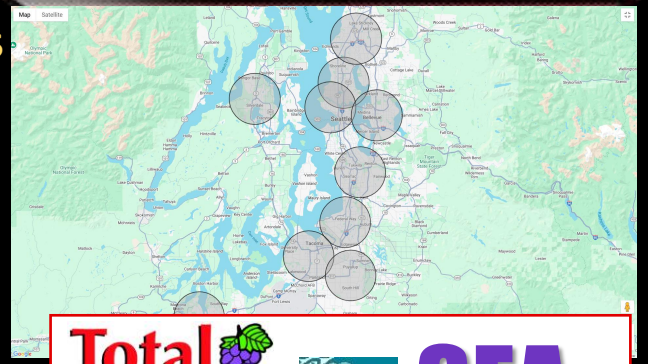
USA-3 Metros – P21+ Purchasing ADULT BEVs past 30 days w/in 5-mi of a TOTAL WINE & MORE!

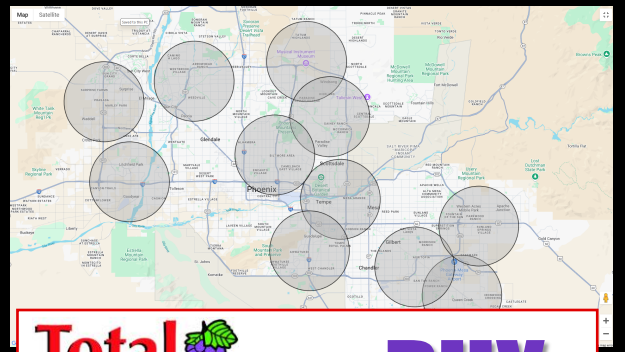
Complete Demographic & Media Use Profiles

Total Wine® & MORE

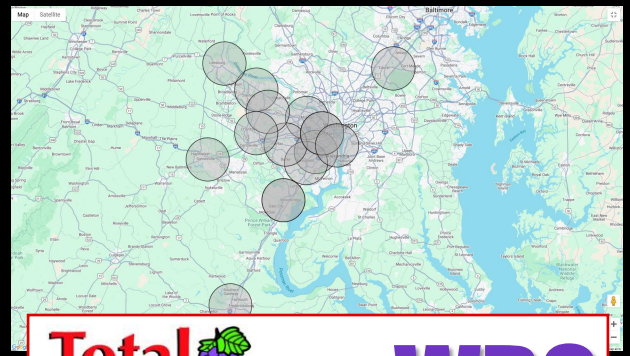
Complete Demographic, Psychographic, and Total Media Usage Profiles of SEATTLE-TACOMA, PHOENIX and WASHINGTON, DC, Metro P21+ who Purchased ADULT BEVERAGES at Liquor/Beer/Wine Stores within a 5-mile radius of a TOTAL WINE & MORE Store Location in the past 30 days as of SEPTEMBER 2024.



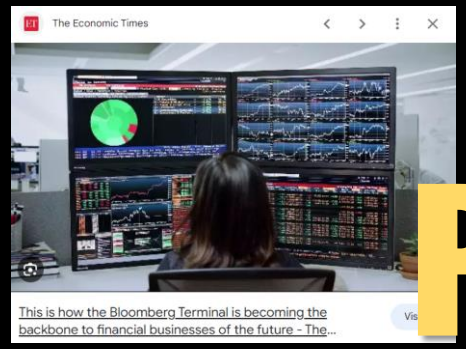
Total Wine & MORE SEA



Total Wine & MORE PHX



Total Wine & MORE WDC

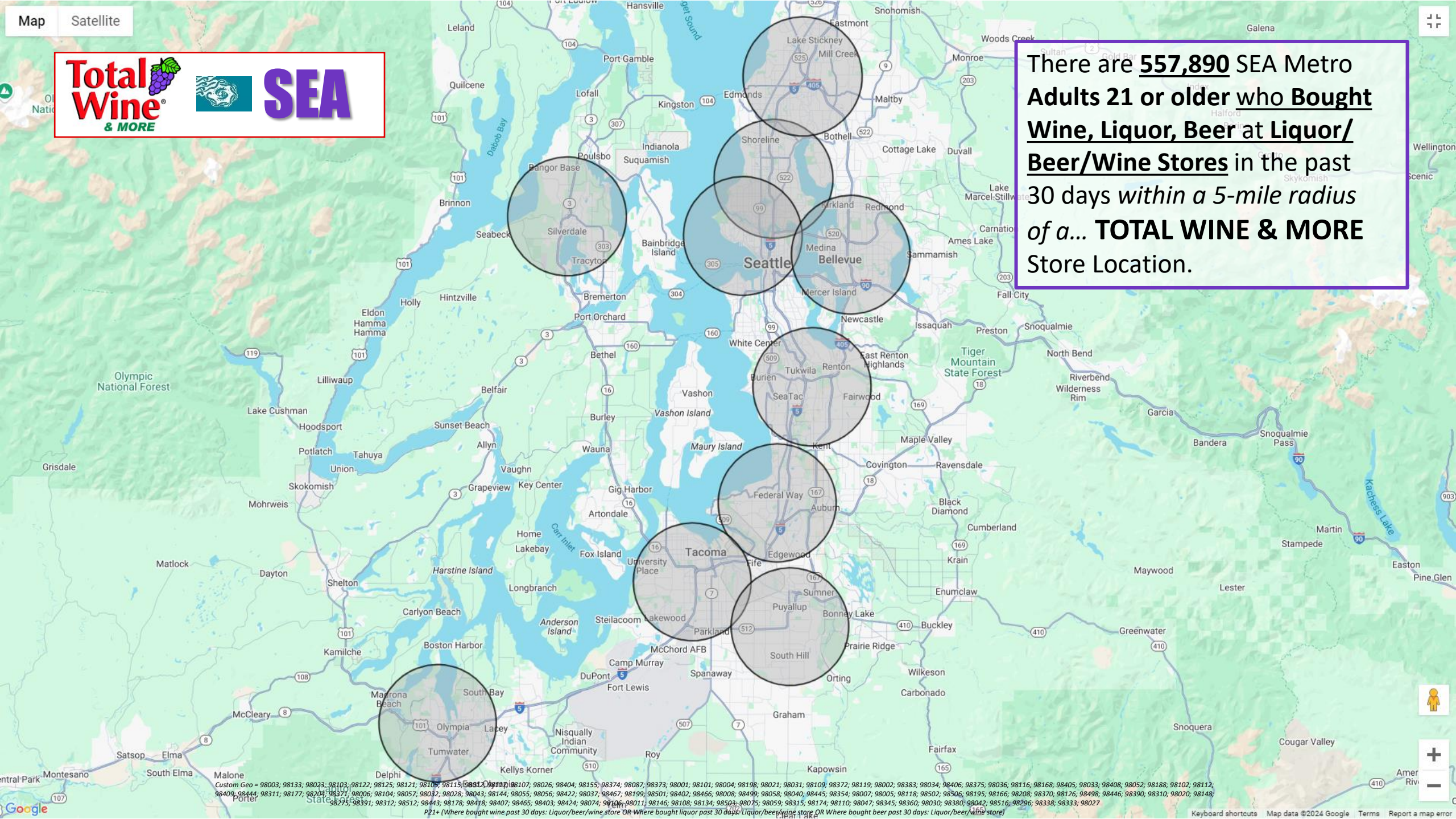


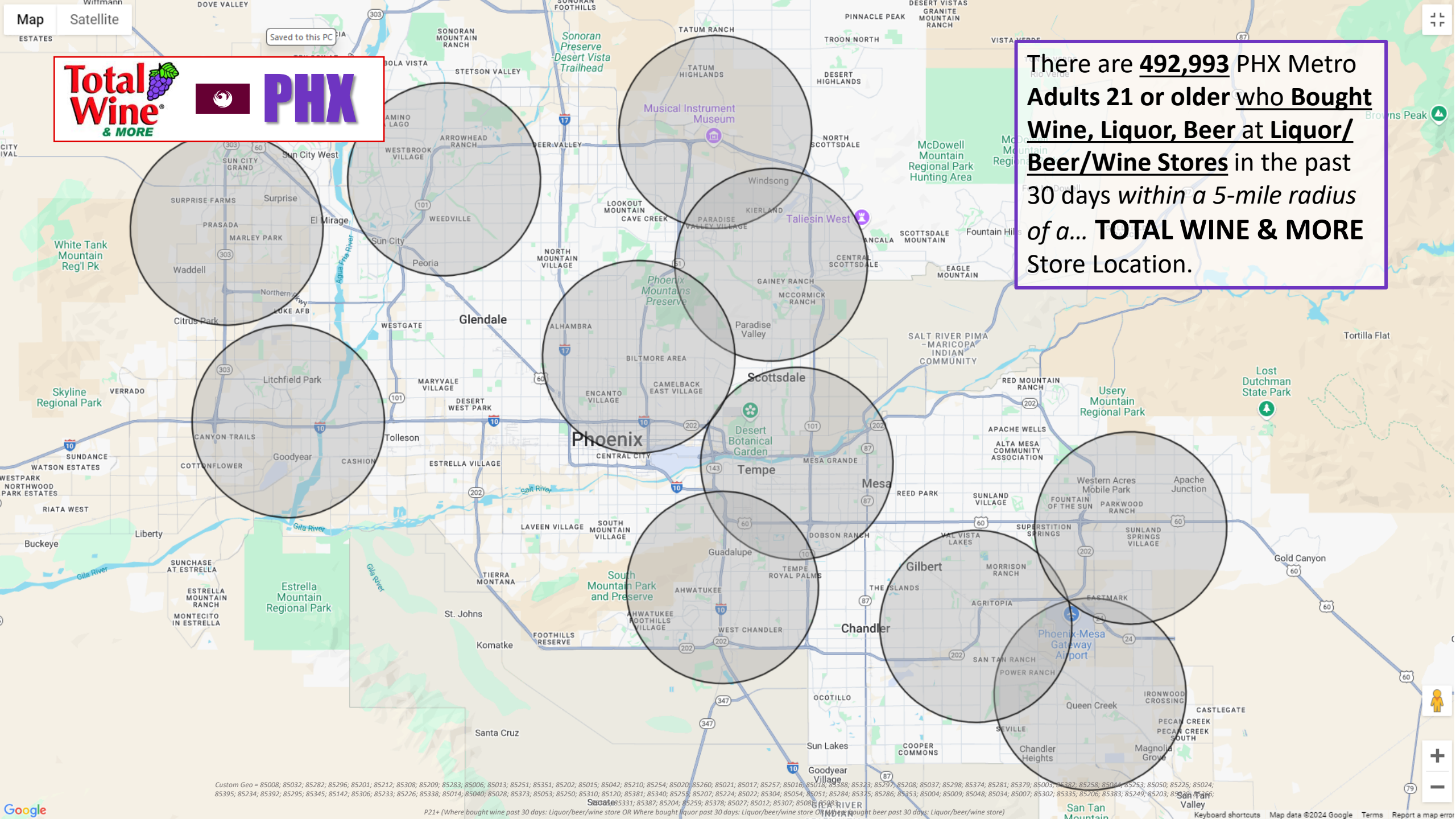
P21+ (PRIVATE) David and Robert Trone | Owners

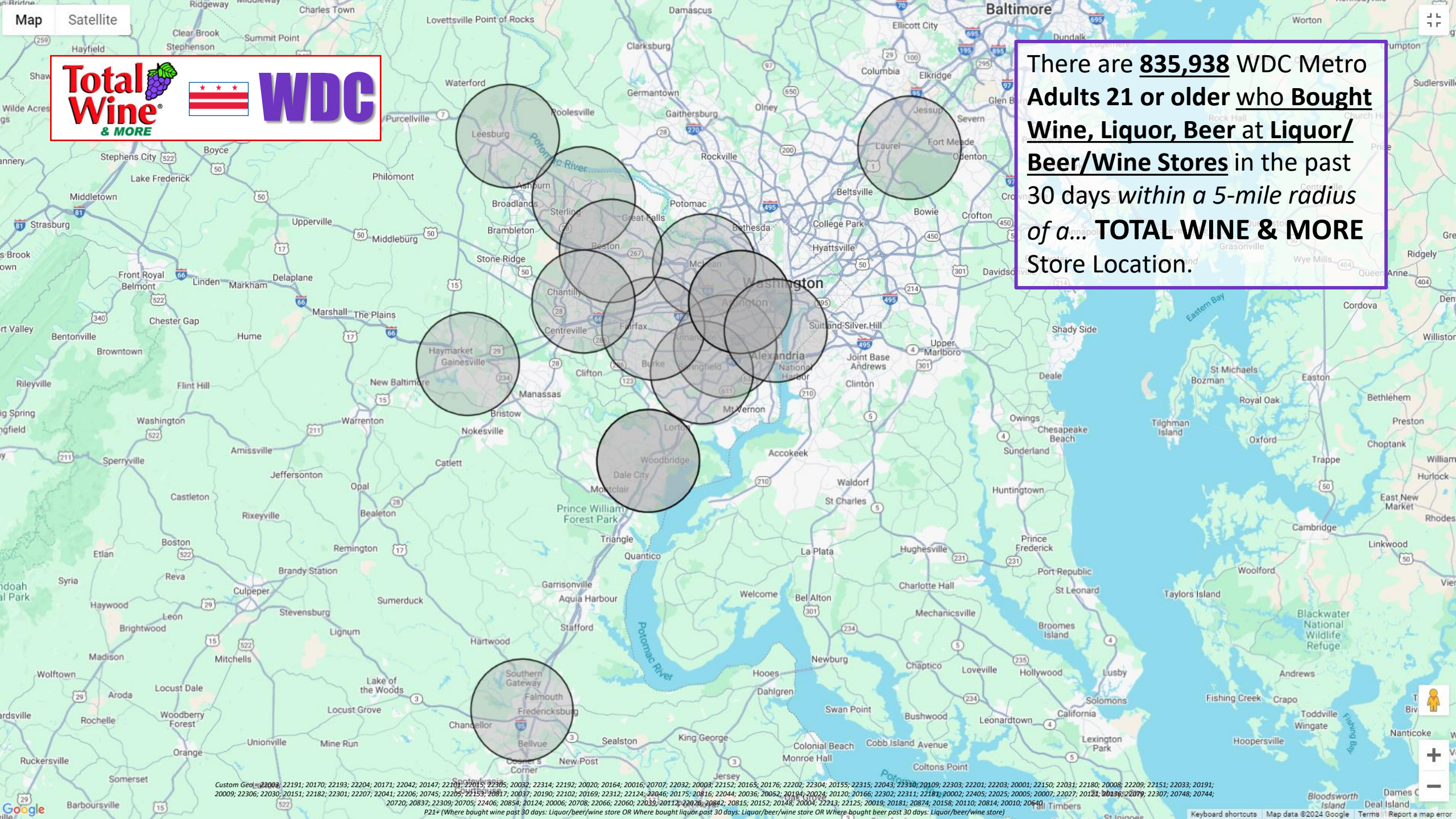
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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
SEA
There are 557,890 SEA 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.
Seattle
Bellevue
Tacoma
Custom Geo = 98003; 98133; 98023; 98103; 98122; 98125; 98121; 98105; 98115; 98117; 98107; 98026; 98404; 98155; 98374; 98087; 98373; 98001; 98101; 98004; 98198; 98021; 98031; 98109; 98372; 98119; 98002; 98383; 98034; 98406; 98375; 98036; 98116; 98168; 98405; 98033; 98408; 98052; 98188; 98102; 98112; 98409; 98444; 98311; 98177; 98204; 98371; 98006; 98104; 98057; 98032; 98028; 98043; 98144; 98055; 98056; 98422; 98037; 98467; 98199; 98501; 98402; 98466; 98008; 98499; 98058; 98040; 98445; 98354; 98007; 98005; 98118; 98502; 98506; 98195; 98166; 98208; 98370; 98126; 98498; 98446; 98390; 98310; 98020; 98148; 98275; 98391; 98312; 98512; 98443; 98178; 98418; 98407; 98465; 98403; 98424; 98074; 98106; 98011; 98146; 98108; 98134; 98503; 98075; 98059; 98315; 98174; 98110; 98047; 98345; 98360; 98030; 98380; 98042; 98516; 98296; 98338; 98333; 98027
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

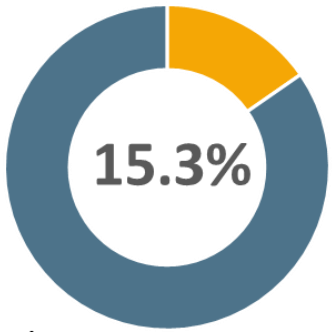

Total Wine & MORE
PHX
There are 492,993 PHX Metro Adults 21 or older who Bought Wine, Liquor, Beer at Liquor/Beer/Wine Stores in the past 30 days within a 5-mile radius of a... TOTAL WINE & MORE Store Location.
Map
Satellite
Saved to this PC
Phoenix
Glendale
Scottsdale
Tempe
Mesa
Chandler
Gilbert
Peoria
Surprise
Goodyear
Litchfield Park
Buckeye
Tolleson
Paradise Valley
Sun City
Sun City West
El Mirage
Waddell
Citrus Park
Estrella Mountain Regional Park
South Mountain Park and Preserve
Phoenix Mountains Preserve
Desert Botanical Garden
Musical Instrument Museum
Taliesin West
Windsong
Desert Vista Trailhead
Sonoran Preserve
Phoenix-Mesa Gateway Airport
Queen Creek
Gold Canyon
Apache Junction
Lost Dutchman State Park
Usery Mountain Regional Park
McDowell Mountain Regional Park Hunting Area
Tortilla Flat
Skyline Regional Park
White Tank Mountain Reg'l Pk
Santa Cruz
Komatke
St. Johns
Liberty
Sun Lakes
Chandler Heights
Magnolia Grove
San Tan Valley
Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85209; 85296; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083
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
WDC
There are **835,938** WDC 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 = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640
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

Total Wine & MORE — SEA

15.3% or 557,890 of SEA 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 46.3 years old (5.2% younger than average) and have a $155,162 (19.% higher than average) annual household income.

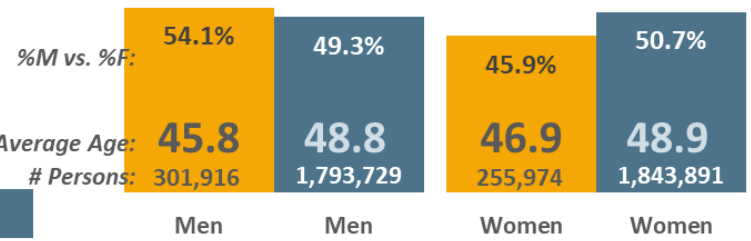
Percent of Market: Adults 21 or older



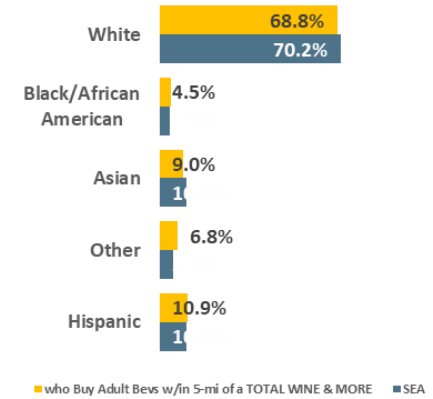
Total Persons:



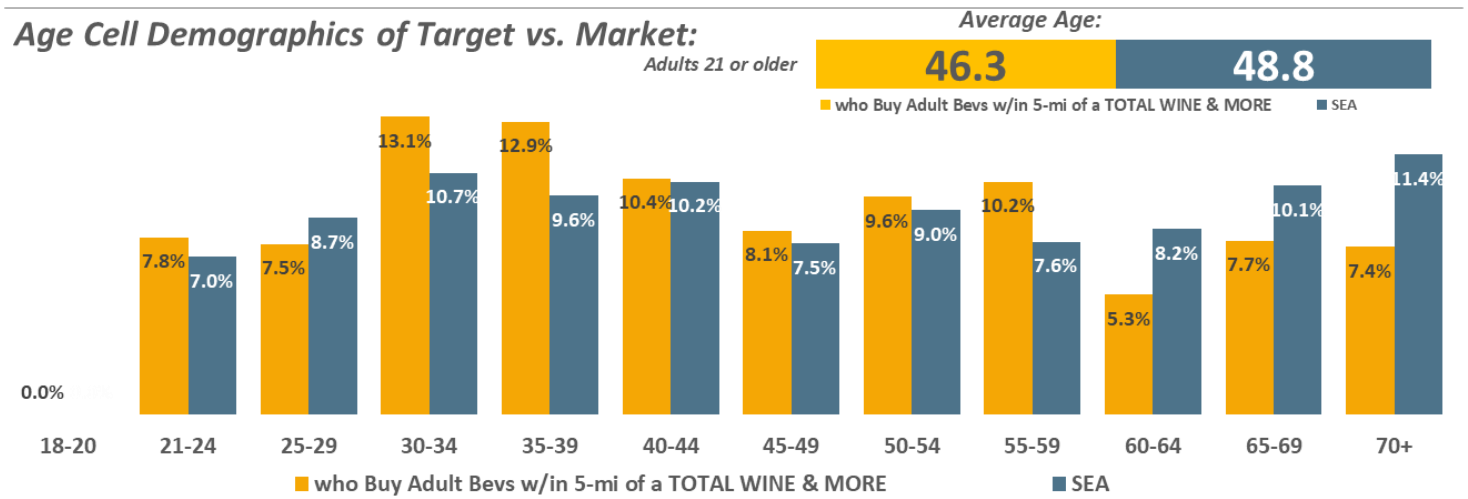
Gender of Target vs. Market: Adults 21 or older



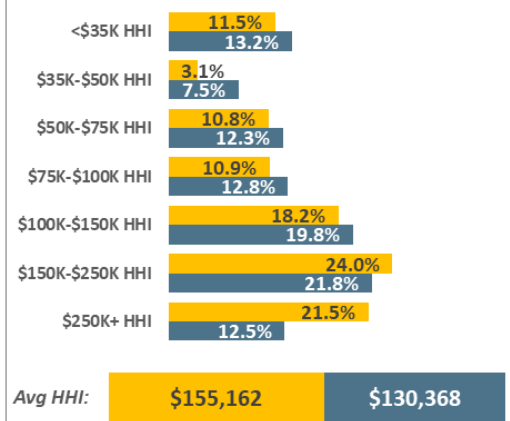
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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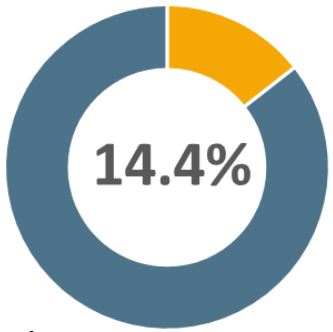
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE — PHX

14.4% or 492,993 of PHX 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 48.3 years old (2.5% younger than average) and have a $123,468 (17.2% higher than average) annual household income.

Percent of Market: Adults 21 or older

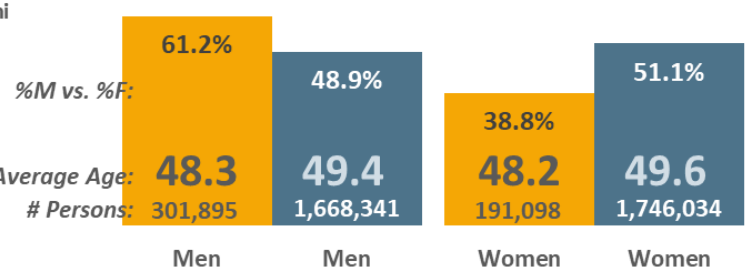


- who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE
- Remainder of PHX Metro

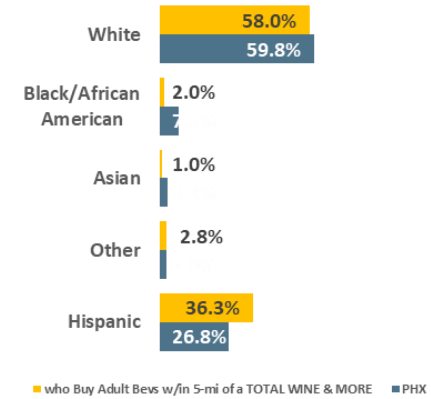
Total Persons:

492,993	2,921,382

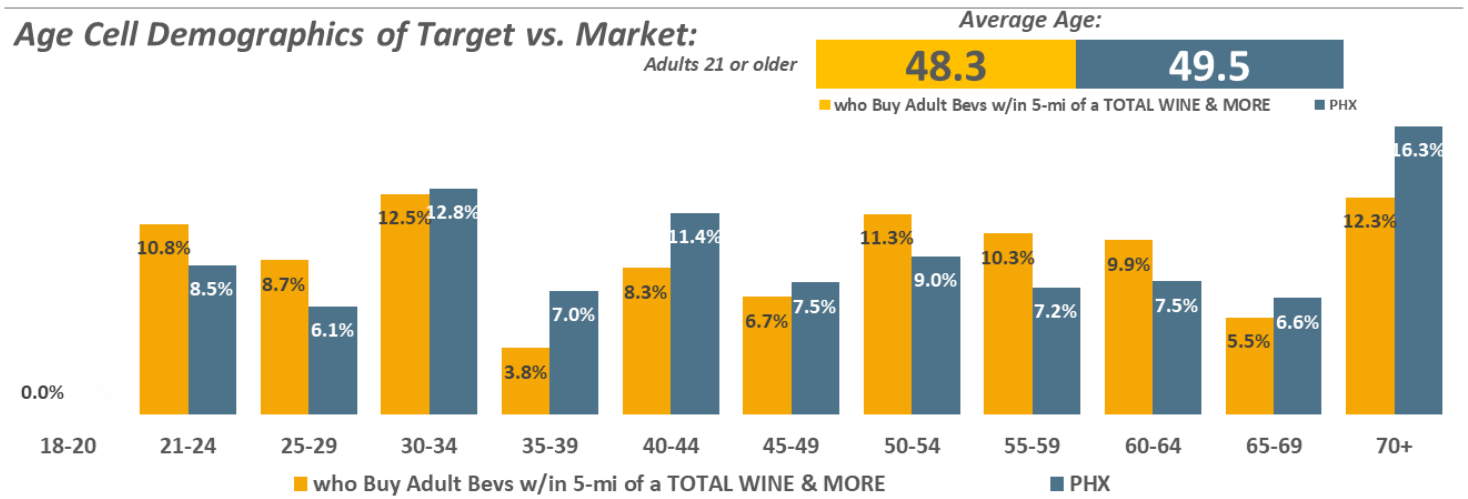
Gender of Target vs. Market: Adults 21 or older



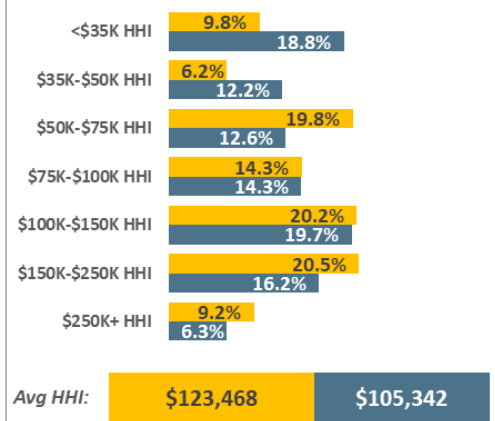
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

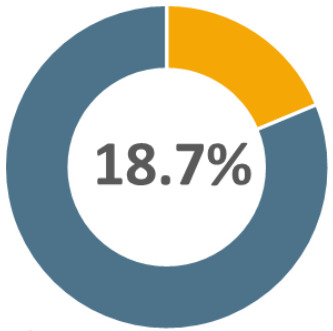
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

18.7% or 835,938 of WDC 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 47.8 years old (1.4% younger than average) and have a $169,795 (21.4% 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 WDC Metro

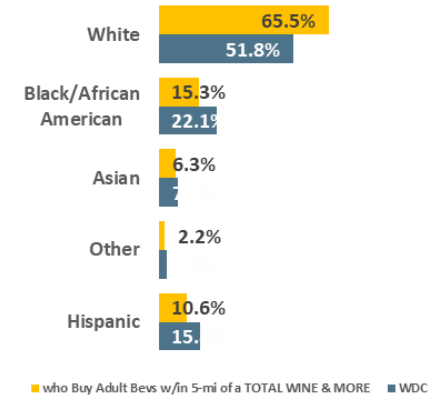
Total Persons:

835,938	3,629,466

Gender of Target vs. Market: Adults 21 or older

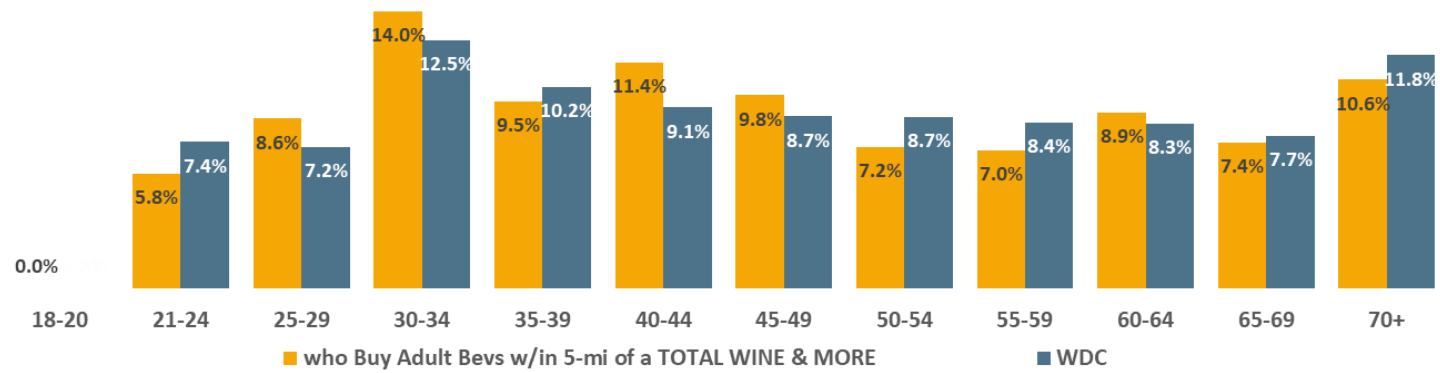
	Men	Men	Women	Women
%M vs. %F:	60.5%	47.7%	39.5%	52.3%
Average Age:	46.8	48.7	49.4	48.2
# Persons:	505,532	2,131,688	330,406	2,333,716

Ethnicity of Target vs. Market:

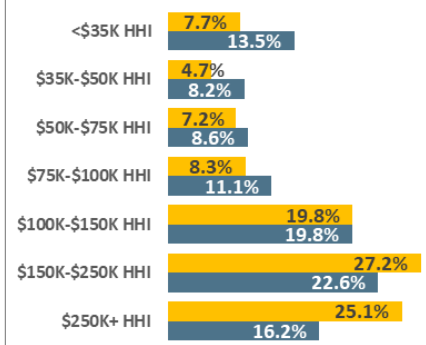


Age Cell Demographics of Target vs. Market:

Average Age:	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
Adults 21 or older	47.8	48.5



HHI of Target vs. Market:



Avg HHI:	$169,795	$139,854

WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

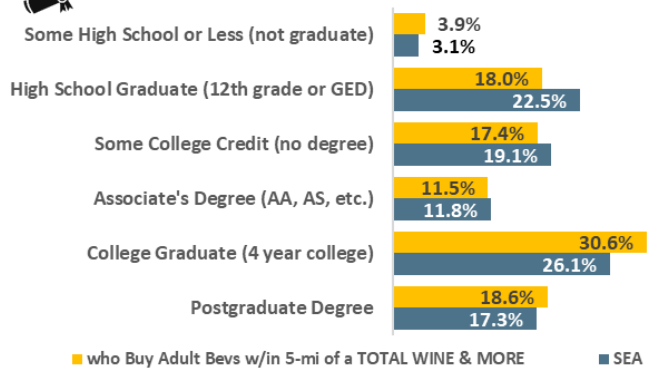
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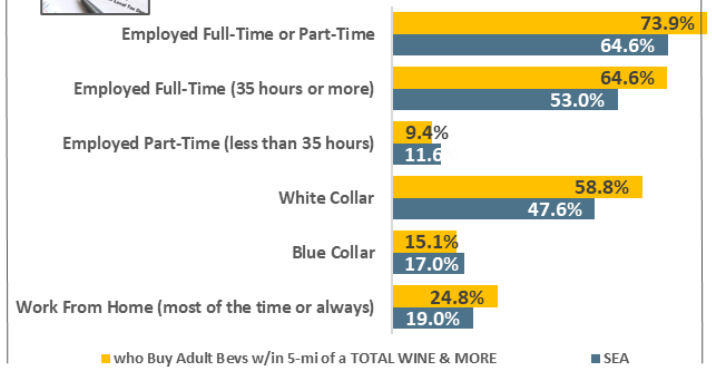
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

15.3% or 557,890 of SEA 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 13.3% more likely to be a college graduate, 21.8% more likely to work full-time, 11.5% more likely to be married, .5% more likely to be a parent of 1 or more children under 18.

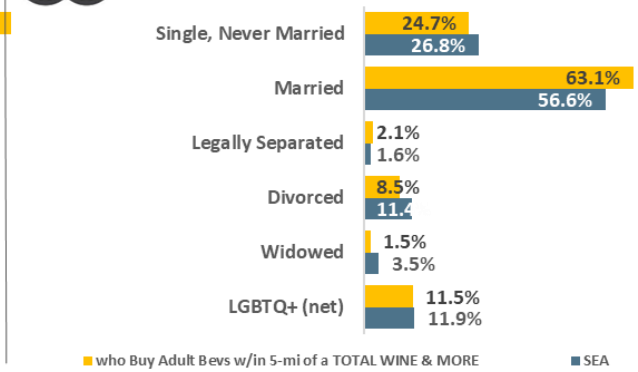
Education Levels: Adults 21 or older



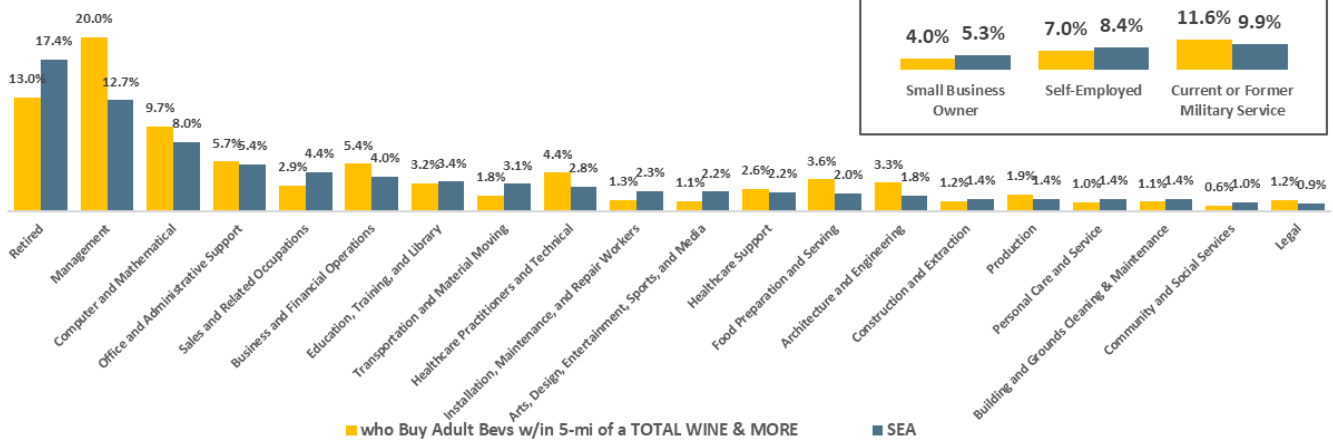
Employment: Adults 21 or older



Marital Status: Adults 21 or older

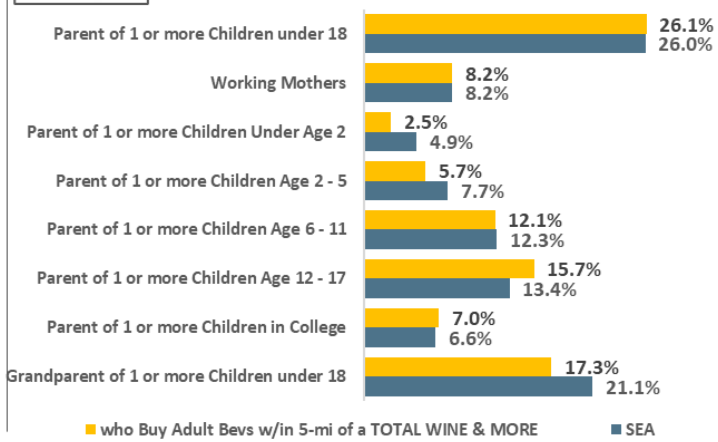


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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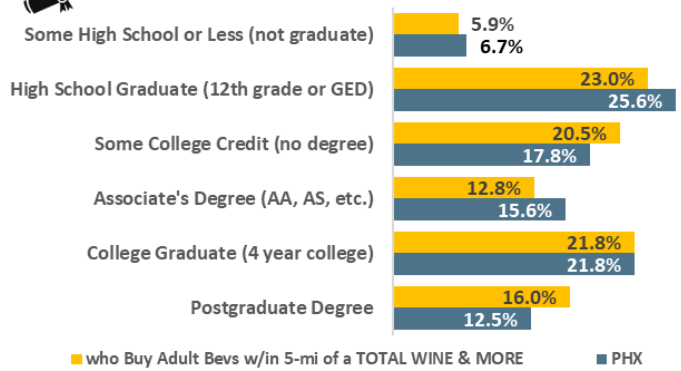
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

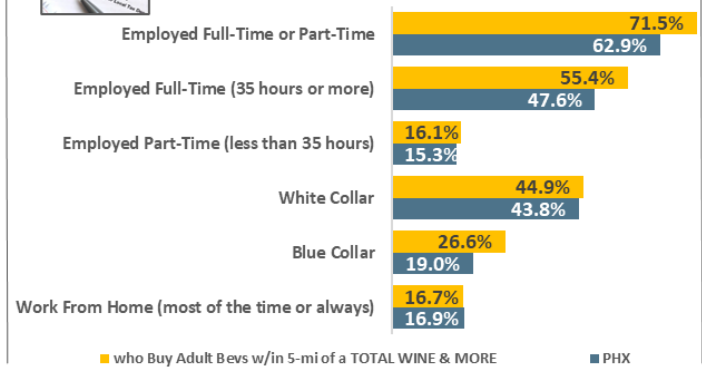
Total Wine & MORE — PHX

14.4% or 492,993 of PHX 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 10.3% more likely to be a college graduate, 16.4% more likely to work full-time, 21.% more likely to be married, 12.9% more likely to be a parent of 1 or more children under 18.

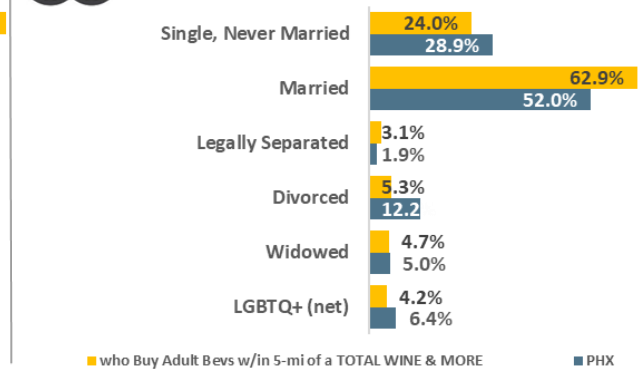
Education Levels: Adults 21 or older



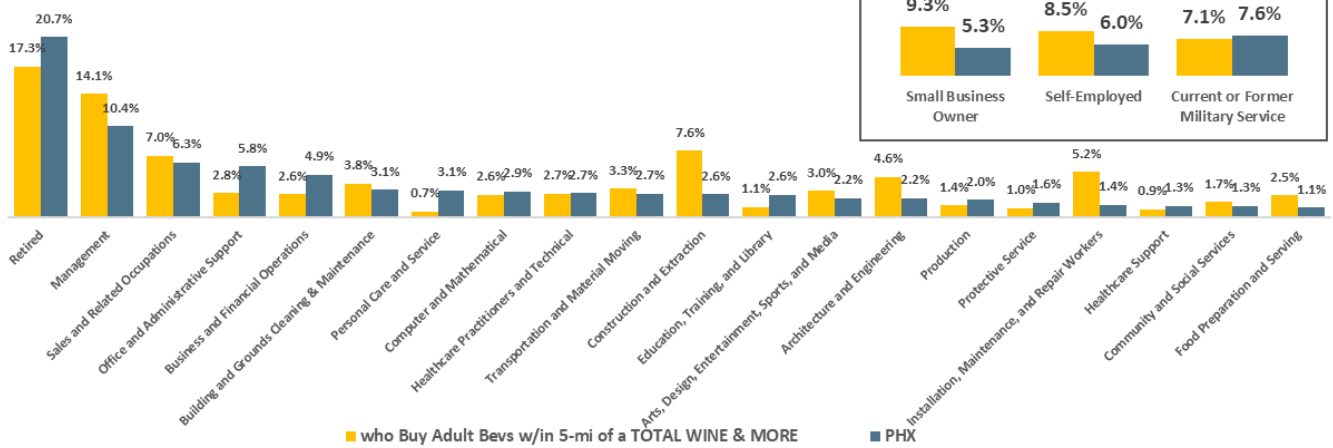
Employment: Adults 21 or older



Marital Status: Adults 21 or older

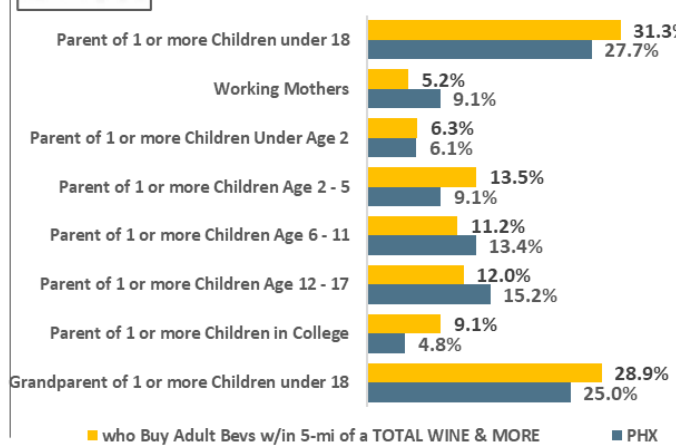


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

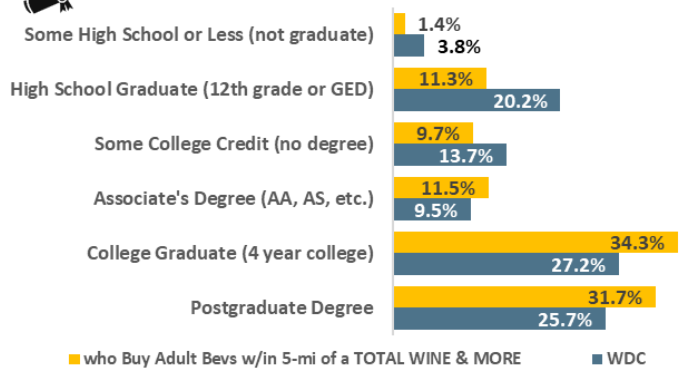
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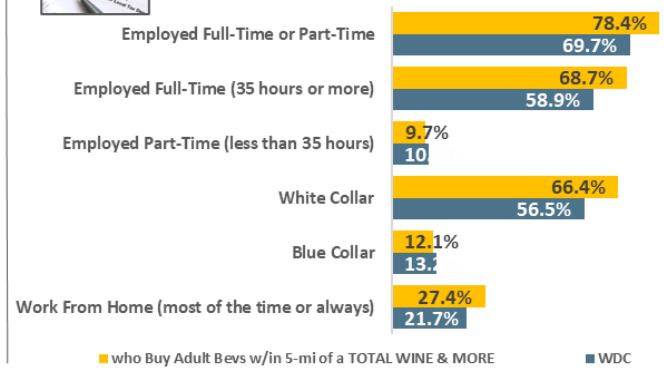
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18.7% or 835,938 of WDC Metro Adults 21 or older Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE. Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE are 24.9% more likely to be a college graduate, 16.6% more likely to work full-time, 13.2% more likely to be married, 2.9% more likely to be a parent of 1 or more children under 18.

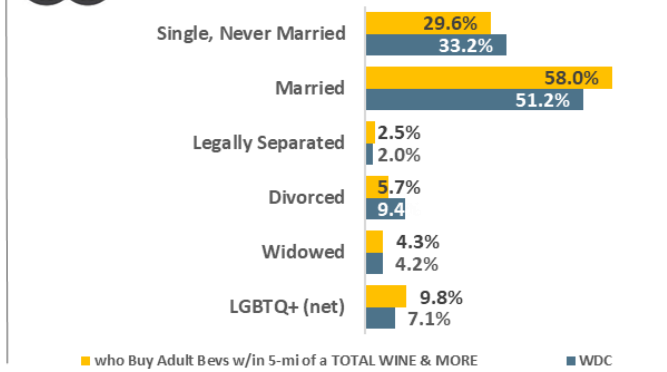
Education Levels: Adults 21 or older



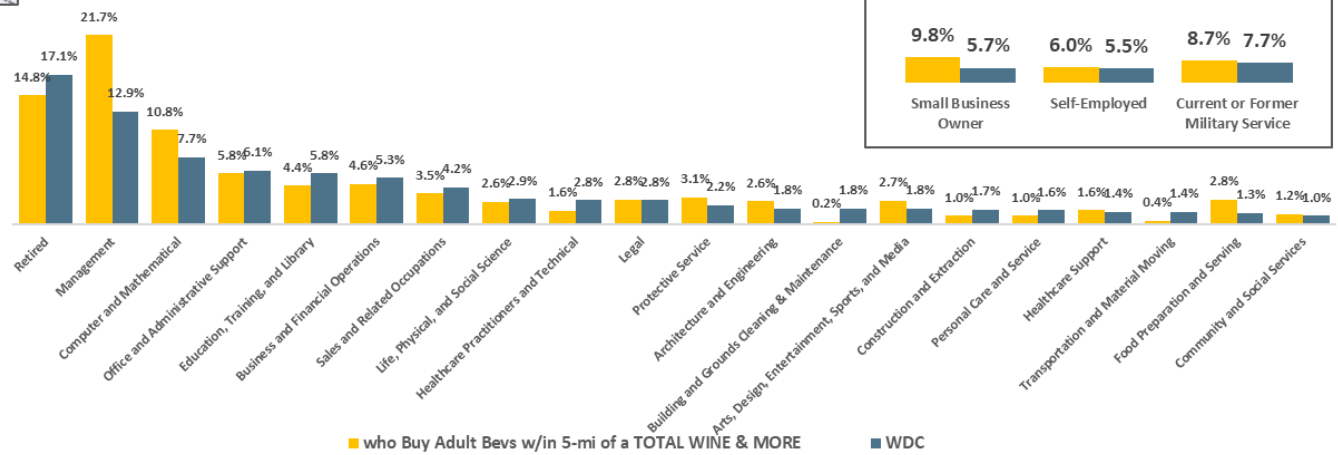
Employment: Adults 21 or older



Marital Status: Adults 21 or older

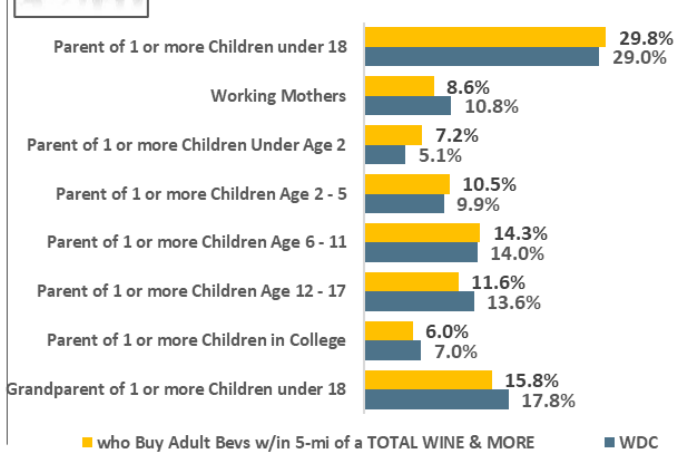


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

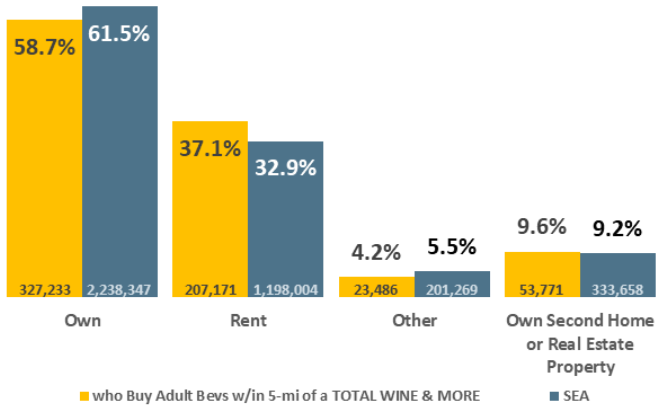
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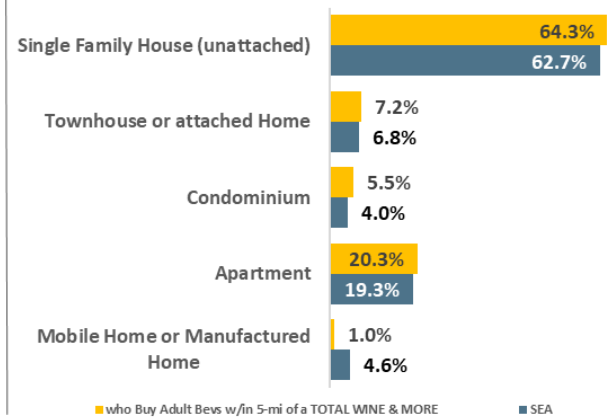
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

15.3% or 557,890 of SEA 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 4.7% less likely to own their home, 14.9% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 15.% more likely to have a dog.

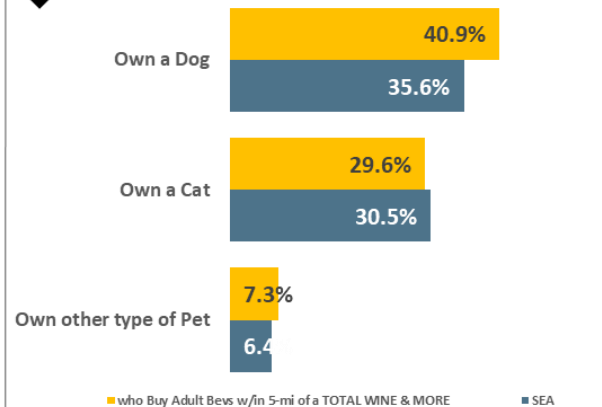
Own/Rent/Other: Adults 21 or older



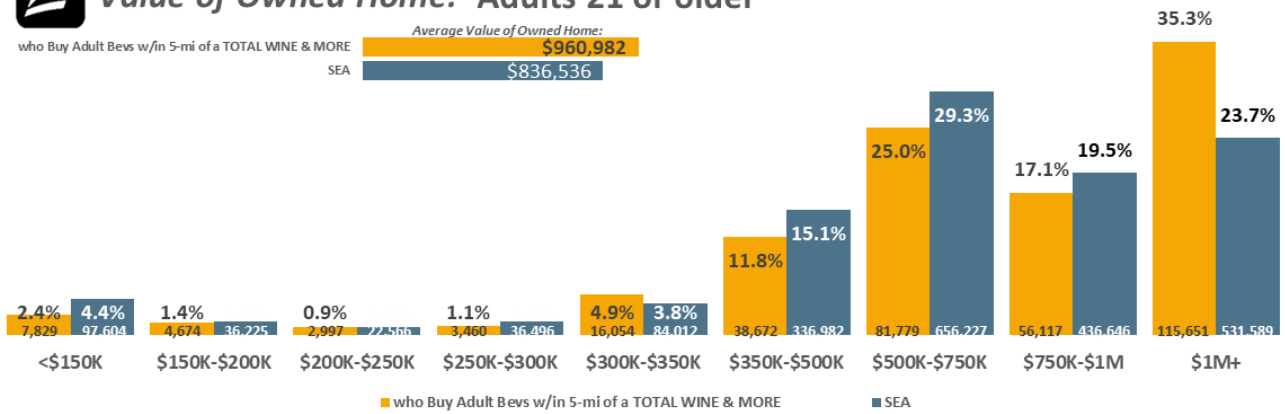
Type of Home: Adults 21 or older



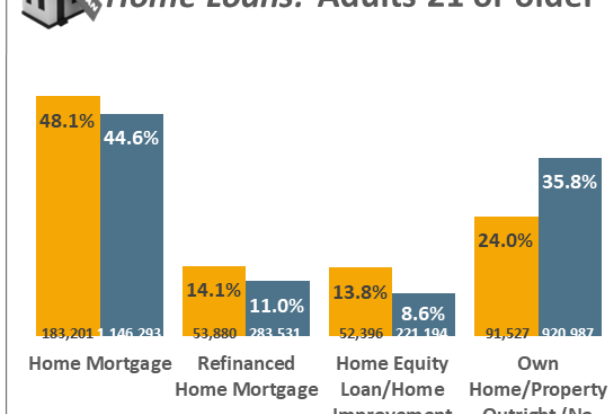
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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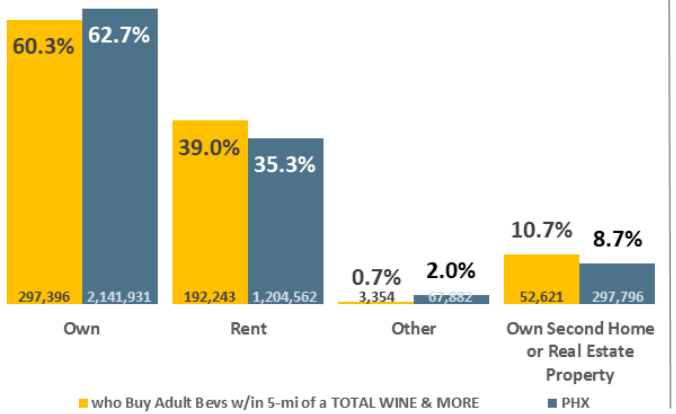
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

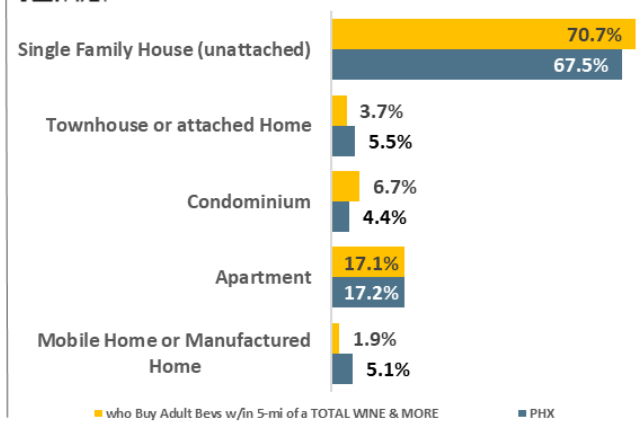
Total Wine & MORE — PHX

14.4% or 492,993 of PHX 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 3.8% less likely to own their home, 15.5% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 7.5% less likely to have a dog.

