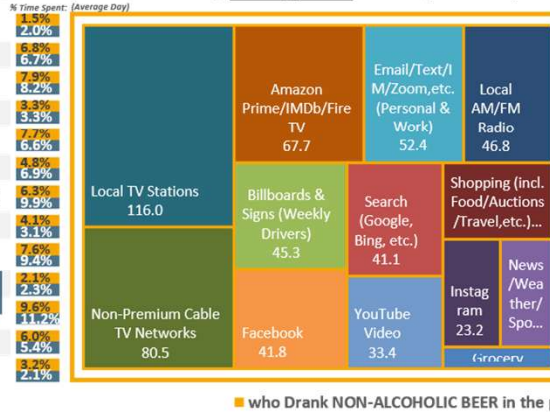
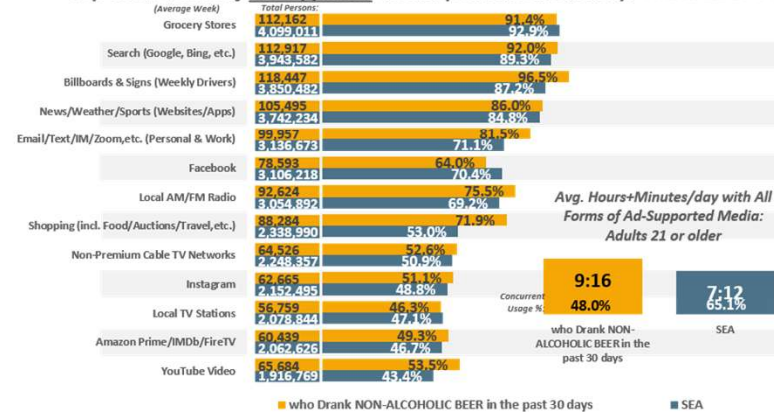


Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 46.8 minutes/day. (Local Radio delivers 6.3% of Time with Ad-Supported Media.)

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

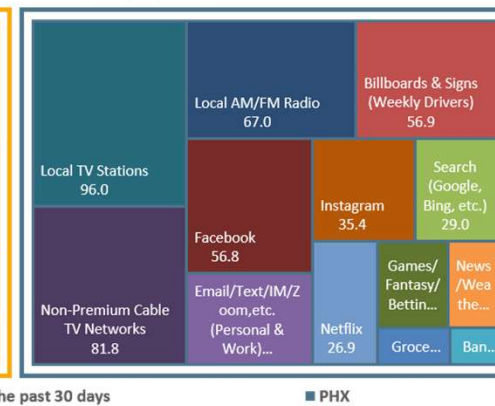
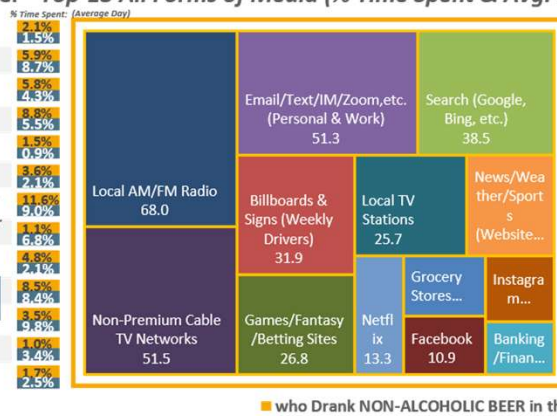


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

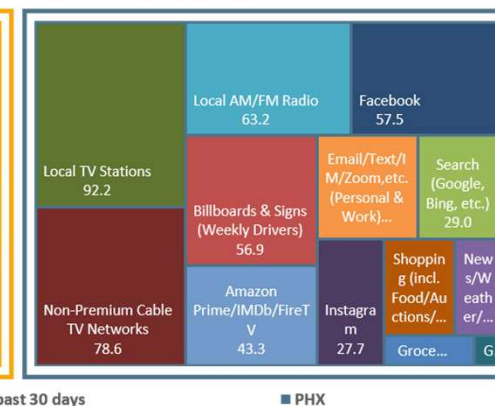
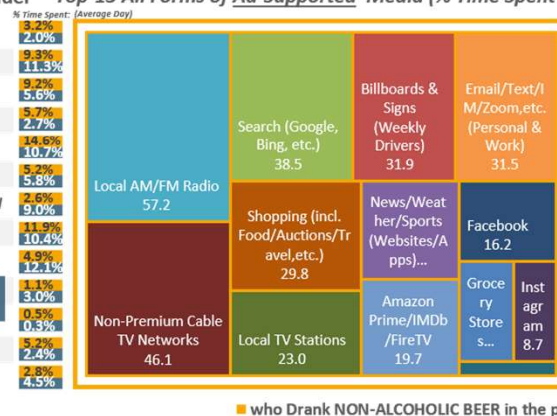




Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 39
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

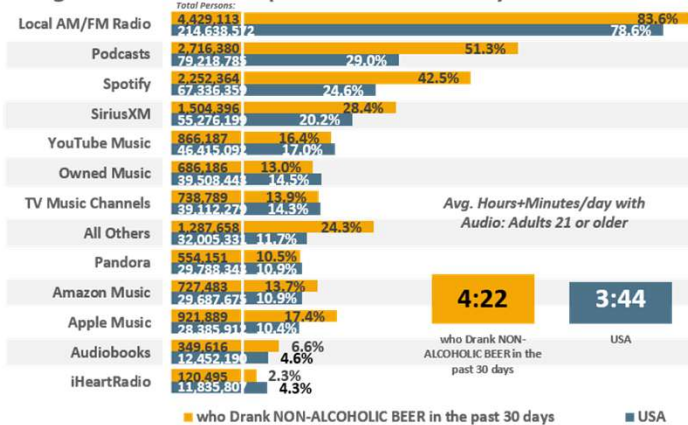
■ PHX
soefa.ai Share of Everything
for Anything.

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

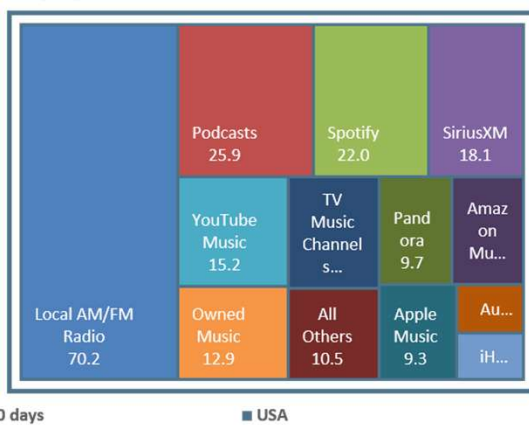
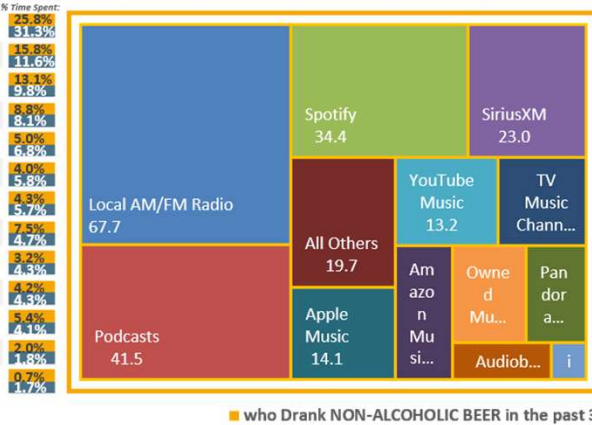


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

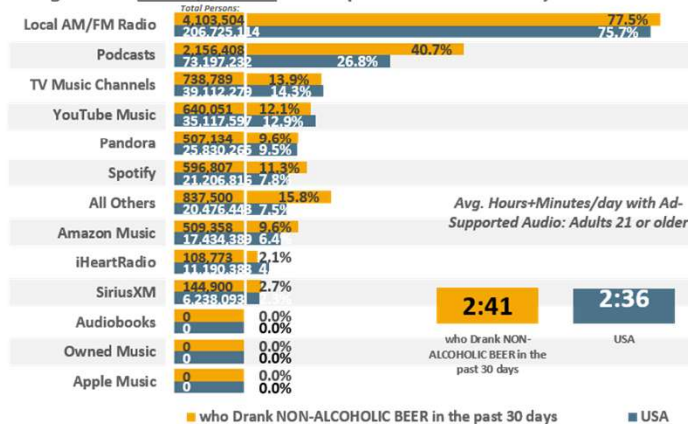
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



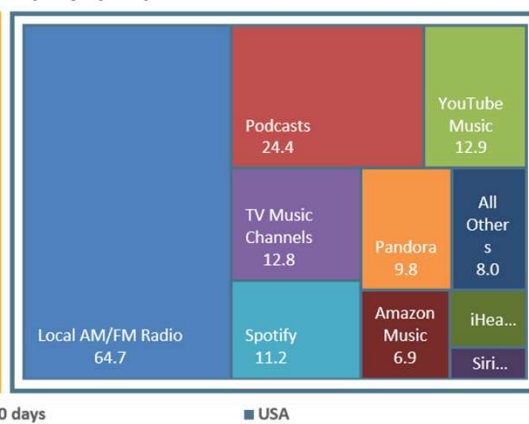
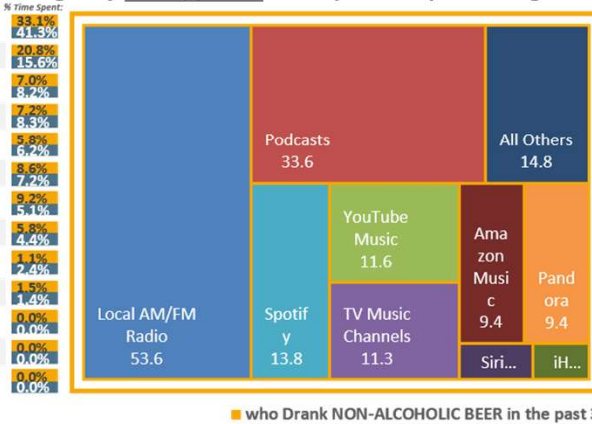
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



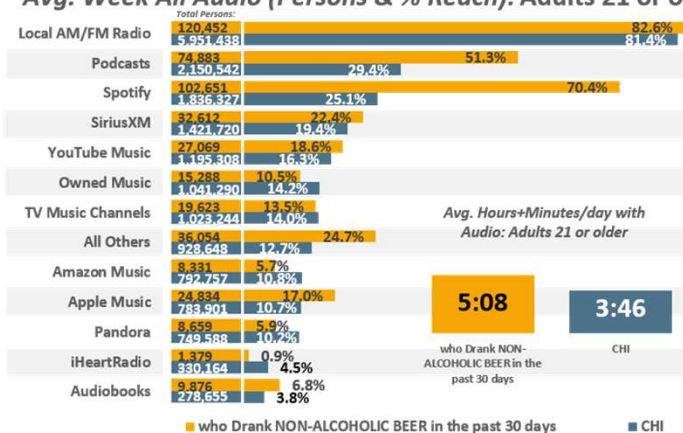
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



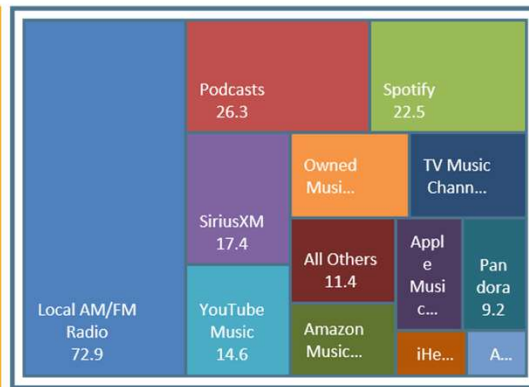
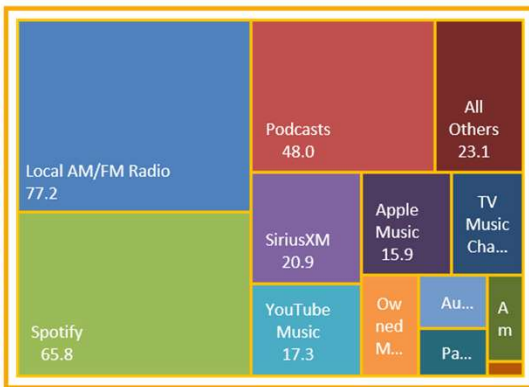


114,293 or 78.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

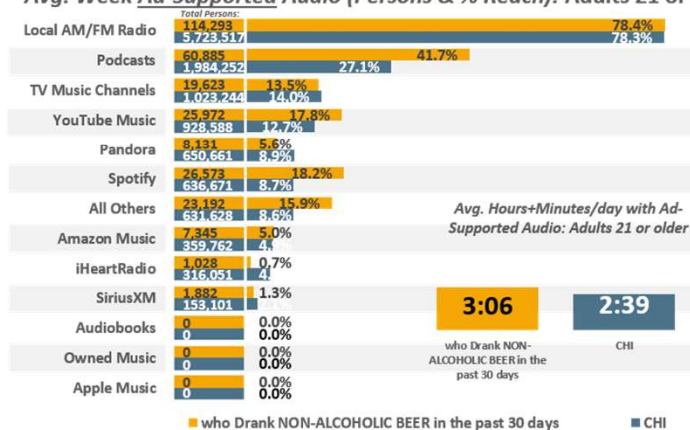
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



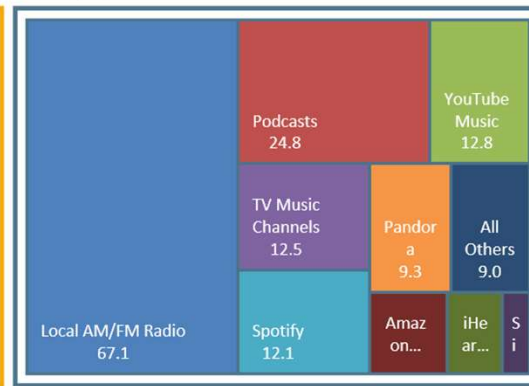
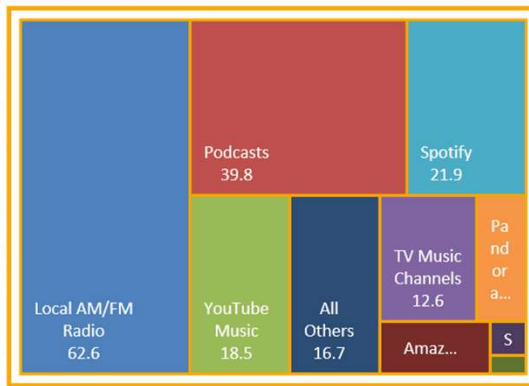
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



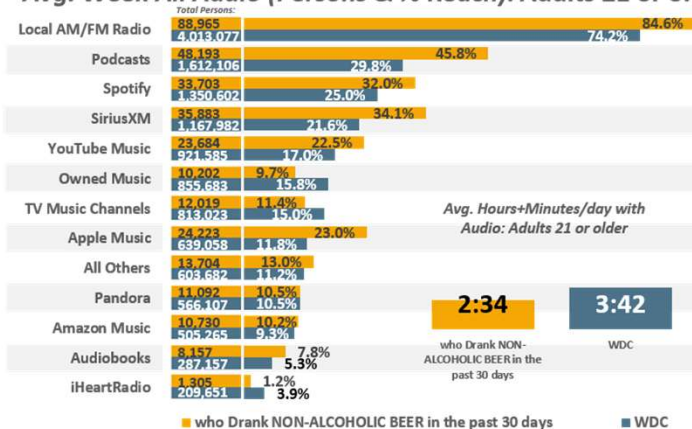
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



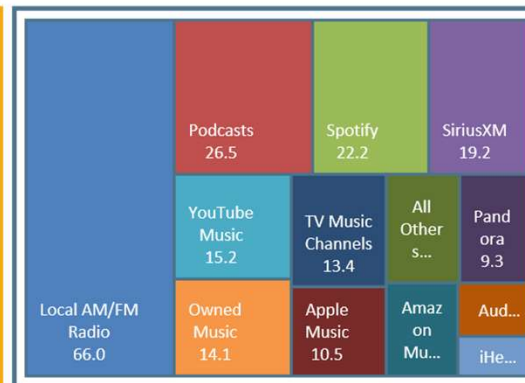
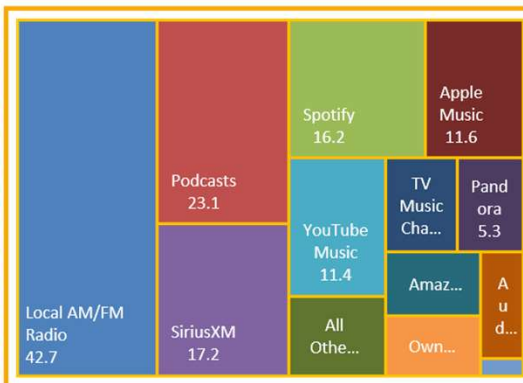


82,281 or 78.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 37.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

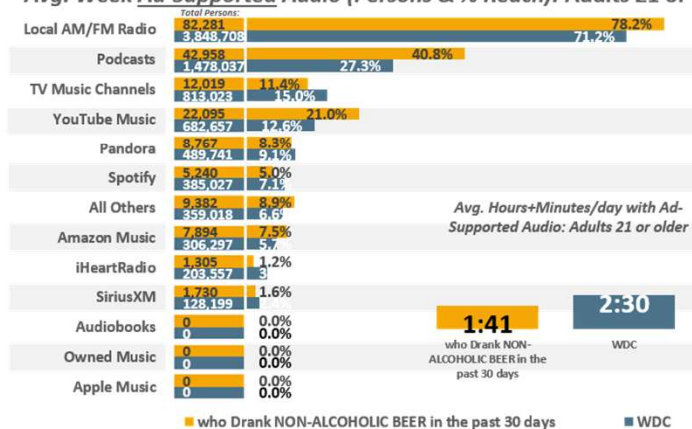
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



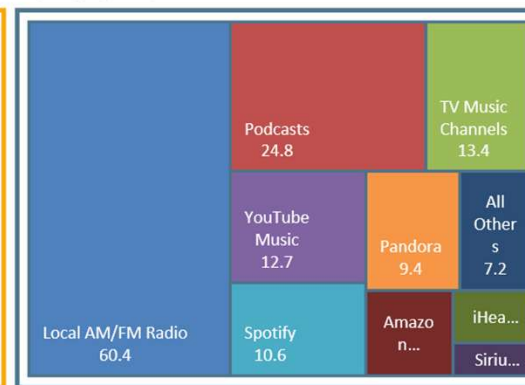
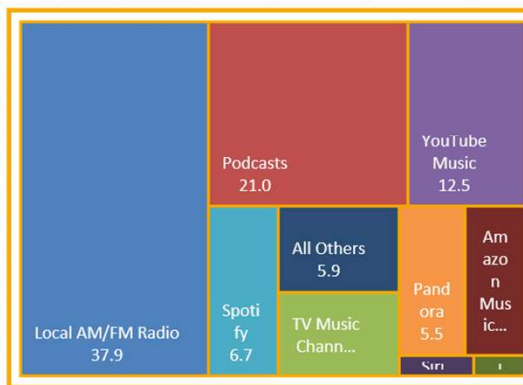
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



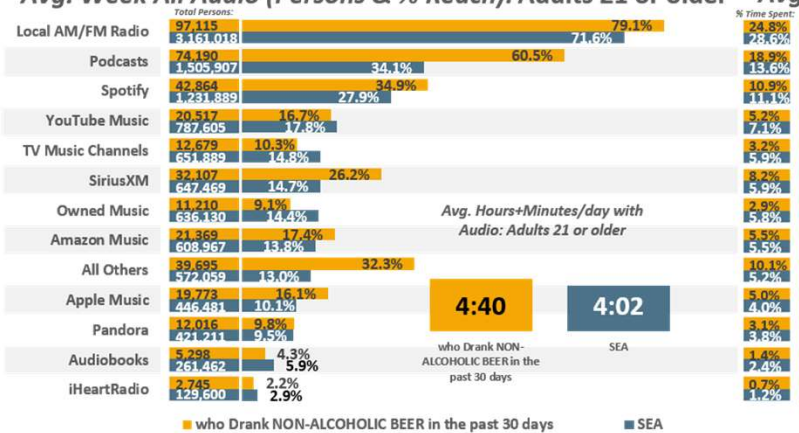
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



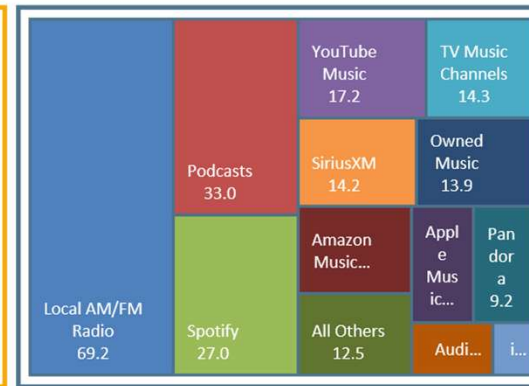
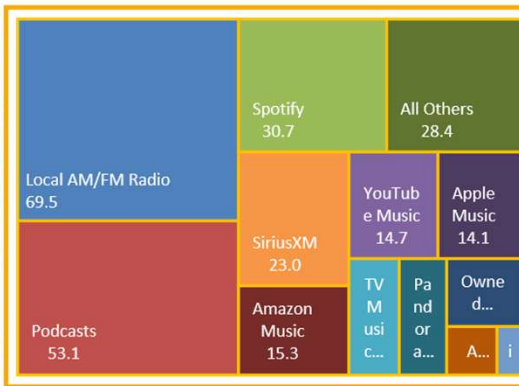


92,624 or 75.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.8 minutes every day representing 29.6% of all time spent daily with Ad-Supported Audio.

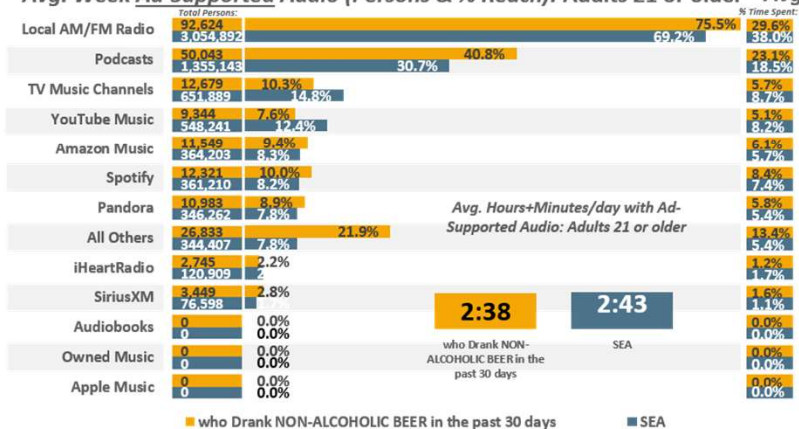
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



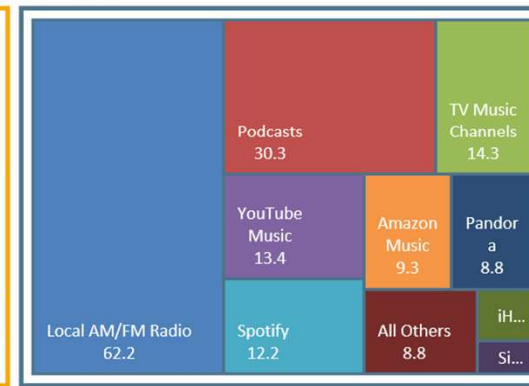
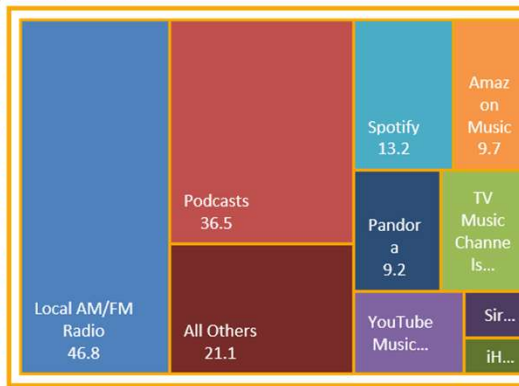
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



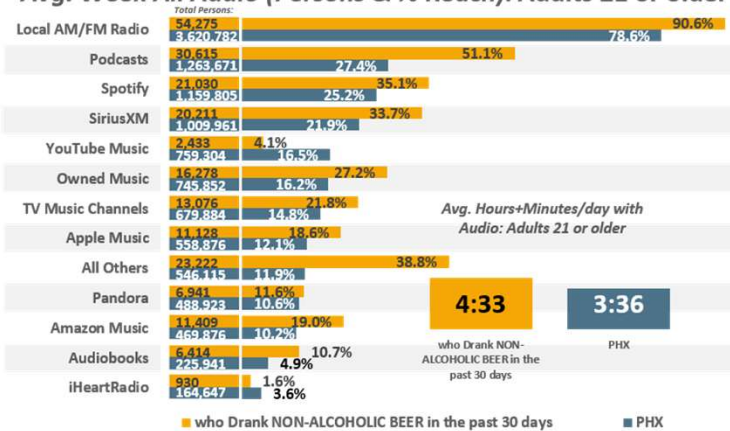
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



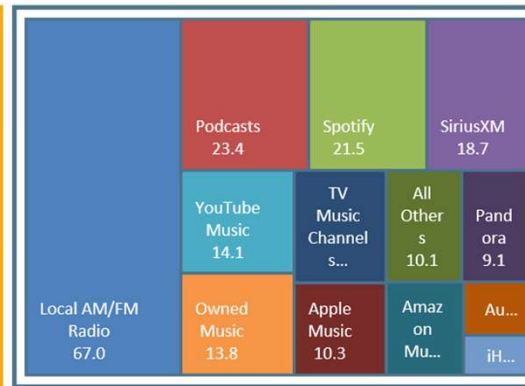
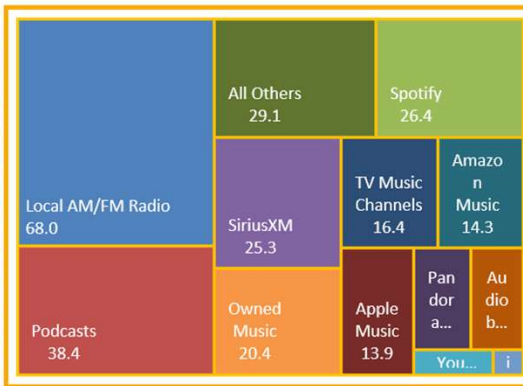


51,337 or 85.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

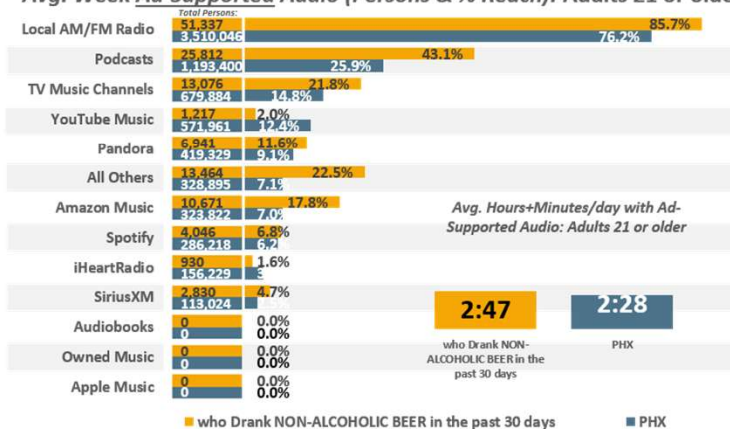
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



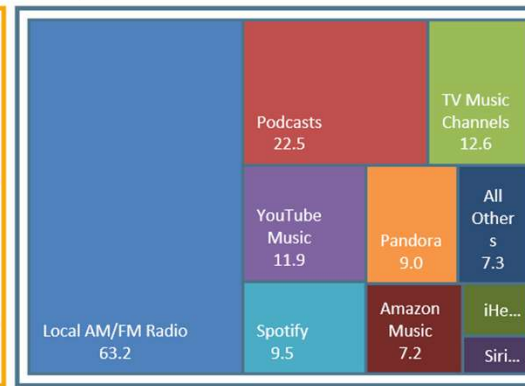
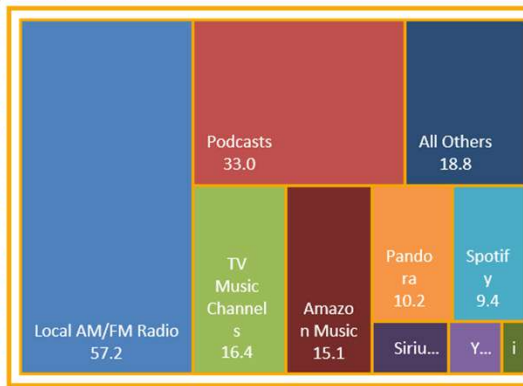
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

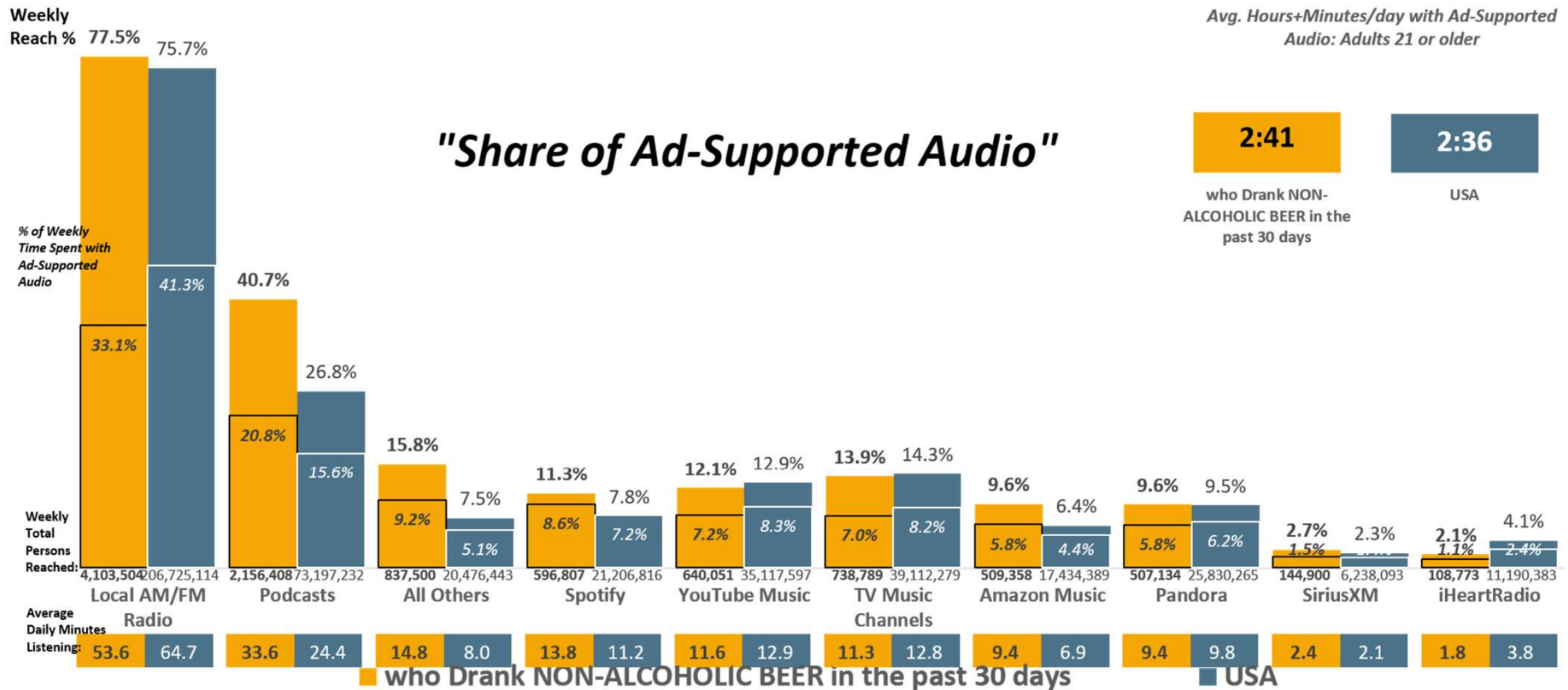


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



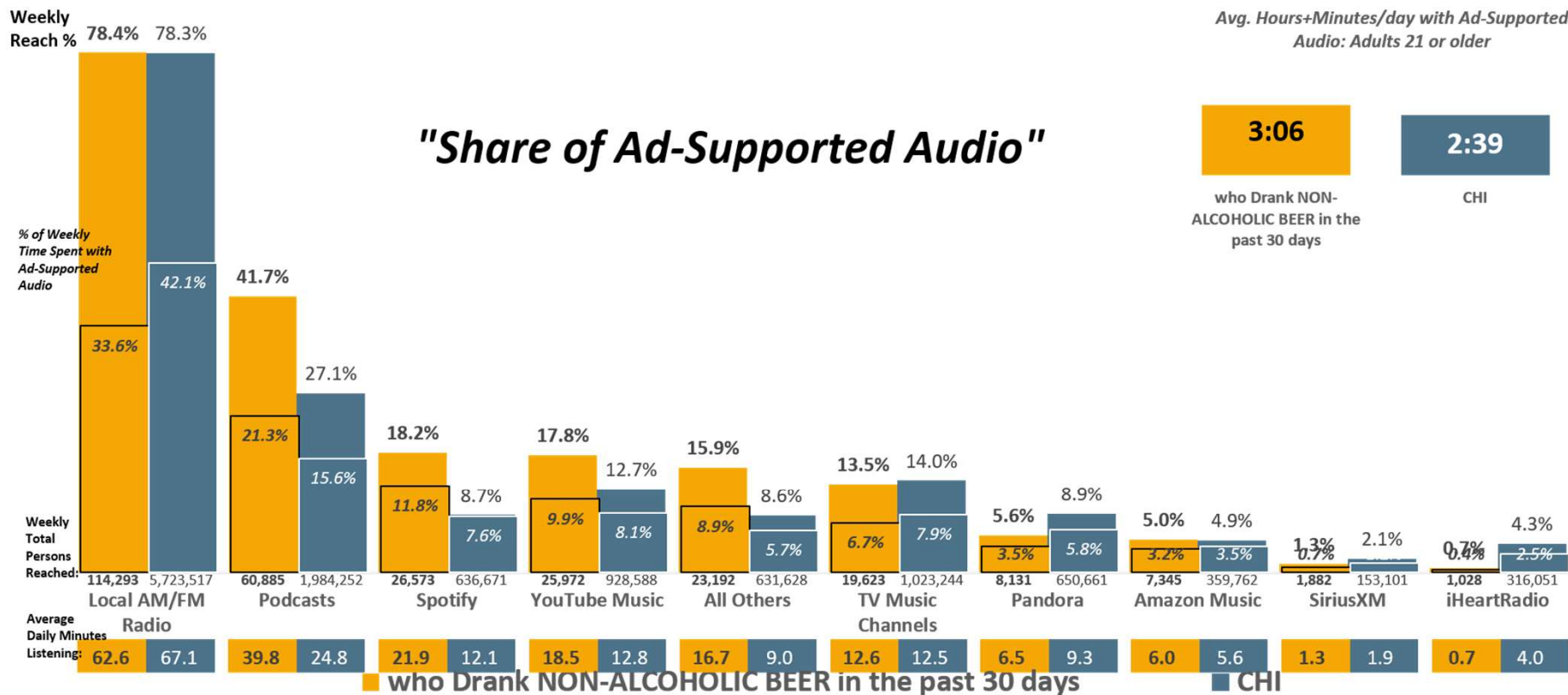


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.



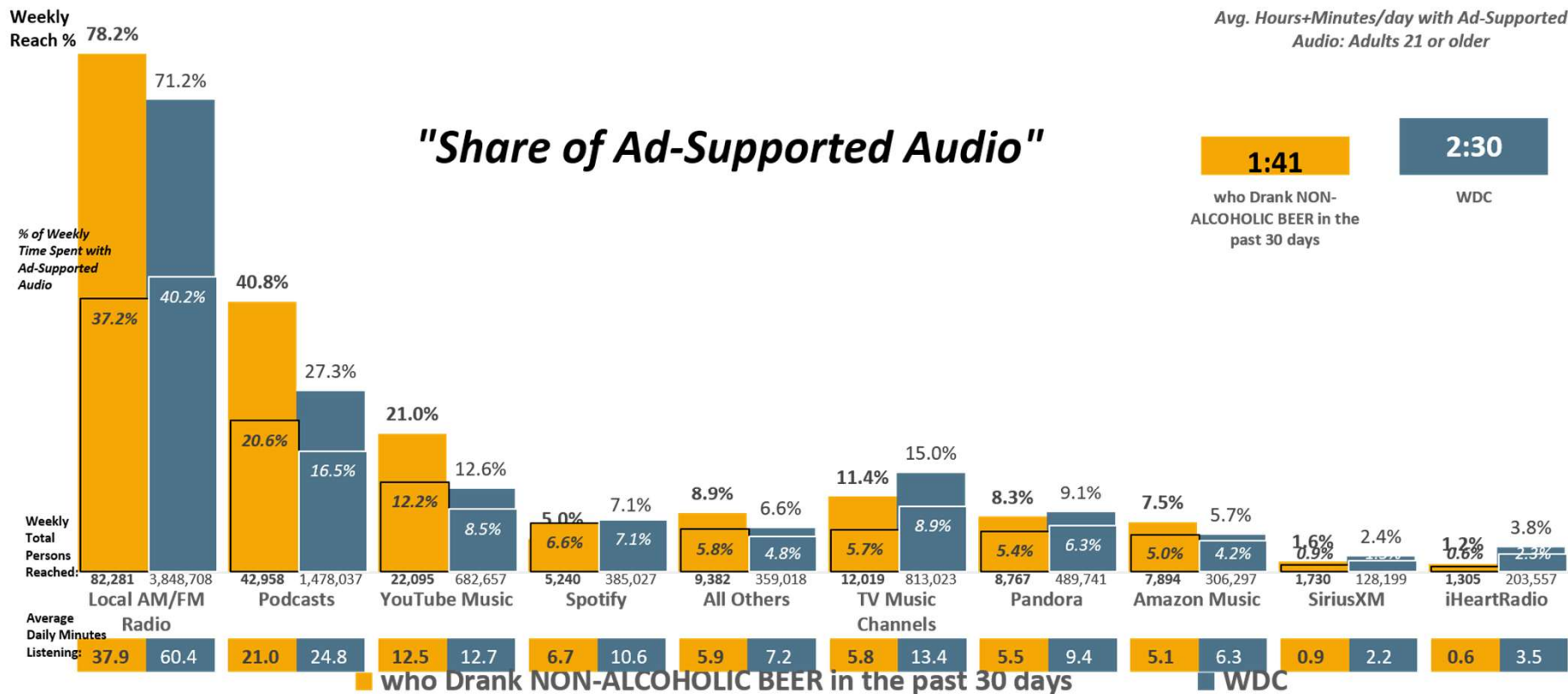


114,293 or 78.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.



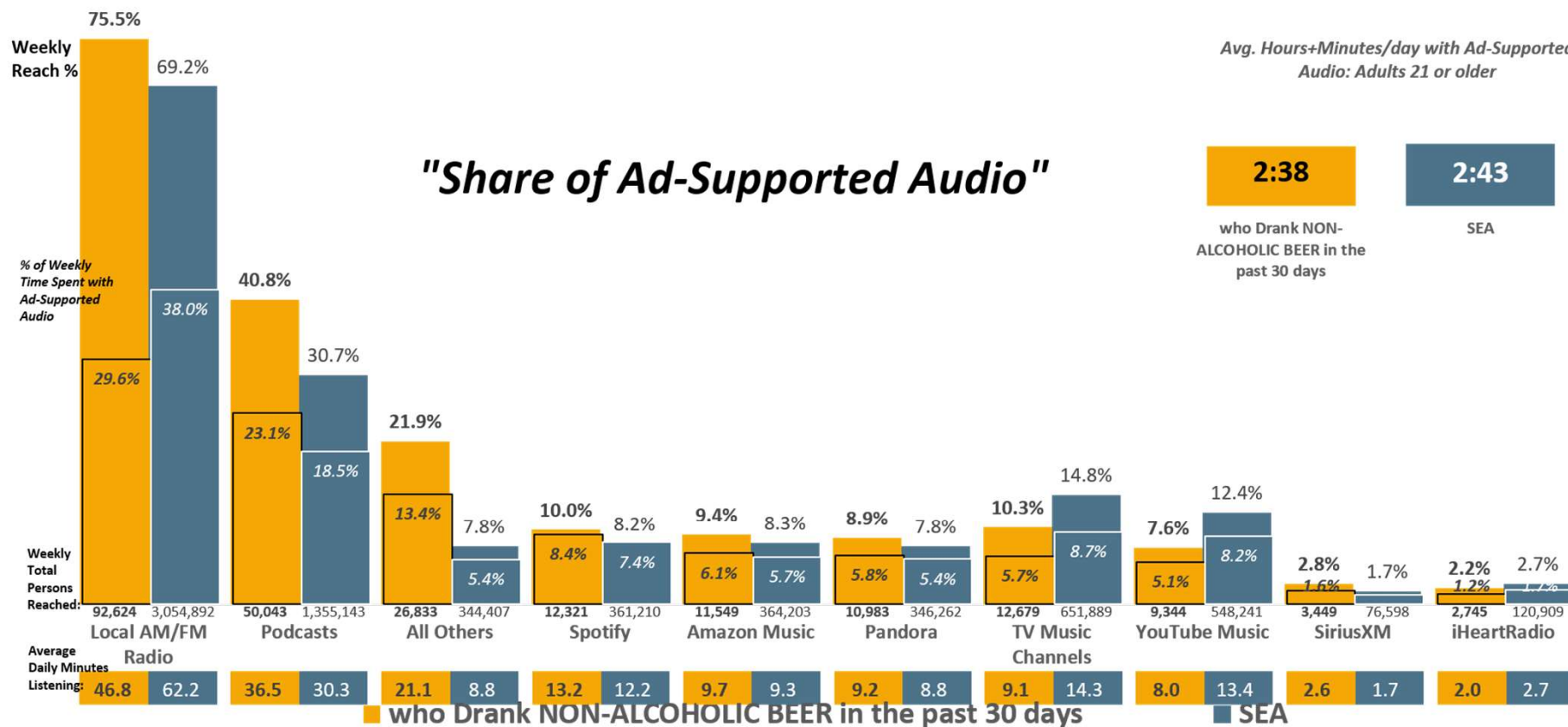


82,281 or 78.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 37.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.





