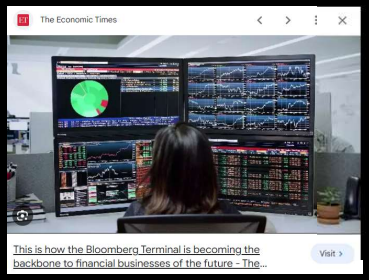
USA+4 More DMAs – P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days!

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** P21+ who **Drank HIGH NOON Hard Seltzer in the past 30 days** as of March 31, 2025.







P21+

GALLO

Gallo is a family company that will remain the global wine industry leader and continue to win new friends for wine. We will drive sustainable growth across all beverage alcohol occasions with both wine and spirits.

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

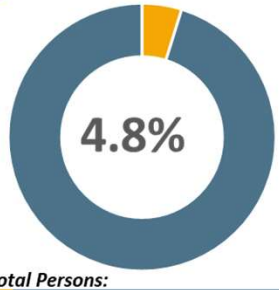
HUBBARD BROADCASTING INC. HB INC.

Hard seltzers drank past 30 days: High Noon



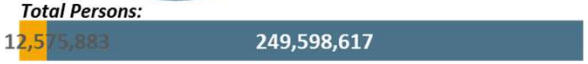
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days.
Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 38.6 years old (23.2% younger than average) and have a $155,798 (65.2% higher than average) annual household income.

Percent of Market: Adults 21 or older

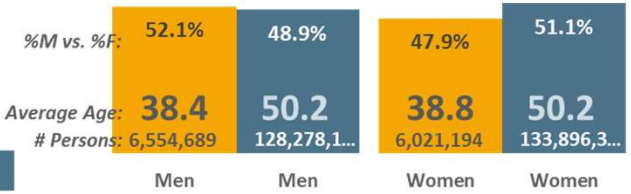


- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of USA DMAs

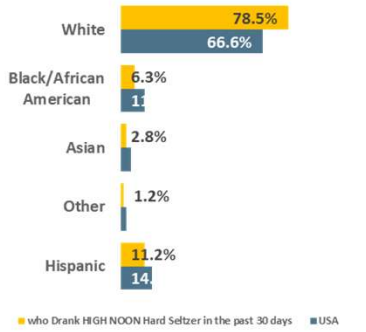
Total Persons:



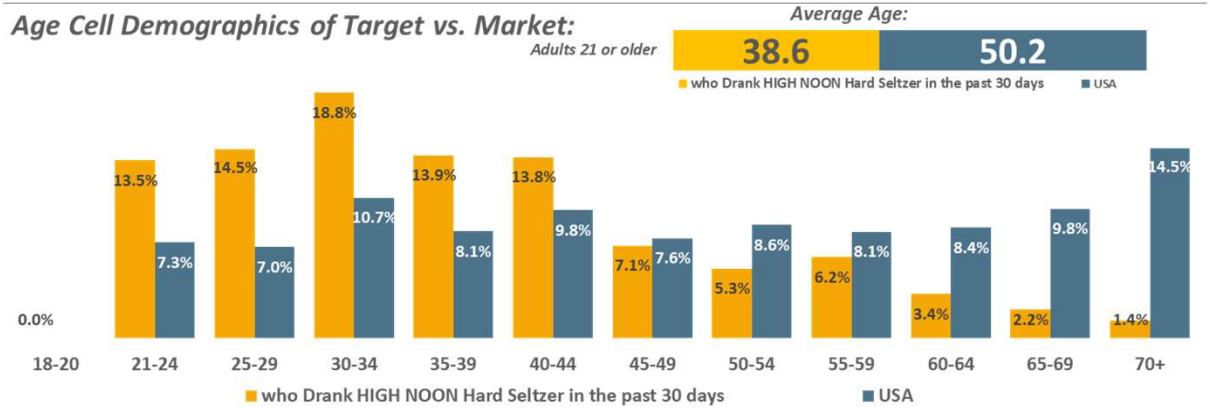
Gender of Target vs. Market: Adults 21 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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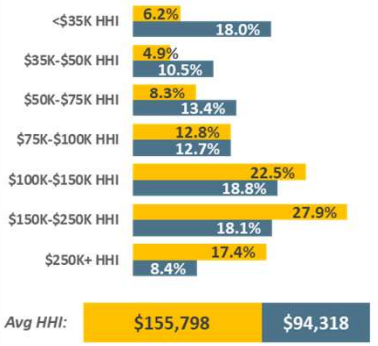
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*

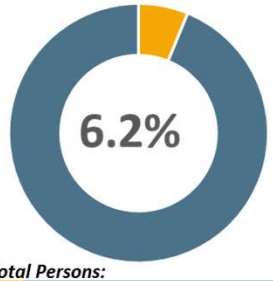
HHI of Target vs. Market:



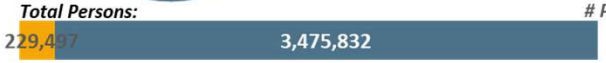


6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 38.6 years old (22.9% younger than average) and have a $152,738 (42.1% higher than average) annual household income.

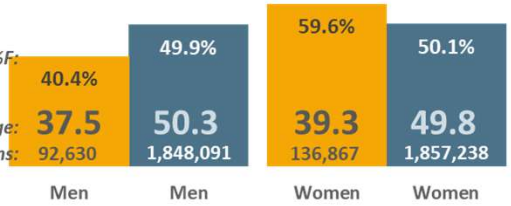
Percent of Market: Adults 21 or older



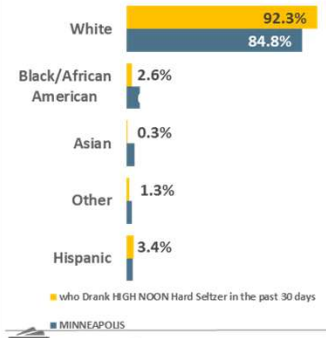
Total Persons:



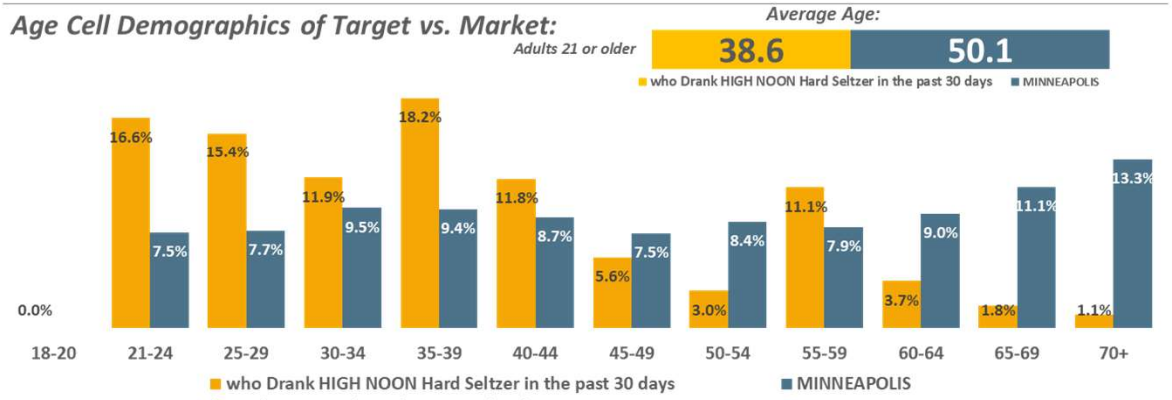
Gender of Target vs. Market: Adults 21 or older



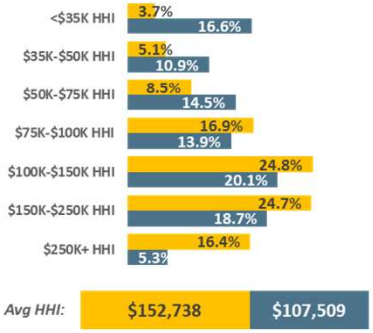
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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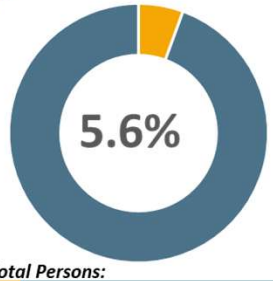
5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 37.7 years old (26.3% younger than average) and have a $151,697 (52.7% higher than average) annual household income.

Percent of Market: Adults 21 or older



- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of ST. LOUIS DMA

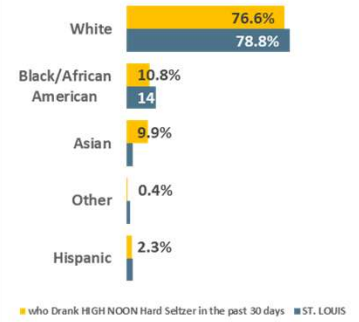
Total Persons:

132,769	2,247,551

Gender of Target vs. Market: Adults 21 or older

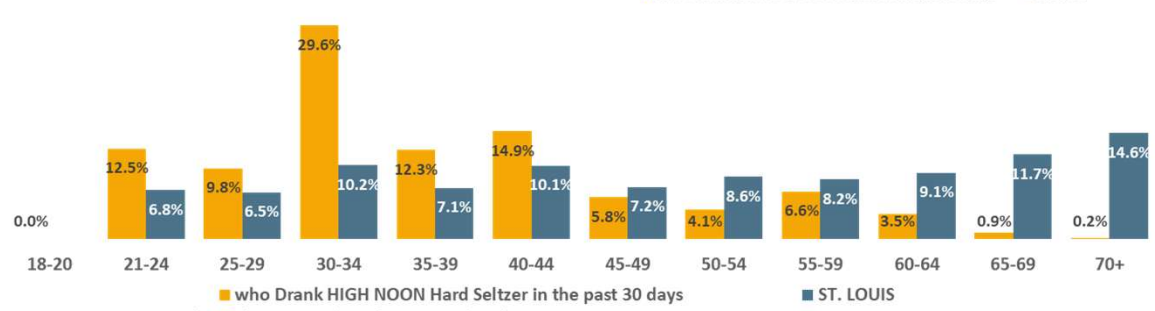
	Men	Men	Women	Women
%M vs. %F:	60.9%	48.1%	39.1%	51.9%
Average Age:	35.8	50.9	40.2	51.3
# Persons:	80,821	1,144,797	51,948	1,235,523

Ethnicity of Target vs. Market:

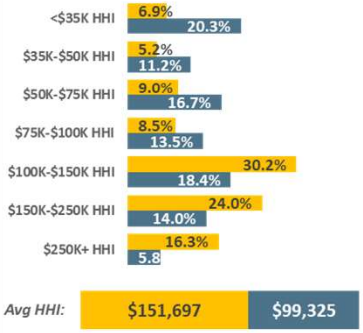


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	37.7	51.1



HHI of Target vs. Market:



Avg HHI:	$151,697	$99,325

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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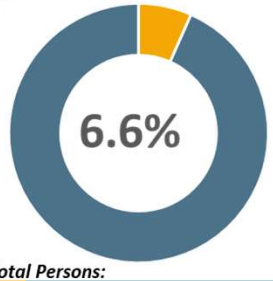
6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 34.9 years old (30.4% younger than average) and have a $120,601 (24.8% higher than average) annual household income.

Percent of Market: Adults 21 or older



- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of CINCINNATI DMA

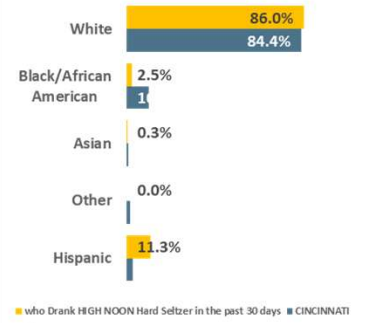
Total Persons:

121,632 | 1,713,065

Gender of Target vs. Market: Adults 21 or older

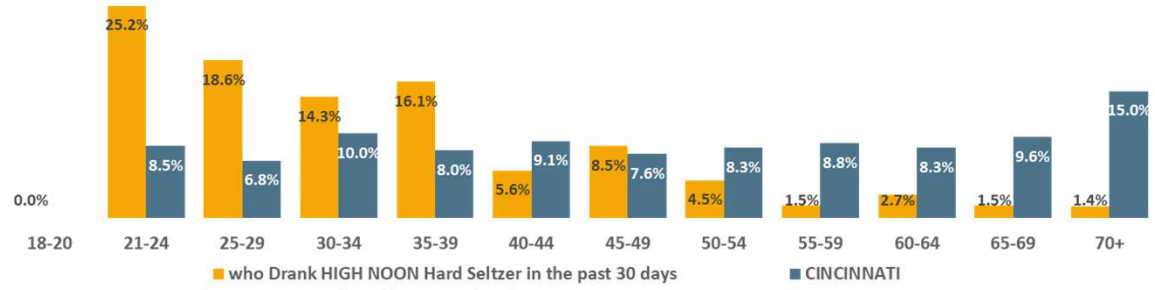
	Men	Men	Women	Women
%M vs. %F:	47.4%	48.7%	52.6%	51.3%
Average Age:	34.6	50.4	35.4	50.0
# Persons:	57,627	892,710	64,005	941,987

Ethnicity of Target vs. Market:

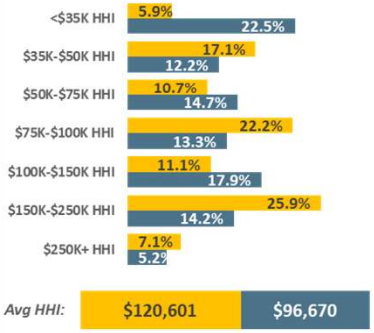


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	34.9	50.2



HHI of Target vs. Market:



Avg HHI:	$120,601	$96,670

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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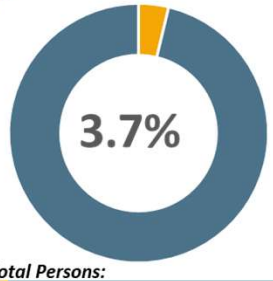
3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 43.1 years old (22.1% younger than average) and have a $143,255 (42.7% higher than average) annual household income.

Percent of Market: Adults 21 or older

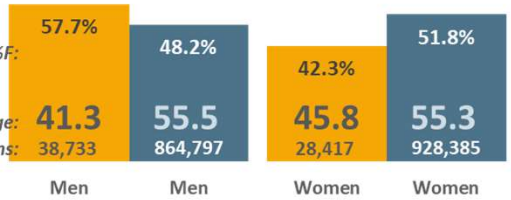


- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of WEST PALM BEACH DMA

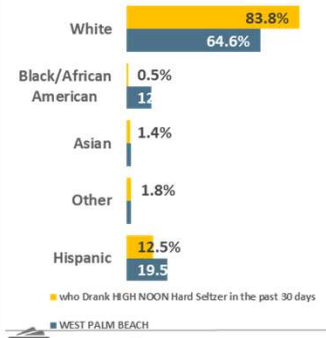
Total Persons:

67,150	1,726,032

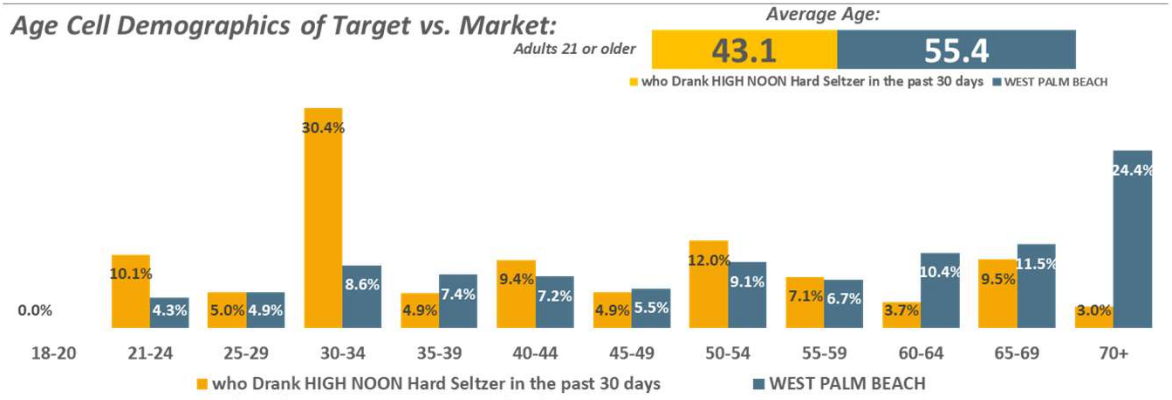
Gender of Target vs. Market: Adults 21 or older



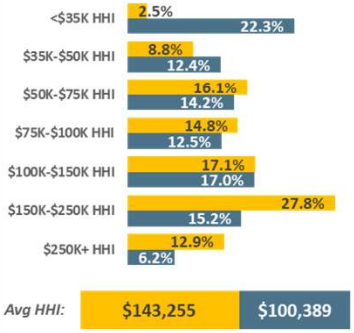
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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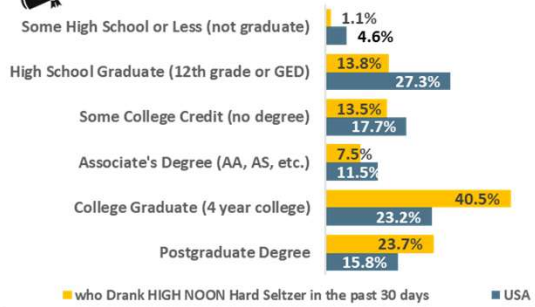
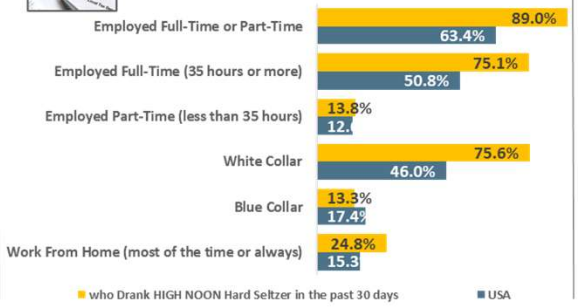
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 64.9% more likely to be a college graduate, 48.% more likely to work full-time, 9.% more likely to be married, 35.% more likely to be a parent of 1 or more children under 18.

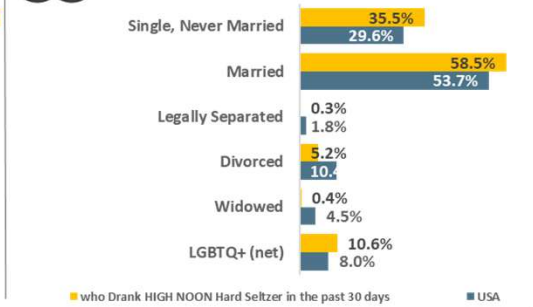
Education Levels: Adults 21 or older



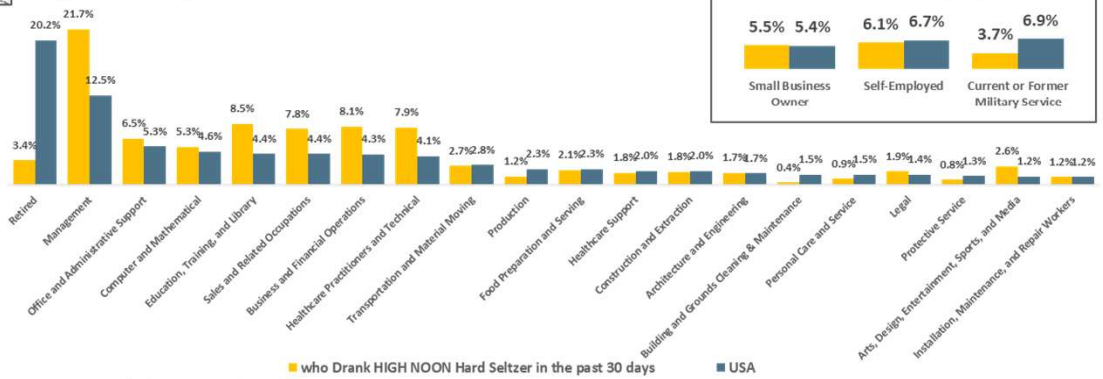
Employment: Adults 21 or older



Marital Status: Adults 21 or older

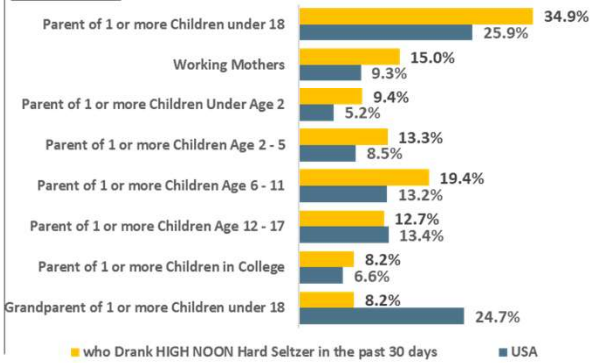


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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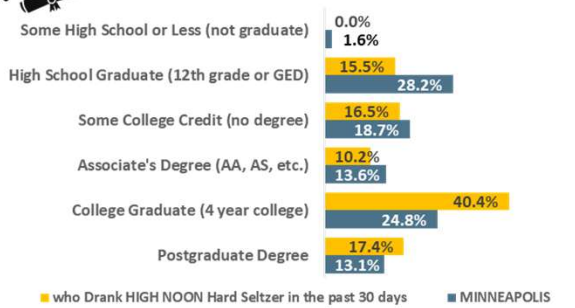
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

Hard seltzers drank past 30 days: High Noon

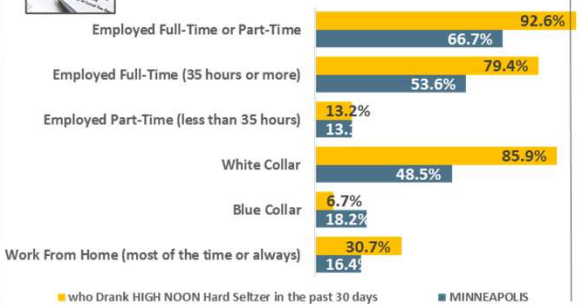


6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 52.5% more likely to be a college graduate, 48.% more likely to work full-time, 9.3% more likely to be married, 44.8% more likely to be a parent of 1 or more children under 18.

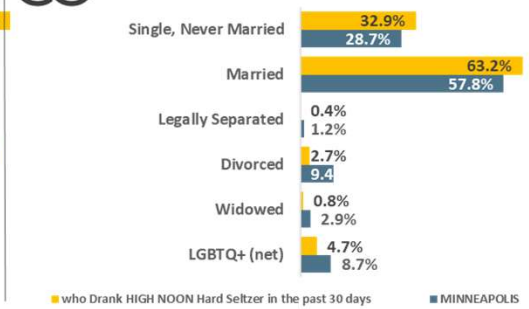
Education Levels: Adults 21 or older



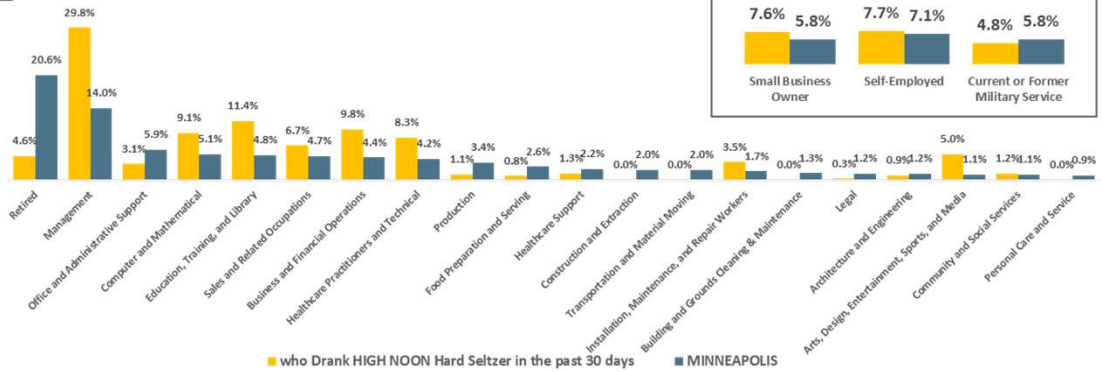
Employment: Adults 21 or older



Marital Status: Adults 21 or older

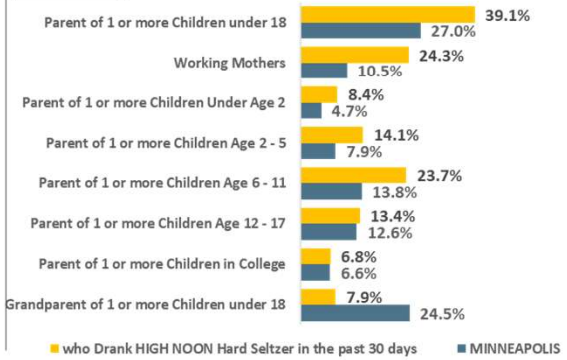


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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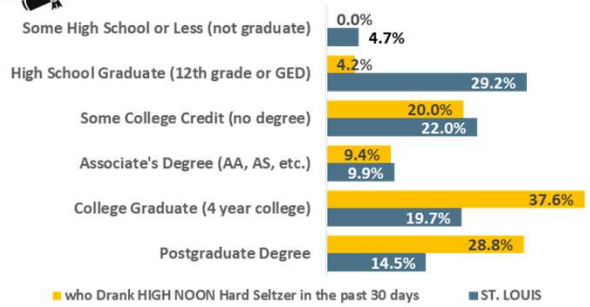
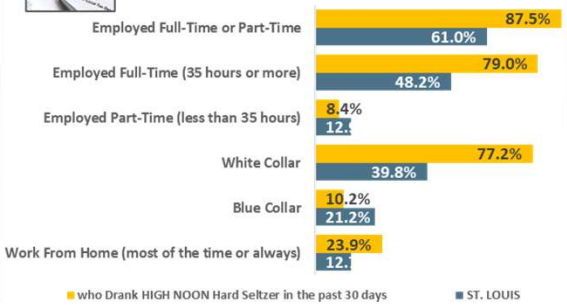
5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 94.2% more likely to be a college graduate, 64.1% more likely to work full-time, 22.% more likely to be married, 84.% more likely to be a parent of 1 or more children under 18.

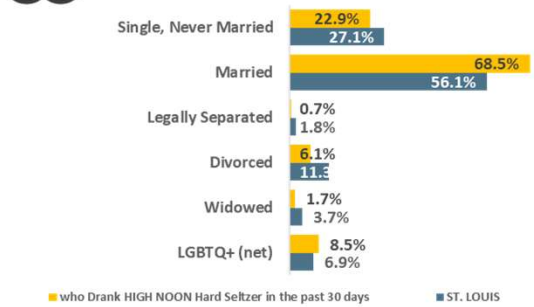
Education Levels: Adults 21 or older



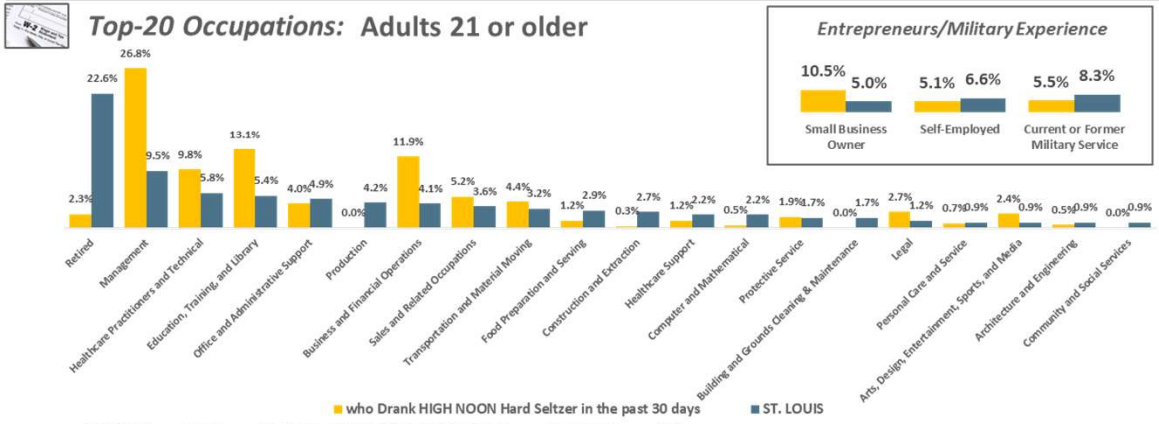
Employment: Adults 21 or older



Marital Status: Adults 21 or older

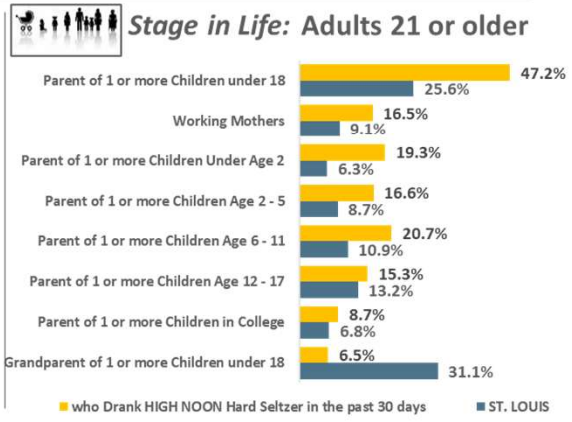


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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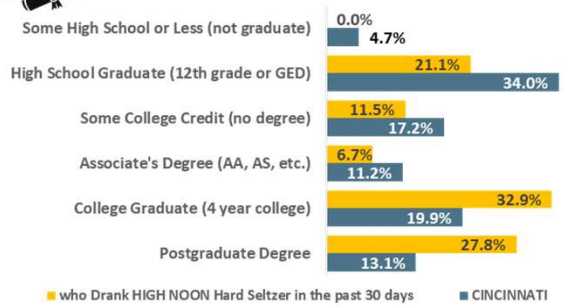
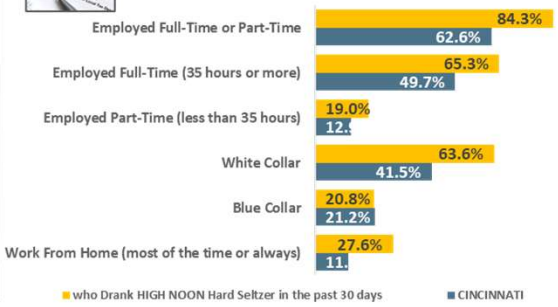
6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 84.1% more likely to be a college graduate, 31.5% more likely to work full-time, 9.3% less likely to be married, 4.% more likely to be a parent of 1 or more children under 18.

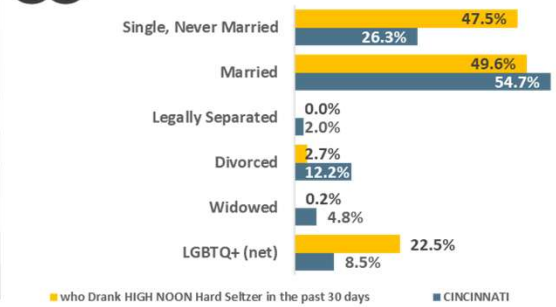
Education Levels: Adults 21 or older



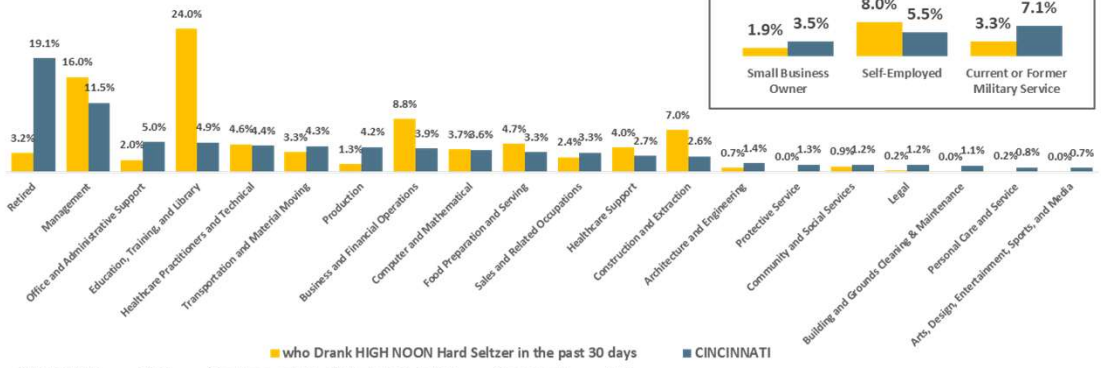
Employment: Adults 21 or older



Marital Status: Adults 21 or older

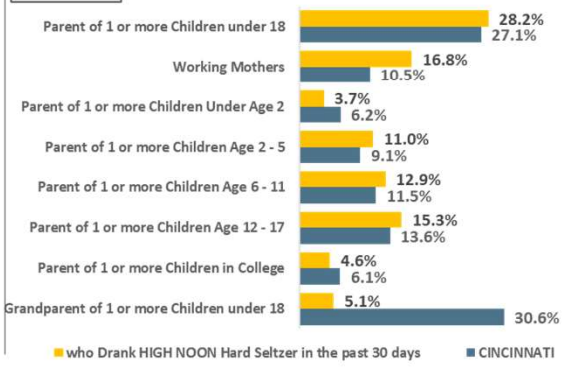


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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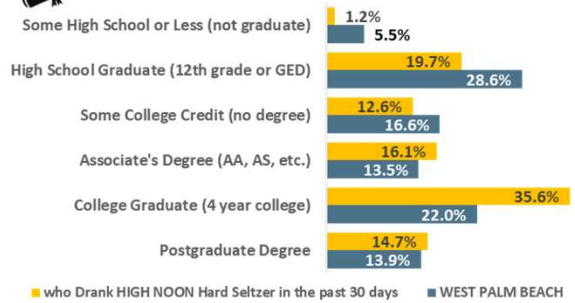
Hard seltzers drank past 30 days: High Noon

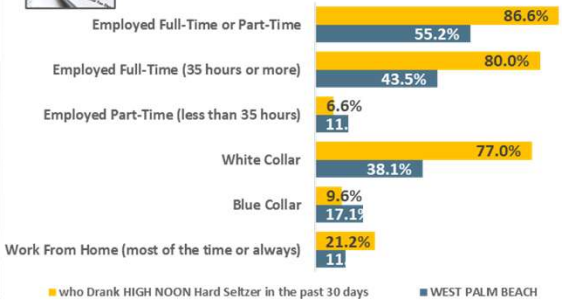


3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 40.1% more likely to be a college graduate, 84.% more likely to work full-time, 13.6% more likely to be married, 1.2% less likely to be a parent of 1 or more children under 18.

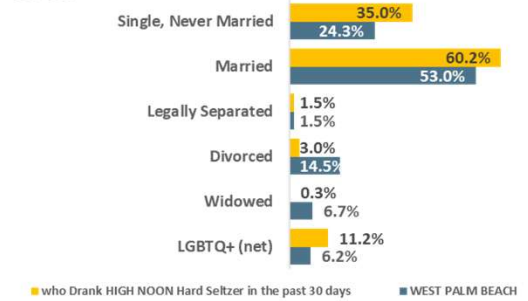
Education Levels: Adults 21 or older



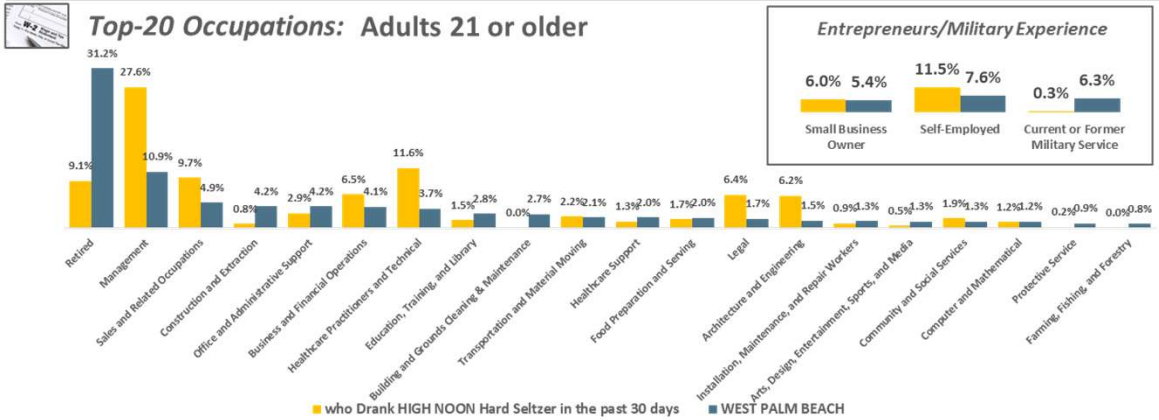
Employment: Adults 21 or older



Marital Status: Adults 21 or older

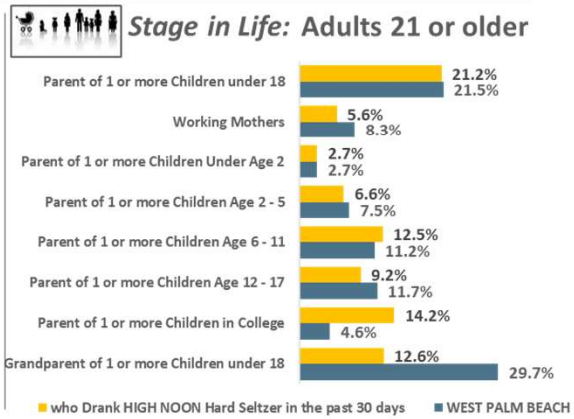


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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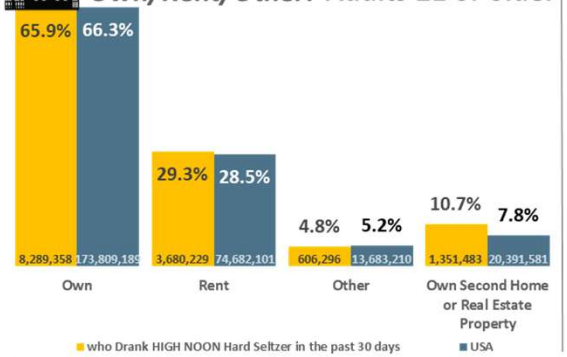
Hard seltzers drank past 30 days: High Noon

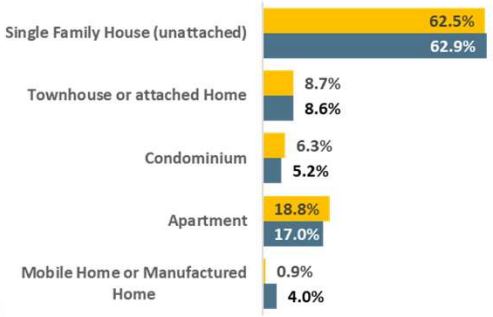


4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are .6% less likely to own their home, 35.5% more likely to own a higher valued home, .8% less likely to have a single-family home, 43.2% more likely to have a dog.

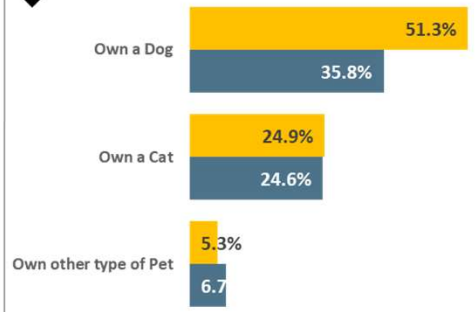
Own/Rent/Other: Adults 21 or older



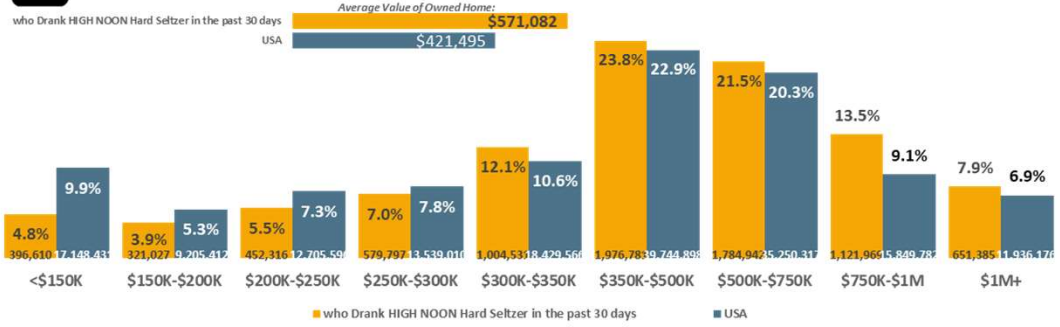
Type of Home: Adults 21 or older



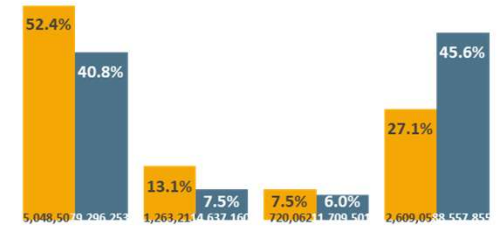
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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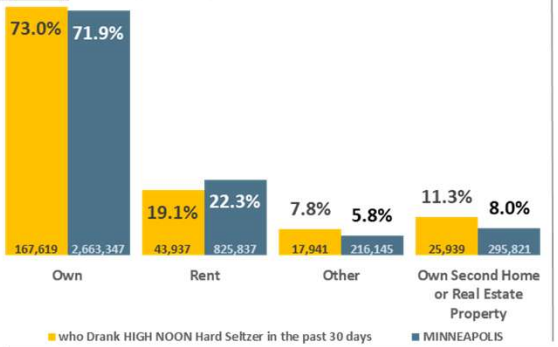
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*

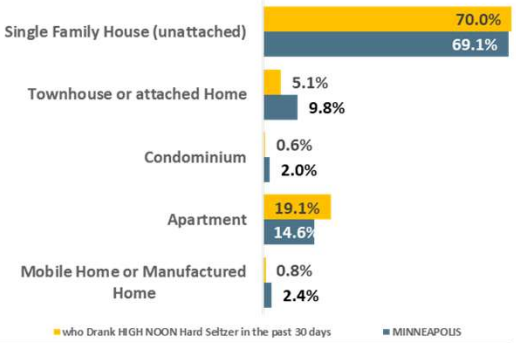


6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 1.6% more likely to own their home, 20.7% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 49.3% more likely to have a dog.

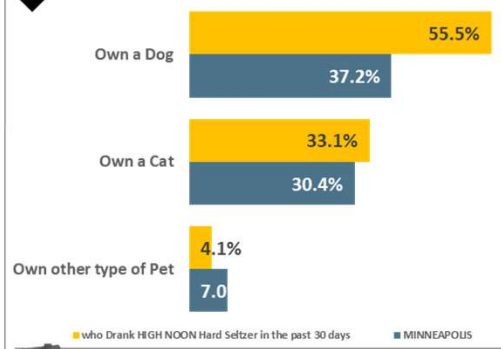
Own/Rent/Other: Adults 21 or older



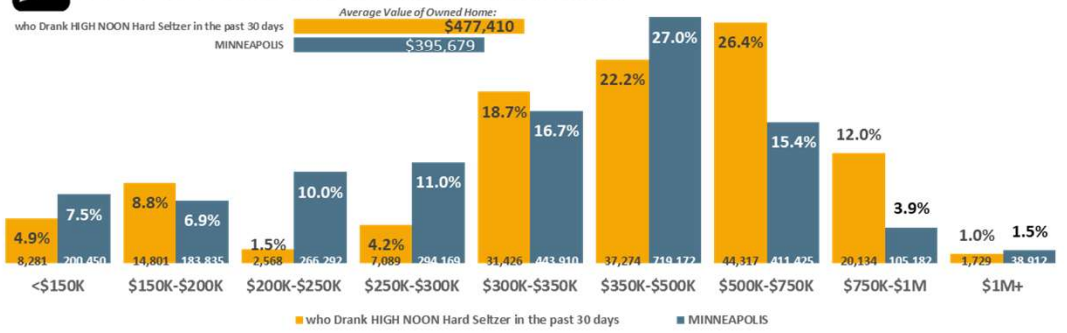
Type of Home: Adults 21 or older



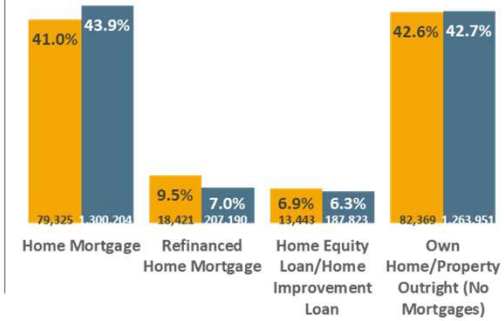
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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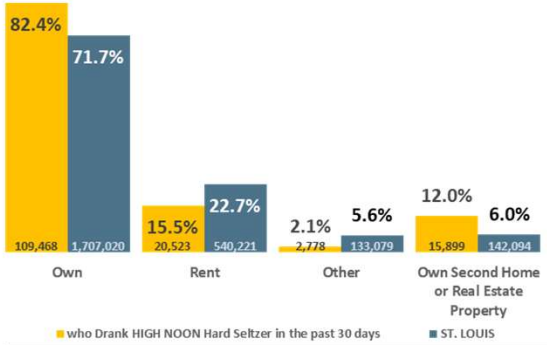
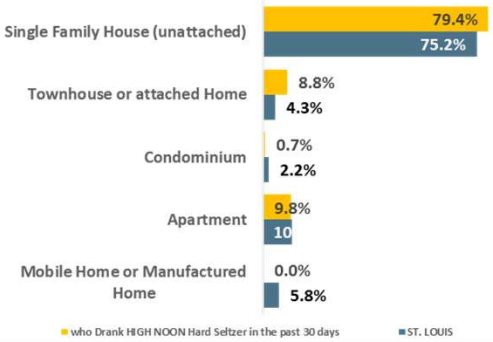
5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 15.% more likely to own their home, 25.4% more likely to own a higher valued home, 5.6% more likely to have a single-family home, 39.1% more likely to have a dog.

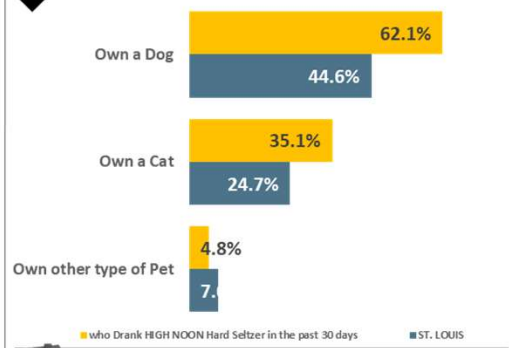
Own/Rent/Other: Adults 21 or older



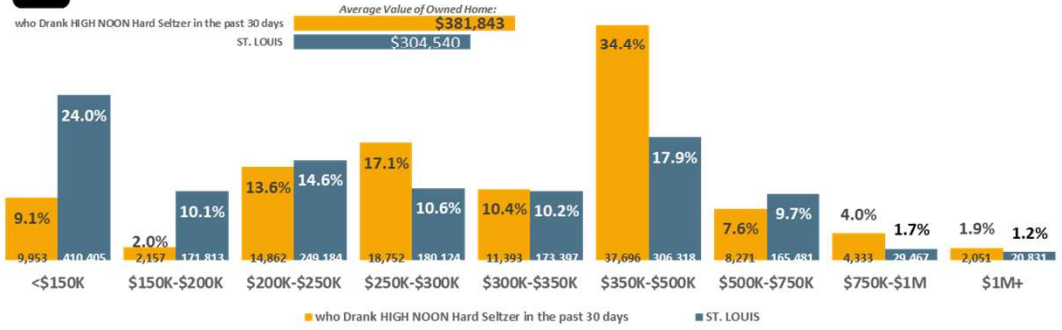
Type of Home: Adults 21 or older



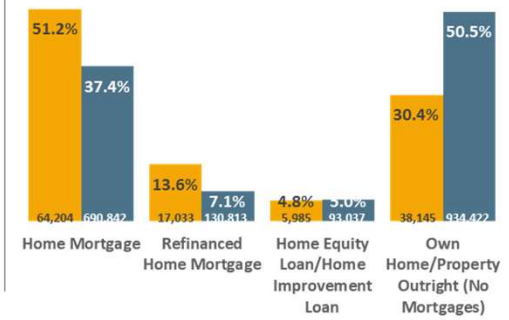
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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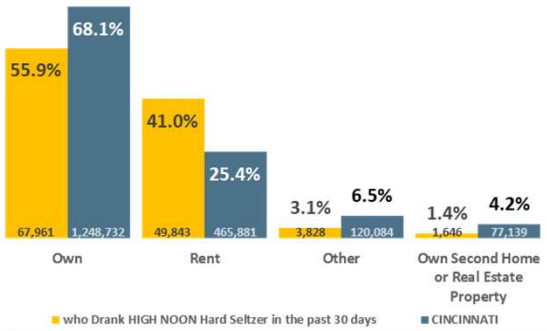
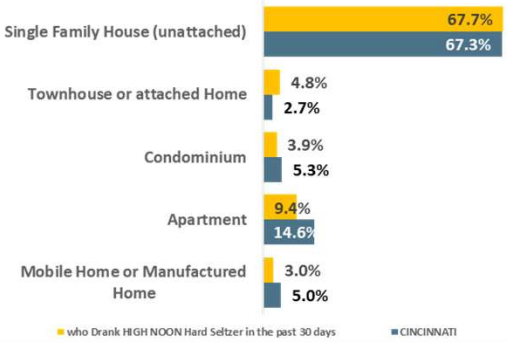
6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 17.9% less likely to own their home, 31.8% more likely to own a higher valued home, .6% more likely to have a single-family home, 23.6% more likely to have a dog.

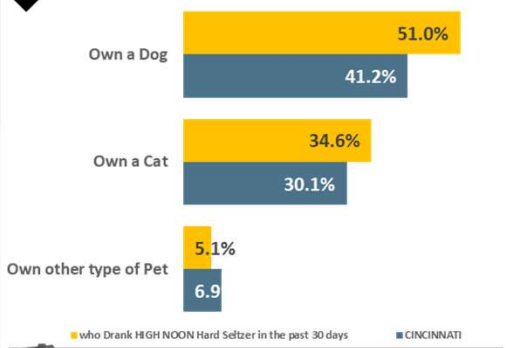
Own/Rent/Other: Adults 21 or older



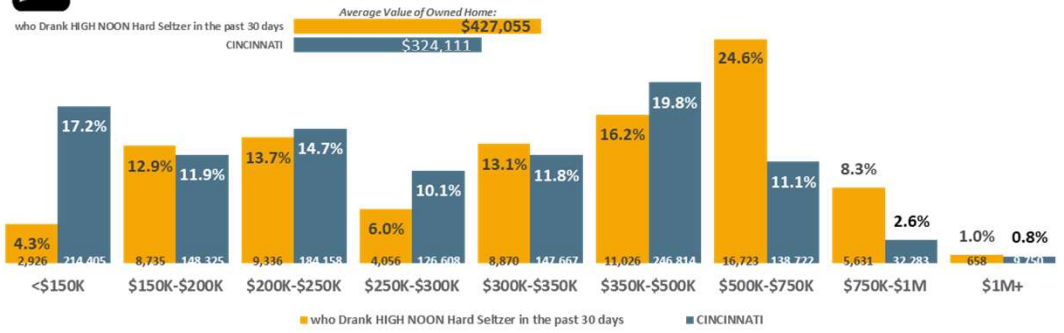
Type of Home: Adults 21 or older



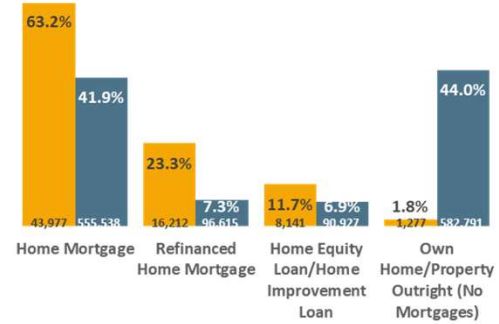
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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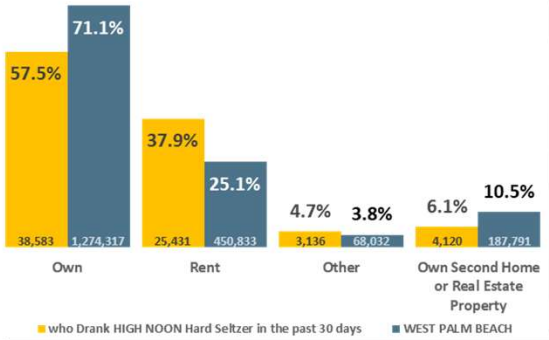
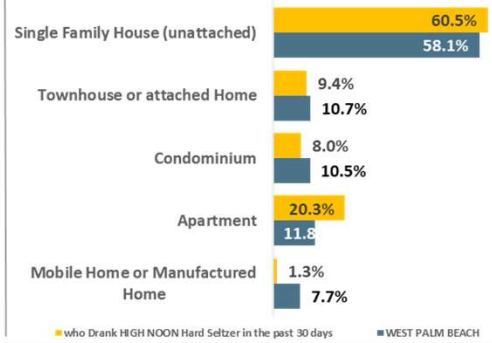
3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 19.1% less likely to own their home, 35.% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 78.8% more likely to have a dog.

