# USA+4More DMAs – P21+ who Purchased <$10 Bottles of RED WINE(s) at Retail Stores past 30 days!

# Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P21+ who Purchased $10 or Less Bottles of RED WINE(s) at RETAIL STORES in the past 30 days as of SEPTEMBER 2024.

CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS

USA

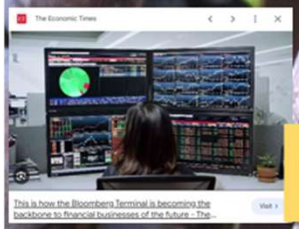
MSP

STL

CIN

WPB




# P21+

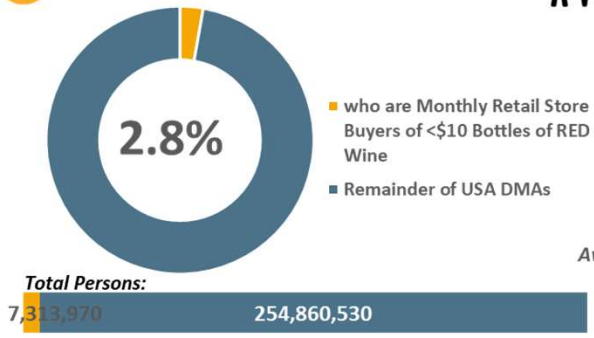
***And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!***

HUBBARD BROADCASTING INC. HB INC.

*[[[Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel*

2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 56.9 years old (12.9% older than average) and have a $88,361 (5.% lower than average) annual household income.

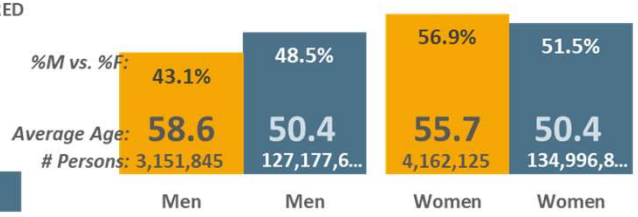
## Percent of Market: Adults 21 or older



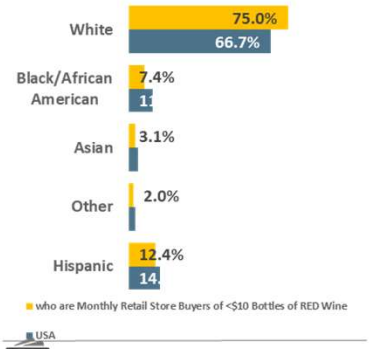




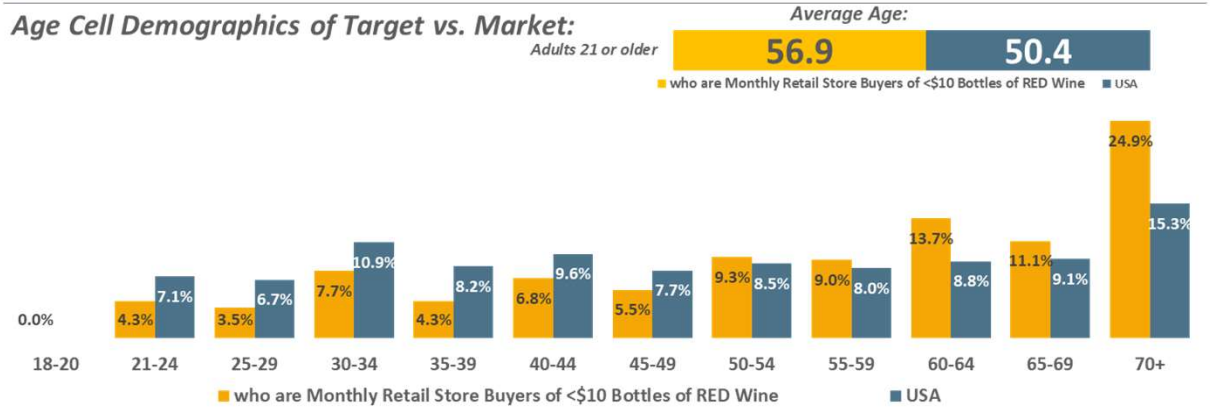
## Gender of Target vs. Market: Adults 21 or older




## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:

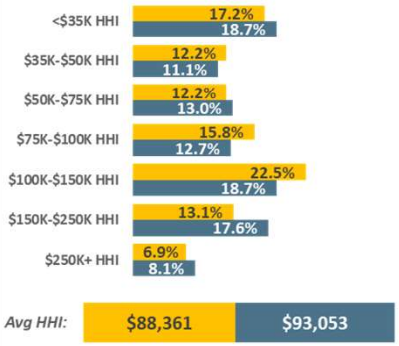



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

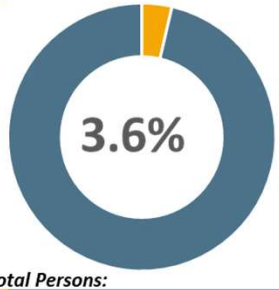
## HHI of Target vs. Market:



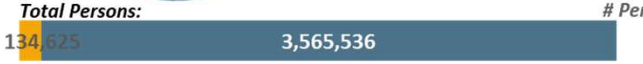

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3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 55.5 years old (10.7% older than average) and have a $115,118 (7.9% higher than average) annual household income.

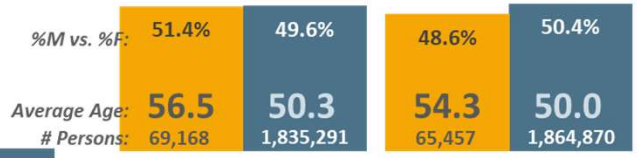
## Percent of Market: Adults 21 or older



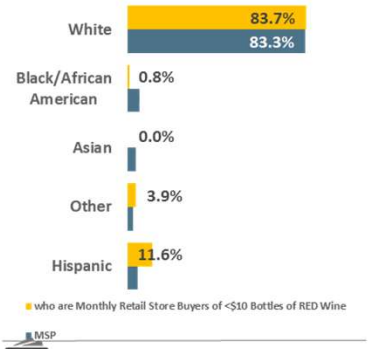

Total Persons:



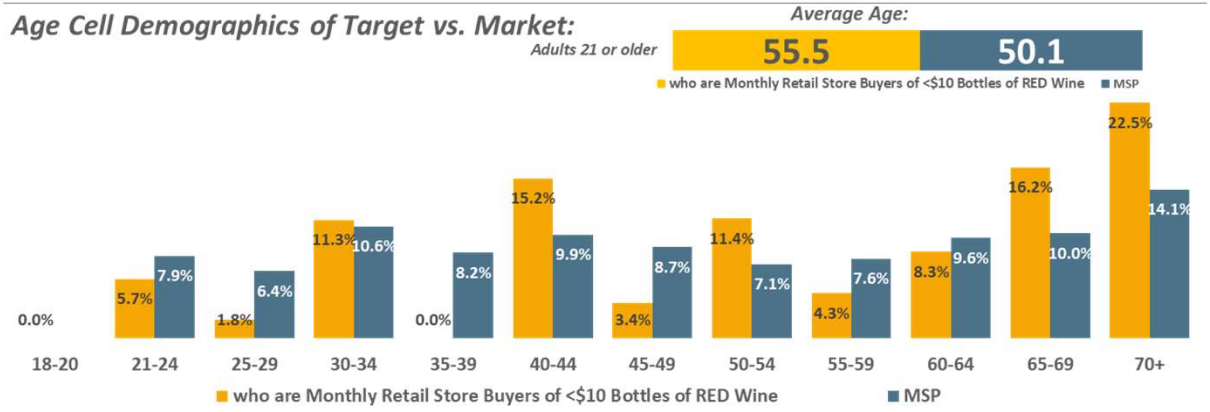

## Gender of Target vs. Market: Adults 21 or older



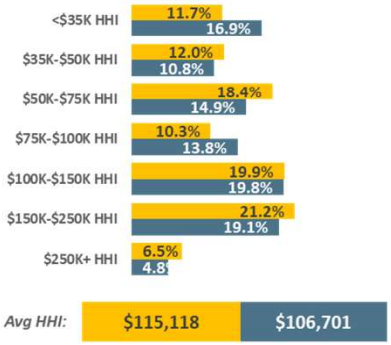

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




Avg HHI:




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

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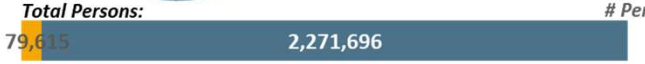
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3.4% or 79,615 of STL DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 54.6 years old (6.% older than average) and have a $102,539 (6.7% higher than average) annual household income.

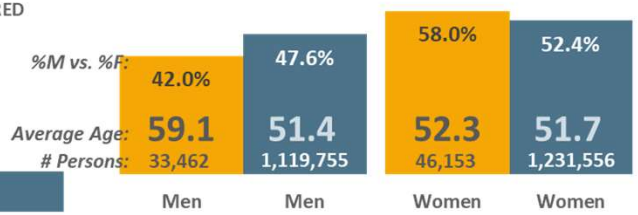
## Percent of Market: Adults 21 or older



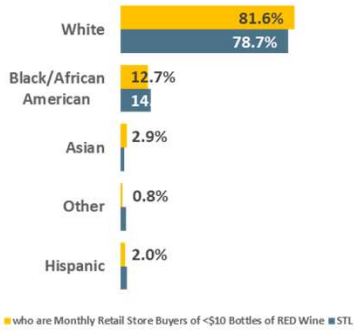

Total Persons:



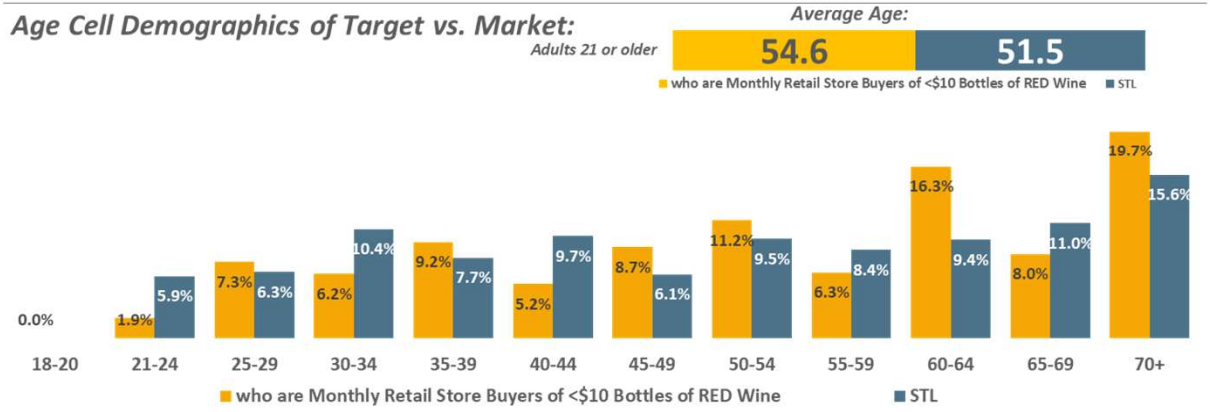

## Gender of Target vs. Market: Adults 21 or older



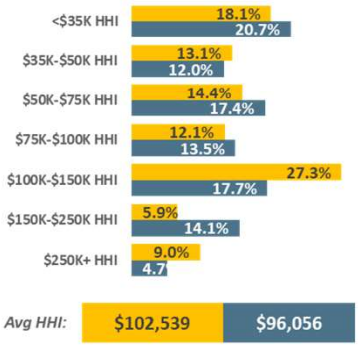

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



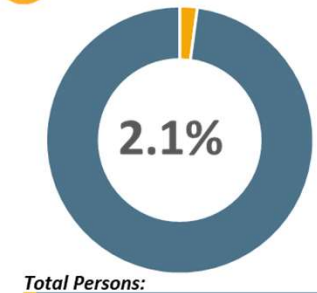

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

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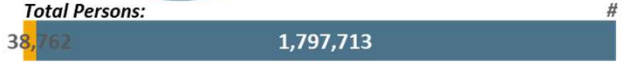
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2.1% or 38,762 of CIN DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 53. years old (5.9% older than average) and have a $78,250 (18.1% lower than average) annual household income.

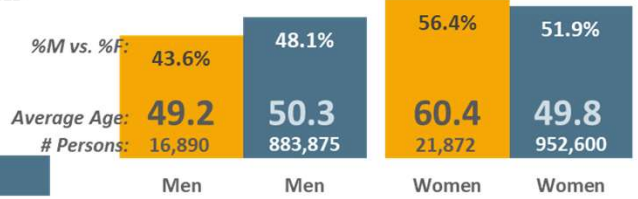
## Percent of Market: Adults 21 or older



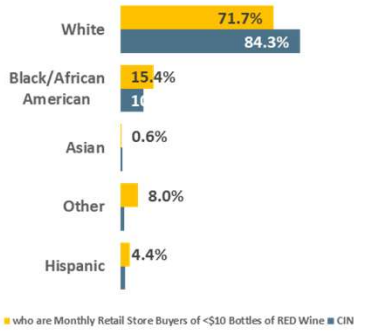

Total Persons:



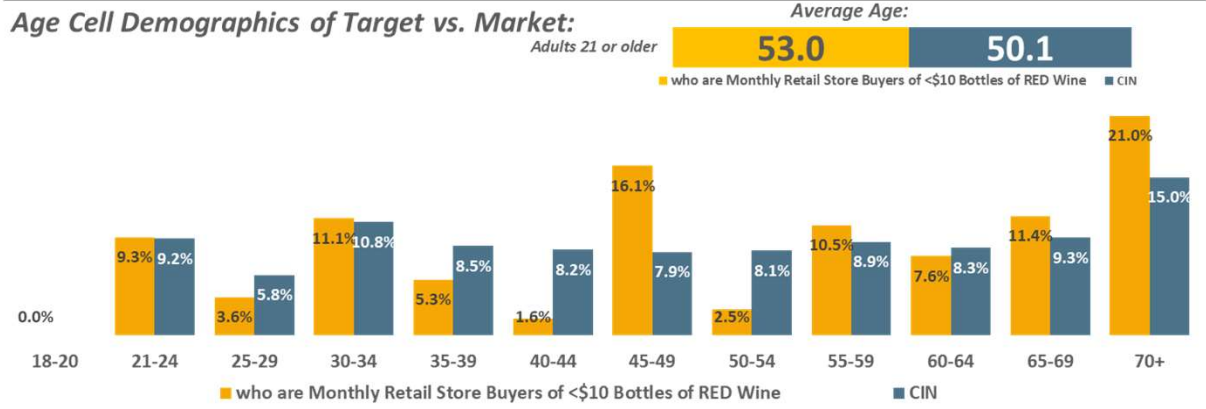

## Gender of Target vs. Market: Adults 21 or older



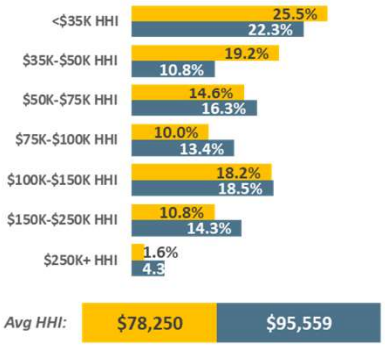

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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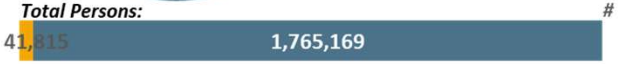
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2.3% or 41,815 of WPB DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 59.7 years old (8.6% older than average) and have a $100,329 (3.2% higher than average) annual household income.

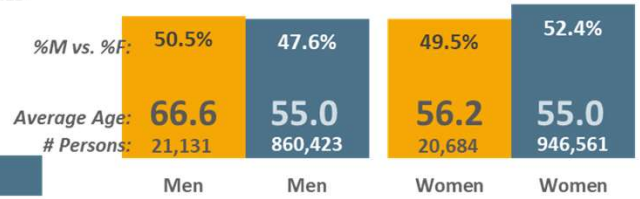
## Percent of Market: Adults 21 or older



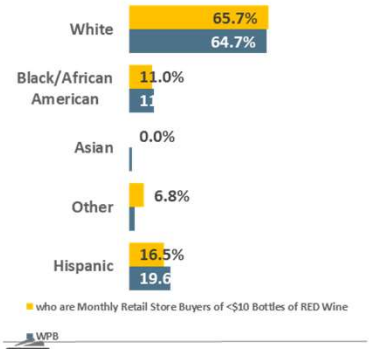

**Total Persons:**



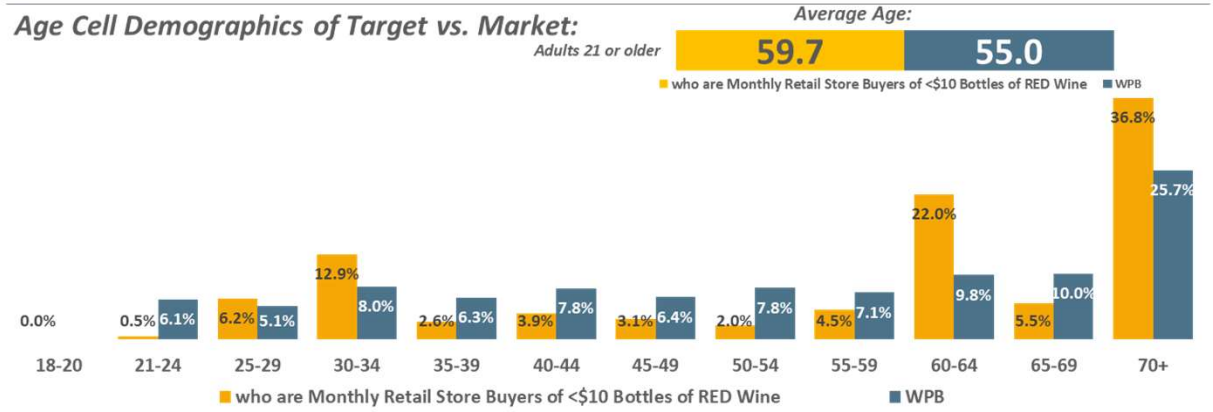

## Gender of Target vs. Market: Adults 21 or older



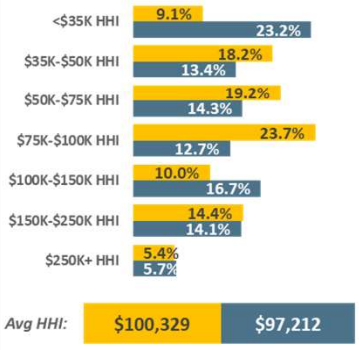

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

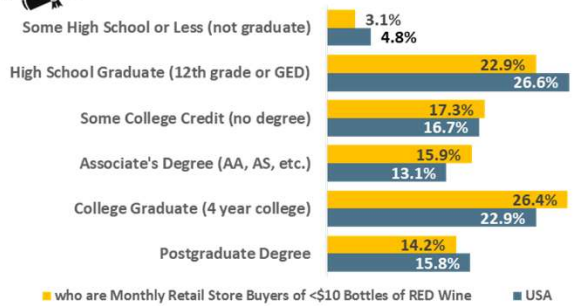
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2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 5.2% more likely to be a college graduate, 19.7% less likely to work full-time, 14.9% more likely to be married, 30.3% less likely to be a parent of 1 or more children

## Education Levels: Adults 21 or older




## Employment: Adults 21 or older




## Marital Status: Adults 21 or older



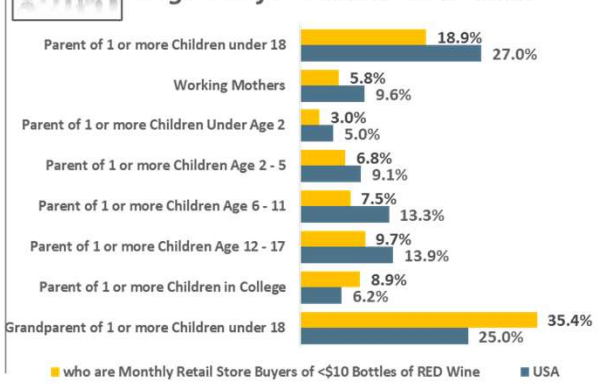

## Top-20 Occupations: Adults 21 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 21 or older




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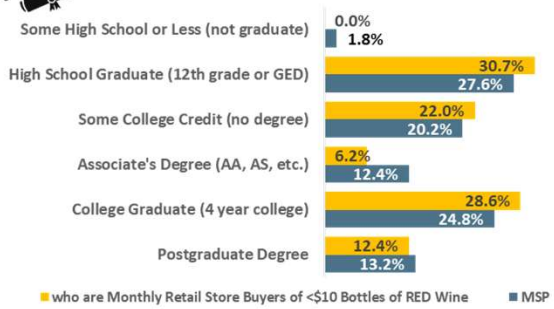
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 7.6% more likely to be a college graduate, 19.5% less likely to work full-time, 32.7% more likely to be married, 6.8% less likely to be a parent of 1 or more children u

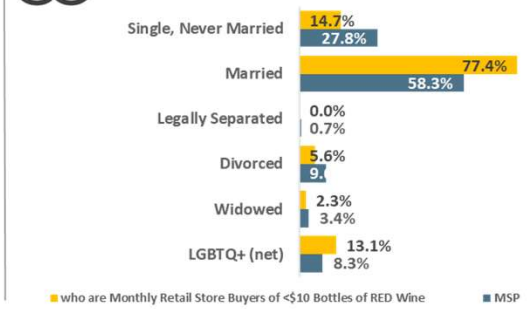
## Education Levels: Adults 21 or older




## Employment: Adults 21 or older




## Marital Status: Adults 21 or older



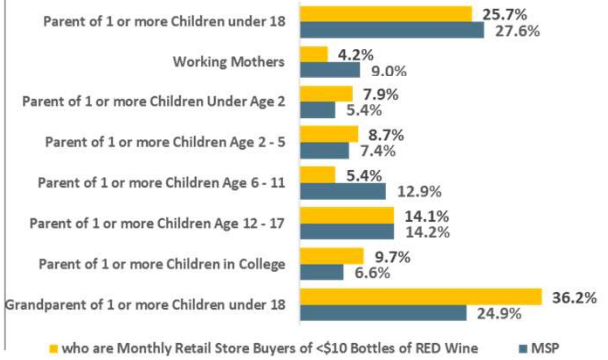

## Top-20 Occupations: Adults 21 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 21 or older




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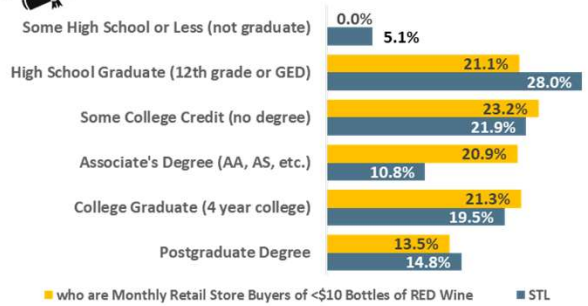
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)




3.4% or 79,615 of STL DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 1.5% more likely to be a college graduate, 6.% less likely to work full-time, 19.4% more likely to be married, 12.7% less likely to be a parent of 1 or more children un

## Education Levels: Adults 21 or older



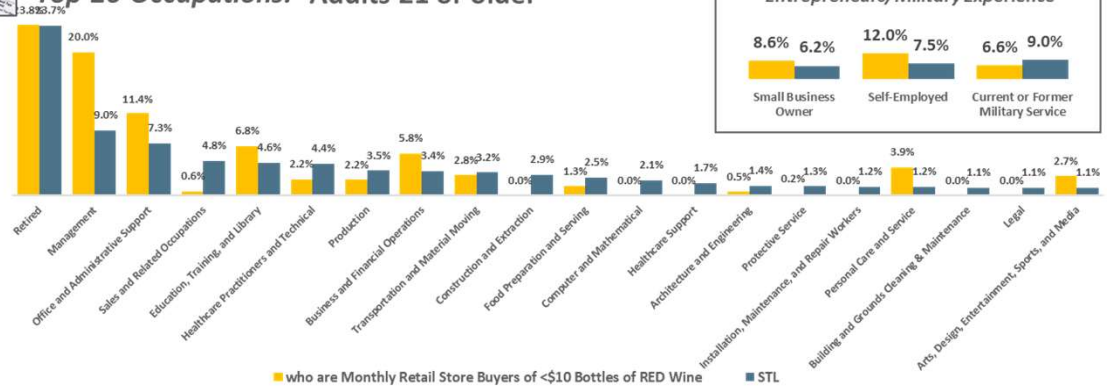

## Employment: Adults 21 or older




## Marital Status: Adults 21 or older



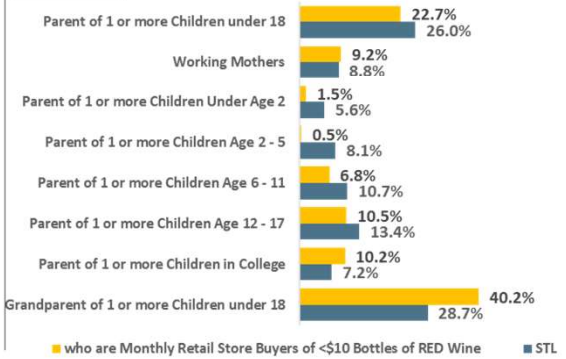

## Top-20 Occupations: Adults 21 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 21 or older




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

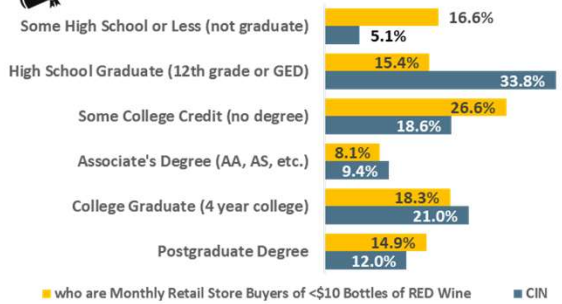
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# CIN

2.1% or 38,762 of CIN DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are .8% more likely to be a college graduate, 27.9% less likely to work full-time, .3% less likely to be married, 28.9% less likely to be a parent of 1 or more children und

## Education Levels: Adults 21 or older




## Employment: Adults 21 or older




## Marital Status: Adults 21 or older



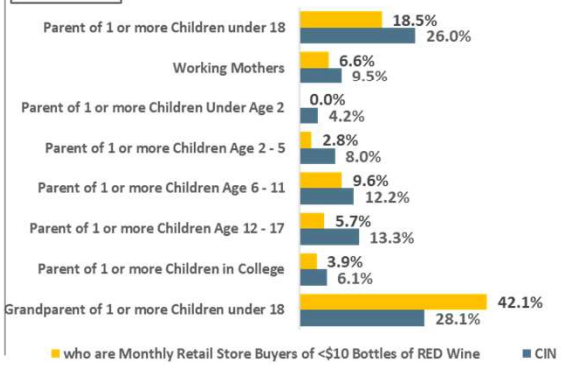

## Top-20 Occupations: Adults 21 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 21 or older



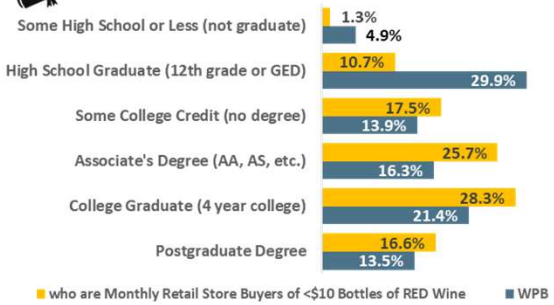

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

2.3% or 41,815 of WPB DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 28.4% more likely to be a college graduate, 3.3% less likely to work full-time, 11.4% more likely to be married, 41.1% less likely to be a parent of 1 or more children

## Education Levels: Adults 21 or older



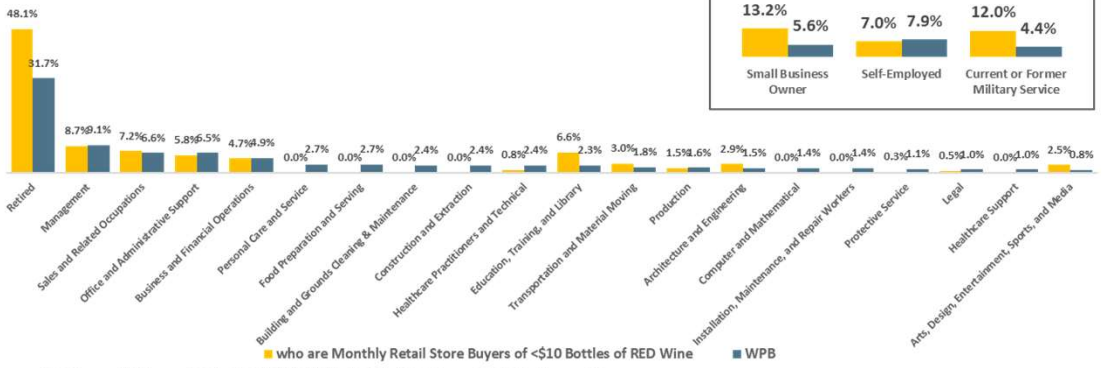

## Employment: Adults 21 or older




## Marital Status: Adults 21 or older



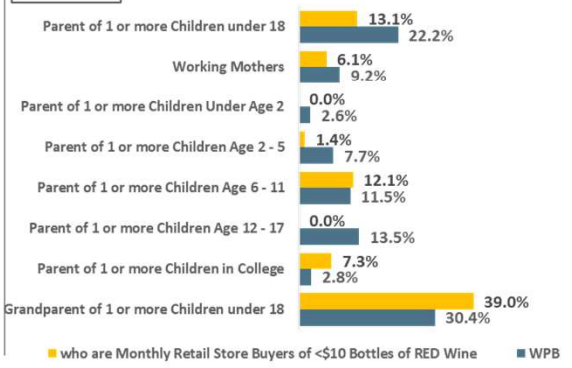

## Top-20 Occupations: Adults 21 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 21 or older




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

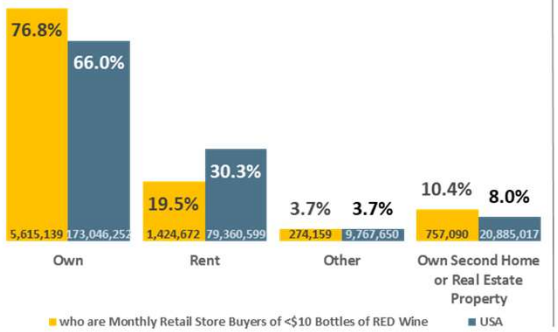
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

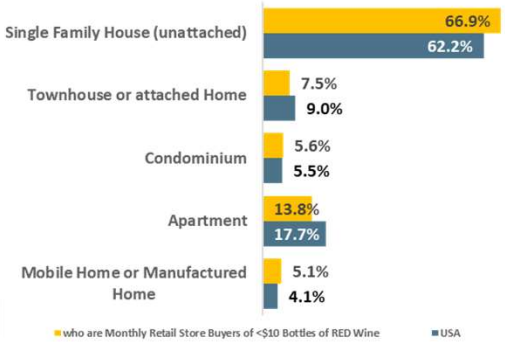
# USA

2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 16.3% more likely to own their home, 8.6% more likely to own a higher valued home, 7.6% more likely to have a single-family home, 8.5% more likely to have a dog.

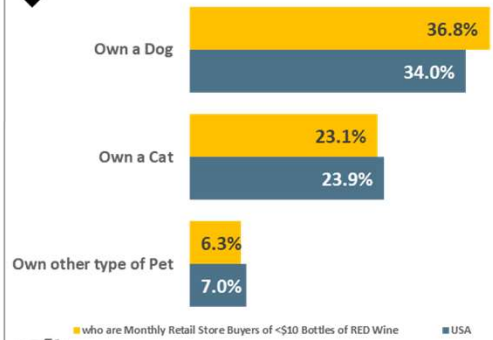
## Own/Rent/Other: Adults 21 or older



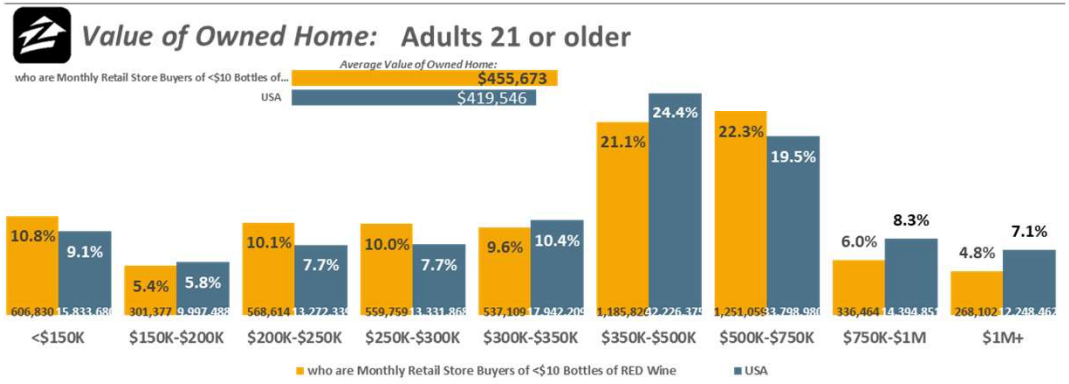

## Type of Home: Adults 21 or older



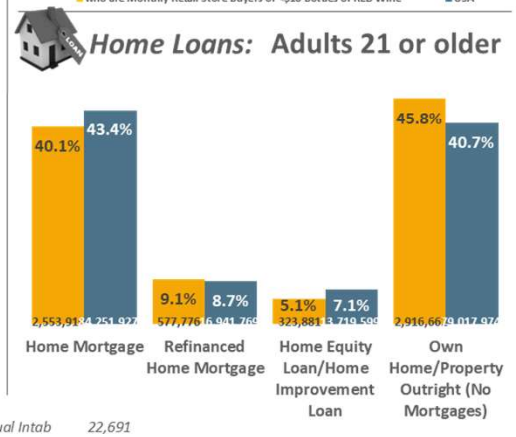

## Pets in Home: Adults 21 or older




## Value of Owned Home: Adults 21 or older




## Home Loans: Adults 21 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

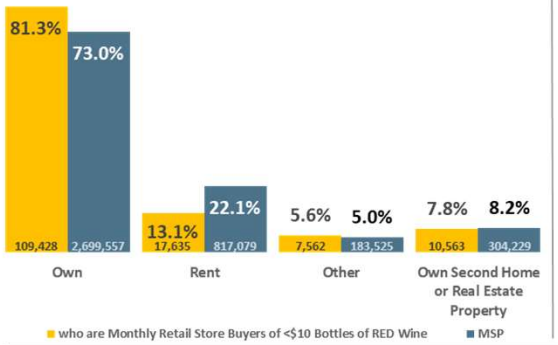
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

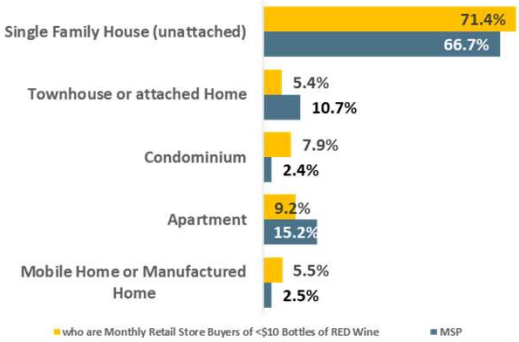
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 11.4% more likely to own their home, 12.2% more likely to own a higher valued home, 6.9% more likely to have a single-family home, 40.4% more likely to have a dog.

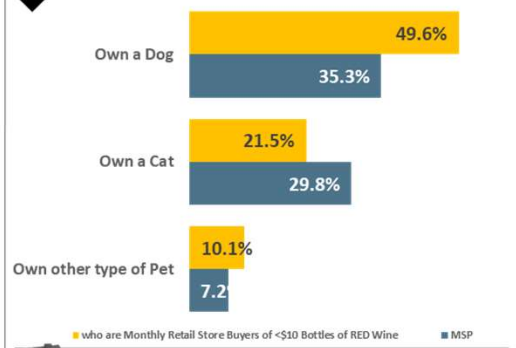
## *Own/Rent/Other:* Adults 21 or older



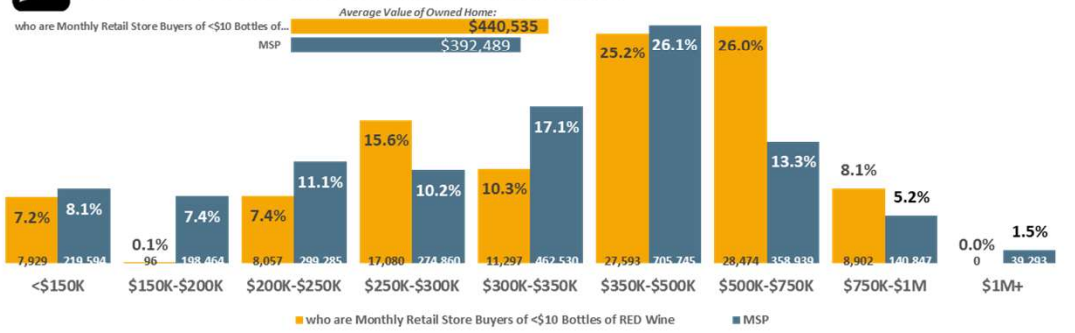

## *Type of Home:* Adults 21 or older



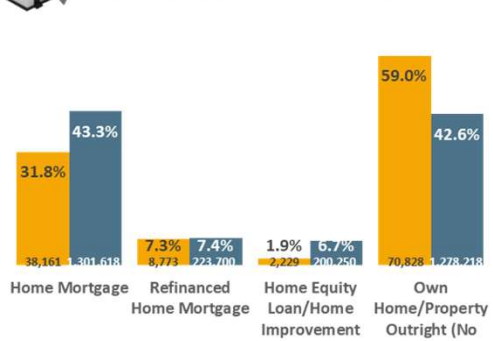

## *Pets in Home:* Adults 21 or older




## *Value of Owned Home:* Adults 21 or older




## *Home Loans:* Adults 21 or older



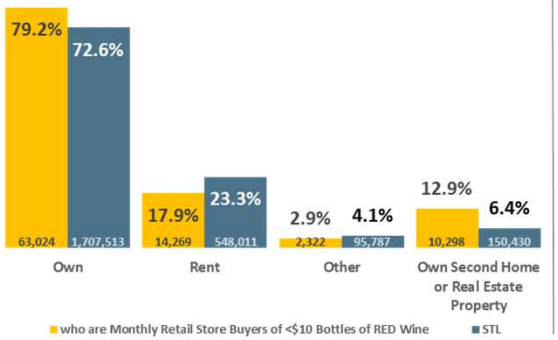

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

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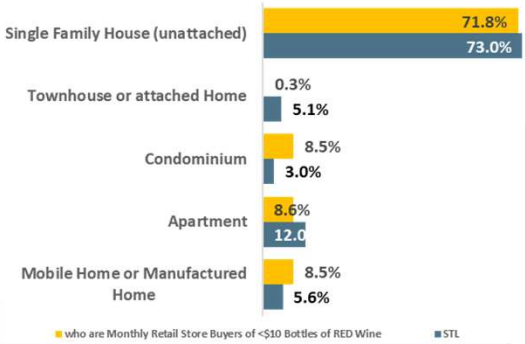
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

3.4% or 79,615 of STL DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 9.% more likely to own their home, 10.6% more likely to own a higher valued home, 1.6% less likely to have a single-family home, 29.2% less likely to have a dog.

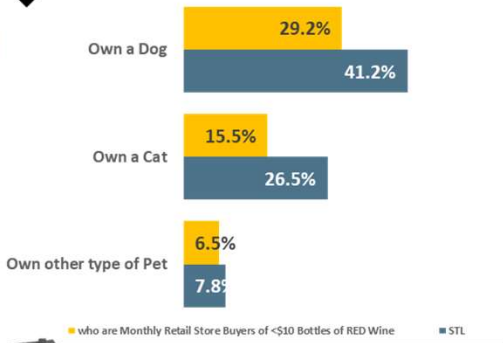
## *Own/Rent/Other:* Adults 21 or older




## *Type of Home:* Adults 21 or older



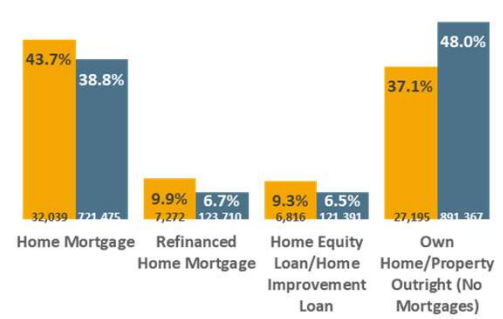

## *Pets in Home:* Adults 21 or older




## *Value of Owned Home:* Adults 21 or older




## *Home Loans:* Adults 21 or older




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

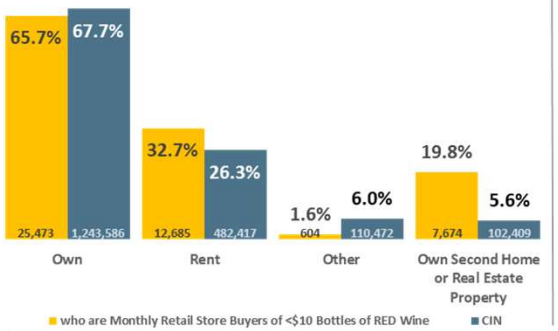
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

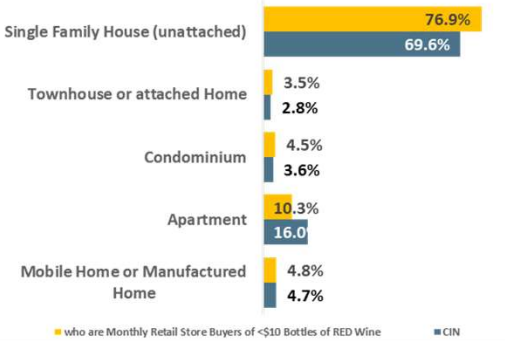
CIN

2.1% or 38,762 of CIN DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 3.% less likely to own their home, 6.3% more likely to own a lower valued home, 10.6% more likely to have a single-family home, 10.5% more likely to have a dog.

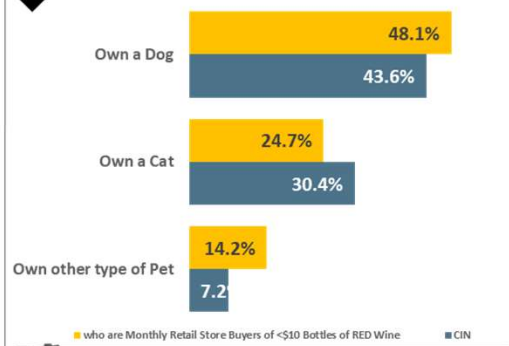
## *Own/Rent/Other:* Adults 21 or older




## *Type of Home:* Adults 21 or older



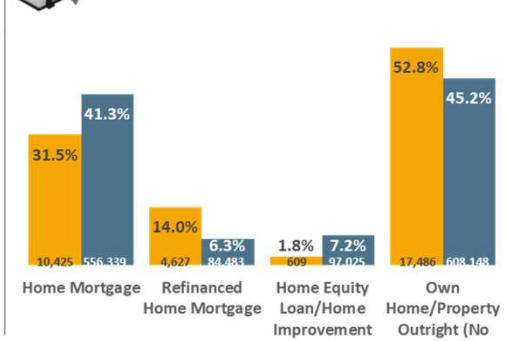

## *Pets in Home:* Adults 21 or older




## *Value of Owned Home:* Adults 21 or older




## *Home Loans:* Adults 21 or older



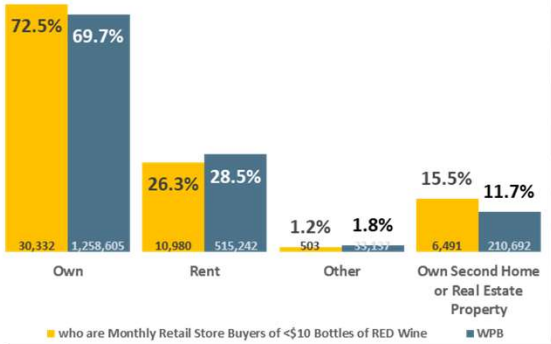

*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

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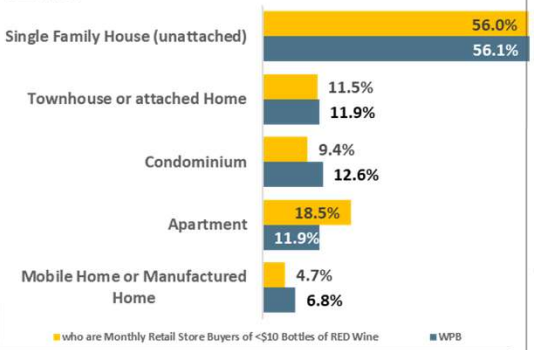
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2.3% or 41,815 of WPB DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 4.1% more likely to own their home, 15.8% more likely to own a lower valued home, .3% less likely to have a single-family home, 18.9% less likely to have a dog.

