USA+4 DMAs - P21+ past 30 days CRAFT BEER Drinkers!

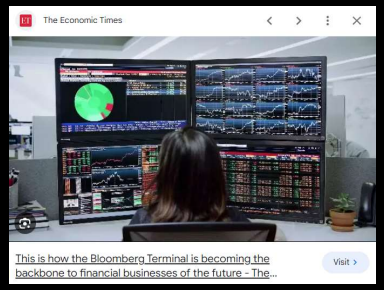
Complete Demographic & Media Use Profiles



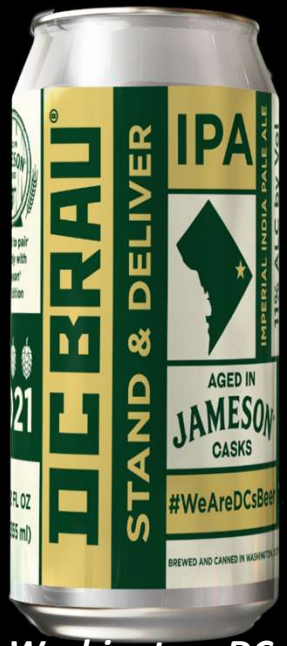




Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P21+ past 30 days Drinkers of CRAFT BEER in the USA + the CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMAs as of April 2024!











USA *Chicago* *Washington, DC* *Seattle-Tacoma* *Phoenix*

P21+

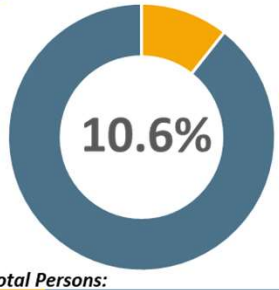
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

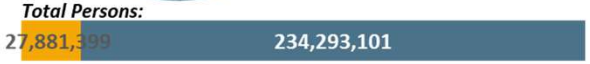


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 46.6 years old (7.6% younger than average) and have a $119,642 (32.9% higher than average) annual household …

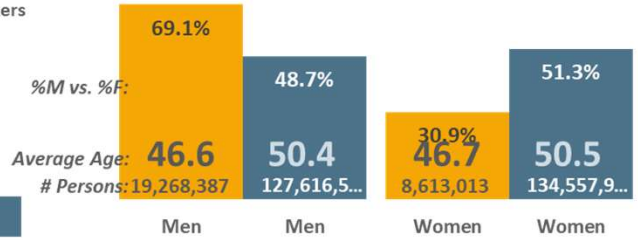
Percent of Market: Adults 21 or older



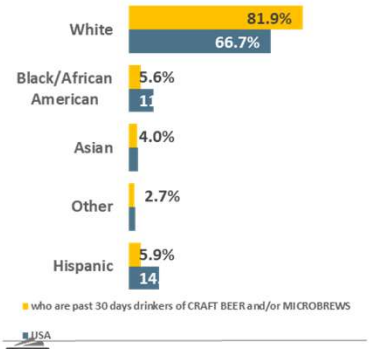
Total Persons:



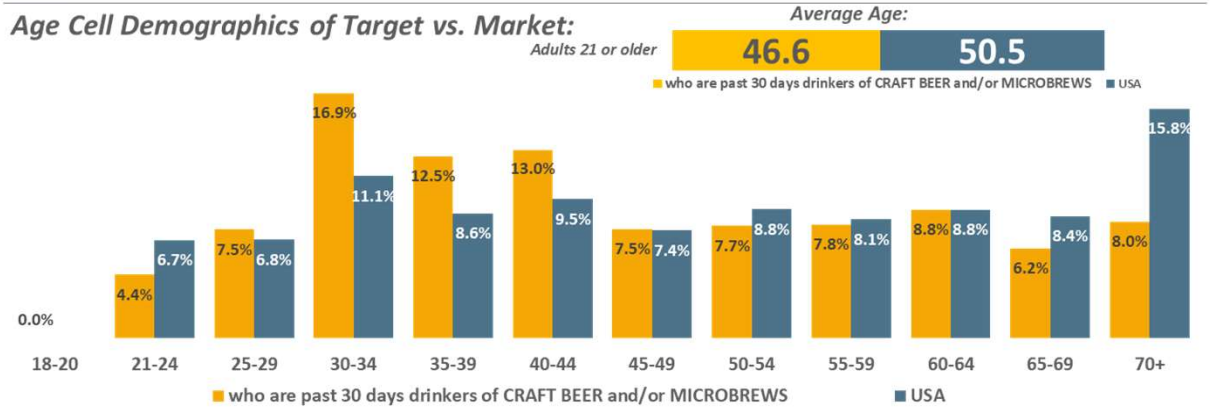
Gender of Target vs. Market: Adults 21 or older



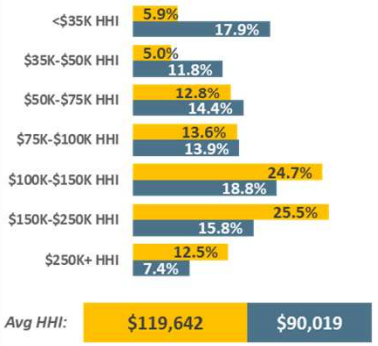
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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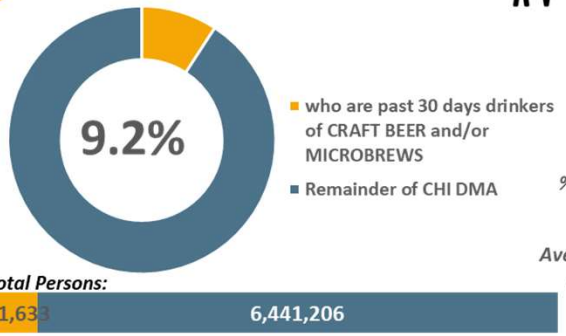
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

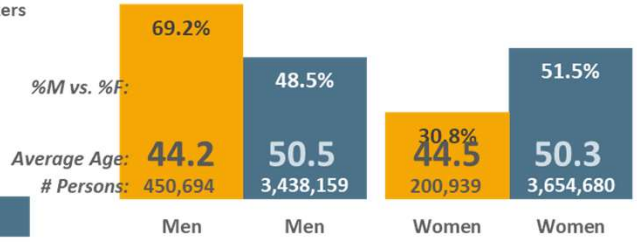


9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 44.3 years old (12.1% younger than average) and have a $138,220 (34.2% higher than average) annual household…

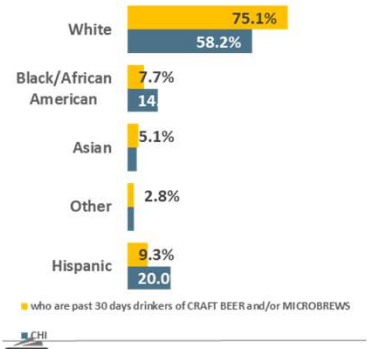
Percent of Market: Adults 21 or older



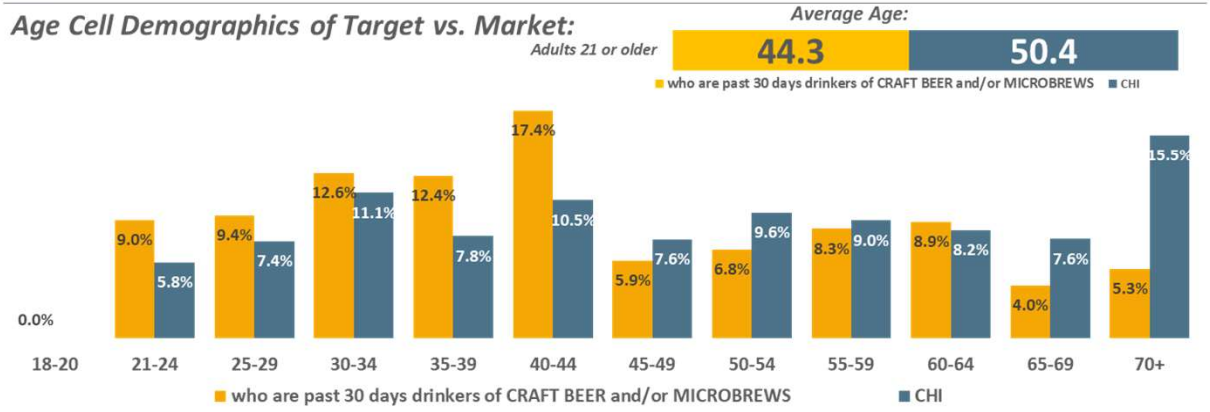
Gender of Target vs. Market: Adults 21 or older



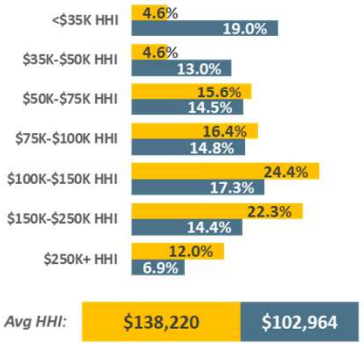
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

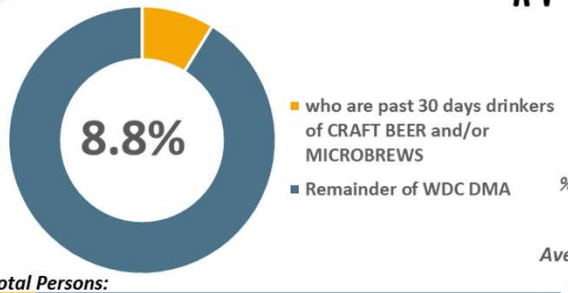
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 45.1 years old (9.% younger than average) and have a $168,911 (31.4% higher than average) annual household income.

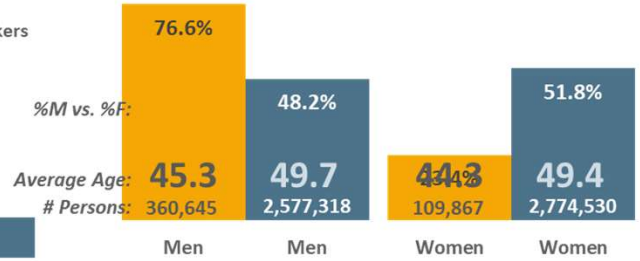
Percent of Market: Adults 21 or older



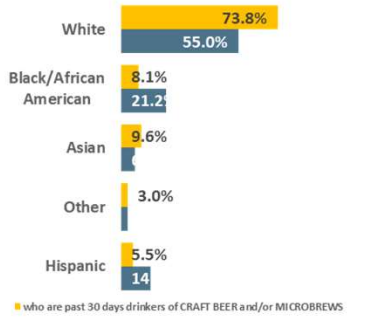
Total Persons:



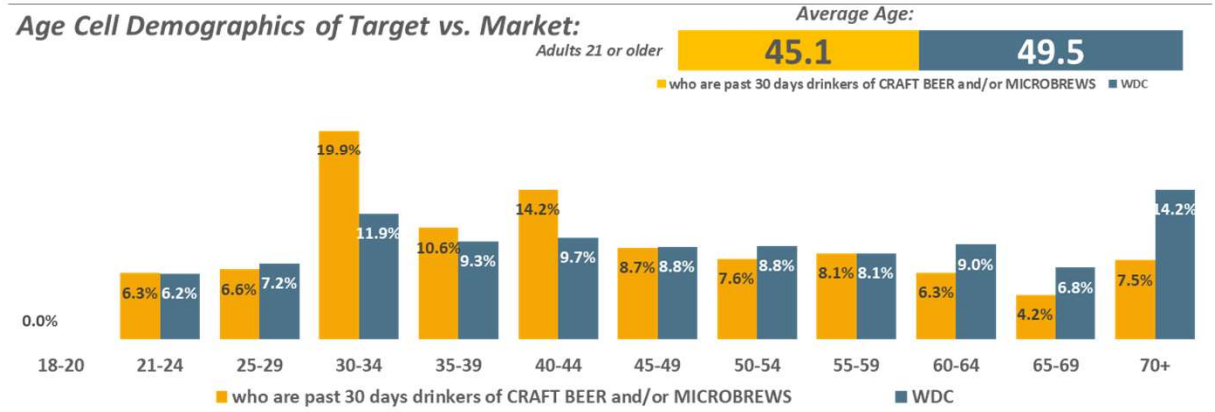
Gender of Target vs. Market: Adults 21 or older



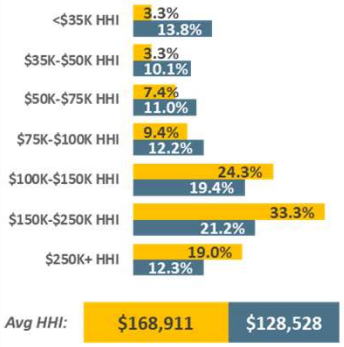
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

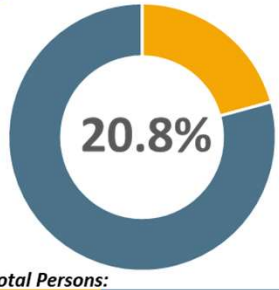
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 48.6 years old (1.8% younger than average) and have a $147,605 (22.5% higher than average) annual household…

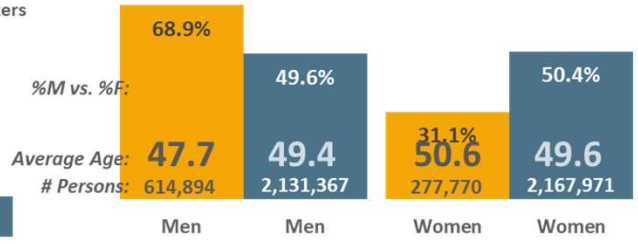
Percent of Market: Adults 21 or older



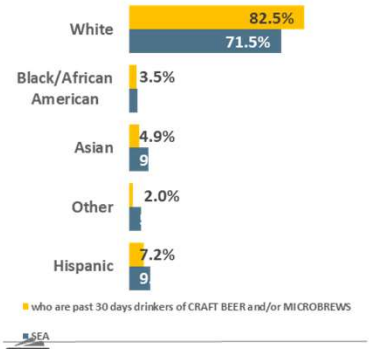
Total Persons:

892,664	3,406,674

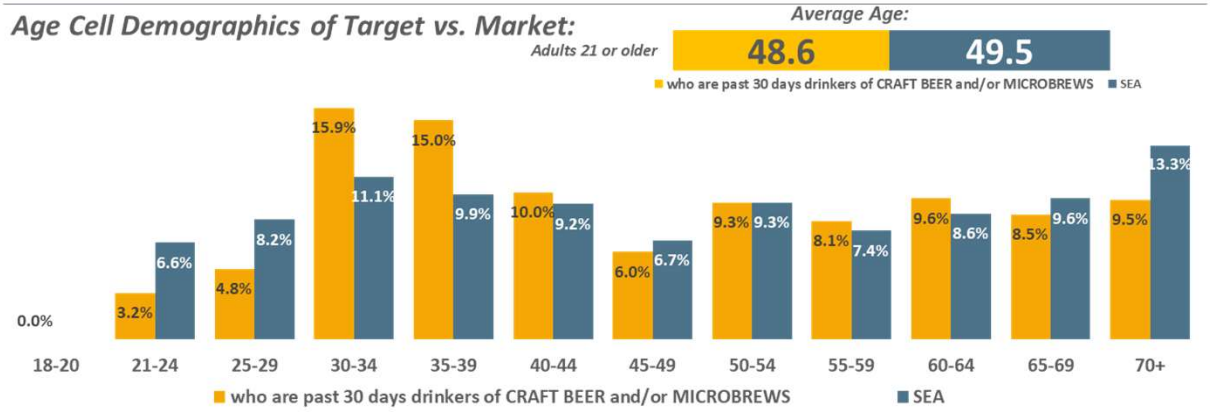
Gender of Target vs. Market: Adults 21 or older



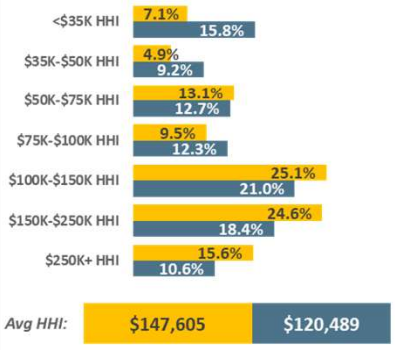
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$147,605	$120,489

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

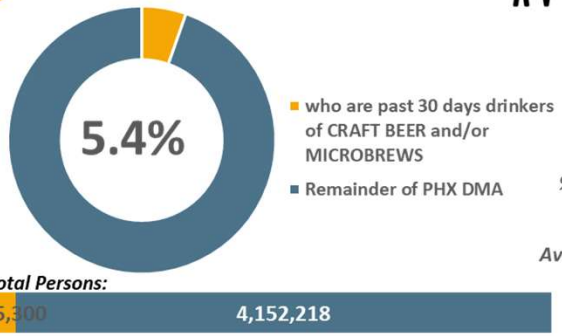
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

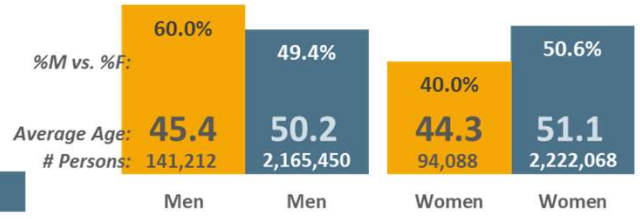


5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 44.9 years old (11.3% younger than average) and have a $134,809 (44.3% higher than average) annual household…

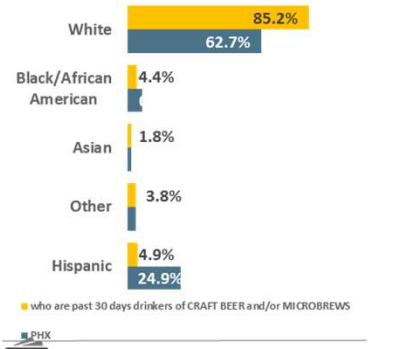
Percent of Market: Adults 21 or older



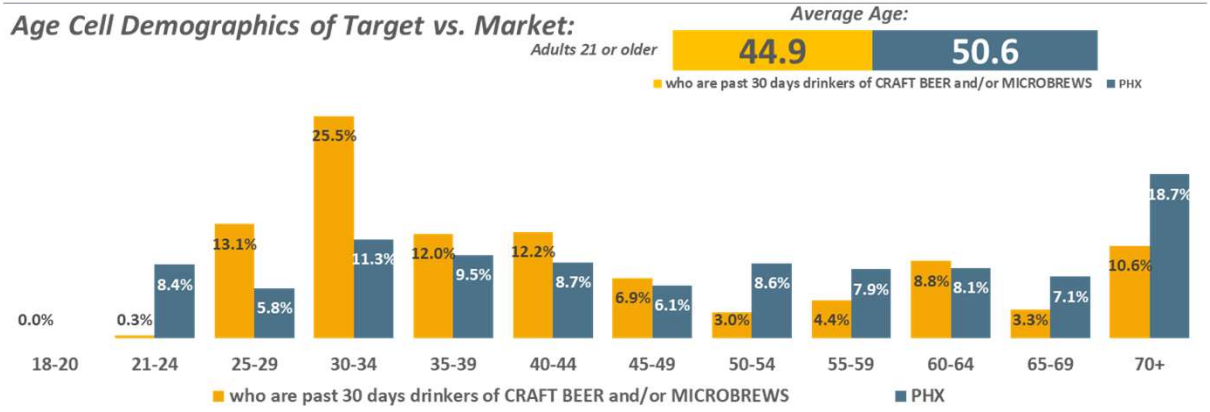
Gender of Target vs. Market: Adults 21 or older



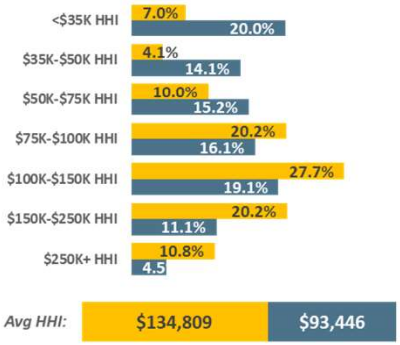
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

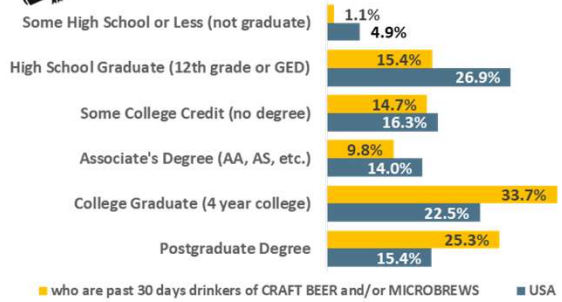
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

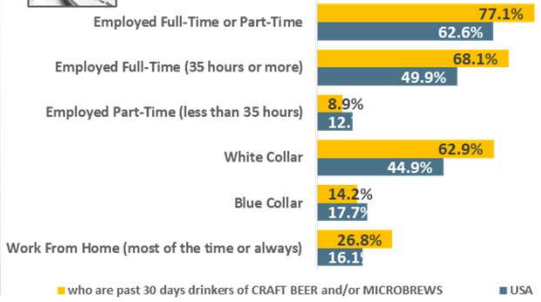


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 55.7% more likely to be a college graduate, 36.6% more likely to work full-time, 19.2% more likely to be married, 21.4% more likely to be a parent of 1 or more children u

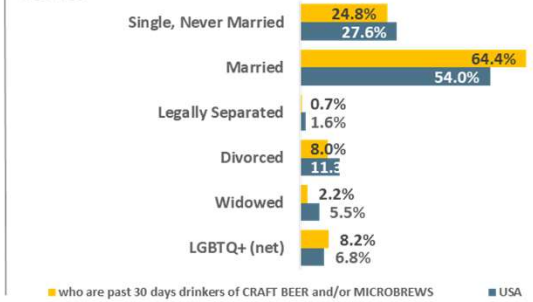
Education Levels: Adults 21 or older



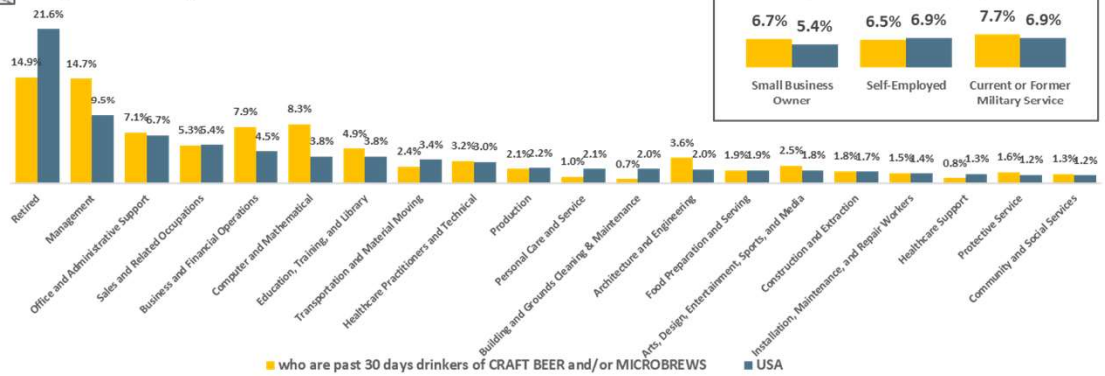
Employment: Adults 21 or older



Marital Status: Adults 21 or older

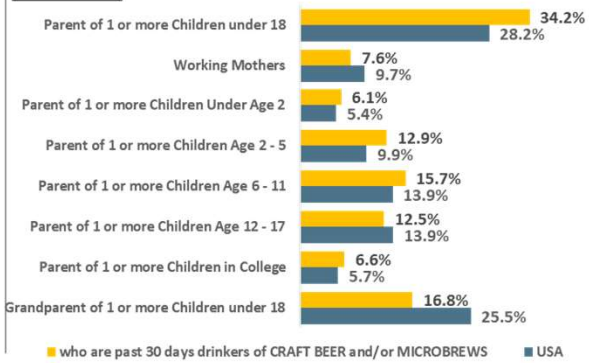


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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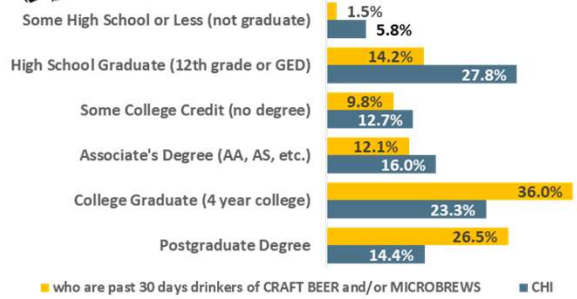
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

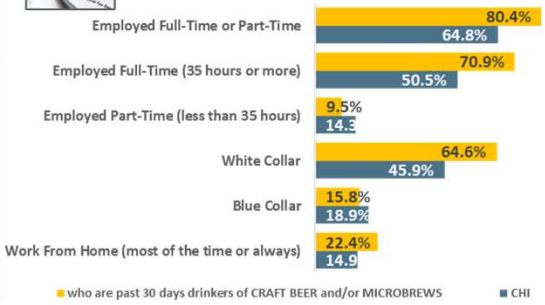


9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 65.7% more likely to be a college graduate, 40.4% more likely to work full-time, 26.4% more likely to be married, 39.5% more likely to be a parent of 1 or more children u

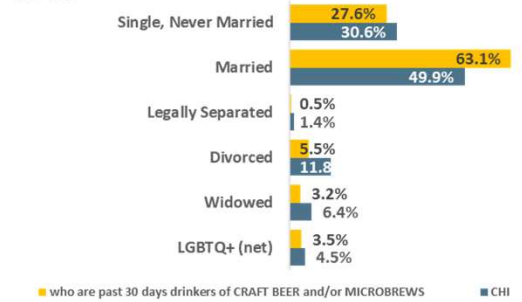
Education Levels: Adults 21 or older



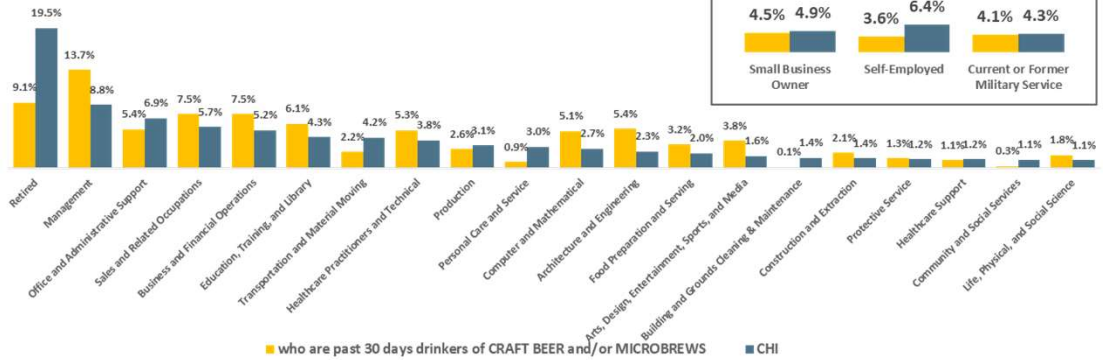
Employment: Adults 21 or older



Marital Status: Adults 21 or older

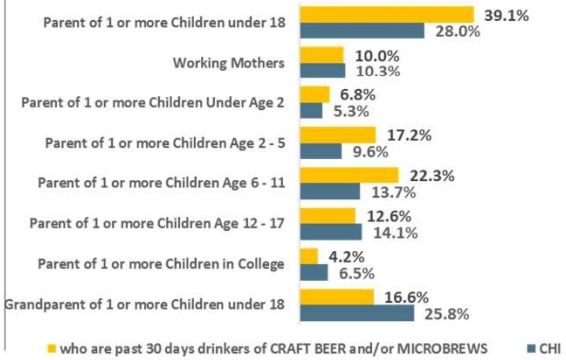


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

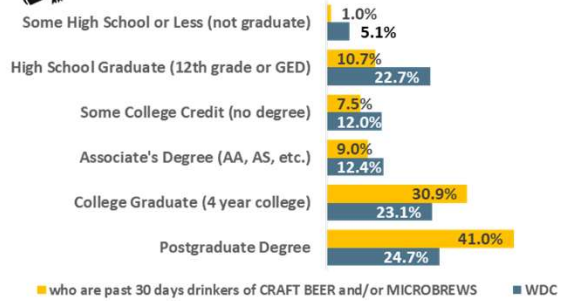
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

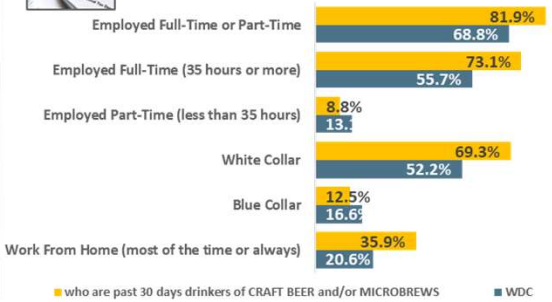


8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 50.4% more likely to be a college graduate, 31.4% more likely to work full-time, 18.% more likely to be married, 20.5% more likely to be a parent of 1 or more children un

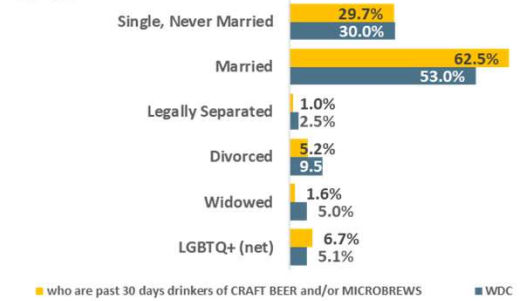
Education Levels: Adults 21 or older



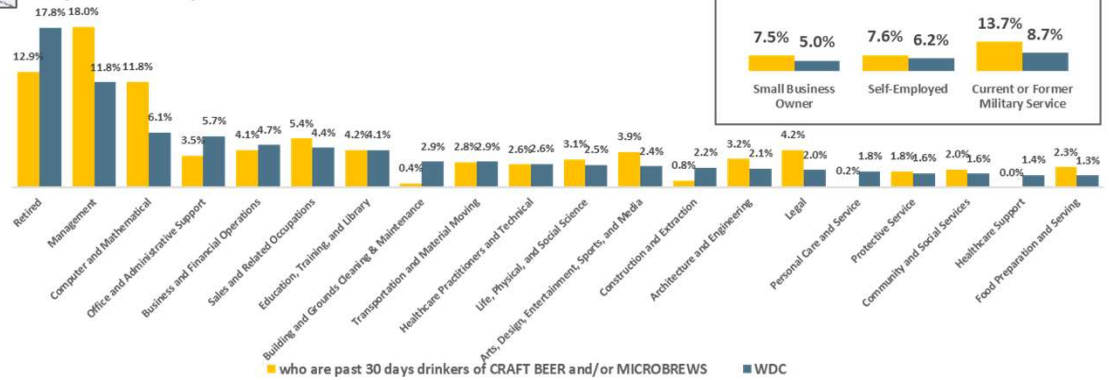
Employment: Adults 21 or older



Marital Status: Adults 21 or older

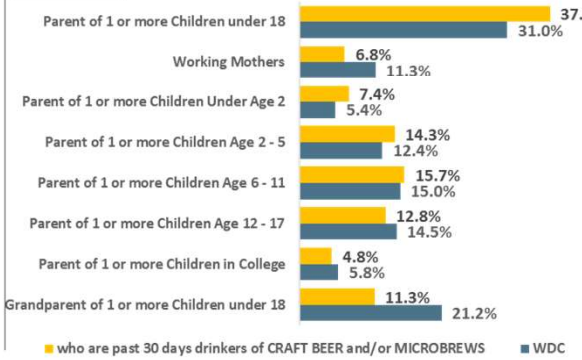


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

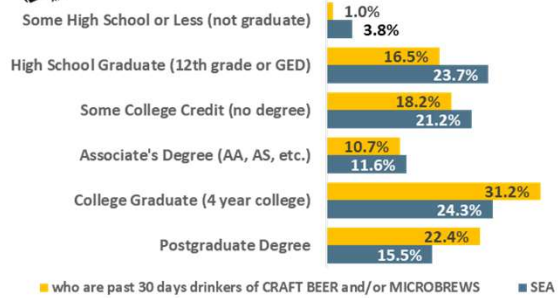
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

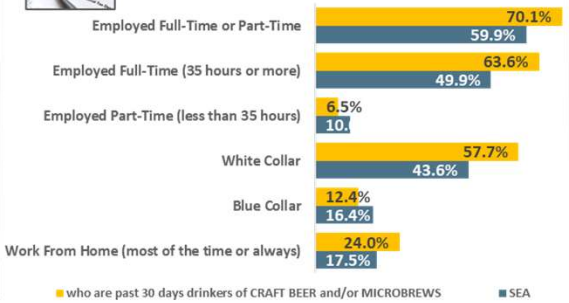


20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 34.8% more likely to be a college graduate, 27.4% more likely to work full-time, 9.% more likely to be married, 9.1% more likely to be a parent of 1 or more children unde

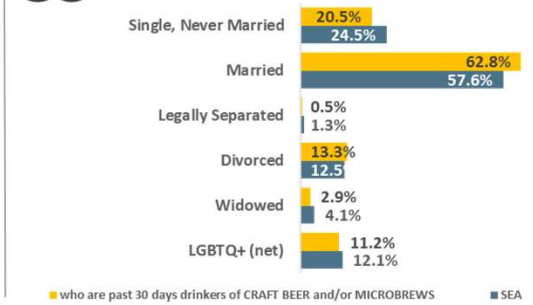
Education Levels: Adults 21 or older



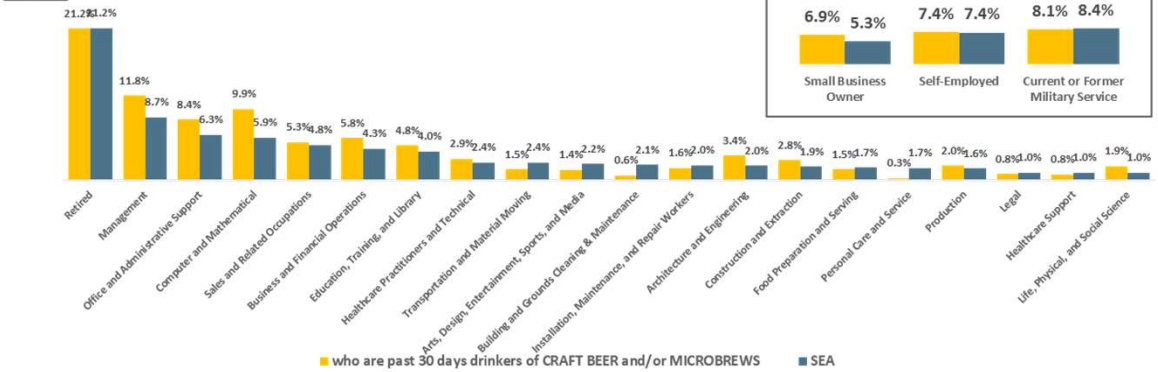
Employment: Adults 21 or older



Marital Status: Adults 21 or older

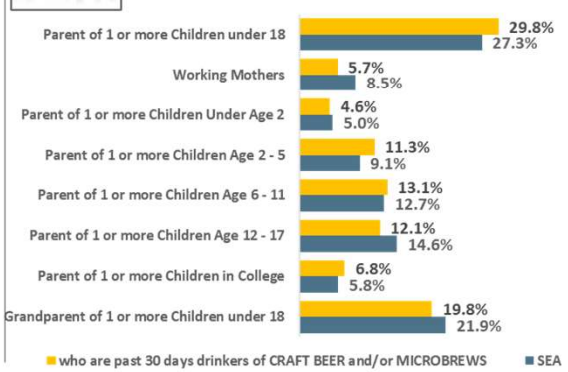


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

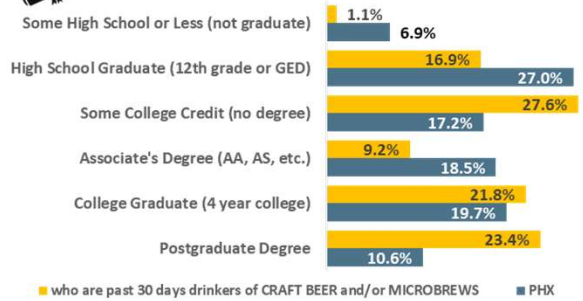
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

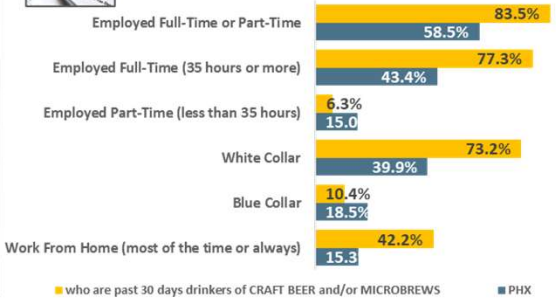


5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 49.5% more likely to be a college graduate, 78.% more likely to work full-time, 16.1% more likely to be married, 1.7% less likely to be a parent of 1 or more children und

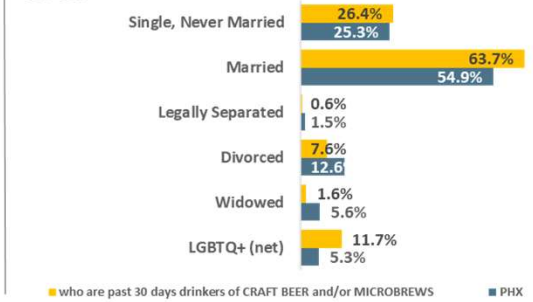
Education Levels: Adults 21 or older



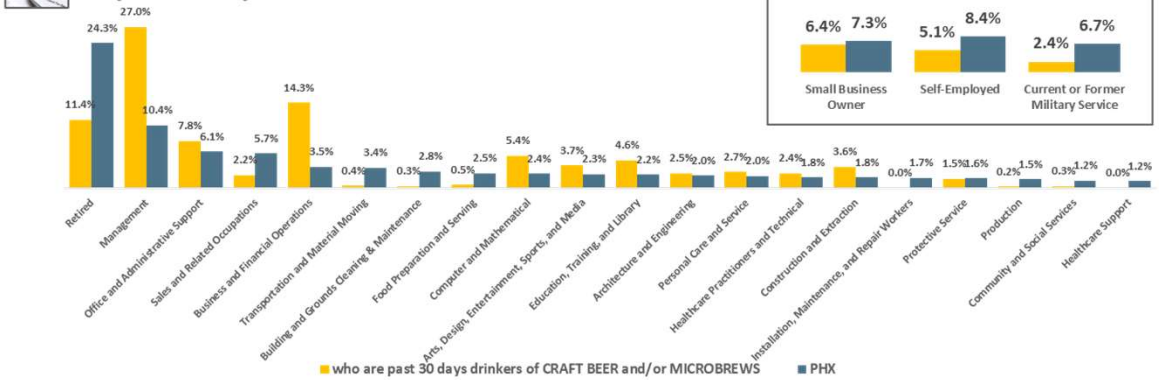
Employment: Adults 21 or older



Marital Status: Adults 21 or older

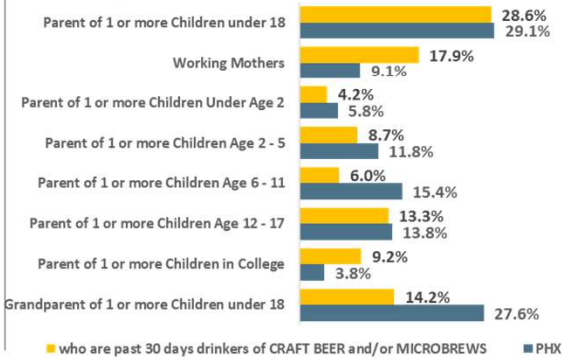


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

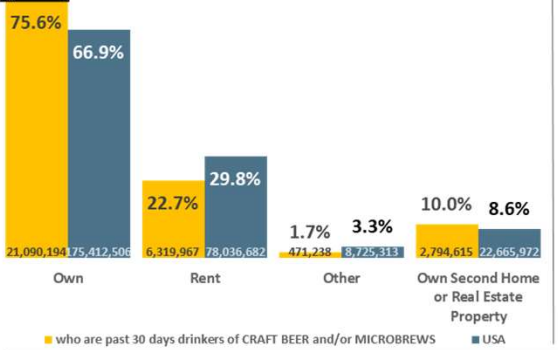
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

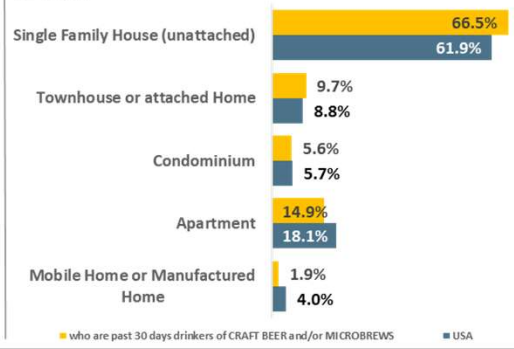


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 13.1% more likely to own their home, 40.8% more likely to own a higher valued home, 7.4% more likely to have a single-family home, 23.% more likely to have a dog.

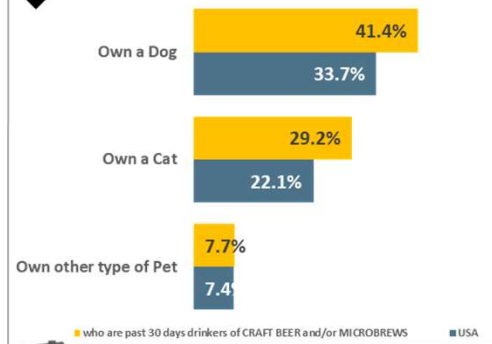
Own/Rent/Other: Adults 21 or older



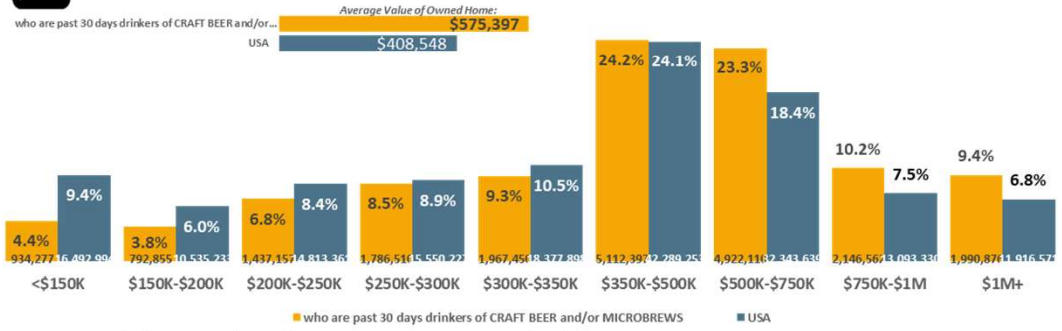
Type of Home: Adults 21 or older



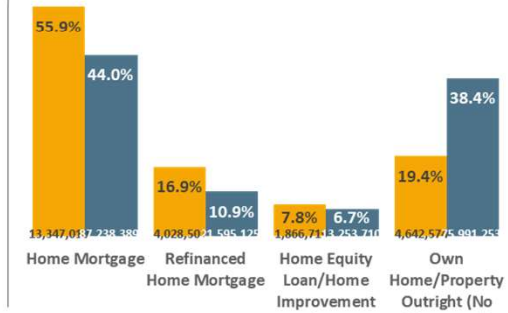
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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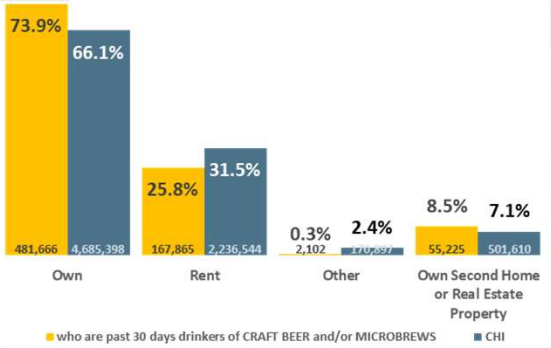
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

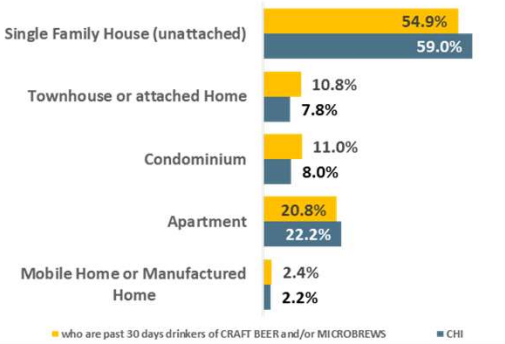


9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 11.9% more likely to own their home, 11.3% more likely to own a higher valued home, 6.9% less likely to have a single-family home, 33.7% more likely to have a dog.

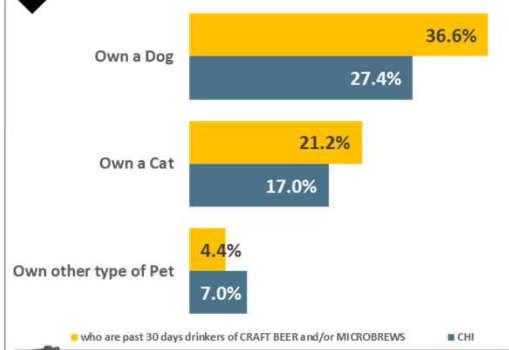
Own/Rent/Other: Adults 21 or older



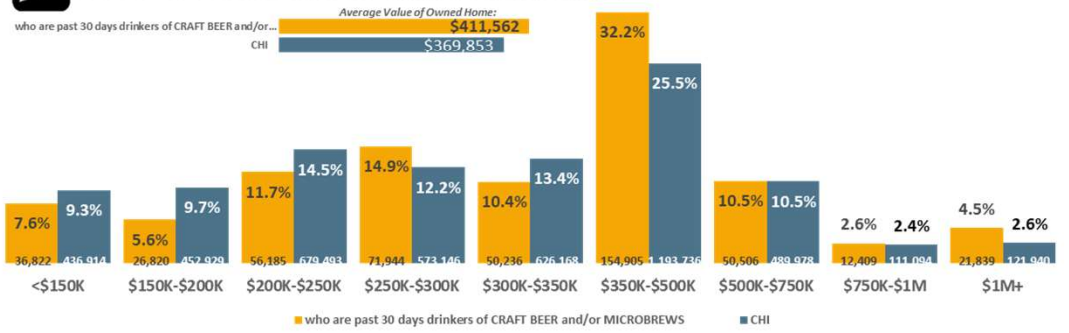
Type of Home: Adults 21 or older



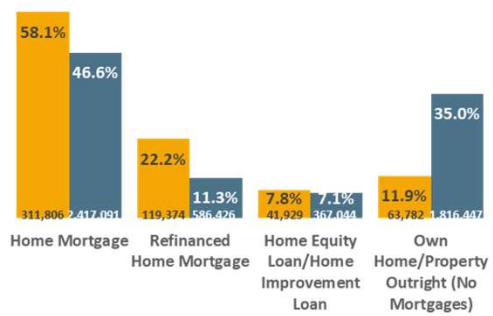
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

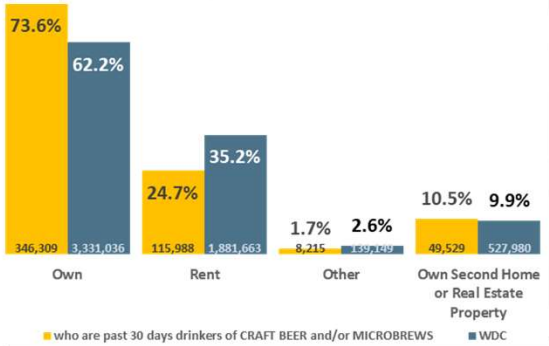
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

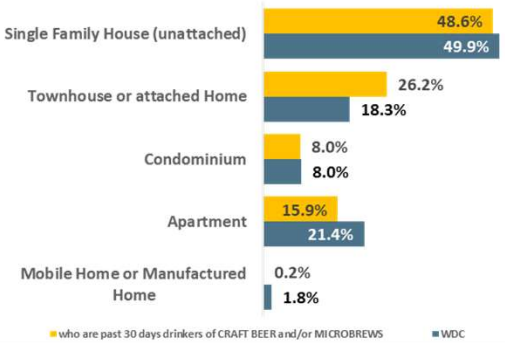


8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 18.3% more likely to own their home, 19.5% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 8.5% more likely to have a dog.

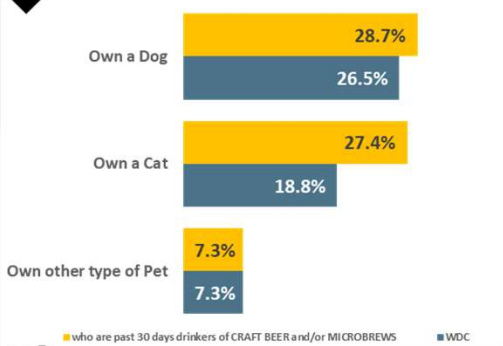
Own/Rent/Other: Adults 21 or older



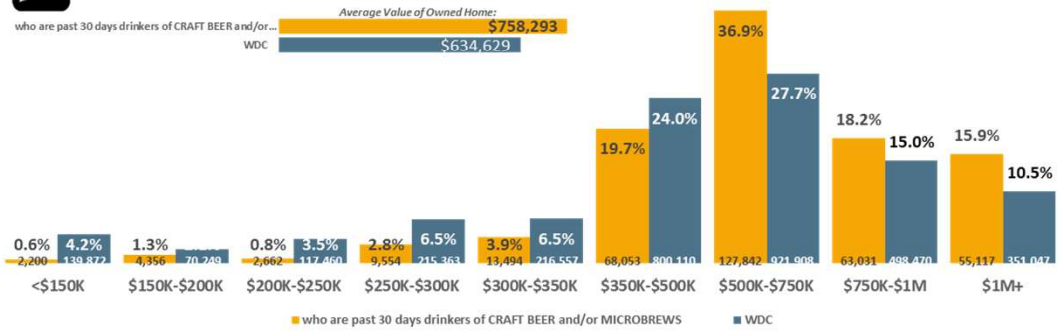
Type of Home: Adults 21 or older



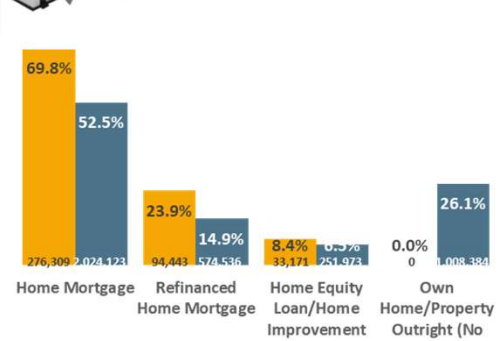
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

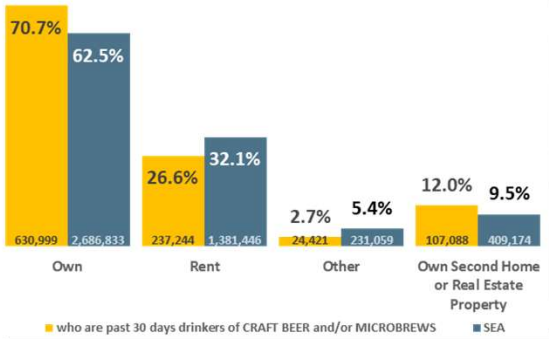
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

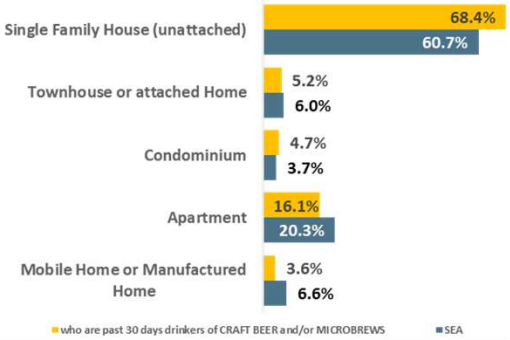


20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 13.1% more likely to own their home, 9.1% more likely to own a higher valued home, 12.8% more likely to have a single-family home, .% less likely to have a dog.

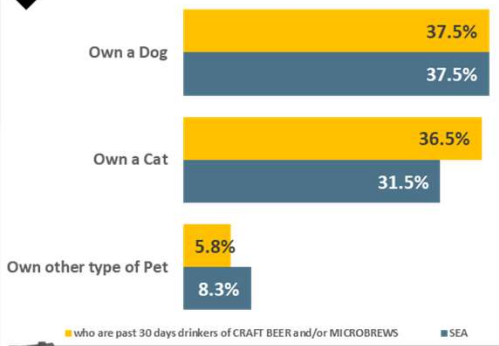
Own/Rent/Other: Adults 21 or older



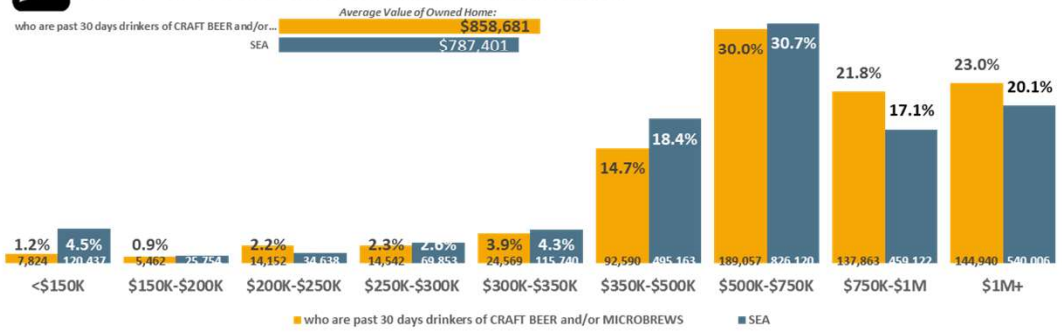
Type of Home: Adults 21 or older



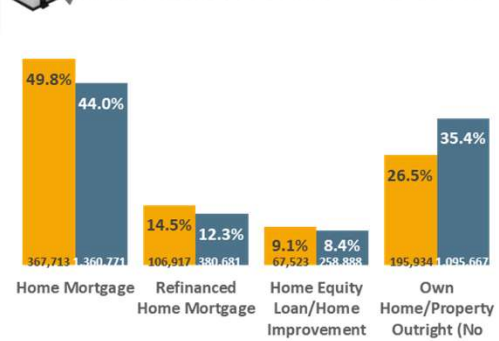
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

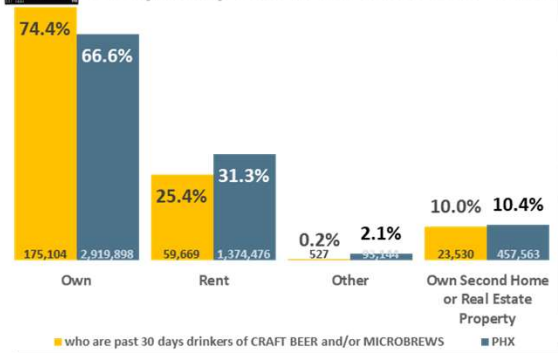
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

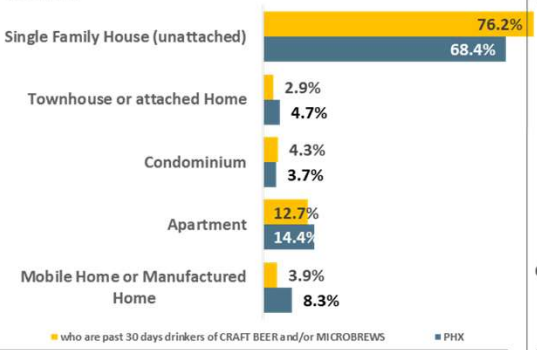


5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 11.8% more likely to own their home, 5.% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 71.1% more likely to have a dog.