92,624 or 75.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.8 minutes every day representing 29.6% of all time spent daily with Ad-Supported Audio.



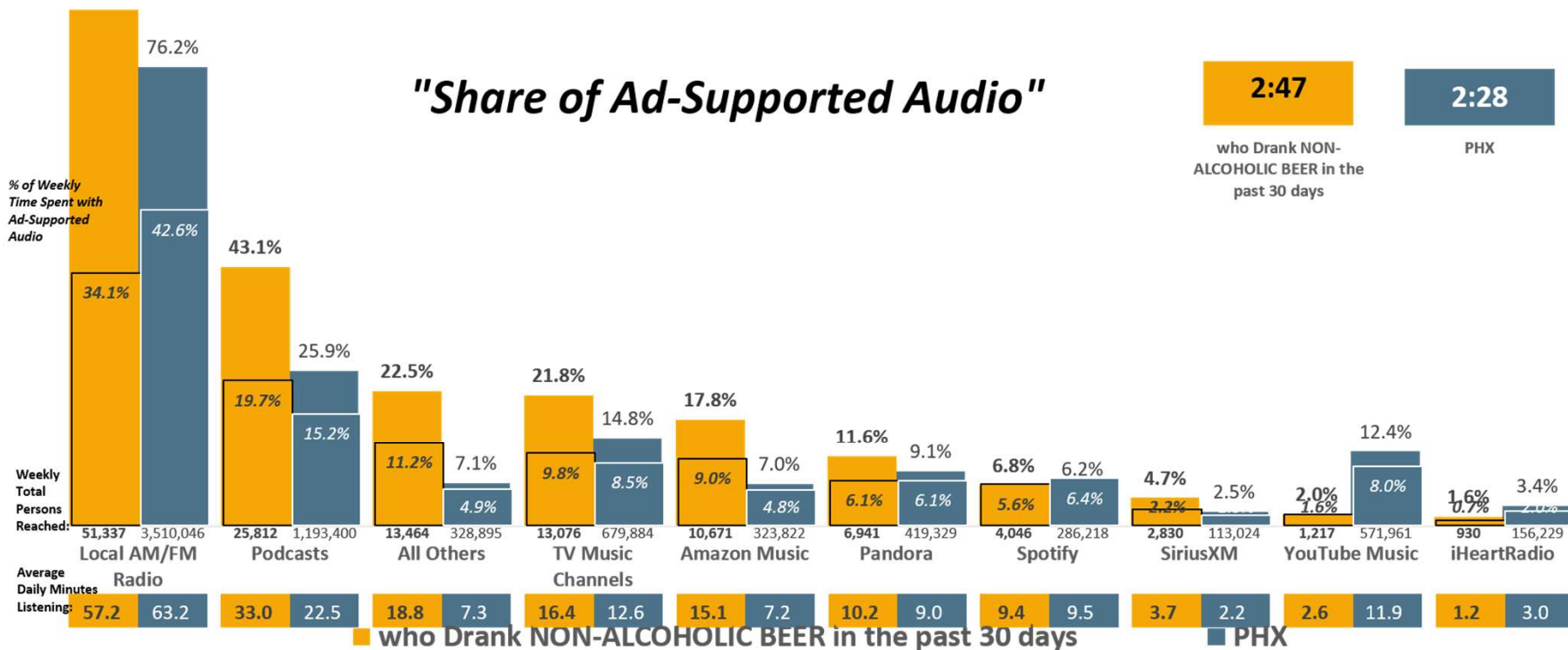


51,337 or 85.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 85.7%

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

"Share of Ad-Supported Audio"



2:47

who Drank NON-ALCOHOLIC BEER in the past 30 days

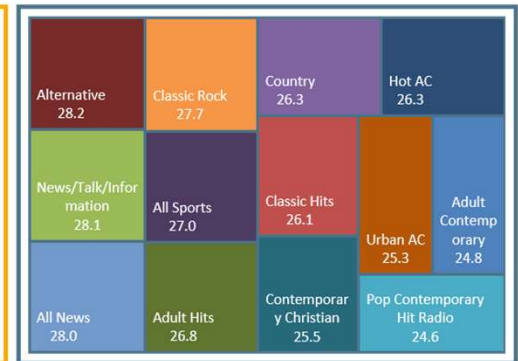
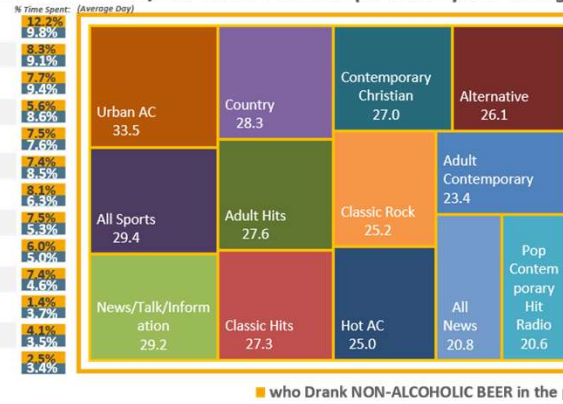
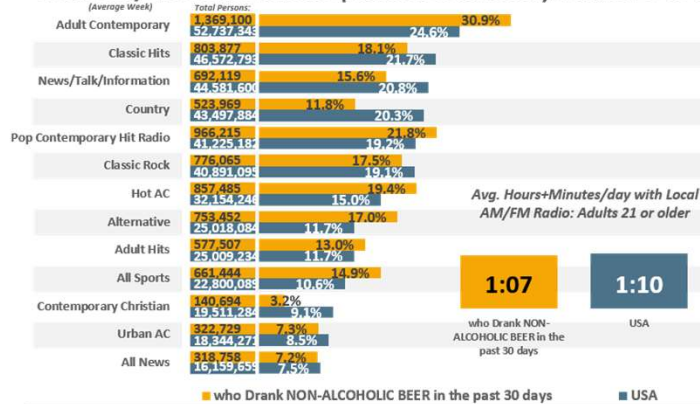
2:28

PHX

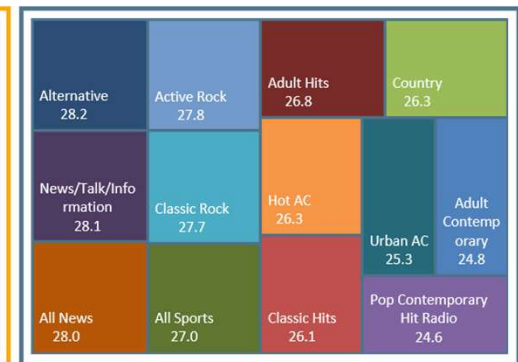
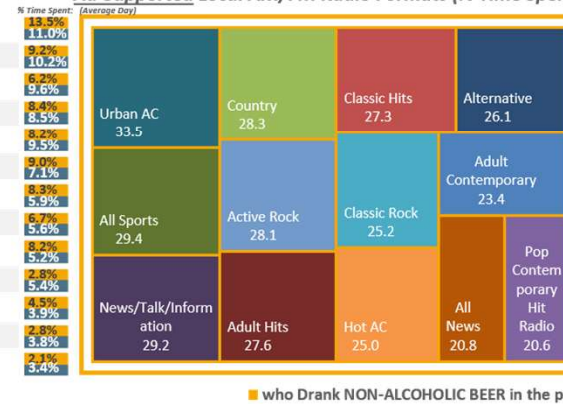
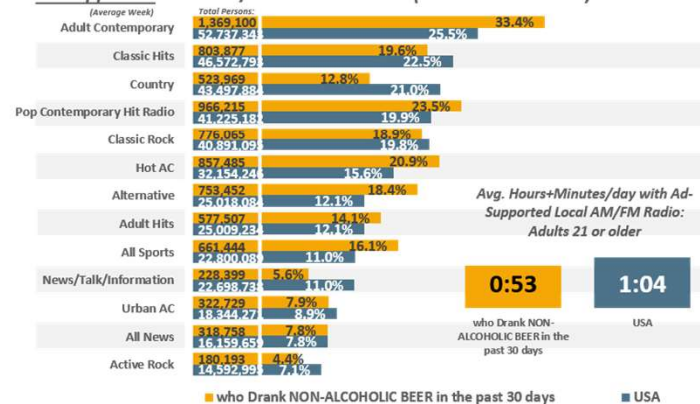


4,103,504 or 77.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Classic Rock.

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



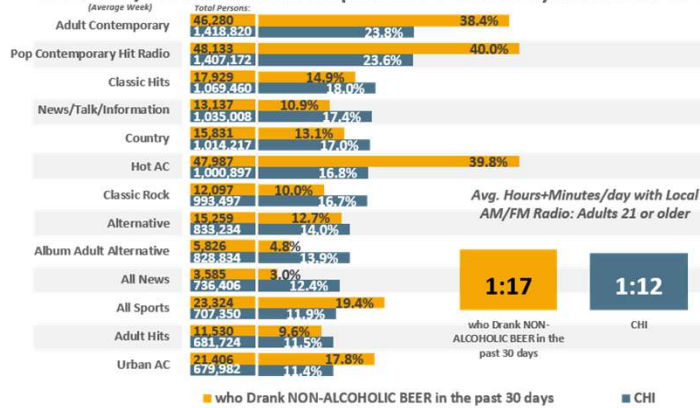
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



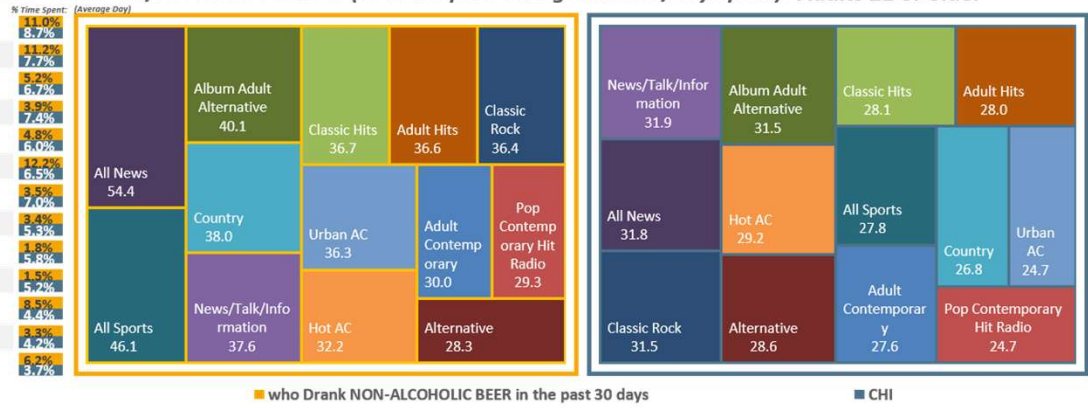


114,293 or 78.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Urban Contemporary, and All Sports.

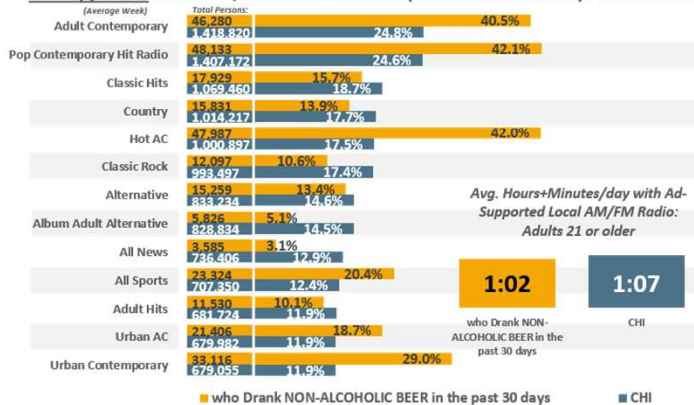
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



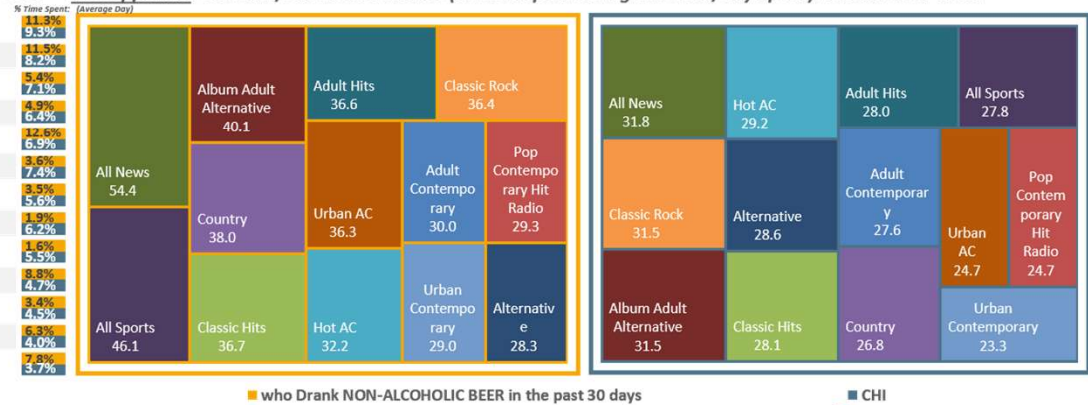
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



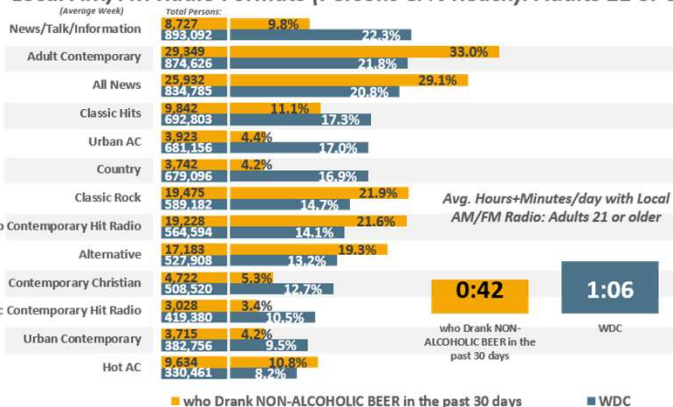
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



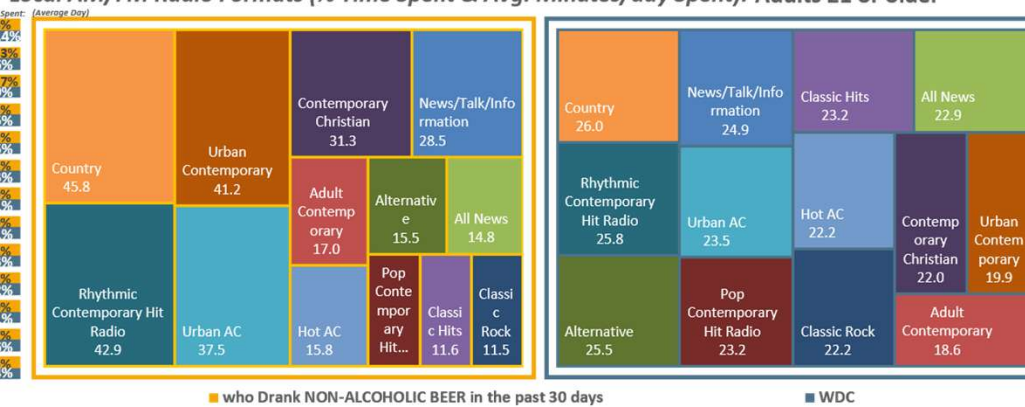


82,281 or 78.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Rock, Pop Contemporary Hit Radio, and Alternative.

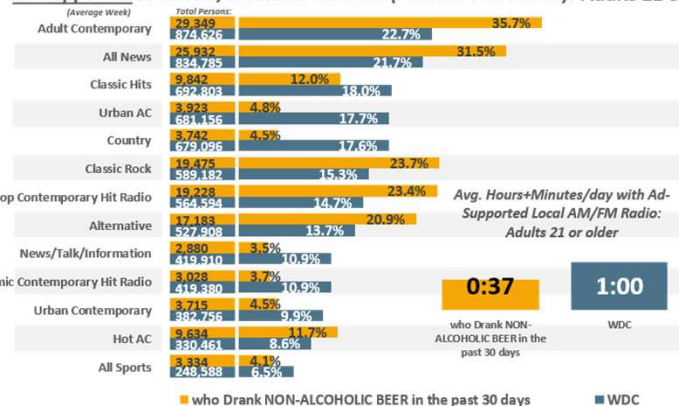
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



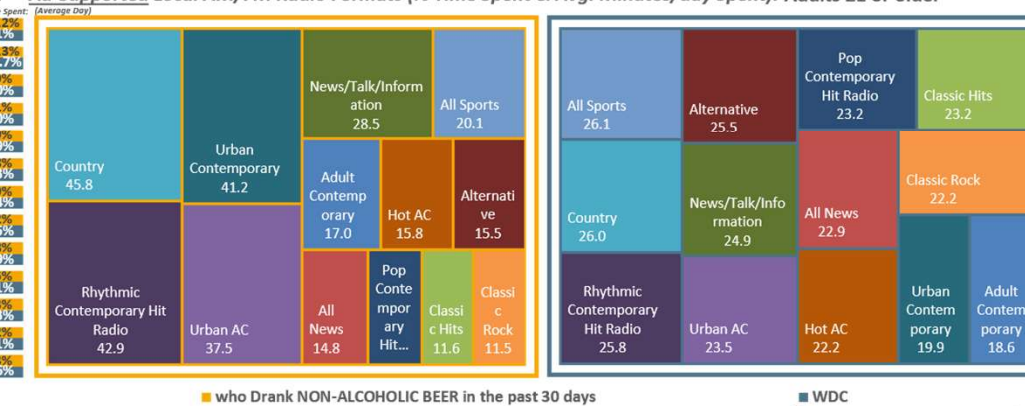
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



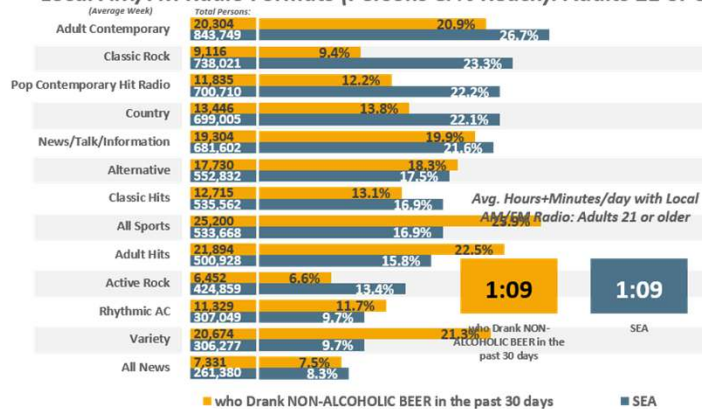
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



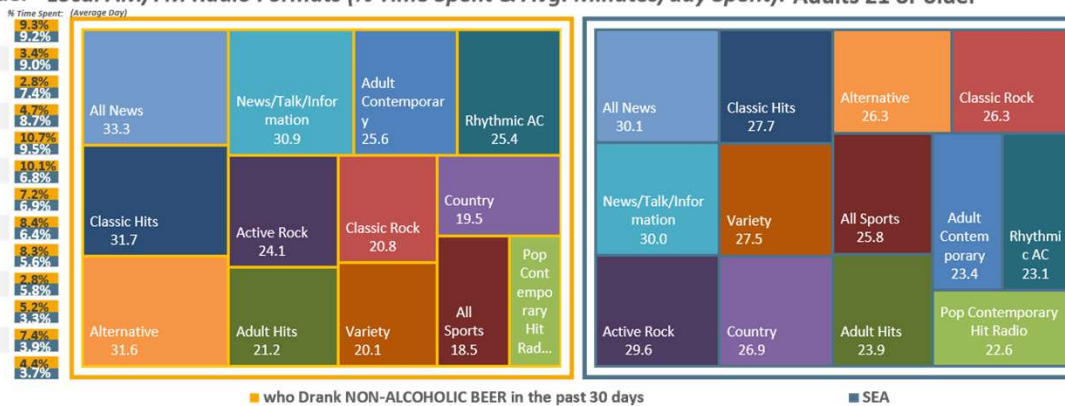


92,624 or 75.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Adult Hits, Variety, Adult Contemporary, and Alternative.

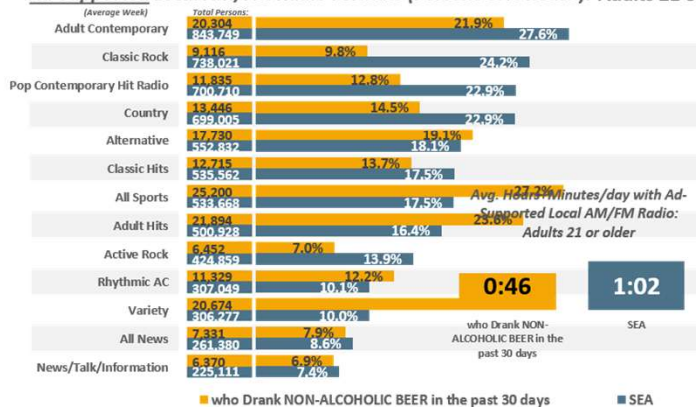
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



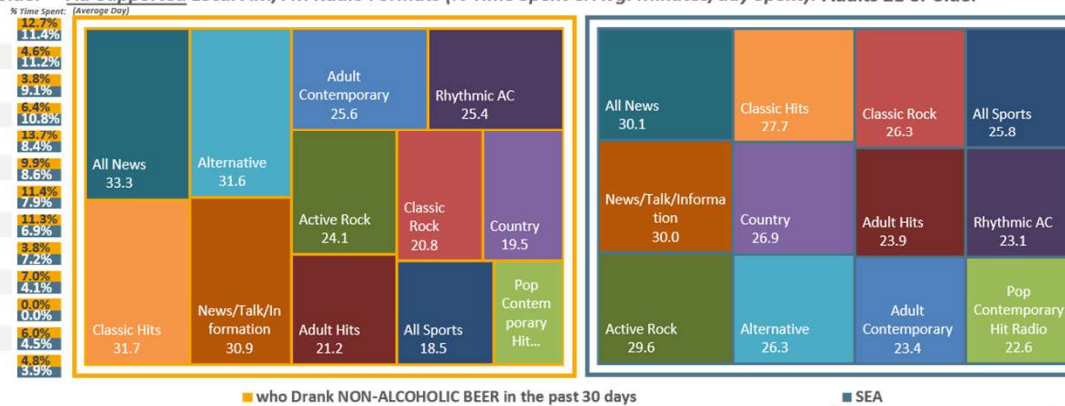
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



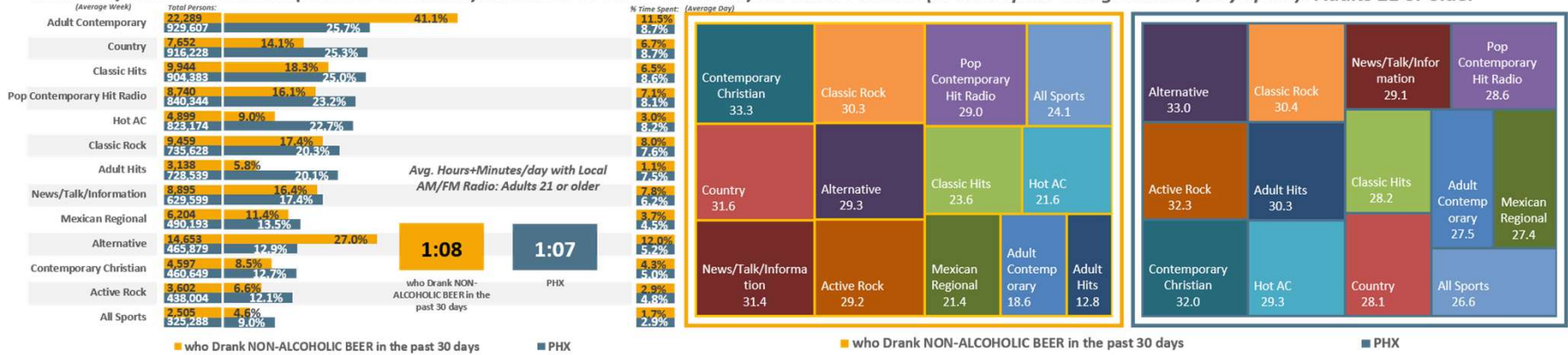
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



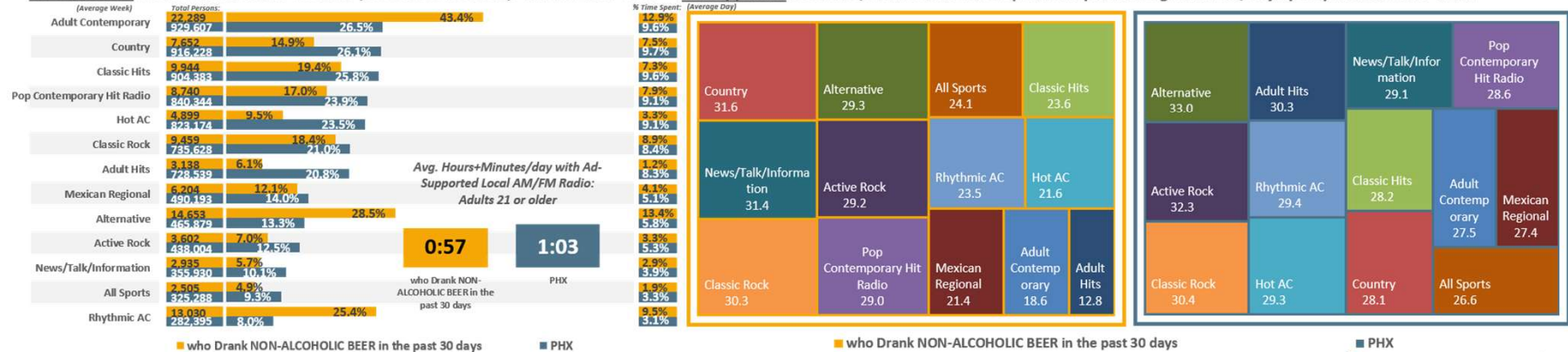


51,337 or 85.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Rhythmic AC, Classic Hits, and Classic Rock.

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



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

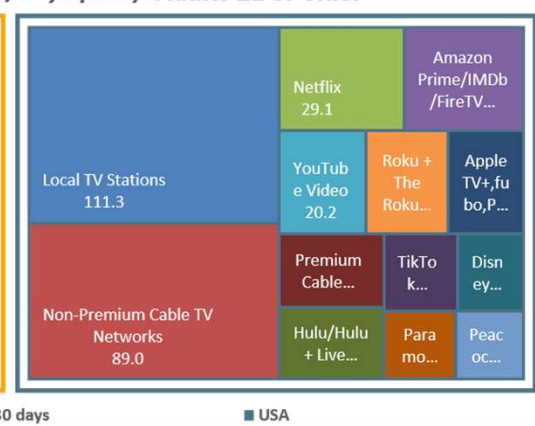
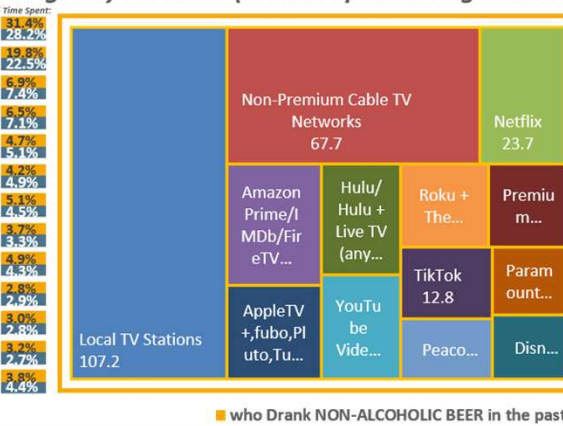
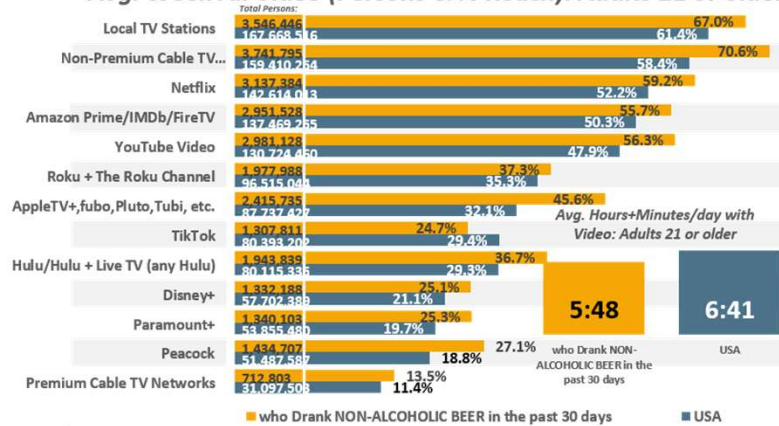




3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

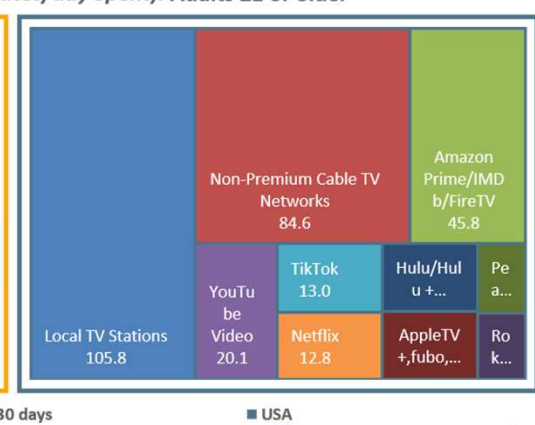
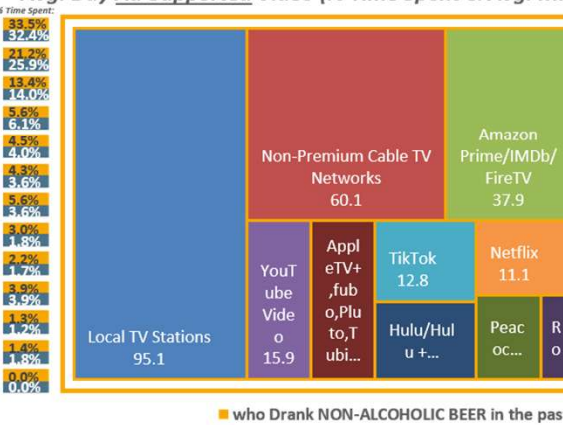
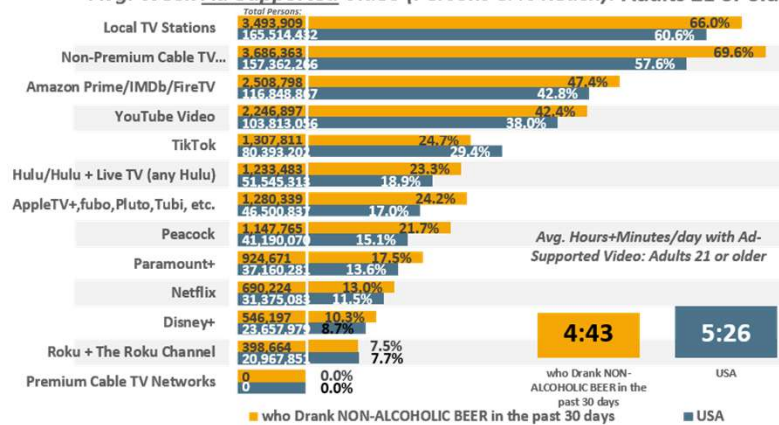
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

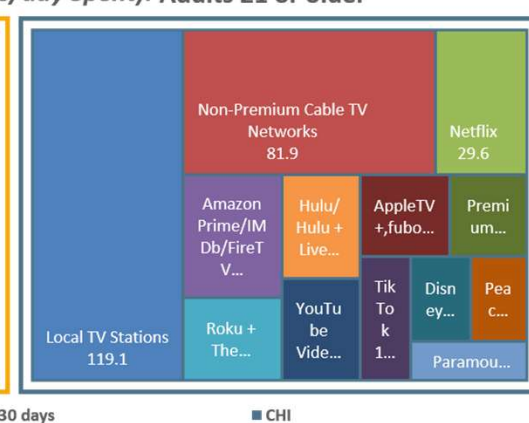
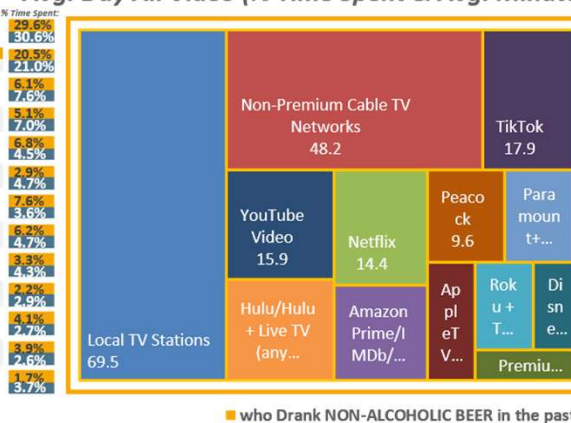
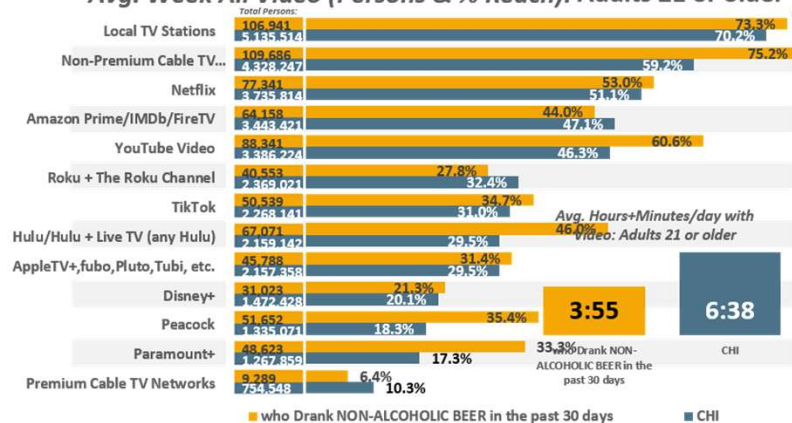




105,657 or 72.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.9 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

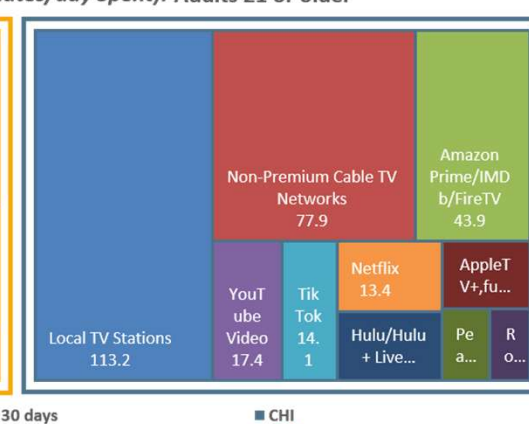
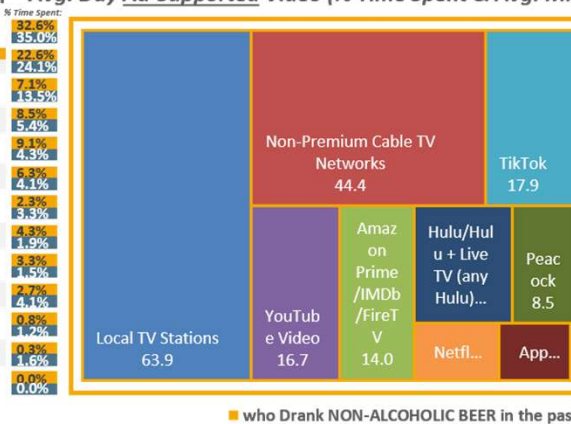
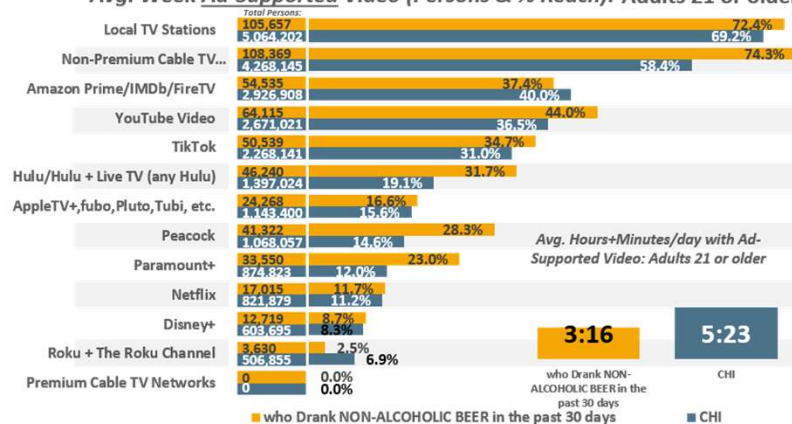
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
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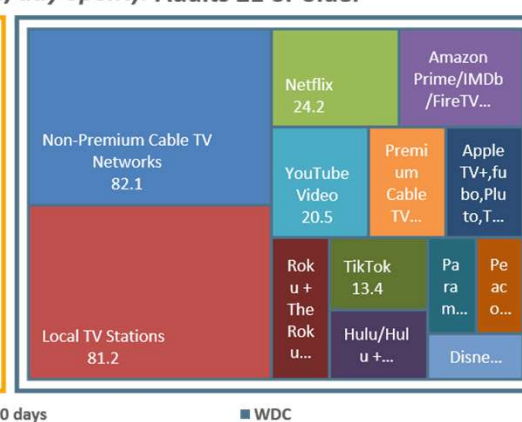
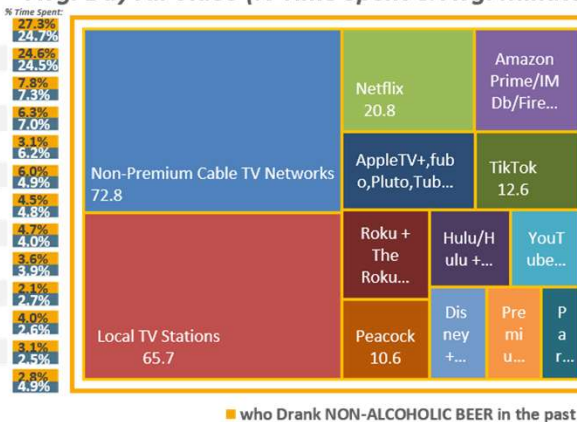
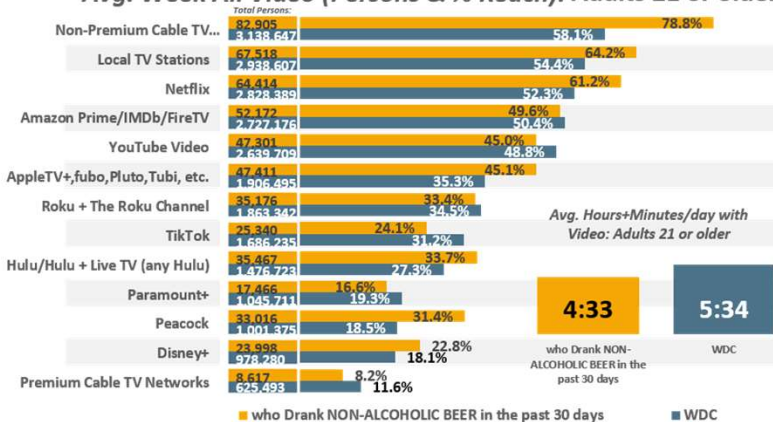
[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



66,764 or 63.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

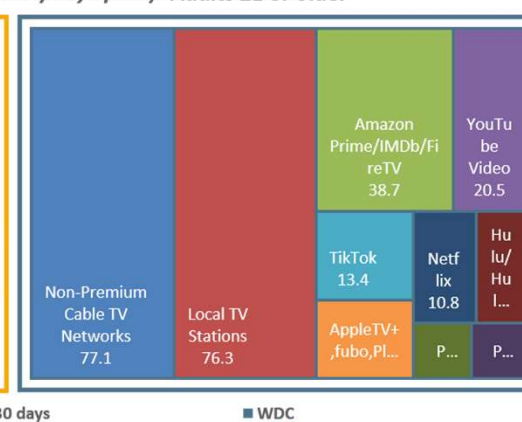
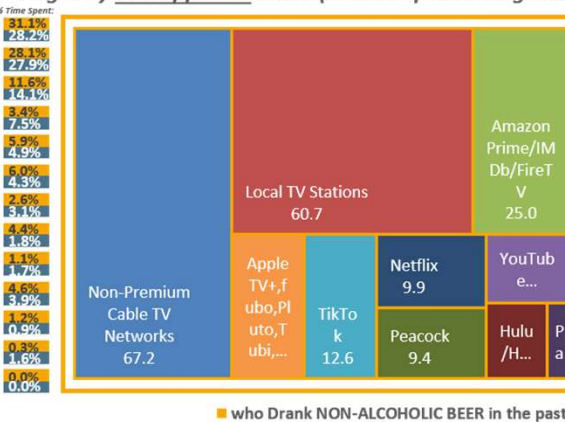
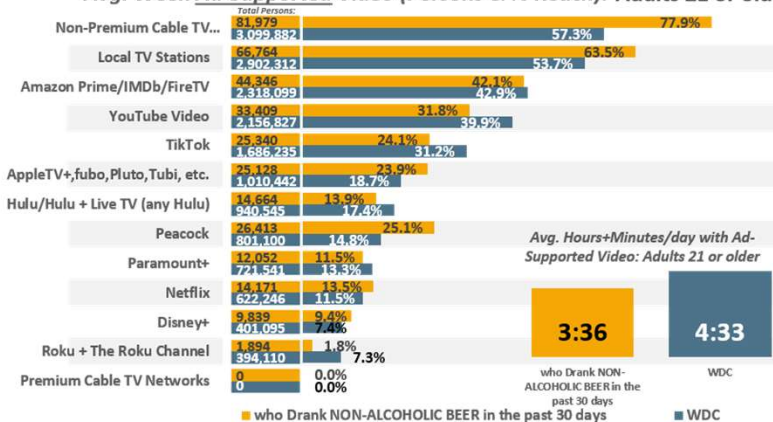
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