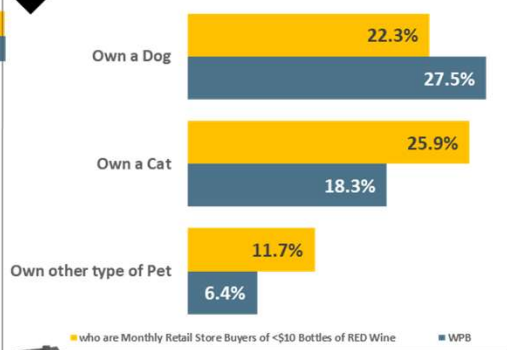
## *Own/Rent/Other:* Adults 21 or older



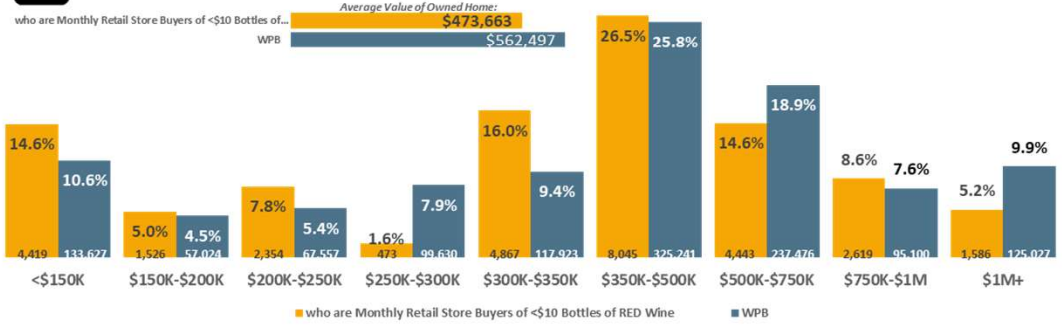

## *Type of Home:* Adults 21 or older



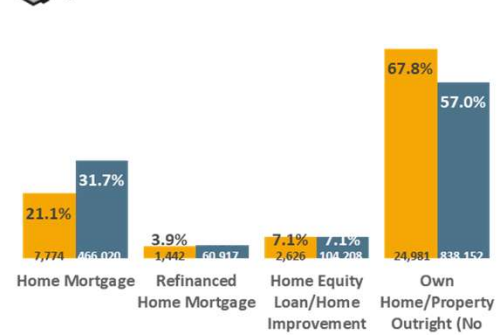

## *Pets in Home:* Adults 21 or older




## *Value of Owned Home:* Adults 21 or older




## *Home Loans:* Adults 21 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74*

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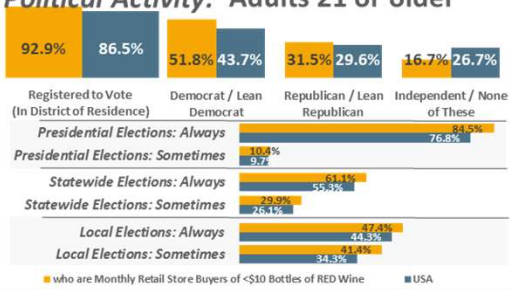
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2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 4.6% more likely to look up D-I-Y advice online, 7.2% more likely to always vote in local elections, 2.7% less likely to belong to a gym, 4.7% less likely to fly domes

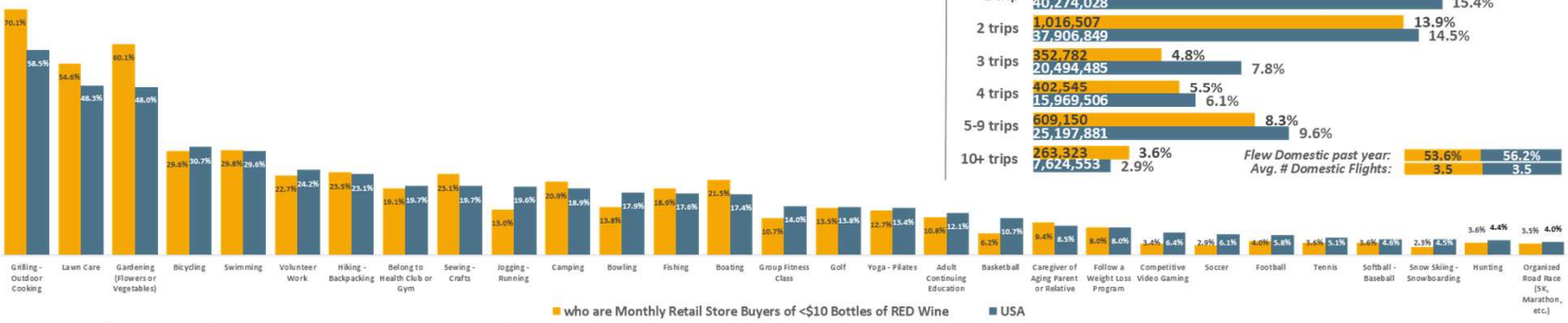
## Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older




## Political Activity: Adults 21 or older




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




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




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 9.1% less likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 13.6% more likely to belong to a gym, 16.2% less likely to fly dom

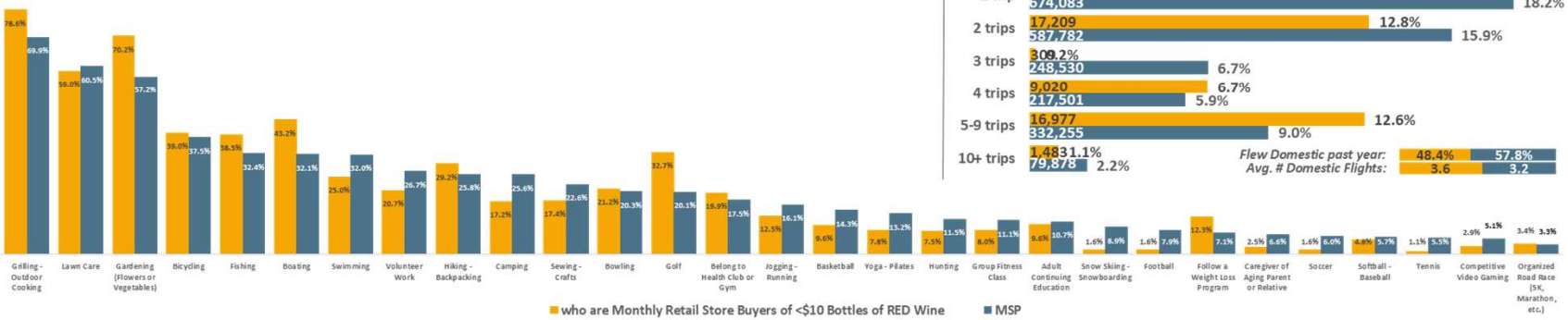
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## Political Activity: Adults 21 or older




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




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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

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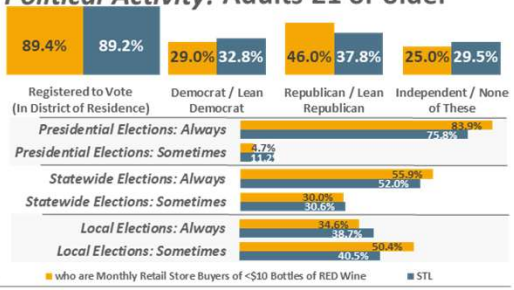
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3.4% or 79,615 of STL DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 39.7% more likely to look up D-I-Y advice online, 10.8% less likely to always vote in local elections, 2.8% more likely to belong to a gym, 30.2% more likely to fly dom

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




## Political Activity: Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

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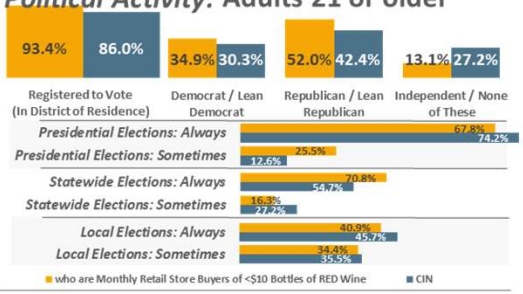
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2.1% or 38,762 of CIN DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 25.5% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 7.9% less likely to belong to a gym, 18.2% more likely to fly dome

## 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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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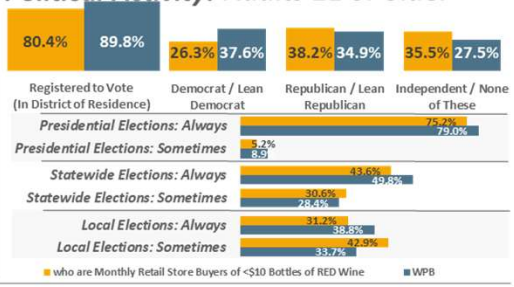
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2.3% or 41,815 of WPB DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are .4% more likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 14.6% more likely to belong to a gym, 2.3% more likely to fly domes

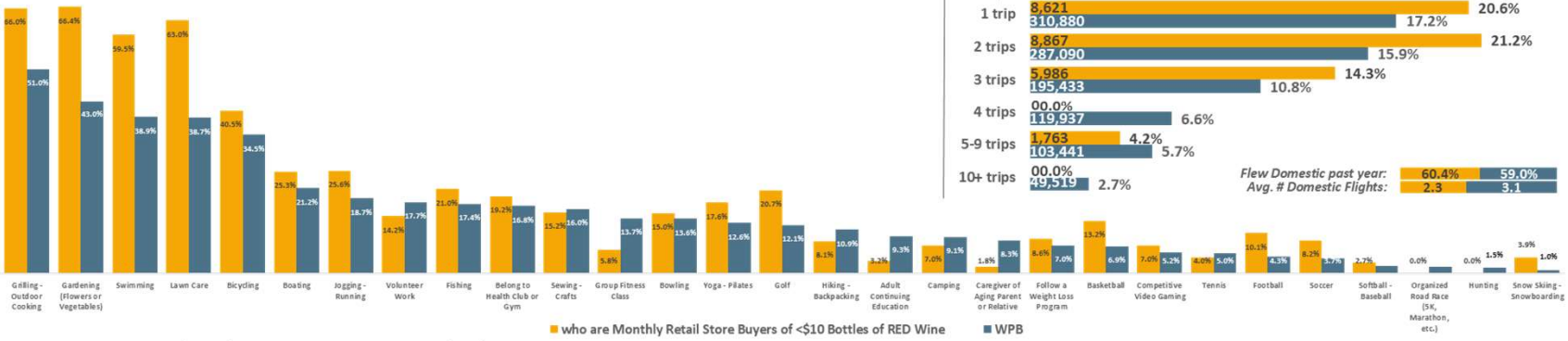
## Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older




## 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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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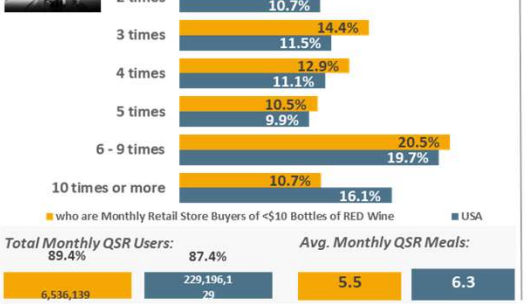
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2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 2.2% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 42.% less likely to smoke cigar

## Past 30-days QSR Users: Adults 21 or older



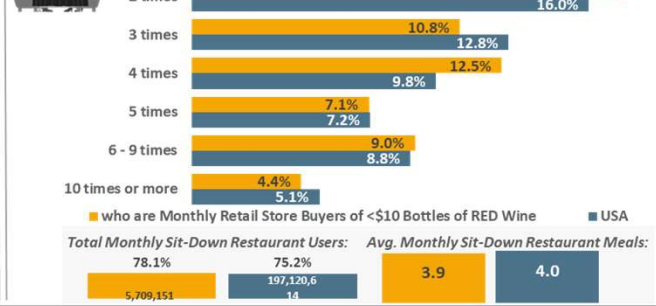



*Total Monthly QSR Users:* 89.4% 6,536,139 | 87.4% 229,196,129

*Avg. Monthly QSR Meals:* 5.5 | 6.3

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






*Total Monthly Sit-Down Restaurant Users:* 78.1% 5,709,151 | 75.2% 197,120,614

*Avg. Monthly Sit-Down Restaurant Meals:* 3.9 | 4.0

## 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 are Monthly Retail Store Buyers of <$10 Bottles of...* 803,384 11.0%

*USA* 18.4%

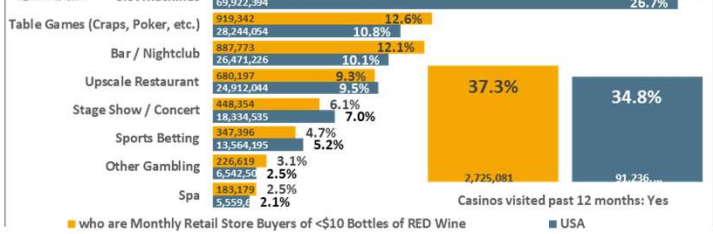
## Drank Past 30-days: Adults 21 or older






## Past 12 months Casino Activities: Adults 21 or older






## Used Past 30-days: Adults 21 or older






*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 5.4% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 9.4% more likely to use Casinos past yr., 75.5% less likely to smoke cigar

## *Past 30-days QSR Users:* Adults 21 or older






*Total Monthly QSR Users:* 90.1% 121,239 | 85.5% 3,162,932

*Avg. Monthly QSR Meals:* 3.8 | 5.3

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






*Total Monthly Sit-Down Restaurant Users:* 76.6% 103,174 | 73.2% 2,708,610

*Avg. Monthly Sit-Down Restaurant Meals:* 3.1 | 3.3

## *Top-10 Cuisines:* Adults 21 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who are Monthly Retail Store Buyers of <$10 Bottles of...* 3,307 2.5%

*MSP* 432,175 11.7%

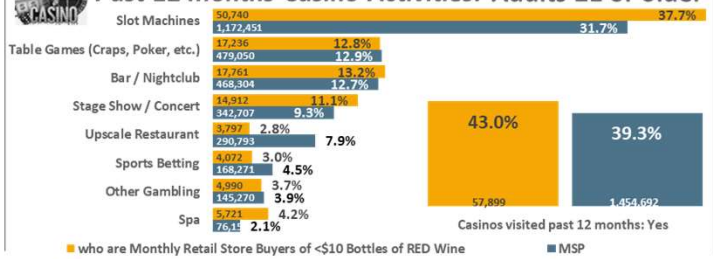
## *Drank Past 30-days:* Adults 21 or older






## *Past 12 months Casino Activities:* Adults 21 or older






## *Used Past 30-days:* Adults 21 or older








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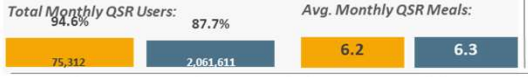

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## *Past 30-days QSR Users:* Adults 21 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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

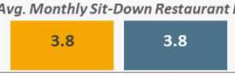





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 21 or older

*(Sit-Down Restaurants Used Past 30-days)*

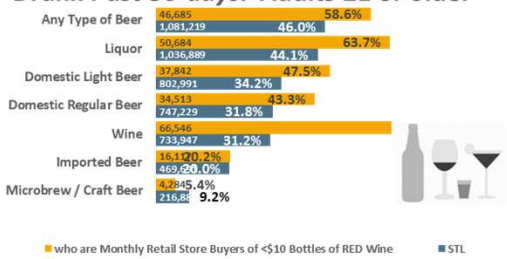





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

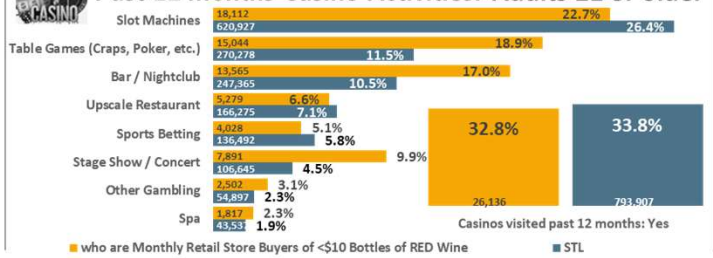



## *Drank Past 30-days:* Adults 21 or older




## *Past 12 months Casino Activities:* Adults 21 or older






## *Used Past 30-days:* Adults 21 or older








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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






*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

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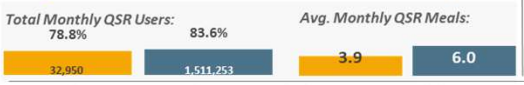



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## *Past 30-days QSR Users:* Adults 21 or older



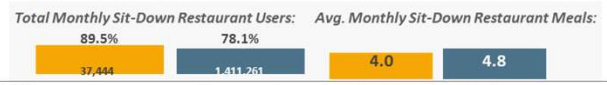



## *Past 30-days Sit-Down Restaurant Users:* Adults 21 or older






## *Top-10 Cuisines:* Adults 21 or older

*(Sit-Down Restaurants Used Past 30-days)*









## *Drank Past 30-days:* Adults 21 or older




## *Past 12 months Casino Activities:* Adults 21 or older






## *Used Past 30-days:* Adults 21 or older







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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

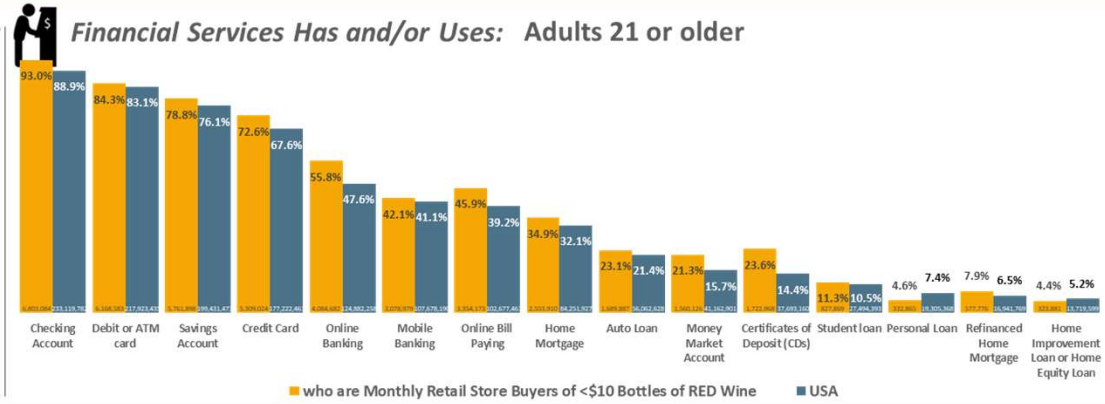



2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 6.6% more likely to have a 401K, 8.% more likely to have an Auto Loan, 18.% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 21 or older



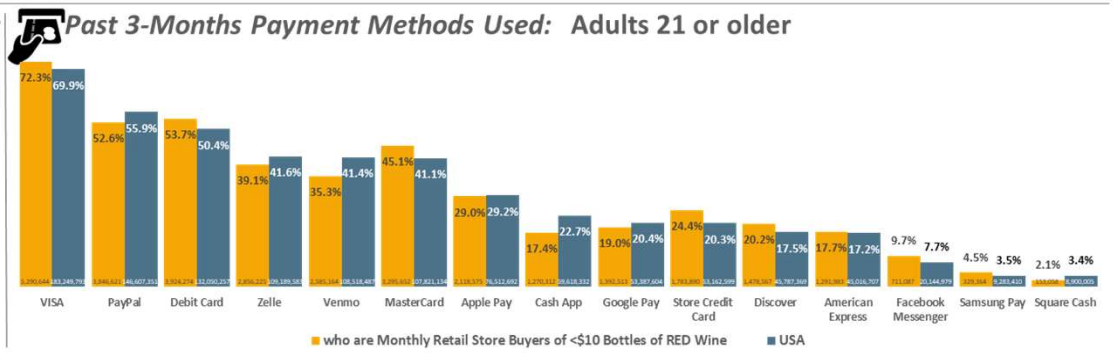

## *Financial Services Has and/or Uses:* Adults 21 or older




## *Professional Services Used*:* Adults 21 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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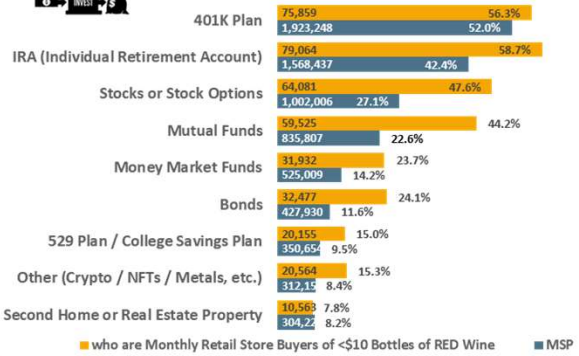
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

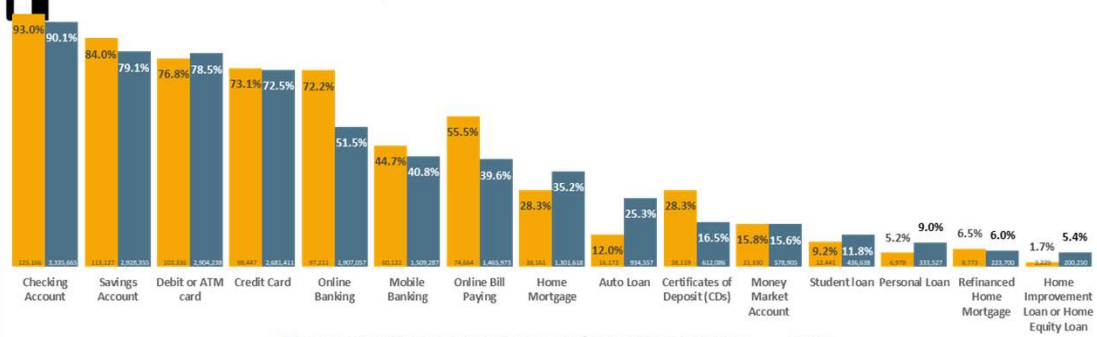



3.6% or 134,625 of MSP DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 8.4% more likely to have a 401K, 52.4% less likely to have an Auto Loan, 31.1% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 21 or older



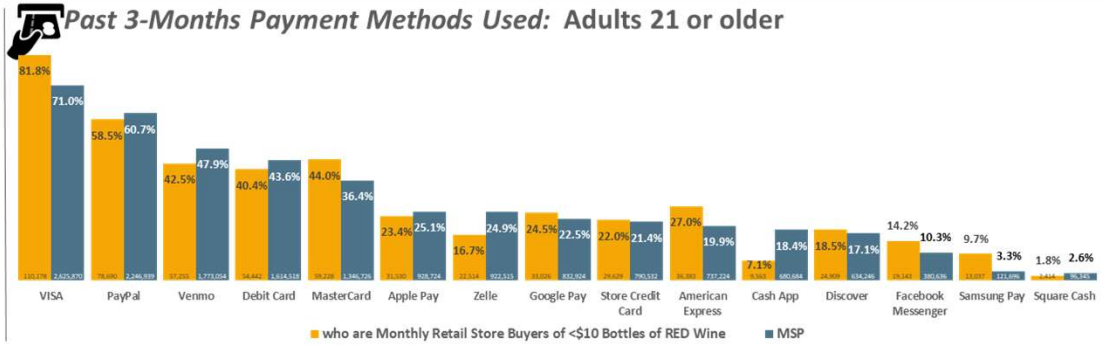

## *Financial Services Has and/or Uses:* Adults 21 or older




## *Professional Services Used*:* Adults 21 or older




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





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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

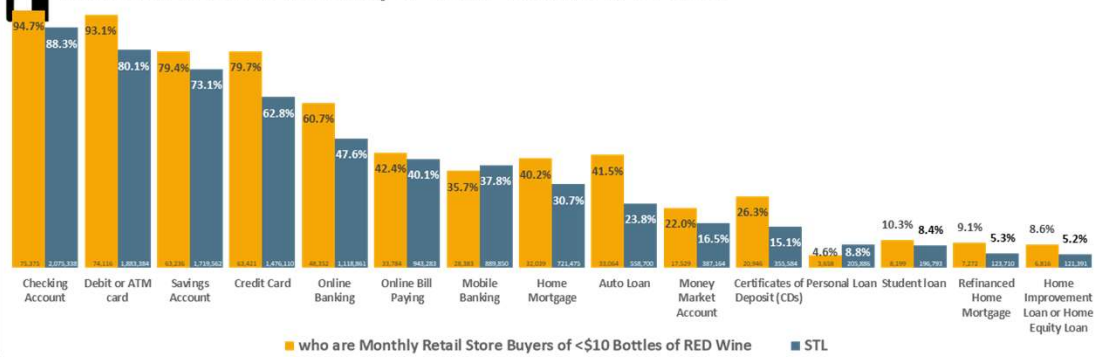



3.4% or 79,615 of STL DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 35.% more likely to have a 401K, 74.8% more likely to have an Auto Loan, 60.2% more likely to Invest/Trade Stocks Online, 20.9% more likely to pay with their Debit Card

## *Investments Owned:* Adults 21 or older




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




## *Professional Services Used*:* Adults 21 or older






*(*Past 12 Months)*

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





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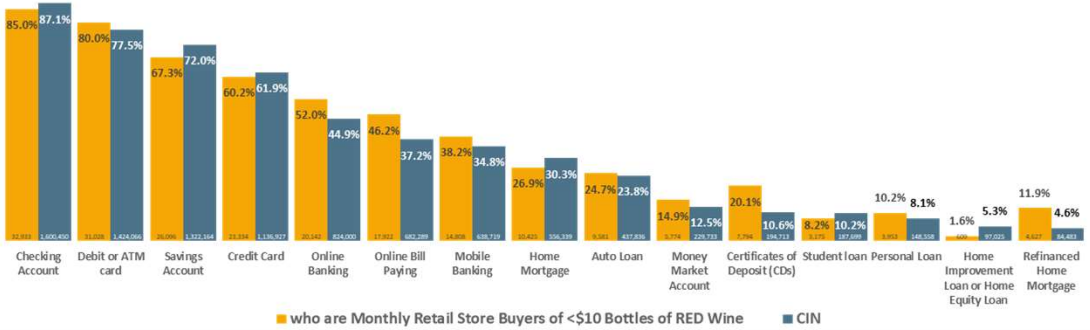
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2.1% or 38,762 of CIN DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 20.6% less likely to have a 401K, 3.7% more likely to have an Auto Loan, 99.1% more likely to Invest/Trade Stocks Online, 13.% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 21 or older



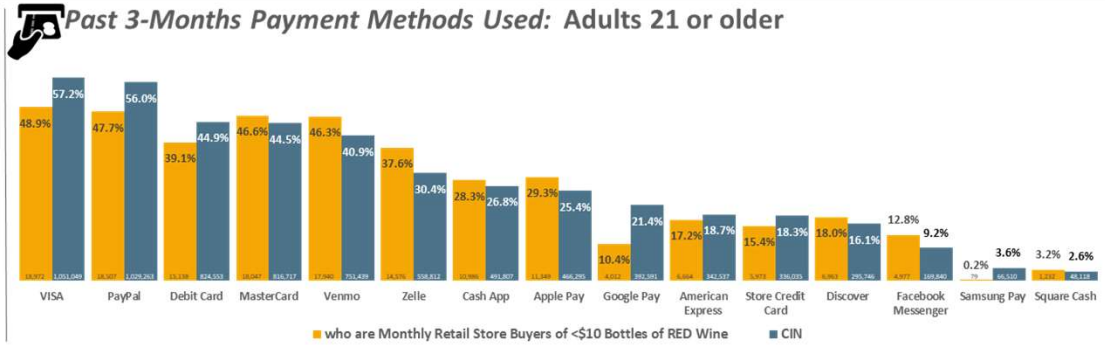

## *Financial Services Has and/or Uses:* Adults 21 or older




## *Professional Services Used*:* Adults 21 or older




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





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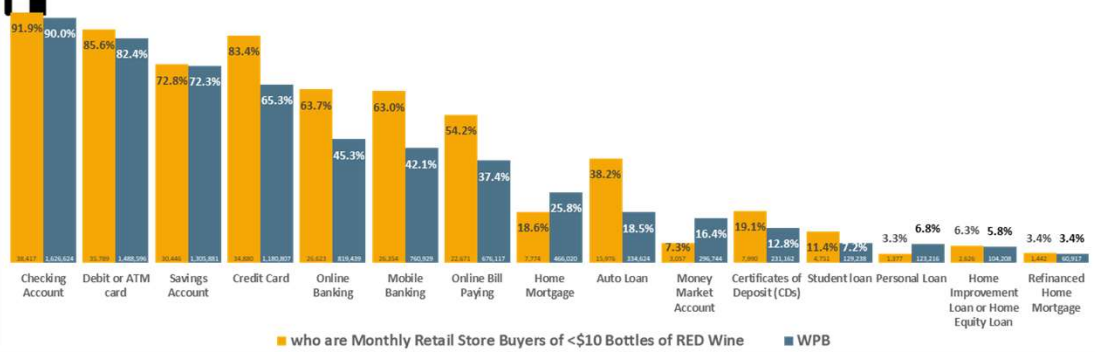
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2.3% or 41,815 of WPB DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 45.% more likely to have a 401K, 106.3% more likely to have an Auto Loan, 15.% less likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 21 or older




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




## *Professional Services Used*:* Adults 21 or older



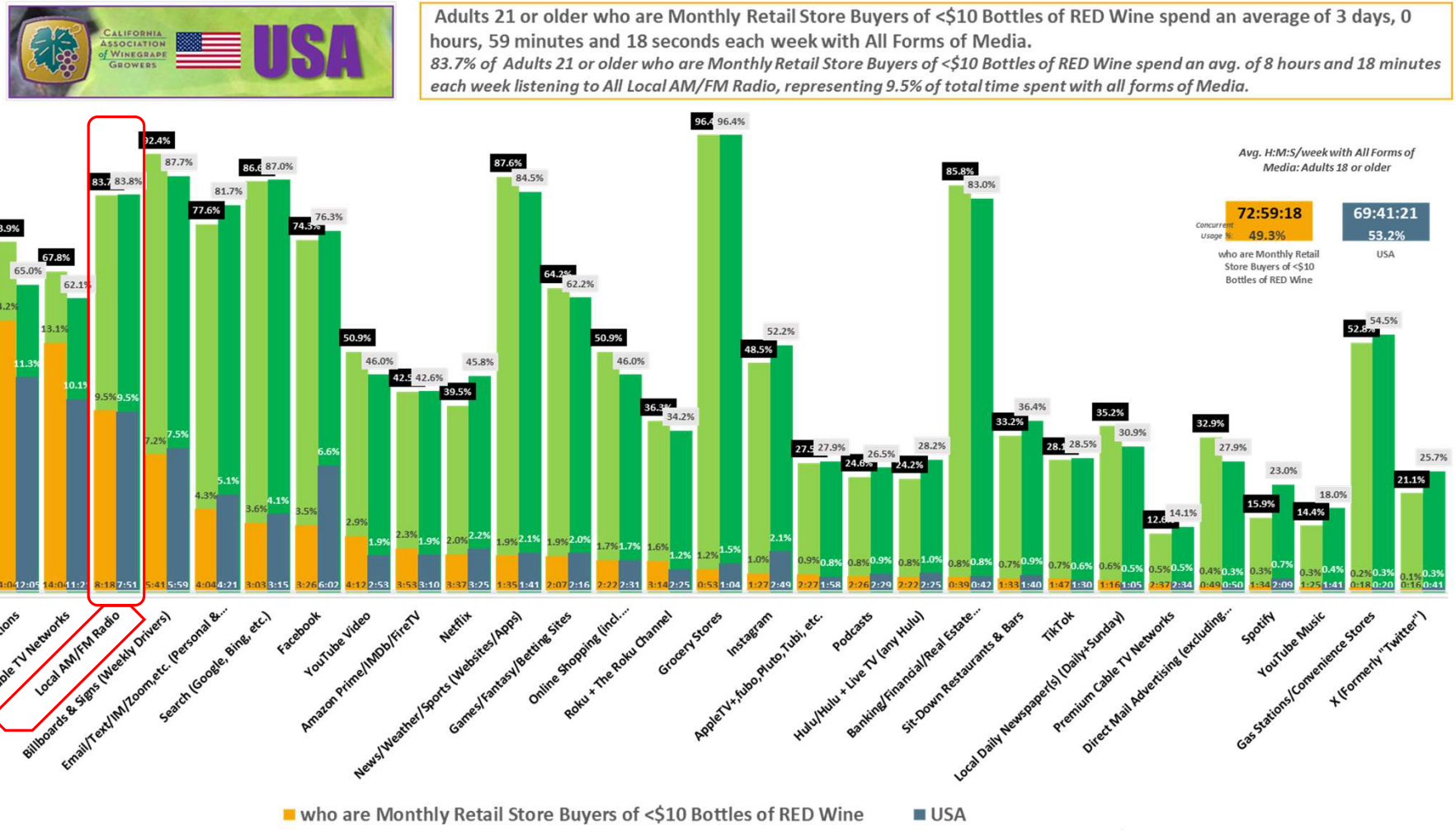

## *Past 3-Months Payment Methods Used:* Adults 21 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74*

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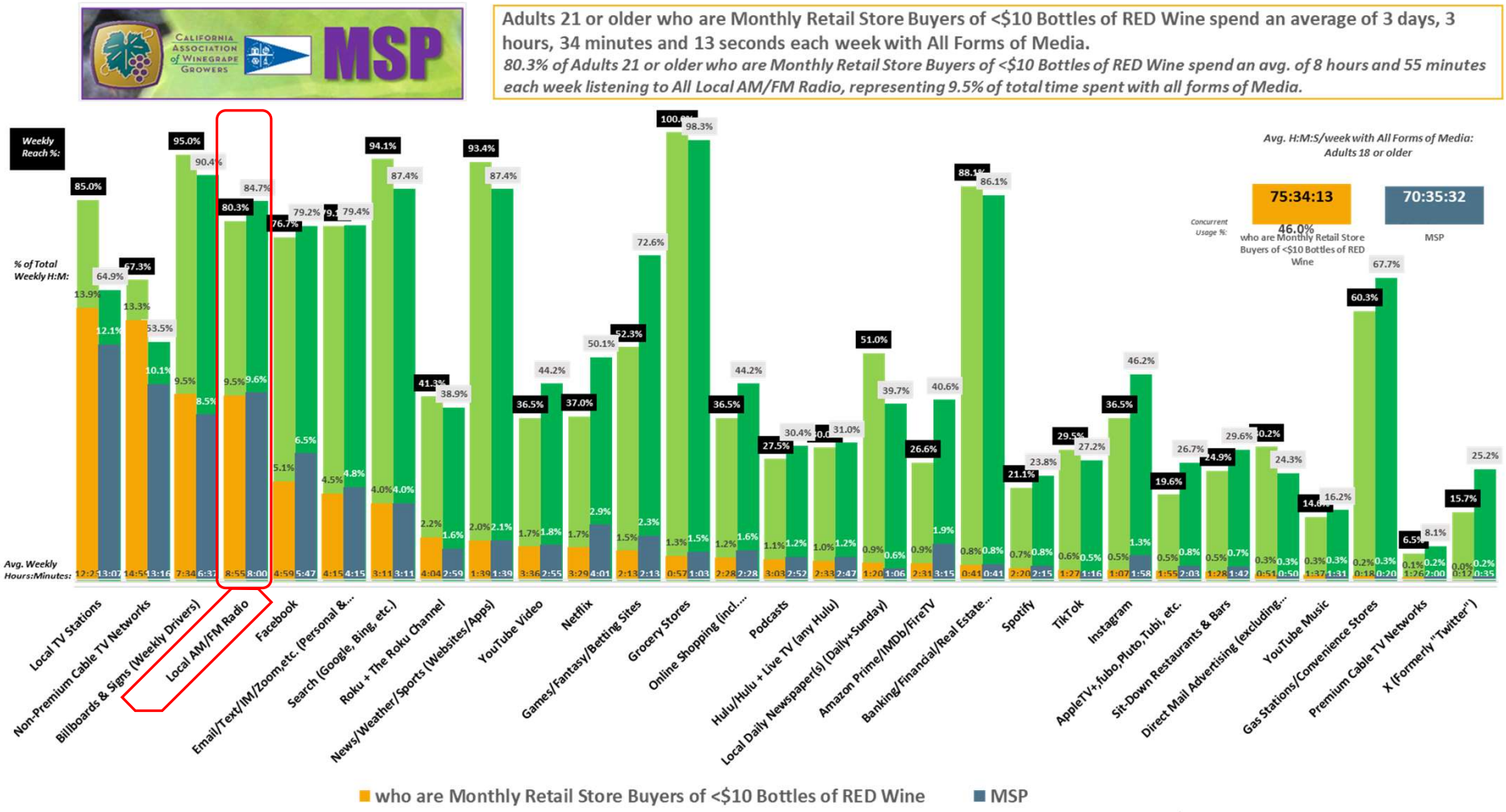



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811

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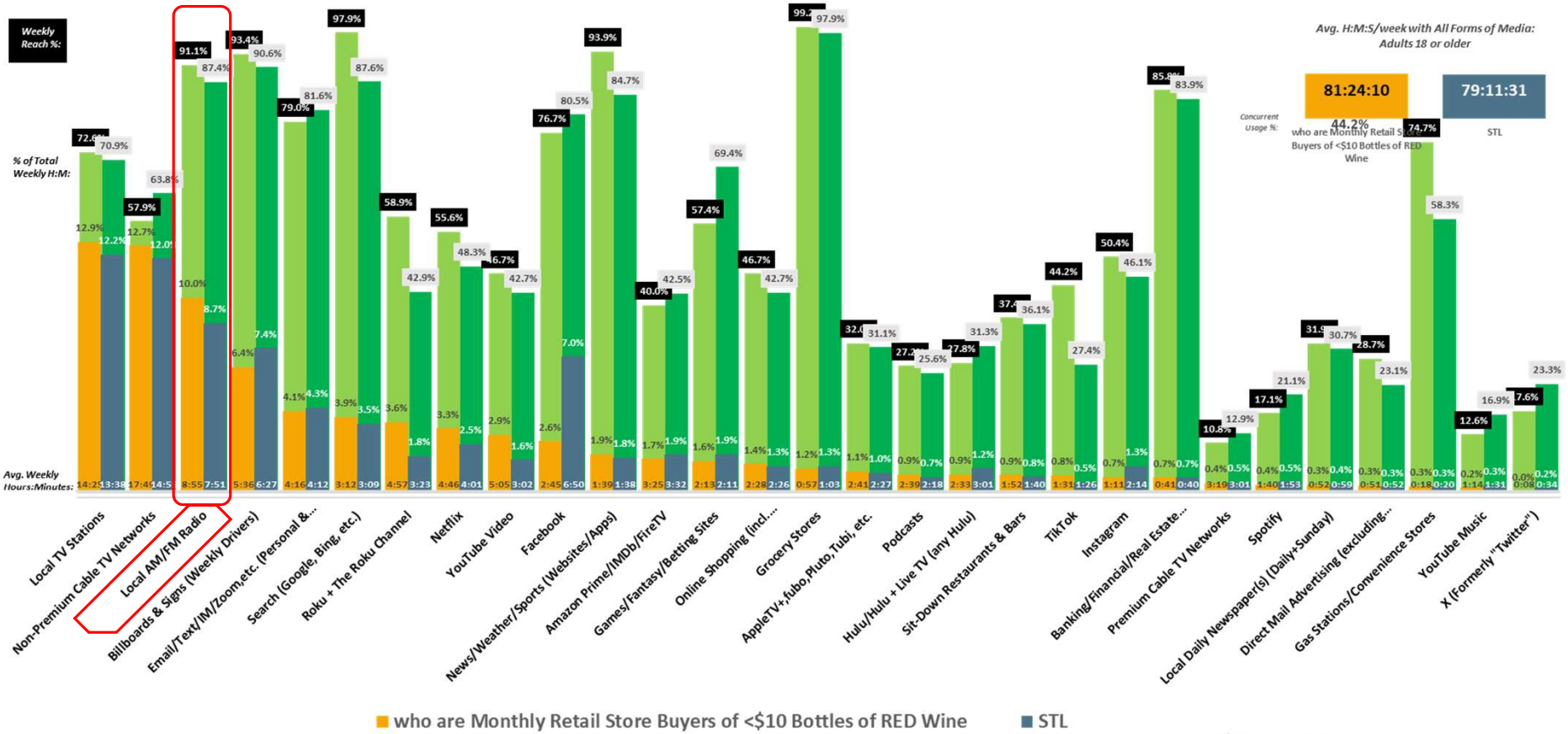
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**Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 3 days, 9 hours, 24 minutes and 10 seconds each week with All Forms of Media.**

***91.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.***

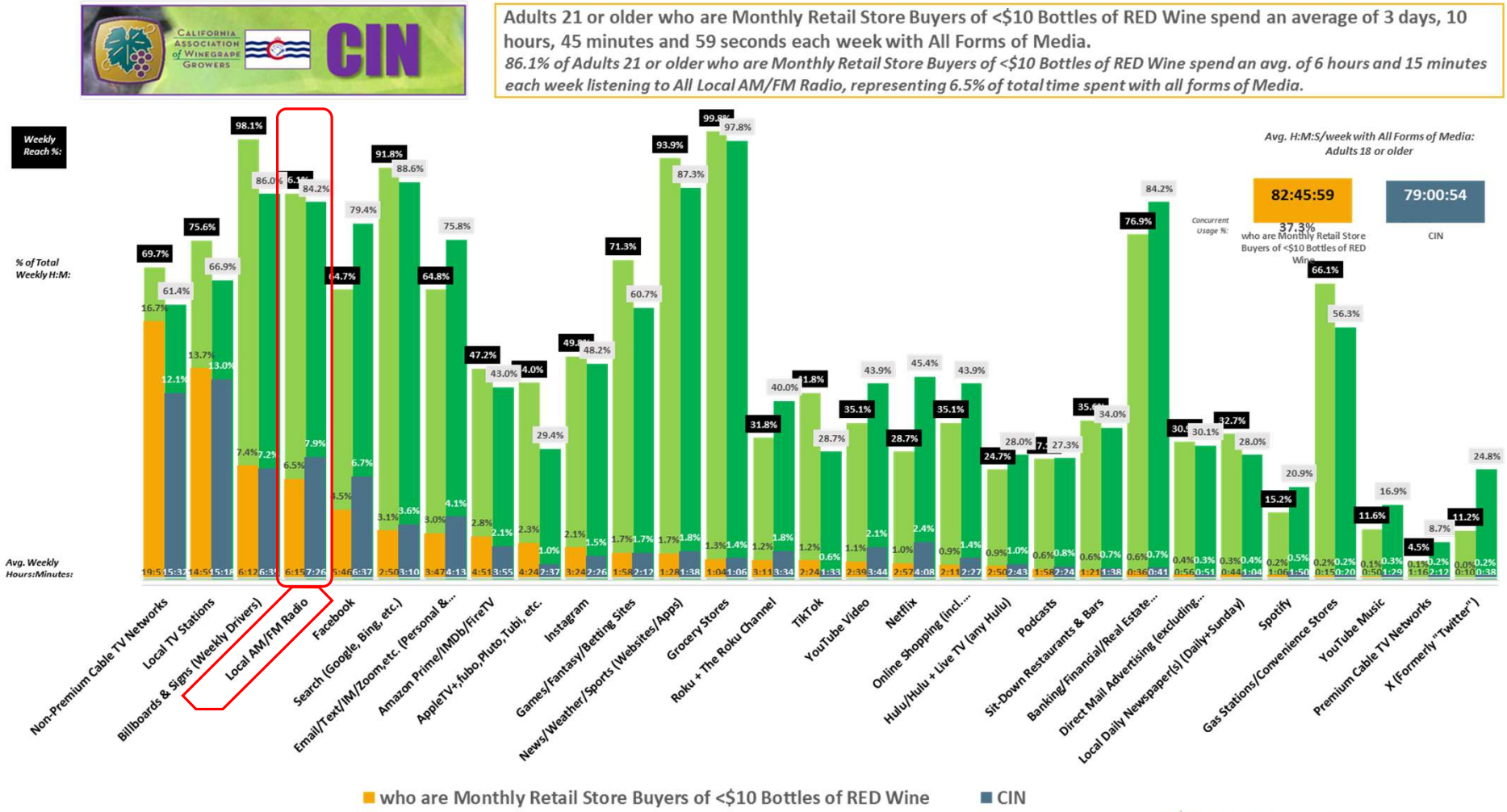



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886

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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

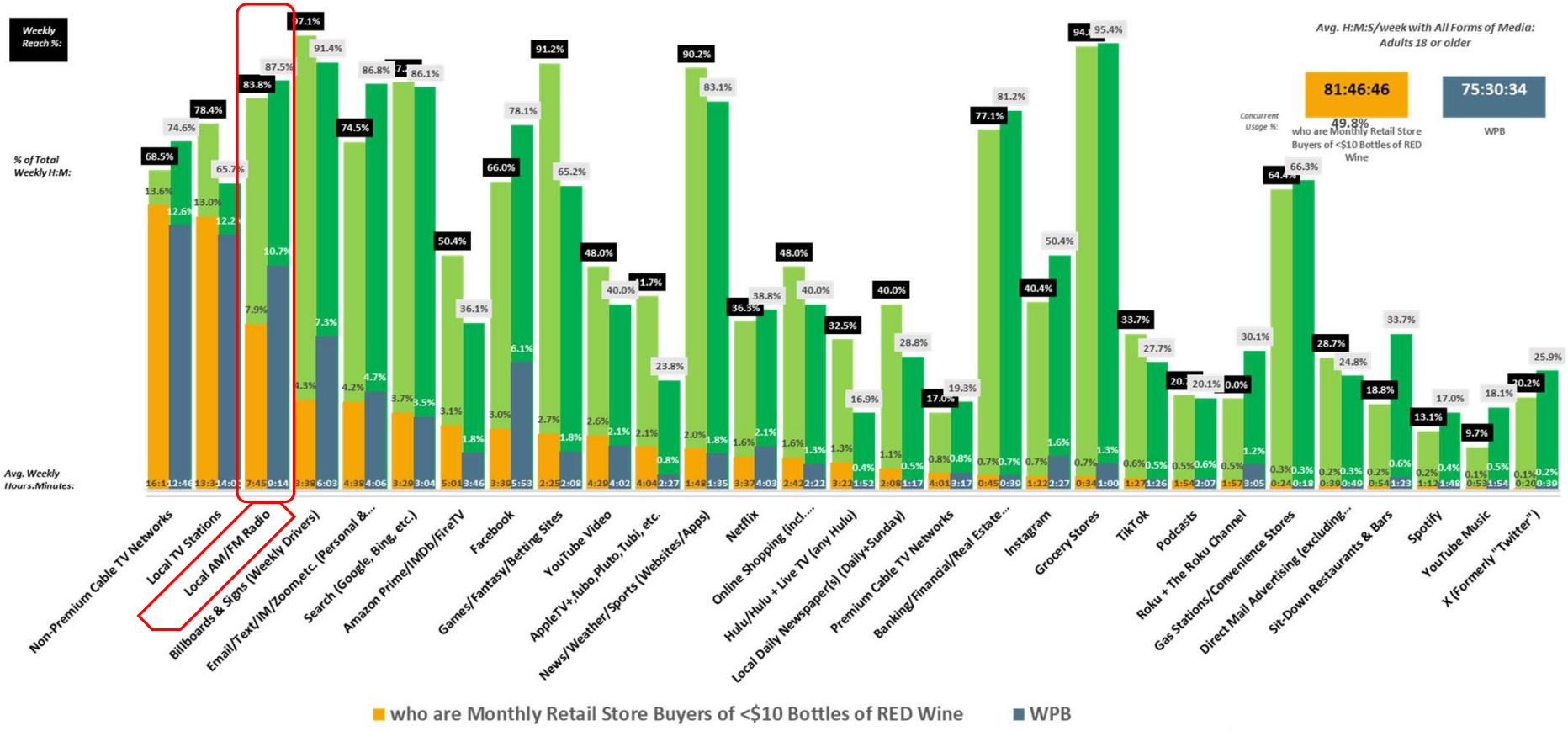
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**Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 3 days, 9 hours, 46 minutes and 46 seconds each week with All Forms of Media.**

***83.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.***




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422*

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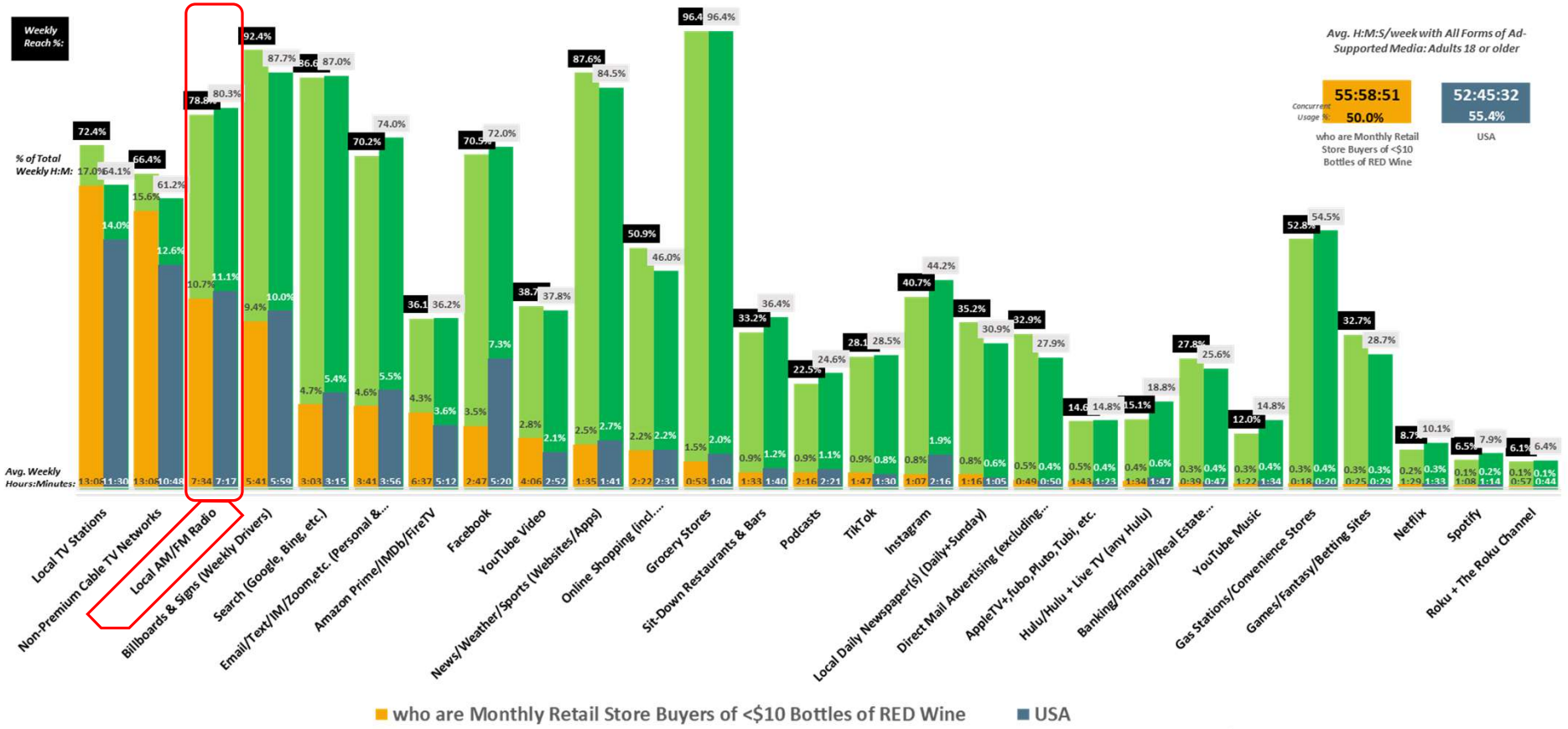
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**Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 2 days, 7 hours, 58 minutes and 51 seconds each week with All Forms of Ad-Supported Media.**

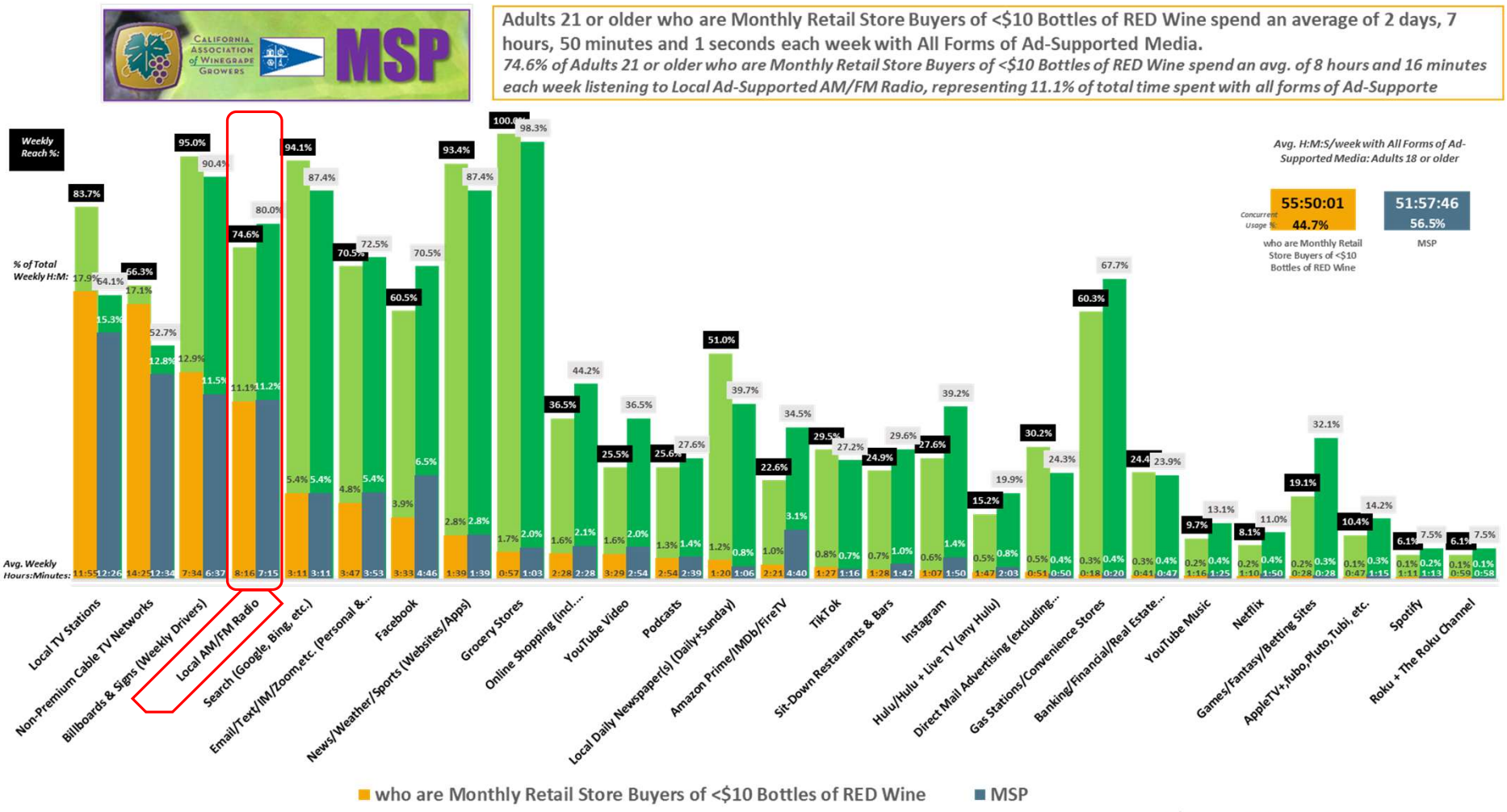
***78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Support***




