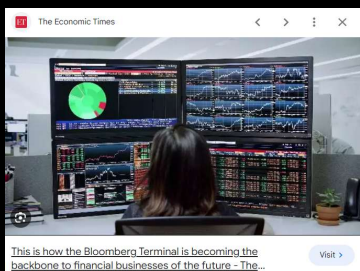


USA+4 More DMAs – P18+ who Drank GATORADE in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+** who Drank GATORADE in the past 7 days as of March 31, 2026.



GATORADE®



pepsico

Vanguard®

BlackRock®



P18+

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

Sports drinks drank past 7 days: Gatorade





22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
 Typical Adults 18 or older who Drank GATORADE in the past 7 days are 42.8 years old (12.4% younger than average) and have a \$90,085 (8.4% lower than average) annual household income.

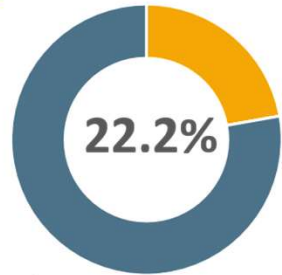


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Drank GATORADE in the past 7 days
 ■ Remainder of USA DMAs

Total Persons:

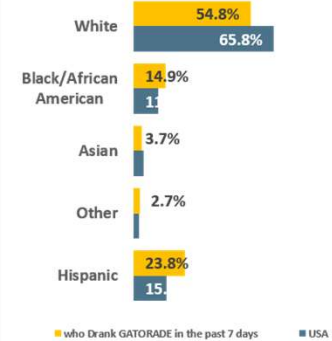
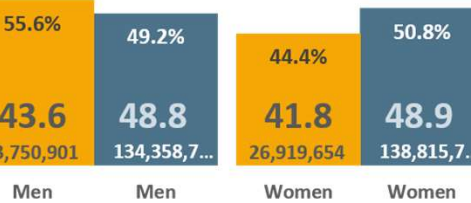
60,670,555

212,503,945

%M vs. %F:

Average Age:

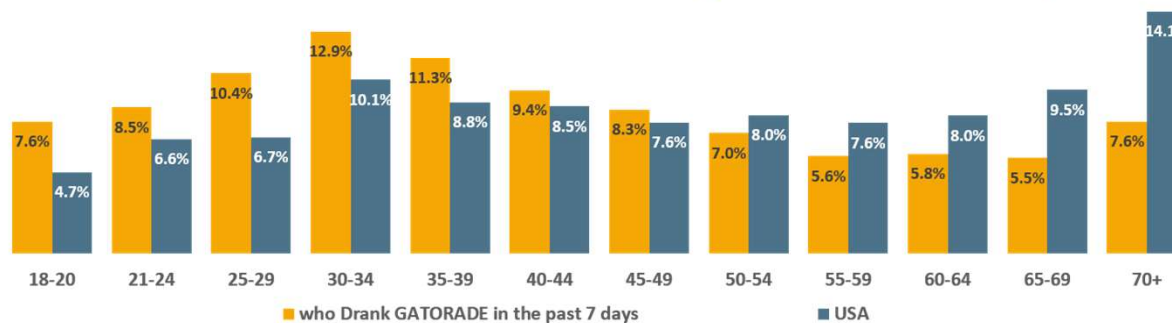
Persons:



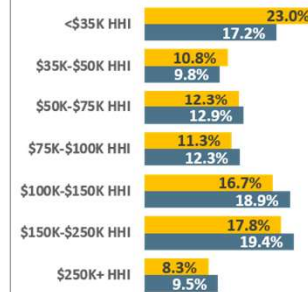
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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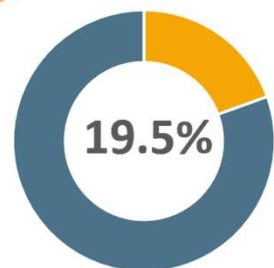
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Typical Adults 18 or older who Drank GATORADE in the past 7 days are 41. years old (16.2% younger than average) and have a \$103,595 (9.5% lower than average) annual household income.



Percent of Market: Adults 18 or older

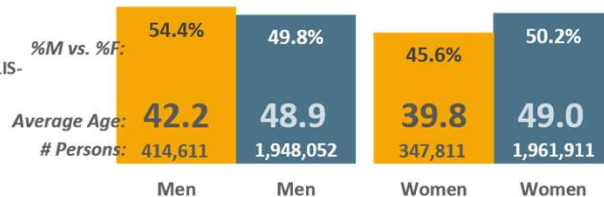


■ who Drank GATORADE in the past 7 days
■ Remainder of MINNEAPOLIS-ST. PAUL DMA

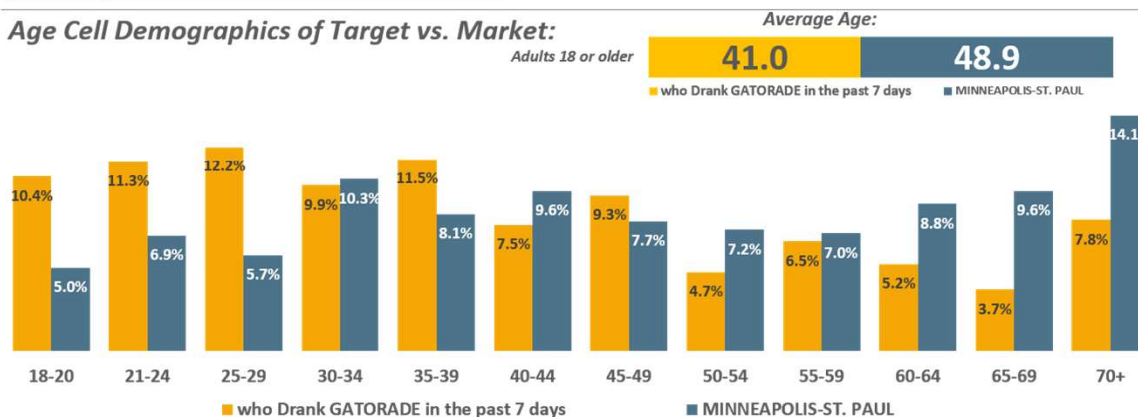
Total Persons:



Gender of Target vs. Market: Adults 18 or older

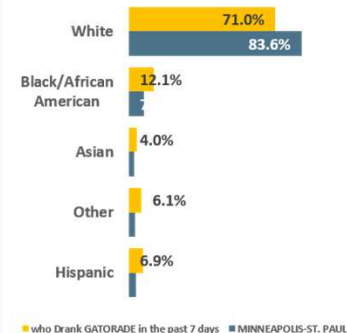


Age Cell Demographics of Target vs. Market:

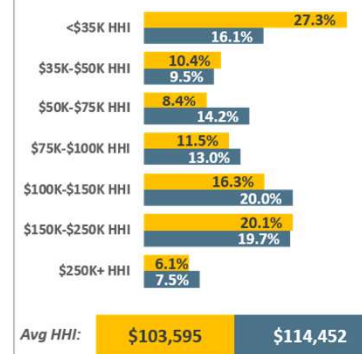


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:





20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days.
Typical Adults 18 or older who Drank GATORADE in the past 7 days are 43.5 years old (12.1% younger than average) and have a \$101,610 (2.2% lower than average) annual household income.

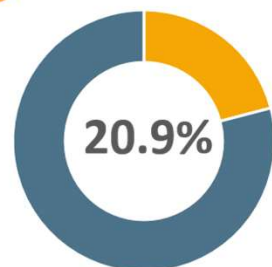


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Drank GATORADE in the past 7 days
■ Remainder of ST. LOUIS DMA

Total Persons:

527,051

1,989,343

%M vs. %F:

Average Age:

Persons:

54.5%

48.7%

45.5%

51.3%

45.5

49.7

41.0

49.3

287,005

1,225,116

240,046

1,291,278

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Adults 18 or older

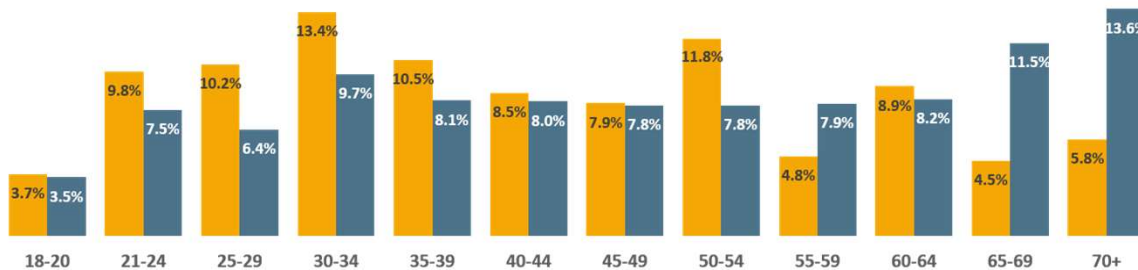
Average Age:

43.5

49.5

■ who Drank GATORADE in the past 7 days

■ ST. LOUIS

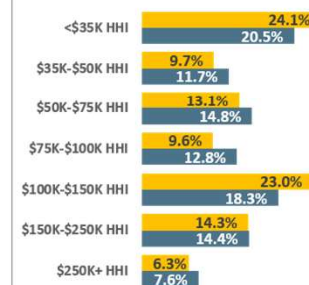


■ who Drank GATORADE in the past 7 days

■ ST. LOUIS



HHI of Target vs. Market:



Avg HHI:

\$101,610

\$103,944



23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days.
Typical Adults 18 or older who Drank GATORADE in the past 7 days are 42.5 years old (12.6% younger than average) and have a \$110,899 (7.2% higher than average) annual household income.

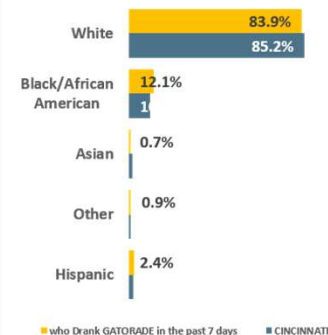
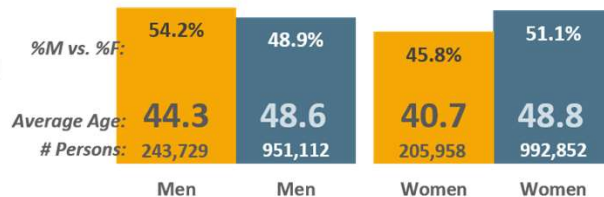
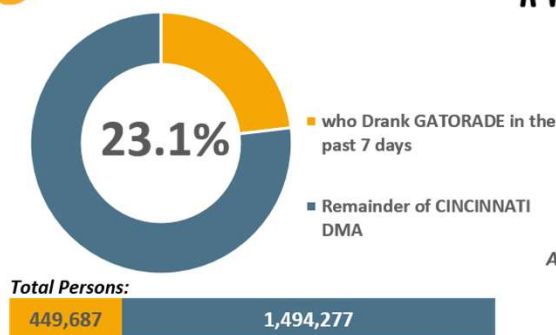


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

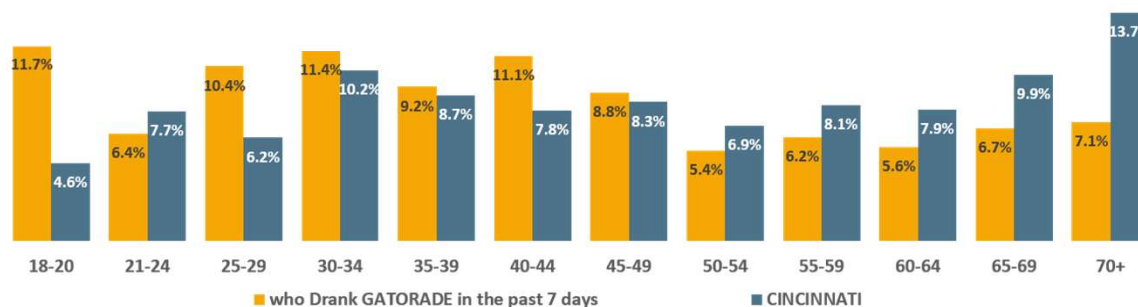
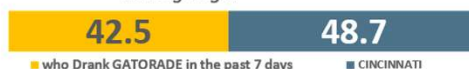
Ethnicity of Target vs. Market:



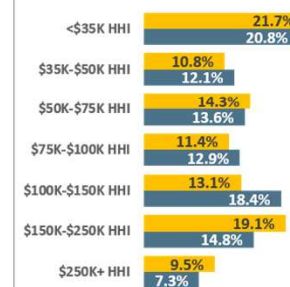
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$110,899 (who Drank GATORADE in the past 7 days) vs \$103,481 (CINCINNATI)



25.0% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7 days. Typical Adults 18 or older who Drank GATORADE in the past 7 days are 48. years old (9.8% younger than average) and have a \$91,376 (13.3% lower than average) annual household income.

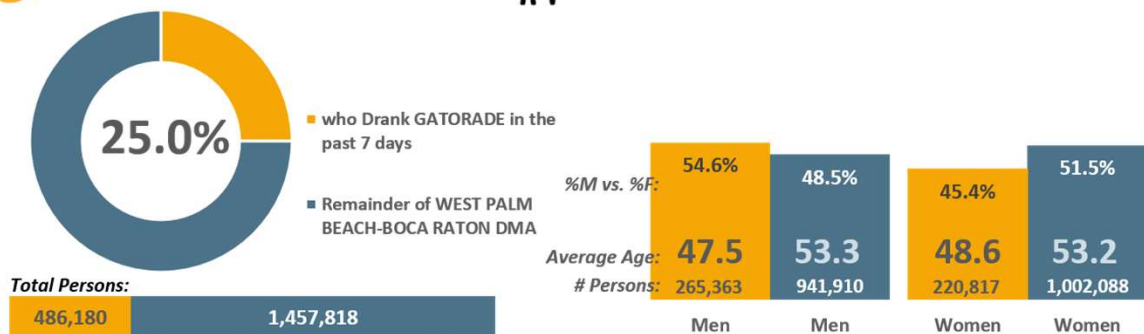


Percent of Market: Adults 18 or older

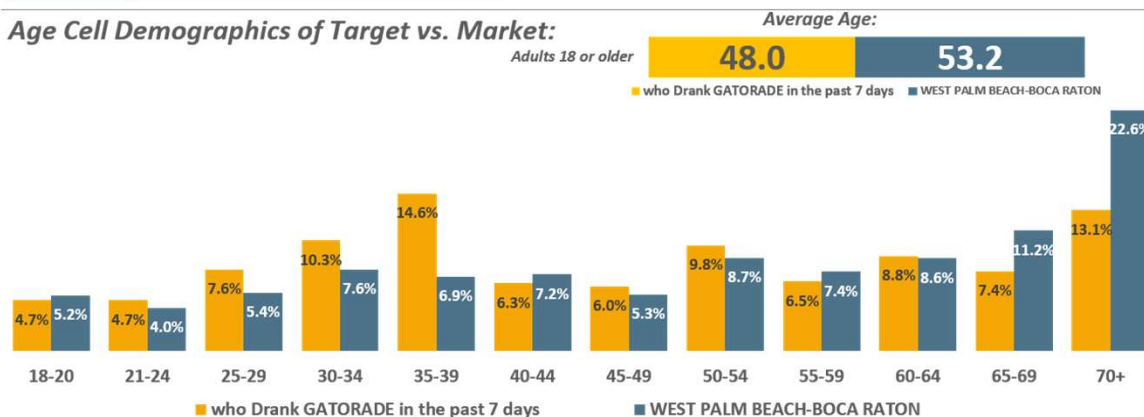


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

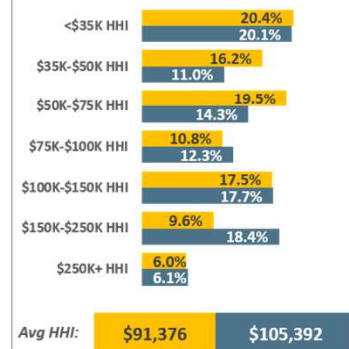


Age Cell Demographics of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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HHI of Target vs. Market:

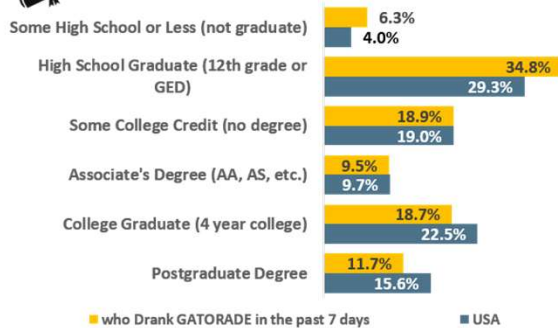




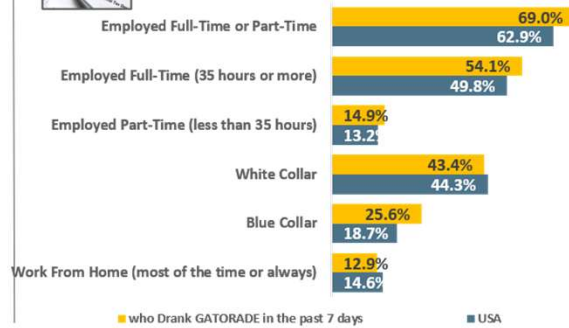
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 20.3% less likely to be a college graduate, 8.6% more likely to work full-time, 13.2% less likely to be married, 33.7% more likely to be a parent of 1 or more children under 18.



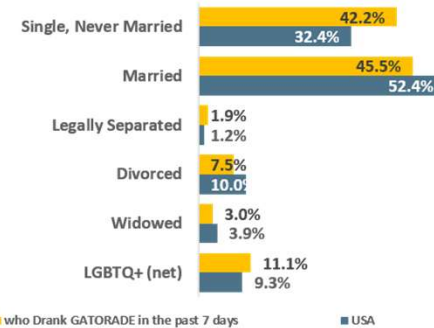
Education Levels: Adults 18 or older



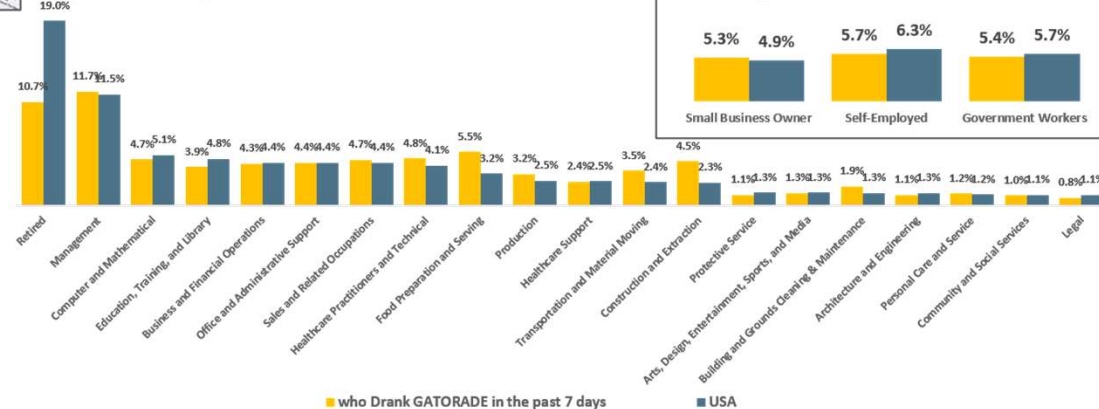
Employment: Adults 18 or older



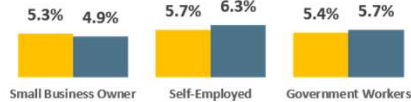
Marital Status: Adults 18 or older



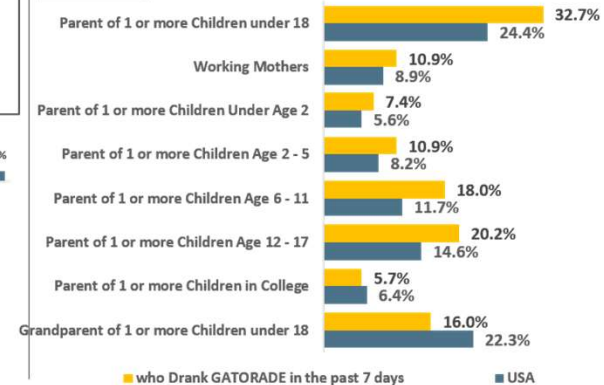
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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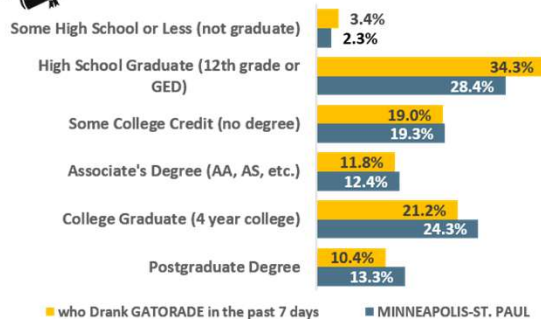
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



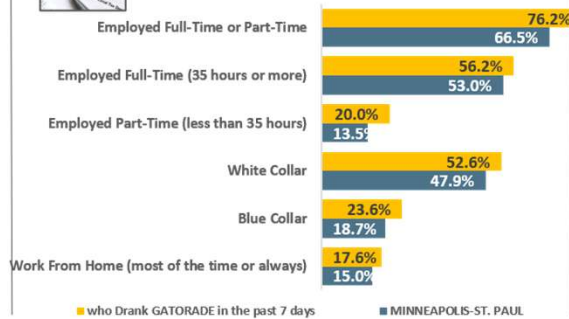
19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 16.% less likely to be a college graduate, 6.% more likely to work full-time, 22.9% less likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.



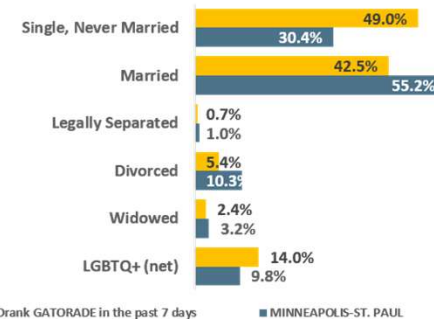
Education Levels: Adults 18 or older



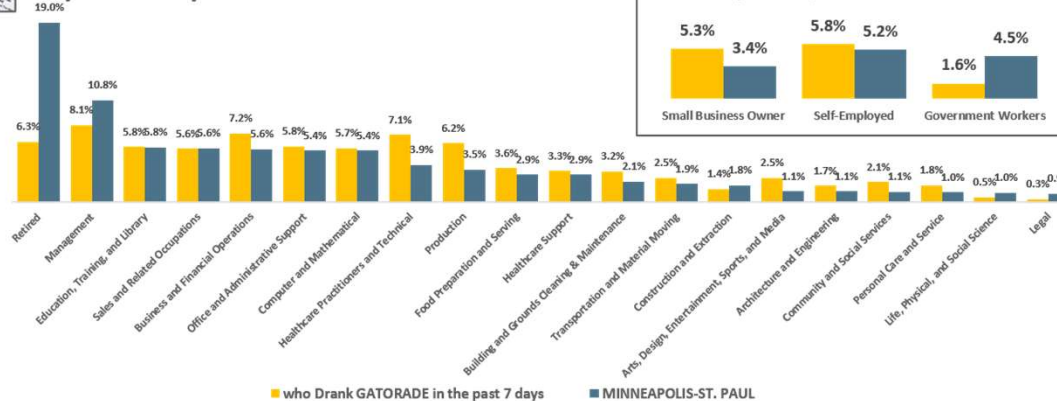
Employment: Adults 18 or older



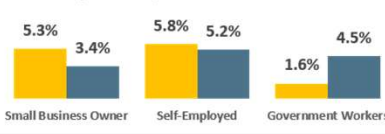
Marital Status: Adults 18 or older



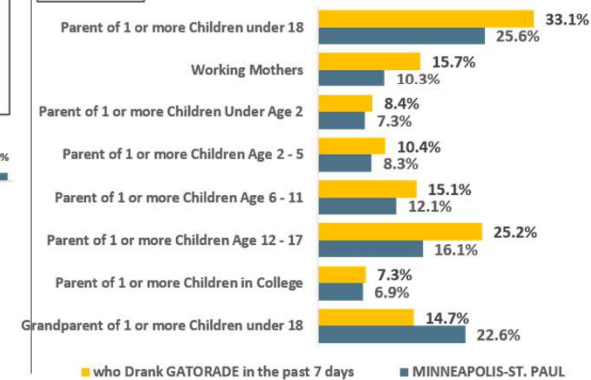
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

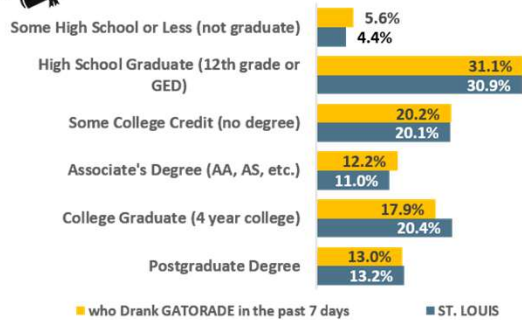




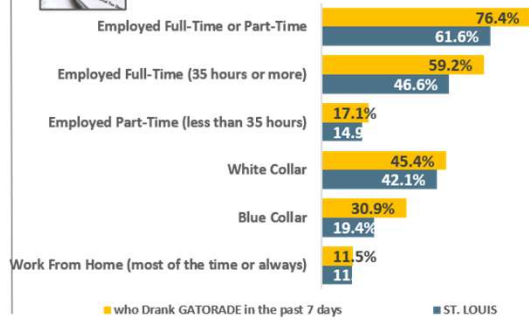
20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 8.% less likely to be a college graduate, 27.% more likely to work full-time, 5.7% less likely to be married, 35.9% more likely to be a parent of 1 or more children under 18.



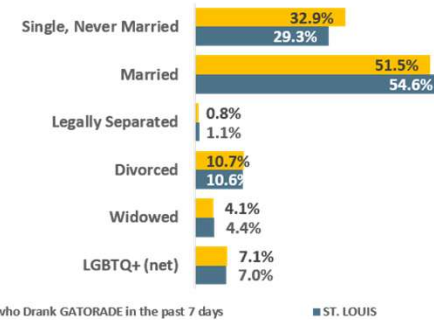
Education Levels: Adults 18 or older



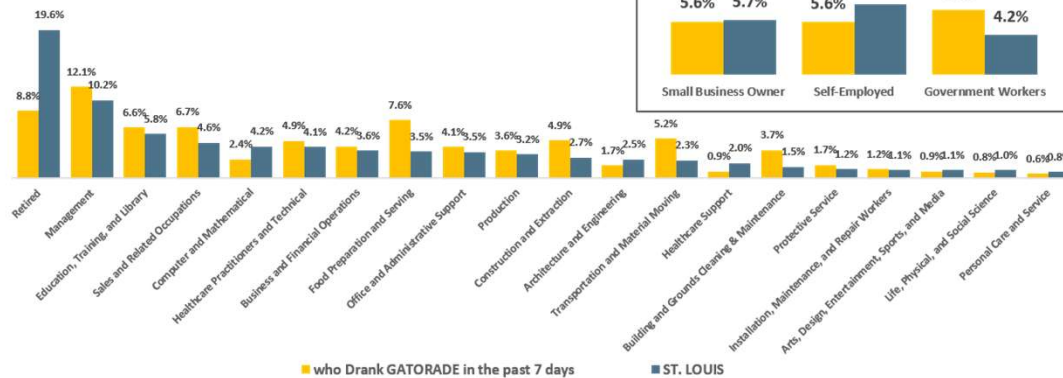
Employment: Adults 18 or older



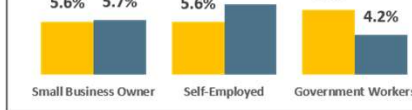
Marital Status: Adults 18 or older



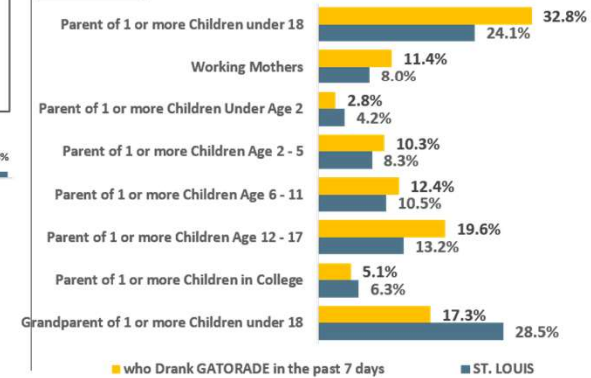
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

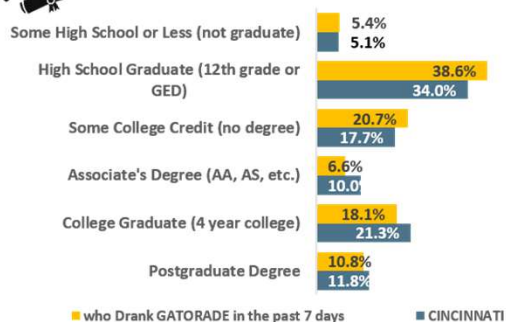




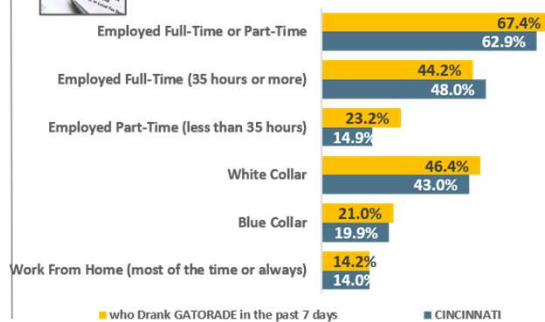
23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 13.% less likely to be a college graduate, 8.% less likely to work full-time, 15.5% less likely to be married, 32.6% more likely to be a parent of 1 or more children under 18.



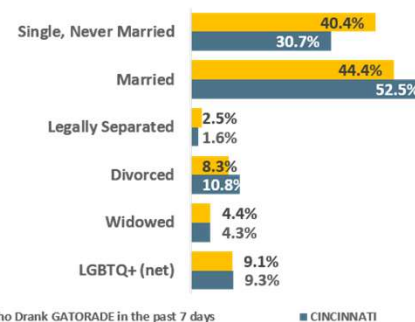
Education Levels: Adults 18 or older



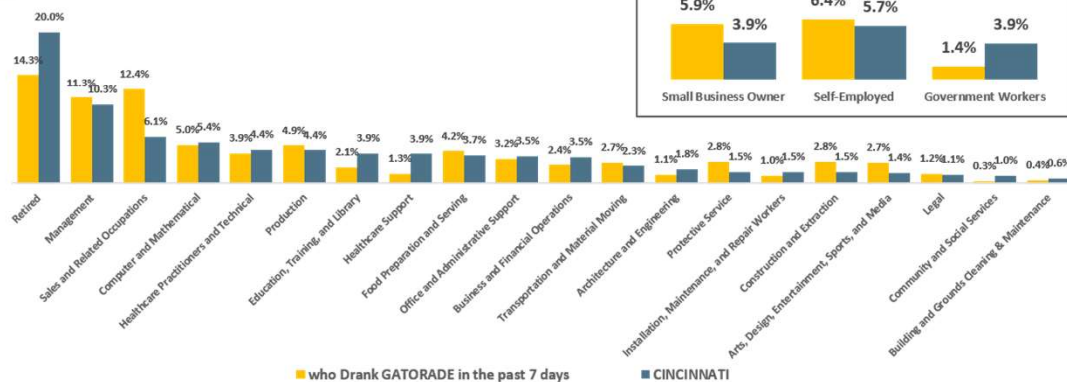
Employment: Adults 18 or older



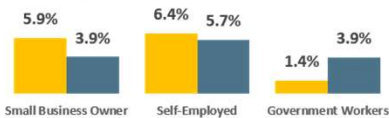
Marital Status: Adults 18 or older



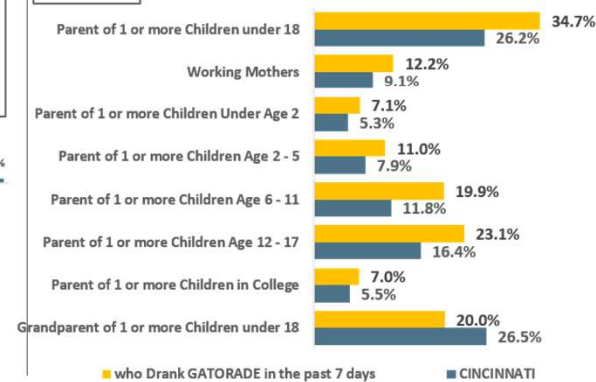
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

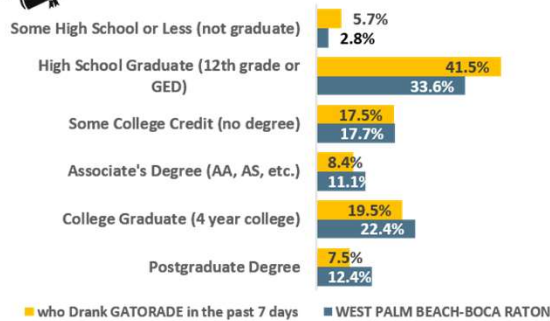




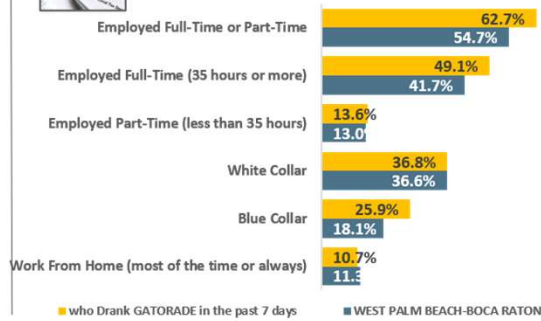
25.5% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7... Adults 18 or older who Drank GATORADE in the past 7 days are 22.7% less likely to be a college graduate, 17.6% more likely to work full-time, 5.7% less likely to be married, 39.8% more likely to be a parent of 1 or more children under 18.



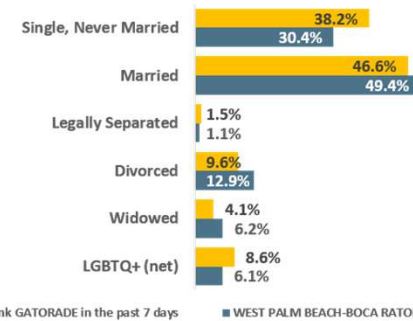
Education Levels: Adults 18 or older



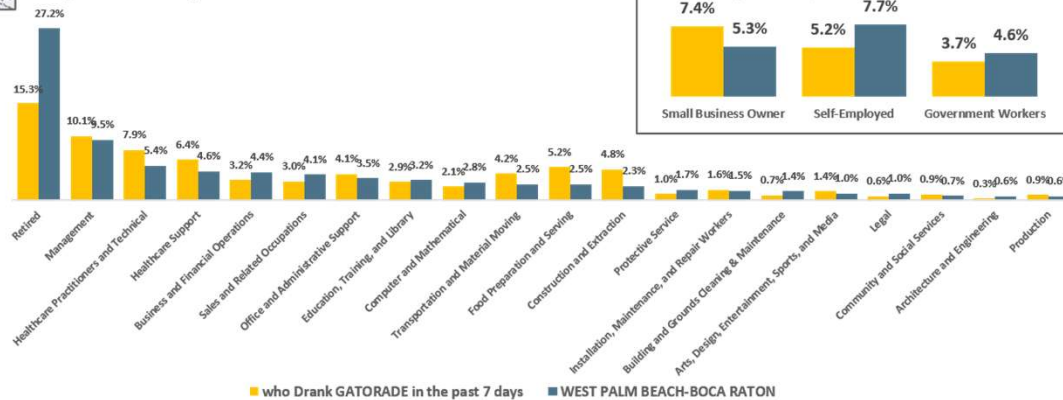
Employment: Adults 18 or older



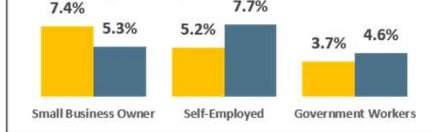
Marital Status: Adults 18 or older



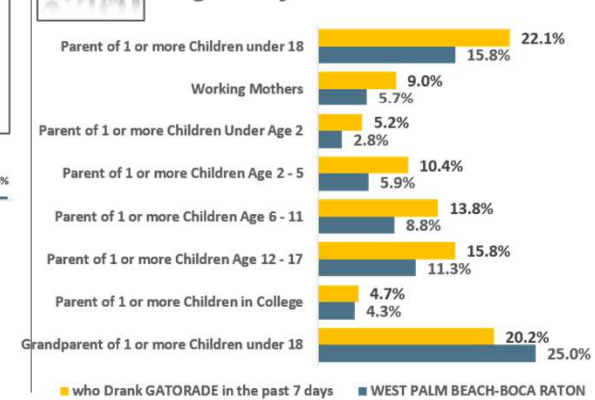
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



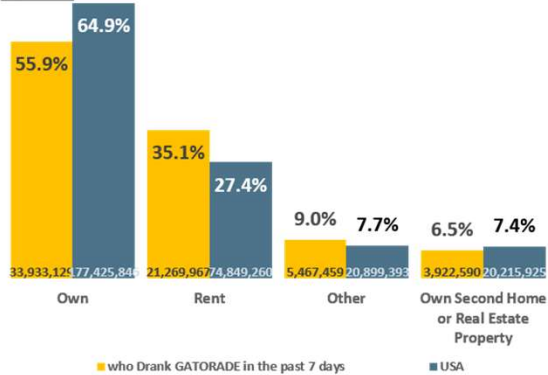
Stage in Life: Adults 18 or older



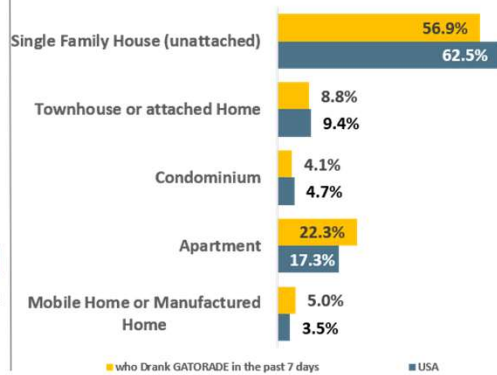


22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 13.9% less likely to own their home,
12.1% more likely to own a higher valued home, 8.9% less likely to have a single-family home, 11.9%
more likely to have a dog.

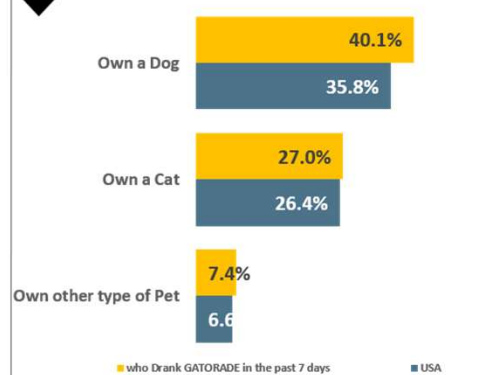
Own/Rent/Other: Adults 18 or older



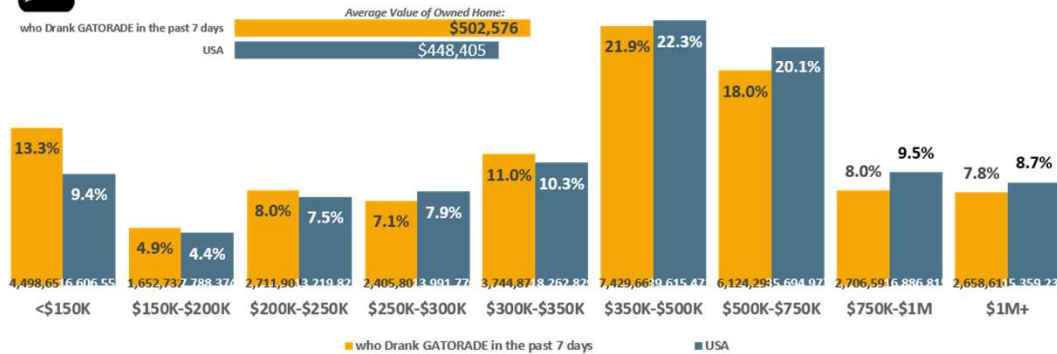
Type of Home: Adults 18 or older



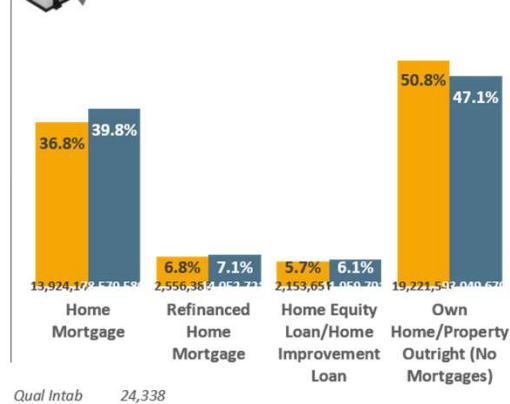
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

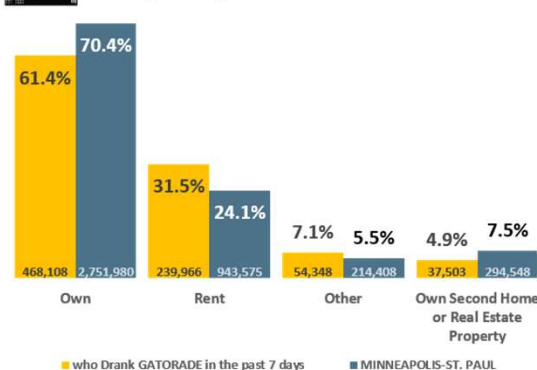


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

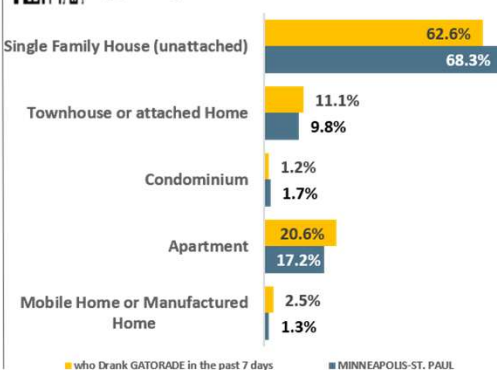


19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 12.8% less likely to own their home, 8.1% more likely to own a higher valued home, 8.3% less likely to have a single-family home, 8.1% more likely to have a dog.

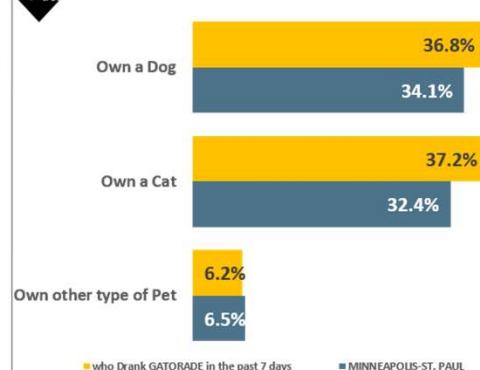
Own/Rent/Other: Adults 18 or older



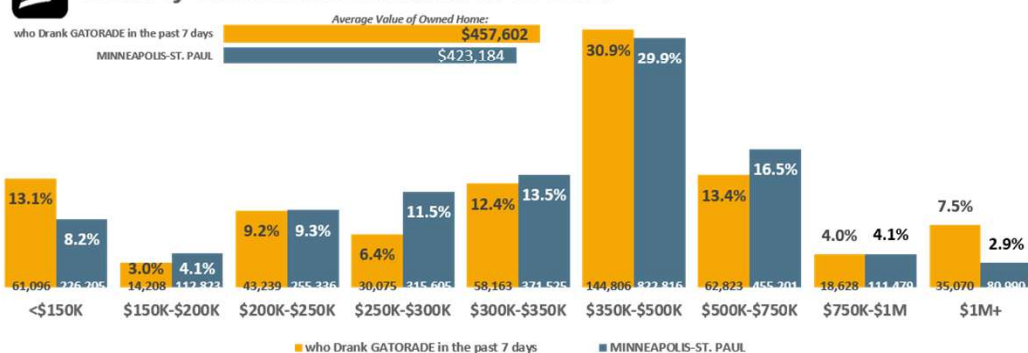
Type of Home: Adults 18 or older



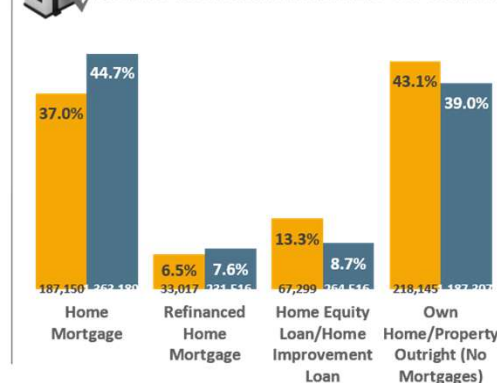
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



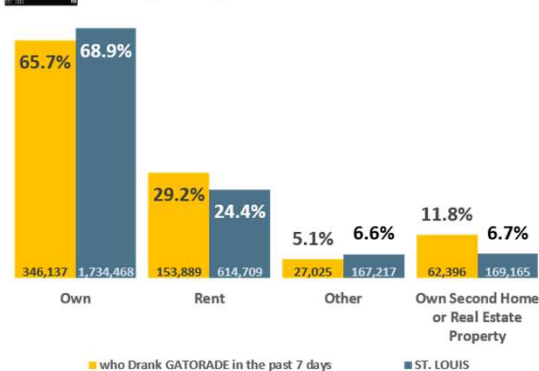
Home Loans: Adults 18 or older



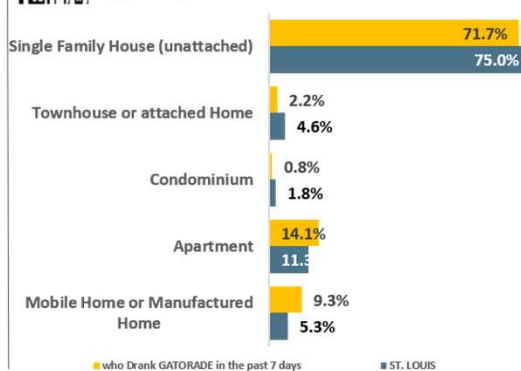


20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 4.7% less likely to own their home, 1.4% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 6.6% more likely to have a dog.

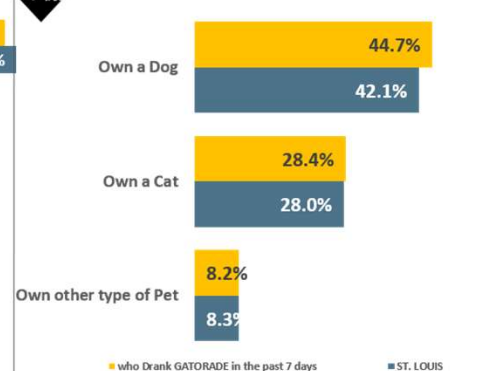
Own/Rent/Other: Adults 18 or older



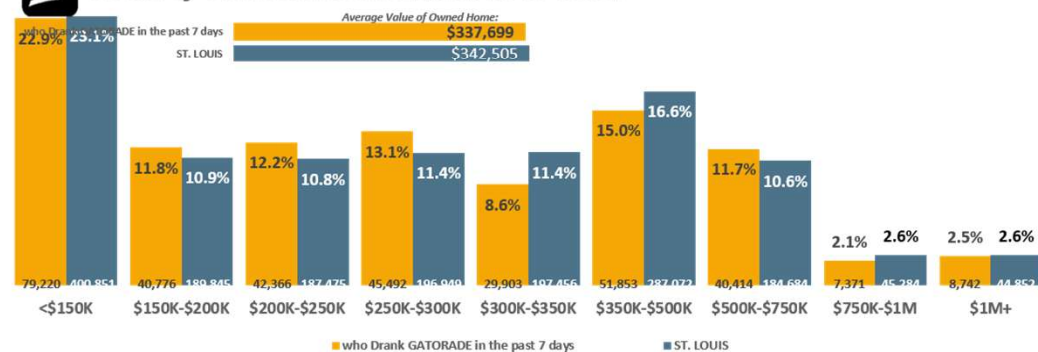
Type of Home: Adults 18 or older



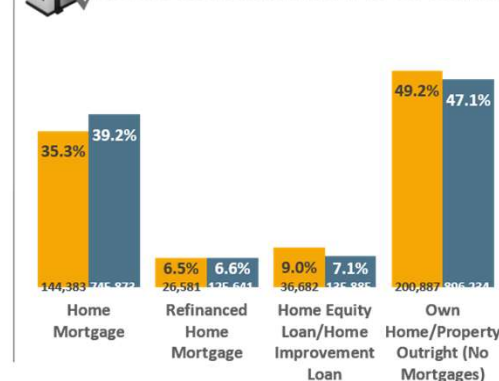
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



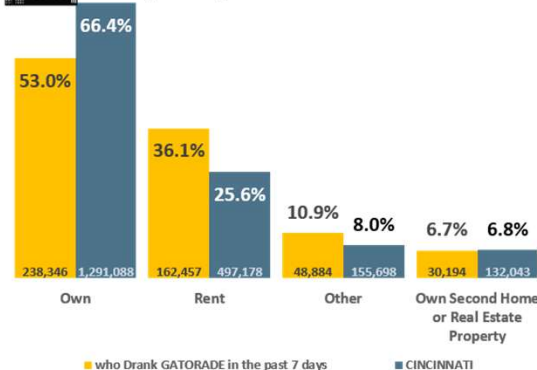
Home Loans: Adults 18 or older



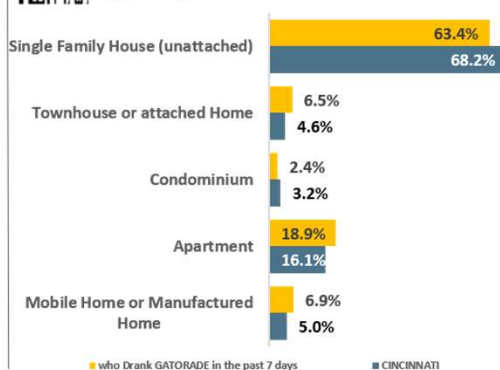


23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 20.2% less likely to own their home, 11.% more likely to own a higher valued home, 7.1% less likely to have a single-family home, 5.1% more likely to have a dog.

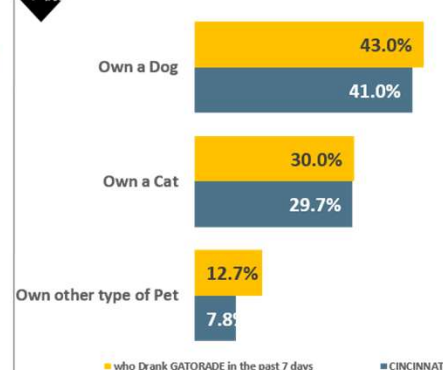
Own/Rent/Other: Adults 18 or older



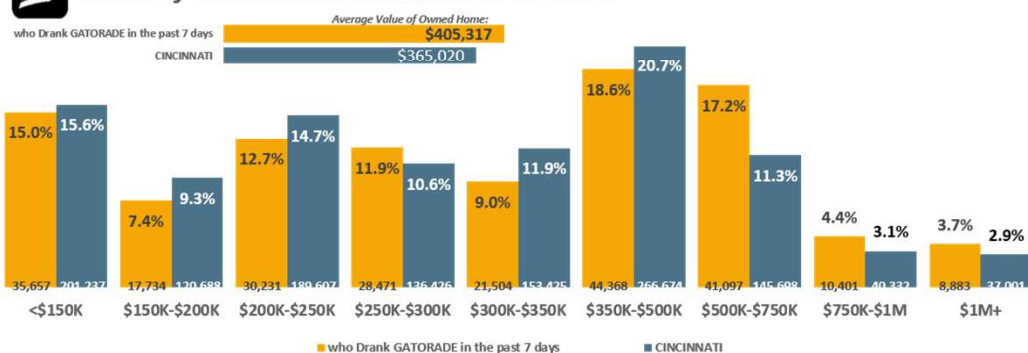
Type of Home: Adults 18 or older



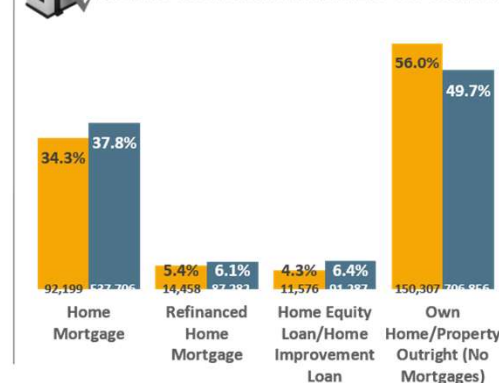
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



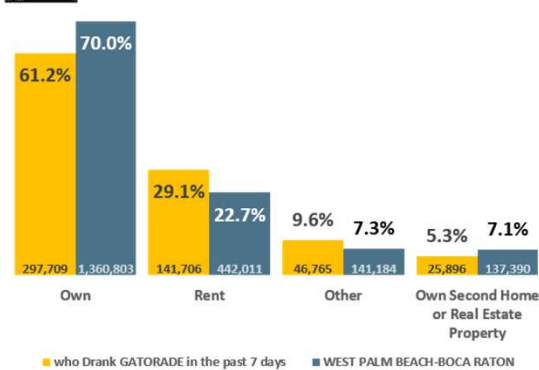
Home Loans: Adults 18 or older



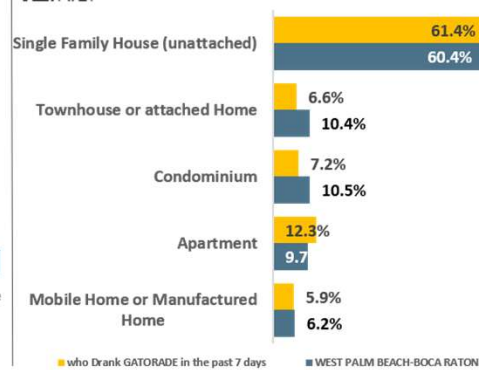


25.% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7...
 Adults 18 or older who Drank GATORADE in the past 7 days are 12.5% less likely to own their home, 8.5% more likely to own a lower valued home, 1.7% more likely to have a single-family home, 9.2% more likely to have a dog.

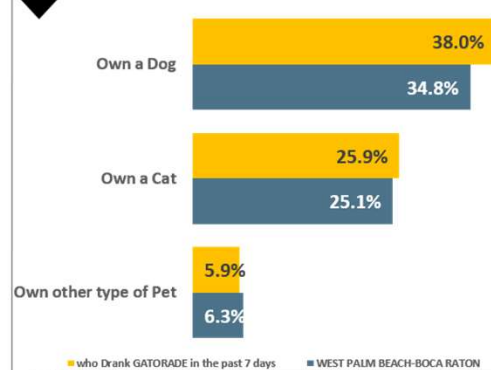
Own/Rent/Other: Adults 18 or older



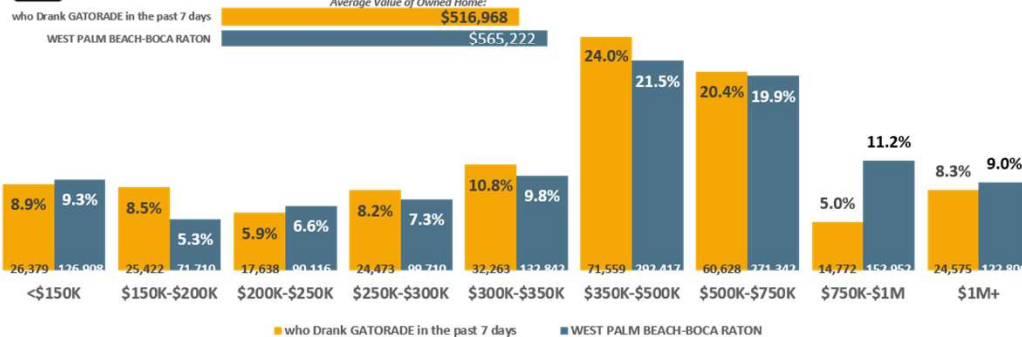
Type of Home: Adults 18 or older



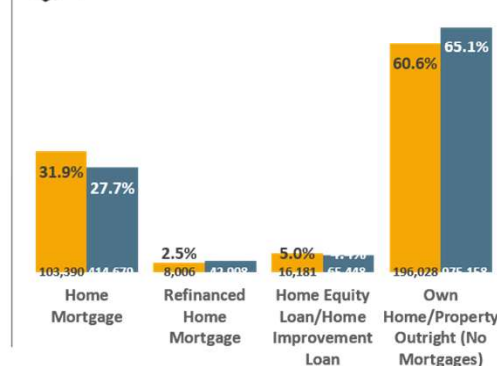
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

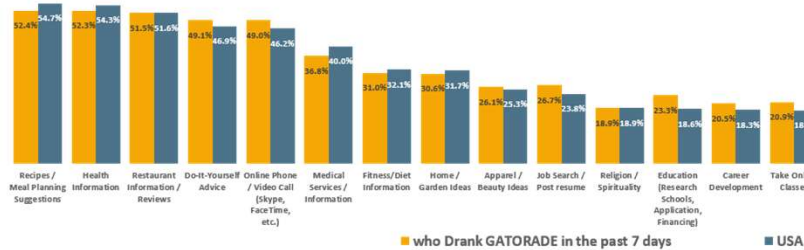




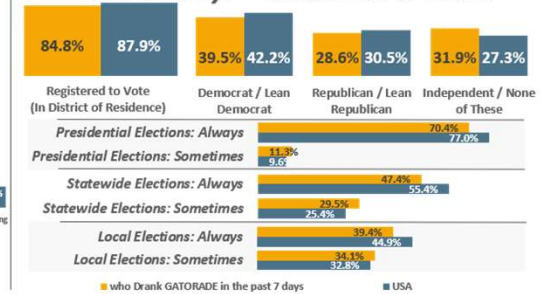
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 4.6% more likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 8.5% more likely to belong to a gym, 7.0% more likely to fly domestic past yr.



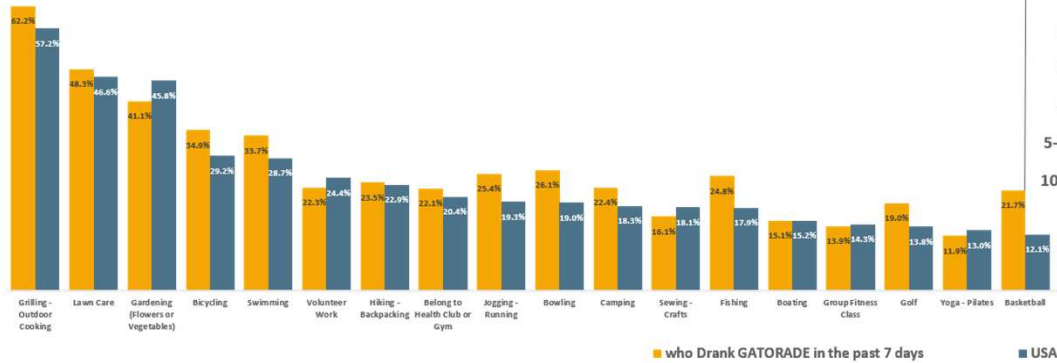
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



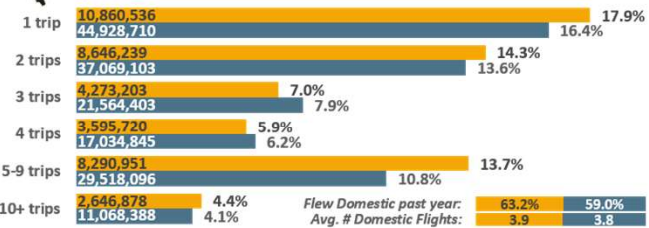
Political Activity: Adults 18 or older



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



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



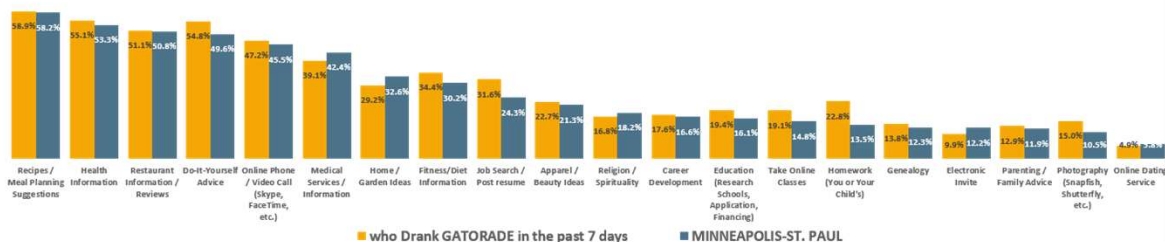
Flew Domestic past year: 63.2%
Avg. # Domestic Flights: 3.9



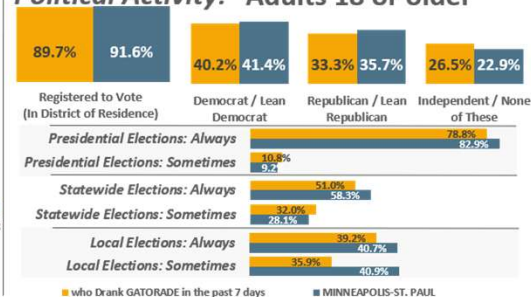
19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 10.5% more likely to look up D-I-Y advice online, 3.7% less likely to always vote in local elections, 2.9% more likely to belong to a gym, 3.2% less likely to fly domestic past yr.