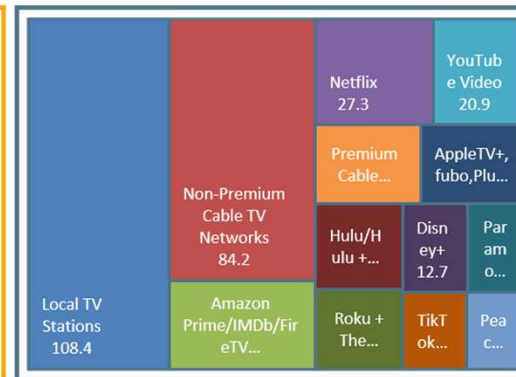
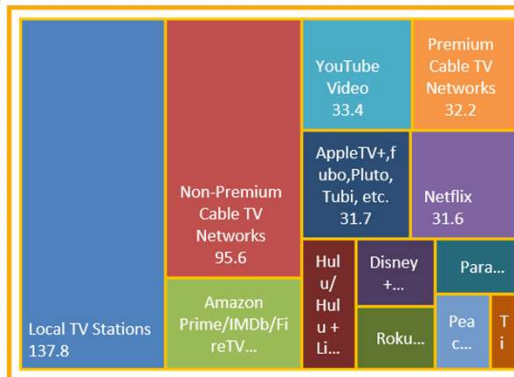
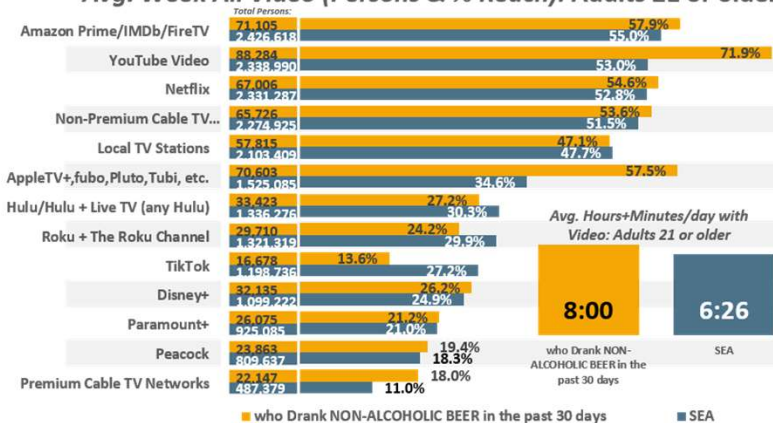




56,759 or 46.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

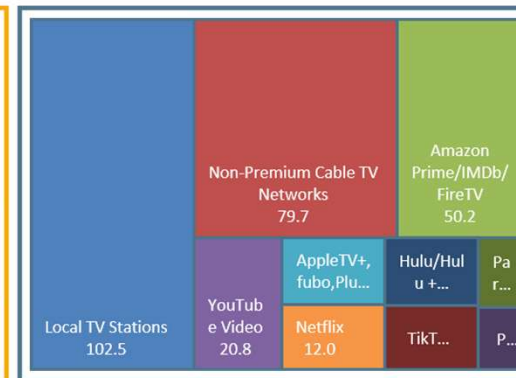
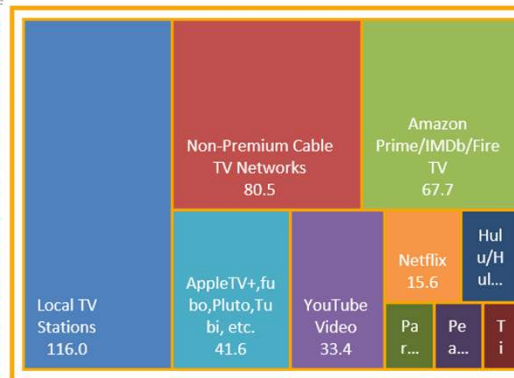
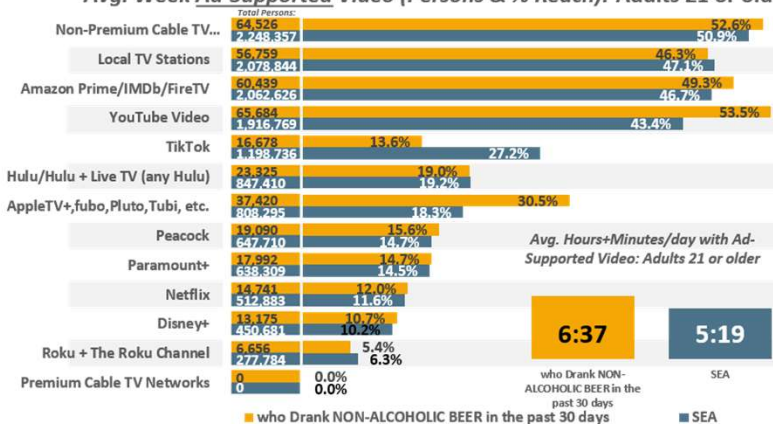
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

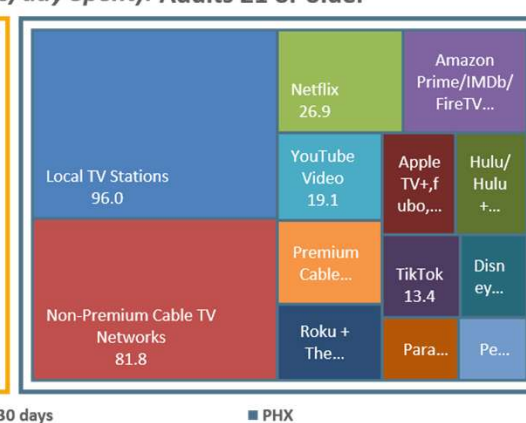
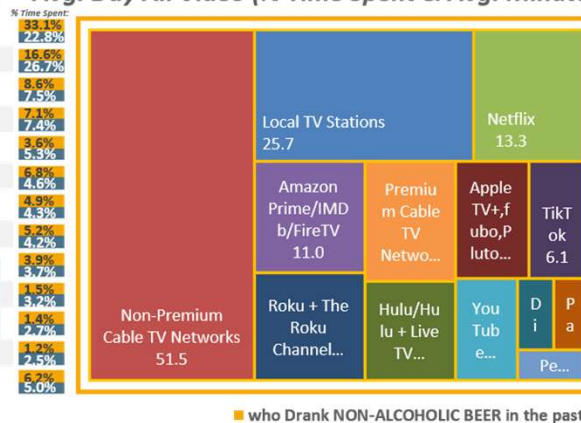
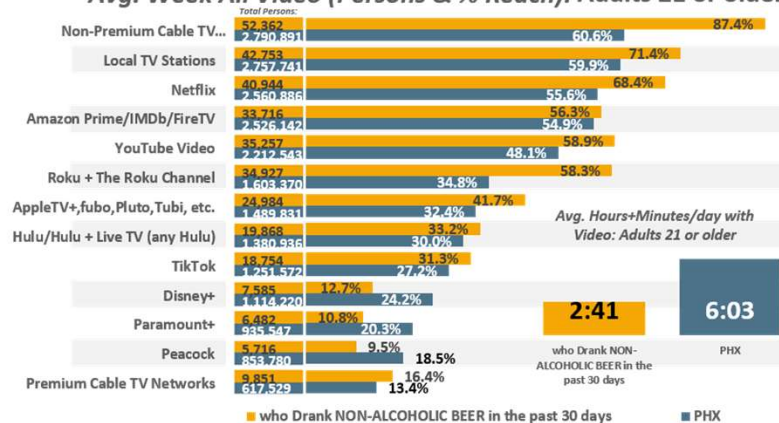




42,558 or 71.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 23. minutes every day representing 17.7% of all time spent daily with Ad-Supported Video.

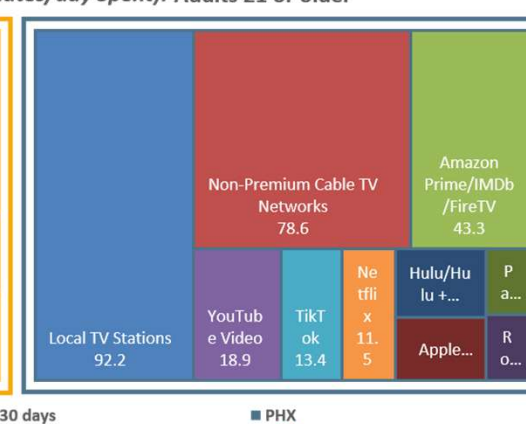
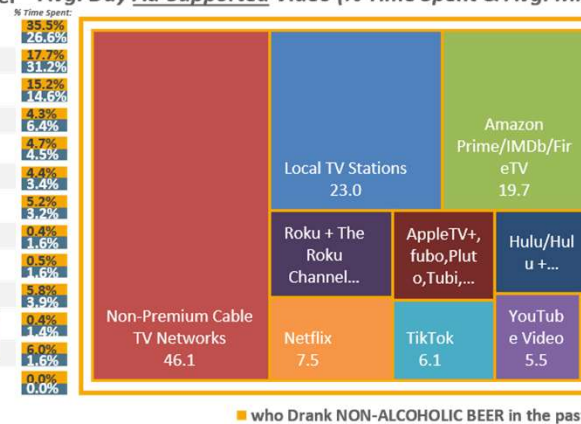
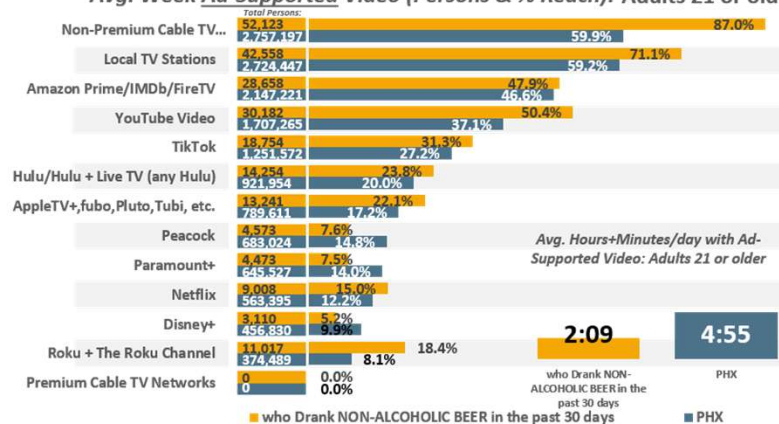
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



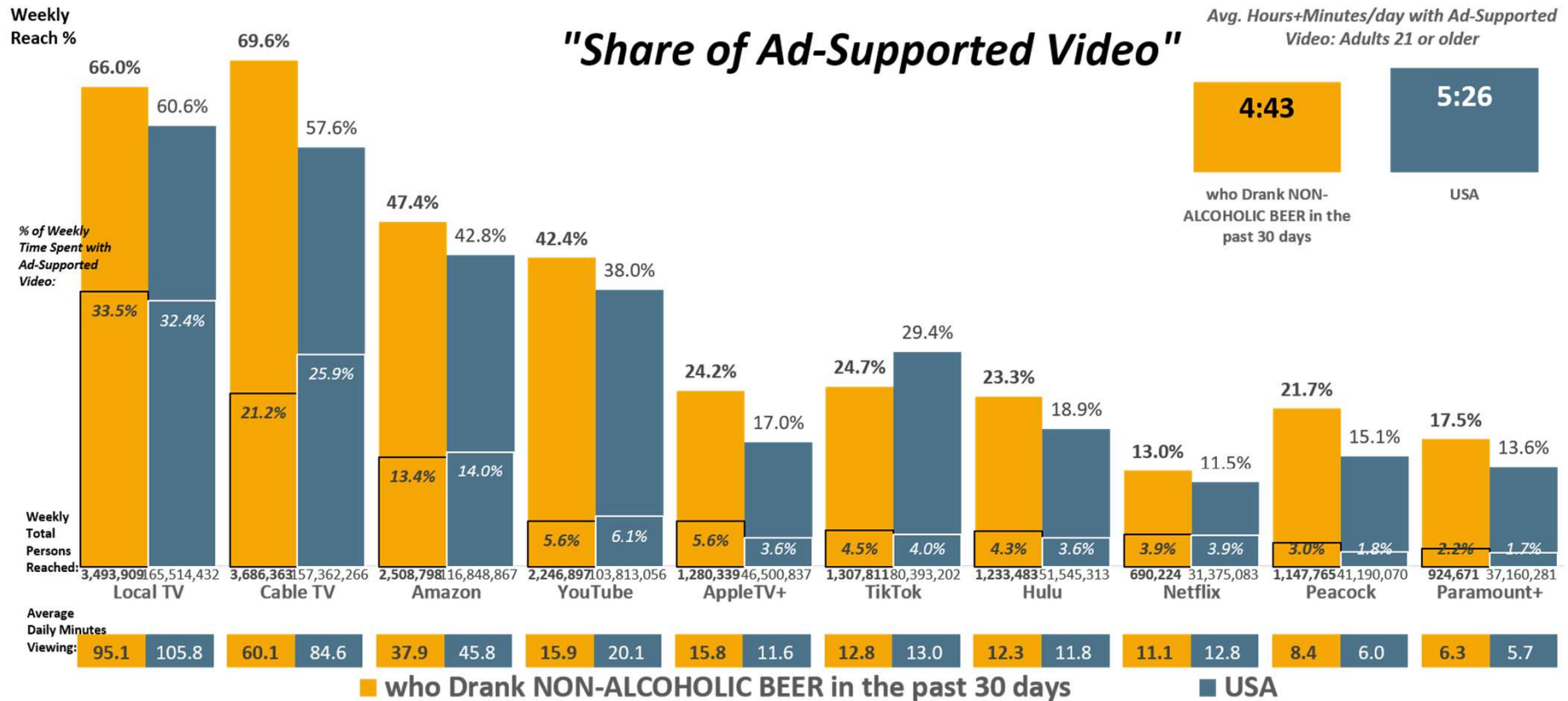
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



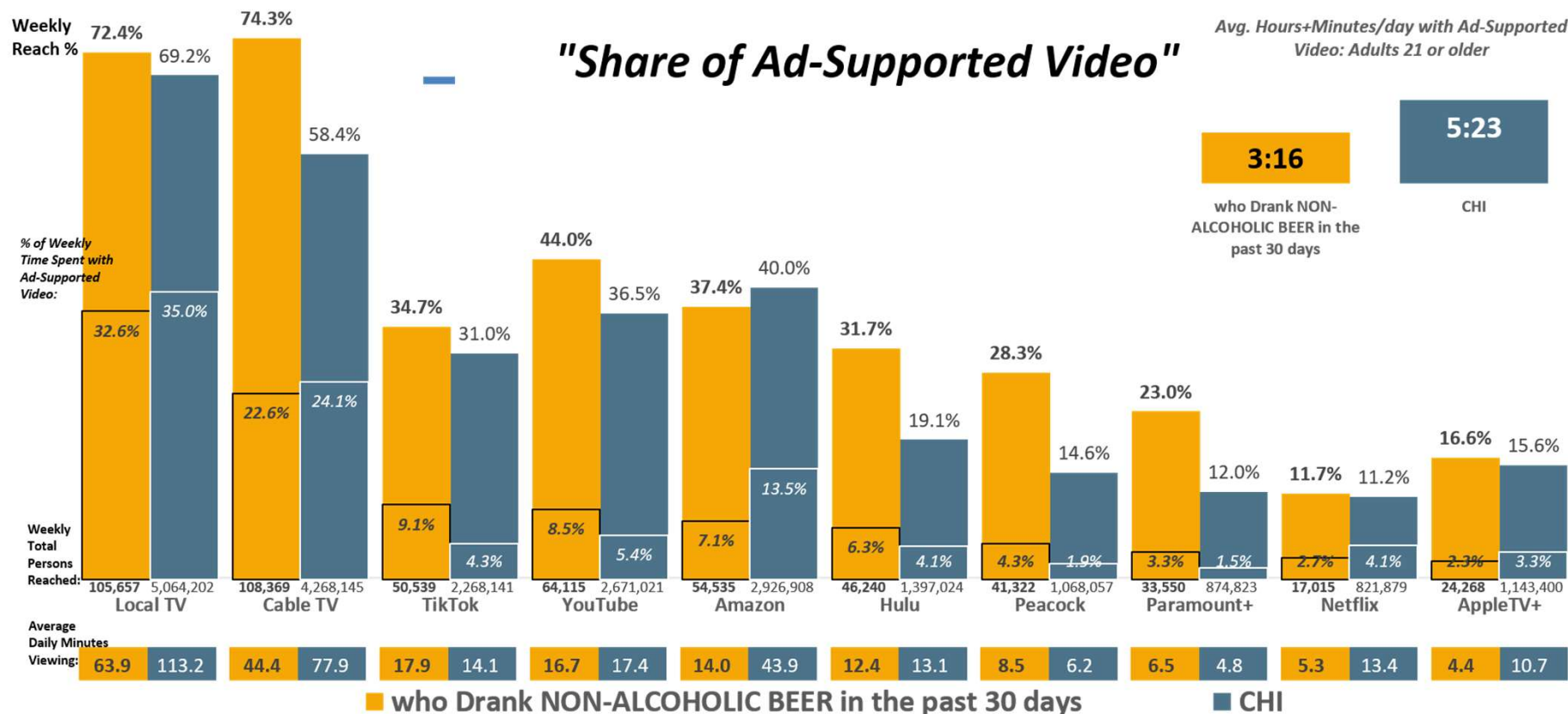
3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.





105,657 or 72.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.9 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

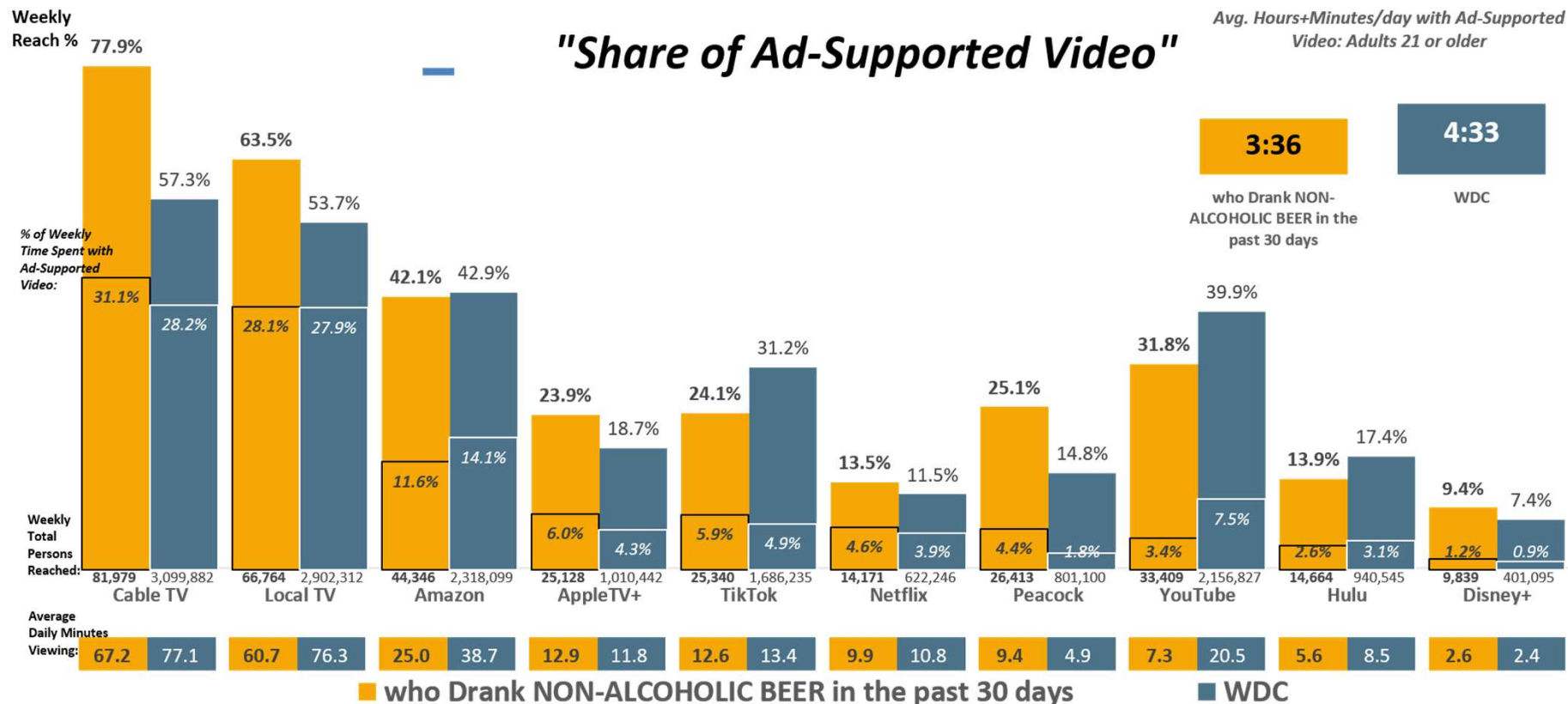
"Share of Ad-Supported Video"





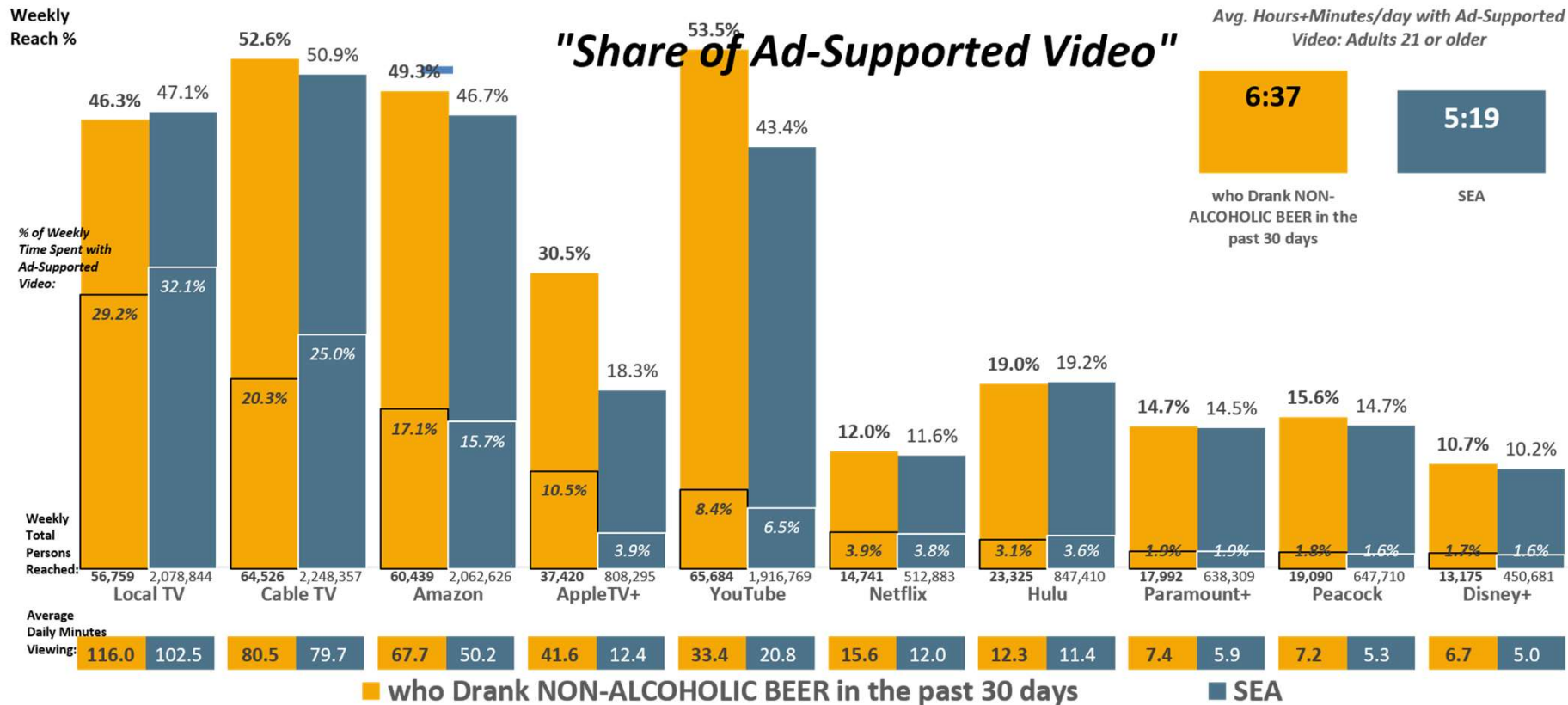
66,764 or 63.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





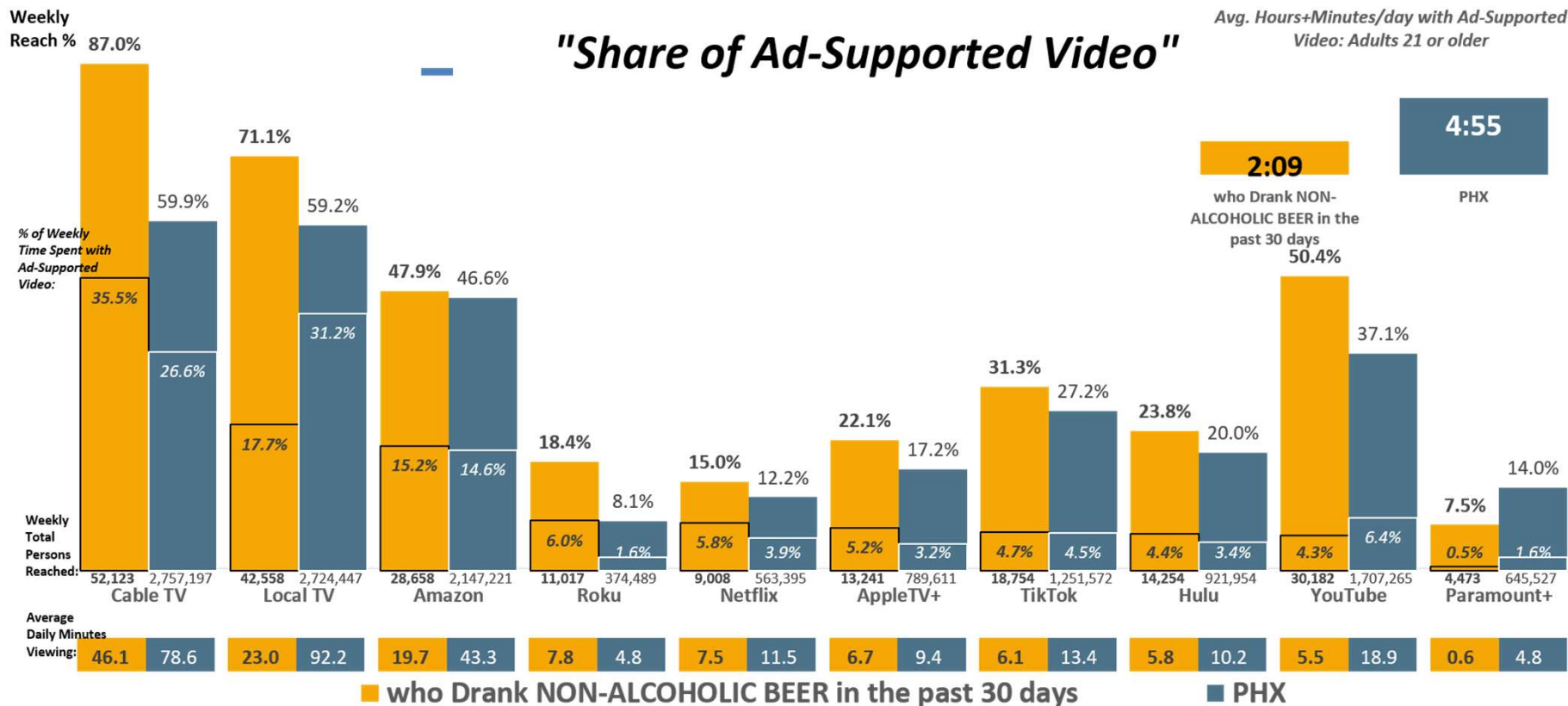
56,759 or 46.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.





42,558 or 71.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations for an average of 23. minutes every day representing 17.7% of all time spent daily with Ad-Supported Video.

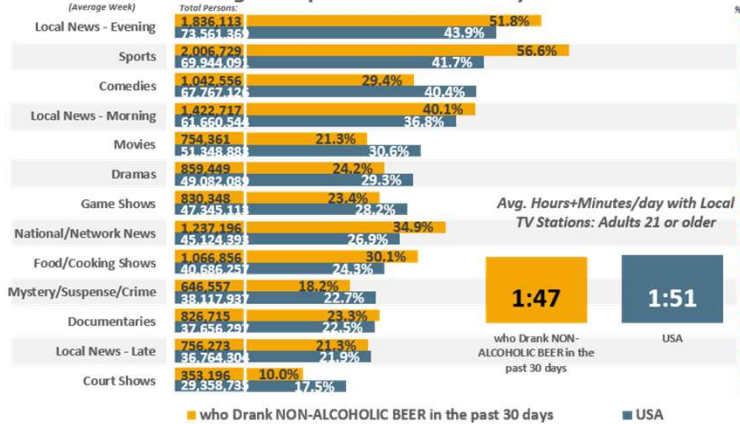
"Share of Ad-Supported Video"



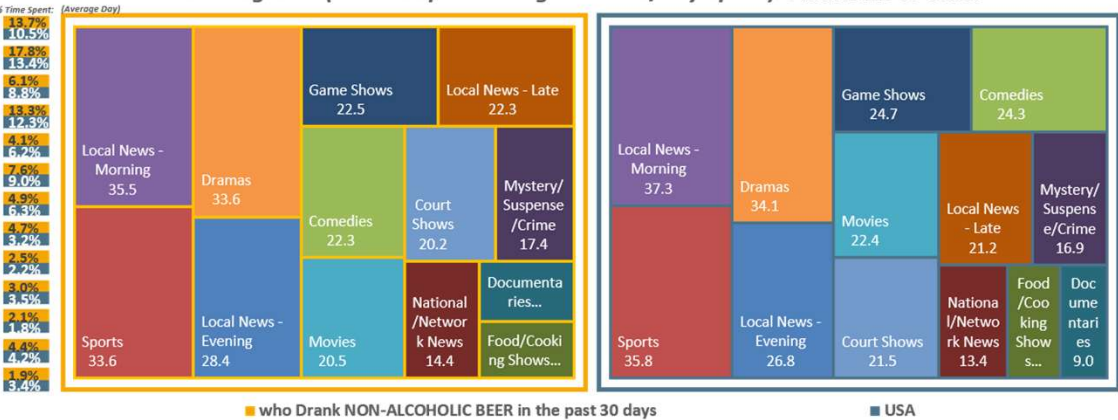


3,493,909 or 66.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Dramas.

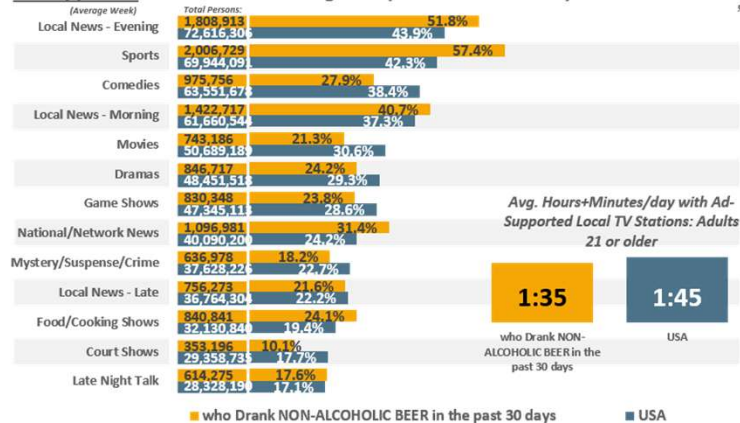
Local TV Station Programs (Persons & % Reach): Adults 21 or older



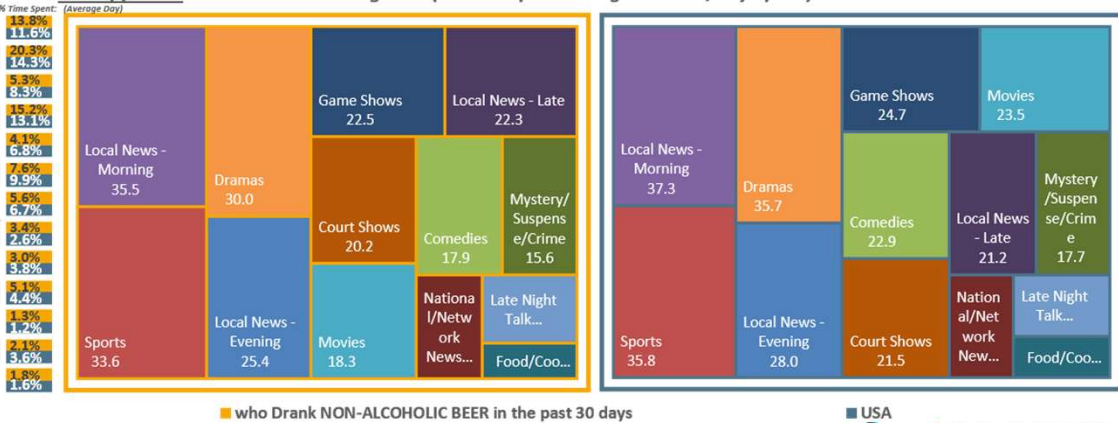
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

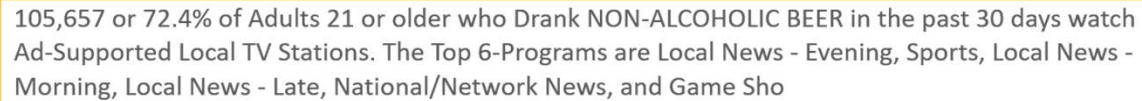


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older

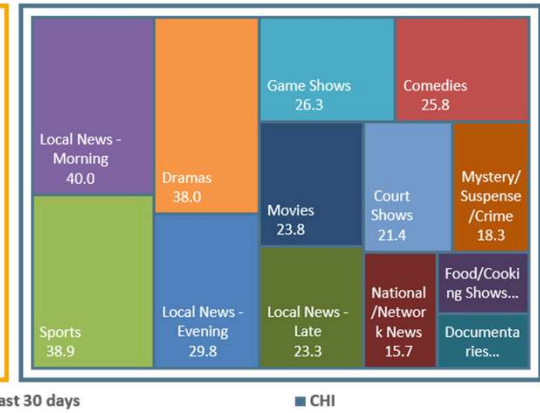
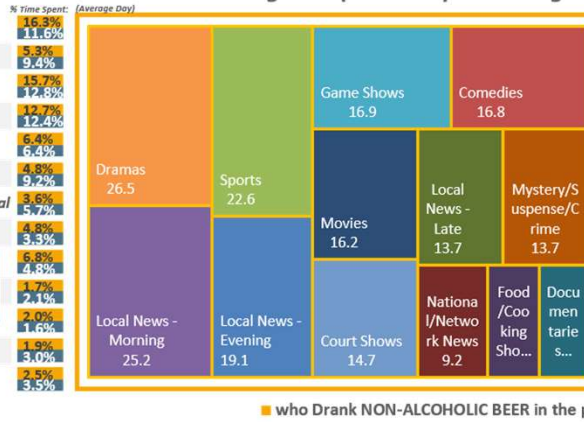


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

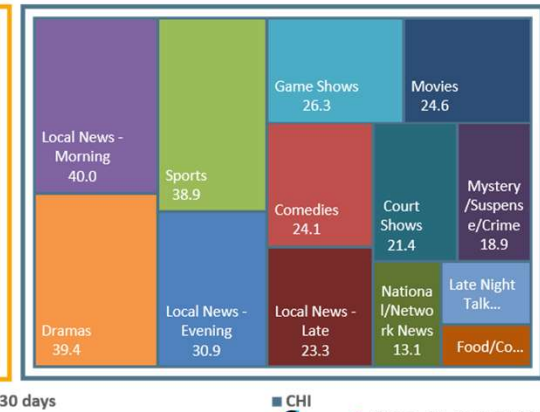
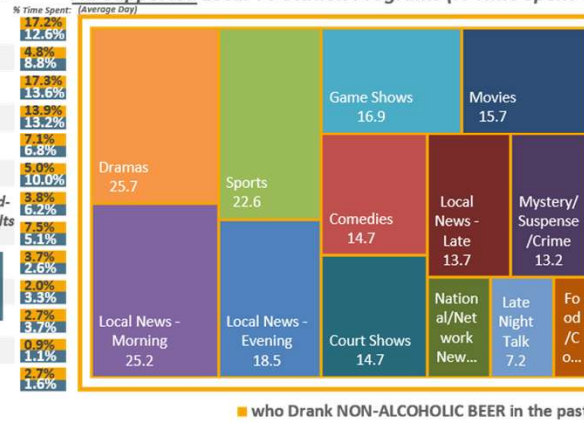




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



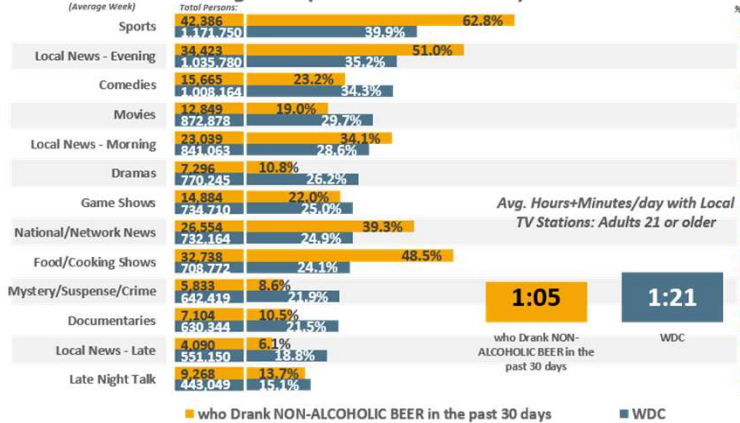
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for Anything ©

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

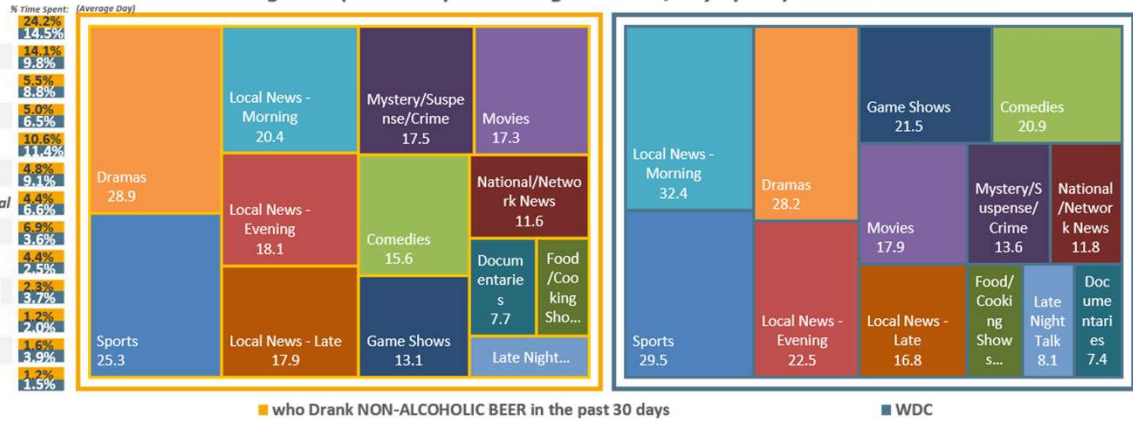


66,764 or 63.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Food/Cooking Shows, National/Network News, Local News - Morning, and Game Shows

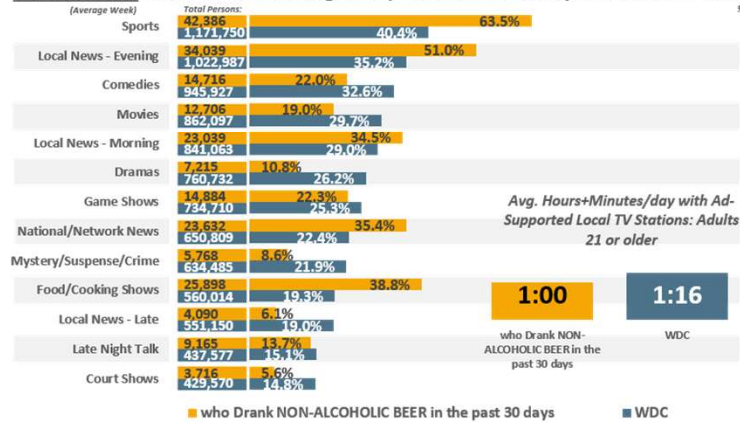
Local TV Station Programs (Persons & % Reach): Adults 21 or older



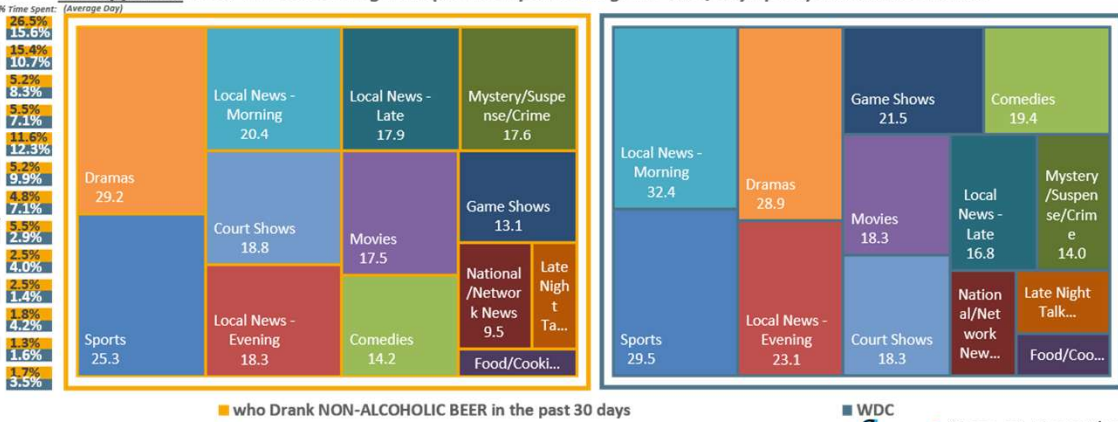
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