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787
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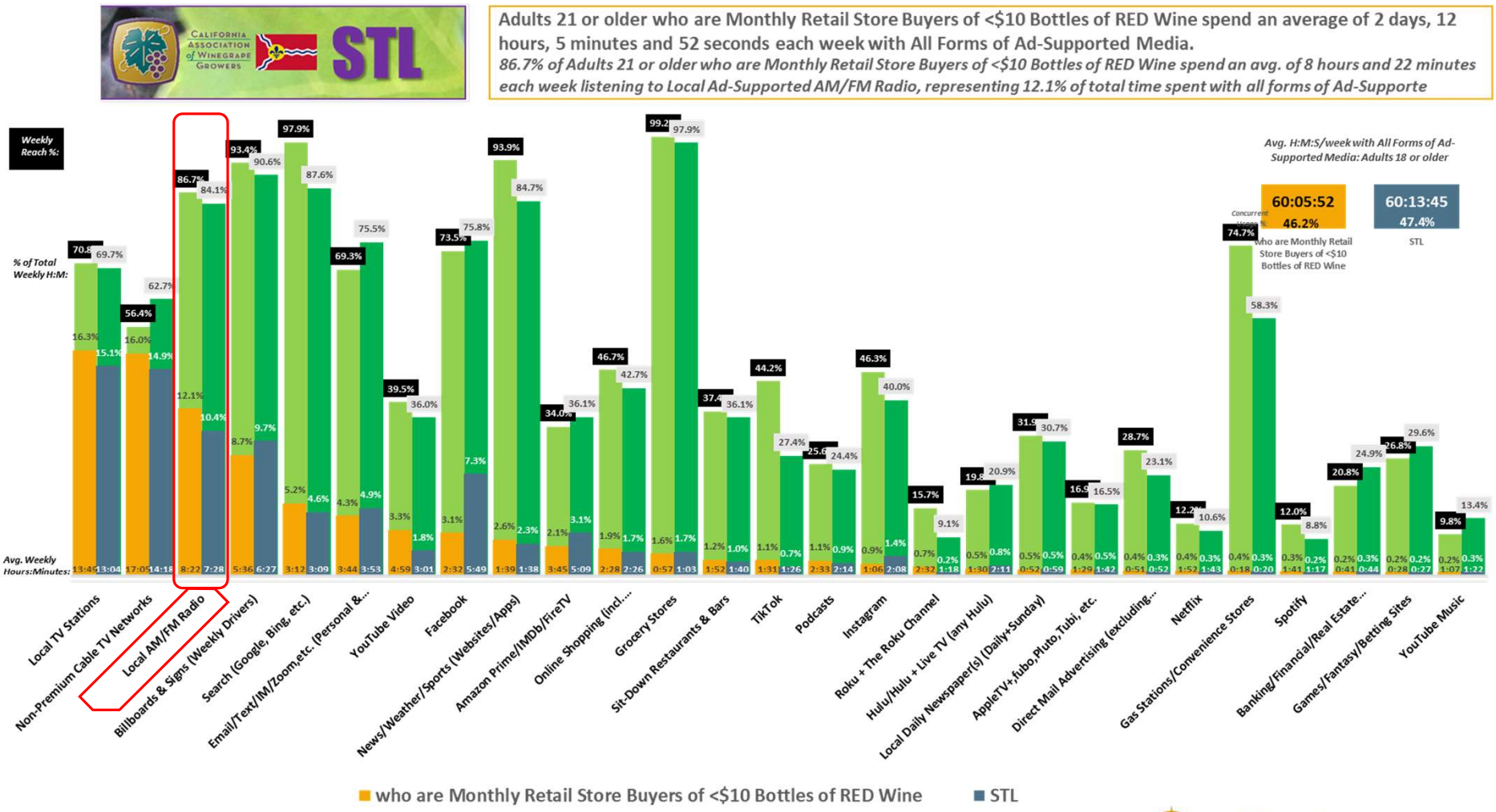



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

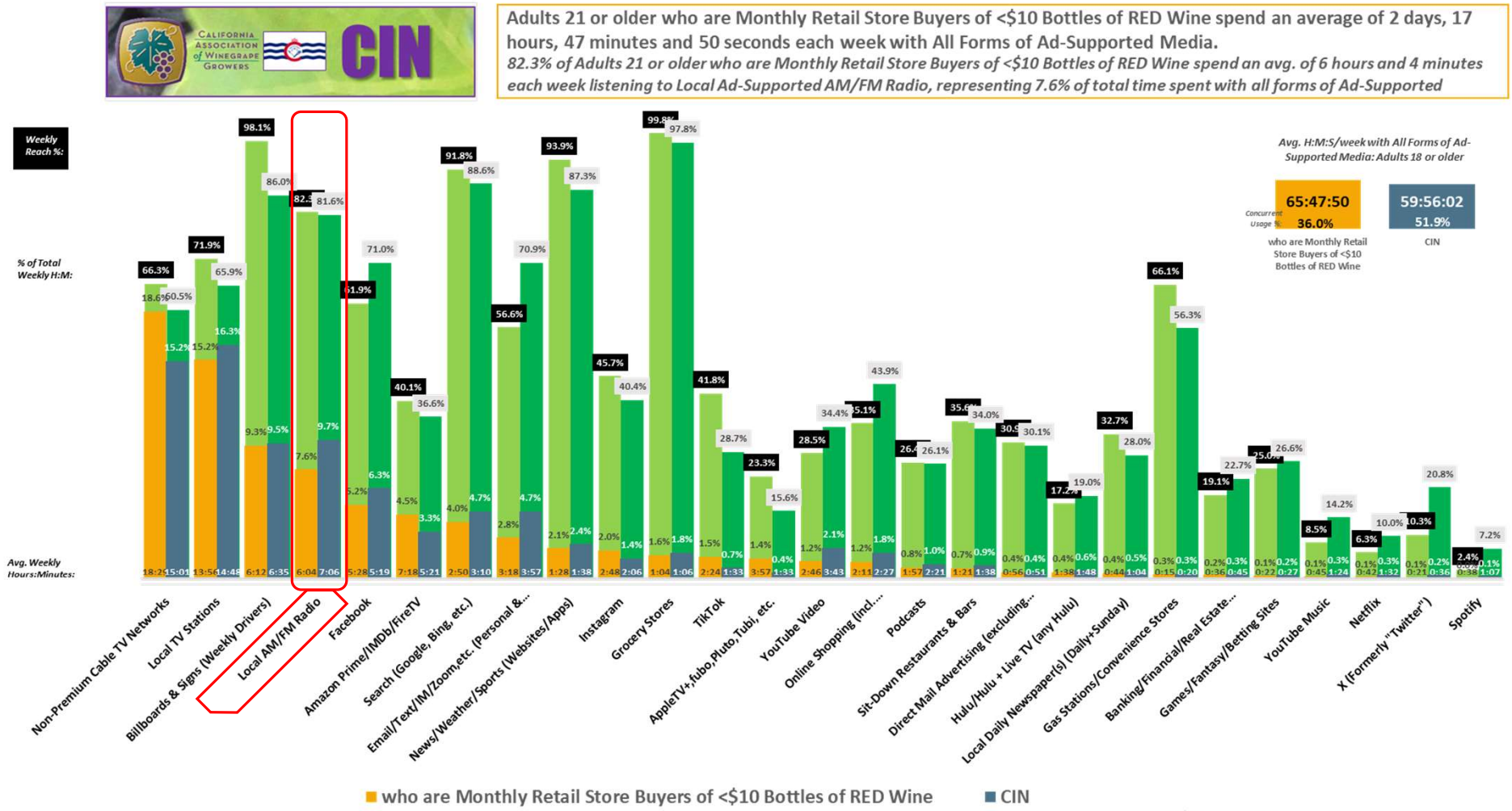



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

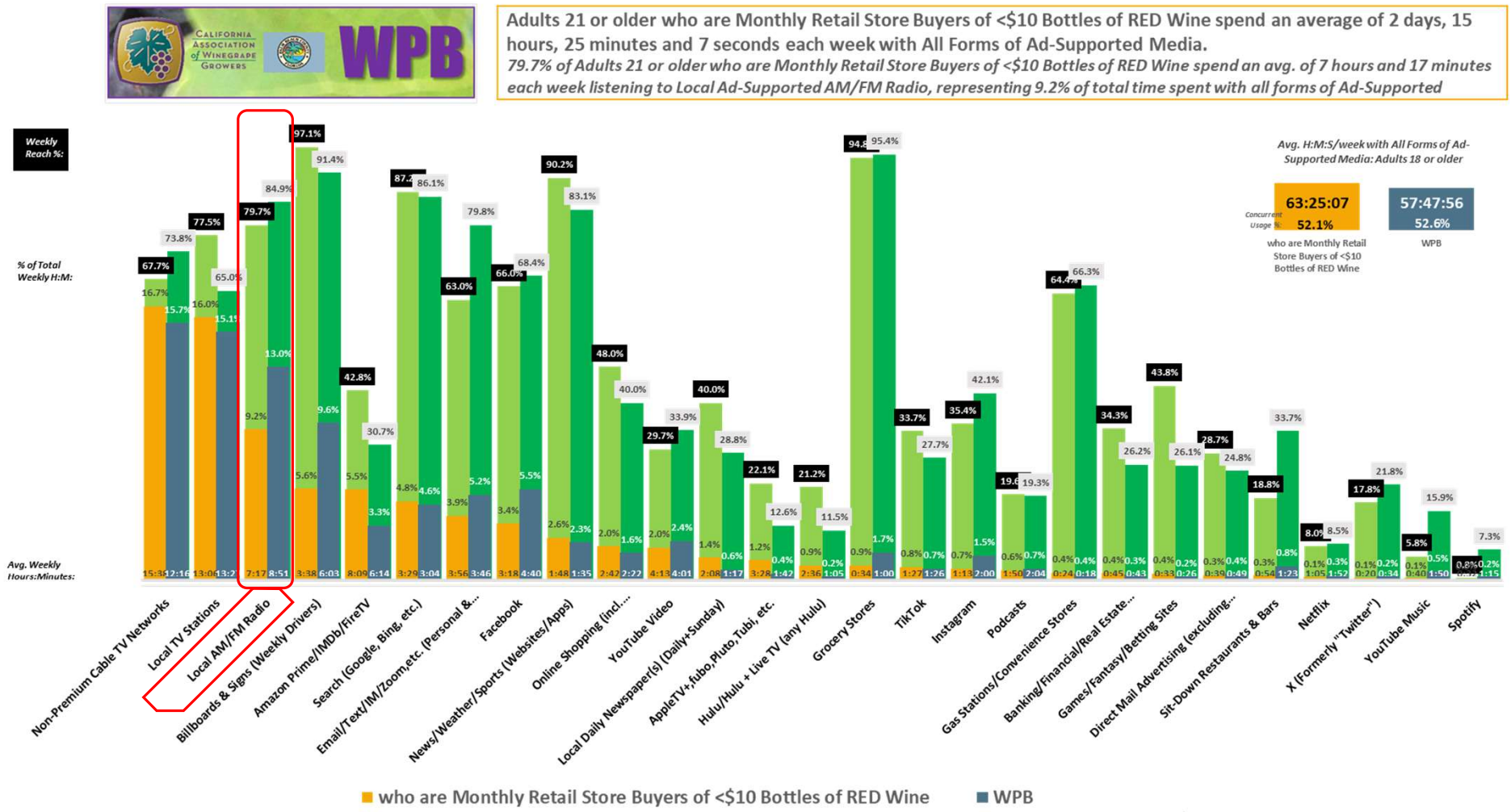



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422

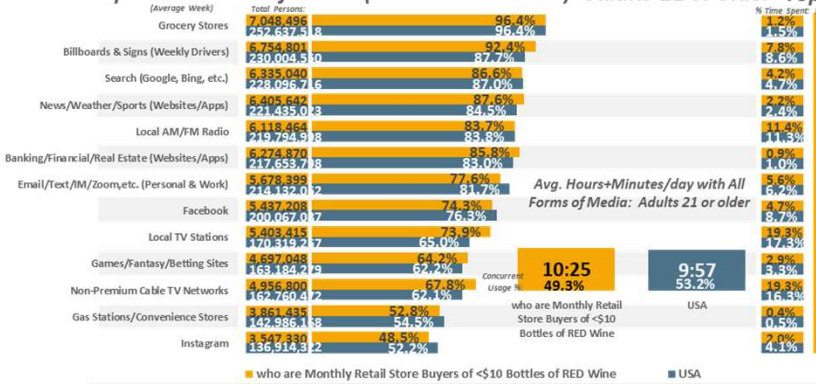
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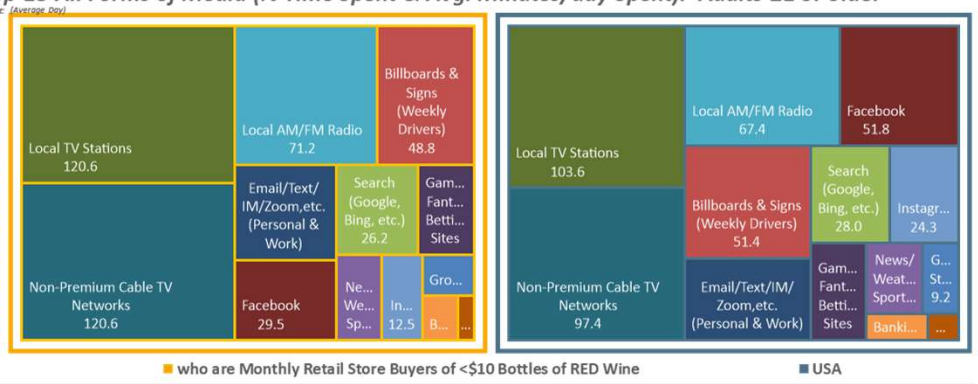
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Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

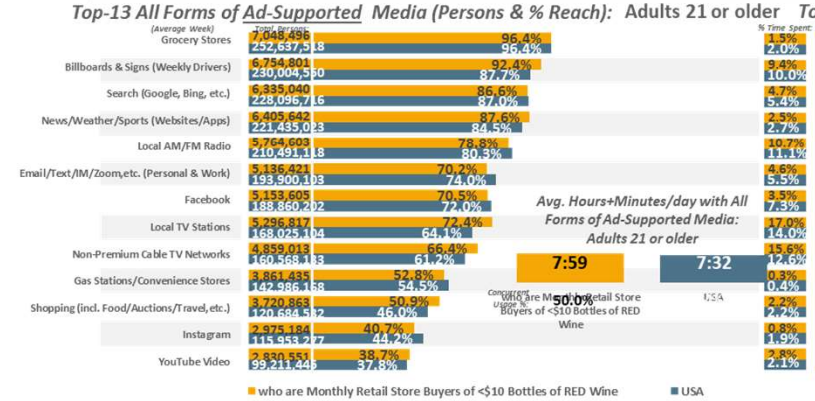
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 21 or older



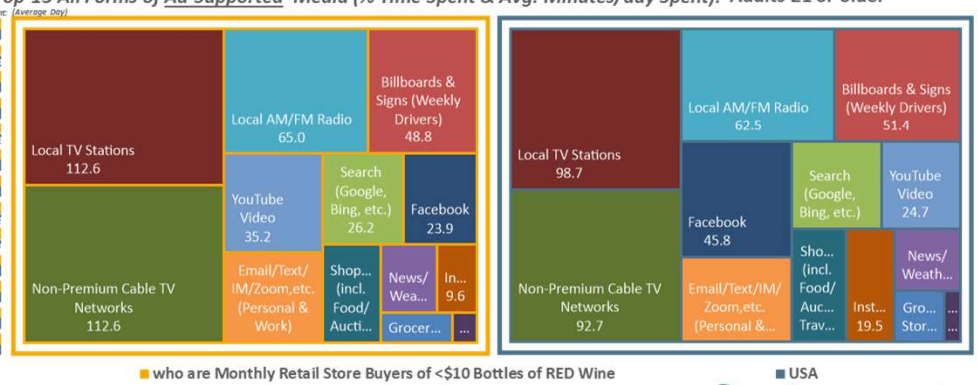

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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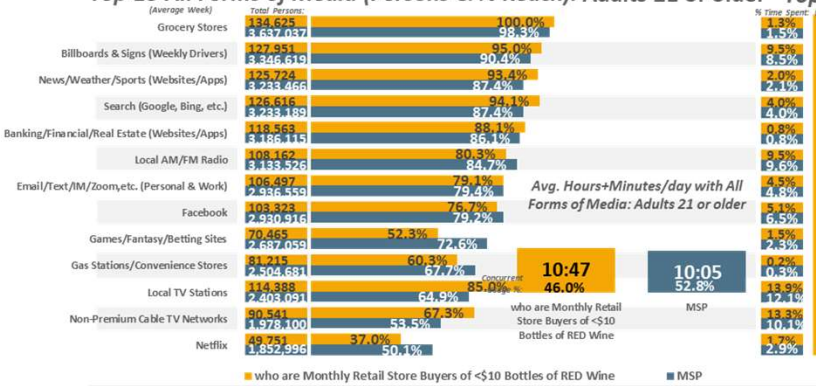
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

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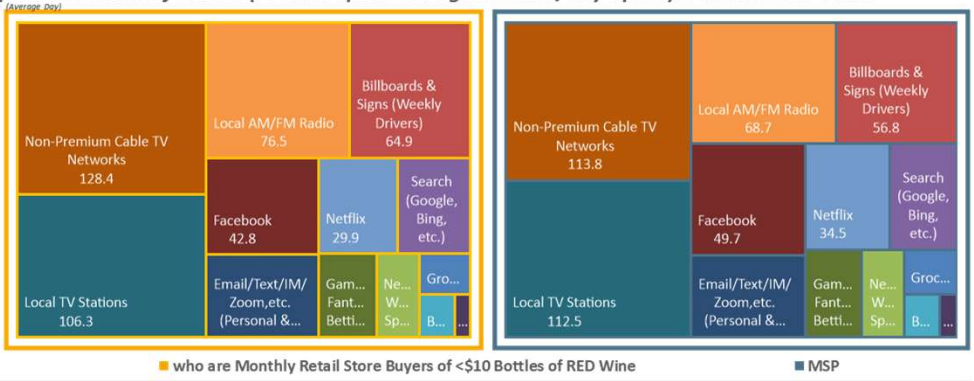
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 71. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

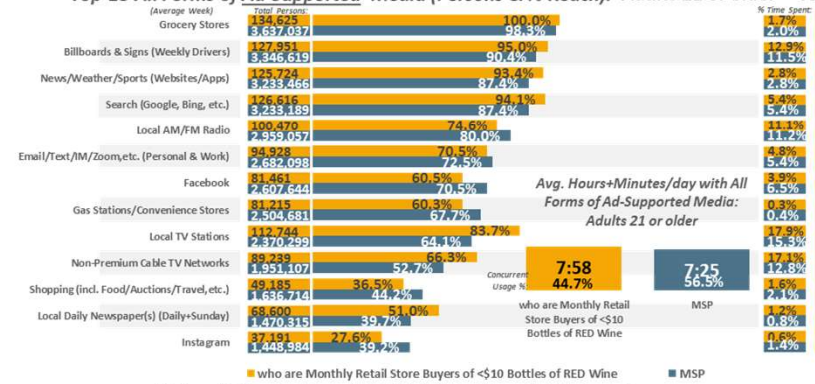
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 21 or older




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




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

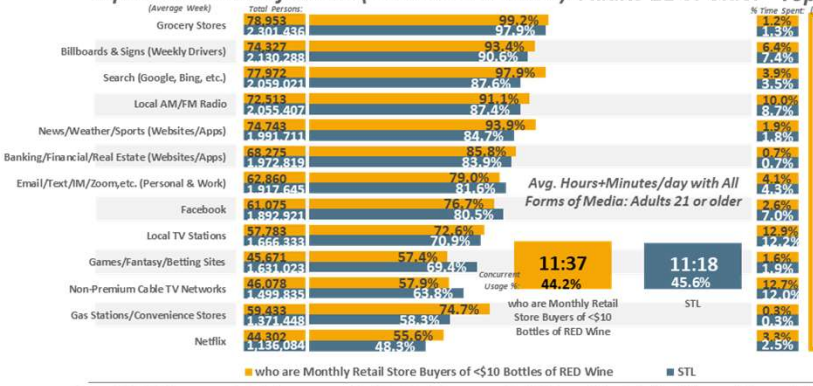
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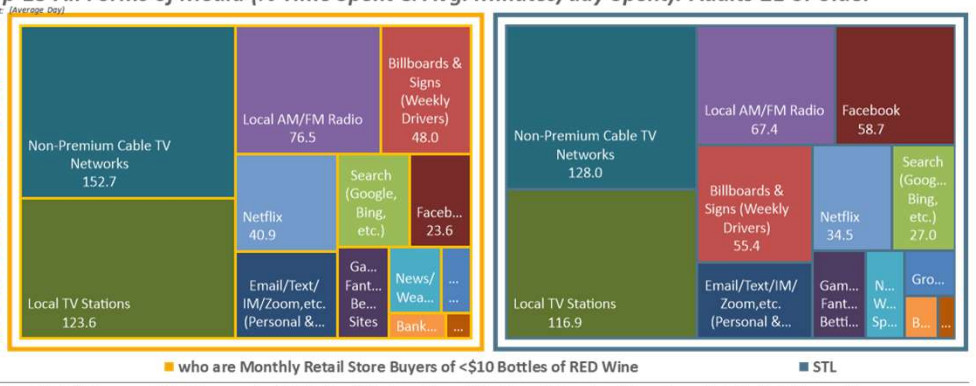
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 86.7% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

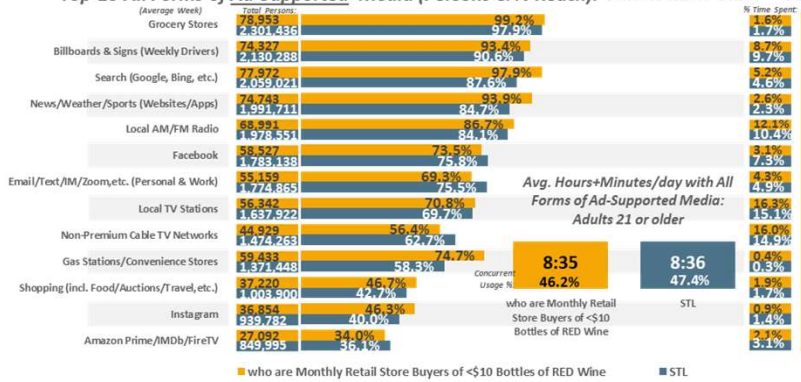
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 21 or older



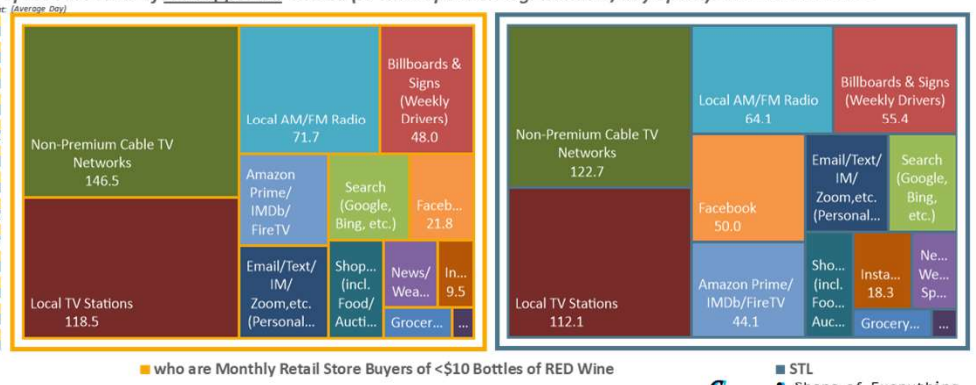

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

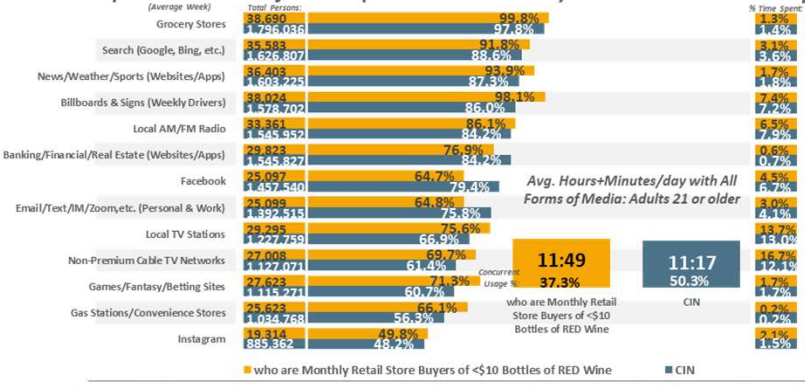
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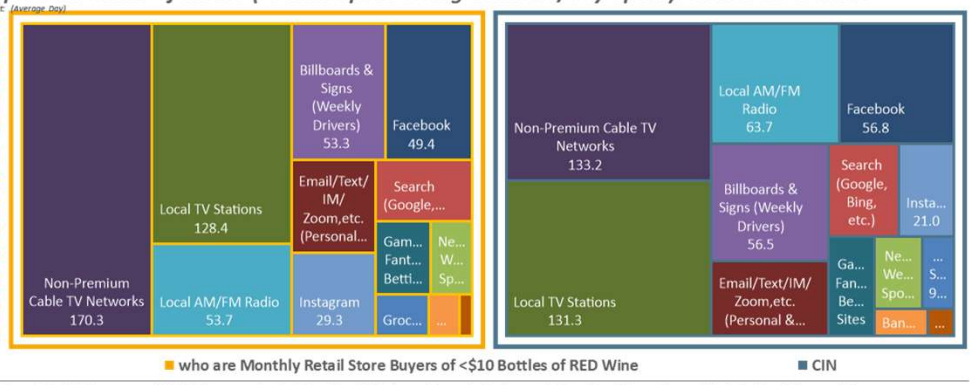
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

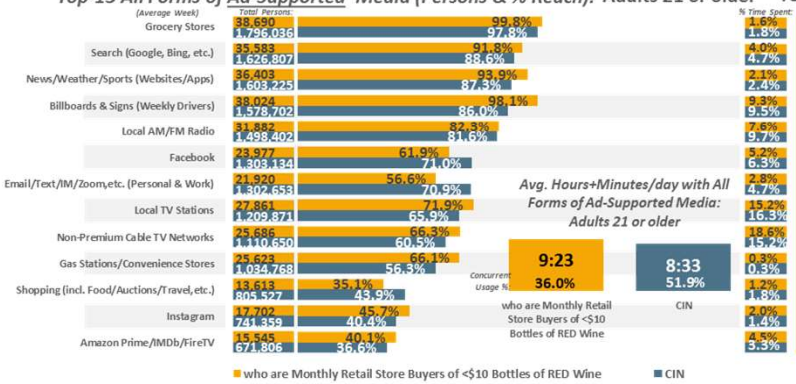
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 21 or older



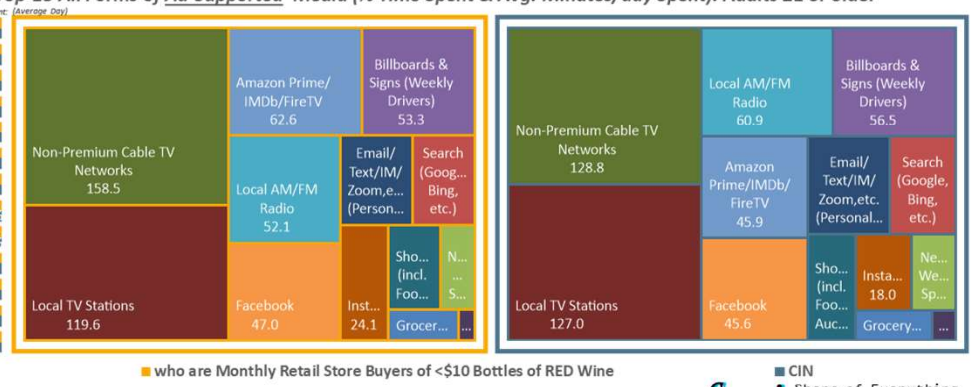

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

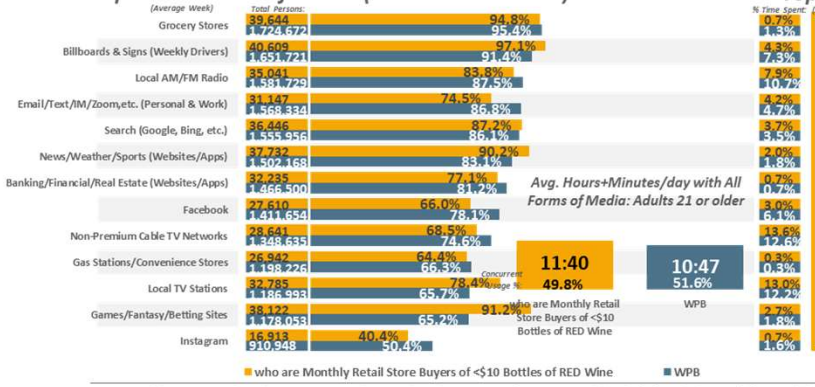
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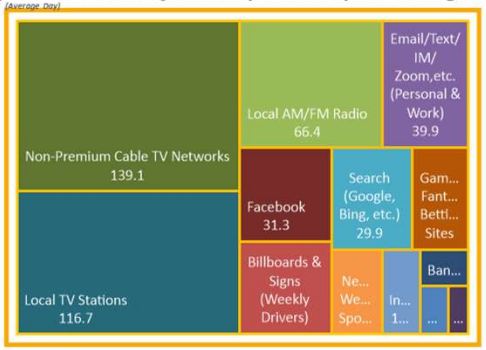
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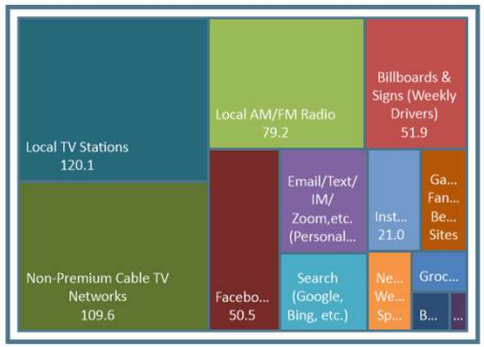
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

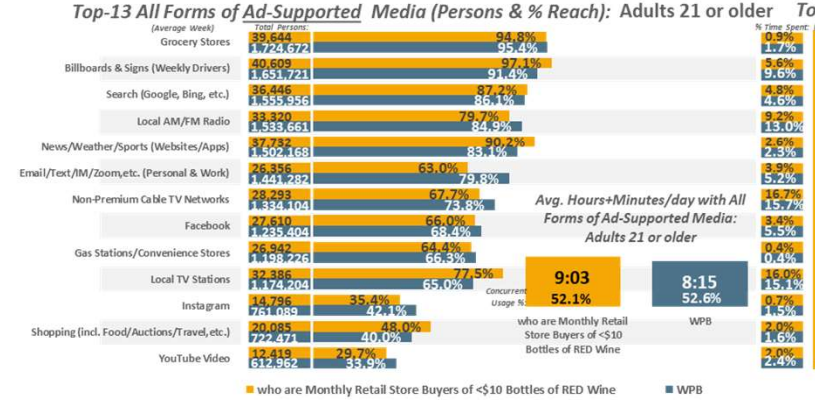
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 21 or older

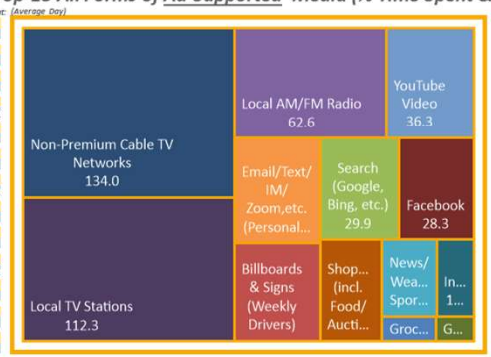


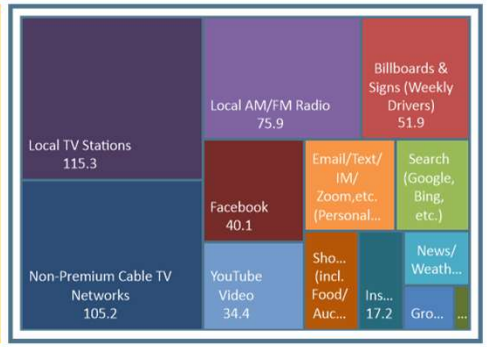




## *Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 21 or older




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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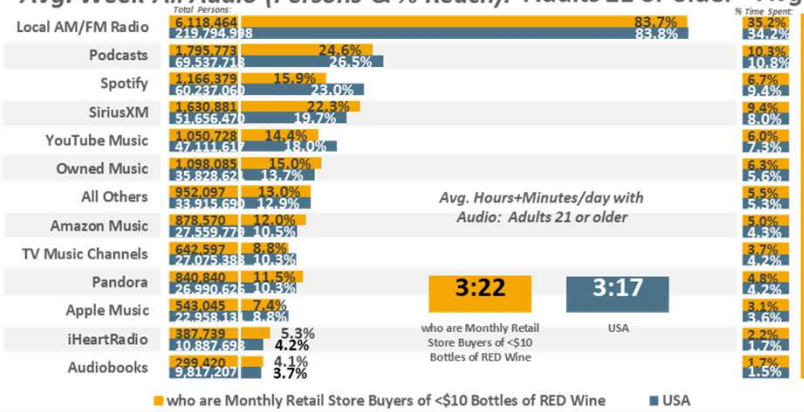
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

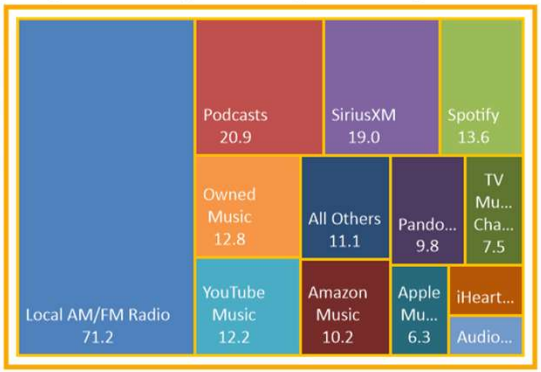


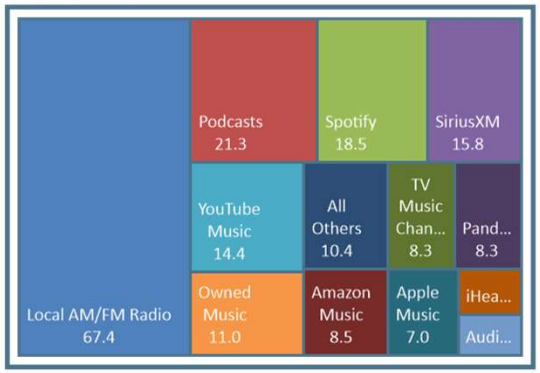

5,764,603 or 78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

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




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

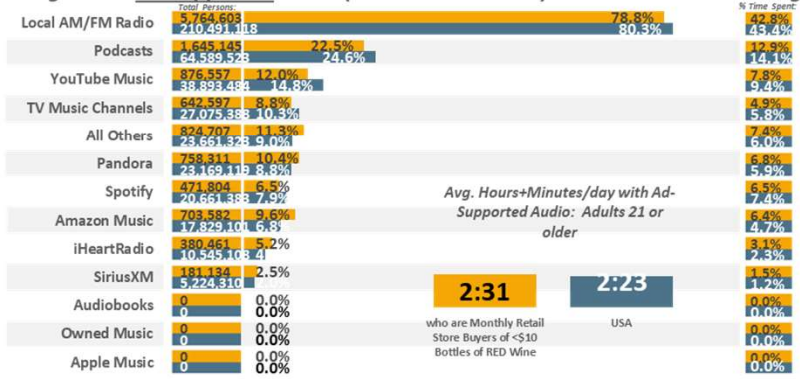


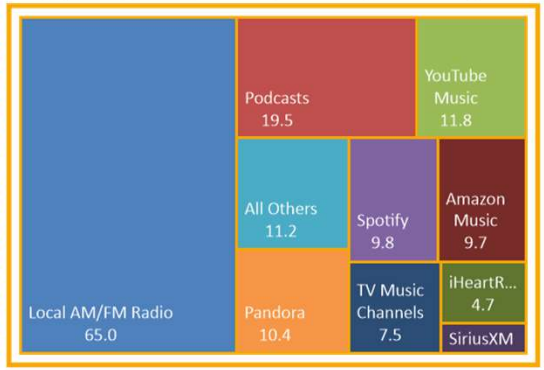

who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

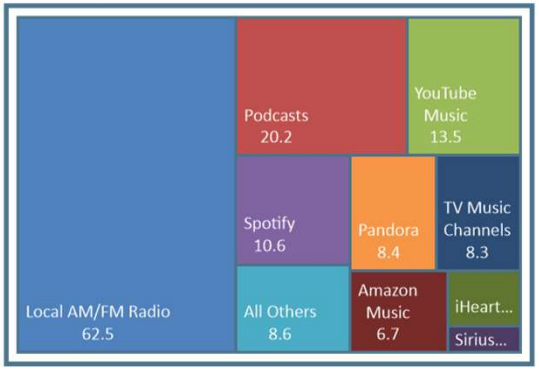
who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

## 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




who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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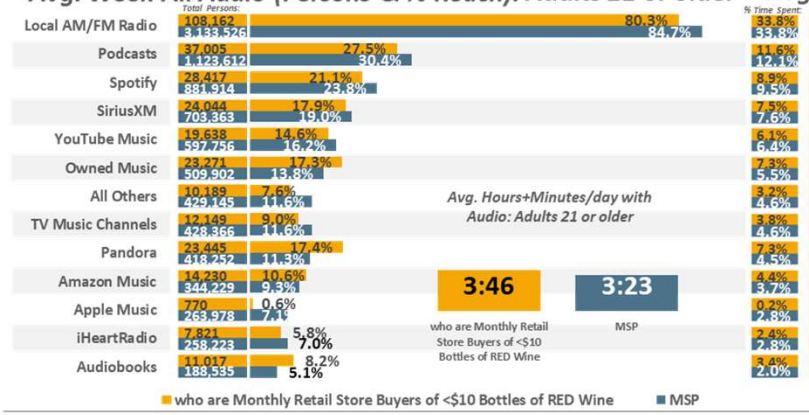
*Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24*

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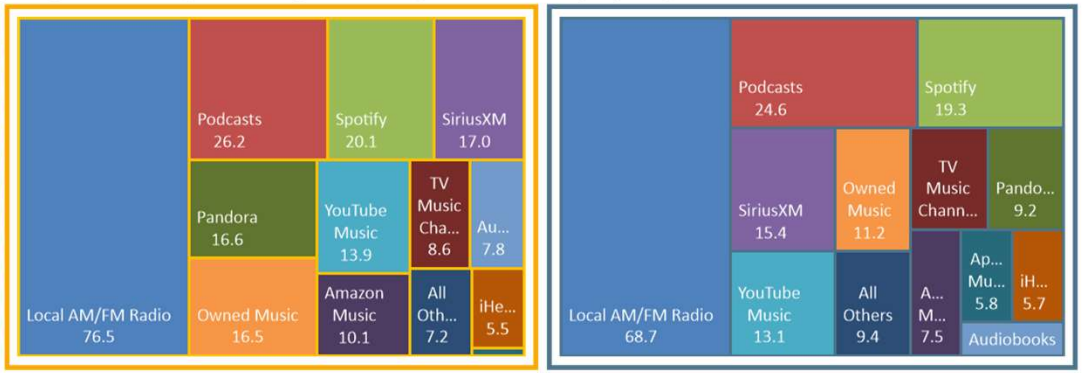
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

100,470 or 74.6% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

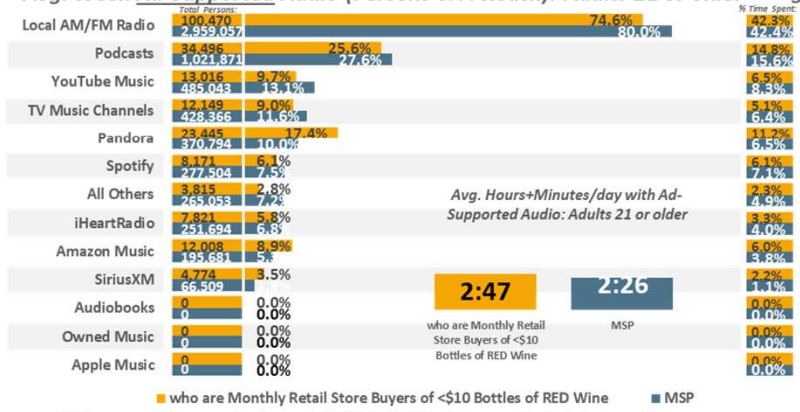
## Avg. Week All Audio (Persons & % Reach): Adults 21 or older



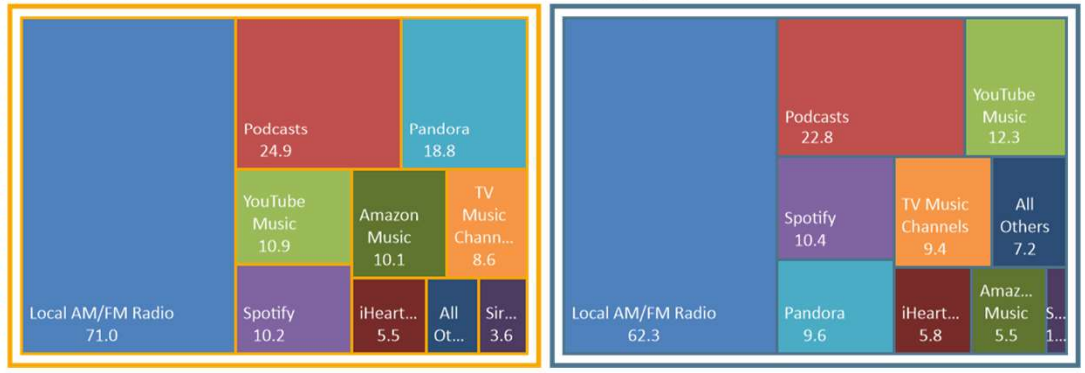

## Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

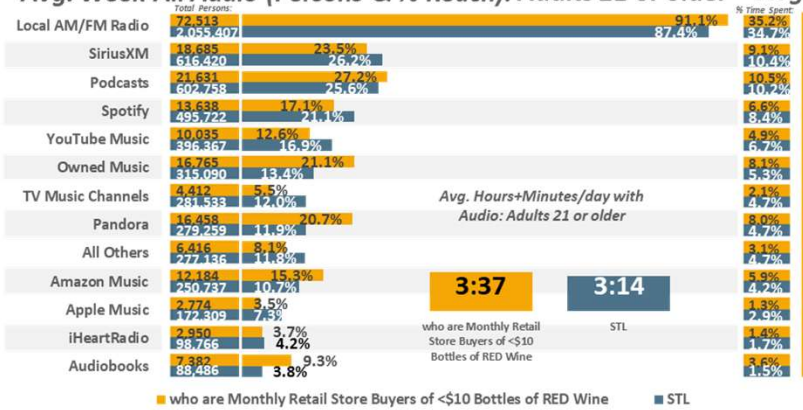
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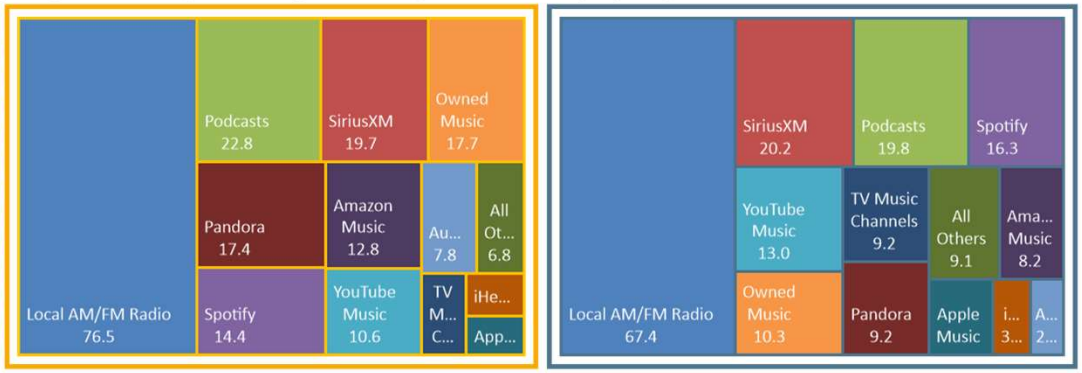
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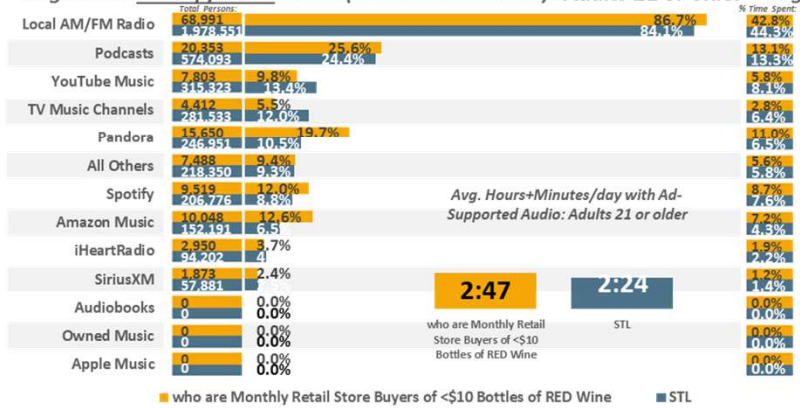
## Avg. Week All Audio (Persons & % Reach): Adults 21 or older



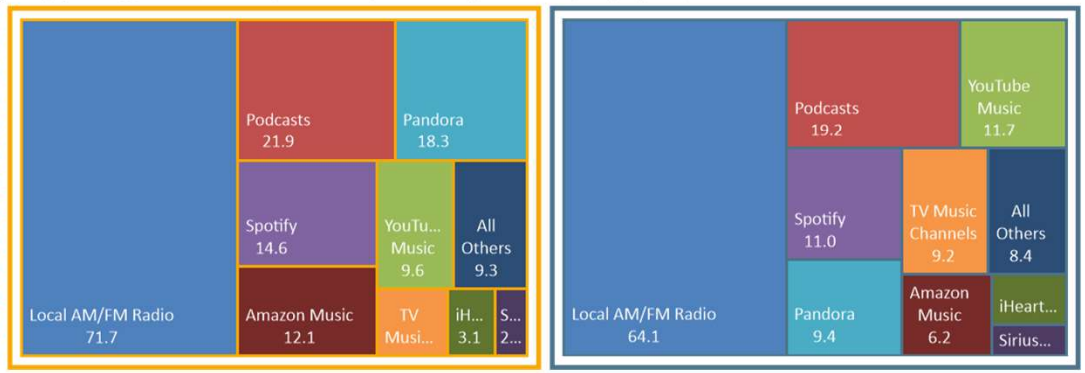

## Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

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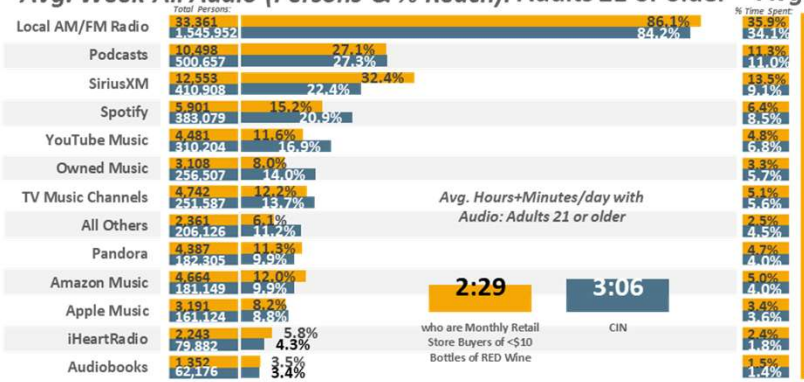
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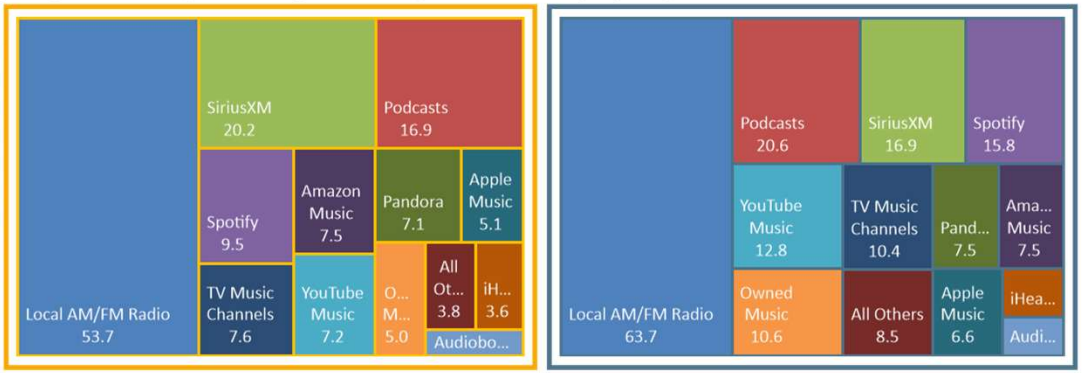
CIN

31,882 or 82.3% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.