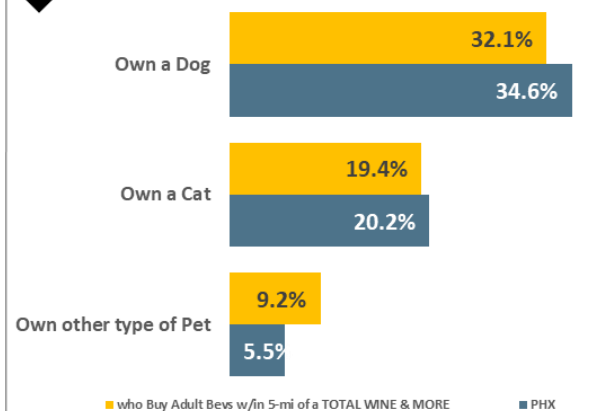
Own/Rent/Other: Adults 21 or older



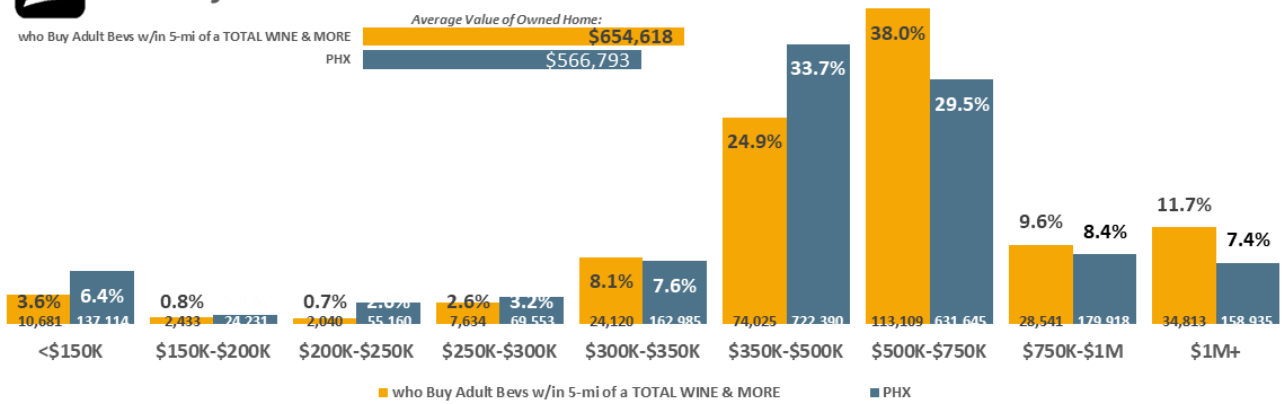
Type of Home: Adults 21 or older



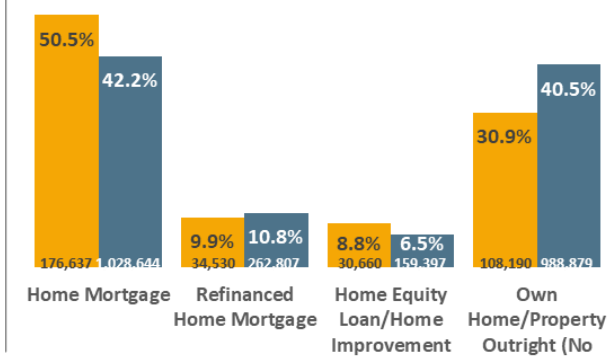
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

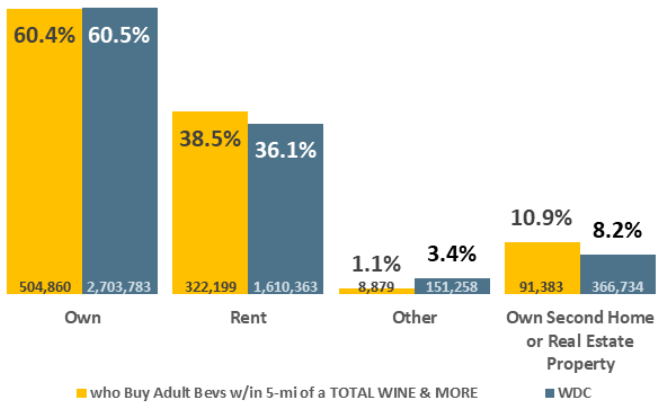
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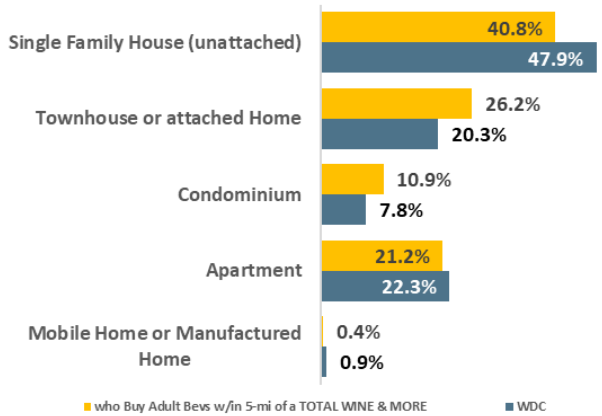
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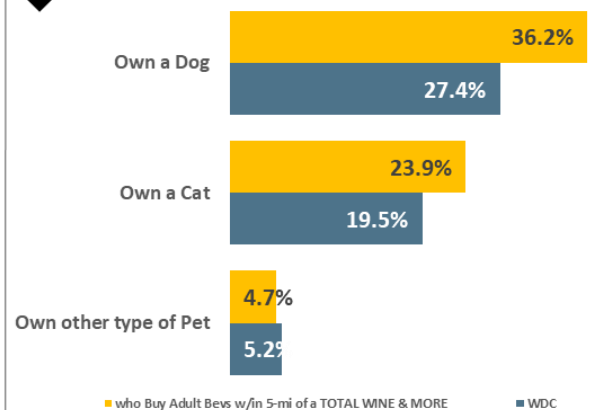
Own/Rent/Other: Adults 21 or older



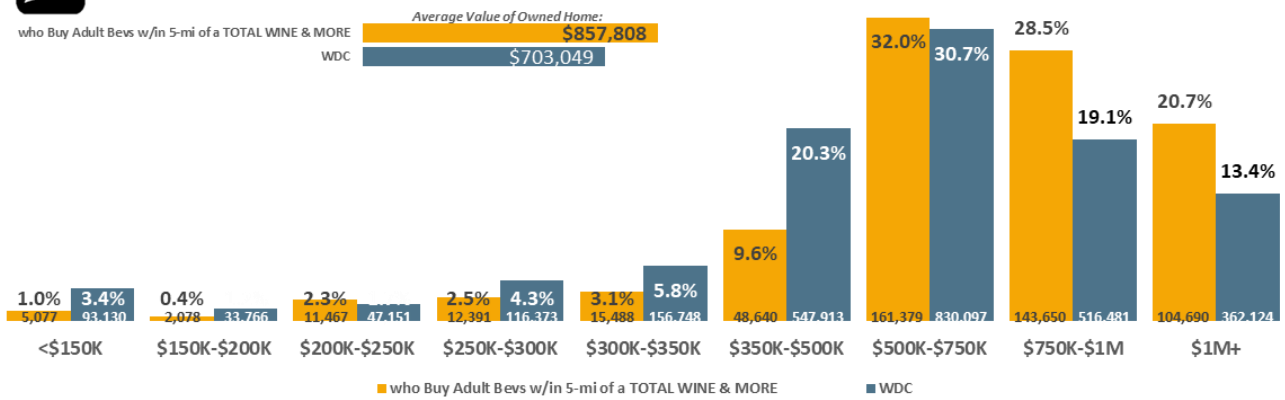
Type of Home: Adults 21 or older



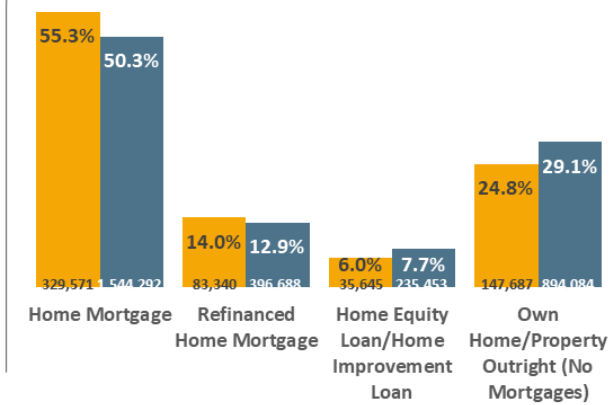
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

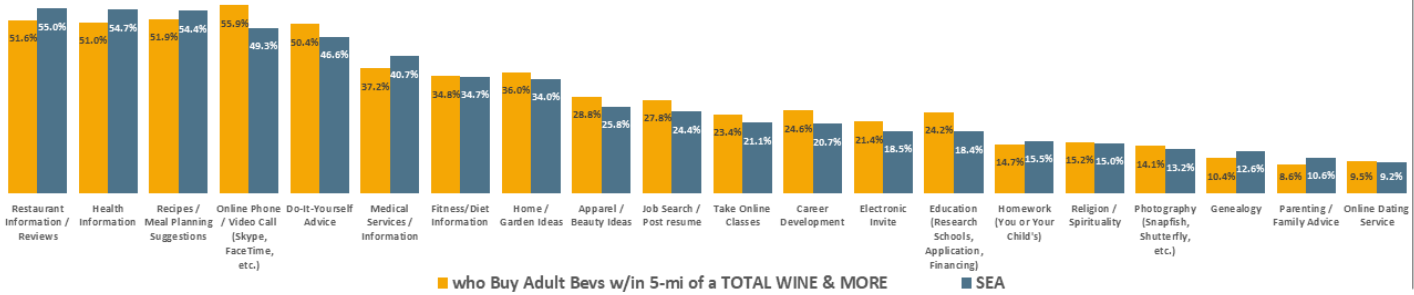
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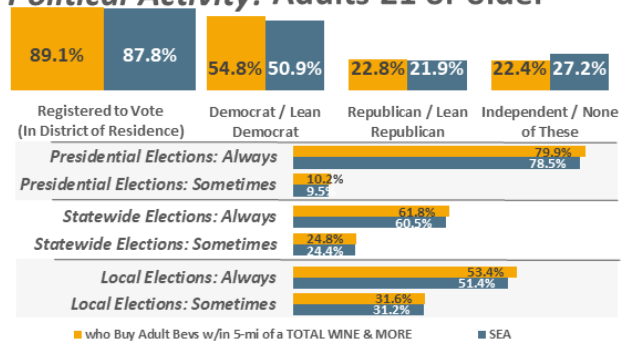
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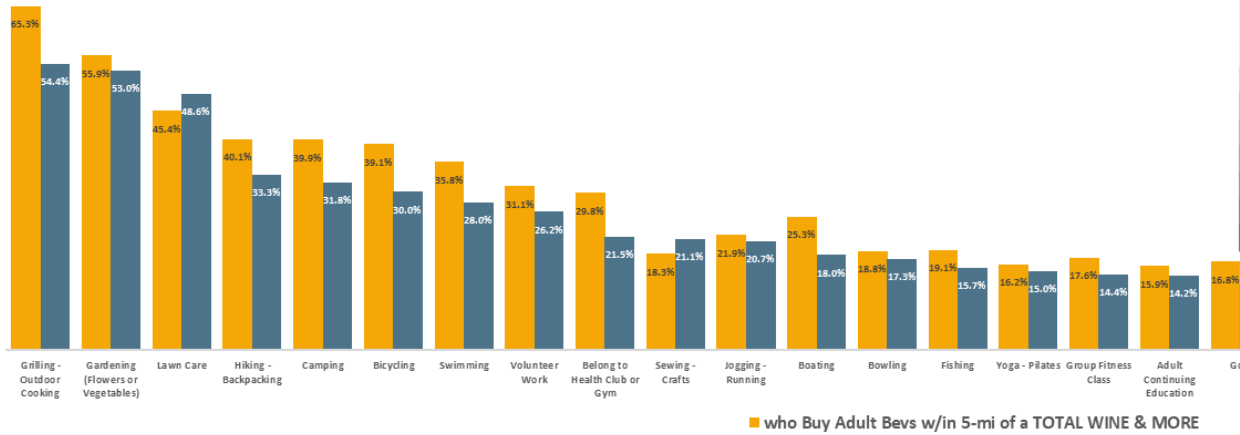
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



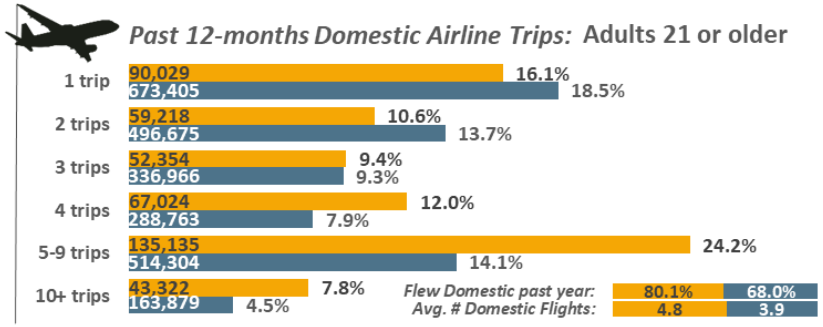
Political Activity: Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

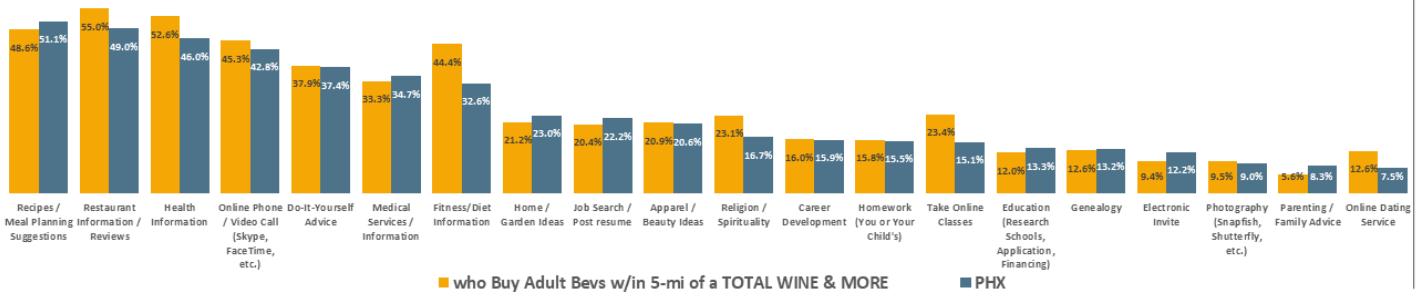
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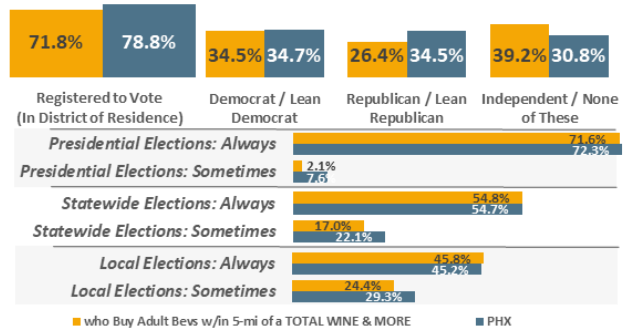
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

14.4% or 492,993 of PHX 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 1.3% more likely to look up D-I-Y advice online, 1.2% more likely to always vote in local elections, 48.7% more likely to belong to a gym, 9.2% more likely to fly domestic past yr.

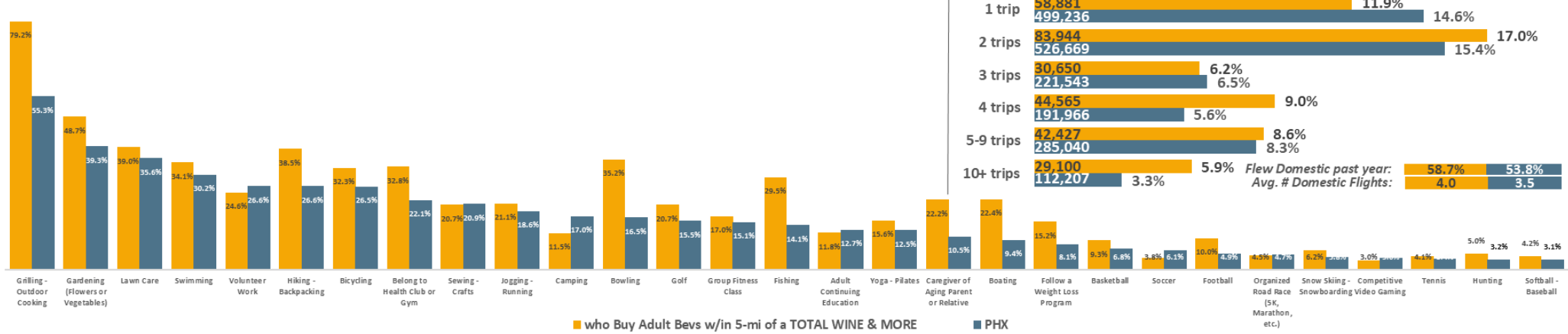
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

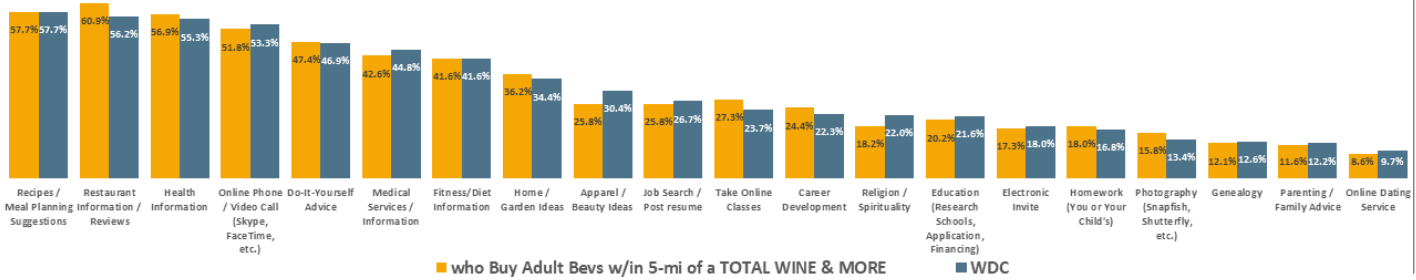
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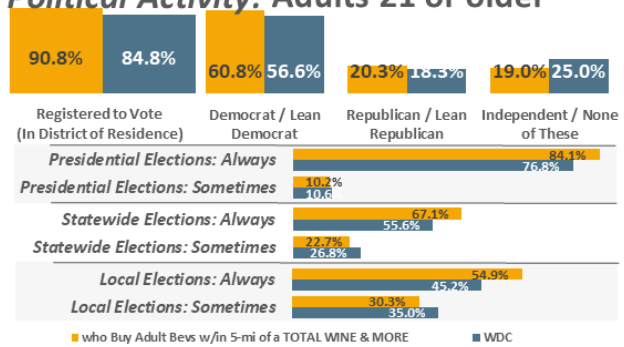
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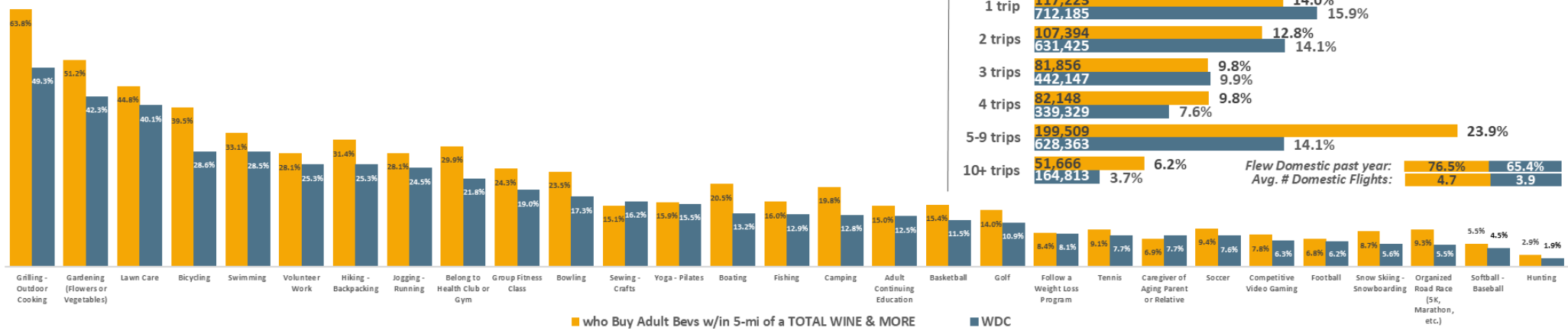
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



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

WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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Custom Geo = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640

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Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

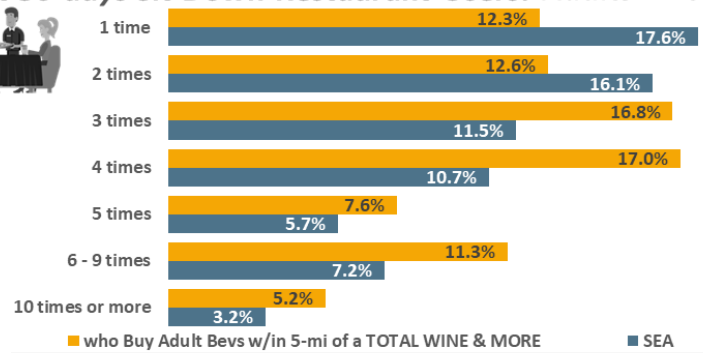


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

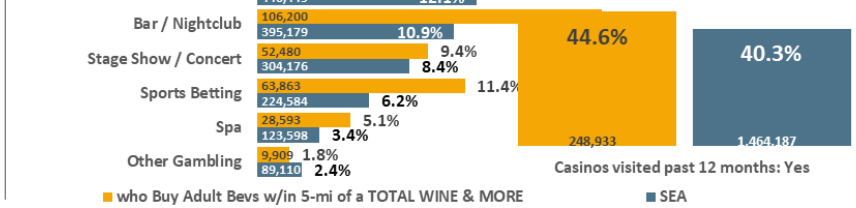


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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Total Wine & MORE — PHX

14.4% or 492,993 of PHX 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 3.1% more likely to use QSRs past mo., 18.9% more likely to use Sit-Down Restaurants past mo., 20.3% more likely to use Casinos past yr., 25.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

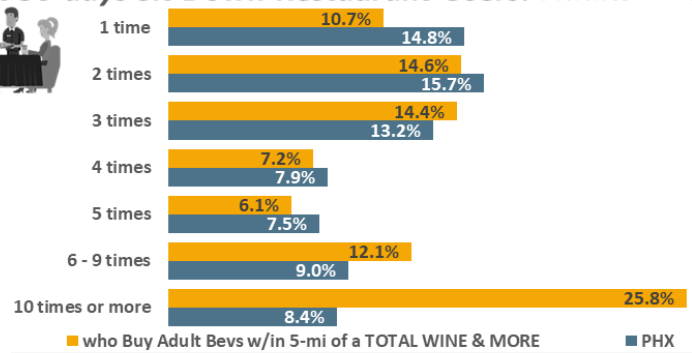


Avg. Monthly QSR Meals:



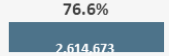
Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

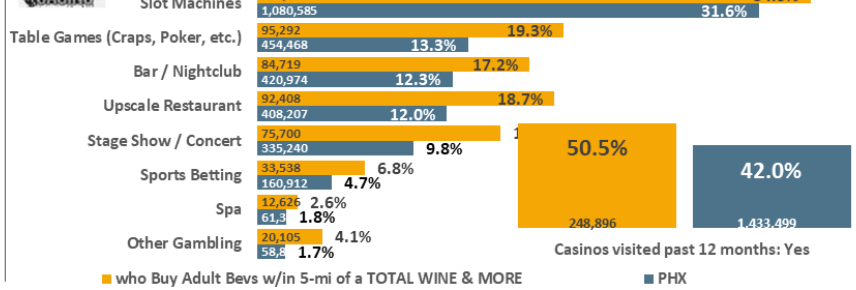
who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	104,175	21.1%
PHX	617,510	18.1%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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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	WDC
1 time	6.4%	7.8%
2 times	12.5%	13.0%
3 times	15.4%	12.4%
4 times	10.6%	10.3%
5 times	8.8%	9.0%
6 - 9 times	22.9%	19.4%
10 times or more	14.5%	16.6%

Total Monthly QSR Users:	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
	91.1%	88.5%
	761,212	3,953,794

Avg. Monthly QSR Meals:	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
	6.1	6.2

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



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
1 time	10.7%	13.2%
2 times	19.3%	18.0%
3 times	11.5%	12.7%
4 times	13.4%	10.1%
5 times	10.6%	8.6%
6 - 9 times	14.6%	10.1%
10 times or more	6.3%	4.7%

Total Monthly Sit-Down Restaurant Users:	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
	86.3%	77.3%
	721,196	3,452,635

Avg. Monthly Sit-Down Restaurant Meals:	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
	4.6	4.1

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	WDC
Chinese	42.0%	36.7%
Pizza	42.3%	30.5%
Mexican	37.1%	28.1%
Coffee House / Coffee Bar	34.5%	25.0%
Indian / Thai / Other Asian	29.2%	23.8%
Italian	27.5%	19.4%
Upscale	28.3%	17.8%
Bagel / Donut / Bakery	20.1%	17.4%
Wings / Burgers / Sports Bar	20.2%	11.4%
Seafood	16.7%	11.2%

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

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	303,411	36.3%
WDC	1,228,167	27.5%

Drank Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		WDC	
Liquor	680,363	81.4%	2,052,604	46.0%
Any Type of Beer	593,988	71.1%	1,846,897	41.4%
Wine	599,251	71.7%	1,811,170	40.6%
Imported Beer	410,458	49.1%	1,170,656	26.2%
Domestic Regular Beer	407,088	48.7%	1,128,846	25.3%
Domestic Light Beer	300,063	35.9%	925,729	20.7%
Microbrew / Craft Beer	208,180	24.9%	529,245	11.9%

Past 12 months Casino Activities: Adults 21 or older

	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE		WDC	
Slot Machines	175,387	21.0%	853,156	19.1%
Bar / Nightclub	130,497	15.6%	400,575	9.0%
Upscale Restaurant	109,578	13.1%	379,454	8.5%
Table Games (Craps, Poker, etc.)	102,739	12.3%	376,457	8.4%
Stage Show / Concert	55,114	6.6%	238,609	5.3%
Sports Betting	60,981	7.3%	215,124	4.8%
Spa	21,206	2.5%	122,314	2.7%
Other Gambling	16,378	2.0%	97,552	2.2%

Casinos visited past 12 months: Yes	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
	30.5%	28.3%
	255,271	1,263,437

Used Past 30-days: Adults 21 or older



	who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
Marijuana / Cannabis	10.3%	9.2%
	86,301	410,496
Cigarettes	7.8%	5.7%
	65,324	252,441
Vape	7.7%	4.5%
	64,019	200,684

WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

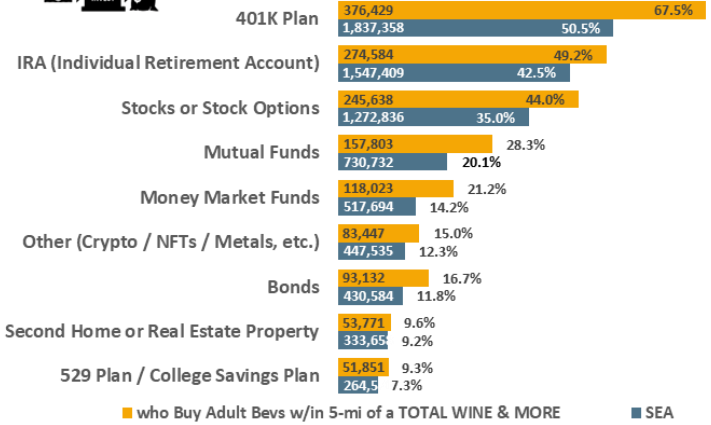
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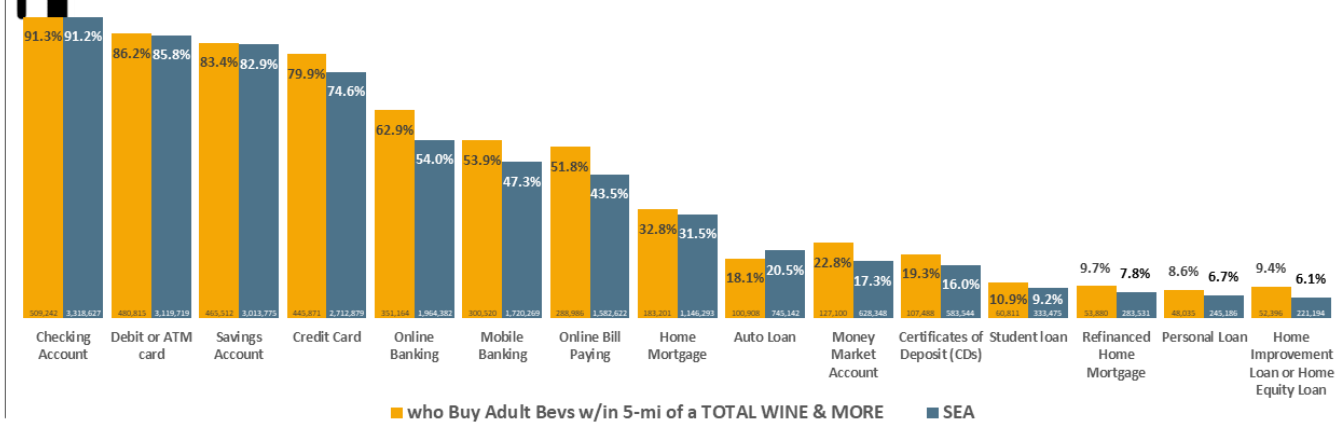
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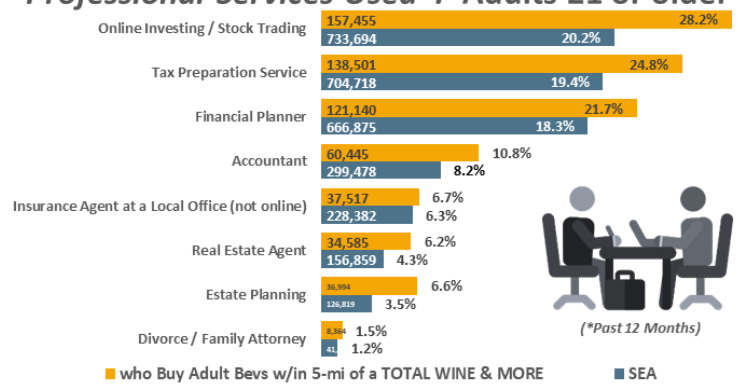
Investments Owned: Adults 21 or older



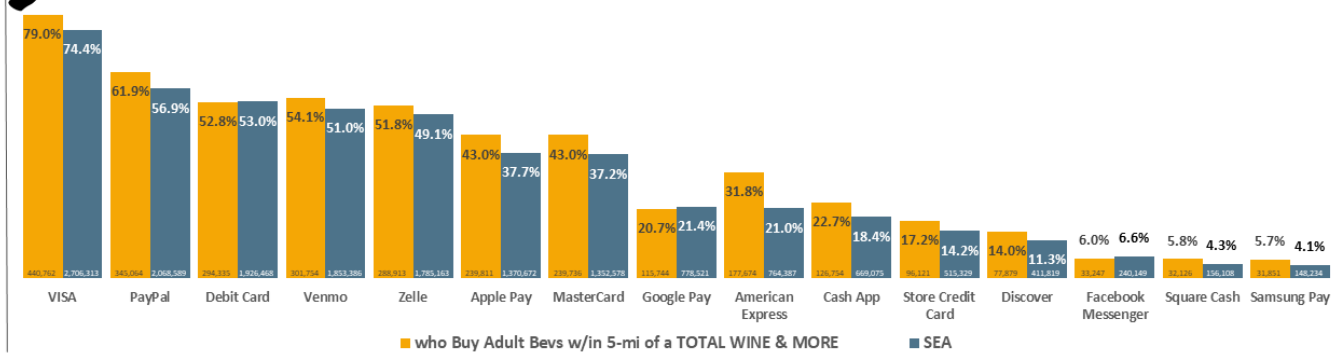
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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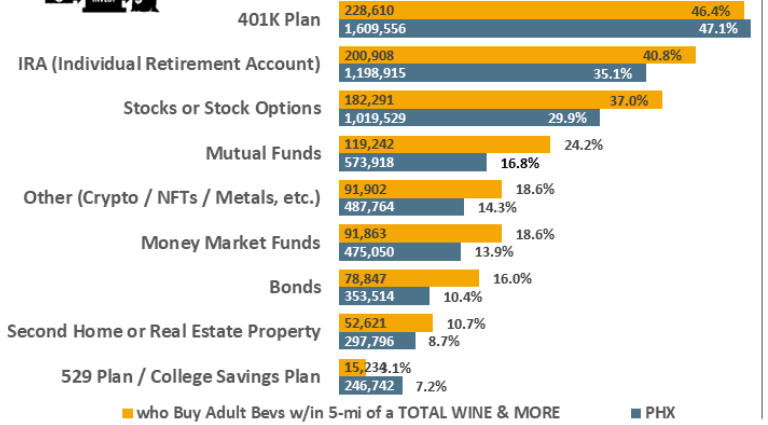
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Total Wine & MORE

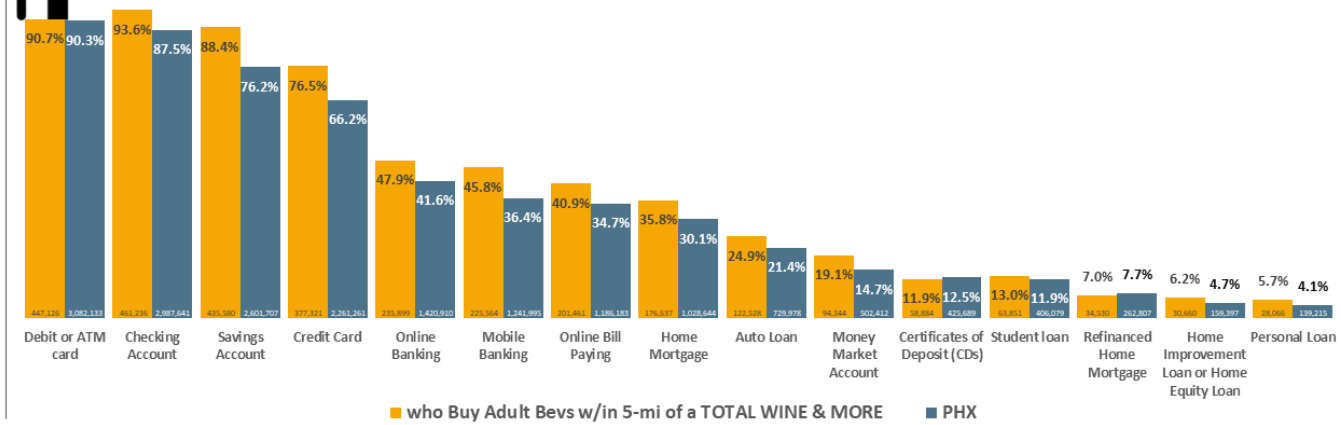
PHX

14.4% or 492,993 of PHX 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 1.6% less likely to have a 401K, 16.3% more likely to have an Auto Loan, 1.6% less likely to Invest/Trade Stocks Online, 19.3% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



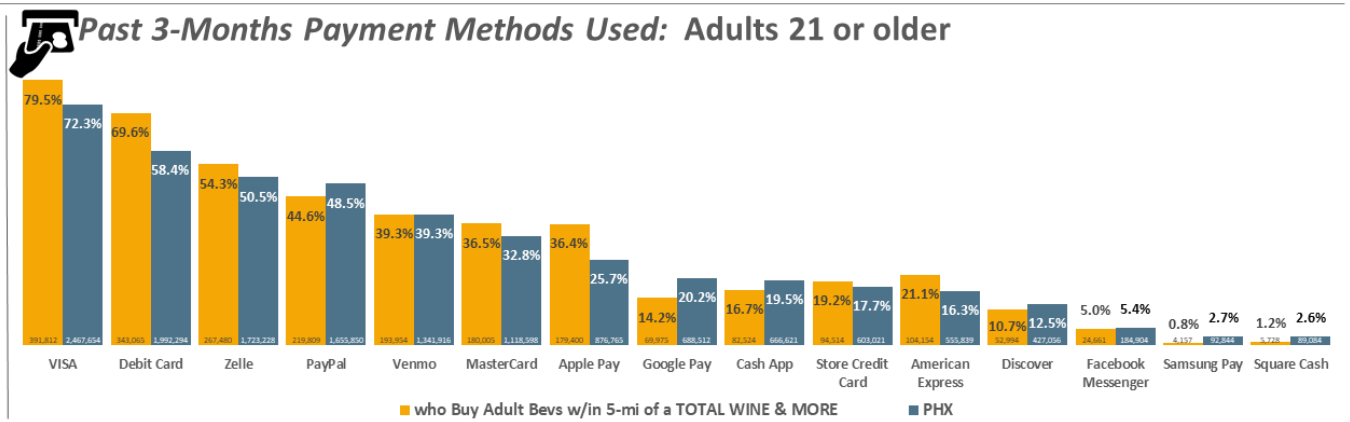
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

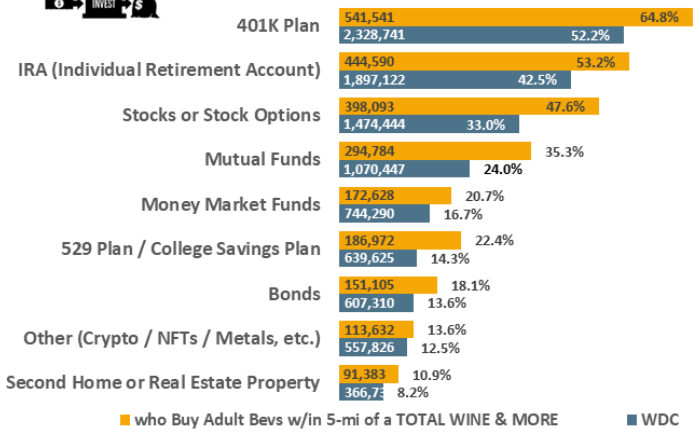
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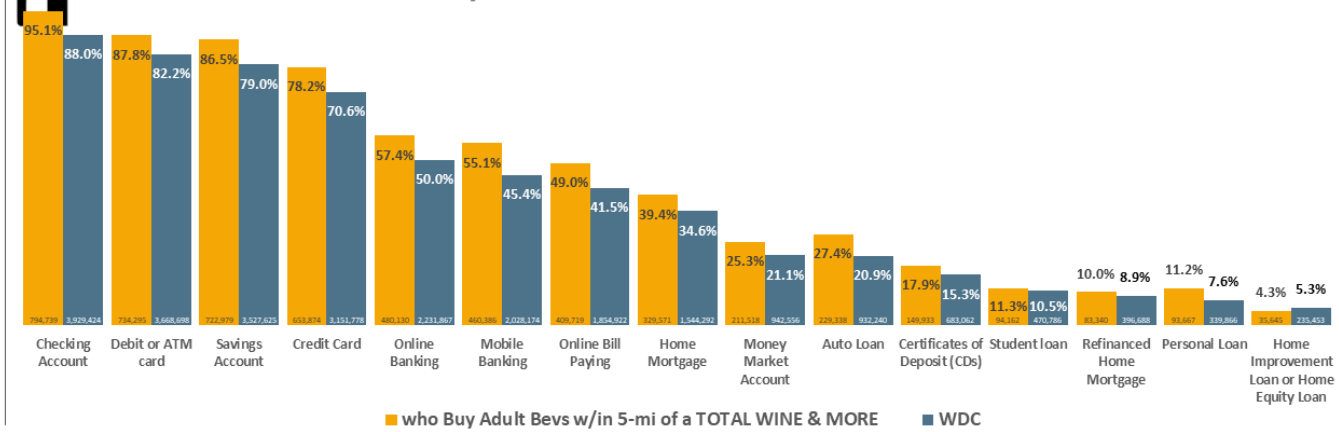
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

18.7% or 835,938 of WDC 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 24.2% more likely to have a 401K, 31.4% more likely to have an Auto Loan, 55.3% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

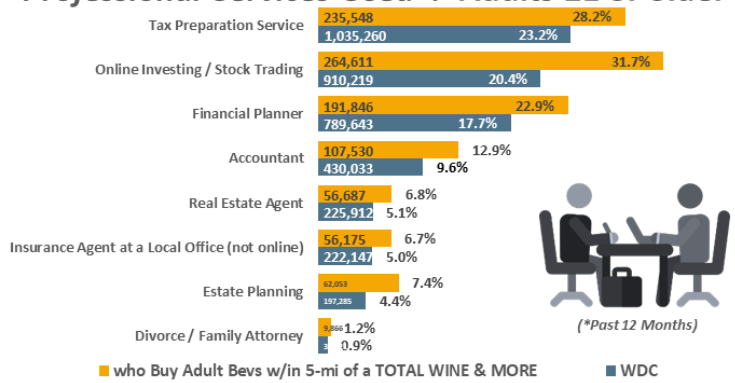
Investments Owned: Adults 21 or older



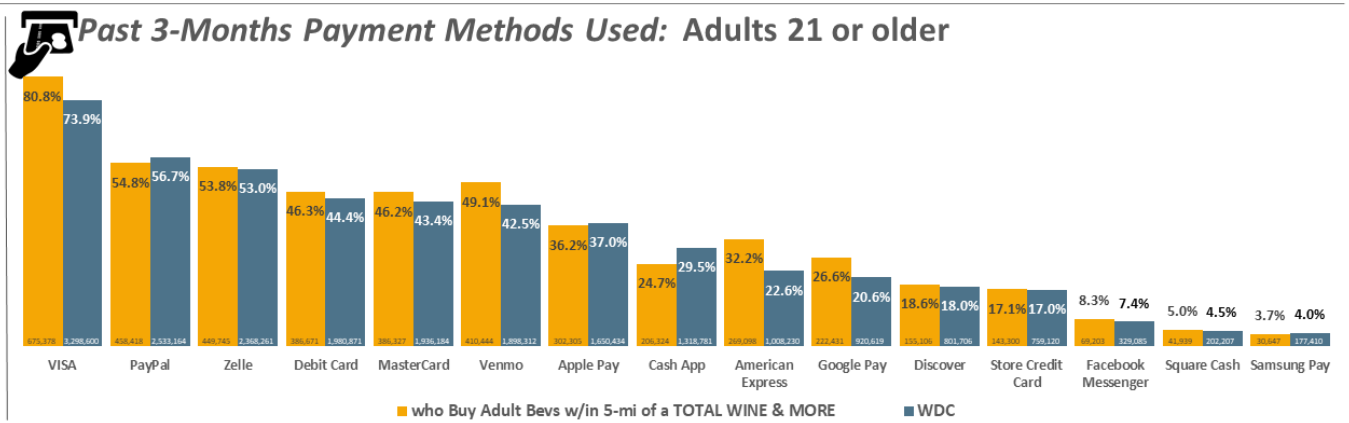
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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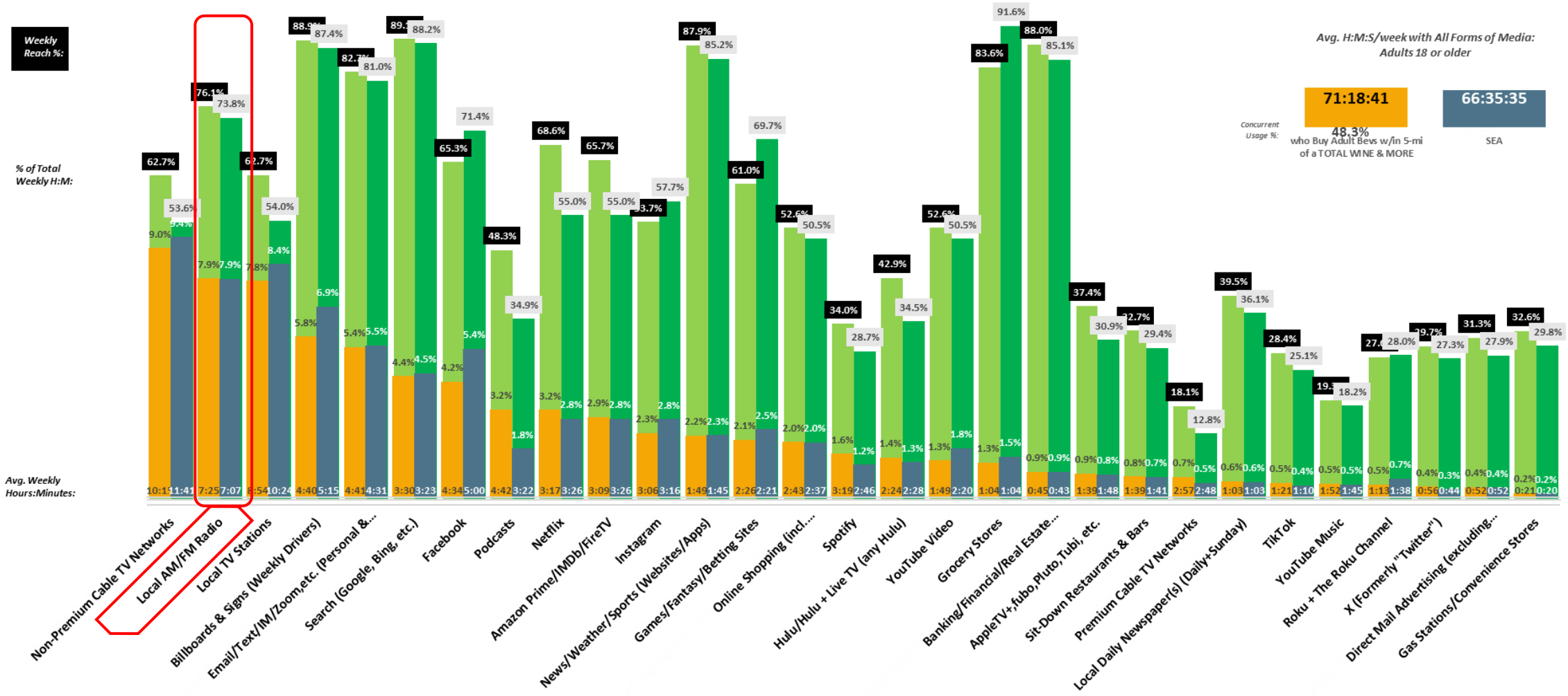
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

SEA

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 23 hours, 18 minutes and 41 seconds each week with All Forms of Media.

76.1% 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 25 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,633

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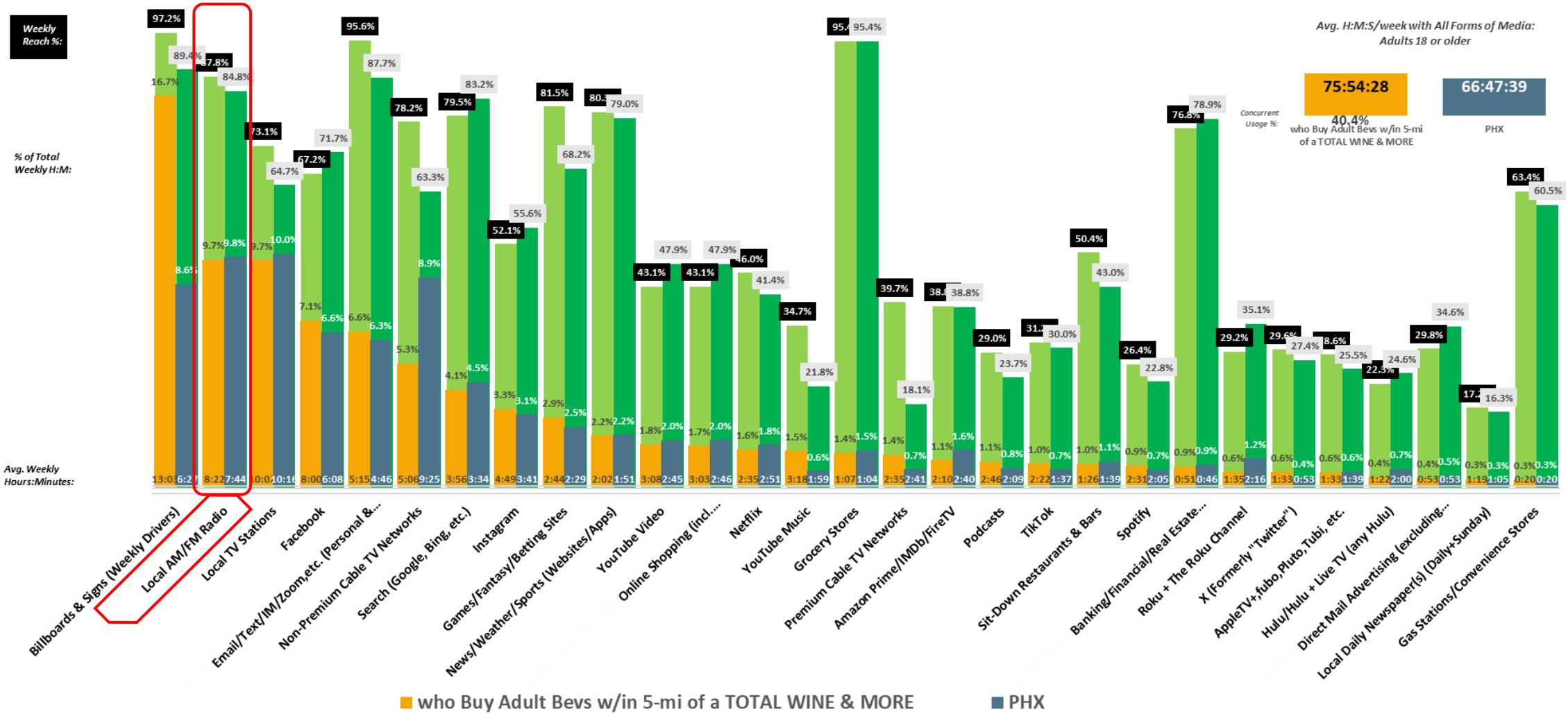
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE — PHX

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, 54 minutes and 28 seconds each week with All Forms of Media.

87.8% 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 22 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

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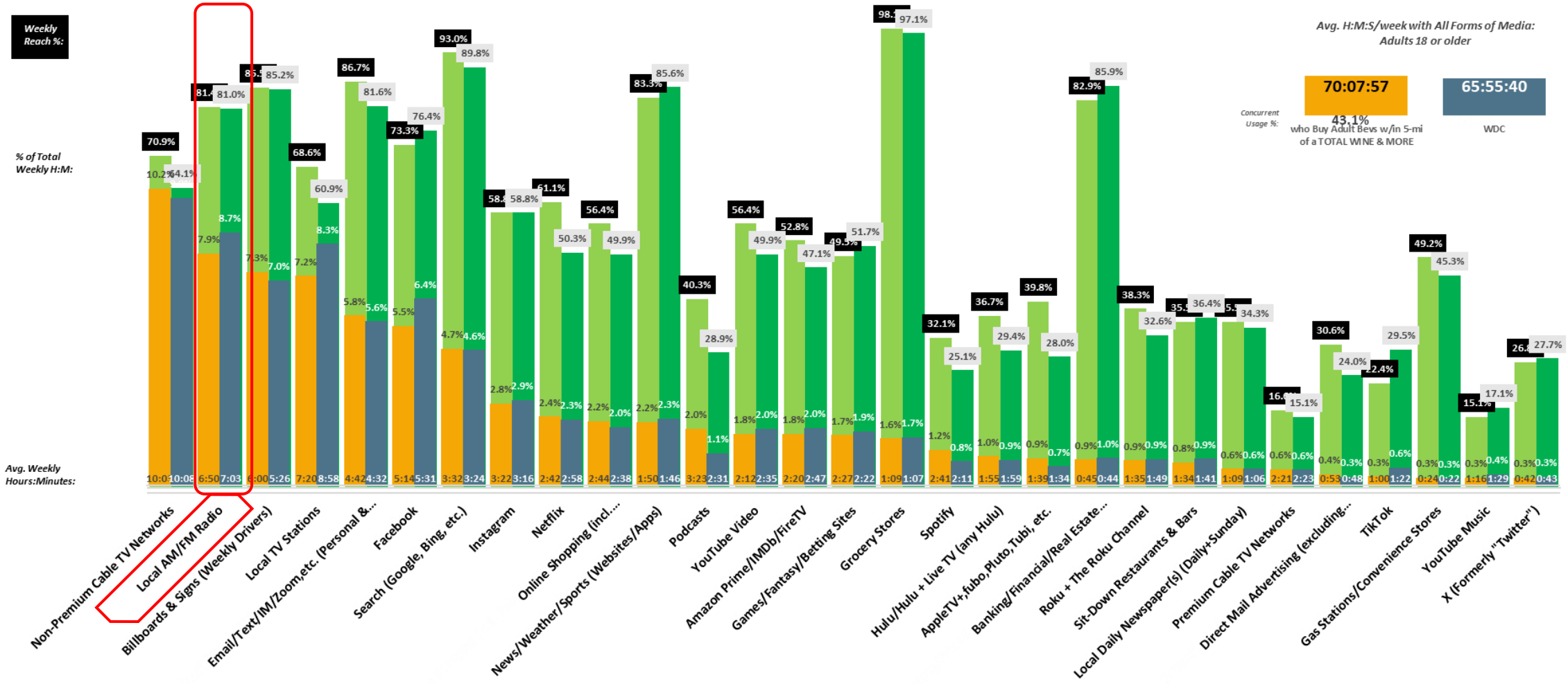
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE — WDC

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 22 hours, 7 minutes and 57 seconds each week with All Forms of Media.