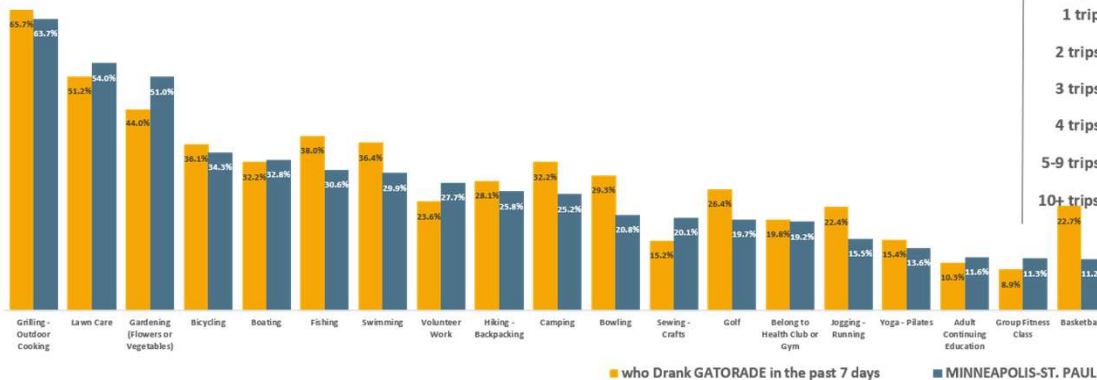
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



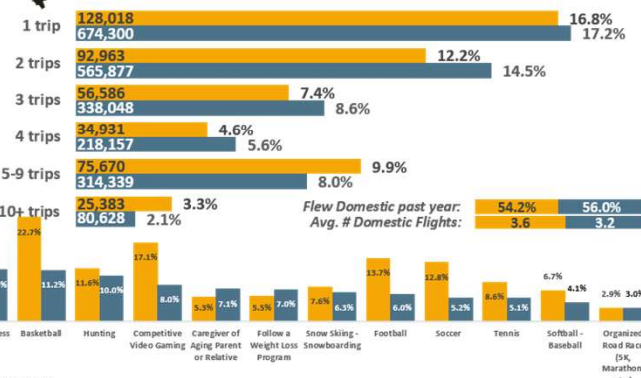
Political Activity: Adults 18 or older



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



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

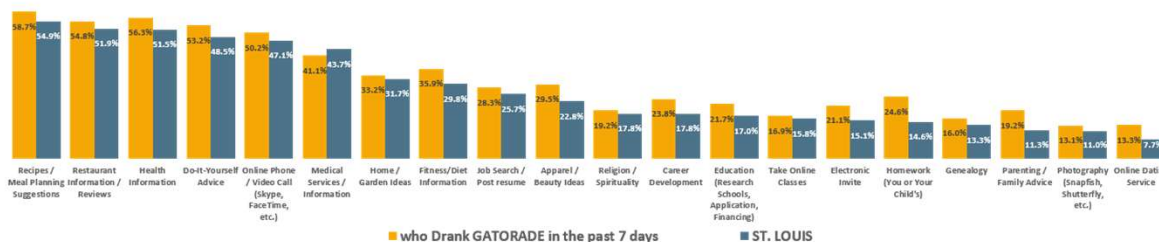




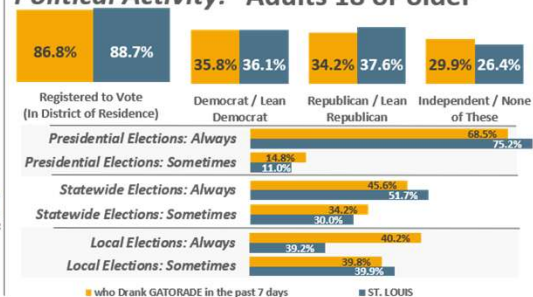
20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 9.6% more likely to look up D-I-Y advice online, 2.4% more likely to always vote in local elections, 37.9% more likely to belong to a gym, 12.4% more likely to fly domestic past yr.



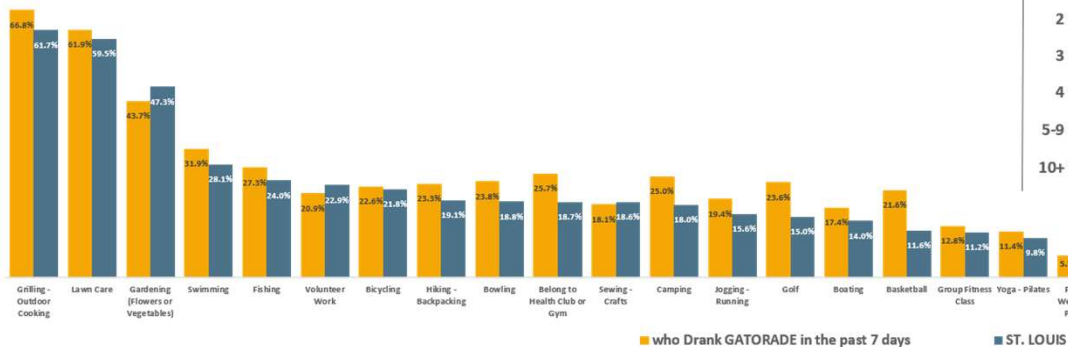
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



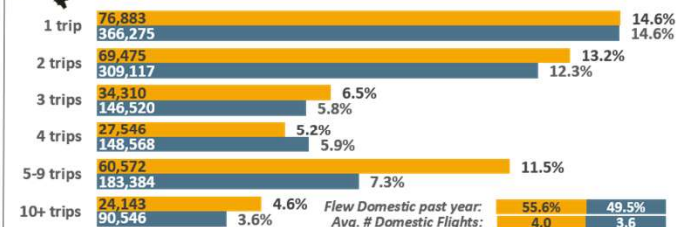
Political Activity: Adults 18 or older



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



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



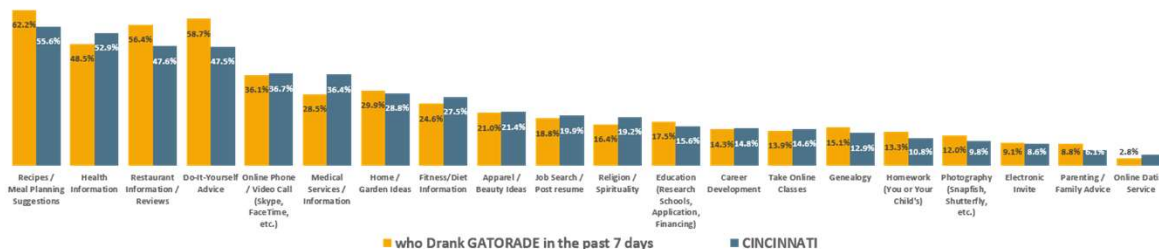
Flew Domestic past year: 55.6%
Avg. # Domestic Flights: 4.0



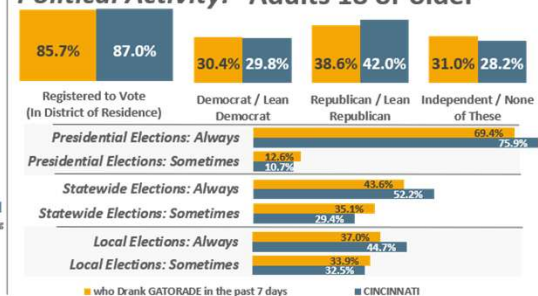
23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 23.5% more likely to look up D-I-Y advice online, 17.1% less likely to always vote in local elections, 29.5% more likely to belong to a gym, 16.4% more likely to fly domestic past yr.



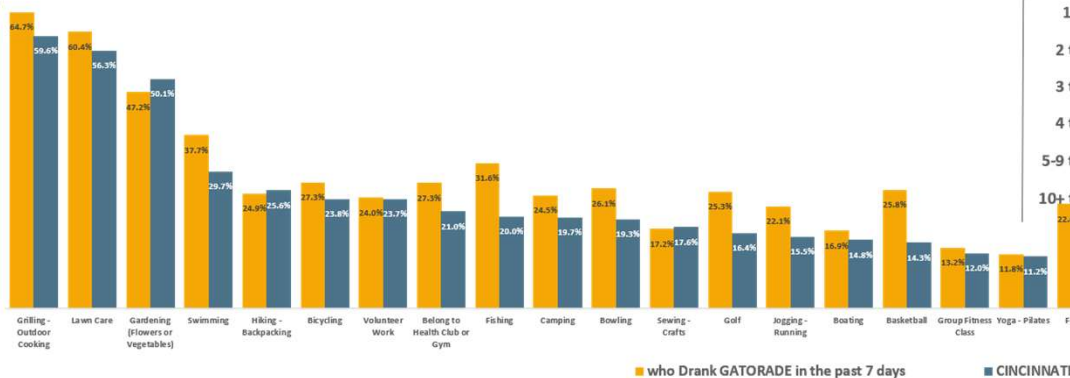
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



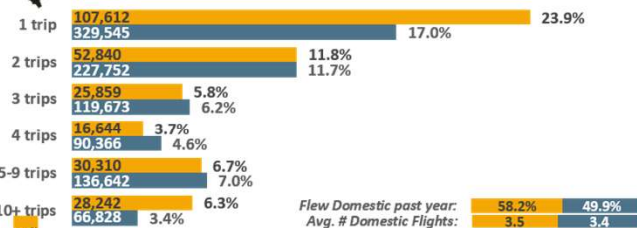
Political Activity: Adults 18 or older



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



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



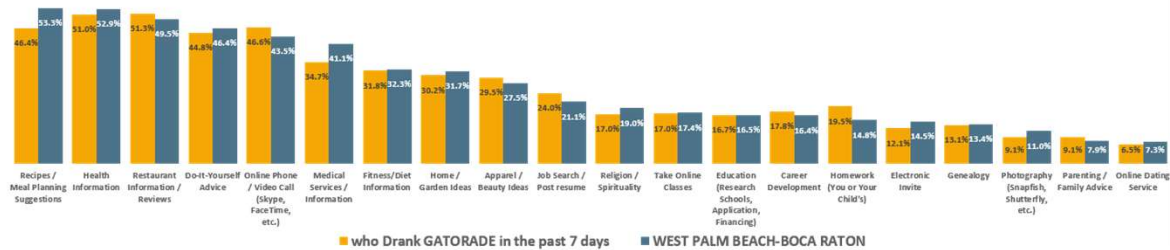
Flew Domestic past year: 58.2%
Avg. # Domestic Flights: 3.5



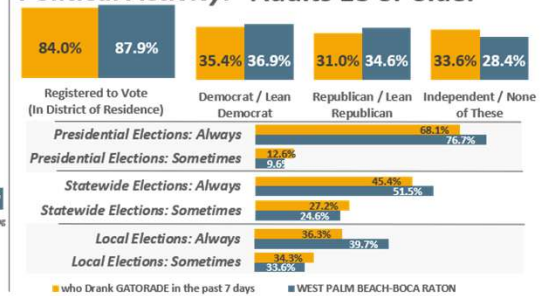
25.% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7 ...
 Adults 18 or older who Drank GATORADE in the past 7 days are 3.4% less likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 9.5% less likely to belong to a gym, 6.7% more likely to fly domestic past yr.



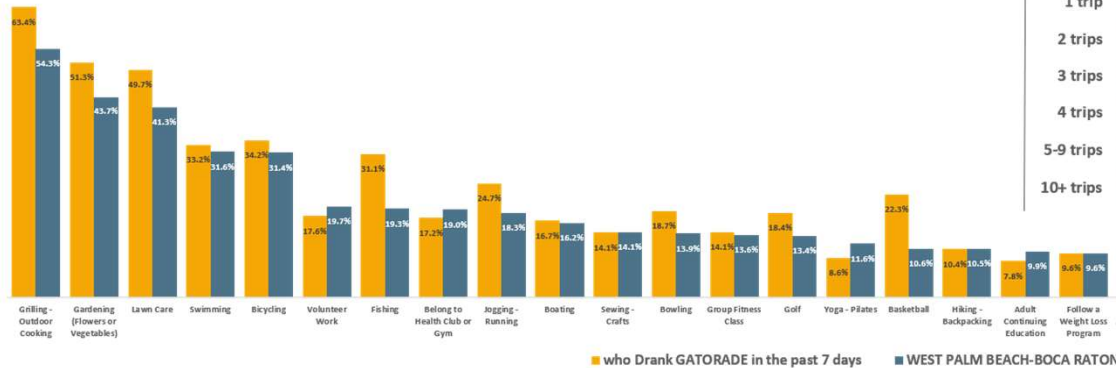
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



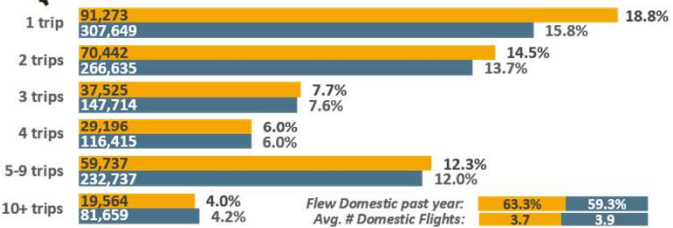
Political Activity: Adults 18 or older



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



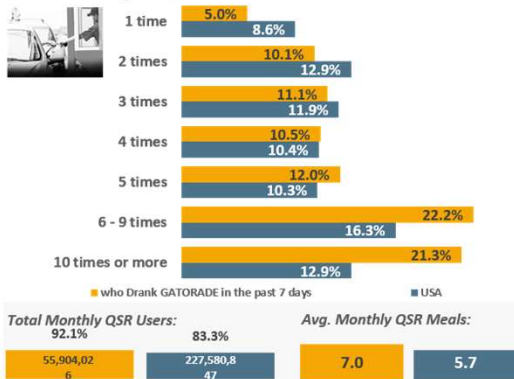
Past 12-months Domestic Airline Trips: Adults 18 or older



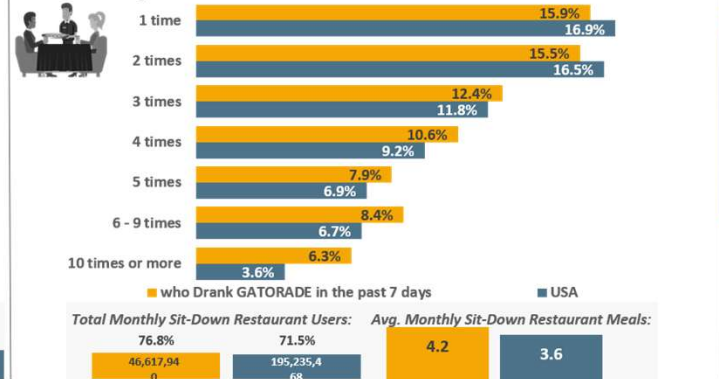


22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 10.6% more likely to use QSRs past mo.,
7.5% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 51.9% more likely to smoke cigarettes.

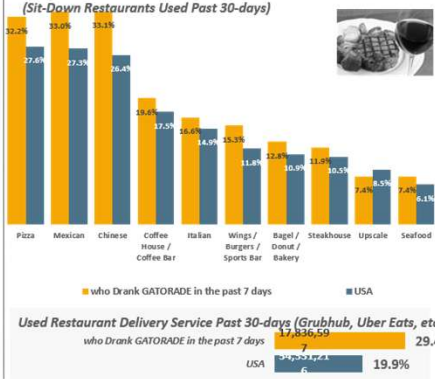
Past 30-days QSR Users: Adults 18 or older



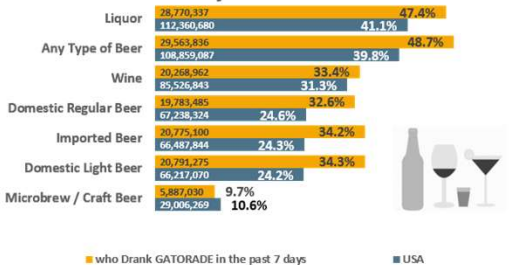
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



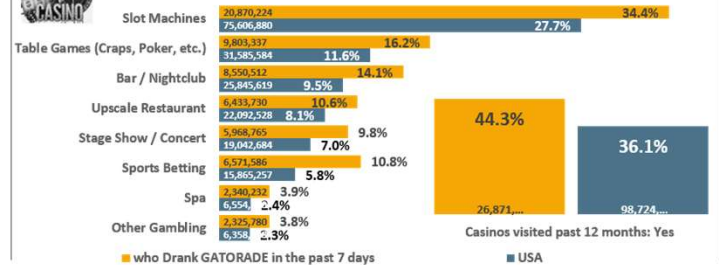
Top-10 Cuisines: Adults 18 or older



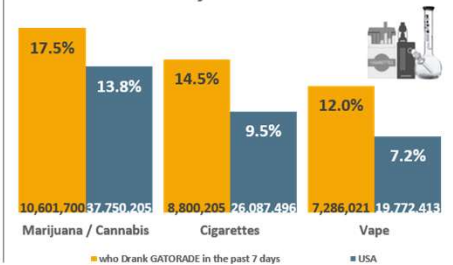
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



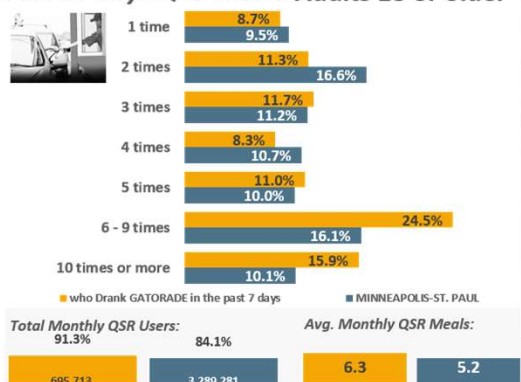
Used Past 30-days: Adults 18 or older



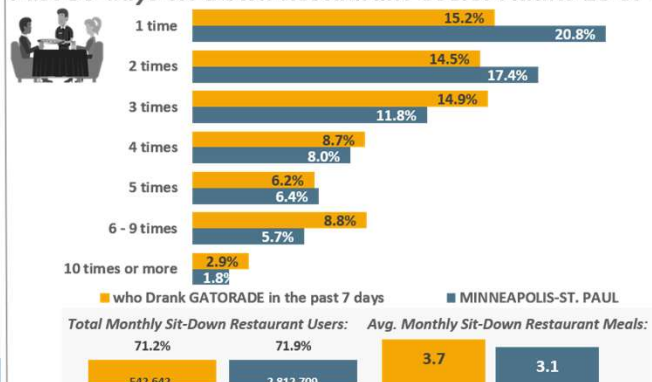


19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 8.5% more likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 20.5% more likely to use Casinos past yr., 61.% more likely to smoke cigarettes.

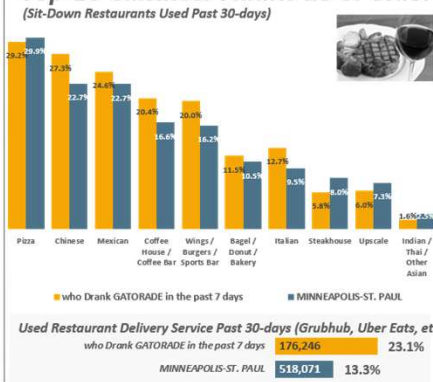
Past 30-days QSR Users: Adults 18 or older



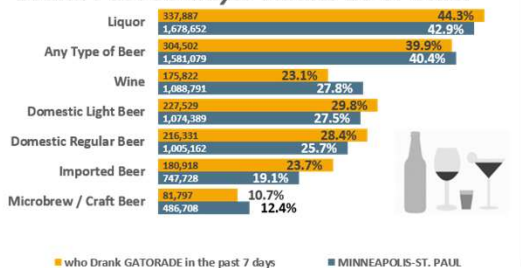
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



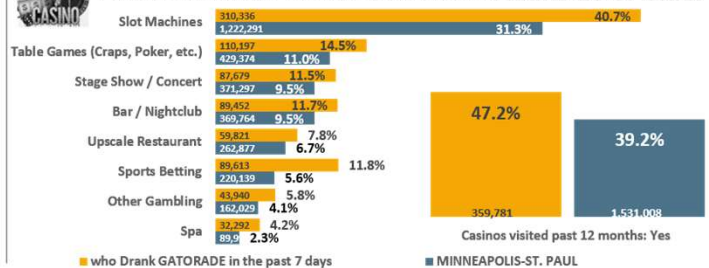
Top-10 Cuisines: Adults 18 or older



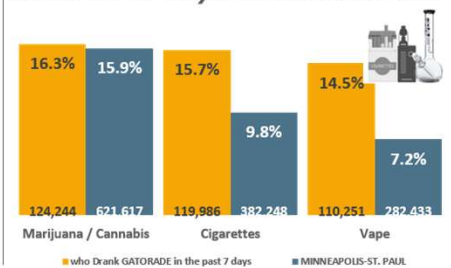
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



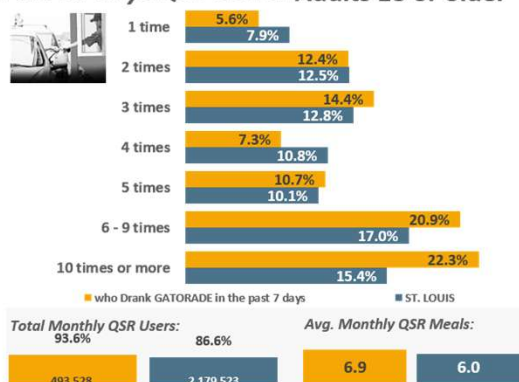
Used Past 30-days: Adults 18 or older



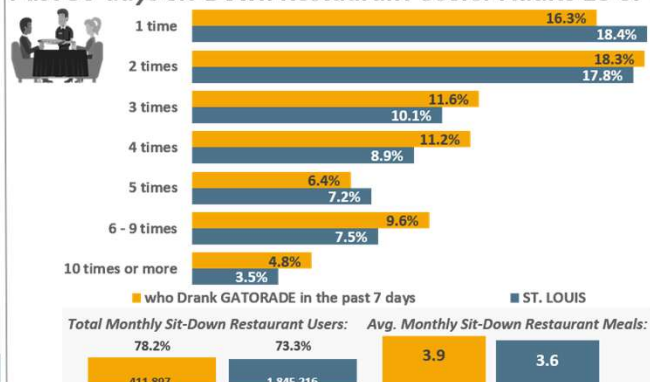


20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days.
 Adults 18 or older who Drank GATORADE in the past 7 days are 8.1% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 29.2% more likely to use Casinos past yr., 45.8% more likely to smoke cigarettes.

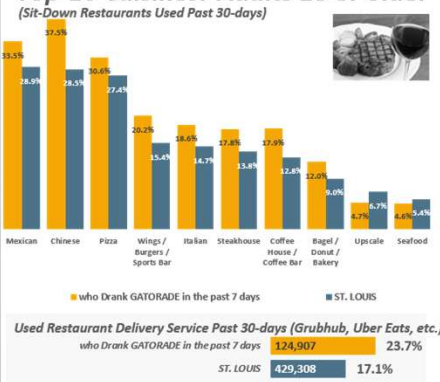
Past 30-days QSR Users: Adults 18 or older



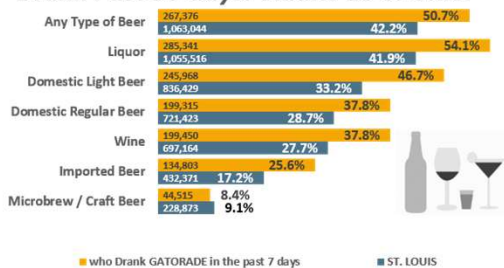
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



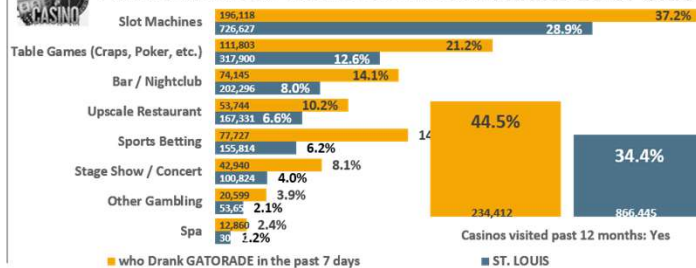
Top-10 Cuisines: Adults 18 or older



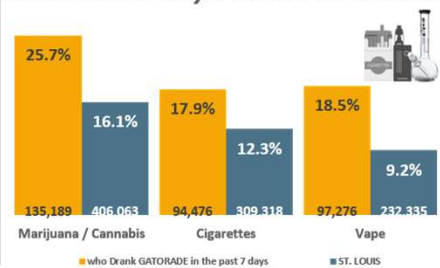
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



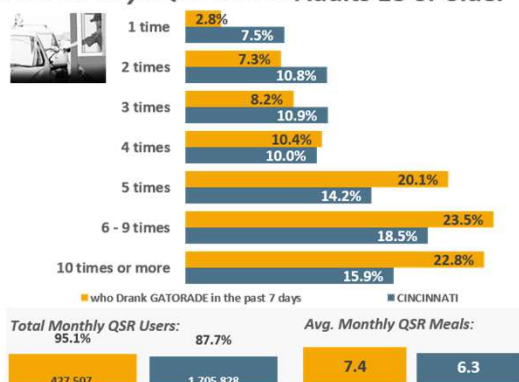
Used Past 30-days: Adults 18 or older



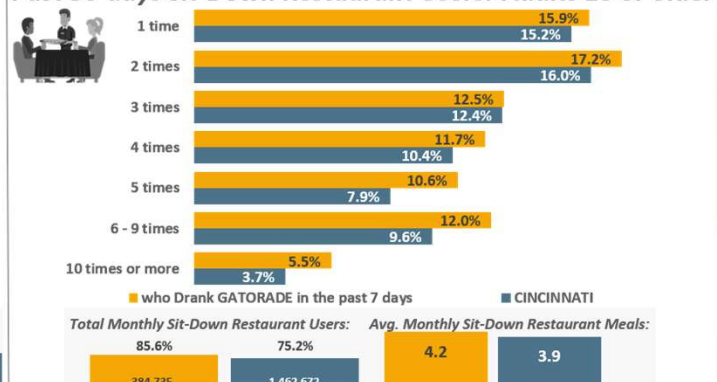


23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days.
 Adults 18 or older who Drank GATORADE in the past 7 days are 8.3% more likely to use QSRs past mo.,
 13.7% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 47.6%
 more likely to smoke cigarettes.

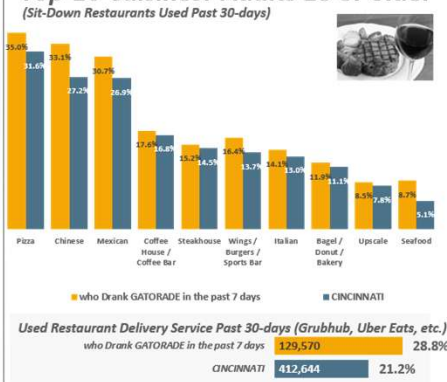
Past 30-days QSR Users: Adults 18 or older



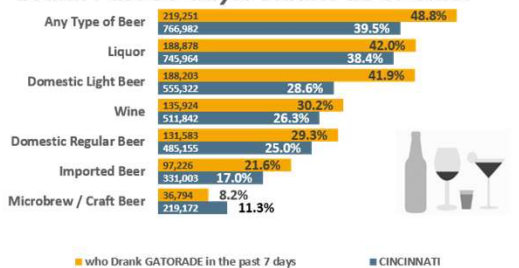
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



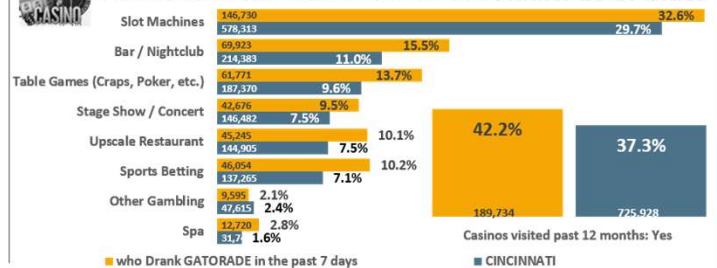
Top-10 Cuisines: Adults 18 or older



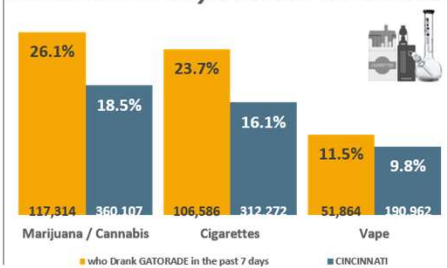
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



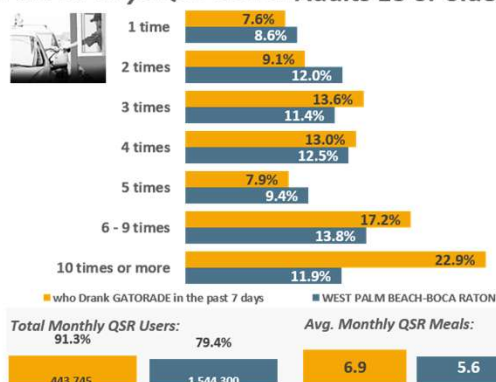
Used Past 30-days: Adults 18 or older



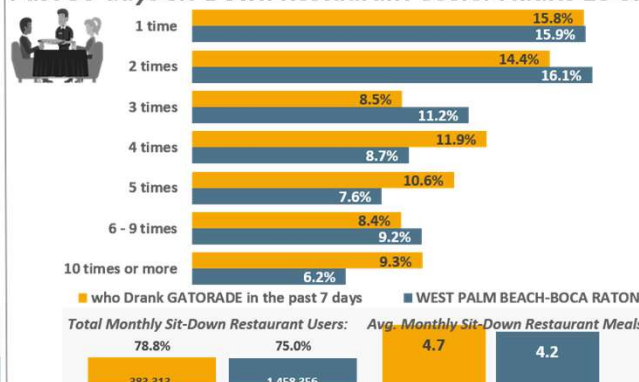


25.% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 14.9% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 7.8% more likely to use Casinos past yr., 65.% more likely to smoke cigarettes.

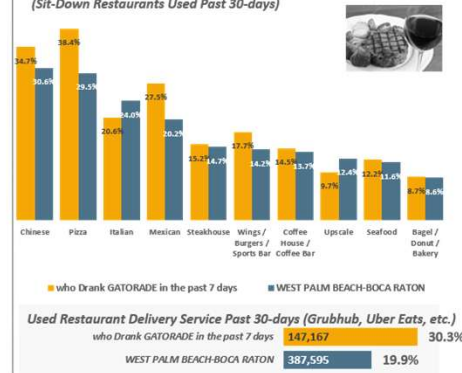
Past 30-days QSR Users: Adults 18 or older



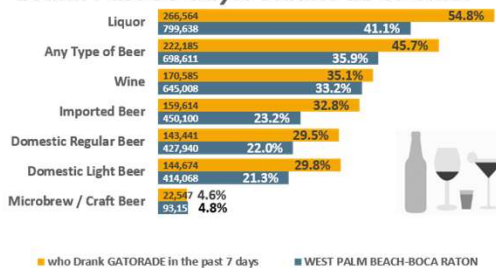
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



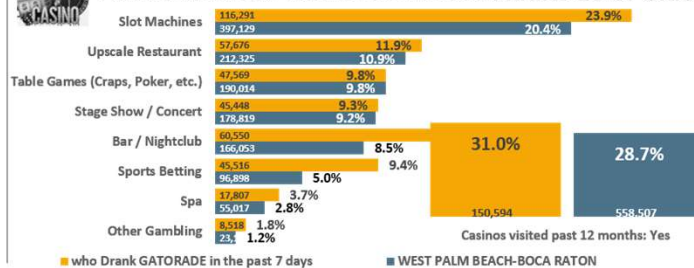
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



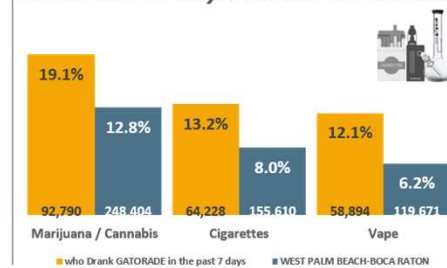
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

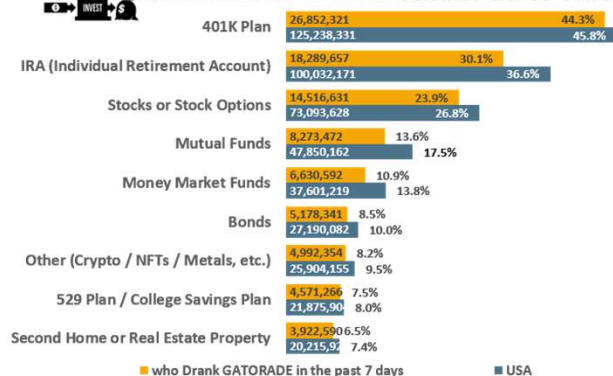




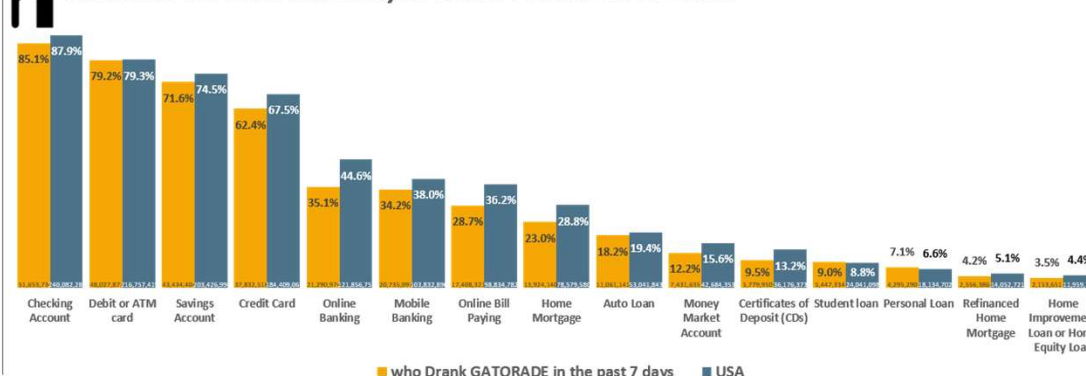
22.2% or 60,670,555 of USA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 3.5% less likely to have a 401K, 6.1% less likely to have an Auto Loan, 7.7% less likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



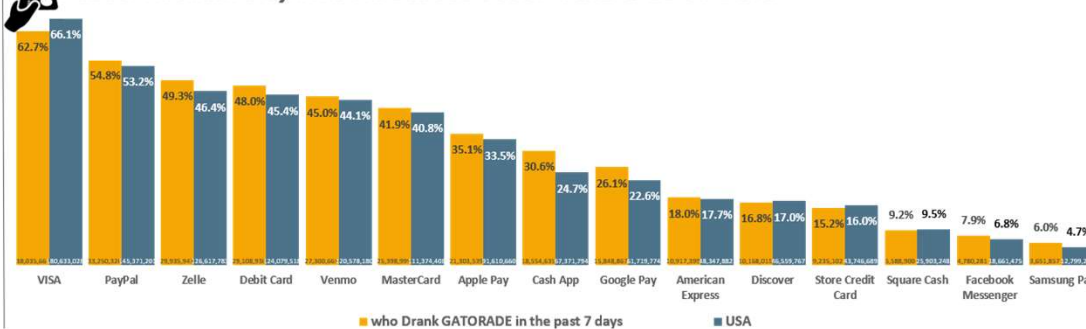
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

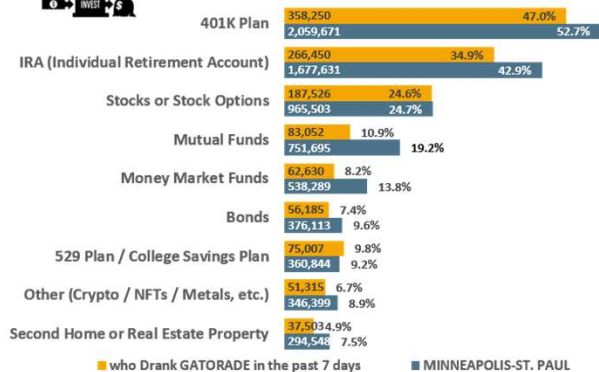




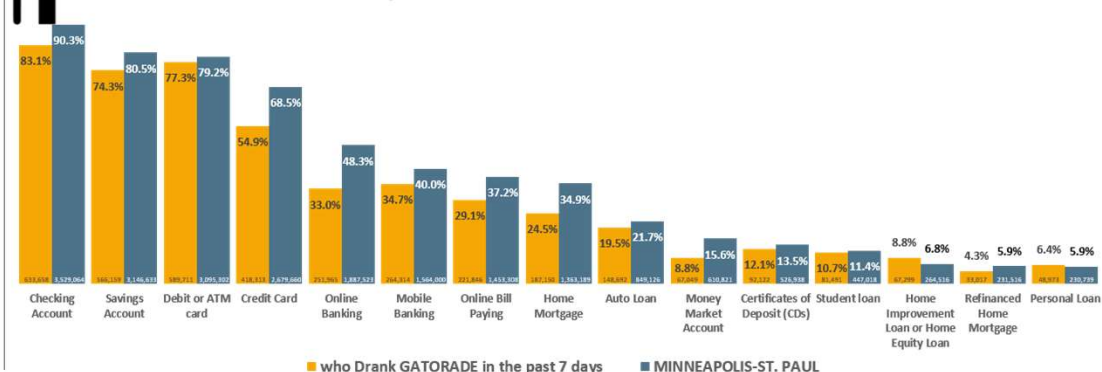
19.5% or 762,422 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Drank GATORADE in the past 7 days. Adults 18 or older who Drank GATORADE in the past 7 days are 10.8% less likely to have a 401K, 10.2% less likely to have an Auto Loan, 6.7% less likely to Invest/Trade Stocks Online, 9.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



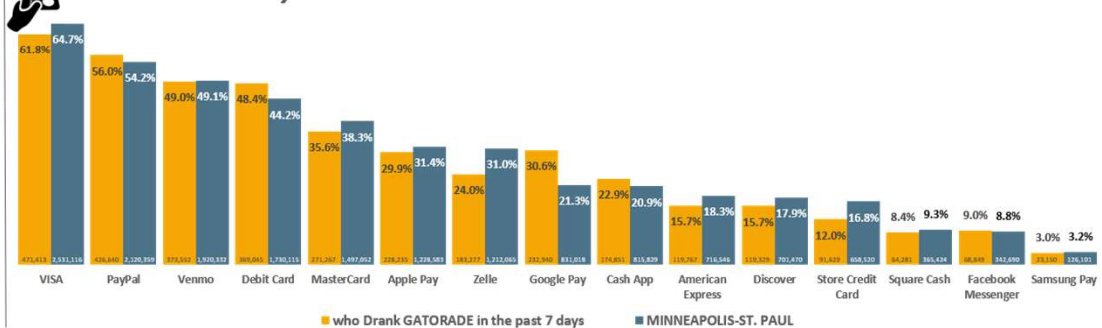
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





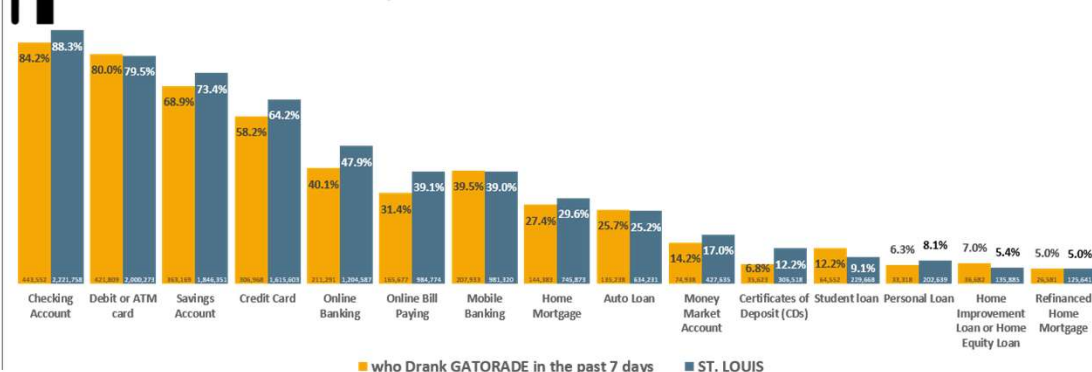
20.9% or 527,051 of ST. LOUIS DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 2.1% more likely to have a 401K, 1.8% more likely to have an Auto Loan, 6.1% more likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



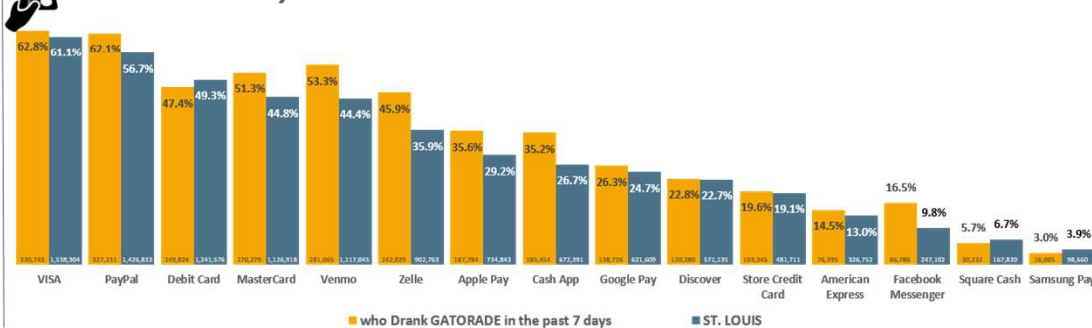
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

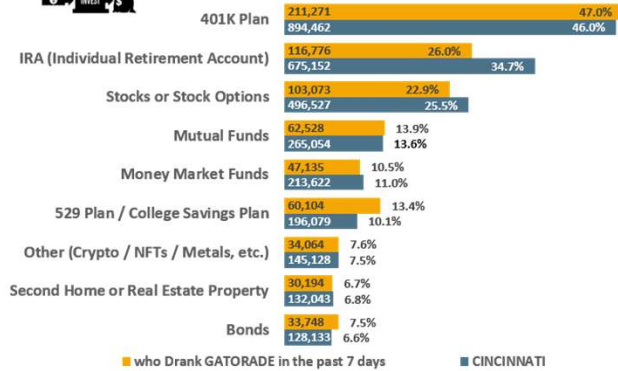




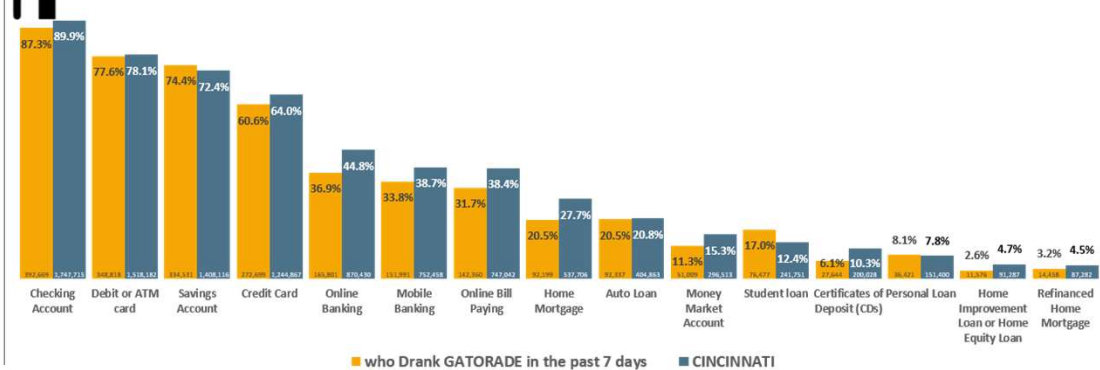
23.1% or 449,687 of CINCINNATI DMA Adults 18 or older Drank GATORADE in the past 7 days.
Adults 18 or older who Drank GATORADE in the past 7 days are 2.1% more likely to have a 401K, 1.4% less likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 10.3% more likely to pay with their Debit Card.



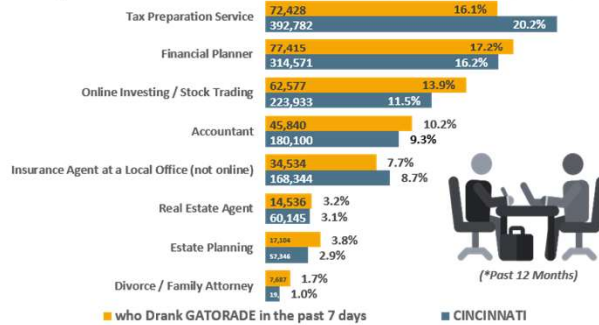
Investments Owned: Adults 18 or older



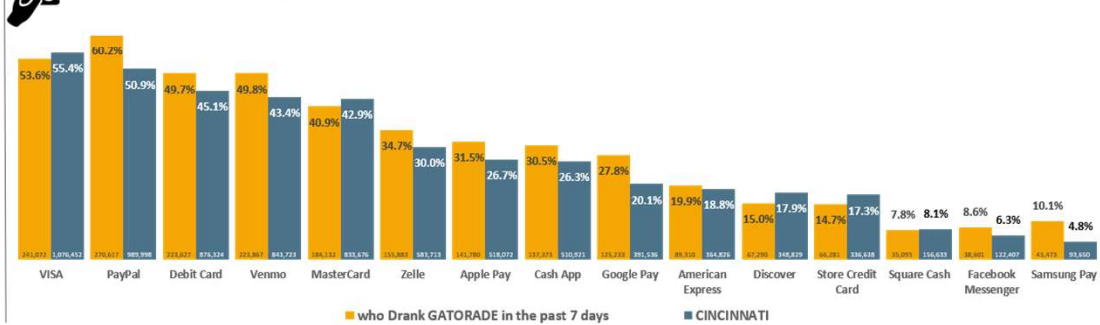
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

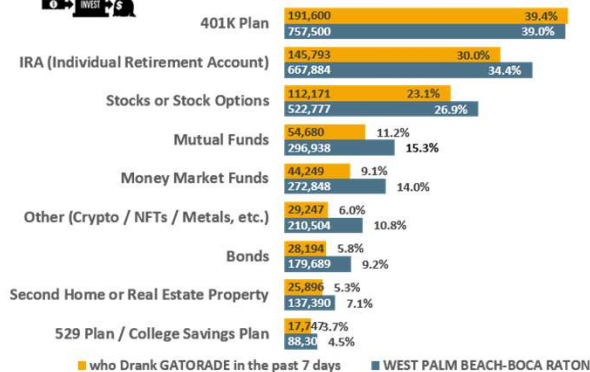




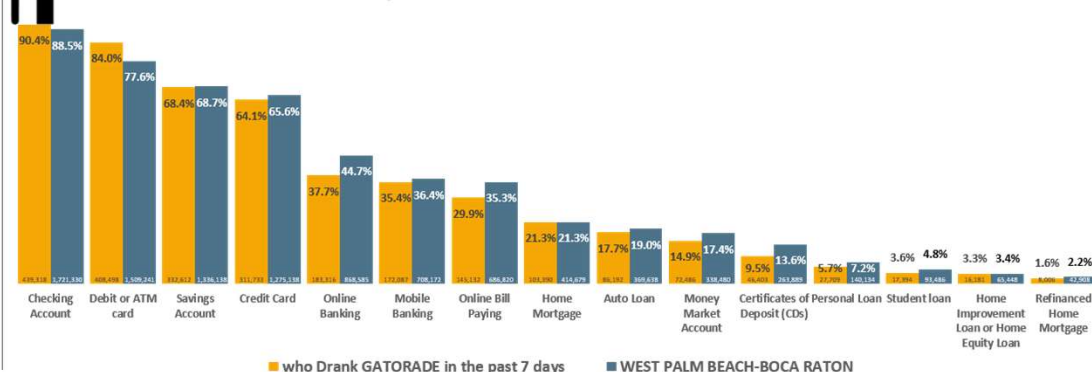
25.5% or 486,180 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Drank GATORADE in the past 7... Adults 18 or older who Drank GATORADE in the past 7 days are 1.1% more likely to have a 401K, 6.8% less likely to have an Auto Loan, 1.8% less likely to Invest/Trade Stocks Online, 9.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



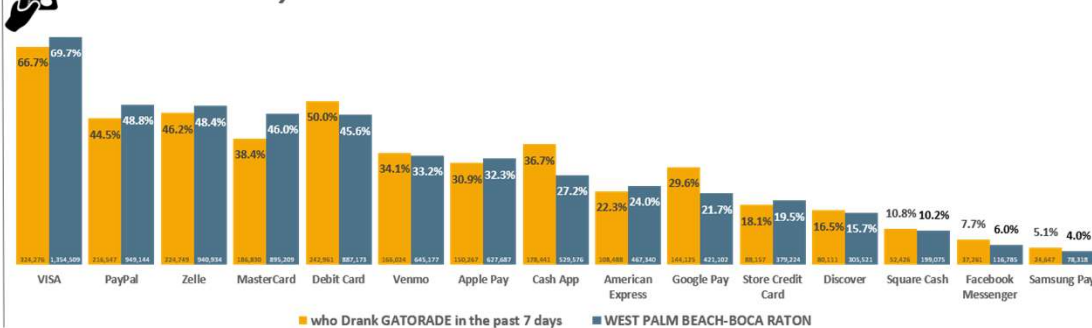
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

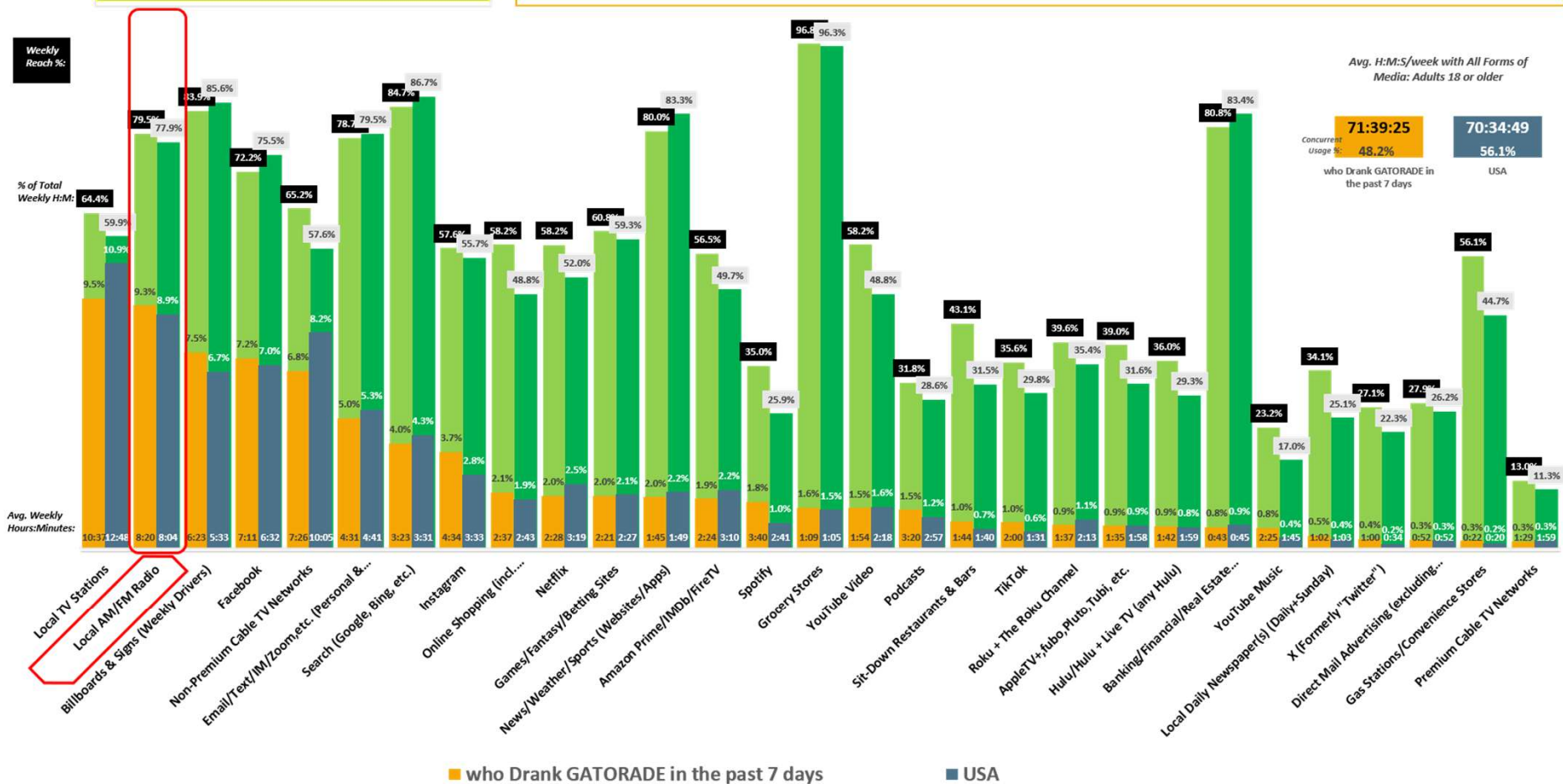


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 23 hours, 39 minutes and 25 seconds each week with All Forms of Media.
 79.5% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

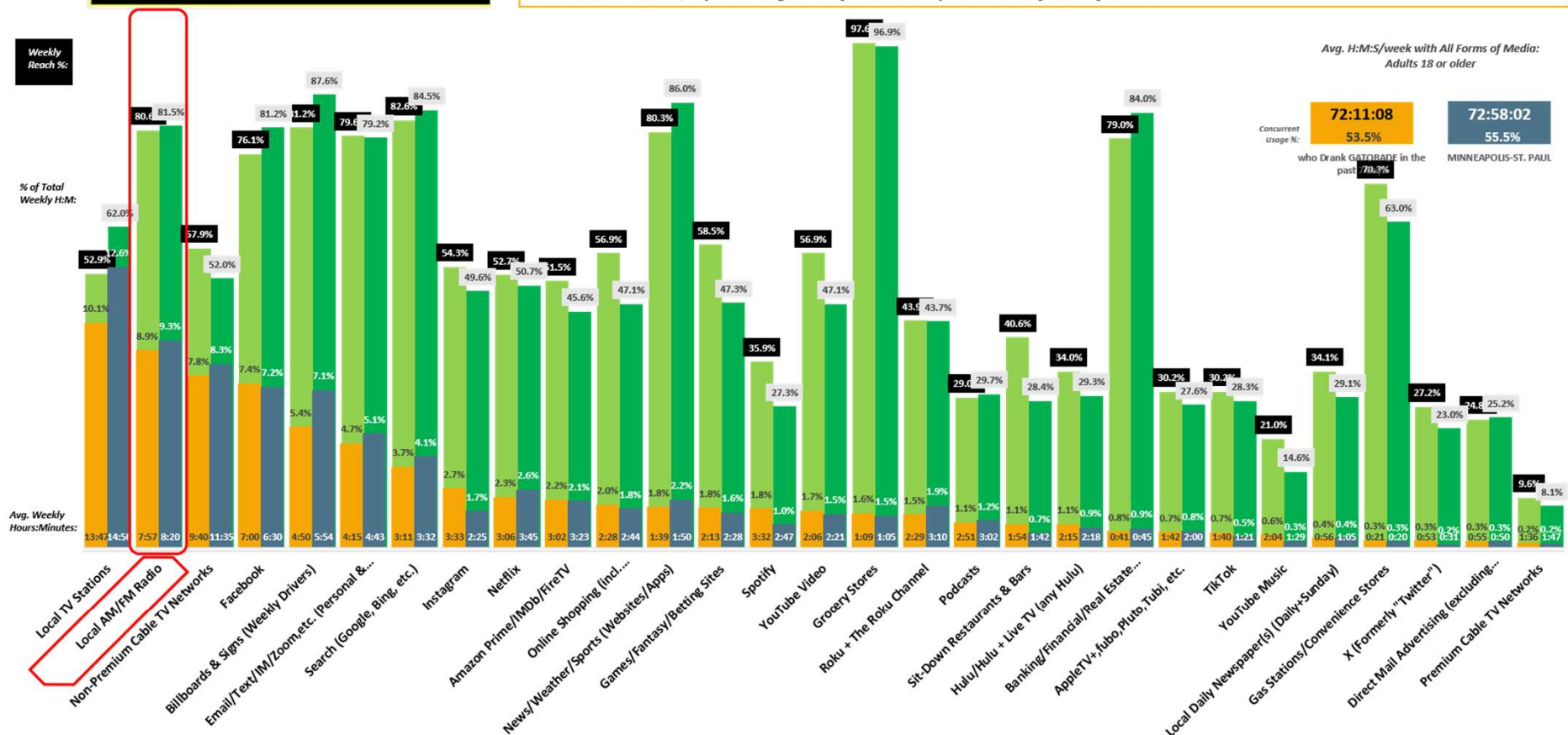


Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 3 days, 0 hours, 11 minutes and 8 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

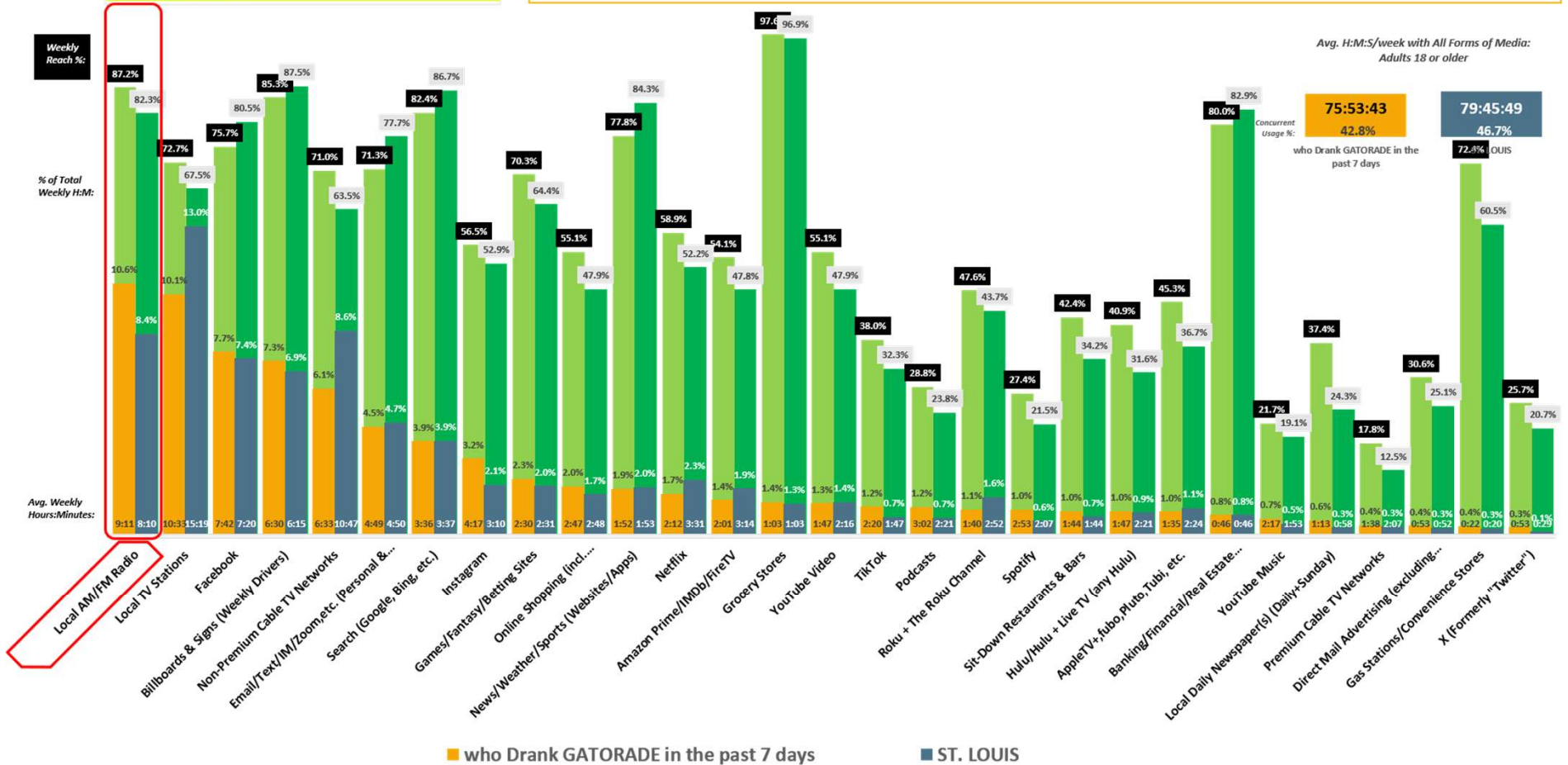


Share of Everything for Anything.