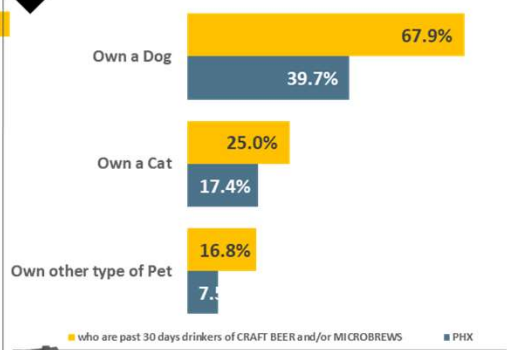
Own/Rent/Other: Adults 21 or older



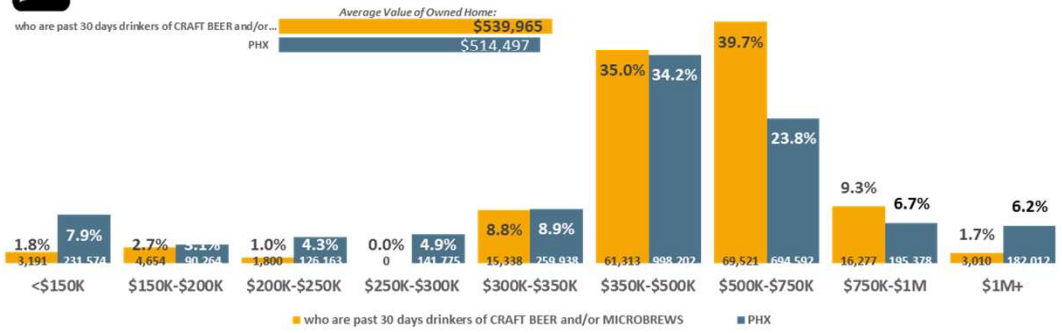
Type of Home: Adults 21 or older



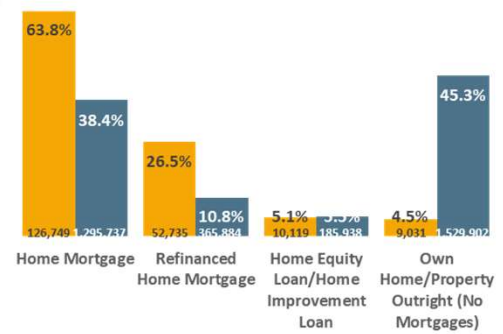
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

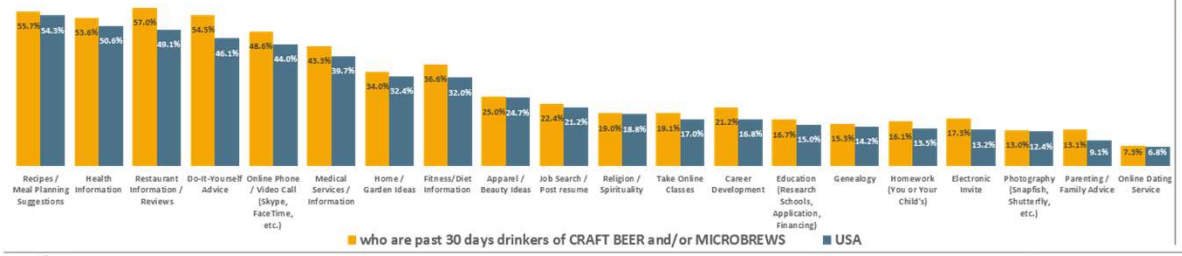
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

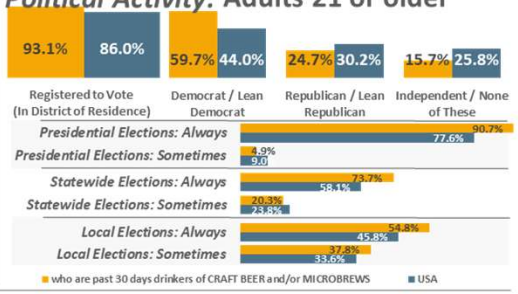


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 18.3% more likely to look up D-I-Y advice online, 19.5% more likely to always vote in local elections, 26.7% more likely to belong to a gym, 32.7% more likely to fly dome

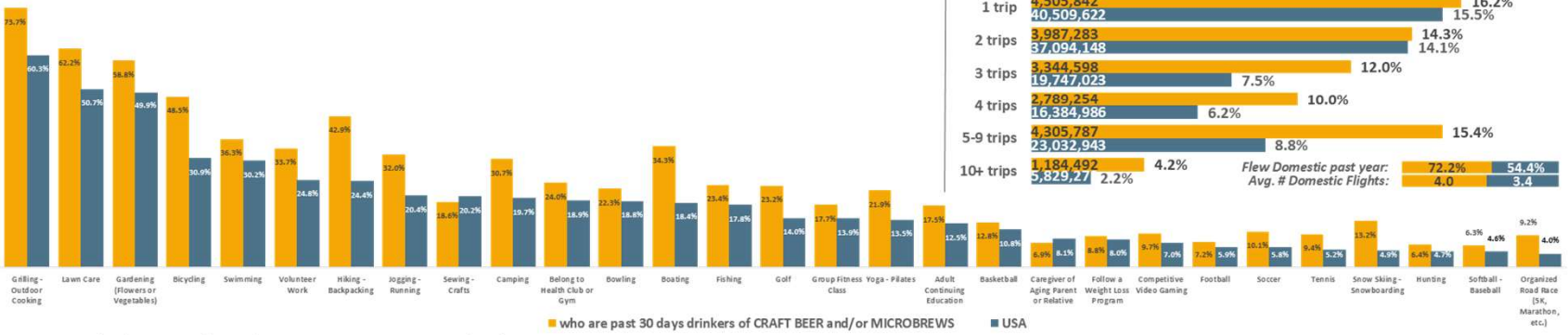
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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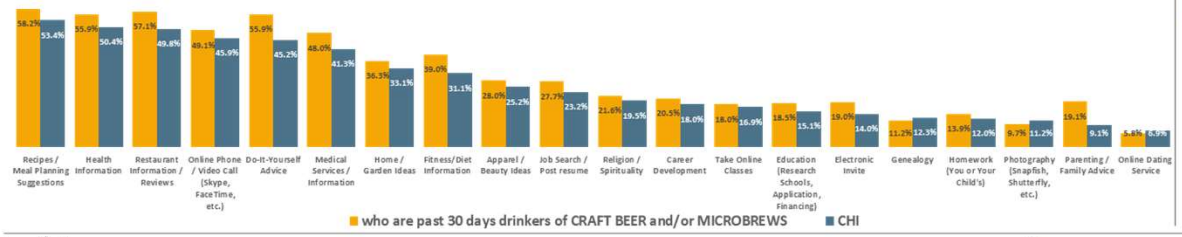
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

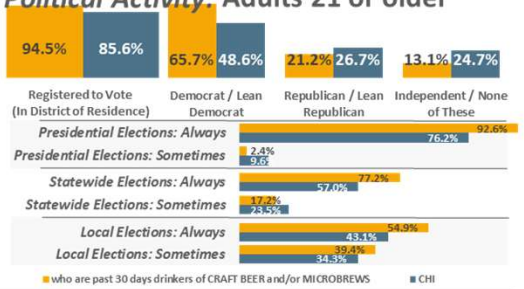


9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 23.6% more likely to look up D-I-Y advice online, 27.5% more likely to always vote in local elections, 32.6% more likely to belong to a gym, 23.6% more likely to fly dome

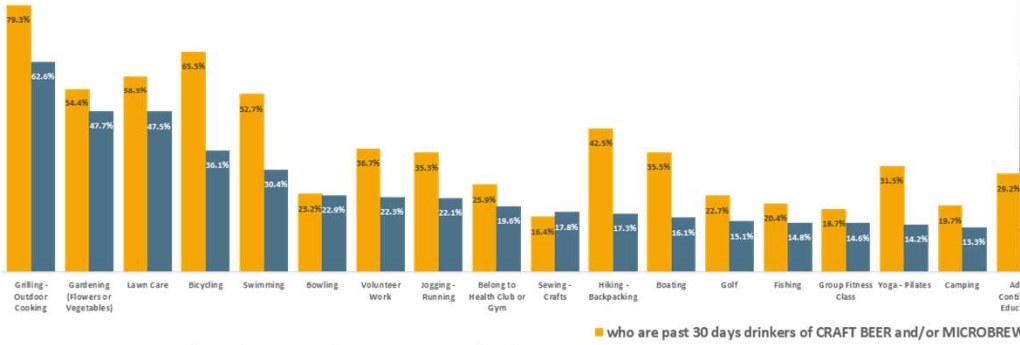
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



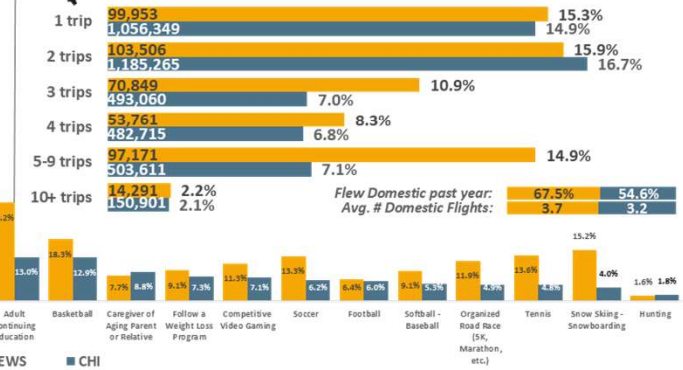
Political Activity: Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

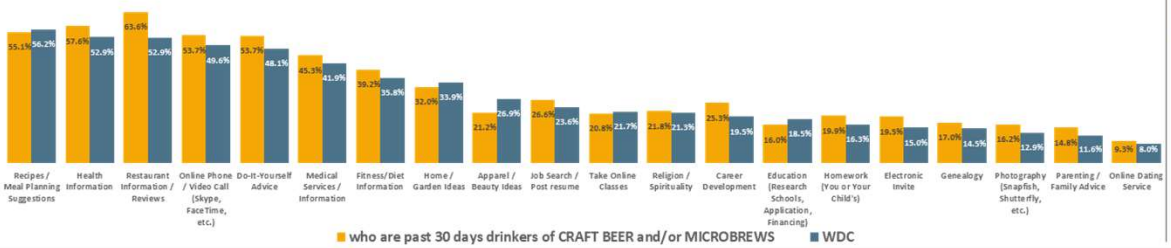
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

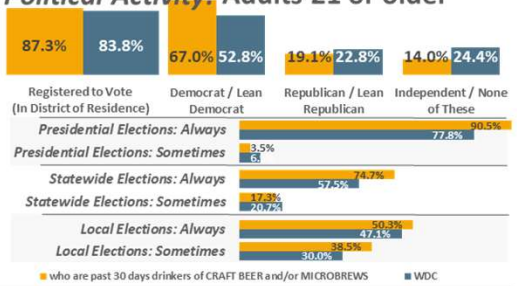


8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 11.6% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 26.1% more likely to belong to a gym, 45.5% more likely to fly domes

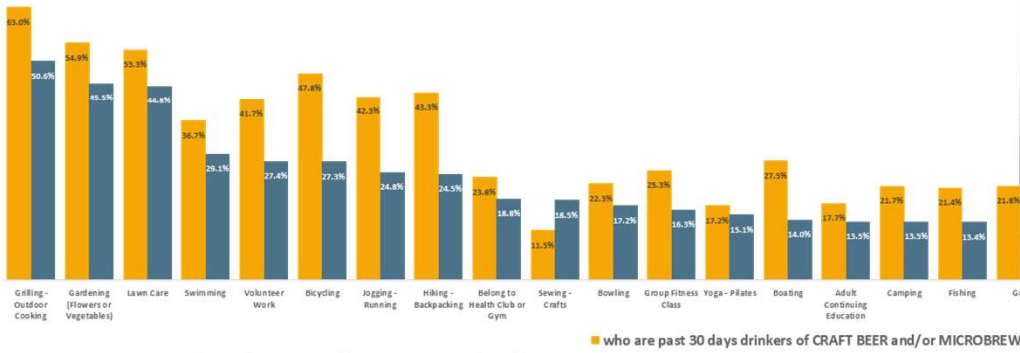
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



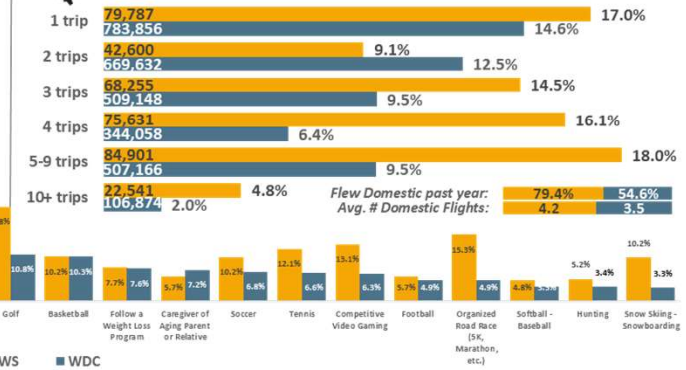
Political Activity: Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

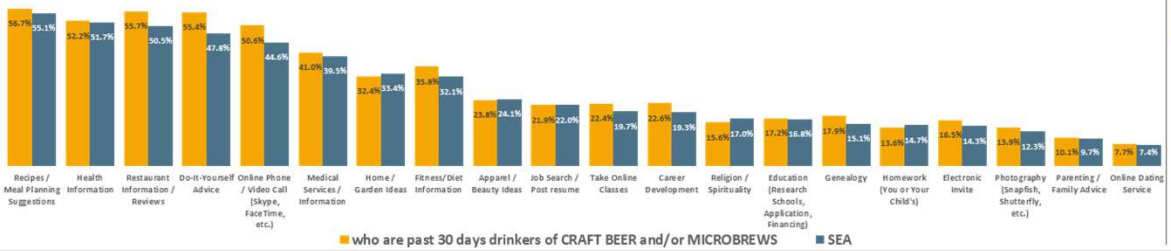
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

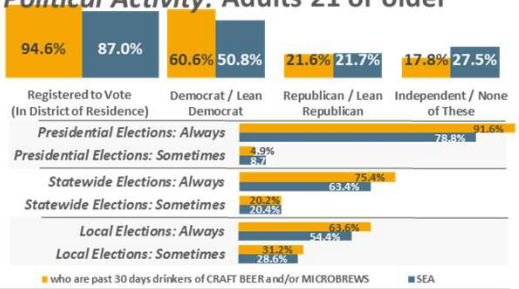


20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 16.% more likely to look up D-I-Y advice online, 16.9% more likely to always vote in local elections, 21.8% more likely to belong to a gym, 13.9% more likely to fly domes

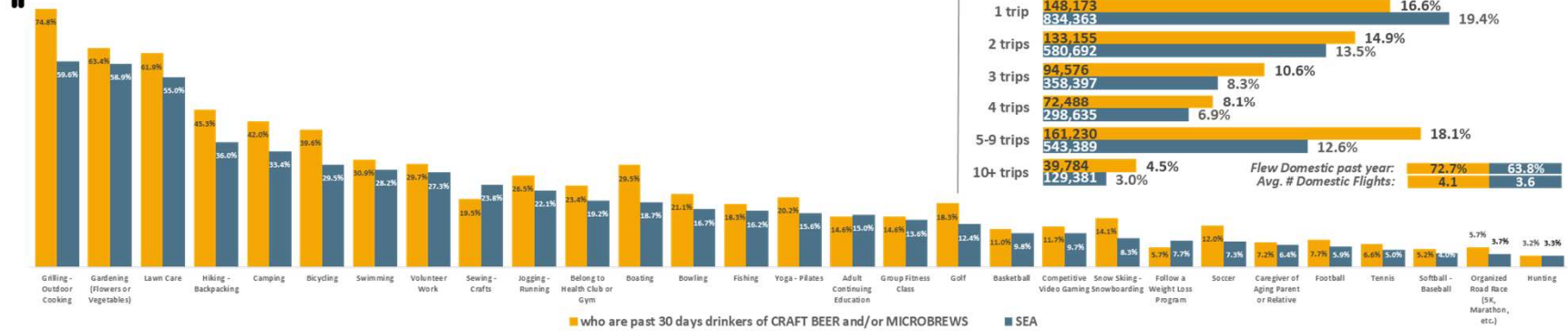
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

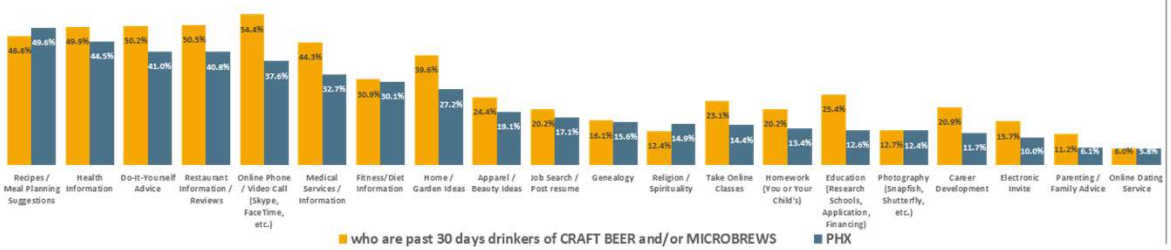
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

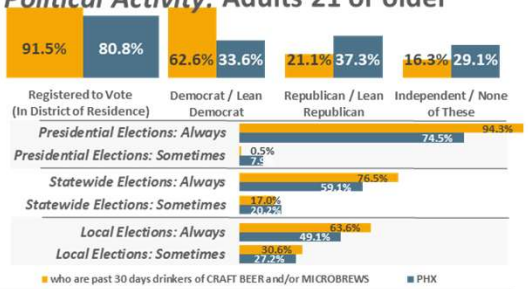


5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 22.2% more likely to look up D-I-Y advice online, 29.4% more likely to always vote in local elections, 43.1% more likely to belong to a gym, 18.% more likely to fly domes

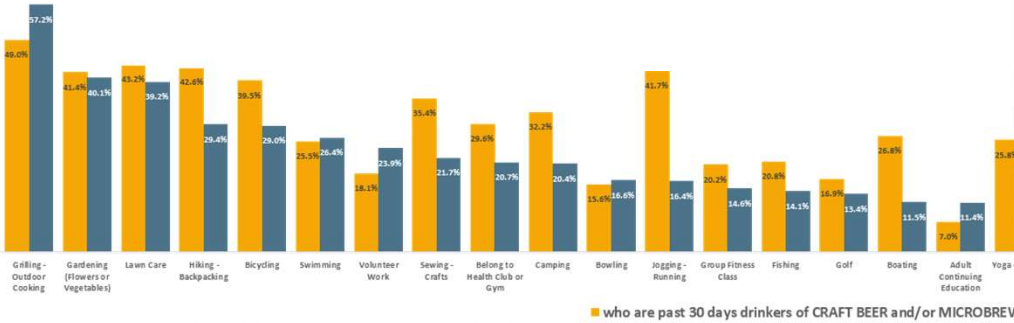
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



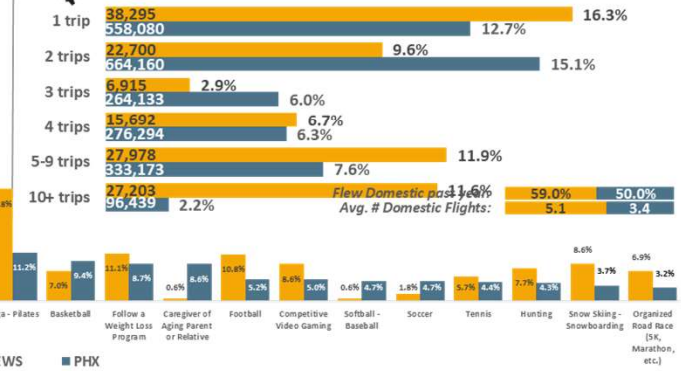
Political Activity: Adults 21 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 4.8% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 41.3% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

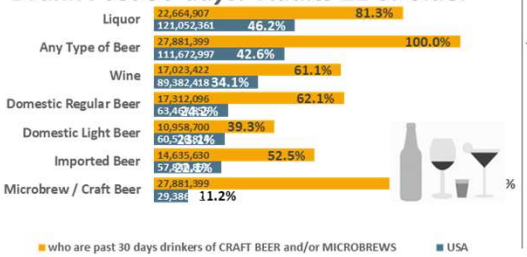
(Sit-Down Restaurants Used Past 30-days)



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

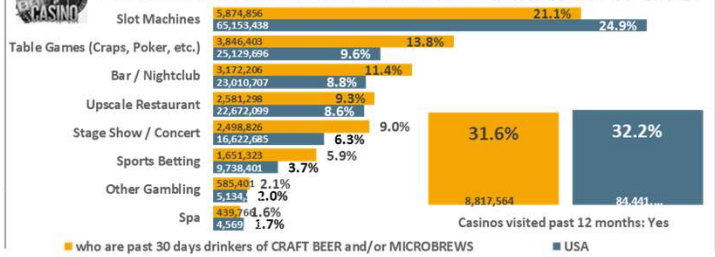


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 2.2% more likely to use QSRs past mo., 14.8% more likely to use Sit-Down Restaurants past mo., 35.6% less likely to use Casinos past yr., 63.1% less likely to smoke cigar

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



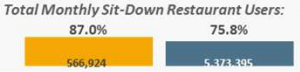
Avg. Monthly QSR Meals:



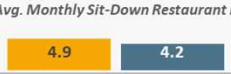
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

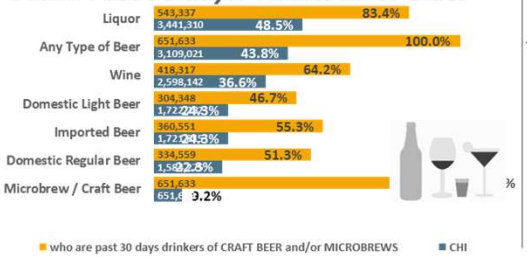
(Sit-Down Restaurants Used Past 30-days)



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

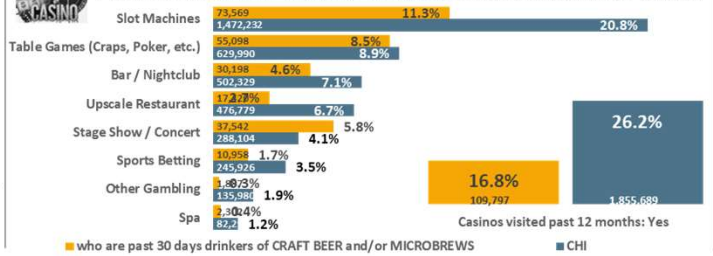


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 6.% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 14.1% less likely to use Casinos past yr., 23.% less likely to smoke cigarett

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

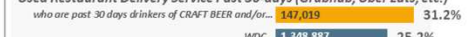


Top-10 Cuisines: Adults 21 or older

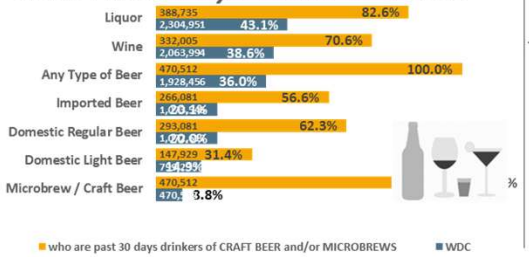
(Sit-Down Restaurants Used Past 30-days)



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

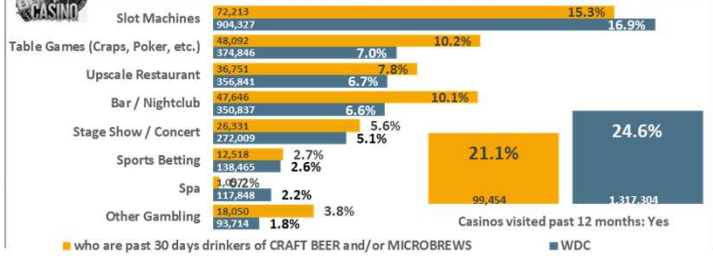


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 6.3% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., .4% less likely to use Casinos past yr., 30.3% less likely to smoke cigaret

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

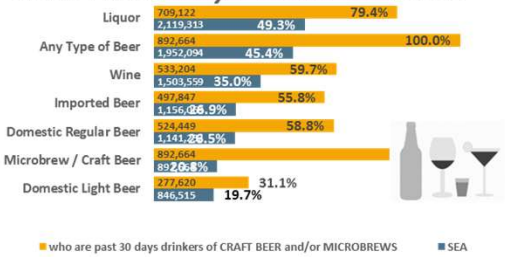
(Sit-Down Restaurants Used Past 30-days)



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

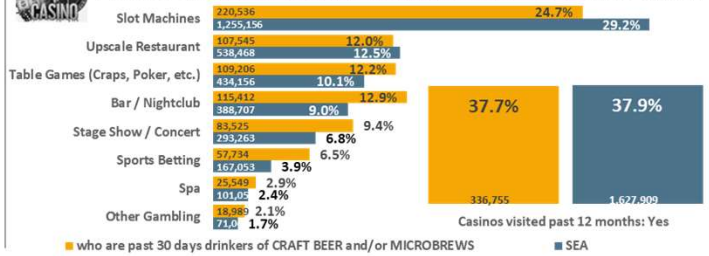


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are .7% less likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 32.7% more likely to use Casinos past yr., 39.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 90.0% 211,875 | 90.6% 3,977,035

Avg. Monthly QSR Meals: 8.2 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 90.2% 212,292 | 77.0% 3,378,645

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.3

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)

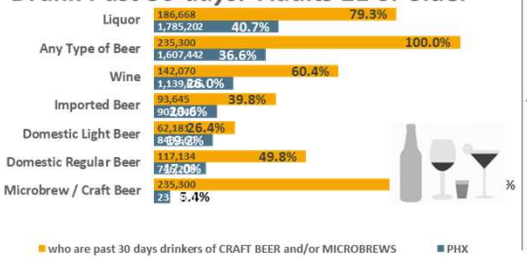


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are past 30 days drinkers of CRAFT BEER and/or... 95,117 40.4%

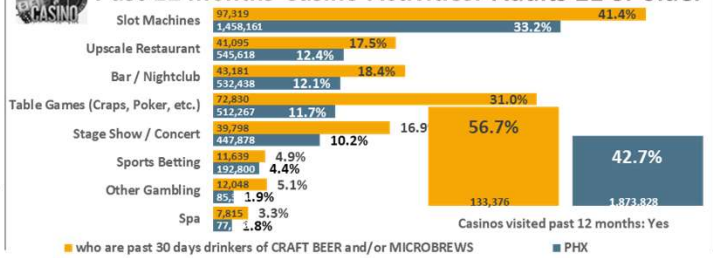
PHX 626,912 14.3%

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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

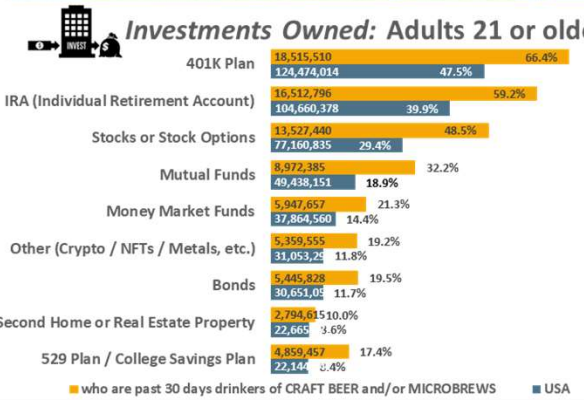
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

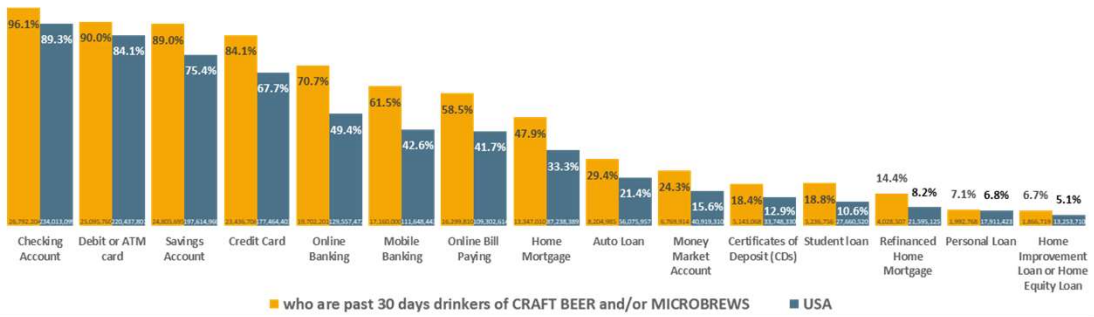


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 39.9% more likely to have a 401K, 37.6% more likely to have an Auto Loan, 90.9% more likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



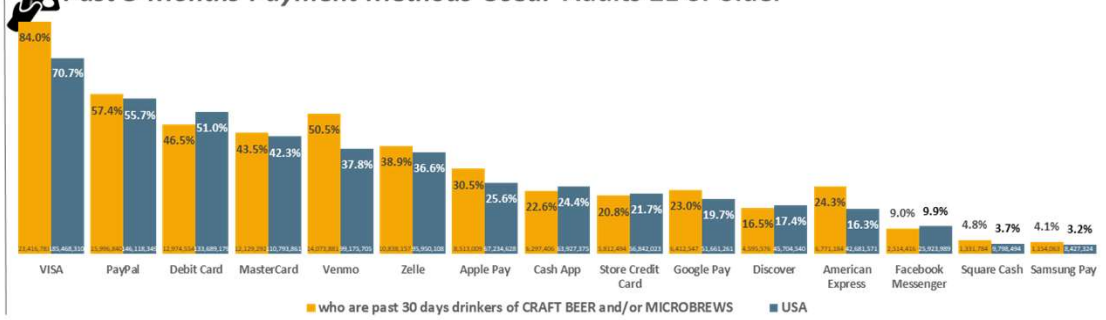
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

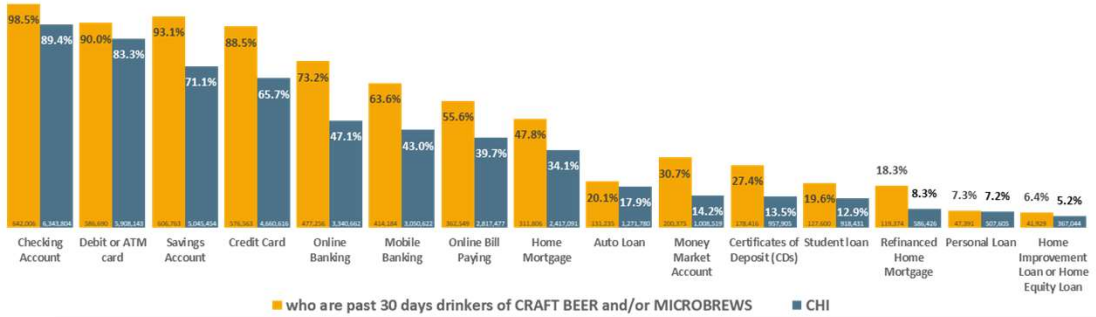


9.2% or 651,633 of CHI DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 43.1% more likely to have a 401K, 12.3% more likely to have an Auto Loan, 83.3% more likely to Invest/Trade Stocks Online, 9.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



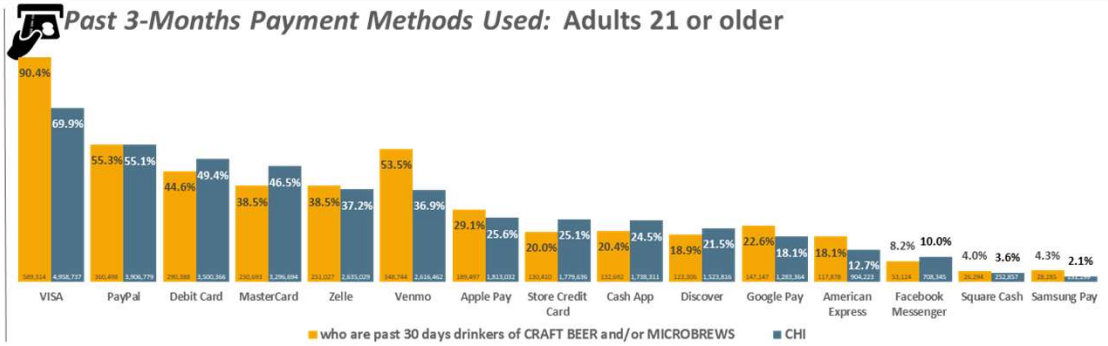
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

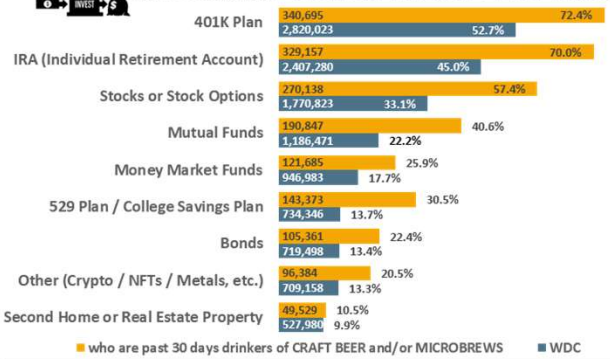
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

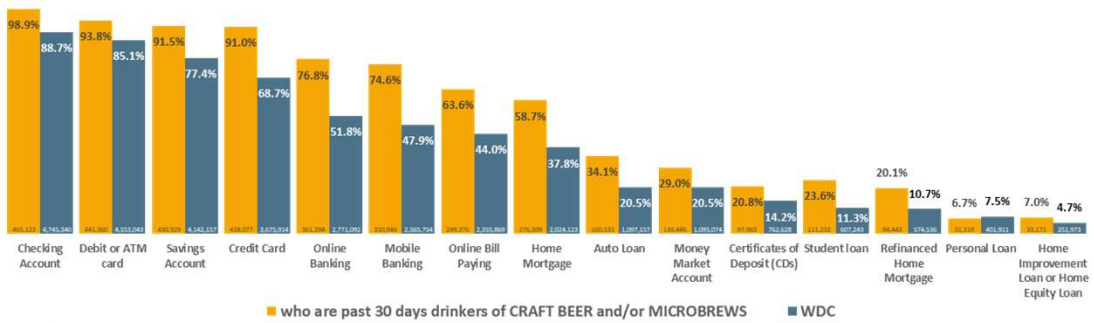


8.8% or 470,512 of WDC DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 37.4% more likely to have a 401K, 66.4% more likely to have an Auto Loan, 135.4% more likely to Invest/Trade Stocks Online, 8.% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



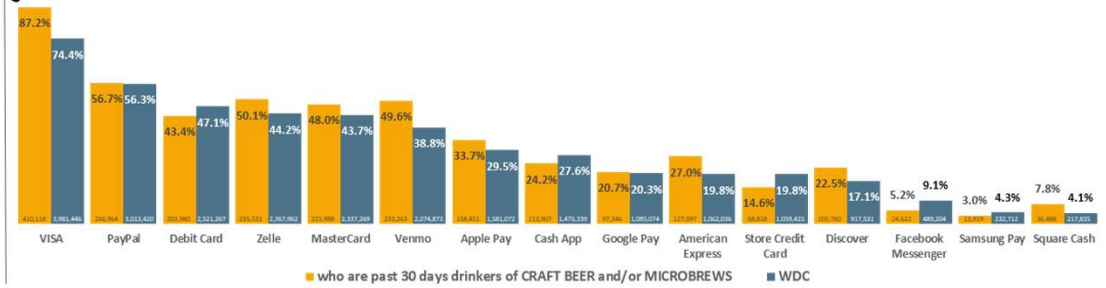
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

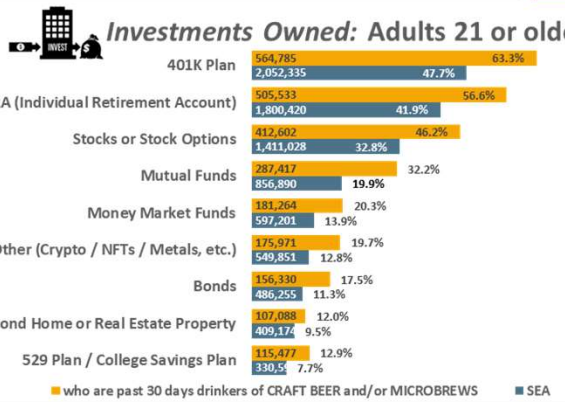
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

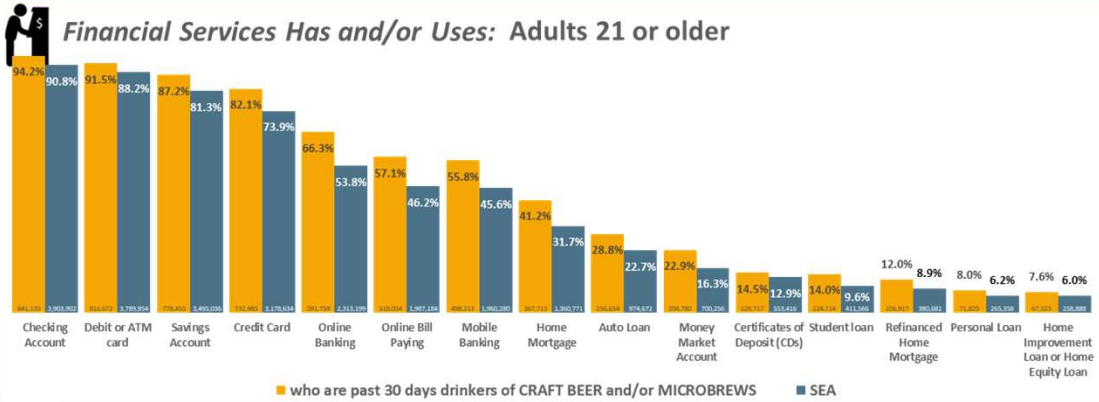


20.8% or 892,664 of SEA DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or...
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 32.5% more likely to have a 401K, 26.8% more likely to have an Auto Loan, 64.1% more likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.

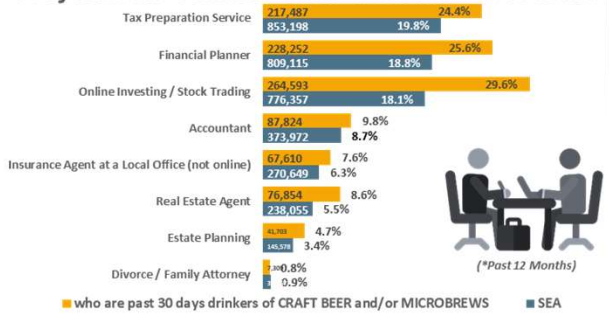
Investments Owned: Adults 21 or older



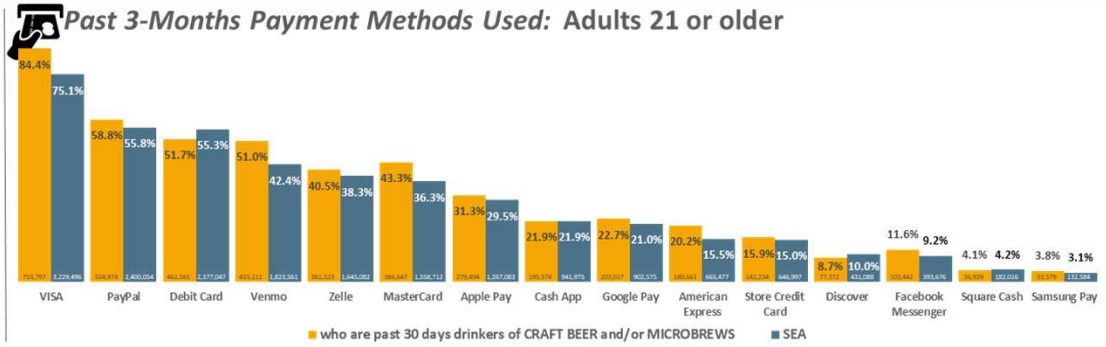
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

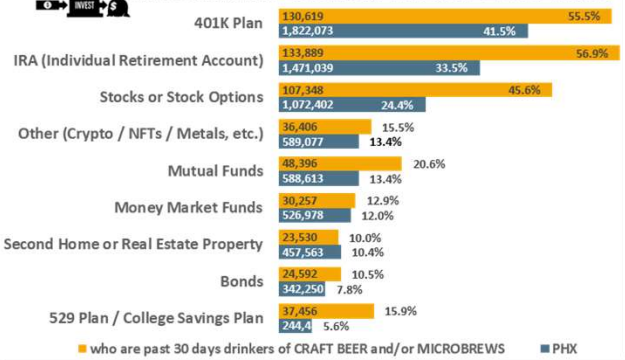
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

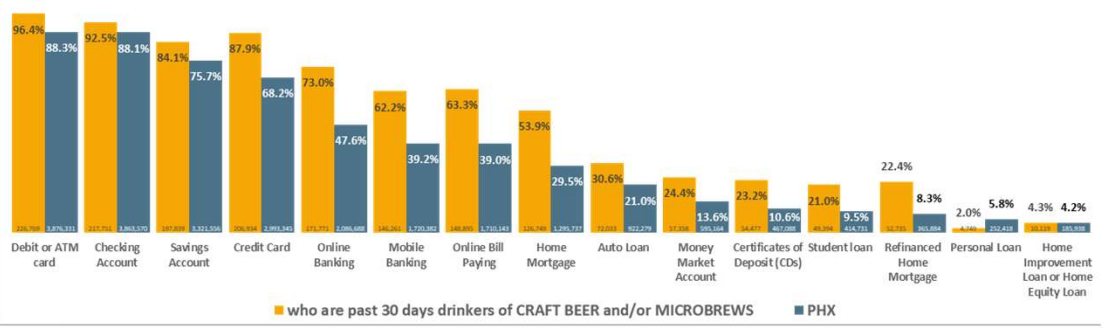


5.4% or 235,300 of PHX DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 33.7% more likely to have a 401K, 45.6% more likely to have an Auto Loan, 92.7% more likely to Invest/Trade Stocks Online, 25.9% less likely to pay with their Debit Card.

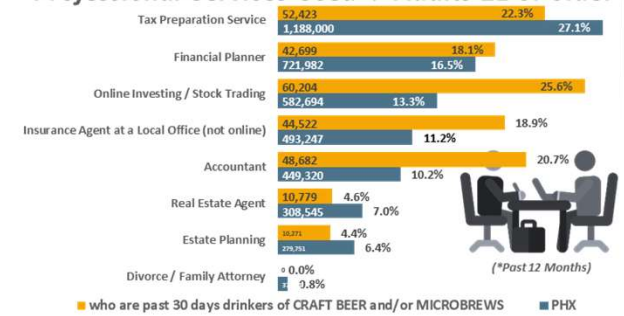
Investments Owned: Adults 21 or older



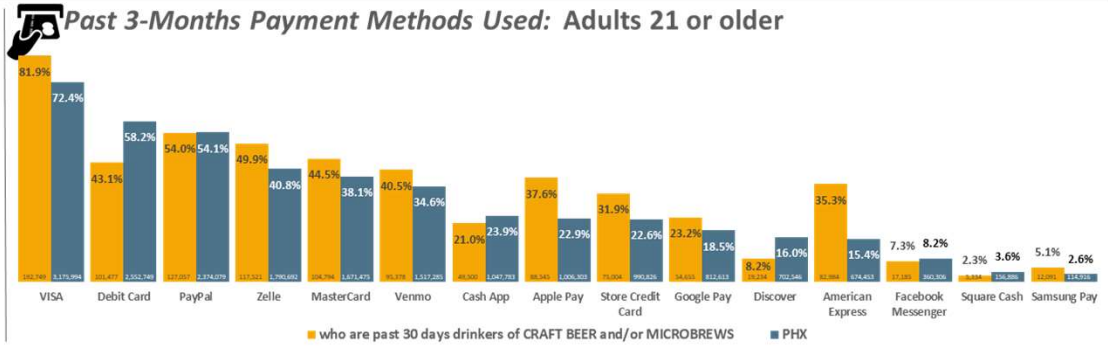
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

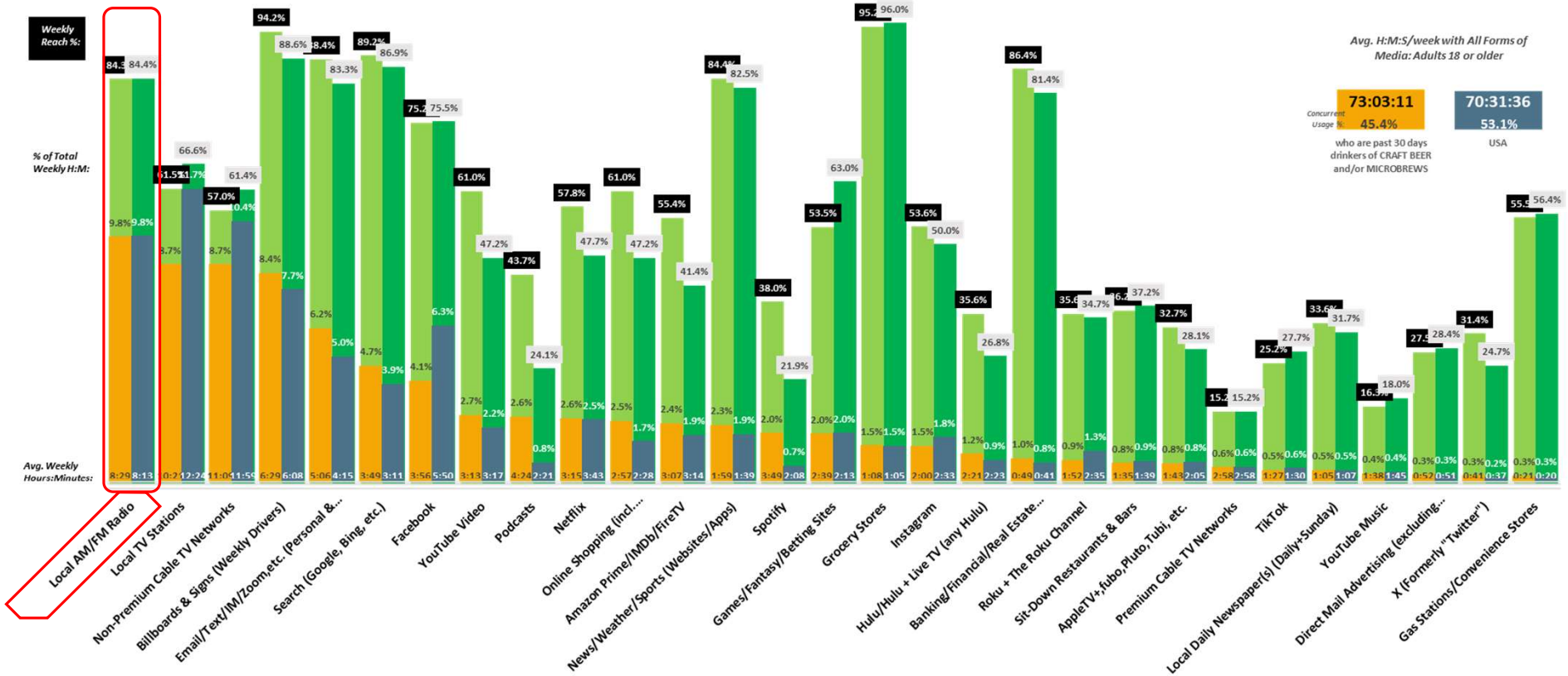
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 1 hours, 3 minutes and 11 seconds each week with All Forms of Media.

84.3% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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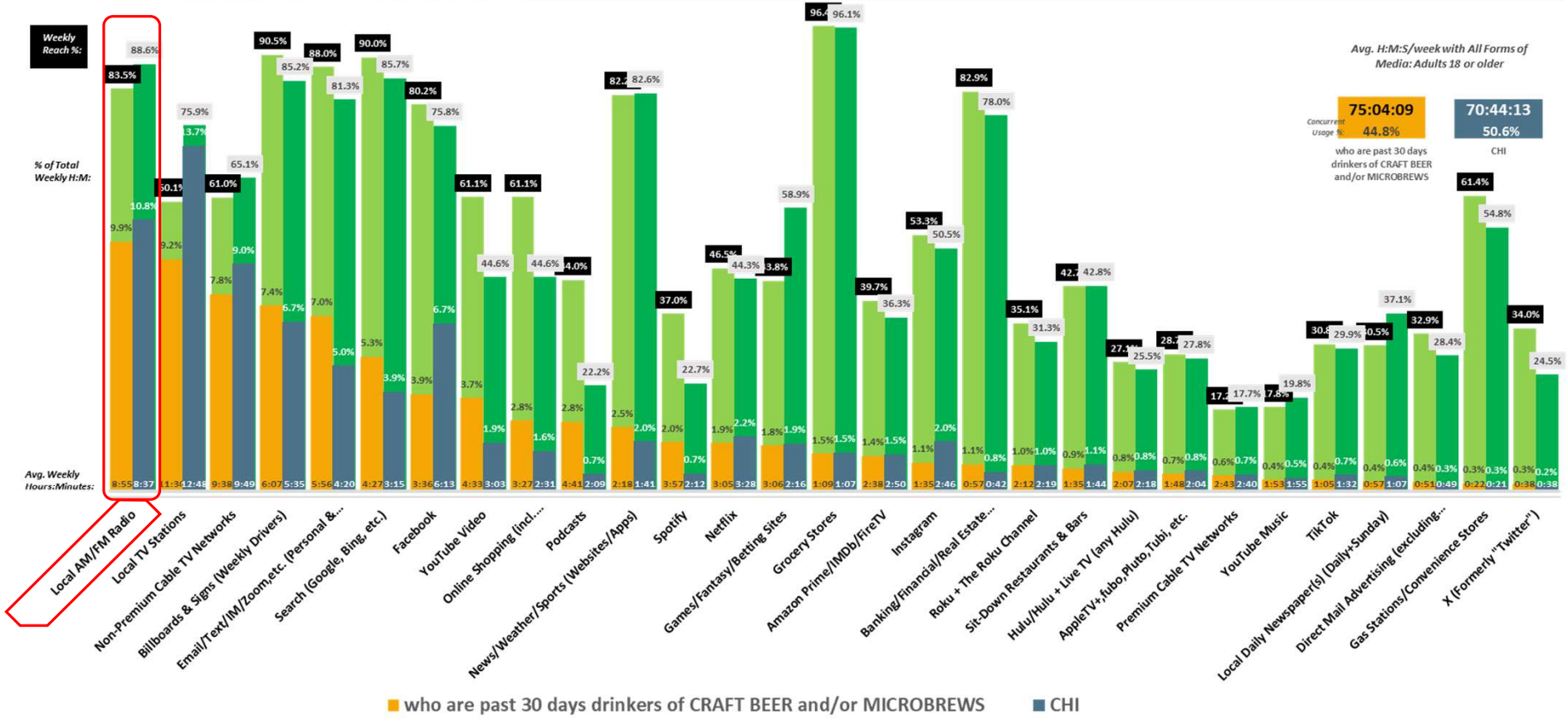
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 3 hours, 4 minutes and 9 seconds each week with All Forms of Media.

83.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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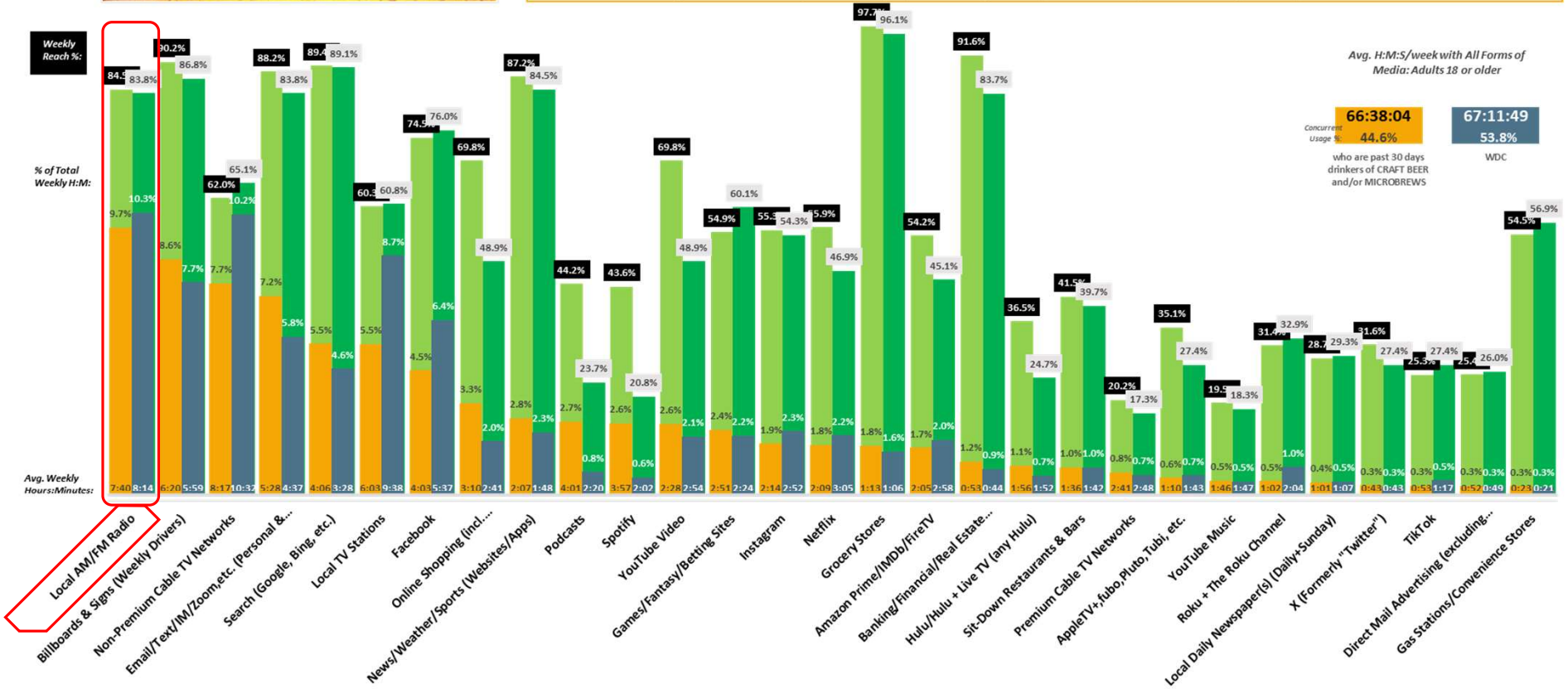
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 18 hours, 38 minutes and 4 seconds each week with All Forms of Media.

84.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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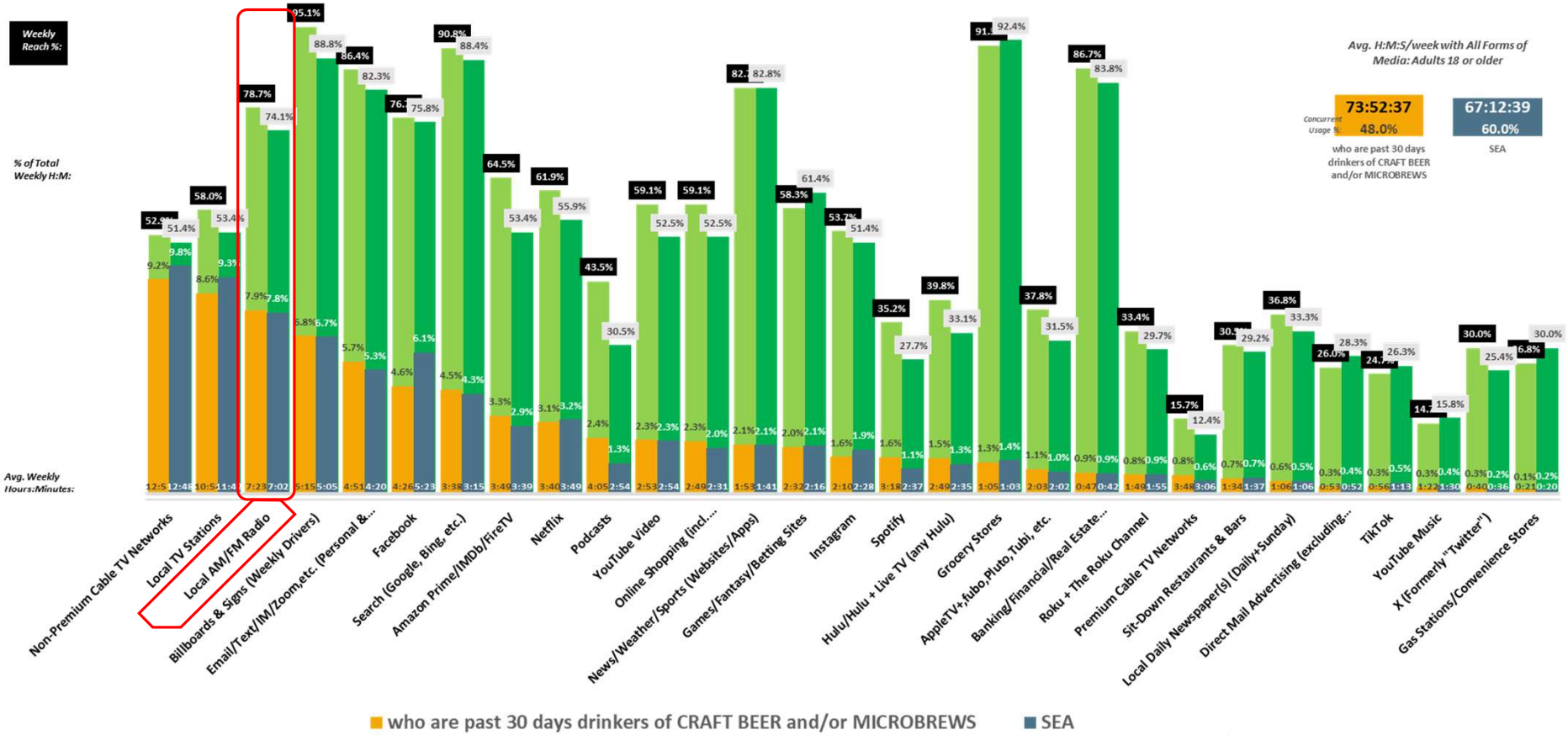
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 1 hours, 52 minutes and 37 seconds each week with All Forms of Media.