81.4% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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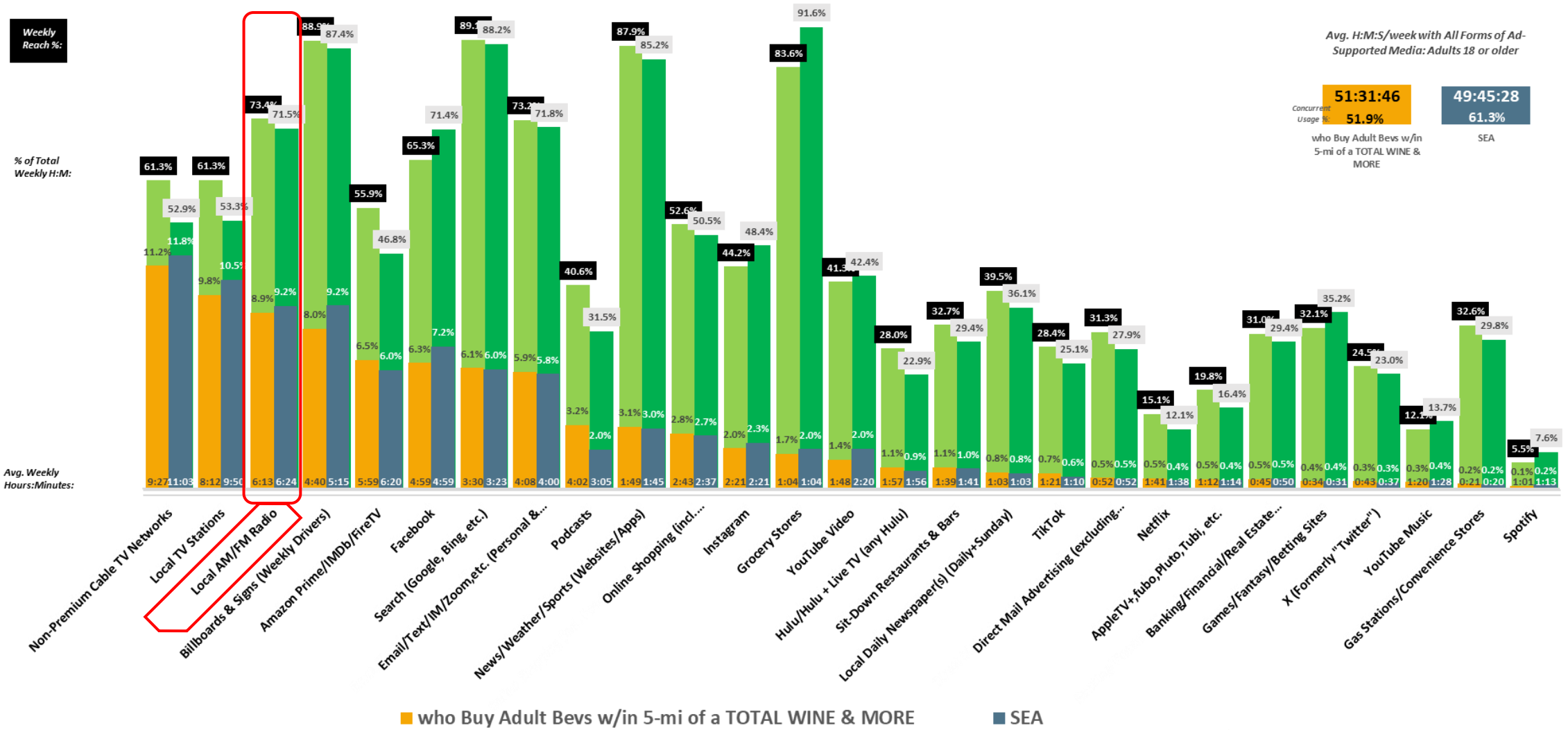
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE | SEA

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 3 hours, 31 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

73.4% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 6 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,633

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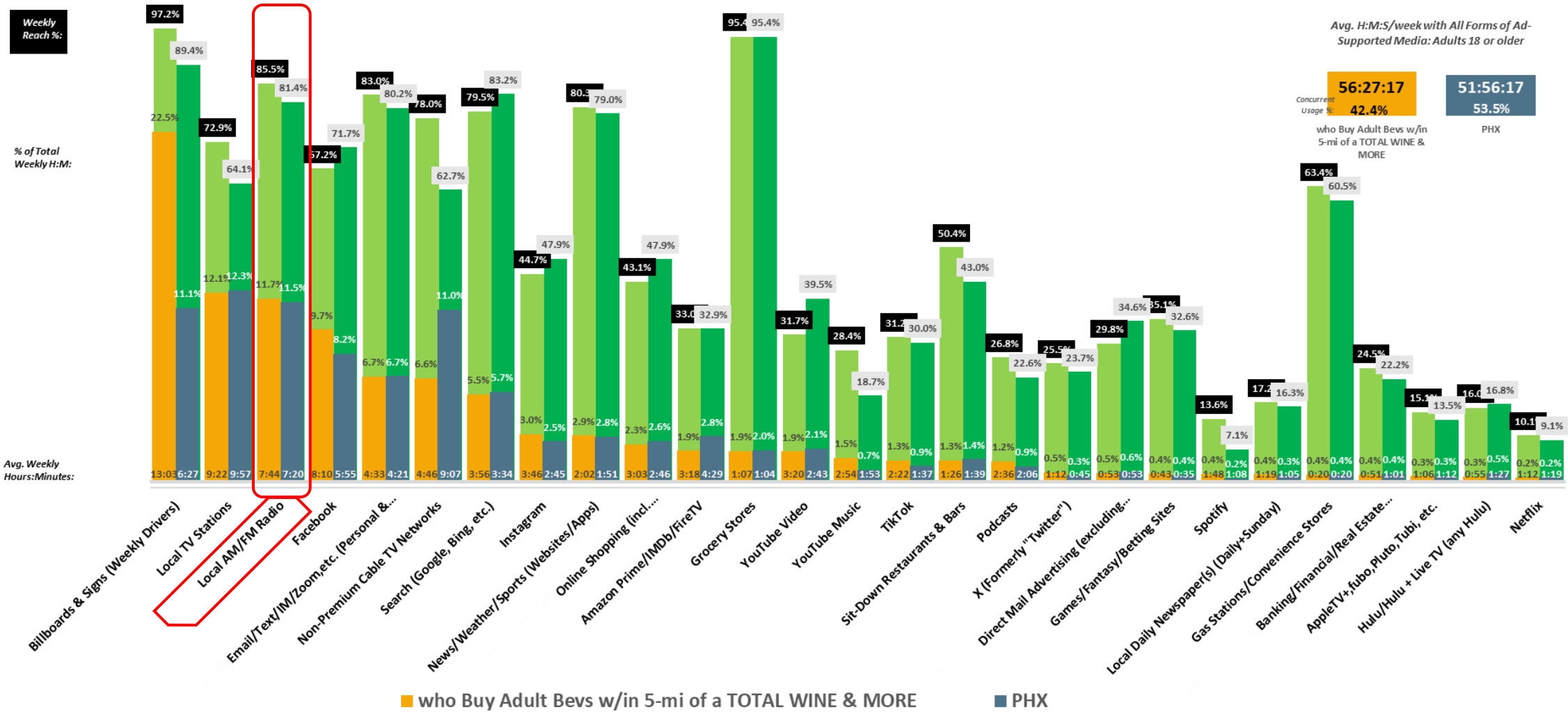
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE — PHX

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 8 hours, 27 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

85.5% 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 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

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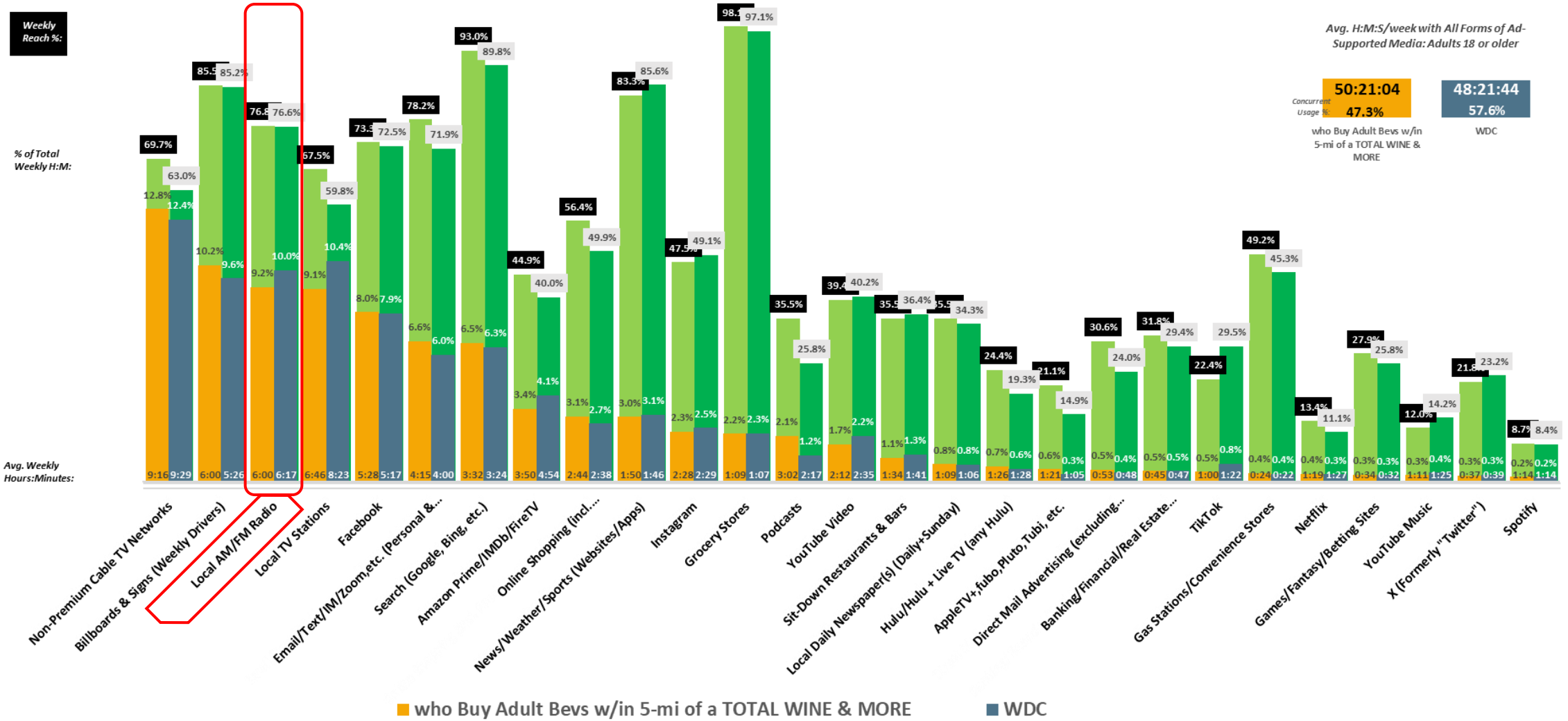
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 2 days, 2 hours, 21 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

76.8% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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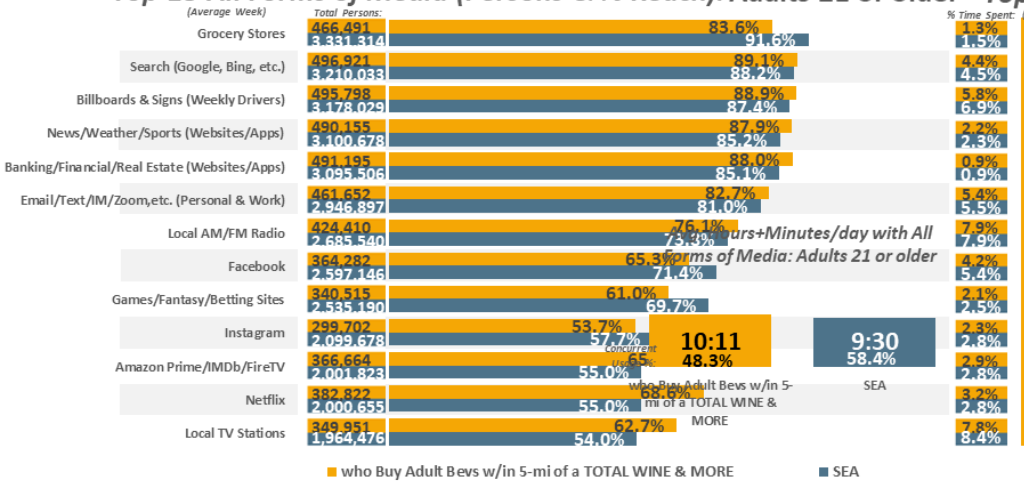
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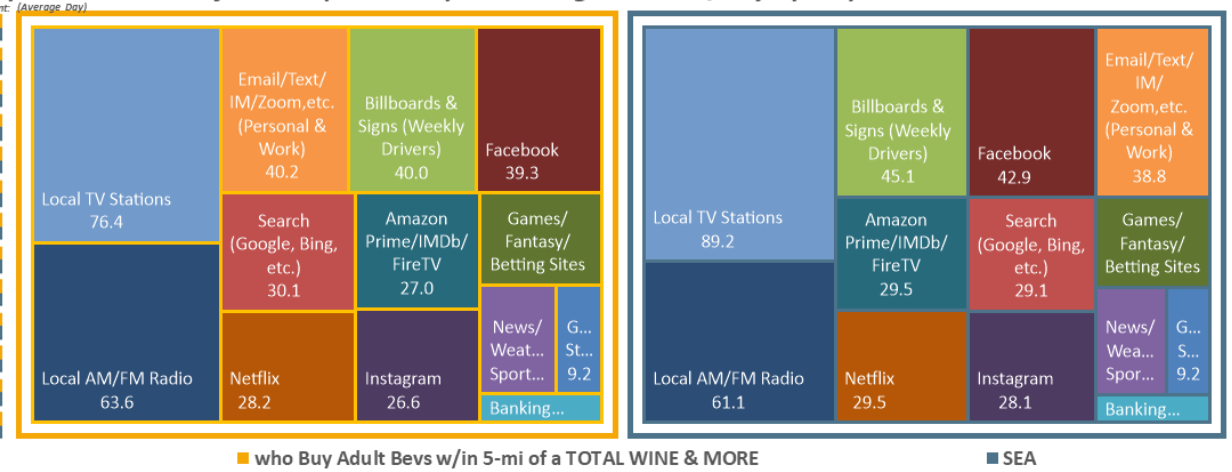
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

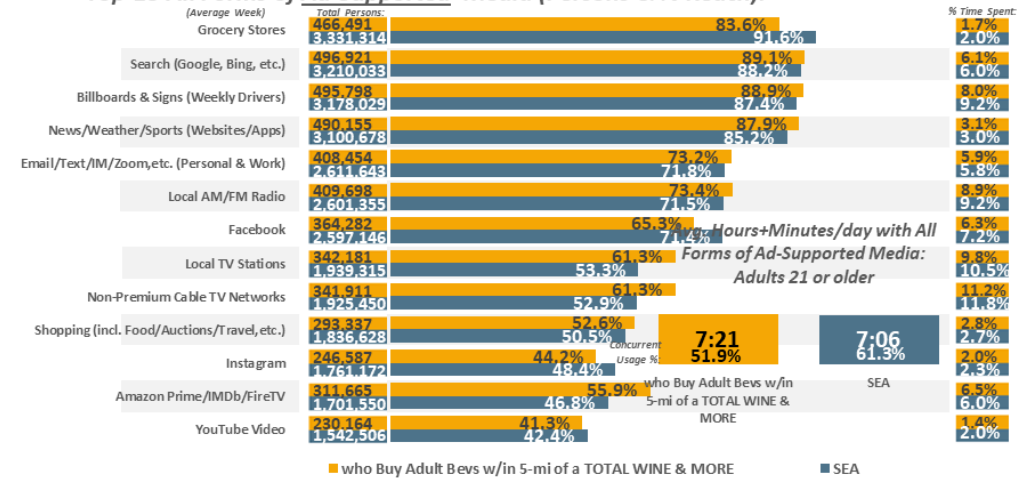
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



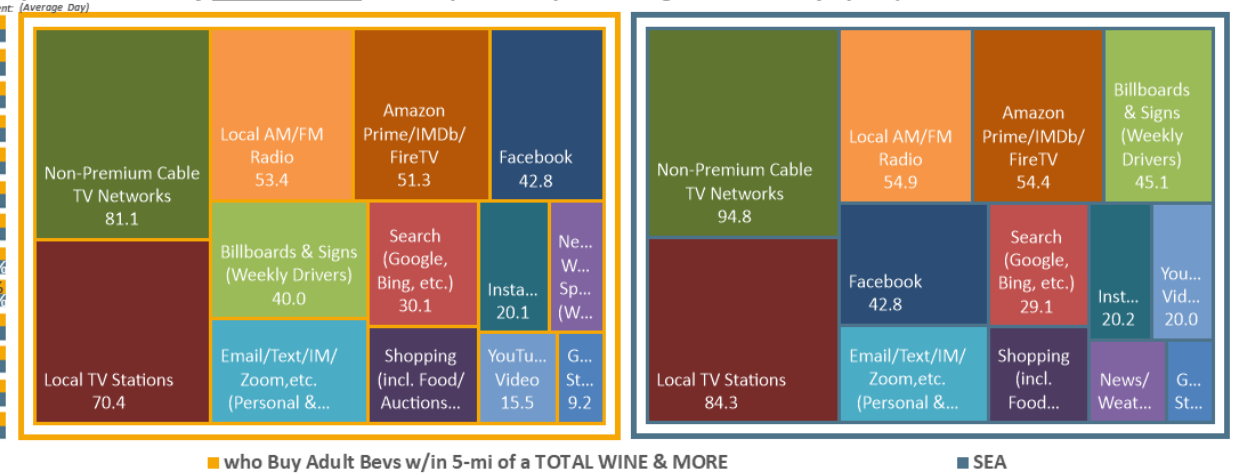
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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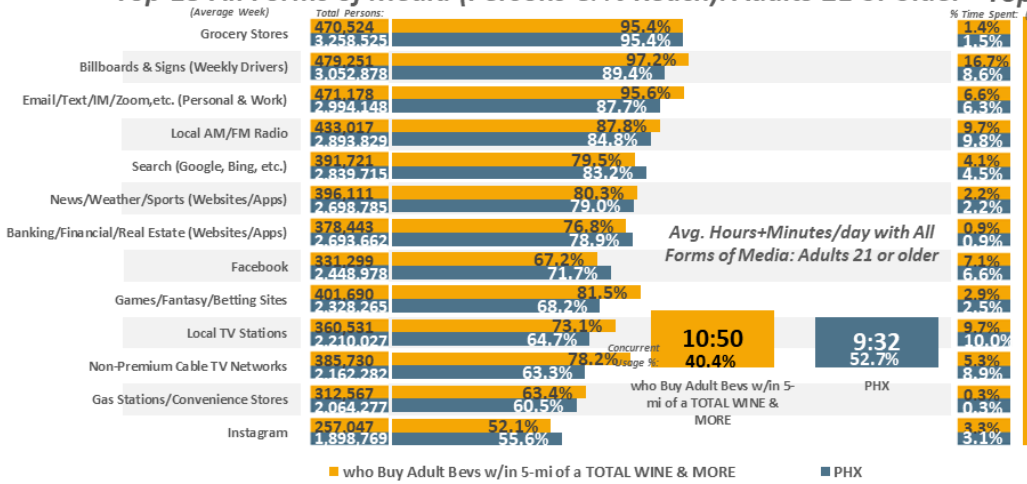
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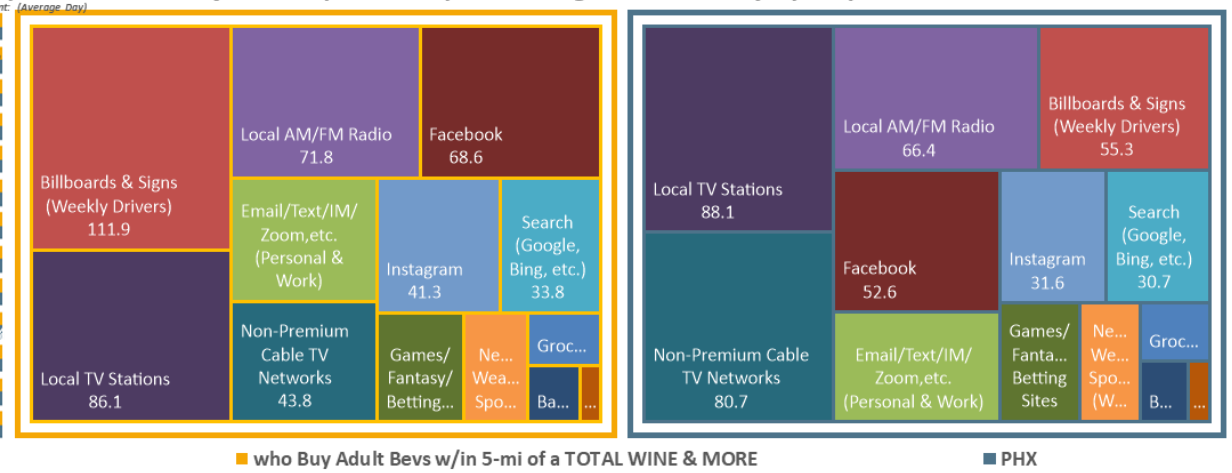
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

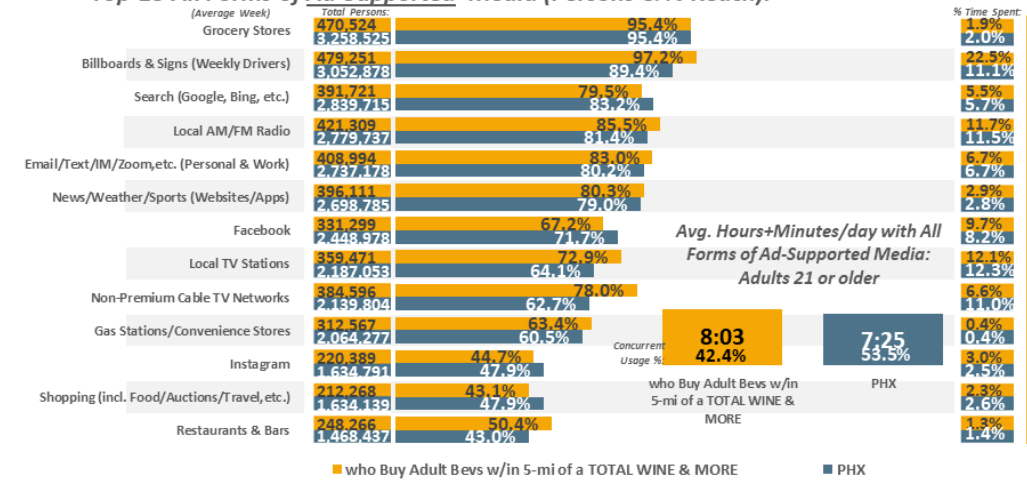
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



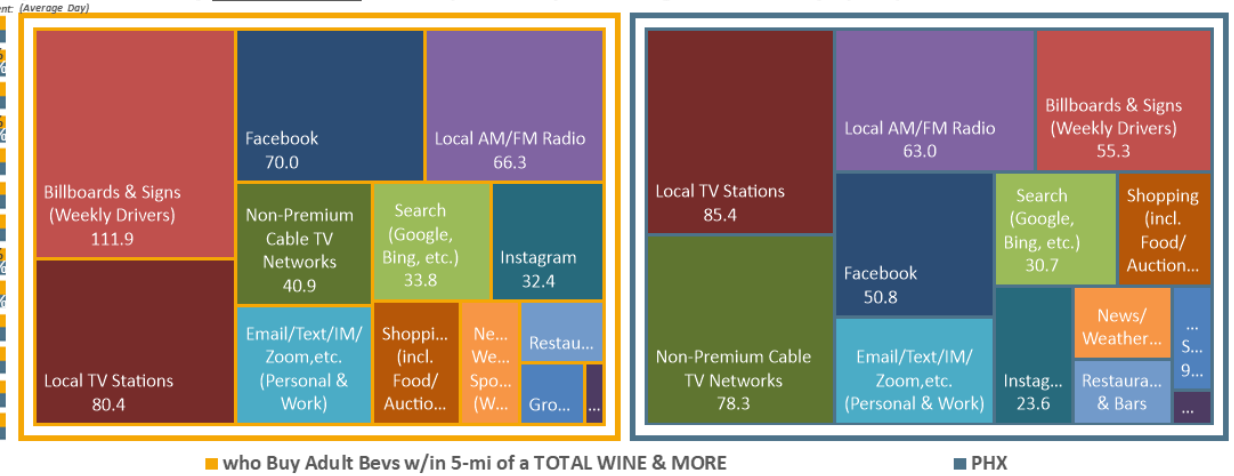
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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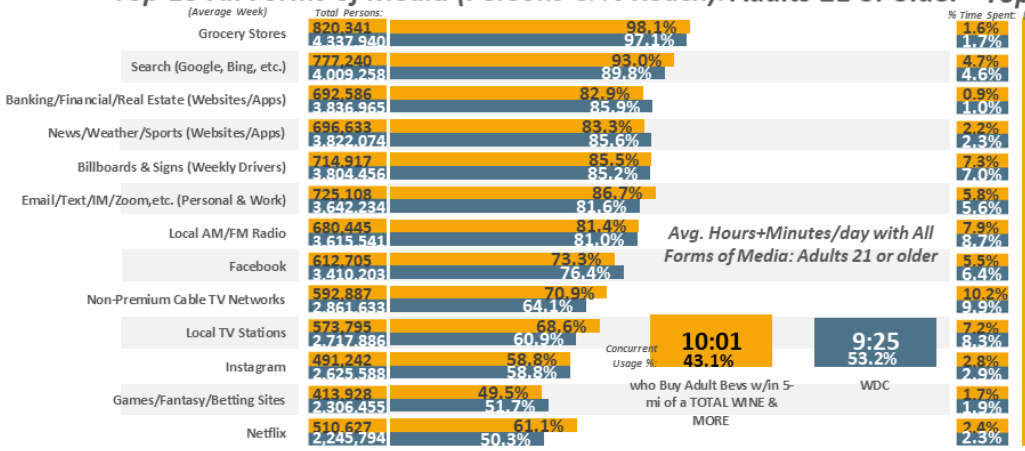
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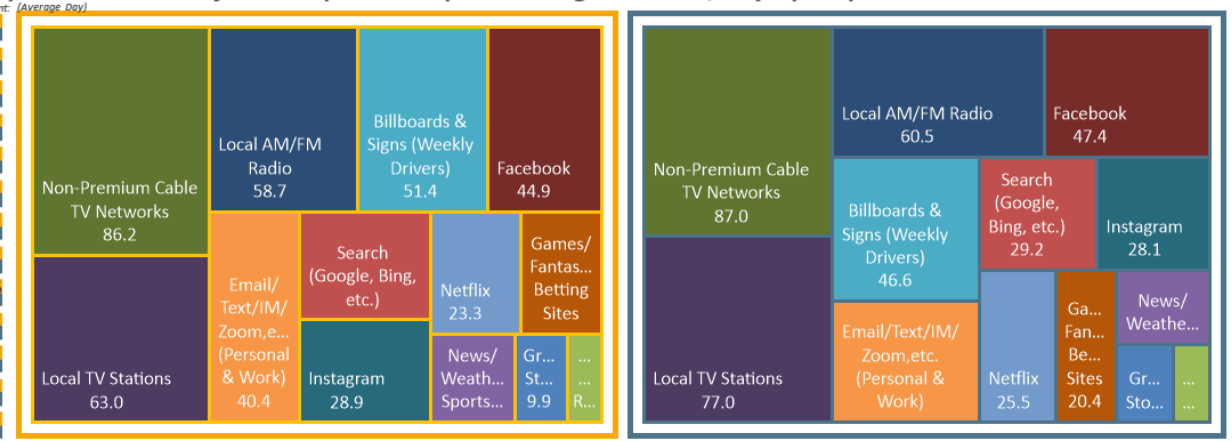
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 7 hours and 11 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

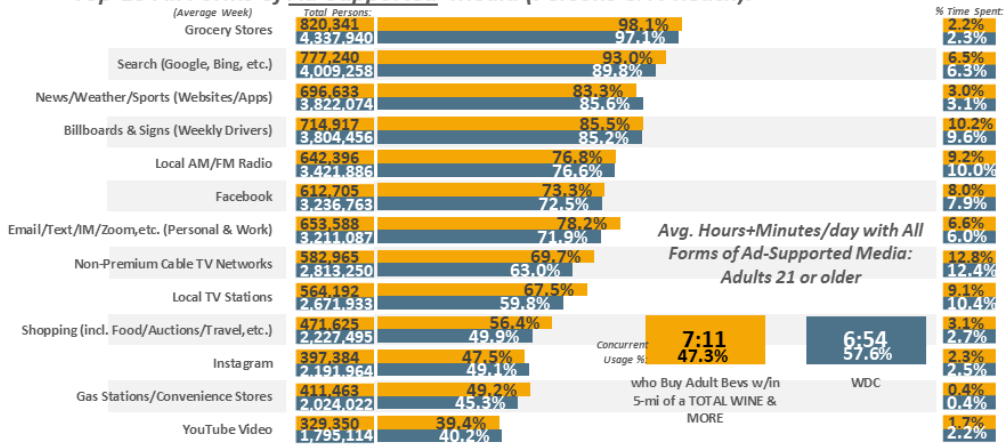
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



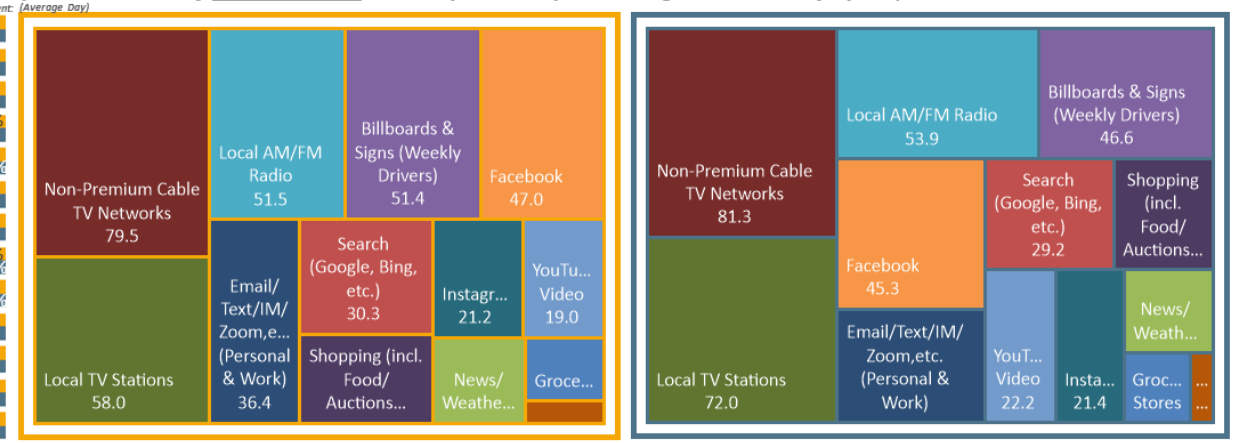
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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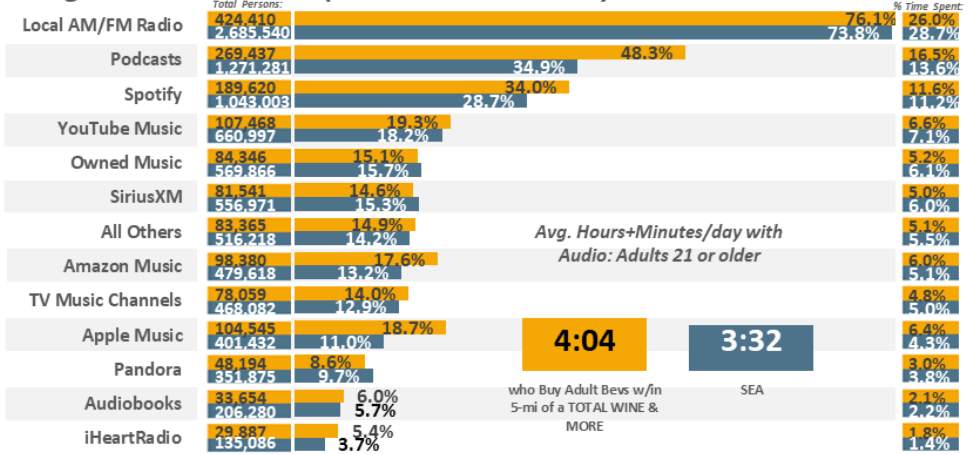
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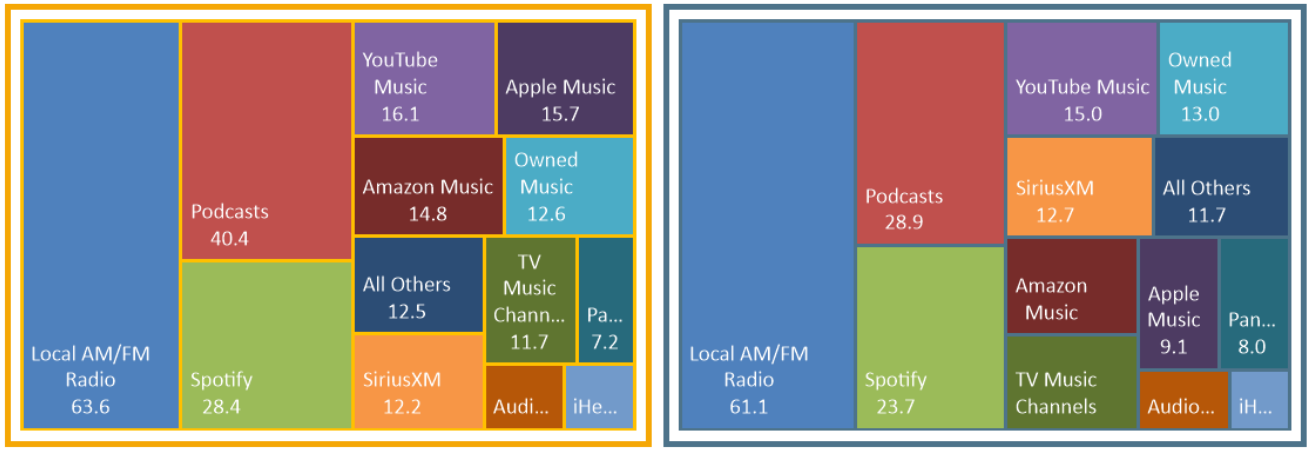
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

409,698 or 73.4% 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 53.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

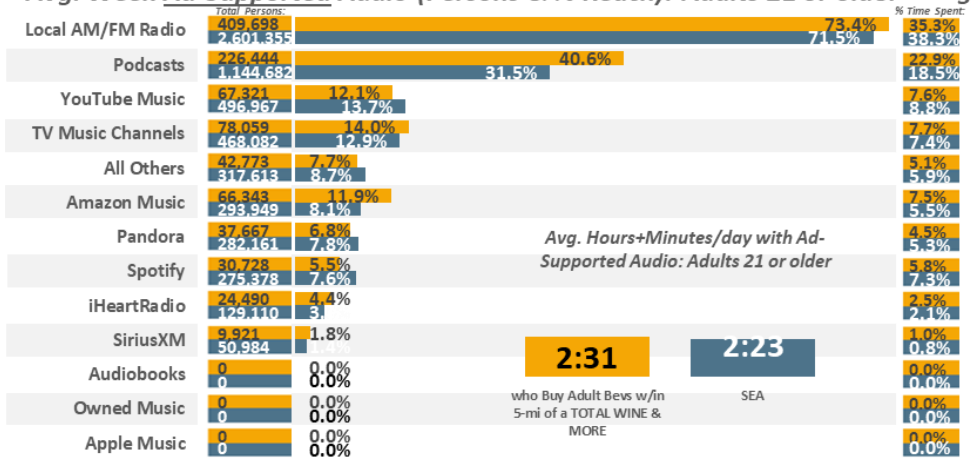
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



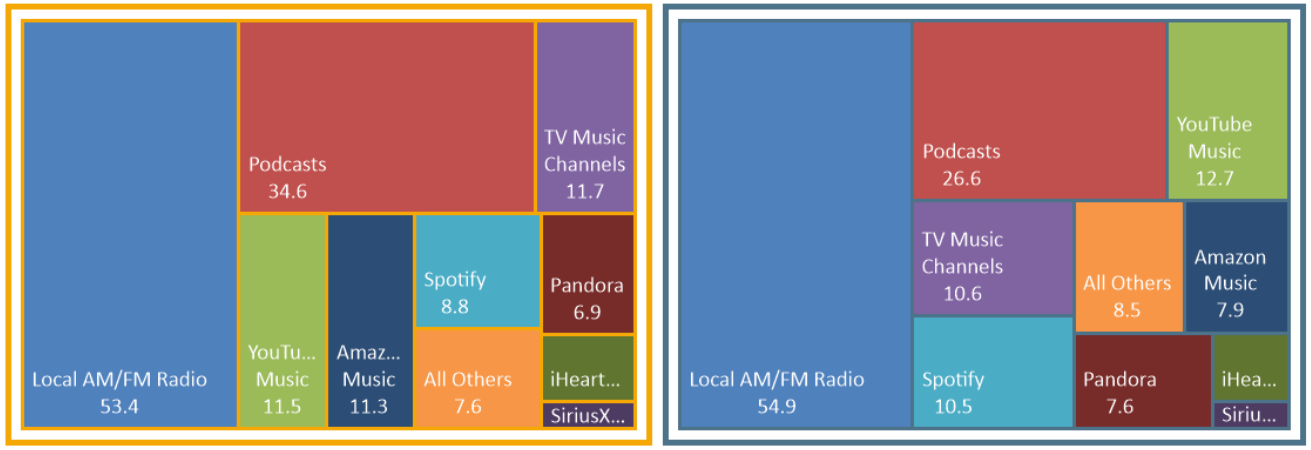
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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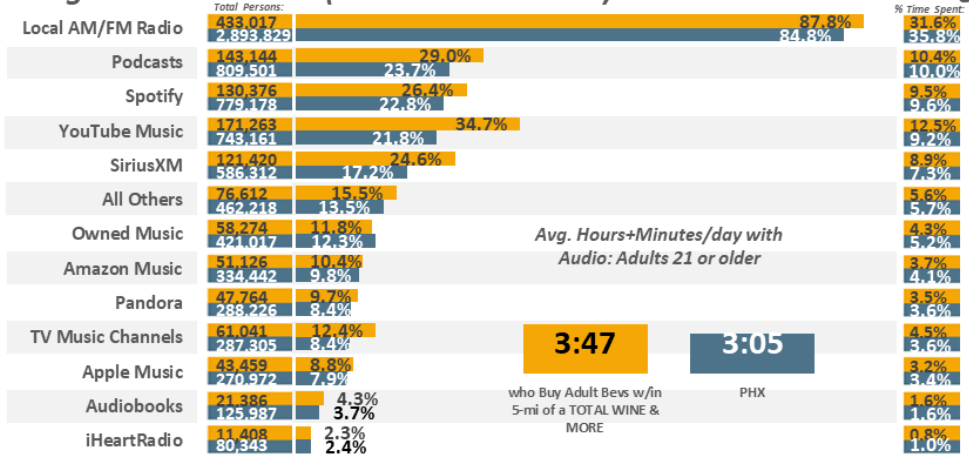
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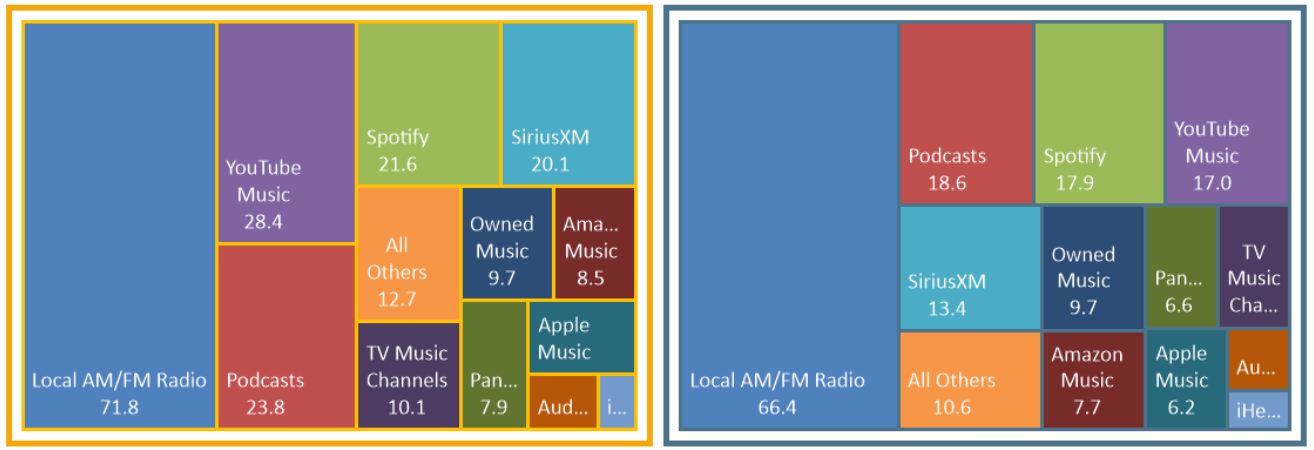
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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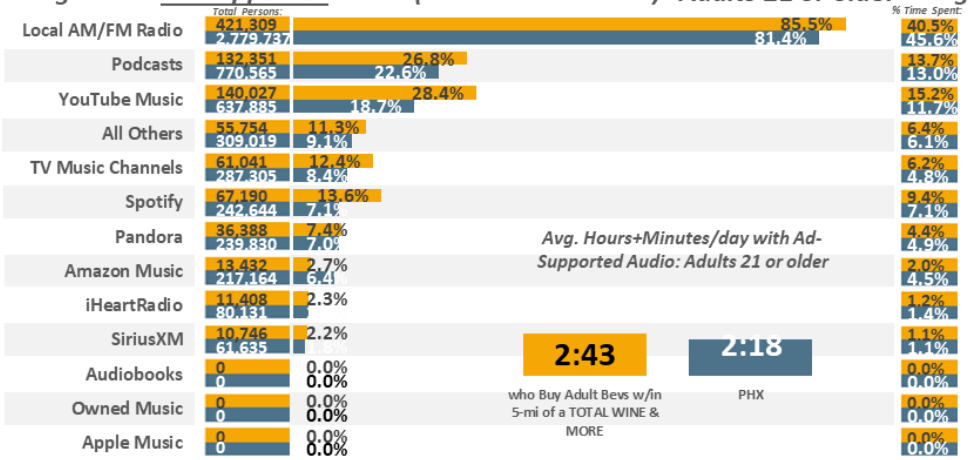
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



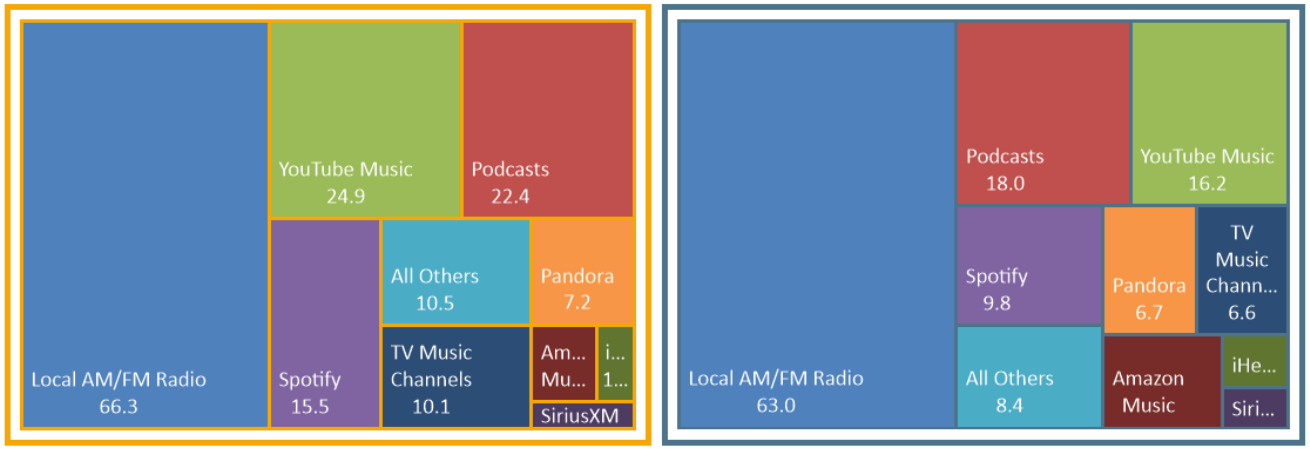
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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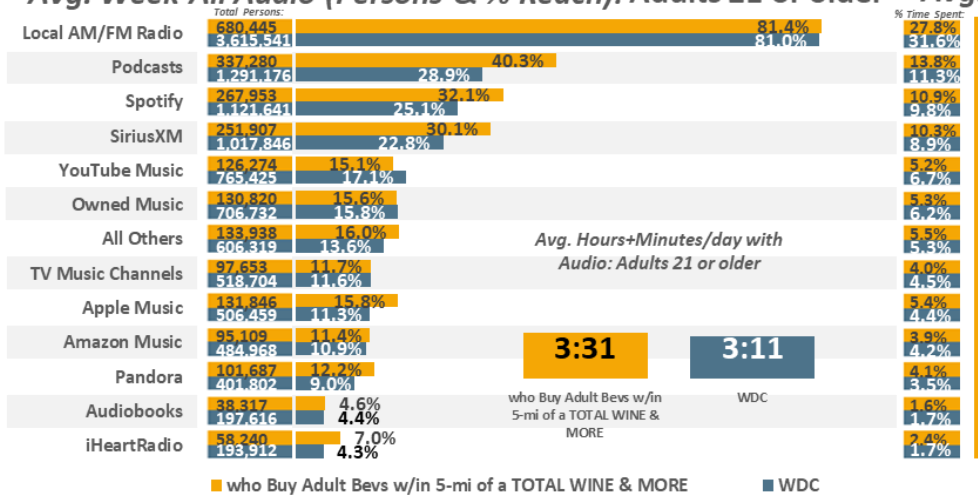
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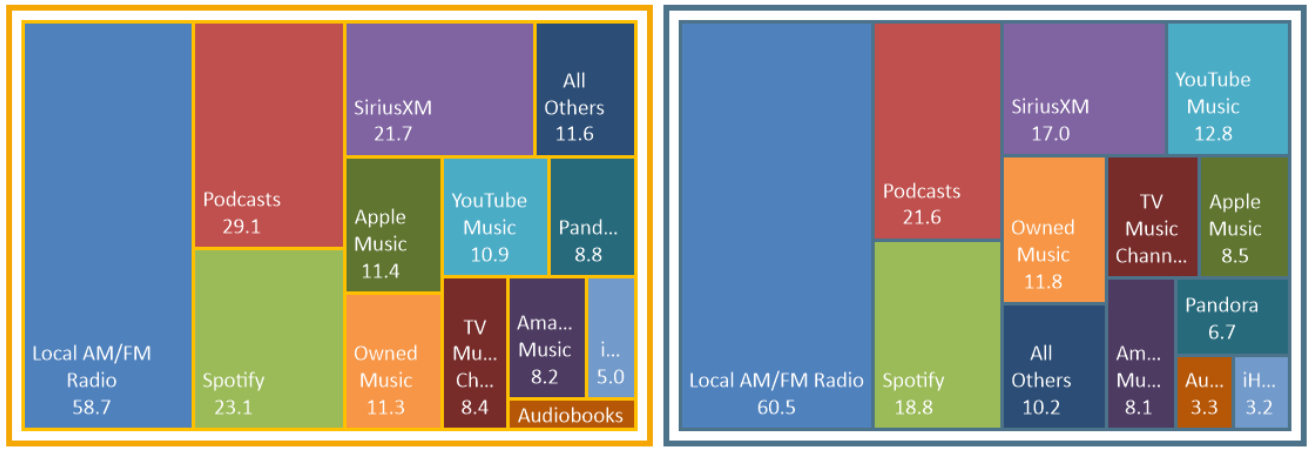
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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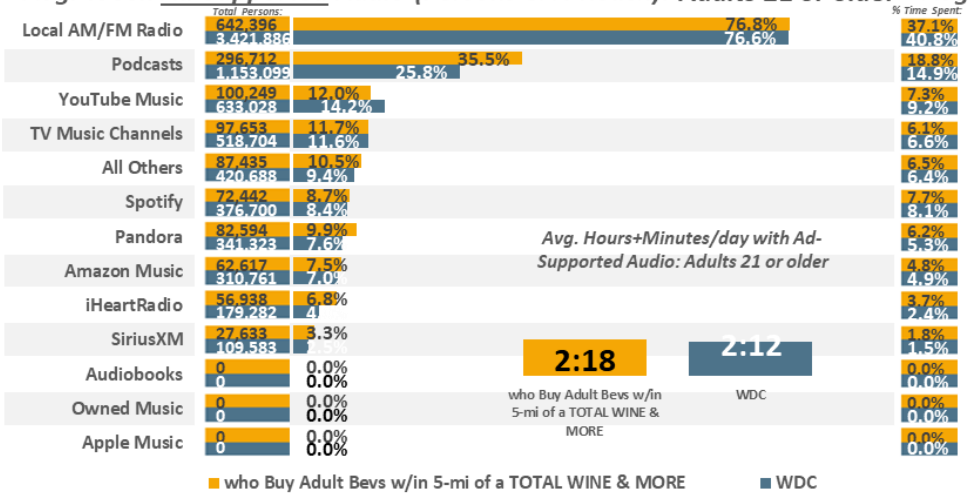
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



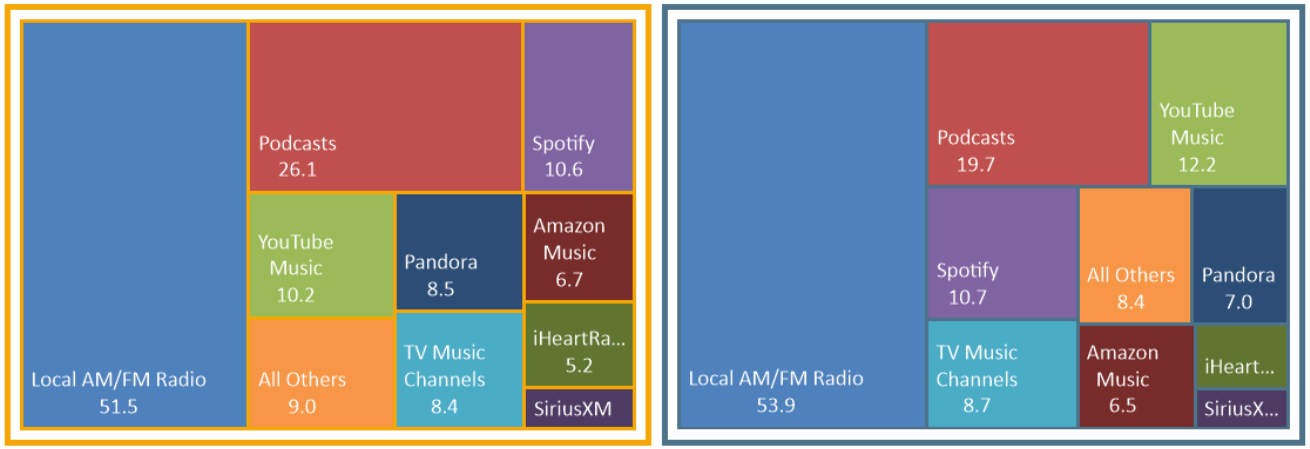
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

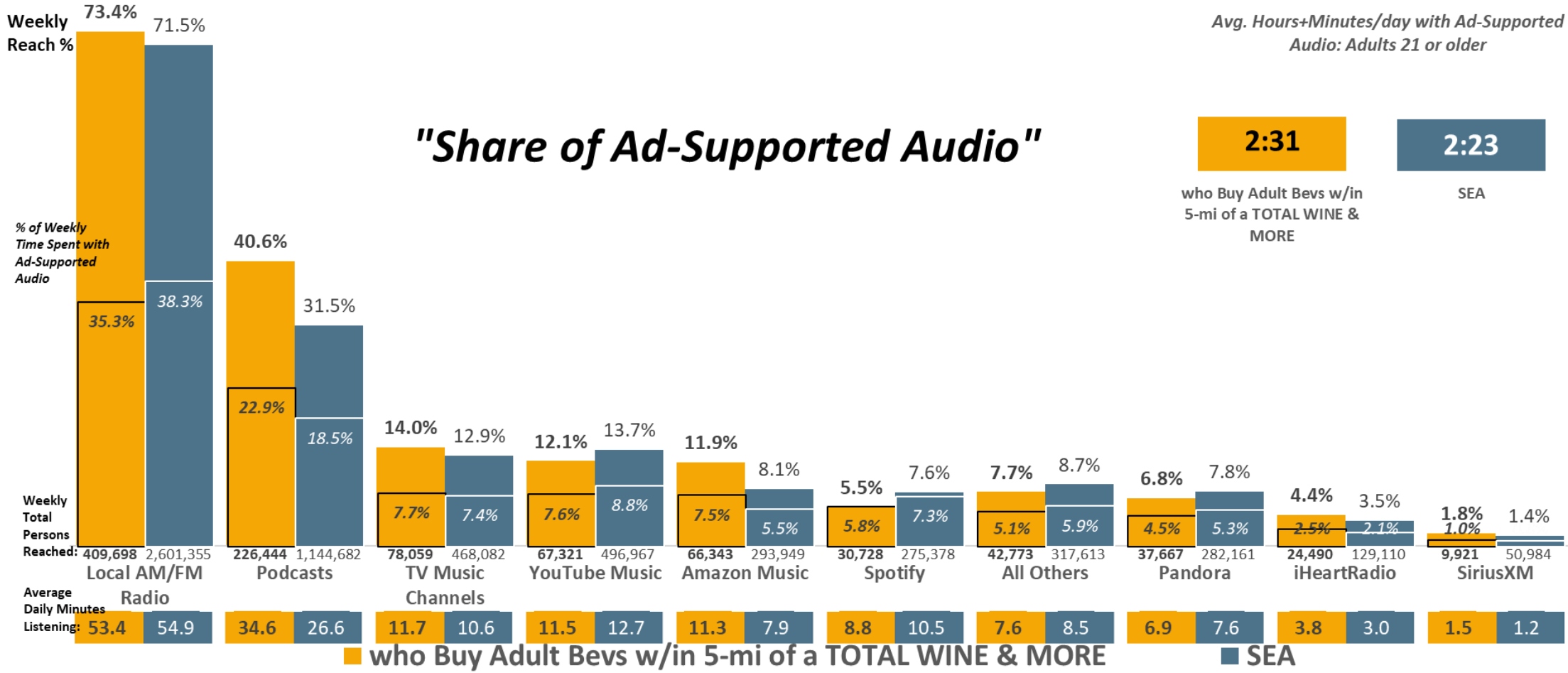
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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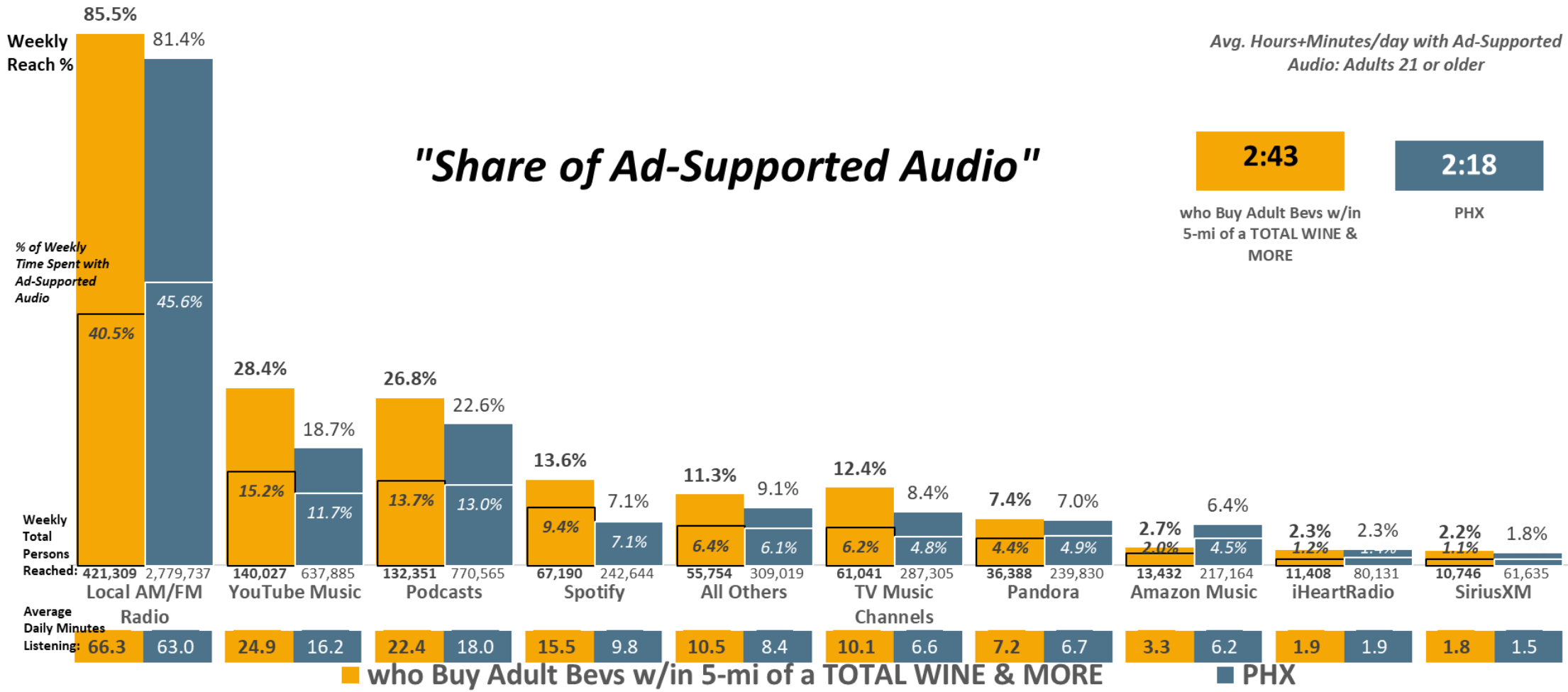
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PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

