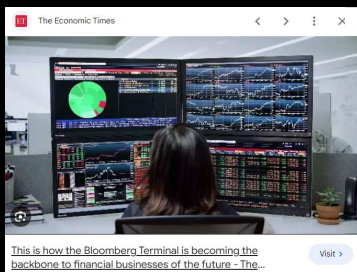


USA+4 More DMAs – P21+ who drank Ménage à Trois Wines in the past 3 mos!

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 **Ménage à Trois Wines** in the past 3 months as of August 31, 2025.



TRINCHERO
FAMILY WINE AND SPIRITS



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

Wine (brands) bought past 3 months: Ménage à Trois



P21+





2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 53.7 years old (7.1% older than average) and have a \$145,452 (51.9% higher than average) annual household income.

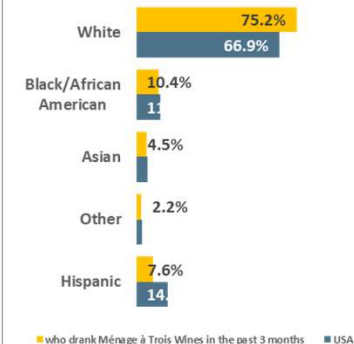
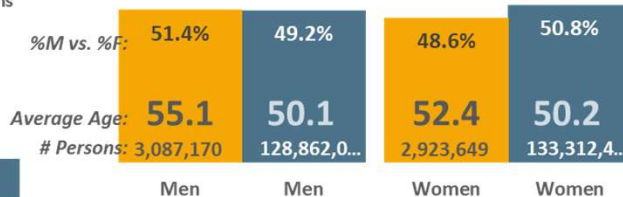
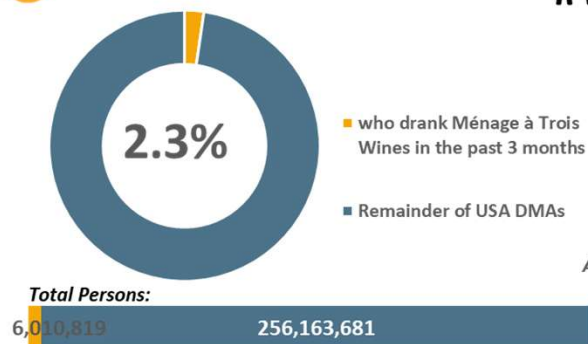


Percent of Market: Adults 21 or older

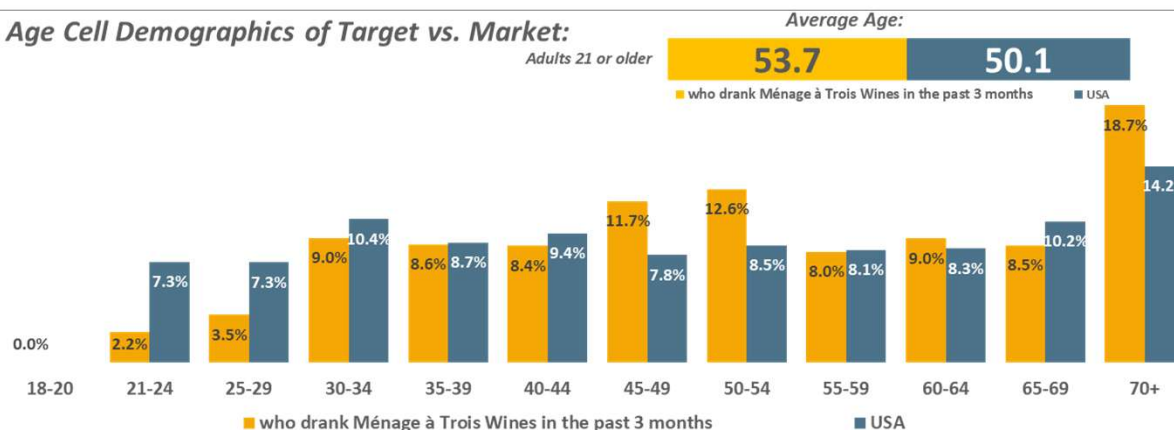


Gender of Target vs. Market: Adults 21 or older

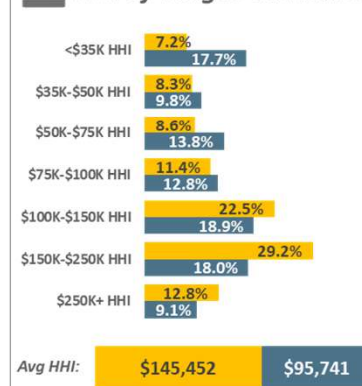
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



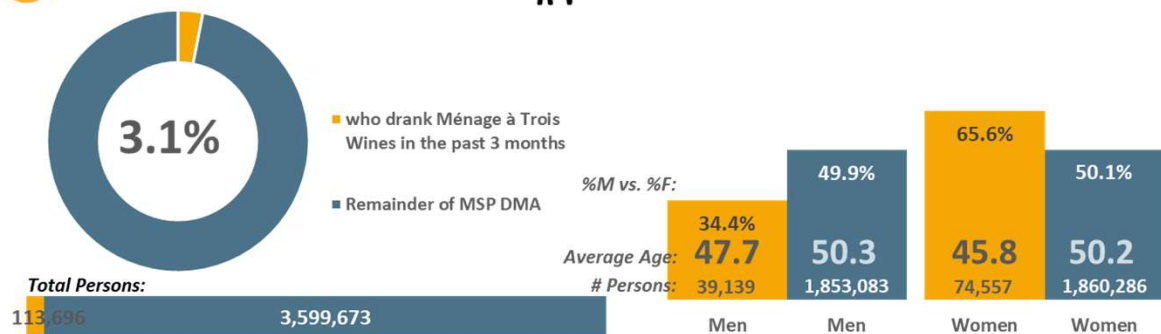
HHI of Target vs. Market:



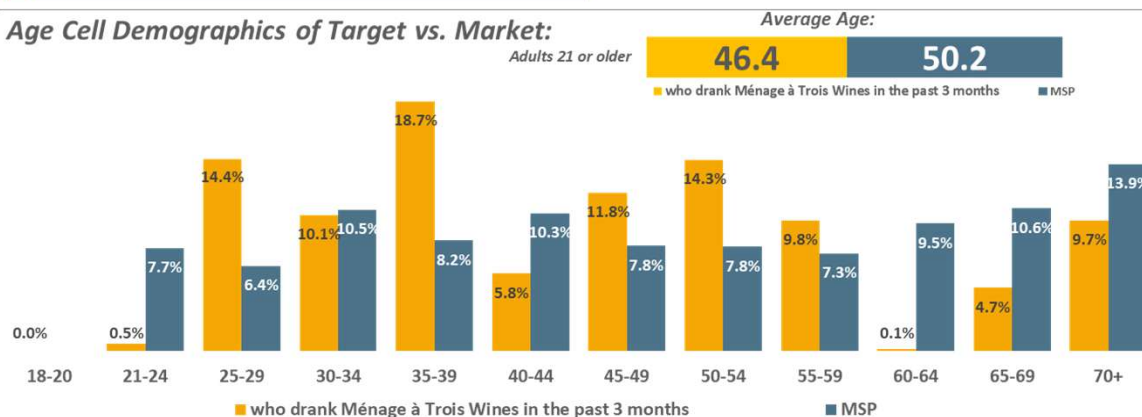


3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 46.4 years old (7.7% younger than average) and have a \$133,507 (21.% higher than average) annual household income.

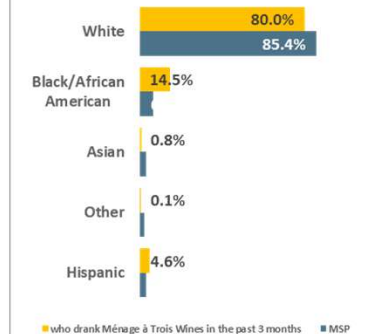
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



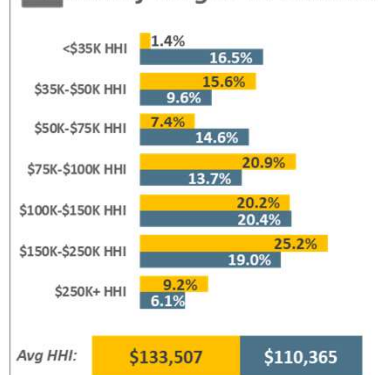
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



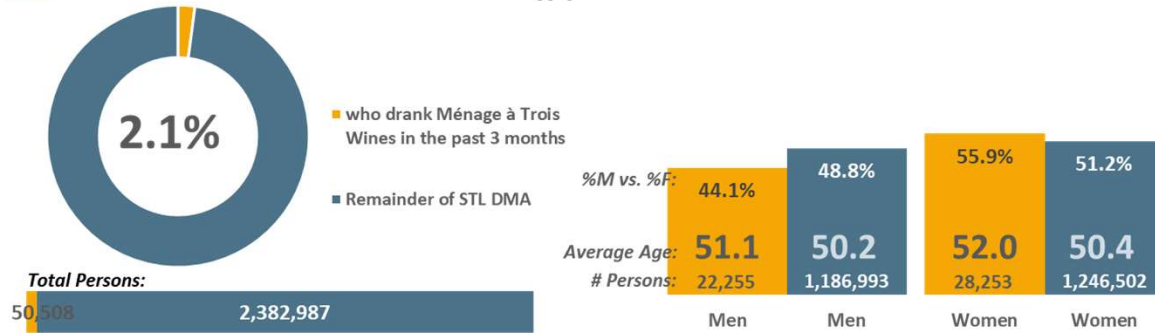
HHI of Target vs. Market:



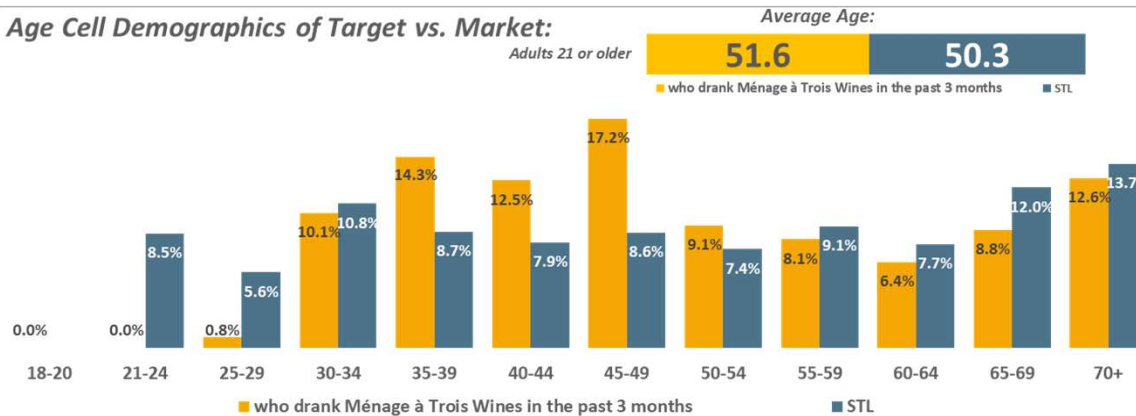


2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 51.6 years old (2.5% older than average) and have a \$143,944 (44.4% higher than average) annual household income.

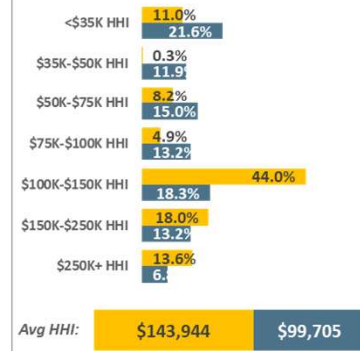
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 50.6 years old (1.1% older than average) and have a \$137,967 (38.9% higher than average) annual household income.

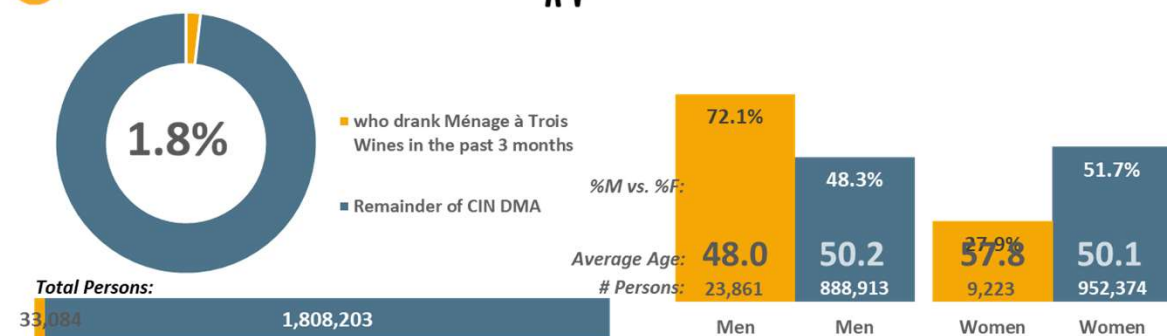


Percent of Market: Adults 21 or older

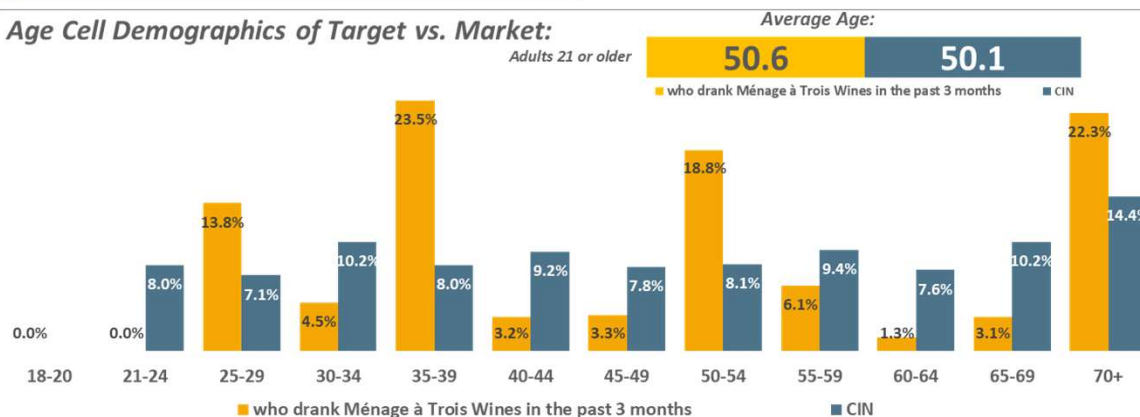


Gender of Target vs. Market: Adults 21 or older

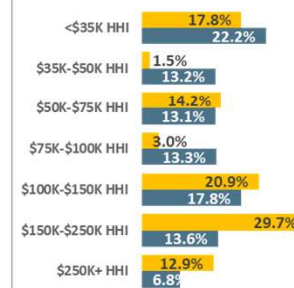
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

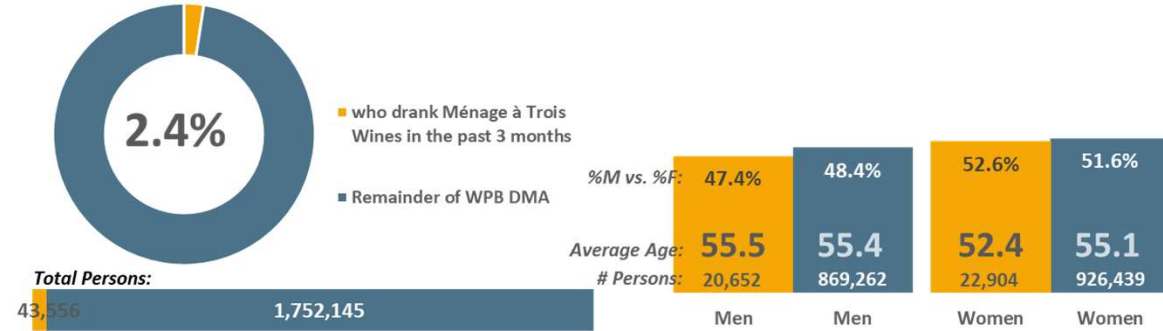


Avg HHI:
\$137,967 (who drank) | \$99,326 (CIN)

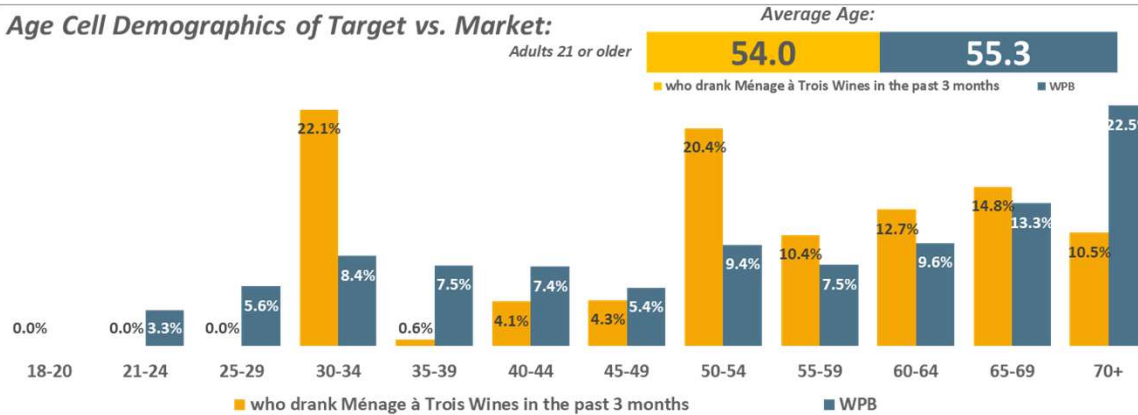


2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 54. years old (2.3% younger than average) and have a \$131,918 (26.9% higher than average) annual household income.

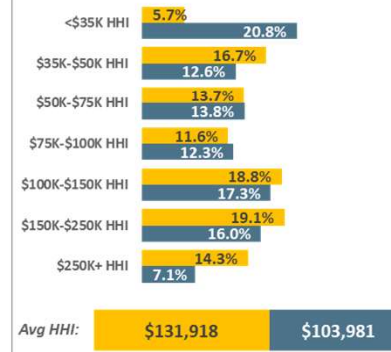
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

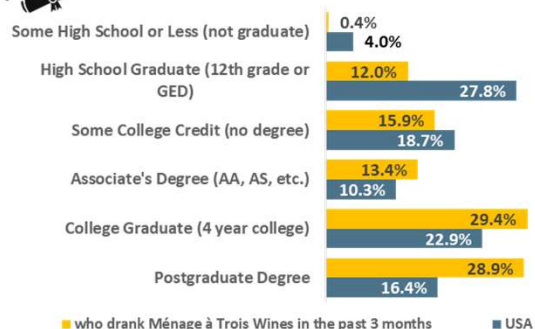




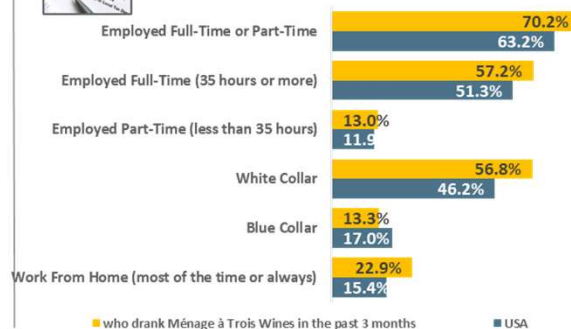
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 48.6% more likely to be a college graduate, 11.4% more likely to work full-time, 32.7% more likely to be married, 26.2% more likely to be a parent of 1 or more children under 18.



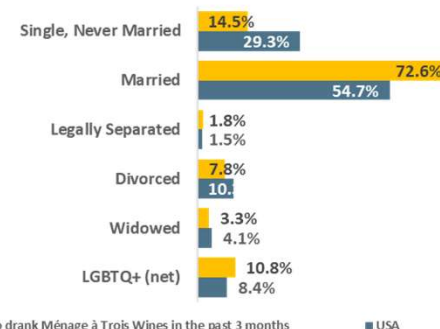
Education Levels: Adults 21 or older



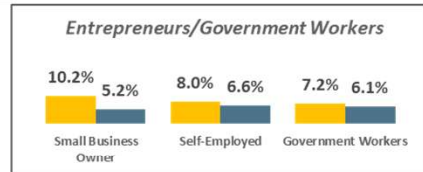
Employment: Adults 21 or older



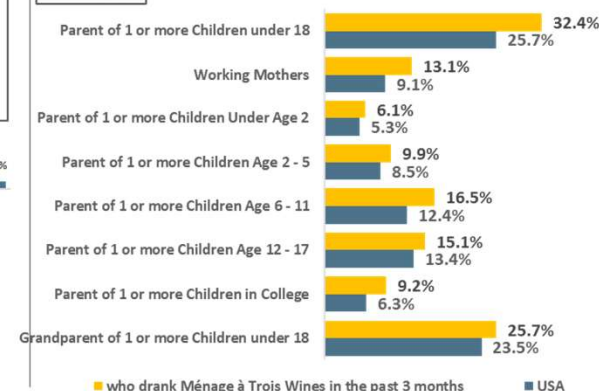
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



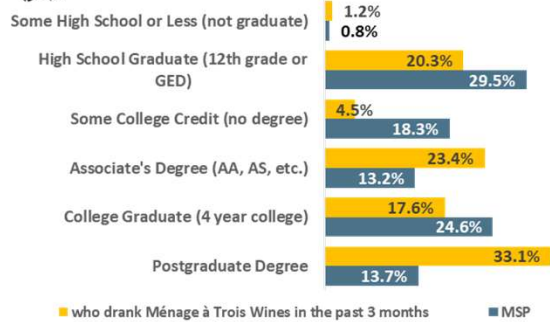
Stage in Life: Adults 21 or older



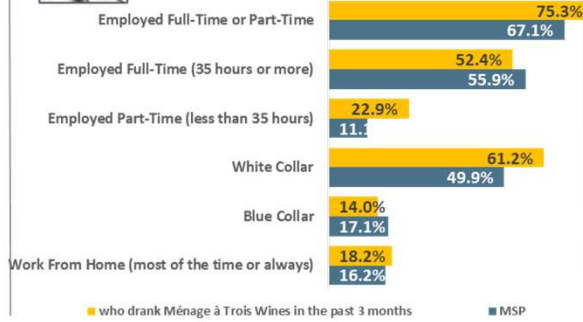


3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 32.3% more likely to be a college graduate, 6.3% less likely to work full-time, 43.2% more likely to be married, 100.% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 21 or older



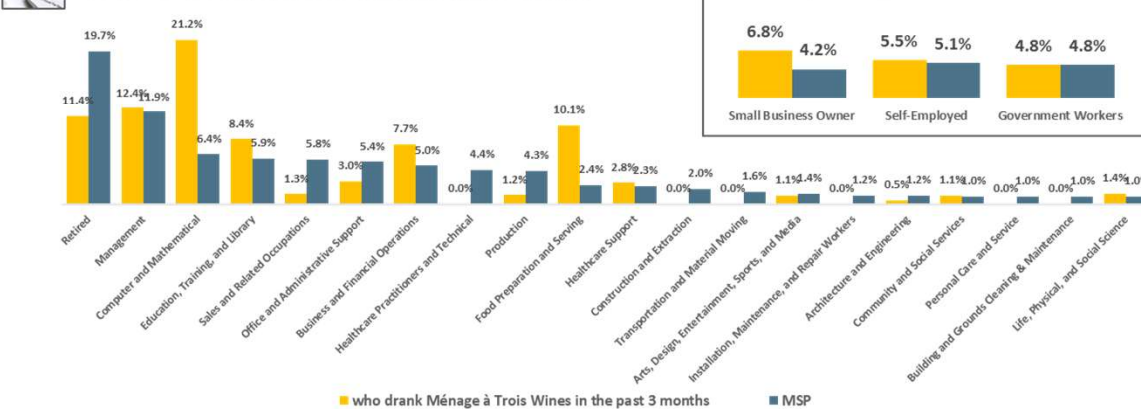
Employment: Adults 21 or older



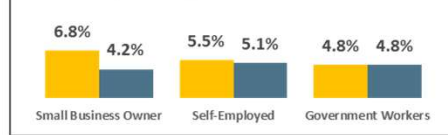
Marital Status: Adults 21 or older



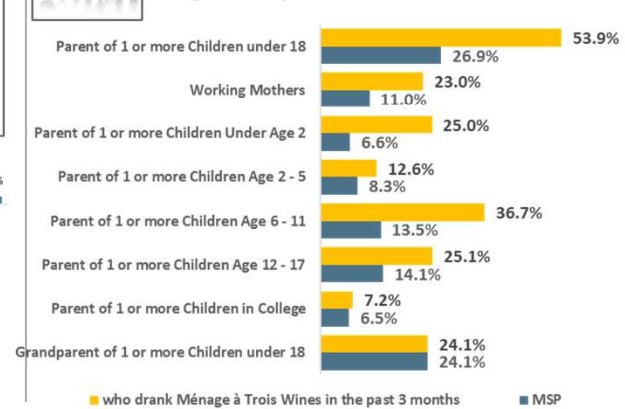
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

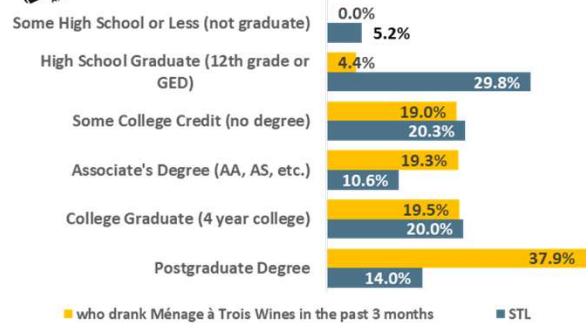




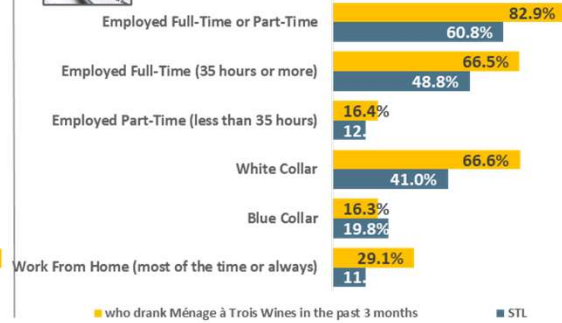
2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 68.7% more likely to be a college graduate, 36.3% more likely to work full-time, 33.9% more likely to be married, 52.8% more likely to be a parent of 1 or more children under 18.



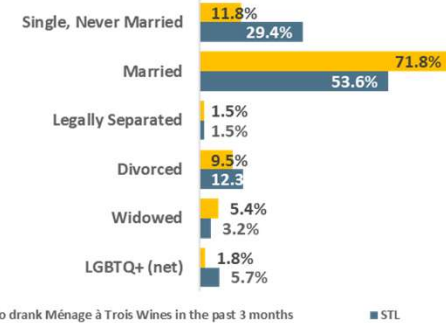
Education Levels: Adults 21 or older



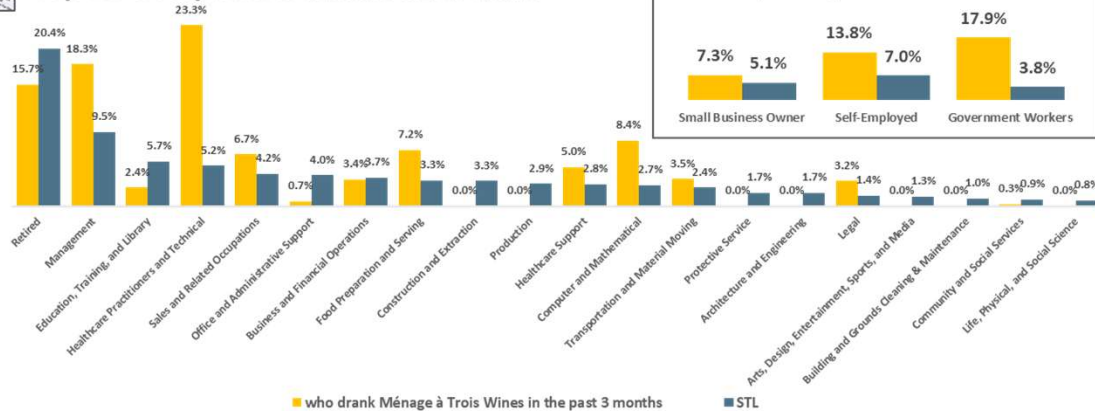
Employment: Adults 21 or older



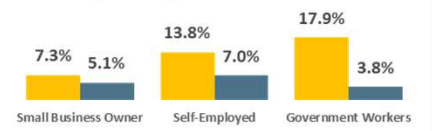
Marital Status: Adults 21 or older



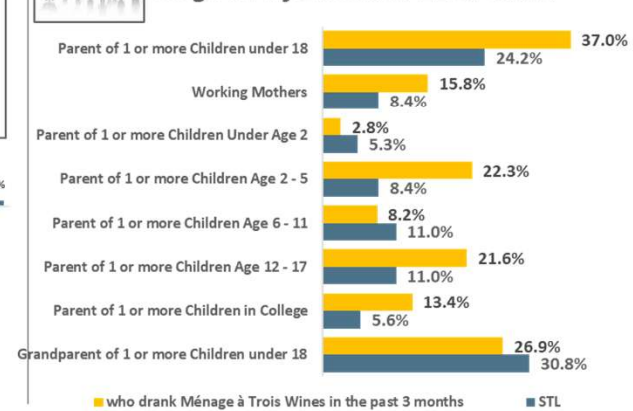
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



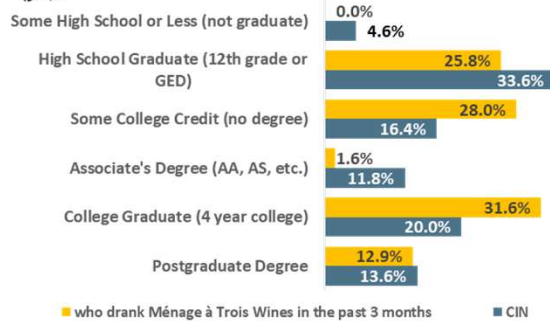
Stage in Life: Adults 21 or older



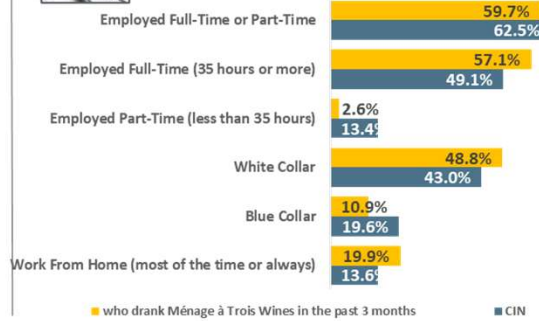


1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 32.5% more likely to be a college graduate, 16.2% more likely to work full-time, 10.5% more likely to be married, 36.6% more likely to be a parent of 1 or more children under 18.

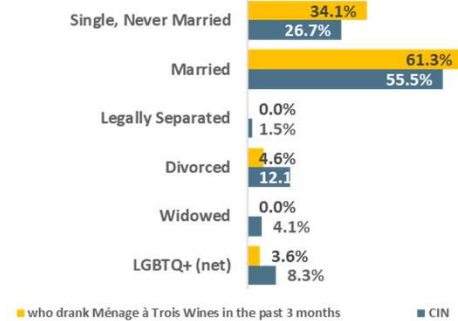
Education Levels: Adults 21 or older



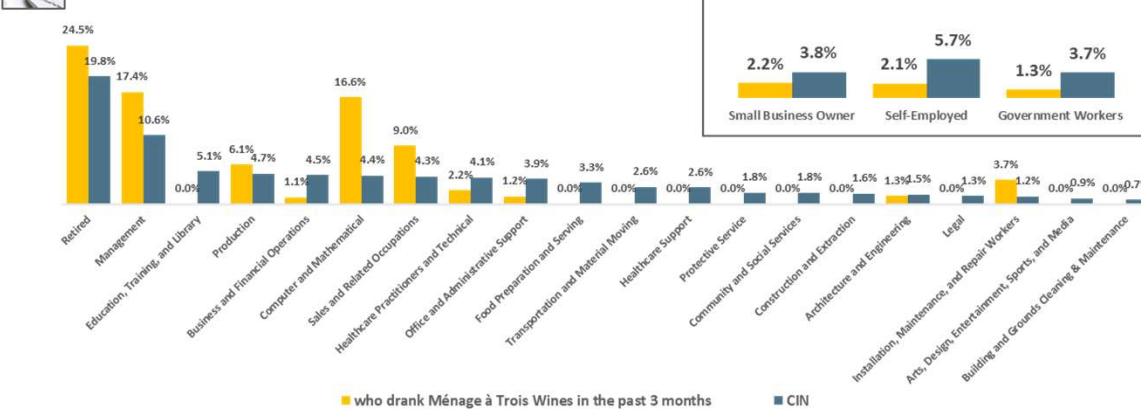
Employment: Adults 21 or older



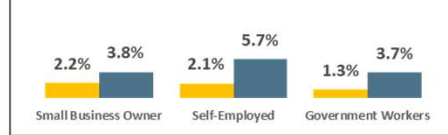
Marital Status: Adults 21 or older



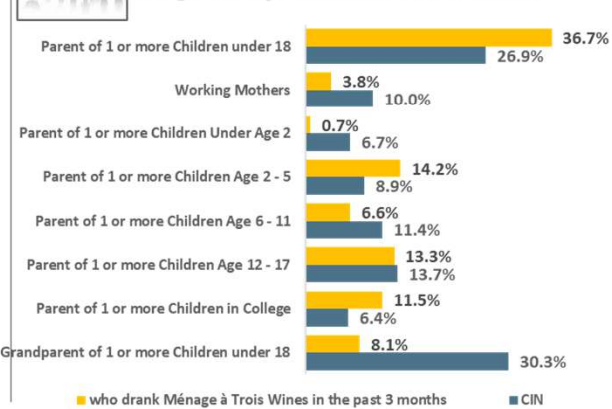
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

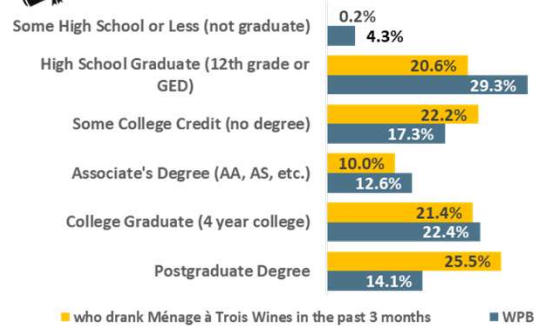




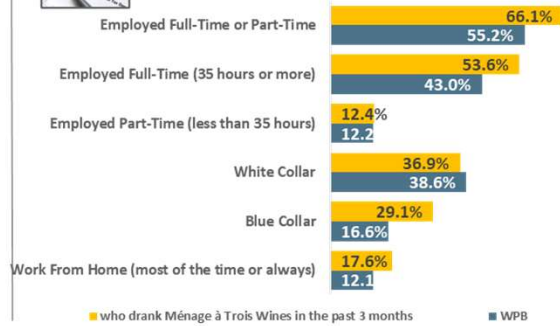
2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 28.5% more likely to be a college graduate, 24.6% more likely to work full-time, 28.3% more likely to be married, 41.2% less likely to be a parent of 1 or more children under 18.



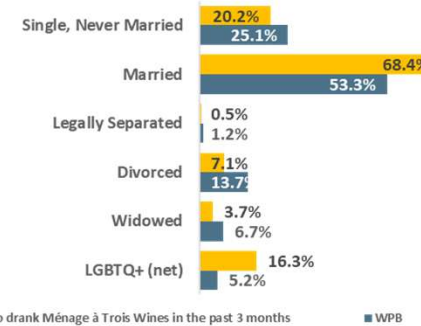
Education Levels: Adults 21 or older



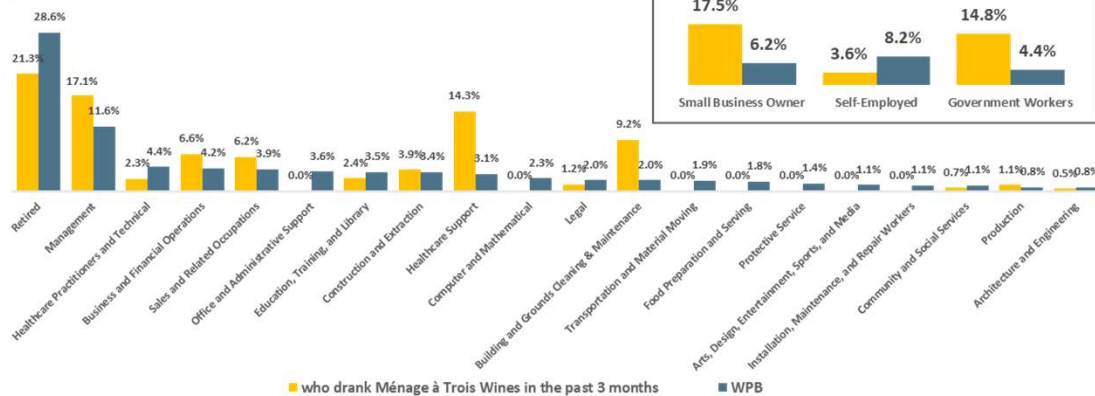
Employment: Adults 21 or older



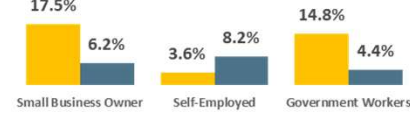
Marital Status: Adults 21 or older



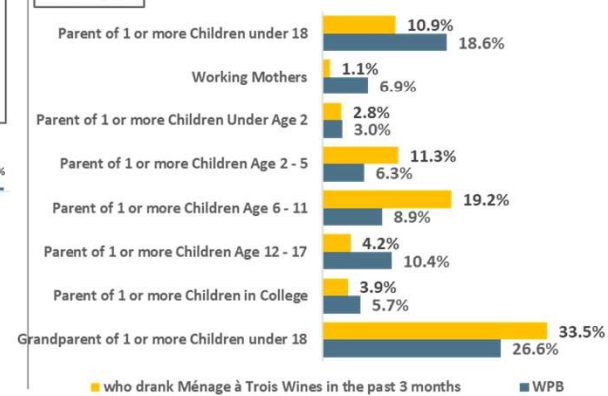
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

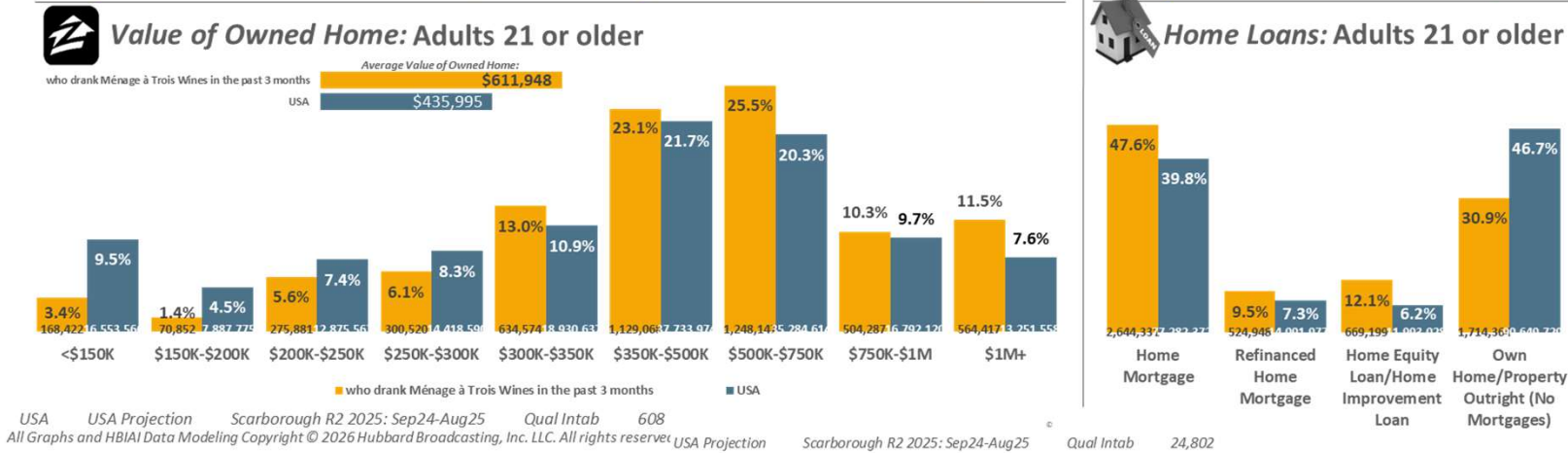
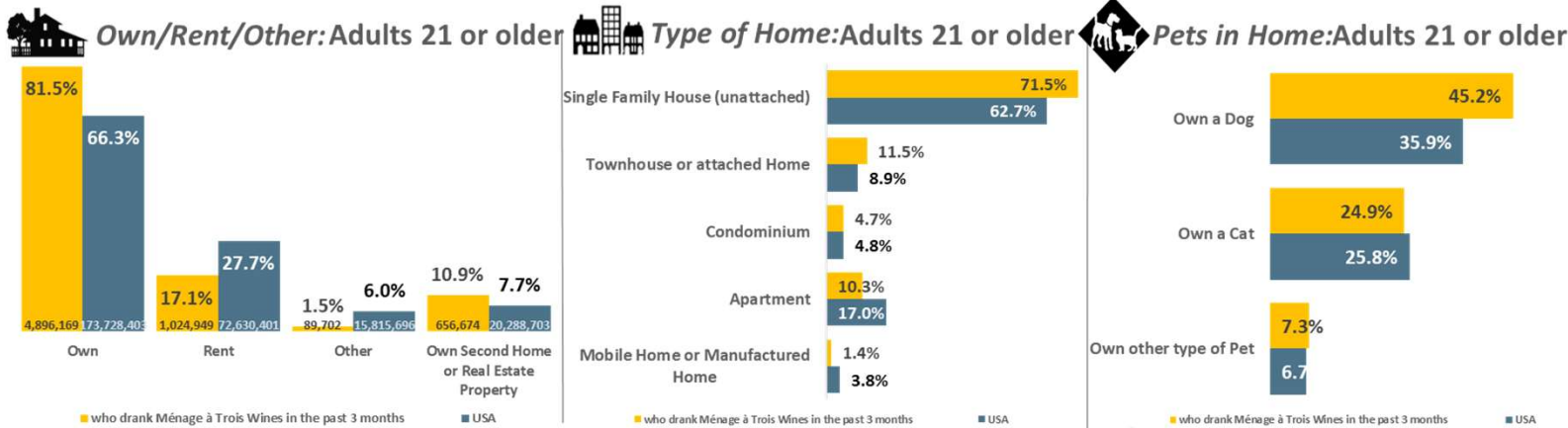


Stage in Life: Adults 21 or older





2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 22.9% more likely to own their home, 40.4% more likely to own a higher valued home, 14.% more likely to have a single-family home, 25.9% more likely to have a dog.



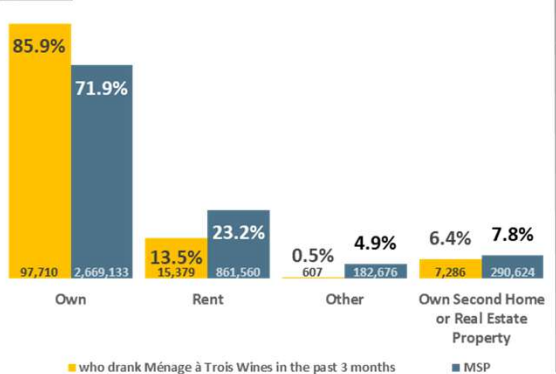
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 608
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Wine (brands) bought past 3 months: Ménage à Trois

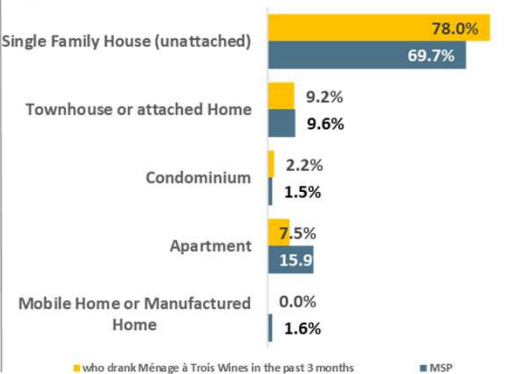


3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 19.6% more likely to own their home, 47.2% more likely to own a higher valued home, 11.9% more likely to have a single-family home, 75.% more likely to have a dog.

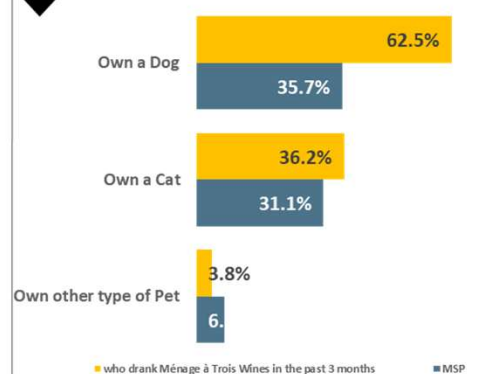
Own/Rent/Other: Adults 21 or older



Type of Home: Adults 21 or older



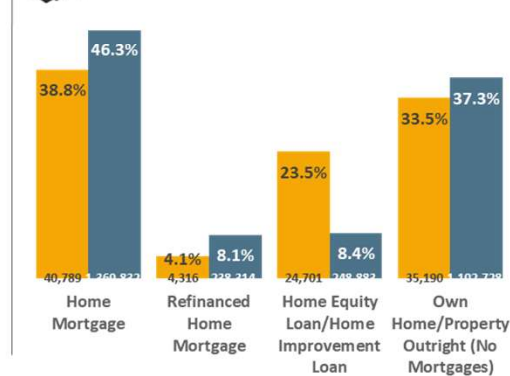
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older

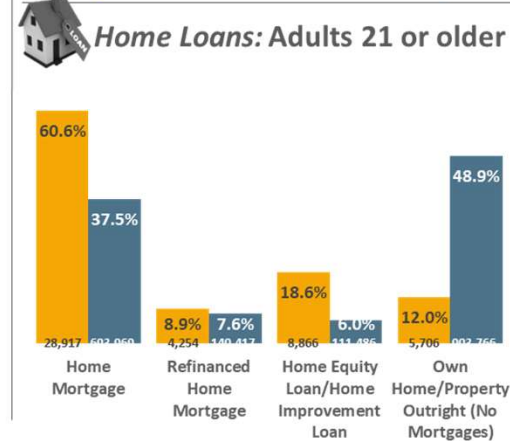
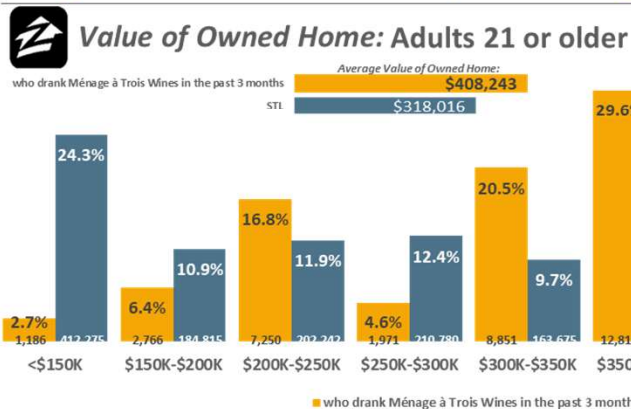
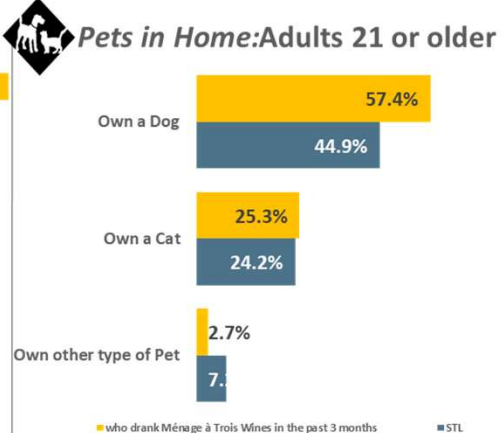
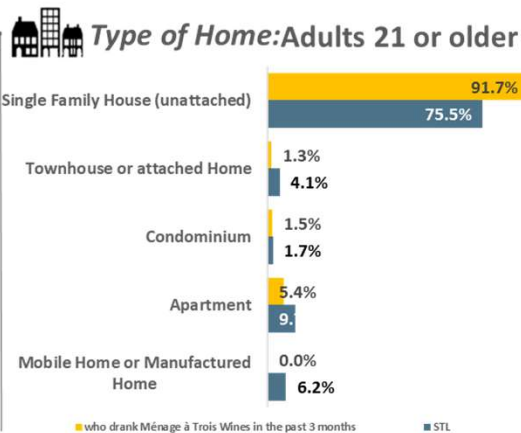
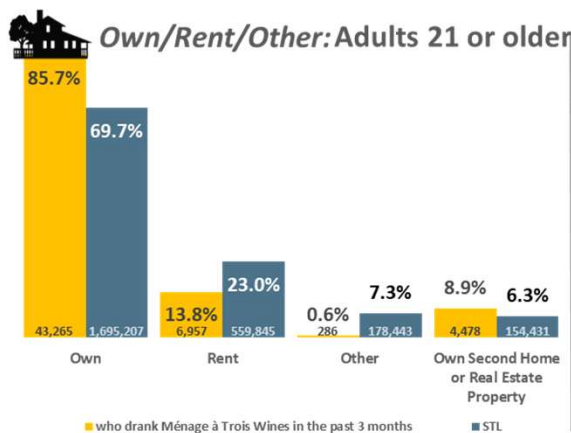


Home Loans: Adults 21 or older





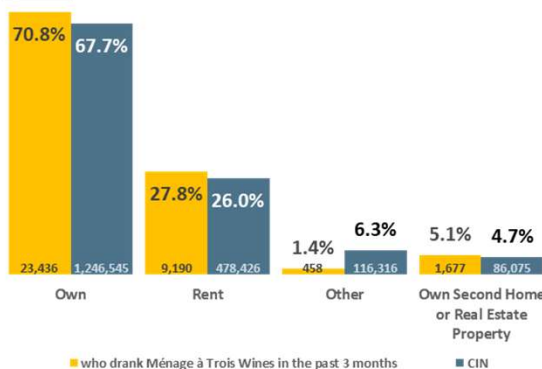
2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 23.% more likely to own their home, 28.4% more likely to own a higher valued home, 21.5% more likely to have a single-family home, 28.% more likely to have a dog.



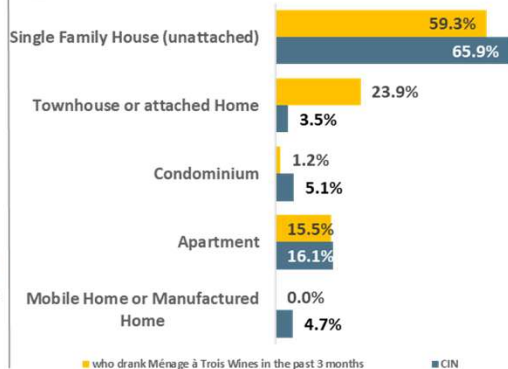


1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 4.6% more likely to own their home, 28.% more likely to own a higher valued home, 10.% less likely to have a single-family home, 47.7% less likely to have a dog.

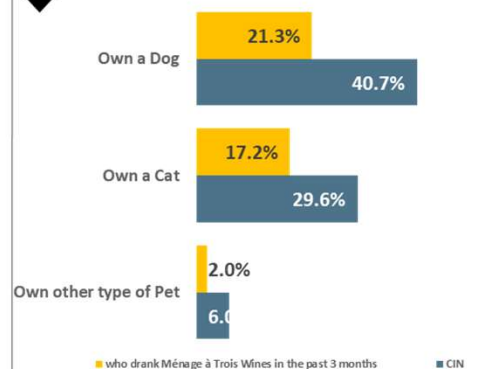
Own/Rent/Other: Adults 21 or older



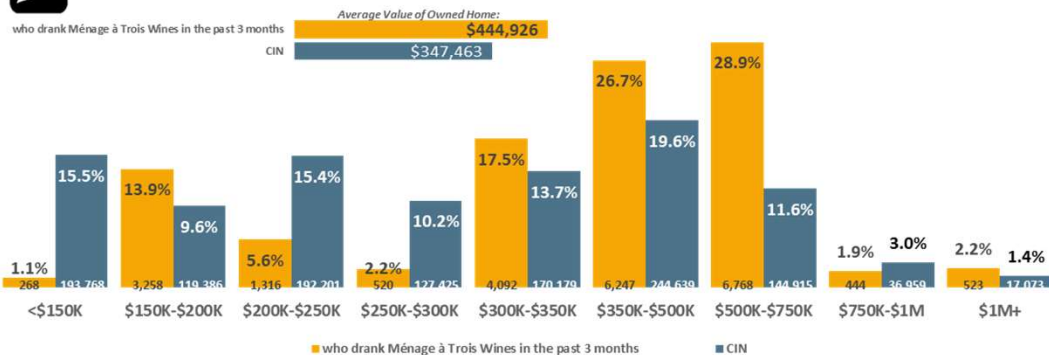
Type of Home: Adults 21 or older



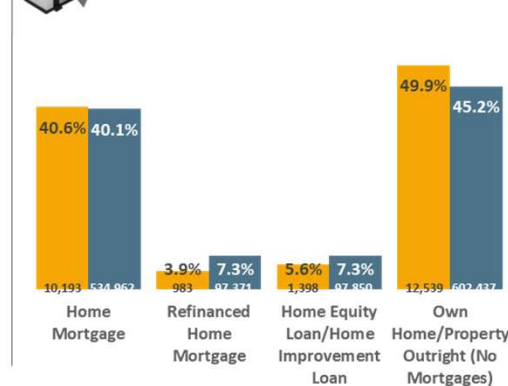
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



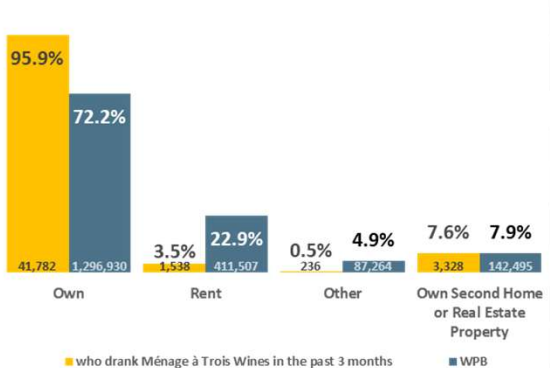
Home Loans: Adults 21 or older



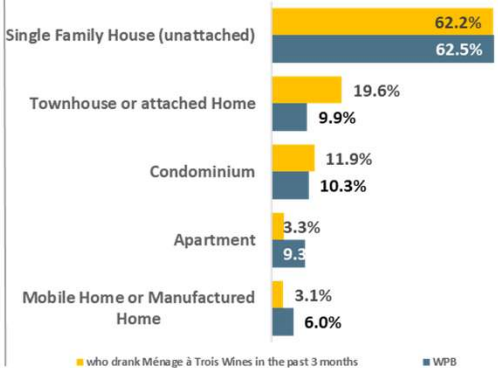


2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 32.8% more likely to own their home, .% more likely to own a lower valued home, .5% less likely to have a single-family home, 33.7% more likely to have a dog.

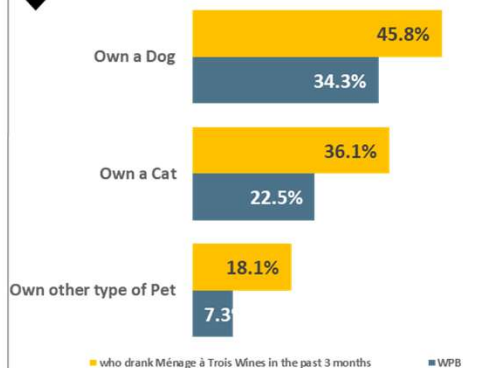
Own/Rent/Other: Adults 21 or older



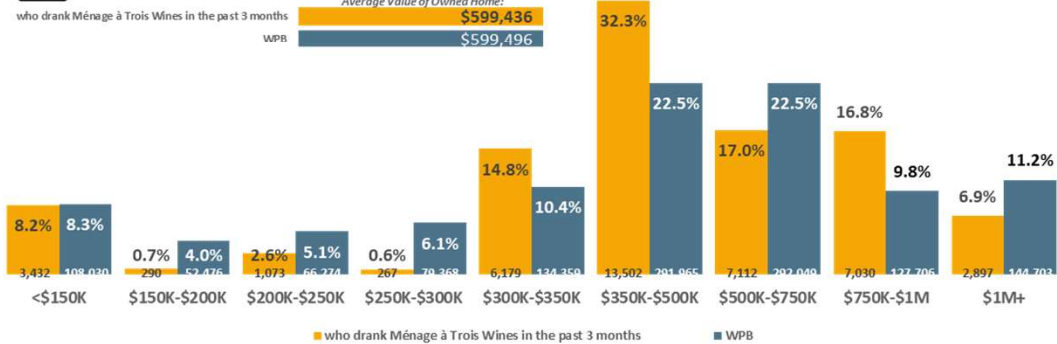
Type of Home: Adults 21 or older



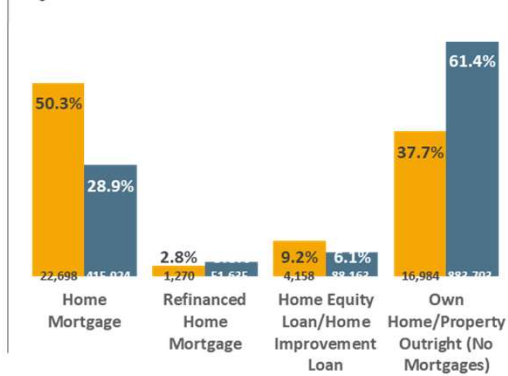
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

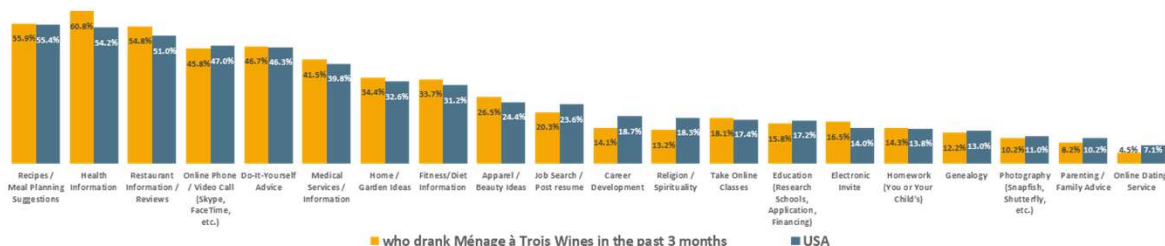




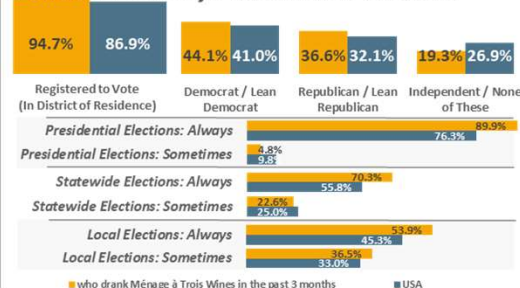
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are .8% more likely to look up D-I-Y advice online, 19.2% more likely to always vote in local elections, 40.8% more likely to belong to a gym, 35.8% more likely to fly domestic past yr



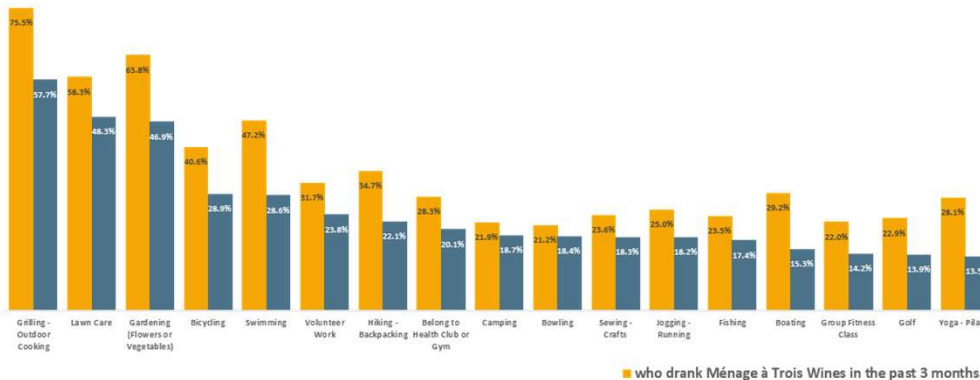
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



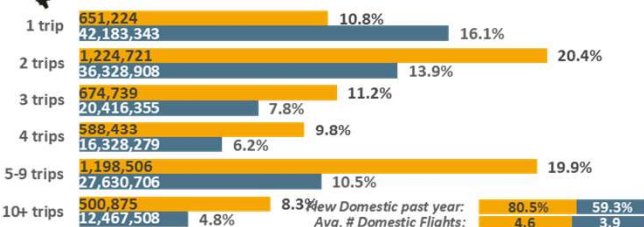
Political Activity: Adults 21 or older



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



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



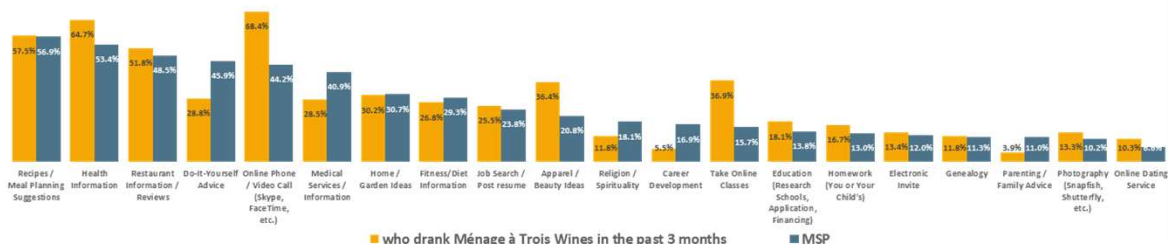
New Domestic past year: 80.5%
Avg. # Domestic Flights: 4.6



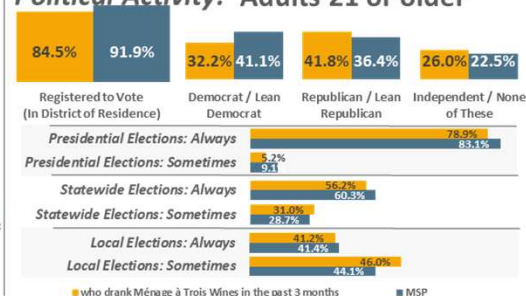
3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 37.3% less likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 95.8% more likely to belong to a gym, 40.% more likely to fly domestic past yr.