78.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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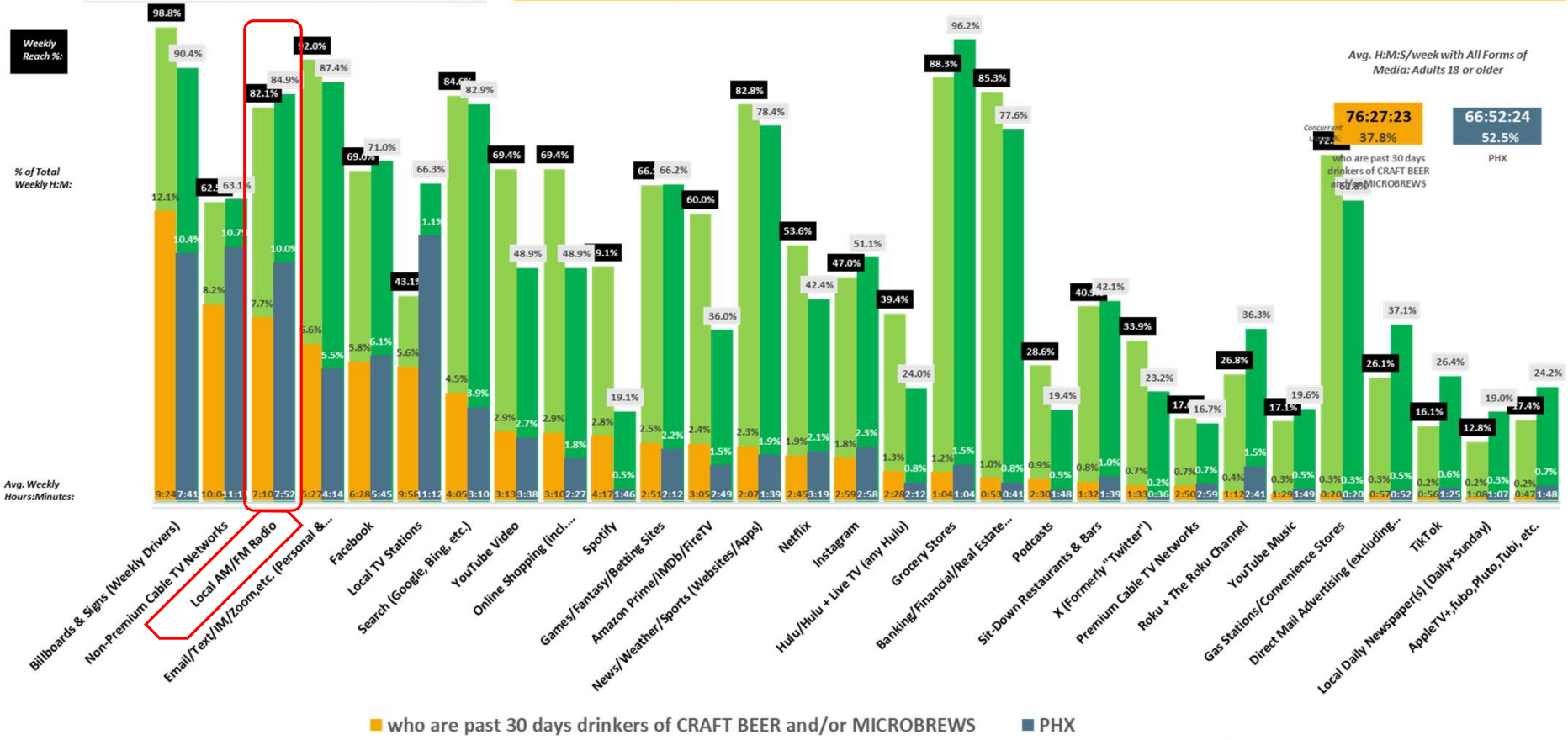
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 4 hours, 27 minutes and 23 seconds each week with All Forms of Media.

82.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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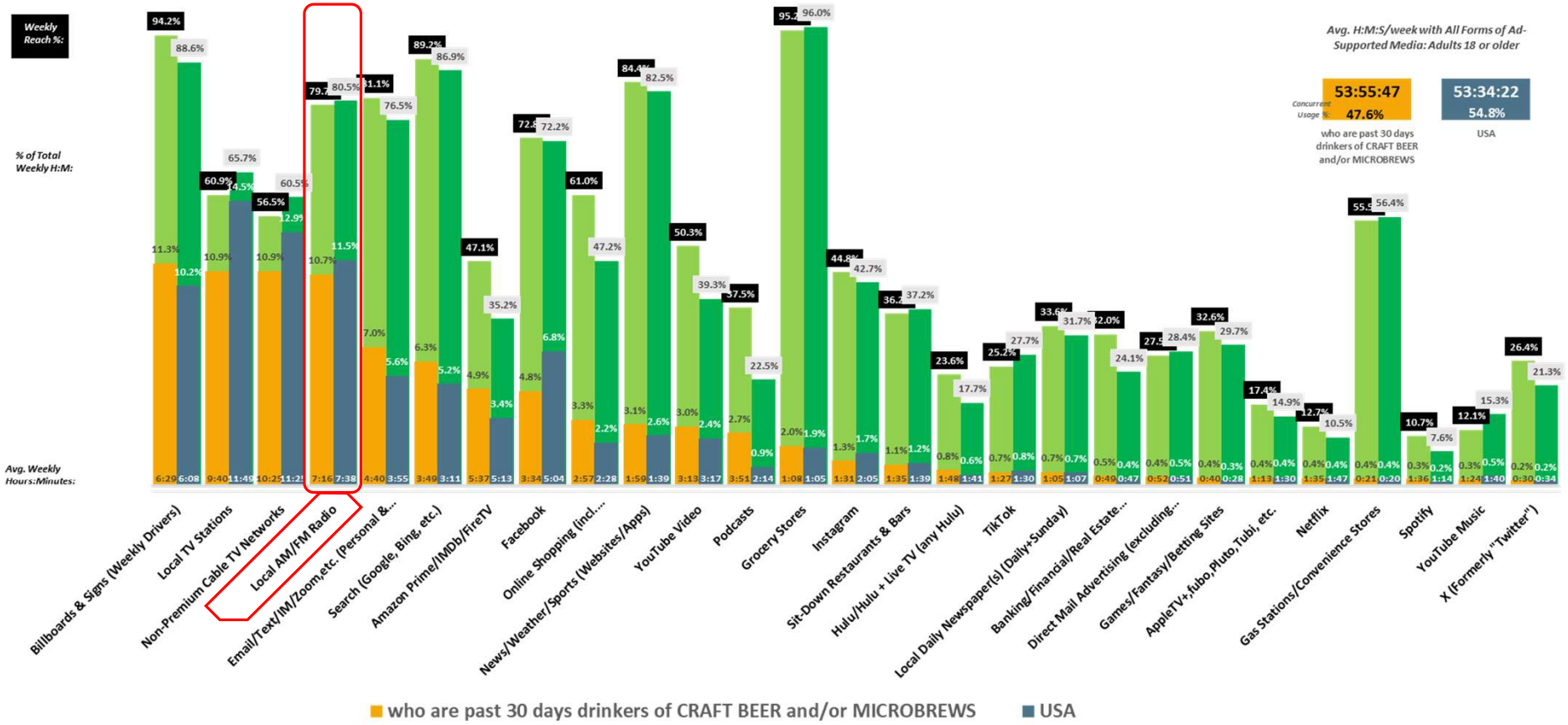
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 5 hours, 55 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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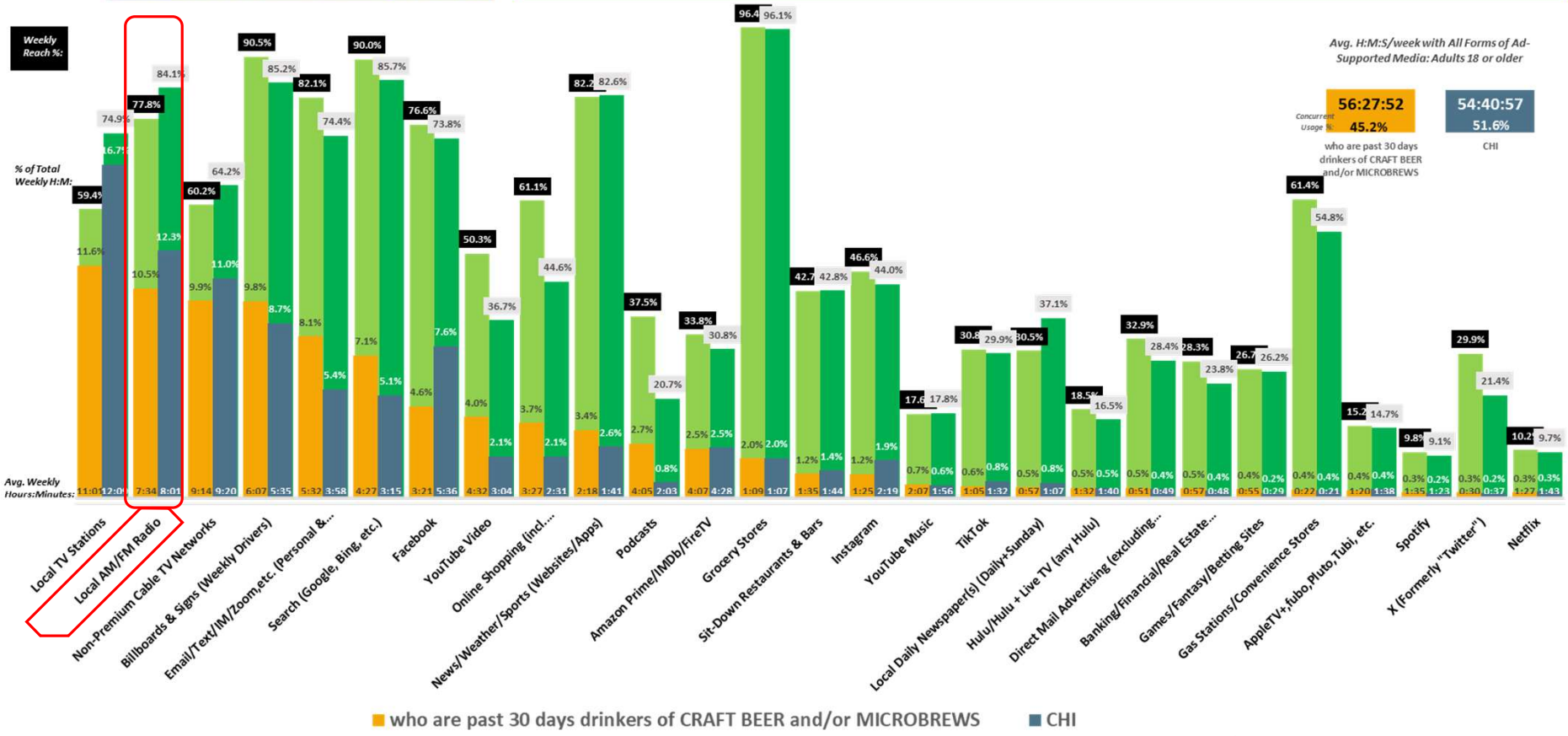
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 8 hours, 27 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

77.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported

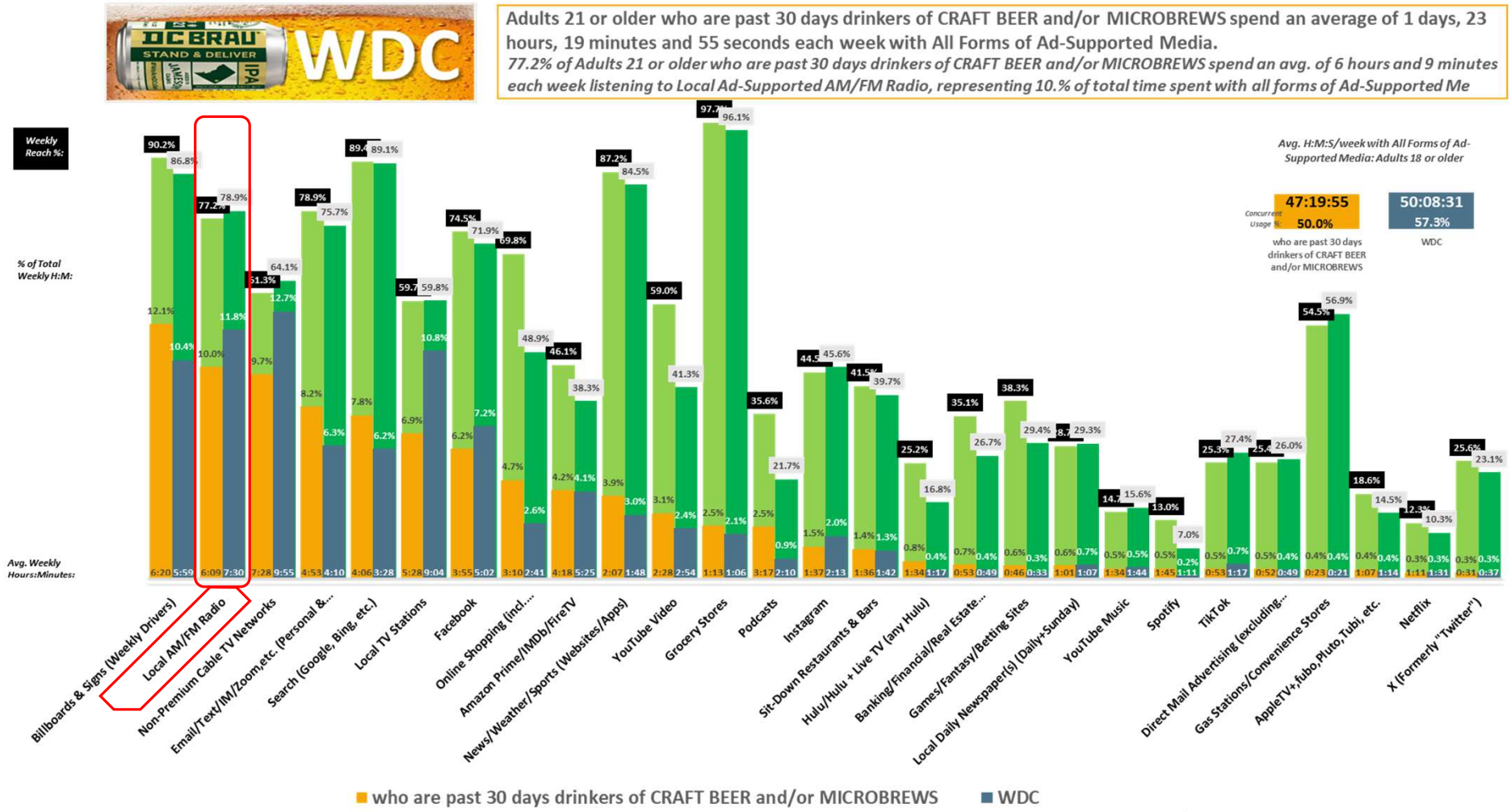


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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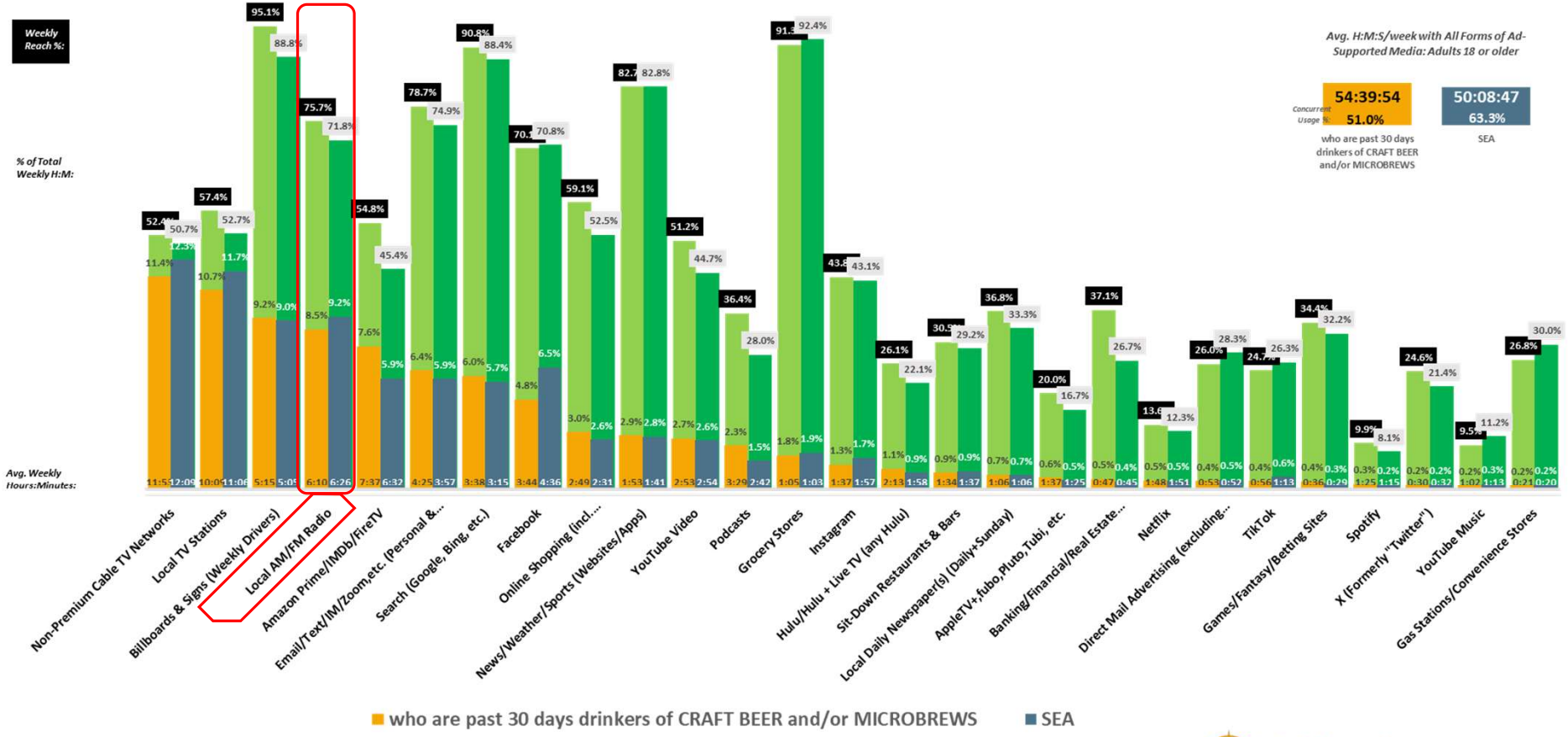
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 6 hours, 39 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

75.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 6 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported M



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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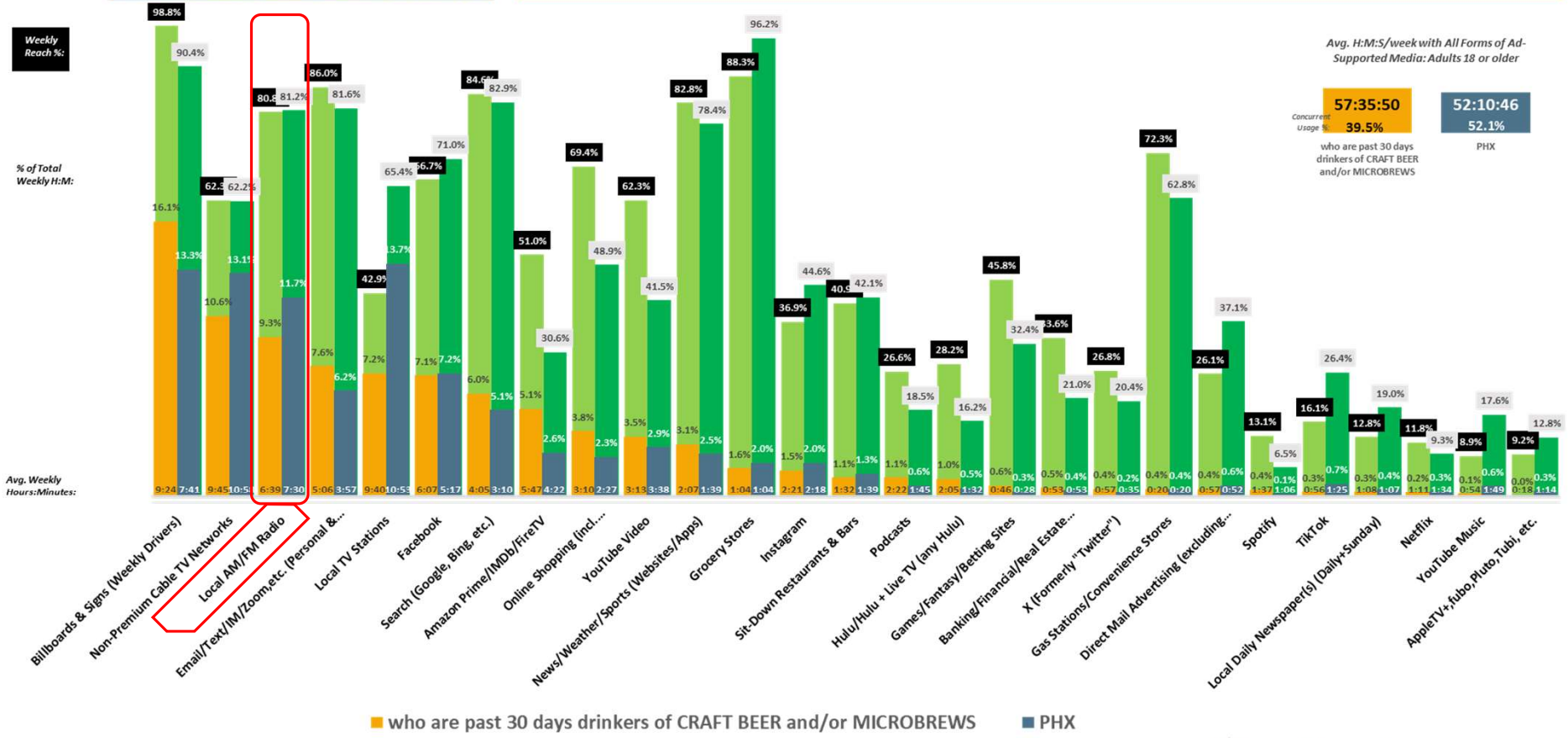
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 9 hours, 35 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 6 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported M



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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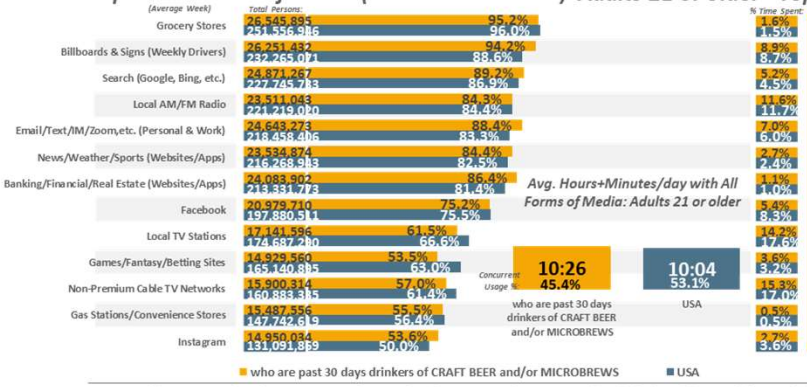
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

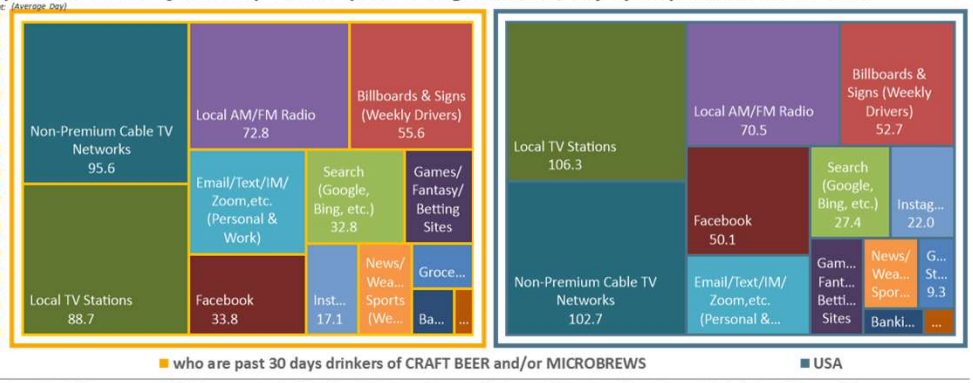


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

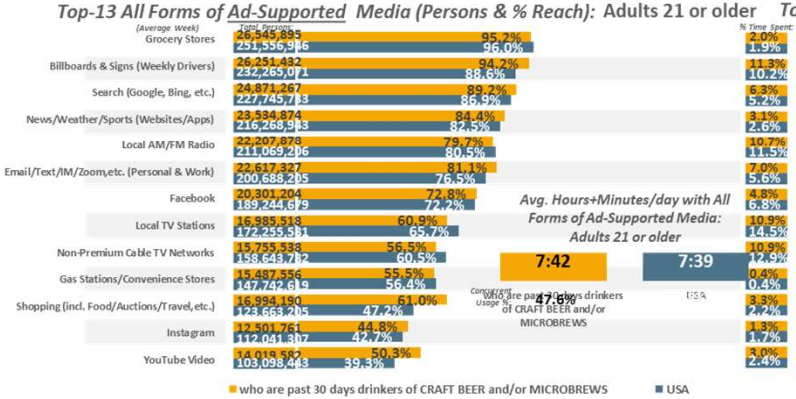
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



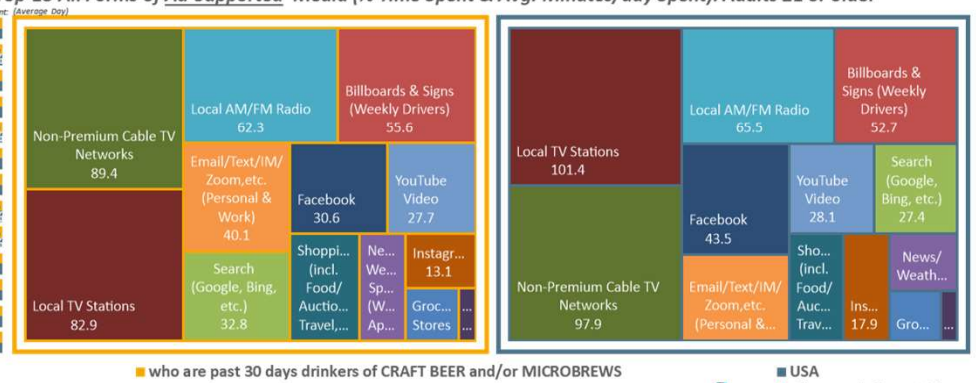
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

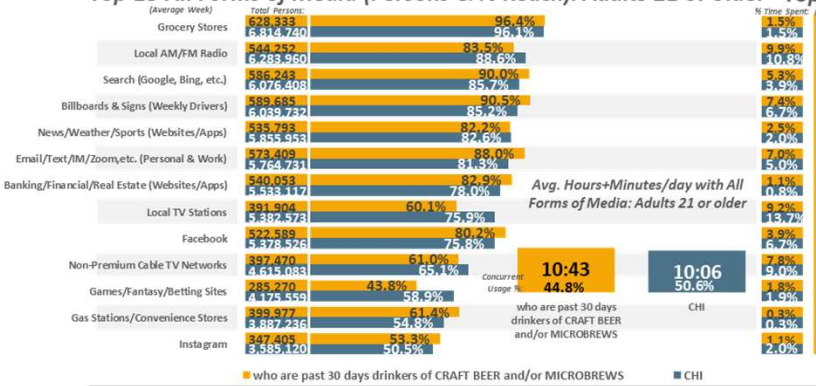
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

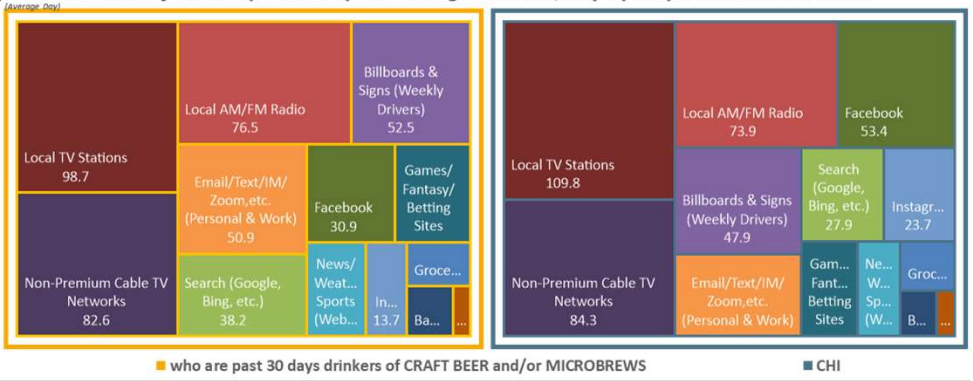


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

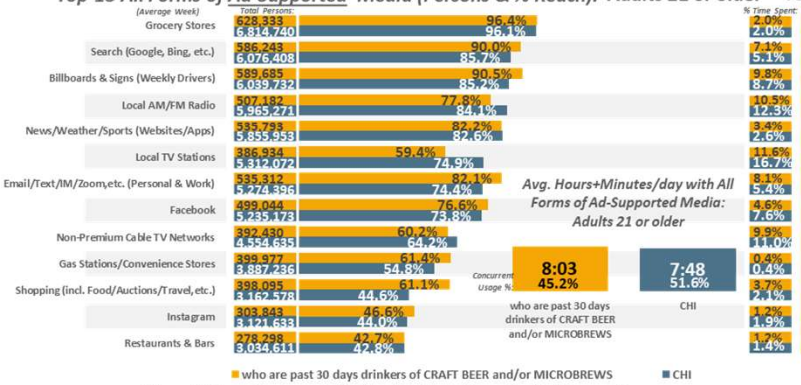
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



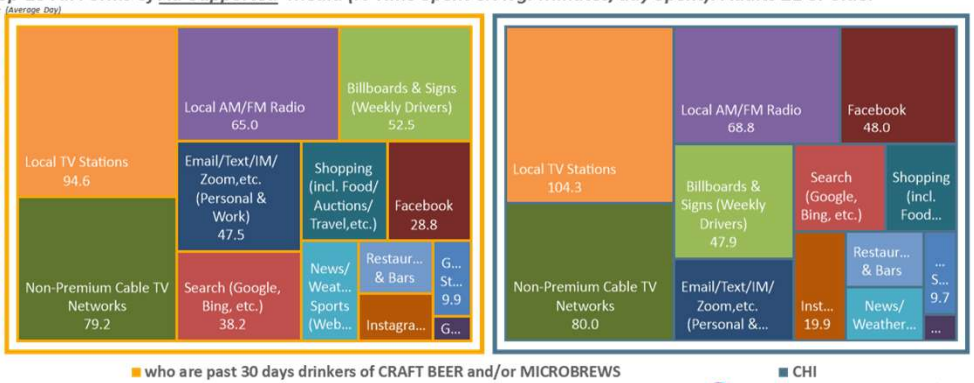
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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 2024: Feb23-Mar24 Qual Intab 289

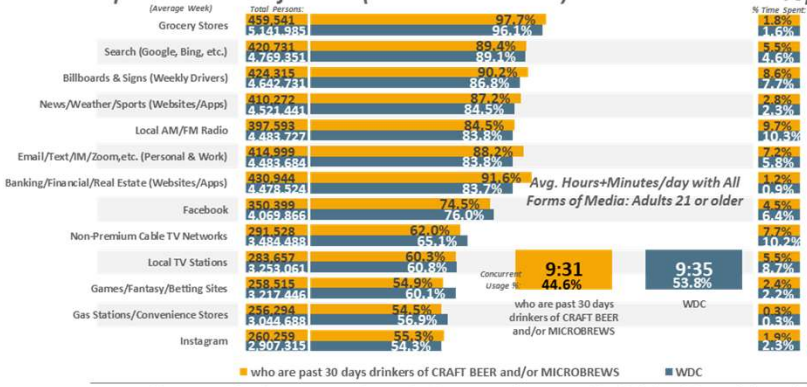
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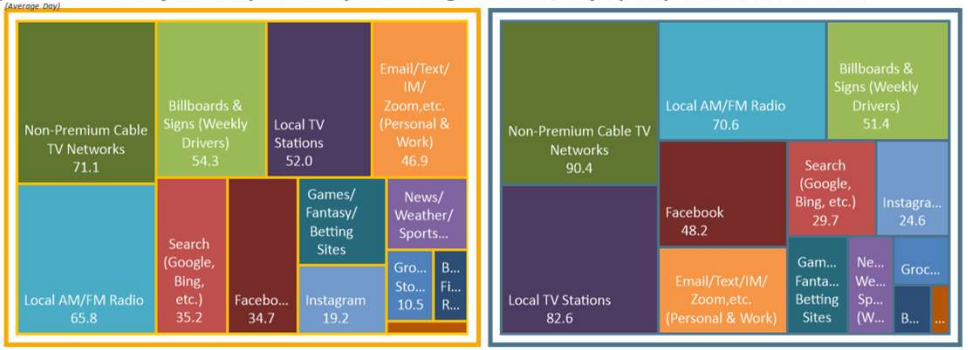
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 6 hours and 45 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 52.7 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

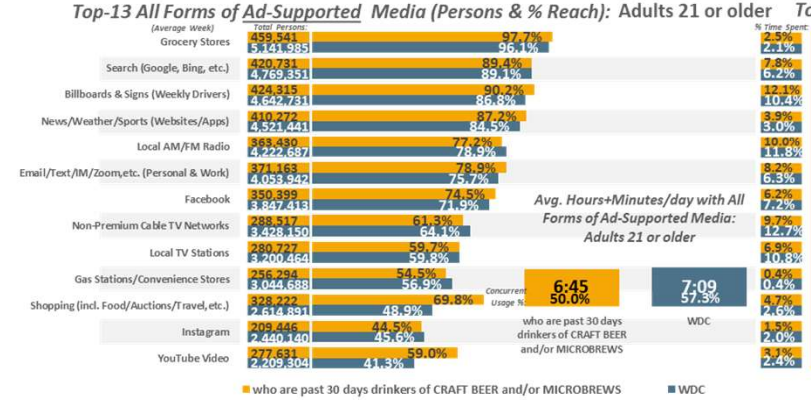
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



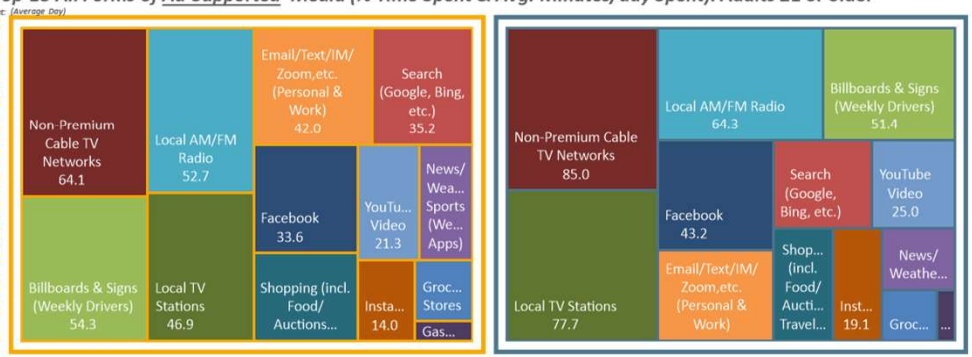
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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 2024: Feb23-Apr24 Qual Intab 522

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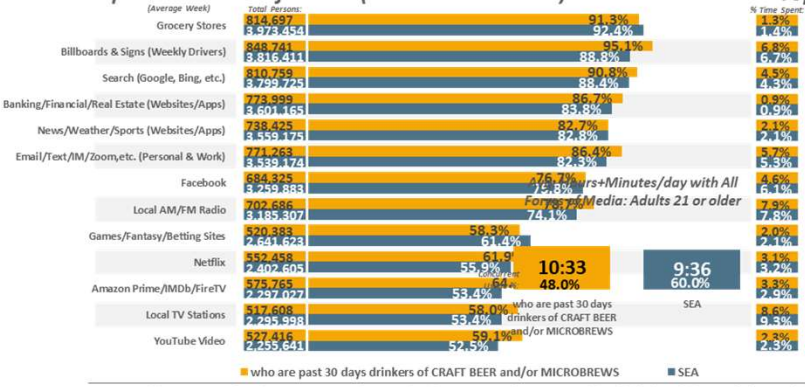
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

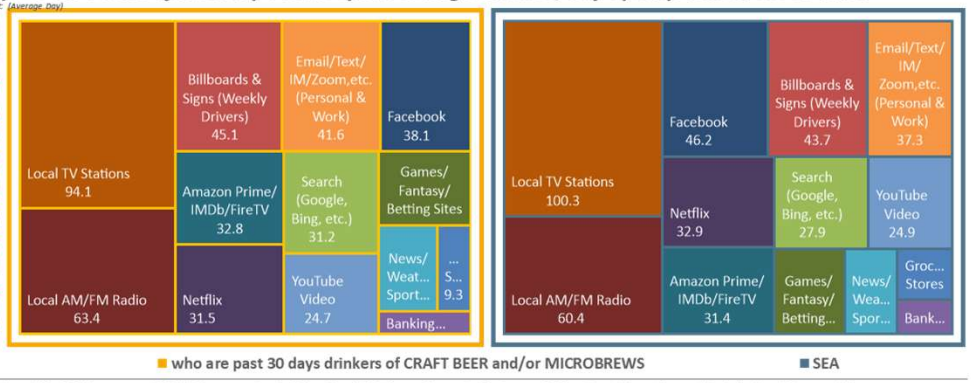


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 52.9 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

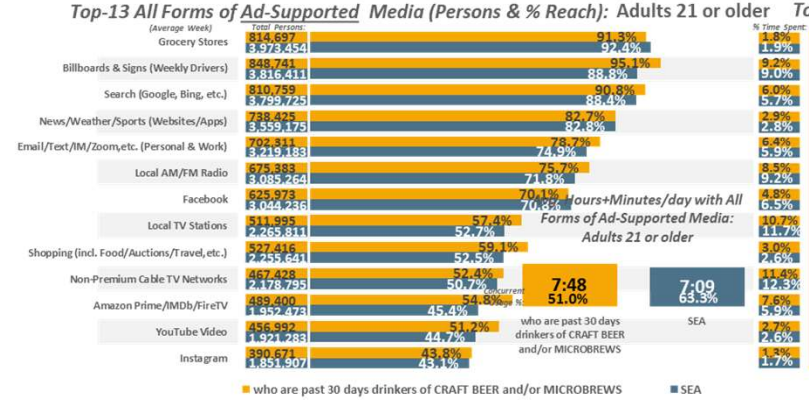
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



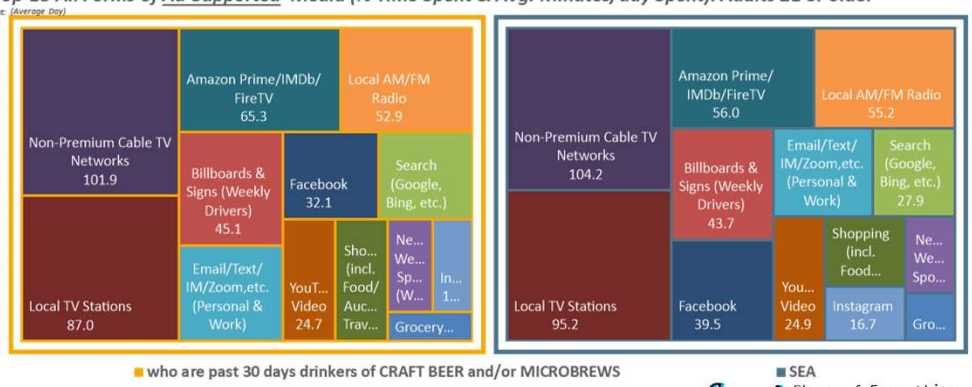
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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**



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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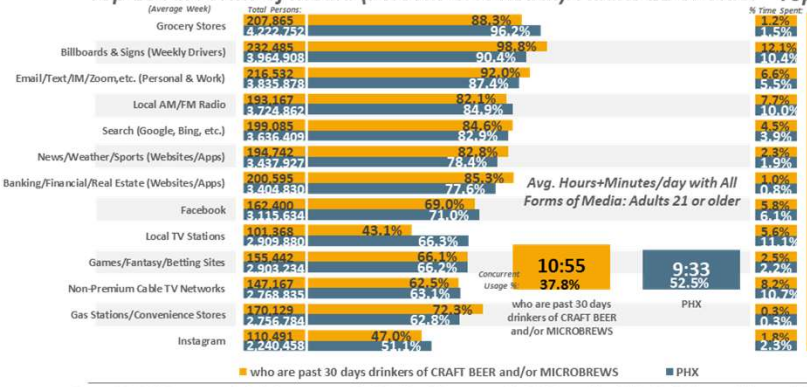
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

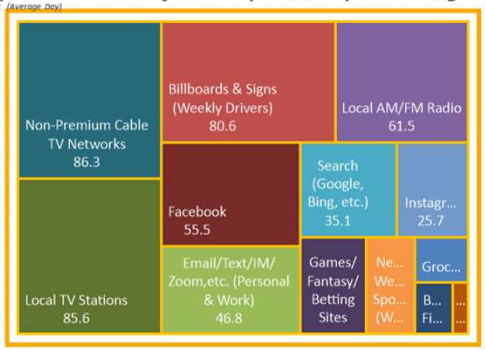


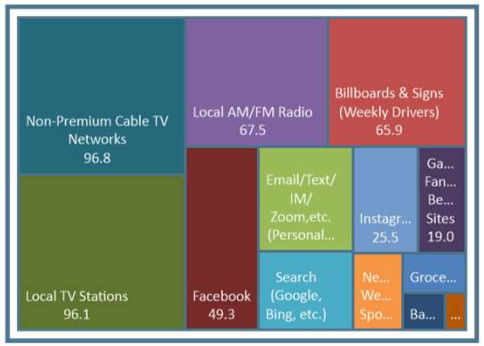
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 57. minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

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

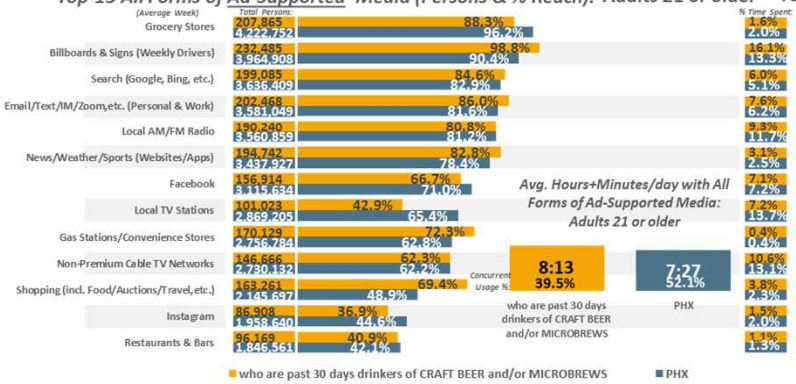


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

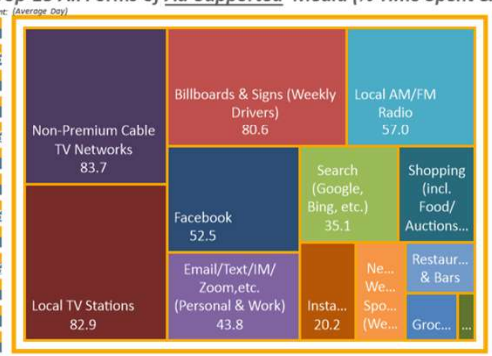


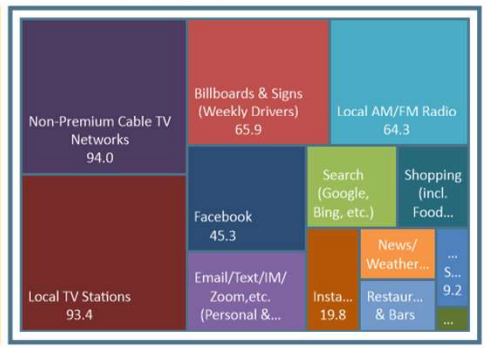


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



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





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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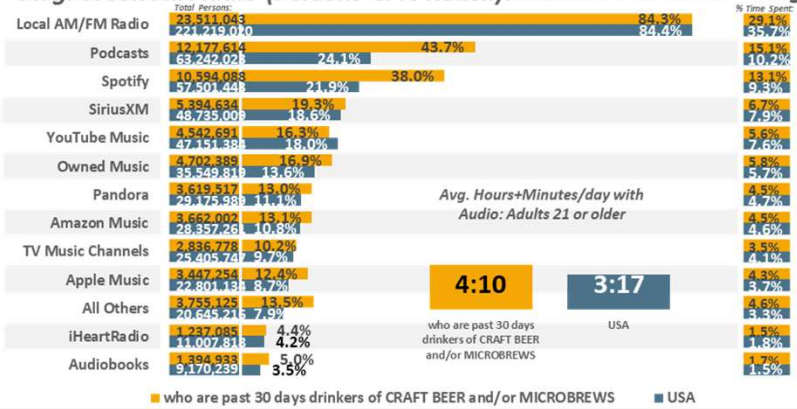
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

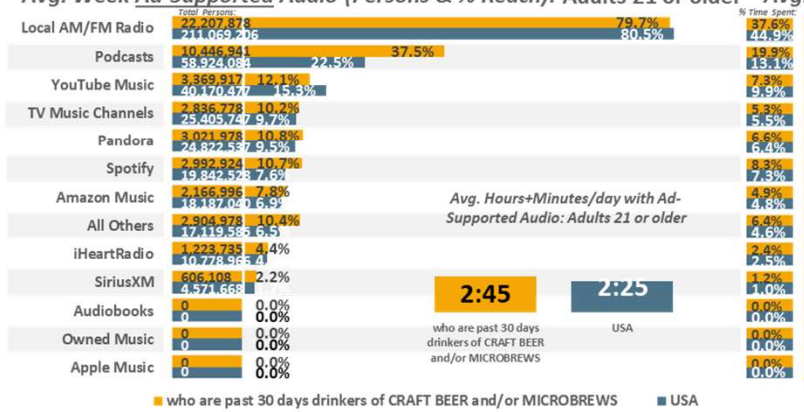
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



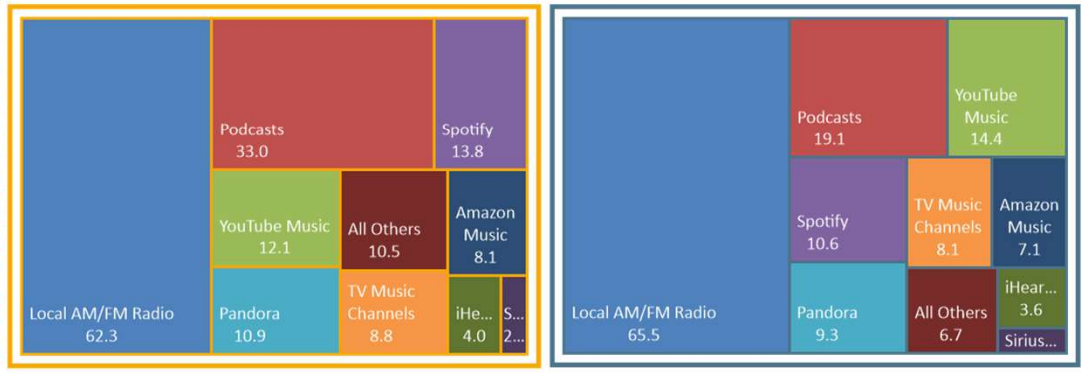
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

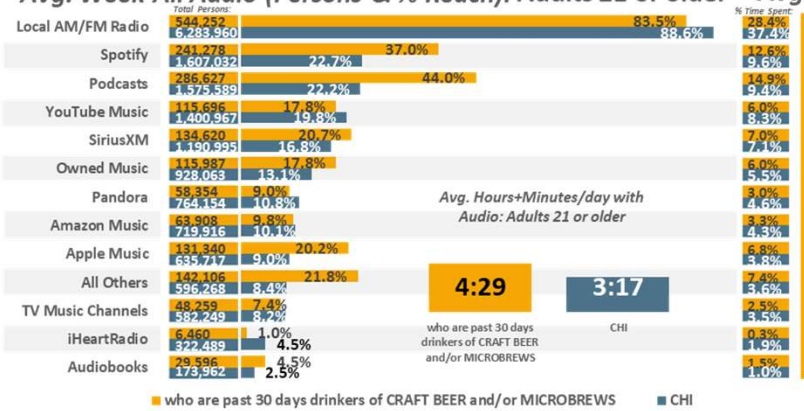
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

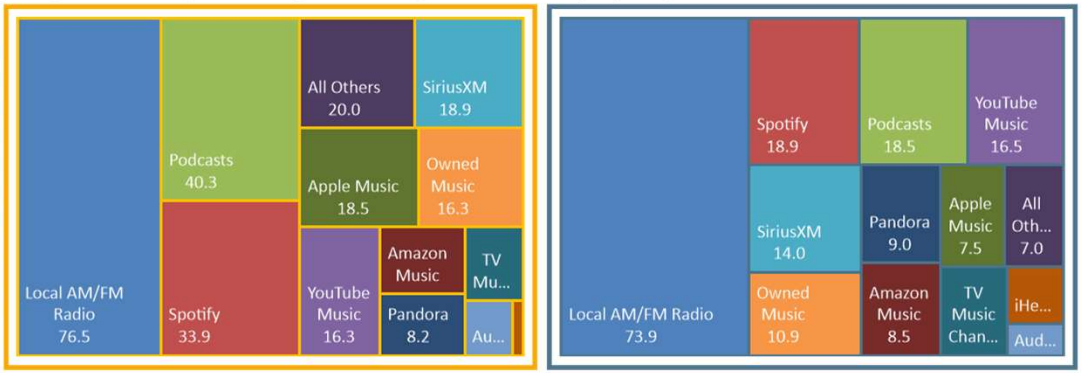


507,182 or 77.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

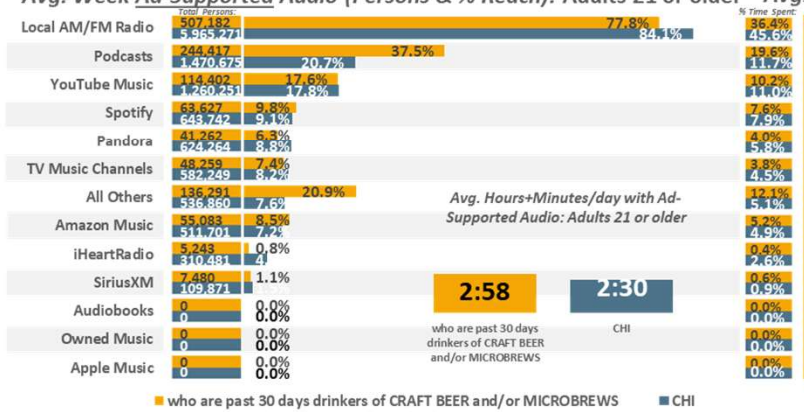
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



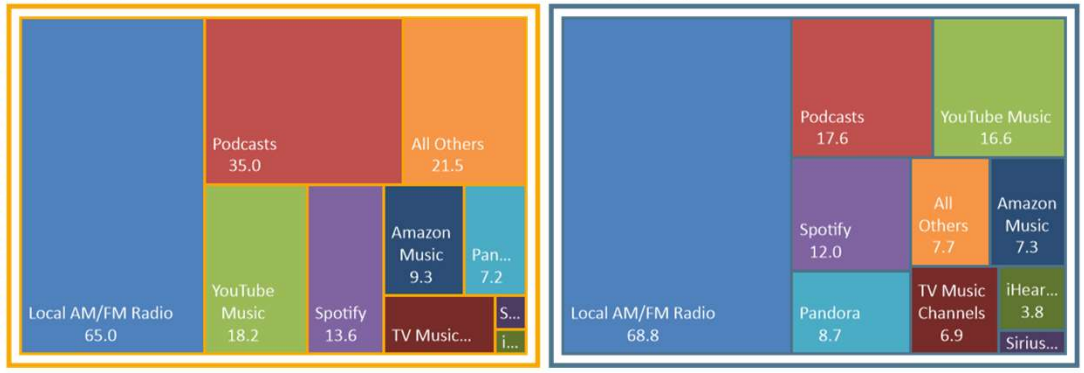
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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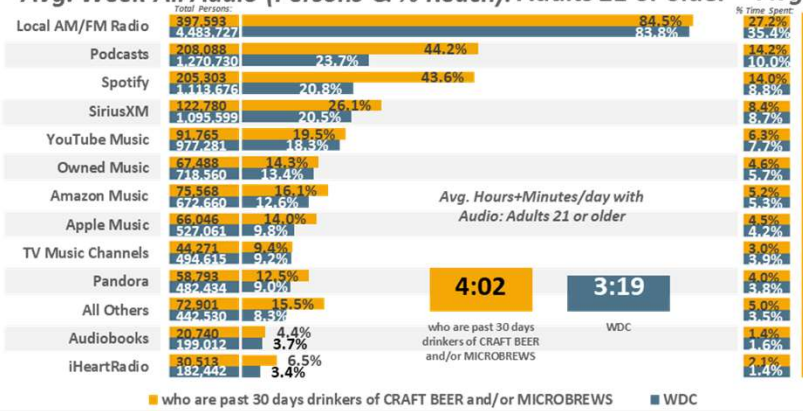
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

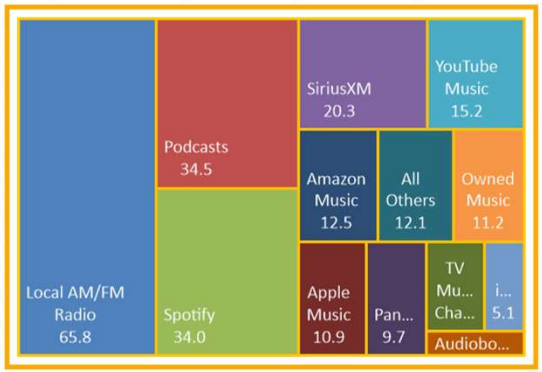


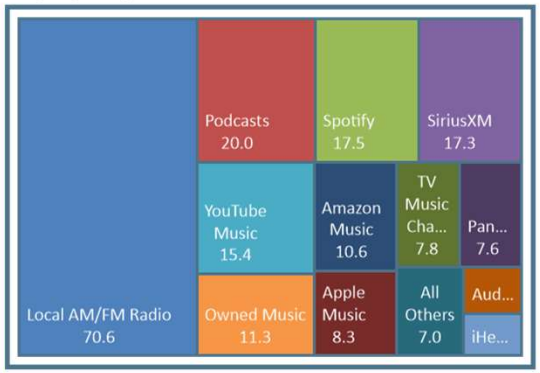
363,430 or 77.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

