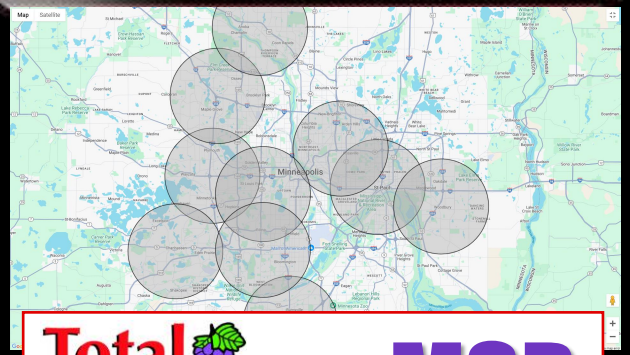
USA-3addl Metros – P21+ Purchasing ADULT BEVs past 30 days w/in 5-mi of a TOTAL WINE & MORE!

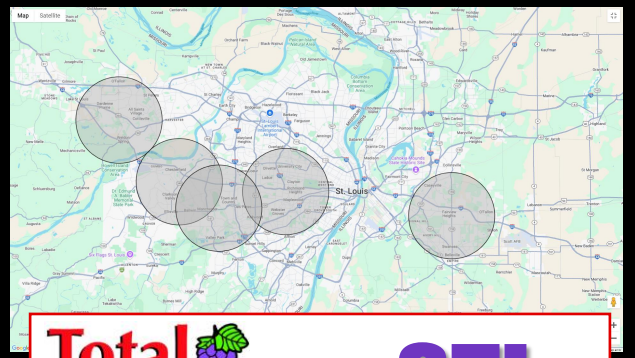
Complete Demographic & Media Use Profiles

Total Wine® & MORE

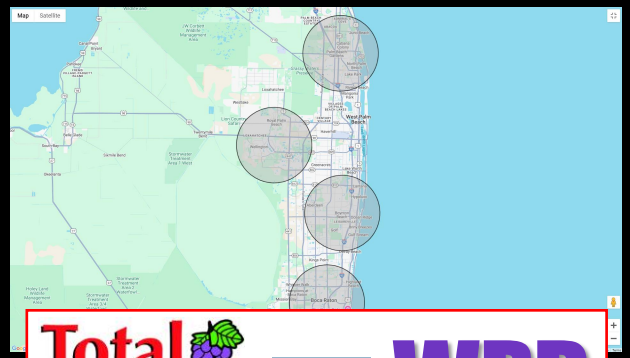
Complete Demographic, Psychographic, and Total Media Usage Profiles of MINNEAPOLIS-ST. PAUL, ST. LOUIS and WEST PALM BEACH Metro P21+ who Purchased ADULT BEVERAGES at Liquor/Beer/Wine Stores within a 5-mile radius of a TOTAL WINE & MORE Store Location in the past 30 days as of SEPTEMBER 2024.



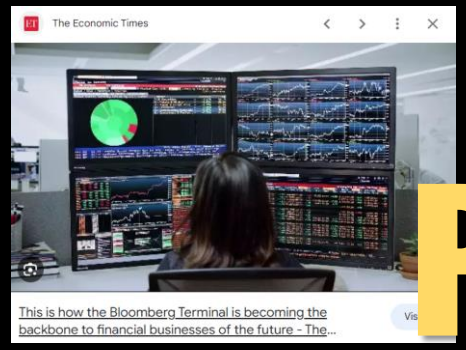
Total Wine & MORE MSP



Total Wine & MORE STL



Total Wine & MORE WPB

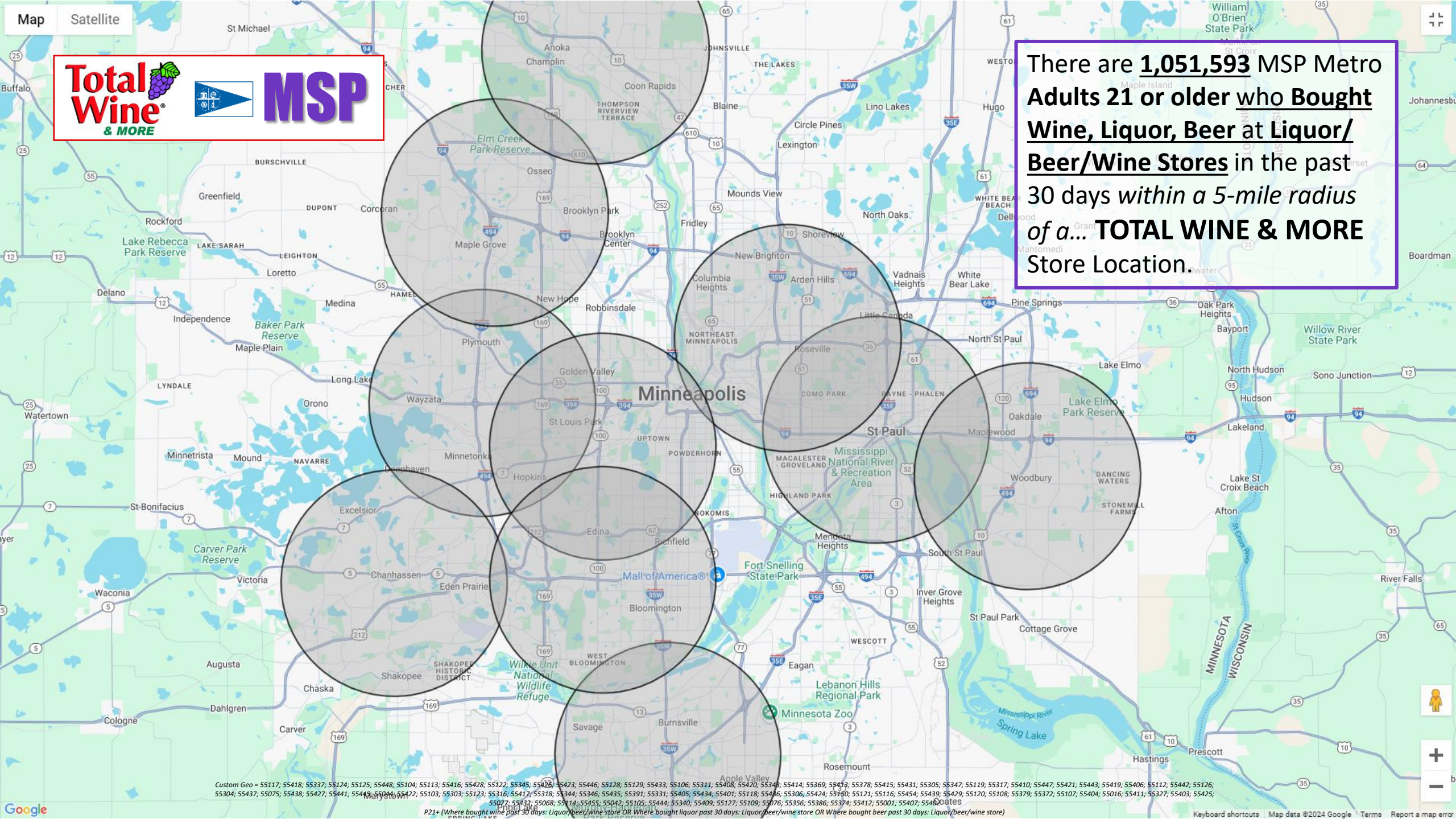


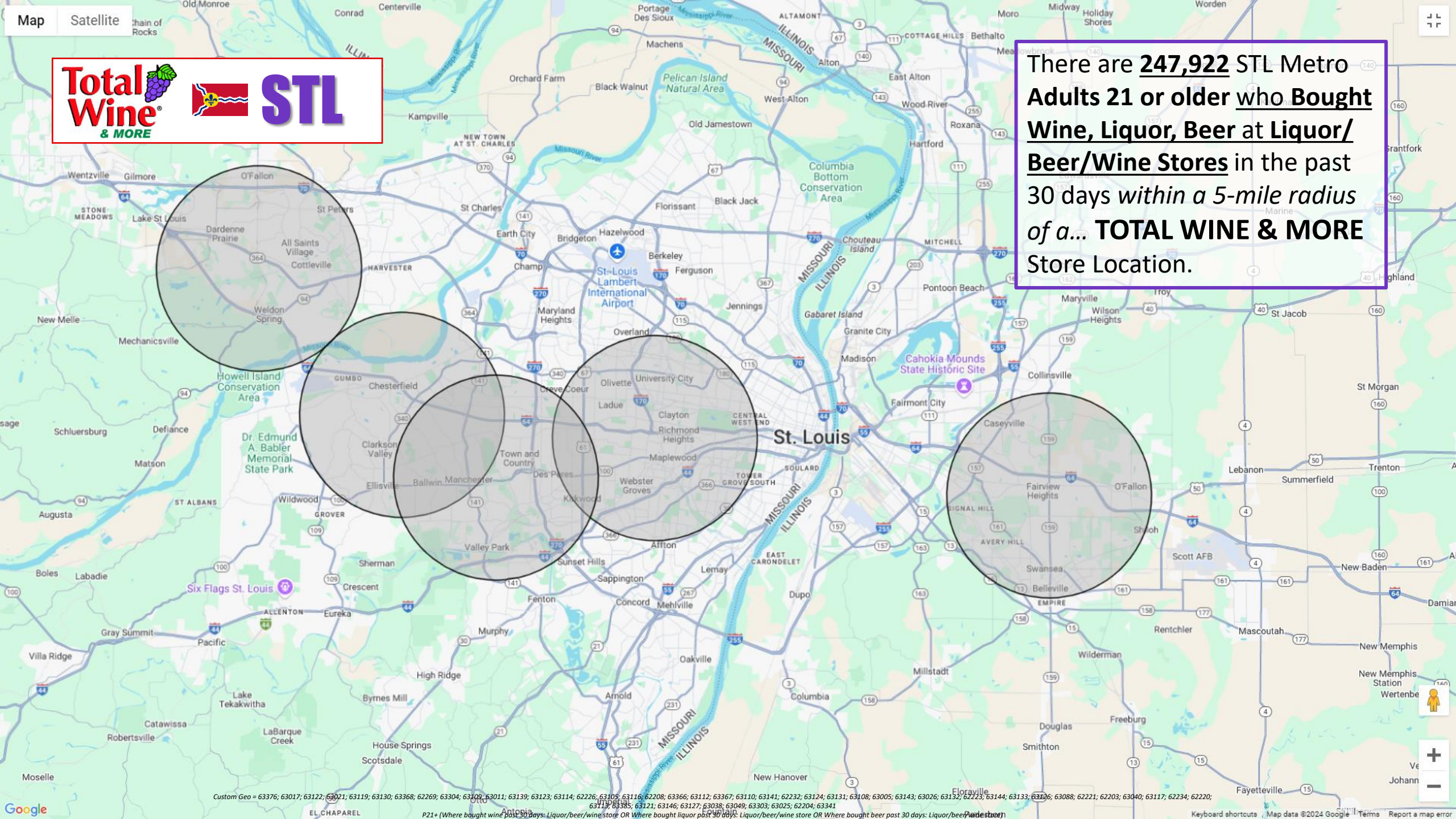
P21+ (PRIVATE) David and Robert Trone | Owners

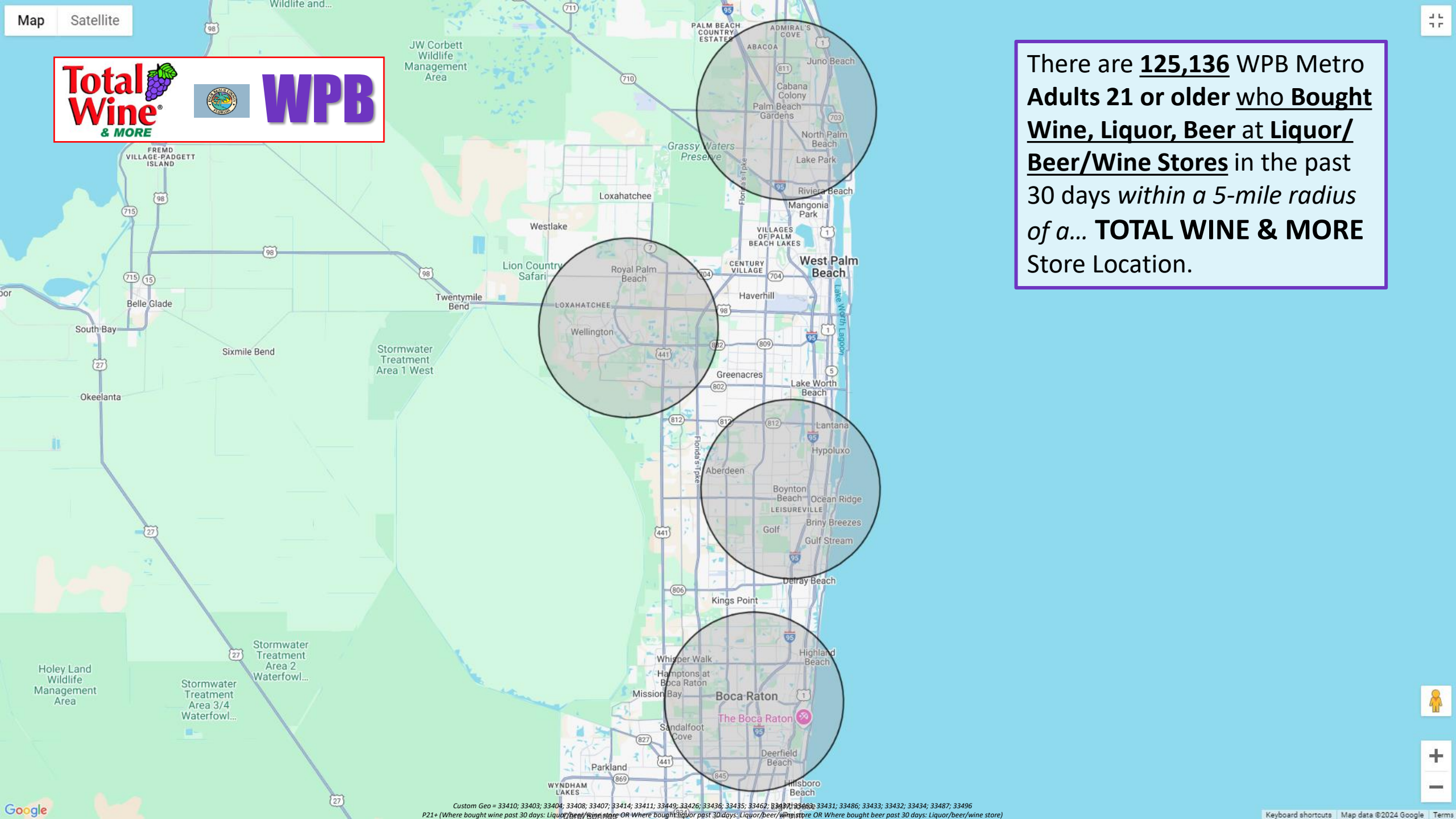
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

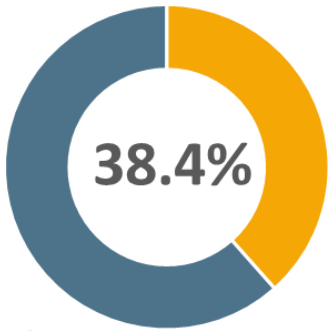

Map
Satellite
Total Wine & MORE
MSP
There are 1,051,593 MSP Metro Adults 21 or older who Bought Wine, Liquor, Beer at Liquor/Beer/Wine Stores in the past 30 days within a 5-mile radius of a... TOTAL WINE & MORE Store Location.
Minneapolis
St Paul
Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55348; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55449; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55486; 55306; 55424; 55350; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)
Google
Keyboard shortcuts
Map data ©2024 Google
Terms
Report a map error


Map
Satellite
Total Wine & MORE
STL
There are 247,922 STL Metro Adults 21 or older who Bought Wine, Liquor, Beer at Liquor/Beer/Wine Stores in the past 30 days within a 5-mile radius of a… TOTAL WINE & MORE Store Location.
St. Louis
Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)
Google
Keyboard shortcuts
Map data ©2024 Google
Terms
Report a map error


Map
Satellite
Total Wine & MORE
WPB
There are 125,136 WPB Metro Adults 21 or older who Bought Wine, Liquor, Beer at Liquor/Beer/Wine Stores in the past 30 days within a 5-mile radius of a… TOTAL WINE & MORE Store Location.
Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)
Google
Keyboard shortcuts
Map data ©2024 Google
Terms

38.4% or 1,051,593 of MSP Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Typical Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 48.4 years old (1.9% younger than average) and have a $118,284 (5.9% higher than average) annual household income.

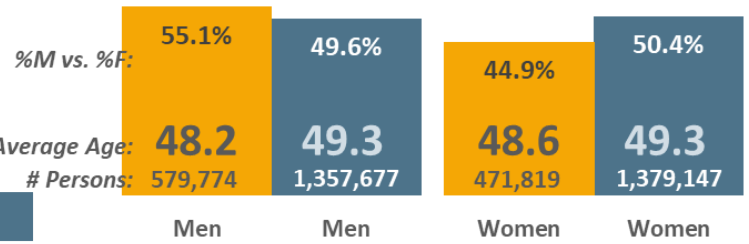
Percent of Market: Adults 21 or older



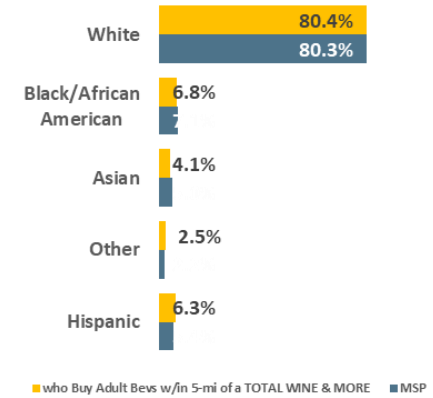
Total Persons:

1,051,593	1,685,231

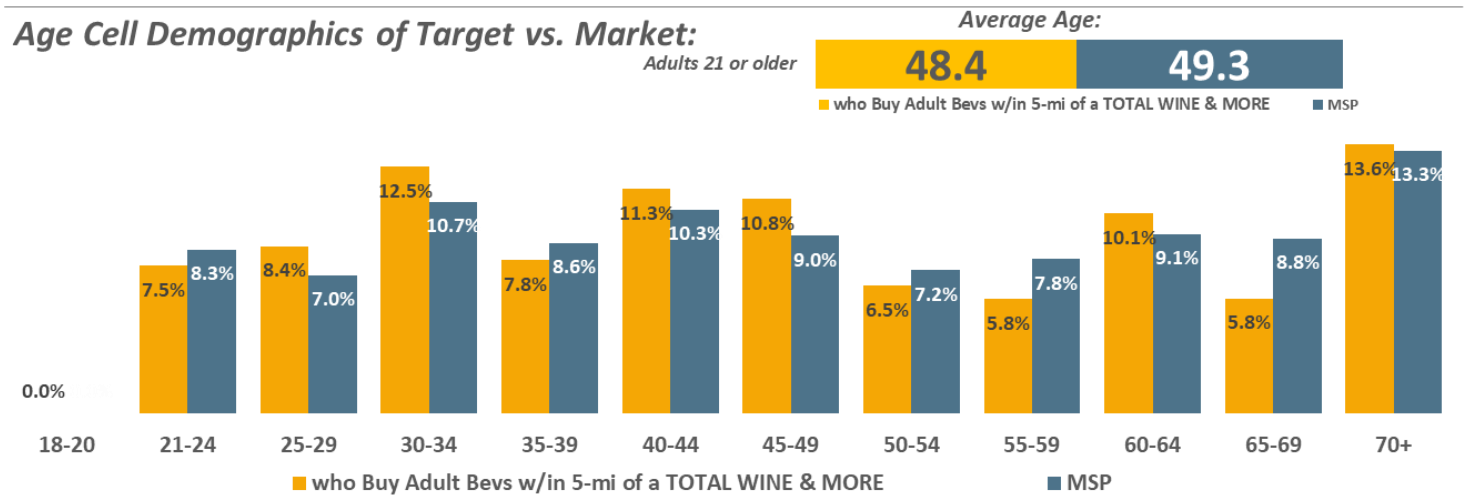
Gender of Target vs. Market: Adults 21 or older



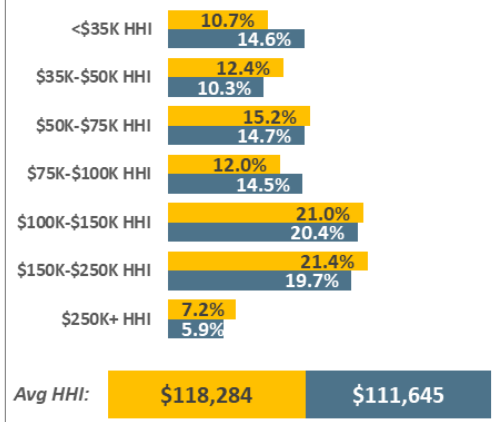
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$118,284	$111,645

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

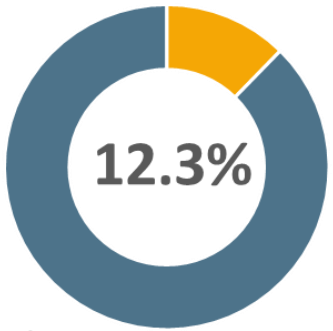
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

12.3% or 247,922 of STL Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Typical Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 51.1 years old (.1% younger than average) and have a $120,208 (20.1% higher than average) annual household income.

Percent of Market: Adults 21 or older

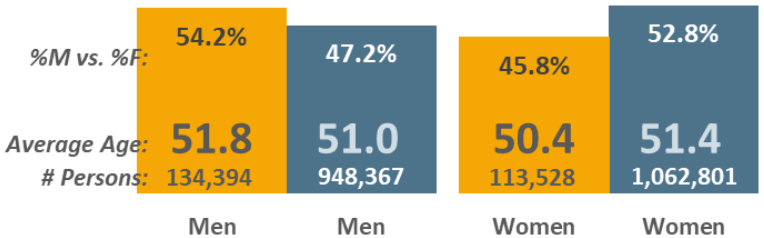


- who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE
- Remainder of STL Metro

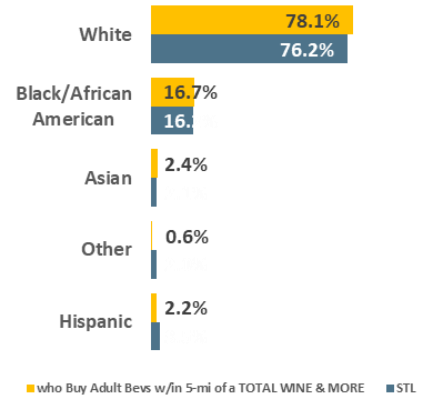
Total Persons:



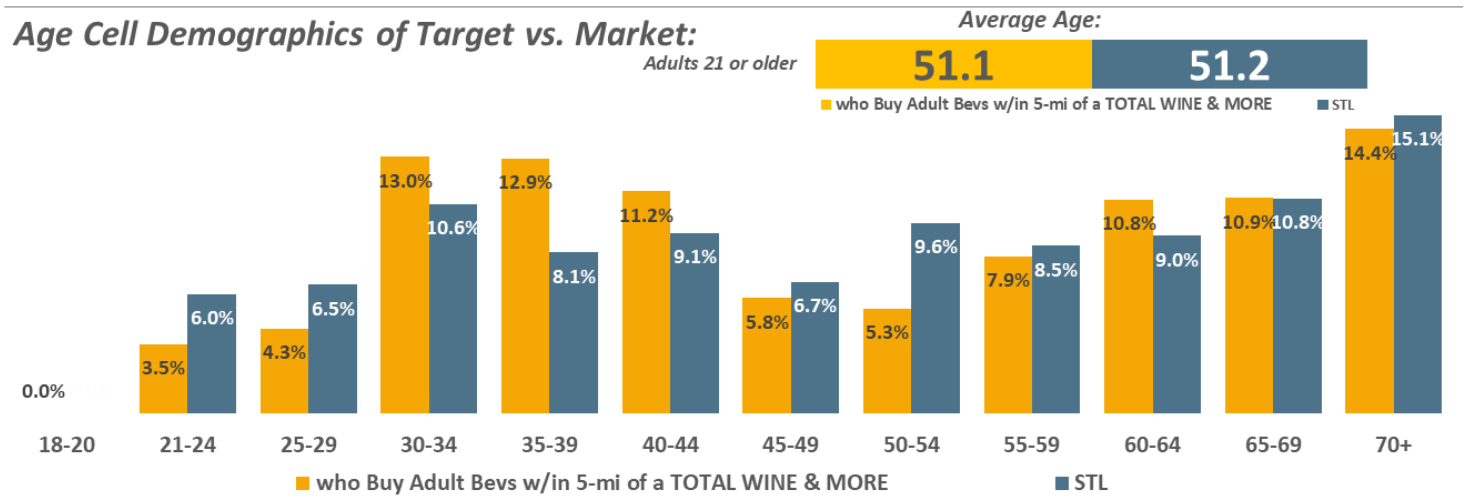
Gender of Target vs. Market: Adults 21 or older



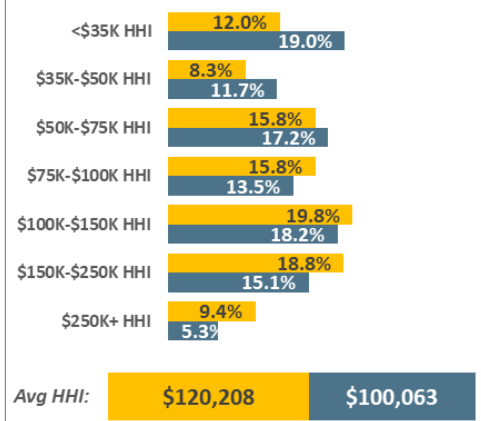
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

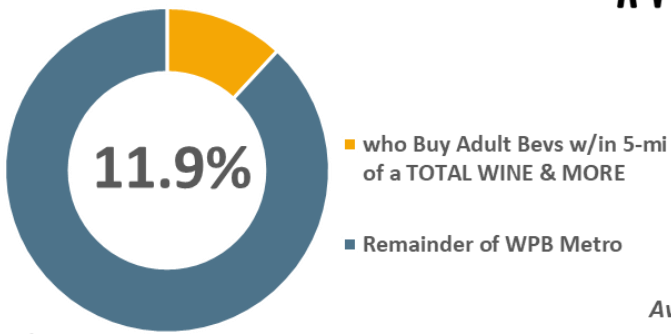
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Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

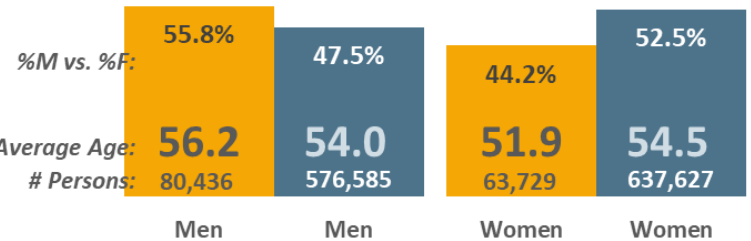
11.9% or 144,165 of WPB Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Typical Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 54. years old (.5% younger than average) and have a $113,631 (15.7% higher than average) annual household income.

Percent of Market: Adults 21 or older

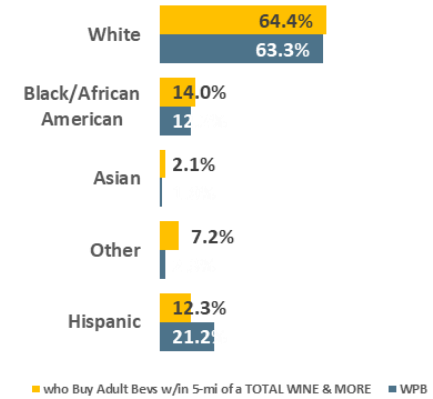




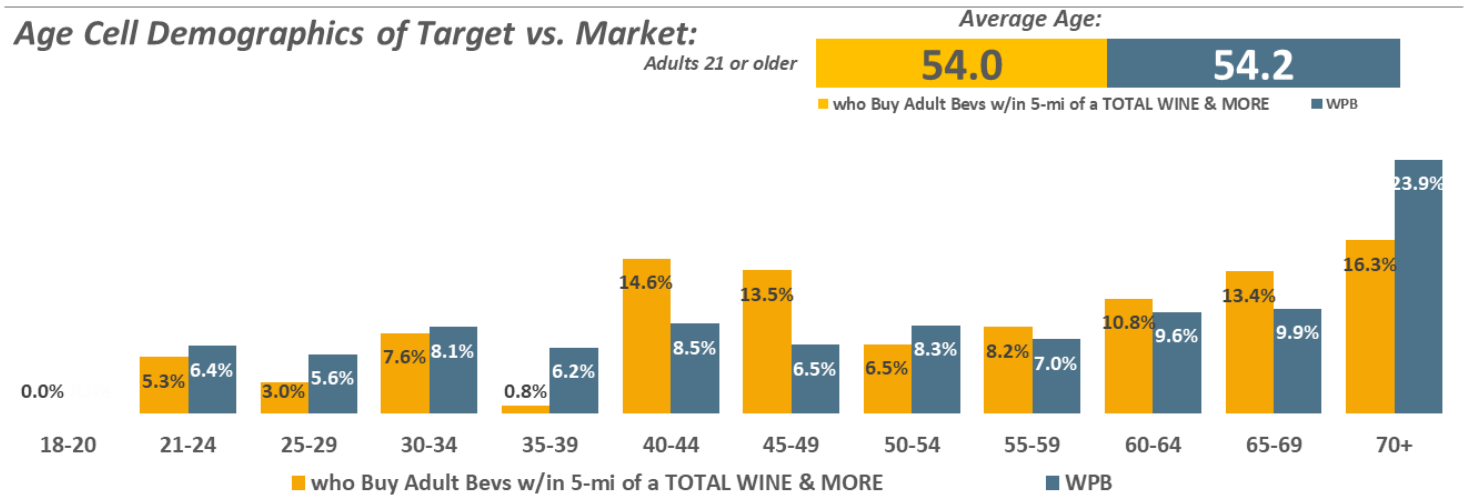
Gender of Target vs. Market: Adults 21 or older



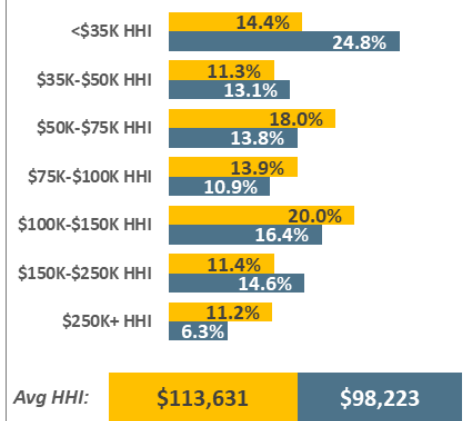
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

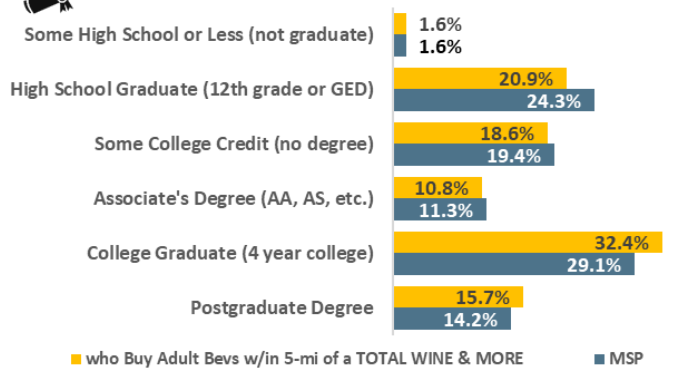
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

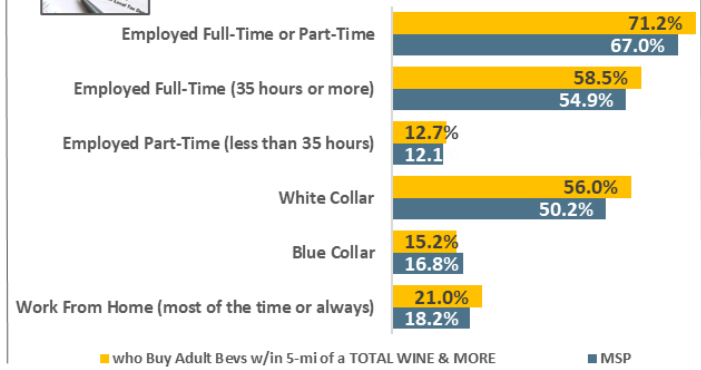
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

38.4% or 1,051,593 of MSP Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 11.% more likely to be a college graduate, 6.5% more likely to work full-time, 2.1% less likely to be married, 1.2% less likely to be a parent of 1 or more children under 18.

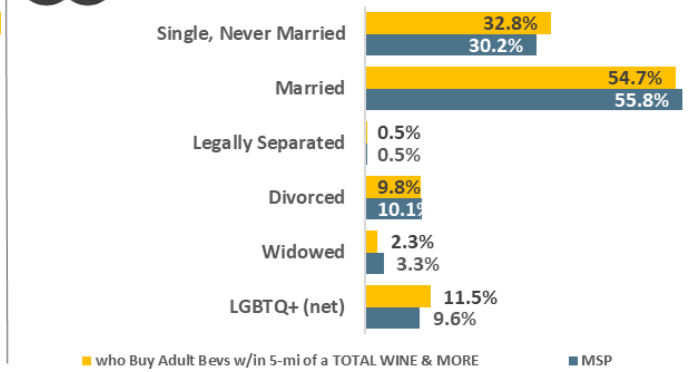
Education Levels: Adults 21 or older



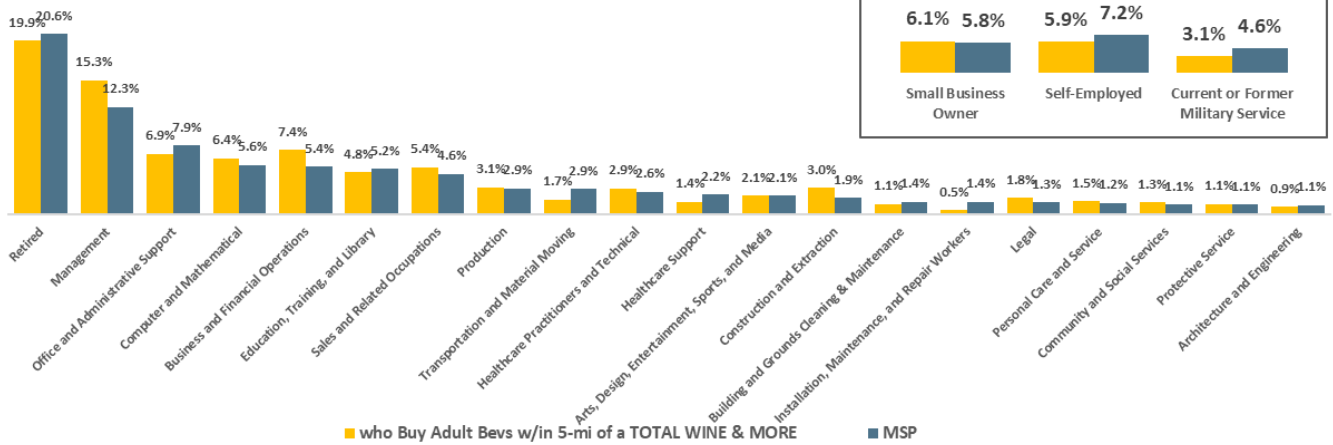
Employment: Adults 21 or older



Marital Status: Adults 21 or older

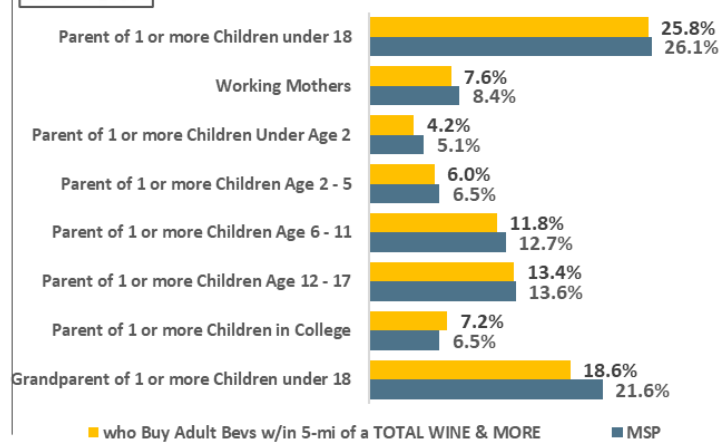


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

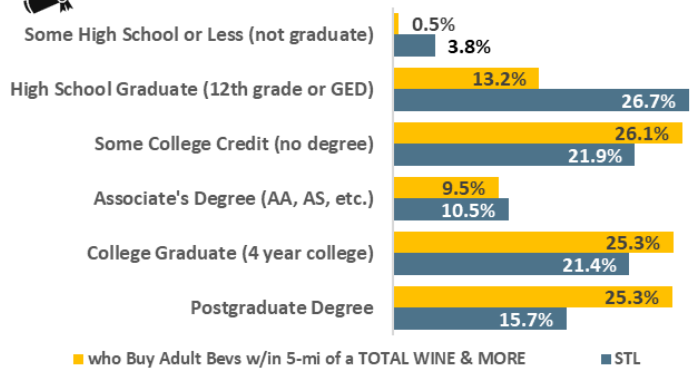
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

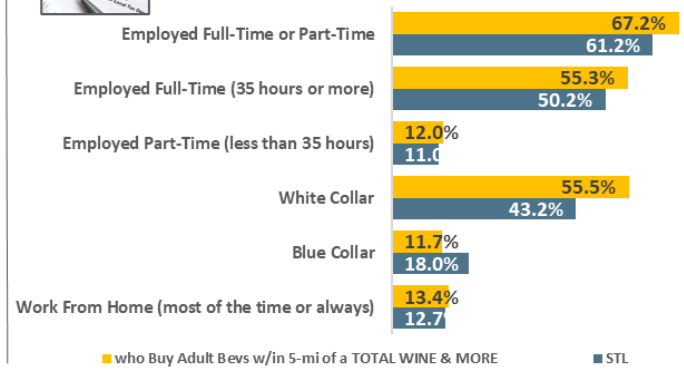
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

12.3% or 247,922 of STL Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 36.3% more likely to be a college graduate, 10.2% more likely to work full-time, 5.5% more likely to be married, .3% less likely to be a parent of 1 or more children under 18.

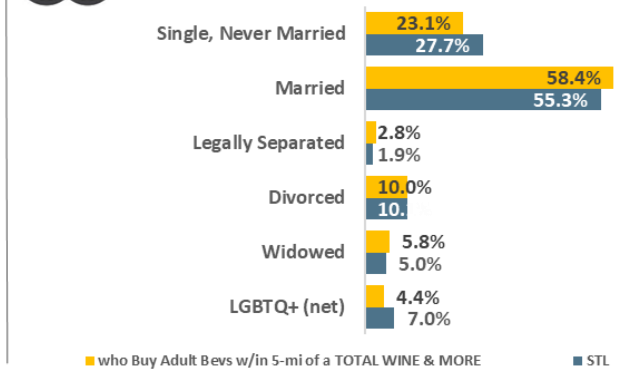
Education Levels: Adults 21 or older



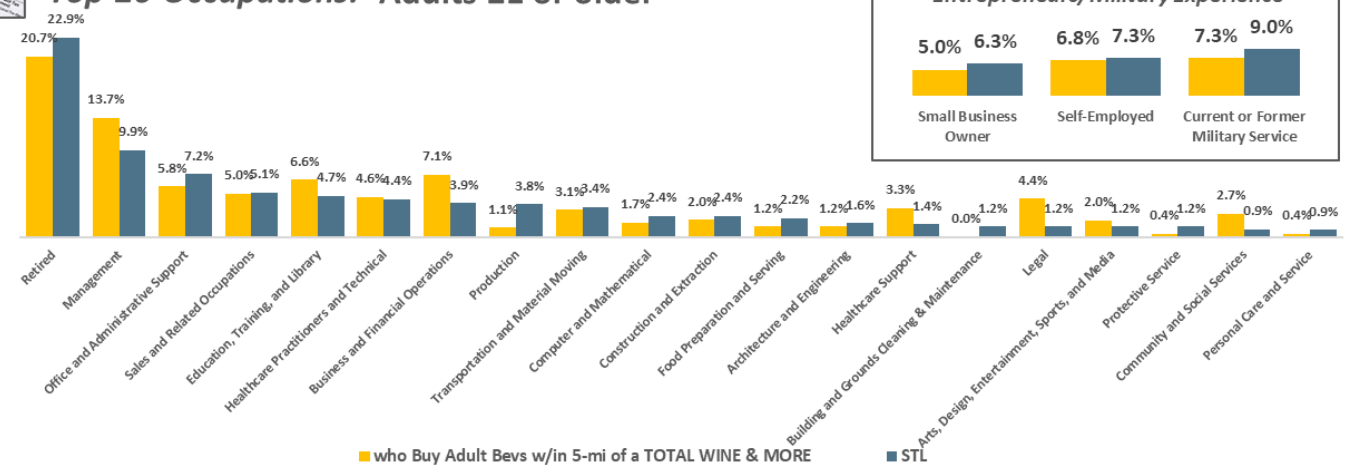
Employment: Adults 21 or older



Marital Status: Adults 21 or older

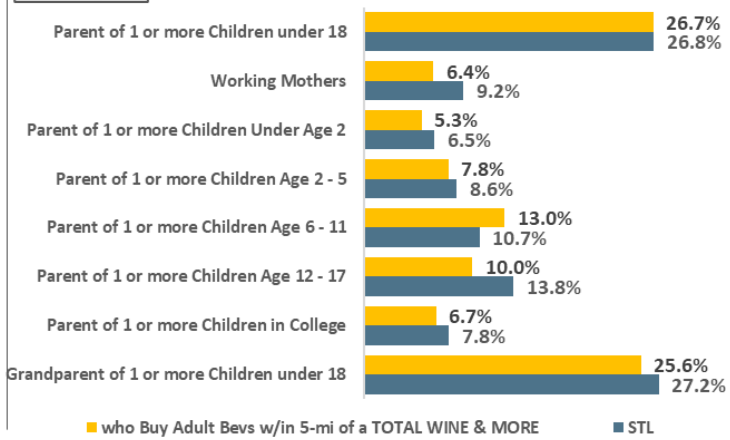


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341

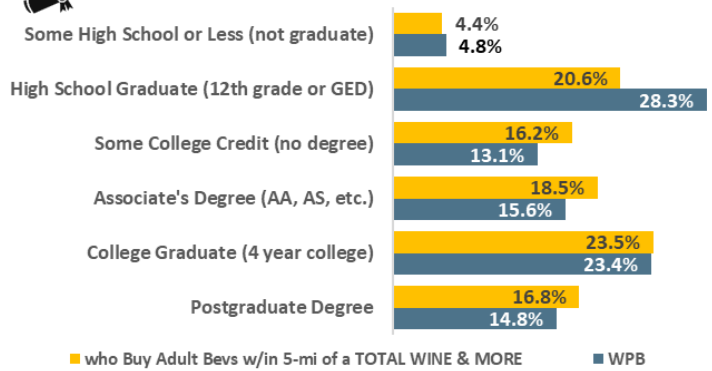
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

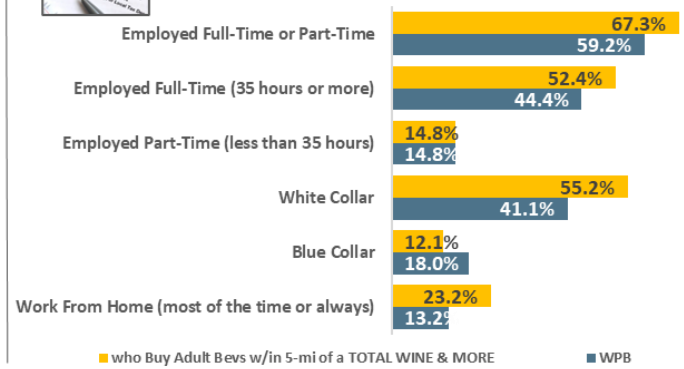
WPB

11.9% or 144,165 of WPB Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 5.7% more likely to be a college graduate, 18.1% more likely to work full-time, 12.2% more likely to be married, 44.5% more likely to be a parent of 1 or more children under 18.

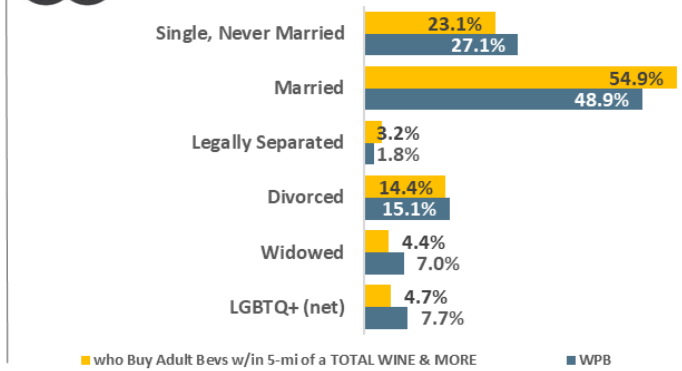
Education Levels: Adults 21 or older



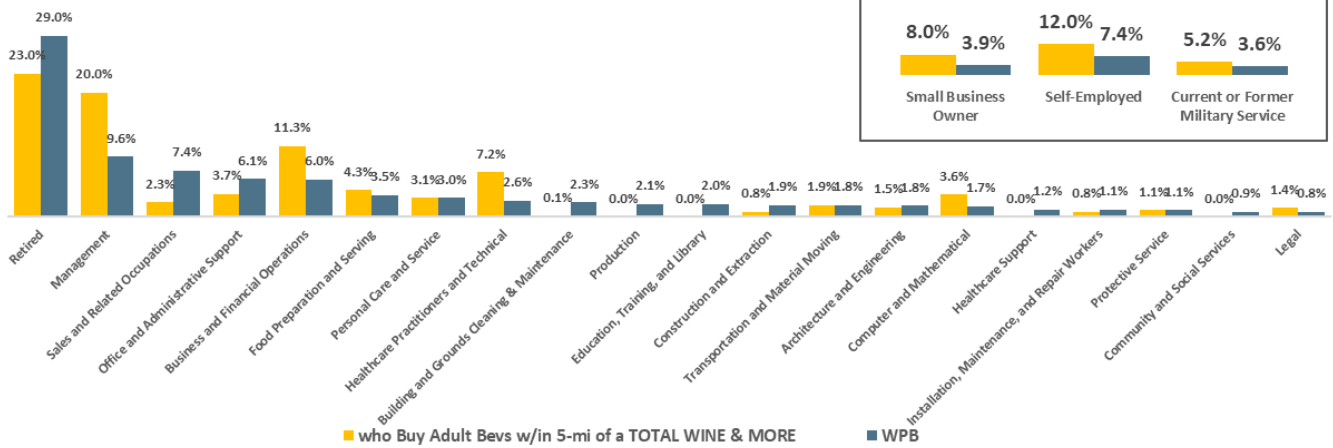
Employment: Adults 21 or older



Marital Status: Adults 21 or older

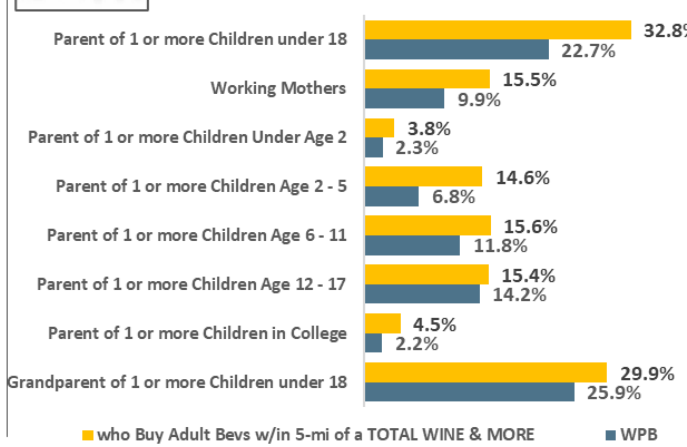


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

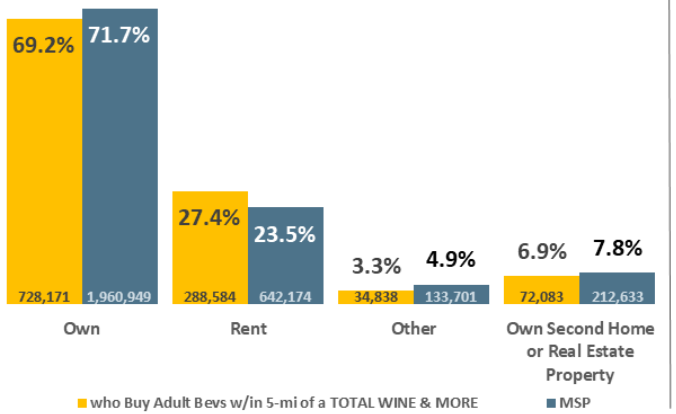
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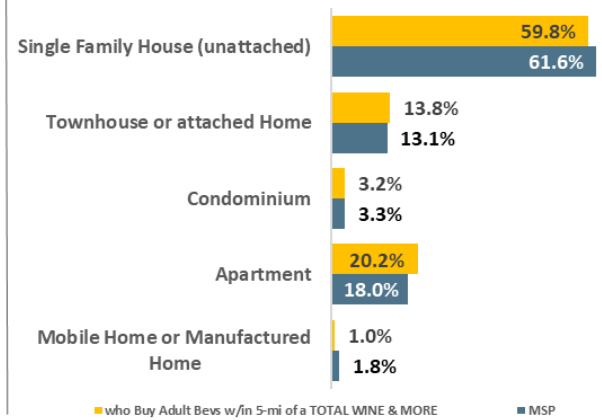
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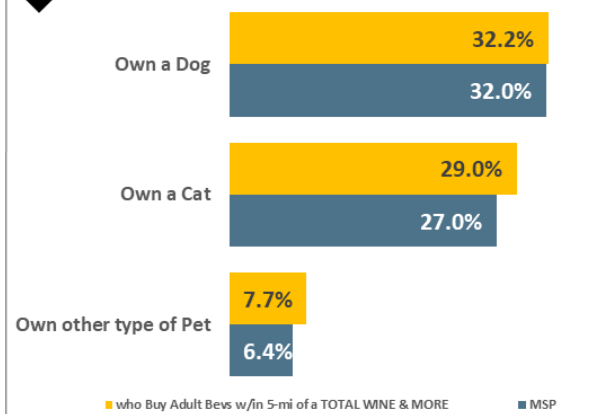
Own/Rent/Other: Adults 21 or older



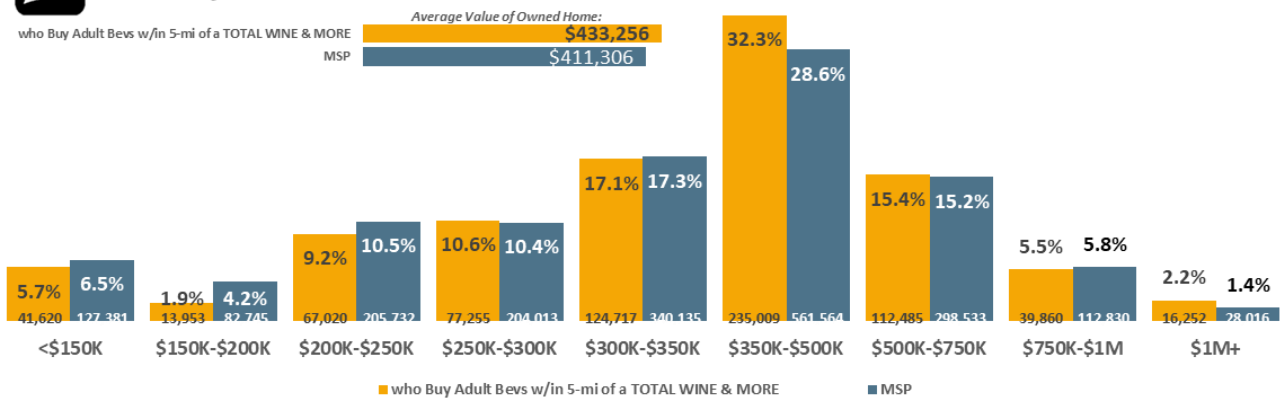
Type of Home: Adults 21 or older



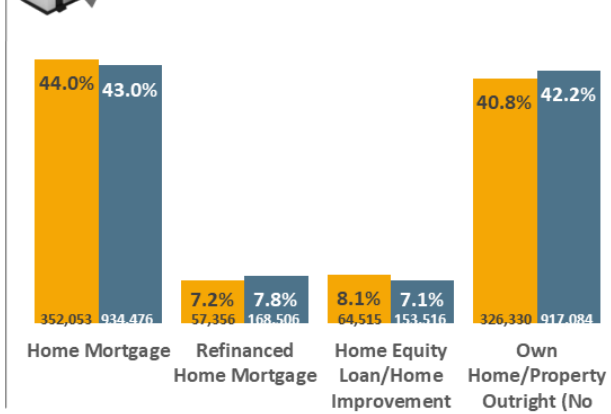
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

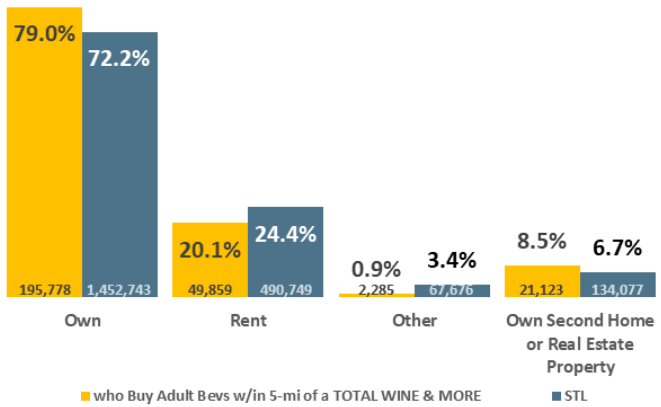
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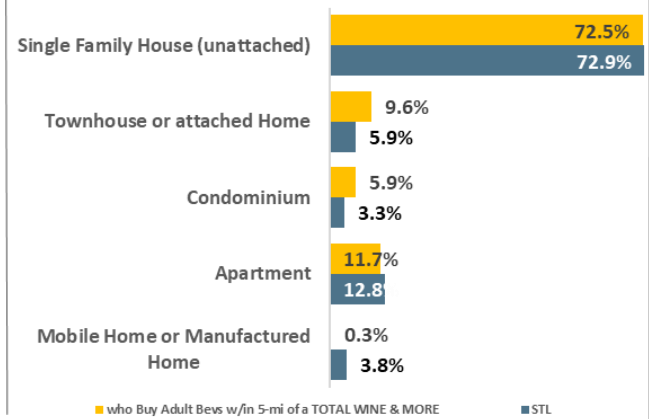
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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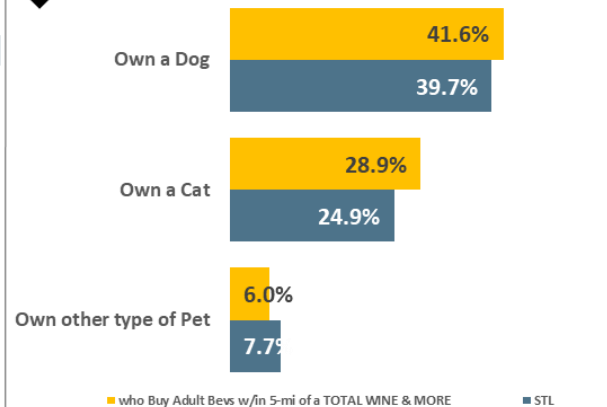
Own/Rent/Other: Adults 21 or older