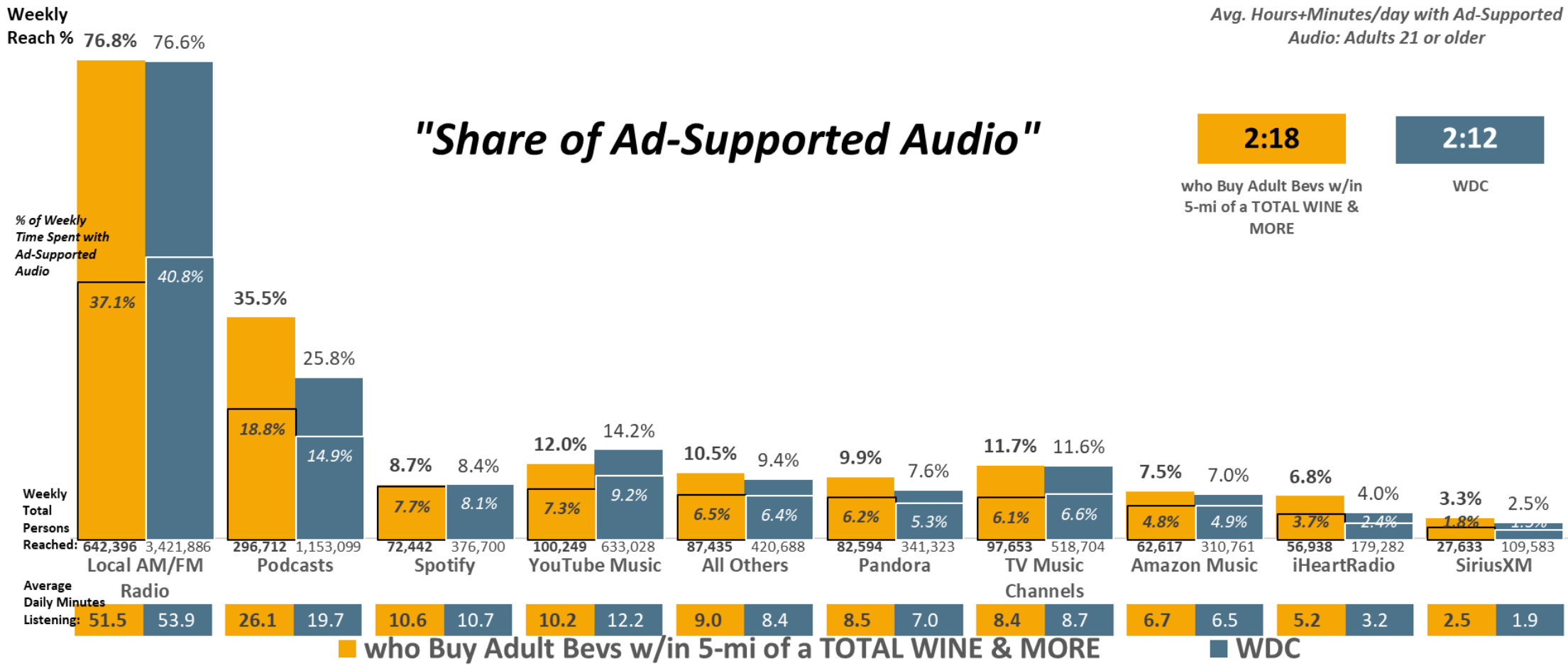
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WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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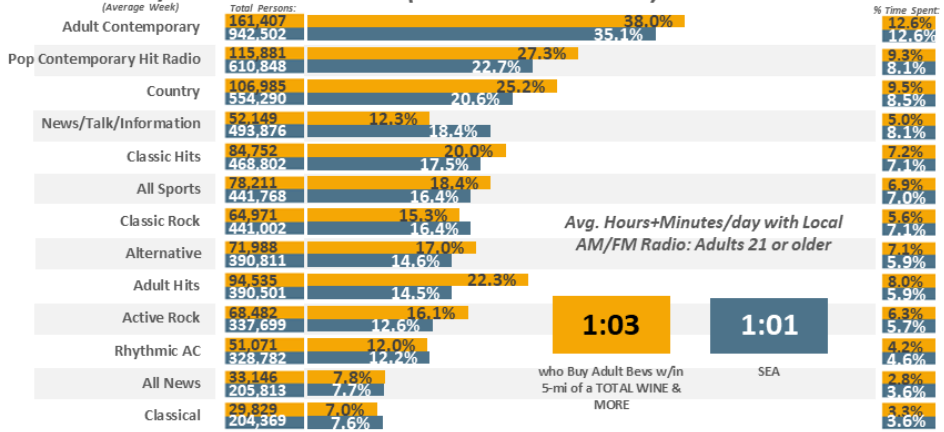
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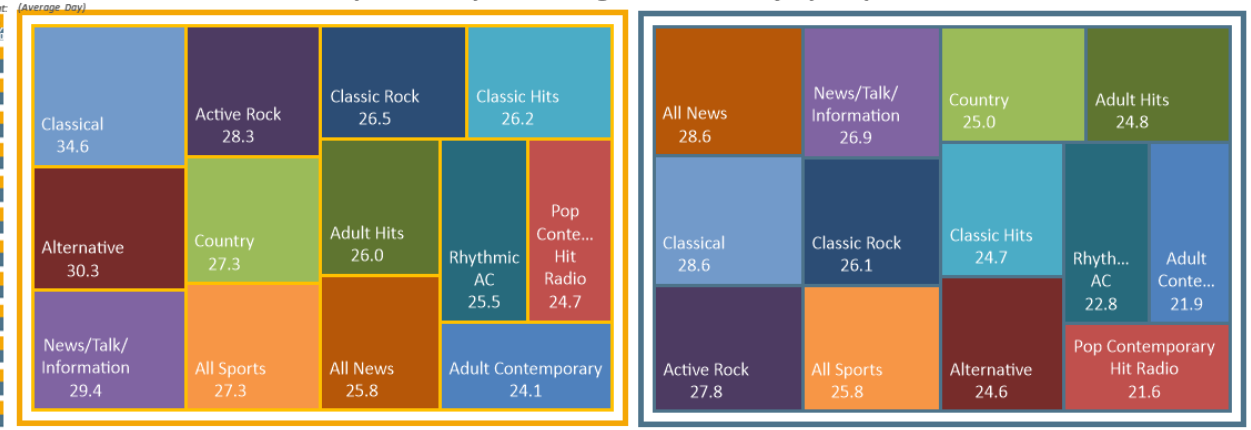
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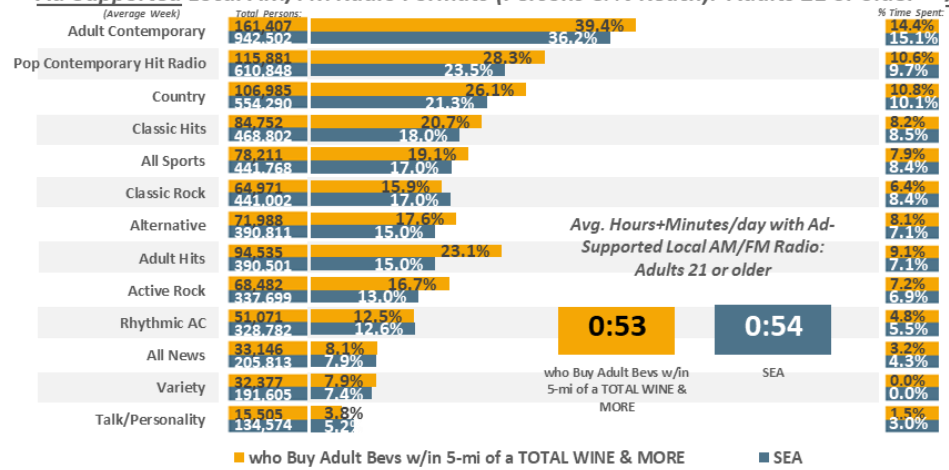
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



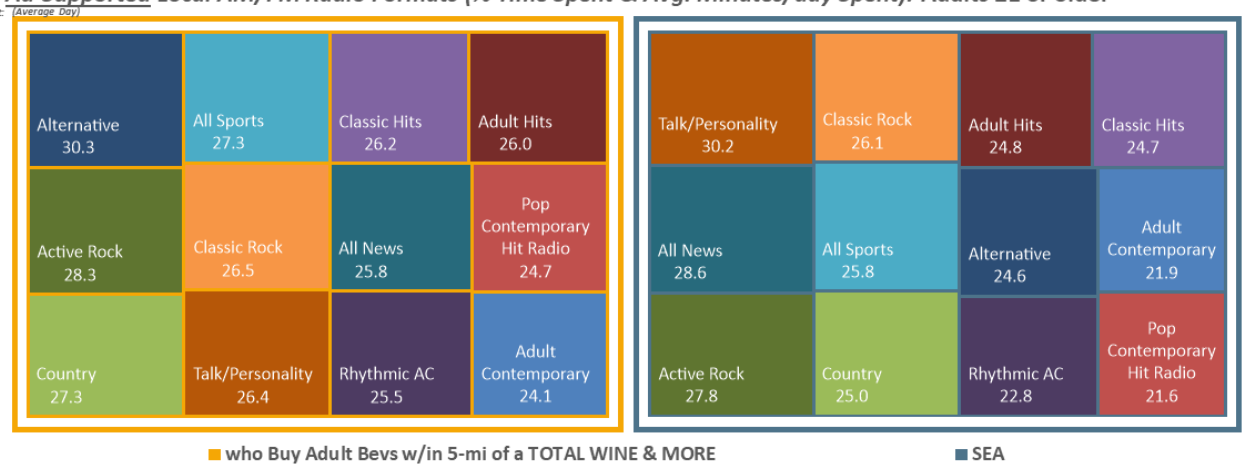
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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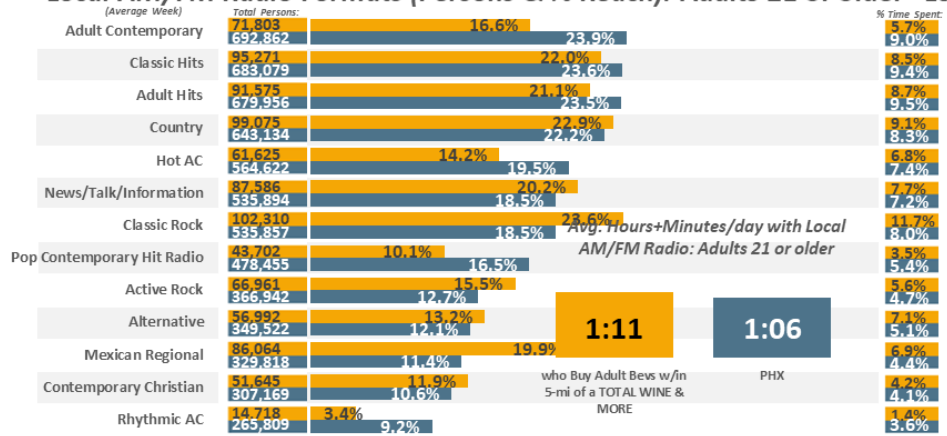
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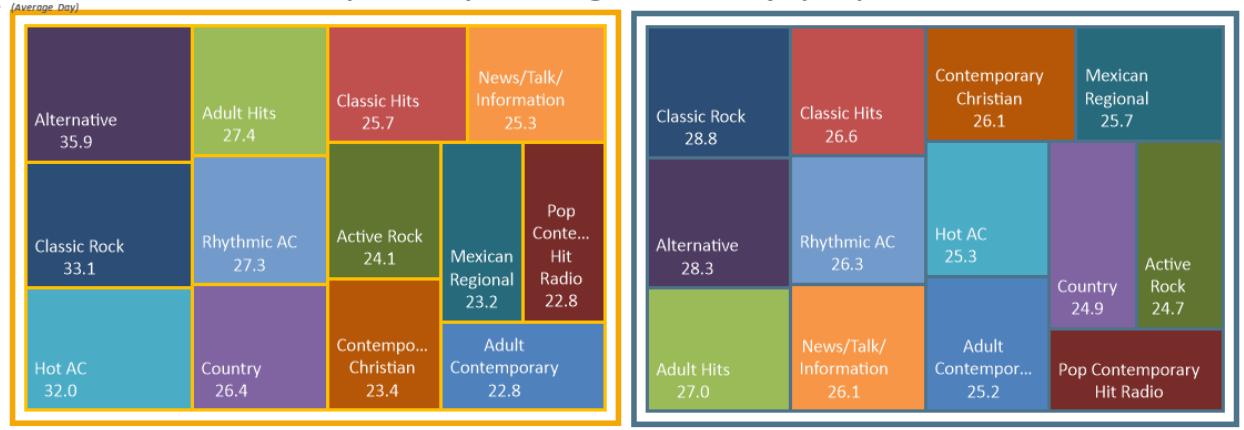
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

421,309 or 85.5% 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 Classic Rock, Country, Classic Hits, Adult Hits, and Mexican Regional.

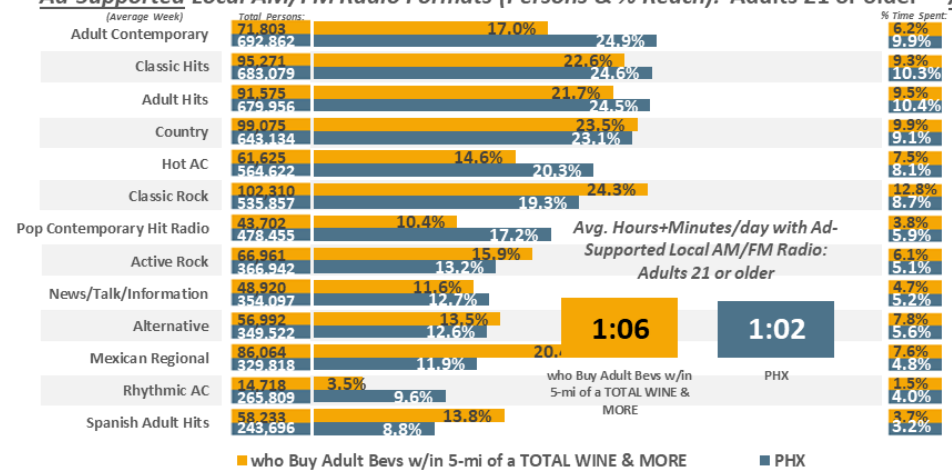
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



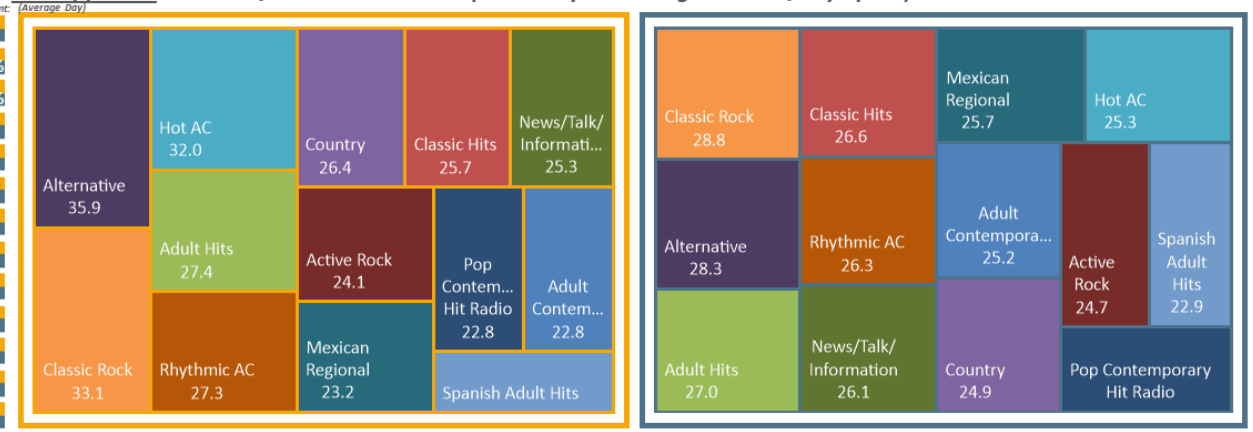
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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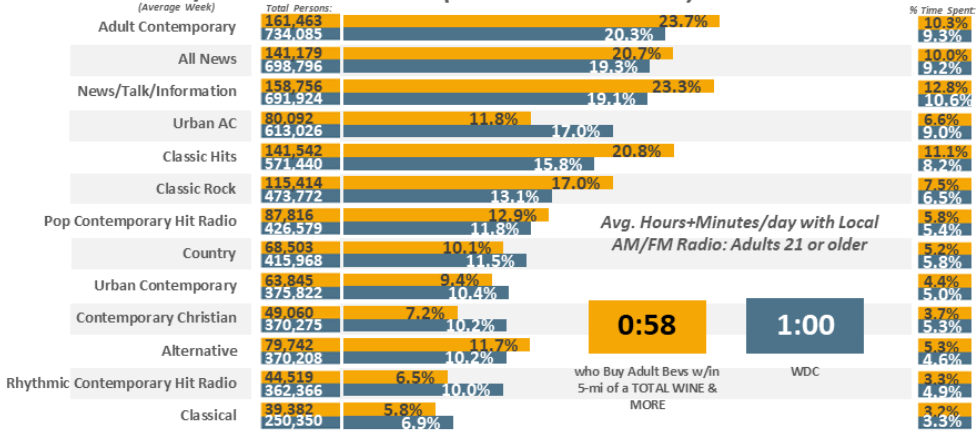
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Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

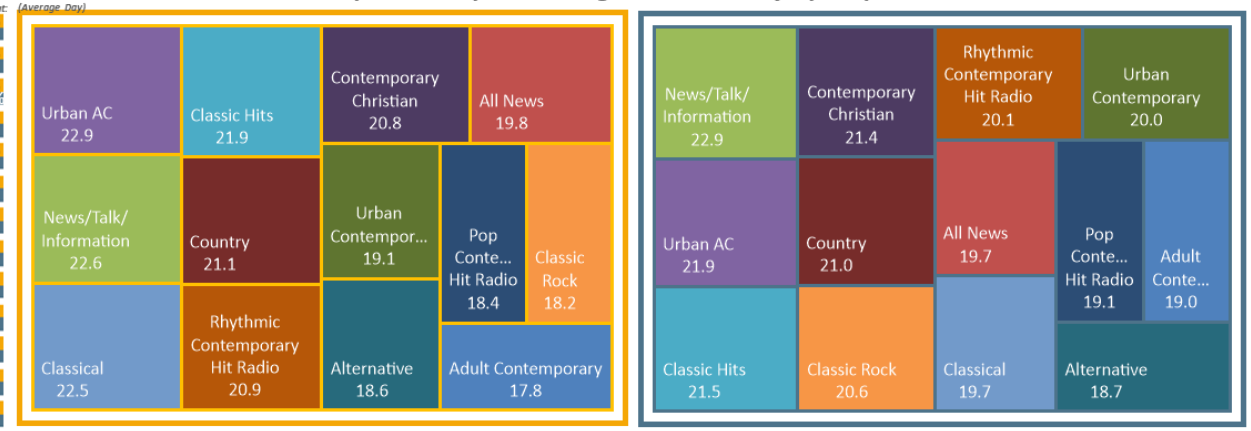
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

642,396 or 76.8% 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, All News, Classic Rock, and Pop Contemporary Hit Radio.

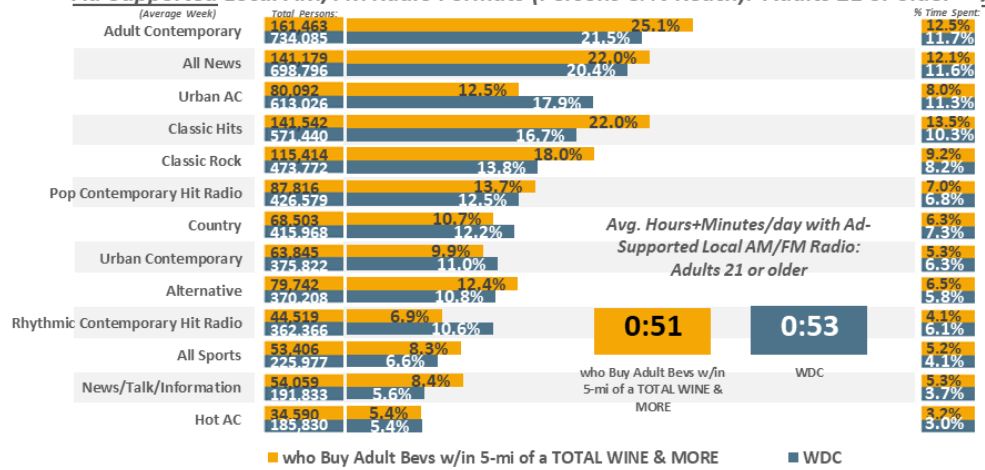
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



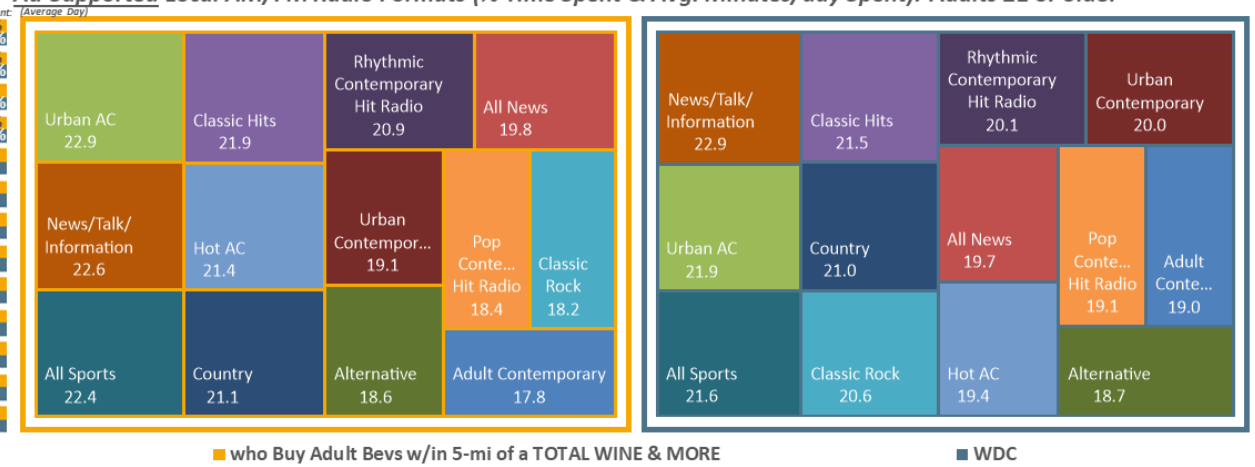
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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Custom Geo = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640

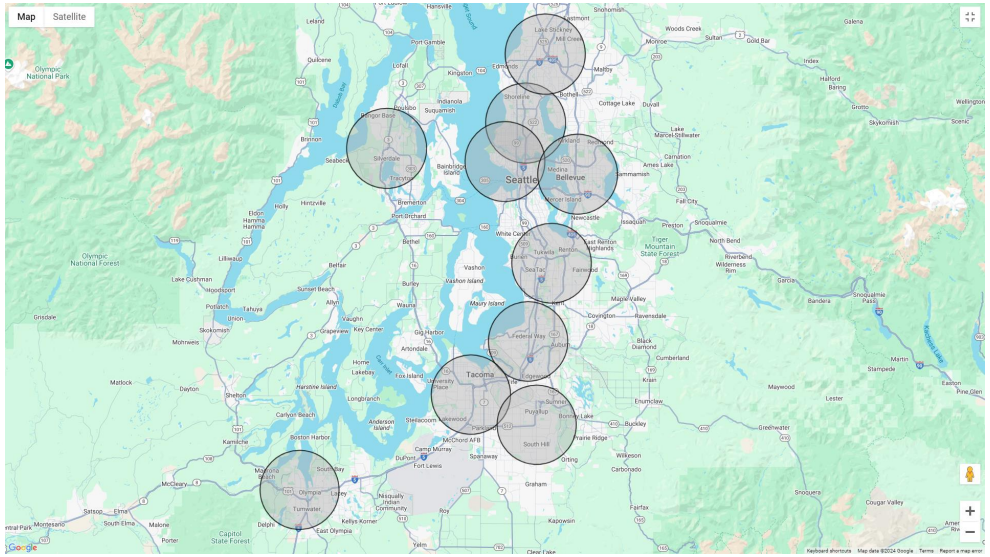
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE | SEA

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

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

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

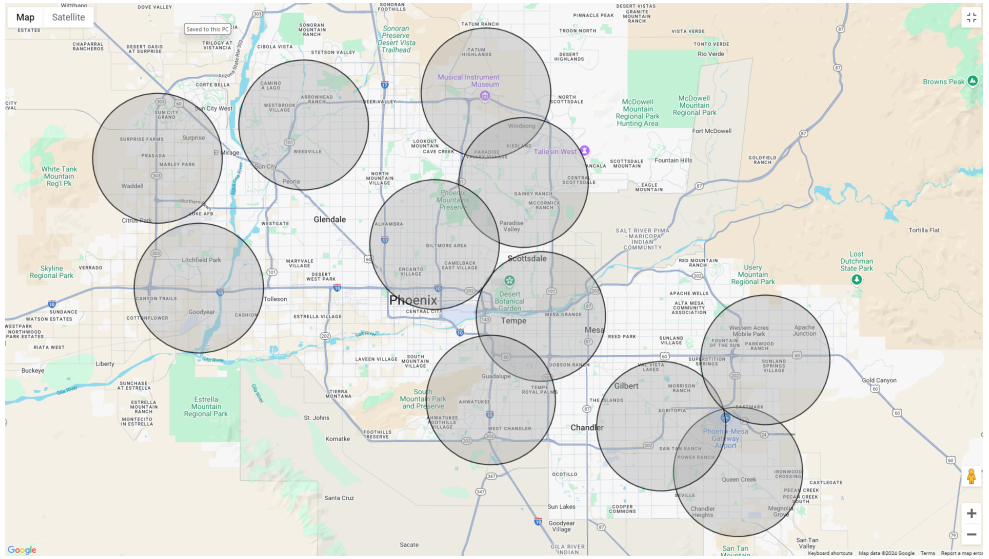


	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KJAQ-FM	93,888	16.8%	152
M-S 6am-mid cume: KJEB-FM	82,863	14.9%	130
M-S 6am-mid cume: KQMV-FM	80,216	14.4%	135
M-S 6am-mid cume: KRWM-FM	79,793	14.3%	125
M-S 6am-mid cume: KKWF-FM	70,379	12.6%	118
M-S 6am-mid cume: KISW-FM	68,482	12.3%	123
Audio streaming services/apps used past 7 days: YouTube Music (free)	67,321	12.1%	92
Audio streaming services/apps used past 7 days: Amazon Music (free)	66,343	11.9%	141
M-S 6am-mid cume: KZOK-FM	62,723	11.2%	101
M-S 6am-mid cume: KBKS-FM	61,765	11.1%	102
M-S 6am-mid cume: KNDD-FM	56,168	10.1%	121
M-S 6am-mid cume: KSWD-FM	56,070	10.1%	89
M-S 6am-mid cume: KHTP-FM	51,071	9.2%	102
M-S 6am-mid cume: KPLZ-FM	48,628	8.7%	113
Audio streaming services/apps used past 7 days: SiriusXM app/website	39,682	7.1%	129
M-S 6am-mid cume: KIRO-AM	39,296	7.0%	96
Audio streaming services/apps used past 7 days: Pandora (free)	37,667	6.8%	93
M-S 6am-mid cume: KJR-FM	34,001	6.1%	117
M-S 6am-mid cume: KNWN-AM	32,859	5.9%	109
Audio streaming services/apps used past 7 days: Spotify (free)	30,728	5.5%	79
M-S 6am-mid cume: KING-FM	29,613	5.3%	108
M-S 6am-mid cume: KIRO-FM	28,135	5.0%	78
M-S 6am-mid cume: KPNW-FM	27,709	5.0%	130
Audio streaming services/apps used past 7 days: iHeartRadio (free)	24,490	4.4%	118
M-S 6am-mid cume: KNHC-FM	23,783	4.3%	150
M-S 6am-mid cume: KUOW-FM	20,967	3.8%	48
M-S 6am-mid cume: KNKX-FM	20,329	3.6%	78
M-S 6am-mid cume: KEXP-FM	18,871	3.4%	88
M-S 6am-mid cume: KJR-AM	15,866	2.8%	223
M-S 6am-mid cume: KXXO-FM	14,191	2.5%	82
M-S 6am-mid cume: KCMS-FM	12,943	2.3%	83
M-S 6am-mid cume: KTTH-AM	12,806	2.3%	111
M-S 6am-mid cume: KBCS-FM	11,705	2.1%	258

Custom Geo = 98003; 98133; 98023; 98103; 98122; 98125; 98121; 98105; 98115; 98012; 98117; 98107; 98026; 98404; 98155; 98374; 98087; 98373; 98001; 98101; 98004; 98198; 98021; 98031; 98109; 98372; 98119; 98002; 98383; 98034; 98406; 98375; 98036; 98116; 98168; 98405; 98033; 98408; 98052; 98188; 98102; 98112; 98409; 98444; 98311; 98177; 98204; 98371; 98006; 98104; 98057; 98032; 98028; 98043; 98144; 98055; 98056; 98422; 98037; 98467; 98199; 98501; 98402; 98466; 98008; 98499; 98058; 98040; 98445; 98354; 98007; 98005; 98118; 98502; 98506; 98195; 98166; 98208; 98370; 98126; 98498; 98446; 98390; 98310; 98020; 98148; 98275; 98391; 98312; 98512; 98443; 98178; 98418; 98407; 98465; 98403; 98424; 98074; 98106; 98011; 98146; 98108; 98134; 98503; 98075; 98059; 98315; 98174; 98110; 98047; 98345; 98360; 98030; 98380; 98042; 98516; 98296; 98338; 98333; 98027
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 PHX

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



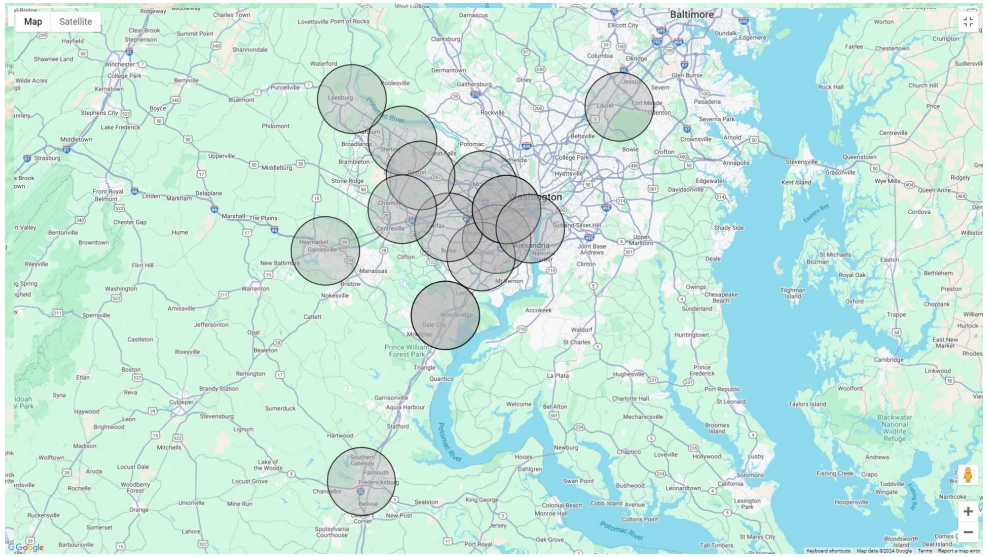
PHOENIX (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	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)	140,027	28.4%	145
M-S 6am-mid cume: KSLX-FM	101,812	20.7%	131
M-S 6am-mid cume: KOOL-FM	78,843	16.0%	113
M-S 6am-mid cume: KYOT-FM	70,073	14.2%	91
M-S 6am-mid cume: KESZ-FM	69,896	14.2%	72
Audio streaming services/apps used past 7 days: Spotify (free)	67,190	13.6%	203
M-S 6am-mid cume: KUPD-FM	66,961	13.6%	112
M-S 6am-mid cume: KDKB-FM	56,992	11.6%	110
M-S 6am-mid cume: KNAI-AM	55,801	11.3%	282
M-S 6am-mid cume: KOAI-FM	54,816	11.1%	143
M-S 6am-mid cume: KHOT-FM	51,447	10.4%	247
M-S 6am-mid cume: KMLE-FM	48,793	9.9%	106
M-S 6am-mid cume: KJZZ-FM	48,623	9.9%	135
M-S 6am-mid cume: KNIX-FM	45,615	9.3%	85
M-S 6am-mid cume: KLNZ-FM	44,818	9.1%	177
M-S 6am-mid cume: KOMR-FM	43,276	8.8%	208
Audio streaming services/apps used past 7 days: SiriusXM app/website	42,984	8.7%	110
M-S 6am-mid cume: KMXP-FM	41,083	8.3%	84
M-S 6am-mid cume: KMVA-FM	36,764	7.5%	77
Audio streaming services/apps used past 7 days: Pandora (free)	36,388	7.4%	98
M-S 6am-mid cume: KMVP-FM	31,195	6.3%	107
M-S 6am-mid cume: KTAR-FM	28,710	5.8%	100
M-S 6am-mid cume: KZZP-FM	26,810	5.4%	73
M-S 6am-mid cume: KAZG-AM	25,371	5.1%	121
M-S 6am-mid cume: KAIZ-FM	24,943	5.1%	143
M-S 6am-mid cume: KALV-FM	23,879	4.8%	53
M-S 6am-mid cume: KAJM-FM	23,802	4.8%	84
M-S 6am-mid cume: KLVK-FM	18,212	3.7%	106
M-S 6am-mid cume: KFYI-AM	17,548	3.6%	86
M-S 6am-mid cume: KRDE-FM	16,530	3.4%	397
M-S 6am-mid cume: KKFR-FM	15,883	3.2%	56
M-S 6am-mid cume: KZCE-FM	14,718	3.0%	39
Audio streaming services/apps used past 7 days: Amazon Music (free)	13,432	2.7%	48

Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

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



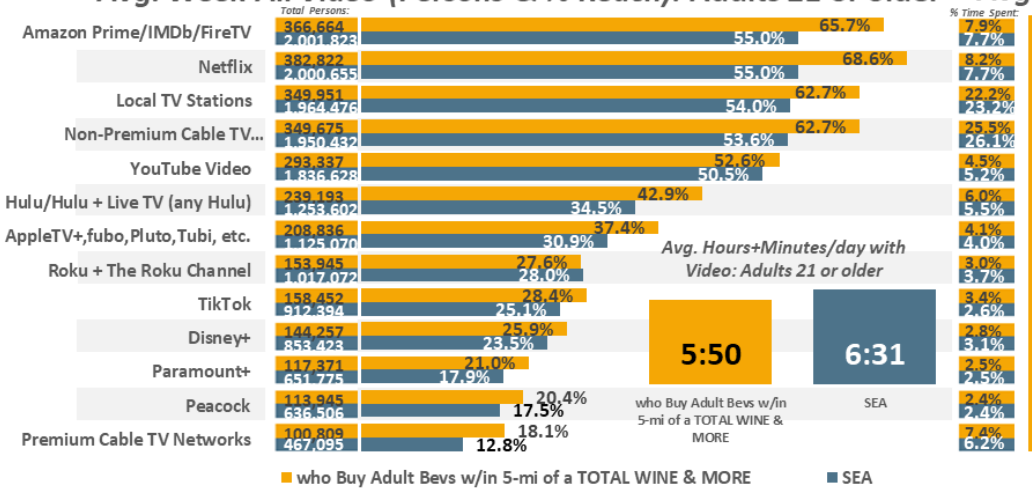
WASHINGTON, DC (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-SEP24
ADULTS 21+

	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: WASH-FM	141,561	16.9%	108
M-S 6am-mid cume: WIAD-FM	137,345	16.4%	133
M-S 6am-mid cume: WTOP-FM	127,360	15.2%	121
M-S 6am-mid cume: WBIG-FM	113,488	13.6%	115
Audio streaming services/apps used past 7 days: SiriusXM app/website	110,532	13.2%	139
M-S 6am-mid cume: WAMU-FM	102,995	12.3%	121
Audio streaming services/apps used past 7 days: YouTube Music (free)	100,249	12.0%	82
M-S 6am-mid cume: WIHT-FM	85,076	10.2%	99
Audio streaming services/apps used past 7 days: Pandora (free)	82,594	9.9%	116
M-S 6am-mid cume: WWDC-FM	79,742	9.5%	100
Audio streaming services/apps used past 7 days: Spotify (free)	72,442	8.7%	92
Audio streaming services/apps used past 7 days: Amazon Music (free)	62,617	7.5%	104
M-S 6am-mid cume: WKYS-FM	57,836	6.9%	121
Audio streaming services/apps used past 7 days: iHeartRadio (free)	56,938	6.8%	153
M-S 6am-mid cume: WMAL-FM	54,004	6.5%	114
M-S 6am-mid cume: WMZQ-FM	52,312	6.3%	120
M-S 6am-mid cume: WHUR-FM	49,020	5.9%	92
M-S 6am-mid cume: WJFK-FM	46,264	5.5%	106
M-S 6am-mid cume: WPGC-FM	44,519	5.3%	70
M-S 6am-mid cume: WMMJ-FM	39,441	4.7%	77
M-S 6am-mid cume: WETA-FM	36,561	4.4%	73
M-S 6am-mid cume: WGTS-FM	28,700	3.4%	61
M-S 6am-mid cume: WBQB-FM	28,455	3.4%	149
M-S 6am-mid cume: WLIF-FM	24,079	2.9%	158
M-S 6am-mid cume: WFLS-FM	21,279	2.5%	134
Audio streaming services/apps used past 7 days: TuneIn (free)	18,885	2.3%	136
M-S 6am-mid cume: WTEM-AM	18,637	2.2%	175
M-S 6am-mid cume: WPRS-FM	15,415	1.8%	58
M-S 6am-mid cume: WDCH-FM	13,200	1.6%	90
M-S 6am-mid cume: WCSP-FM	12,183	1.5%	179
M-S 6am-mid cume: WLVW-FM	12,036	1.4%	93
M-S 6am-mid cume: WPFW-FM	10,362	1.2%	99
M-S 6am-mid cume: WLZL-FM	8,141	1.0%	45

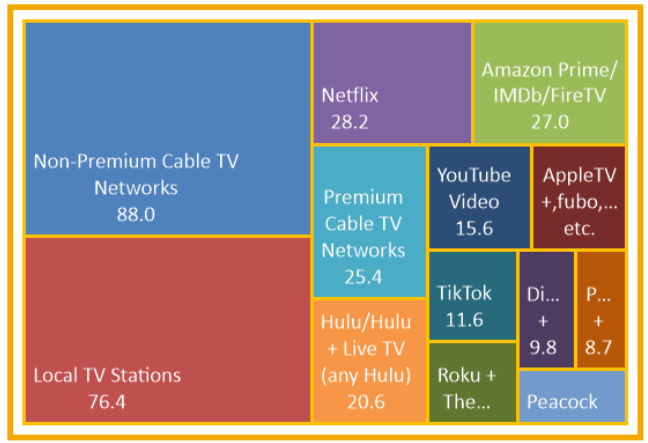
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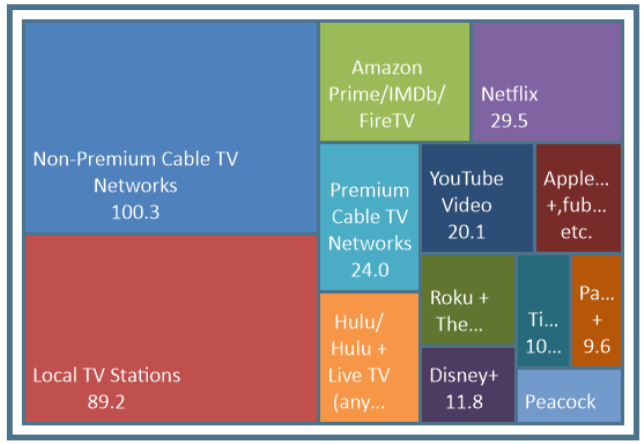
342,181 or 61.3% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

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

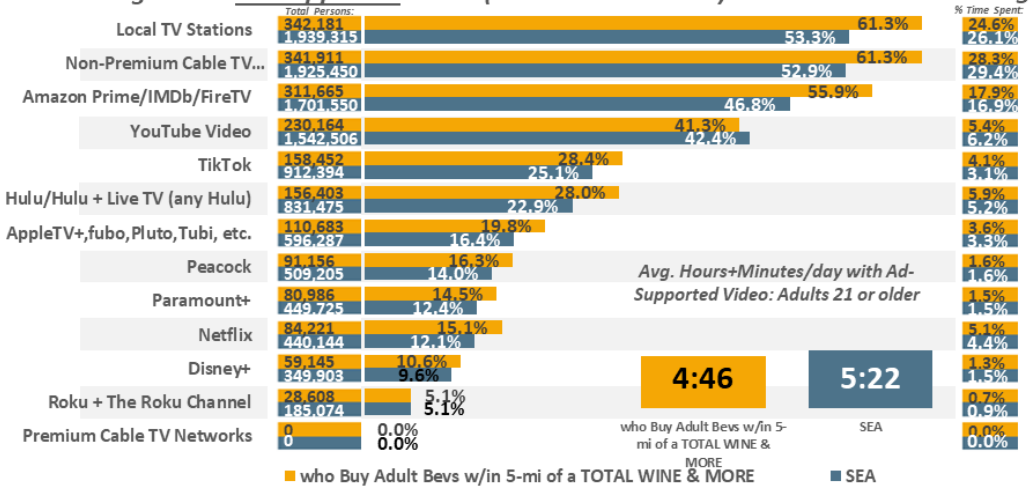


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

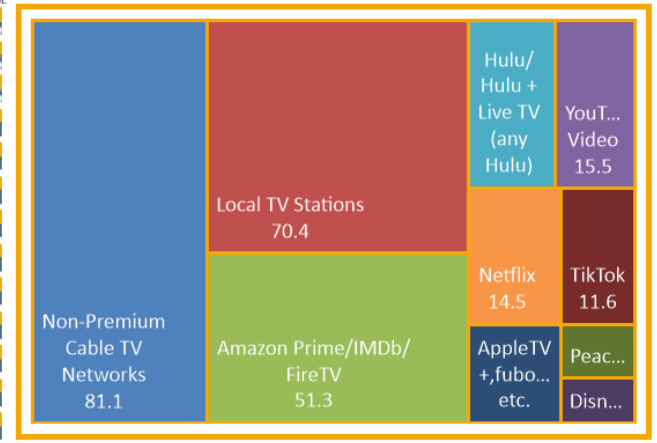


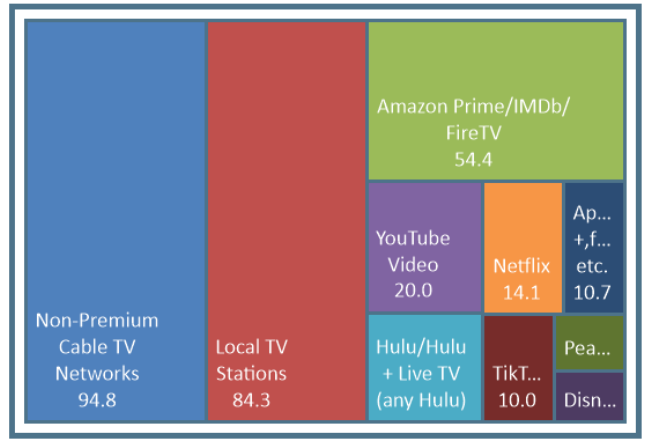


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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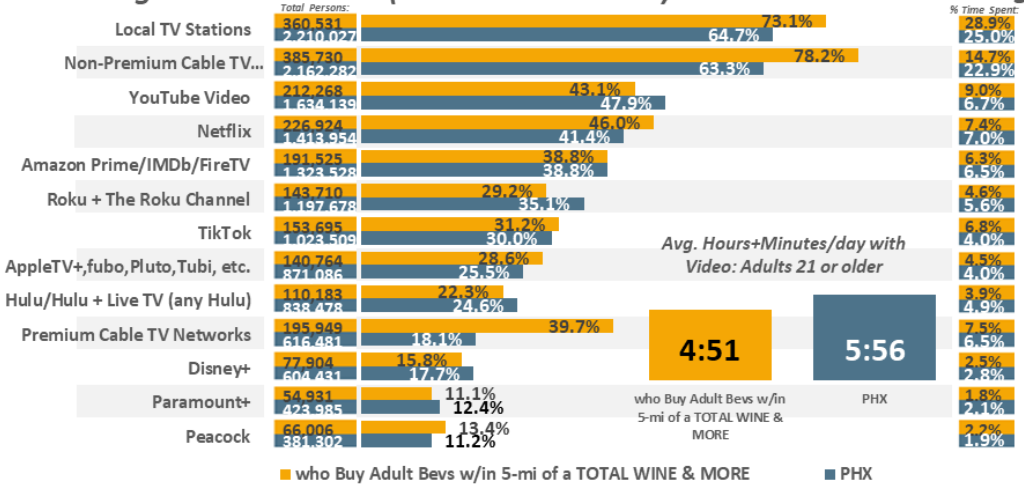
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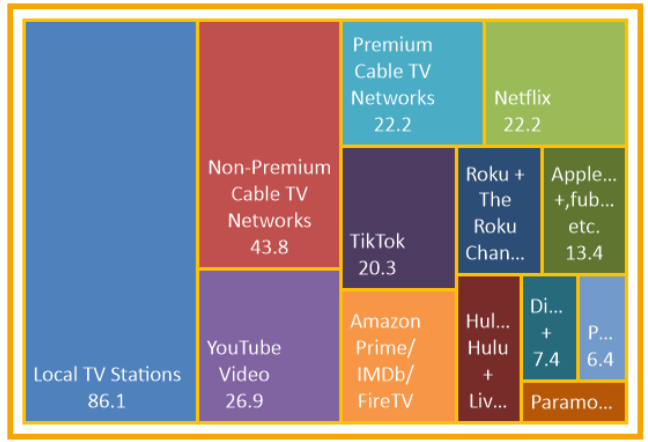
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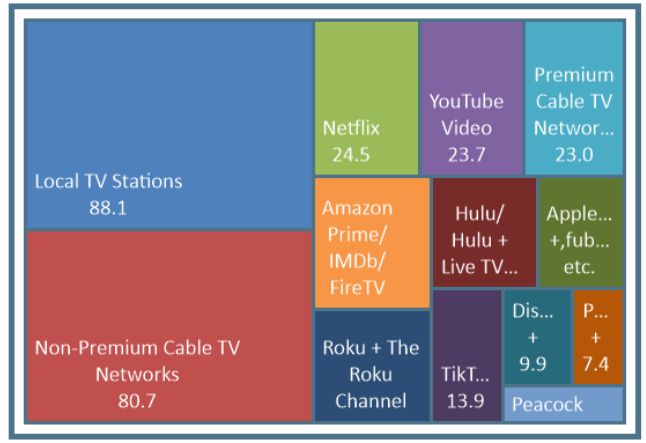
359,471 or 72.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

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

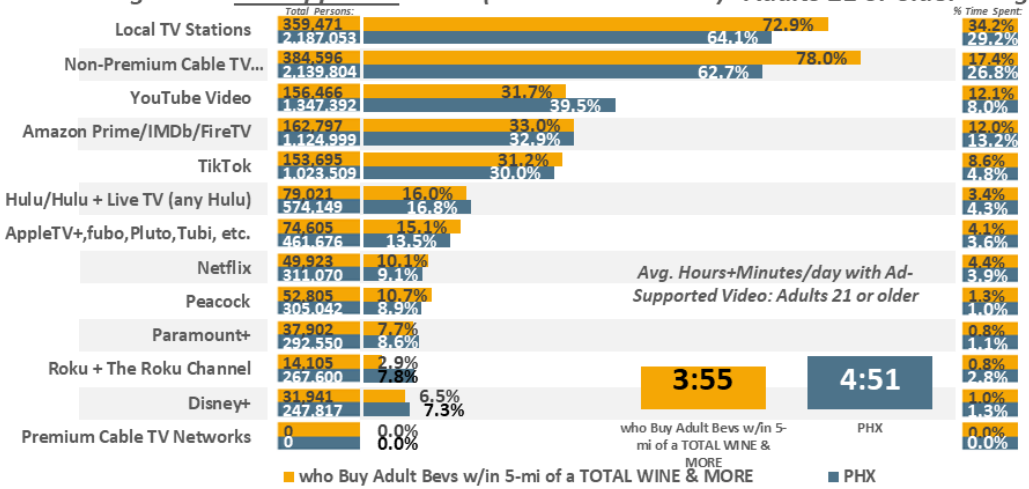


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

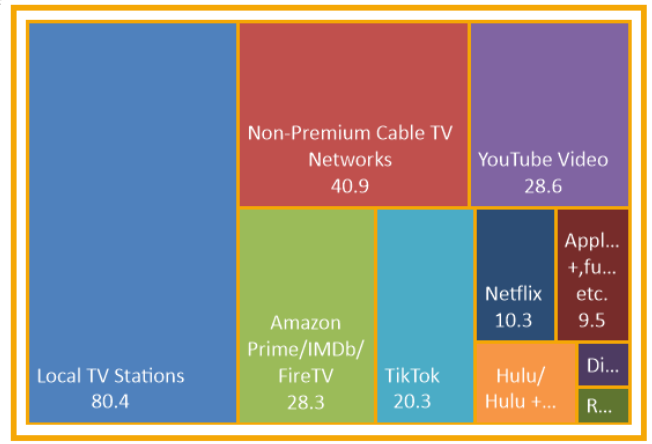


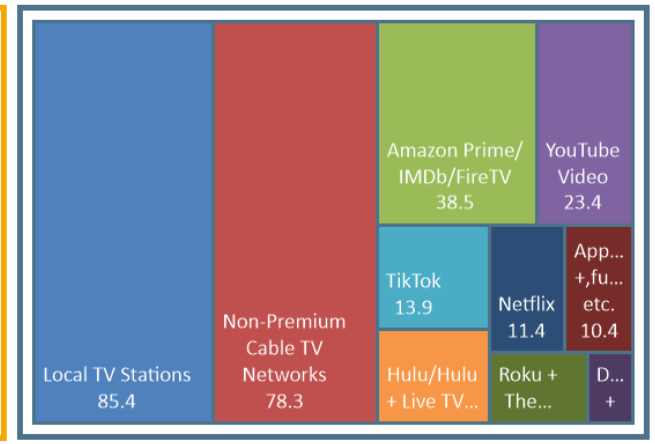


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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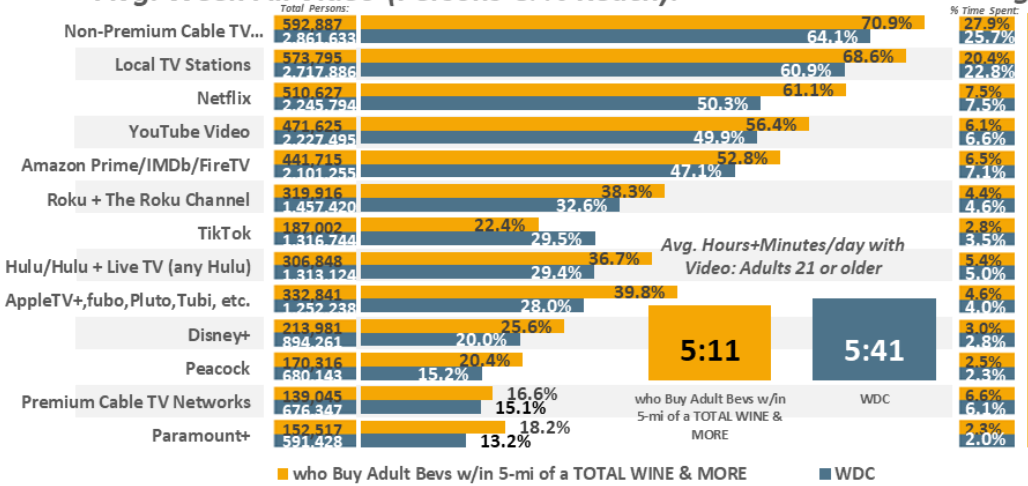
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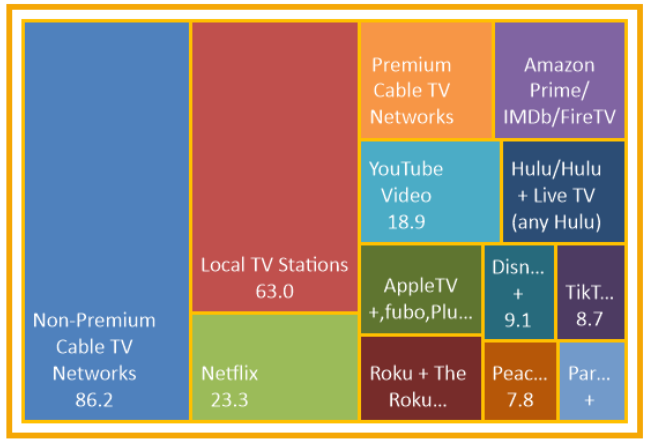
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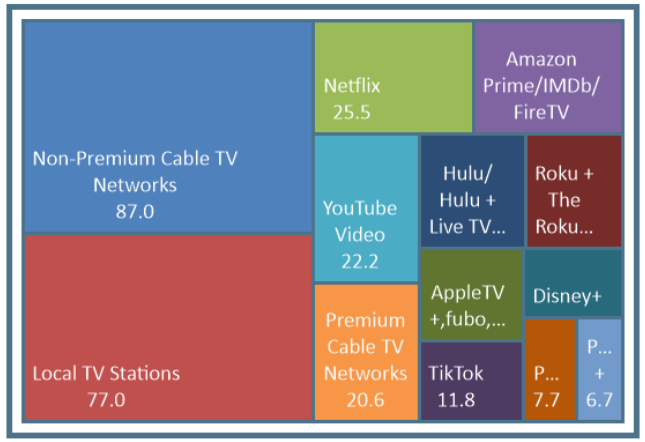
564,192 or 67.5% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations for an average of 58. minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

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

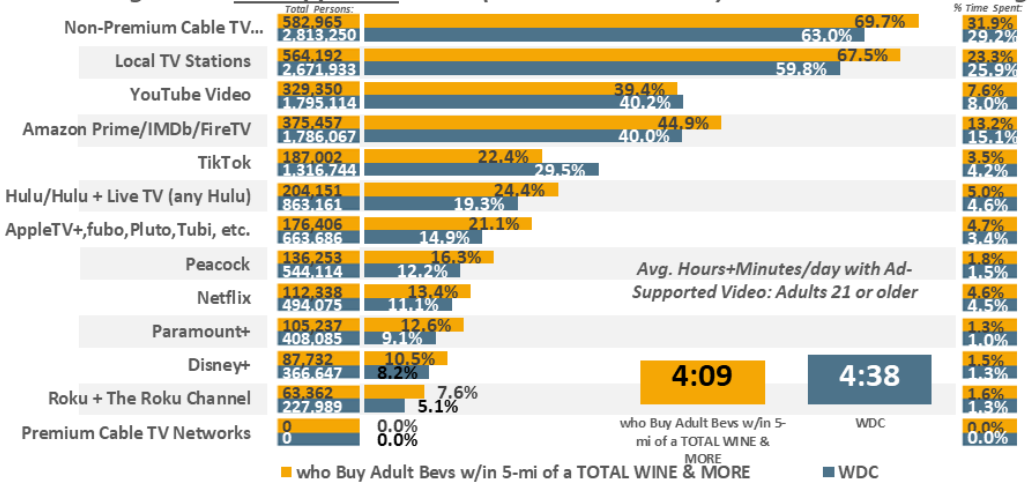


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

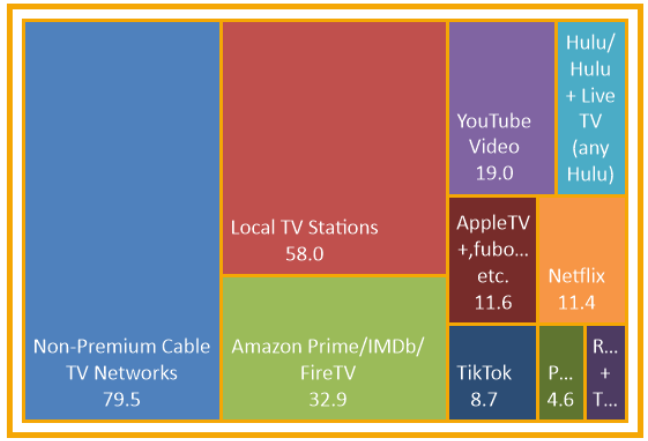


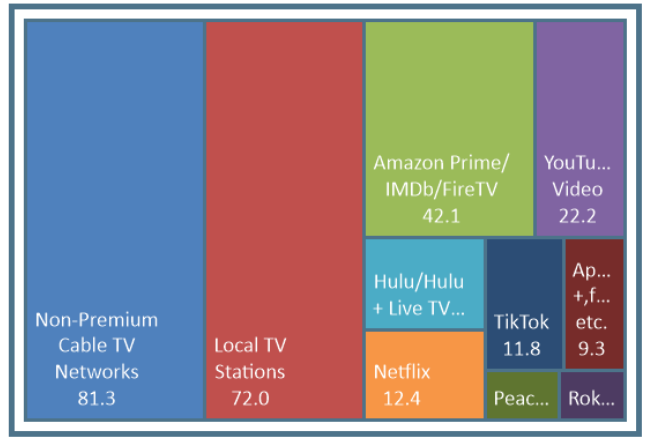


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

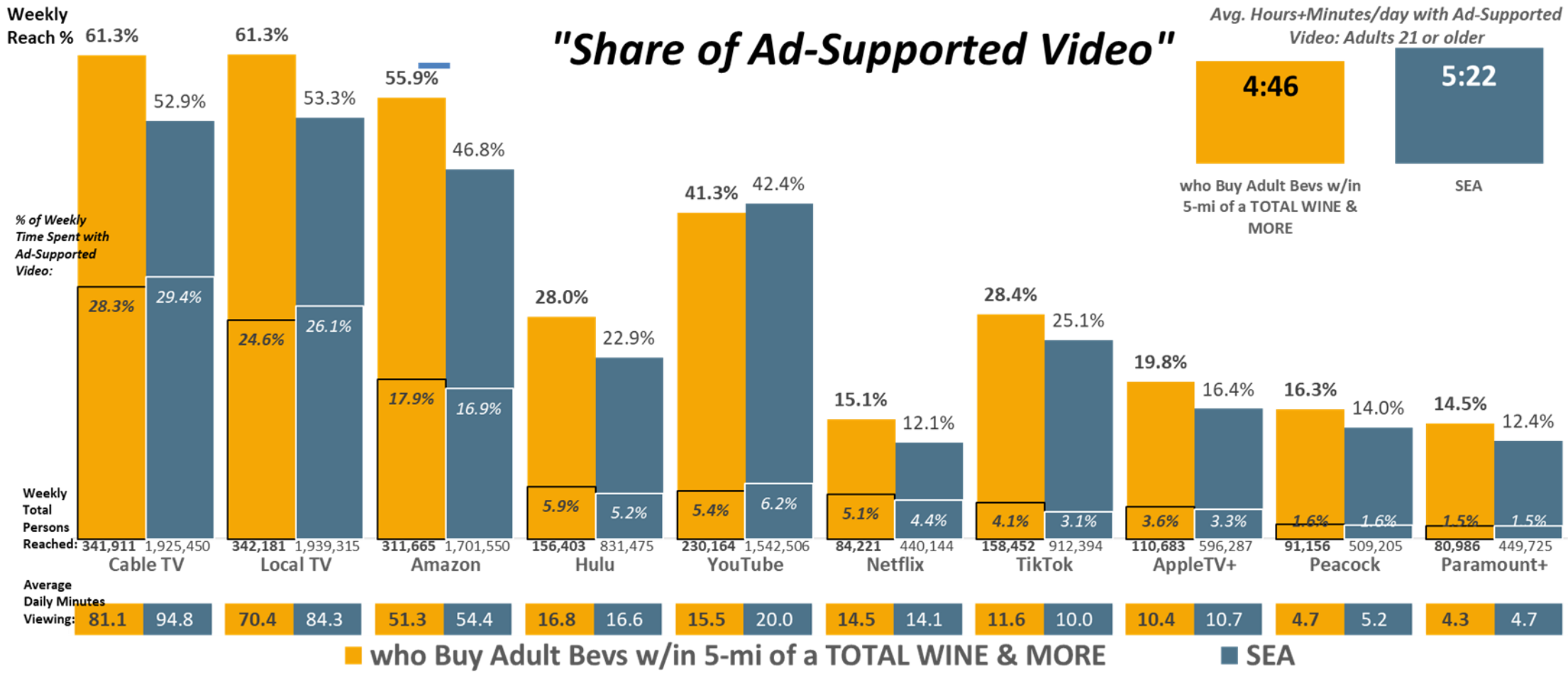
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