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

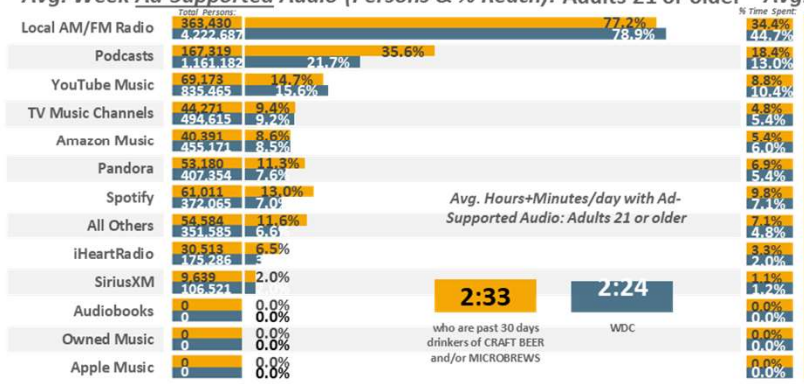


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

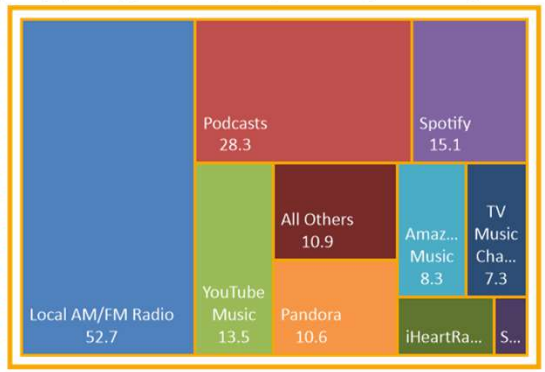


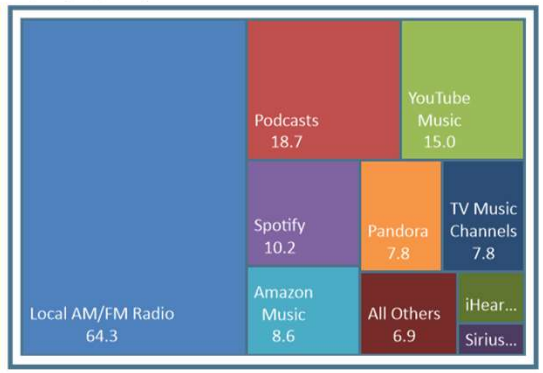


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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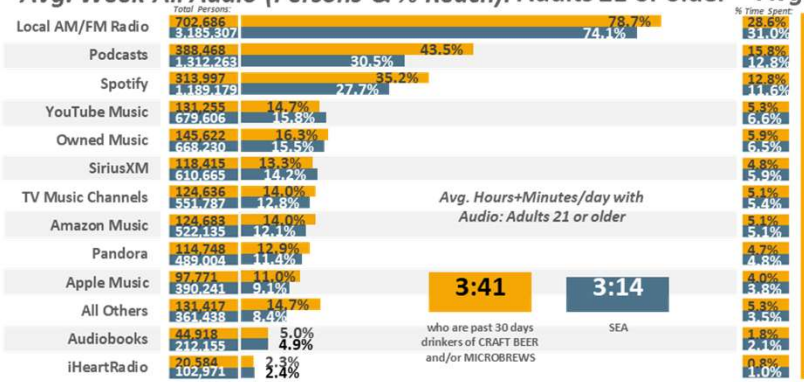
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

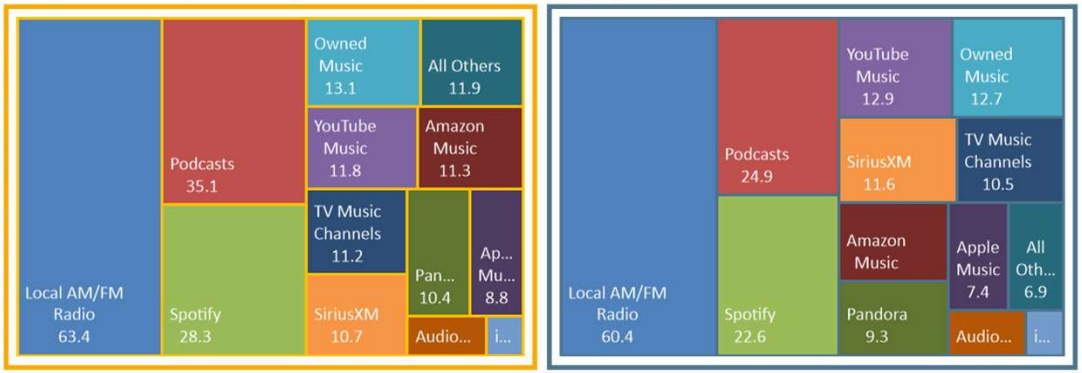


675,383 or 75.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 52.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

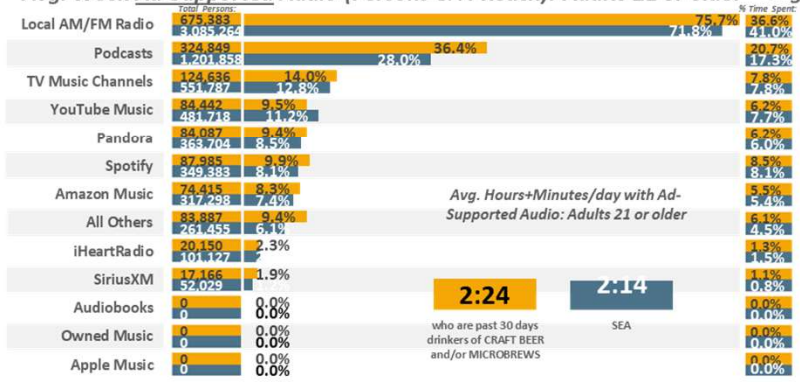
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



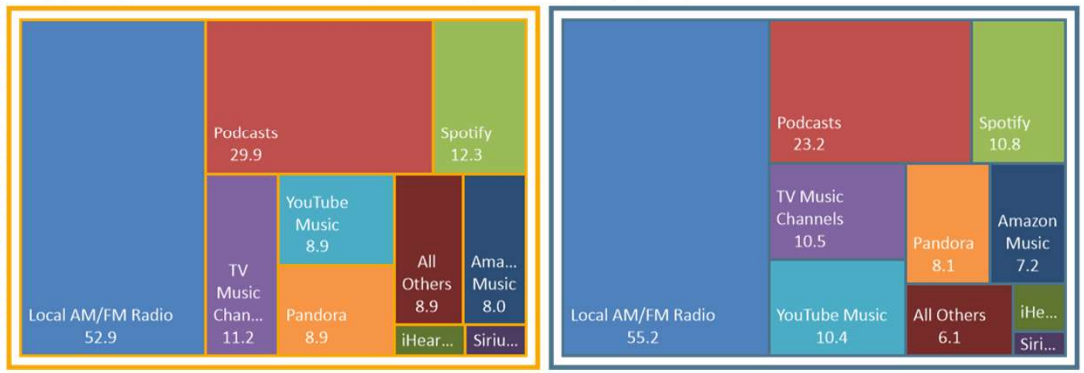
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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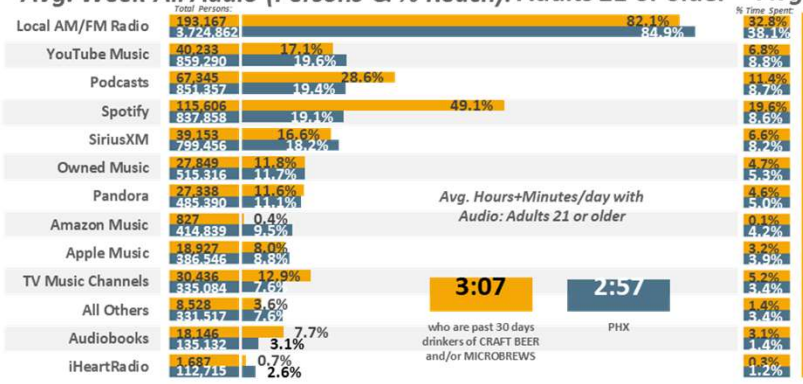
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

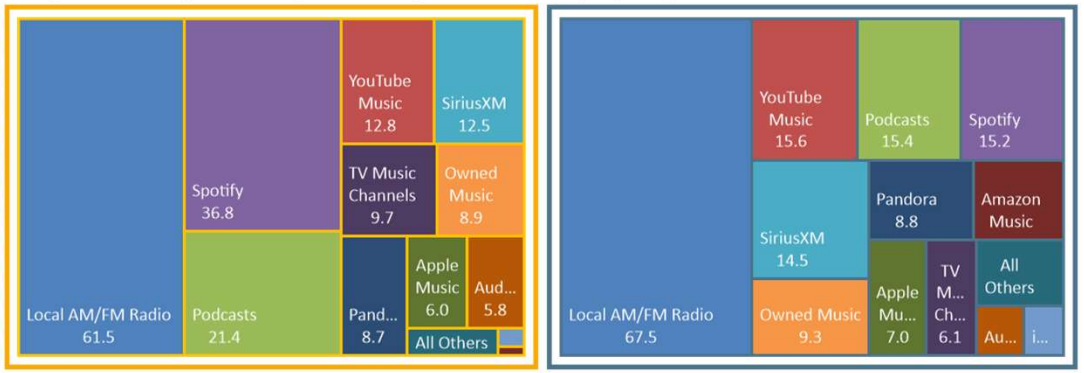


190,240 or 80.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

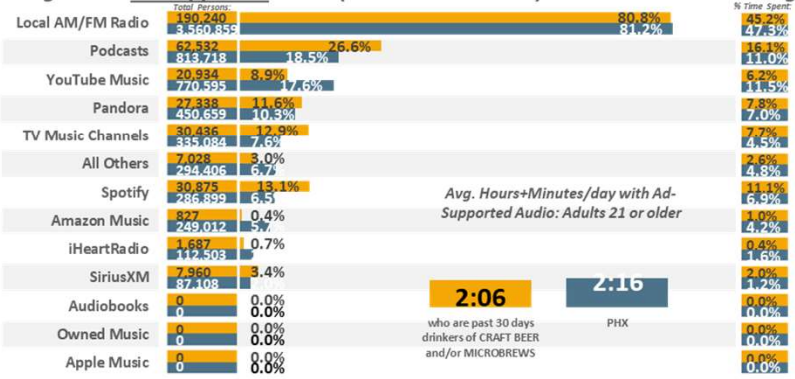
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



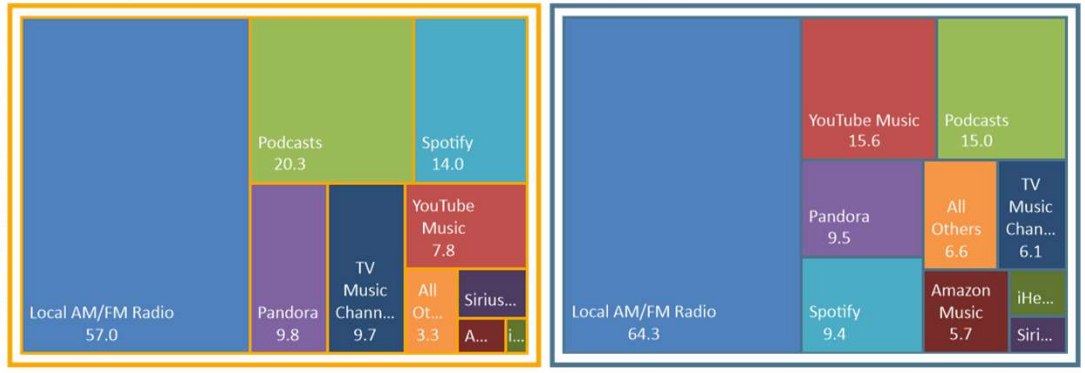
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

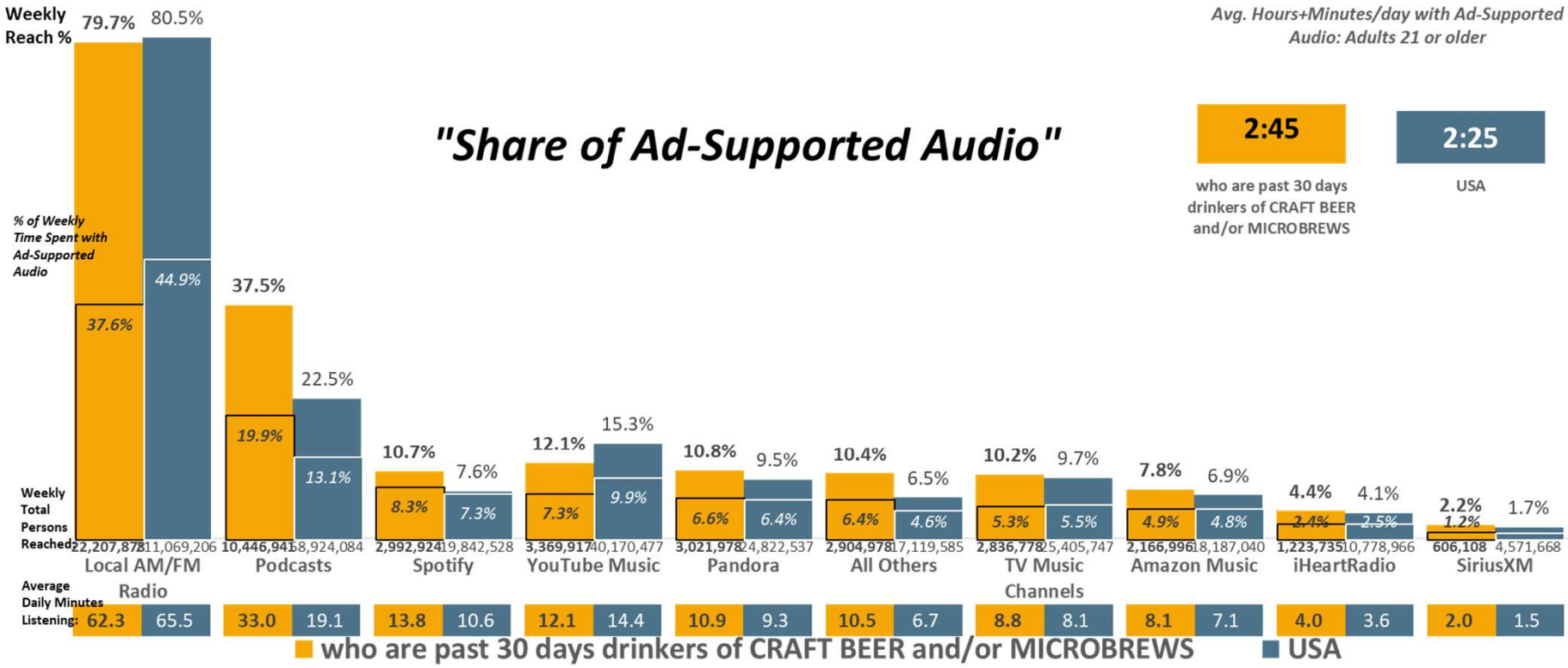
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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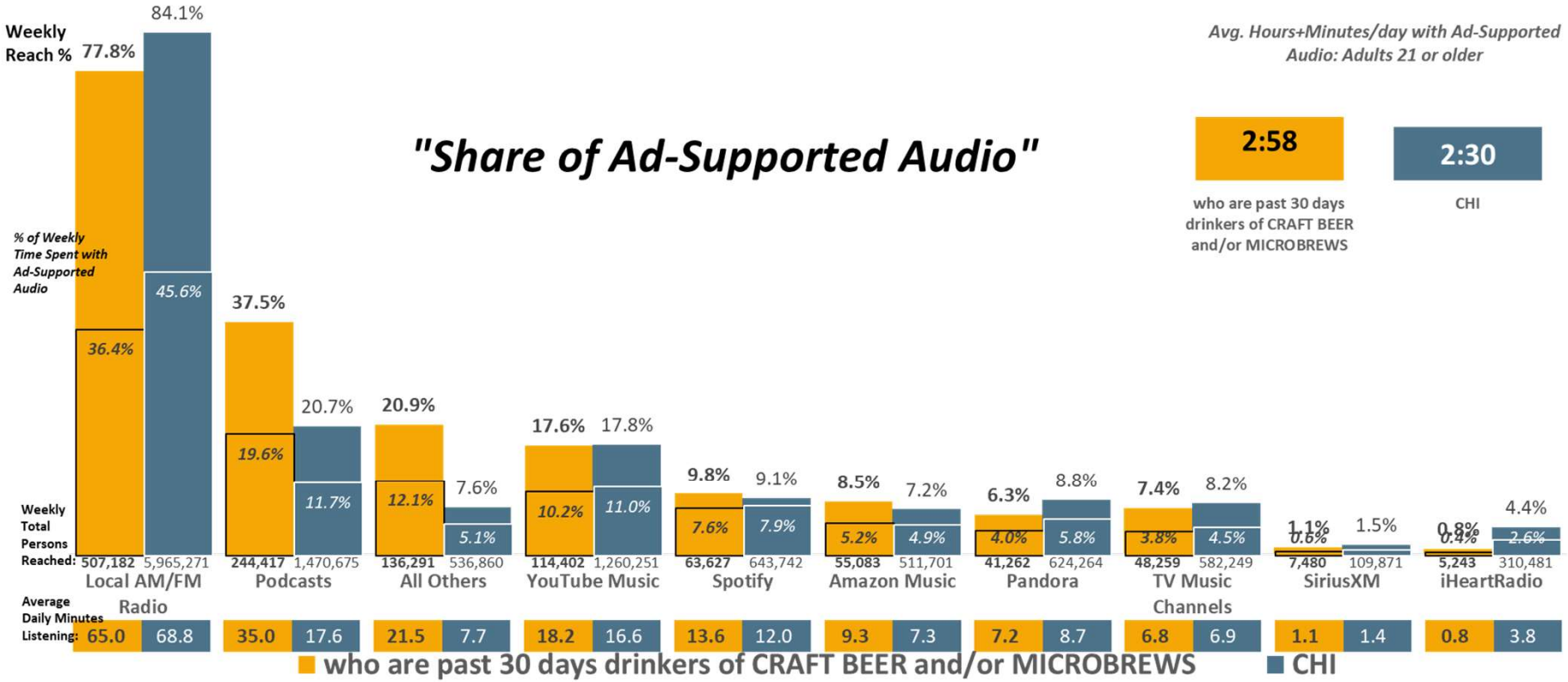
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



507,182 or 77.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

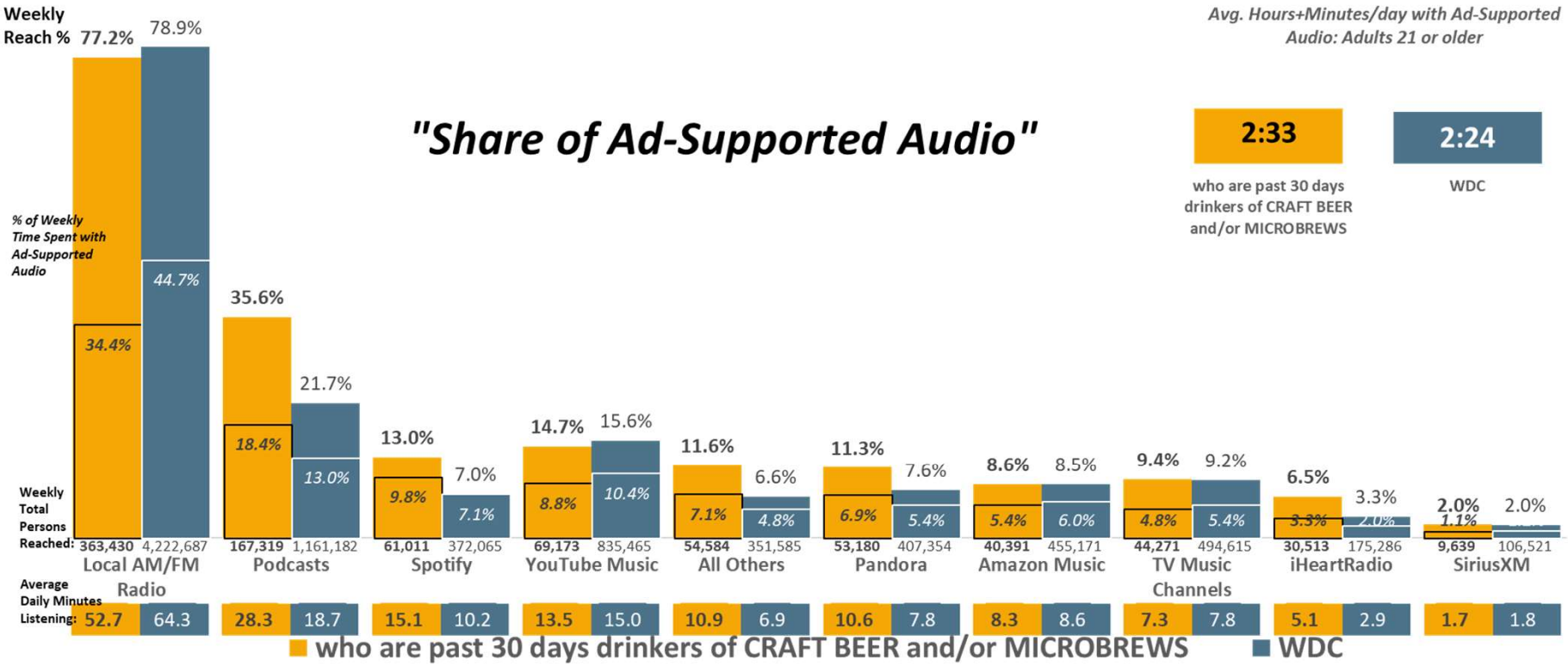
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



363,430 or 77.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

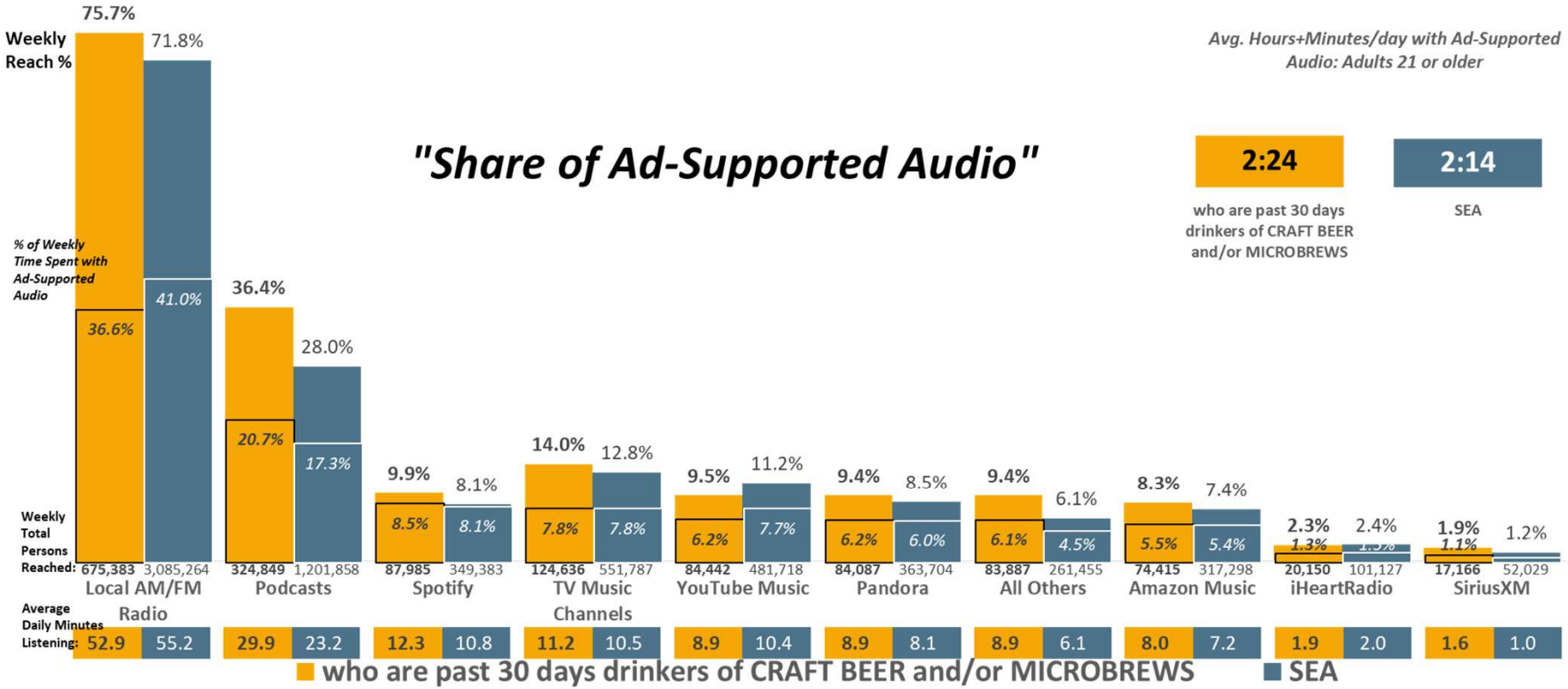
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



675,383 or 75.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 52.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



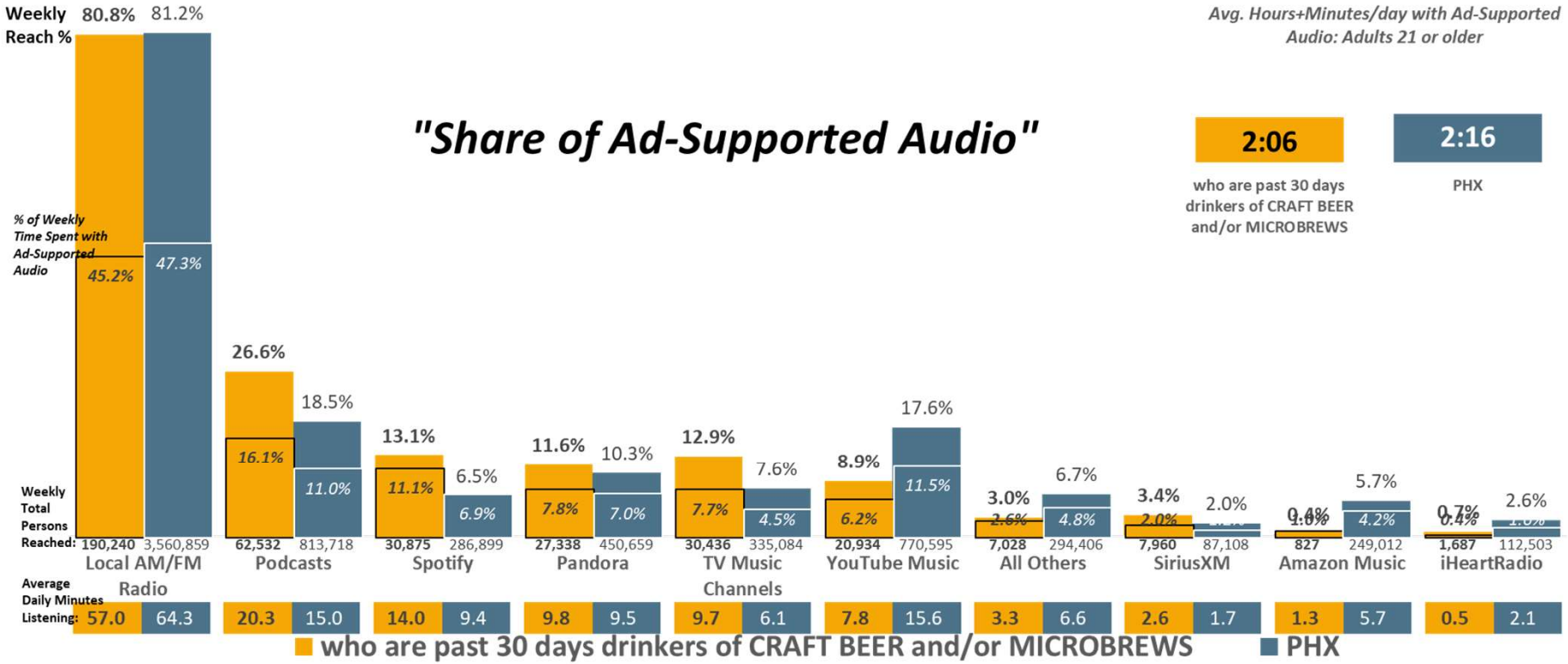
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

190,240 or 80.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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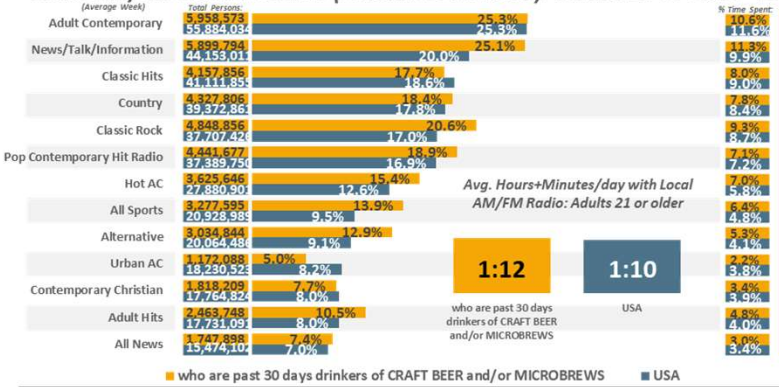
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

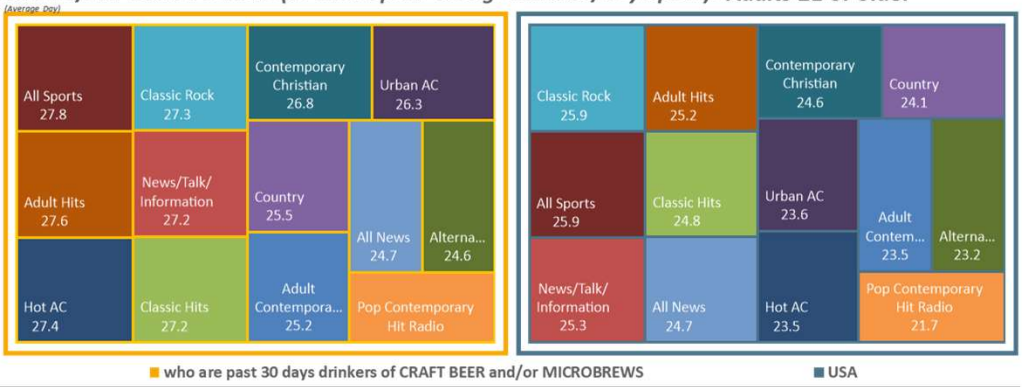


22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits

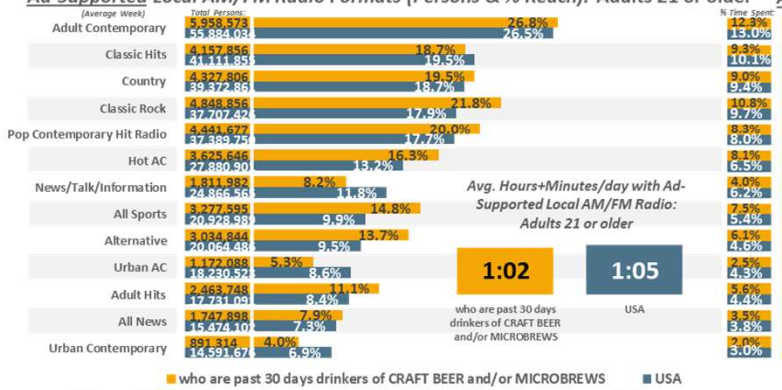
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



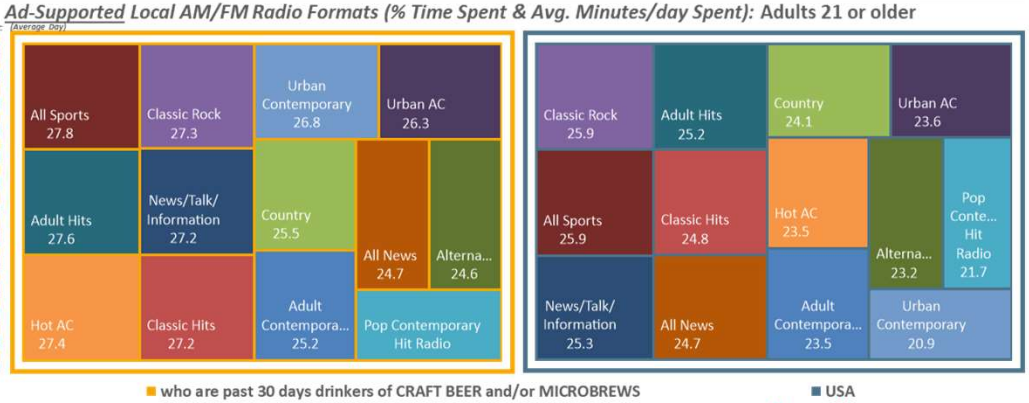
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

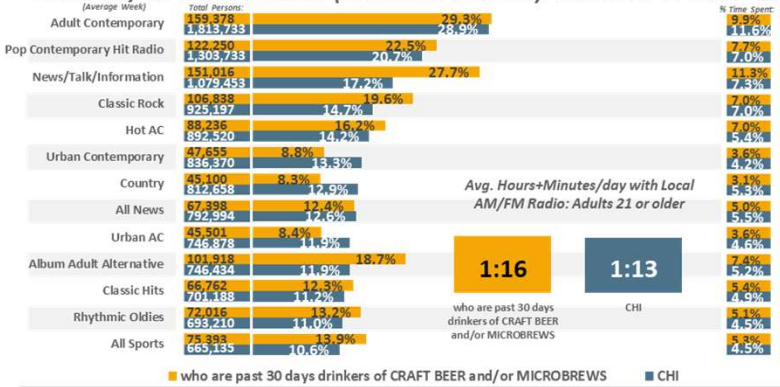
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



507,182 or 77.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Album Adult Alternative, and

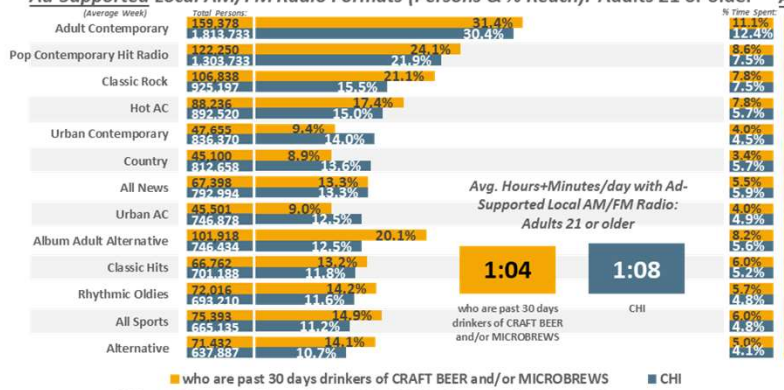
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



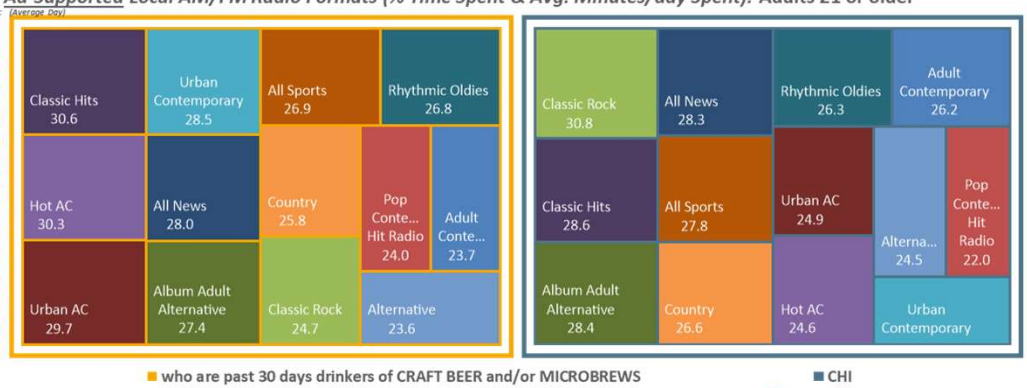
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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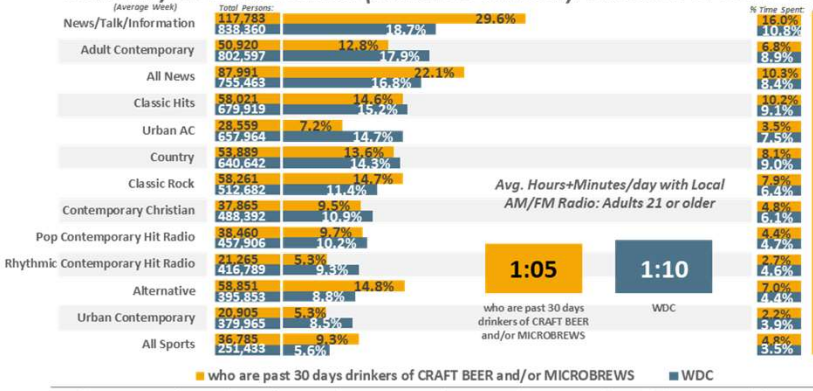
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

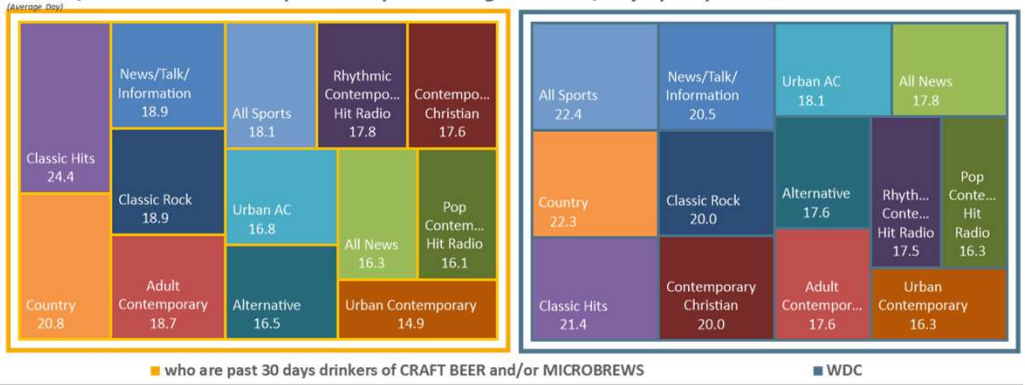


363,430 or 77.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Alternative, Classic Rock, Classic Hits, and Country.

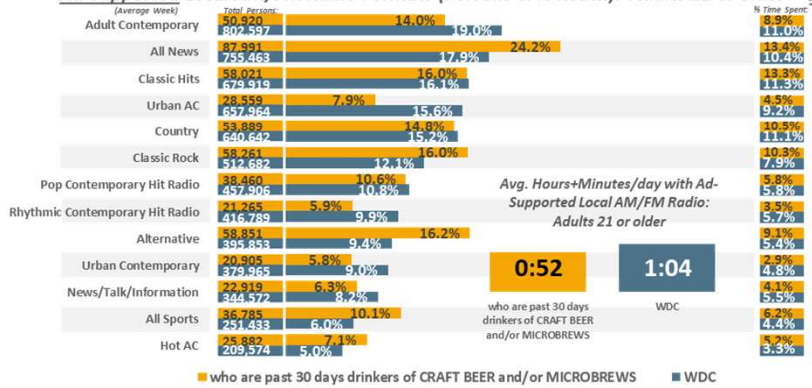
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



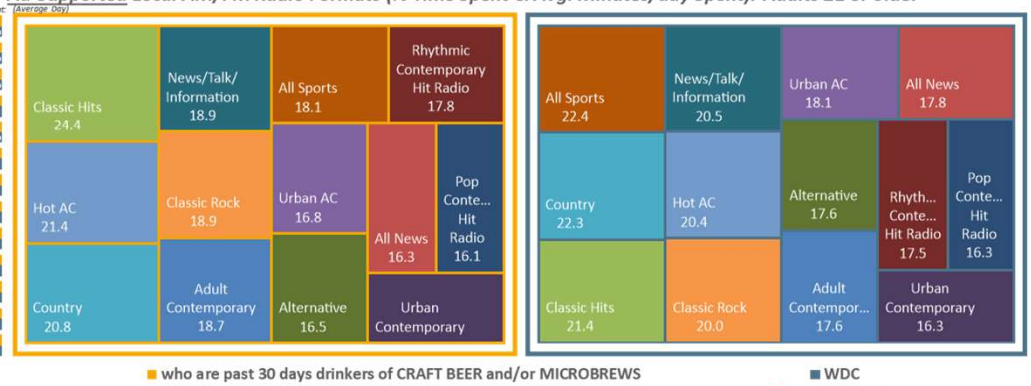
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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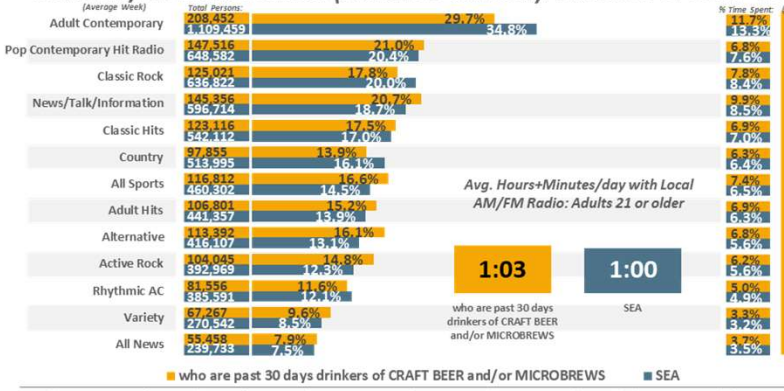
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

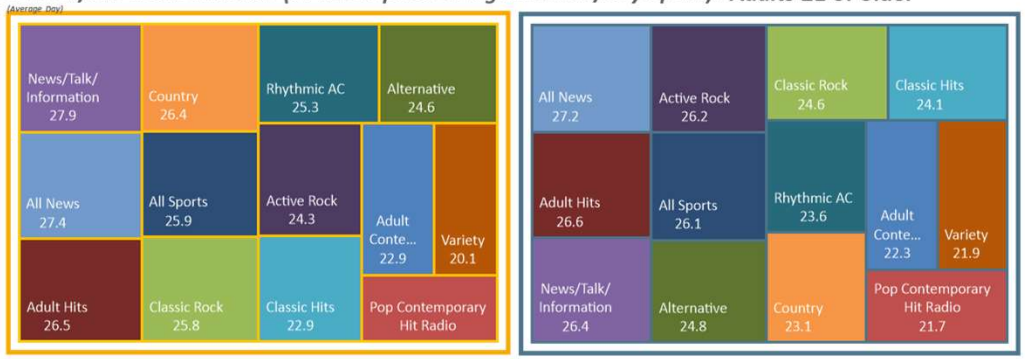


675,383 or 75.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and All Sports

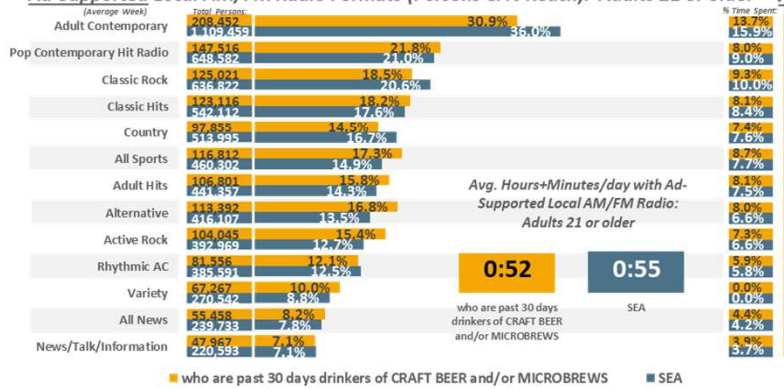
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



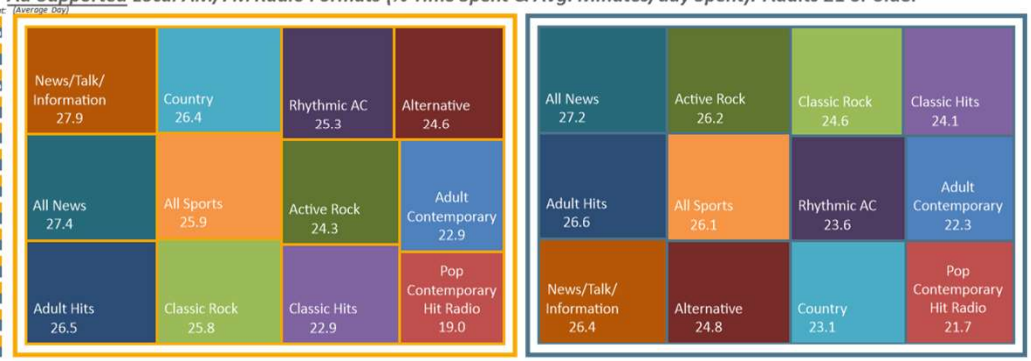
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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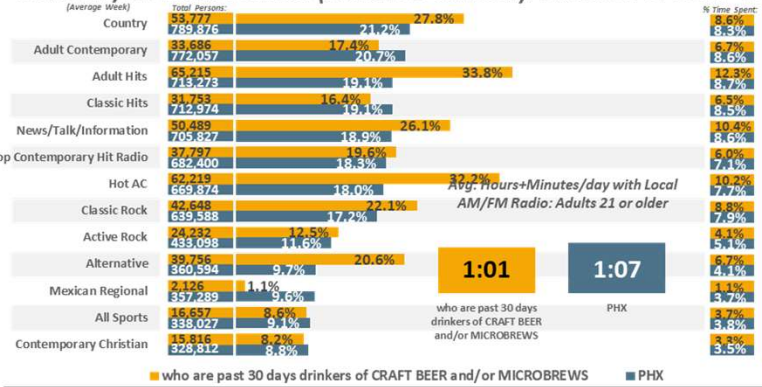
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

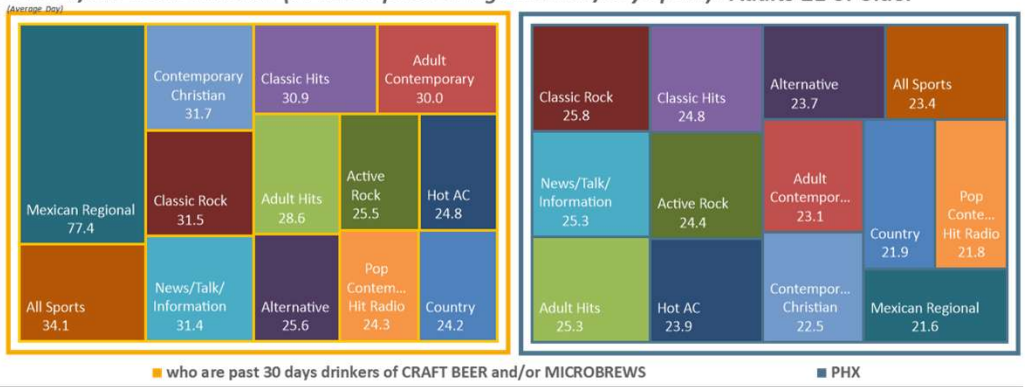


190,240 or 80.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Country, Classic Rock, and Alternative.

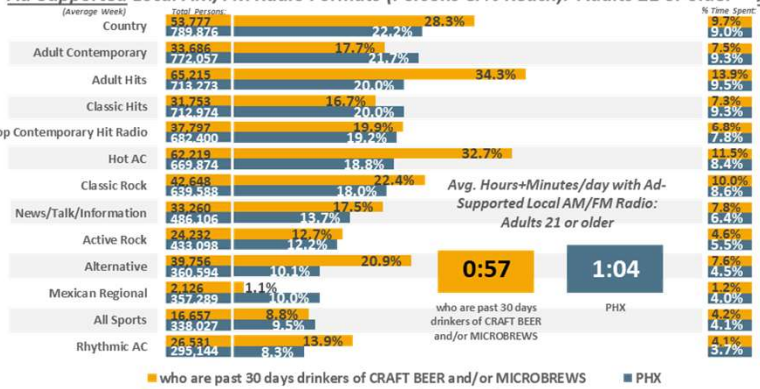
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



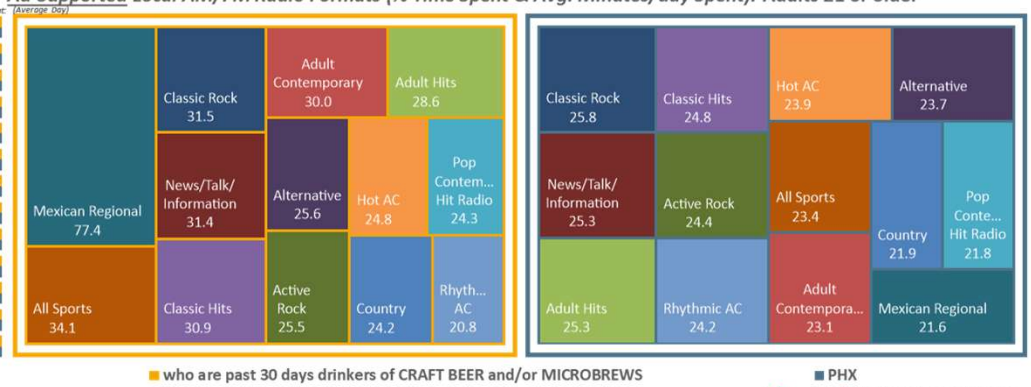
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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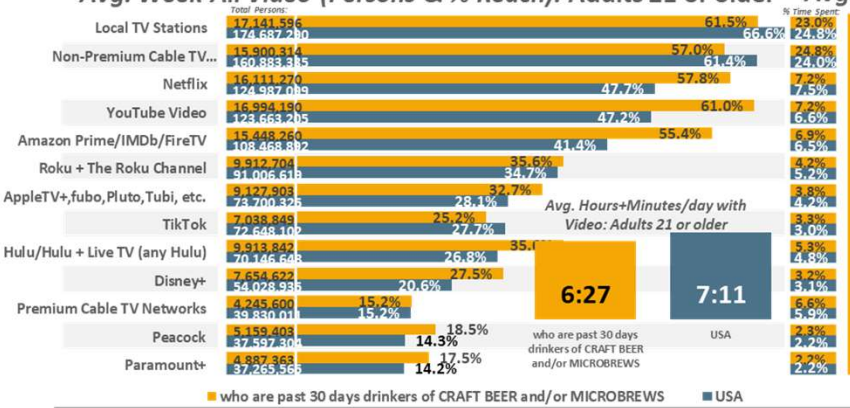
soefa.ai Share of Everything for Anything

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

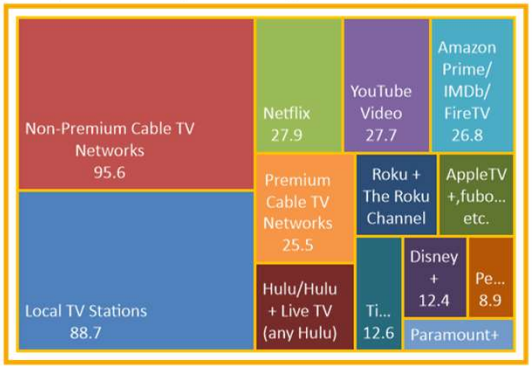


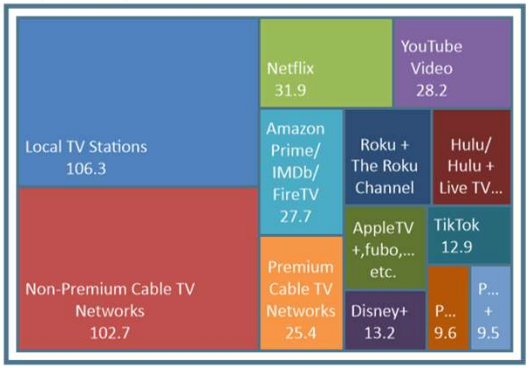
16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

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

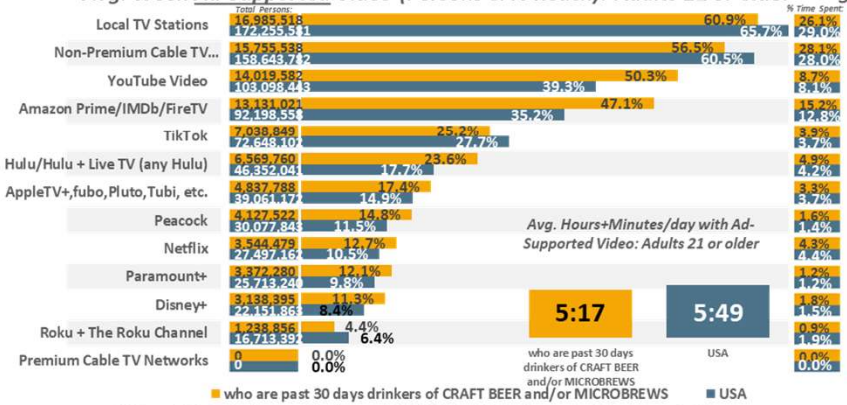


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

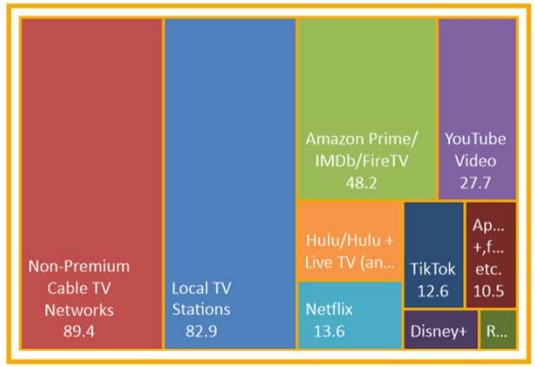


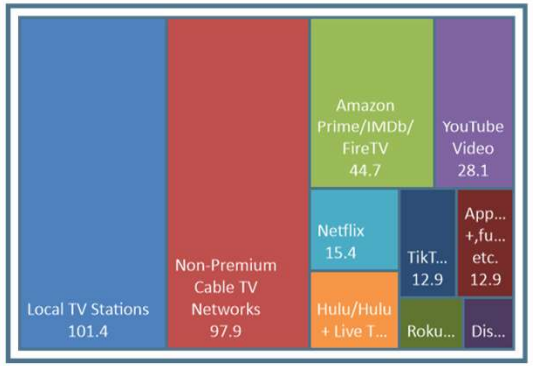


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

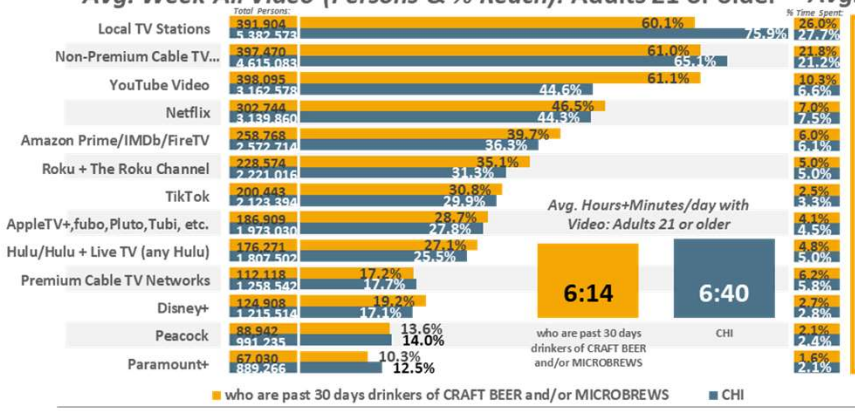
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

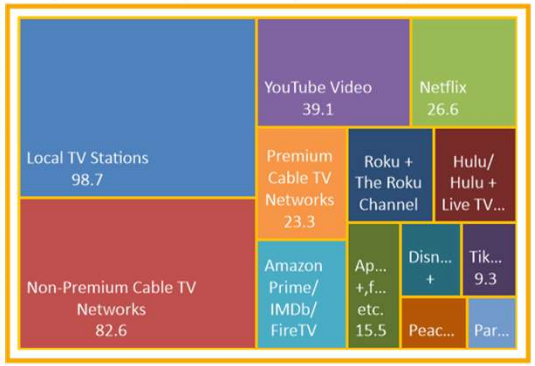


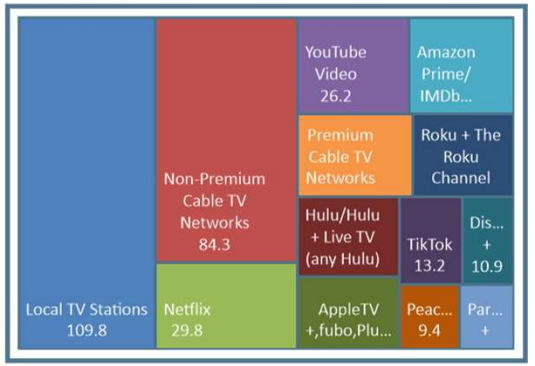
386,934 or 59.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

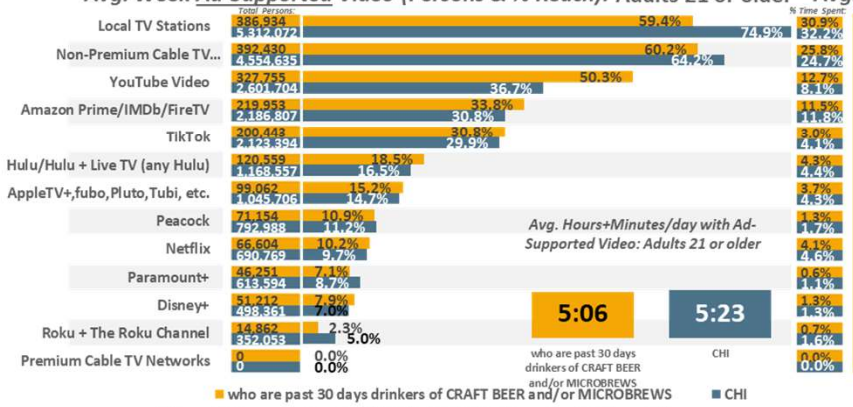


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

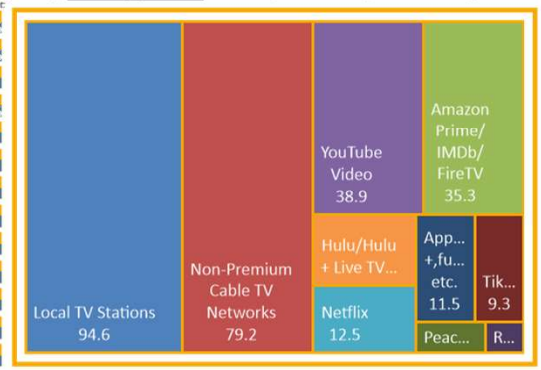


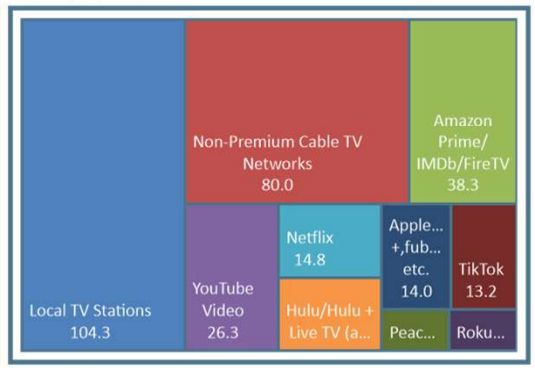


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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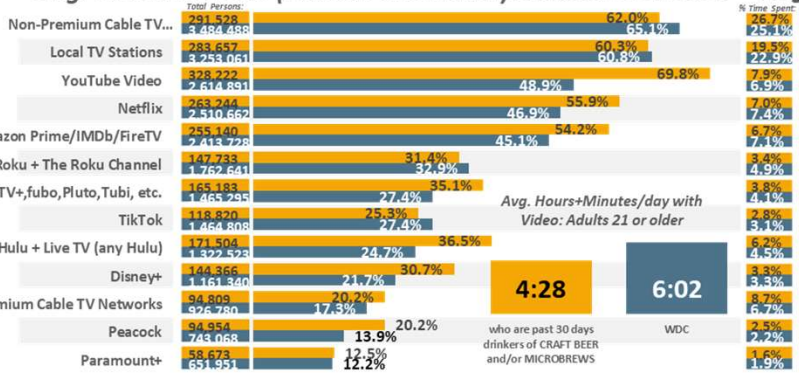
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

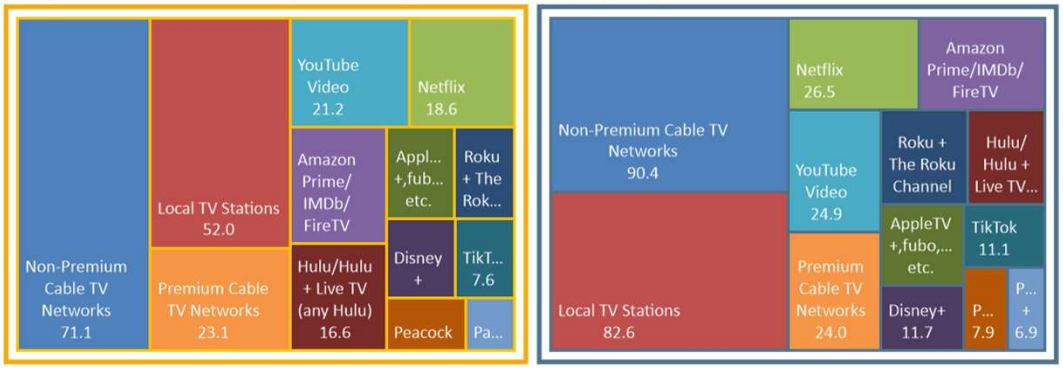


280,727 or 59.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.