Sports drinks drank past 7 days: Gatorade



Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 3 days, 3 hours, 53 minutes and 43 seconds each week with All Forms of Media.
 87.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



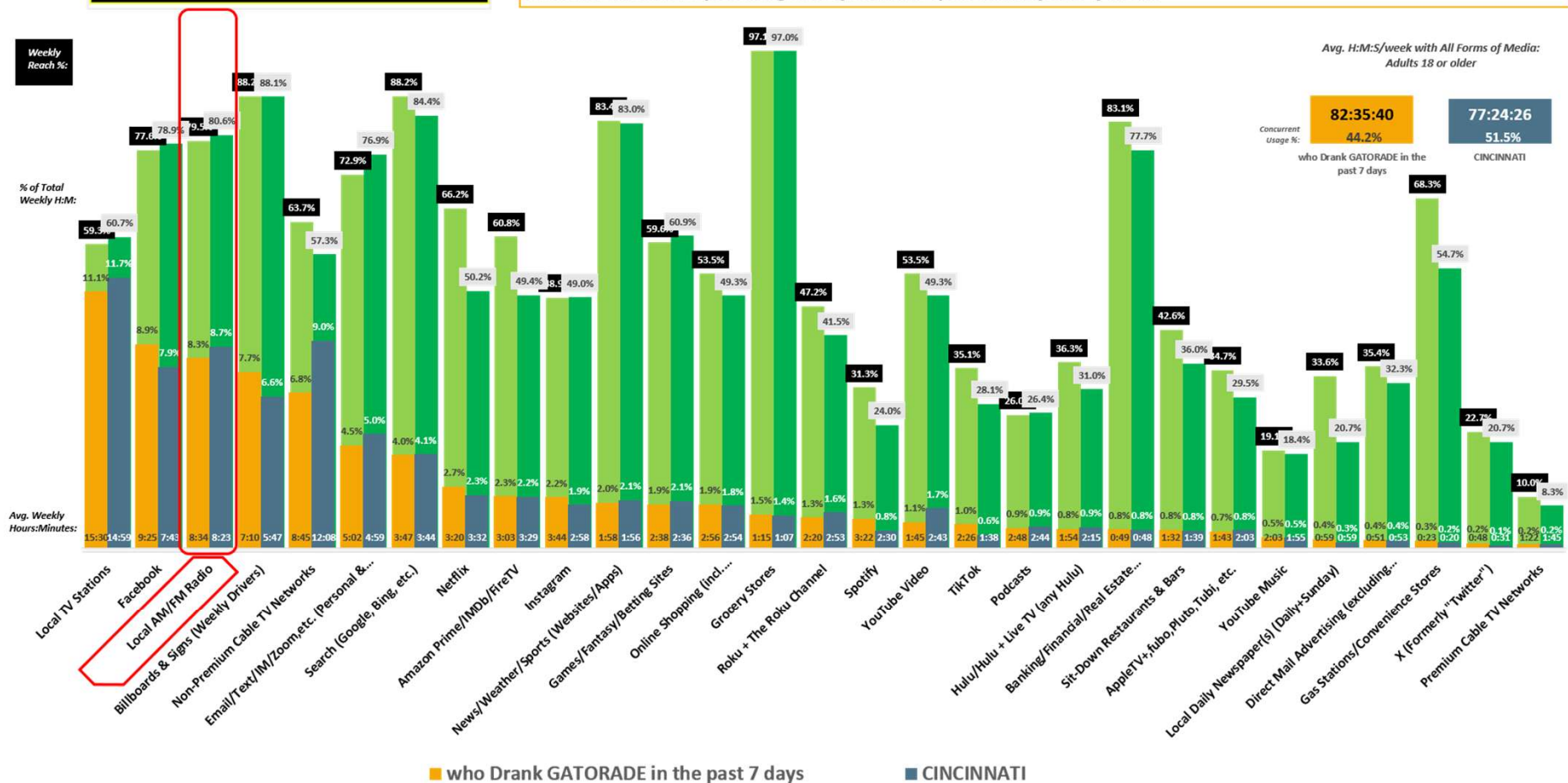
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

75:53:43
 42.8%
 who Drank GATORADE in the
 past 7 days

79:45:49
 46.7%
 OUIS

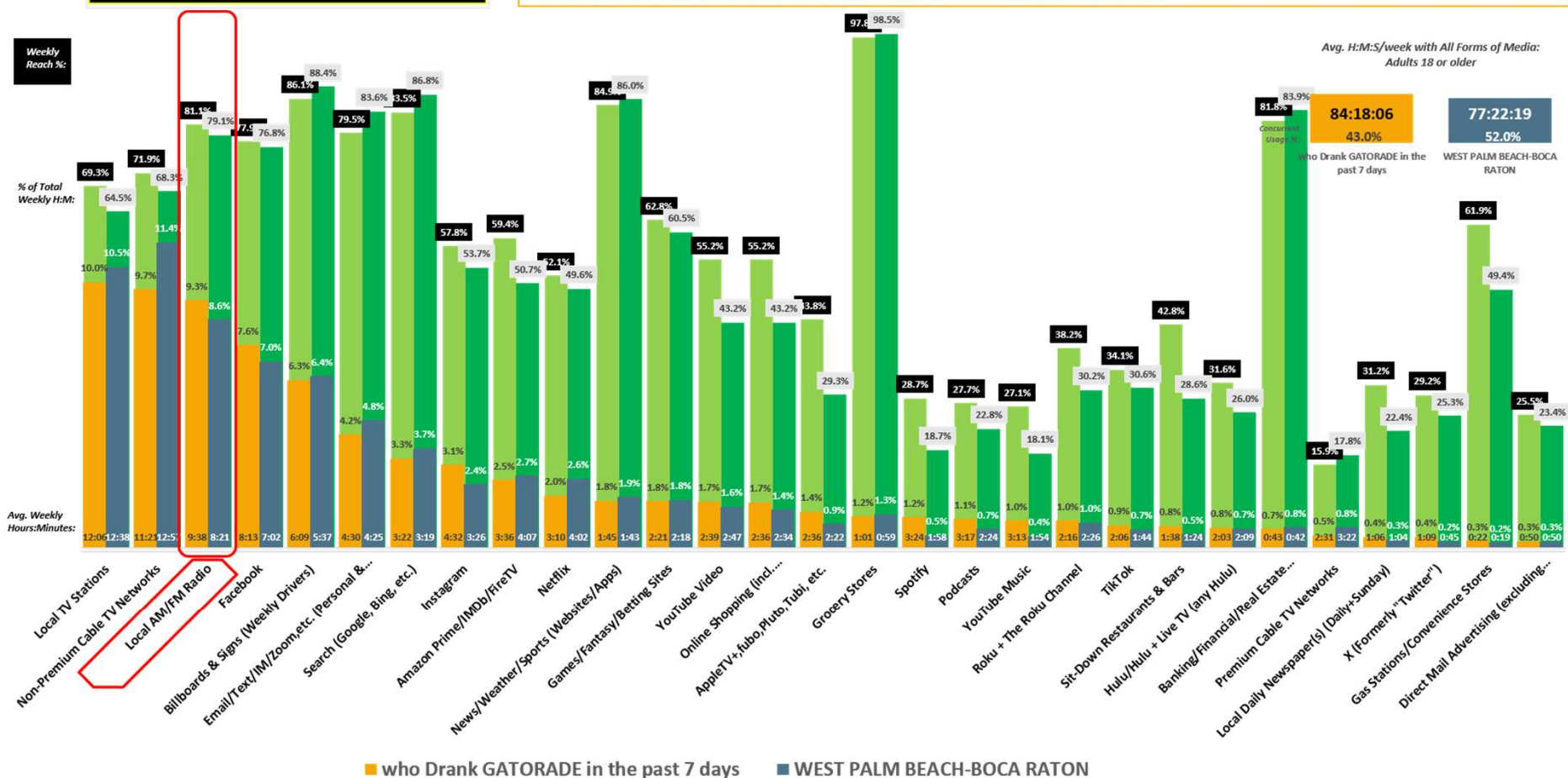


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 3 days, 10 hours, 35 minutes and 40 seconds each week with All Forms of Media.
 79.5% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



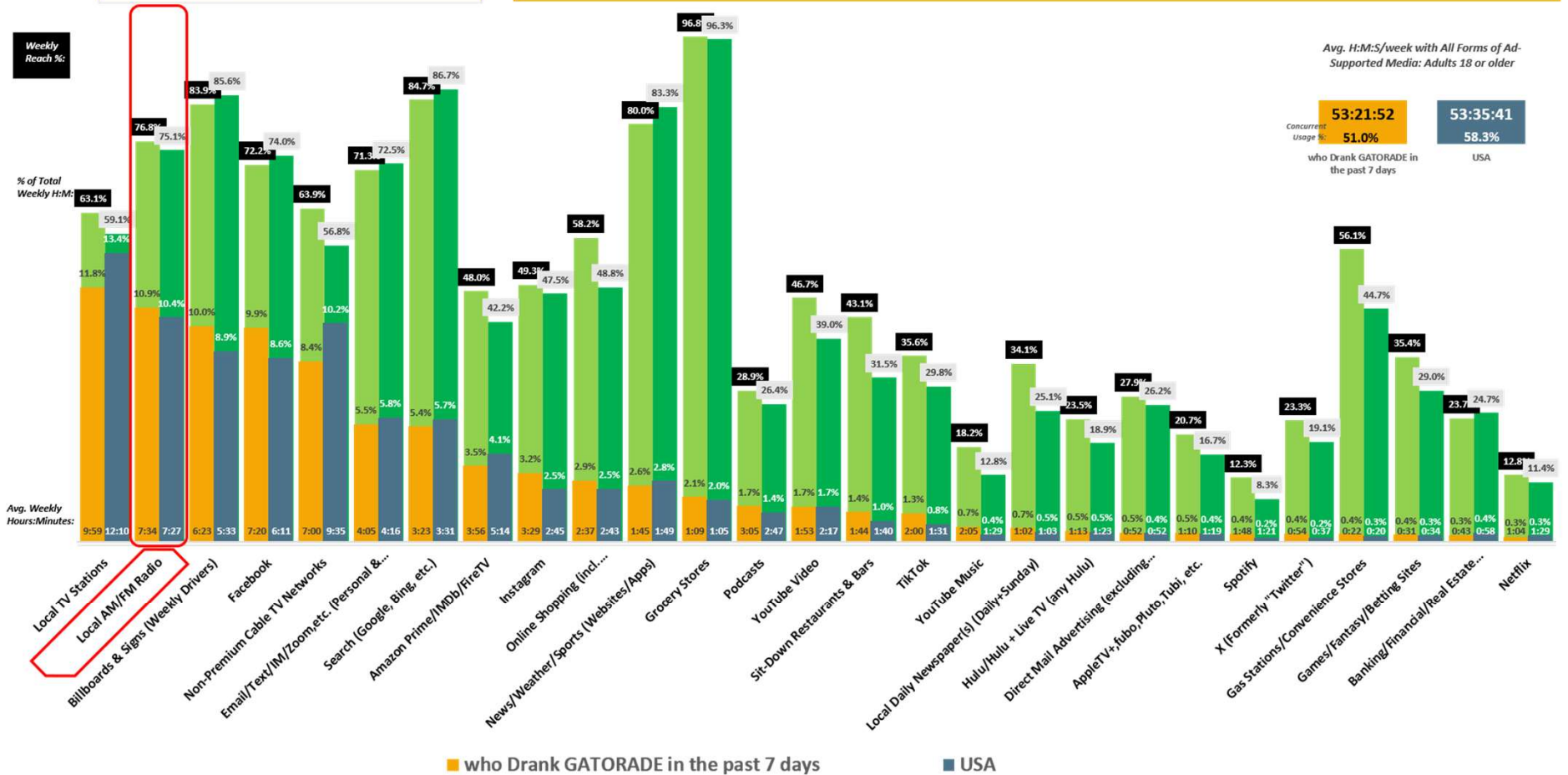


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 3 days, 12 hours, 18 minutes and 6 seconds each week with All Forms of Media.
 81.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



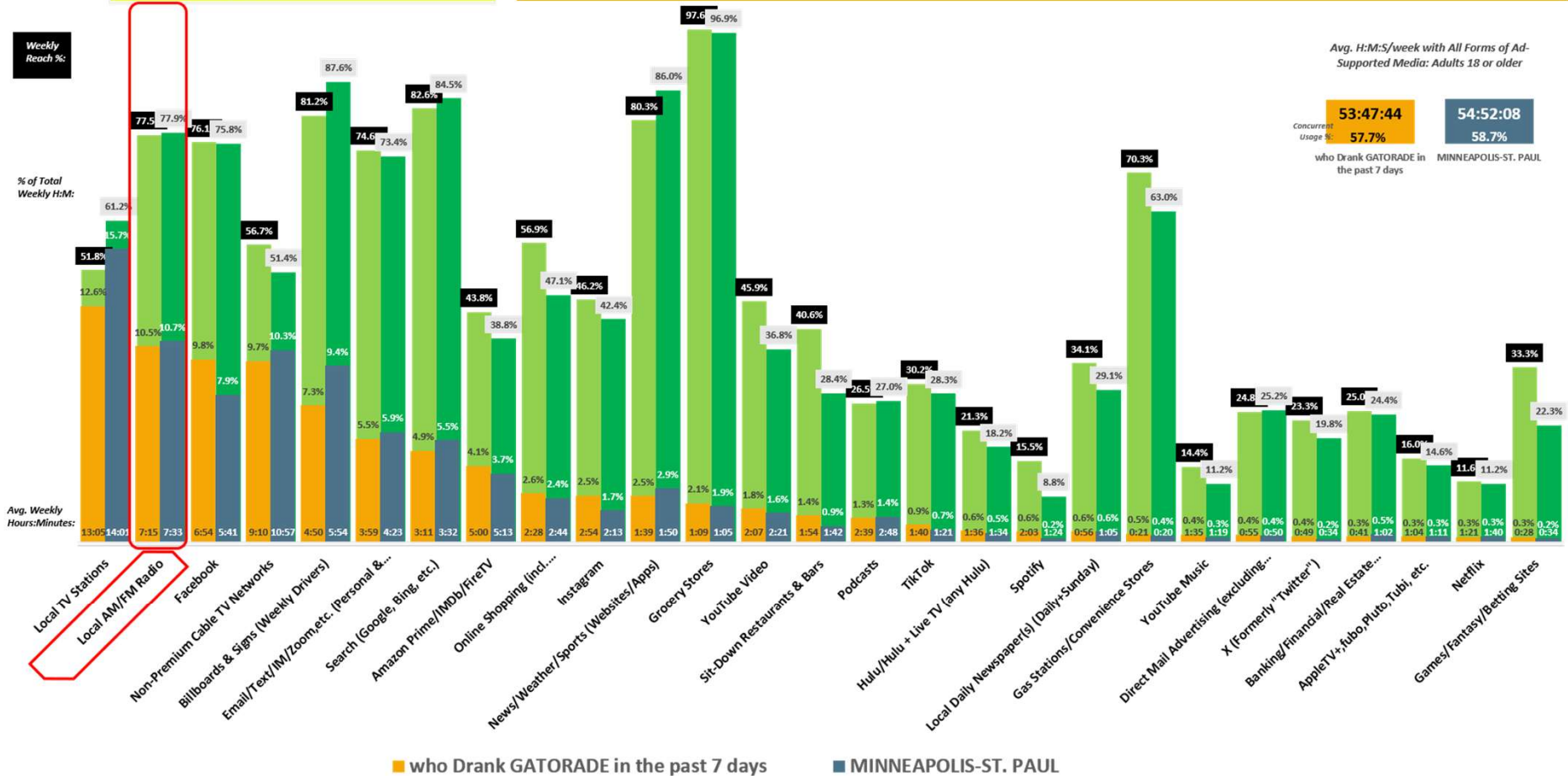


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 5 hours, 21 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 5 hours, 47 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.

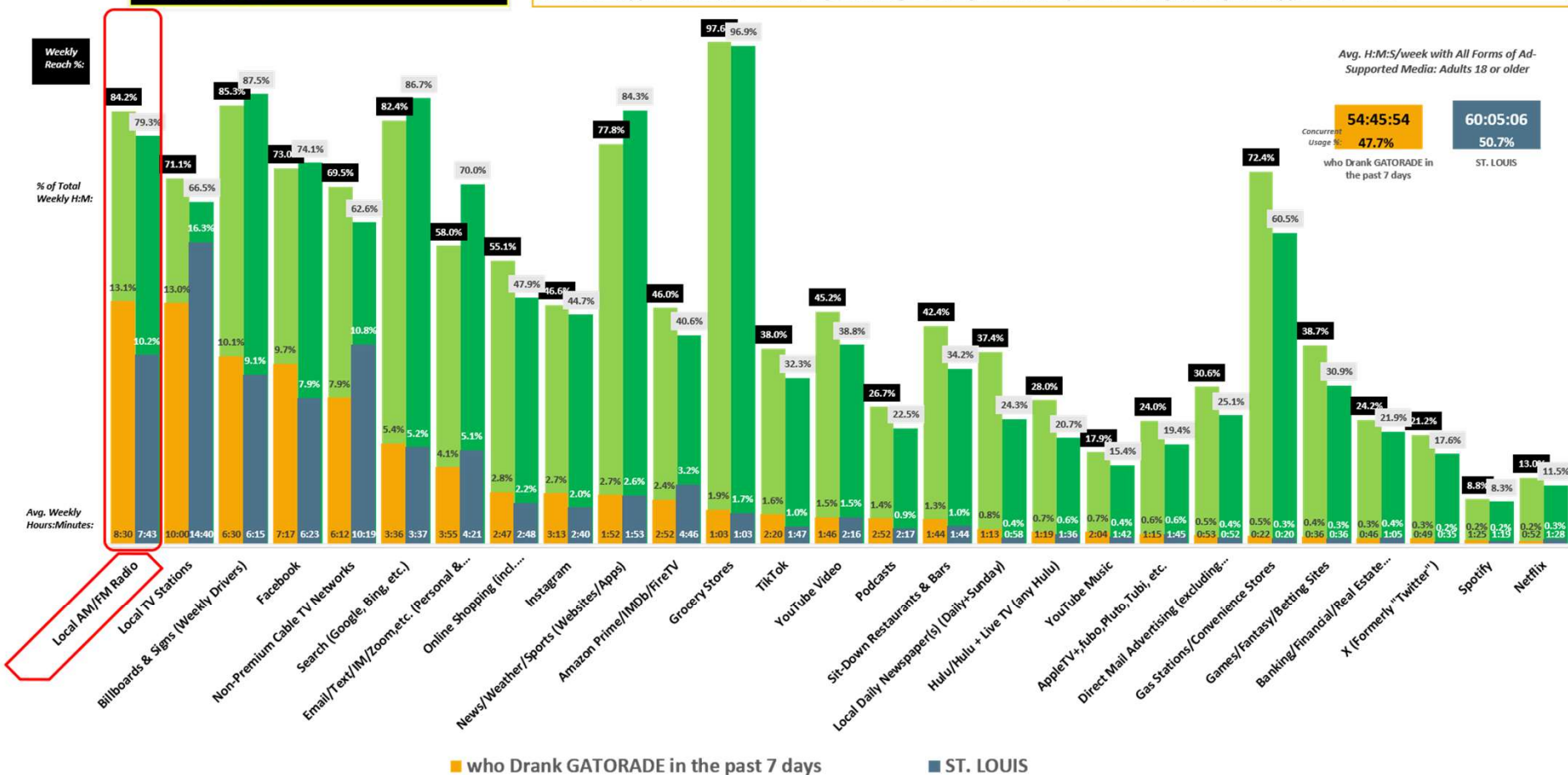


Share of Everything for Anything.

Sports drinks drank past 7 days: Gatorade

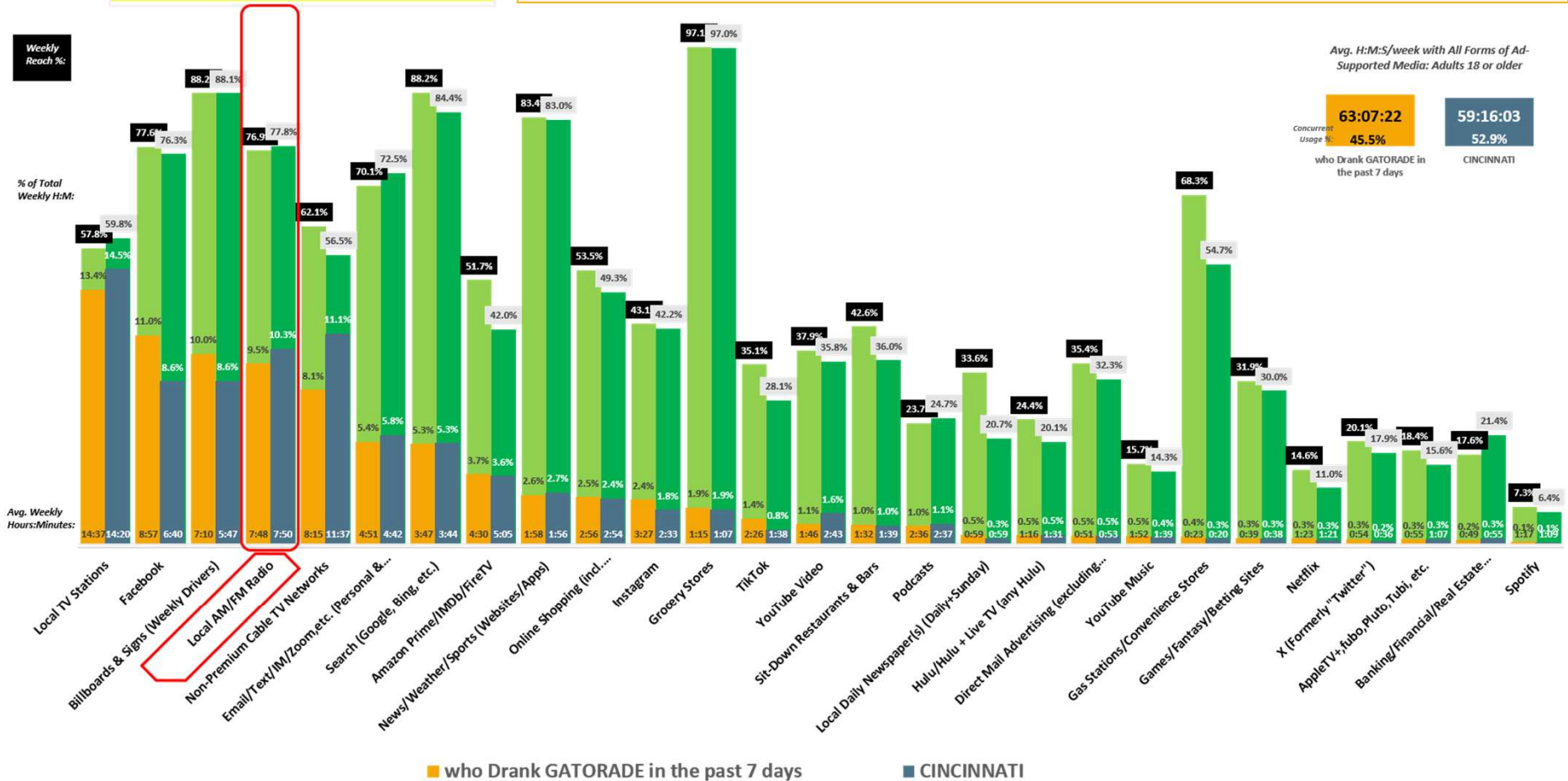


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 6 hours, 45 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
84.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.





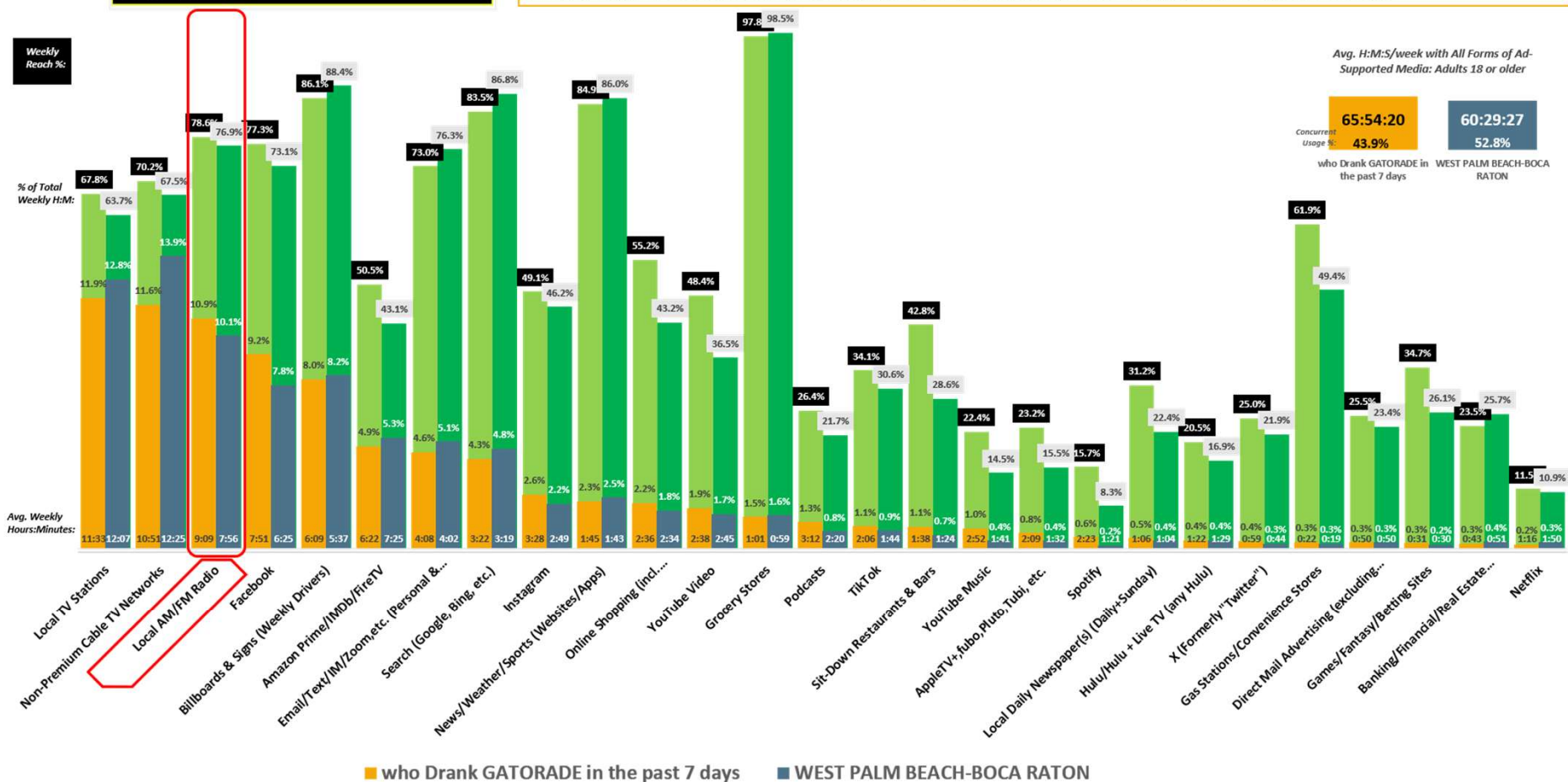
Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 15 hours, 7 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 76.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 2 days, 17 hours, 54 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

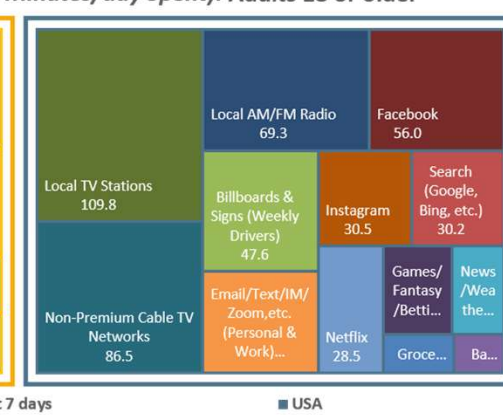
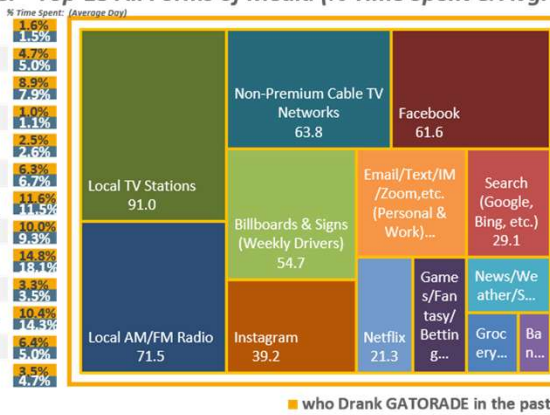
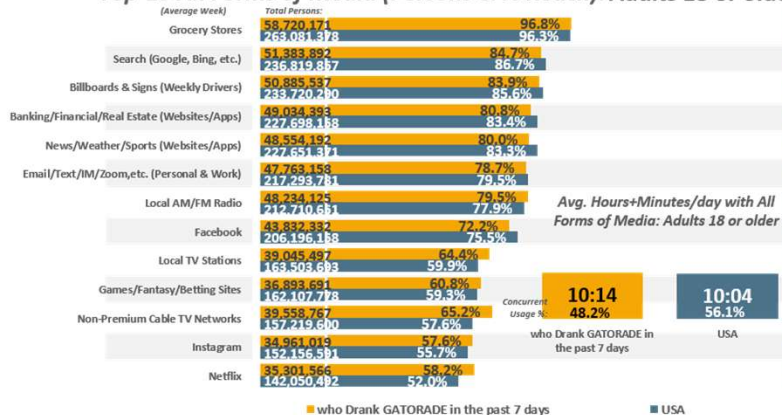
78.6% of Adults 18 or older who Drank GATORADE in the past 7 days spend an avg. of 9 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



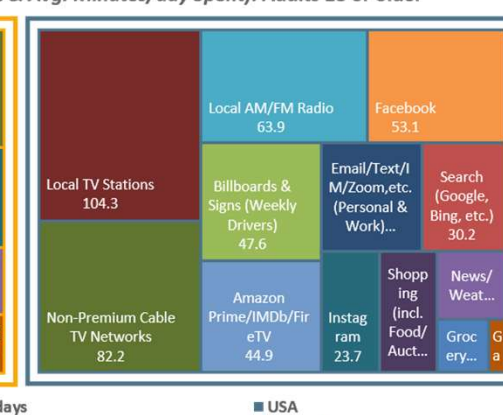
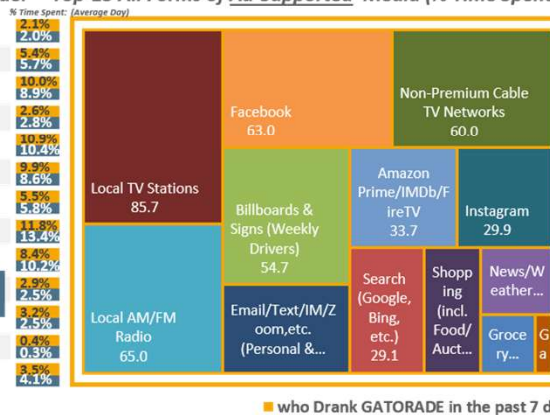
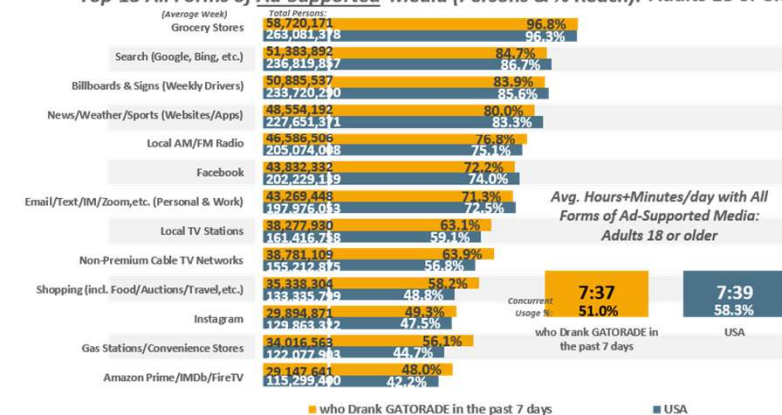


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 65. minutes/day.
(Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



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



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

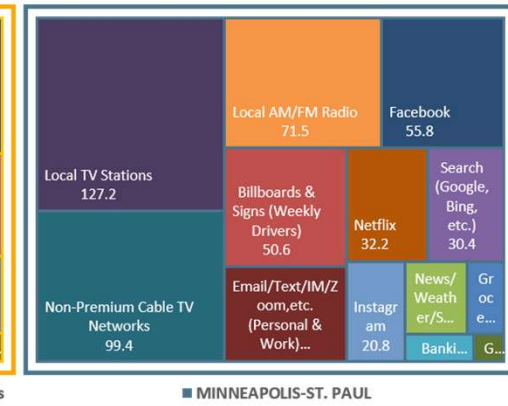
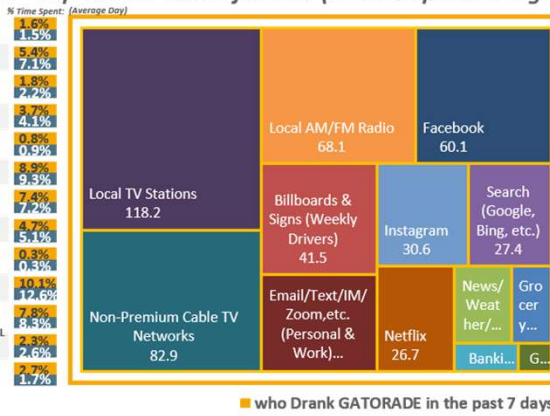
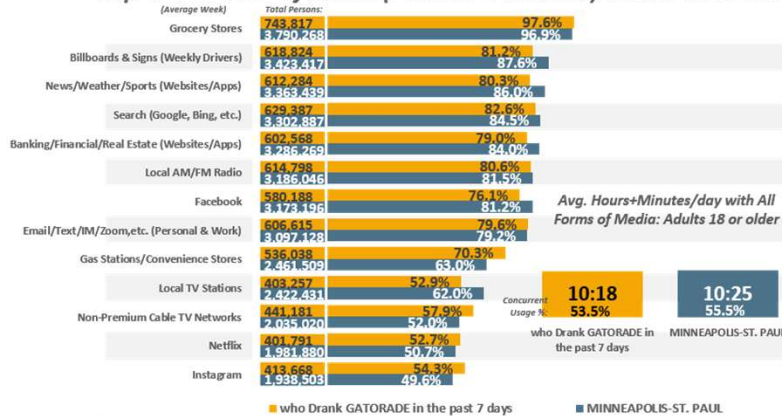
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

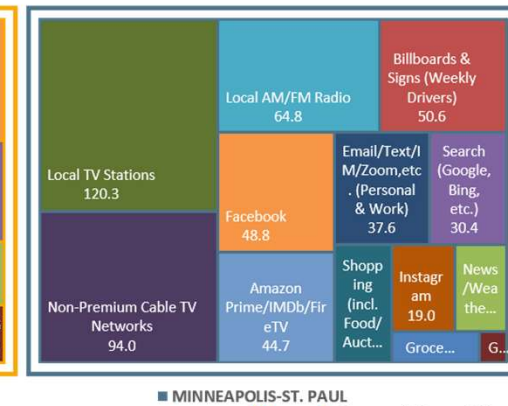
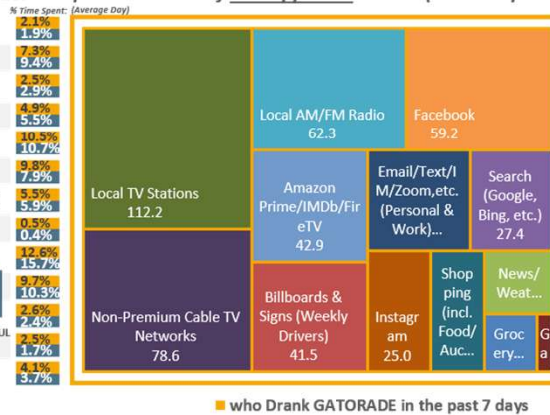
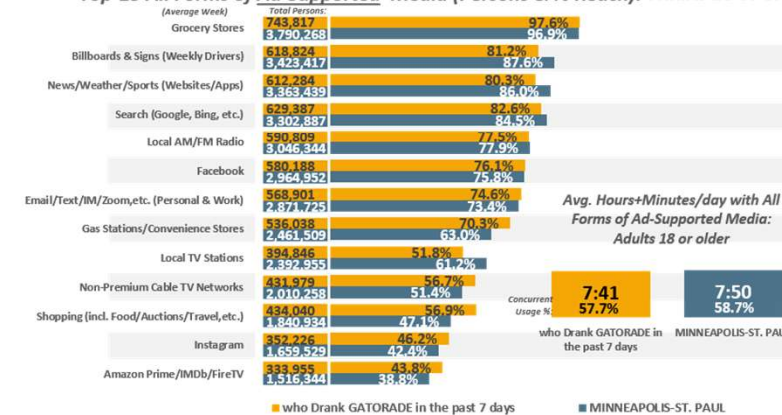


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



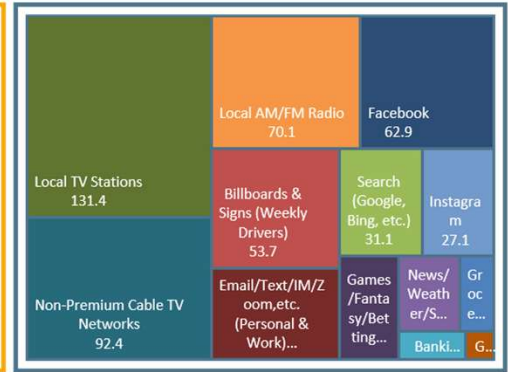
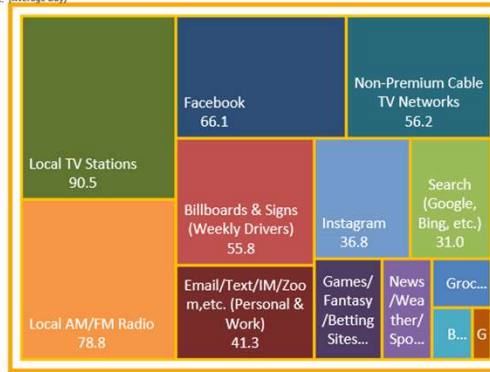
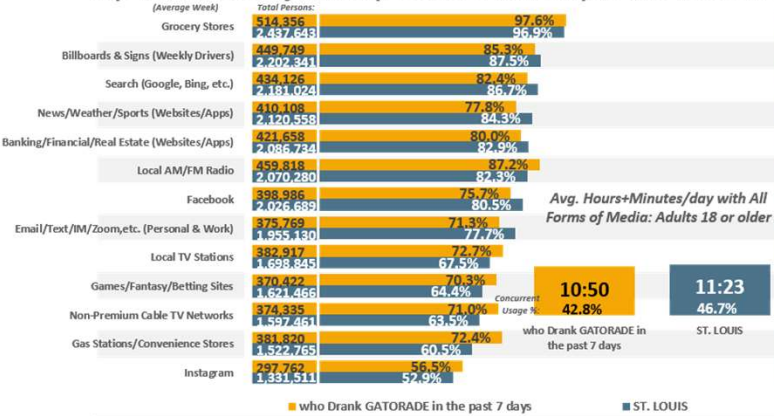
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



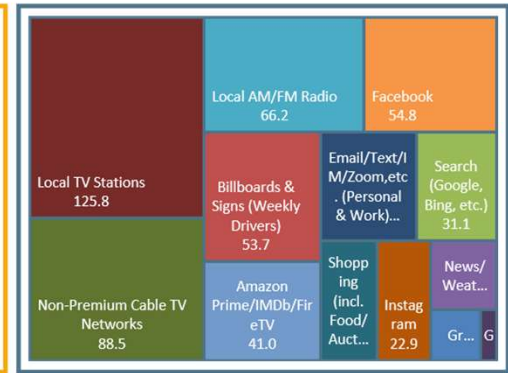
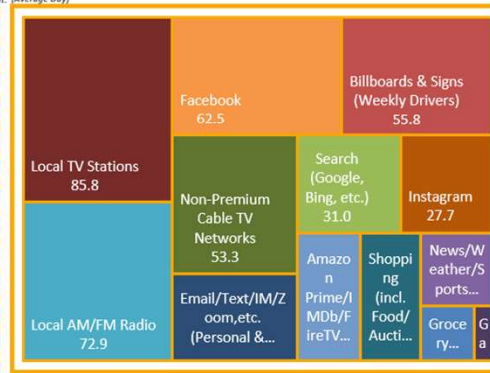
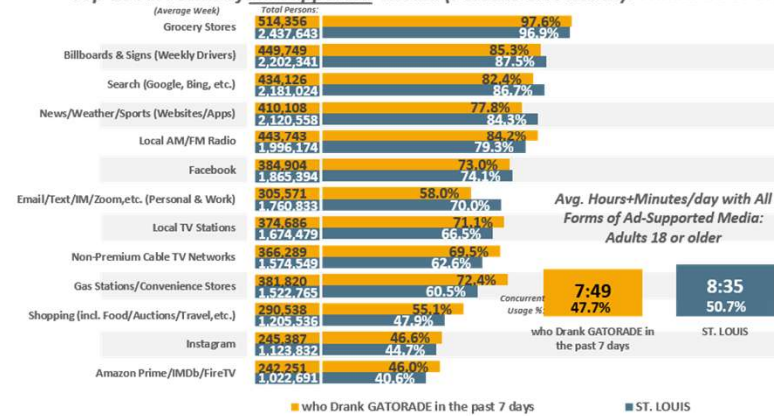


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day.
(Local Radio delivers 13.1% of Time with Ad-Supported Media.)

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



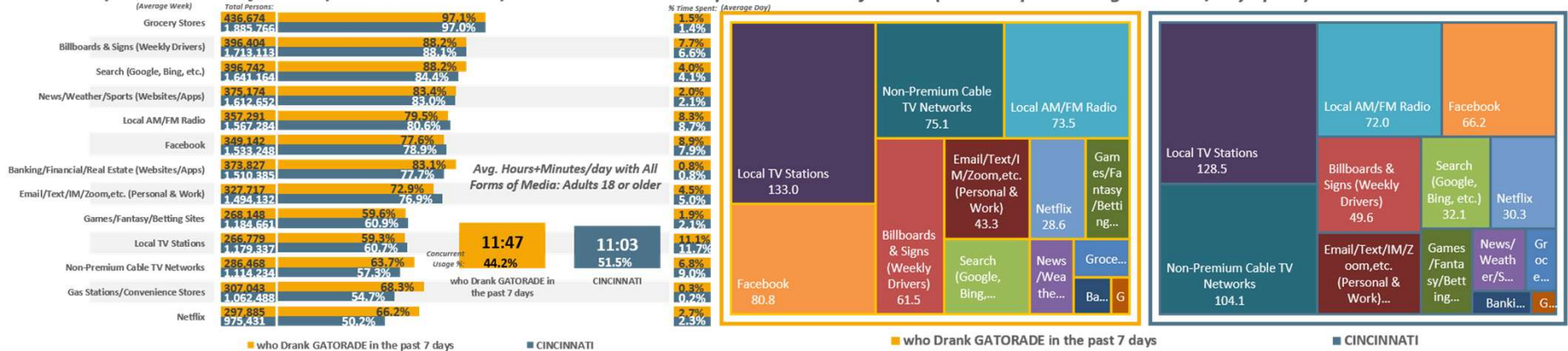
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



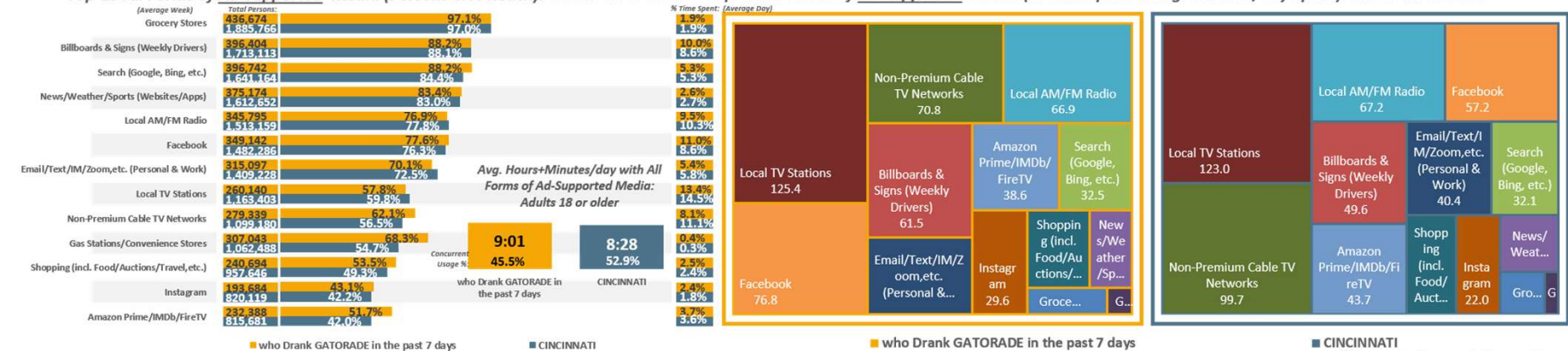


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day.
(Local Radio delivers 9.5% of Time with Ad-Supported Media.)

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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 429
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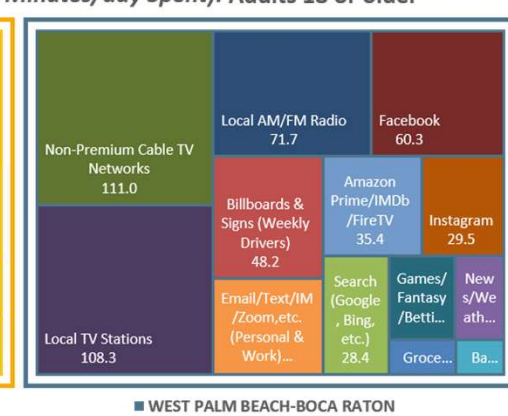
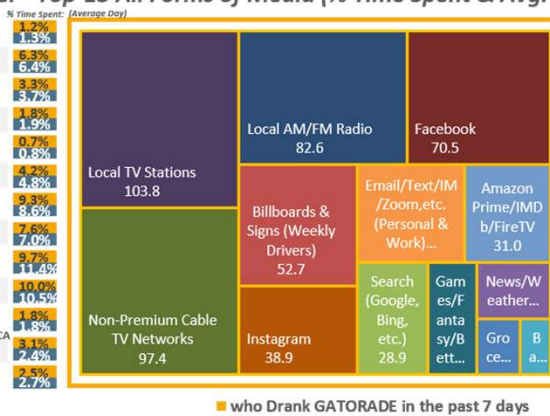
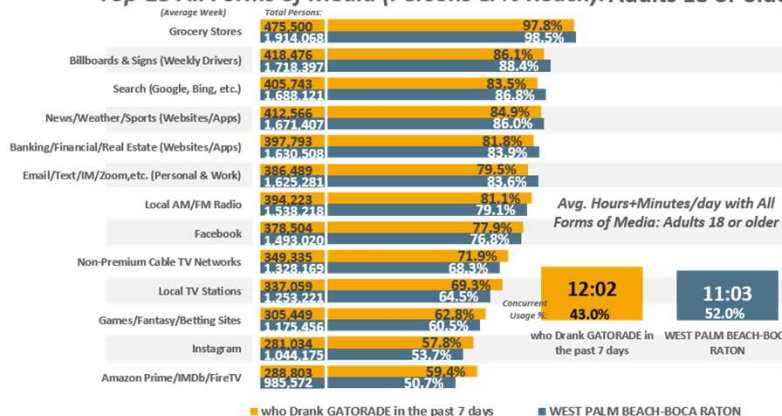
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

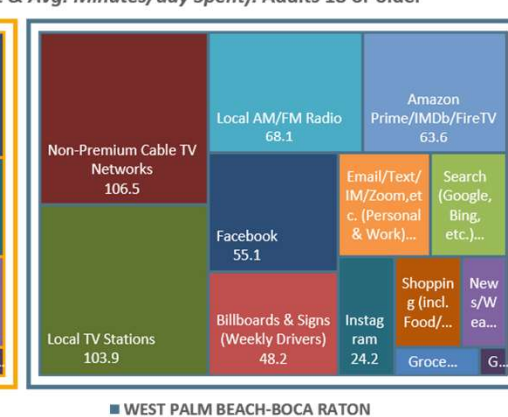
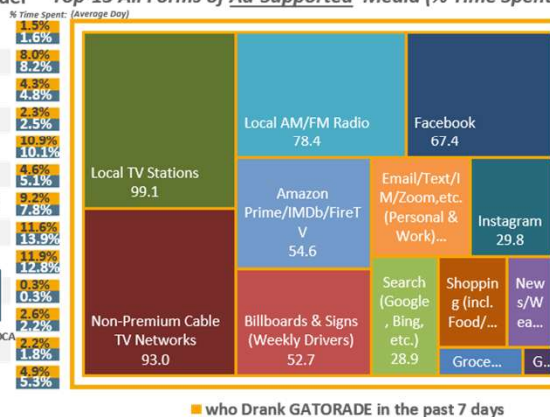
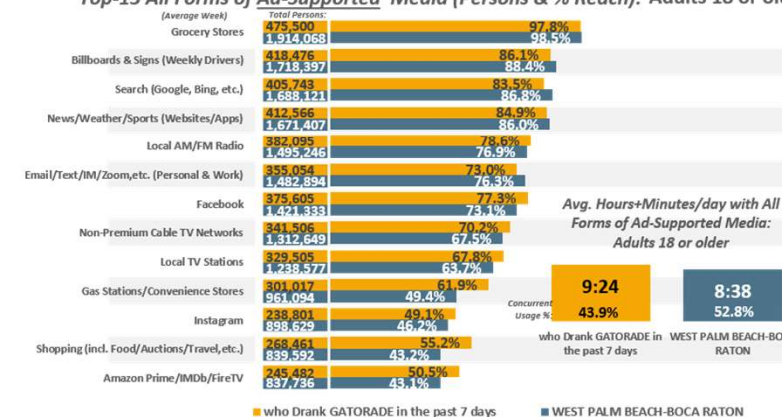


Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 78.4 minutes/day.
(Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



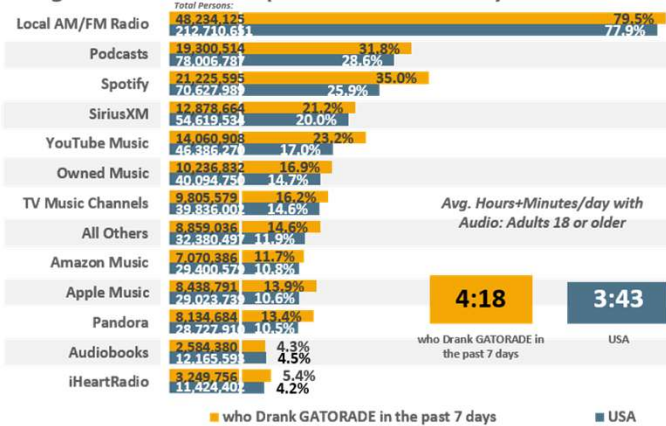
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



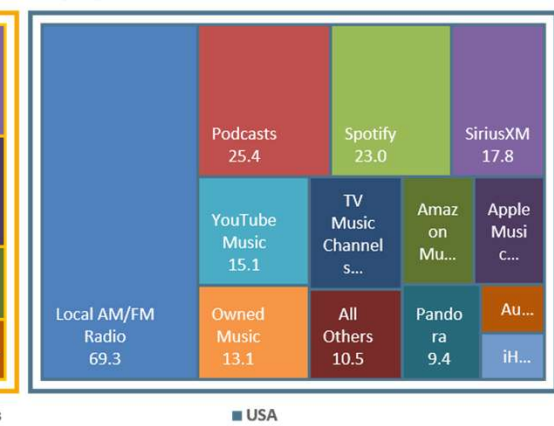
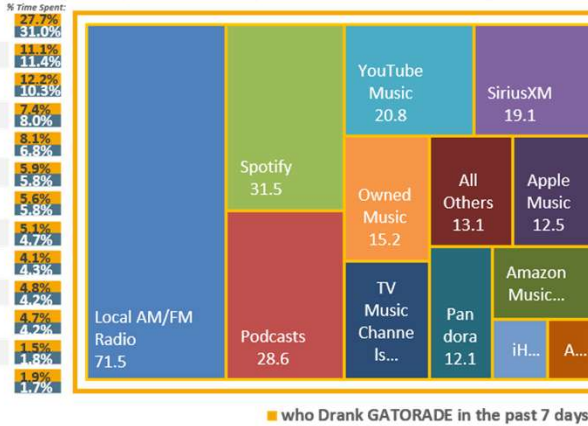


46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

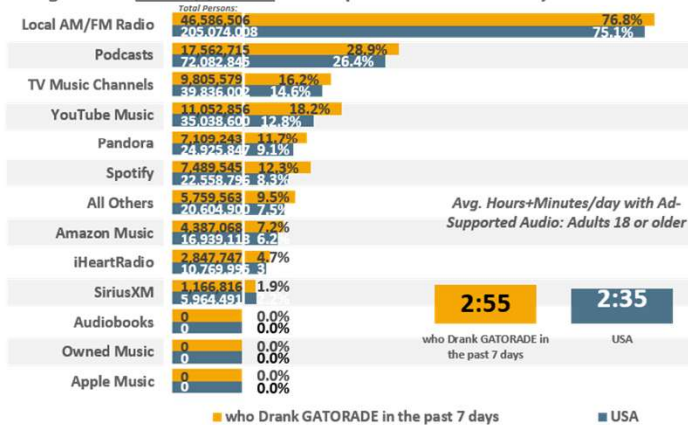
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



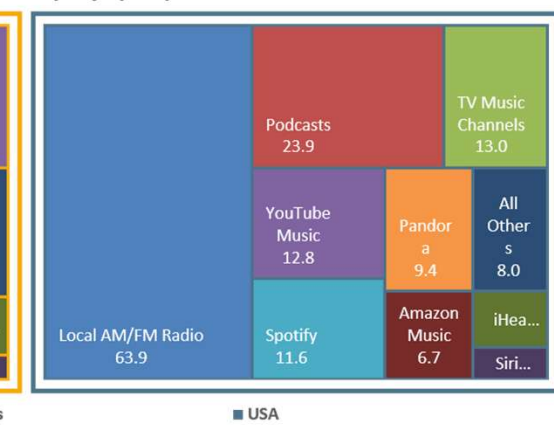
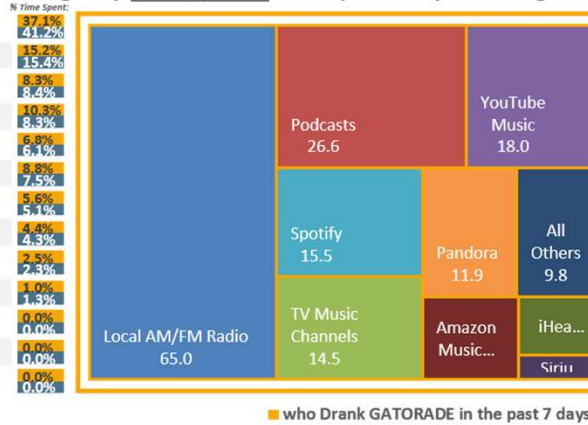
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

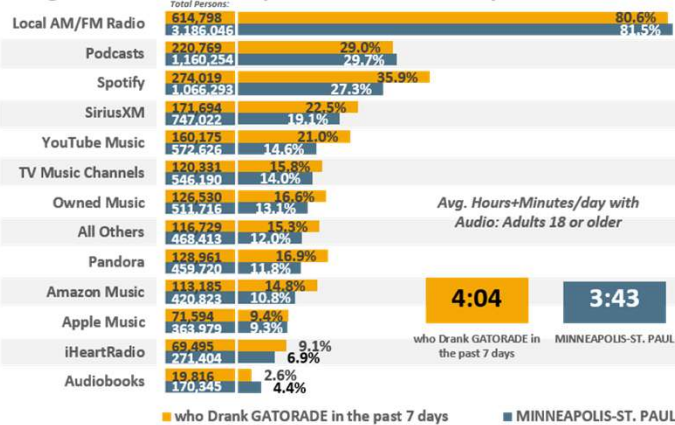
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

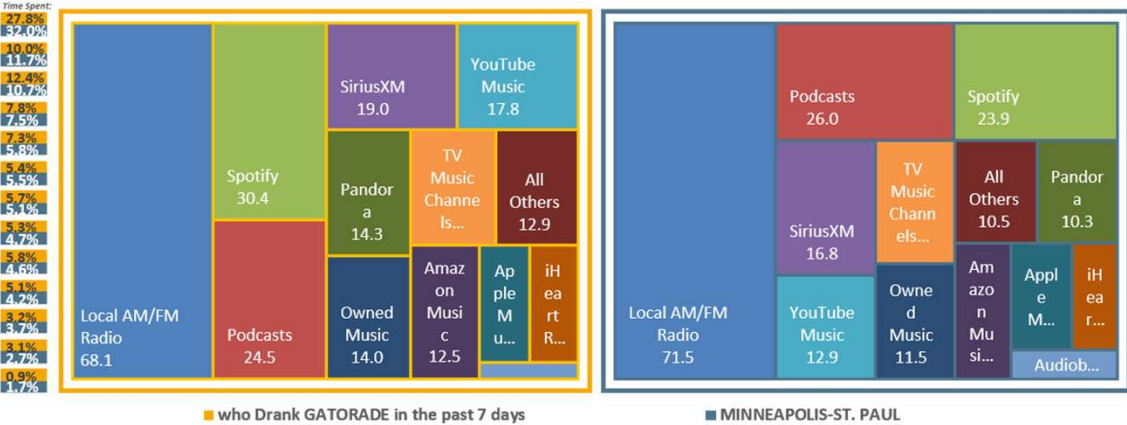


590,809 or 77.5% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

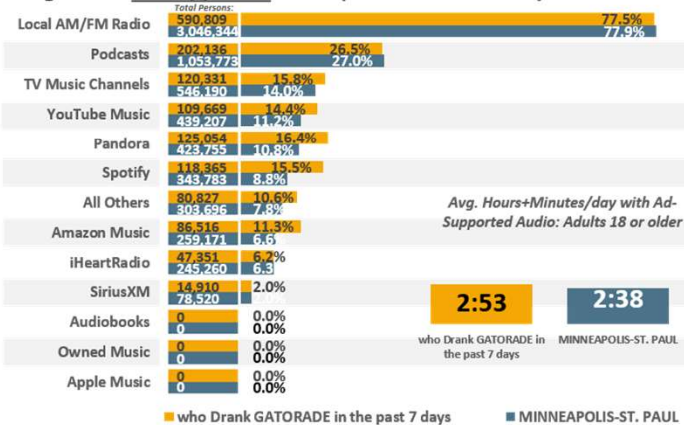
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



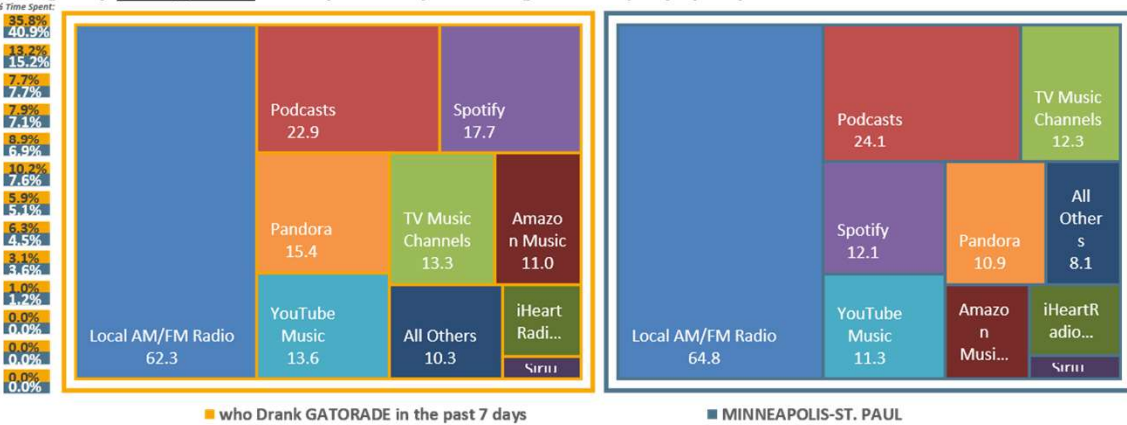
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



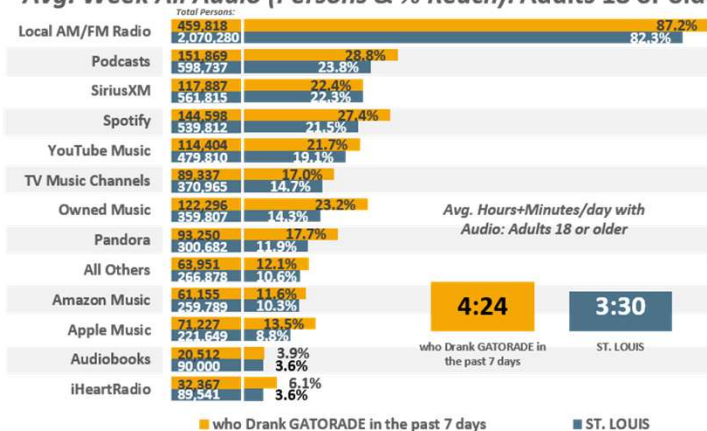
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



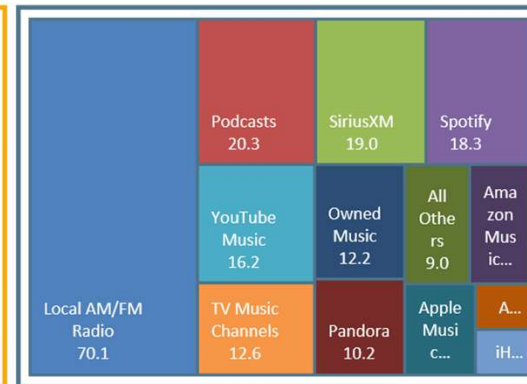
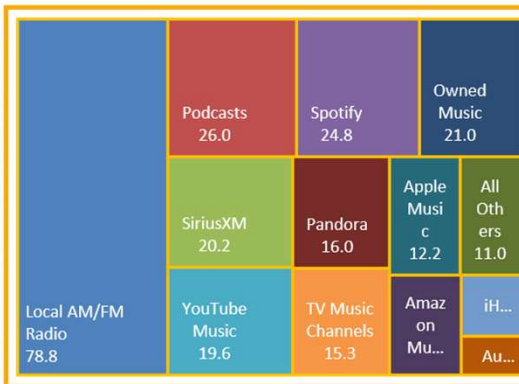


443,743 or 84.2% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

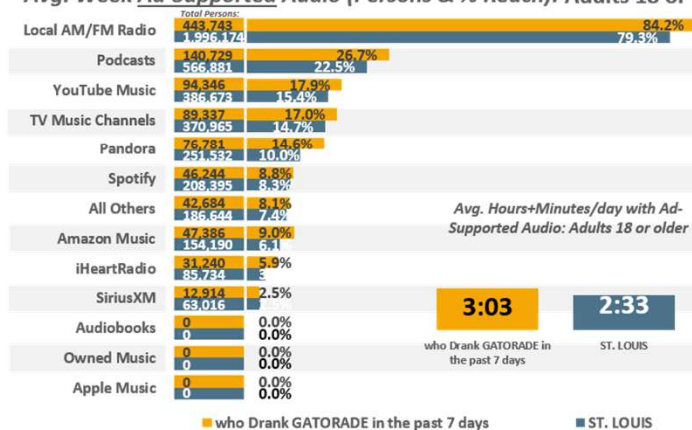
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