342,181 or 61.3% 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 70.4 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,633

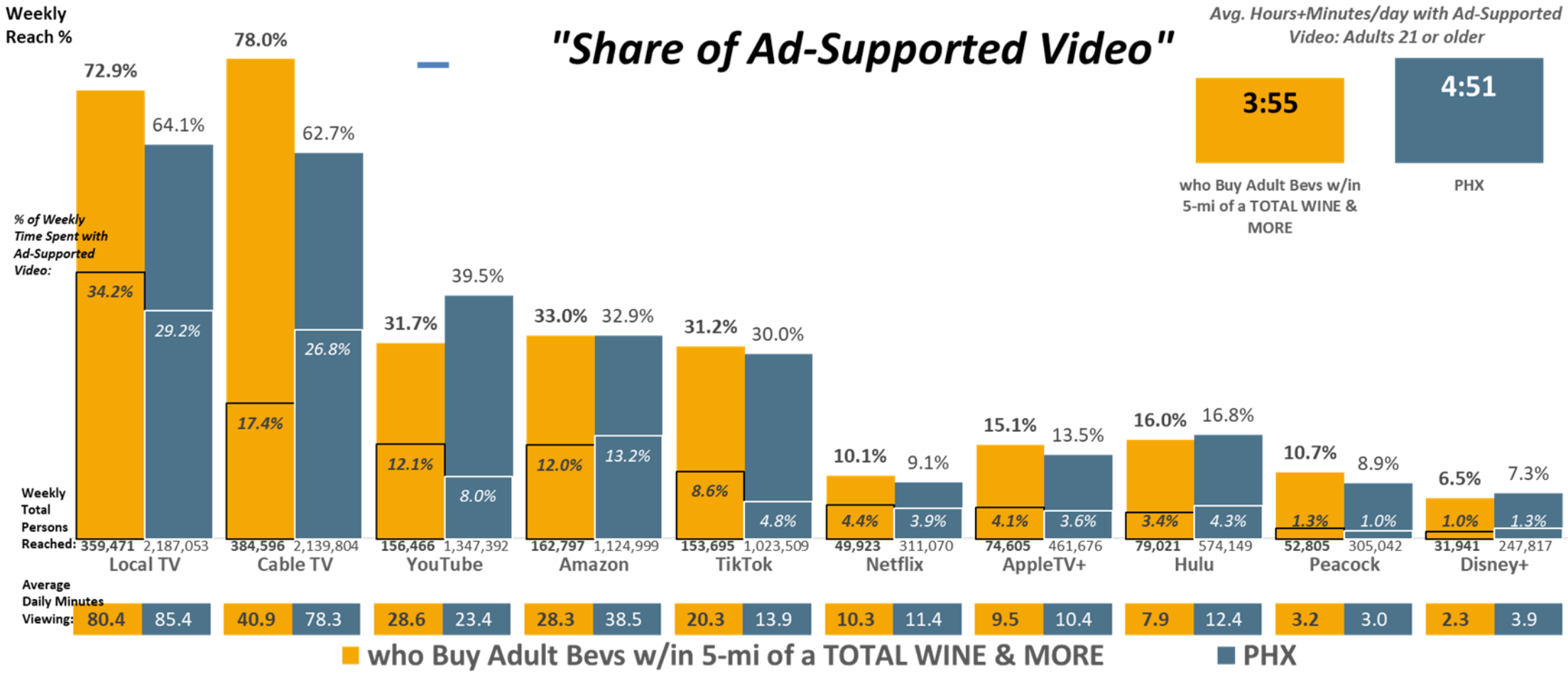
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"Share of Ad-Supported Video"



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

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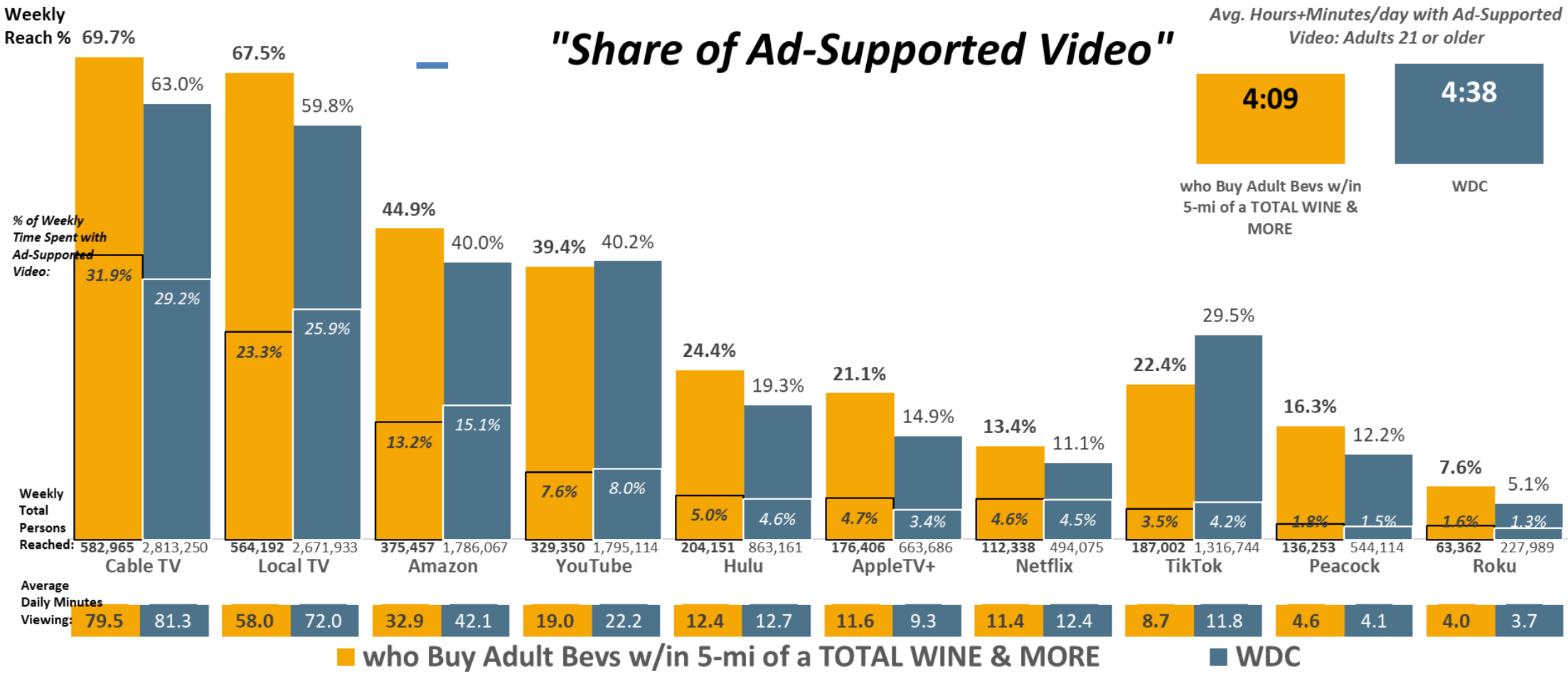
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"Share of Ad-Supported Video"



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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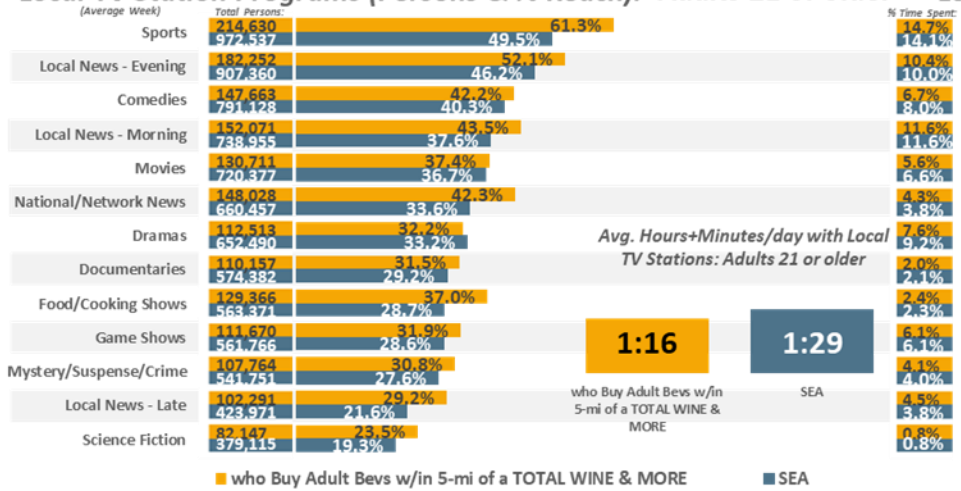
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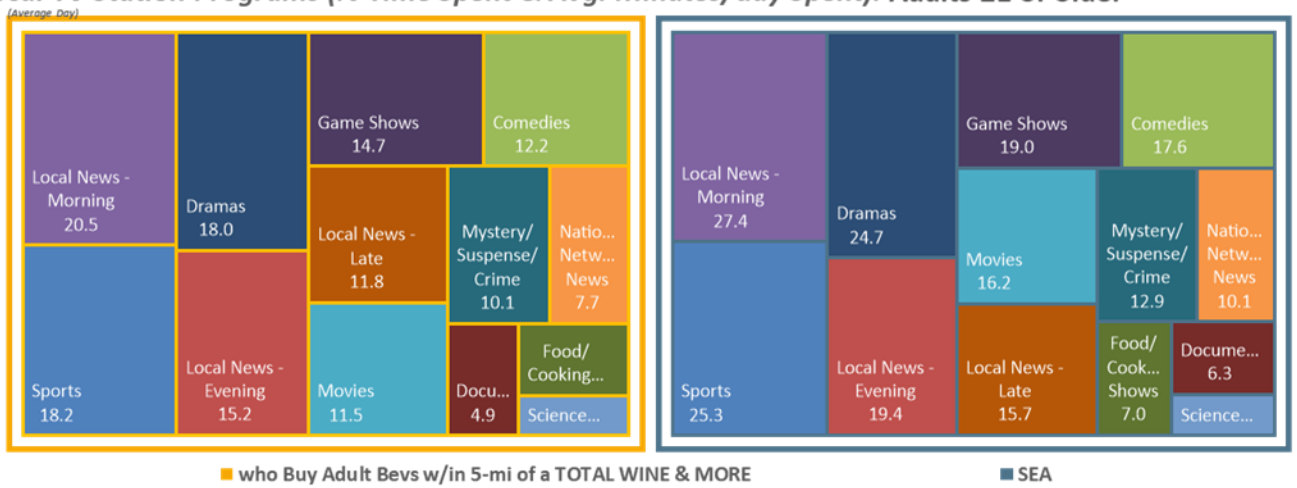
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342,181 or 61.3% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies.

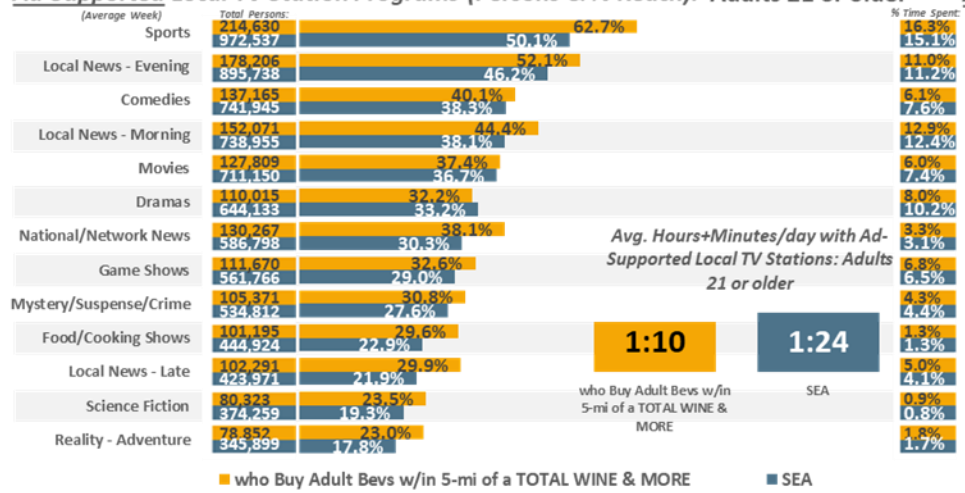
Local TV Station Programs (Persons & % Reach): Adults 21 or older



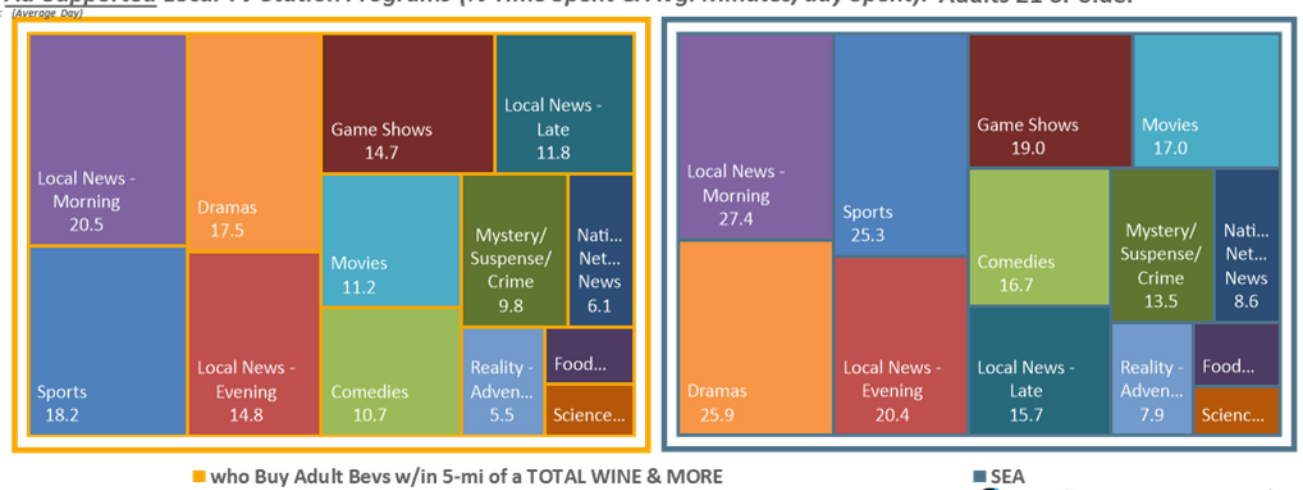
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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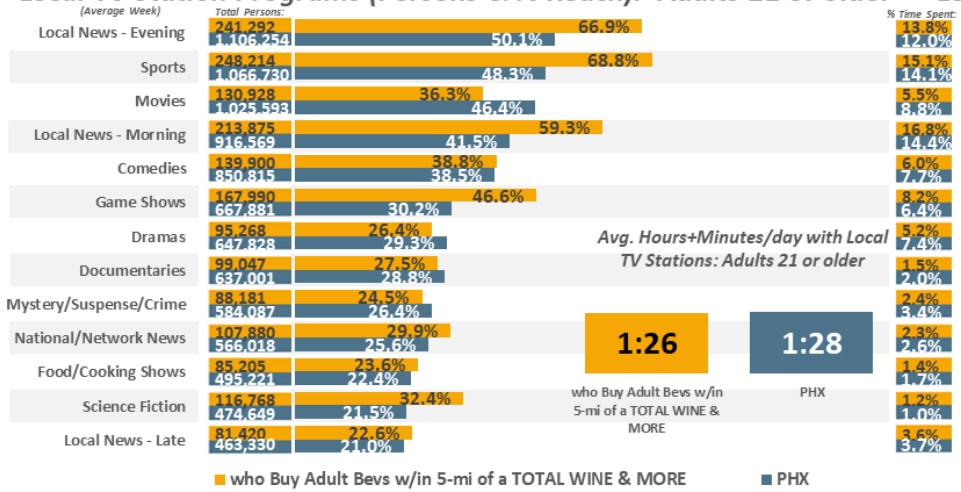
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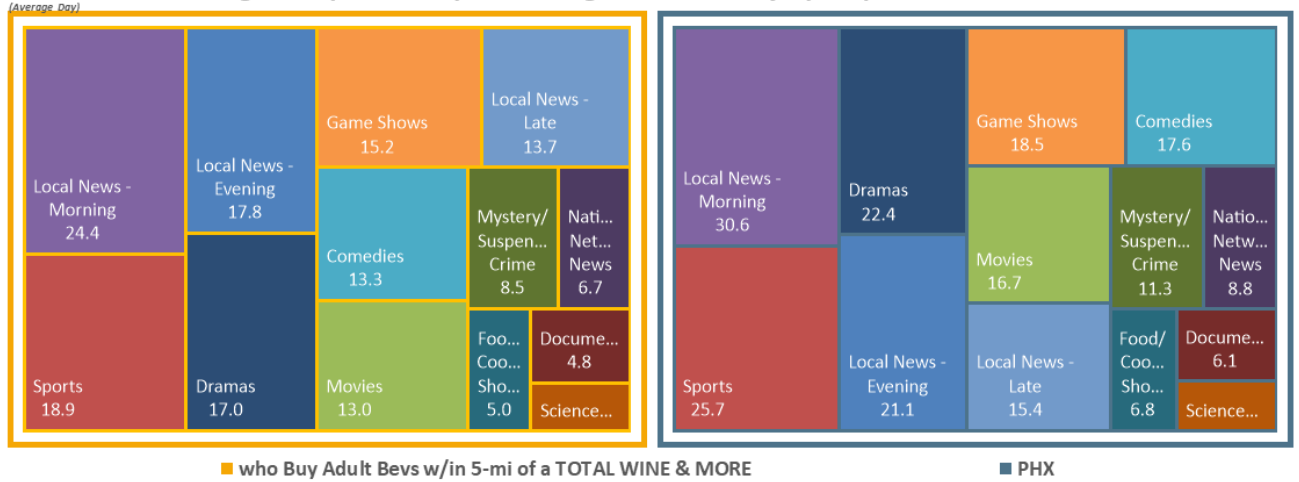
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

359,471 or 72.9% 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, Game Shows, Comedies, and Movies.

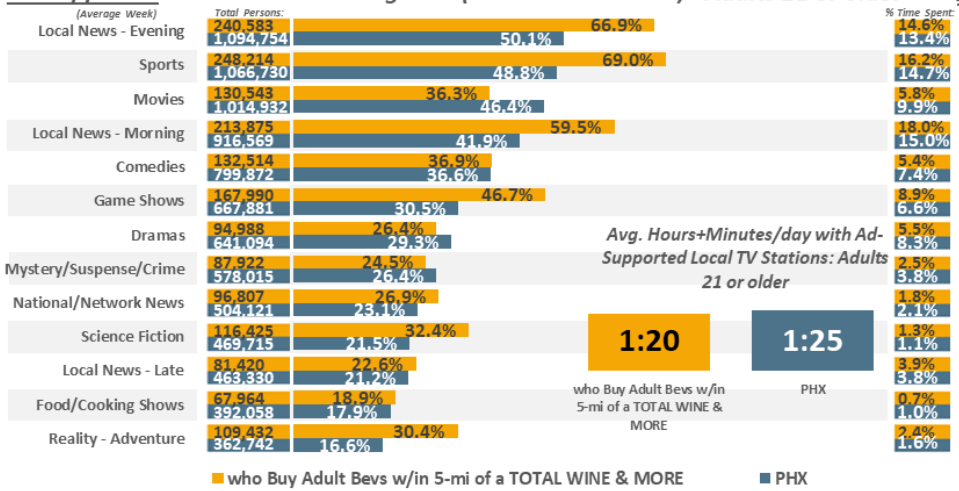
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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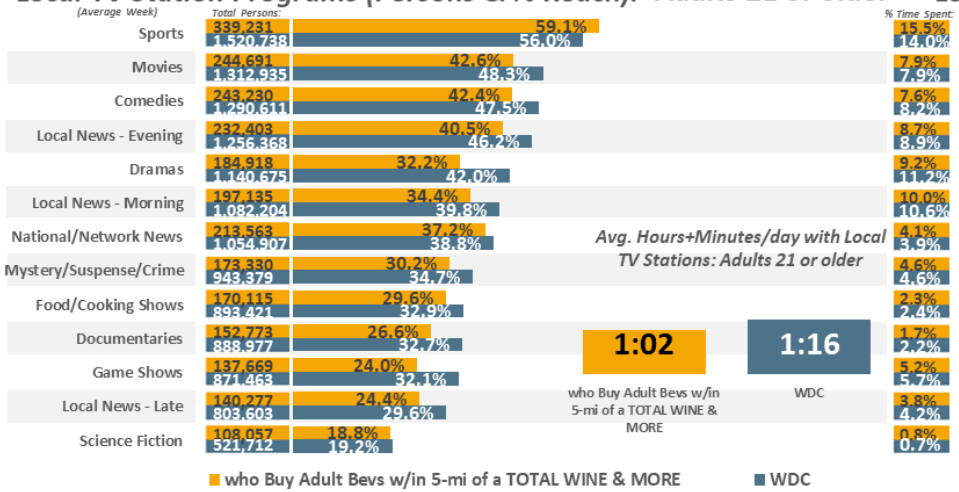
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Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

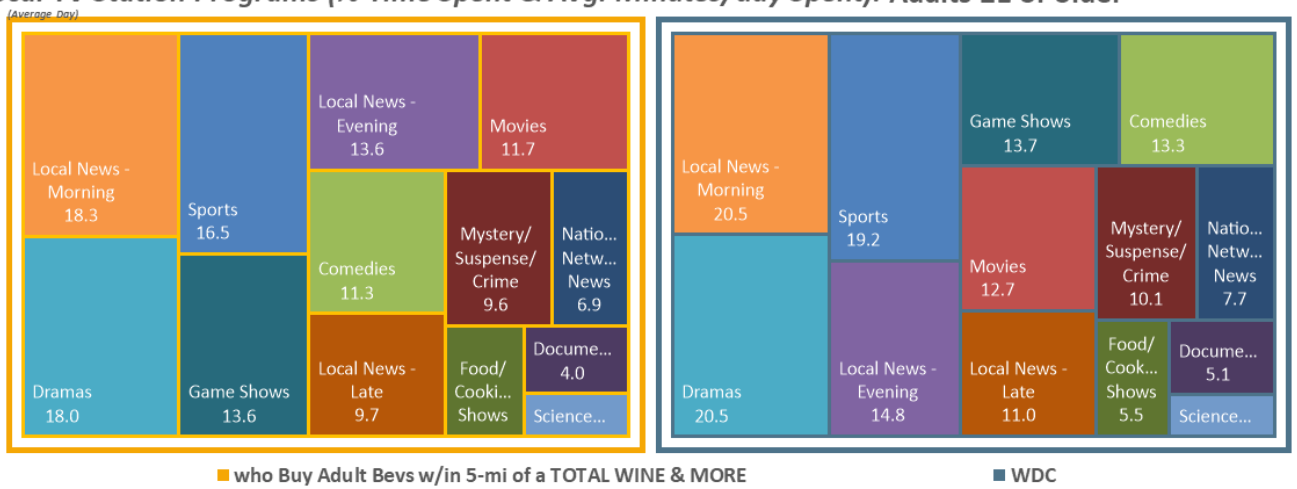
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

564,192 or 67.5% 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, Movies, Local News - Evening, Comedies, Local News - Morning, and National/Network News.

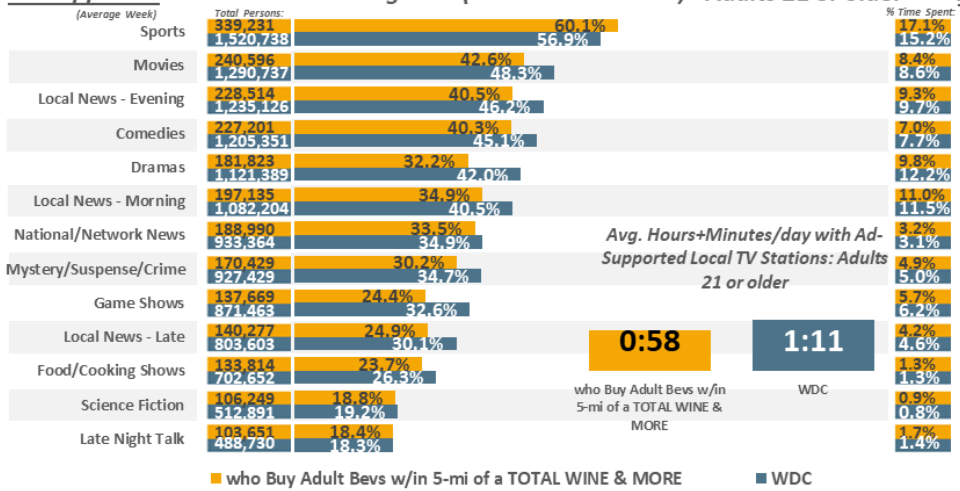
Local TV Station Programs (Persons & % Reach): Adults 21 or older



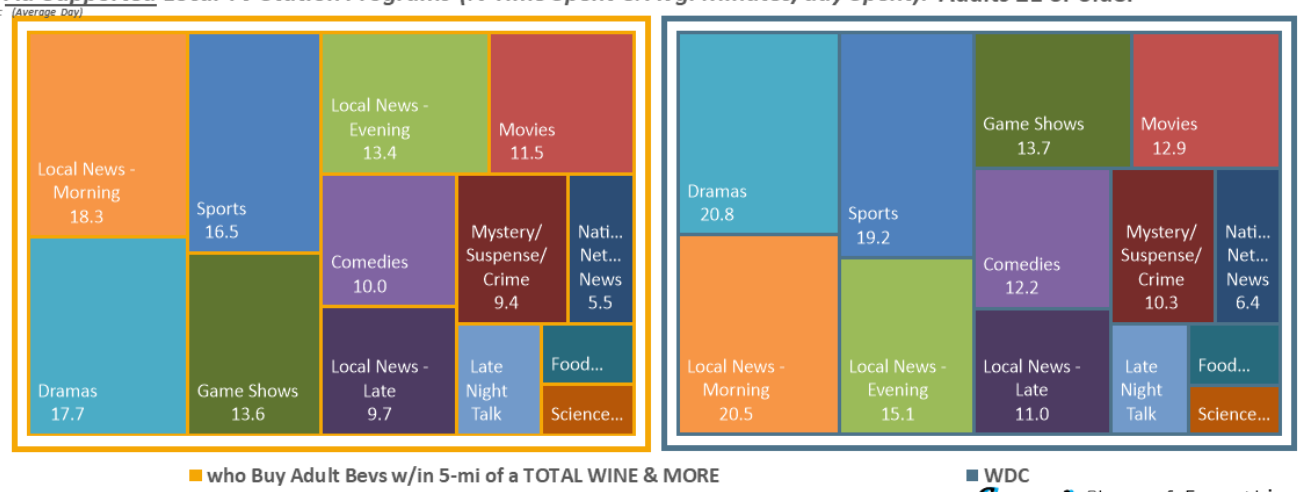
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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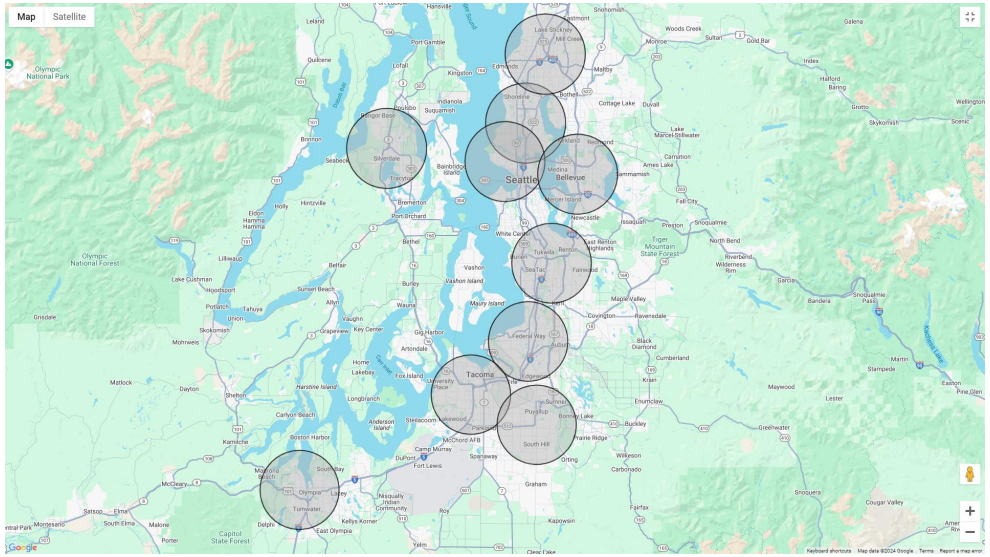
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

Total Wine & MORE

SEA

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



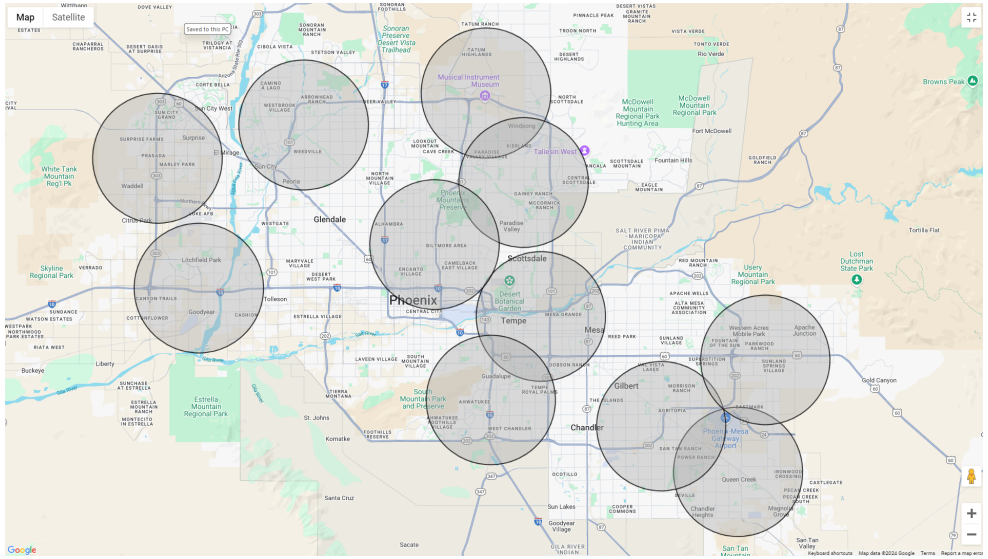
SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	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
Video streaming services/apps used past 7 days: Netflix	382,822	68.6%	124
Video streaming services/apps used past 7 days: Amazon Prime Video	301,831	54.1%	121
Broadcast stations watched past 7 days: ABC (KOMO, channel 4)	241,925	43.4%	119
Video streaming services/apps used past 7 days: Hulu/Hulu + Live TV (any Hulu)	239,193	42.9%	128
Broadcast stations watched past 7 days: CBS (KIRO, channel 7)	231,896	41.6%	123
Video streaming services/apps used past 7 days: YouTube (free)	230,164	41.3%	96
Video streaming services/apps used past 7 days: Hulu	217,226	38.9%	125
Broadcast stations watched past 7 days: FOX (KCPQ, channel 13)	200,602	36.0%	127
Broadcast stations watched past 7 days: NBC (KING, channel 5)	200,174	35.9%	114
Video streaming services/apps used past 7 days: Max	148,717	26.7%	125
Video streaming services/apps used past 7 days: Disney+	144,257	25.9%	112
Cable networks watched past 7 days: ESPN	127,333	22.8%	143
Video streaming services/apps used past 7 days: Paramount+	117,371	21.0%	119
Video streaming services/apps used past 7 days: Peacock	113,945	20.4%	120
Cable networks watched past 7 days: CNN	106,293	19.1%	138
Video streaming services/apps used past 7 days: Apple TV+	105,058	18.8%	134
Cable networks watched past 7 days: HBO	96,442	17.3%	168
Cable networks watched past 7 days: Food Network	86,143	15.4%	140
Cable networks watched past 7 days: FX	79,885	14.3%	162
Cable networks watched past 7 days: Discovery Channel	78,013	14.0%	136
Broadcast stations watched past 7 days: PBS (KCTS, channel 9)	76,130	13.6%	104
Cable networks watched past 7 days: A&E	71,956	12.9%	156
Cable networks watched past 7 days: HGTV	67,578	12.1%	122
Cable networks watched past 7 days: TBS	57,956	10.4%	142
Cable networks watched past 7 days: MSNBC	57,938	10.4%	145
Cable networks watched past 7 days: ESPN2	57,444	10.3%	149
Cable networks watched past 7 days: Bravo	54,219	9.7%	158
Cable networks watched past 7 days: TNT	53,621	9.6%	131
Broadcast stations watched past 7 days: ION (KWPX, channel 33)	53,584	9.6%	184
Cable networks watched past 7 days: CBS Sports Network	53,410	9.6%	156
Cable networks watched past 7 days: USA	53,183	9.5%	146
Cable networks watched past 7 days: AMC	52,878	9.5%	150

Custom Geo = 98003; 98133; 98023; 98103; 98122; 98125; 98121; 98105; 98115; 98012; 98117; 98107; 98026; 98404; 98155; 98374; 98087; 98373; 98001; 98101; 98004; 98198; 98021; 98031; 98109; 98372; 98119; 98002; 98383; 98034; 98406; 98375; 98036; 98116; 98168; 98405; 98033; 98408; 98052; 98188; 98102; 98112; 98409; 98444; 98311; 98177; 98204; 98371; 98006; 98104; 98057; 98032; 98028; 98043; 98144; 98055; 98056; 98422; 98037; 98467; 98199; 98501; 98402; 98466; 98008; 98499; 98058; 98040; 98445; 98354; 98007; 98005; 98118; 98502; 98506; 98195; 98166; 98208; 98370; 98126; 98498; 98446; 98390; 98310; 98020; 98148; 98275; 98391; 98312; 98512; 98443; 98178; 98418; 98407; 98465; 98403; 98424; 98074; 98106; 98011; 98146; 98108; 98134; 98503; 98075; 98059; 98315; 98174; 98110; 98047; 98345; 98360; 98030; 98380; 98042; 98516; 98296; 98338; 98333; 98027
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 PHX

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



PHOENIX (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

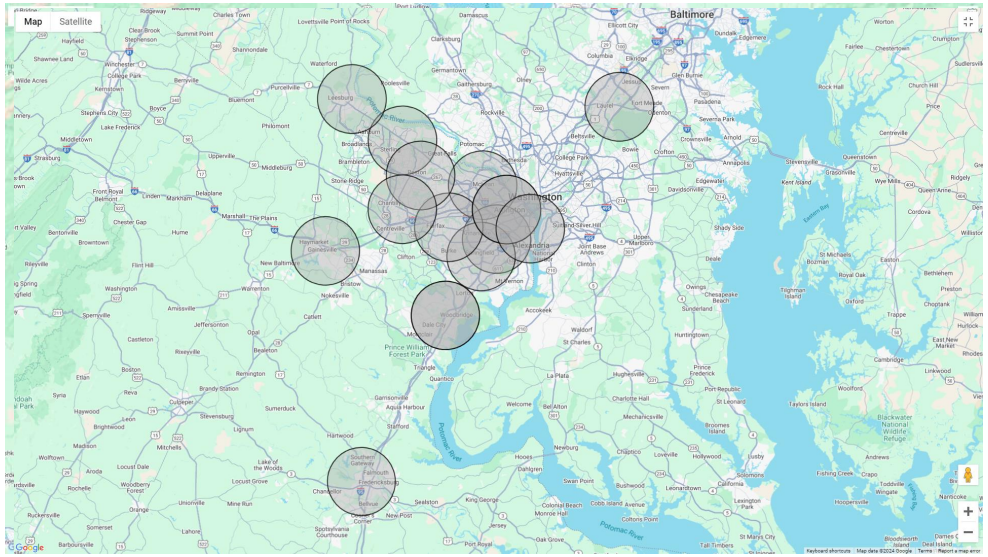
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Broadcast stations watched past 7 days: FOX (KSAZ, channel 10)	269,053	54.6%	144
Video streaming services/apps used past 7 days: Netflix	226,924	46.0%	113
Cable networks watched past 7 days: HBO	181,171	36.7%	212
Broadcast stations watched past 7 days: ABC (KNXV, channel 15)	180,695	36.7%	101
Broadcast stations watched past 7 days: CBS (KPHO, channel 5)	165,047	33.5%	102
Video streaming services/apps used past 7 days: Amazon Prime Video	157,660	32.0%	101
Video streaming services/apps used past 7 days: YouTube (free)	156,466	31.7%	86
Broadcast stations watched past 7 days: NBC (KPNX, channel 12)	150,241	30.5%	106
Cable networks watched past 7 days: ESPN	129,926	26.4%	136
Broadcast stations watched past 7 days: 3TV (KTVK, channel 3)	127,528	25.9%	87
Broadcast stations watched past 7 days: Univision (KTVW, channel 33)	112,524	22.8%	199
Video streaming services/apps used past 7 days: Hulu/Hulu + Live TV (any Hulu)	110,183	22.3%	93
Video streaming services/apps used past 7 days: Hulu	109,752	22.3%	97
Broadcast stations watched past 7 days: Telemundo (KTAZ, channel 39)	107,943	21.9%	240
Video streaming services/apps used past 7 days: Max	100,683	20.4%	120
Broadcast stations watched past 7 days: UniMás (KFPH, channel 13)	100,514	20.4%	303
Cable networks watched past 7 days: CNN	90,443	18.3%	167
Broadcast stations watched past 7 days: PBS (KAET, channel 8)	83,791	17.0%	108
Cable networks watched past 7 days: Food Network	83,769	17.0%	186
Video streaming services/apps used past 7 days: Disney+	77,904	15.8%	94
Video streaming services/apps used past 7 days: Apple TV+	75,522	15.3%	200
Cable networks watched past 7 days: ESPN2	70,328	14.3%	162
Cable networks watched past 7 days: HGTV	70,193	14.2%	103
Video streaming services/apps used past 7 days: Peacock	66,006	13.4%	125
Cable networks watched past 7 days: FX	65,277	13.2%	140
Cable networks watched past 7 days: USA	62,763	12.7%	149
Cable networks watched past 7 days: History	58,081	11.8%	88
Cable networks watched past 7 days: TBS	58,010	11.8%	139
Cable networks watched past 7 days: Disney Channel	57,289	11.6%	136
Video streaming services/apps used past 7 days: Paramount+	54,931	11.1%	90
Cable networks watched past 7 days: Comedy Central	52,306	10.6%	133
Cable networks watched past 7 days: TNT	49,430	10.0%	96

Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

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 WDC

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



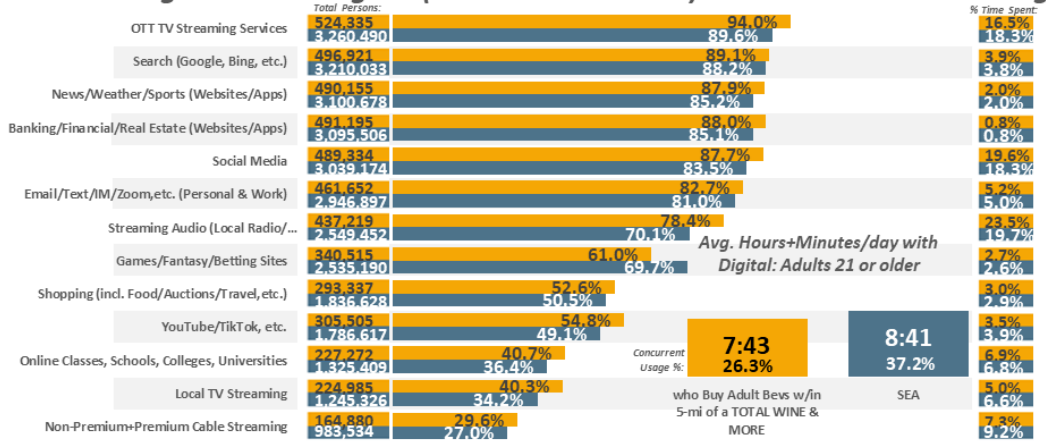
WASHINGTON, DC (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-SEP24
ADULTS 21+

	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 7 days: Netflix	510,627	61.1%	119
Broadcast stations watched past 7 days: CBS (WUSA, channel 9)	405,470	48.5%	139
Broadcast stations watched past 7 days: NBC (WRC, channel 4)	396,436	47.4%	130
Broadcast stations watched past 7 days: ABC (WJLA, channel 7)	364,349	43.6%	121
Video streaming services/apps used past 7 days: Amazon Prime Video	363,611	43.5%	107
Video streaming services/apps used past 7 days: YouTube (free)	329,350	39.4%	97
Video streaming services/apps used past 7 days: Hulu/Hulu + Live TV (any Hulu)	306,848	36.7%	116
Broadcast stations watched past 7 days: FOX (WTTG, channel 5)	302,005	36.1%	126
Cable networks watched past 7 days: ESPN	288,033	34.5%	136
Video streaming services/apps used past 7 days: Hulu	283,543	33.9%	118
Video streaming services/apps used past 7 days: Max	222,819	26.7%	130
Video streaming services/apps used past 7 days: Disney+	213,981	25.6%	118
Cable networks watched past 7 days: CNN	207,948	24.9%	116
Video streaming services/apps used past 7 days: Peacock	170,316	20.4%	138
Video streaming services/apps used past 7 days: Apple TV+	166,991	20.0%	168
Video streaming services/apps used past 7 days: Paramount+	152,517	18.2%	140
Broadcast stations watched past 7 days: PBS (WETA, channel 26)	140,896	16.9%	115
Cable networks watched past 7 days: MSNBC	135,601	16.2%	125
Cable networks watched past 7 days: Food Network	134,247	16.1%	140
Cable networks watched past 7 days: USA	131,148	15.7%	156
Cable networks watched past 7 days: HBO	127,232	15.2%	130
Cable networks watched past 7 days: ESPN2	124,719	14.9%	138
Cable networks watched past 7 days: TNT	121,344	14.5%	156
Cable networks watched past 7 days: History	115,859	13.9%	147
Cable networks watched past 7 days: TBS	109,867	13.1%	144
Cable networks watched past 7 days: HGTV	103,677	12.4%	120
Cable networks watched past 7 days: National Geographic	103,085	12.3%	150
Cable networks watched past 7 days: A&E	101,100	12.1%	139
Video streaming services/apps used past 7 days: ESPN+	99,341	11.9%	149
Cable networks watched past 7 days: Comedy Central	98,774	11.8%	170
Cable networks watched past 7 days: FX	90,435	10.8%	145
Cable networks watched past 7 days: AMC	89,968	10.8%	129

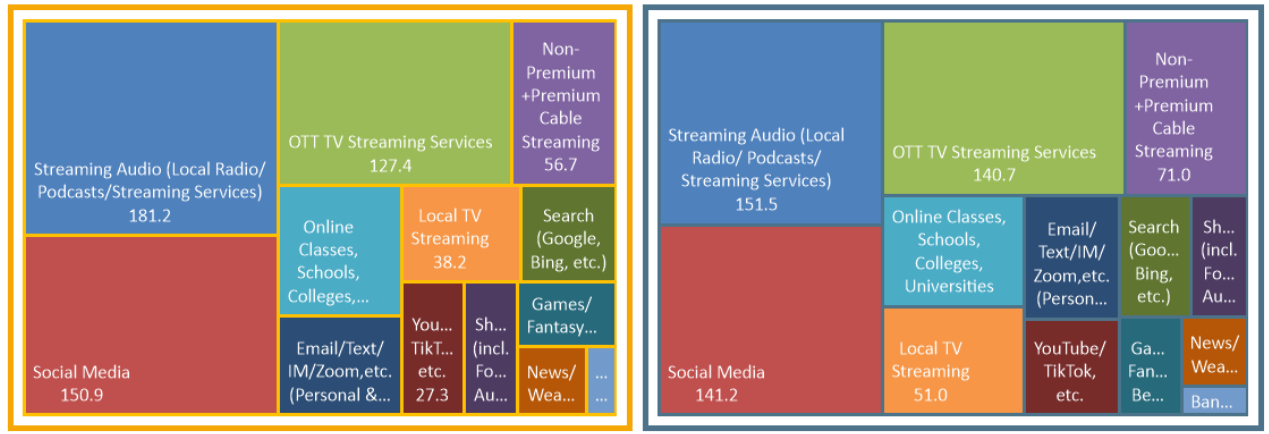
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

419,667 or 75.2% 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 129.5 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

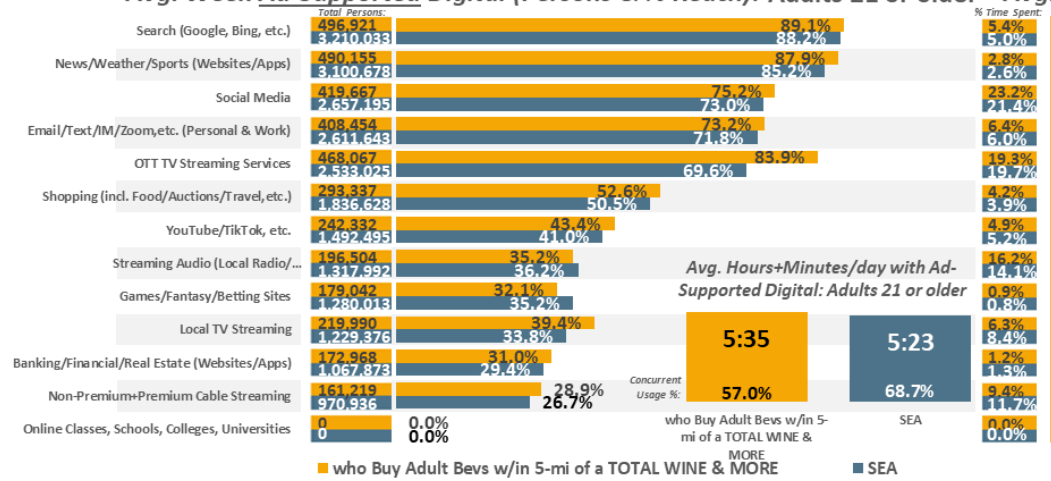
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



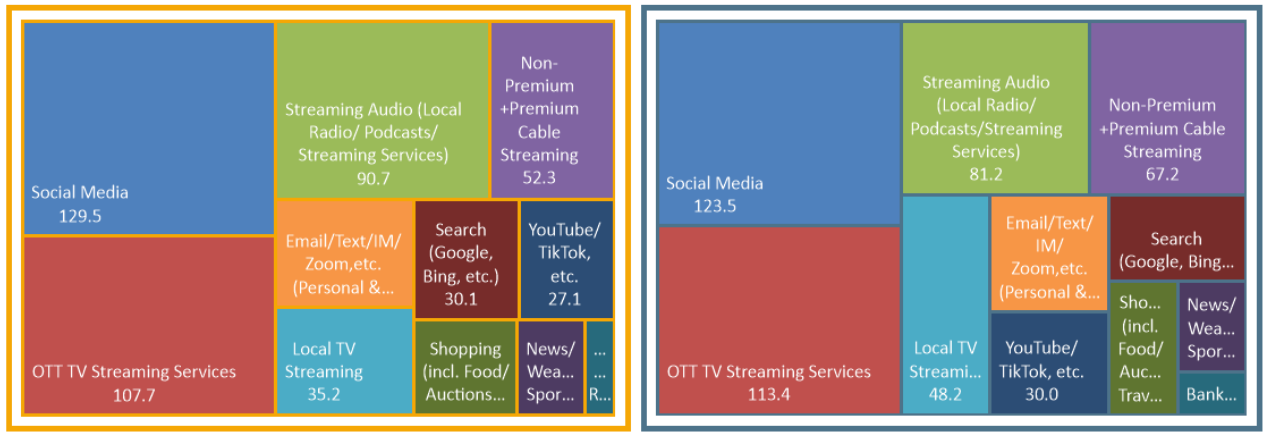
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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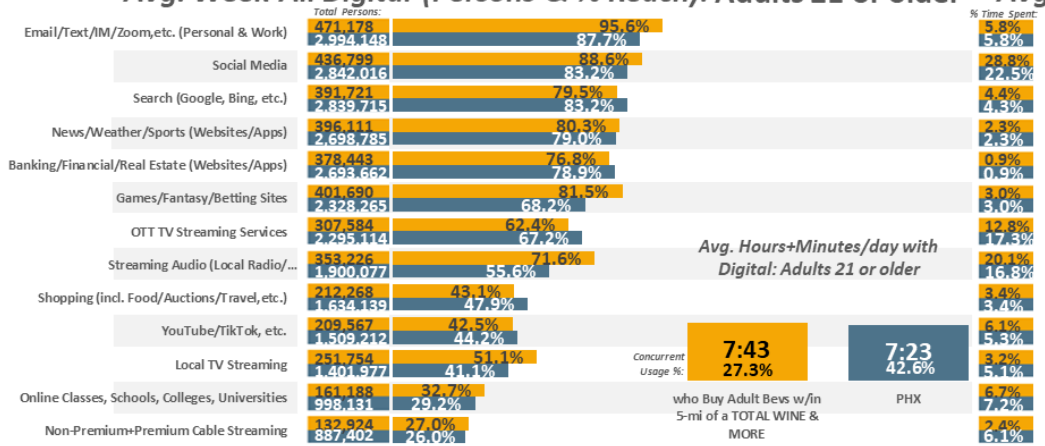
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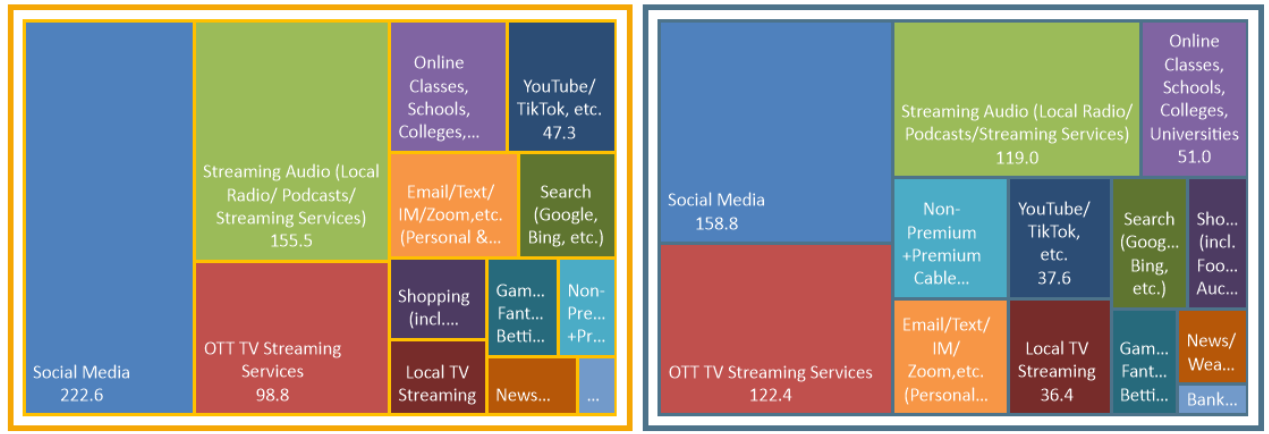
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

390,371 or 79.2% 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 198.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Digital Media.