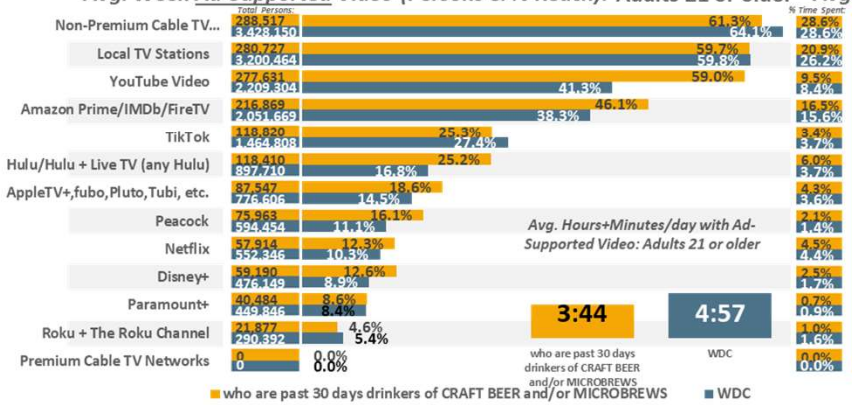
Avg. Week All Video (Persons & % Reach): Adults 21 or older



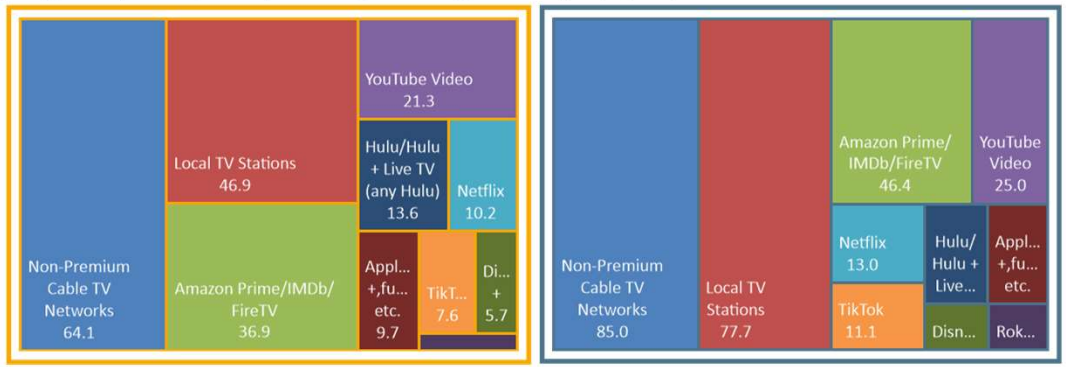
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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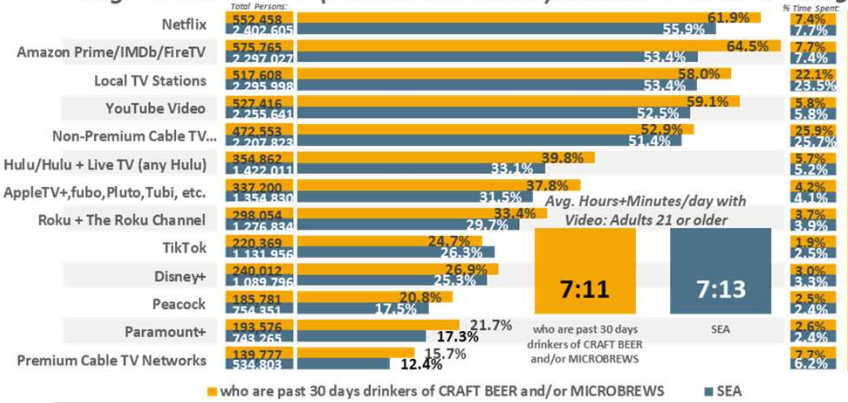
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

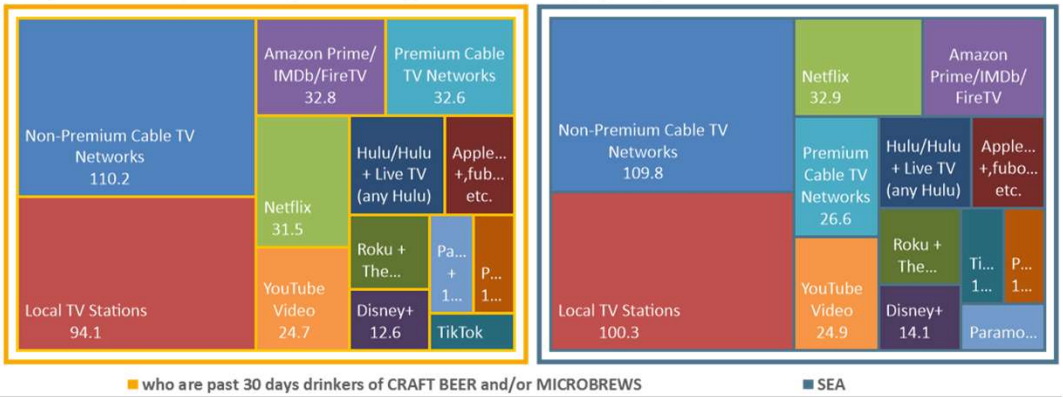


511,995 or 57.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

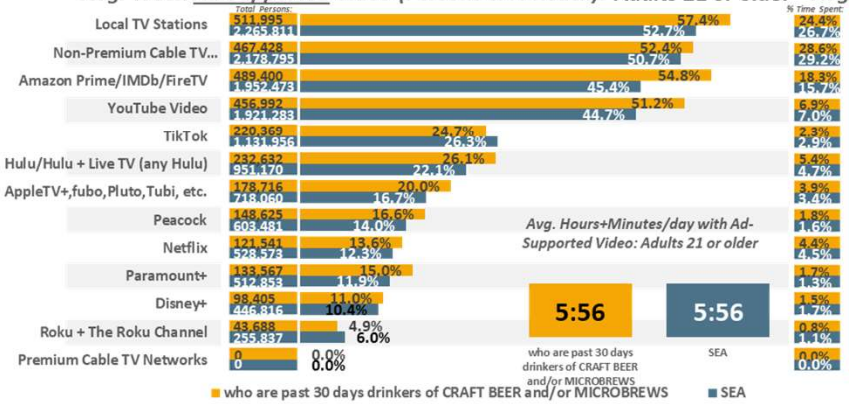
Avg. Week All Video (Persons & % Reach): Adults 21 or older



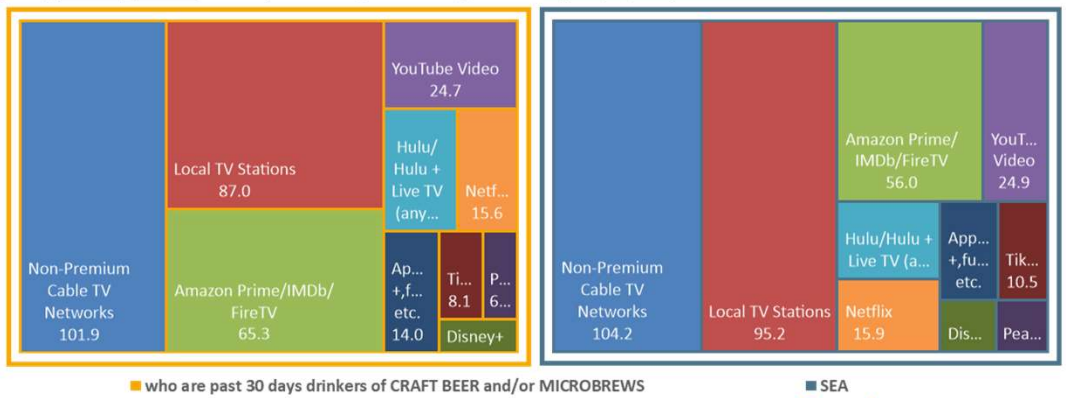
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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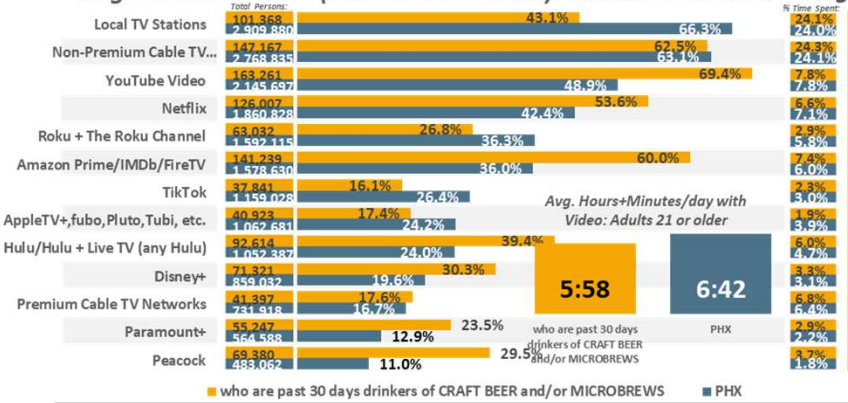
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

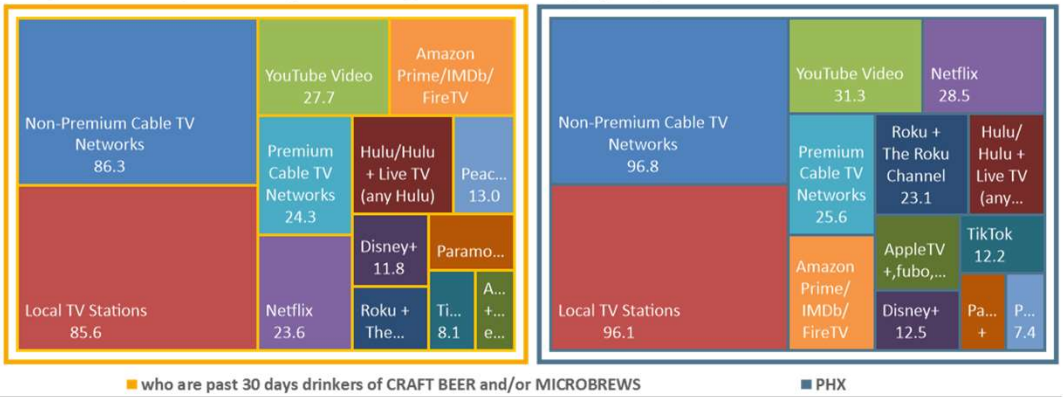


101,023 or 42.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

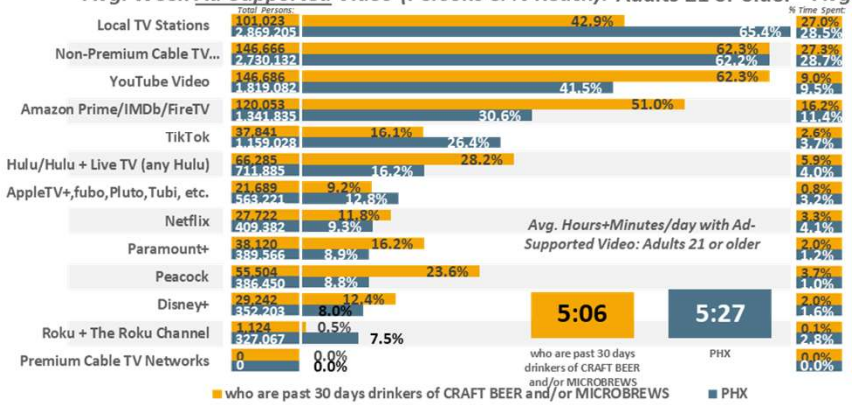
Avg. Week All Video (Persons & % Reach): Adults 21 or older



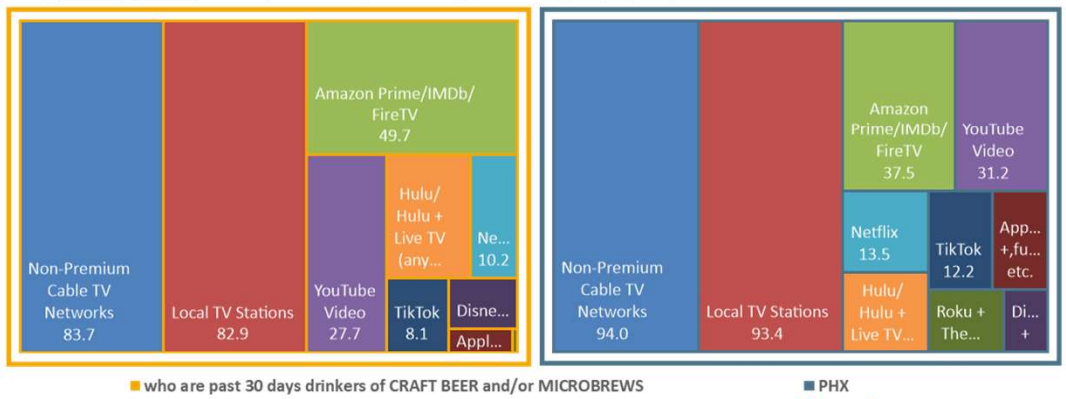
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

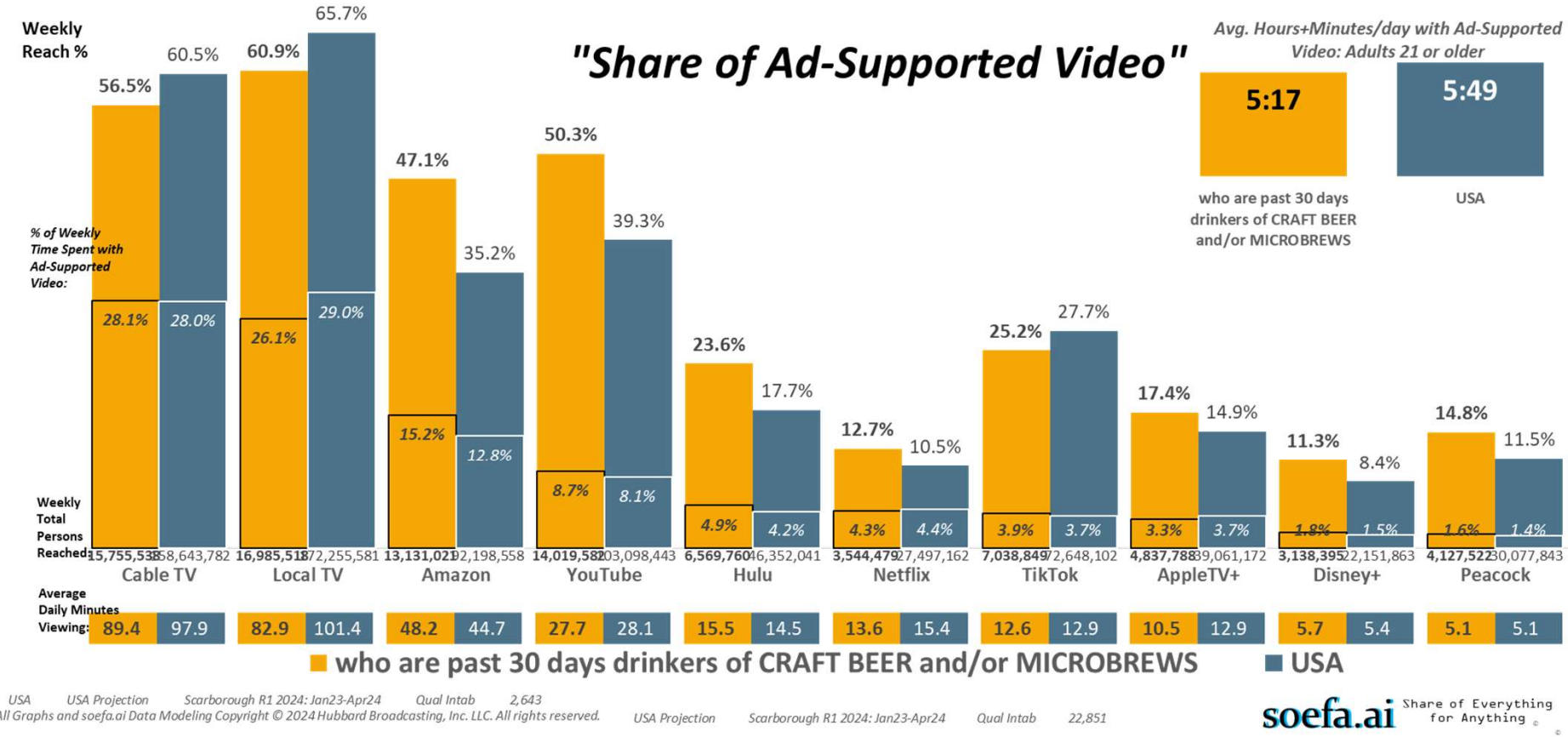
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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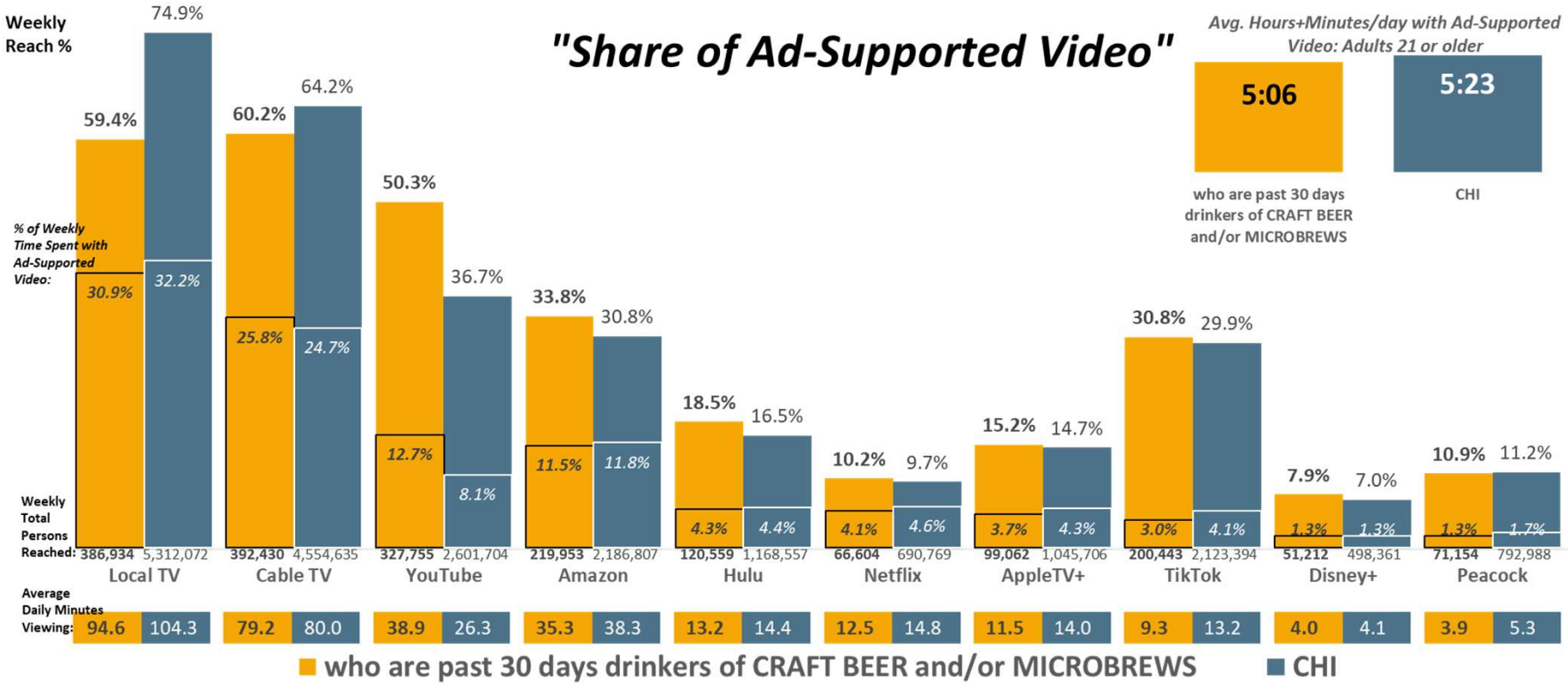
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



386,934 or 59.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

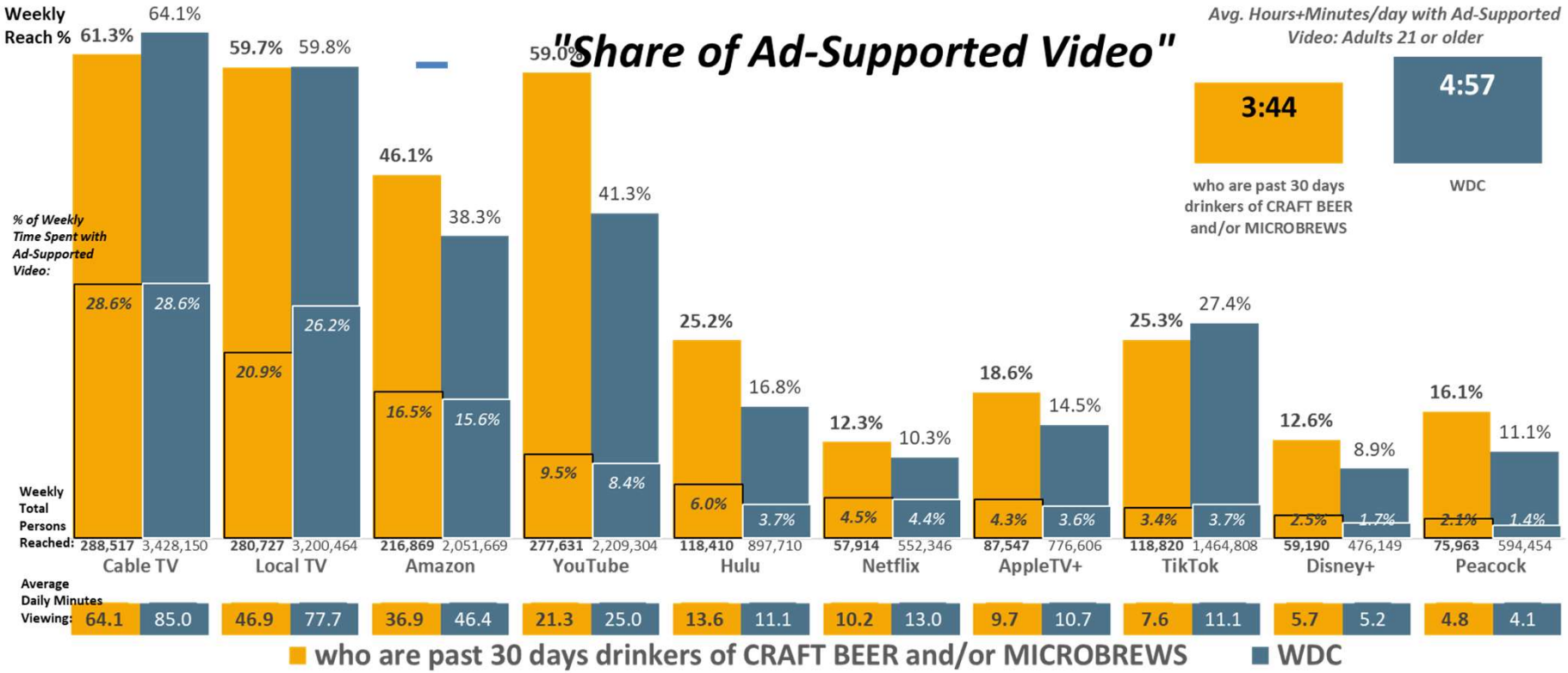
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



280,727 or 59.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

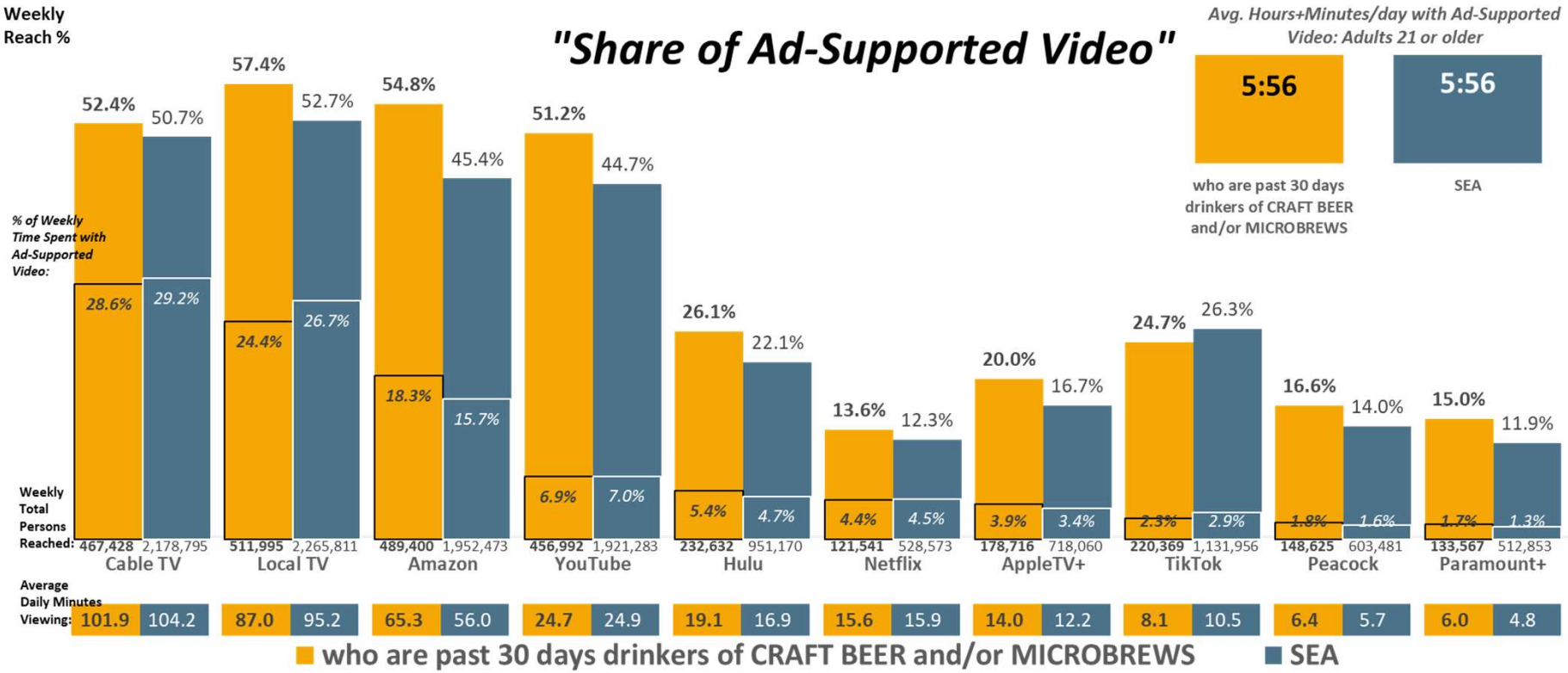
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



511,995 or 57.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

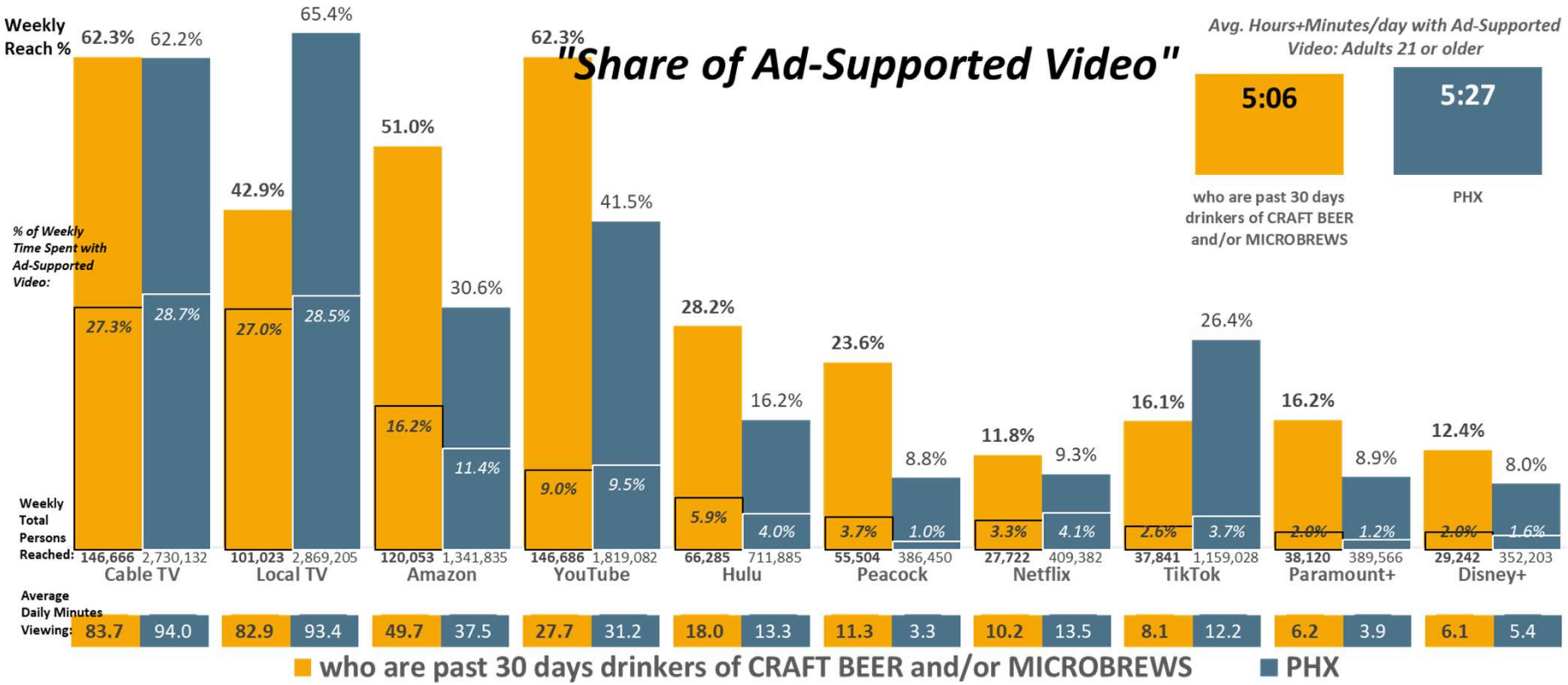
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



101,023 or 42.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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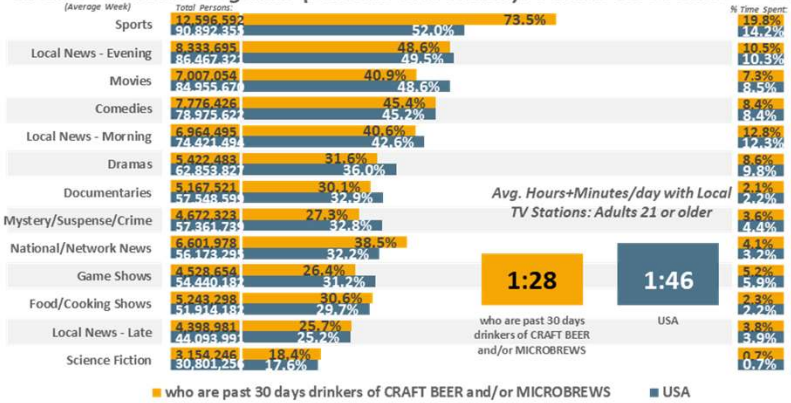
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

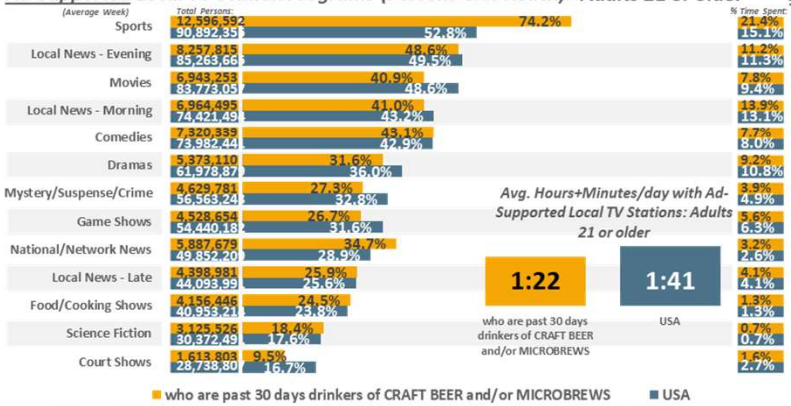
Local TV Station Programs (Persons & % Reach): Adults 21 or older



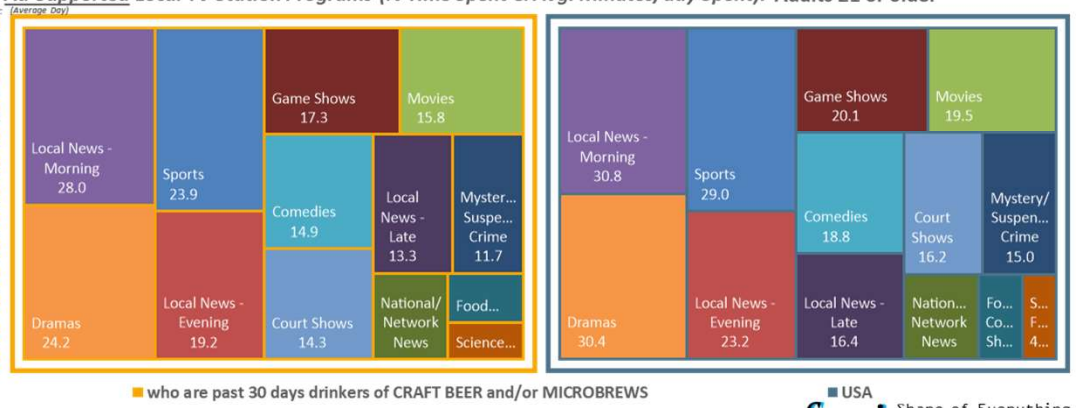
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

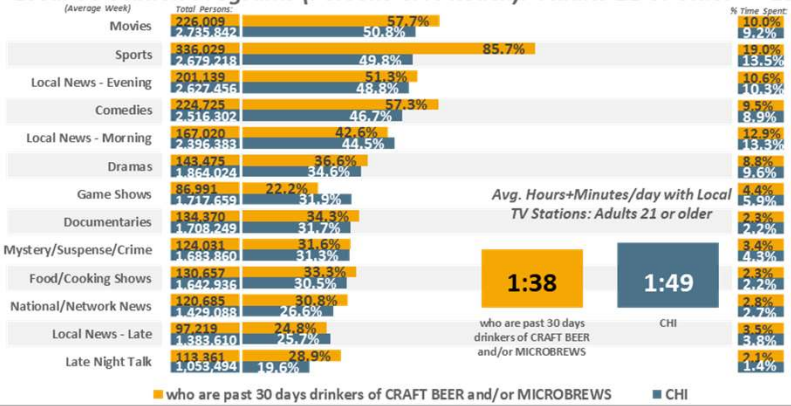
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

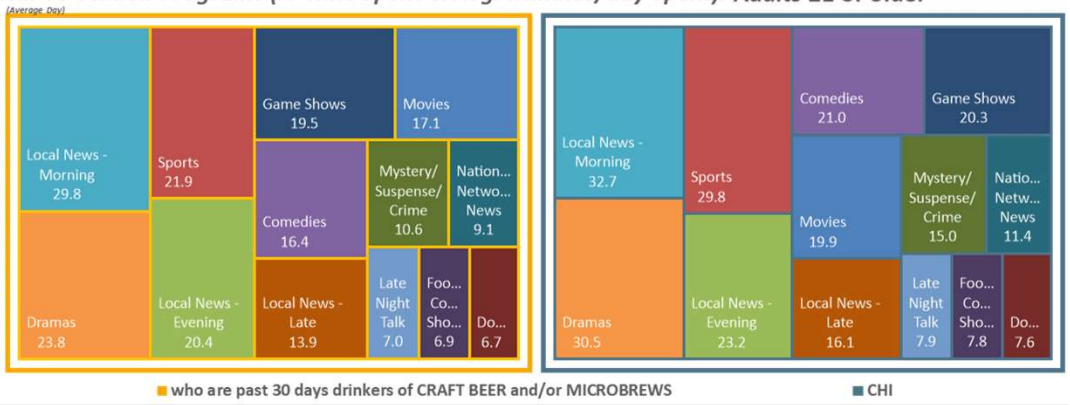


386,934 or 59.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

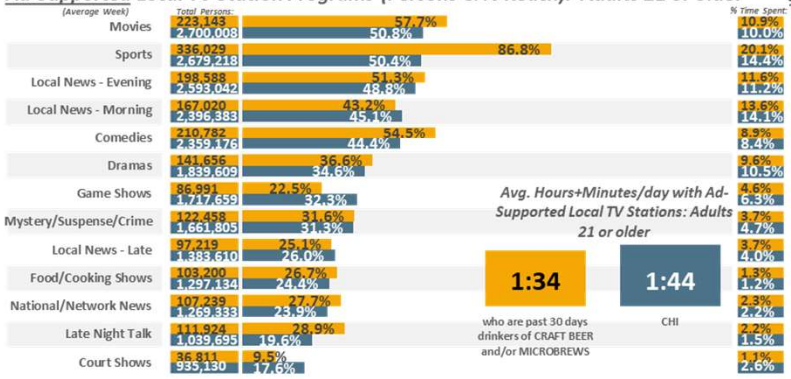
Local TV Station Programs (Persons & % Reach): Adults 21 or older



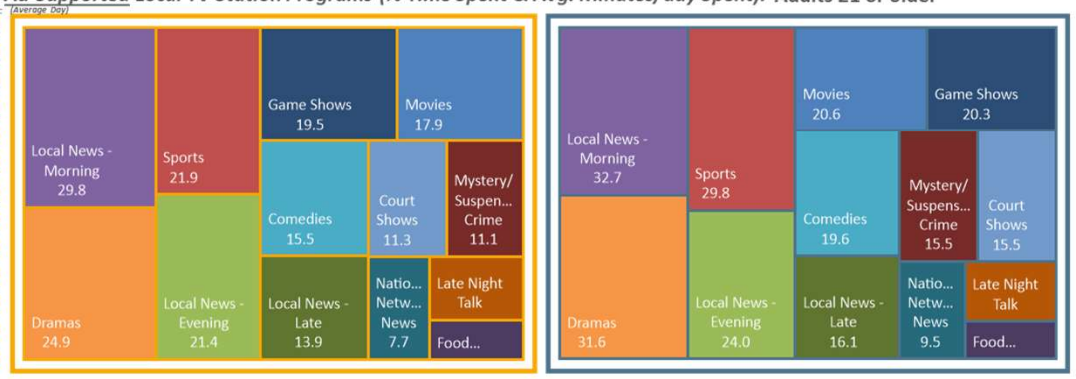
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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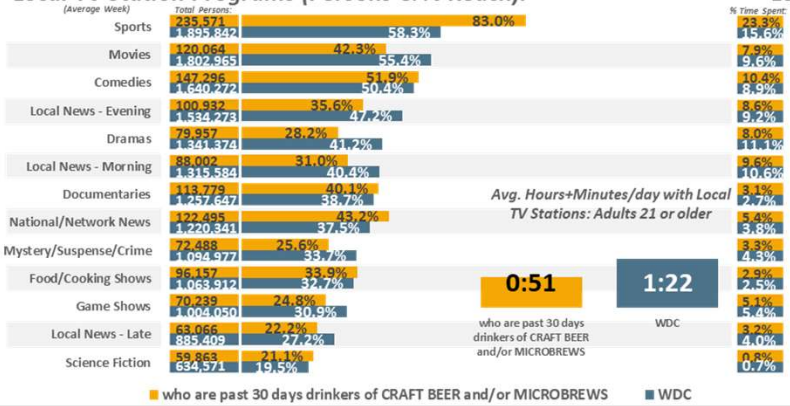
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

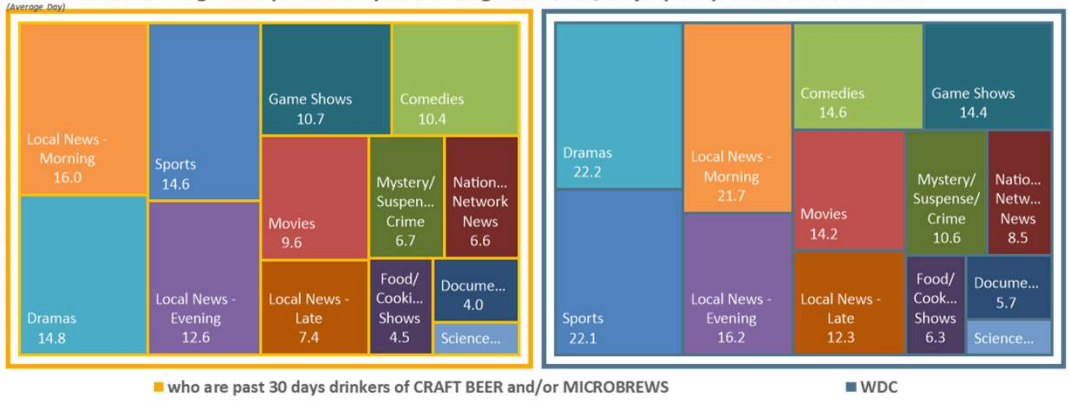


280,727 or 59.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, National/Network News, Local News - Evening, and Local News - Morni

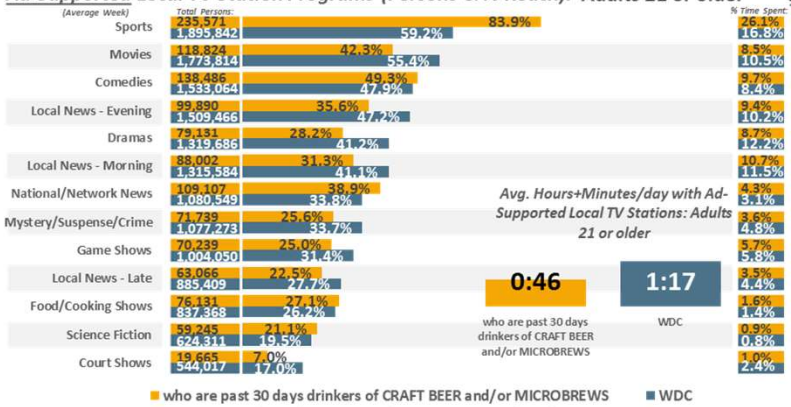
Local TV Station Programs (Persons & % Reach): Adults 21 or older



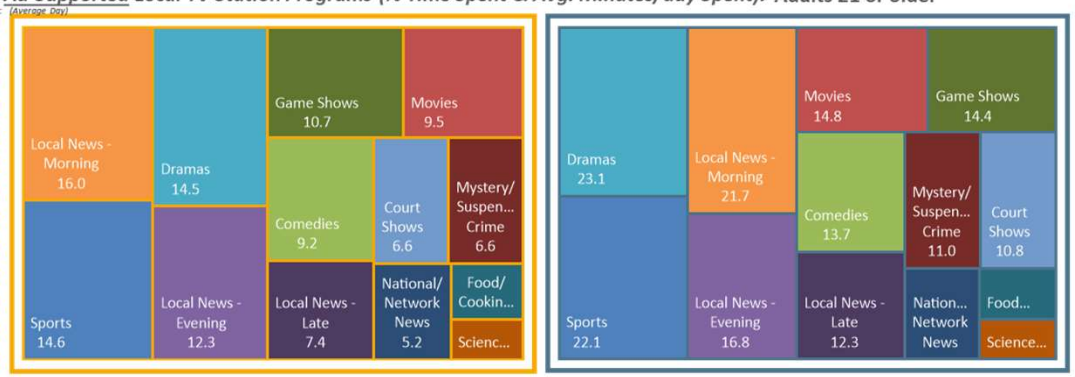
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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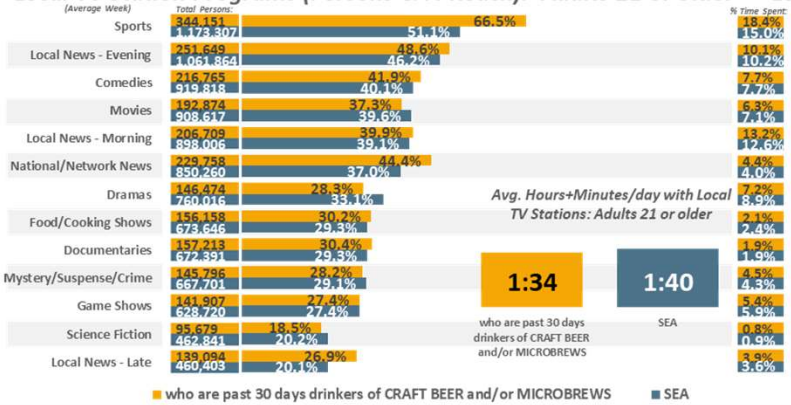
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

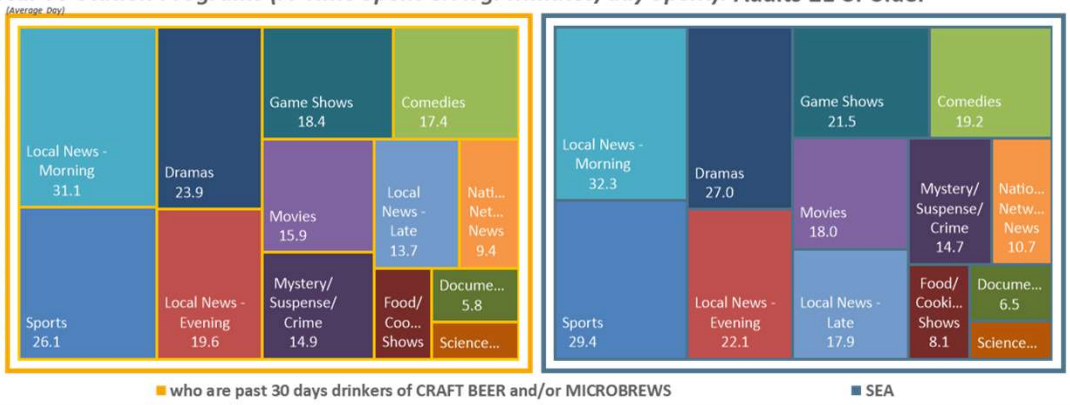


511,995 or 57.4% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Movi

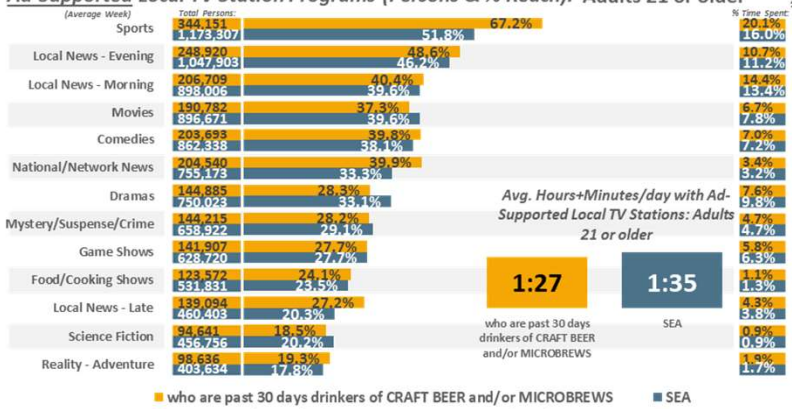
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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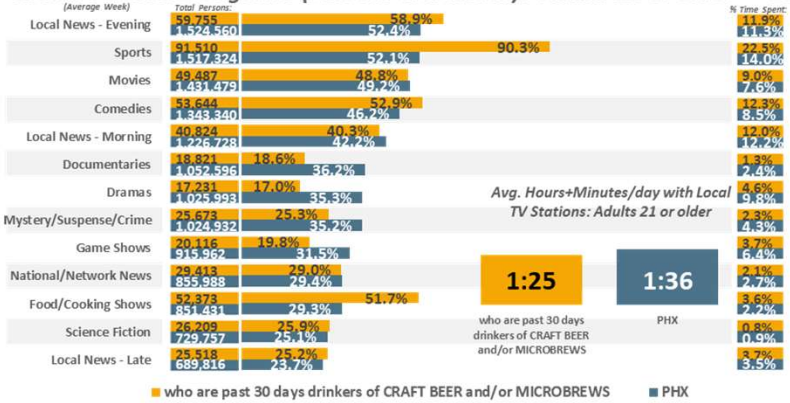
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

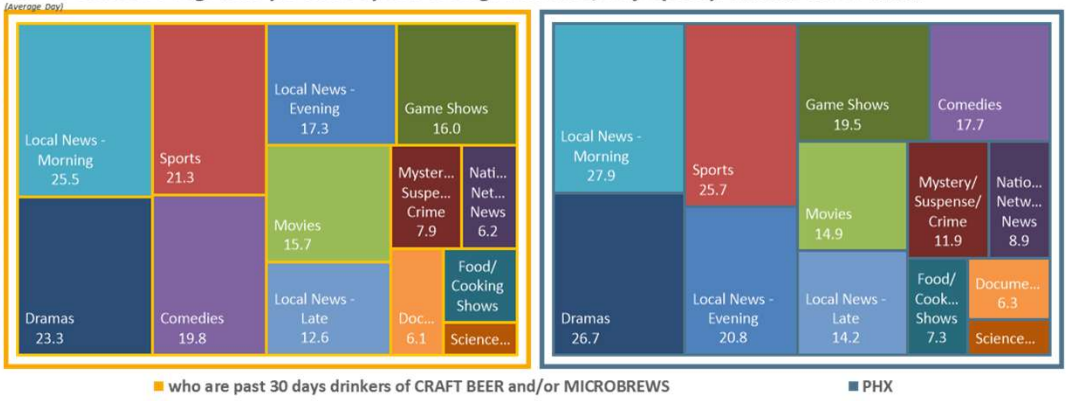


101,023 or 42.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Food/Cooking Shows, and Local News - Morning.

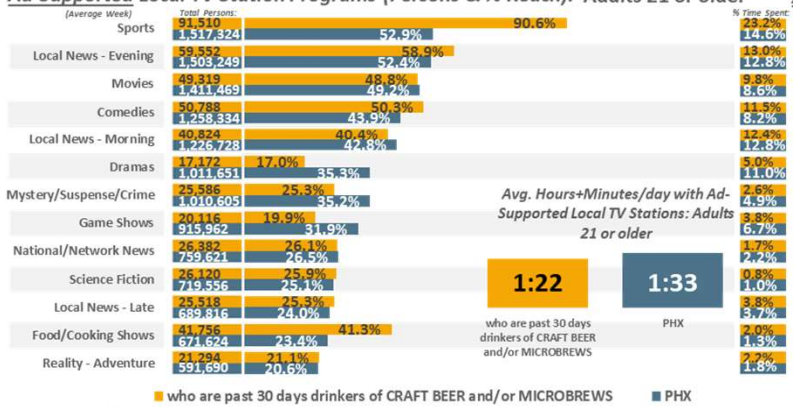
Local TV Station Programs (Persons & % Reach): Adults 21 or older



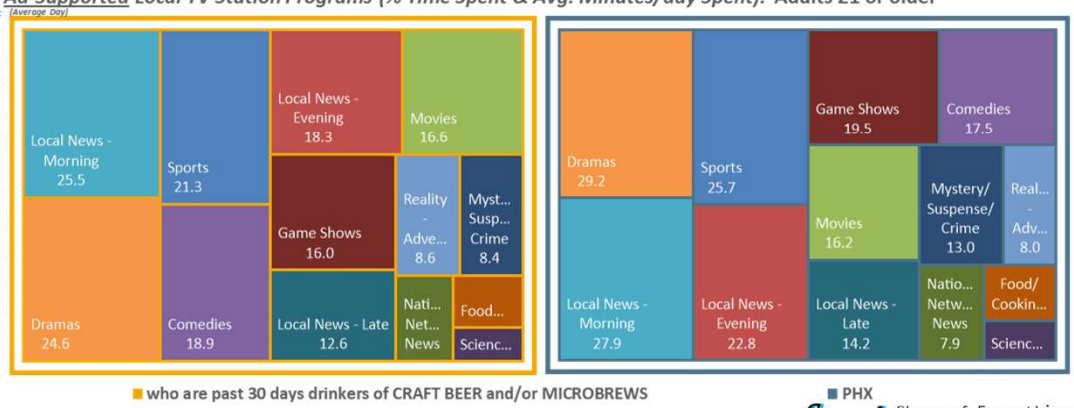
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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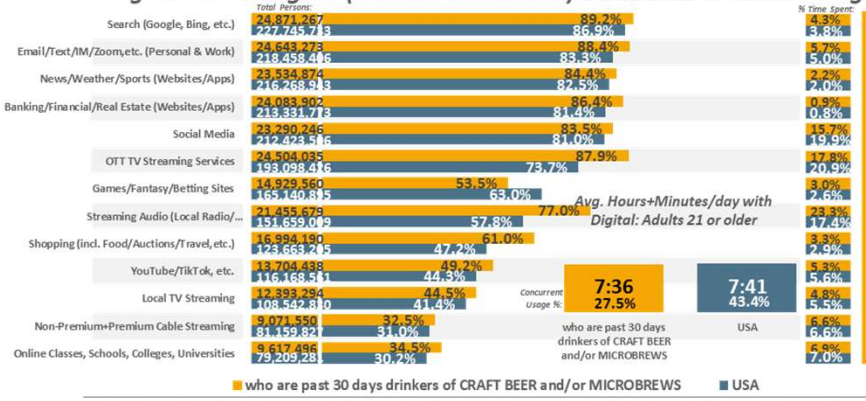
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

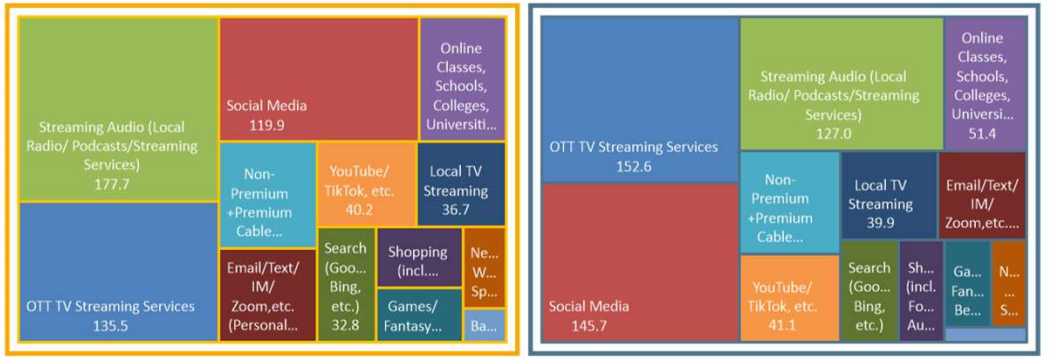


20,301,204 or 72.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 104.5 minutes every day representing 18.8% of all time spent daily with Ad-Supported Digital Media.