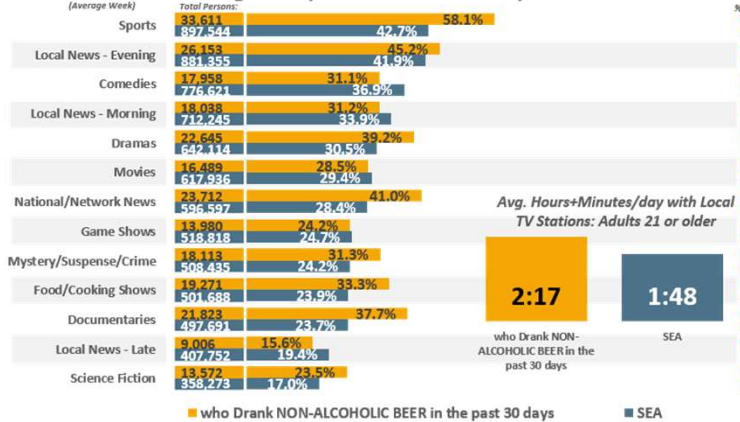
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



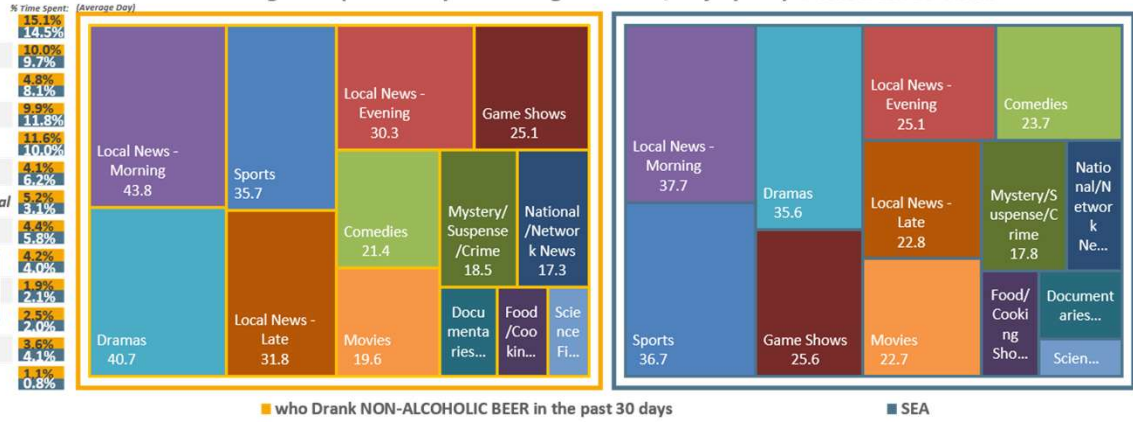


56,759 or 46.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, National/Network News, Local News - Morning, and Mystery/Suspense/Crime

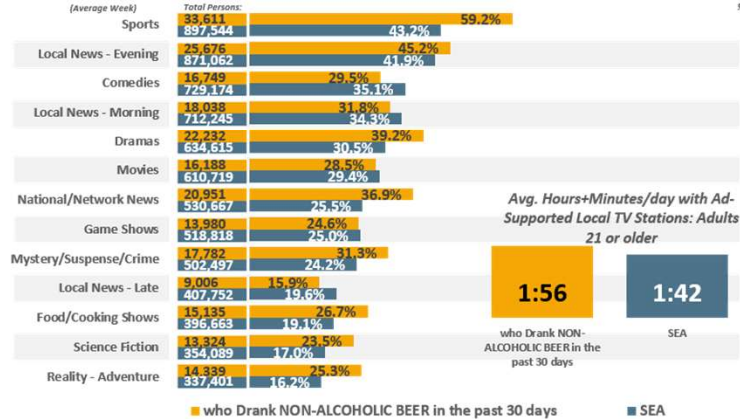
Local TV Station Programs (Persons & % Reach): Adults 21 or older



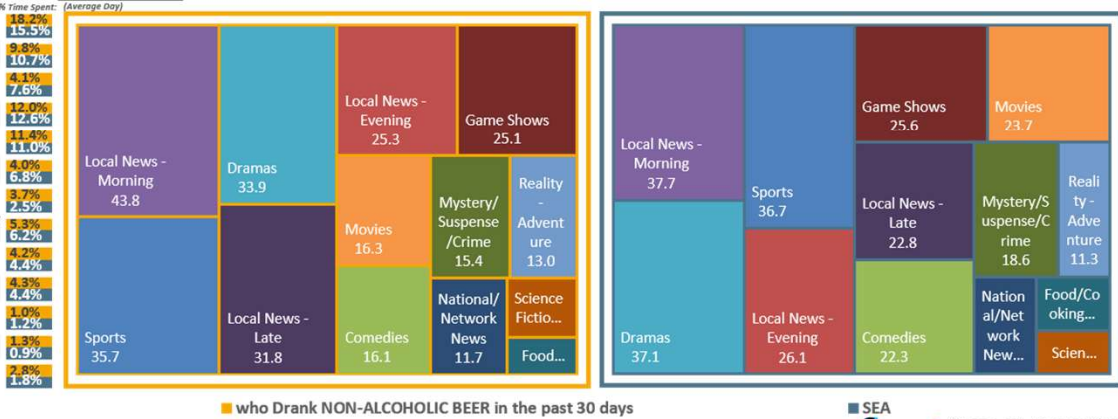
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



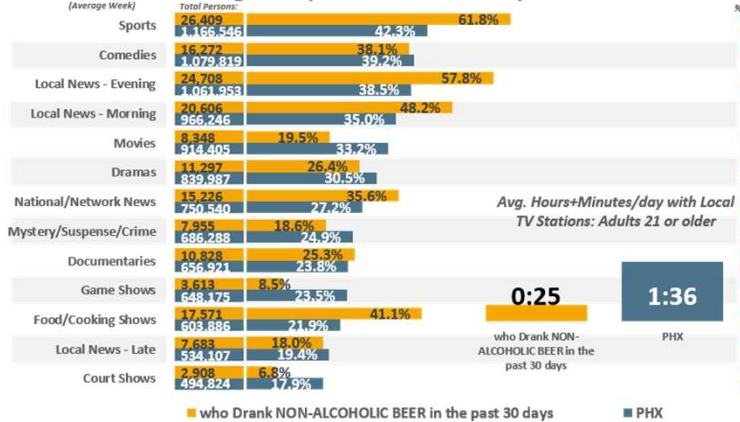
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



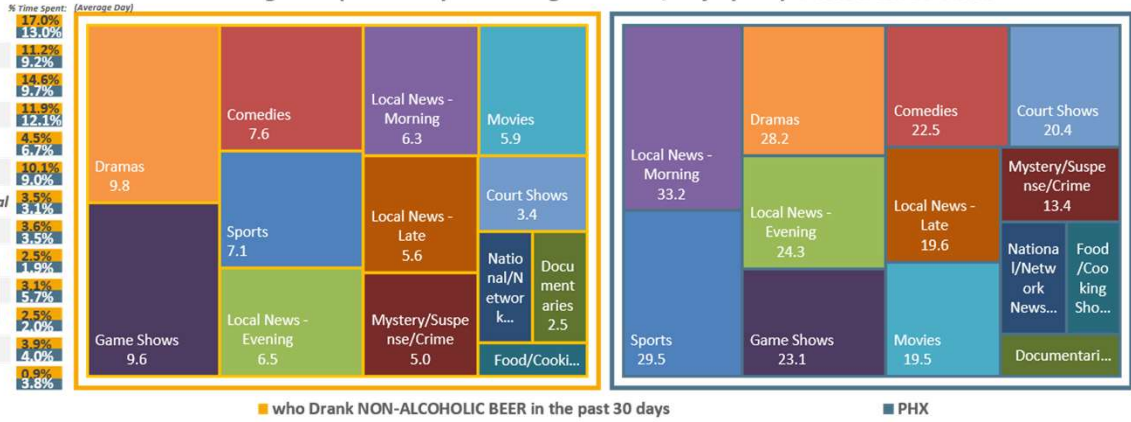


42,558 or 71.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Food/Cooking Shows, and National/Network News

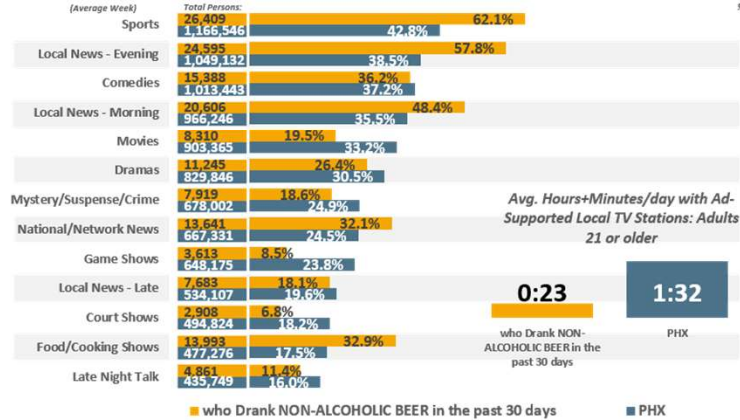
Local TV Station Programs (Persons & % Reach): Adults 21 or older



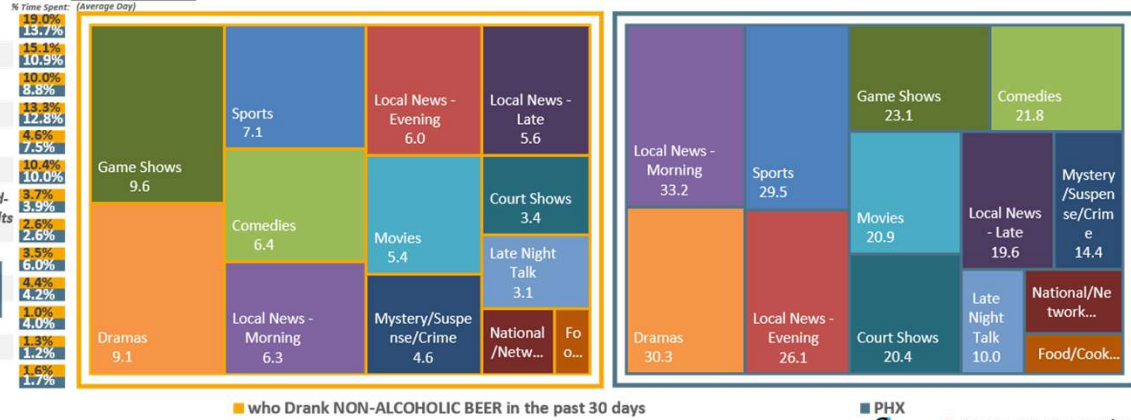
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

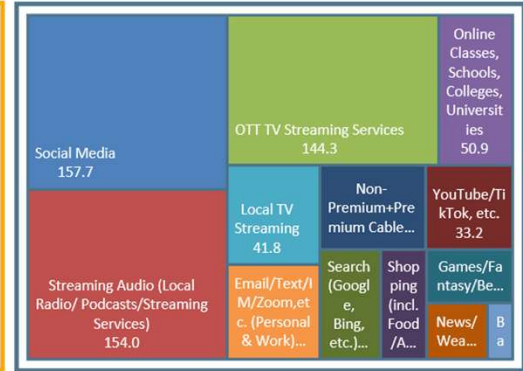
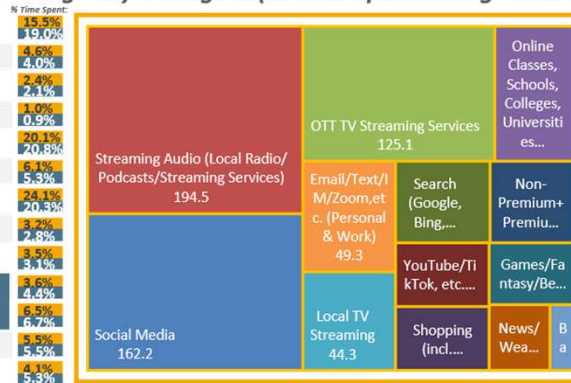
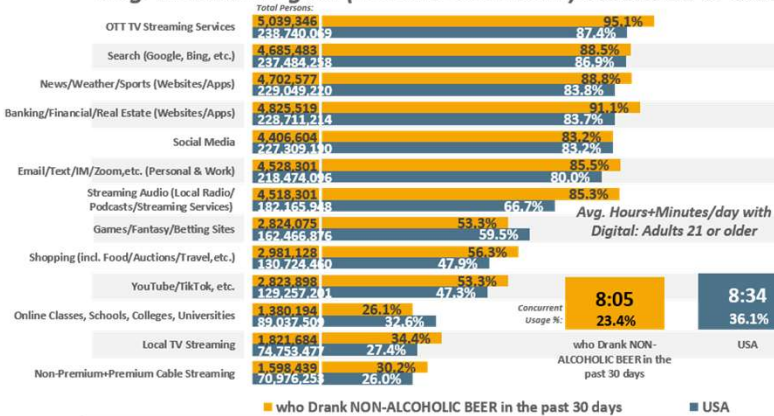




3,761,371 or 71.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 138.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

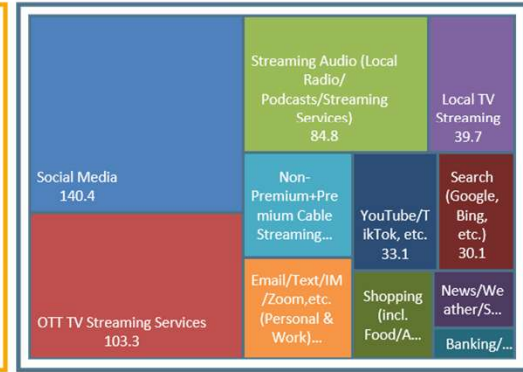
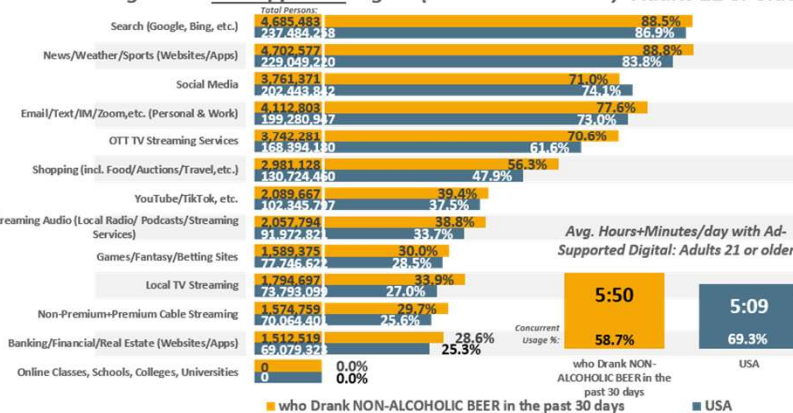
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

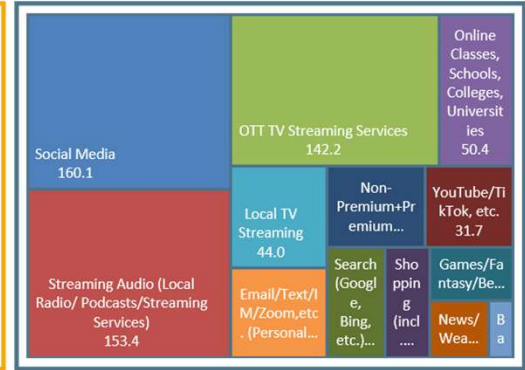
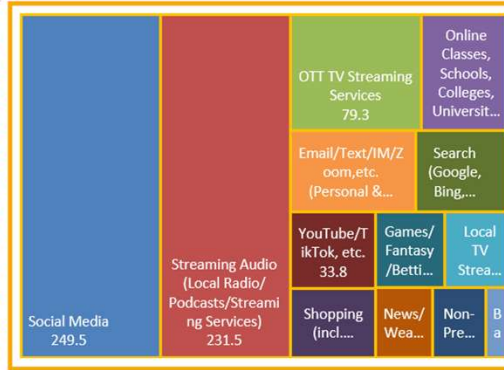
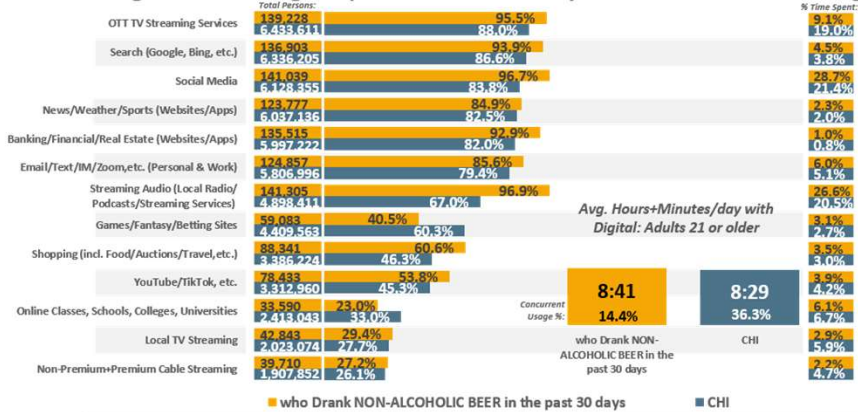




114,355 or 78.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 202.3 minutes every day representing 33.4% of all time spent daily with Ad-Supported Digital Media.

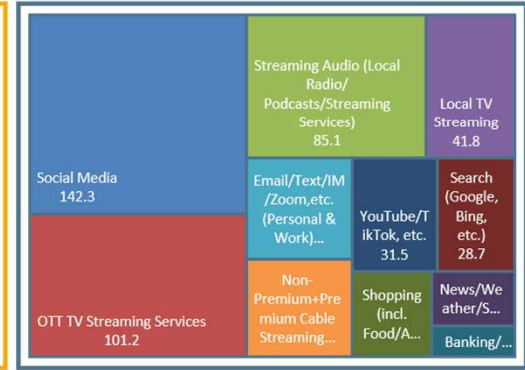
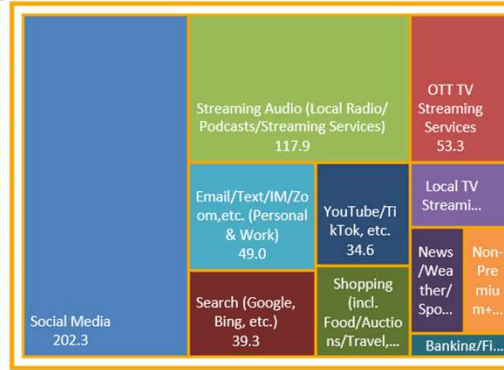
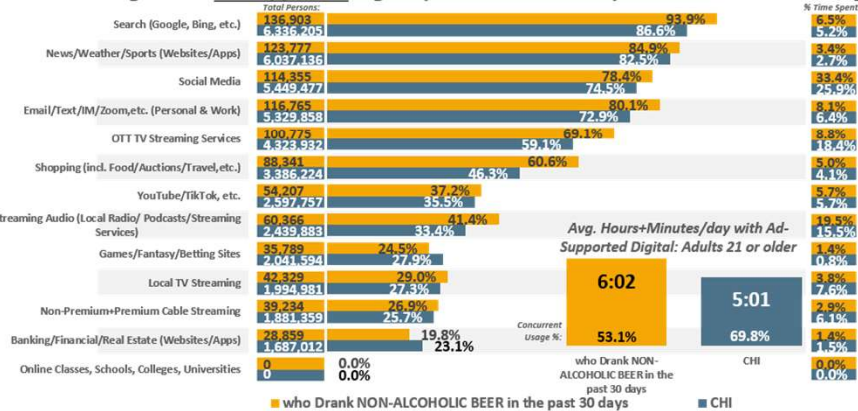
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

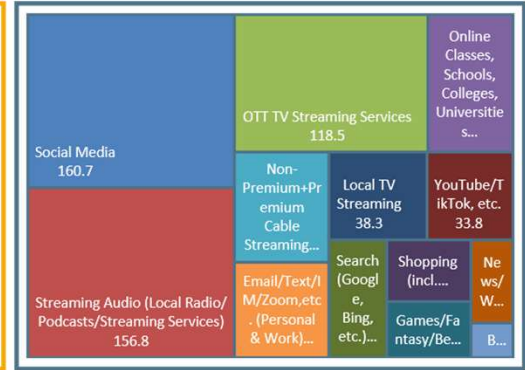
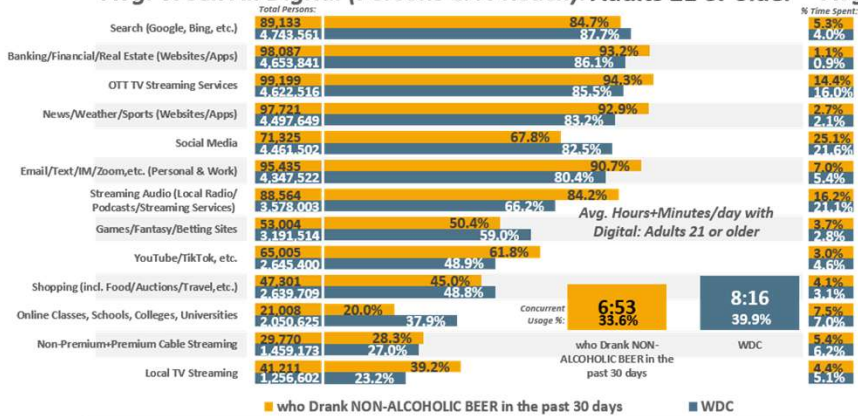




65,576 or 62.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 159.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

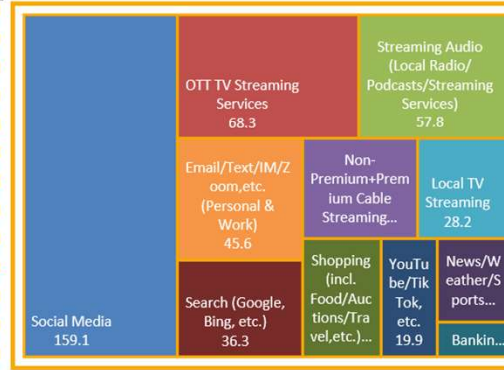
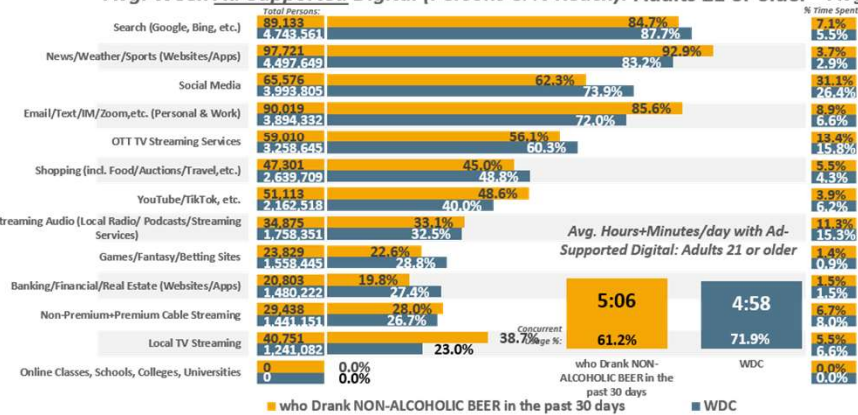
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

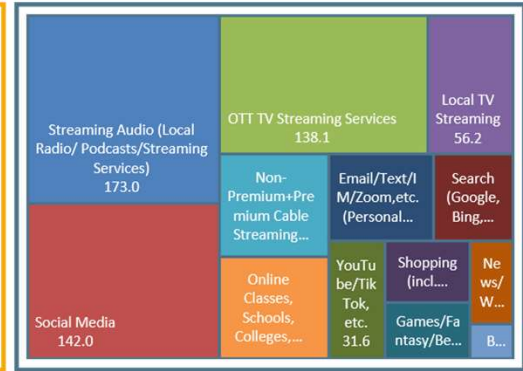
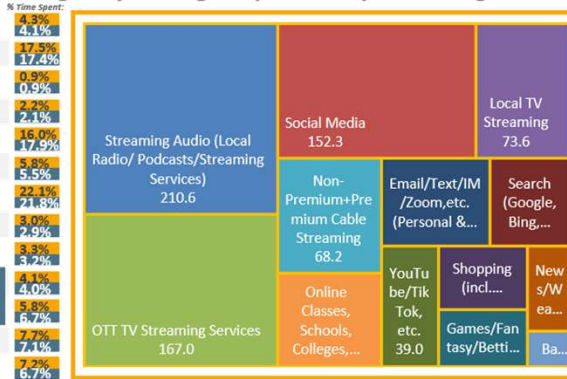
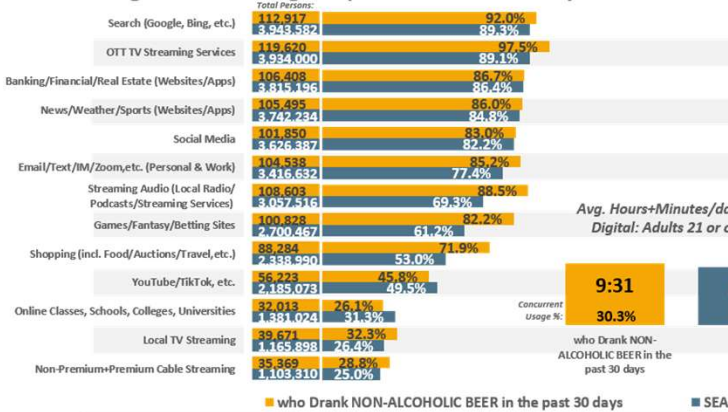




90,126 or 73.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 134.7 minutes every day representing 18.6% of all time spent daily with Ad-Supported Digital Media.

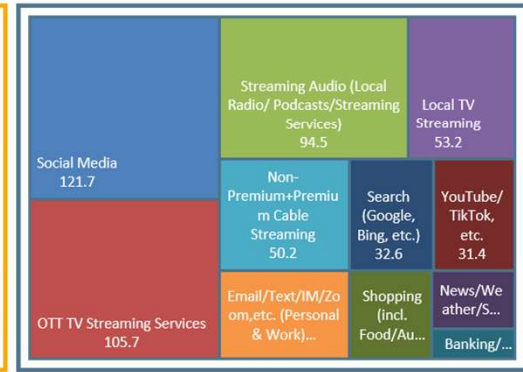
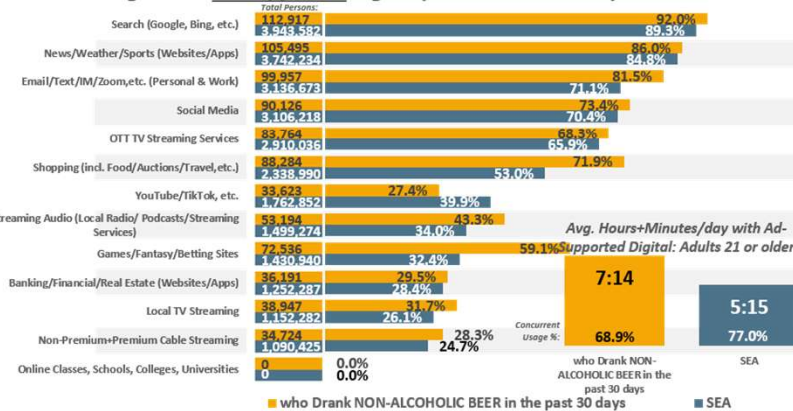
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

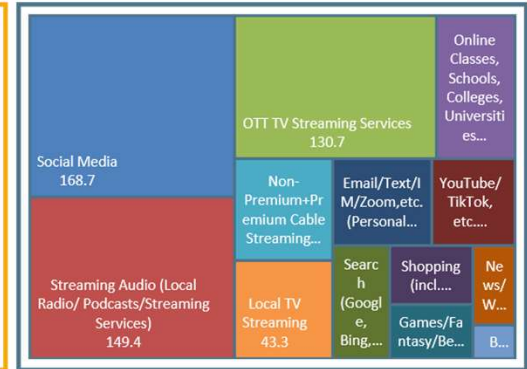
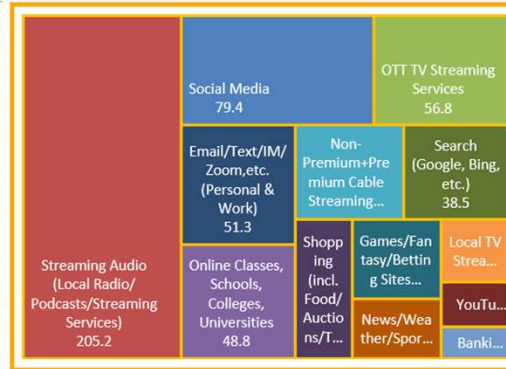
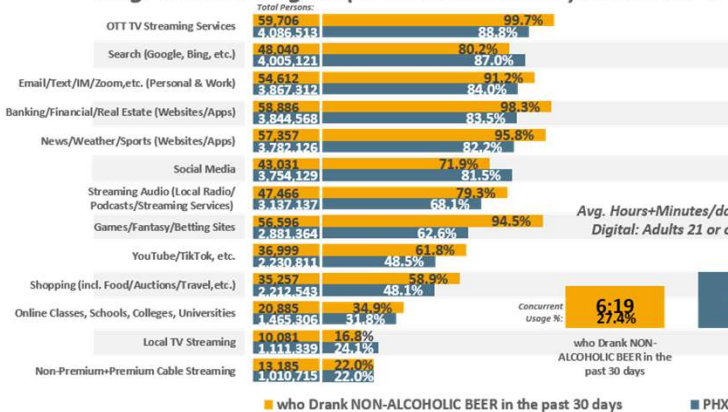




35,876 or 59.9% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Social Media for an average of 66.2 minutes every day representing 15.8% of all time spent daily with Ad-Supported Digital Media.

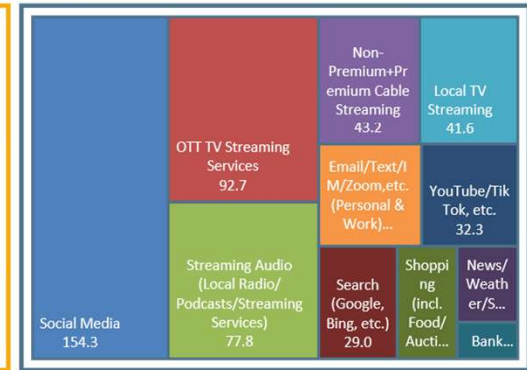
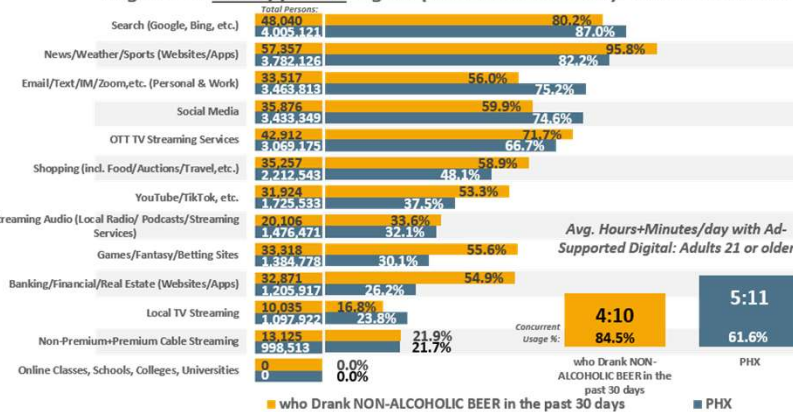
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

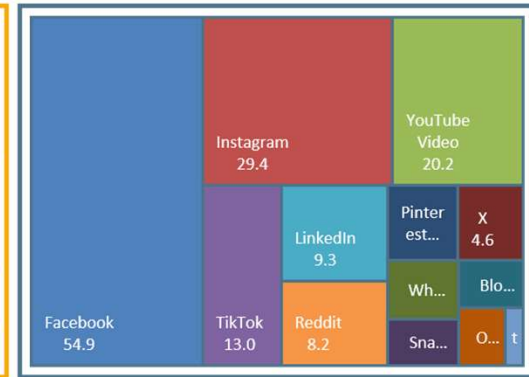
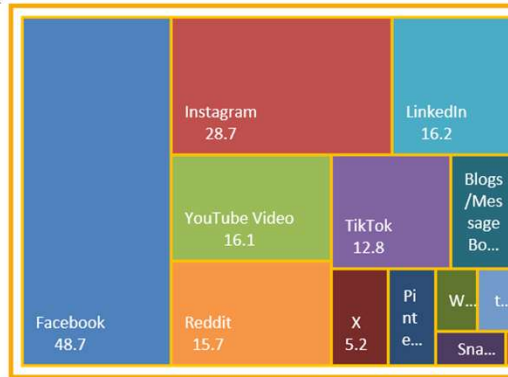
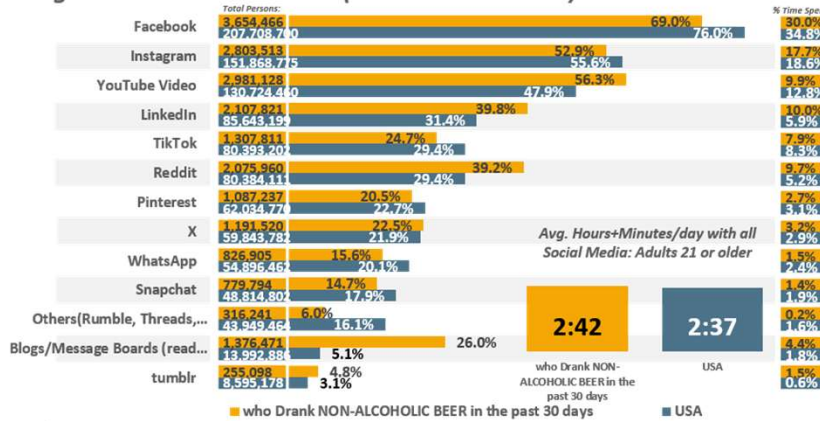
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



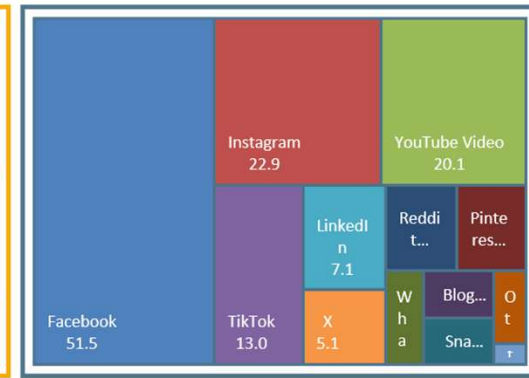
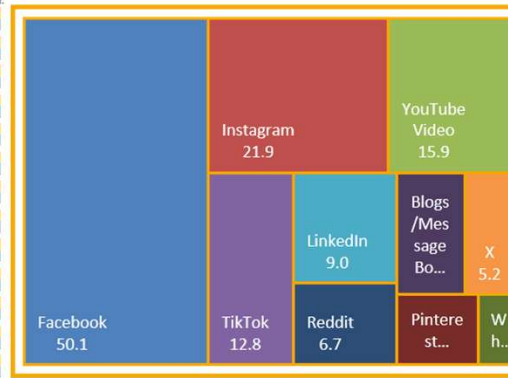
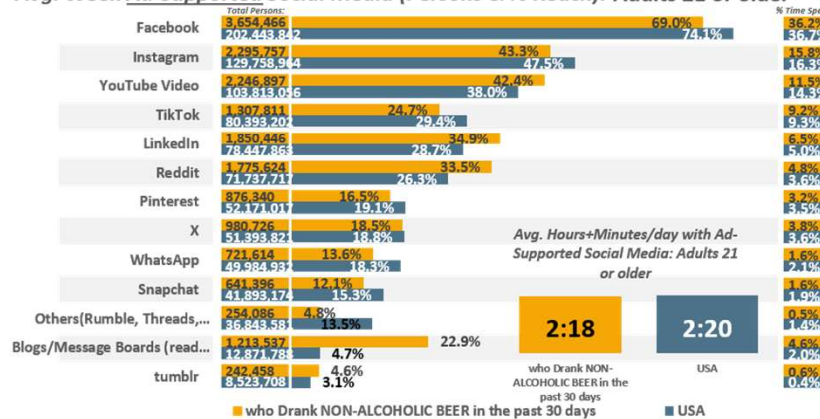


3,654,466 or 69.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



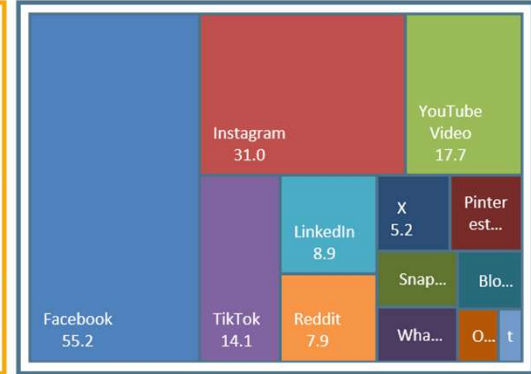
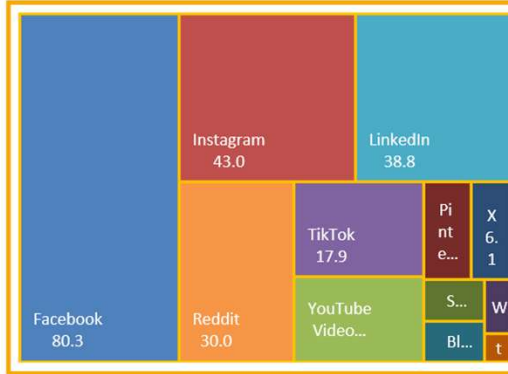
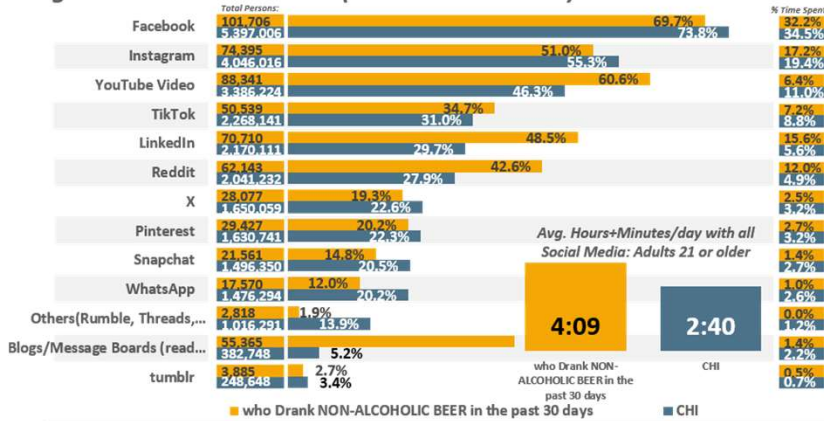
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



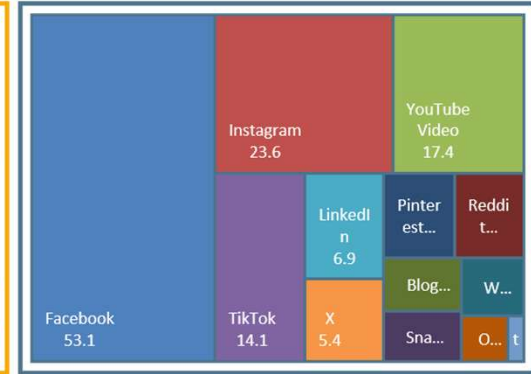
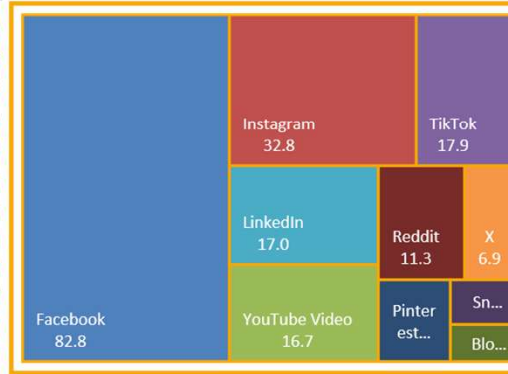
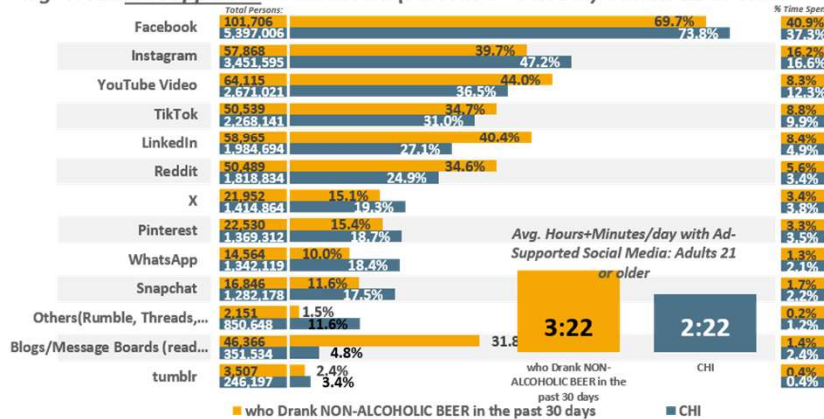


101,706 or 69.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 82.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