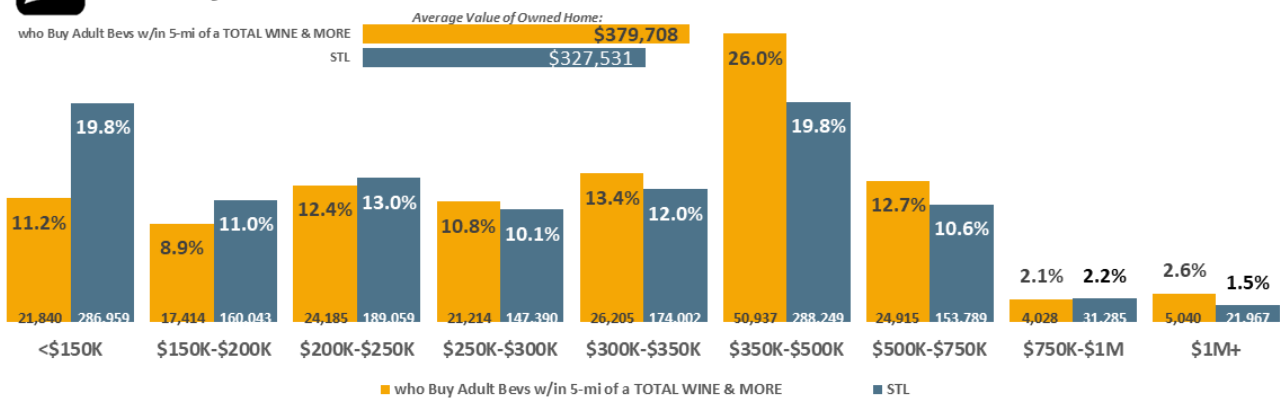
Type of Home: Adults 21 or older



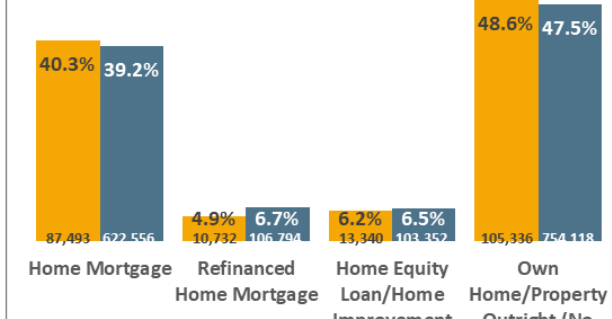
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

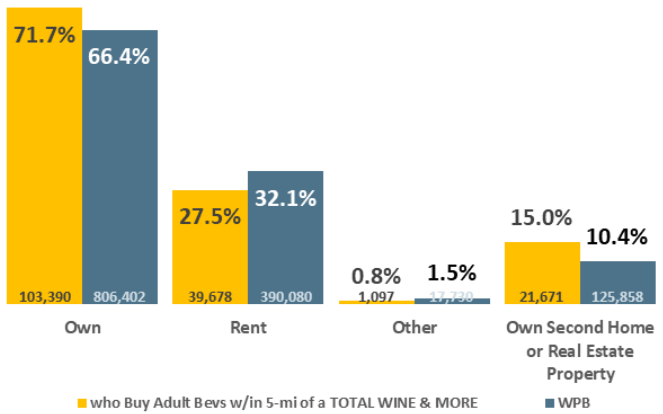
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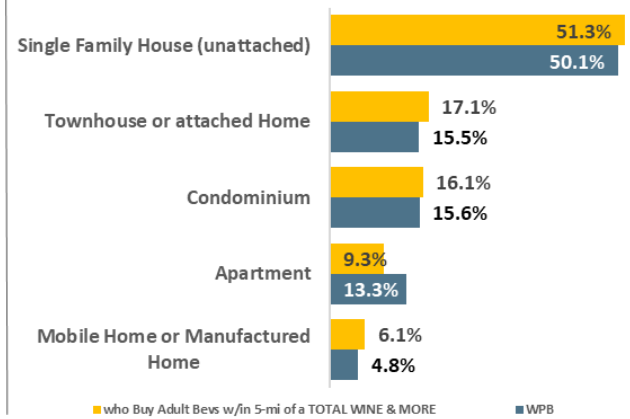
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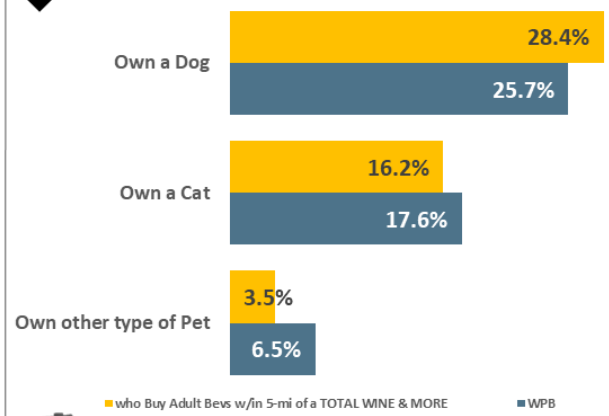
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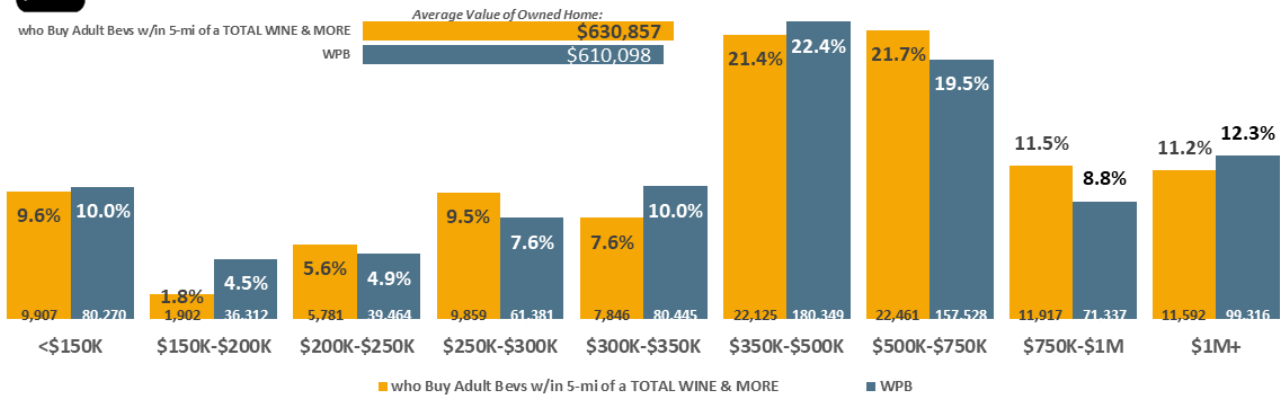
Type of Home: Adults 21 or older



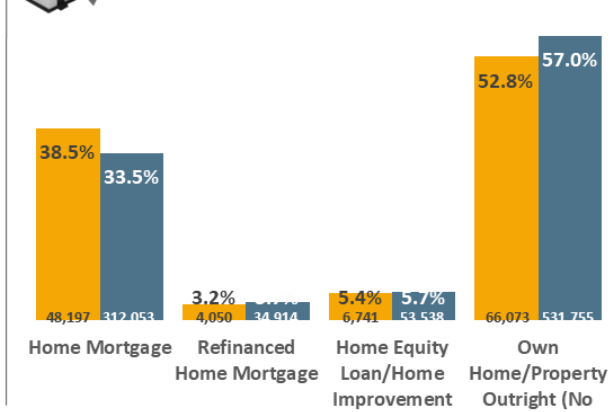
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

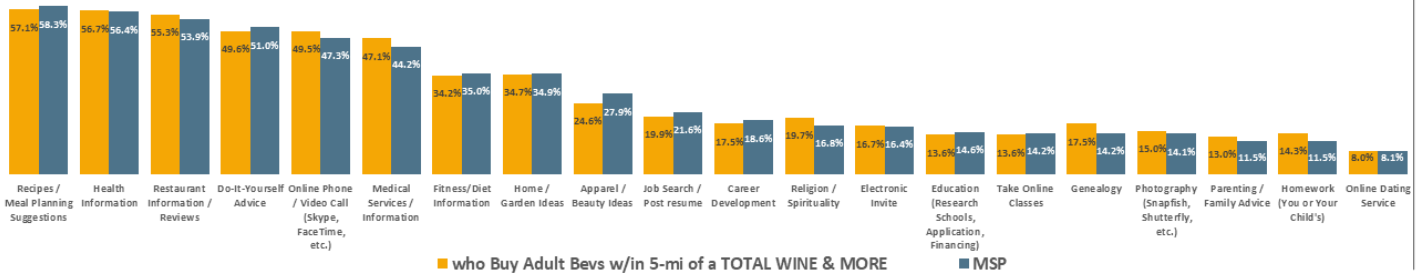
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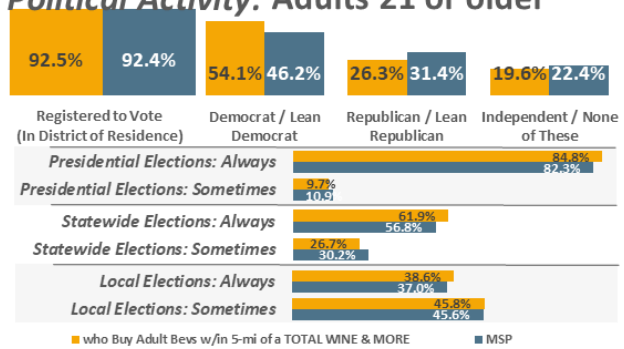
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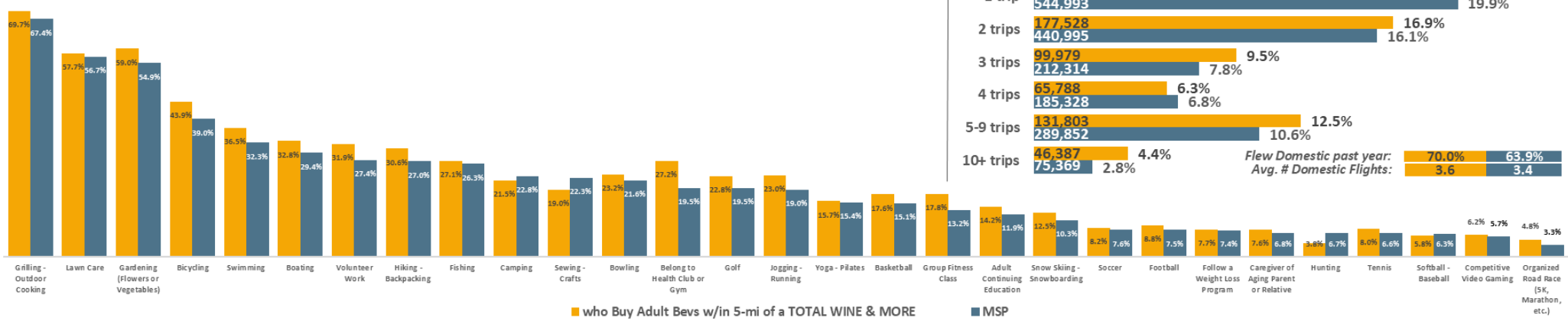
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

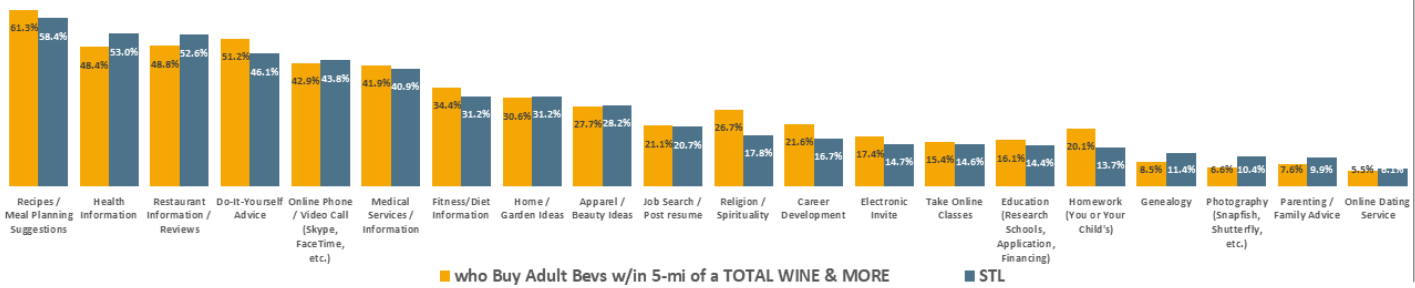
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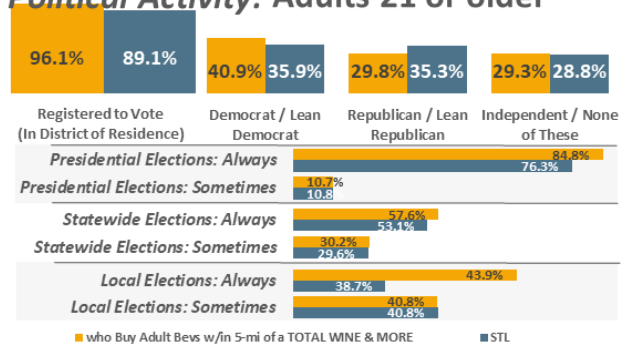
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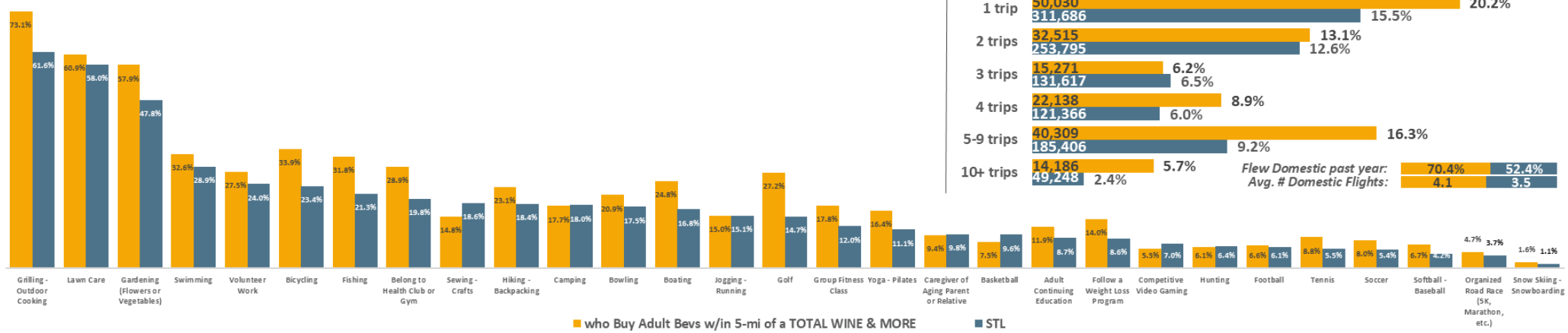
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

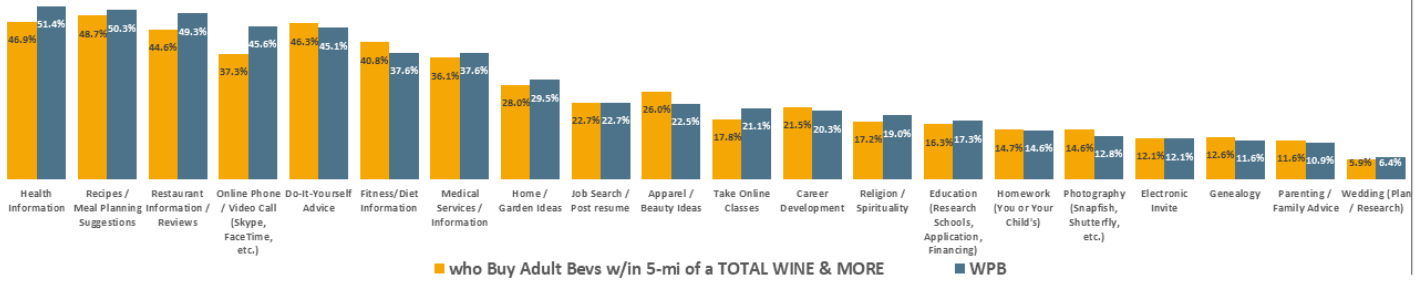
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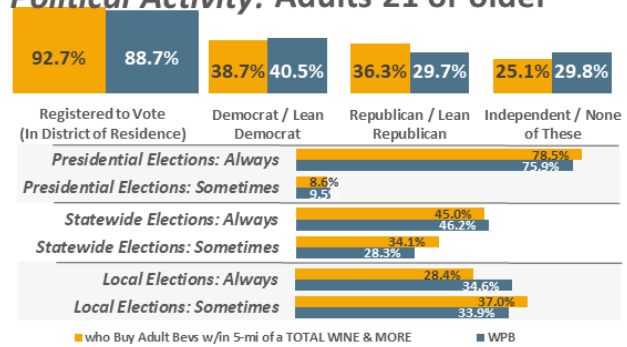
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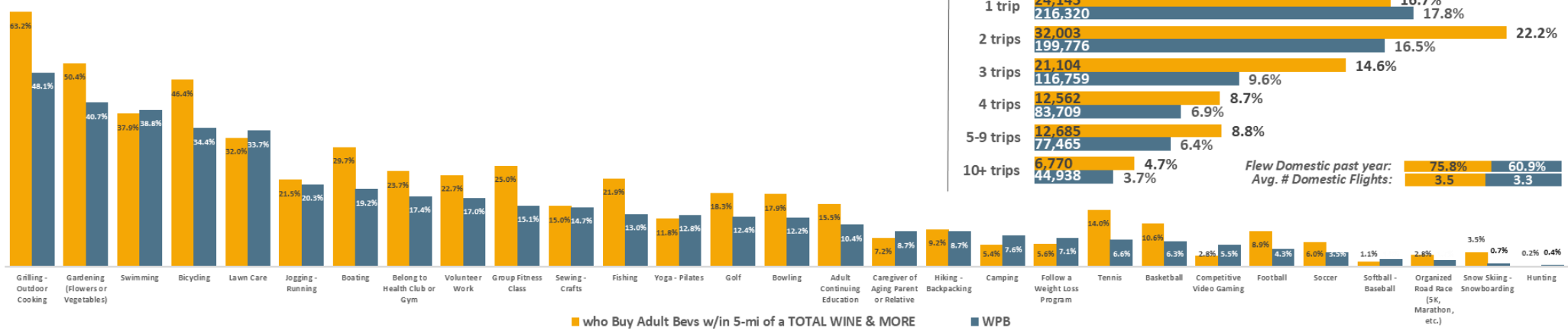
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Past 12-months Domestic Airline Trips: Adults 21 or older

WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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Past 30-days QSR Users: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	MSP
1 time	12.6%	12.8%
2 times	12.3%	12.3%
3 times	12.7%	12.8%
4 times	9.5%	9.8%
5 times	12.6%	10.3%
6 - 9 times	18.6%	17.2%
10 times or more	11.9%	11.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
90.2%	86.4%		
948,944	2,363,792	5.5	5.4

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



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	MSP
1 time	14.1%	19.7%
2 times	18.6%	19.3%
3 times	17.8%	12.6%
4 times	9.0%	7.5%
5 times	11.2%	7.7%
6 - 9 times	6.9%	5.3%
10 times or more	3.7%	2.4%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
81.4%	74.4%		
855,671	2,036,463	3.7	3.2

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	MSP
Pizza	42.1%	33.3%
Chinese	25.7%	26.6%
Mexican	30.0%	25.4%
Coffee House / Coffee Bar	26.1%	21.1%
Wings / Burgers / Sports Bar	25.6%	19.4%
Indian / Thai / Other Asian	20.6%	15.9%
Bagel / Donut / Bakery	17.7%	12.1%
Italian	15.6%	11.2%
Upscale	17.2%	10.5%
Steakhouse	9.3%	7.3%

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

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	196,210	18.7%
MSP	400,066	14.6%

Drank Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		MSP	
Liquor	814,572	77.5%	1,383,141	50.5%
Any Type of Beer	800,281	76.1%	1,373,224	50.2%
Wine	578,965	55.1%	945,568	34.5%
Domestic Regular Beer	571,427	54.3%	945,420	34.5%
Domestic Light Beer	480,895	45.7%	899,715	32.9%
Imported Beer	374,186	35.6%	592,00	21.6%
Microbrew / Craft Beer	318,328	30.3%	472,985	17.3%

Past 12 months Casino Activities: Adults 21 or older

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		MSP	
Slot Machines	334,554	31.8%	833,235	30.4%
Table Games (Craps, Poker, etc.)	188,548	17.9%	369,842	13.5%
Bar / Nightclub	172,519	16.4%	328,733	12.0%
Stage Show / Concert	119,673	11.4%	274,952	10.0%
Upscale Restaurant	112,032	10.7%	213,694	7.8%
Sports Betting	63,830	6.1%	133,957	4.9%
Other Gambling	27,534	2.6%	96,520	3.5%
Spa	20,456	1.9%	53,96	2.0%

Casinos visited past 12 months:	Yes
	41.0%
	431,558
	38.4%
	1,051,652

Used Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		MSP	
Marijuana / Cannabis	21.6%	227,316	16.6%	455,333
Cigarettes	11.5%	121,370	10.7%	293,492
Vape	8.9%	93,876	7.0%	191,872

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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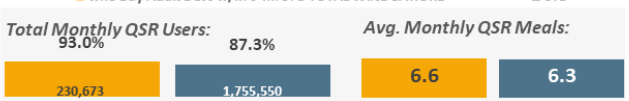
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

12.3% or 247,922 of STL Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 6.6% more likely to use QSRs past mo., 16.6% more likely to use Sit-Down Restaurants past mo., 38.8% more likely to use Casinos past yr., 21.3% more likely to smoke cigarettes.

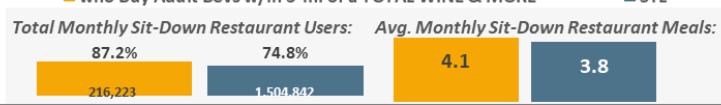
Past 30-days QSR Users: Adults 21 or older





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

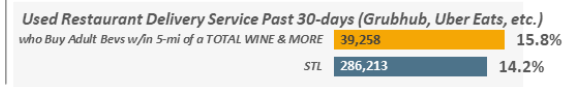




Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



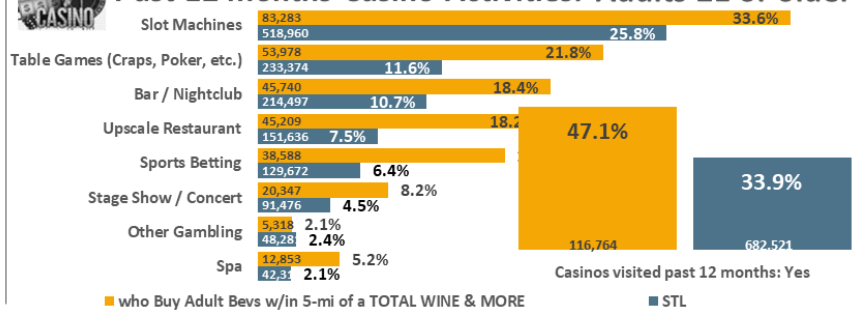


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

11.9% or 144,165 of WPB Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are .4% less likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 46.1% more likely to use Casinos past yr., 47.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WPB
1 time	4.5%	8.4%
2 times	15.6%	11.4%
3 times	6.4%	12.1%
4 times	14.0%	9.5%
5 times	7.9%	8.9%
6 - 9 times	19.4%	18.1%
10 times or more	15.5%	15.1%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
83.3%	83.7%		
120,098	1,015,695	6.3	6.1

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



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WPB
1 time	9.5%	10.8%
2 times	15.1%	14.5%
3 times	9.7%	14.2%
4 times	11.9%	10.6%
5 times	17.1%	9.6%
6 - 9 times	14.0%	10.3%
10 times or more	9.4%	7.4%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
86.7%	77.5%		
125,058	940,637	5.2	4.7

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WPB
Pizza	41.4%	36.2%
Chinese	44.9%	34.9%
Italian	30.4%	24.8%
Upscale	26.2%	20.7%
Mexican	28.0%	20.6%
Wings / Burgers / Sports Bar	22.8%	18.7%
Coffee House / Coffee Bar	17.8%	18.4%
Indian / Thai / Other Asian	23.6%	17.3%
Steakhouse	20.8%	15.0%
Bagel / Donut / Bakery	10.1%	12.7%

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

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	47,880	33.2%
WPB	242,339	20.0%

Drank Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		WPB
Liquor	129,643	89.9%	568,387 46.8%
Wine	100,091	69.4%	477,708 39.3%
Any Type of Beer	89,286	61.9%	464,709 38.3%
Imported Beer	68,544	47.5%	307,092 25.3%
Domestic Light Beer	34,209	23.7%	20[illegible] [illegible]%
Domestic Regular Beer	42,268	29.3%	19[illegible] [illegible]%
Microbrew / Craft Beer	20,877	14.5%	52 4.3%

Past 12 months Casino Activities: Adults 21 or older

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		WPB
Slot Machines	36,668	25.4%	243,285 20.0%
Table Games (Craps, Poker, etc.)	19,329	13.4%	122,414 10.1%
Upscale Restaurant	27,819	19.3%	101,914 8.4%
Stage Show / Concert	19,819	13.7%	85,245 7.0%
Bar / Nightclub	23,084		85,150 7.0%
Sports Betting	8,937	6.2%	29,268 2.4%
Other Gambling	3,471	2.4%	22,58[illegible] 1.9%
Spa	6,243	4.3%	17,4[illegible] 1.4%

Casinos visited past 12 months: Yes		
	43.9%	30.1%
	63,320	364,976

Used Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WPB
Marijuana / Cannabis	13.2% (18,973)	14.9% (181,266)
Cigarettes	5.3% (7,603)	10.1% (122,564)
Vape	2.9% (4,222)	6.9% (83,639)

WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

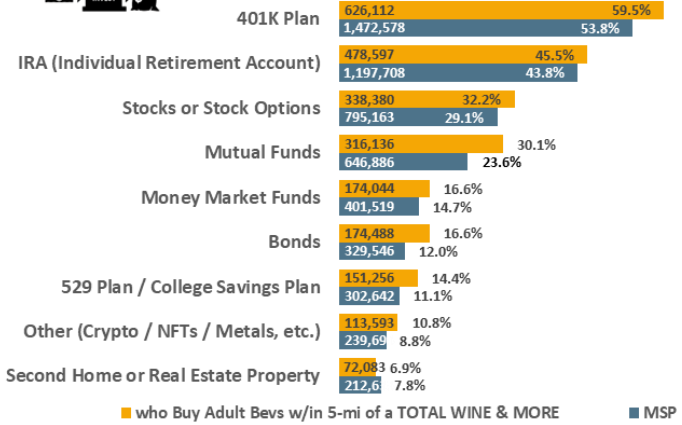
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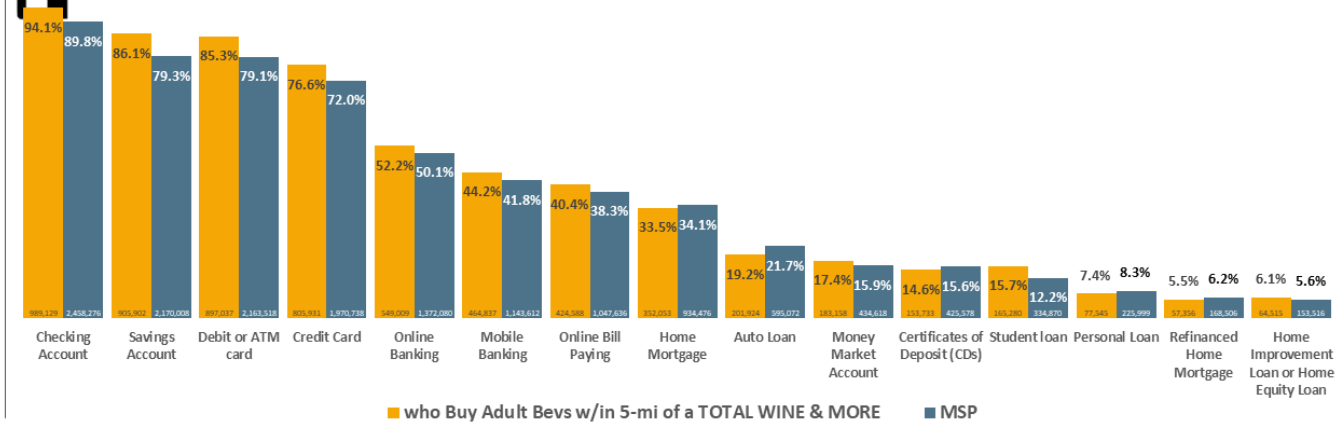
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

38.4% or 1,051,593 of MSP Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 10.7% more likely to have a 401K, 11.7% less likely to have an Auto Loan, 21.4% more likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

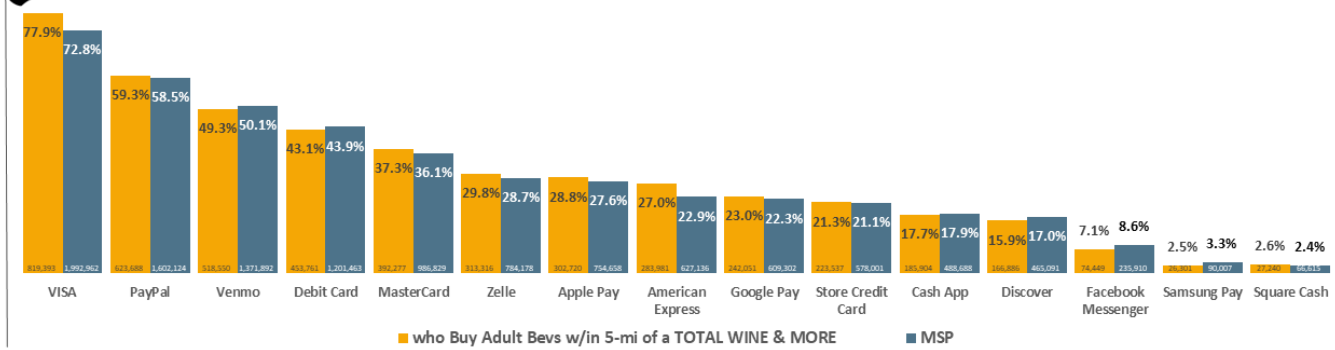


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

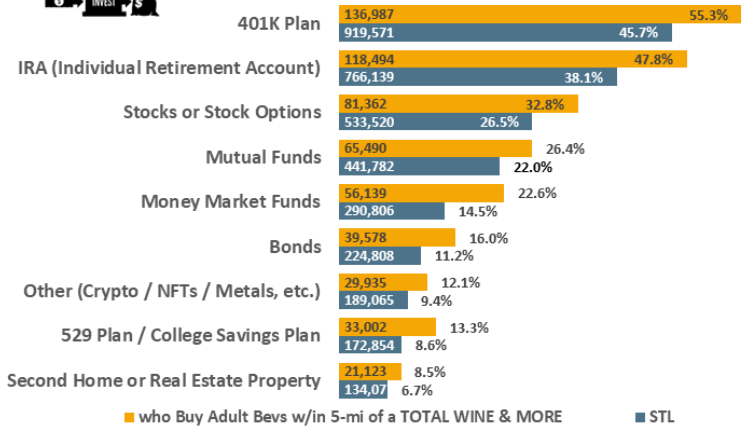
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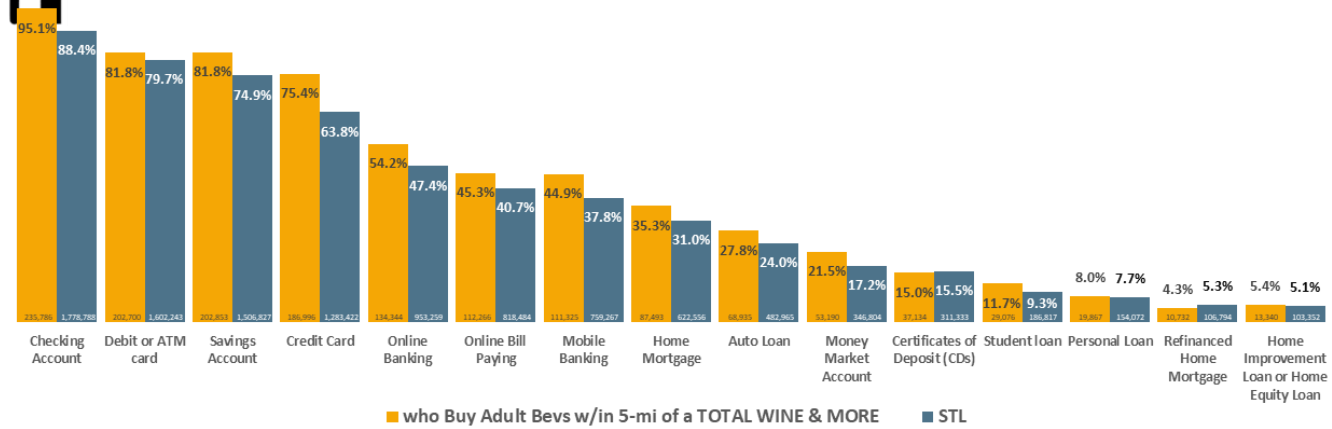
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

12.3% or 247,922 of STL Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 20.8% more likely to have a 401K, 15.8% more likely to have an Auto Loan, 58.5% more likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.

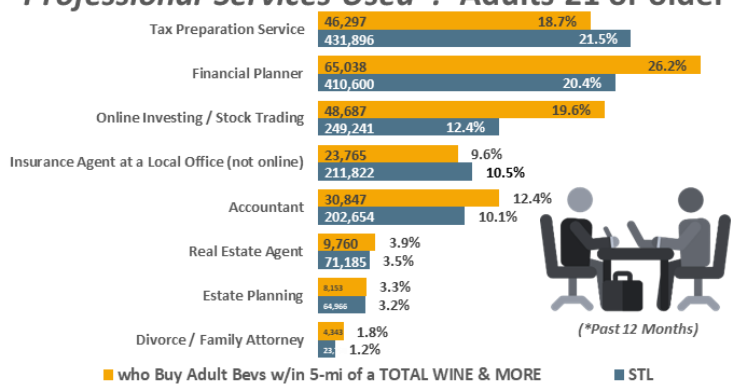
Investments Owned: Adults 21 or older



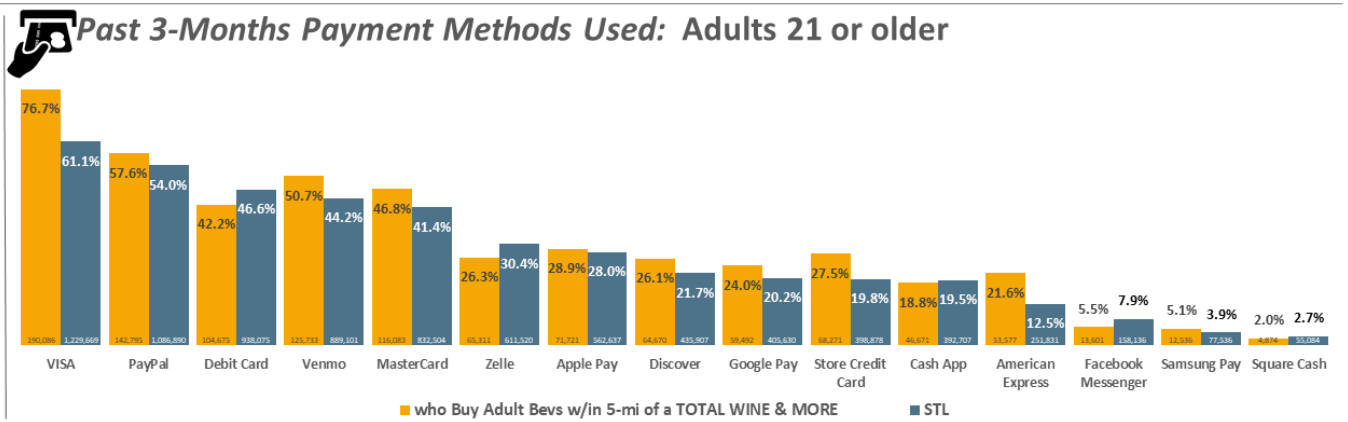
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

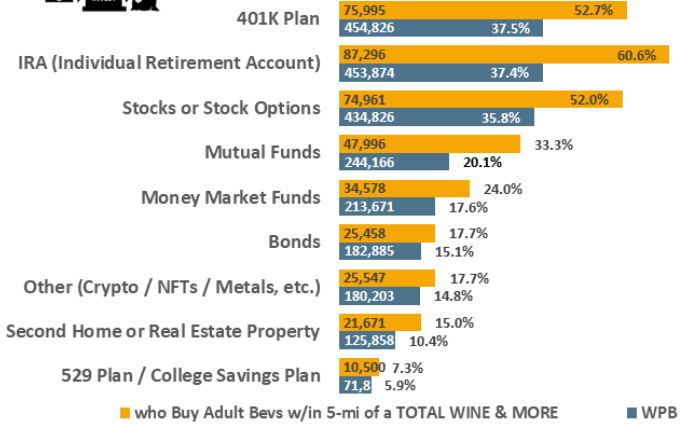
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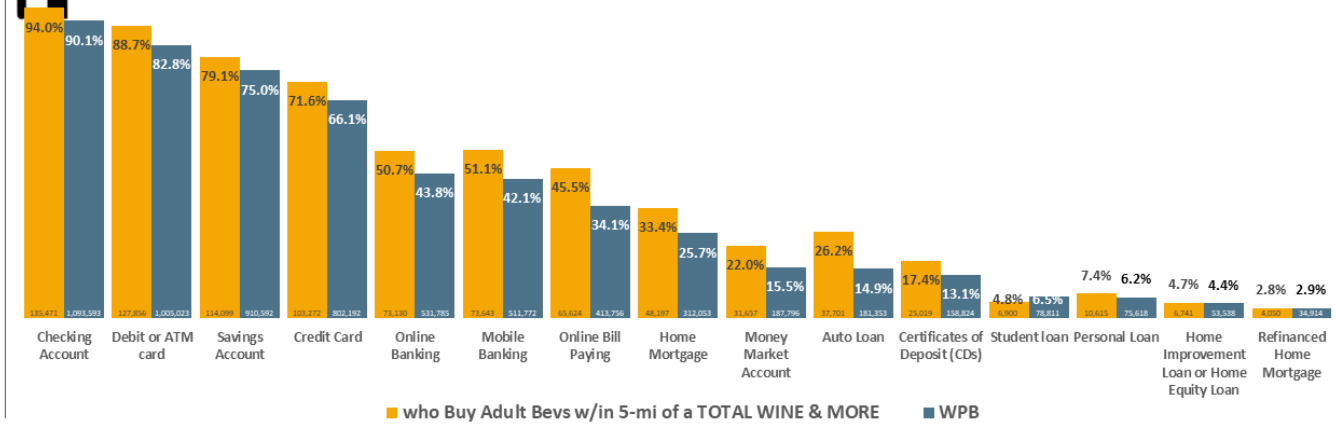
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

11.9% or 144,165 of WPB Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 40.7% more likely to have a 401K, 75.1% more likely to have an Auto Loan, 66.6% more likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.

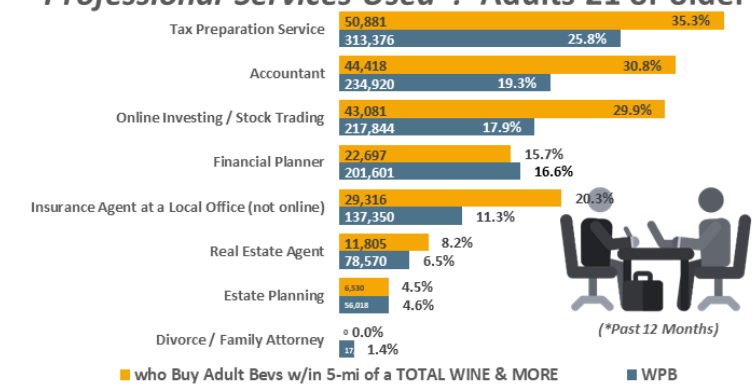
Investments Owned: Adults 21 or older



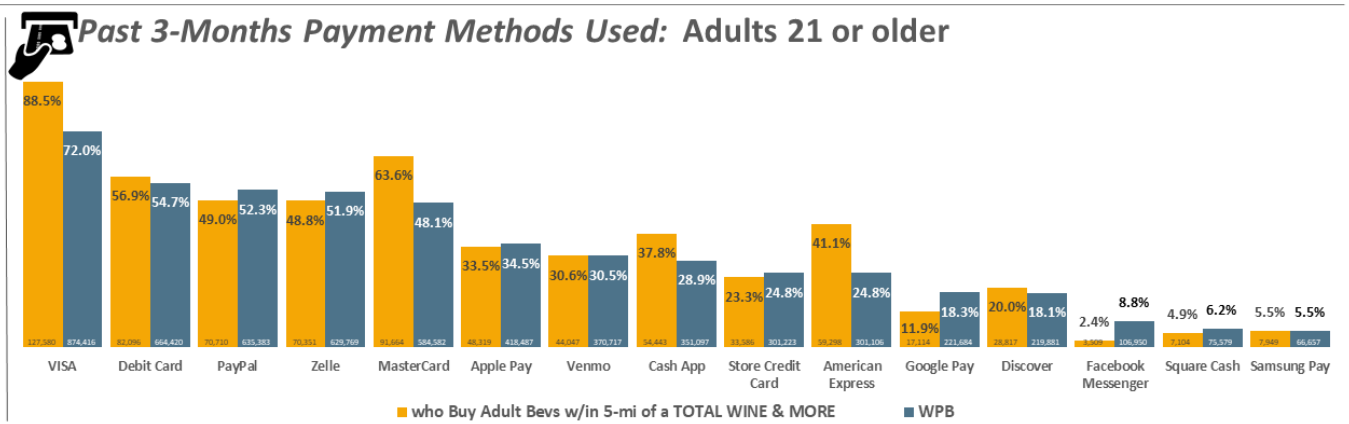
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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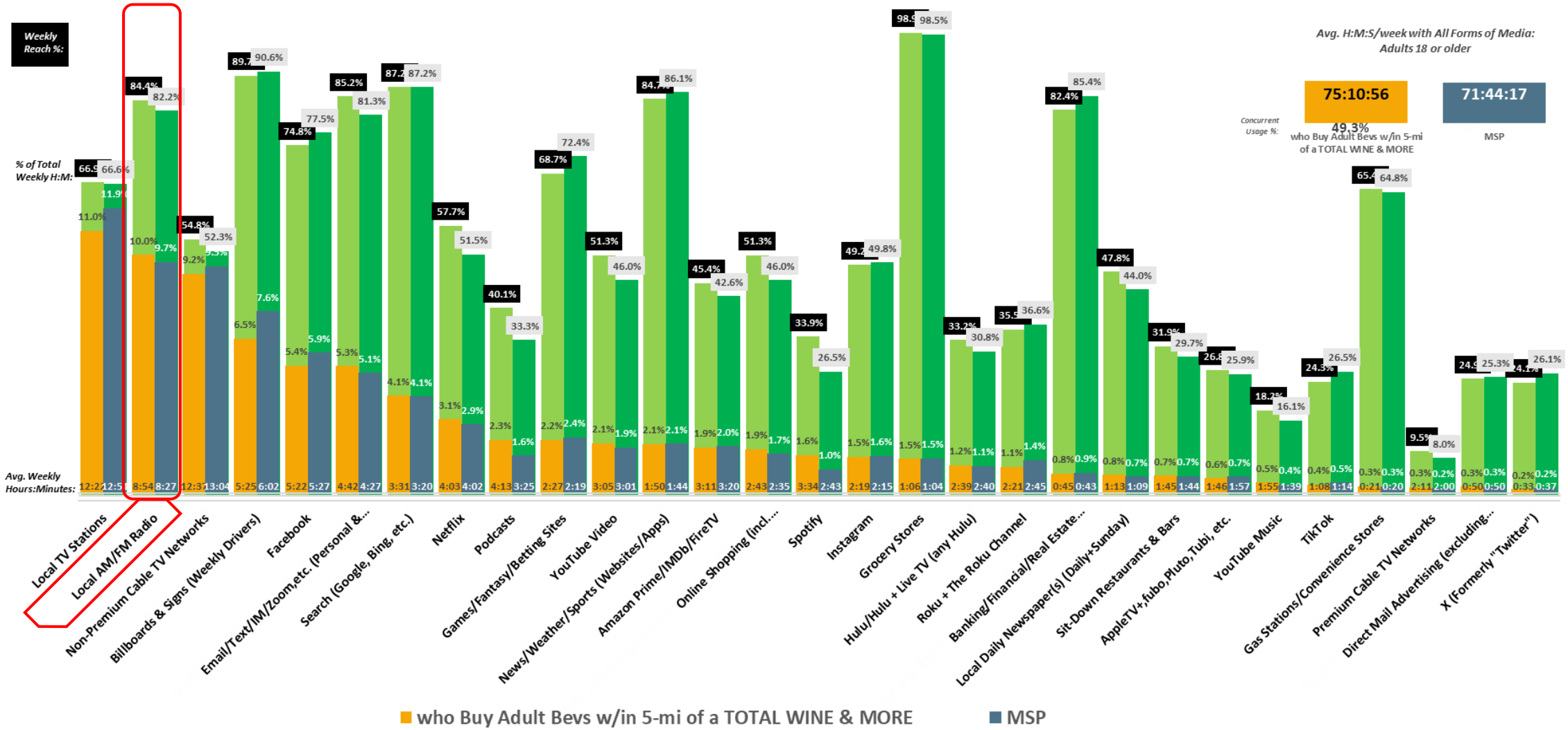
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE MSP

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 3 days, 3 hours, 10 minutes and 56 seconds each week with All Forms of Media.

84.4% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

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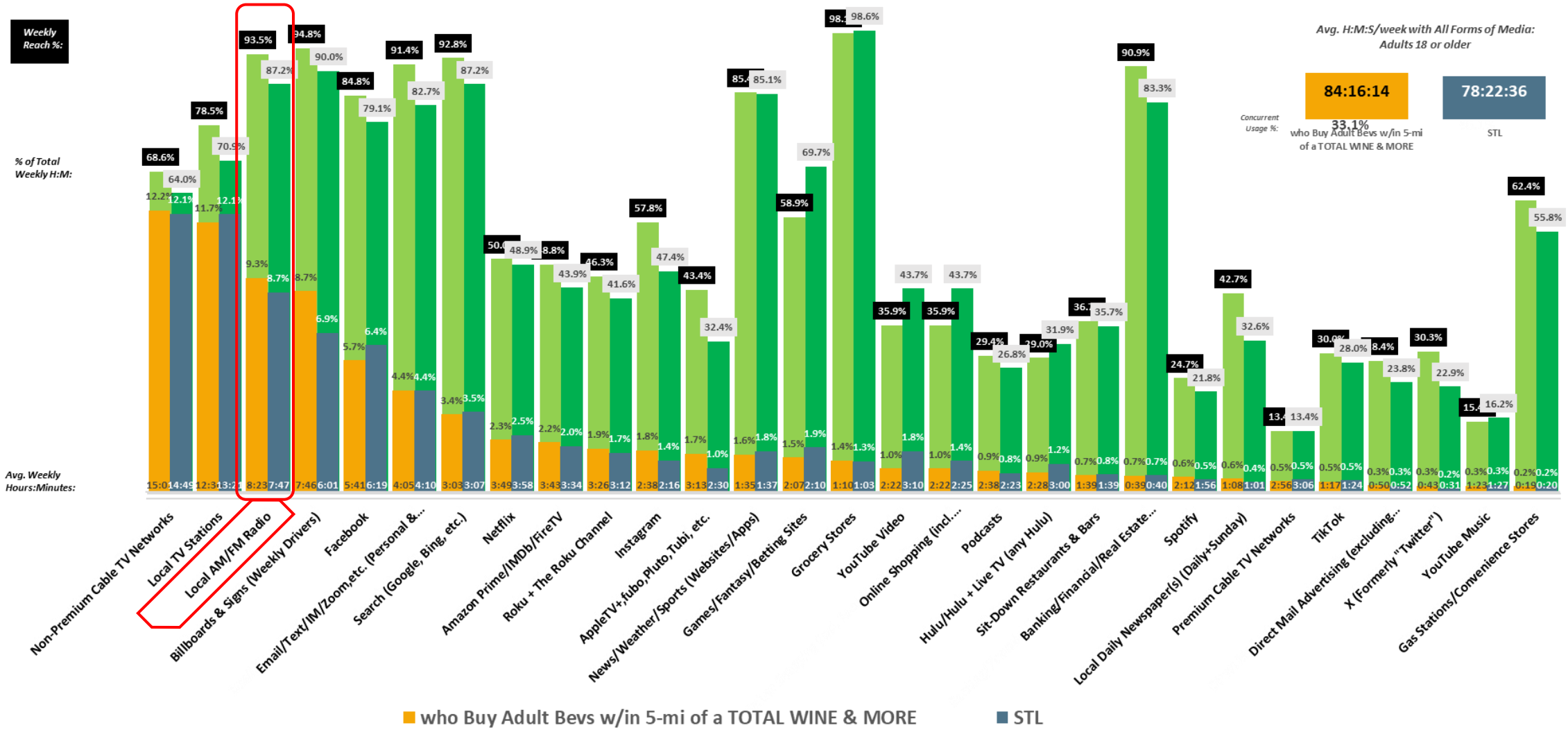
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE — STL

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 3 days, 12 hours, 16 minutes and 14 seconds each week with All Forms of Media.

93.5% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

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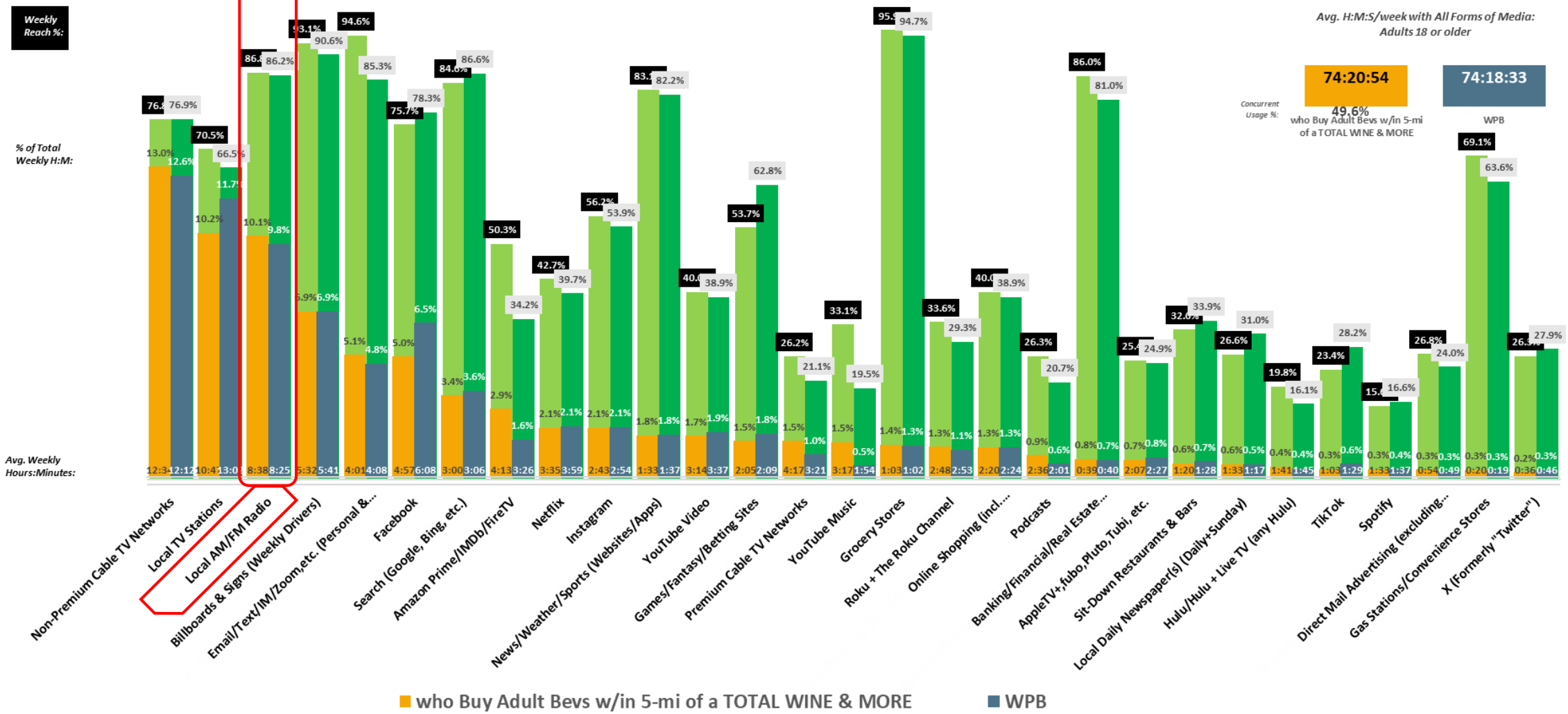
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 3 days, 2 hours, 20 minutes and 54 seconds each week with All Forms of Media.