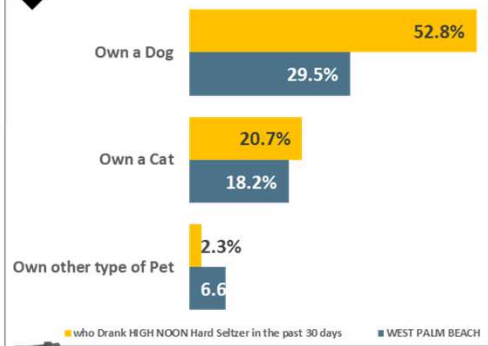
Own/Rent/Other: Adults 21 or older



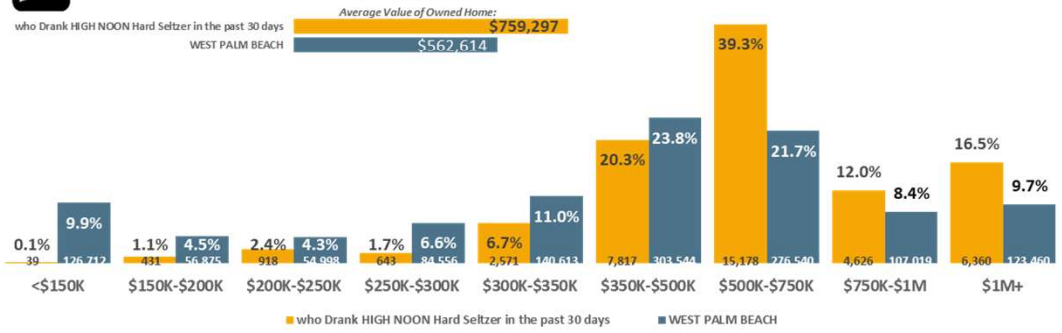
Type of Home: Adults 21 or older



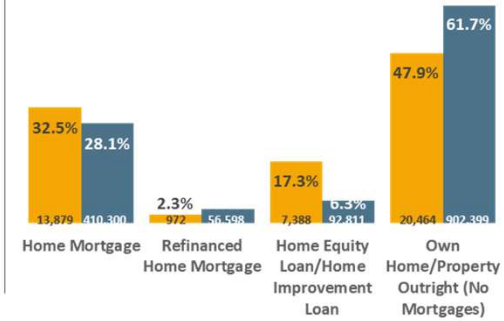
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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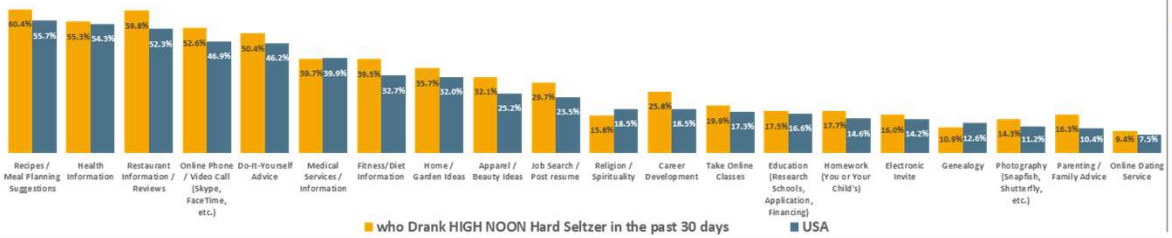
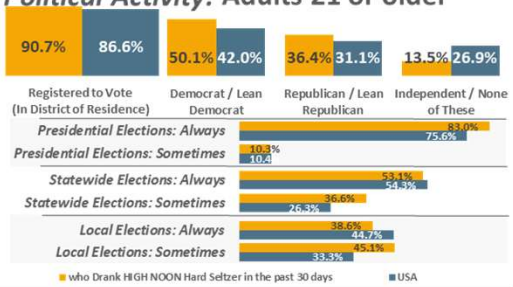
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days.
Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 8.9% more likely to look up D-I-Y advice online, 13.6% less likely to always vote in local elections, 82.7% more likely to belong to a gym, 45.1% more likely to fly domestic past

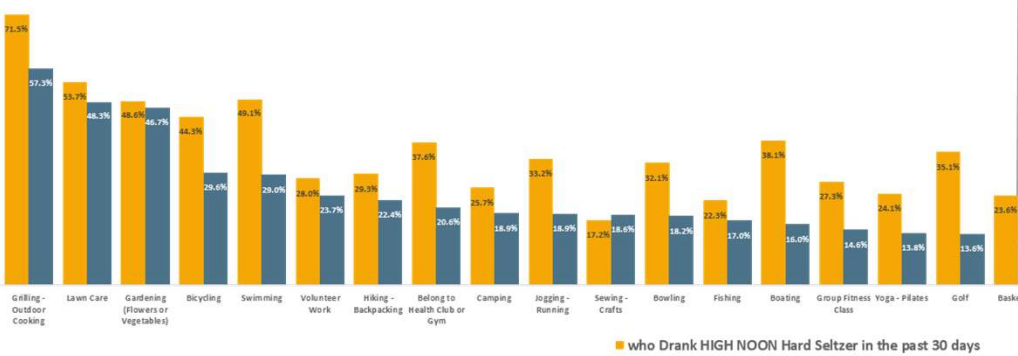
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



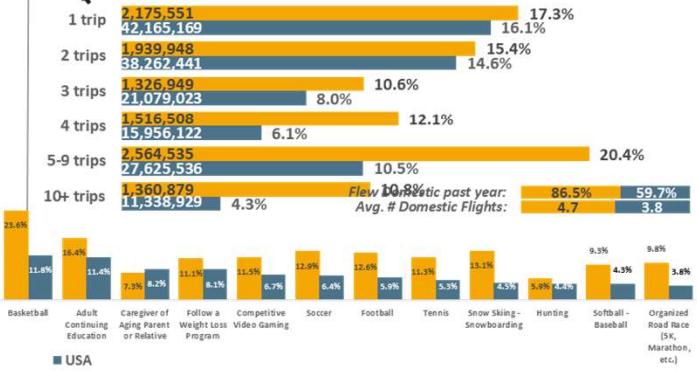
Political Activity: Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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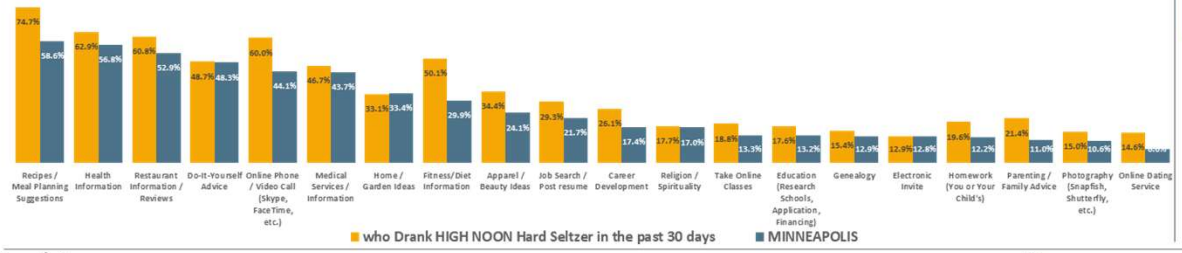
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

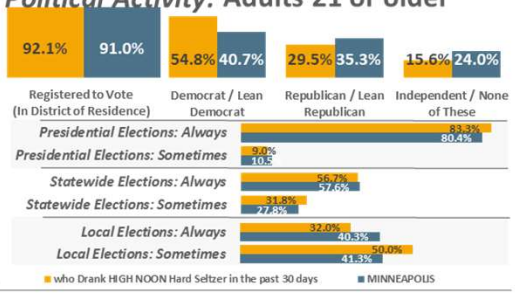


6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are .8% more likely to look up D-I-Y advice online, 20.7% less likely to always vote in local elections, 74.5% more likely to belong to a gym, 42.2% more likely to fly domestic past y

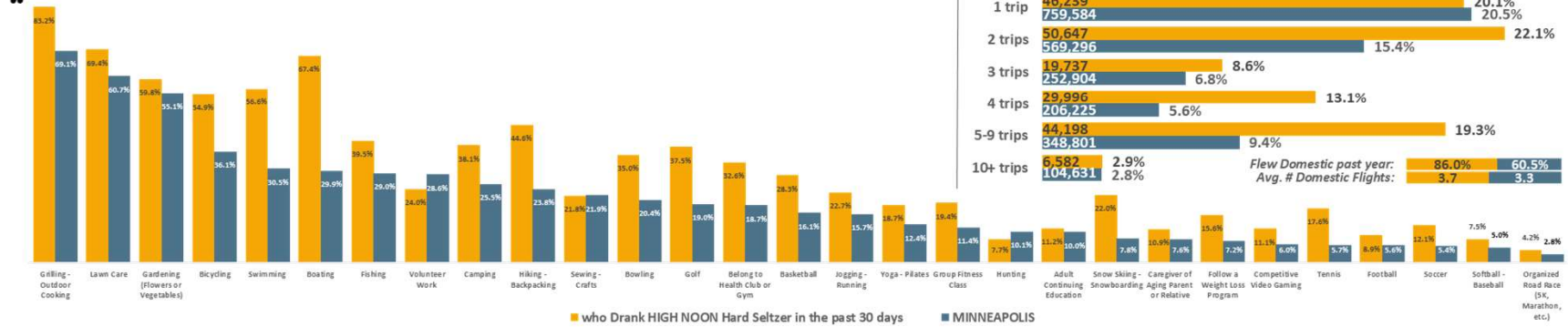
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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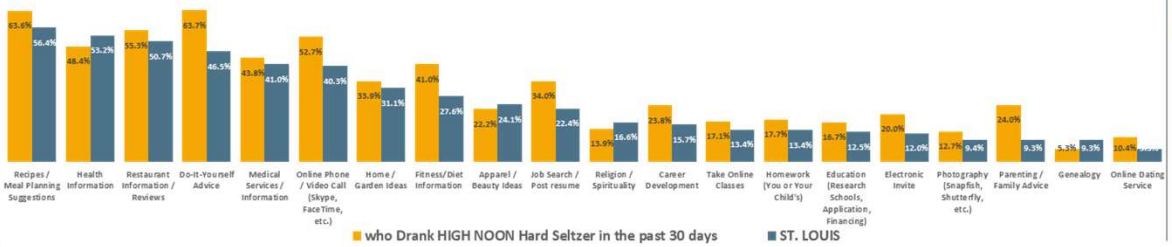
Hard seltzers drank past 30 days: High Noon

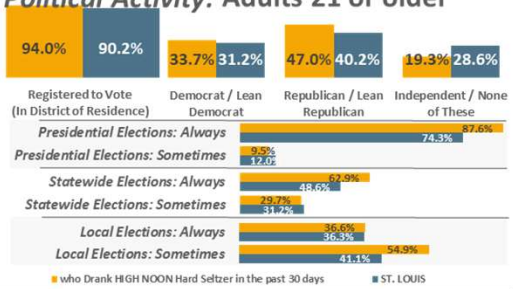


5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 36.9% more likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 27.7% more likely to belong to a gym, 73.5% more likely to fly domestic past y

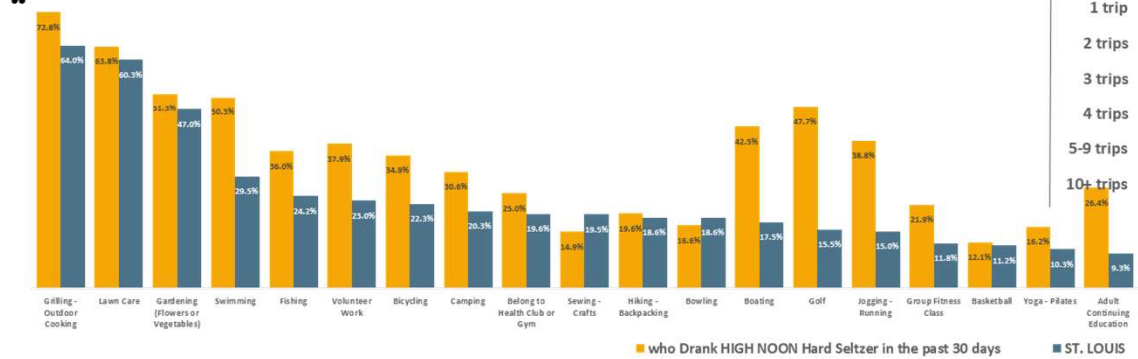
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



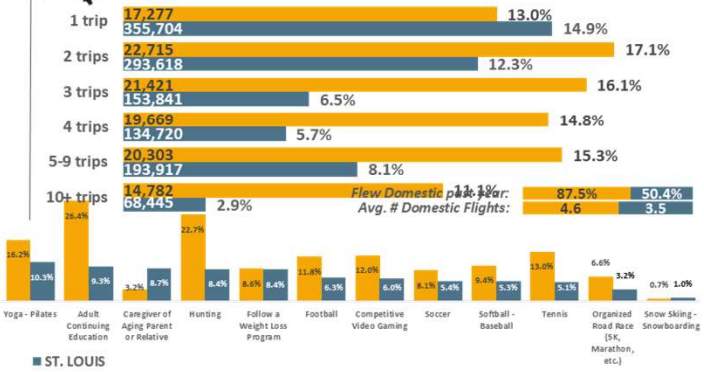
Political Activity: Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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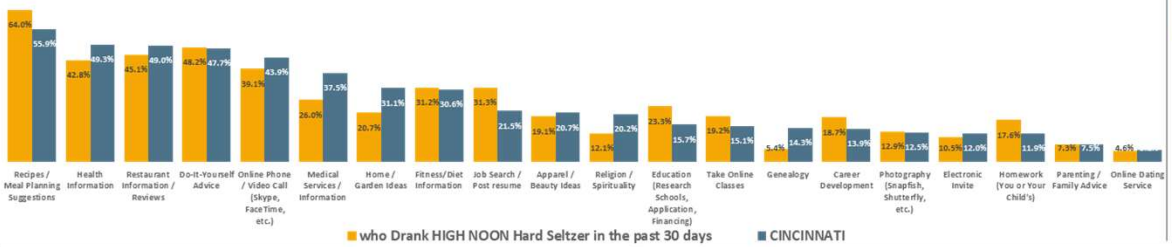
Hard seltzers drank past 30 days: High Noon

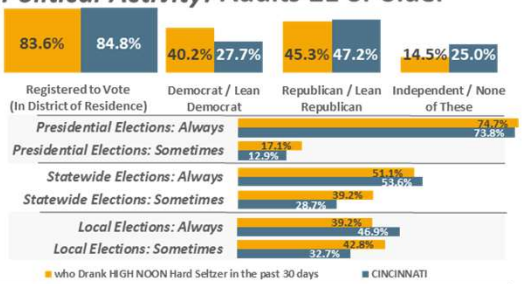


6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 1.1% more likely to look up D-I-Y advice online, 16.4% less likely to always vote in local elections, 11.4% more likely to belong to a gym, 69.3% more likely to fly domestic past

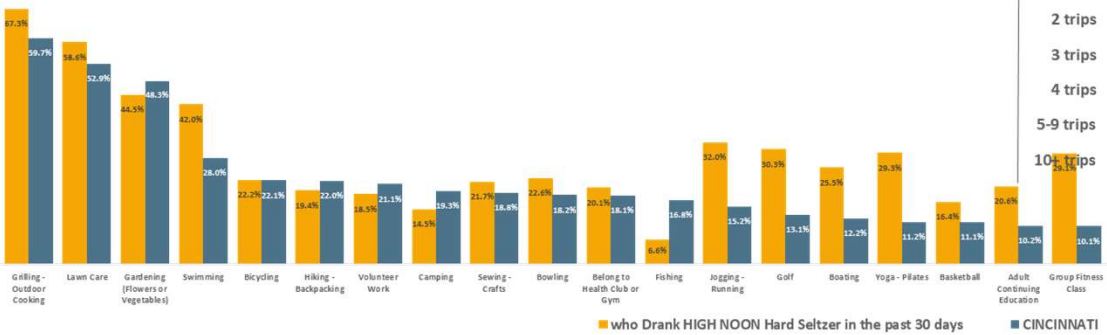
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



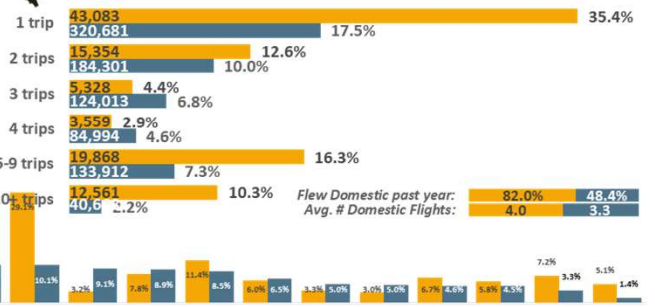
Political Activity: Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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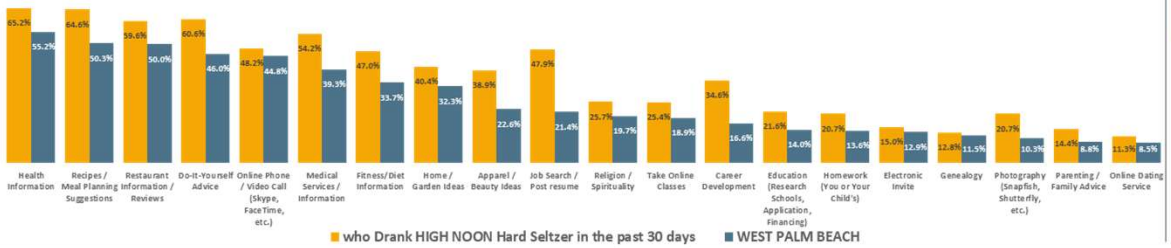
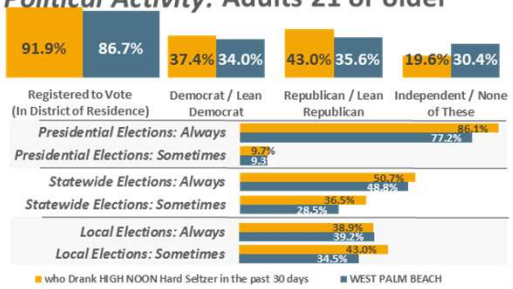
3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30... Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 31.9% more likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 177.7% more likely to belong to a gym, 40.7% more likely to fly domestic past

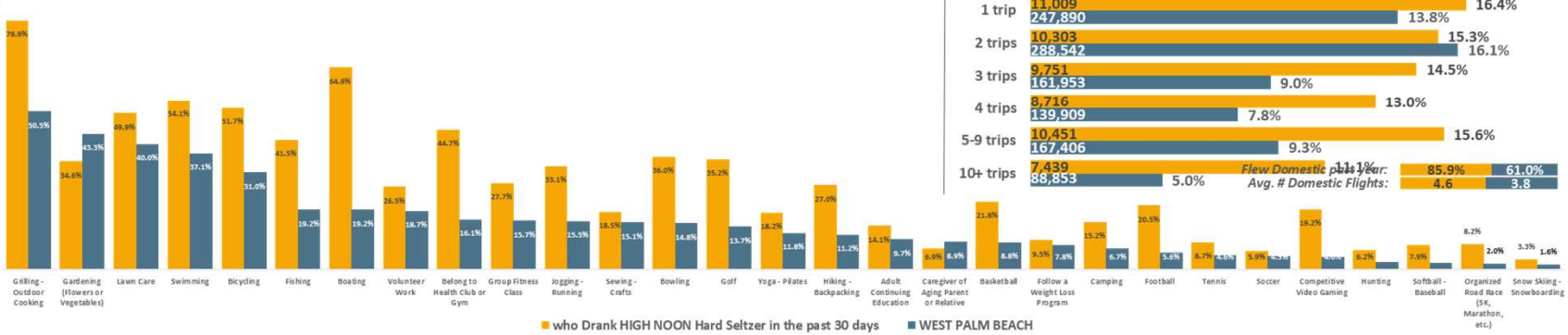
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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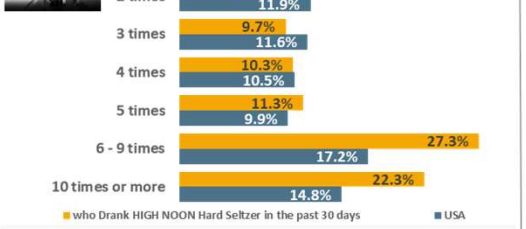
Hard seltzers drank past 30 days: High Noon



4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 13.4% more likely to use QSRs past mo., 24.7% more likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 7.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



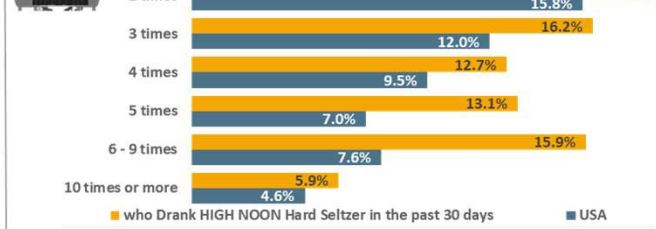


Total Monthly QSR Users: 96.0% 12,070,23 7 | 84.6% 33

Avg. Monthly QSR Meals: 7.2 | 6.0

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





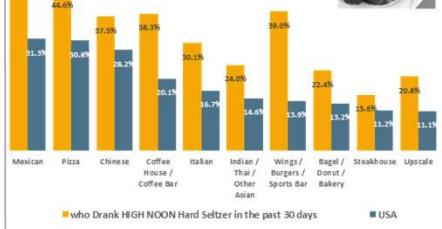
Total Monthly Sit-Down Restaurant Users: 90.7% 11,406,48 8 | 72.7% 190,682,7 36

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.9

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)





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

who Drank HIGH NOON Hard Seltzer in the past 30 days 4,523,446 36.0%

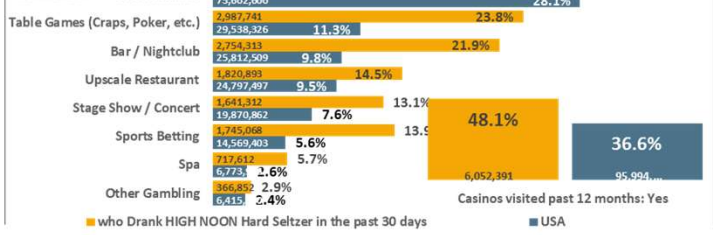
USA 19.4%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*



6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 13.5% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 55.6% more likely to use Casinos past yr., 19.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 96.6% 221,727 | 85.1% 3,153,111

Avg. Monthly QSR Meals: 6.0 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 86.6% 198,674 | 73.7% 2,732,042

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 3.3

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Drank HIGH NOON Hard Seltzer in the past 30 days 63,566 27.7%

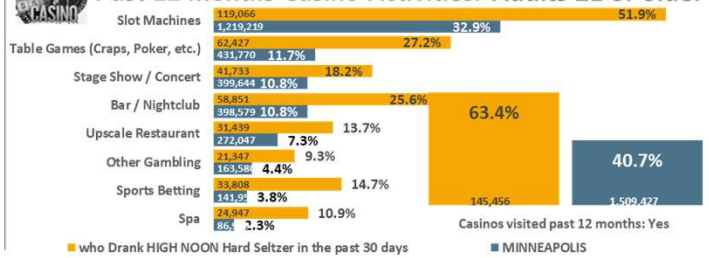
MINNEAPOLIS 459,185 12.4%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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Hard seltzers drank past 30 days: High Noon



5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 10.5% more likely to use QSRs past mo., 30.1% more likely to use Sit-Down Restaurants past mo., 56.5% more likely to use Casinos past yr., 94.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 94.1% 124,944 | 85.2% 2,027,801

Avg. Monthly QSR Meals: 6.6 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 91.7% 121,702 | 70.4% 1,676,579

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.8

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)

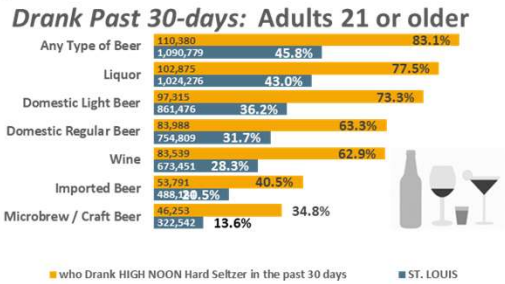


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Drank HIGH NOON Hard Seltzer in the past 30 days 45,818 34.5%

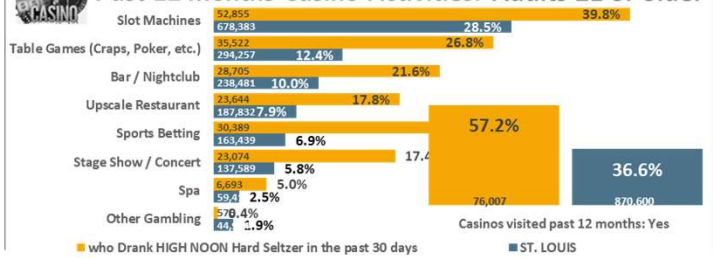
ST. LOUIS 390,418 16.4%

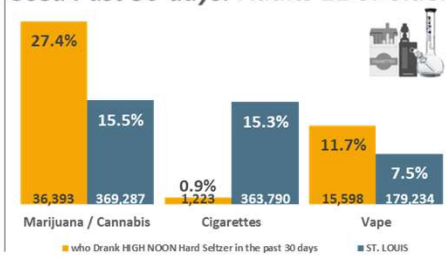
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older







Used Past 30-days: Adults 21 or older

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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Hard seltzers drank past 30 days: High Noon



6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 11.1% more likely to use QSRs past mo., 25.1% more likely to use Sit-Down Restaurants past mo., 61.6% more likely to use Casinos past yr., 42.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



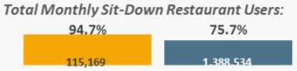
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

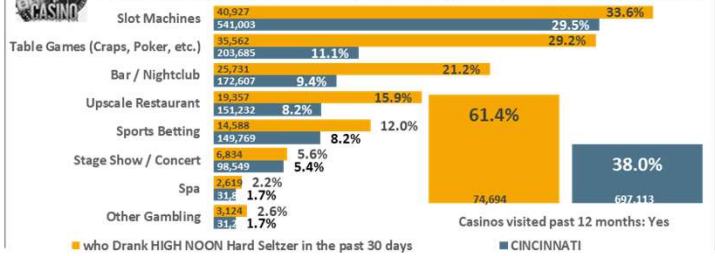


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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Hard seltzers drank past 30 days: High Noon



3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 14.2% more likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., 74.7% more likely to use Casinos past yr., 14.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 89.7% 60,266 | 78.6% 1,409,518

Avg. Monthly QSR Meals: 6.7 | 5.7

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



Total Monthly Sit-Down Restaurant Users: 89.1% 59,855 | 73.9% 1,324,709

Avg. Monthly Sit-Down Restaurant Meals: 5.5 | 4.7

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Drank HIGH NOON Hard Seltzer in the past 30 days 27,679 41.2%

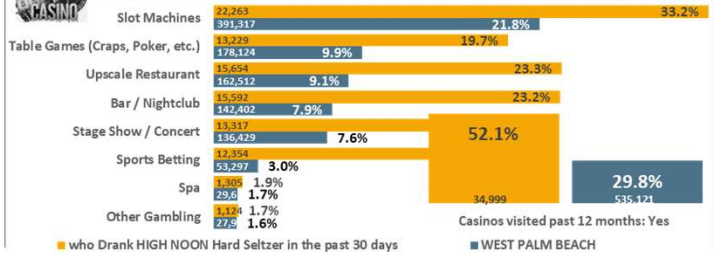
WEST PALM BEACH 293,455 16.4%

Drank Past 30-days: Adults 21 or older



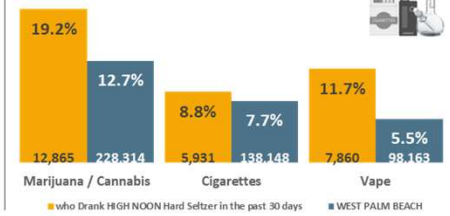
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





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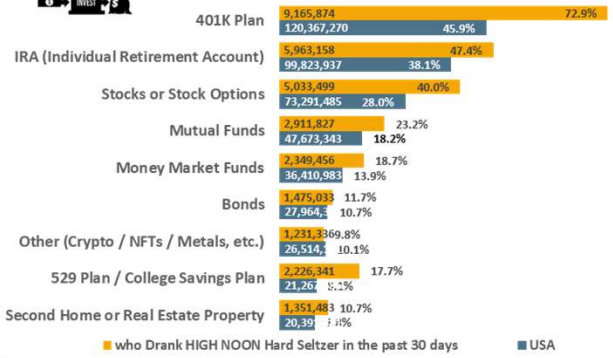
Hard seltzers drank past 30 days: High Noon

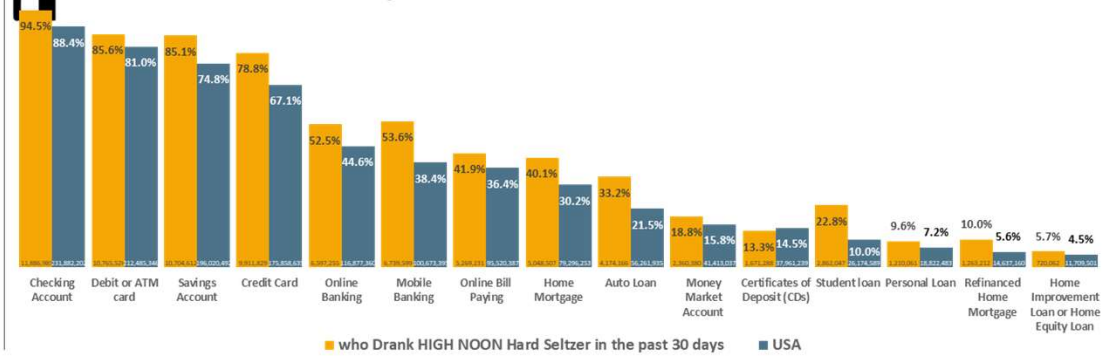


4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 58.8% more likely to have a 401K, 54.7% more likely to have an Auto Loan, 55.8% more likely to Invest/Trade Stocks Online, 15.3% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



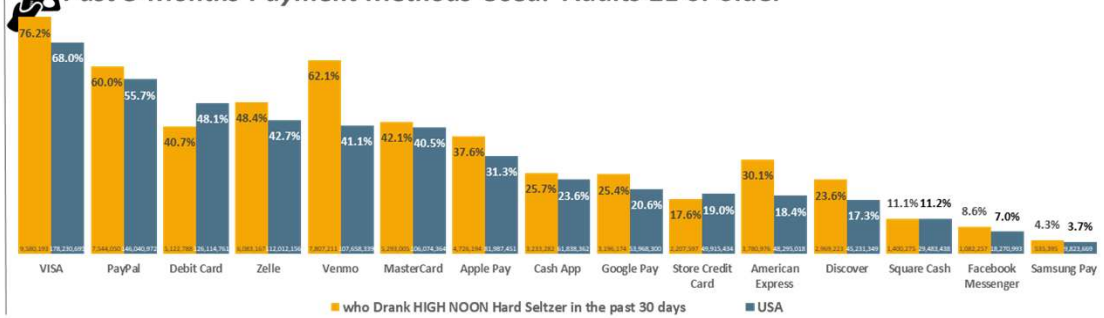
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

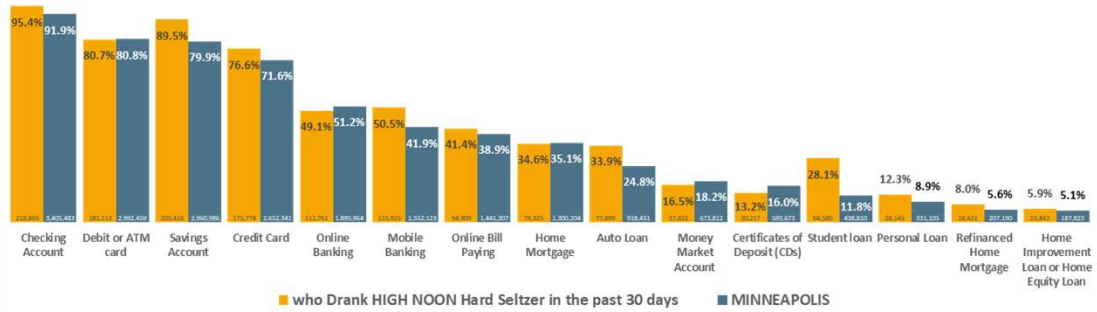


6.2% or 229,497 of MINNEAPOLIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 26.2% more likely to have a 401K, 36.9% more likely to have an Auto Loan, 45.9% more likely to Invest/Trade Stocks Online, 12.% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

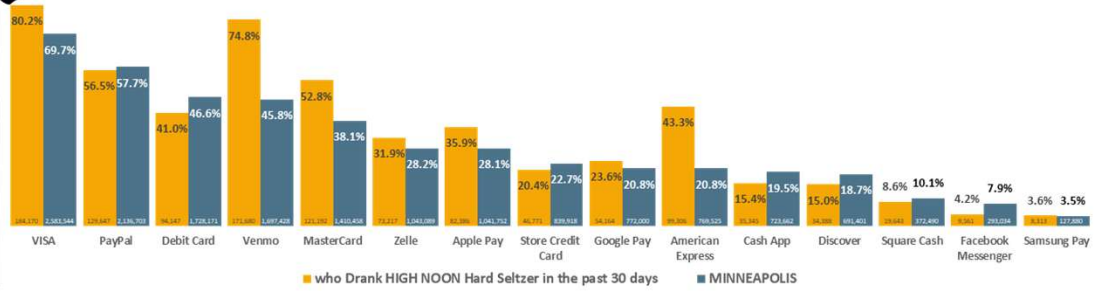


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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



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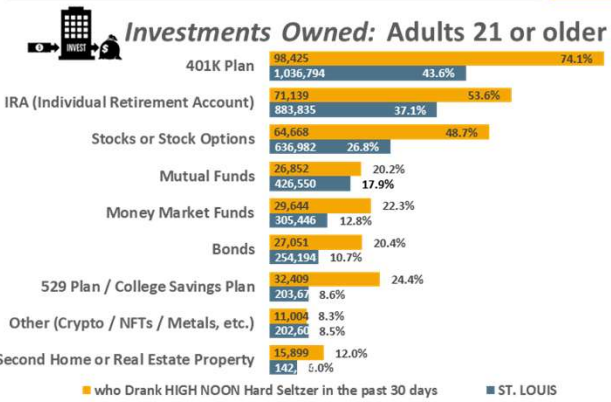
Hard seltzers drank past 30 days: High Noon

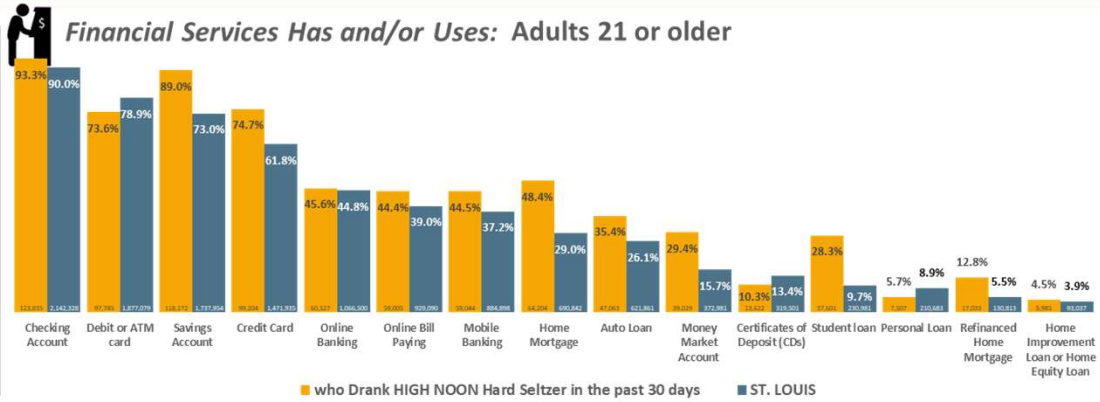


5.6% or 132,769 of ST. LOUIS DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 70.2% more likely to have a 401K, 35.7% more likely to have an Auto Loan, 114.9% more likely to Invest/Trade Stocks Online, 31.2% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



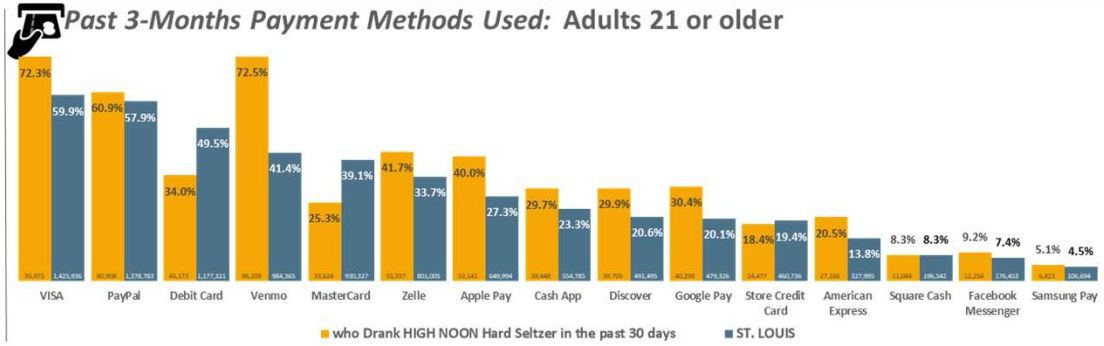
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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Hard seltzers drank past 30 days: High Noon

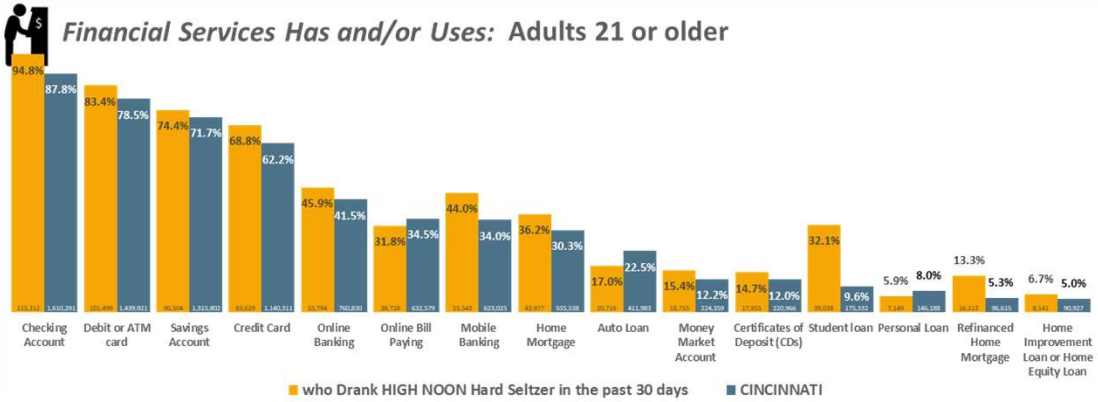


6.6% or 121,632 of CINCINNATI DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 37.3% more likely to have a 401K, 24.2% less likely to have an Auto Loan, 43.6% more likely to Invest/Trade Stocks Online, 21.5% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

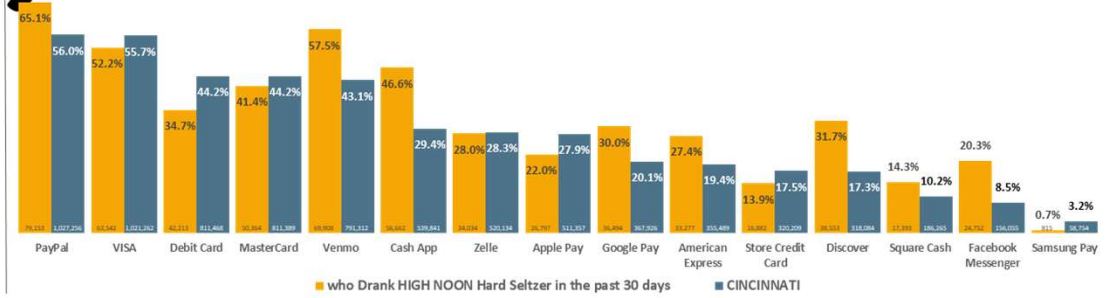


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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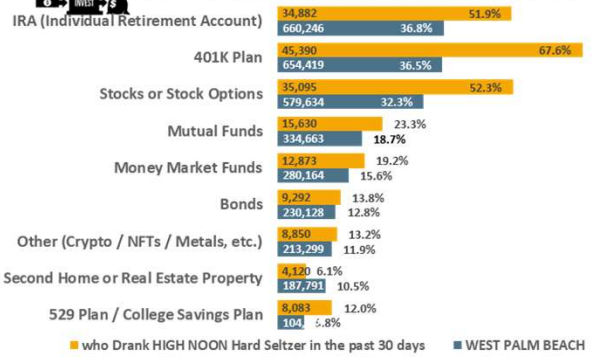
Hard seltzers drank past 30 days: High Noon

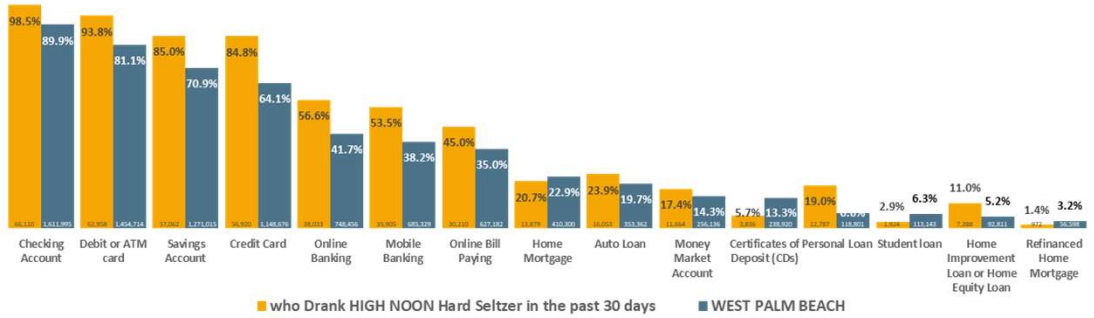


3.7% or 67,150 of WEST PALM BEACH DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30... Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 85.2% more likely to have a 401K, 21.3% more likely to have an Auto Loan, 98.6% more likely to Invest/Trade Stocks Online, 10.2% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



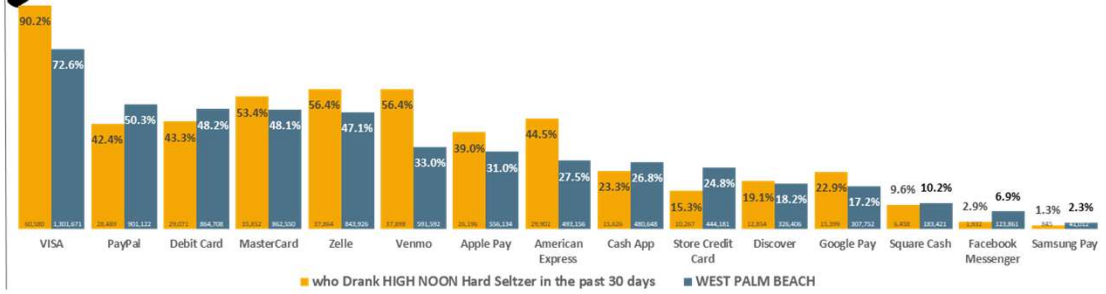
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



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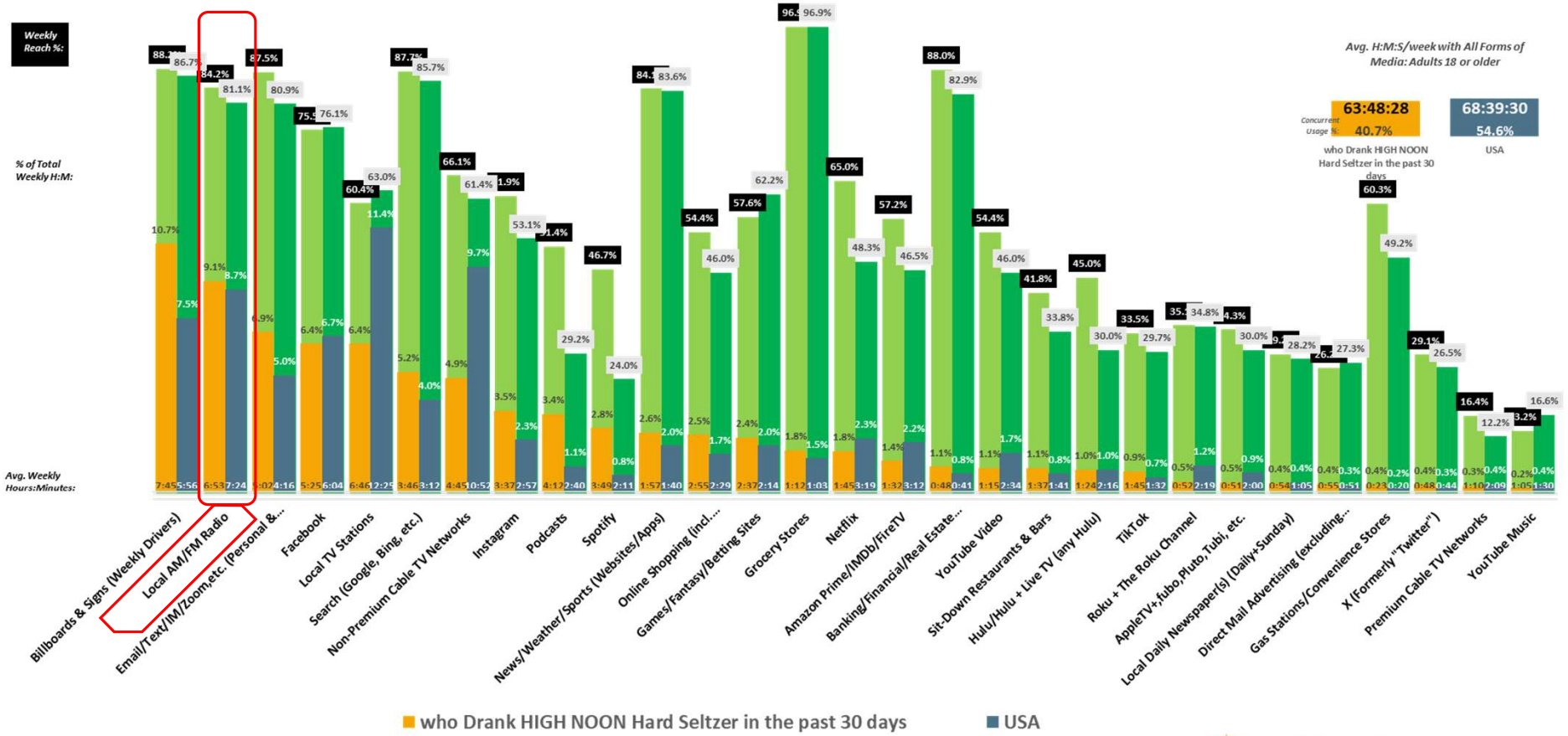
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 15 hours, 48 minutes and 28 seconds each week with All Forms of Media.

84.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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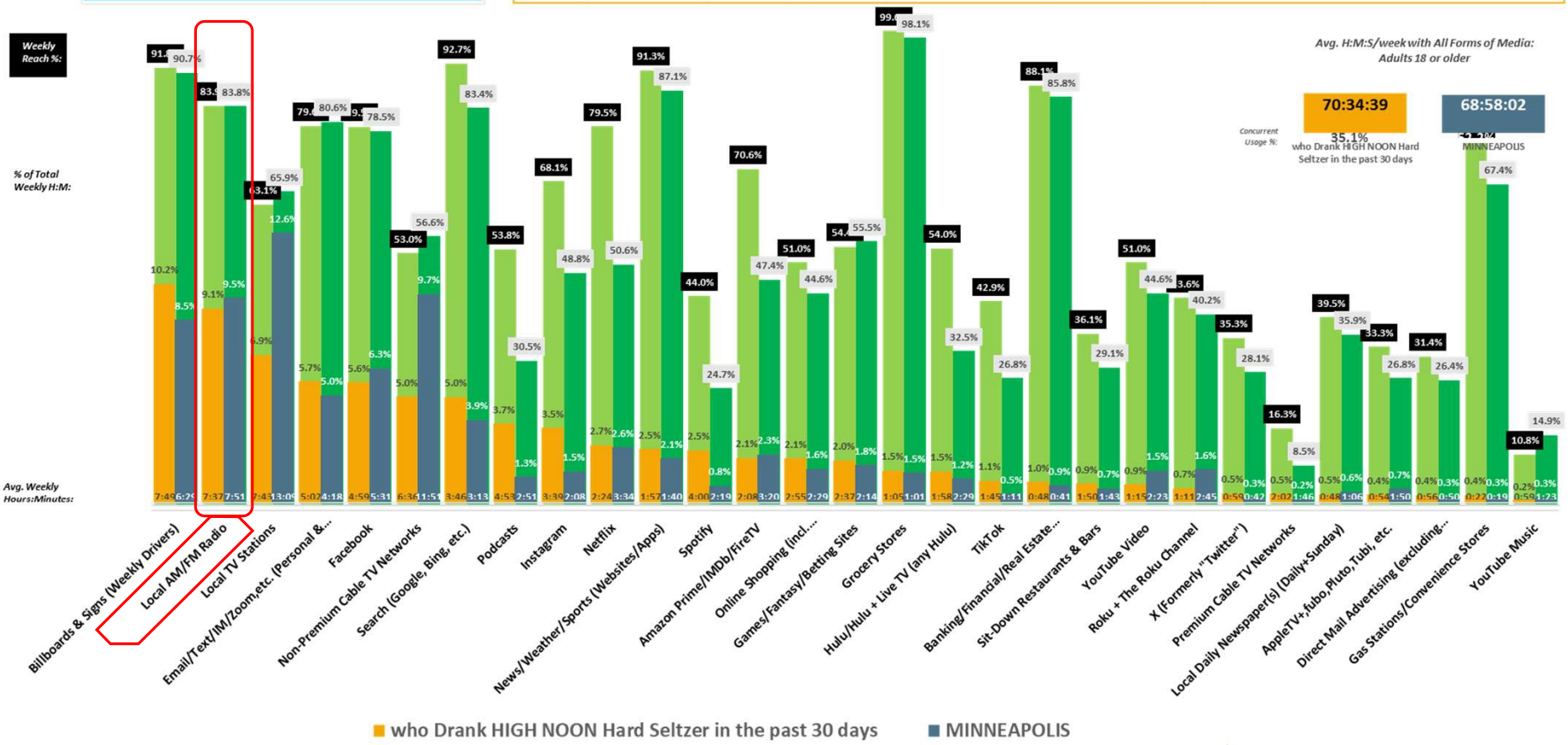
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 22 hours, 34 minutes and 39 seconds each week with All Forms of Media.

83.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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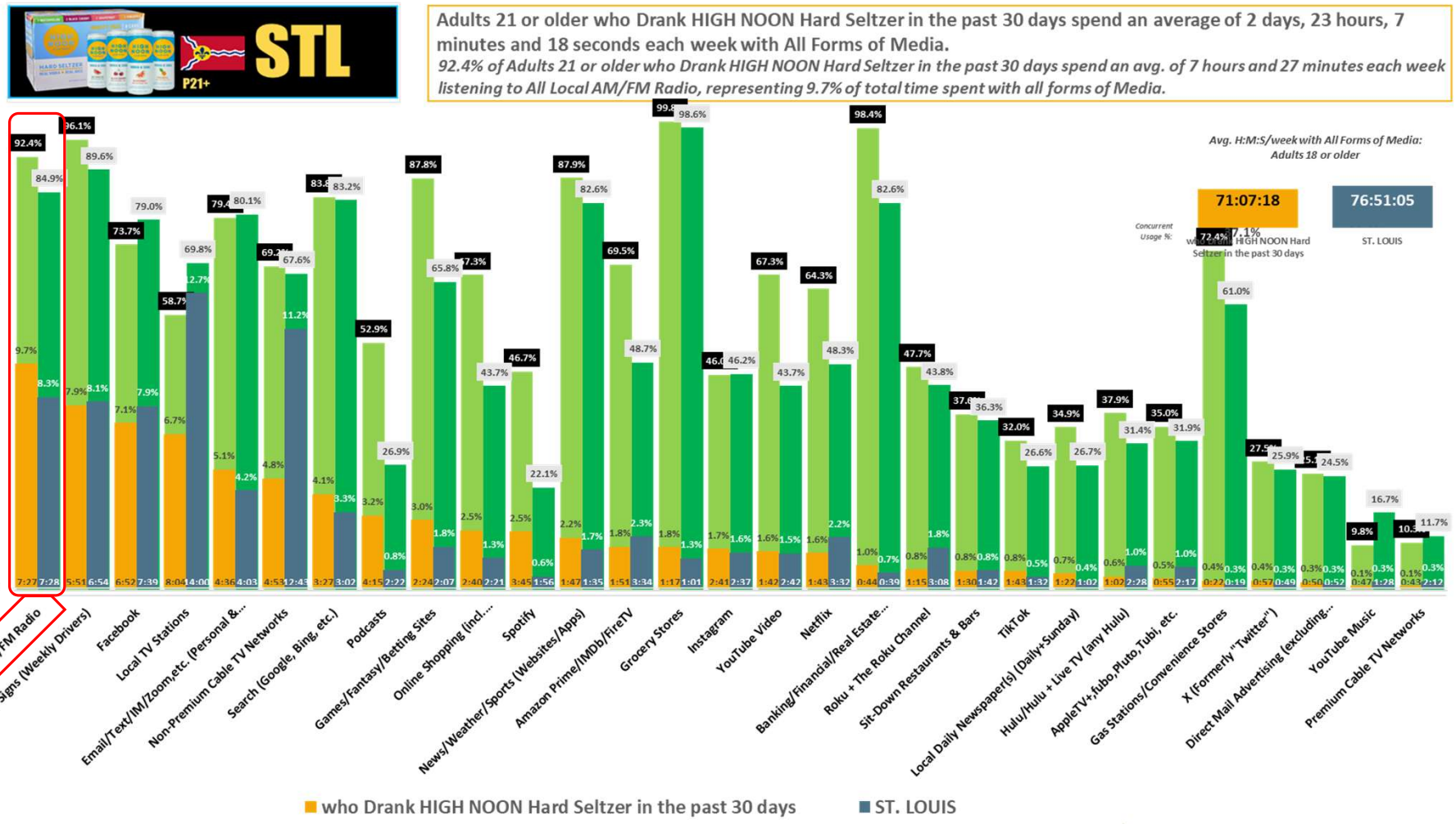
Hard seltzers drank past 30 days: High Noon



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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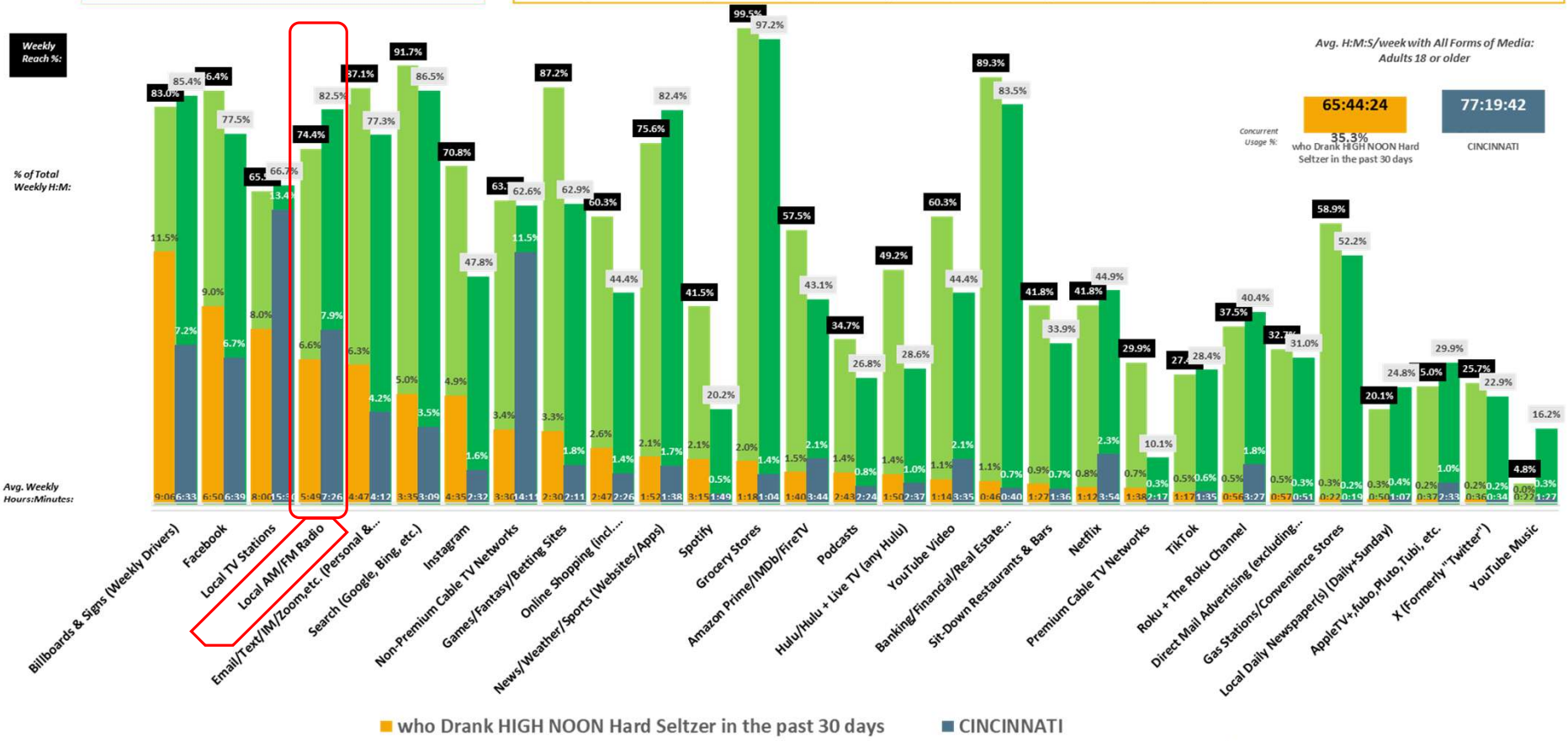
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 17 hours, 44 minutes and 24 seconds each week with All Forms of Media.

74.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 5 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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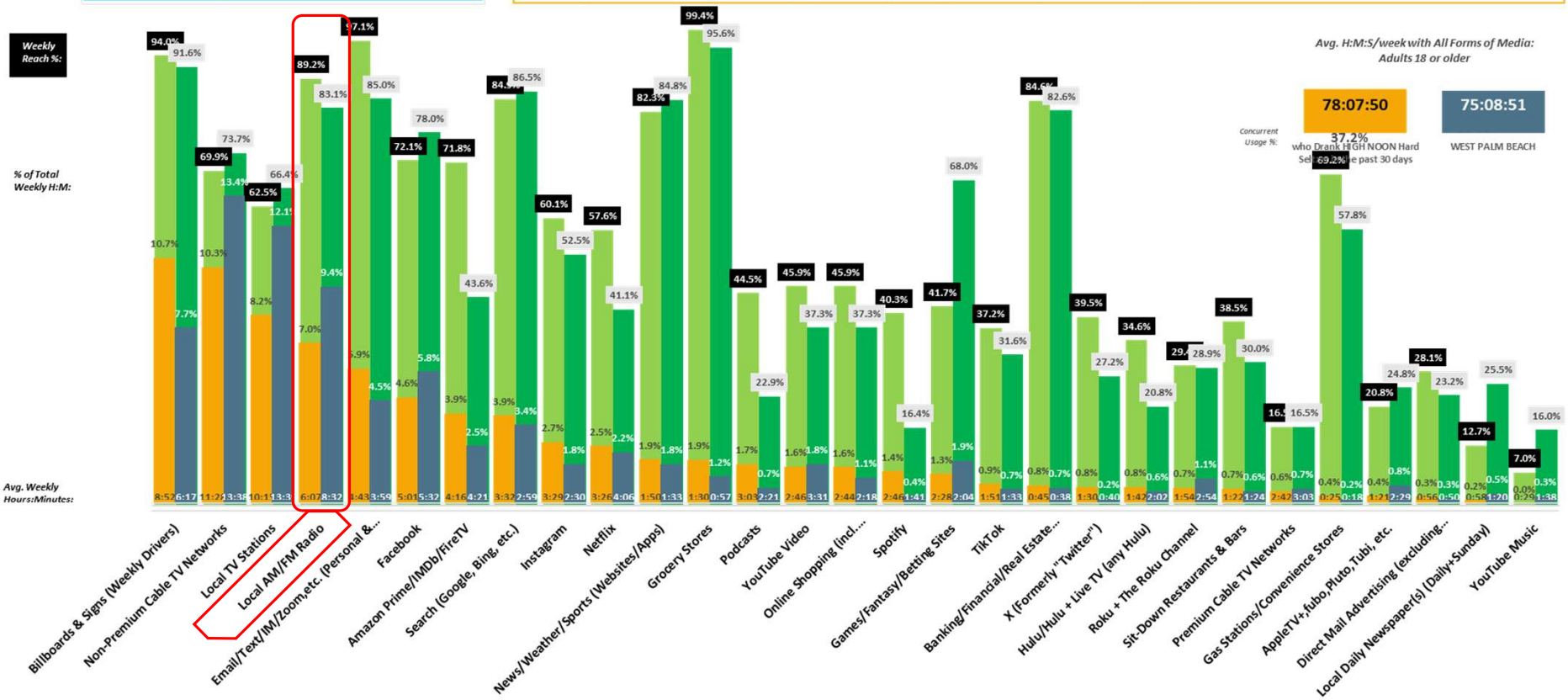
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 3 days, 6 hours, 7 minutes and 50 seconds each week with All Forms of Media.