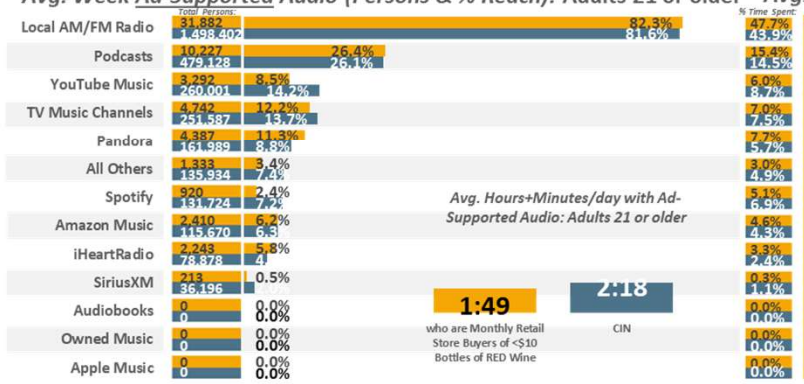
## Avg. Week All Audio (Persons & % Reach): Adults 21 or older



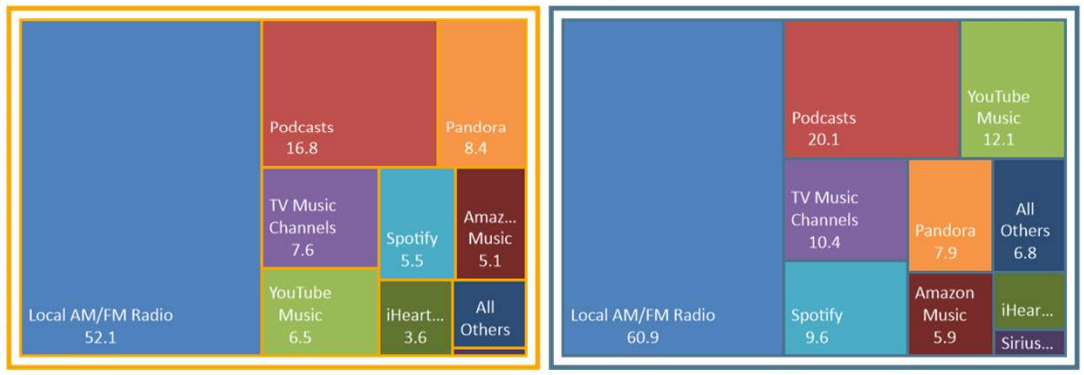

## Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

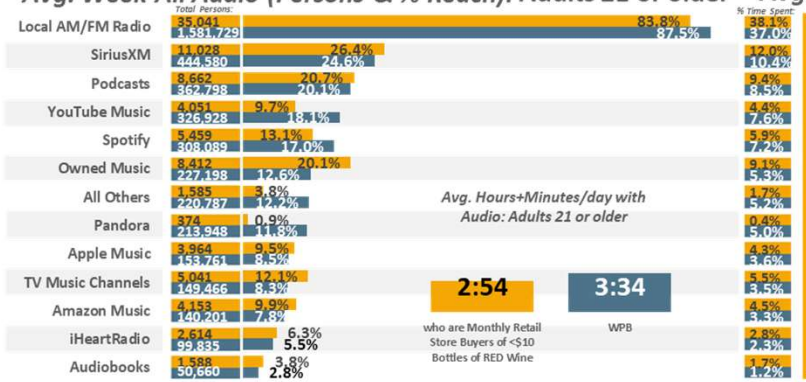
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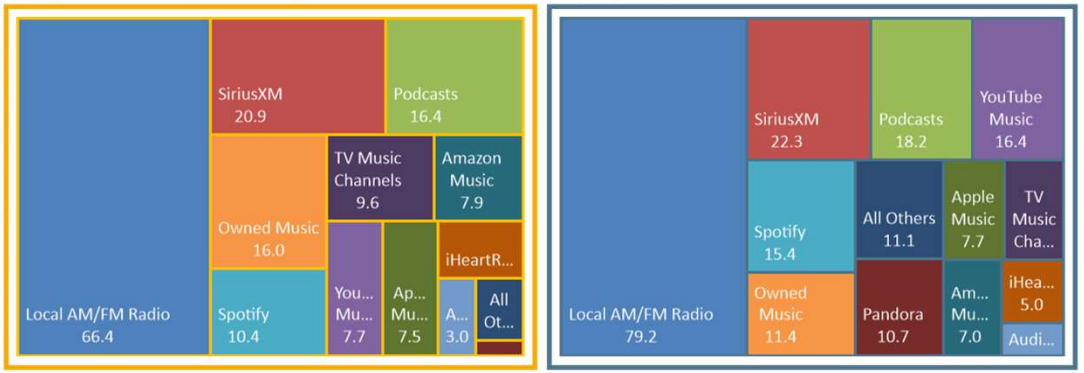
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33,320 or 79.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 52.4% of all time spent daily with Ad-Supported Audio.

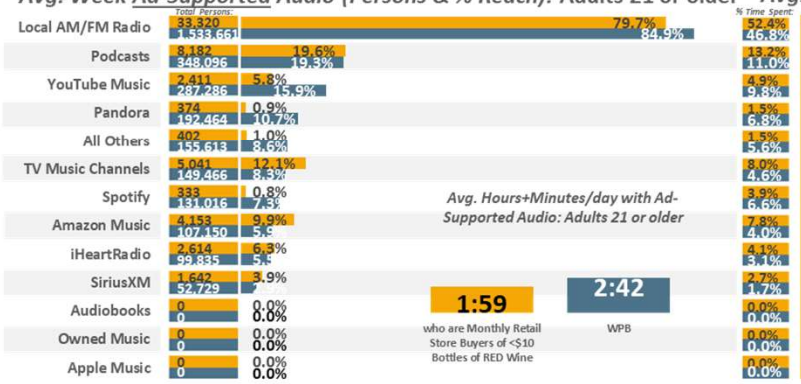
## Avg. Week All Audio (Persons & % Reach): Adults 21 or older



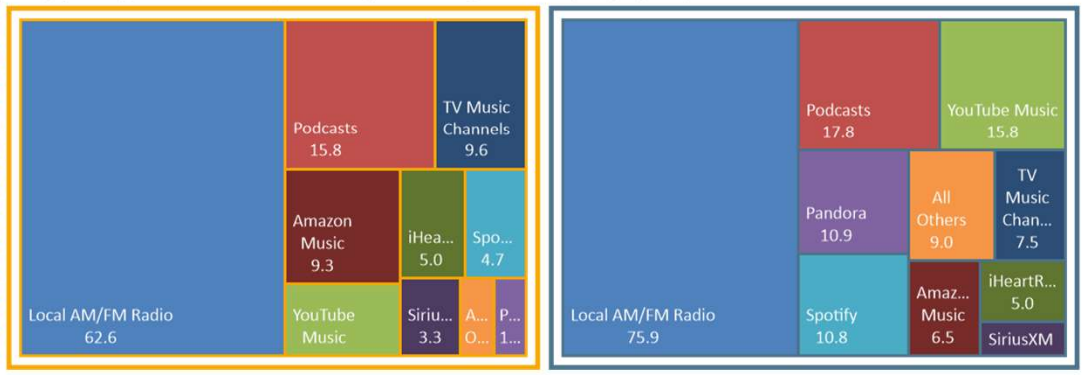

## Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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



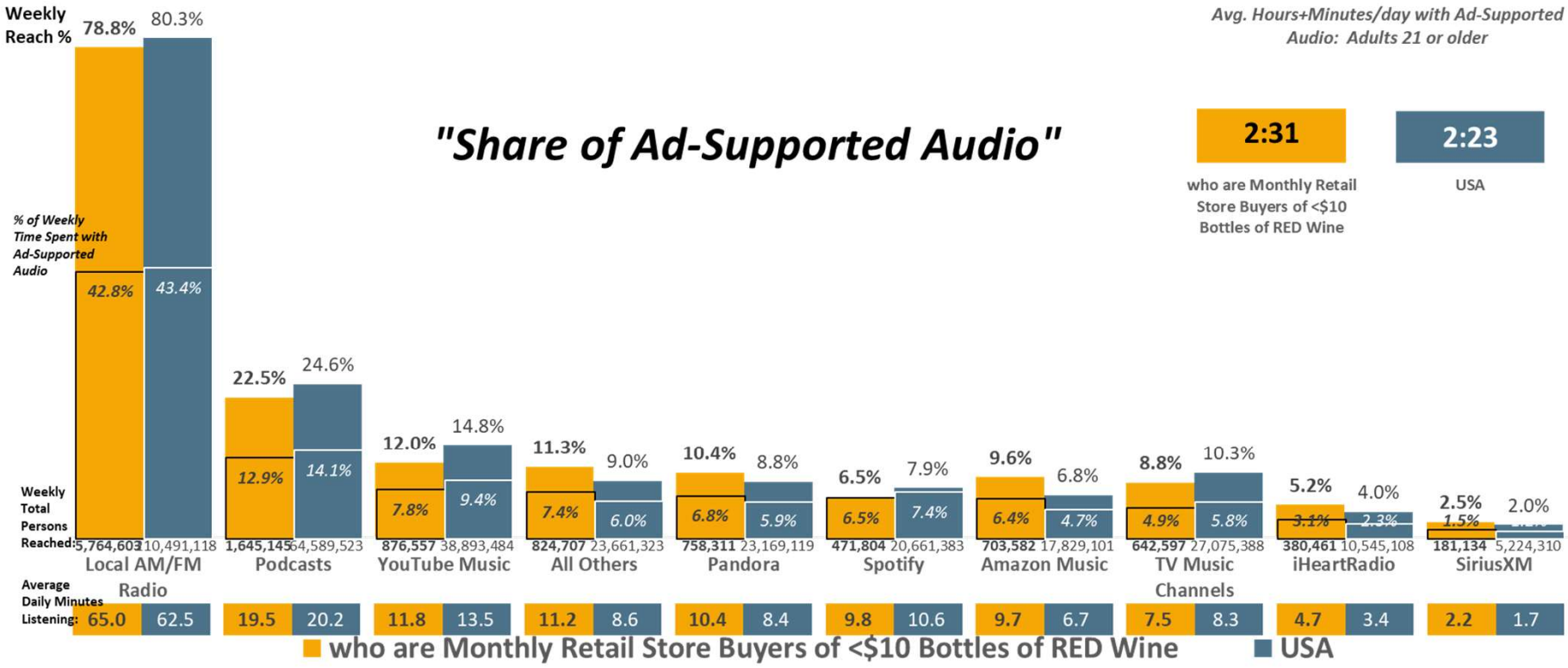

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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5,764,603 or 78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

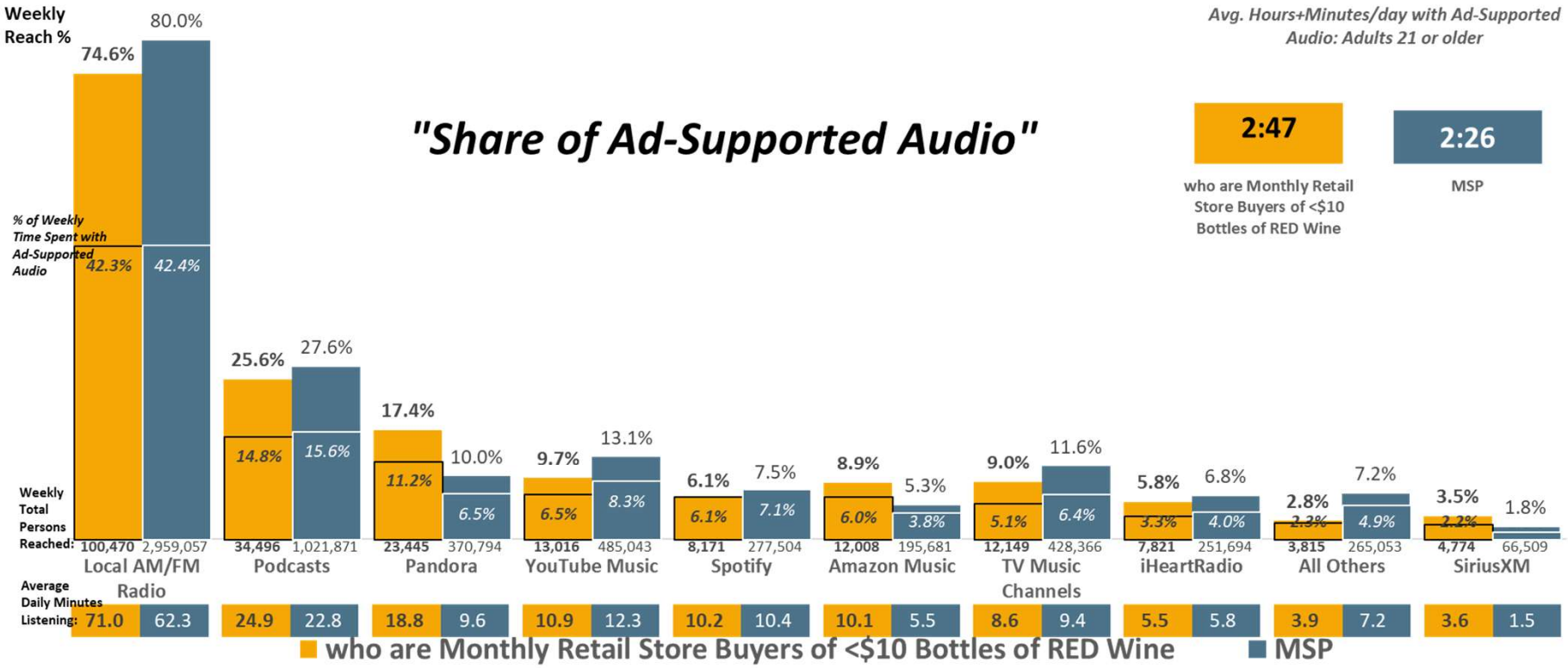
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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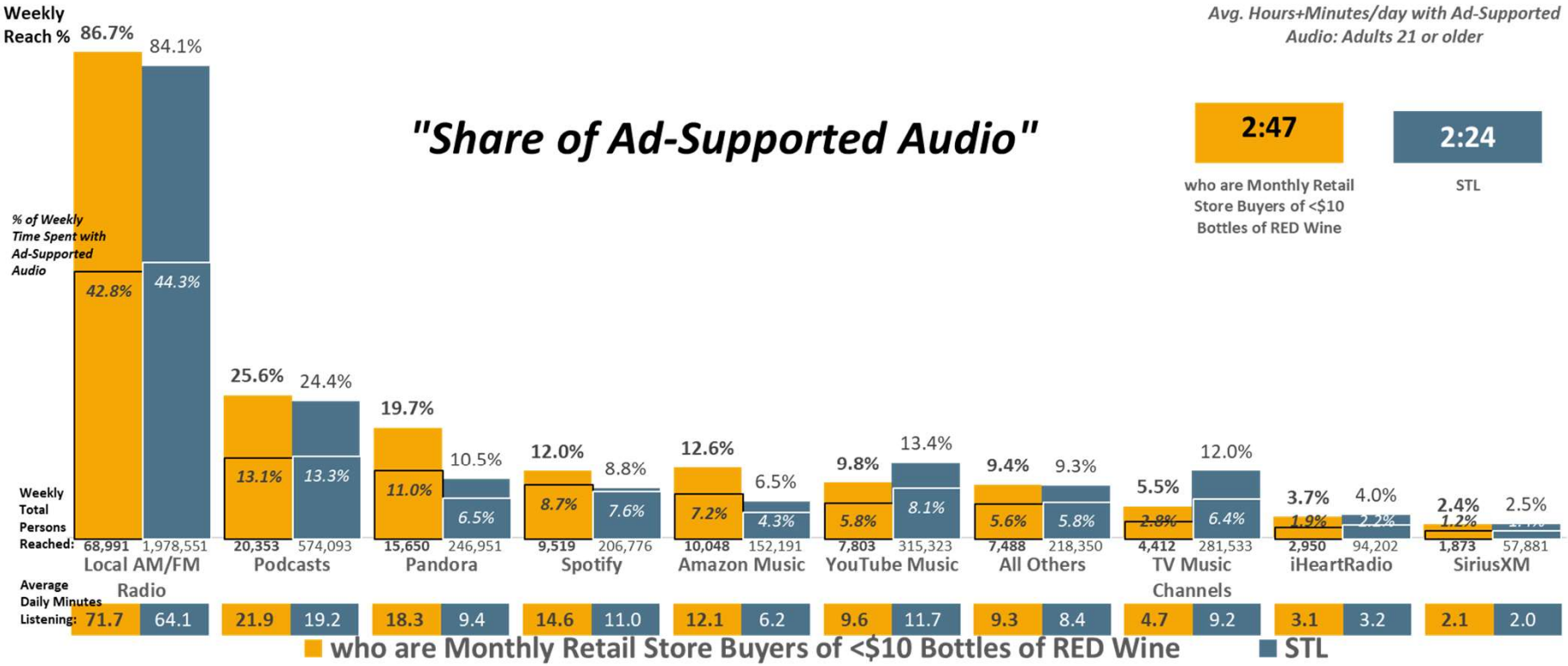
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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811
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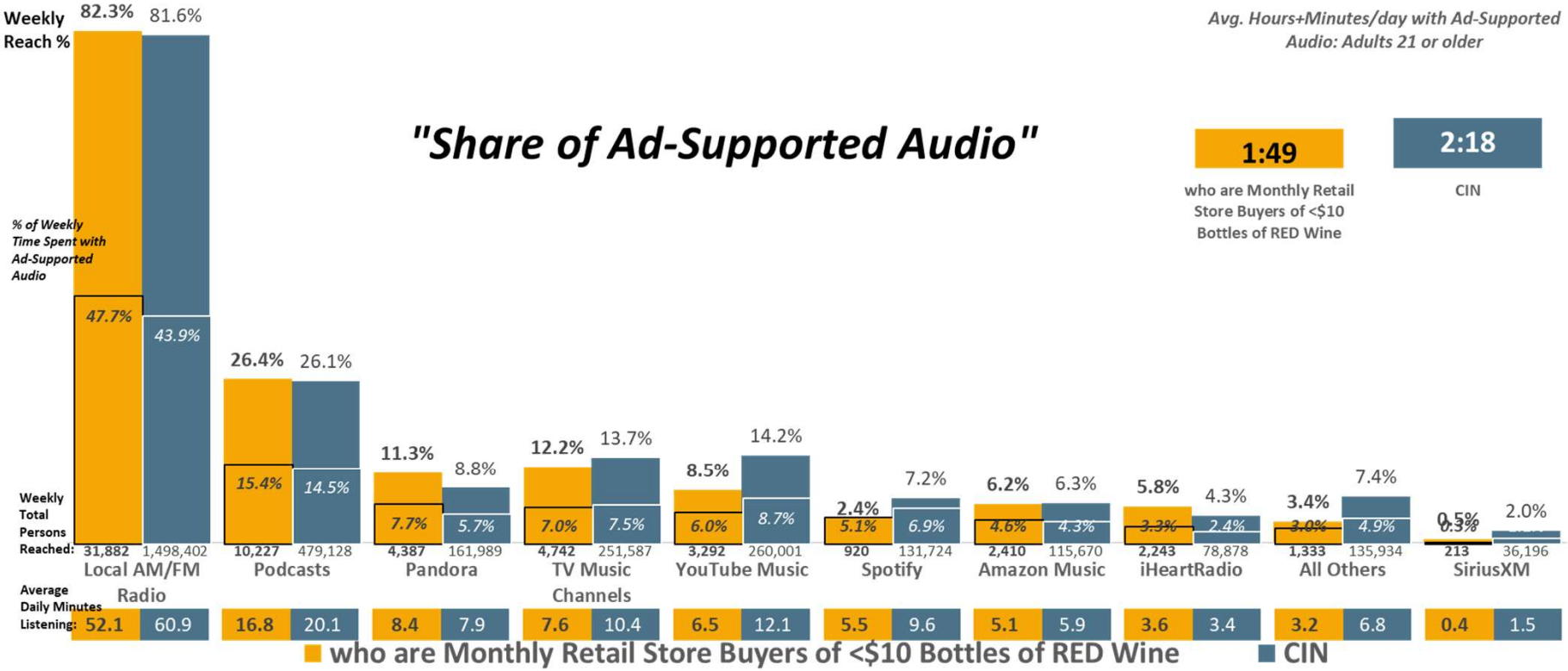

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886

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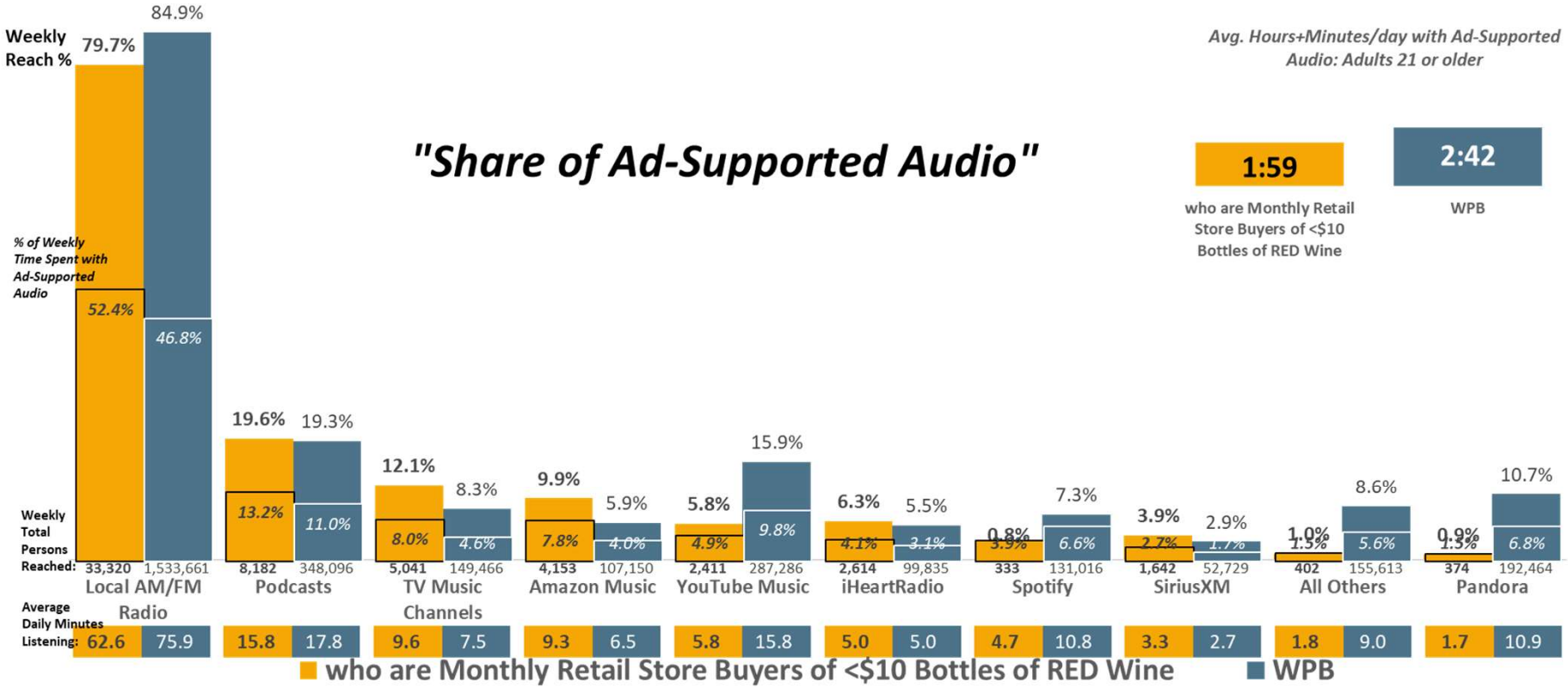

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422

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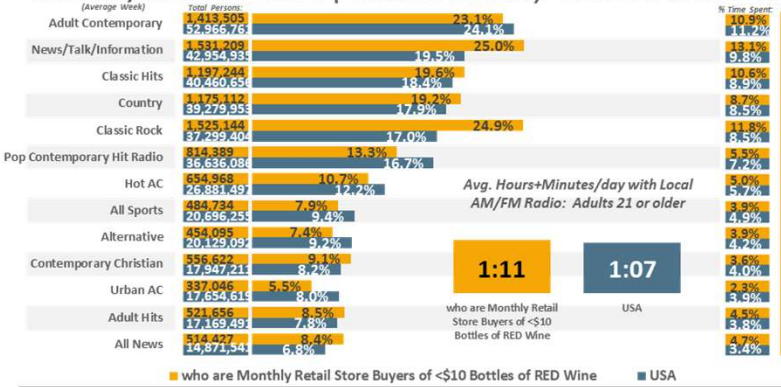
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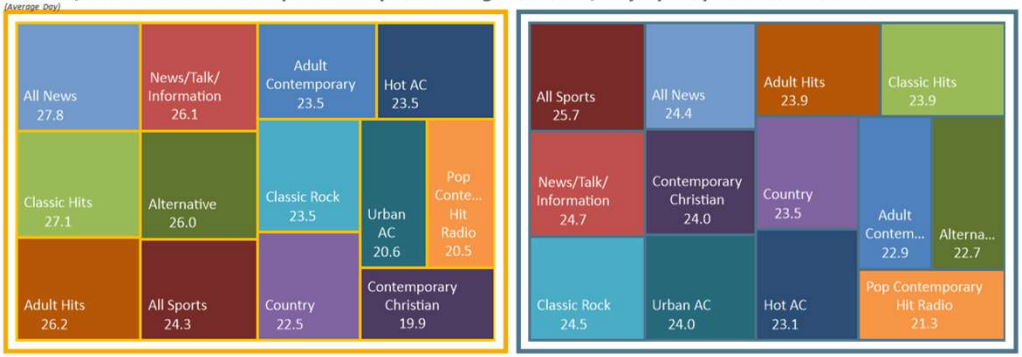



5,764,603 or 78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and News/Talk/Information.

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



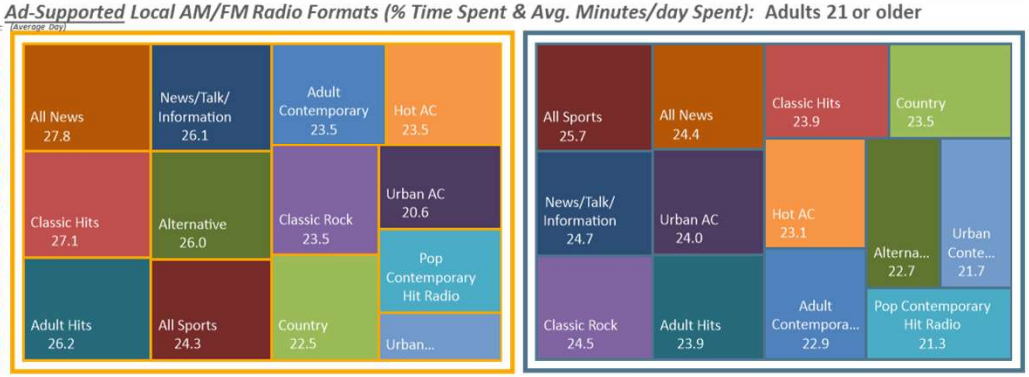

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

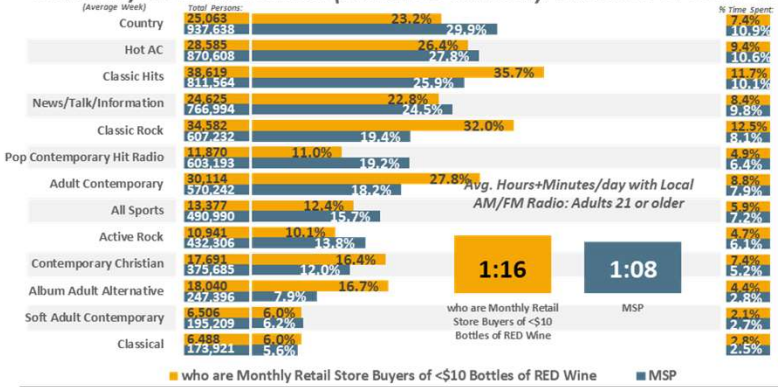
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

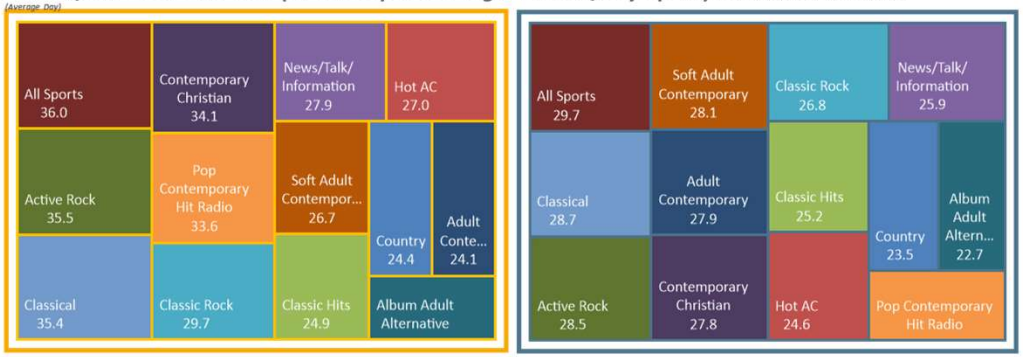
MSP

100,470 or 74.6% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Hot AC, and Country.

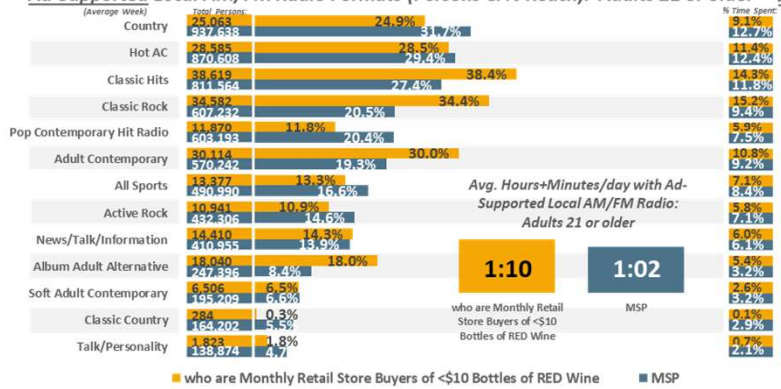
## Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



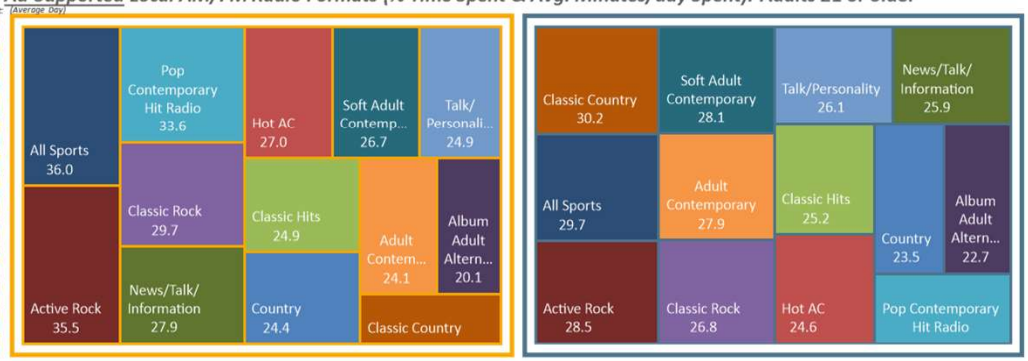

## Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

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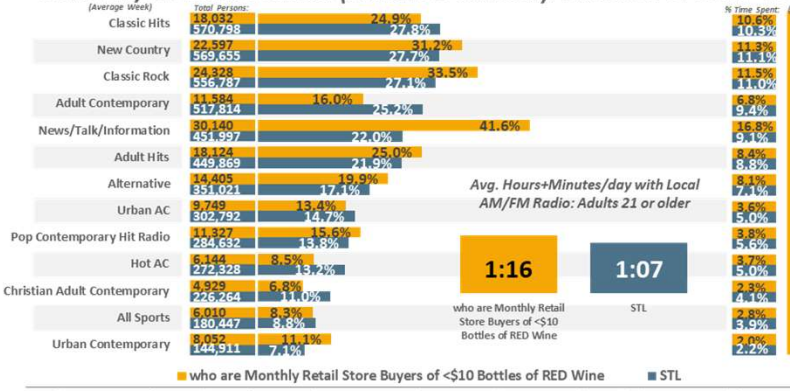
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

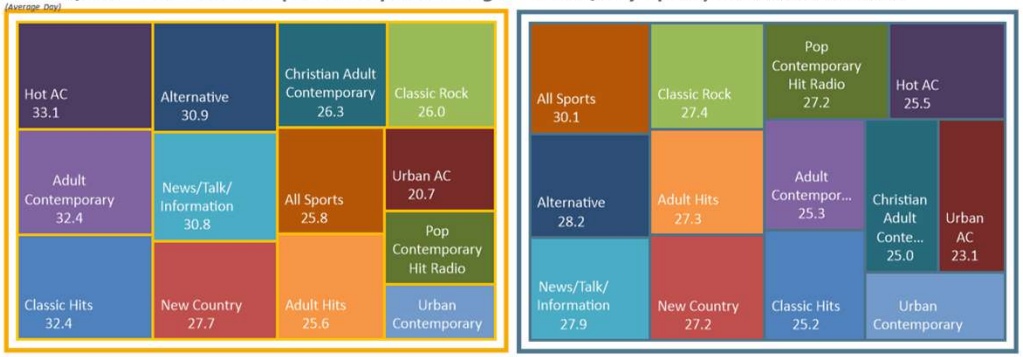



68,991 or 86.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Rock, New Country, Adult Hits, and Classic Hits.

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



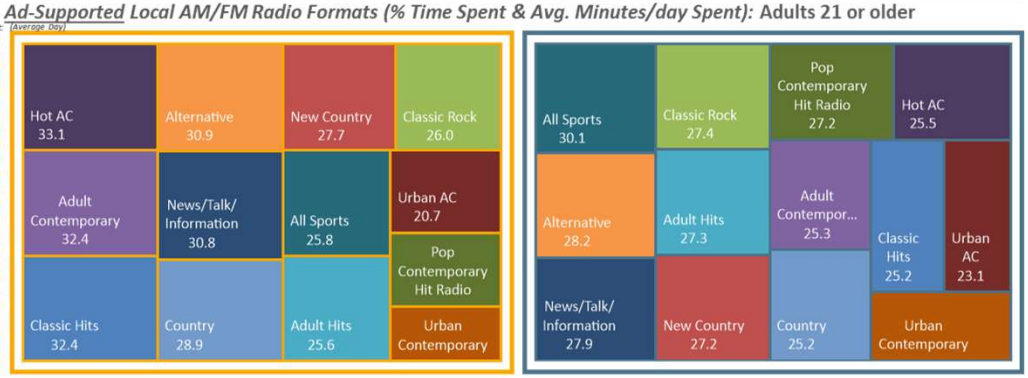

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

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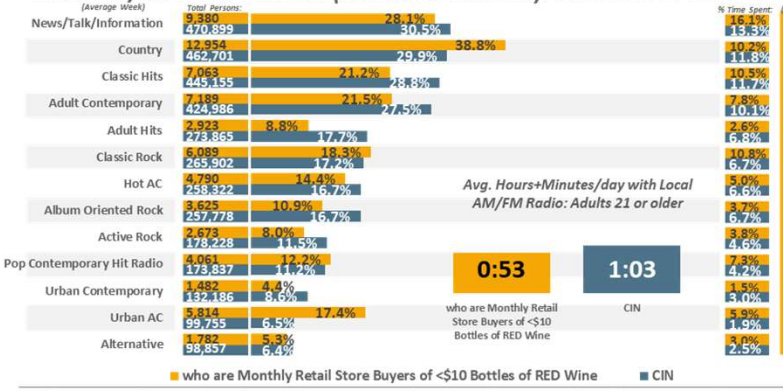
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

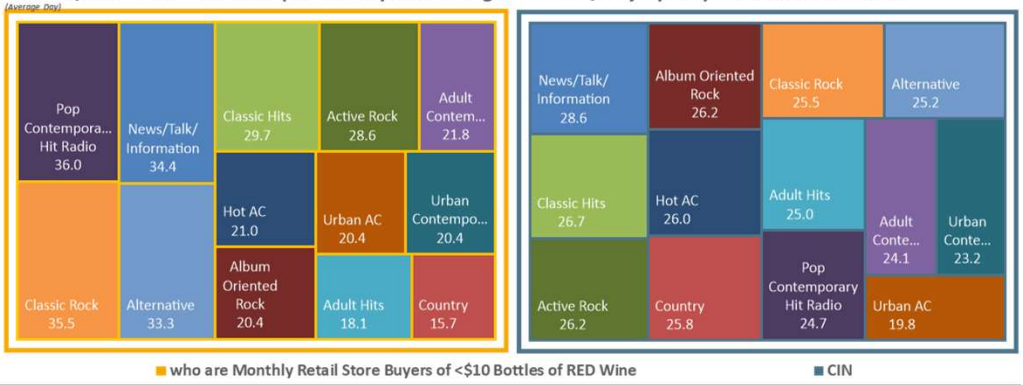



31,882 or 82.3% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Adult Contemporary, Classic Hits, and Classic Rock.

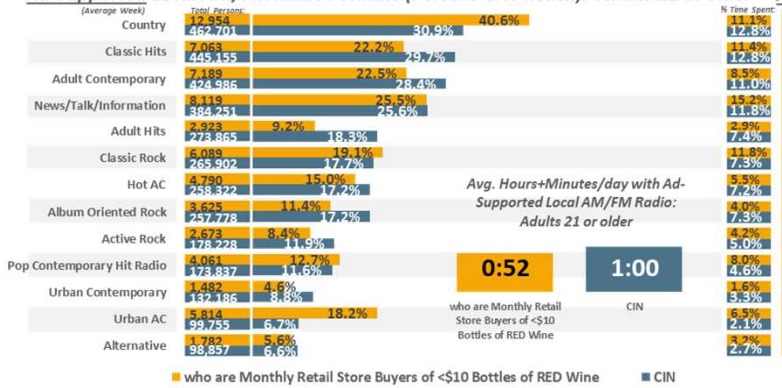
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 21 or older



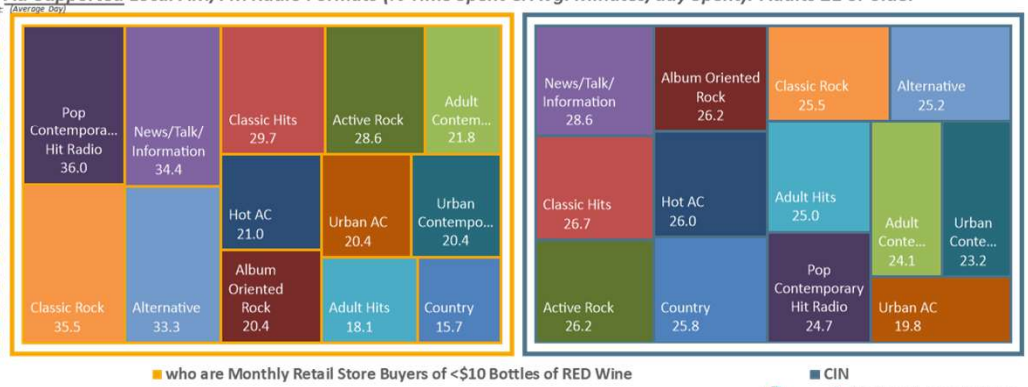

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

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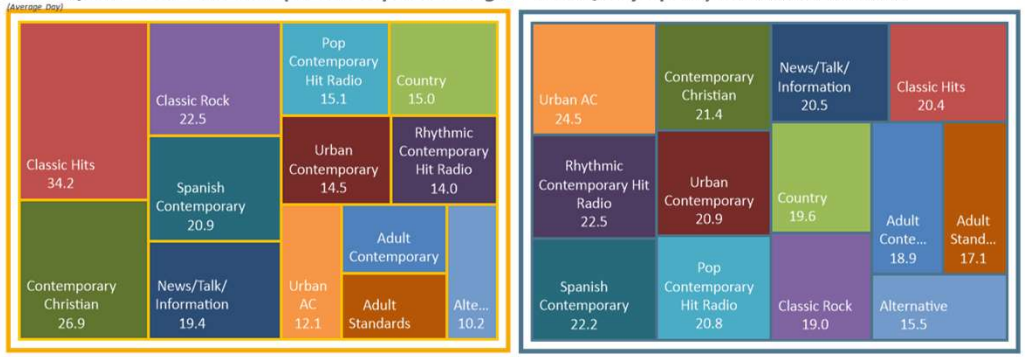
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

33,320 or 79.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Classic Rock, Urban AC, and Country.

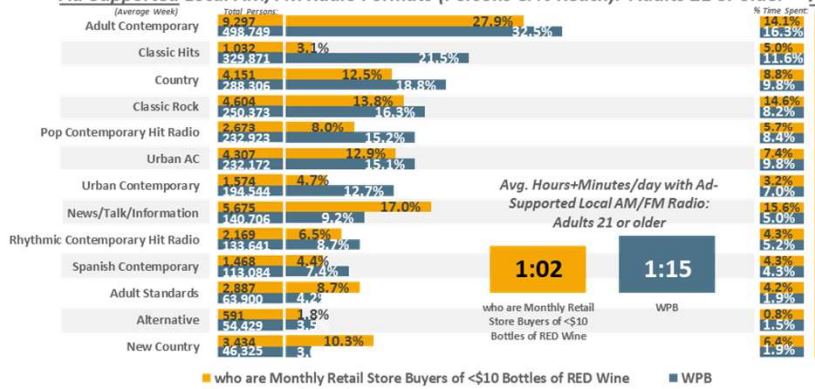
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 21 or older



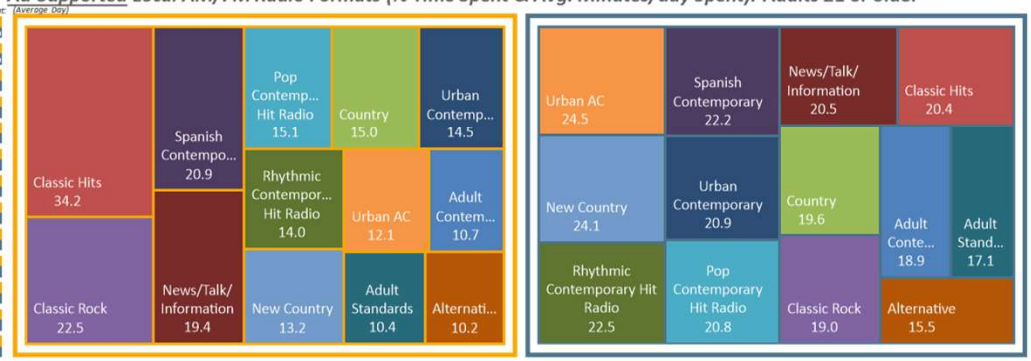

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74*

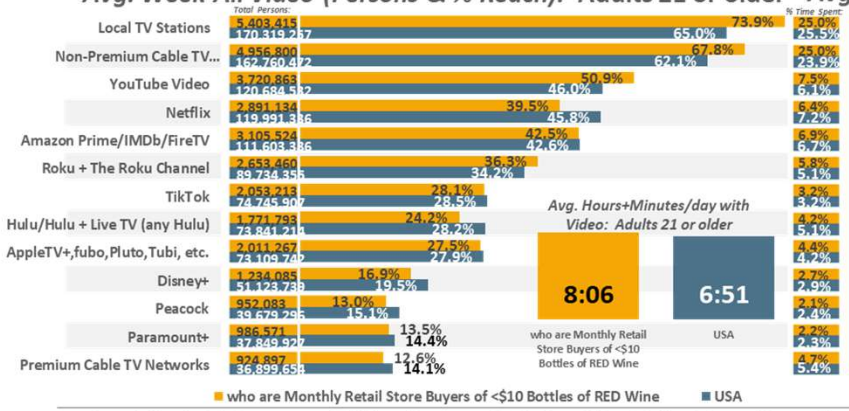
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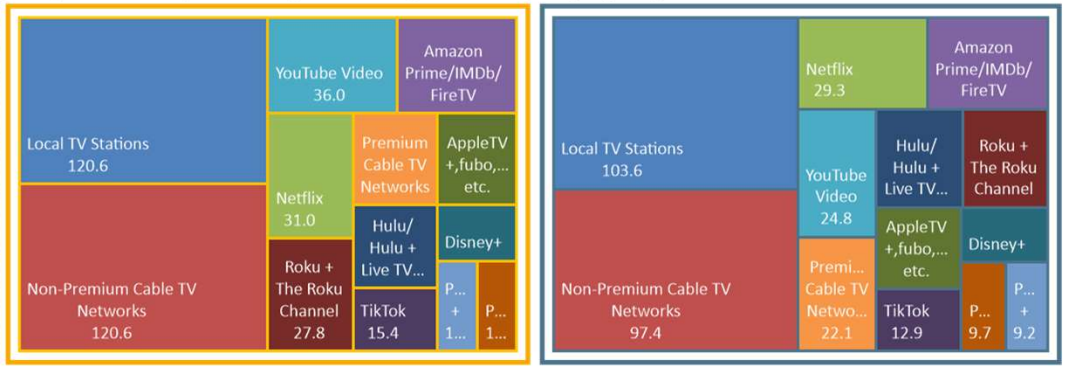
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

5,296,817 or 72.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 112.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

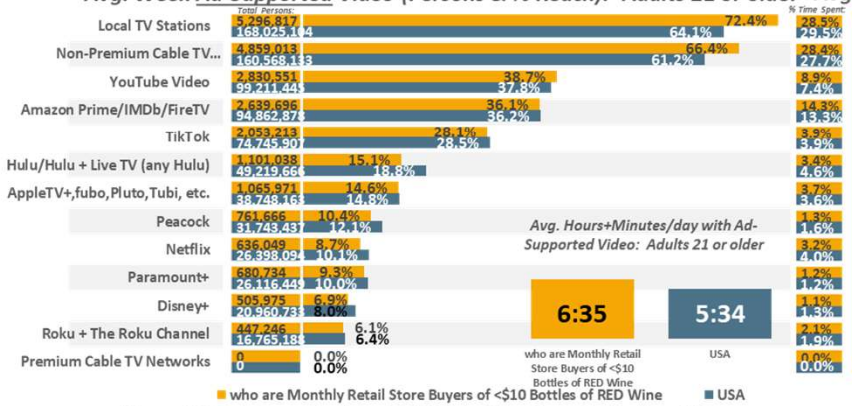
## Avg. Week All Video (Persons & % Reach): Adults 21 or older



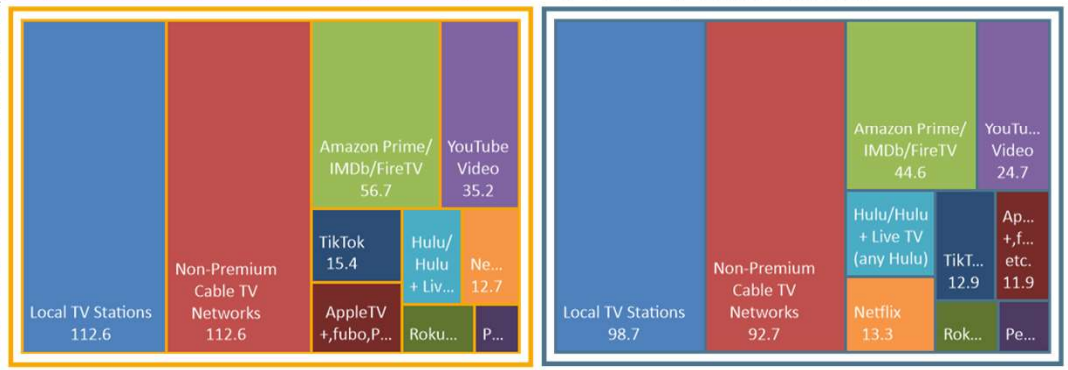

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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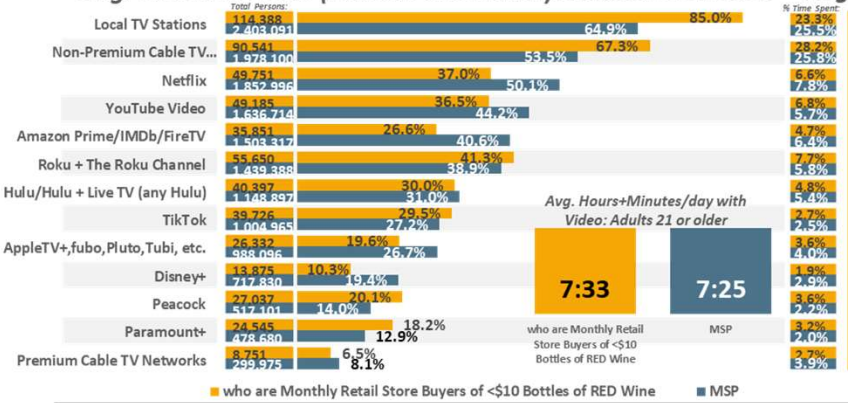
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

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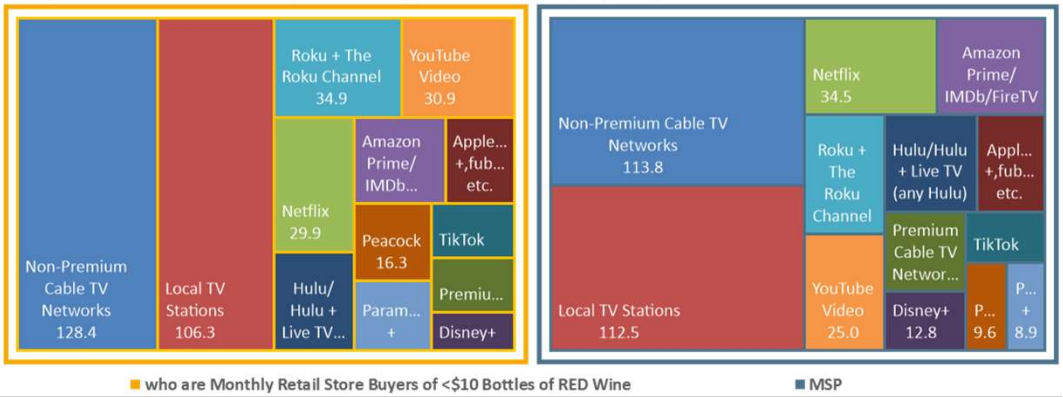
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112,744 or 83.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

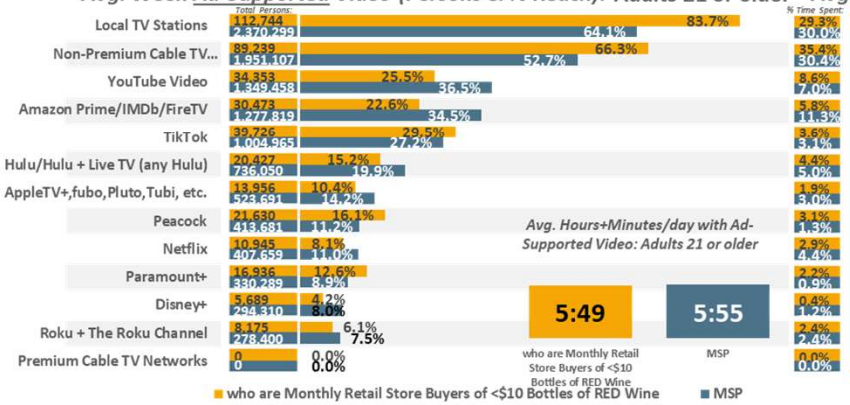
## *Avg. Week All Video (Persons & % Reach):* Adults 21 or older