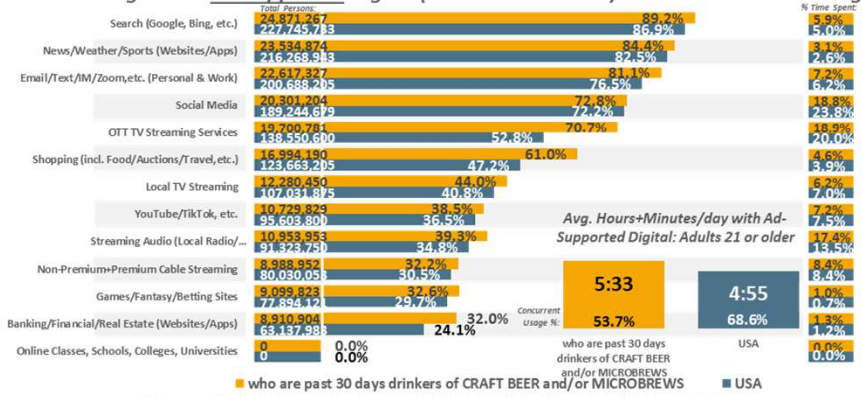
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



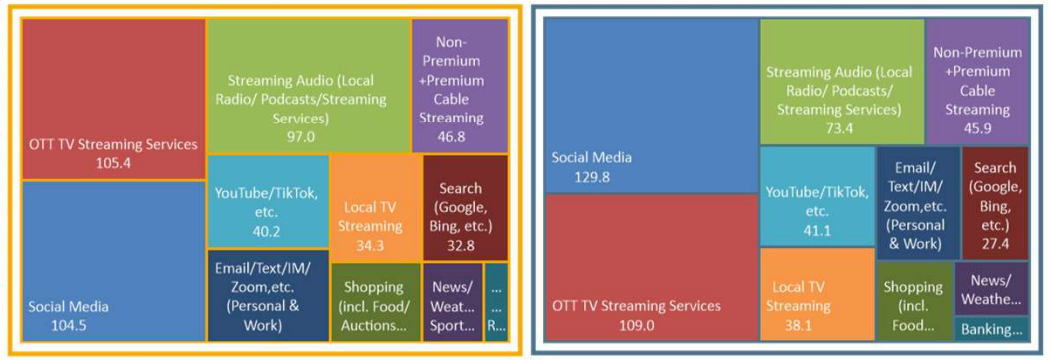
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

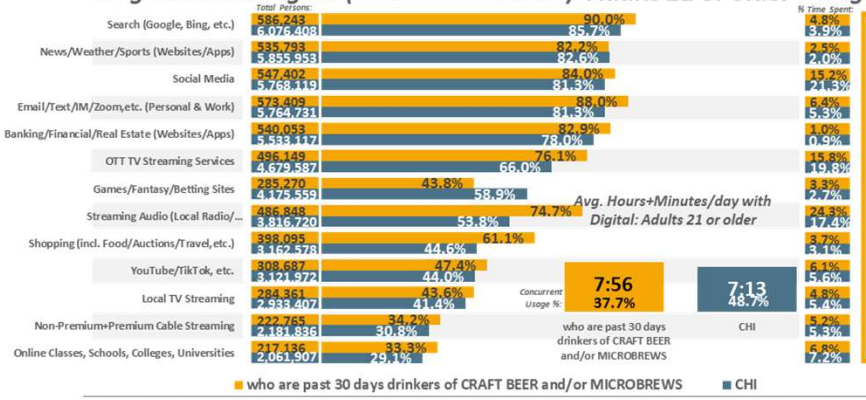
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

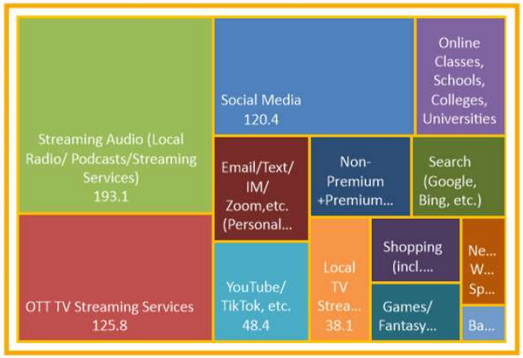


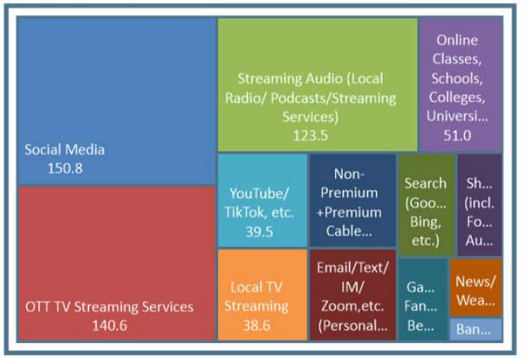
499,044 or 76.6% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 109.8 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

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

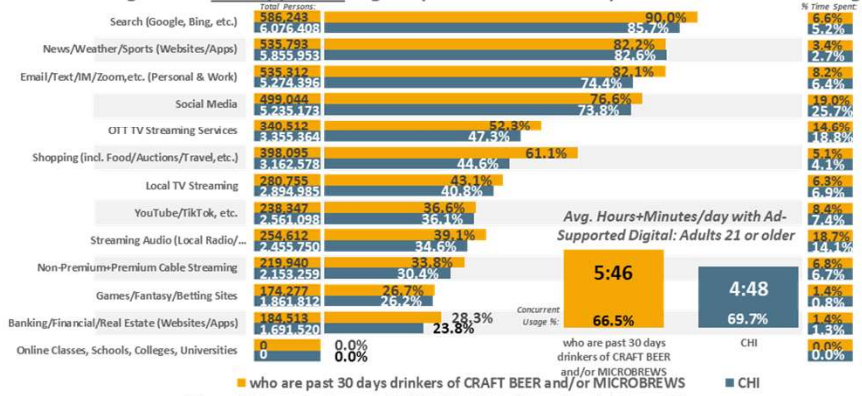


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

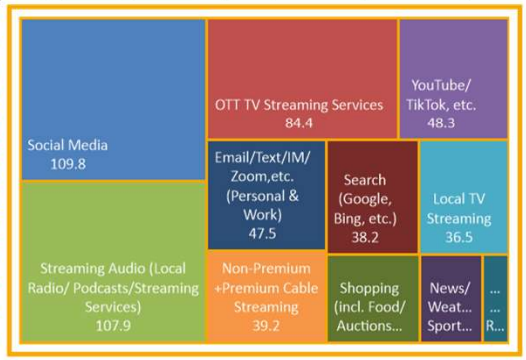


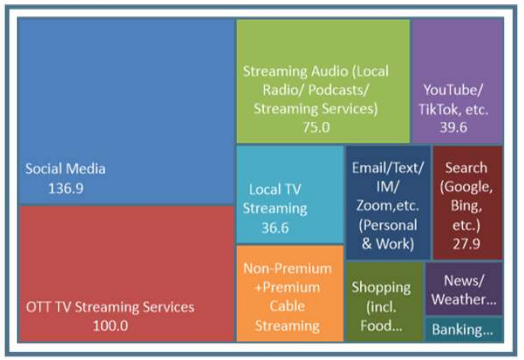


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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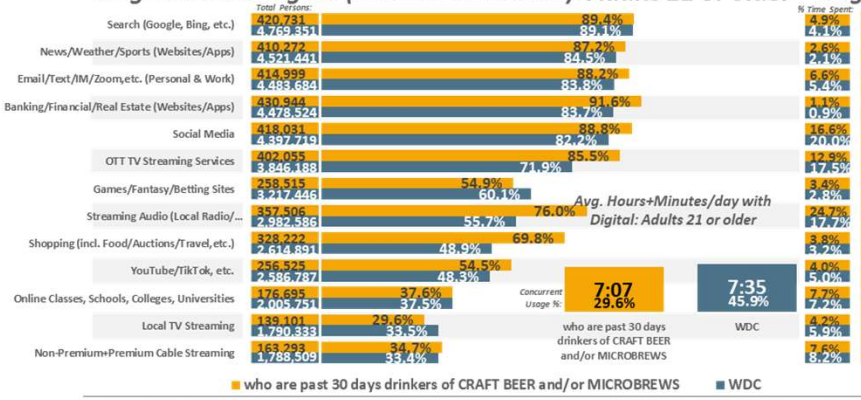
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

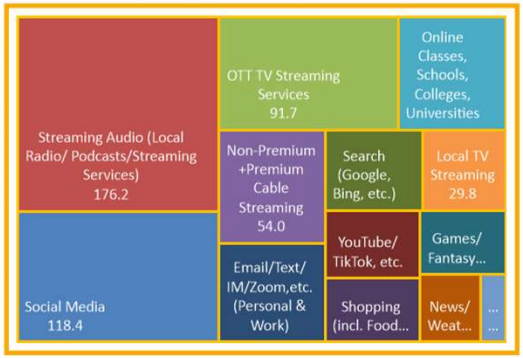


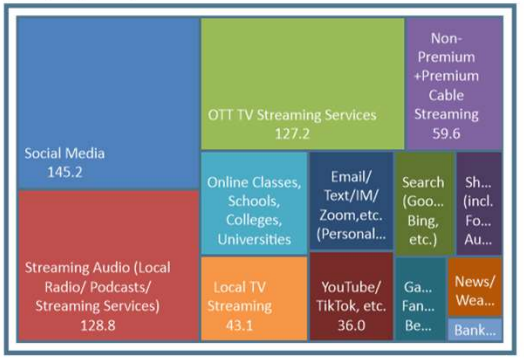
350,666 or 74.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 99.4 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

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



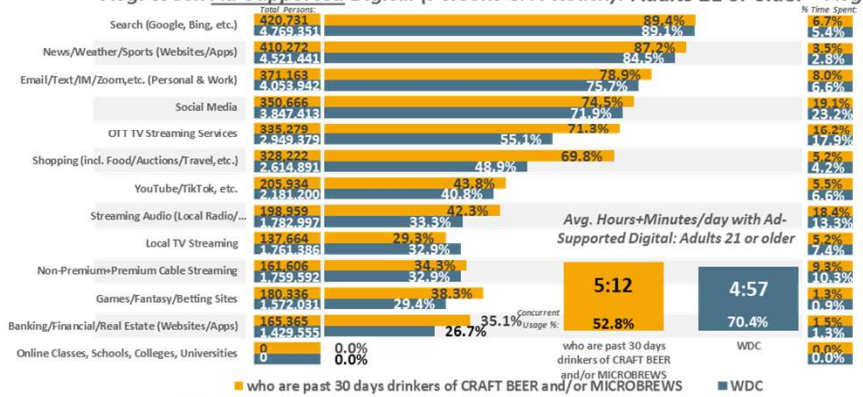
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



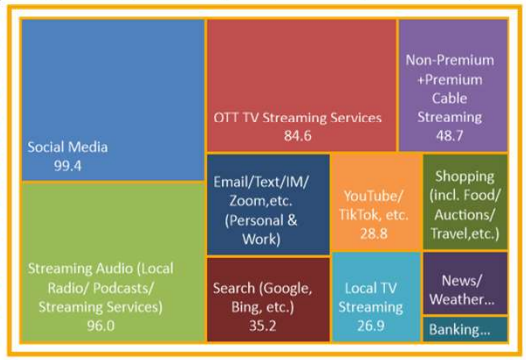


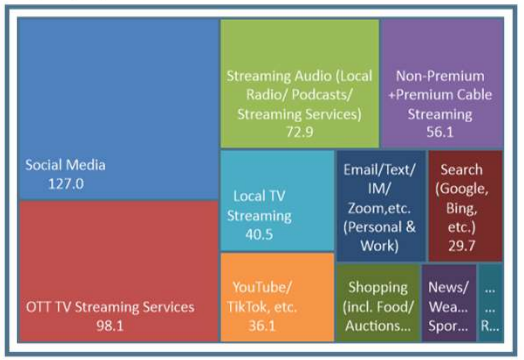
■ who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS ■ WDC

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



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





■ who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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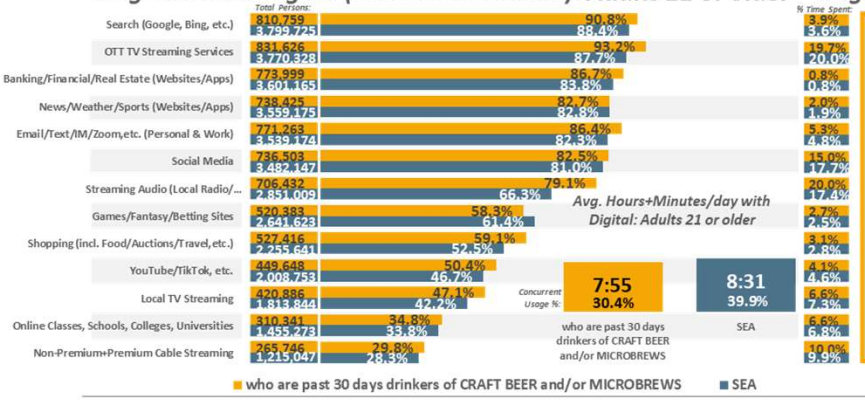
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

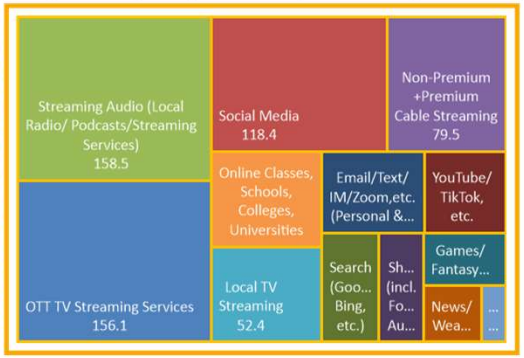


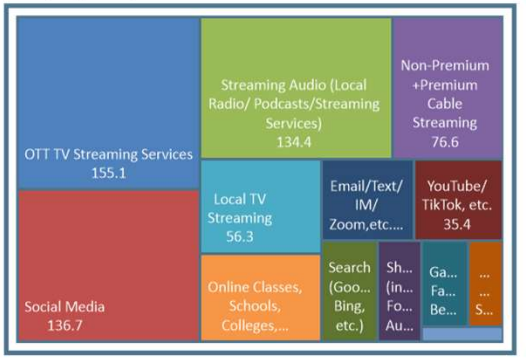
625,973 or 70.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 100.7 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

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

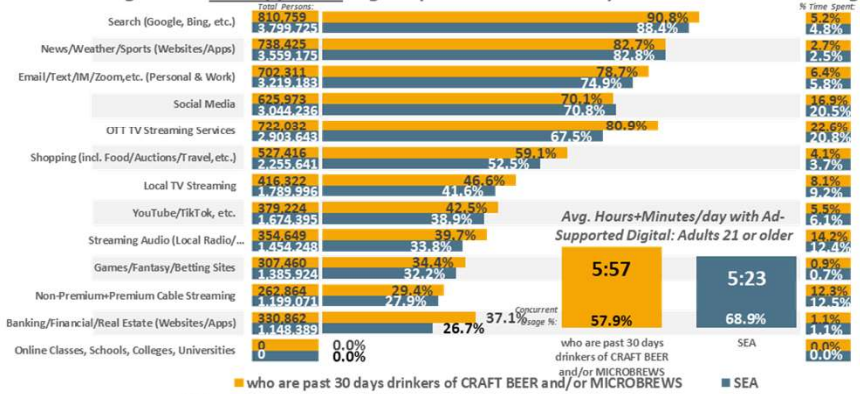


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

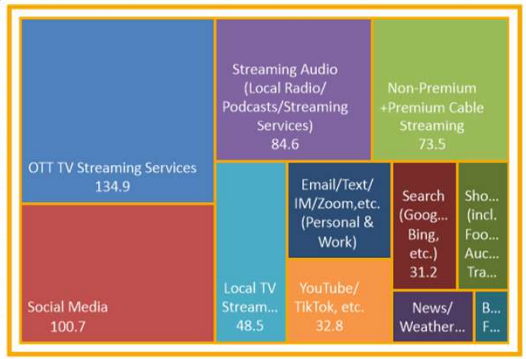


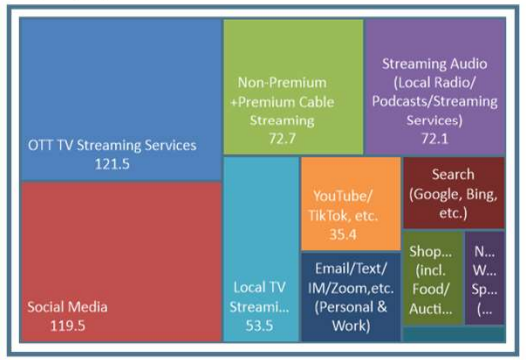


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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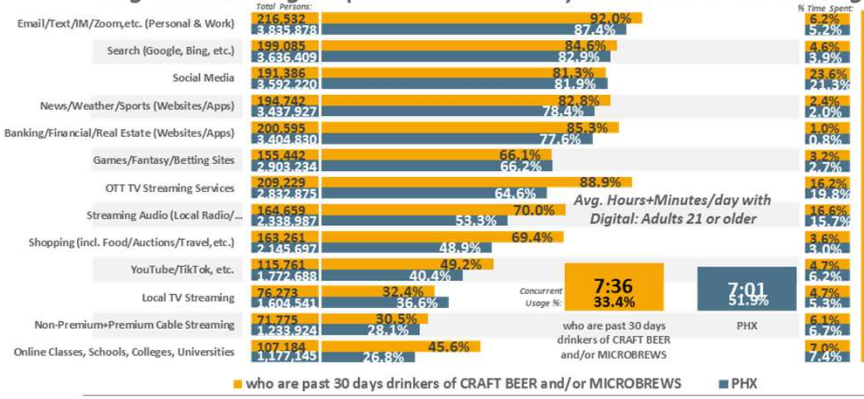
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

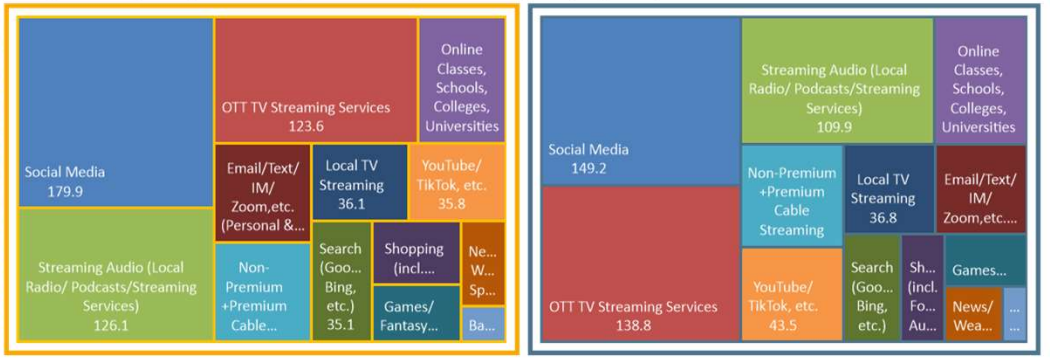


156,914 or 66.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 147.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

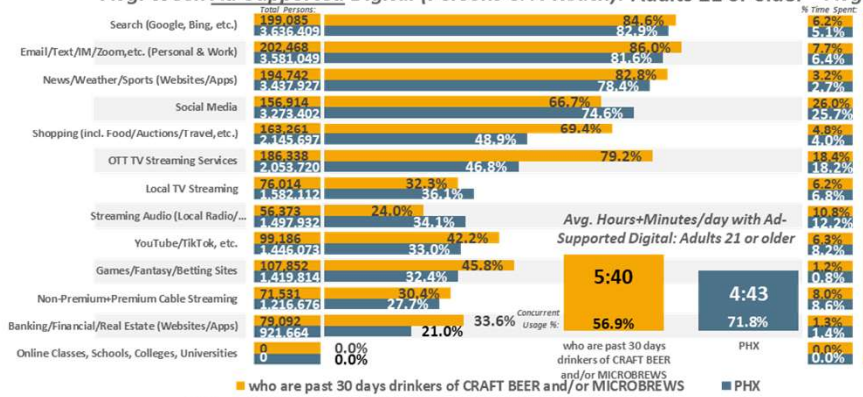
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



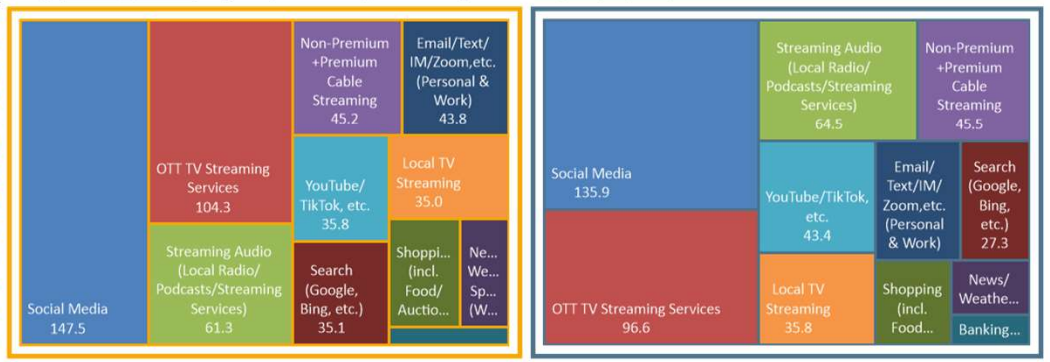
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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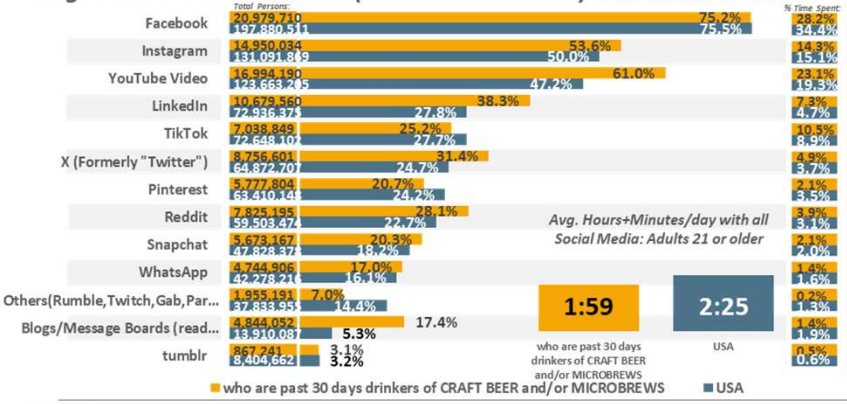
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

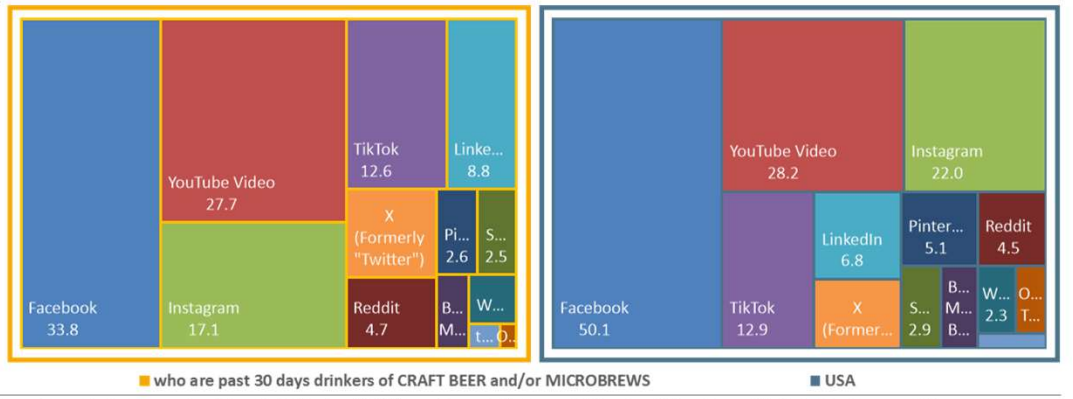


20,301,204 or 72.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 30.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

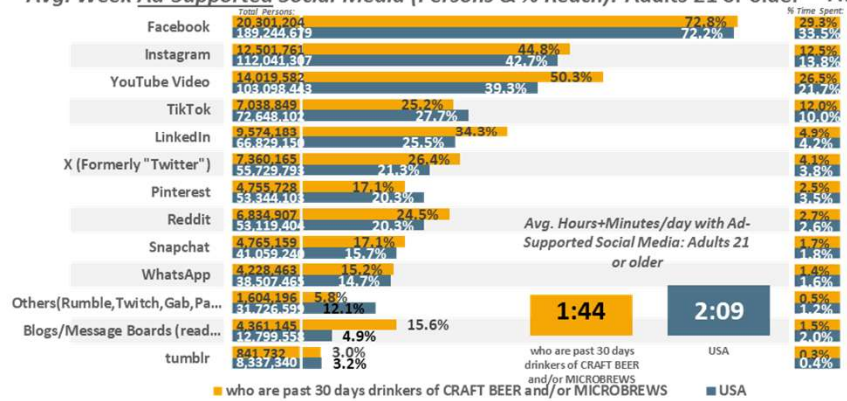
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



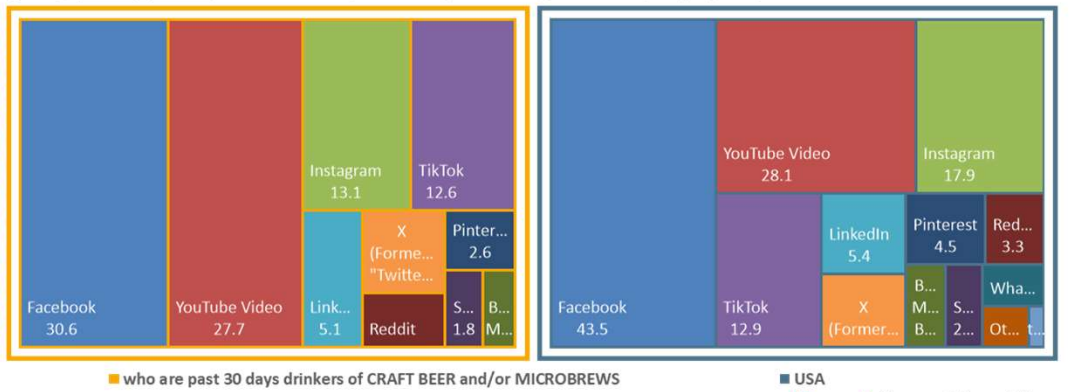
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

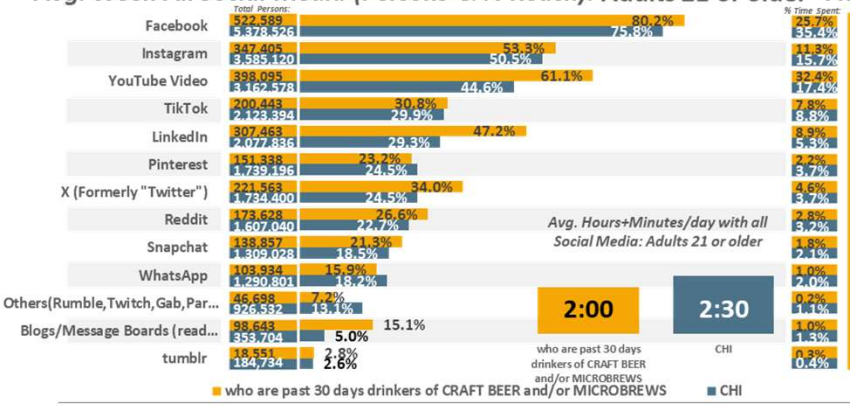
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

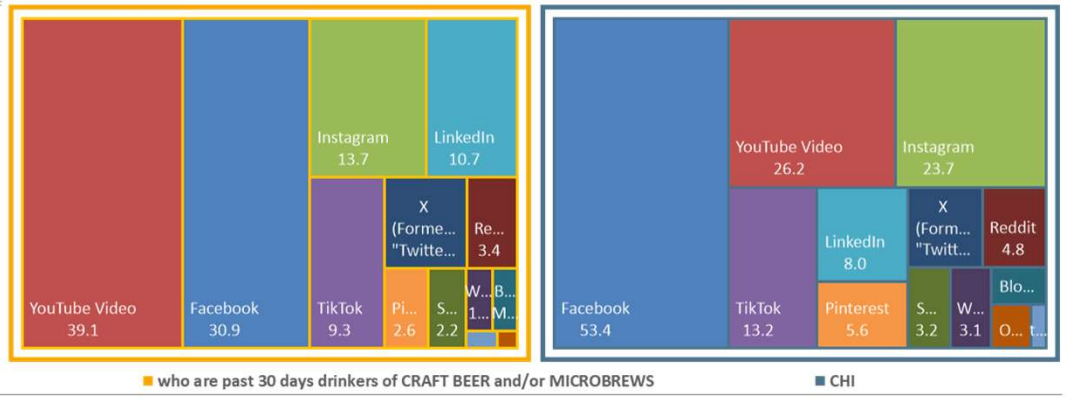


327,755 or 50.3% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported YouTube Video for an average of 38.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

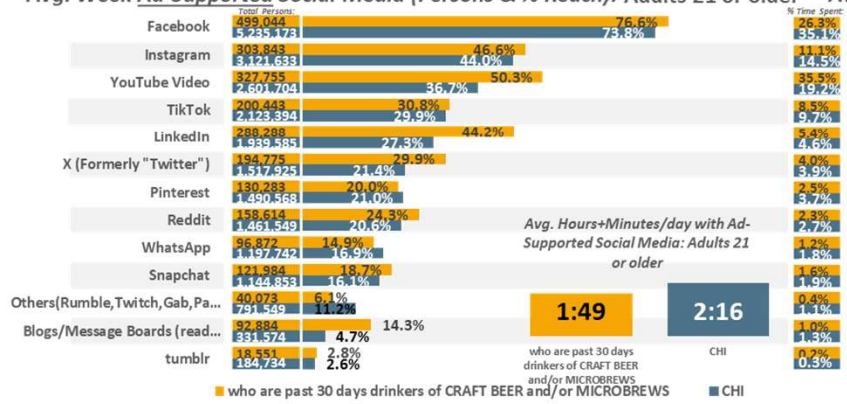
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



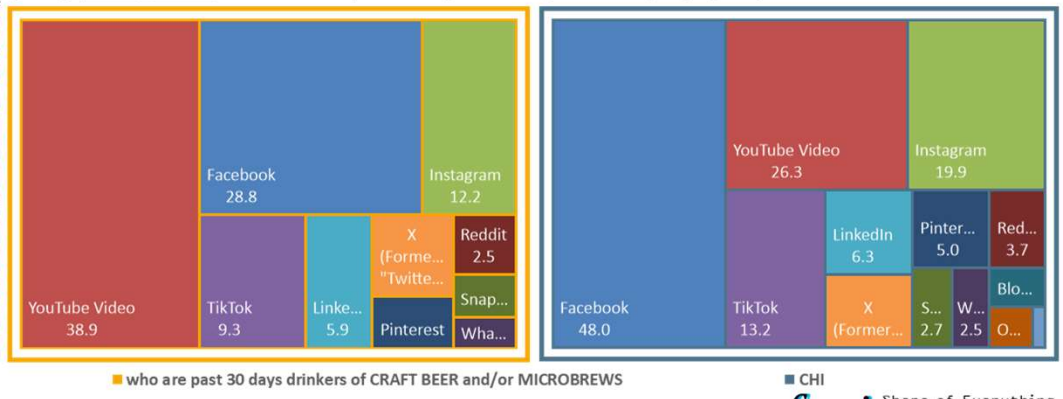
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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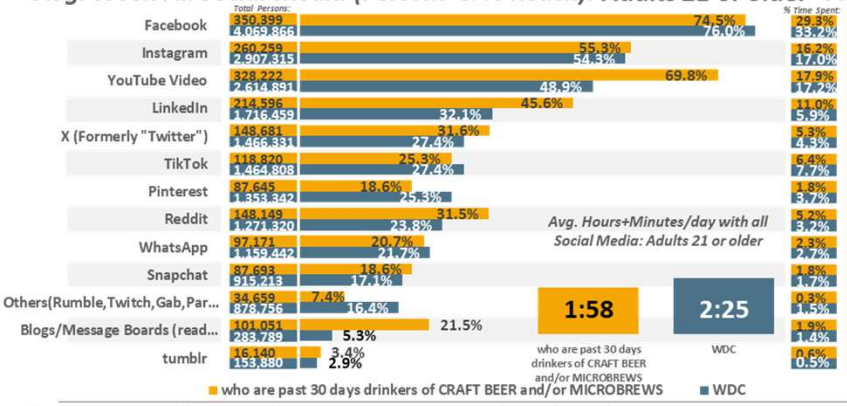
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

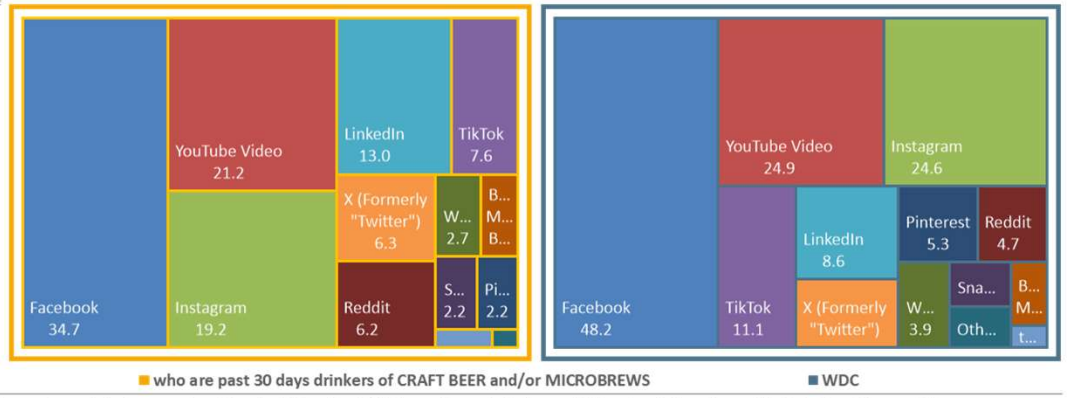


350,399 or 74.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 33.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

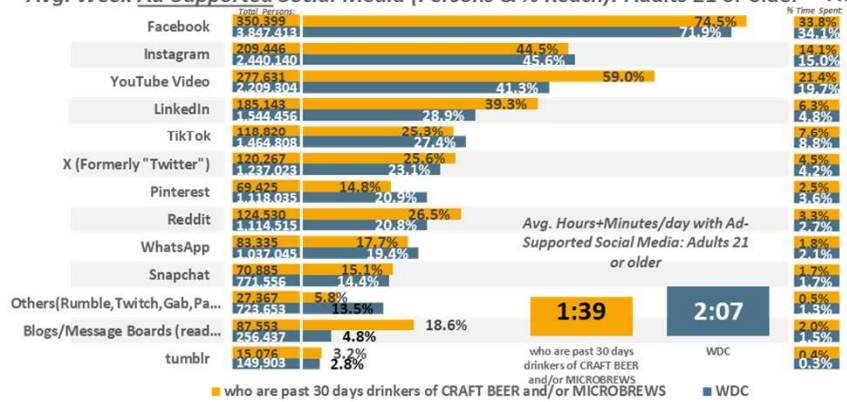
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



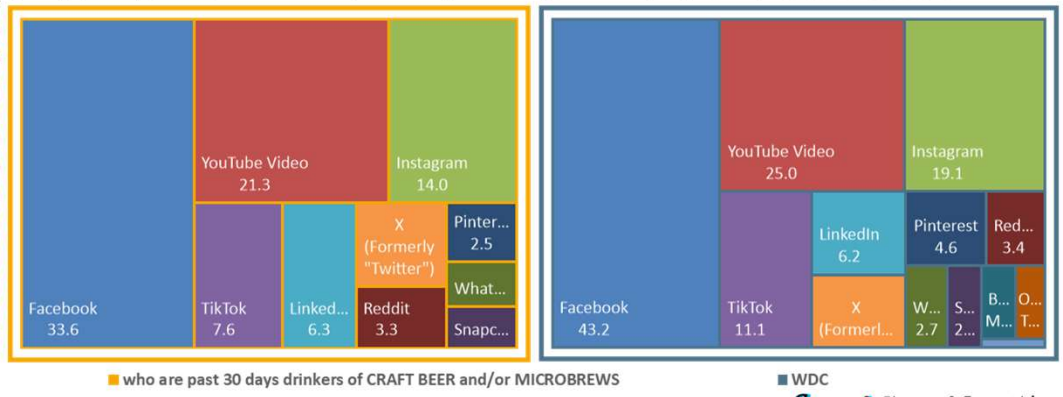
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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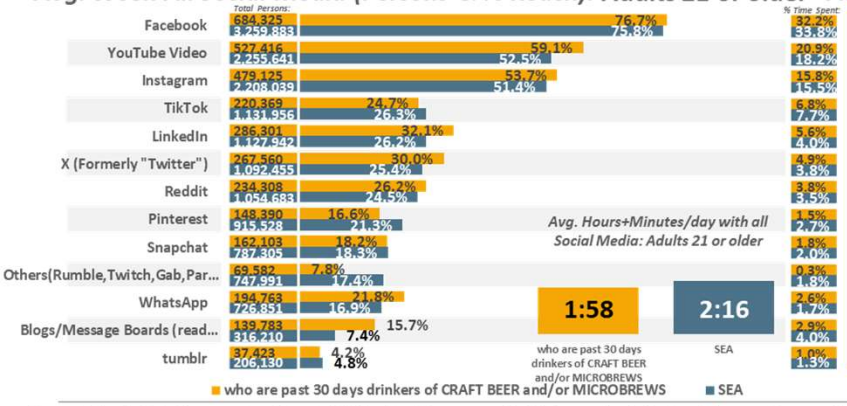
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

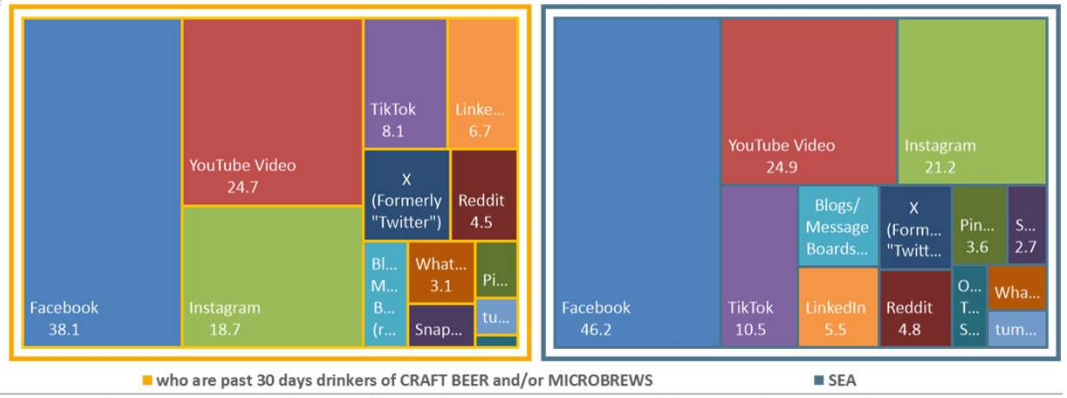


625,973 or 70.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 32.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

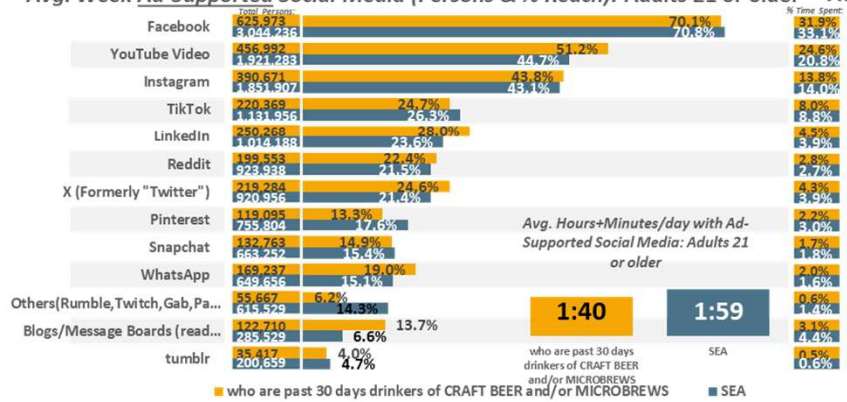
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



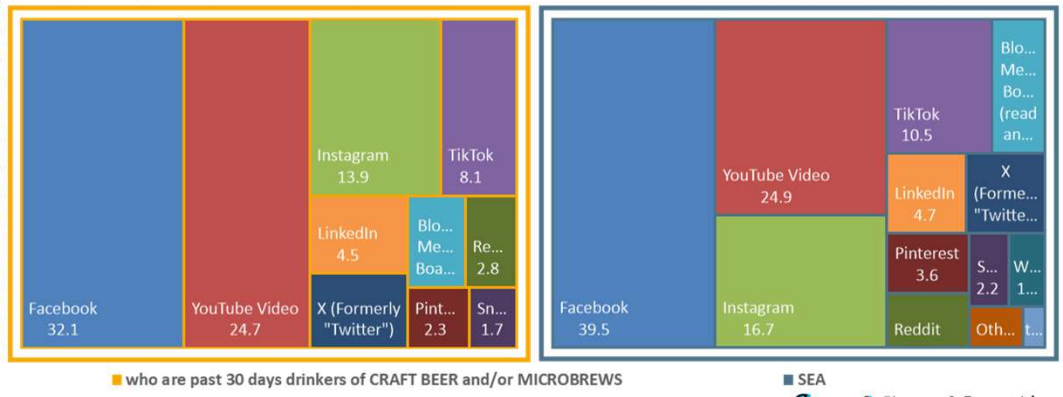
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

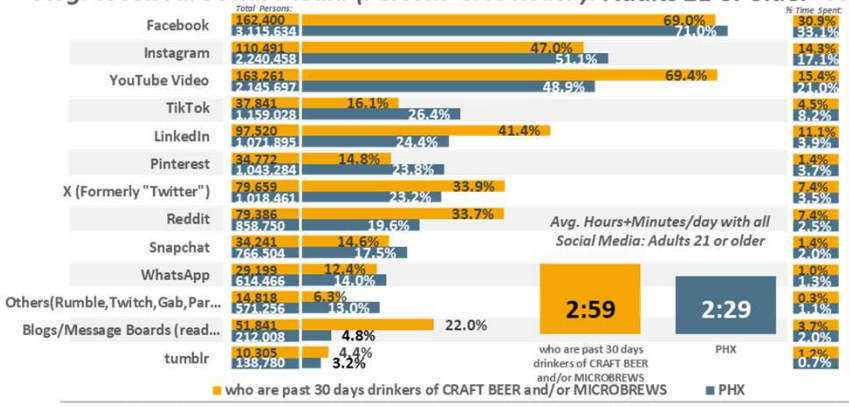
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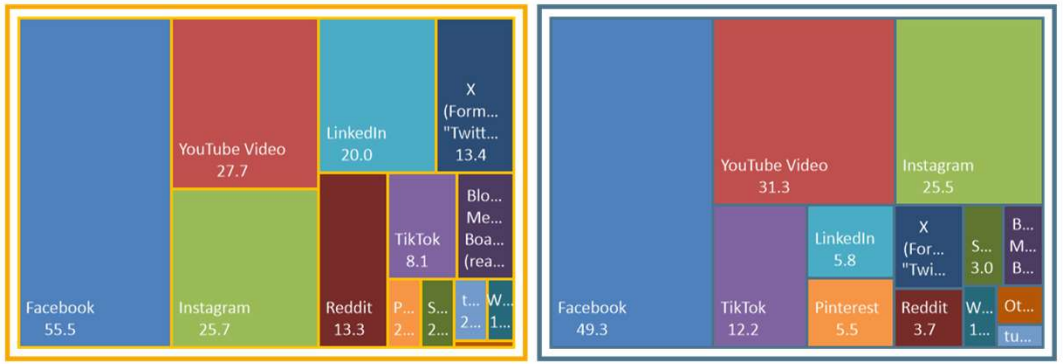
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

156,914 or 66.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 52.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

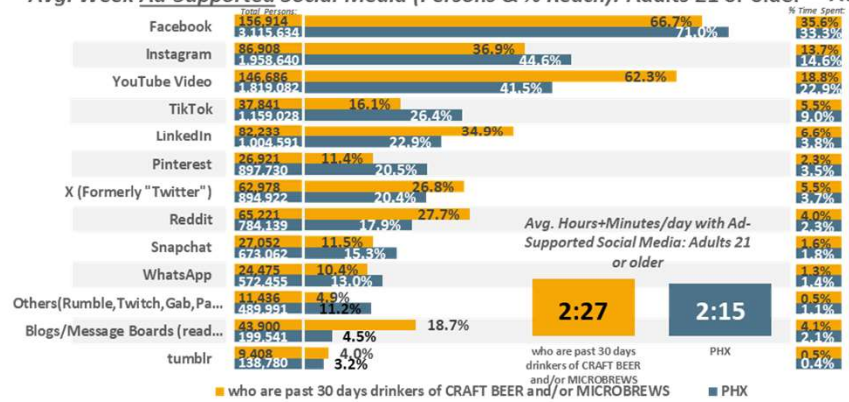
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



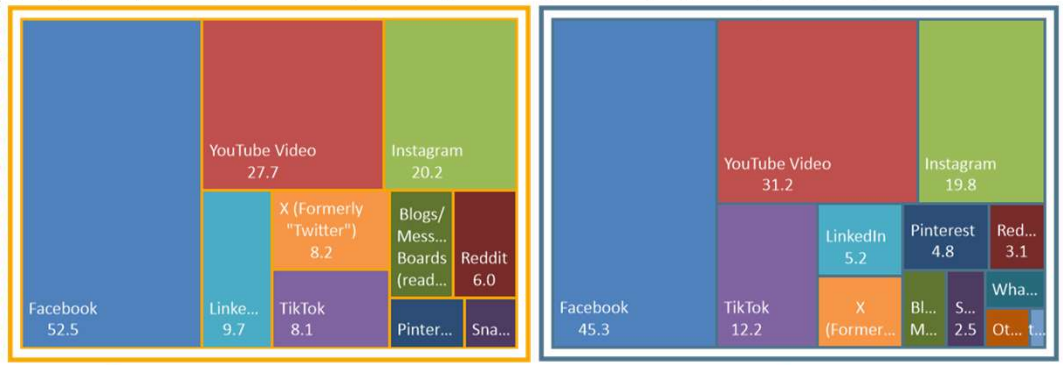
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

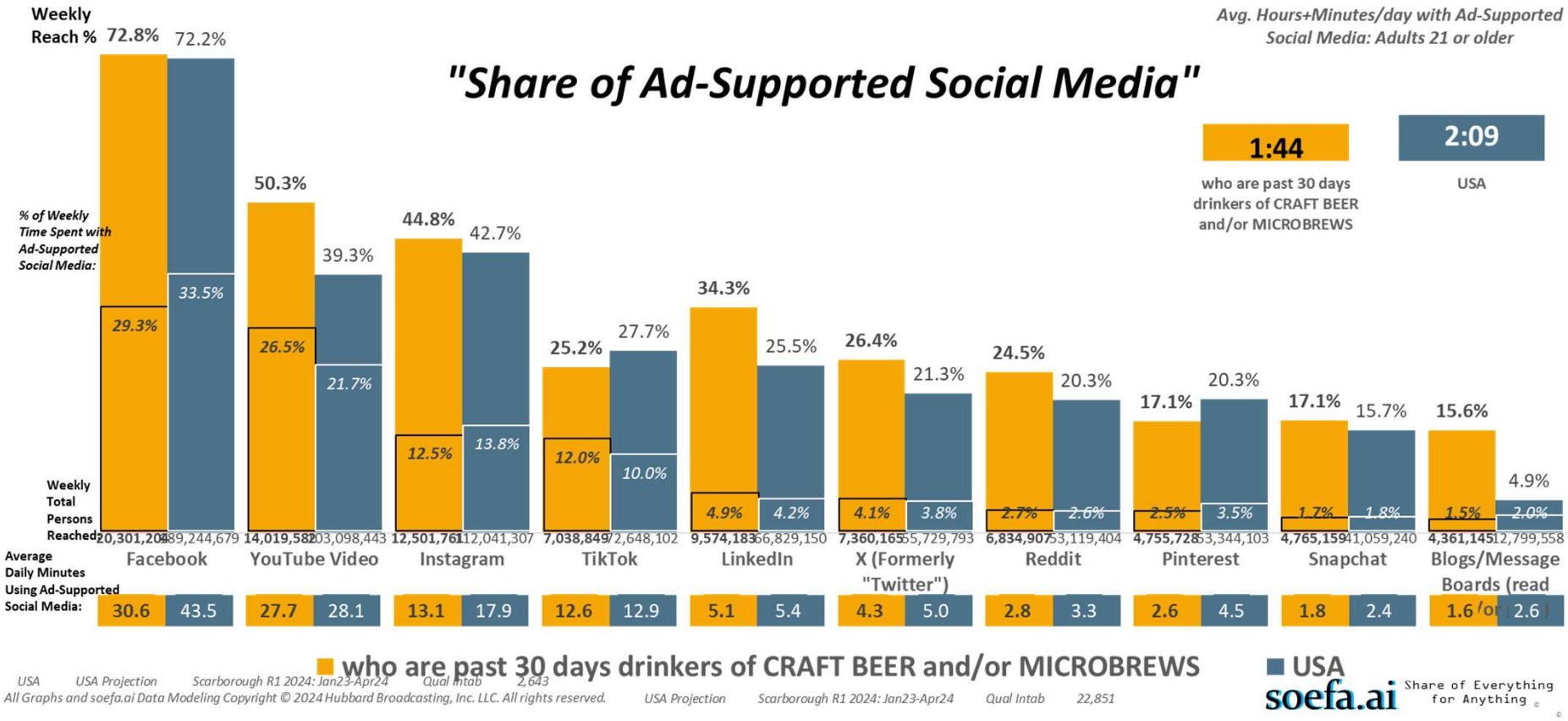
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



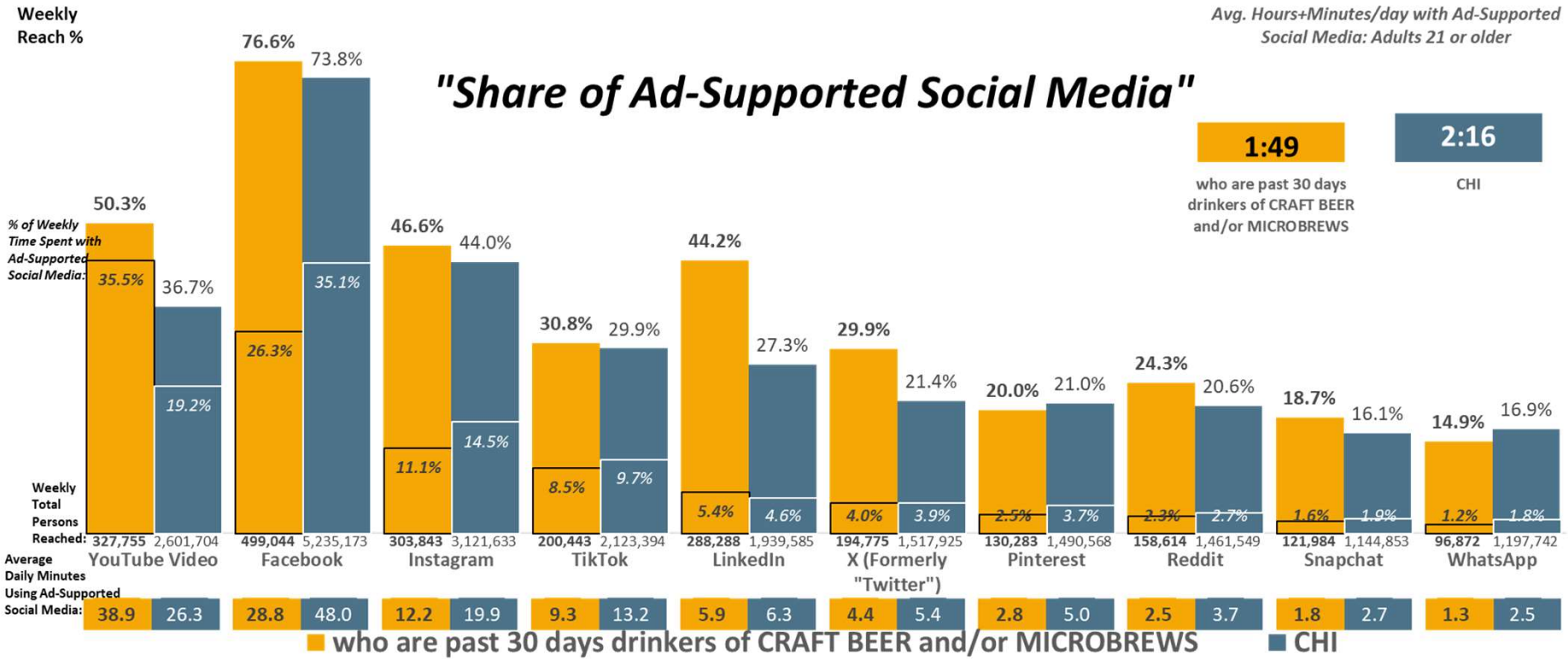
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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