89.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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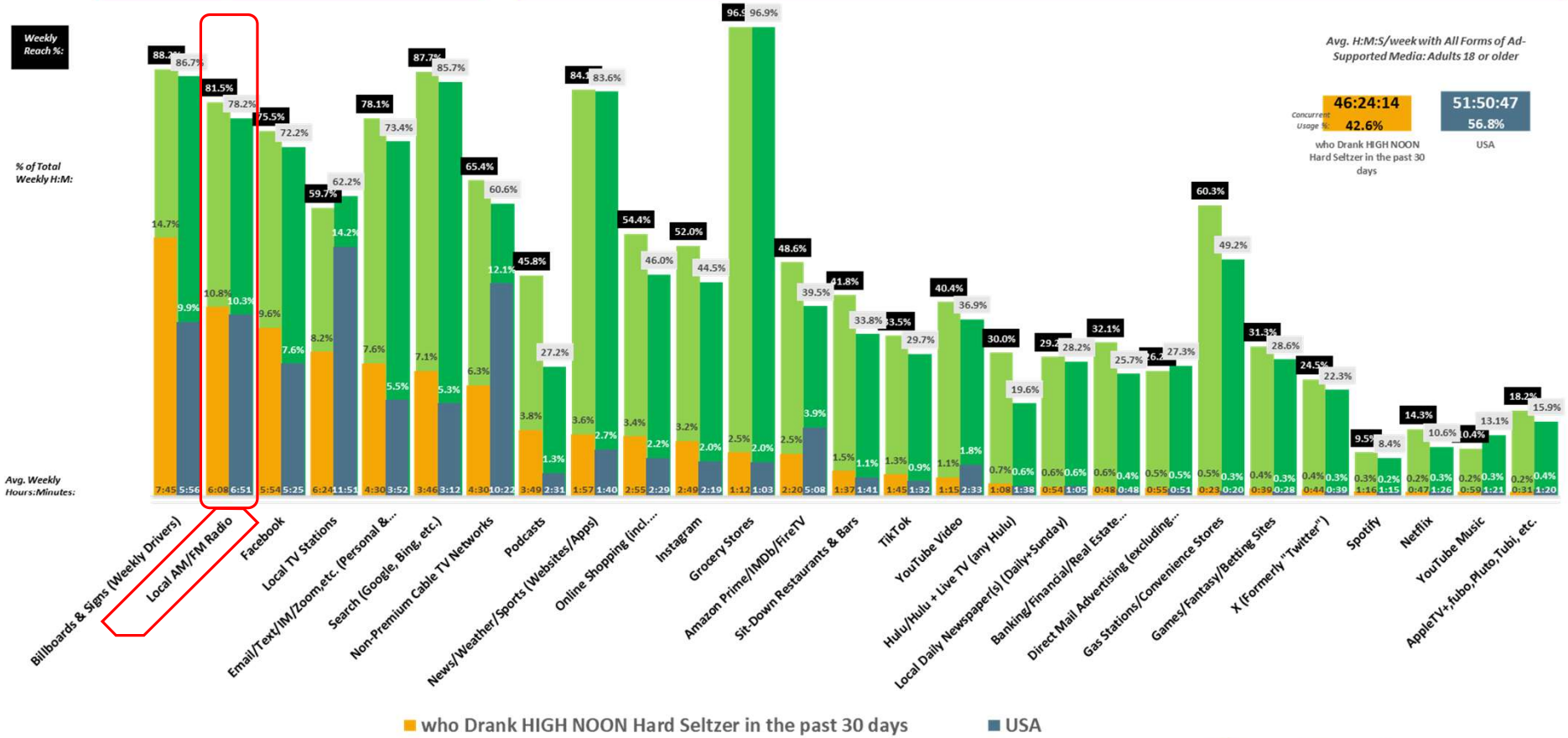
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 22 hours, 24 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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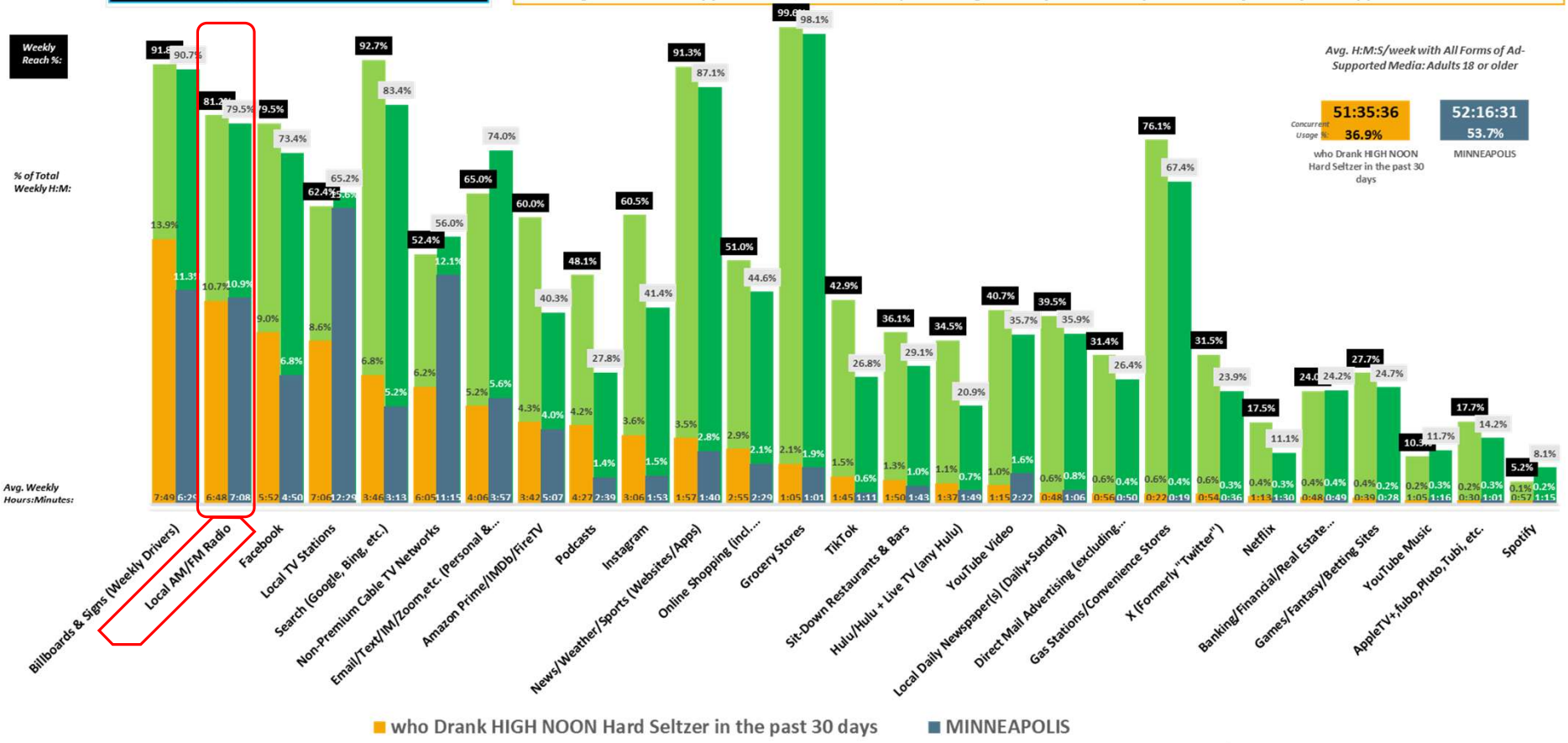
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 3 hours, 35 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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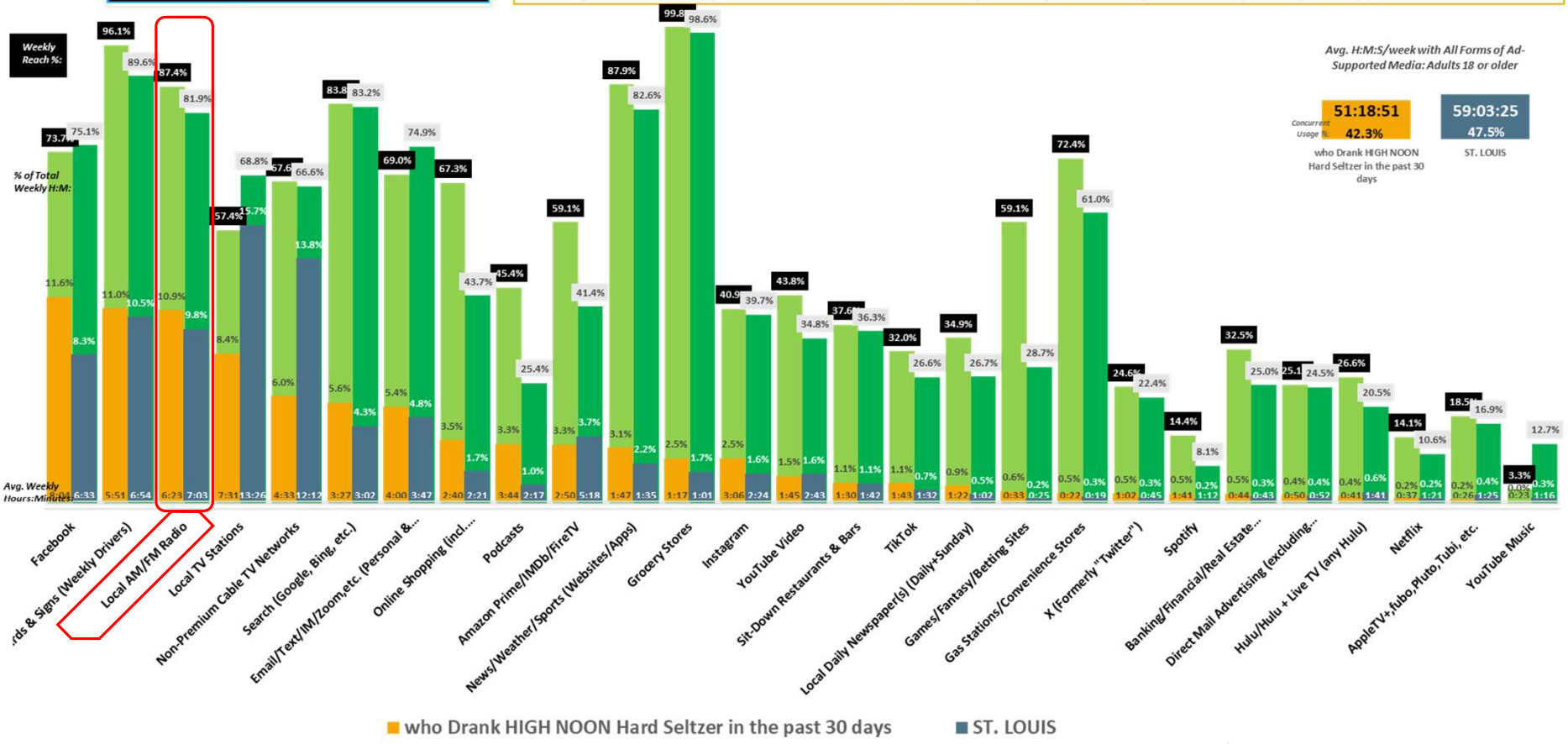
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 3 hours, 18 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

87.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 23 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.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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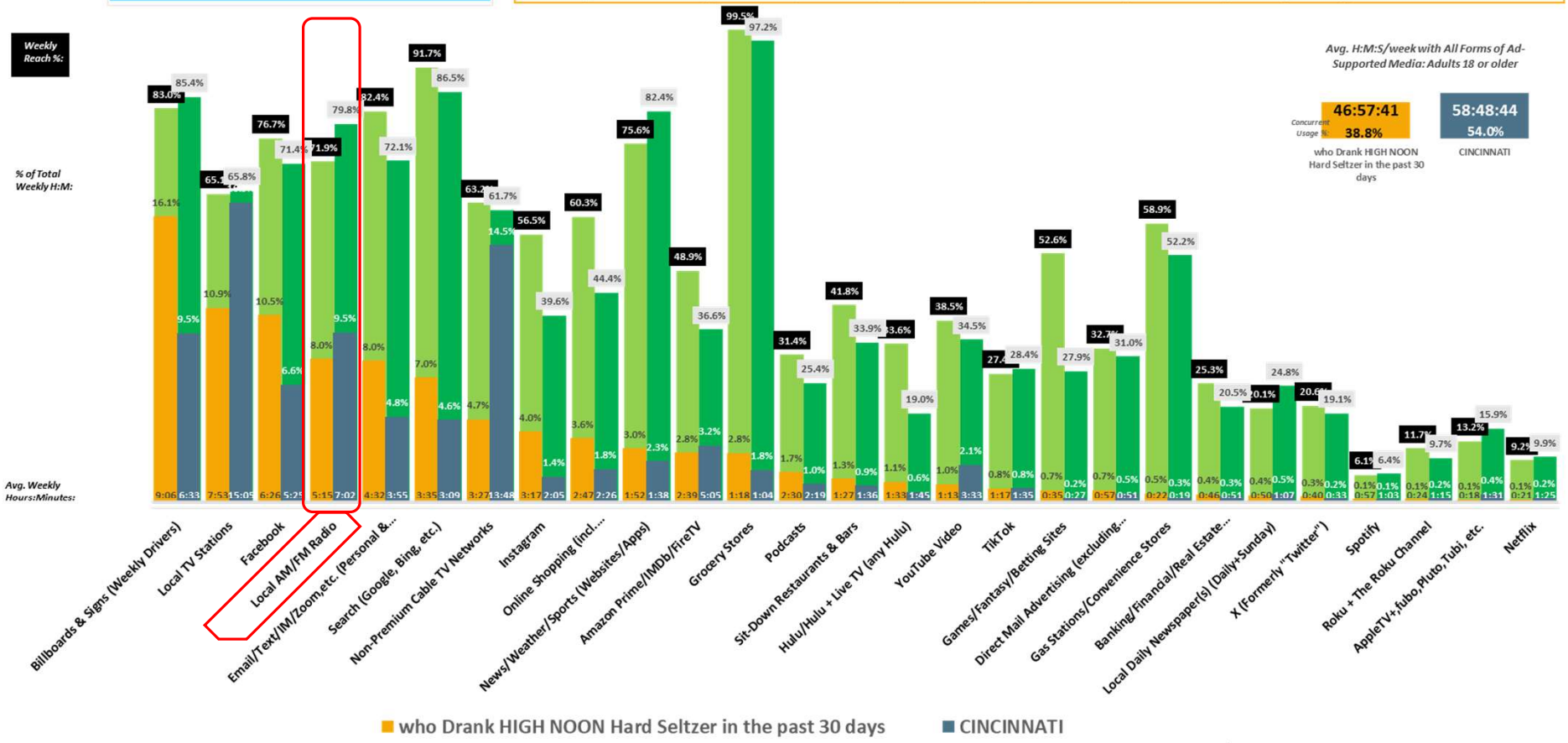
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 22 hours, 57 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

71.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 5 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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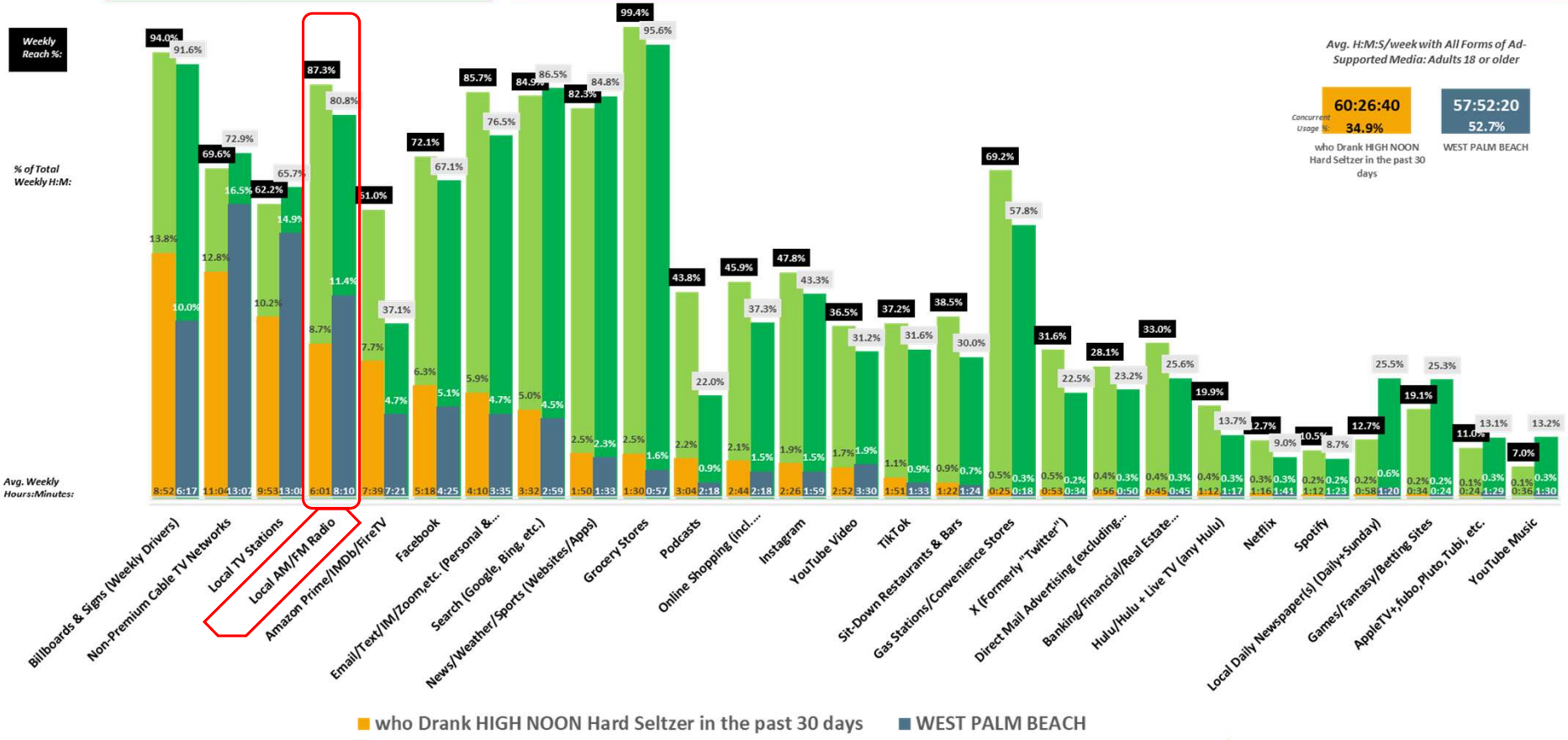
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 12 hours, 26 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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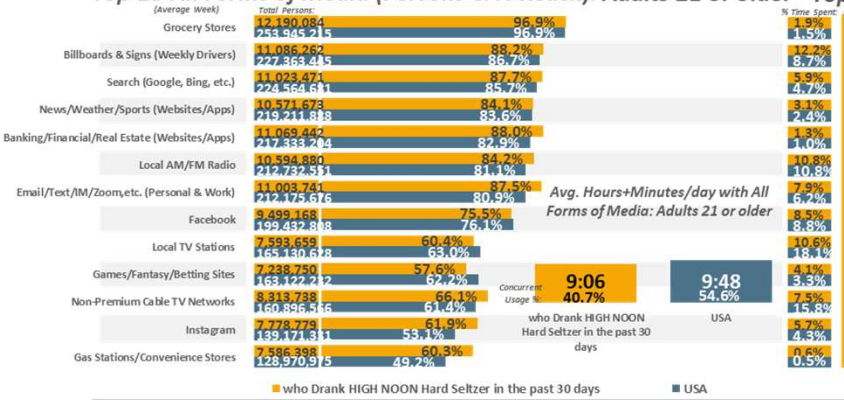
Hard seltzers drank past 30 days: High Noon

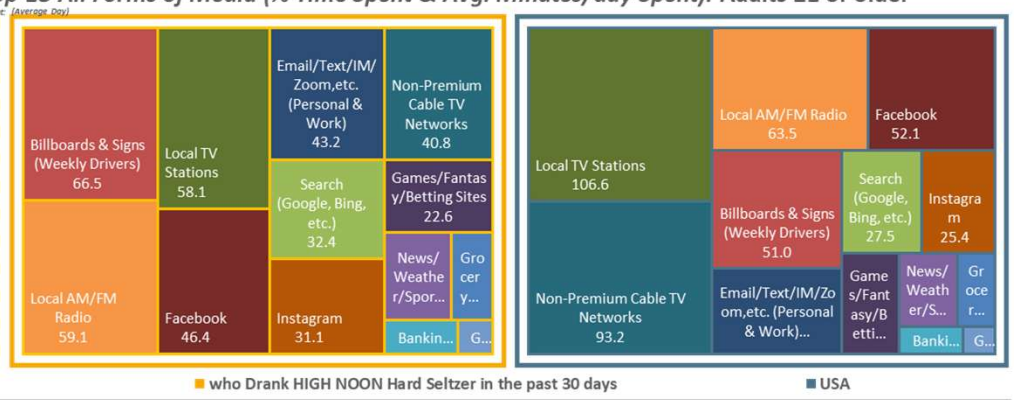


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 6 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 52.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

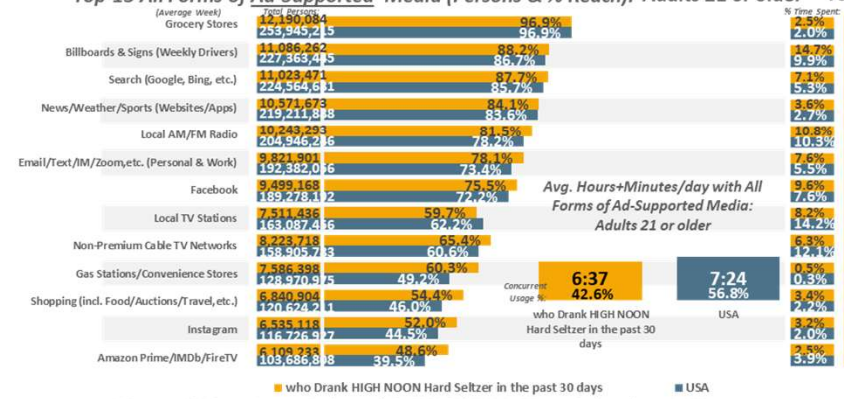
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



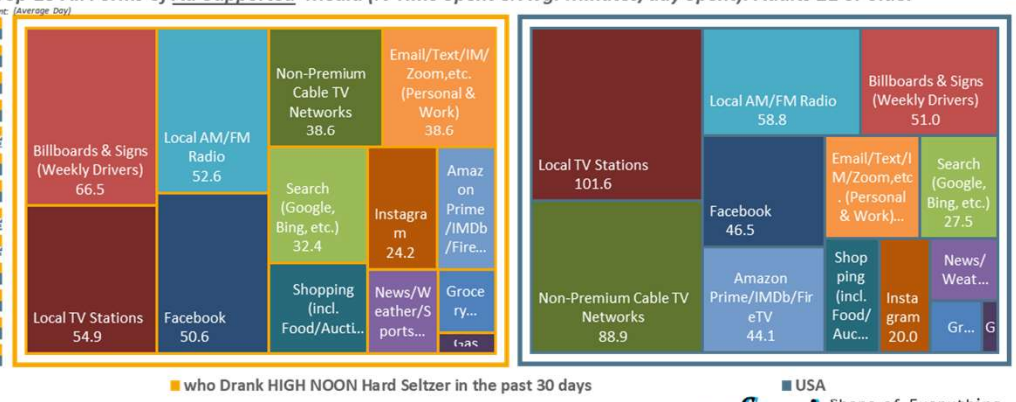
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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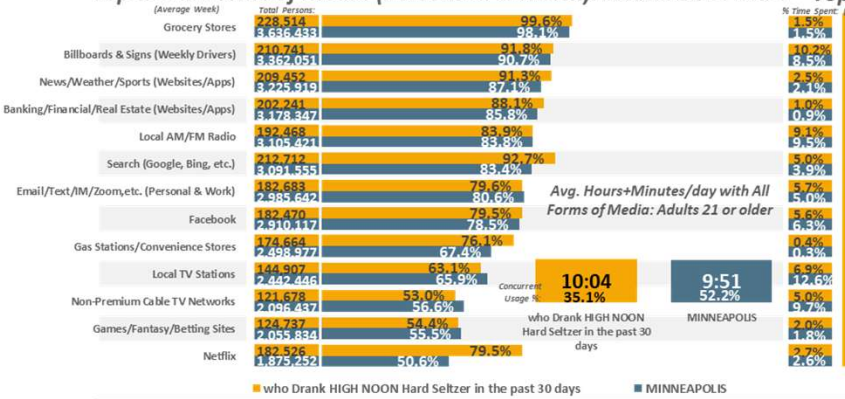
Hard seltzers drank past 30 days: High Noon

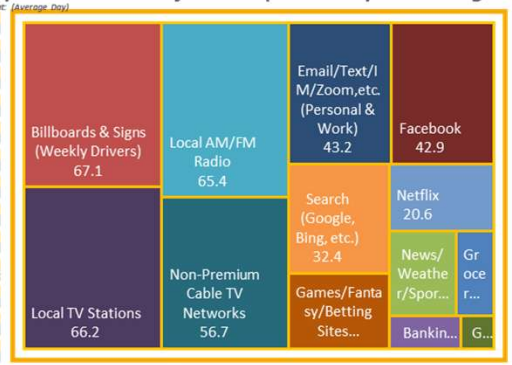


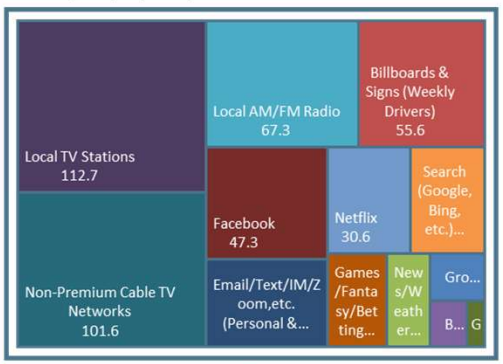
Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

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

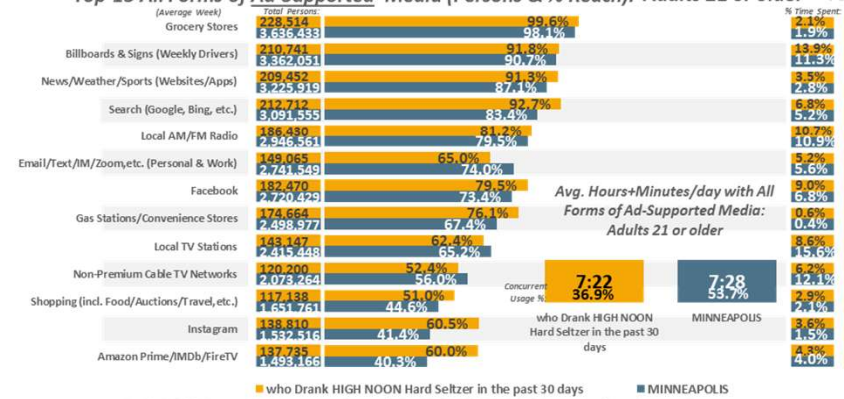


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

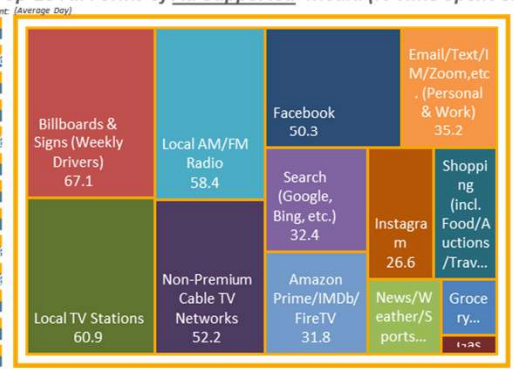


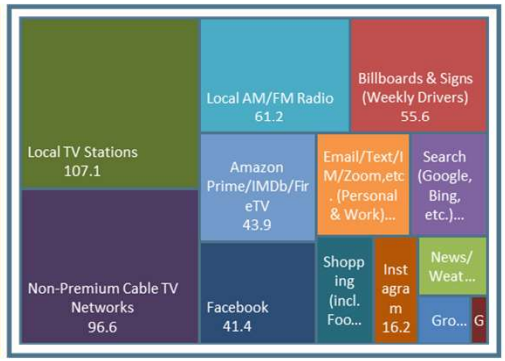


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



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





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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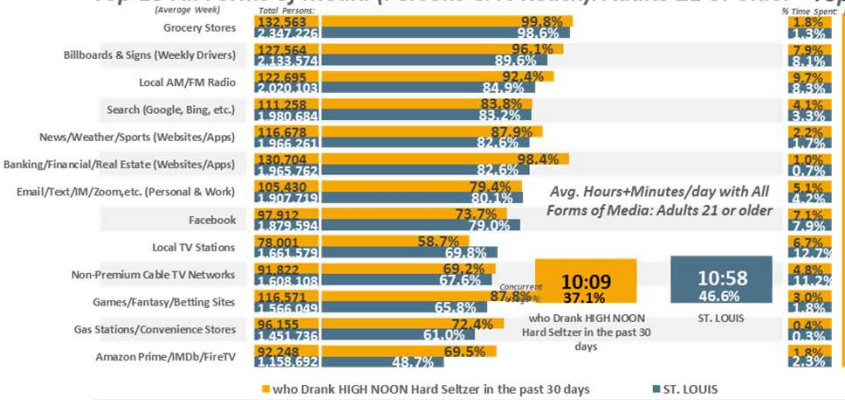
Hard seltzers drank past 30 days: High Noon

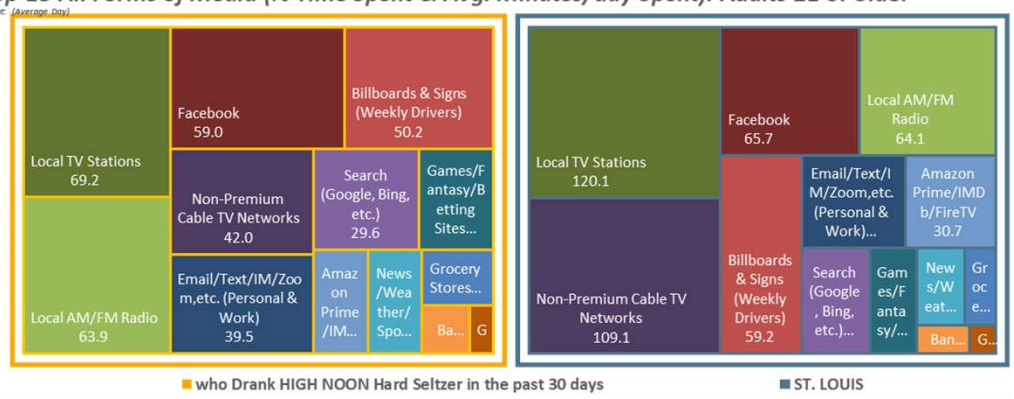


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

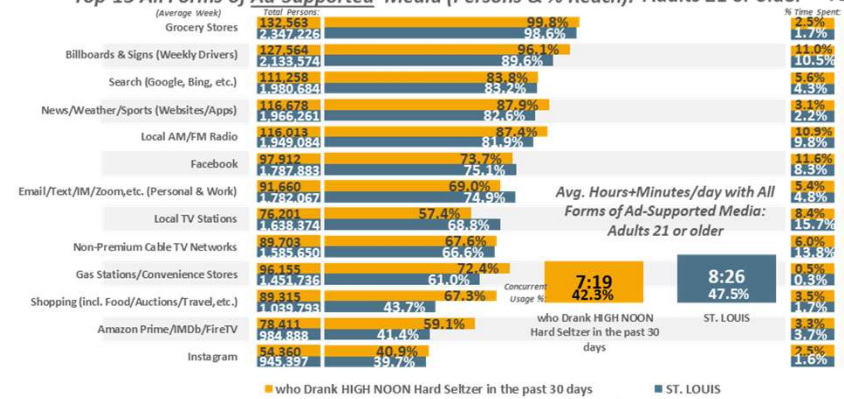
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



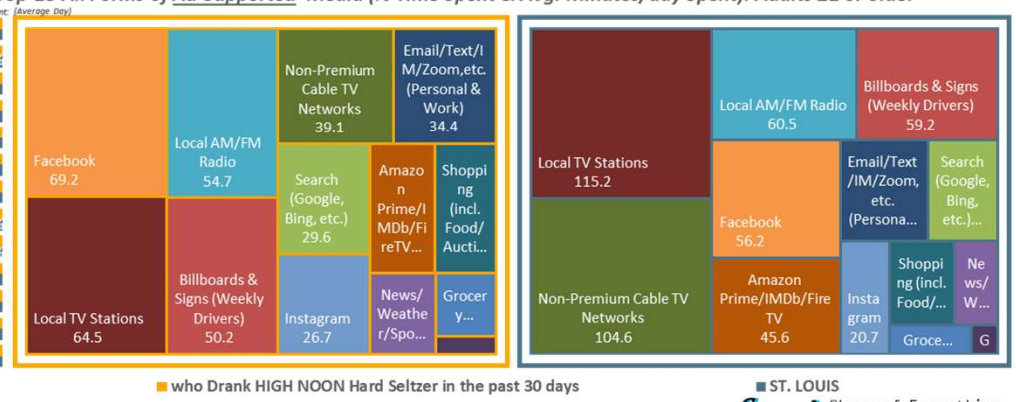
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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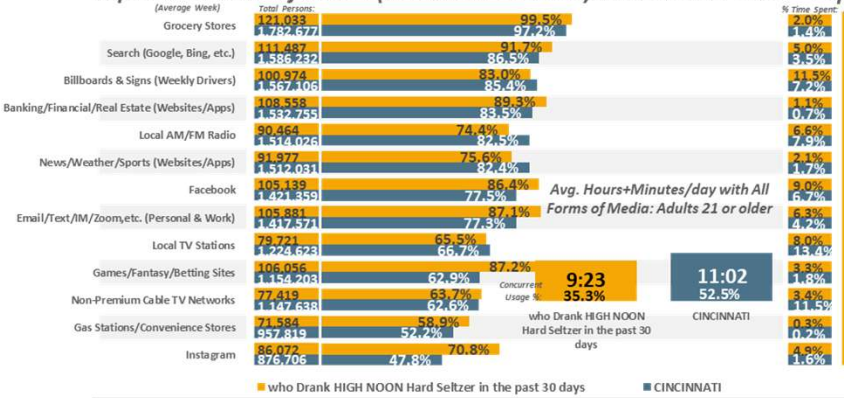
Hard seltzers drank past 30 days: High Noon

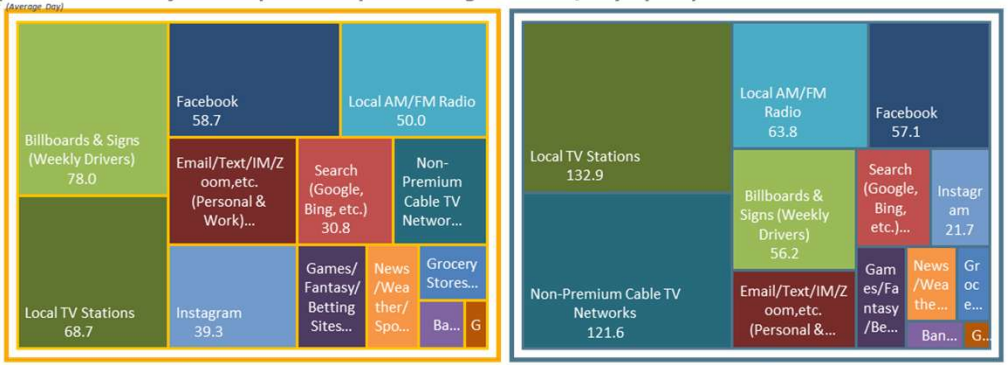


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 71.9% listen to Local AM/FM Radio for an avg. of 45.1 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

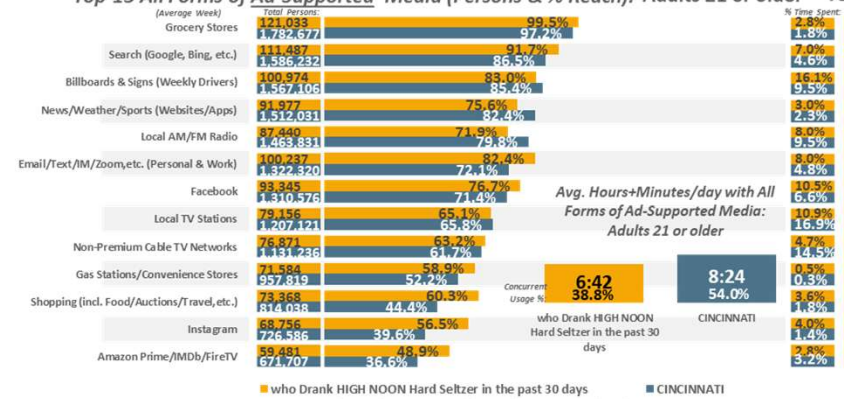
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



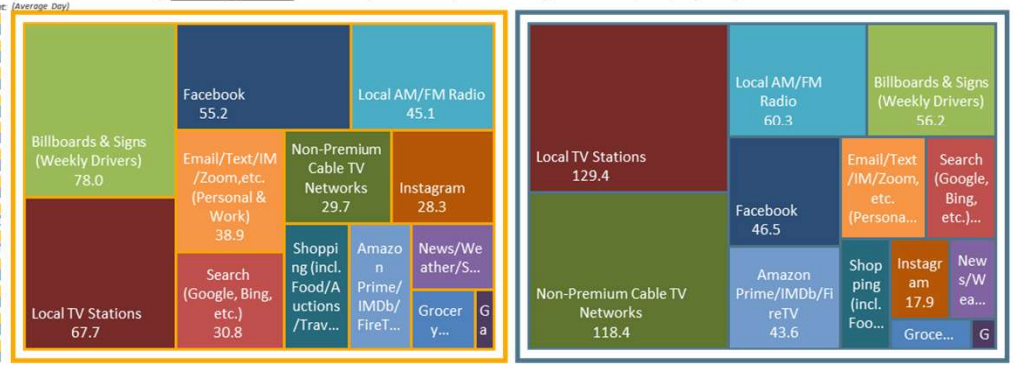
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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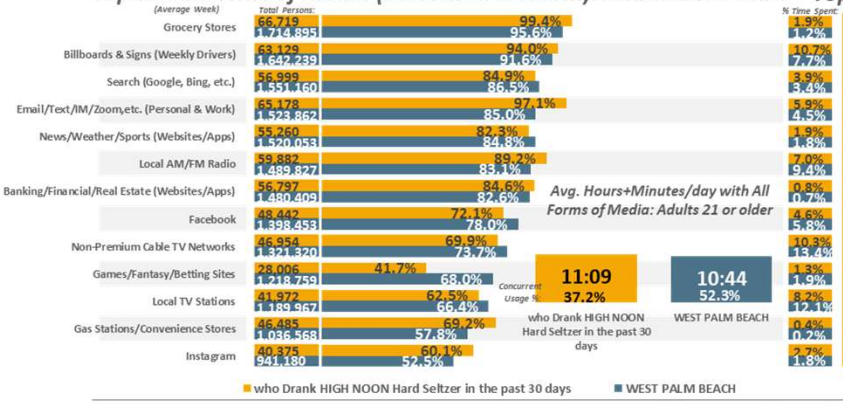
Hard seltzers drank past 30 days: High Noon

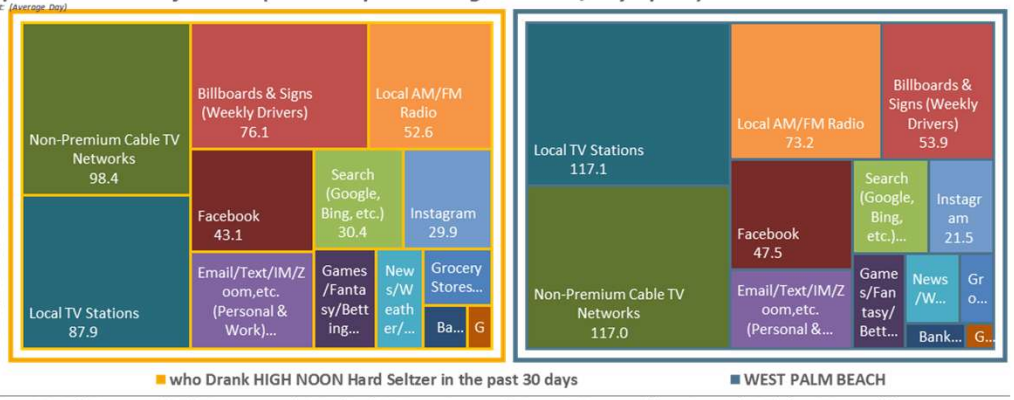


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 51.6 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

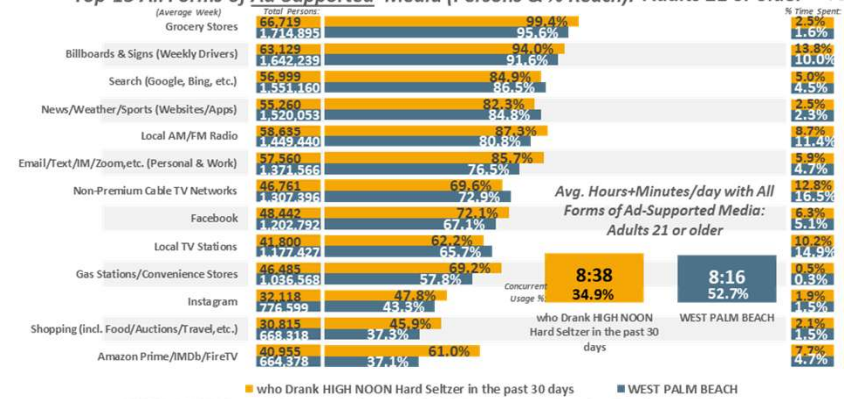
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



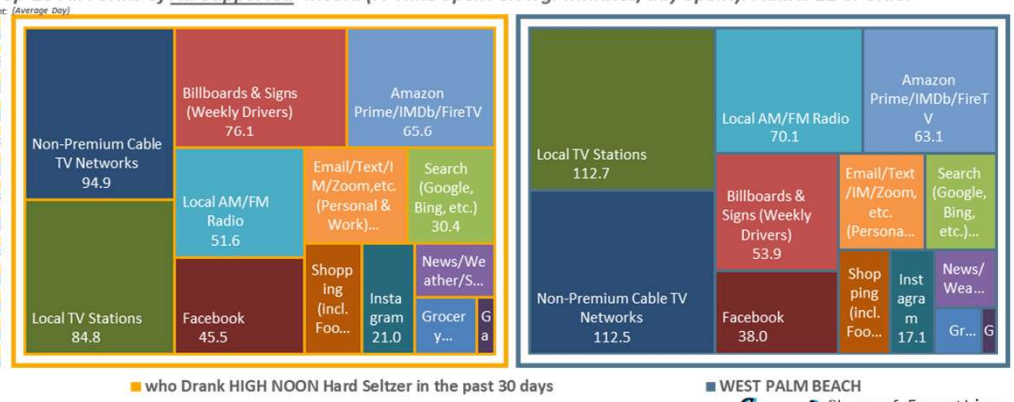
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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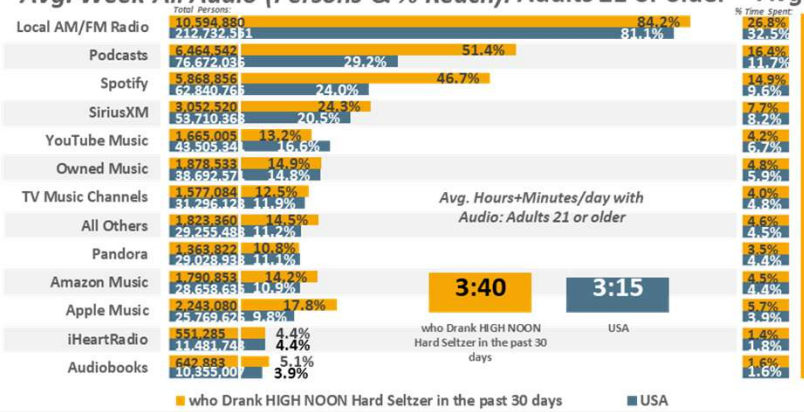
Hard seltzers drank past 30 days: High Noon

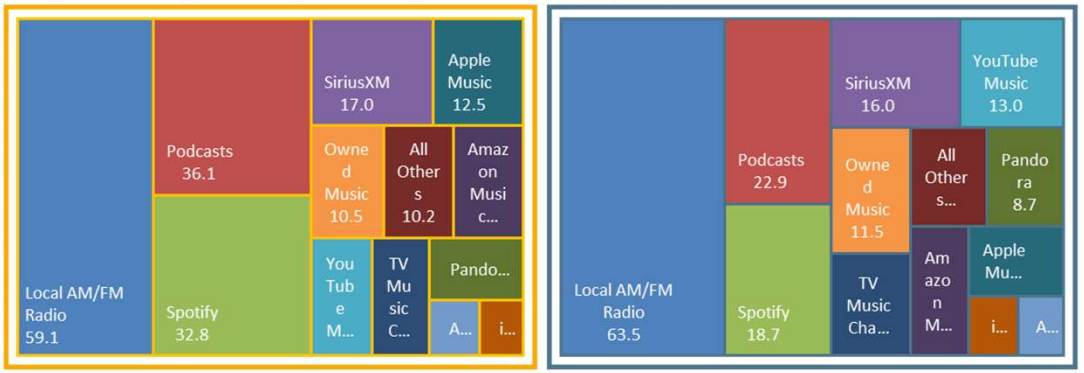


10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

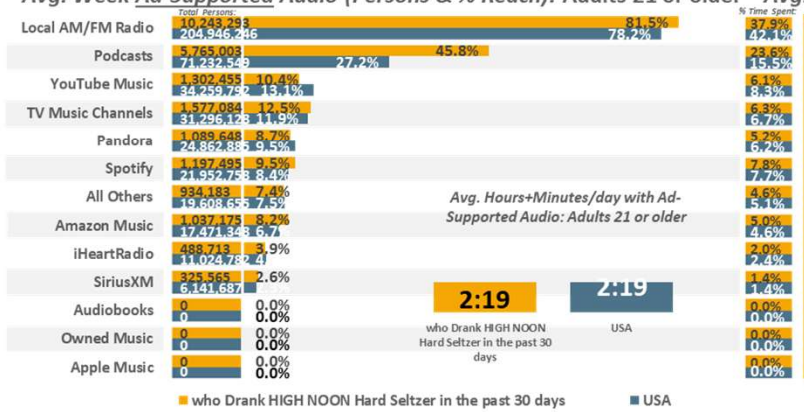
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



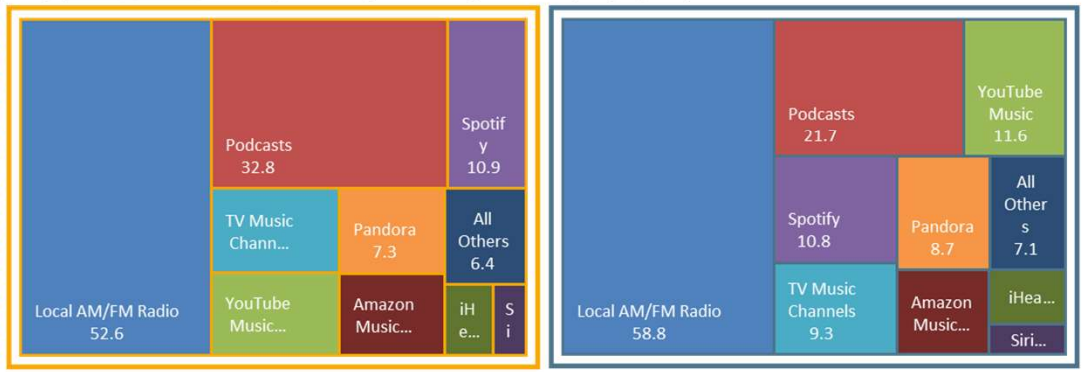
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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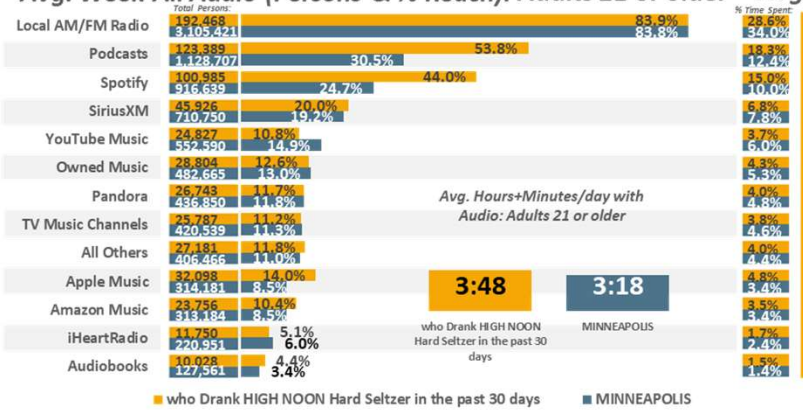
Hard seltzers drank past 30 days: High Noon

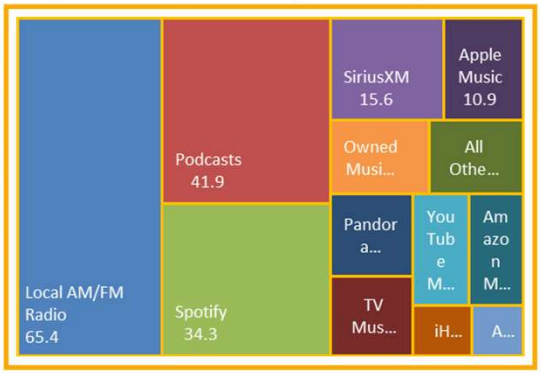


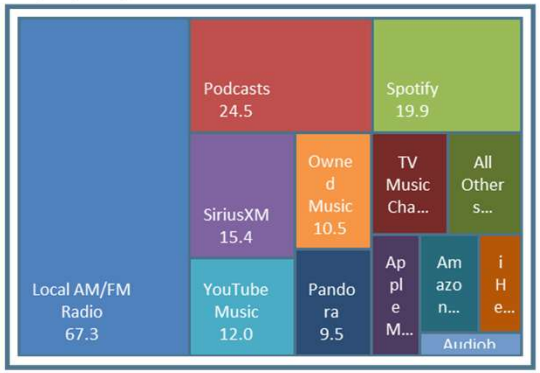
186,430 or 81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

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

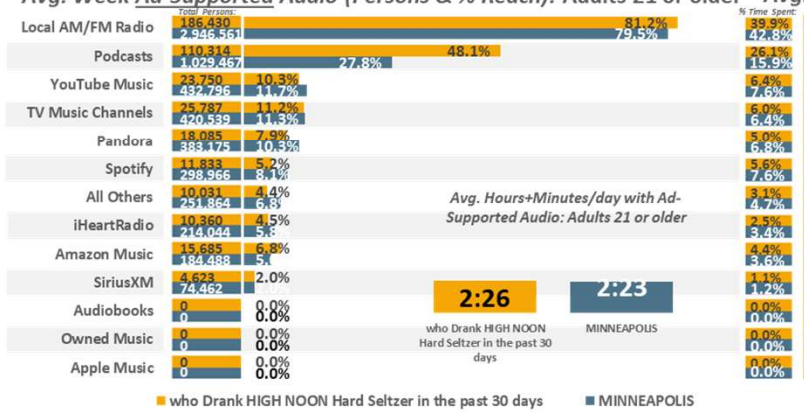


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

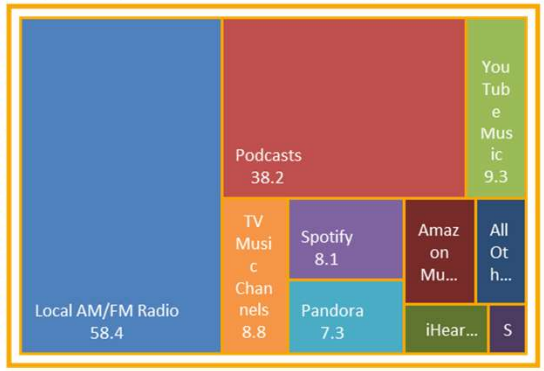


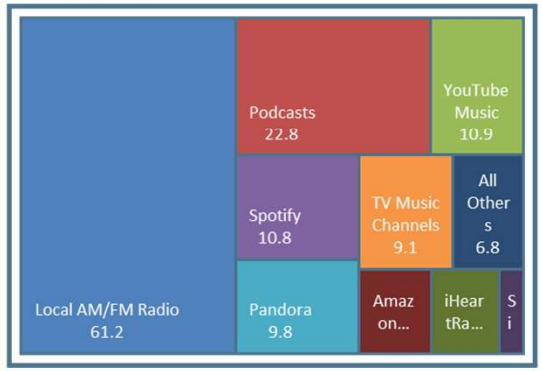


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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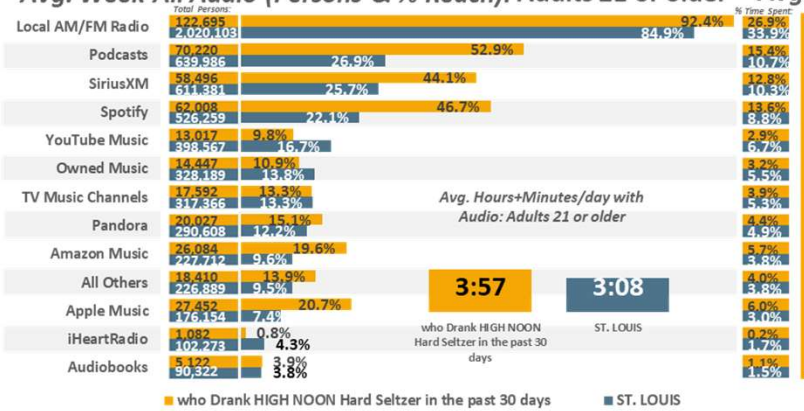
Hard seltzers drank past 30 days: High Noon

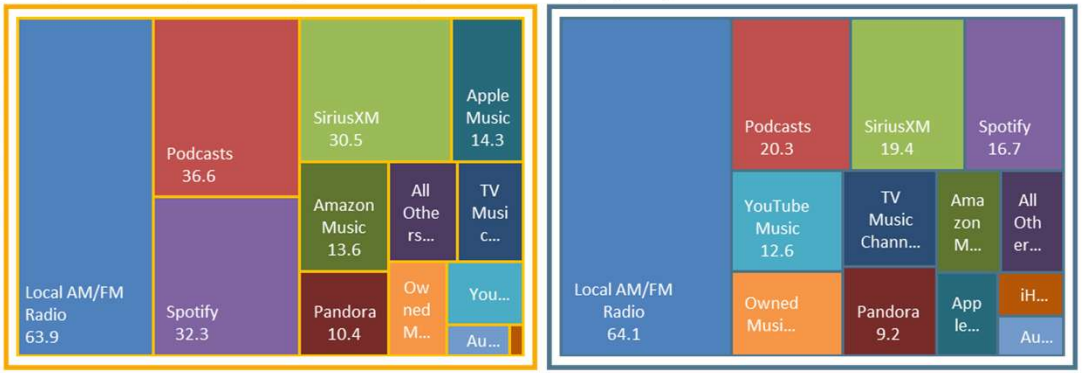


116,013 or 87.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

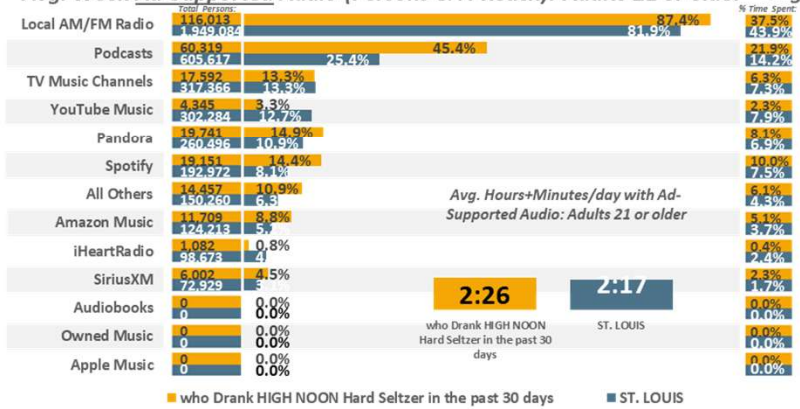
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



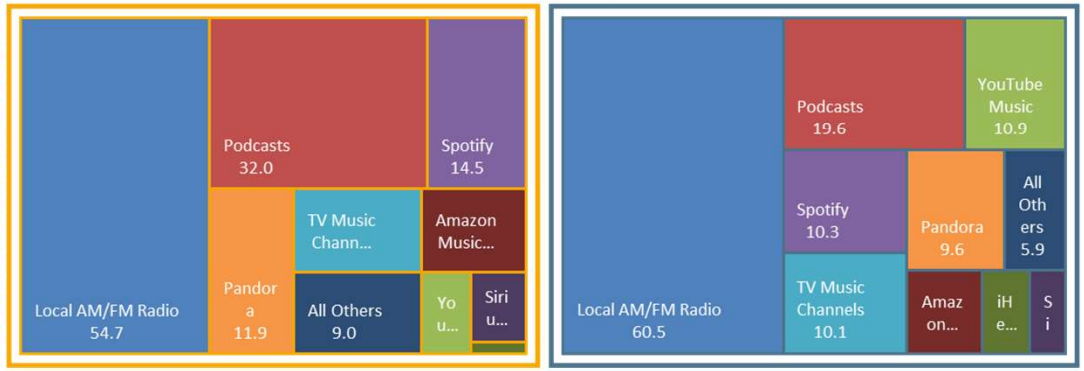
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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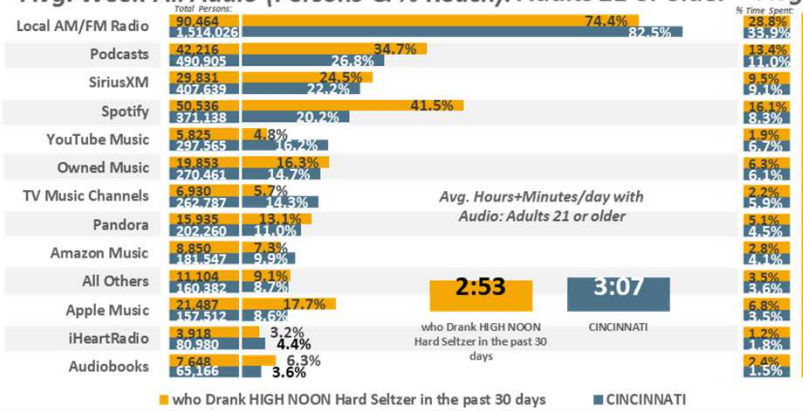
Hard seltzers drank past 30 days: High Noon

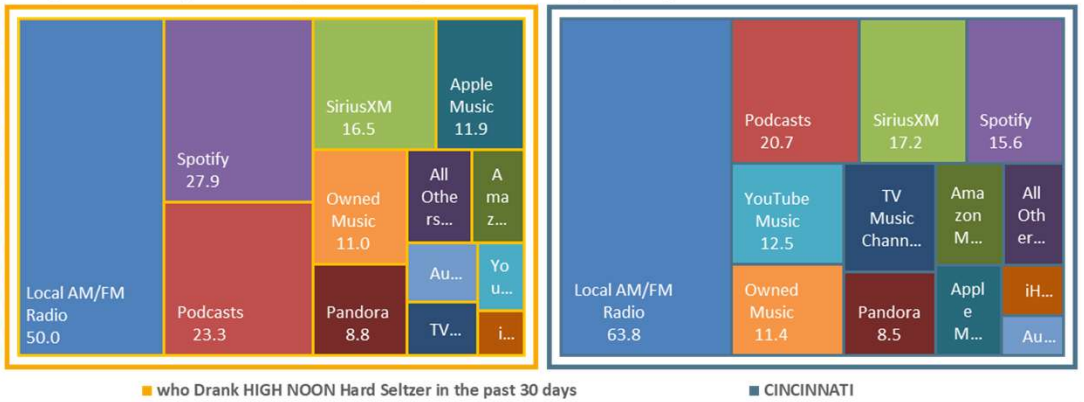


87,440 or 71.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.

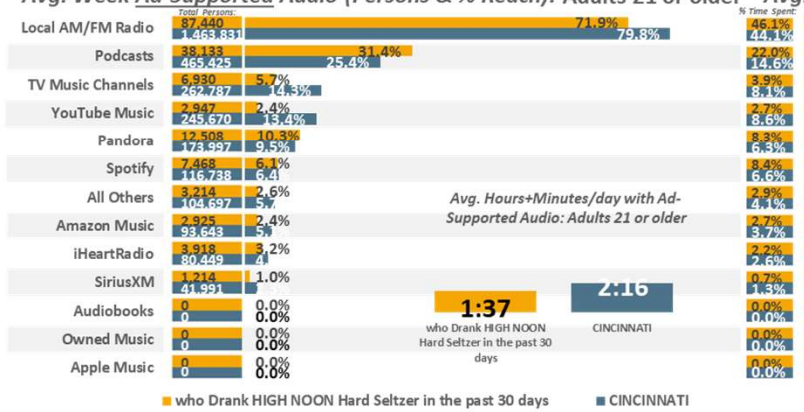
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



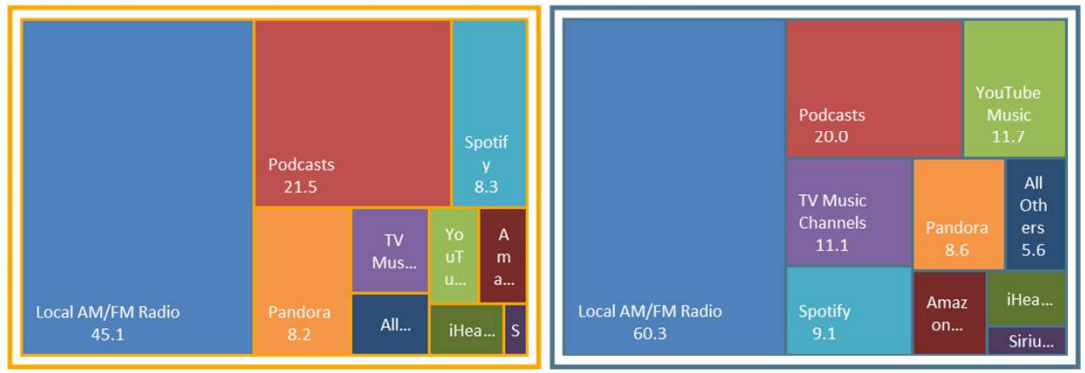
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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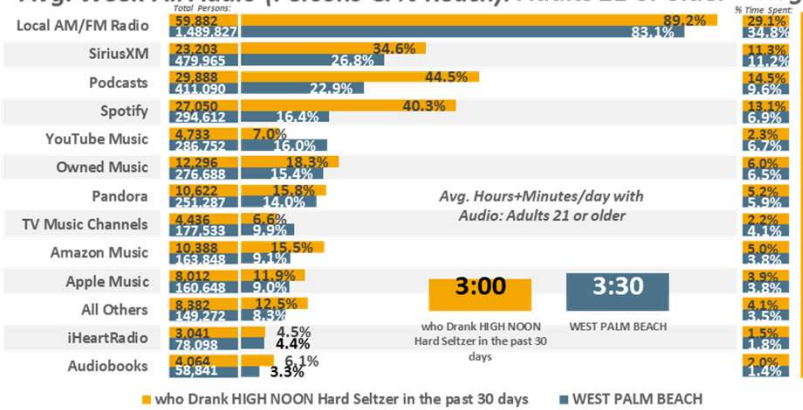
Hard seltzers drank past 30 days: High Noon

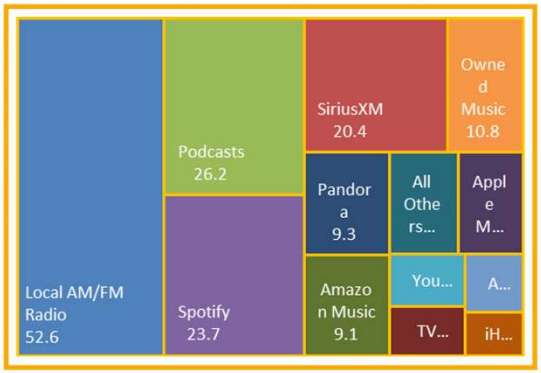


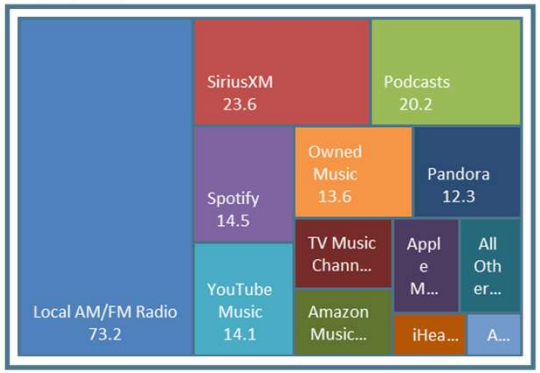
58,635 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

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

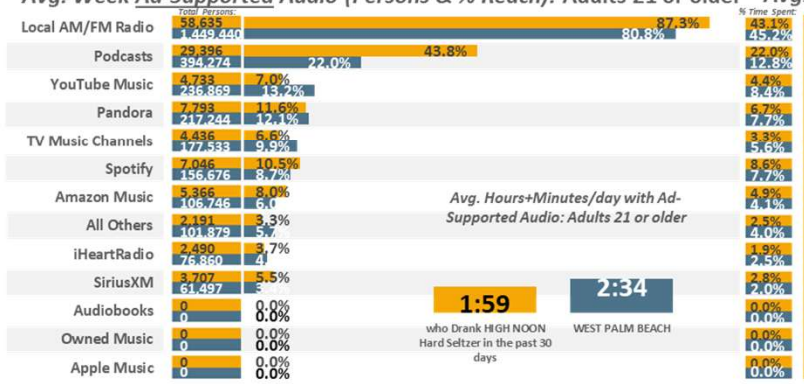


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

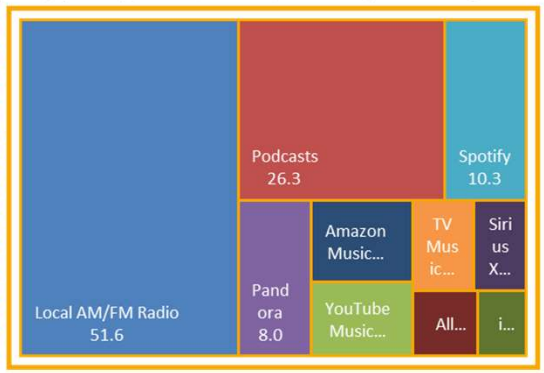


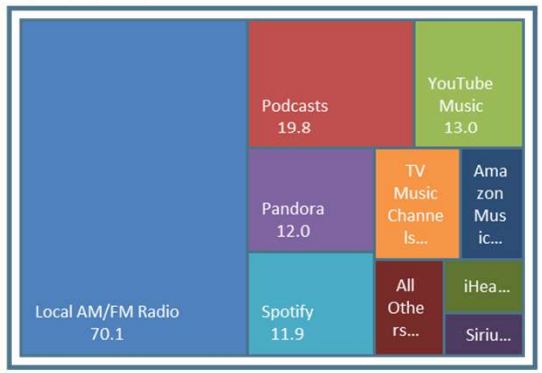


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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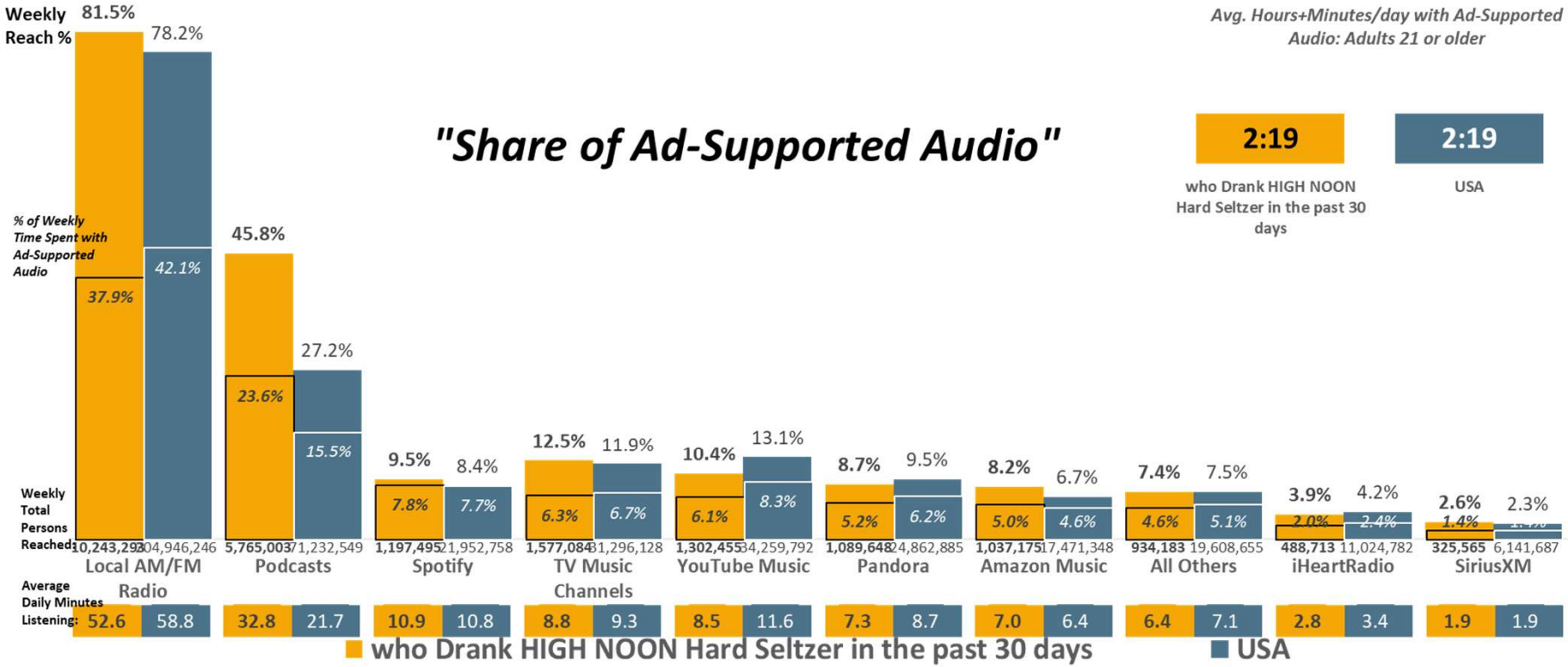
10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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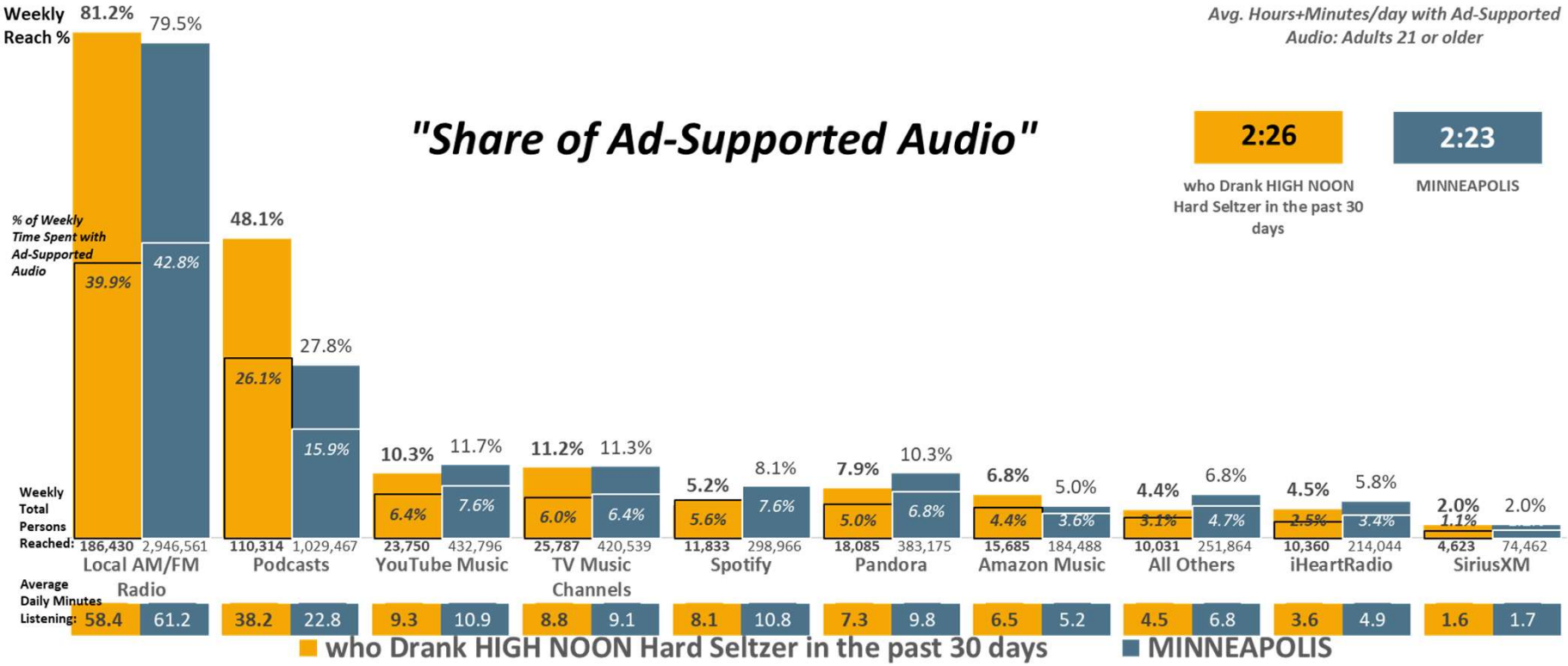
Hard seltzers drank past 30 days: High Noon