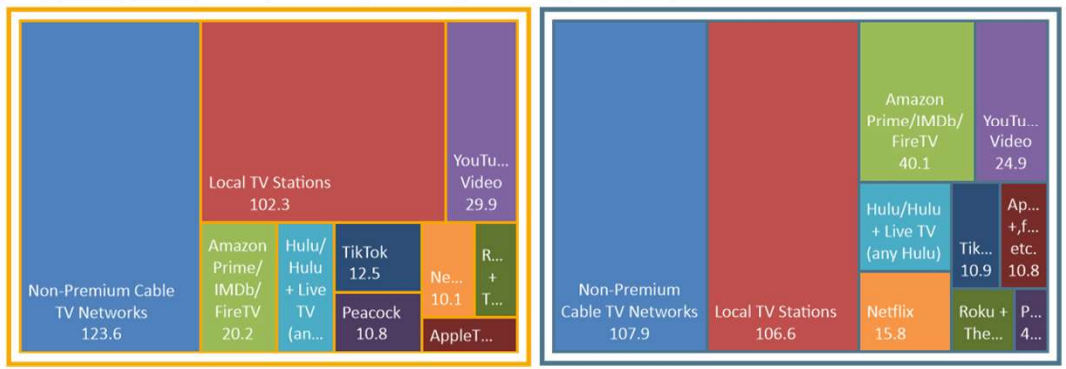

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




## *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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

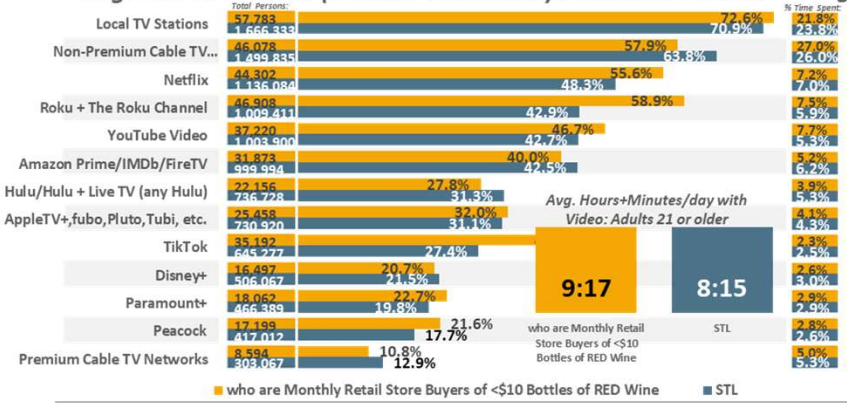
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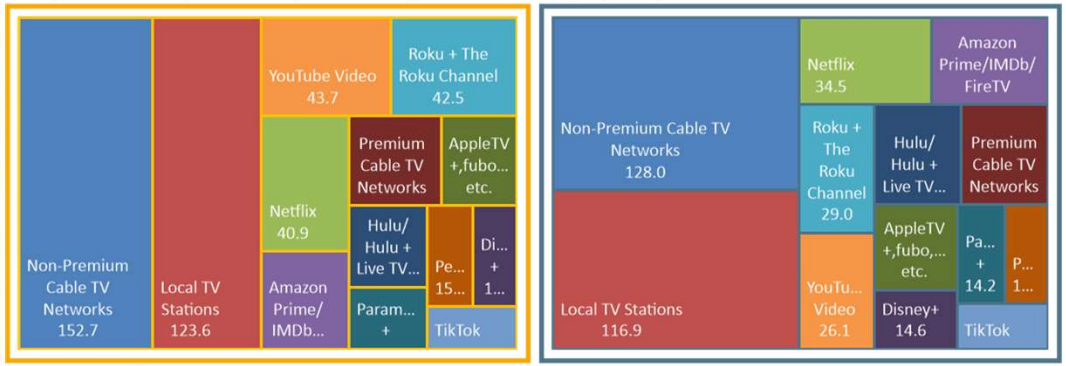
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56,342 or 70.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 118.5 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

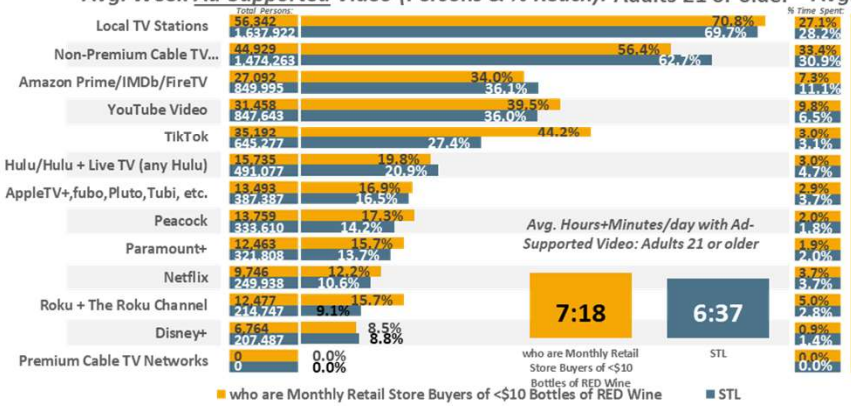
## Avg. Week All Video (Persons & % Reach): Adults 21 or older



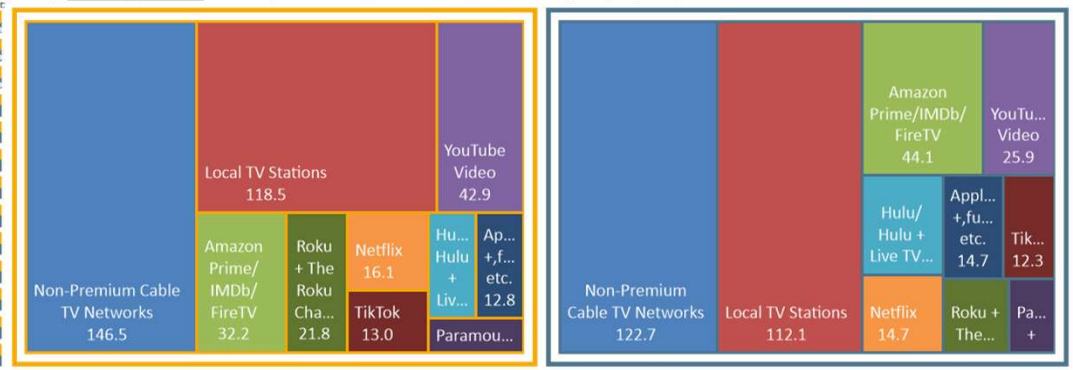

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

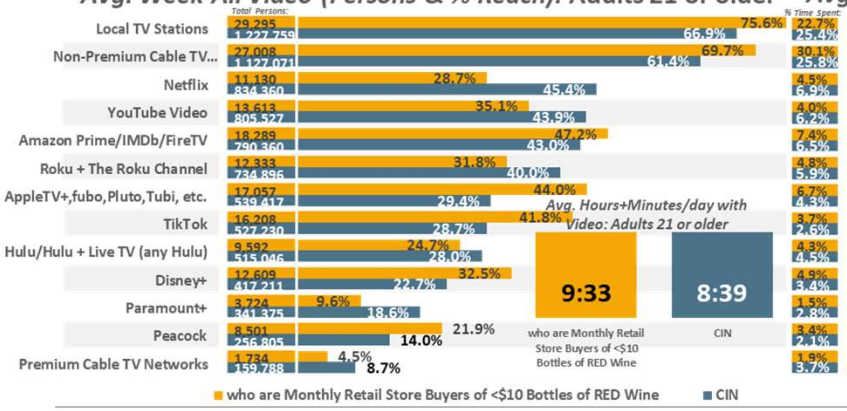
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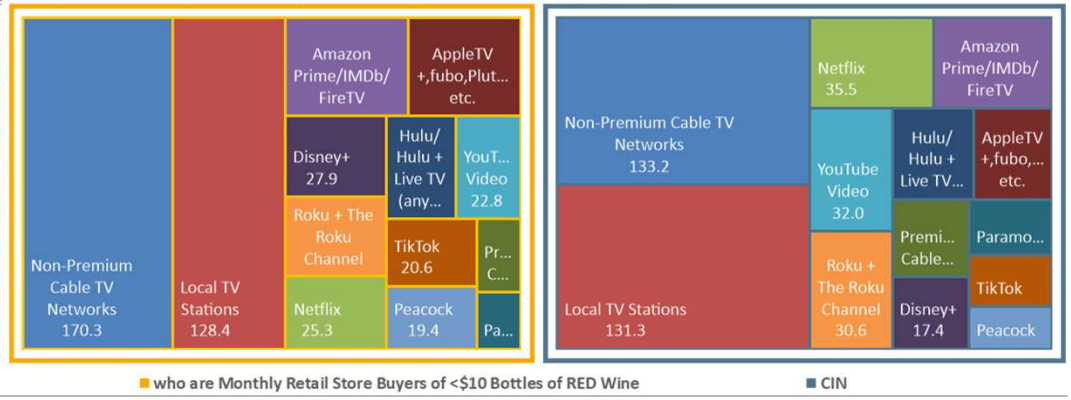
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27,861 or 71.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 119.6 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

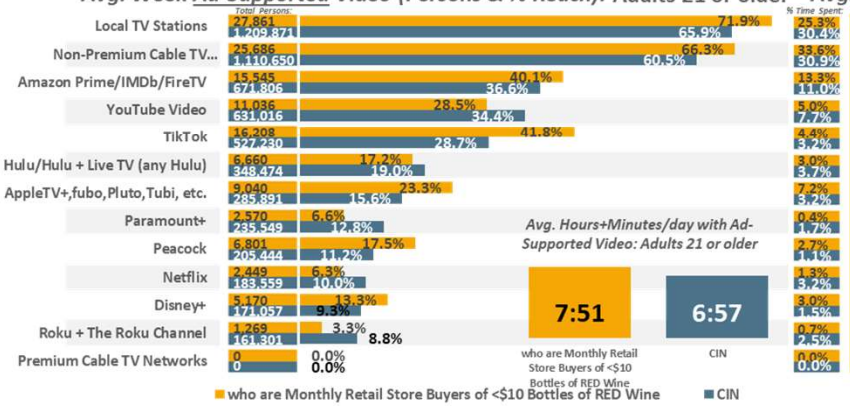
## *Avg. Week All Video (Persons & % Reach):* Adults 21 or older



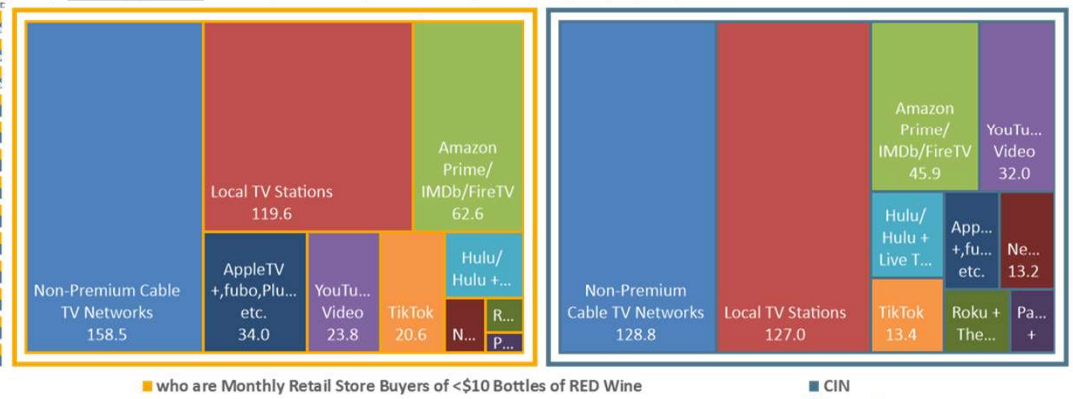

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




## *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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

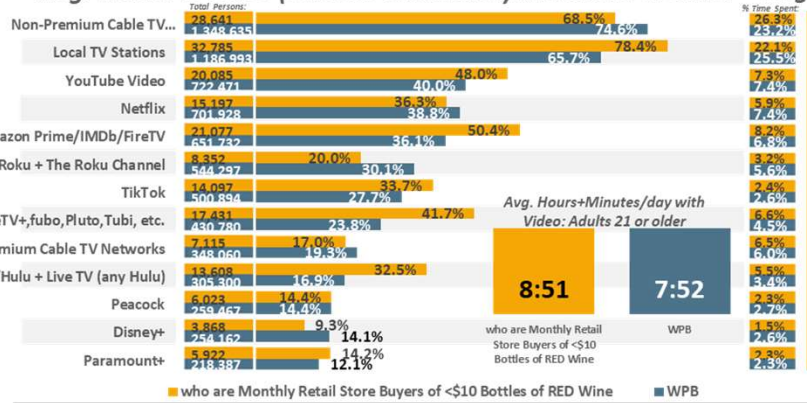
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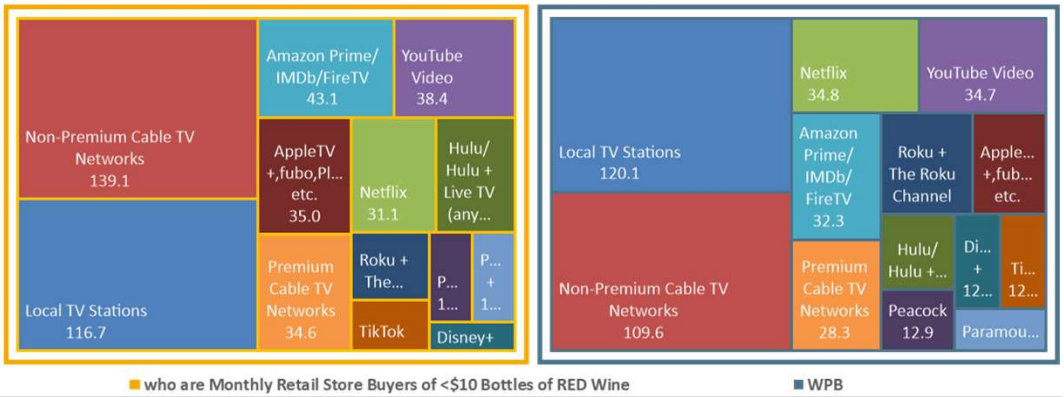
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

32,386 or 77.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 112.3 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

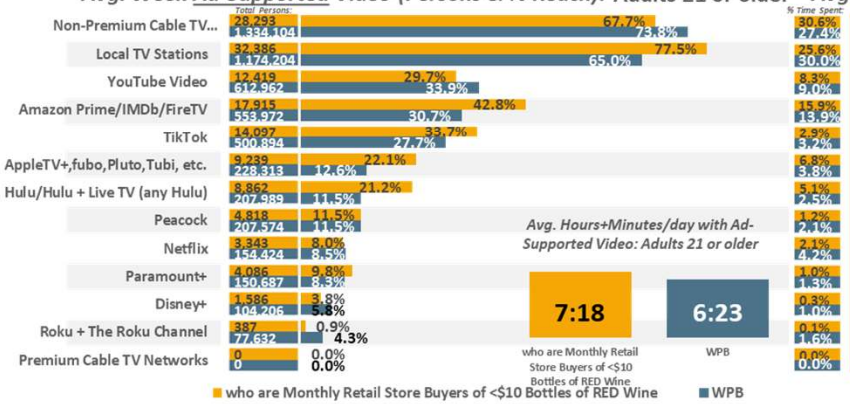
## *Avg. Week All Video (Persons & % Reach):* Adults 21 or older



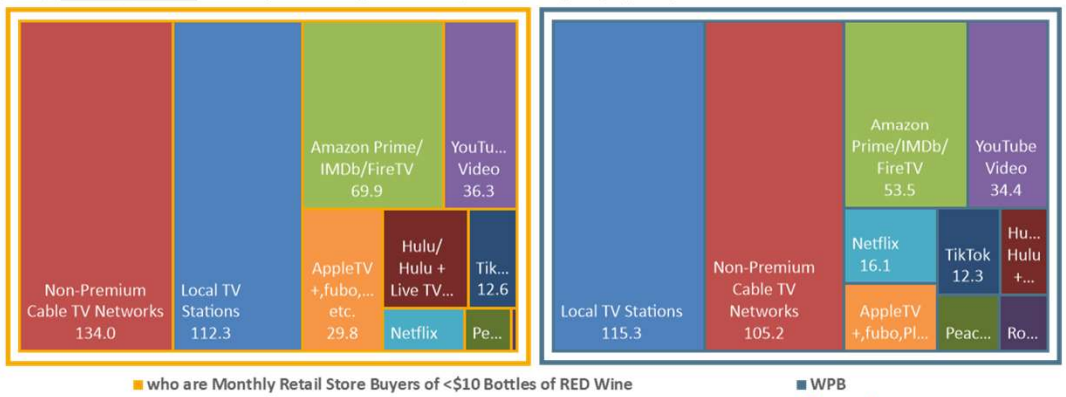

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




## *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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

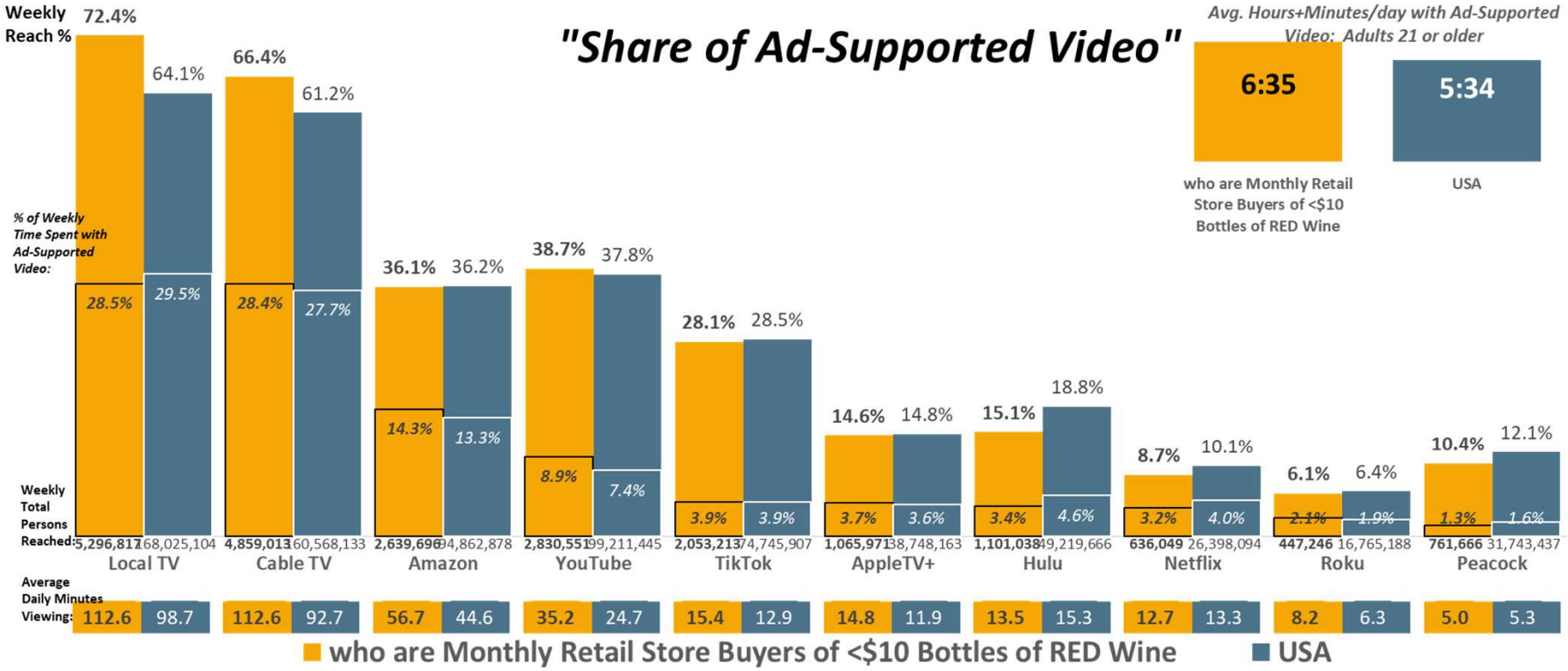
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5,296,817 or 72.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 112.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

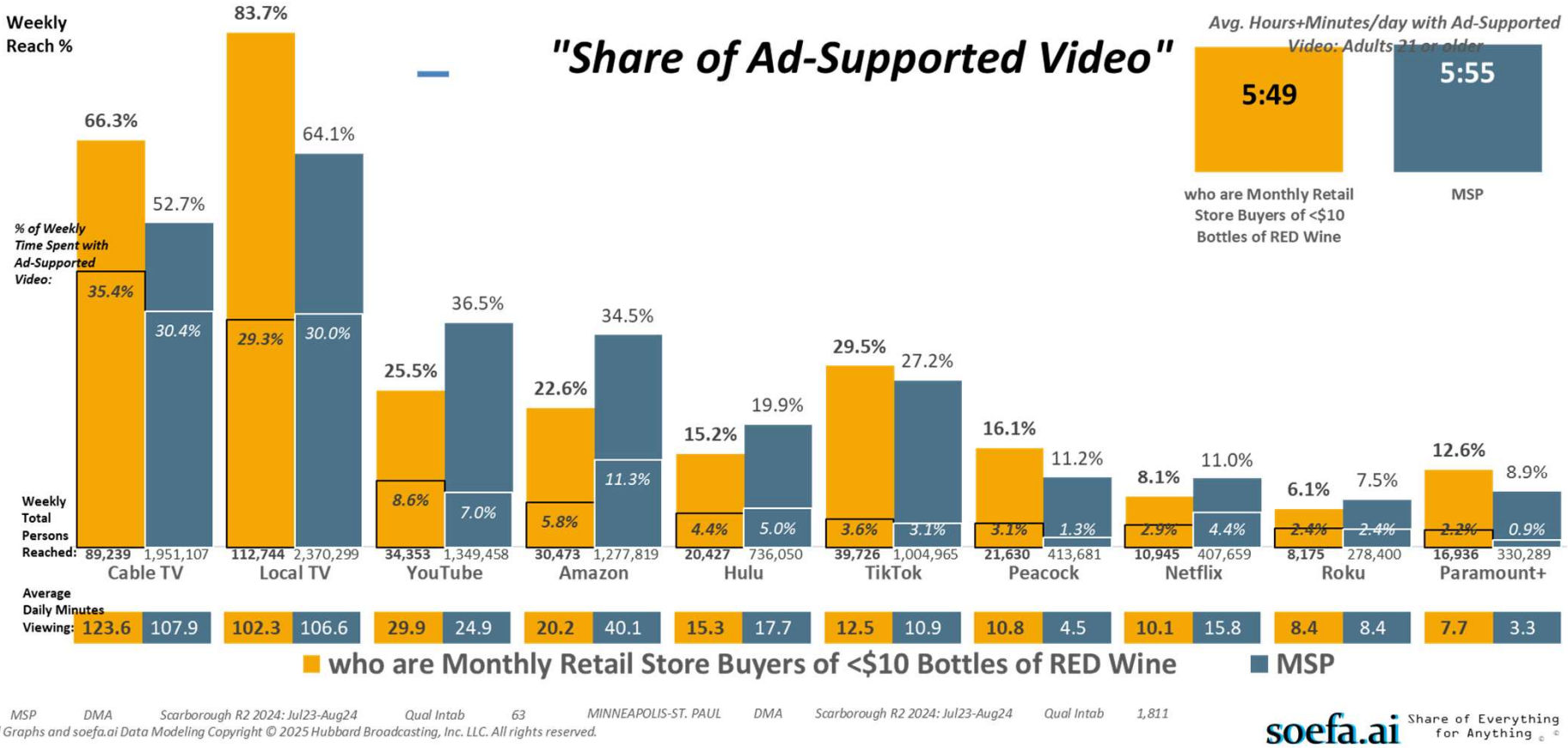
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

112,744 or 83.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



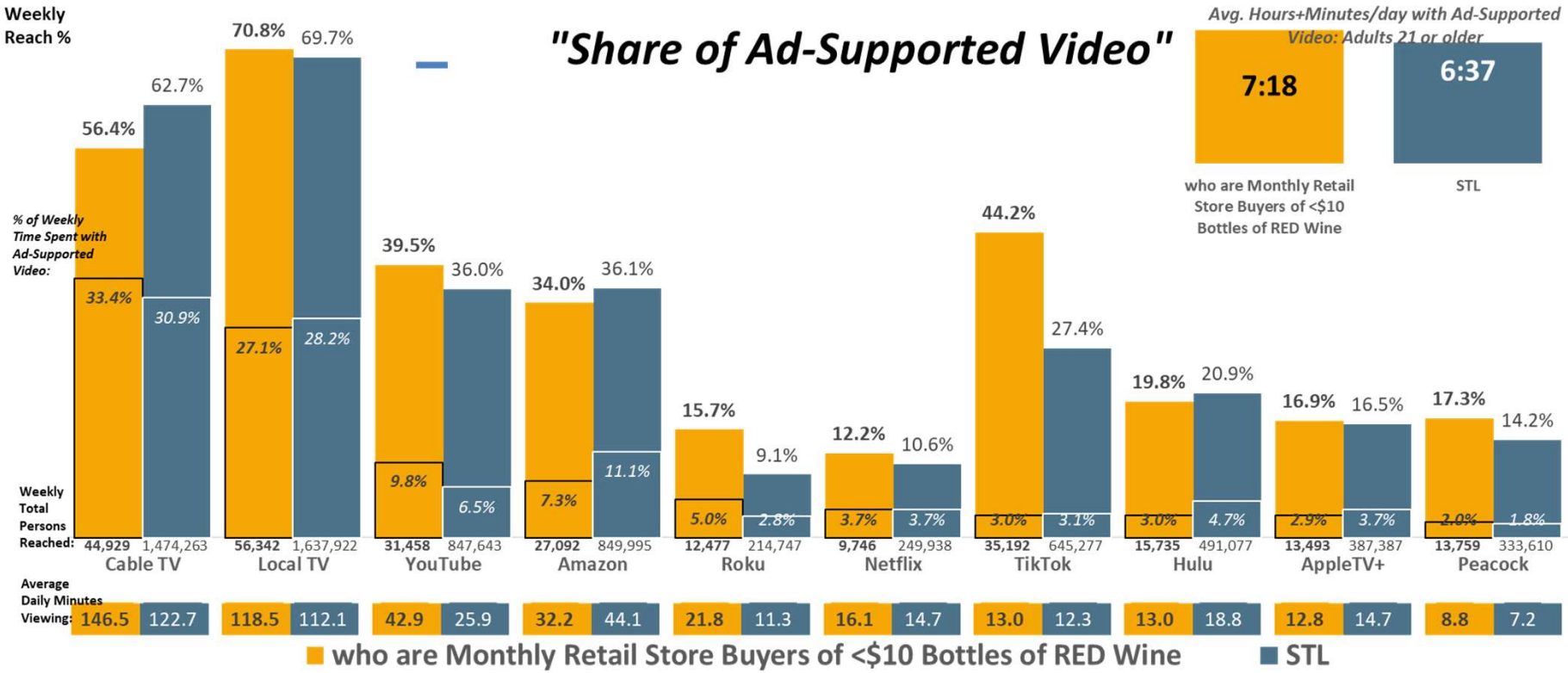

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

56,342 or 70.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 118.5 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.



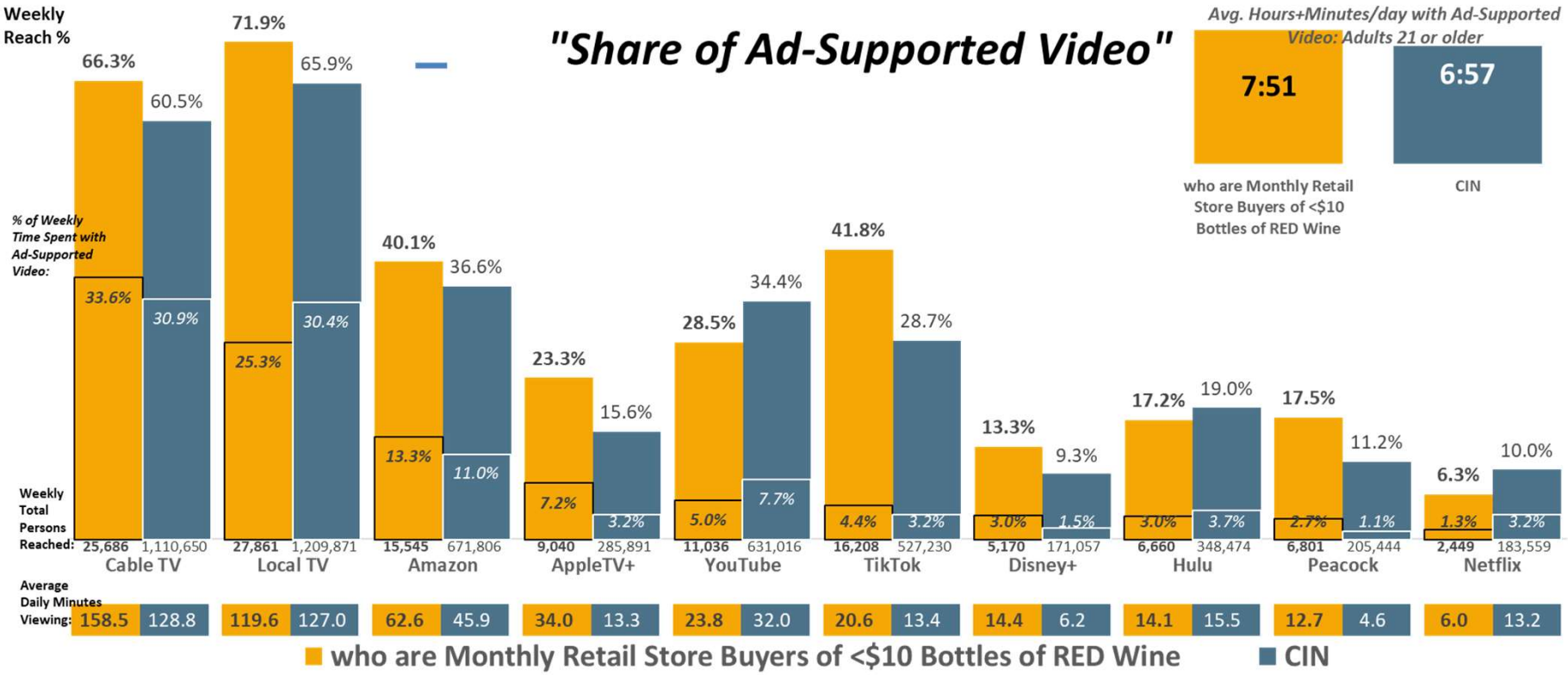

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

27,861 or 71.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 119.6 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



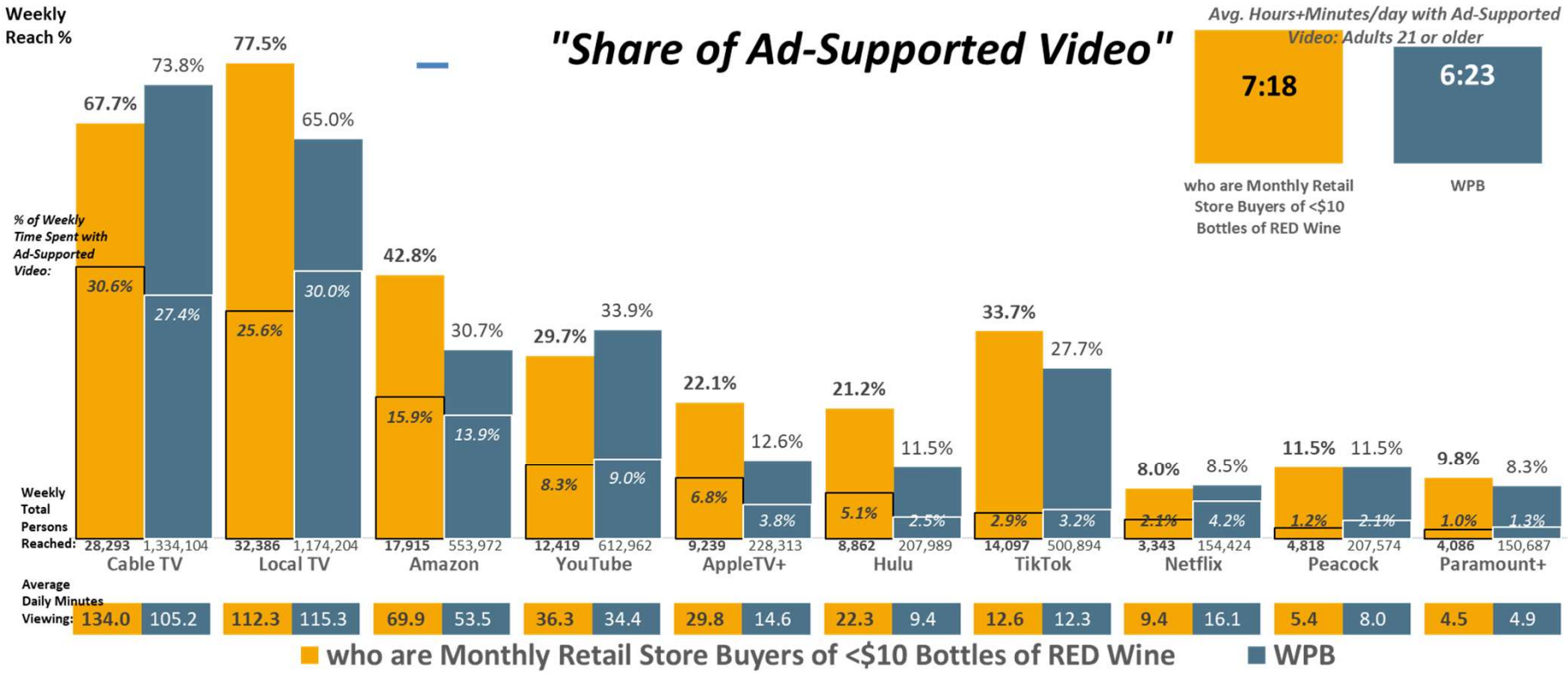

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

32,386 or 77.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 112.3 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422*

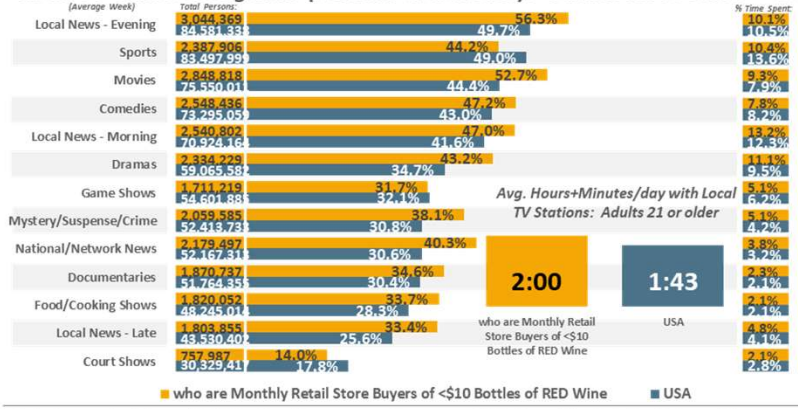
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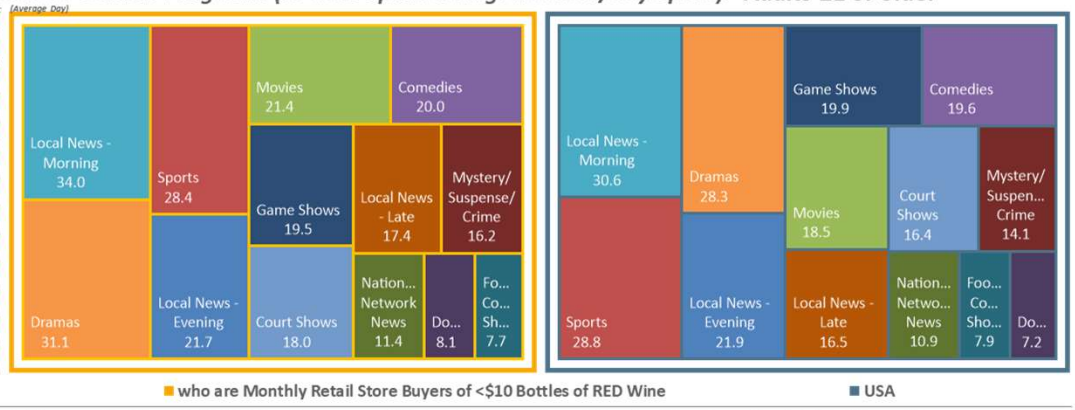
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5,296,817 or 72.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Dramas.

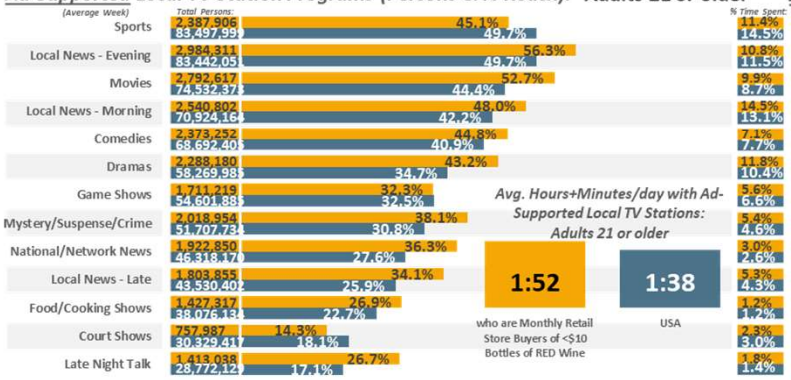
## Local TV Station Programs (Persons & % Reach): Adults 21 or older



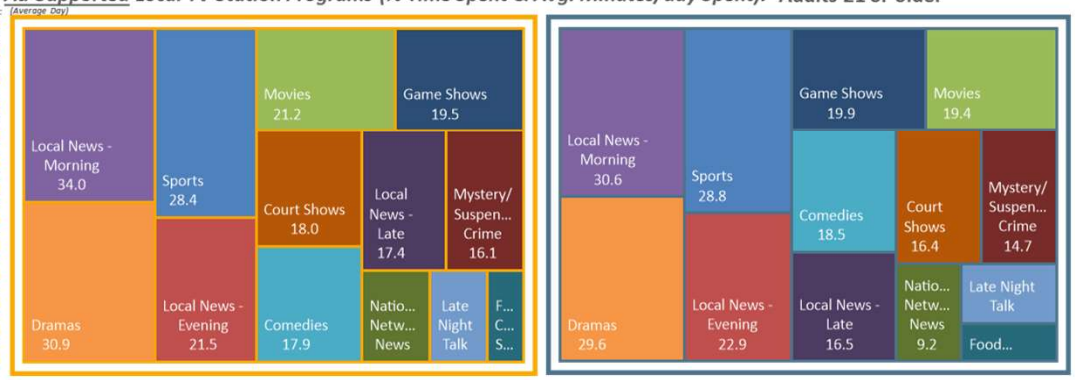

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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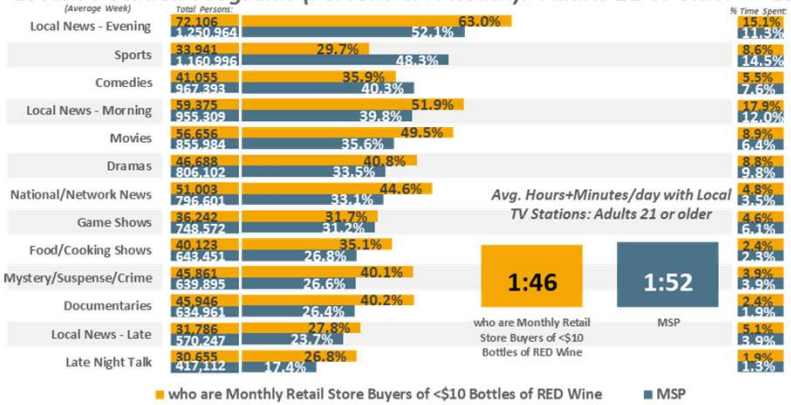
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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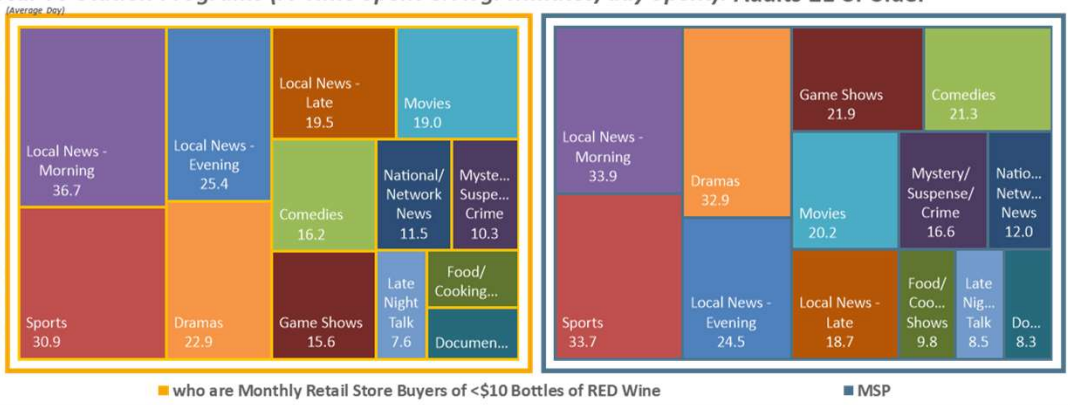
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112,744 or 83.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Dramas, National/Network News, and Myst

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



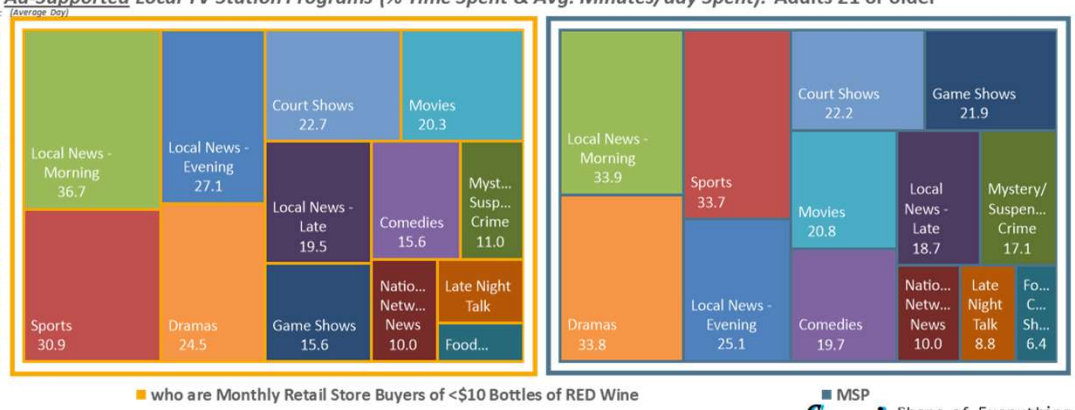

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

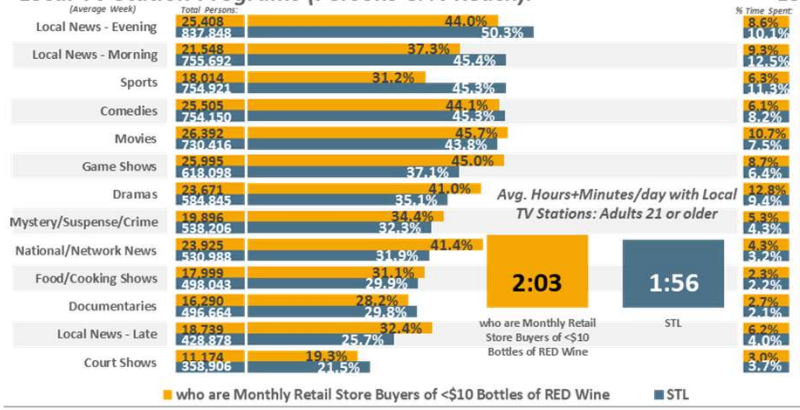
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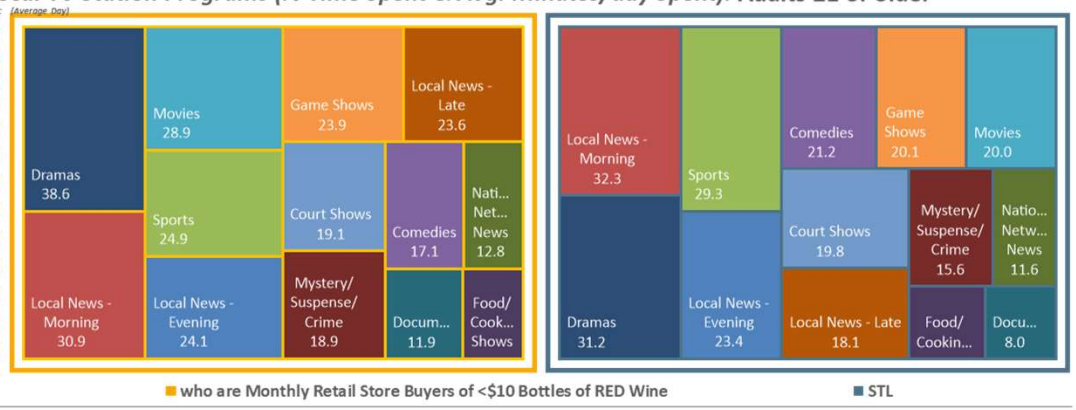
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

56,342 or 70.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

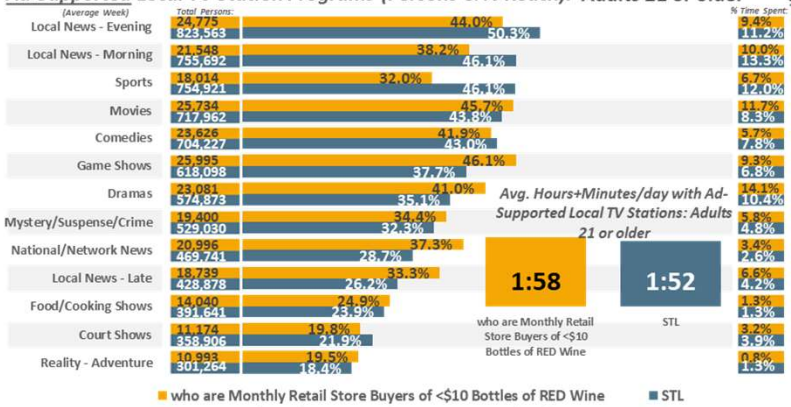
## *Local TV Station Programs (Persons & % Reach):* Adults 21 or older



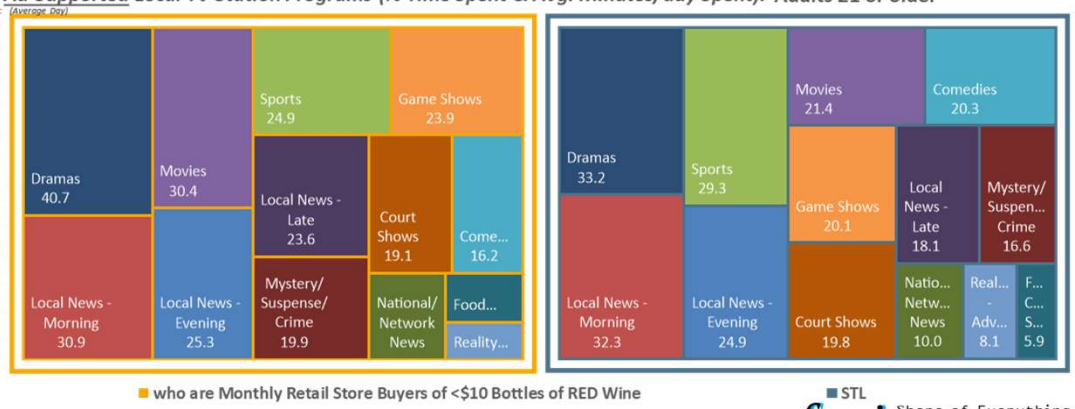

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

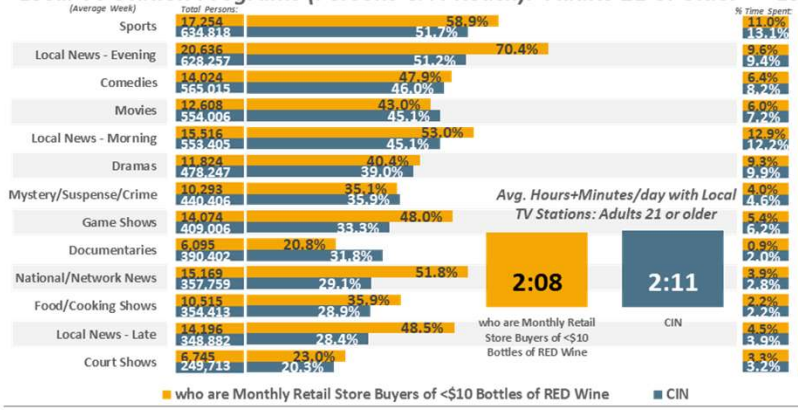
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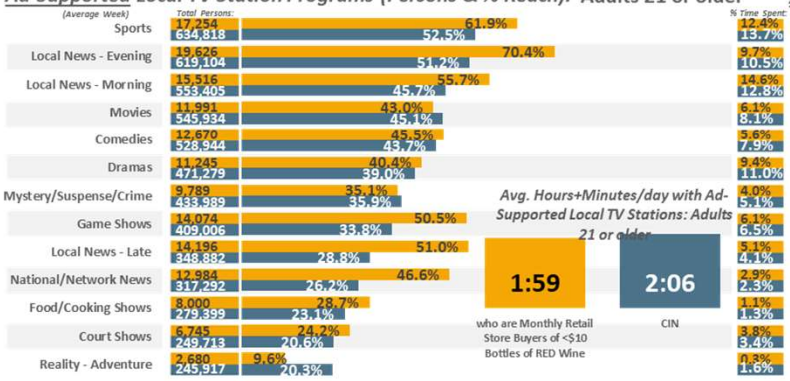
## *Local TV Station Programs (Persons & % Reach):* Adults 21 or older