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



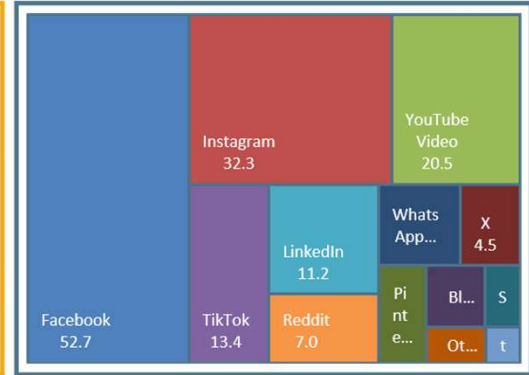
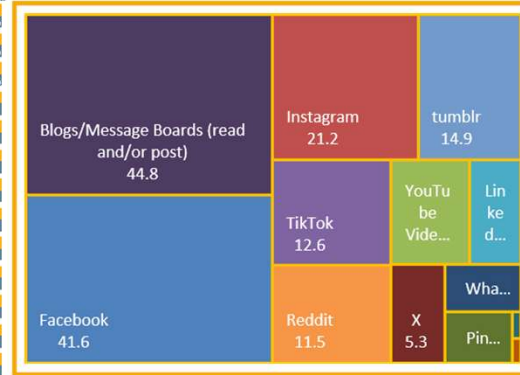
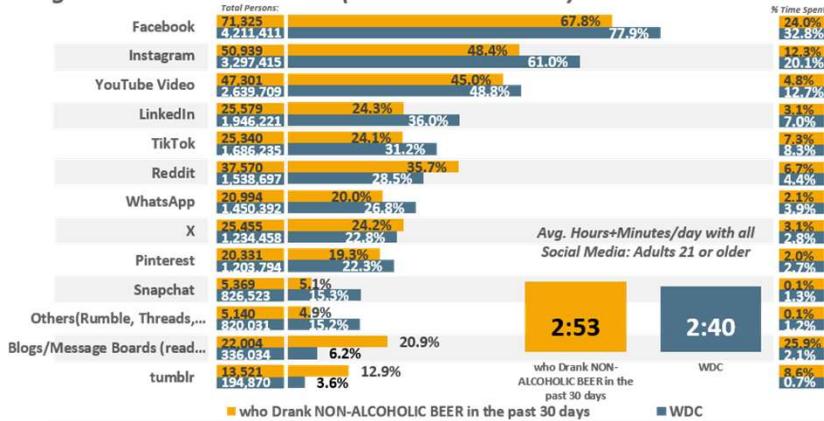
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



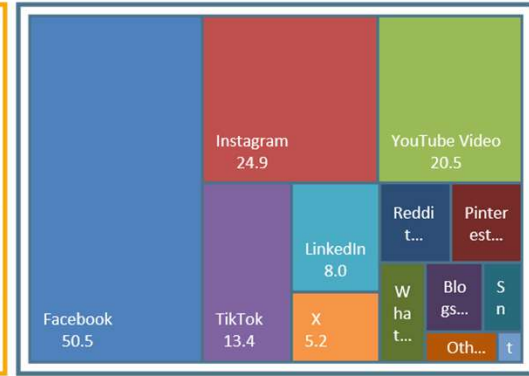
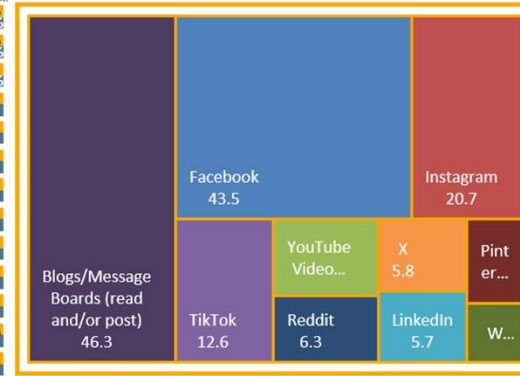
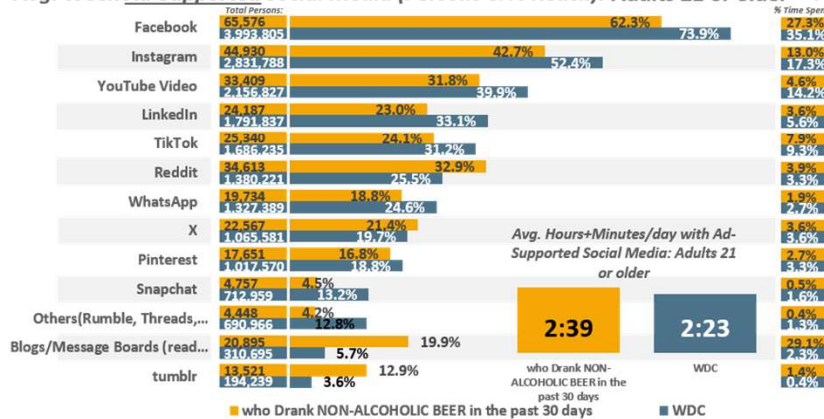


20,895 or 19.9% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 46.3 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Me

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



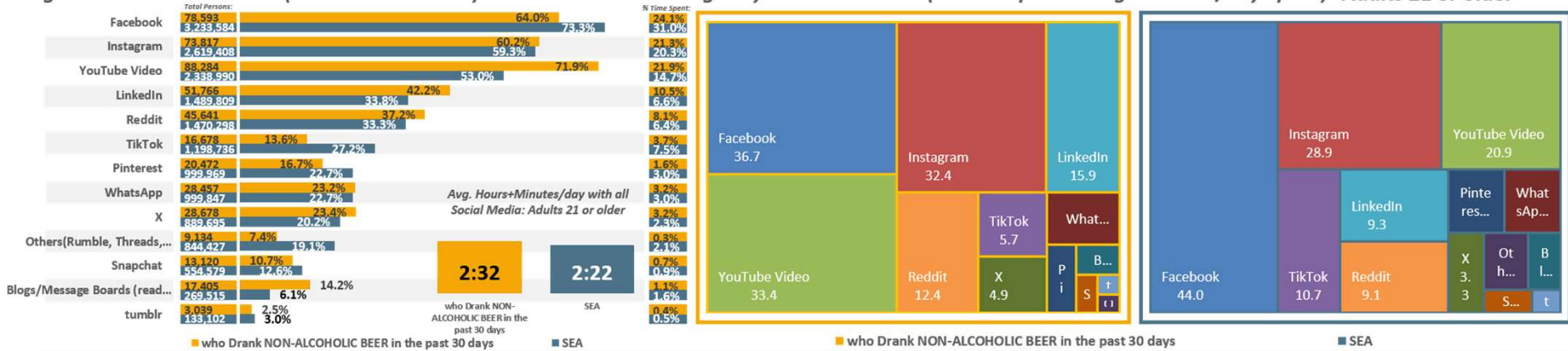
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



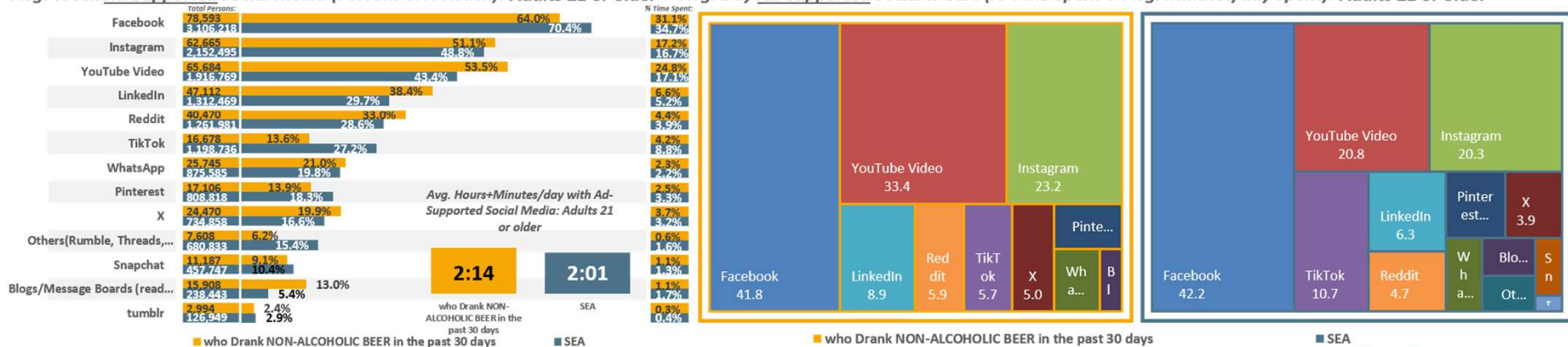


78,593 or 64.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 41.8 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

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



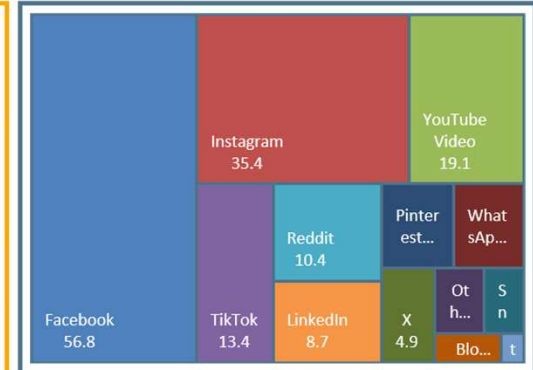
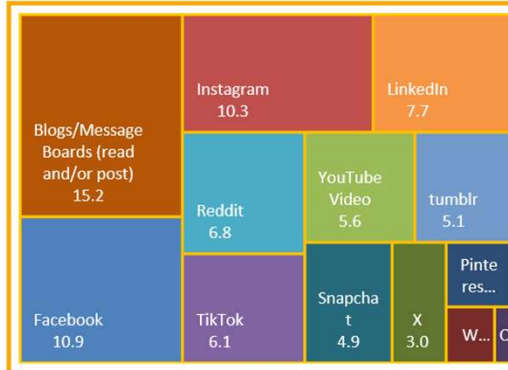
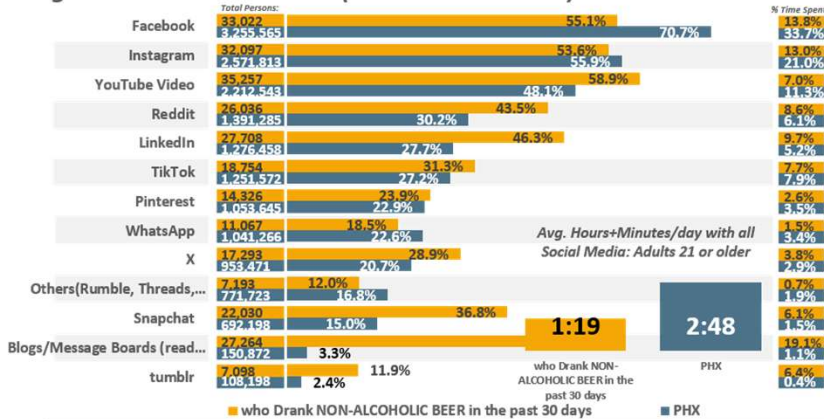
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



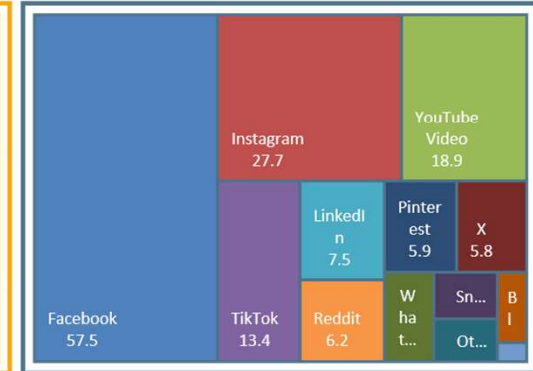
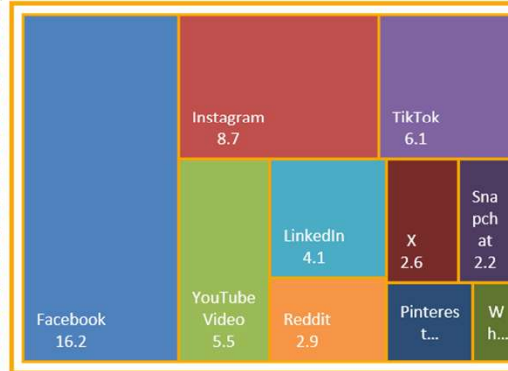
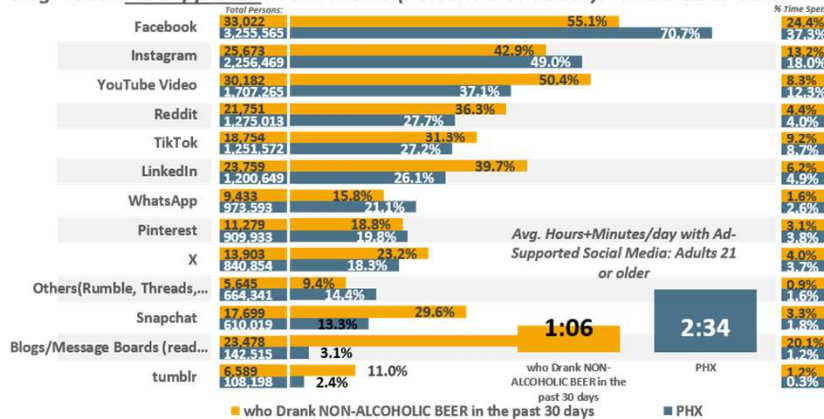


33,022 or 55.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 16.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.

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

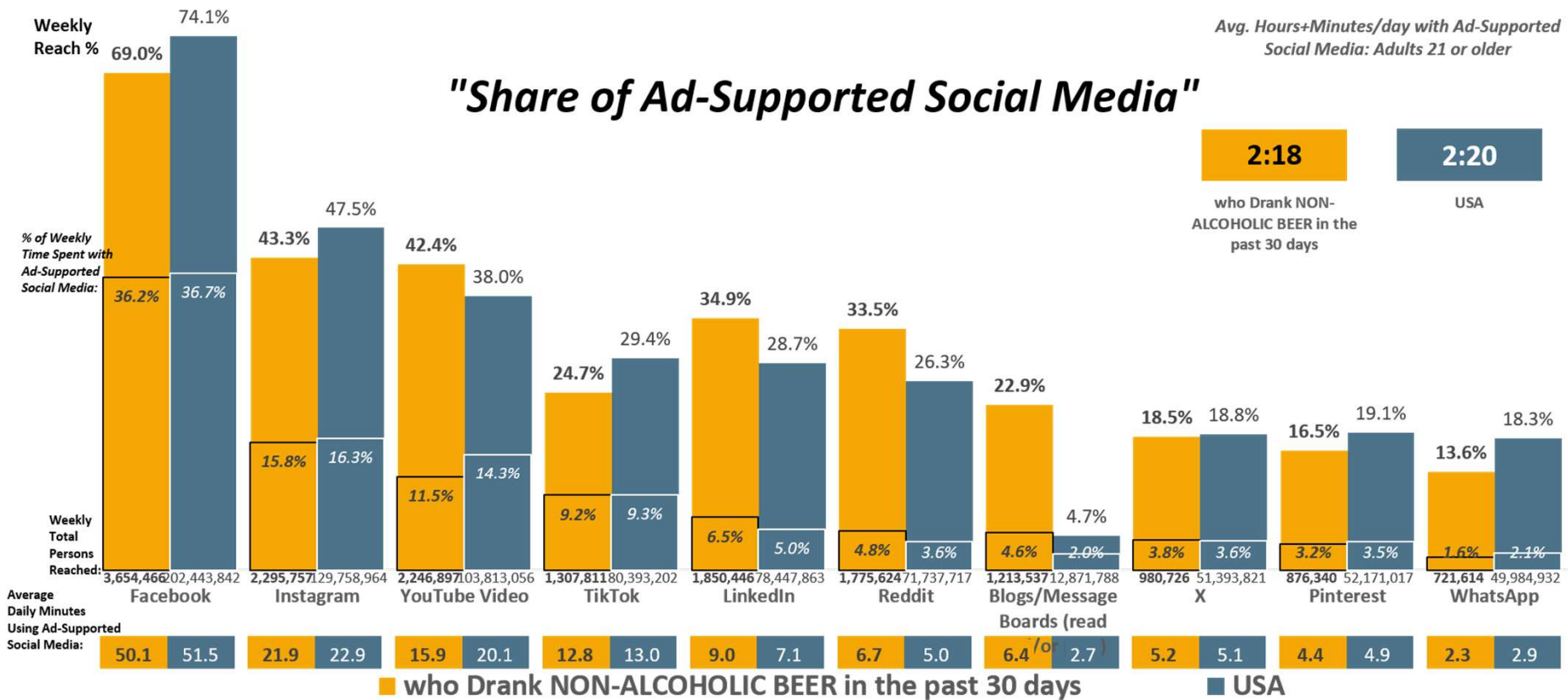


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





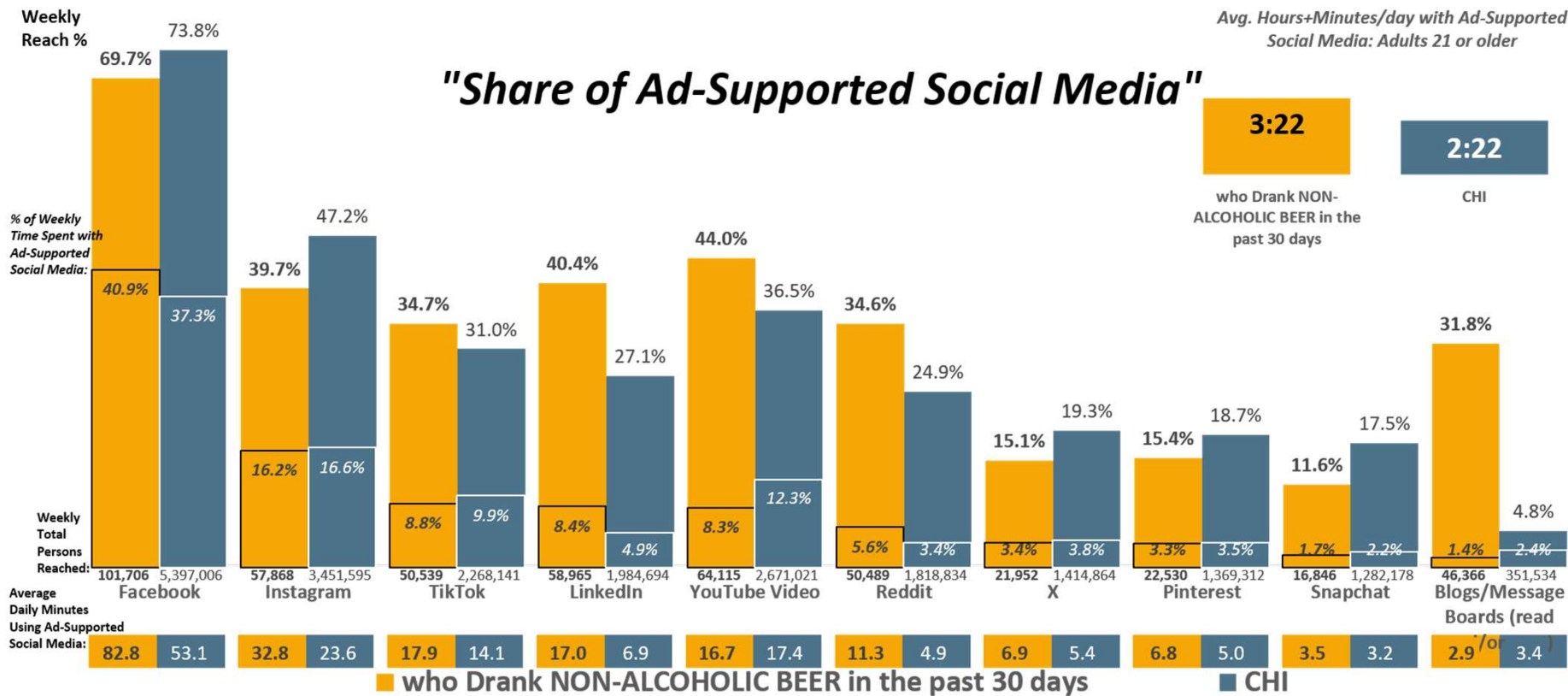
3,654,466 or 69.% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.





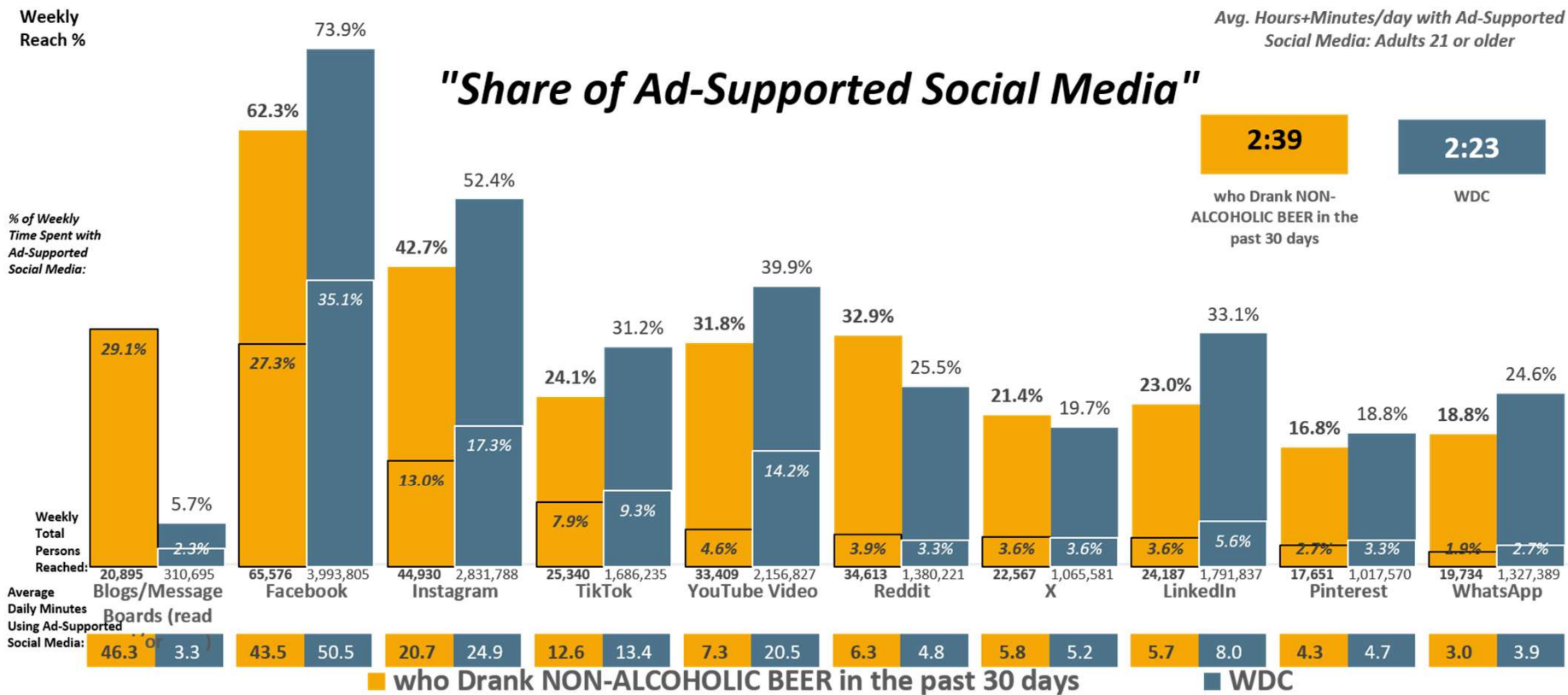
101,706 or 69.7% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 82.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



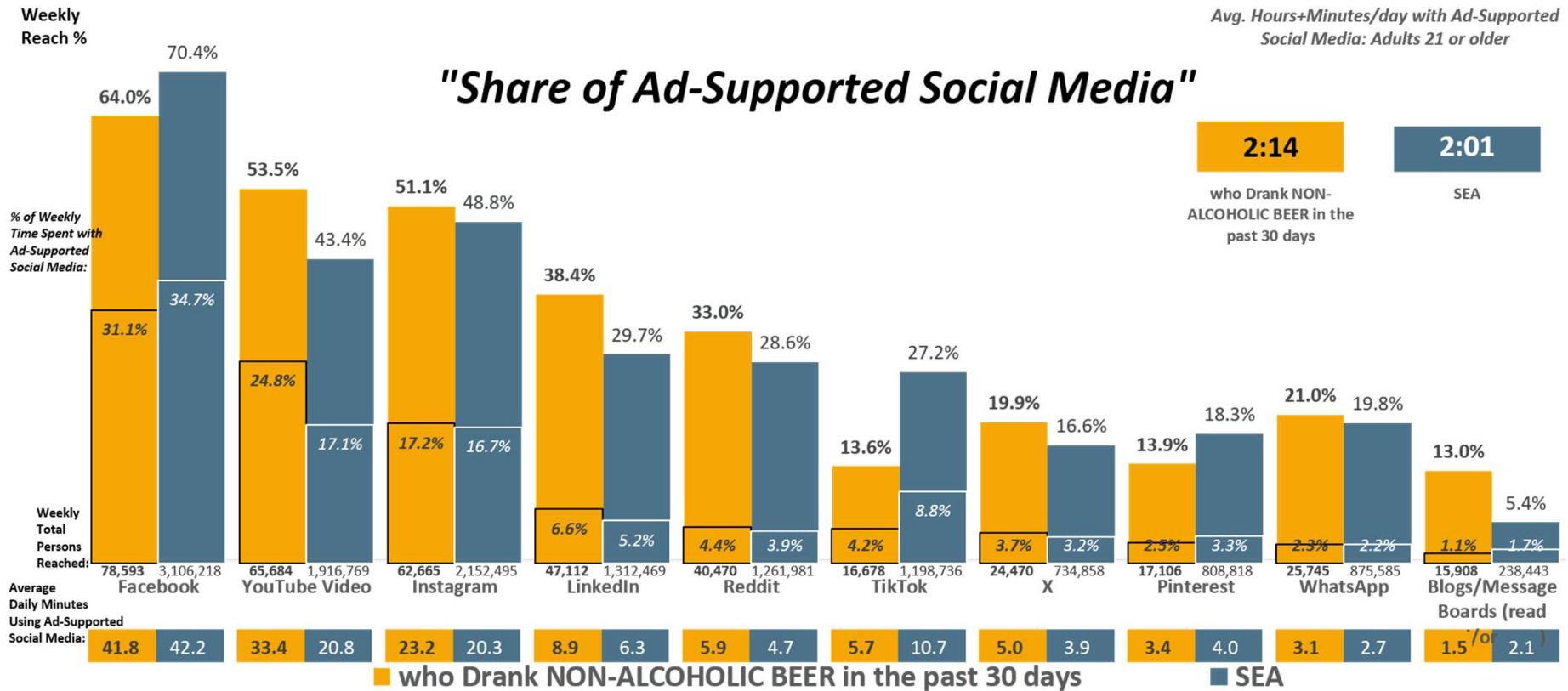


20,895 or 19.9% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 46.3 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Me



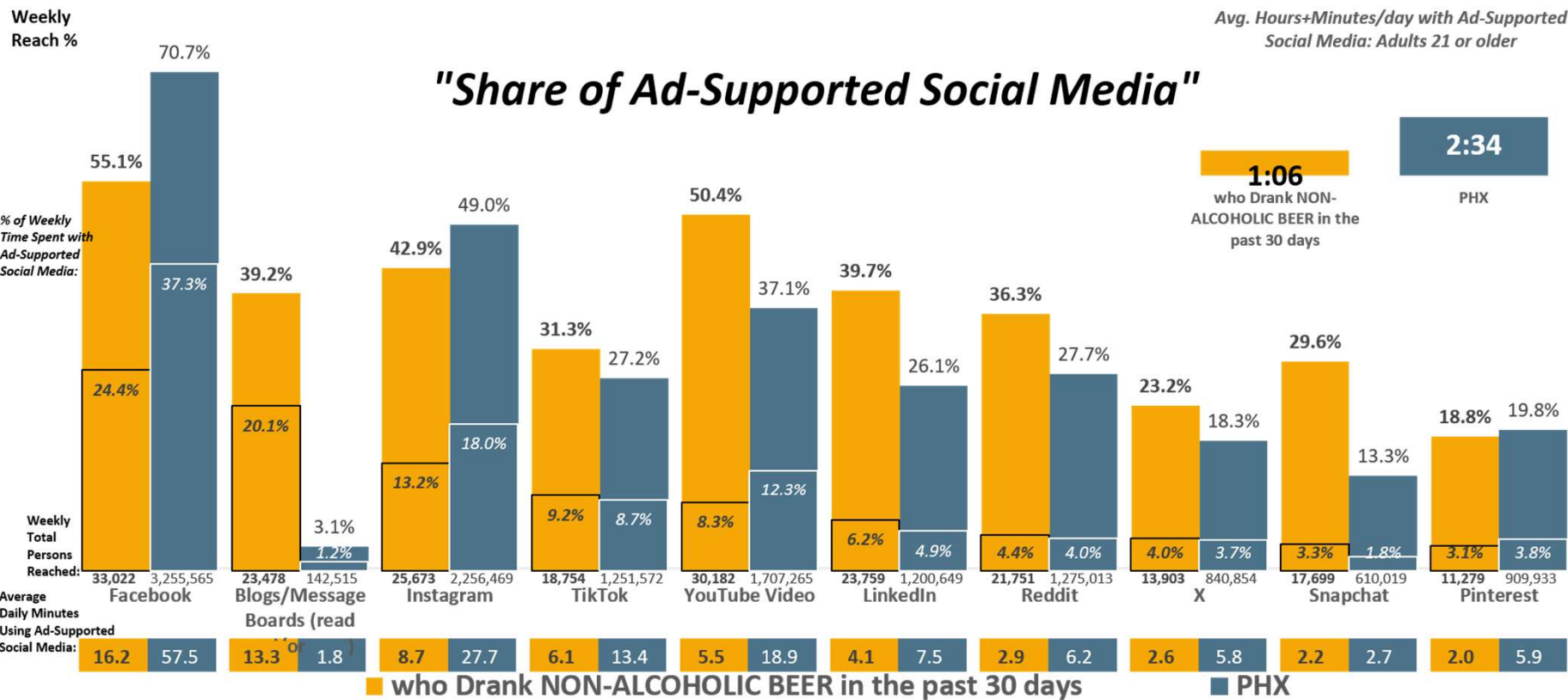


78,593 or 64.0% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 41.8 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.





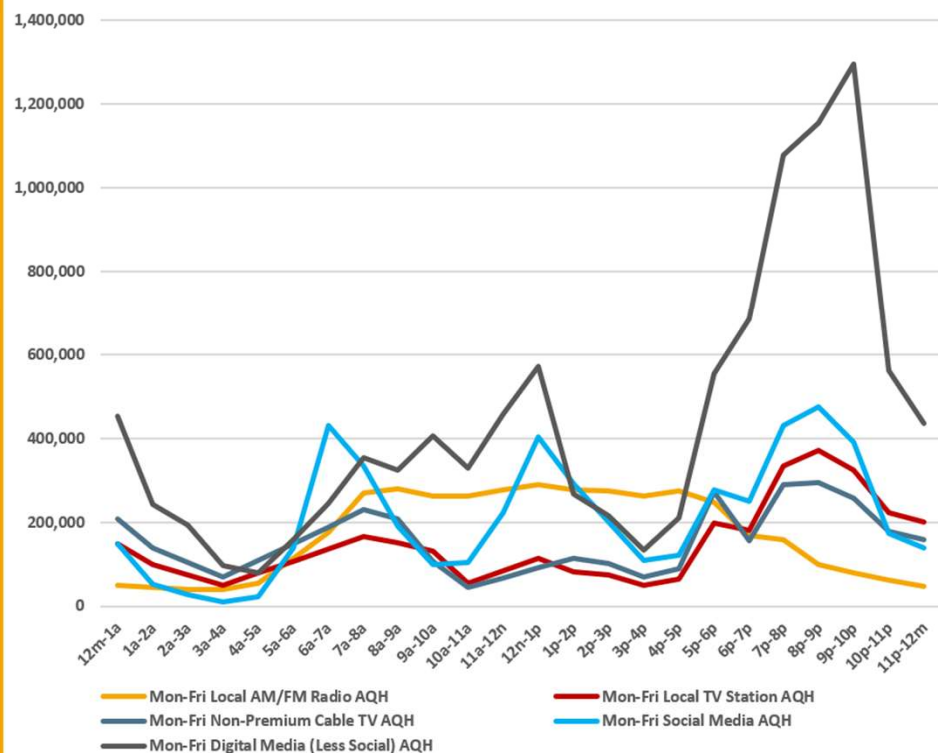
33,022 or 55.1% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days use Ad-Supported Facebook for an average of 16.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.



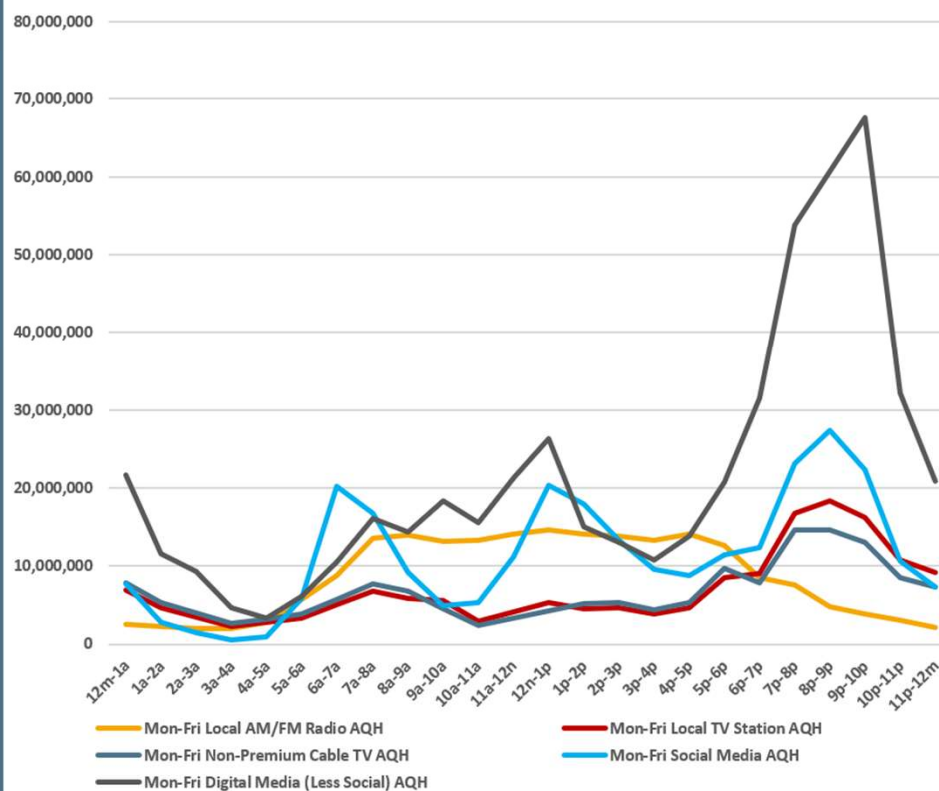


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 365,107;
Local Radio: 255,065; Social Media: 233,411; Non-Prem. Cable: 133,584; Local TV: 114,247
reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30

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



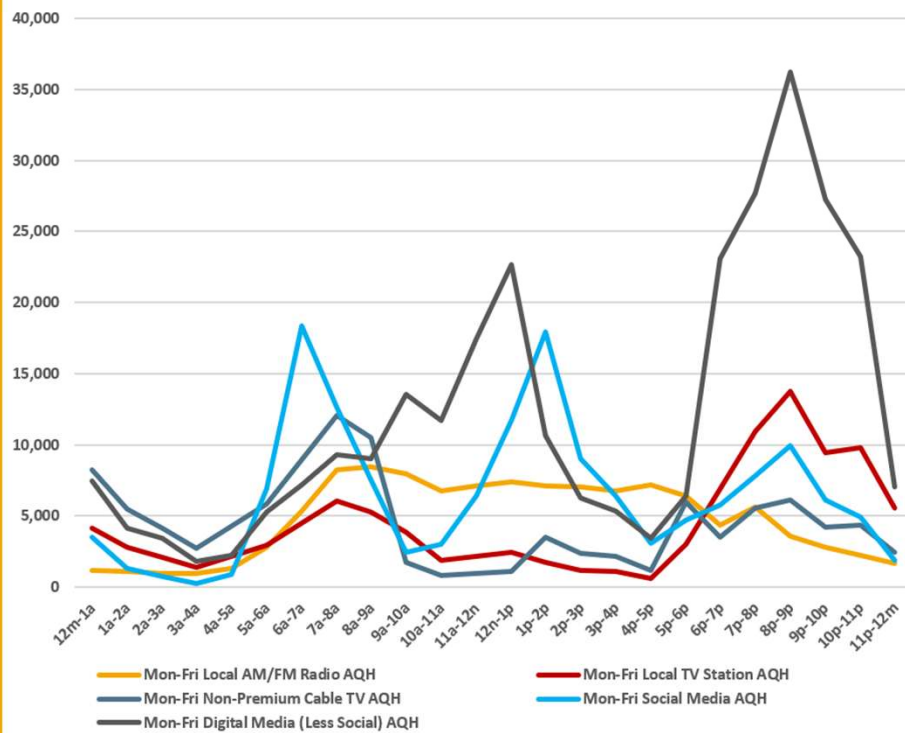
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



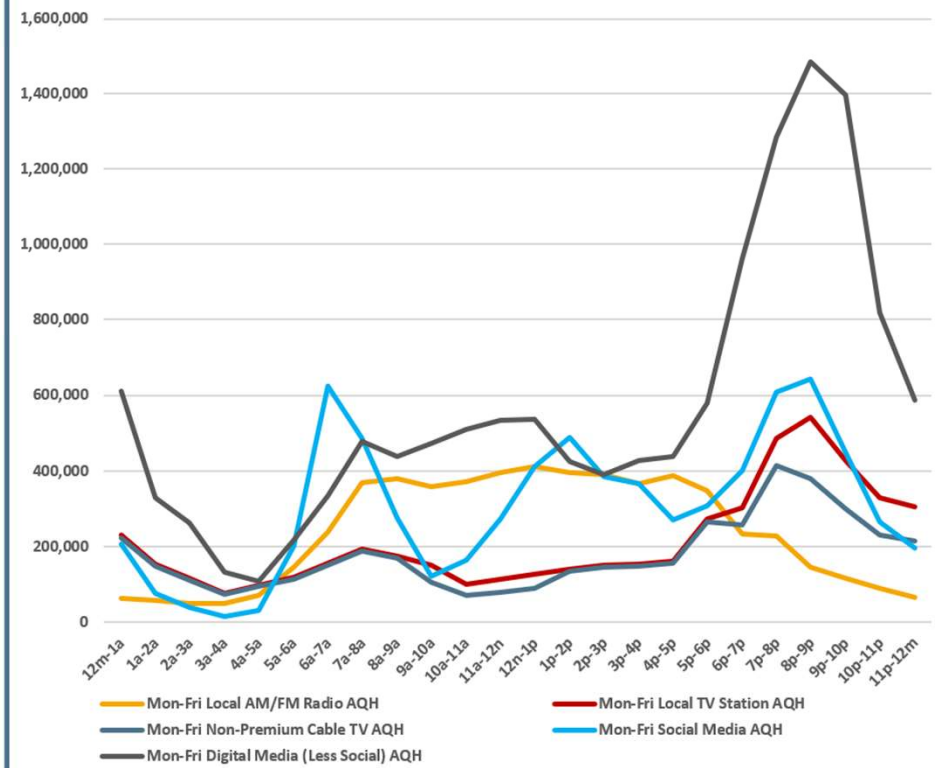


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,230; Social Media: 8,385; Local Radio: 6,930; Non-Prem. Cable: 4,218; Local TV: 3,131 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



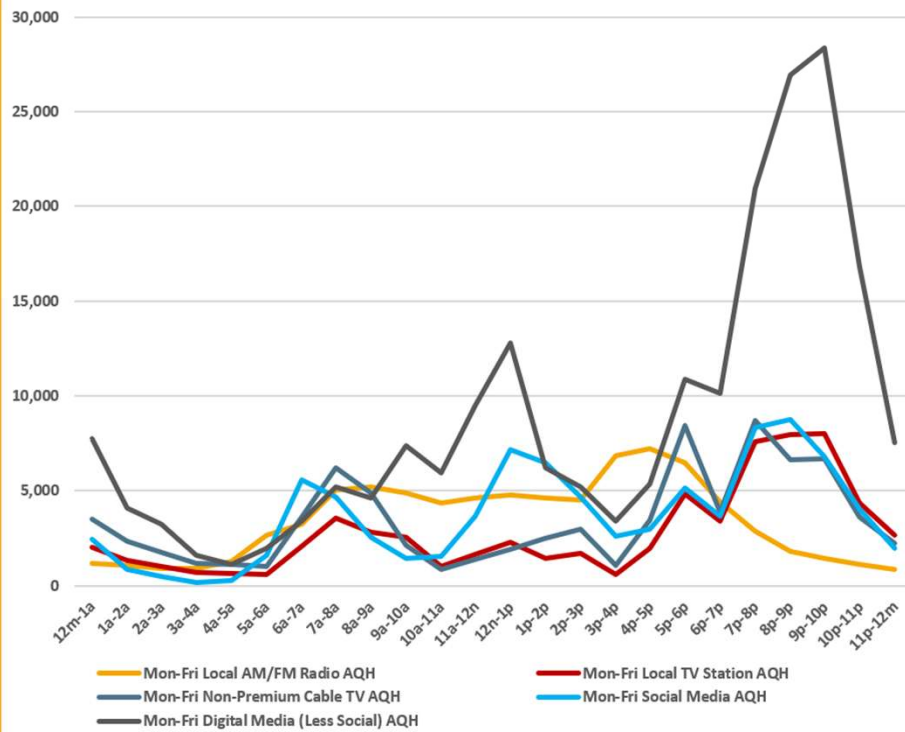
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older**