86.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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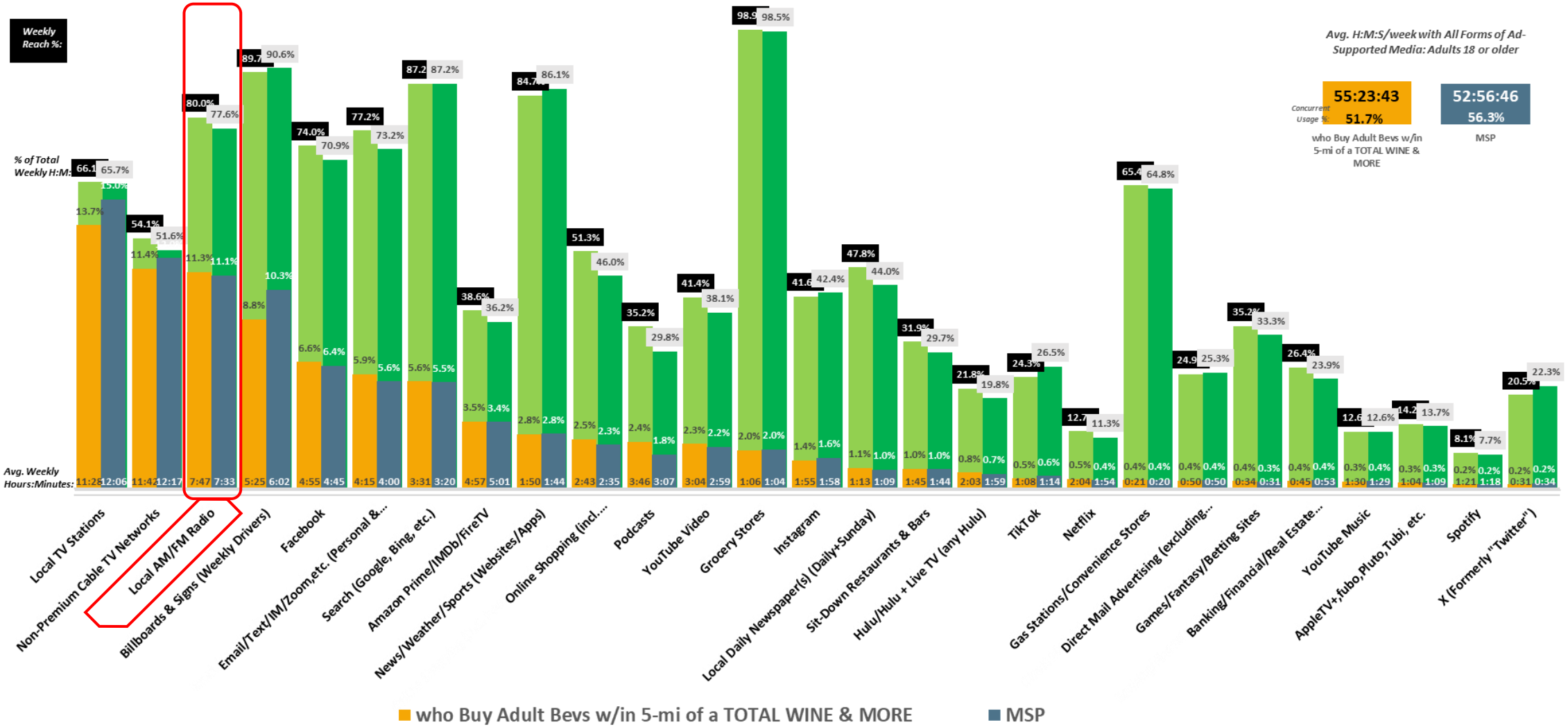
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE | MSP

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 7 hours, 23 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

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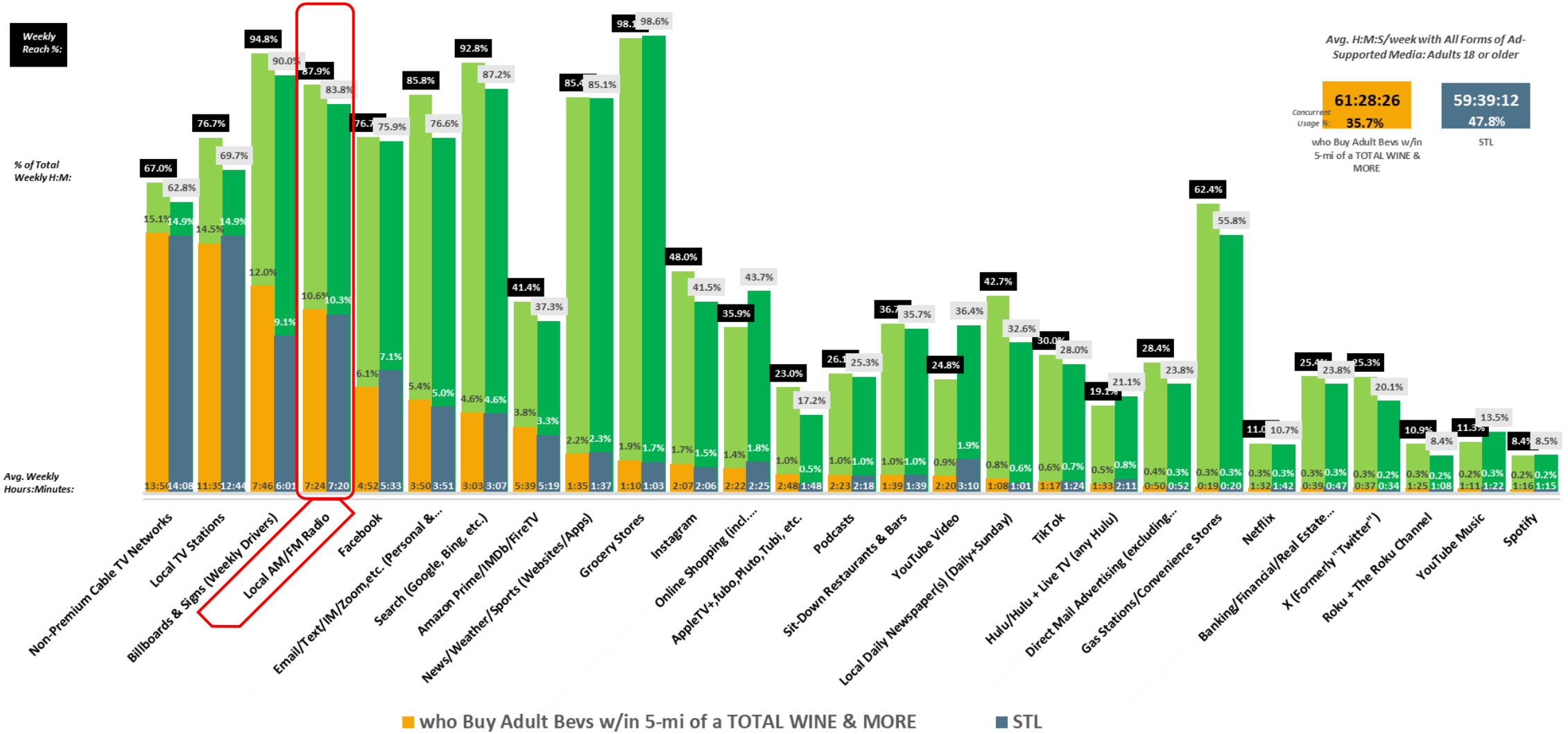
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE STL

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 13 hours, 28 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

87.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

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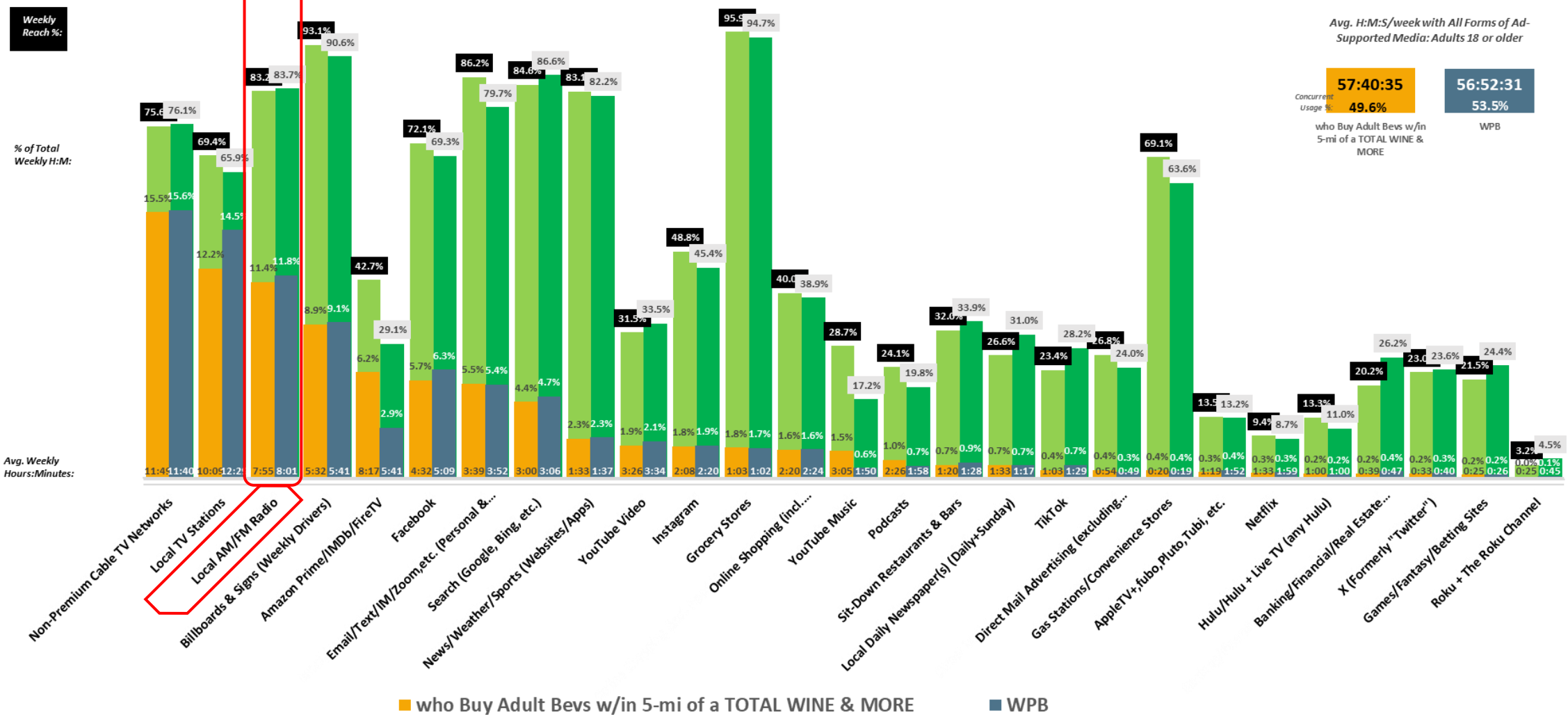
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 9 hours, 40 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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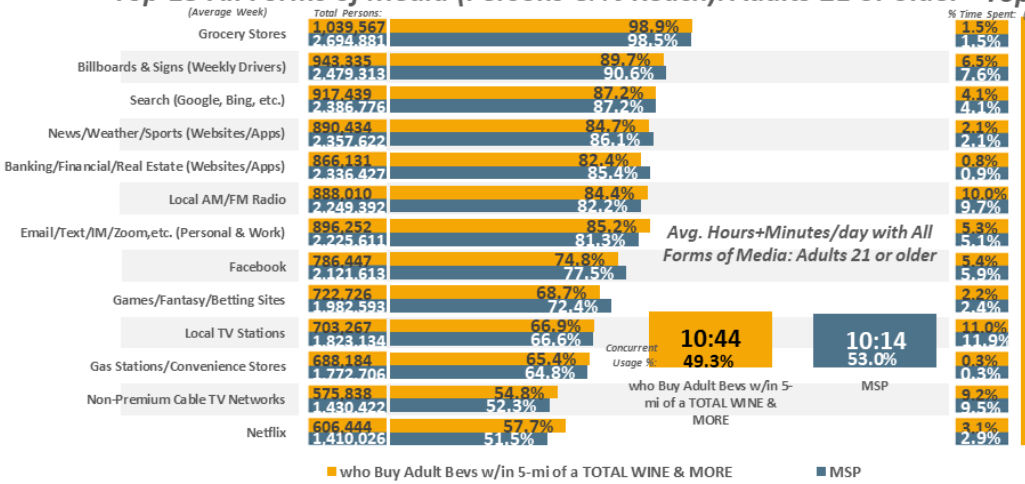
Share of Everything for Anything ©

Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

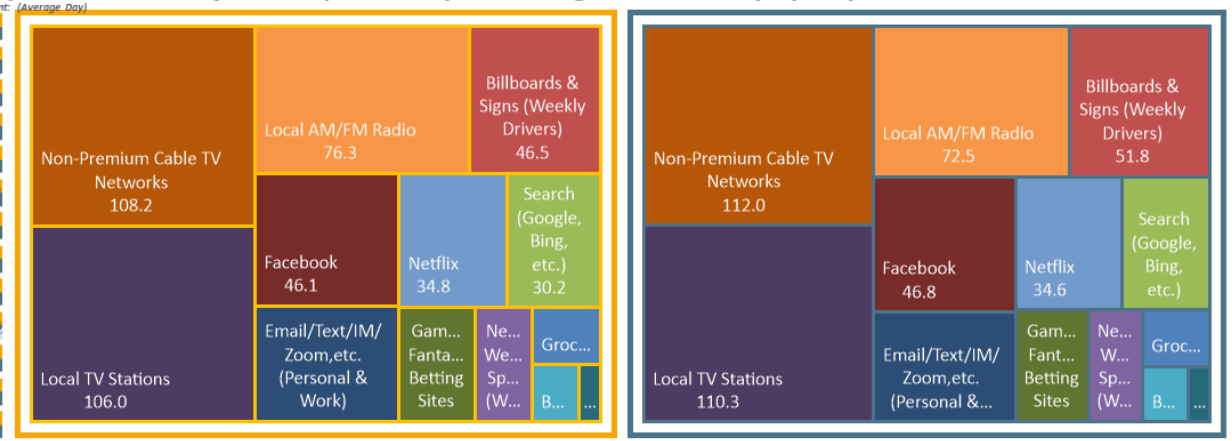
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

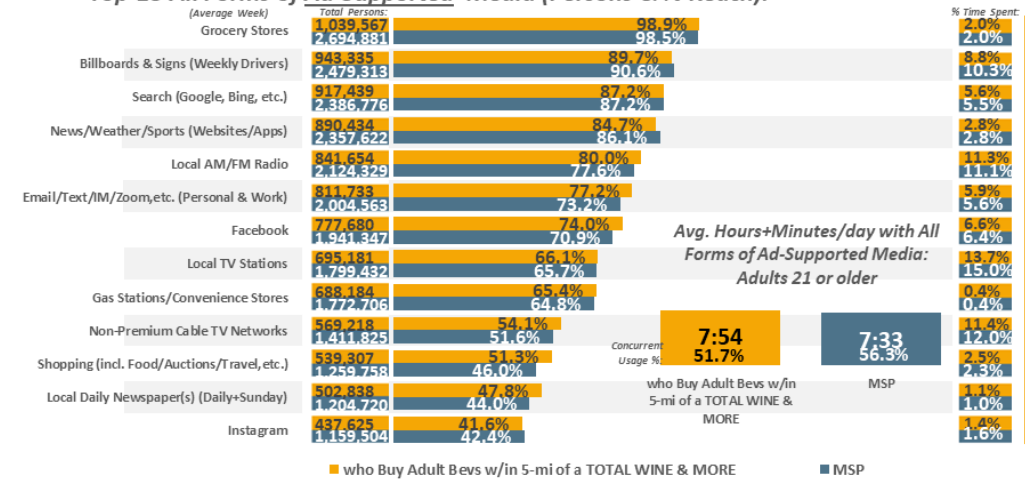
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



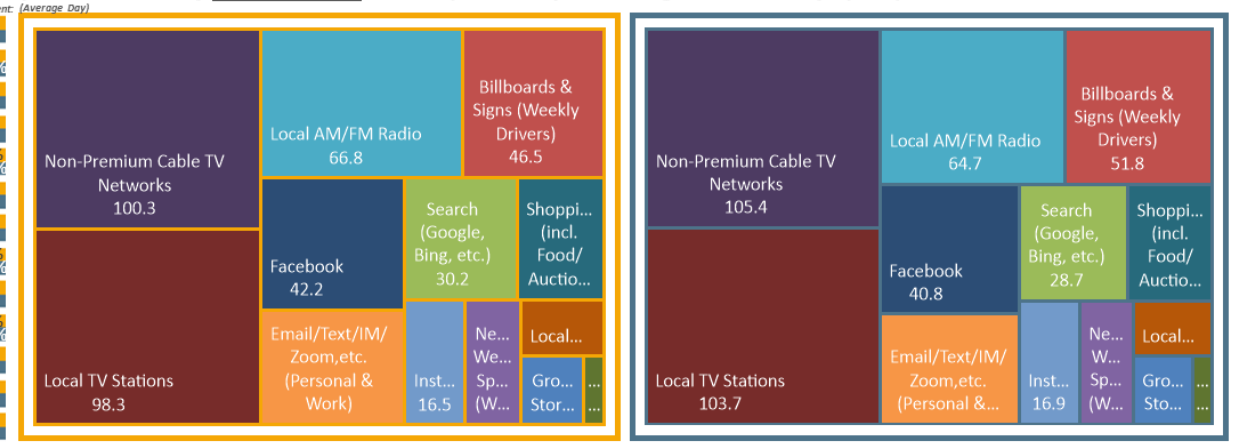
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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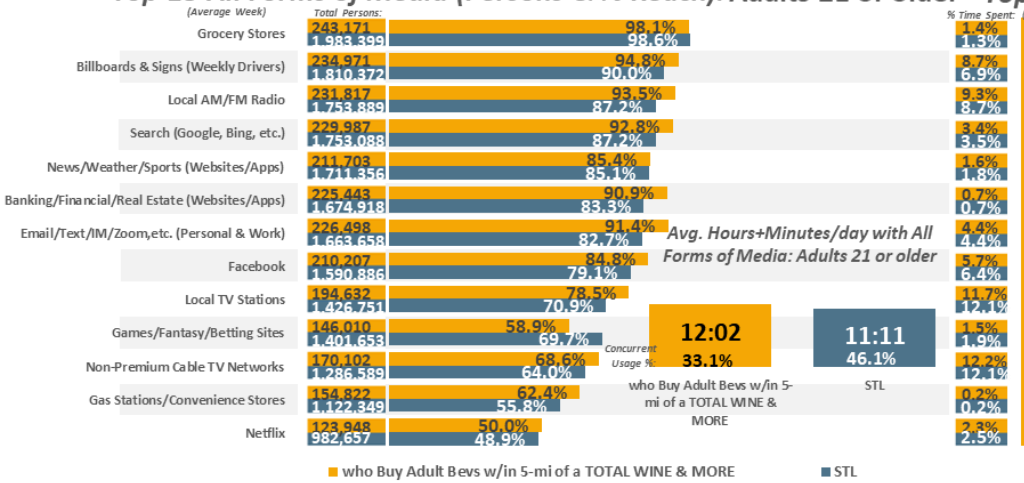
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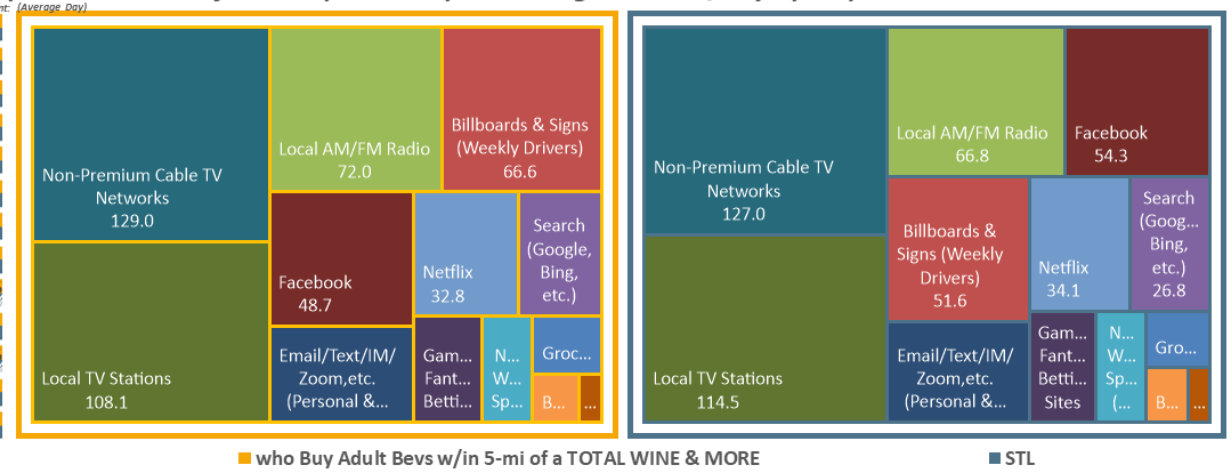
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

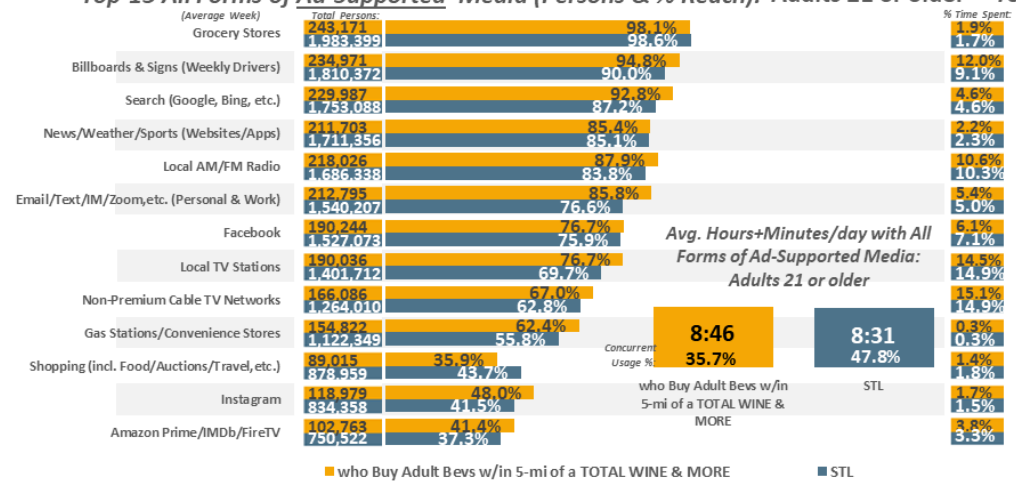
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



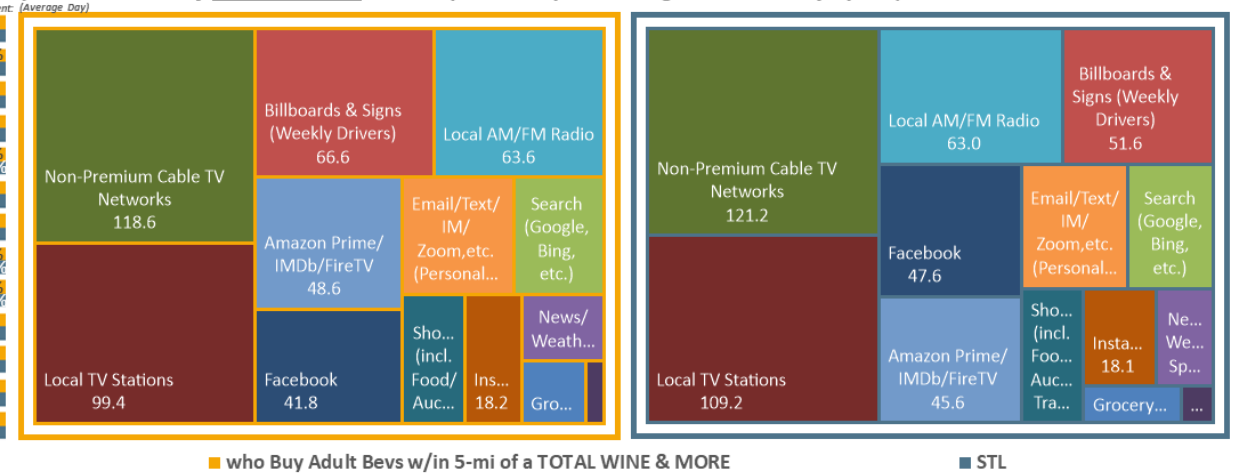
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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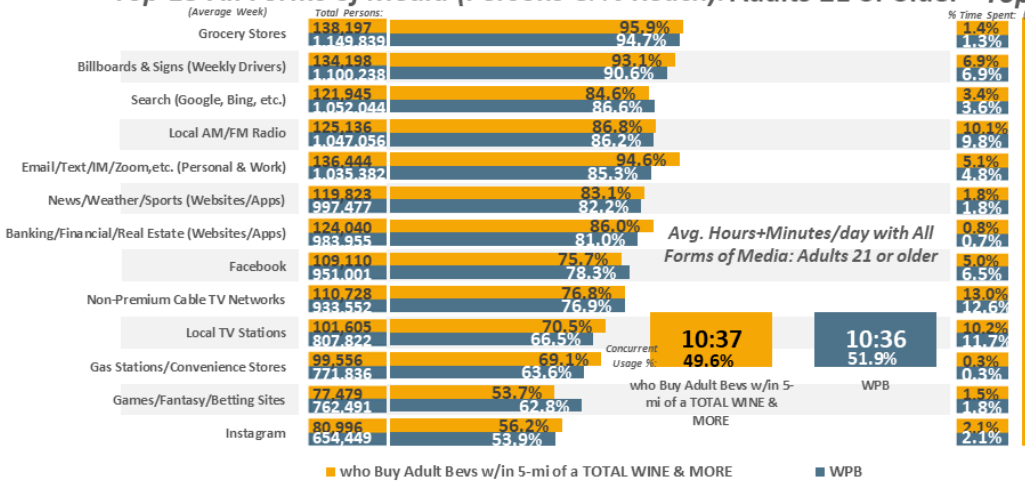
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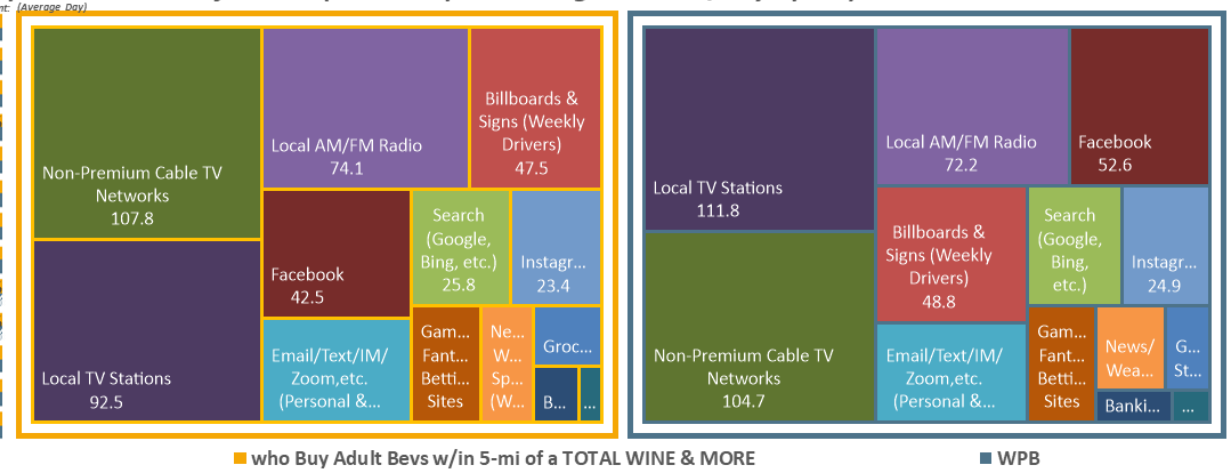
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

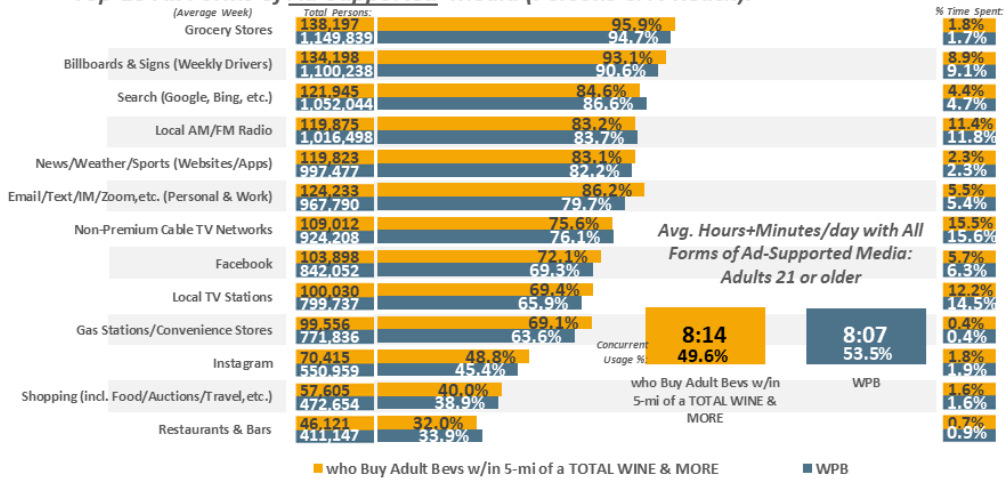
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



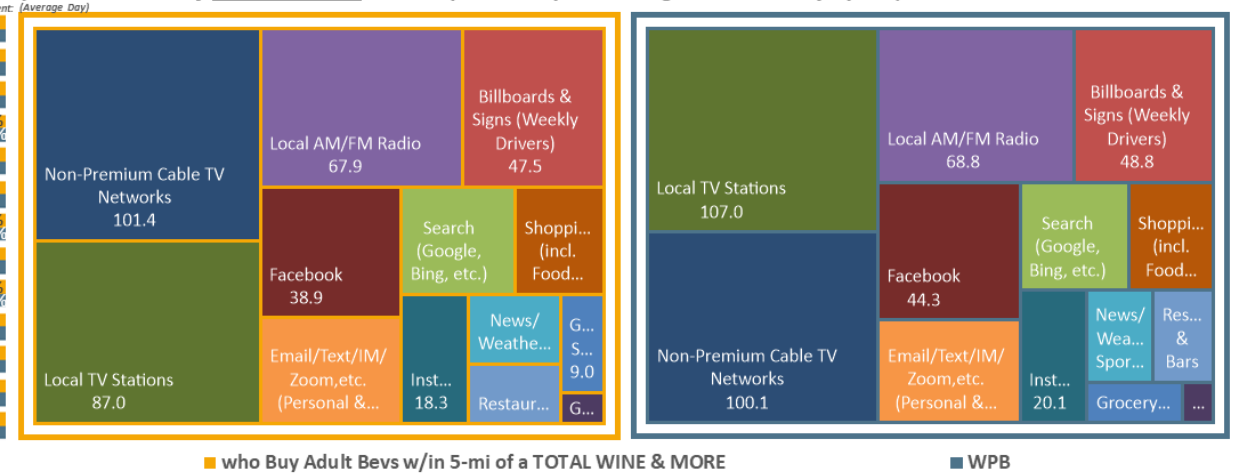
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

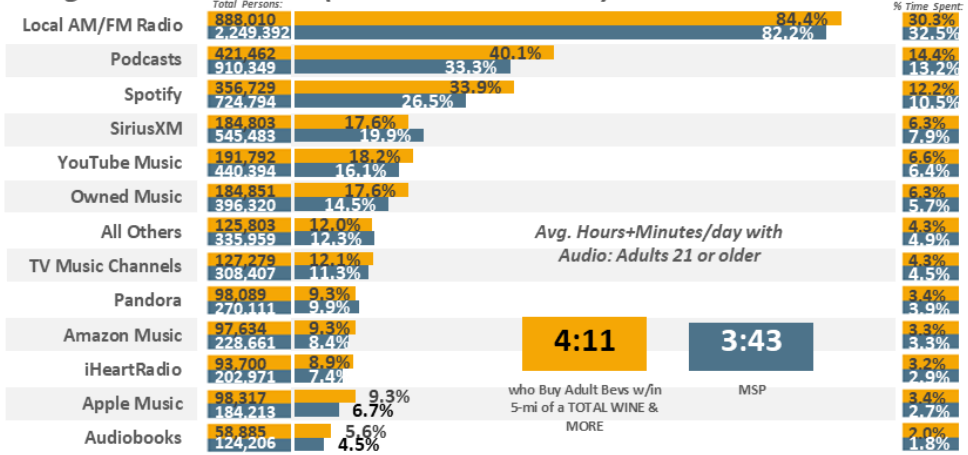
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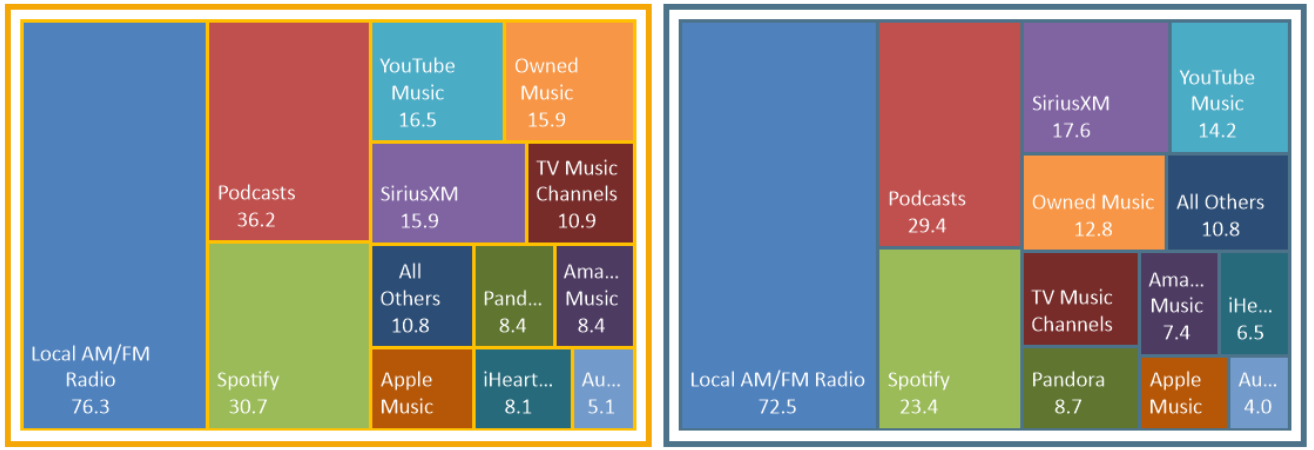
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

841,654 or 80.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

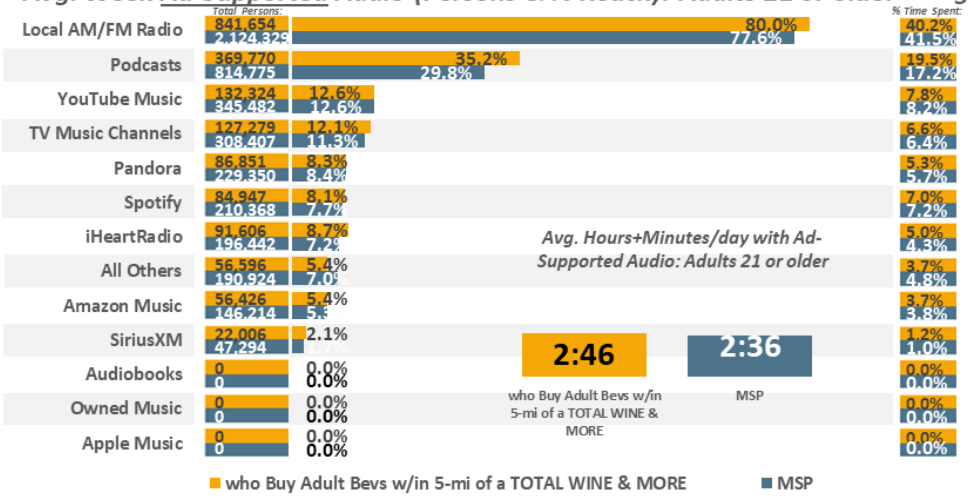
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



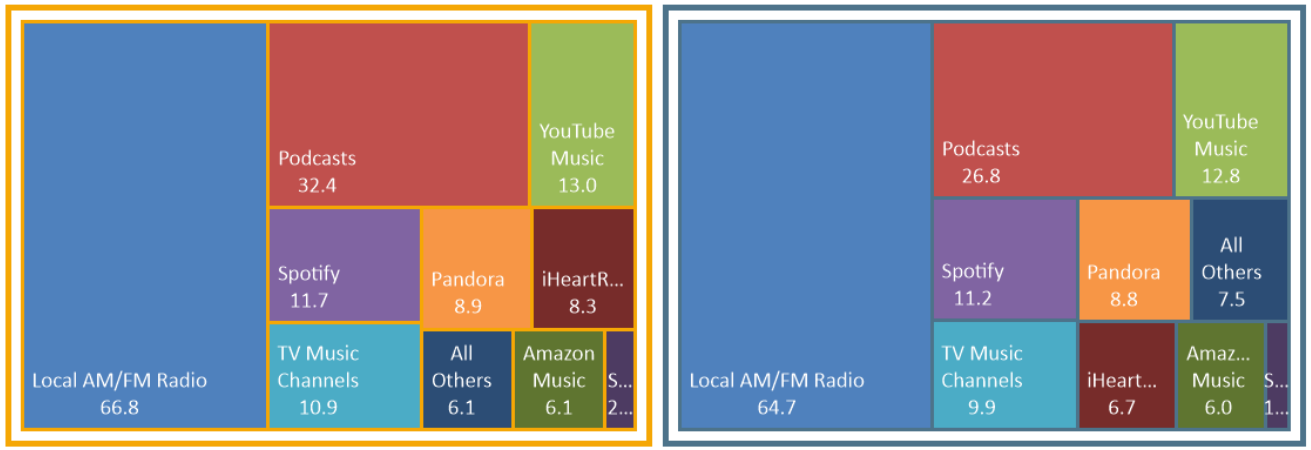
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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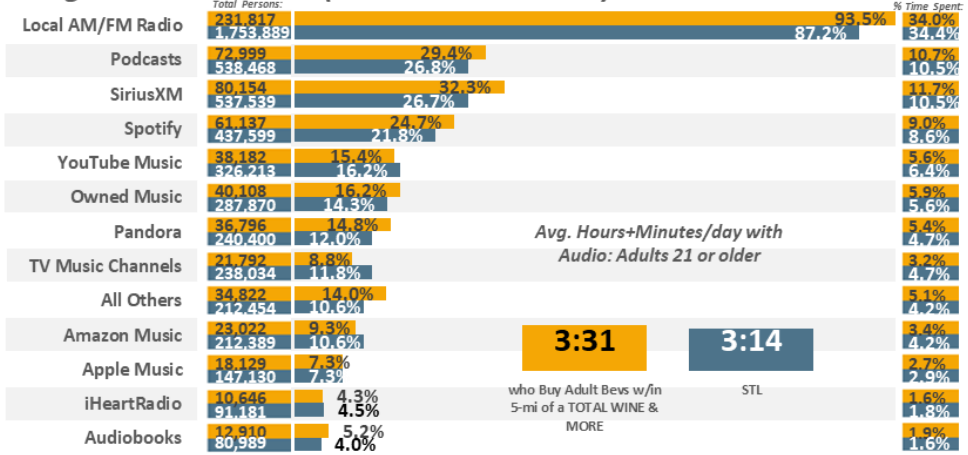
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

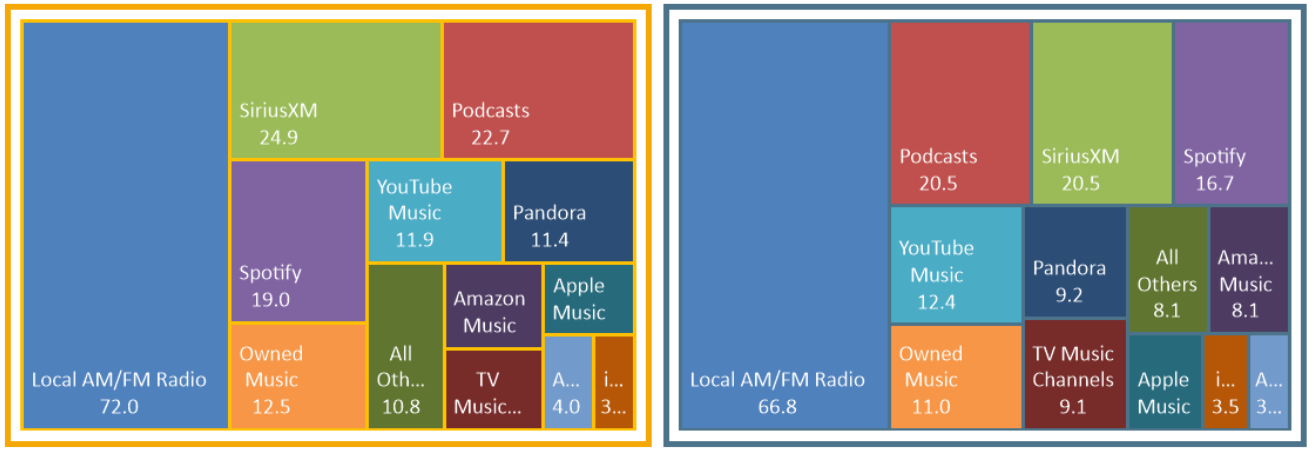
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

218,026 or 87.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

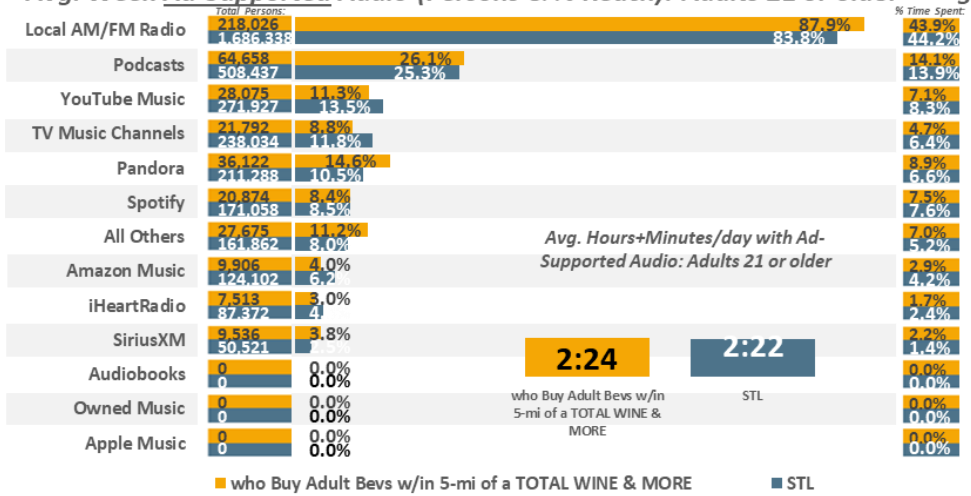
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



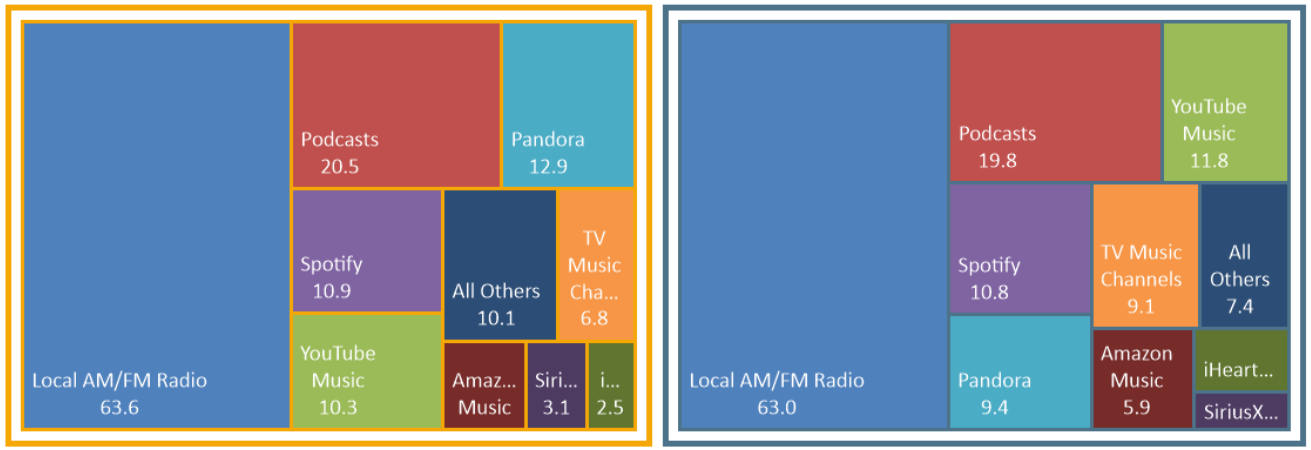
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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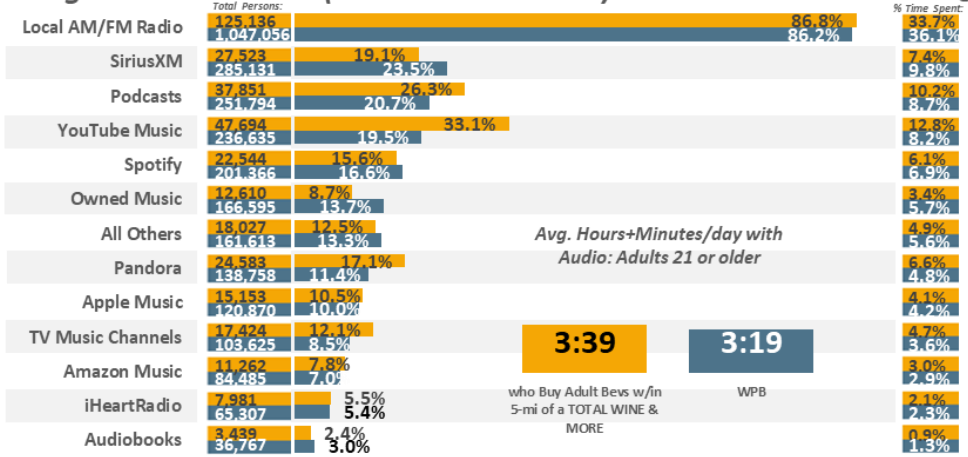
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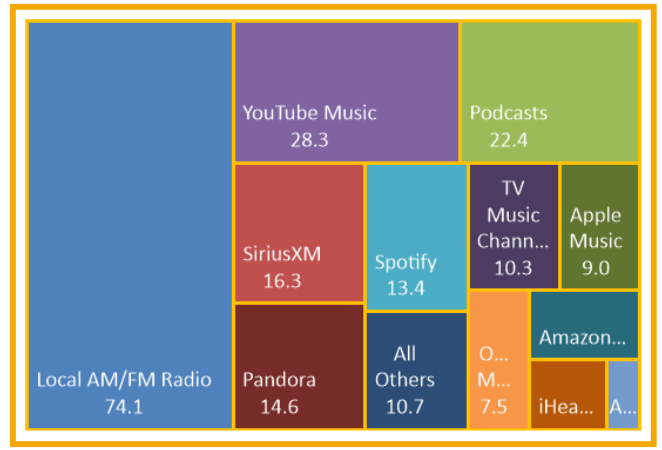
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

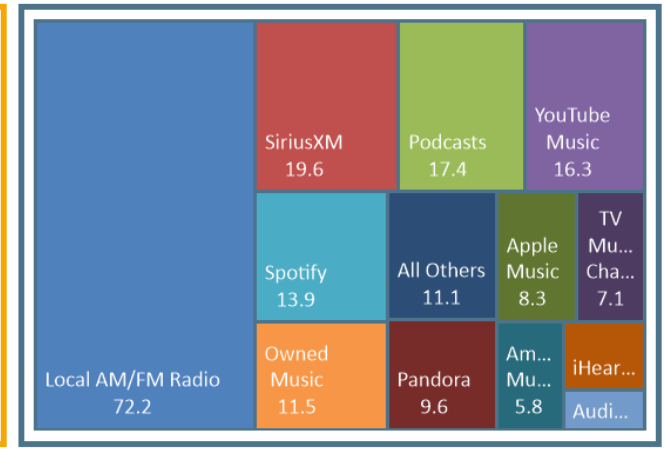
119,875 or 83.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

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

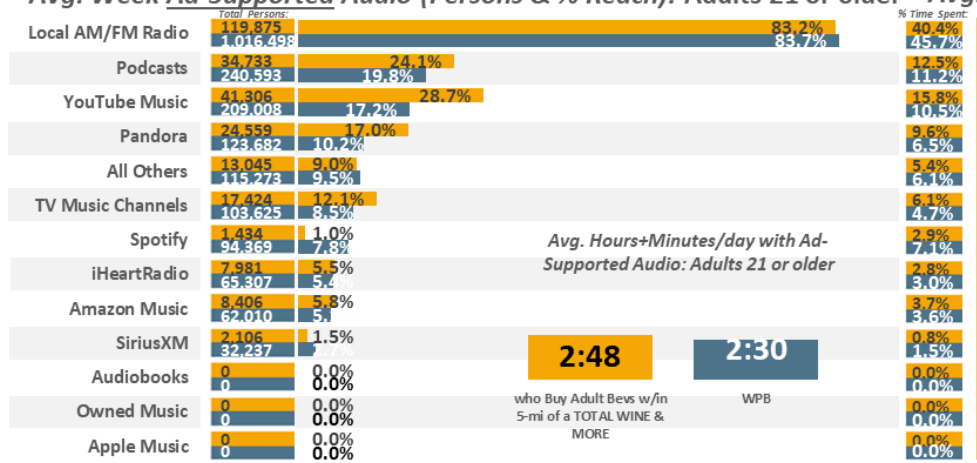


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

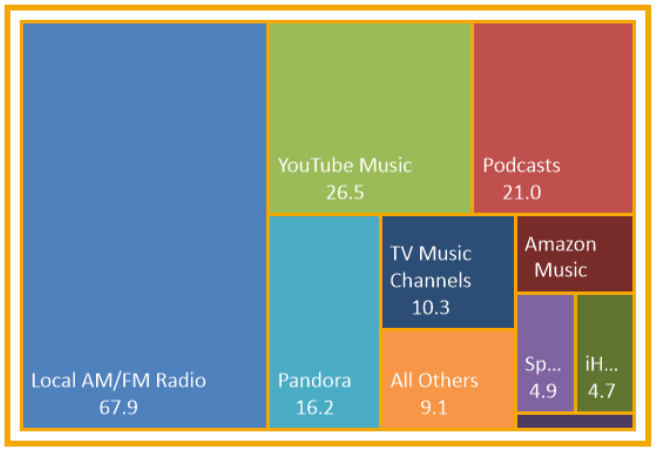


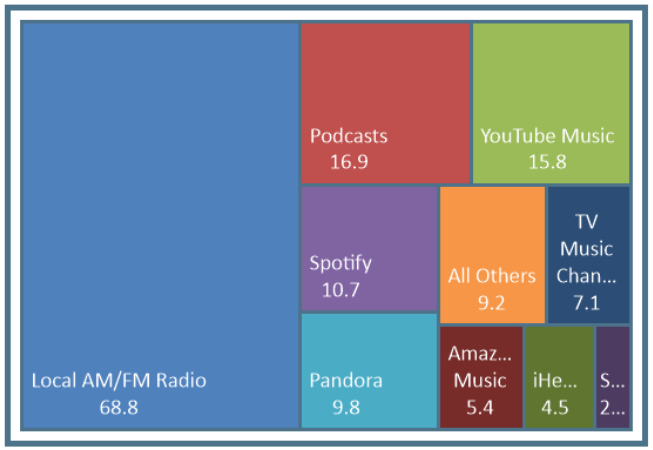


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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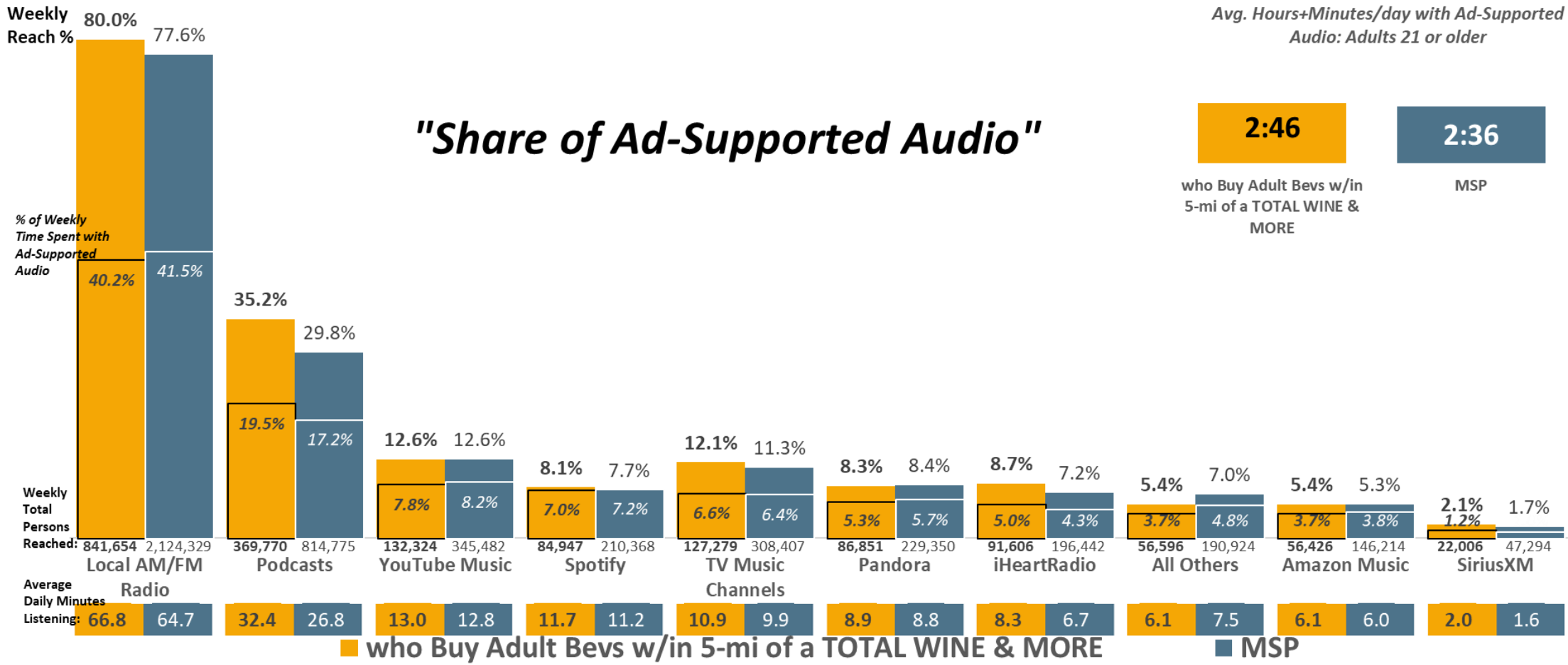
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

841,654 or 80.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	MSP
2:46	2:36