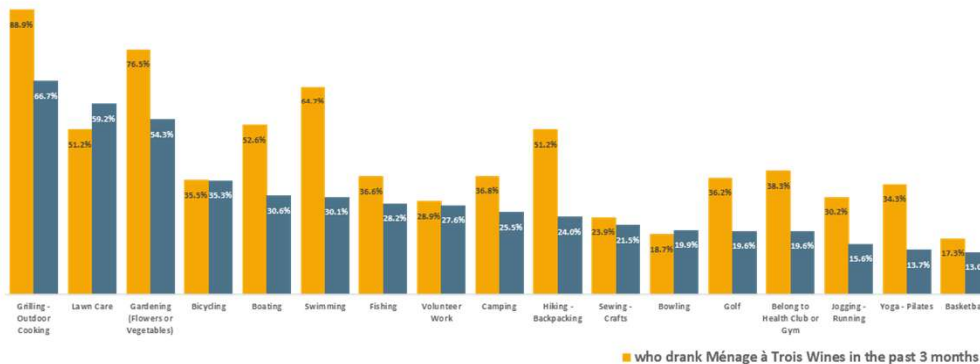
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



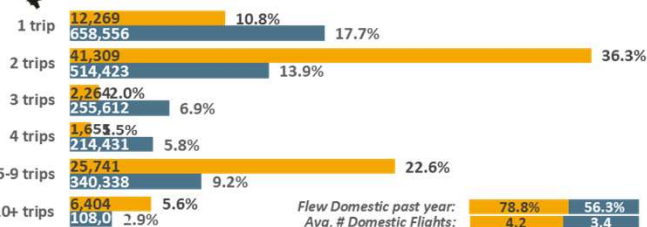
Political Activity: Adults 21 or older



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



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



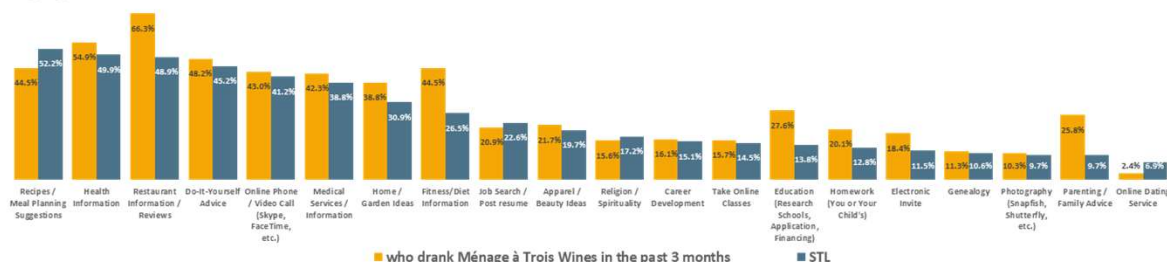
Flew Domestic past year: 78.8%
Avg. # Domestic Flights: 4.2



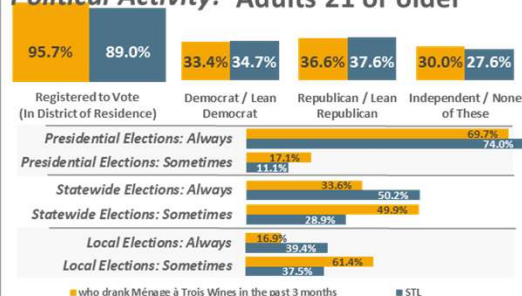
2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 6.4% more likely to look up D-I-Y advice online, 56.9% less likely to always vote in local elections, .3% less likely to belong to a gym, 46.7% more likely to fly domestic past yr.



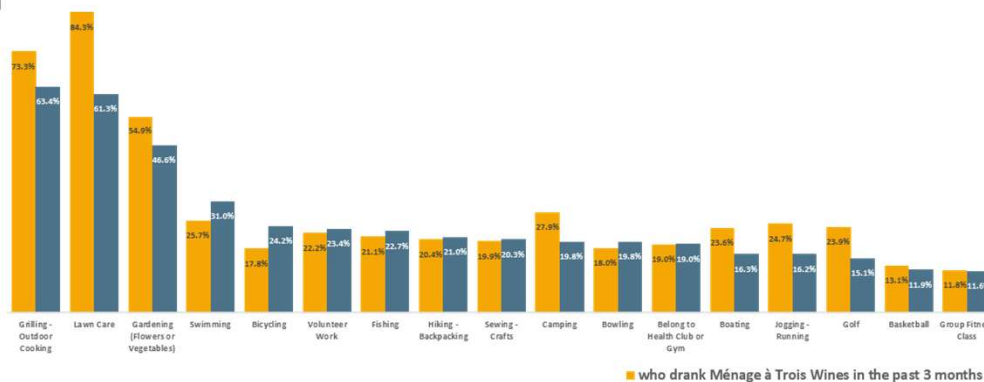
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



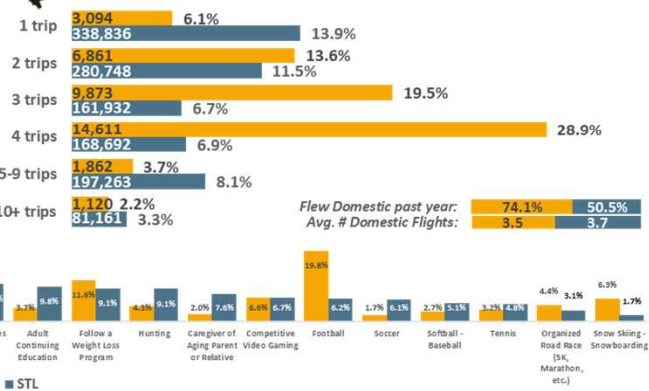
Political Activity: Adults 21 or older



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



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

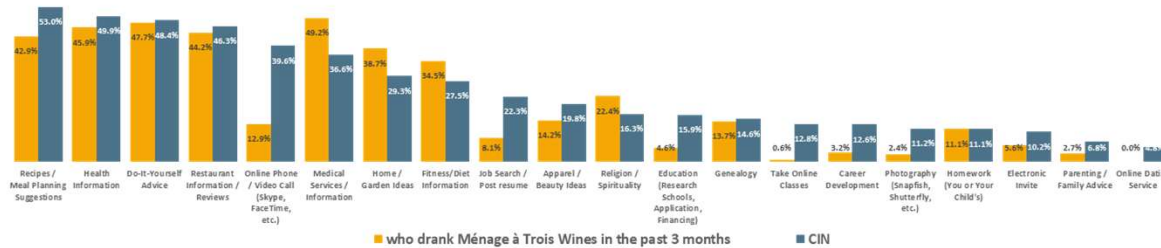




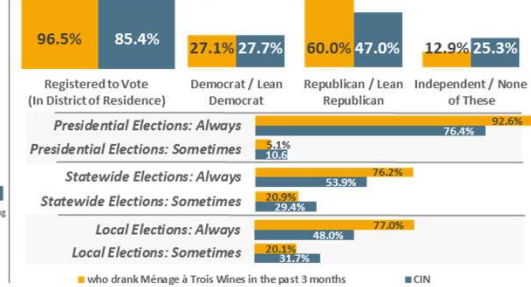
1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 1.5% less likely to look up D-I-Y advice online, 60.4% more likely to always vote in local elections, 218.7% more likely to belong to a gym, 52.% more likely to fly domestic past y



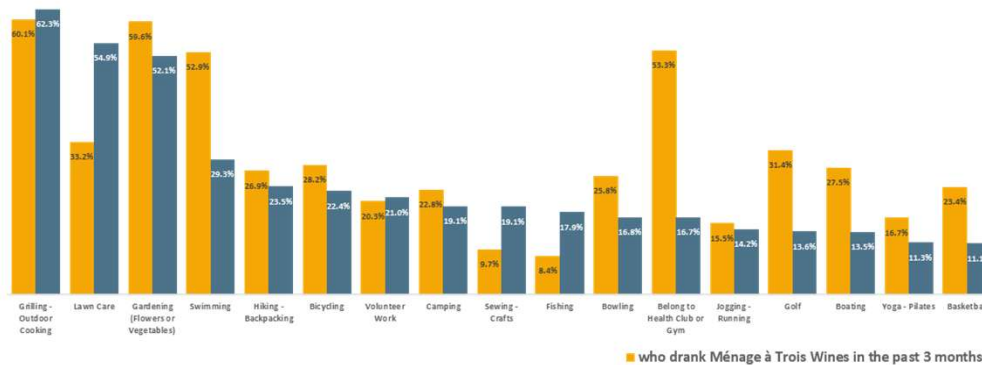
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



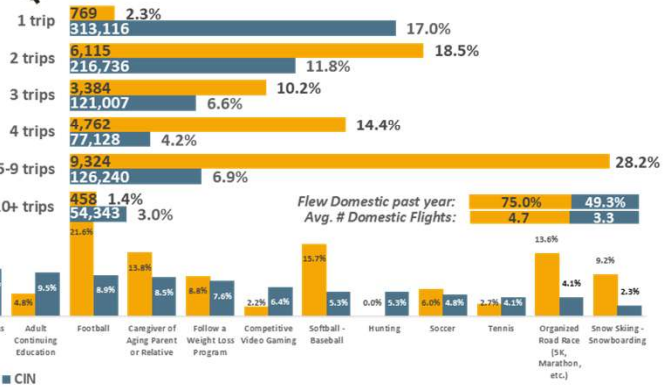
Political Activity: Adults 21 or older



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



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

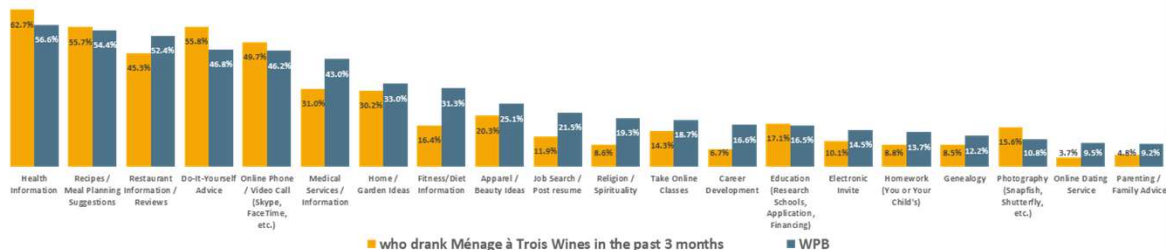




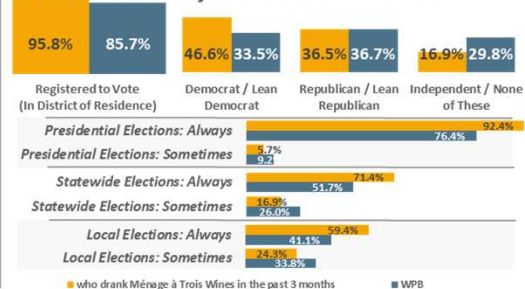
2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 19.3% more likely to look up D-I-Y advice online, 44.5% more likely to always vote in local elections, 40.4% more likely to belong to a gym, 46.3% more likely to fly domestic past



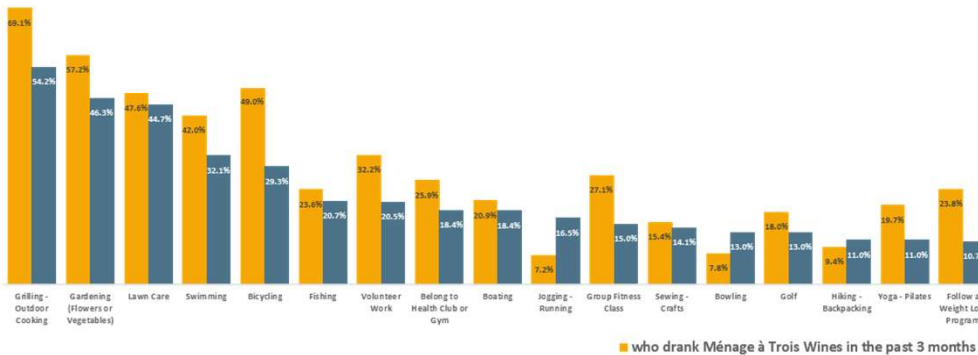
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



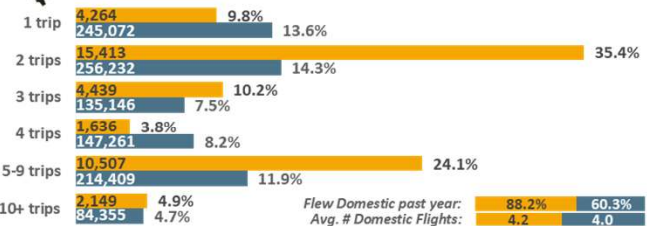
Political Activity: Adults 21 or older



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



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



Flew Domestic past year: 88.2%
Avg. # Domestic Flights: 4.2

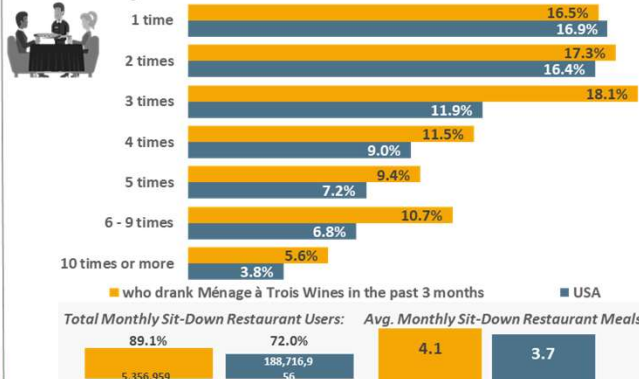


2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 9.1% more likely to use QSRs past mo., 23.8% more likely to use Sit-Down Restaurants past mo., 31.8% more likely to use Casinos past yr., 15.9% more likely to smoke cigarettes.

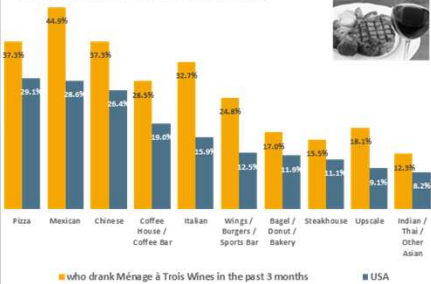
Past 30-days QSR Users: Adults 21 or older



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



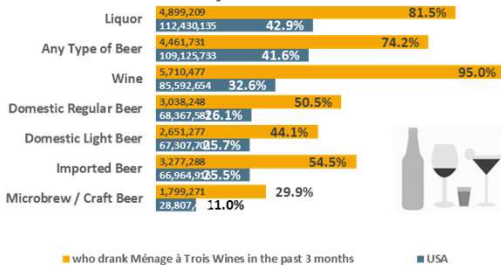
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



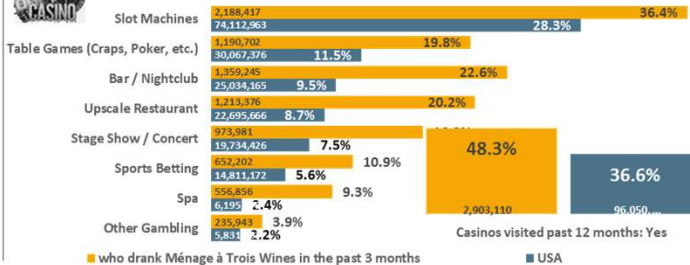
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who drank Ménage à Trois Wines in the past 3 months	USA
1,660,525	19.2%

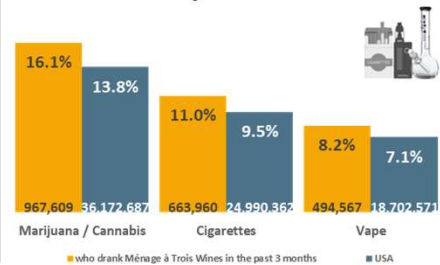
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



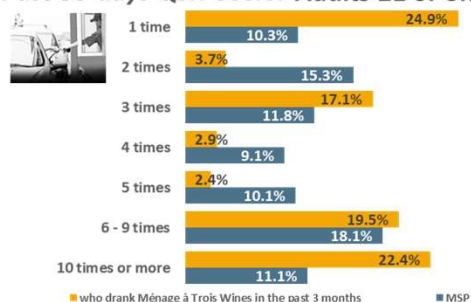
Used Past 30-days: Adults 21 or older





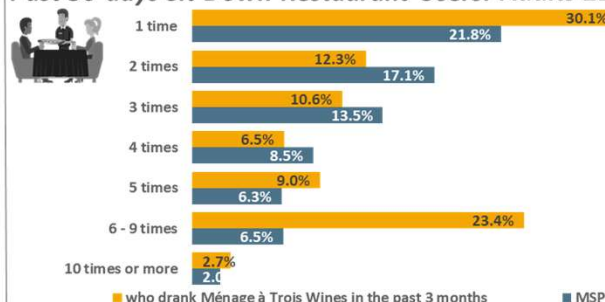
3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 8.3% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 8.4% more likely to use Casinos past yr., 298.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 93.0%
 105,748 (who drank Ménage à Trois Wines) vs 3,189,874 (MSP)
 Avg. Monthly QSR Meals: 6.3 (who drank Ménage à Trois Wines) vs 5.4 (MSP)

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



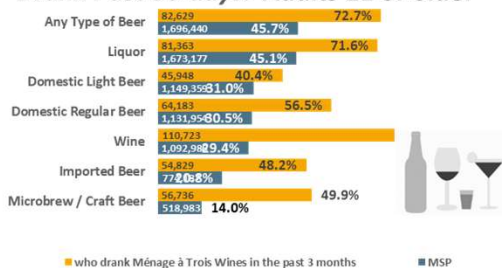
Total Monthly Sit-Down Restaurant Users: 94.6%
 107,603 (who drank Ménage à Trois Wines) vs 2,811,262 (MSP)
 Avg. Monthly Sit-Down Restaurant Meals: 4.0 (who drank Ménage à Trois Wines) vs 3.2 (MSP)

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 Ménage à Trois Wines in the past 3 months: 9,968 (8.8%)
 MSP: 452,451 (12.2%)

Drank Past 30-days: Adults 21 or older

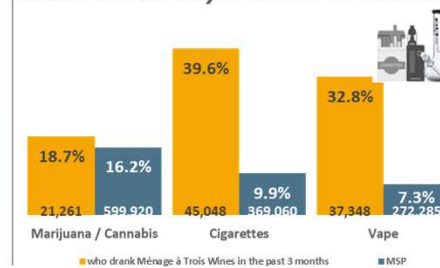


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
 50,013 (who drank Ménage à Trois Wines) vs 1,450,946 (MSP)

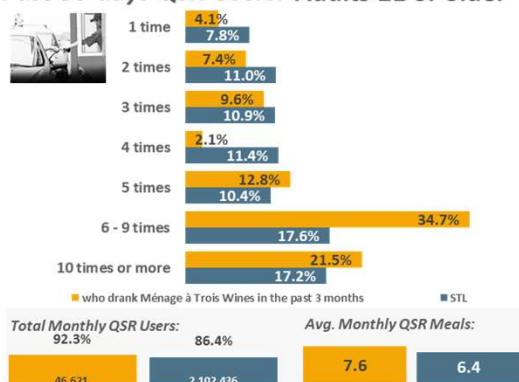
Used Past 30-days: Adults 21 or older



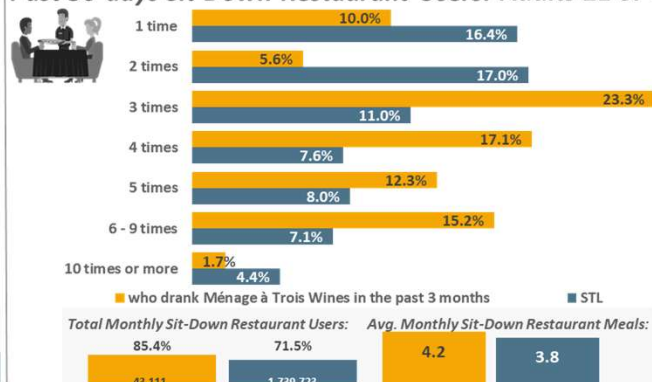


2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 6.8% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 29.% more likely to use Casinos past yr., 3.9% less likely to smoke cigarettes.

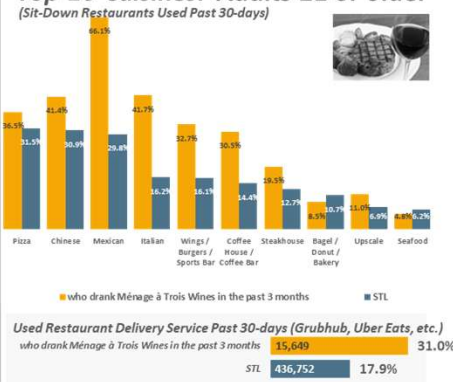
Past 30-days QSR Users: Adults 21 or older



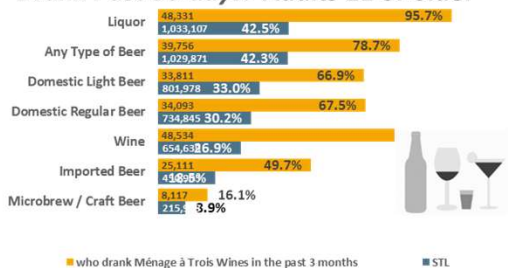
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Top-10 Cuisines: Adults 21 or older



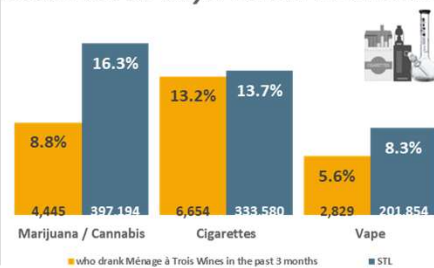
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



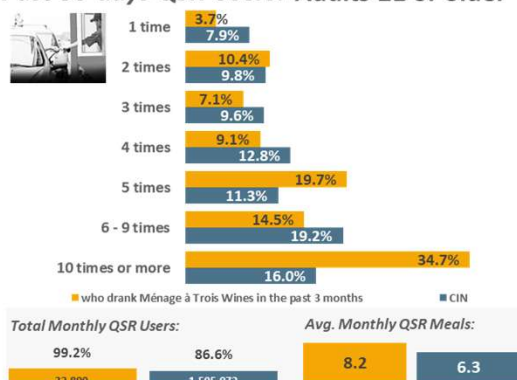
Used Past 30-days: Adults 21 or older



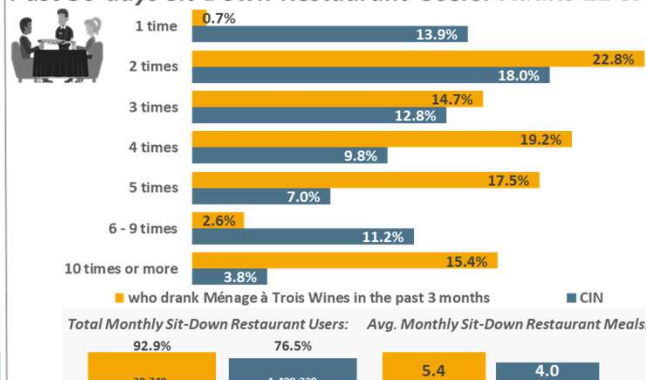


1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 14.5% more likely to use QSRs past mo., 21.5% more likely to use Sit-Down Restaurants past mo., 61.7% more likely to use Casinos past yr., 47.1% less likely to smoke cigarettes.

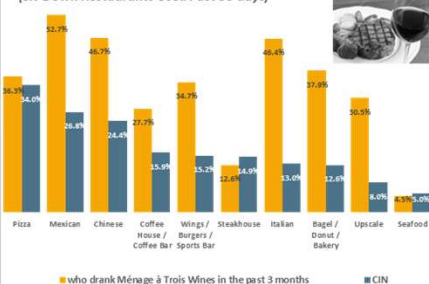
Past 30-days QSR Users: Adults 21 or older



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

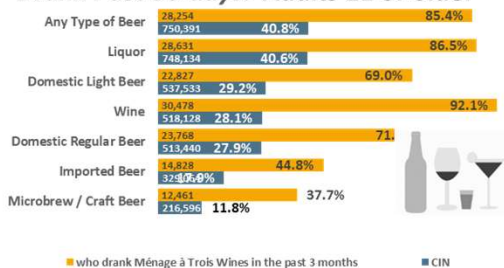


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

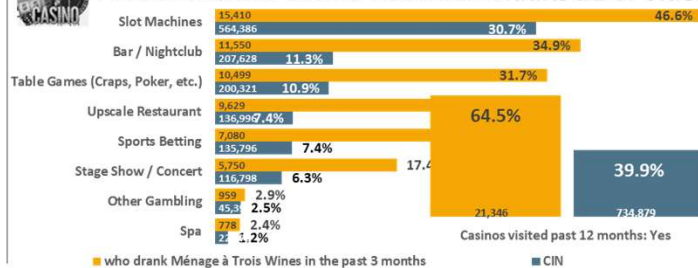


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who drank Ménage à Trois Wines in the past 3 months: 35.0% (11,579)
 CIN: 18.9% (348,216)

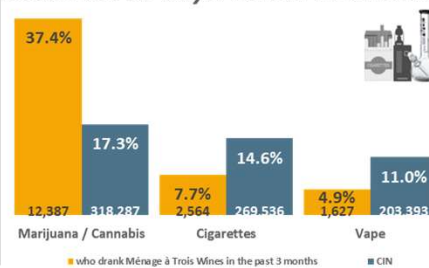
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



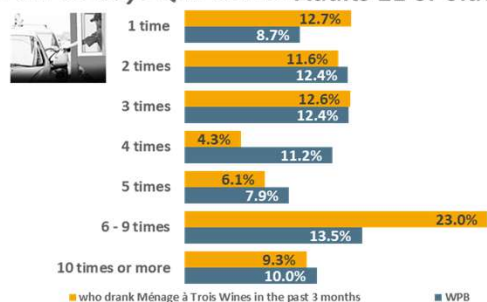
Used Past 30-days: Adults 21 or older



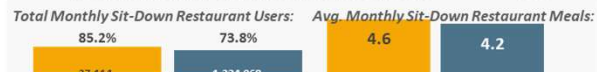
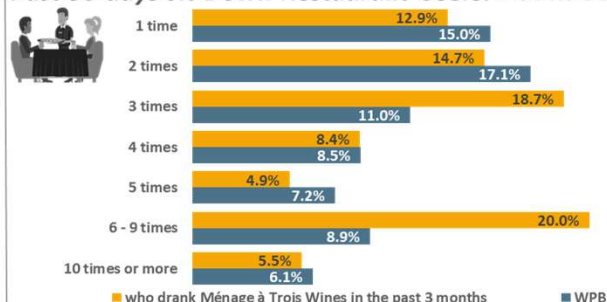


2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 4.5% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 66.% more likely to use Casinos past yr., 20.9% less likely to smoke cigarettes.

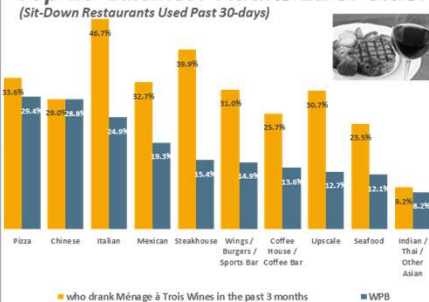
Past 30-days QSR Users: Adults 21 or older



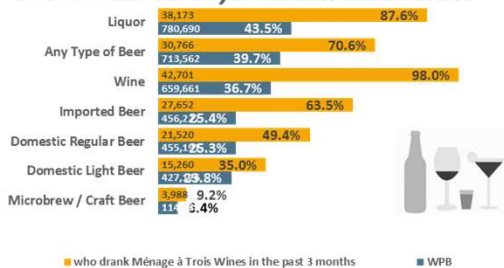
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



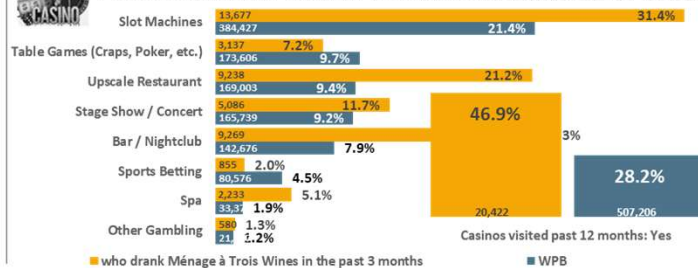
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



Drank Past 30-days: Adults 21 or older

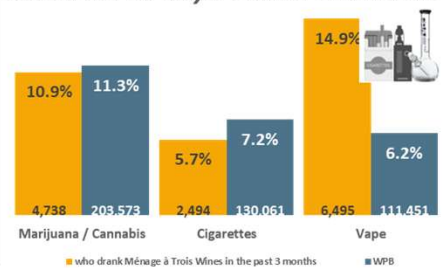


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes

Used Past 30-days: Adults 21 or older

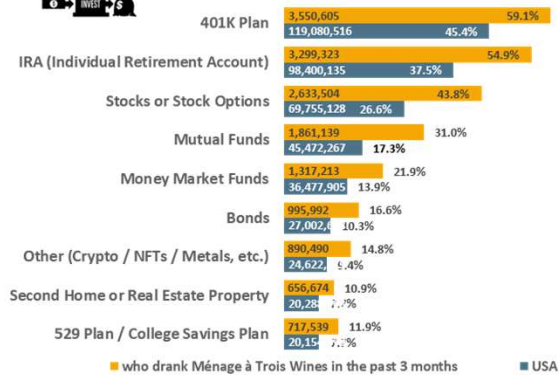




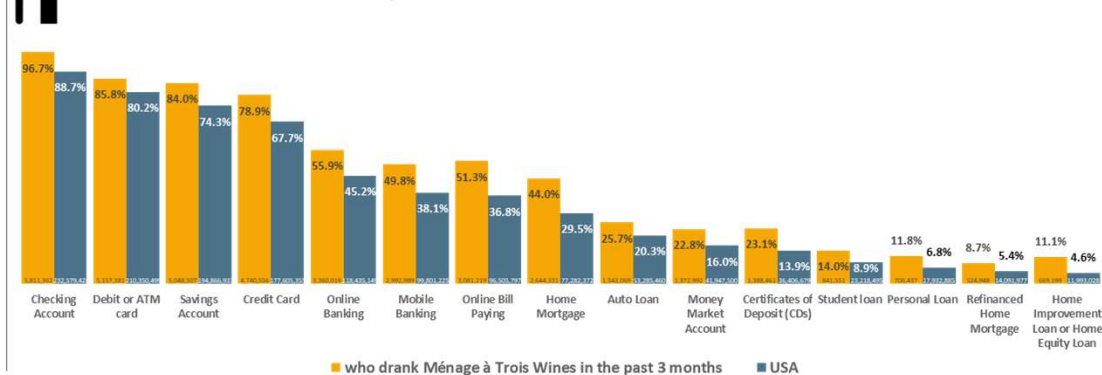
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 30.1% more likely to have a 401K, 26.2% more likely to have an Auto Loan, 70.8% more likely to Invest/Trade Stocks Online, 4.9% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



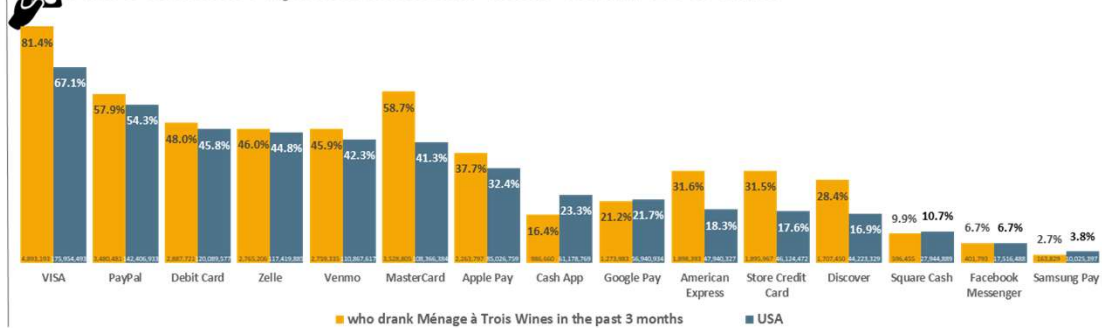
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

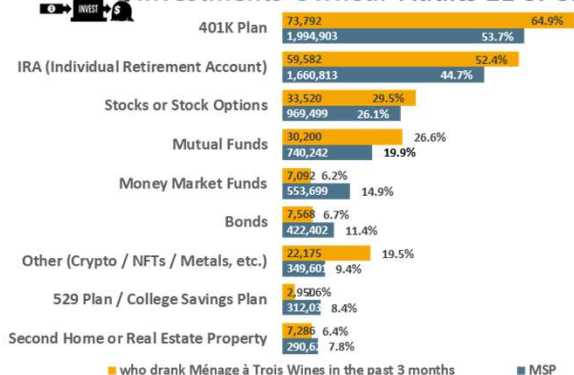




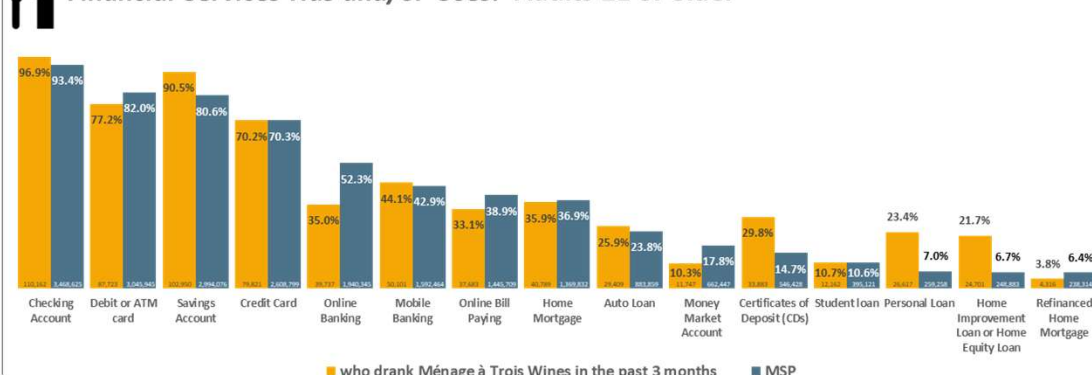
3.1% or 113,696 of MSP DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 20.8% more likely to have a 401K, 8.7% more likely to have an Auto Loan, 89.6% more likely to Invest/Trade Stocks Online, 22.8% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



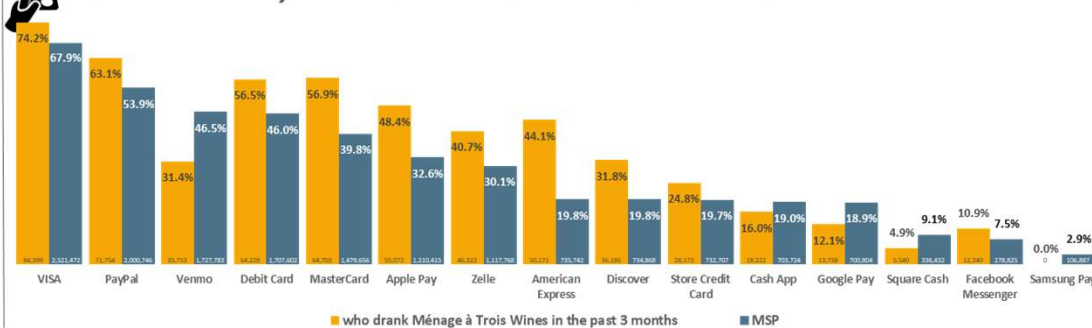
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





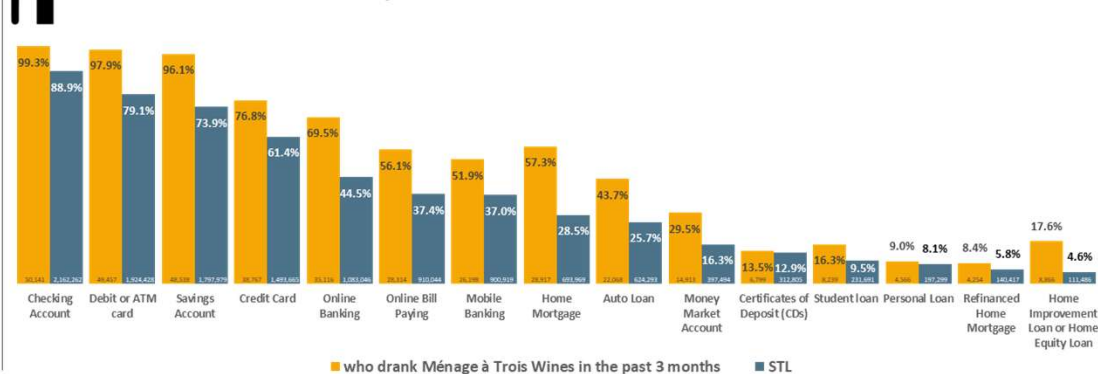
2.1% or 50,508 of STL DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 62.2% more likely to have a 401K, 70.3% more likely to have an Auto Loan, 83.% more likely to Invest/Trade Stocks Online, 19.4% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



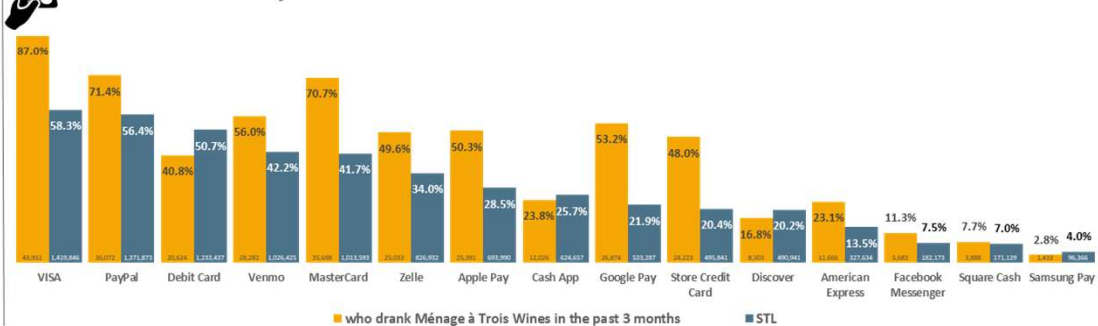
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





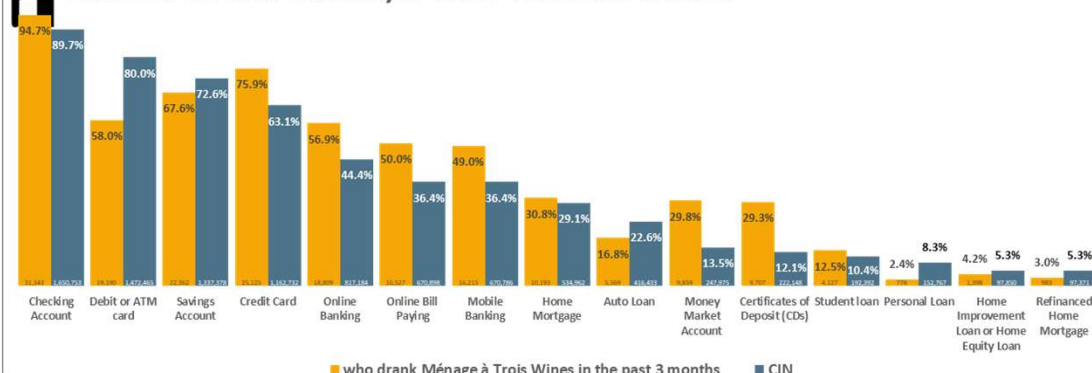
1.8% or 33,084 of CIN DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 20.% more likely to have a 401K, 25.6% less likely to have an Auto Loan, 160.9% more likely to Invest/Trade Stocks Online, 14.3% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



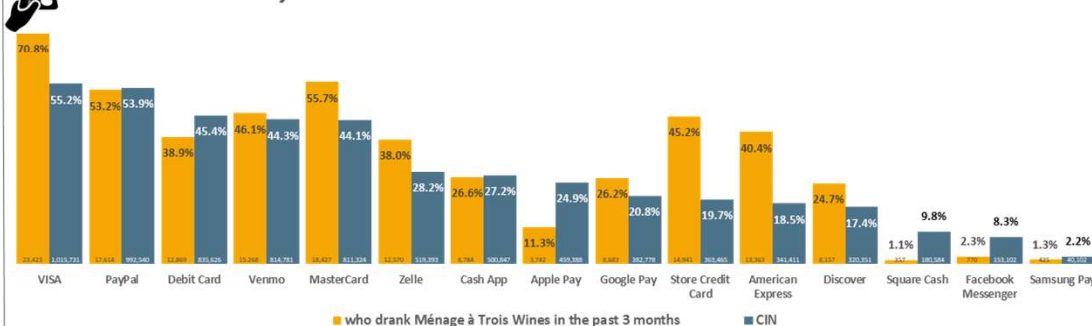
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

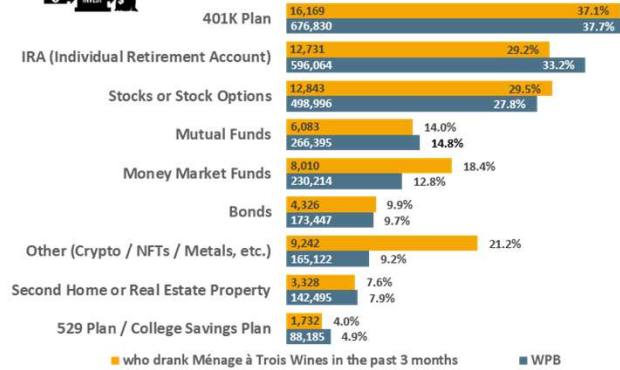




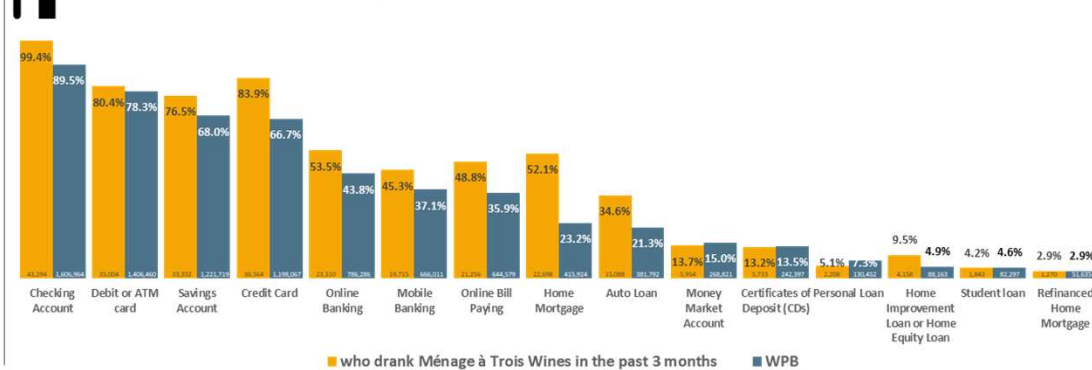
2.4% or 43,556 of WPB DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 1.5% less likely to have a 401K, 62.9% more likely to have an Auto Loan, 38.1% less likely to Invest/Trade Stocks Online, 25.3% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



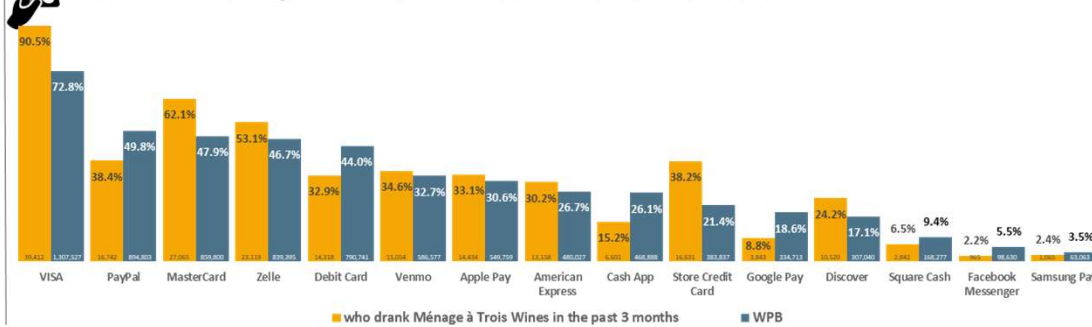
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

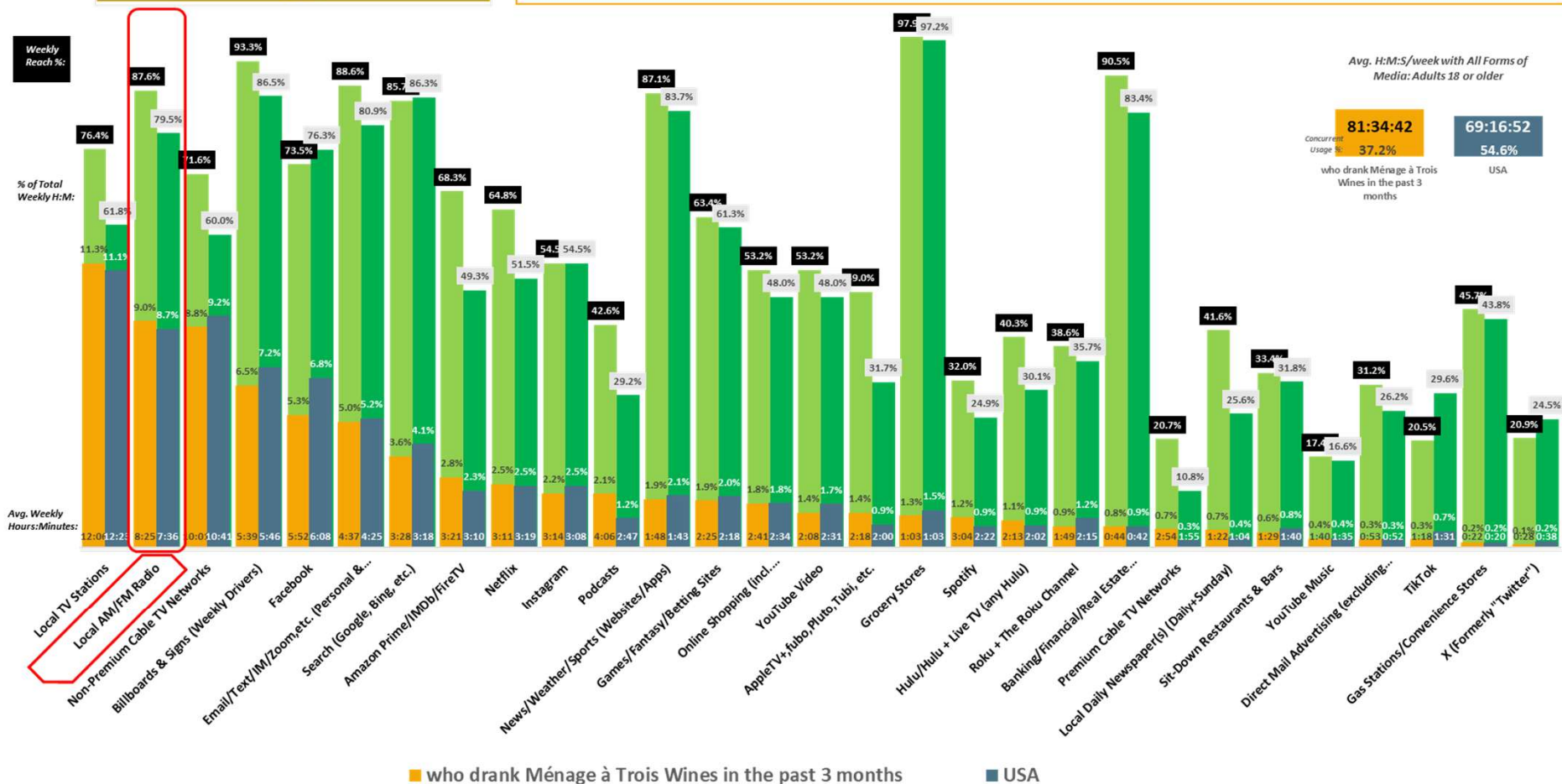


Past 3-Months Payment Methods Used: Adults 21 or older



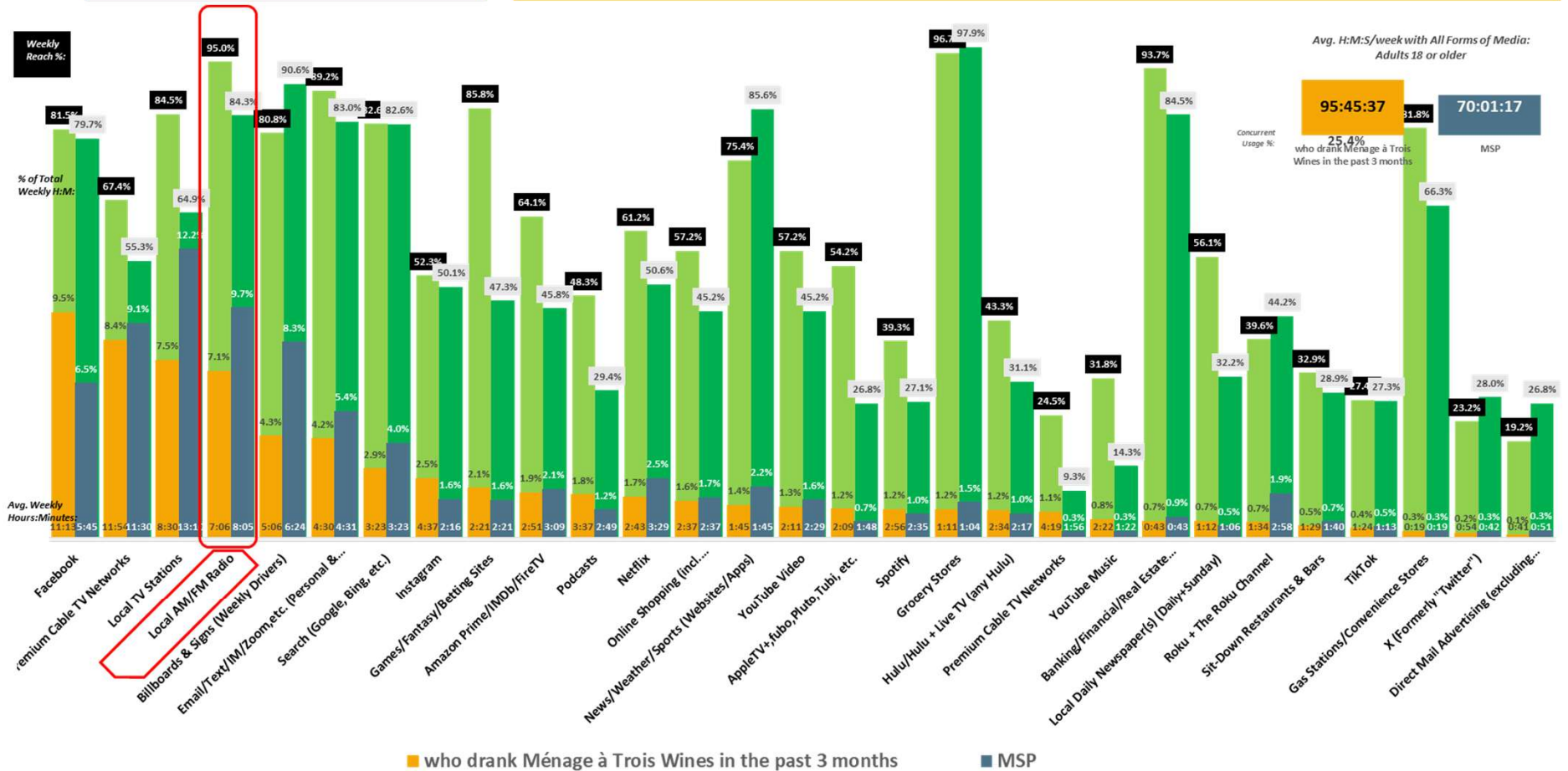


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 9 hours, 34 minutes and 42 seconds each week with All Forms of Media.
 87.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



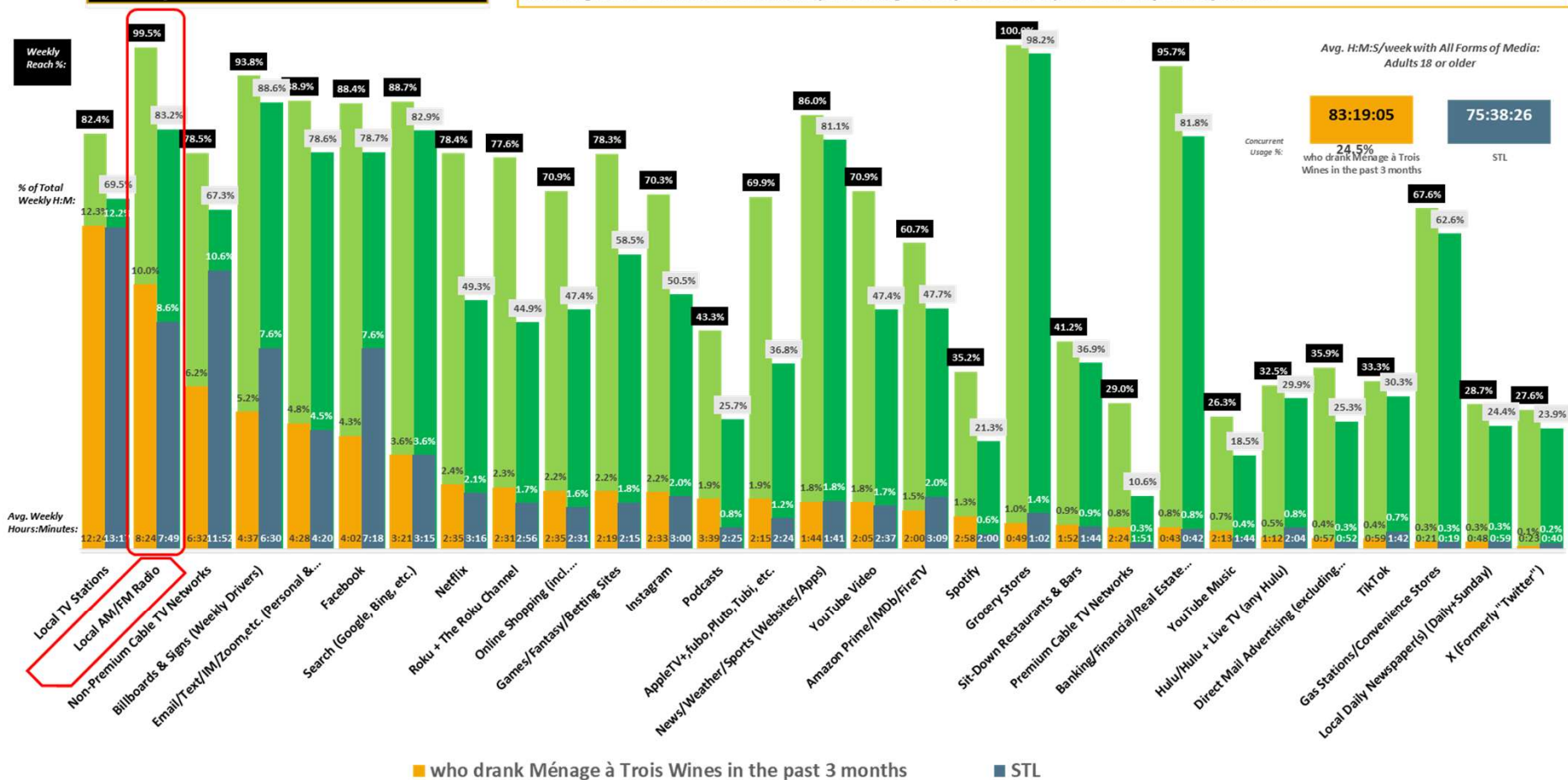


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 23 hours, 45 minutes and 37 seconds each week with All Forms of Media.
 95.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



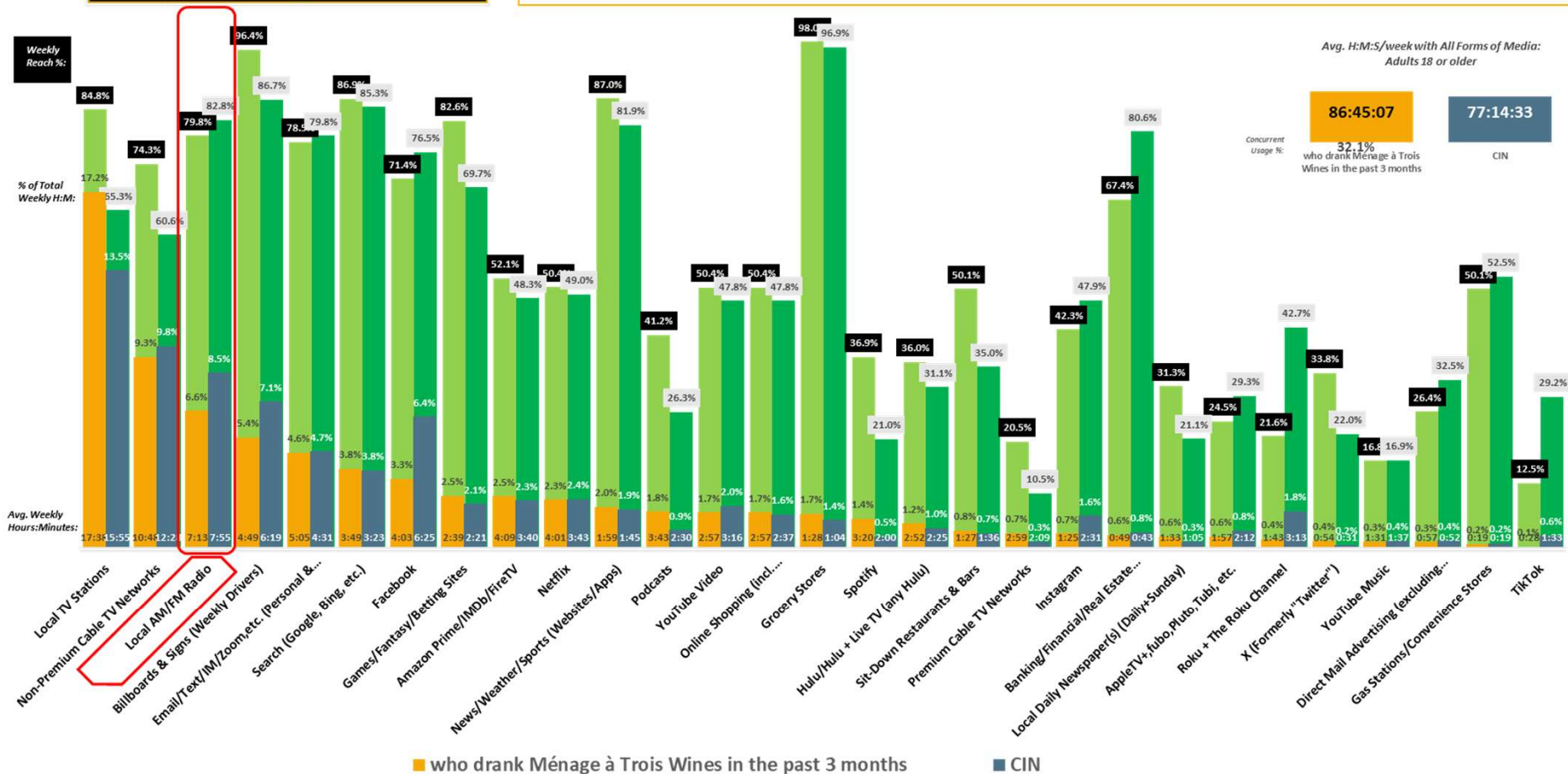


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 11 hours, 19 minutes and 5 seconds each week with All Forms of Media.
 99.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



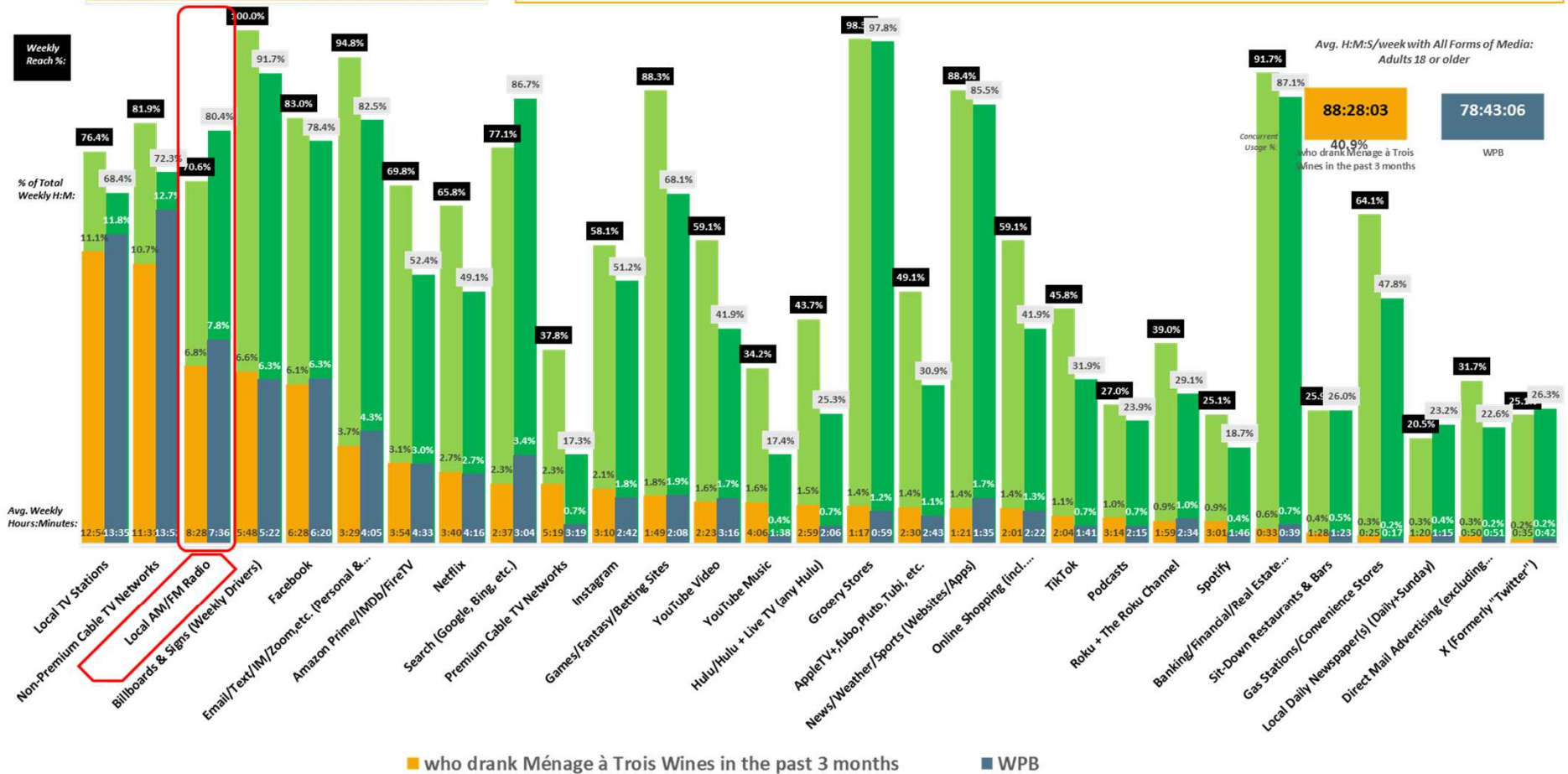


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 14 hours, 45 minutes and 7 seconds each week with All Forms of Media.
 79.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



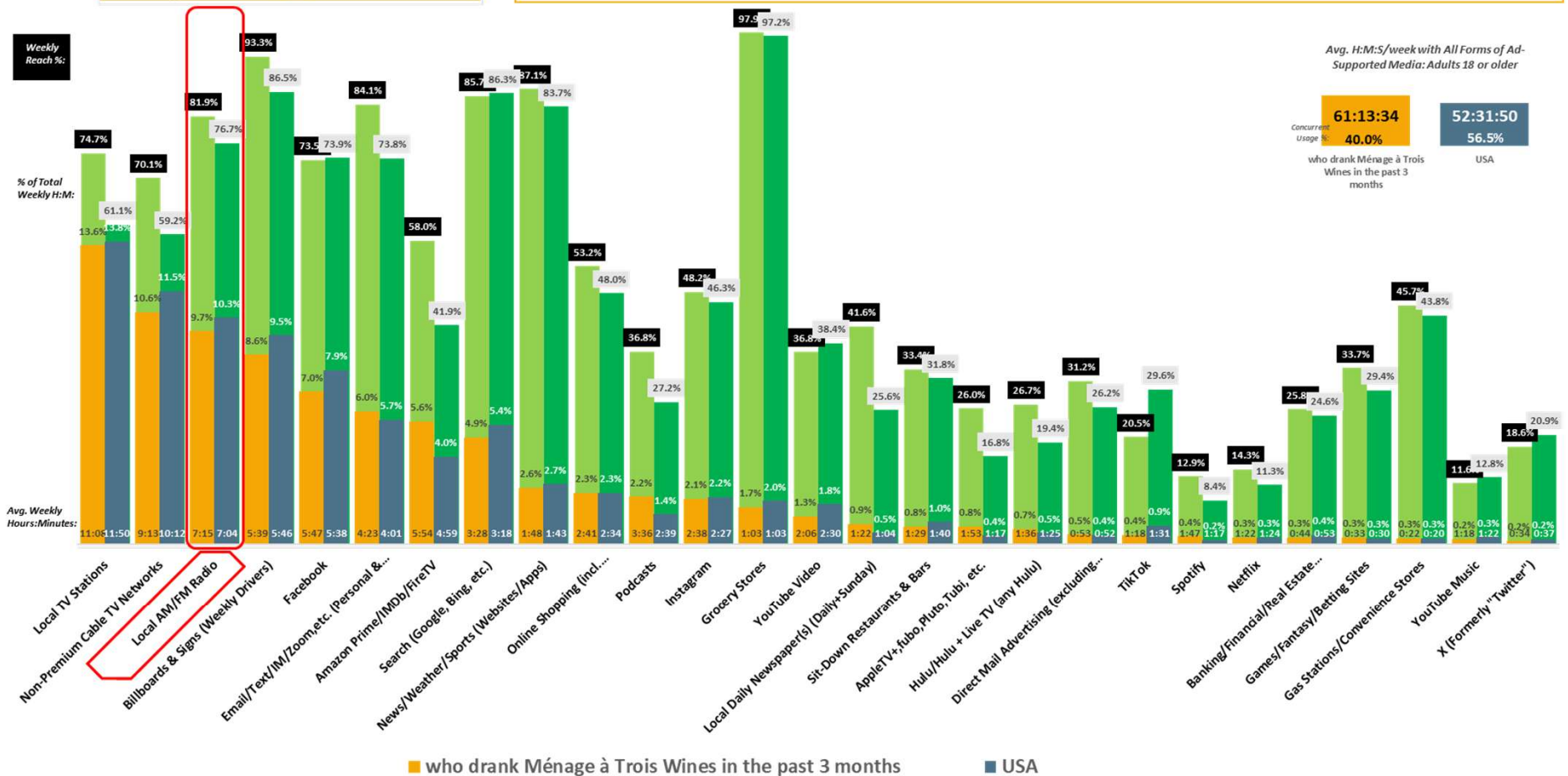


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 16 hours, 28 minutes and 3 seconds each week with All Forms of Media.
 70.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.





Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 13 hours, 13 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



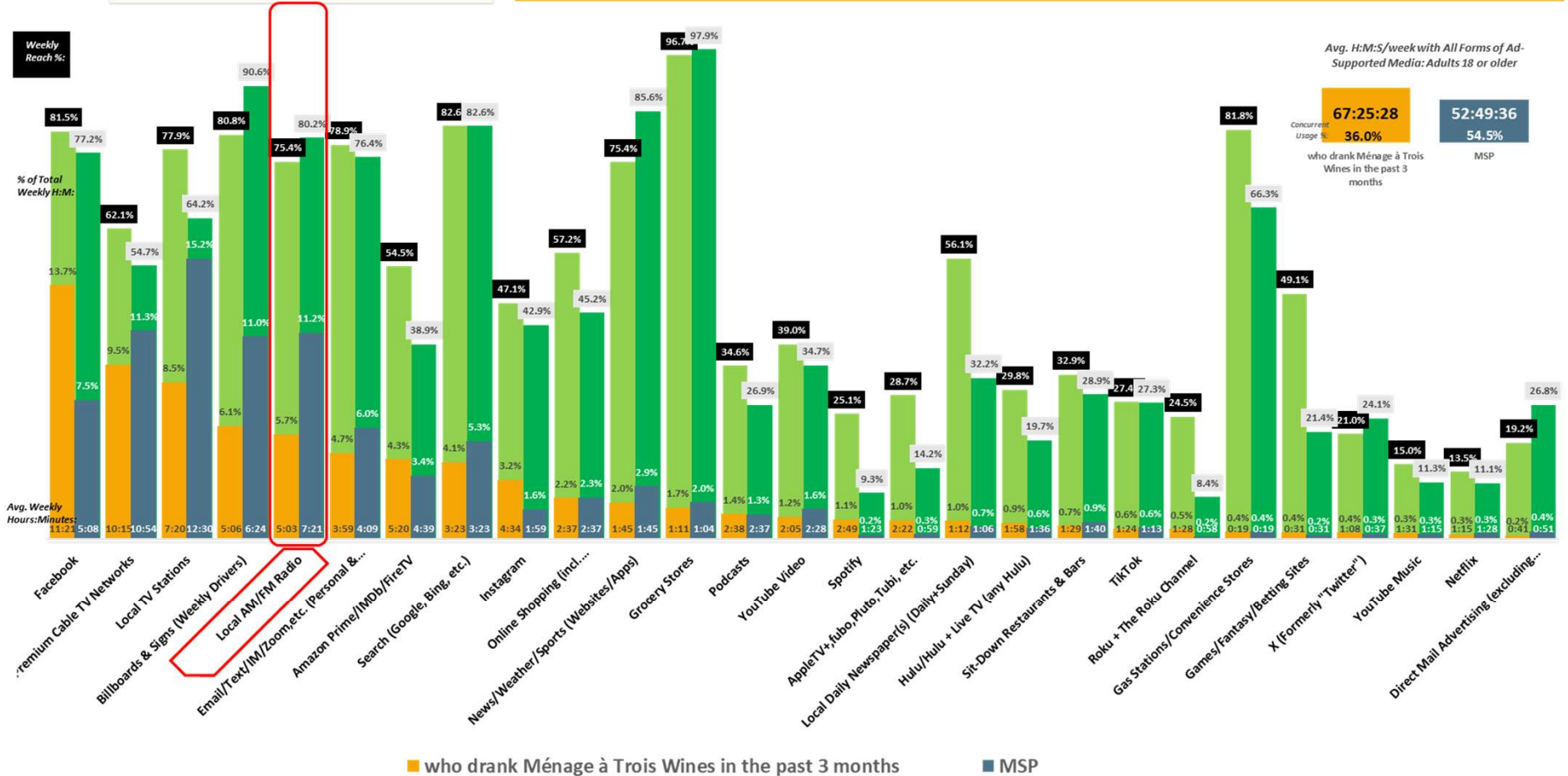
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %
 61:13:34
 40.0%
 who drank Ménage à Trois Wines in the past 3 months
 52:31:50
 56.5%
 USA



Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 19 hours, 25 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 5 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.7% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage: 67:25:28
 who drank Ménage à Trois Wines in the past 3 months
 MSP: 52:49:36
 36.0%
 54.5%

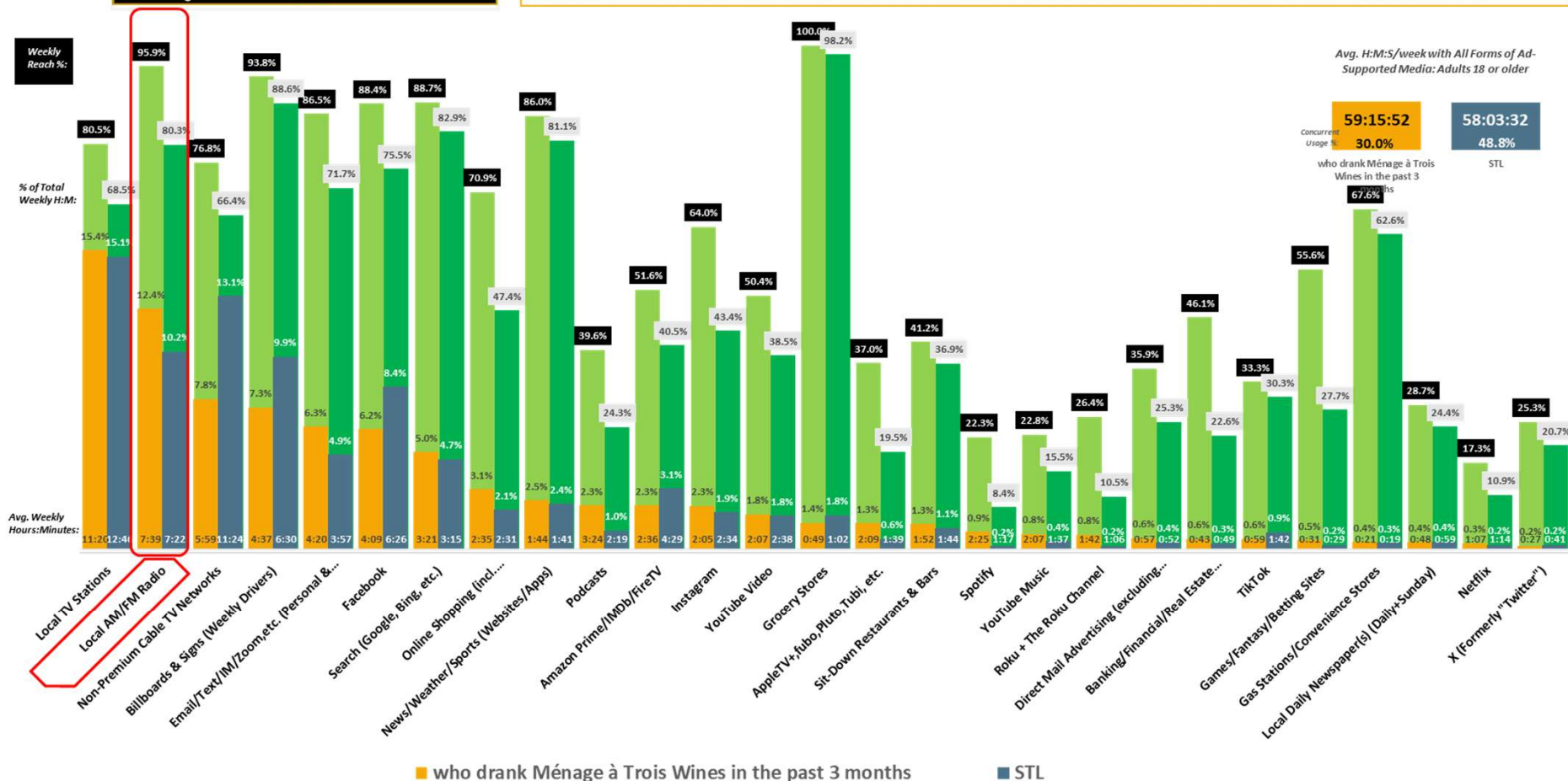


Share of Everything for Anything

Wine (brands) bought past 3 months: Ménage à Trois



Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 11 hours, 15 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 95.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.

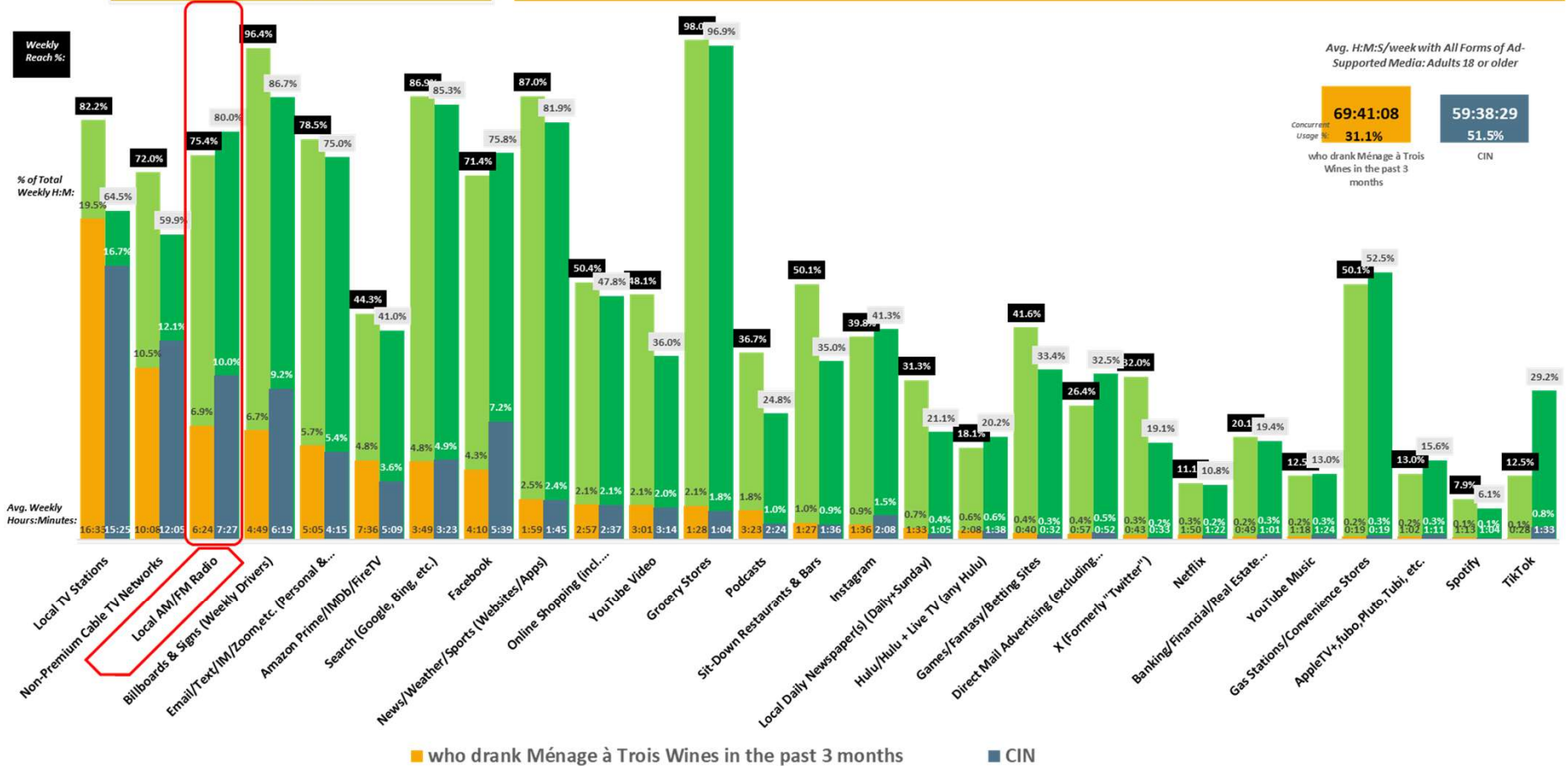


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
 Concurrent Usage: 59:15:52 (30.0%)
 STL: 58:03:32 (48.8%)



Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 21 hours, 41 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

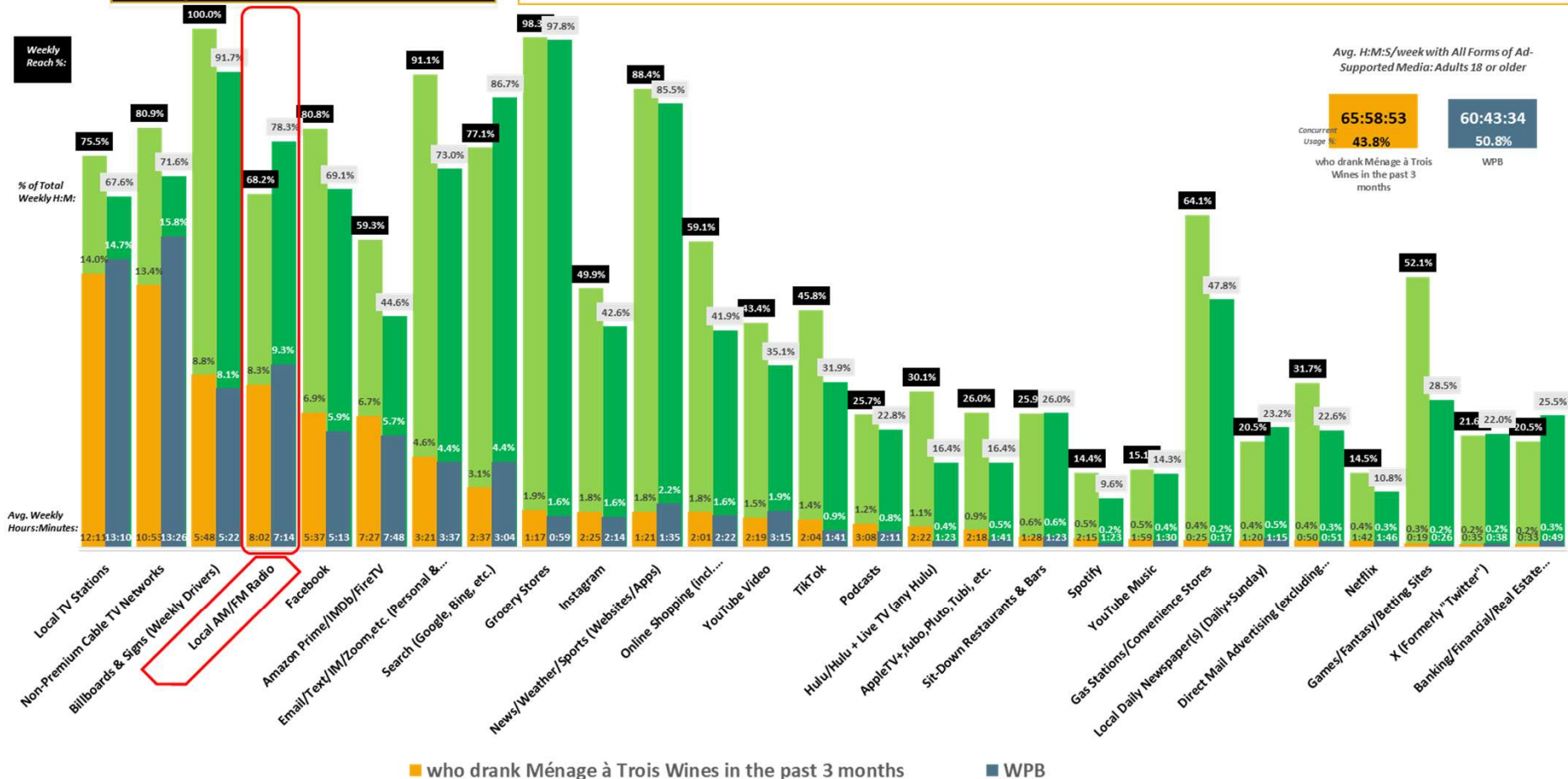
75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 6 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.9% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 17 hours, 58 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

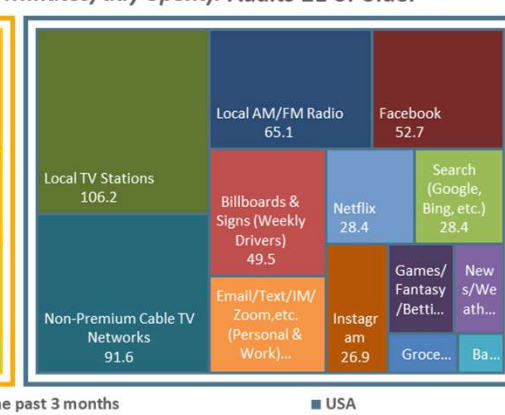
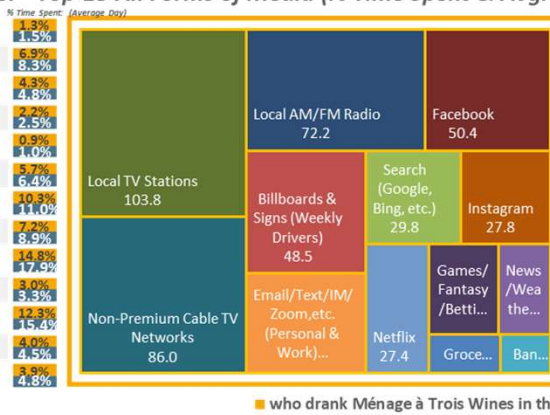
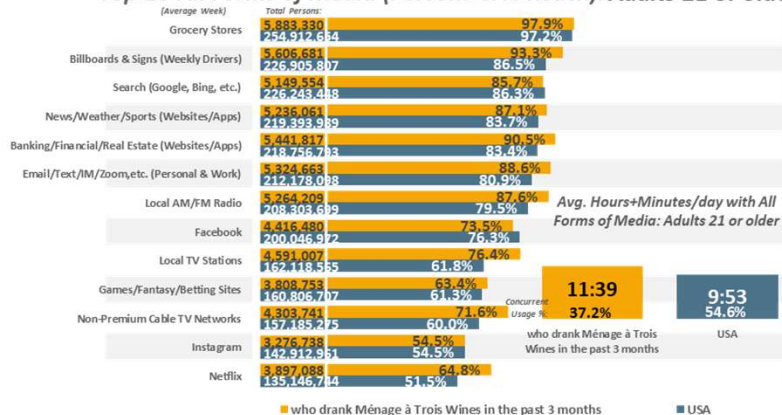
68.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.



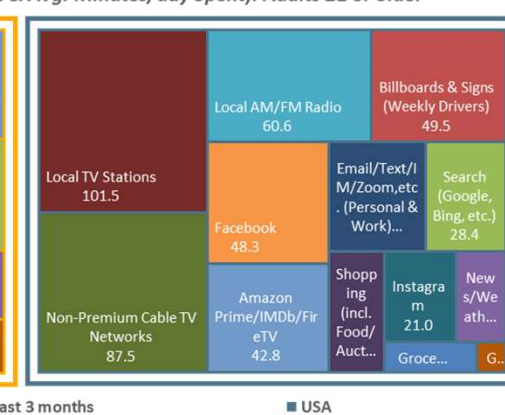
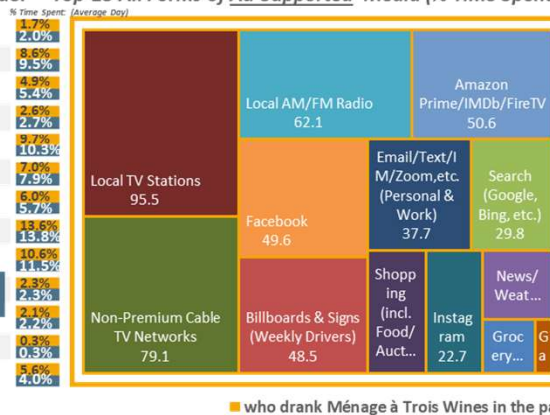
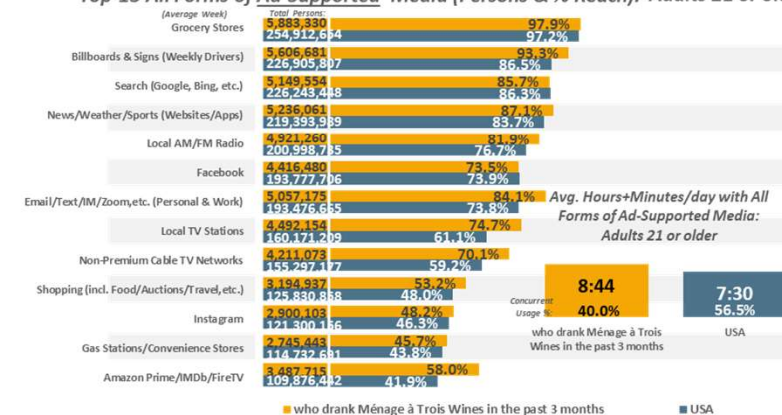


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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**



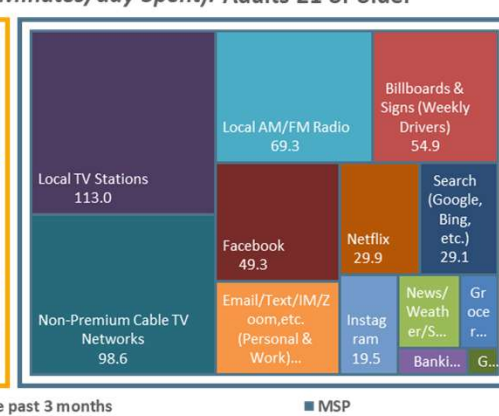
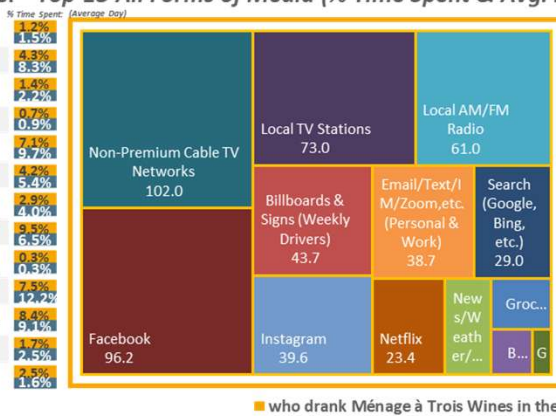
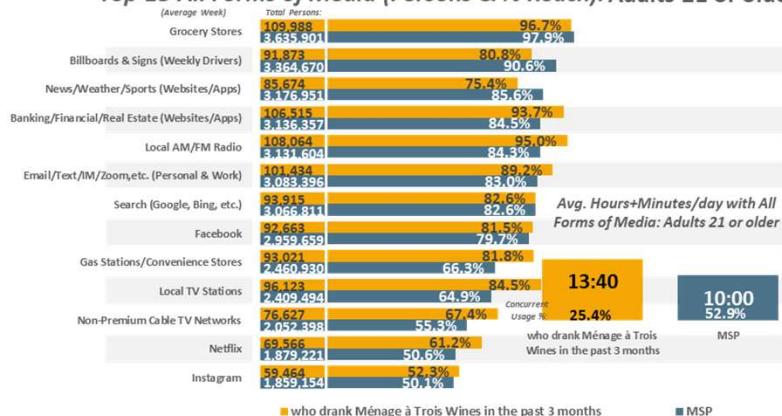
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



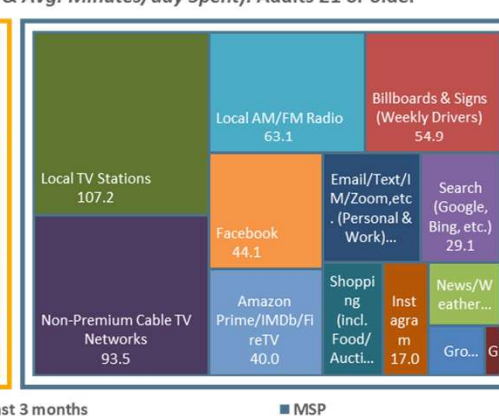
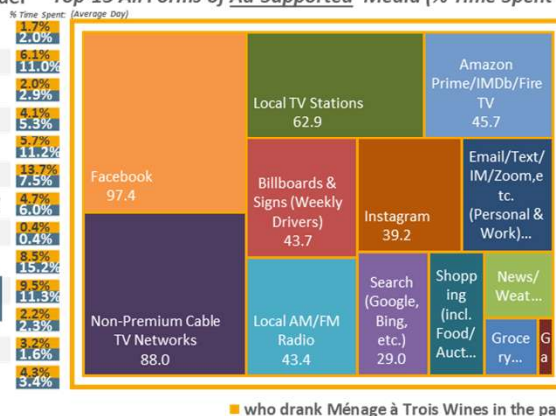
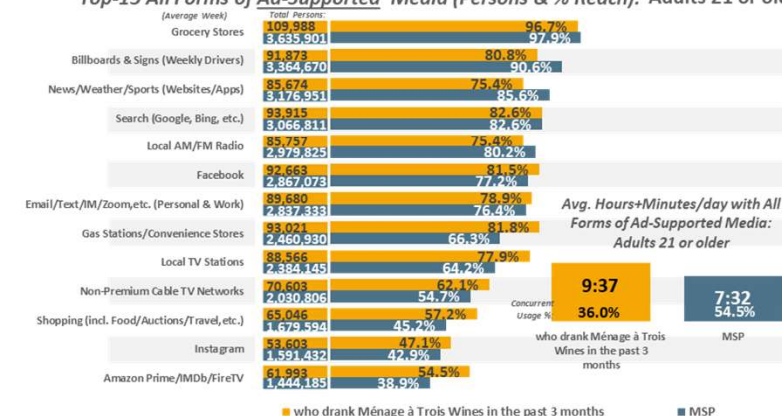


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 9 hours and 37 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 43.4 minutes/day. (Local Radio delivers 5.7% of Time with Ad-Supported Media.)

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



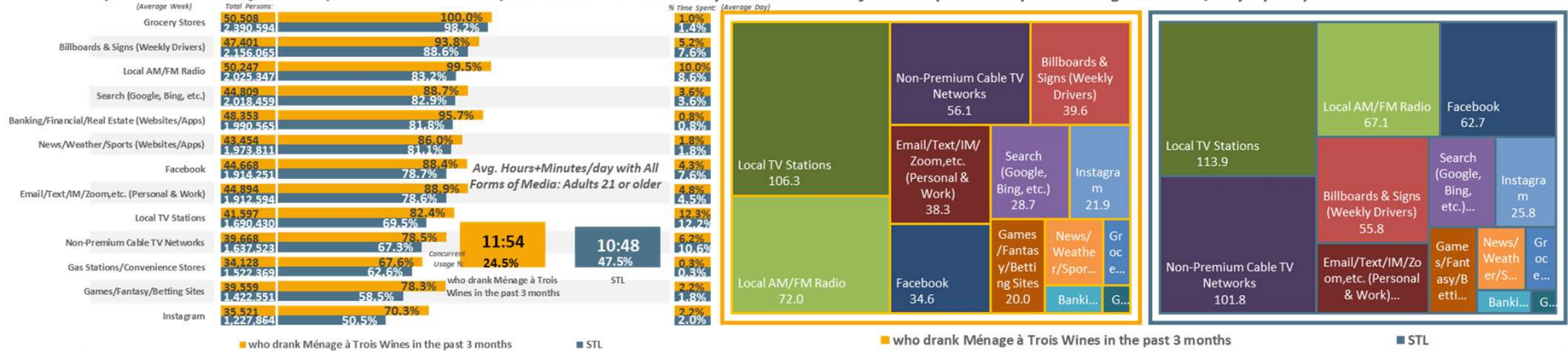
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



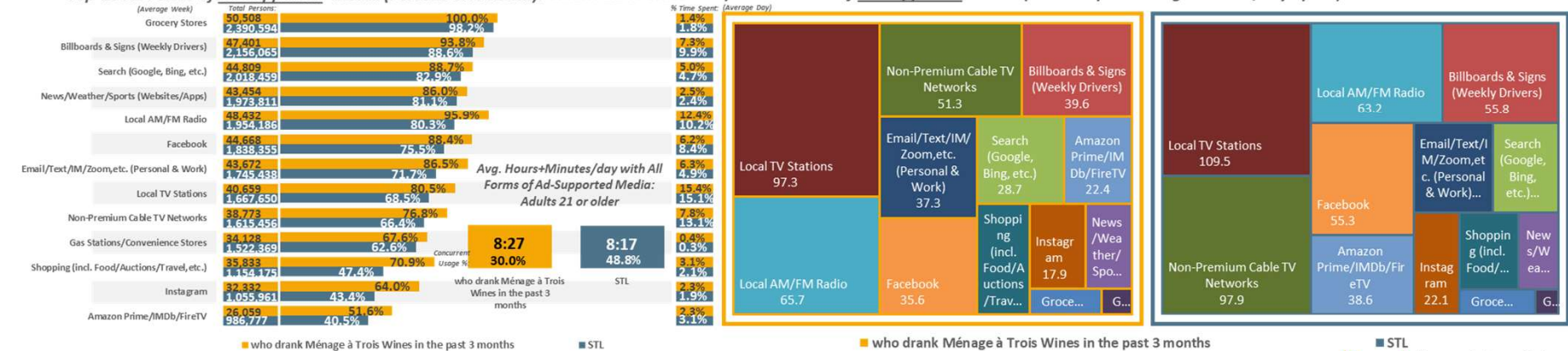


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 95.9% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 51
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Wine (brands) bought past 3 months: Ménage à Trois



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**

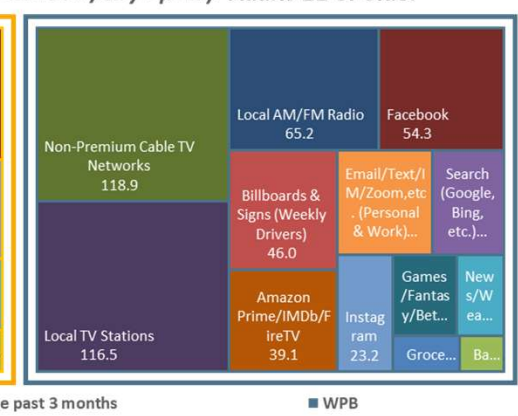
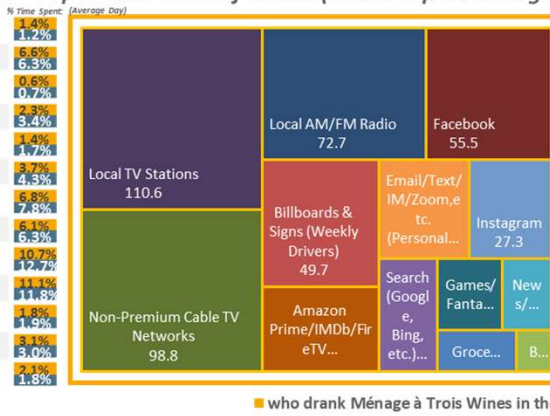
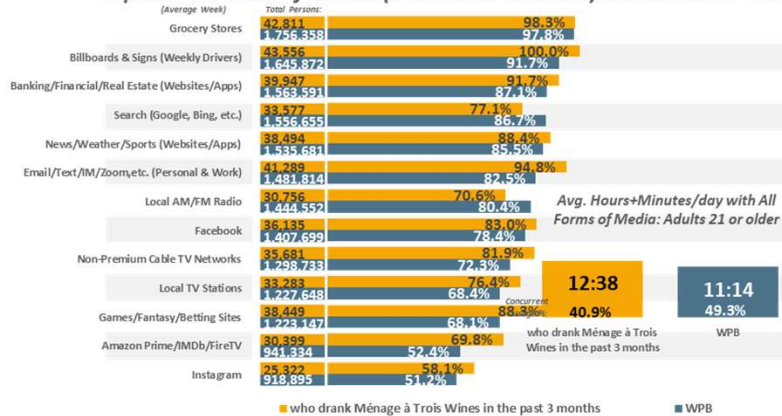


Wine (brands) bought past 3 months: *Ménage à Trois*

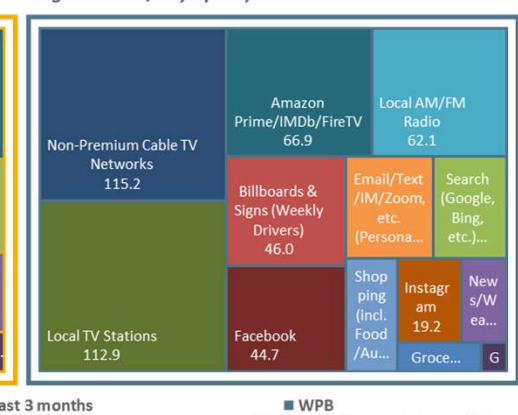
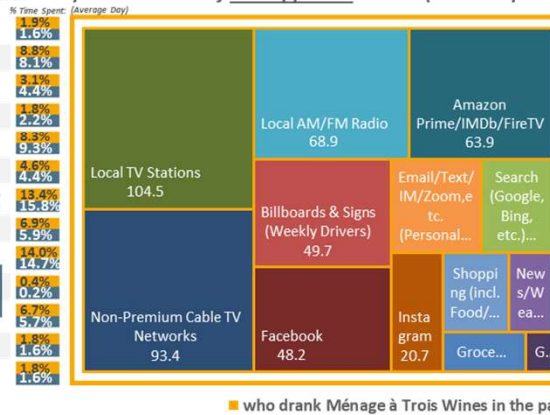
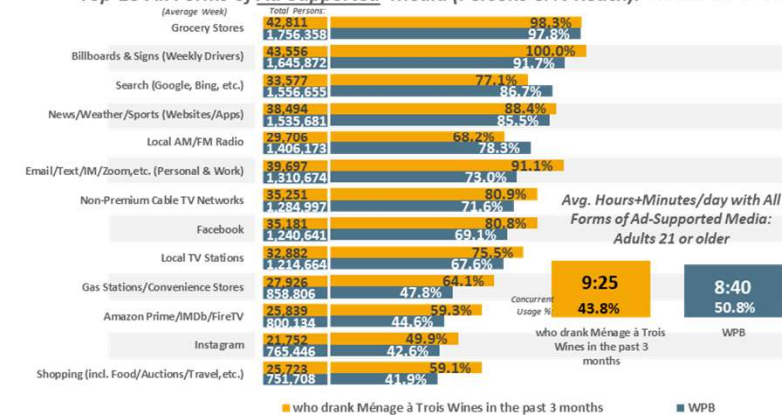


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 9 hours and 25 minutes each day with All Forms of Ad-Supported Media. 68.2% listen to Local AM/FM Radio for an avg. of 68.9 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R2 2025: Aug 24-Jun 25 Qual Intab 70
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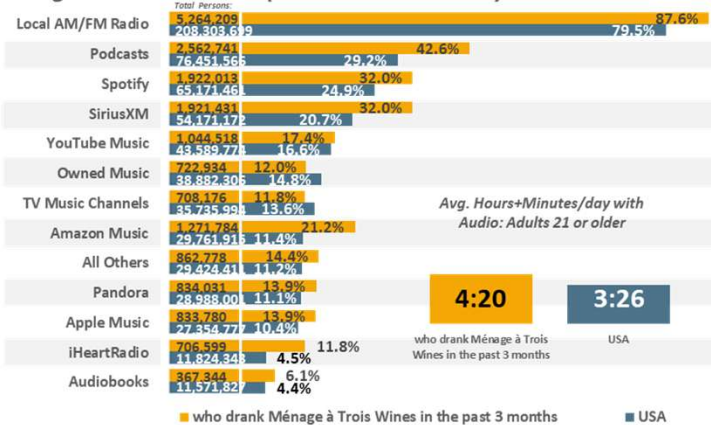
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Wine (brands) bought past 3 months: Ménage à Trois

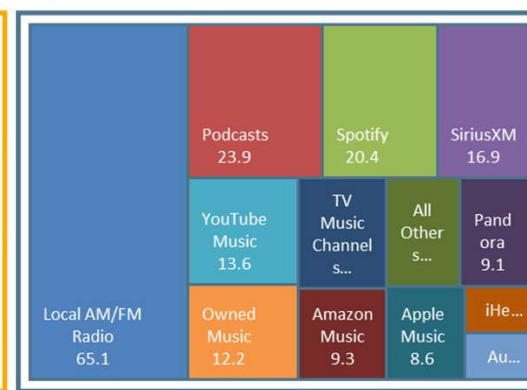
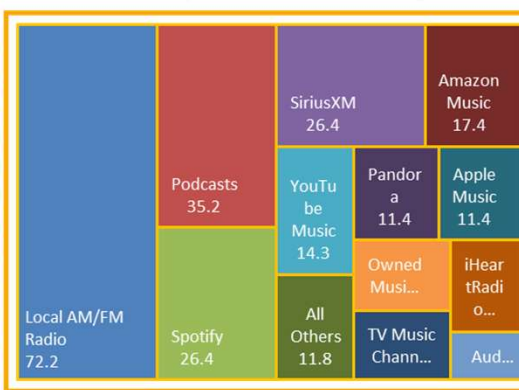


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

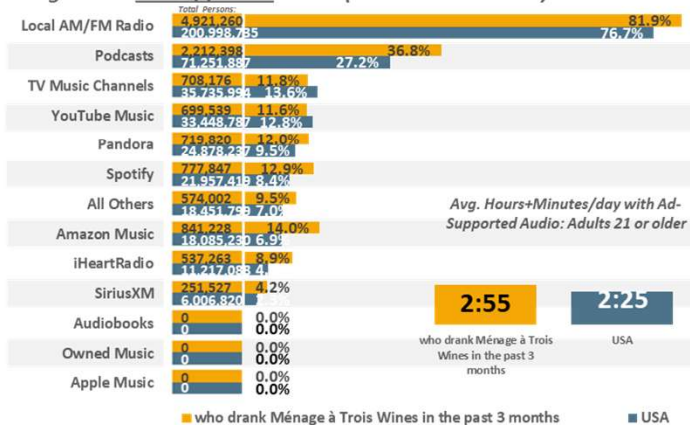
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



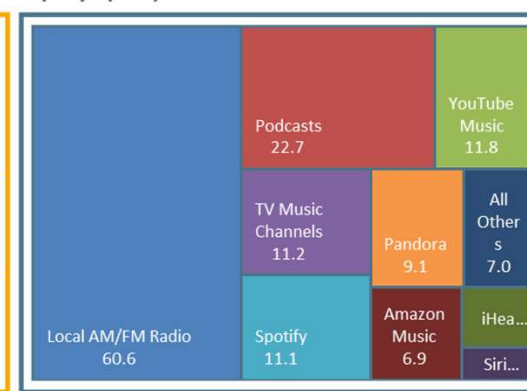
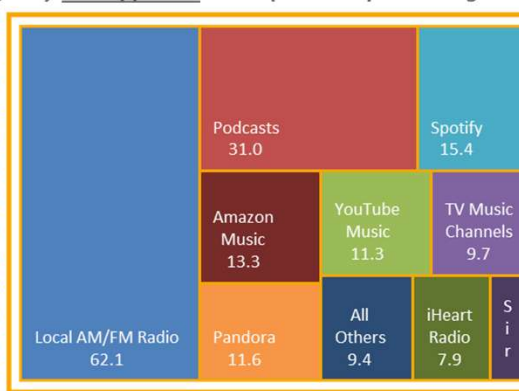
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



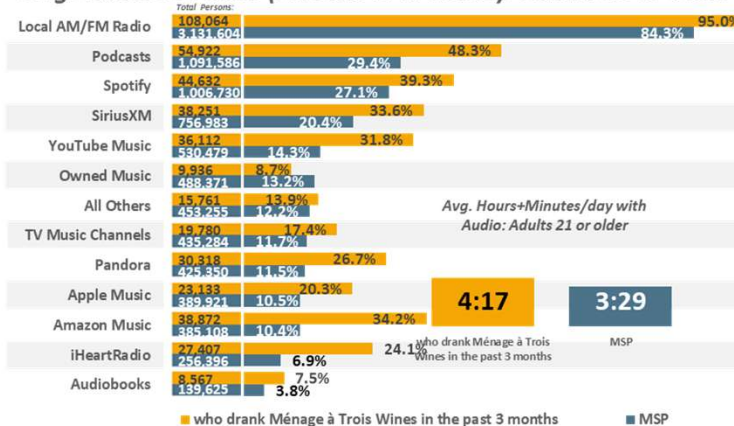
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



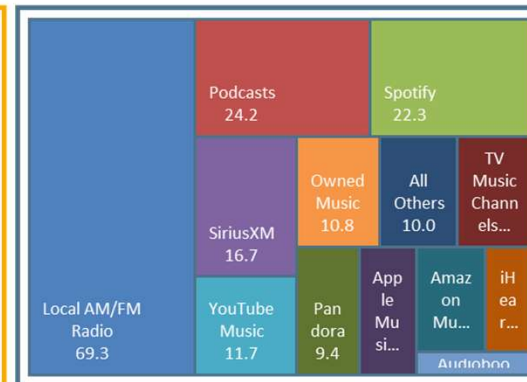
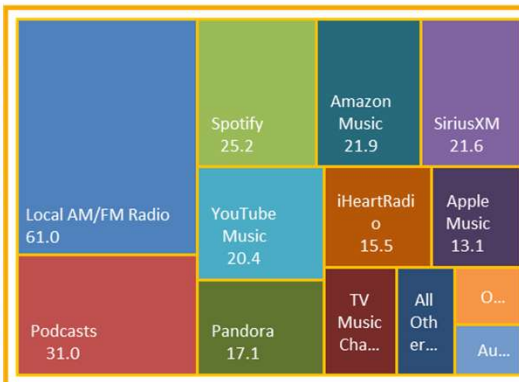


85,757 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 43.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Audio.

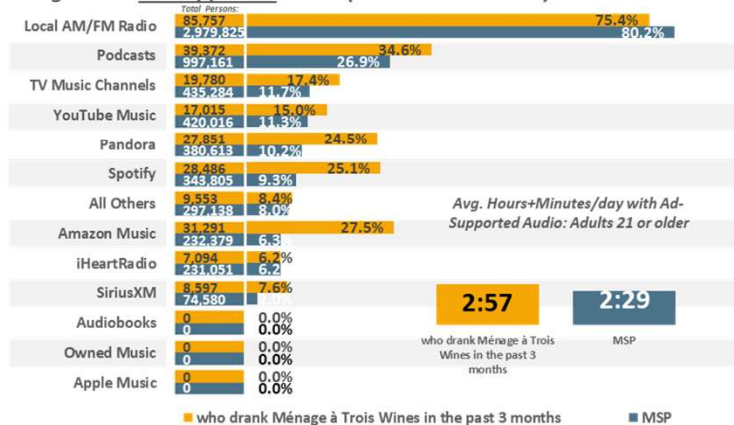
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



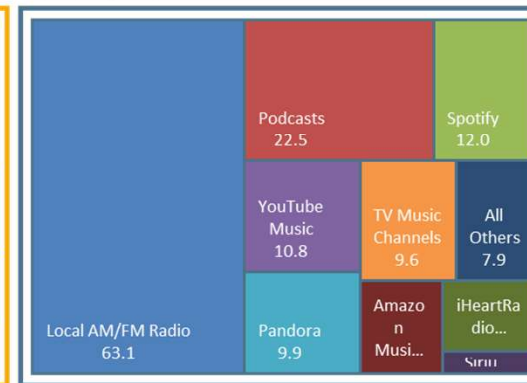
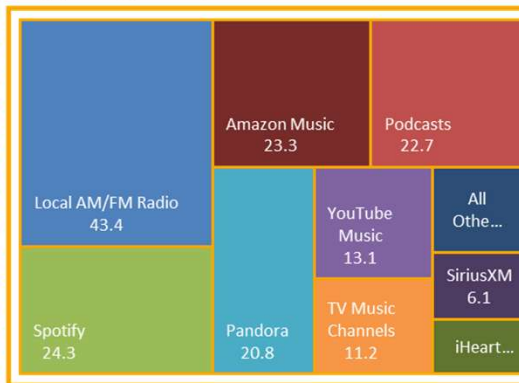
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



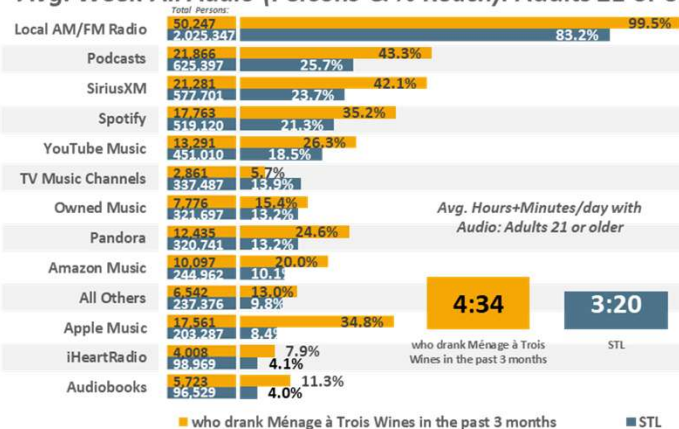
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



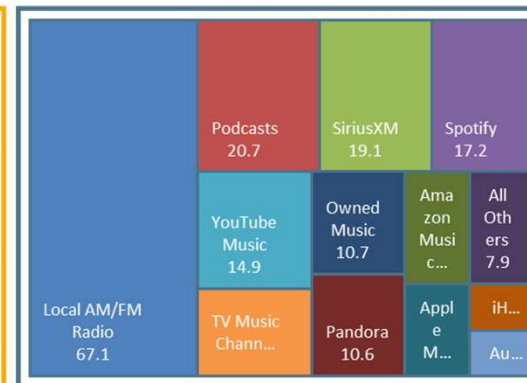
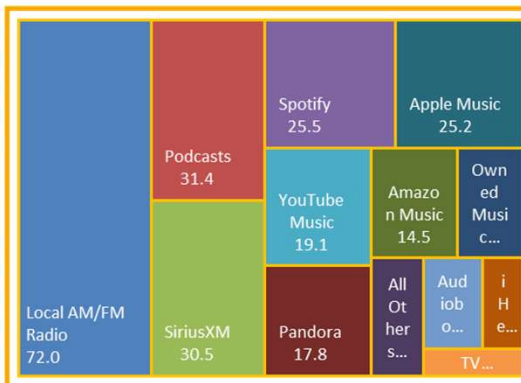


48,432 or 95.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

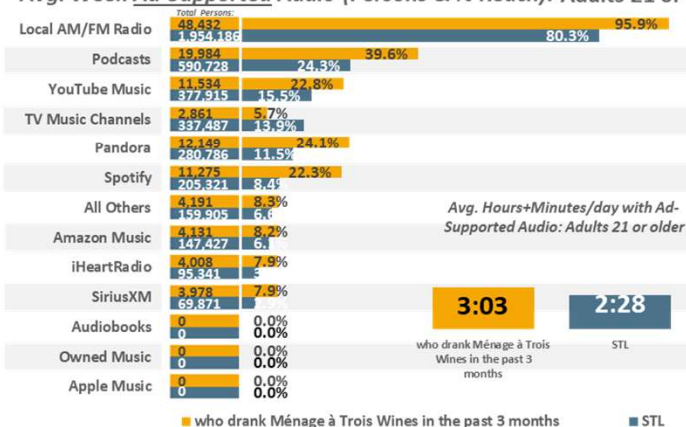
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



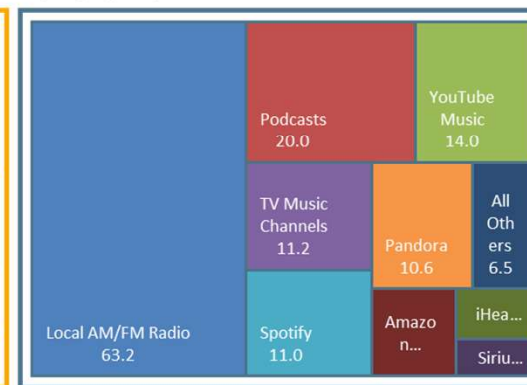
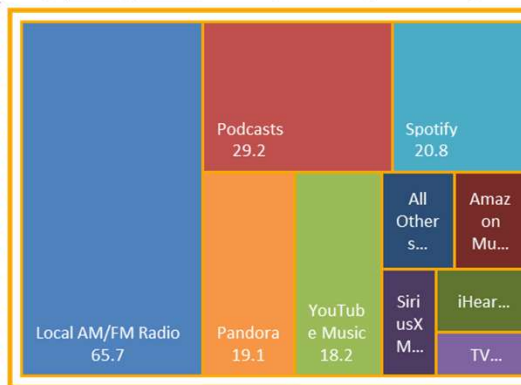
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



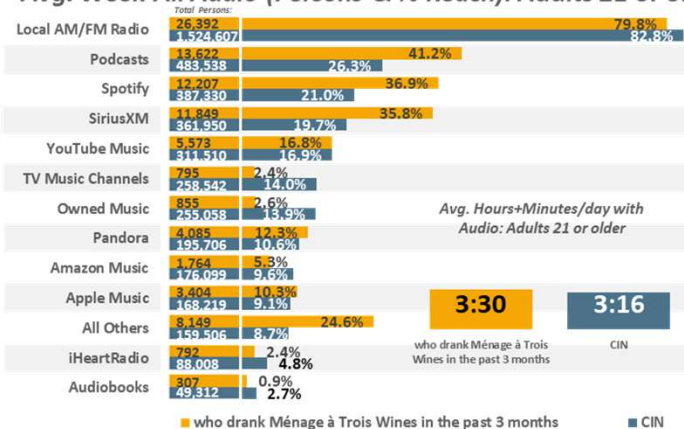
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



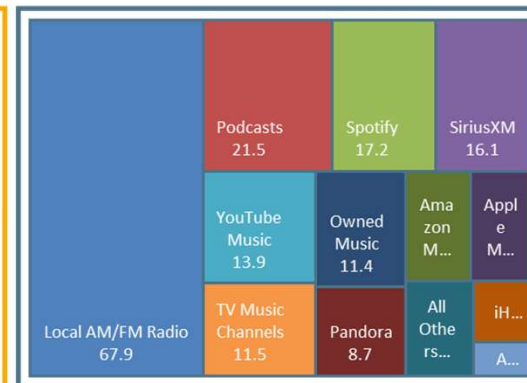
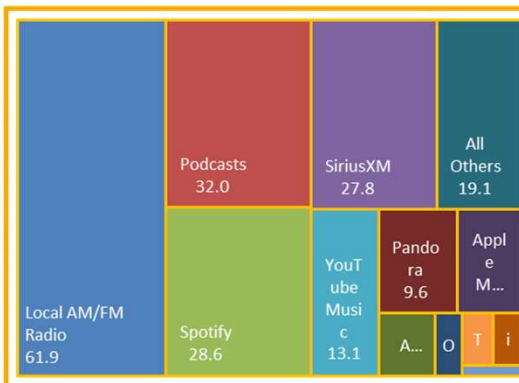


24,945 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

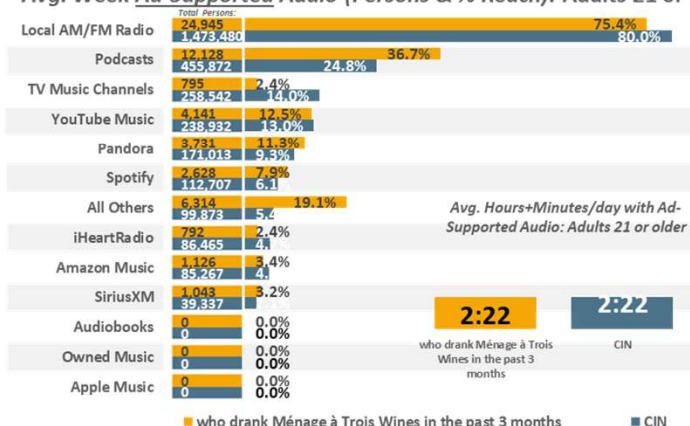
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



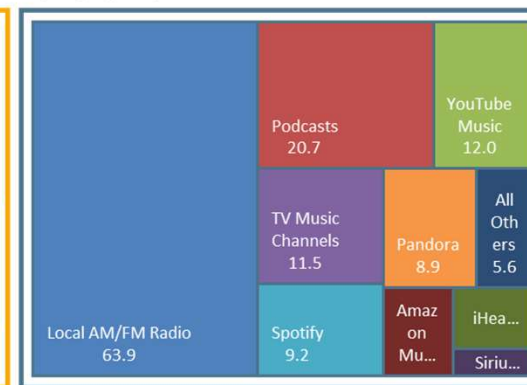
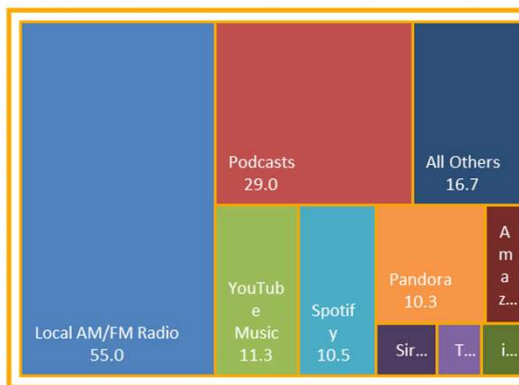
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



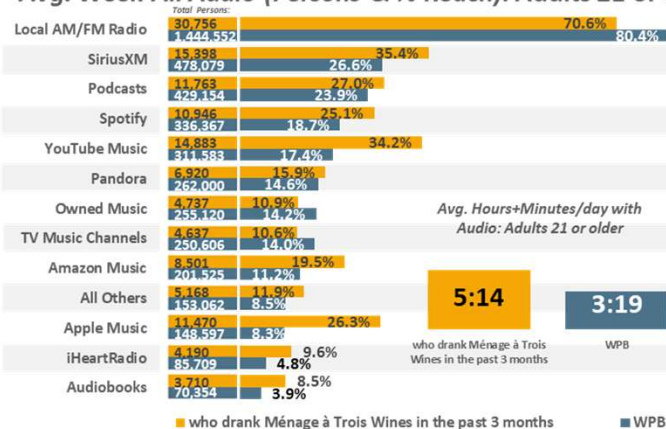
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



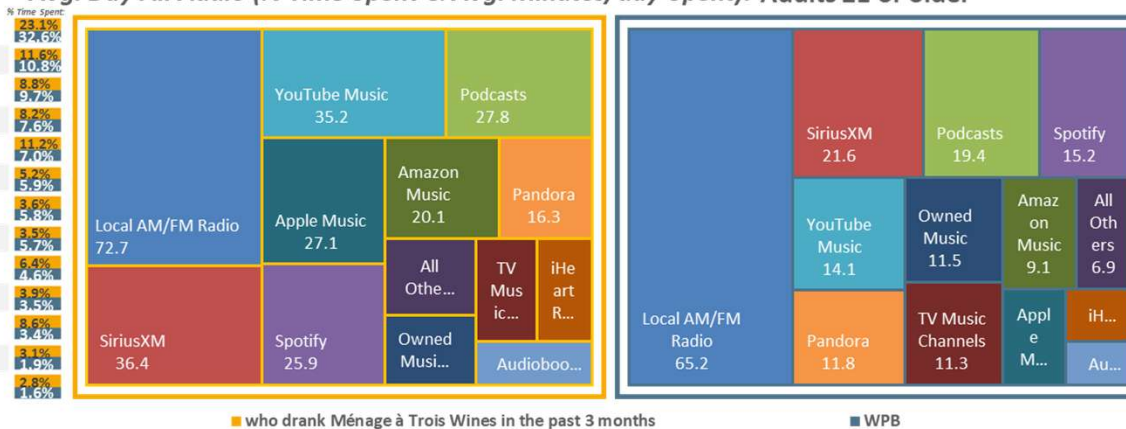


29,706 or 68.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

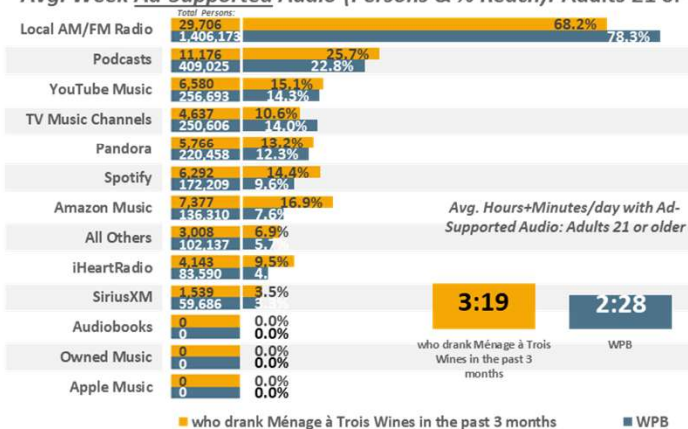
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



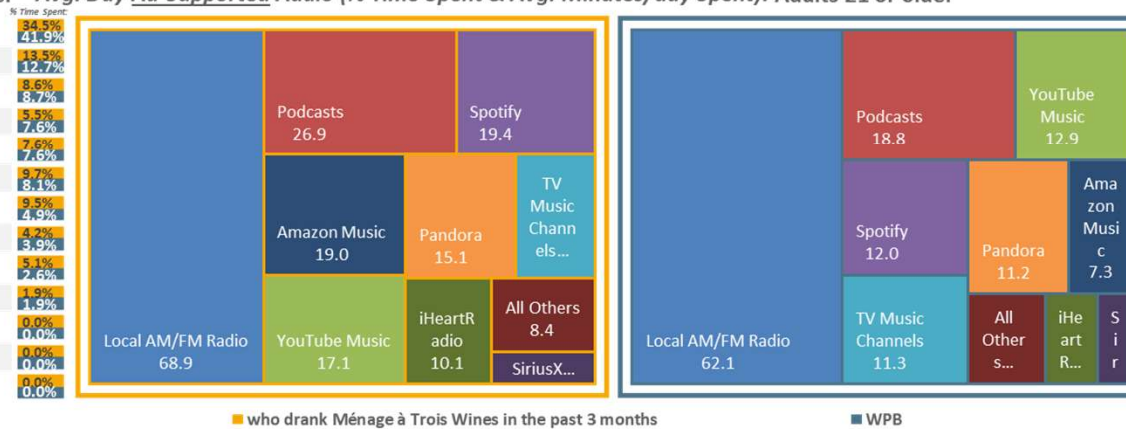
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



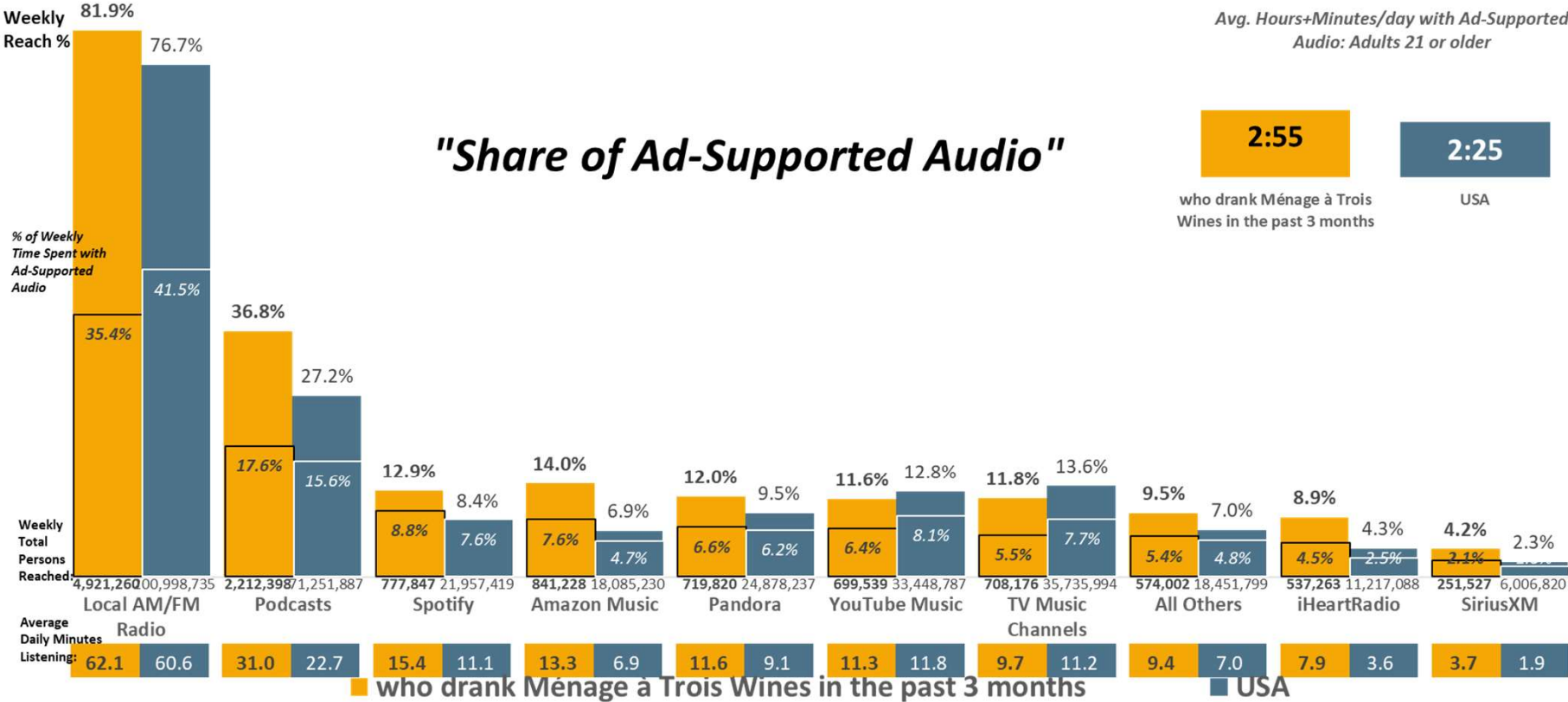
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 70
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Wine (brands) bought past 3 months: Ménage à Trois

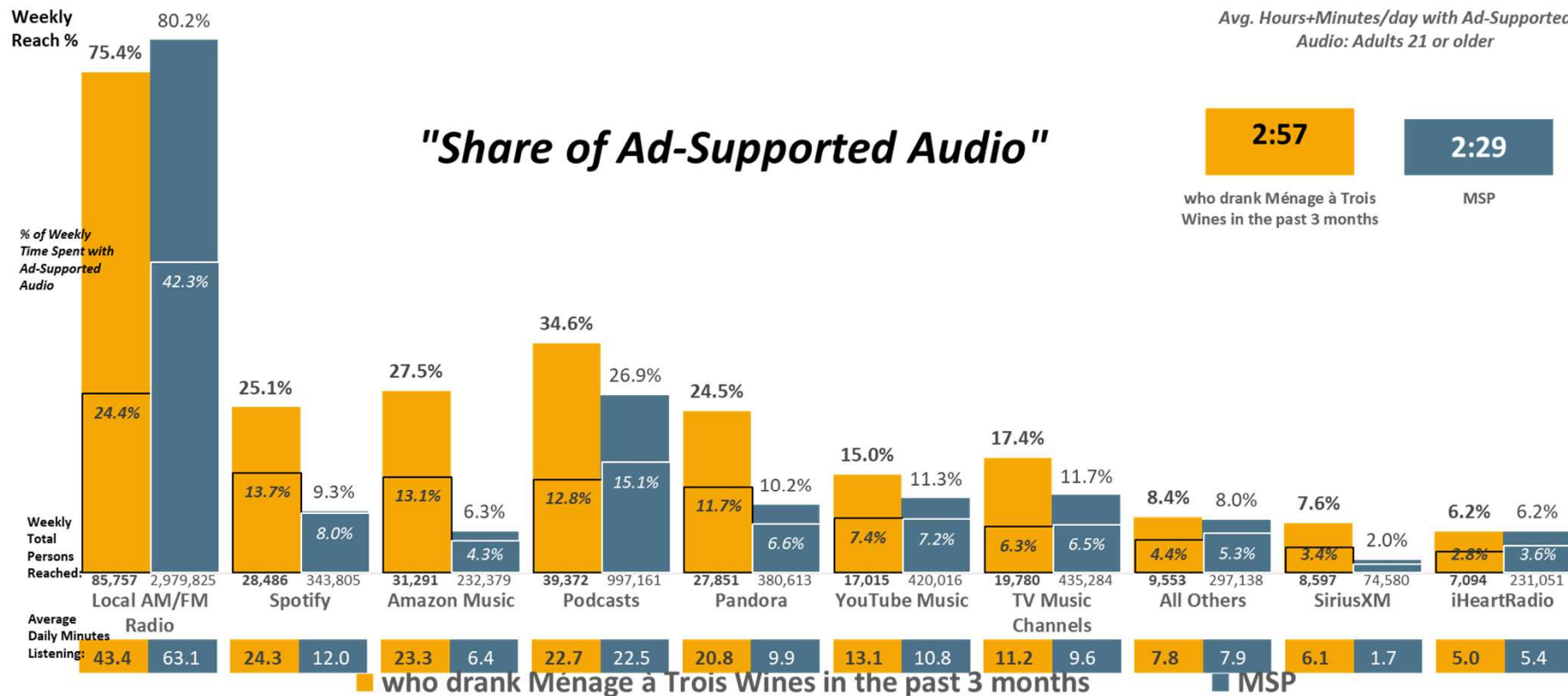


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.