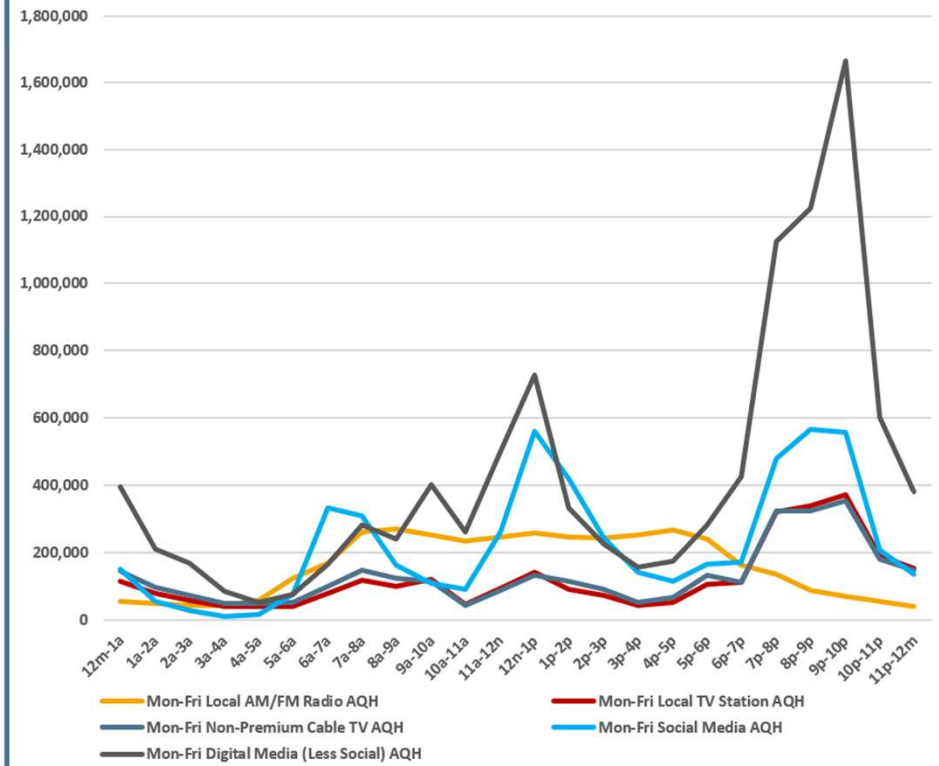


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,922; Local Radio: 5,090; Social Media: 4,009; Non-Prem. Cable: 3,325; Local TV: 2,300 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



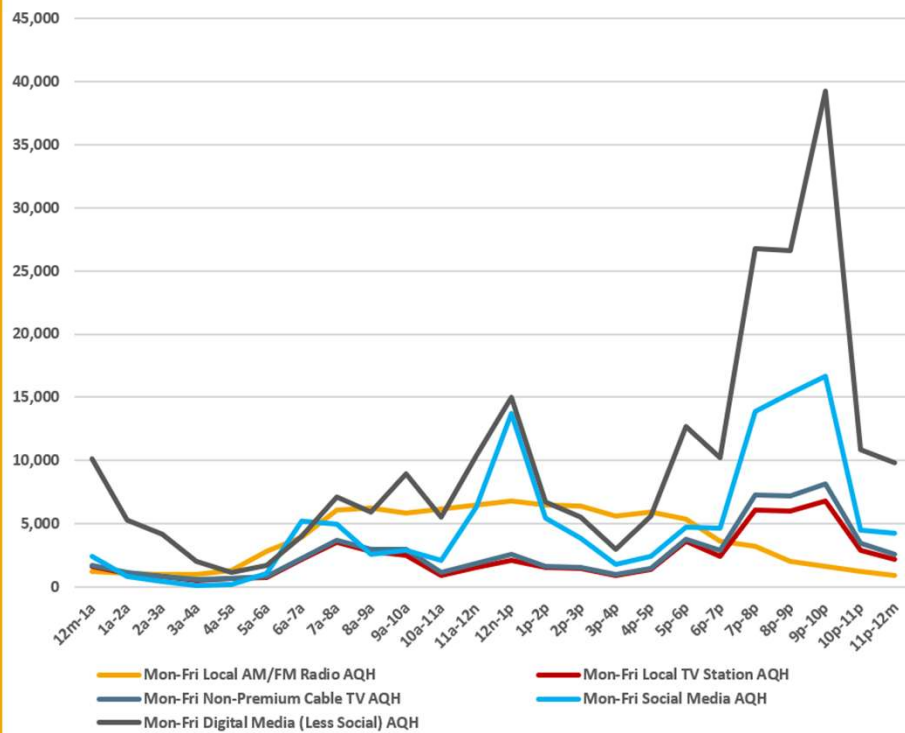
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 21 or older**



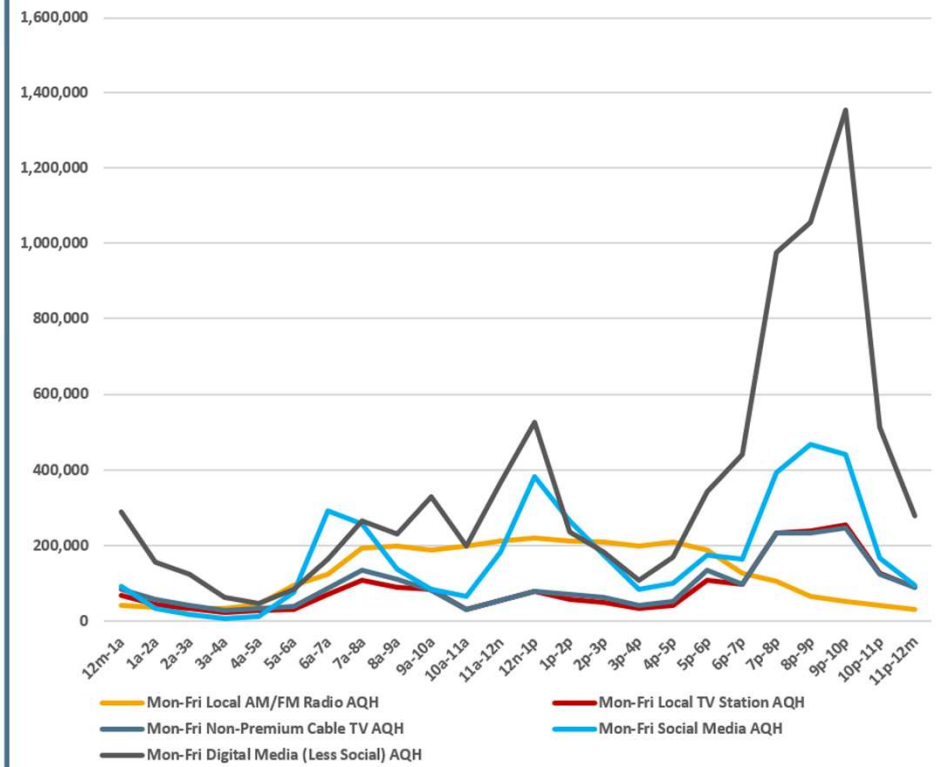


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,749; Local Radio: 5,775; Social Media: 4,681; Non-Prem. Cable: 2,301; Local TV: 2,091 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



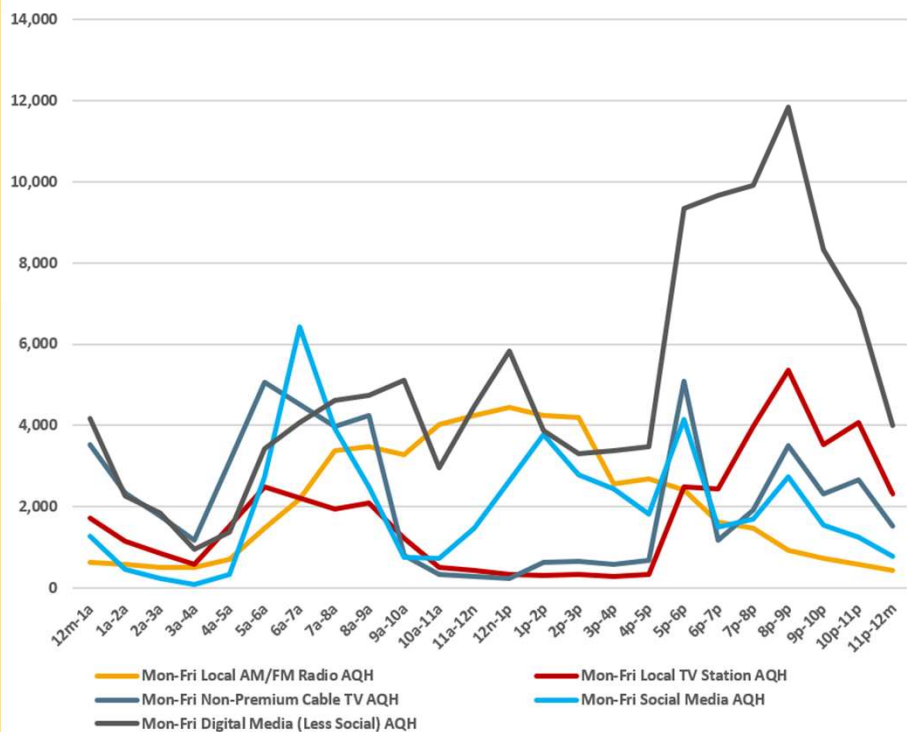
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older**



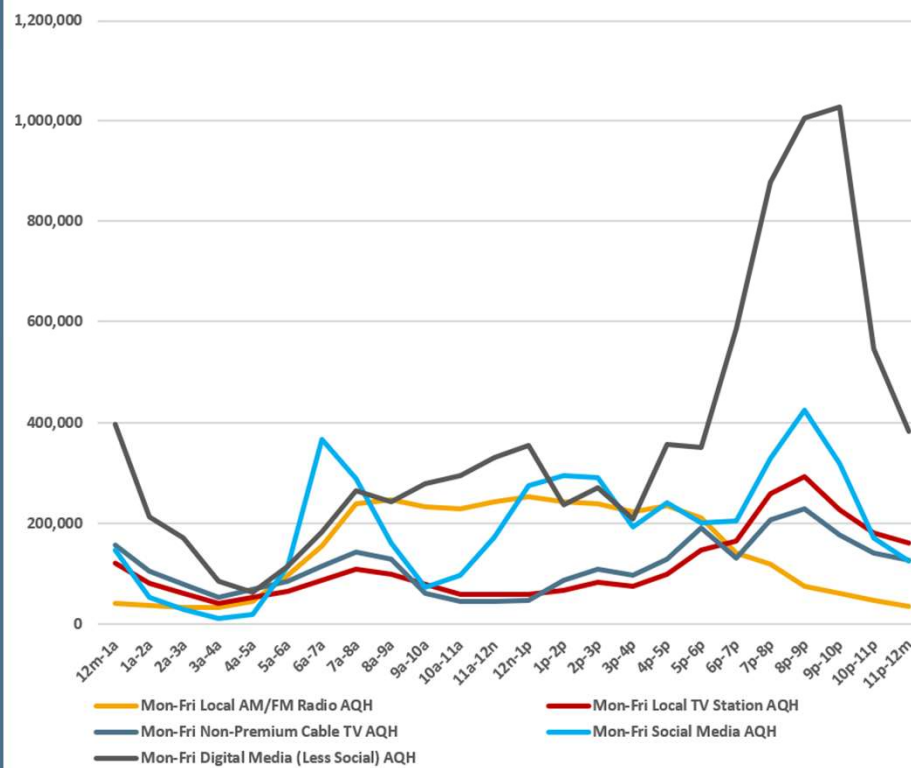


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,985; Local Radio: 3,291; Social Media: 2,684; Non-Prem. Cable: 1,786; Local TV: 1,153 reaching Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days.

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



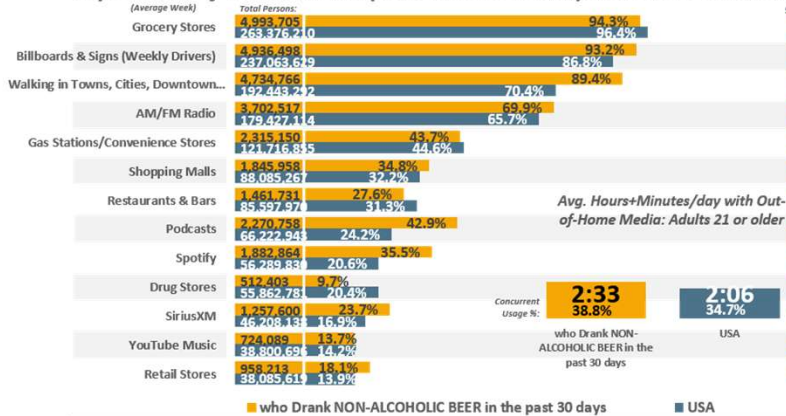
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older**



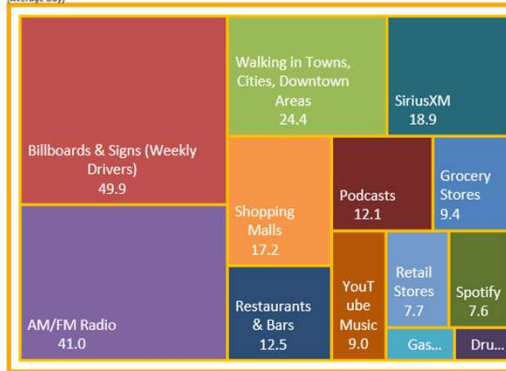


4,936,498 or 93.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 32.5 minutes/day.

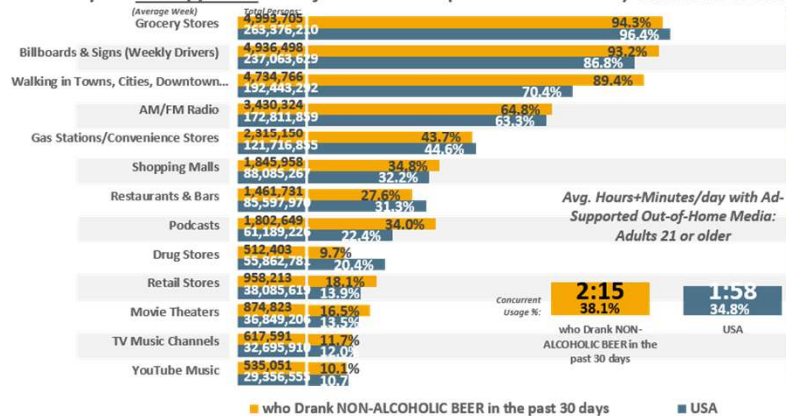
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



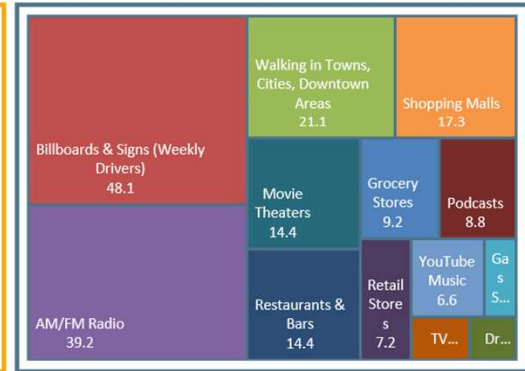
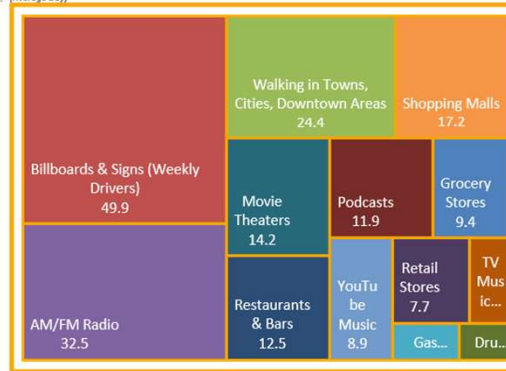
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



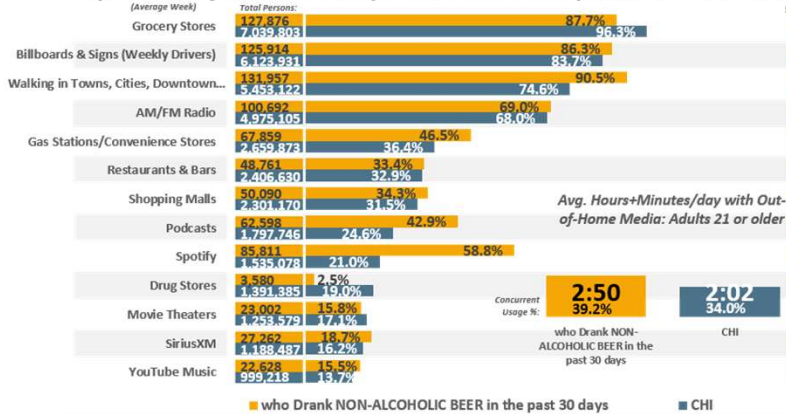
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



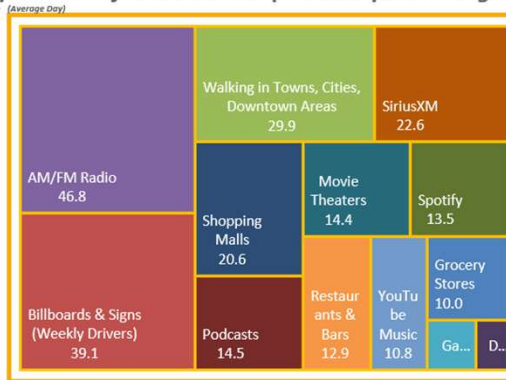


125,914 or 86.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 39.1 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/day.

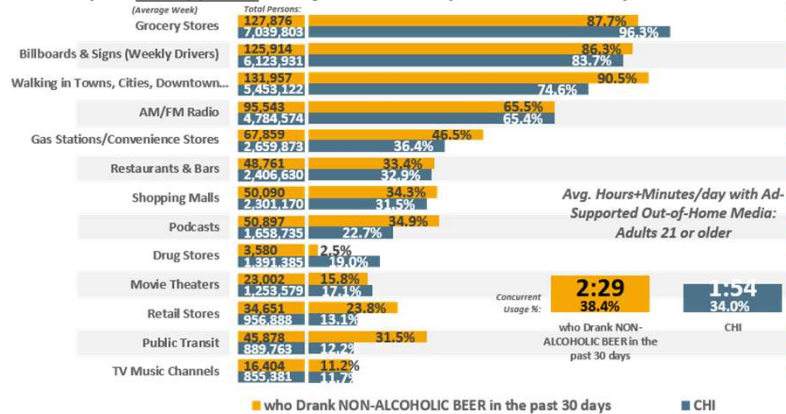
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



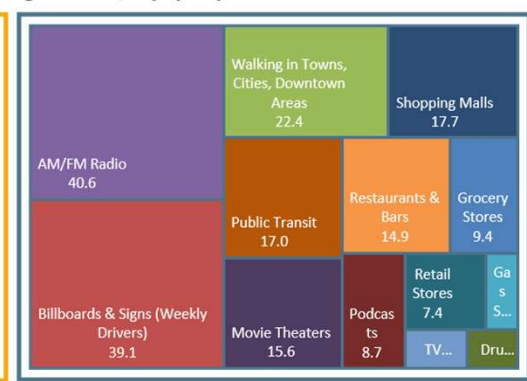
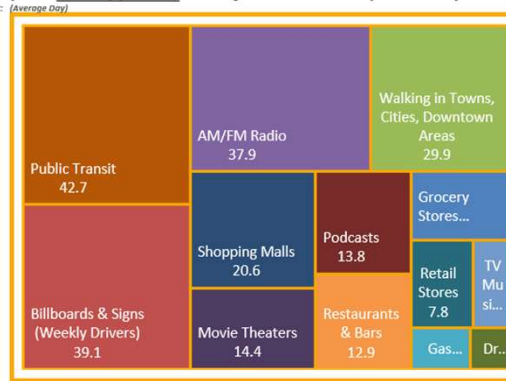
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



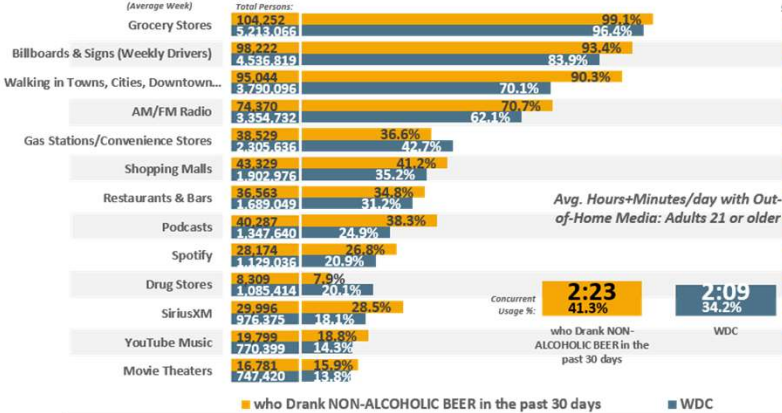
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



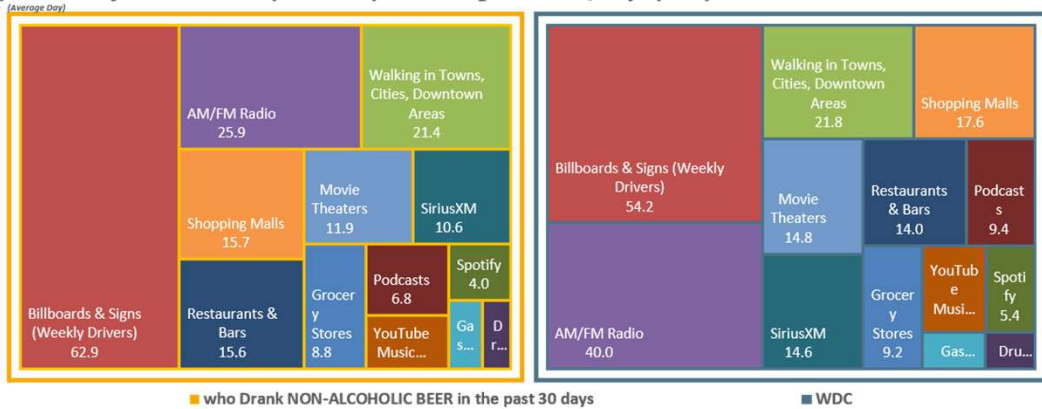


98,222 or 93.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 23. minutes/day.

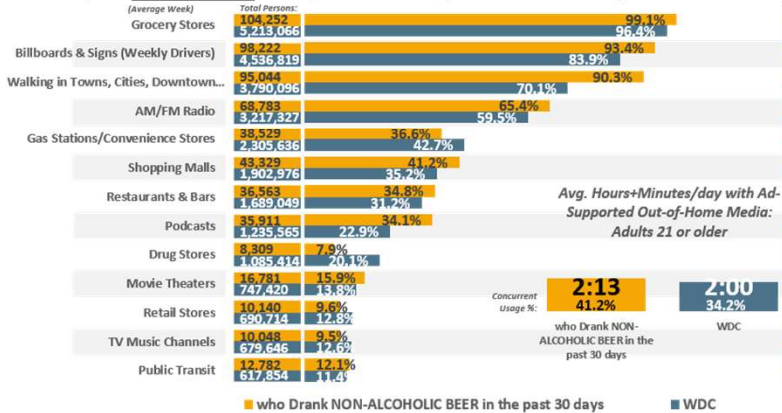
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



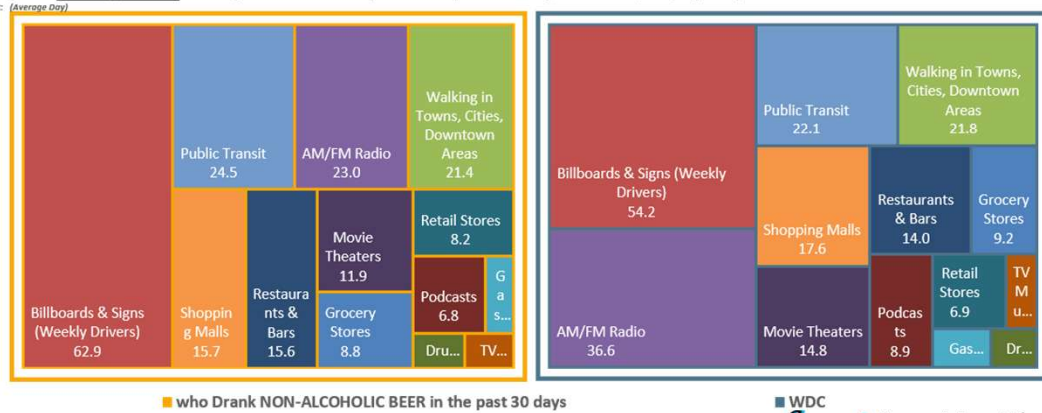
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



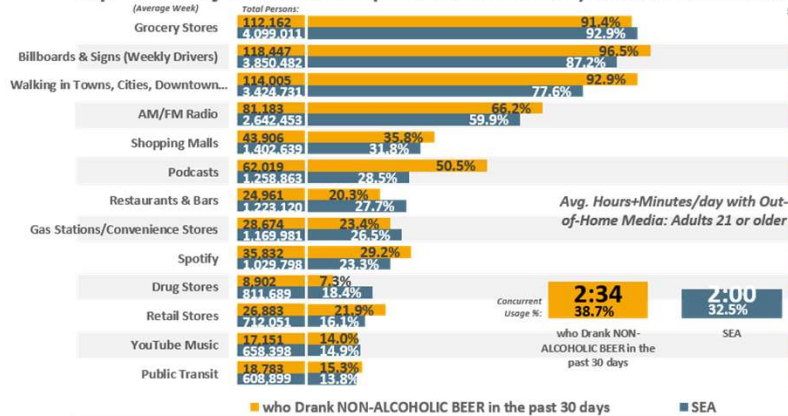
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



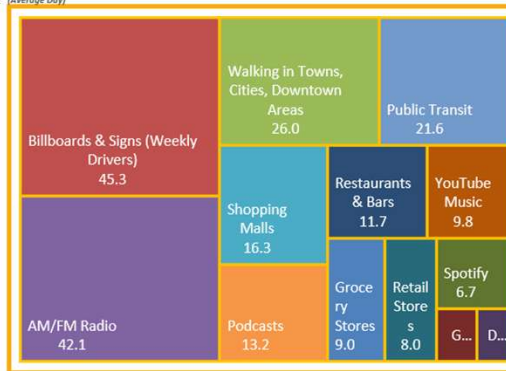


118,447 or 96.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 28.3 minutes/day.

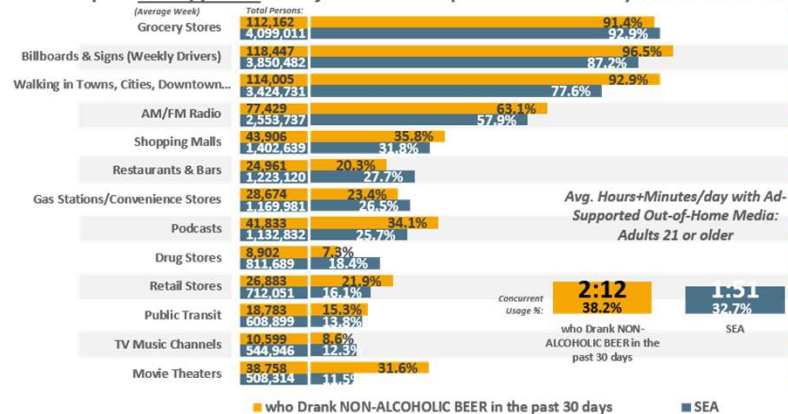
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



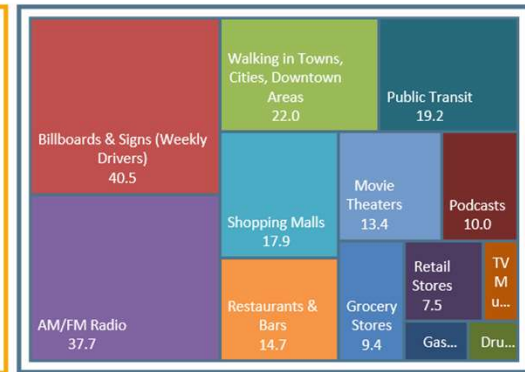
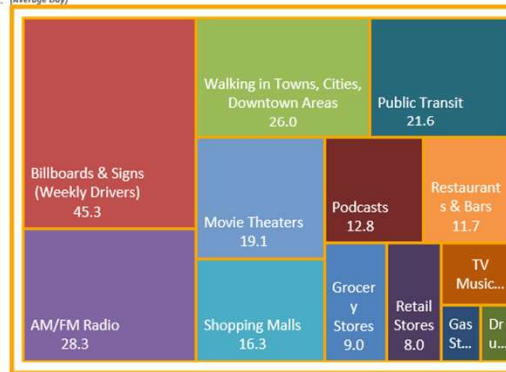
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



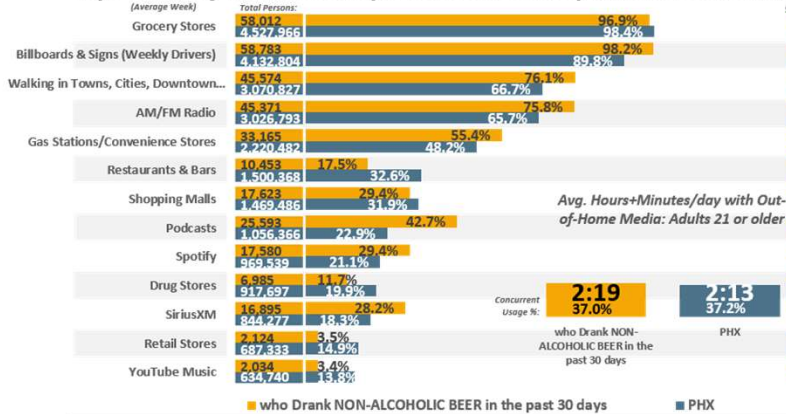
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



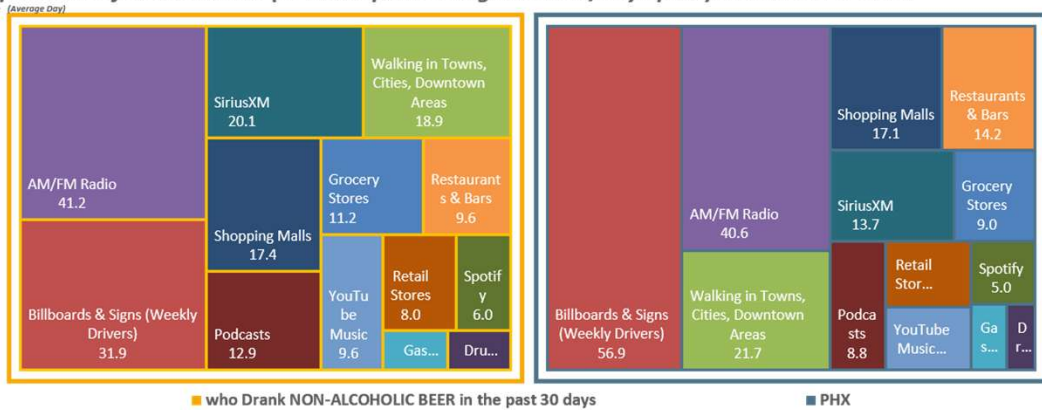


58,783 or 98.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 31.9 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

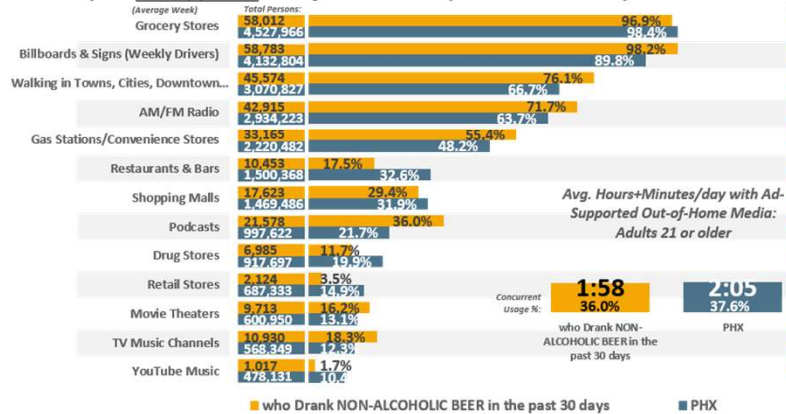
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



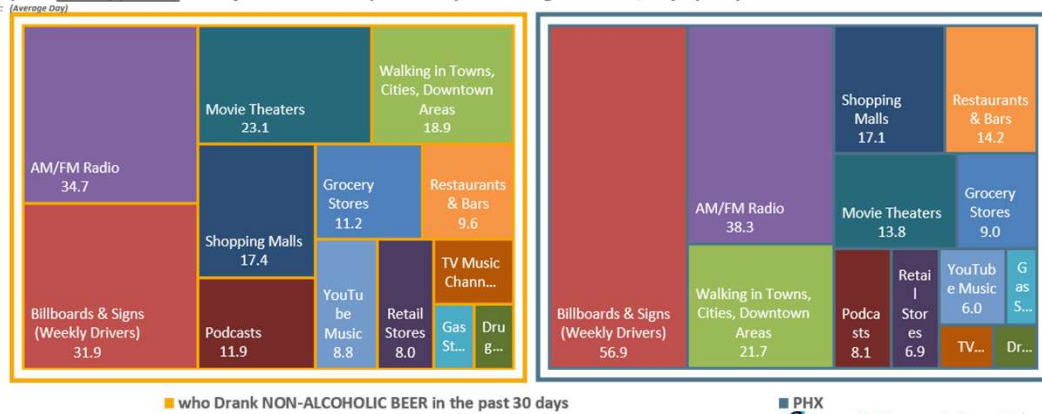
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



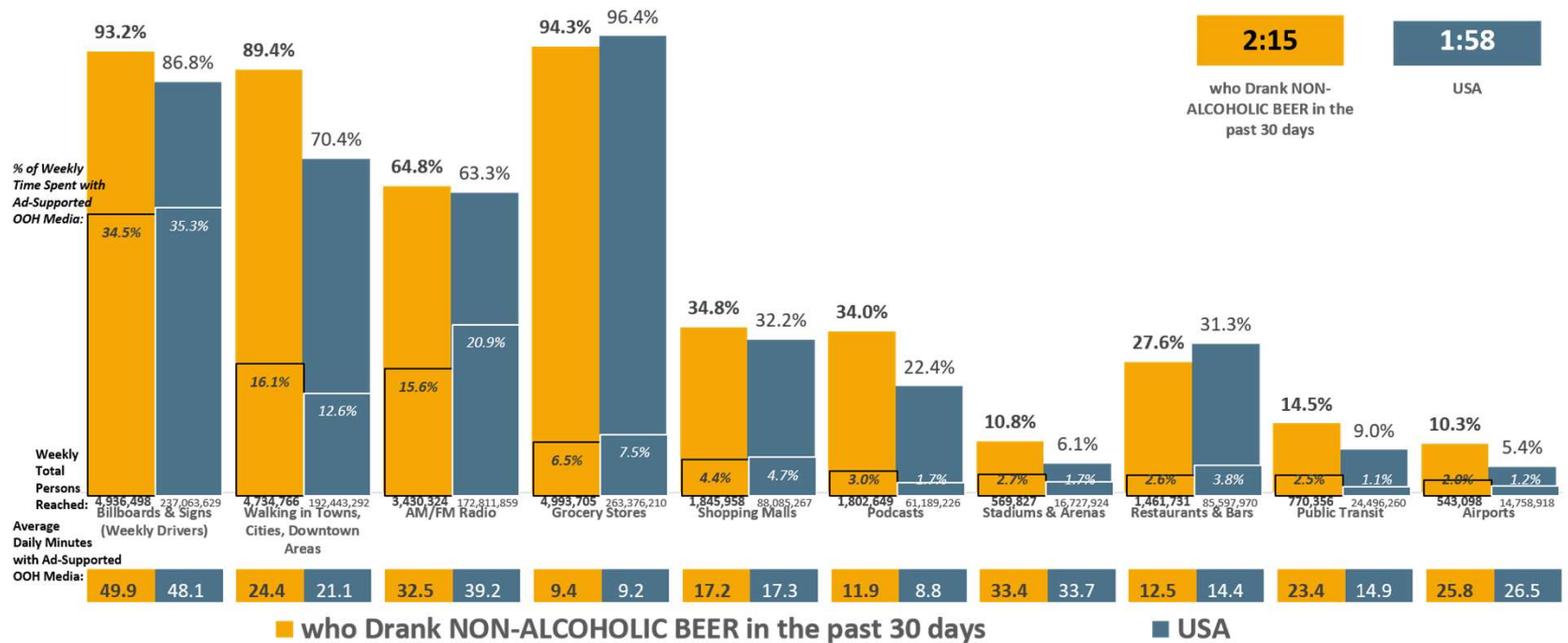


4,936,498 or 93.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

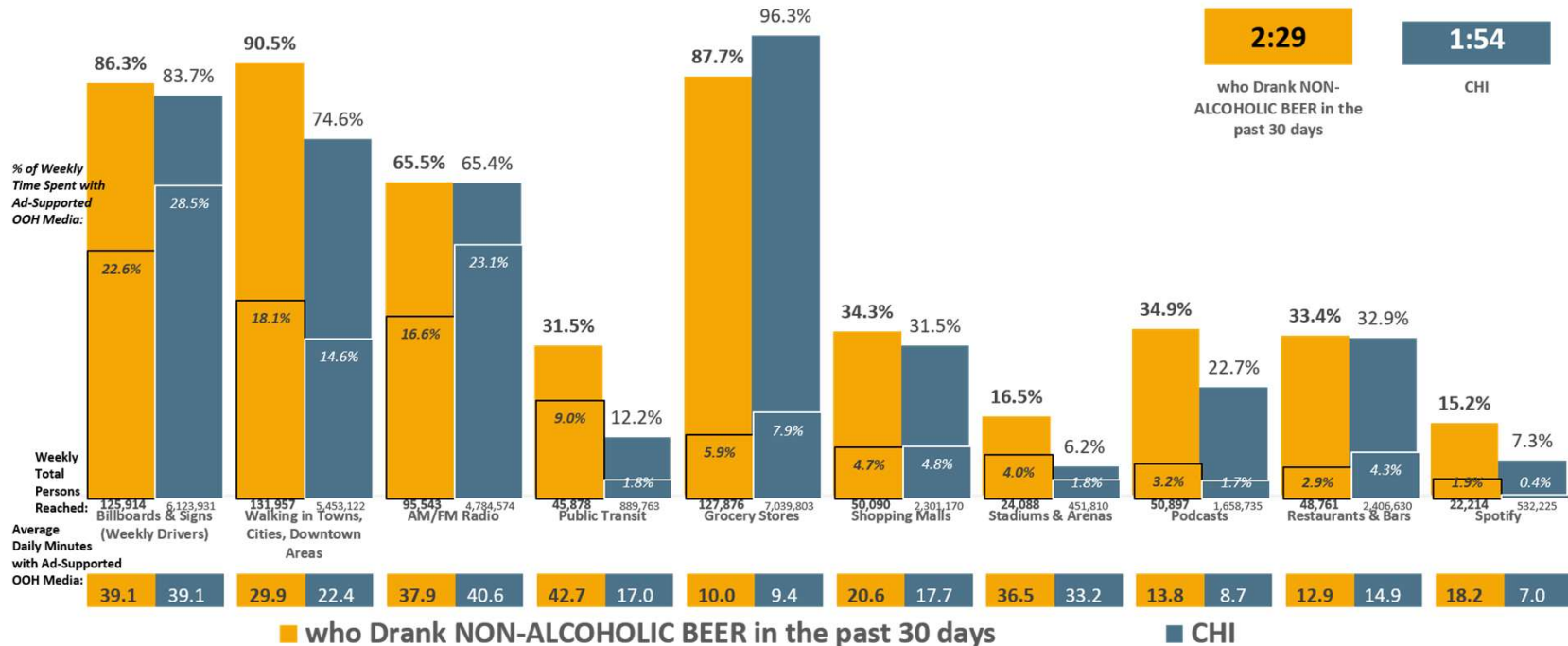


125,914 or 86.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 39.1 minutes per day driving, seeing Billboards and Signs representing 22.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:29

who Drank NON-ALCOHOLIC BEER in the past 30 days

1:54

CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,900

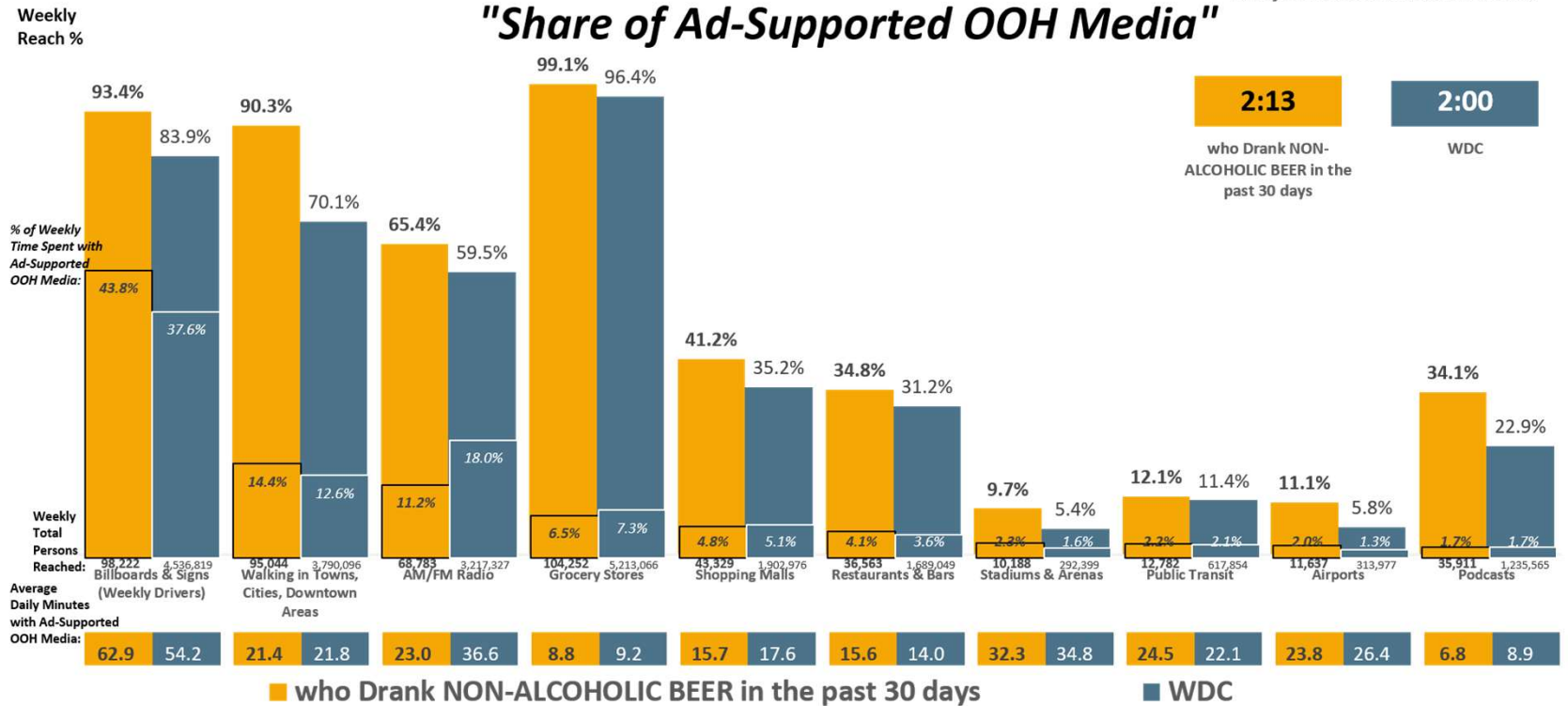
soefa.ai Share of Everything for Anything