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

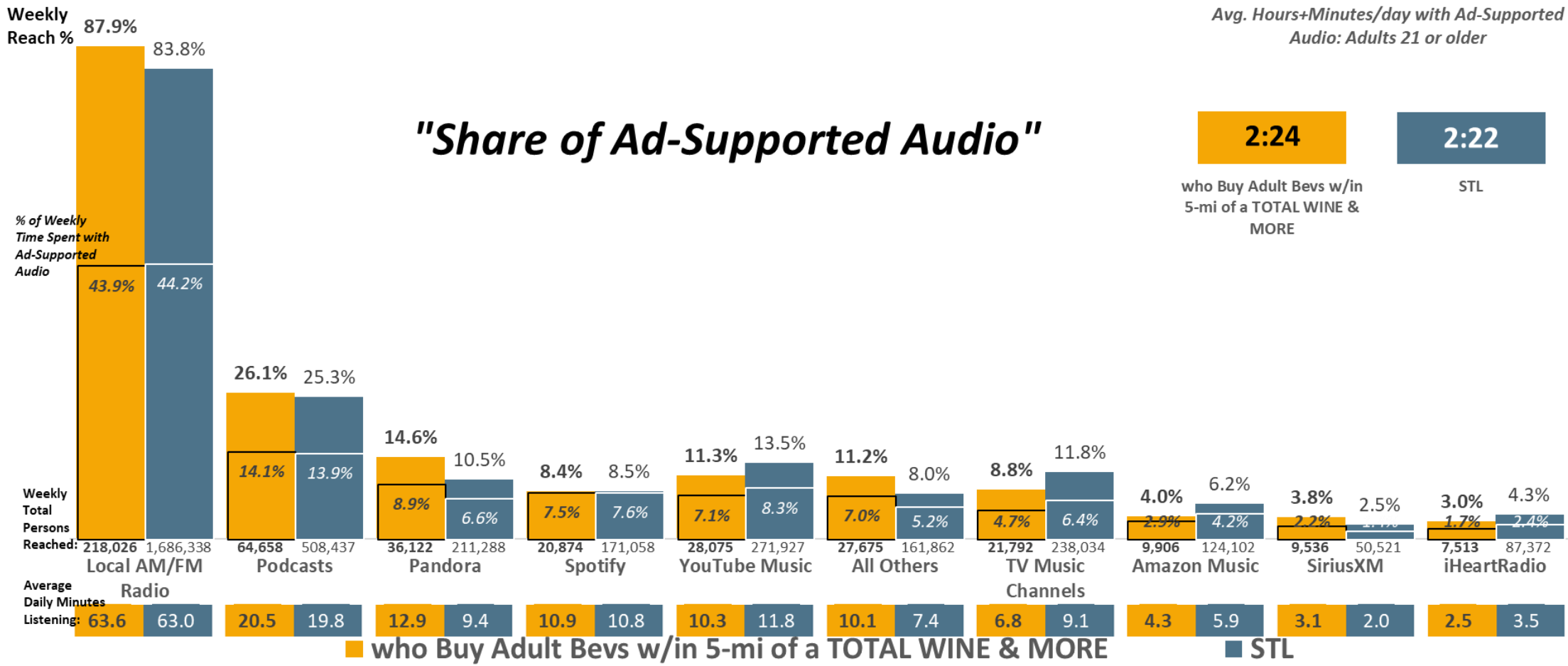
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

218,026 or 87.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

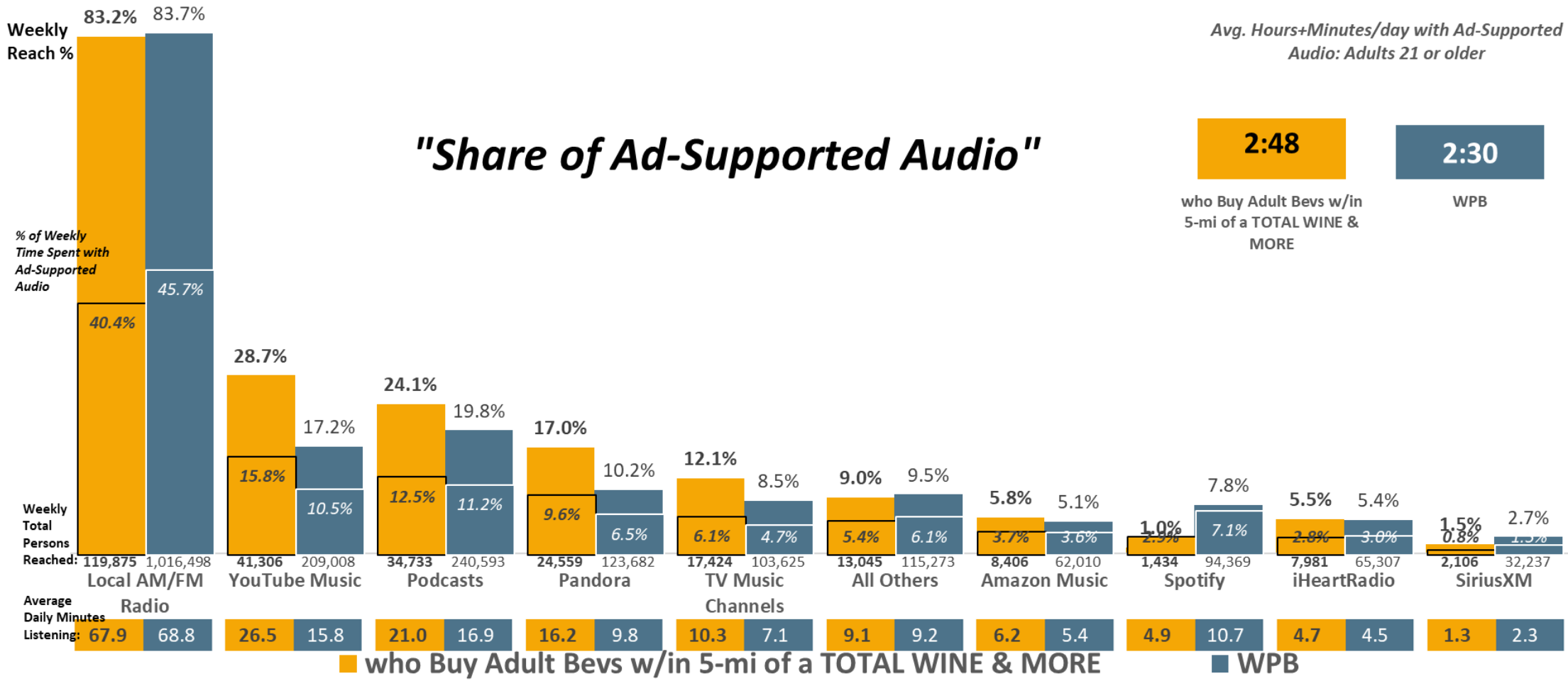
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Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

119,875 or 83.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

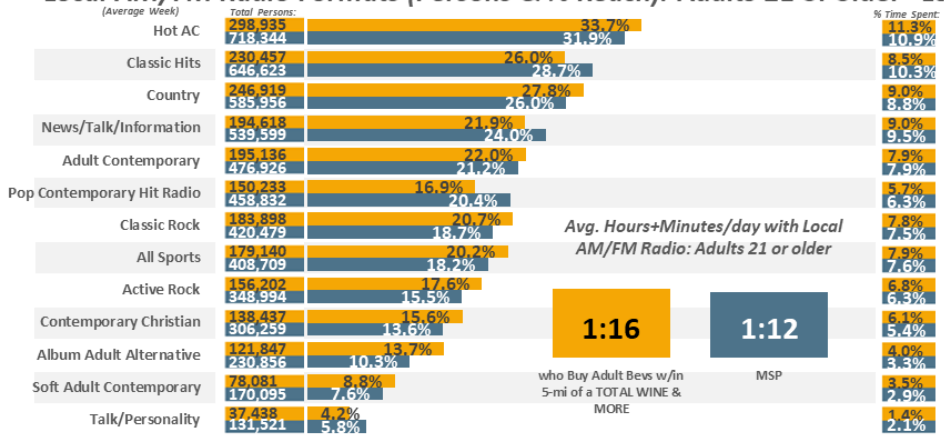
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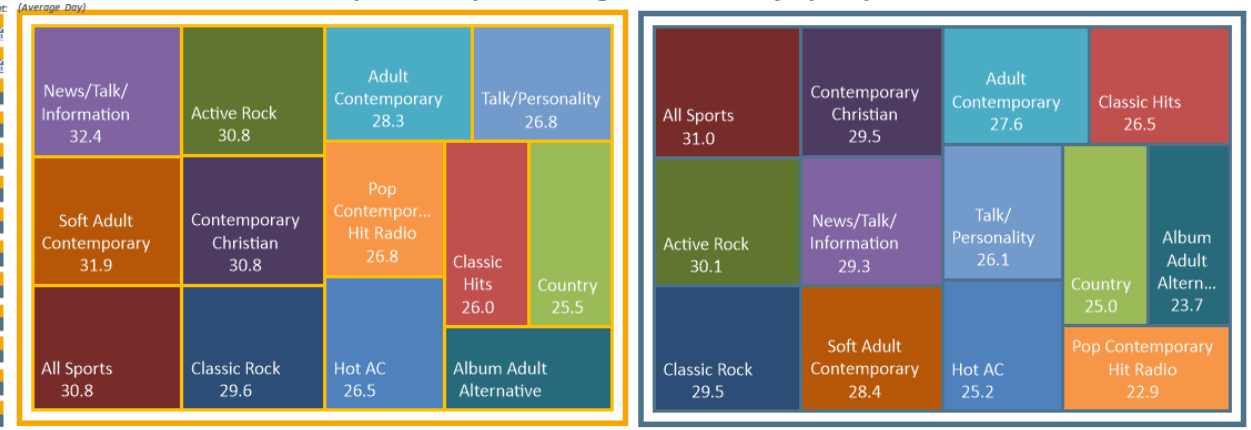
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

841,654 or 80.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Classic Rock.

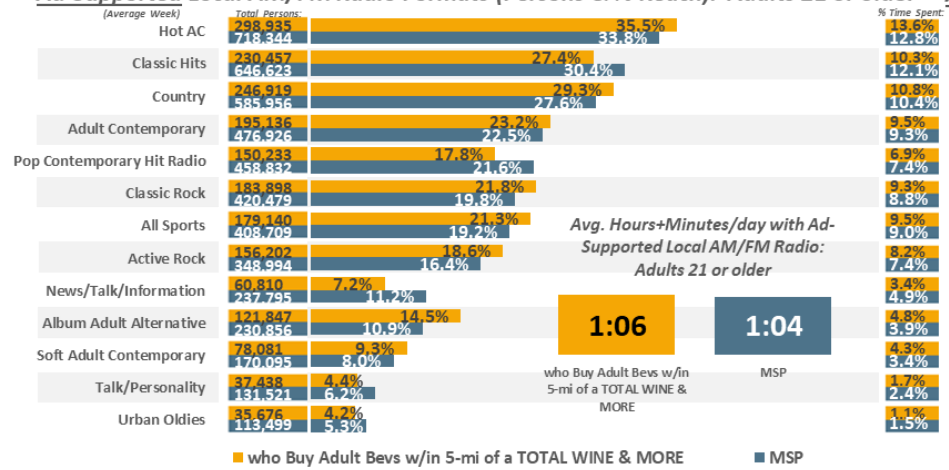
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



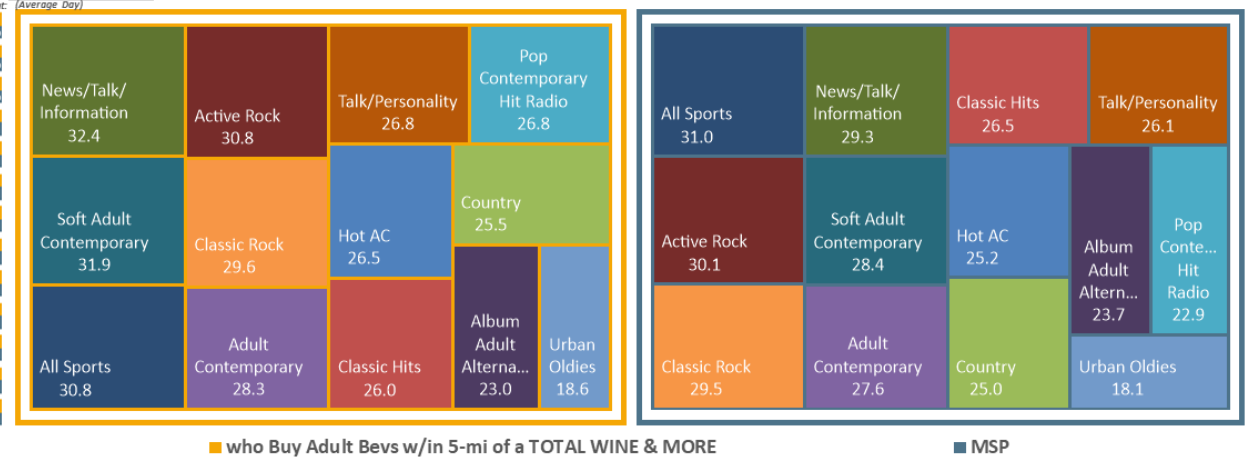
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

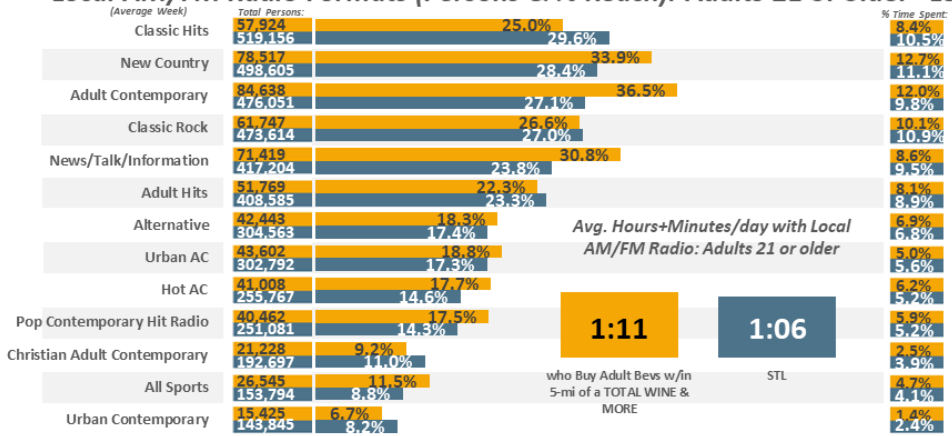
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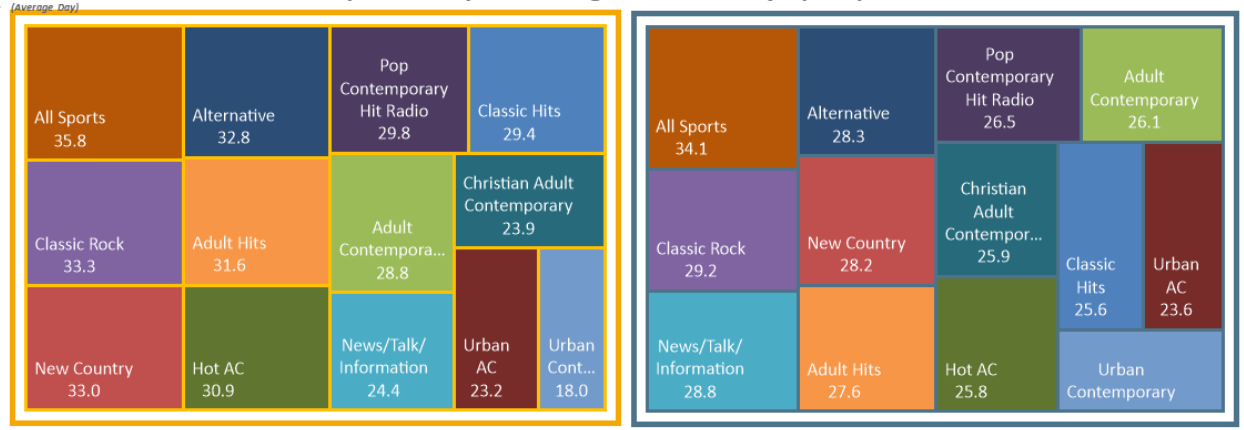
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

218,026 or 87.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, New Country, Classic Rock, Classic Hits, and Adult Hits.

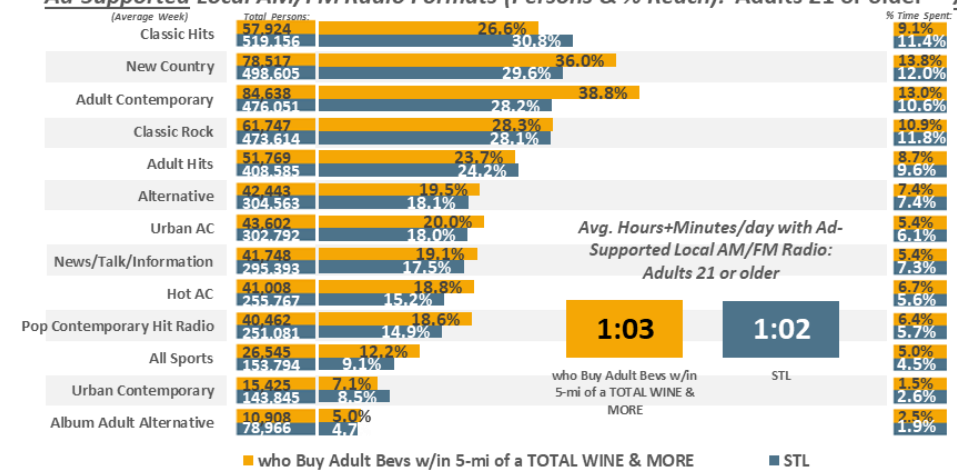
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



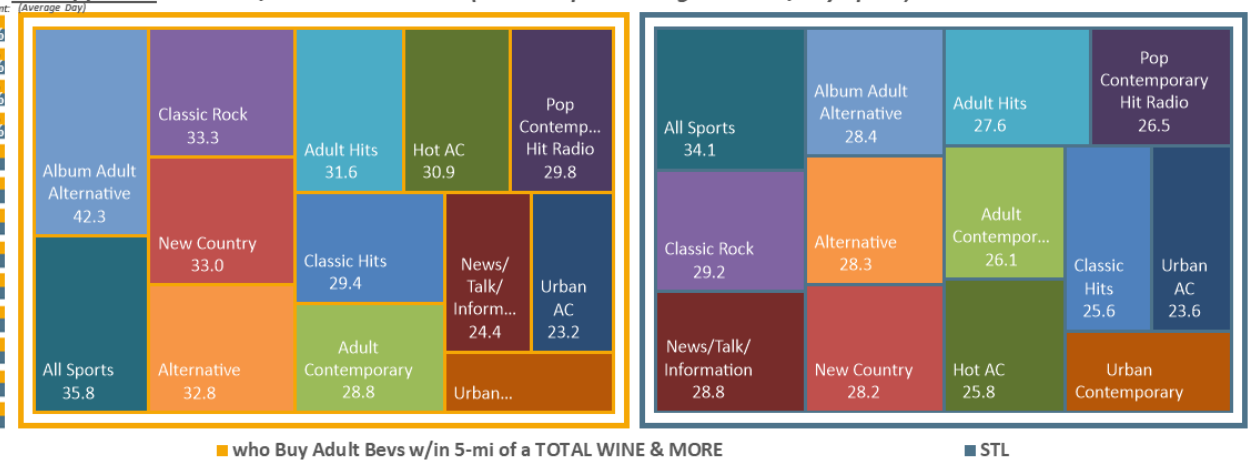
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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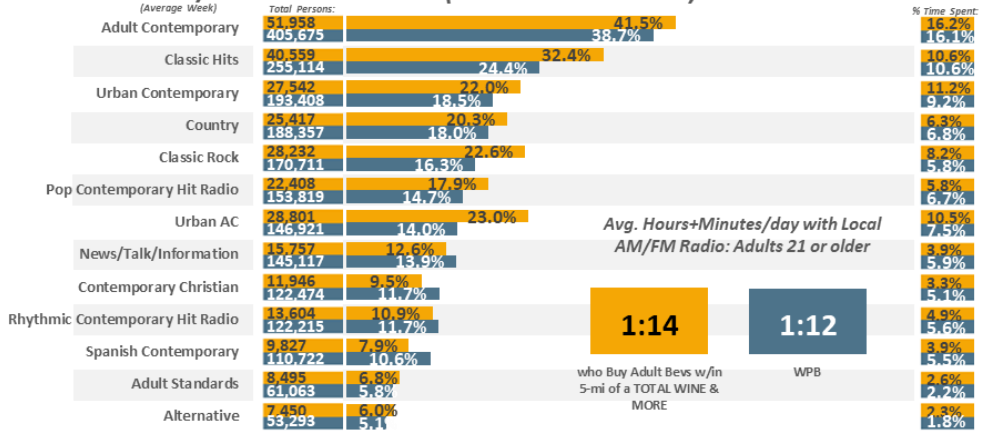
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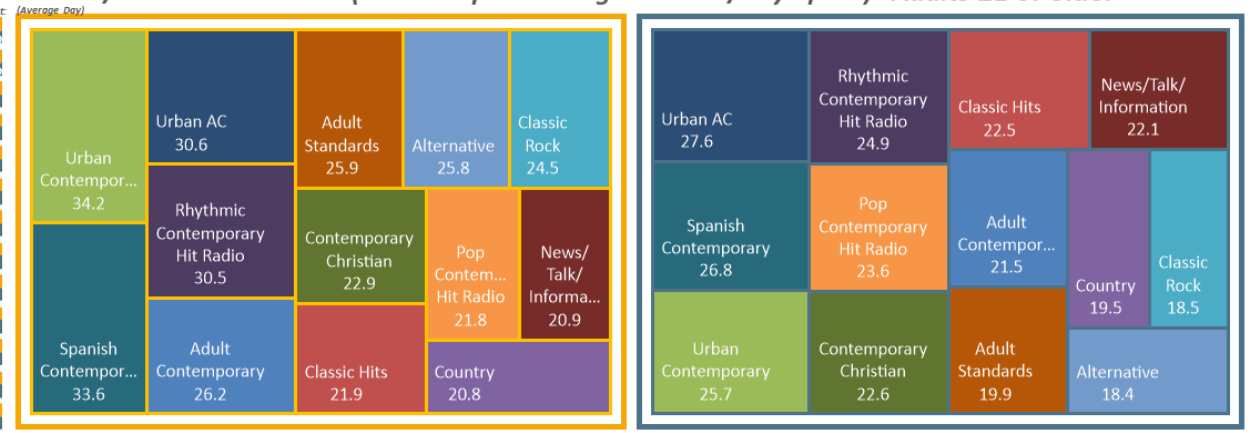
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

119,875 or 83.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Urban Contemporary.

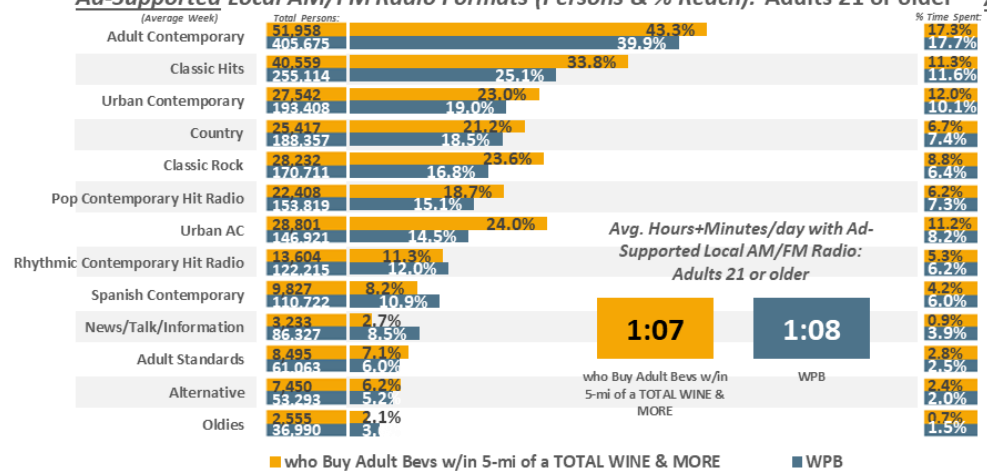
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



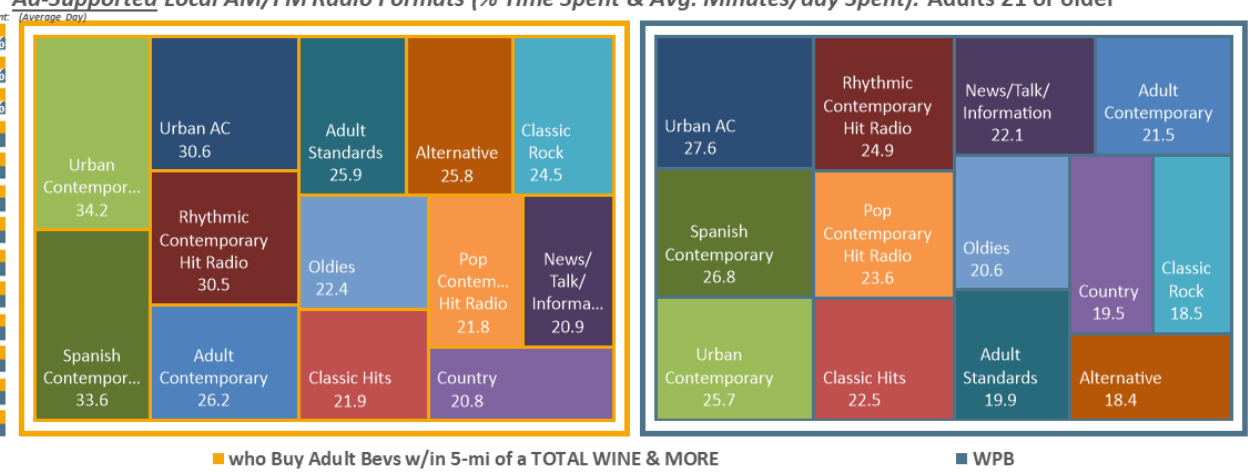
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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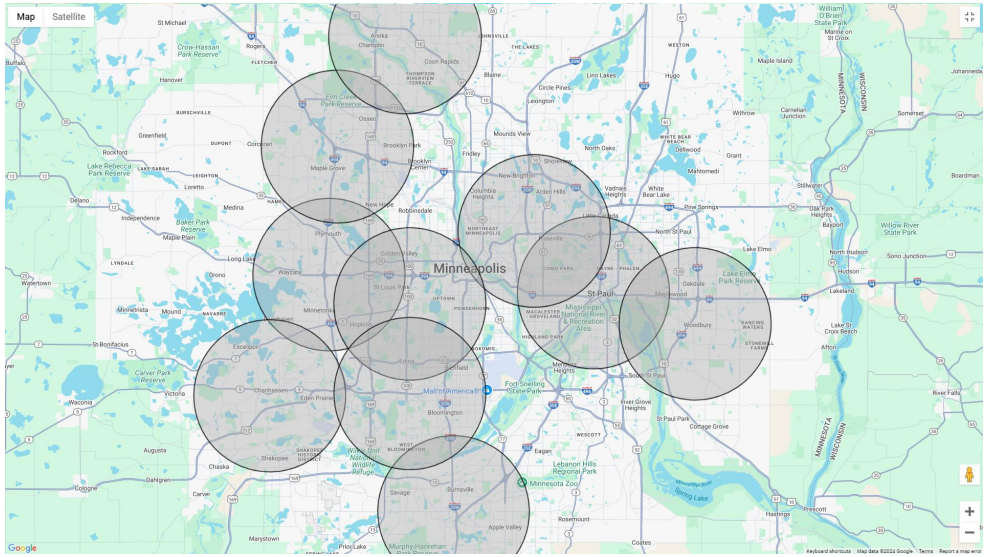
Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

MSP

Top **AUDIO Media** reaching **MSP** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



MINNEAPOLIS-ST. PAUL (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

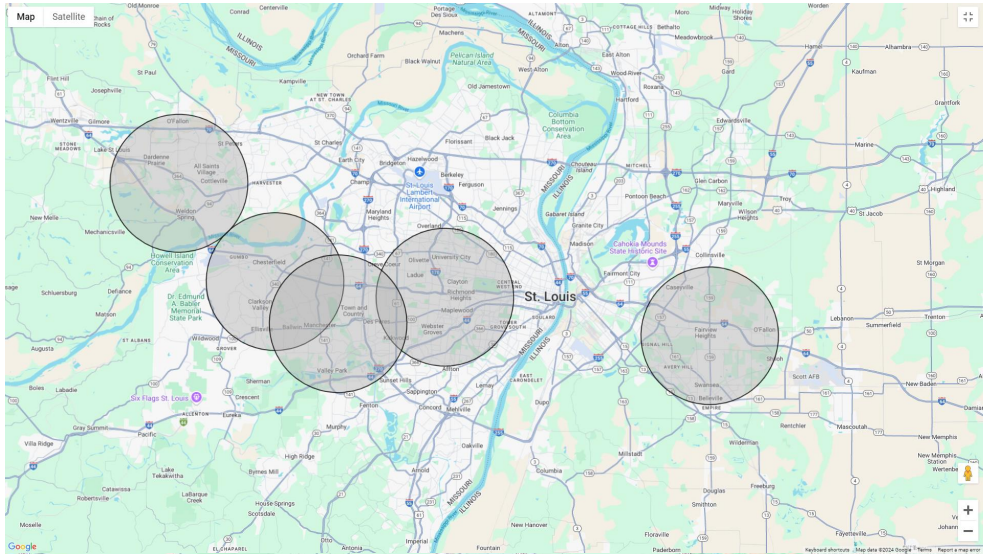
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KQQL-FM	227,674	21.7%	102
M-S 6am-mid cume: KSTP-FM	188,726	17.9%	117
M-S 6am-mid cume: KZJK-FM	179,504	17.1%	106
M-S 6am-mid cume: KFXN-FM	179,140	17.0%	115
M-S 6am-mid cume: KTCZ-FM	178,402	17.0%	120
M-S 6am-mid cume: KQRS-FM	176,707	16.8%	123
M-S 6am-mid cume: KXXR-FM	156,202	14.9%	129
M-S 6am-mid cume: KDWB-FM	145,357	13.8%	93
M-S 6am-mid cume: KEEY-FM	142,149	13.5%	99
M-S 6am-mid cume: KMNB-FM	132,960	12.6%	128
Audio streaming services/apps used past 7 days: YouTube Music (free)	132,324	12.6%	100
M-S 6am-mid cume: KTIS-FM	131,410	12.5%	114
M-S 6am-mid cume: KCMP-FM	116,425	11.1%	130
M-S 6am-mid cume: KNOW-FM	102,686	9.8%	88
Audio streaming services/apps used past 7 days: iHeartRadio (free)	91,606	8.7%	129
Audio streaming services/apps used past 7 days: SiriusXM app/website	88,022	8.4%	128
Audio streaming services/apps used past 7 days: Pandora (free)	86,851	8.3%	100
Audio streaming services/apps used past 7 days: Spotify (free)	84,947	8.1%	99
M-S 6am-mid cume: WGVX-FM	78,081	7.4%	131
M-S 6am-mid cume: WCCO-AM	72,743	6.9%	104
Audio streaming services/apps used past 7 days: Amazon Music (free)	56,426	5.4%	112
M-S 6am-mid cume: WDGY-AM	51,789	4.9%	143
M-S 6am-mid cume: KSJN-FM	46,243	4.4%	99
M-S 6am-mid cume: KBEM-FM	41,934	4.0%	117
M-S 6am-mid cume: KTLK-AM	40,747	3.9%	121
M-S 6am-mid cume: KTCZ-FM HD3	35,676	3.4%	88
M-S 6am-mid cume: KTMY-FM	31,695	3.0%	85
M-S 6am-mid cume: KMOJ-FM	29,689	2.8%	112
M-S 6am-mid cume: KLCI-FM	29,459	2.8%	100
M-S 6am-mid cume: KUOM-AM	14,603	1.4%	110
M-S 6am-mid cume: WWJO-FM	6,820	0.6%	159
M-S 6am-mid cume: KNXR-FM	2,783	0.3%	94
Audio streaming services/apps used past 7 days: TuneIn (free)	2,311	0.2%	44

Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE STL

Top **AUDIO Media** reaching **STL** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



ST. LOUIS (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KEZK-FM	81,853	33.0%	127
M-S 6am-mid cume: WIL-FM	56,445	22.8%	138
M-S 6am-mid cume: KLOU-FM	54,748	22.1%	93
M-S 6am-mid cume: KSHE-FM	51,069	20.6%	111
M-S 6am-mid cume: WARH-FM	47,750	19.3%	101
M-S 6am-mid cume: KSD-FM	46,741	18.9%	111
M-S 6am-mid cume: KPNT-FM	41,497	16.7%	128
M-S 6am-mid cume: KYKY-FM	41,008	16.5%	114
M-S 6am-mid cume: KSLZ-FM	40,462	16.3%	123
Audio streaming services/apps used past 7 days: SiriusXM app/website	38,144	15.4%	132
Audio streaming services/apps used past 7 days: Pandora (free)	36,122	14.6%	140
M-S 6am-mid cume: WFUN-FM	36,021	14.5%	123
M-S 6am-mid cume: KMOX-AM	30,745	12.4%	138
Audio streaming services/apps used past 7 days: YouTube Music (free)	28,075	11.3%	105
M-S 6am-mid cume: WXOS-FM	26,545	10.7%	147
M-S 6am-mid cume: KWMU-FM	23,041	9.3%	141
M-S 6am-mid cume: KLJY-FM	21,228	8.6%	96
Audio streaming services/apps used past 7 days: Spotify (free)	20,874	8.4%	106
M-S 6am-mid cume: WHHL-FM	15,425	6.2%	89
M-S 6am-mid cume: KFTK-FM	15,293	6.2%	130
M-S 6am-mid cume: KATZ-FM	12,672	5.1%	122
M-S 6am-mid cume: KBDZ-FM	11,325	4.6%	246
Audio streaming services/apps used past 7 days: Amazon Music (free)	9,906	4.0%	73
M-S 6am-mid cume: KDHX-FM	8,985	3.6%	109
M-S 6am-mid cume: KXBS-FM	8,430	3.4%	103
Audio streaming services/apps used past 7 days: iHeartRadio (free)	7,513	3.0%	170
M-S 6am-mid cume: WSIE-FM	6,802	2.7%	113
Audio streaming services/apps used past 7 days: TuneIn (free)	5,667	2.3%	281
Audio streaming services/apps used past 7 days: Audacy	5,220	2.1%	340
M-S 6am-mid cume: KFAV-FM	4,972	2.0%	129
M-S 6am-mid cume: KSIV-FM	4,203	1.7%	197
M-S 6am-mid cume: KTLK-FM	3,676	1.5%	46
Audio streaming services/apps used past 7 days: NextRadio	3,001	1.2%	393

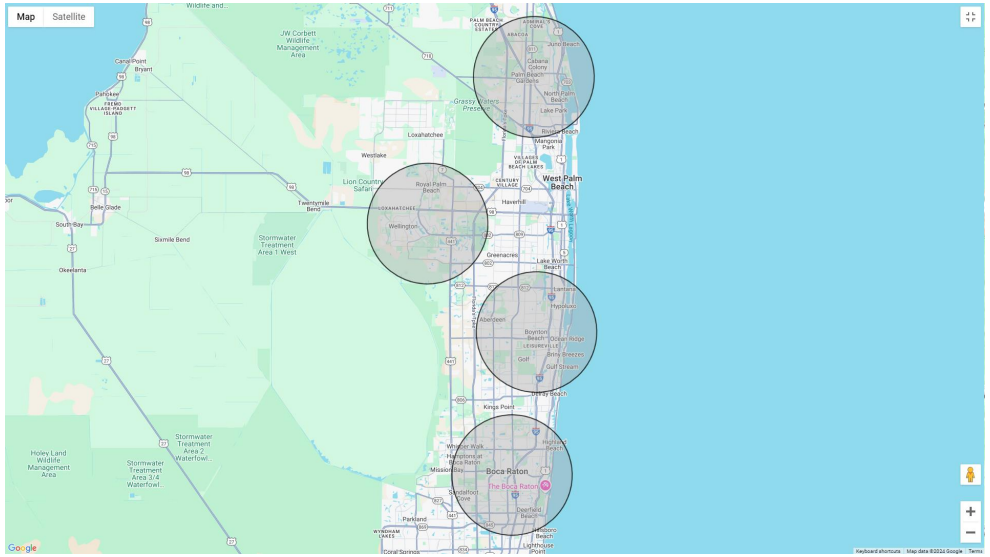
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

WPB

Top **AUDIO Media** reaching **WPB** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



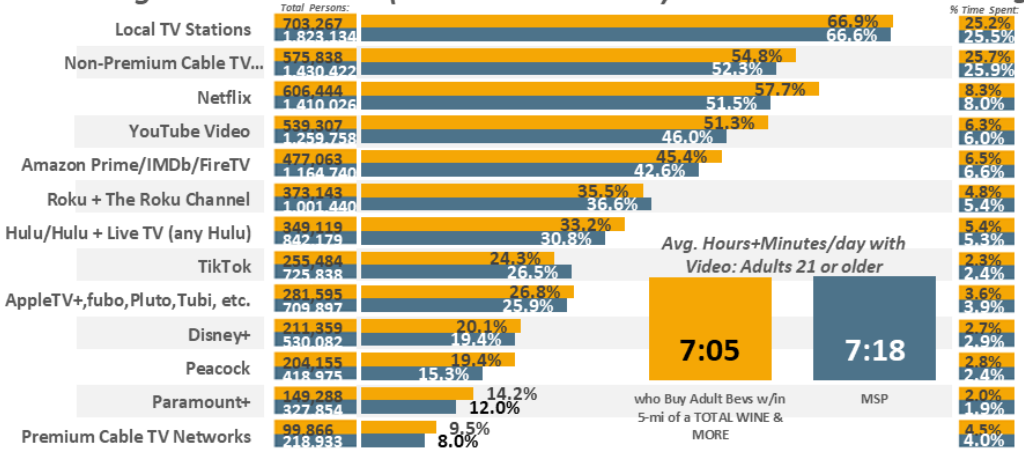
WEST PALM BEACH-BOCA RATON (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Audio streaming services/apps used past 7 days: YouTube Music (free)	41,306	28.7%	160
M-S 6am-mid cume: WOLL-FM	27,622	19.2%	124
M-S 6am-mid cume: WEAT-FM	26,374	18.3%	107
M-S 6am-mid cume: WMBX-FM	25,675	17.8%	200
Audio streaming services/apps used past 7 days: Pandora (free)	24,559	17.0%	121
M-S 6am-mid cume: WRMF-FM	19,914	13.8%	145
M-S 6am-mid cume: WKGR-FM	17,554	12.2%	109
M-S 6am-mid cume: WMIB-FM	17,178	11.9%	207
M-S 6am-mid cume: WHYI-FM	16,461	11.4%	163
M-S 6am-mid cume: WMXJ-FM	15,605	10.8%	127
M-S 6am-mid cume: WBGG-FM	14,098	9.8%	139
M-S 6am-mid cume: WPOW-FM	13,039	9.0%	143
M-S 6am-mid cume: WEDR-FM	12,922	9.0%	93
M-S 6am-mid cume: WFEZ-FM	11,907	8.3%	82
M-S 6am-mid cume: WKIS-FM	11,527	8.0%	117
M-S 6am-mid cume: WIRK-FM	10,420	7.2%	95
M-S 6am-mid cume: WHQT-FM	8,666	6.0%	110
M-S 6am-mid cume: WLML-FM	8,495	5.9%	81
Audio streaming services/apps used past 7 days: SiriusXM app/website	8,423	5.8%	64
Audio streaming services/apps used past 7 days: Amazon Music (free)	8,406	5.8%	101
M-S 6am-mid cume: WLDI-FM	8,044	5.6%	161
Audio streaming services/apps used past 7 days: iHeartRadio (free)	7,981	5.5%	126
M-S 6am-mid cume: WSFS-FM	7,450	5.2%	136
M-S 6am-mid cume: WFLV-FM	6,170	4.3%	129
M-S 6am-mid cume: WLLY-FM	6,138	4.3%	209
M-S 6am-mid cume: WZZR-FM	5,569	3.9%	286
M-S 6am-mid cume: WRLX-FM	5,241	3.6%	229
M-S 6am-mid cume: WAYF-FM	5,125	3.6%	86
M-S 6am-mid cume: WLYF-FM	5,088	3.5%	110
M-S 6am-mid cume: WXDJ-FM	4,875	3.4%	304
M-S 6am-mid cume: WQCS-FM	4,444	3.1%	272
M-S 6am-mid cume: WLRN-FM	3,837	2.7%	50
M-S 6am-mid cume: WWGR-FM	3,202	2.2%	191

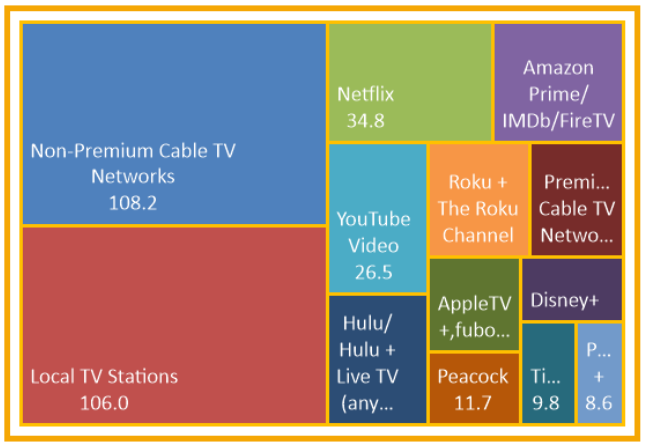
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

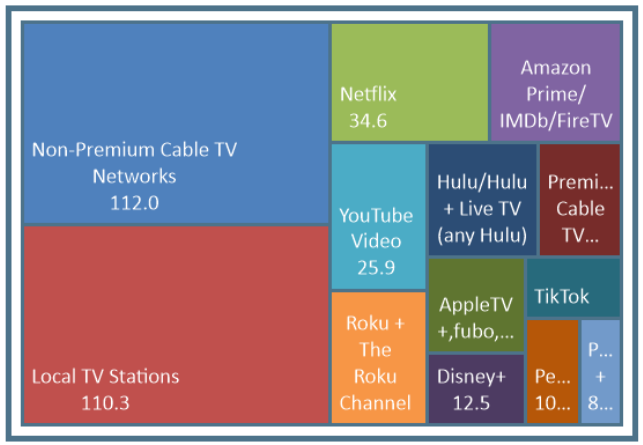
695,181 or 66.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

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

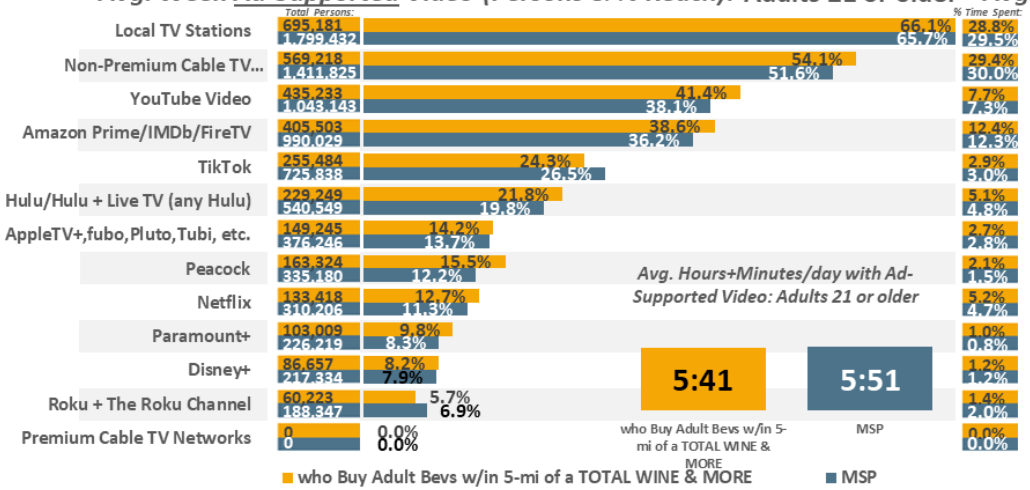


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

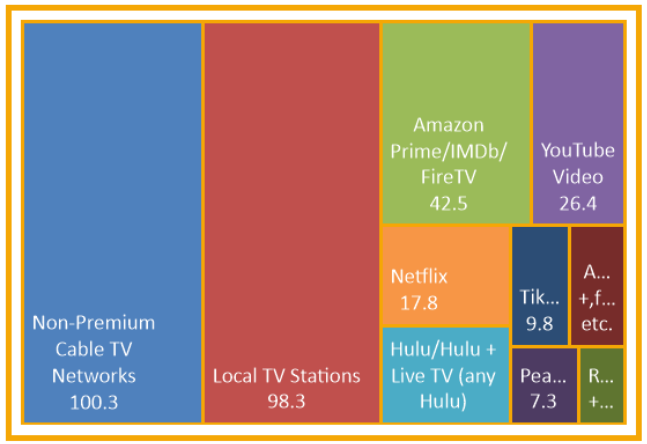


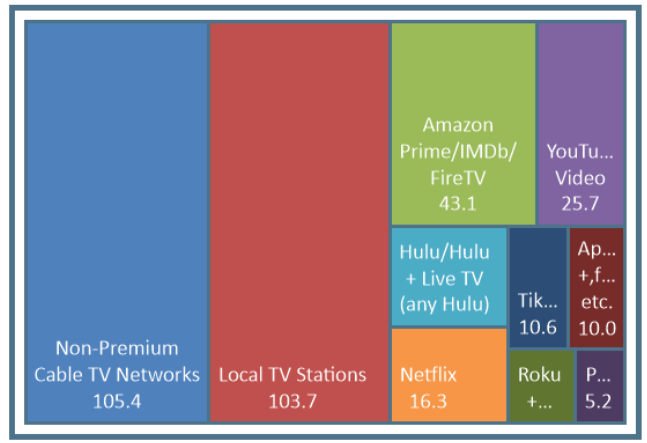


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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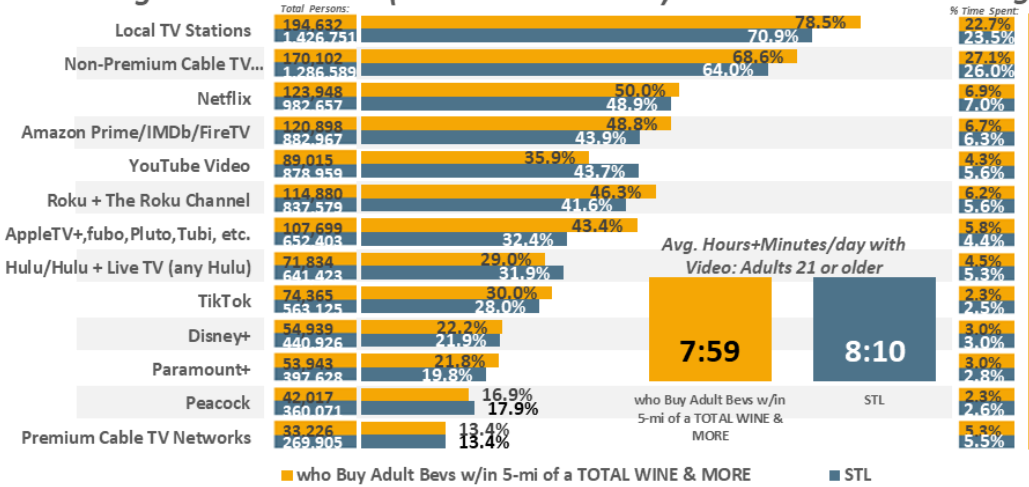
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

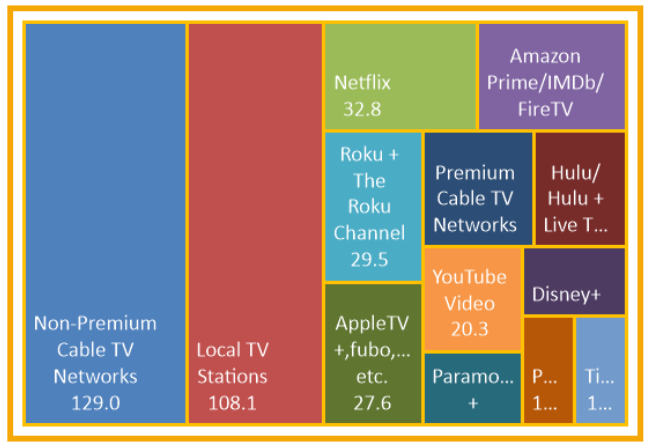
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

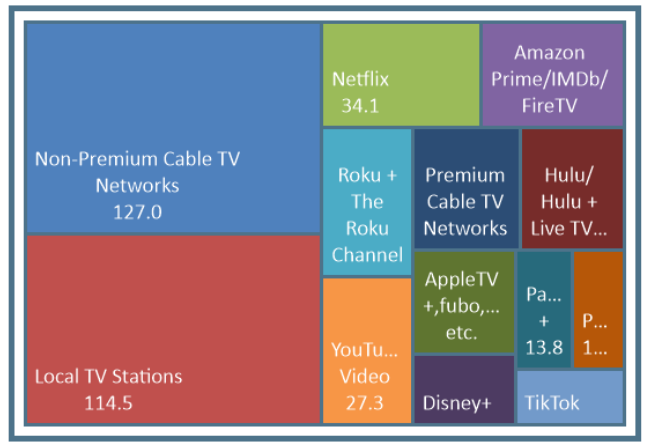
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Avg. Week All Video (Persons & % Reach): Adults 21 or older

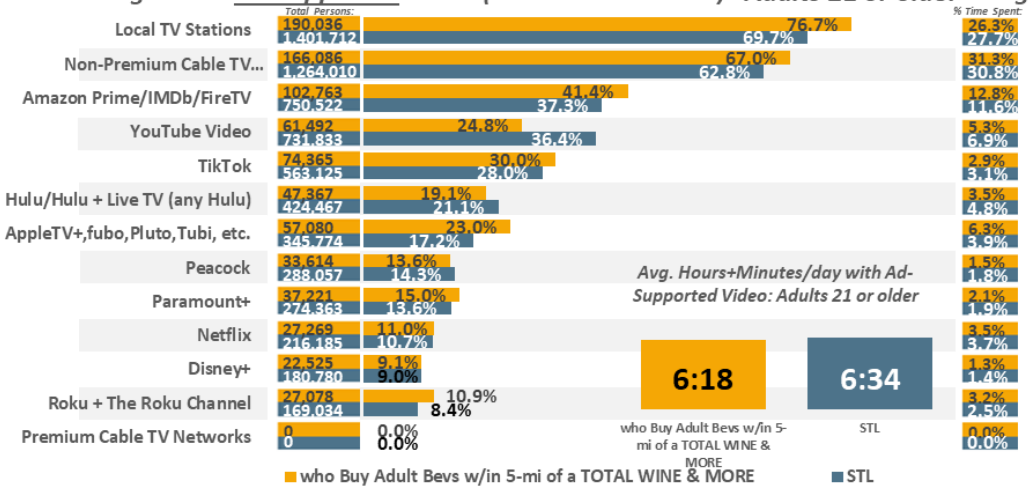


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

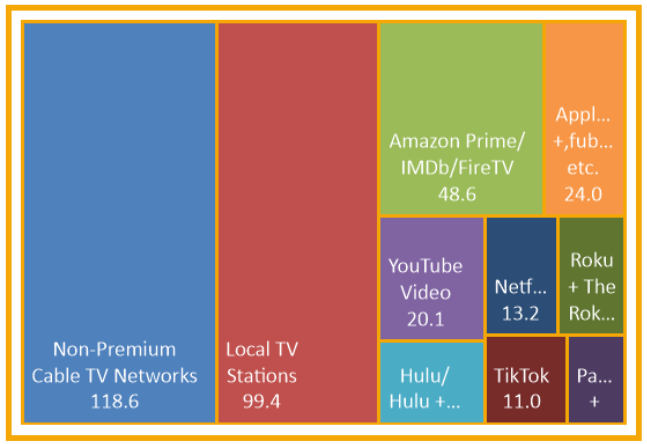


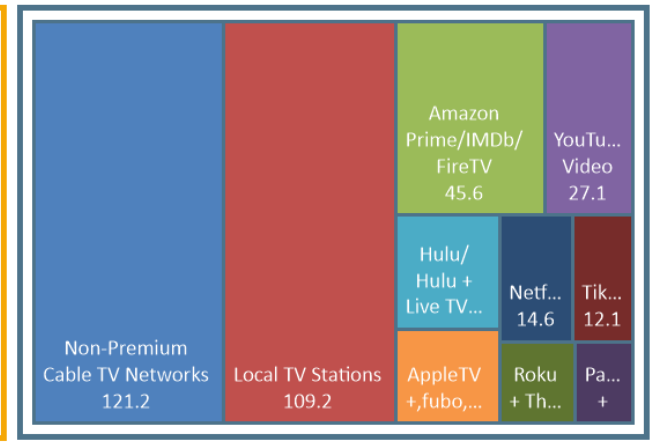


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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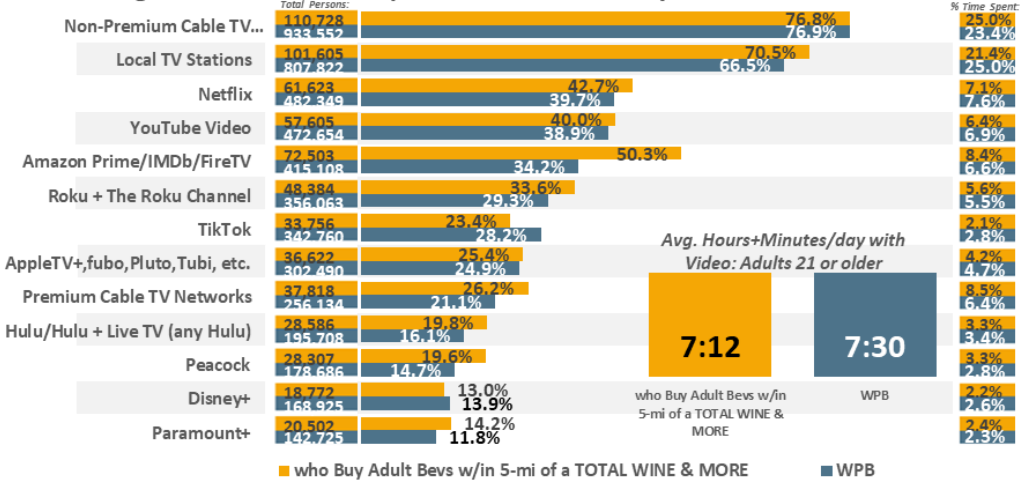
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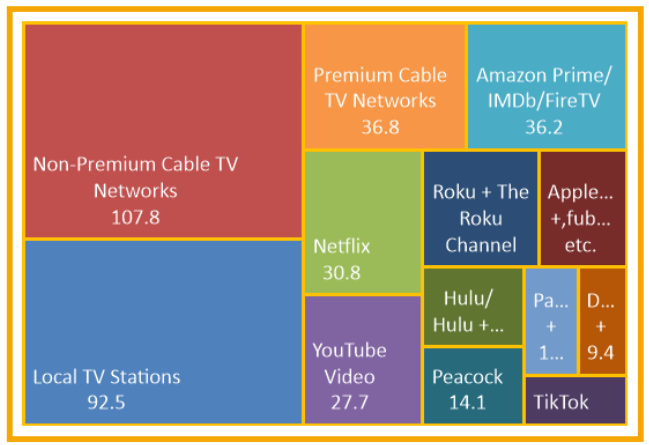
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

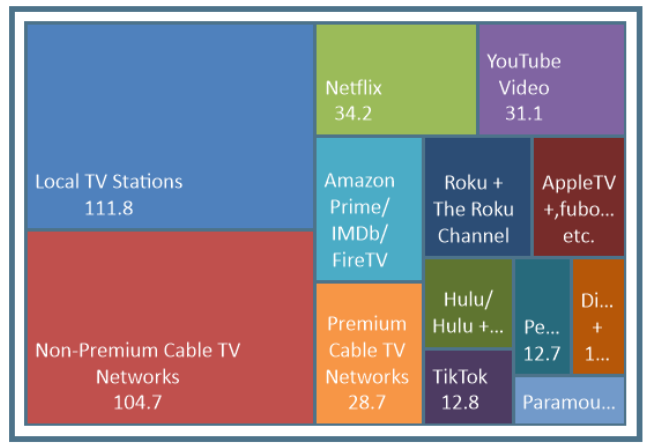
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Avg. Week All Video (Persons & % Reach): Adults 21 or older