85,757 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 43.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Audio.



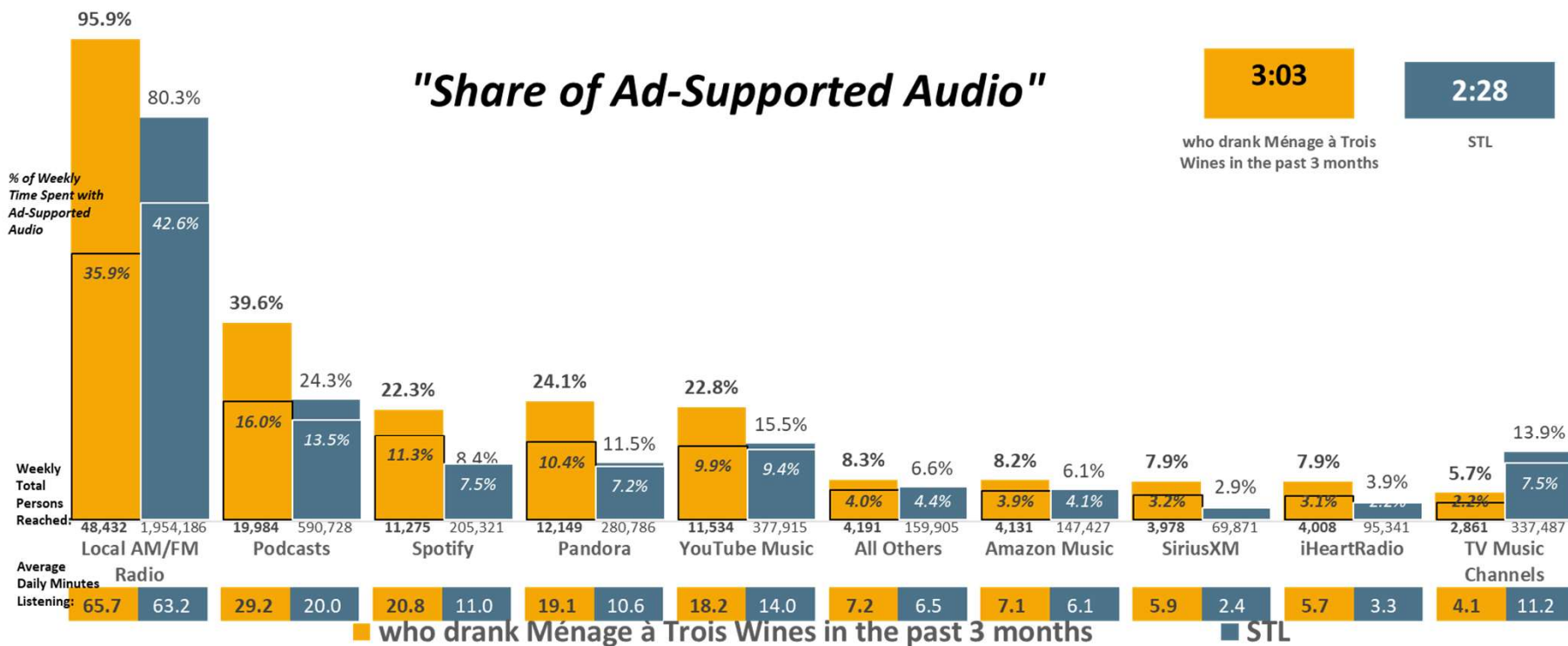


48,432 or 95.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

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

"Share of Ad-Supported Audio"



3:03

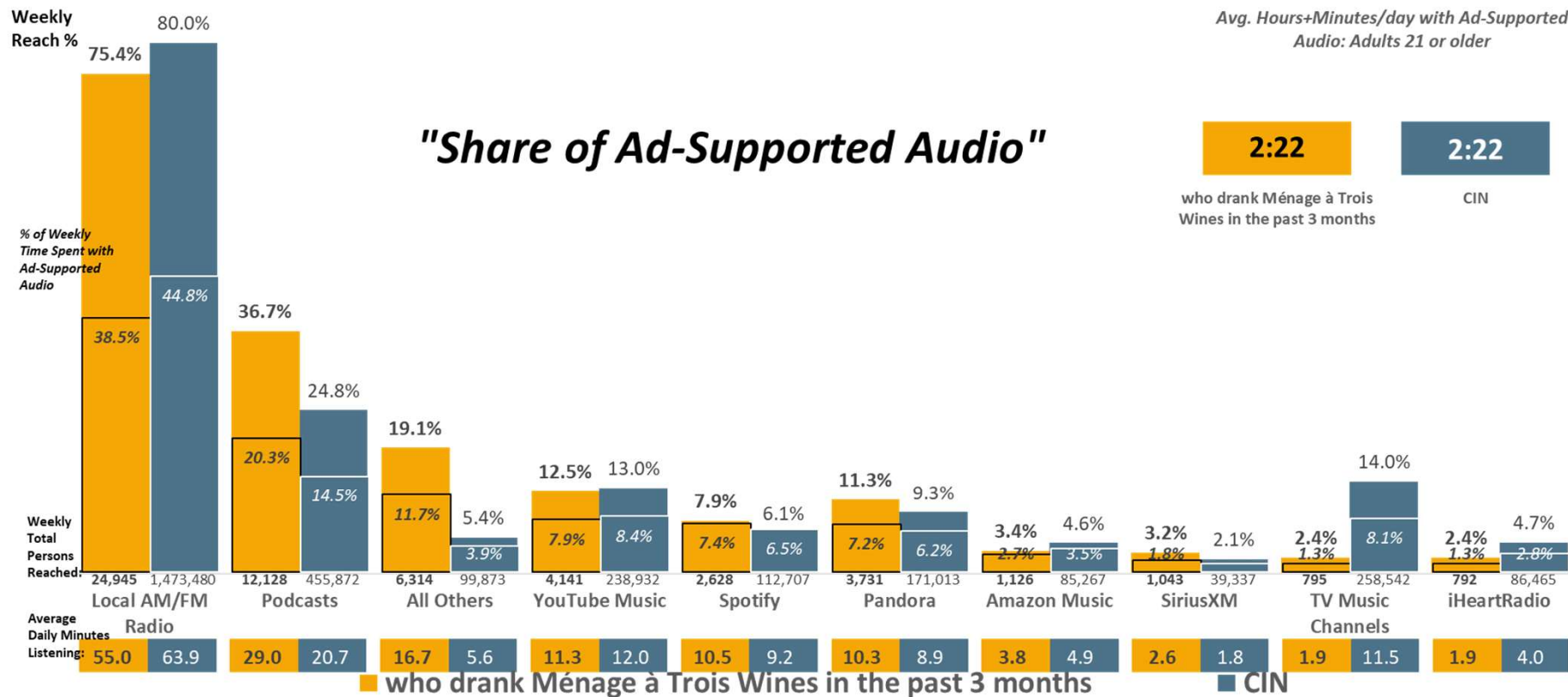
who drank Ménage à Trois
Wines in the past 3 months

2:28

STL

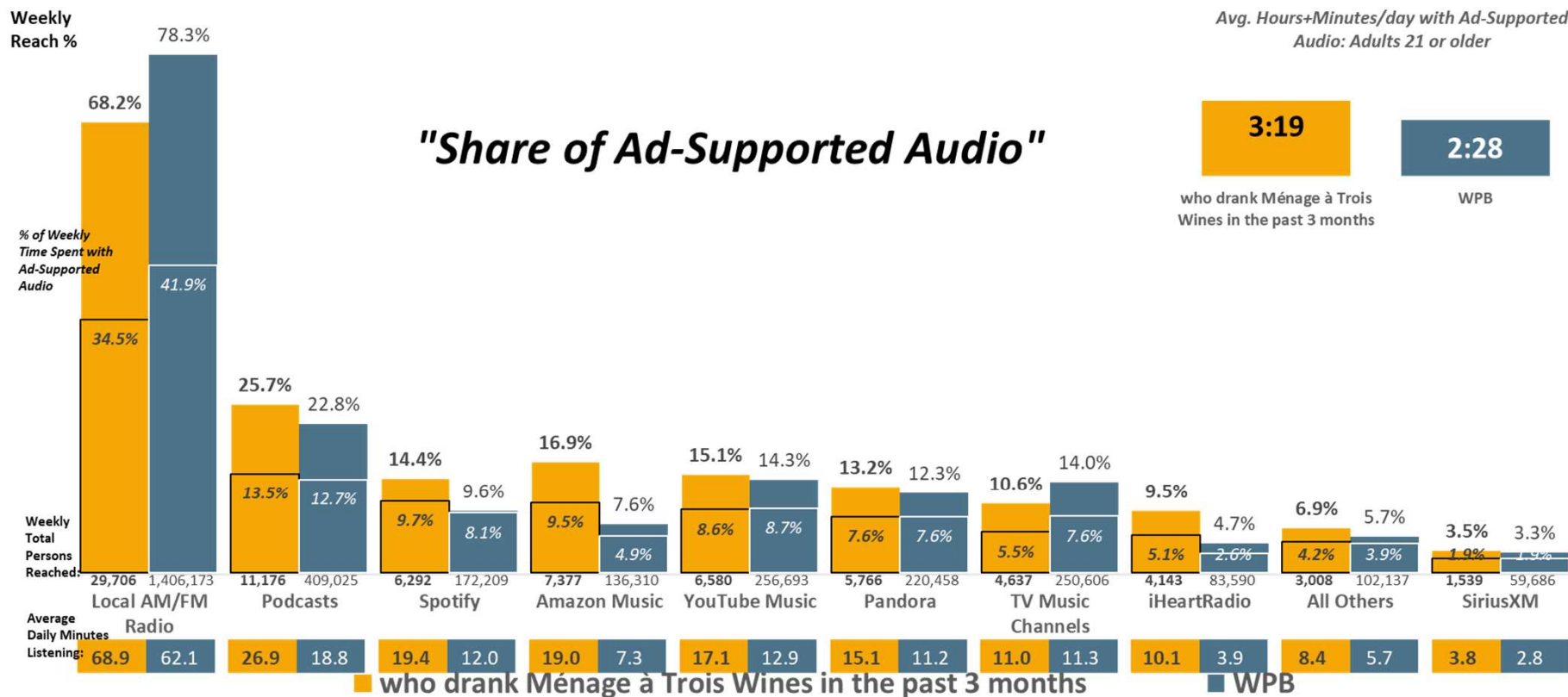


24,945 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.





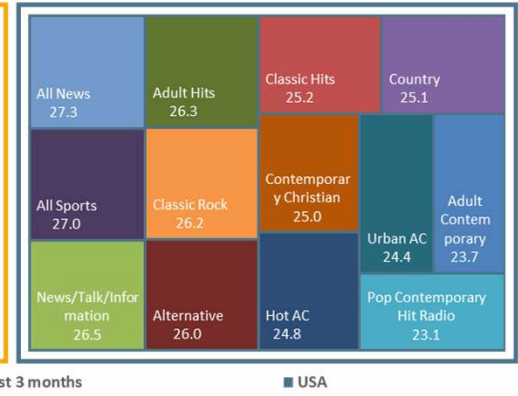
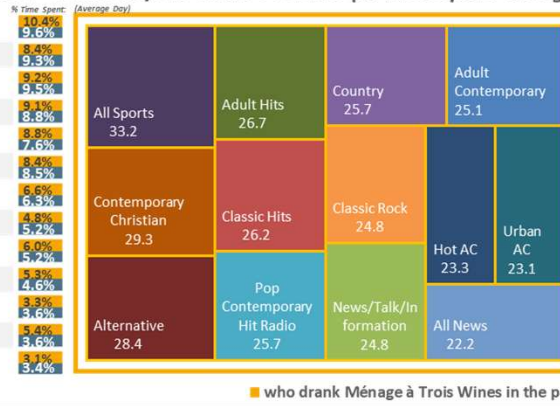
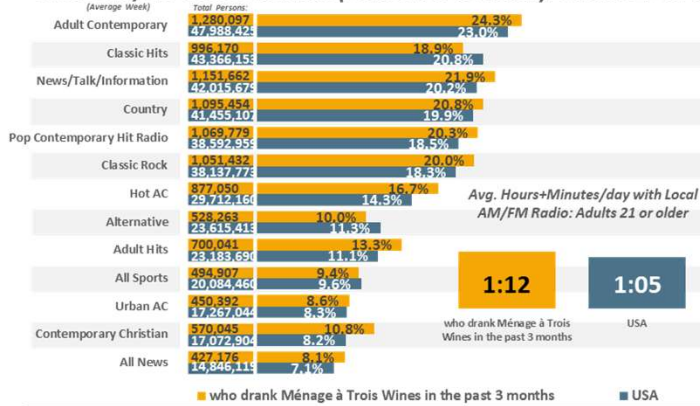
29,706 or 68.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



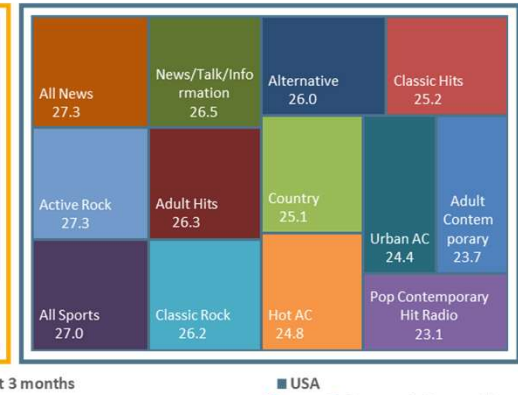
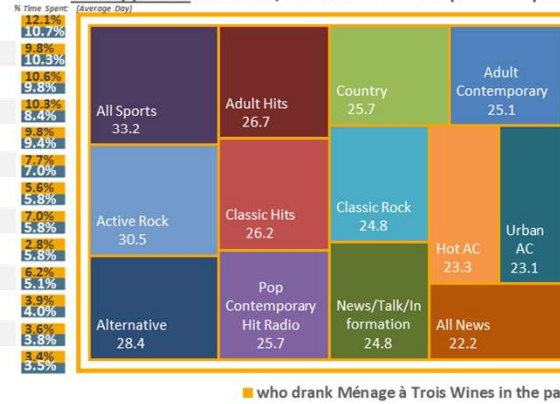
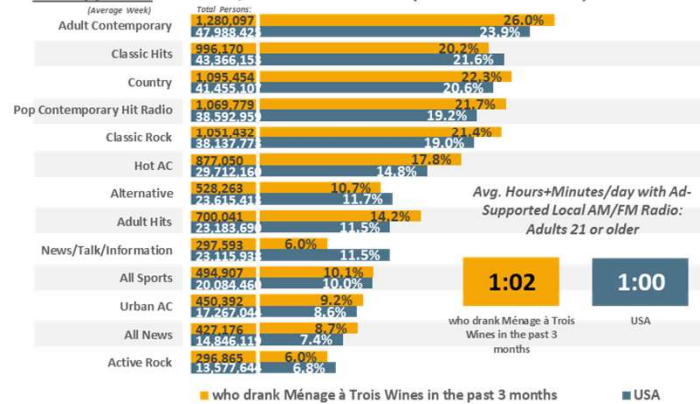


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

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



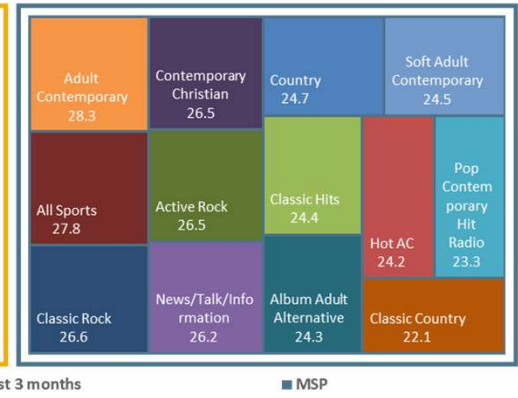
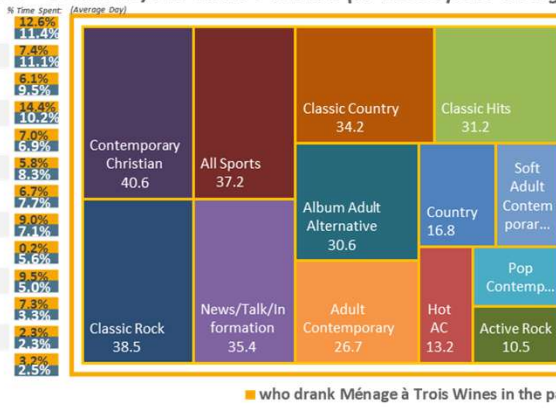
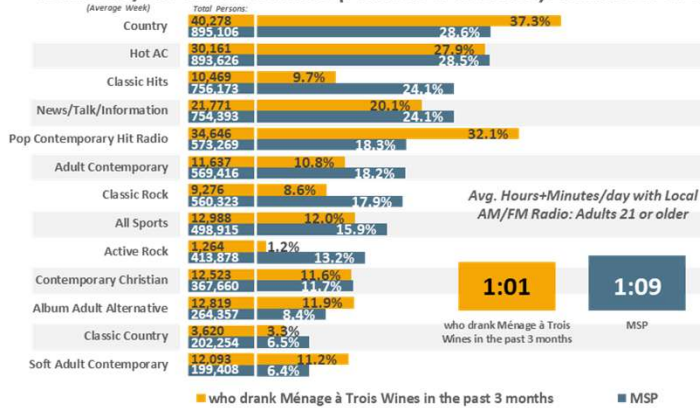
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



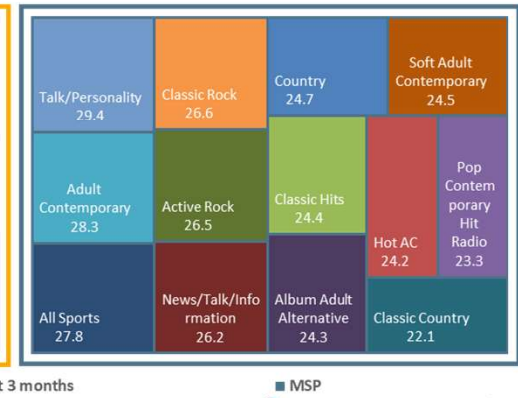
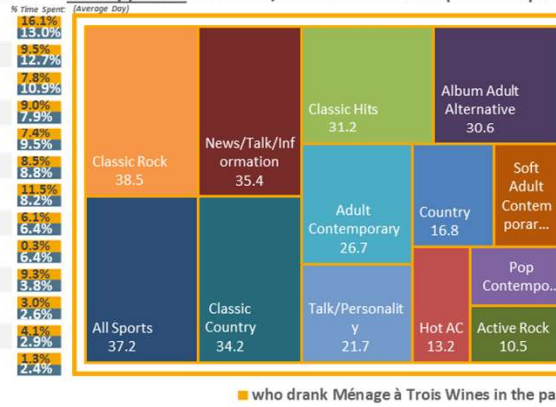
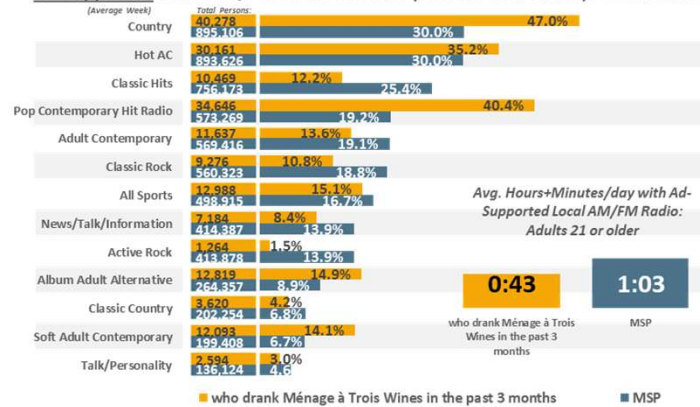


85,757 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Hot AC, Urban Oldies, and All Sports.

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**



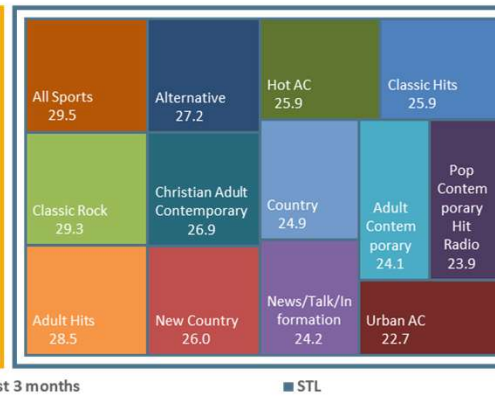
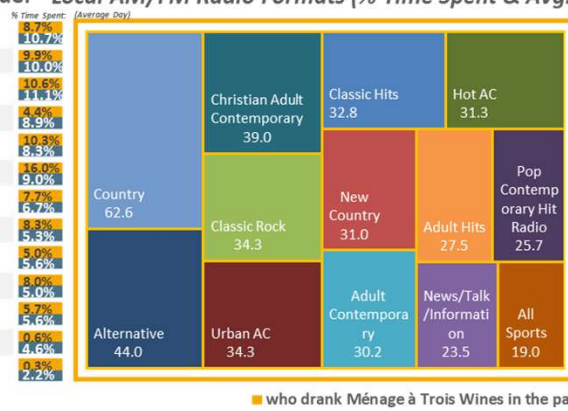
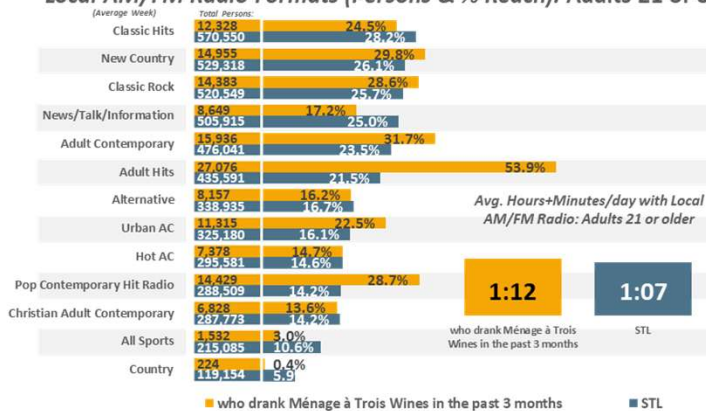
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



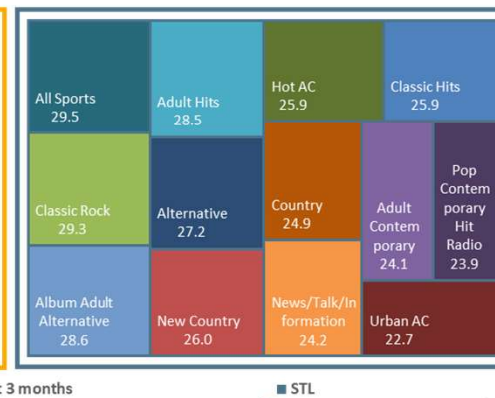
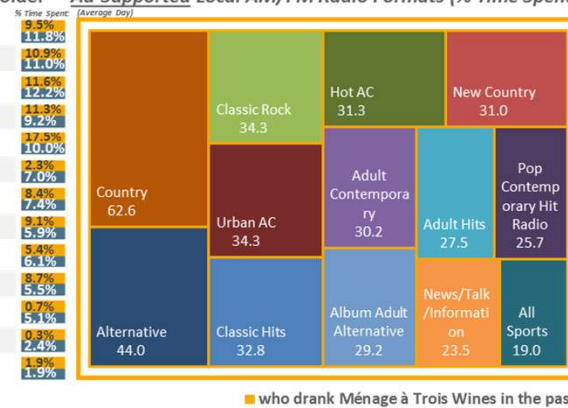
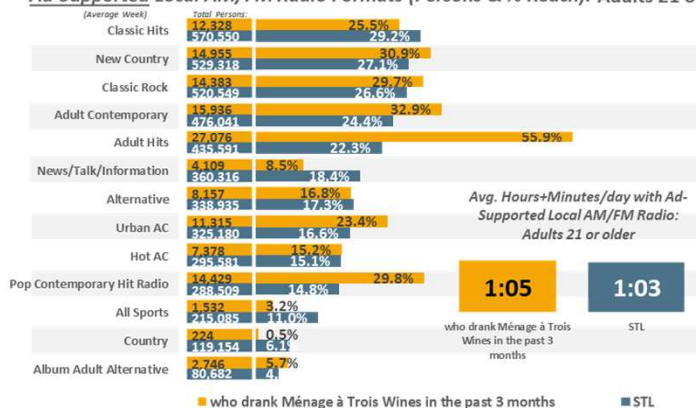


48,432 or 95.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, New Country, Pop Contemporary Hit Radio, and Classic Rock.

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



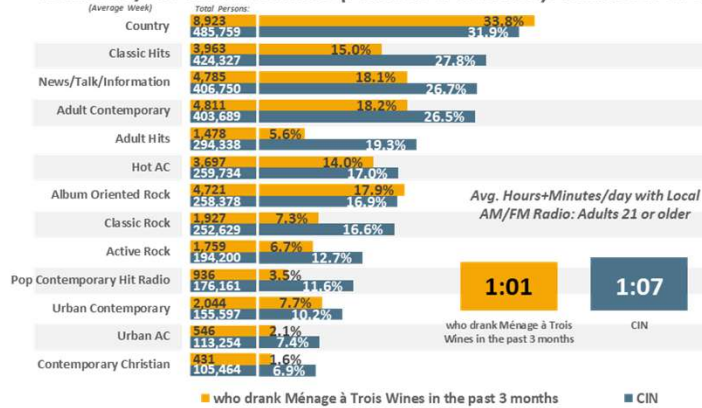
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



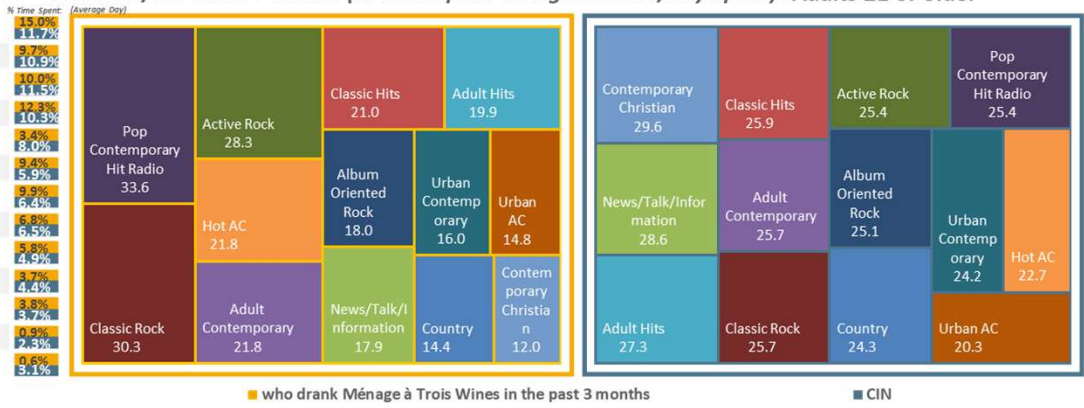


24,945 or 75.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Album Oriented Rock, Classic Hits, and Hot AC.

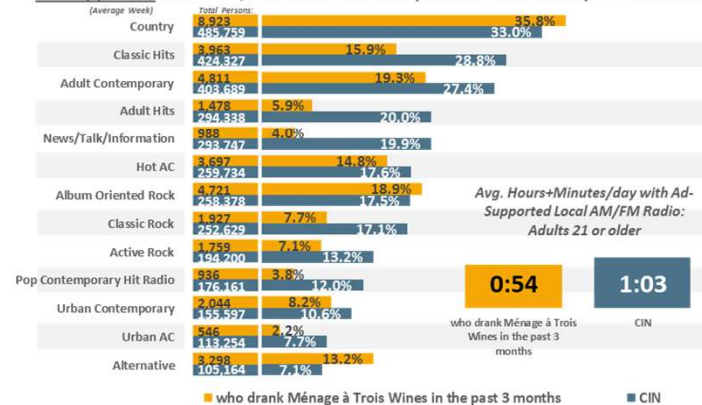
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



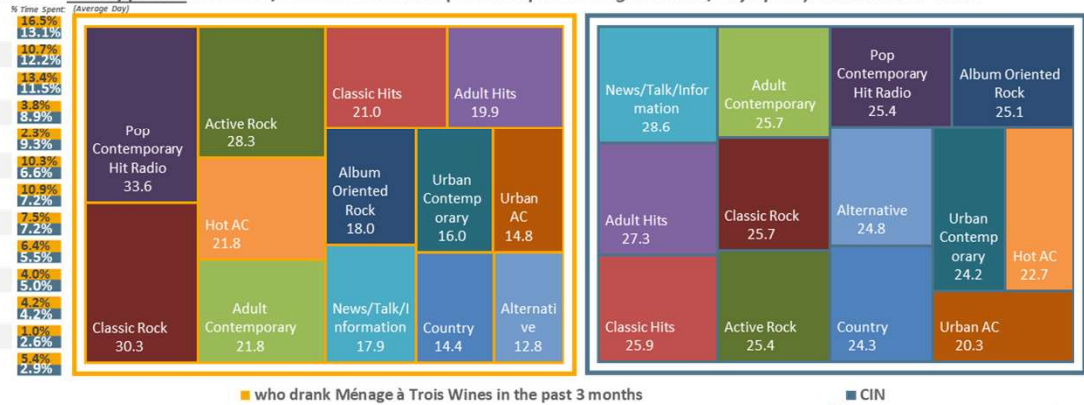
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



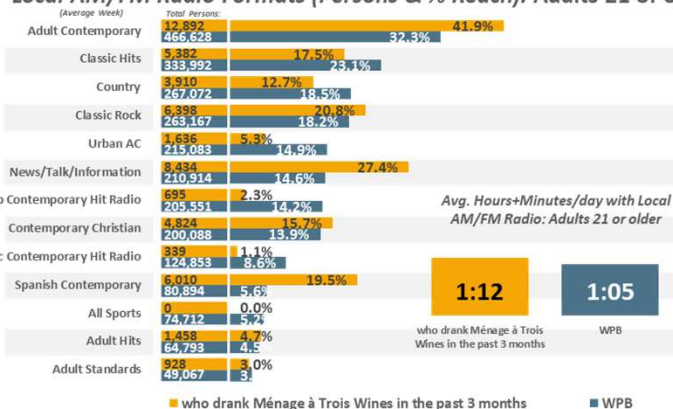
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



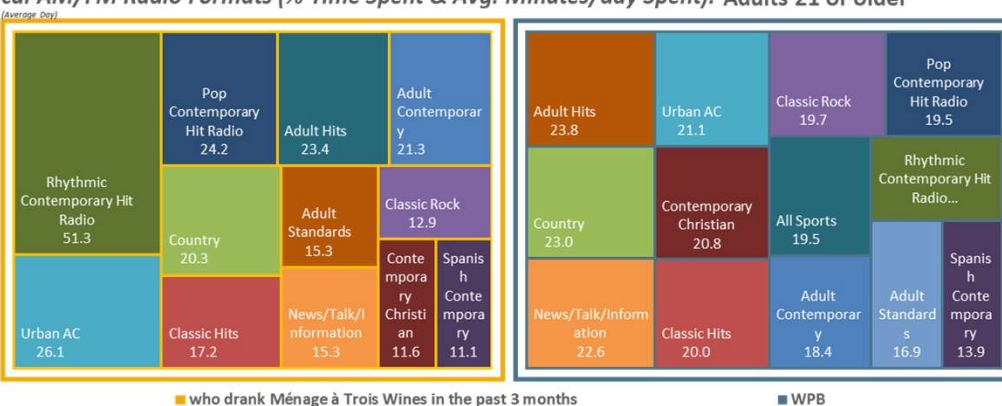


29,706 or 68.2% of Adults 21 or older who drank Ménége à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, News/Talk/Information, Spanish Contemporary, and Classic Hits.

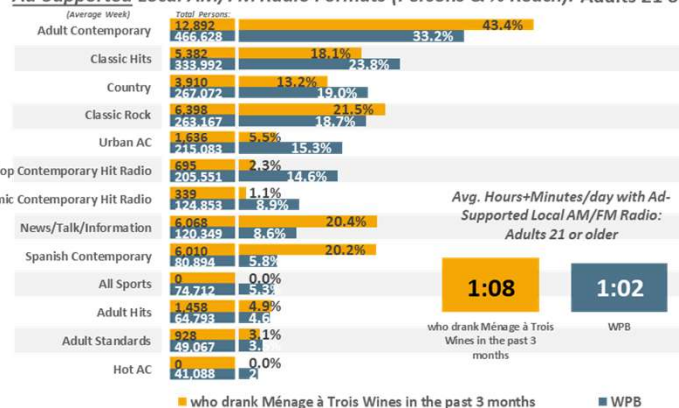
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



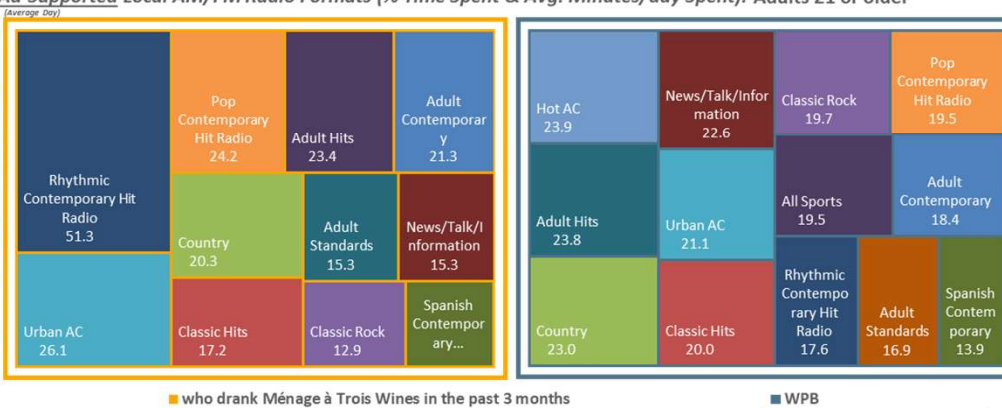
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

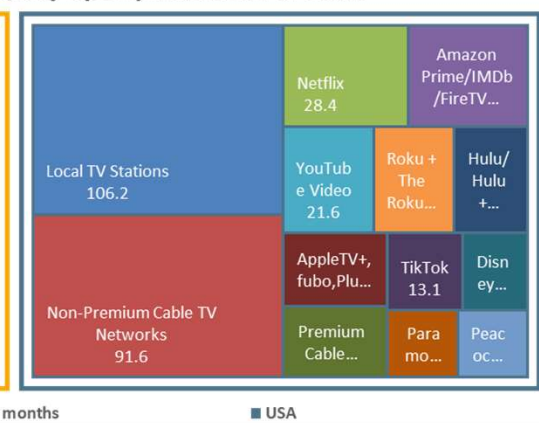
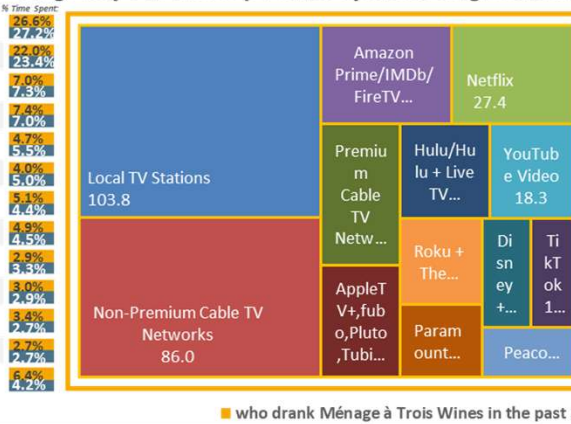
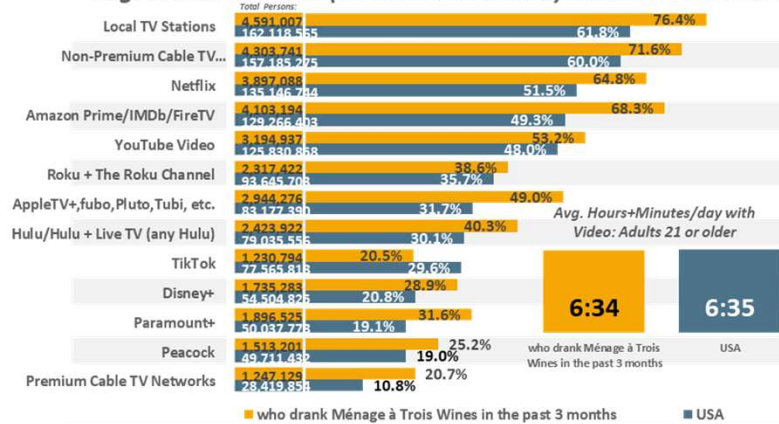




4,492,154 or 74.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

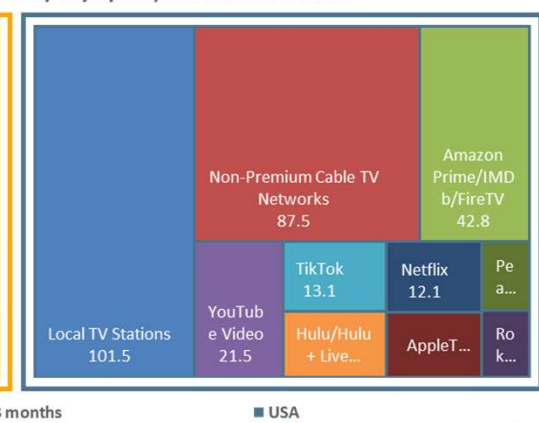
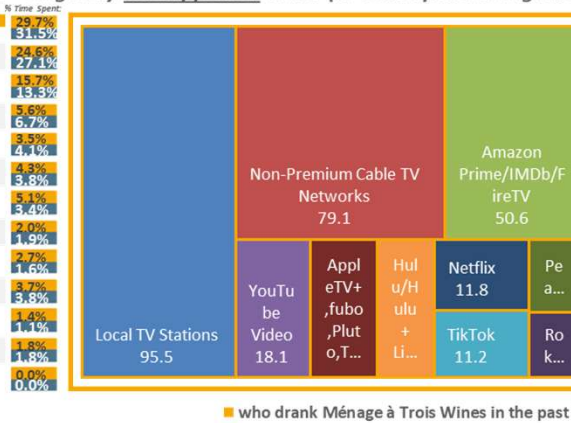
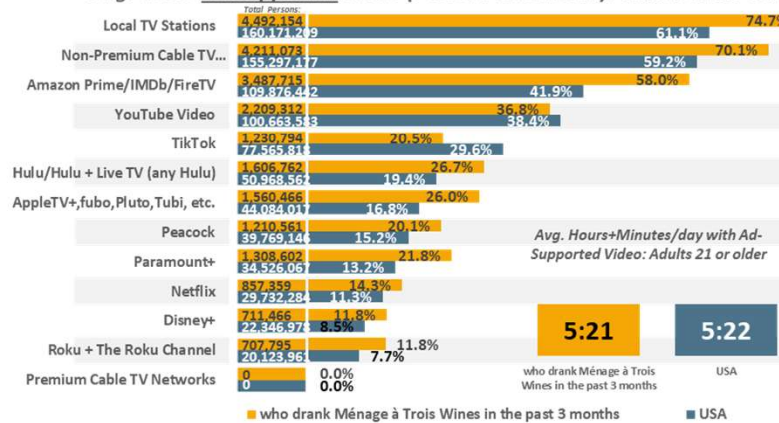
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

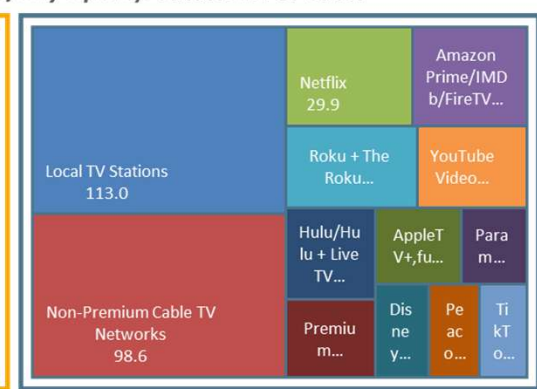
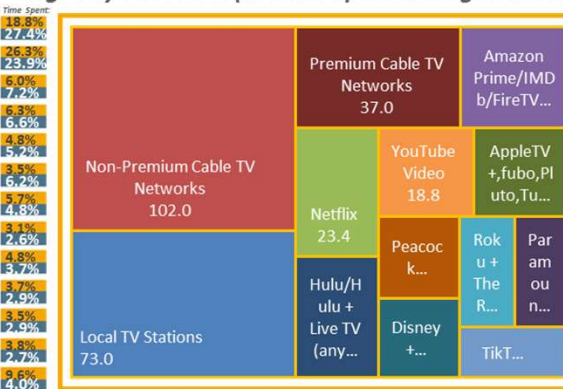
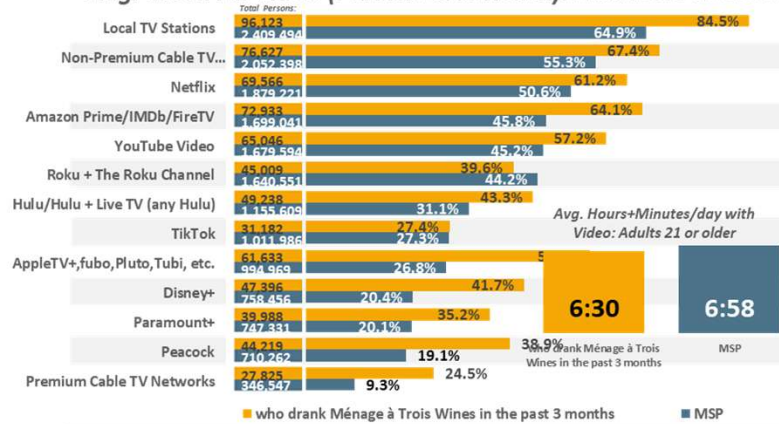




88,566 or 77.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 62.9 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.

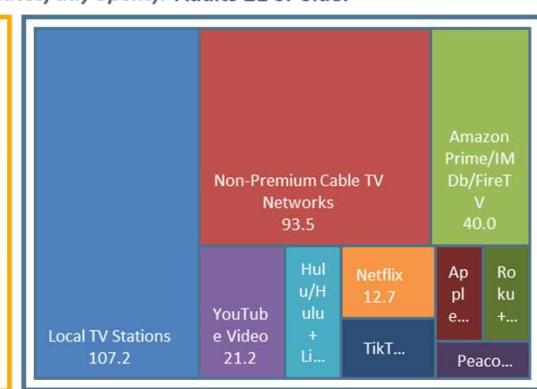
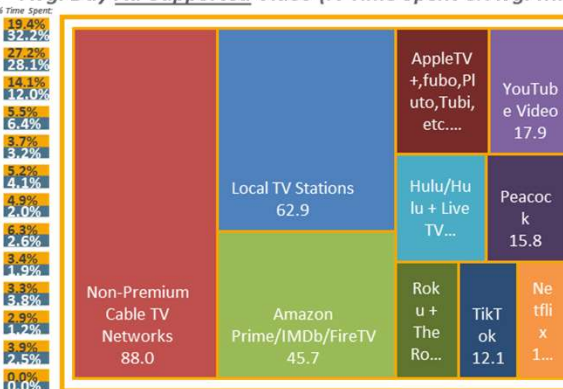
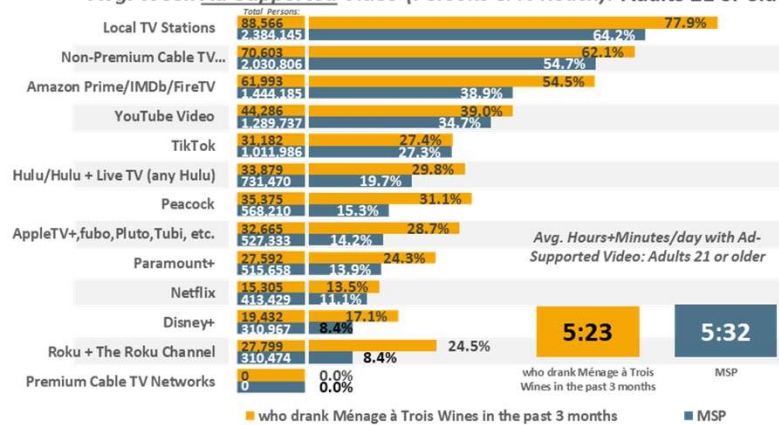
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

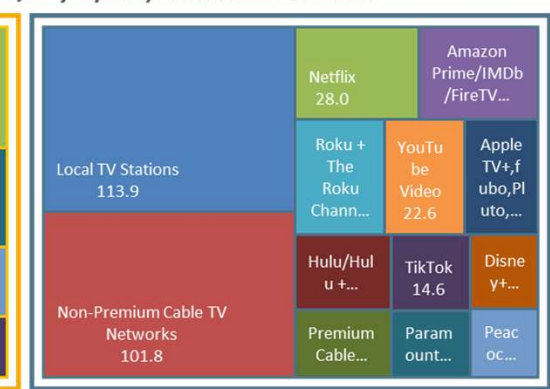
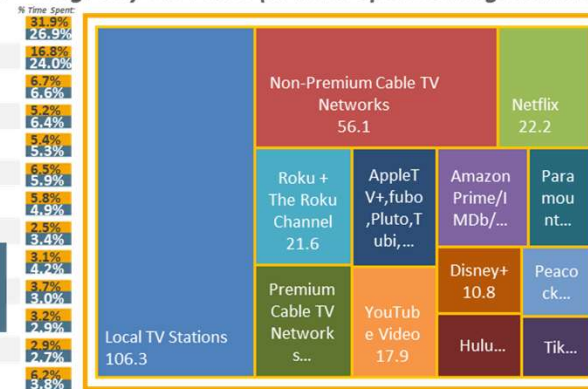
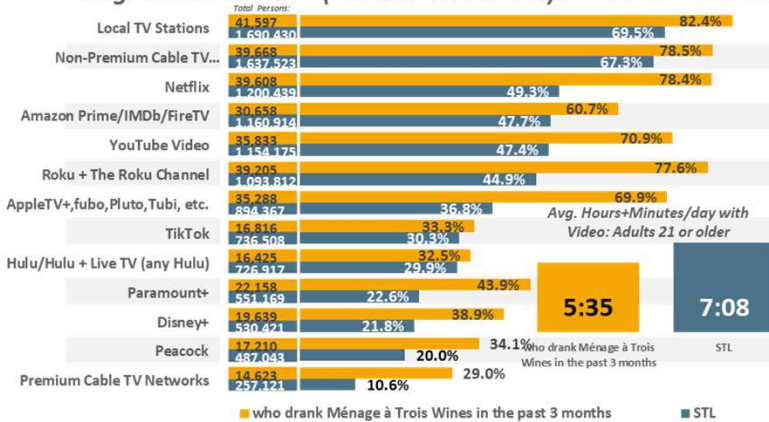




40,659 or 80.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

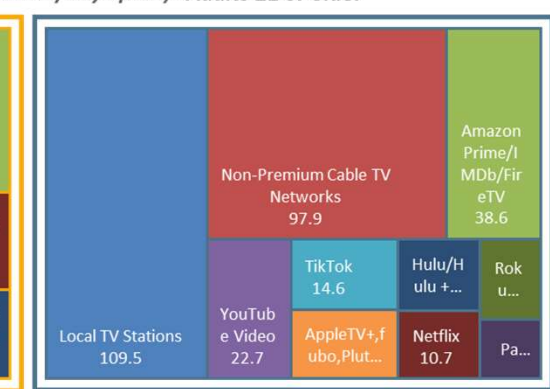
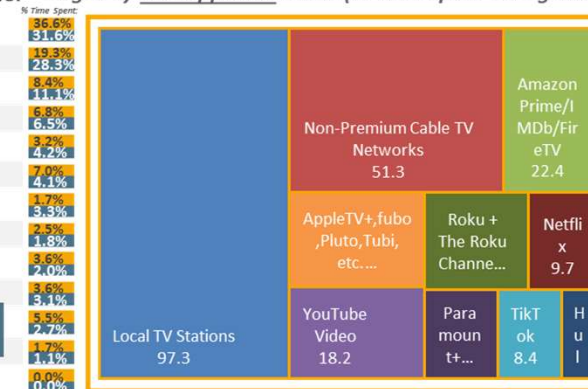
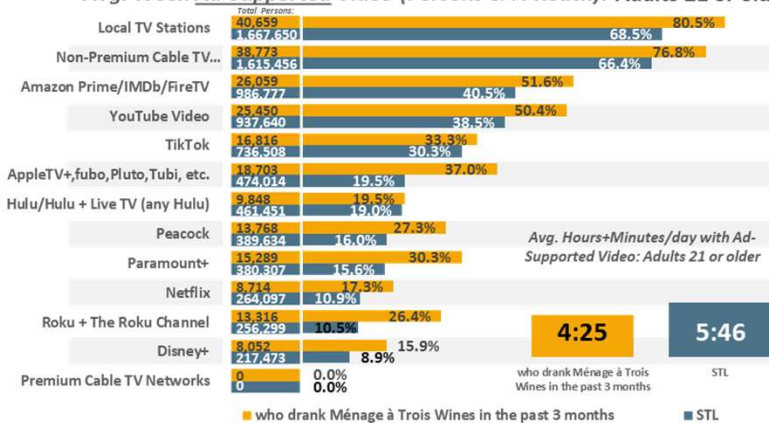
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

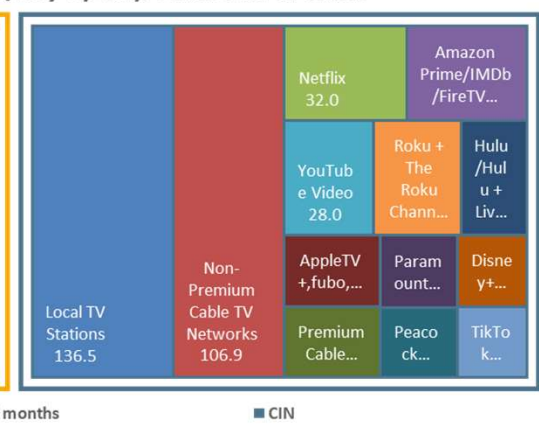
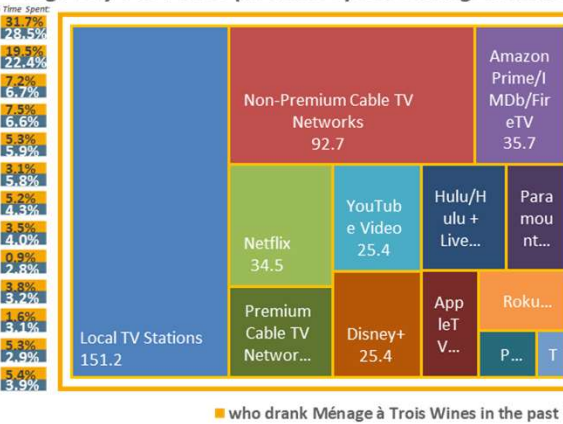
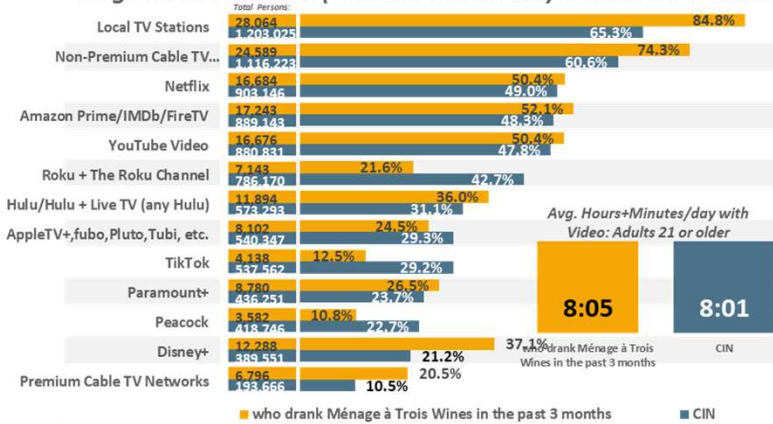




27,202 or 82.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 141.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

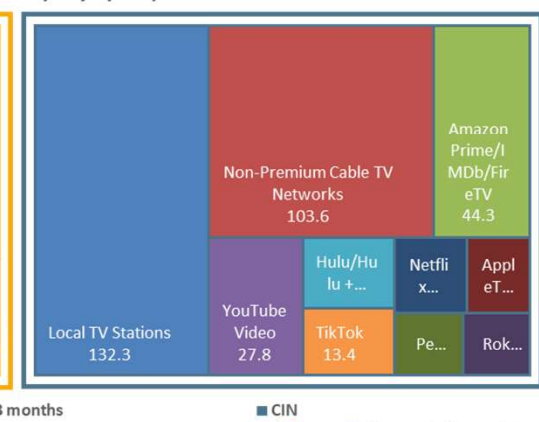
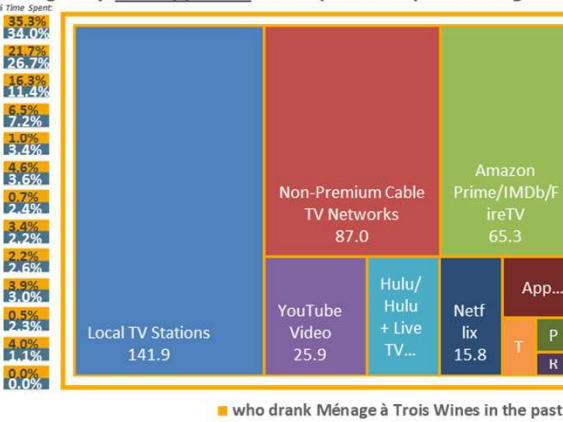
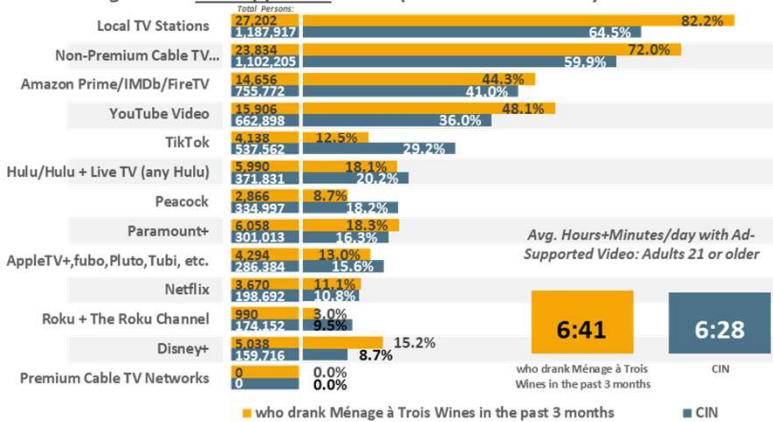
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