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



98,222 or 93.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 43.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 134 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,503

soefa.ai Share of Everything for Anything

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

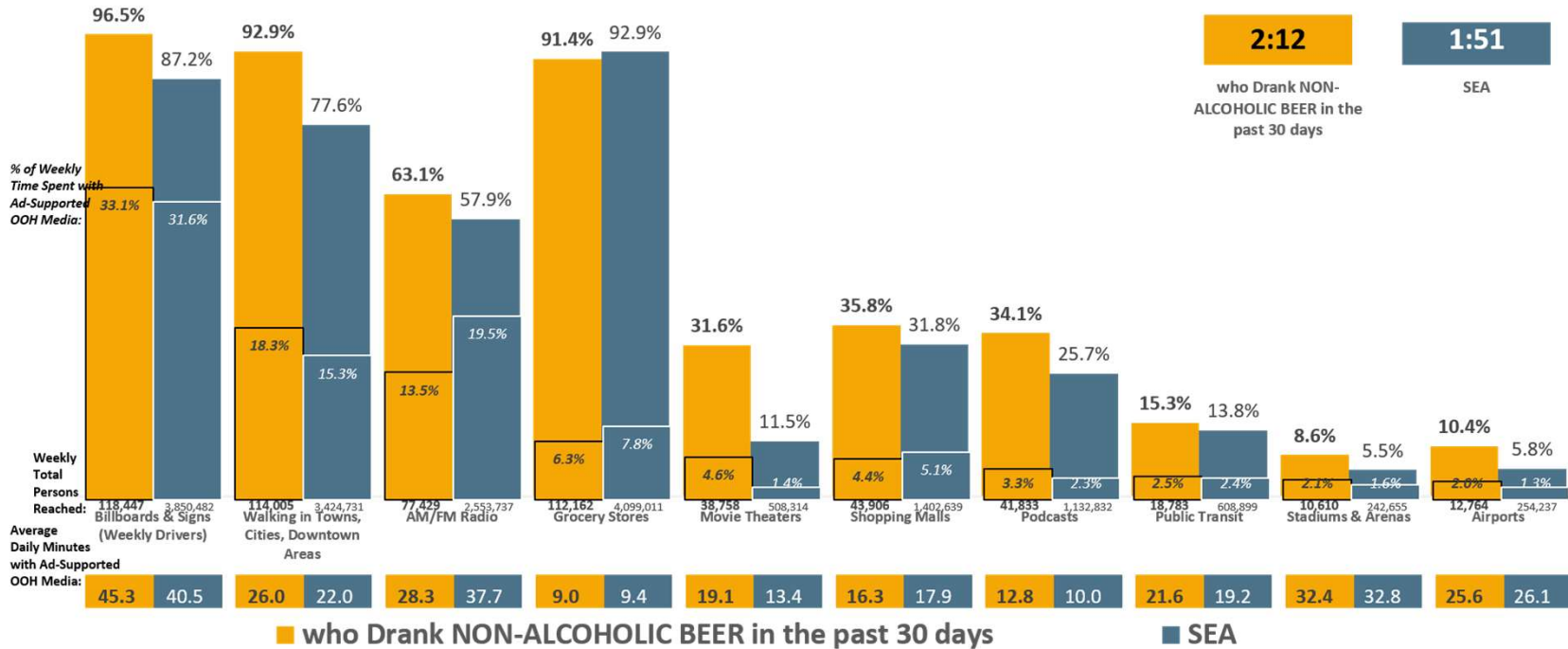


118,447 or 96.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 114 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,811

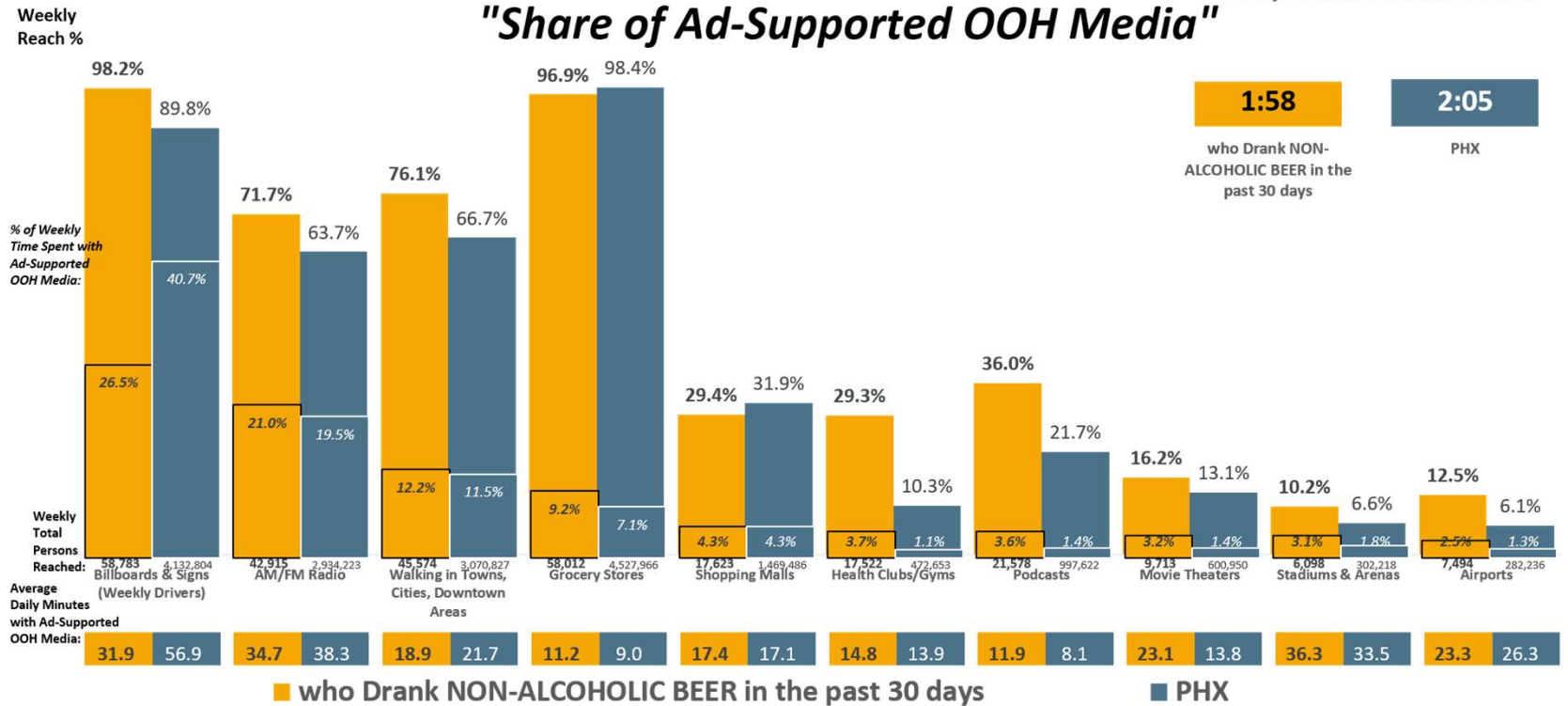
soefa.ai Share of Everything for Anything

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



58,783 or 98.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 31.9 minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 39
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,332

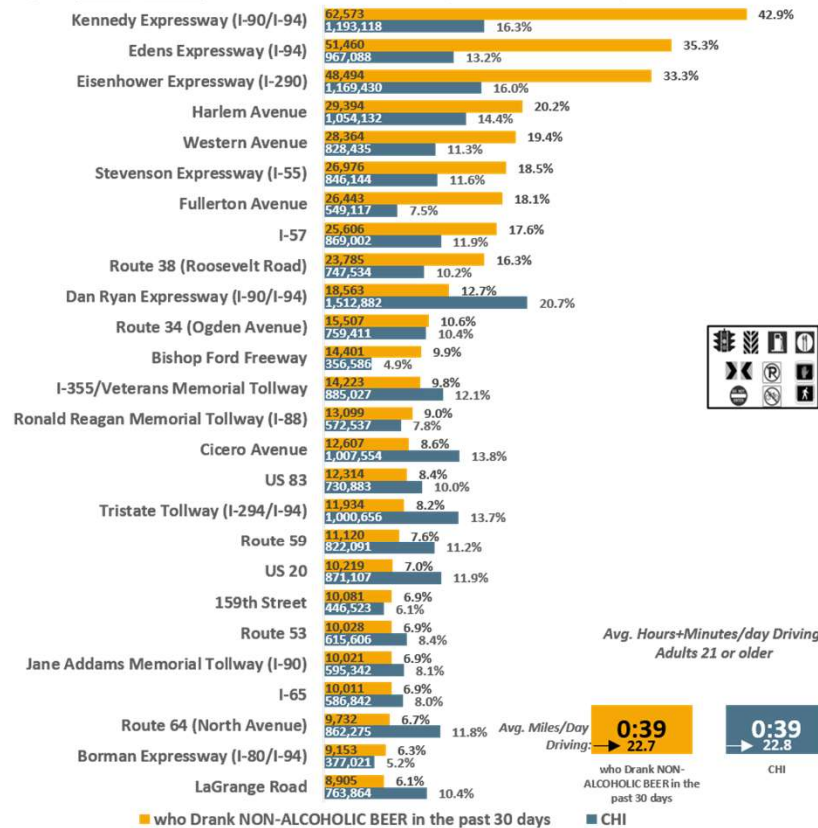
soefa.ai Share of Everything for Anything

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

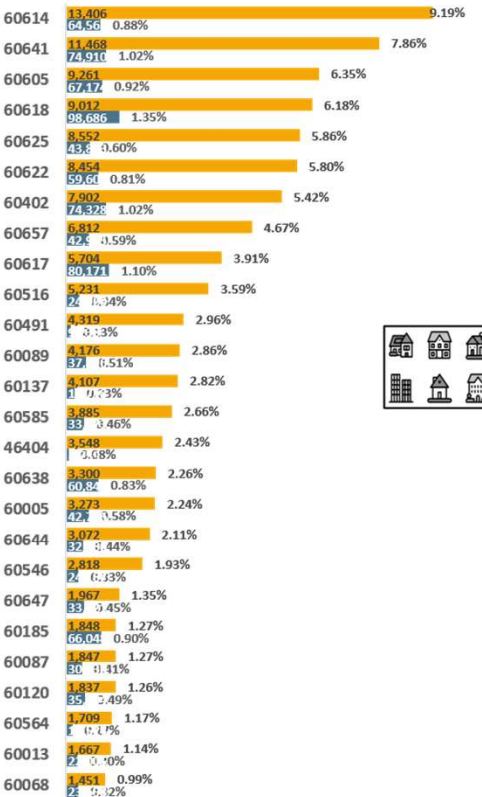


125,914 or 86.3% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 39.1 minutes per day driving an average of 22.7 miles each day and are 166.8% more likely to use Edens Expressway (I-94) than the Metro average.

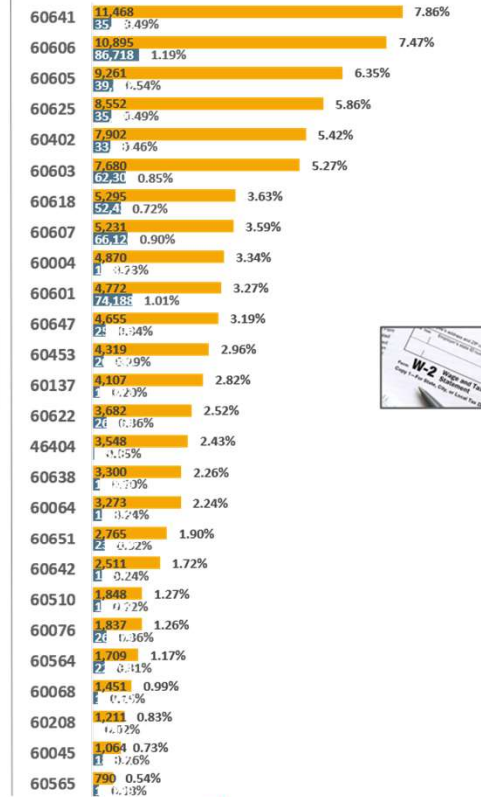
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



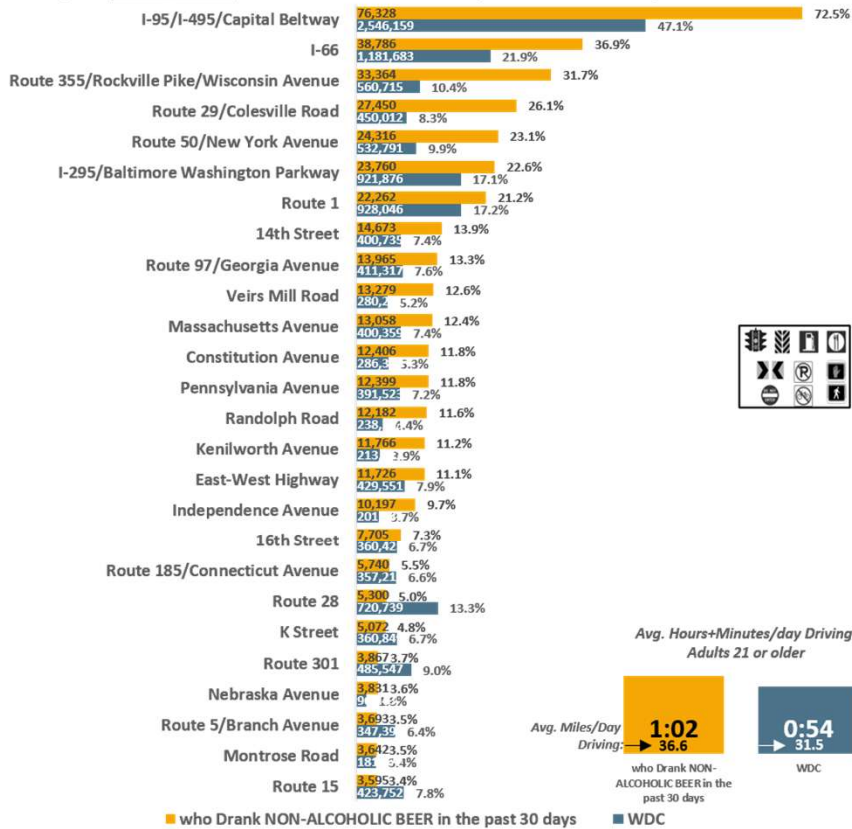
Top-26 Employment Zip Codes: Adults 21 or older



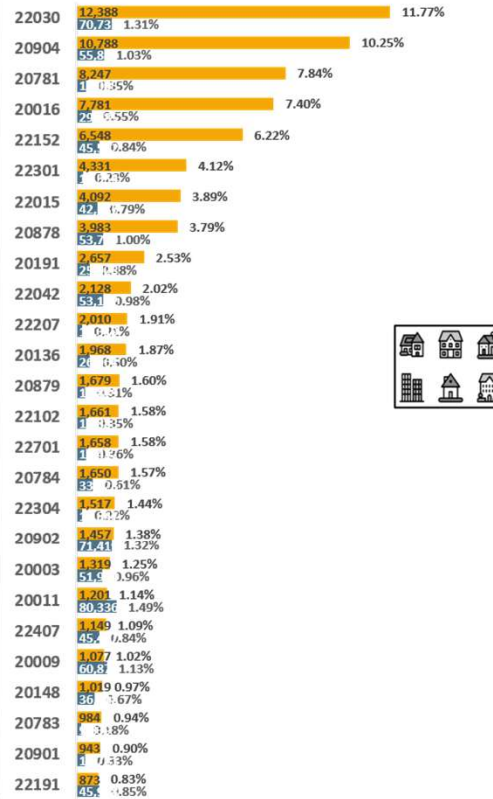


98,222 or 93.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 213.4% more likely to use Route 29/Colesville Road than the Metro average.

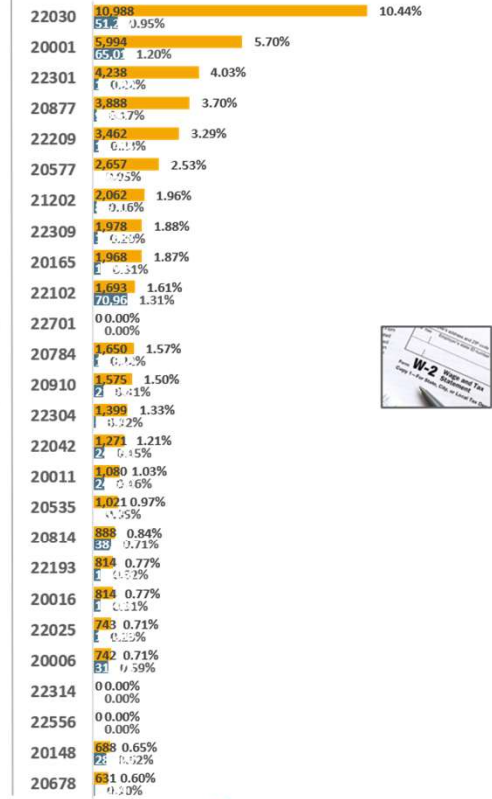
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



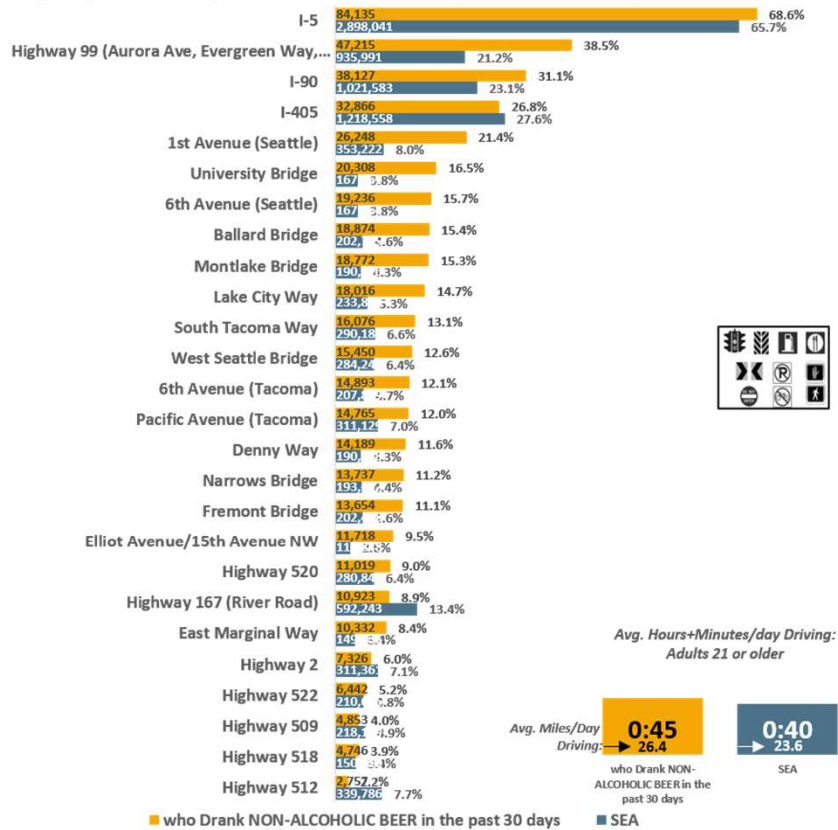
Top-26 Employment Zip Codes: Adults 21 or older



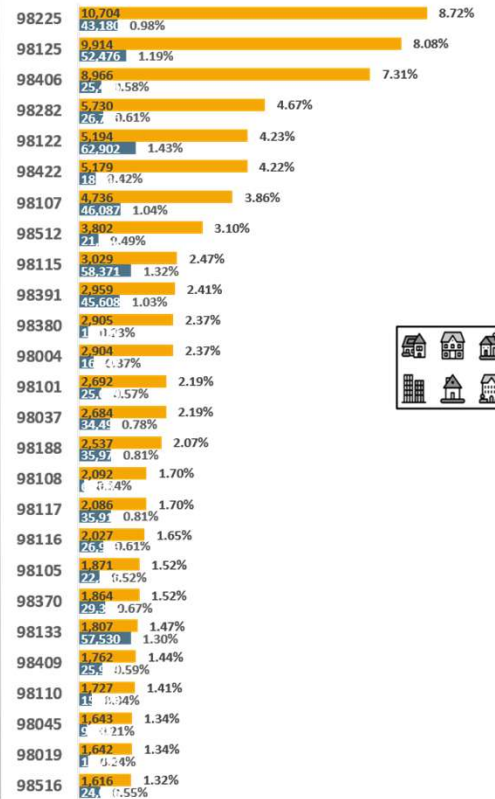


118,447 or 96.5% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 45.3 minutes per day driving an average of 26.4 miles each day and are 335.1% more likely to use University Bridge than the Metro average.

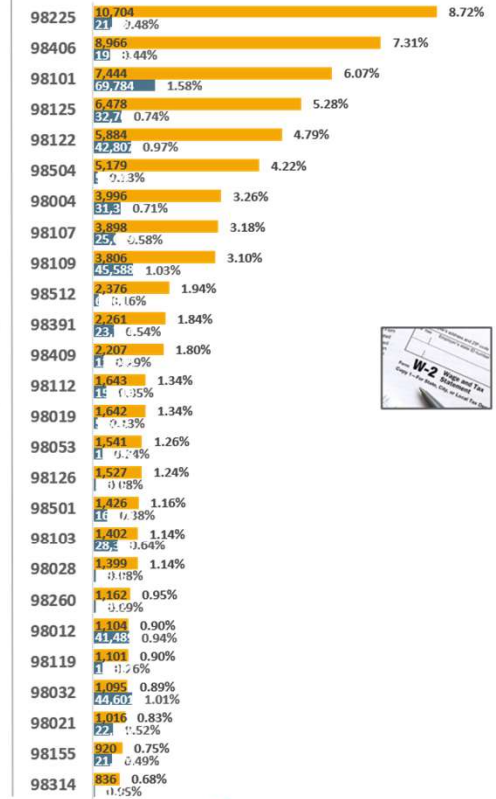
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



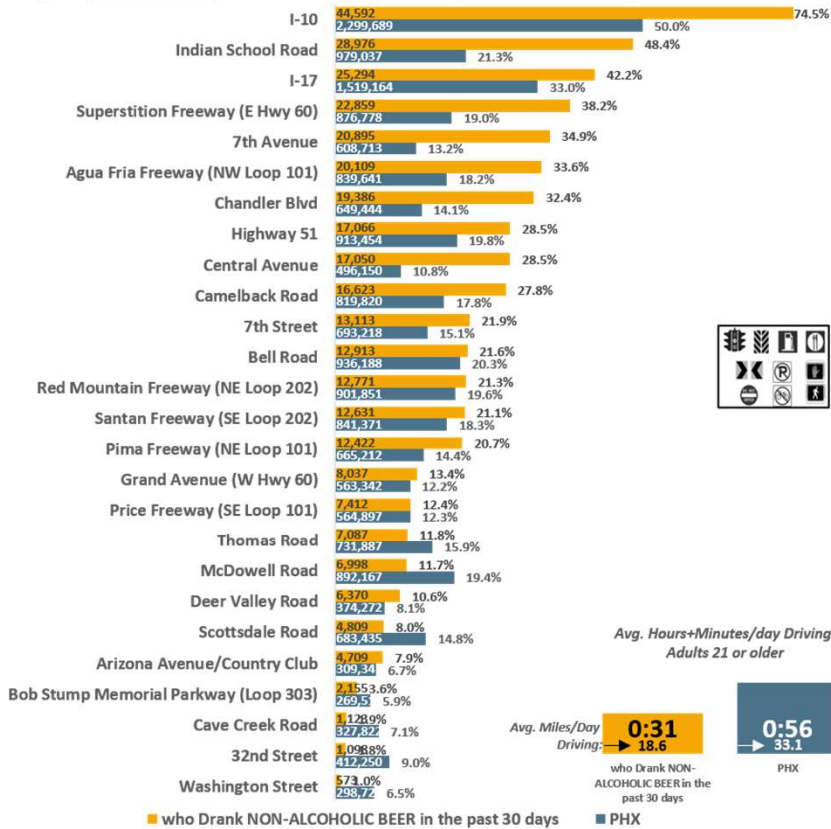
Top-26 Employment Zip Codes: Adults 21 or older



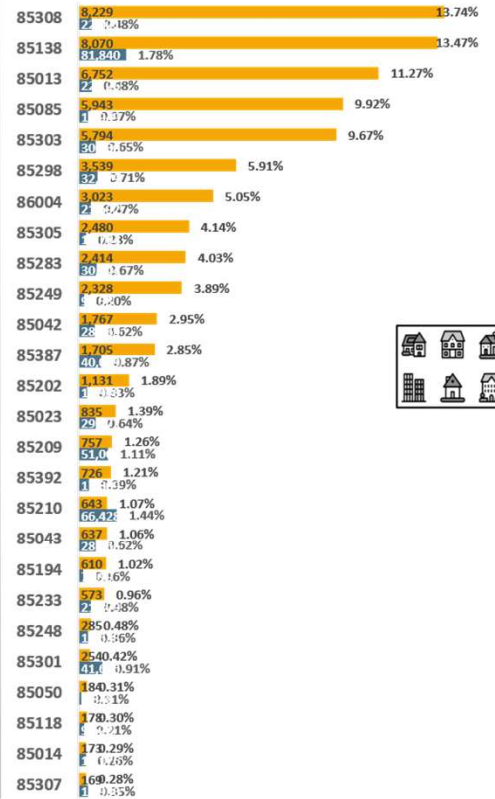


58,783 or 98.2% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days spend an average of 31.9 minutes per day driving an average of 18.6 miles each day and are 164.2% more likely to use Central Avenue than the Metro average.

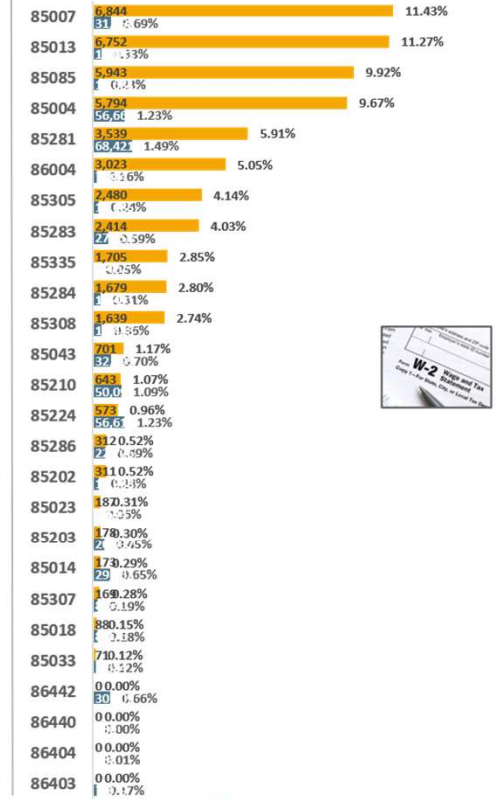
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



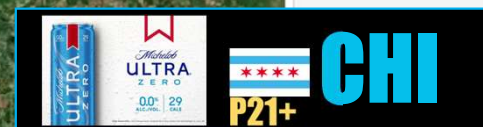
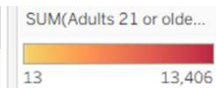
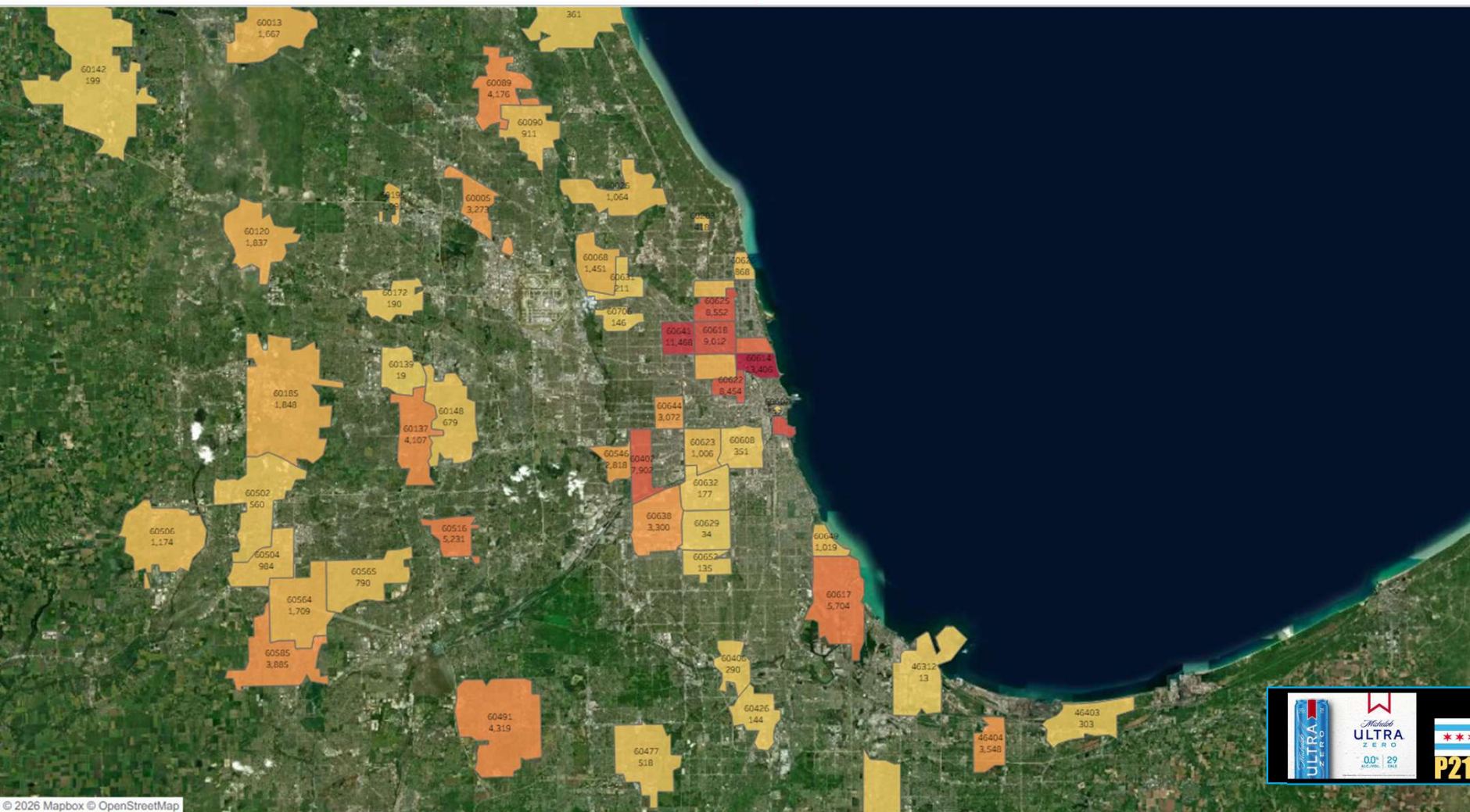
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

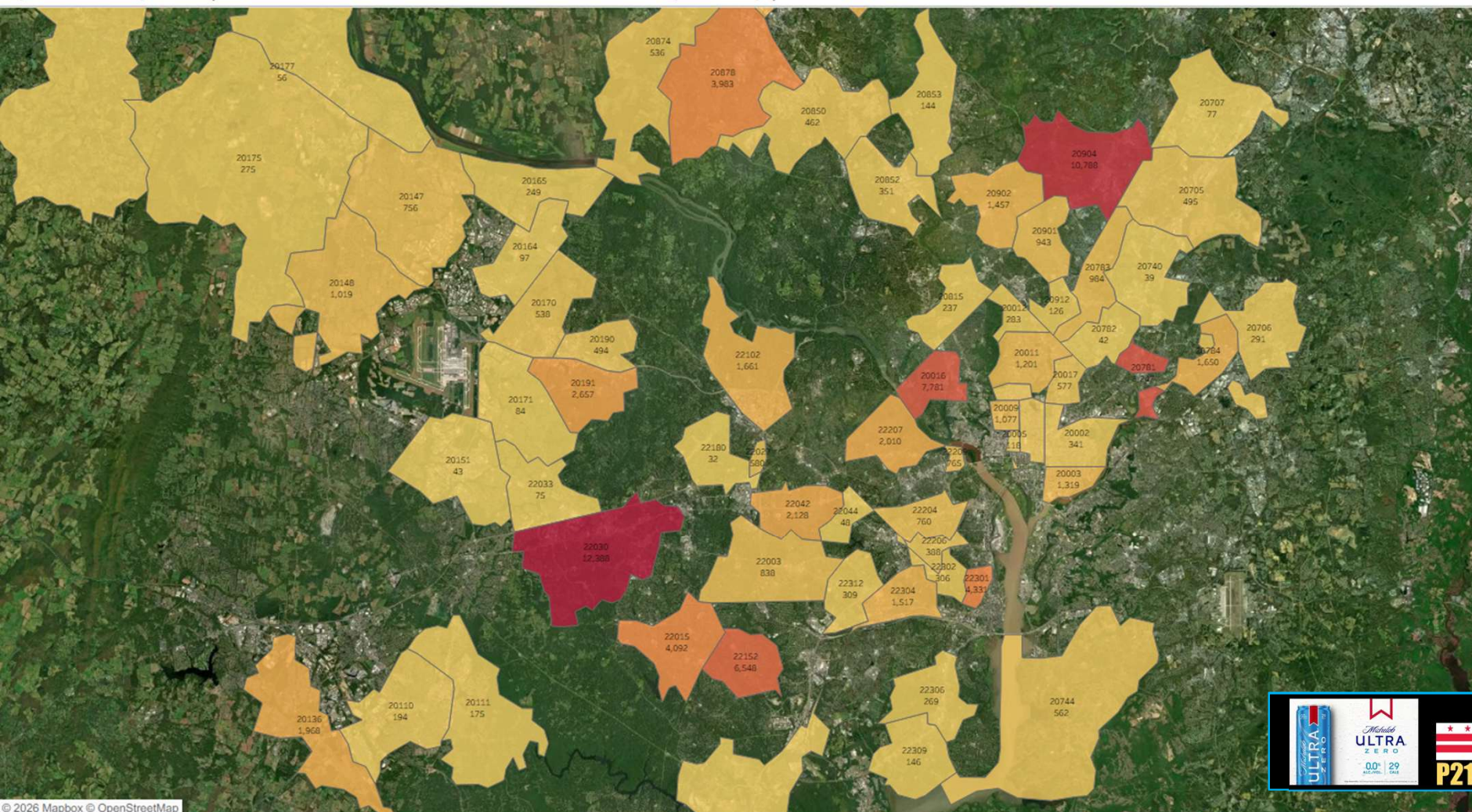


Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)



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



SUM(Adults 21 or olde...
23 12,388



© 2026 Mapbox © OpenStreetMap

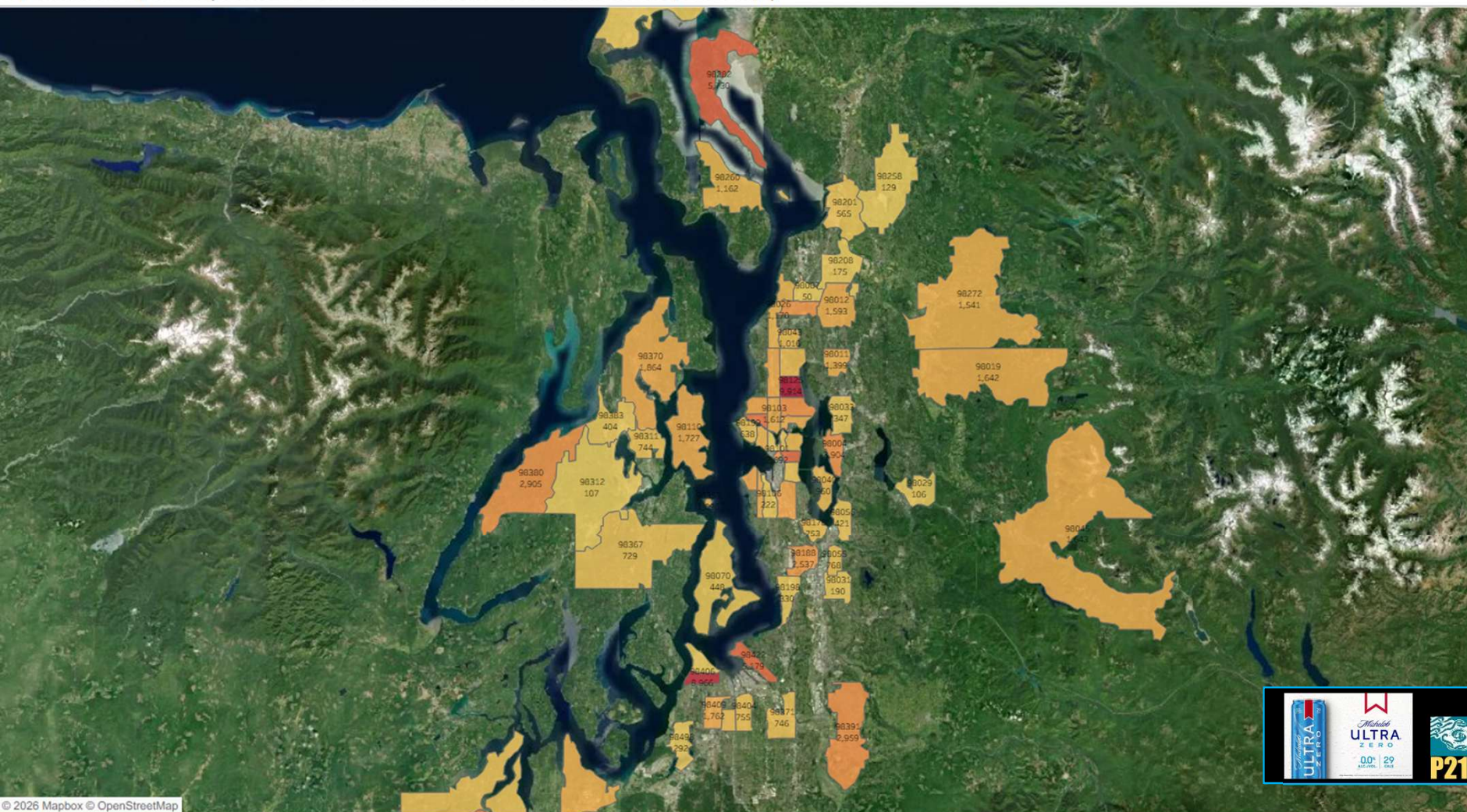
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab
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134

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

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

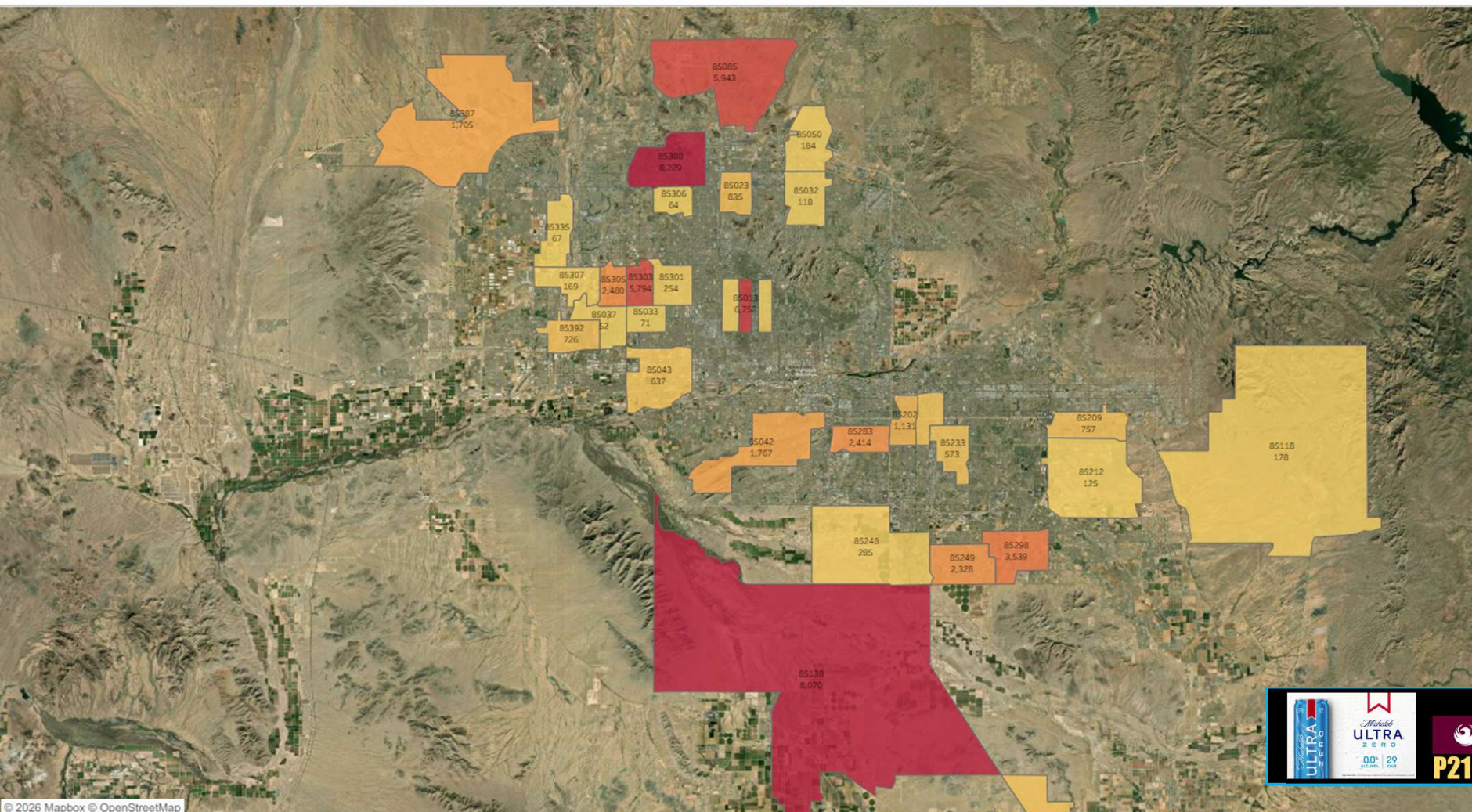


SUM(Adults 21 or olde...
50 9,914

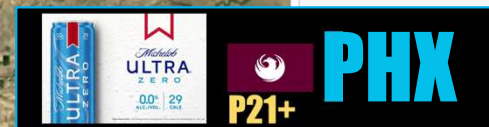


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Top Residential Zip Codes: (Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days)