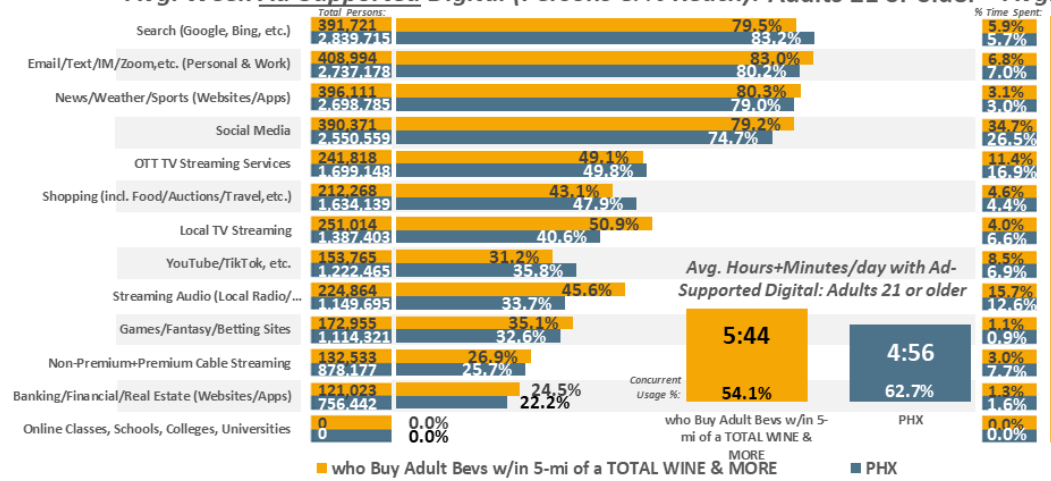
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



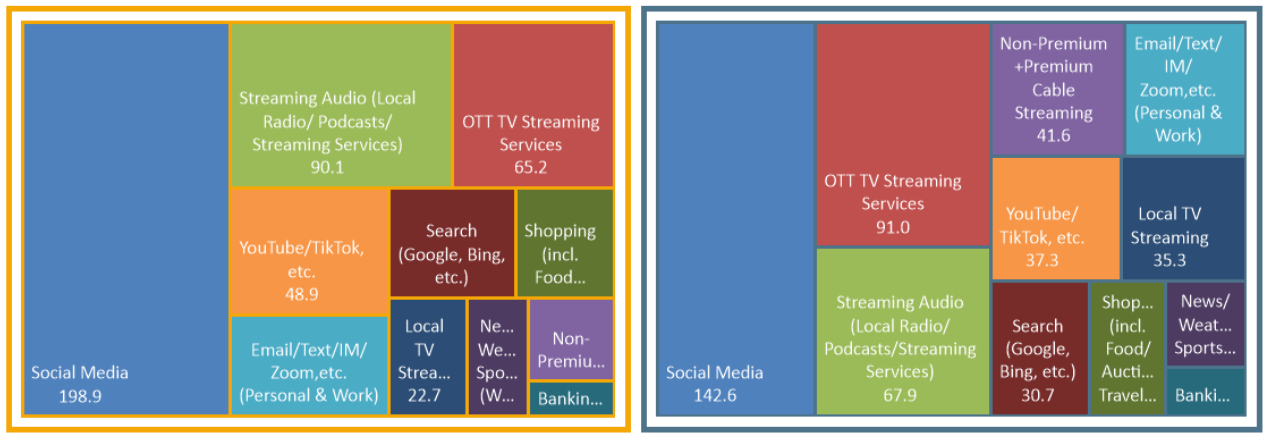
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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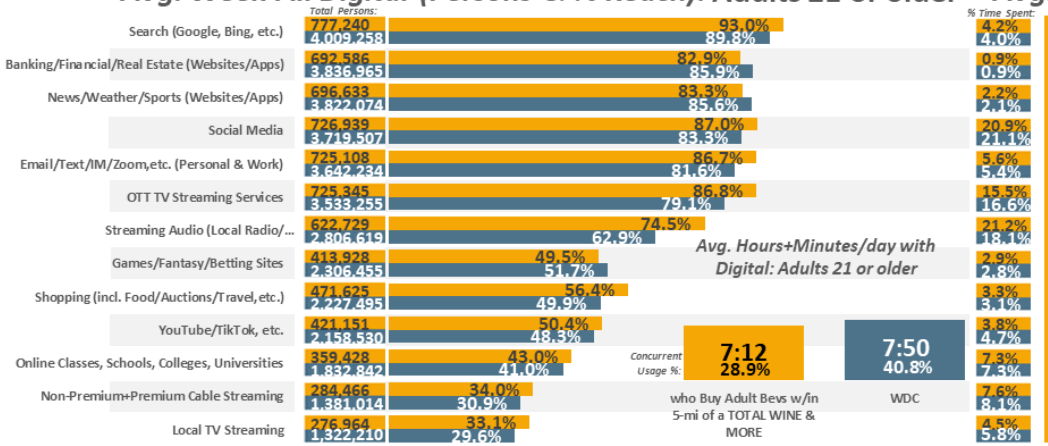
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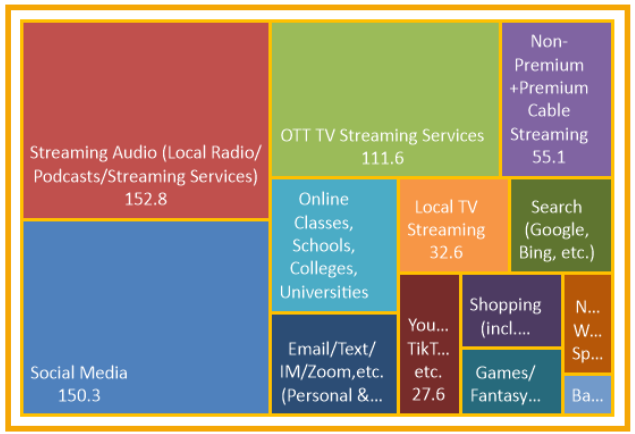
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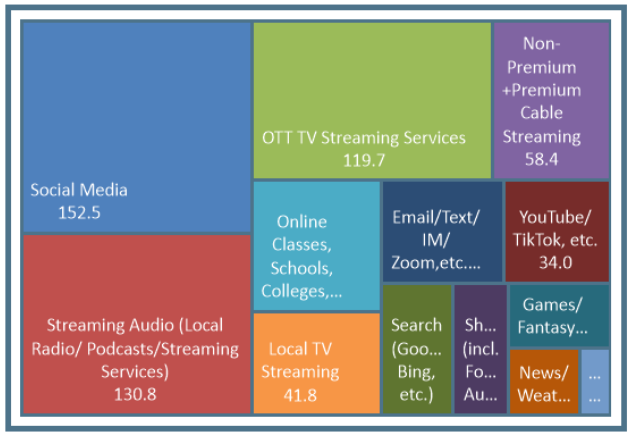
612,959 or 73.3% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE use Ad-Supported Social Media for an average of 126.8 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

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

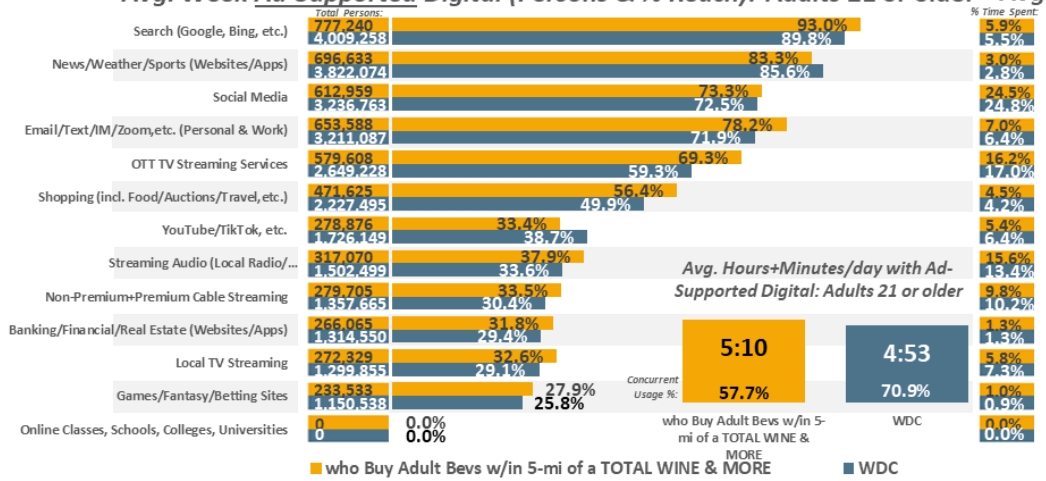


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

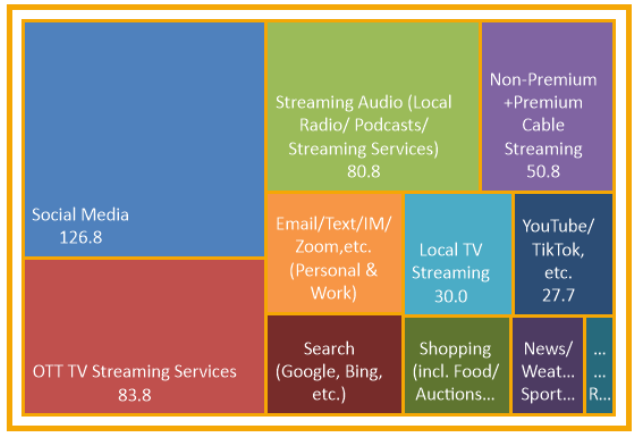


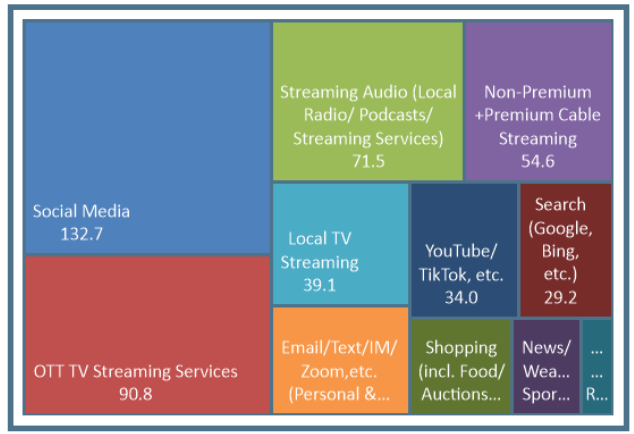


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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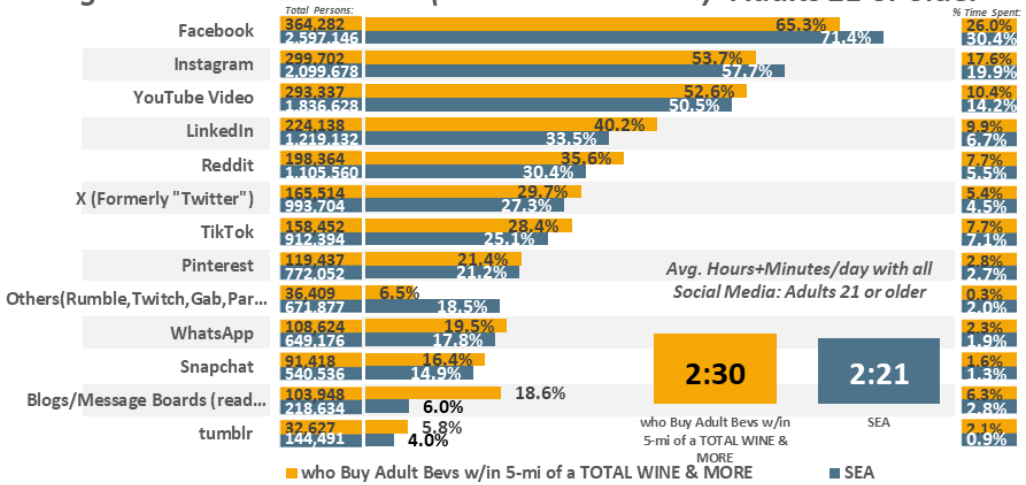
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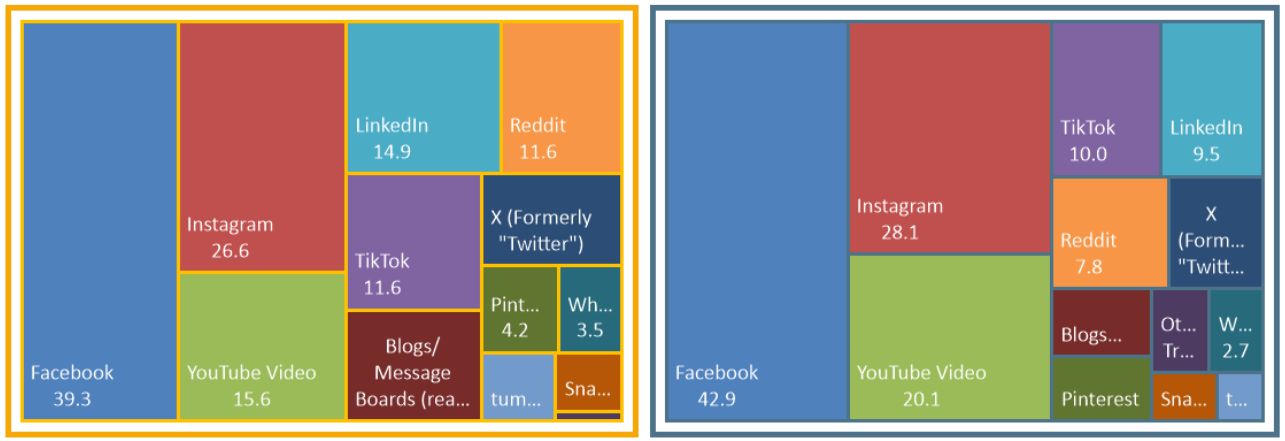
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

364,282 or 65.3% 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 42.8 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

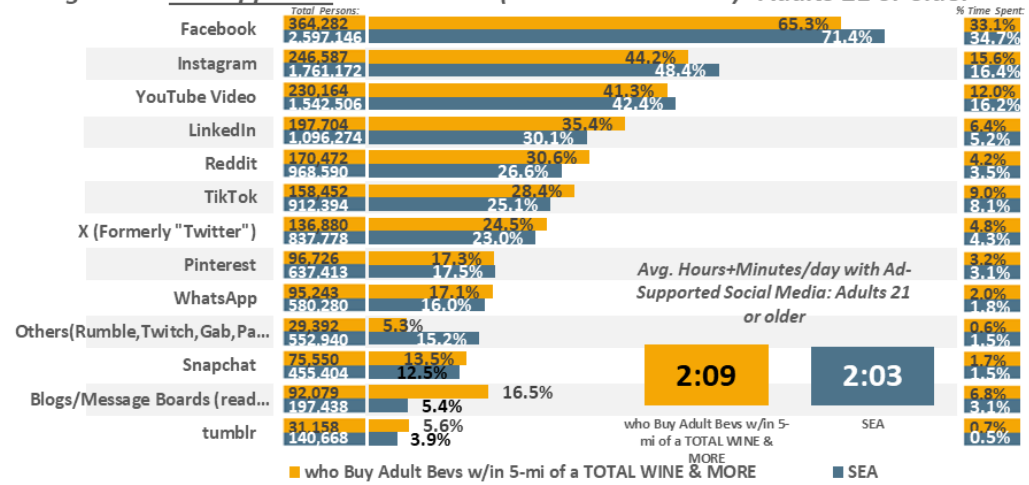
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



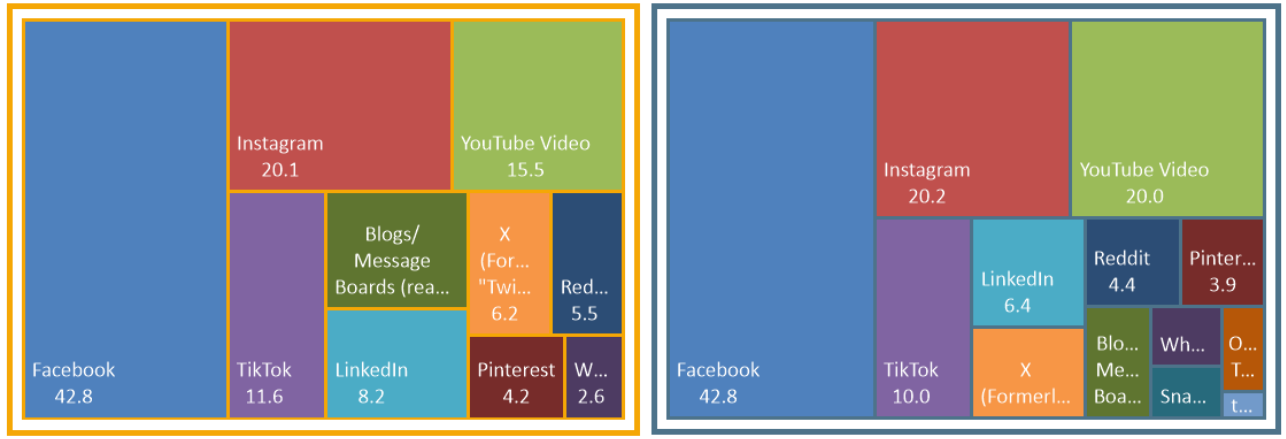
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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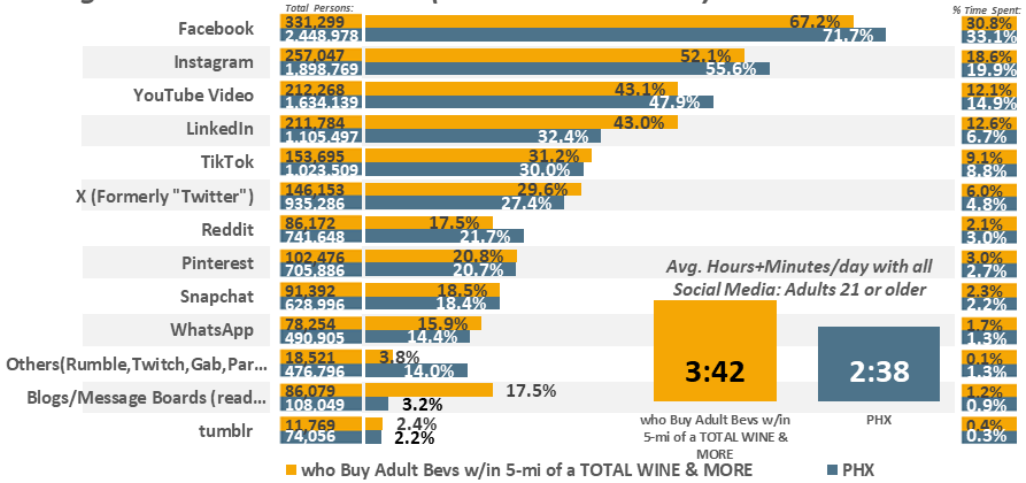
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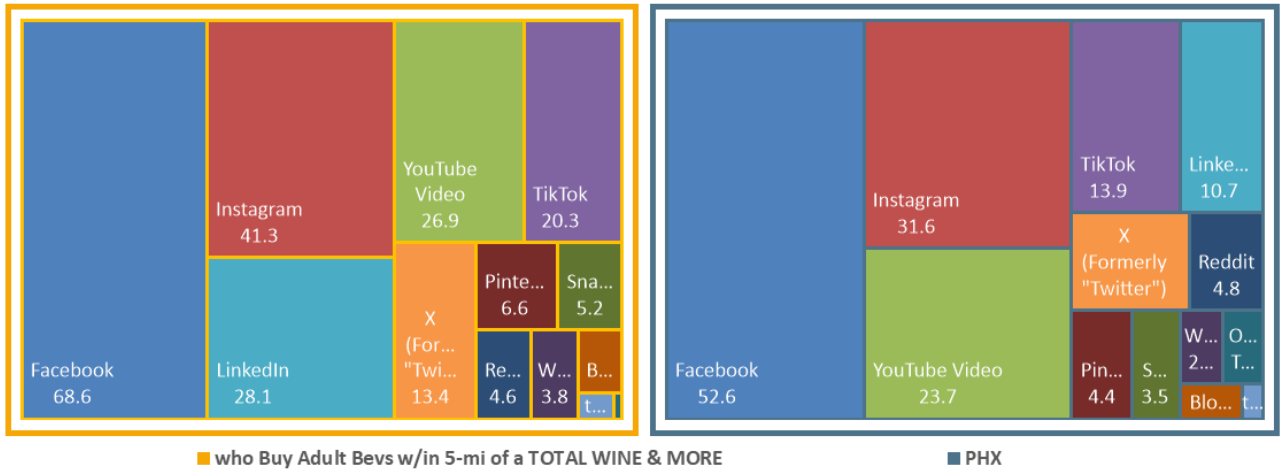
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

331,299 or 67.2% 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 70. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

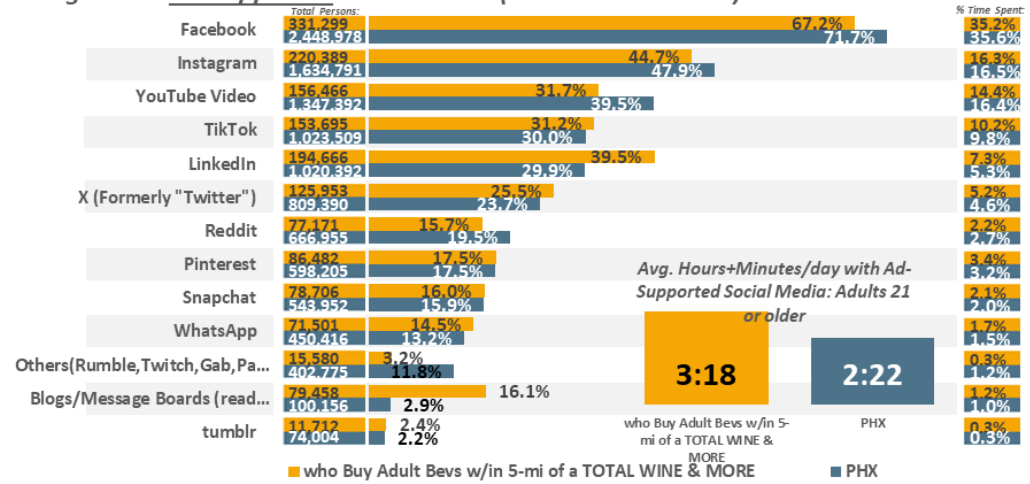
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



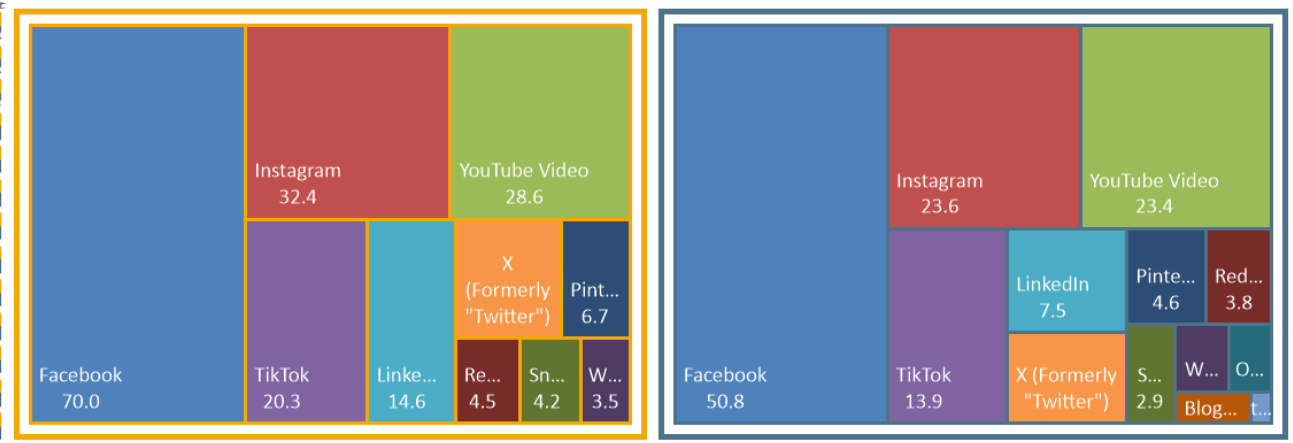
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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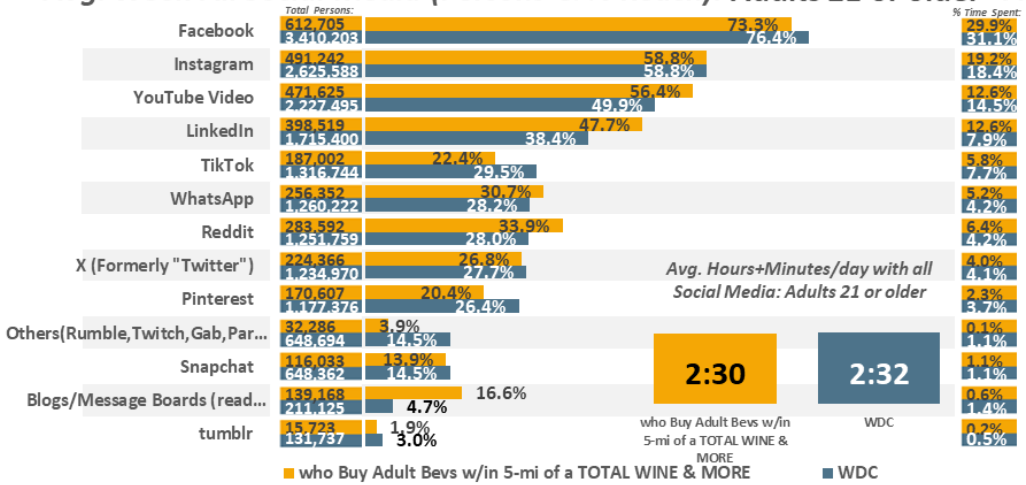
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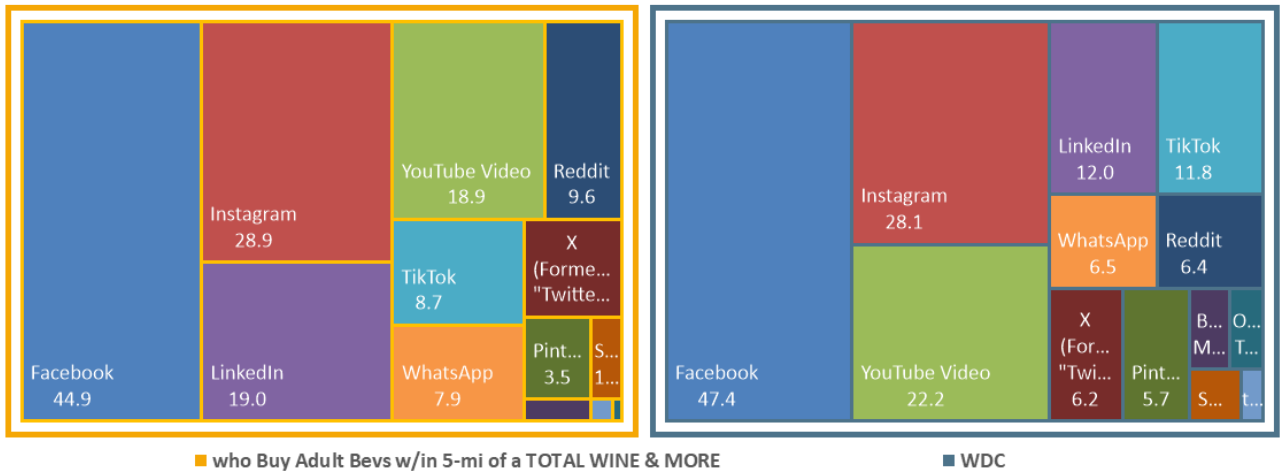
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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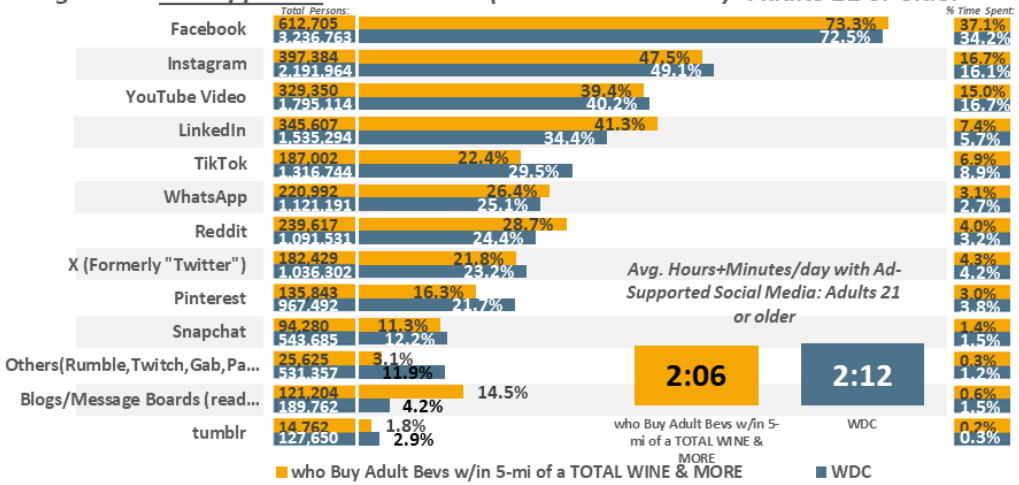
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



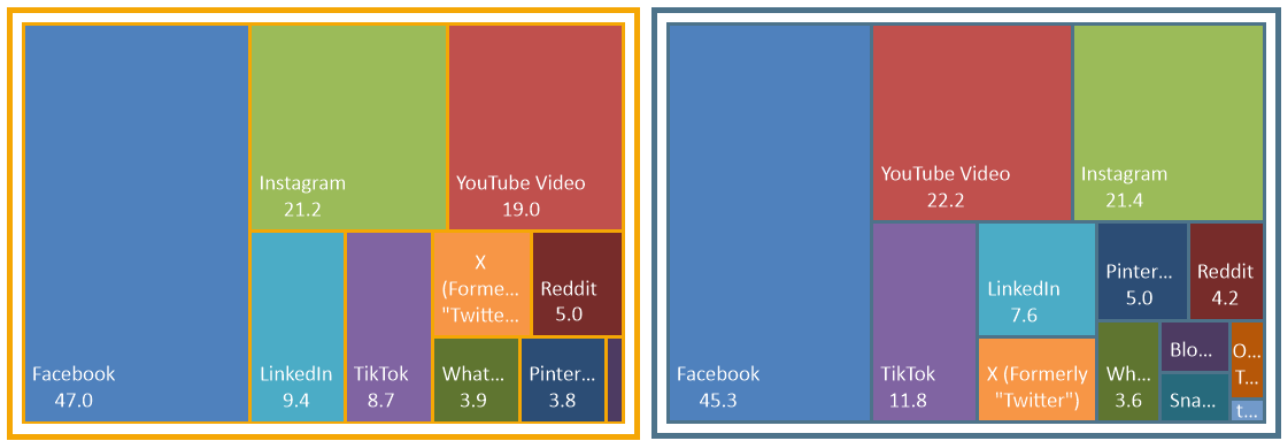
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

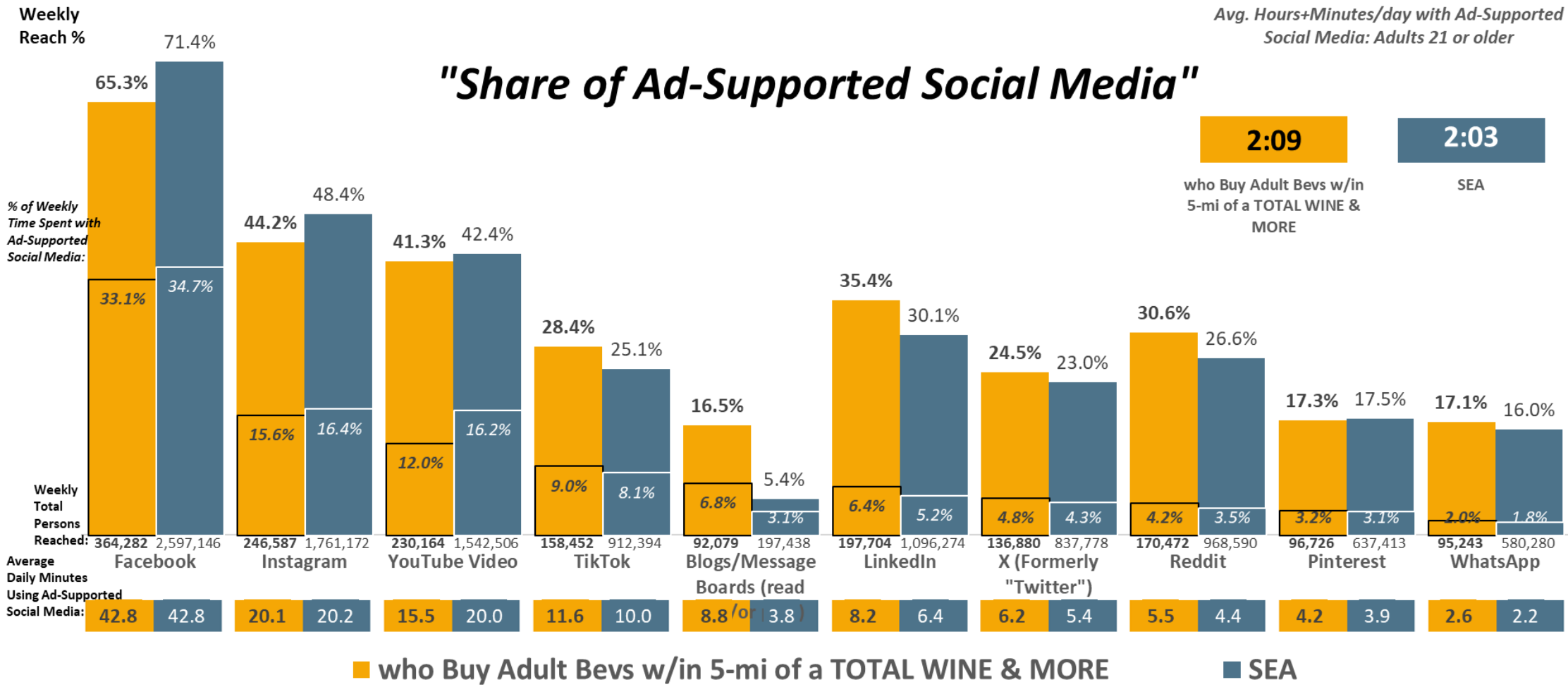
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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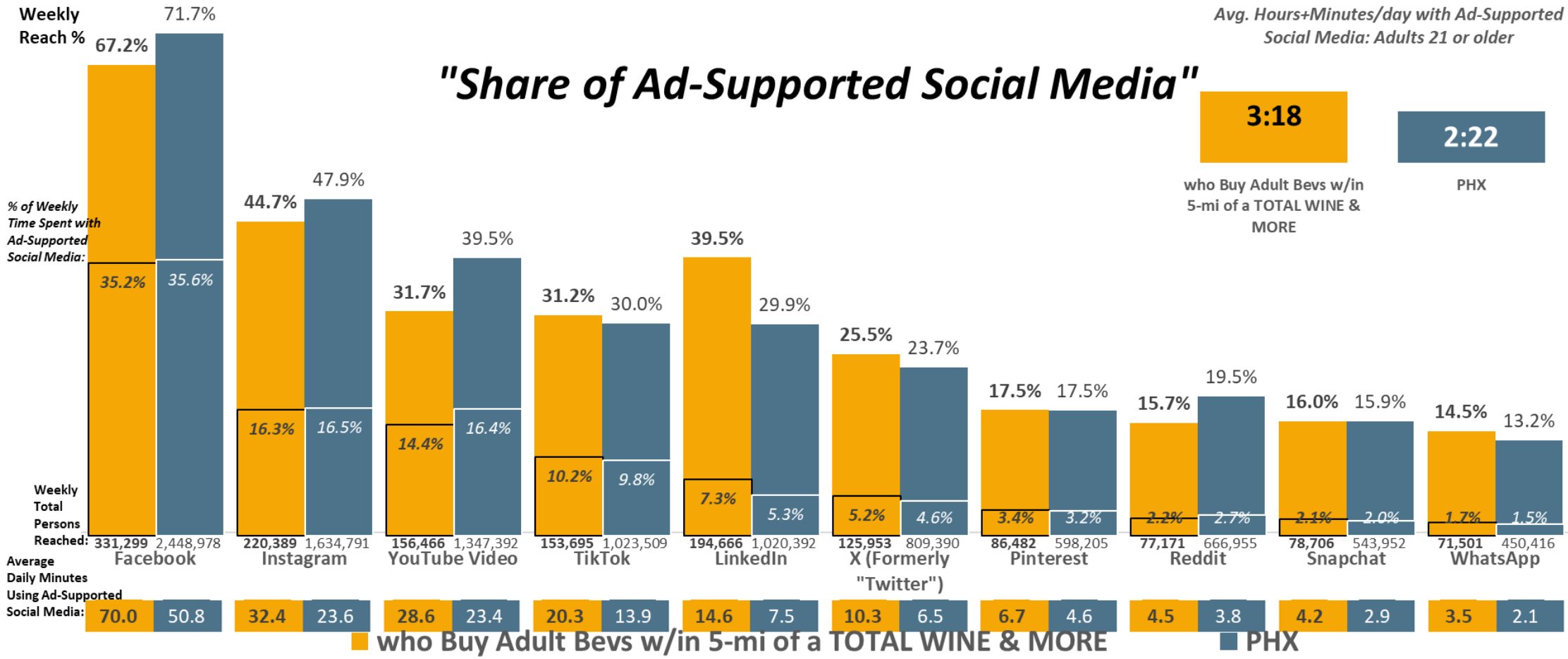
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PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

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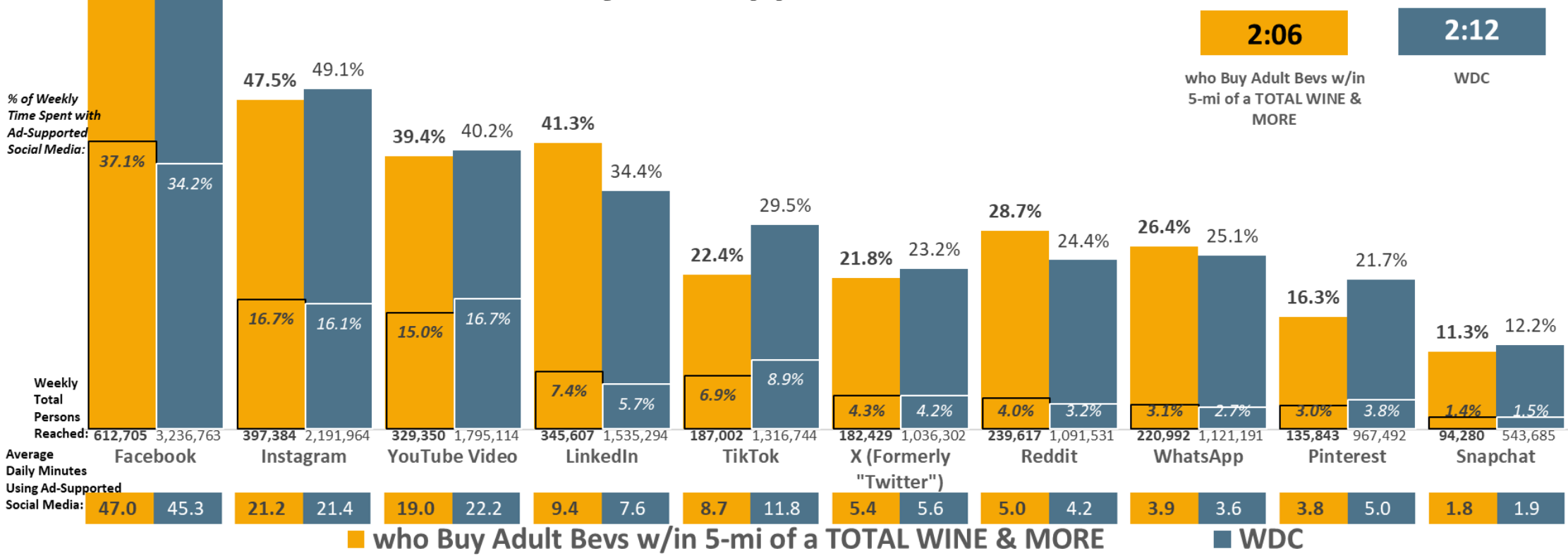
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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

"Share of Ad-Supported Social Media"



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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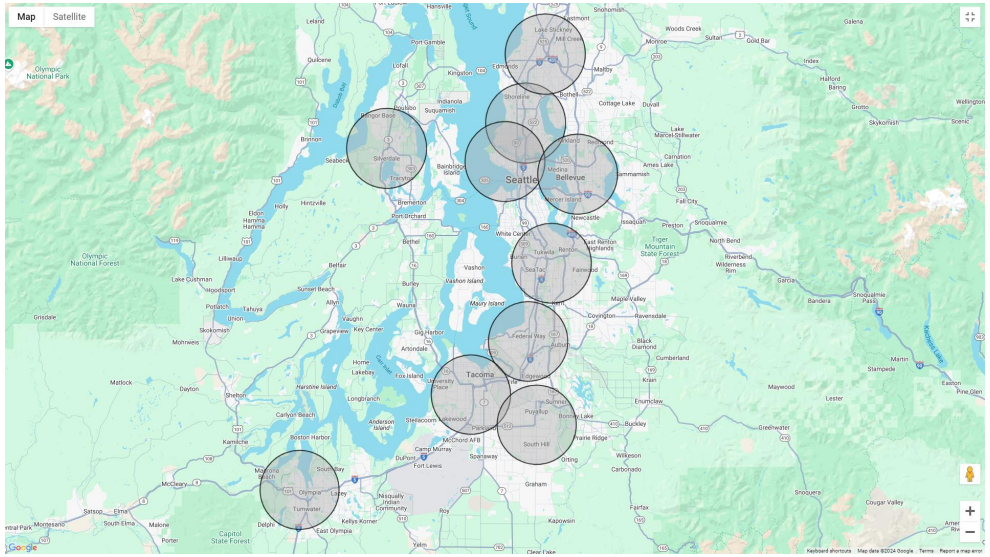
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Custom Geo = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640
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

SEA

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



SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

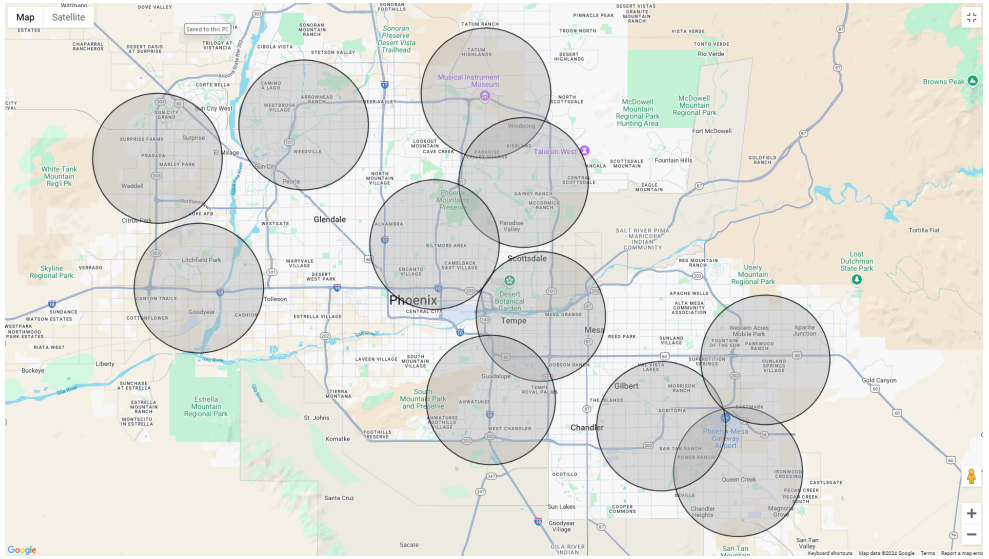
	WHO I am Looking At (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Search apps or websites used or visited past 30 days: Google	496,921	89.1%	100
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	419,227	75.1%	98
Social media apps or websites used or visited past 30 days: Facebook	364,282	65.3%	92
Social media apps or websites used or visited past 30 days: Instagram	299,702	53.7%	90
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	250,133	44.8%	115
Search apps or websites used or visited past 30 days: Wikipedia	234,907	42.1%	95
Social media apps or websites used or visited past 30 days: LinkedIn	224,138	40.2%	115
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	212,968	38.2%	116
Newspaper/TV/Cable websites visited/apps used past 30 days: New York Times	205,461	36.8%	136
Social media apps or websites used or visited past 30 days: Reddit	198,364	35.6%	111
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5.com/KING NBC	182,349	32.7%	121
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Apple Maps	181,081	32.5%	119
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	165,514	29.7%	105
Social media apps or websites used or visited past 30 days: TikTok	158,452	28.4%	114
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews.com/KOMO ABC	158,290	28.4%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7.com/KIRO CBS	148,179	26.6%	104
Travel apps or websites used or visited past 30 days: Expedia	147,919	26.5%	123
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	142,646	25.6%	137
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	134,244	24.1%	84
Search apps or websites used or visited past 30 days: Bing	132,720	23.8%	123
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Apple Weather	130,714	23.4%	122
Traffic/Transportation/Weather apps or websites used or visited past 30 days: AccuWeather	120,460	21.6%	102
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Uber	120,453	21.6%	128
Media/Sports apps or websites used or visited past 30 days: ESPN	120,178	21.5%	147

Custom Geo = 98003; 98133; 98023; 98103; 98122; 98125; 98121; 98105; 98115; 98012; 98117; 98107; 98026; 98404; 98155; 98374; 98087; 98373; 98001; 98101; 98004; 98198; 98021; 98031; 98109; 98372; 98119; 98002; 98383; 98034; 98406; 98375; 98036; 98116; 98168; 98405; 98033; 98408; 98052; 98188; 98102; 98112; 98409; 98444; 98311; 98177; 98204; 98371; 98006; 98104; 98057; 98032; 98028; 98043; 98144; 98055; 98056; 98422; 98037; 98467; 98199; 98501; 98402; 98466; 98008; 98499; 98058; 98040; 98445; 98354; 98007; 98005; 98118; 98502; 98506; 98195; 98166; 98208; 98370; 98126; 98498; 98446; 98390; 98310; 98020; 98148; 98275; 98391; 98312; 98512; 98443; 98178; 98418; 98407; 98465; 98403; 98424; 98074; 98106; 98011; 98146; 98108; 98134; 98503; 98075; 98059; 98315; 98174; 98110; 98047; 98345; 98360; 98030; 98380; 98042; 98516; 98296; 98338; 98333; 98027

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 PHX

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



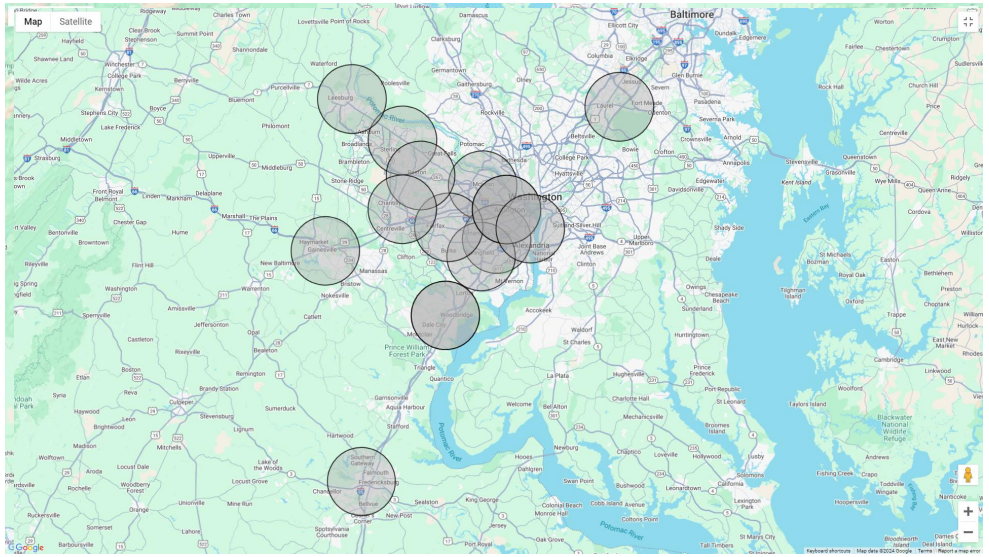
PHOENIX (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	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	391,721	79.5%	97
Social media apps or websites used or visited past 30 days: Facebook	331,299	67.2%	92
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	329,836	66.9%	98
Social media apps or websites used or visited past 30 days: Instagram	257,047	52.1%	95
Social media apps or websites used or visited past 30 days: LinkedIn	211,784	43.0%	134
Search apps or websites used or visited past 30 days: Wikipedia	186,839	37.9%	118
Newspaper/TV/Cable websites visited/apps used past 30 days: Arizona Republic/AZCentral.com	182,900	37.1%	118
Newspaper/TV/Cable websites visited/apps used past 30 days: ABC 15 Arizona	176,314	35.8%	118
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Apple Maps	160,266	32.5%	140
Social media apps or websites used or visited past 30 days: TikTok	153,695	31.2%	108
Newspaper/TV/Cable websites visited/apps used past 30 days: Cox	153,441	31.1%	110
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	149,039	30.2%	107
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	146,153	29.6%	108
Newspaper/TV/Cable websites visited/apps used past 30 days: Fox 10 Phoenix KSAZ	139,793	28.4%	121
Newspaper/TV/Cable websites visited/apps used past 30 days: AZ Family 3TV/CBS 5	135,803	27.5%	106
Social media apps or websites used or visited past 30 days: Pinterest	102,476	20.8%	102
Social media apps or websites used or visited past 30 days: Snapchat	91,392	18.5%	103
Search apps or websites used or visited past 30 days: Bing	89,518	18.2%	101
Media/Sports apps or websites used or visited past 30 days: CNN	88,860	18.0%	146
Media/Sports apps or websites used or visited past 30 days: ESPN	87,162	17.7%	128
Social media apps or websites used or visited past 30 days: Reddit	86,172	17.5%	76
Newspaper/TV/Cable websites visited/apps used past 30 days: Univision/Univision Arizona	82,198	16.7%	205
Newspaper/TV/Cable websites visited/apps used past 30 days: 12 News KPNX	80,347	16.3%	90
Social media apps or websites used or visited past 30 days: WhatsApp	78,254	15.9%	111
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Uber	78,215	15.9%	136

Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

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



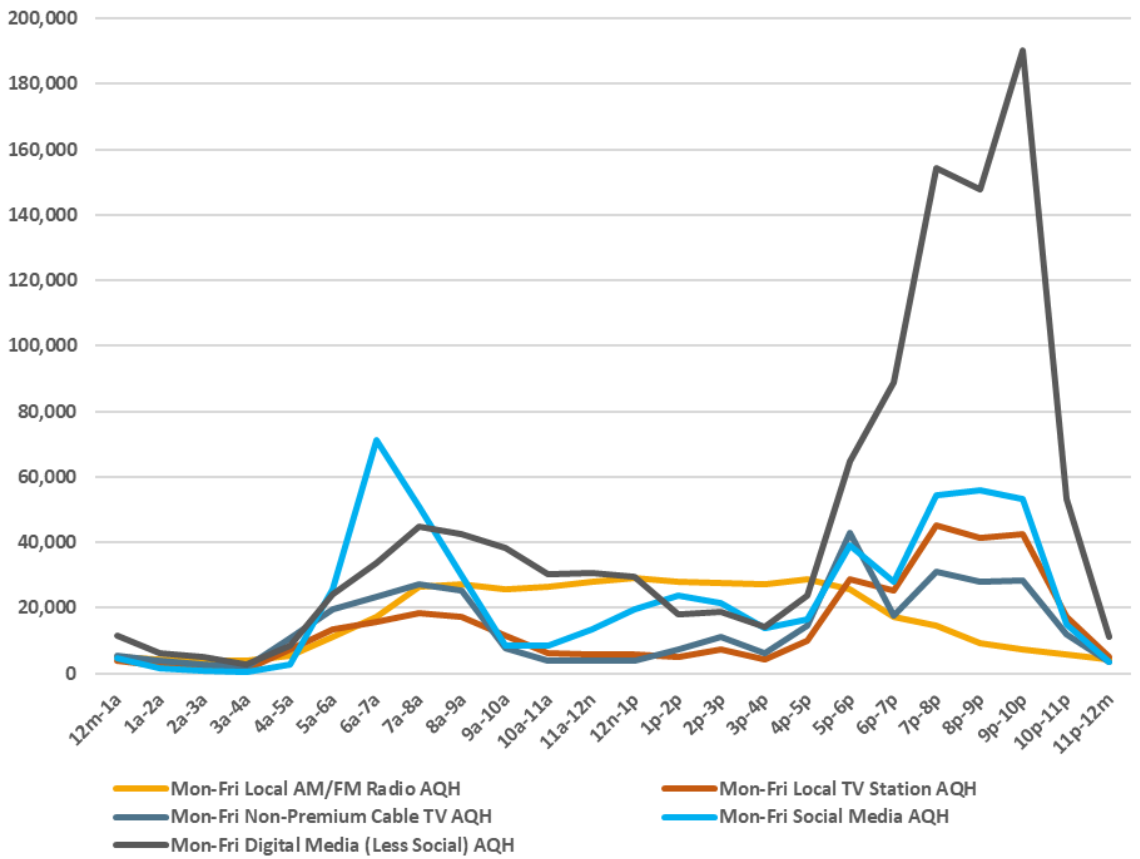
WASHINGTON, DC (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-SEP24
ADULTS 21+

	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	777,240	93.0%	103
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Google Maps	635,338	76.0%	99
Social media apps or websites used or visited past 30 days: Facebook	612,705	73.3%	97
Social media apps or websites used or visited past 30 days: Instagram	491,242	58.8%	99
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	464,408	55.6%	122
Social media apps or websites used or visited past 30 days: LinkedIn	398,519	47.7%	119
Search apps or websites used or visited past 30 days: Wikipedia	361,488	43.2%	109
Lifestyle/Entertainment apps or websites used or visited past 30 days: Zillow	314,001	37.6%	111
Traffic/Transportation/Weather apps or websites used or visited past 30 days: The Weather Channel	296,338	35.4%	98
Social media apps or websites used or visited past 30 days: Reddit	283,592	33.9%	112
Social media apps or websites used or visited past 30 days: WhatsApp	256,352	30.7%	106
Media/Sports apps or websites used or visited past 30 days: ESPN	240,841	28.8%	134
Social media apps or websites used or visited past 30 days: X (formerly Twitter)	224,366	26.8%	100
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Apple Maps	224,027	26.8%	98
Media/Sports apps or websites used or visited past 30 days: CNN	222,797	26.7%	128
Newspaper/TV/Cable websites visited/apps used past 30 days: Politico	215,417	25.8%	127
Traffic/Transportation/Weather apps or websites used or visited past 30 days: AccuWeather	212,494	25.4%	110
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Waze	211,364	25.3%	98
Newspaper/TV/Cable websites visited/apps used past 30 days: NBCWashington.com/WRC NBC	206,205	24.7%	128
Media/Sports apps or websites used or visited past 30 days: New York Times/NYTimes.com	190,600	22.8%	135
Social media apps or websites used or visited past 30 days: TikTok	187,002	22.4%	78
Traffic/Transportation/Weather apps or websites used or visited past 30 days: Uber	185,691	22.2%	101
Lifestyle/Entertainment apps or websites used or visited past 30 days: IMDb	176,870	21.2%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: WJLA.com/WJLA ABC	173,871	20.8%	134

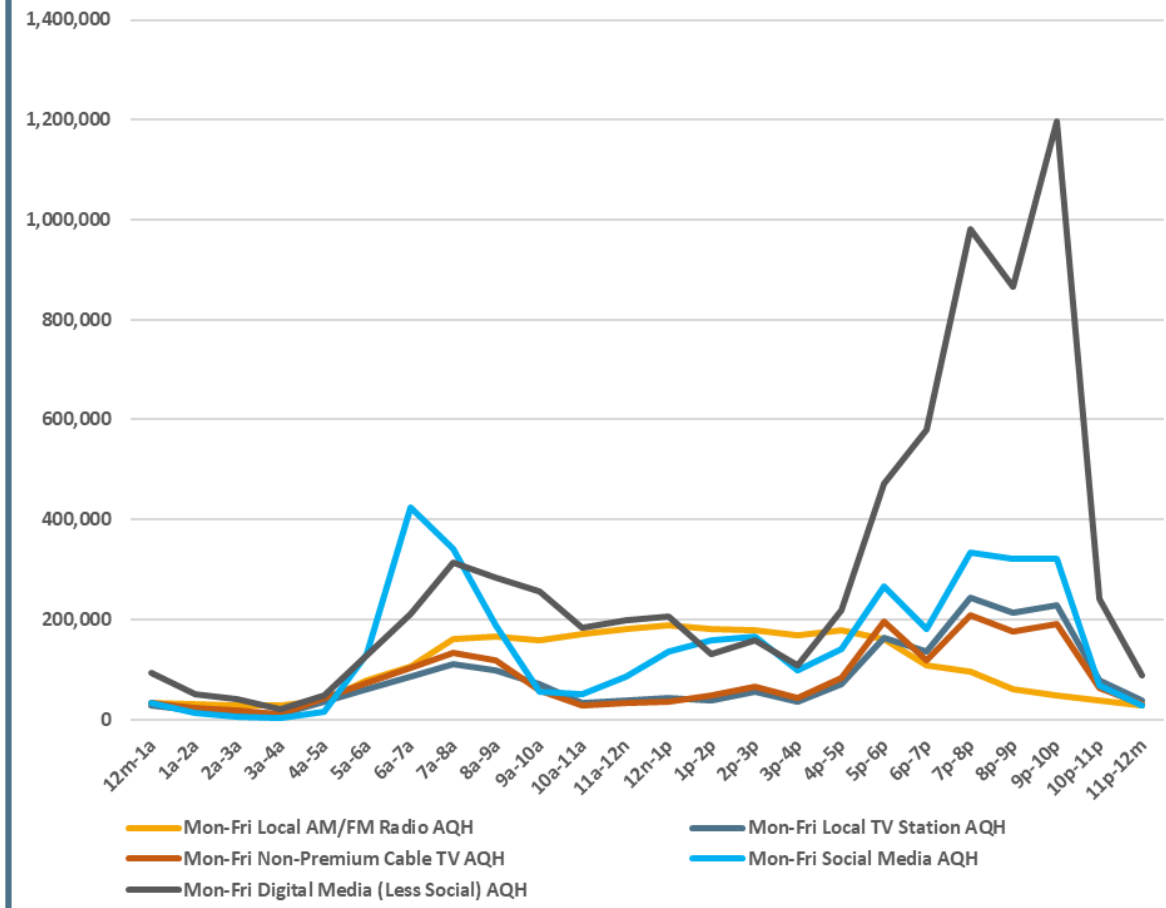
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,778; Social Media: 26,519; Local Radio: 25,756; Non-Prem. Cable: 15,030; Local TV: 12,400 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MO