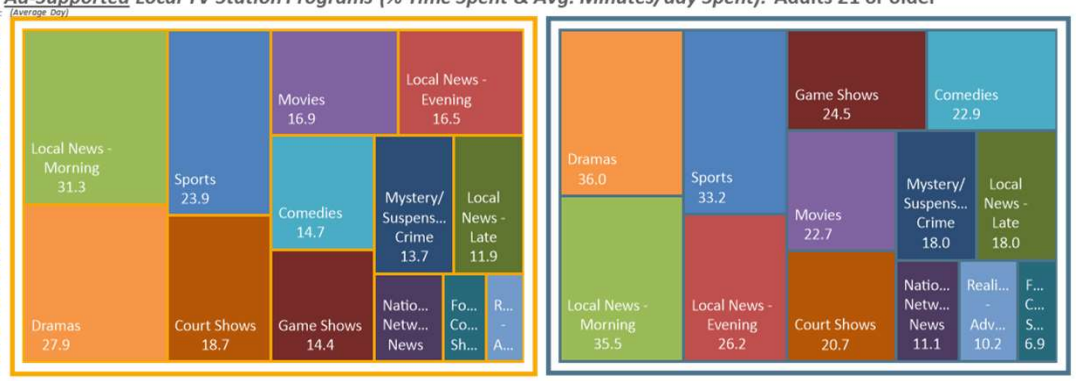

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

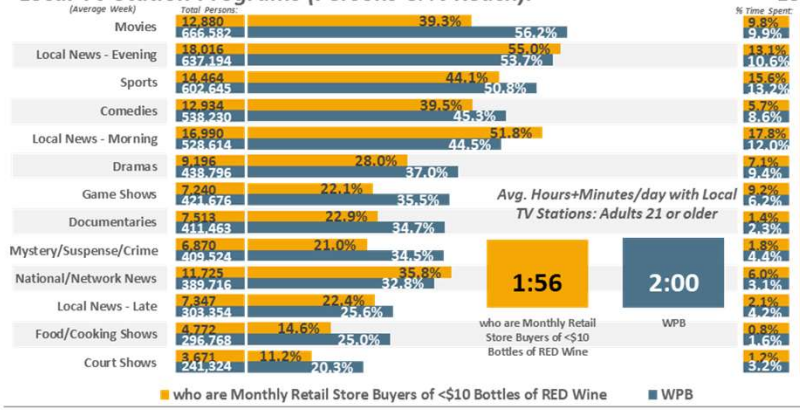
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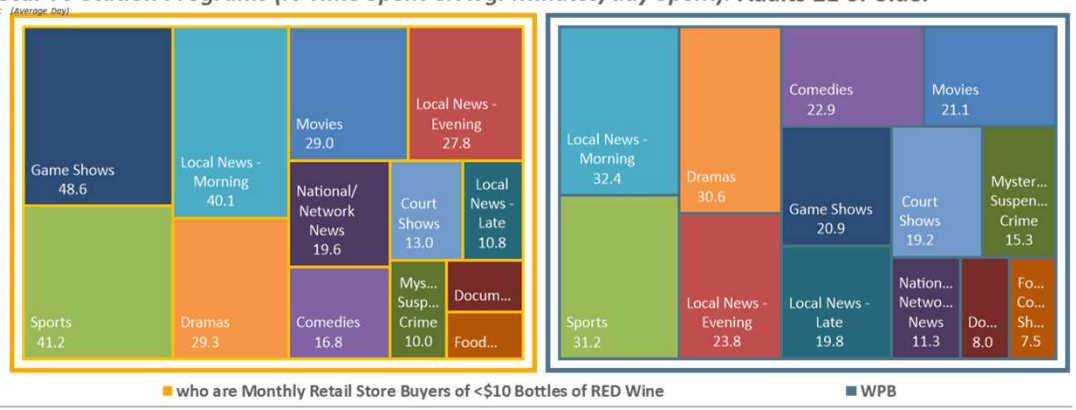
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

32,386 or 77.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and National/Network N

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



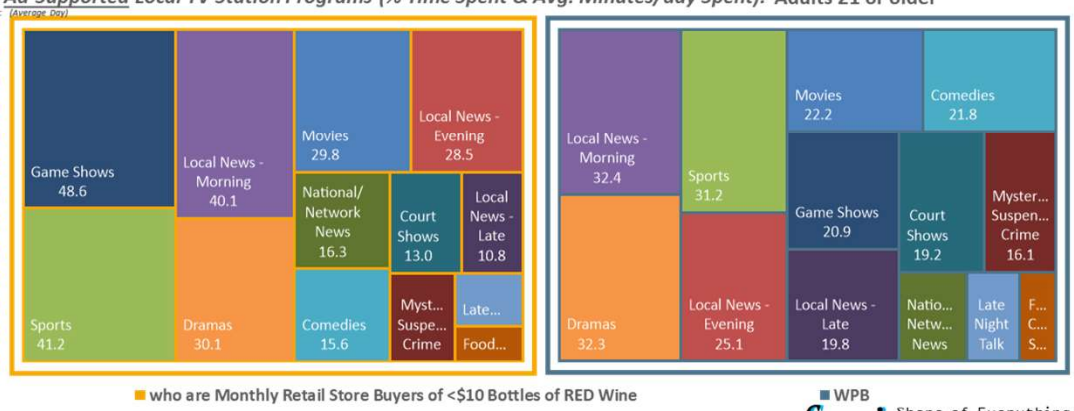

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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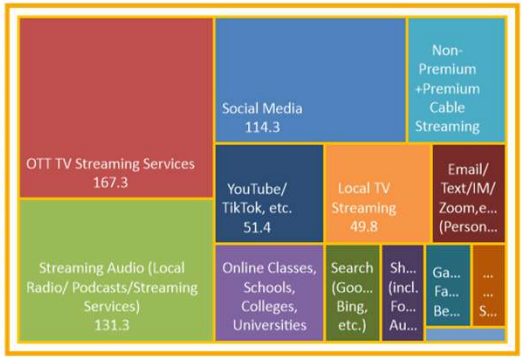
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

5,153,605 or 70.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 99.9 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

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




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





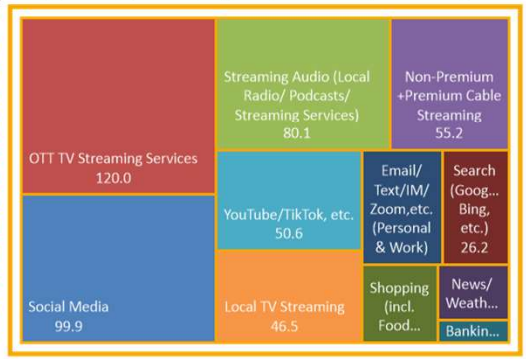


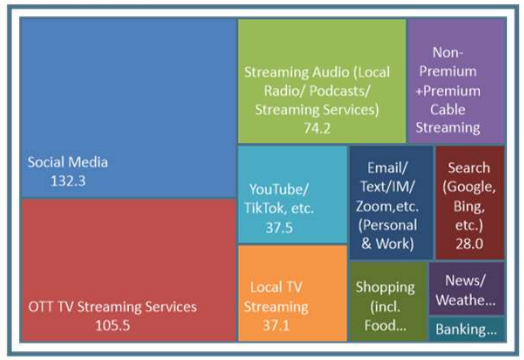
■ who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

## 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




■ who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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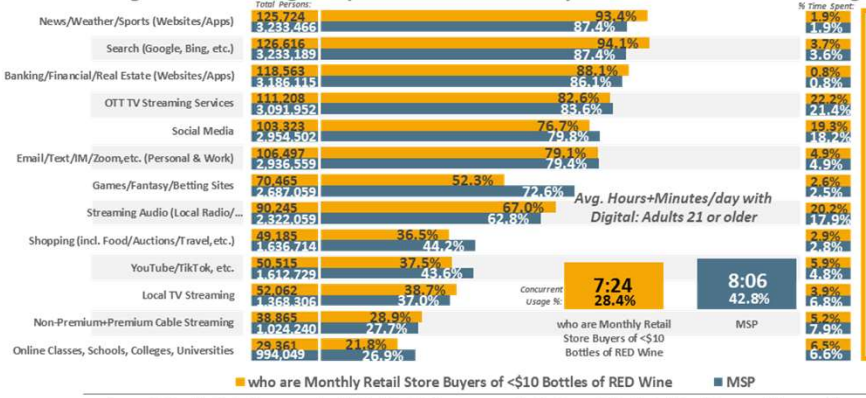
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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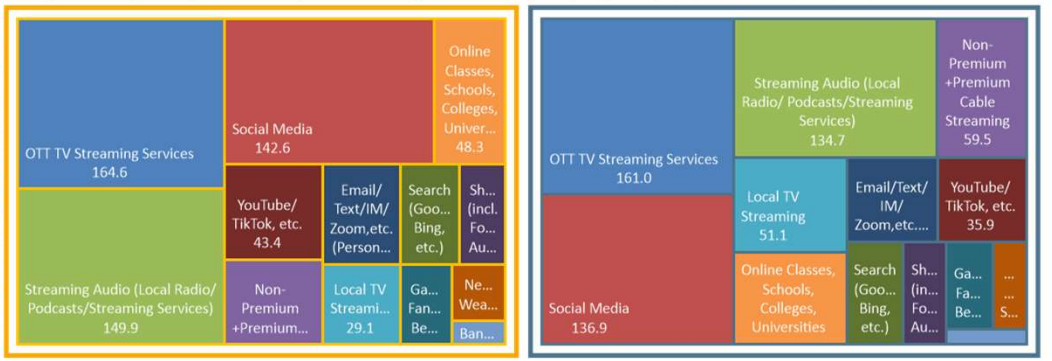
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81,461 or 60.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 112.5 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

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



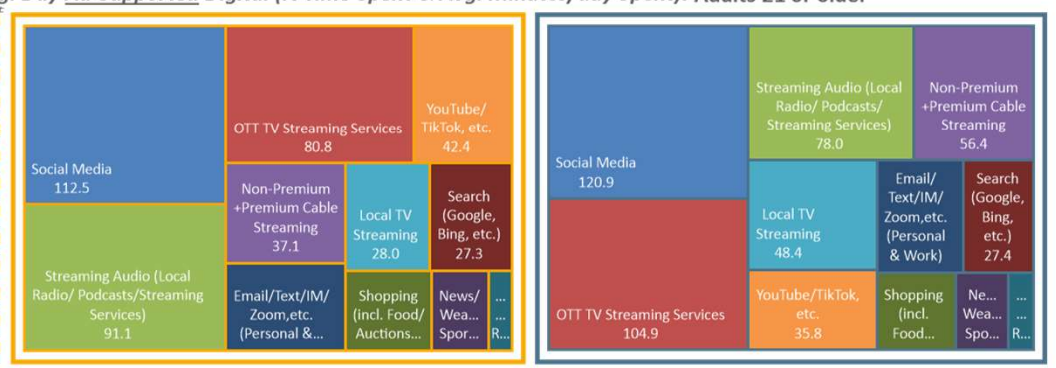

## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

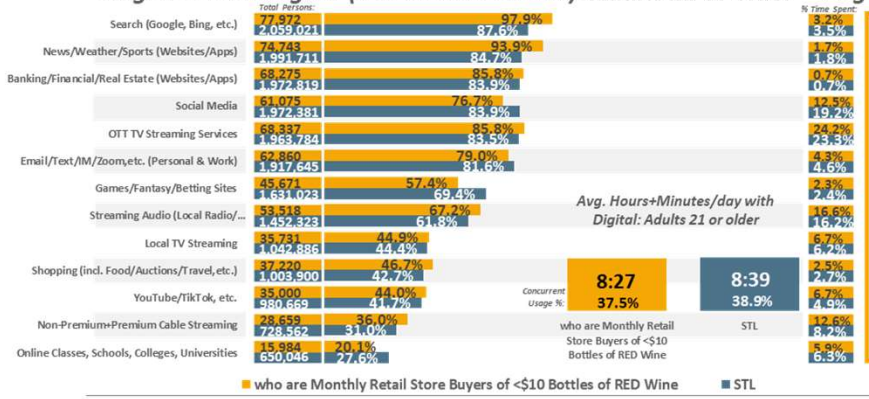
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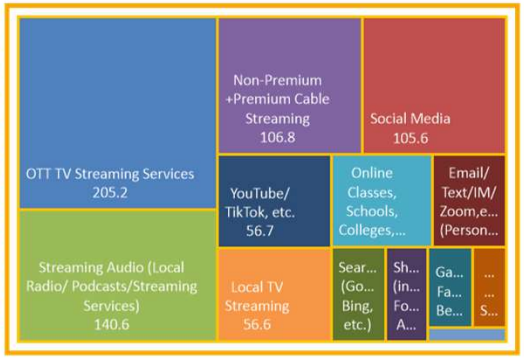
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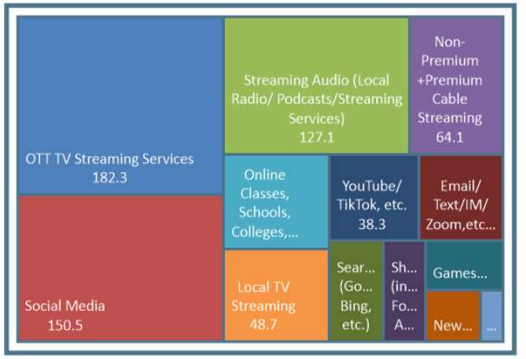
58,527 or 73.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 101.2 minutes every day representing 16.2% of all time spent daily with Ad-Supported Digital Media.

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

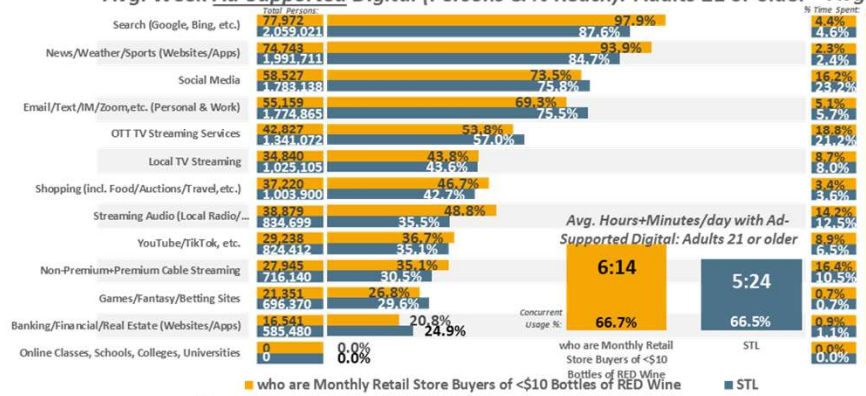



## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

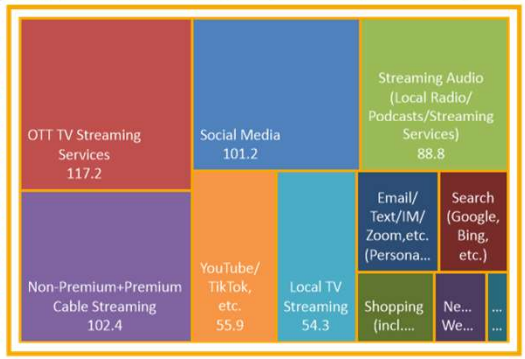


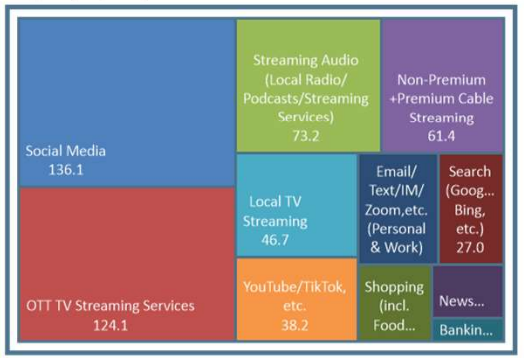




## Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

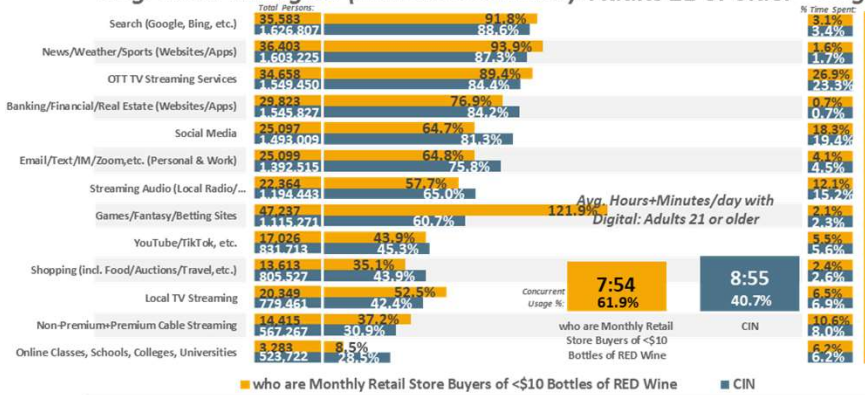
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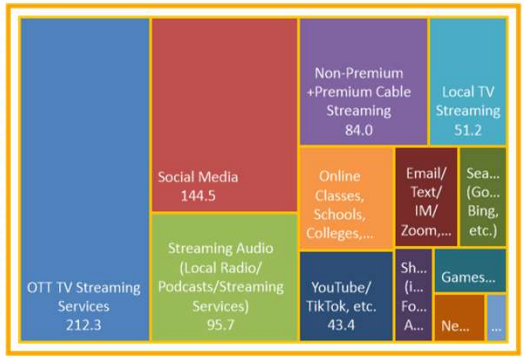
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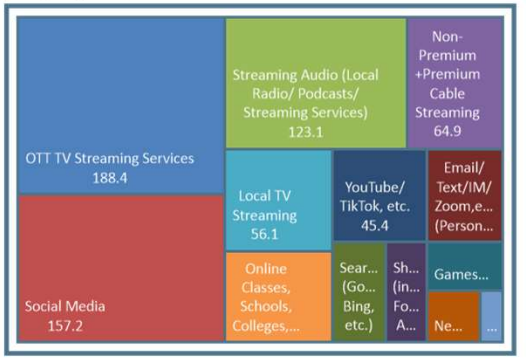
23,977 or 61.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 138. minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

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

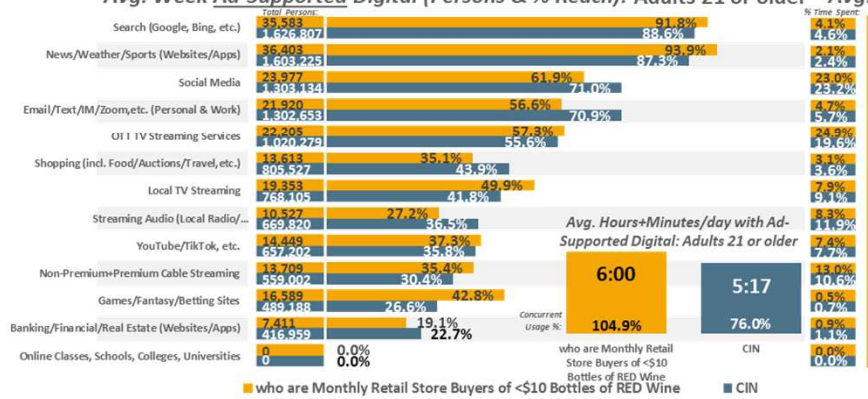



## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

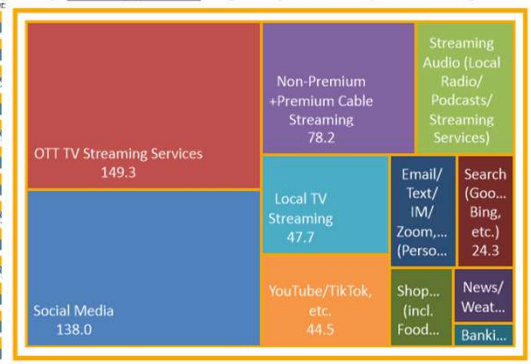


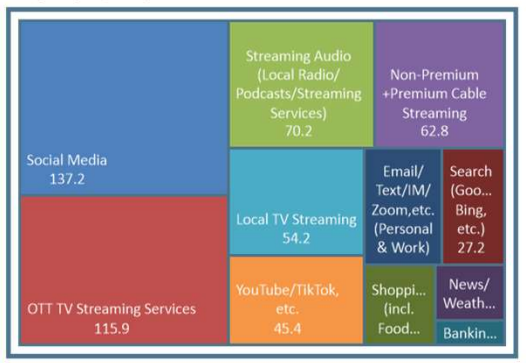




## Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older




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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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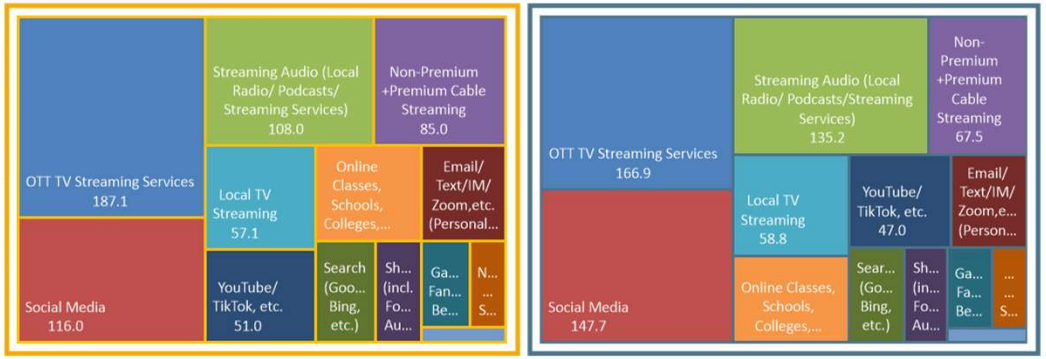
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30,060 or 71.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 105.7 minutes every day representing 17.7% of all time spent daily with Ad-Supported Digital Media.

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

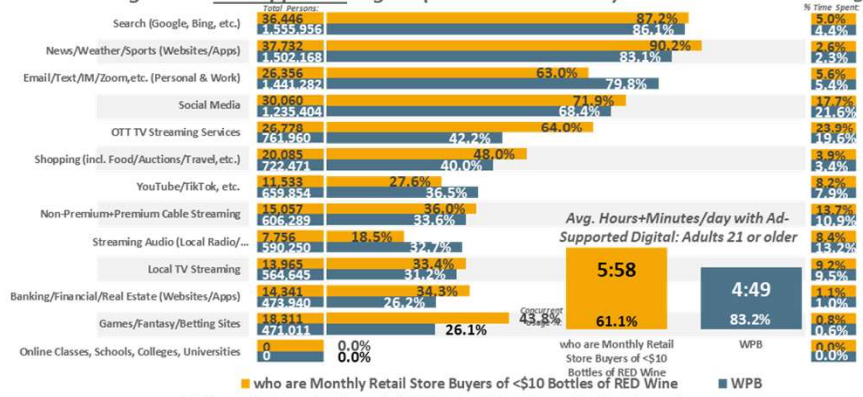



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older

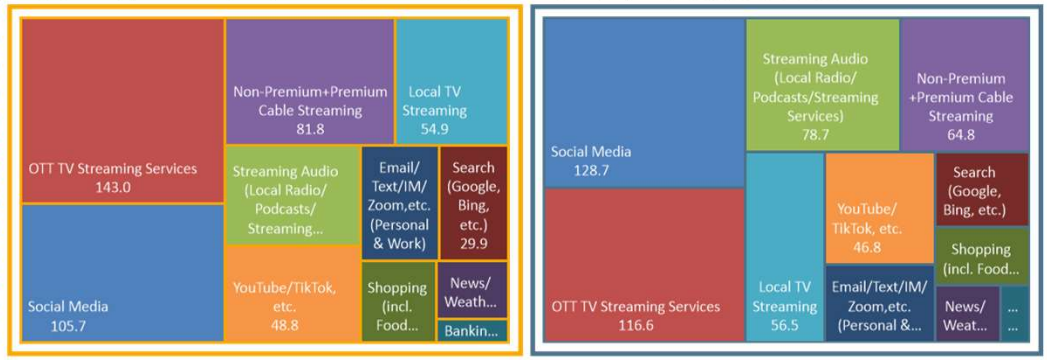



■ who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ WPB

## *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




■ who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ WPB

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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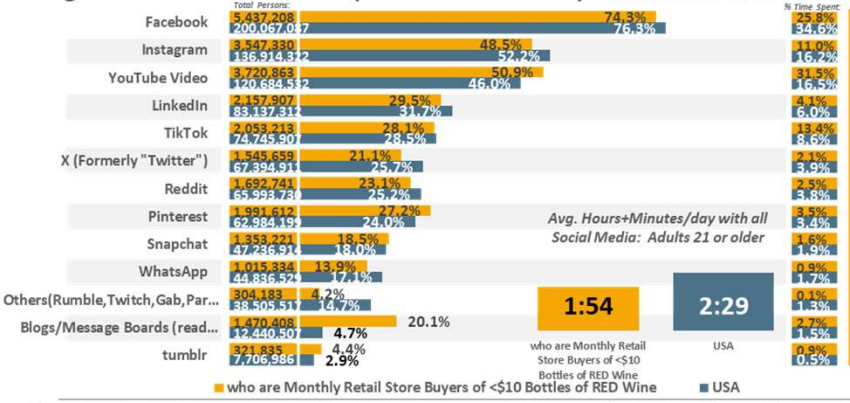
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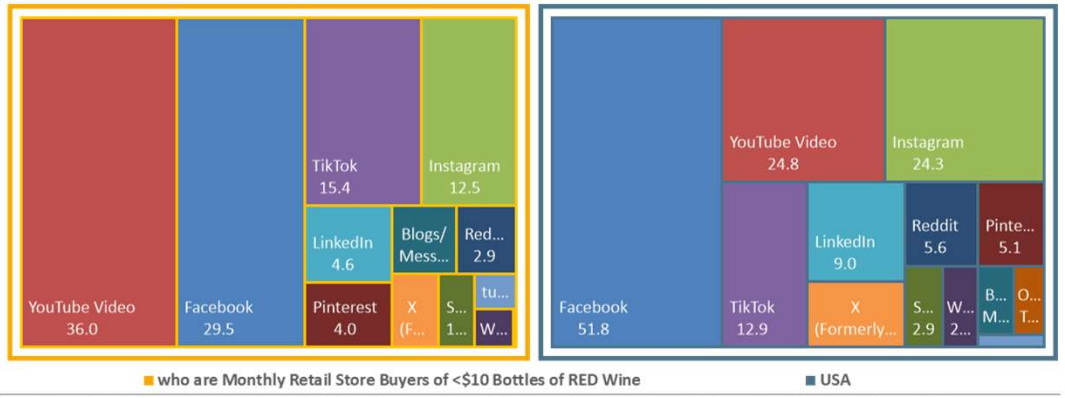



2,830,551 or 38.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

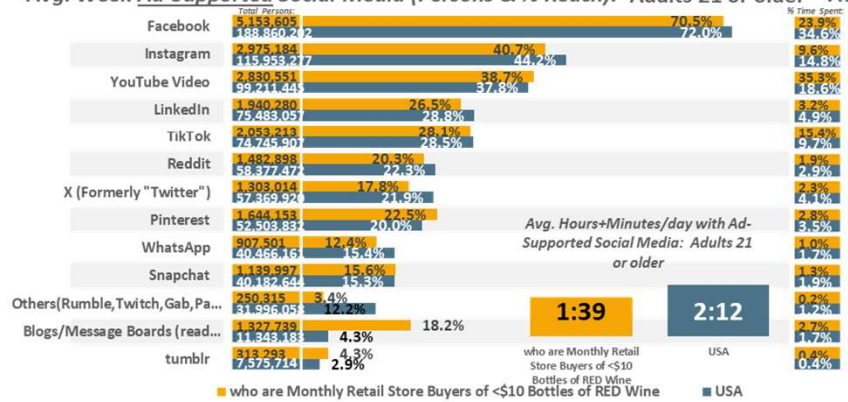
## Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



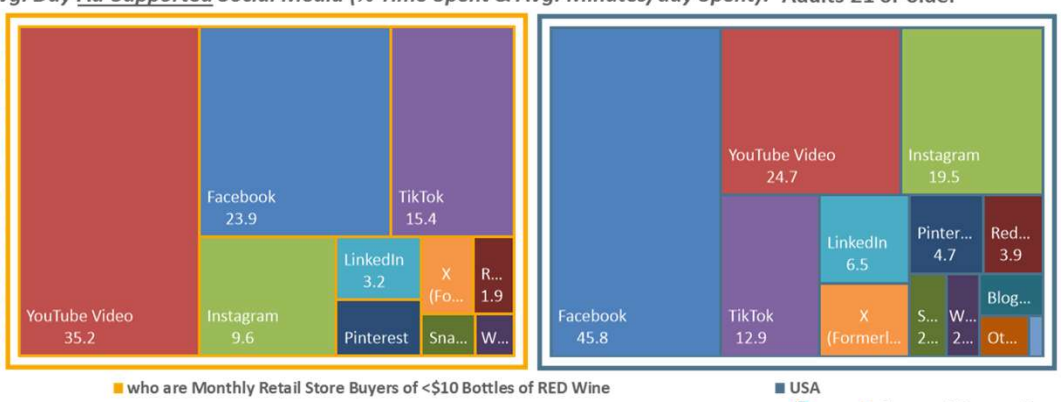

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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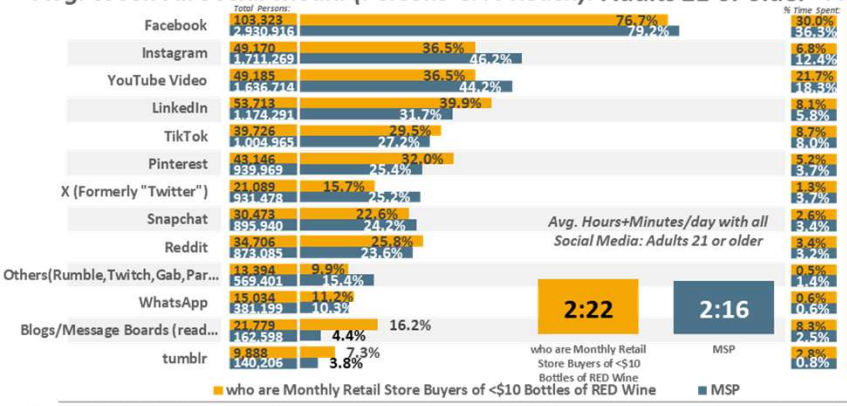
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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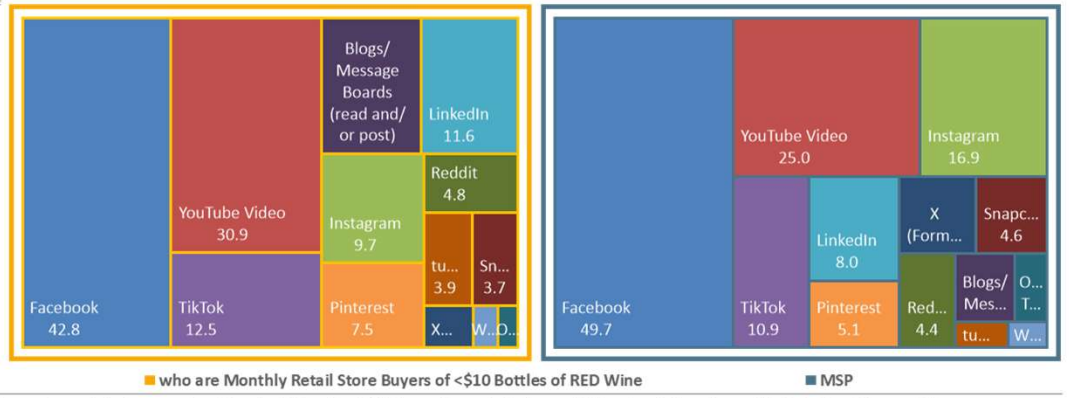
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81,461 or 60.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Facebook for an average of 30.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

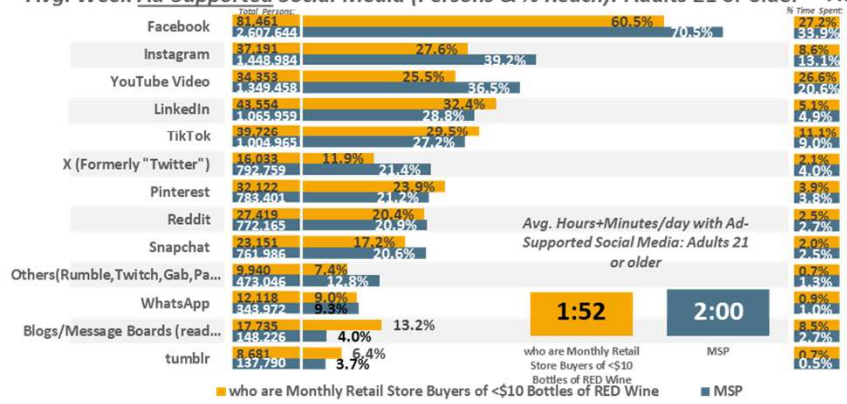
## Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



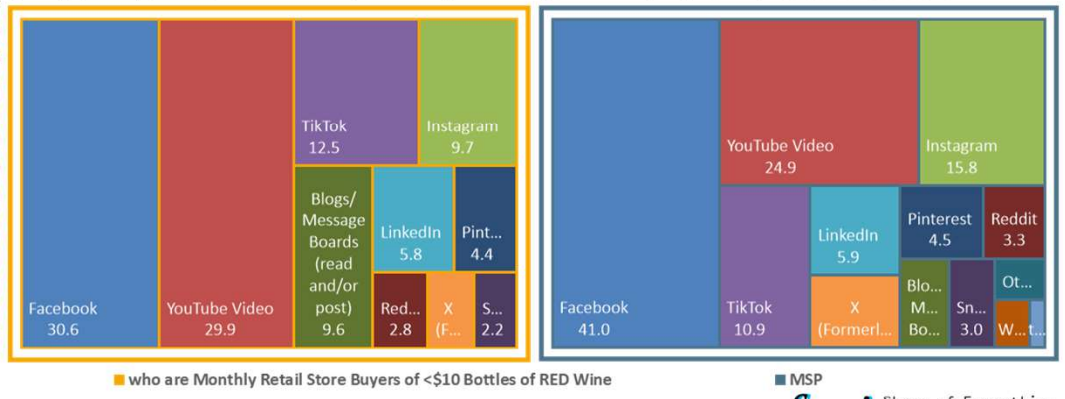

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63

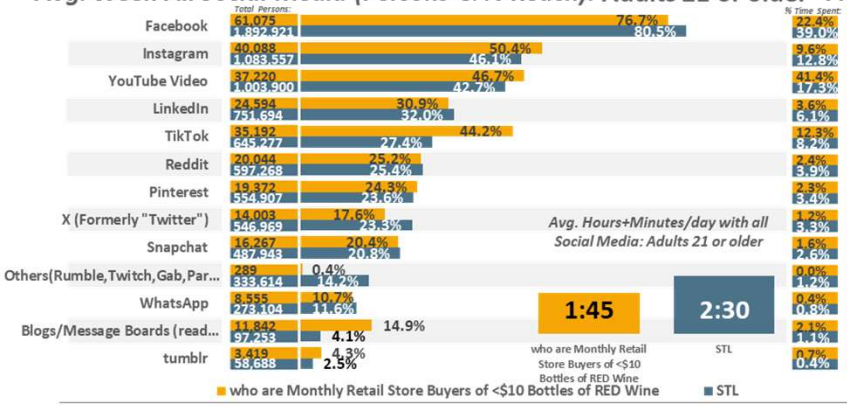
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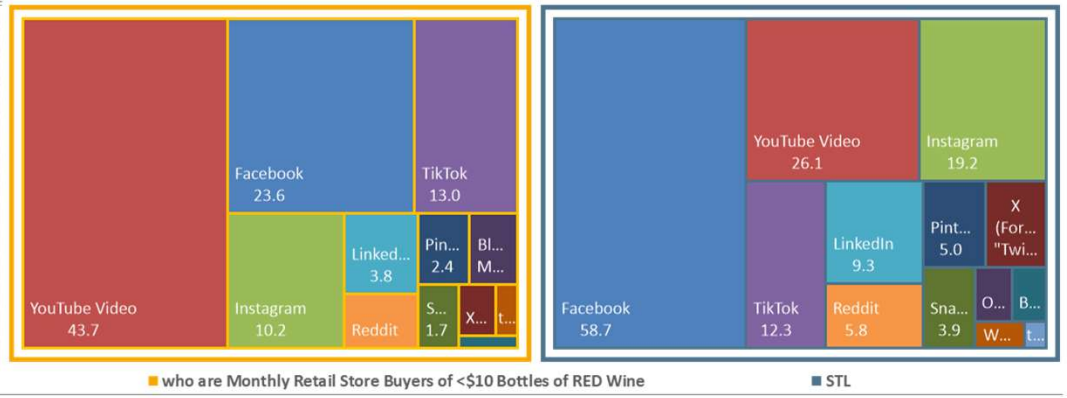
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

31,458 or 39.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 42.9 minutes every day representing 42.4% of all time spent daily with Ad-Supported Social Media.

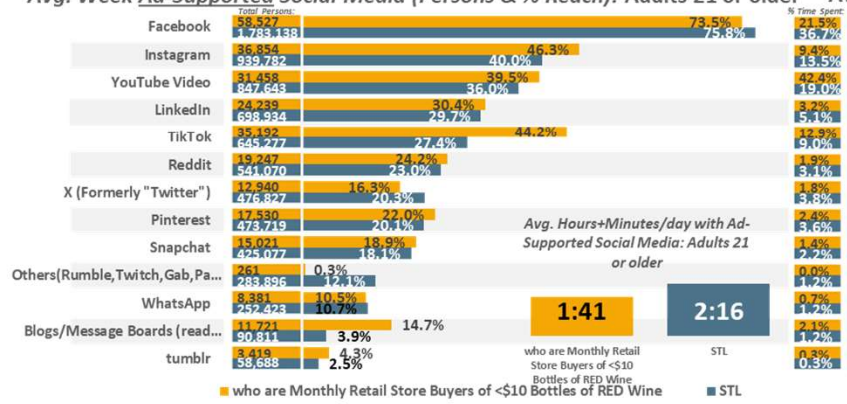
## Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



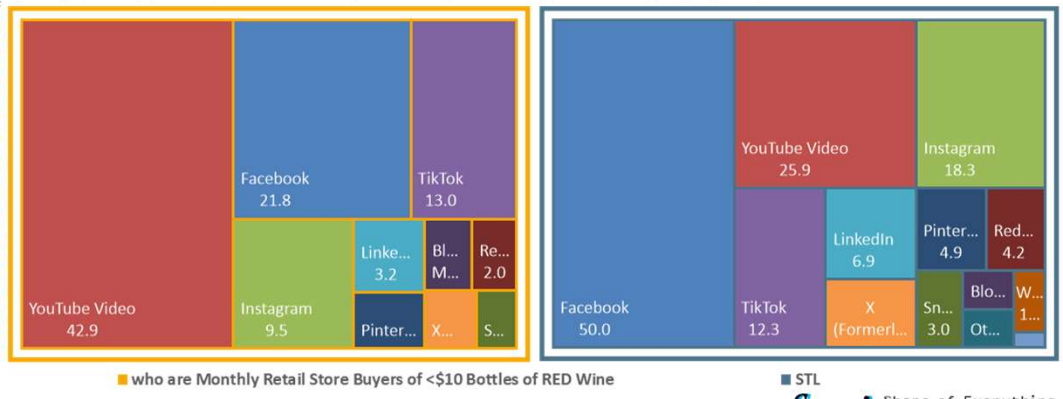

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

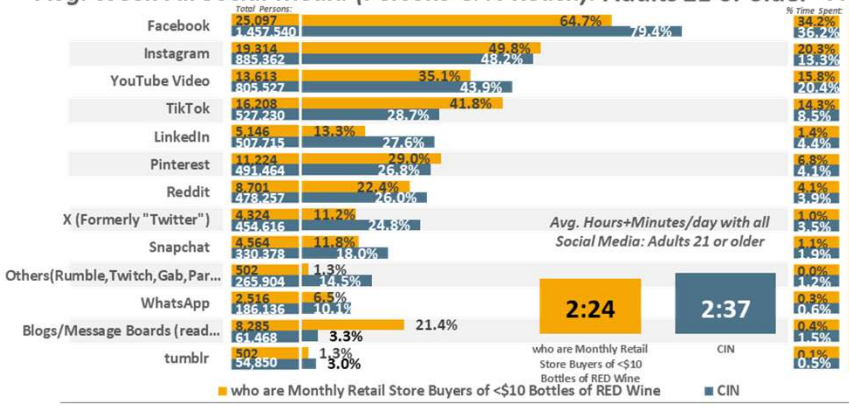
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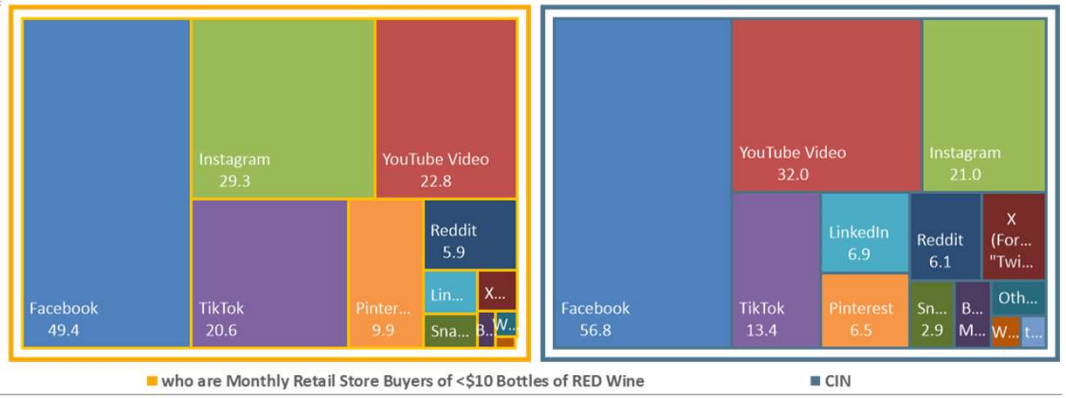
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

23,977 or 61.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Facebook for an average of 47. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

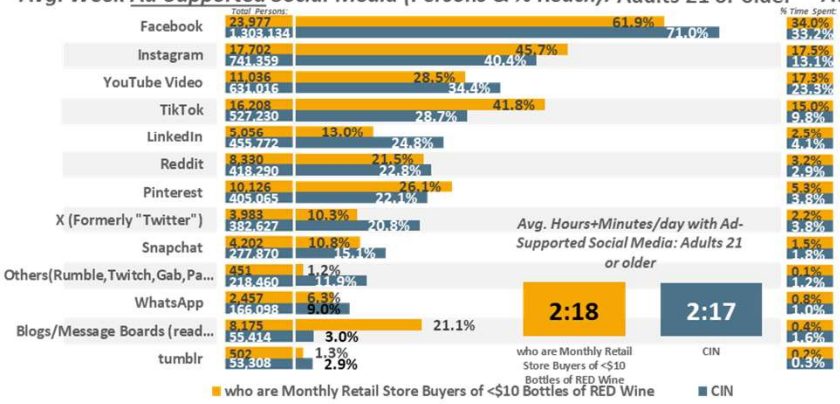
## Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



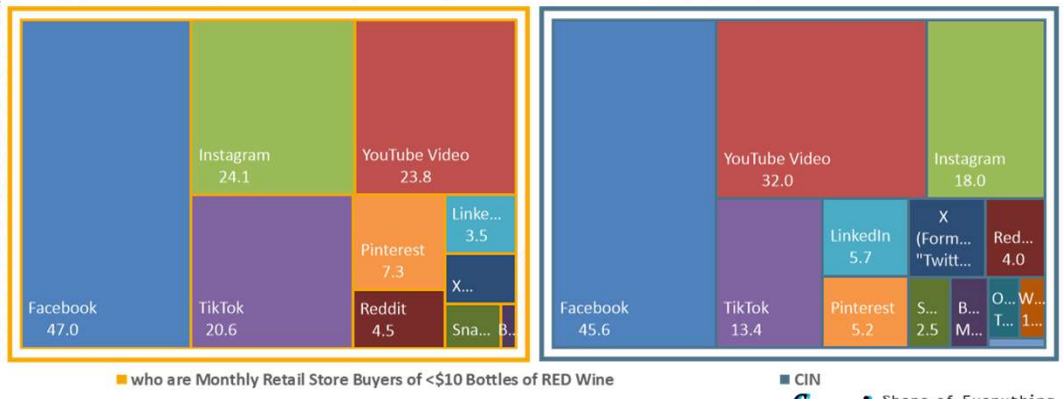

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

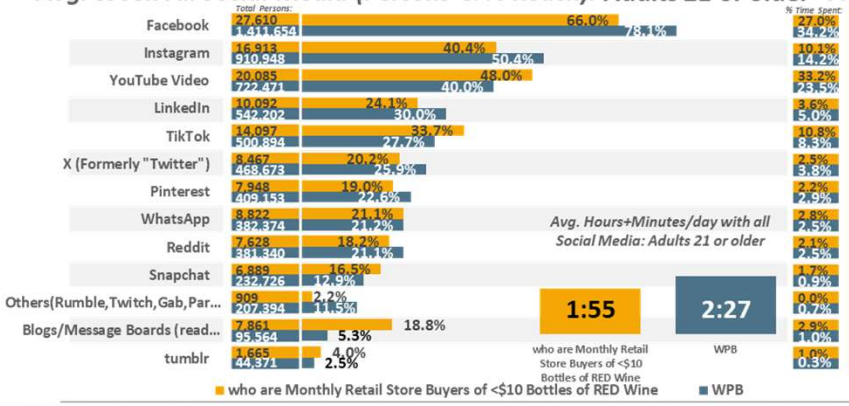
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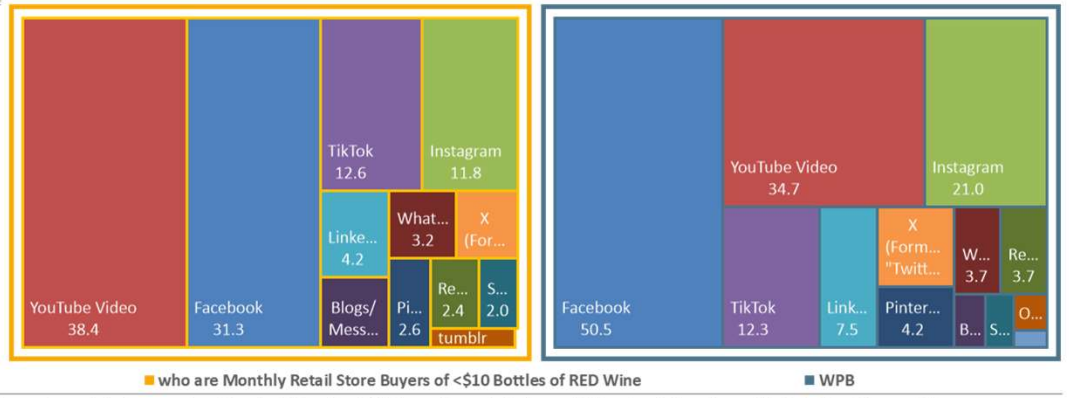
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

12,419 or 29.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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



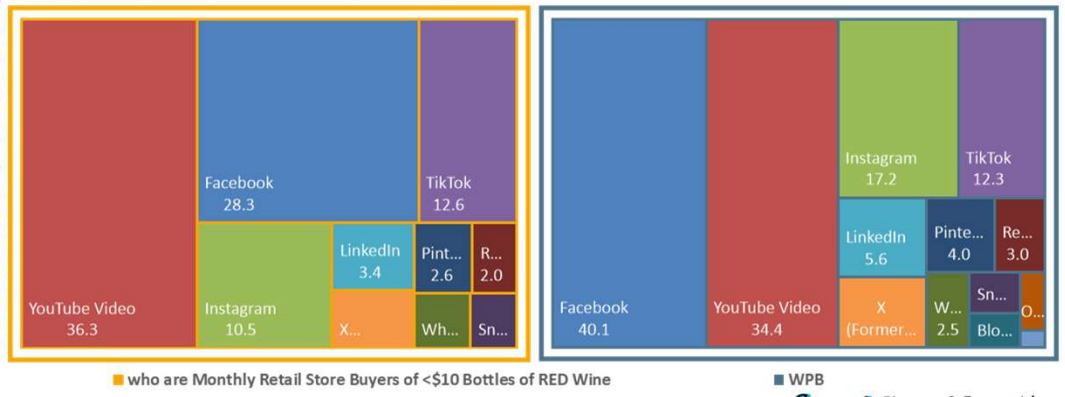

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

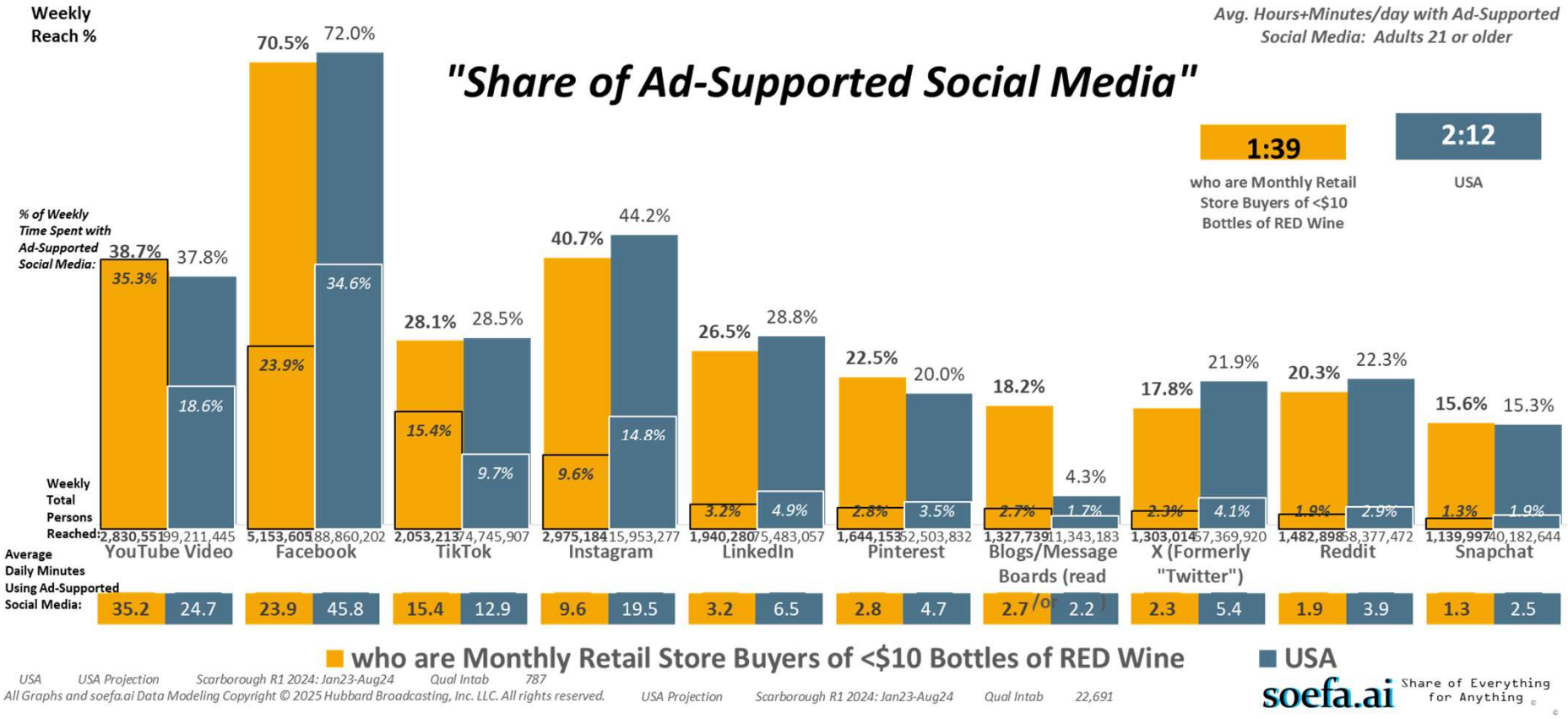
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2,830,551 or 38.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

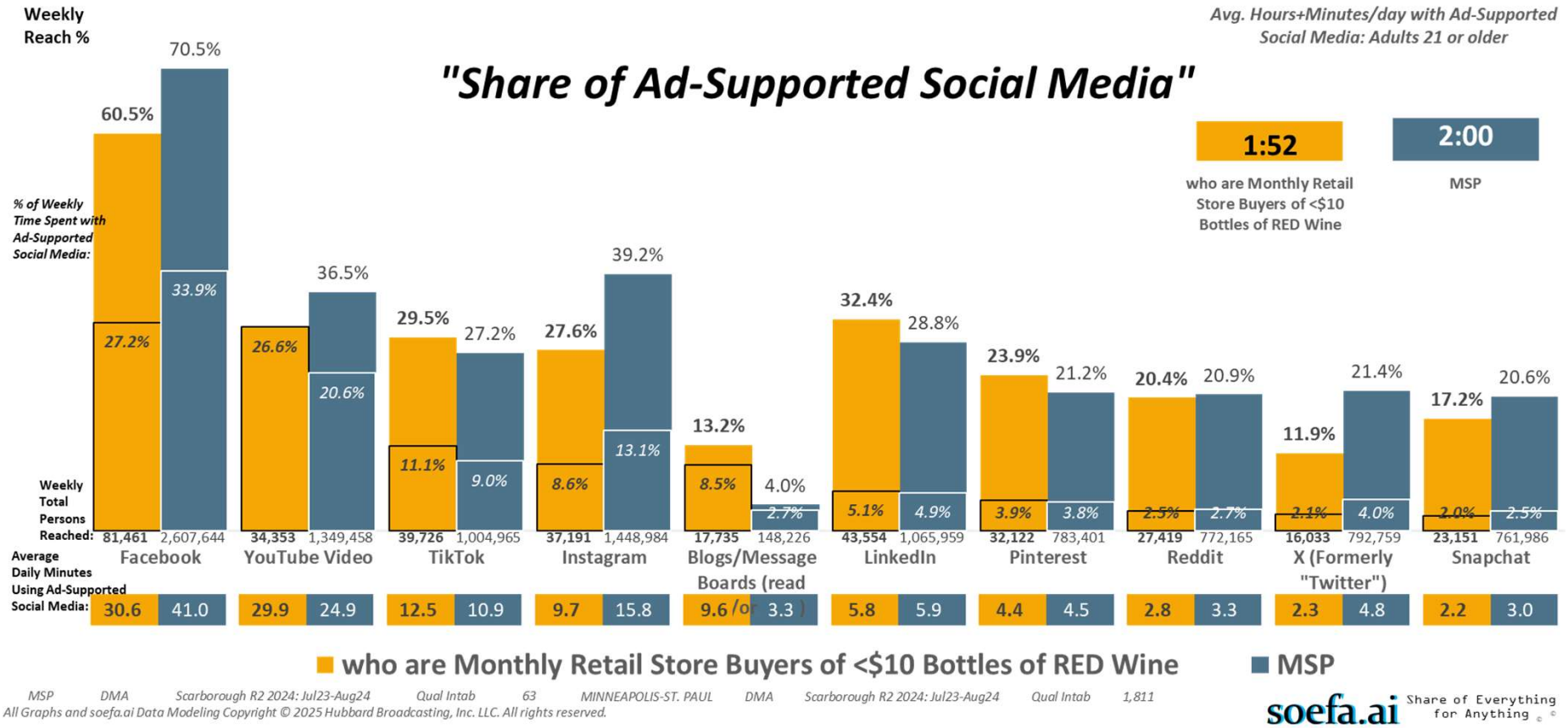
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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81,461 or 60.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Facebook for an average of 30.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811*

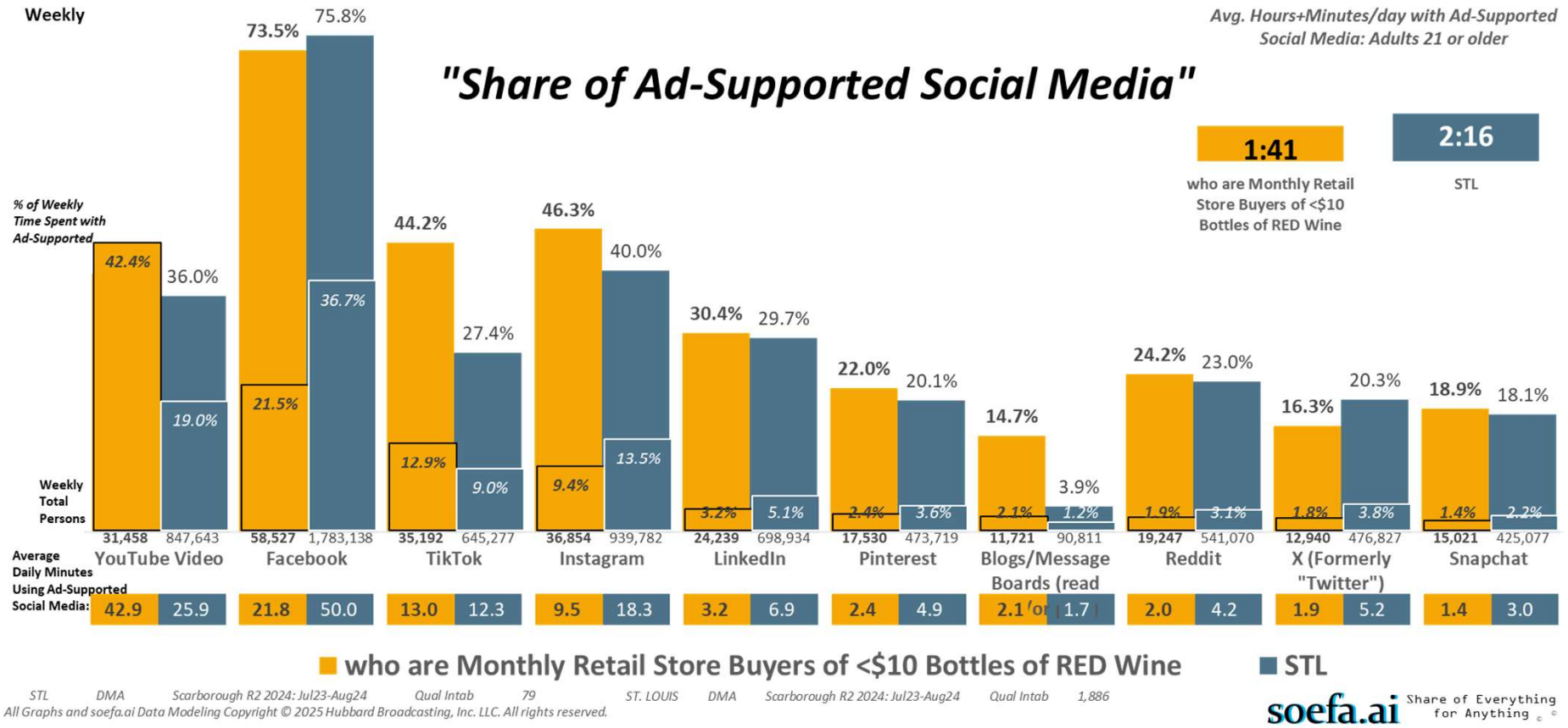
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31,458 or 39.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 42.9 minutes every day representing 42.4% of all time spent daily with Ad-Supported Social Media.