186,430 or 81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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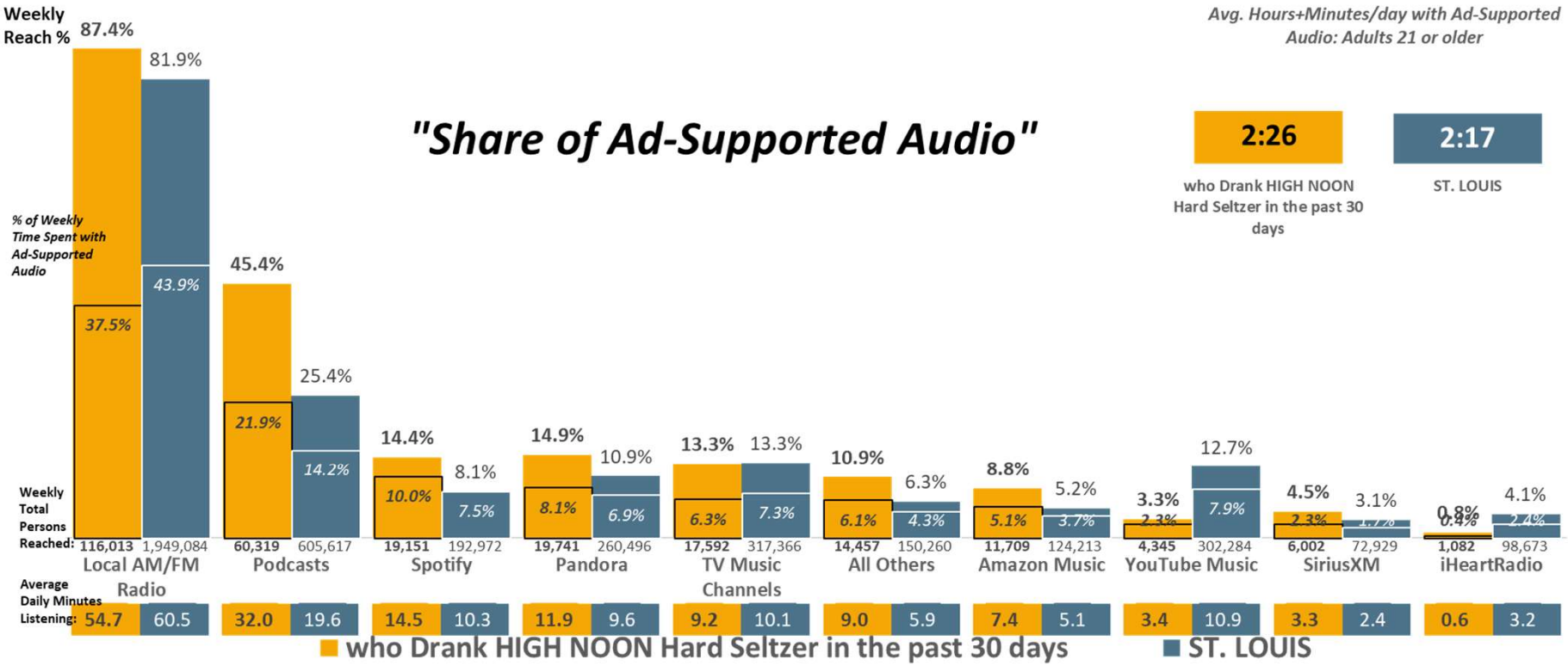
Hard seltzers drank past 30 days: High Noon



116,013 or 87.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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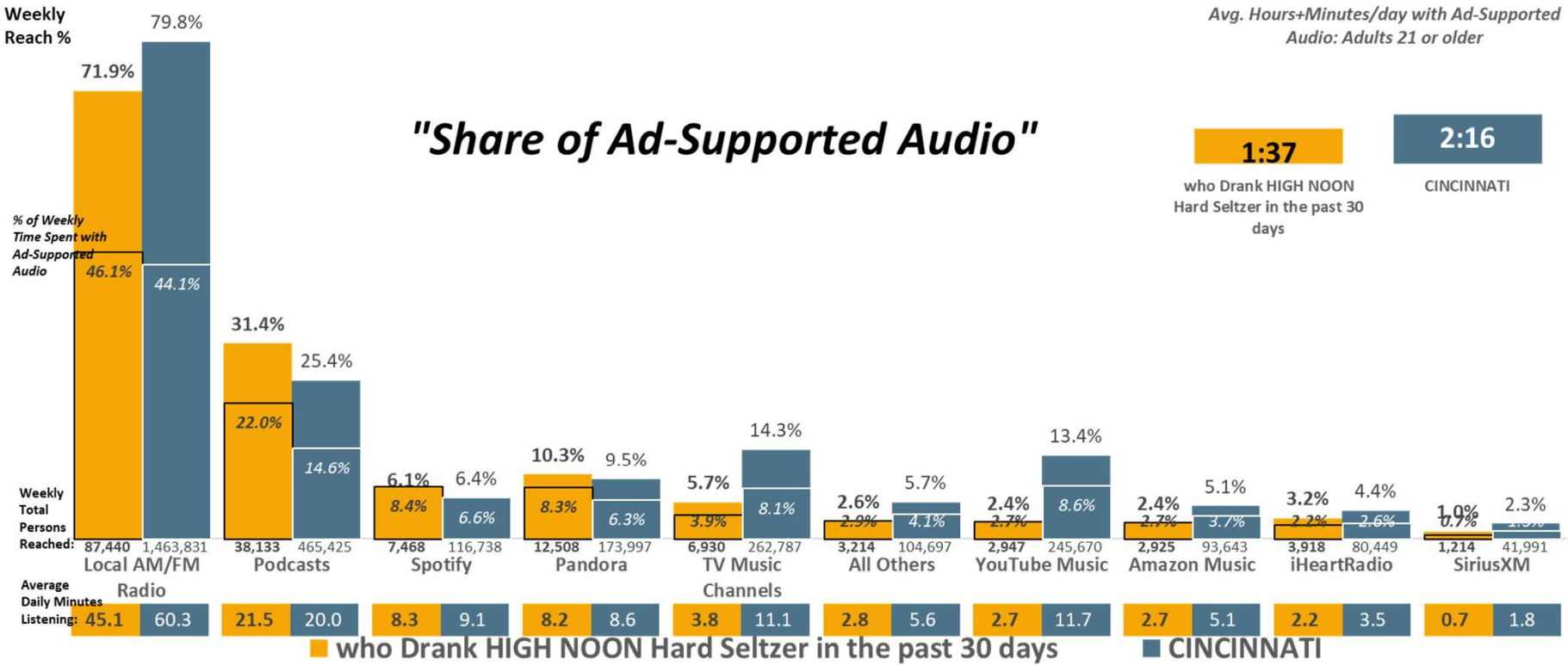
Hard seltzers drank past 30 days: High Noon



87,440 or 71.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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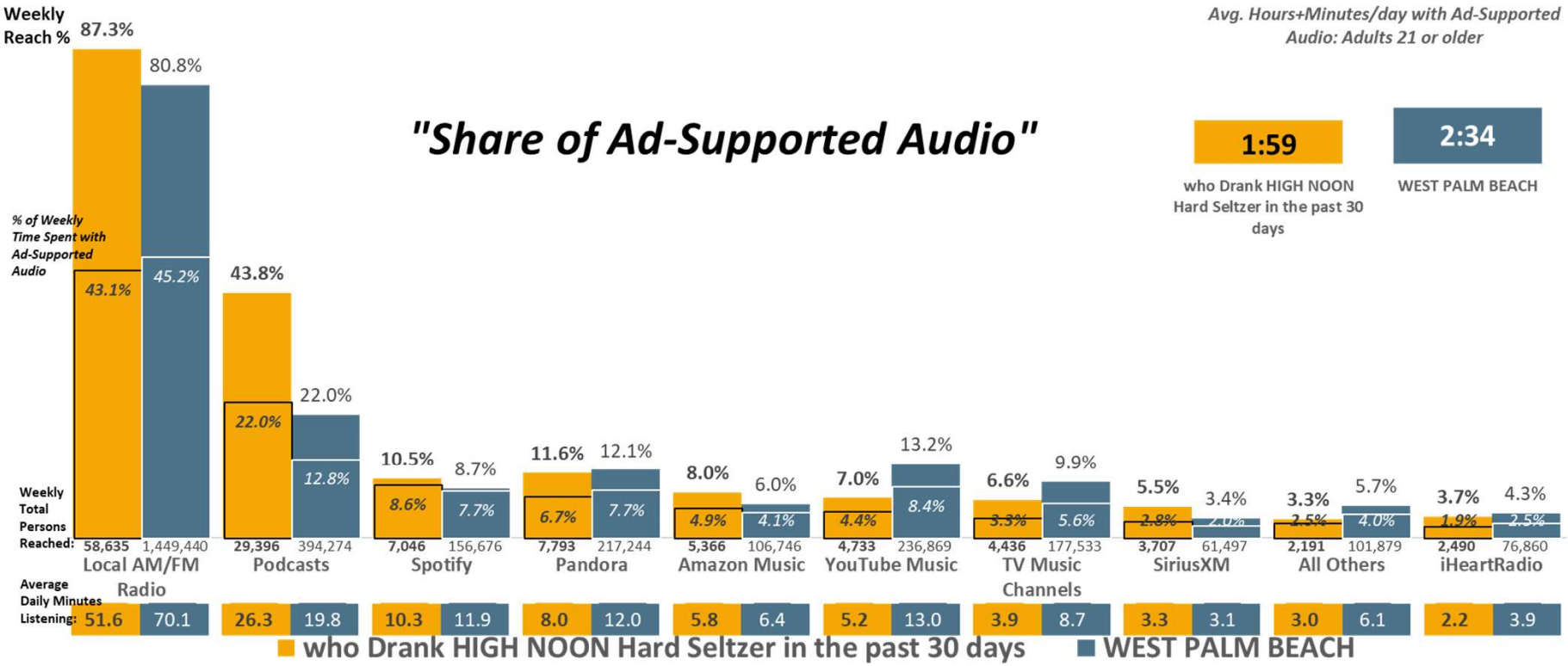
Hard seltzers drank past 30 days: High Noon



58,635 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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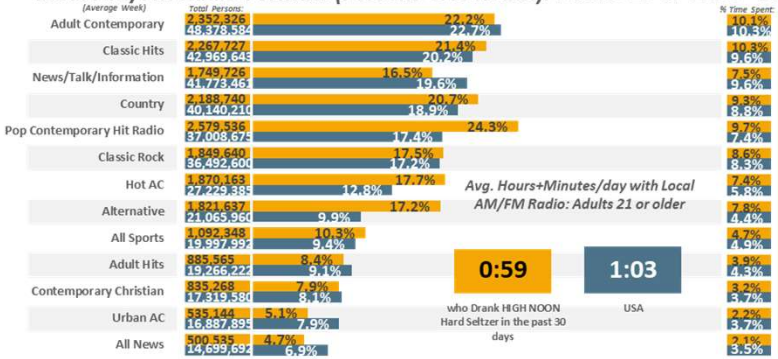
Hard seltzers drank past 30 days: High Noon

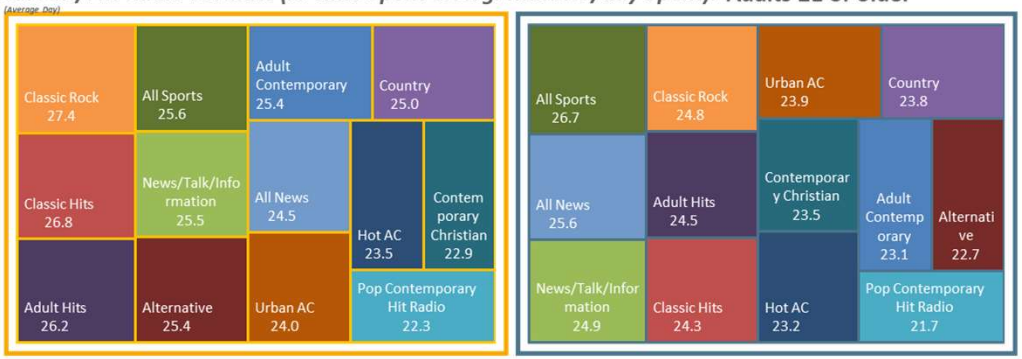


10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

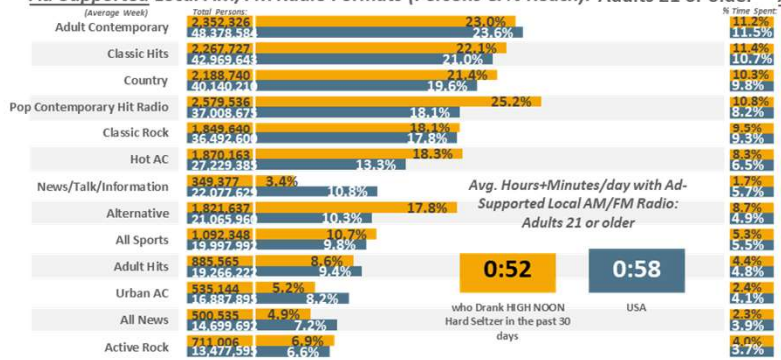
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



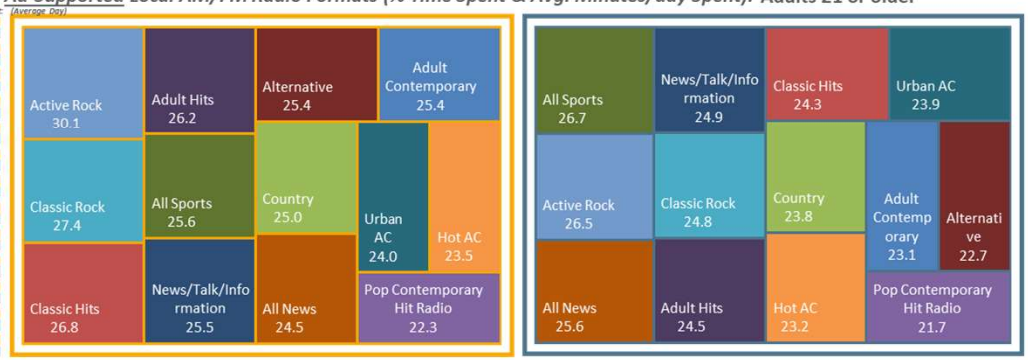
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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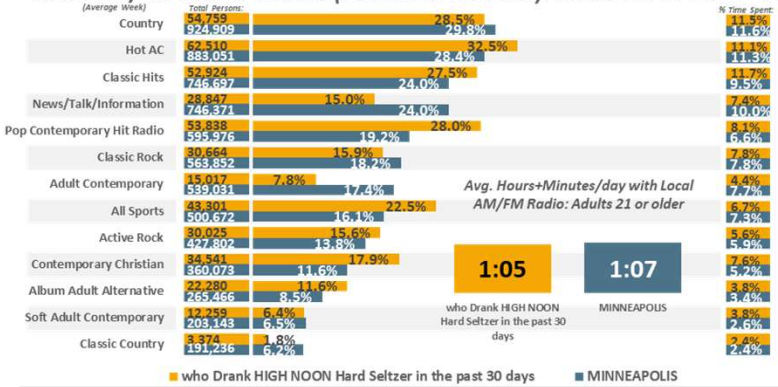
Hard seltzers drank past 30 days: High Noon

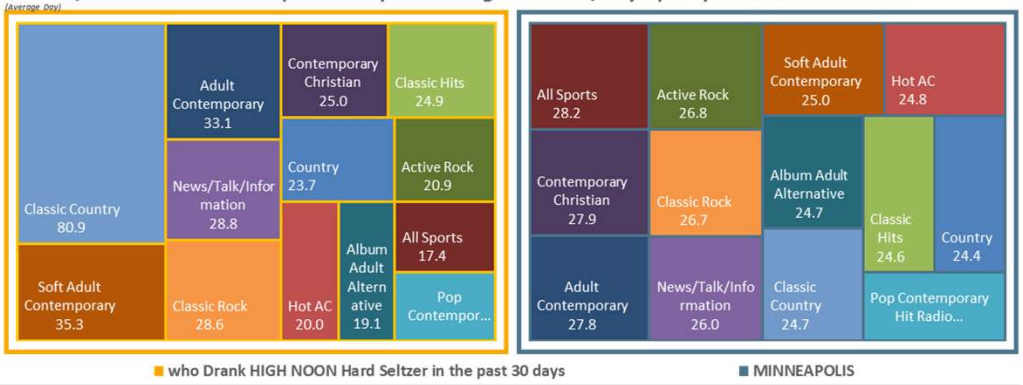


186,430 or 81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and All Sports.

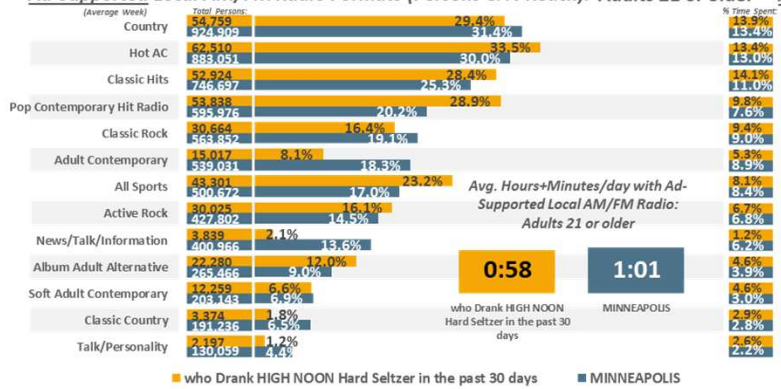
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



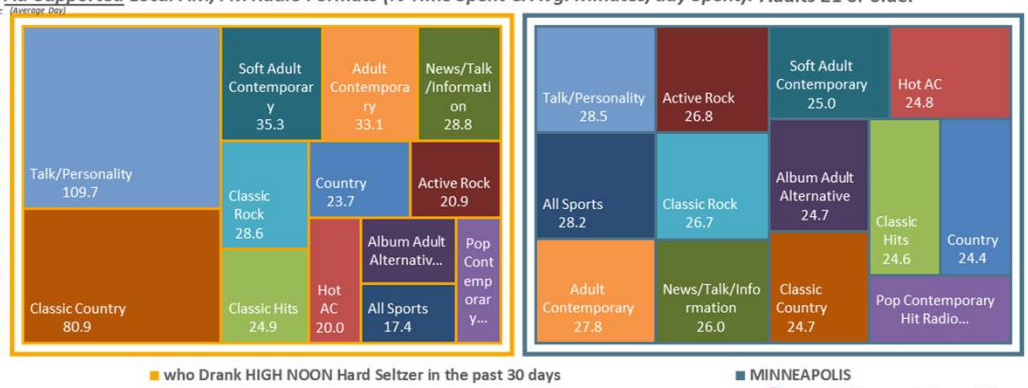
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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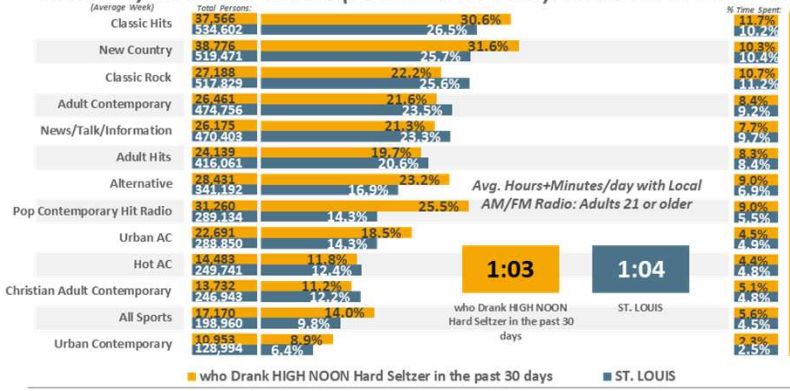
Hard seltzers drank past 30 days: High Noon

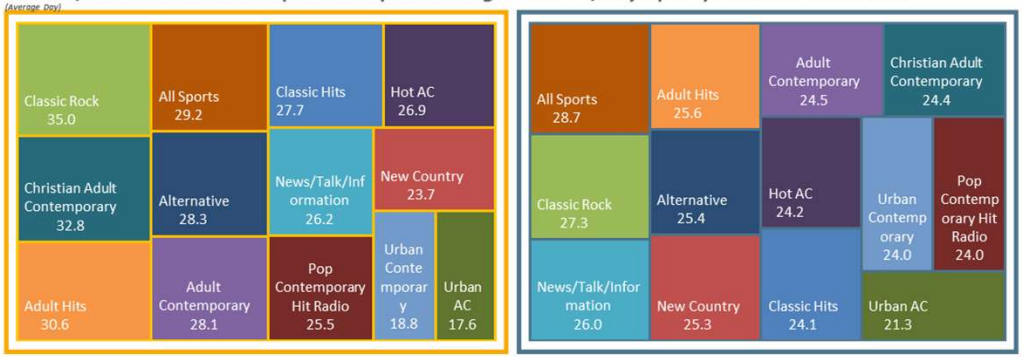


116,013 or 87.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Pop Contemporary Hit Radio, Alternative, and Classic Rock.

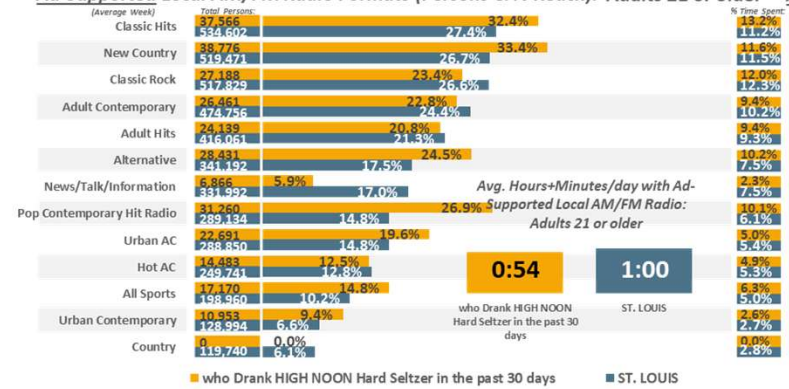
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



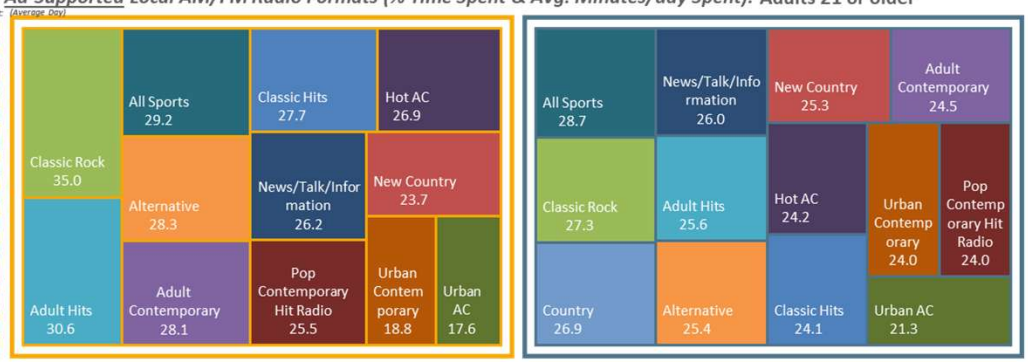
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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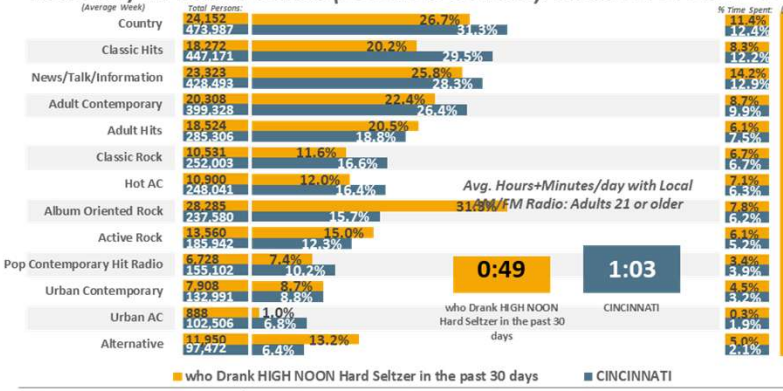
Hard seltzers drank past 30 days: High Noon

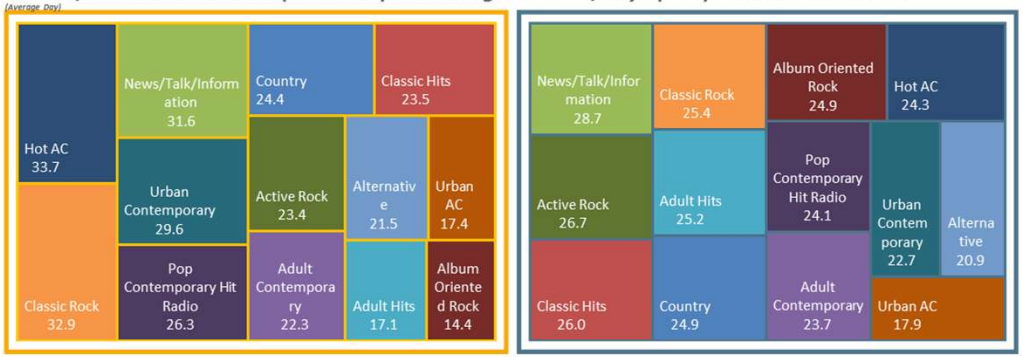


87,440 or 71.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Oriented Rock, Country, Adult Contemporary, Adult Hits, and Classic Hits.

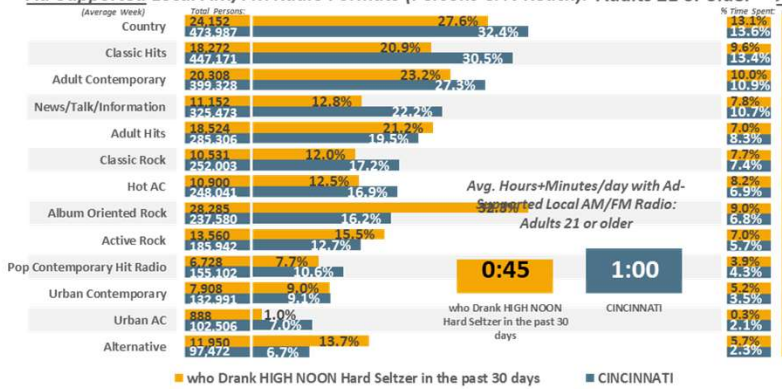
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



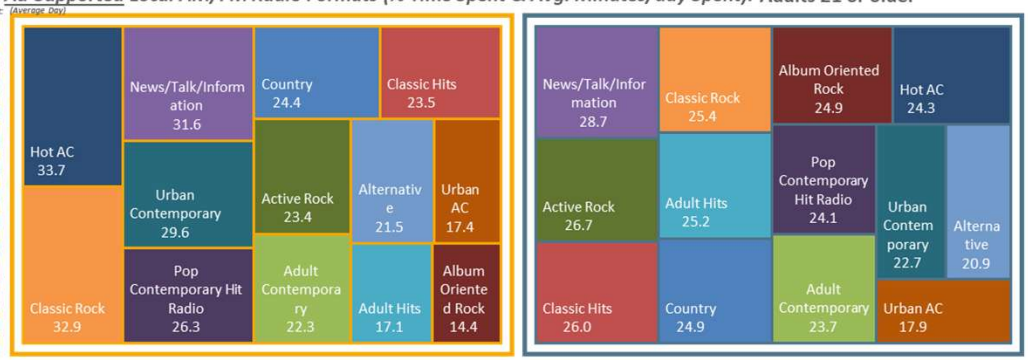
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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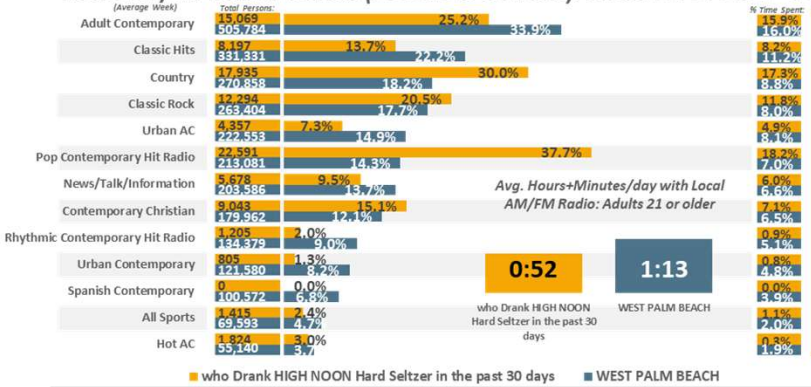
Hard seltzers drank past 30 days: High Noon

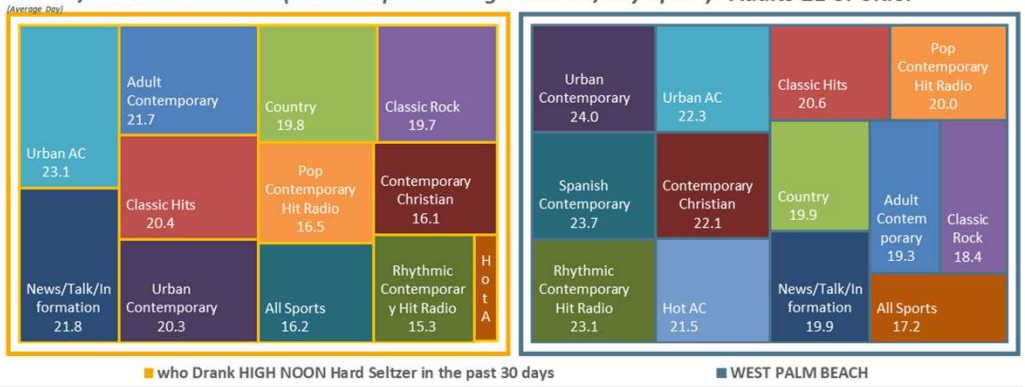


58,635 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Adult Contemporary, Classic Rock, and Classic Hits.

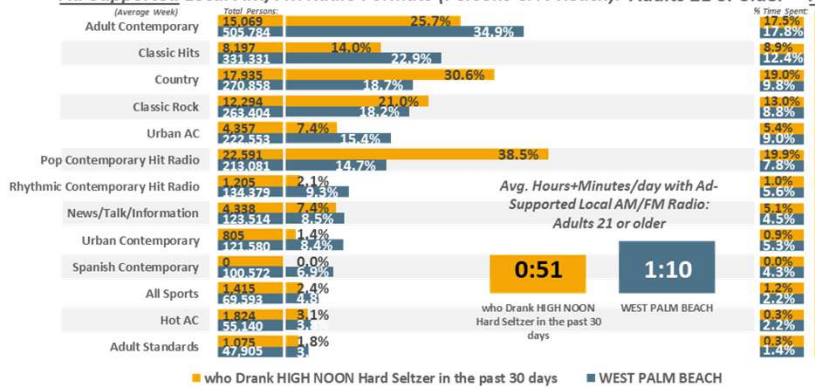
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



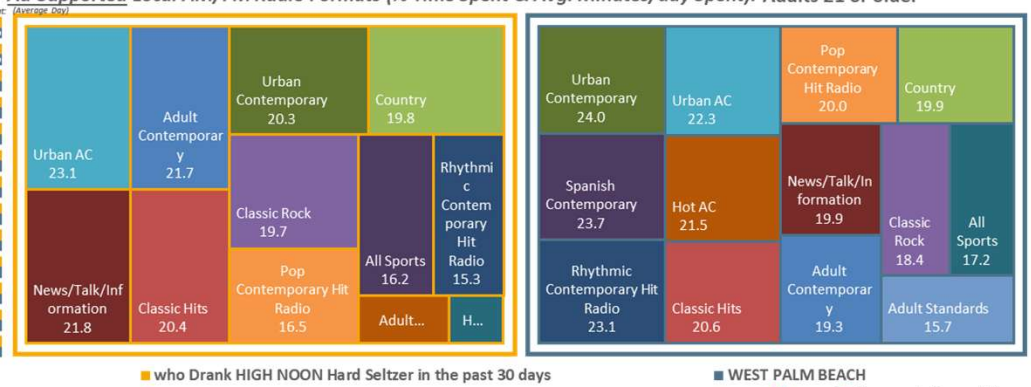
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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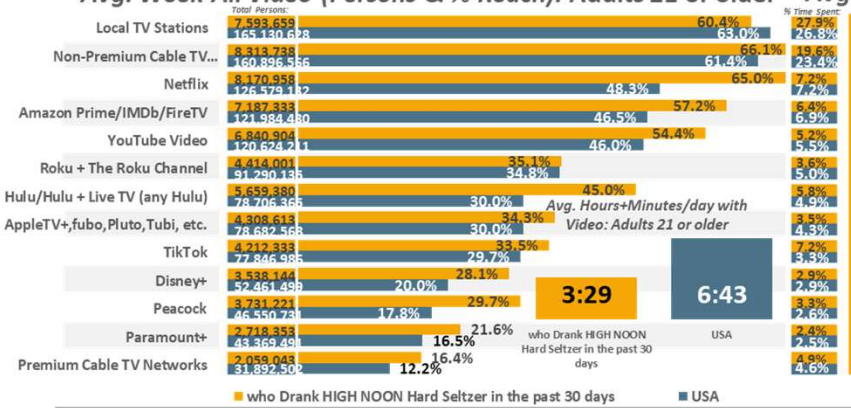
Hard seltzers drank past 30 days: High Noon

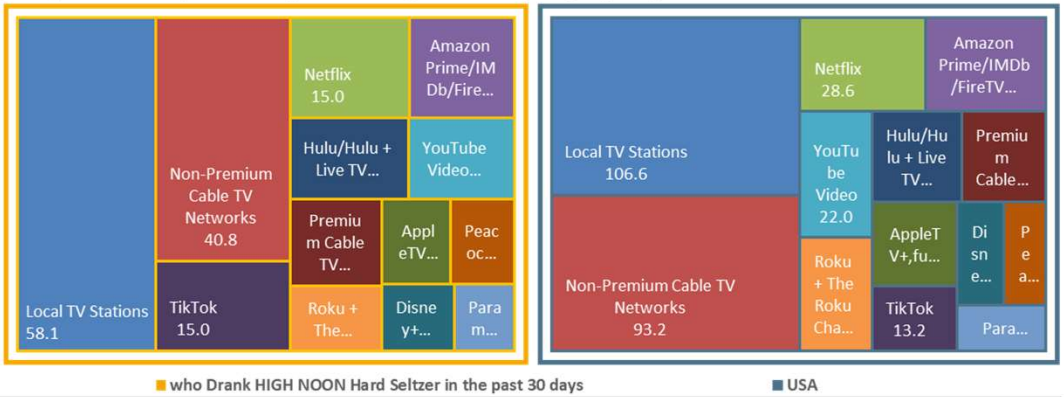


7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

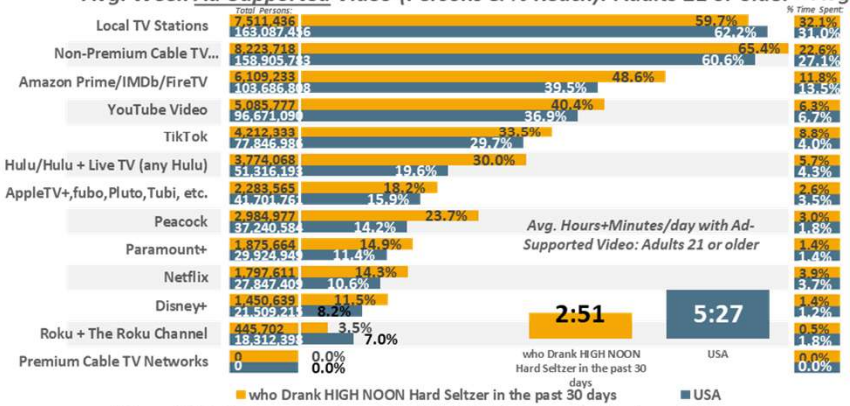
Avg. Week All Video (Persons & % Reach): Adults 21 or older



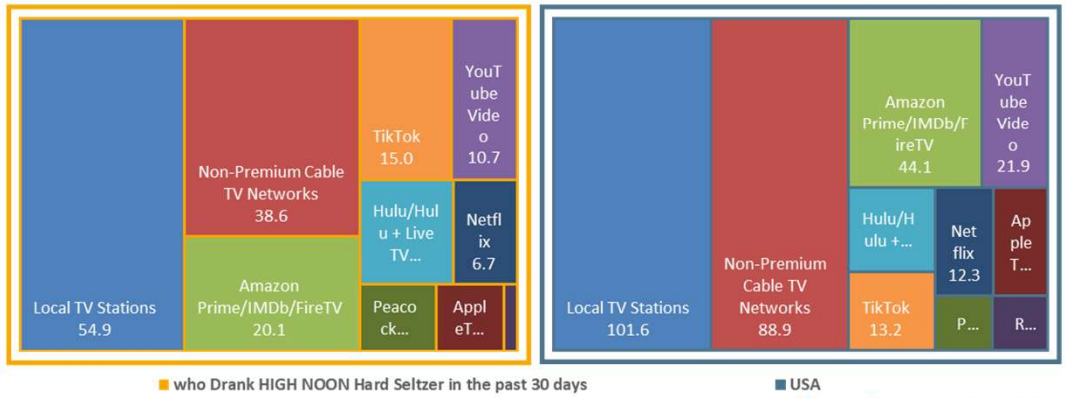
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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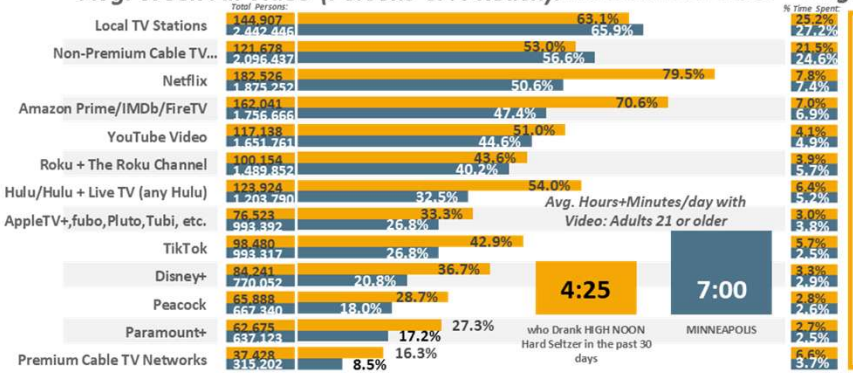
Hard seltzers drank past 30 days: High Noon

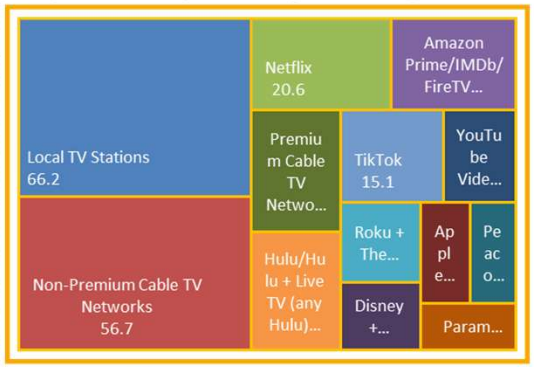


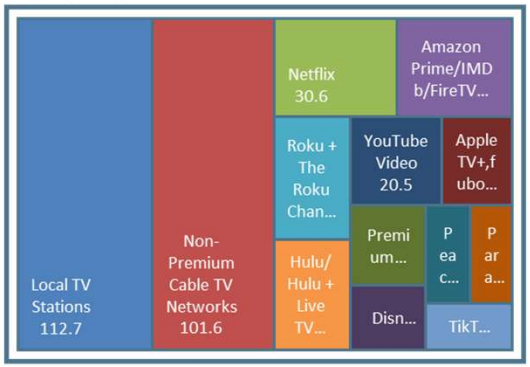
143,147 or 62.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

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

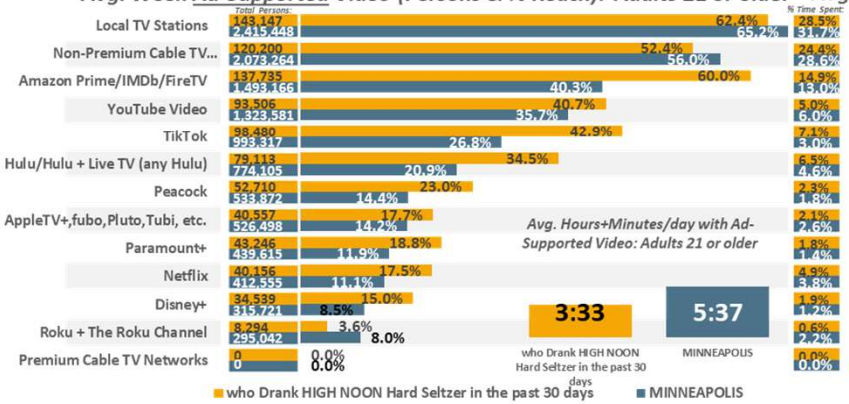


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

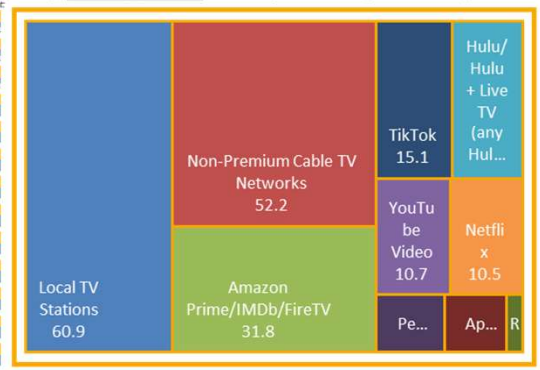


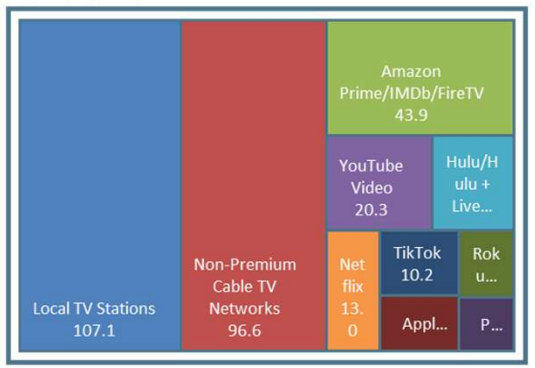


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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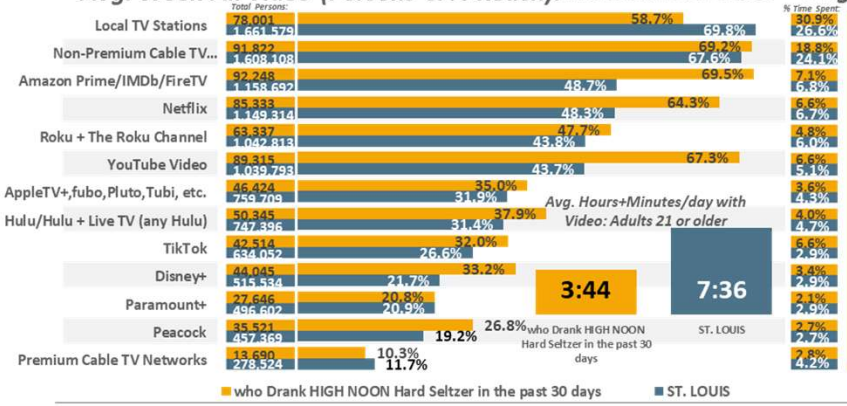
Hard seltzers drank past 30 days: High Noon

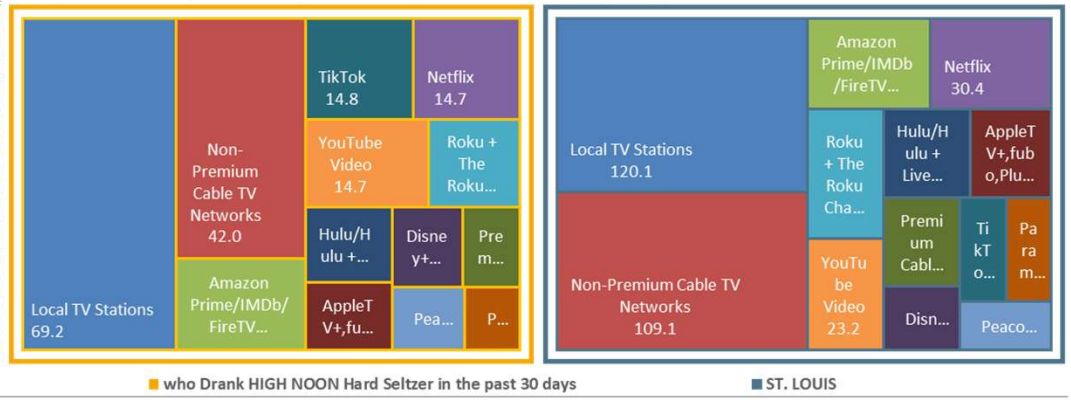


76,201 or 57.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

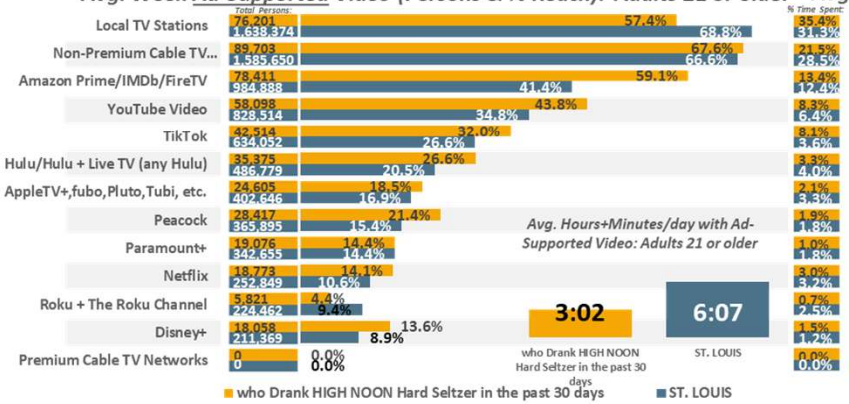
Avg. Week All Video (Persons & % Reach): Adults 21 or older



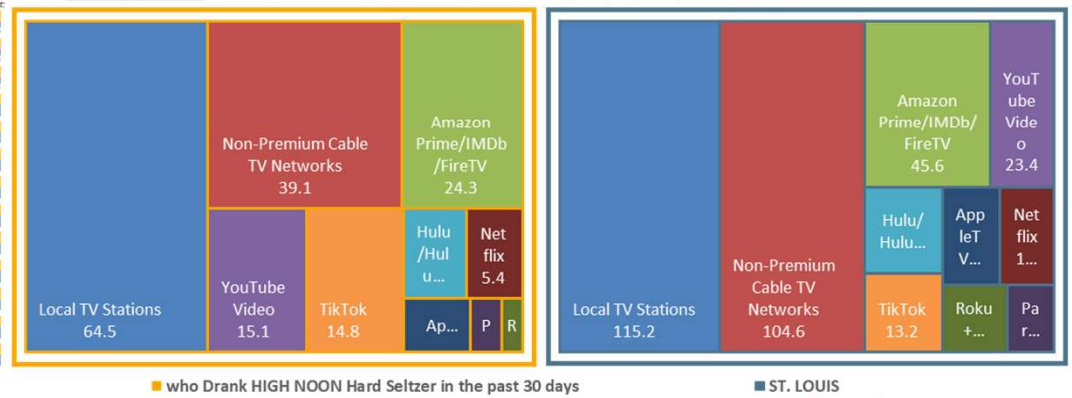
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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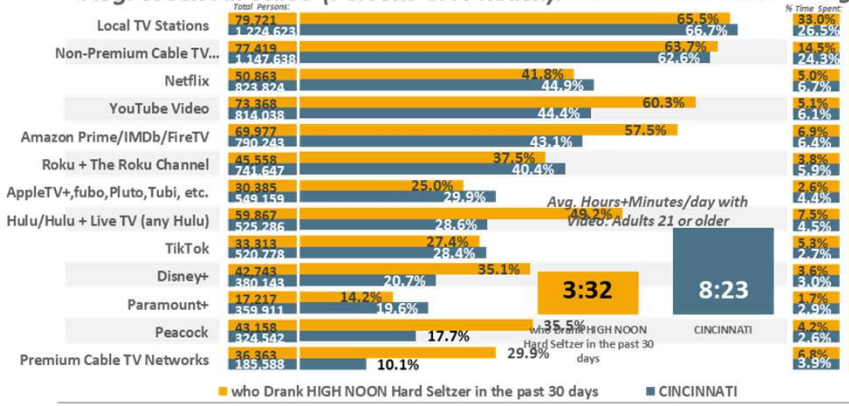
Hard seltzers drank past 30 days: High Noon

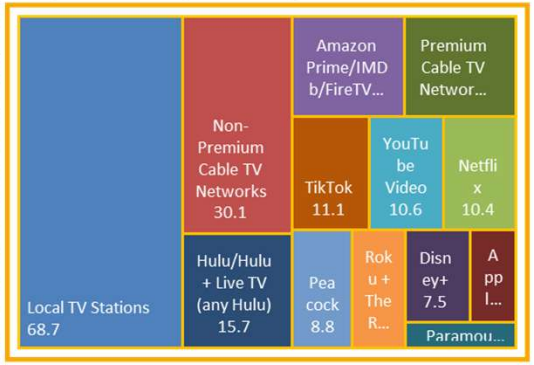


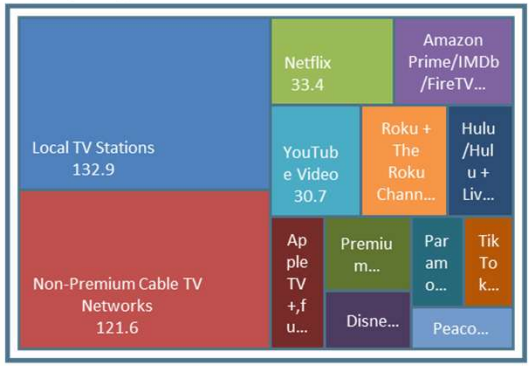
79,156 or 65.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.7 minutes every day representing 38.1% of all time spent daily with Ad-Supported Video.