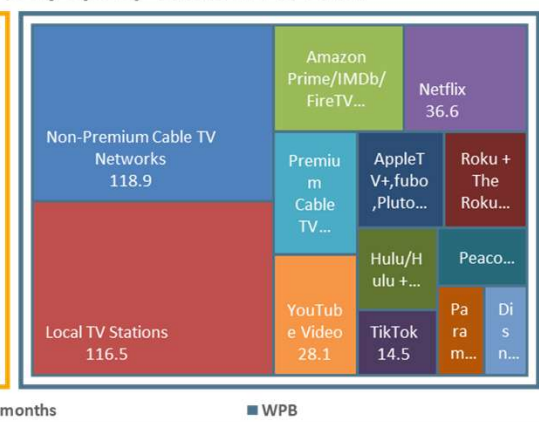
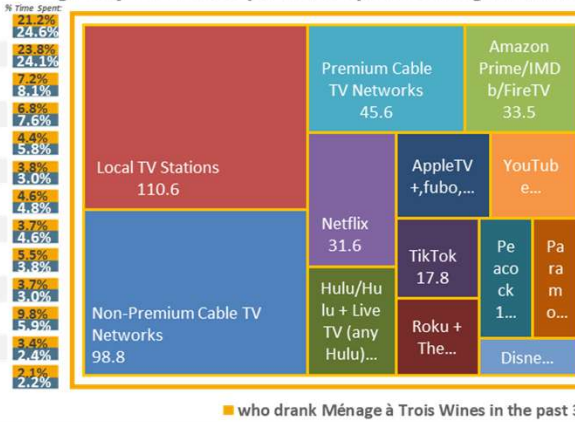
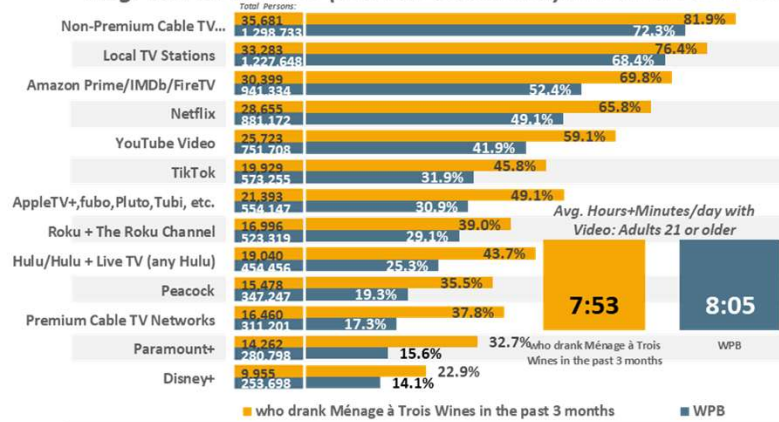




32,882 or 75.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

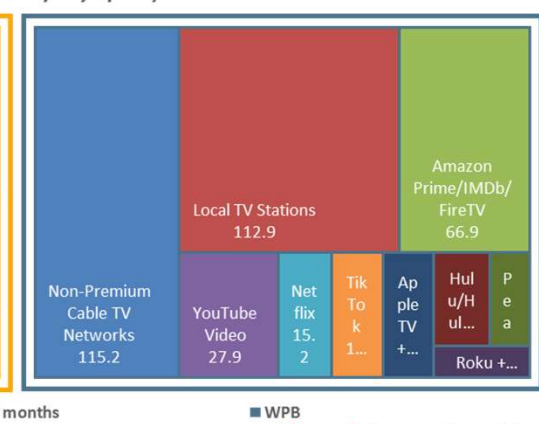
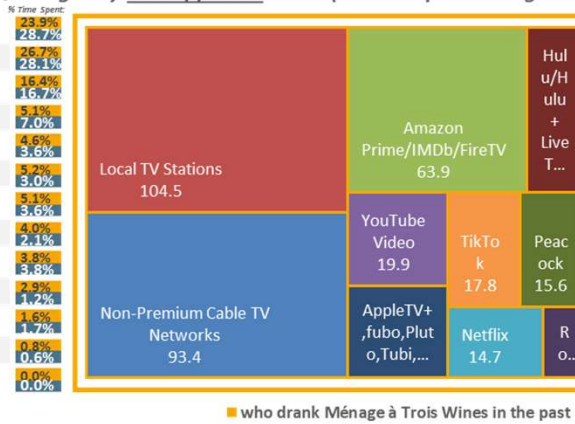
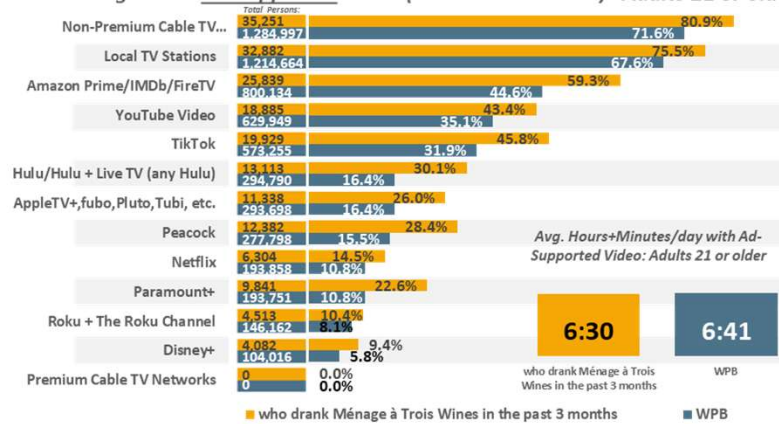
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

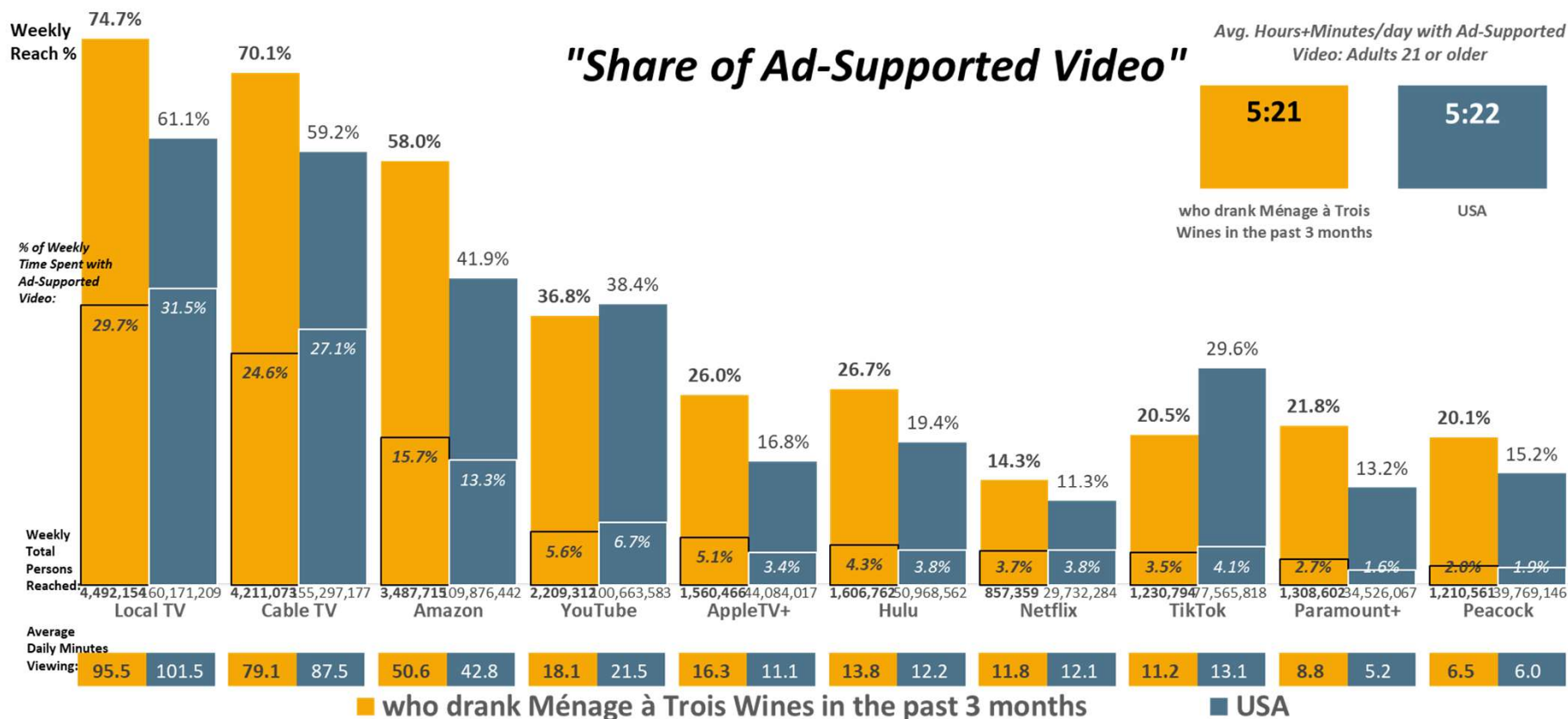
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





4,492,154 or 74.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

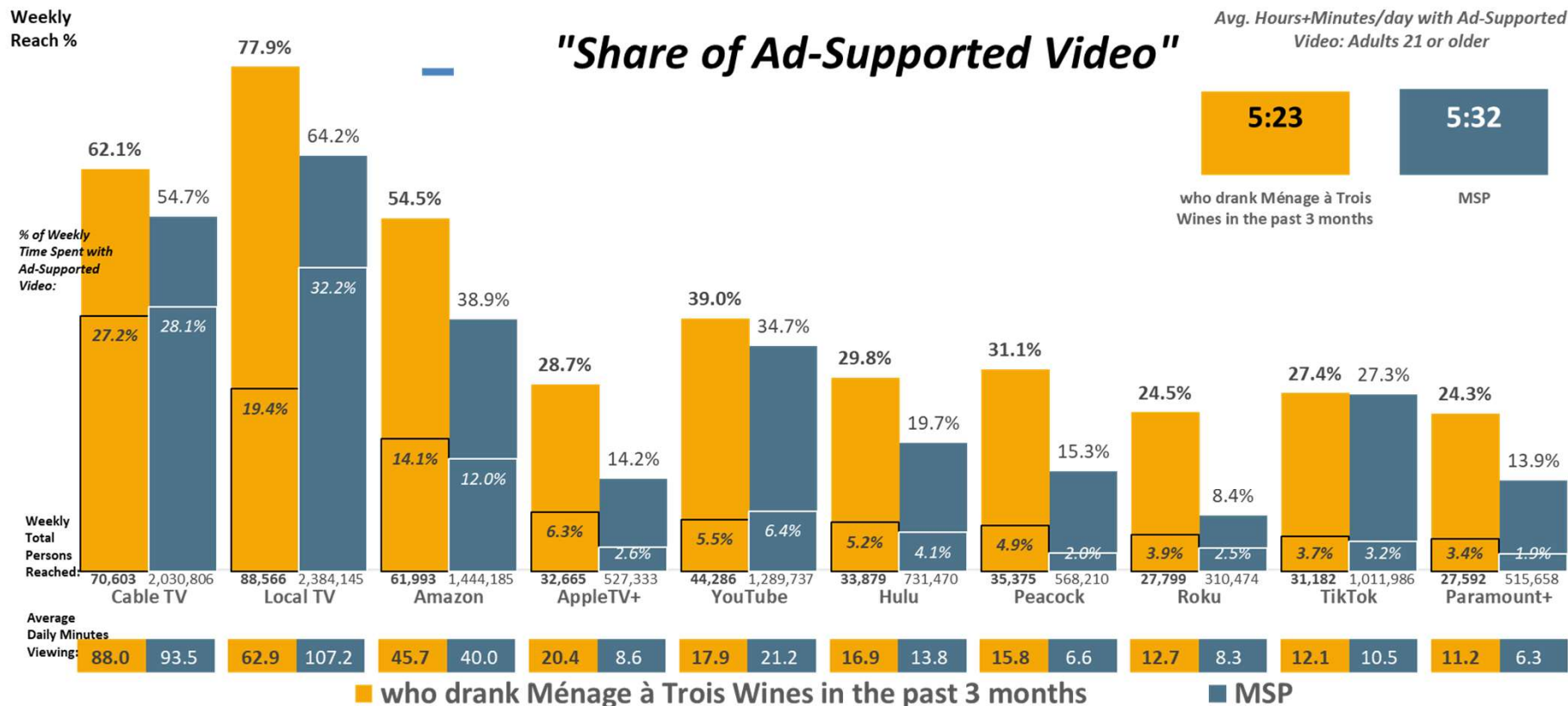
"Share of Ad-Supported Video"





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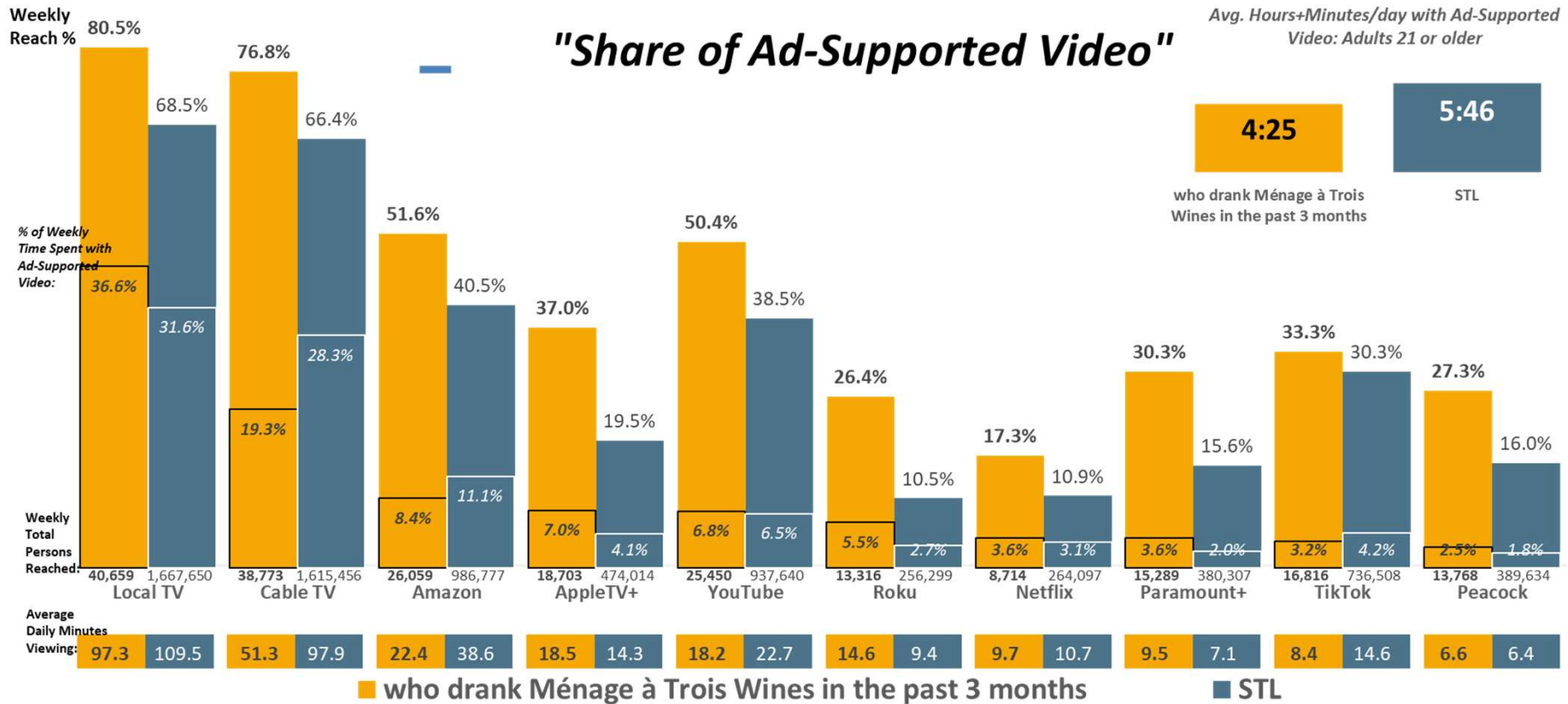
"Share of Ad-Supported Video"





40,659 or 80.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

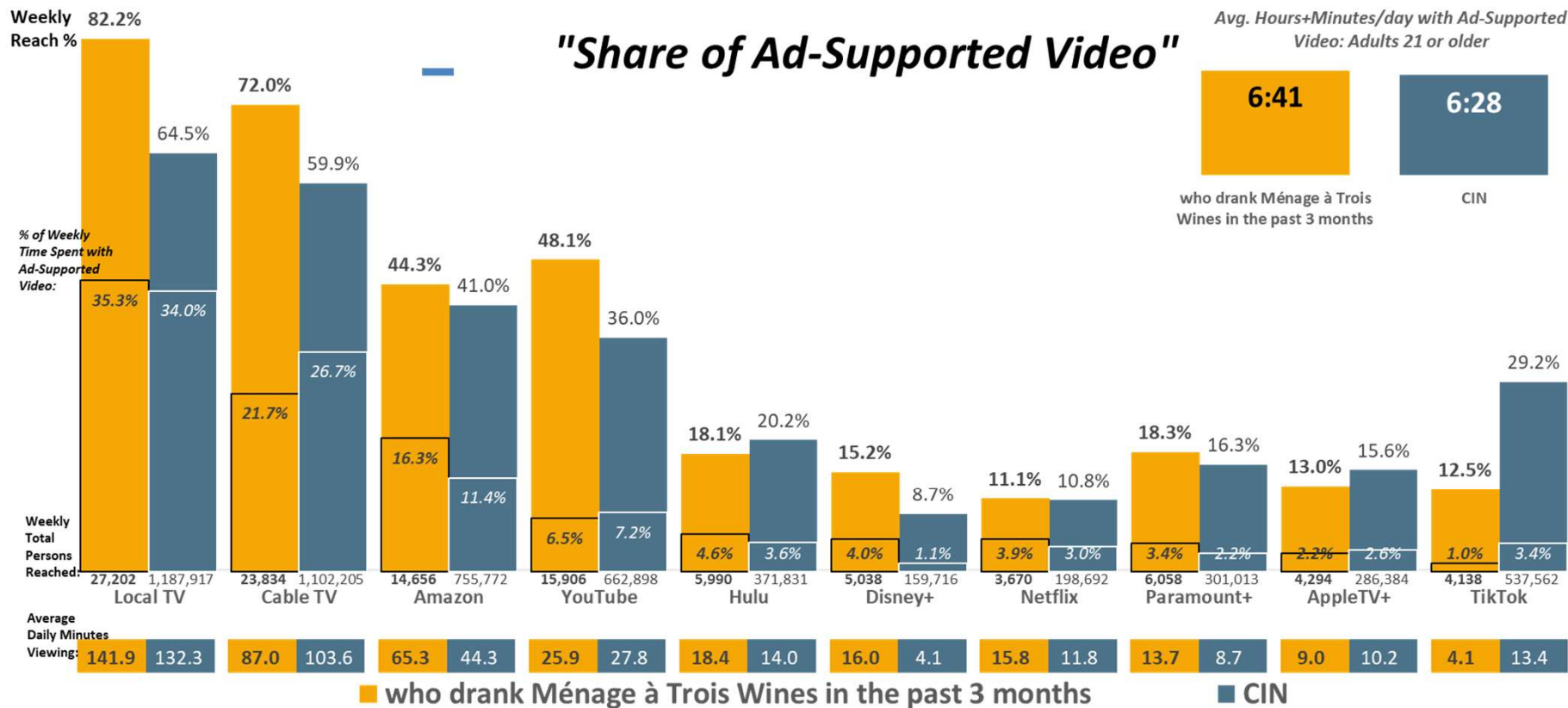
"Share of Ad-Supported Video"





27,202 or 82.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 141.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

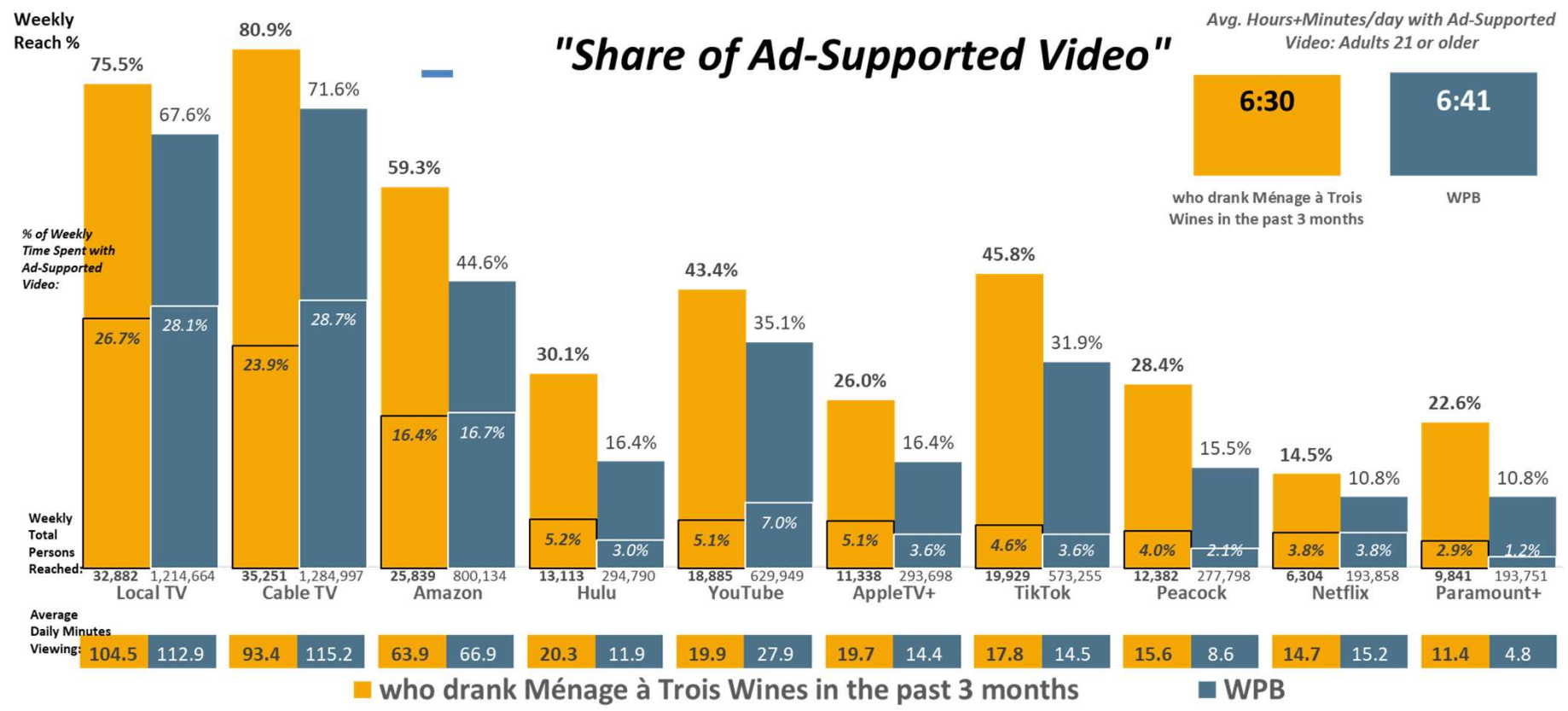
"Share of Ad-Supported Video"





32,882 or 75.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

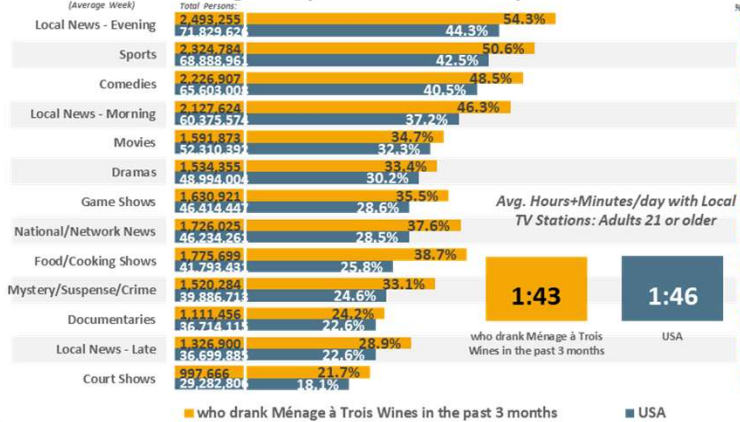
6:30
who drank Ménage à Trois Wines in the past 3 months

6:41
WPB

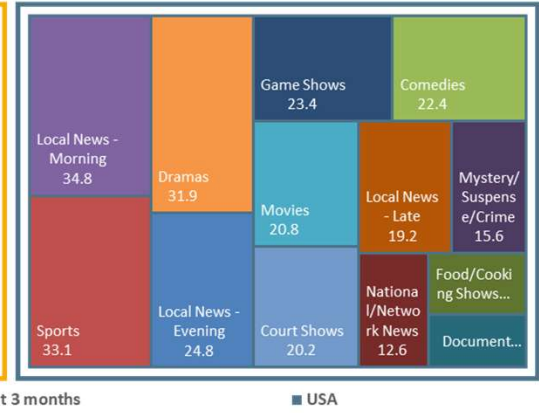
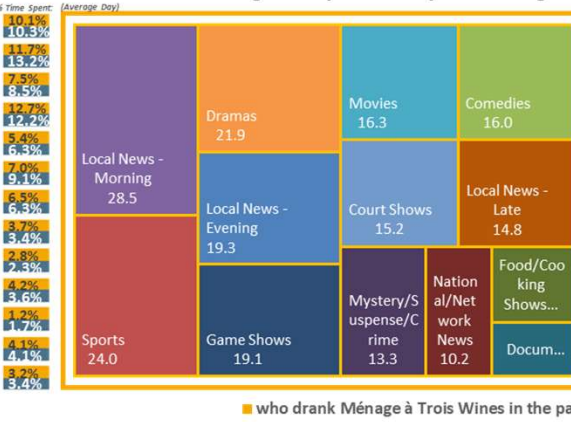


4,492,154 or 74.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

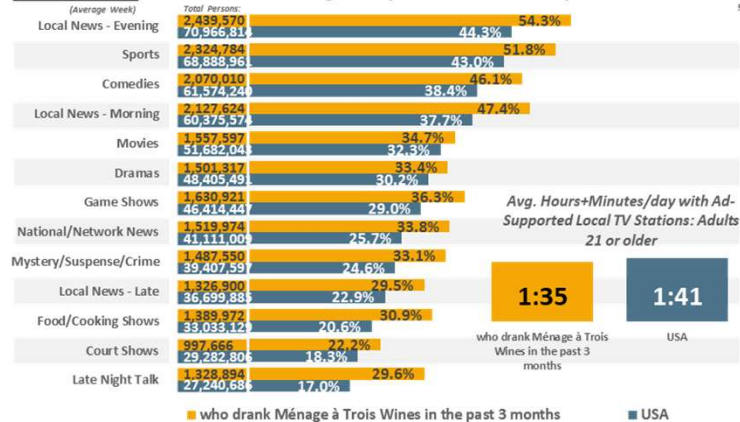
Local TV Station Programs (Persons & % Reach): Adults 21 or older



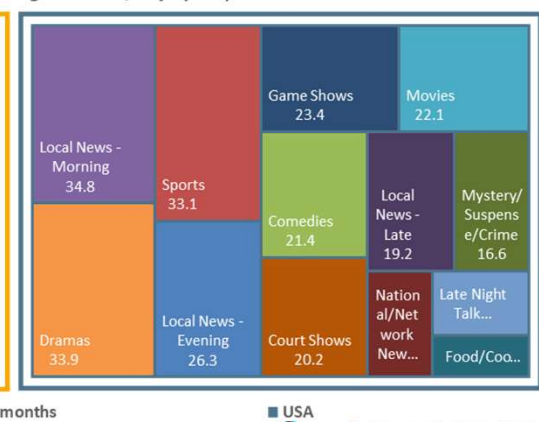
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



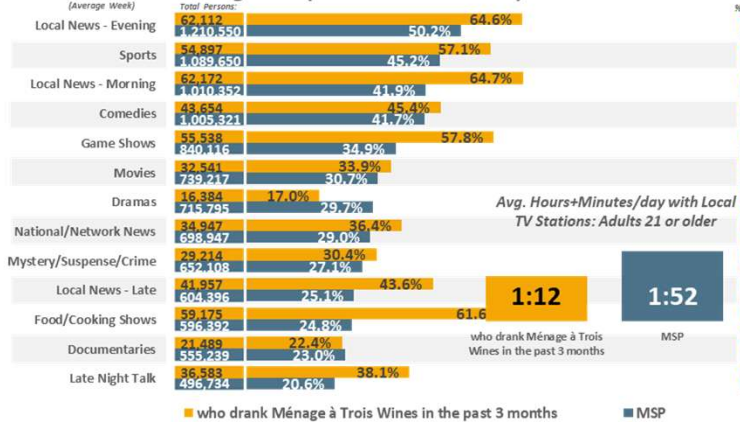
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



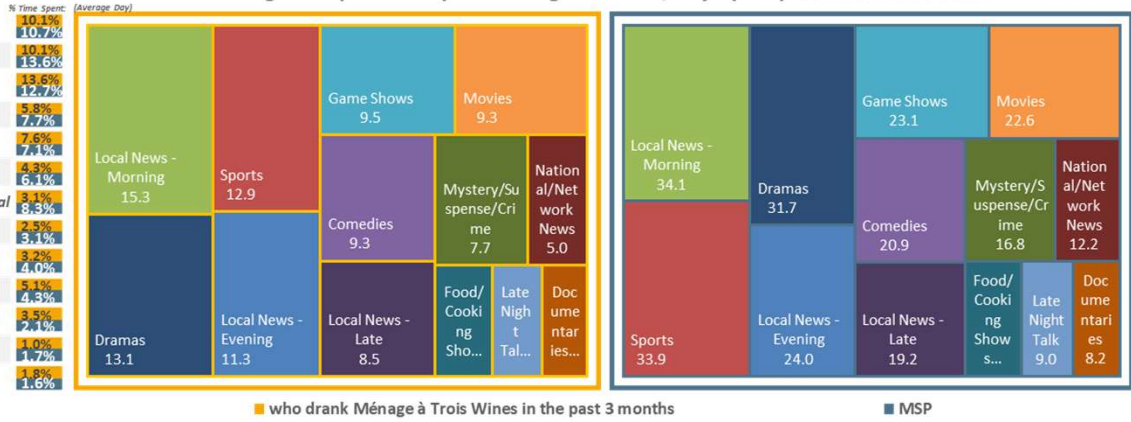


88,566 or 77.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Game Shows, Sports, Daytime Soap Operas, and Food/Cooking Sh

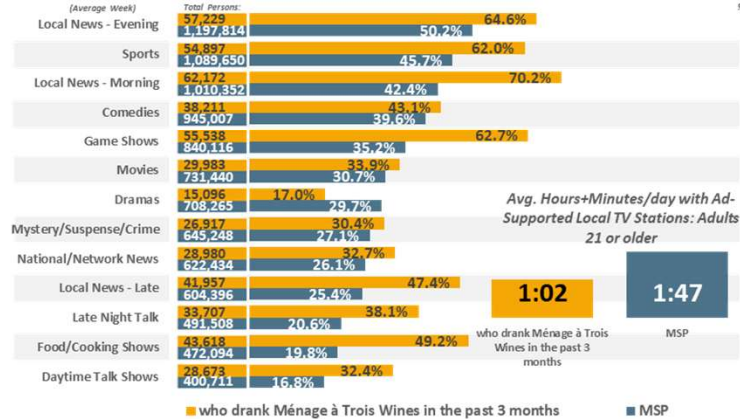
Local TV Station Programs (Persons & % Reach): Adults 21 or older



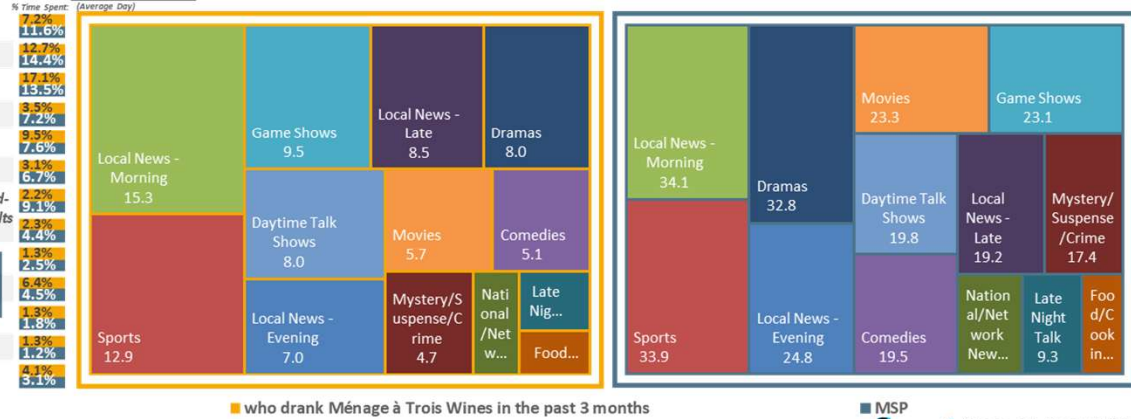
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



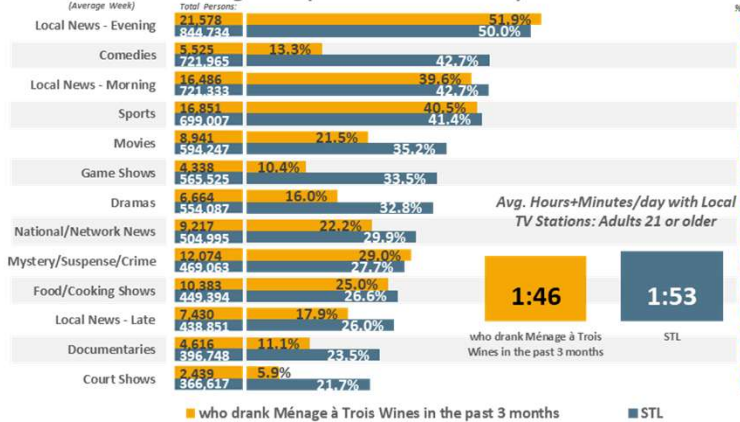
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



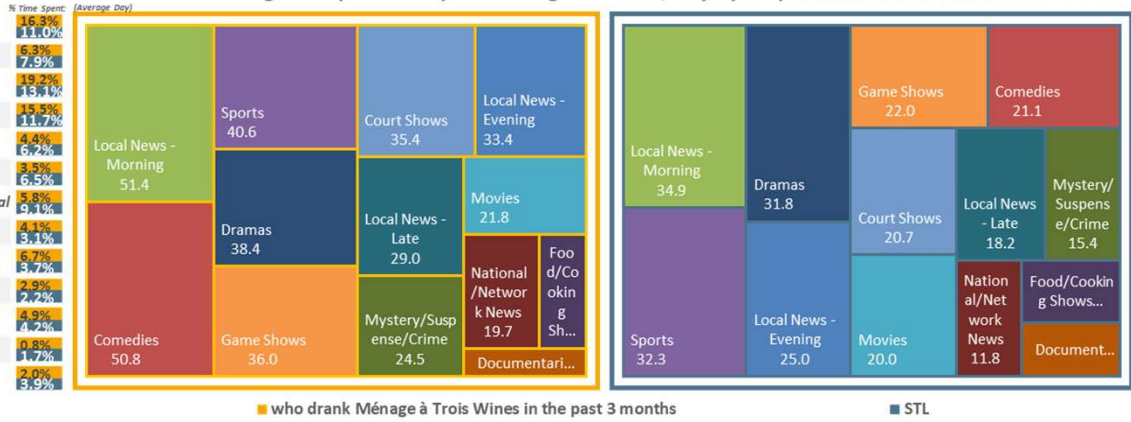


40,659 or 80.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Mystery/Suspense/Crime, Movies, and Food/Cooking Sho

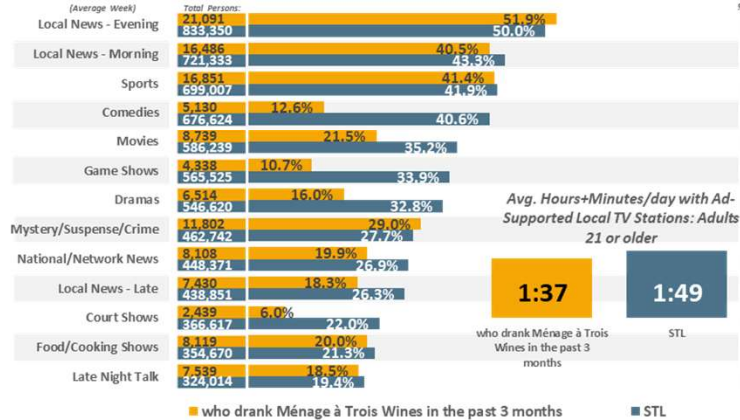
Local TV Station Programs (Persons & % Reach): Adults 21 or older



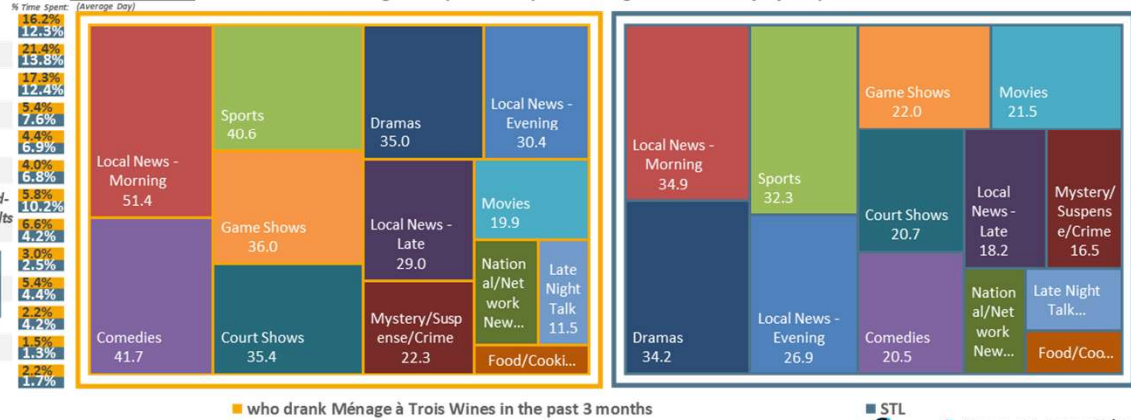
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



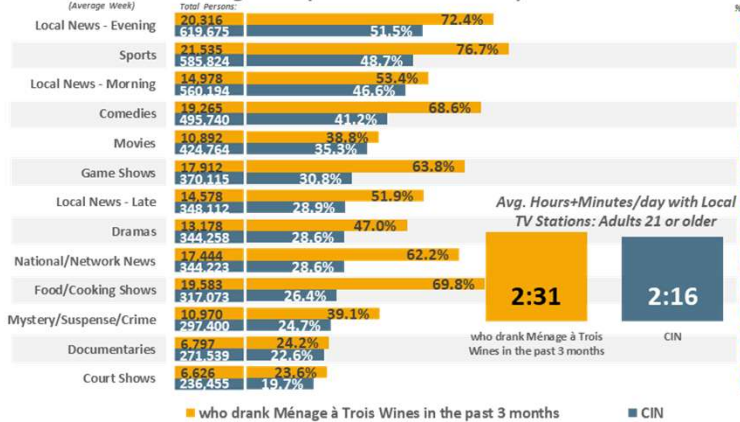
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



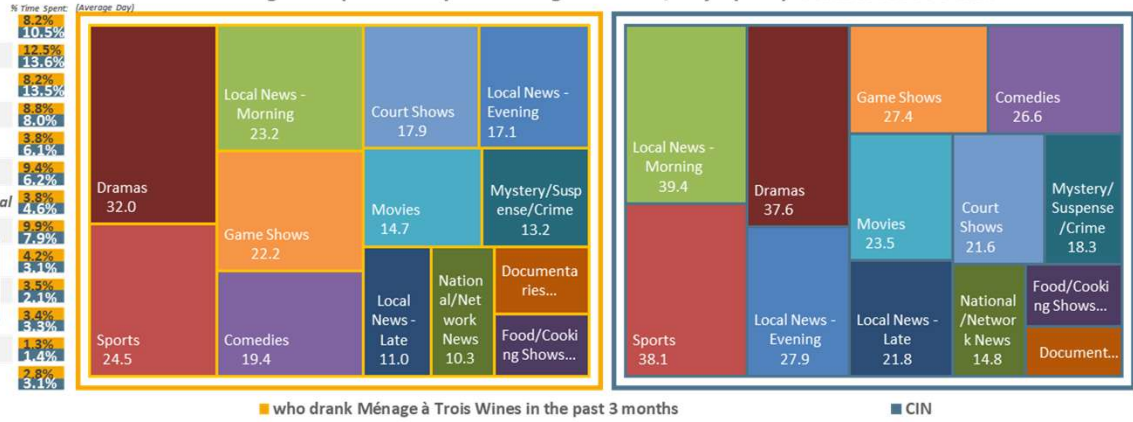


27,202 or 82.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Comedies, National/Network News, and Food/Cooking Shows.

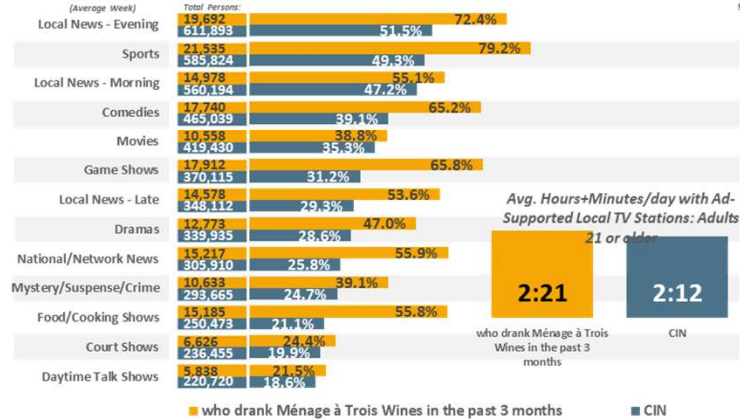
Local TV Station Programs (Persons & % Reach): Adults 21 or older



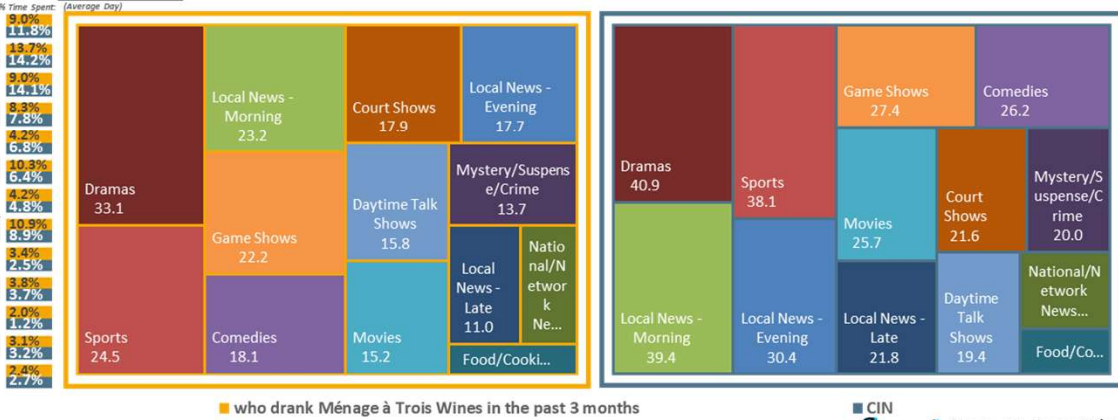
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



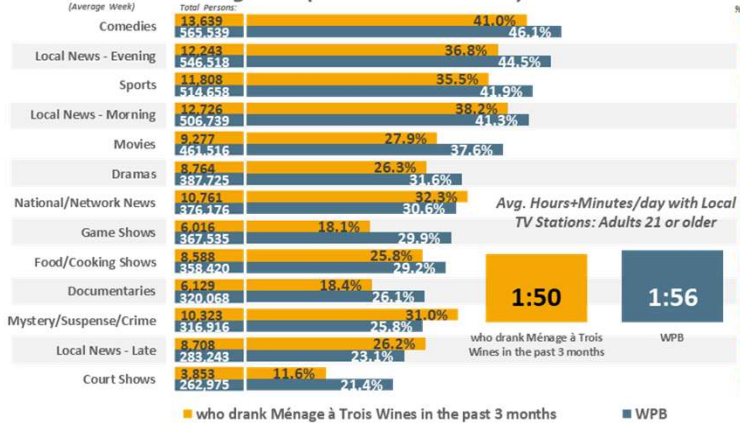
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



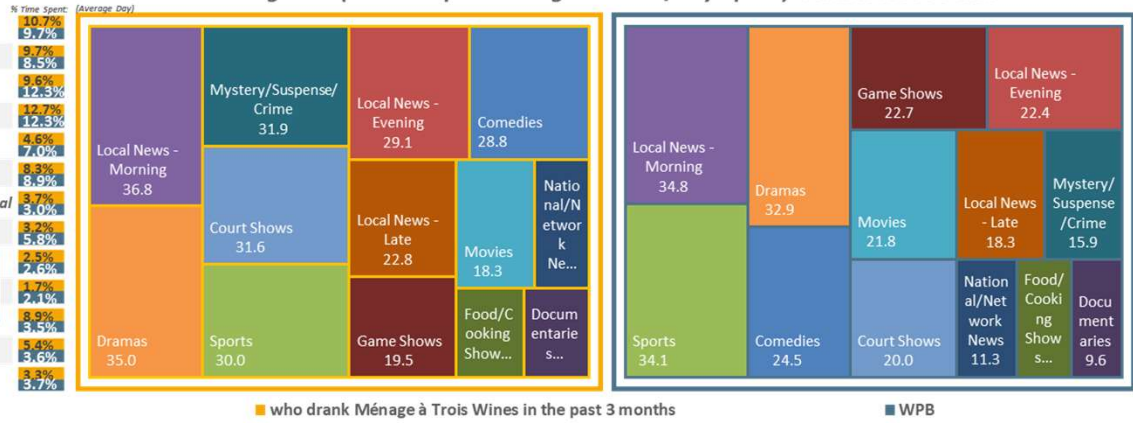


32,882 or 75.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Sports, Mystery/Suspense/Crime, and National/Netwo

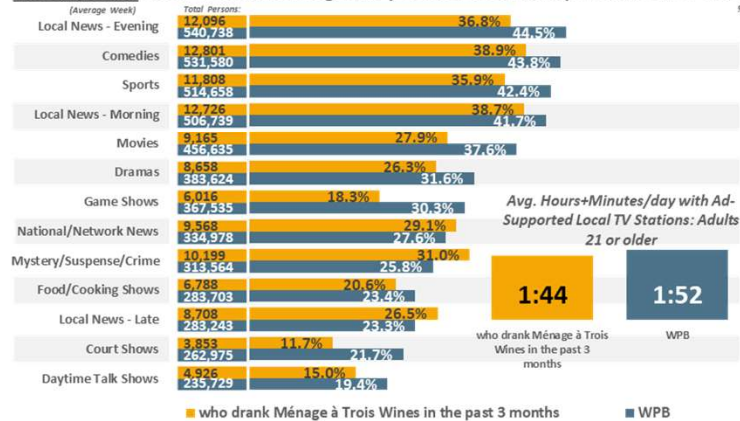
Local TV Station Programs (Persons & % Reach): Adults 21 or older



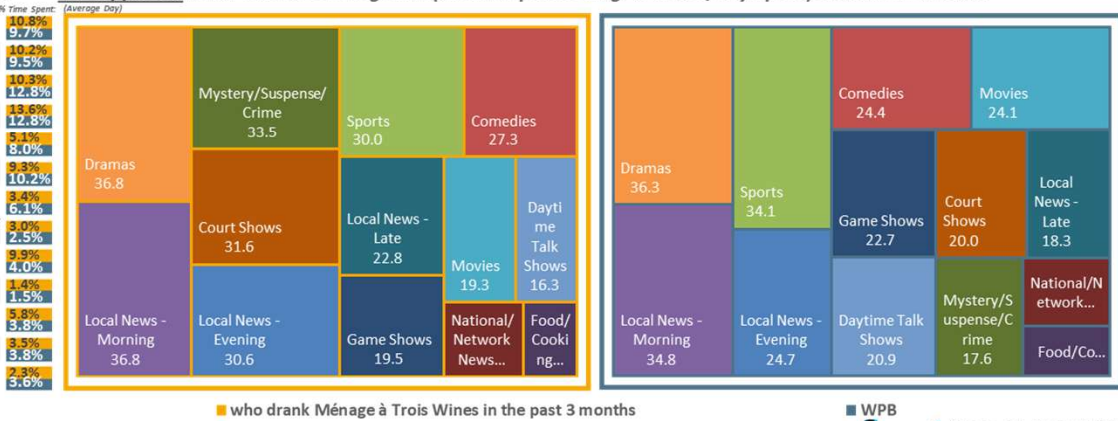
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 70
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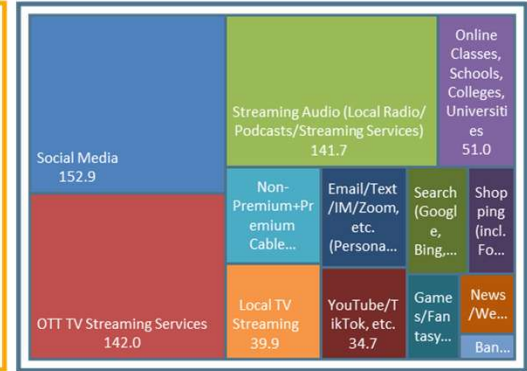
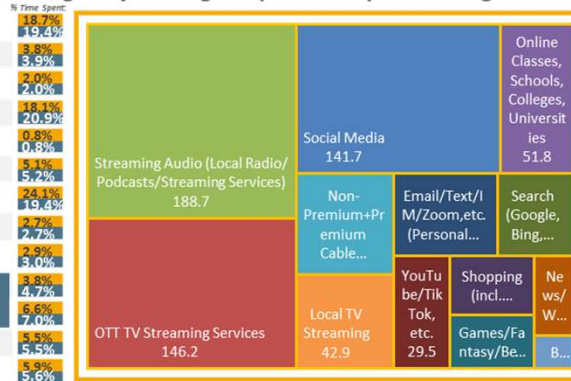
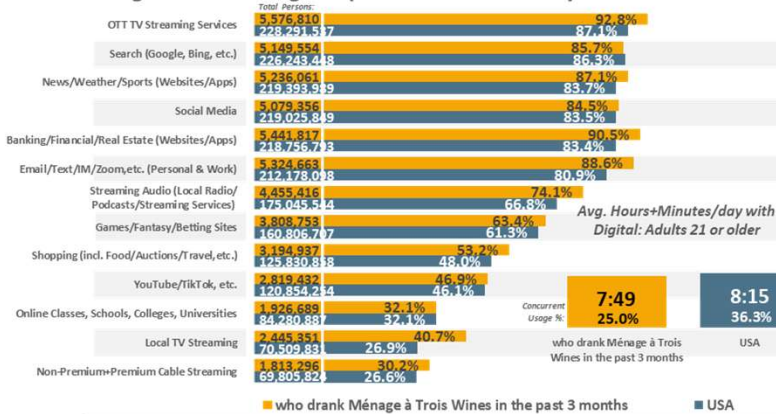
Wine (brands) bought past 3 months: Ménage à Trois



4,685,965 or 78.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 130.7 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

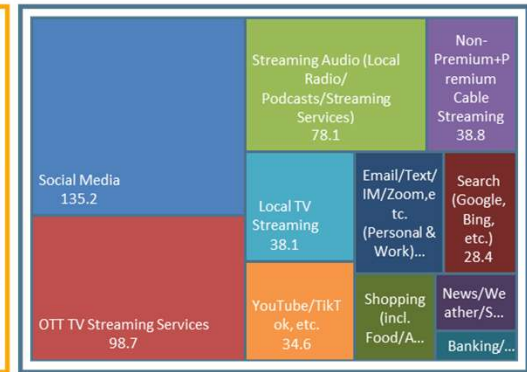
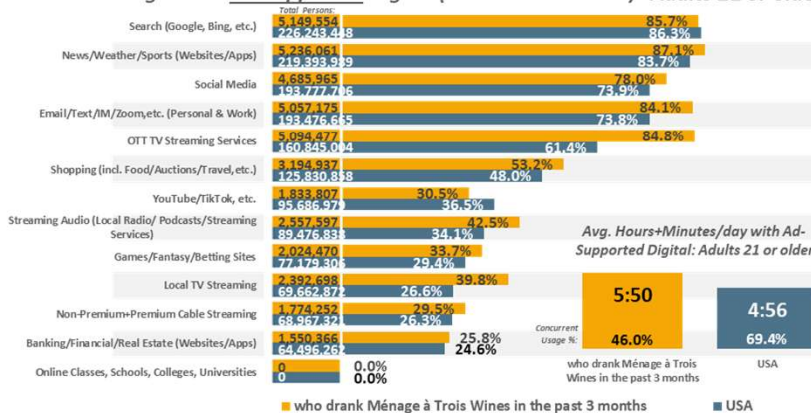
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

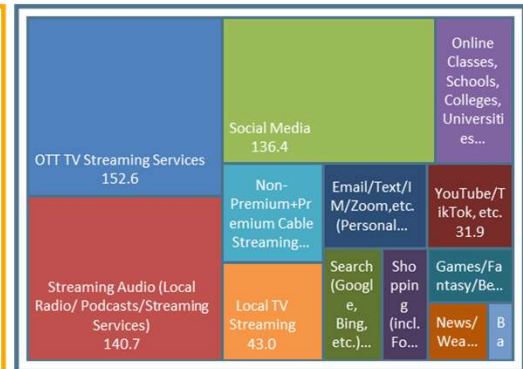
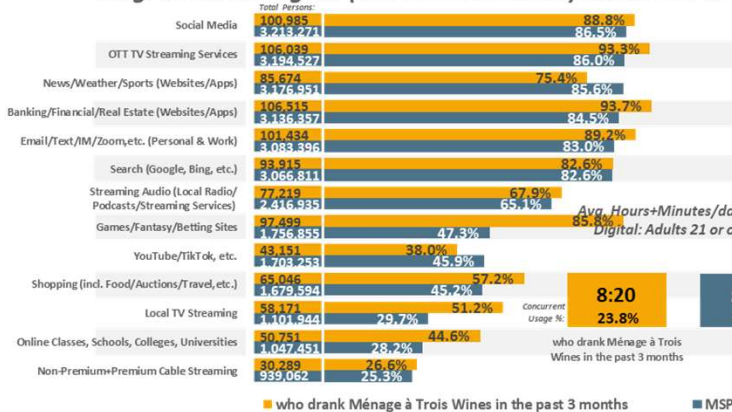




94,887 or 83.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 225.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Digital Media.