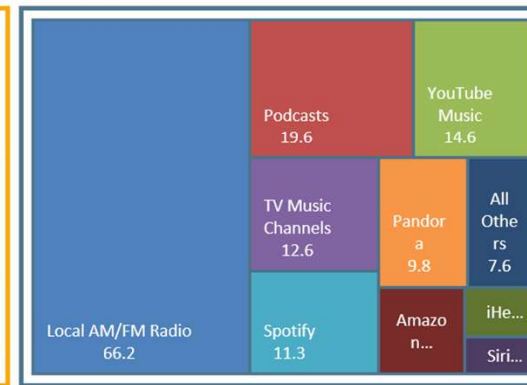
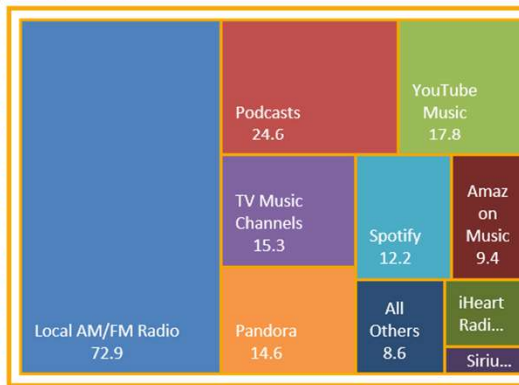
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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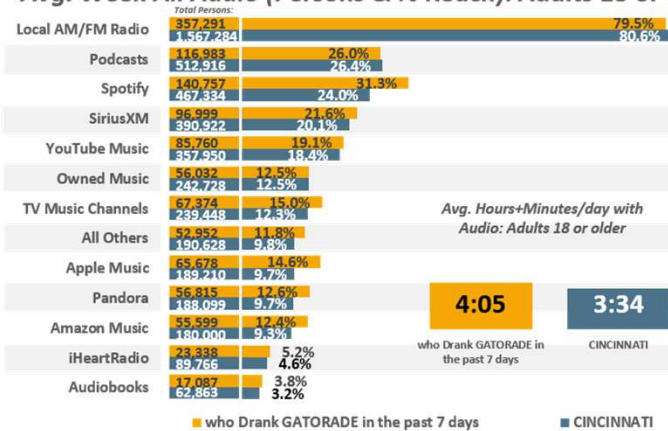
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Sports drinks drank past 7 days: Gatorade

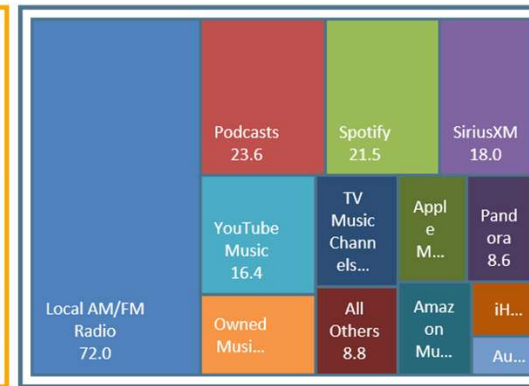
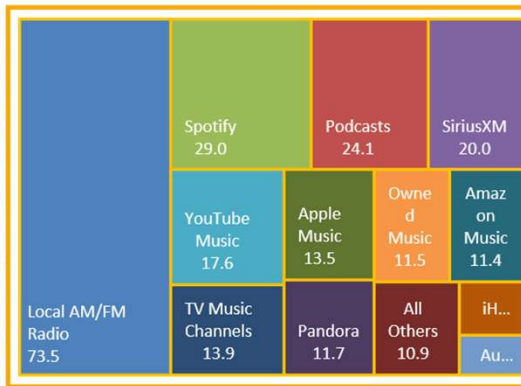


345,795 or 76.9% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

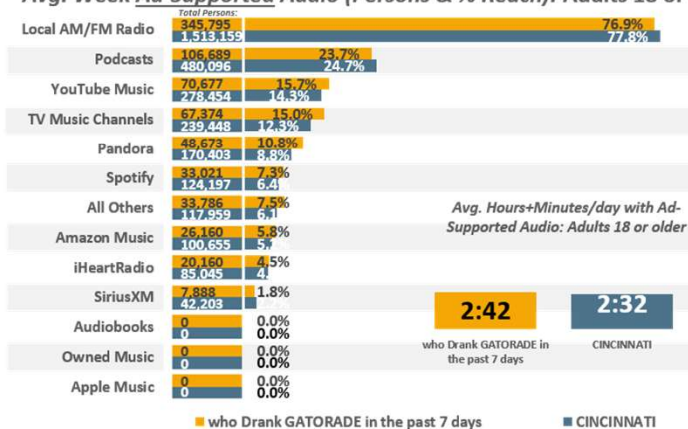
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



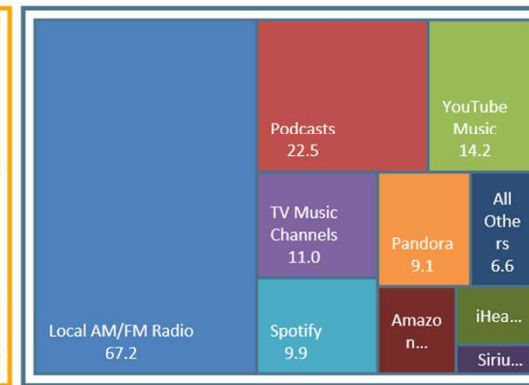
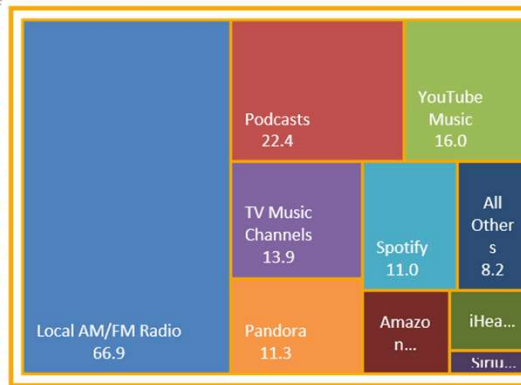
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



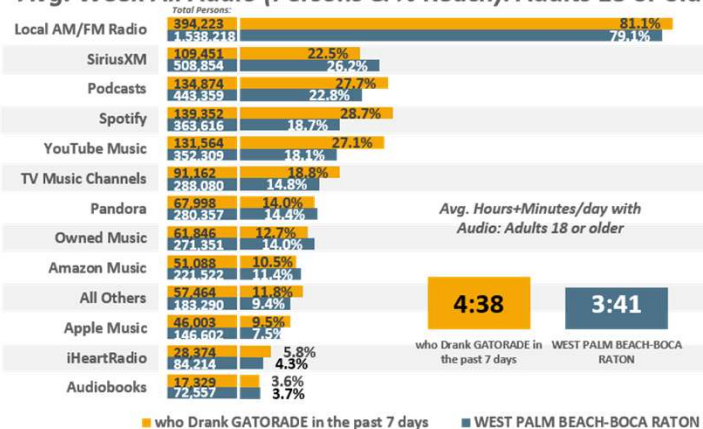
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



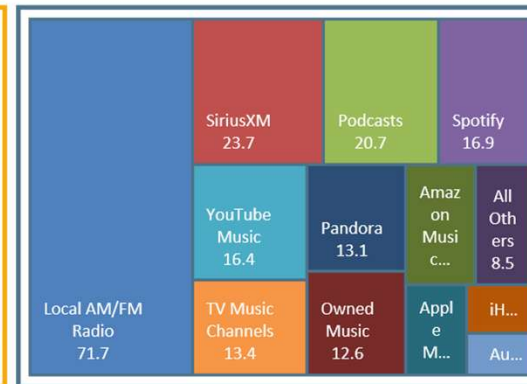
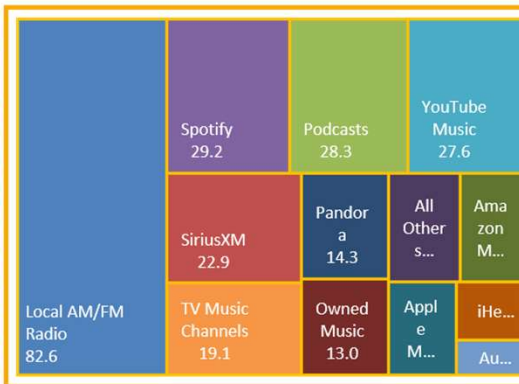


382,095 or 78.6% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

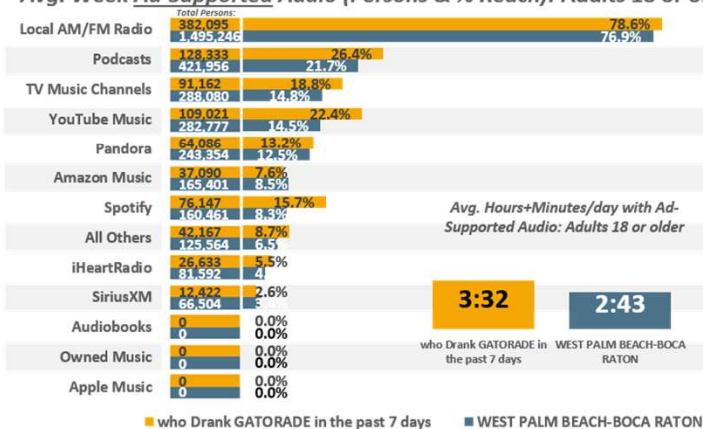
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



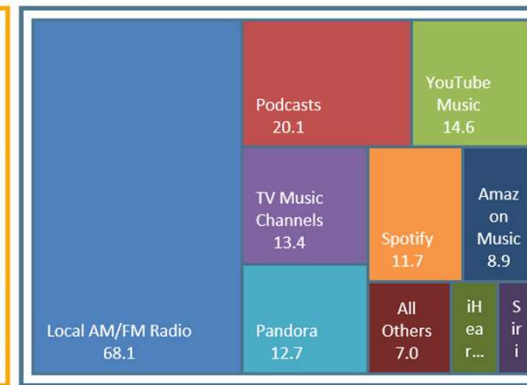
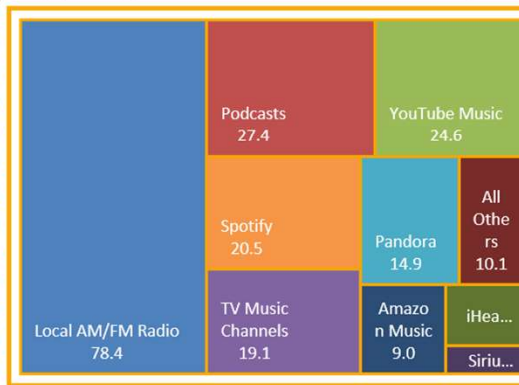
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



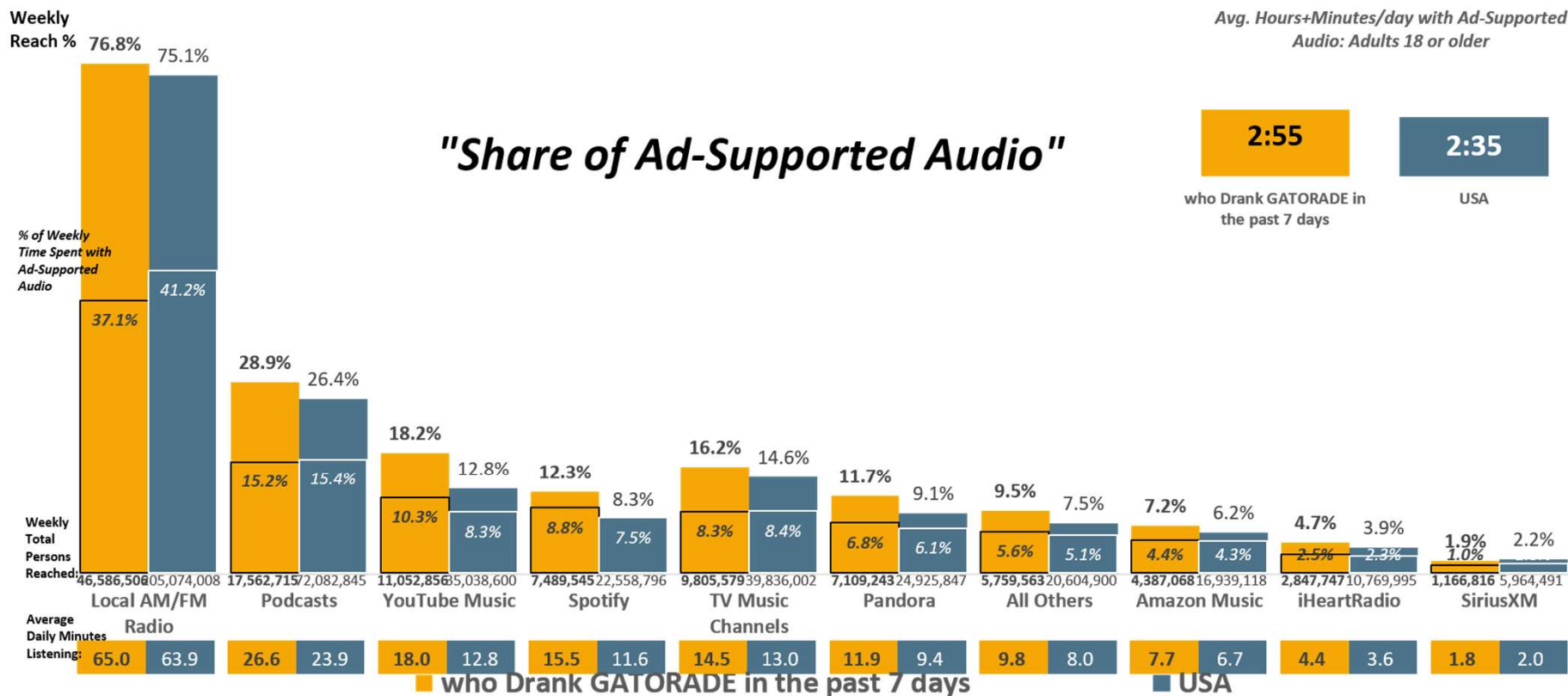
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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Sports drinks drank past 7 days: Gatorade



46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.





590,809 or 77.5% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.5% 77.9%

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

"Share of Ad-Supported Audio"

2:53

2:38

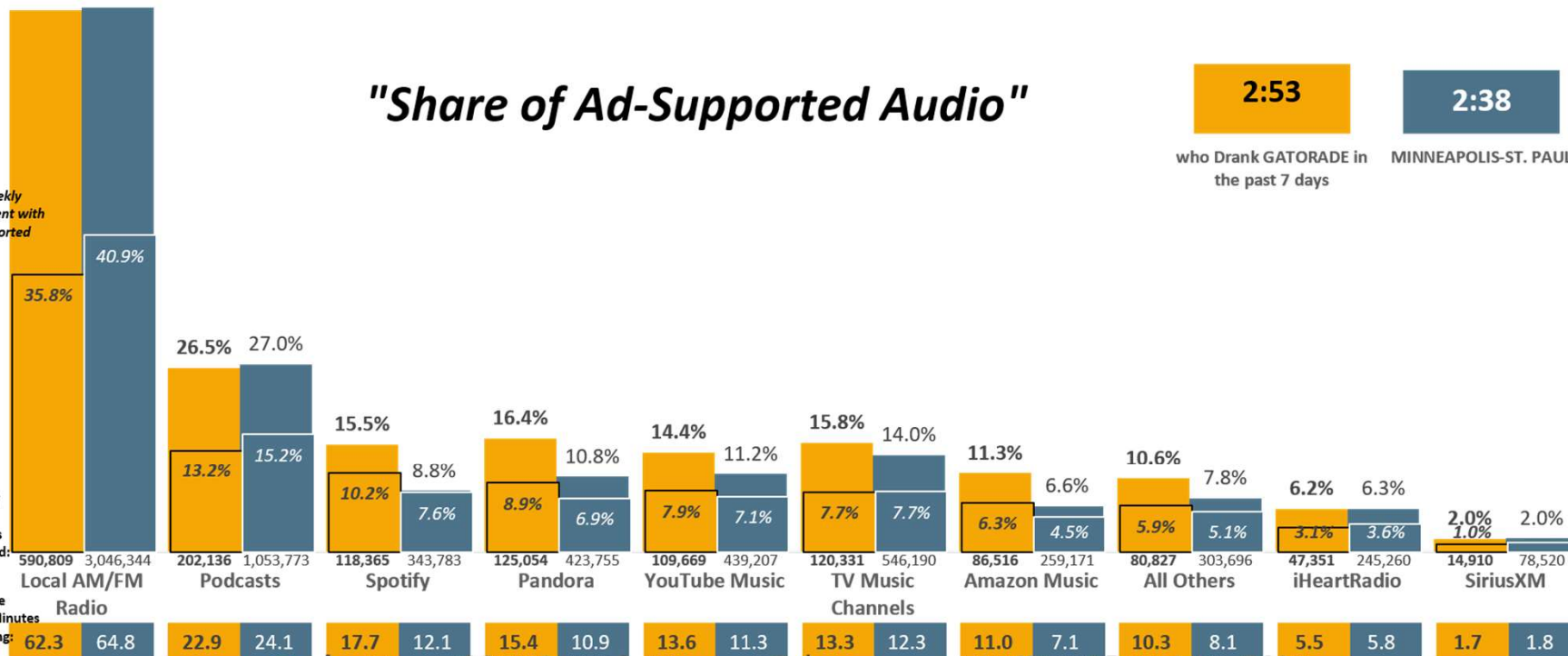
who Drank GATORADE in
the past 7 days

MINNEAPOLIS-ST. PAUL

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:

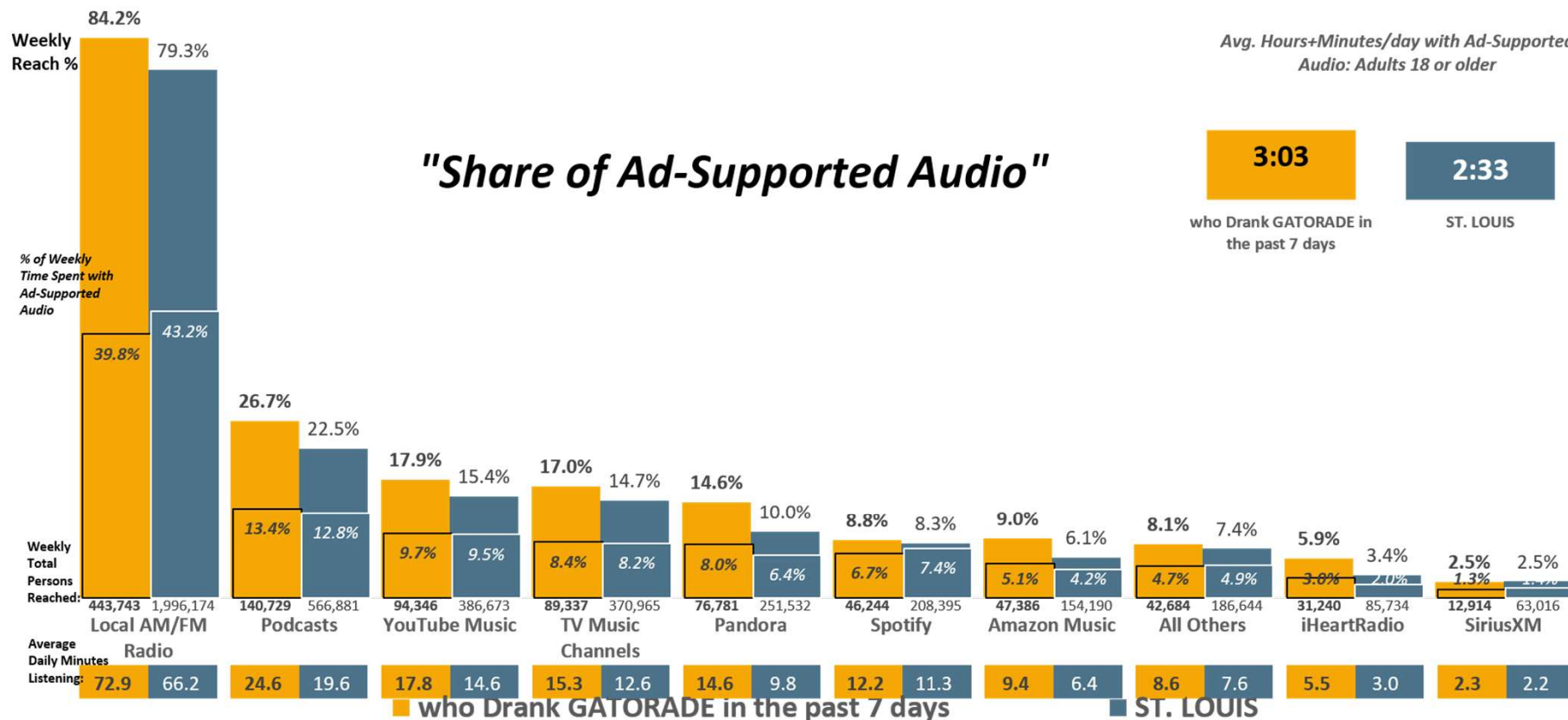


■ who Drank GATORADE in the past 7 days

■ MINNEAPOLIS-ST. PAUL



443,743 or 84.2% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.





345,795 or 76.9% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 76.9% 77.8%

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

"Share of Ad-Supported Audio"

2:42

2:32

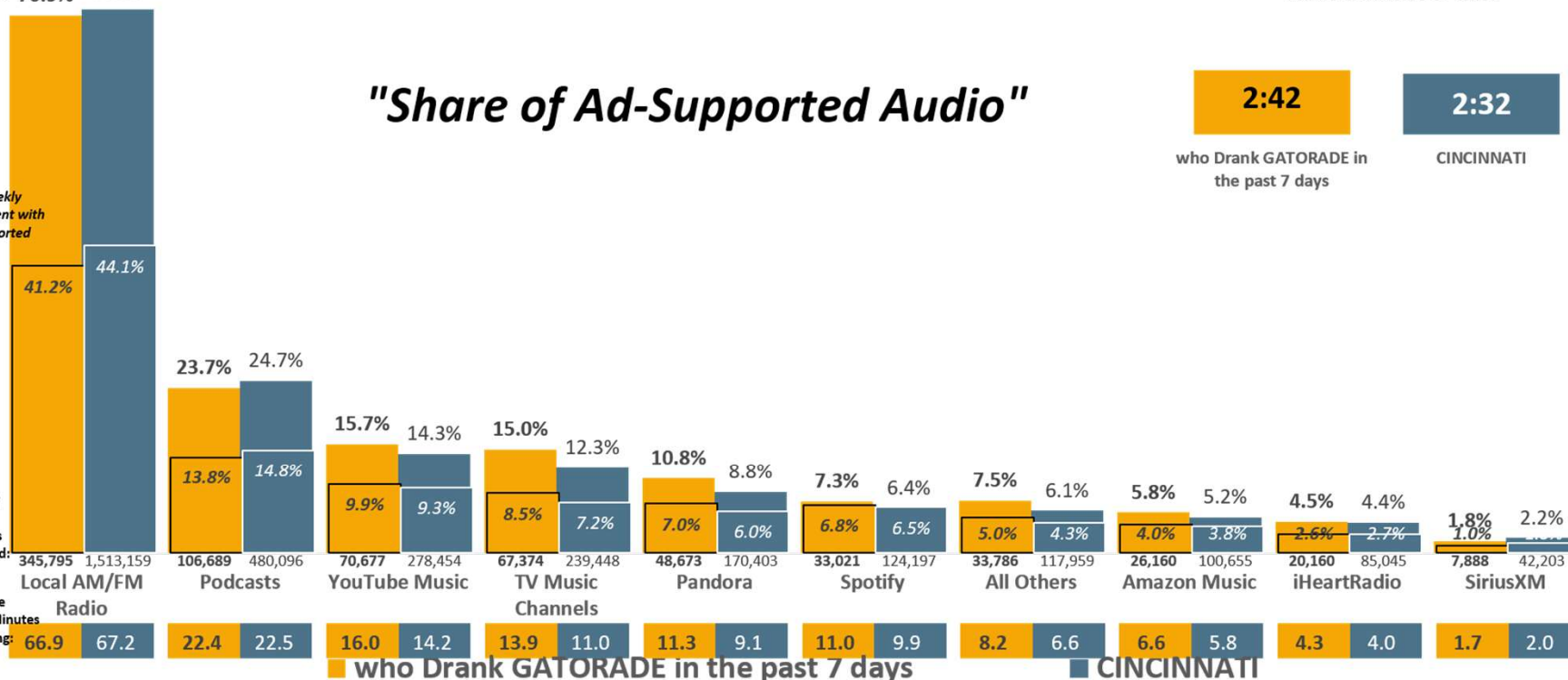
who Drank GATORADE in the past 7 days

CINCINNATI

% of Weekly Time Spent with Ad-Supported Audio

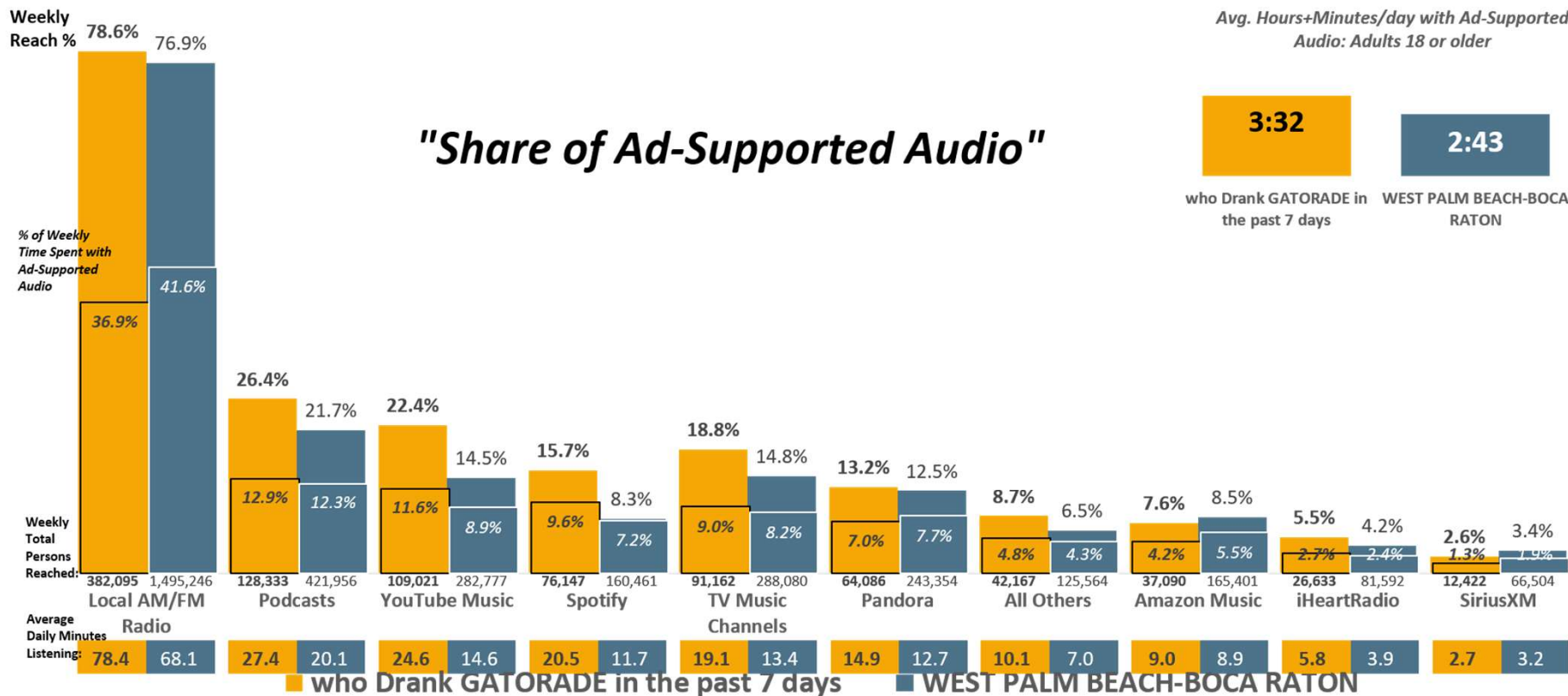
Weekly Total Persons Reached:

Average Daily Minutes Listening:





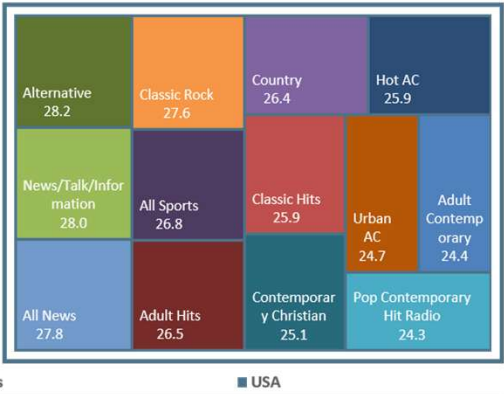
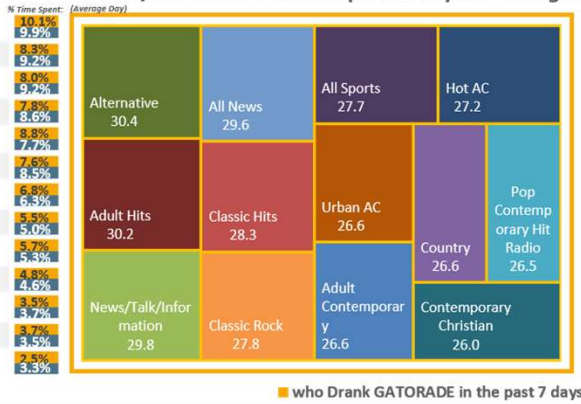
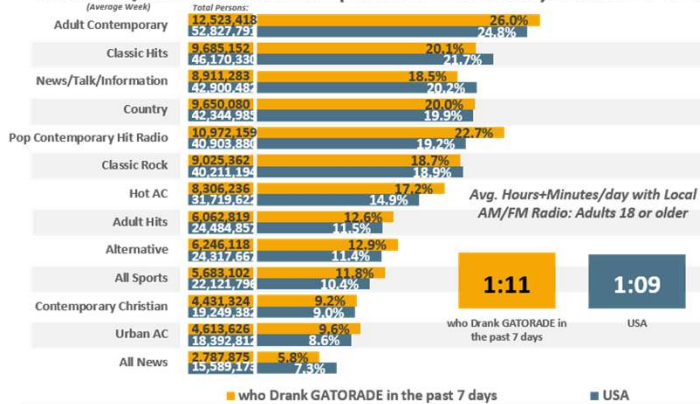
382,095 or 78.6% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



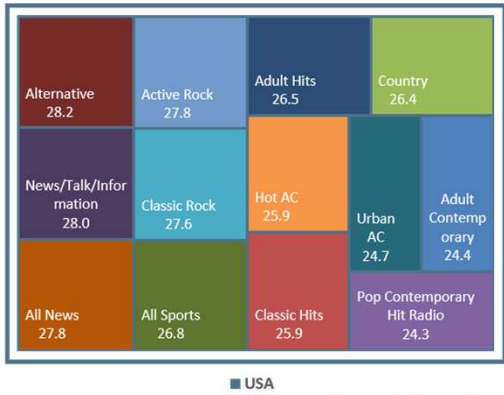
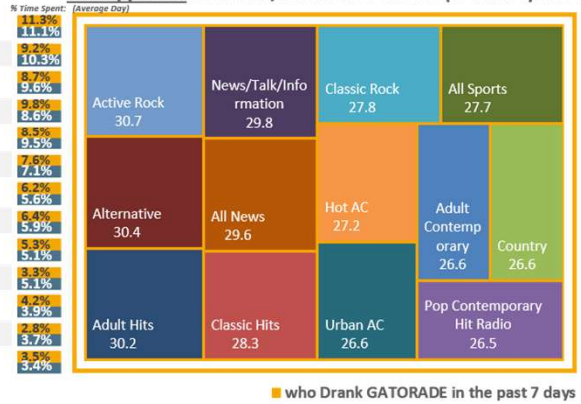
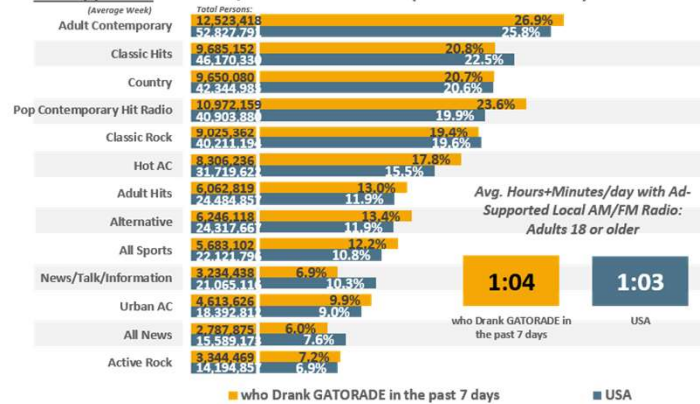


46,586,506 or 76.8% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

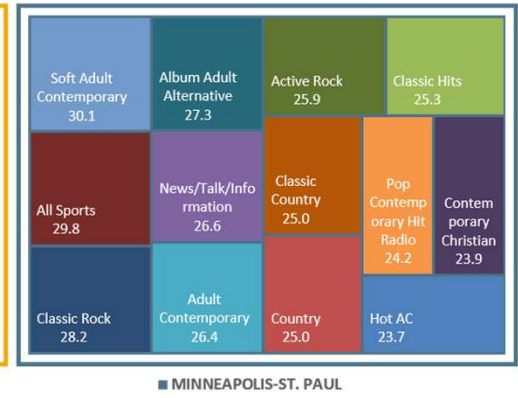
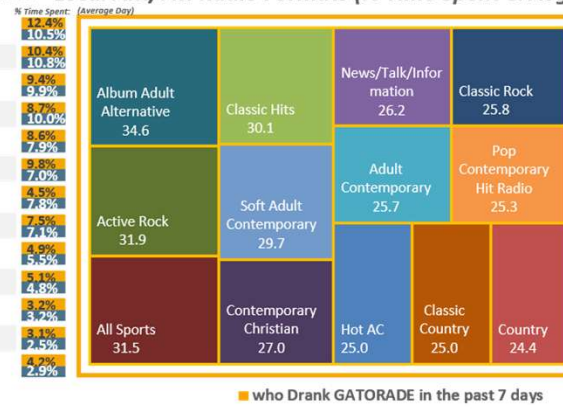
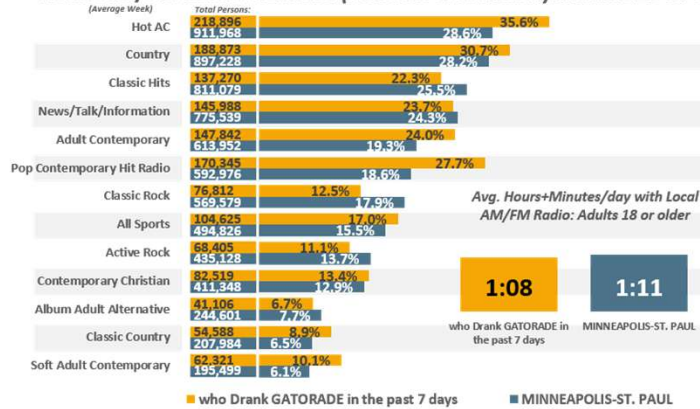
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Sports drinks drank past 7 days: Gatorade

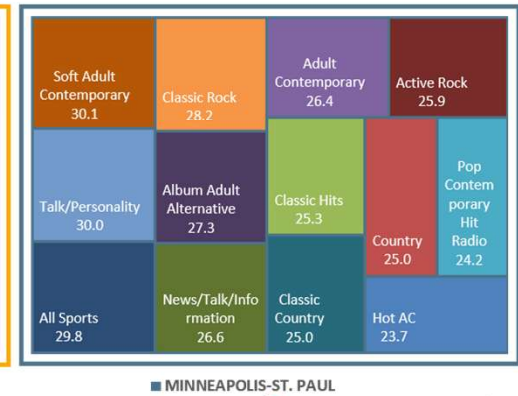
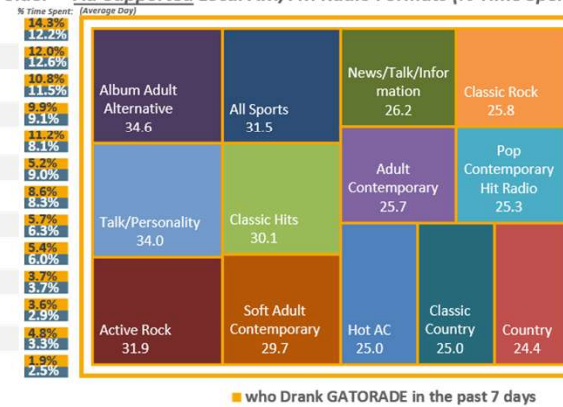
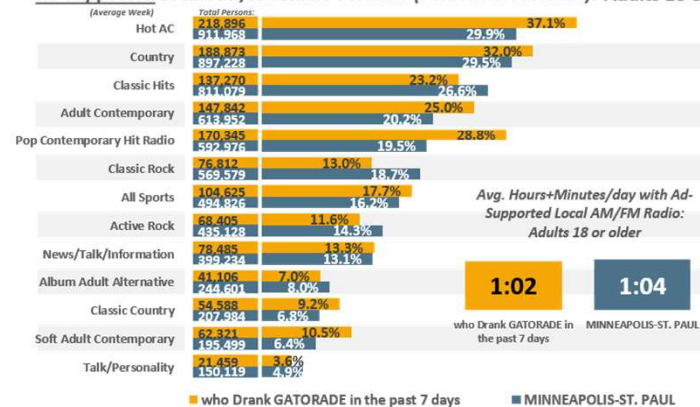


590,809 or 77.5% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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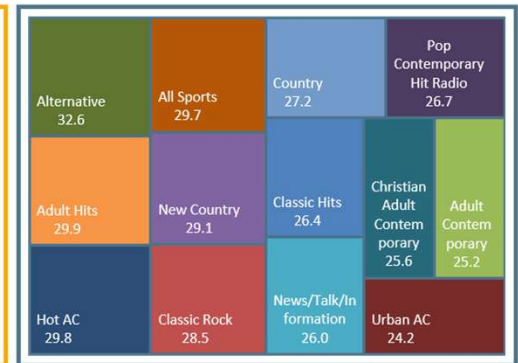
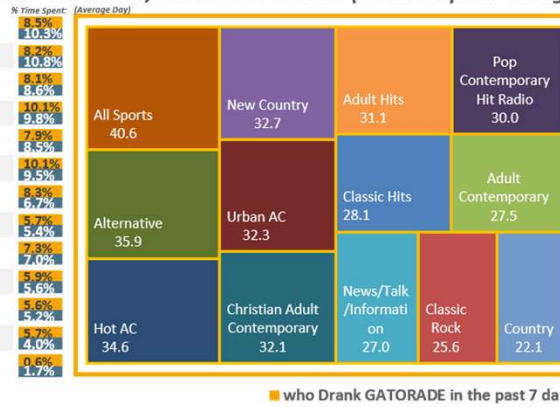
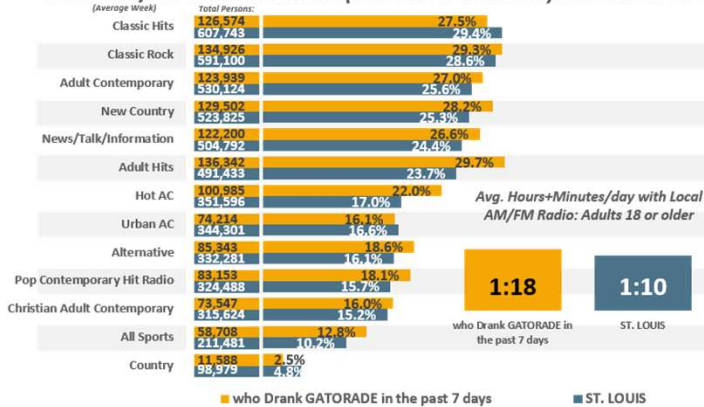
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

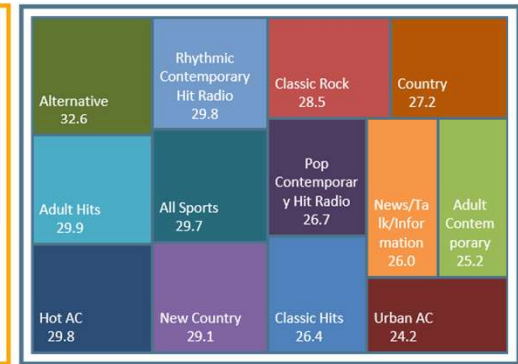
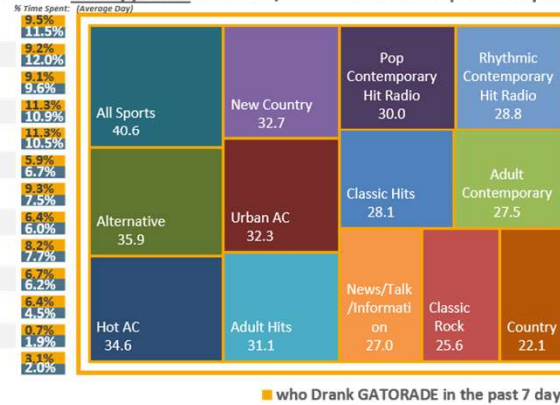
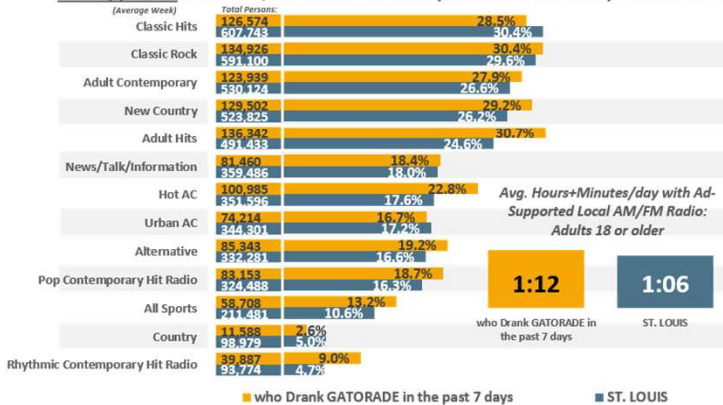


443,743 or 84.2% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, New Country, Classic Hits, and Adult Contemporary.

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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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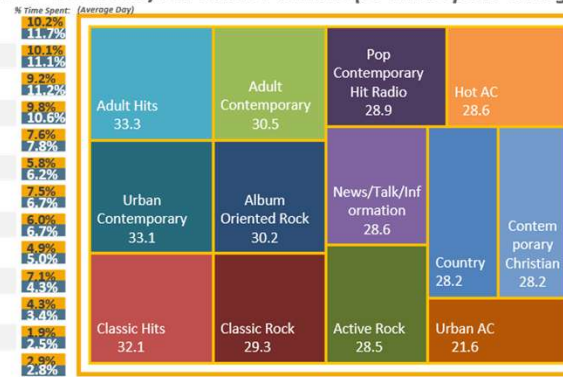
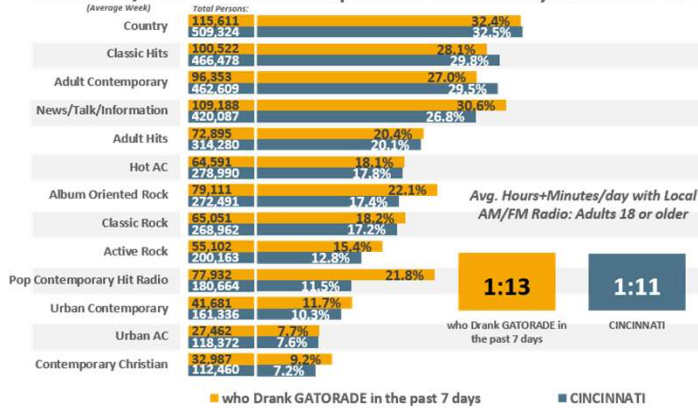
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Sports drinks drank past 7 days: Gatorade

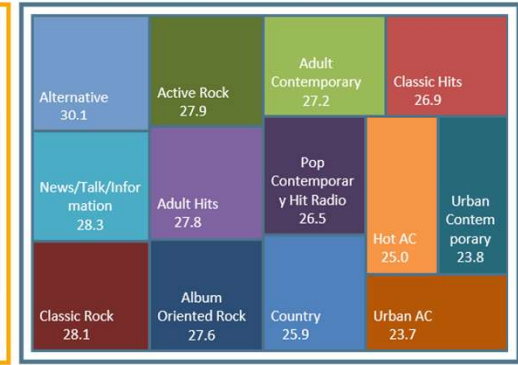
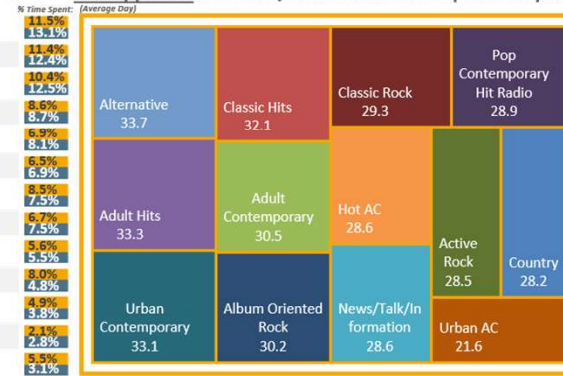
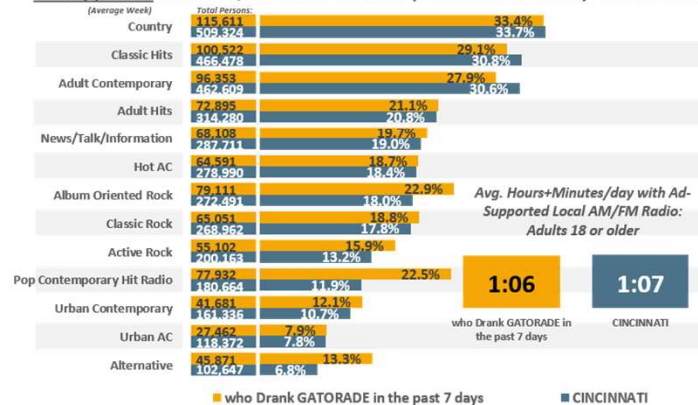


345,795 or 76.9% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Album Oriented Rock, and Pop Contemporary Hit Radio.

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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 429
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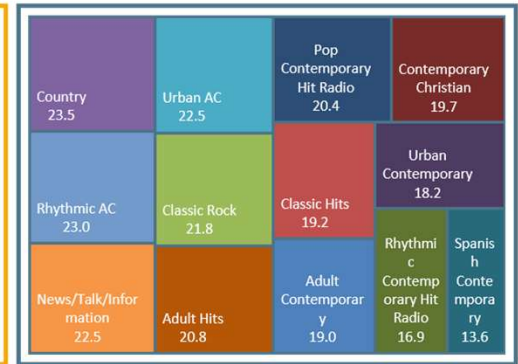
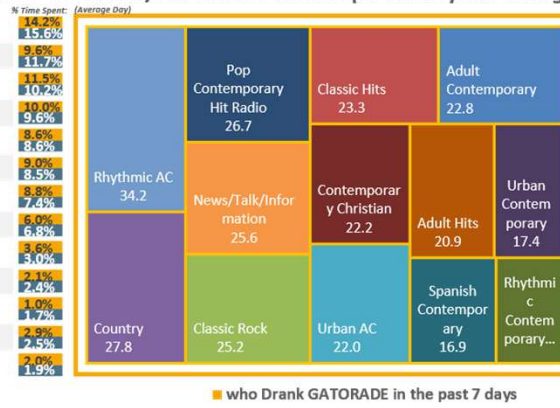
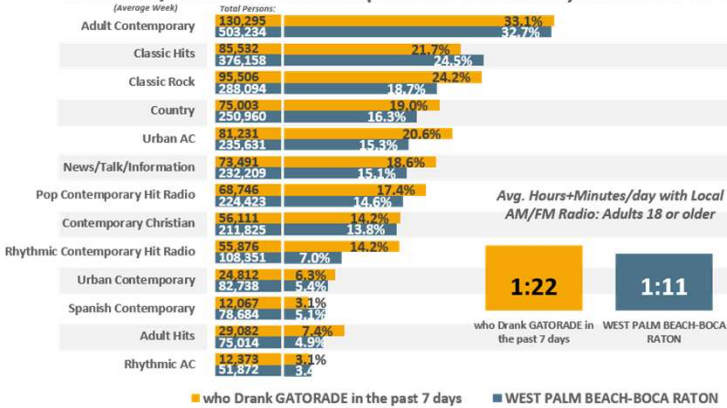
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Sports drinks drank past 7 days: Gatorade

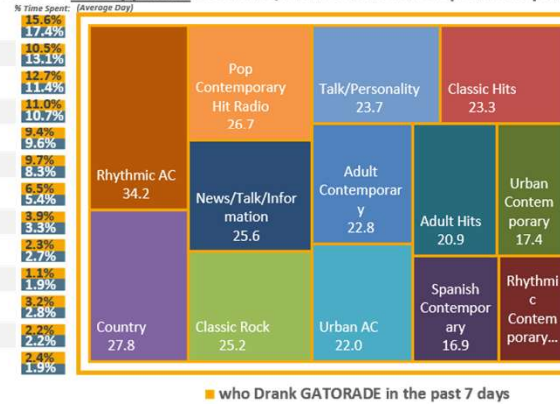
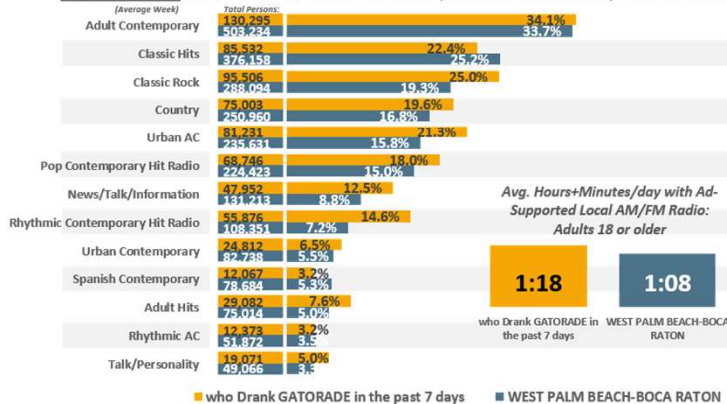


382,095 or 78.6% of Adults 18 or older who Drank GATORADE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Urban AC, and Country.

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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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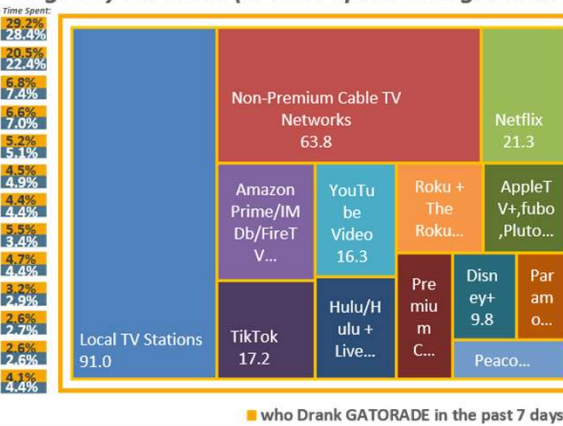
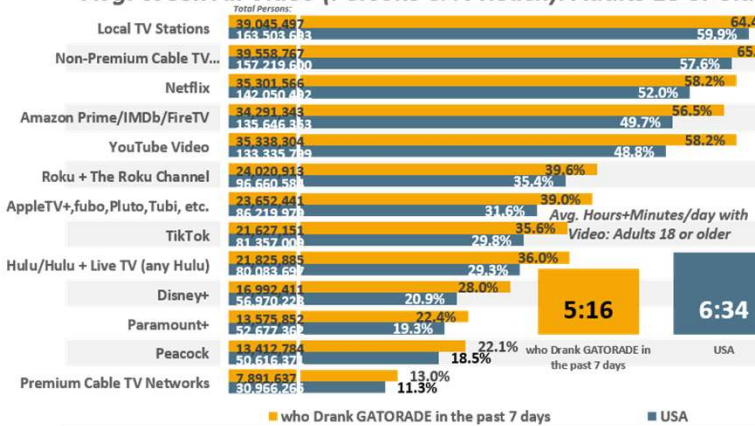
Sports drinks drank past 7 days: Gatorade



38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

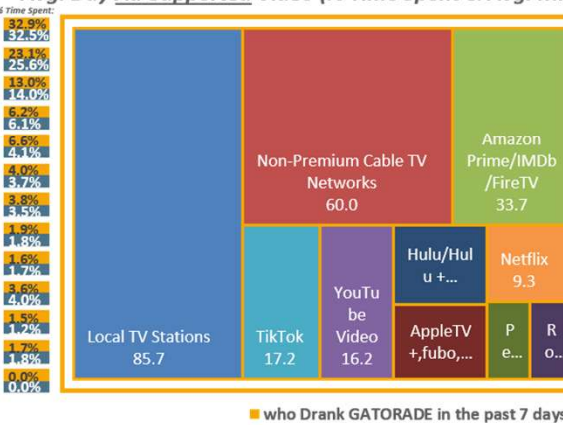
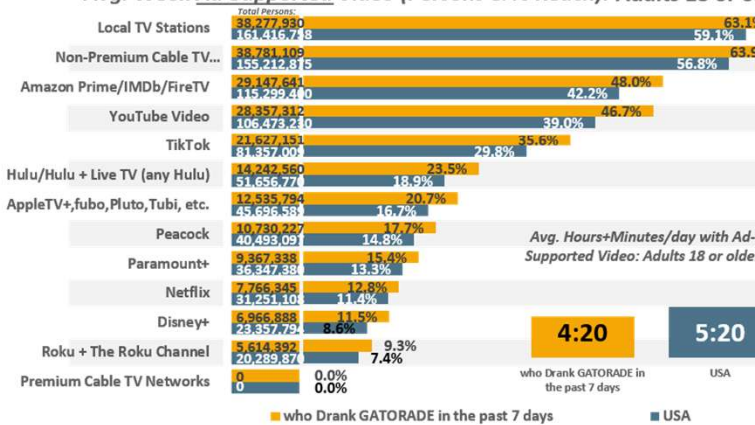
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

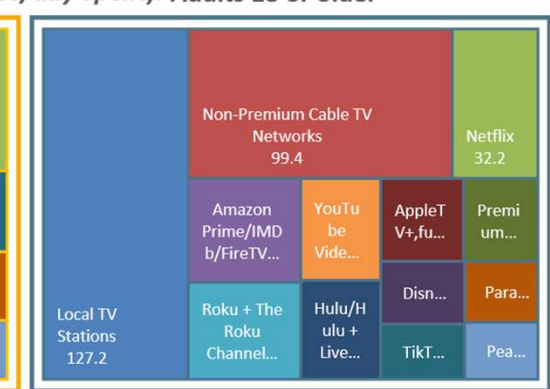
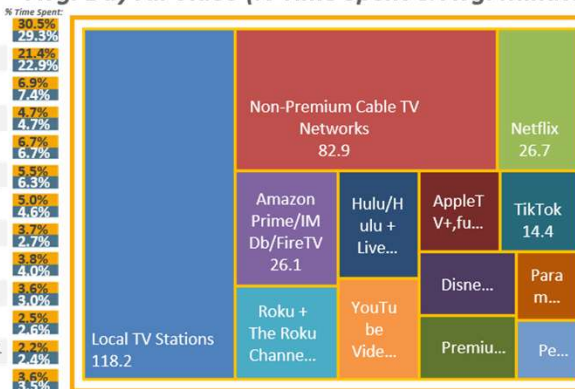
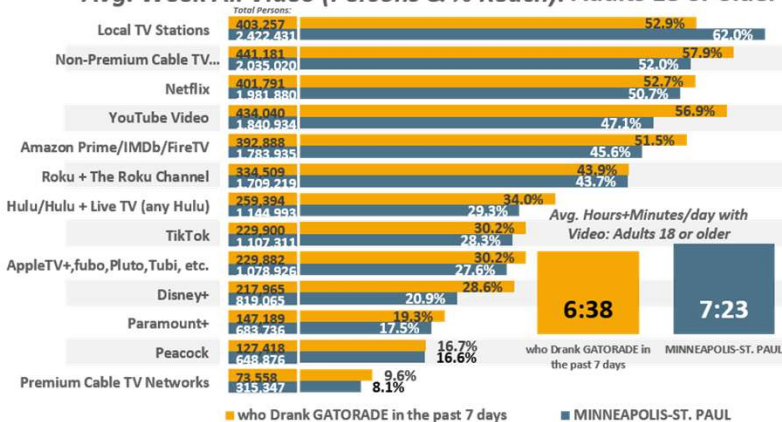




394,846 or 51.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 112.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

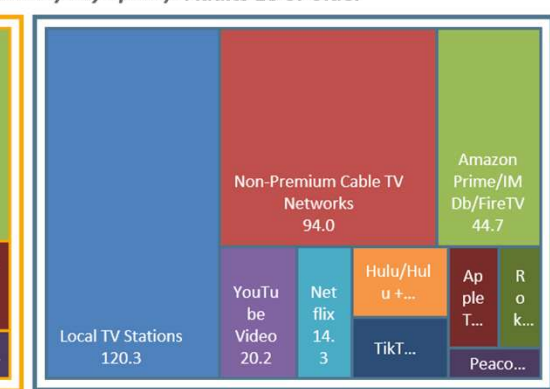
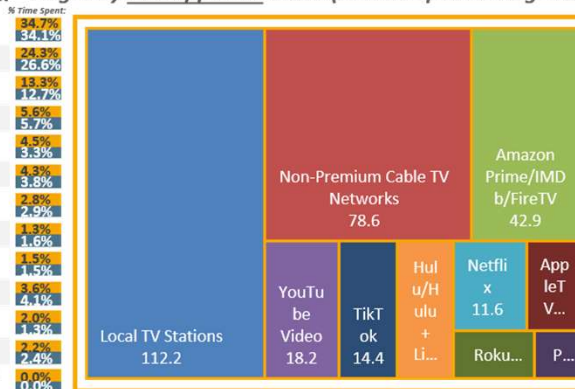
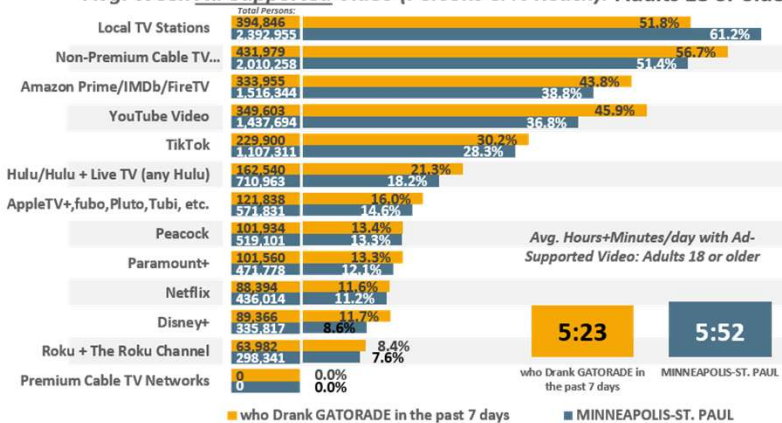
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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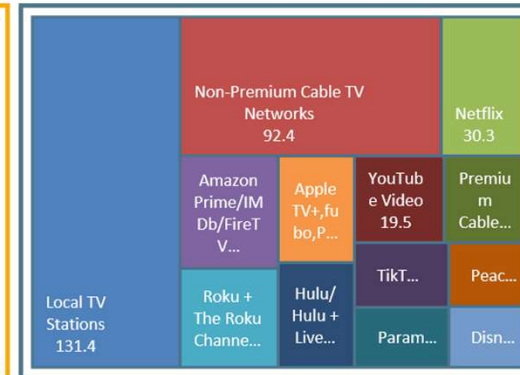
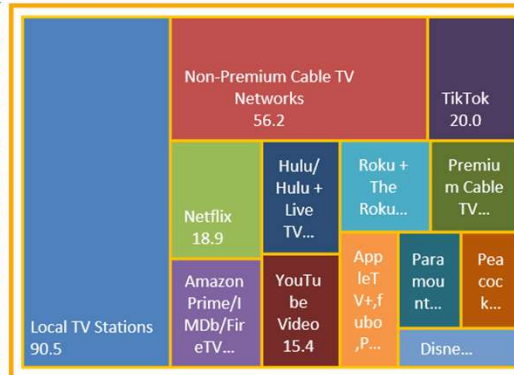
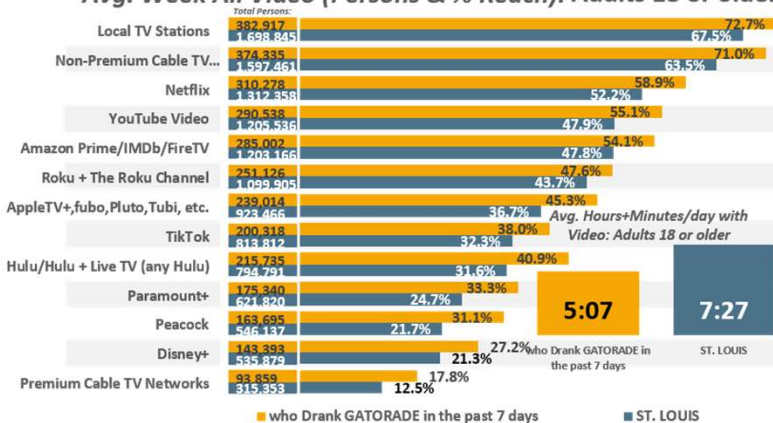
Sports drinks drank past 7 days: Gatorade