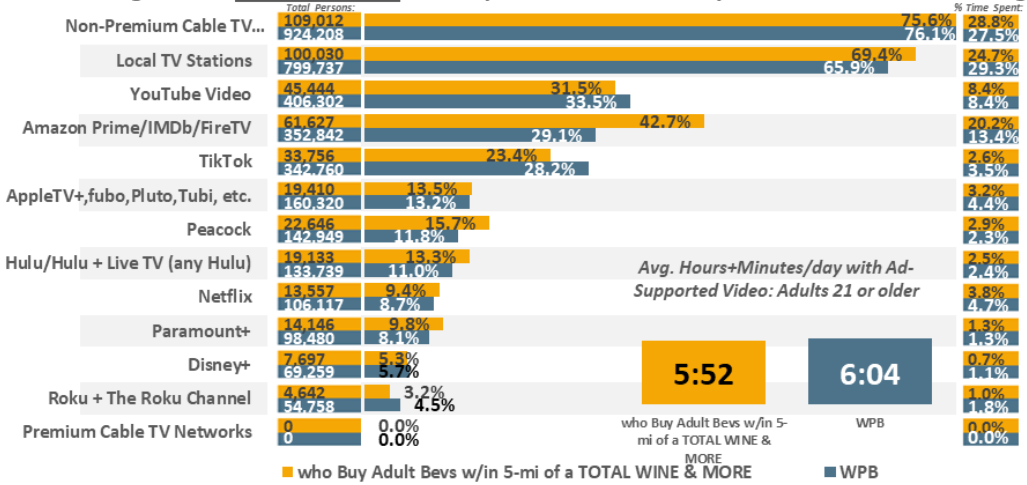


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

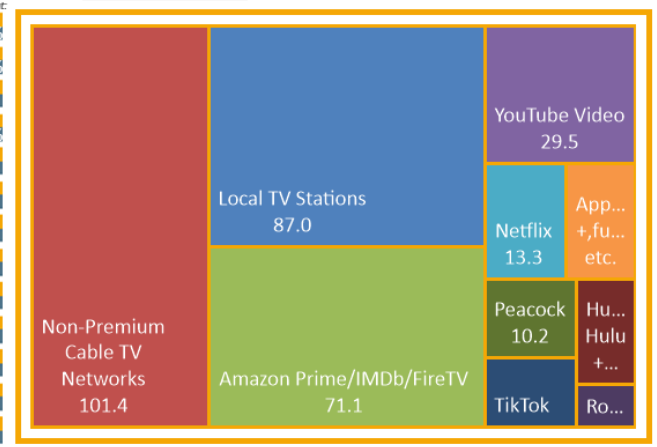


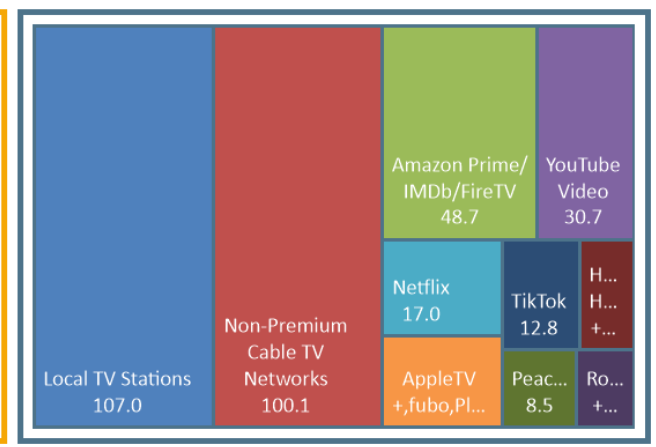


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

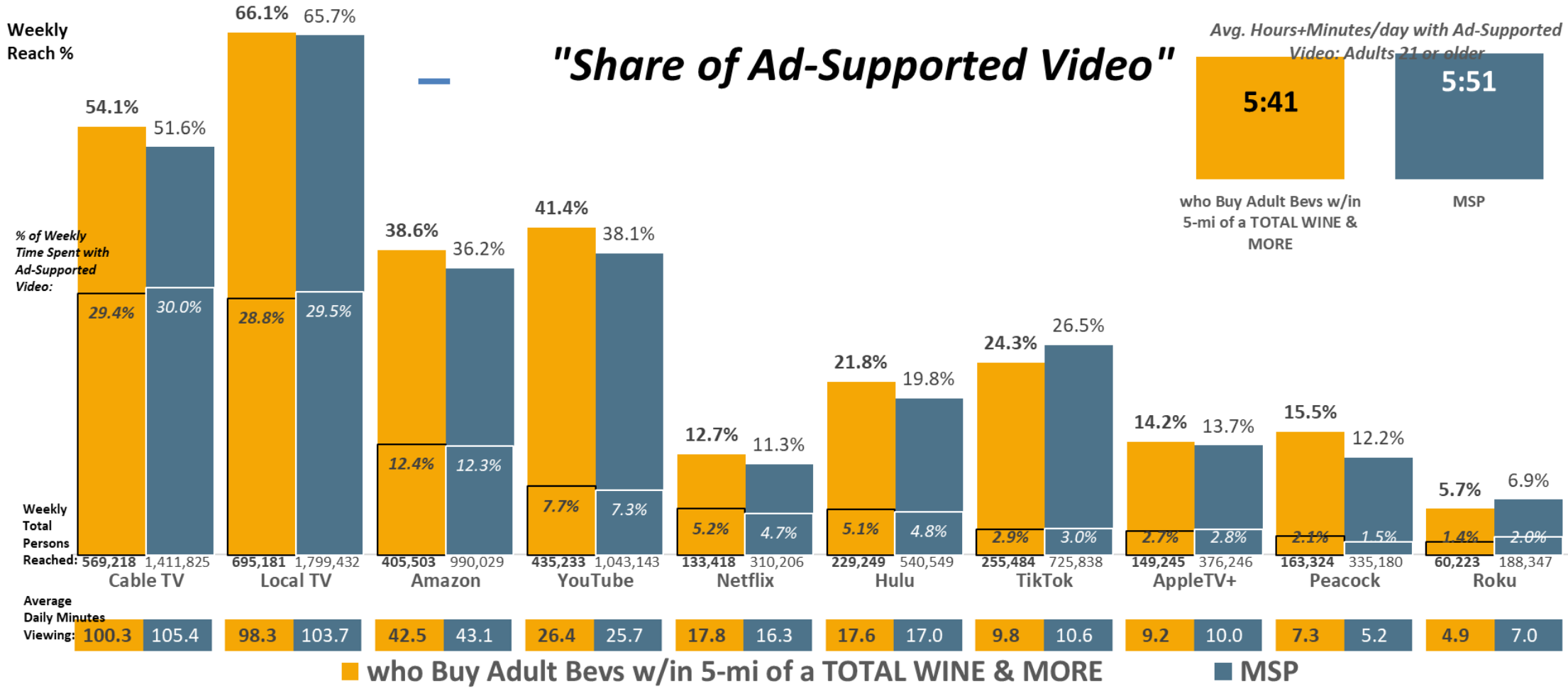
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

695,181 or 66.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

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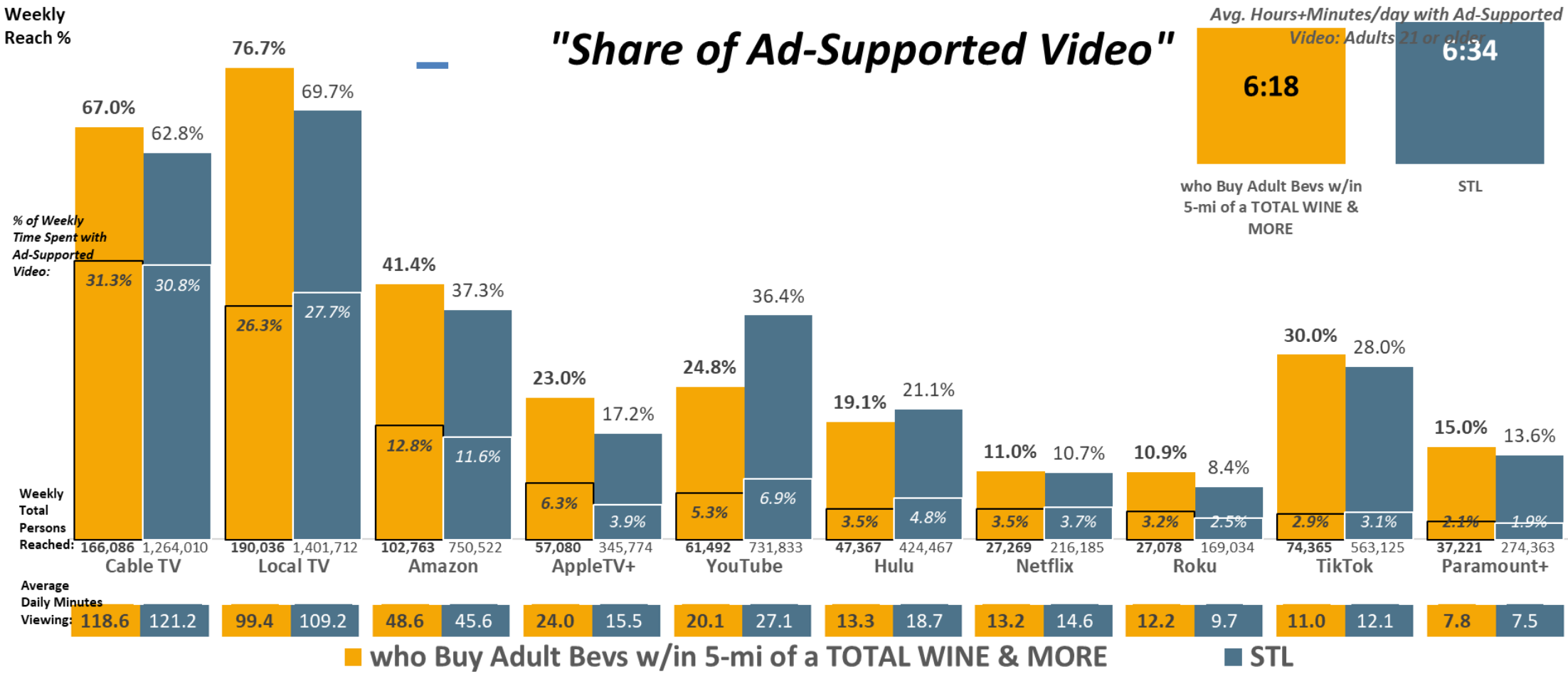
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"Share of Ad-Supported Video"



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

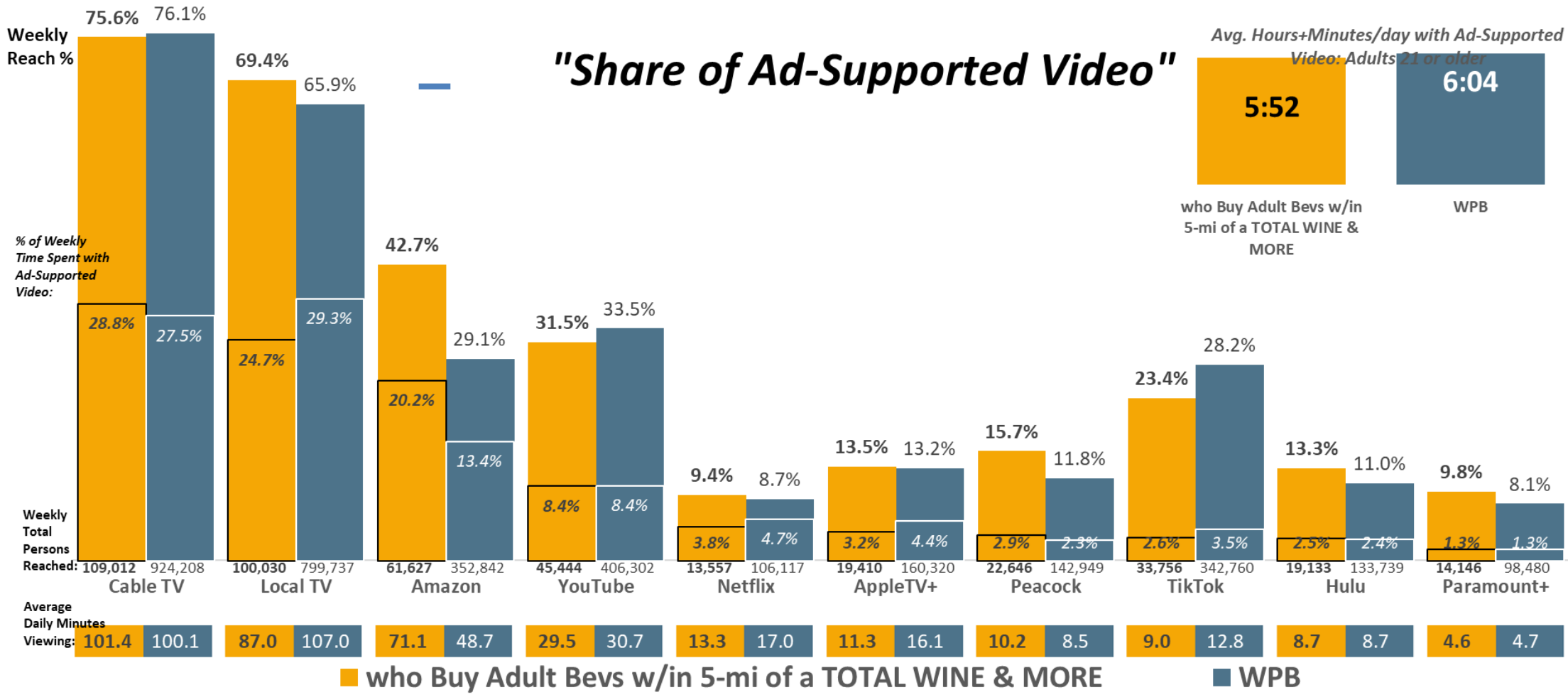
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WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

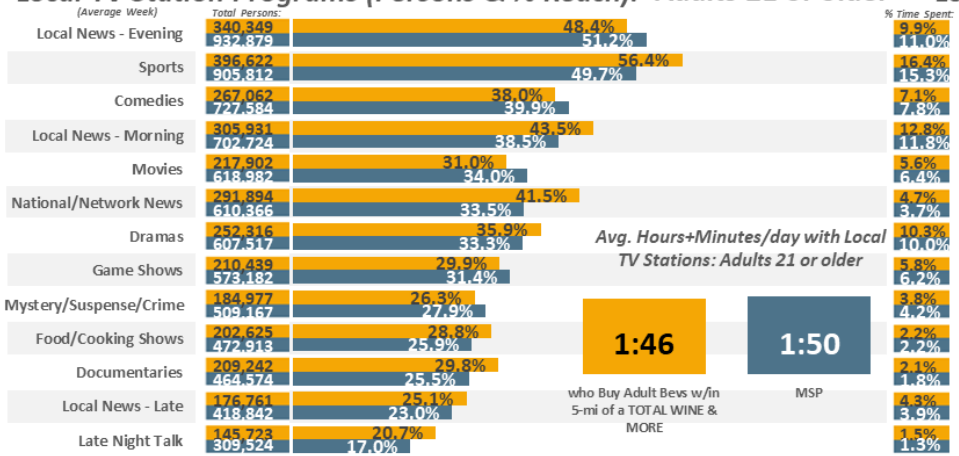
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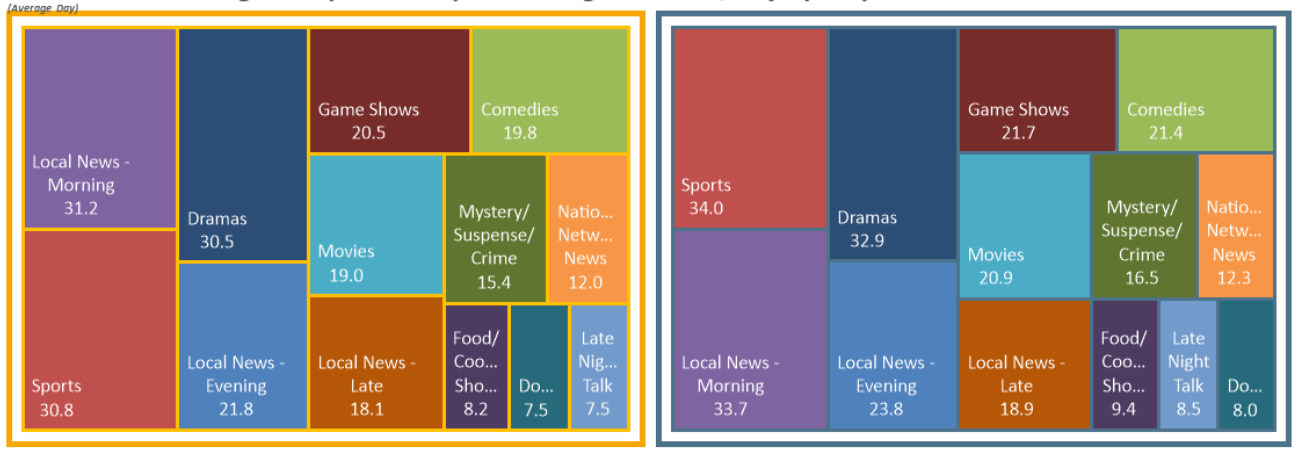
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695,181 or 66.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Dramas.

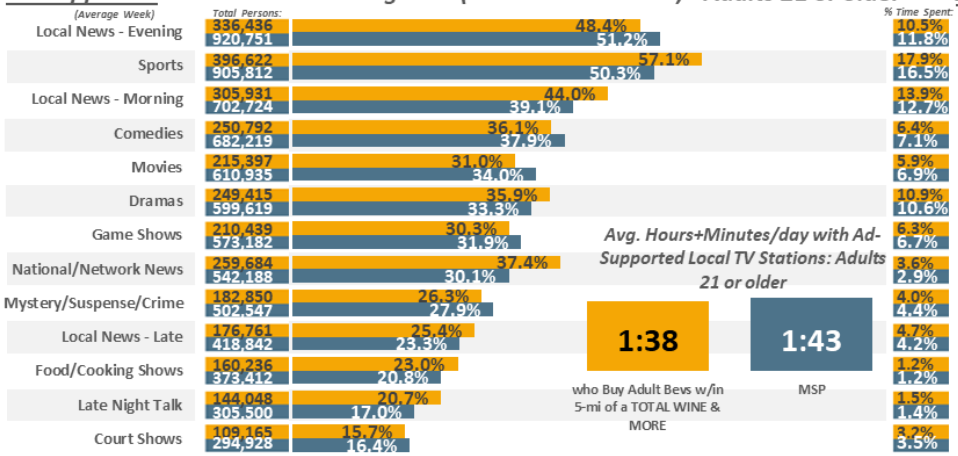
Local TV Station Programs (Persons & % Reach): Adults 21 or older



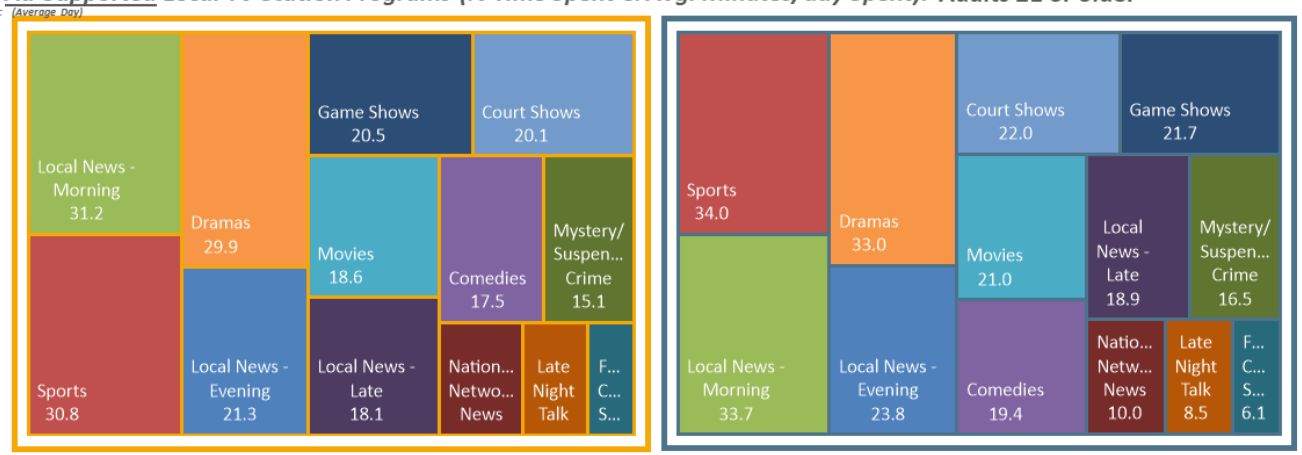
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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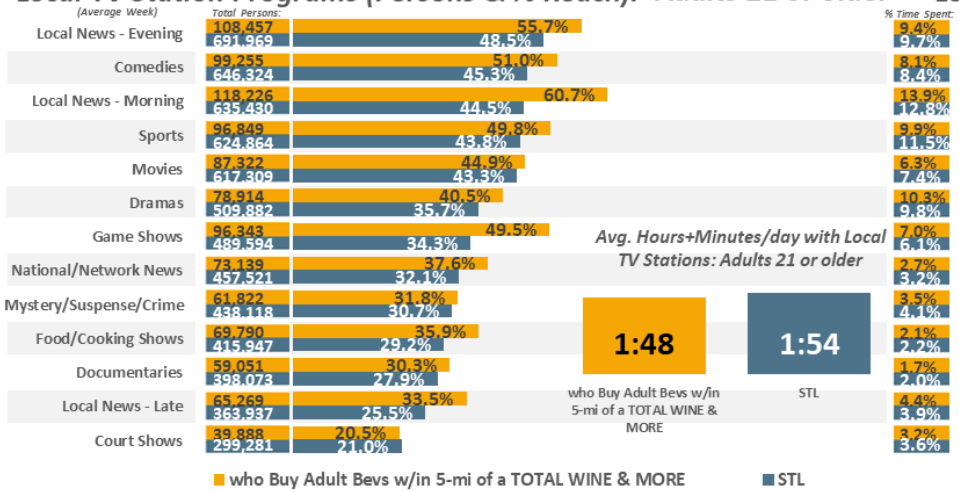
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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

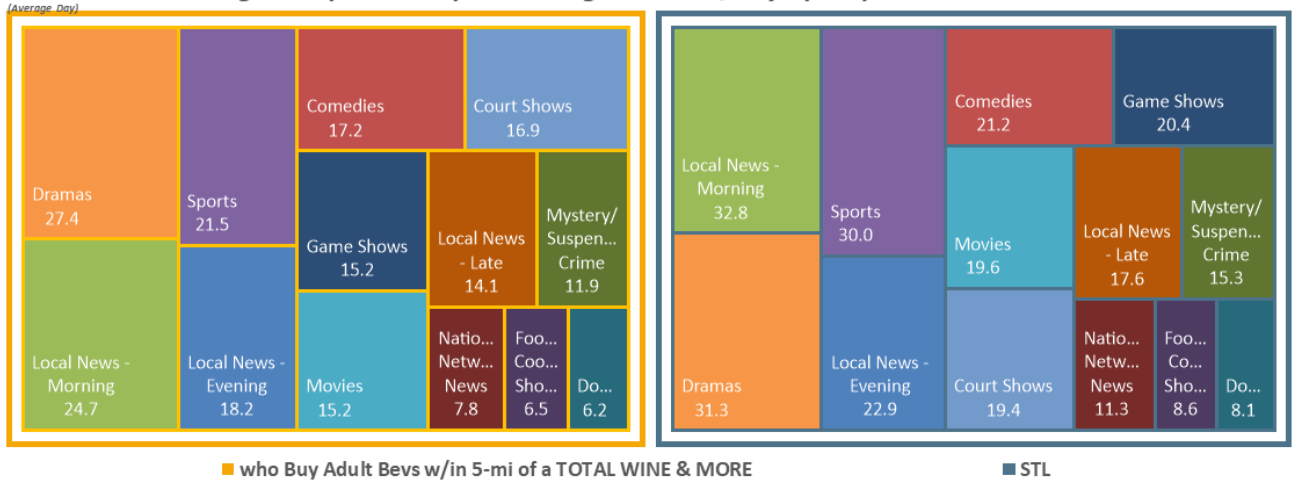
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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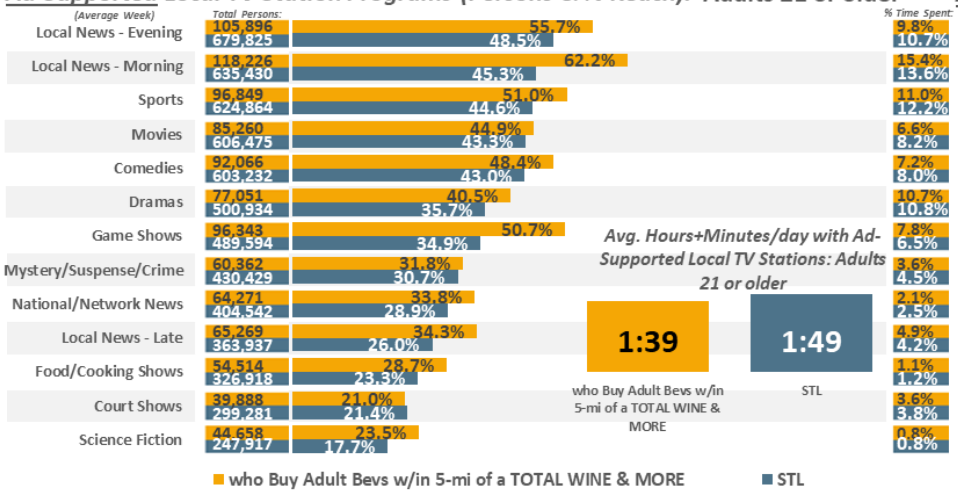
Local TV Station Programs (Persons & % Reach): Adults 21 or older



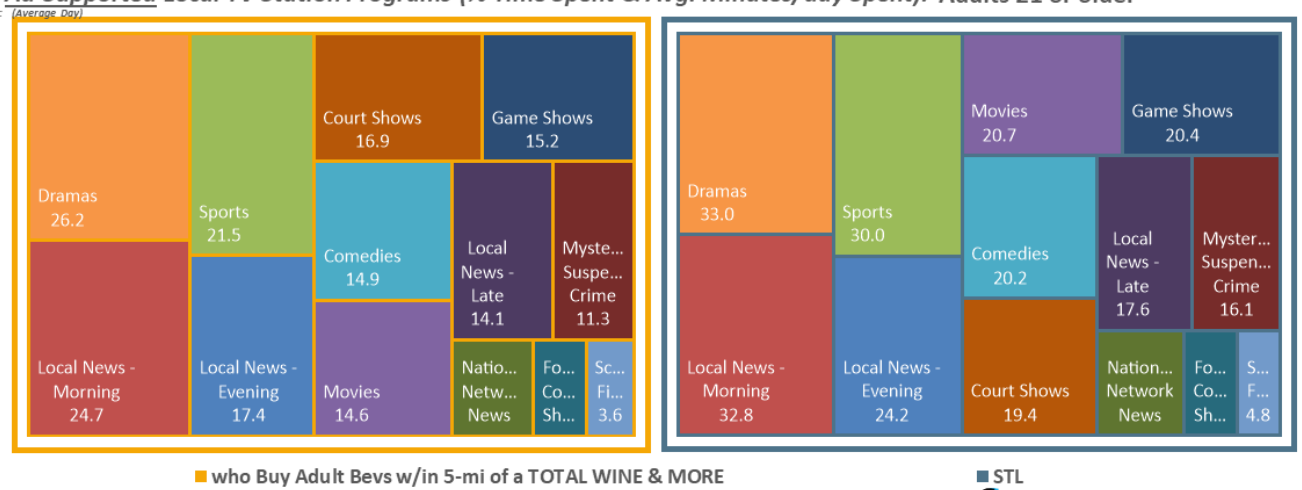
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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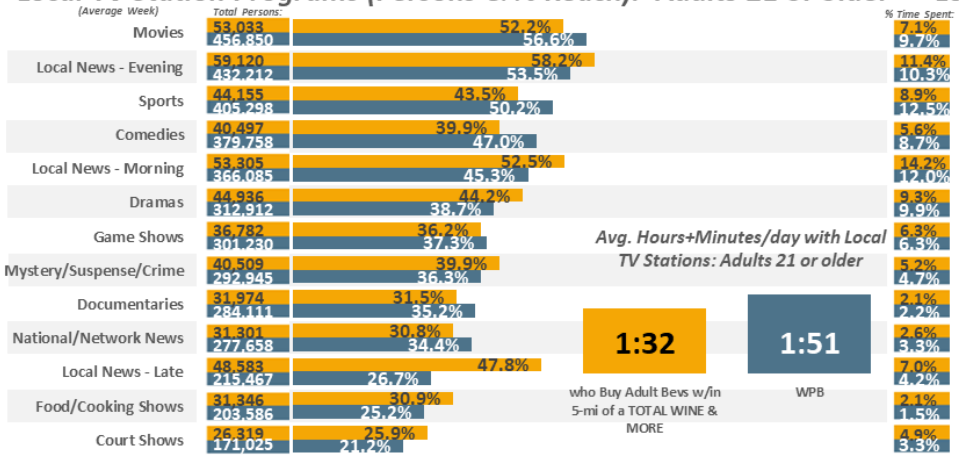
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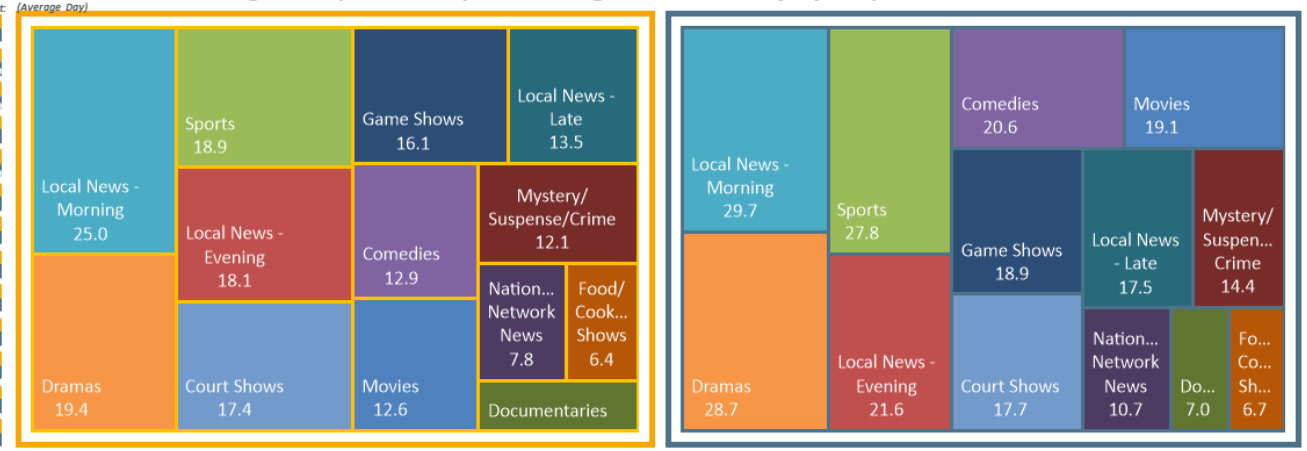
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

100,030 or 69.4% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Local News - Late, Dramas, and Sports.

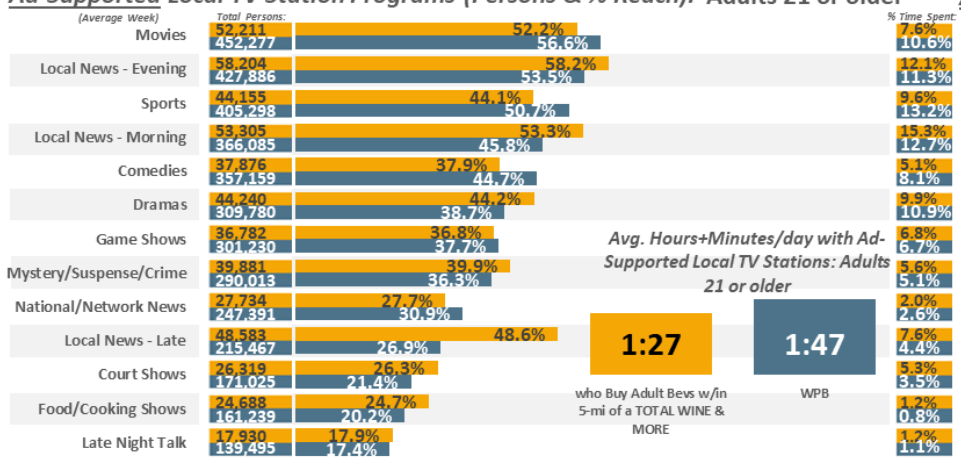
Local TV Station Programs (Persons & % Reach): Adults 21 or older



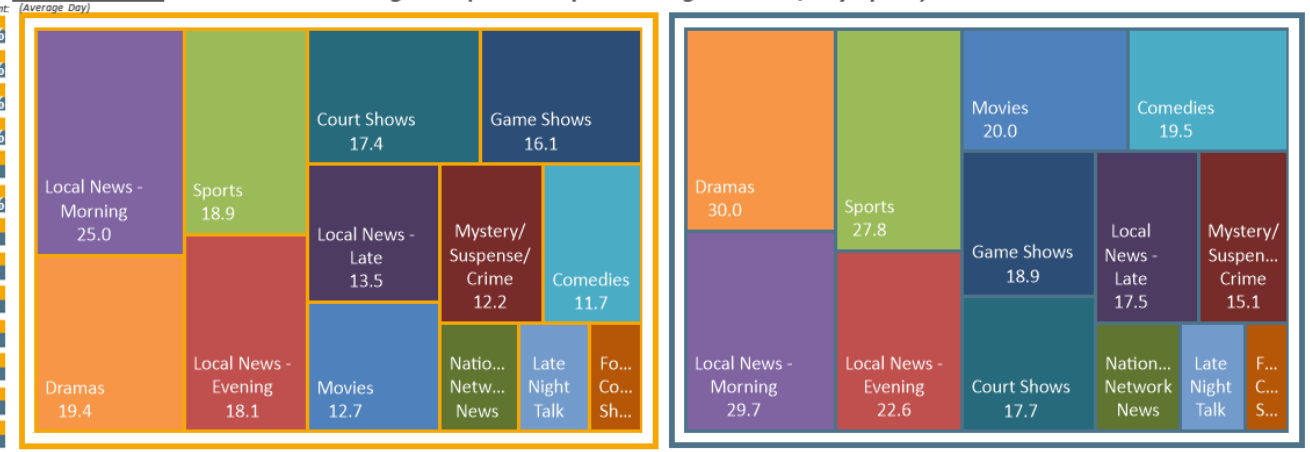
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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 Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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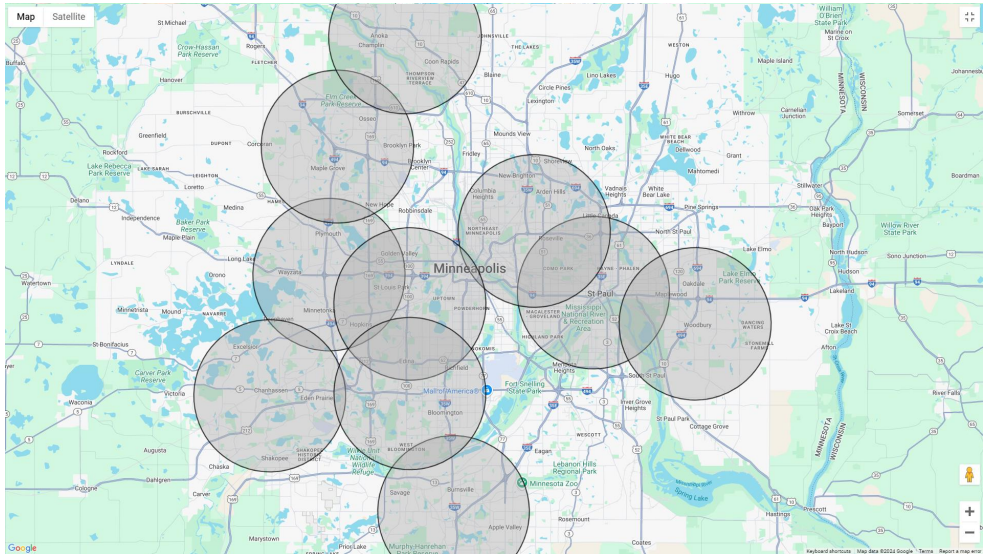
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

MSP

Top **VIDEO Media** reaching **MSP** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



MINNEAPOLIS-ST. PAUL (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

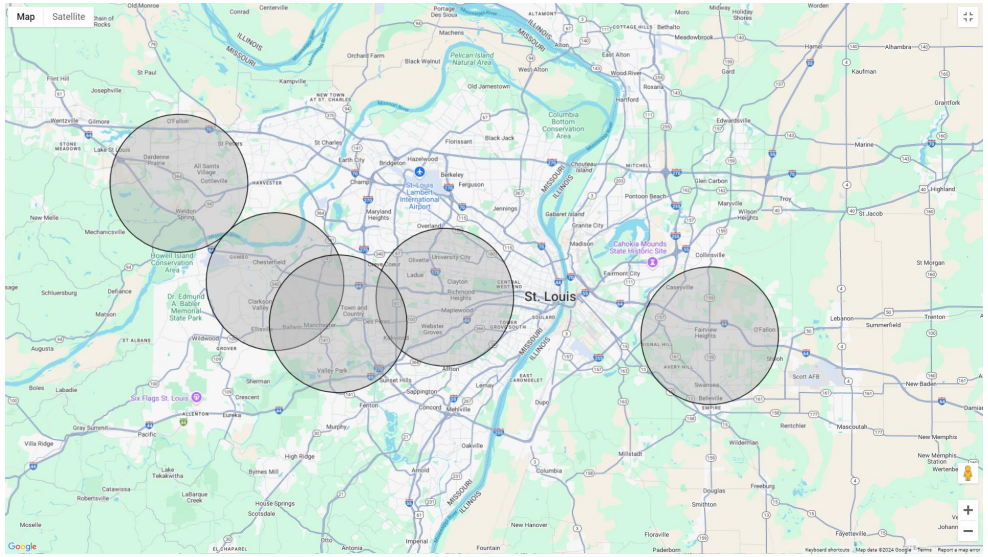
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services/apps used past 30 days: Netflix	745,632	70.9%	110
Video streaming services/apps used past 30 days: Amazon Prime Video	627,879	59.7%	113
Video streaming services/apps used past 30 days: YouTube (free)	539,834	51.3%	106
Broadcast stations watched past 7 days: FOX (KMSP, channel 9)	503,753	47.9%	106
Broadcast stations watched past 7 days: CBS (WCCO, channel 4)	487,517	46.4%	108
Video streaming services/apps used past 30 days: Hulu/Hulu + Live TV (any Hulu)	481,934	45.8%	107
Broadcast stations watched past 7 days: NBC (KARE, channel 11)	461,370	43.9%	112
Video streaming services/apps used past 30 days: Hulu	446,260	42.4%	108
Broadcast stations watched past 7 days: ABC (KSTP, channel 5)	439,793	41.8%	108
Video streaming services/apps used past 30 days: Disney+	361,932	34.4%	105
Video streaming services/apps used past 30 days: Max	325,628	31.0%	113
Video streaming services/apps used past 30 days: Peacock	318,119	30.3%	115
Video streaming services/apps used past 30 days: Paramount+	264,236	25.1%	112
Cable networks watched past 7 days: ESPN	242,055	23.0%	131
Broadcast stations watched past 7 days: PBS TPT (KTCA, channel 2)	222,811	21.2%	124
Video streaming services/apps used past 30 days: Apple TV+	219,435	20.9%	121
Cable networks watched past 7 days: CNN	164,695	15.7%	129
Cable networks watched past 7 days: Food Network	130,387	12.4%	112
Video streaming services/apps used past 30 days: Tubi	127,347	12.1%	106
Video streaming services/apps used past 30 days: ESPN+	125,786	12.0%	134
Cable networks watched past 7 days: Discovery Channel	124,704	11.9%	110
Video streaming services/apps used past 30 days: Pluto TV	108,452	10.3%	113
Cable networks watched past 7 days: HGTV	105,220	10.0%	110
Video streaming services/apps used past 30 days: The Roku Channel	101,406	9.6%	97
Cable networks watched past 7 days: FOX News Channel	99,416	9.5%	126
Cable networks watched past 7 days: Bally Sports Network	98,442	9.4%	127
Cable networks watched past 7 days: Bally Sports North	98,442	9.4%	128
Cable networks watched past 7 days: ESPN2	93,783	8.9%	148
Cable networks watched past 7 days: History	91,016	8.7%	99
Cable networks watched past 7 days: FX	89,175	8.5%	102
Cable networks watched past 7 days: TNT	86,547	8.2%	118
Cable networks watched past 7 days: USA	85,801	8.2%	129

Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE STL

Top **VIDEO Media** reaching **STL** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



ST. LOUIS (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

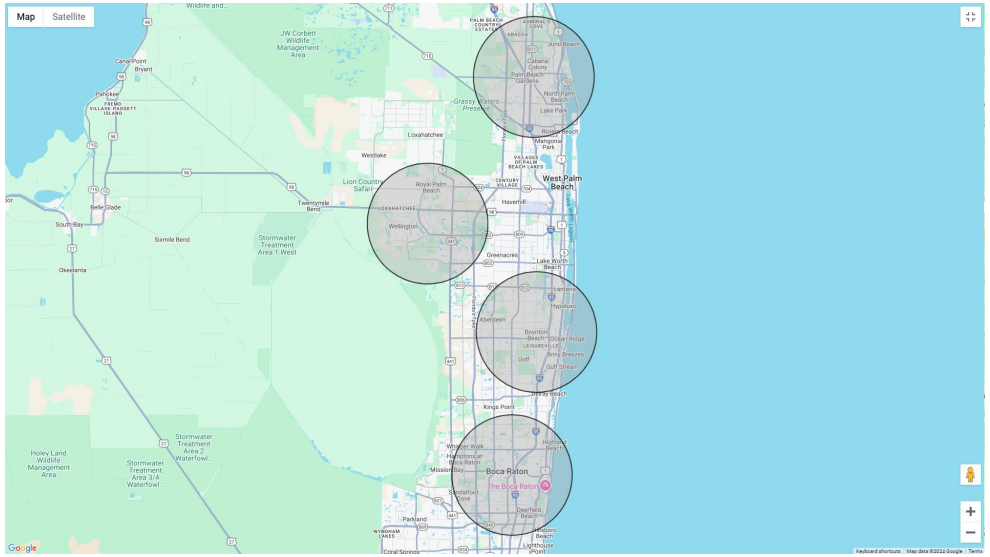
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Broadcast stations watched past 7 days: CBS (KMOV, channel 4)	161,315	65.1%	127
Broadcast stations watched past 7 days: NBC (KSDK, channel 5)	140,551	56.7%	130
Broadcast stations watched past 7 days: FOX (KTVI, channel 2)	128,912	52.0%	117
Video streaming services/apps used past 7 days: Netflix	123,948	50.0%	102
Broadcast stations watched past 7 days: ABC (KDNL, channel 30)	117,065	47.2%	140
Video streaming services/apps used past 7 days: Amazon Prime Video	99,521	40.1%	104
Cable networks watched past 7 days: ESPN	79,462	32.1%	136
Video streaming services/apps used past 7 days: Hulu/Hulu + Live TV (any Hulu)	71,834	29.0%	90
Video streaming services/apps used past 7 days: Hulu	65,788	26.5%	88
Video streaming services/apps used past 7 days: YouTube (free)	61,492	24.8%	74
Cable networks watched past 7 days: Bally Sports Network	60,896	24.6%	131
Cable networks watched past 7 days: Bally Sports Midwest	60,320	24.3%	136
Broadcast stations watched past 7 days: PBS (KETC, channel 9)	58,683	23.7%	109
Video streaming services/apps used past 7 days: Max	57,640	23.2%	100
Video streaming services/apps used past 7 days: Disney+	54,939	22.2%	93
Video streaming services/apps used past 7 days: Paramount+	53,943	21.8%	123
Broadcast stations watched past 7 days: CW (KPLR, channel 11)	50,974	20.6%	168
Video streaming services/apps used past 7 days: Apple TV+	45,453	18.3%	139
Cable networks watched past 7 days: FX	45,015	18.2%	149
Cable networks watched past 7 days: AMC	43,580	17.6%	139
Cable networks watched past 7 days: HGTV	43,434	17.5%	136
Video streaming services/apps used past 7 days: Peacock	42,017	16.9%	84
Cable networks watched past 7 days: CNN	41,222	16.6%	133
Cable networks watched past 7 days: Discovery Channel	39,164	15.8%	114
Cable networks watched past 7 days: FOX Sports 1	37,438	15.1%	157
Cable networks watched past 7 days: ESPN2	36,757	14.8%	137
Cable networks watched past 7 days: History	34,310	13.8%	106
Cable networks watched past 7 days: FOX News Channel	33,011	13.3%	121
Cable networks watched past 7 days: Food Network	32,717	13.2%	146
Cable networks watched past 7 days: USA	32,360	13.1%	138
Cable networks watched past 7 days: TNT	32,018	12.9%	126
Cable networks watched past 7 days: CBS Sports Network	31,964	12.9%	175

Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

WPB

Top **VIDEO Media** reaching **WPB** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



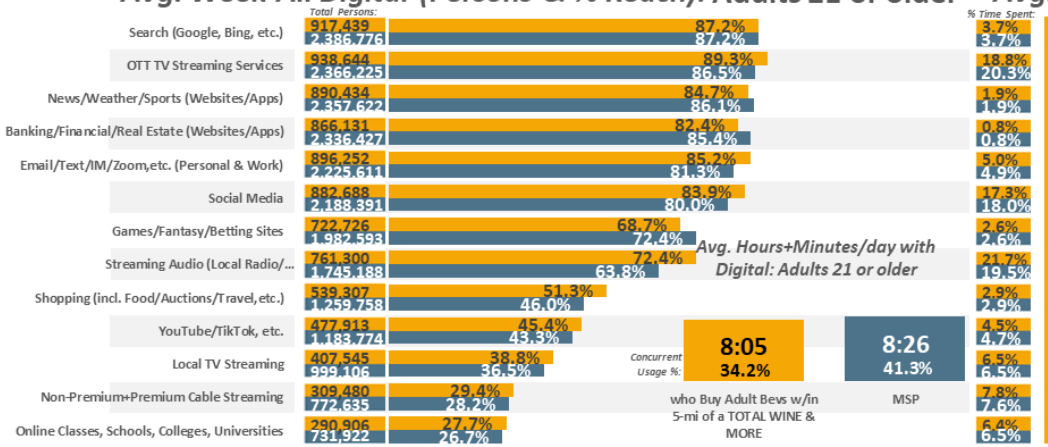
WEST PALM BEACH-BOCA RATON (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Broadcast stations watched past 7 days: ABC (WPBF, channel 25)	76,408	53.0%	111
Broadcast stations watched past 7 days: CBS (WPEC, channel 12)	71,118	49.3%	99
Broadcast stations watched past 7 days: NBC (WPTV, channel 5)	67,759	47.0%	114
Broadcast stations watched past 7 days: FOX (WFLX, channel 29)	66,617	46.2%	119
Video streaming services/apps used past 7 days: Netflix	61,623	42.7%	110
Video streaming services/apps used past 7 days: Amazon Prime Video	59,683	41.4%	136
Video streaming services/apps used past 7 days: YouTube (free)	45,444	31.5%	106
Cable networks watched past 7 days: ESPN	36,256	25.1%	89
Cable networks watched past 7 days: HBO	34,777	24.1%	122
Cable networks watched past 7 days: A&E	34,023	23.6%	129
Cable networks watched past 7 days: FOX News Channel	31,838	22.1%	94
Broadcast stations watched past 7 days: PBS (WXEL, channel 42)	31,406	21.8%	108
Cable networks watched past 7 days: Food Network	28,918	20.1%	140
Cable networks watched past 7 days: History	28,682	19.9%	101
Video streaming services/apps used past 7 days: Hulu/Hulu + Live TV (any Hulu)	28,586	19.8%	135
Video streaming services/apps used past 7 days: Peacock	28,307	19.6%	139
Cable networks watched past 7 days: Bravo	27,688	19.2%	166
Cable networks watched past 7 days: CNN	26,986	18.7%	84
Video streaming services/apps used past 7 days: Hulu	26,574	18.4%	135
Cable networks watched past 7 days: USA	26,291	18.2%	107
Cable networks watched past 7 days: TBS	25,388	17.6%	101
Cable networks watched past 7 days: BET	25,285	17.5%	269
Broadcast stations watched past 7 days: ION (WPXP, channel 67)	24,379	16.9%	144
Cable networks watched past 7 days: VH1	21,565	15.0%	245
Cable networks watched past 7 days: Lifetime	20,522	14.2%	130
Video streaming services/apps used past 7 days: Paramount+	20,502	14.2%	125
Video streaming services/apps used past 7 days: Max	20,372	14.1%	110
Cable networks watched past 7 days: National Geographic	19,907	13.8%	131
Cable networks watched past 7 days: CNBC	19,884	13.8%	84
Video streaming services/apps used past 7 days: Disney+	18,772	13.0%	110
Cable networks watched past 7 days: NFL Network	18,556	12.9%	171
Cable networks watched past 7 days: MSNBC	17,969	12.5%	91

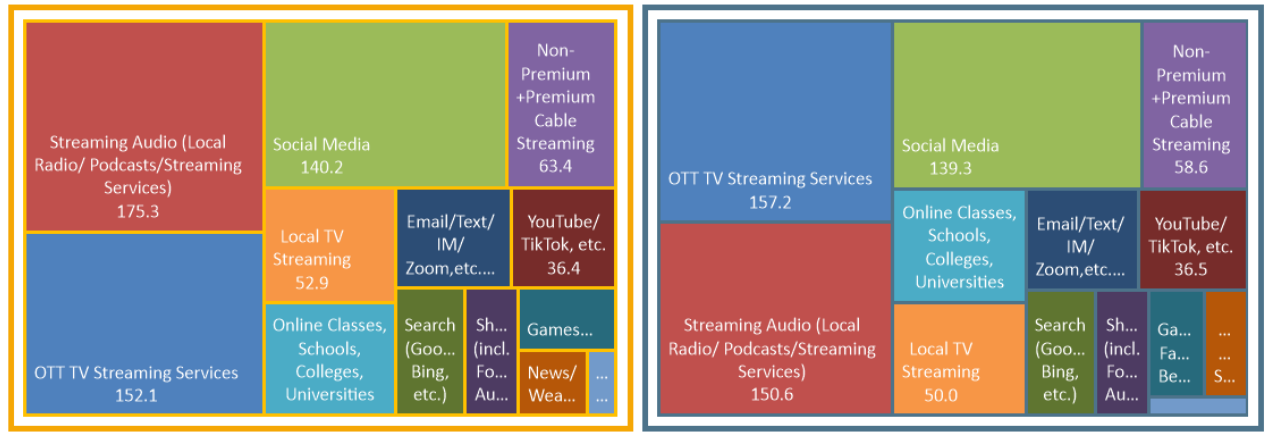
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

777,680 or 74.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Social Media for an average of 123.5 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

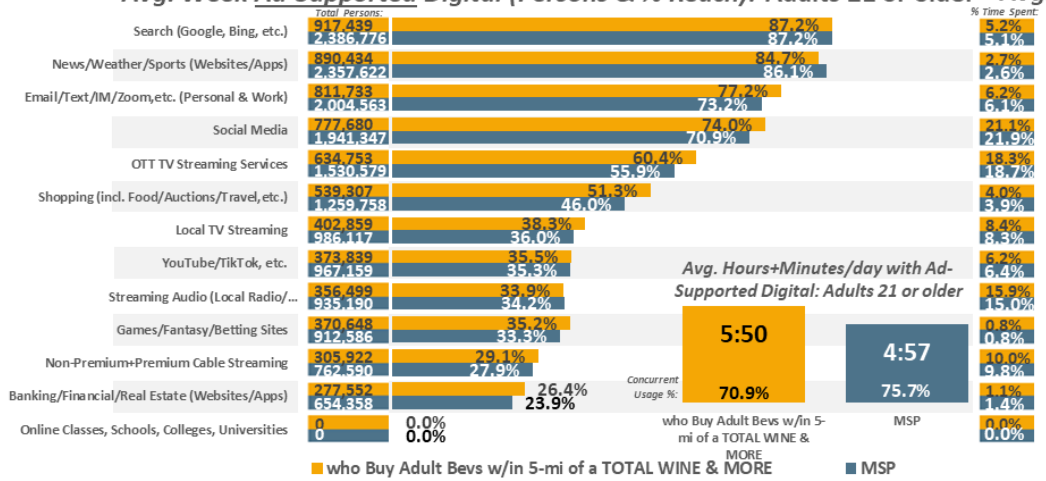
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