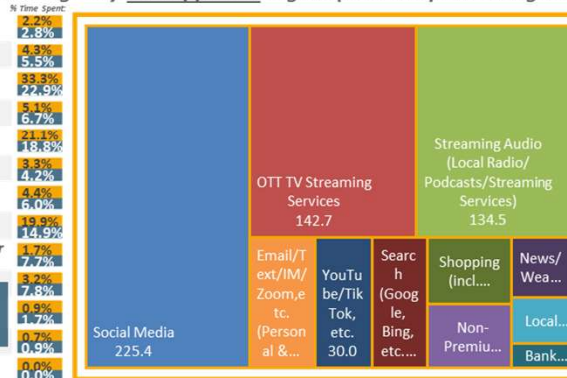
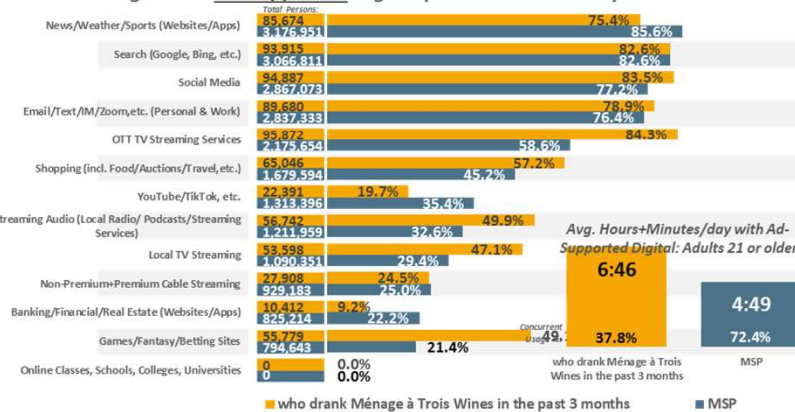
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

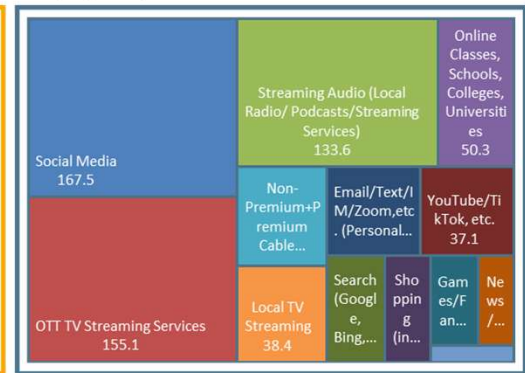
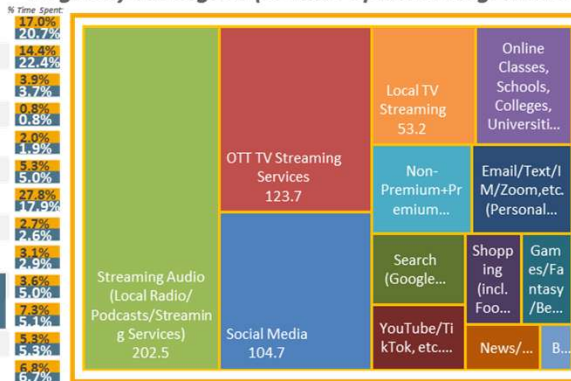
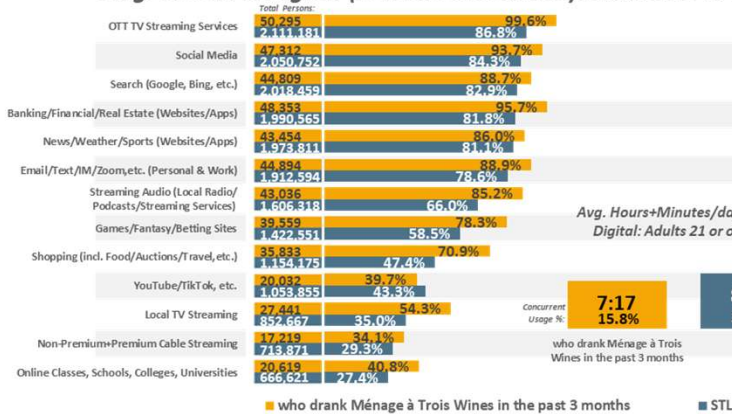




44,889 or 88.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 99.4 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

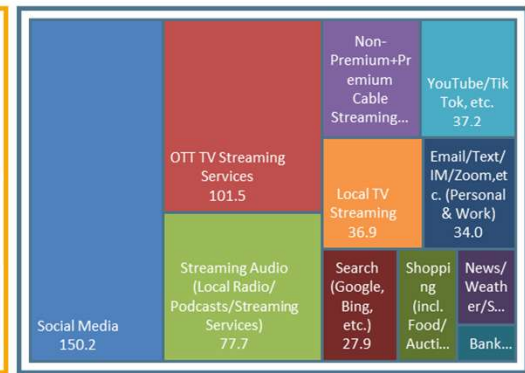
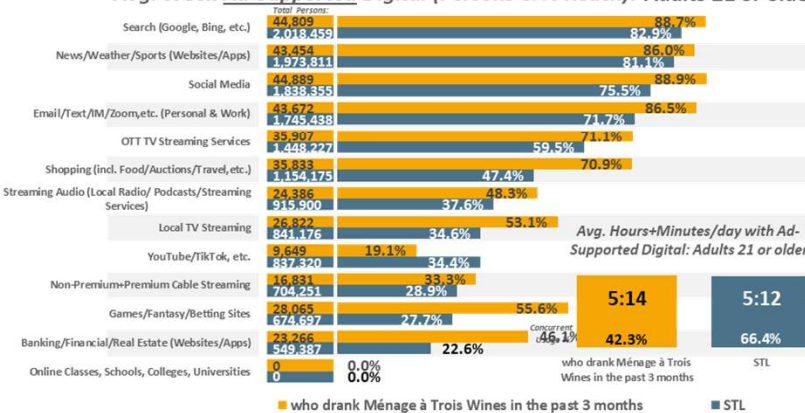
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

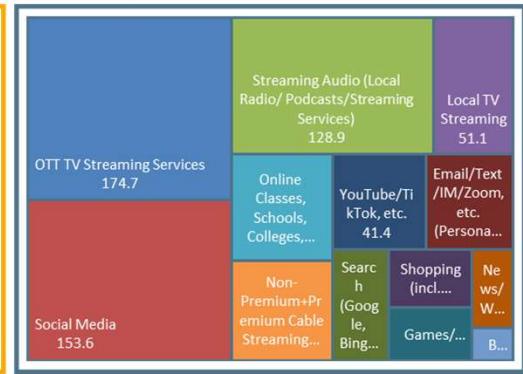
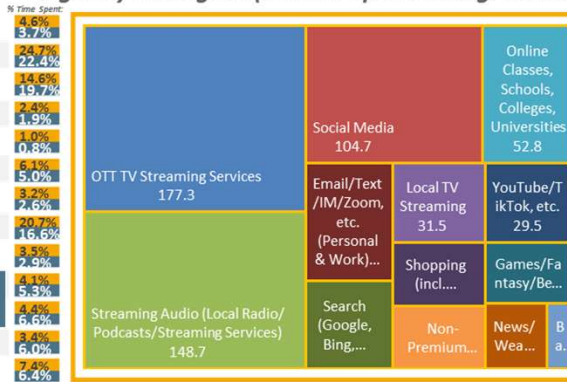
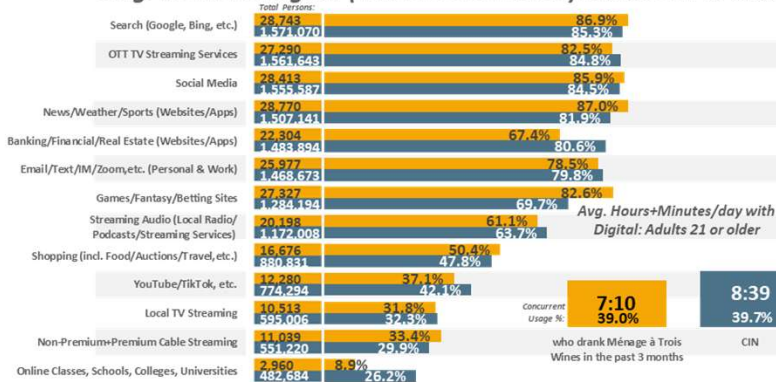




27,890 or 84.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 102.7 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

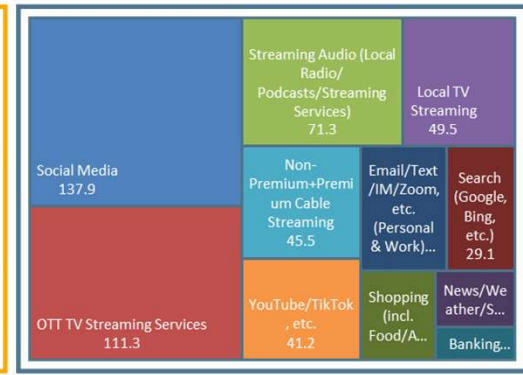
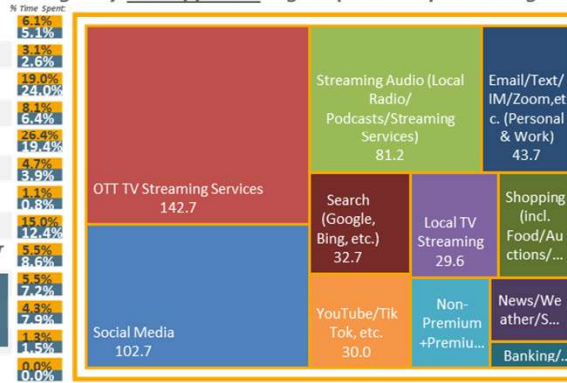
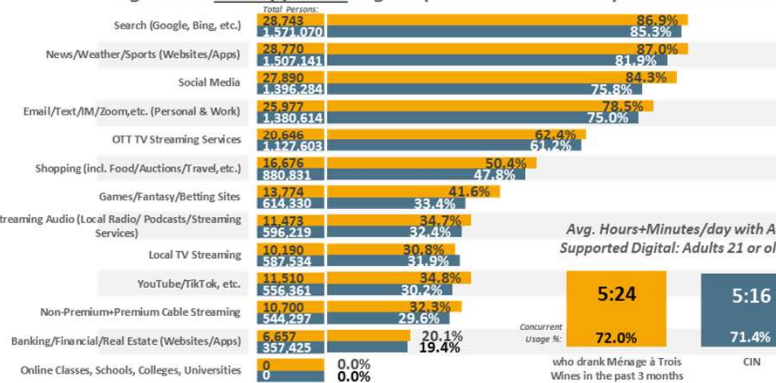
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

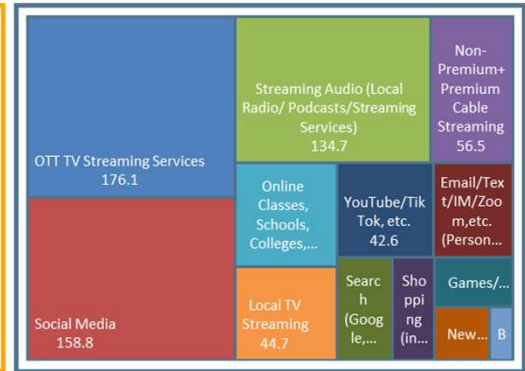
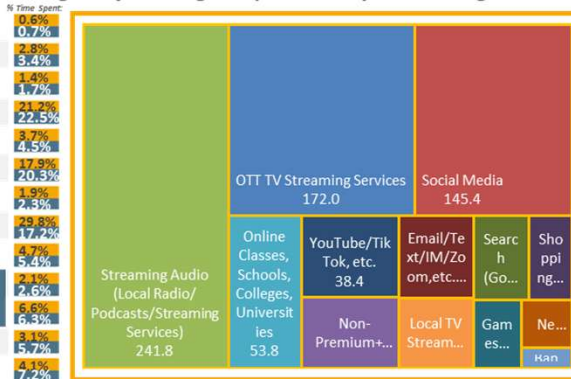
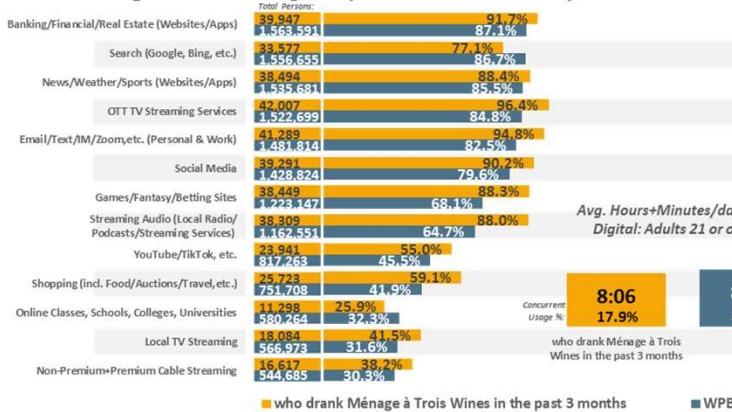




35,181 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 130.2 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

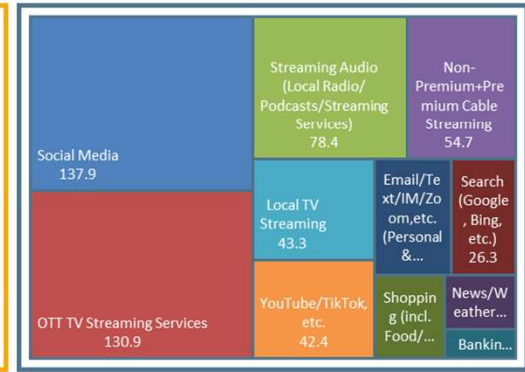
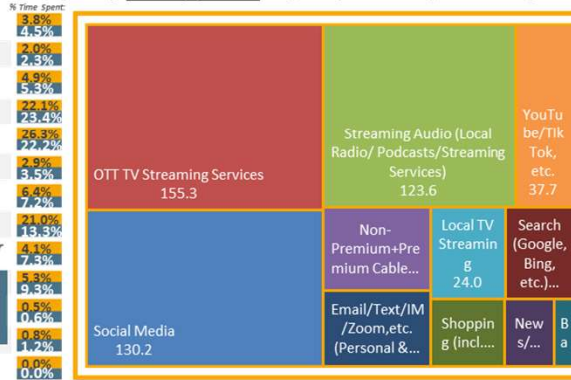
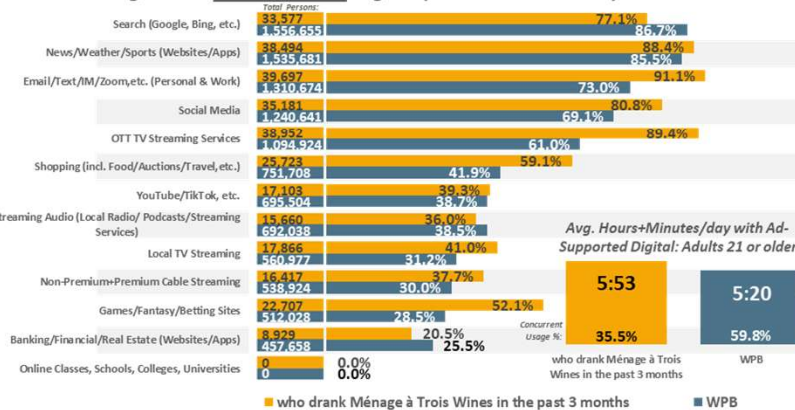
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

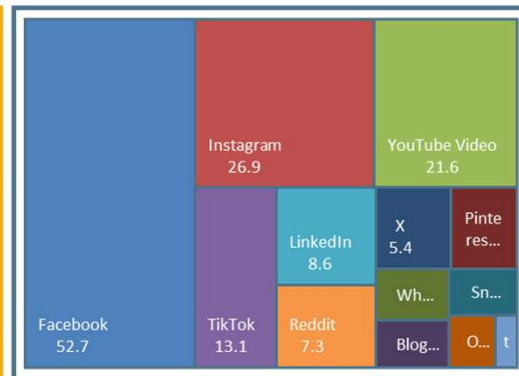
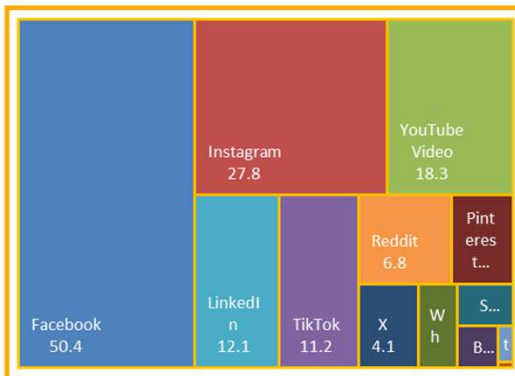
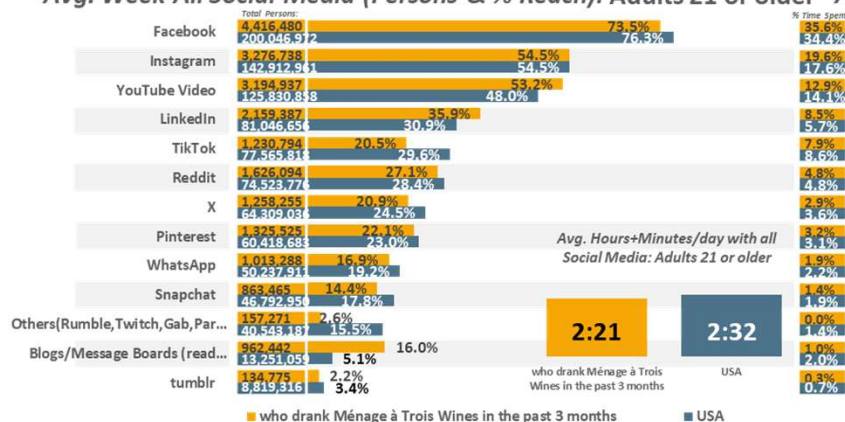
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



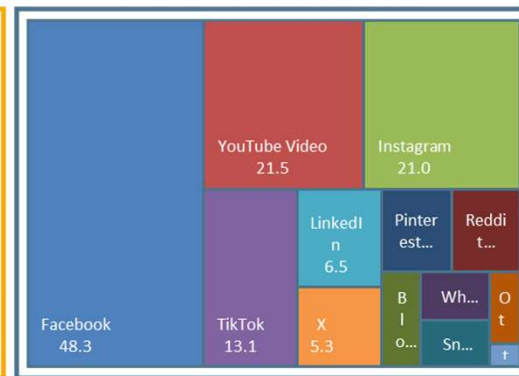
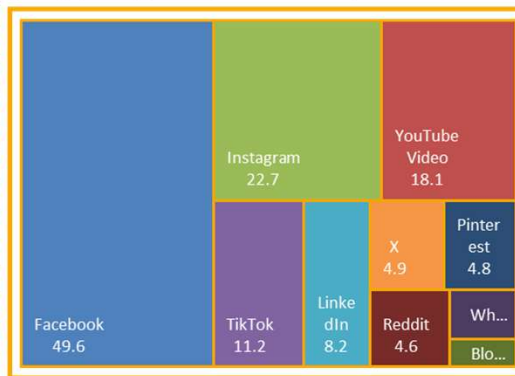
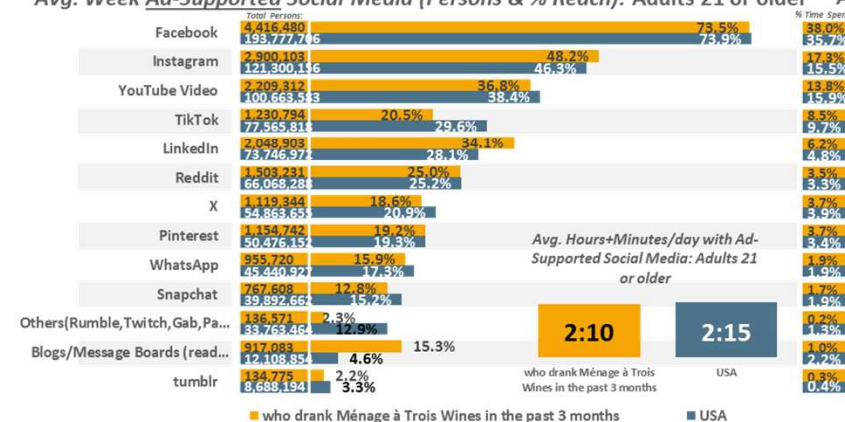


4,416,480 or 73.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

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**



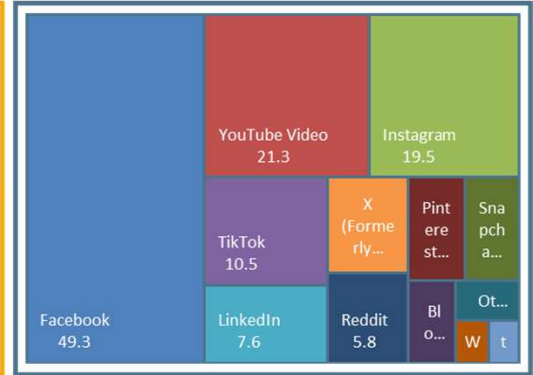
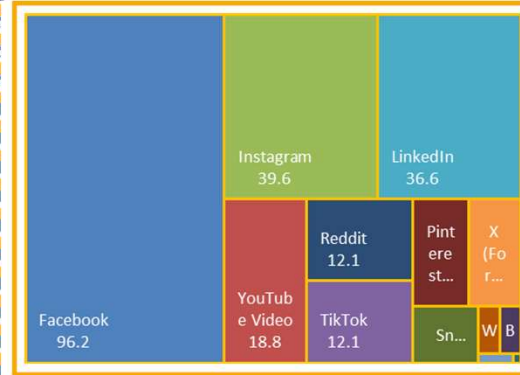
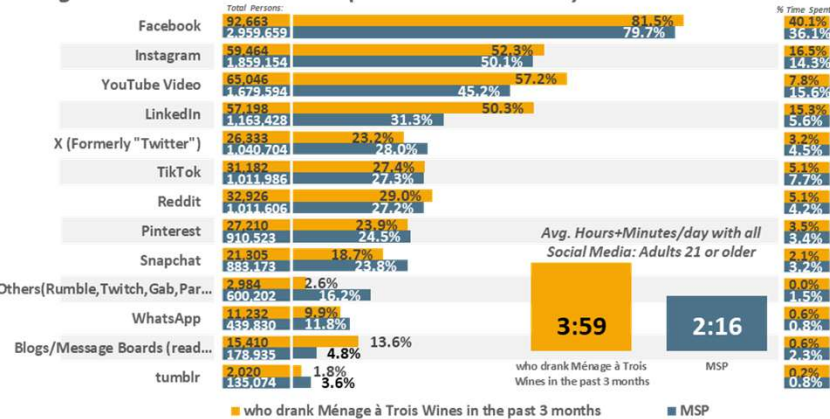
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



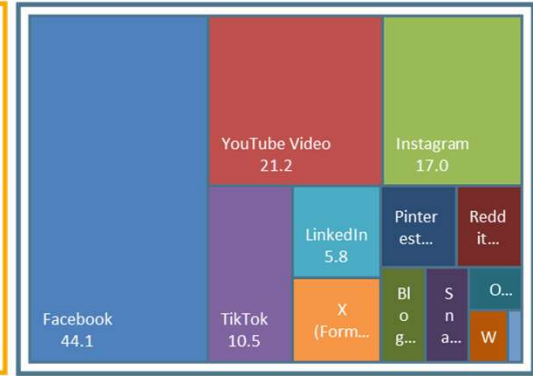
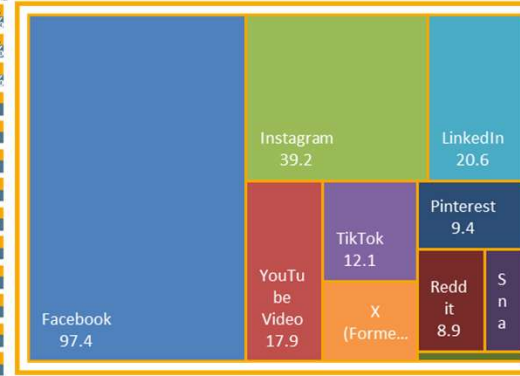
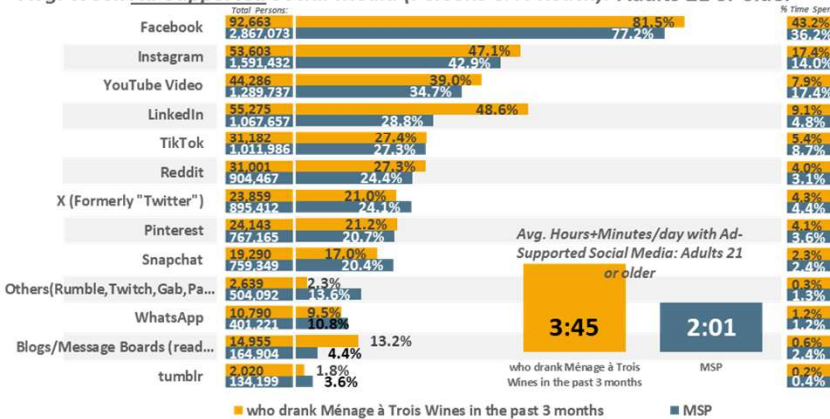


92,663 or 81.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 97.4 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

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**



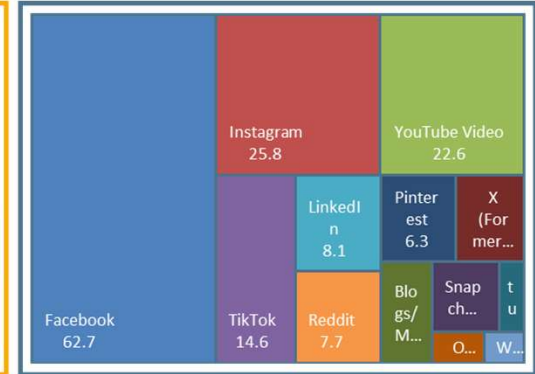
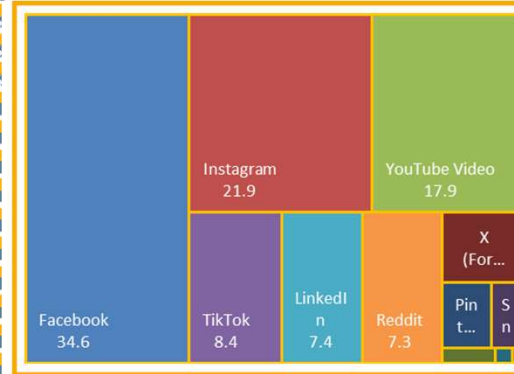
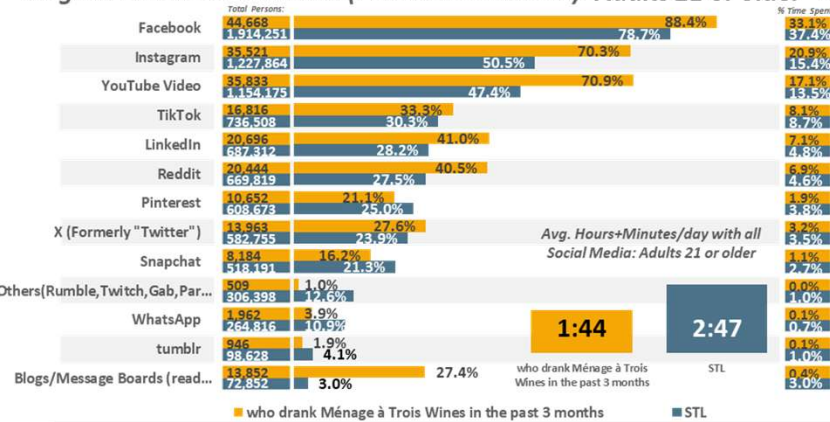
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



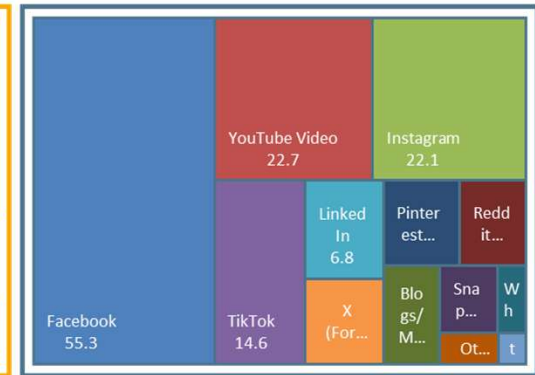
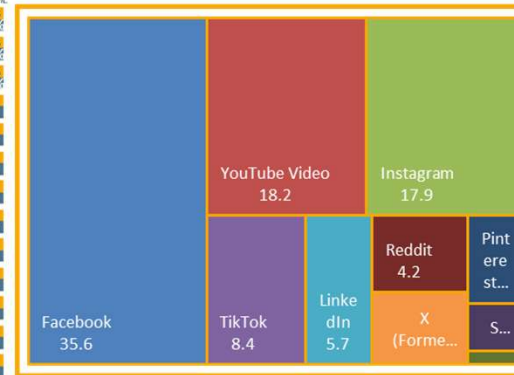
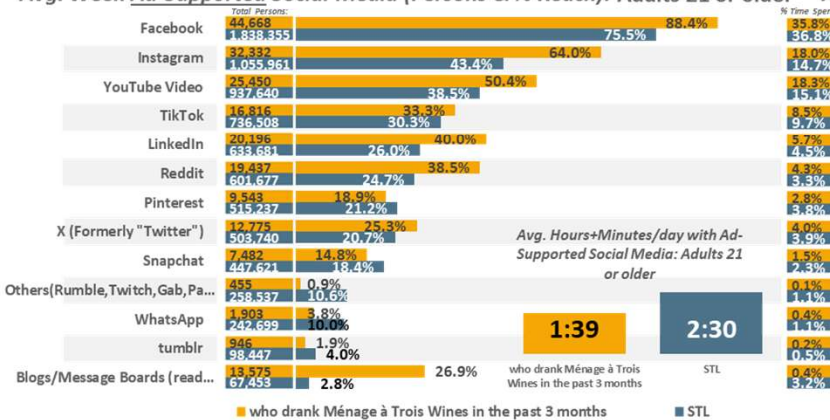


44,668 or 88.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 35.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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



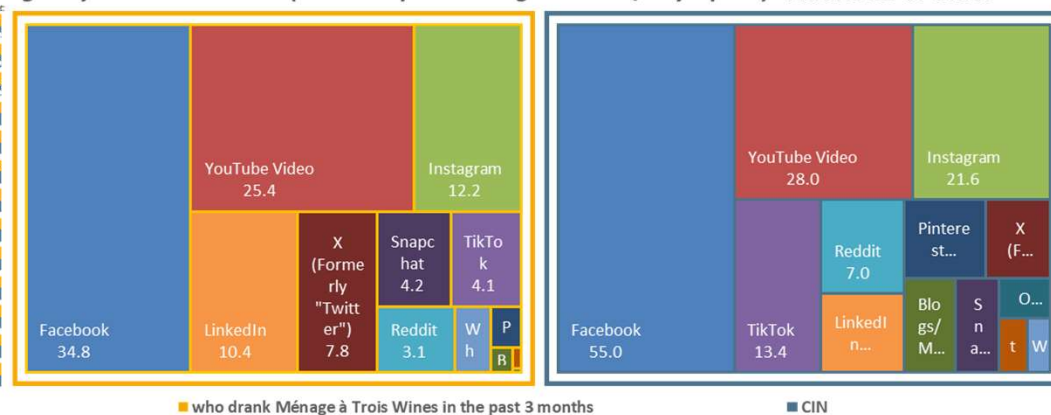
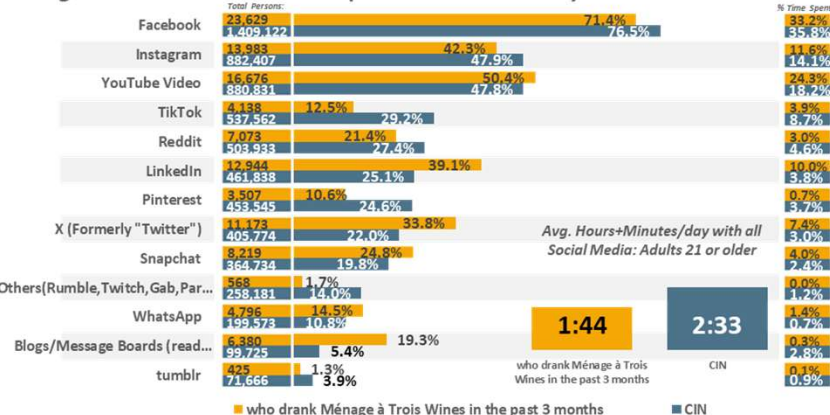
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



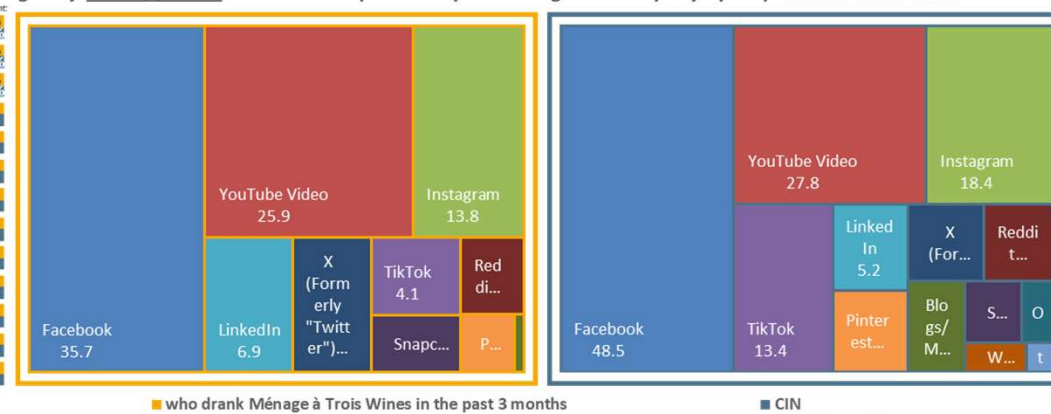
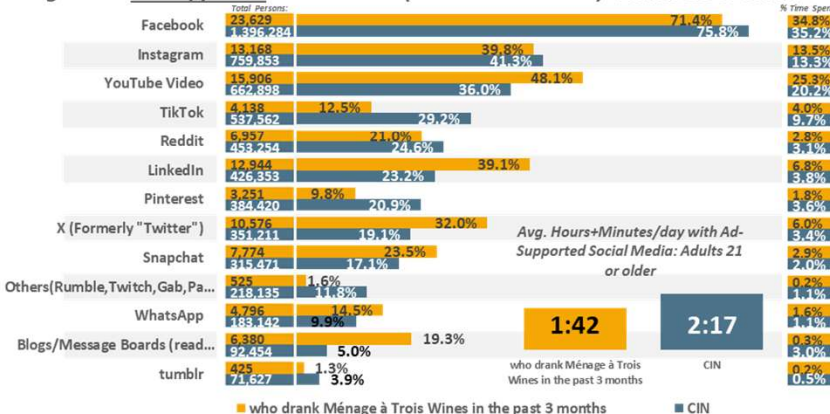


23,629 or 71.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 35.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



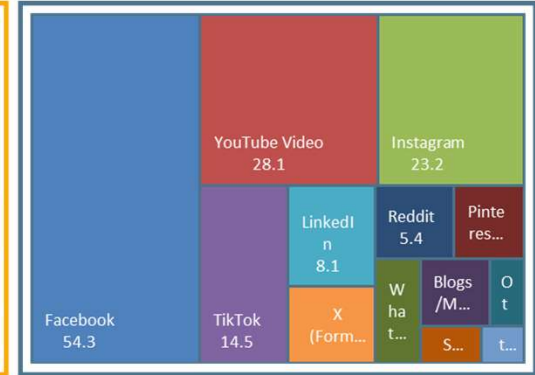
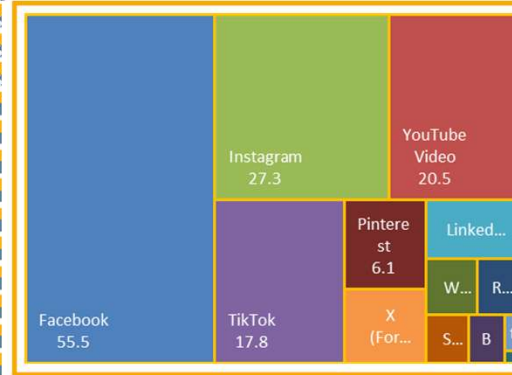
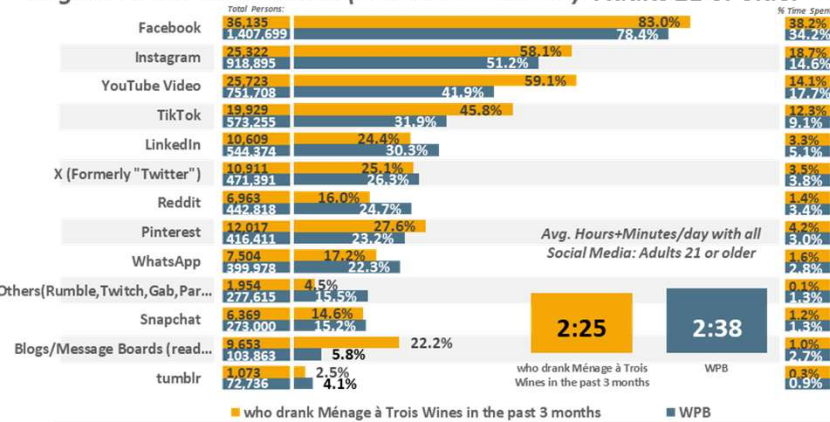
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



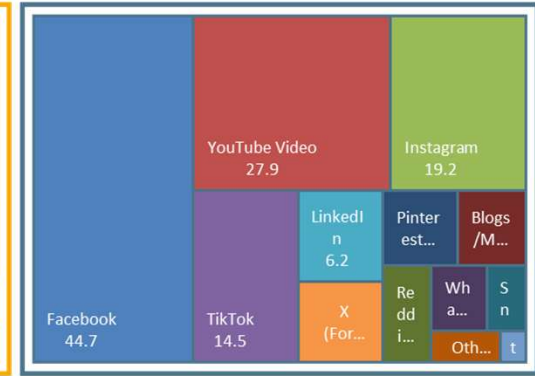
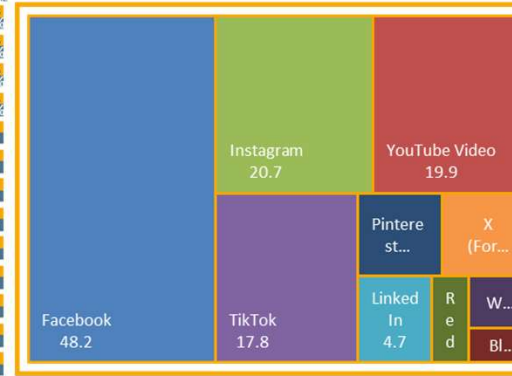
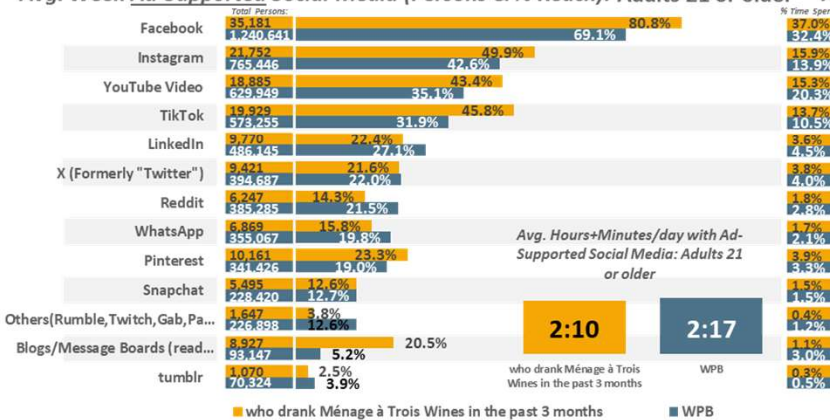


35,181 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 48.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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**



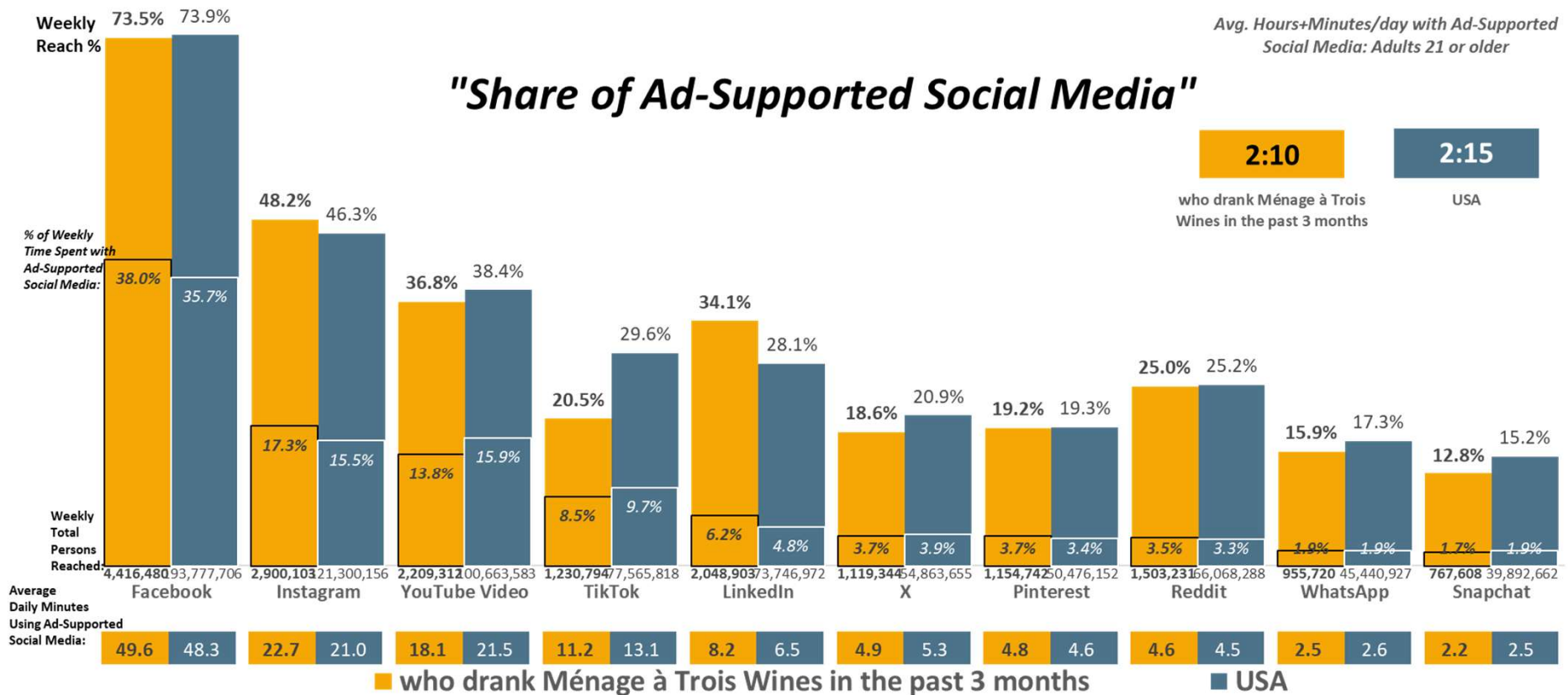
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





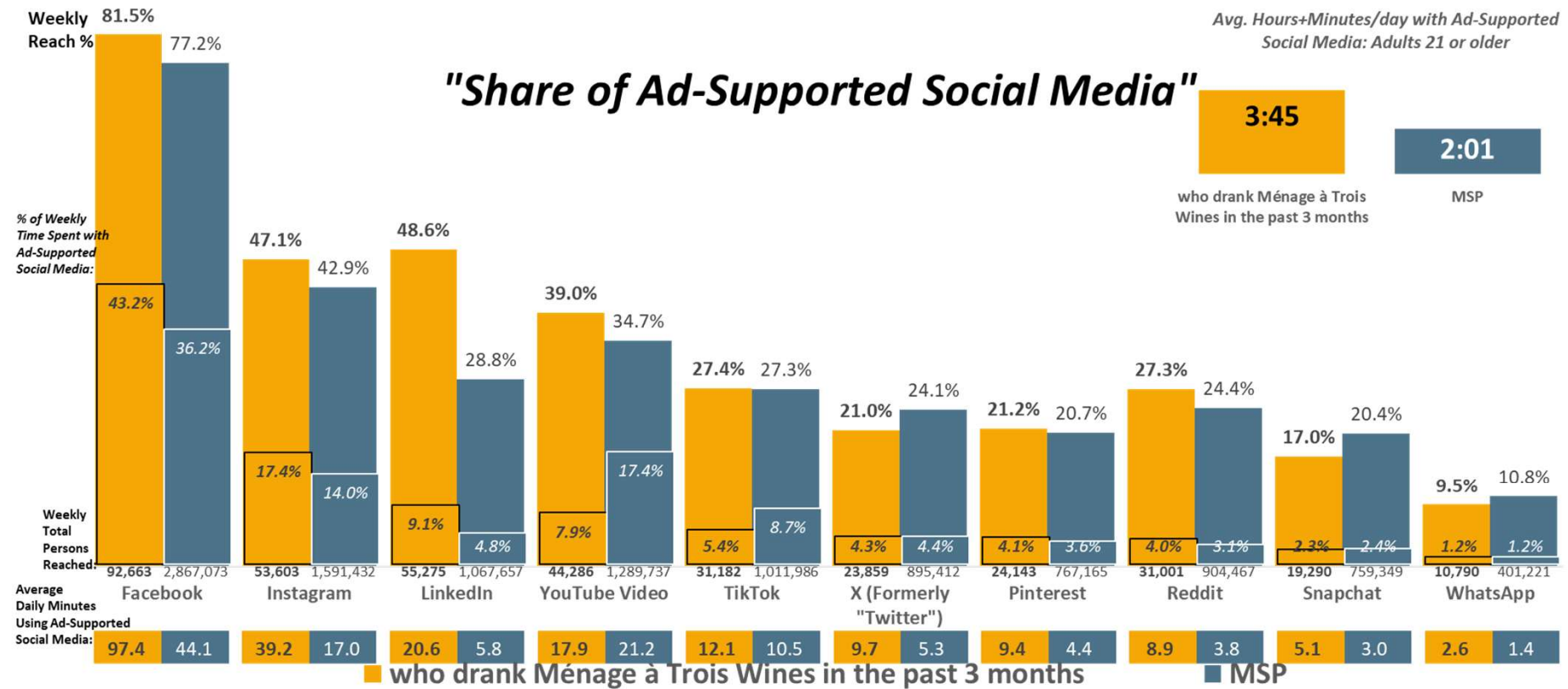
4,416,480 or 73.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





92,663 or 81.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 97.4 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.



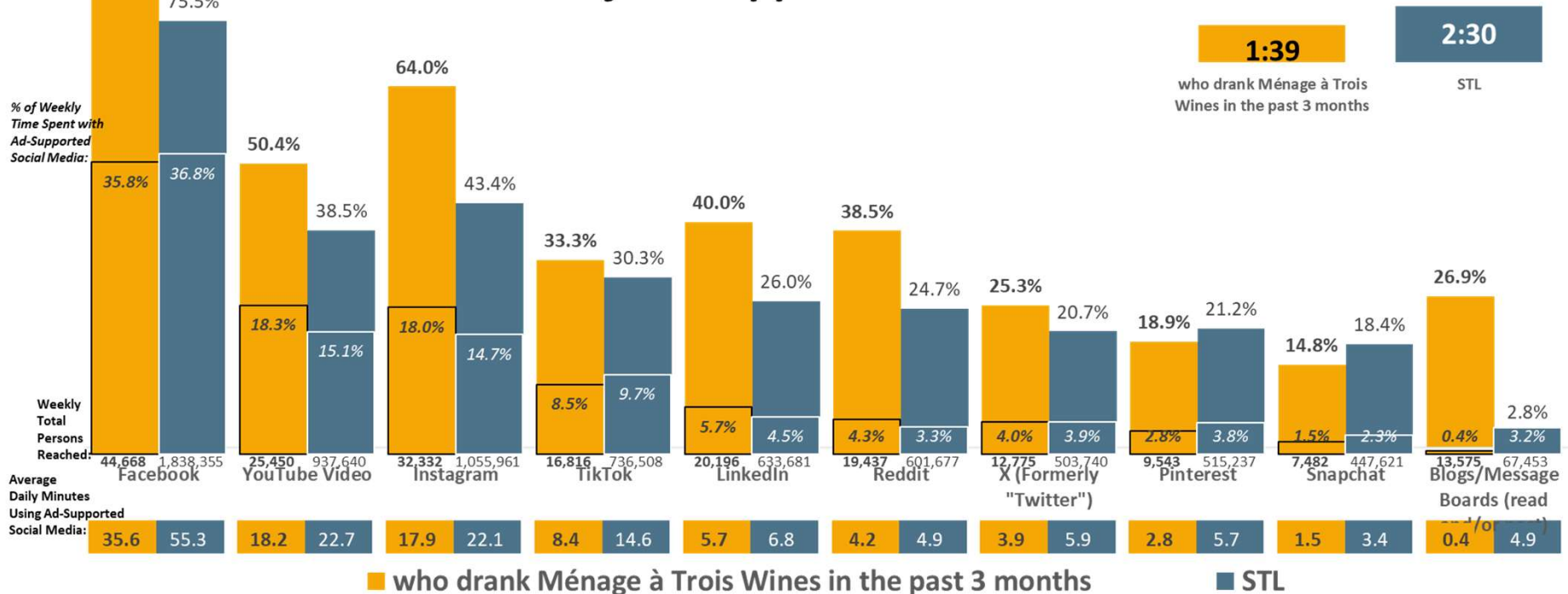


44,668 or 88.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 35.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 88.4%

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

"Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 51
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

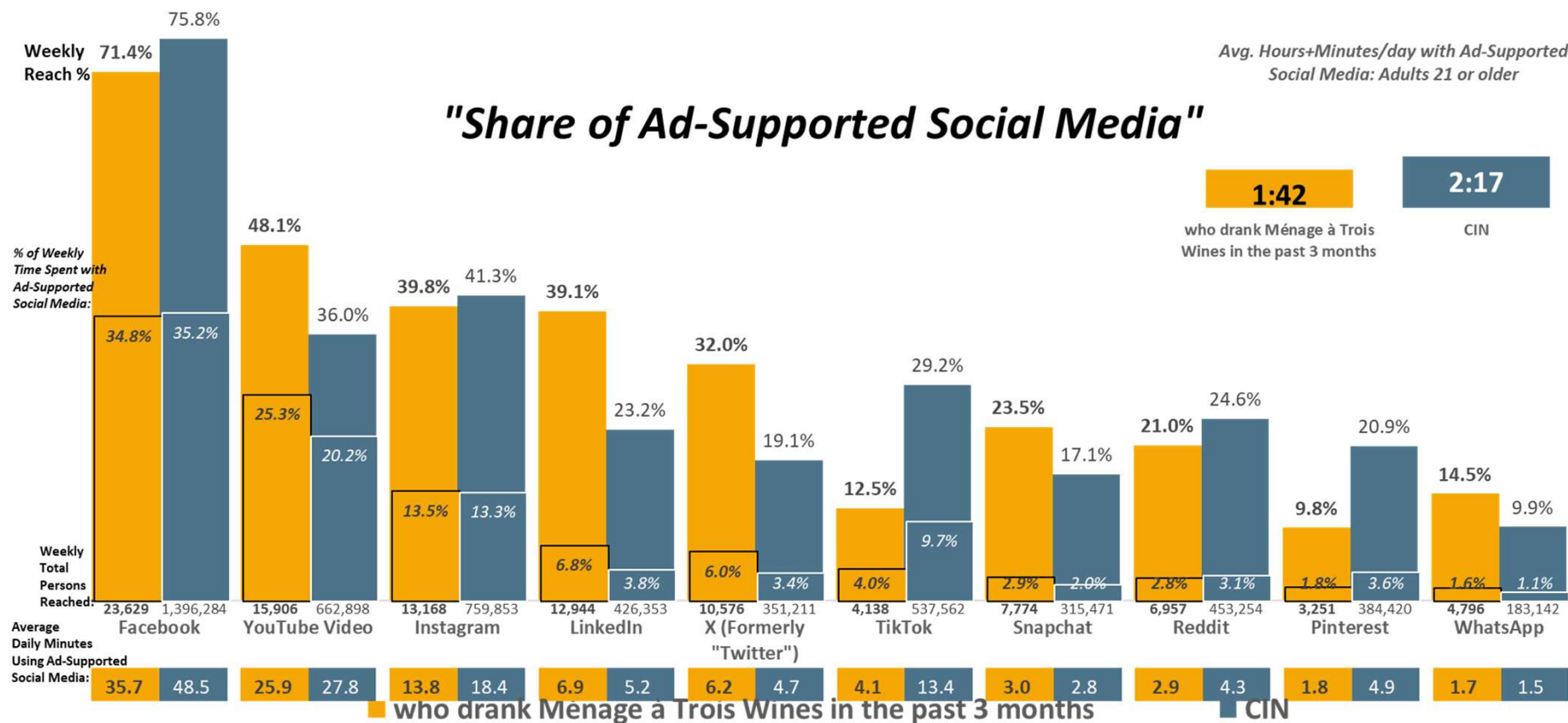
soefa.ai Share of Everything for Anything

Wine (brands) bought past 3 months: Ménage à Trois



23,629 or 71.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 35.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

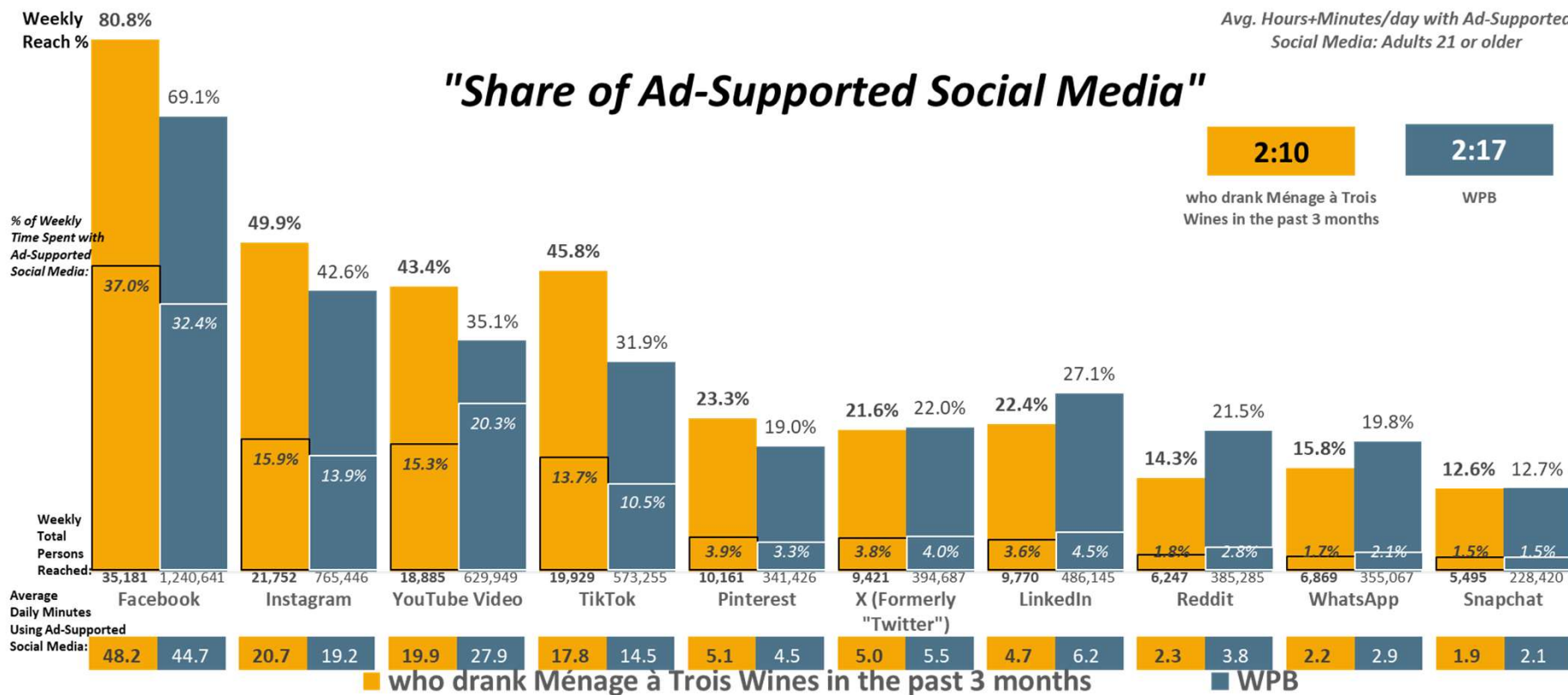
"Share of Ad-Supported Social Media"





35,181 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 48.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

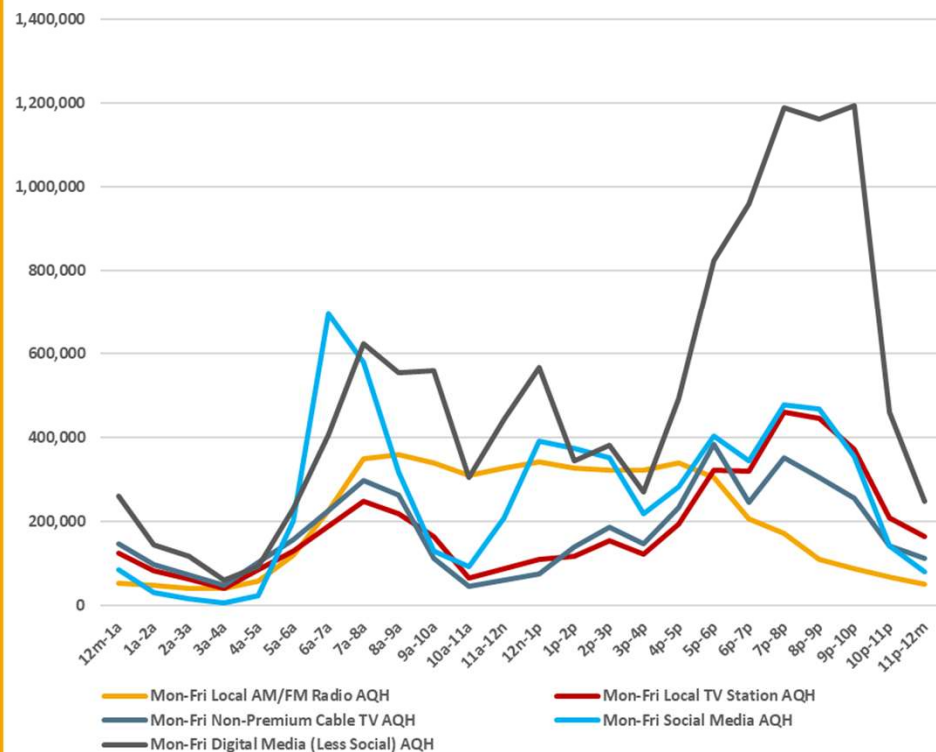
"Share of Ad-Supported Social Media"



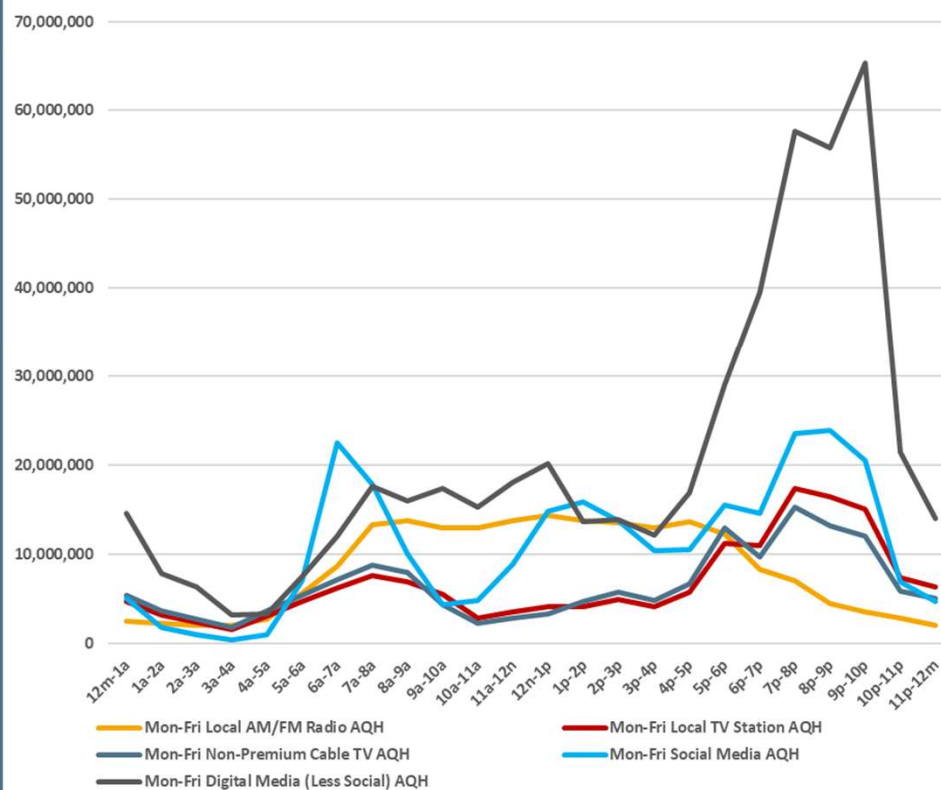


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 517,949;
Social Media: 337,645; Local Radio: 313,410; Non-Prem. Cable: 185,544; Local TV: 178,117
reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank Ménage à Trois Wines in the
past 3 months*



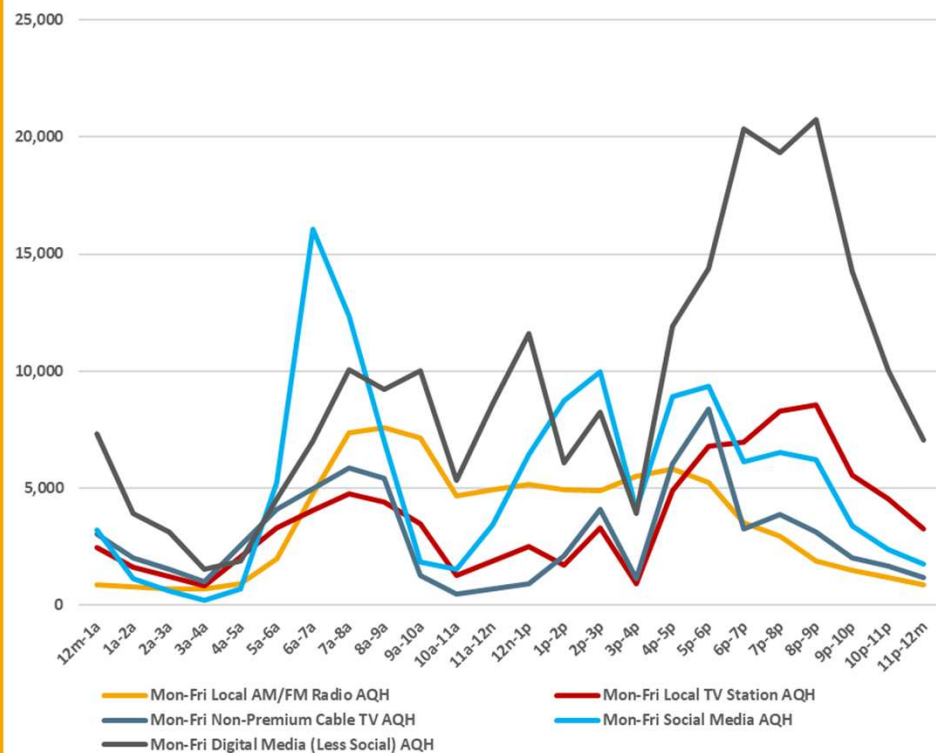
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older*



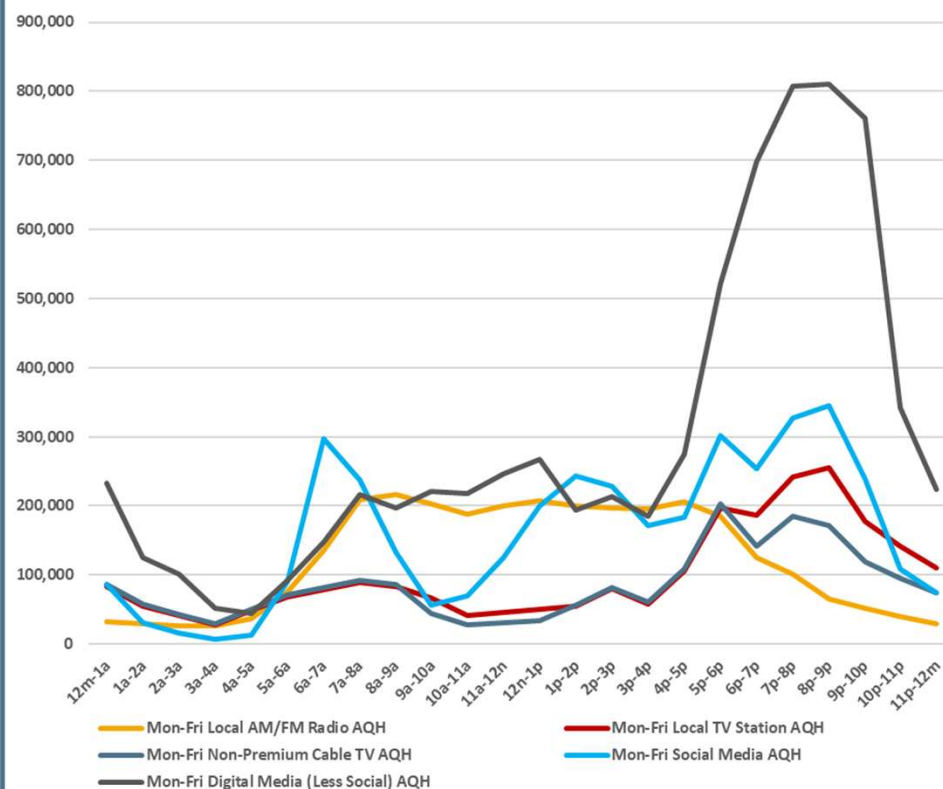


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,744;
Social Media: 7,368; Local Radio: 5,501; Local TV: 3,606; Non-Prem. Cable: 3,431 reaching
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank Ménage à Trois Wines in the
past 3 months*



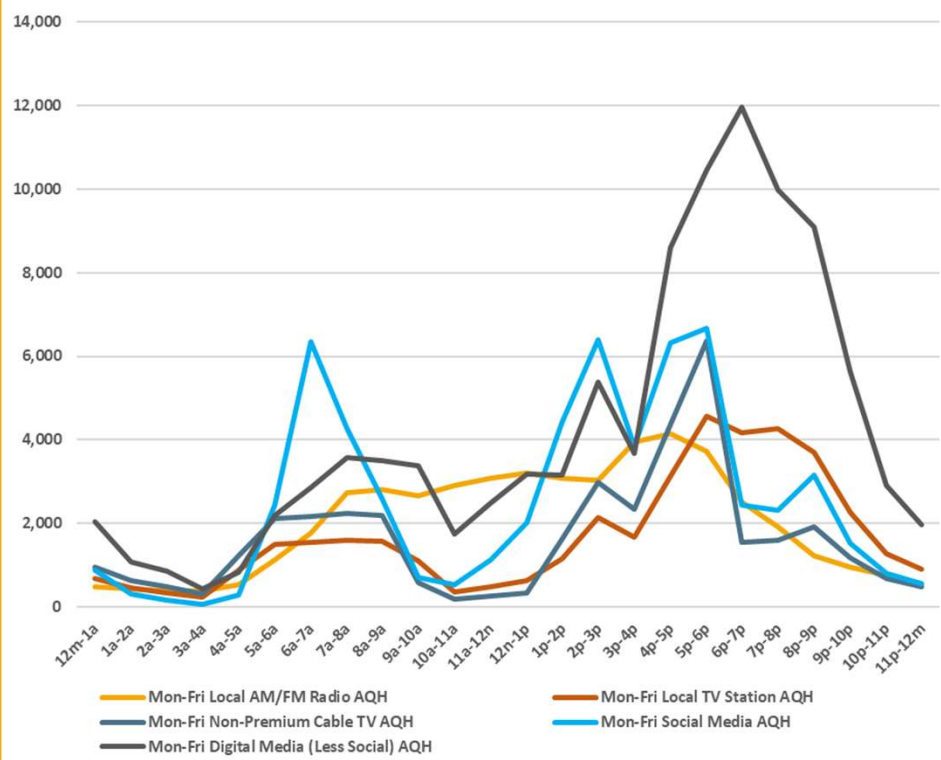
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 21 or older*



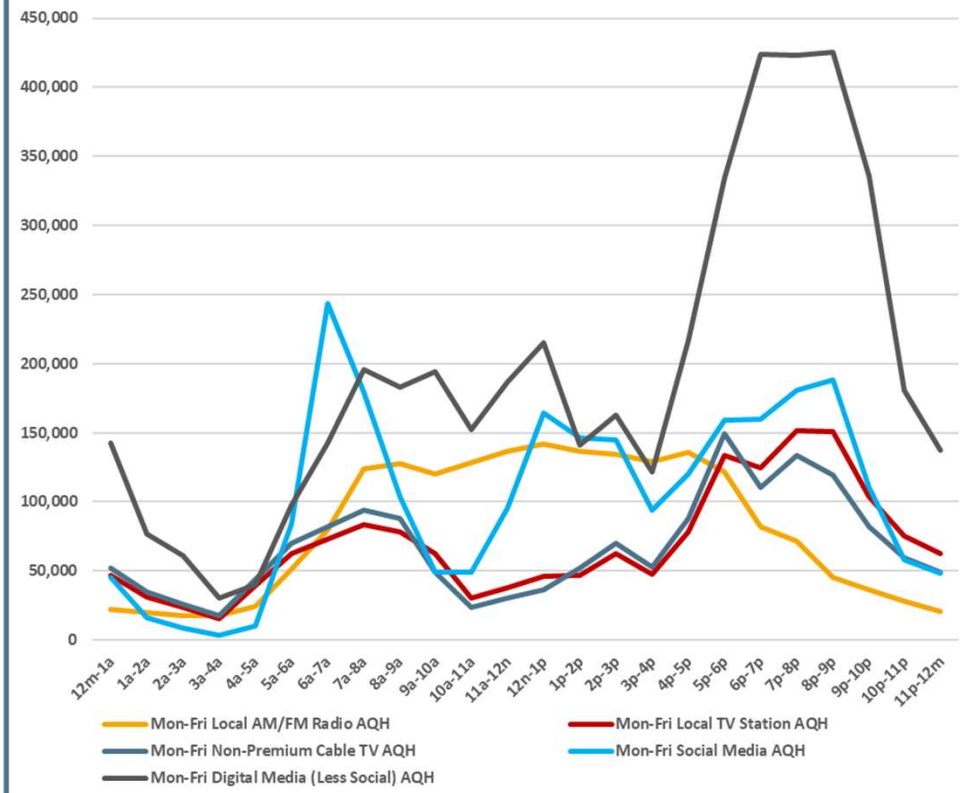


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,922;
Social Media: 3,665; Local Radio: 3,051; Non-Prem. Cable: 2,092; Local TV: 1,857 reaching
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank Ménage à Trois Wines in the
past 3 months