374,686 or 71.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

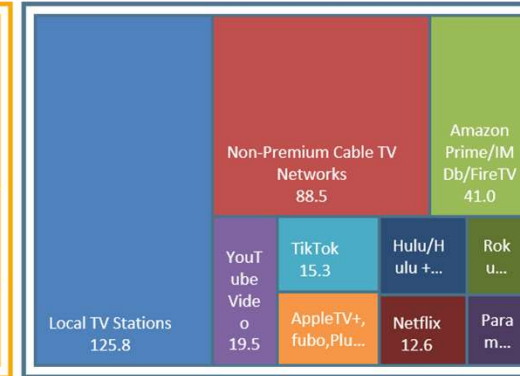
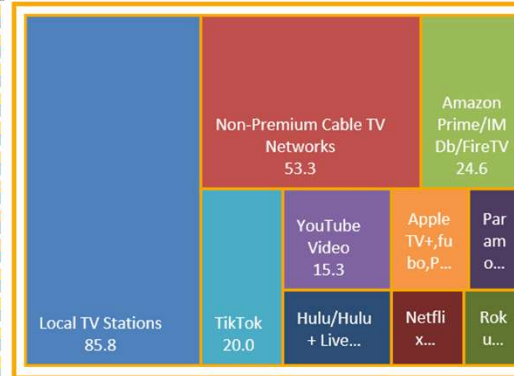
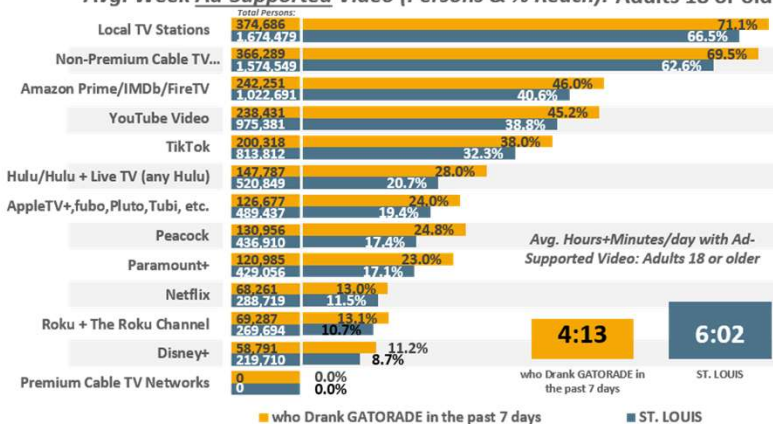
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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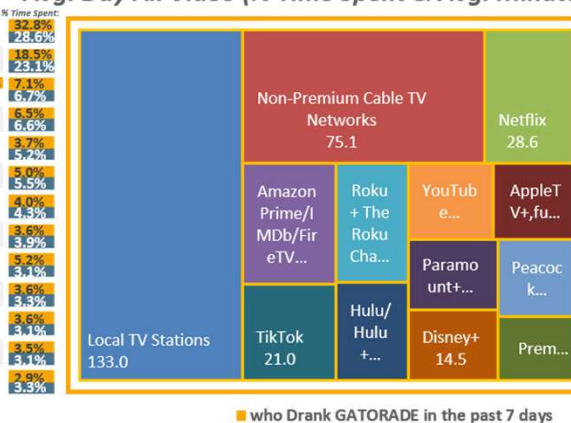
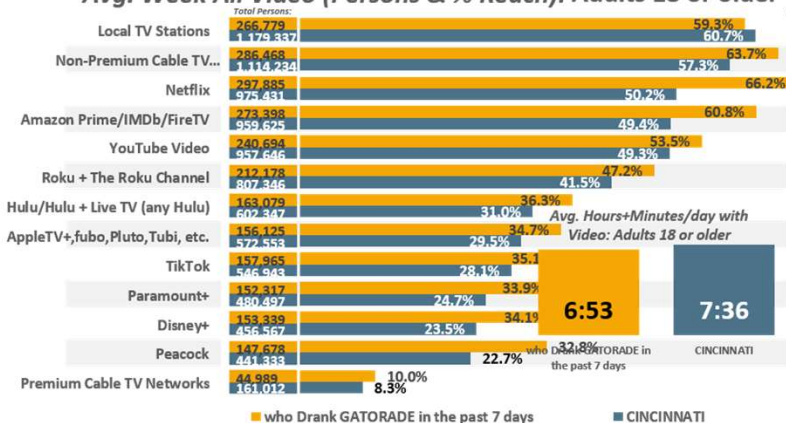
Sports drinks drank past 7 days: Gatorade



260,140 or 57.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

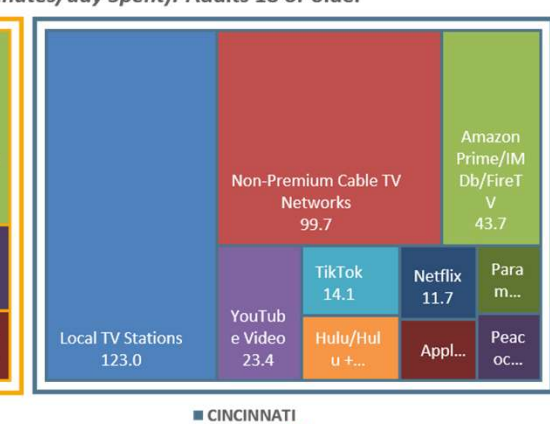
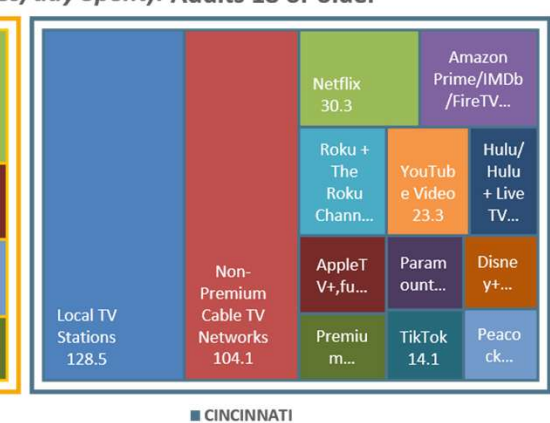
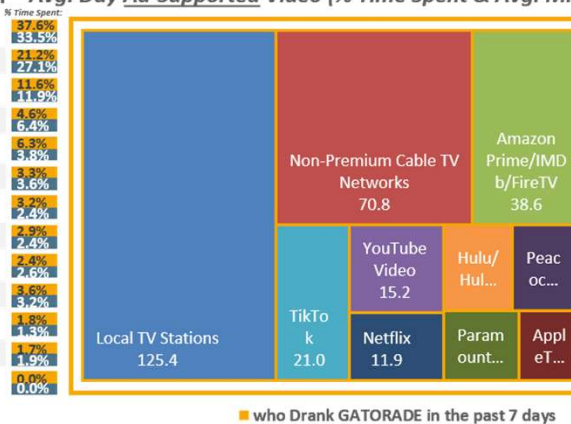
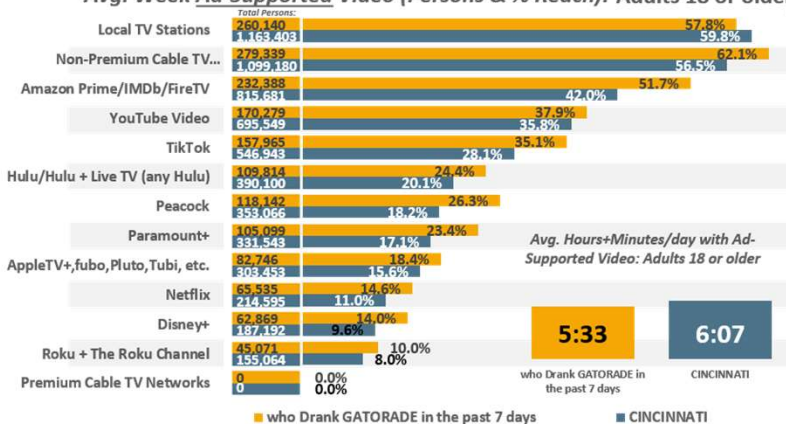
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

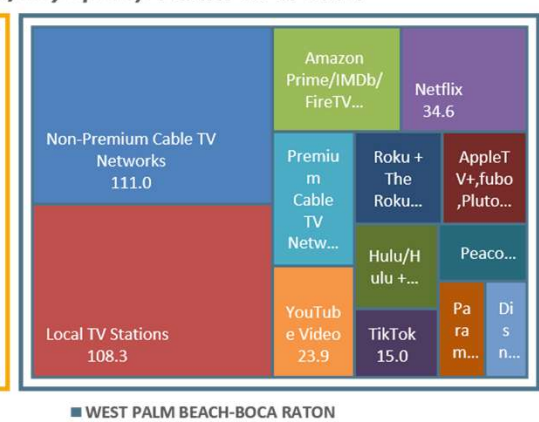
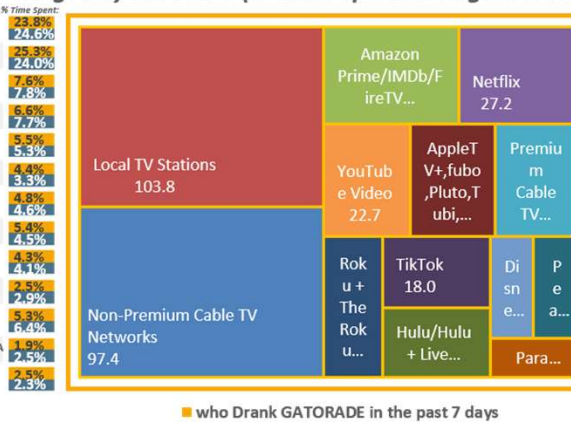
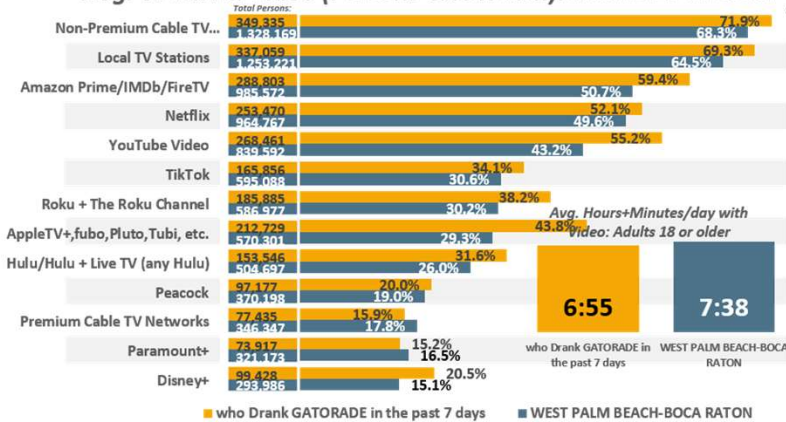




329,505 or 67.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

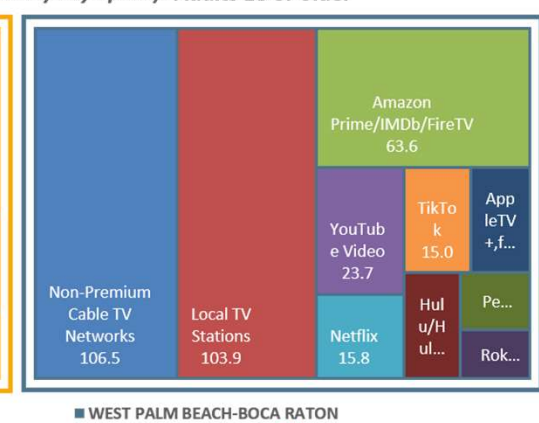
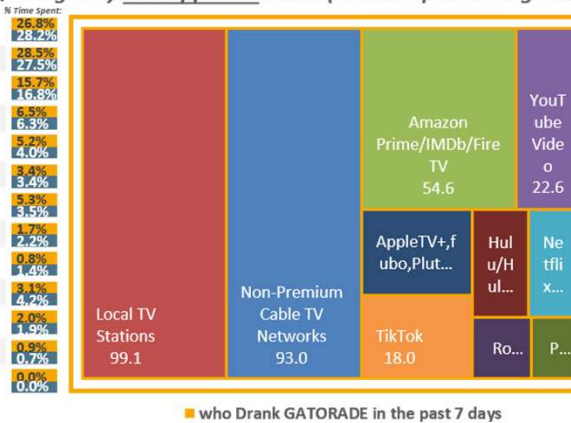
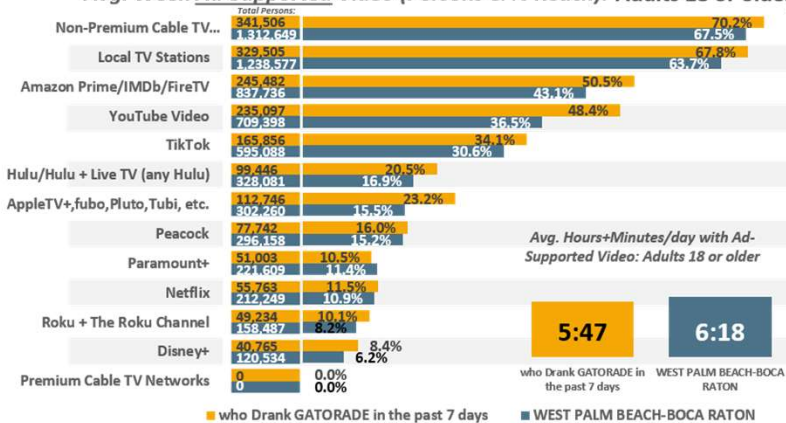
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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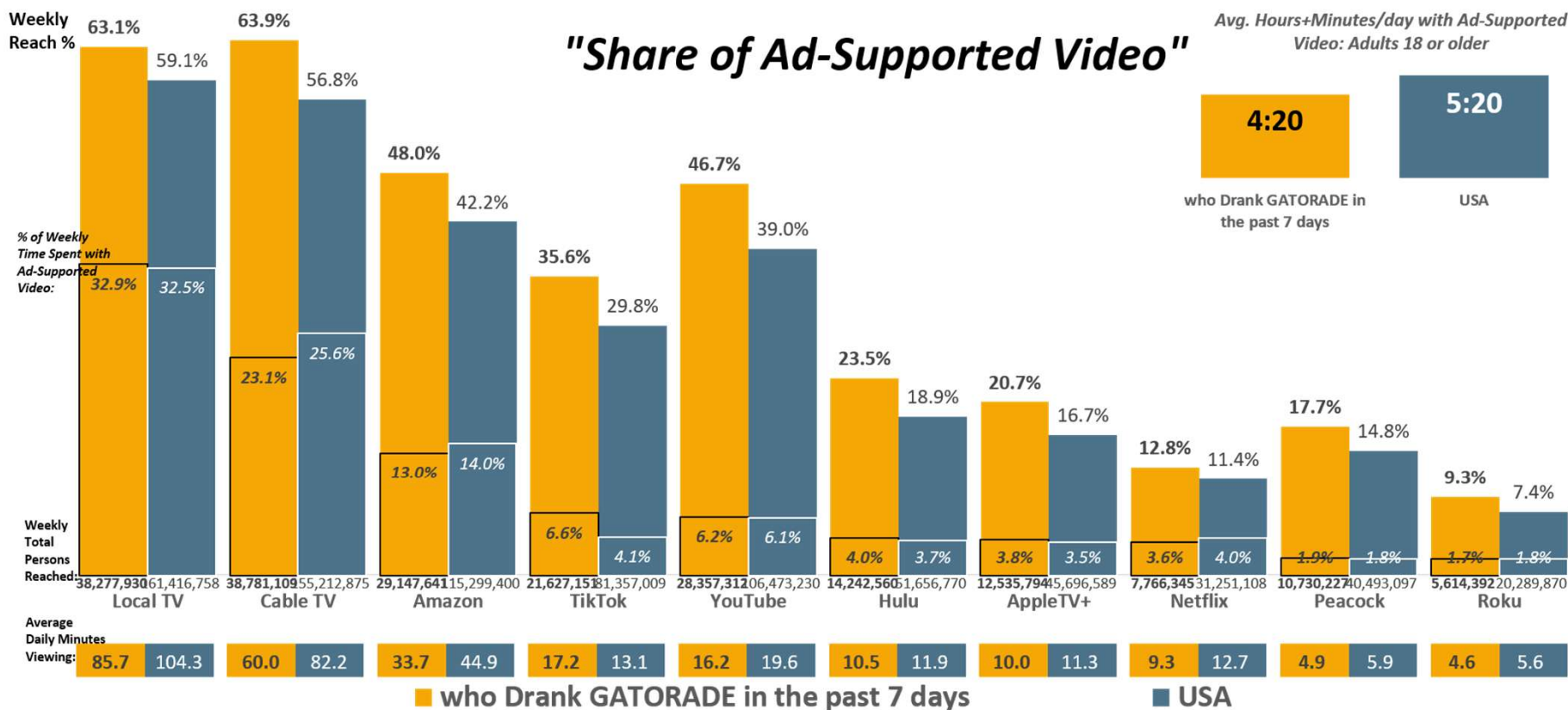
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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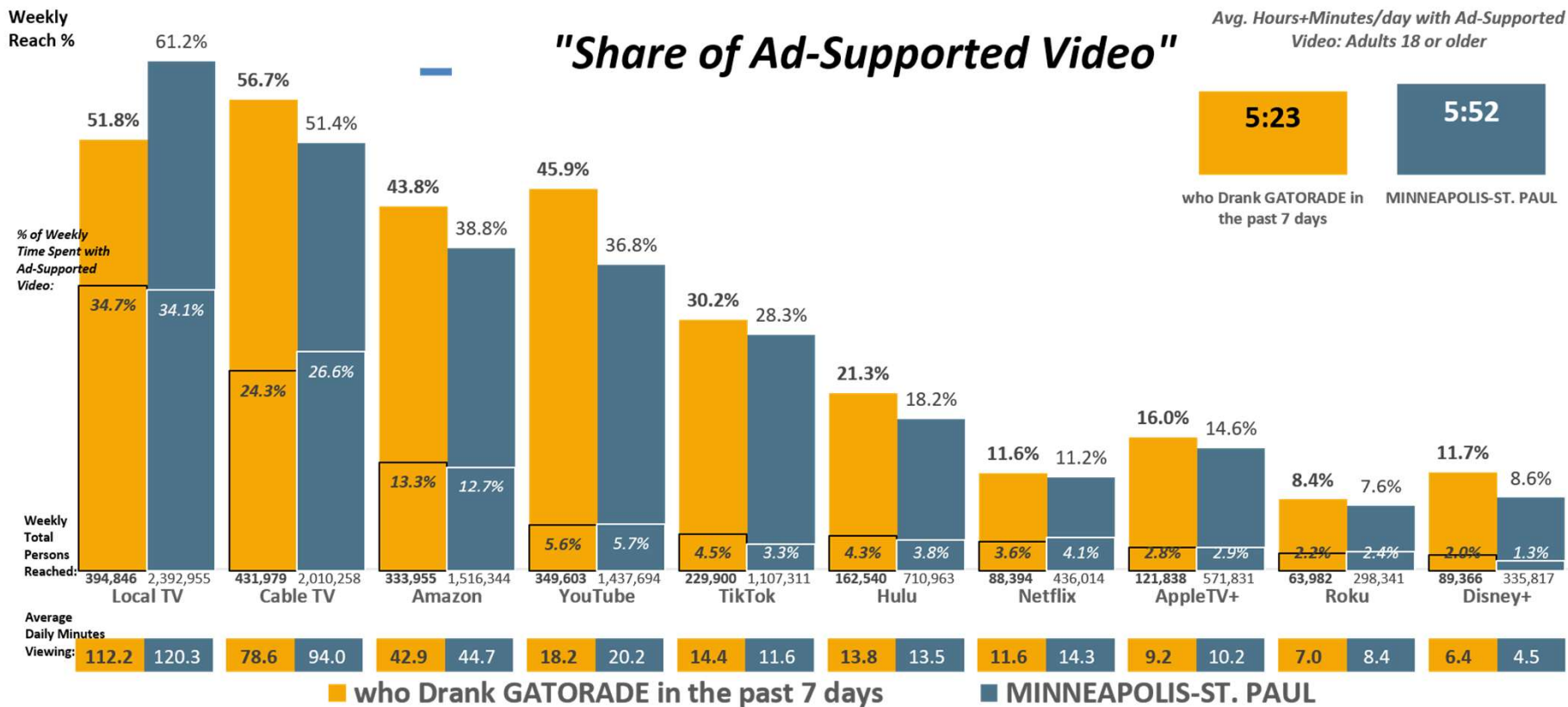
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade



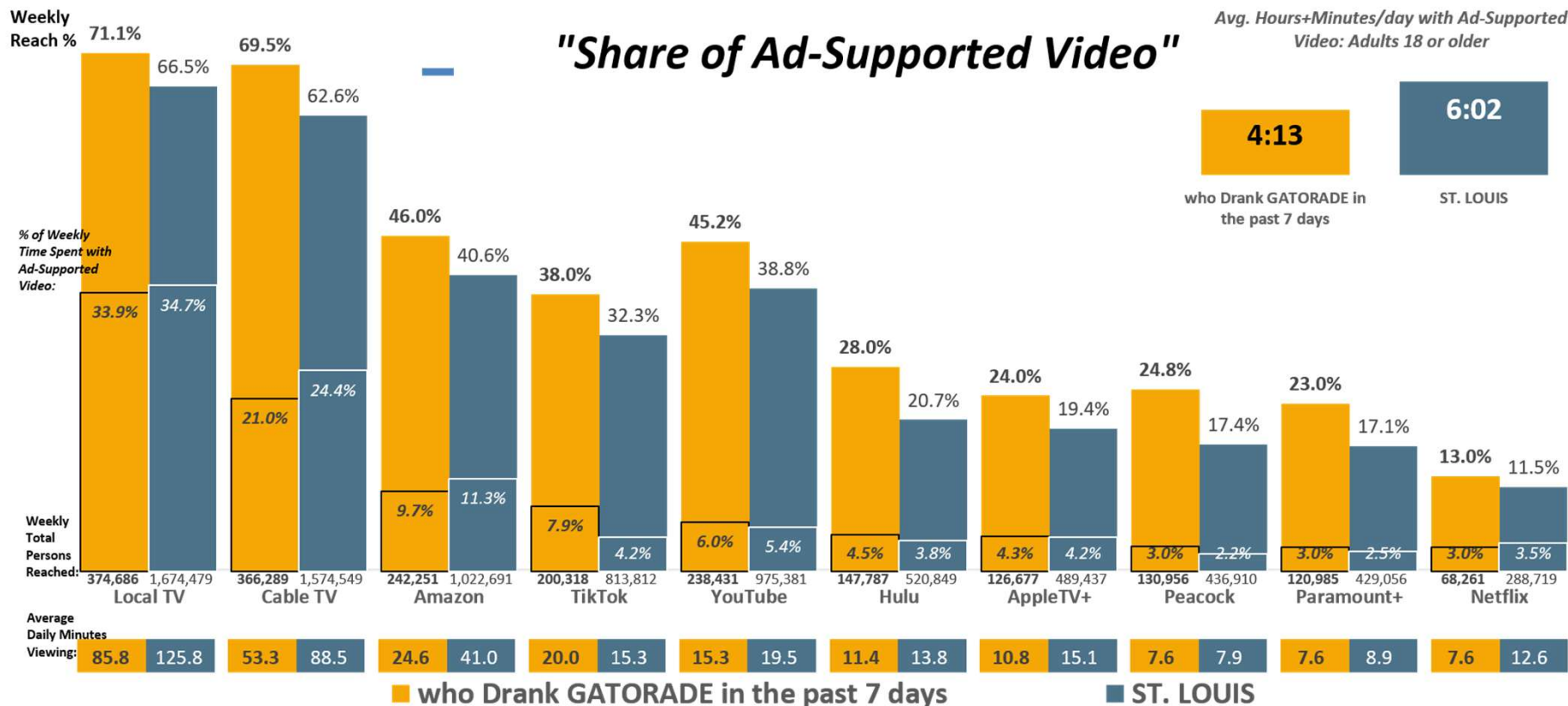
394,846 or 51.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 112.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.





374,686 or 71.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

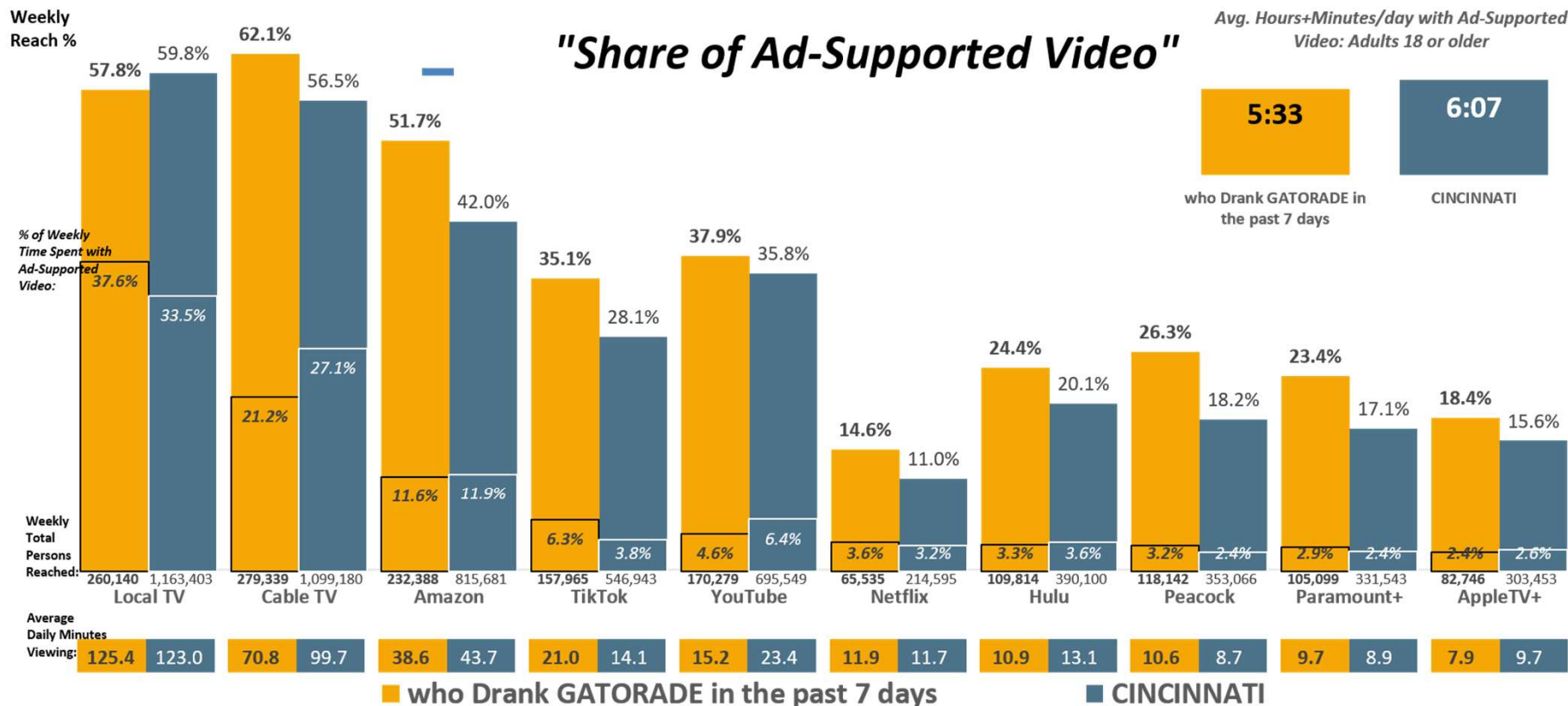
"Share of Ad-Supported Video"





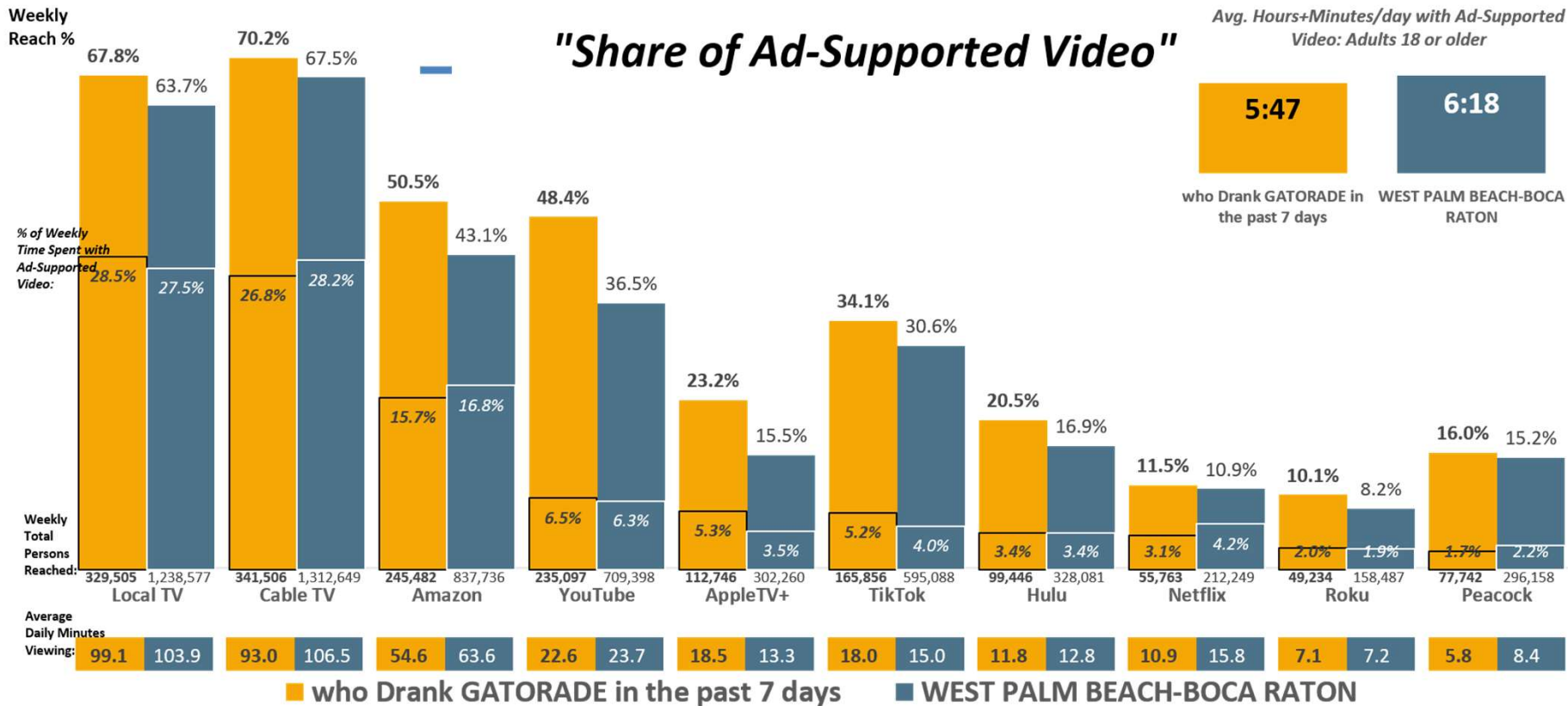
260,140 or 57.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





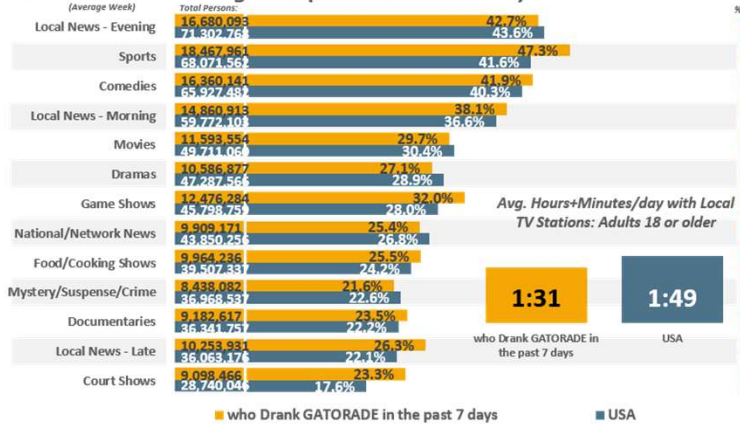
329,505 or 67.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



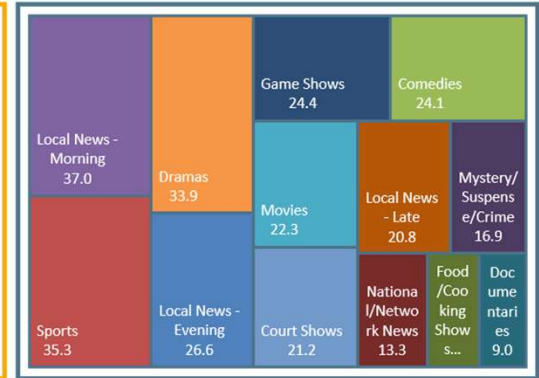
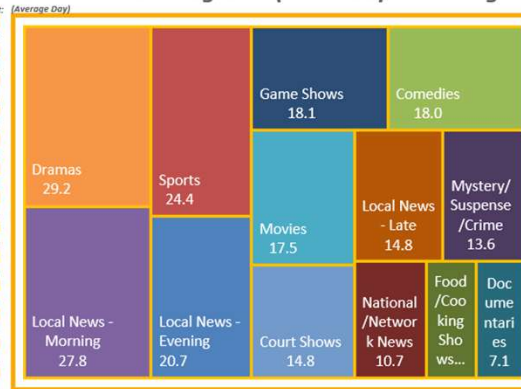


38,277,930 or 63.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

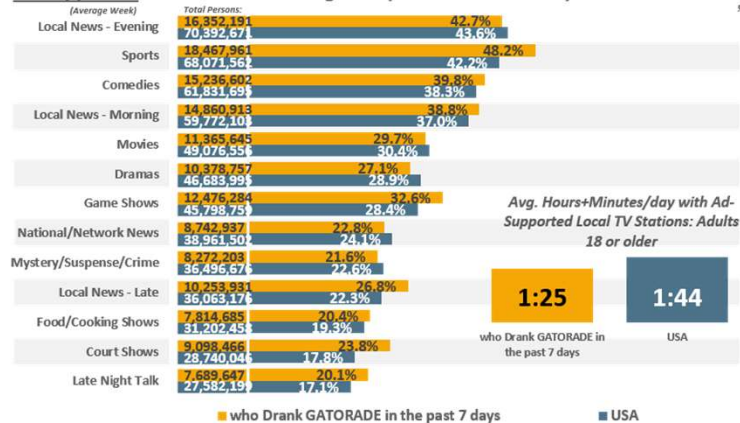
Local TV Station Programs (Persons & % Reach): Adults 18 or older



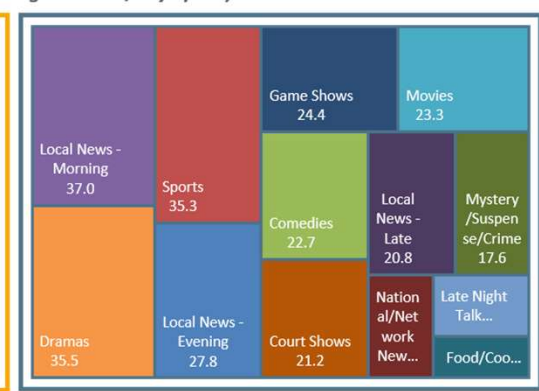
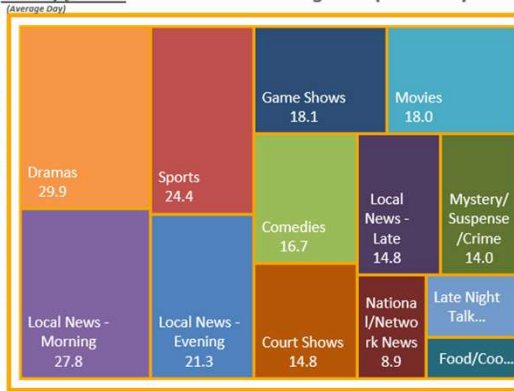
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



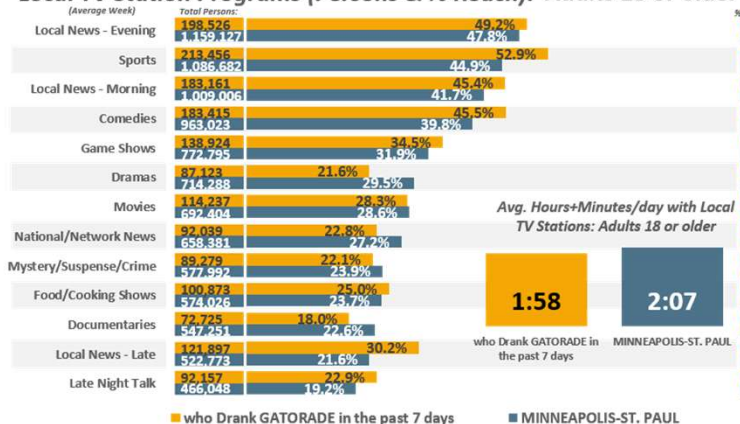
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



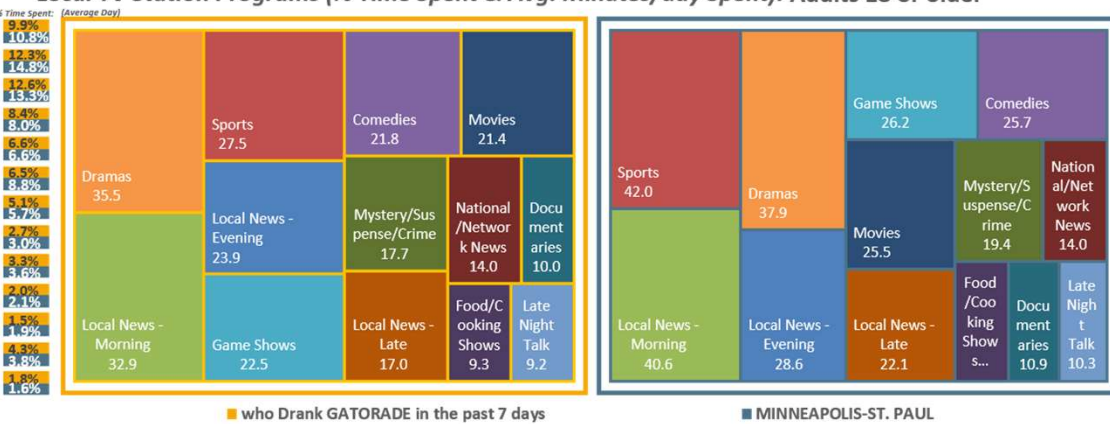


394,846 or 51.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

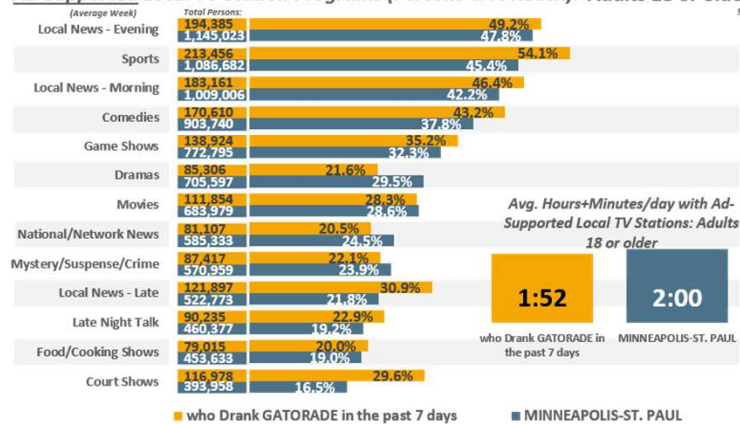
Local TV Station Programs (Persons & % Reach): Adults 18 or older



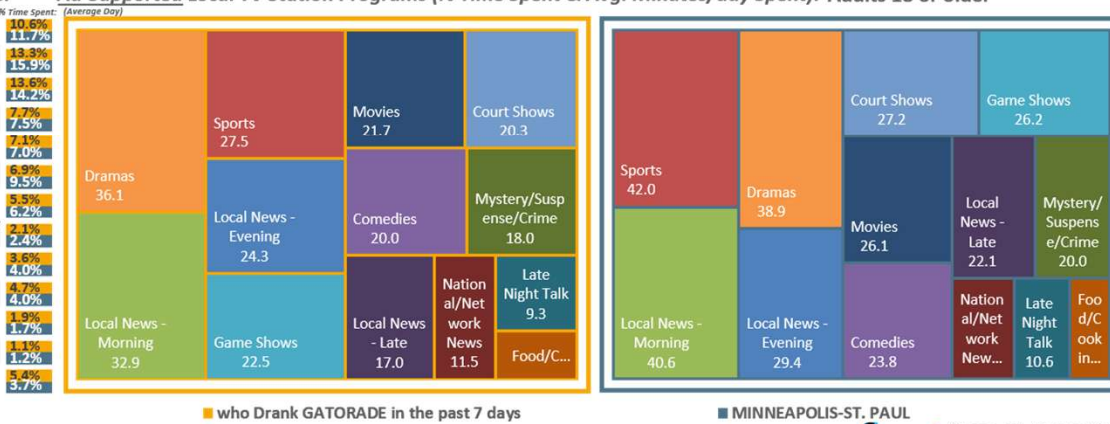
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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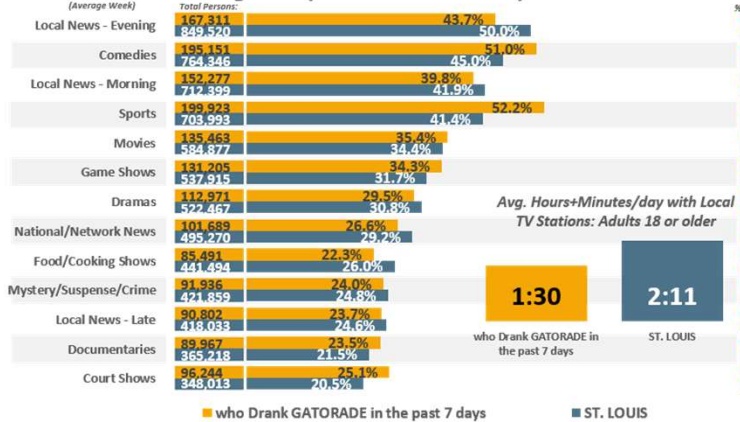
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Sports drinks drank past 7 days: Gatorade

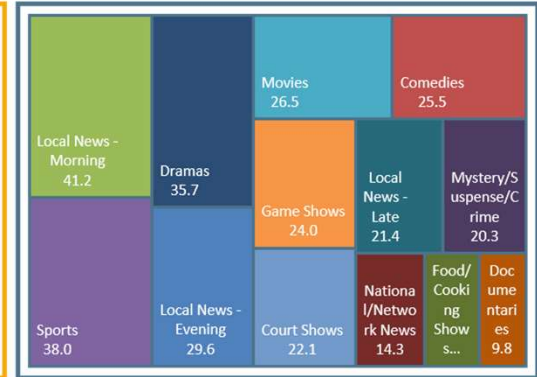
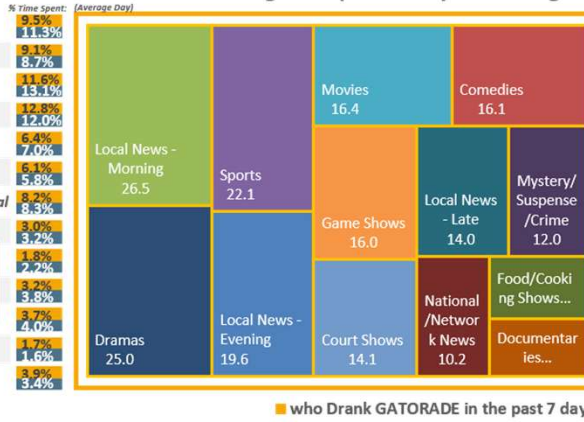


374,686 or 71.1% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

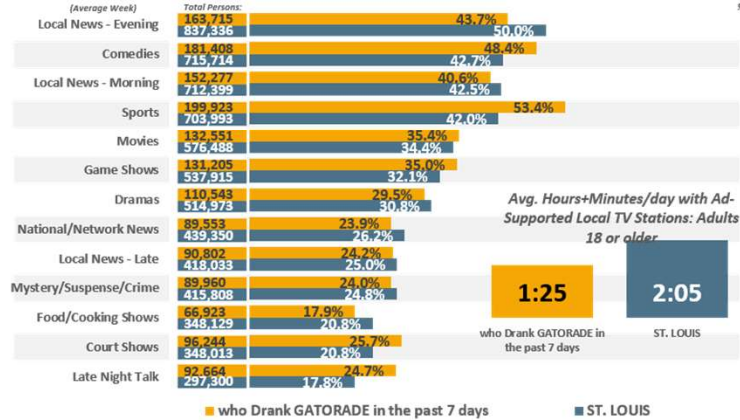
Local TV Station Programs (Persons & % Reach): Adults 18 or older



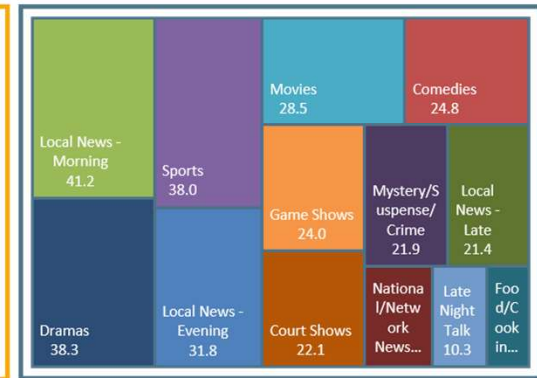
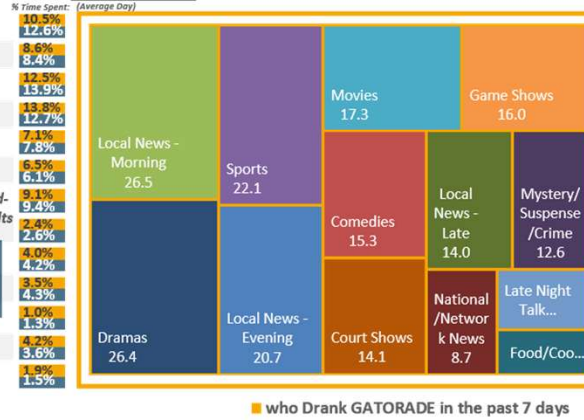
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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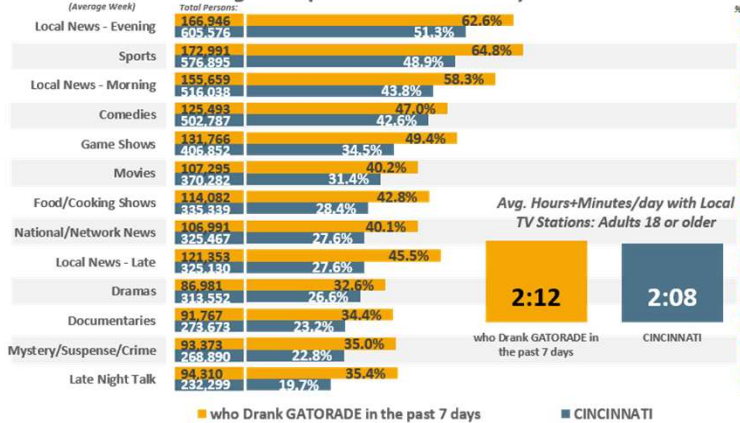
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

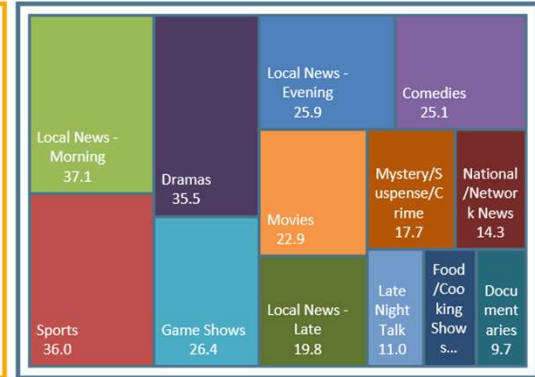
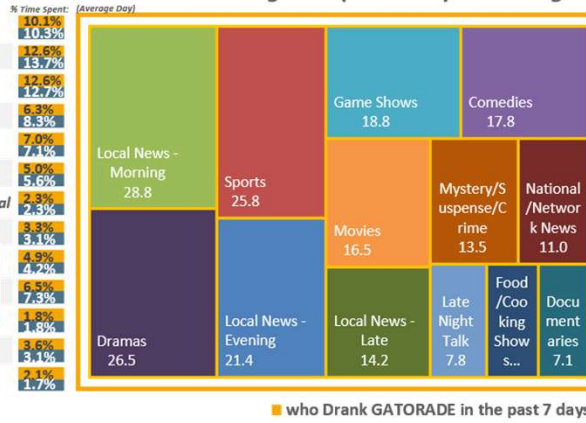


260,140 or 57.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Local News - Late, and Comedies.

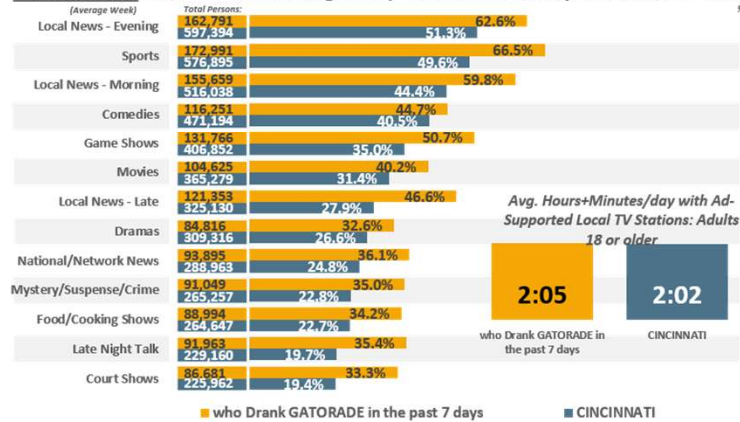
Local TV Station Programs (Persons & % Reach): Adults 18 or older



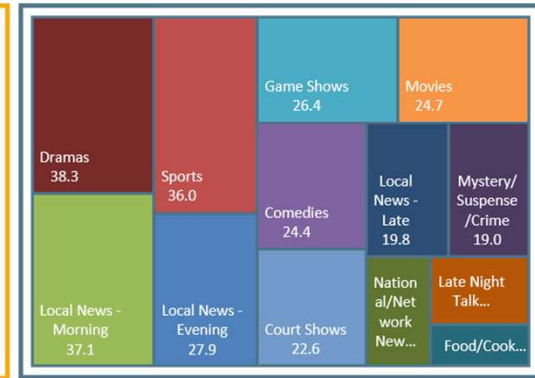
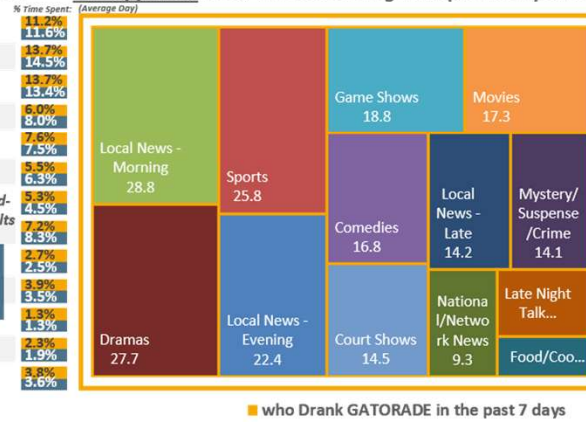
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



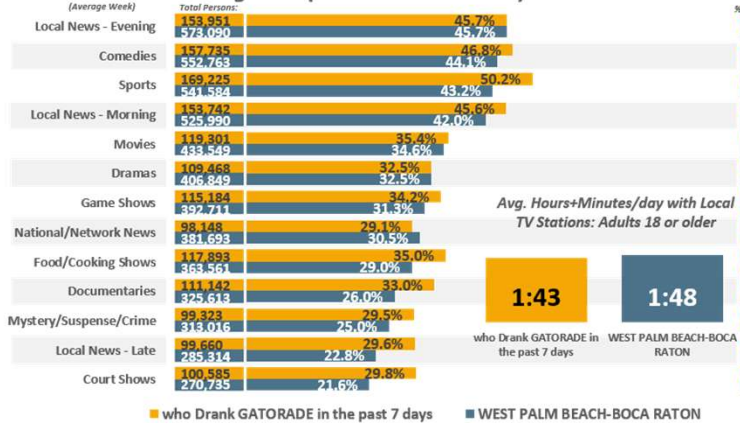
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



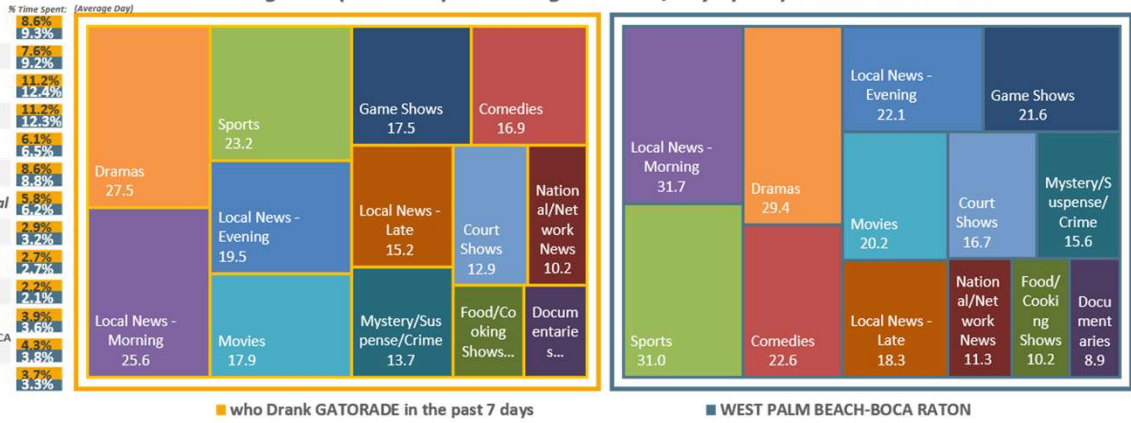


329,505 or 67.8% of Adults 18 or older who Drank GATORADE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

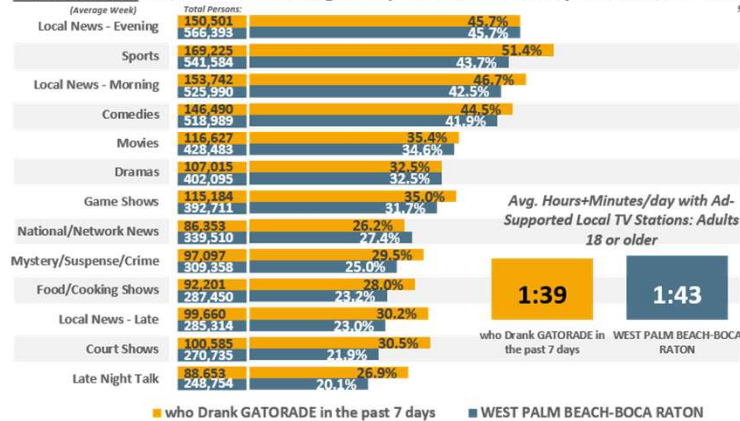
Local TV Station Programs (Persons & % Reach): Adults 18 or older



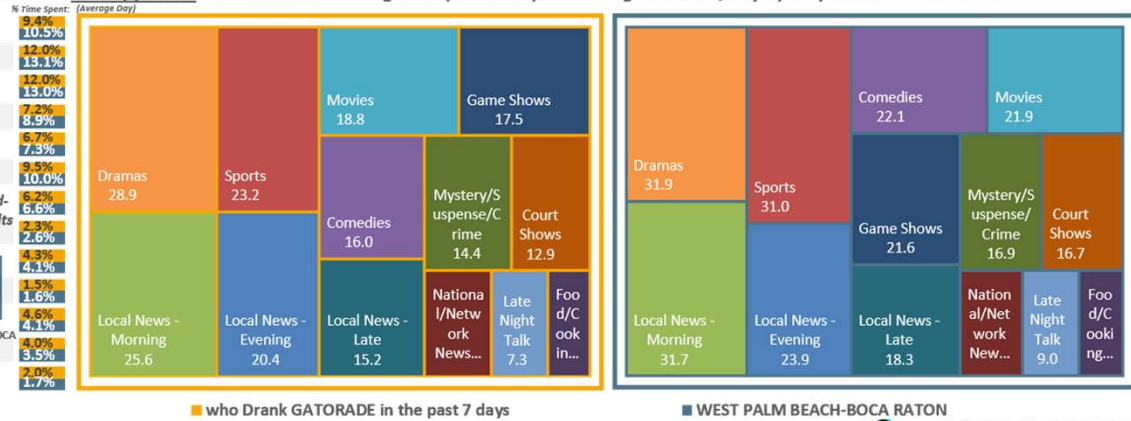
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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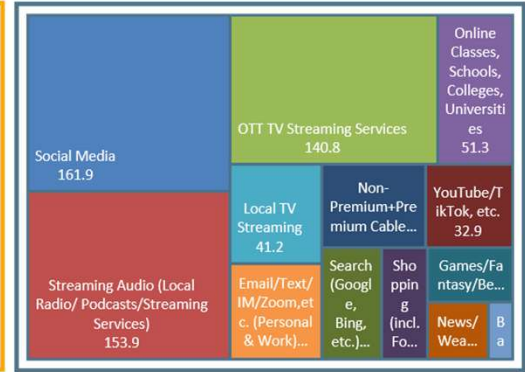
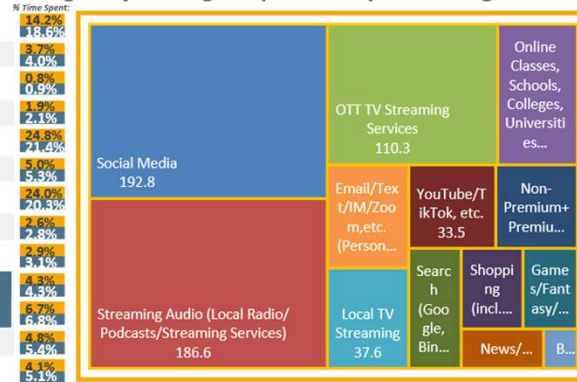
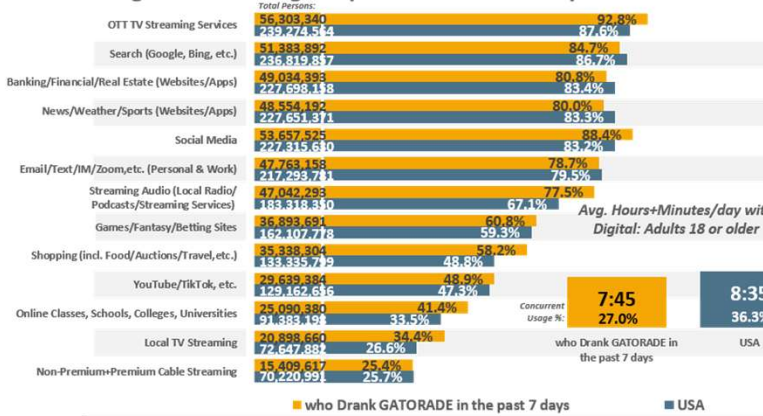
Sports drinks drank past 7 days: Gatorade



47,825,767 or 78.8% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 171.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

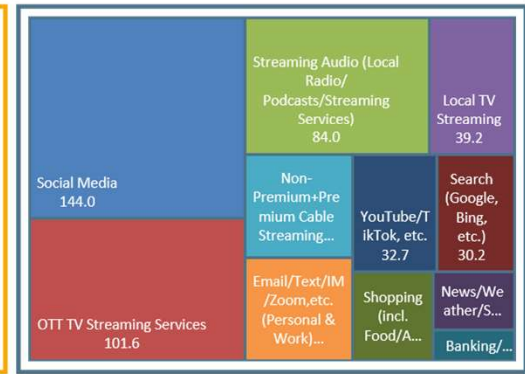
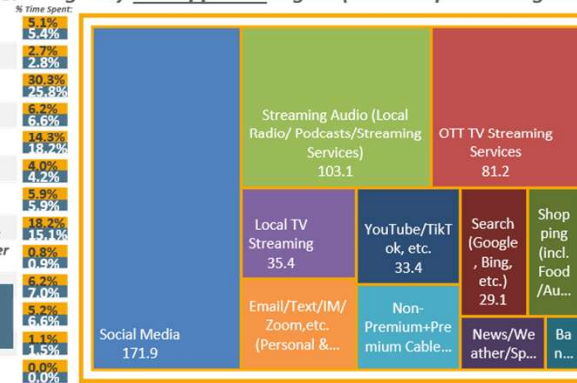
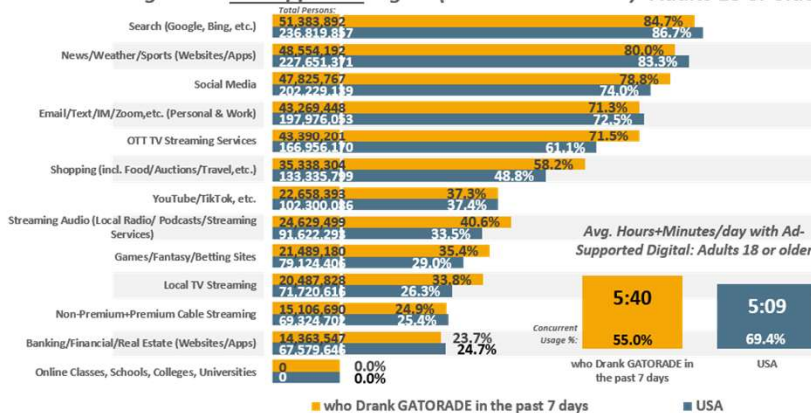
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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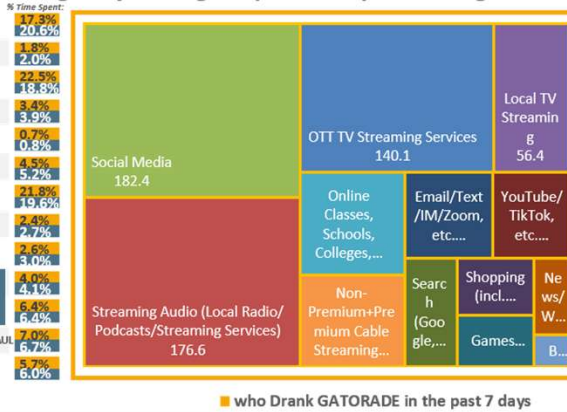
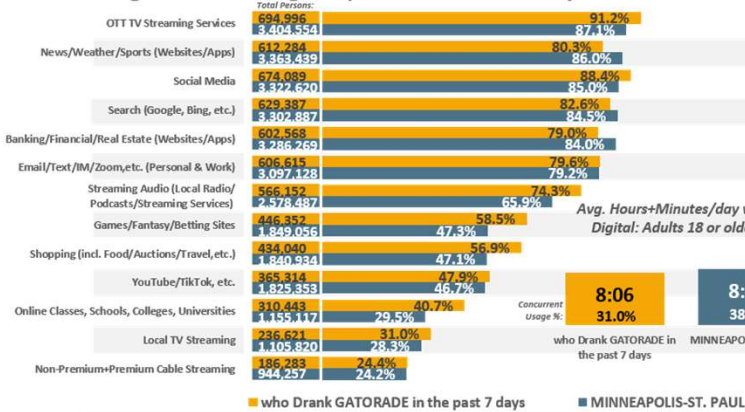
Sports drinks drank past 7 days: Gatorade