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

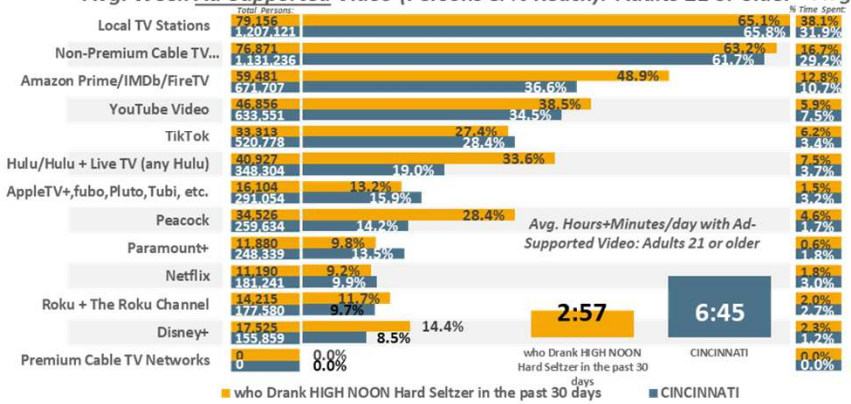


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

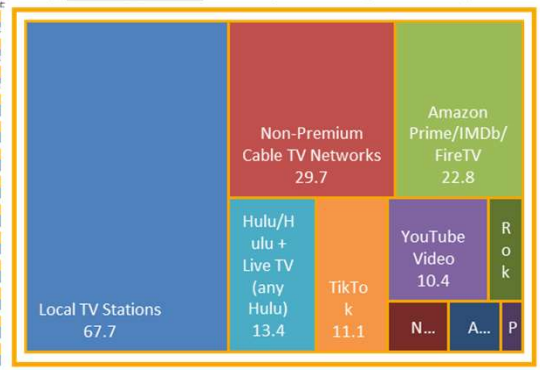


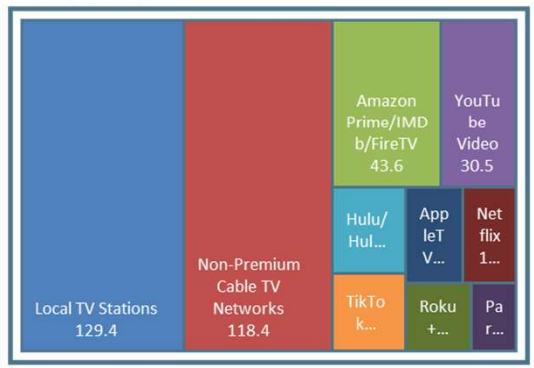


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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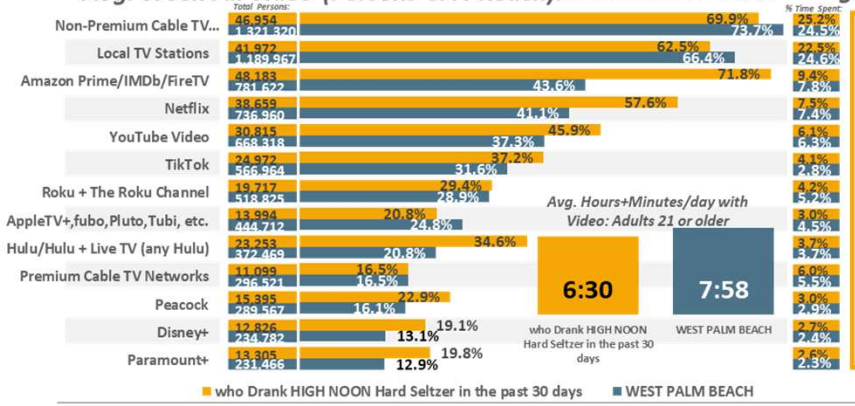
Hard seltzers drank past 30 days: High Noon

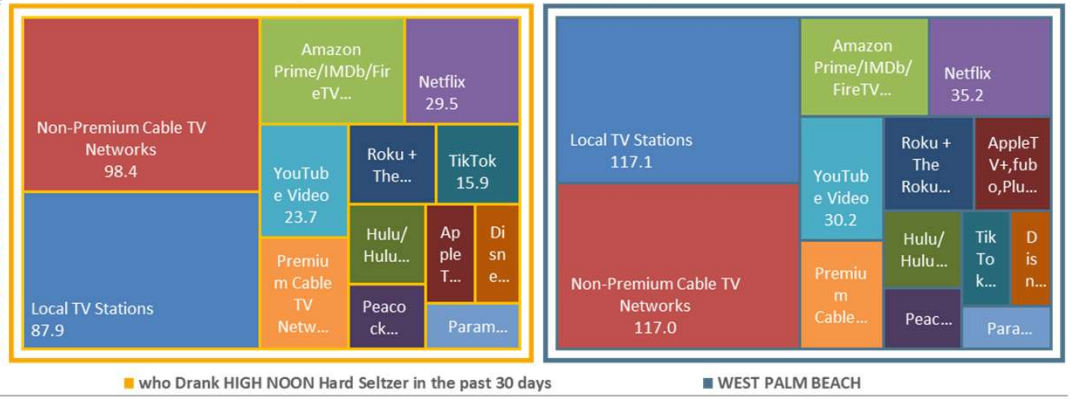


41,800 or 62.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

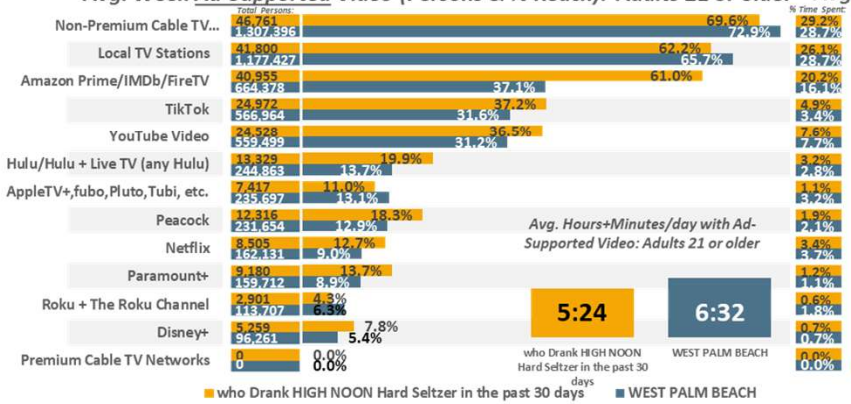
Avg. Week All Video (Persons & % Reach): Adults 21 or older



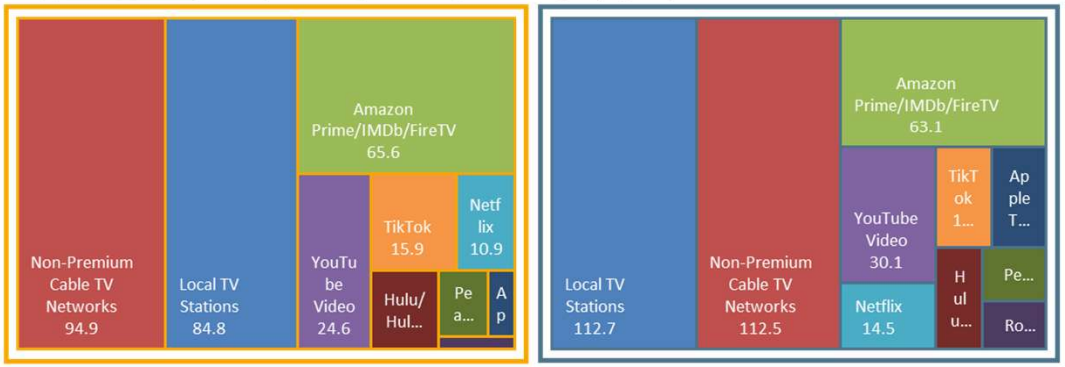
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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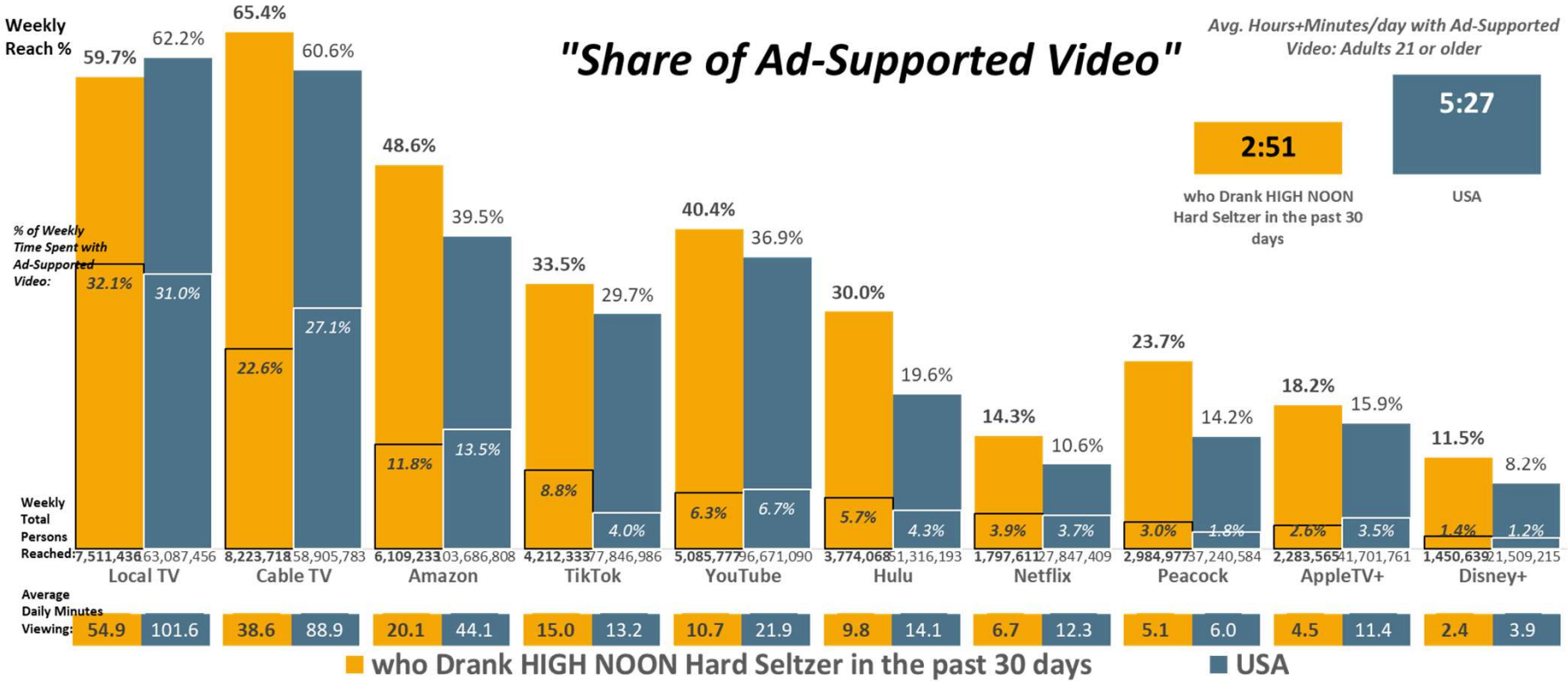
Hard seltzers drank past 30 days: High Noon



7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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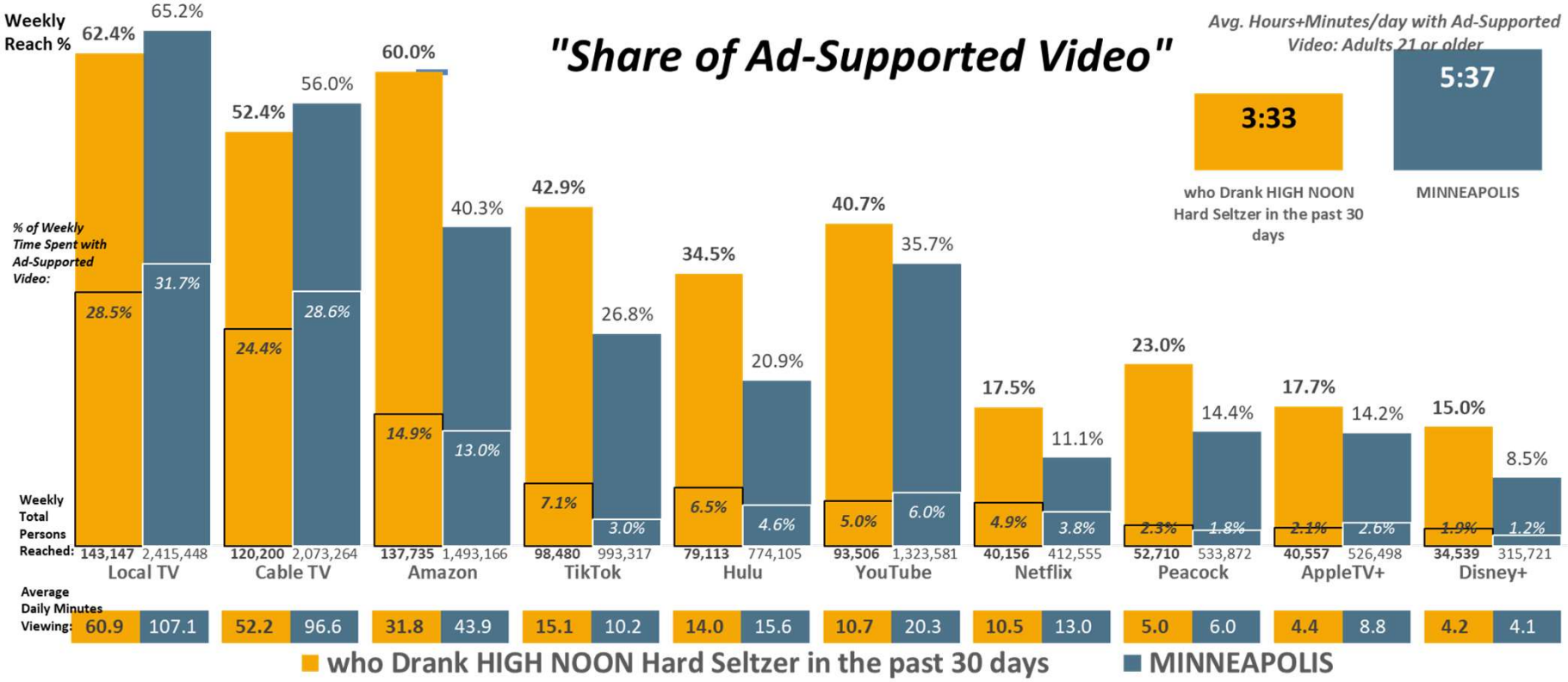
Hard seltzers drank past 30 days: High Noon



143,147 or 62.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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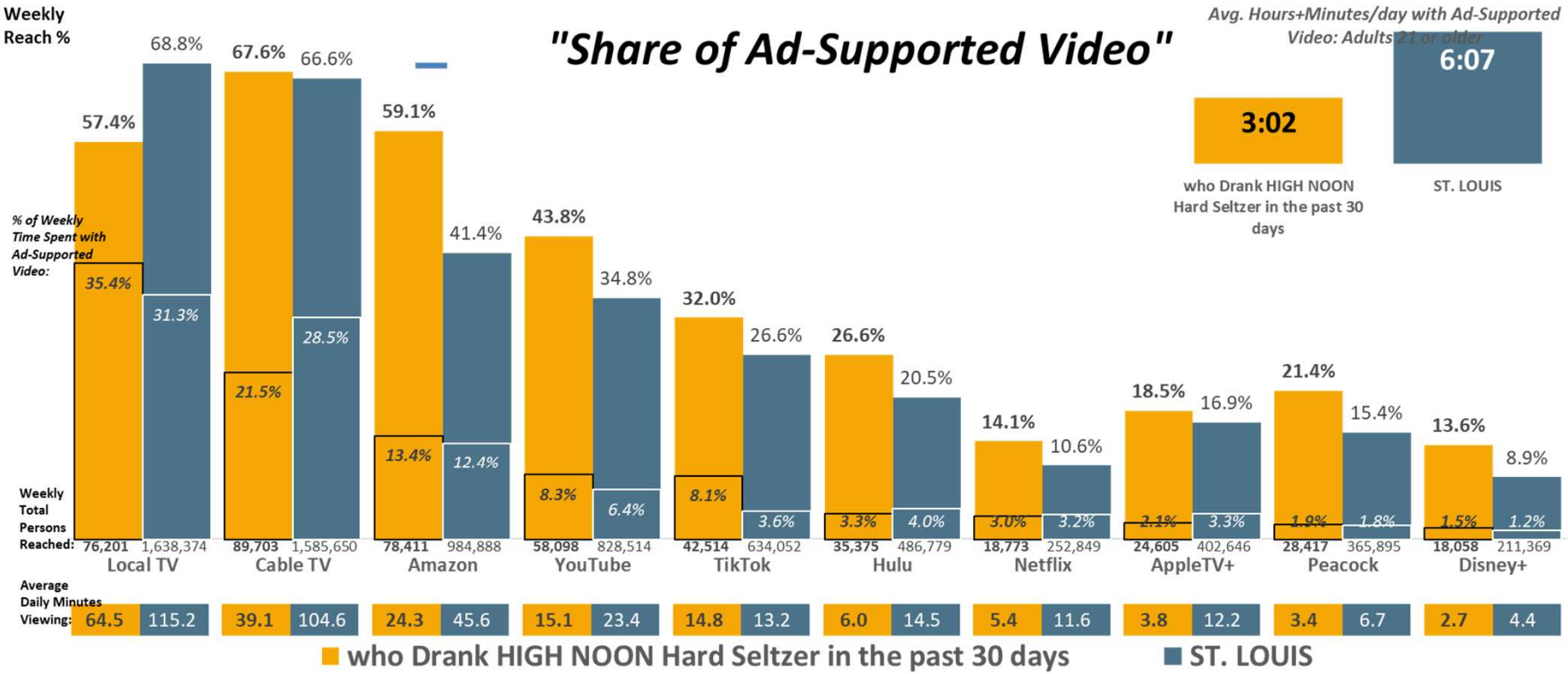
Hard seltzers drank past 30 days: High Noon



76,201 or 57.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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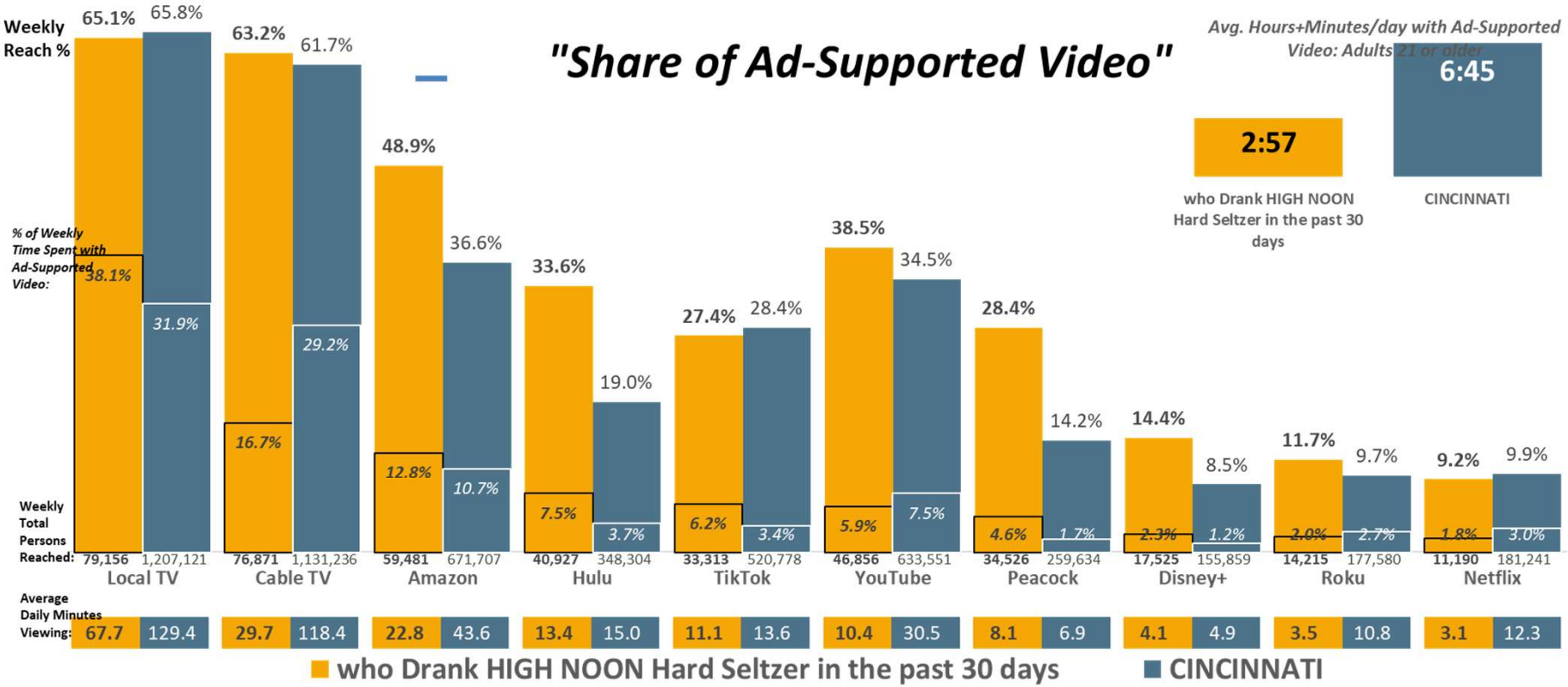
Hard seltzers drank past 30 days: High Noon



79,156 or 65.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.7 minutes every day representing 38.1% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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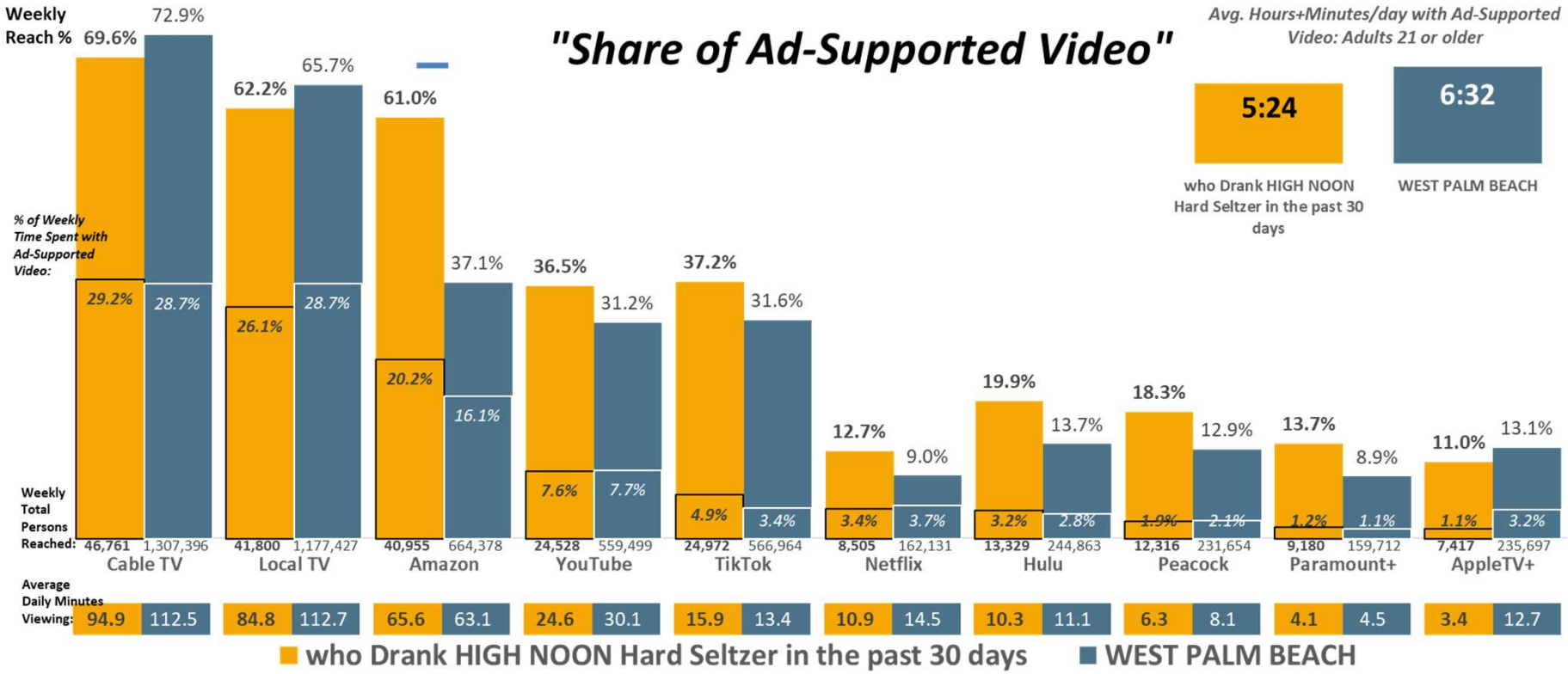
Hard seltzers drank past 30 days: High Noon



41,800 or 62.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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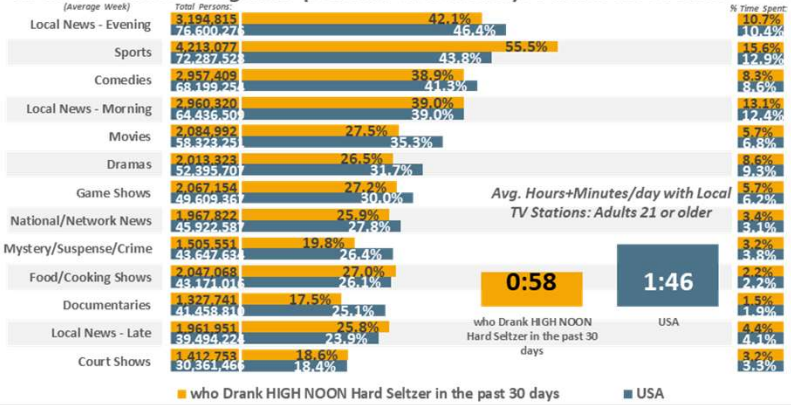
Hard seltzers drank past 30 days: High Noon

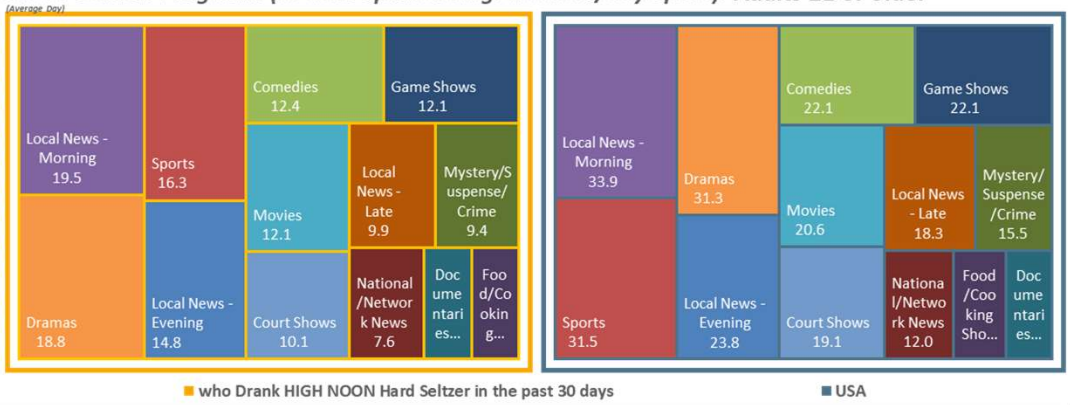


7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

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



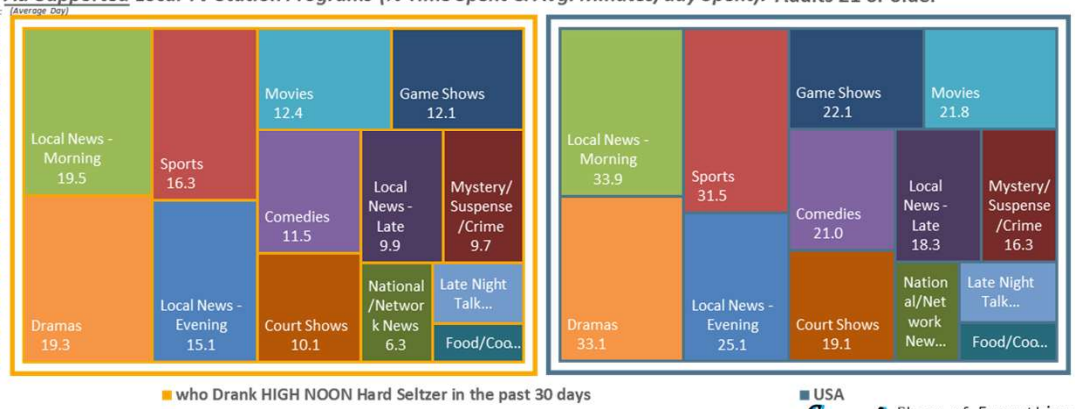
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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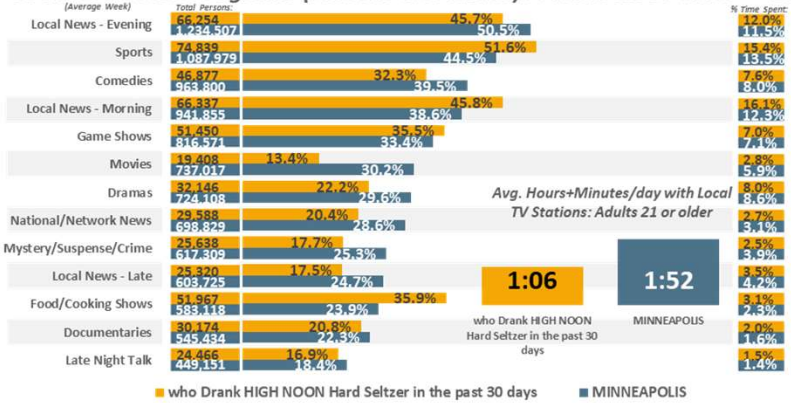
Hard seltzers drank past 30 days: High Noon

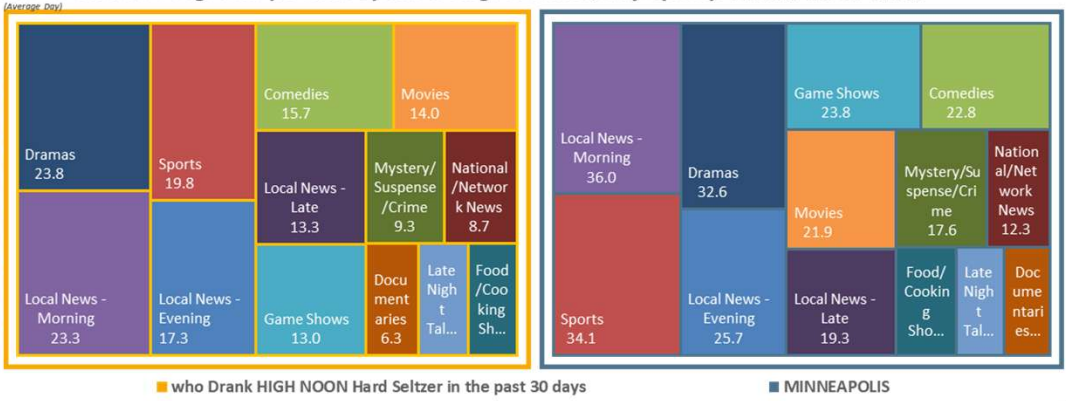


143,147 or 62.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Food/Cooking Shows.

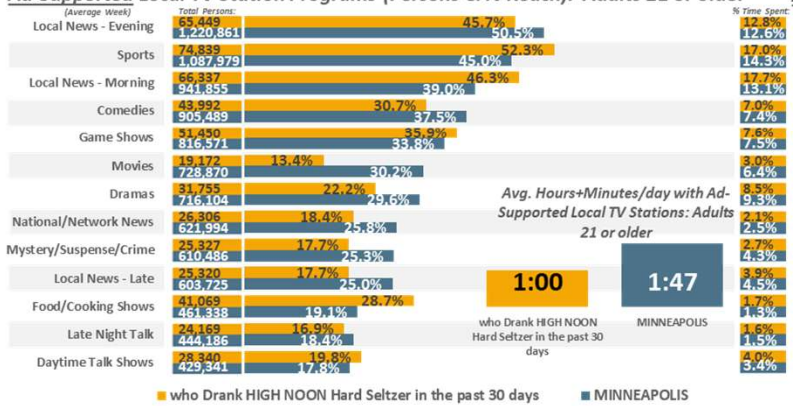
Local TV Station Programs (Persons & % Reach): Adults 21 or older



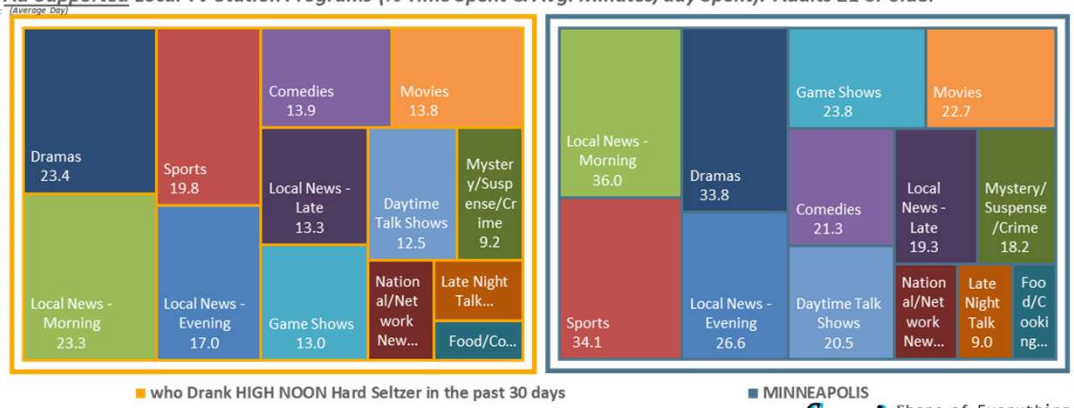
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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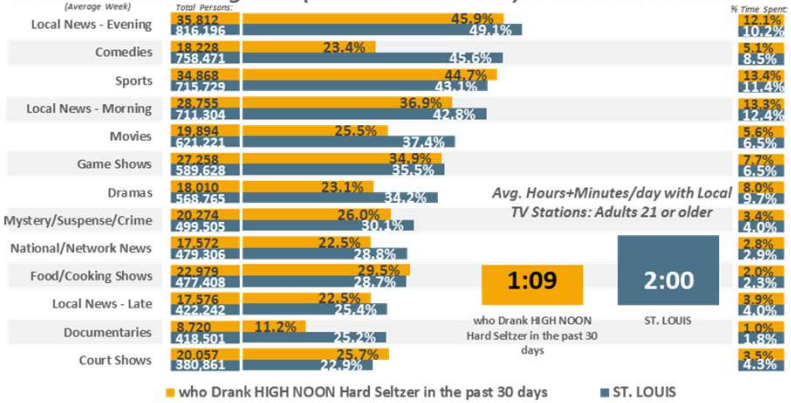
Hard seltzers drank past 30 days: High Noon

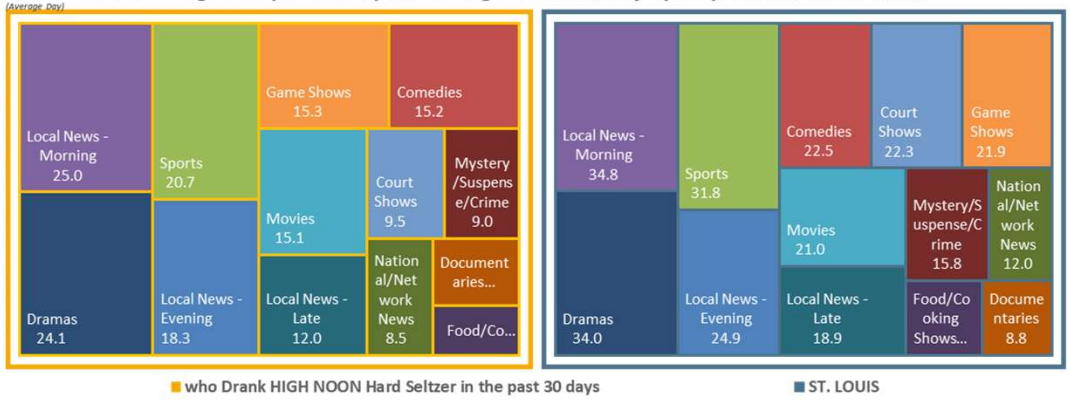


76,201 or 57.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Court Shows, and Mystery/Suspense/Crime

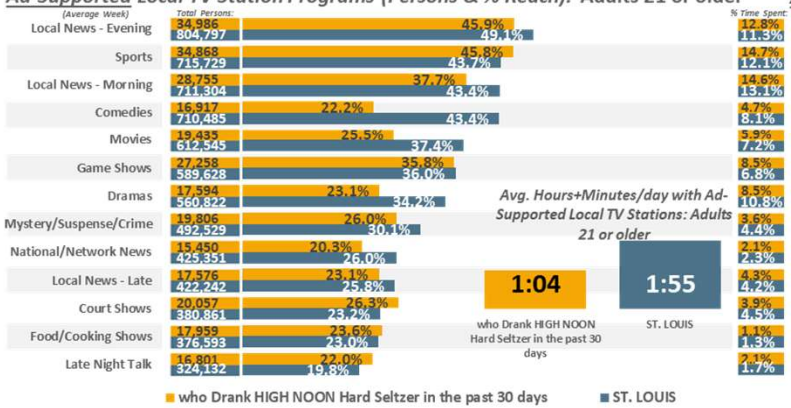
Local TV Station Programs (Persons & % Reach): Adults 21 or older



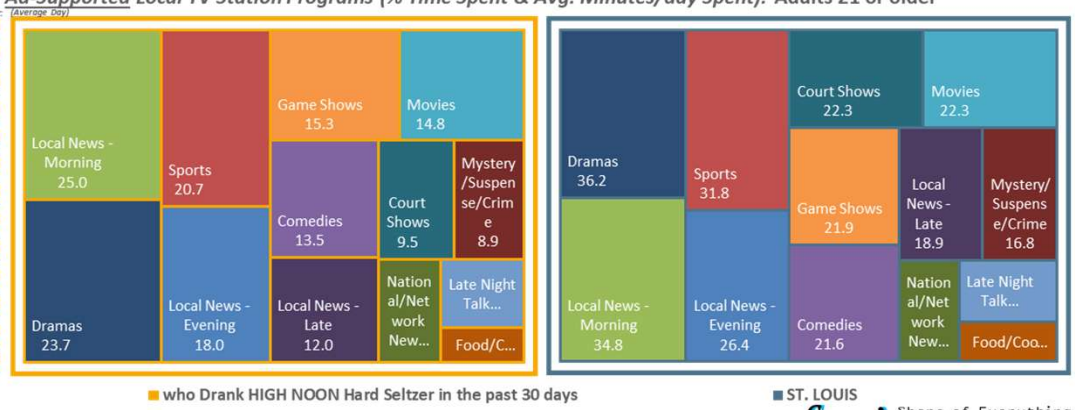
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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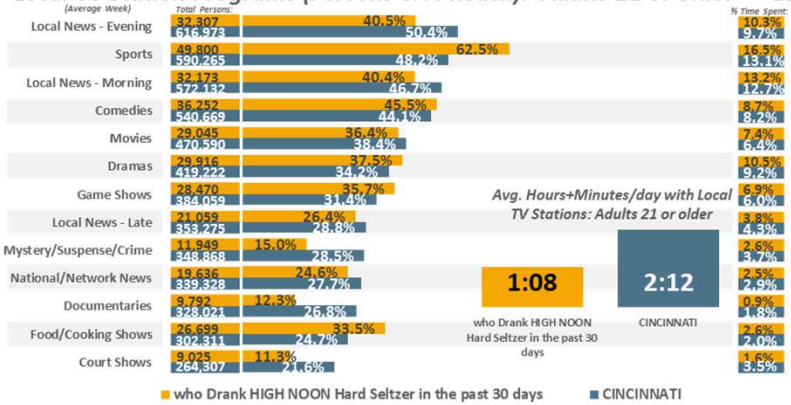
Hard seltzers drank past 30 days: High Noon

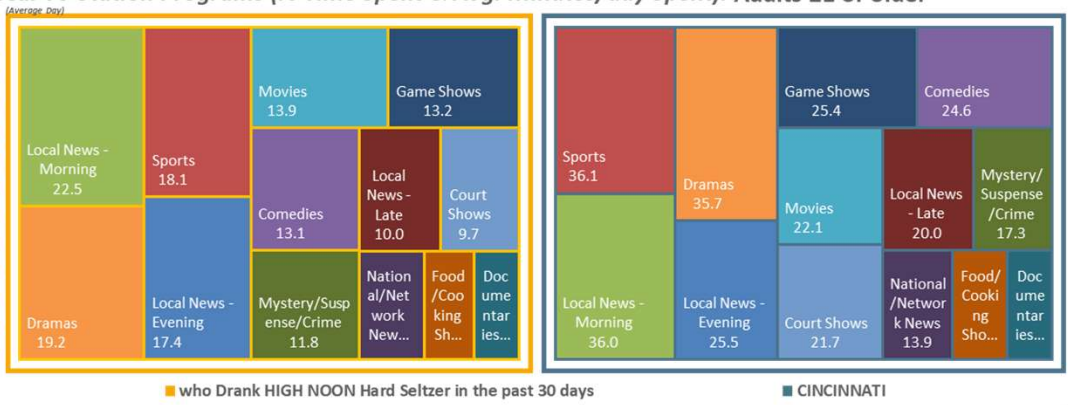


79,156 or 65.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Dramas, and Movies.

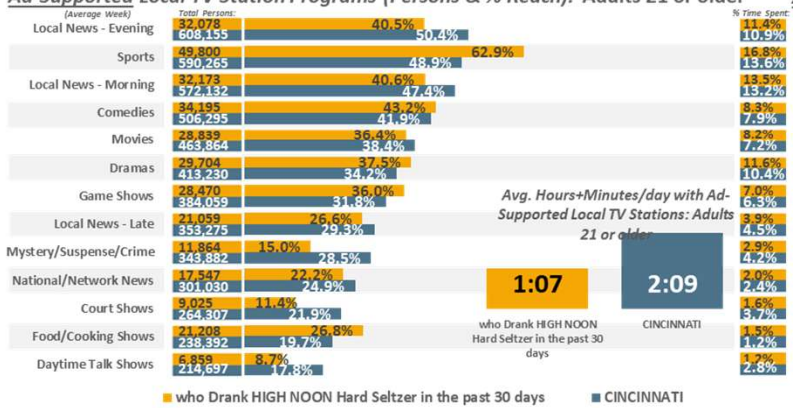
Local TV Station Programs (Persons & % Reach): Adults 21 or older



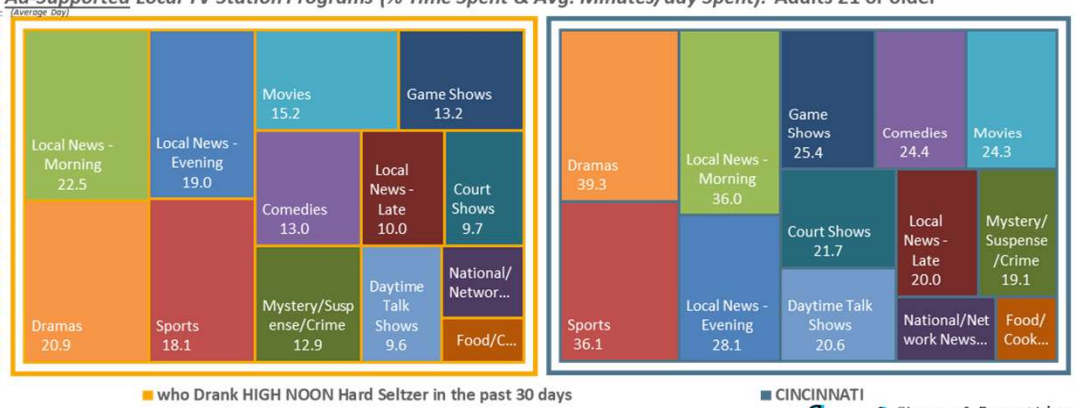
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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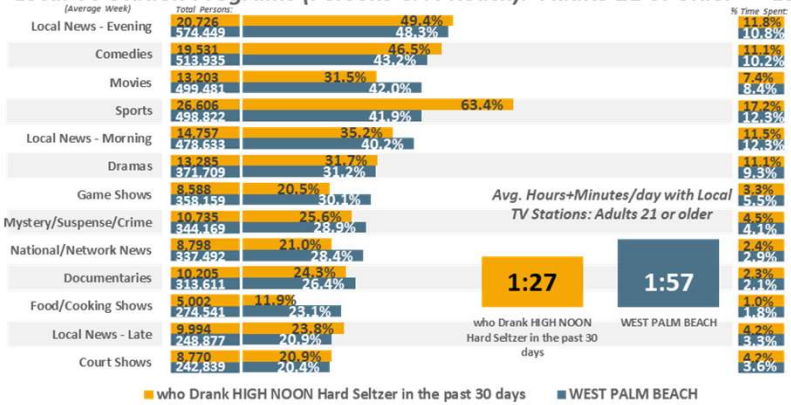
Hard seltzers drank past 30 days: High Noon

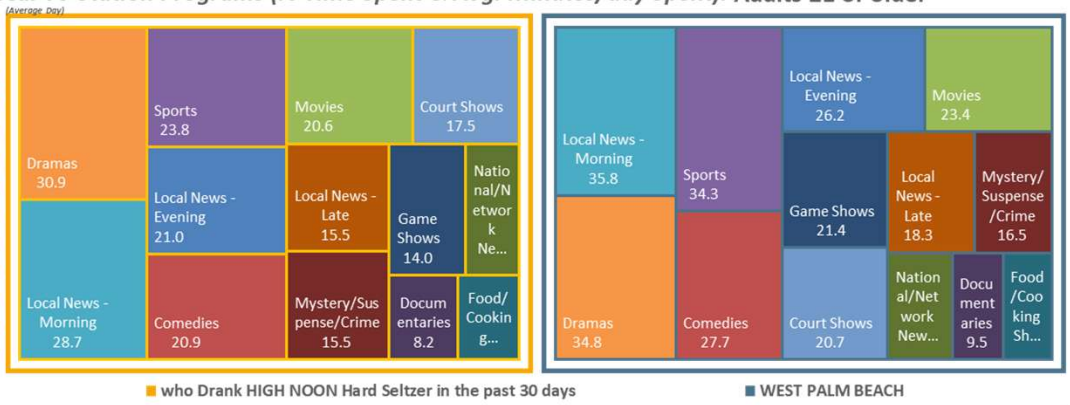


41,800 or 62.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

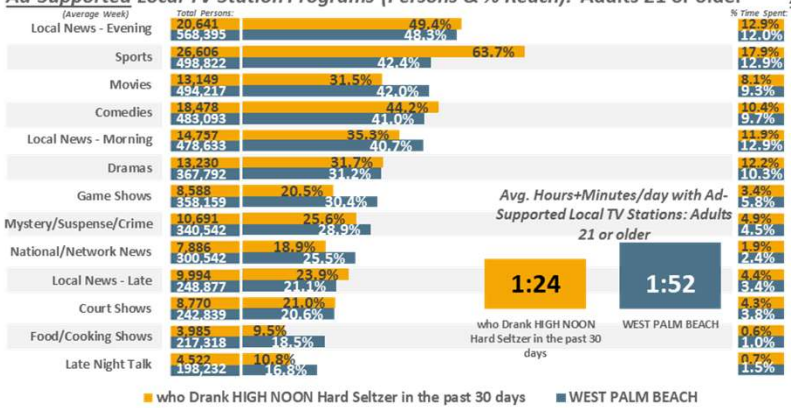
Local TV Station Programs (Persons & % Reach): Adults 21 or older



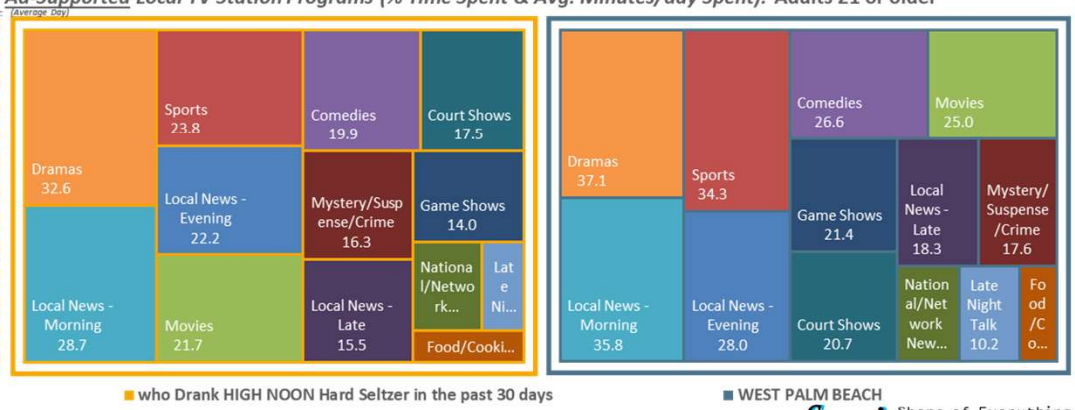
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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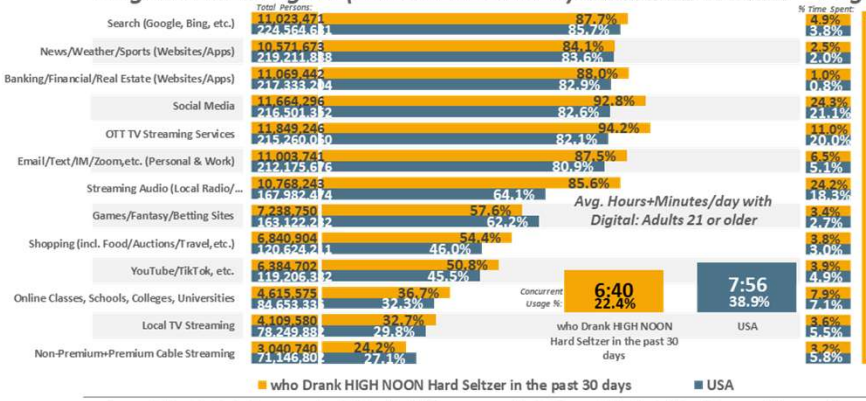
Hard seltzers drank past 30 days: High Noon

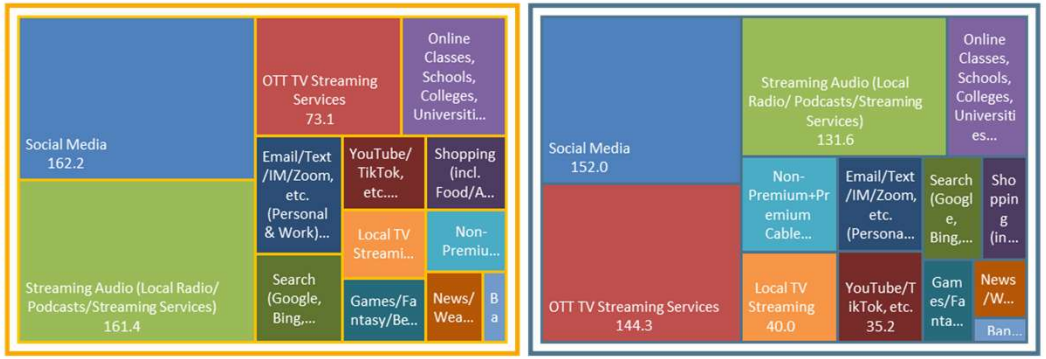


10,214,548 or 81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 142. minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

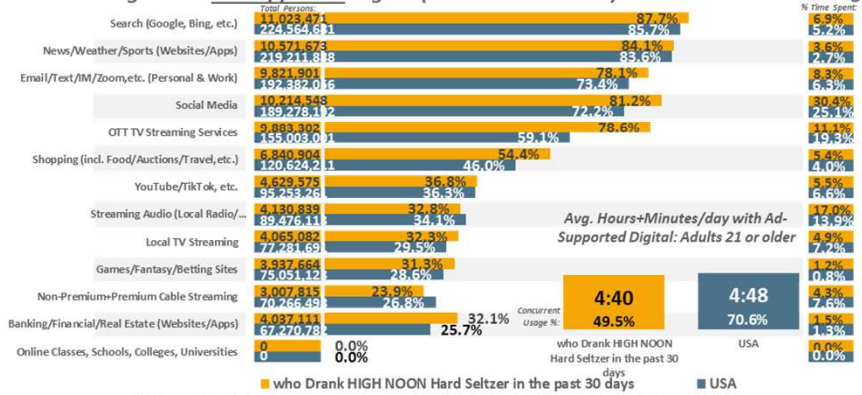
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



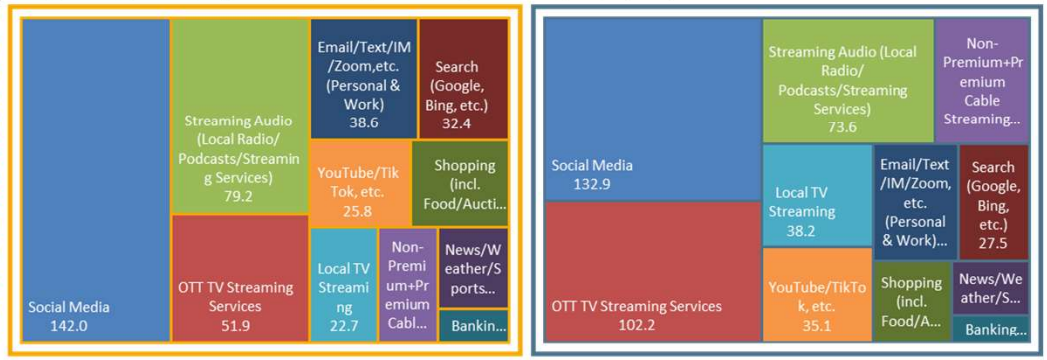
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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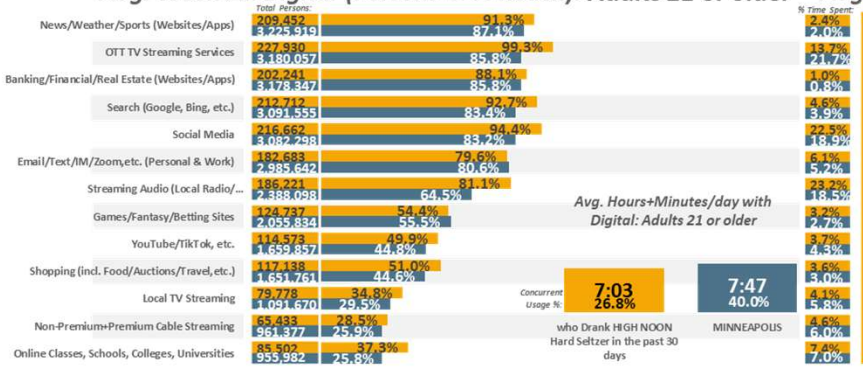
Hard seltzers drank past 30 days: High Noon

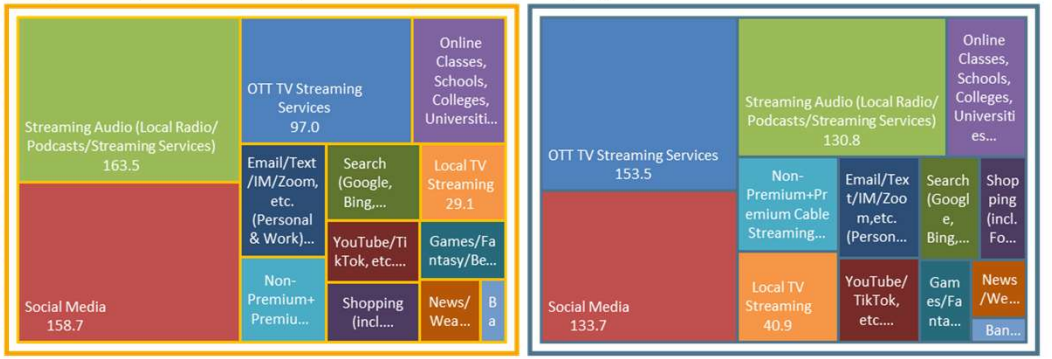


200,709 or 87.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 147. minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

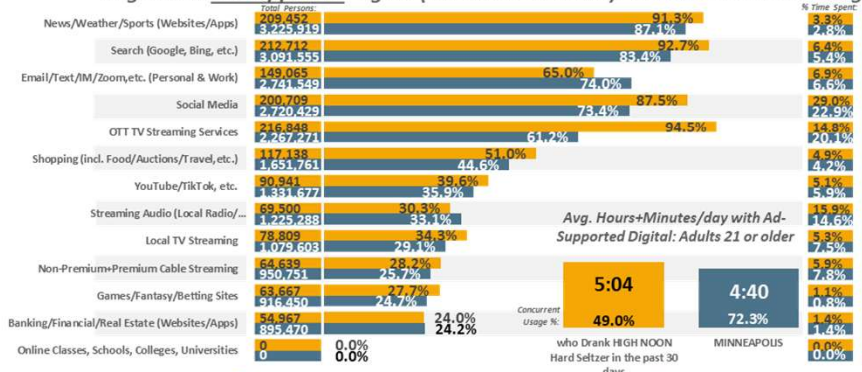
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



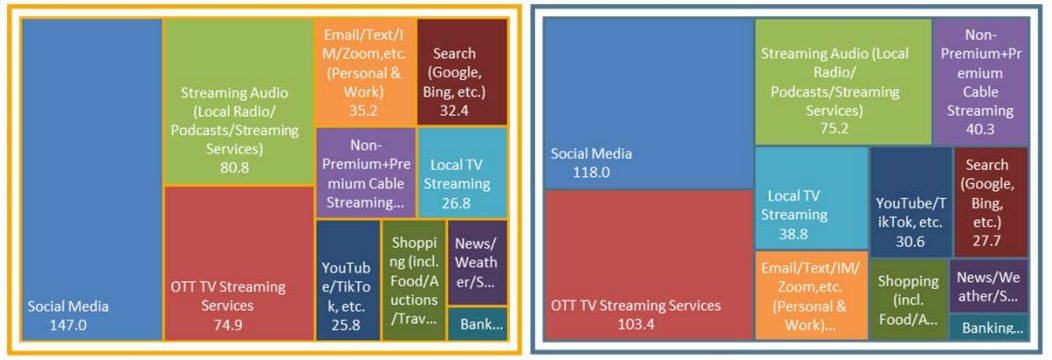
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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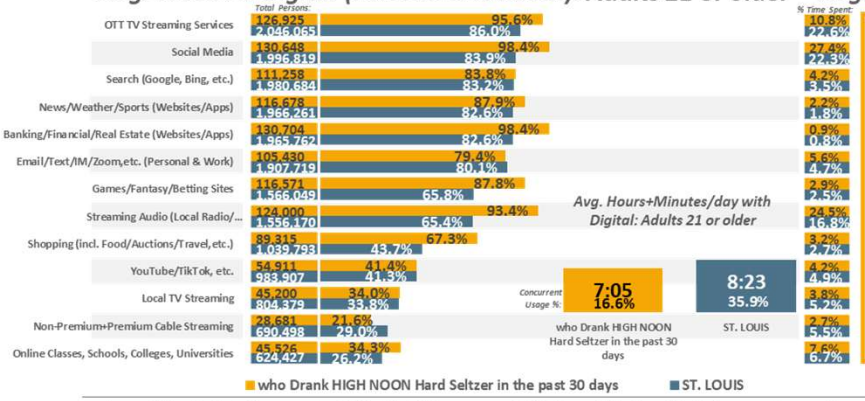
Hard seltzers drank past 30 days: High Noon

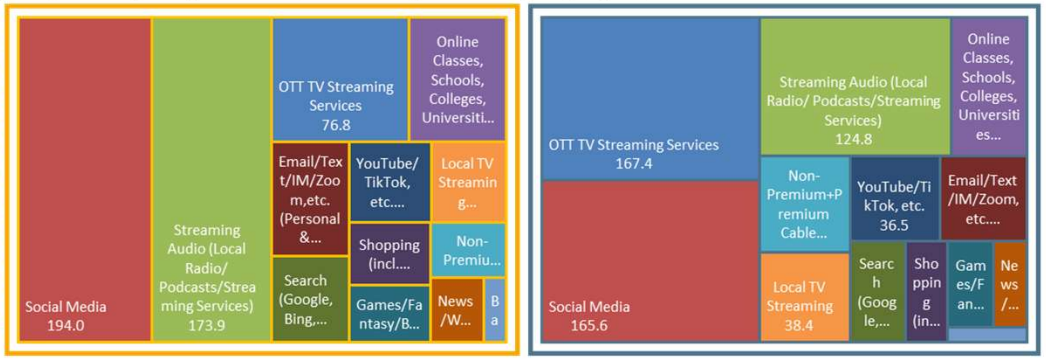


121,082 or 91.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 179.8 minutes every day representing 36.% of all time spent daily with Ad-Supported Digital Media.

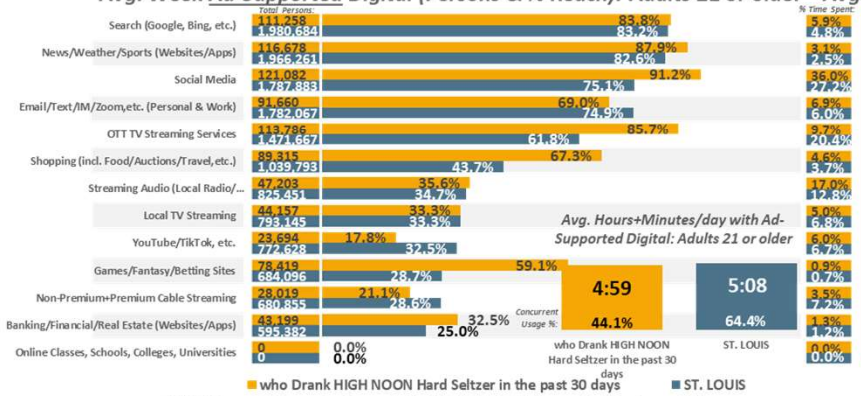
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



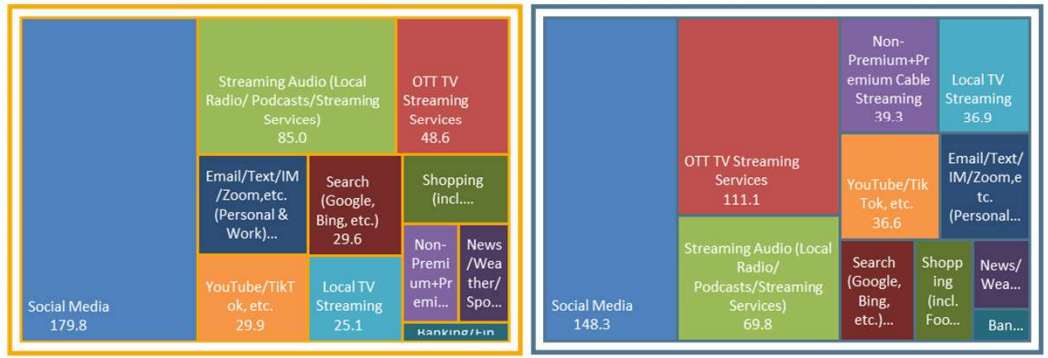
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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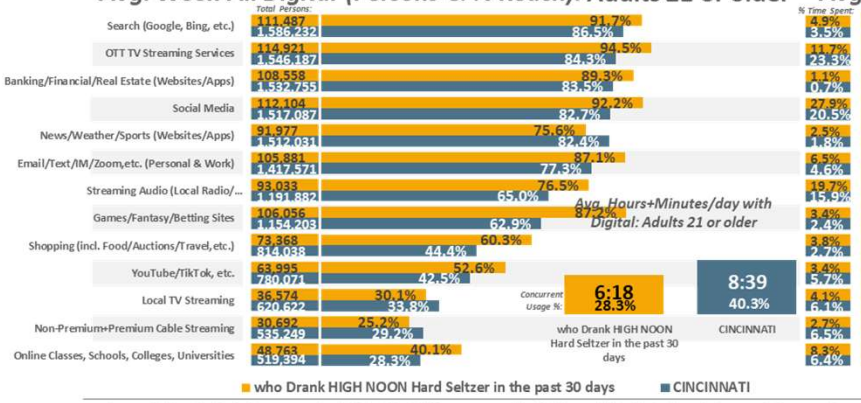
Hard seltzers drank past 30 days: High Noon

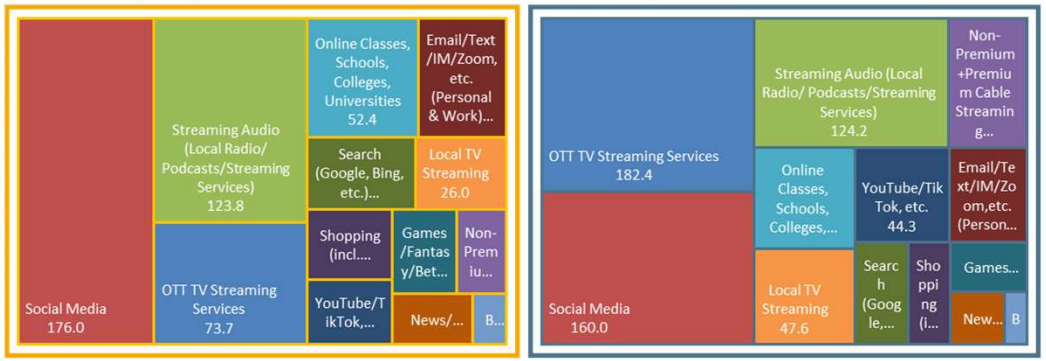


93,345 or 76.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 146.5 minutes every day representing 33.6% of all time spent daily with Ad-Supported Digital Media.