(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) SEA Metro Area Adults 21 or older



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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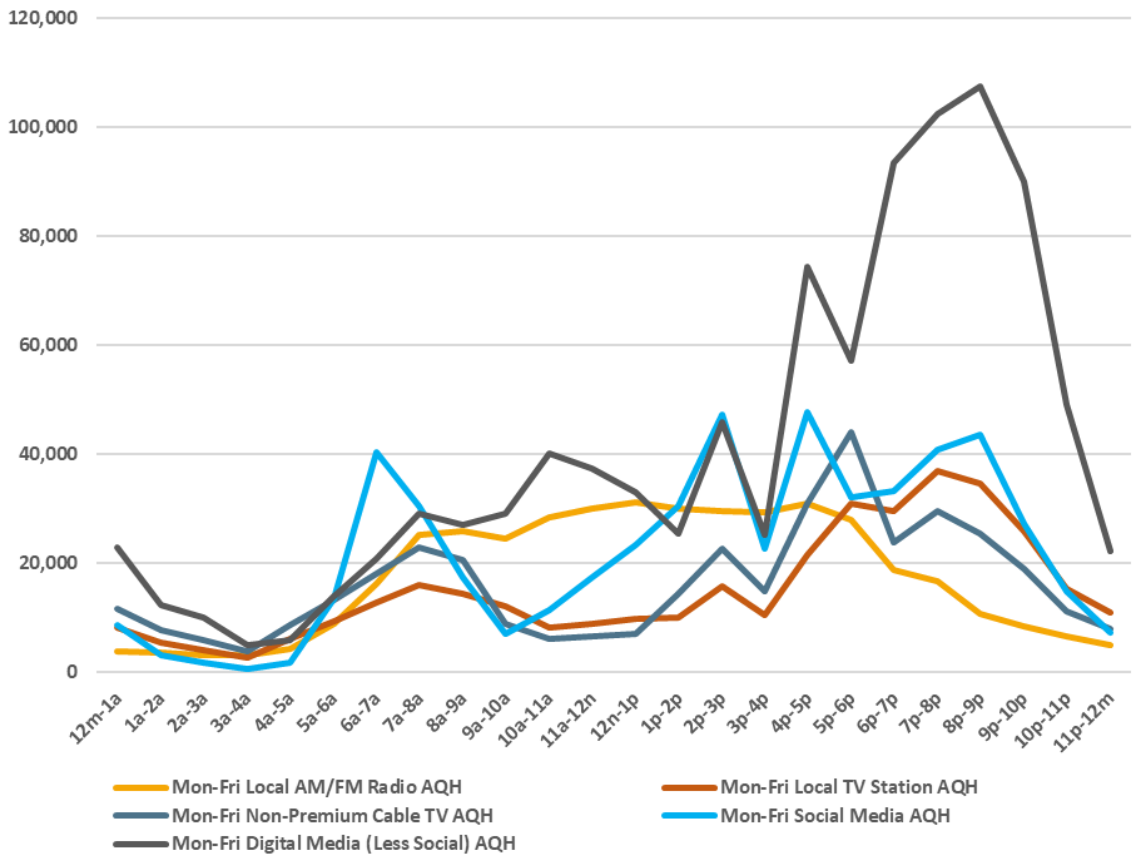
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

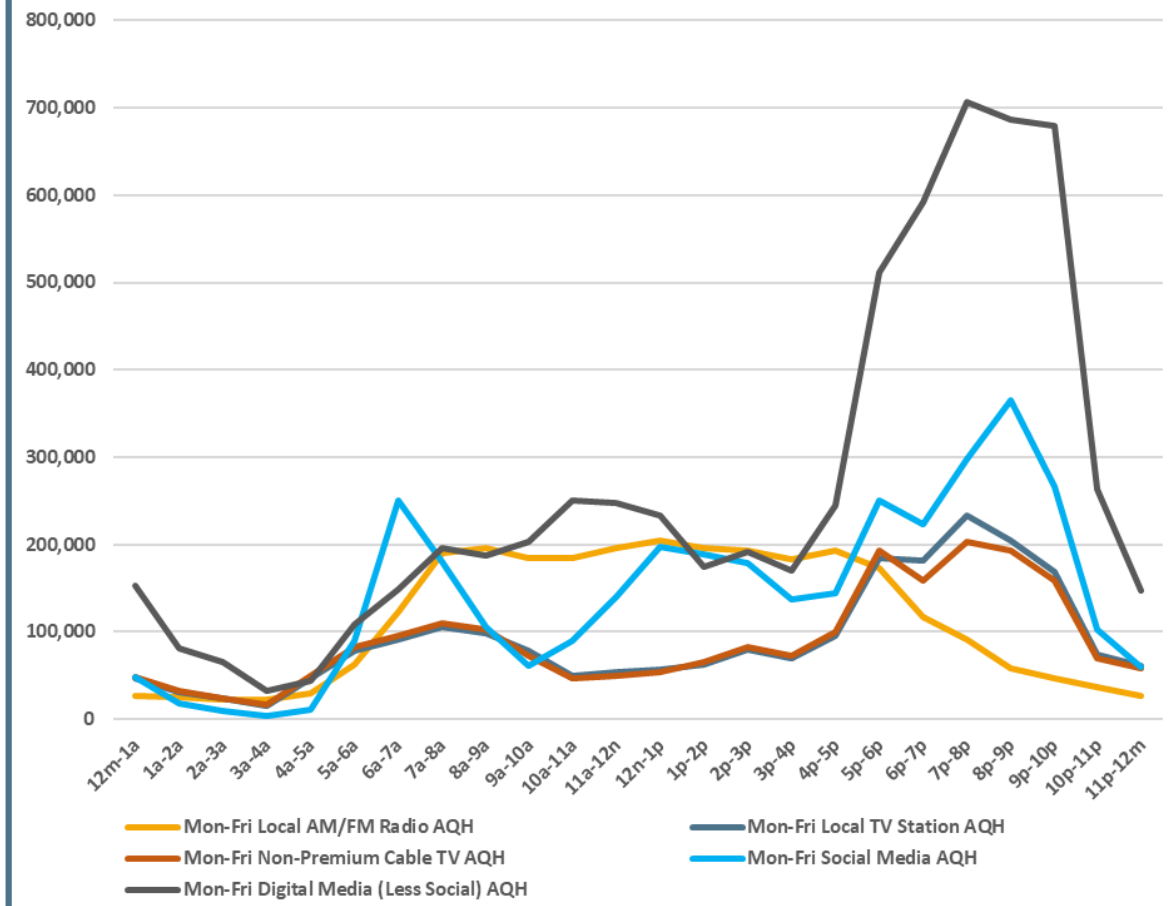
Total Wine & MORE PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,342; Social Media: 27,718; Local Radio: 26,755; Non-Prem. Cable: 18,508; Local TV: 15,404 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MO

(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) PHX Metro Area Adults 21 or older



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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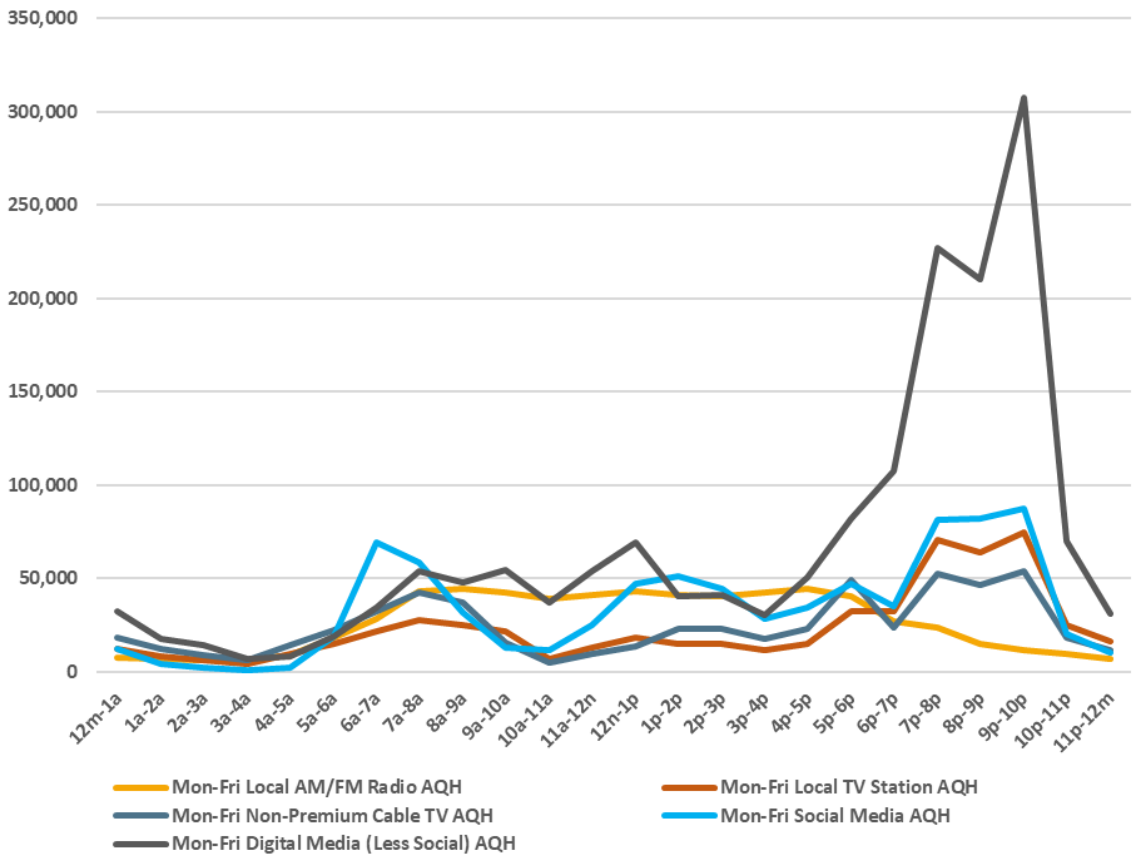
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Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

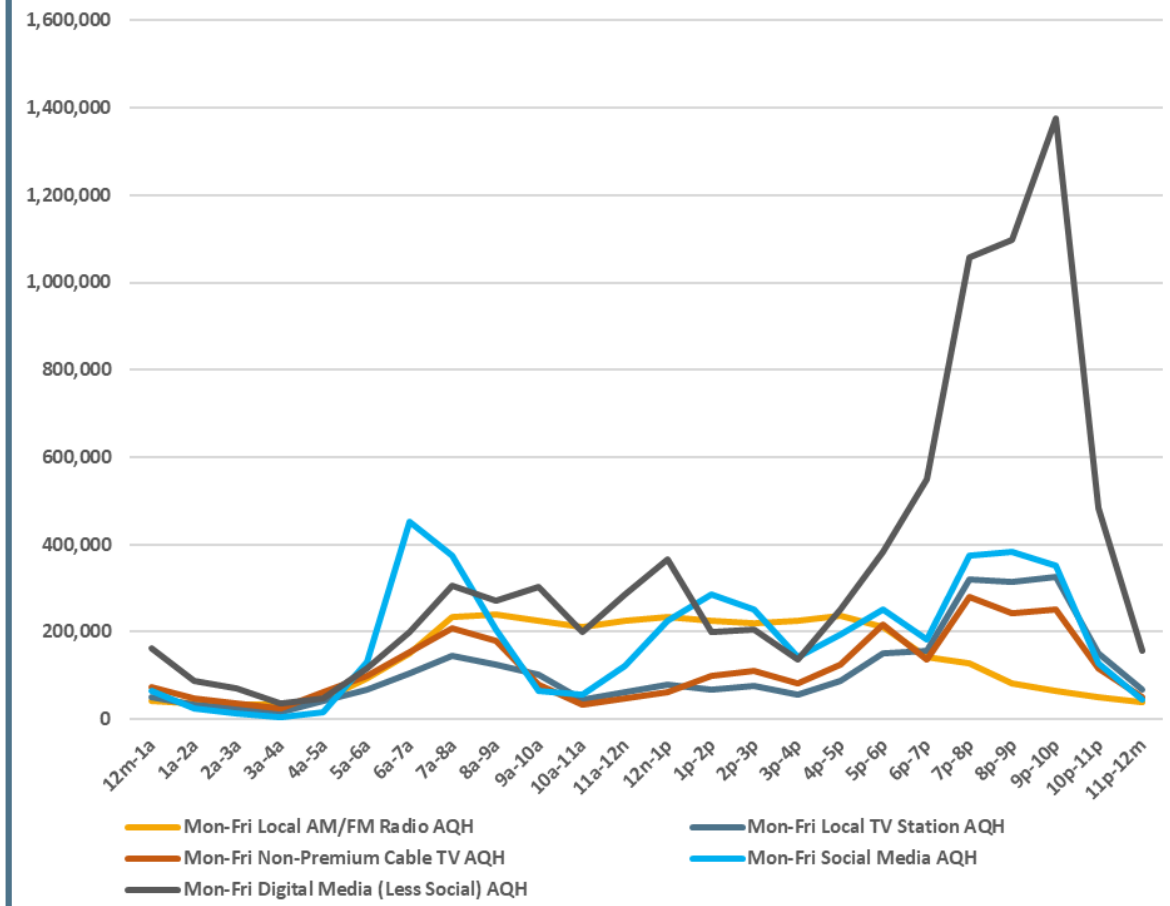
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,223; Local Radio: 39,971; Social Media: 38,289; Non-Prem. Cable: 24,345; Local TV: 19,827 reaching Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MO

(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) WDC Metro Area Adults 21 or older



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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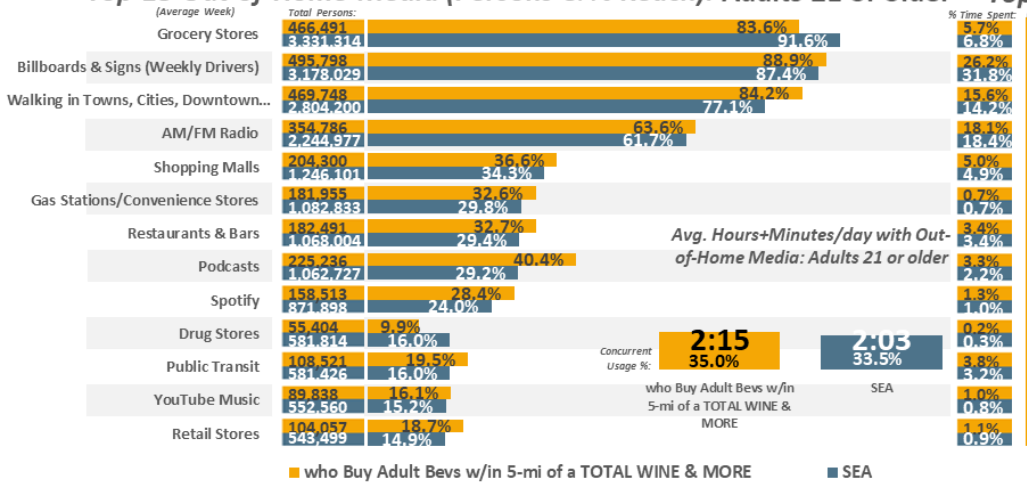
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

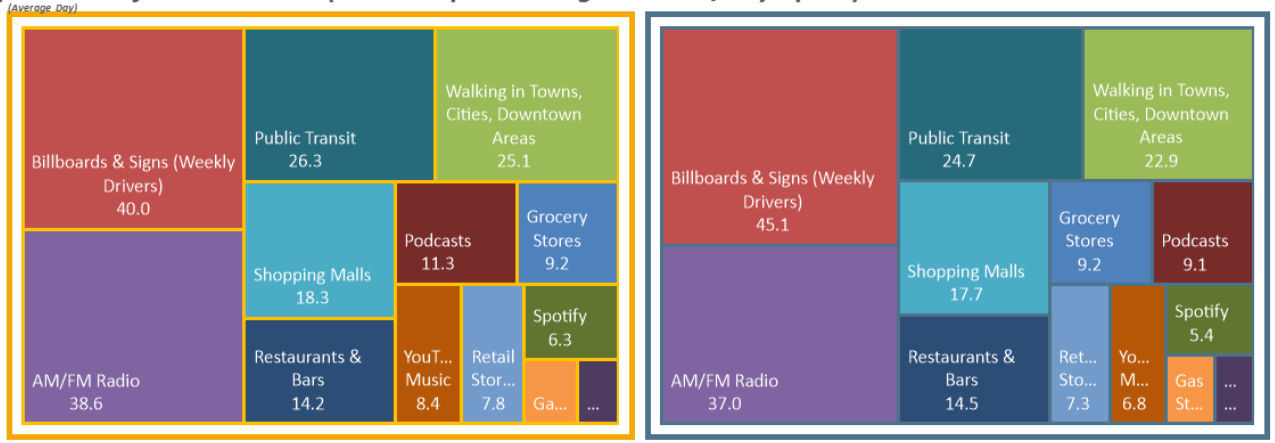
Total Wine & MORE SEA

495,798 or 88.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 40. minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

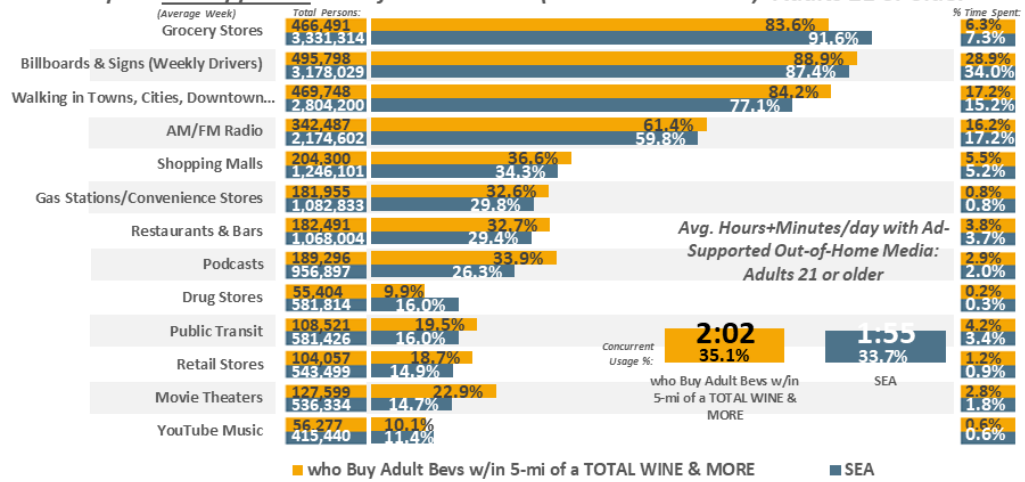
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



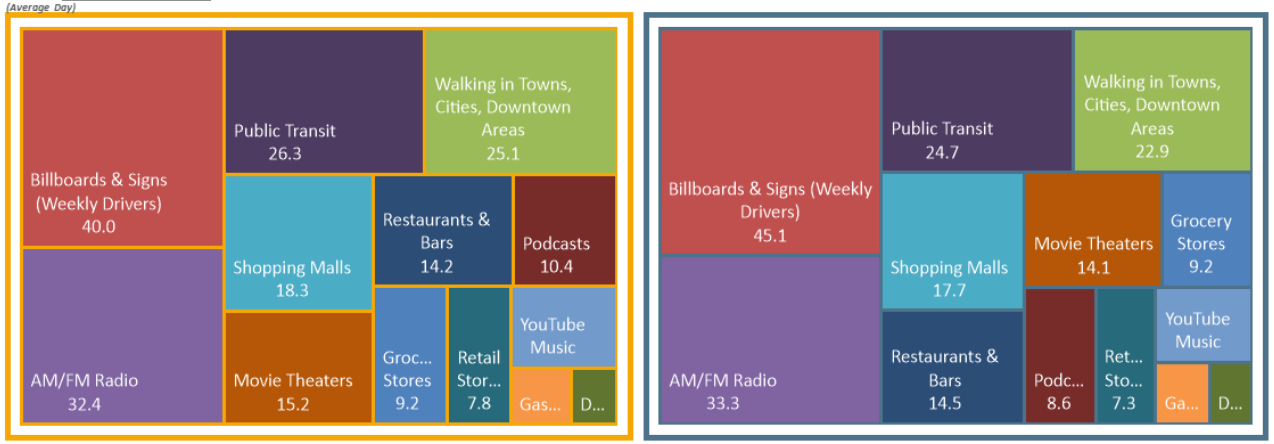
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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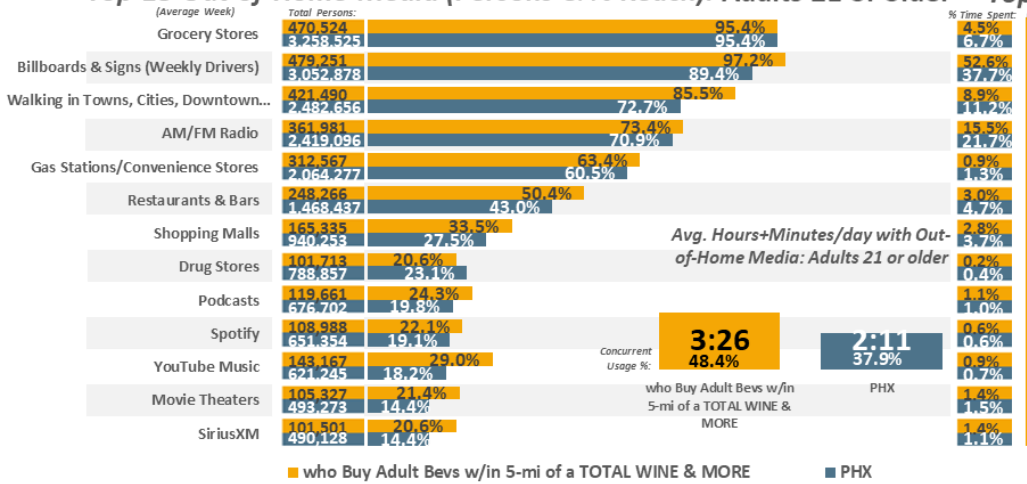
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

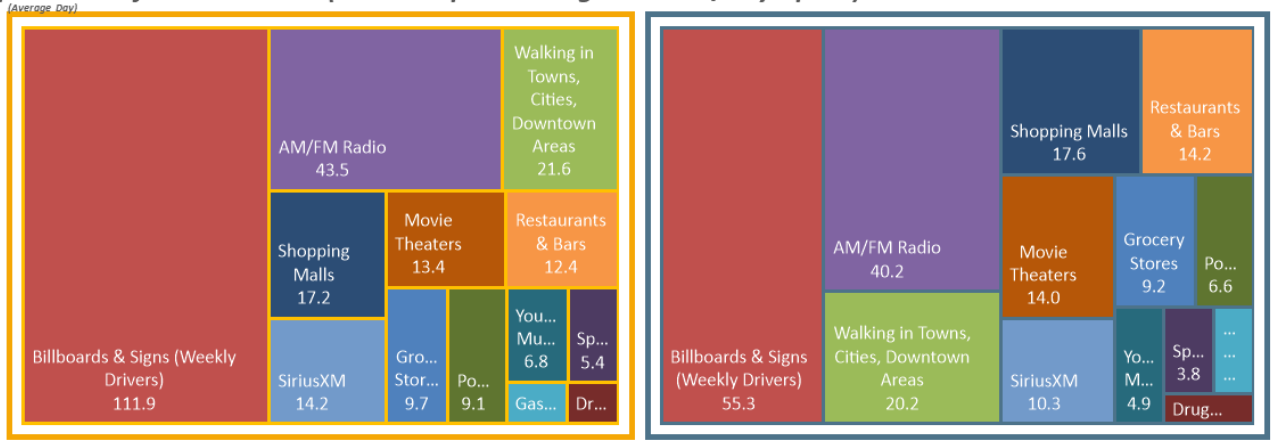
Total Wine & MORE — PHX

479,251 or 97.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 111.9 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/day.

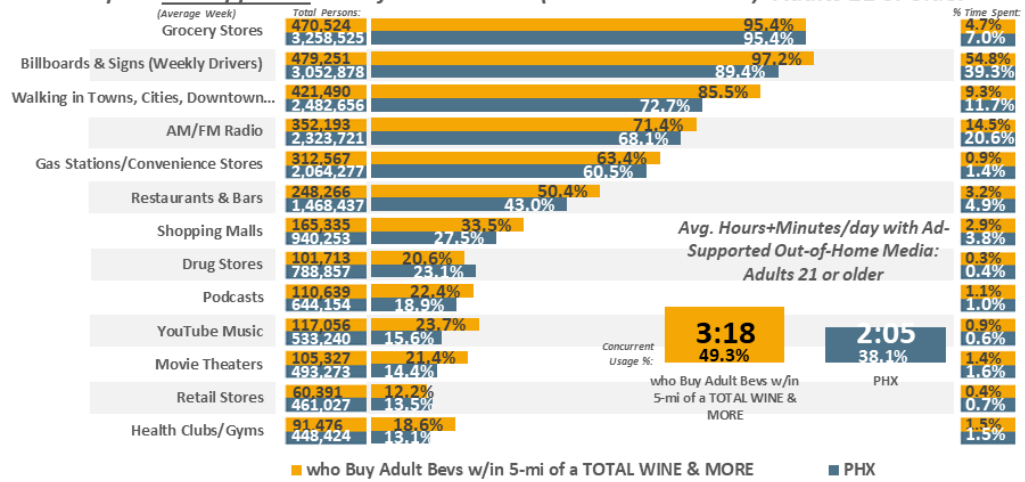
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



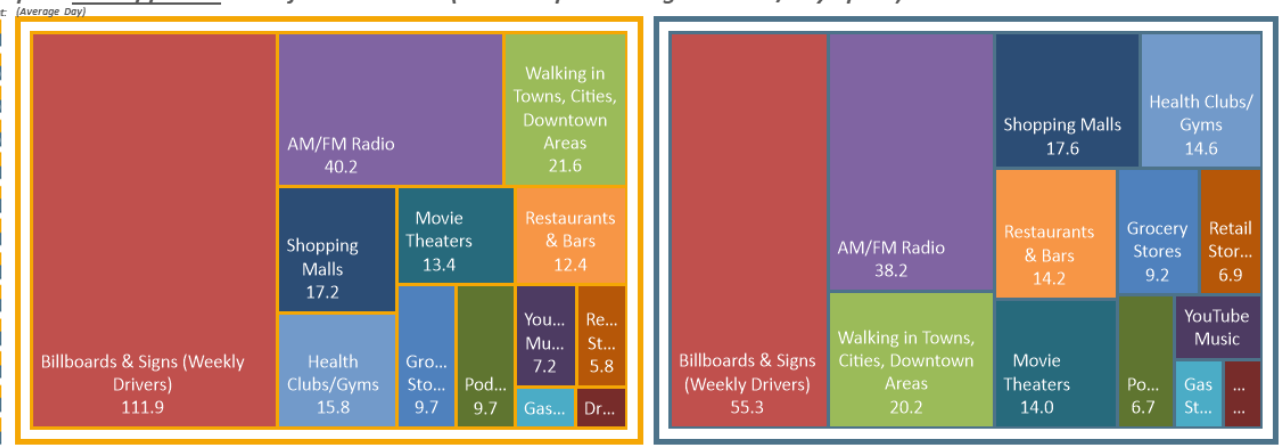
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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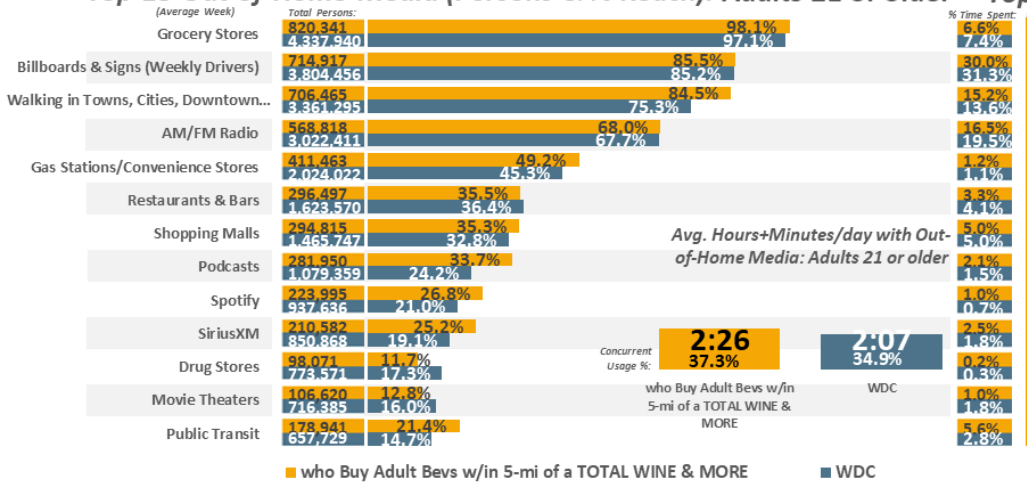
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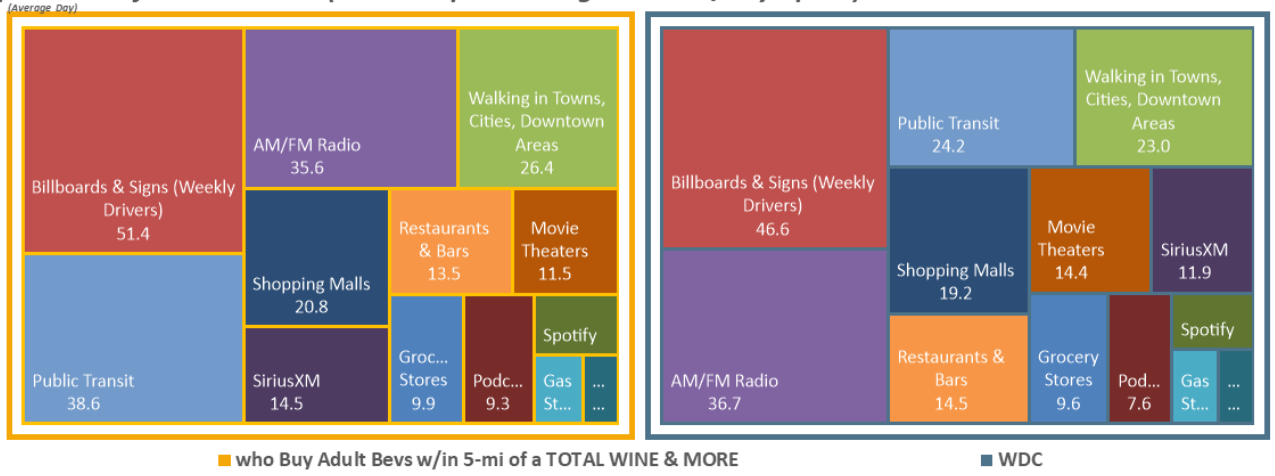
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

714,917 or 85.5% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 51.4 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

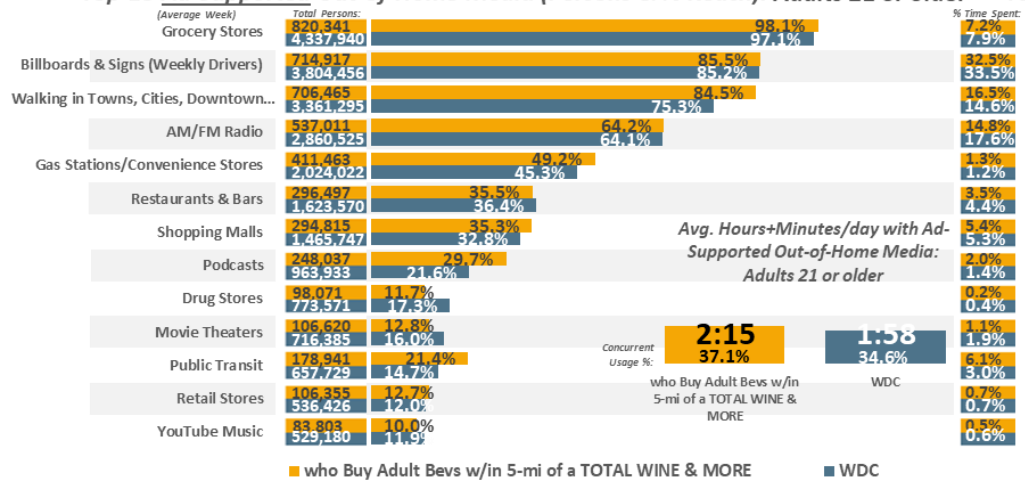
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



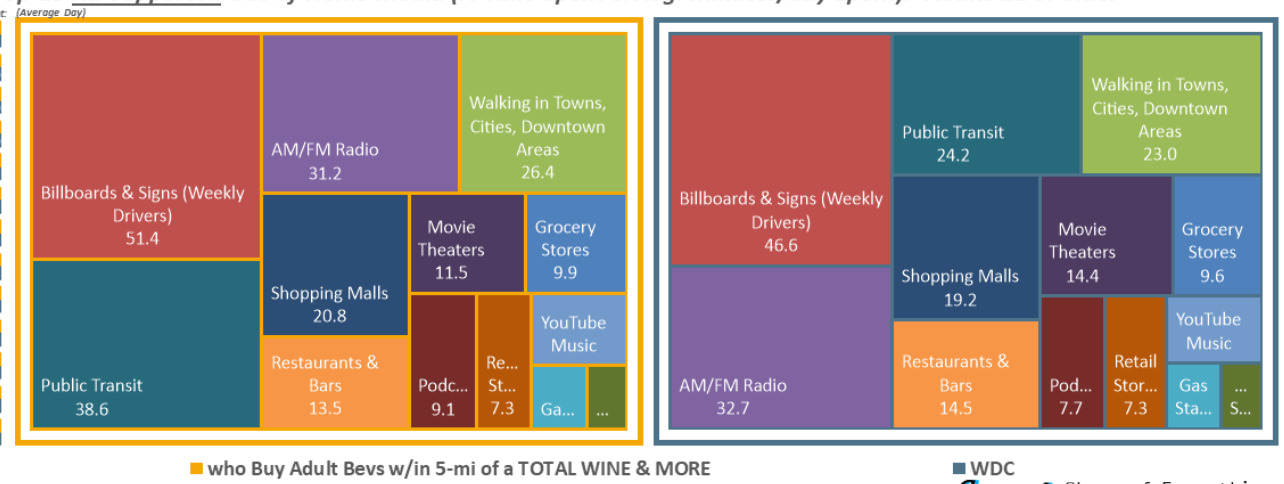
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

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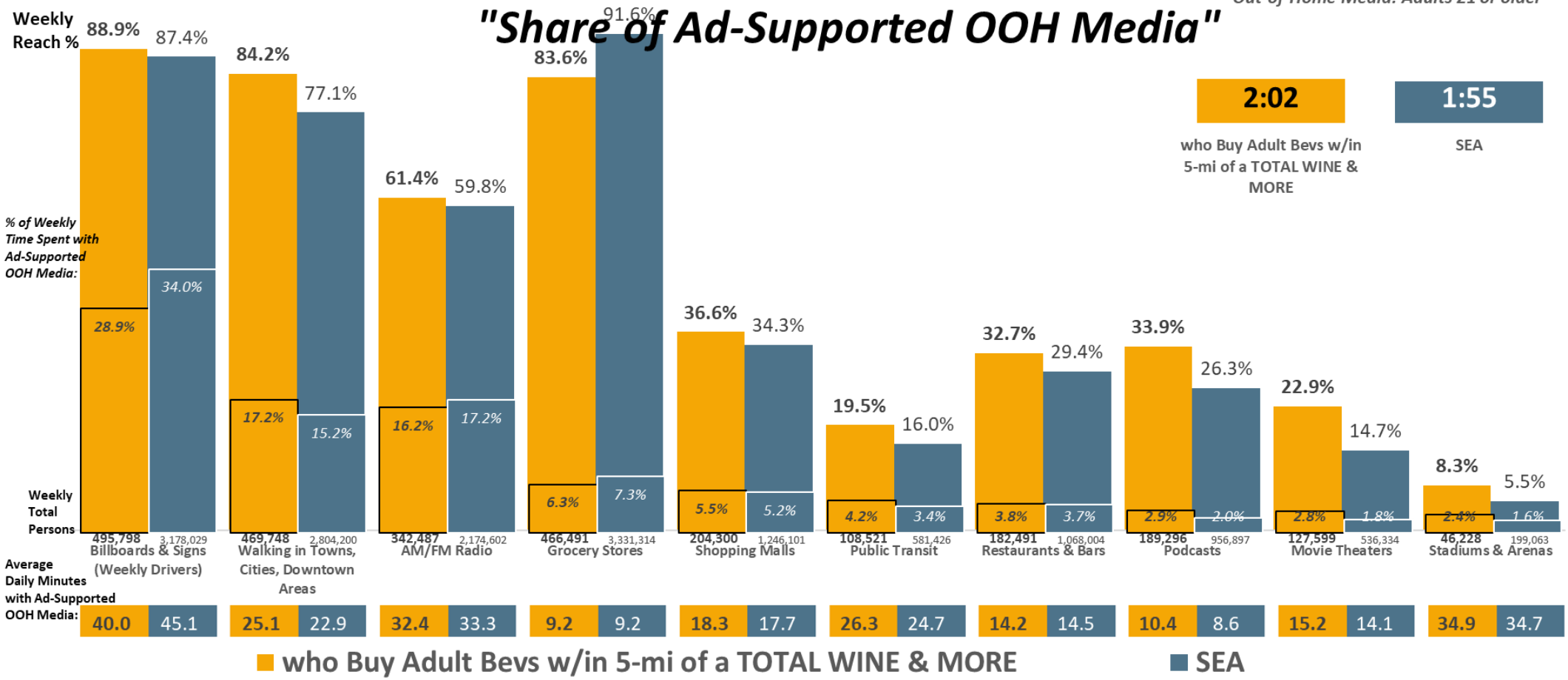
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

495,798 or 88.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 40. minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,633

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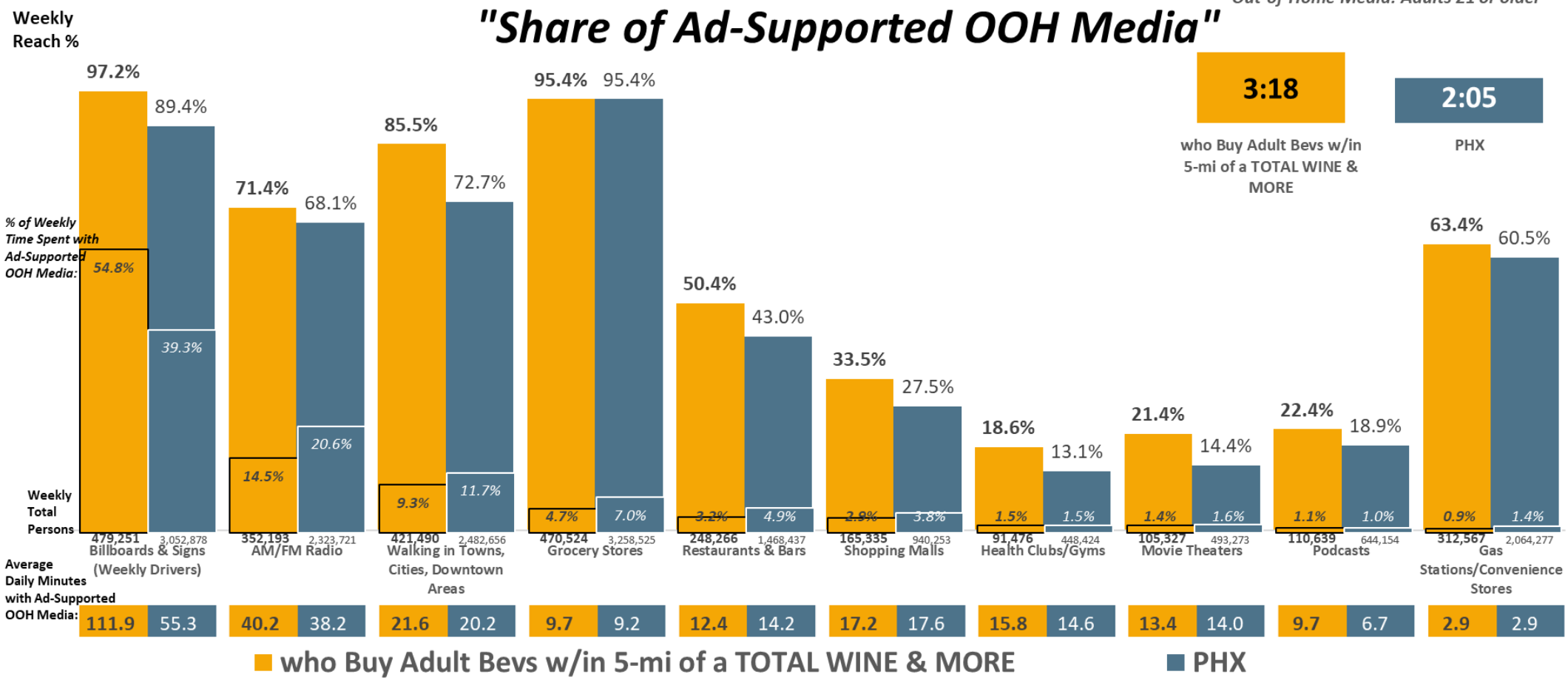
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

479,251 or 97.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 111.9 minutes per day driving, seeing Billboards and Signs representing 54.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,846

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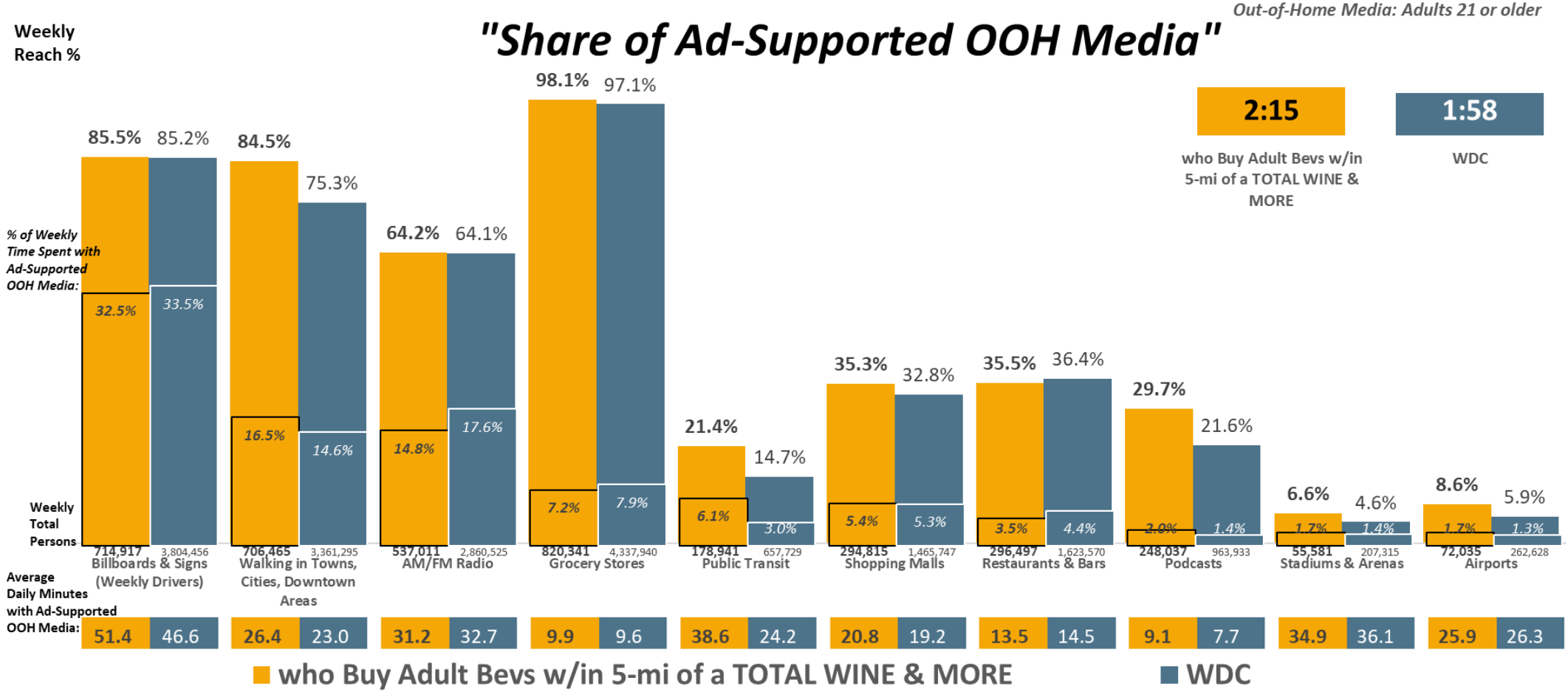
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

714,917 or 85.5% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 51.4 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,527

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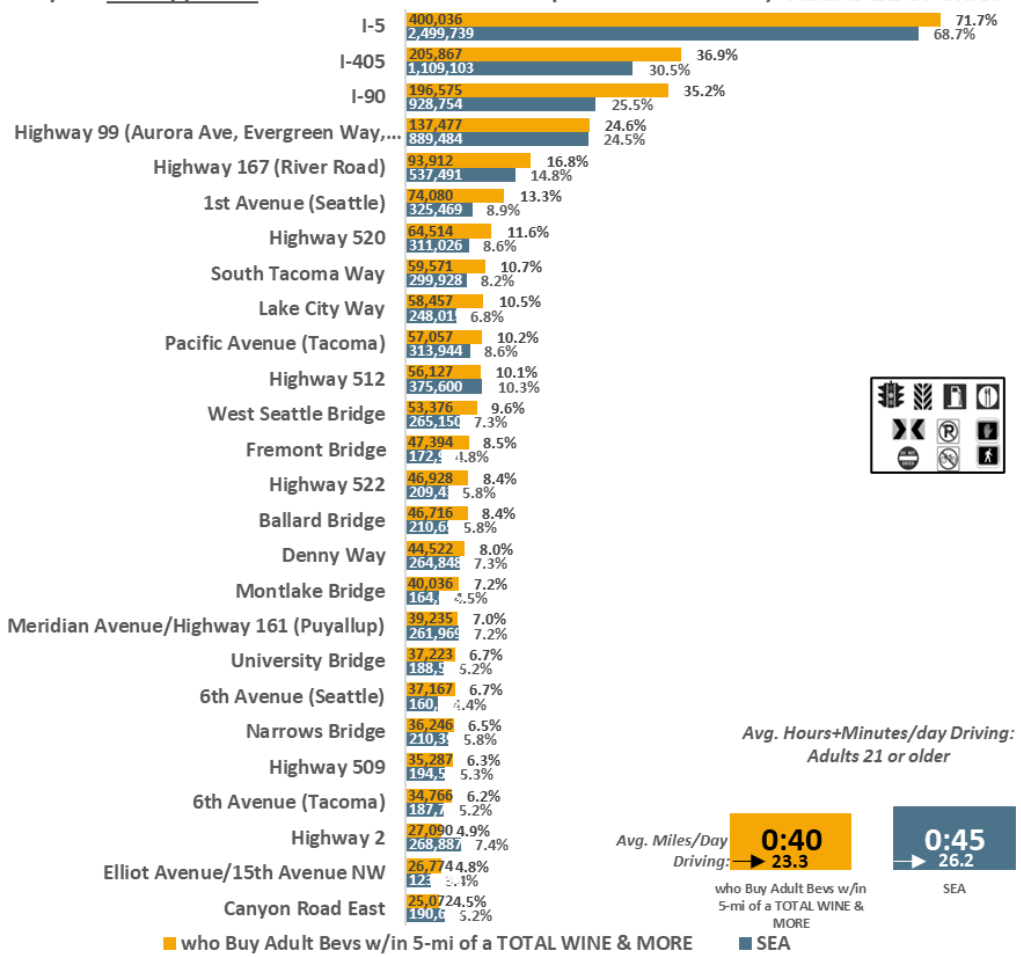
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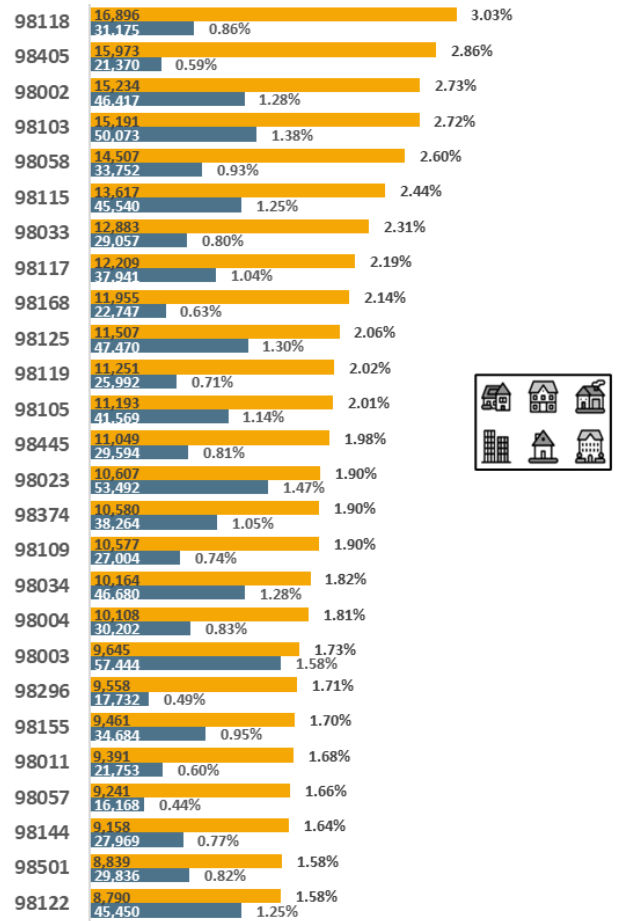
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

495,798 or 88.9% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 40. minutes per day driving an average of 23.3 miles each day and are 78.7% more likely to use Fremont Bridge than the Metro average.

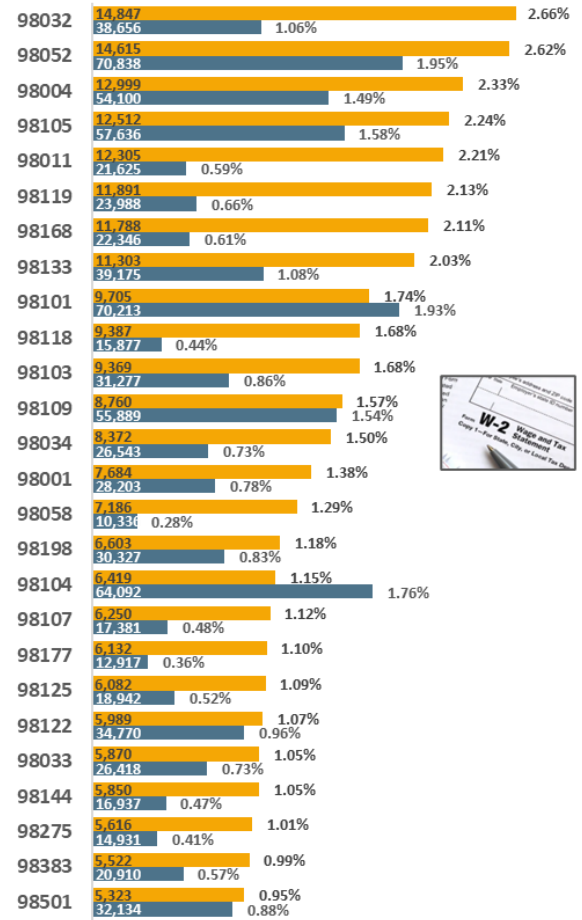
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

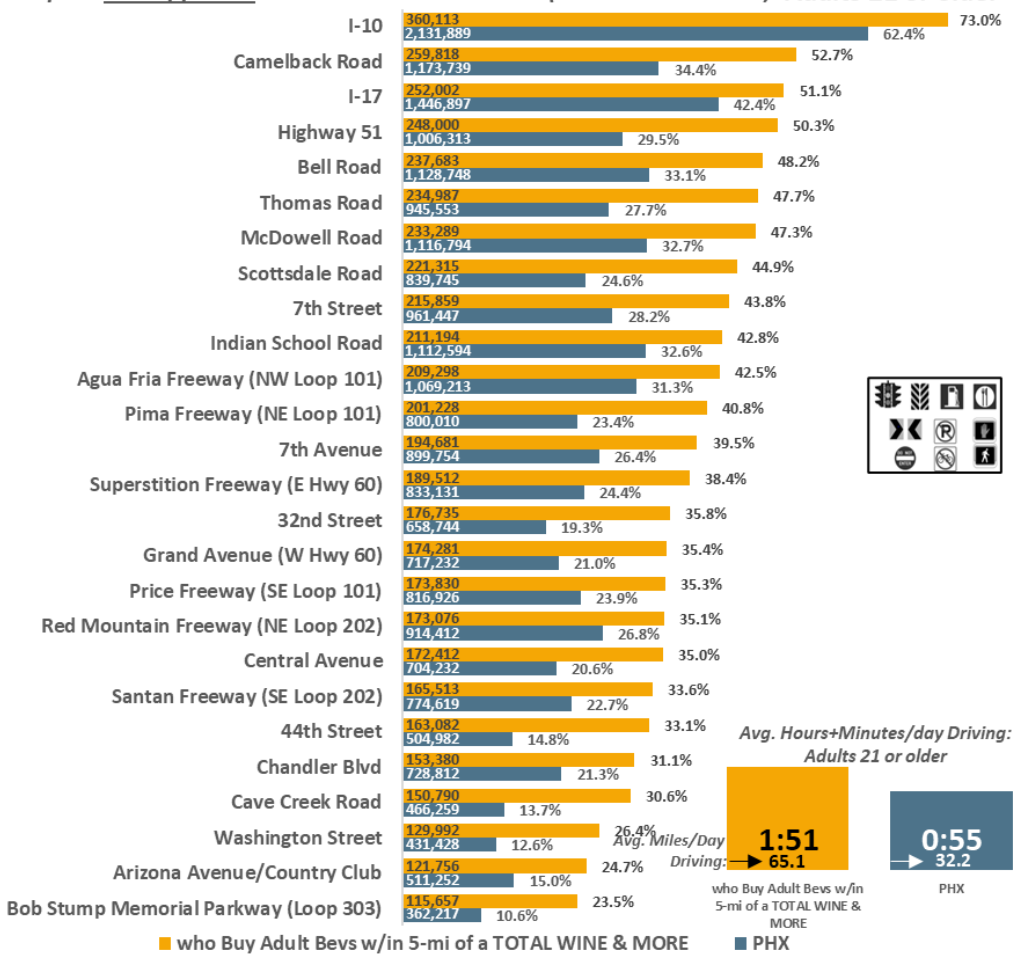
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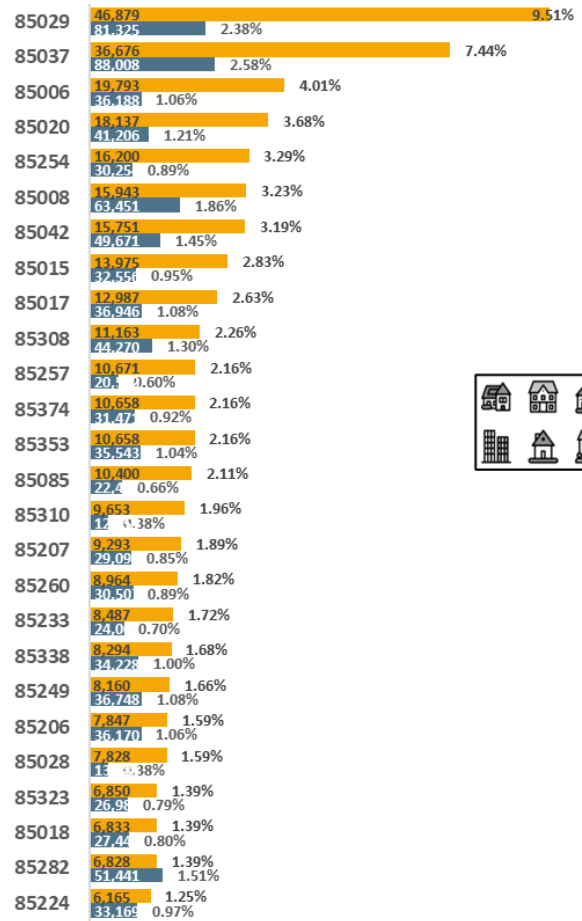
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

479,251 or 97.2% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 111.9 minutes per day driving an average of 65.1 miles each day and are 85.8% more likely to use 32nd Street than the Metro average.