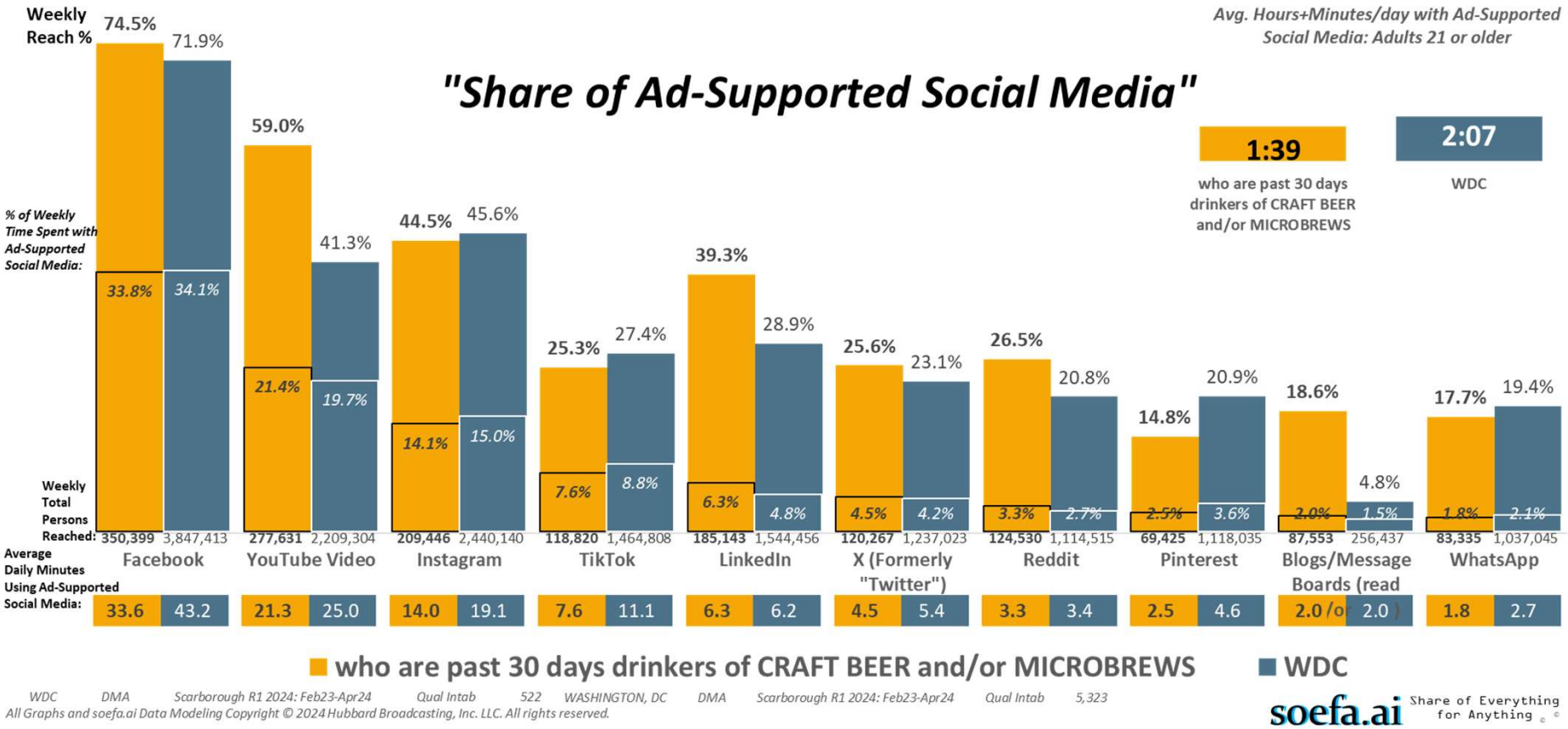
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

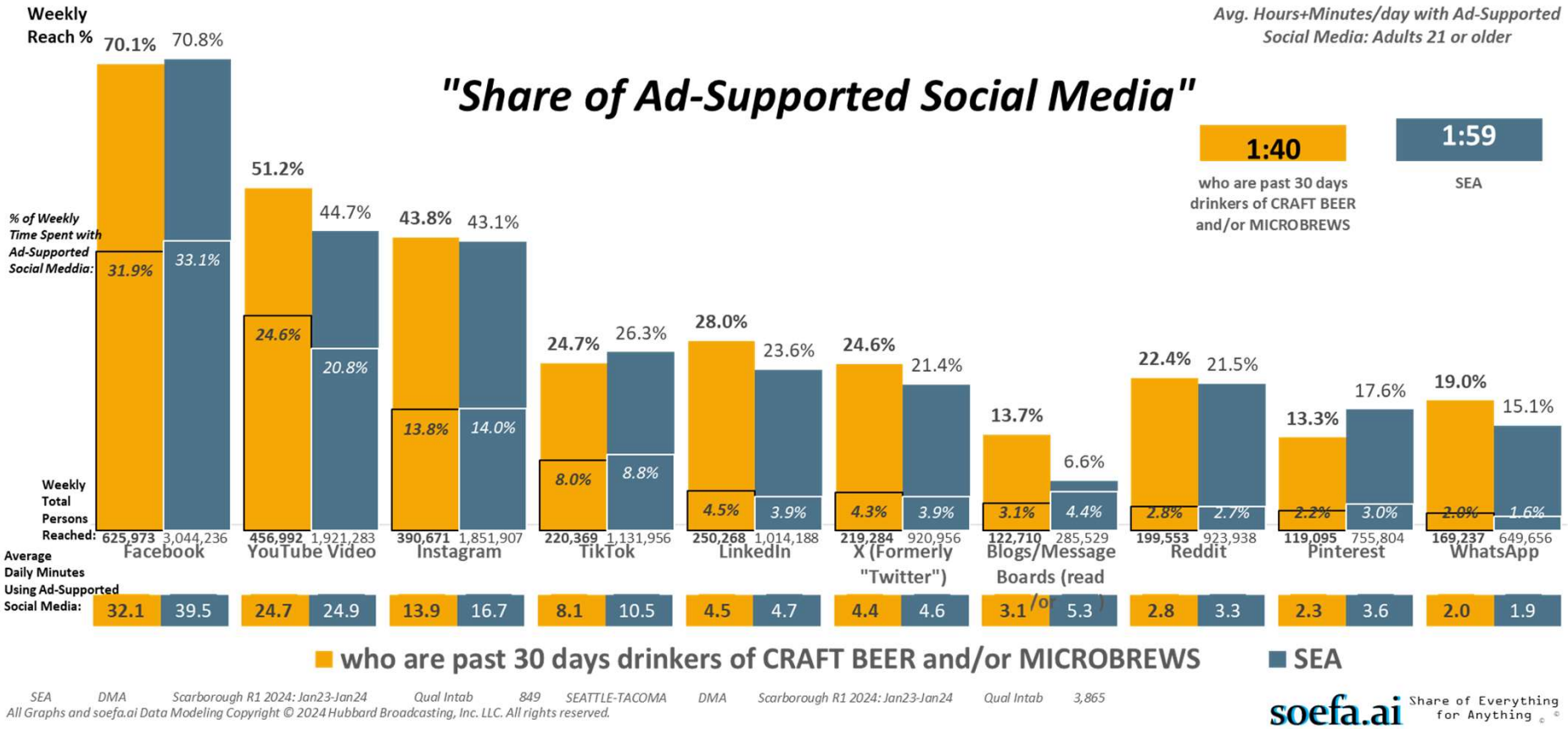
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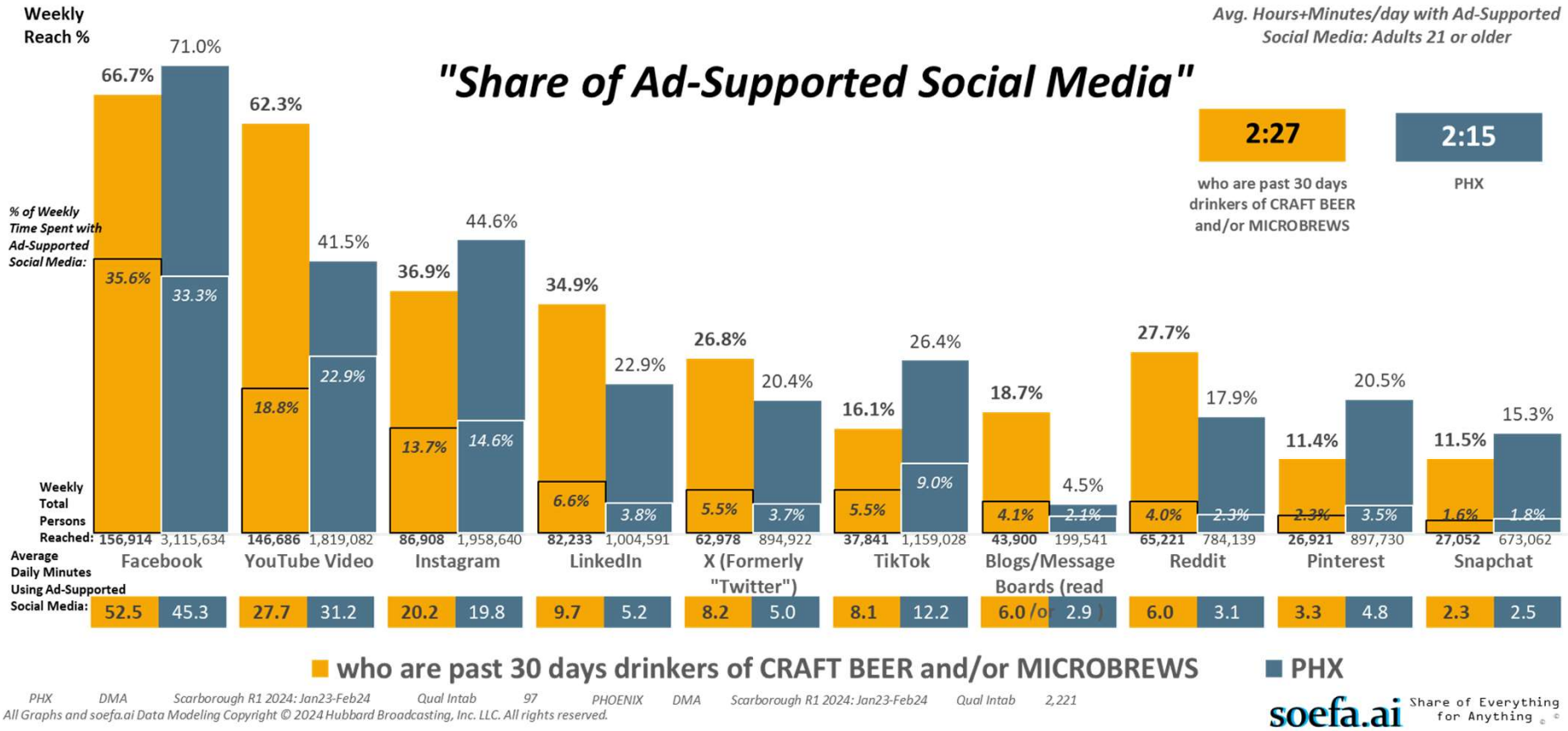
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

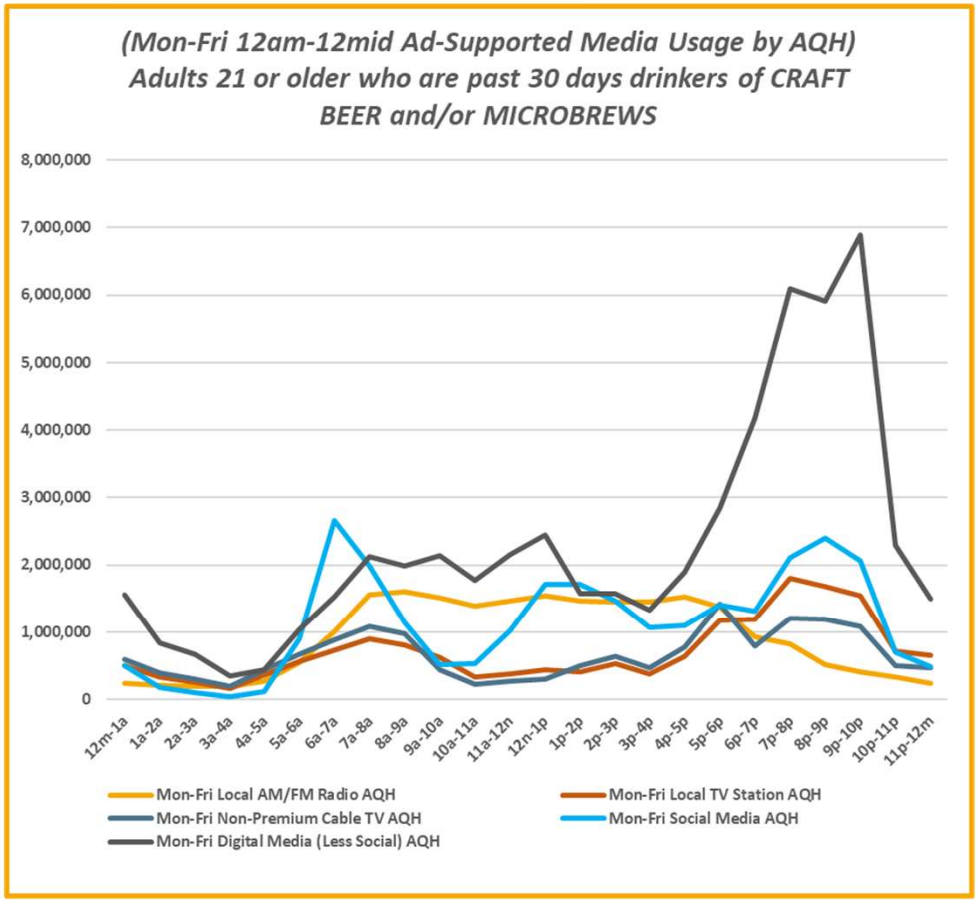
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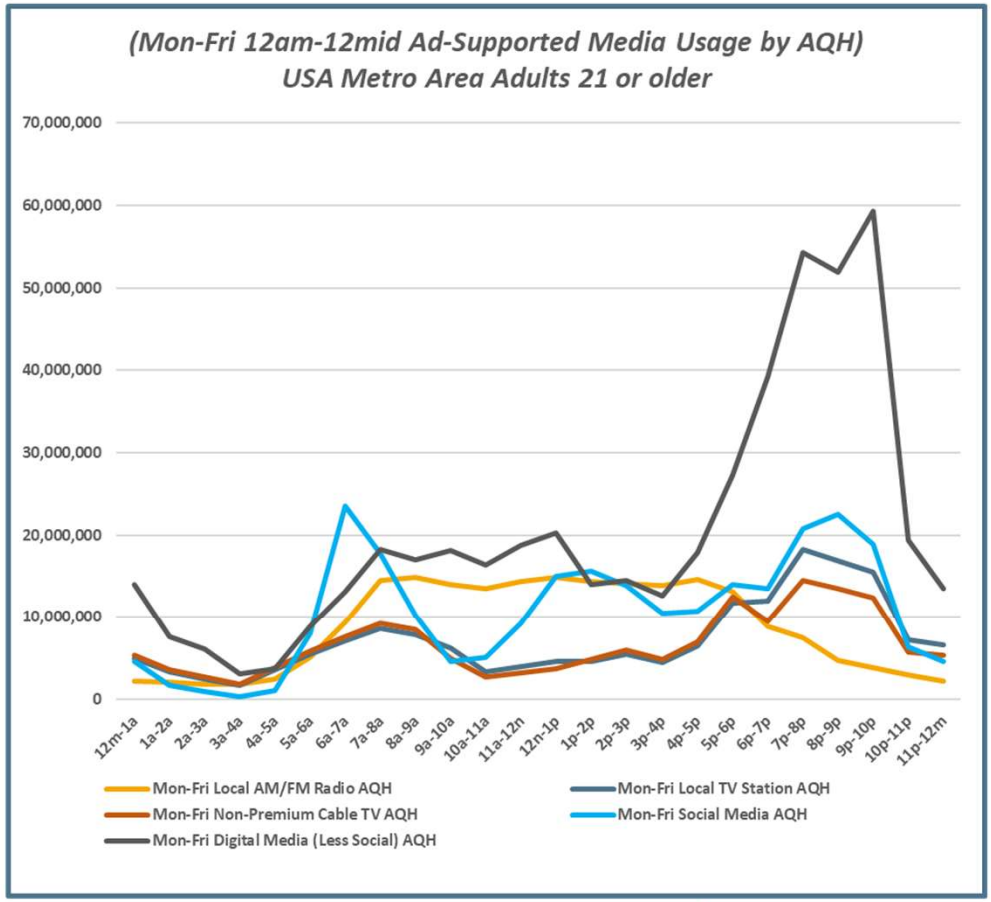
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,117,390; Local Radio: 1,404,391; Social Media: 1,355,769; Non-Prem. Cable: 671,357; Local TV: 650,785 reaching Adults 21 or older who are past 30 days drinkers of CRAFT





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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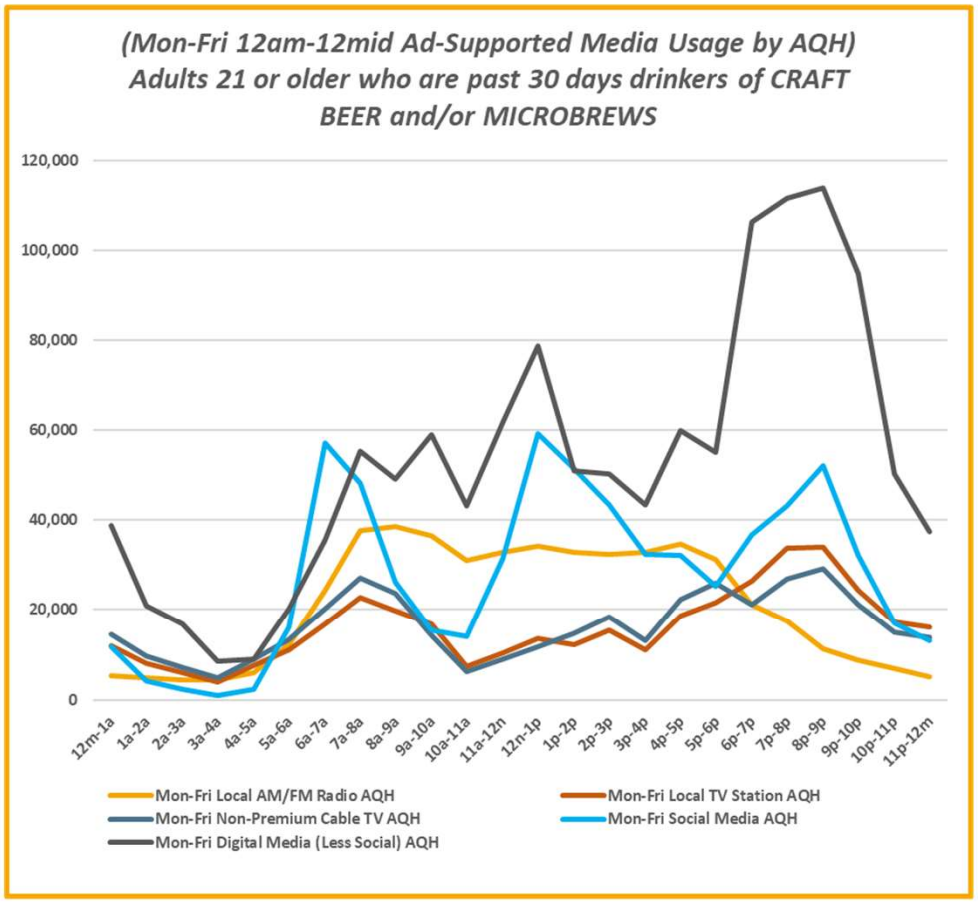
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

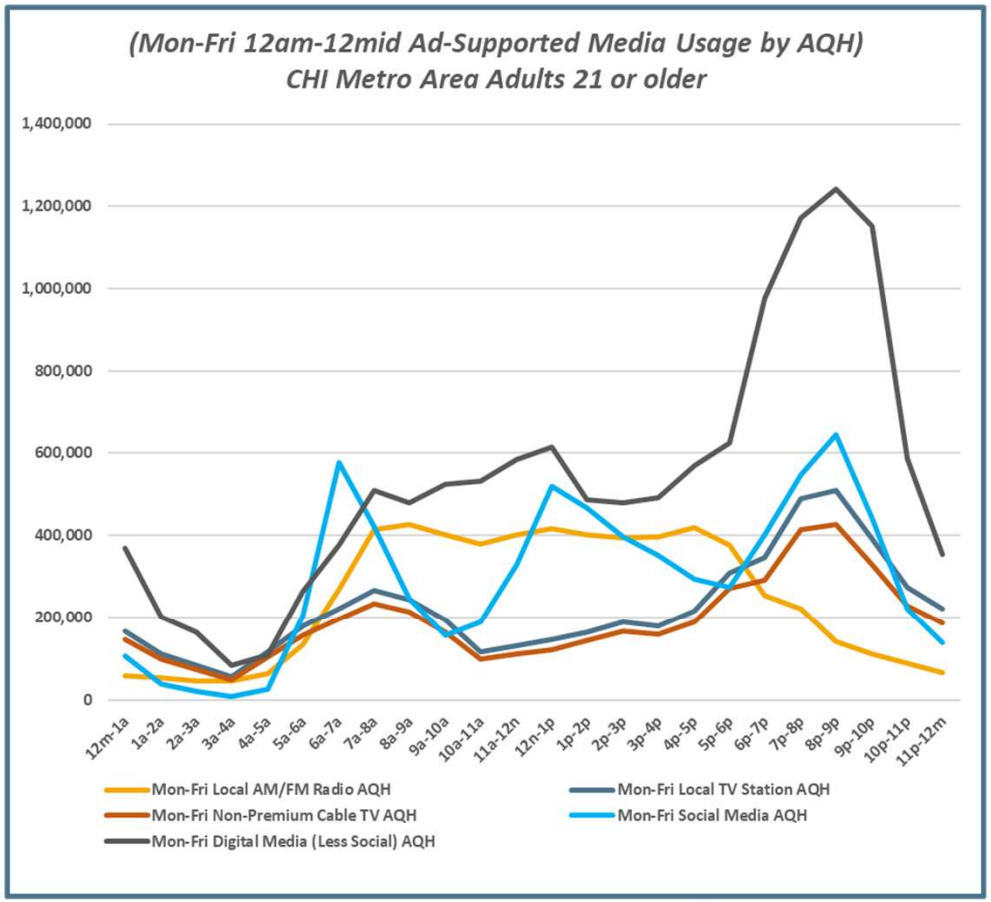
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,664; Social Media: 36,419; Local Radio: 32,360; Non-Prem. Cable: 17,546; Local TV: 16,353 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/o





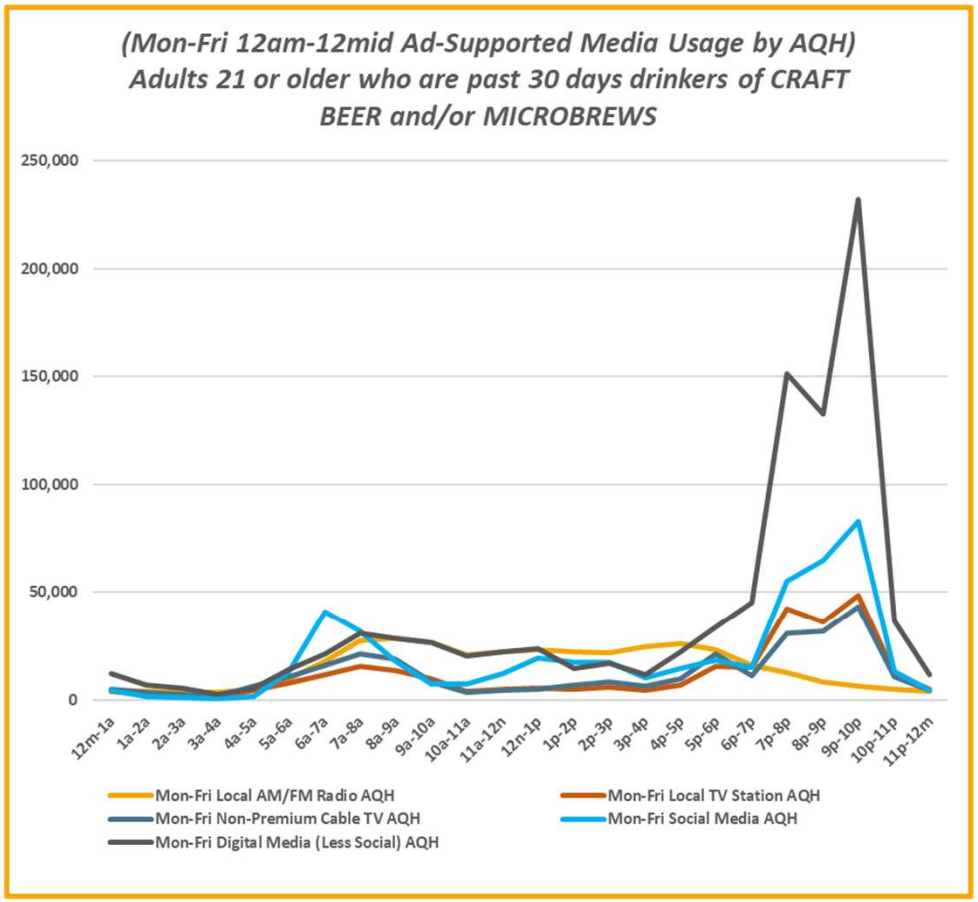
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

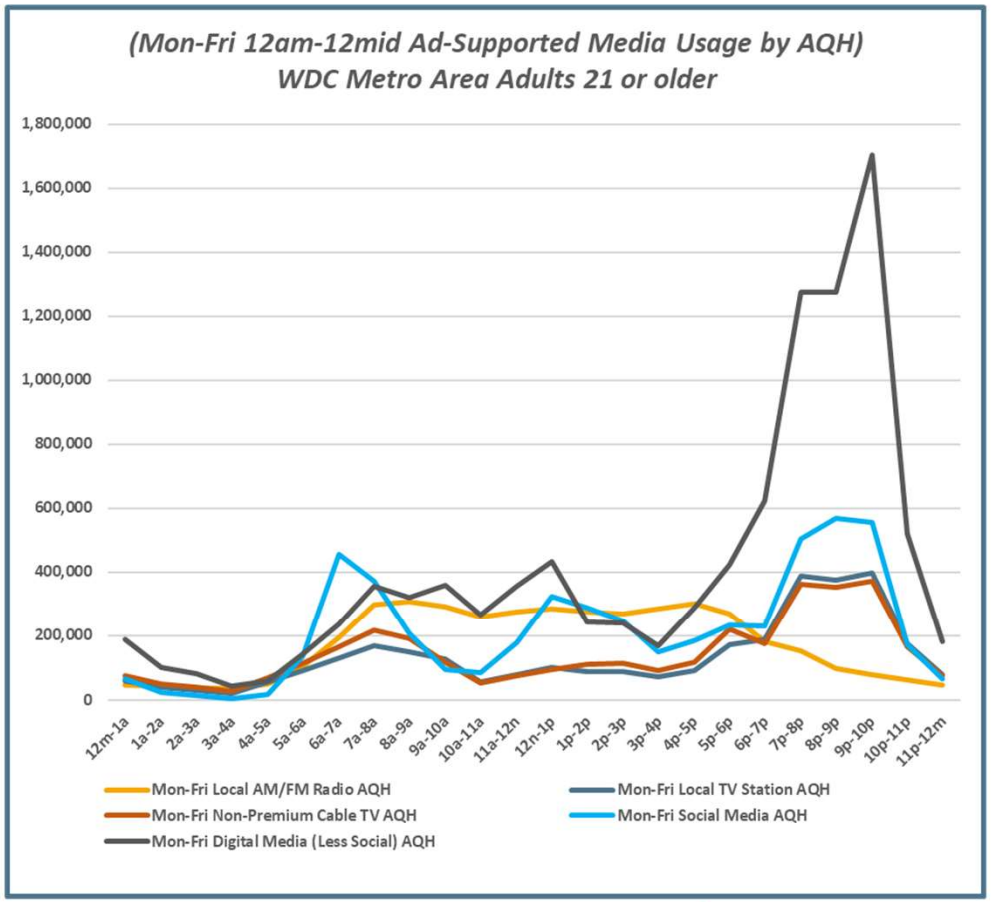
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,280; Local Radio: 22,972; Social Media: 17,564; Non-Prem. Cable: 10,678; Local TV: 8,931 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

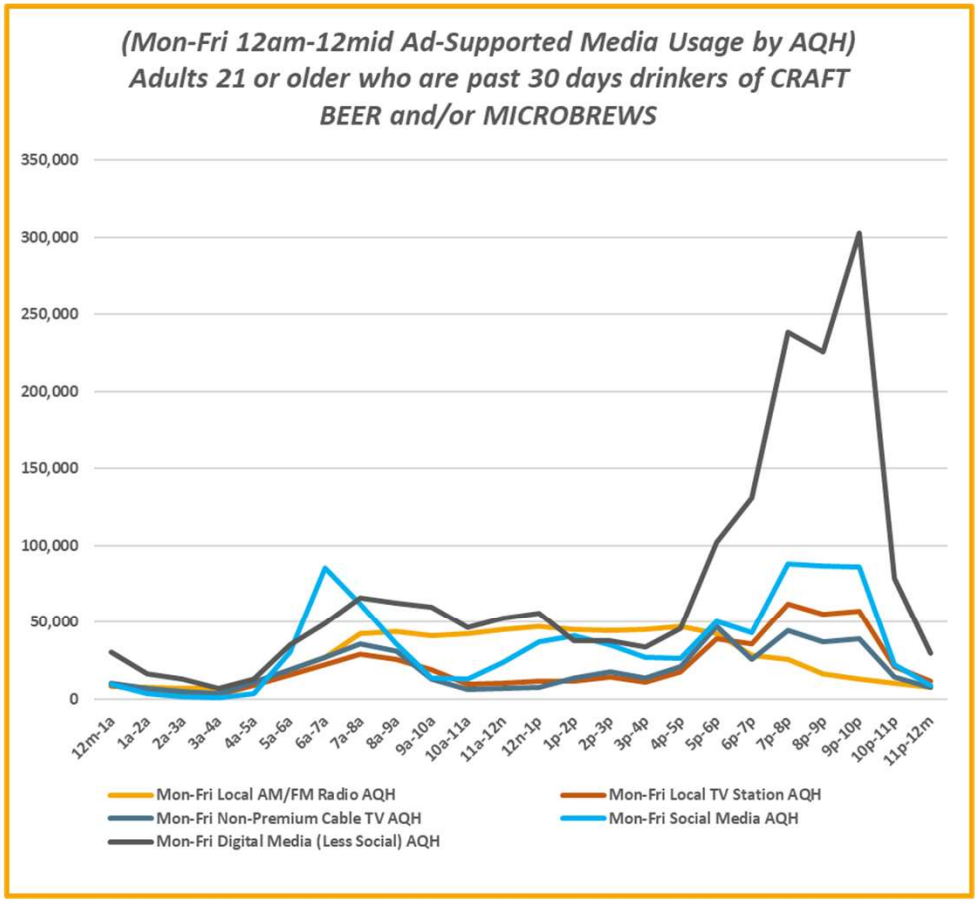
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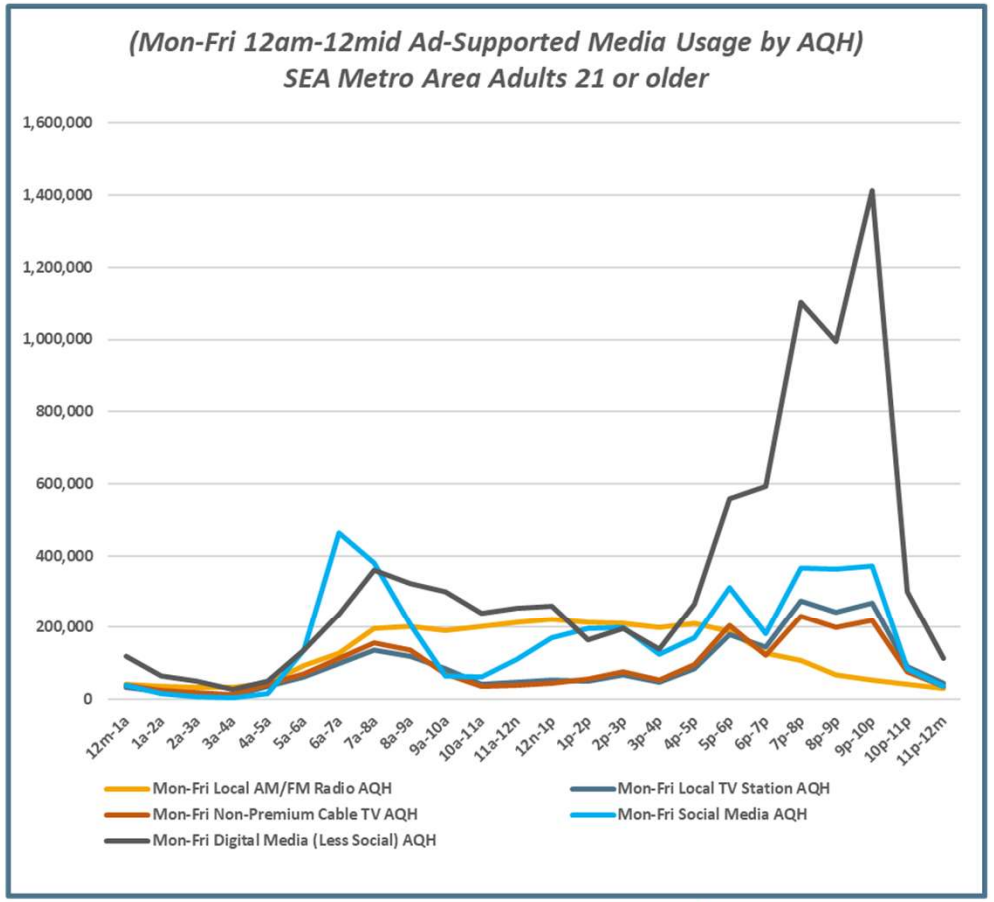
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,222; Local Radio: 41,859; Social Media: 38,122; Non-Prem. Cable: 20,594; Local TV: 19,846 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/o





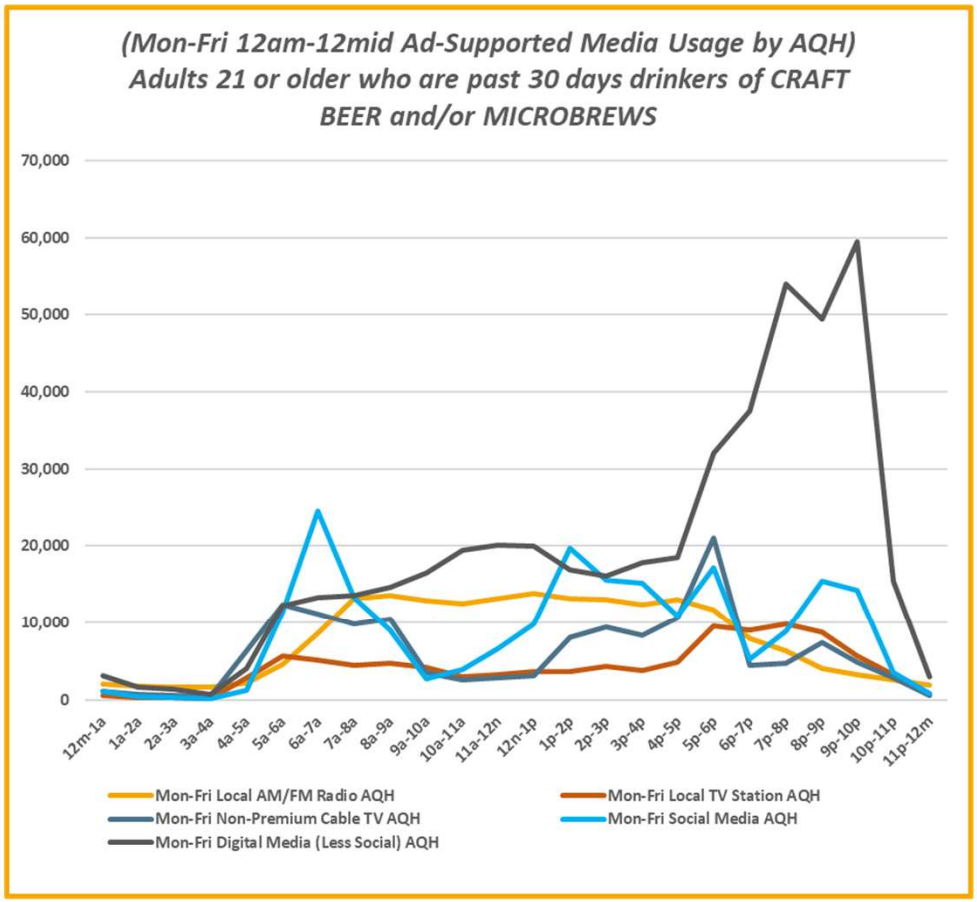
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

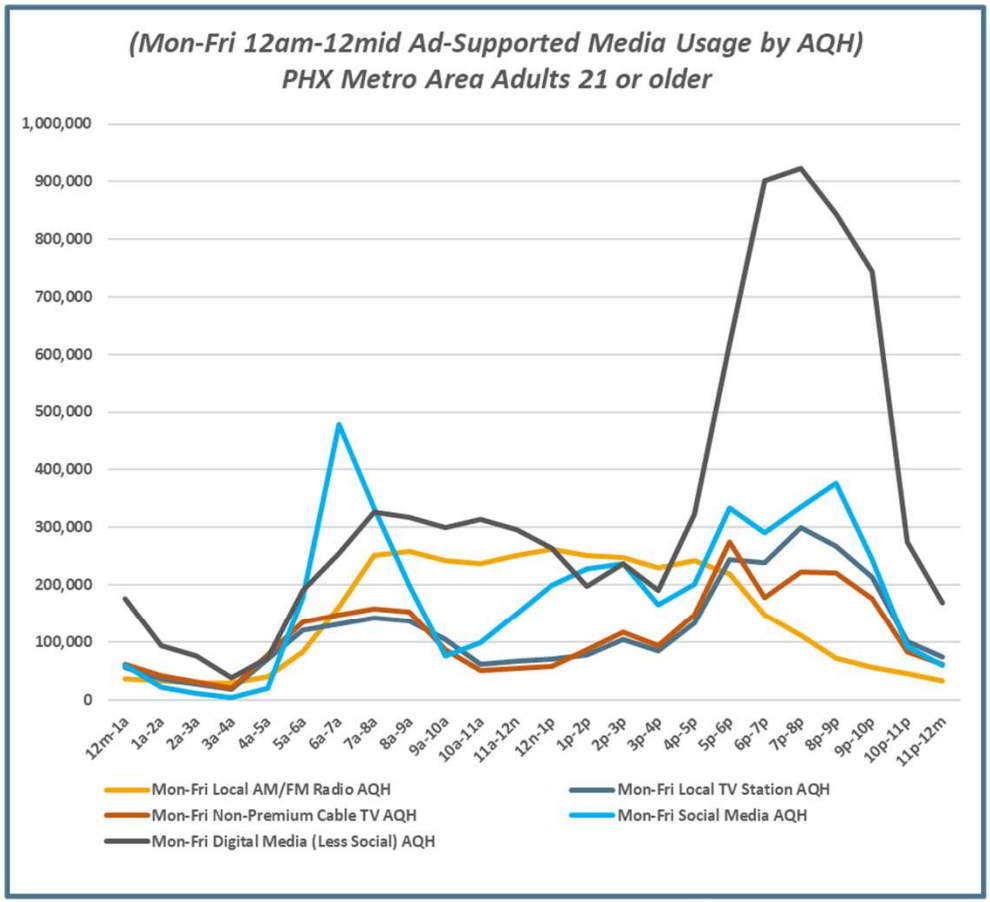
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,716; Local Radio: 12,203; Social Media: 11,791; Non-Prem. Cable: 8,078; Local TV: 4,871 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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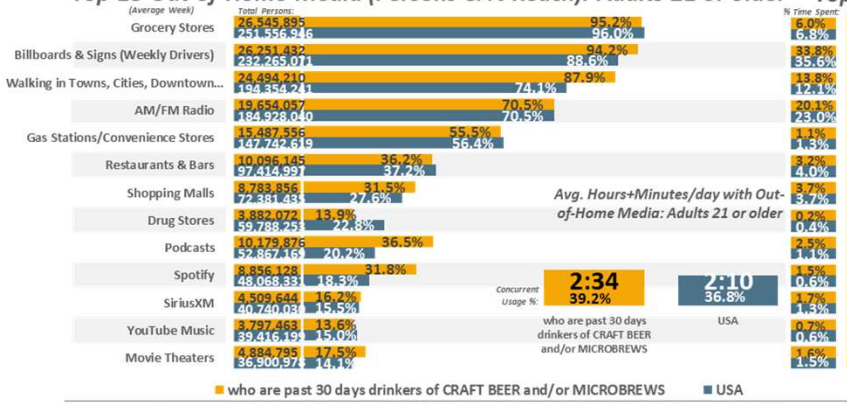
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

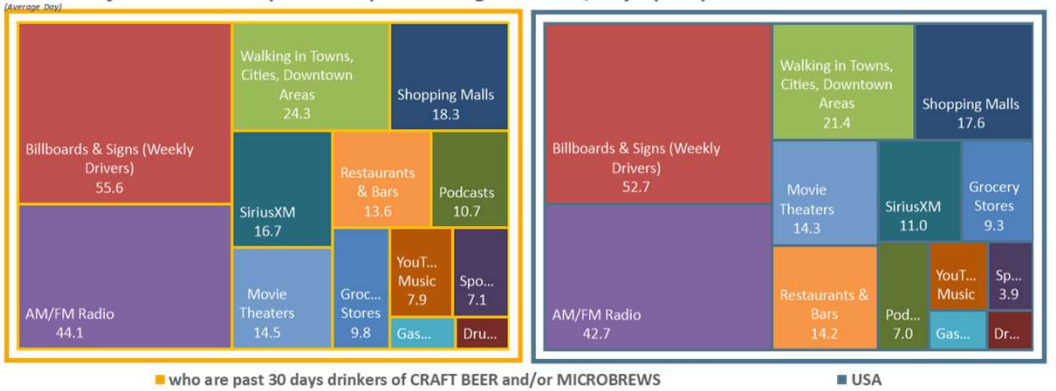


26,251,432 or 94.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 37.8

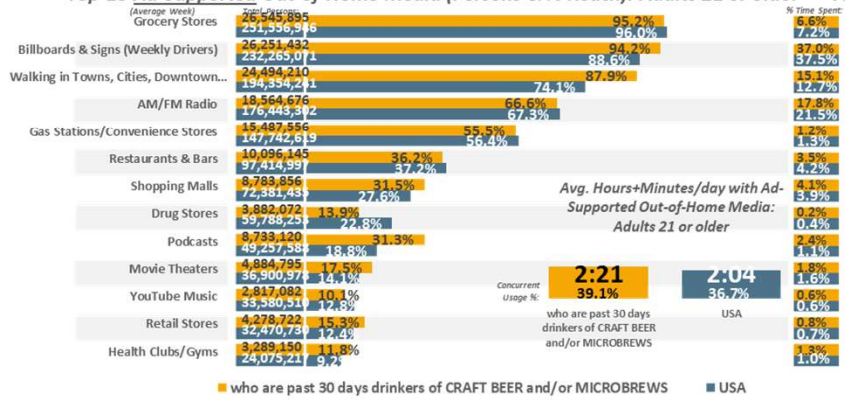
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



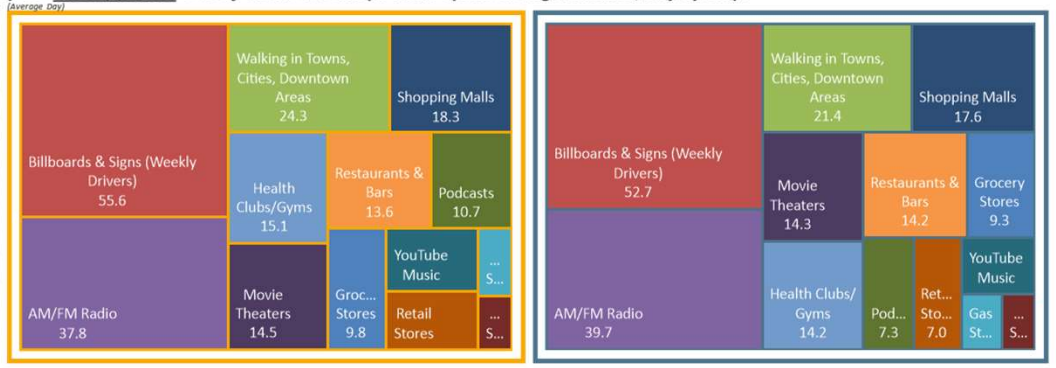
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

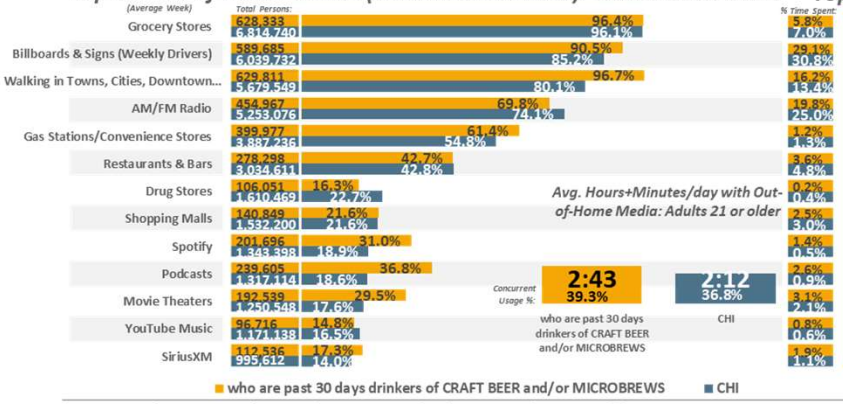
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

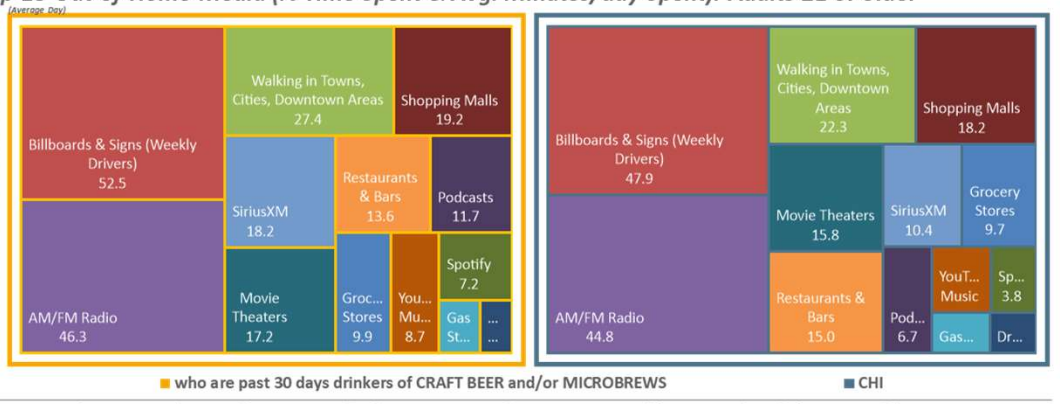


589,685 or 90.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 39.4 min

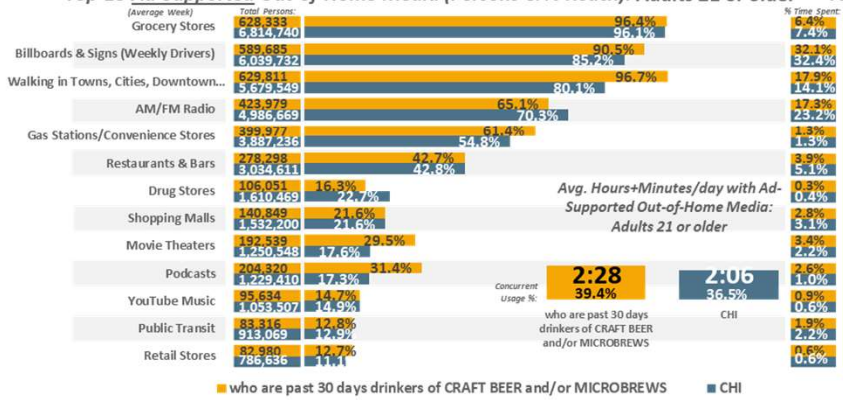
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



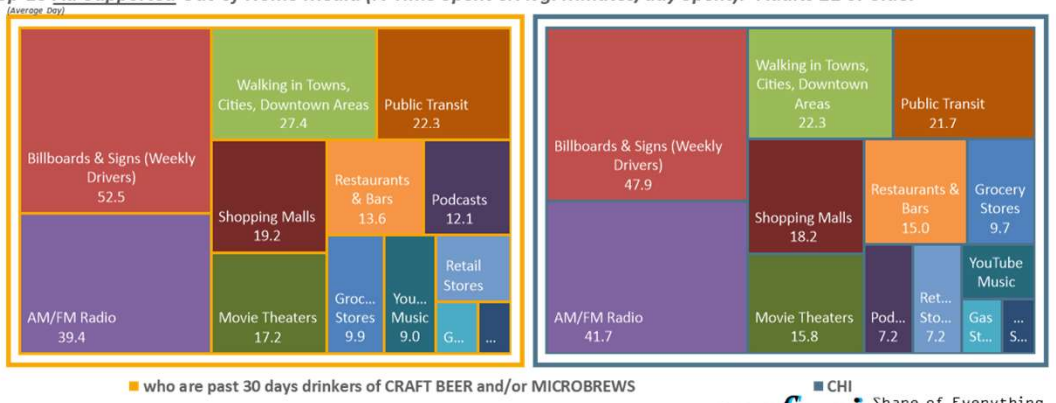
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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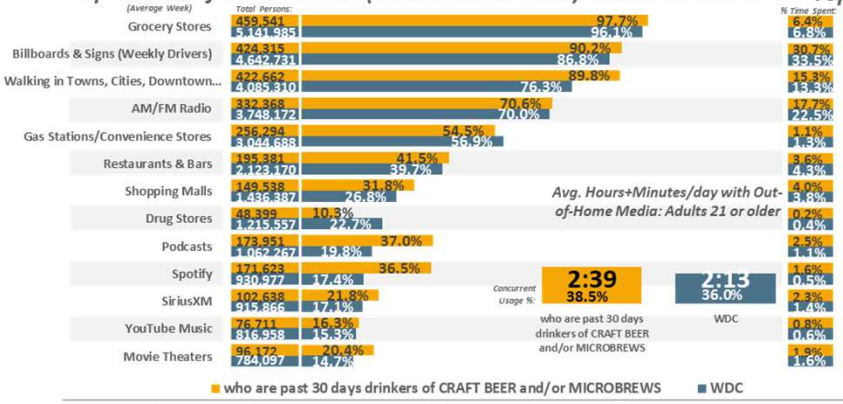
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

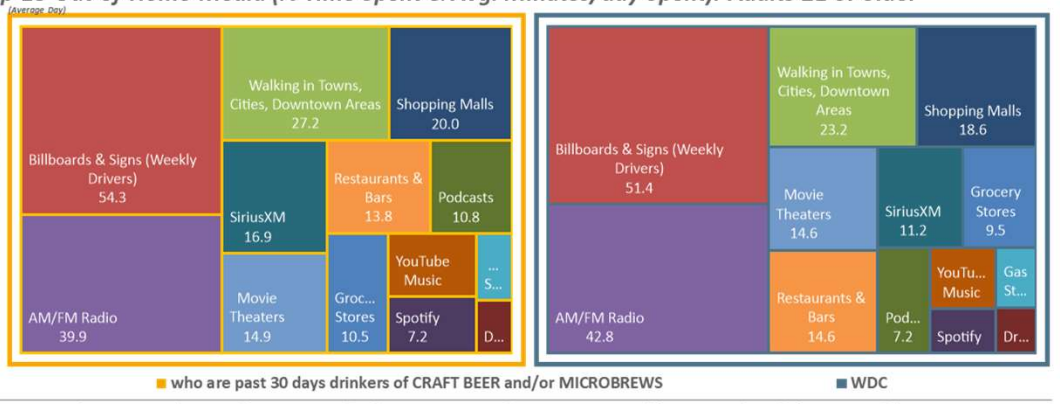


424,315 or 90.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 32. minu

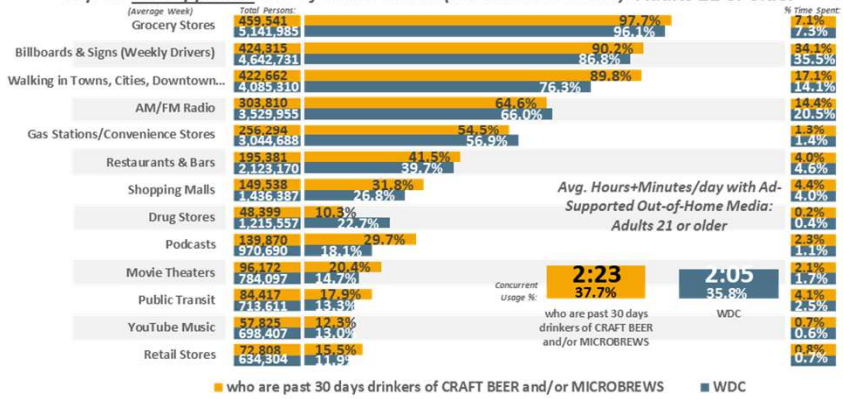
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



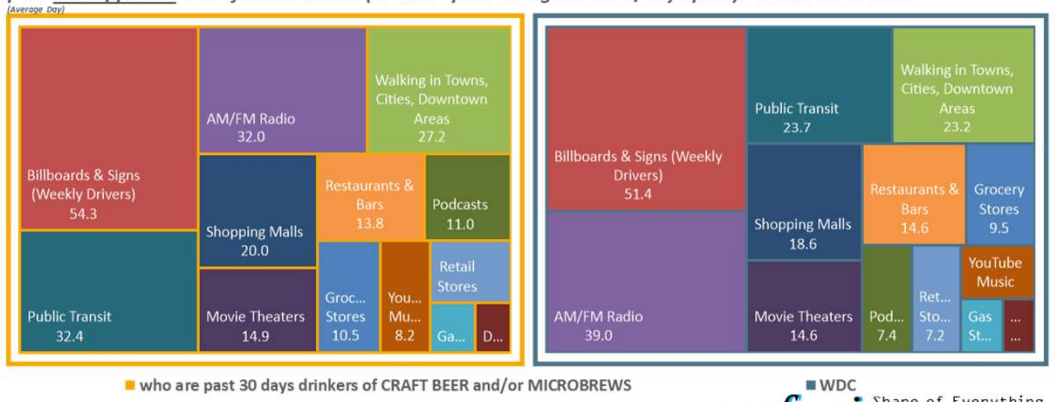
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

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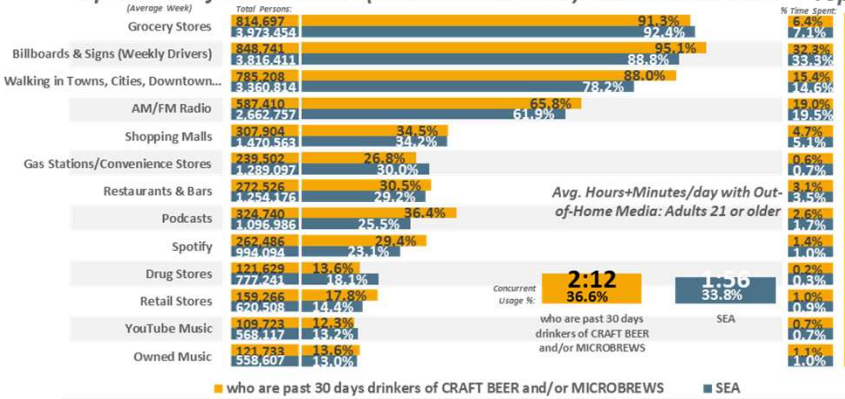
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

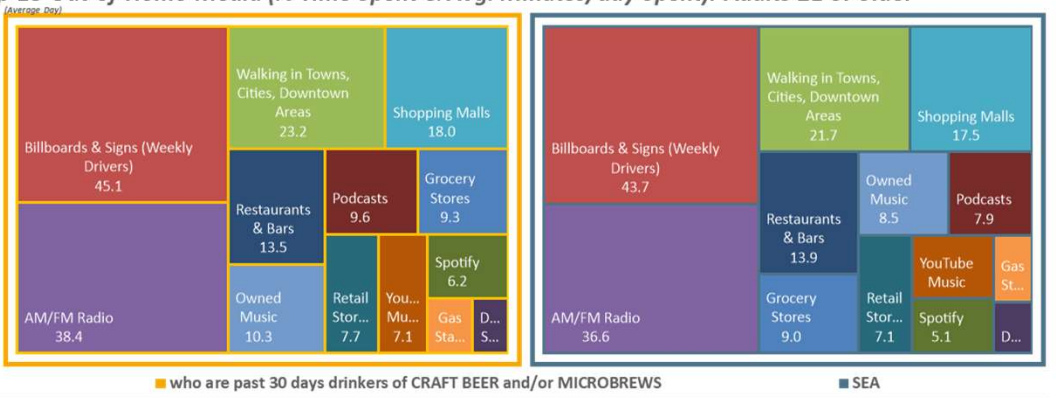


848,741 or 95.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 32.1 min

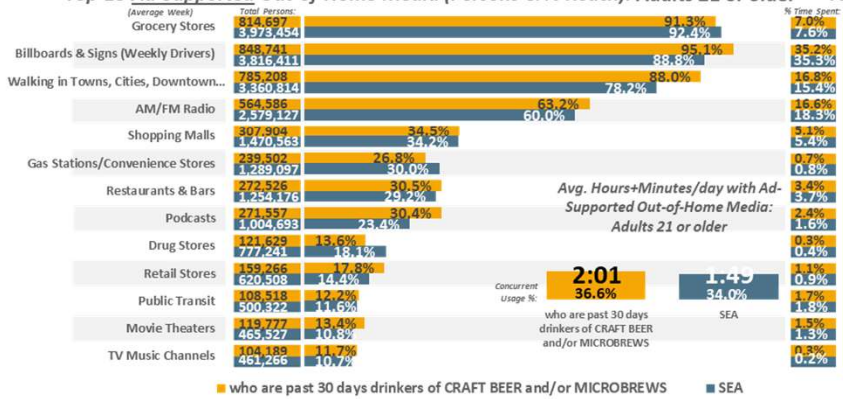
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