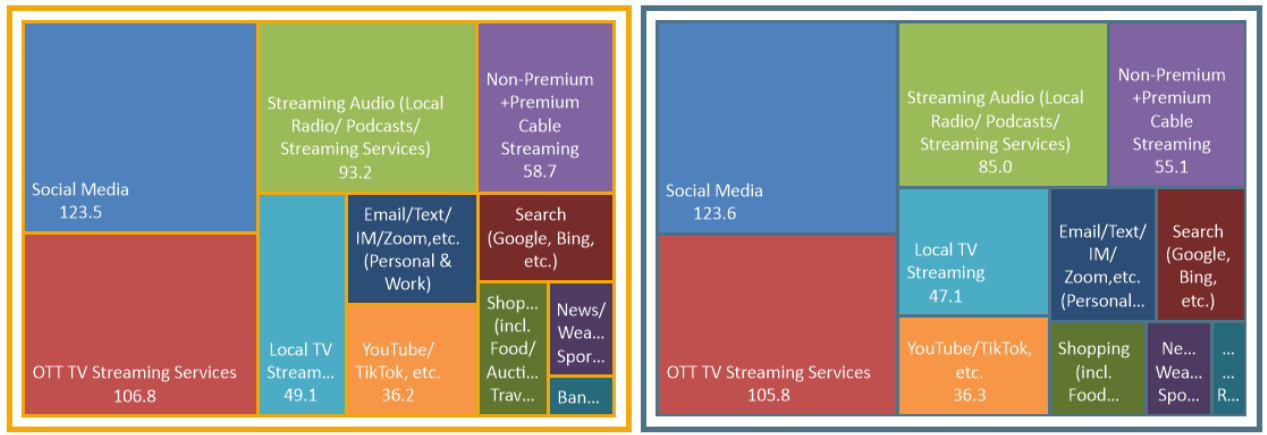
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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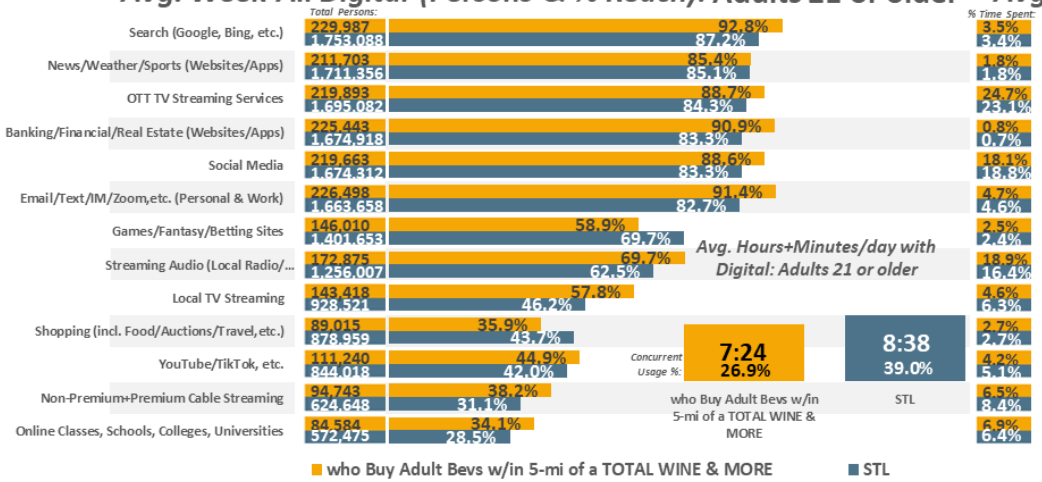
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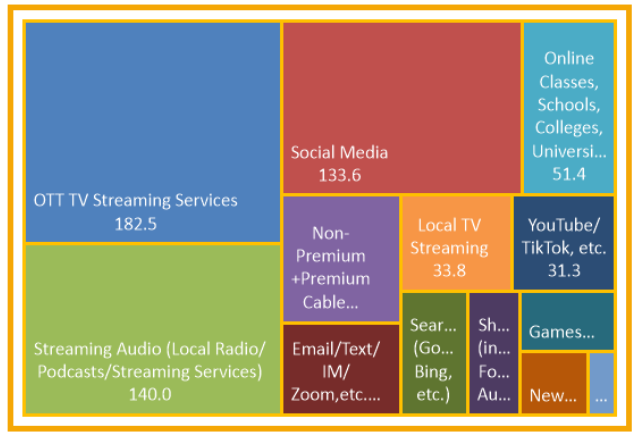
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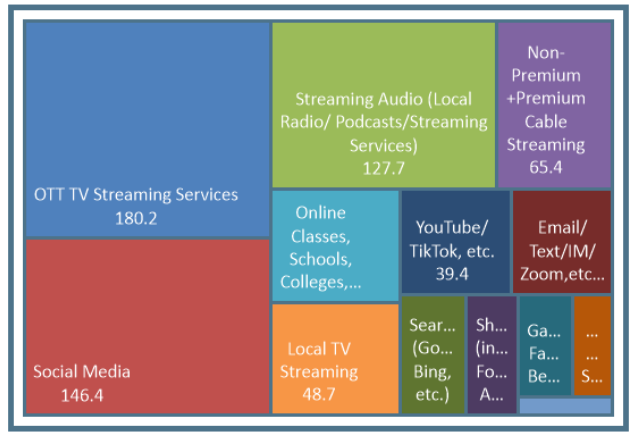
190,244 or 76.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Social Media for an average of 115.7 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

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

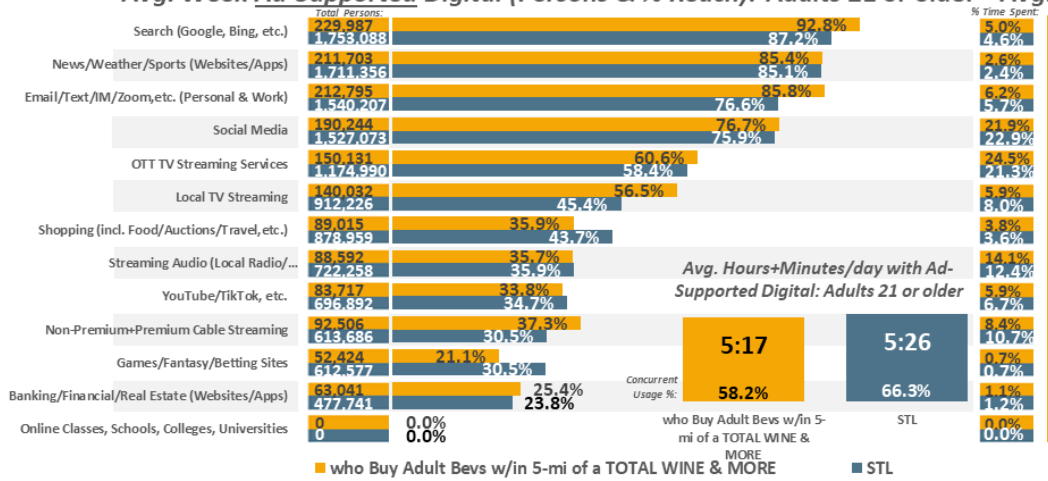


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

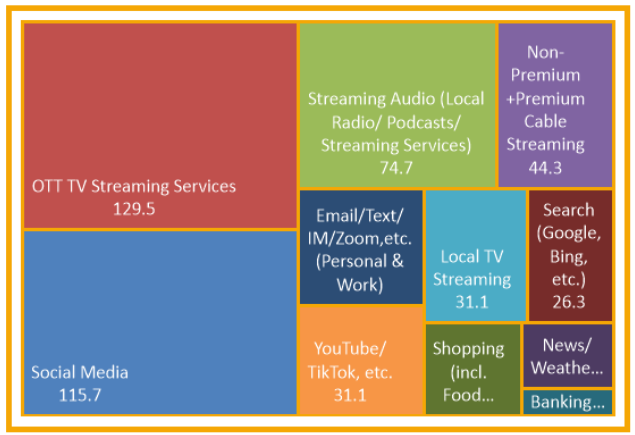


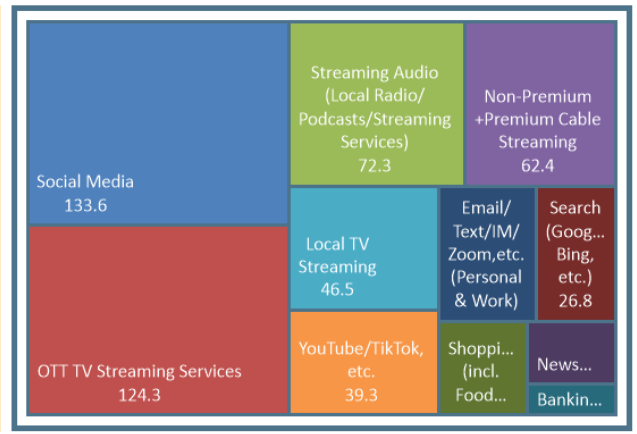


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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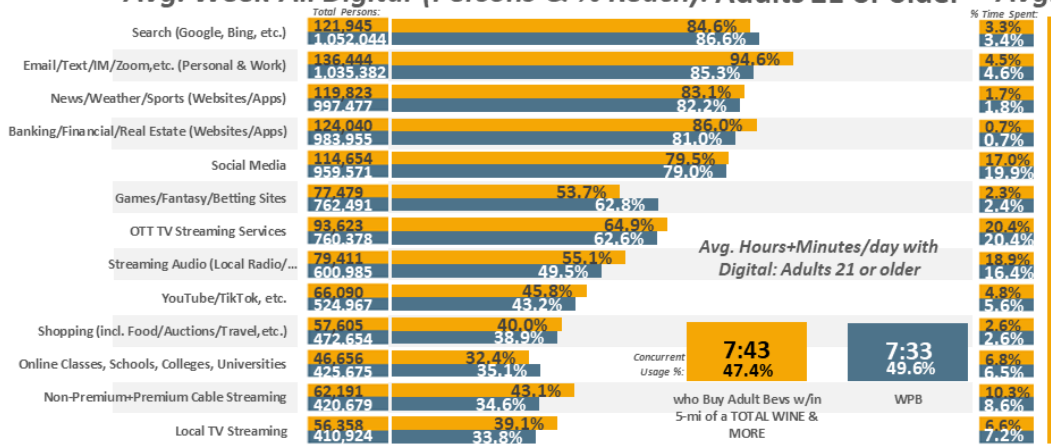
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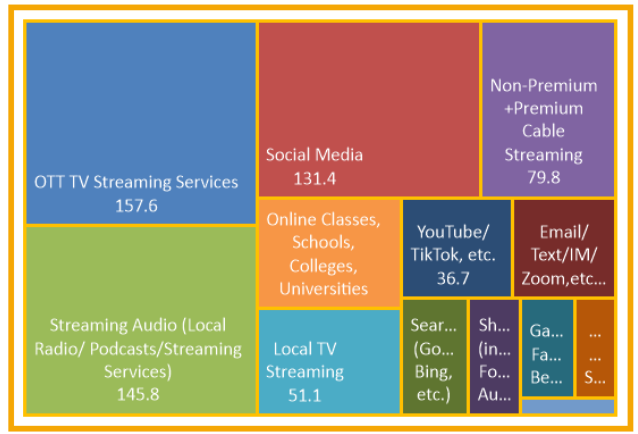
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

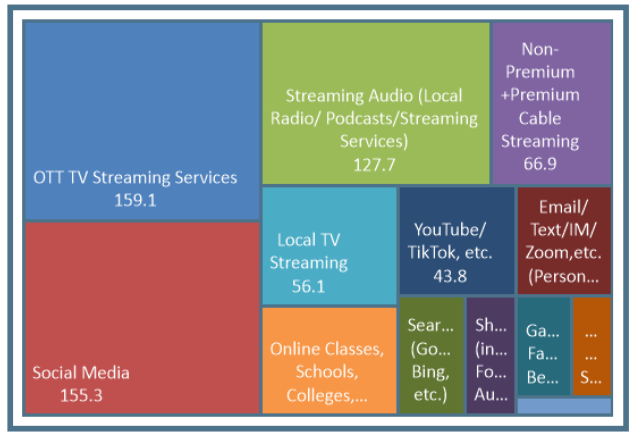
103,898 or 72.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Social Media for an average of 119.1 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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

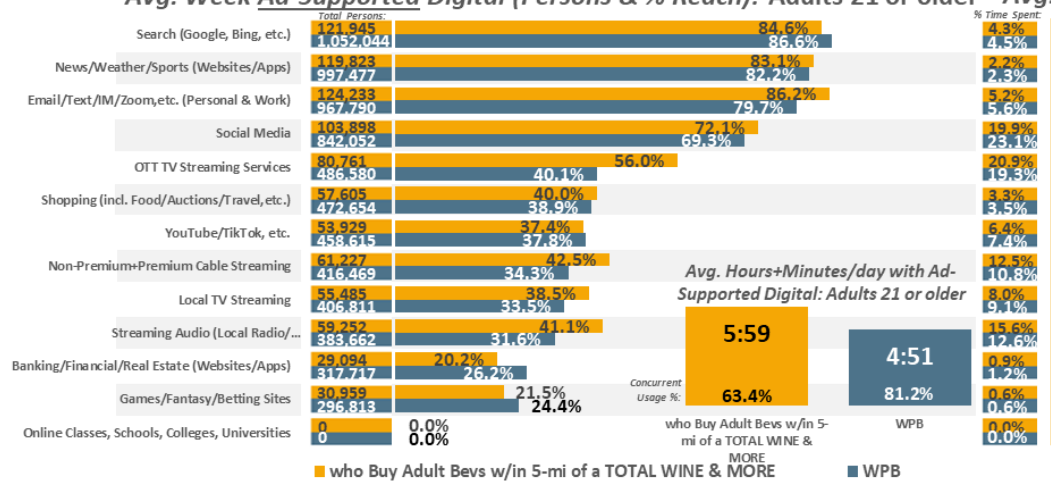


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

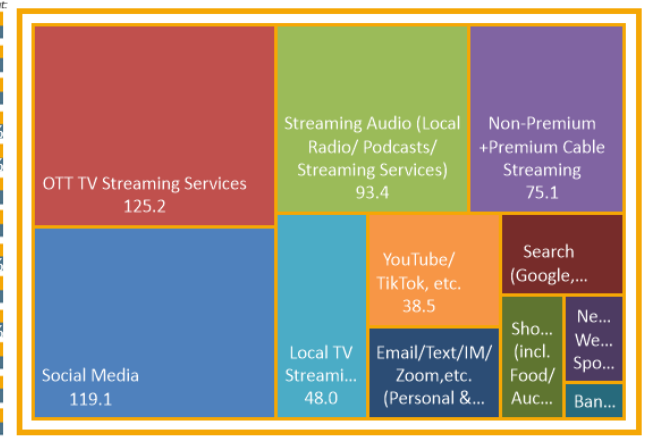


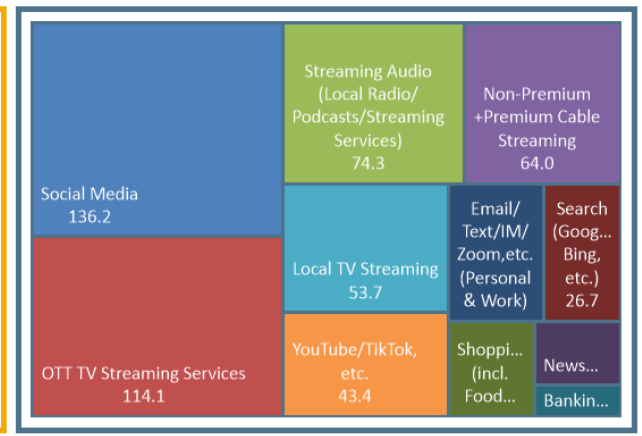


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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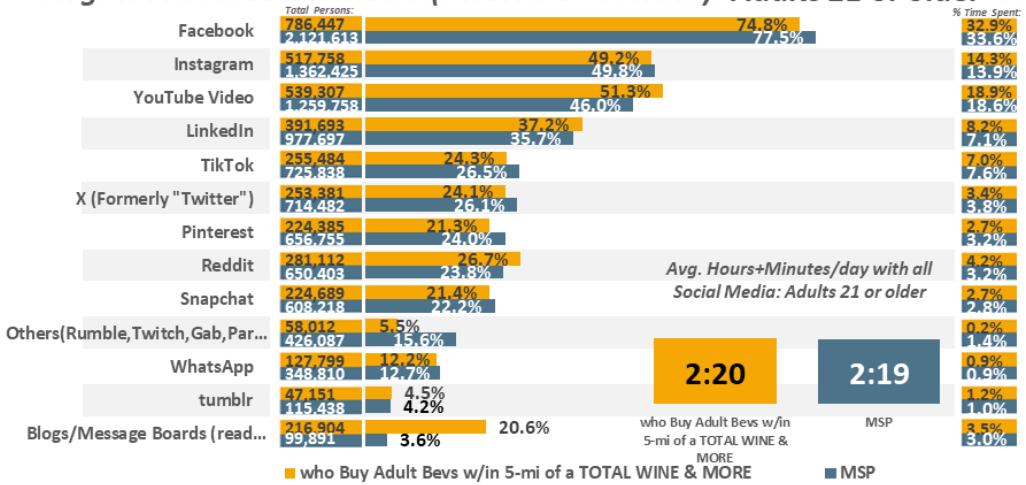
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

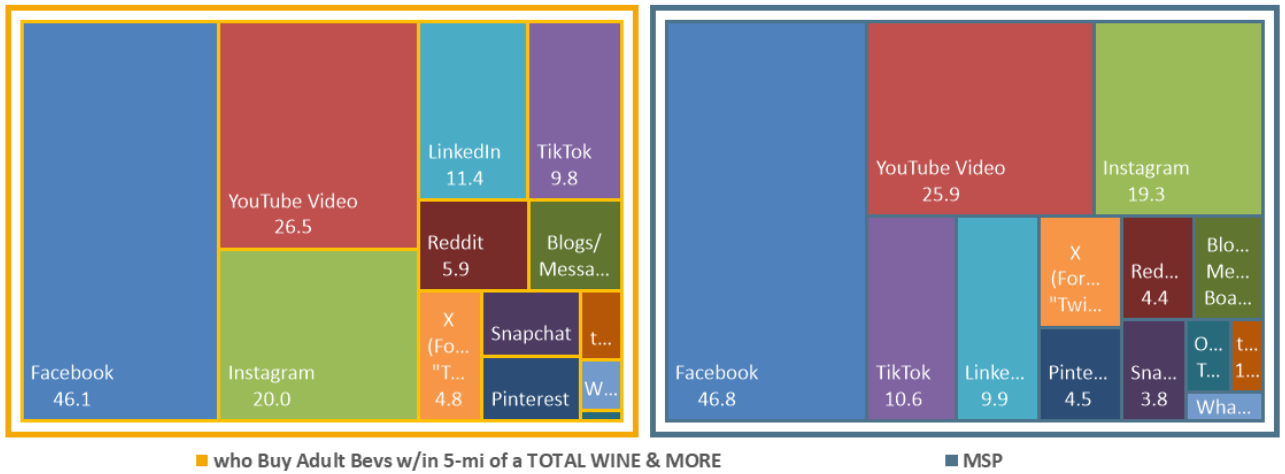
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

777,680 or 74.% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Facebook for an average of 42.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

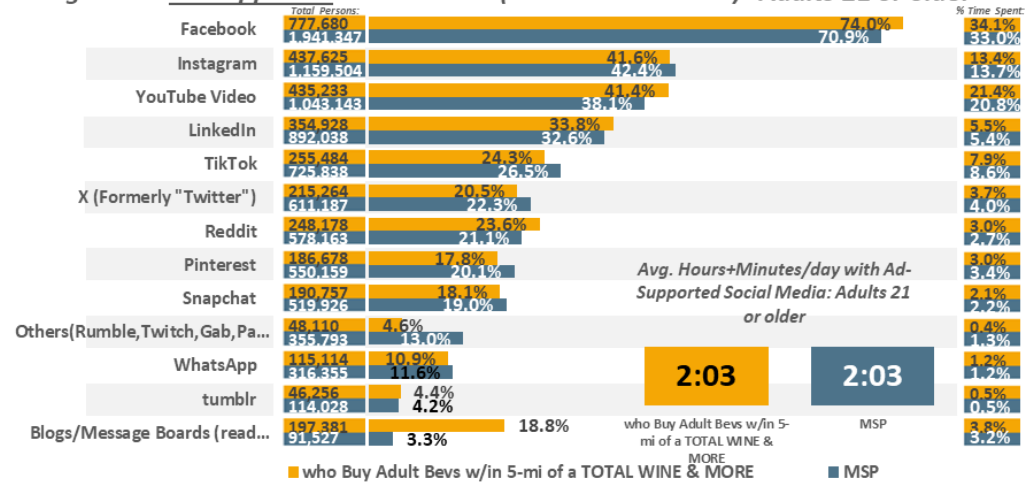
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



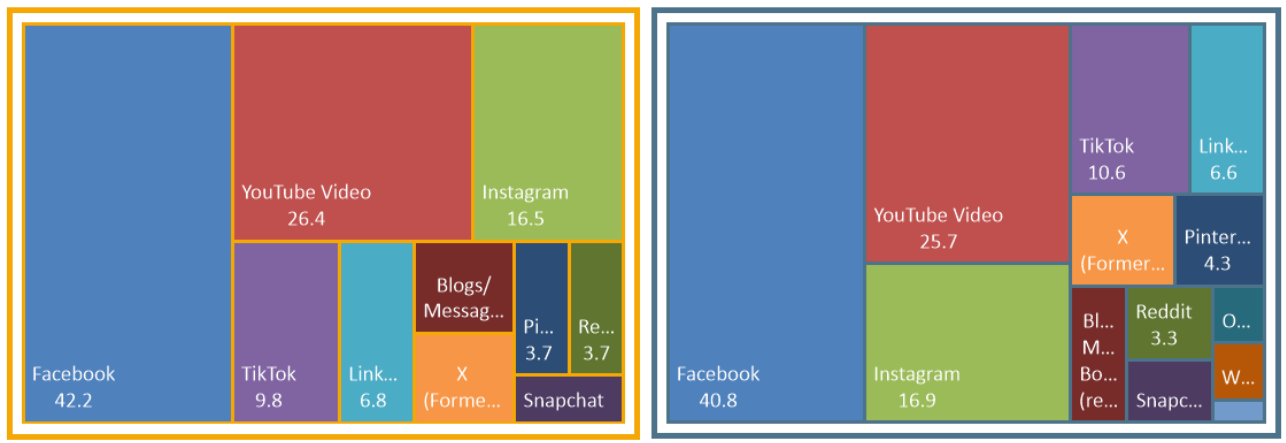
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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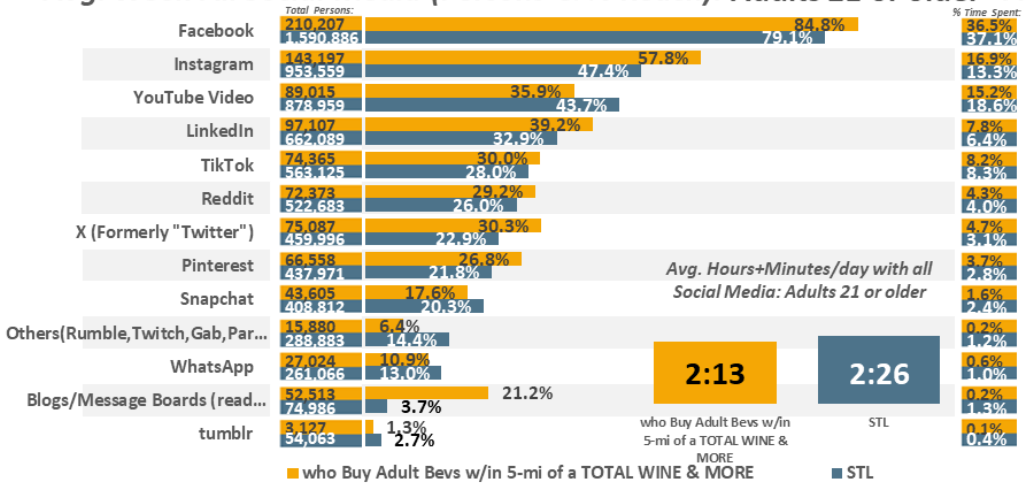
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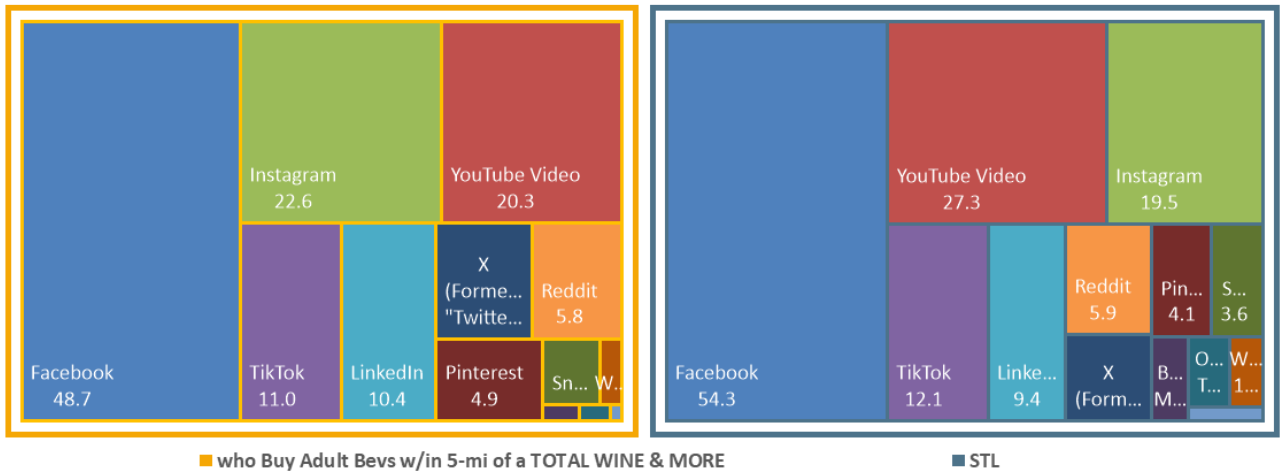
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

190,244 or 76.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Facebook for an average of 41.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

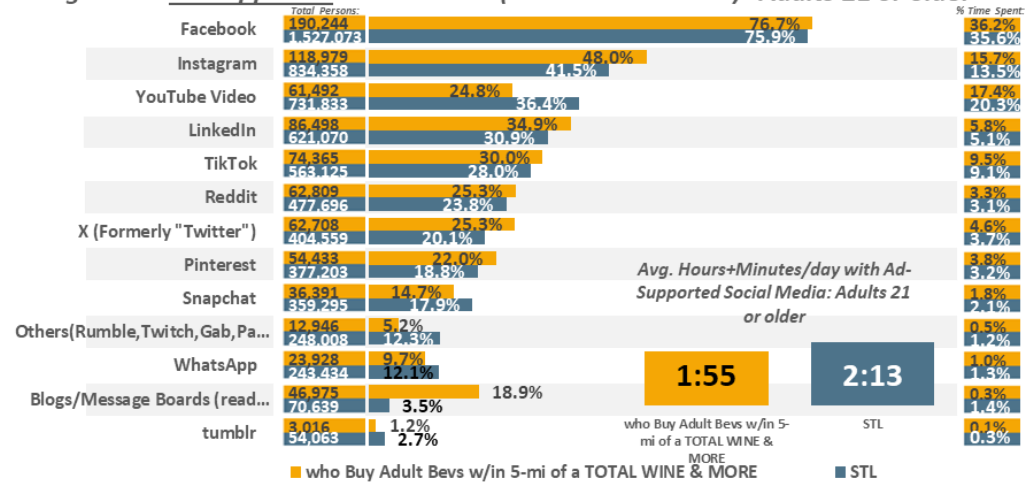
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



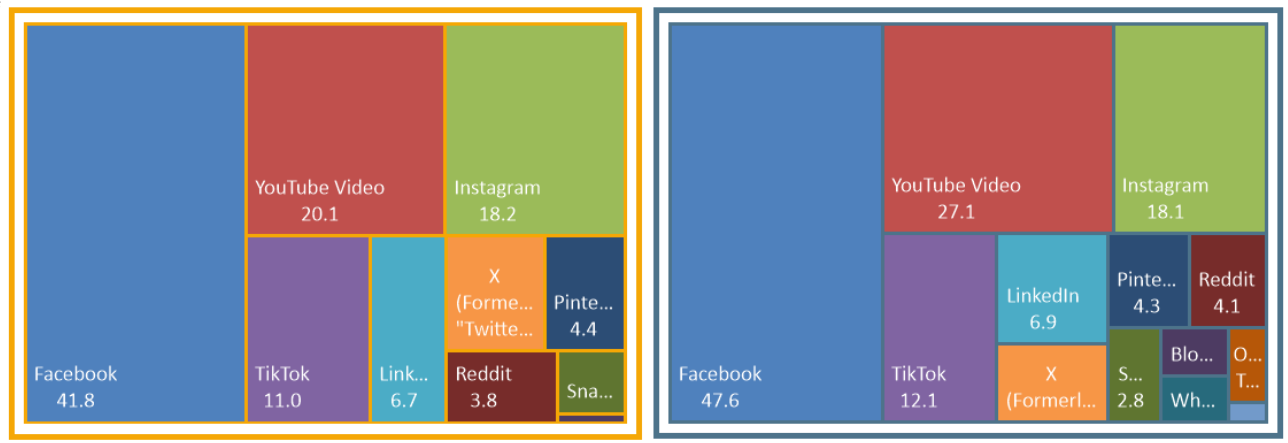
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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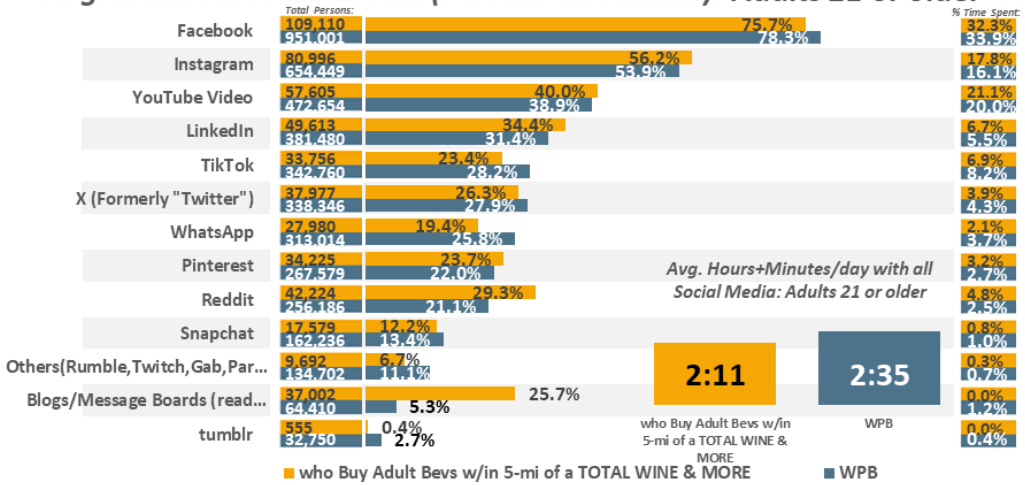
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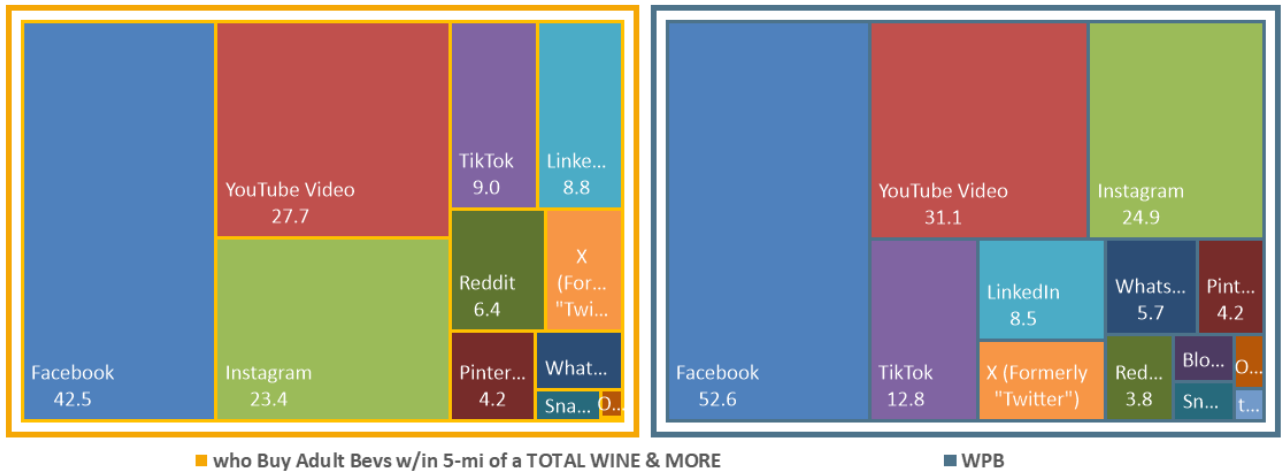
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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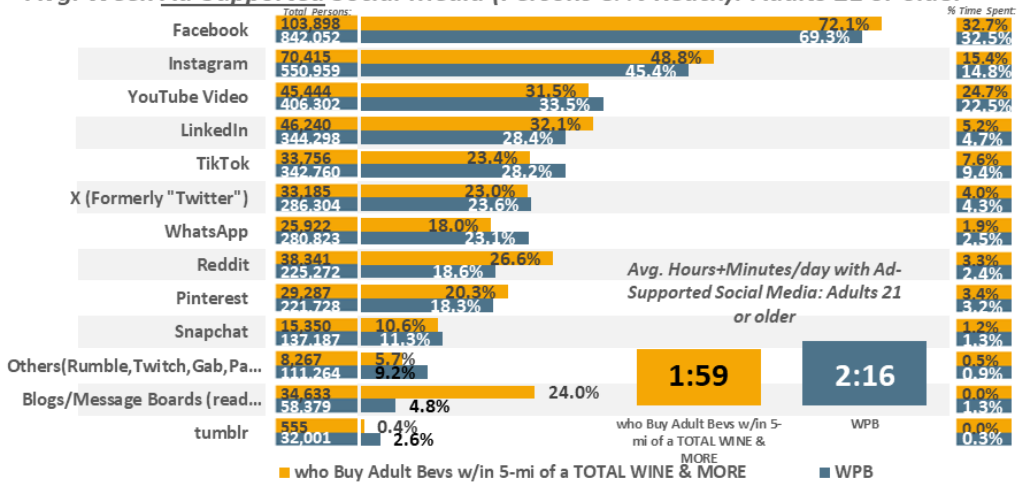
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



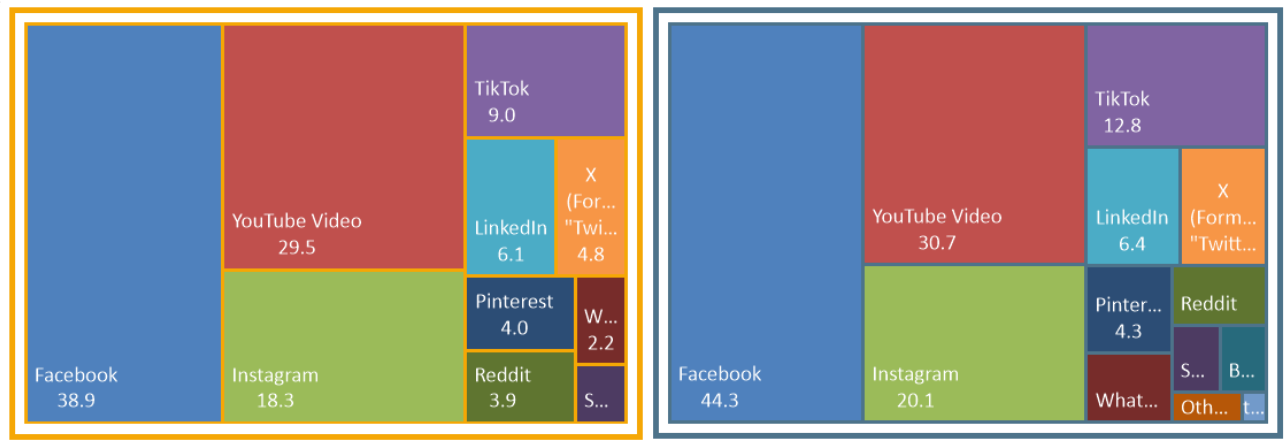
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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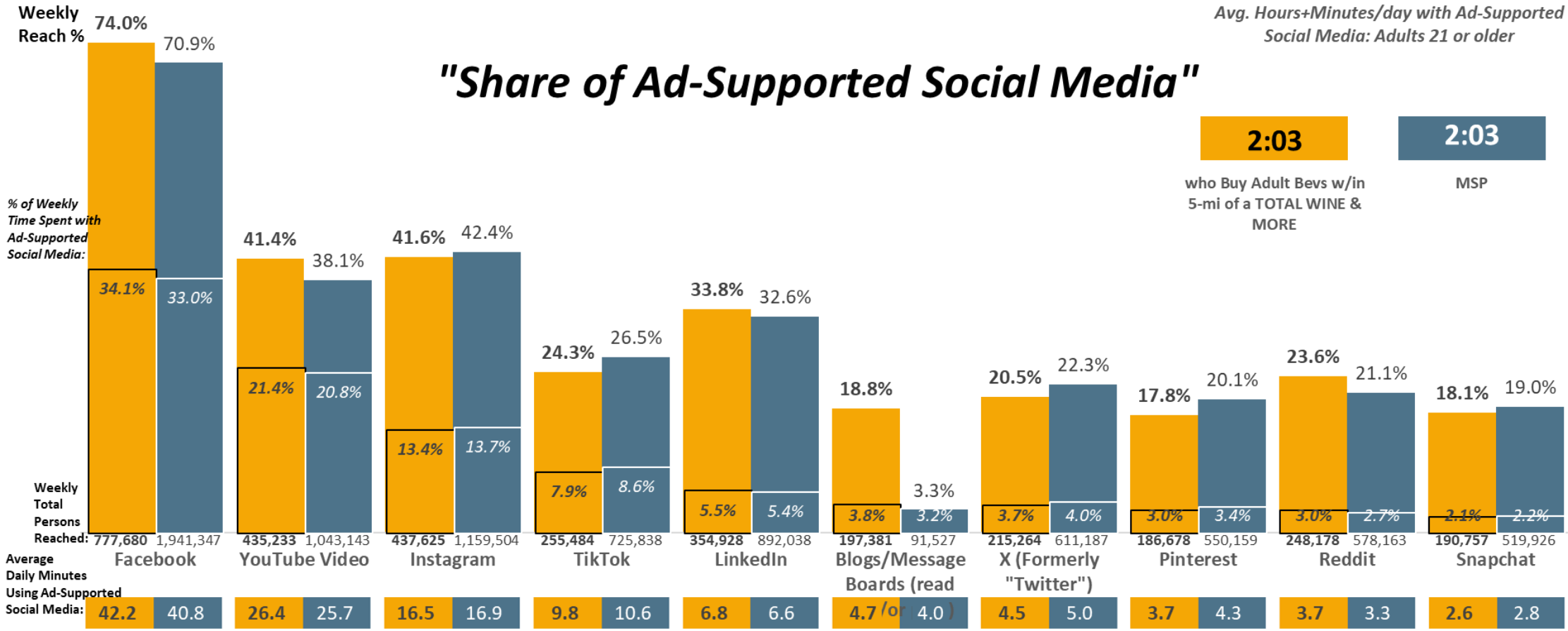
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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

"Share of Ad-Supported Social Media"



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

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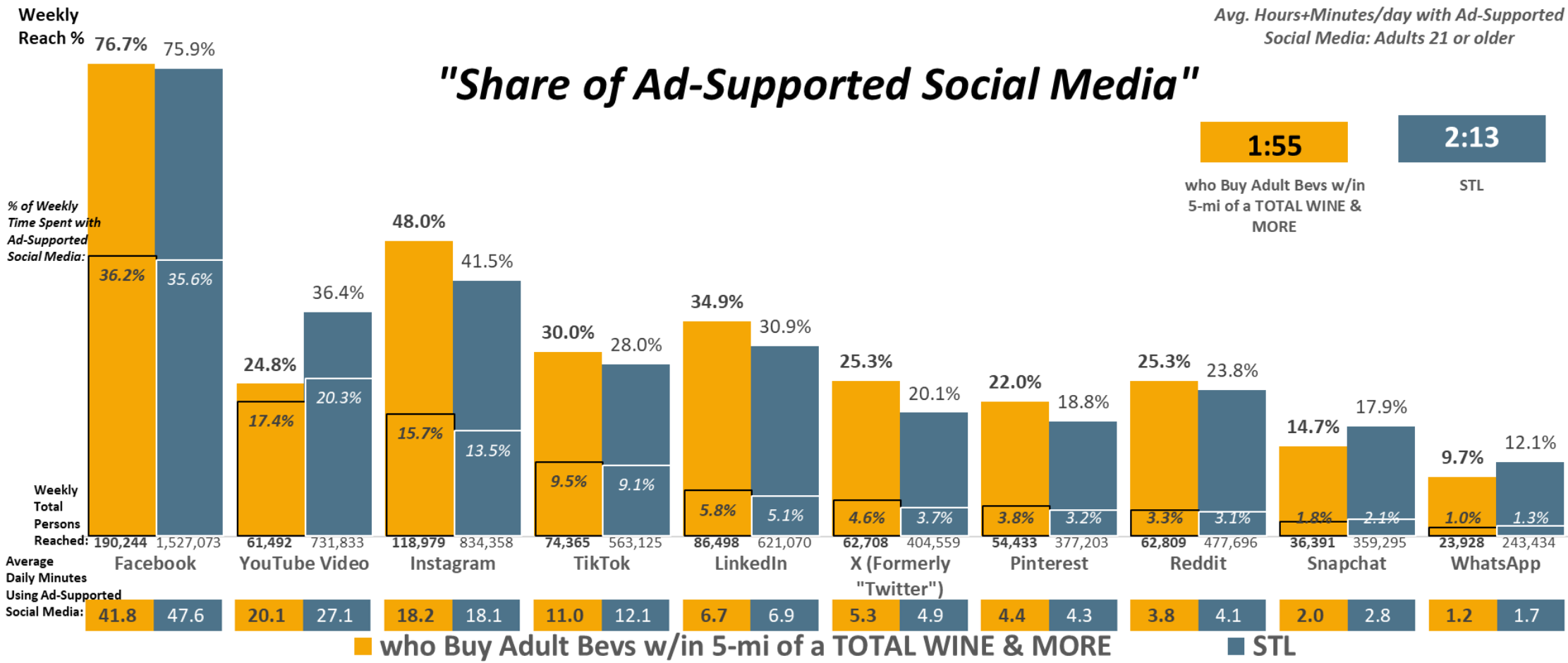
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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

"Share of Ad-Supported Social Media"



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

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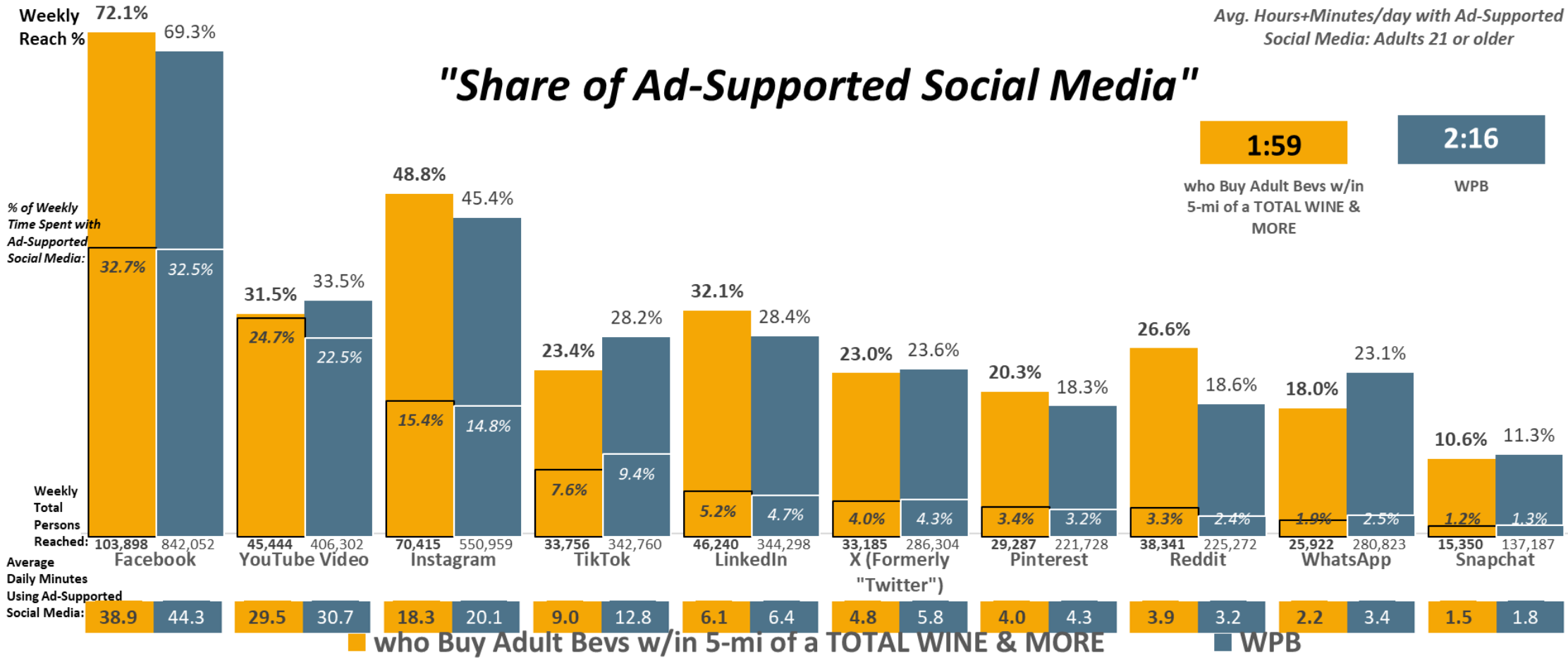
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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

"Share of Ad-Supported Social Media"



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

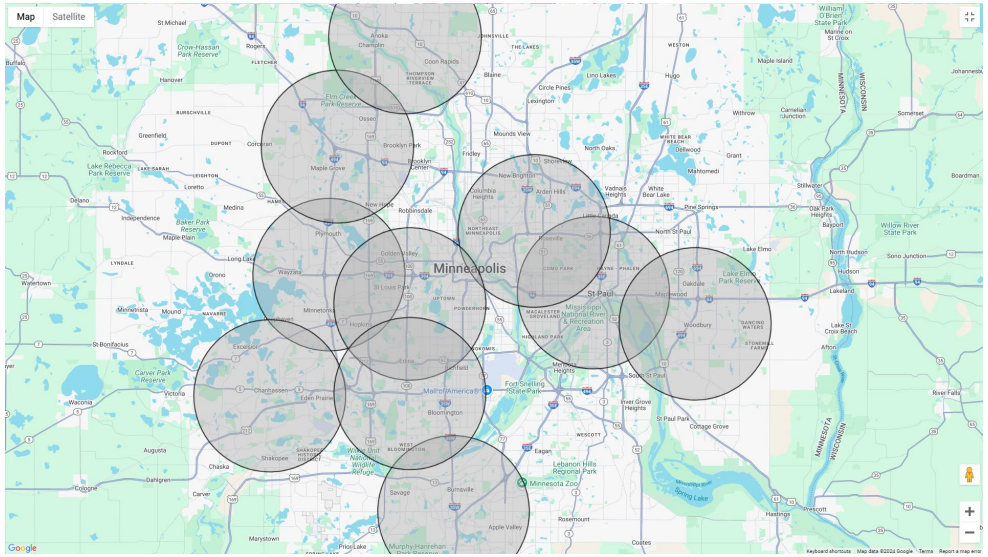
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE MSP

Top **Digital Media** reaching **MSP** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



MINNEAPOLIS-ST. PAUL (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

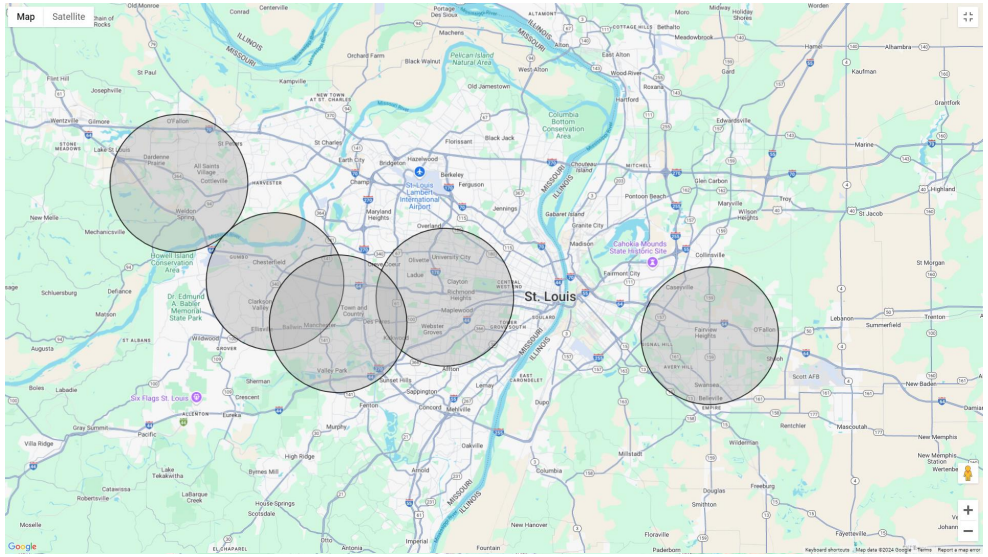
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Search apps or websites used or visited past 30 days: Google	917,439	87.2%	100
Social media apps or websites used or visited past 30 days: Facebook	786,447	74.8%	96
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	758,322	72.1%	97
Social media apps or websites used or visited past 30 days: Instagram	517,758	49.2%	97
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	478,906	45.5%	108
Newspaper/TV/Cable websites visited/apps used past 30 days: Minneapolis Star Tribune	456,045	43.4%	116
Social media apps or websites used or visited past 30 days: LinkedIn	391,693	37.2%	102
Search apps or websites used or visited past 30 days: Wikipedia	338,660	32.2%	103
Lifestyle/Entertainment apps or websites used or visited past 30 days: Zillow	310,227	29.5%	110
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	295,396	28.1%	105
Newspaper/TV/Cable websites visited/apps used past 30 days: KARE11.com/KARE NBC	282,685	26.9%	98
Social media apps or websites used or visited past 30 days: Reddit	281,112	26.7%	103
Newspaper/TV/Cable websites visited/apps used past 30 days: CBSMinnesota.com/WCCO.com/WCCO CBS	264,209	25.1%	110
Social media apps or websites used or visited past 30 days: TikTok	255,484	24.3%	88
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	253,381	24.1%	90
Traffic/Transportation/Weather apps or websites used or visited past 30 days: AccuWeather	253,334	24.1%	93
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Apple Maps	242,327	23.0%	101
Lifestyle/Entertainment apps or websites used or visited past 30 days: Nextdoor	241,157	22.9%	106
Newspaper/TV/Cable websites visited/apps used past 30 days: Fox9.com/KMSP FOX	234,451	22.3%	107
Social media apps or websites used or visited past 30 days: Snapchat	224,689	21.4%	93
Social media apps or websites used or visited past 30 days: Pinterest	224,385	21.3%	92
Lifestyle/Entertainment apps or websites used or visited past 30 days: Allrecipes	223,935	21.3%	98
Lifestyle/Entertainment apps or websites used or visited past 30 days: IMDb	222,755	21.2%	116
Search apps or websites used or visited past 30 days: Bing	220,978	21.0%	98

Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE STL

Top **Digital Media** reaching **STL** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



ST. LOUIS (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

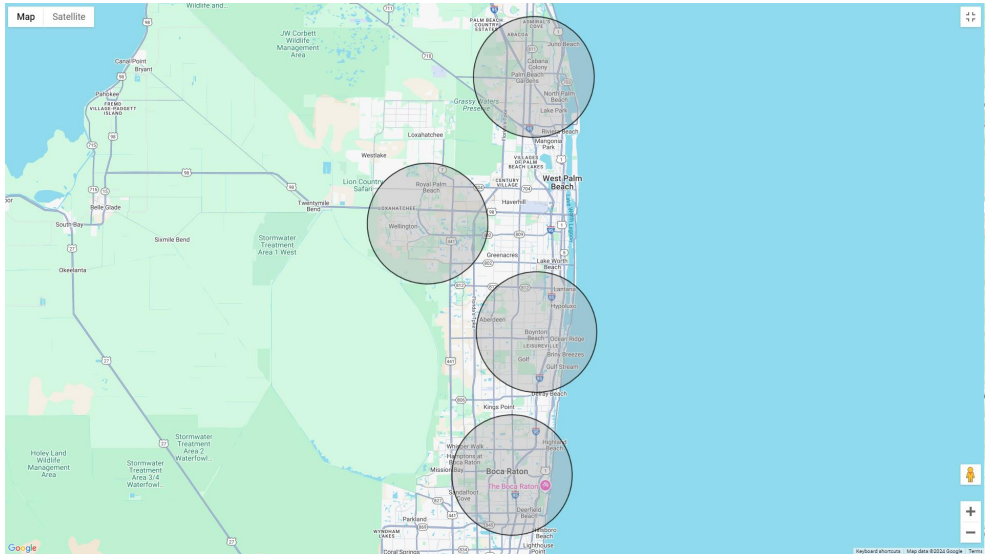
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Search apps or websites used or visited past 30 days: Google	229,987	92.8%	102
Social media apps or websites used or visited past 30 days: Facebook	210,207	84.8%	111
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	182,800	73.7%	103
Social media apps or websites used or visited past 30 days: Instagram	143,197	57.8%	122
Newspaper/TV/Cable websites visited/apps used past 30 days: St. Louis Post-Dispatch/STLToday.com	129,968	52.4%	131
Newspaper/TV/Cable websites visited/apps used past 30 days: KMOV.com/KMOV CBS	108,995	44.0%	121
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	107,878	43.5%	106
Newspaper/TV/Cable websites visited/apps used past 30 days: KSDK.com/KSDK NBC	105,761	42.7%	130
Social media apps or websites used or visited past 30 days: LinkedIn	97,107	39.2%	115
Newspaper/TV/Cable websites visited/apps used past 30 days: Spectrum/Charter	88,353	35.6%	129
Newspaper/TV/Cable websites visited/apps used past 30 days: FOX2Now.com/KTVI FOX	86,971	35.1%	125
Search apps or websites used or visited past 30 days: Wikipedia	82,670	33.3%	98
Lifestyle/Entertainment apps or websites used or visited past 30 days: Zillow	78,451	31.6%	119
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	75,087	30.3%	136
Social media apps or websites used or visited past 30 days: TikTok	74,365	30.0%	104
Social media apps or websites used or visited past 30 days: Reddit	72,373	29.2%	107
Social media apps or websites used or visited past 30 days: Pinterest	66,558	26.8%	121
Traffic/Transportation/Weather apps or websites used or visited past 30 days: AccuWeather	59,070	23.8%	92
Lifestyle/Entertainment apps or websites used or visited past 30 days: IMDb	57,796	23.3%	123
Lifestyle/Entertainment apps or websites used or visited past 30 days: Yahoo!	57,254	23.1%	137
Lifestyle/Entertainment apps or websites used or visited past 30 days: Nextdoor	55,984	22.6%	115
Media/Sports apps or websites used or visited past 30 days: ESPN	53,674	21.6%	135
Media/Sports apps or websites used or visited past 30 days: St. Louis Cardinals	50,430	20.3%	125

Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

WPB

Top **Digital Media** reaching **WPB** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.