598,282 or 78.5% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 161.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

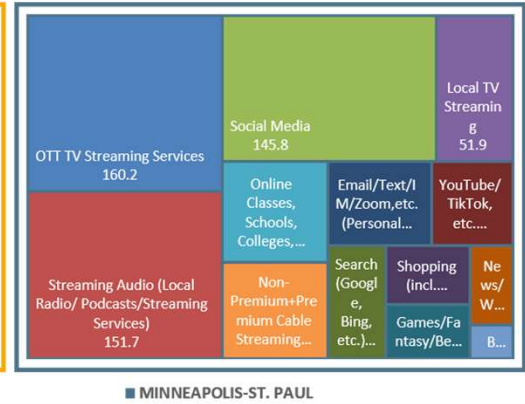
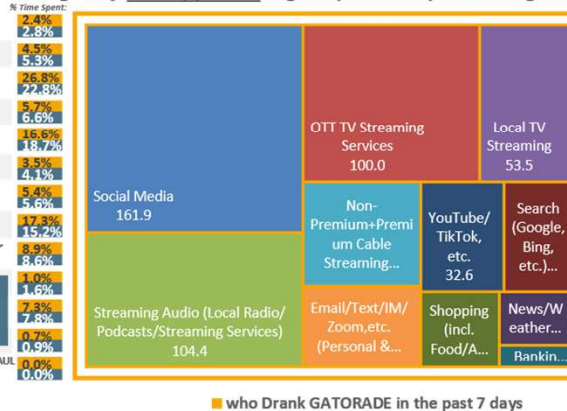
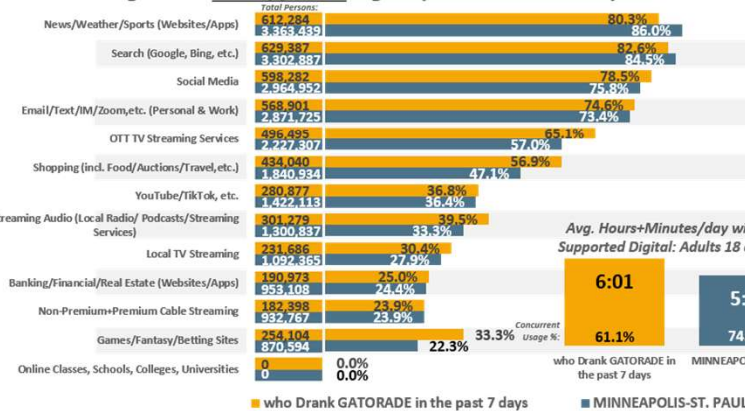
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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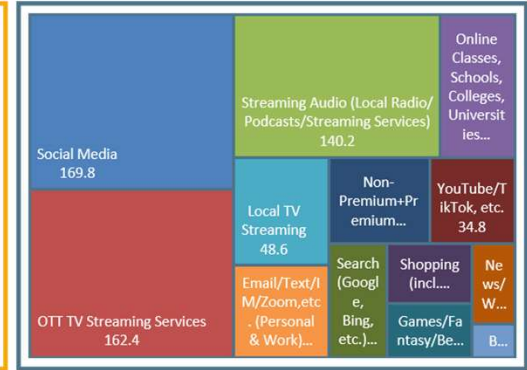
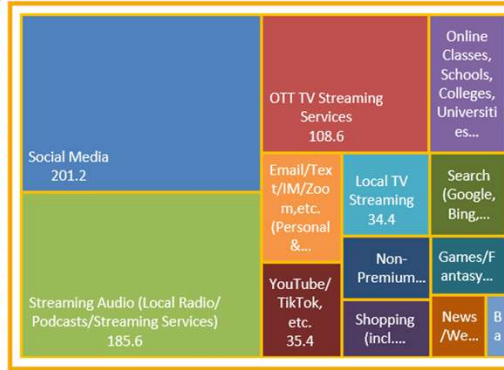
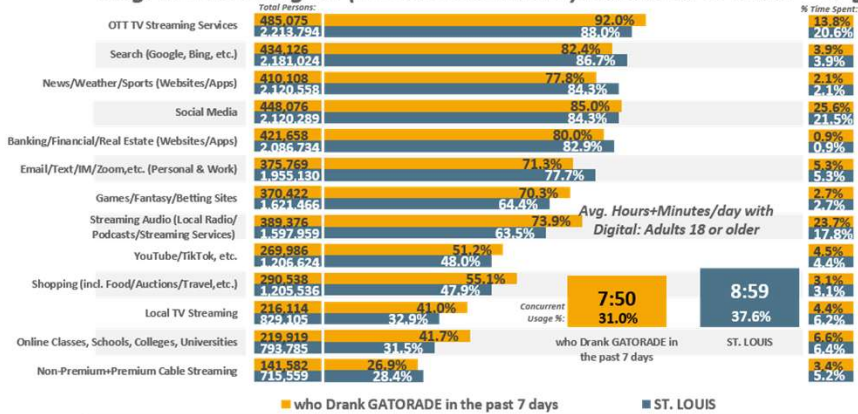
Sports drinks drank past 7 days: Gatorade



384,904 or 73.% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 172.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

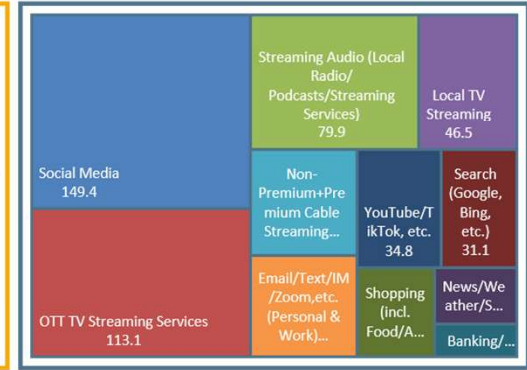
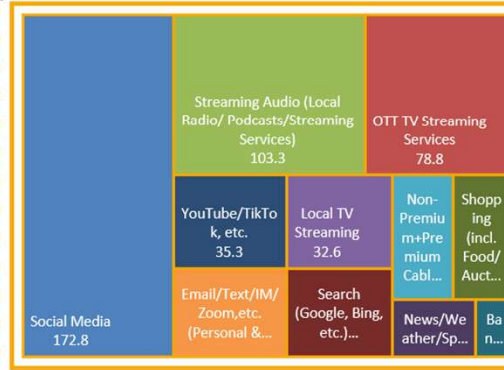
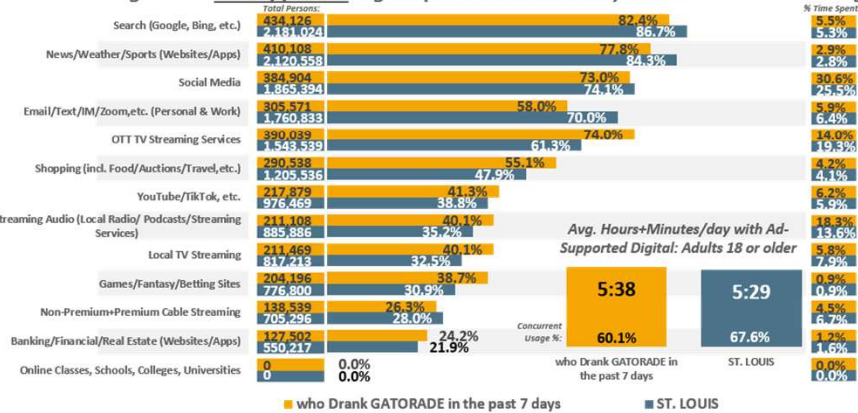
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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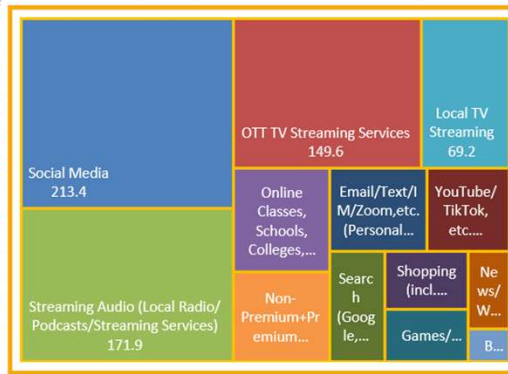
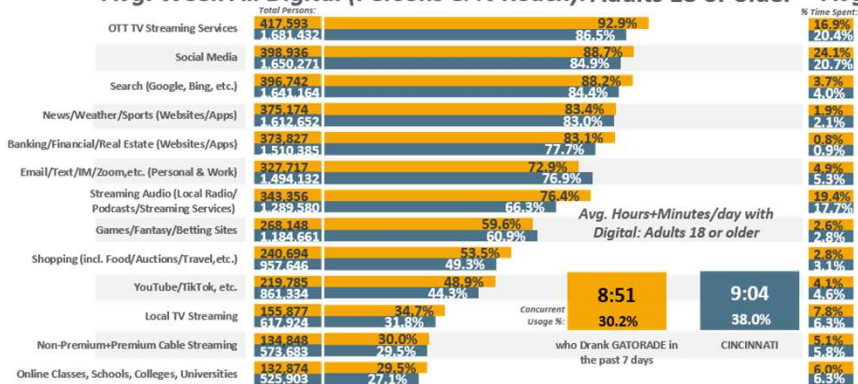
Sports drinks drank past 7 days: Gatorade



366,534 or 81.5% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Social Media for an average of 196. minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

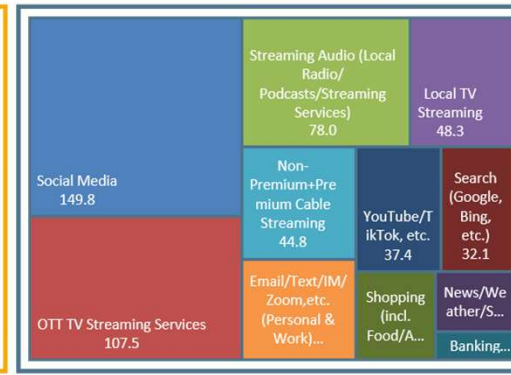
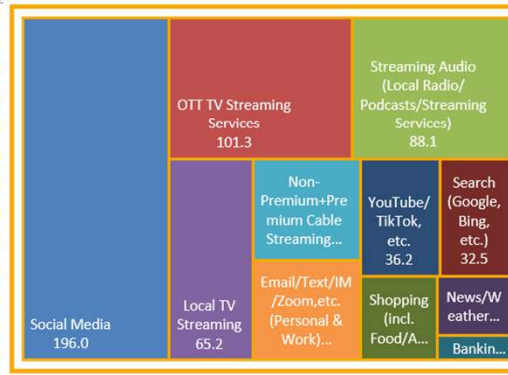
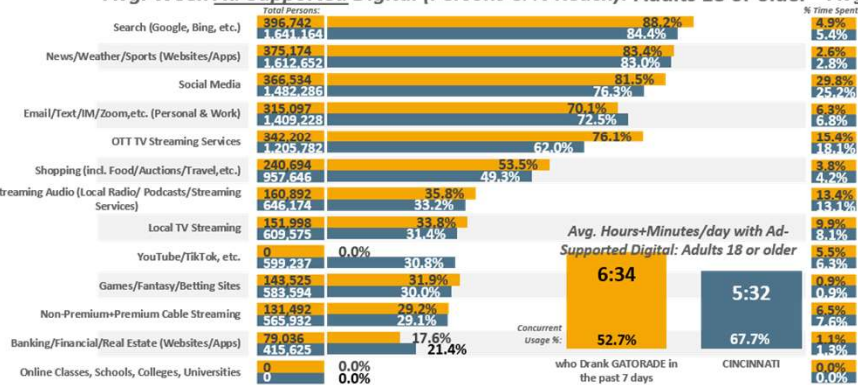
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

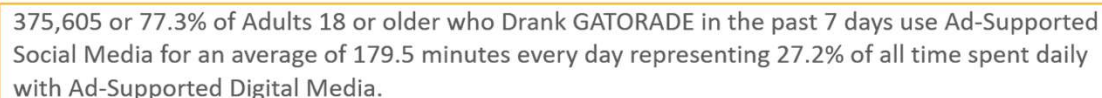
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



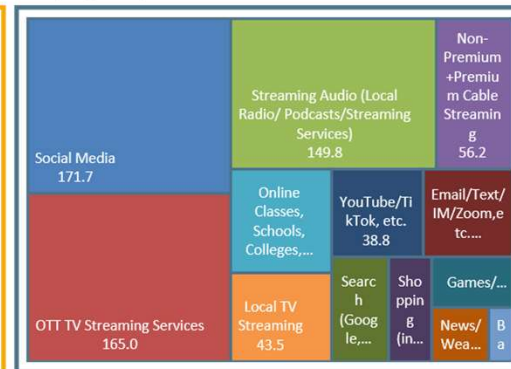
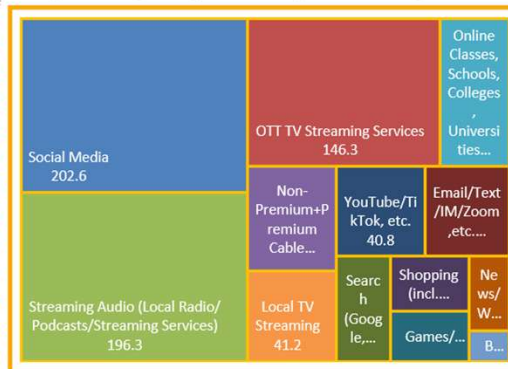
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

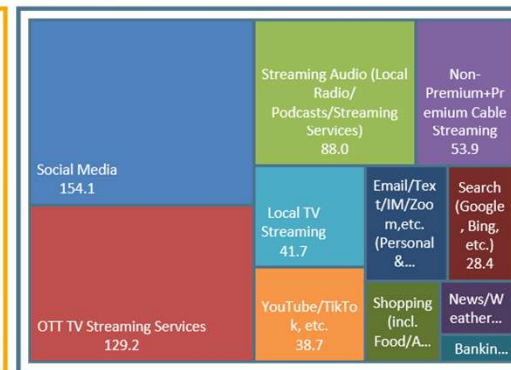




Avg. Week All Digital (Persons & % Reach): Adults 18 or older **Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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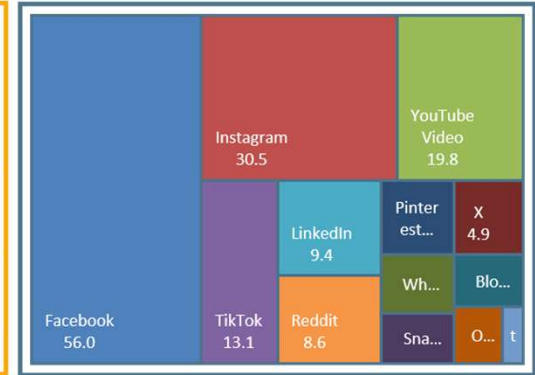
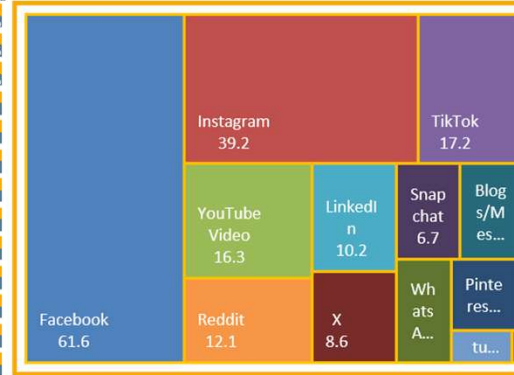
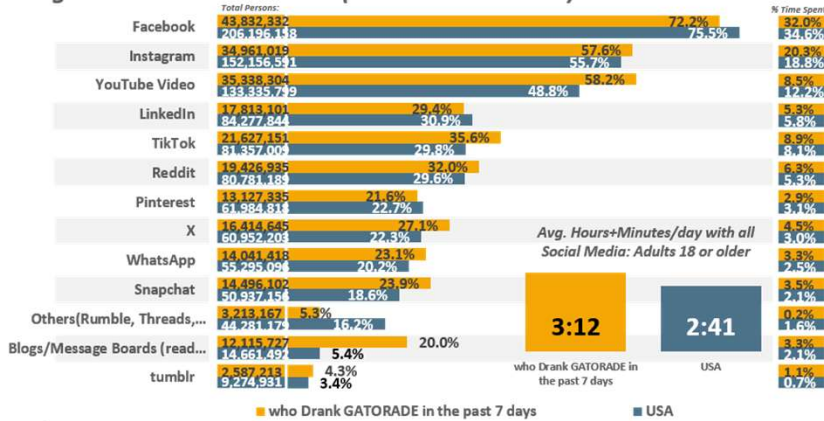
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Sports drinks drank past 7 days: Gatorade

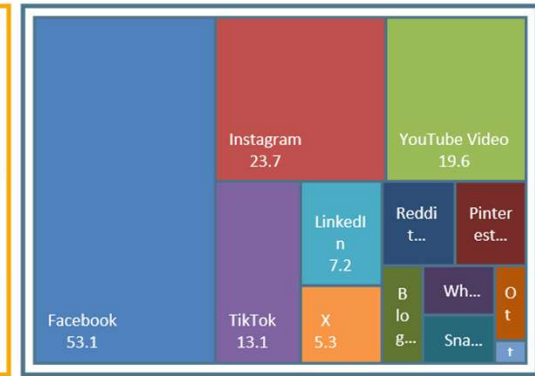
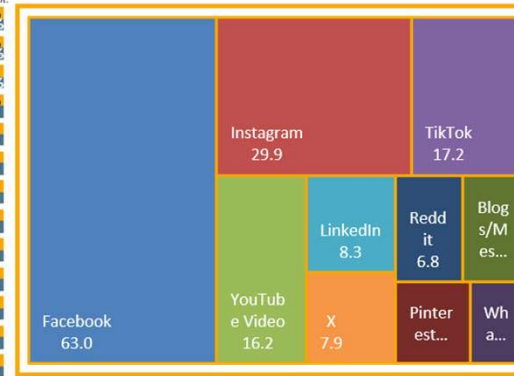
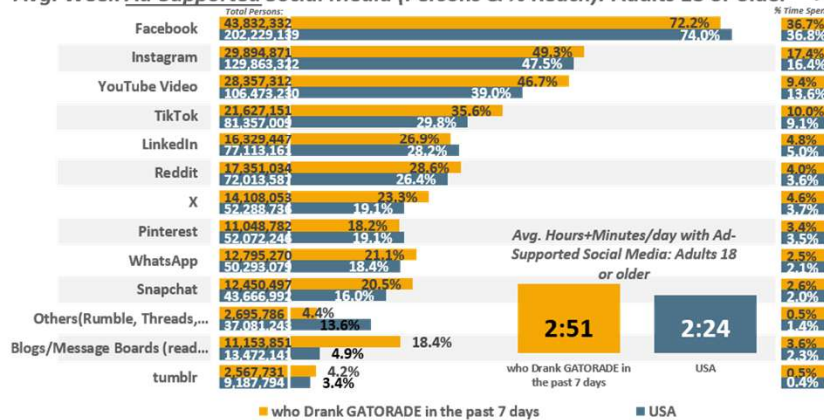


43,832,332 or 72.2% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



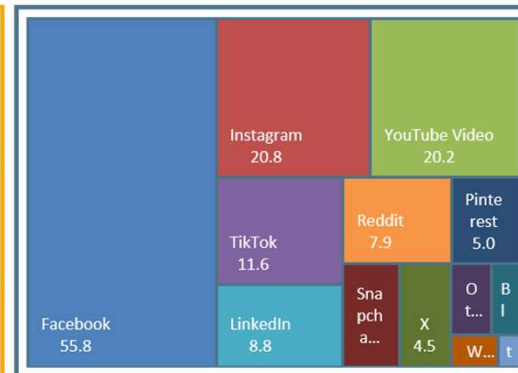
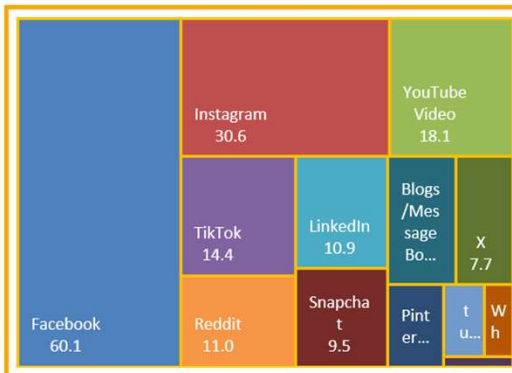
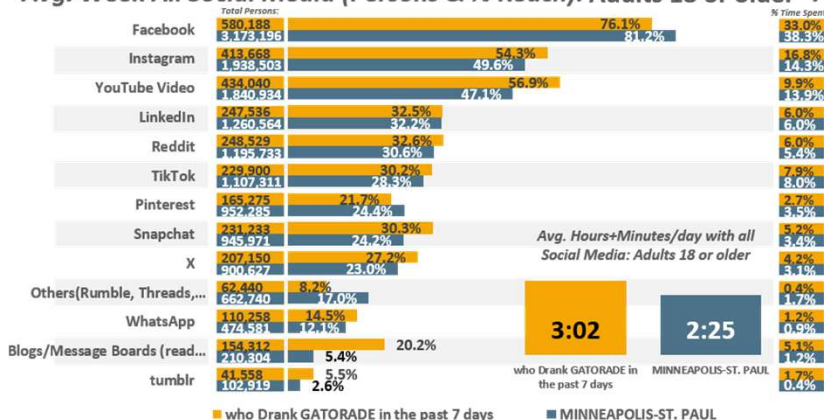
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



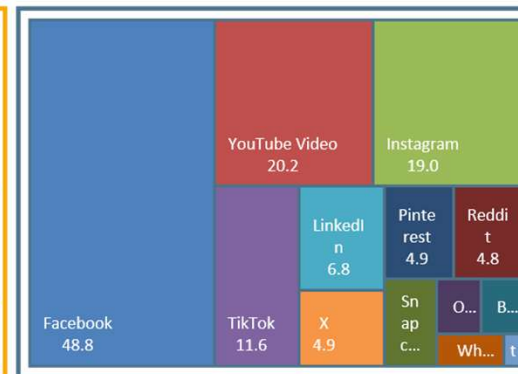
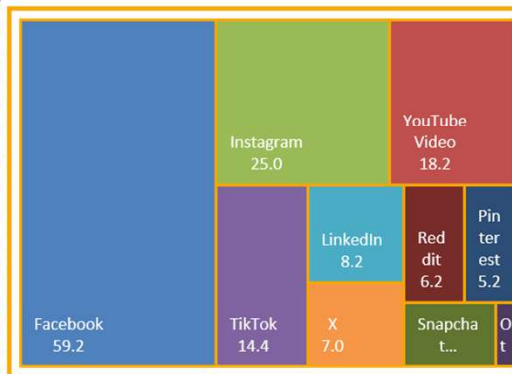
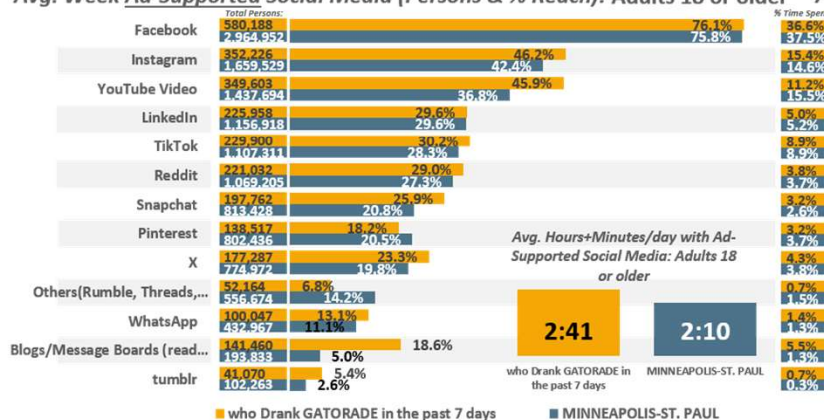


580,188 or 76.1% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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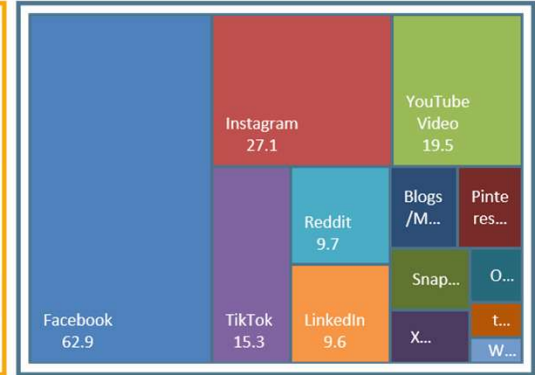
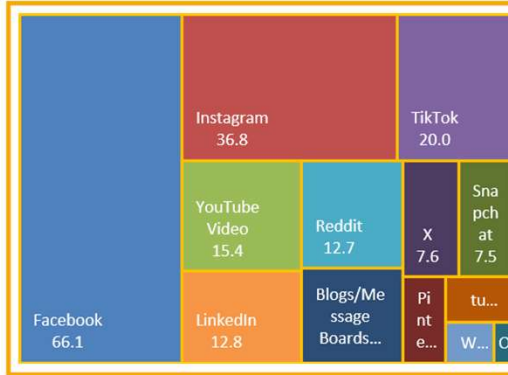
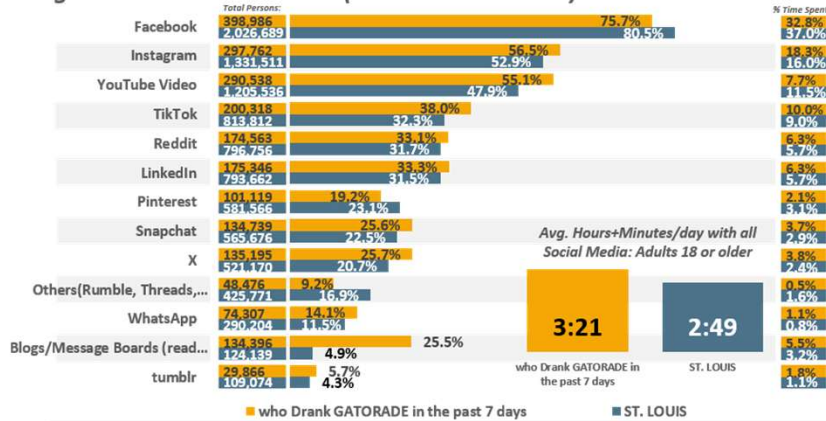
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Sports drinks drank past 7 days: Gatorade

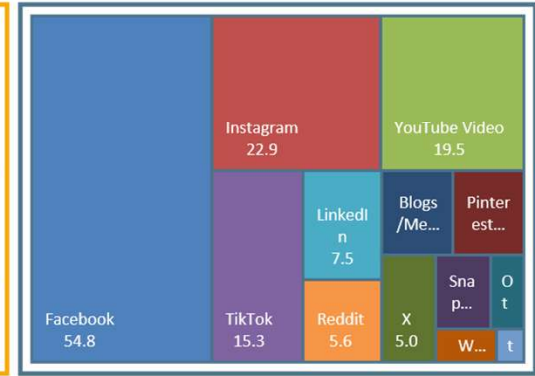
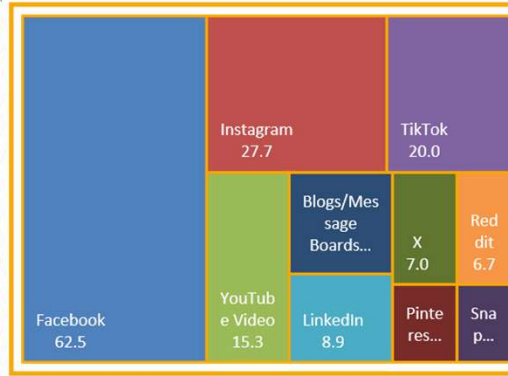
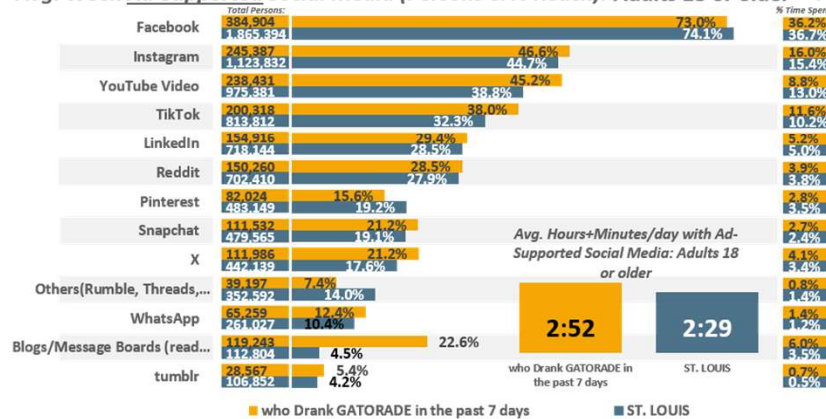


384,904 or 73.% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 62.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



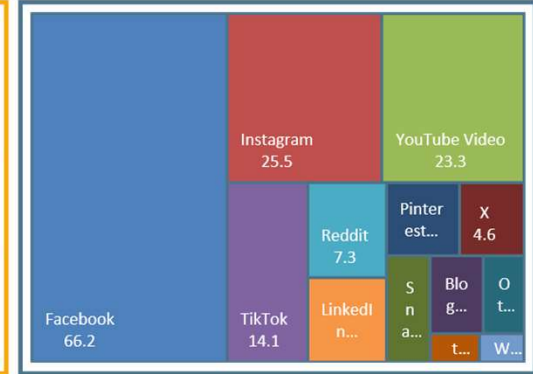
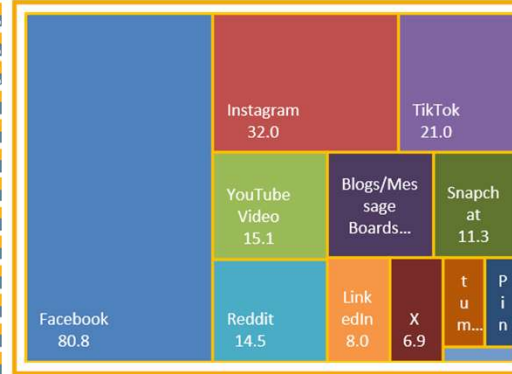
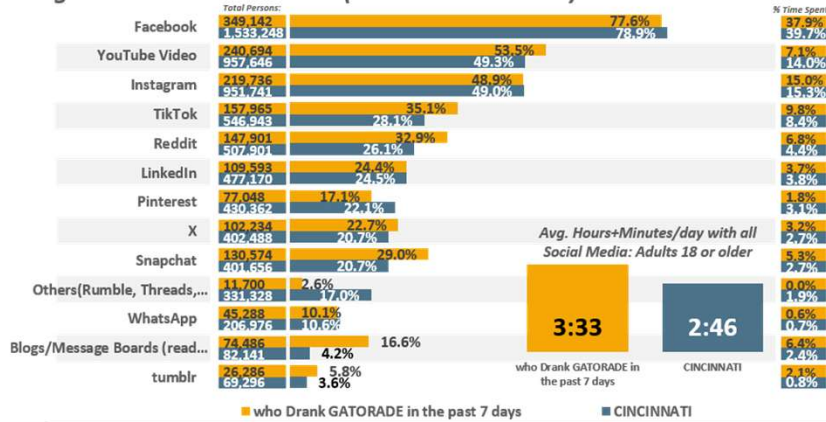
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



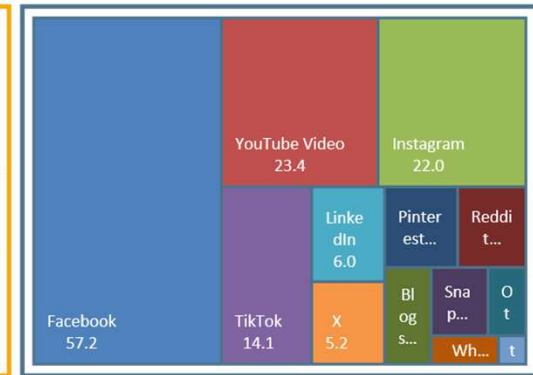
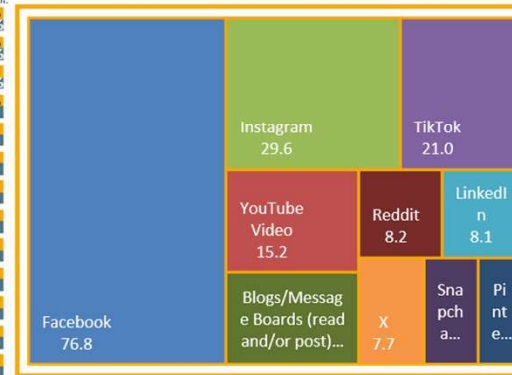
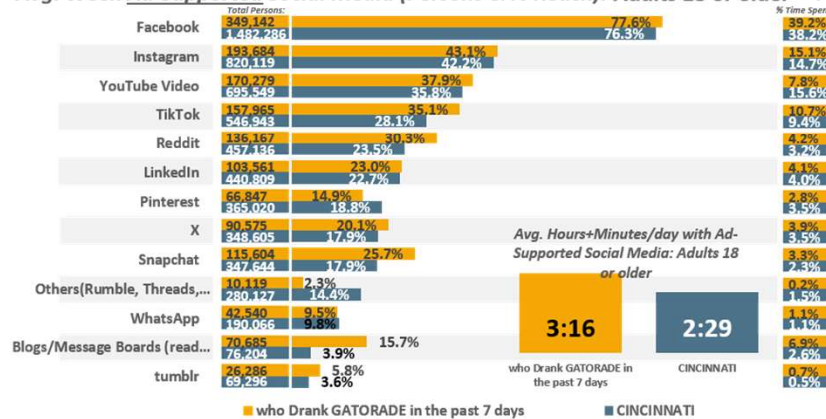


349,142 or 77.6% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 76.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 429
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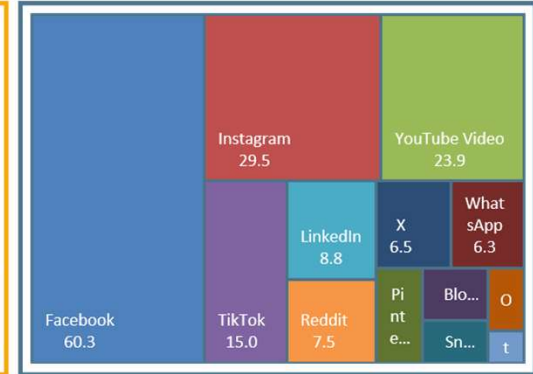
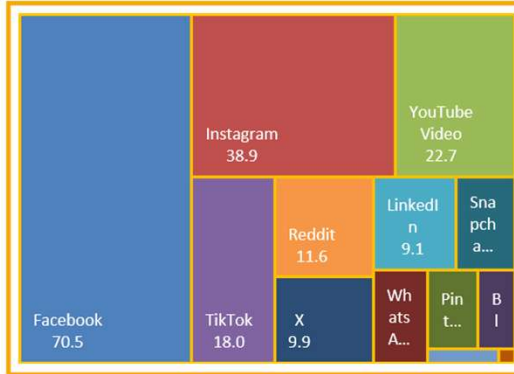
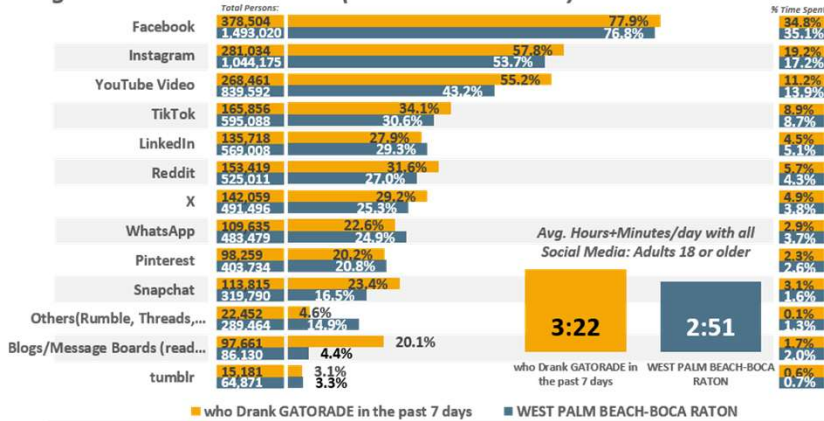
soefa.ai Share of Everything for Anything.

Sports drinks drank past 7 days: Gatorade

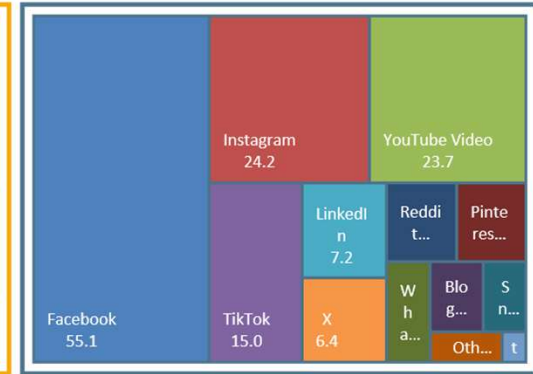
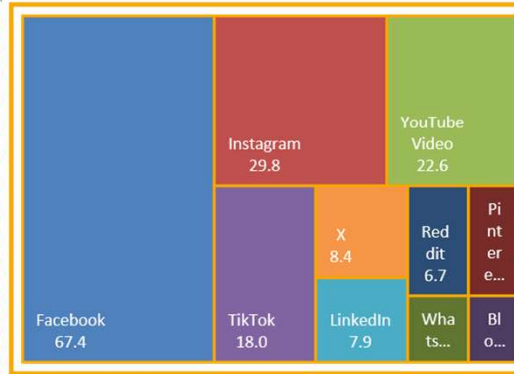
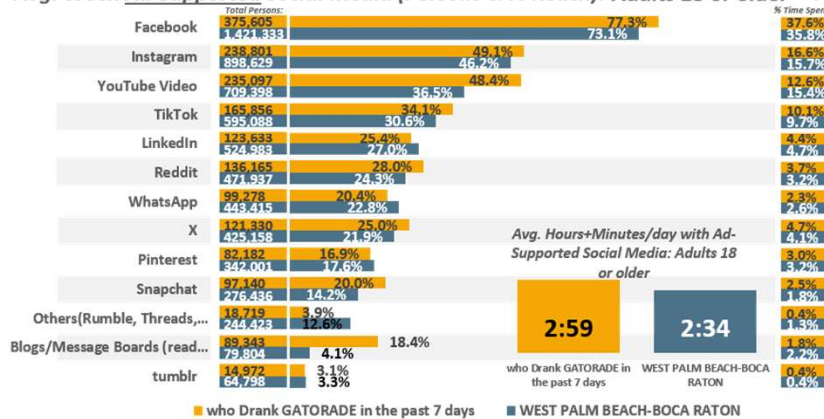


375,605 or 77.3% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 67.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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

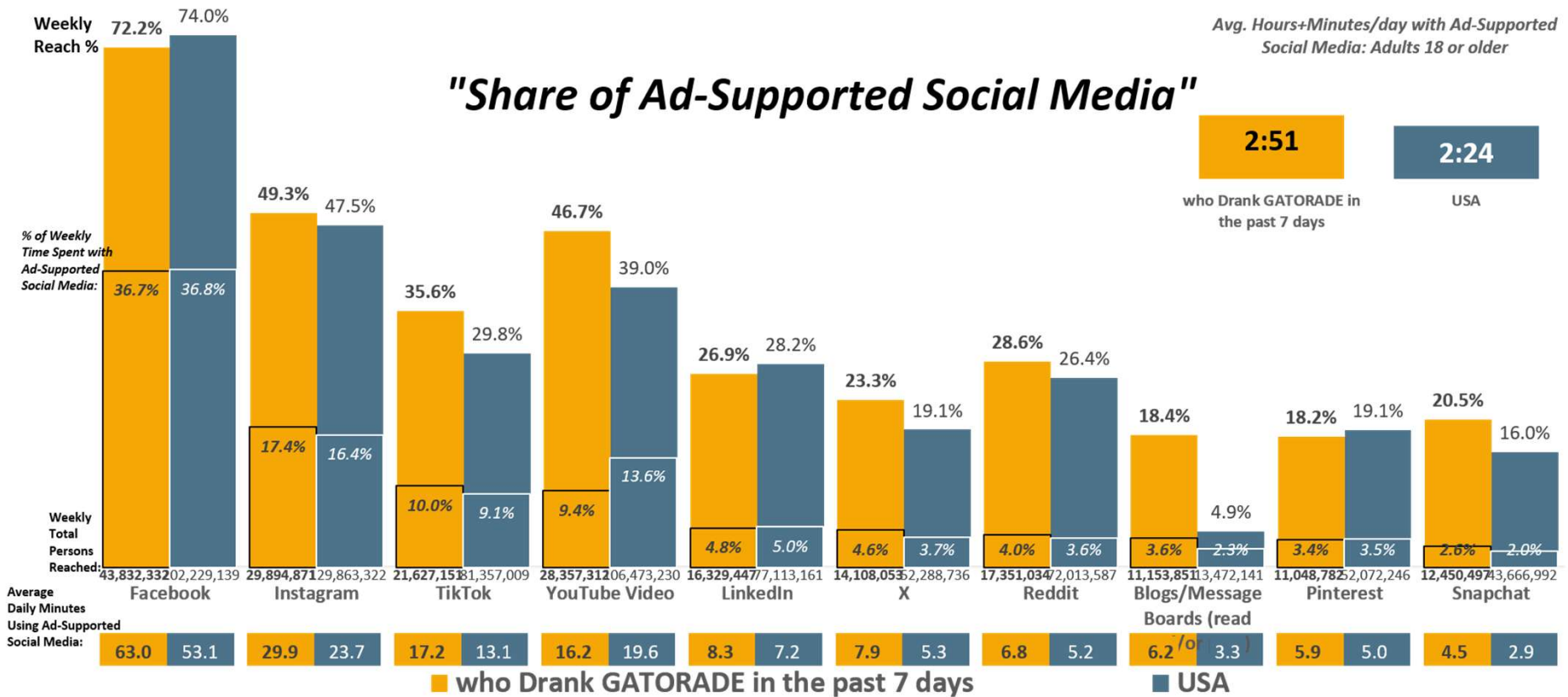


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





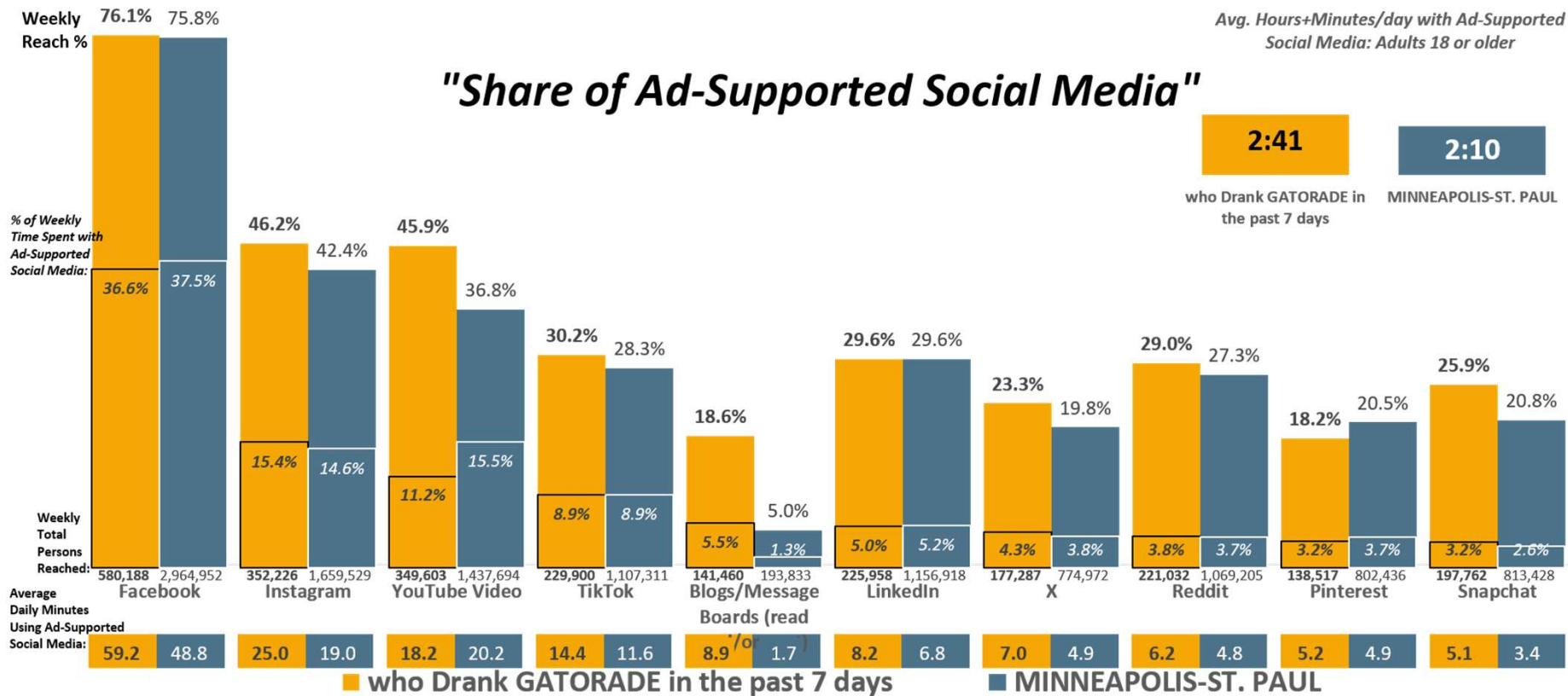
43,832,332 or 72.2% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.





580,188 or 76.1% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

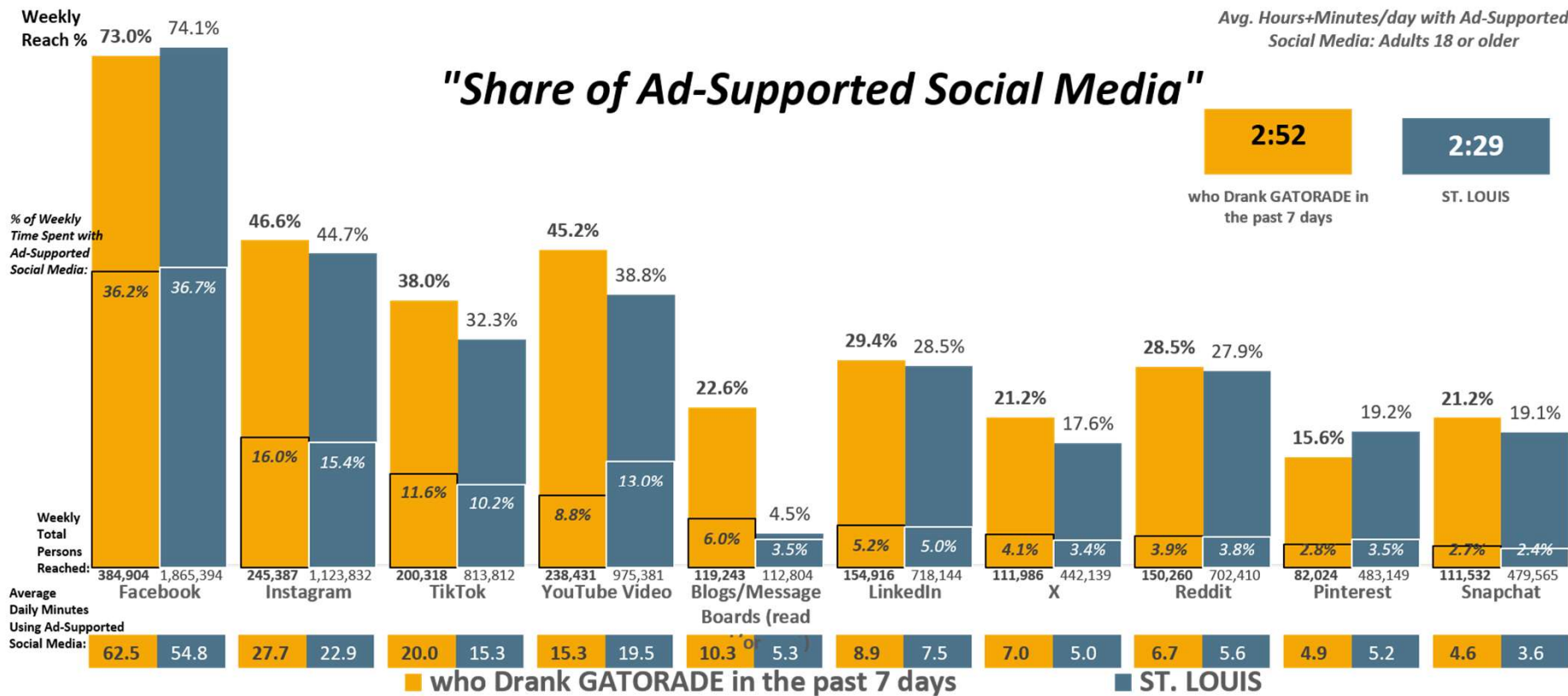
"Share of Ad-Supported Social Media"





384,904 or 73.% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 62.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

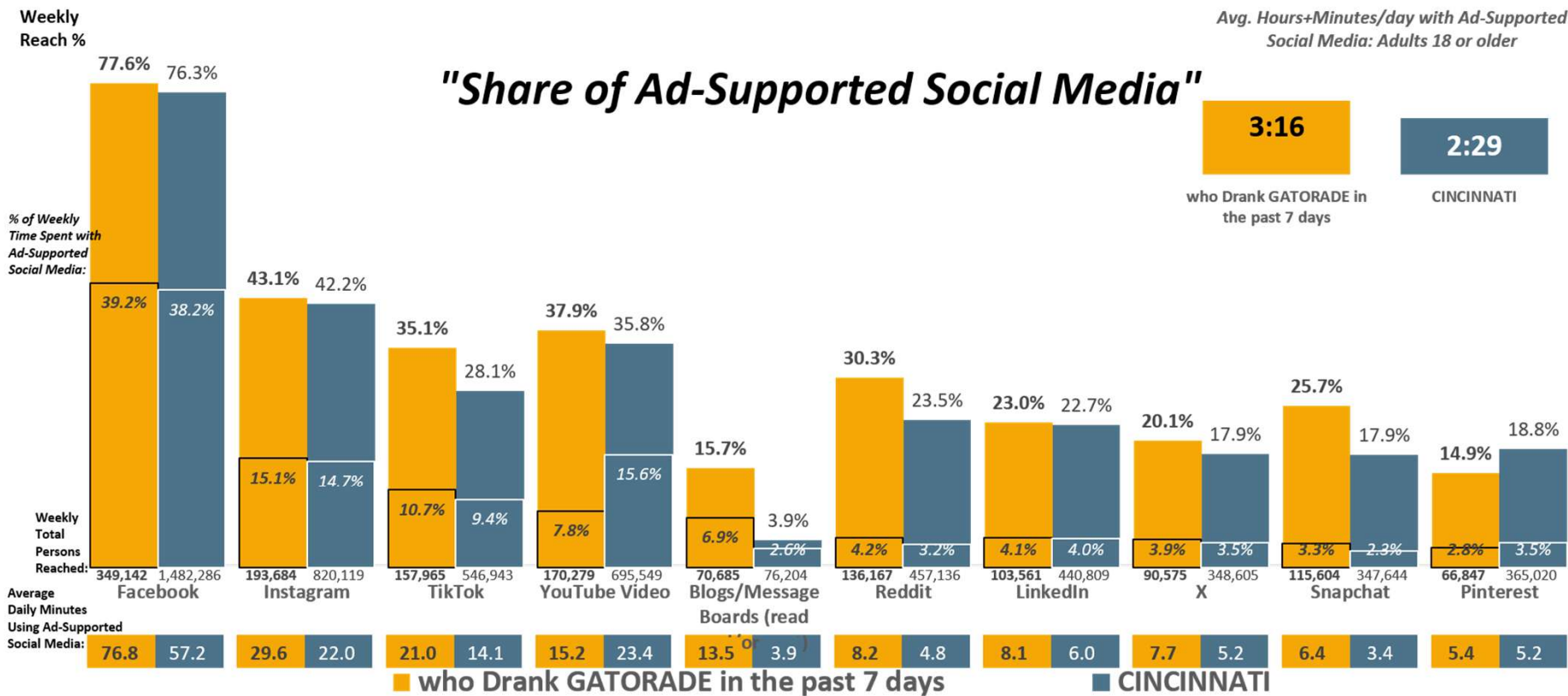
"Share of Ad-Supported Social Media"





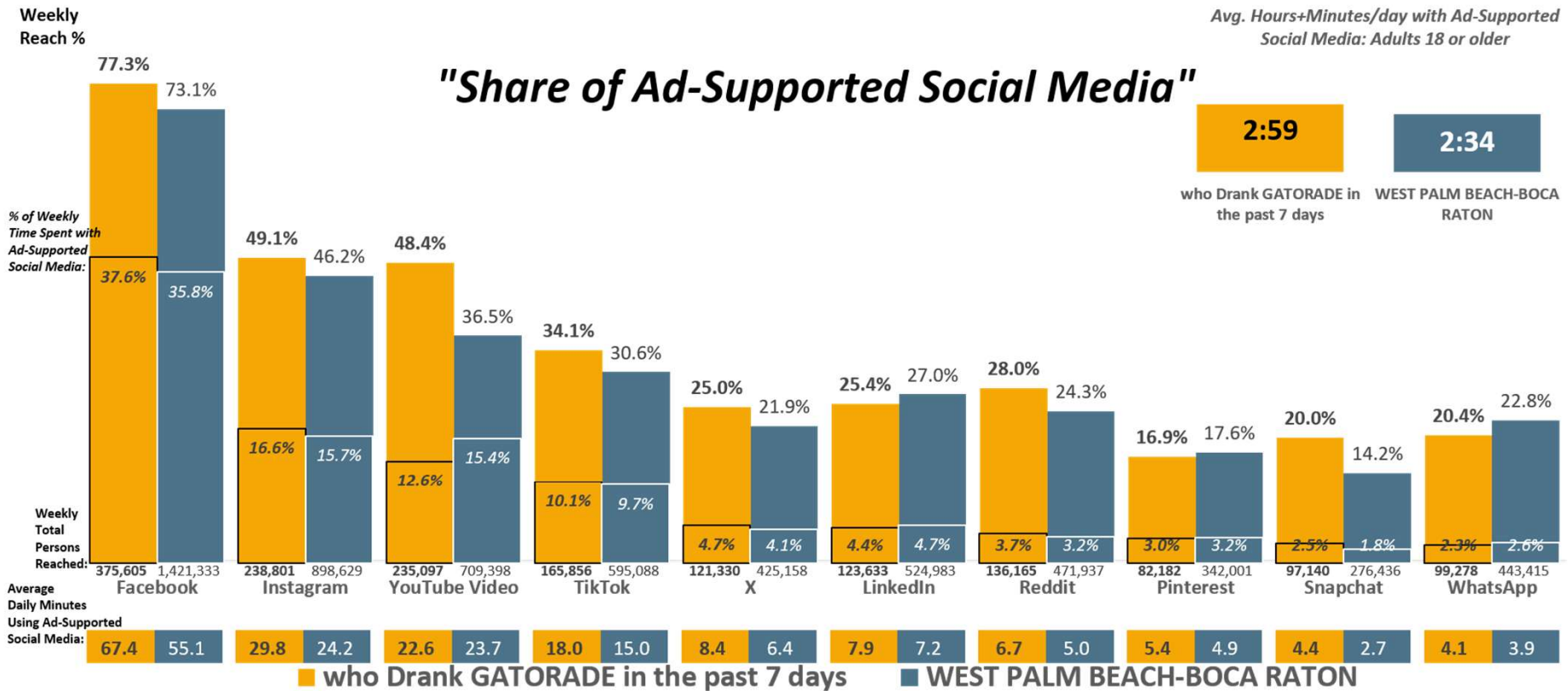
349,142 or 77.6% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 76.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





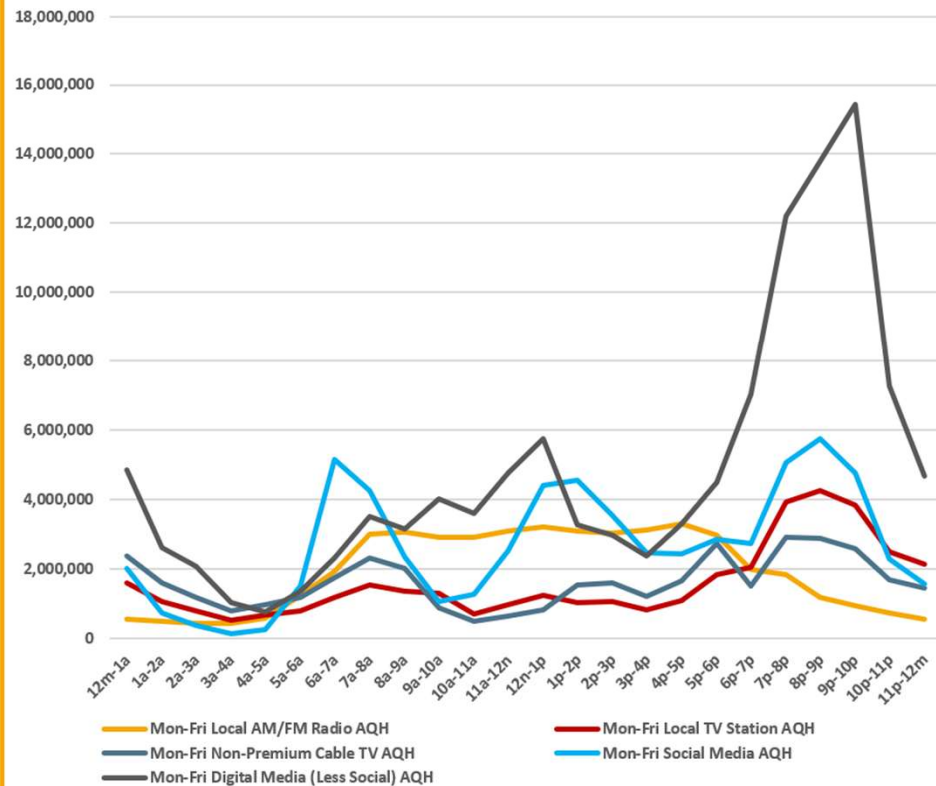
375,605 or 77.3% of Adults 18 or older who Drank GATORADE in the past 7 days use Ad-Supported Facebook for an average of 67.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



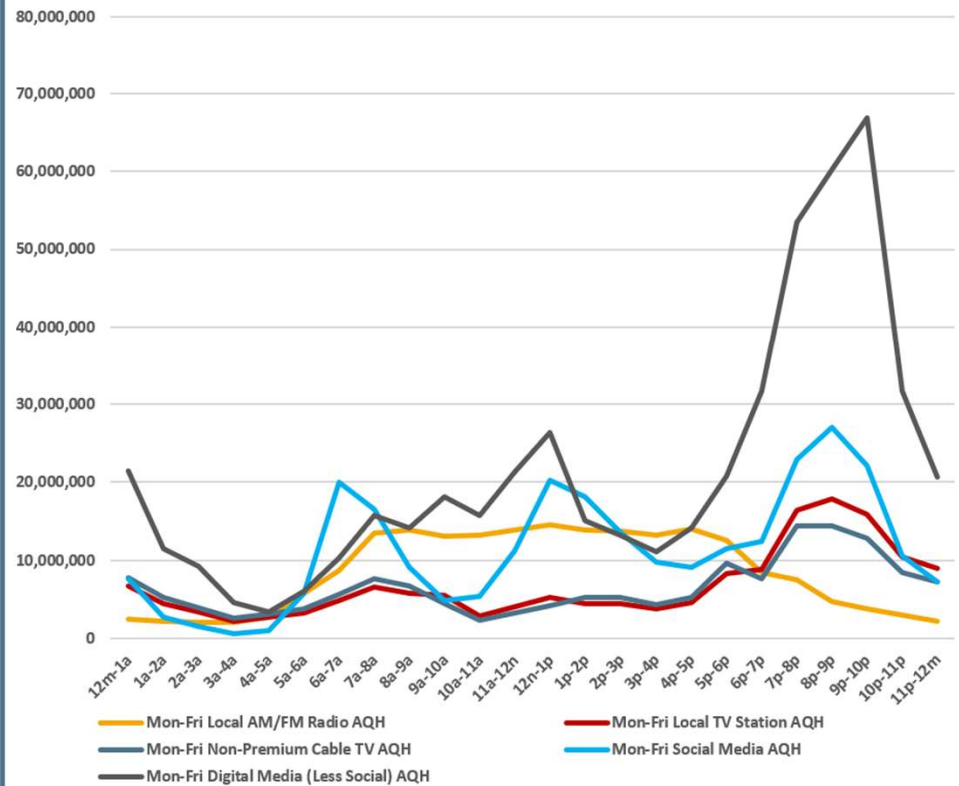


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,893,177; Social Media: 3,045,307; Local Radio: 2,894,208; Non-Prem. Cable: 1,474,362; Local TV: 1,244,418 reaching Adults 18 or older who Drank GATORADE in the past 7 d