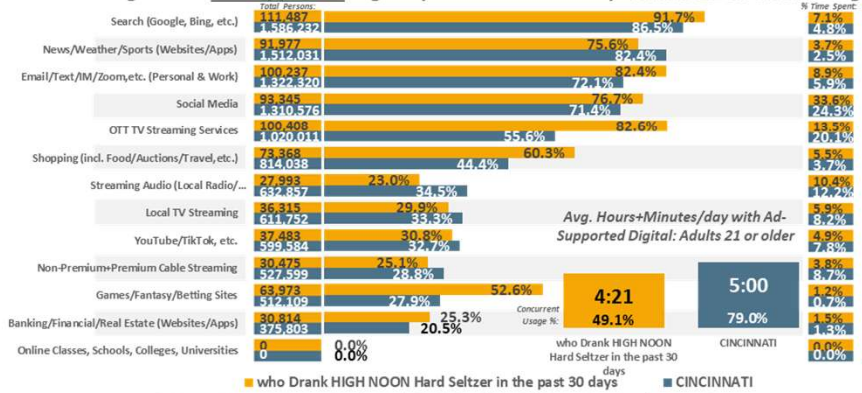
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



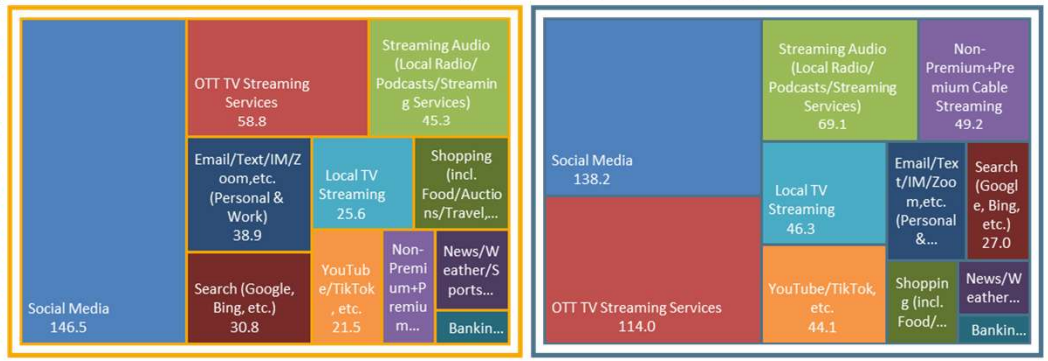
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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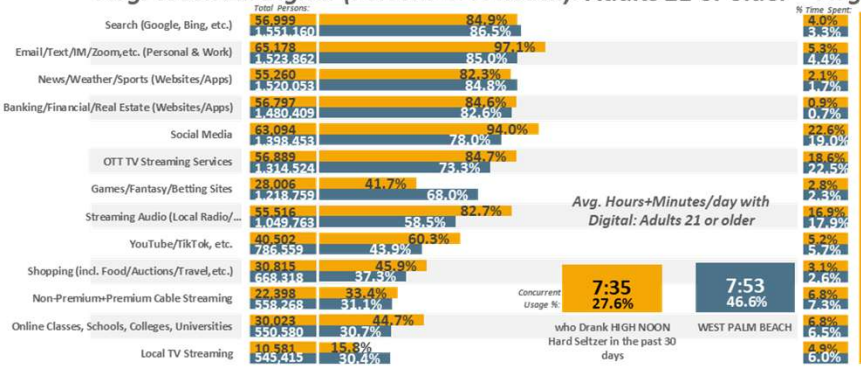
Hard seltzers drank past 30 days: High Noon

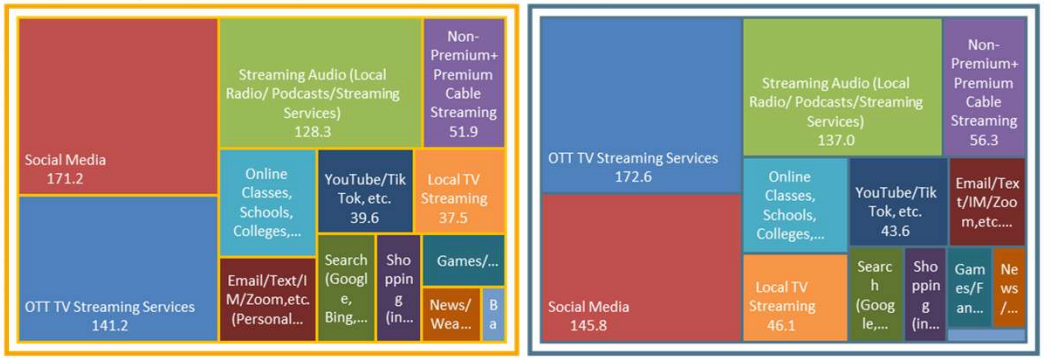


52,317 or 77.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 141.9 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

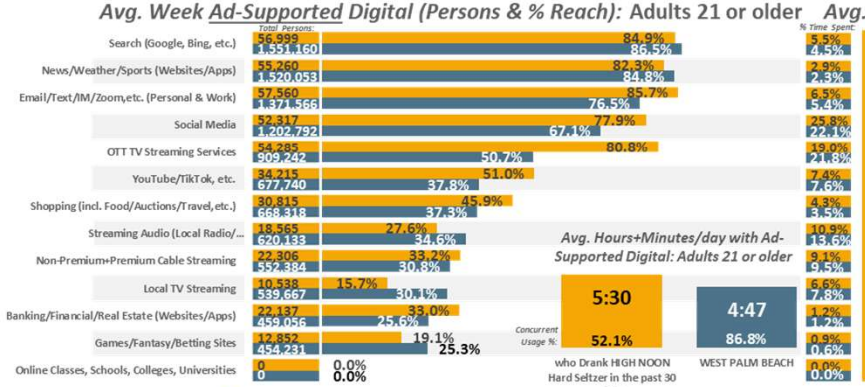
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



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



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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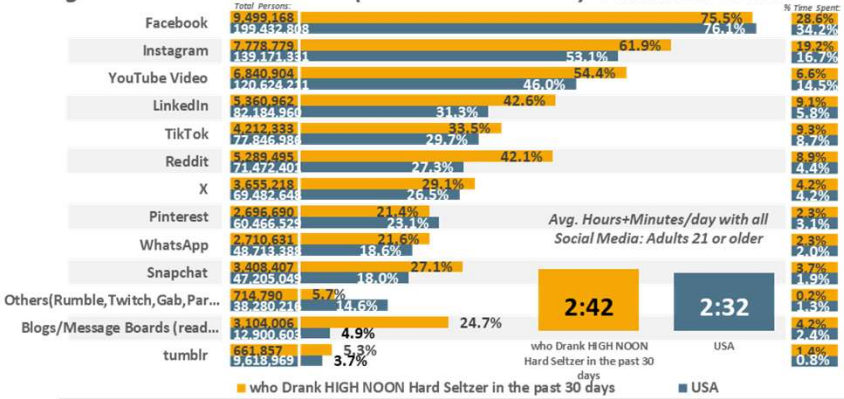
Hard seltzers drank past 30 days: High Noon

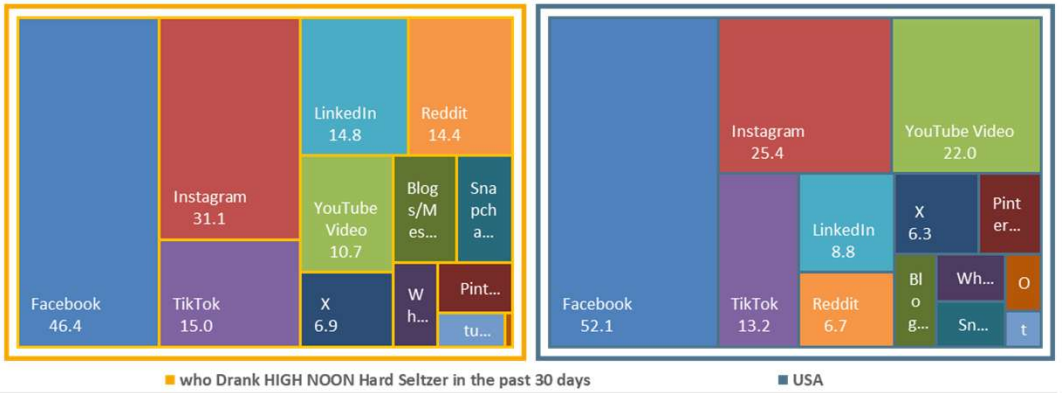


9,499,168 or 75.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

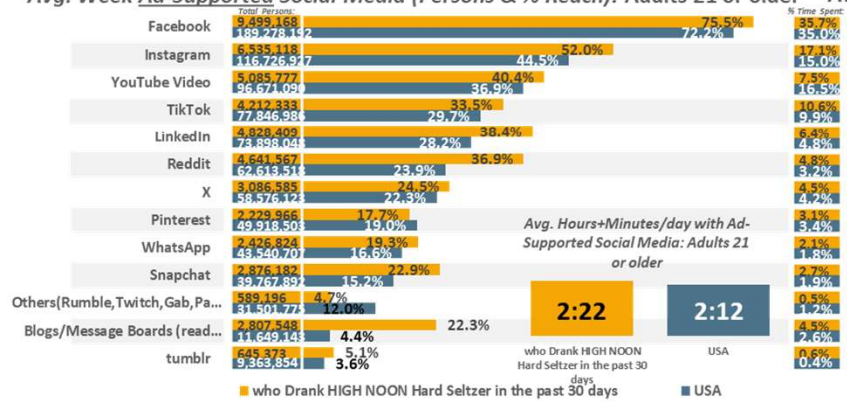
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



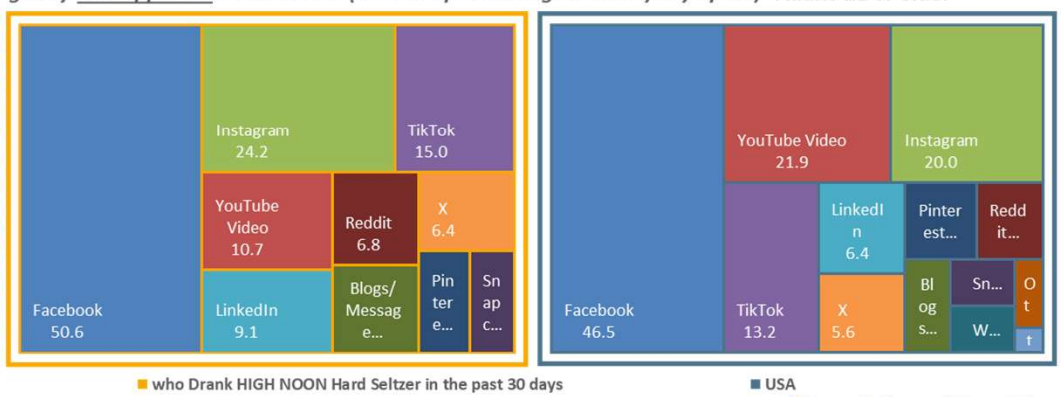
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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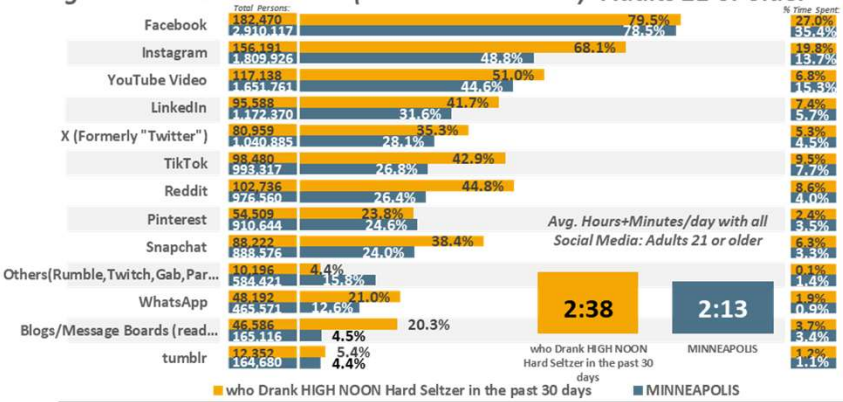
Hard seltzers drank past 30 days: High Noon

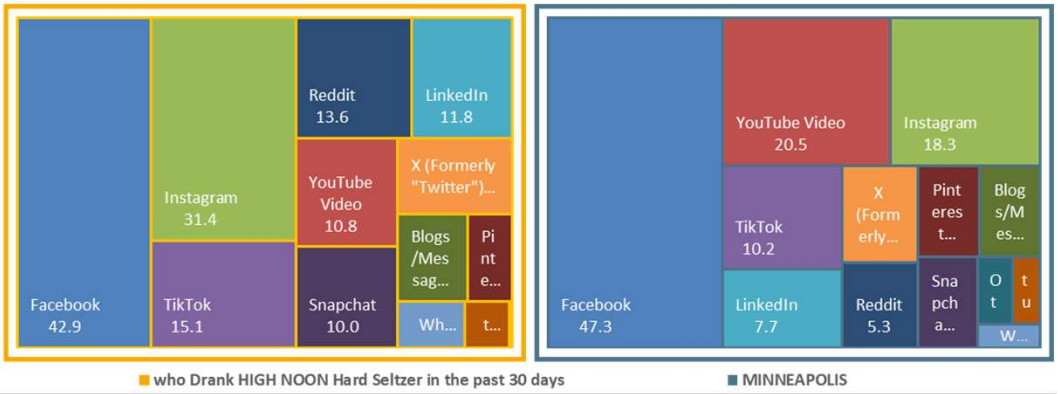


182,470 or 79.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

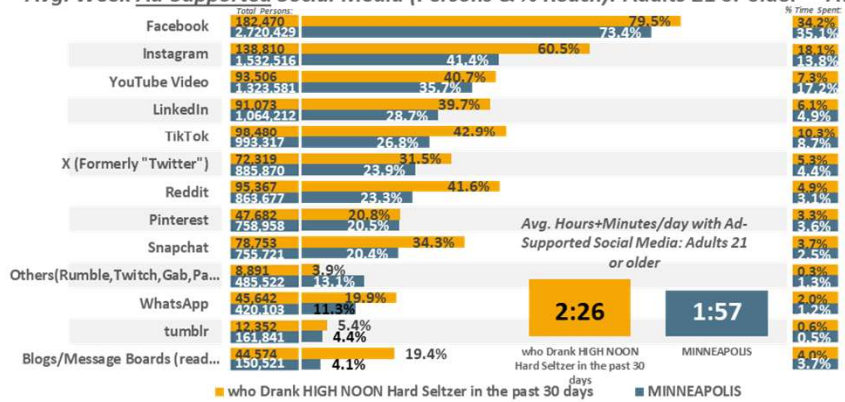
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



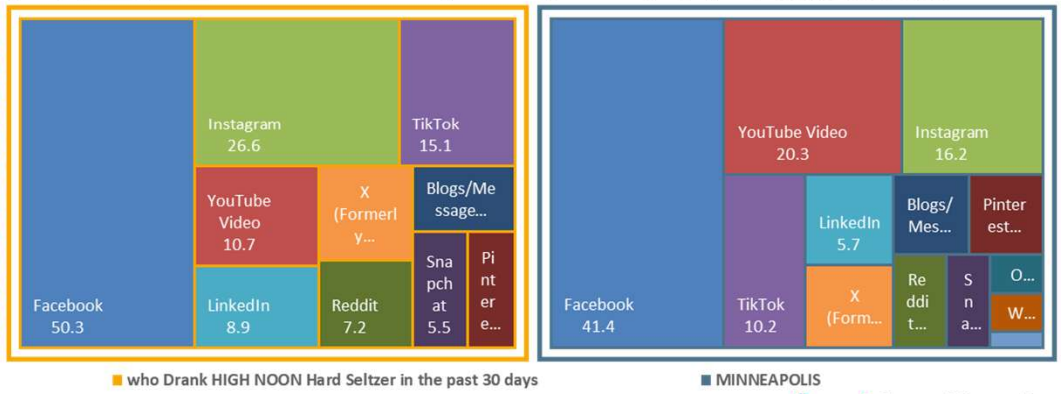
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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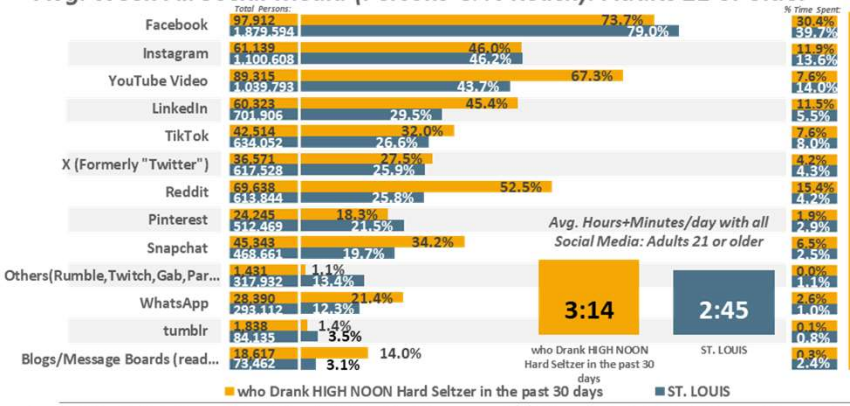
Hard seltzers drank past 30 days: High Noon

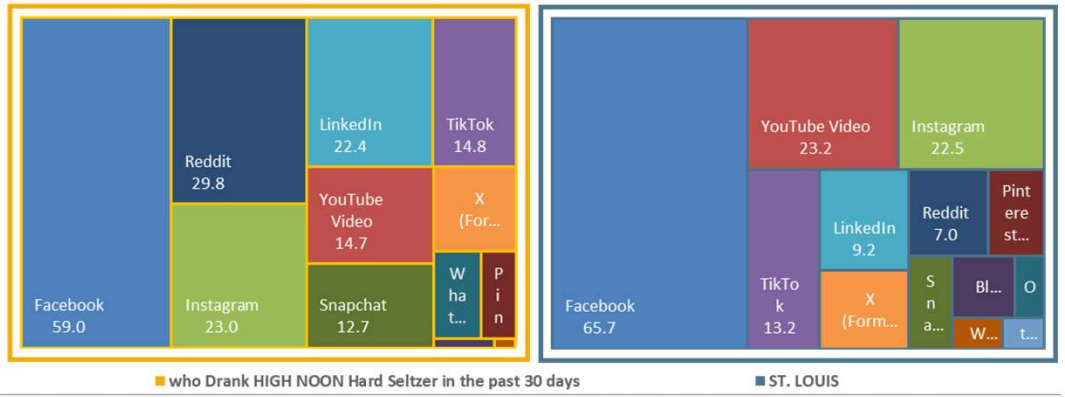


97,912 or 73.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 69.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

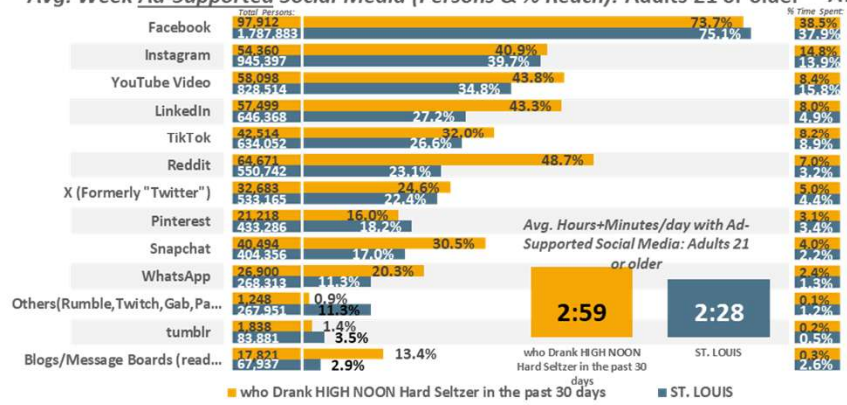
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



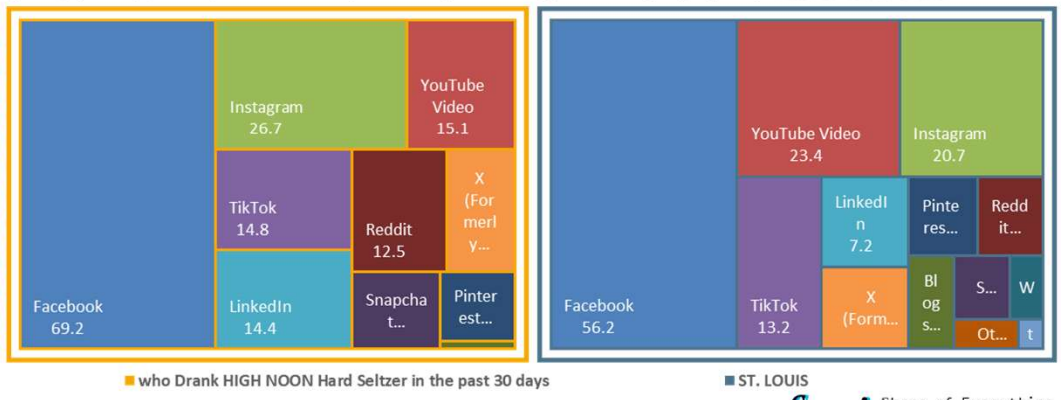
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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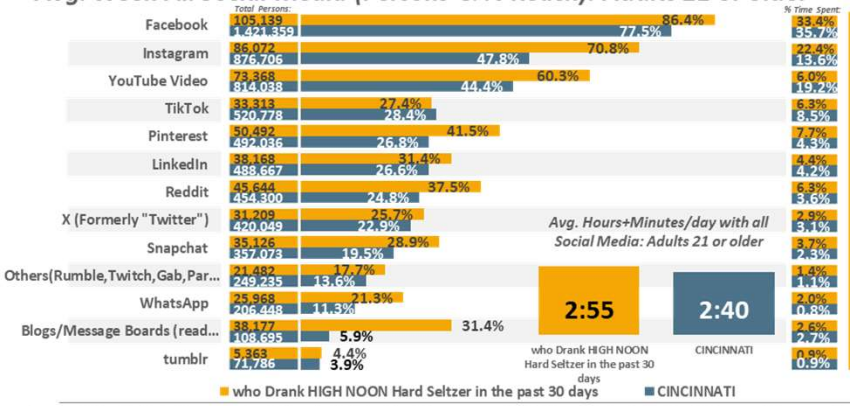
Hard seltzers drank past 30 days: High Noon

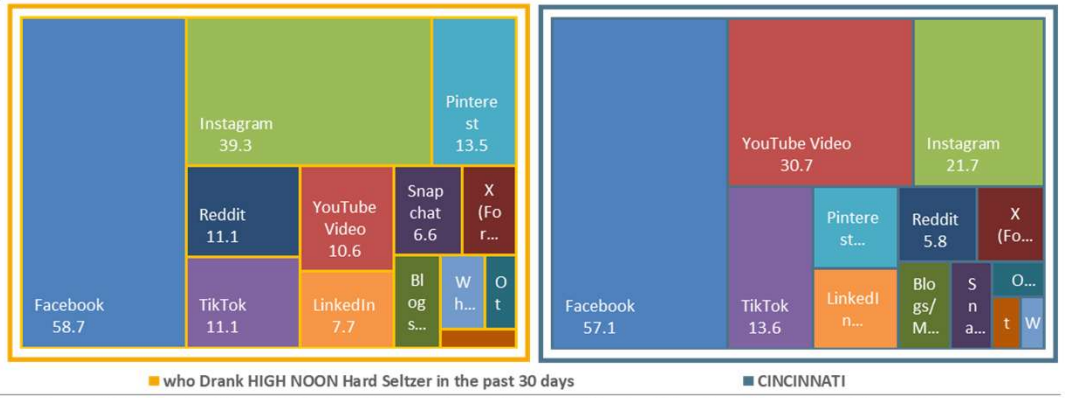


93,345 or 76.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

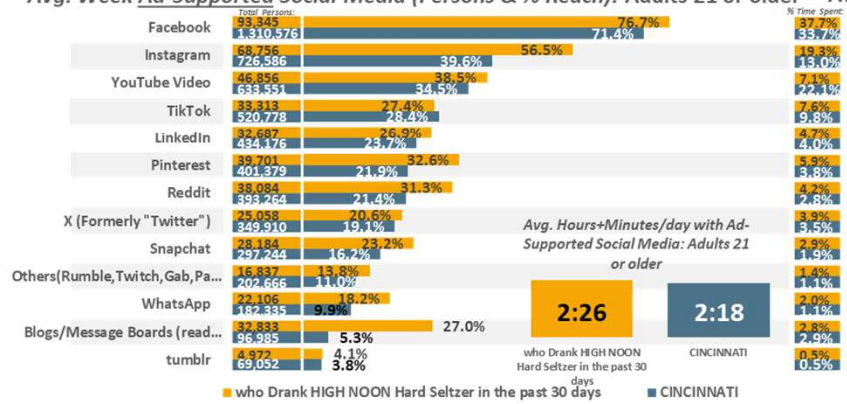
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



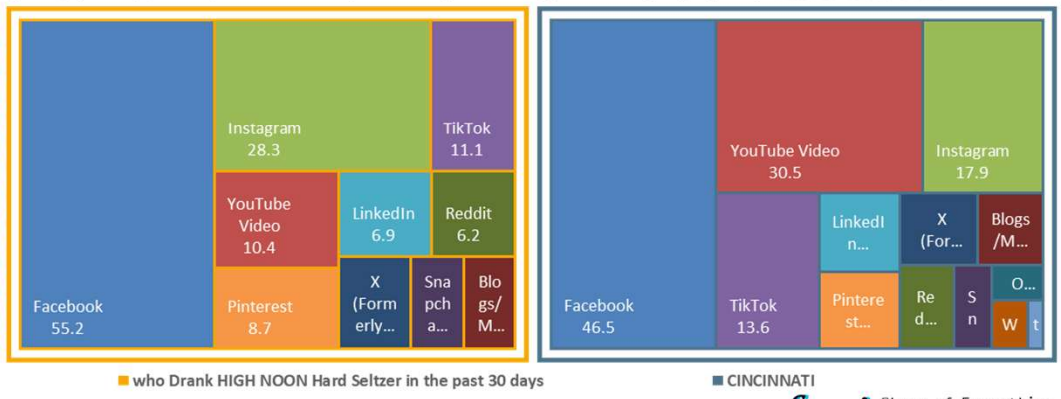
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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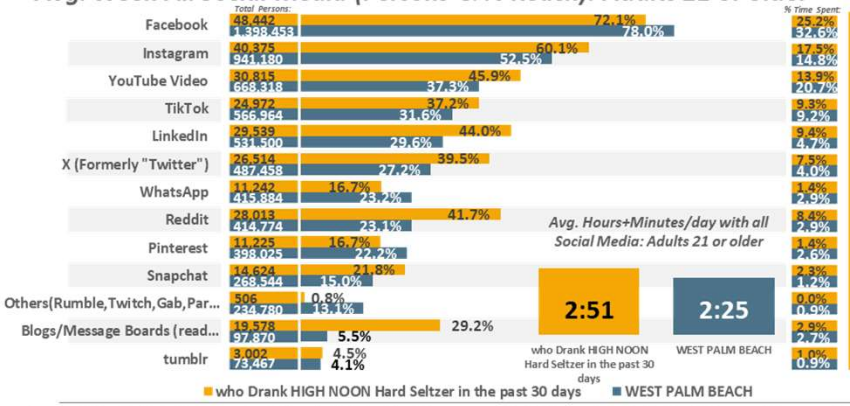
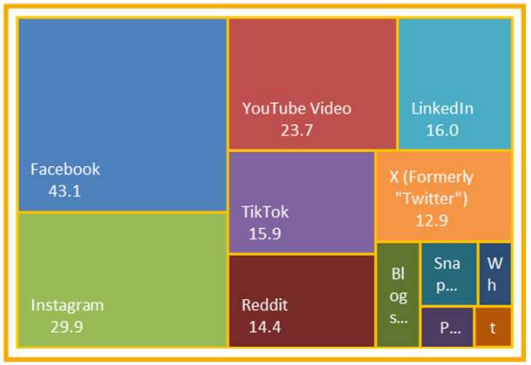
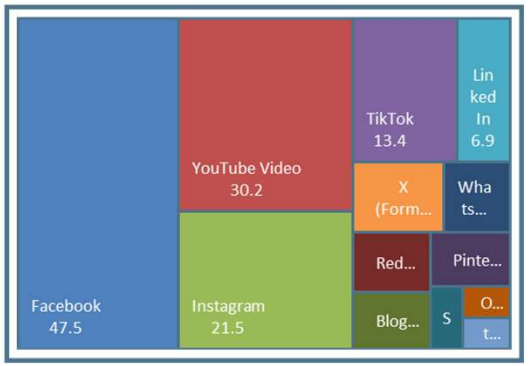
48,442 or 72.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

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

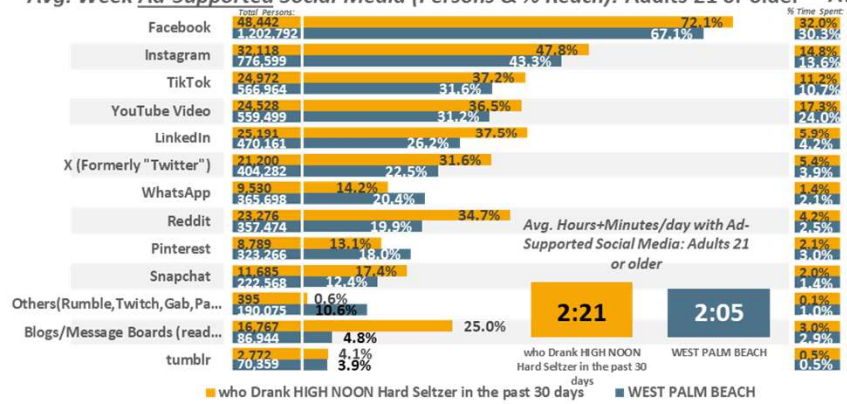


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

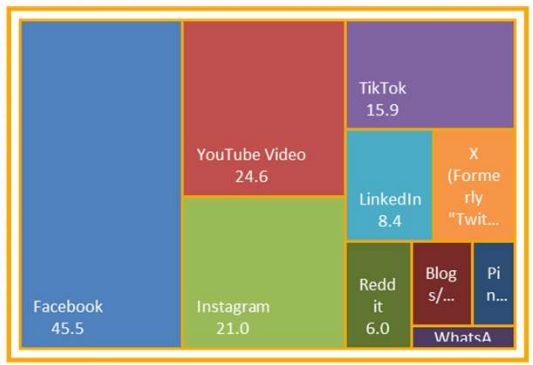


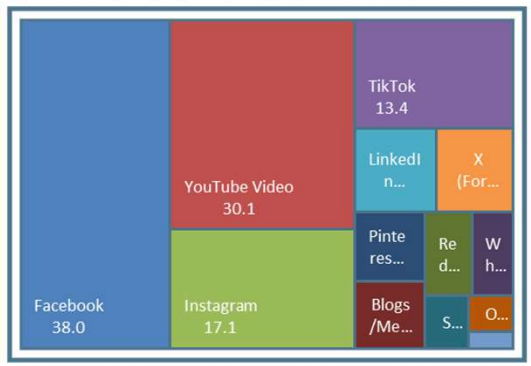


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



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





WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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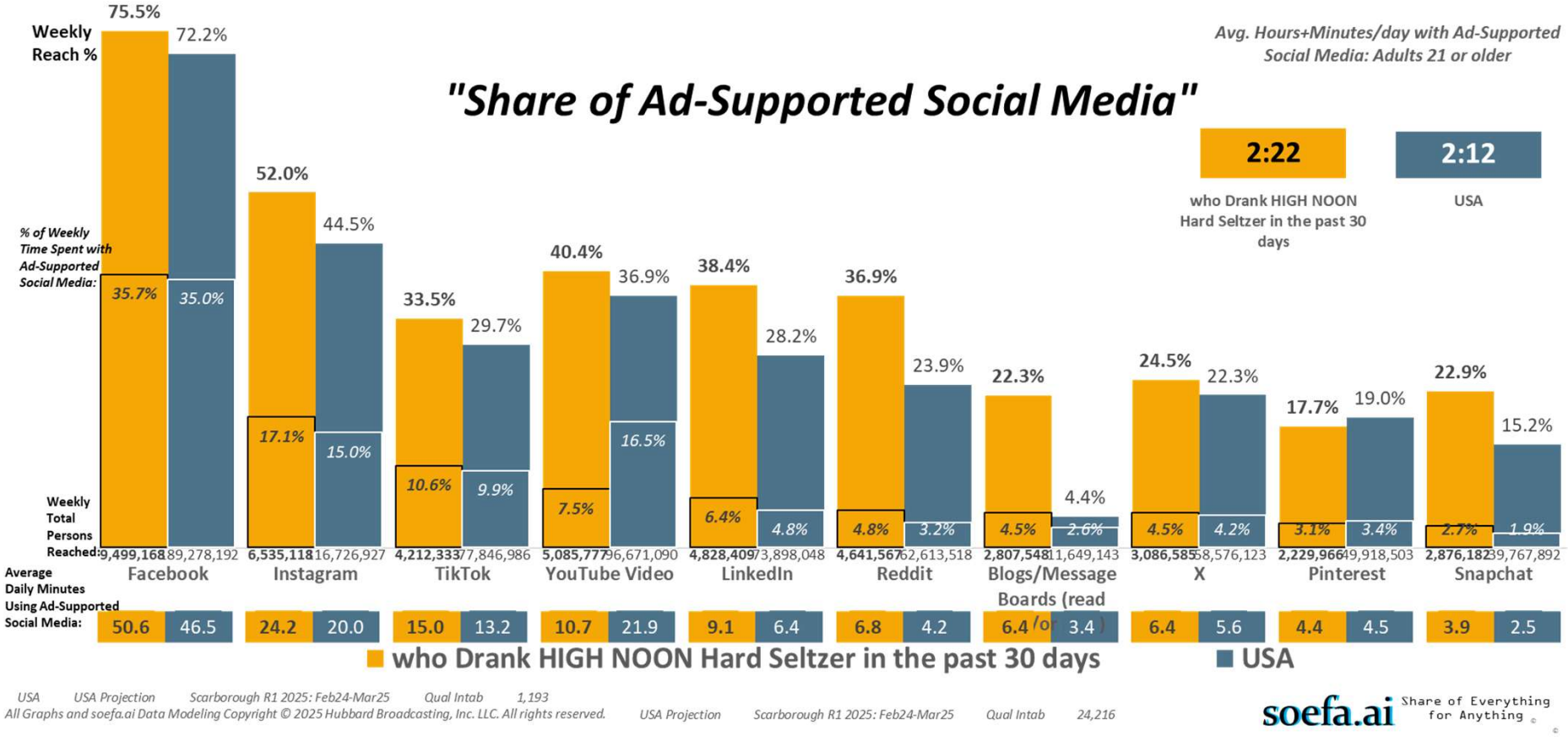
Hard seltzers drank past 30 days: High Noon



9,499,168 or 75.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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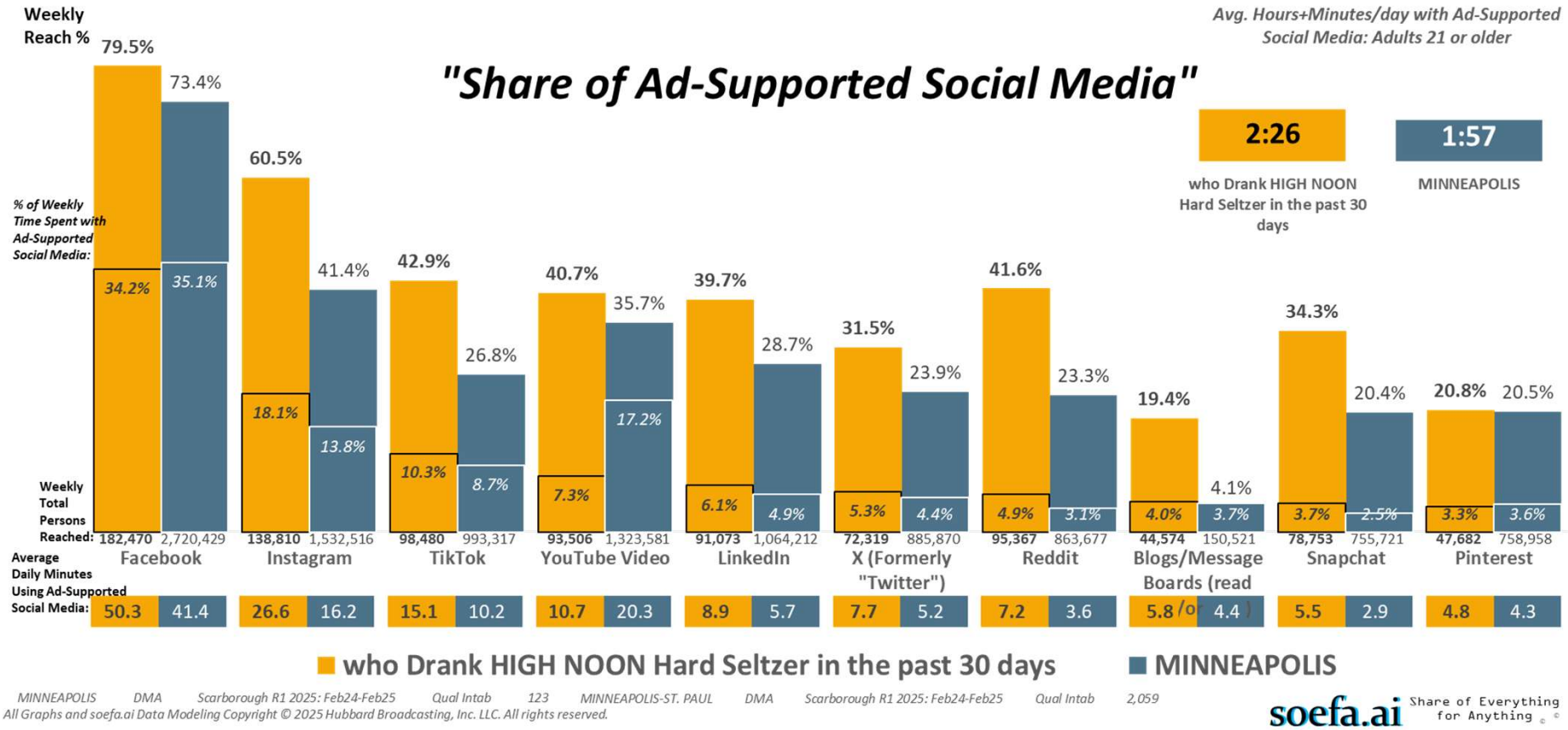
Hard seltzers drank past 30 days: High Noon



182,470 or 79.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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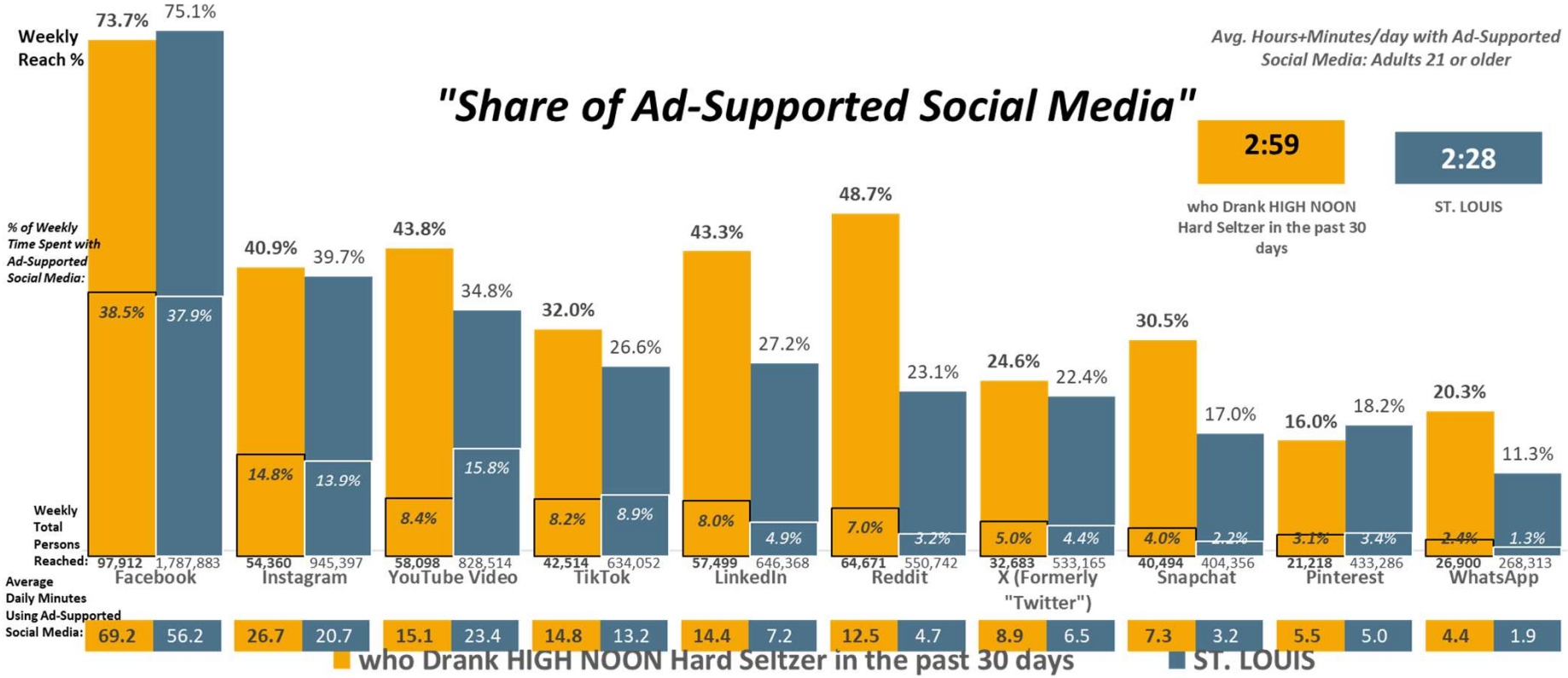
Hard seltzers drank past 30 days: High Noon



97,912 or 73.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 69.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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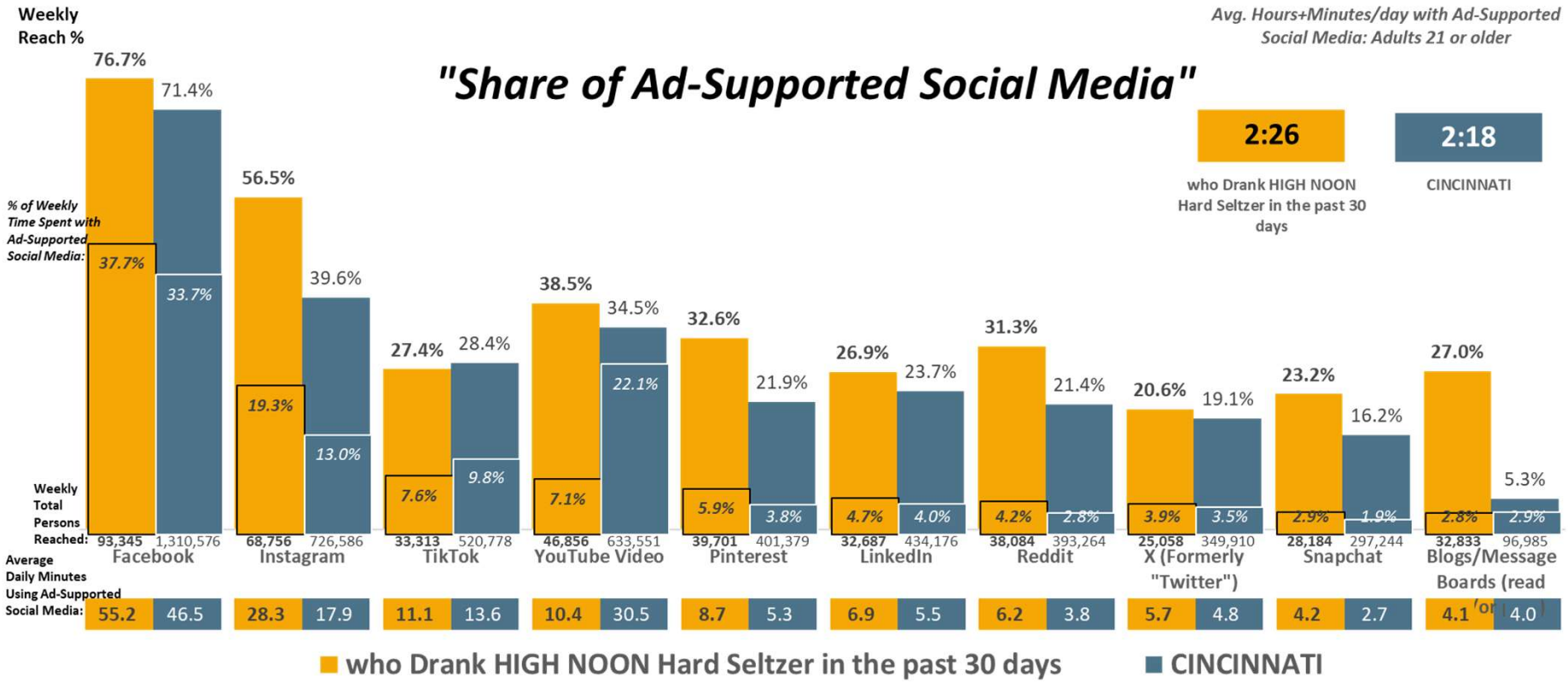
Hard seltzers drank past 30 days: High Noon



93,345 or 76.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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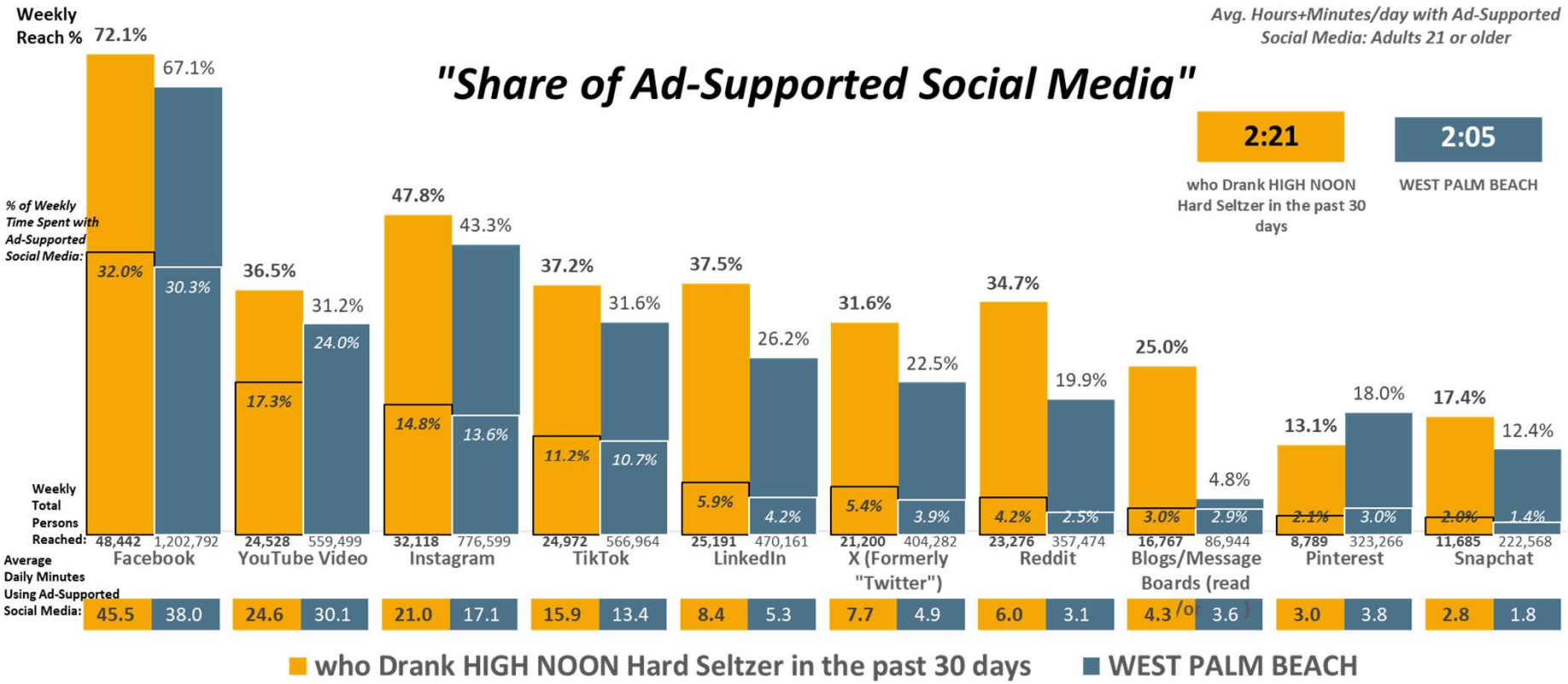
Hard seltzers drank past 30 days: High Noon



48,442 or 72.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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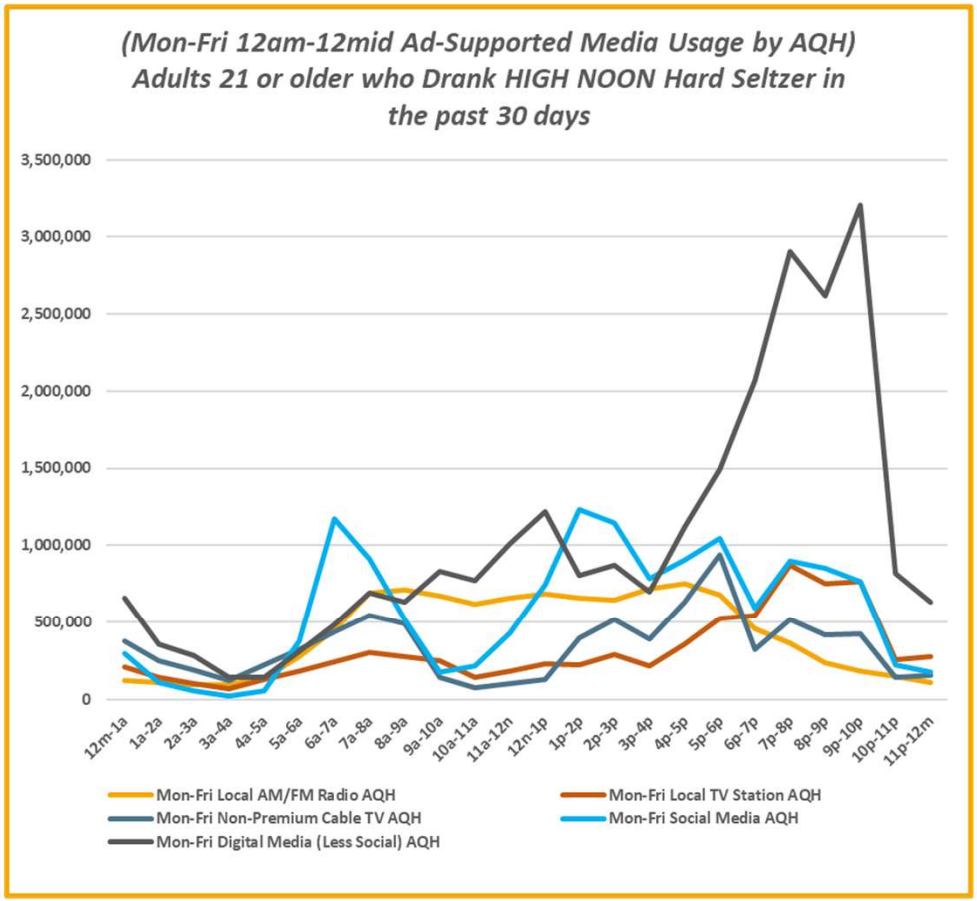
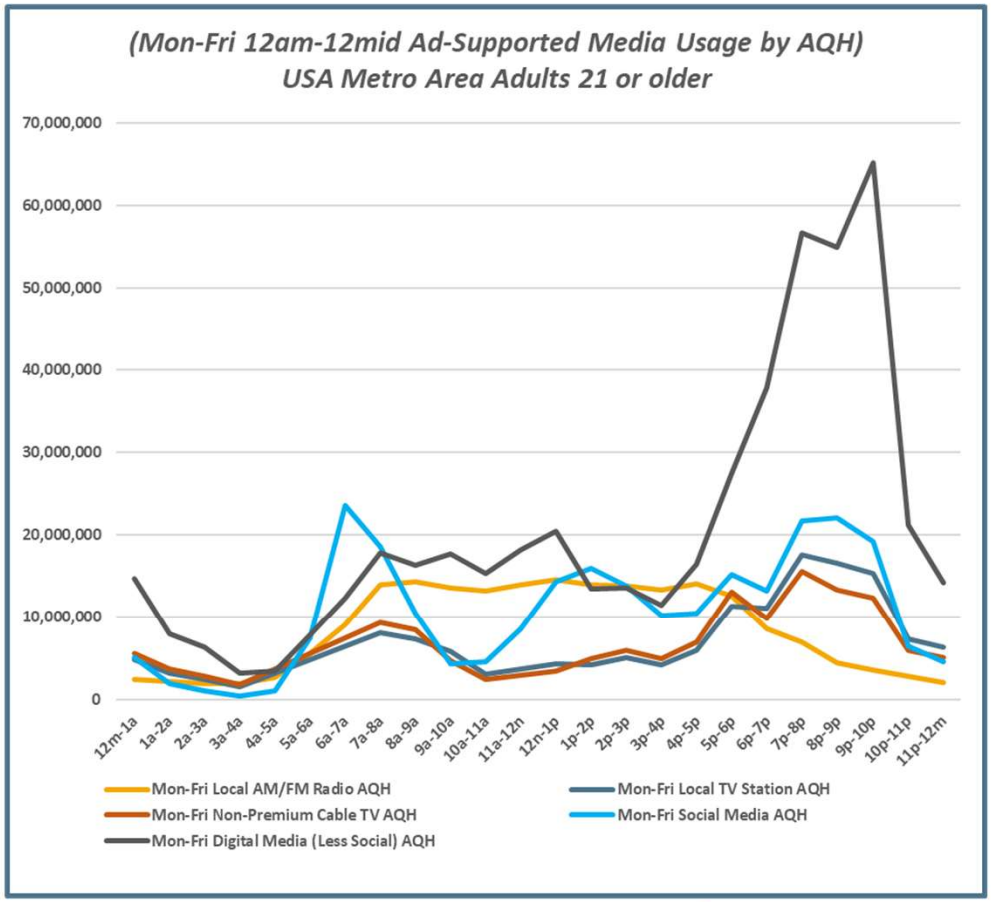
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 975,735; Social Media: 758,993; Local Radio: 644,454; Non-Prem. Cable: 391,516; Local TV: 289,469 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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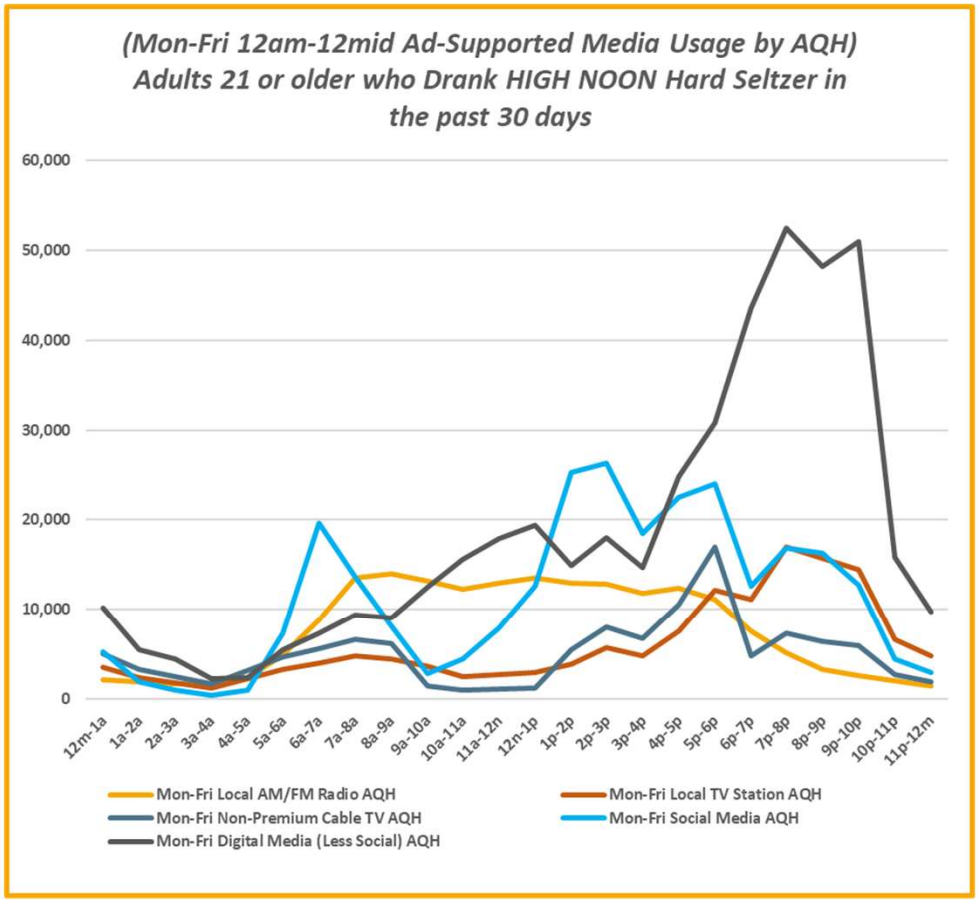
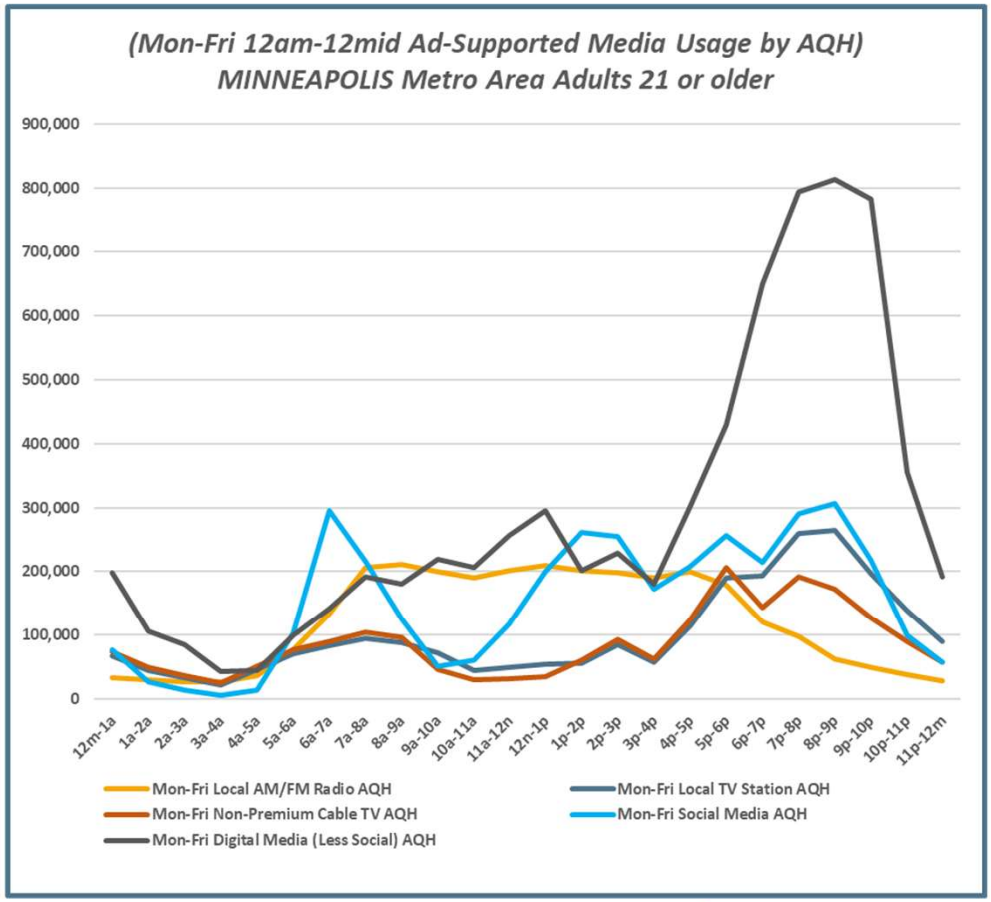
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,314; Social Media: 15,290; Local Radio: 12,088; Non-Prem. Cable: 5,816; Local TV: 5,391 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 day





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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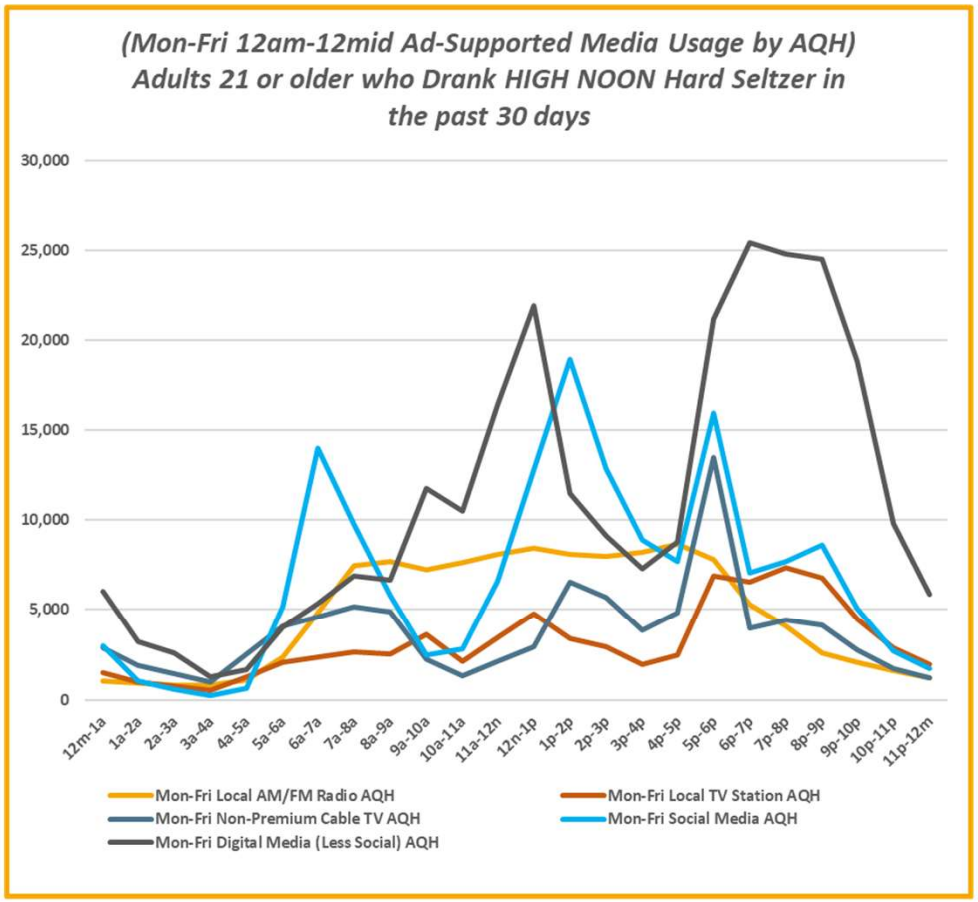
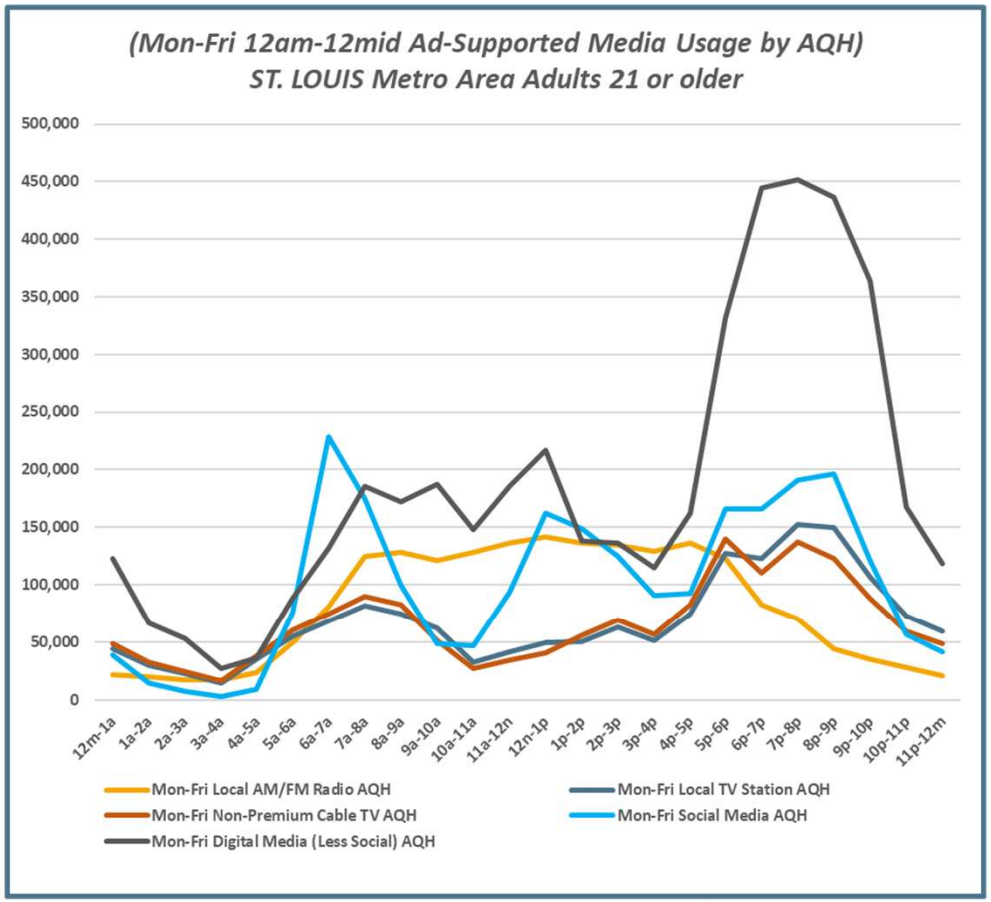
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,531; Social Media: 9,676; Local Radio: 7,499; Non-Prem. Cable: 4,741; Local TV: 3,516 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days.





ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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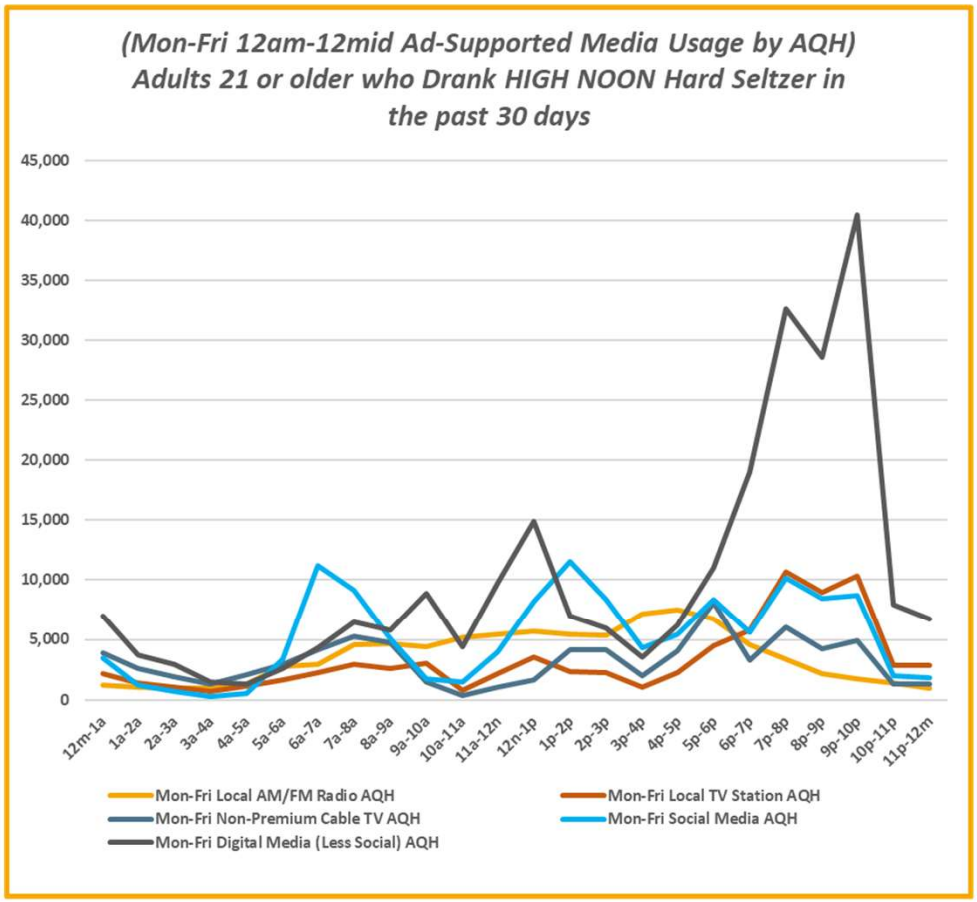
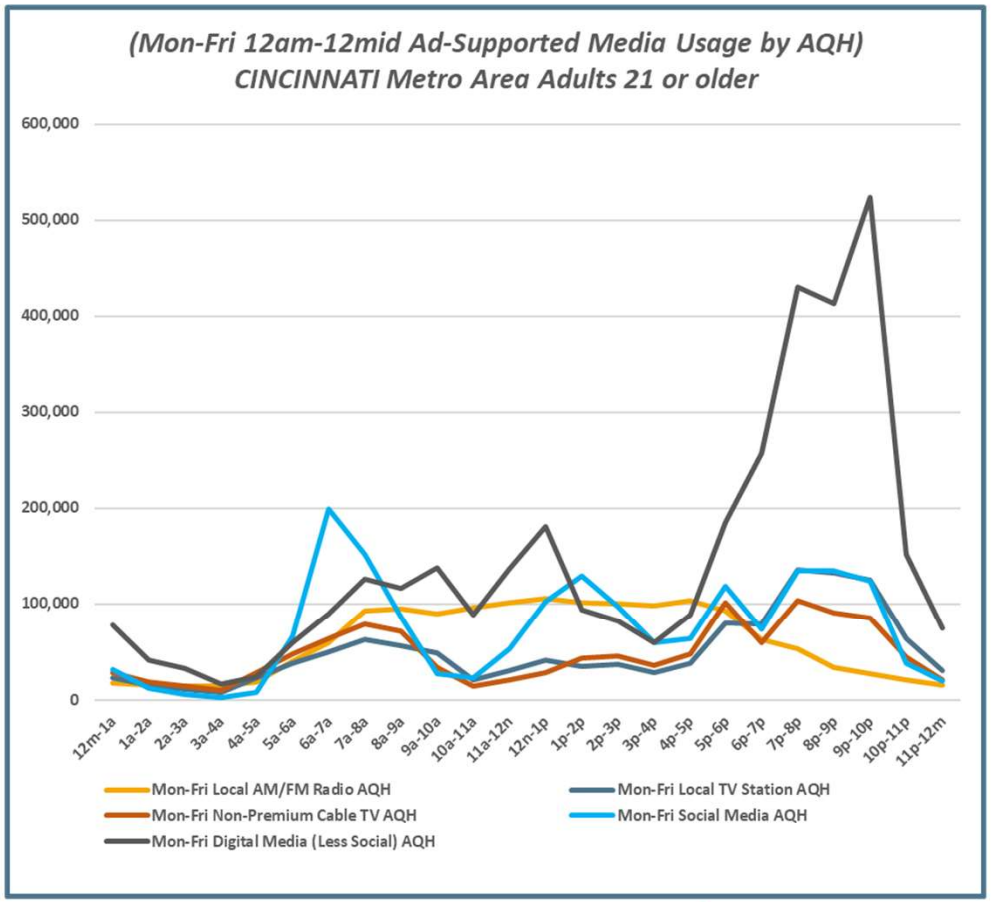
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,259; Social Media: 6,495; Local Radio: 5,352; Non-Prem. Cable: 3,411; Local TV: 2,723 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days.





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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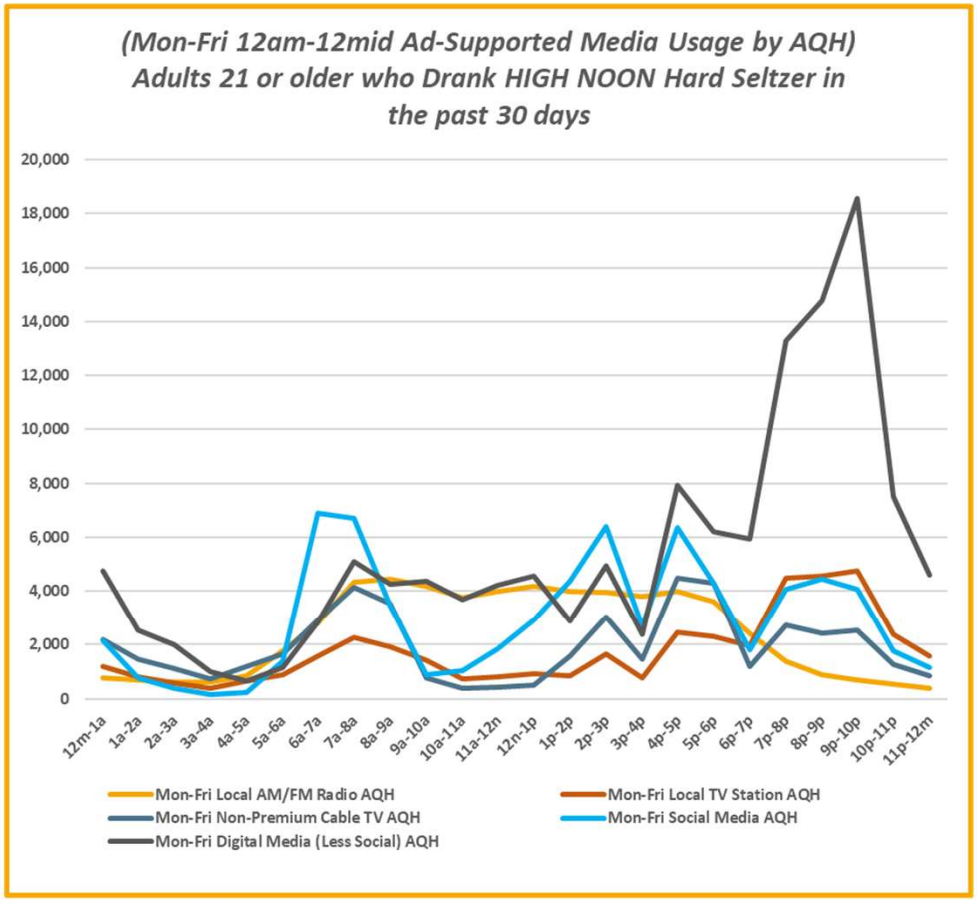
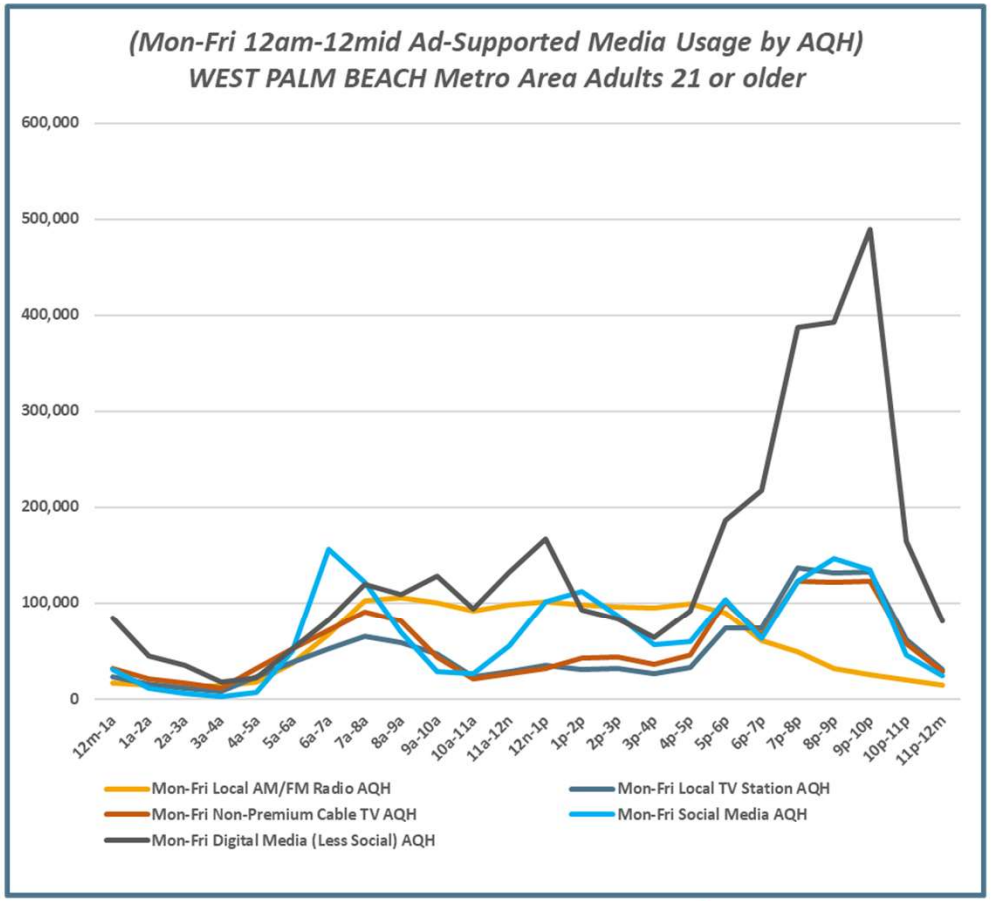
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,564; Social Media: 3,814; Local Radio: 3,800; Non-Prem. Cable: 2,205; Local TV: 1,507 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days.





WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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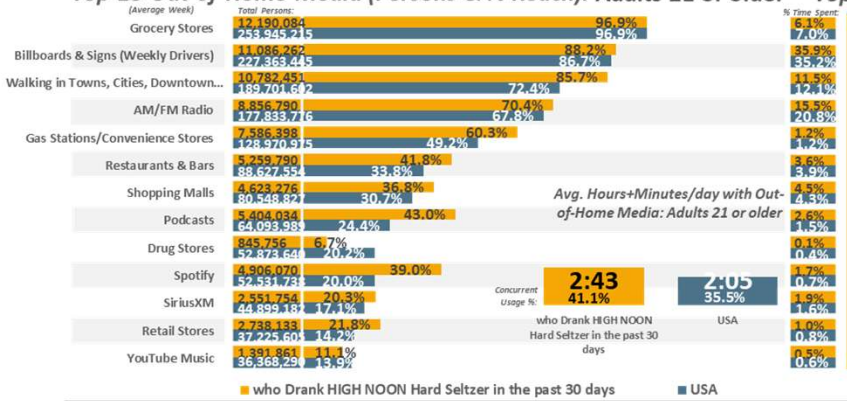
Hard seltzers drank past 30 days: High Noon

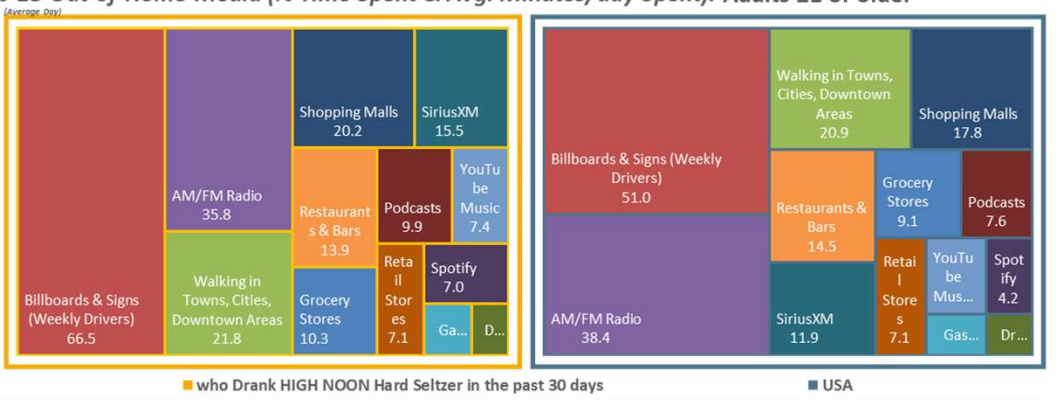


11,086,262 or 88.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 66.5 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 31.9 minutes/d

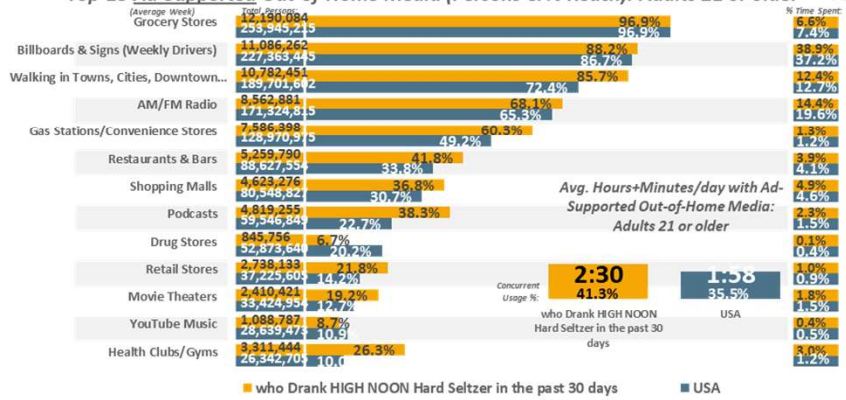
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



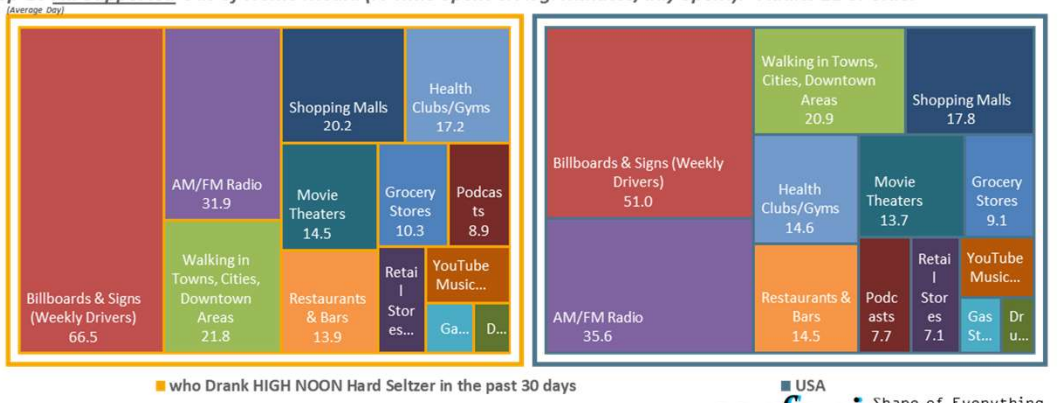
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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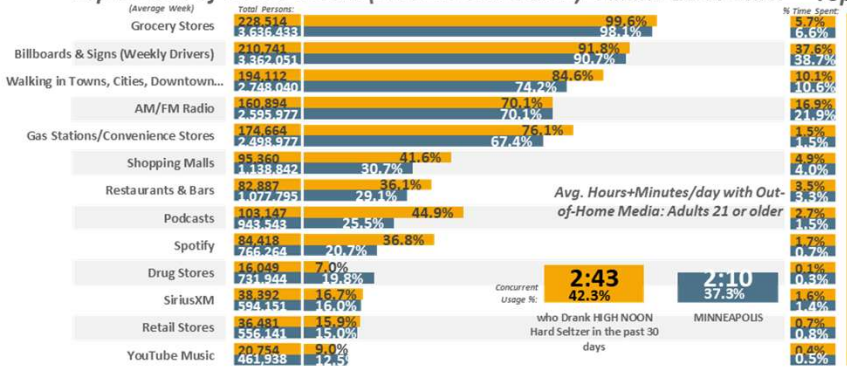
Hard seltzers drank past 30 days: High Noon

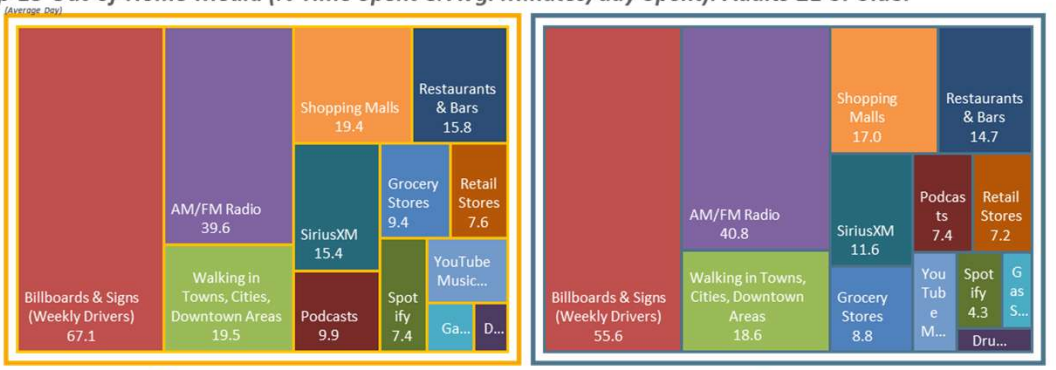


210,741 or 91.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day.

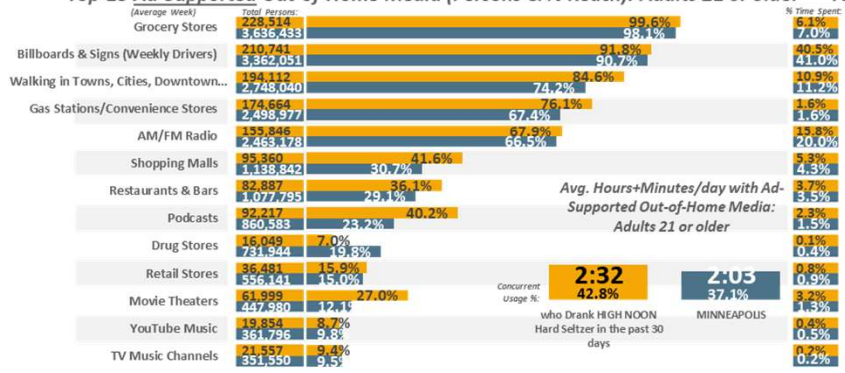
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



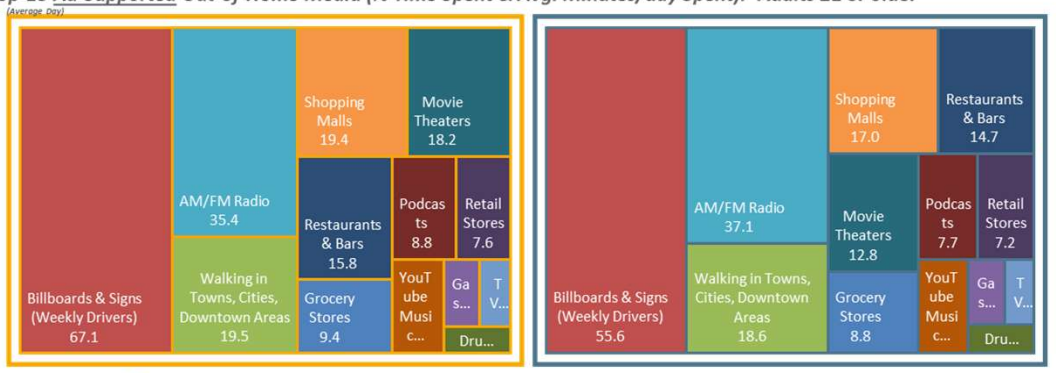
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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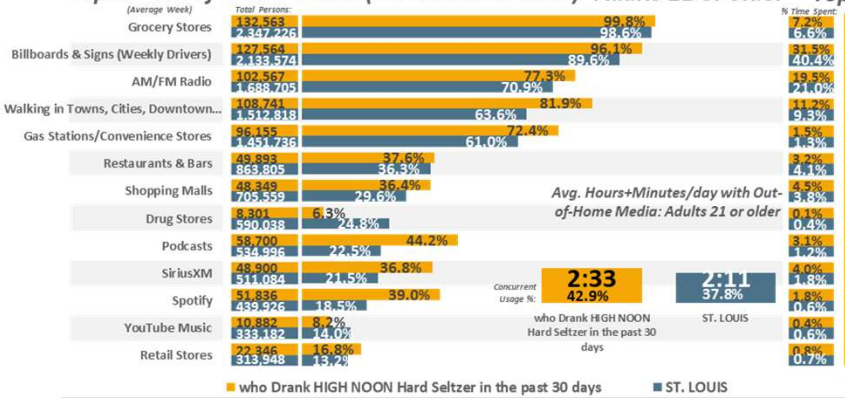
Hard seltzers drank past 30 days: High Noon



127,564 or 96.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 33.2 minutes/day.

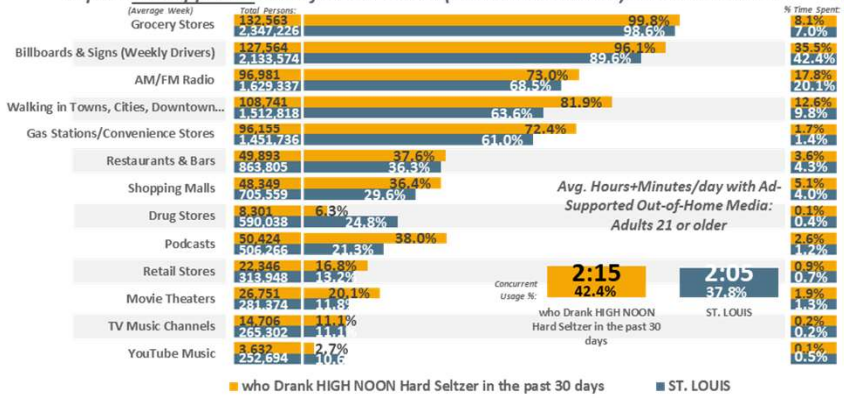
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



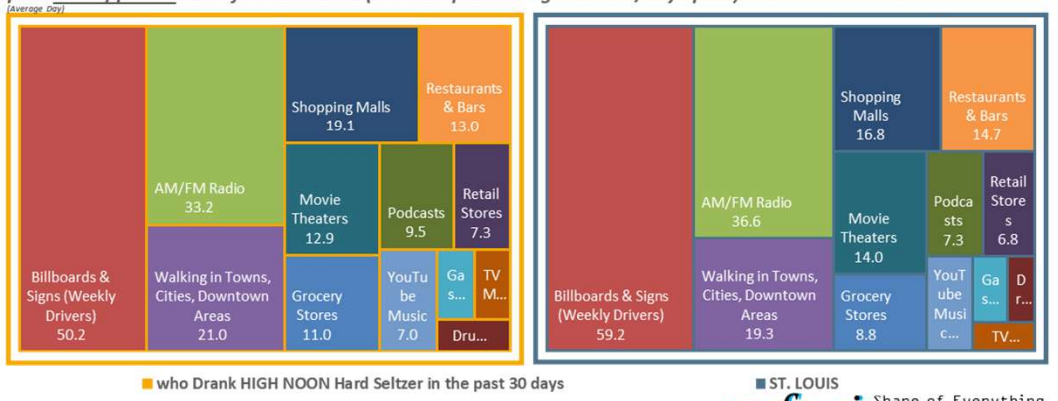
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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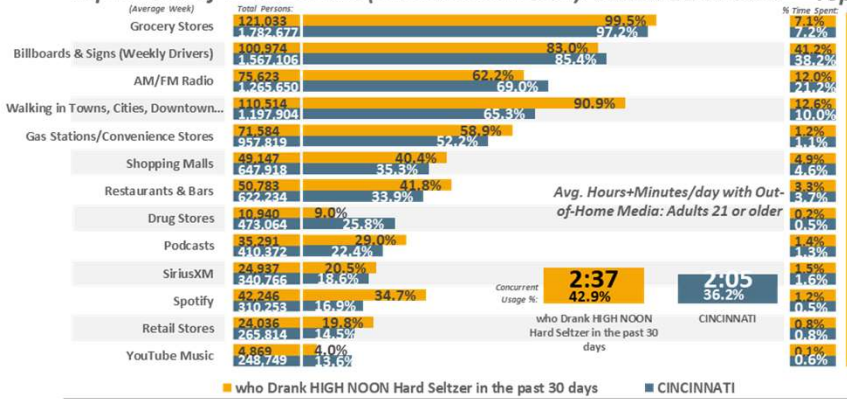
Hard seltzers drank past 30 days: High Noon

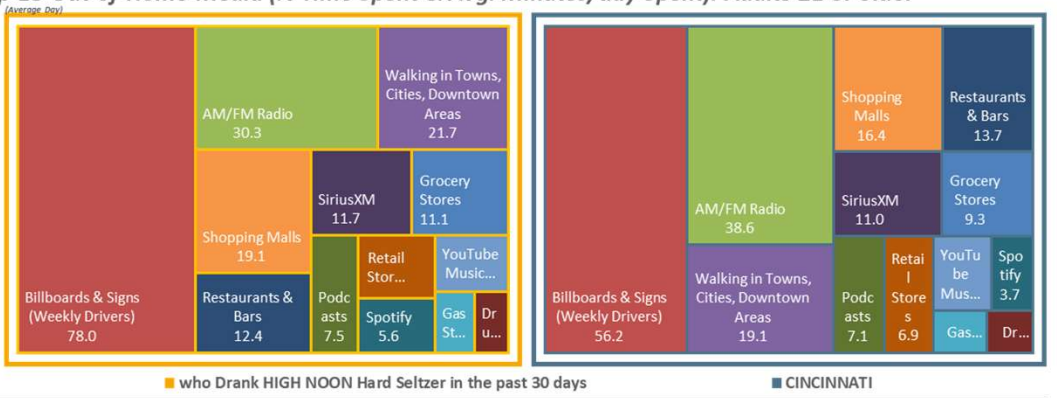


100,974 or 83.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 78. minutes per day driving, seeing Billboards and Signs. 60.1% Listen to Local Radio Stations Out-of-Home for an average of 27.3 minutes/day.

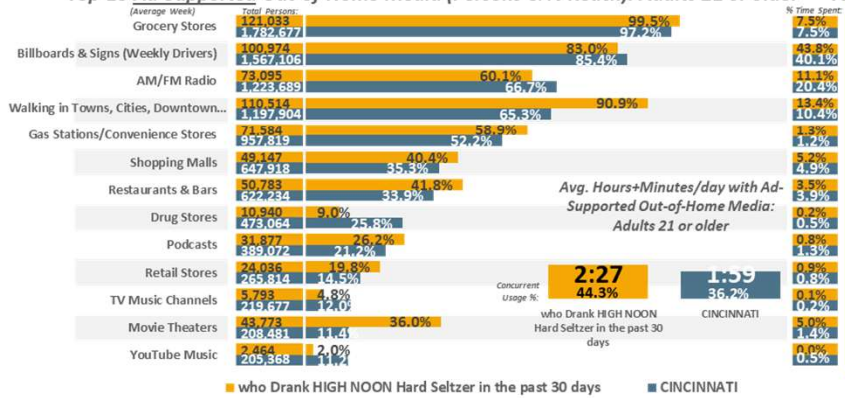
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



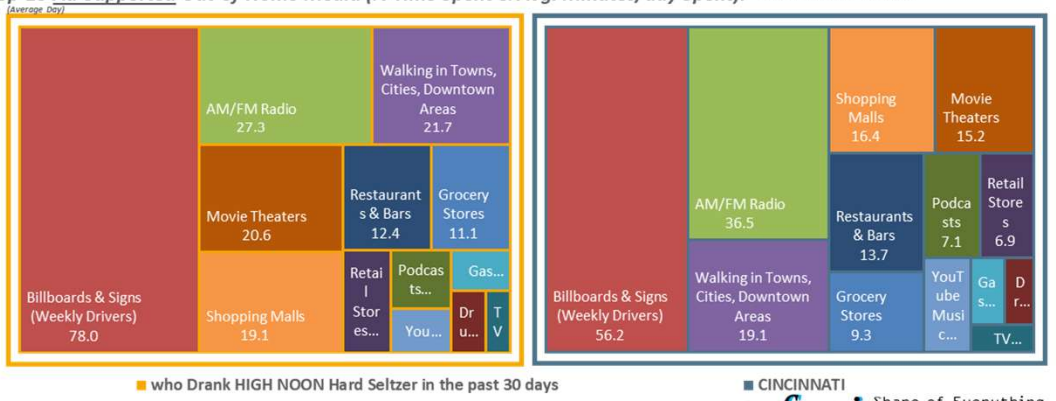
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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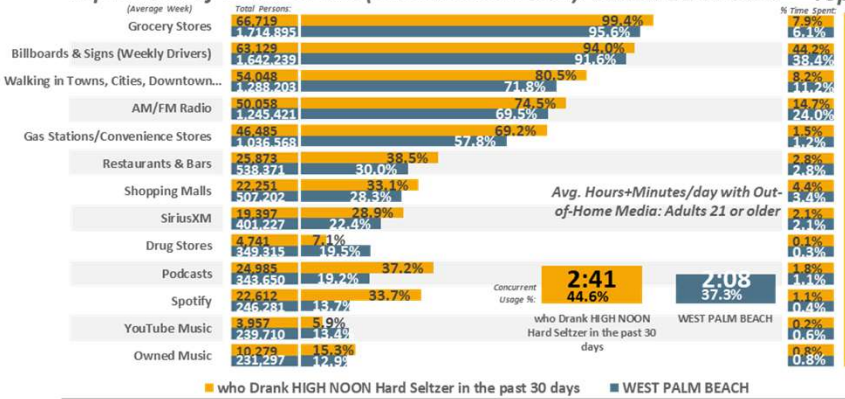
Hard seltzers drank past 30 days: High Noon

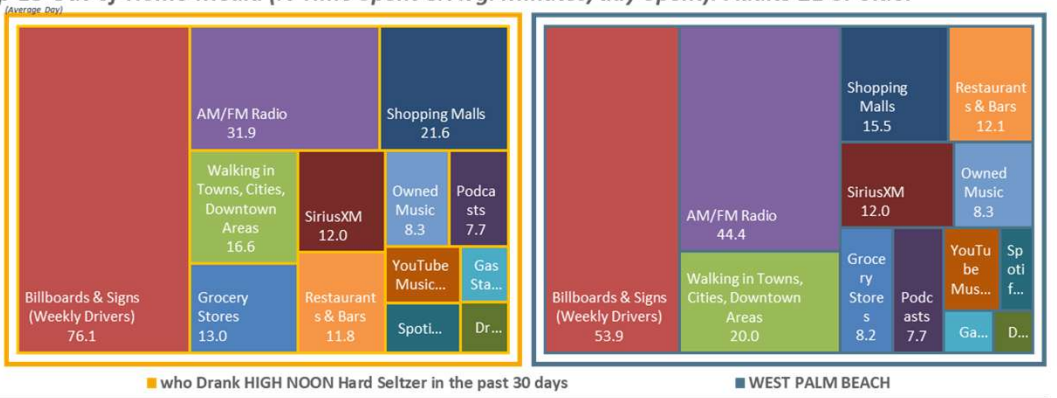


63,129 or 94.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 76.1 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 31.3 minutes/day.

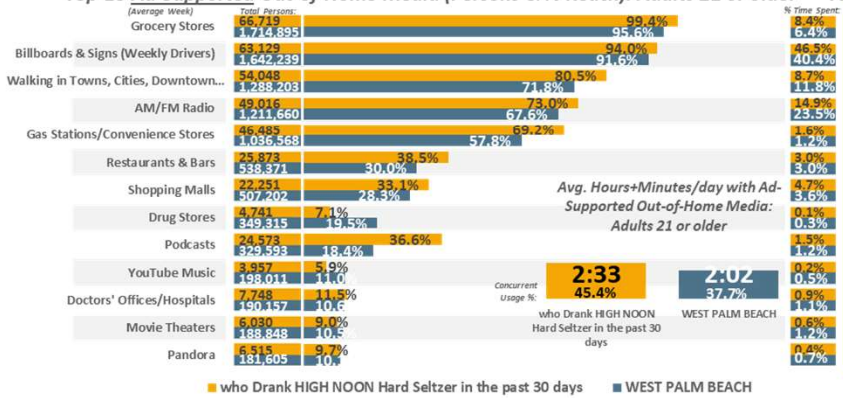
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



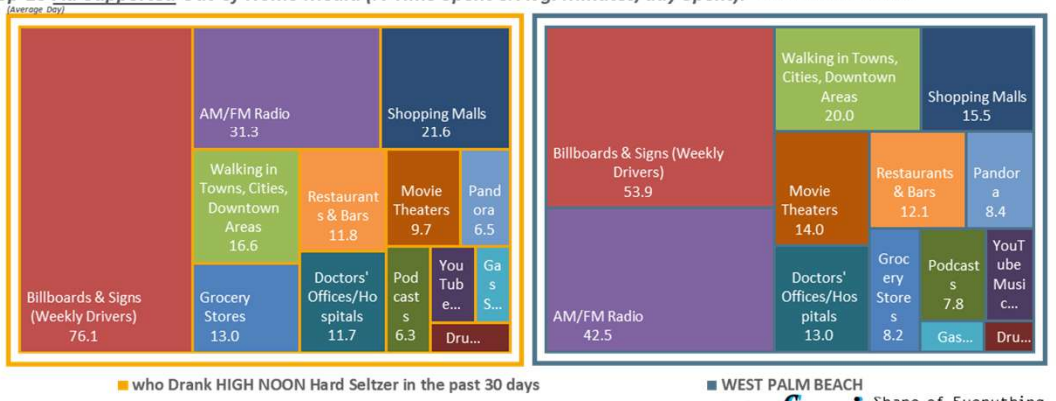
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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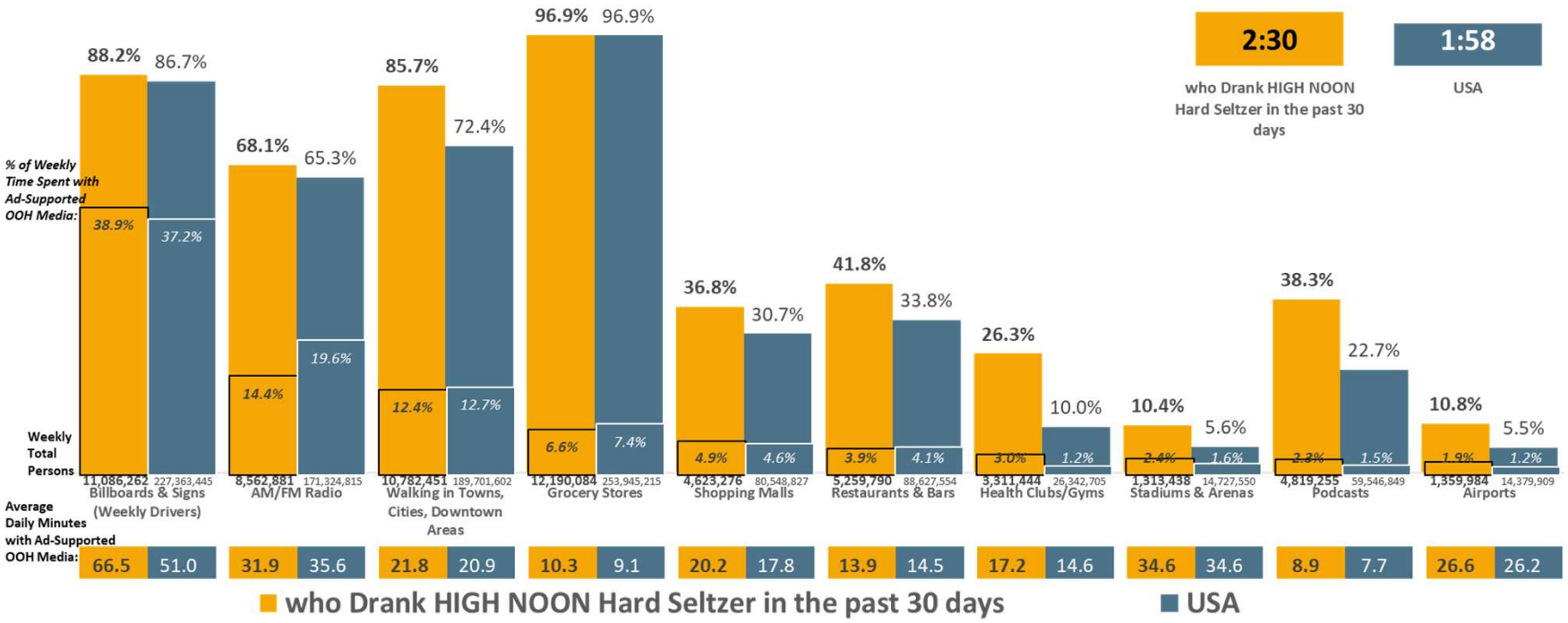
Hard seltzers drank past 30 days: High Noon



11,086,262 or 88.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 66.5 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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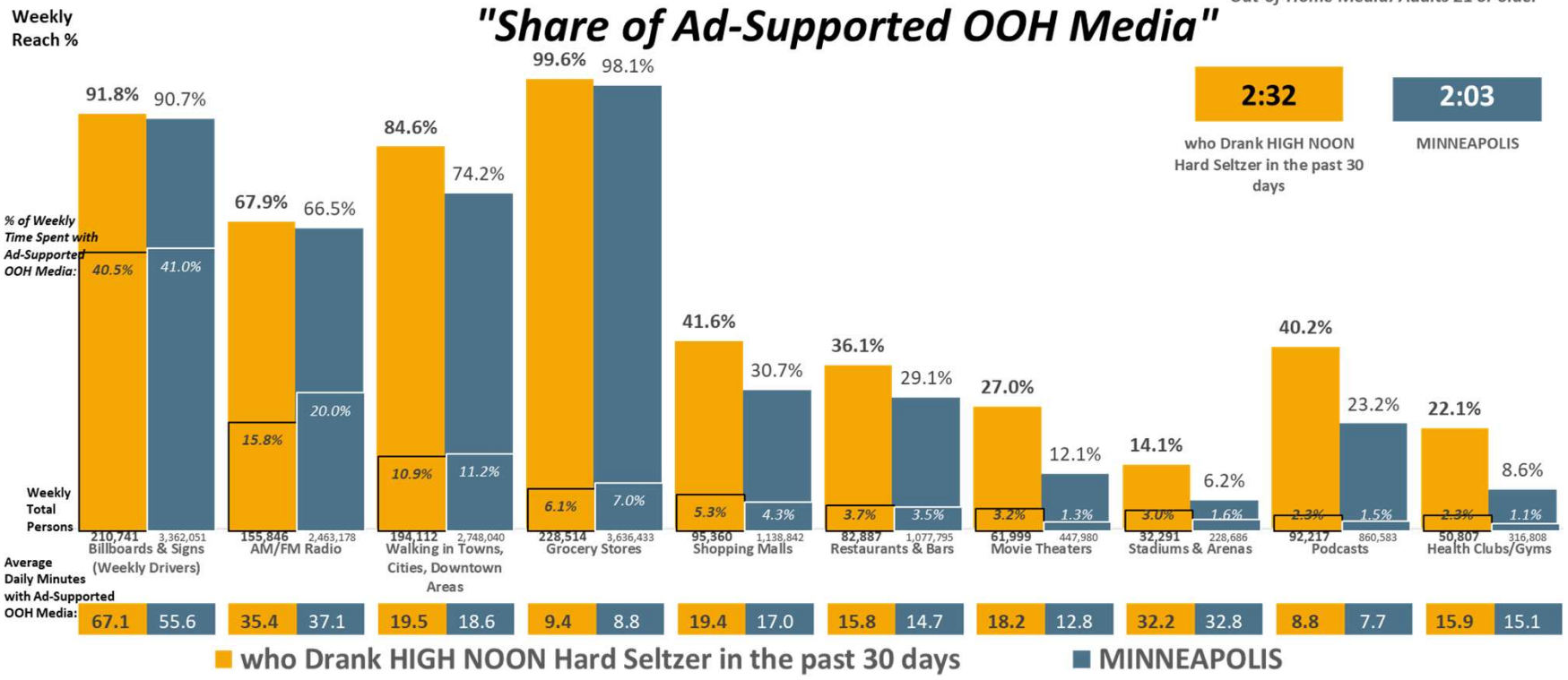
Hard seltzers drank past 30 days: High Noon



210,741 or 91.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs representing 40.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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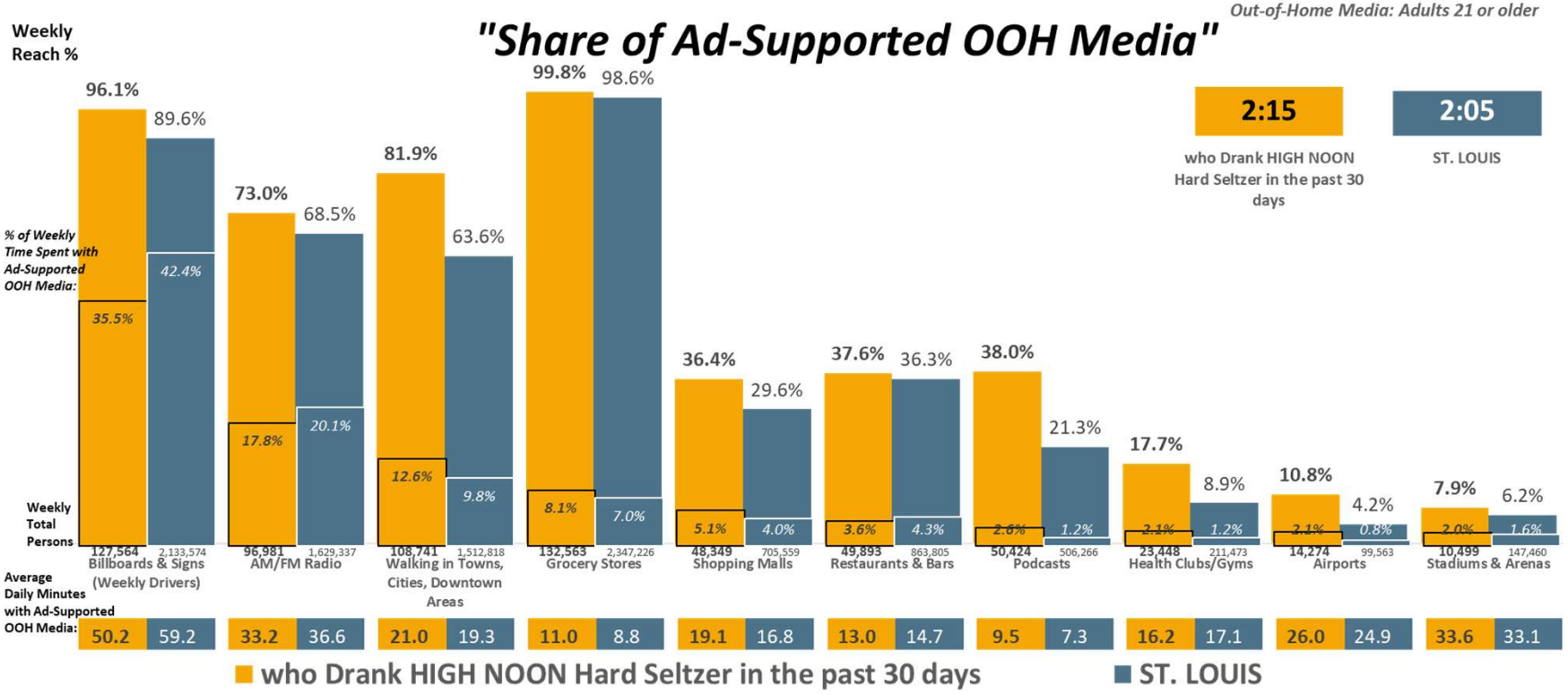
Hard seltzers drank past 30 days: High Noon



127,564 or 96.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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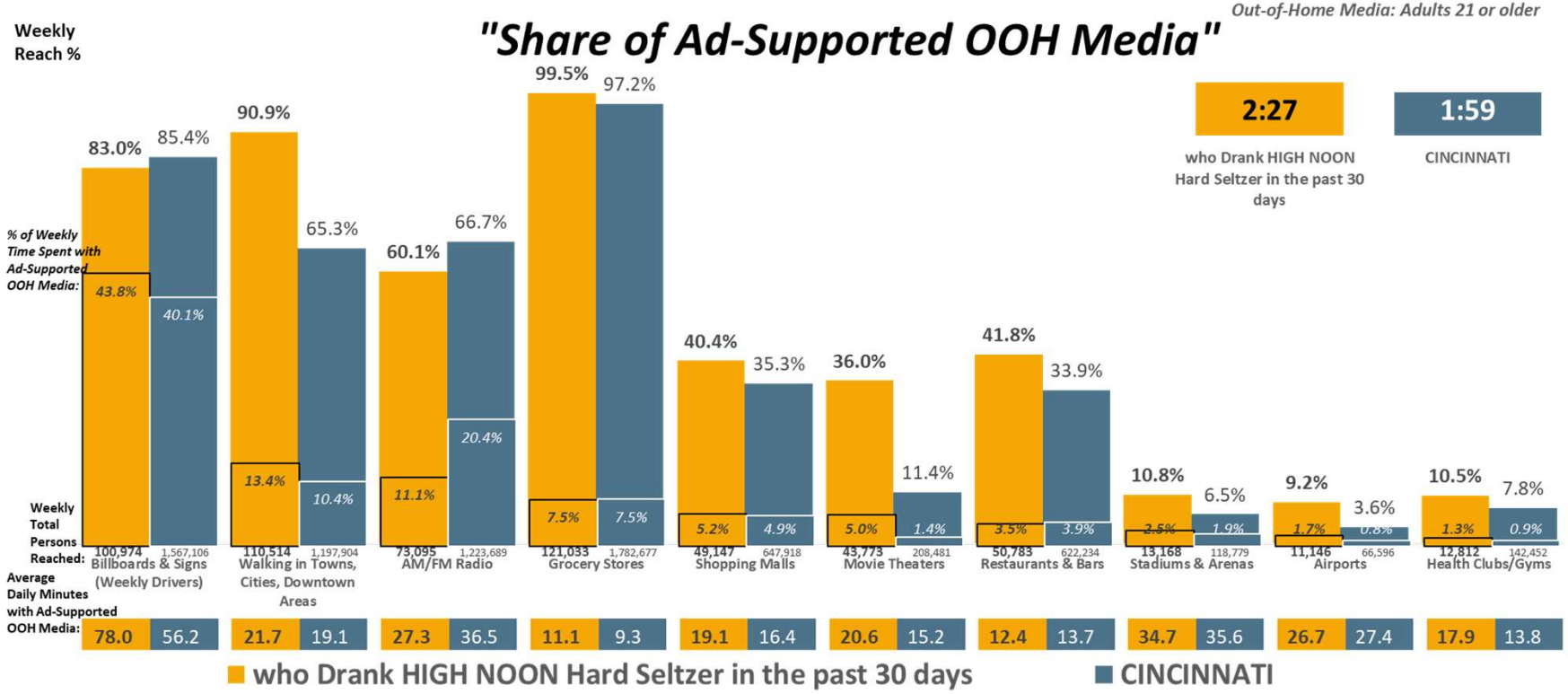
Hard seltzers drank past 30 days: High Noon



100,974 or 83.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 78. minutes per day driving, seeing Billboards and Signs representing 43.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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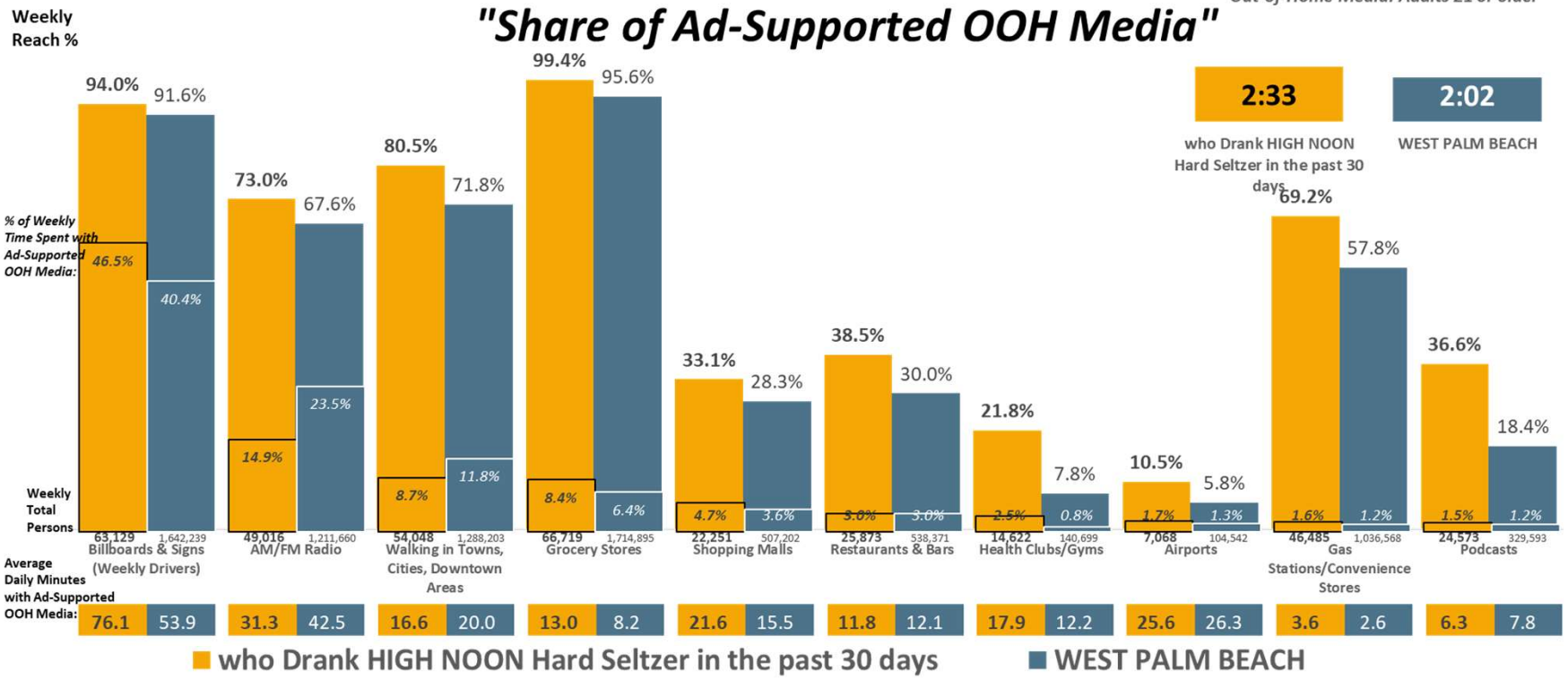
Hard seltzers drank past 30 days: High Noon



63,129 or 94.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 76.1 minutes per day driving, seeing Billboards and Signs representing 46.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,549

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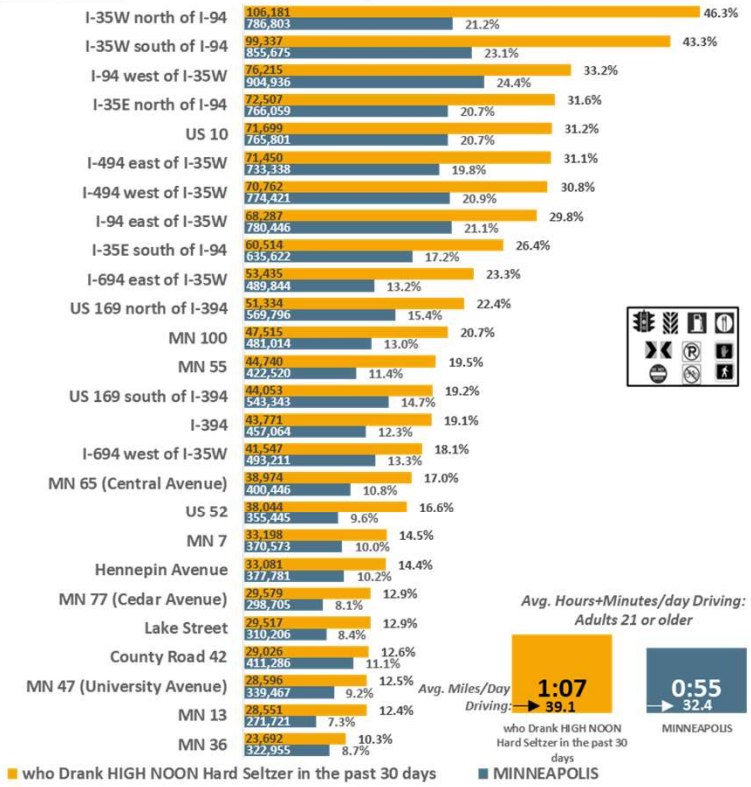
Hard seltzers drank past 30 days: High Noon



210,741 or 91.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 67.1 minutes per day driving an average of 39.1 miles each day and are 117.9% more likely to use I-35W north of I-94 than the Metro average.

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



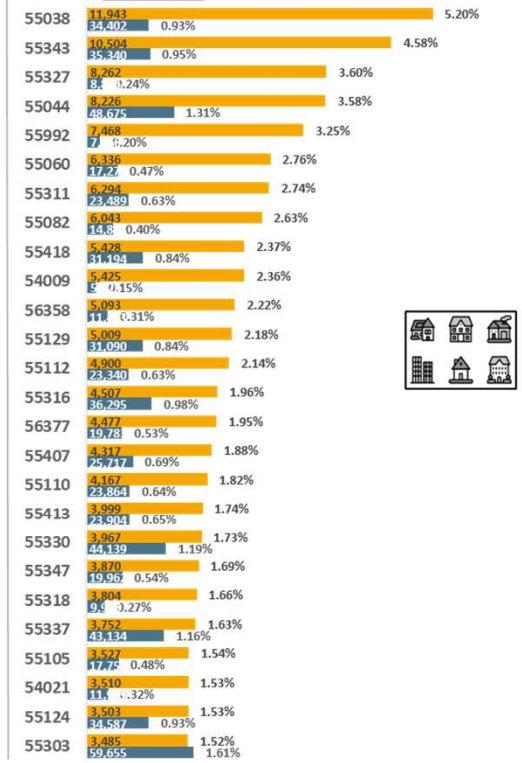
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 39.1

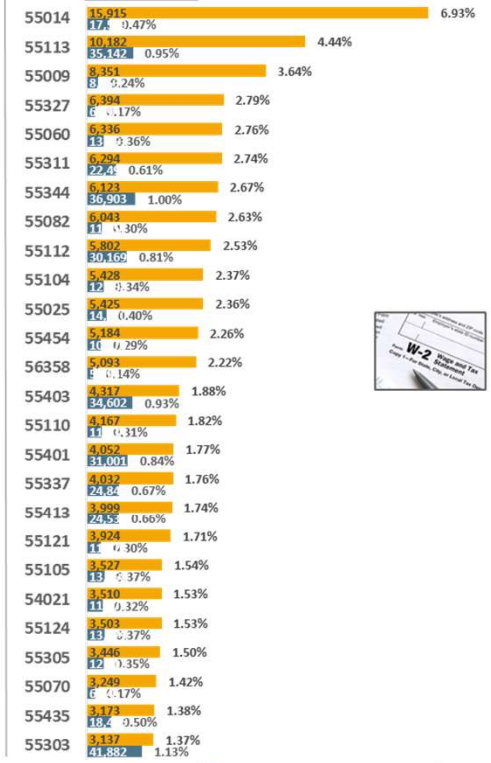
1:07 who Drank HIGH NOON Hard Seltzer in the past 30 days

0:55 (32.4) MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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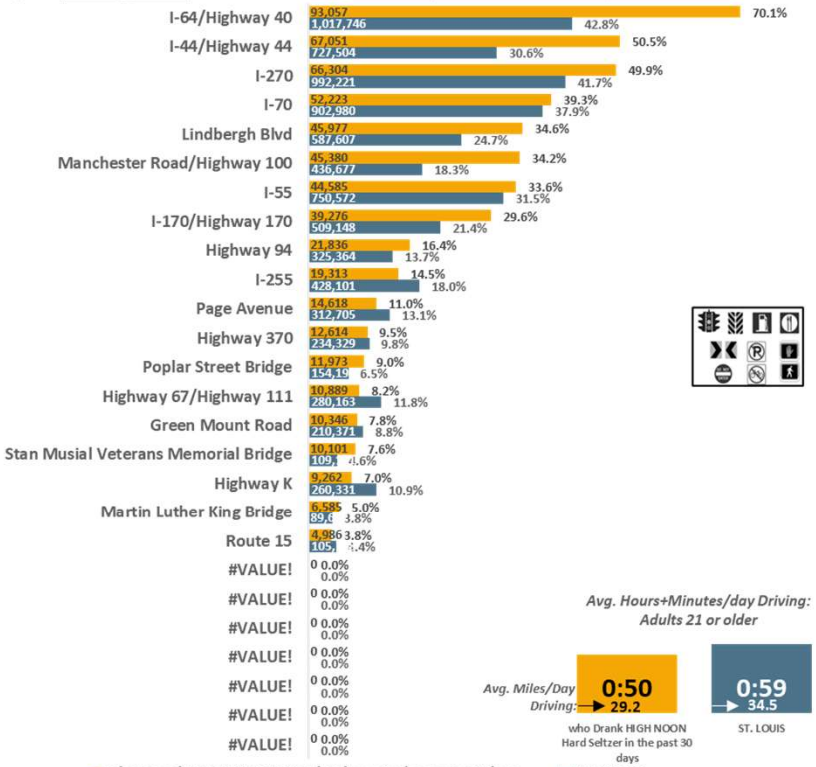
Hard seltzers drank past 30 days: High Noon



127,564 or 96.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.2 minutes per day driving an average of 29.2 miles each day and are 86.3% more likely to use Manchester Road/Highway 100 than the Metro aver

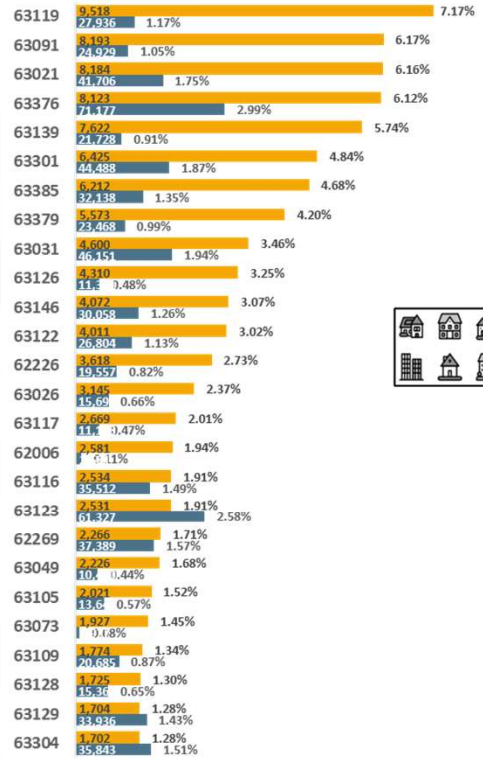
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



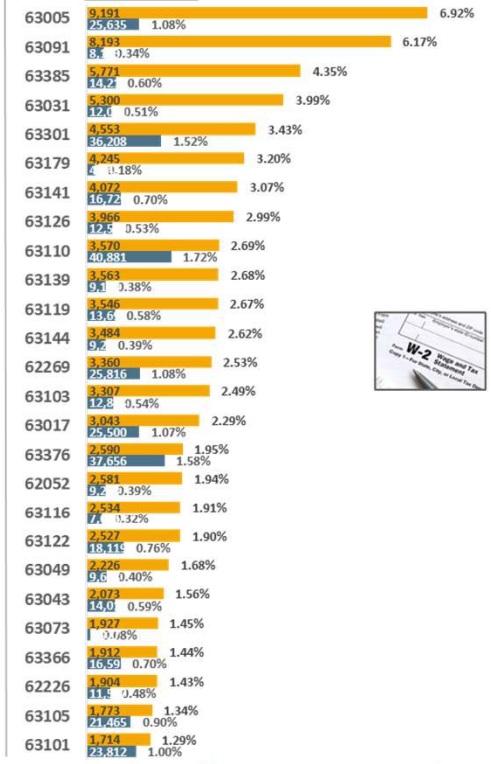
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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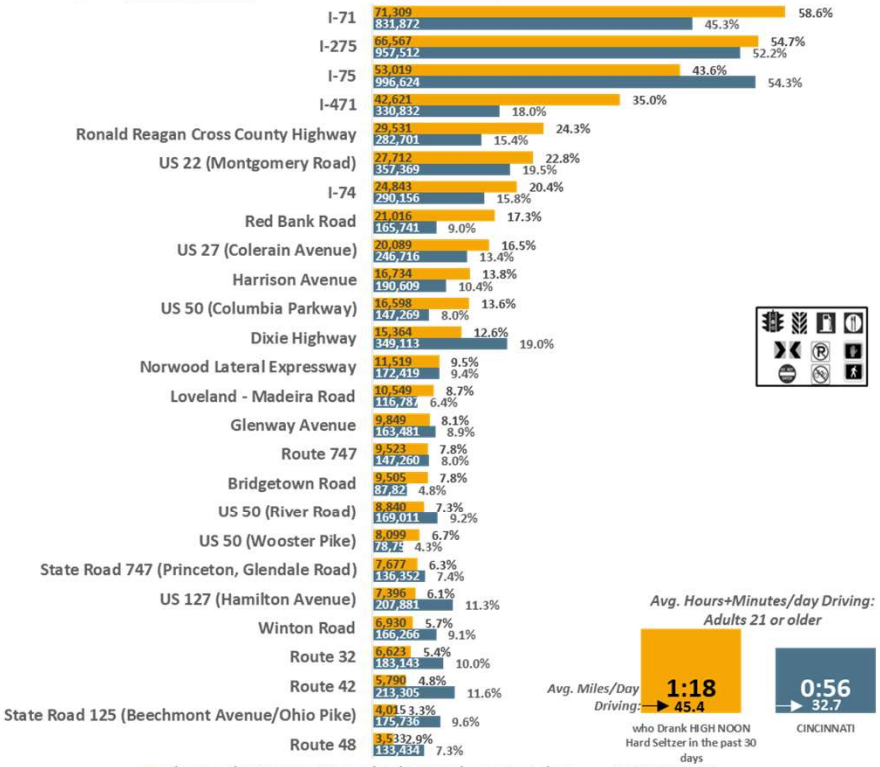
Hard seltzers drank past 30 days: High Noon



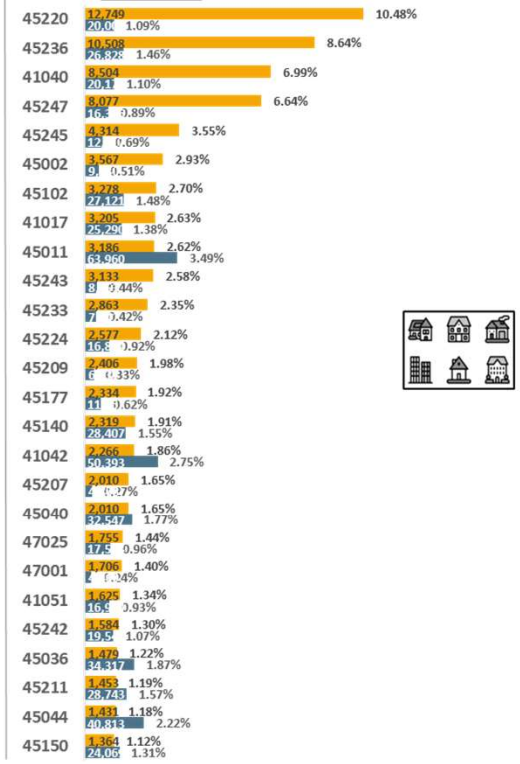
100,974 or 83.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 78. minutes per day driving an average of 45.4 miles each day and are 94.3% more likely to use I-471 than the Metro average.