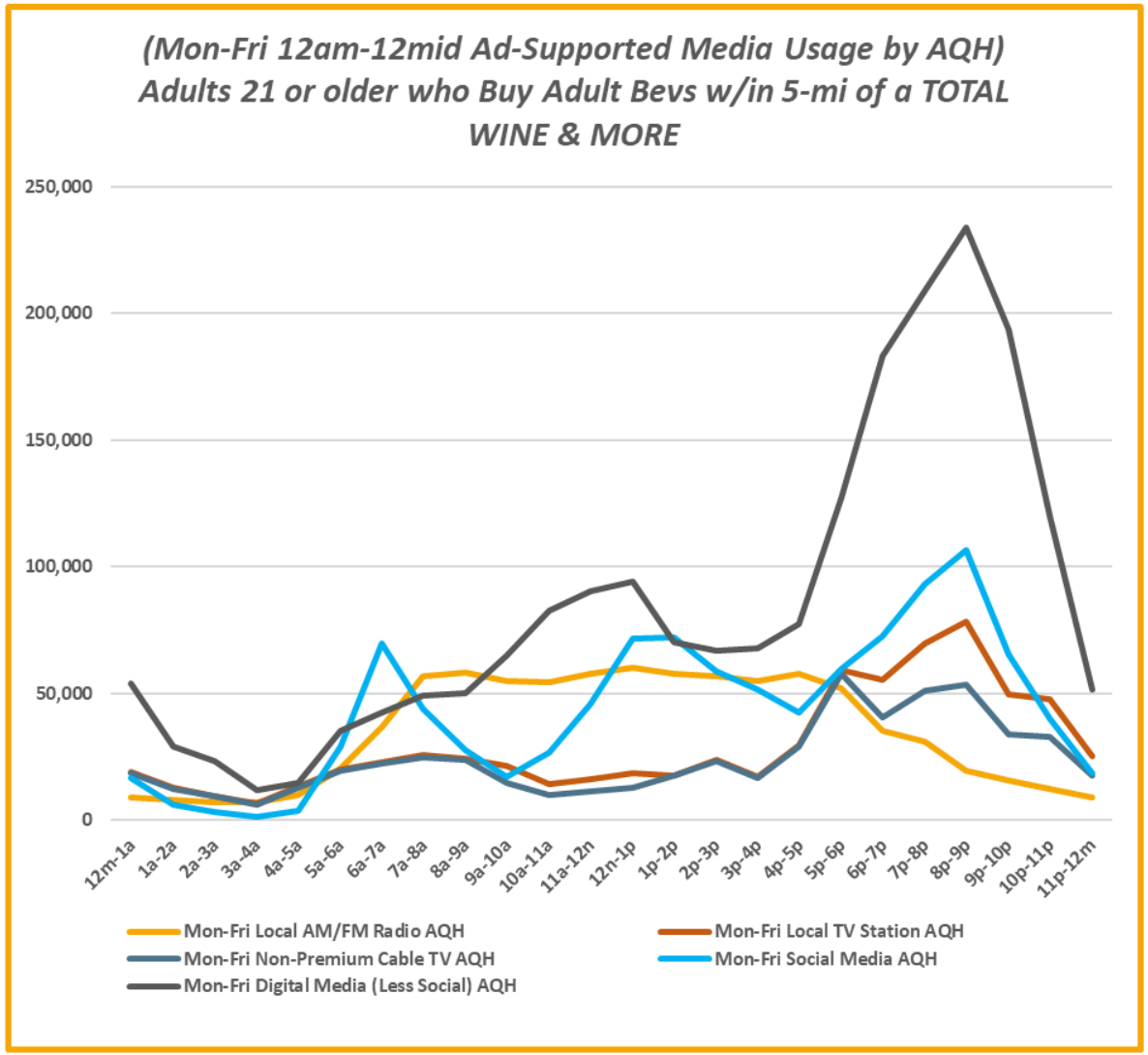


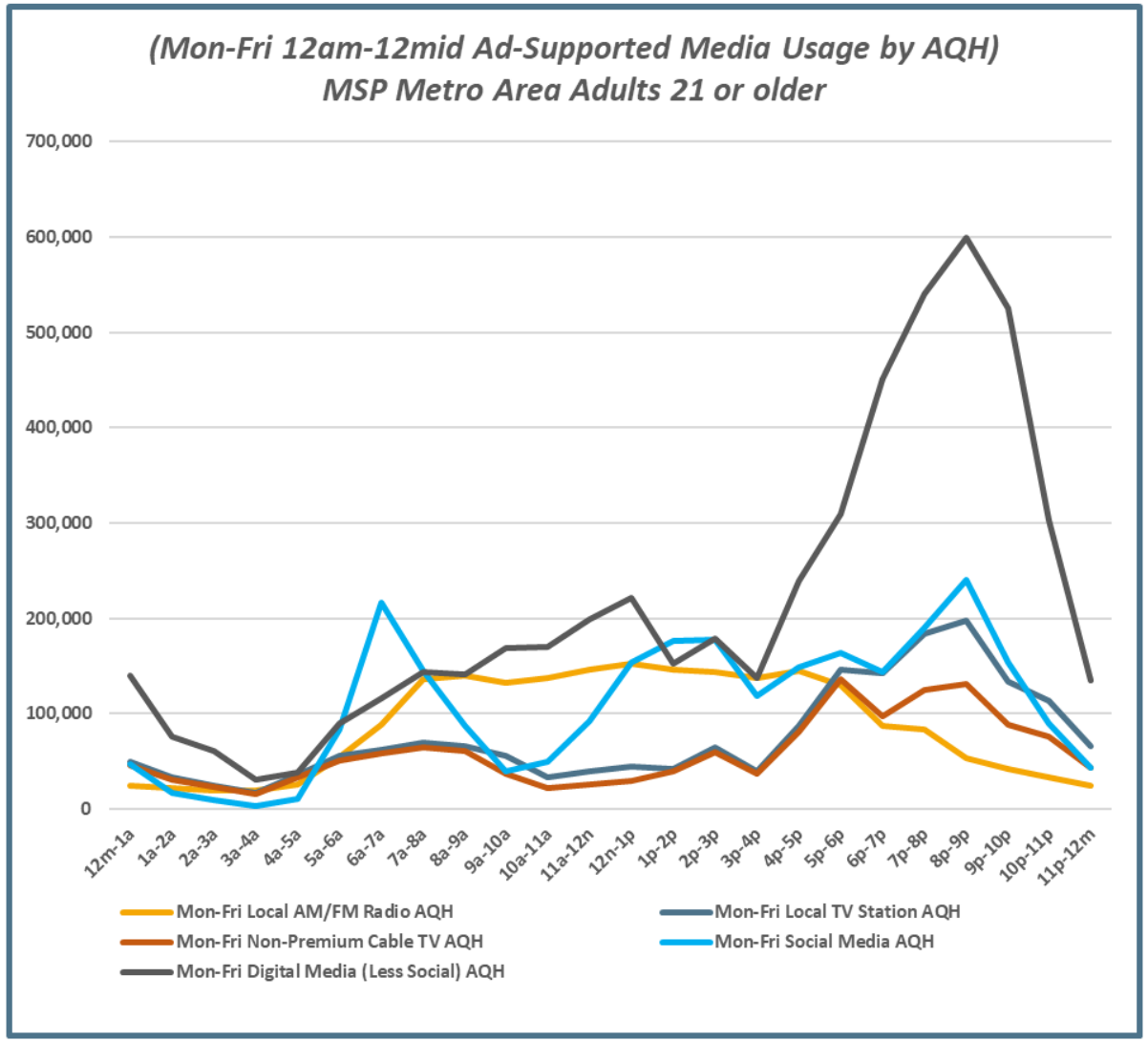
WEST PALM BEACH-BOCA RATON (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Search apps or websites used or visited past 30 days: Google	121,945	84.6%	95
Social media apps or websites used or visited past 30 days: Facebook	109,110	75.7%	98
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	106,157	73.6%	99
Social media apps or websites used or visited past 30 days: Instagram	80,996	56.2%	108
Lifestyle/Entertainment apps or websites used or visited past 30 days: Nextdoor	63,107	43.8%	136
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	57,420	39.8%	106
Social media apps or websites used or visited past 30 days: LinkedIn	49,613	34.4%	104
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	49,025	34.0%	91
Search apps or websites used or visited past 30 days: Wikipedia	46,567	32.3%	78
Lifestyle/Entertainment apps or websites used or visited past 30 days: Zillow	45,088	31.3%	103
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Waze	44,640	31.0%	97
Social media apps or websites used or visited past 30 days: Reddit	42,224	29.3%	125
Traffic/Transportation/Weather apps or websites used or visited past 30 days: AccuWeather	42,166	29.2%	112
Media/Sports apps or websites used or visited past 30 days: FOXNews	40,367	28.0%	129
Newspaper/TV/Cable websites visited/apps used past 30 days: WPTV 5	40,131	27.8%	119
Search apps or websites used or visited past 30 days: Bing	40,072	27.8%	126
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	37,977	26.3%	121
Newspaper/TV/Cable websites visited/apps used past 30 days: Palm Beach Post	37,034	25.7%	126
Media/Sports apps or websites used or visited past 30 days: ESPN	36,784	25.5%	139
Lifestyle/Entertainment apps or websites used or visited past 30 days: IMDb	35,635	24.7%	112
Social media apps or websites used or visited past 30 days: Pinterest	34,225	23.7%	98
Social media apps or websites used or visited past 30 days: TikTok	33,756	23.4%	89
Newspaper/TV/Cable websites visited/apps used past 30 days: WPBF 25	31,082	21.6%	111
Newspaper/TV/Cable websites visited/apps used past 30 days: Sun Sentinel	29,871	20.7%	129
Lifestyle/Entertainment apps or websites used or visited past 30 days: Yahoo!	29,732	20.6%	88

Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 82,031; Local Radio: 53,288; Social Media: 50,729; Local TV: 26,502; Non-Prem. Cable: 23,269 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MO





MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

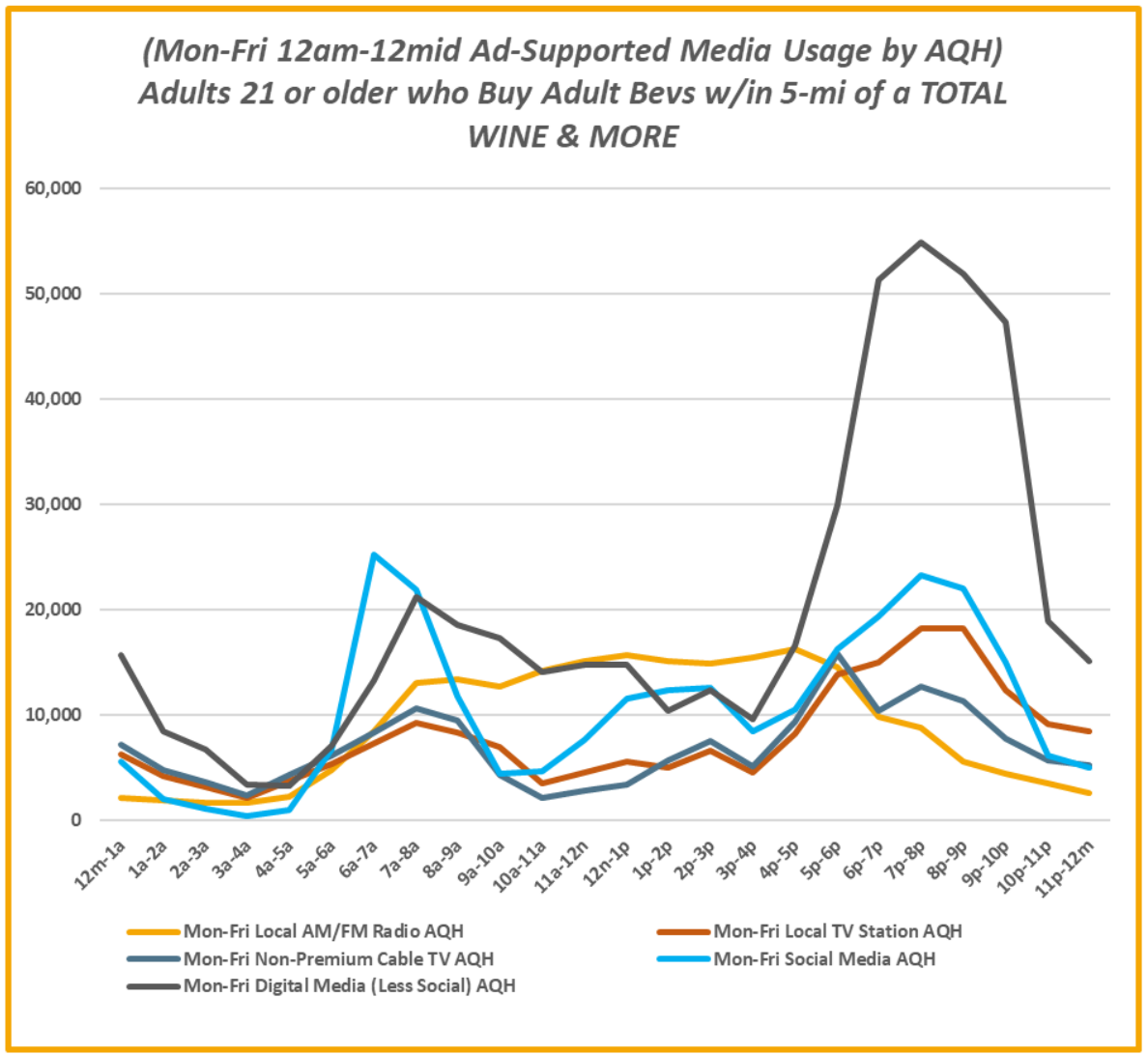
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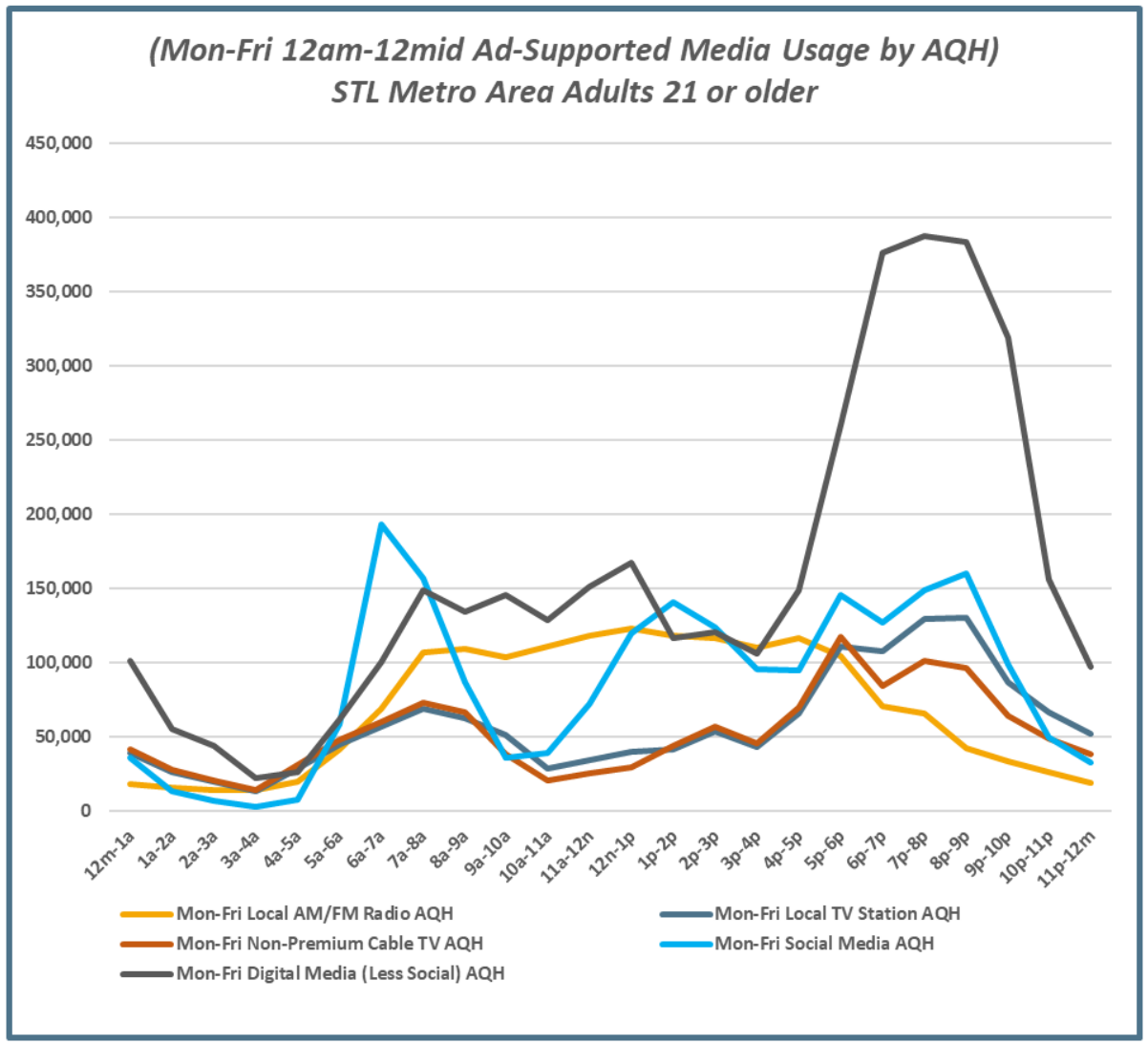
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 18,781; Local Radio: 13,741; Social Media: 12,825; Local TV: 7,597; Non-Prem. Cable: 7,320 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE





STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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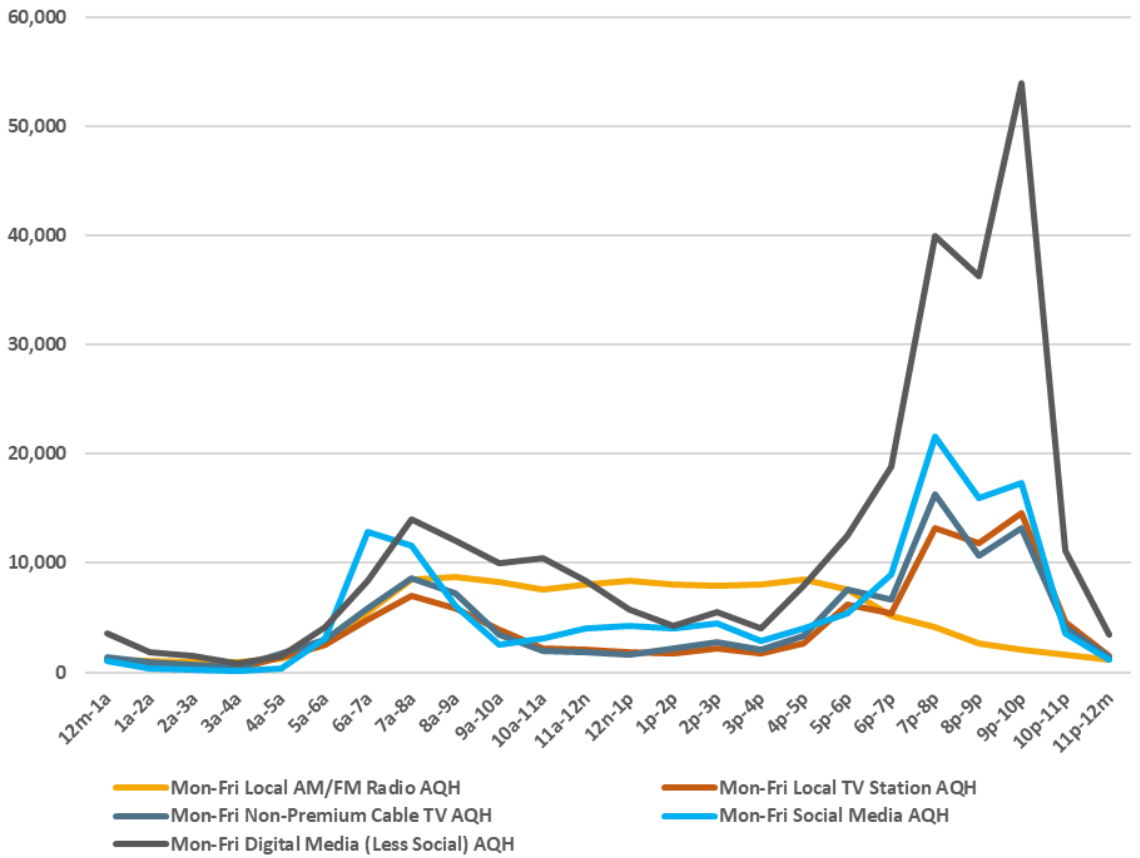
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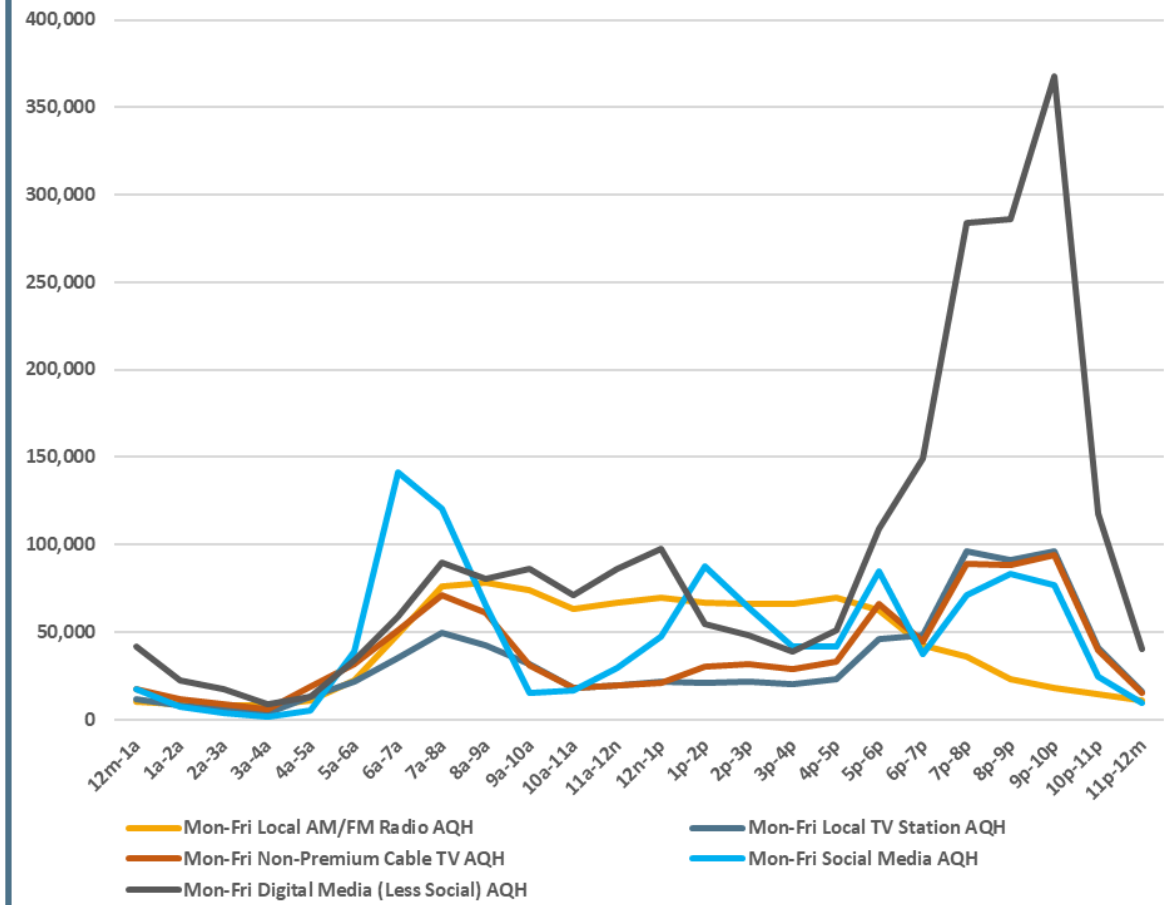
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,423; Local Radio: 7,725; Social Media: 5,721; Non-Prem. Cable: 4,242; Local TV: 3,663 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

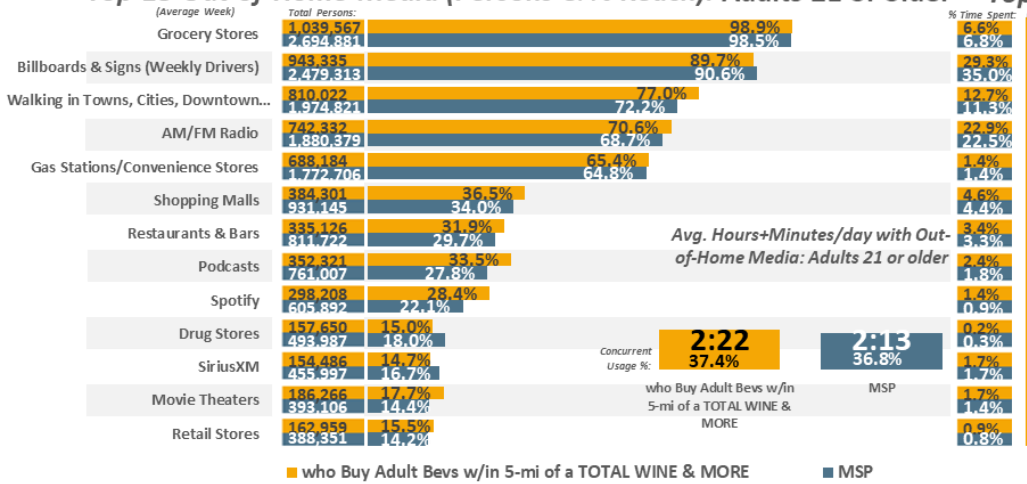
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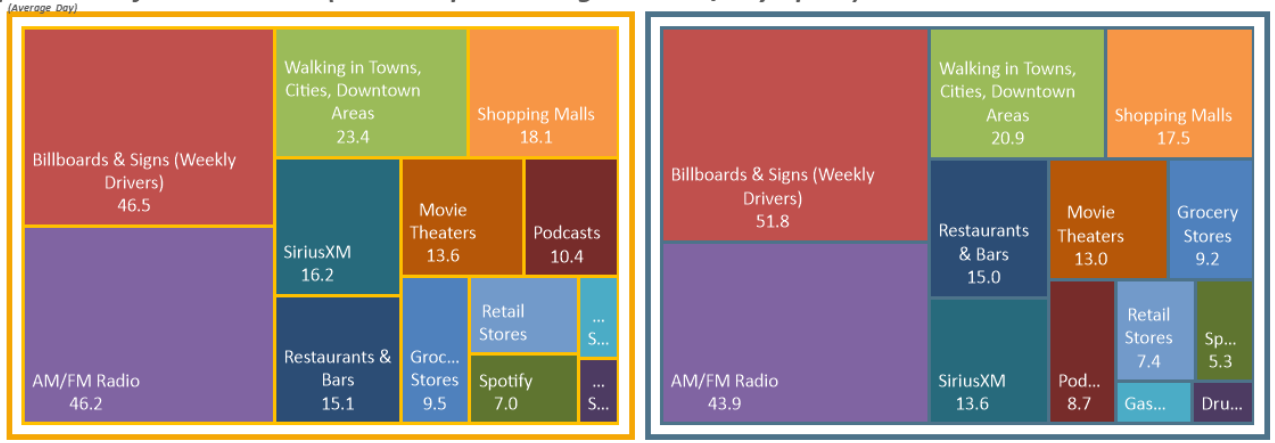
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

943,335 or 89.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 46.5 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

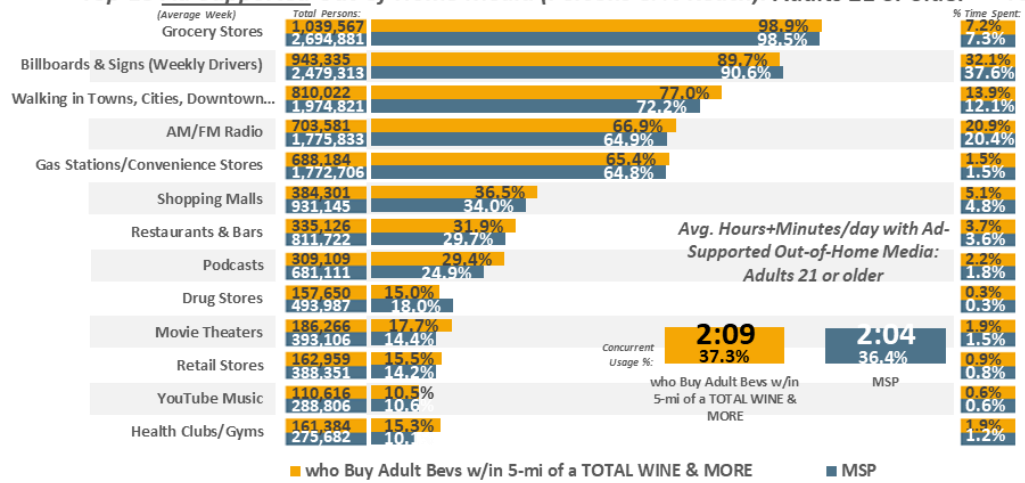
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



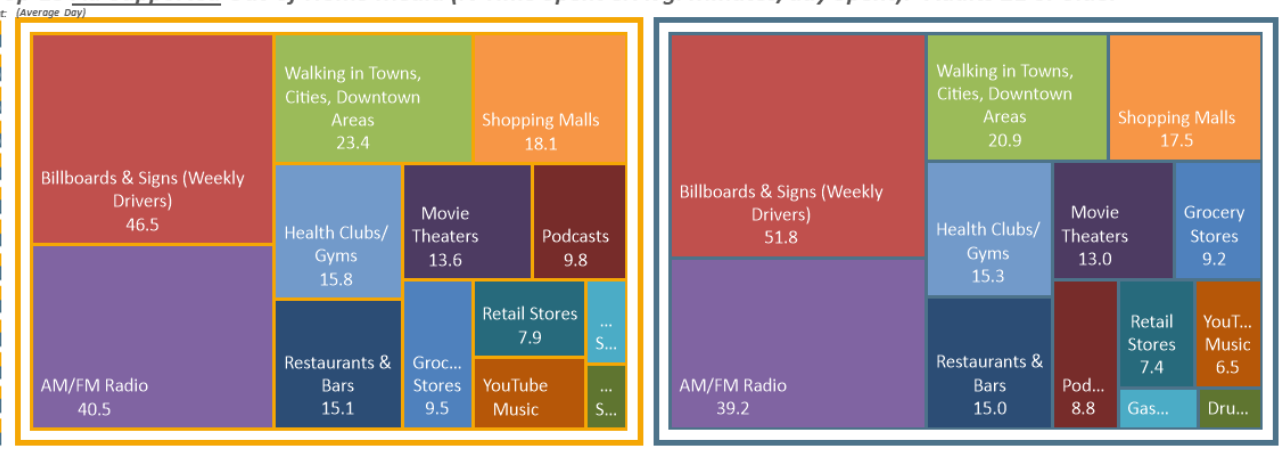
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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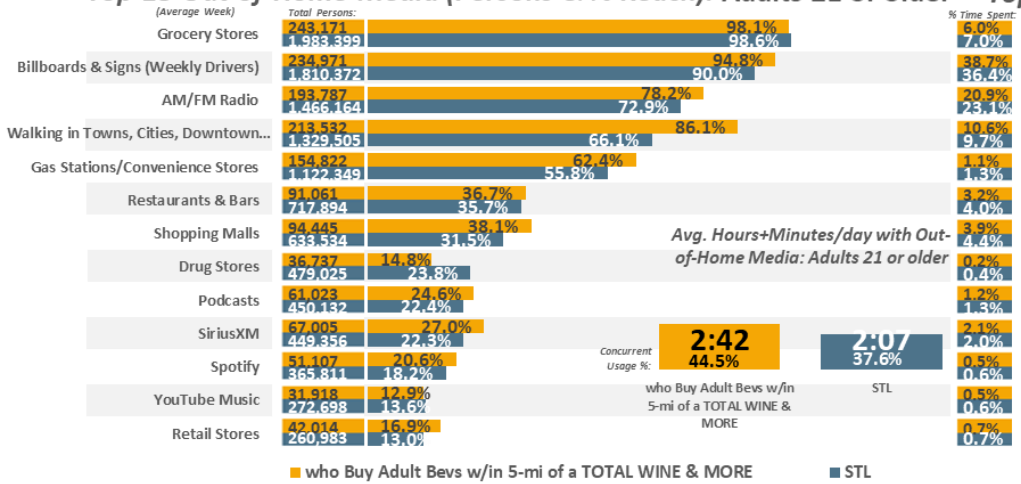
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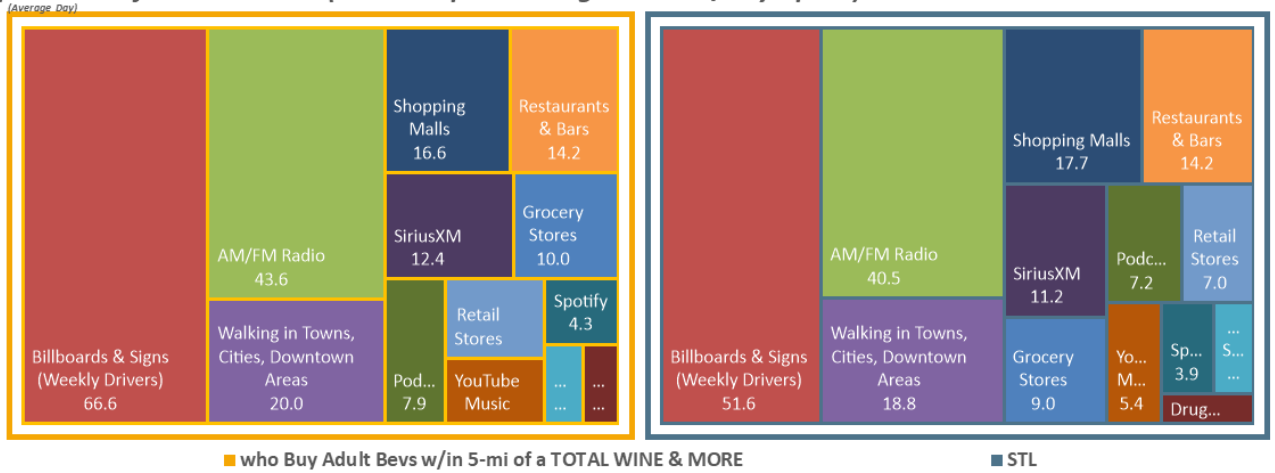
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

234,971 or 94.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

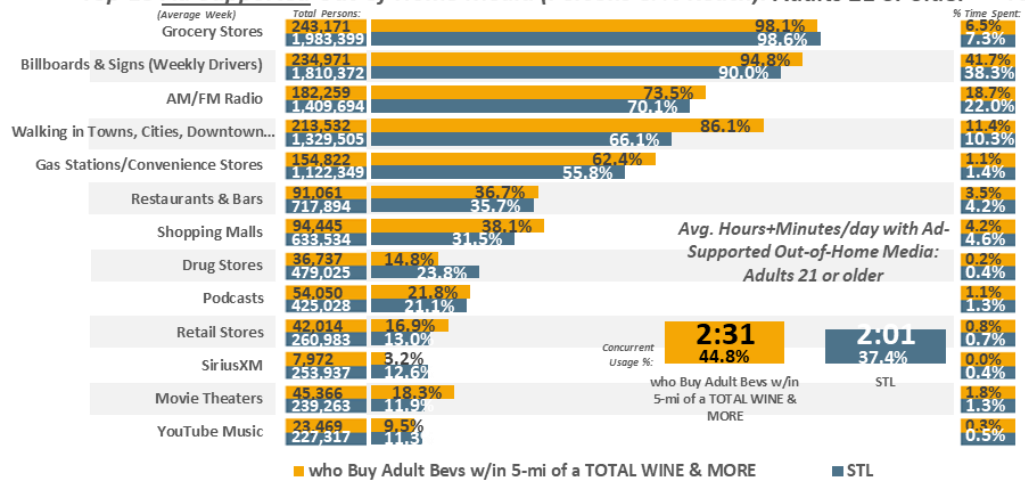
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



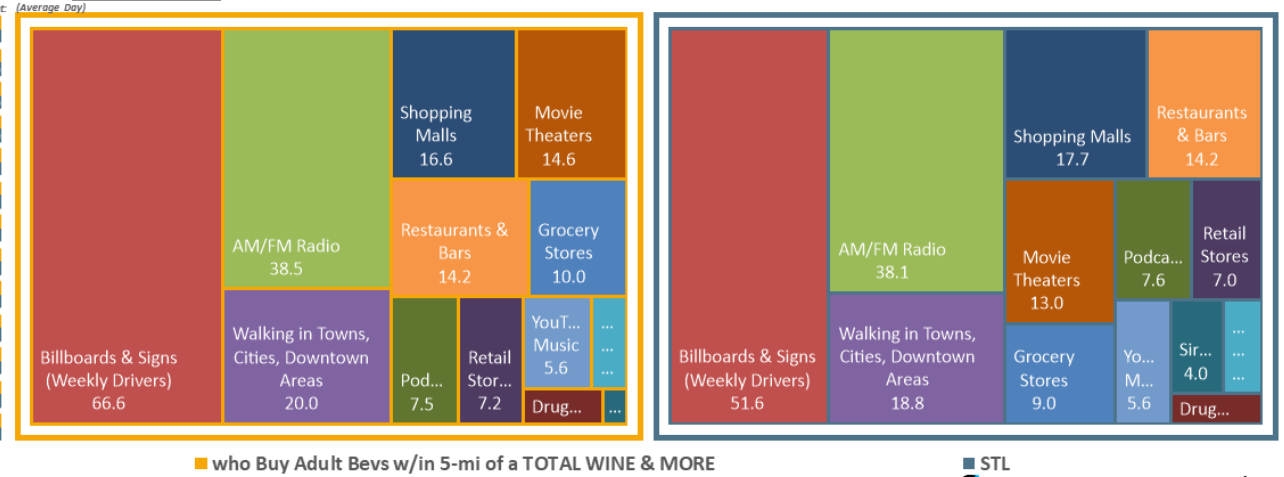
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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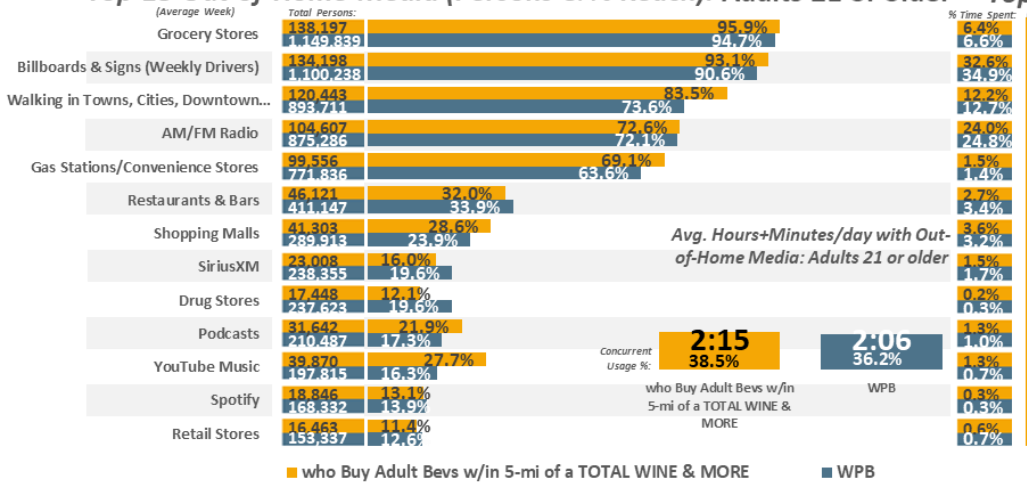
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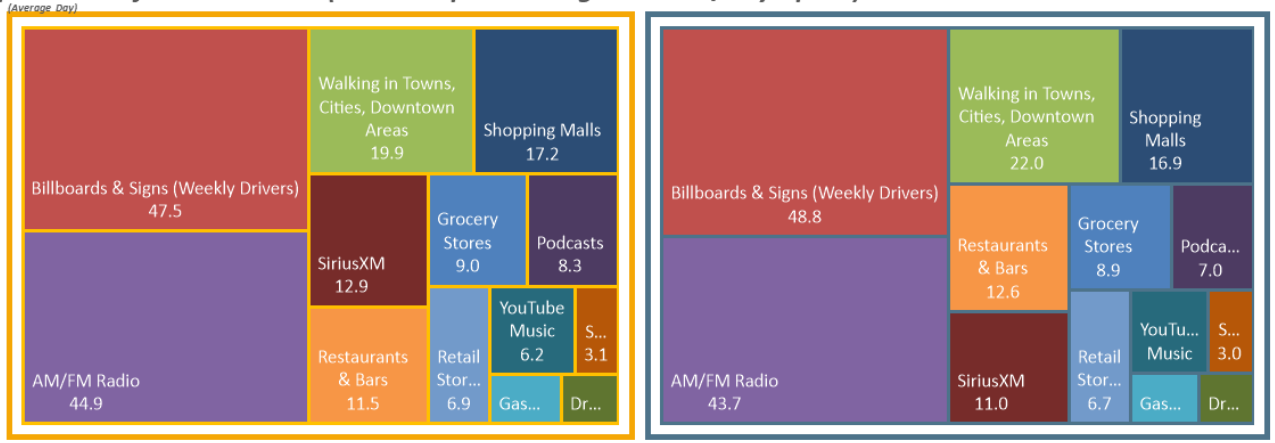
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

134,198 or 93.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

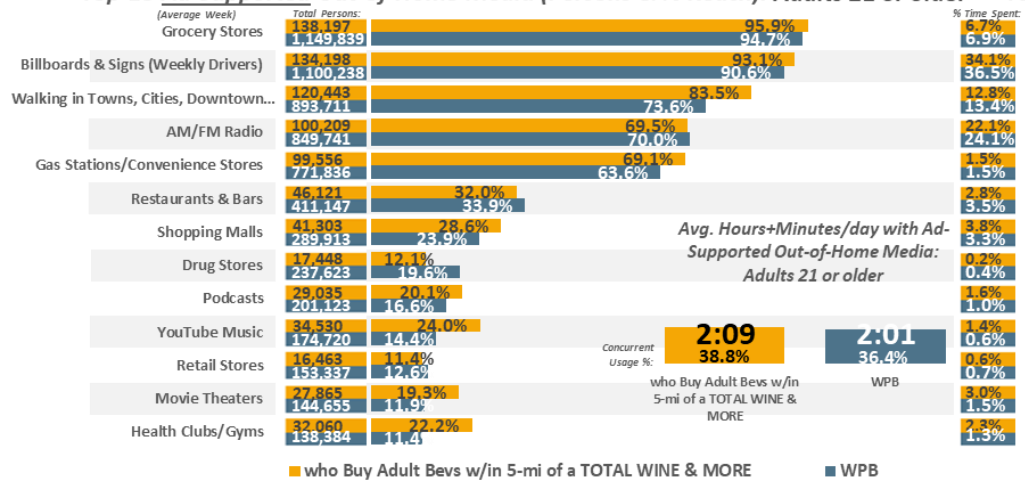
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



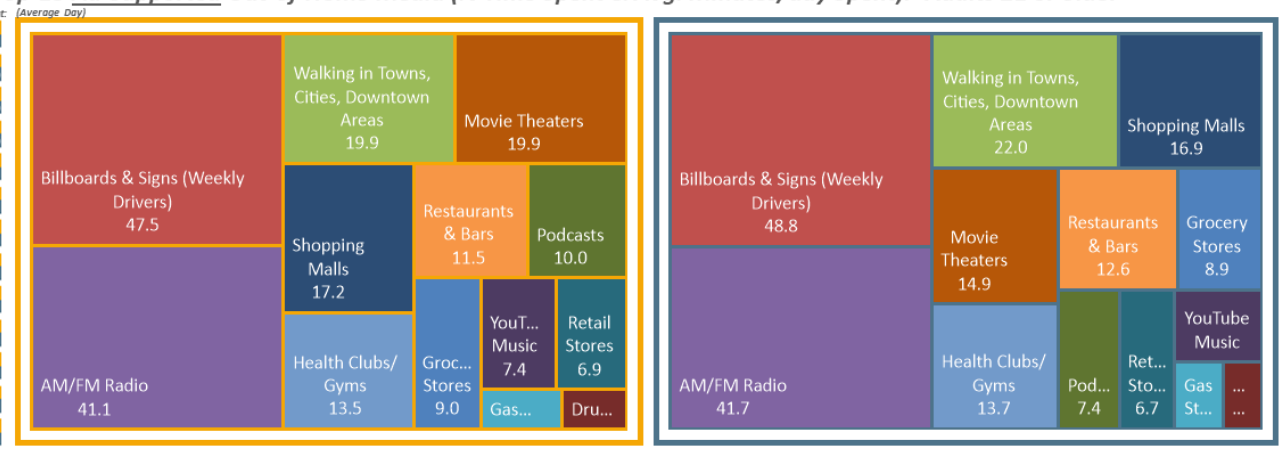
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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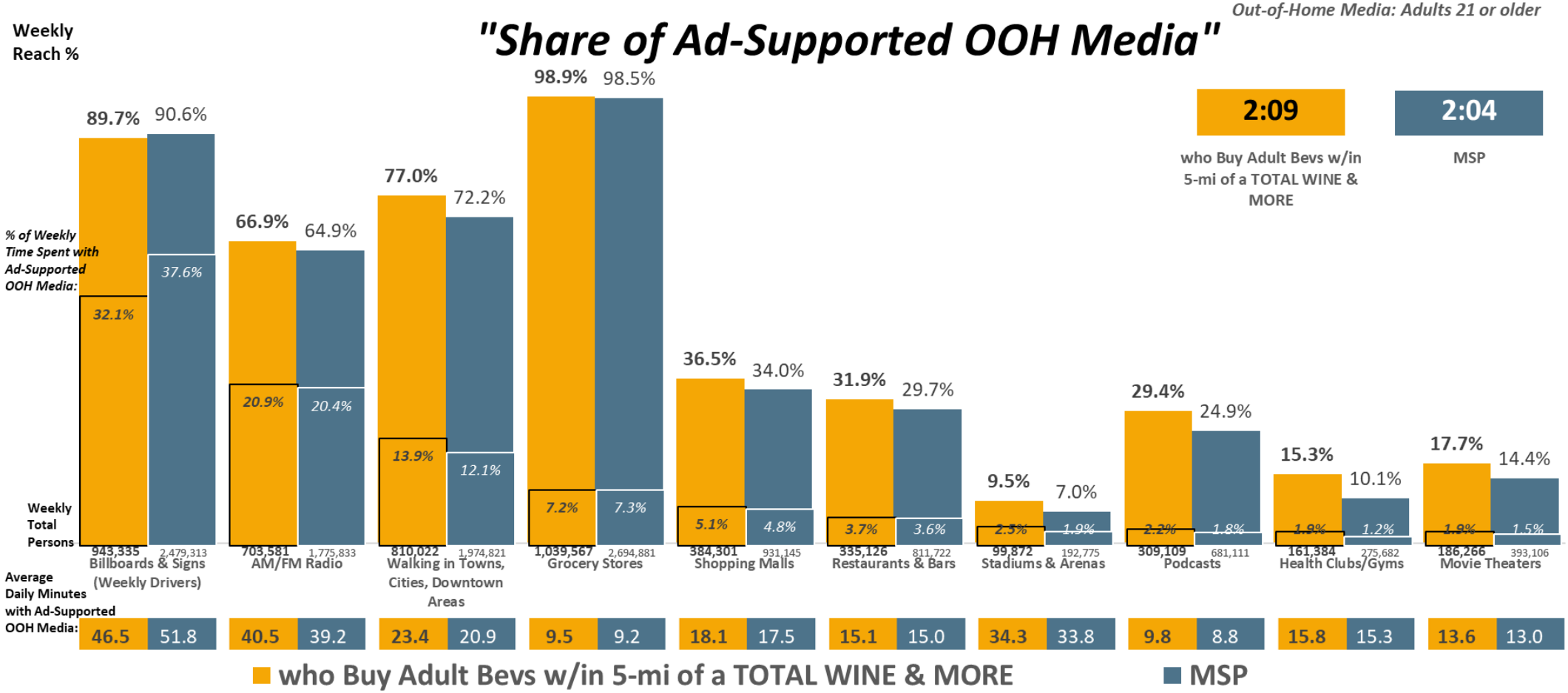
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

943,335 or 89.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 46.5 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,362

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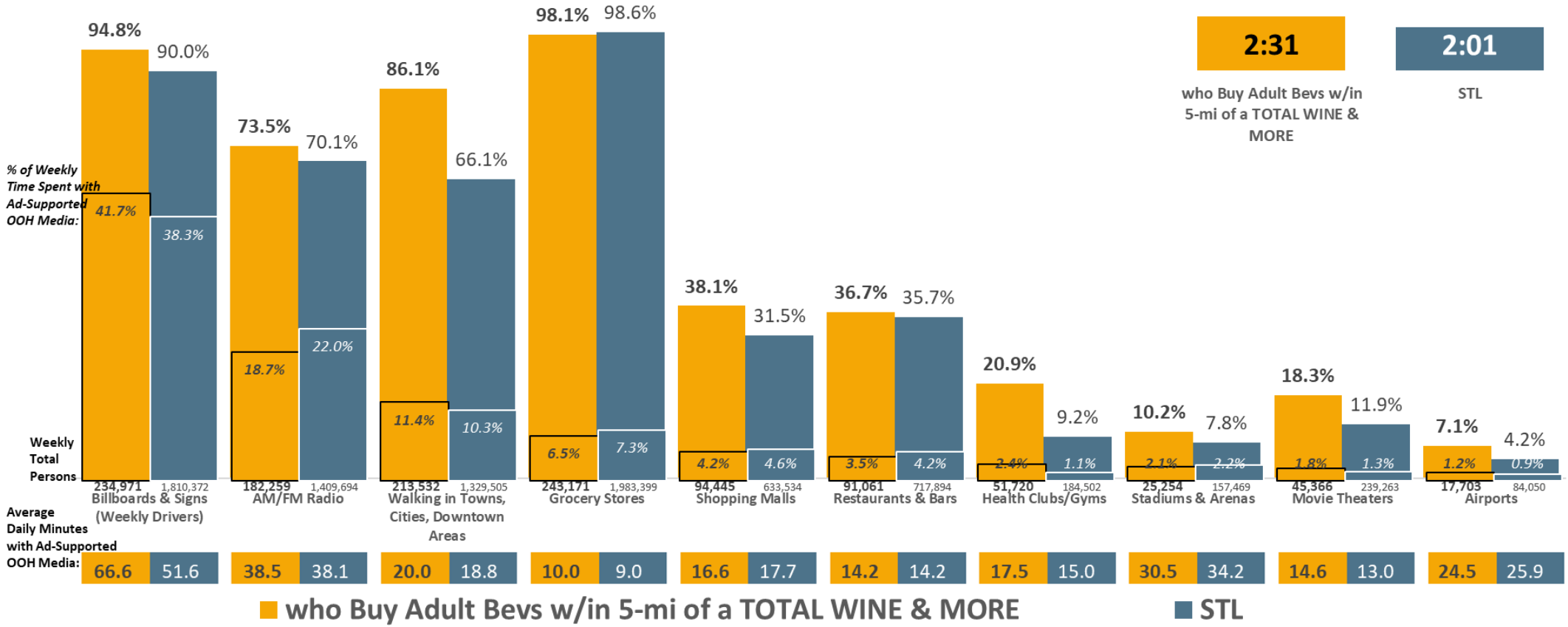
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

234,971 or 94.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 41.7% 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

"Share of Ad-Supported OOH Media"



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,720

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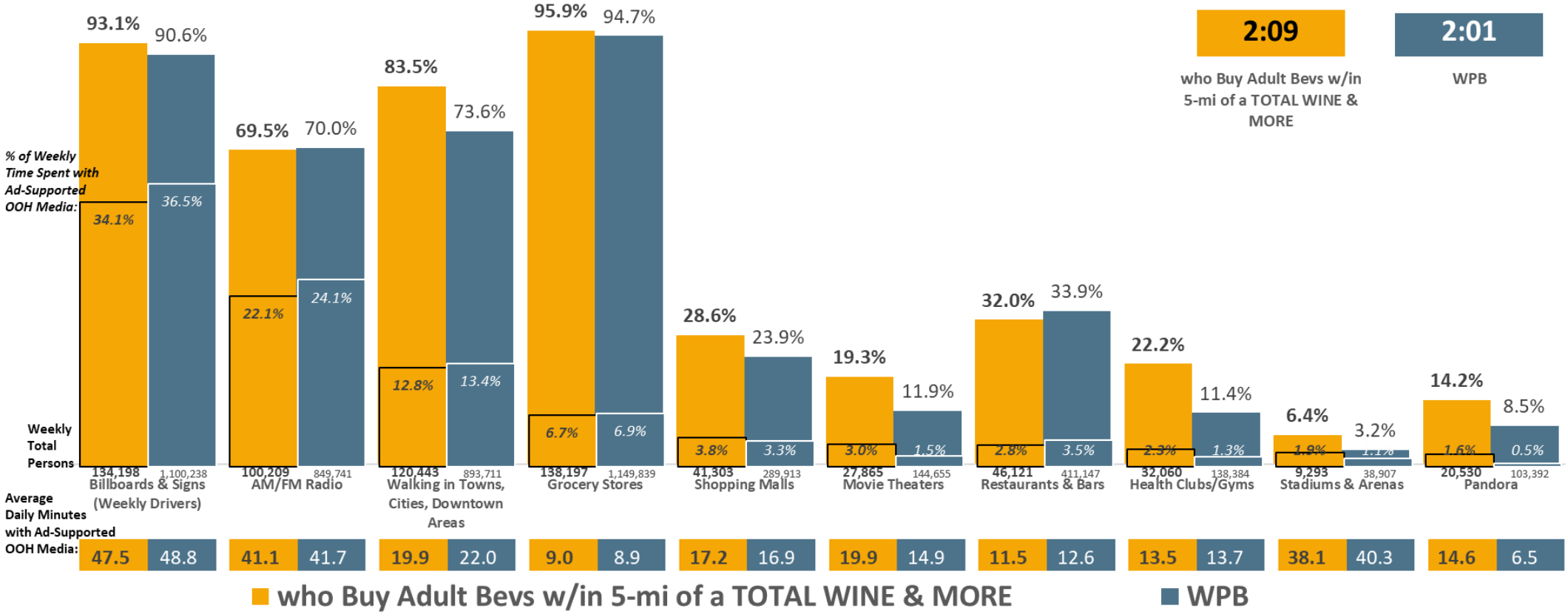
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

134,198 or 93.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 47.5 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 WEST PALM BEACH-BOCA RATON Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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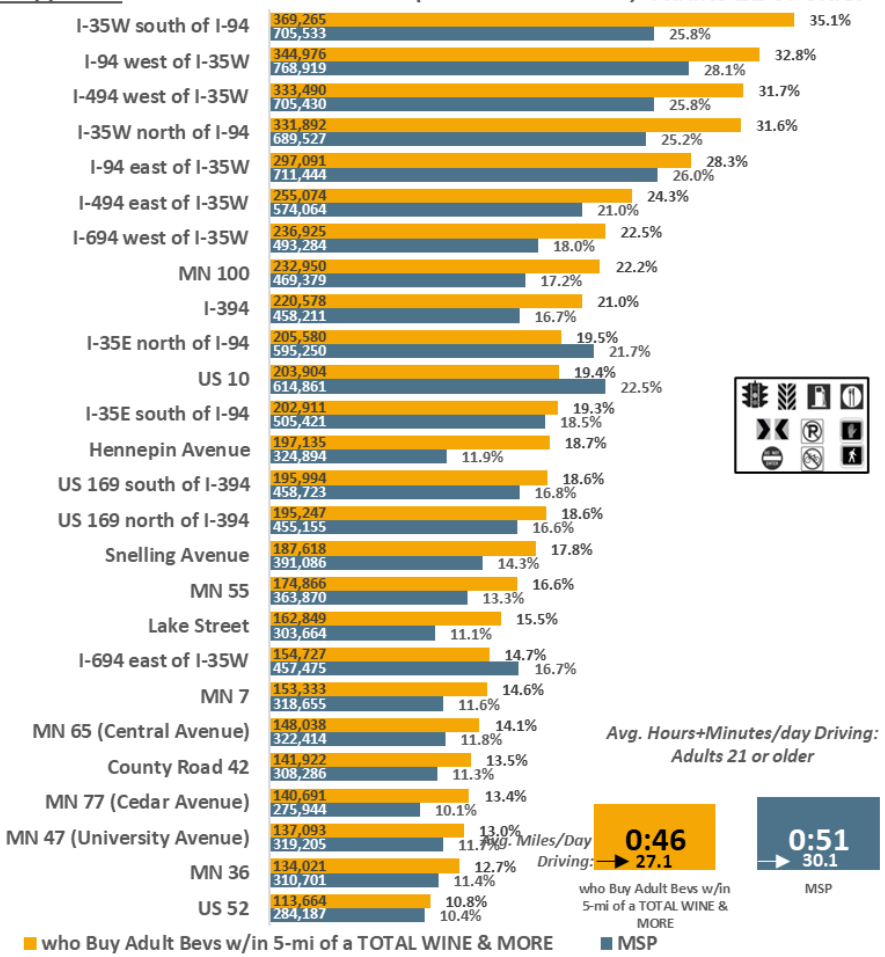
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

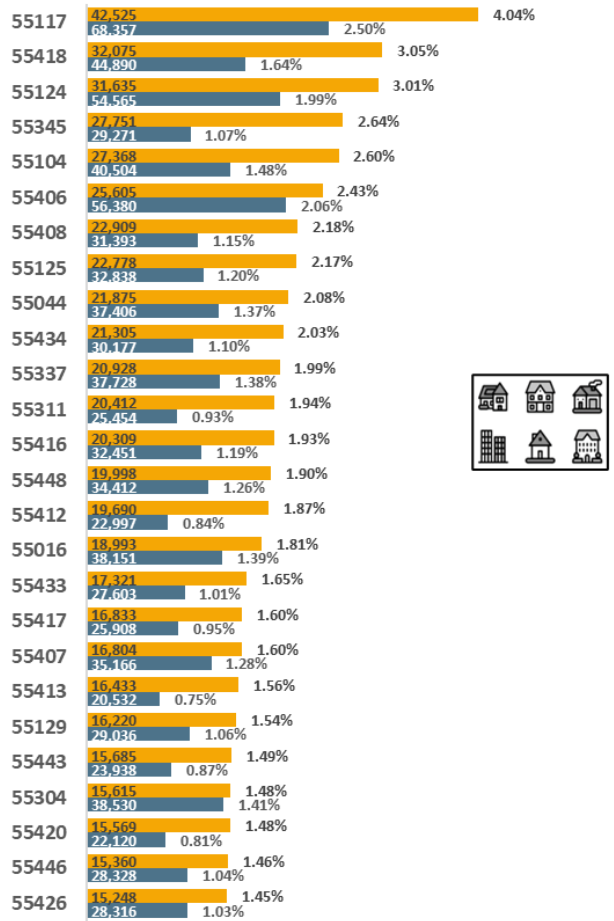
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

943,335 or 89.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 46.5 minutes per day driving an average of 27.1 miles each day and are 57.9% more likely to use Hennepin Avenue than the Metro average.