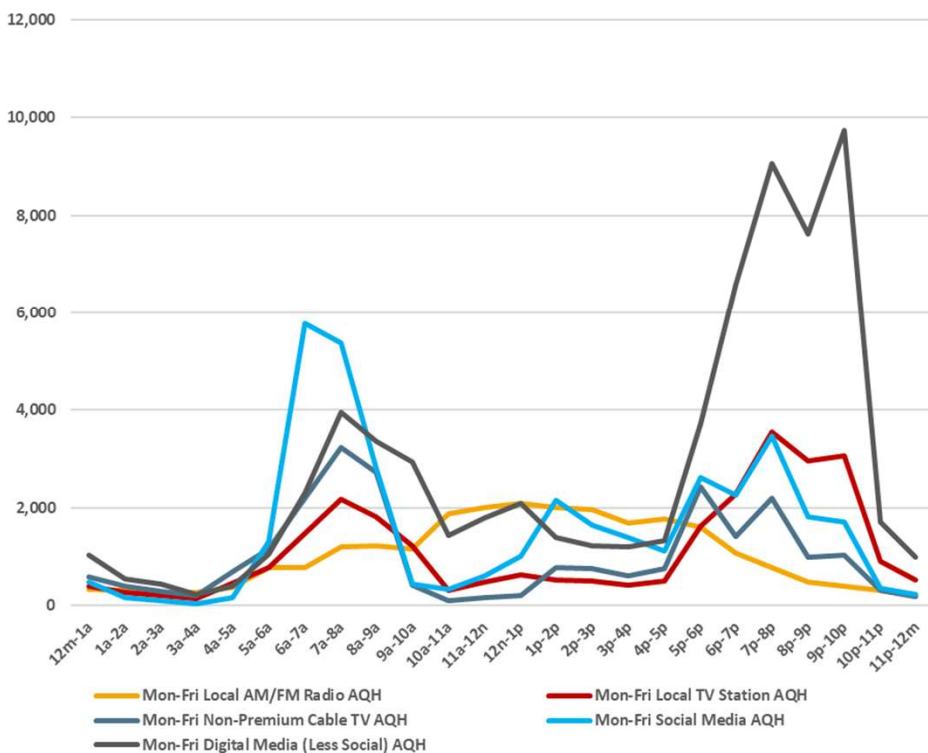
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 21 or older



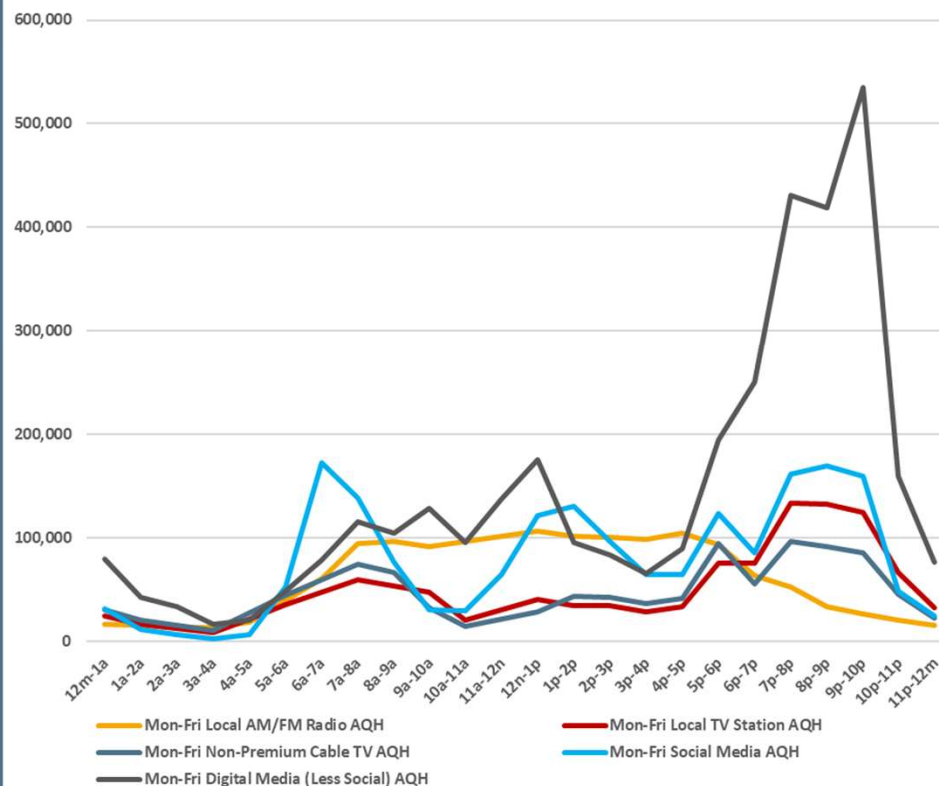


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,565;
Social Media: 2,119; Local Radio: 1,573; Non-Prem. Cable: 1,216; Local TV: 1,075 reaching
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank Ménage à Trois Wines in the
past 3 months



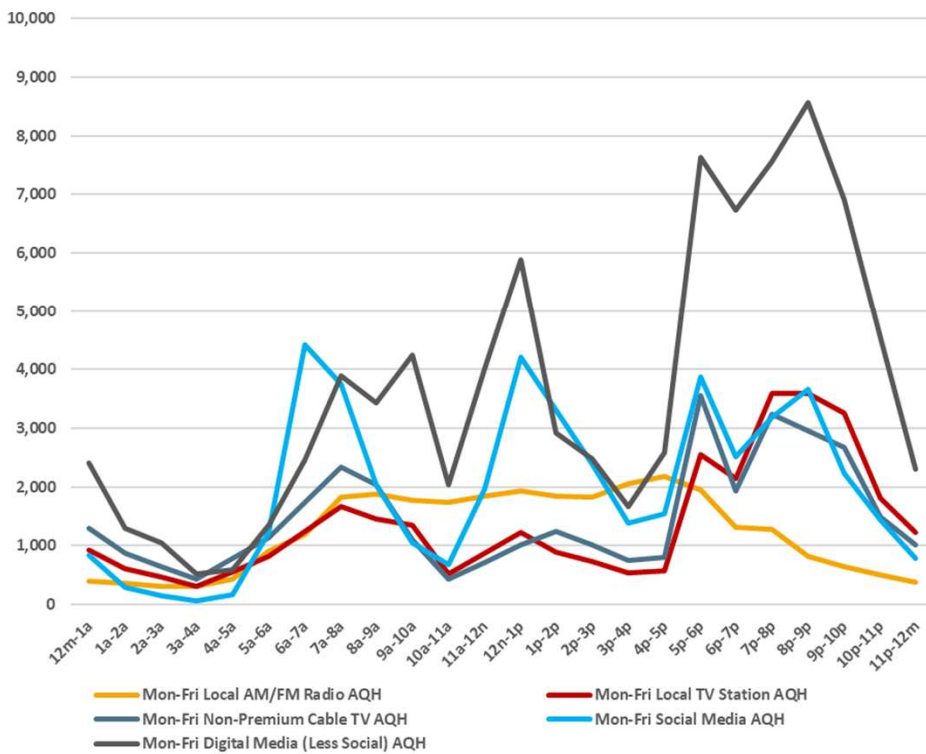
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 21 or older



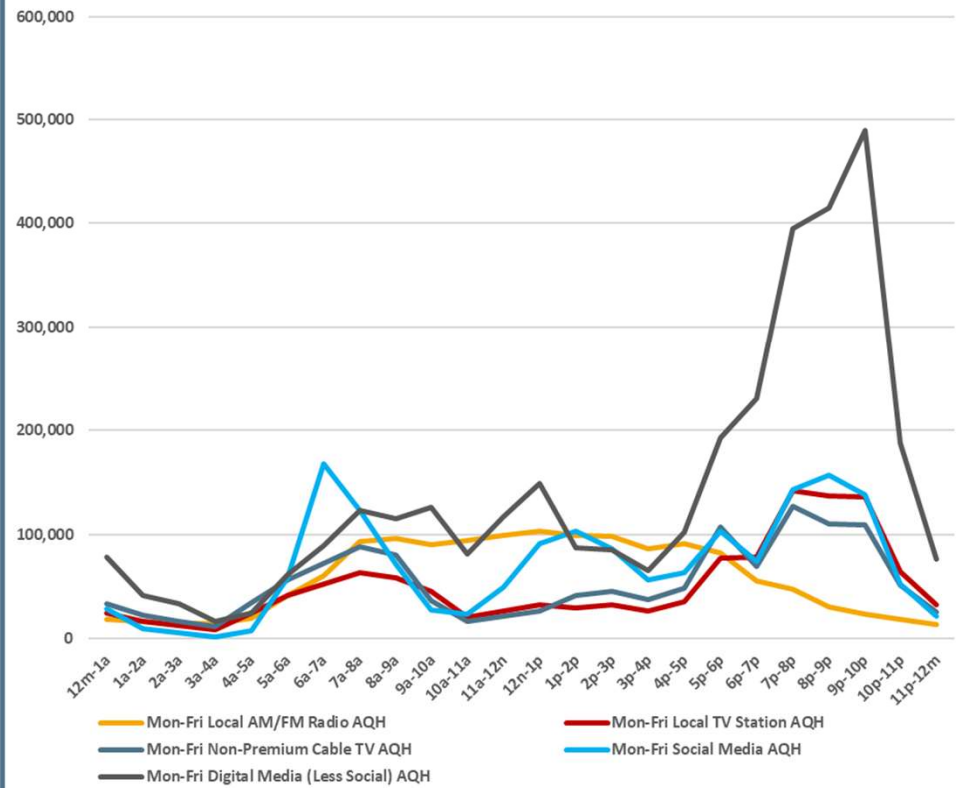


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,847; Social Media: 2,547; Local Radio: 1,797; Non-Prem. Cable: 1,438; Local TV: 1,210 reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months



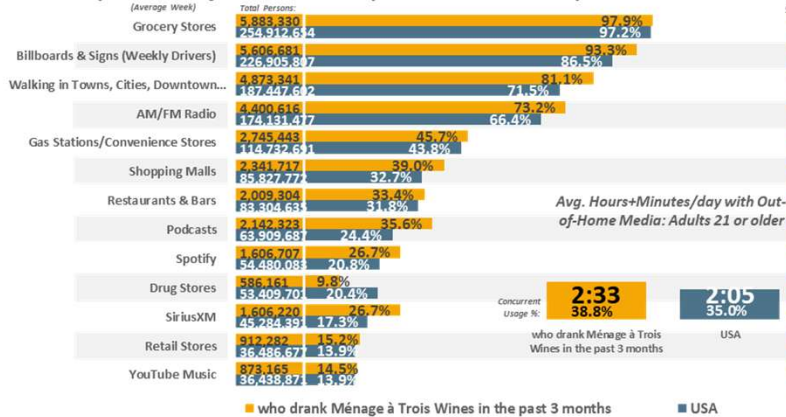
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 21 or older



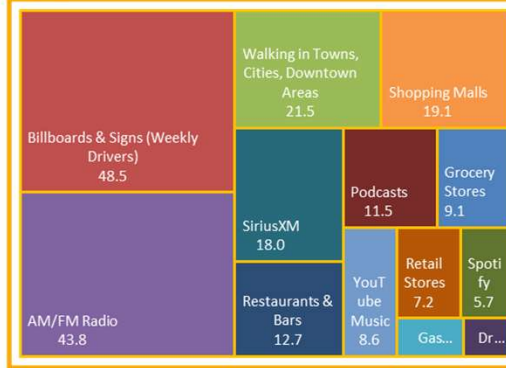


5,606,681 or 93.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day

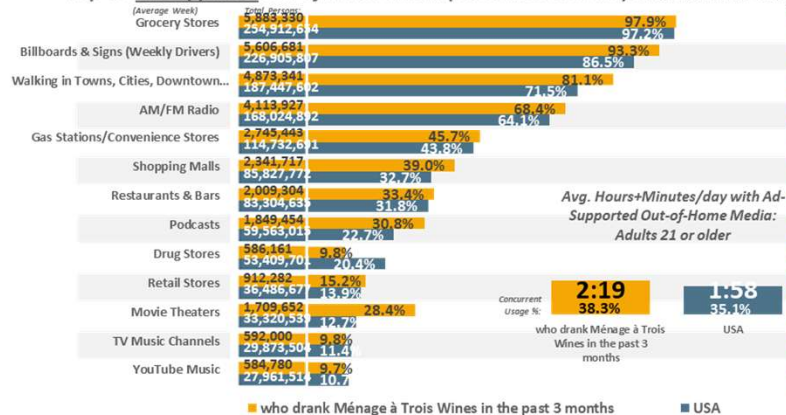
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



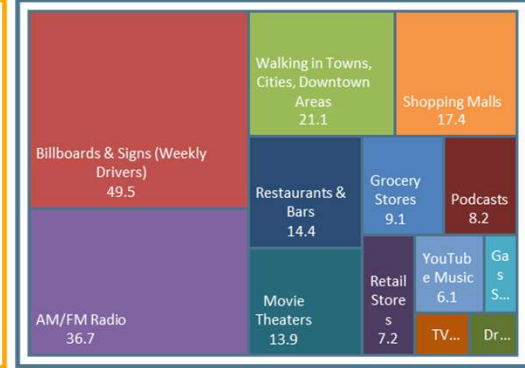
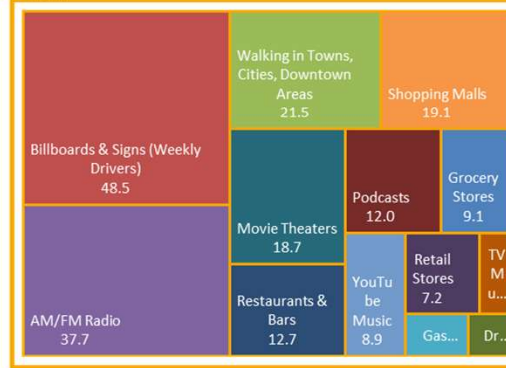
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



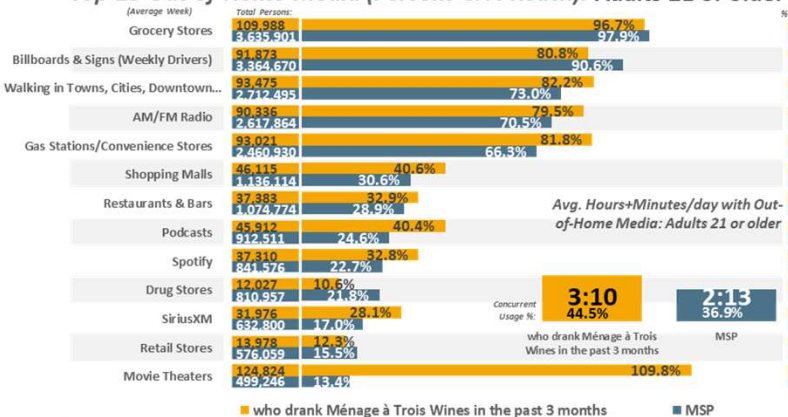
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



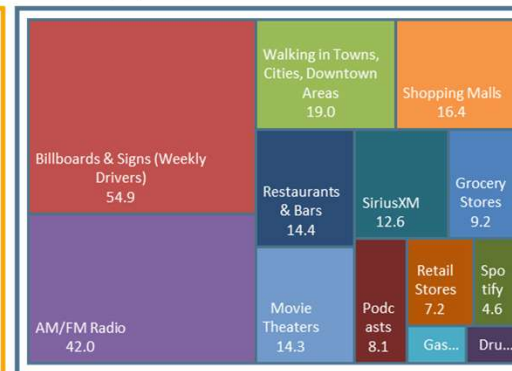
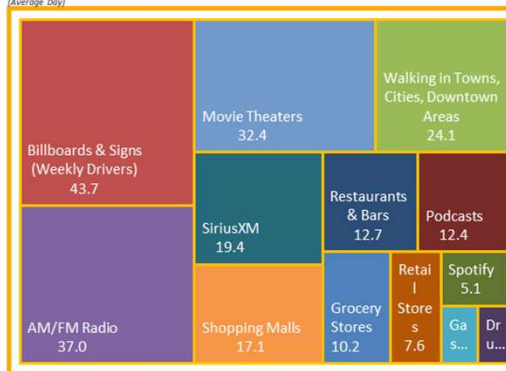


91,873 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 43.7 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 26.3 minutes/day.

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



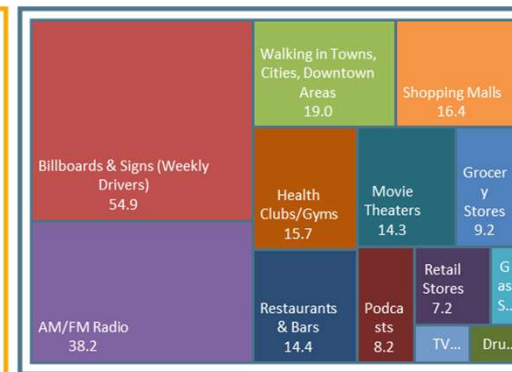
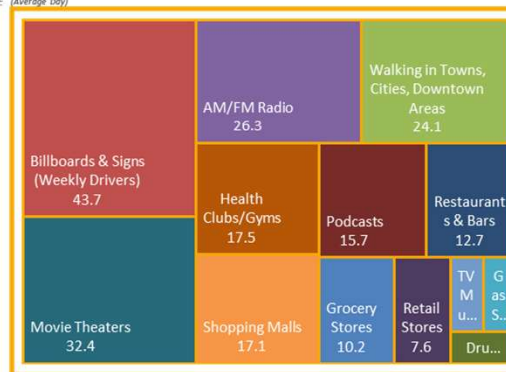
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



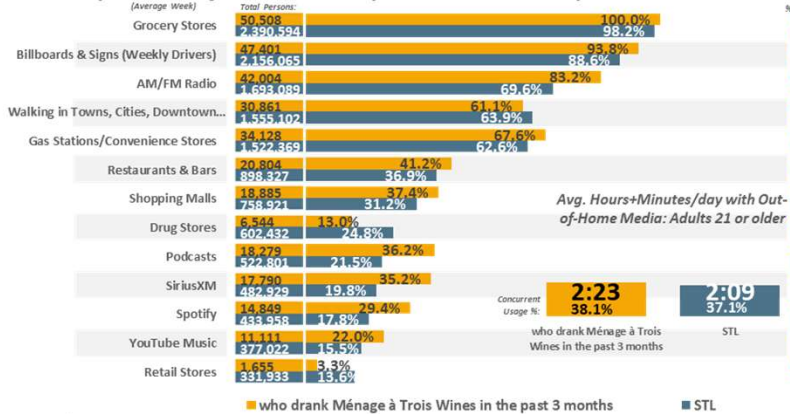
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



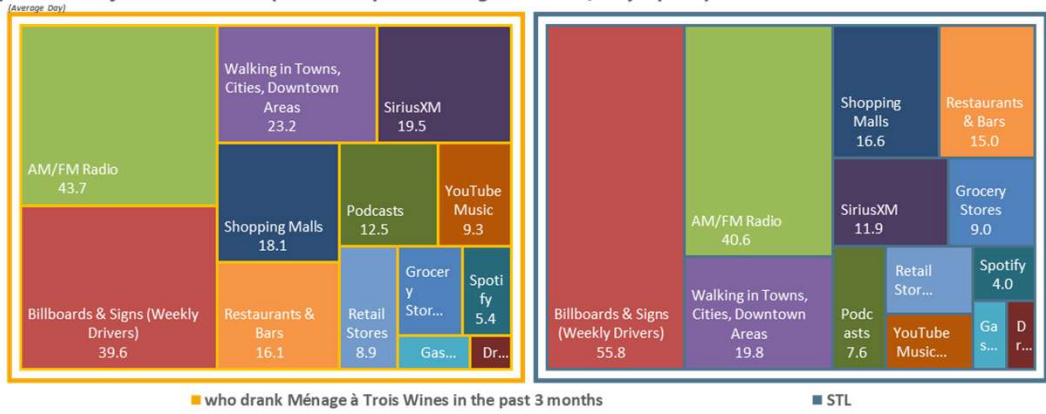


47,401 or 93.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 39.6 minutes per day driving, seeing Billboards and Signs. 80.2% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

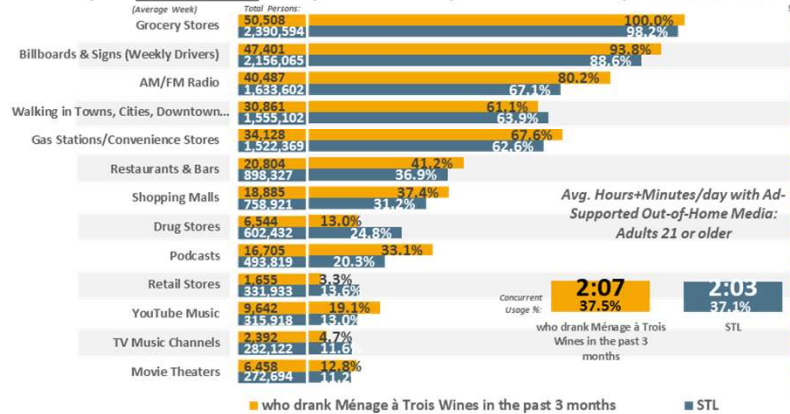
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



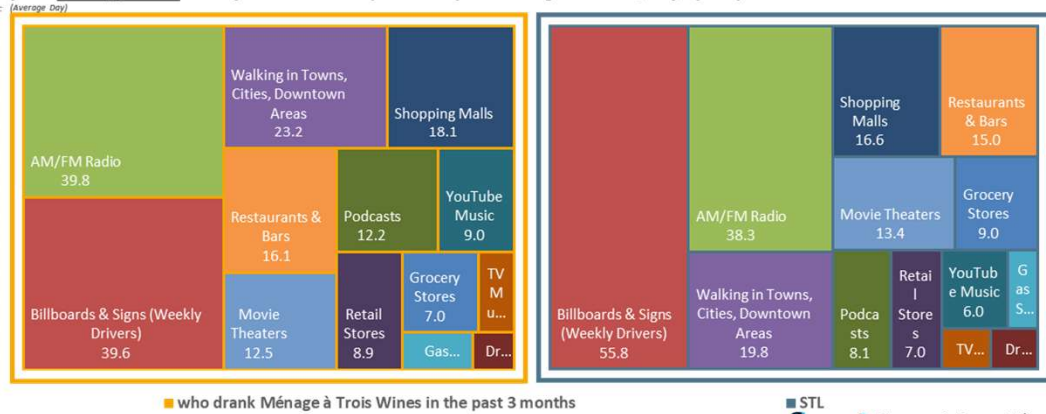
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



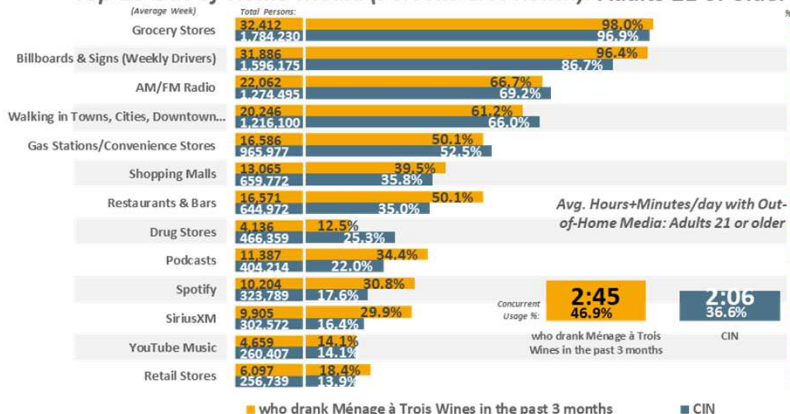
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



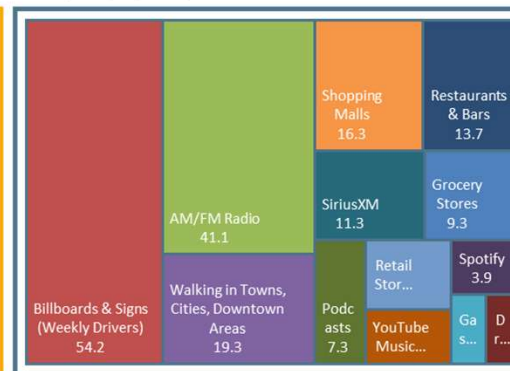
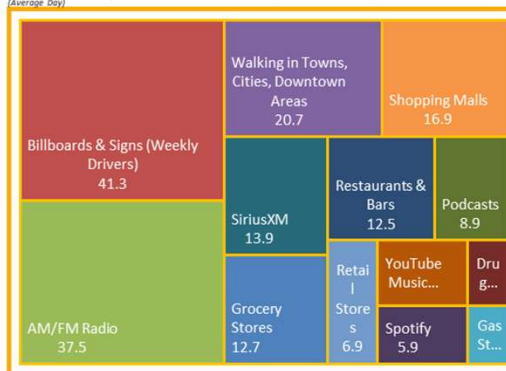


31,886 or 96.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 41.3 minutes per day driving, seeing Billboards and Signs. 63.% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes/day.

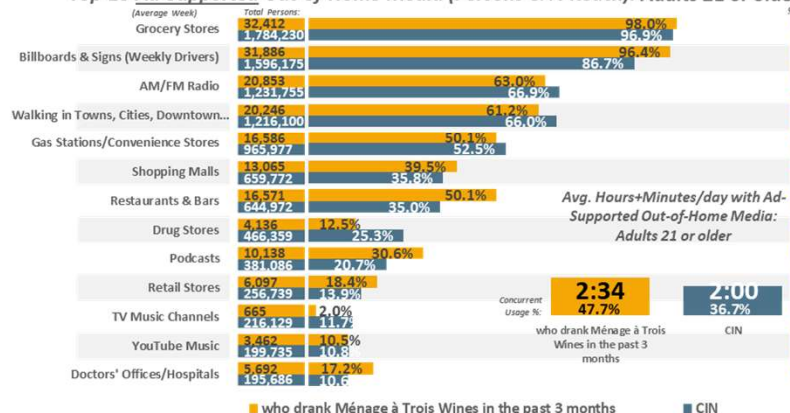
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



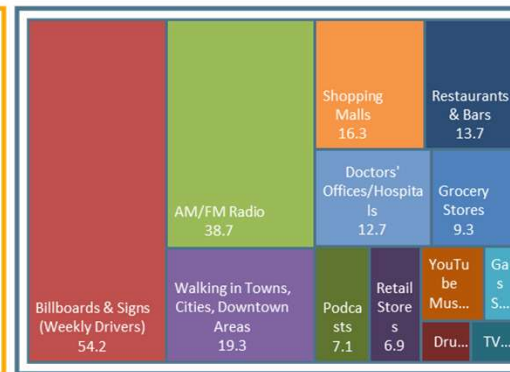
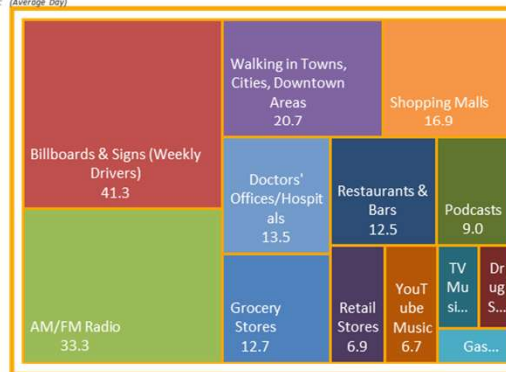
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



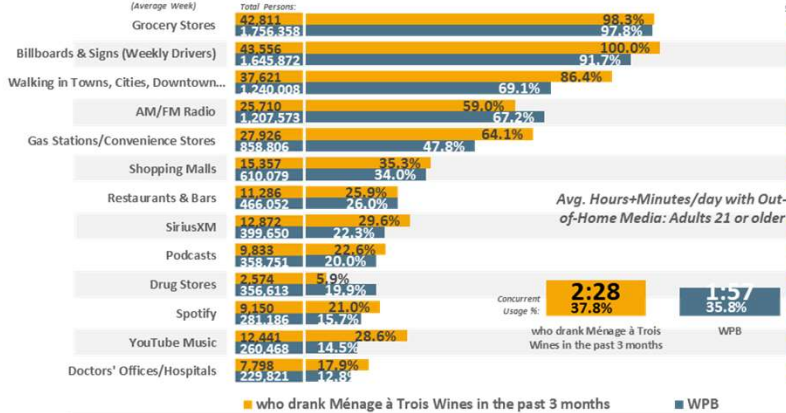
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



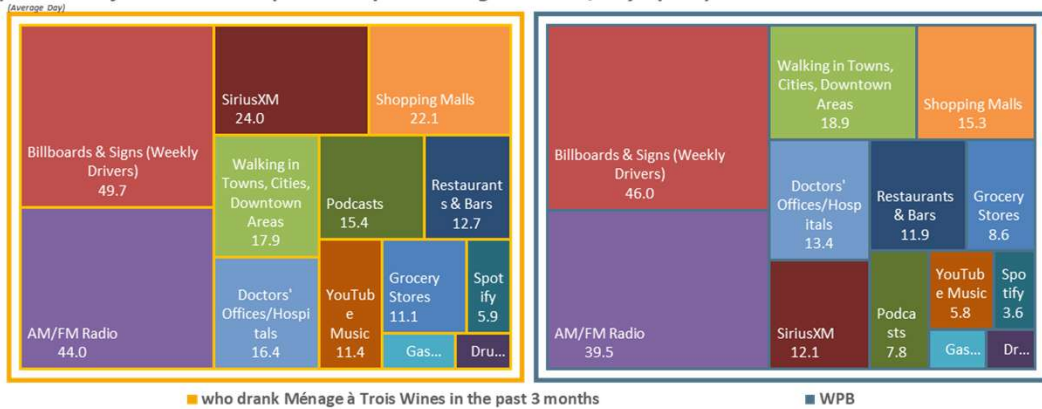


43,556 or 100.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

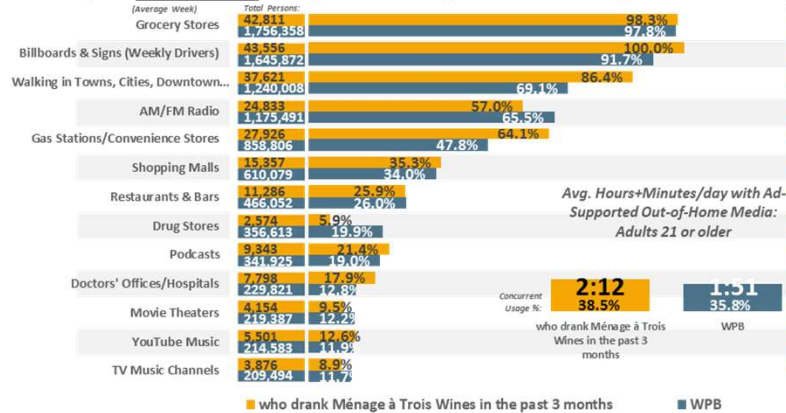
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



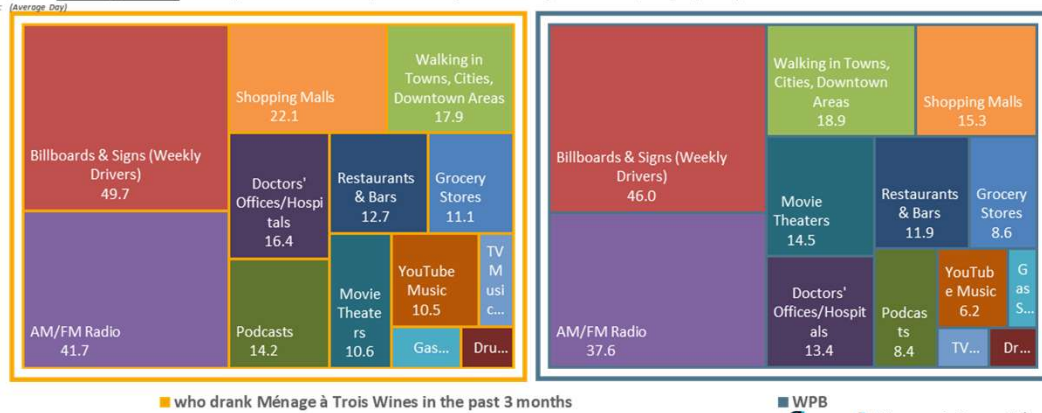
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



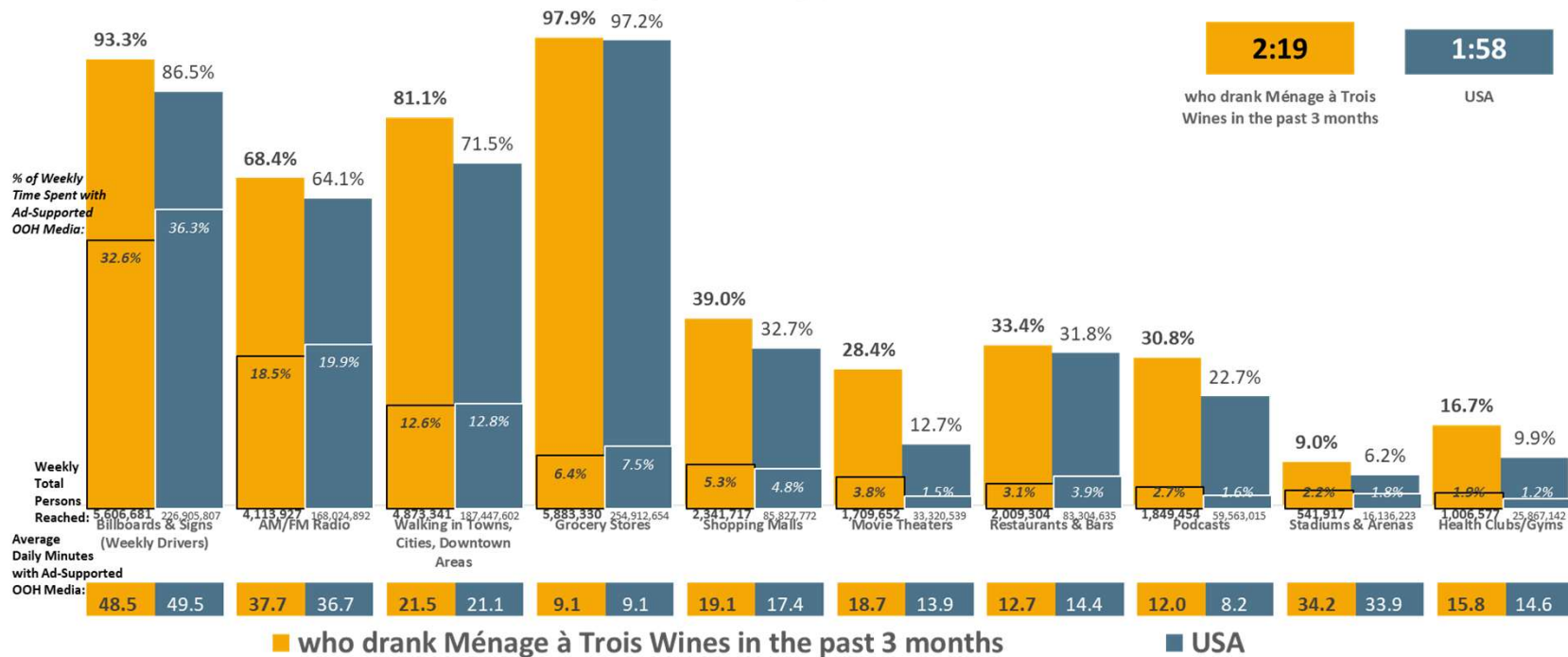


5,606,681 or 93.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 608
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

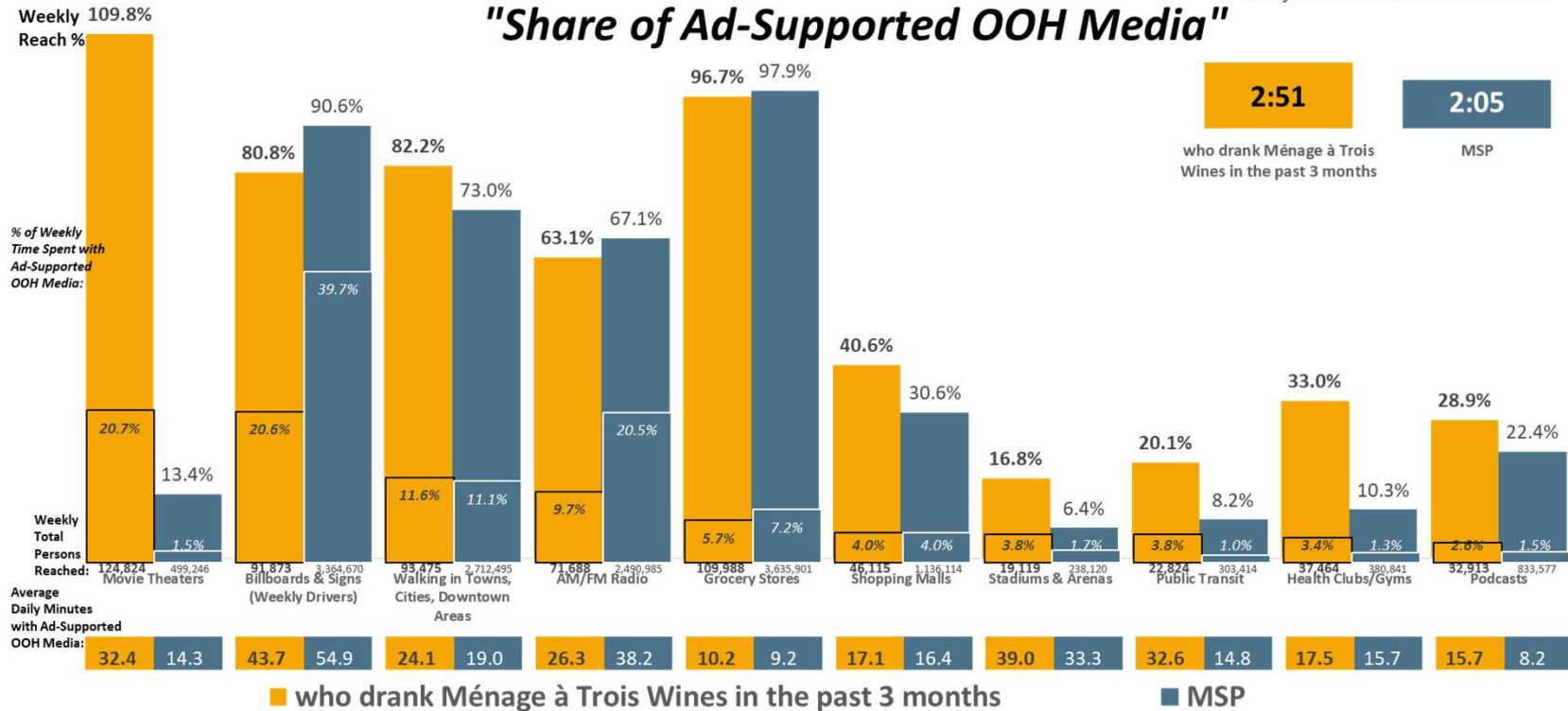
soefa.ai Share of Everything for Anything

Wine (brands) bought past 3 months: Ménage à Trois



91,873 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 43.7 minutes per day driving, seeing Billboards and Signs representing 20.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024
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Wine (brands) bought past 3 months: Ménage à Trois

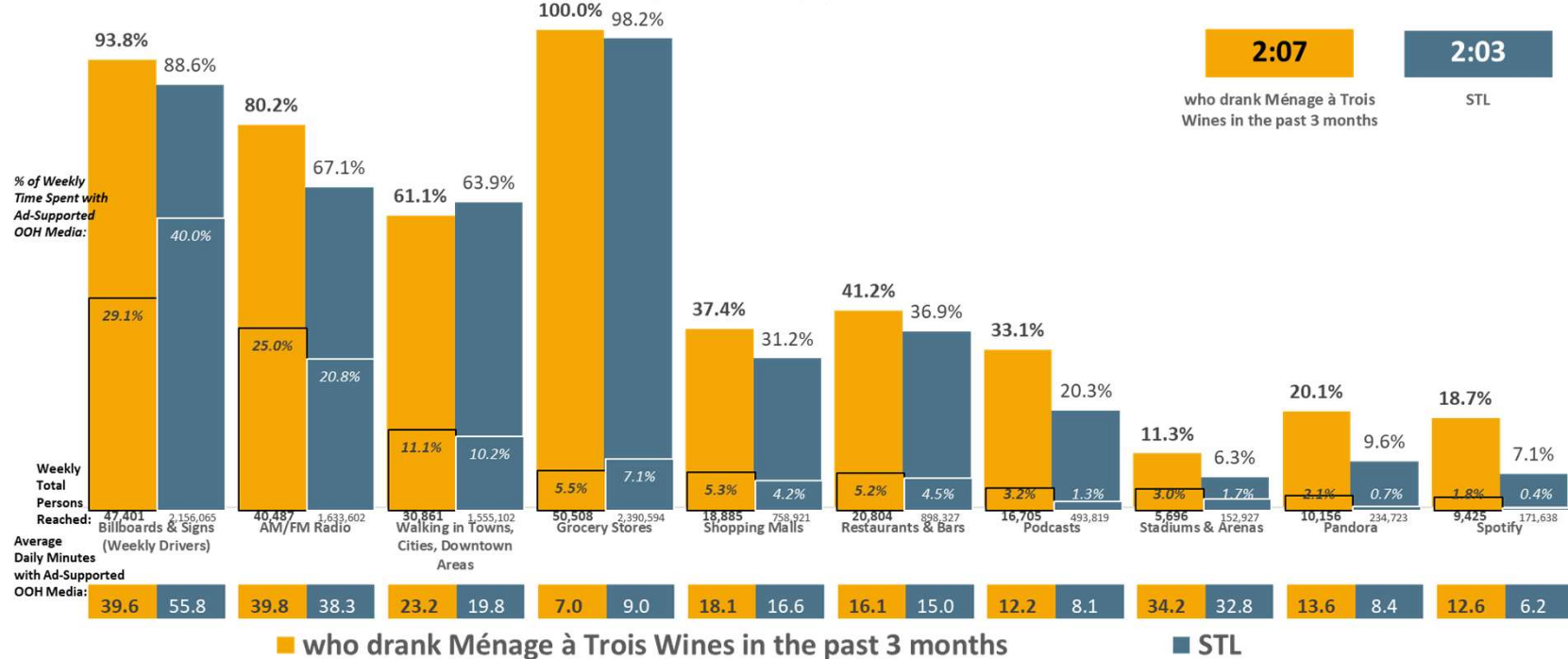


47,401 or 93.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 39.6 minutes per day driving, seeing Billboards and Signs representing 29.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 51
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

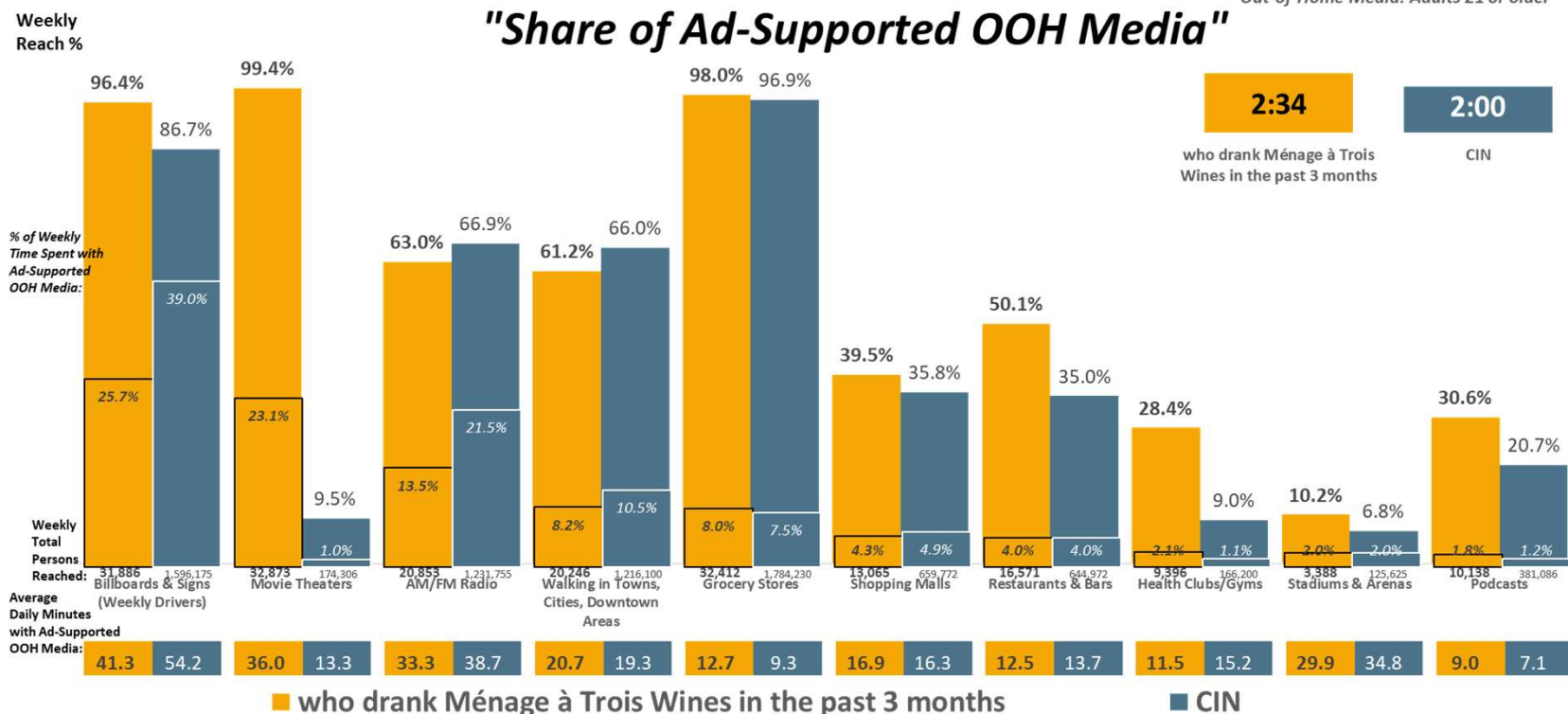
soefa.ai Share of Everything for Anything

Wine (brands) bought past 3 months: Ménage à Trois



31,886 or 96.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 41.3 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 38 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977
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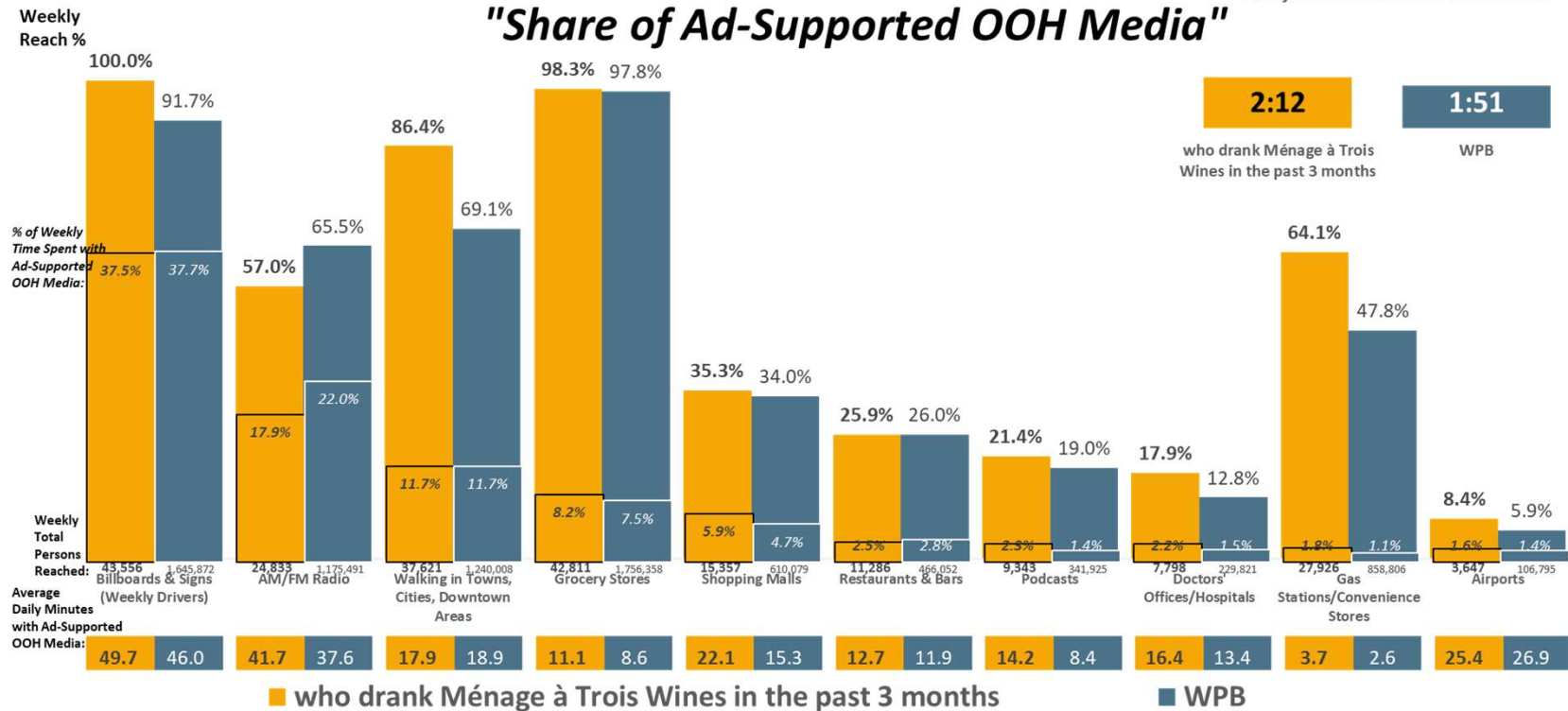
soefa.ai Share of Everything for Anything

Wine (brands) bought past 3 months: Ménage à Trois



43,556 or 100.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 49.7 minutes per day driving, seeing Billboards and Signs representing 37.5% 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



2:12

who drank Ménage à Trois Wines in the past 3 months

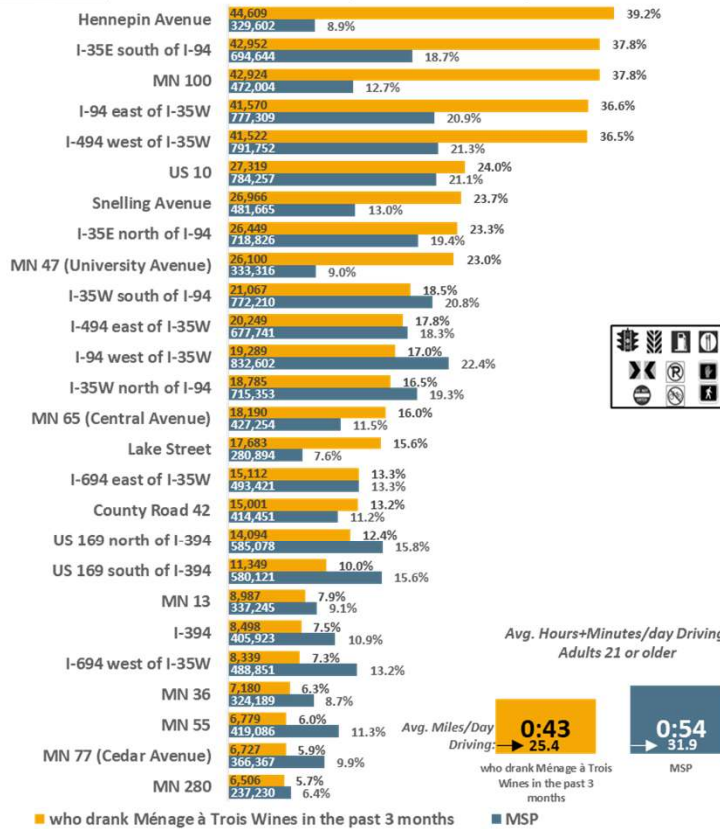
1:51

WPB

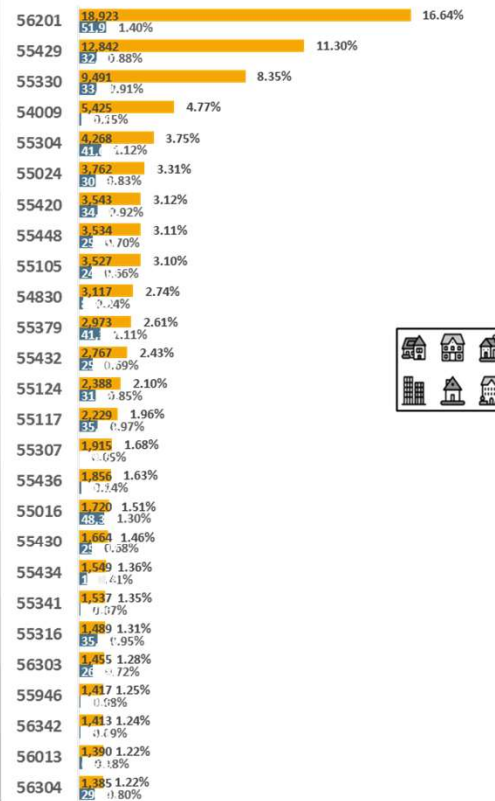


91,873 or 80.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 43.7 minutes per day driving an average of 25.4 miles each day and are 342.% more likely to use Hennepin Avenue than the Metro average.

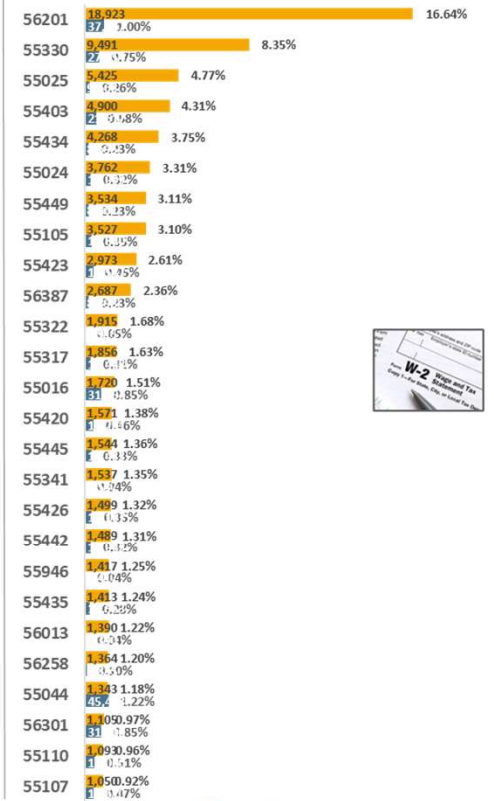
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



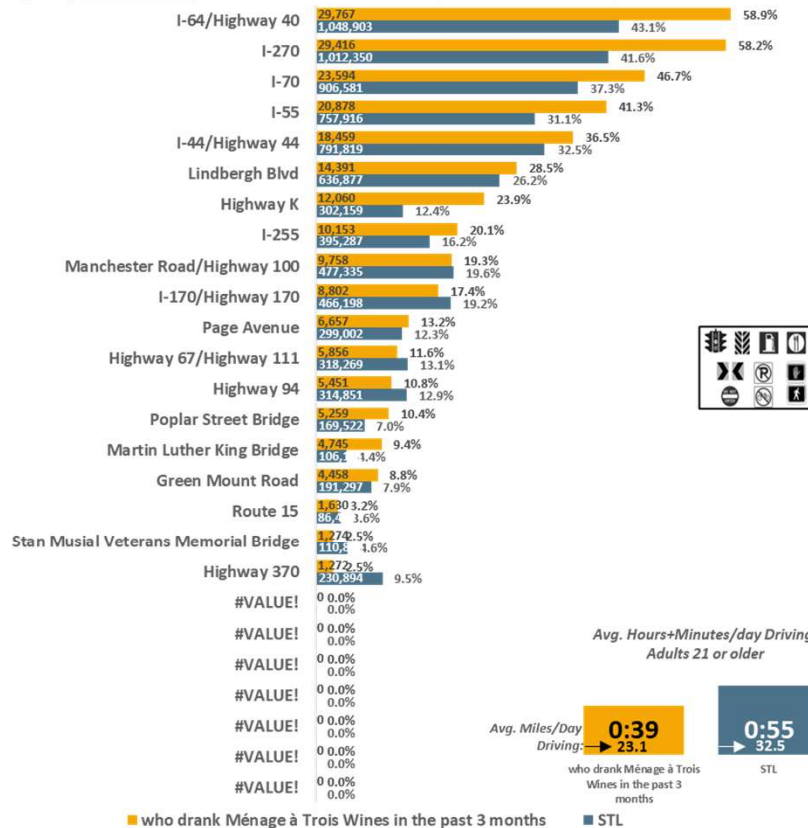
Top-26 Employment Zip Codes: Adults 21 or older



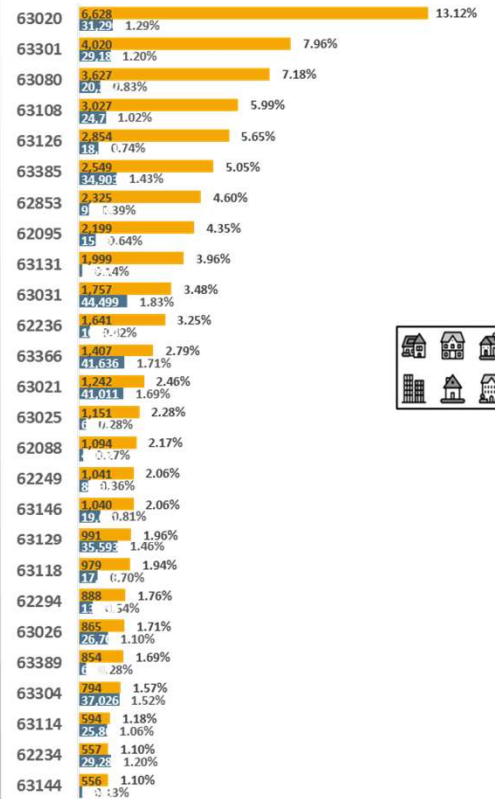


47,401 or 93.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 39.6 minutes per day driving an average of 23.1 miles each day and are 115.4% more likely to use Martin Luther King Bridge than the Metro average

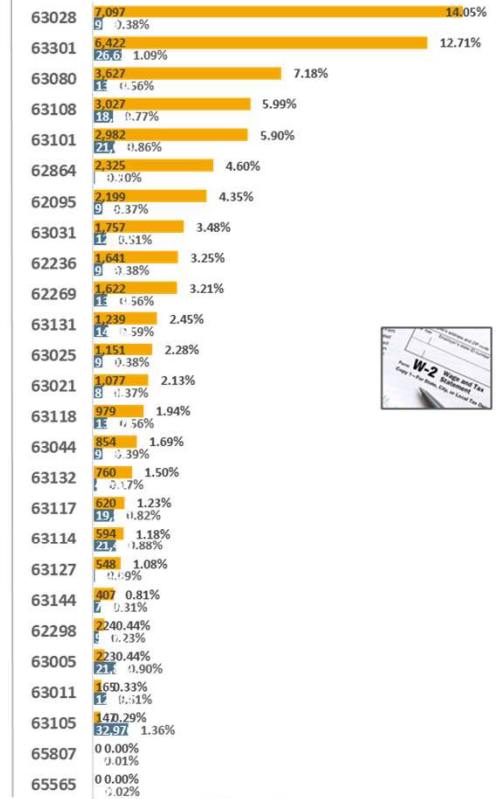
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



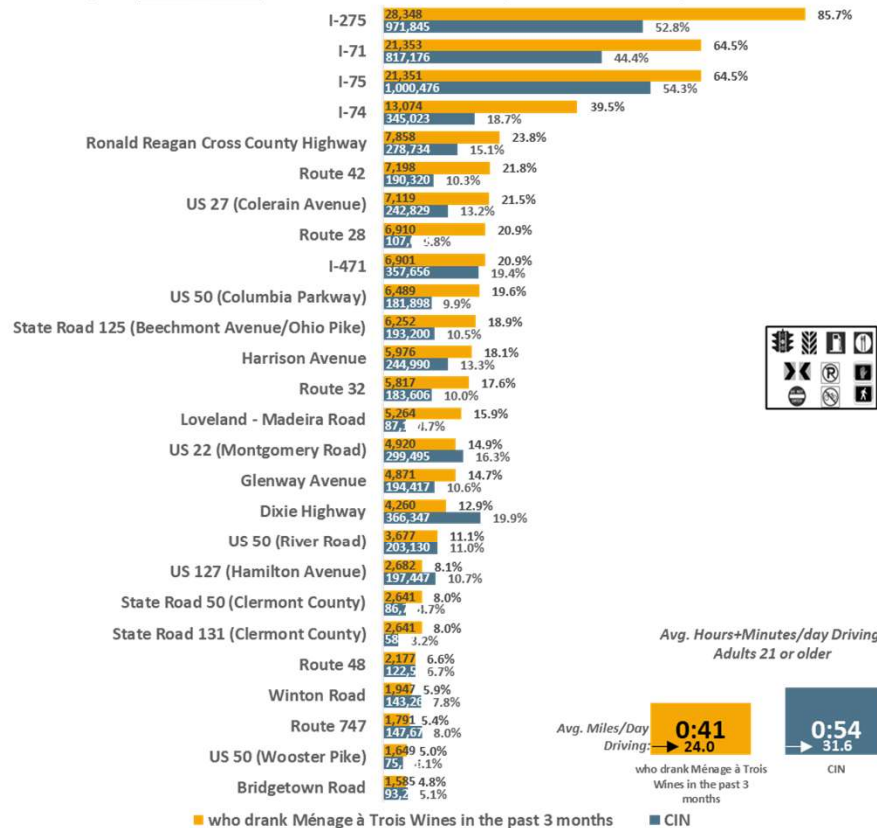
Top-26 Employment Zip Codes: Adults 21 or older



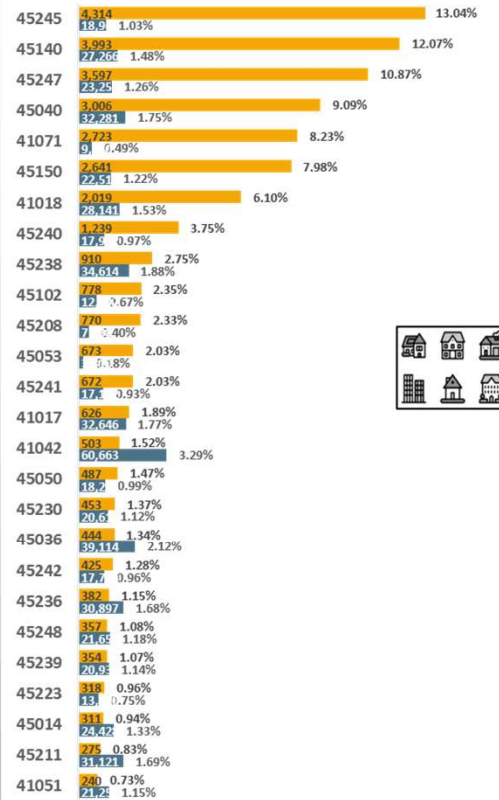


31,886 or 96.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 41.3 minutes per day driving an average of 24. miles each day and are 257.3% more likely to use Route 28 than the Metro average.