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

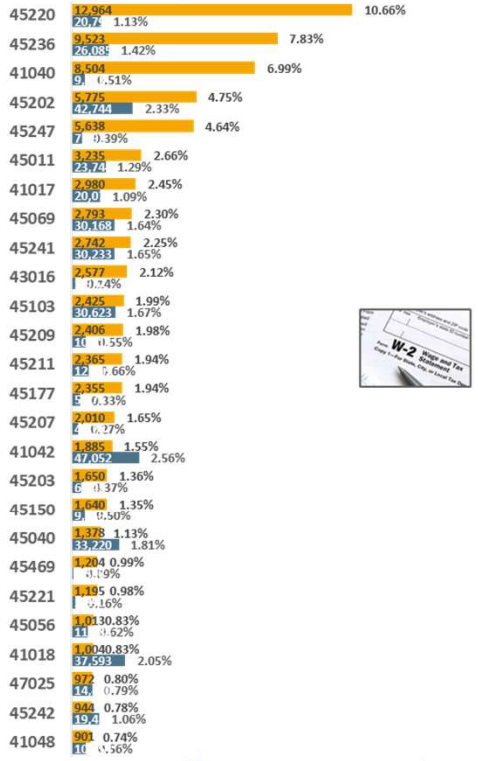


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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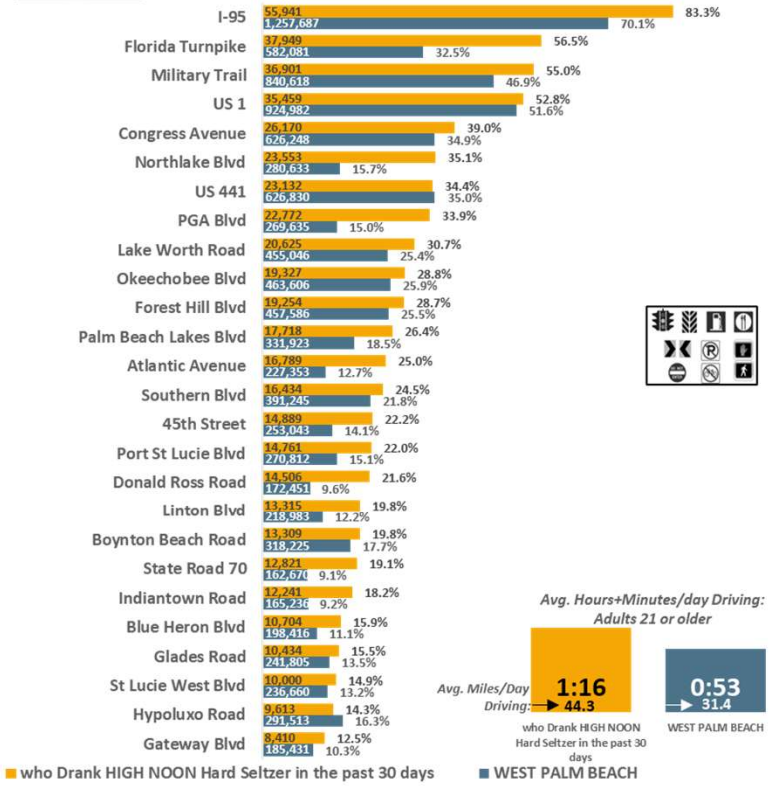
Hard seltzers drank past 30 days: High Noon



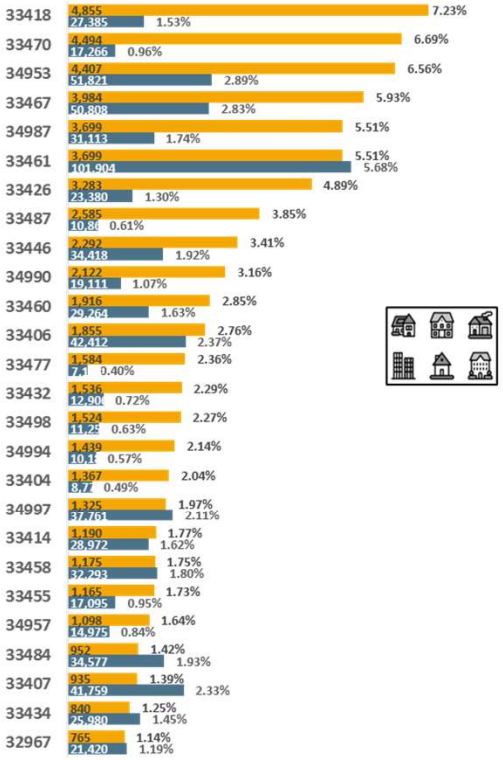
63,129 or 94.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 76.1 minutes per day driving an average of 44.3 miles each day and are 125.5% more likely to use PGA Blvd than the Metro average.

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

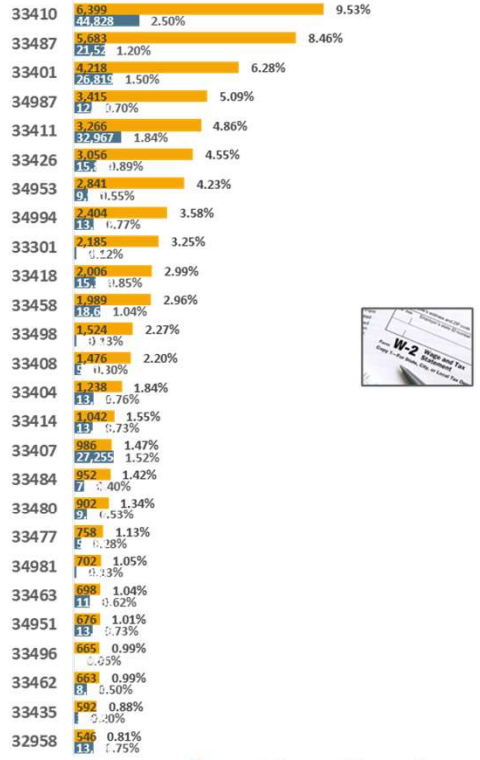


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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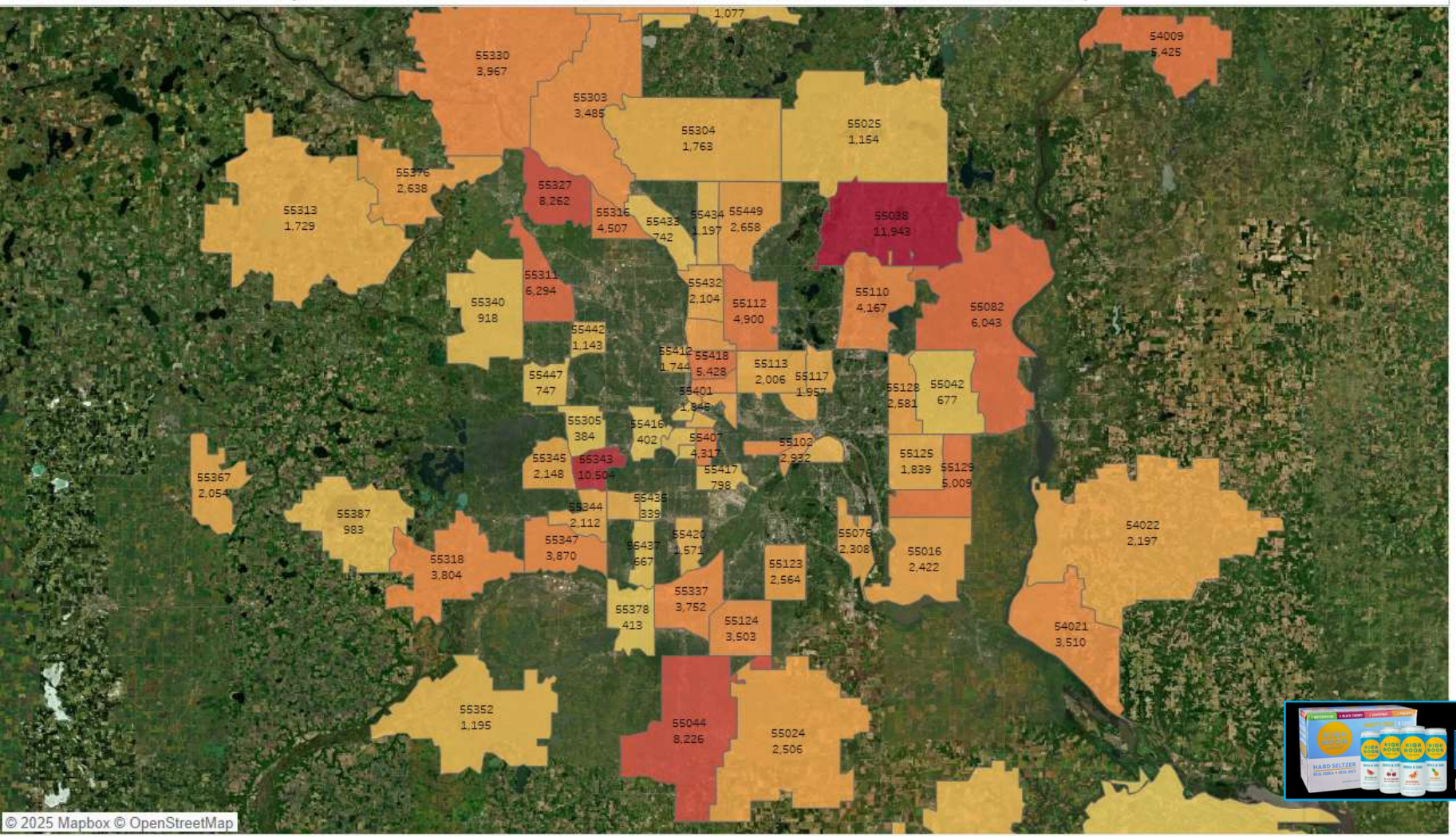
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



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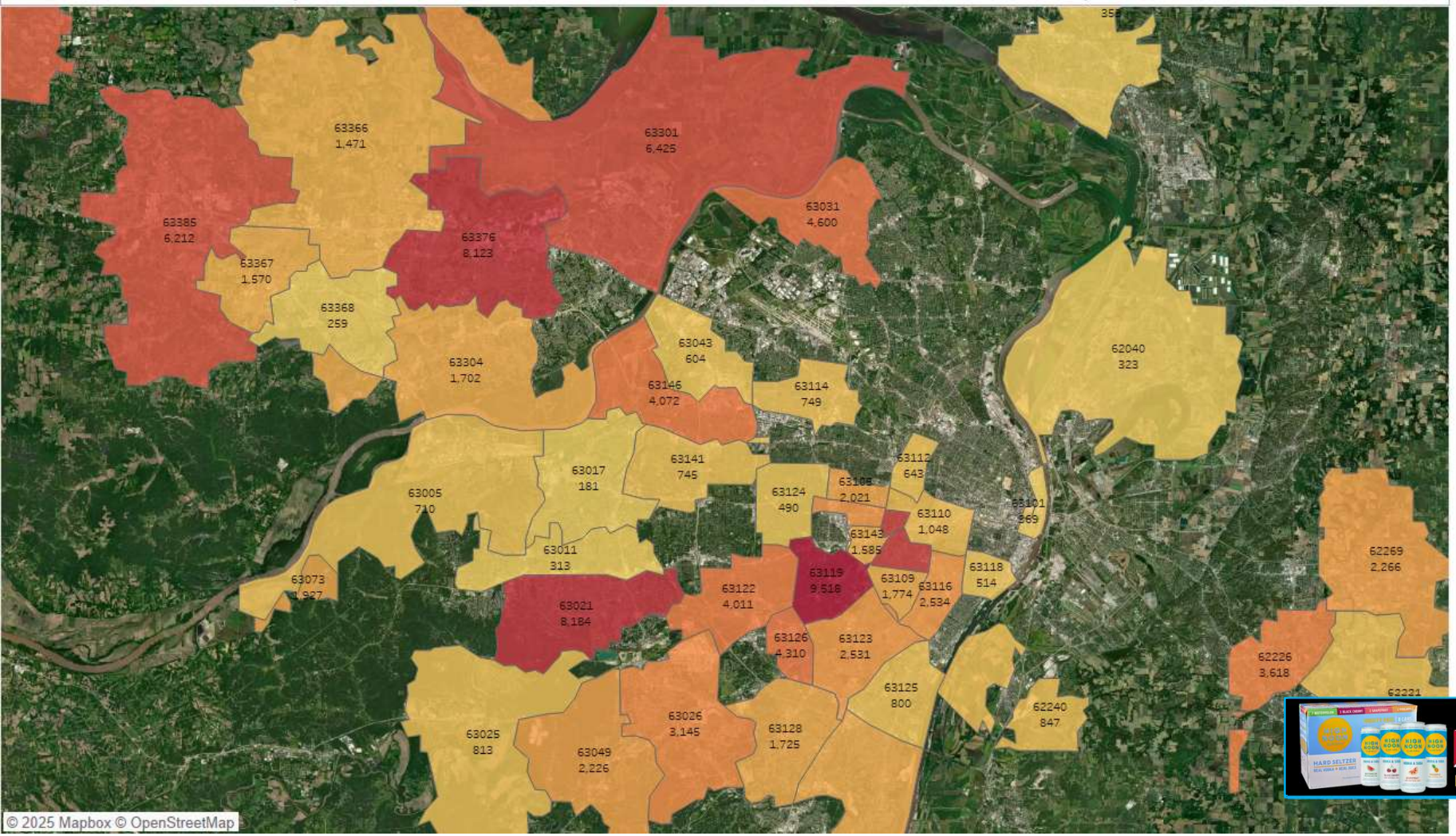
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



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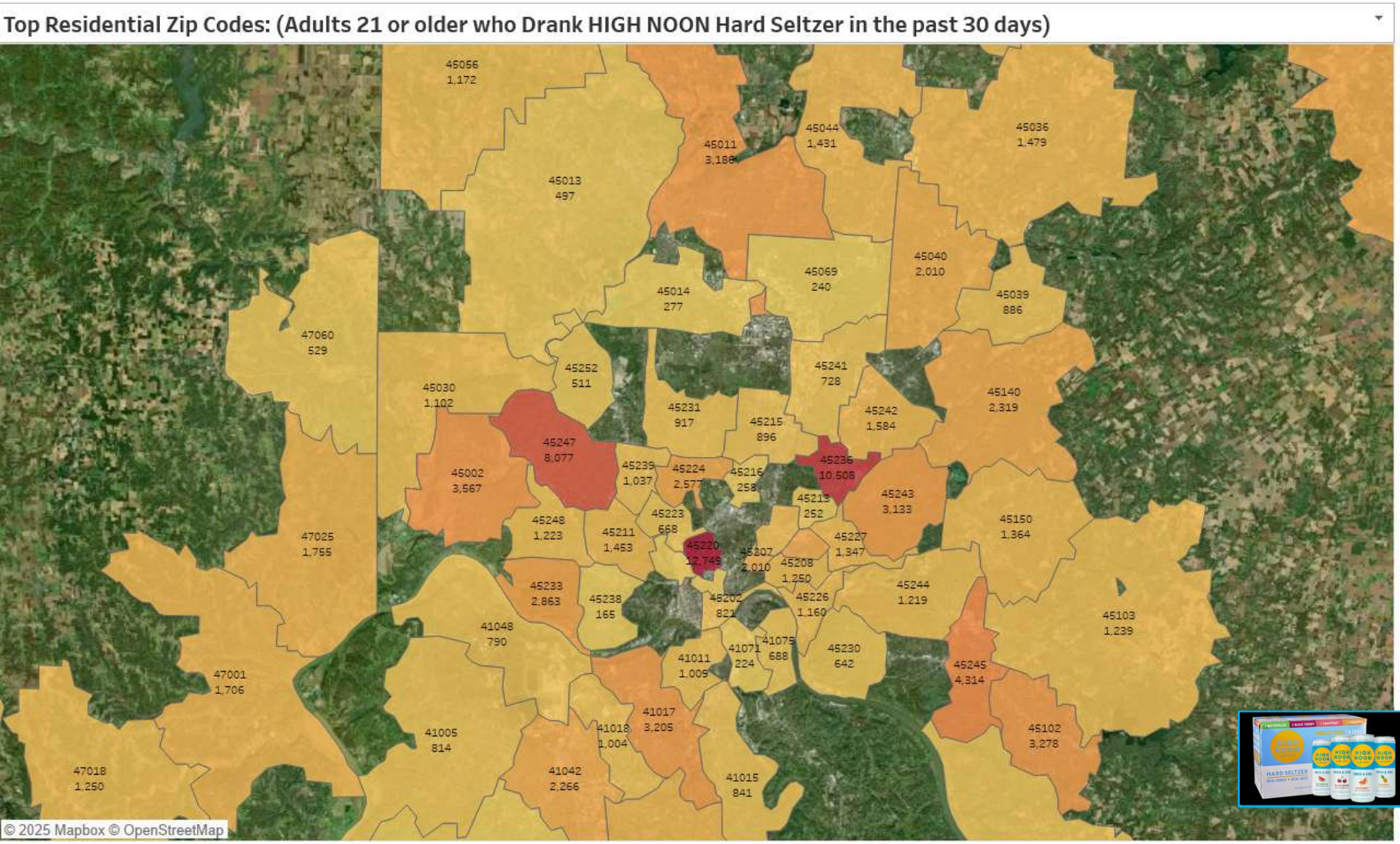
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



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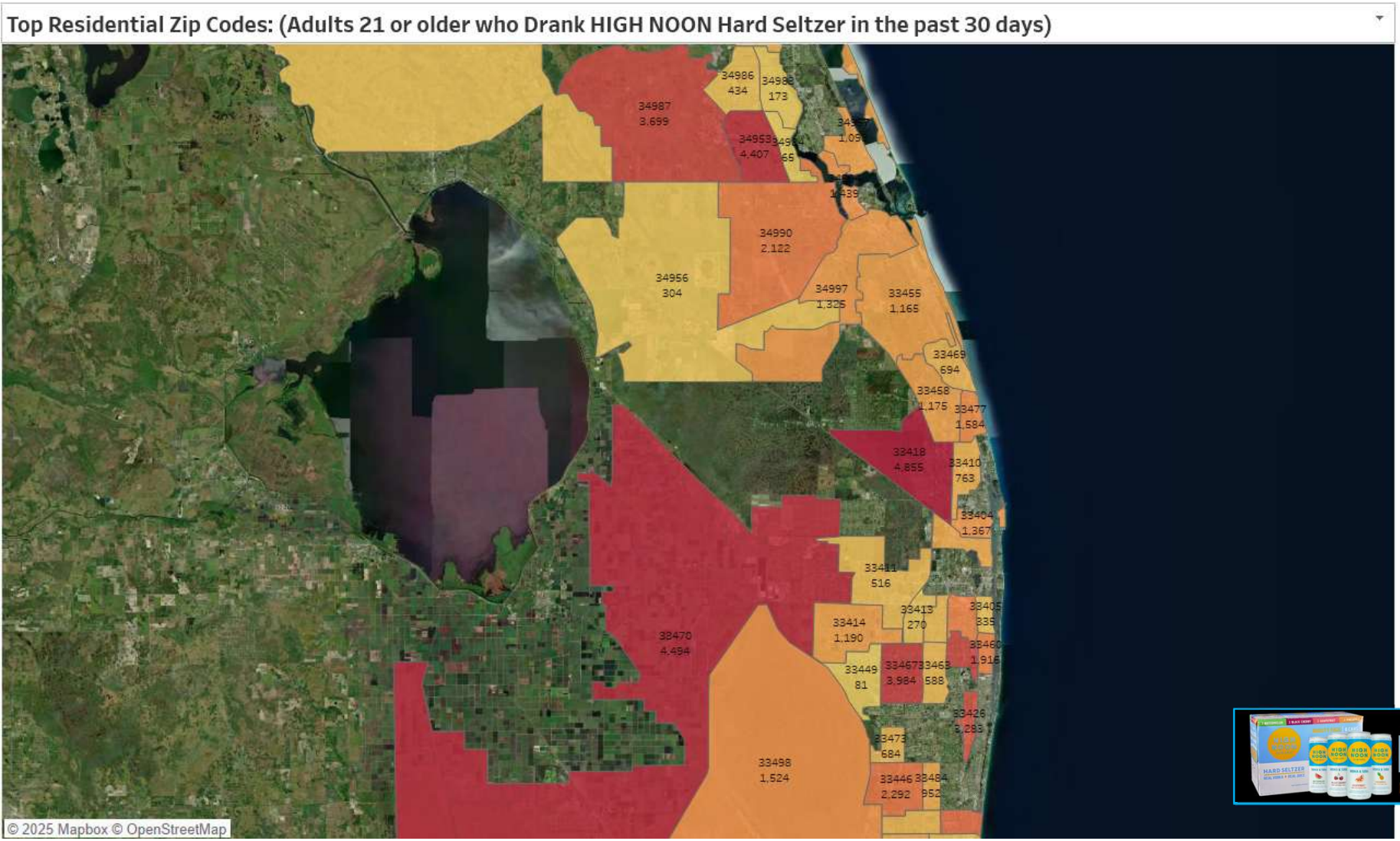
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



SUM(Adults 21 or older ...

65 4,855



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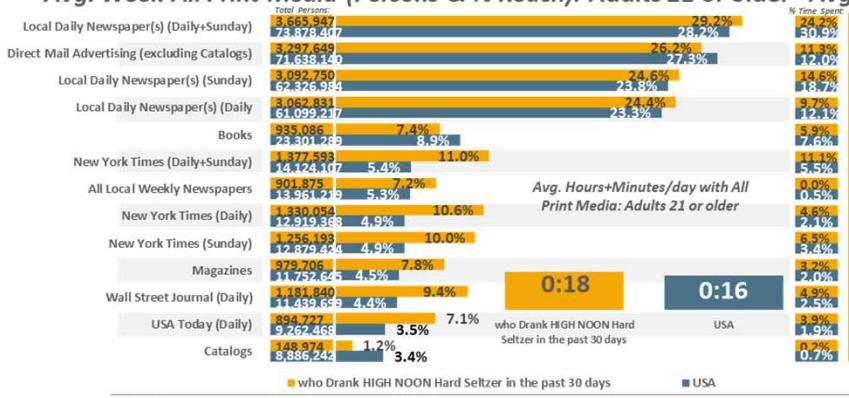
Hard seltzers drank past 30 days: High Noon

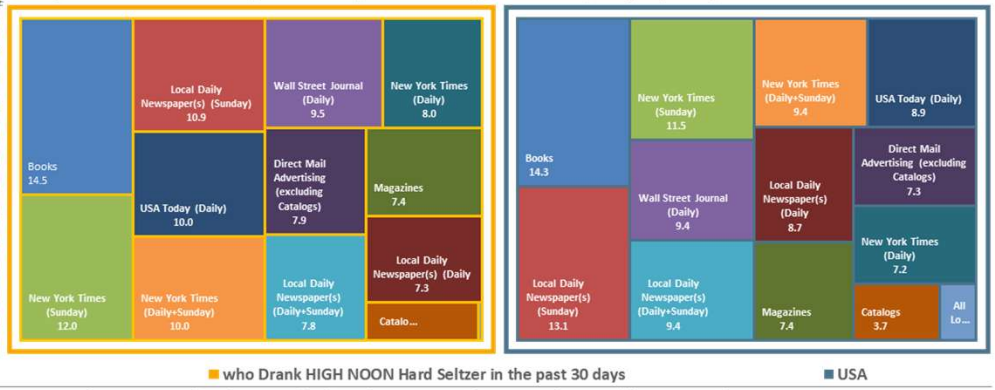


3,665,947 or 29.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

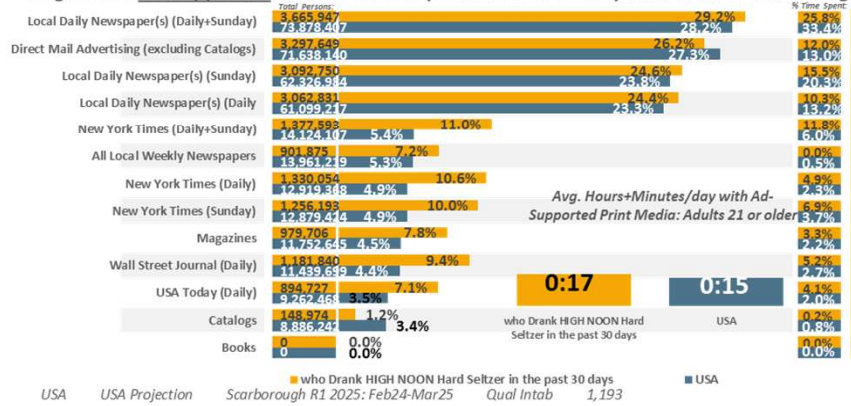
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



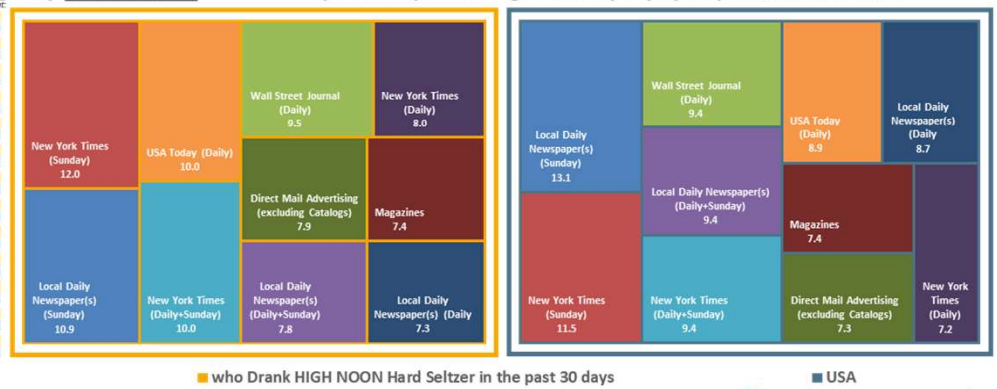
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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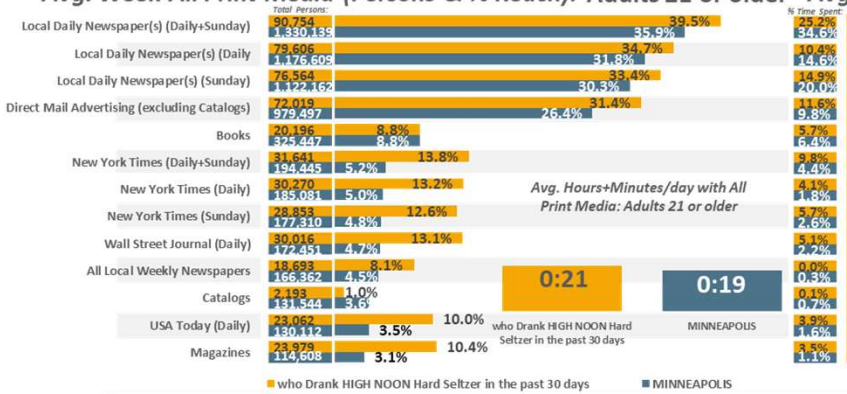
Hard seltzers drank past 30 days: High Noon

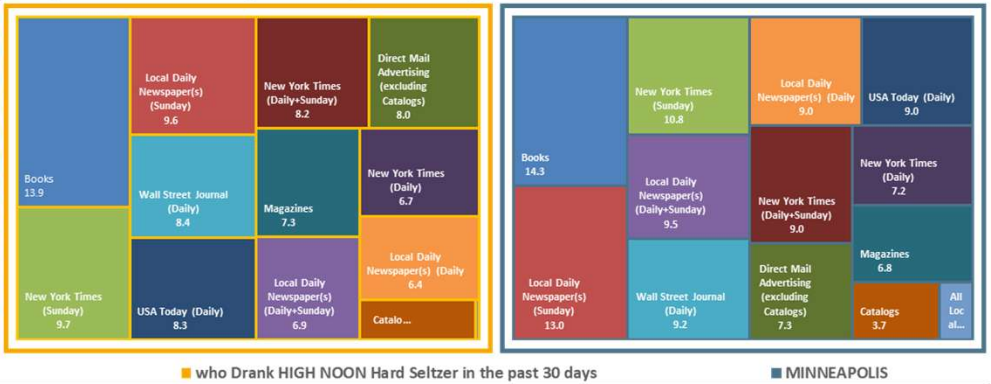


90,754 or 39.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

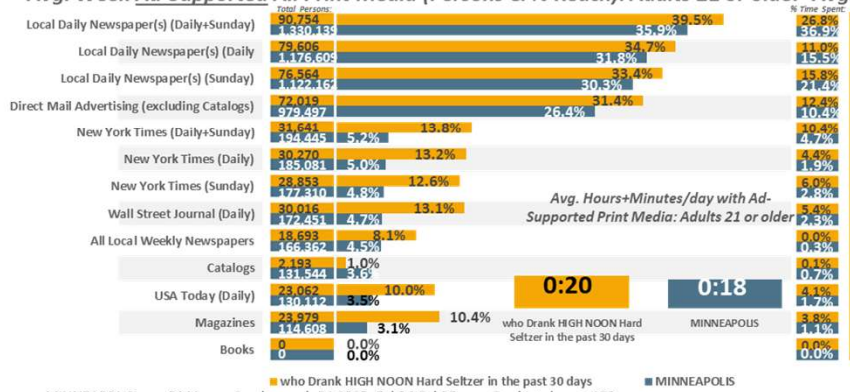
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



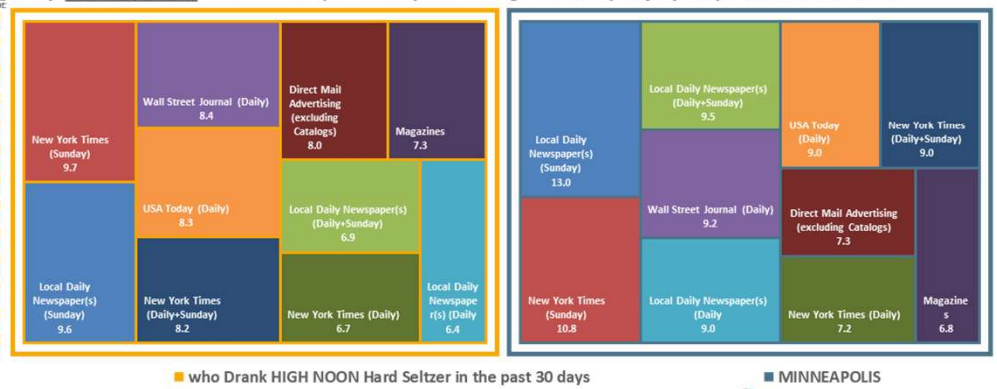
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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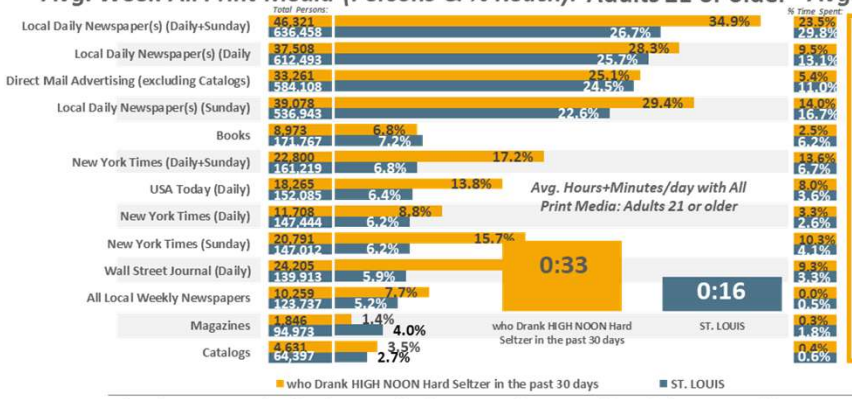
Hard seltzers drank past 30 days: High Noon

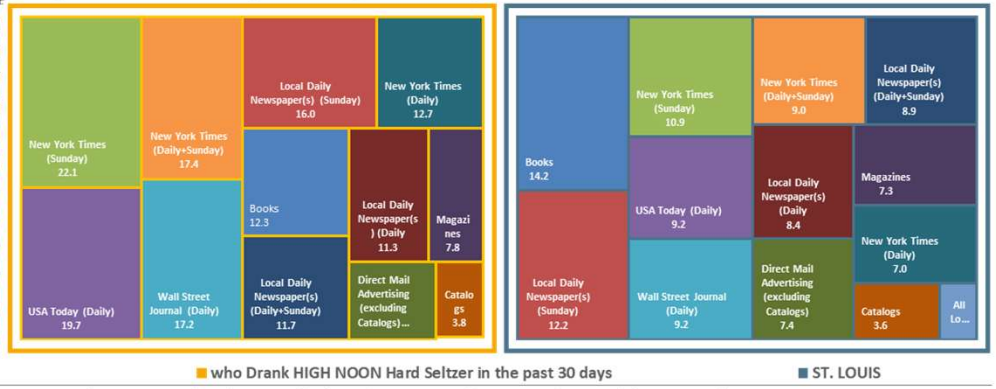


46,321 or 34.9% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 24.1% of all time spent daily with All forms of Print Media.

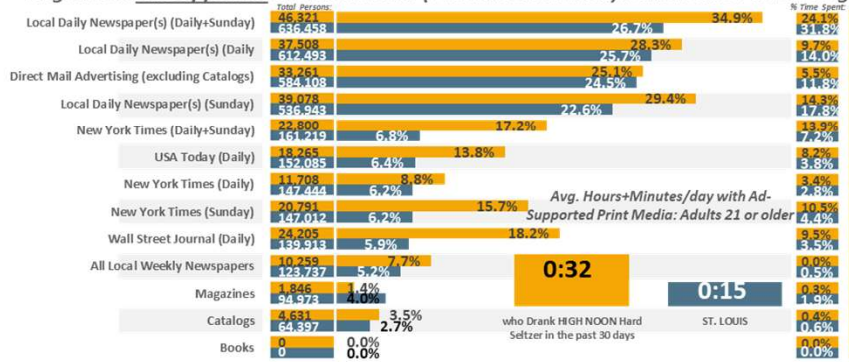
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



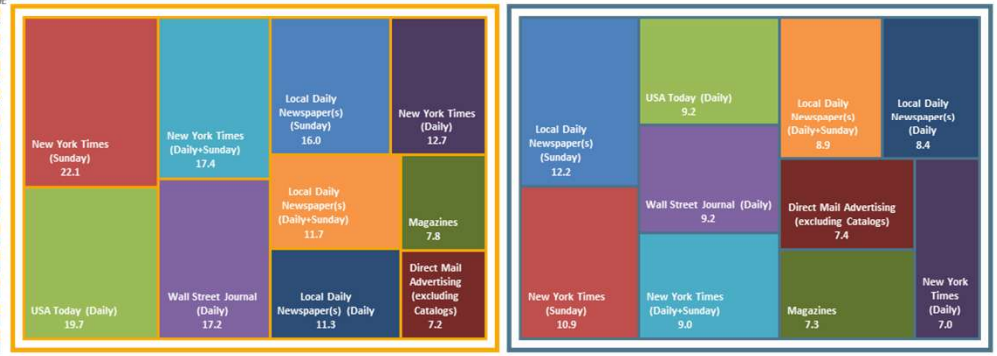
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 111

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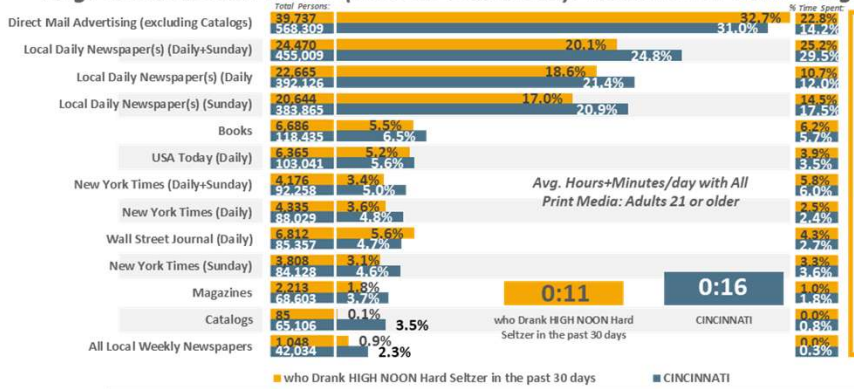
Hard seltzers drank past 30 days: High Noon

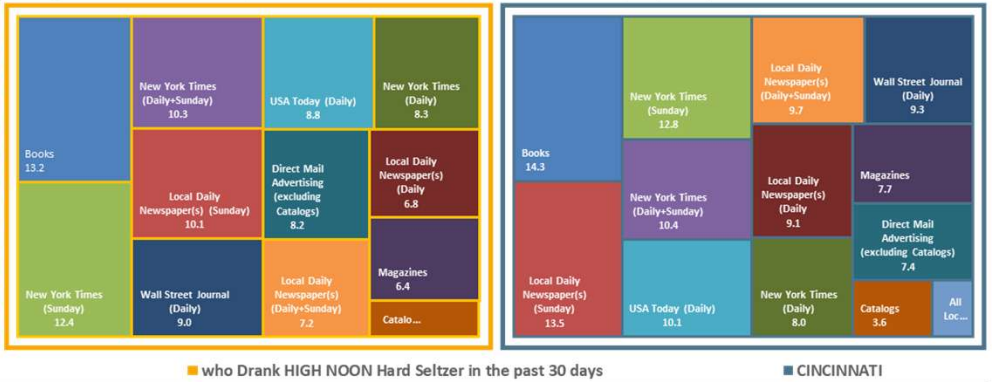


24,470 or 20.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

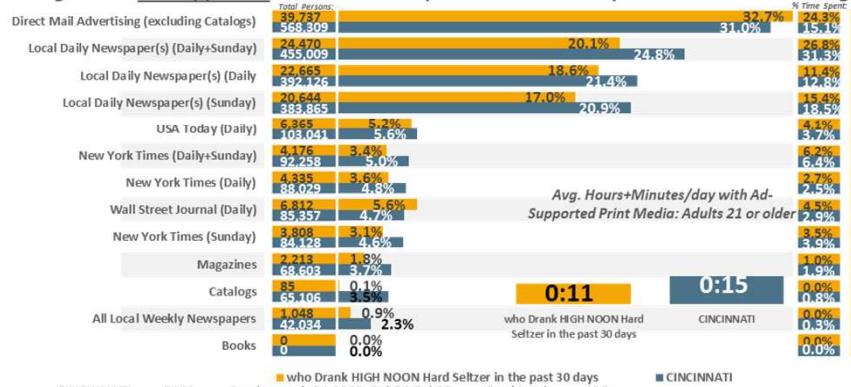
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



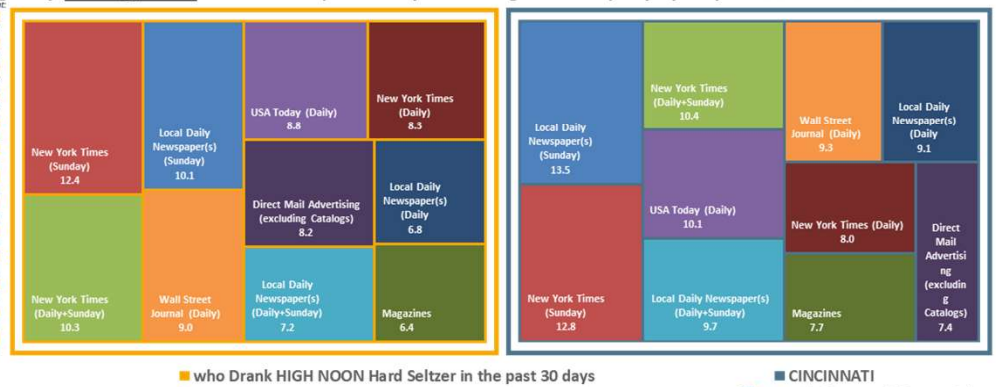
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 128

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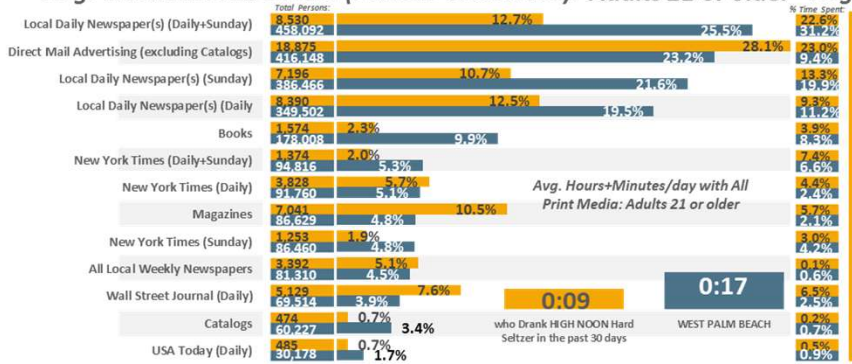
Hard seltzers drank past 30 days: High Noon

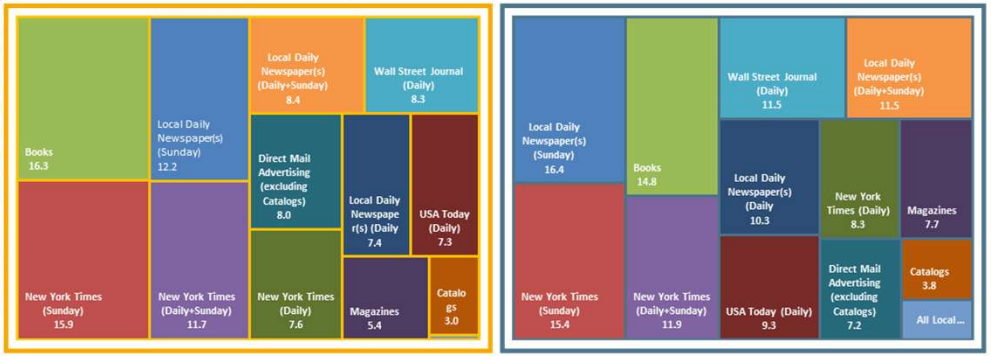


18,875 or 28.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 23.9% of all time spent daily with All forms of Print Media.

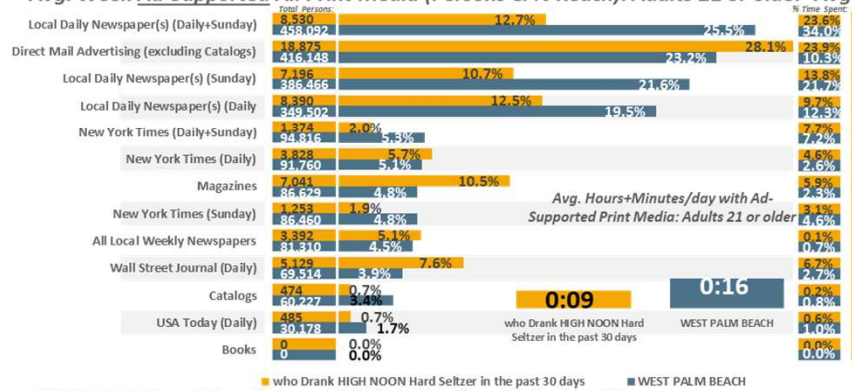
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



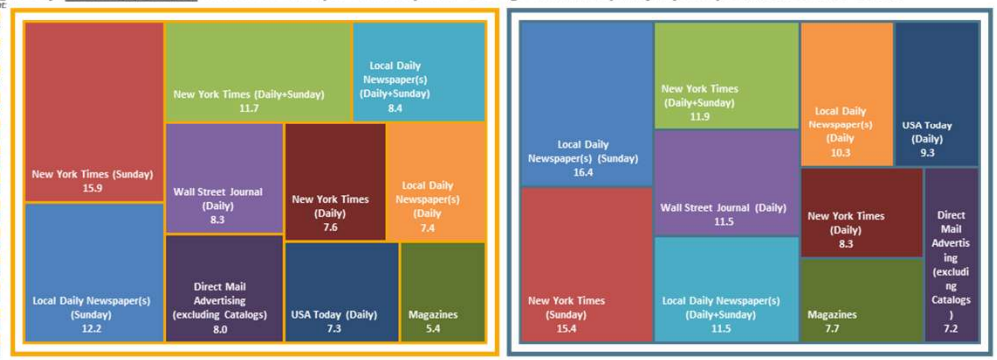
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 117

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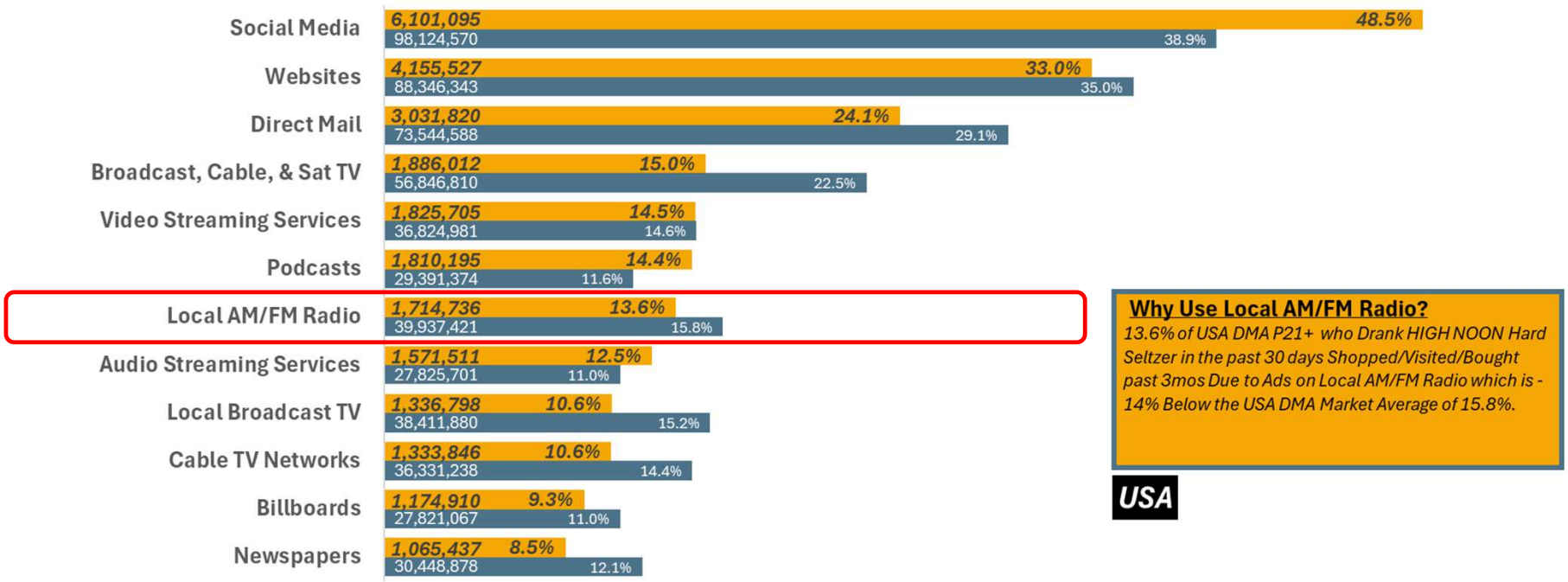
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.6% of USA DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 1193

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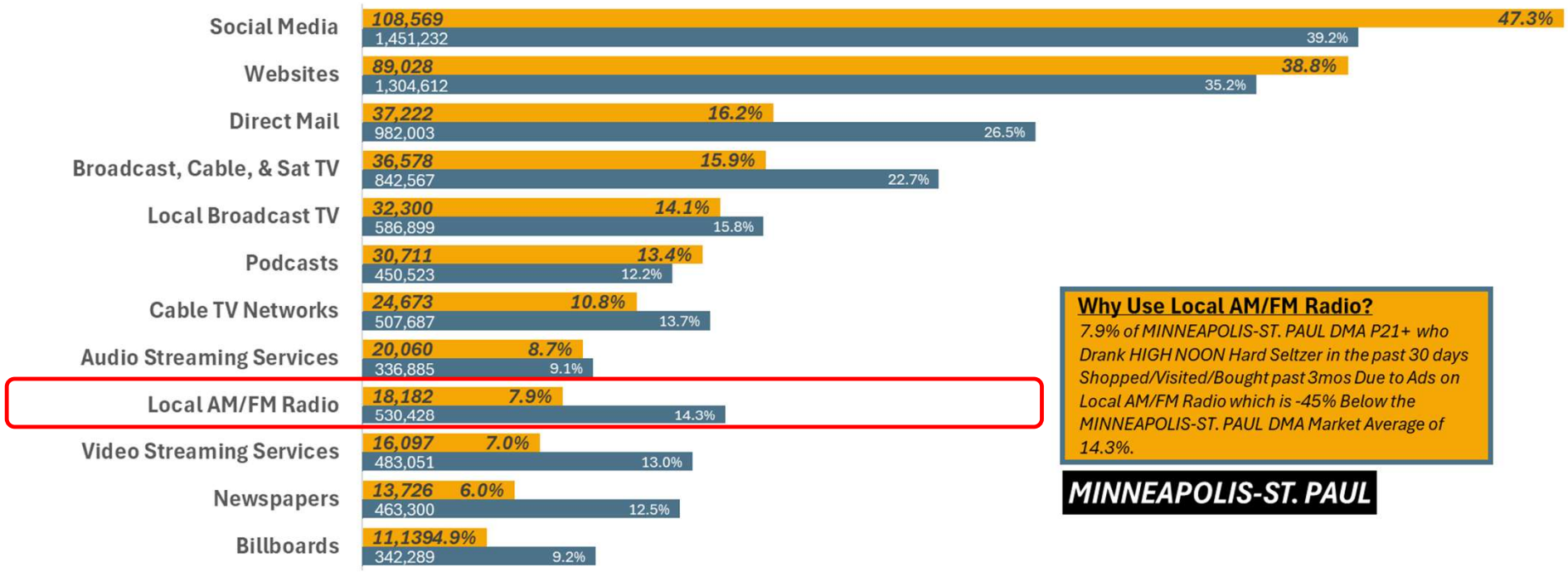
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

7.9% of MINNEAPOLIS-ST. PAUL DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -45% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.3%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 123

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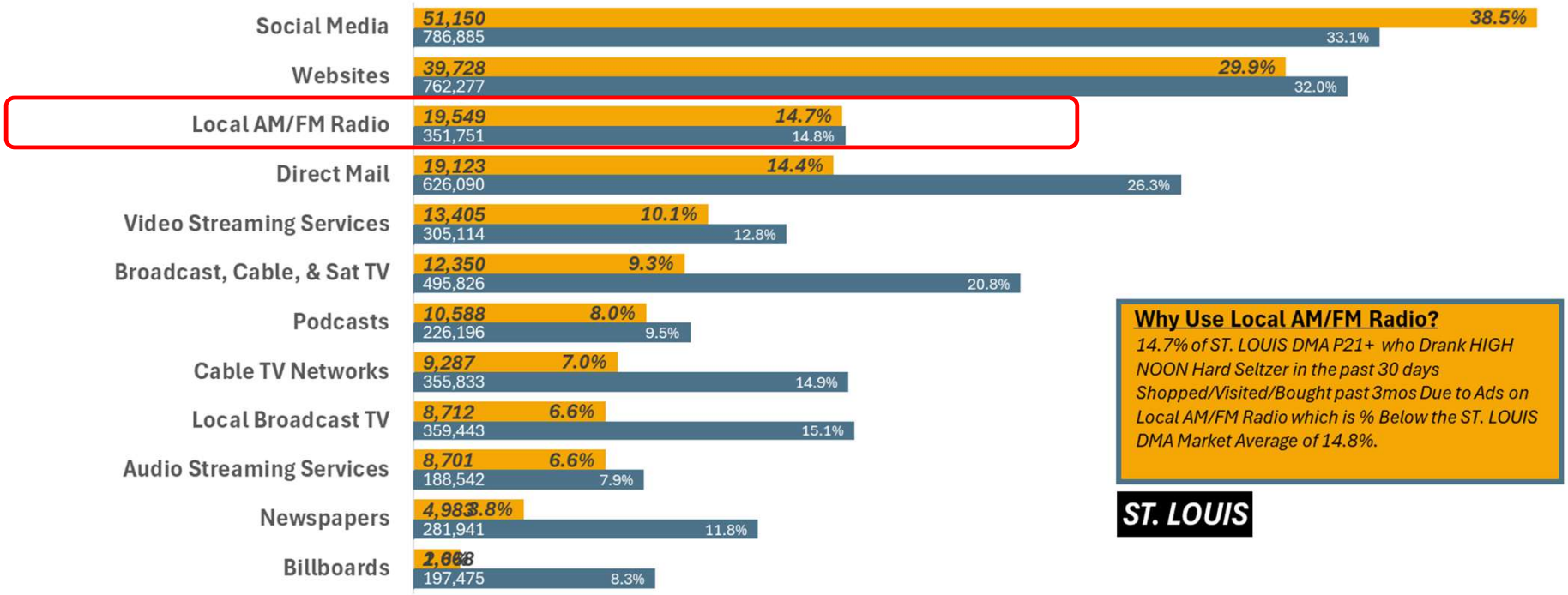
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.7% of ST. LOUIS DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the ST. LOUIS DMA Market Average of 14.8%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 111

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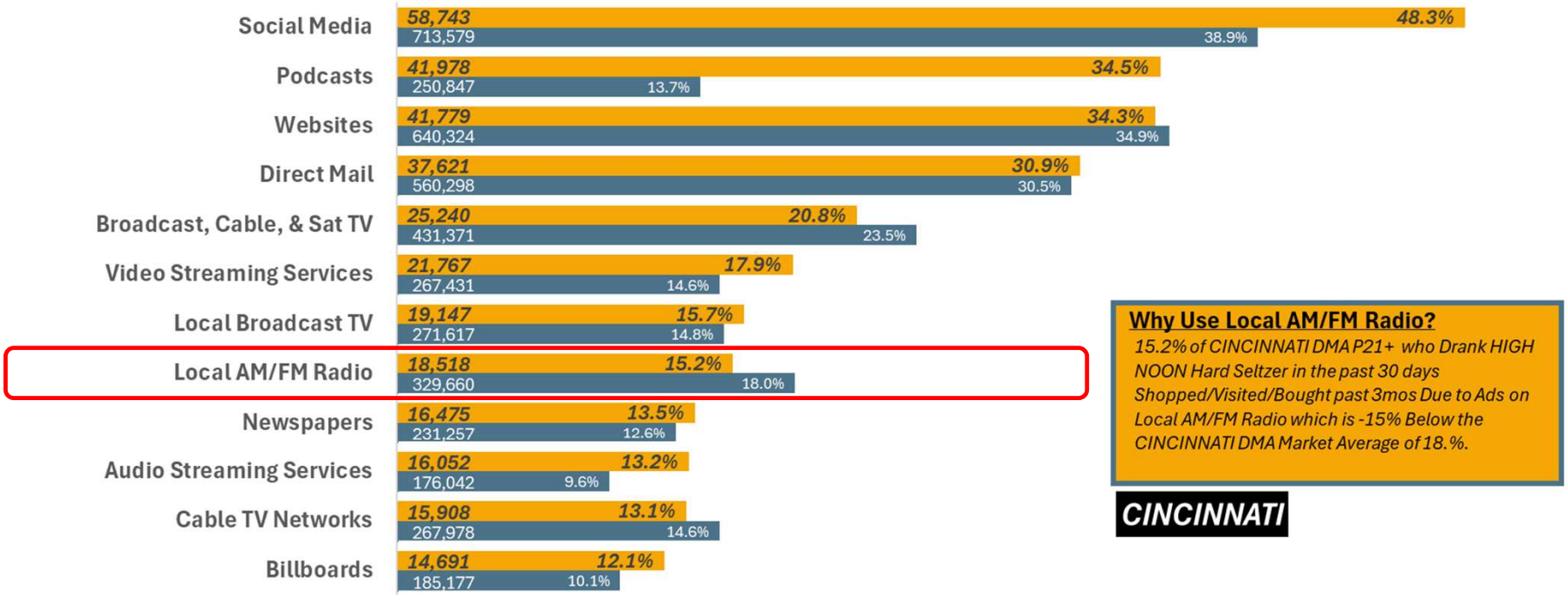
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of CINCINNATI DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 128

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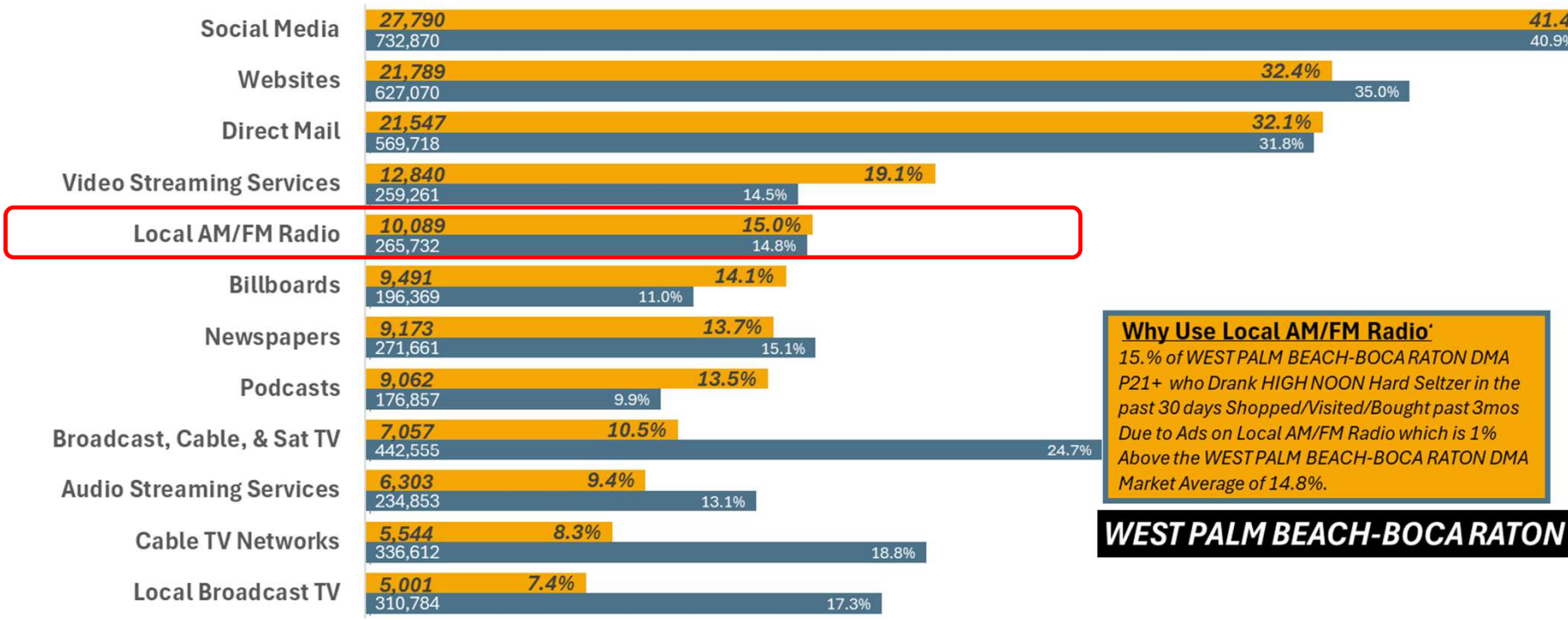
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

15.% of WEST PALM BEACH-BOCA RATON DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 14.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 117

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Hard seltzers drank past 30 days: High Noon