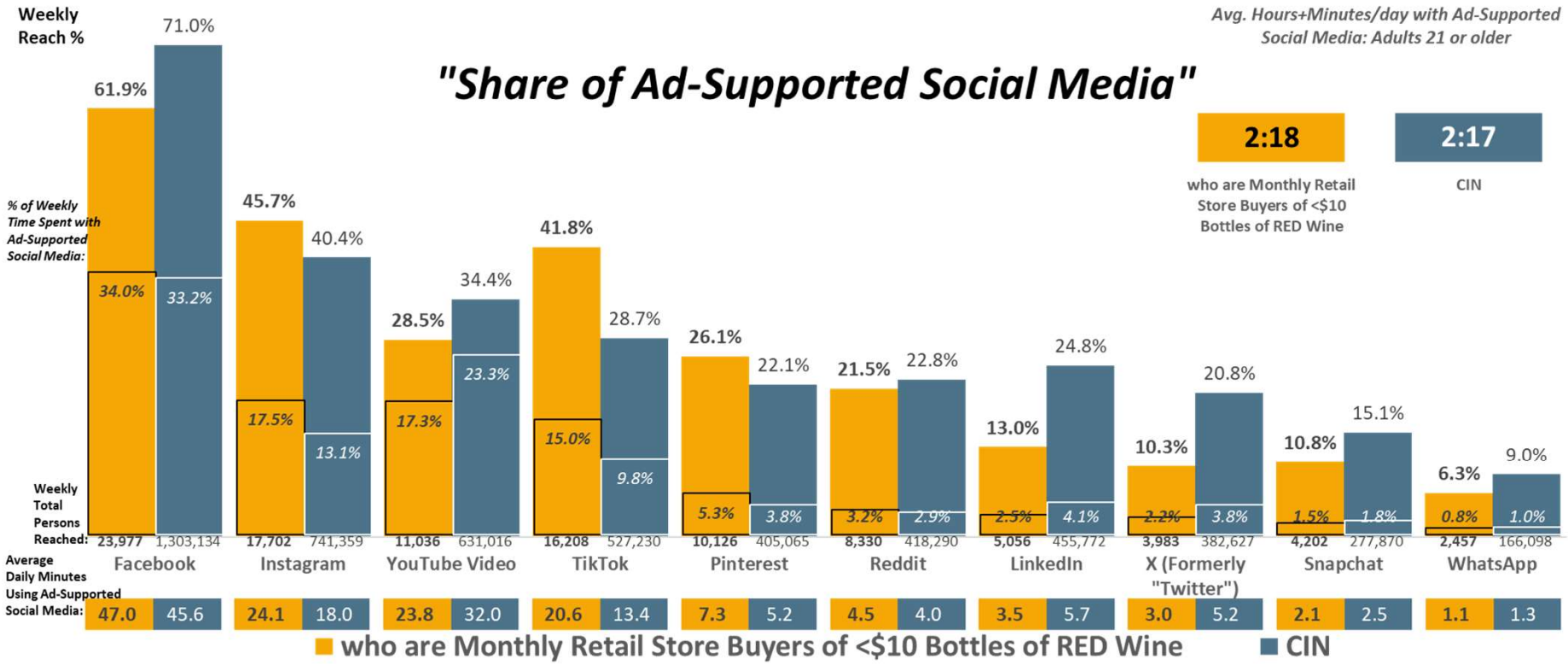

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886

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23,977 or 61.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Facebook for an average of 47. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



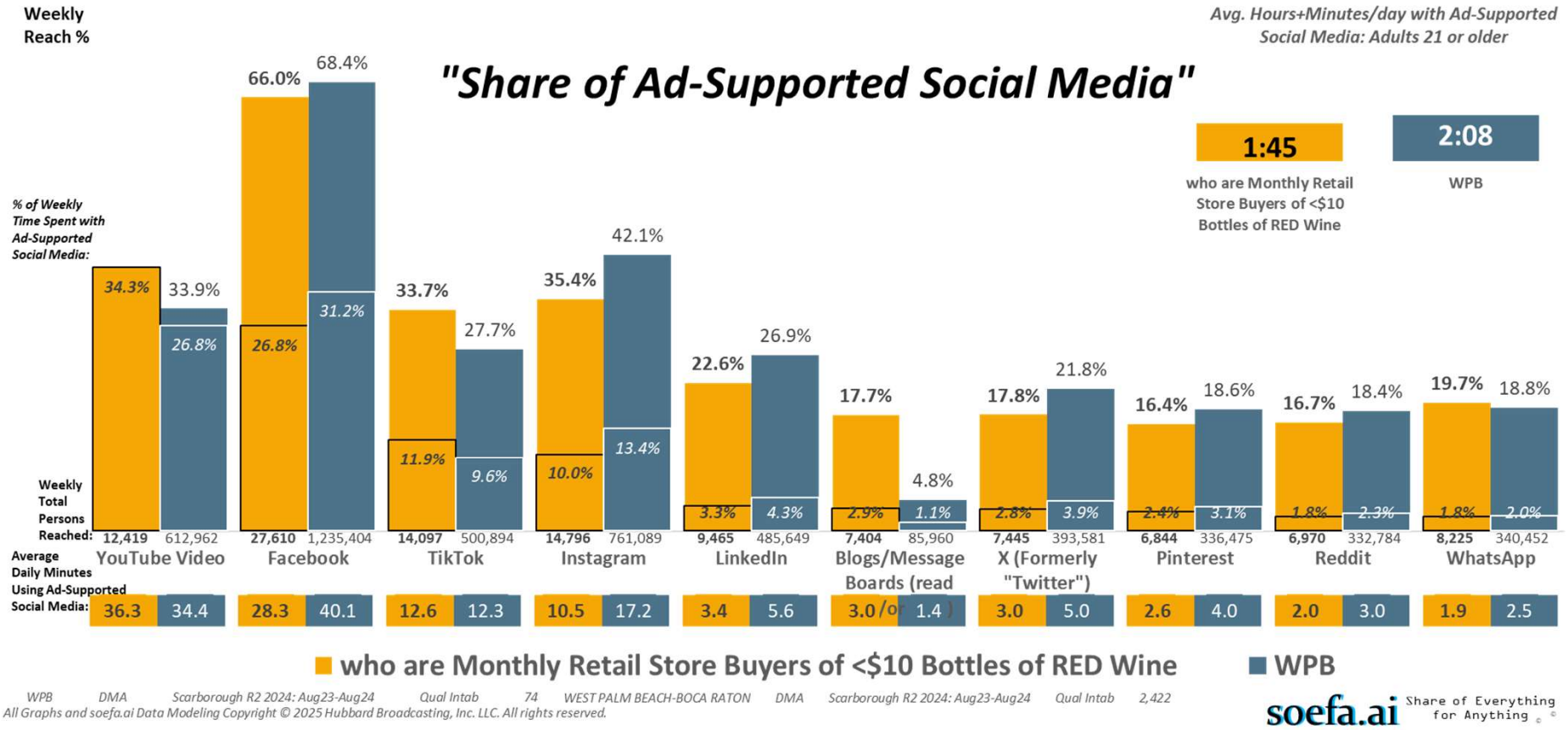

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

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12,419 or 29.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422

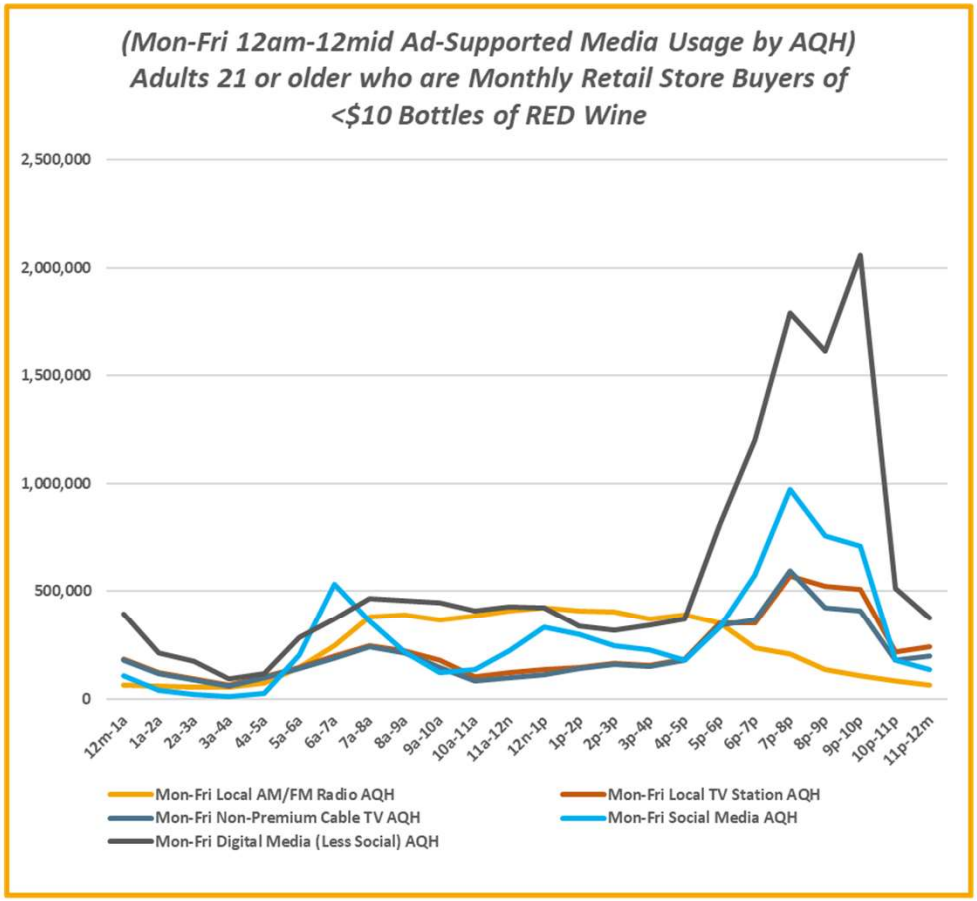
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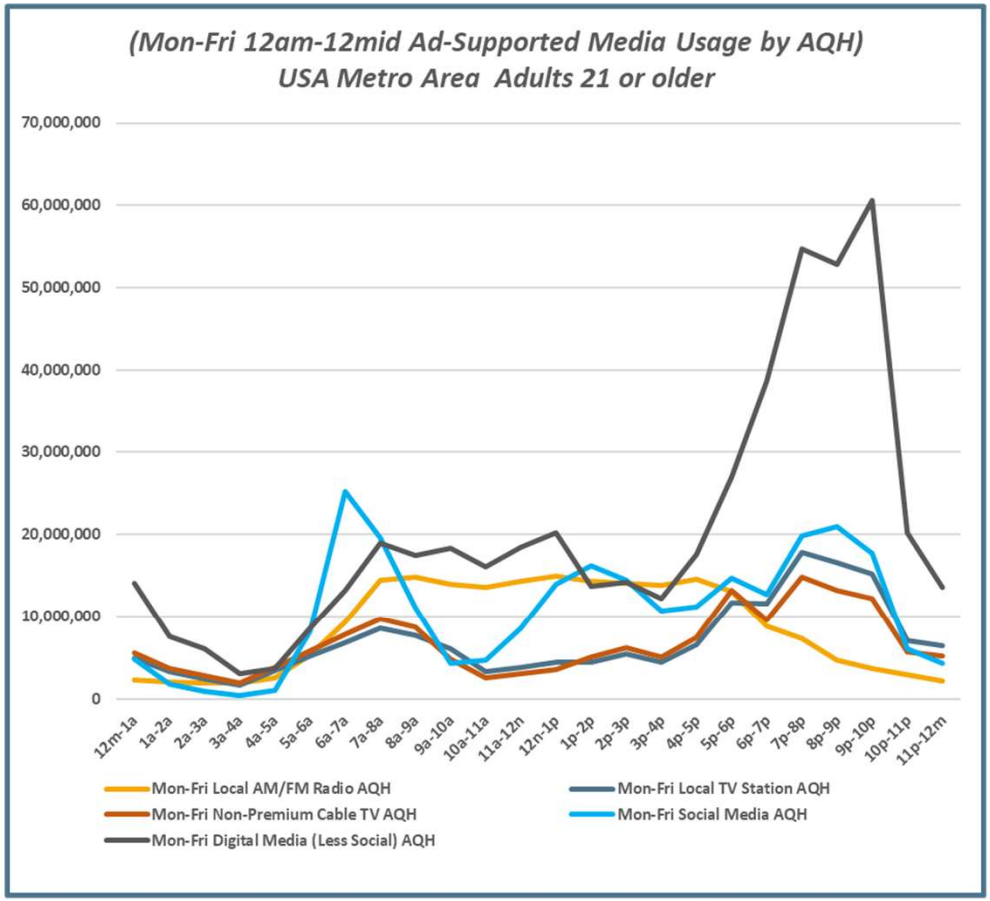
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 489,070; Local Radio: 364,394; Social Media: 289,505; Local TV: 195,249; Non-Prem. Cable: 184,000 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

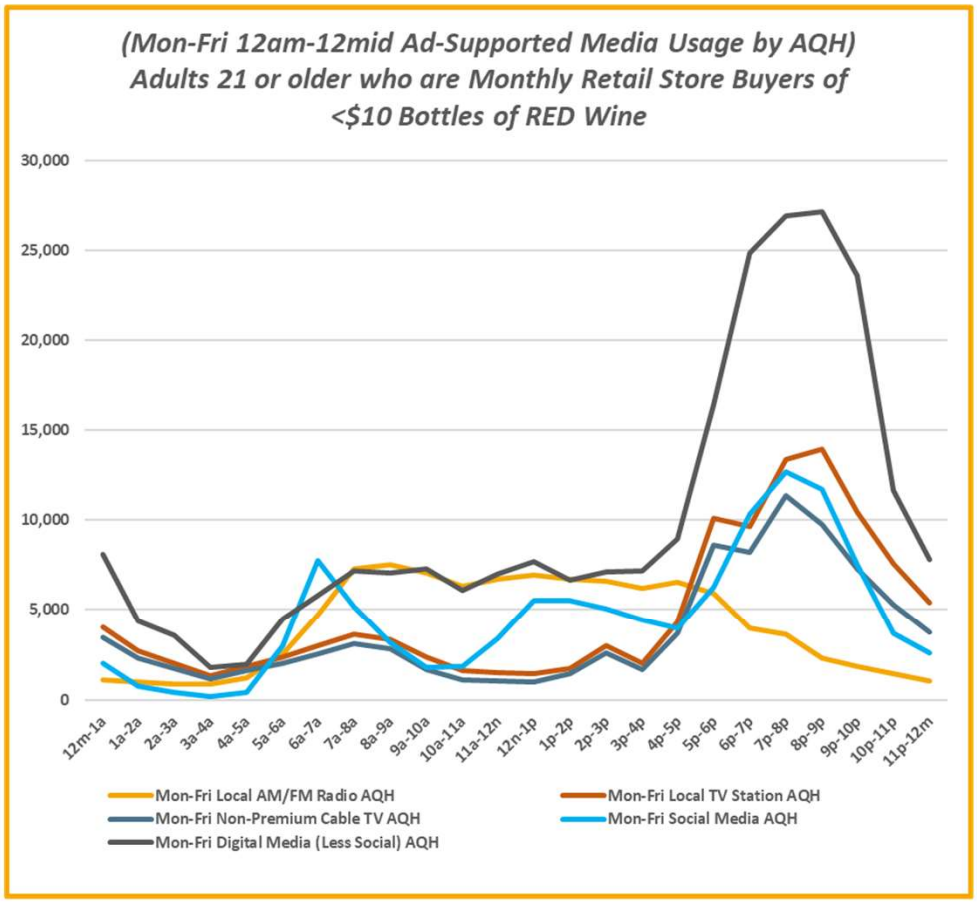
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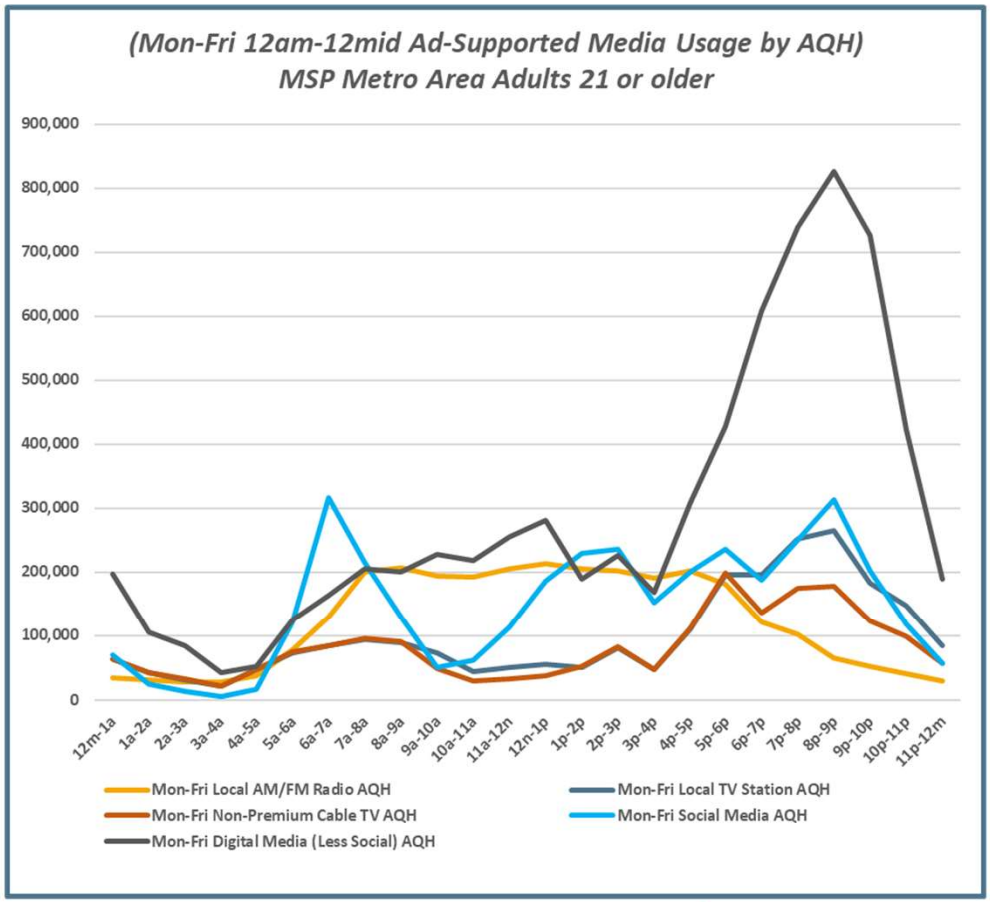
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,183; Local Radio: 6,351; Social Media: 4,946; Local TV: 3,663; Non-Prem. Cable: 3,037 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of



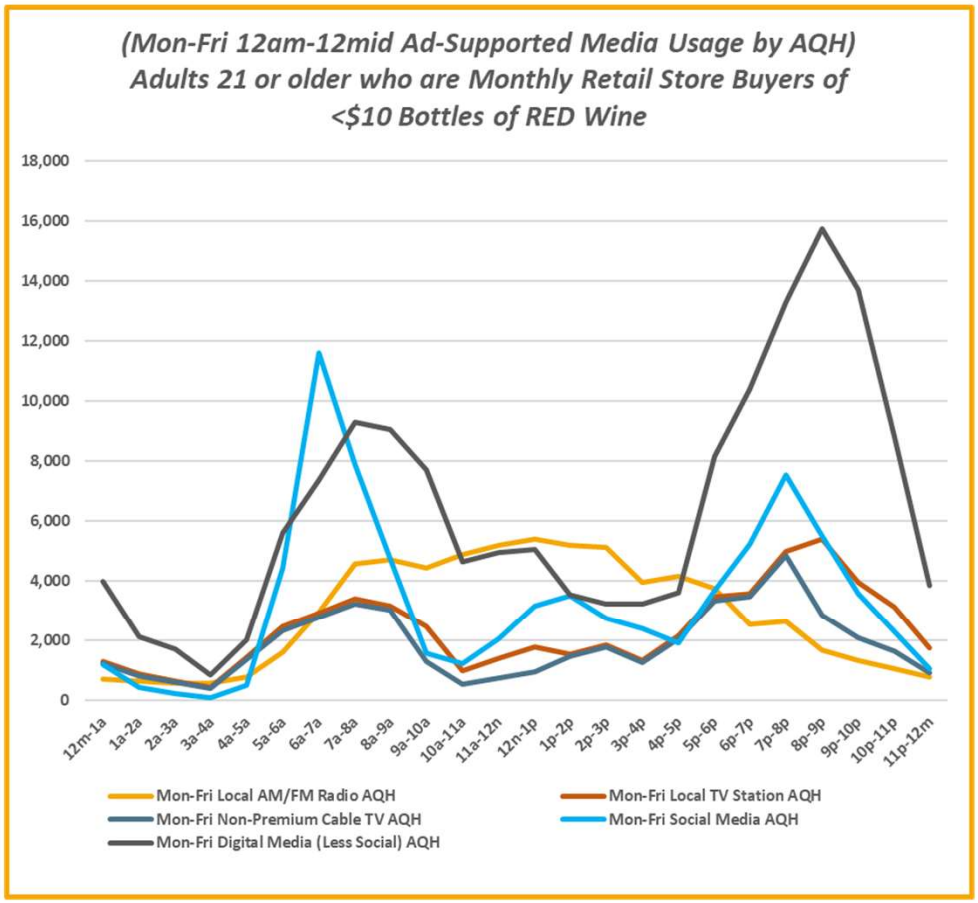

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

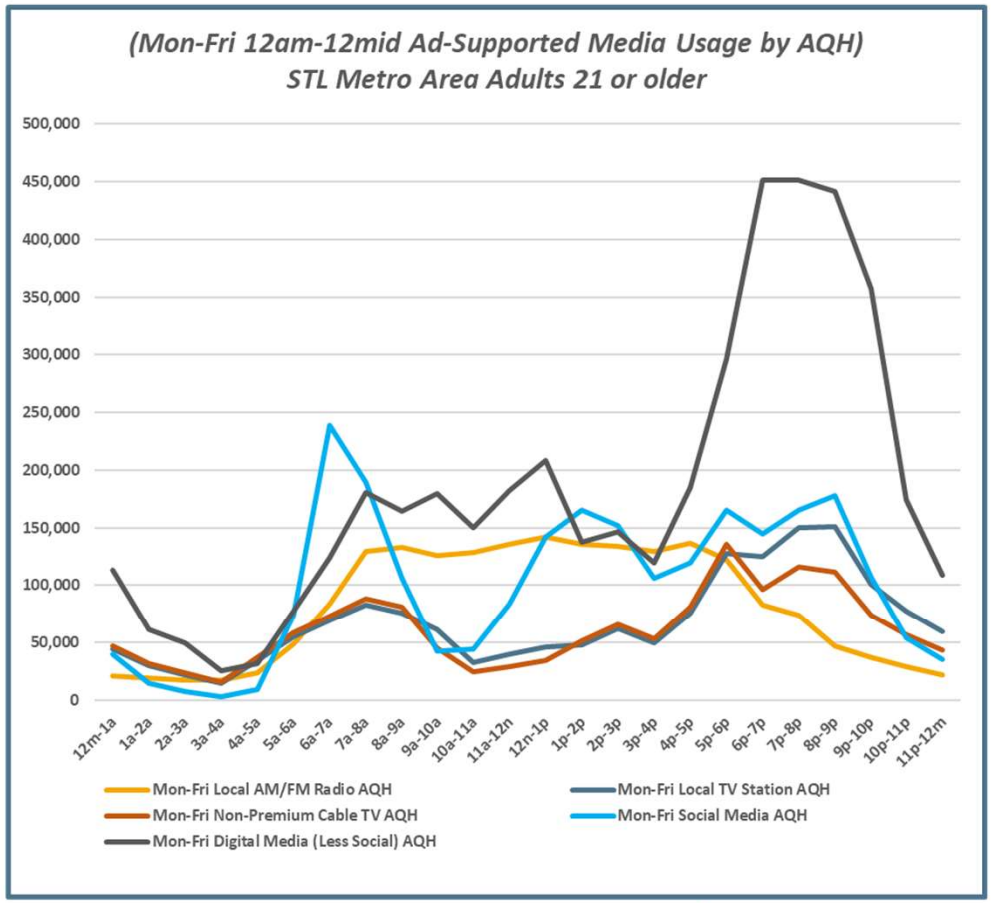
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,170; Local Radio: 4,368; Social Media: 3,973; Local TV: 2,307; Non-Prem. Cable: 1,985 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of



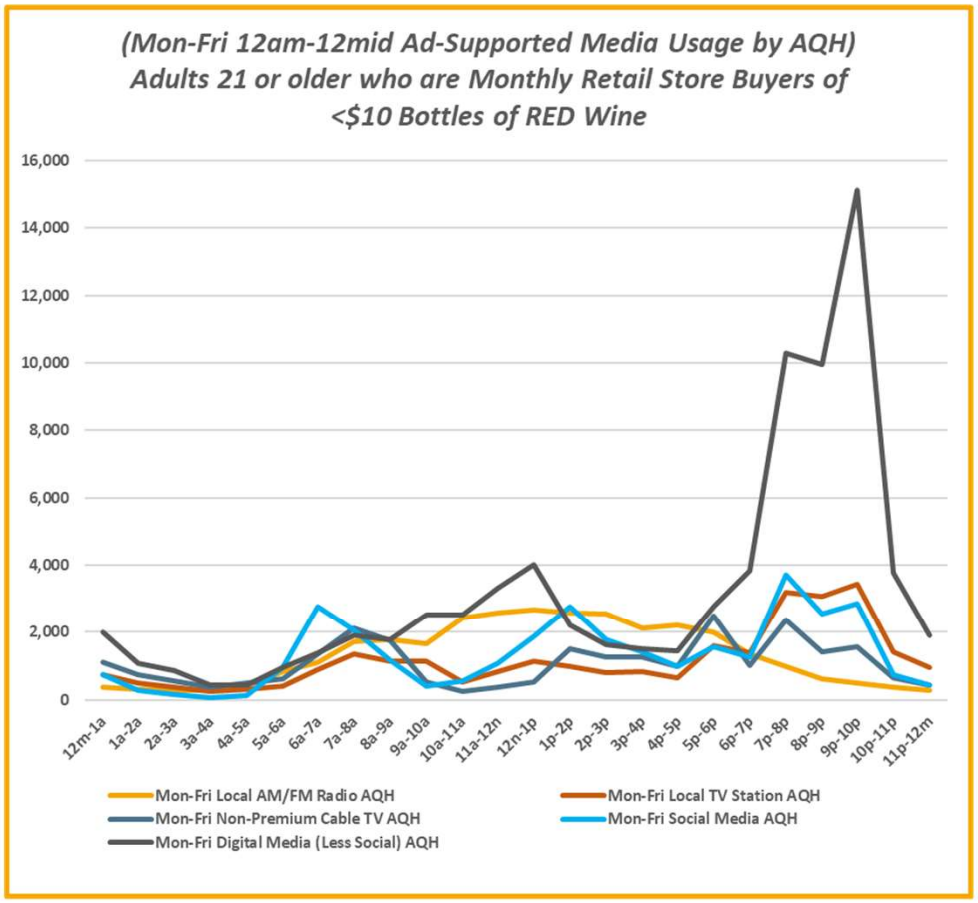

*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

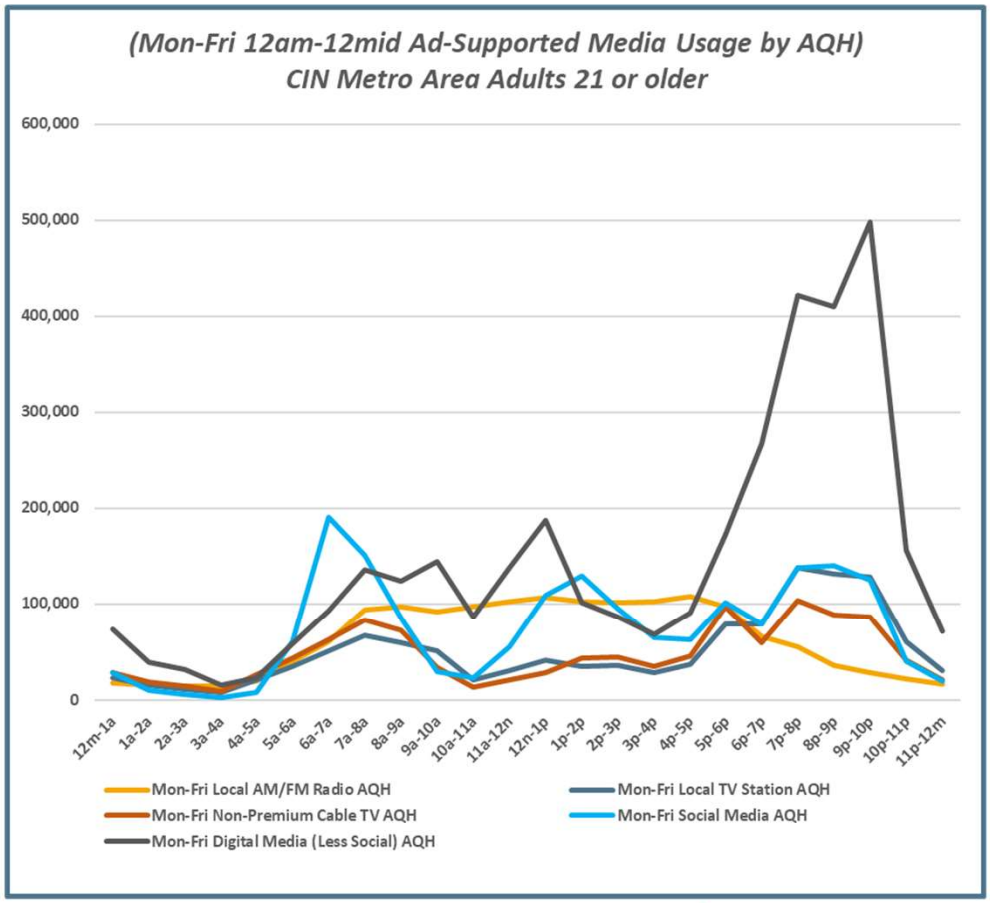
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,366; Local Radio: 2,054; Social Media: 1,506; Non-Prem. Cable: 1,183; Local TV: 1,020 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of



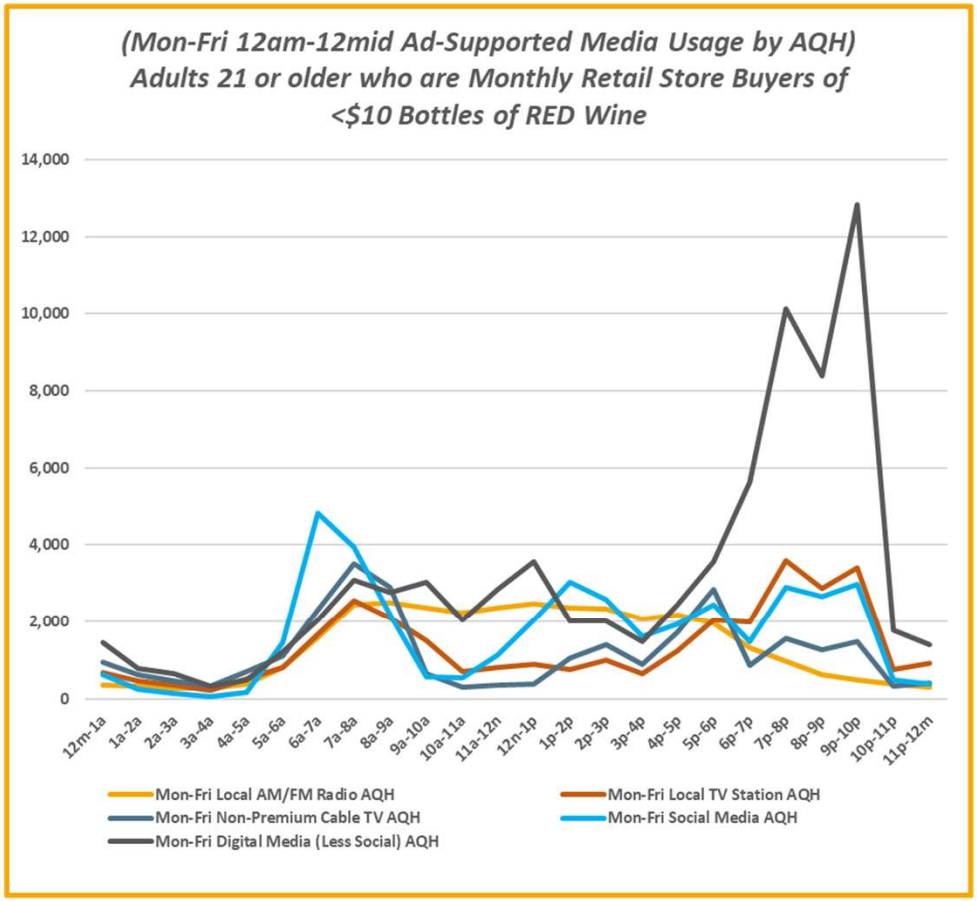

*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

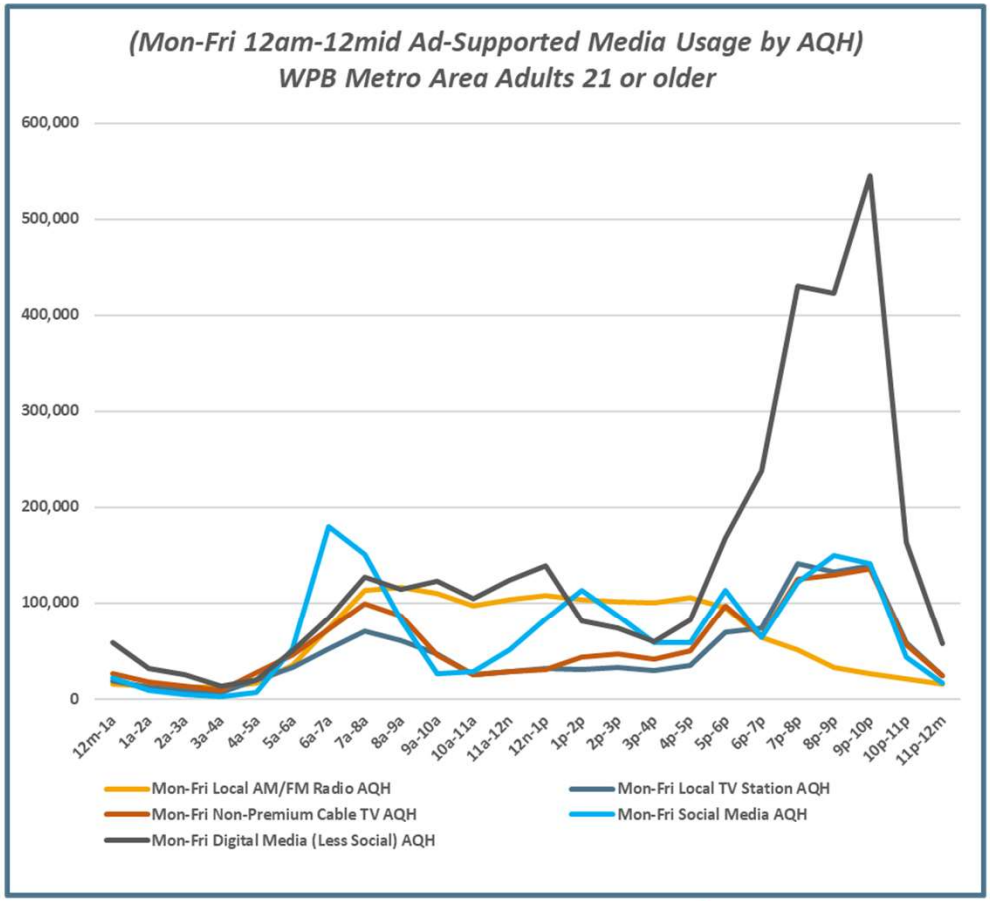
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,806; Social Media: 2,175; Local Radio: 2,165; Non-Prem. Cable: 1,473; Local TV: 1,375 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74*

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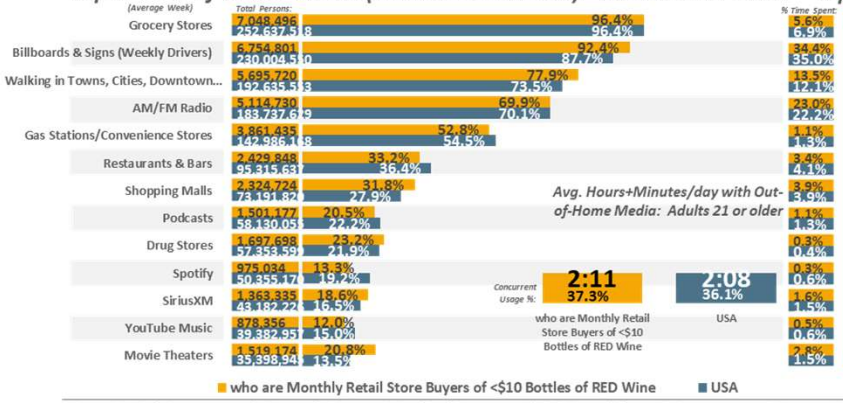
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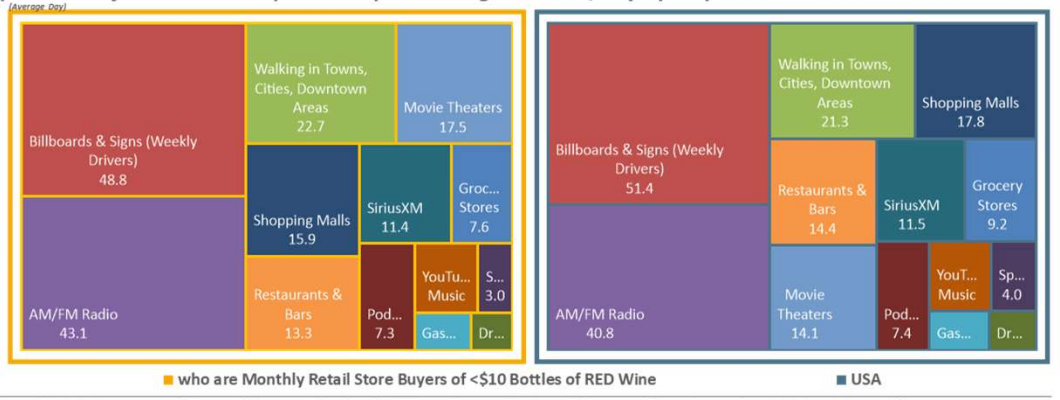



6,754,801 or 92.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 39.