SUM(Adults 21 or olde...
52 8,229

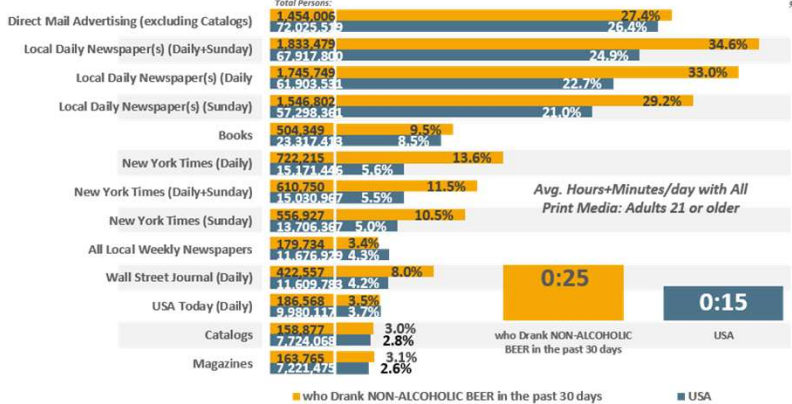


© 2026 Mapbox © OpenStreetMap

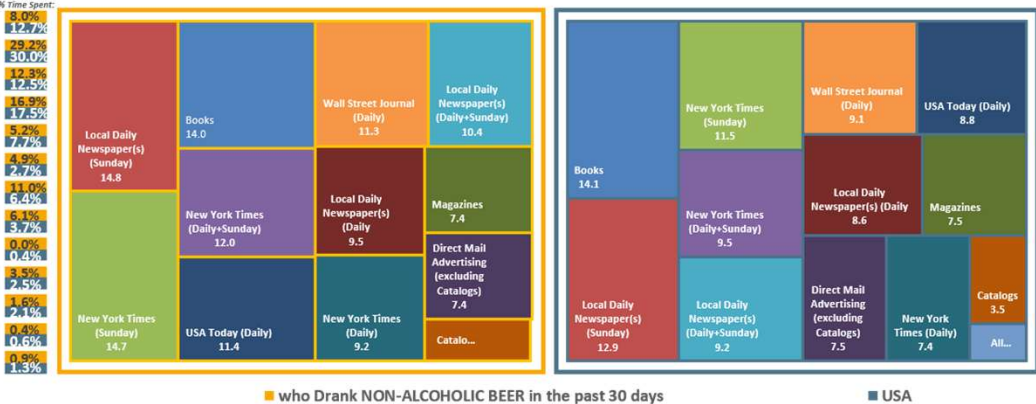


1,833,479 or 34.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

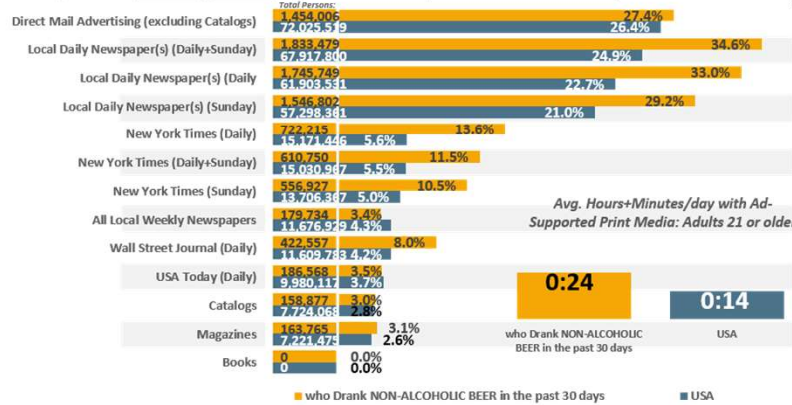
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



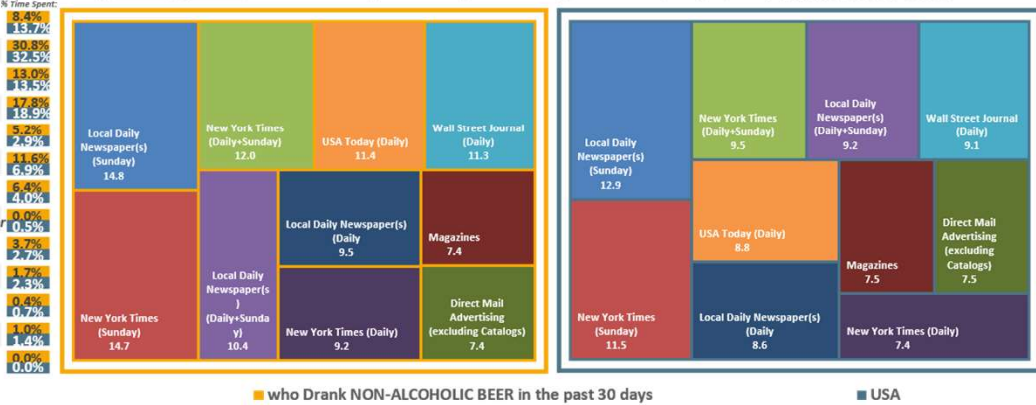
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



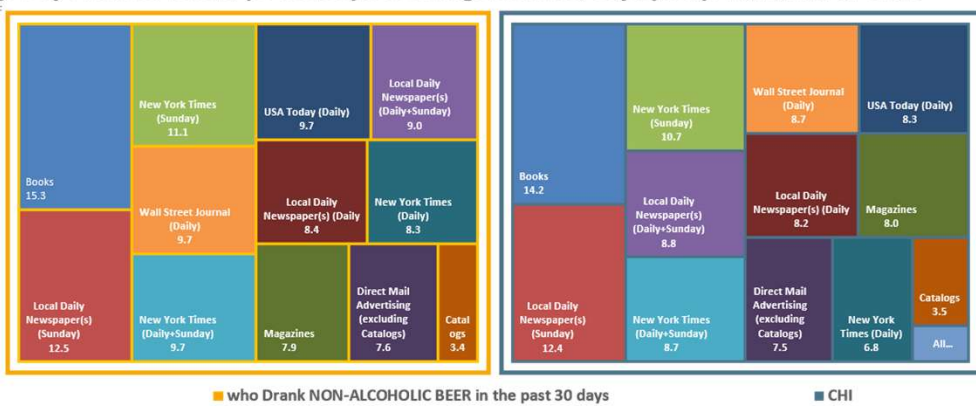
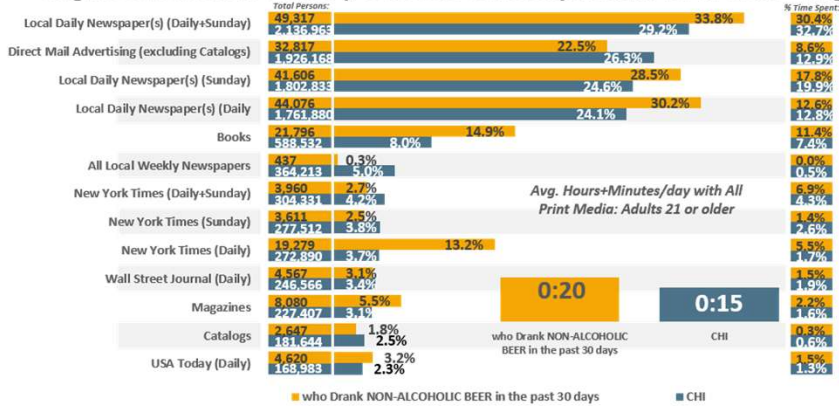
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



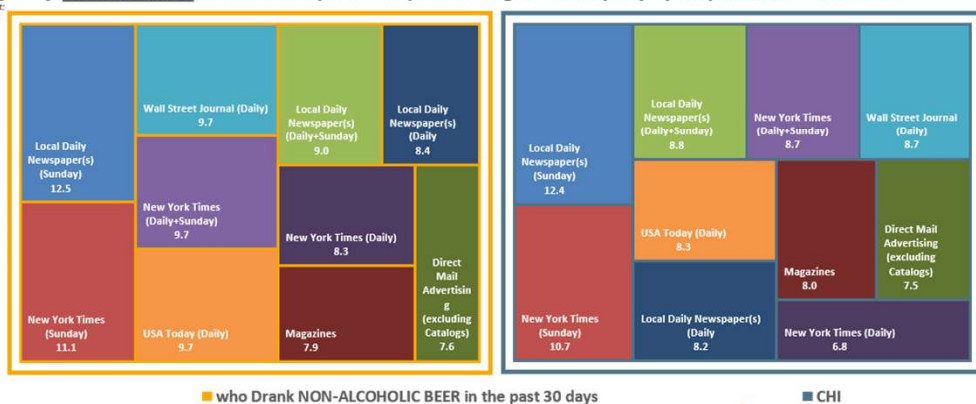
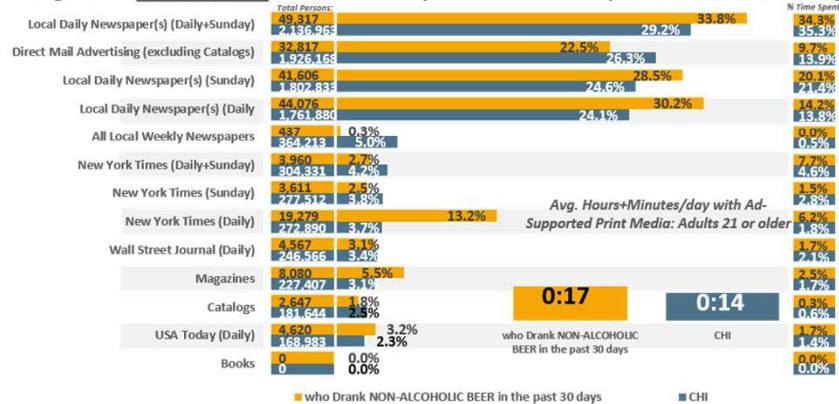


49,317 or 33.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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



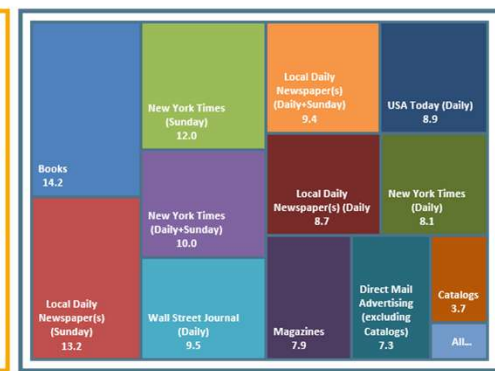
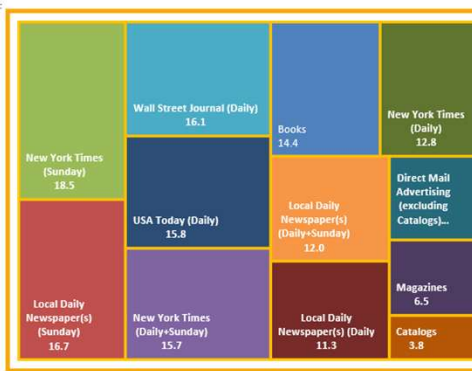
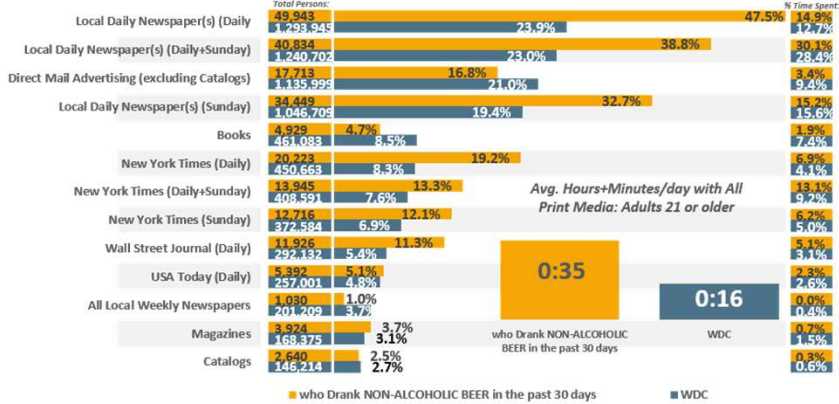
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



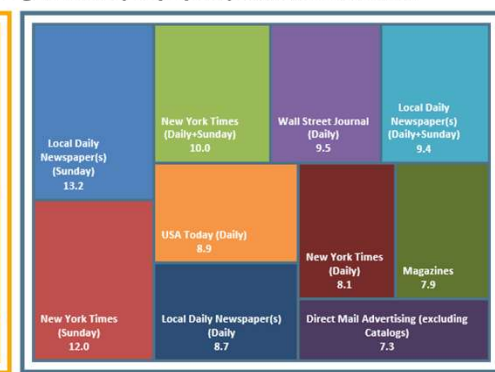
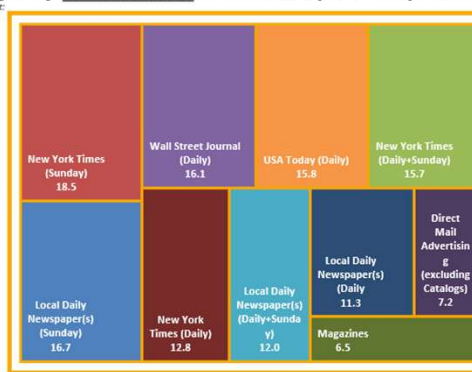
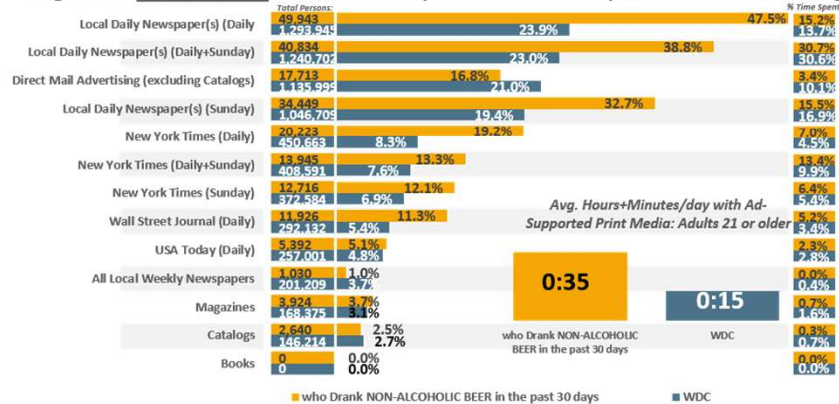


40,834 or 38.8% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



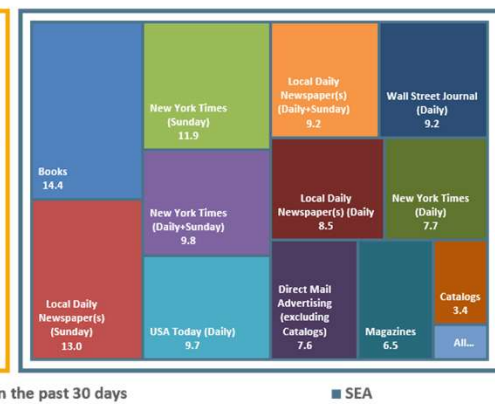
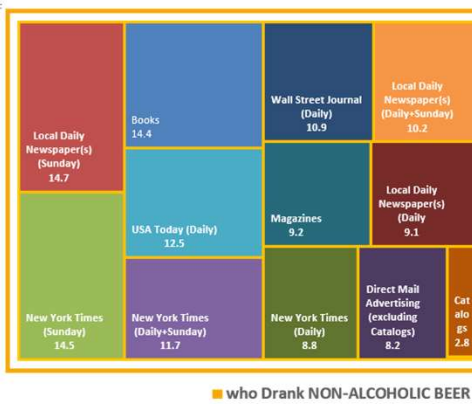
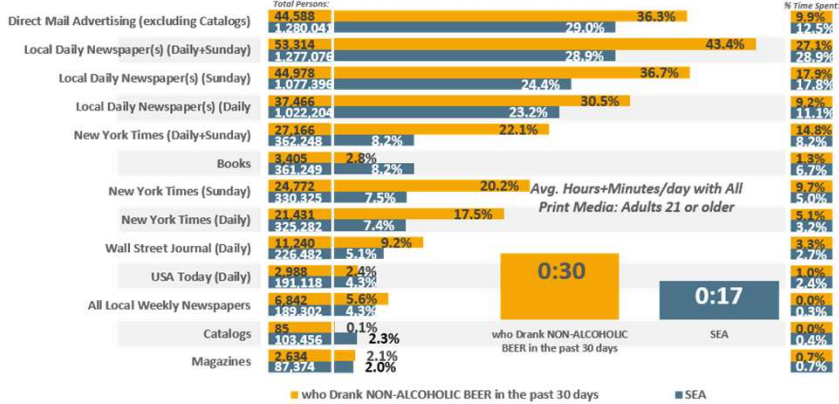
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



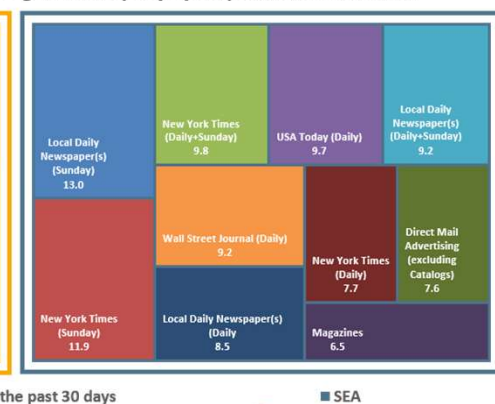
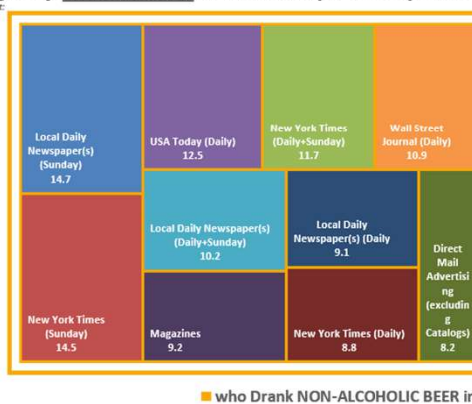
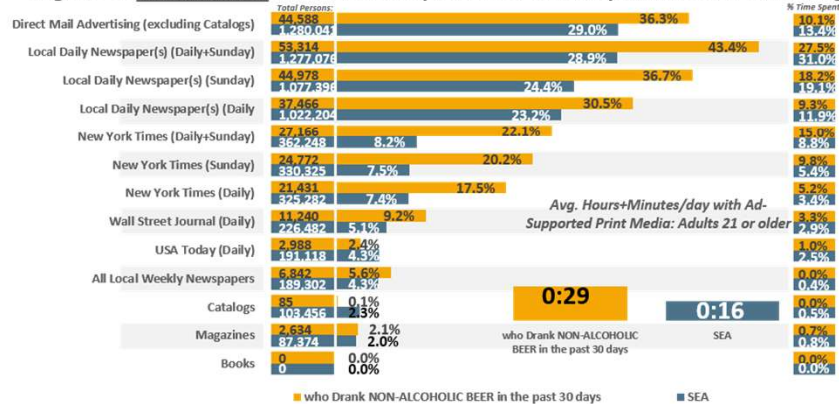


53,314 or 43.4% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

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



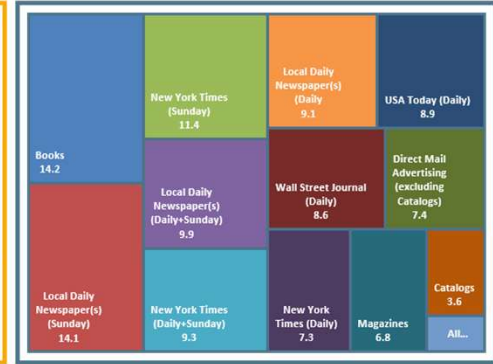
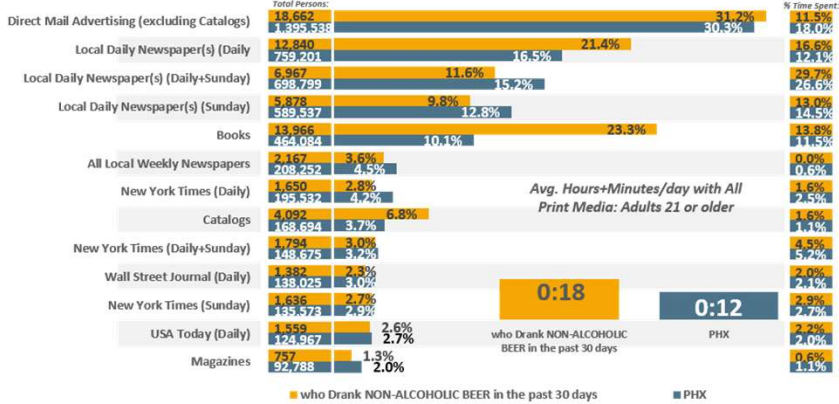
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



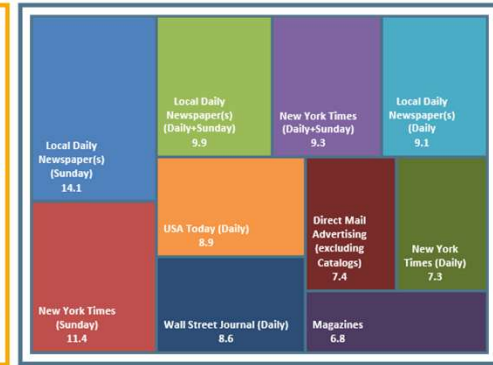
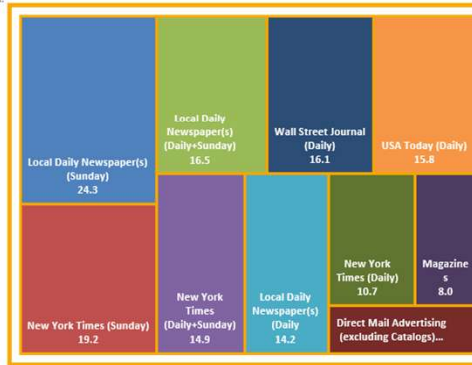
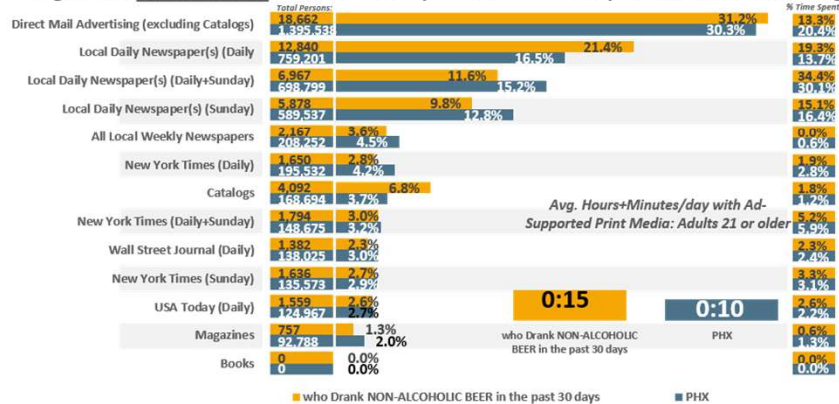


6,967 or 11.6% of Adults 21 or older who Drank NON-ALCOHOLIC BEER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.5 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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



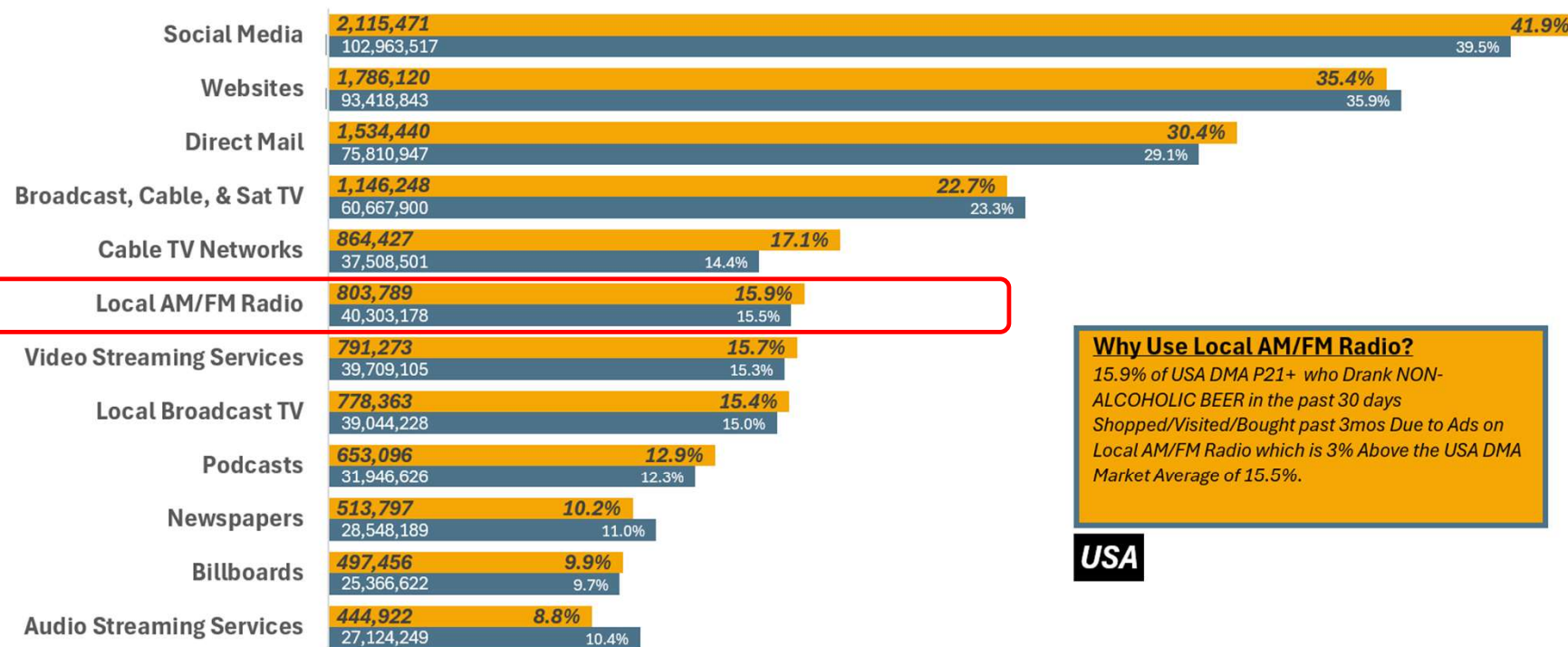
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 516
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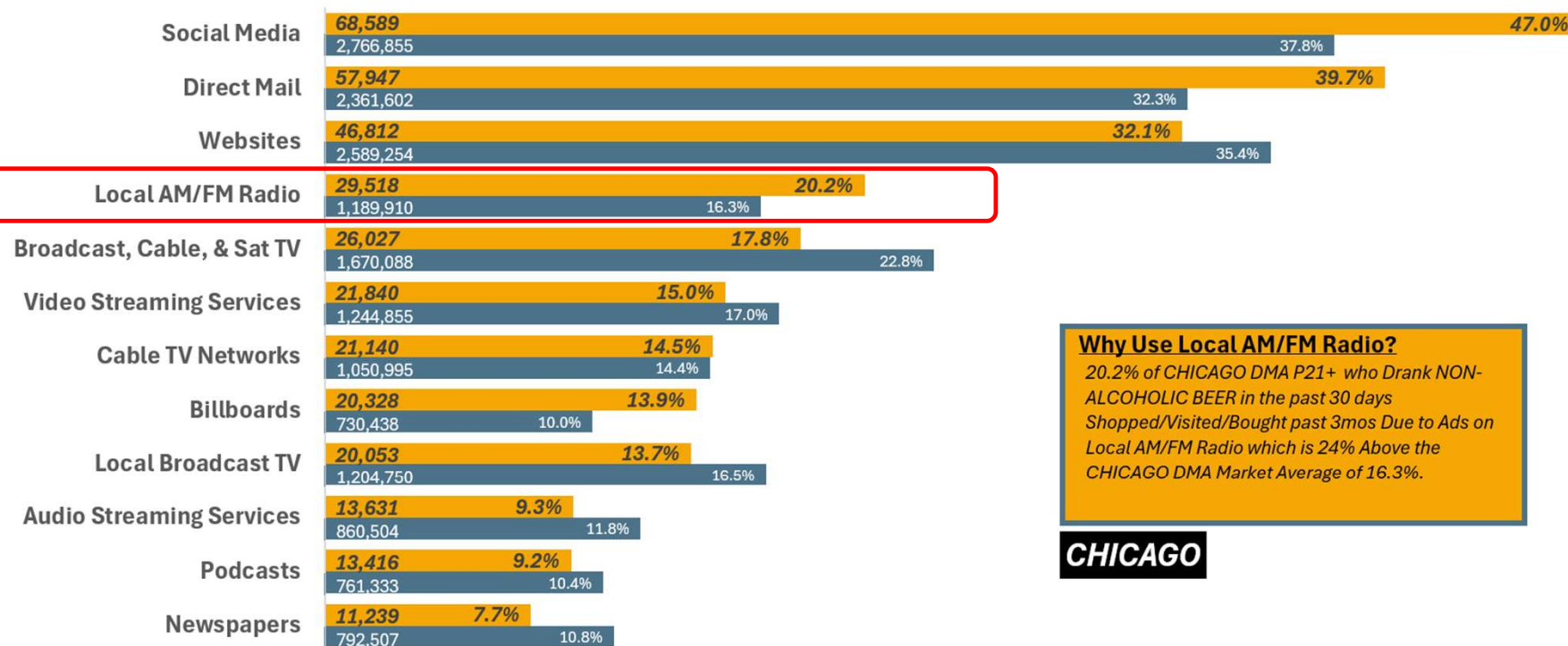
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[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.2% of CHICAGO DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70
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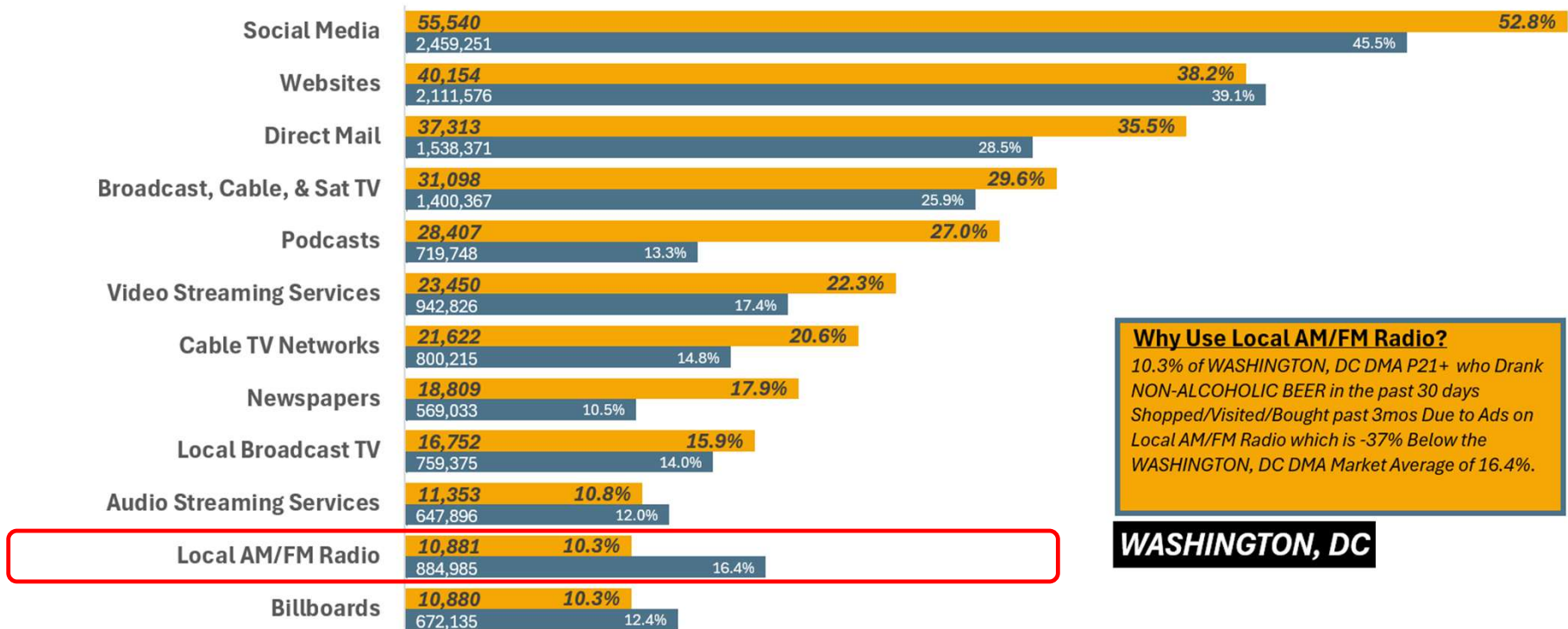
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[(Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.3% of WASHINGTON, DC DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the WASHINGTON, DC DMA Market Average of 16.4%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 134
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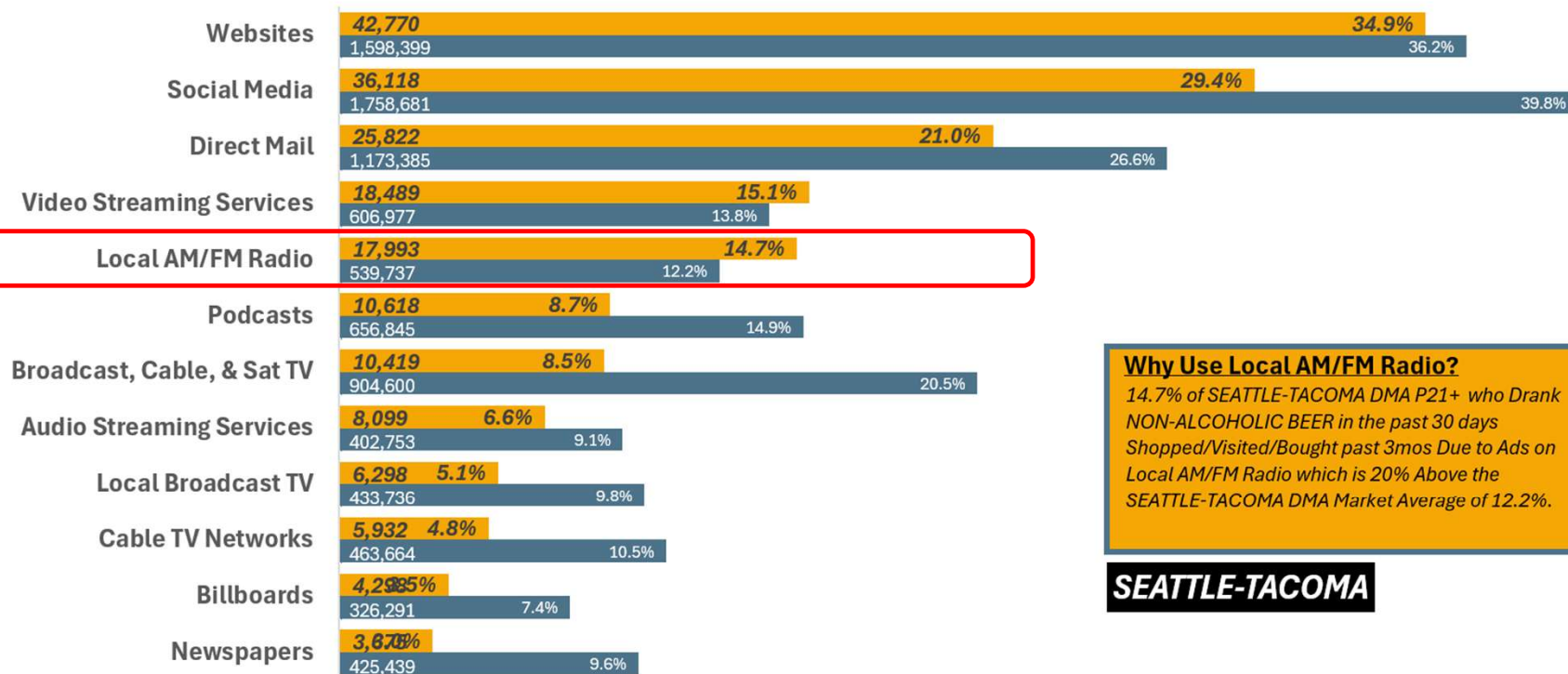
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.7% of SEATTLE-TACOMA DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the SEATTLE-TACOMA DMA Market Average of 12.2%.

SEATTLE-TACOMA

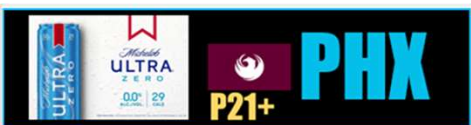
■ P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 114
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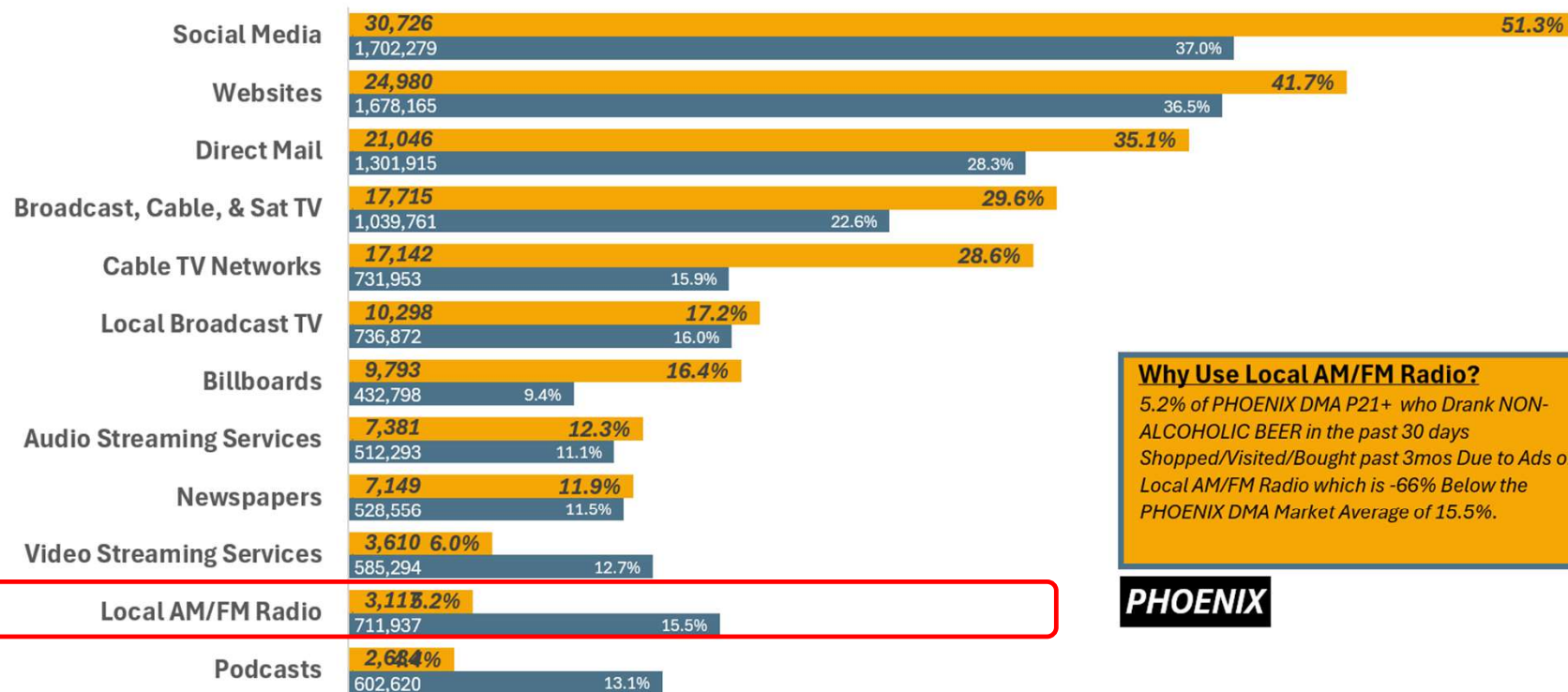
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

5.2% of PHOENIX DMA P21+ who Drank NON-ALCOHOLIC BEER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -66% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 39
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[[Age summaries: Adults 21 or older AND Types of alcoholic beverages drank past 30 days: Non-alcoholic beer]]