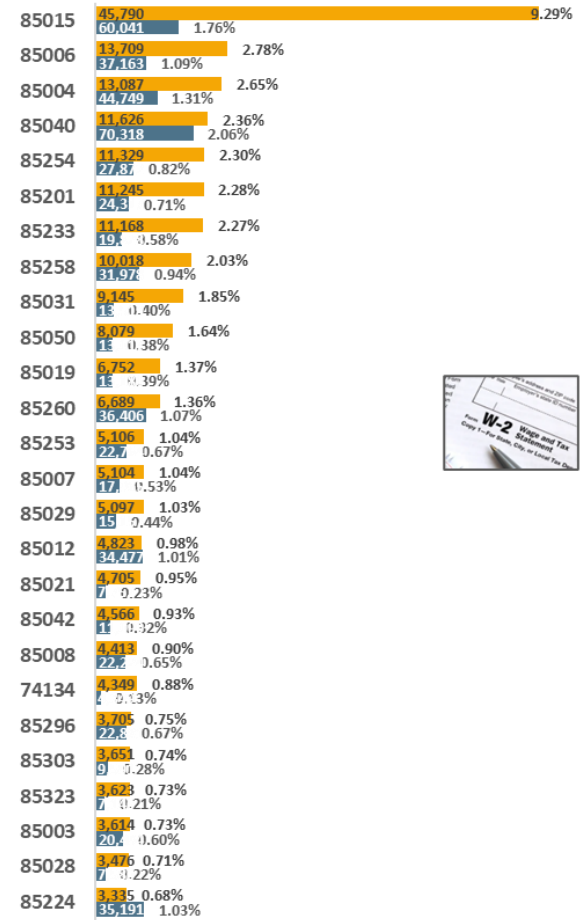
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

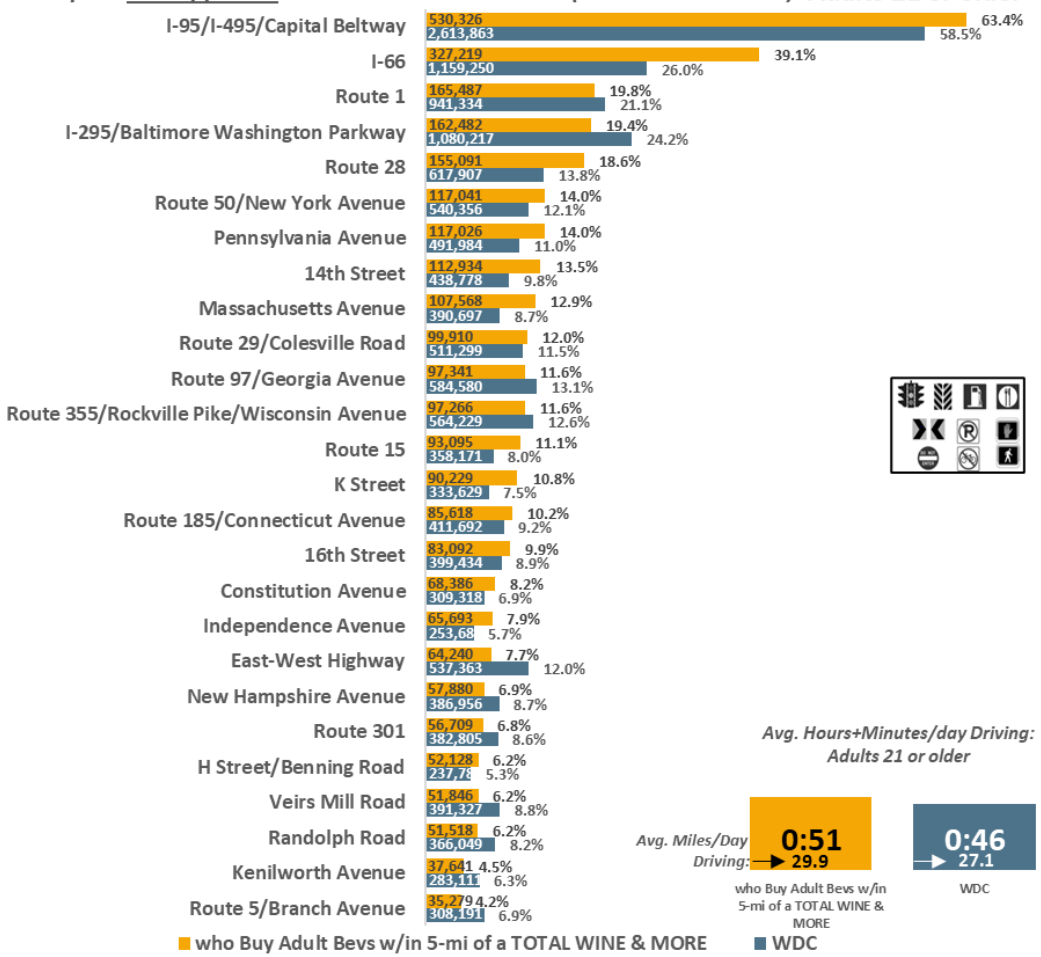
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

714,917 or 85.5% of Adults 21 or older who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE spend an average of 51.4 minutes per day driving an average of 29.9 miles each day and are 50.8% more likely to use I-66 than the Metro average.

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

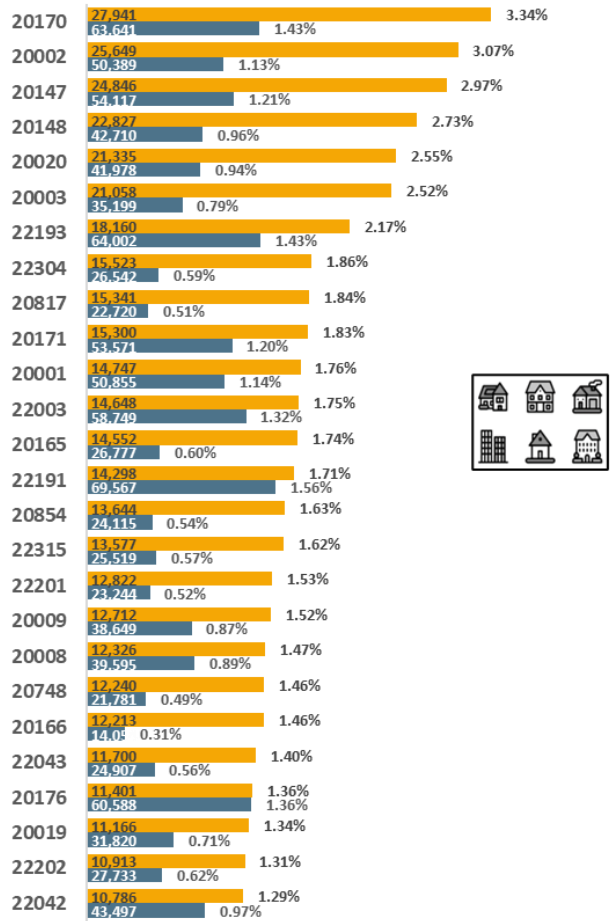


Avg. Hours+Minutes/day Driving: Adults 21 or older

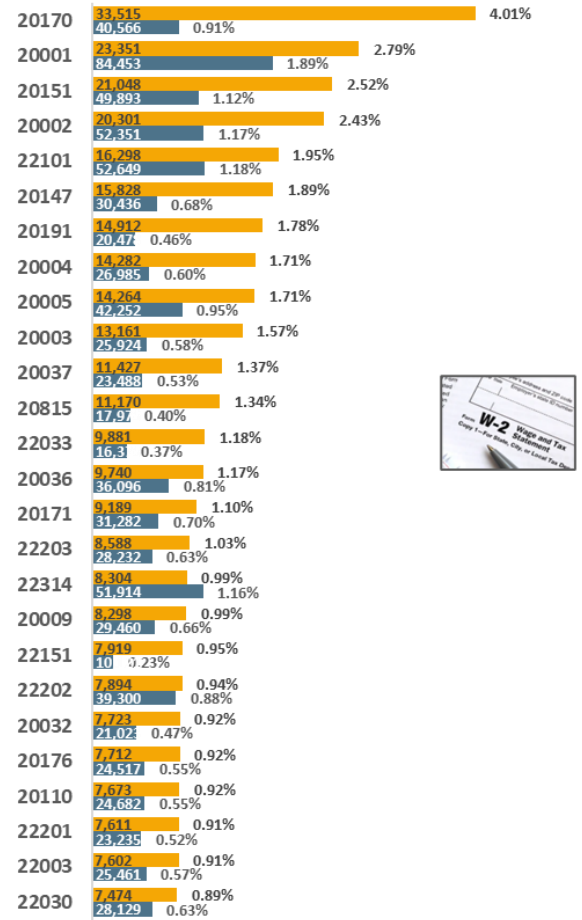
Avg. Miles/Day Driving:

who Buy Adult Bevs w/in 5-mi of a TOTAL WINE & MORE	WDC
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Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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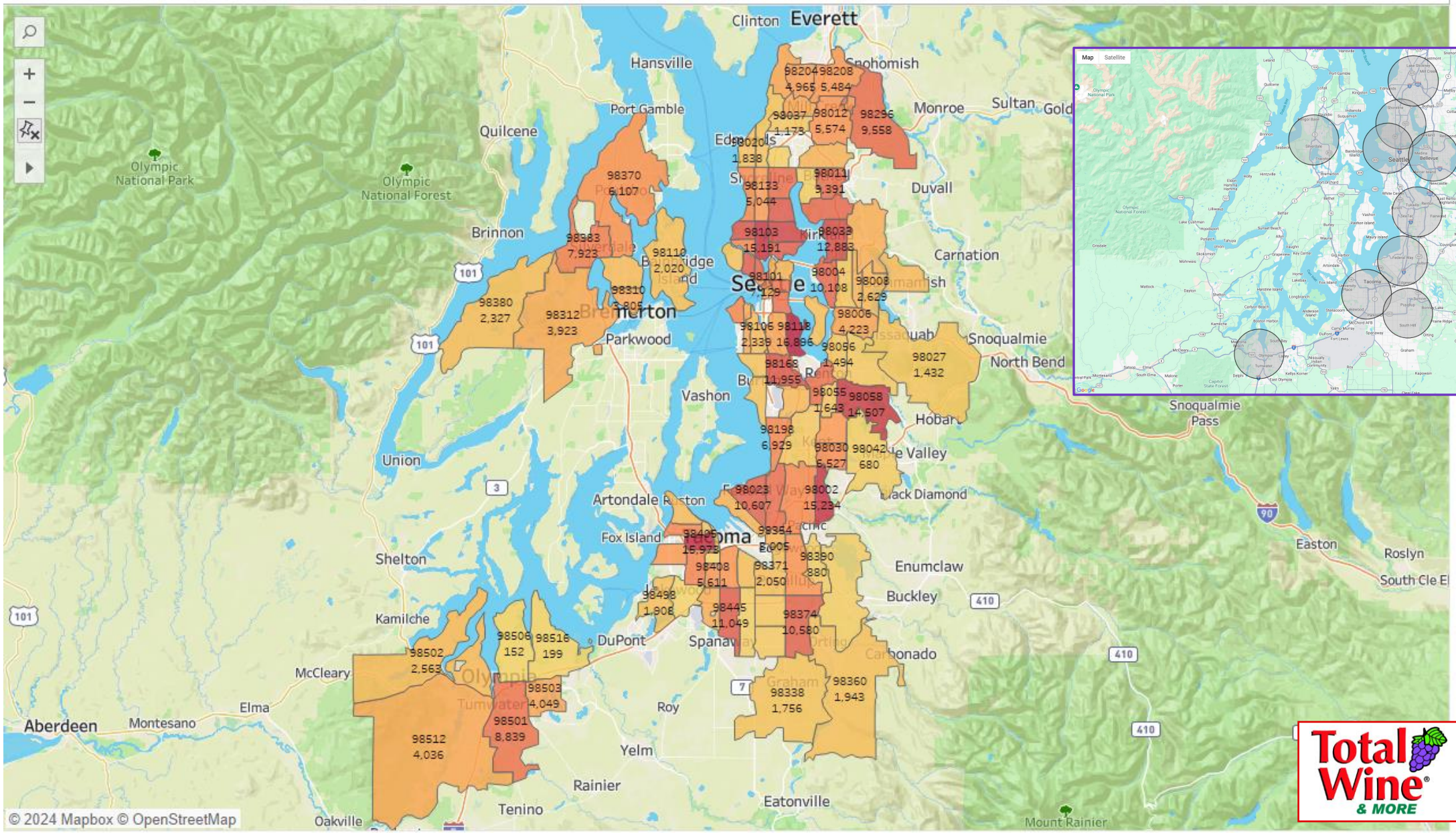
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P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

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 ...

99 16,896

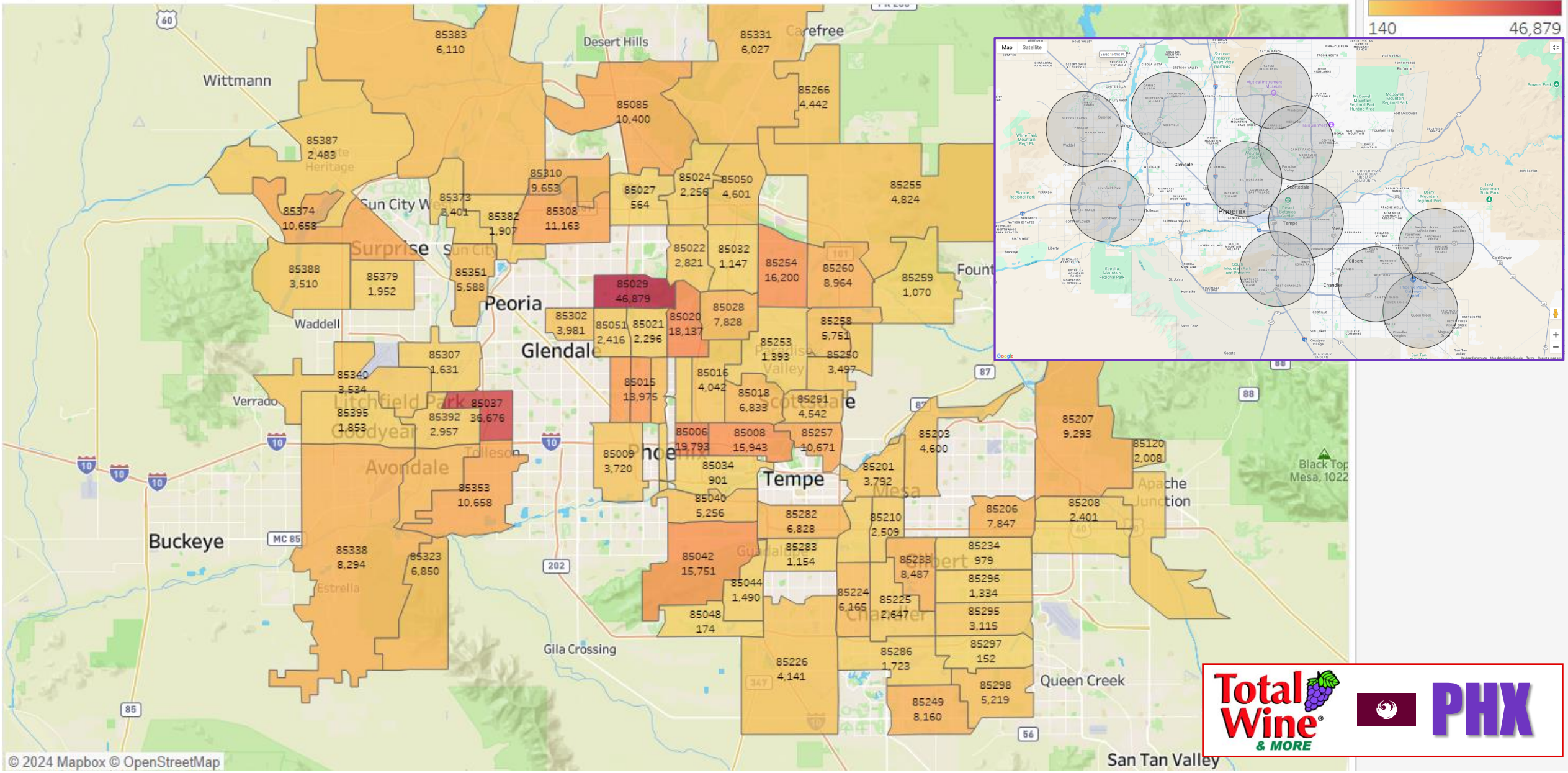
Total Wine & MORE

SEA

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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)

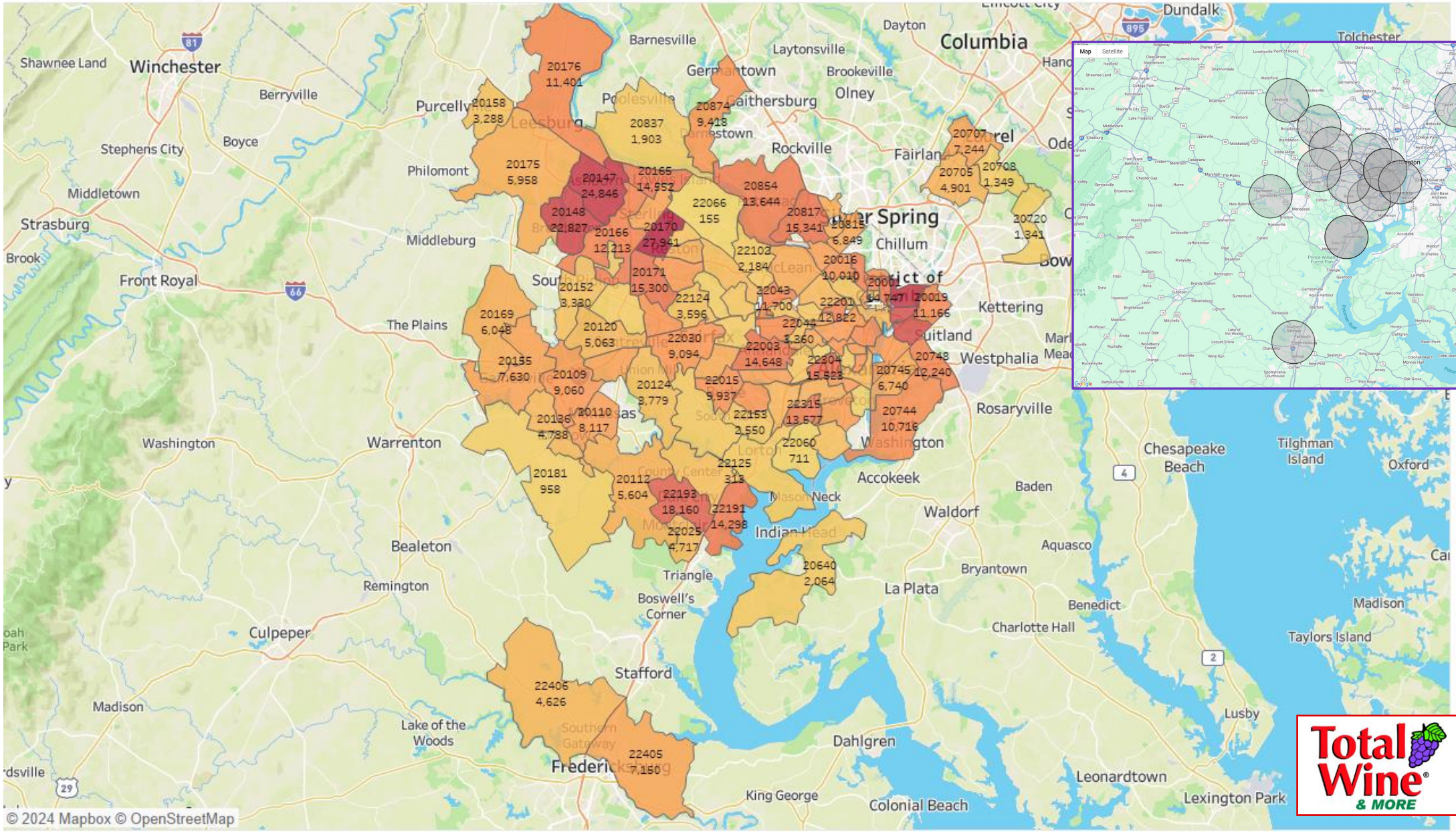


Total Wine & MORE PHX

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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)

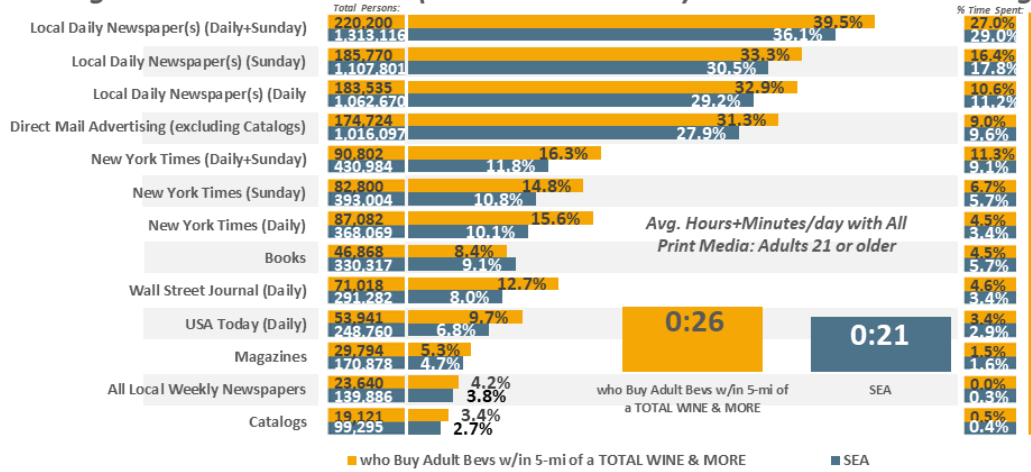


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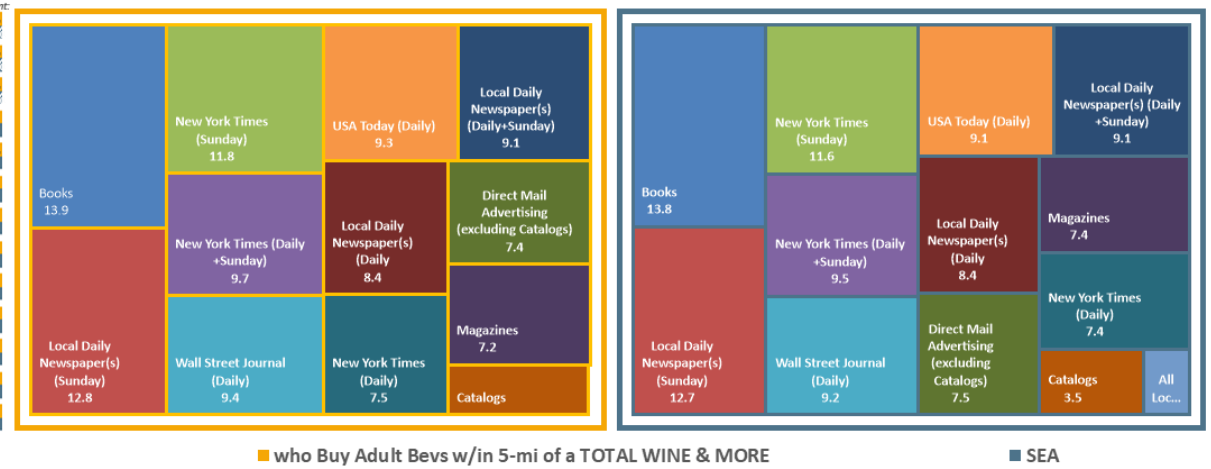
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

220,200 or 39.5% 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 9.1 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

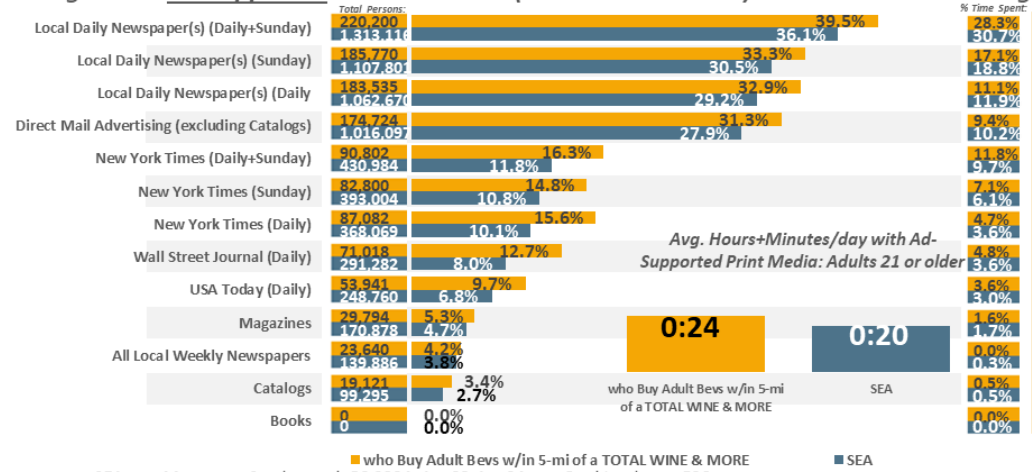
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



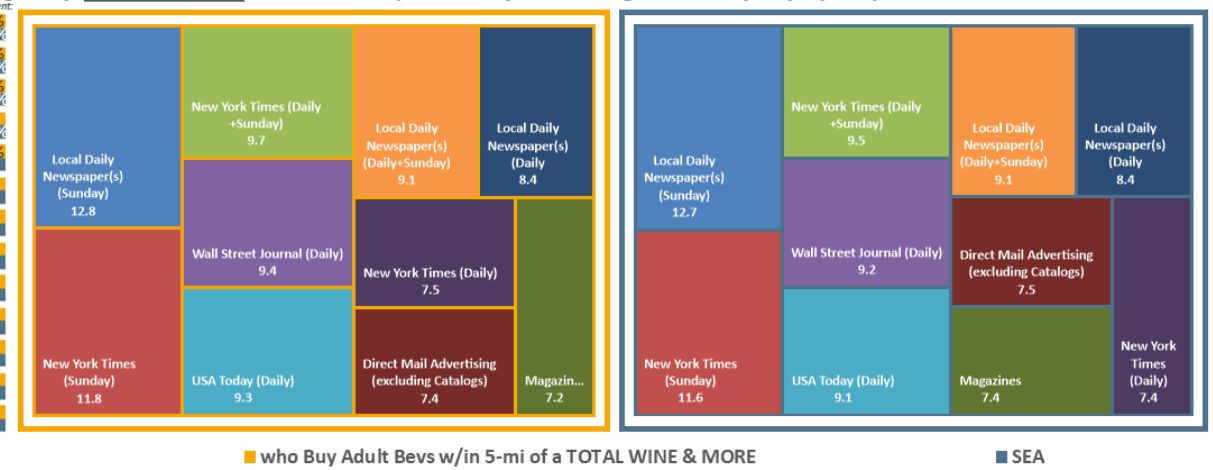
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 530

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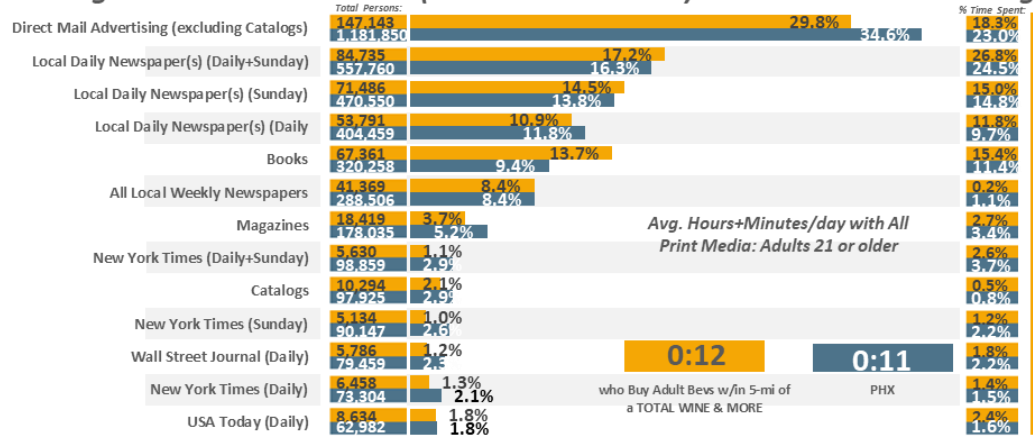
soefa.ai Share of Everything for Anything ©

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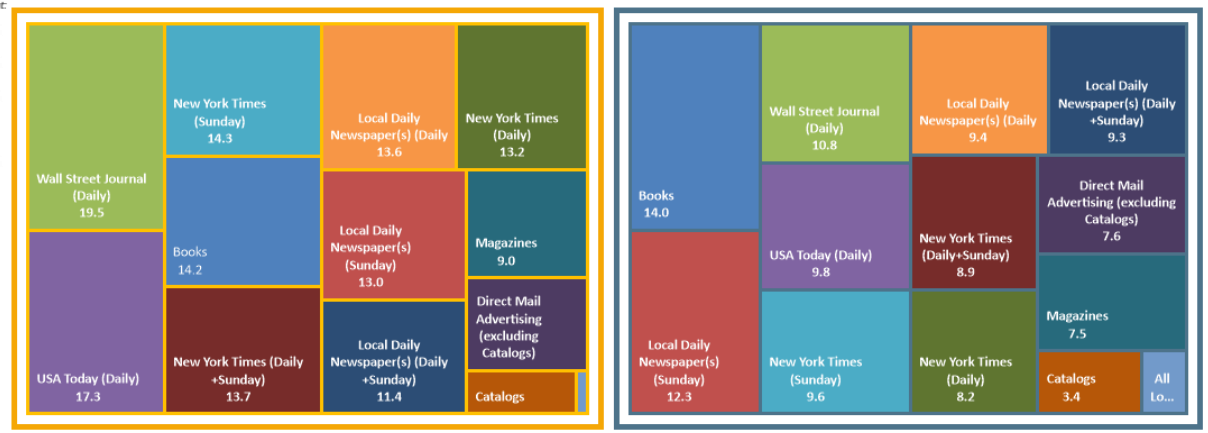
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

84,735 or 17.2% 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 11.4 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

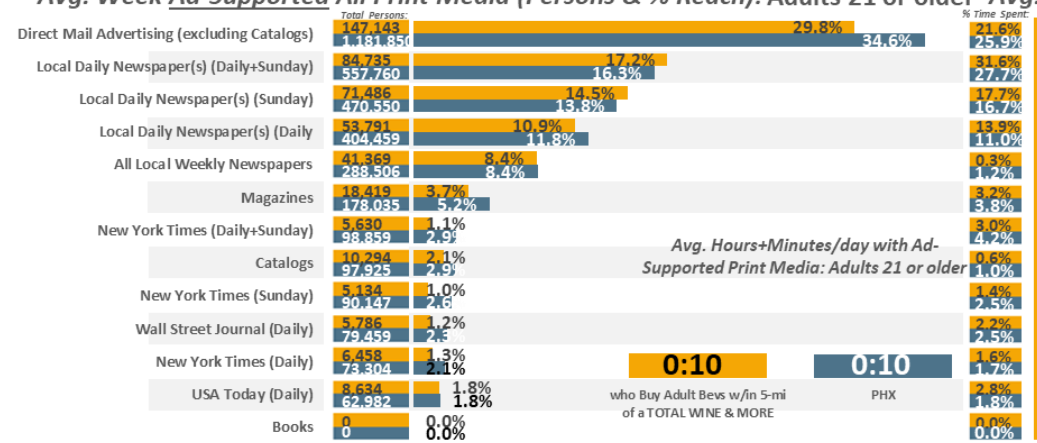
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



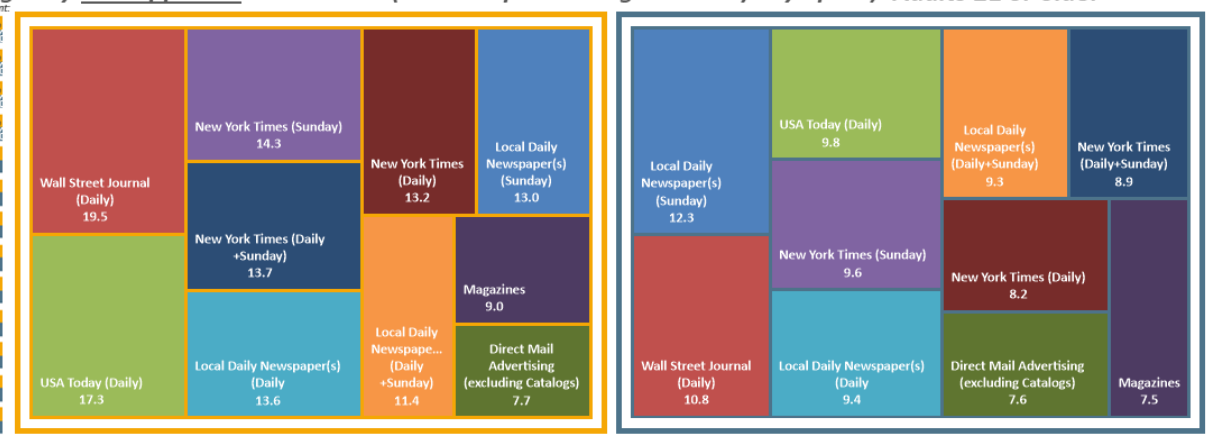
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 238

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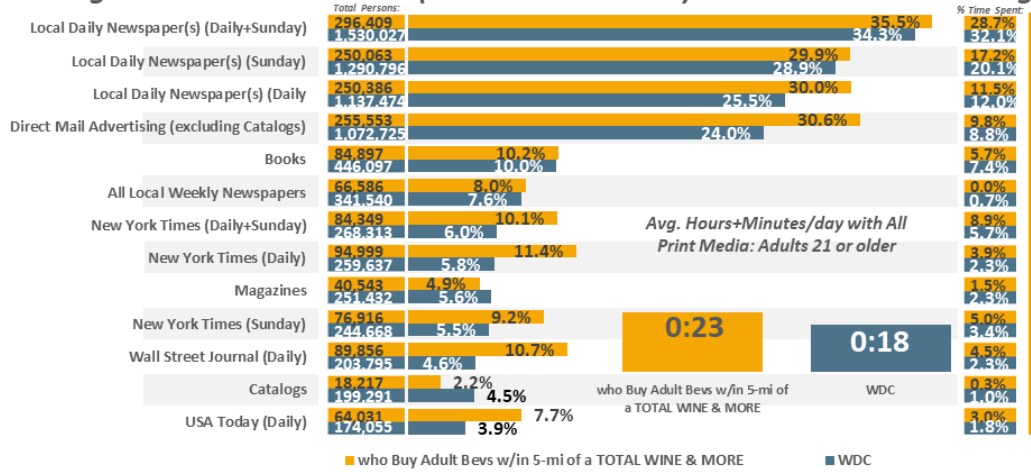
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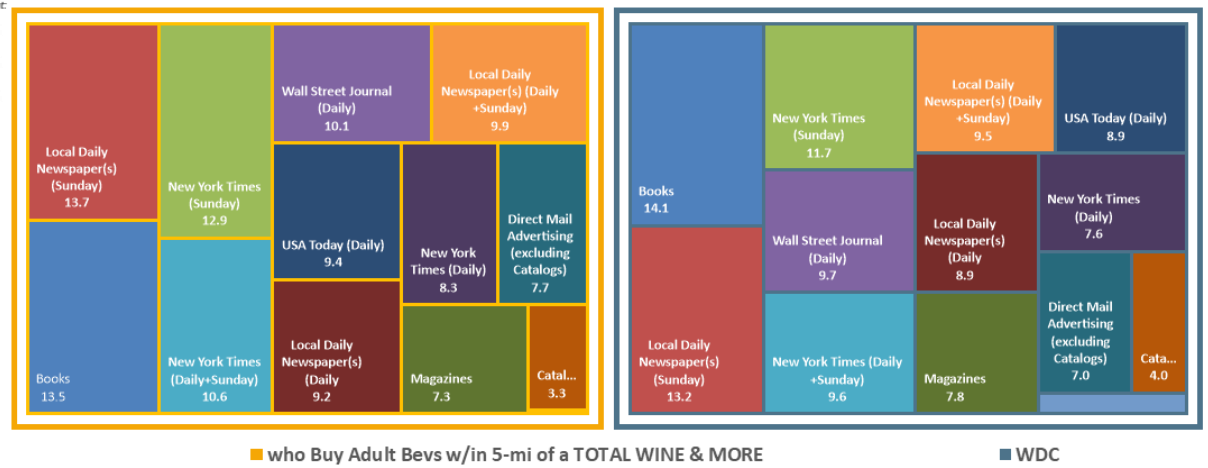
P21+ (Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)

296,409 or 35.5% 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 9.9 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

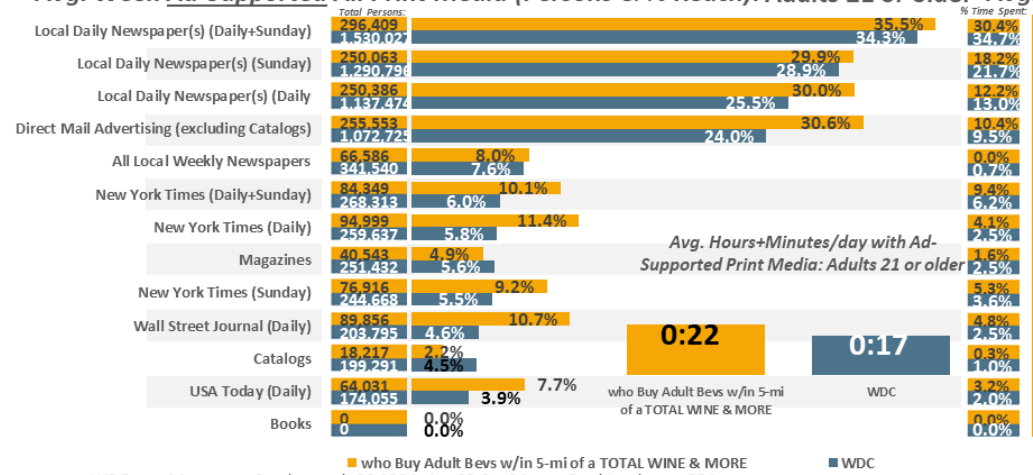
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



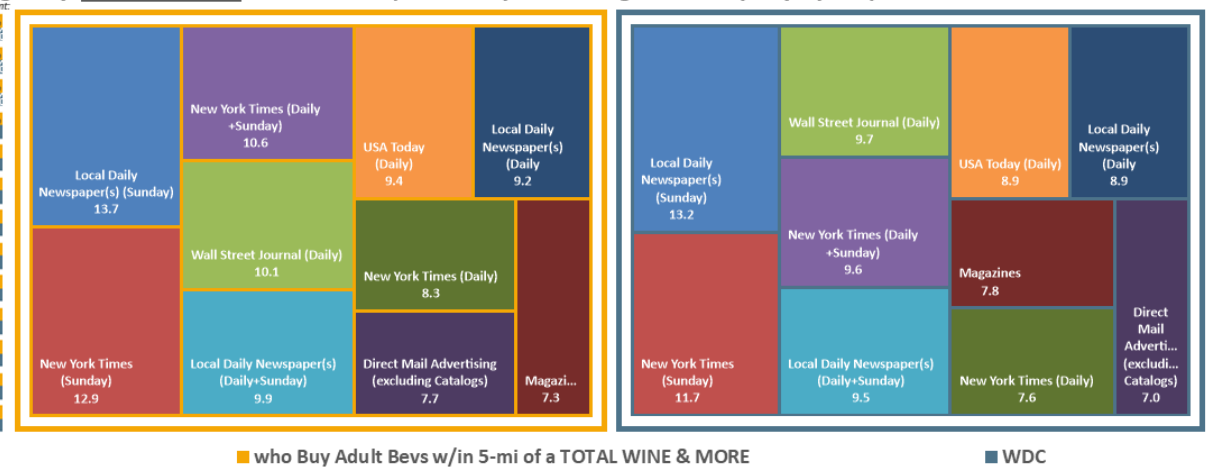
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 864

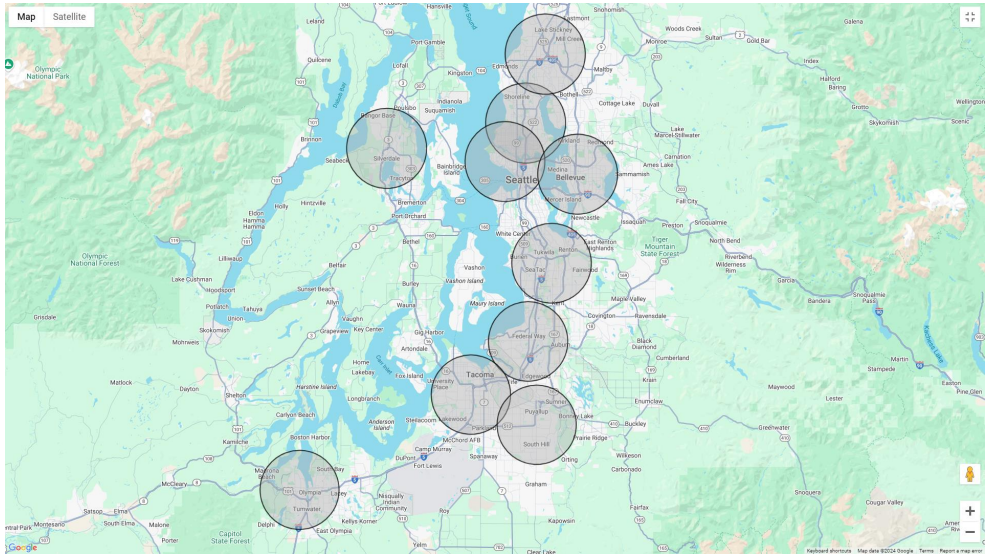
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Custom Geo = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640

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



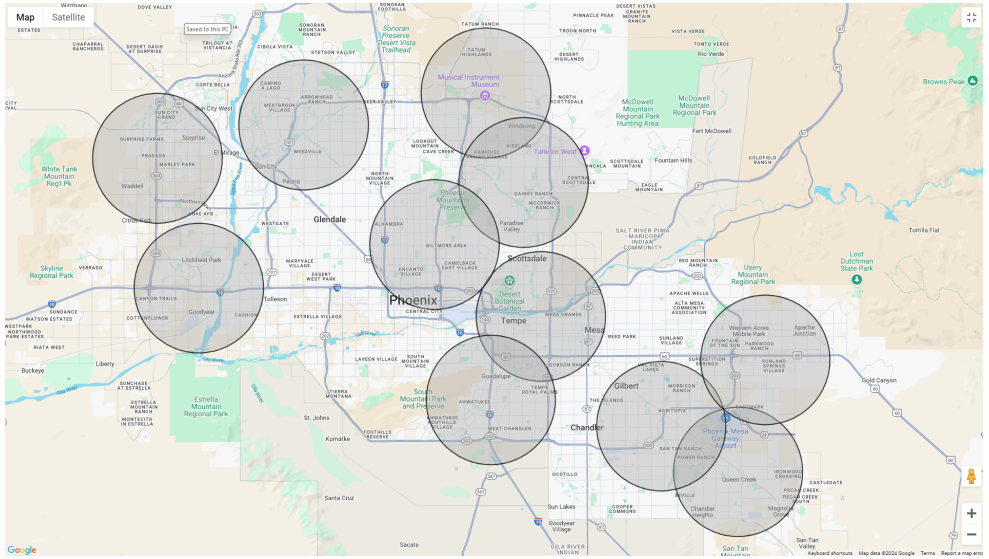
SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

	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: Seattle Times INA	235,237	42.2%	103
Newspapers: Seattle Times (Sunday)	152,507	27.3%	111
Newspapers: Seattle Times (Daily)	135,267	24.2%	112
Integrated Newspaper Audience: News Tribune (Tacoma) INA	95,045	17.0%	113
Magazines read past 6 months: Any in-flight magazine	90,702	16.3%	153
Newspapers: New York Times (Daily)	87,082	15.6%	142
Magazines read past 6 months: AARP The Magazine	85,321	15.3%	125
Newspapers: New York Times (Sunday)	82,800	14.8%	132
Made a purchase as a result of ads past 3 months: Ads received in the mail	73,830	13.2%	98
Newspapers: Wall Street Journal (Daily)	71,018	12.7%	149
Magazines read past 6 months: Seattle Magazine	63,140	11.3%	155
Integrated Newspaper Audience: Daily Herald (Everett) INA	58,643	10.5%	105
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	57,495	10.3%	189
Newspapers: Tacoma News Tribune (Sunday)	54,861	9.8%	110
Newspapers: USA Today (Daily)	53,941	9.7%	143
Newspapers: Tacoma News Tribune (Daily)	53,480	9.6%	119
Newspapers: Other Sunday newspaper print edition (Sunday)	49,488	8.9%	124
Newspapers: Other daily newspaper print edition (Daily)	46,820	8.4%	120
Magazines read past 6 months: University of Washington Magazine	42,958	7.7%	153
Newspapers: Weekend Everett Daily Herald (Sunday)	42,641	7.6%	116
Magazines read past 6 months: Seattle Met Magazine	39,373	7.1%	163
Integrated Newspaper Audience: The Olympian INA	38,519	6.9%	109
Integrated Newspaper Audience: Kitsap Sun INA	38,322	6.9%	96
Magazines read past 6 months: Sunset Magazine	36,276	6.5%	152
Non-daily newspapers read past 6 months: Federal Way Mirror	34,984	6.3%	154
Newspapers: Everett Daily Herald (Daily)	33,838	6.1%	108
Newspapers: Kitsap Sun (Daily)	30,796	5.5%	118
Magazines read past 6 months: Homes & Land	28,536	5.1%	194
Newspapers: Kitsap Sun (Sunday)	28,183	5.1%	100
Newspapers: Olympian (Daily)	28,180	5.1%	126
Newspapers: Olympian (Sunday)	26,911	4.8%	100
Non-daily newspapers read past 6 months: The Beacon	26,494	4.7%	146

Custom Geo = 98003; 98133; 98023; 98103; 98122; 98125; 98121; 98105; 98115; 98012; 98117; 98107; 98026; 98404; 98155; 98374; 98087; 98373; 98001; 98101; 98004; 98198; 98021; 98031; 98109; 98372; 98119; 98002; 98383; 98034; 98406; 98375; 98036; 98116; 98168; 98405; 98033; 98408; 98052; 98188; 98102; 98112; 98409; 98444; 98311; 98177; 98204; 98371; 98006; 98104; 98057; 98032; 98028; 98043; 98144; 98055; 98056; 98422; 98037; 98467; 98199; 98501; 98402; 98466; 98008; 98499; 98058; 98040; 98445; 98354; 98007; 98005; 98118; 98502; 98506; 98195; 98166; 98208; 98370; 98126; 98498; 98446; 98390; 98310; 98020; 98148; 98275; 98391; 98312; 98512; 98443; 98178; 98418; 98407; 98465; 98403; 98424; 98074; 98106; 98011; 98146; 98108; 98134; 98503; 98075; 98059; 98315; 98174; 98110; 98047; 98345; 98360; 98030; 98380; 98042; 98516; 98296; 98338; 98333; 98027
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 PHX

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



PHOENIX (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-AUG24
ADULTS 21+

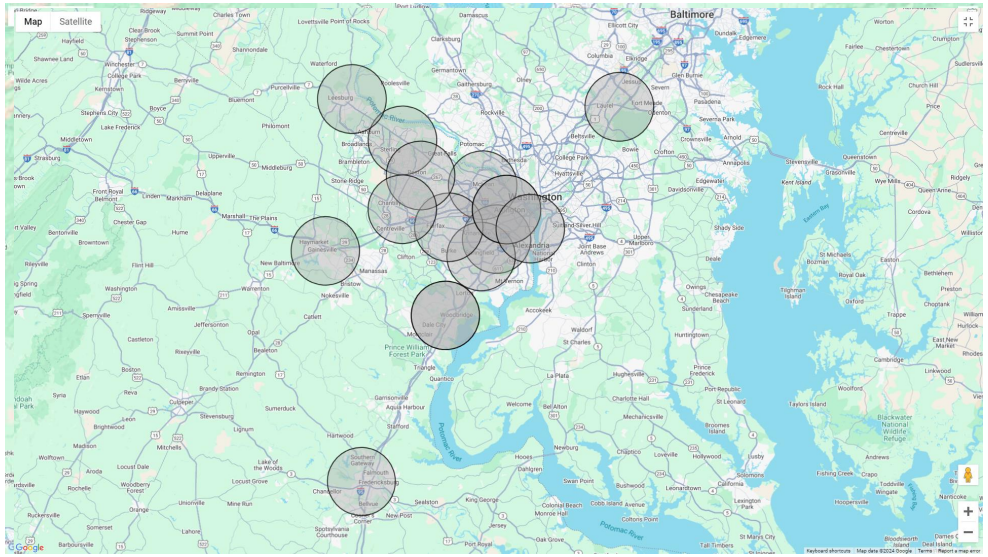
	WHO I am Looking At		
	(Where bought wine past 30 days: Liquor/beer/wine store OR Where bought liquor past 30 days: Liquor/beer/wine store OR Where bought beer past 30 days: Liquor/beer/wine store)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Integrated Newspaper Audience: Arizona Republic INA	166,825	33.8%	116
Non-daily newspapers read past 6 months: Phoenix New Times	93,579	19.0%	195
Non-daily newspapers read past 6 months: Prensa Arizona	82,074	16.6%	307
Magazines read past 6 months: AARP The Magazine	78,832	16.0%	95
Made a purchase as a result of ads past 3 months: Ads received in the mail	68,961	14.0%	120
Newspapers: Arizona Republic (Sunday)	65,210	13.2%	108
Magazines read past 6 months: PHOENIX Magazine	58,120	11.8%	208
Magazines read past 6 months: Arizona Highways	41,271	8.4%	115
Magazines read past 6 months: Phoenix Home & Garden	37,661	7.6%	123
Magazines read past 6 months: Segunda Mano	30,581	6.2%	192
Magazines read past 6 months: ¡Qué! Magazine	30,123	6.1%	139
Non-daily newspapers read past 6 months: TV y Más	29,337	6.0%	149
Newspapers: Arizona Republic (Daily)	26,654	5.4%	67
Non-daily newspapers read past 6 months: Arizona Business Gazette	25,505	5.2%	283
Non-daily newspapers read past 6 months: Phoenix Business Journal	18,184	3.7%	97
Non-daily newspapers read past 6 months: East Valley Tribune	16,773	3.4%	87
Magazines read past 6 months: Southern Living	16,408	3.3%	213
Newspapers: Daily Independent (Tues, Wed, Thurs, Fri) (Daily)	16,349	3.3%	86
Magazines read past 6 months: Arizona PBS	13,865	2.8%	59
Magazines read past 6 months: Arizona Foothills	13,855	2.8%	121
Magazines read past 6 months: Lovin' Life After 50	12,156	2.5%	168
Newspapers: USA Today (Daily)	8,634	1.8%	76
Magazines read past 6 months: College Times	8,523	1.7%	262
Newspapers: Other Sunday newspaper print edition (Sunday)	6,932	1.4%	187
Non-daily newspapers read past 6 months: West Valley View	6,612	1.3%	42
Newspapers: New York Times (Daily)	6,458	1.3%	50
Newspapers: Wall Street Journal (Daily)	5,786	1.2%	40
Magazines read past 6 months: Sunset Magazine	5,711	1.2%	112
Newspapers: New York Times (Sunday)	5,134	1.0%	36
Non-daily newspapers read past 6 months: SanTan Sun News	2,787	0.6%	70
Newspapers: Other daily newspaper print edition (Daily)	0	0.0%	0

Custom Geo = 85008; 85032; 85282; 85296; 85201; 85212; 85308; 85209; 85283; 85006; 85013; 85251; 85351; 85202; 85015; 85042; 85210; 85254; 85020; 85260; 85021; 85017; 85257; 85016; 85018; 85388; 85323; 85297; 85208; 85037; 85298; 85374; 85281; 85379; 85003; 85382; 85258; 85044; 85253; 85050; 85225; 85024; 85395; 85234; 85392; 85295; 85345; 85142; 85306; 85233; 85226; 85338; 85014; 85040; 85028; 85373; 85053; 85250; 85310; 85120; 85381; 85340; 85255; 85207; 85224; 85022; 85304; 85054; 85051; 85284; 85375; 85286; 85353; 85004; 85009; 85048; 85034; 85007; 85302; 85335; 85206; 85383; 85249; 85203; 85029; 85266; 85355; 85331; 85387; 85204; 85259; 85378; 85027; 85012; 85307; 85085; 85083

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 — WDC

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



WASHINGTON, DC (User Defined Survey Area)
SCARBOROUGH R2 2024: AUG23-SEP24
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: Washington Post INA	475,100	56.8%	122
Newspapers: Washington Post (Sunday)	226,487	27.1%	117
Newspapers: Washington Post (Daily)	198,684	23.8%	121
Magazines read past 6 months: Washingtonian	184,859	22.1%	157
Integrated Newspaper Audience: Politico INA	180,624	21.6%	131
Magazines read past 6 months: The Atlantic	141,835	17.0%	161
Magazines read past 6 months: AARP The Magazine	129,322	15.5%	95
Magazines read past 6 months: Northern Virginia	121,500	14.5%	137
Magazines read past 6 months: Forbes	103,972	12.4%	135
Newspapers: New York Times (Daily)	94,999	11.4%	160
Magazines read past 6 months: The Economist	94,094	11.3%	133
Integrated Newspaper Audience: Washington Times INA	90,650	10.8%	137
Made a purchase as a result of ads past 3 months: Ads received in the mail	89,857	10.7%	86
Newspapers: Wall Street Journal (Daily)	89,856	10.7%	188
Magazines read past 6 months: Southern Living	84,484	10.1%	152
Magazines read past 6 months: Smithsonian	84,356	10.1%	124
Newspapers: New York Times (Sunday)	76,916	9.2%	147
Newspapers: USA Today (Daily)	64,031	7.7%	177
Magazines read past 6 months: Washington Examiner	60,698	7.3%	193
Non-daily newspapers read past 6 months: Loudoun Times-Mirror	60,079	7.2%	137
Newspapers: Politico (Daily)	57,523	6.9%	191
Non-daily newspapers read past 6 months: Alexandria Times	55,324	6.6%	171
Newspapers: Washington Times (Daily)	55,224	6.6%	154
Magazines read past 6 months: Time	55,118	6.6%	104
Magazines read past 6 months: Bloomberg Businessweek	51,915	6.2%	123
Non-daily newspapers read past 6 months: Connection/Centre View	51,136	6.1%	160
Magazines read past 6 months: Fortune	50,444	6.0%	168
Non-daily newspapers read past 6 months: InsideNoVa Prince William	48,223	5.8%	107
Non-daily newspapers read past 6 months: Fairfax County Times	46,433	5.6%	130
Non-daily newspapers read past 6 months: 72 Hours	41,670	5.0%	201
Magazines read past 6 months: Modern Luxury DC	34,246	4.1%	177
Magazines read past 6 months: HOME & DESIGN	34,014	4.1%	105

Custom Geo = 22003; 22191; 20170; 22193; 22204; 20171; 22042; 20147; 22101; 22015; 22305; 20032; 22314; 22192; 20020; 20164; 20016; 20707; 22032; 20003; 22152; 20165; 20176; 22202; 22304; 20155; 22315; 22043; 22310; 20109; 22303; 22201; 22203; 20001; 22150; 22031; 22180; 20008; 22209; 22151; 22033; 20191; 20009; 22306; 22030; 20151; 22182; 22301; 22207; 22041; 22206; 20745; 22205; 22153; 20817; 20037; 20190; 22102; 20169; 22312; 22124; 22046; 20175; 20816; 22044; 20036; 20052; 20194; 20024; 20120; 20166; 22302; 22311; 22181; 20002; 22405; 22025; 20005; 20007; 22027; 20121; 20136; 22079; 22307; 20748; 20744; 20720; 20837; 22309; 20705; 22406; 20854; 20124; 20006; 20708; 22066; 22060; 22039; 20112; 22026; 20842; 20815; 20152; 20148; 20004; 22213; 22125; 20019; 20181; 20874; 20158; 20110; 20814; 20010; 20640
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)