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



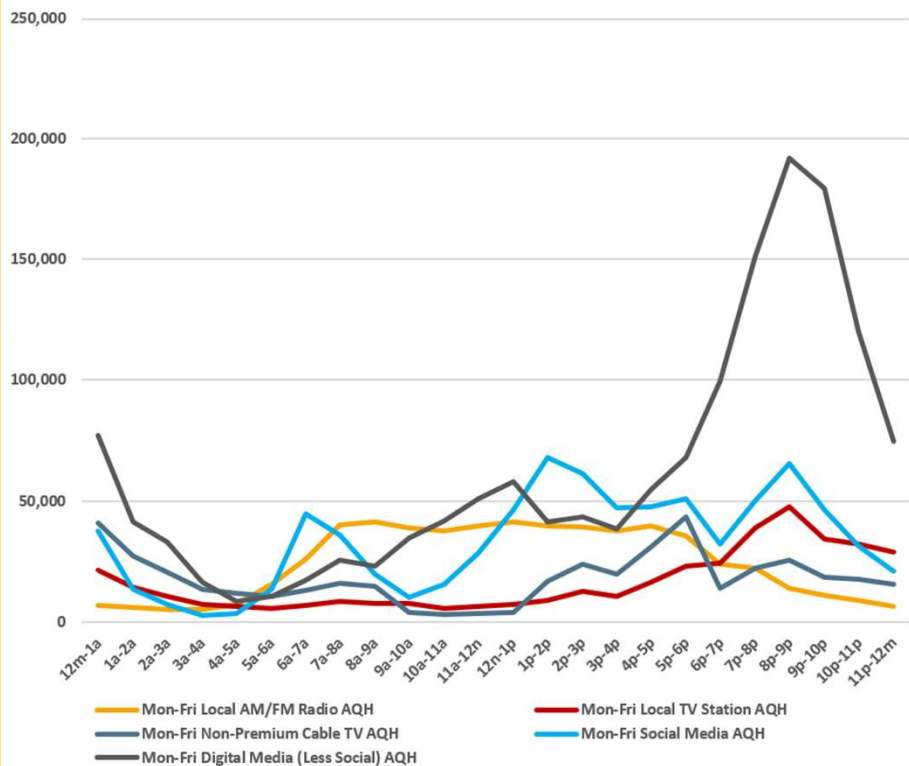
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



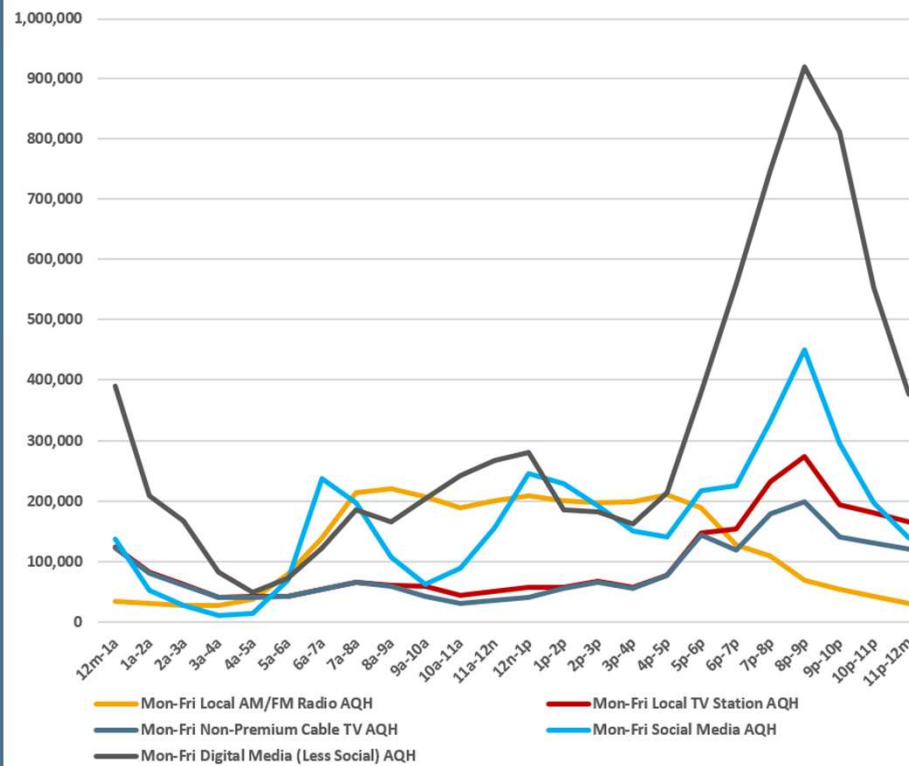


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,949; Social Media: 39,154; Local Radio: 37,062; Non-Prem. Cable: 15,963; Local TV: 11,262 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



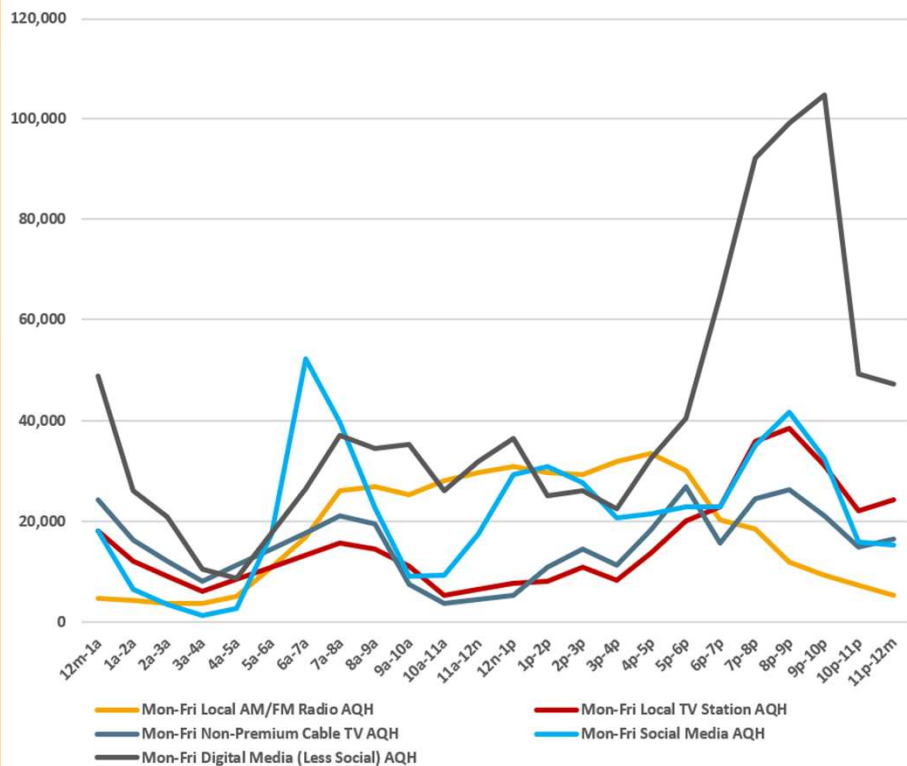
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 18 or older



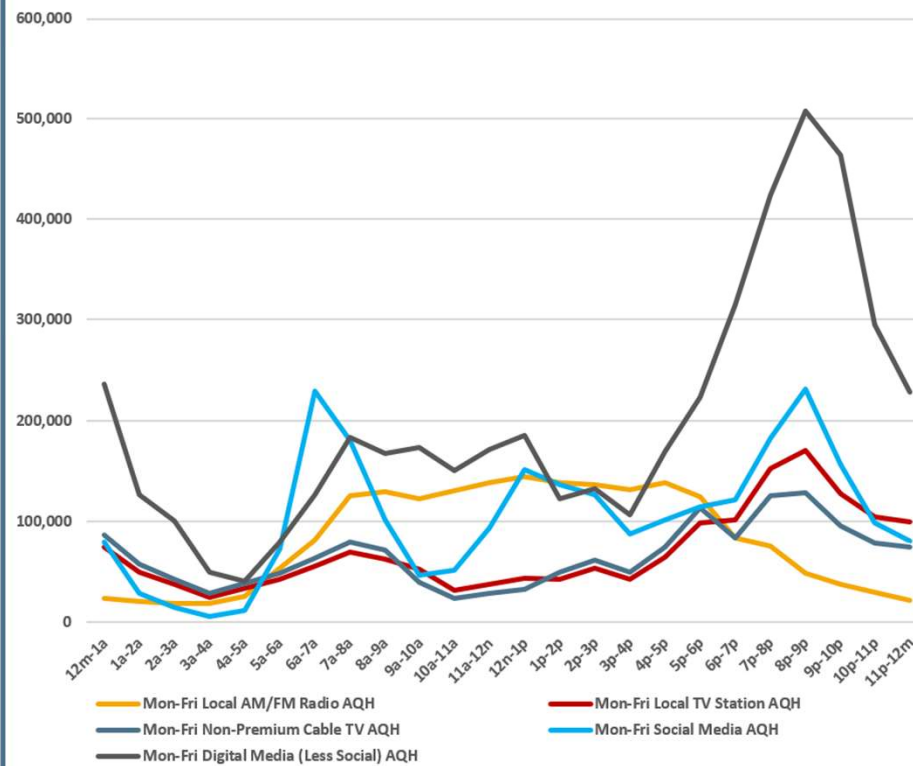


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,774; Local Radio: 27,585; Social Media: 25,083; Non-Prem. Cable: 13,575; Local TV: 12,173 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



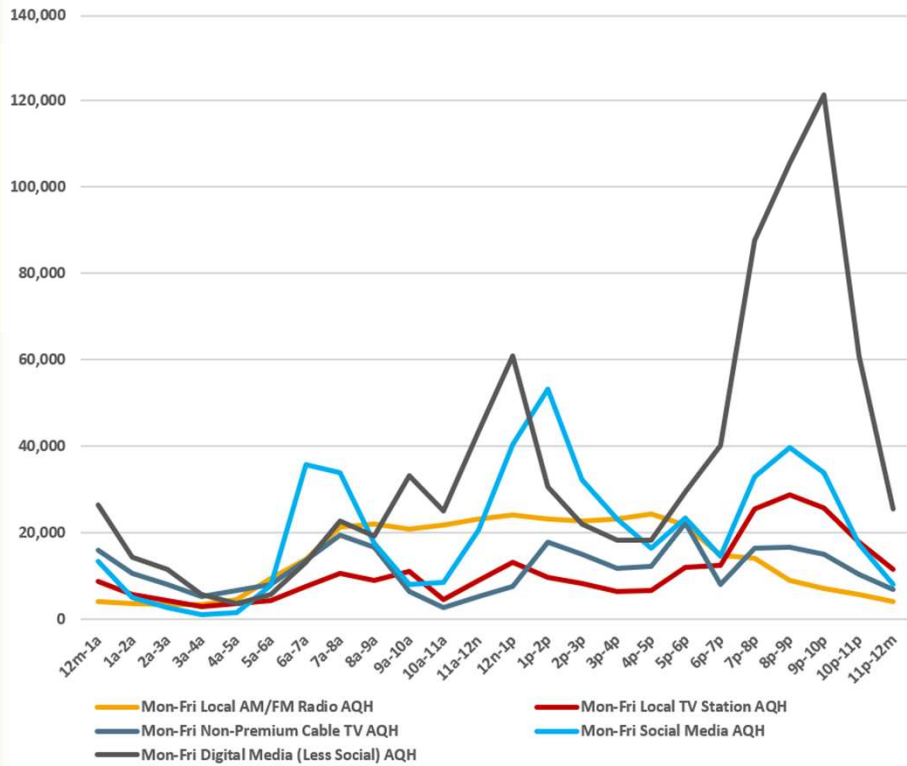
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



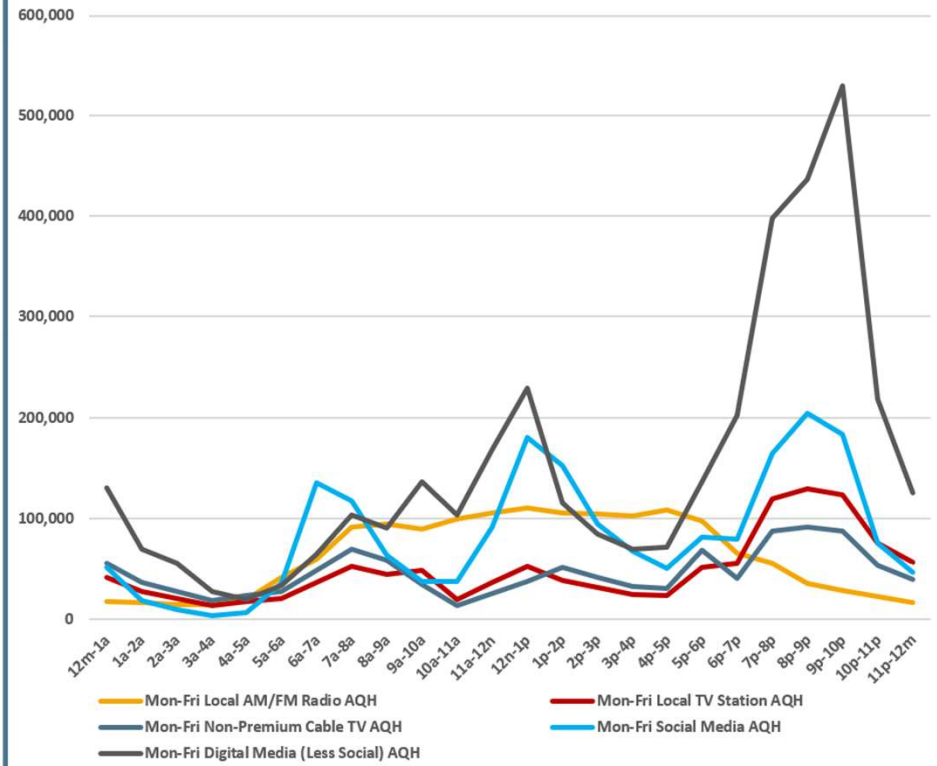


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,950; Social Media: 25,232; Local Radio: 21,318; Non-Prem. Cable: 12,242; Local TV: 9,283 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



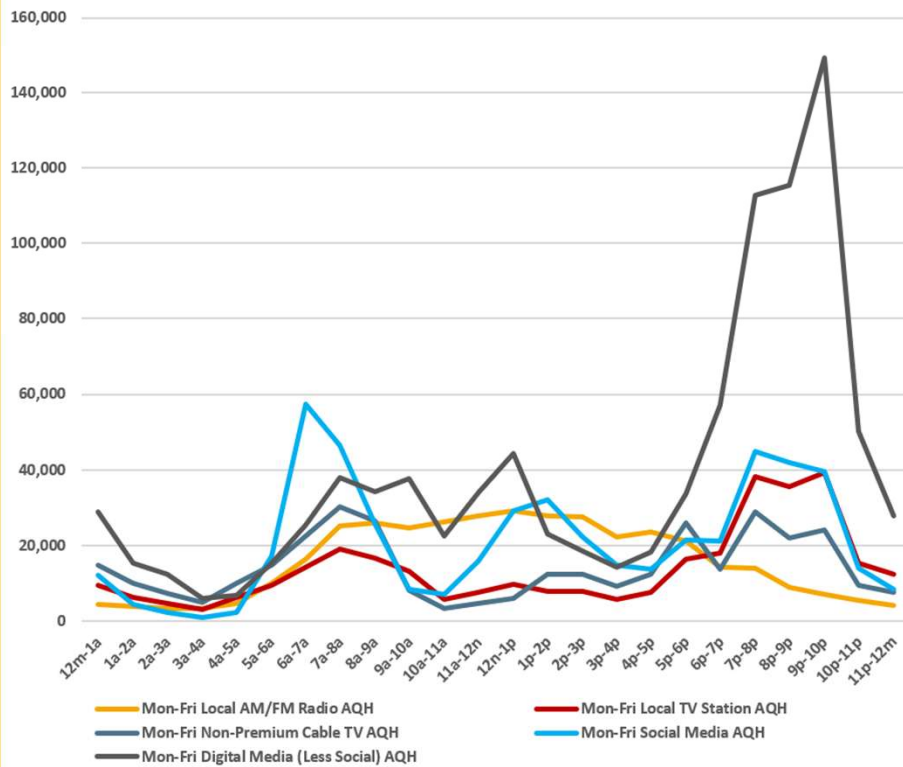
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



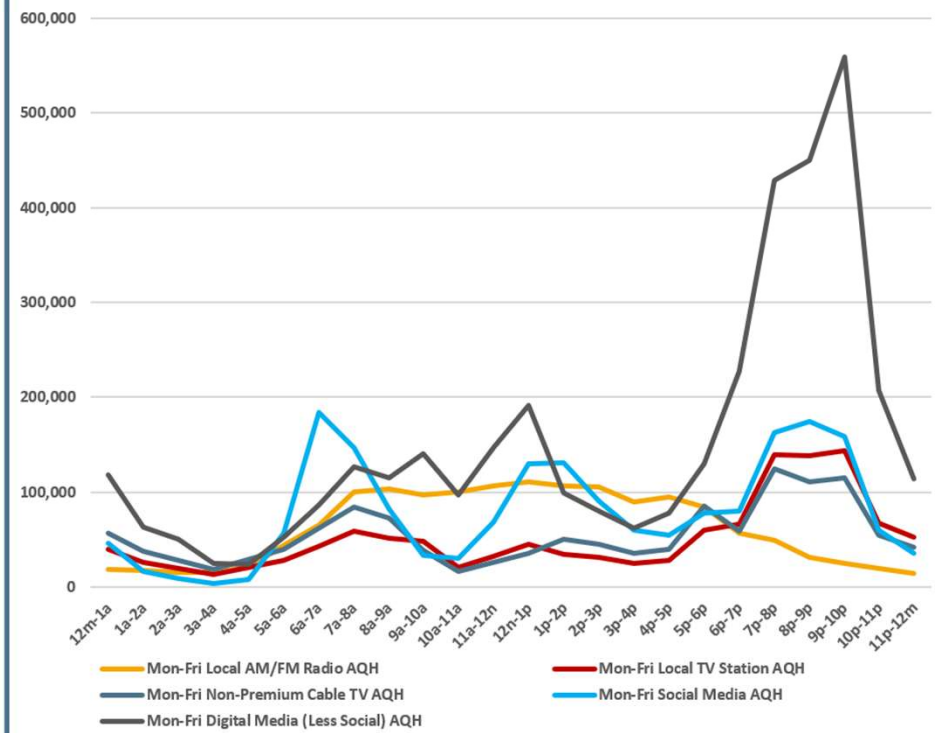


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,831; Social Media: 24,285; Local Radio: 24,011; Non-Prem. Cable: 14,425; Local TV: 11,517 reaching Adults 18 or older who Drank GATORADE in the past 7 days.

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



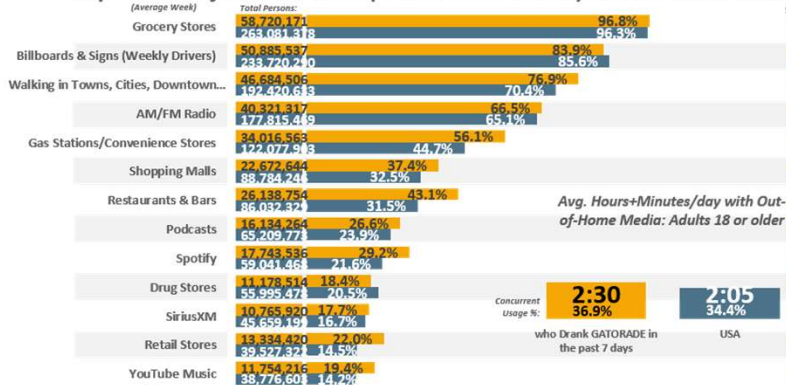
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 18 or older**



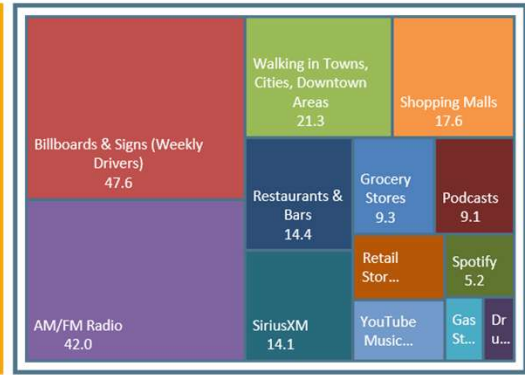
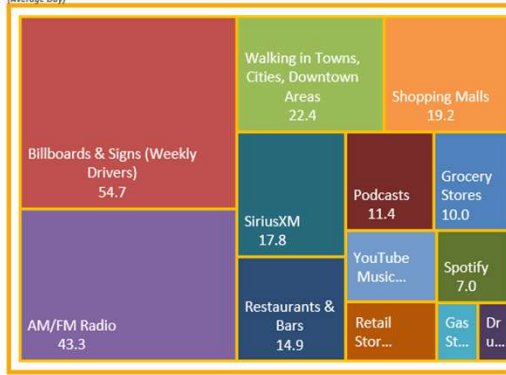


50,885,537 or 83.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minutes/day.

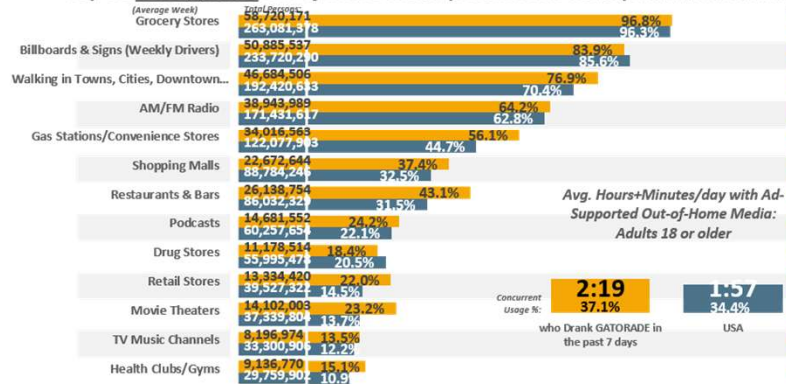
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



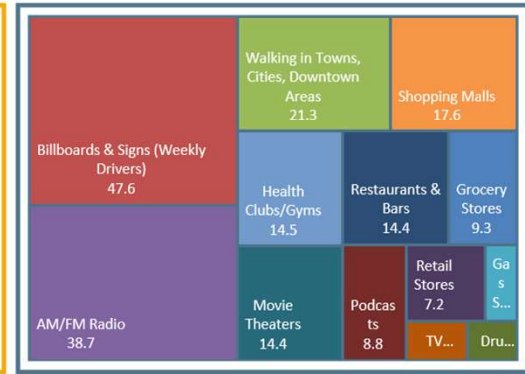
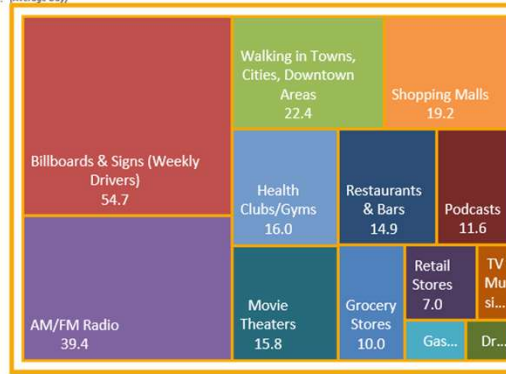
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



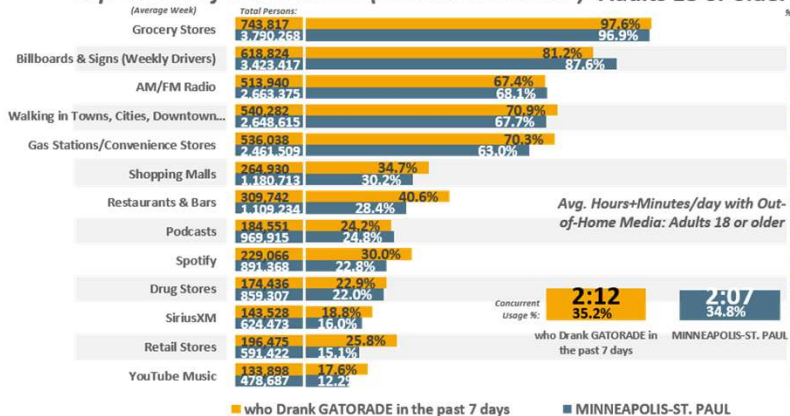
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



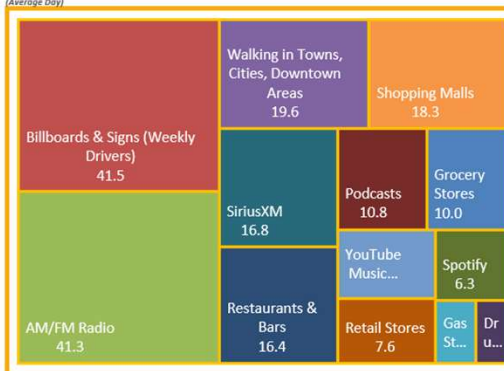


618,824 or 81.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

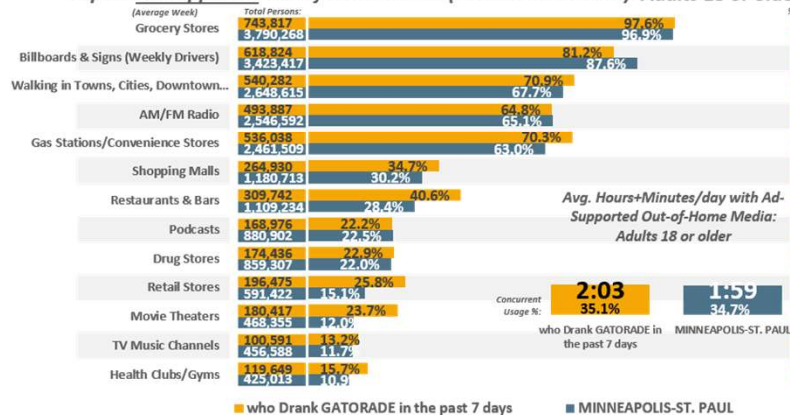
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



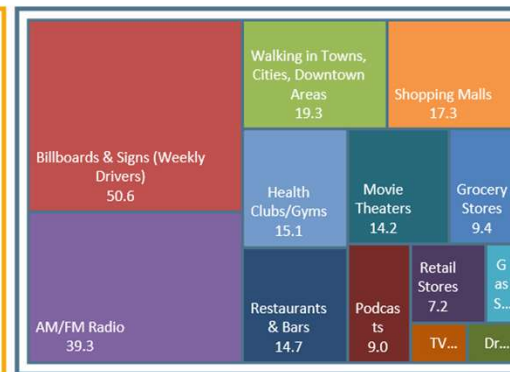
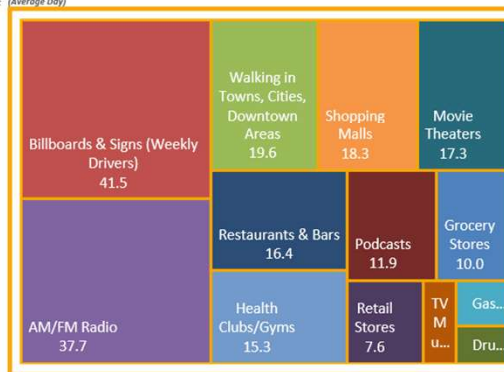
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
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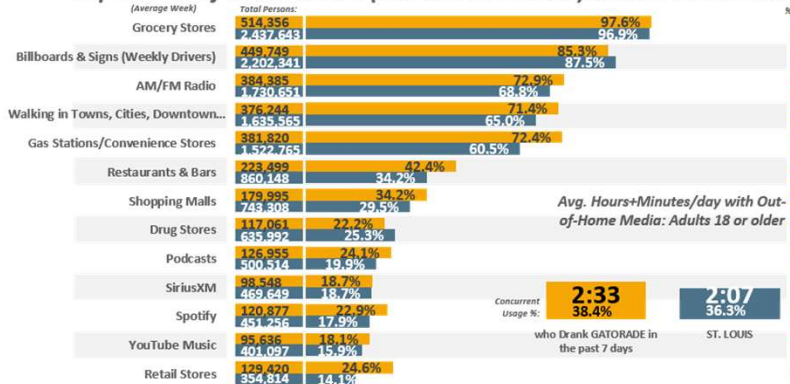
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

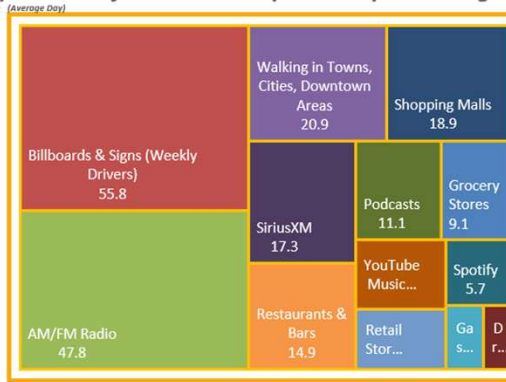


449,749 or 85.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

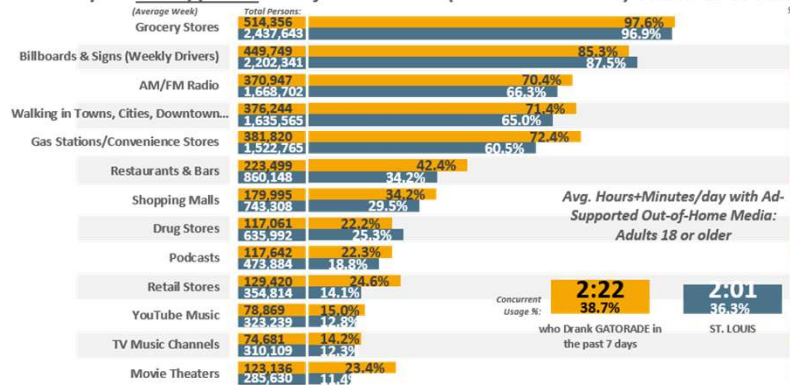
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



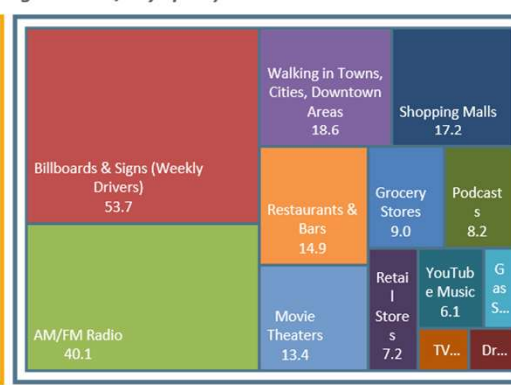
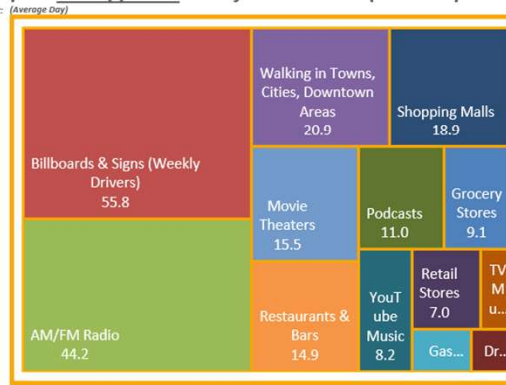
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



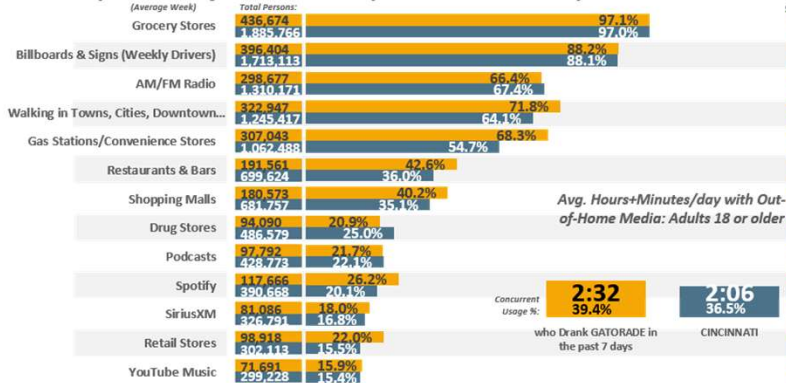
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



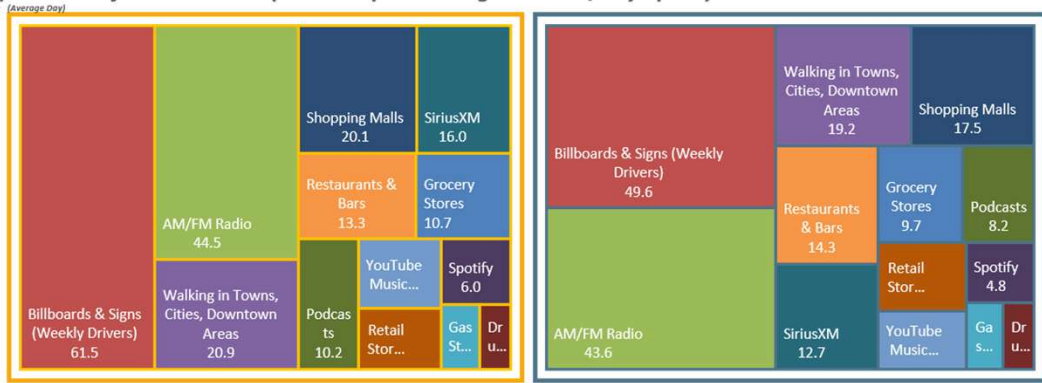


396,404 or 88.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

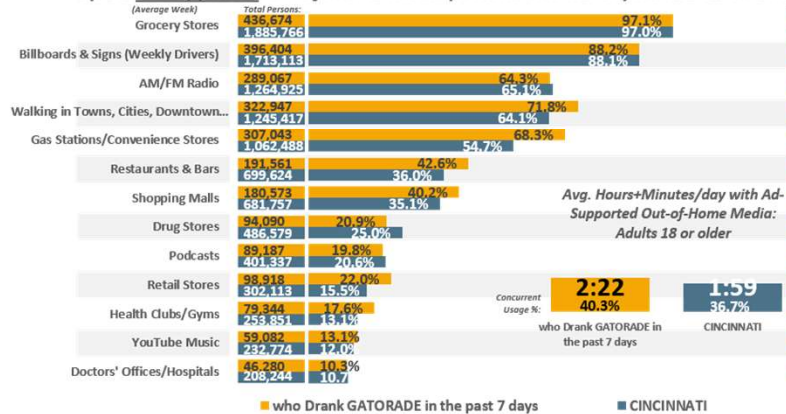
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



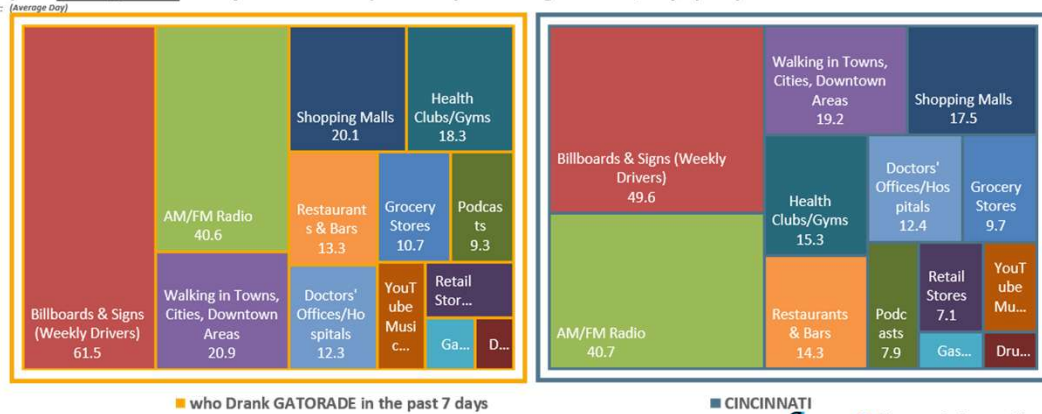
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 429
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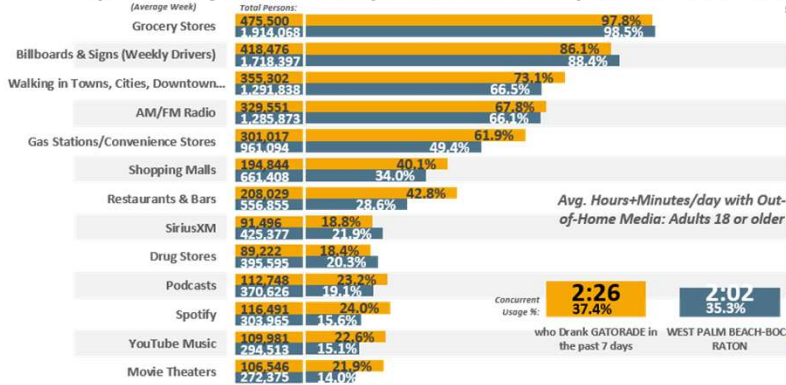
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

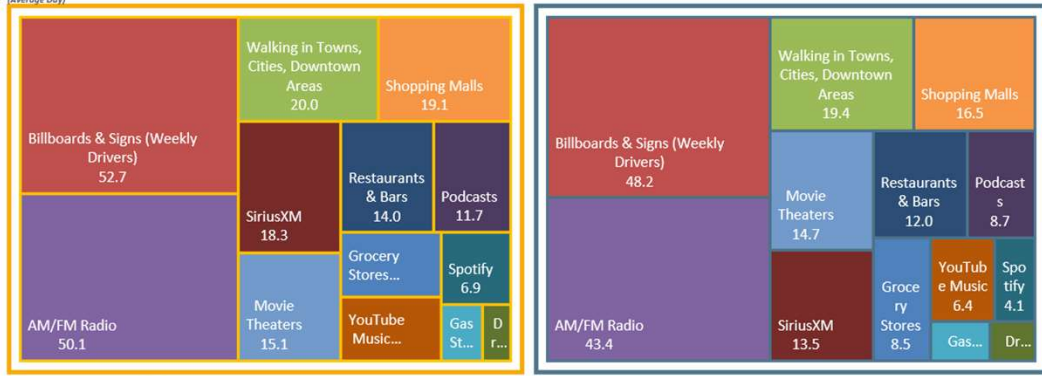


418,476 or 86.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

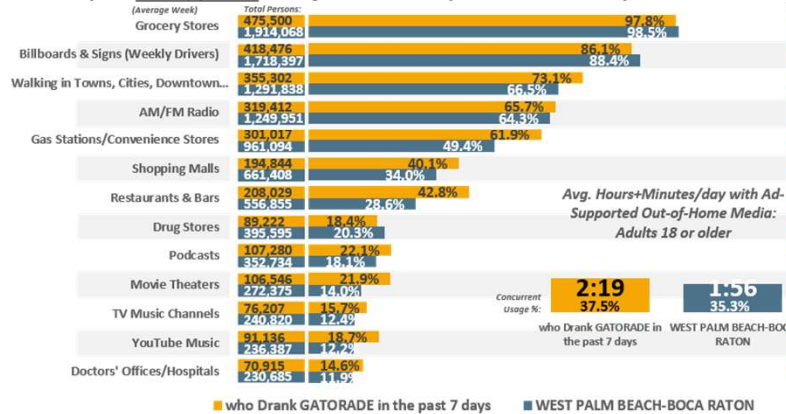
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



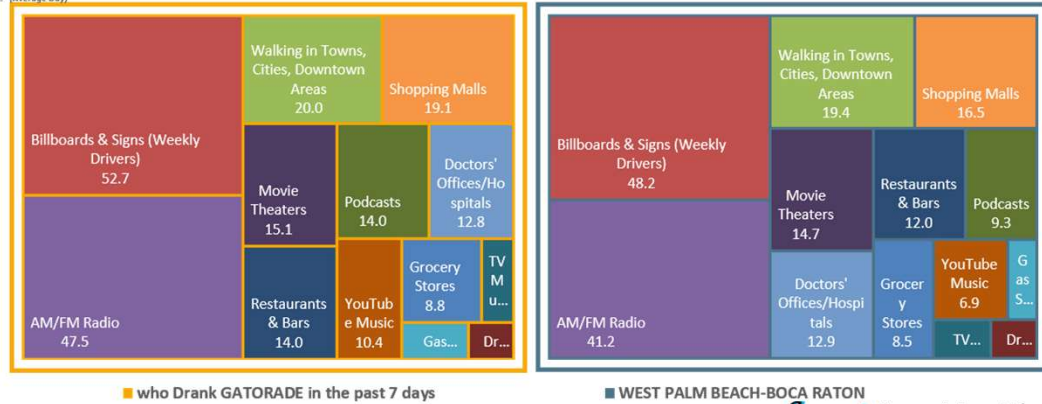
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608
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Sports drinks drank past 7 days: Gatorade

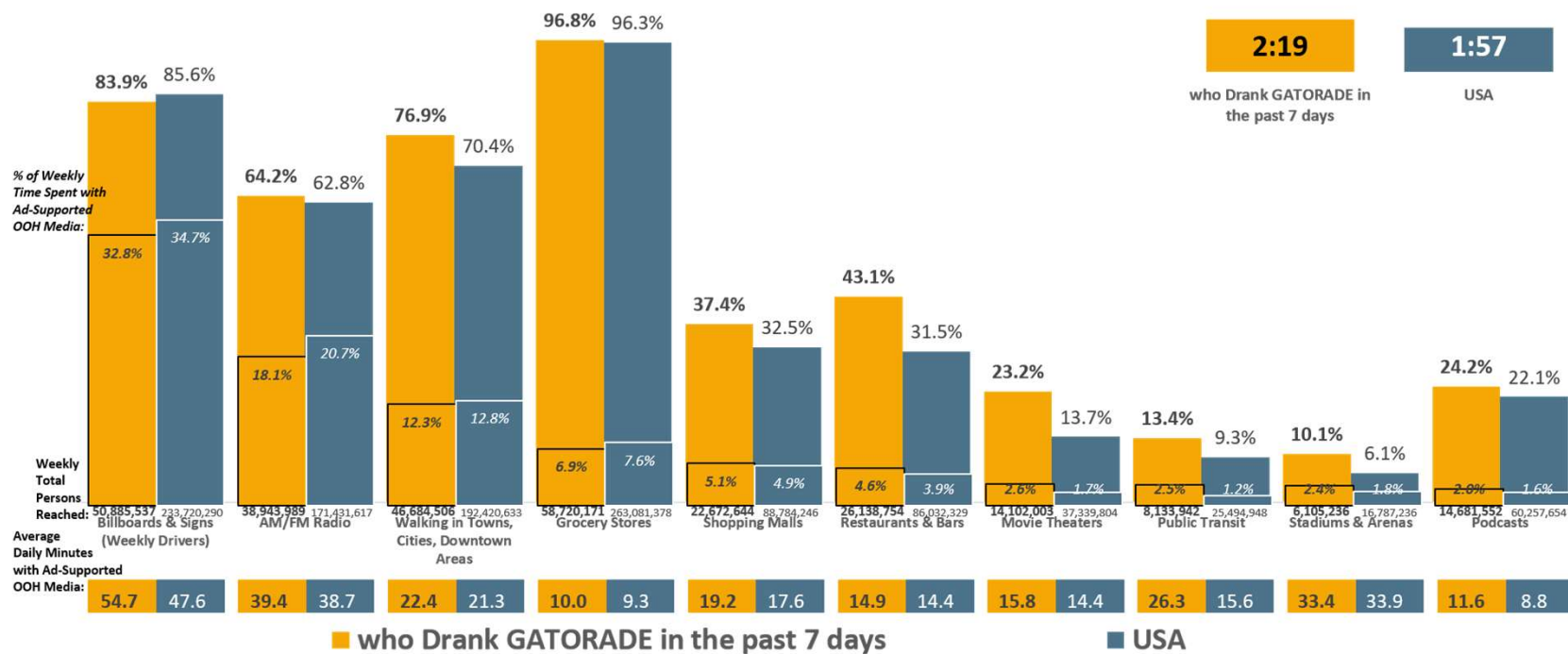


50,885,537 or 83.9% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 32.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19

who Drank GATORADE in the past 7 days

1:57

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

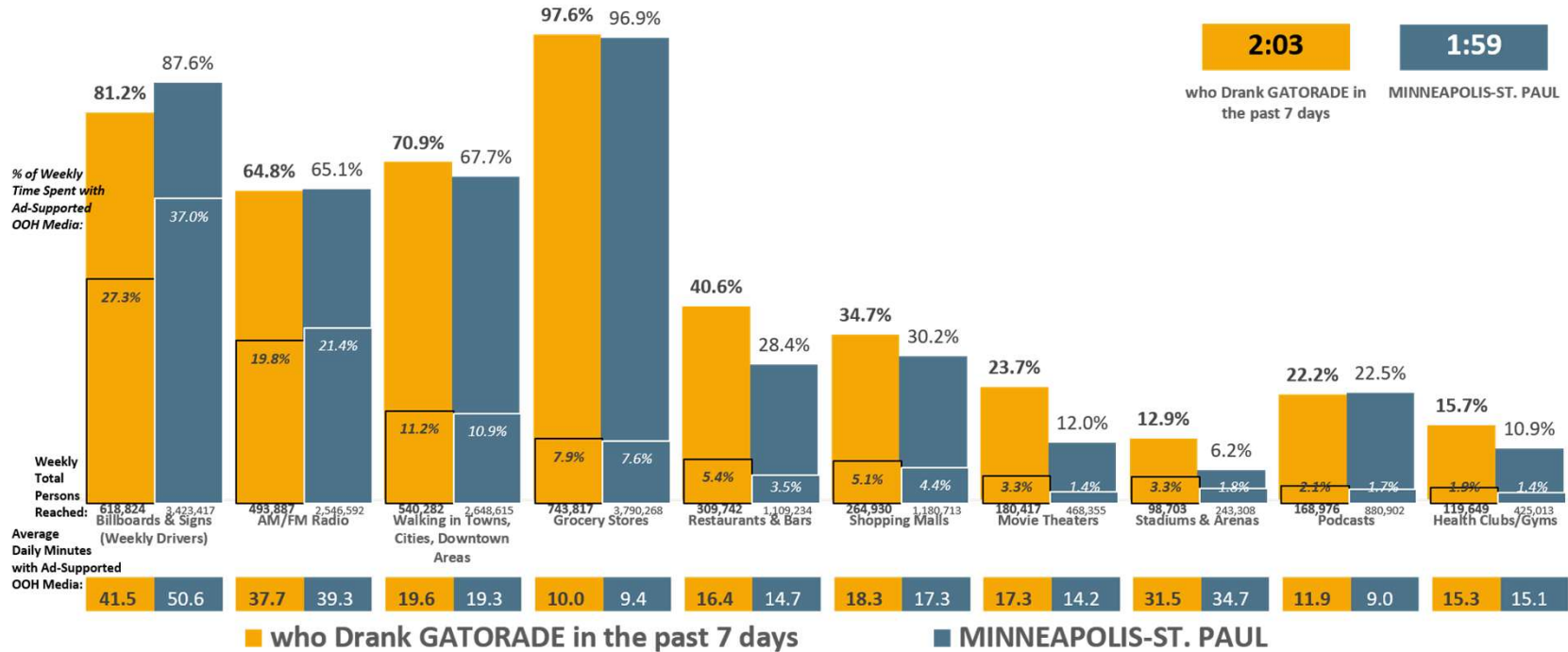


618,824 or 81.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs representing 27.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

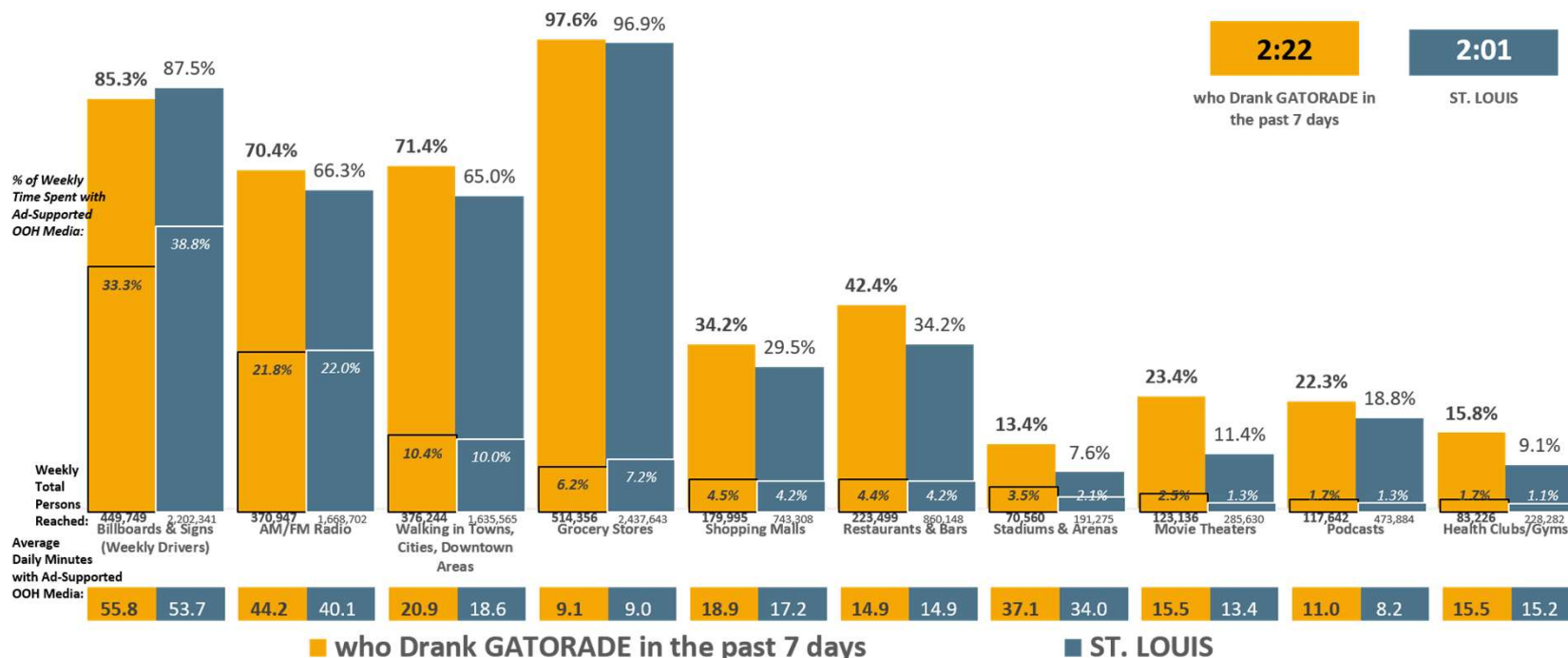


449,749 or 85.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

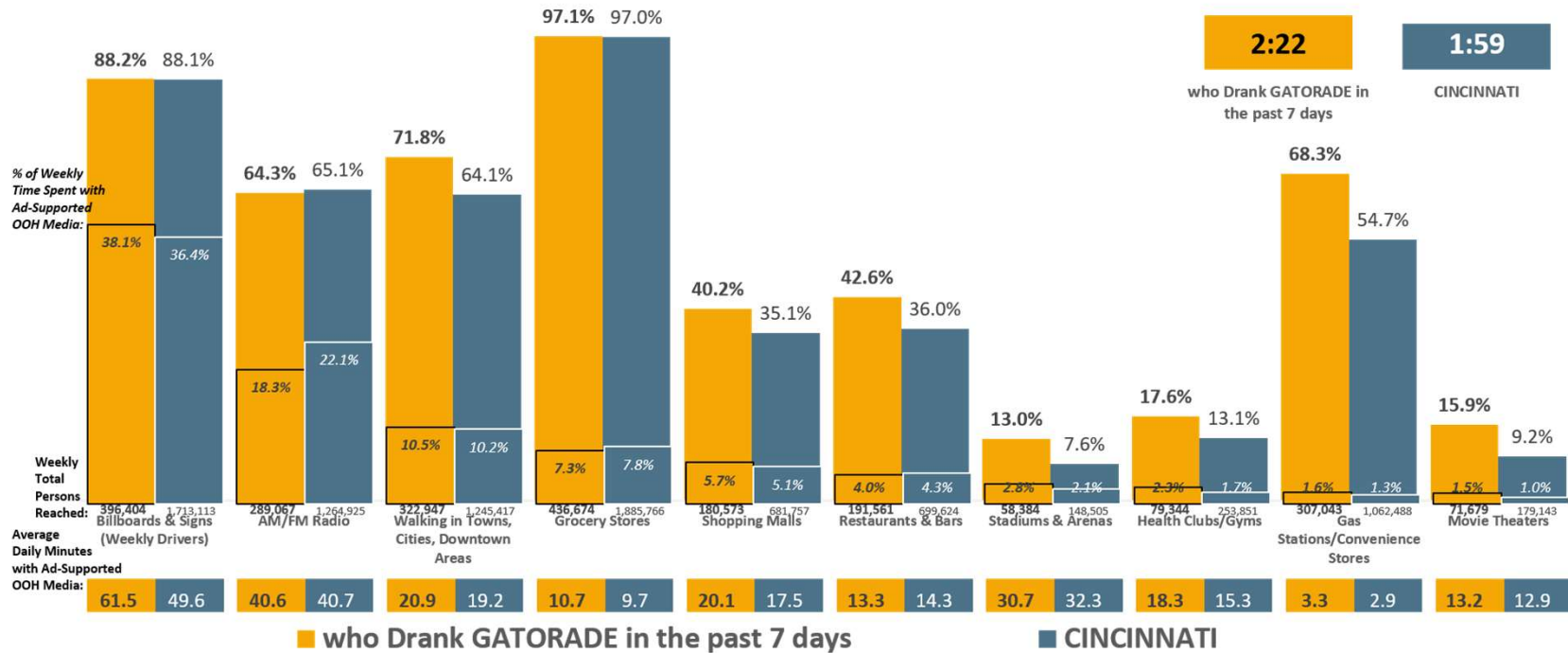


396,404 or 88.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 429
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Sports drinks drank past 7 days: Gatorade

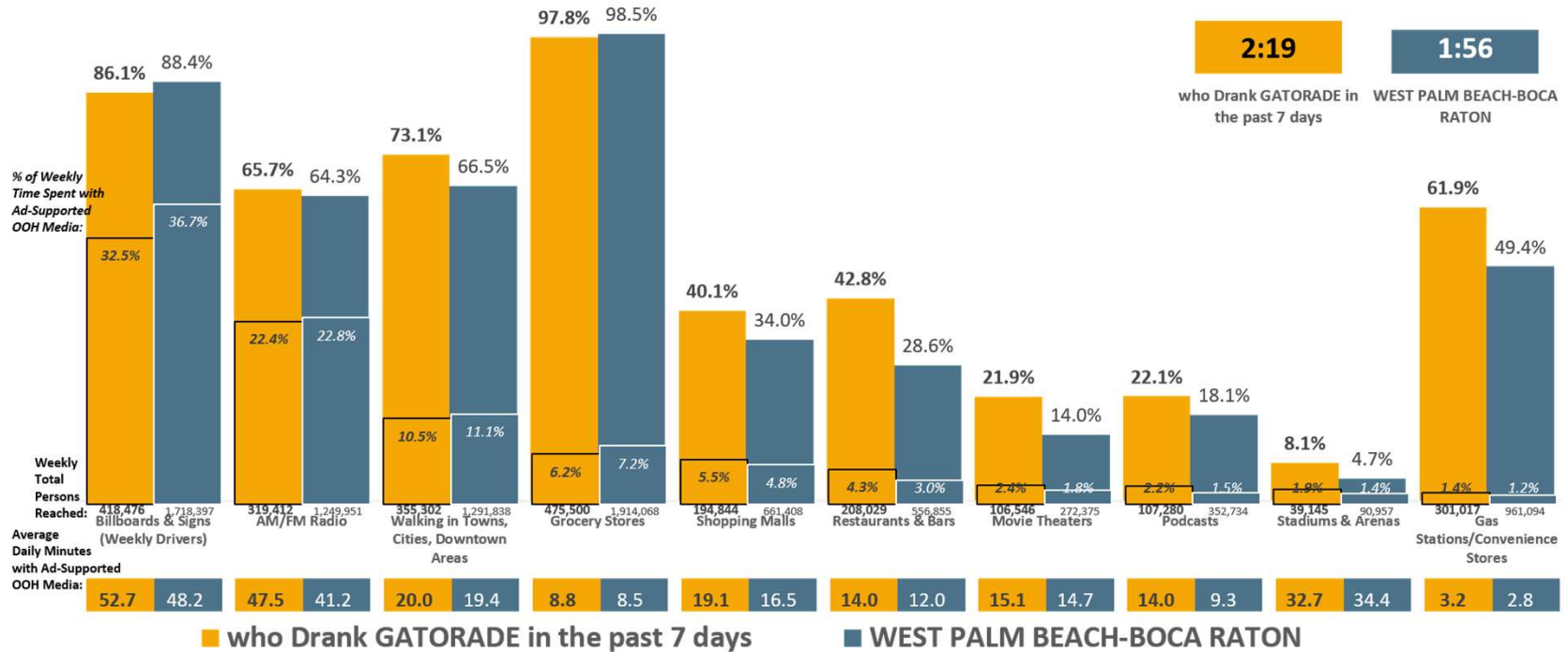


418,476 or 86.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 608 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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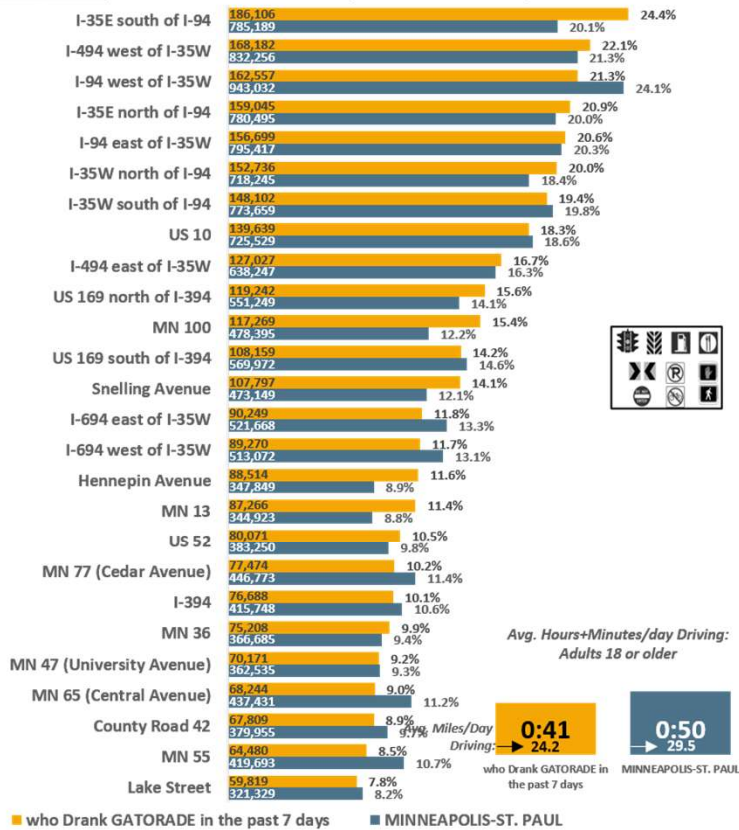
soefa.ai Share of Everything for Anything

Sports drinks drank past 7 days: Gatorade

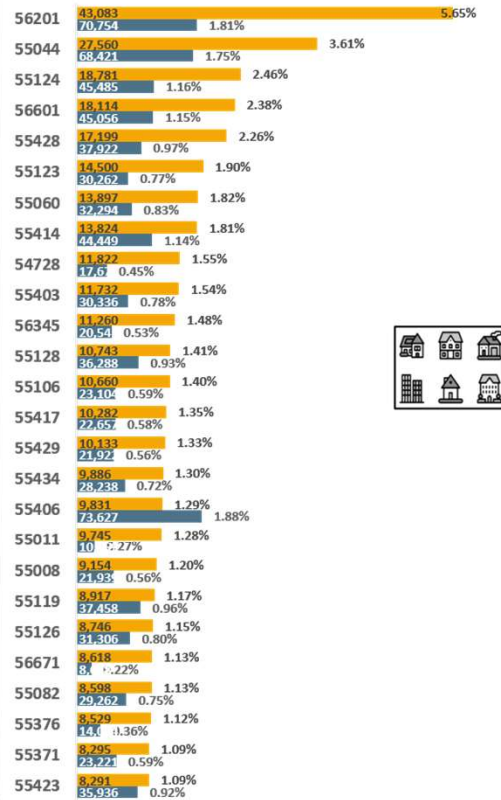


618,824 or 81.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 41.5 minutes per day driving an average of 24.2 miles each day and are 30.5% more likely to use Hennepin Avenue than the Metro average.