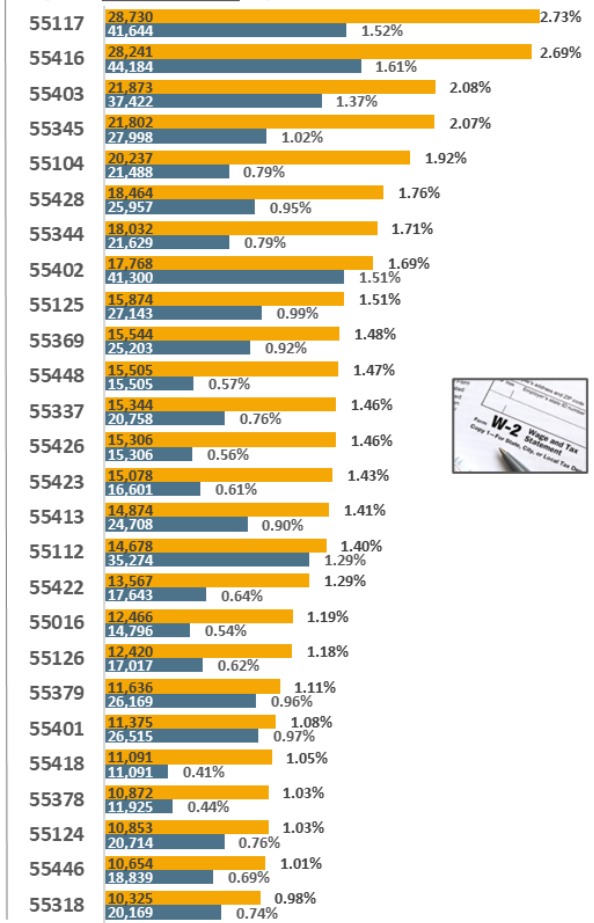
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

234,971 or 94.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 66.6 minutes per day driving an average of 38.8 miles each day and are 89.3% more likely to use Manchester Road/Highway 100 than the Metro avera

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

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		STL	
I-64/Highway 40	156,020	62.9%	930,737	46.3%
I-270	141,063	56.9%	942,205	46.8%
I-70	113,680	45.9%	832,226	41.4%
I-44/Highway 44	111,970	45.2%	605,449	30.1%
Manchester Road/Highway 100	89,568	36.1%	383,898	19.1%
I-55	73,844	29.8%	609,334	30.3%
Lindbergh Blvd	68,824	27.8%	536,952	26.7%
I-170/Highway 170	67,445	27.2%	470,165	23.4%
Page Avenue	56,698	22.9%	326,107	16.2%
Highway 94	52,482	21.2%	315,406	15.7%
Highway K	41,303	16.7%	248,567	12.4%
I-255	36,629	14.8%	370,480	18.4%
Highway 67/Highway 111	31,387	12.7%	243,270	12.1%
Green Mount Road	28,128	11.3%	147,827	7.4%
Highway 370	16,692	6.7%	210,592	10.5%
Poplar Street Bridge	15,559	6.3%	136,125	6.8%
Stan Musial Veterans Memorial Bridge	11,245	4.5%	88,2[illegible]	4.4%
Martin Luther King Bridge	9,921	4.0%	85,67[illegible]	4.3%
Route 15	5,698	2.3%	75,2[illegible]	3.7%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%



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

Avg. Miles/Day Driving:

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	STL
1:06	0:51
38.8	30.0

Top-26 Residential Zip Codes: Adults 21 or older

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		STL	
62269	14,248	5.75%	41,428	2.06%
63146	12,843	5.18%	26,534	1.32%
63017	12,640	5.10%	34,009	1.69%
63116	11,935	4.81%	43,591	2.17%
63021	11,663	4.70%	43,316	2.15%
63119	11,591	4.68%	19,188	0.95%
63376	11,420	4.61%	61,230	3.04%
63304	11,118	4.48%	38,852	1.93%
63366	10,156	4.10%	33,841	1.68%
63303	10,051	4.05%	35,381	1.76%
63123	9,847	3.97%	45,214	2.25%
63122	8,710	3.51%	31,895	1.59%
63114	7,926	3.20%	49,028	2.44%
63368	7,414	2.99%	24,421	1.21%
62208	6,948	2.80%	12,97[illegible]	0.65%
63025	6,815	2.75%	10,2[illegible]	0.52%
63026	4,876	1.97%	21,530	1.07%
62226	4,565	1.84%	15,685	0.78%
63109	4,301	1.73%	20,559	1.02%
63105	4,256	1.72%	14,29[illegible]	0.71%
63011	4,001	1.61%	17,465	0.87%
62223	3,946	1.59%	11,2[illegible]	0.56%
63139	3,874	1.56%	17,853	0.89%
63113	3,791	1.53%	4[illegible]	0.21%
62220	3,711	1.50%	24,026	1.19%
63385	3,596	1.45%	33,698	1.68%



Top-26 Employment Zip Codes: Adults 21 or older

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		STL	
63005	8,702	3.51%	22,436	1.12%
63114	8,309	3.35%	28,565	1.42%
63119	8,050	3.25%	19,576	0.97%
63110	7,766	3.13%	45,702	2.27%
62269	7,350	2.96%	26,801	1.33%
63376	7,025	2.83%	32,213	1.60%
63146	6,227	2.51%	29,359	1.46%
63105	5,963	2.41%	24,588	1.22%
63367	5,935	2.39%	26,311	1.31%
63141	5,137	2.07%	16,492	0.82%
63131	5,033	2.03%	9,933	0.49%
63304	4,639	1.87%	22,995	1.14%
63113	4,367	1.76%	4,3[illegible]	0.22%
63179	4,245	1.71%	4,2	0.21%
63017	4,069	1.64%	14,322	0.71%
63368	3,599	1.45%	11,964	0.59%
63116	3,556	1.43%	18,924	0.94%
63011	3,331	1.34%	9,443	0.47%
63025	3,317	1.34%	5,41[illegible]	0.27%
63021	3,299	1.33%	13,633	0.68%
63112	3,107	1.25%	5,77[illegible]	0.29%
63301	3,048	1.23%	24,024	1.19%
63366	2,934	1.18%	11,913	0.59%
63103	2,534	1.02%	13,496	0.67%
63130	2,480	1.00%	12,684	0.63%
62226	2,385	0.96%	10,396	0.52%



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■ who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE ■ STL

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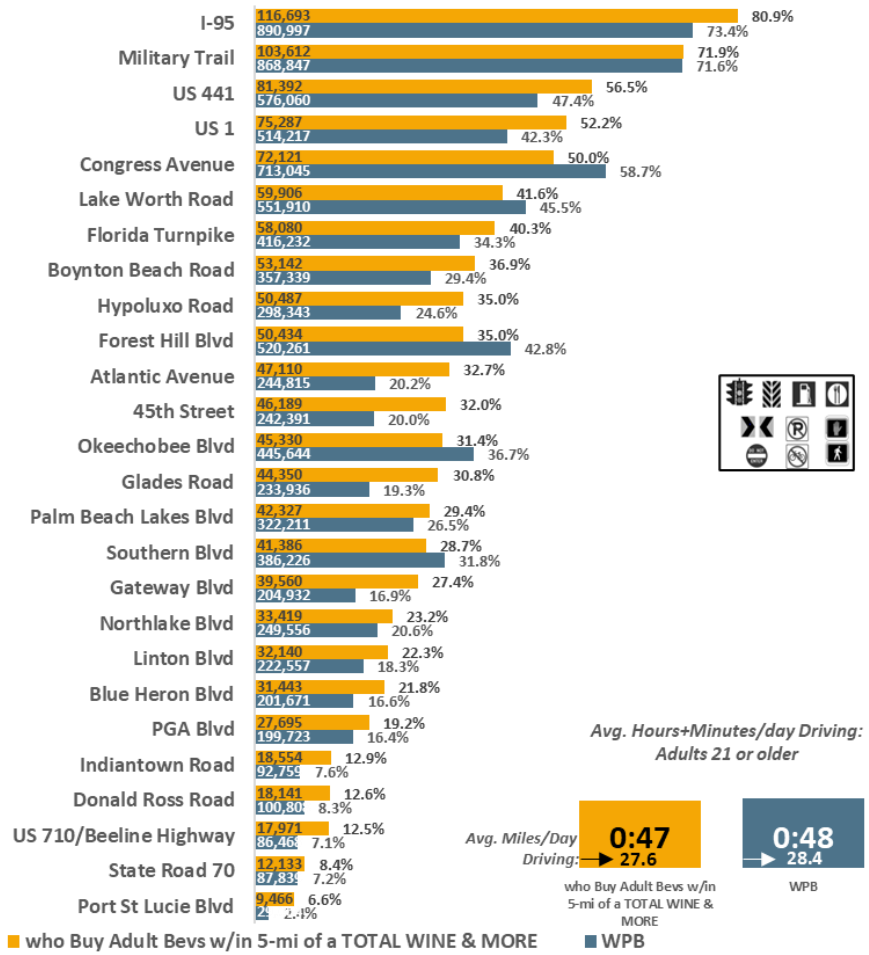
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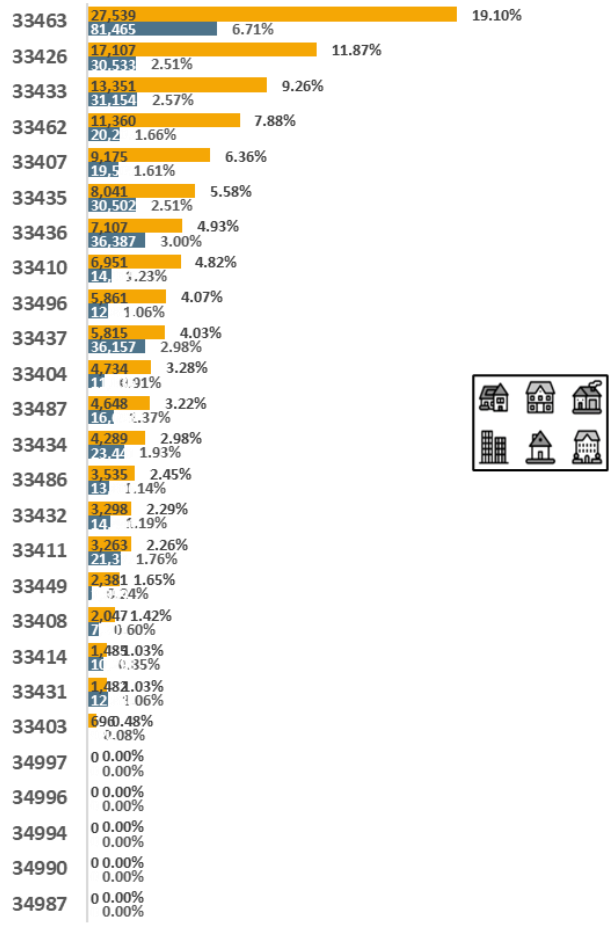
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

134,198 or 93.1% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 47.5 minutes per day driving an average of 27.6 miles each day and are 62.6% more likely to use Gateway Blvd than the Metro average.

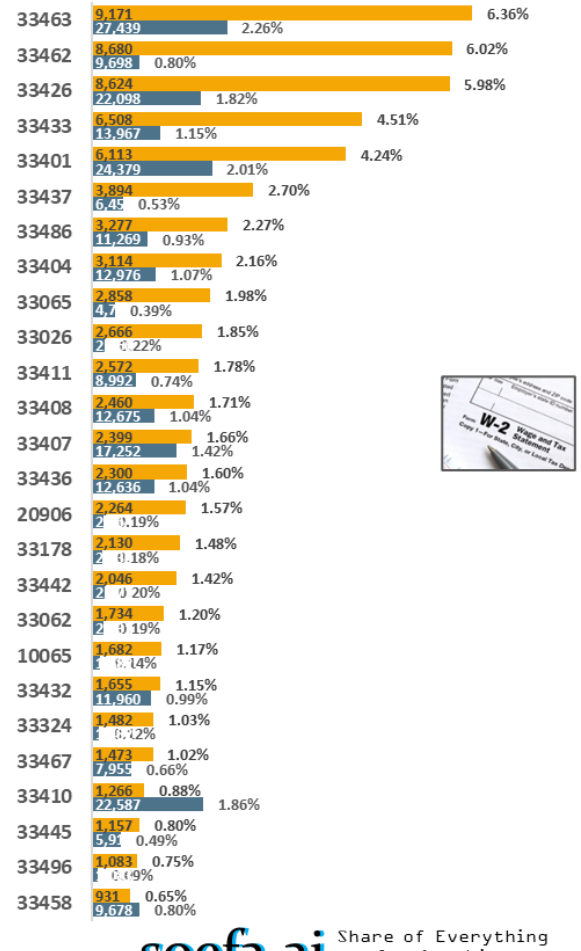
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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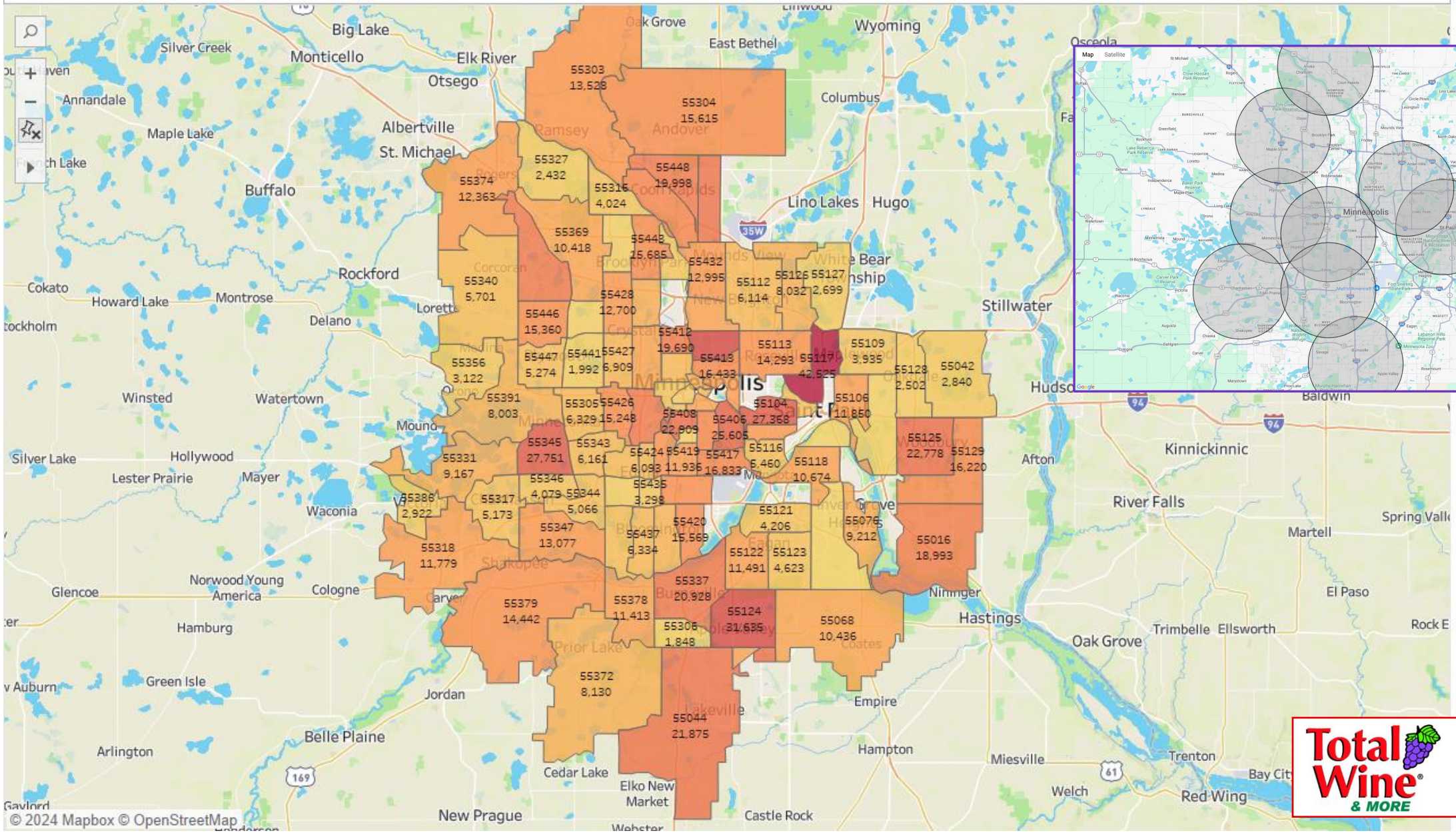
WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

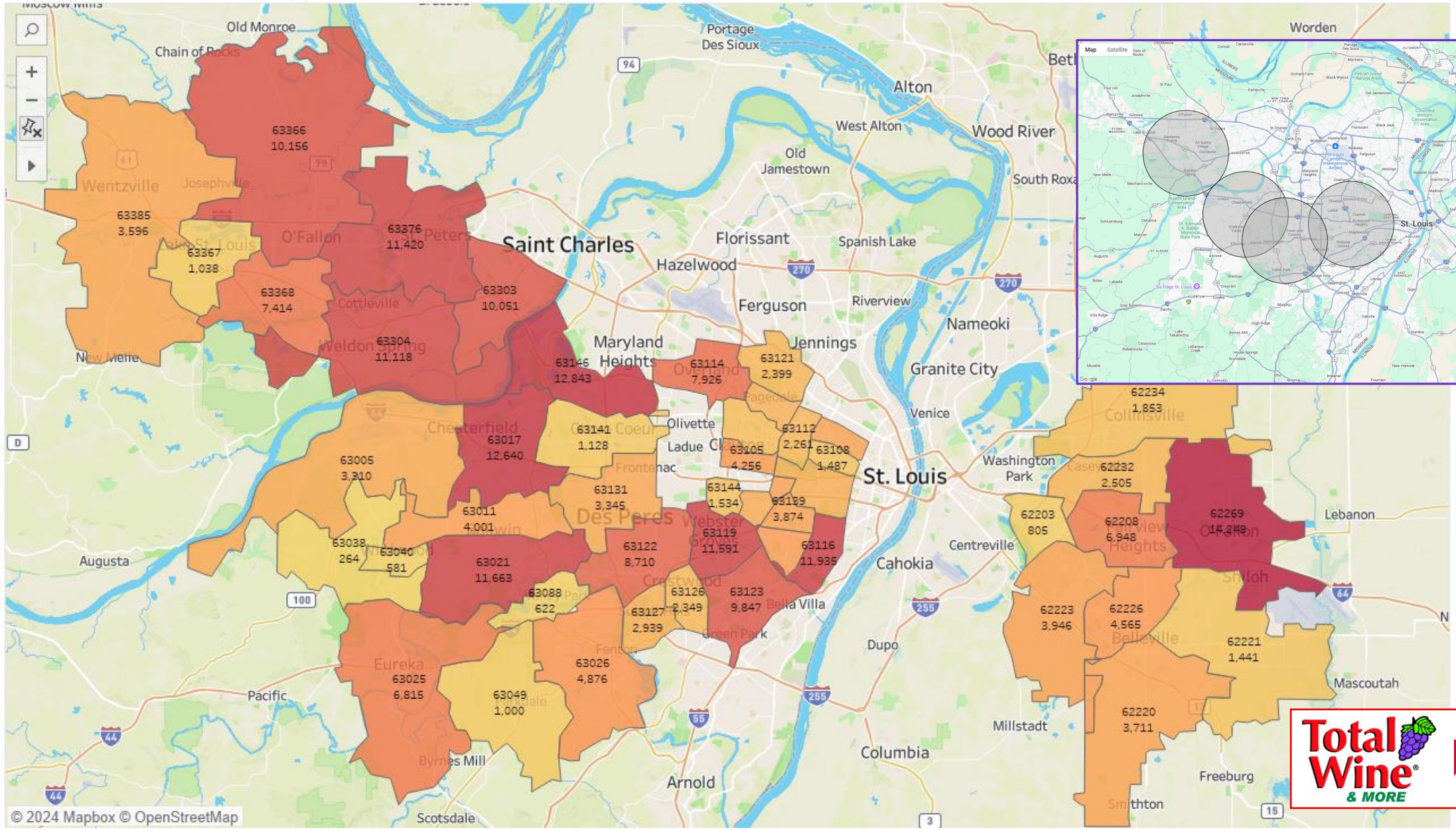
Top Residential Zip Codes: (Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE)



Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Top Residential Zip Codes: (Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE)

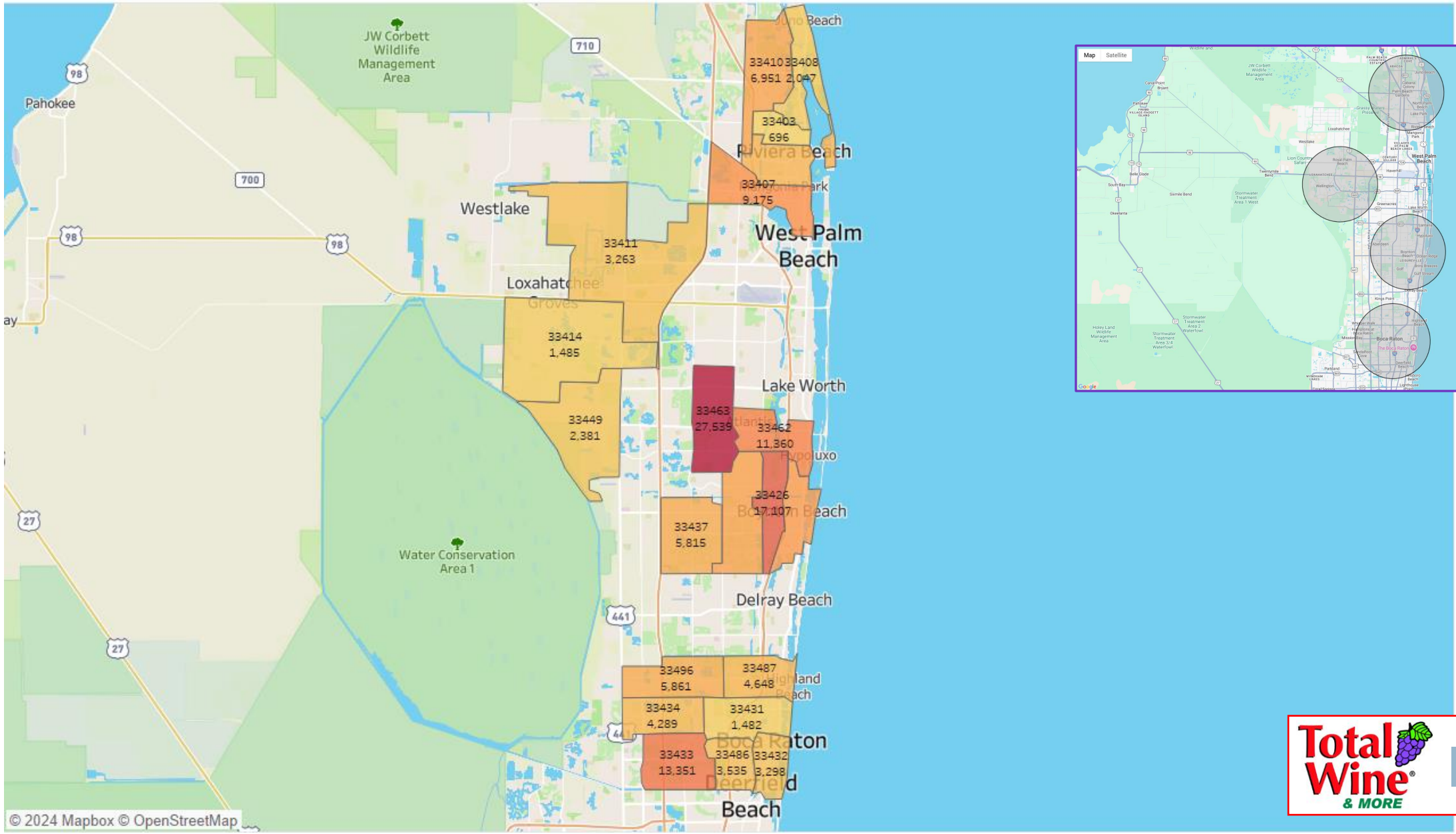


Total Wine & MORE STL

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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Top Residential Zip Codes: (Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE)



SUM(Adults 21 or older ...

696 27,539

Total Wine & MORE

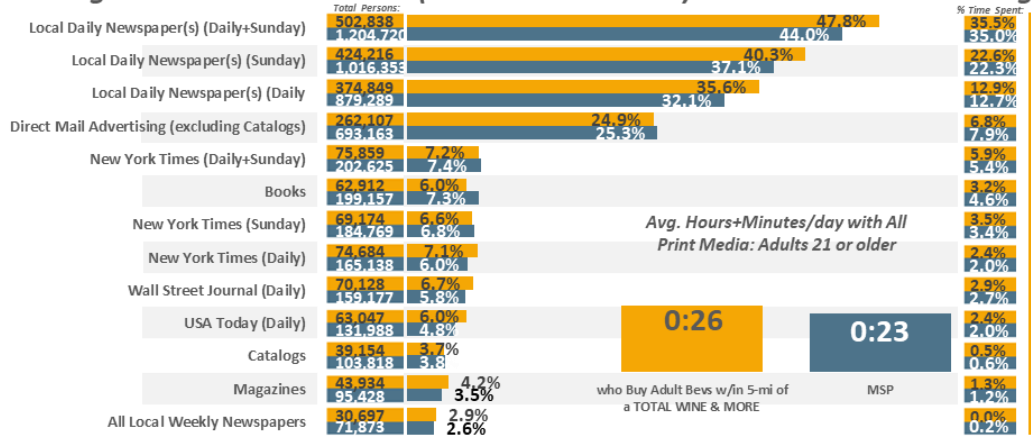
WPB

Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

502,838 or 47.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 36.7% of all time spent daily with All forms of Print Media.

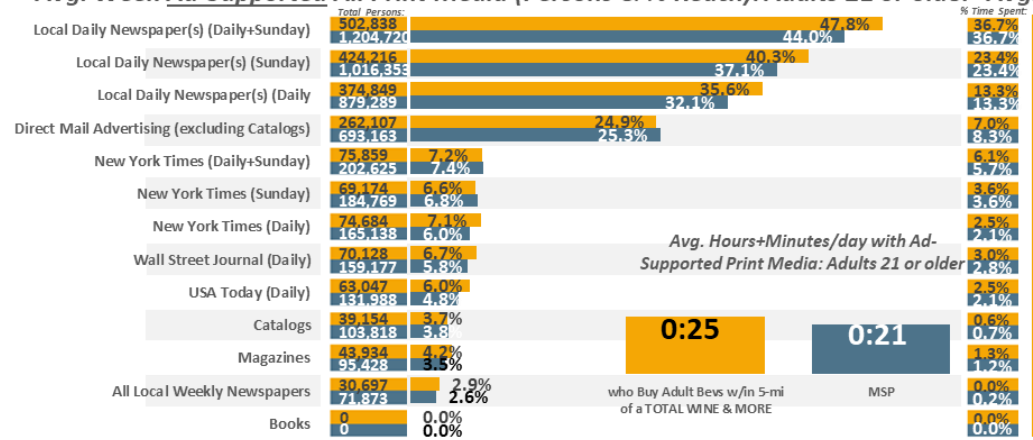
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



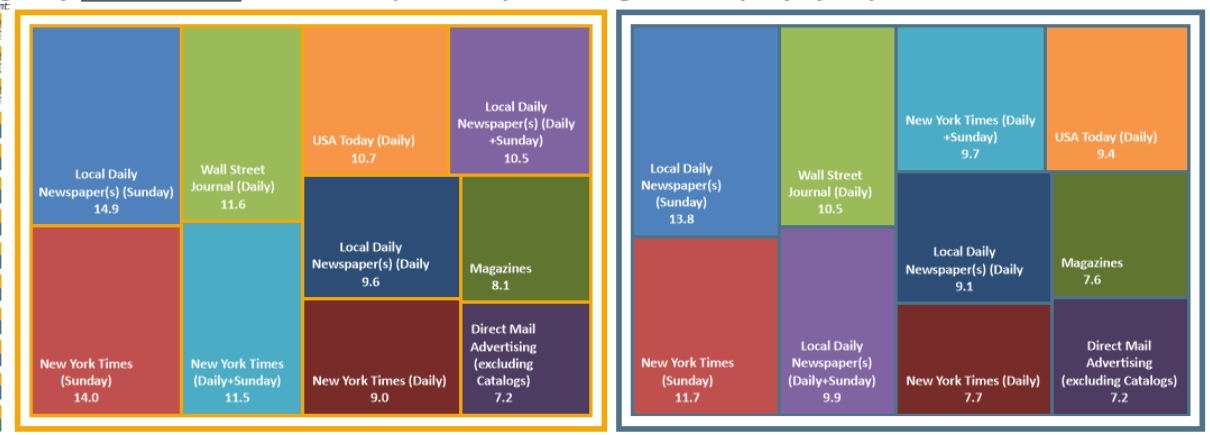
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 529

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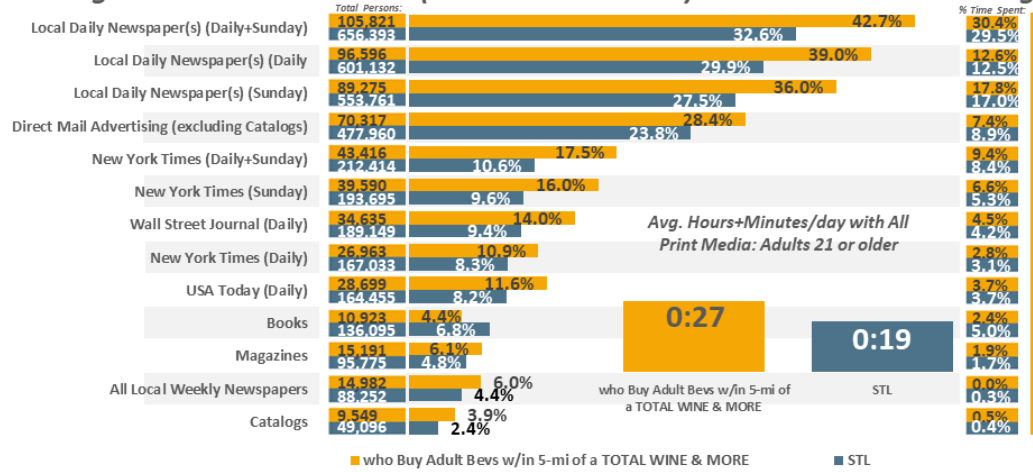
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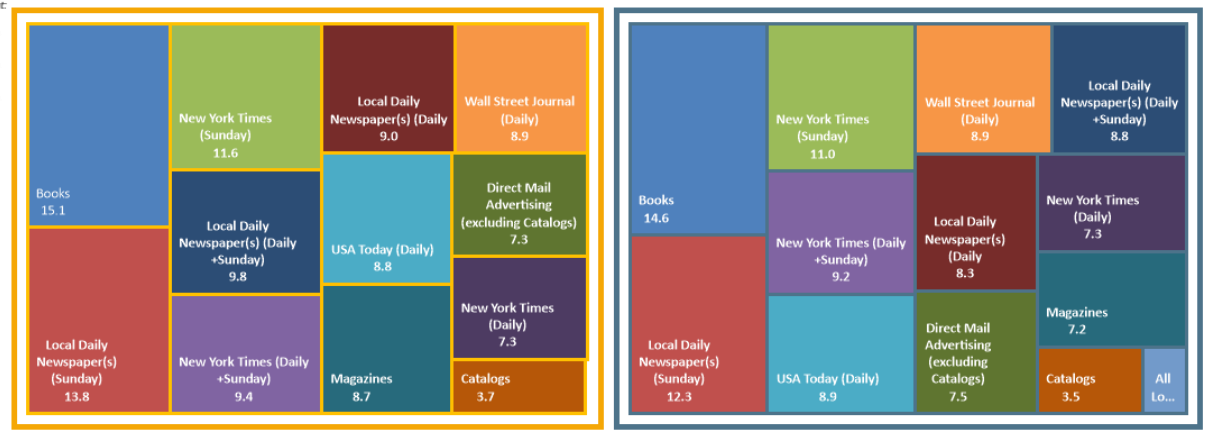
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

105,821 or 42.7% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

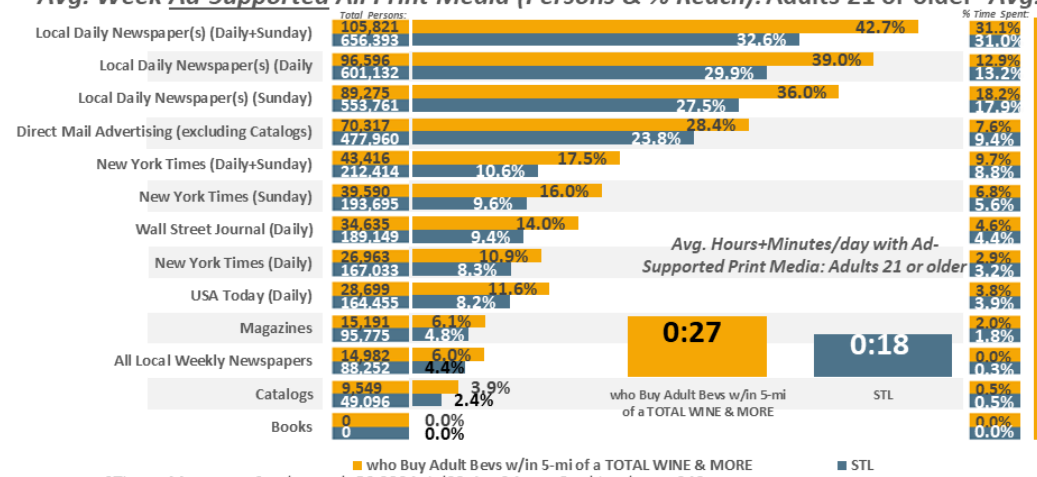
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



STL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 243

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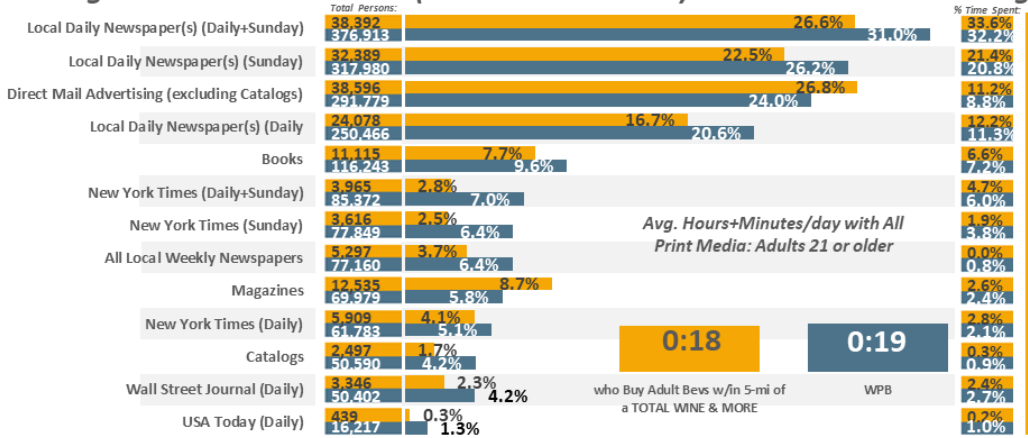
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Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341

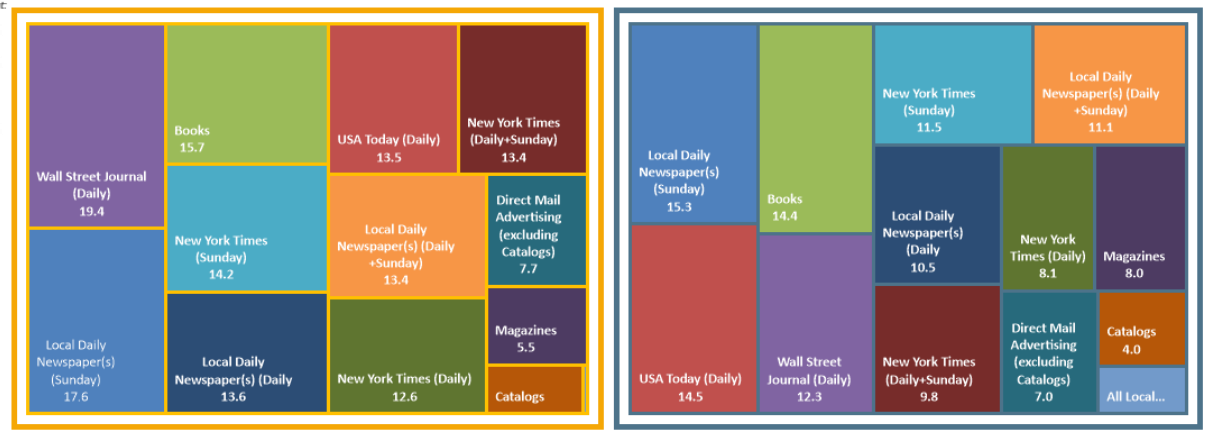
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

38,392 or 26.6% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 36.% of all time spent daily with All forms of Print Media.

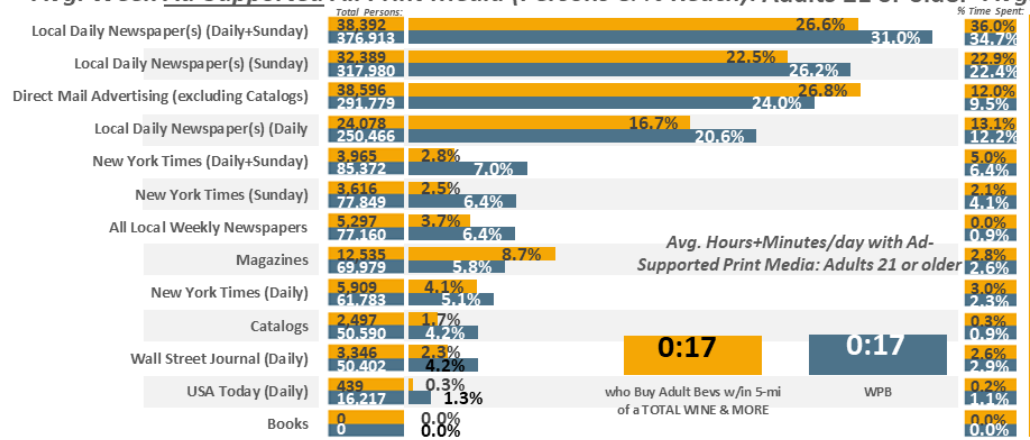
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



WPB Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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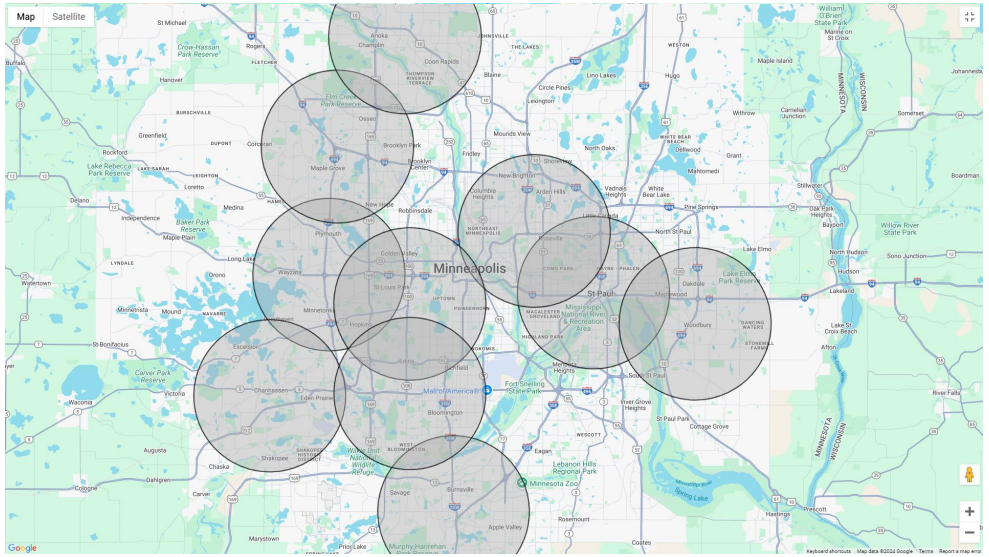
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Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE MSP

Top **PRINT Media** reaching **MSP** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



MINNEAPOLIS-ST. PAUL (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

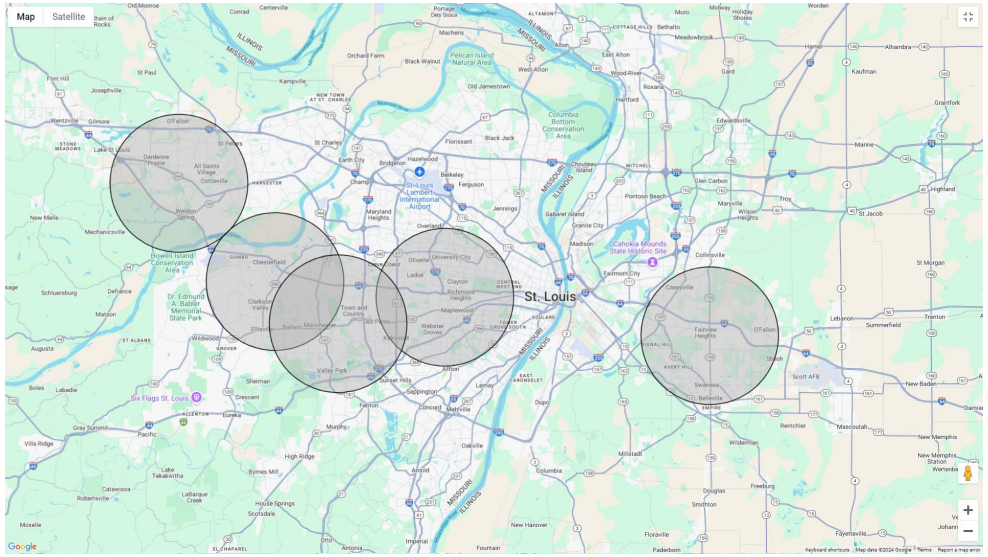
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Integrated Newspaper Audience: Minneapolis Star Tribune INA	540,339	51.4%	117
Newspapers: Minneapolis Star Tribune (Sunday)	375,229	35.7%	116
Newspapers: Minneapolis Star Tribune (Daily)	300,233	28.6%	117
Integrated Newspaper Audience: St. Paul Pioneer Press INA	239,164	22.7%	116
Magazines read past 6 months: Mpls.St.Paul Magazine	197,428	18.8%	118
Magazines read past 6 months: AARP The Magazine	165,188	15.7%	100
Newspapers: St. Paul Pioneer Press (Sunday)	141,708	13.5%	108
Newspapers: St. Paul Pioneer Press (Daily)	137,039	13.0%	120
Made a purchase as a result of ads past 3 months: Ads received in the mail	126,419	12.0%	107
Non-daily newspapers read past 6 months: Minneapolis/St. Paul Business Journal	115,676	11.0%	134
Magazines read past 6 months: Star Tribune Magazine	97,649	9.3%	144
Non-daily newspapers read past 6 months: Sun Current/Sailor/Post	96,289	9.2%	130
Newspapers: Other daily newspaper print edition (Daily)	87,831	8.4%	135
Magazines read past 6 months: Minnesota Monthly	84,948	8.1%	125
Magazines read past 6 months: Midwest Living	80,601	7.7%	127
Newspapers: New York Times (Daily)	74,684	7.1%	104
Newspapers: Wall Street Journal (Daily)	70,128	6.7%	109
Newspapers: New York Times (Sunday)	69,174	6.6%	89
Newspapers: USA Today (Daily)	63,047	6.0%	113
Newspapers: Other Sunday newspaper print edition (Sunday)	57,185	5.4%	109
Magazines read past 6 months: Midwest Home	45,511	4.3%	148
Non-daily newspapers read past 6 months: Sun Thisweek	43,750	4.2%	125
Non-daily newspapers read past 6 months: Anoka County Shopper	39,241	3.7%	113
Magazines read past 6 months: Twin Cities Business	35,979	3.4%	128
Integrated Newspaper Audience: St. Cloud Times INA	34,829	3.3%	110
Newspapers: St. Cloud Times (Sunday)	29,279	2.8%	109
Newspapers: St. Cloud Times (Daily)	27,595	2.6%	110
Non-daily newspapers read past 6 months: MyVillager	22,852	2.2%	126
Magazines read past 6 months: Artful Living	21,456	2.0%	143
Non-daily newspapers read past 6 months: North News	14,859	1.4%	153
Non-daily newspapers read past 6 months: Stillwater Gazette	8,443	0.8%	123

Custom Geo = 55117; 55418; 55337; 55124; 55125; 55448; 55104; 55113; 55416; 55428; 55122; 55345; 55426; 55423; 55446; 55128; 55129; 55433; 55106; 55311; 55408; 55420; 55343; 55414; 55369; 55413; 55378; 55415; 55431; 55305; 55347; 55119; 55317; 55410; 55447; 55421; 55443; 55419; 55406; 55112; 55442; 55126; 55304; 55437; 55075; 55438; 55427; 55441; 55445; 55044; 55422; 55103; 55303; 55123; 55316; 55417; 55318; 55344; 55346; 55435; 55391; 55331; 55405; 55434; 55401; 55118; 55436; 55306; 55424; 55150; 55121; 55116; 55454; 55439; 55429; 55120; 55108; 55379; 55372; 55107; 55404; 55016; 55411; 55327; 55403; 55425; 55077; 55432; 55068; 55114; 55455; 55042; 55105; 55444; 55340; 55409; 55127; 55109; 55076; 55356; 55386; 55374; 55412; 55001; 55407; 55402

P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE STL

Top **PRINT Media** reaching **STL** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



ST. LOUIS (User Defined Survey Area)
SCARBOROUGH R2 2024: JUL23-AUG24
ADULTS 21+

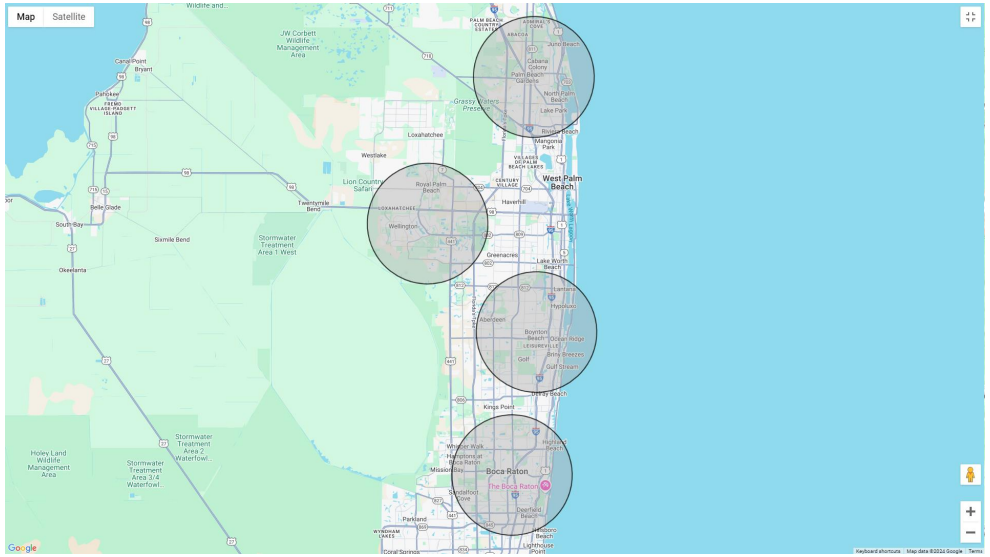
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WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Integrated Newspaper Audience: Post-Dispatch INA	144,214	58.2%	136
Newspapers: St. Louis Post-Dispatch (Daily)	79,845	32.2%	143
Newspapers: St. Louis Post-Dispatch (Sunday)	79,217	32.0%	124
Non-daily newspapers read past 6 months: Riverfront Times	67,511	27.2%	146
Non-daily newspapers read past 6 months: St. Louis Business Journal	39,729	16.0%	231
Newspapers: New York Times (Sunday)	39,590	16.0%	132
Newspapers: Wall Street Journal (Daily)	34,635	14.0%	140
Newspapers: Other daily newspaper print edition (Daily)	34,289	13.8%	148
Non-daily newspapers read past 6 months: Webster-Kirkwood Times	31,034	12.5%	136
Newspapers: Other Sunday newspaper print edition (Sunday)	29,974	12.1%	158
Newspapers: USA Today (Daily)	28,699	11.6%	149
Newspapers: Belleville News-Democrat (Sunday)	28,427	11.5%	126
Newspapers: New York Times (Daily)	26,963	10.9%	108
Made a purchase as a result of ads past 3 months: Ads received in the mail	24,944	10.1%	89
Non-daily newspapers read past 6 months: St. Louis American	23,923	9.6%	165
Non-daily newspapers read past 6 months: Newsmagazine (Mid Rivers, West)	17,056	6.9%	125
Non-daily newspapers read past 6 months: Missourian (Washington, Union, St. Clair)	12,712	5.1%	242
Non-daily newspapers read past 6 months: St. Louis Call	5,971	2.4%	130
Non-daily newspapers read past 6 months: Jefferson County Leader	5,487	2.2%	91
Non-daily newspapers read past 6 months: West Side Leader	3,592	1.4%	352
Non-daily newspapers read past 6 months: Arnold - Imperial Leader	2,746	1.1%	100

Custom Geo = 63376; 63017; 63122; 63021; 63119; 63130; 63368; 62269; 63304; 63109; 63011; 63139; 63123; 63114; 62226; 63105; 63116; 62208; 63366; 63112; 63367; 63110; 63141; 62232; 63124; 63131; 63108; 63005; 63143; 63026; 63132; 62223; 63144; 63133; 63126; 63088; 62221; 62203; 63040; 63117; 62234; 62220; 63113; 63385; 63121; 63146; 63127; 63038; 63049; 63303; 63025; 62204; 63341
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

WPB

Top **PRINT Media** reaching **WPB** Metro **P21+** who **Buy Adult Bevs** *w/in 5-mi of a* **TOTAL WINE & MORE**.



WEST PALM BEACH-BOCA RATON (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Integrated Newspaper Audience: Palm Beach Post INA	35,910	24.9%	119
Magazines read past 6 months: AARP The Magazine	30,674	21.3%	85
Integrated Newspaper Audience: Sun Sentinel INA	23,989	16.6%	105
Newspapers: Palm Beach Post (Sunday)	17,847	12.4%	83
Magazines read past 6 months: Southern Living	16,846	11.7%	164
Made a purchase as a result of ads past 3 months: Ads received in the mail	15,901	11.0%	91
Non-daily newspapers read past 6 months: The Coastal Star	13,443	9.3%	218
Non-daily newspapers read past 6 months: Boca Times	12,251	8.5%	200
Newspapers: Palm Beach Post (Daily)	11,641	8.1%	94
Magazines read past 6 months: boca (Boca Raton Magazine)	11,187	7.8%	140
Newspapers: Sun Sentinel (South Florida) (Sunday)	10,033	7.0%	81
Non-daily newspapers read past 6 months: South Florida Business Journal	9,848	6.8%	238
Non-daily newspapers read past 6 months: Hometown News (the free weekly newspaper)	9,622	6.7%	184
Integrated Newspaper Audience: Palm Beach Daily News INA	8,963	6.2%	139
Magazines read past 6 months: The Boca Raton Observer	7,769	5.4%	115
Newspapers: New York Times (Daily)	5,909	4.1%	95
Newspapers: Other daily newspaper print edition (Daily)	5,453	3.8%	252
Non-daily newspapers read past 6 months: Gateway Gazette	5,194	3.6%	215
Non-daily newspapers read past 6 months: Delray Sun	3,906	2.7%	174
Newspapers: New York Times (Sunday)	3,616	2.5%	41
Newspapers: Wall Street Journal (Daily)	3,346	2.3%	55
Non-daily newspapers read past 6 months: New Times Broward-Palm Beach	3,192	2.2%	87
Non-daily newspapers read past 6 months: Florida Weekly	3,098	2.1%	70
Integrated Newspaper Audience: Treasure Coast News/Press-Tribune INA	2,952	2.0%	159
Magazines read past 6 months: City & Shore Magazine	2,622	1.8%	45
Magazines read past 6 months: Palm Beach Illustrated	2,134	1.5%	58
Newspapers: Other Sunday newspaper print edition (Sunday)	1,848	1.3%	125
Newspapers: Sun Sentinel (South Florida) (Daily)	1,623	1.1%	17
Non-daily newspapers read past 6 months: West Boca Times	1,570	1.1%	168

Custom Geo = 33410; 33403; 33404; 33408; 33407; 33414; 33411; 33449; 33426; 33436; 33435; 33462; 33437; 33463; 33431; 33486; 33433; 33432; 33434; 33487; 33496
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)