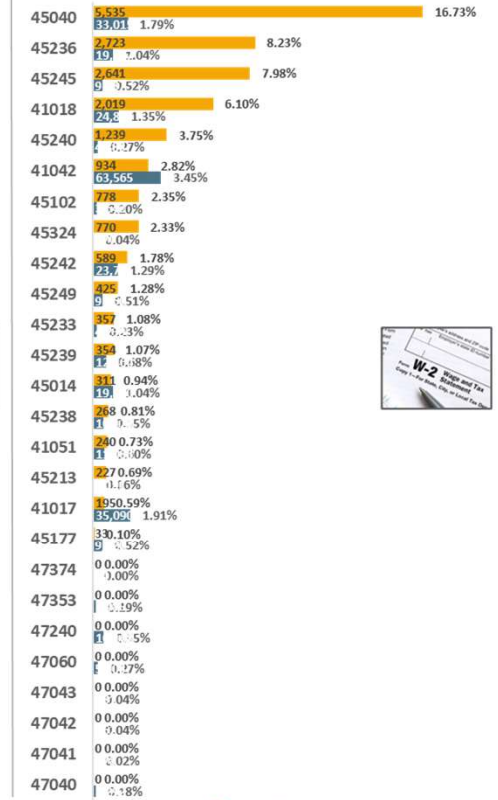
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



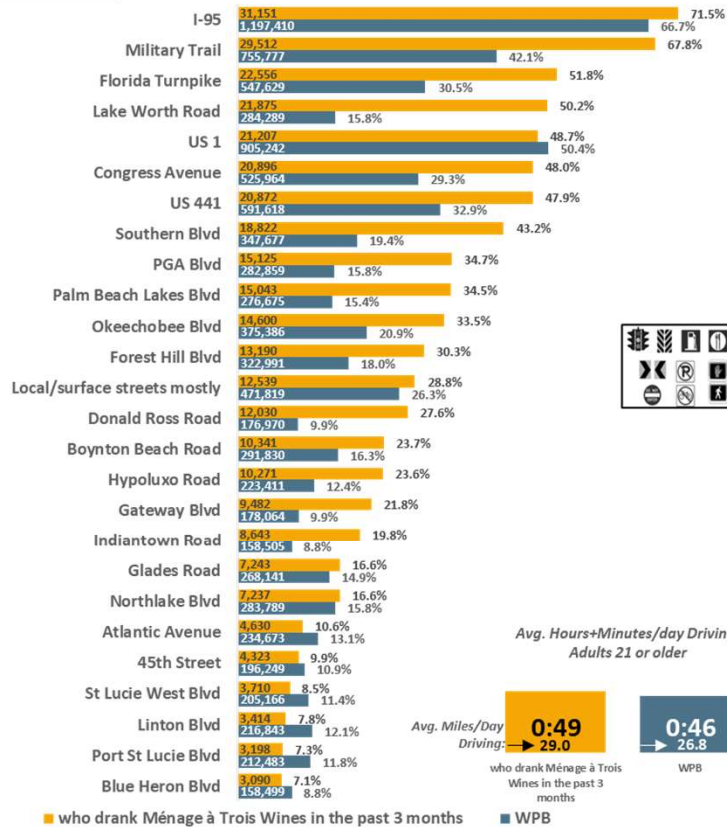
Top-26 Employment Zip Codes: Adults 21 or older



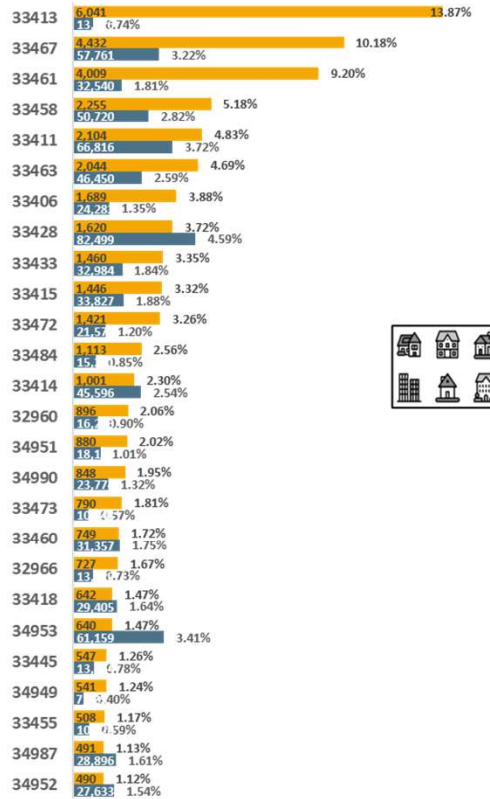


43,556 or 100.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 49.7 minutes per day driving an average of 29. miles each day and are 217.2% more likely to use Lake Worth Road than the Metro average.

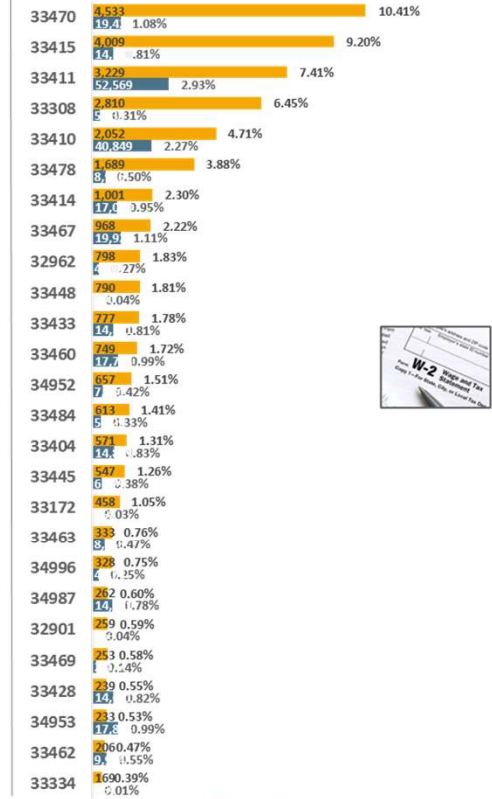
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older

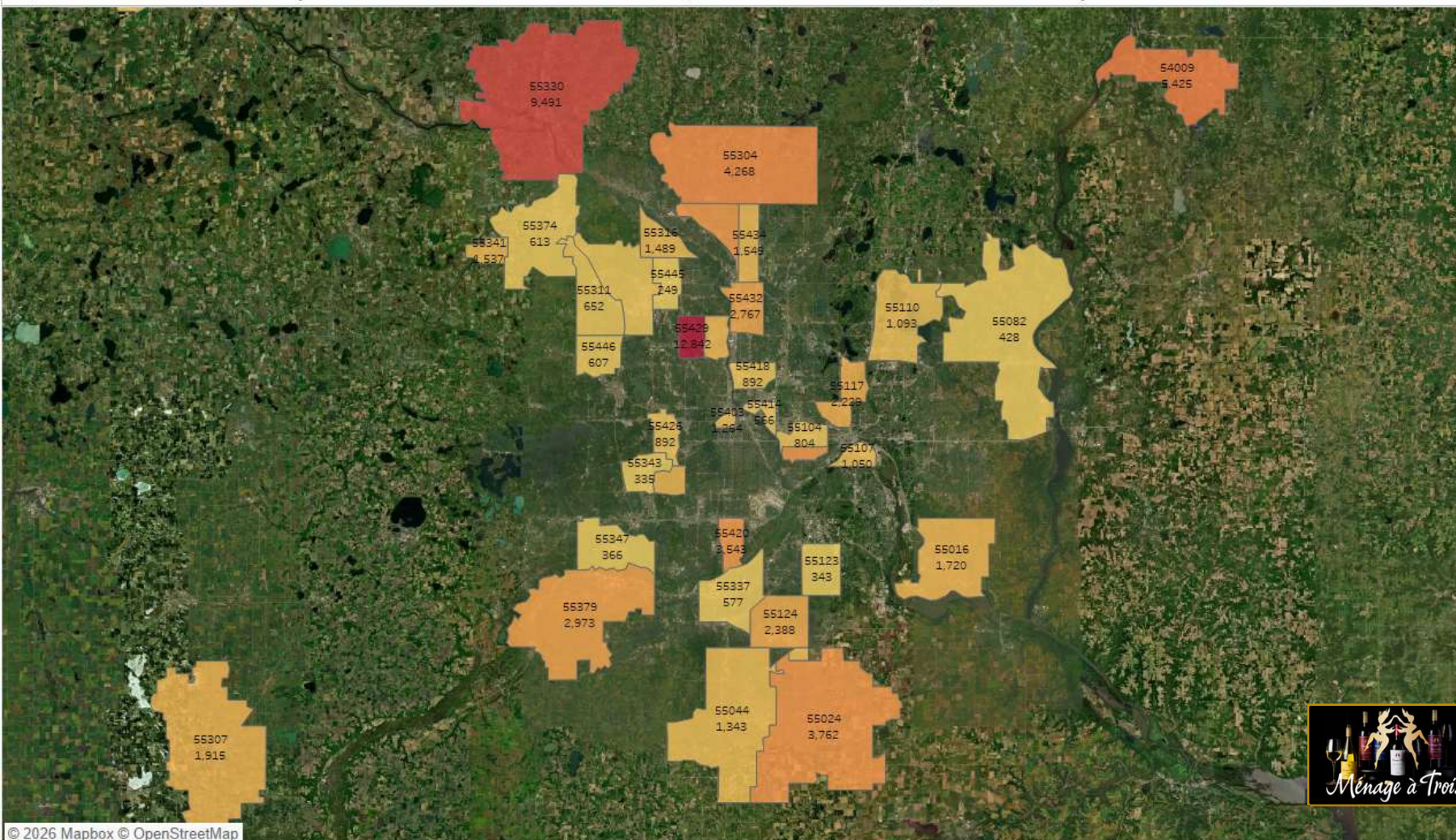


Top-26 Employment Zip Codes: Adults 21 or older



Top Residential Zip Codes: (Adults 21 or older who drank Ménage à Trois Wines in the past 3 months)

SUM(Adults 21 or older ...



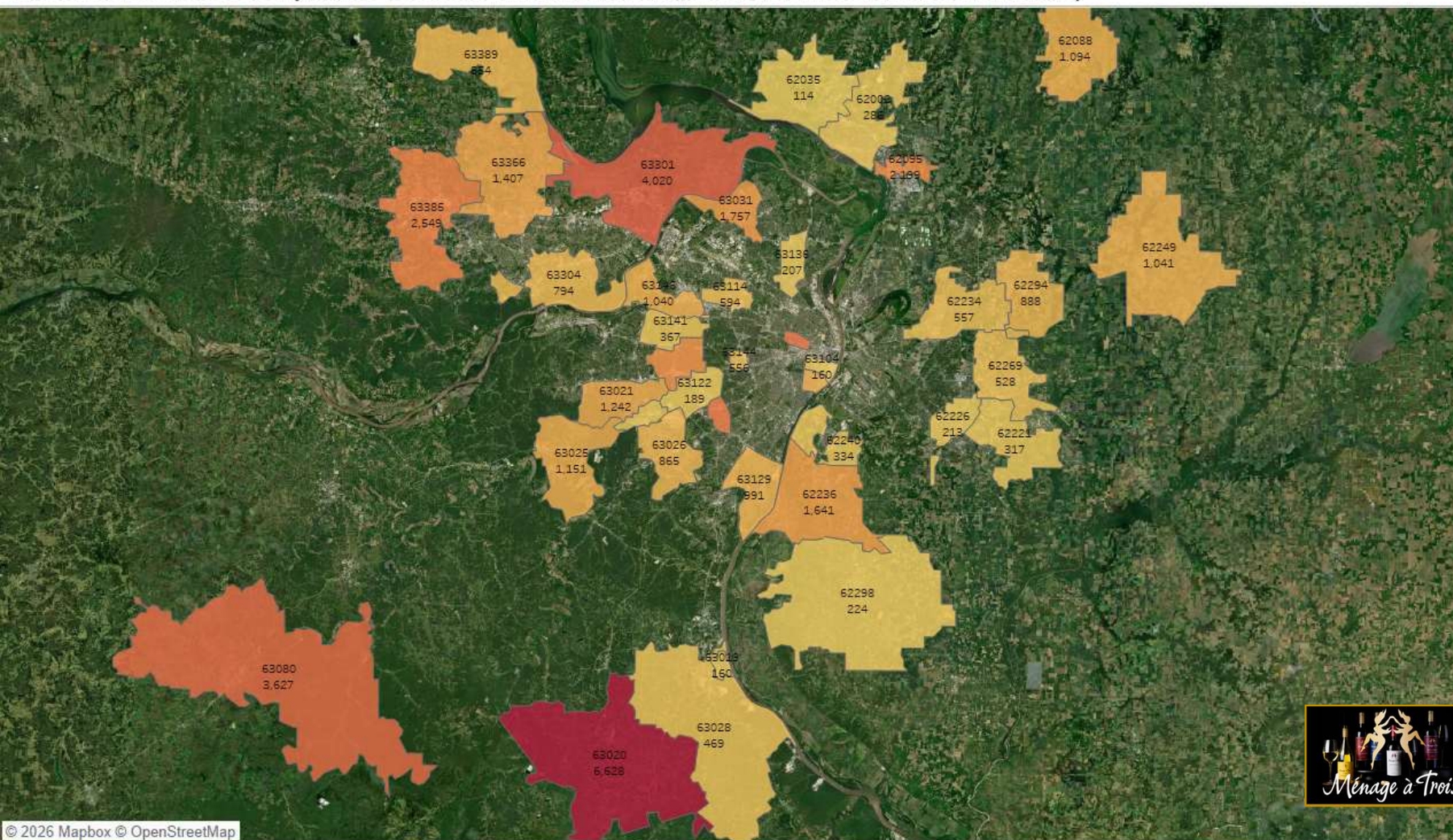
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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 56
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Wine (brands) bought past 3 months: Ménage à Trois

Top Residential Zip Codes: (Adults 21 or older who drank Ménage à Trois Wines in the past 3 months)



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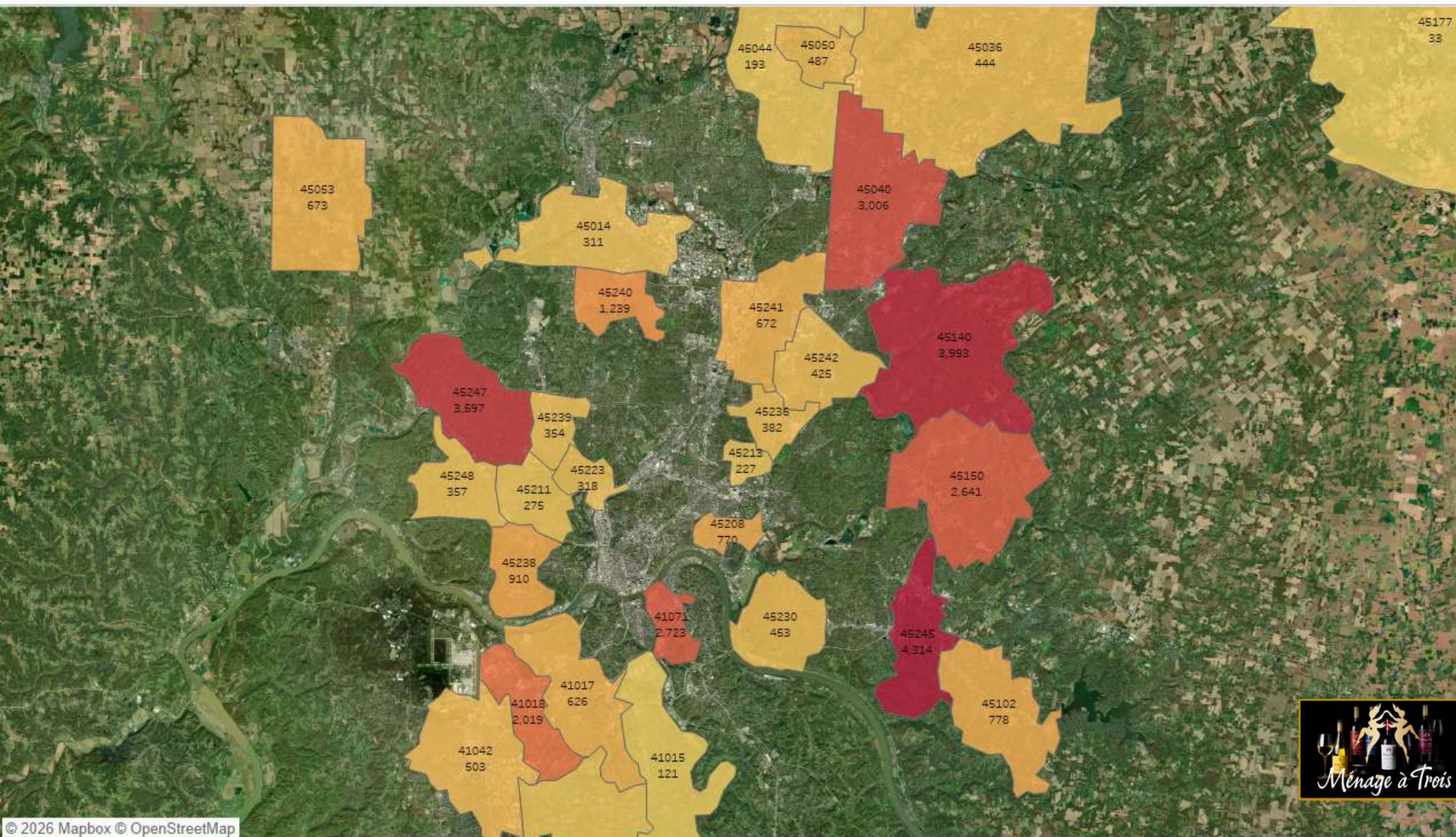
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 51

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Wine (brands) bought past 3 months: Ménage à Trois

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Top Residential Zip Codes: (Adults 21 or older who drank Ménage à Trois Wines in the past 3 months)



SUM(Adults 21 or older ...



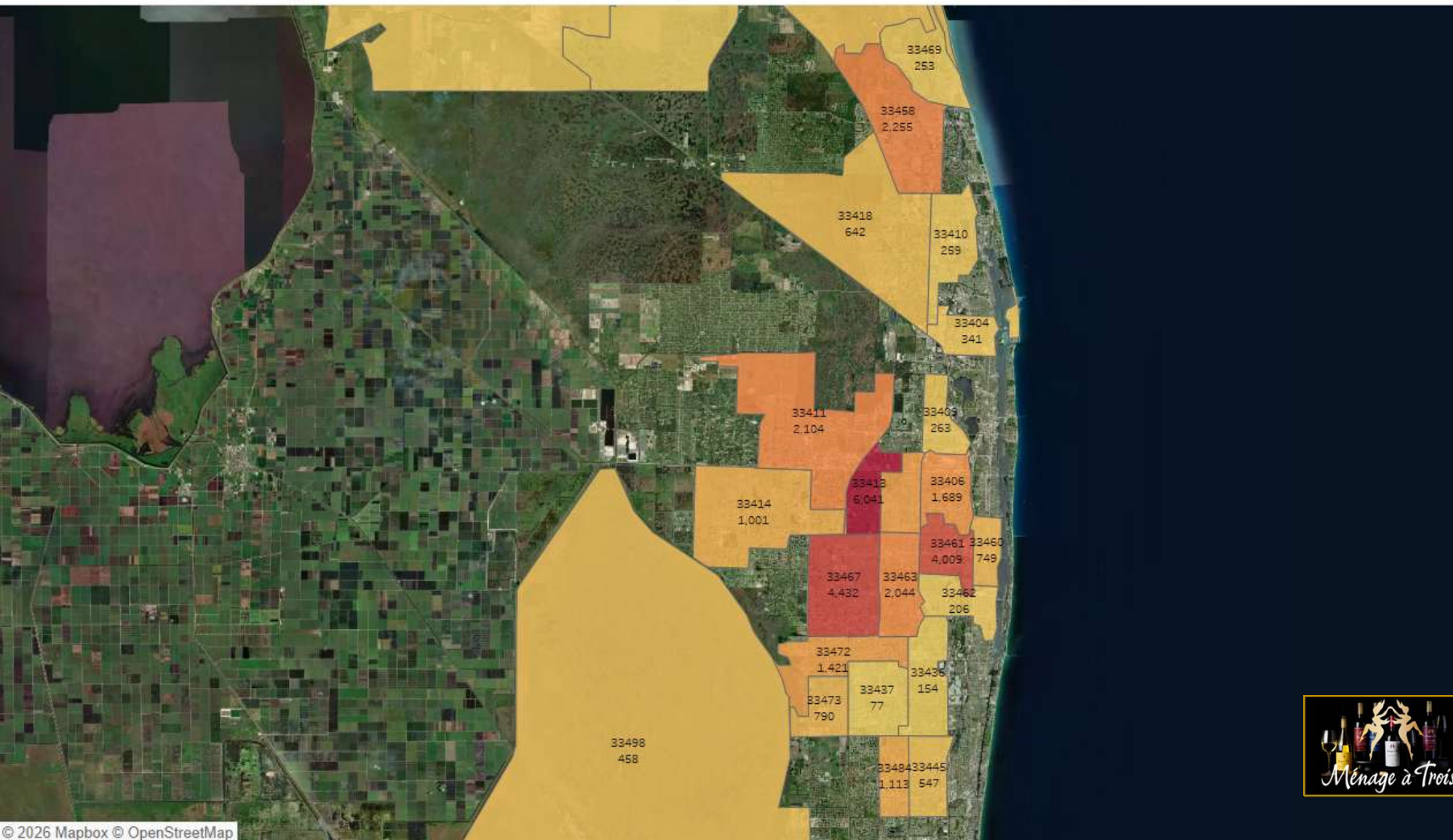
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 38
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Wine (brands) bought past 3 months: Ménage à Trois

Top Residential Zip Codes: (Adults 21 or older who drank Ménage à Trois Wines in the past 3 months)



SUM(Adults 21 or older ...
47 6,041



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 70

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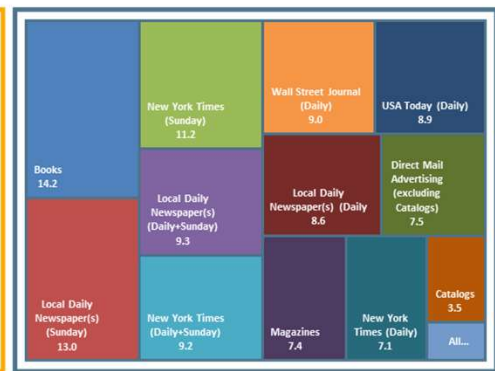
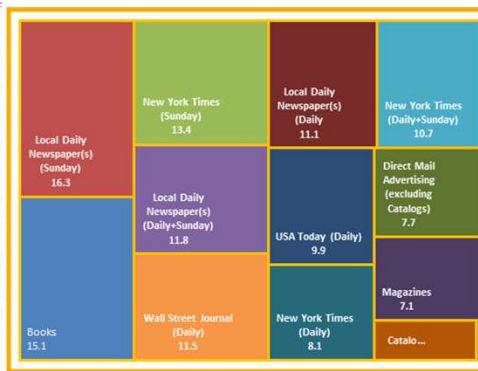
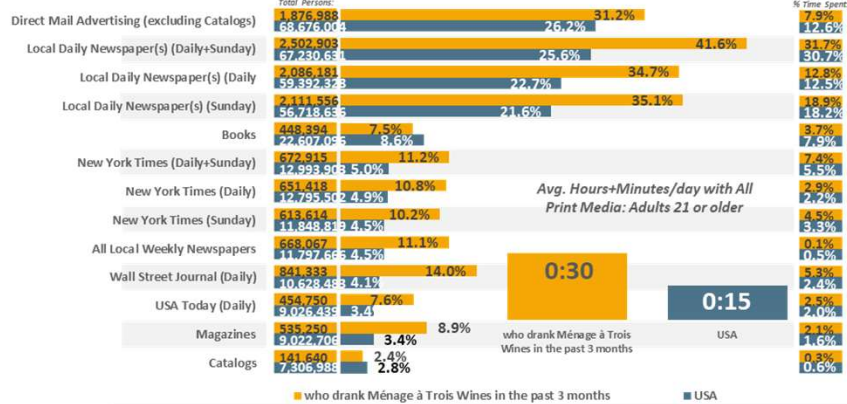
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Wine (brands) bought past 3 months: Ménage à Trois

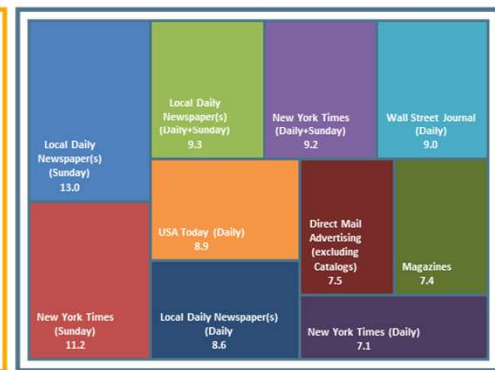
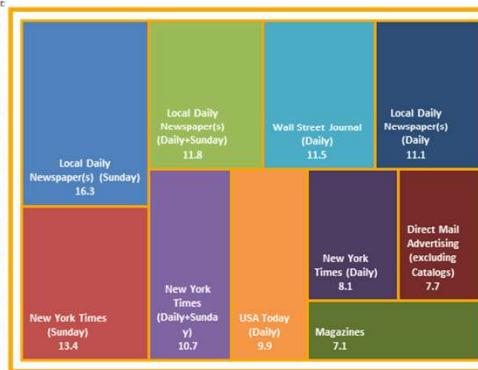
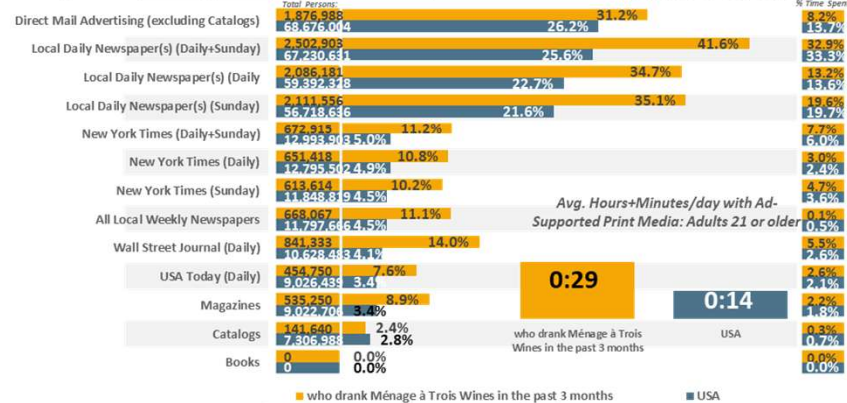


2,502,903 or 41.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

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**



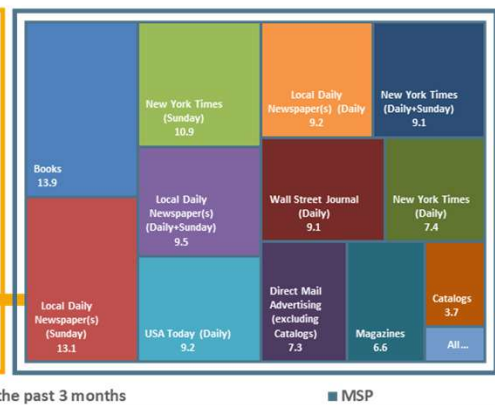
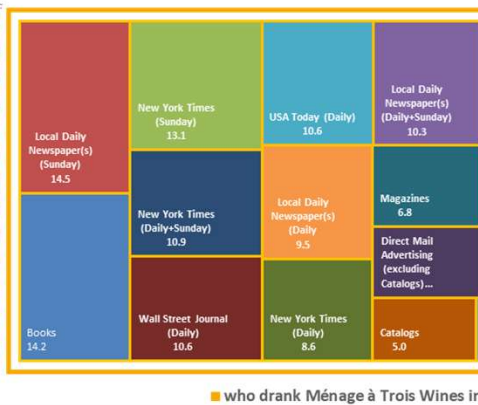
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



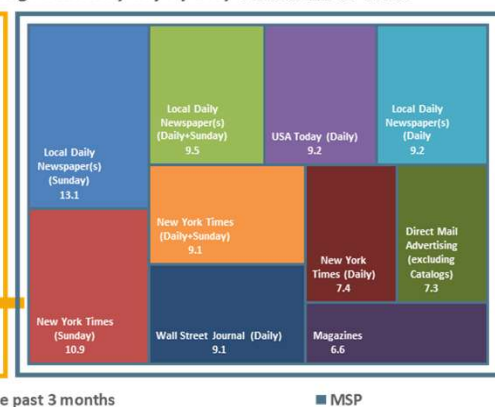
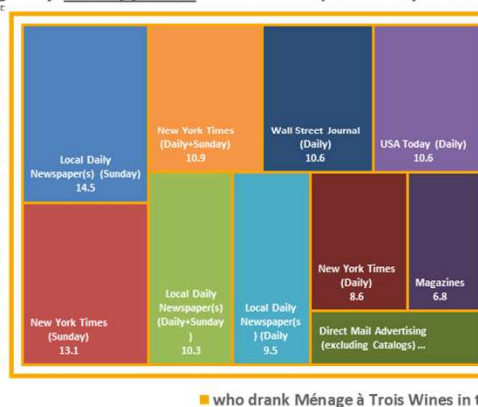
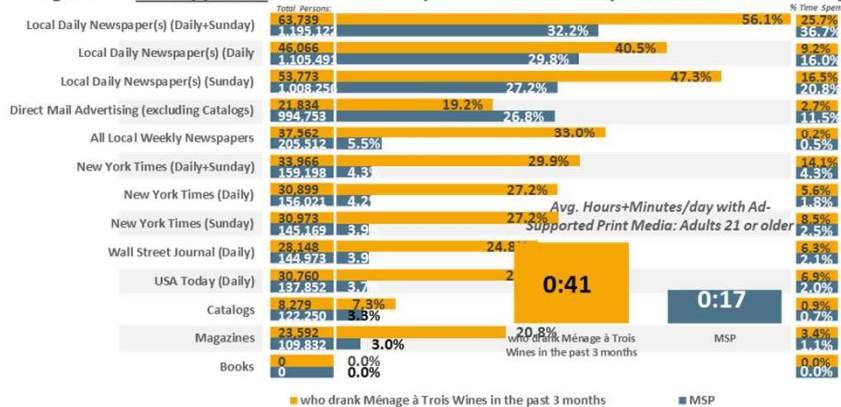


63,739 or 56.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 25.7% of all time spent daily with All forms of Print Media.

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



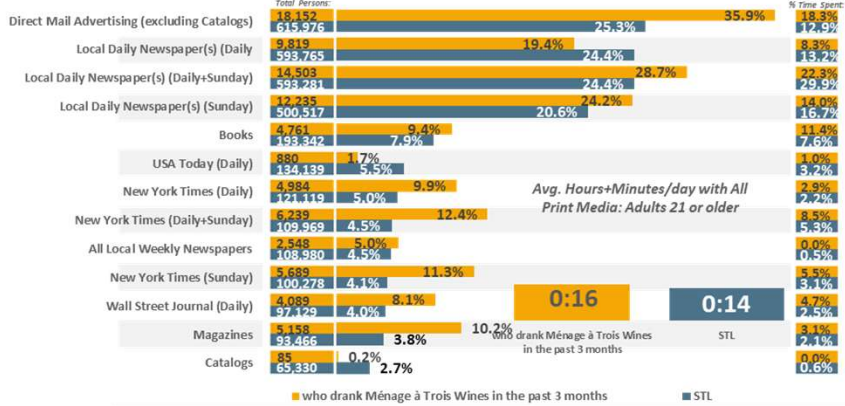
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



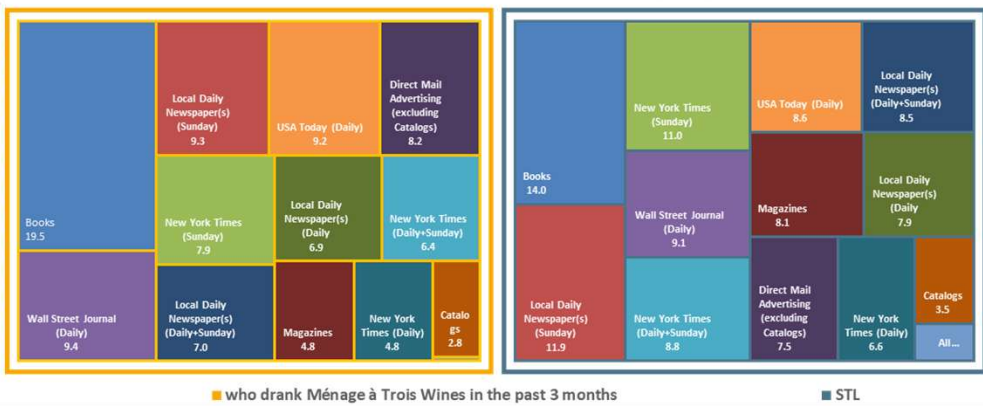


14,503 or 28.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 25.2% of all time spent daily with All forms of Print Media.

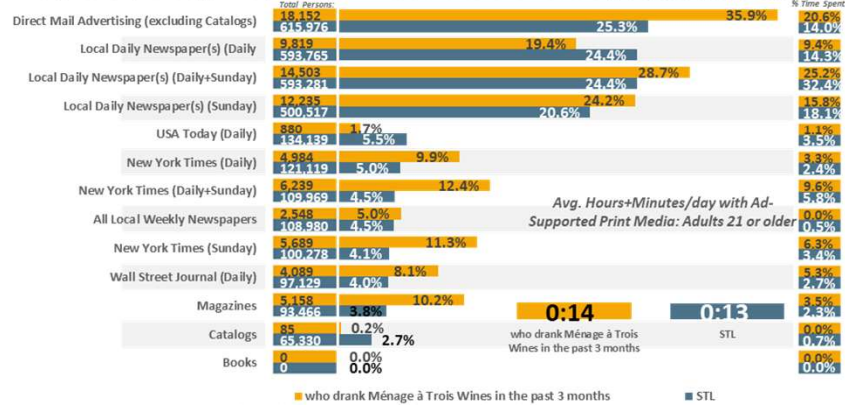
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



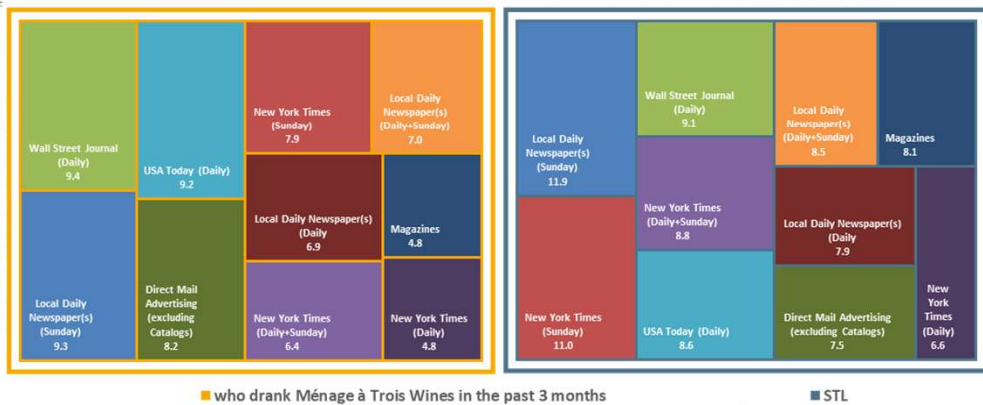
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



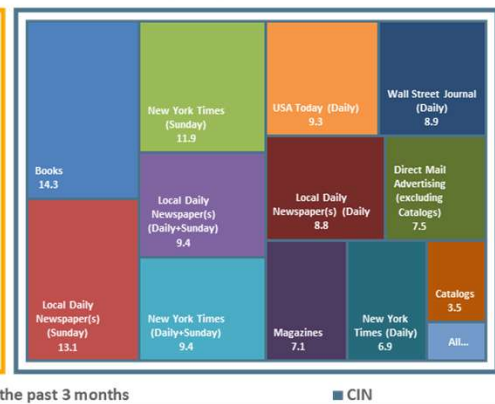
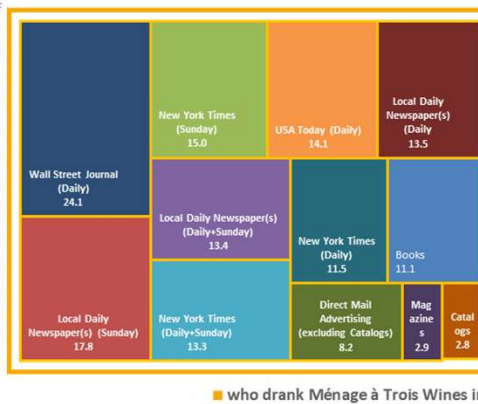
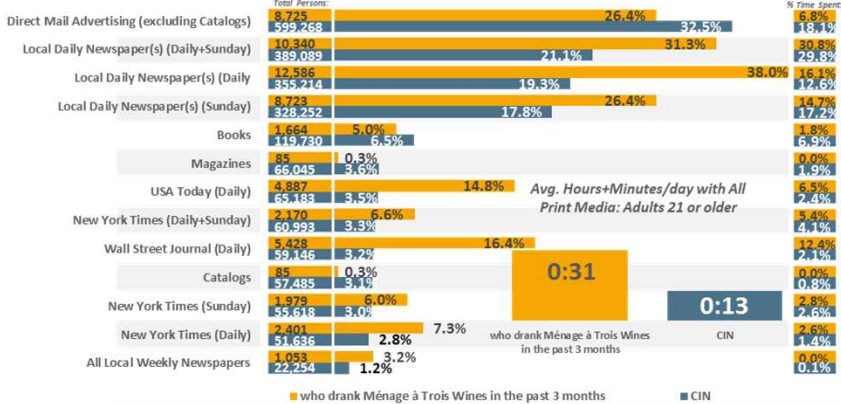
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



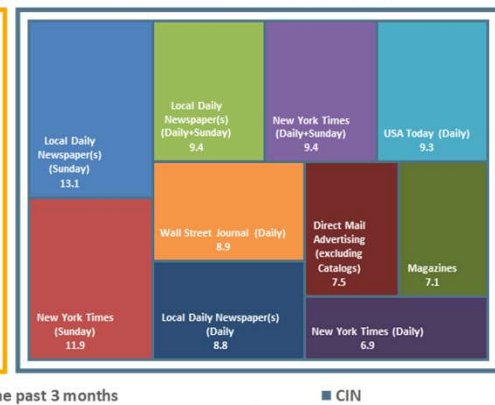
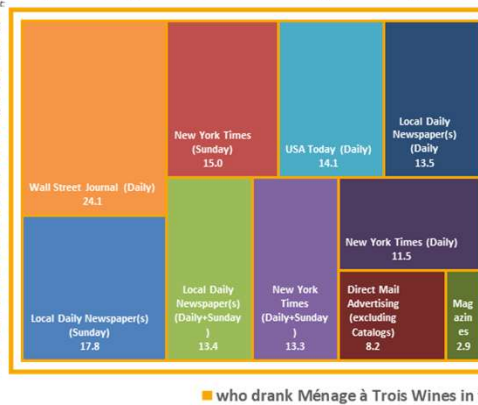
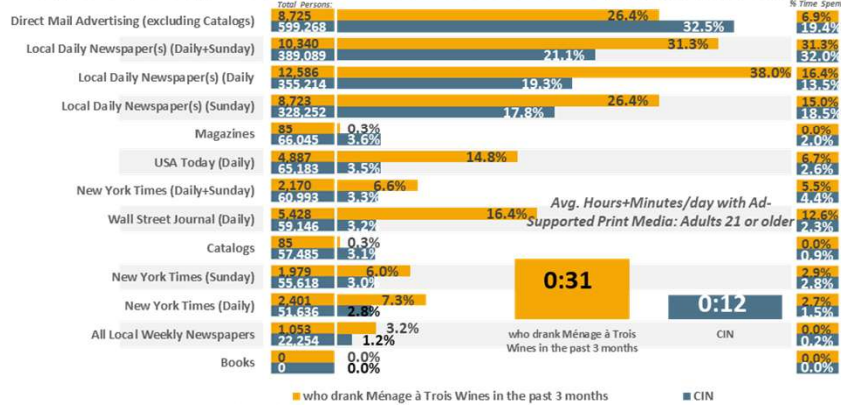


10,340 or 31.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



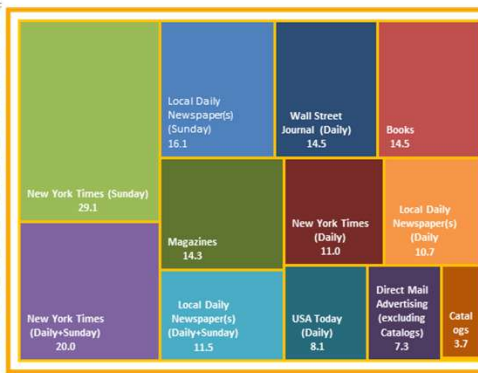
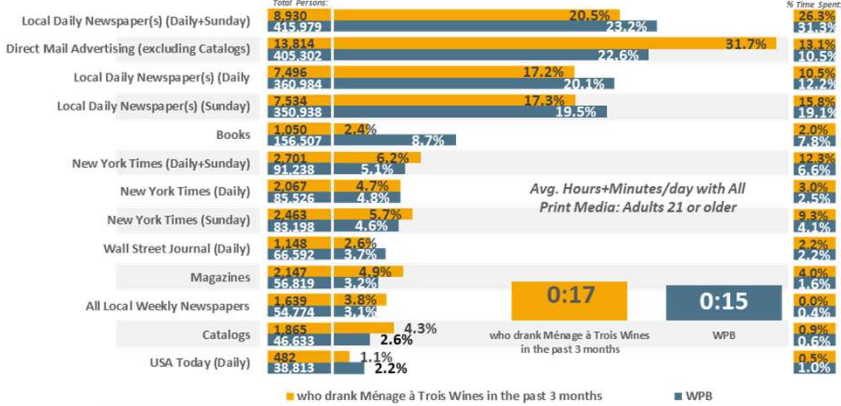
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



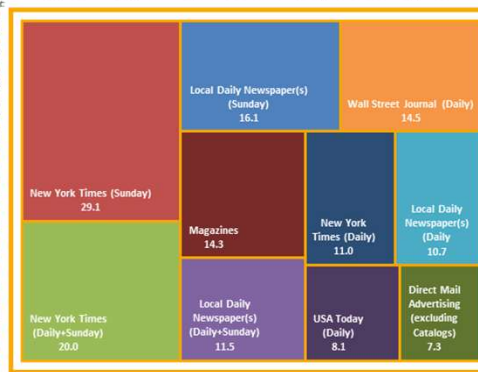
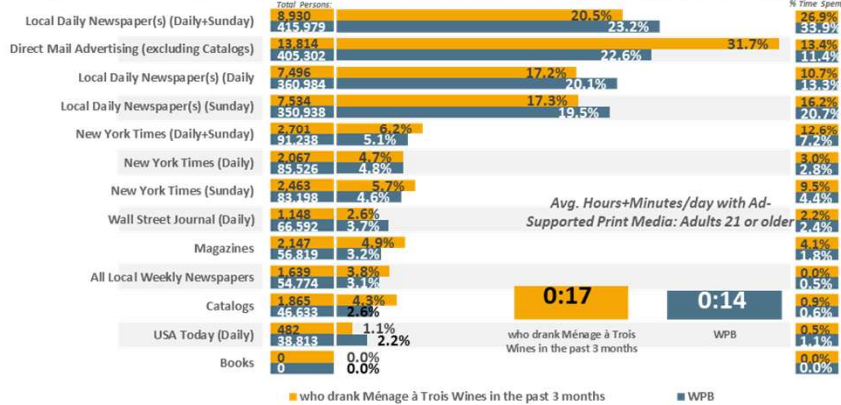


8,930 or 20.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

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**



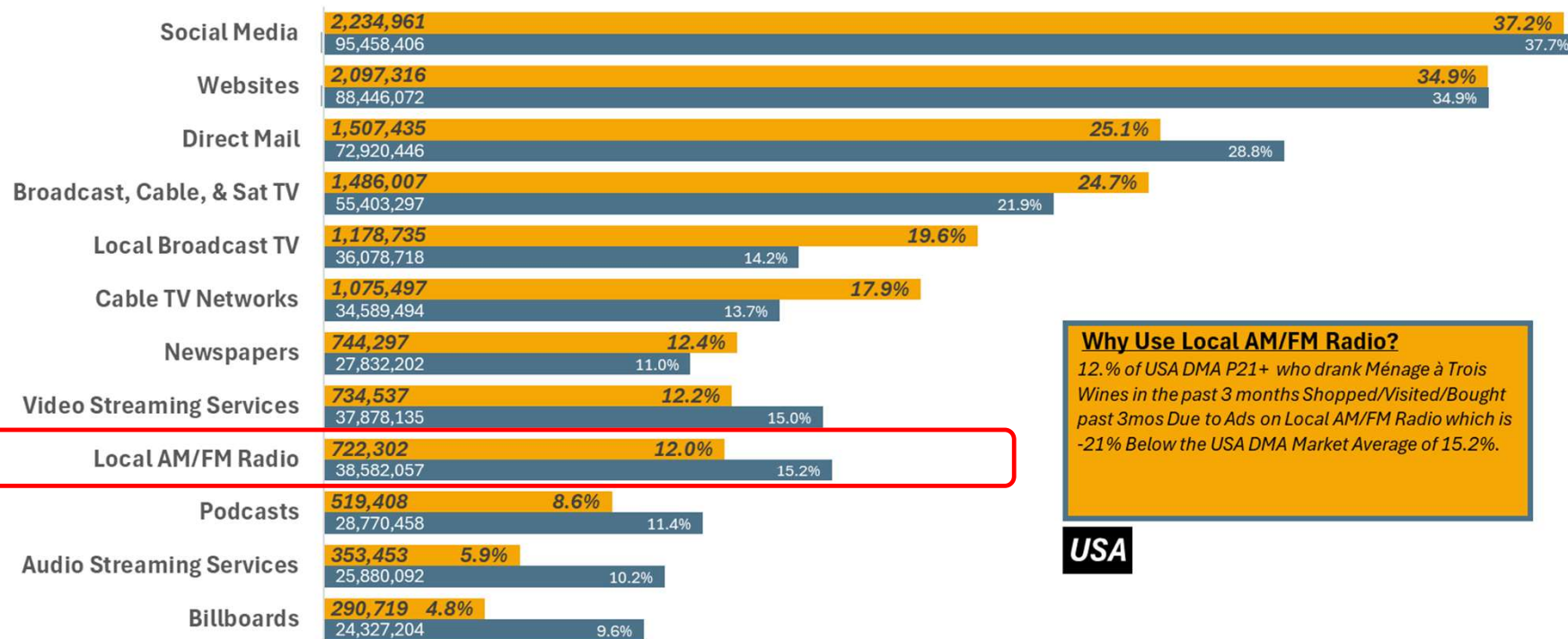
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12. % of USA DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 15.2%.

USA

■ P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 608
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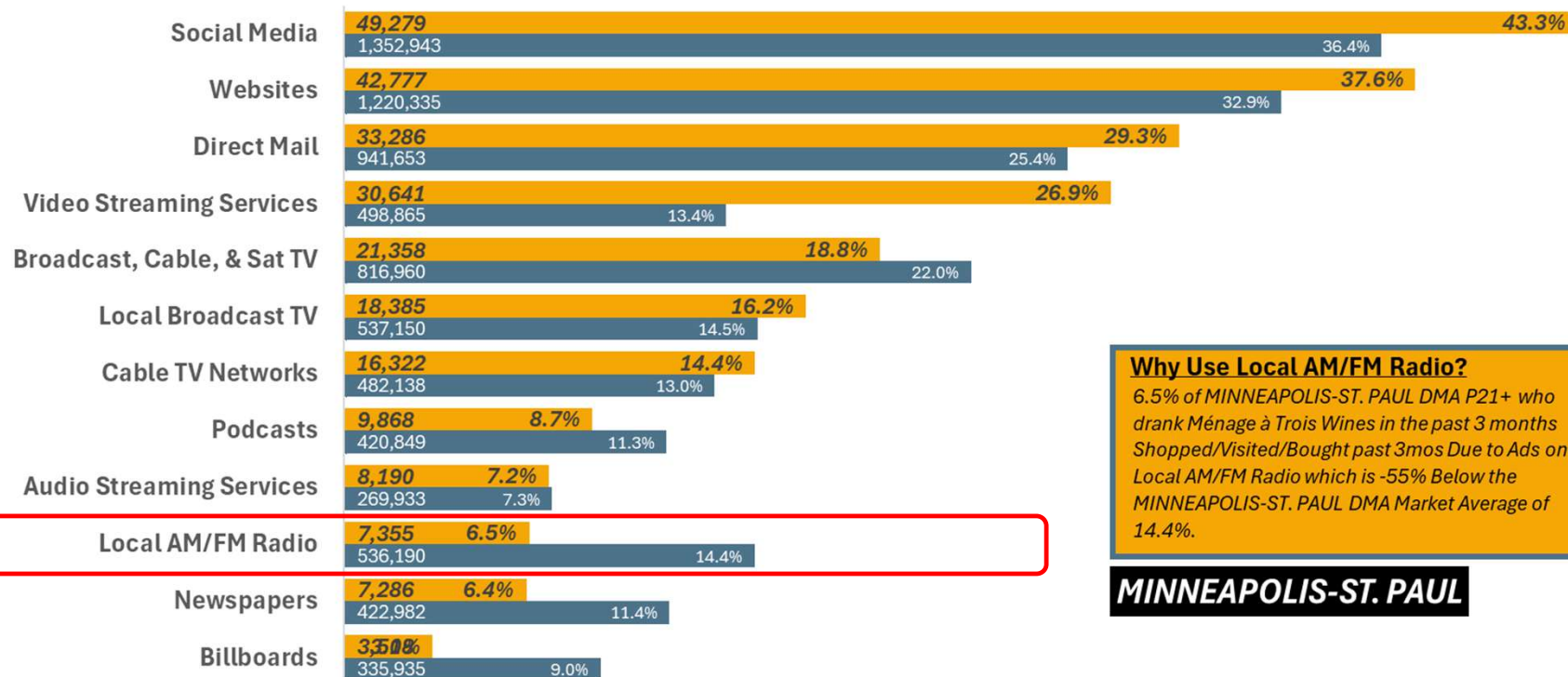
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.5% of MINNEAPOLIS-ST. PAUL DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -55% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.4%.

MINNEAPOLIS-ST. PAUL

■ P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 56
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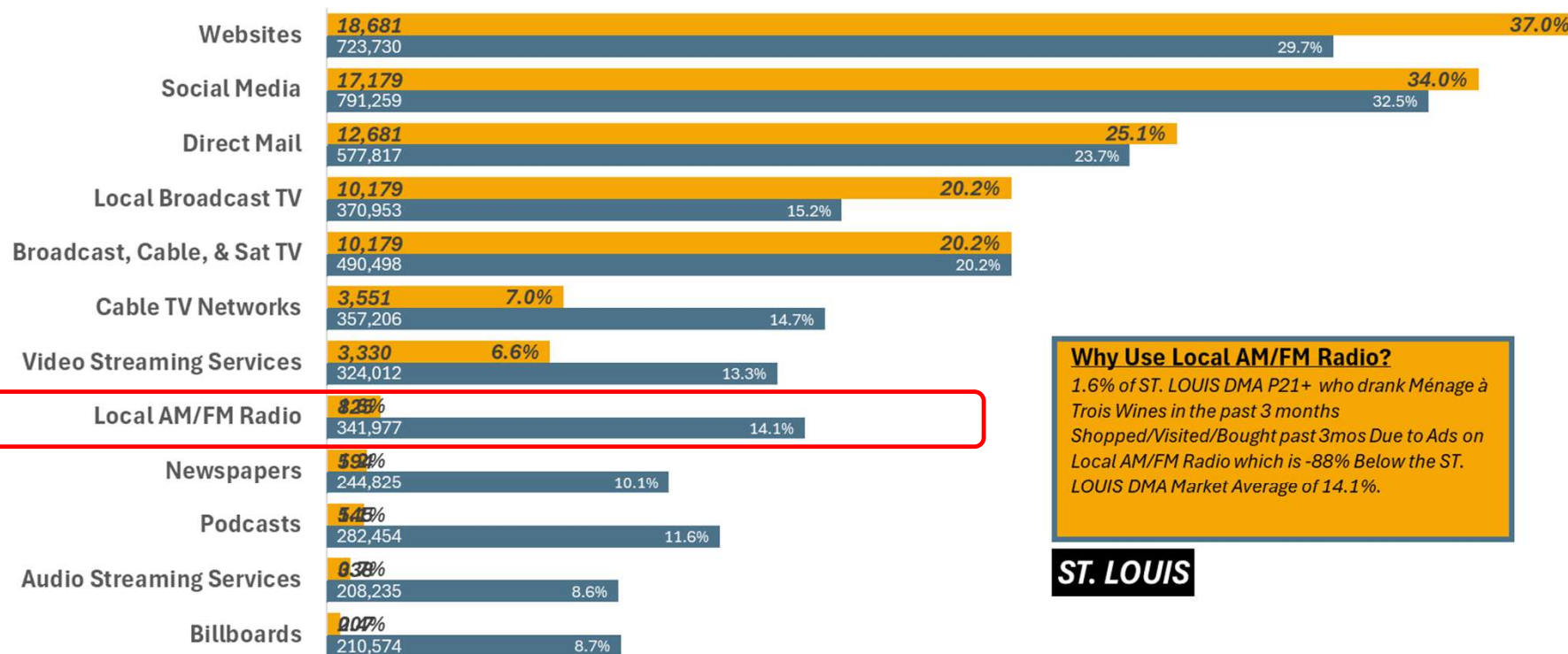
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

1.6% of ST. LOUIS DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -88% Below the ST. LOUIS DMA Market Average of 14.1%.

ST. LOUIS

■ P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 51
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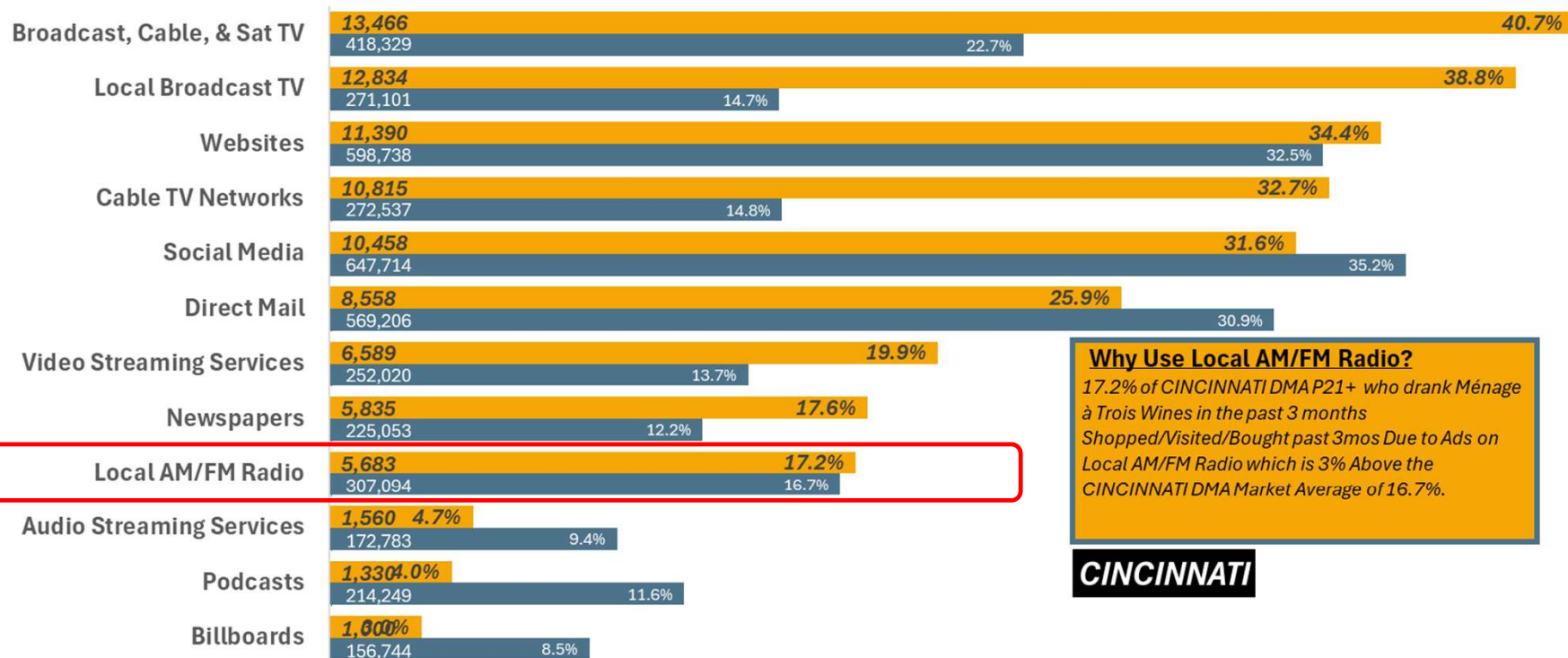
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of CINCINNATI DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the CINCINNATI DMA Market Average of 16.7%.

CINCINNATI

■ P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 38
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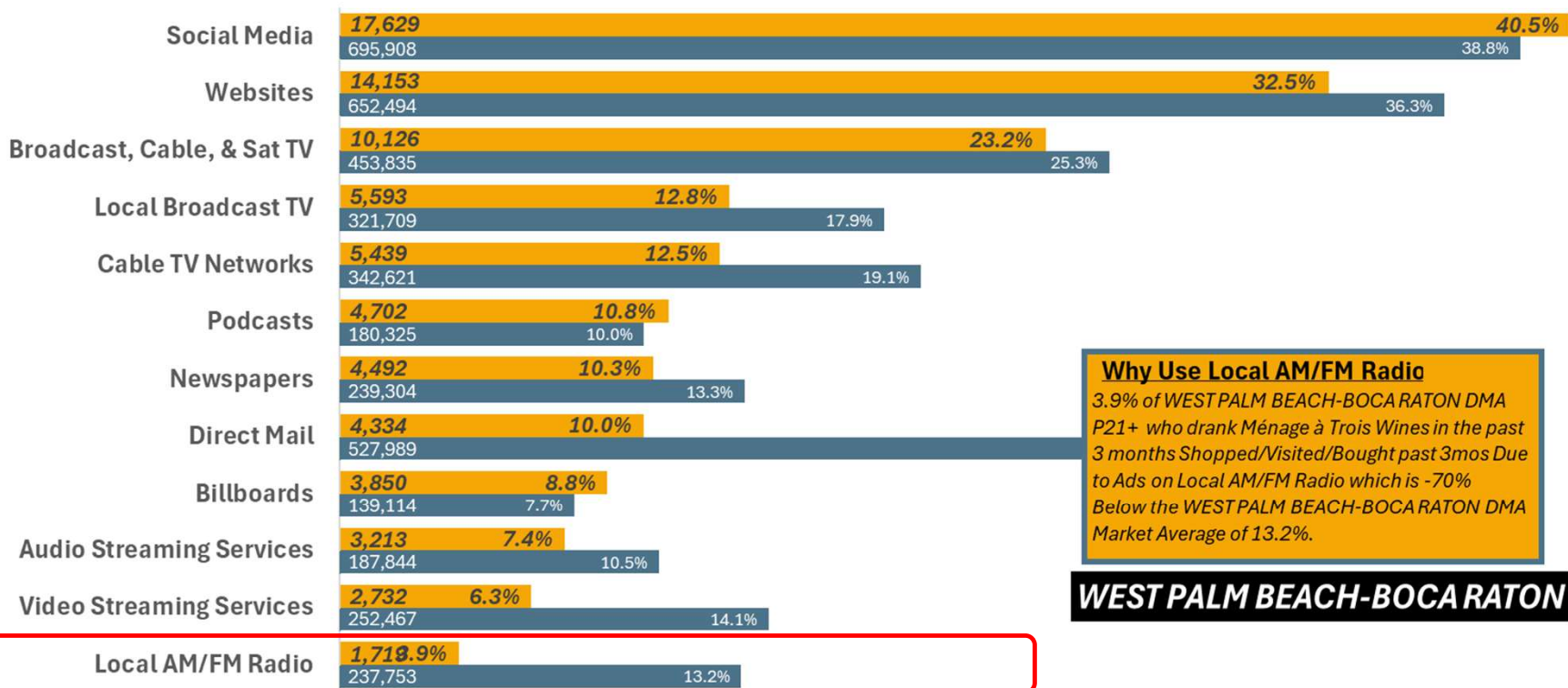
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

**P21+ who drank Ménage à Trois Wines in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

3.9% of WEST PALM BEACH-BOCA RATON DMA
P21+ who drank Ménage à Trois Wines in the past
3 months Shopped/Visited/Bought past 3mos Due
to Ads on Local AM/FM Radio which is -70%
Below the WEST PALM BEACH-BOCA RATON DMA
Market Average of 13.2%.

WEST PALM BEACH-BOCA RATON

■ P21+ who drank Ménage à Trois Wines in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 70

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Wine (brands) bought past 3 months: Ménage à Trois