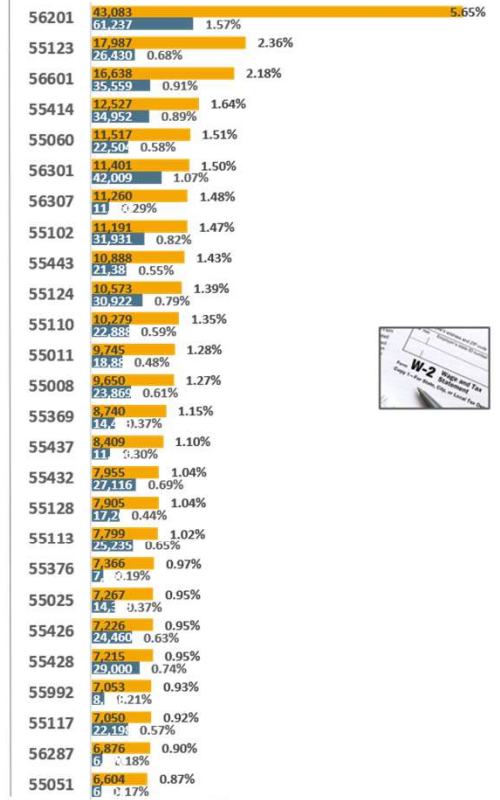
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



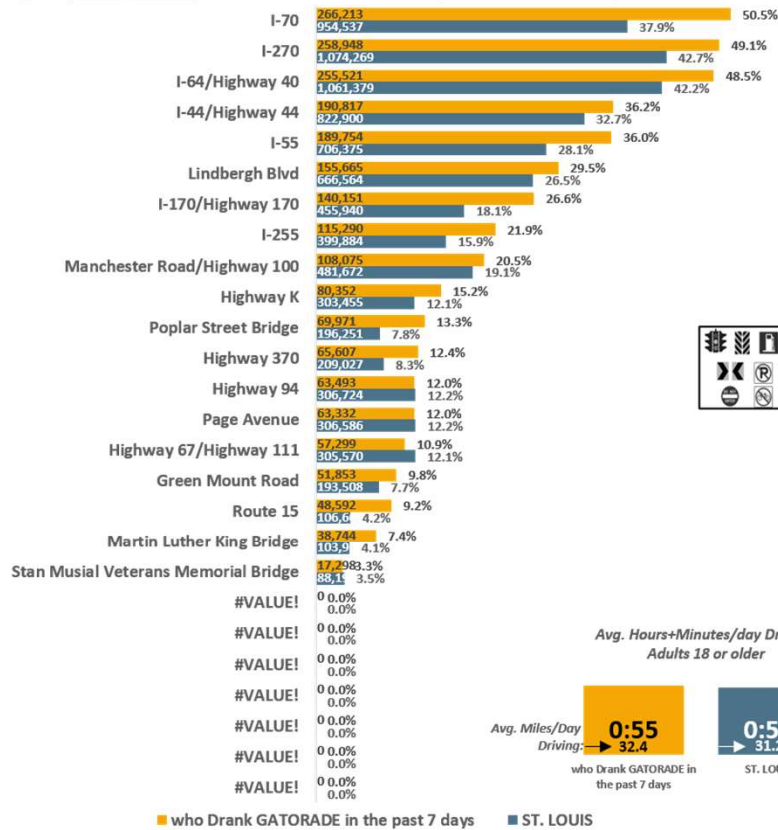
Top-26 Employment Zip Codes: Adults 18 or older



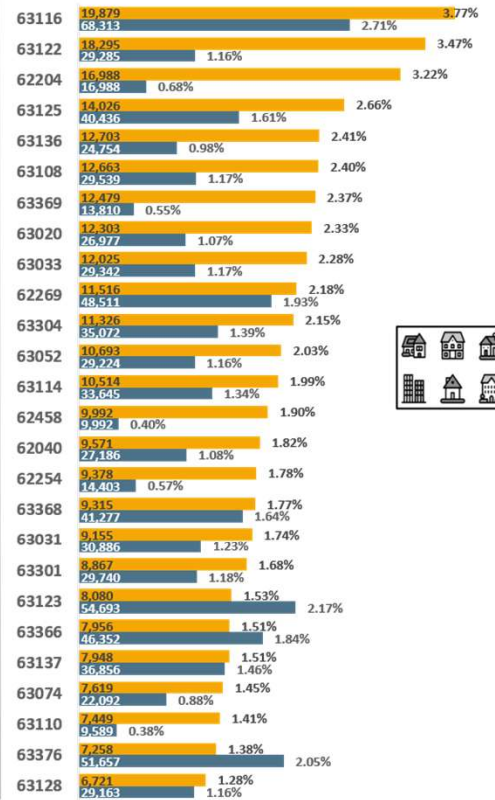


449,749 or 85.3% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.4 miles each day and are 117.5% more likely to use Route 15 than the Metro average.

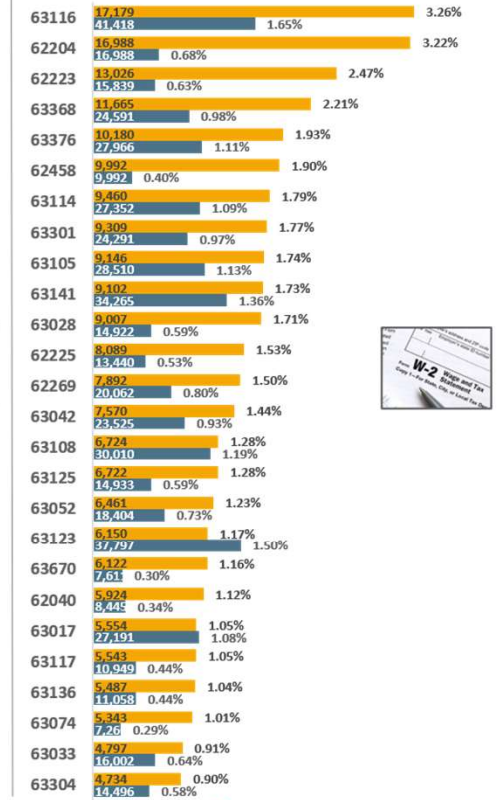
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



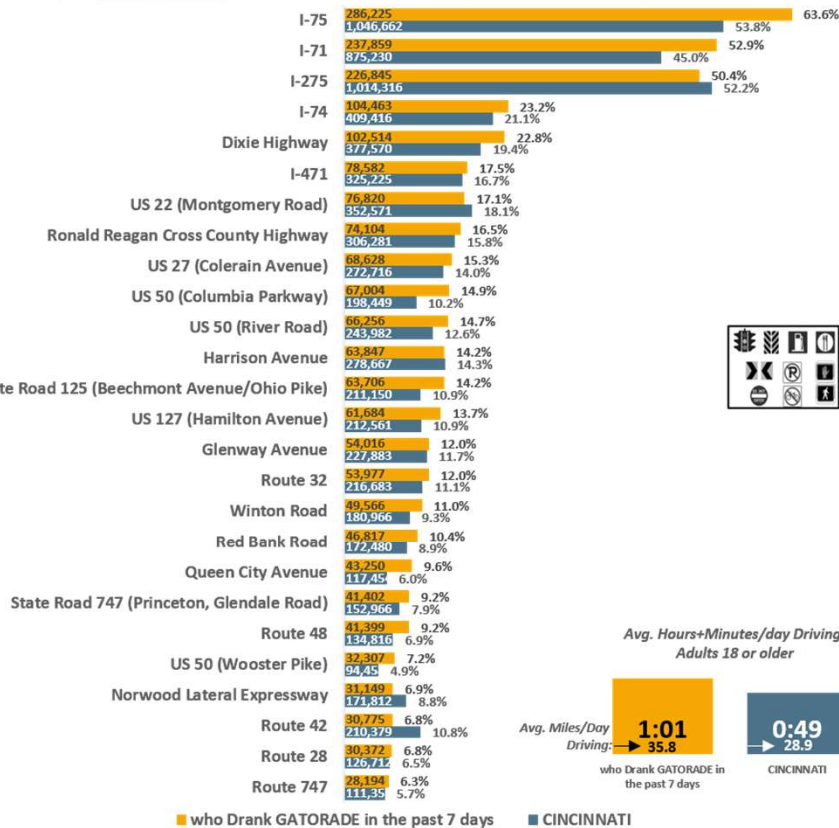
Top-26 Employment Zip Codes: Adults 18 or older



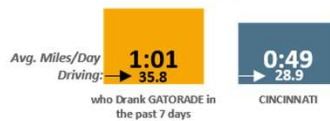


396,404 or 88.2% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 61.5 minutes per day driving an average of 35.8 miles each day and are 59.2% more likely to use Queen City Avenue than the Metro average.

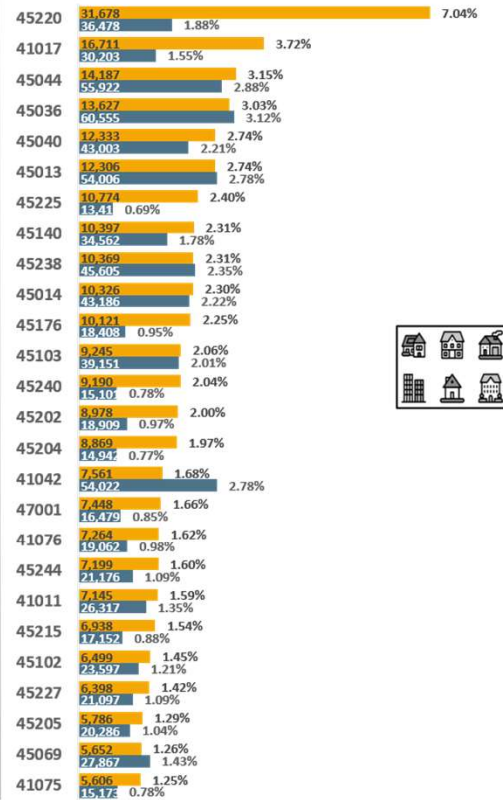
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



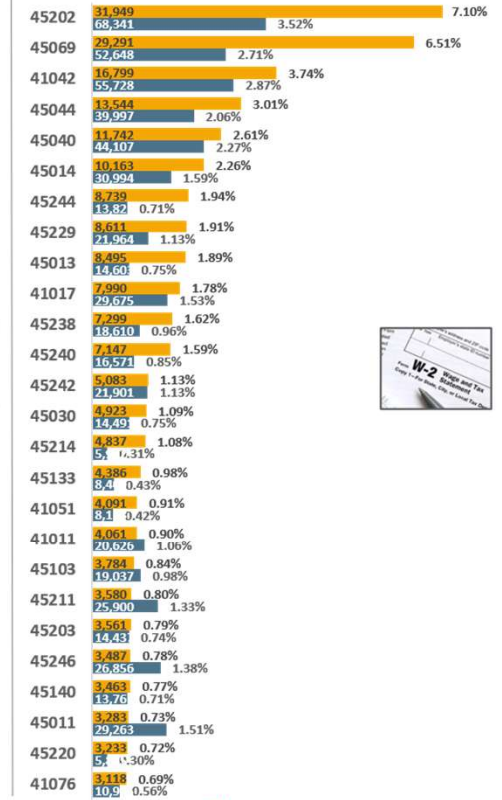
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

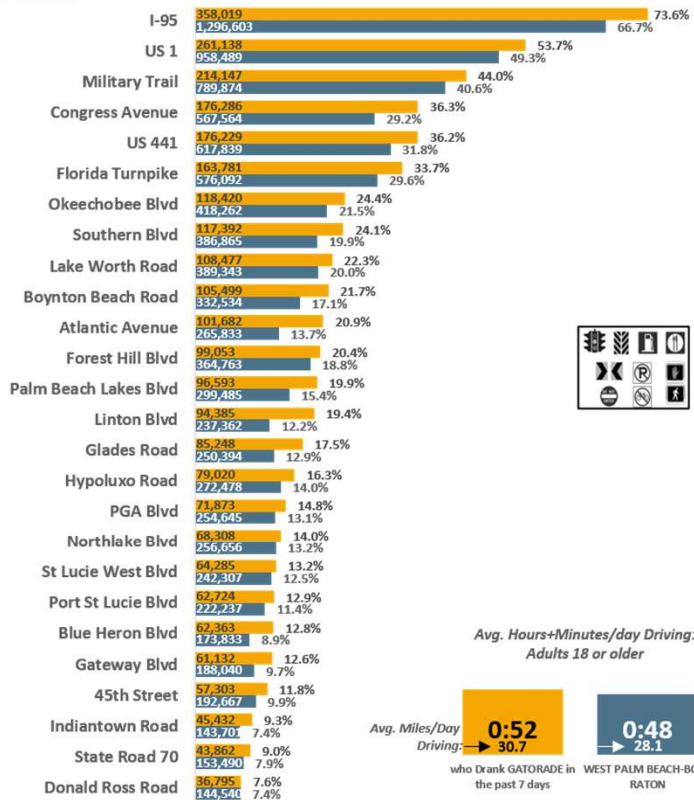


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418,476 or 86.1% of Adults 18 or older who Drank GATORADE in the past 7 days spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 59.% more likely to use Linton Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

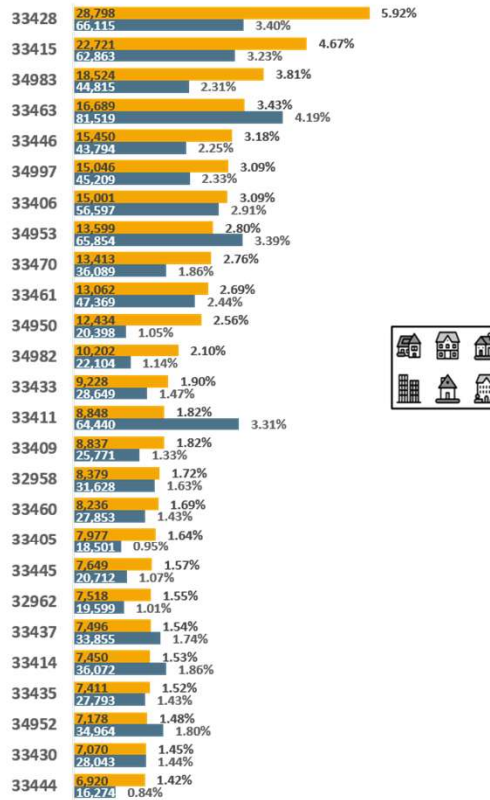


Avg. Hours+Minutes/day Driving:
Adults 18 or older

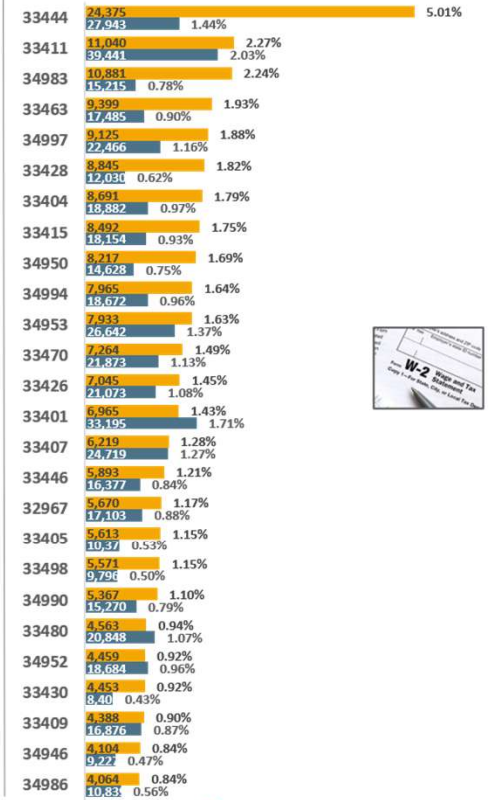


who Drank GATORADE in the past 7 days WEST PALM BEACH-BOCA RATON

Top-26 Residential Zip Codes: Adults 18 or older



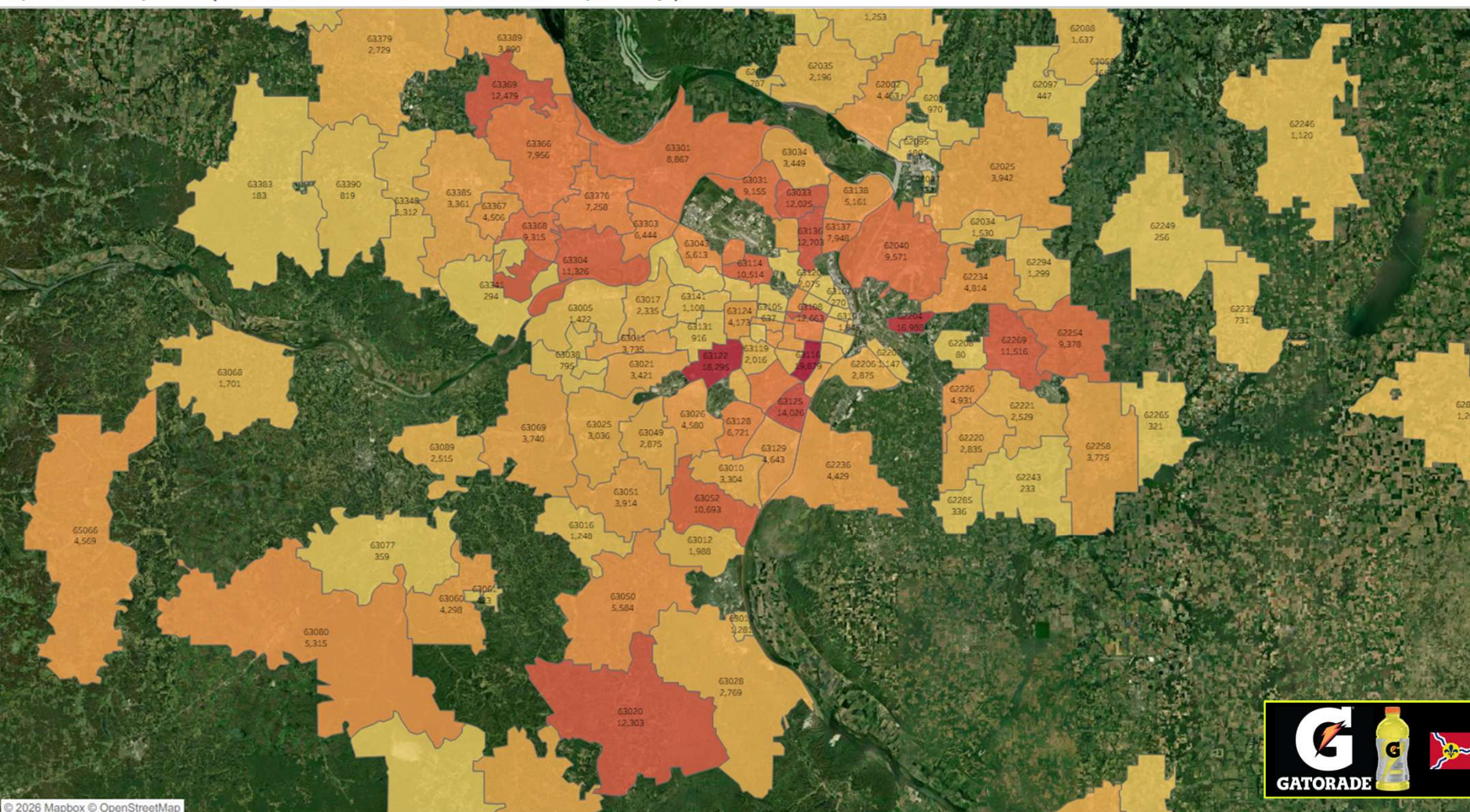
Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Drank GATORADE in the past 7 days)



SUM(Adults 18 or older who Drank GATORADE in the past 7 days)

43 19,879



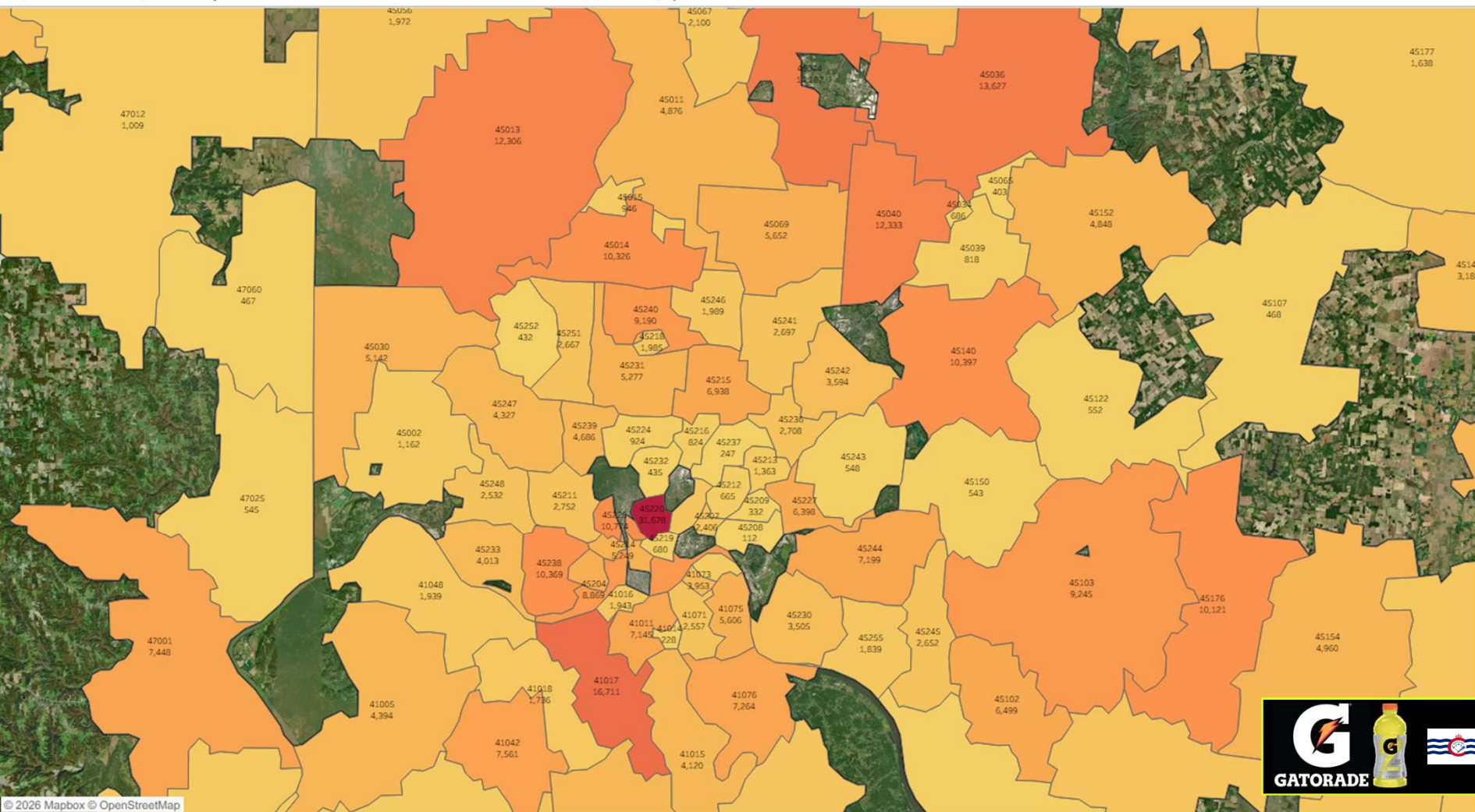
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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Sports drinks drank past 7 days: Gatorade

Top Residential Zip Codes: (Adults 18 or older who Drank GATORADE in the past 7 days)



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The map displays the following zip codes and their population counts:

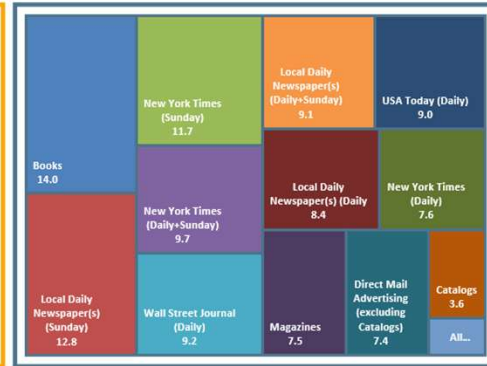
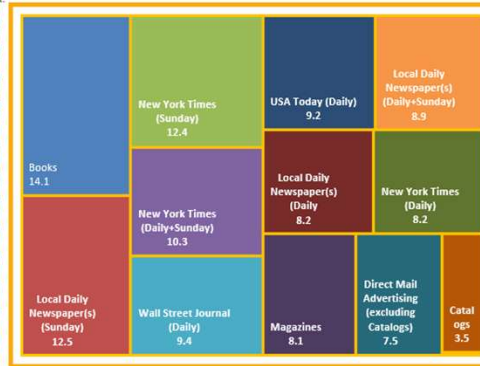
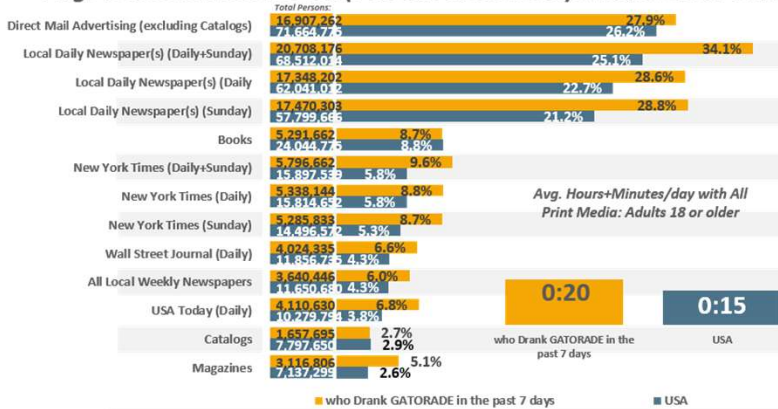
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- 32966: 986
- 34972: 1,108
- 34945: 430
- 32967: 6,087
- 32966: 6,155
- 32968: 6,608
- 32968: 7,518
- 34951: 495
- 34951: 12,411
- 34951: 10,201
- 34983: 8,524
- 34987: 2,612
- 34953: 13,599
- 34990: 5,902
- 34974: 4,066
- 34956: 4,610
- 34997: 15,045
- 33455: 3,062
- 33478: 1,782
- 33455: 6,707
- 33418: 5,419
- 33412: 3,094
- 33411: 8,848
- 33411: 4,210
- 33411: 7,977
- 33414: 7,450
- 33414: 4,039
- 33449: 1,489
- 33470: 13,413
- 33430: 7,070
- 33467: 6,797
- 33428: 29,298
- 33431: 9,220
- 33446: 15,450
- 33444: 6,920
- 33437: 7,496
- 33428: 1,489
- 33411: 7,977
- 33414: 4,039
- 33449: 1,489
- 33470: 13,413
- 33430: 7,070
- 33467: 6,797
- 33428: 29,298
- 33431: 9,220
- 33446: 15,450
- 33444: 6,920
- 33437: 7,496
- 33428: 1,489
- 33411: 7,977
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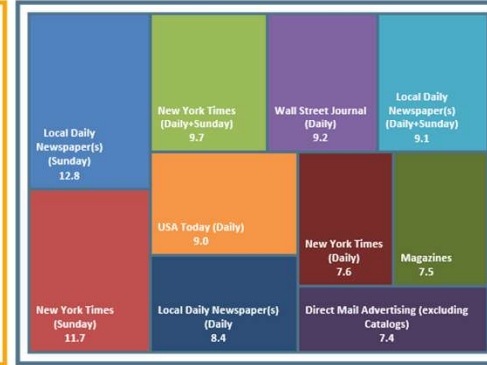
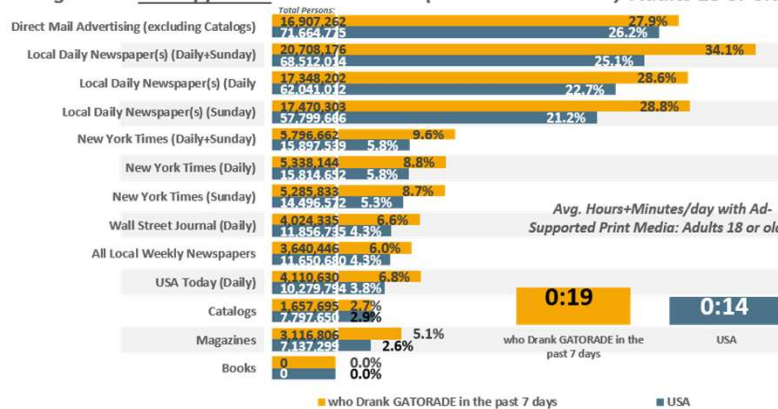


20,708,176 or 34.1% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,157
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

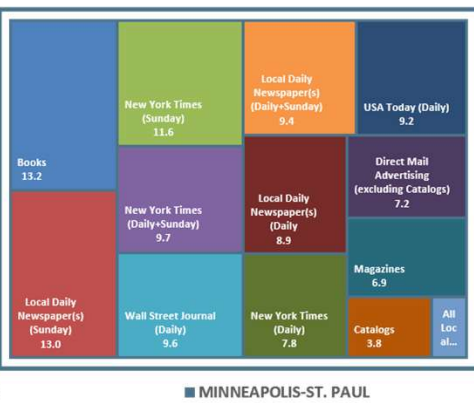
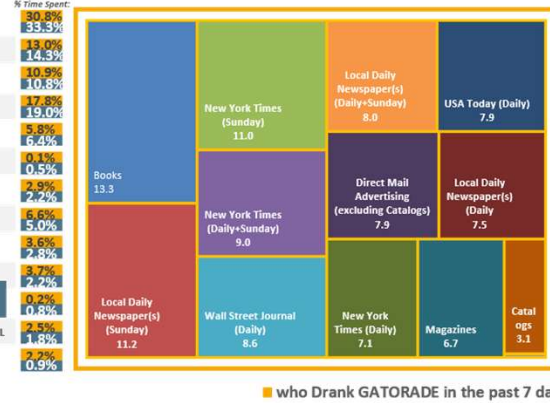
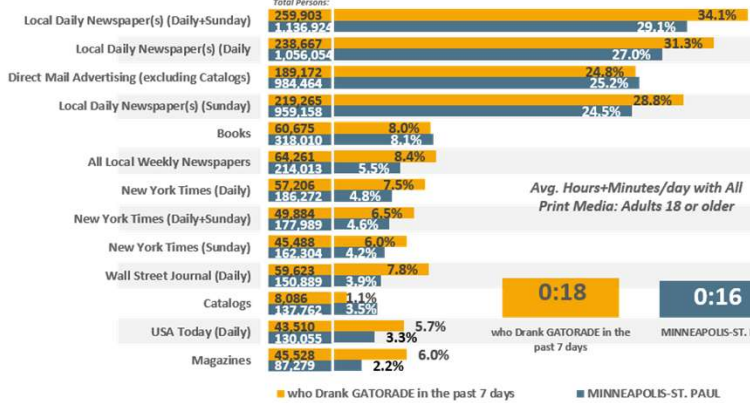
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Sports drinks drank past 7 days: Gatorade

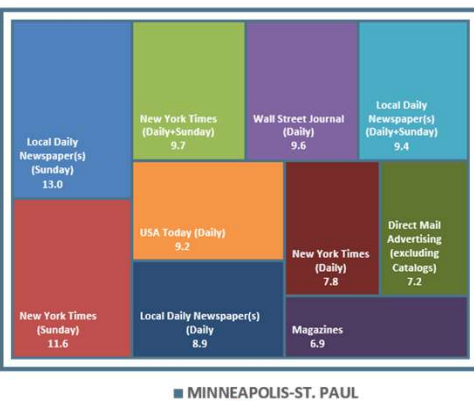
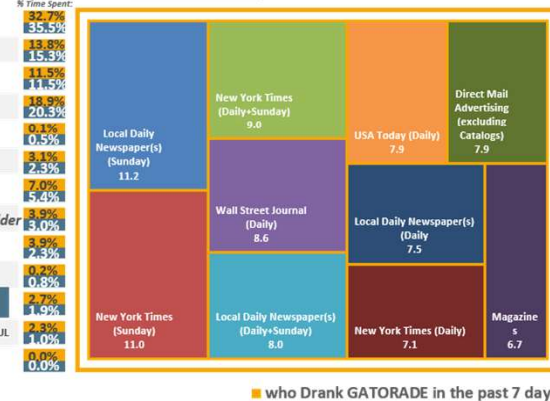
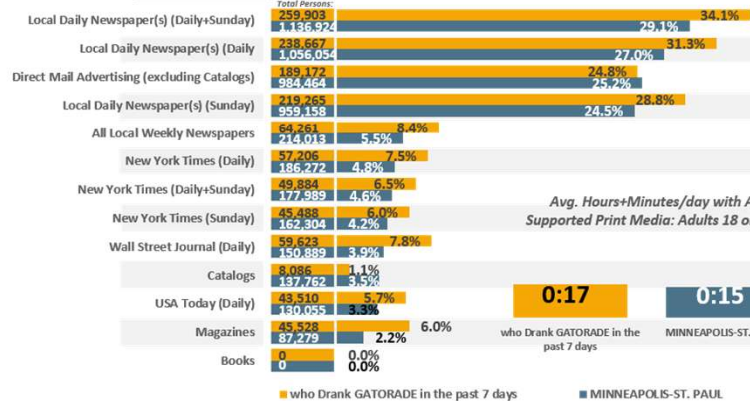


259,903 or 34.1% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

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



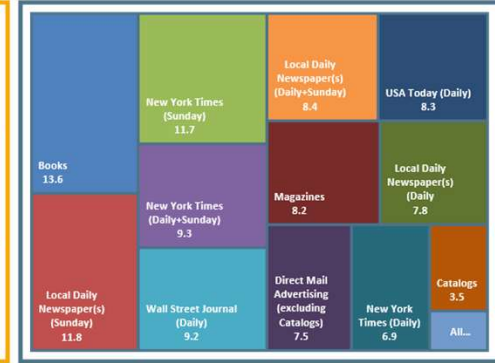
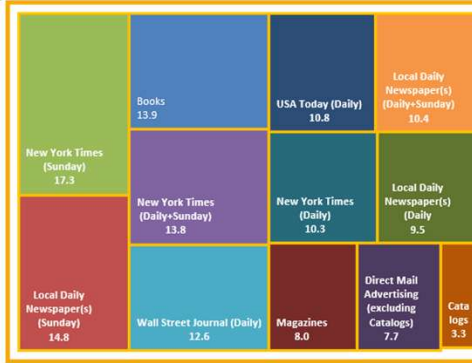
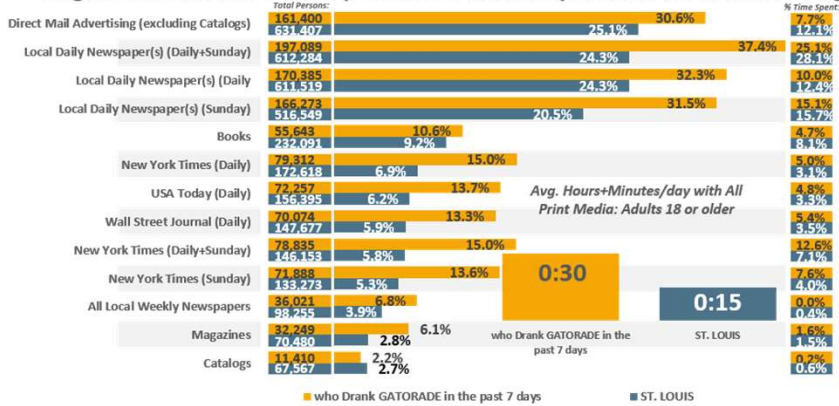
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



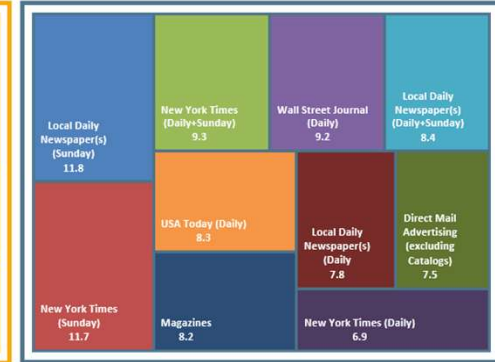
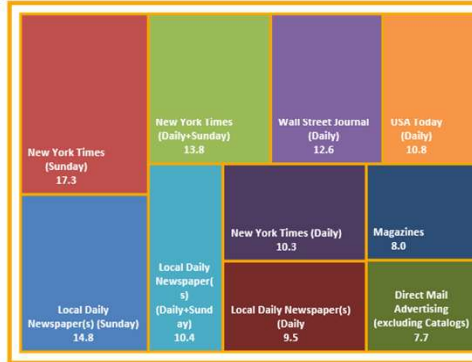
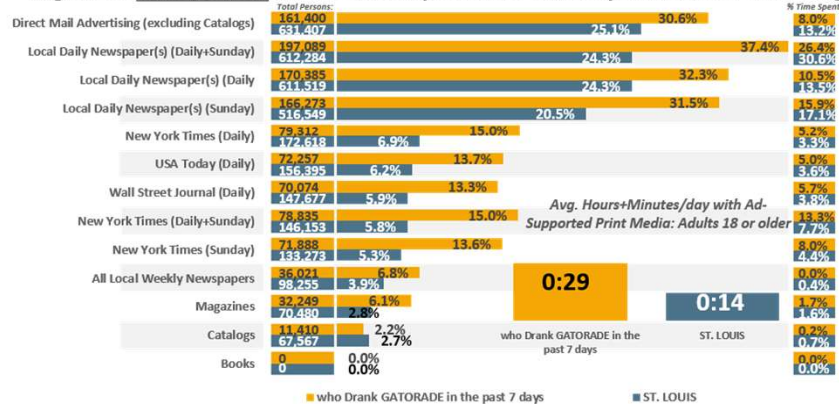


197,089 or 37.4% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

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



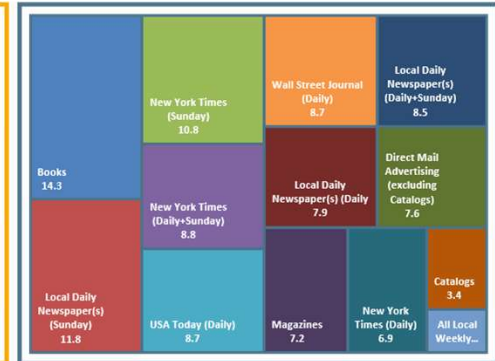
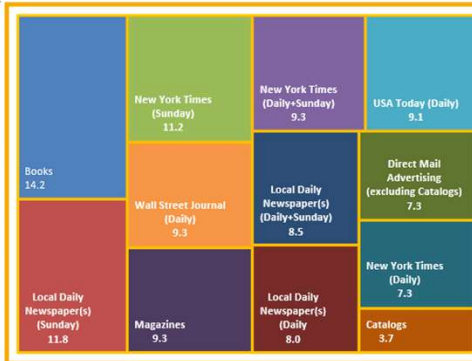
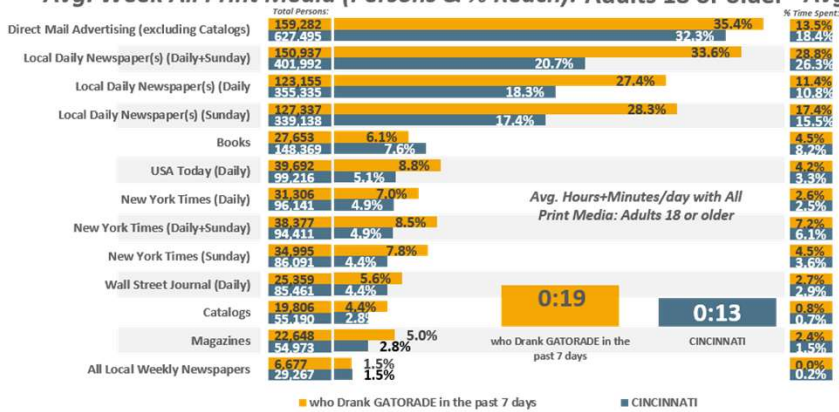
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



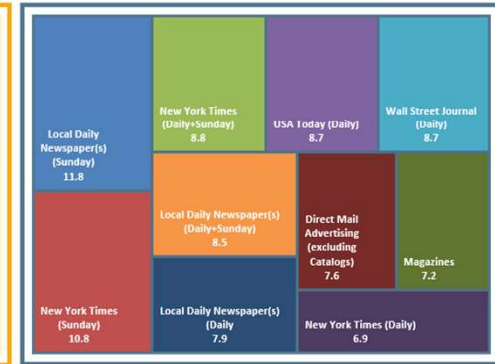
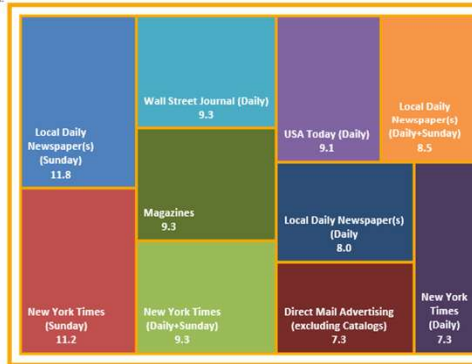
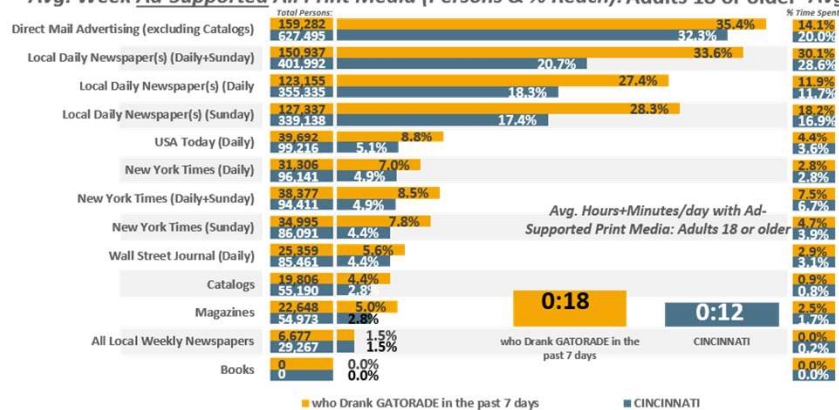


150,937 or 33.6% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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



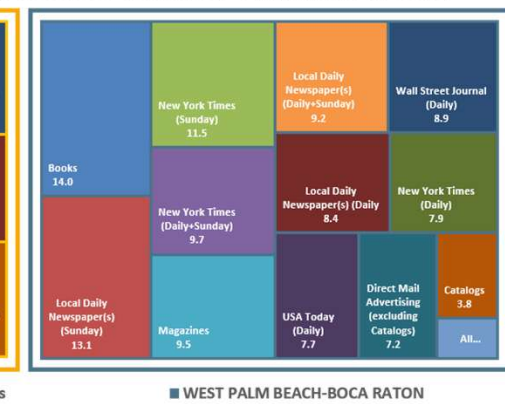
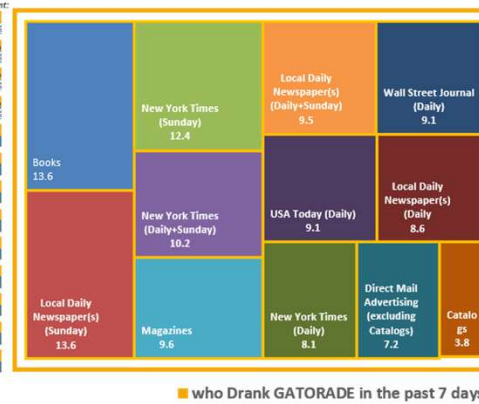
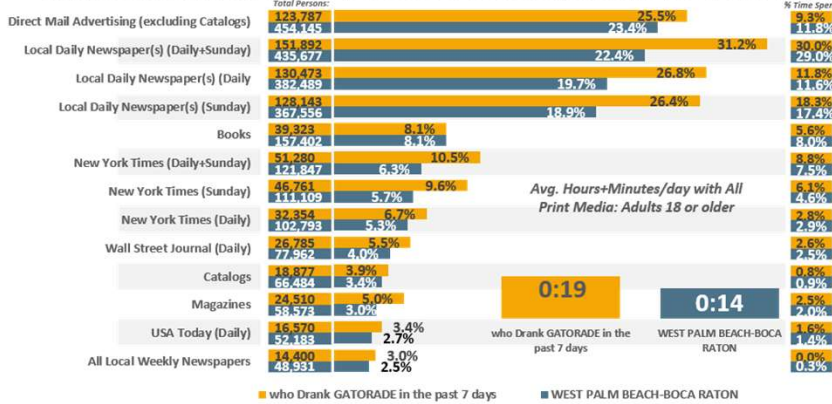
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



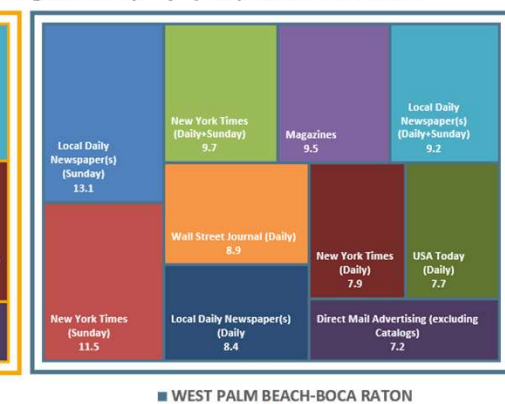
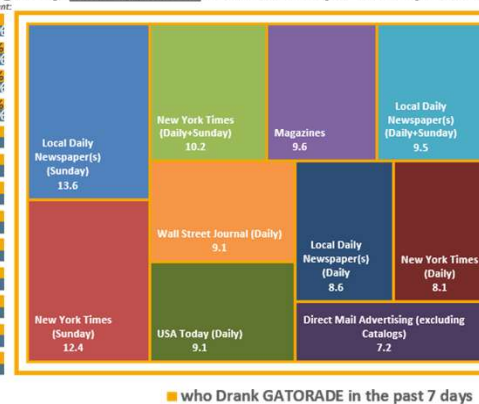
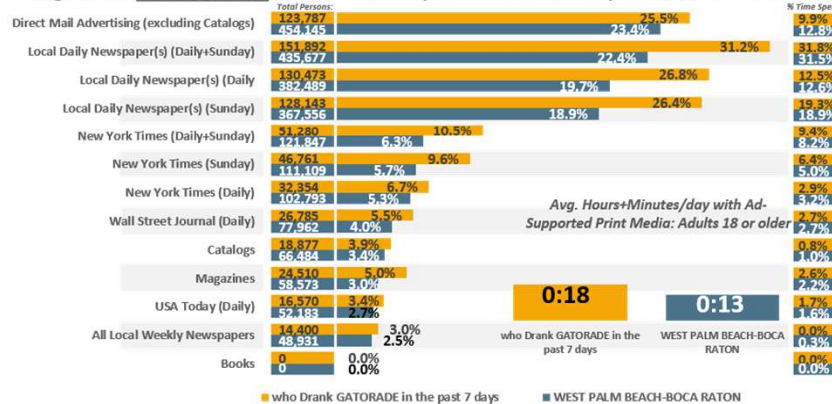


151,892 or 31.2% of Adults 18 or older who Drank GATORADE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

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



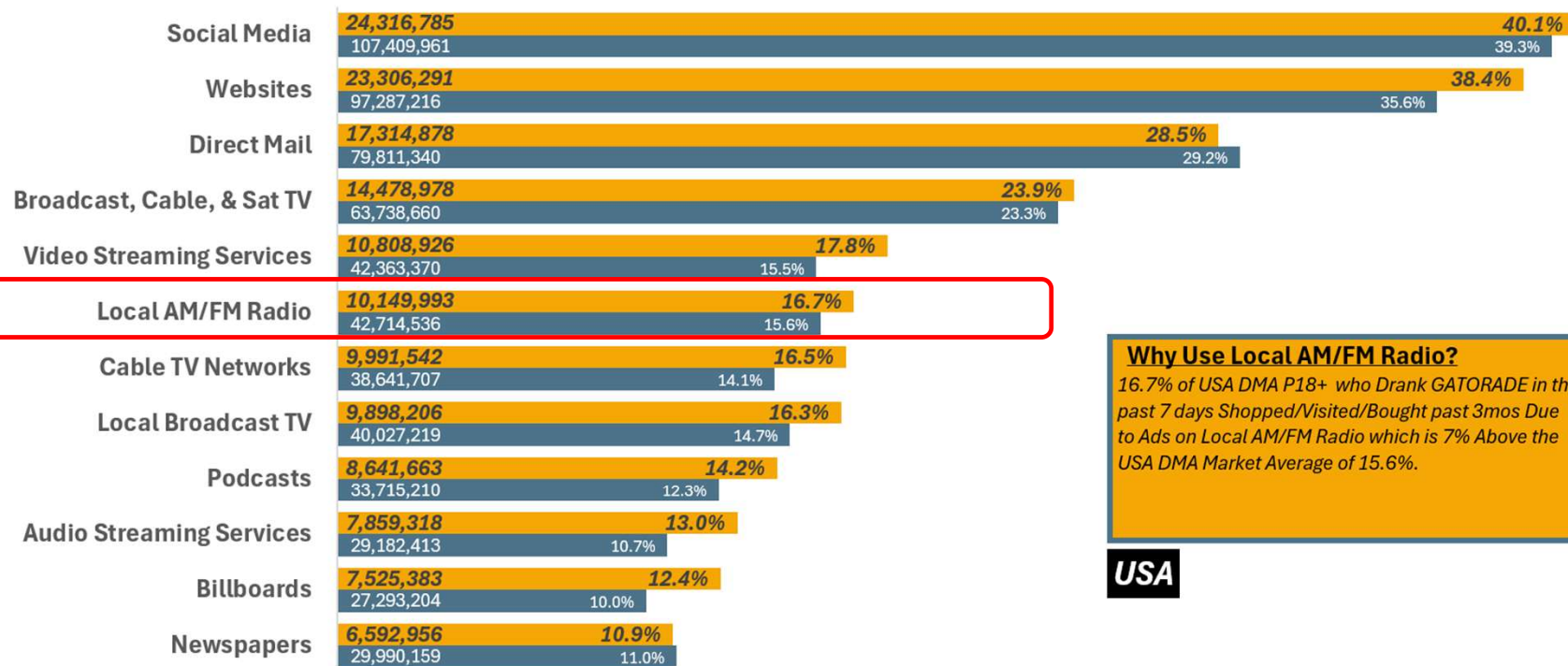
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.7% of USA DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5157
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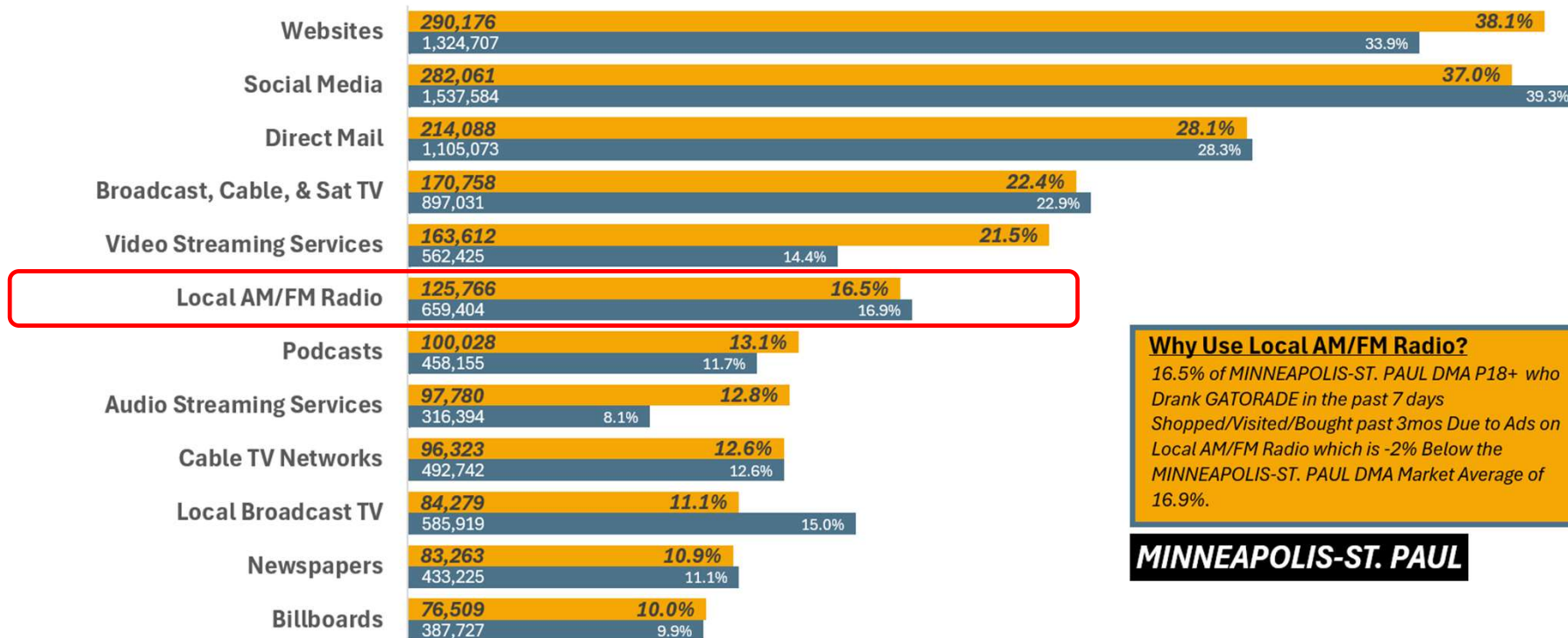
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of MINNEAPOLIS-ST. PAUL DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

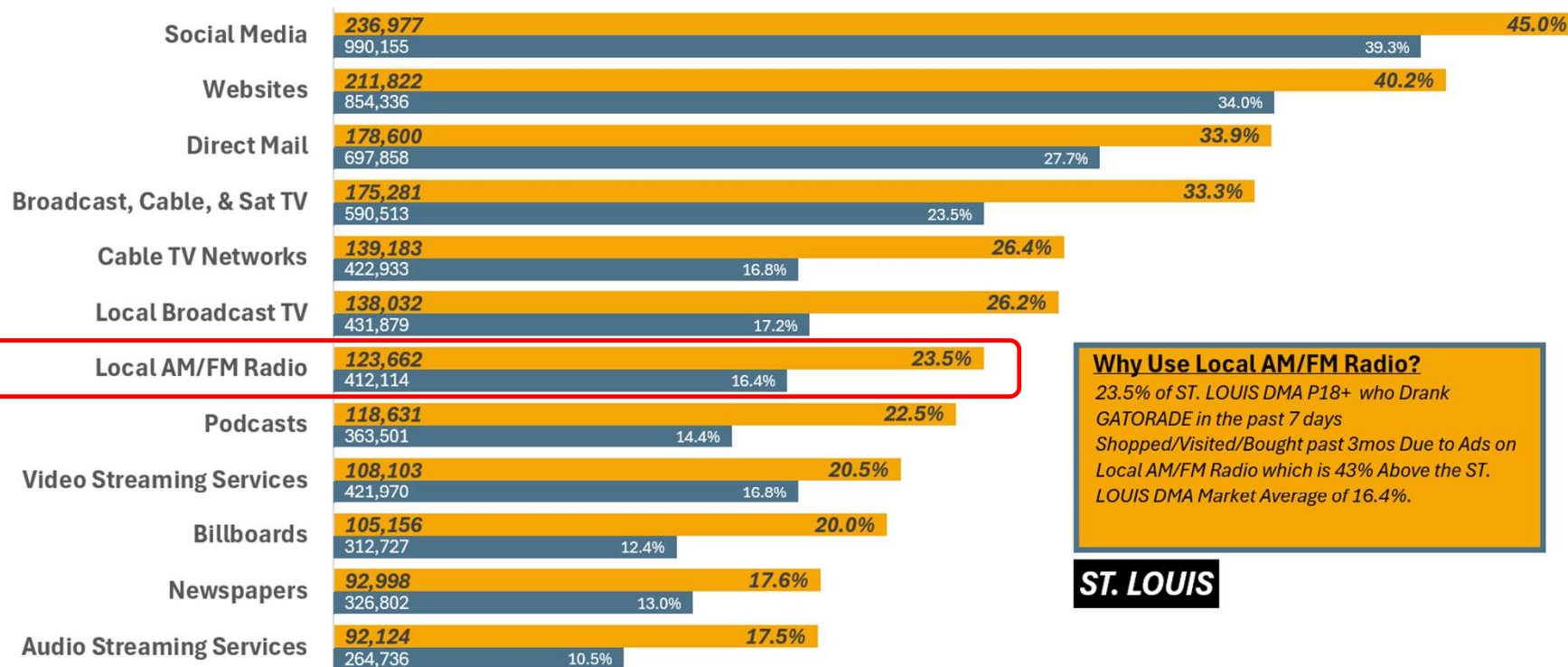
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 320
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"Advertising Actions"

P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.5% of ST. LOUIS DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 386
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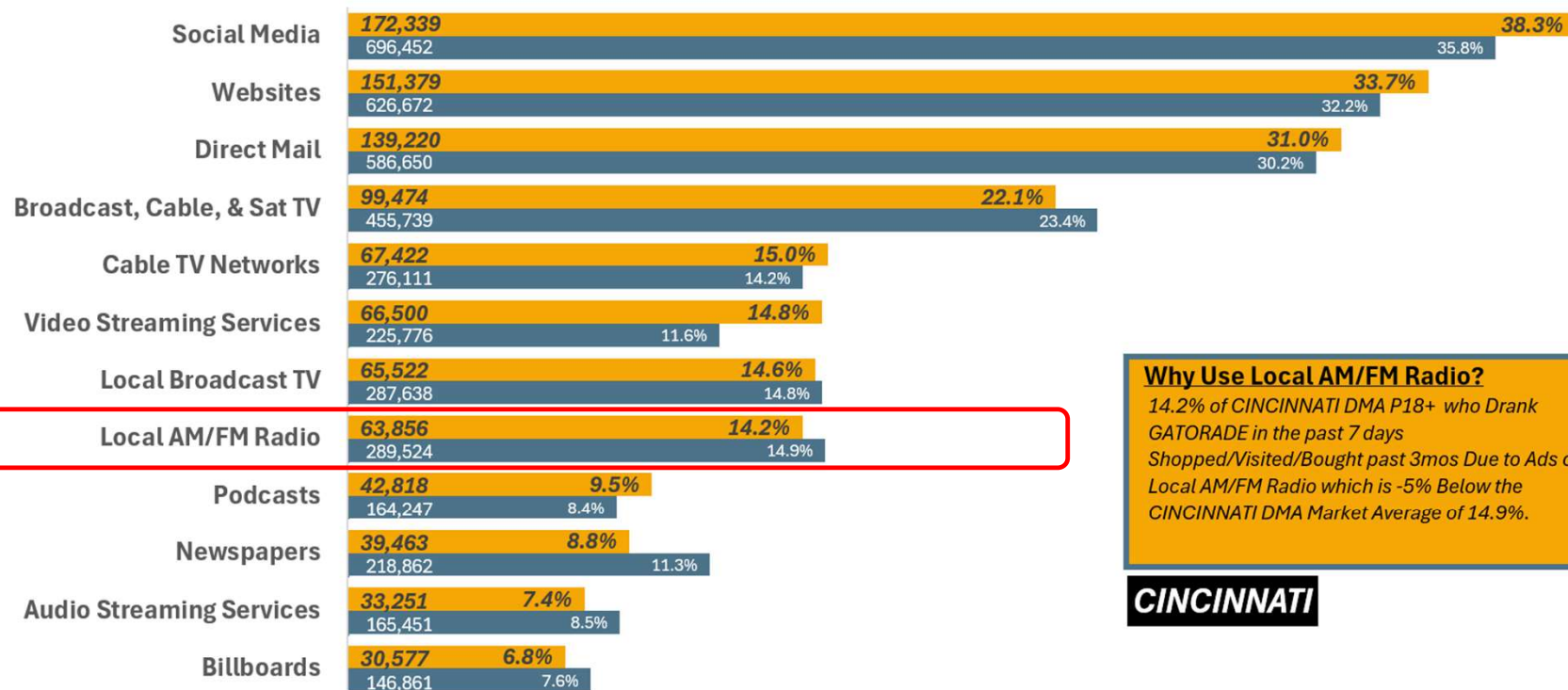
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.2% of CINCINNATI DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 429
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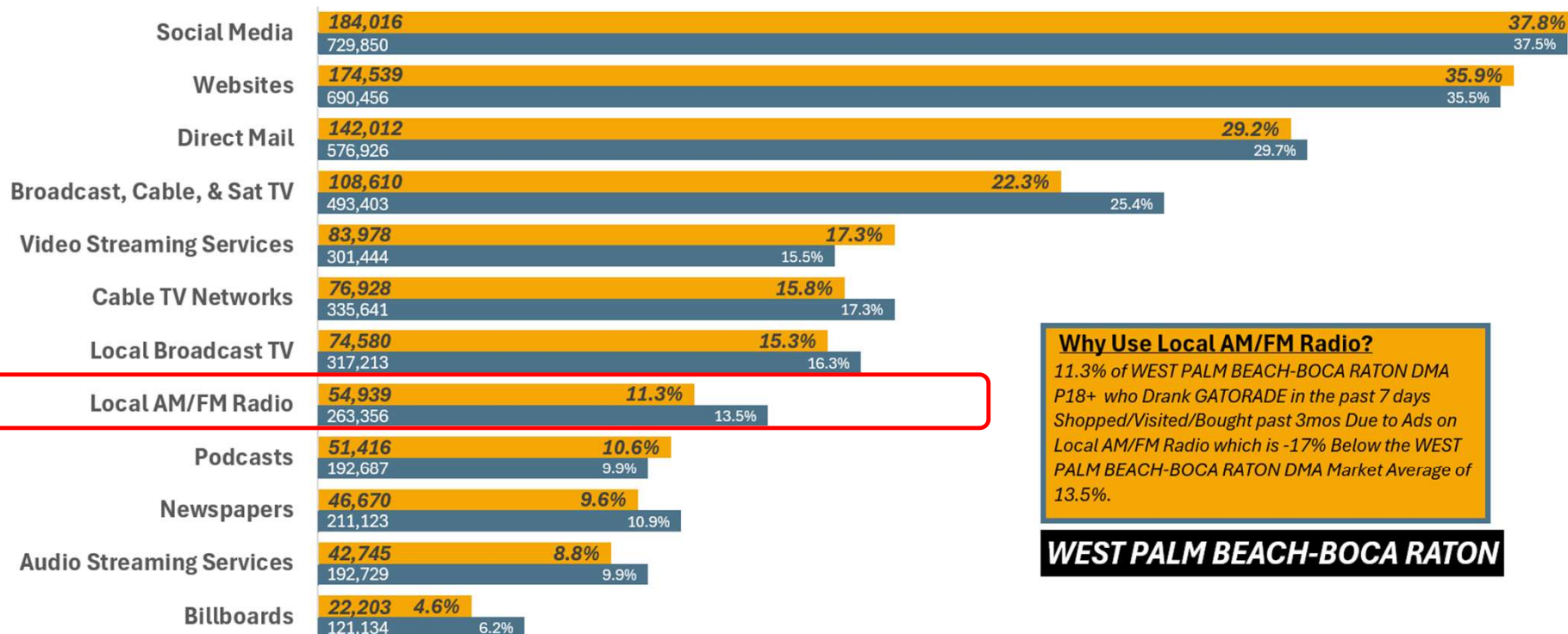
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Sports drinks drank past 7 days: Gatorade



"Advertising Actions"

P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Drank GATORADE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Drank GATORADE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 608
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Sports drinks drank past 7 days: Gatorade