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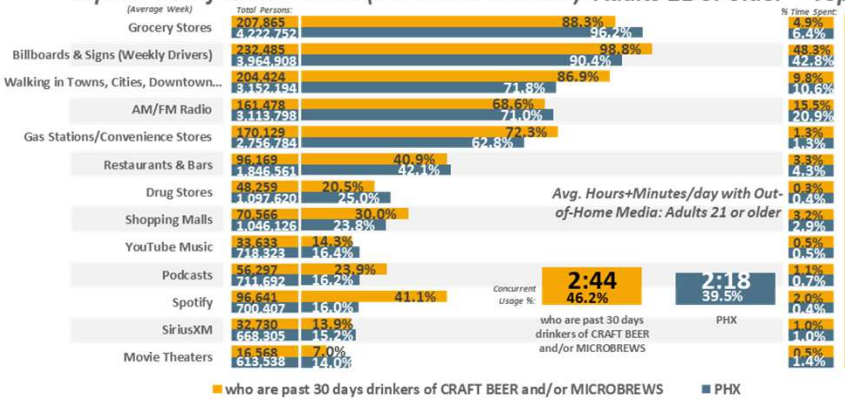
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

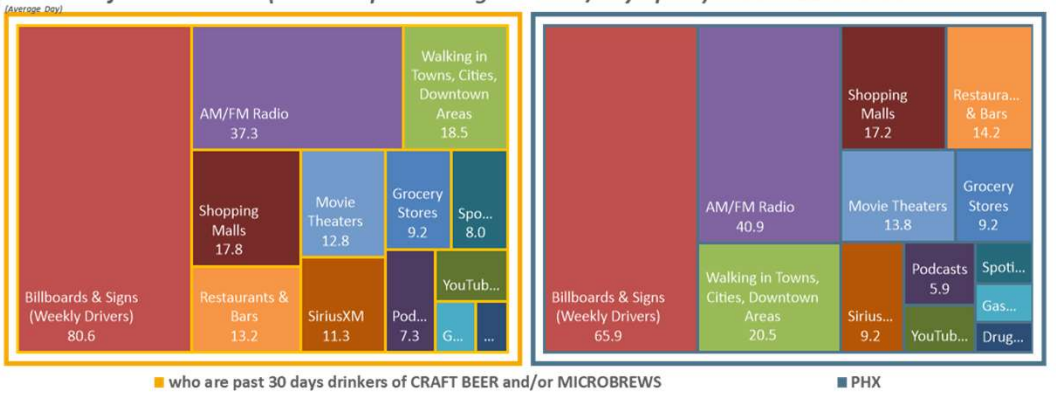


232,485 or 98.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 80.6 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 34.6 min

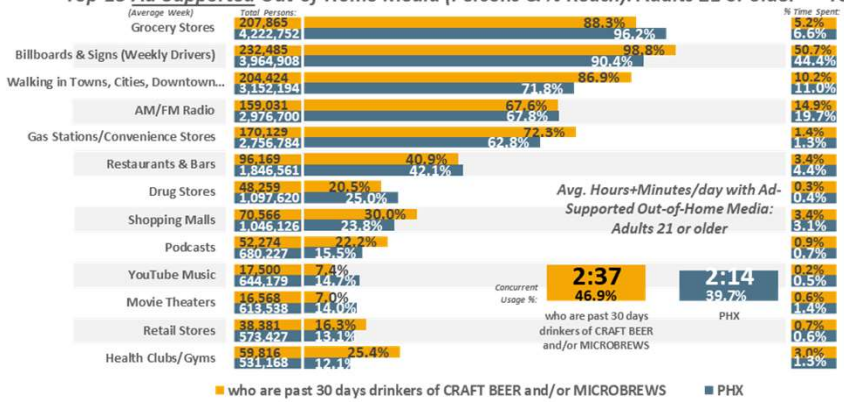
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 21 or older**



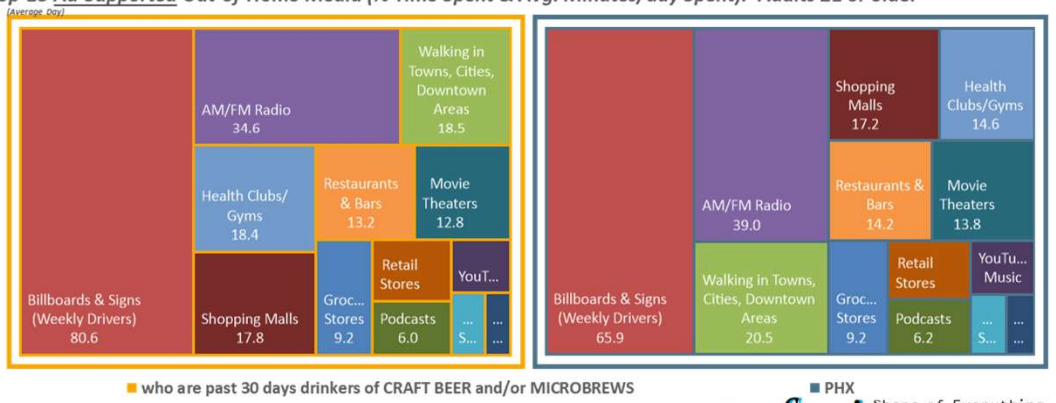
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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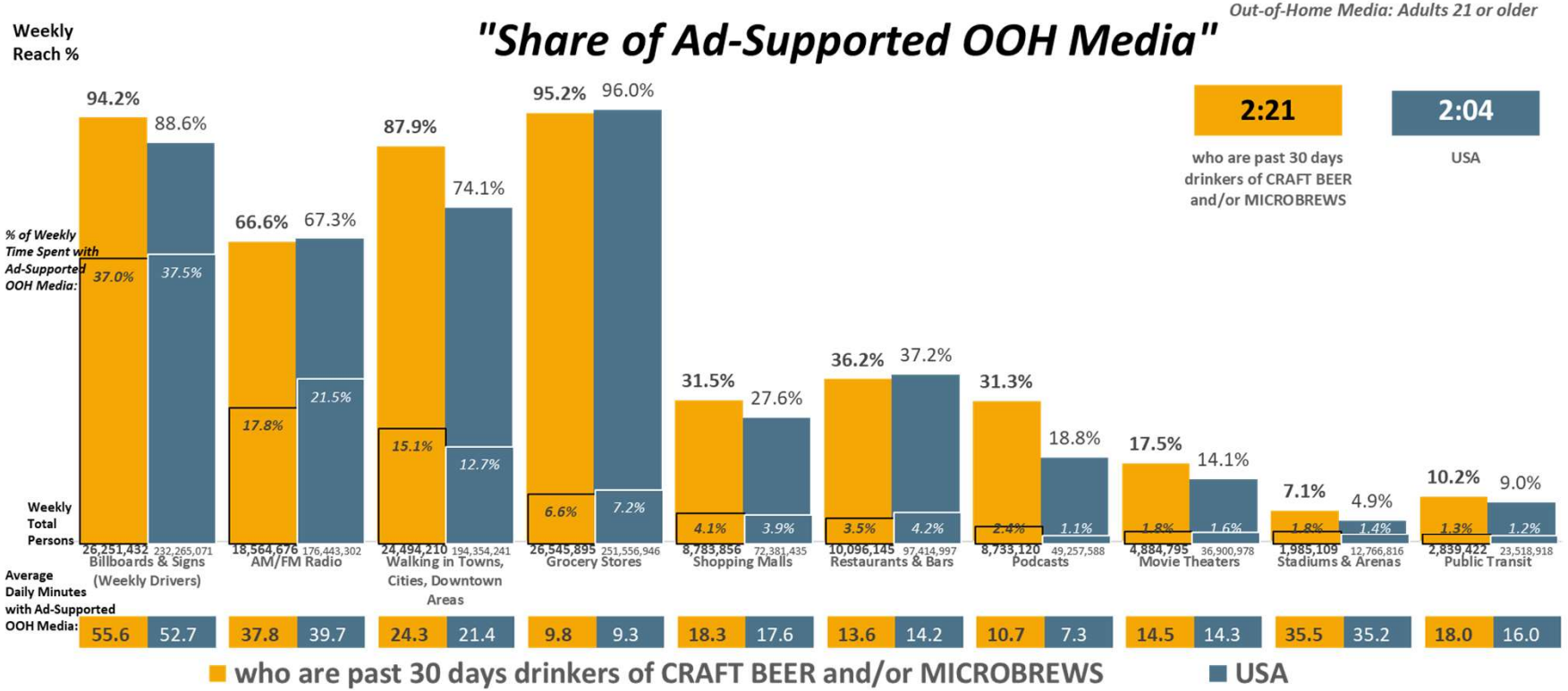
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



26,251,432 or 94.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 37.% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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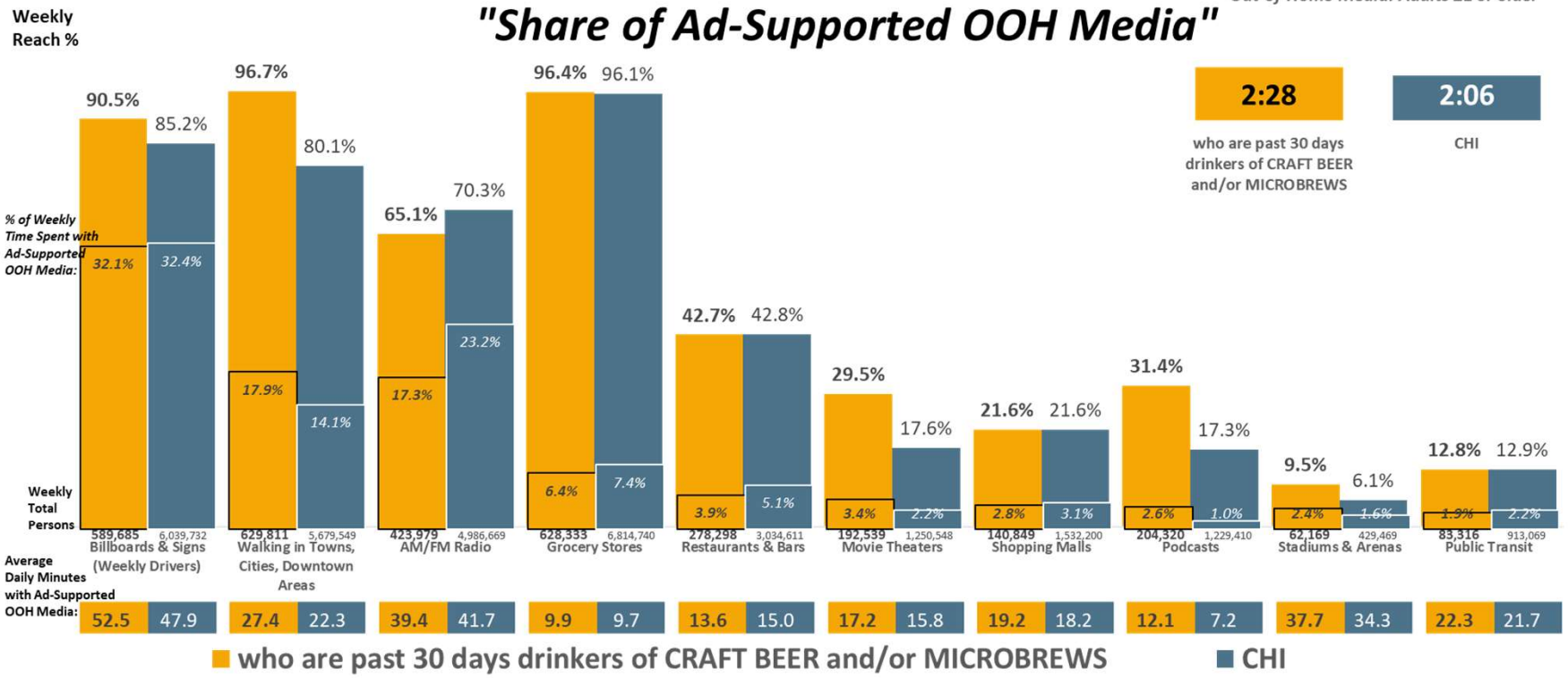
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



589,685 or 90.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 32.1% 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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

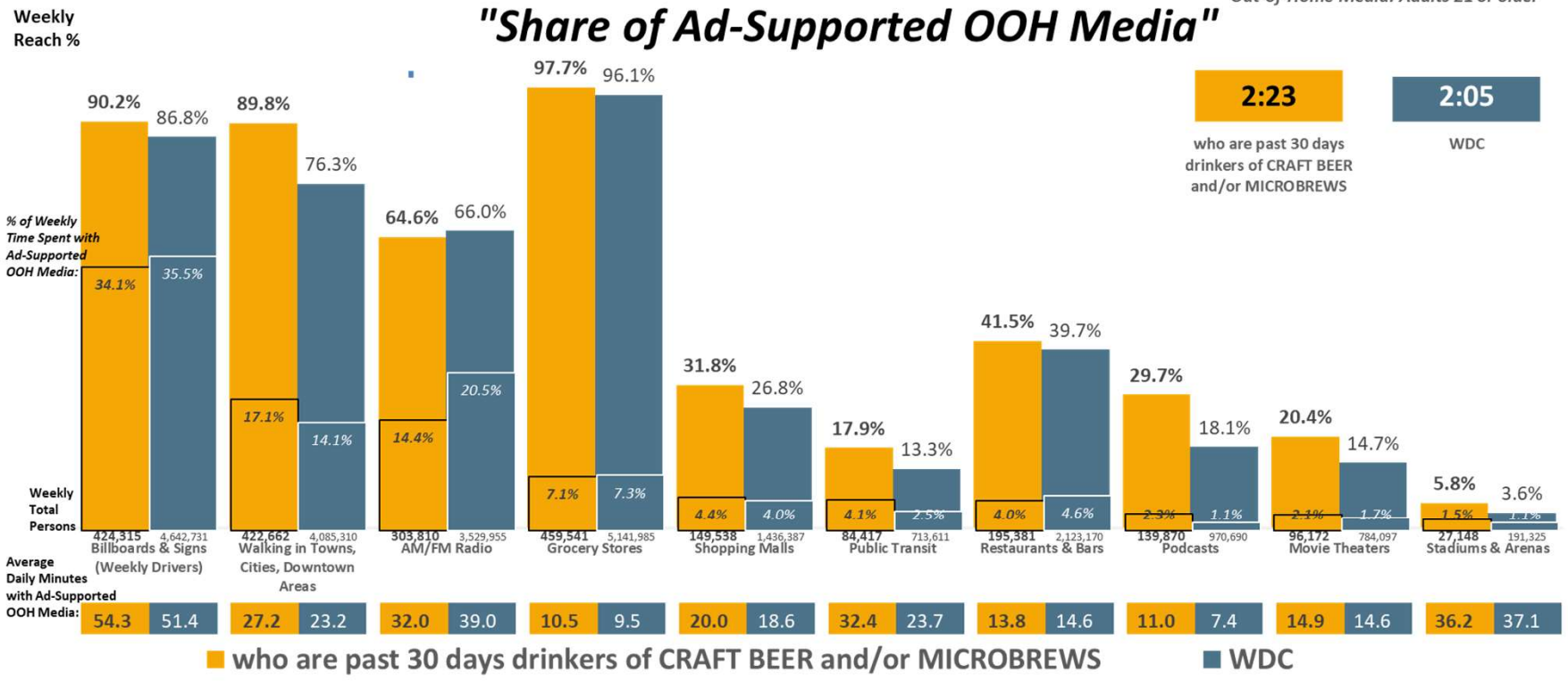
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

424,315 or 90.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 34.1% 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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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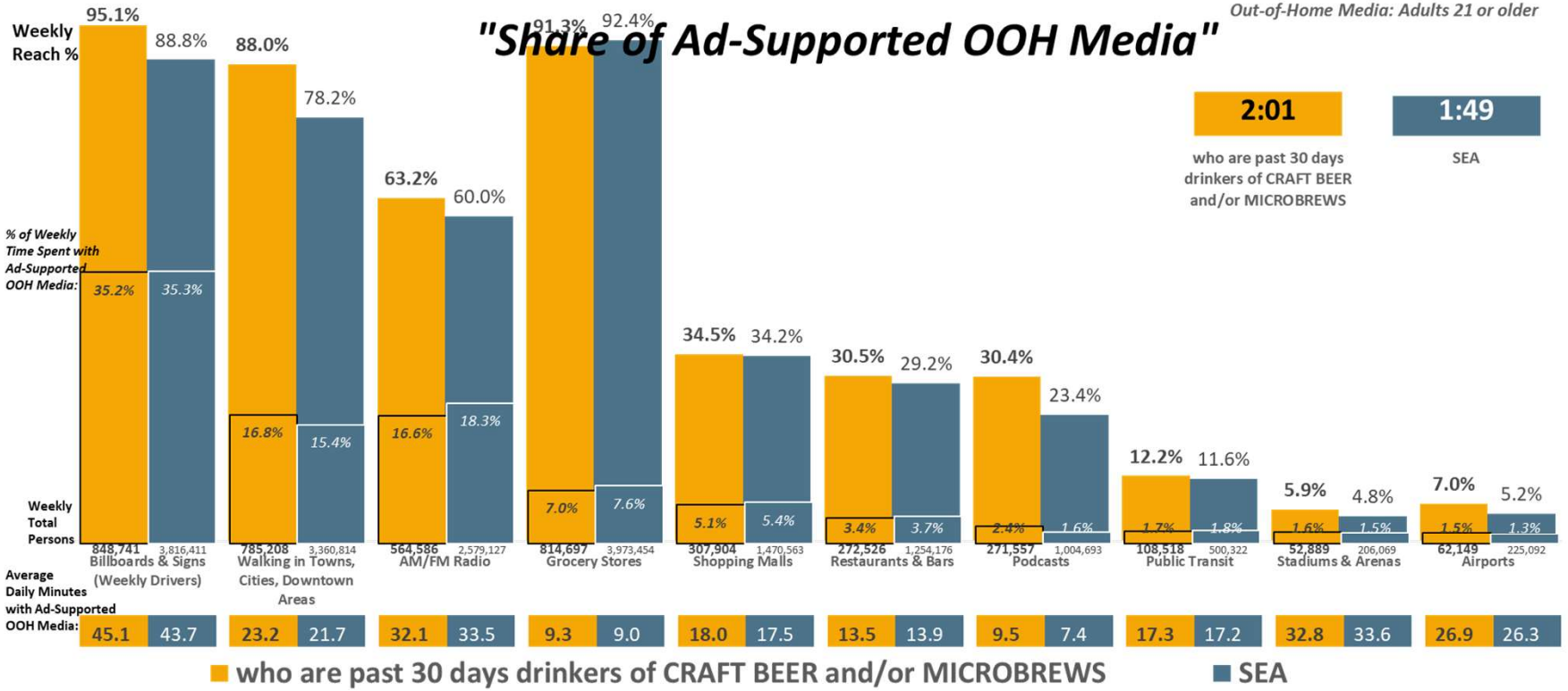
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



848,741 or 95.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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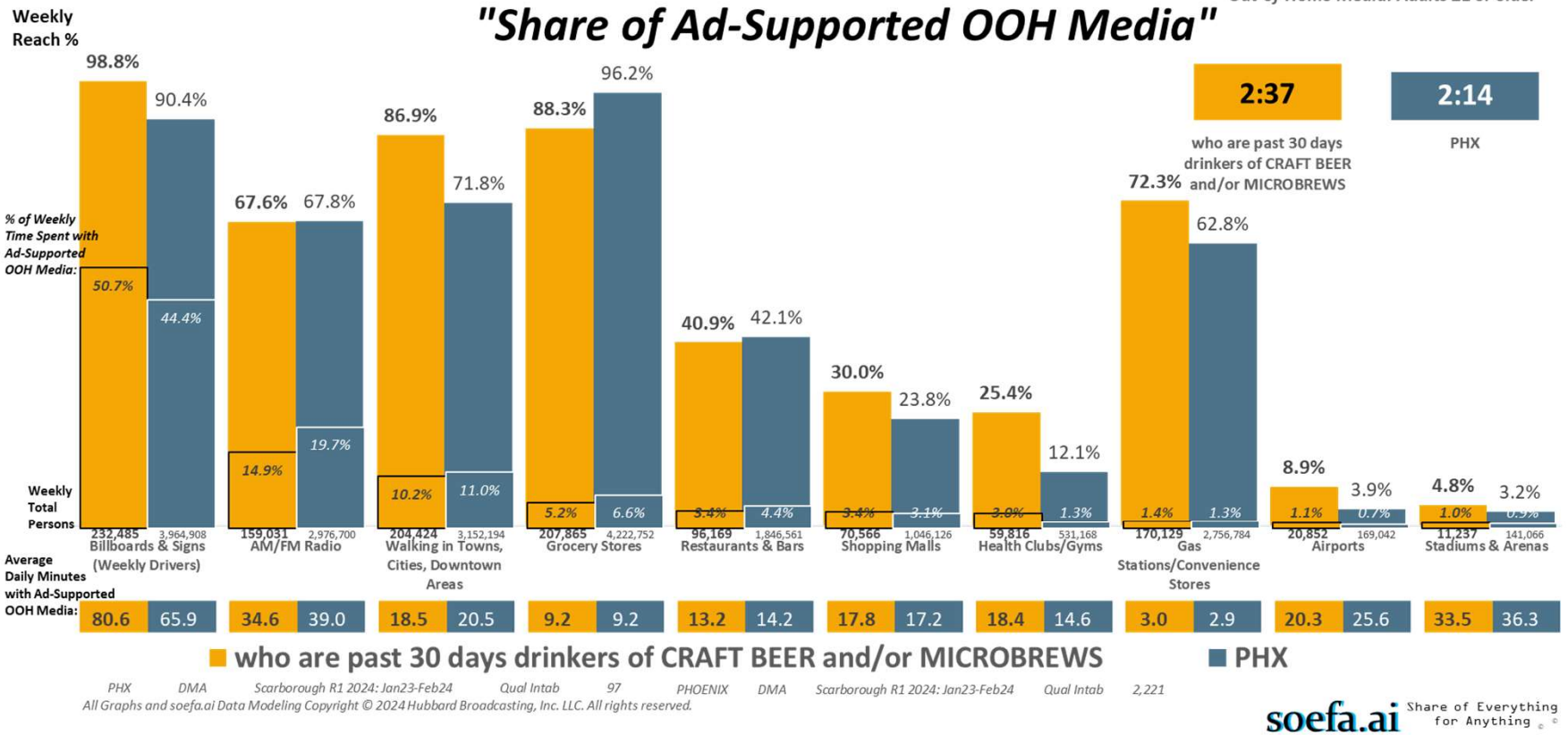
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



232,485 or 98.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 80.6 minutes per day driving, seeing Billboards and Signs representing 50.7% 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



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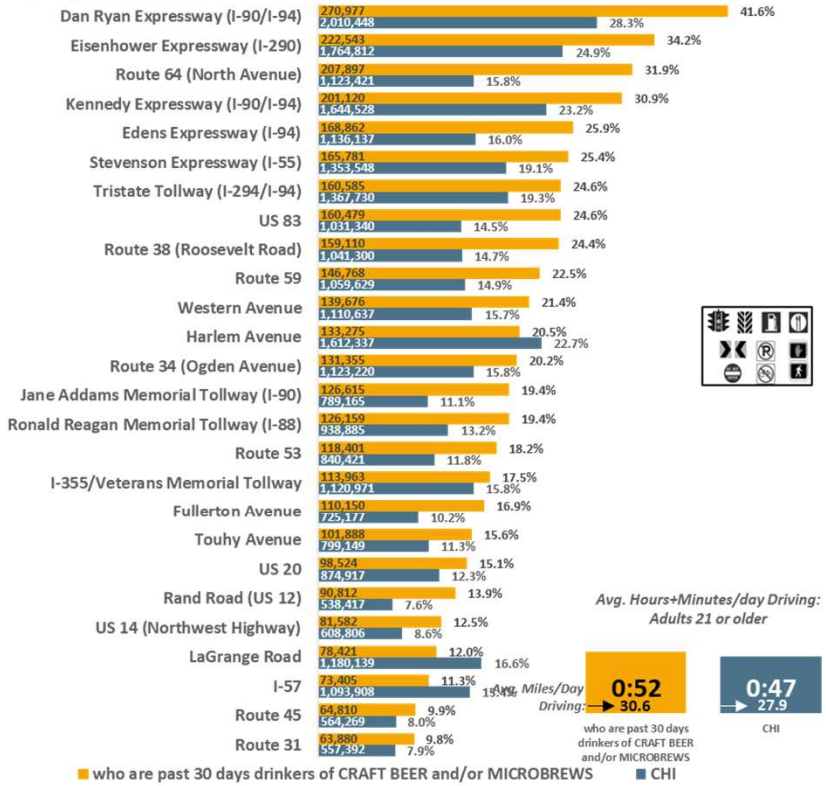
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

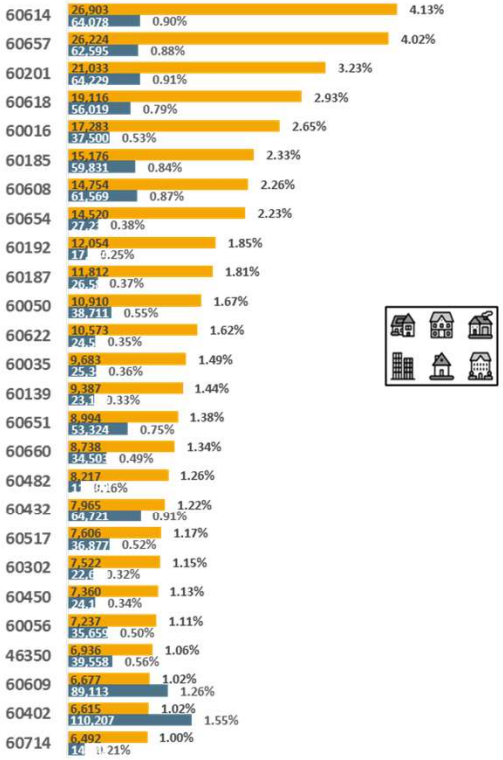


589,685 or 90.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 52.5 minutes per day driving an average of 30.6 miles each day and are 101.4% more likely to use Route 64 (North Avenue) than the Metr

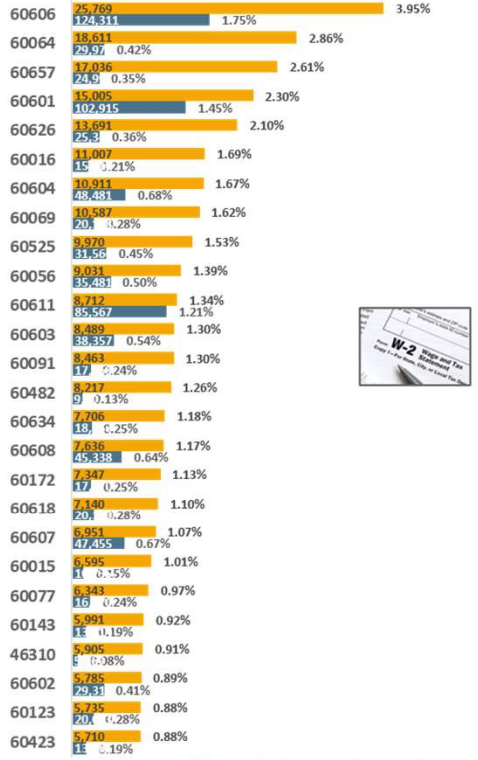
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



424,315 or 90.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 101.1% more likely to use Massachusetts Avenue than the Metro a

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

	who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS		WDC	
I-95/I-495/Capital Beltway	300,041	63.8%	2,959,025	55.3%
I-66	146,505	31.1%	1,567,944	29.3%
I-295/Baltimore Washington Parkway	105,592	22.4%	1,177,396	22.0%
Route 1	102,781	21.8%	1,152,337	21.5%
14th Street	99,005	21.0%	561,431	10.5%
Route 355/Rockville Pike/Wisconsin Avenue	85,636	18.2%	723,750	13.5%
Route 50/New York Avenue	83,565	17.8%	658,265	12.3%
Massachusetts Avenue	81,626	17.3%	461,611	8.6%
16th Street	80,241	17.1%	472,261	8.8%
K Street	76,660	16.3%	433,557	8.1%
Route 29/Colesville Road	69,006	14.7%	543,273	10.2%
Route 28	68,197	14.5%	751,955	14.1%
Route 185/Connecticut Avenue	67,060	14.3%	446,484	8.3%
Route 97/Georgia Avenue	64,912	13.8%	625,591	11.7%
Pennsylvania Avenue	61,050	13.0%	548,360	10.2%
New Hampshire Avenue	59,575	12.7%	453,724	8.5%
East-West Highway	58,786	12.5%	579,061	10.8%
Route 15	53,170	11.3%	377,428	7.1%
Constitution Avenue	48,866	10.4%	430,991	8.1%
Independence Avenue	39,663	8.4%	285,87	5.3%
Veirs Mill Road	38,372	8.2%	424,072	7.9%
Randolph Road	33,900	7.2%	371,799	6.9%
Montrose Road	32,155	6.8%	269,8	5.0%
Nebraska Avenue	28,733	6.1%	11	2.1%
Route 301	26,547	5.6%	466,651	8.7%
Route 17	25,986	5.5%	222,	4.2%

Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 31.6

0:54 — who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS

0:51 — 29.9 — WDC

Top-26 Residential Zip Codes: Adults 21 or older

	who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS		WDC	
20009	10,117	2.15%	42,897	0.80%
22015	9,714	2.06%	34,717	0.65%
20912	9,282	1.97%	30,010	0.56%
22003	9,112	1.94%	49,553	0.93%
20002	8,547	1.82%	50,931	0.95%
20011	7,680	1.63%	50,636	0.95%
20148	7,528	1.60%	38,487	0.72%
20852	7,340	1.56%	32,198	0.60%
20001	7,338	1.56%	48,529	0.91%
20853	6,924	1.47%	41,795	0.78%
20003	6,836	1.45%	47,082	0.88%
20191	6,469	1.37%	20,398	0.38%
20737	6,259	1.33%	37,820	0.71%
20872	6,199	1.32%	7,5	0.14%
22407	6,023	1.28%	48,441	0.91%
20877	5,831	1.24%	49,902	0.93%
20008	5,815	1.24%	33,094	0.62%
20782	5,624	1.20%	48,276	0.90%
22180	5,615	1.19%	20,090	0.38%
20175	5,377	1.14%	32,574	0.61%
22310	5,366	1.14%	18,910	0.35%
22657	5,311	1.13%	16,394	0.31%
22203	5,079	1.08%	16,606	0.31%
21701	4,928	1.05%	35,779	0.67%
20176	4,758	1.01%	49,995	0.93%
22201	4,708	1.00%	22,804	0.43%

Top-26 Employment Zip Codes: Adults 21 or older

	who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS		WDC	
20001	12,562	2.67%	65,446	1.22%
20037	10,488	2.23%	22,299	0.42%
20003	10,139	2.15%	29,713	0.56%
20852	8,698	1.85%	48,869	0.91%
22101	7,488	1.59%	21,051	0.39%
20005	7,077	1.50%	63,176	1.18%
20743	6,105	1.30%	13,88	0.26%
20009	5,803	1.23%	27,886	0.52%
21703	5,469	1.16%	34,249	0.64%
22202	5,303	1.13%	33,701	0.63%
22201	5,272	1.12%	30,502	0.57%
20006	5,218	1.11%	37,606	0.70%
20004	5,172	1.10%	22,880	0.43%
20148	4,973	1.06%	18,190	0.34%
20171	4,692	1.00%	35,544	0.66%
20166	4,689	1.00%	27,335	0.51%
22102	4,474	0.95%	44,646	0.83%
21727	4,417	0.94%	4	0.08%
20002	4,394	0.93%	54,930	1.03%
20036	4,308	0.92%	41,729	0.78%
22310	4,306	0.92%	11,3	0.21%
21702	4,164	0.88%	28,149	0.53%
20882	4,060	0.86%	5,	0.10%
20109	4,001	0.85%	10,	0.20%
21701	3,942	0.84%	30,112	0.56%
22003	3,577	0.76%	22,991	0.43%

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 522

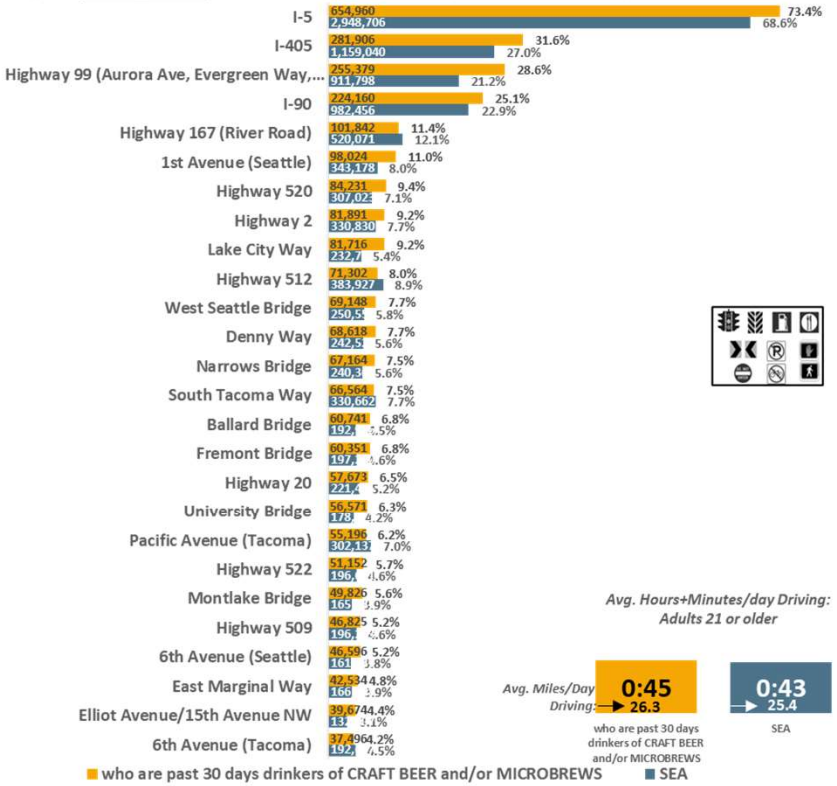
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



848,741 or 95.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 45.1 minutes per day driving an average of 26.3 miles each day and are 69.1% more likely to use Lake City Way than the Metro average.

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

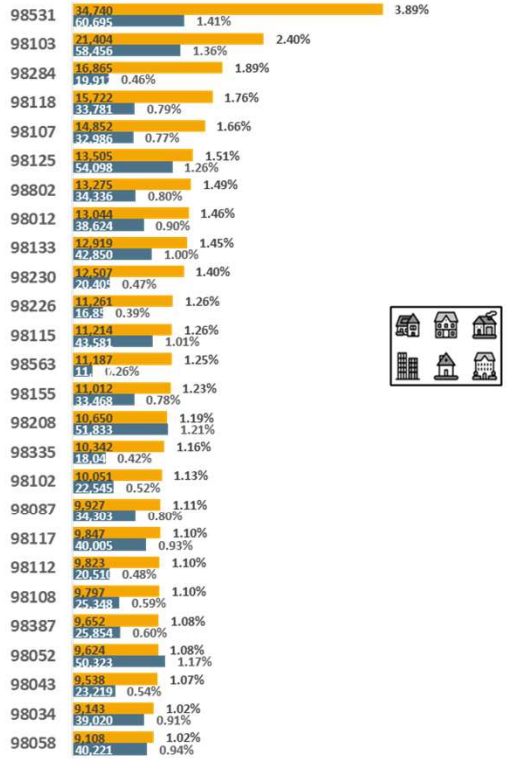


Avg. Hours+Minutes/day Driving: Adults 21 or older

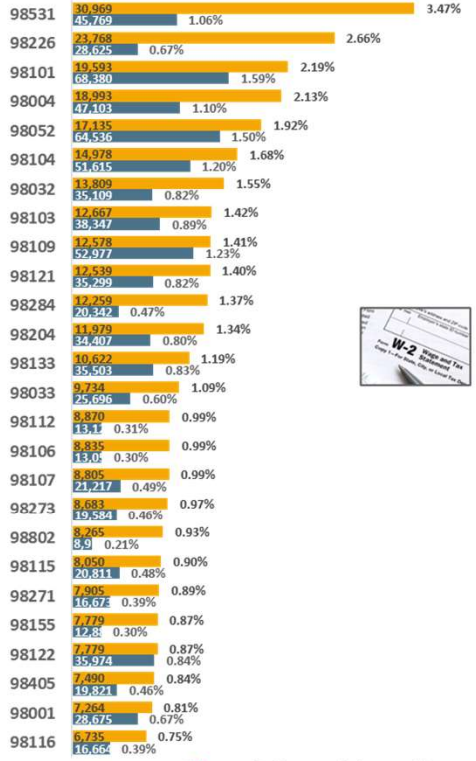
Avg. Miles/Day Driving: **0:45** → 26.3 who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS

0:43 → 25.4 SEA

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849

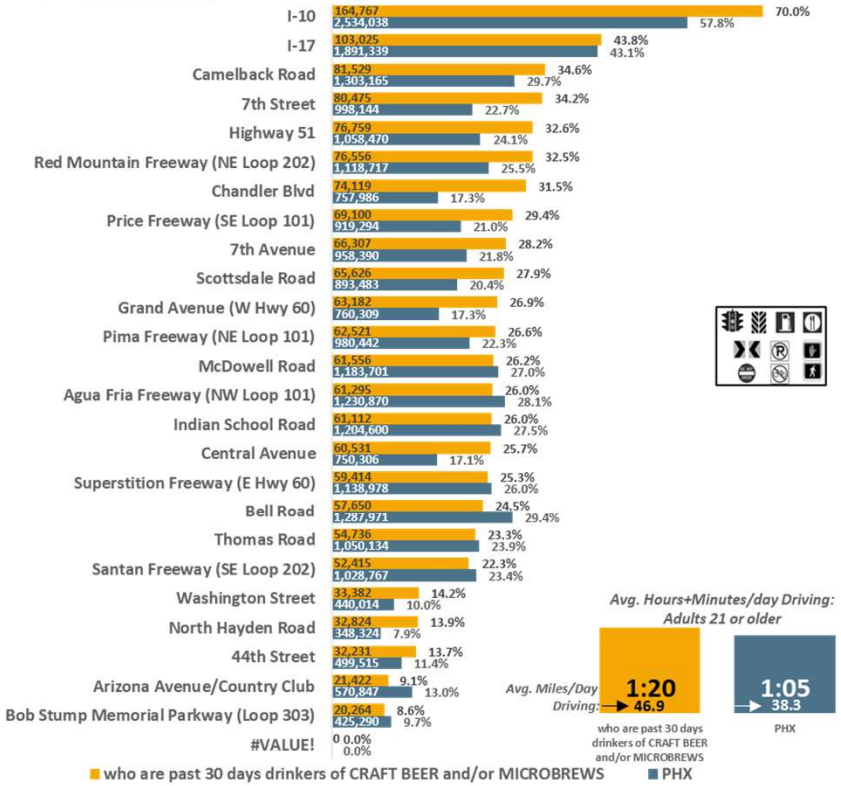
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

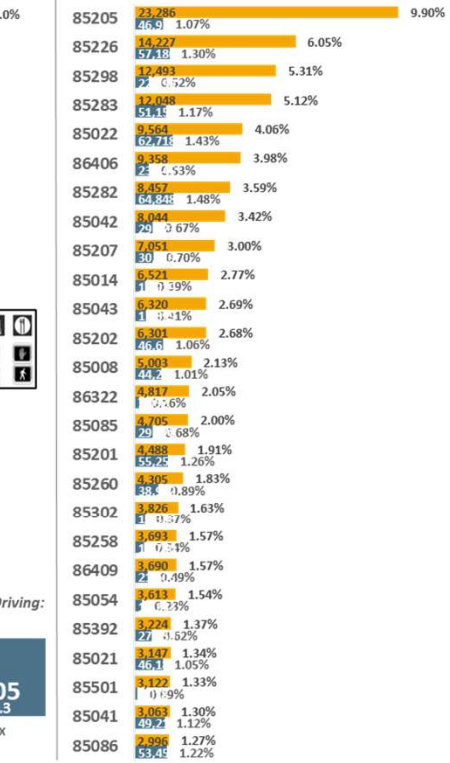


232,485 or 98.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 80.6 minutes per day driving an average of 46.9 miles each day and are 82.3% more likely to use Chandler Blvd than the Metro average.

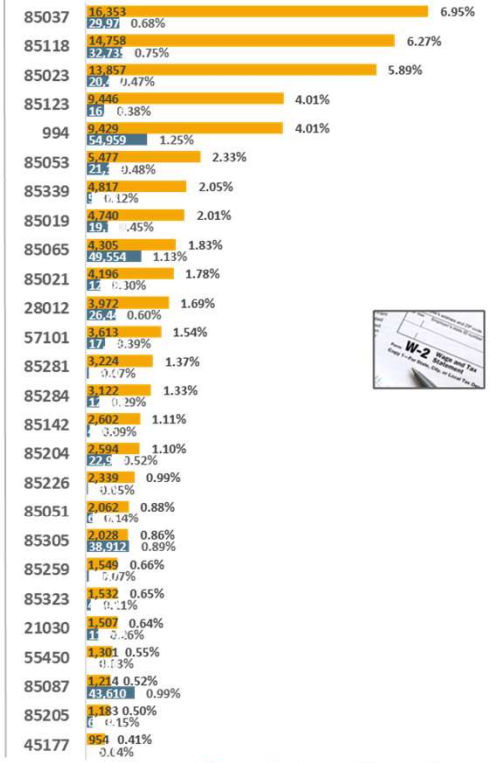
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



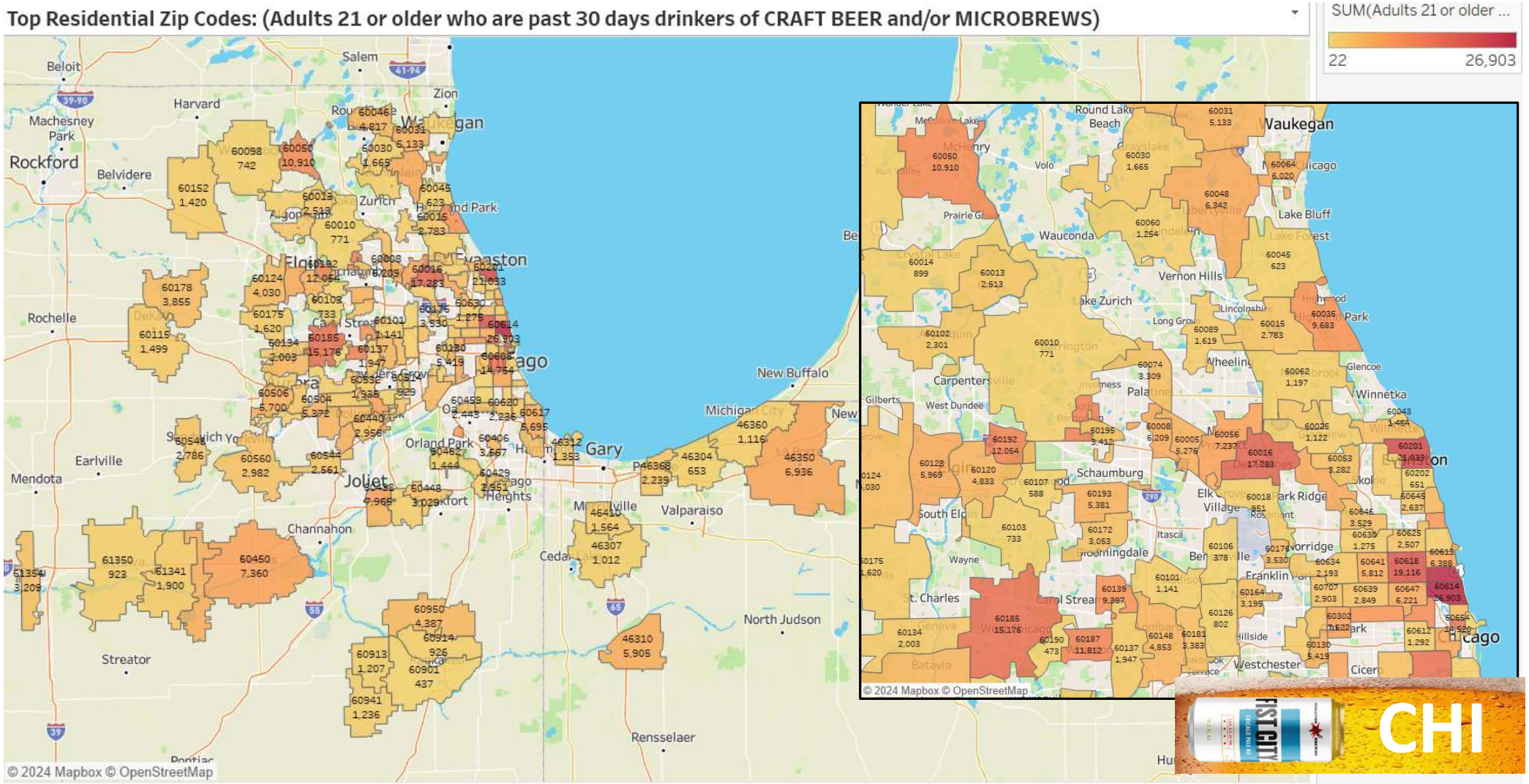
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)

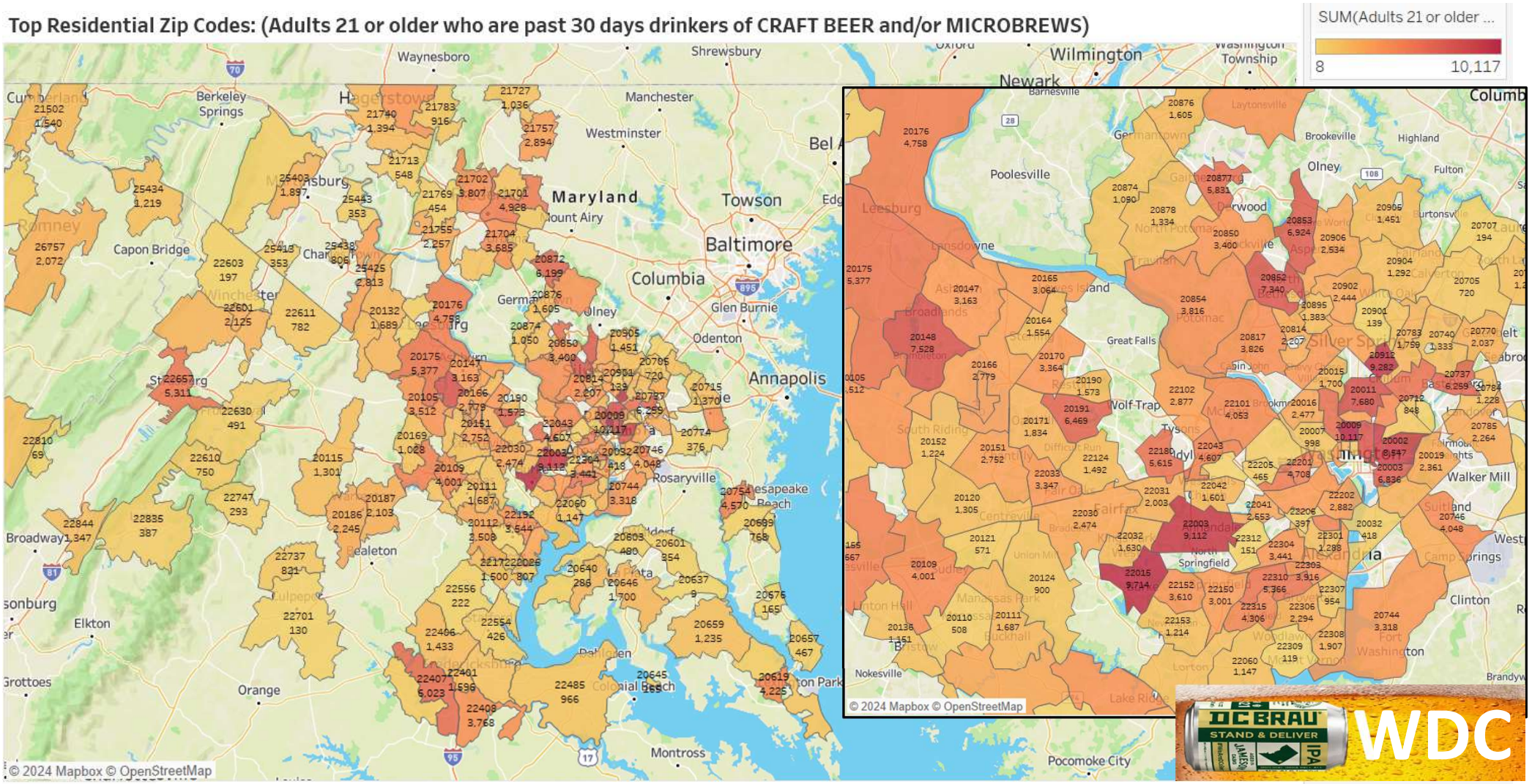


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 289
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)

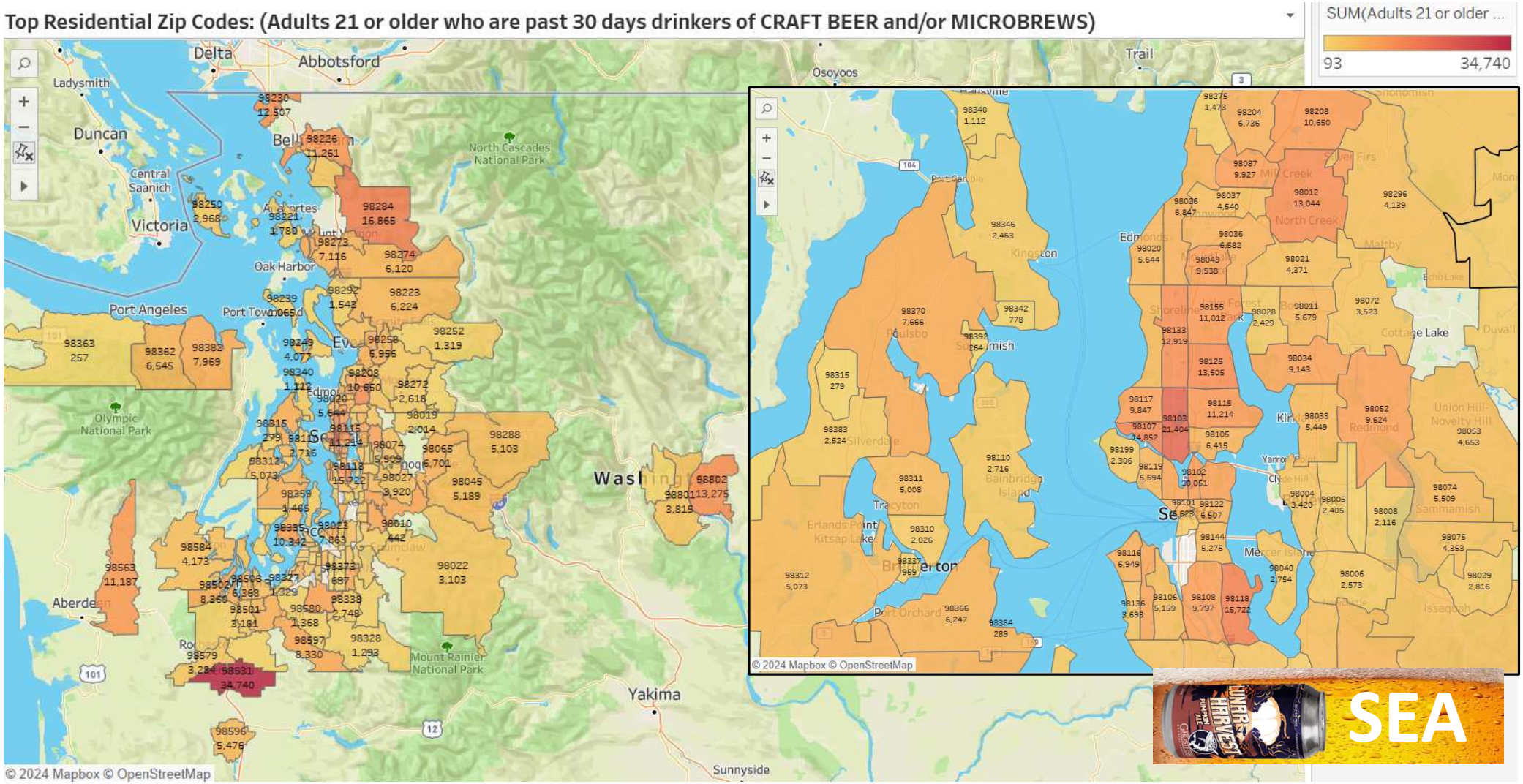


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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)

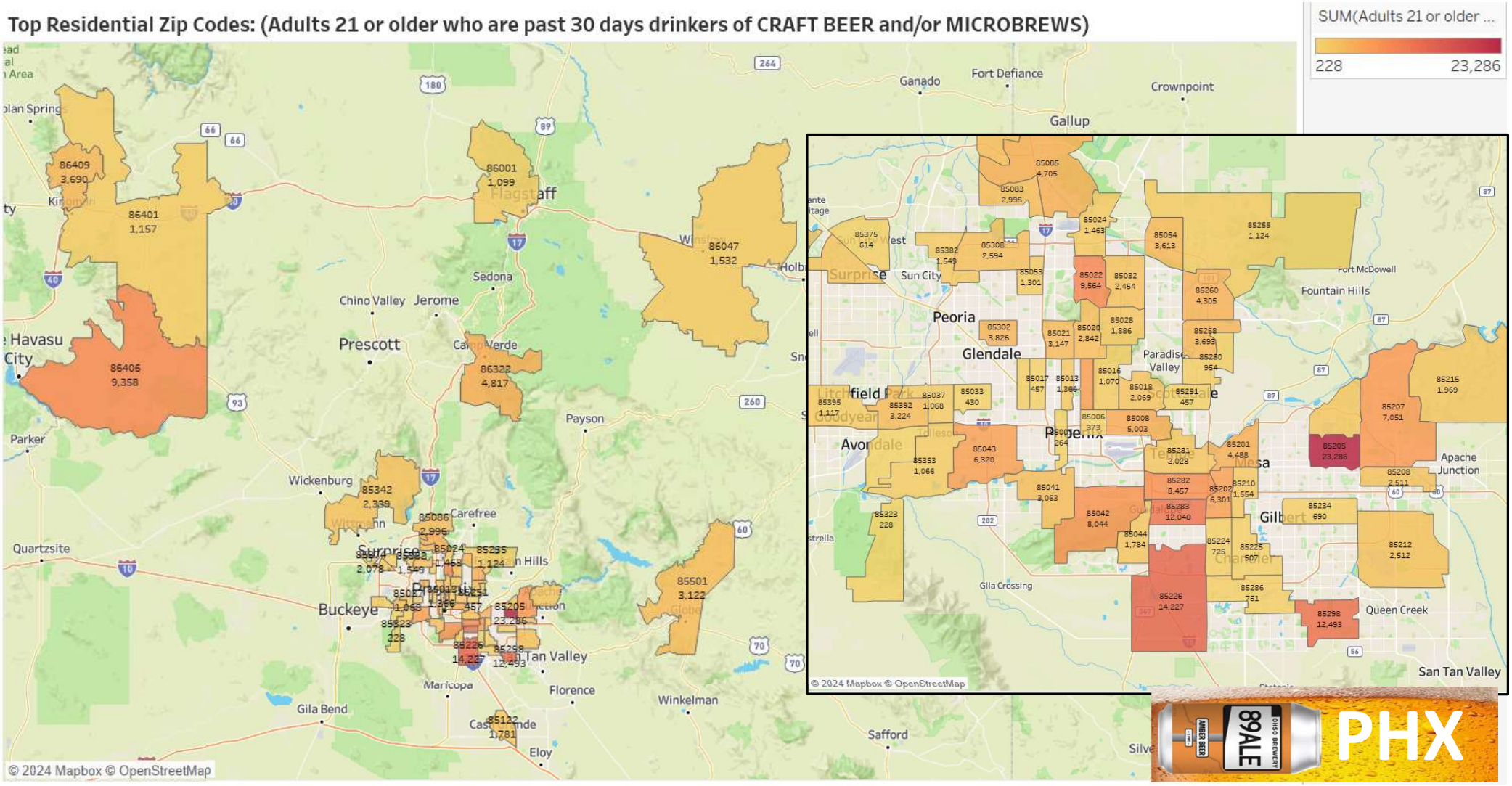


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 849
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)



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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]