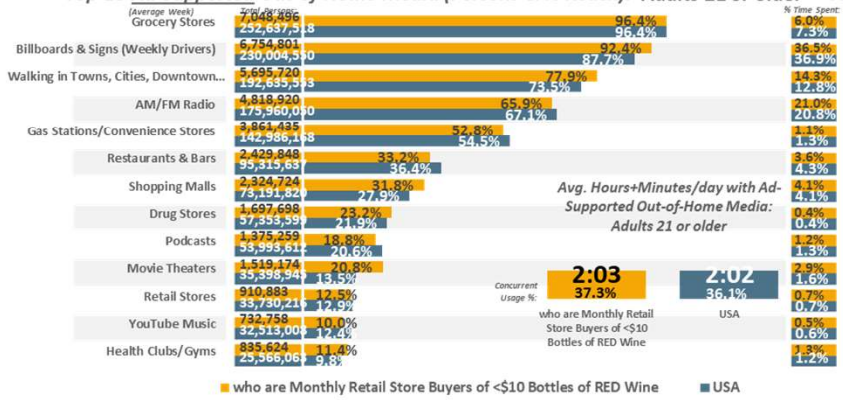
## Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



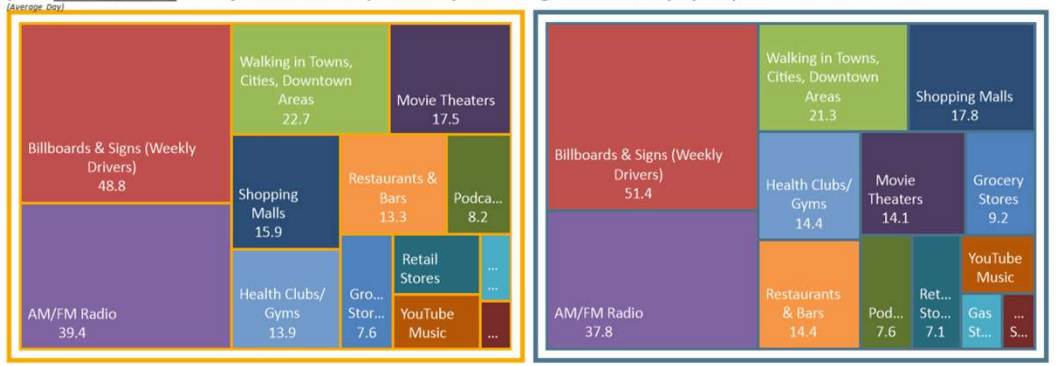

## Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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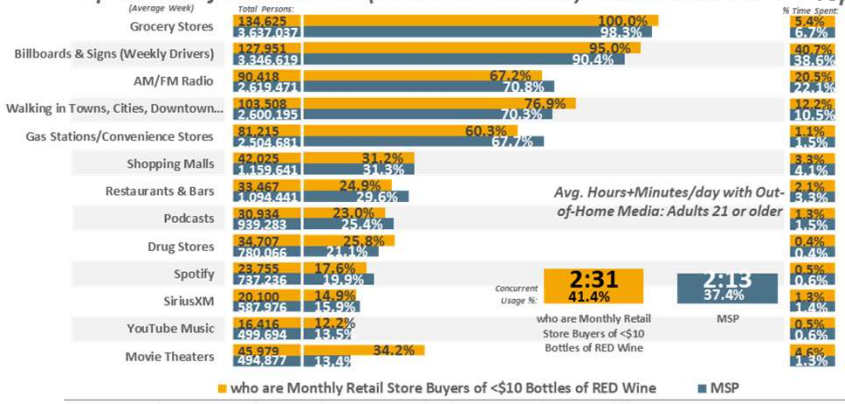
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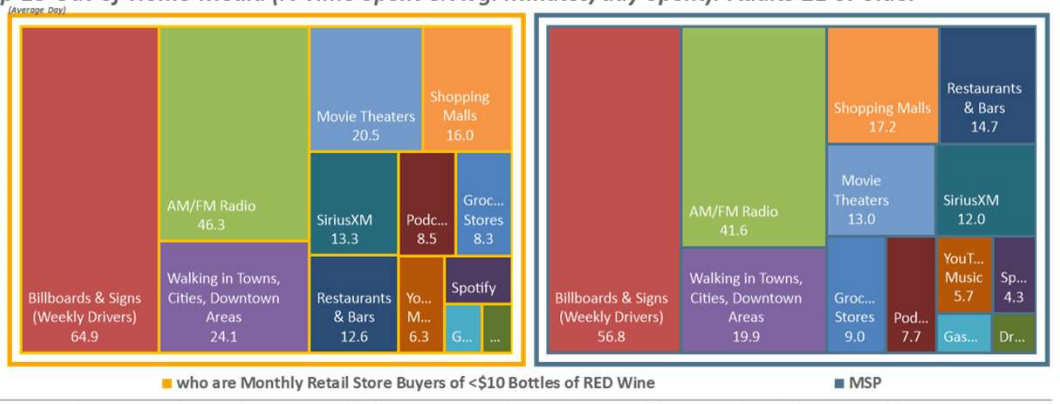
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127,951 or 95.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 64.9 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 43. min

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



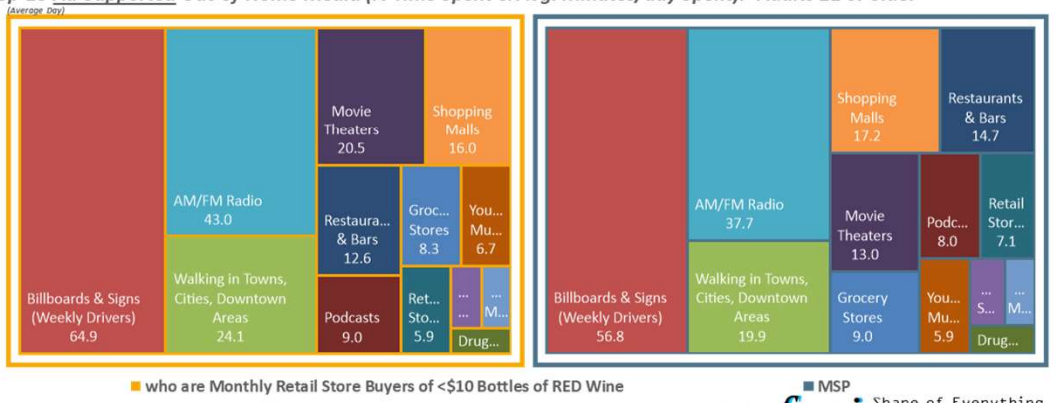

## Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

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74,327 or 93.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48. minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 43.5 min

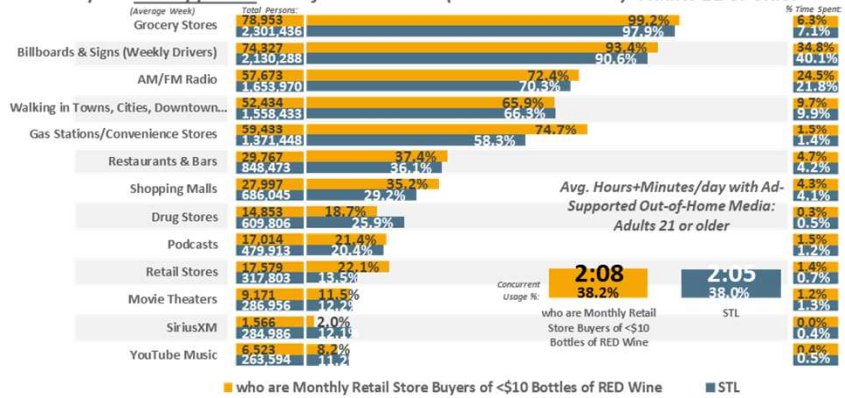
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 21 or older



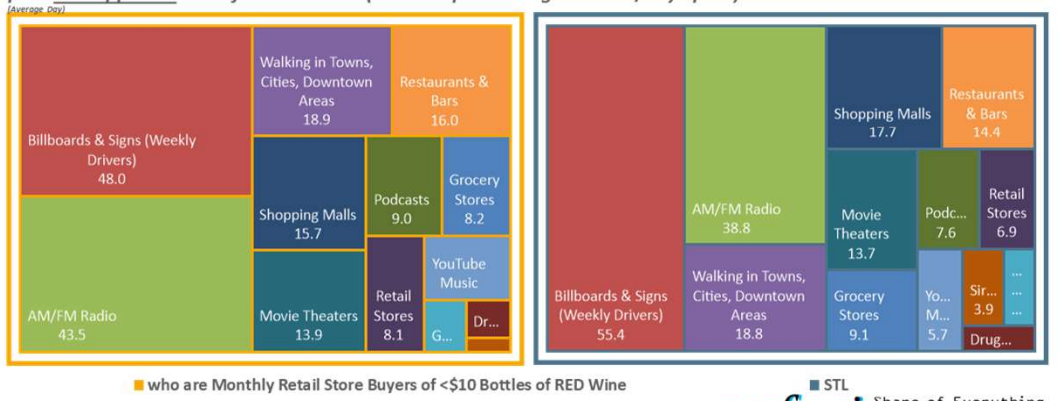

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

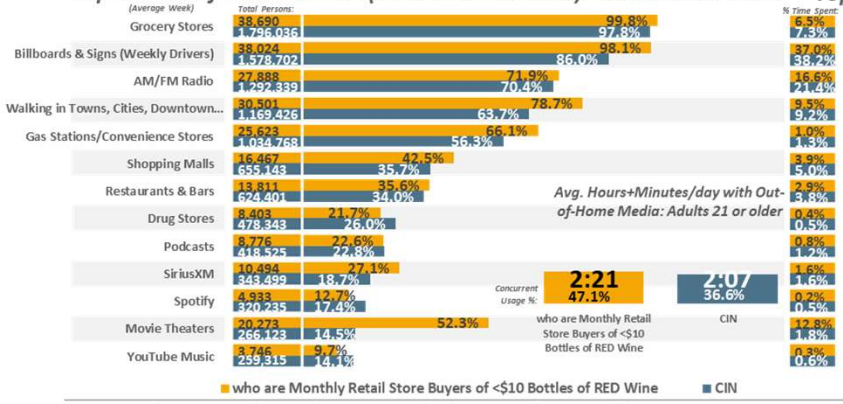
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

38,024 or 98.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 31.6 mi

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



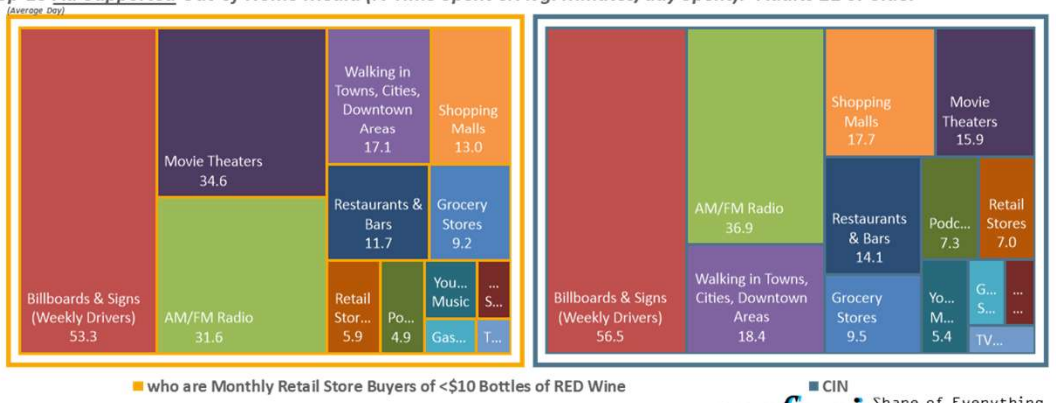

## Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older




## 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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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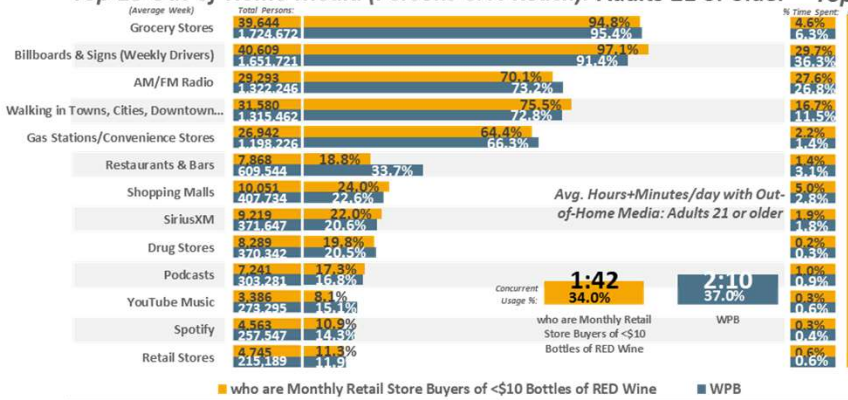
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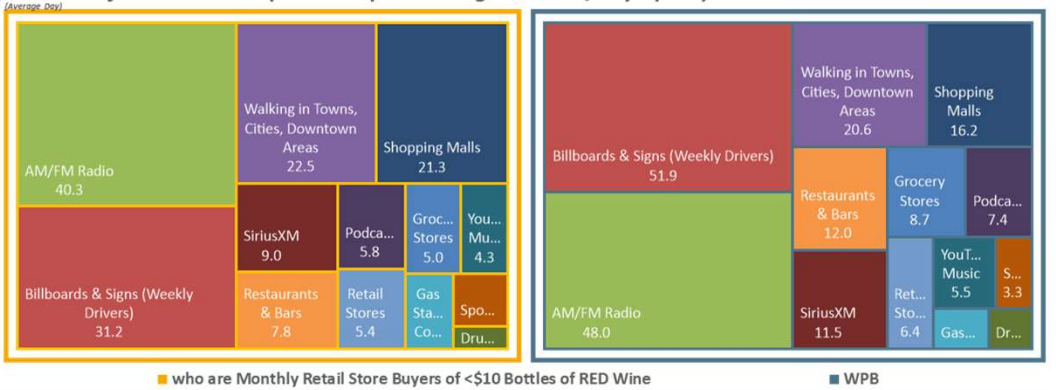



40,609 or 97.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 31.2 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 37.9 mi

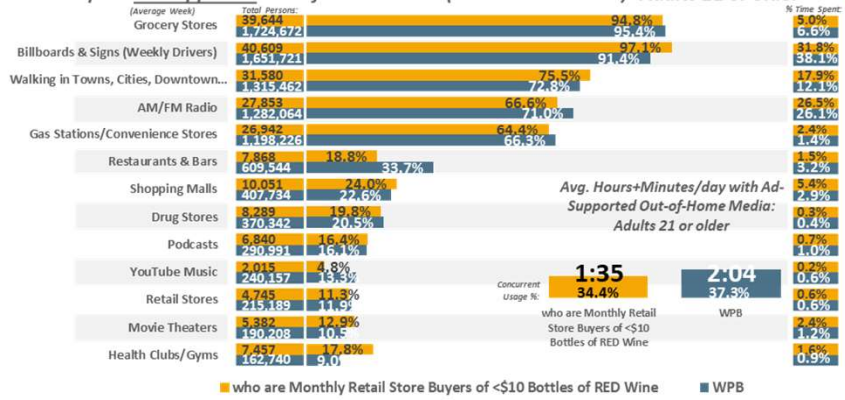
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 21 or older



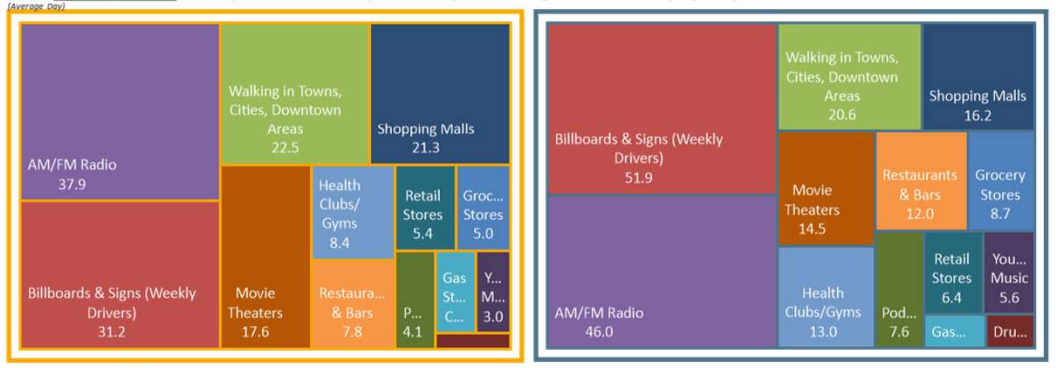

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74*

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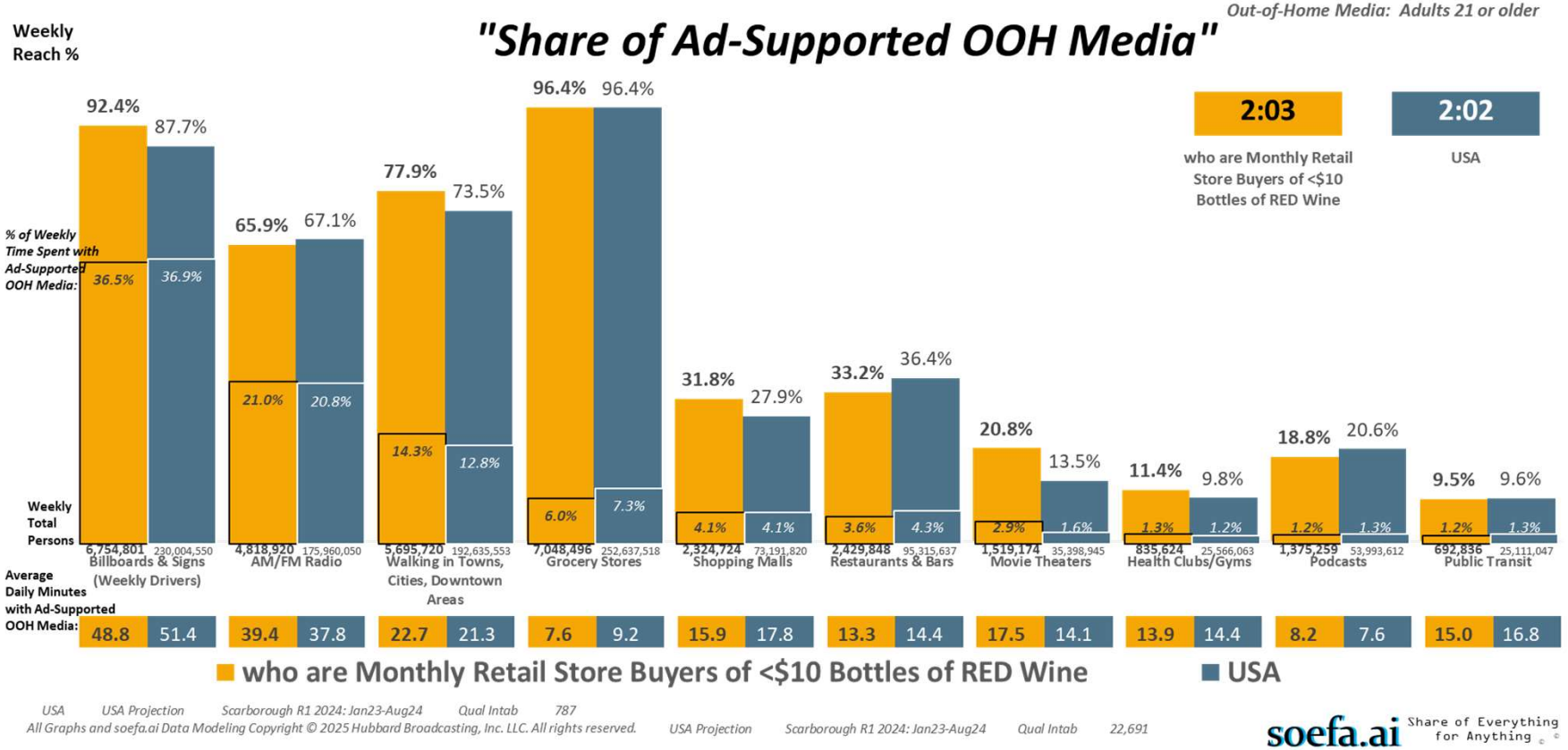
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6,754,801 or 92.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Medi

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

# "Share of Ad-Supported OOH Media"




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

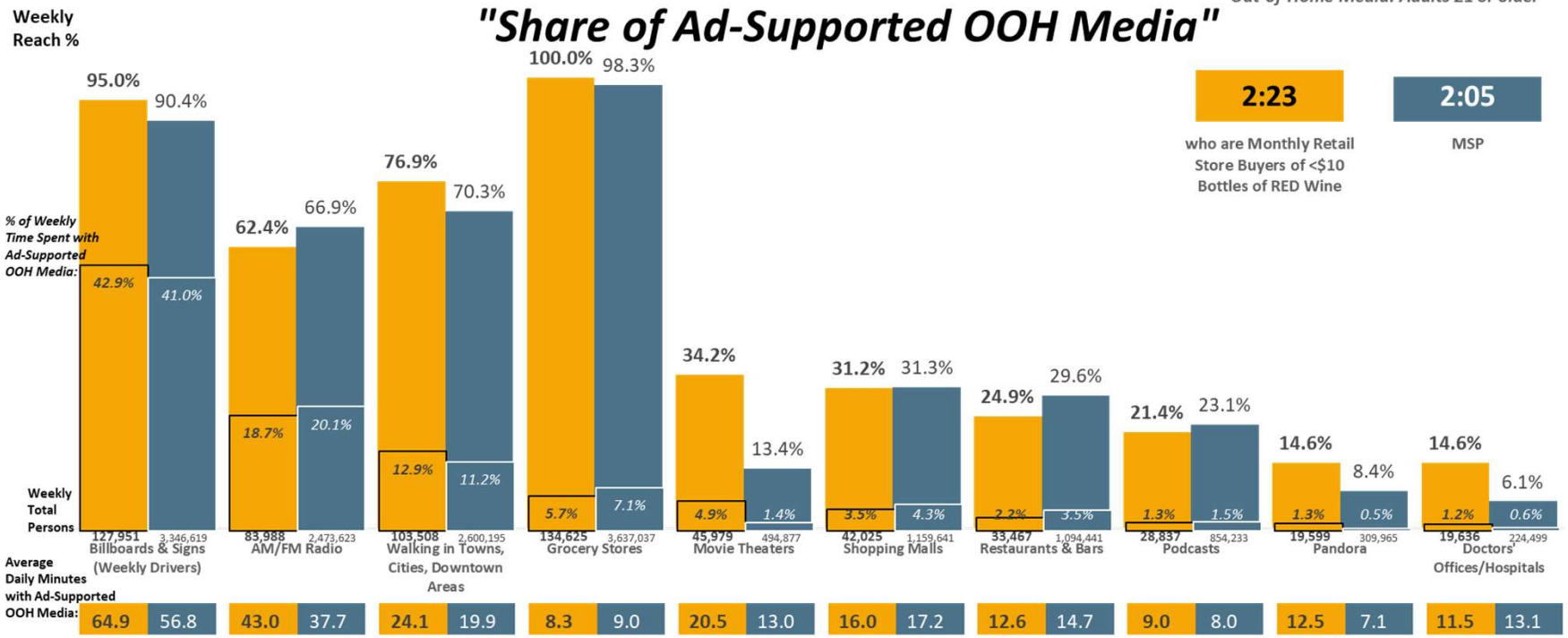
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127,951 or 95.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 64.9 minutes per day driving, seeing Billboards and Signs representing 42.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,811*

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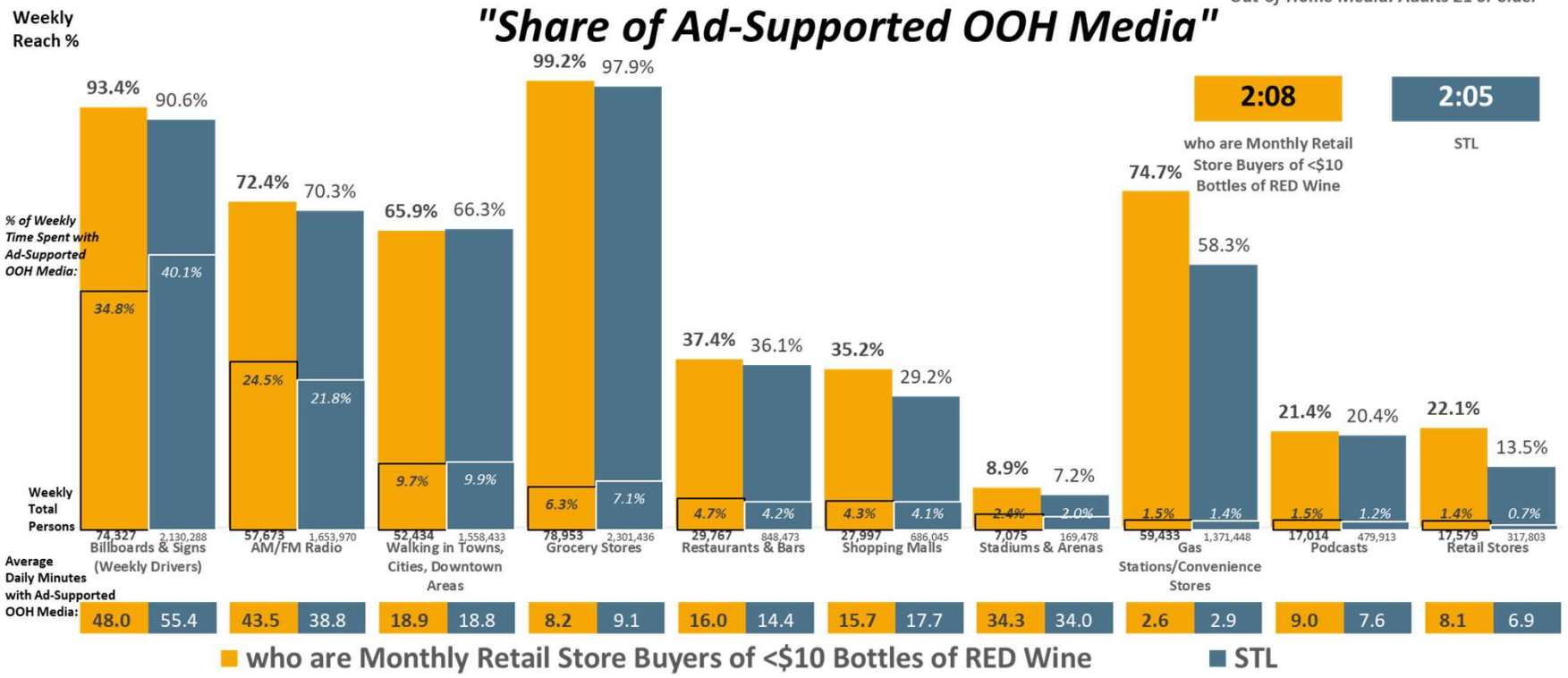
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

74,327 or 93.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,886*

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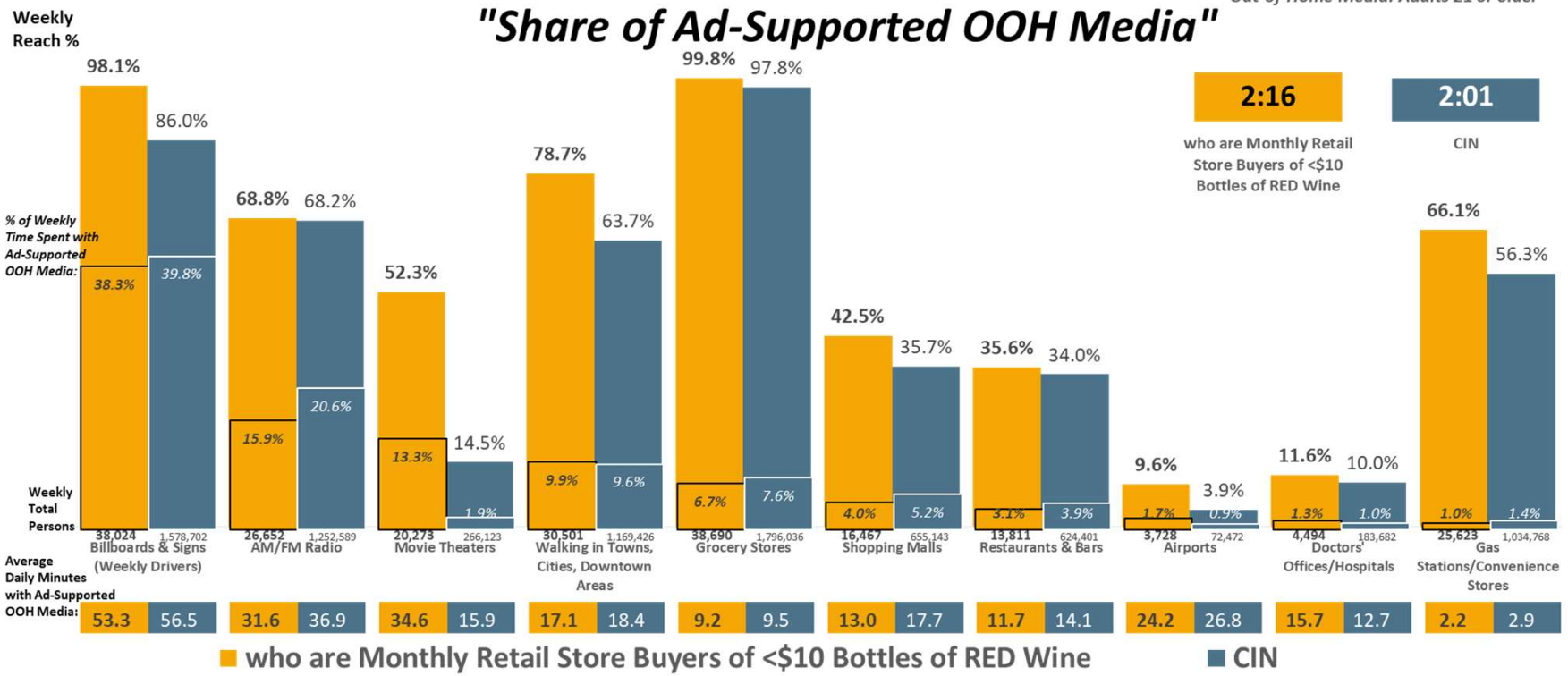
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

38,024 or 98.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 38.3% 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"




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,842

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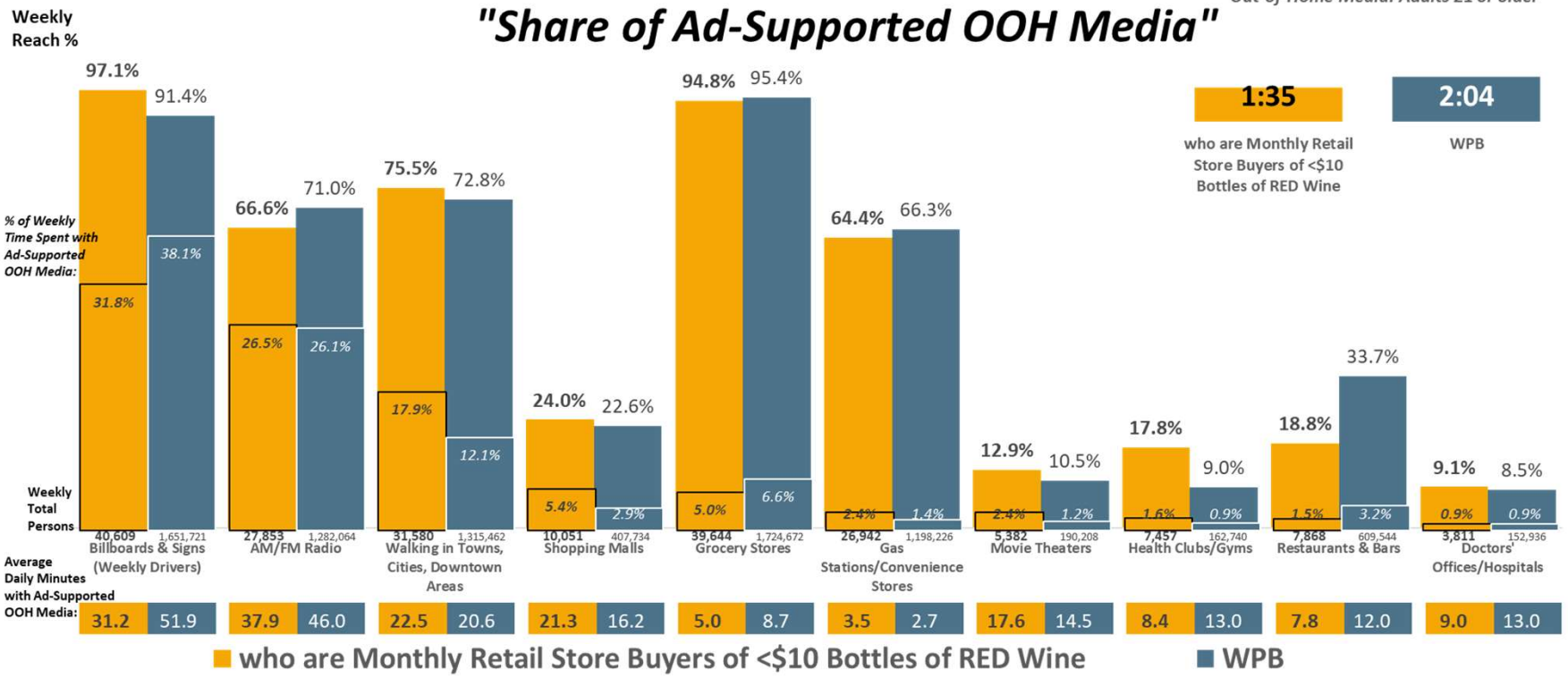
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

40,609 or 97.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 31.2 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,422

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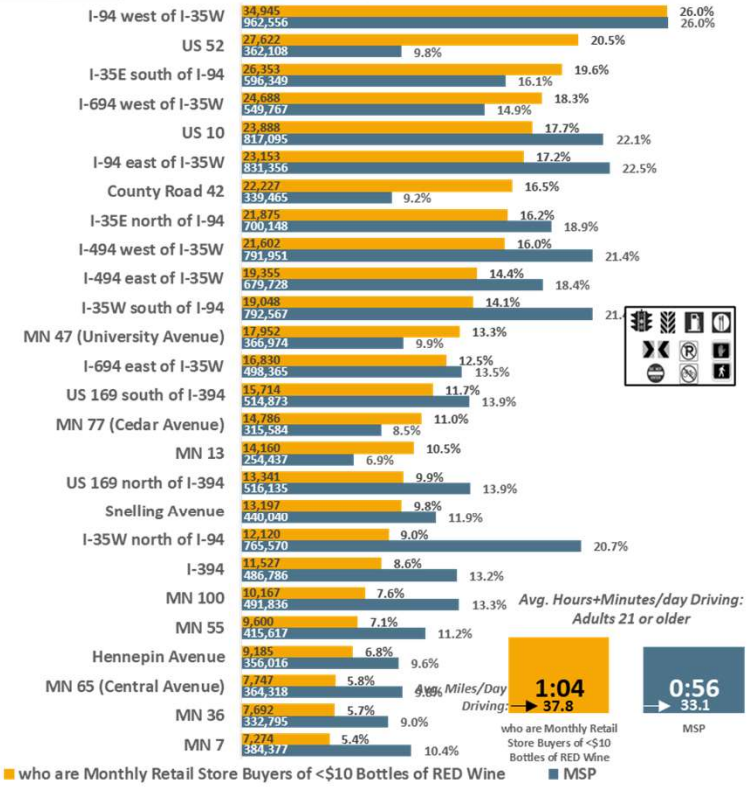
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

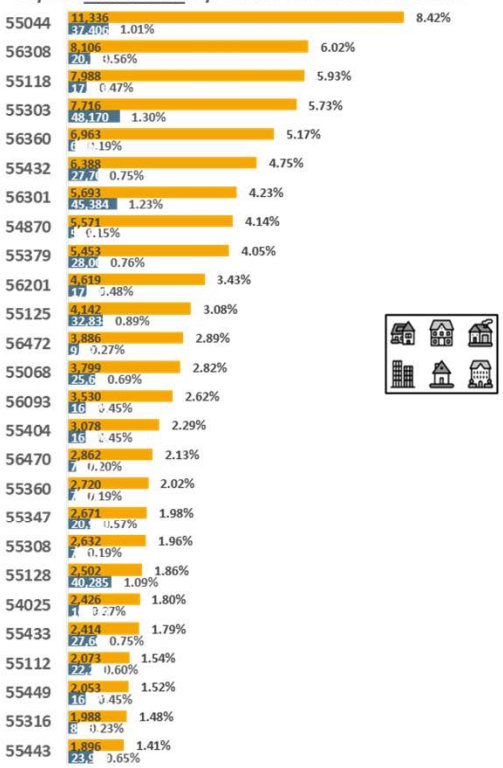



127,951 or 95.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 64.9 minutes per day driving an average of 37.8 miles each day and are 109.7% more likely to use US 52 than the Metro average.

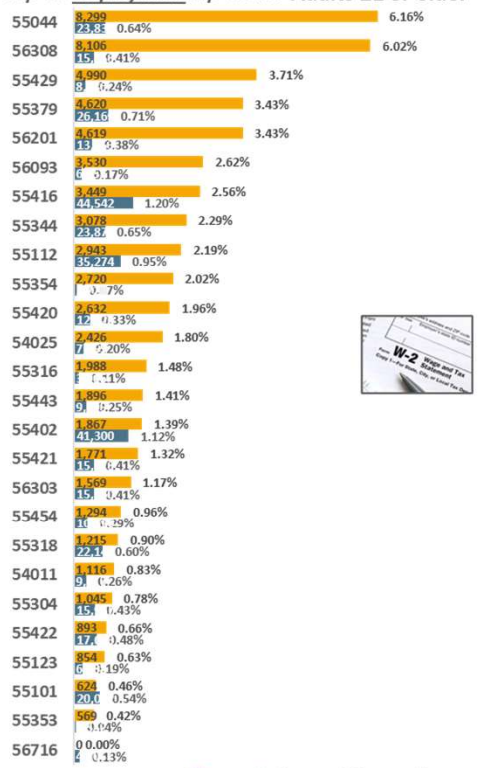
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 21 or older




## *Top-26 Residential Zip Codes:* Adults 21 or older




## *Top-26 Employment Zip Codes:* Adults 21 or older




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*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

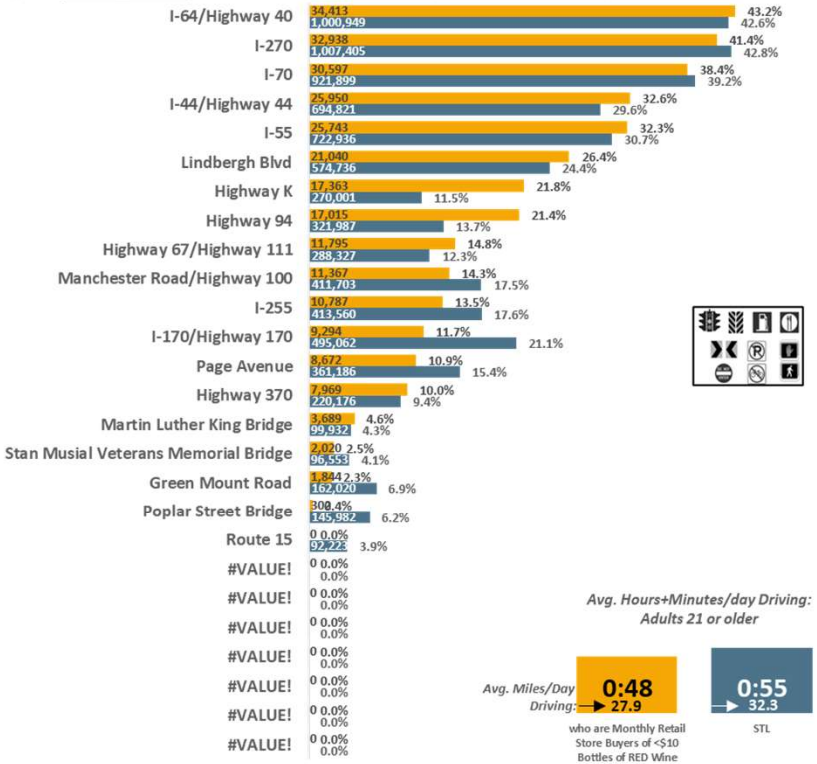
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*




74,327 or 93.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 89.9% more likely to use Highway K than the Metro average.

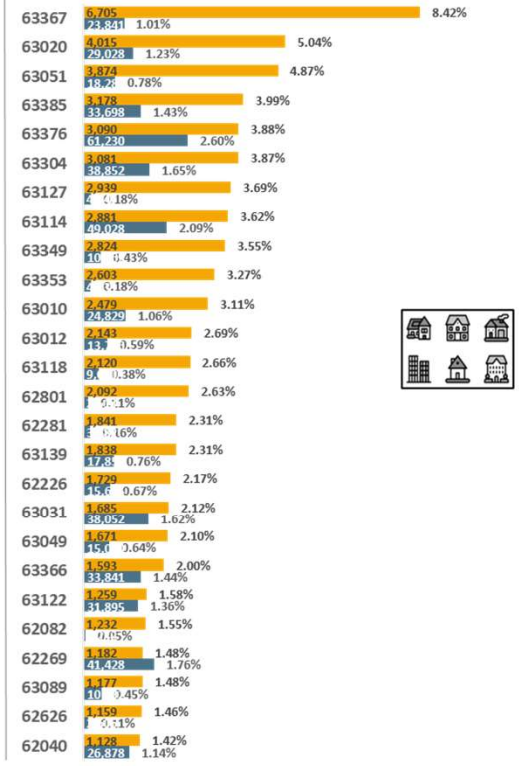
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 21 or older



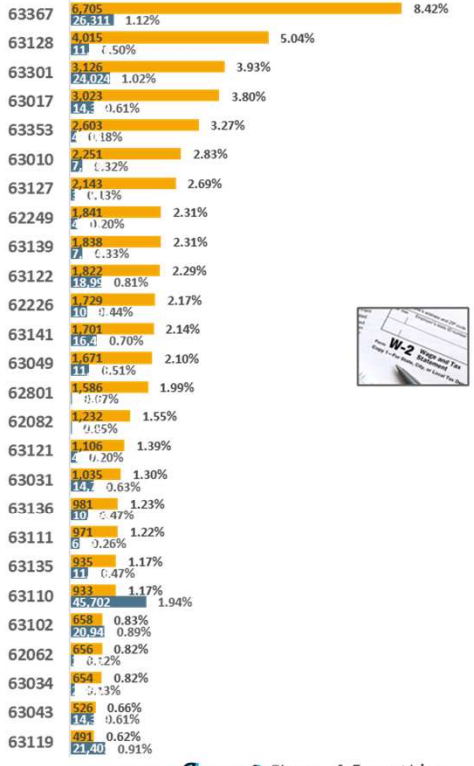

*Avg. Hours+Minutes/day Driving: Adults 21 or older*




## *Top-26 Residential Zip Codes:* Adults 21 or older




## *Top-26 Employment Zip Codes:* Adults 21 or older




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*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

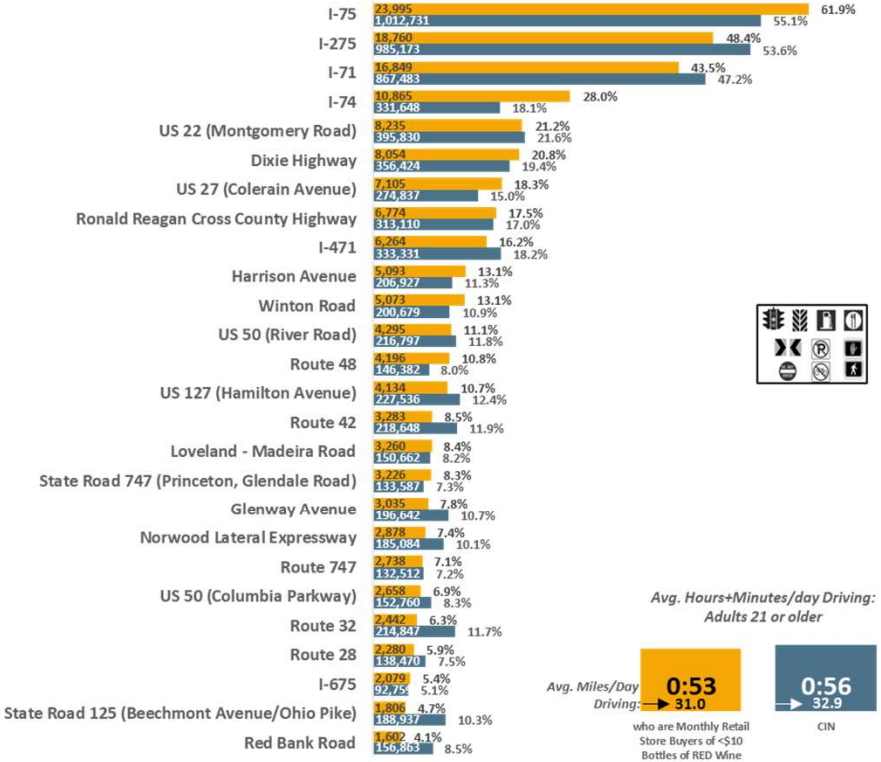
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*




38,024 or 98.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 55.2% more likely to use I-74 than the Metro average.

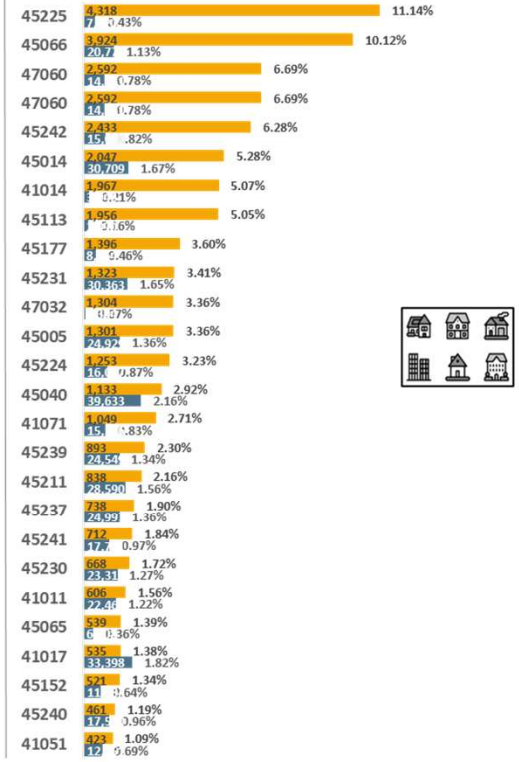
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 21 or older



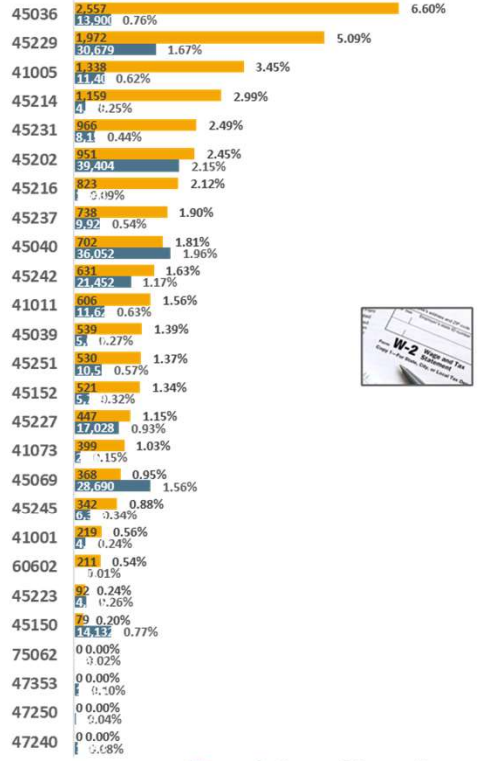

*Avg. Hours+Minutes/day Driving: Adults 21 or older*




## *Top-26 Residential Zip Codes:* Adults 21 or older




## *Top-26 Employment Zip Codes:* Adults 21 or older




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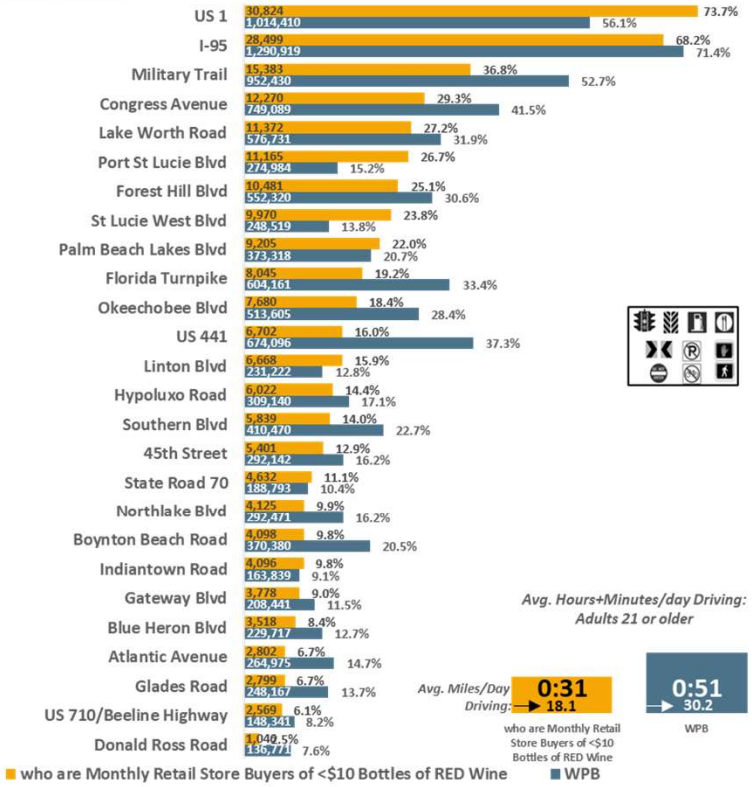
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

40,609 or 97.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 31.2 minutes per day driving an average of 18.1 miles each day and are 75.5% more likely to use Port St Lucie Blvd than the Metro ave

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



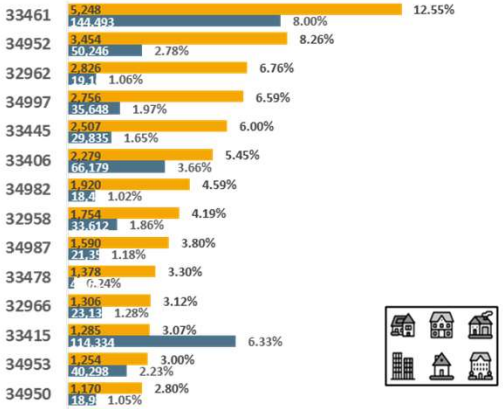

*Avg. Hours+Minutes/day Driving: Adults 21 or older*

*Avg. Miles/Day Driving:* 18.1

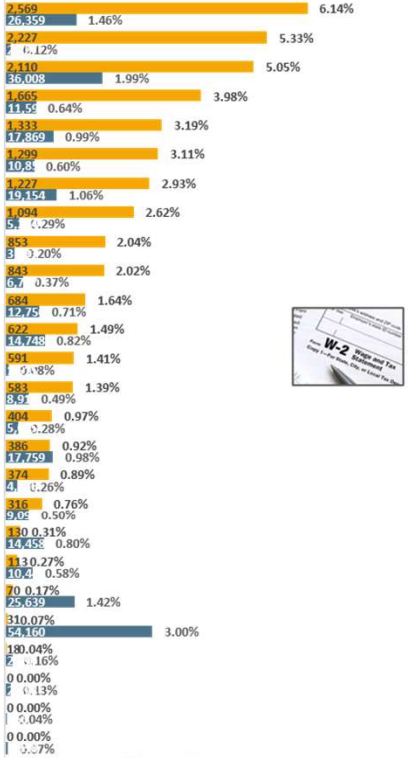
**0:31** who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine

**0:51** → 30.2 WPB

## Top-26 Residential Zip Codes: Adults 21 or older




## Top-26 Employment Zip Codes: Adults 21 or older



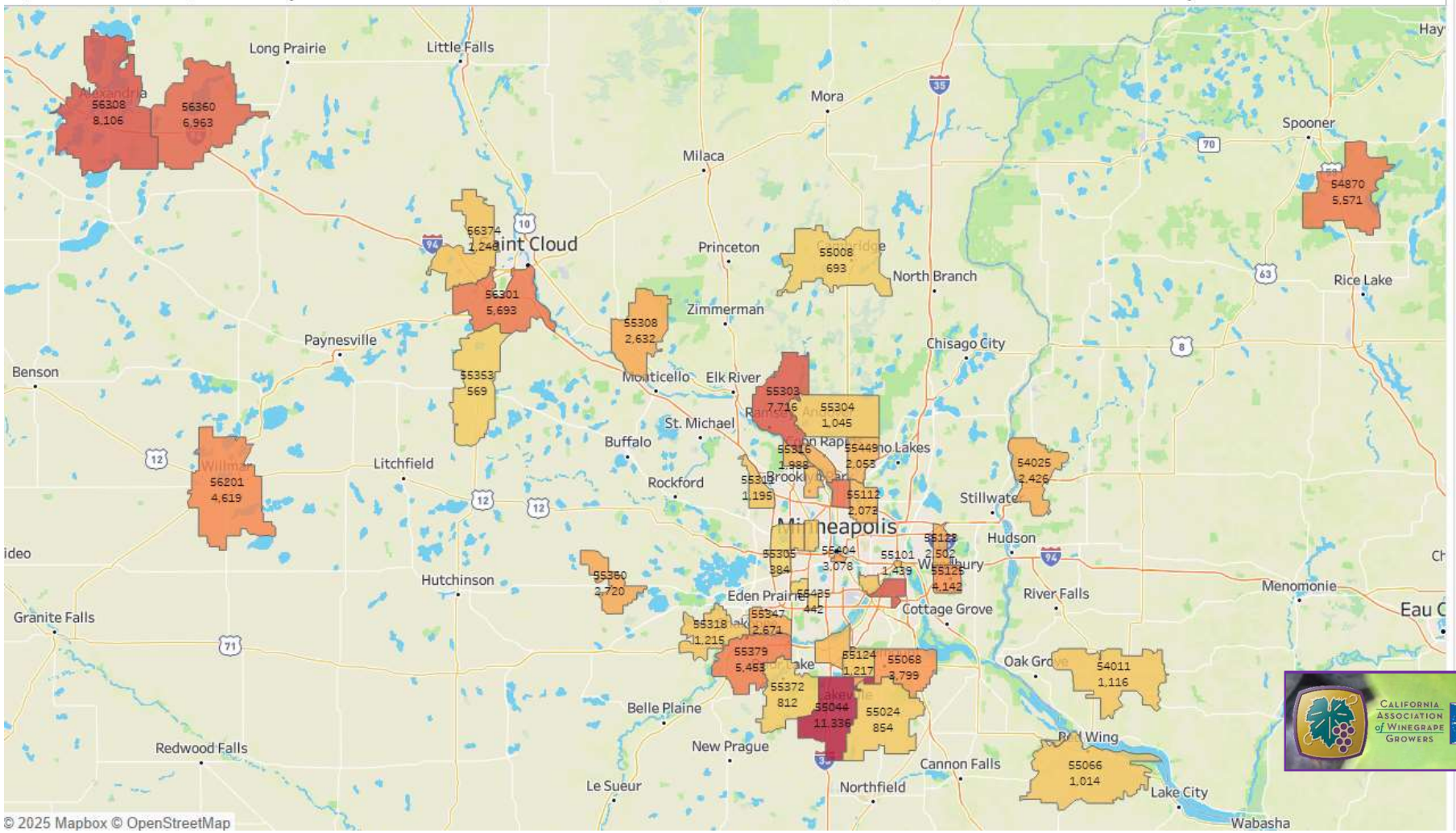

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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

## Top Residential Zip Codes: (Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine)



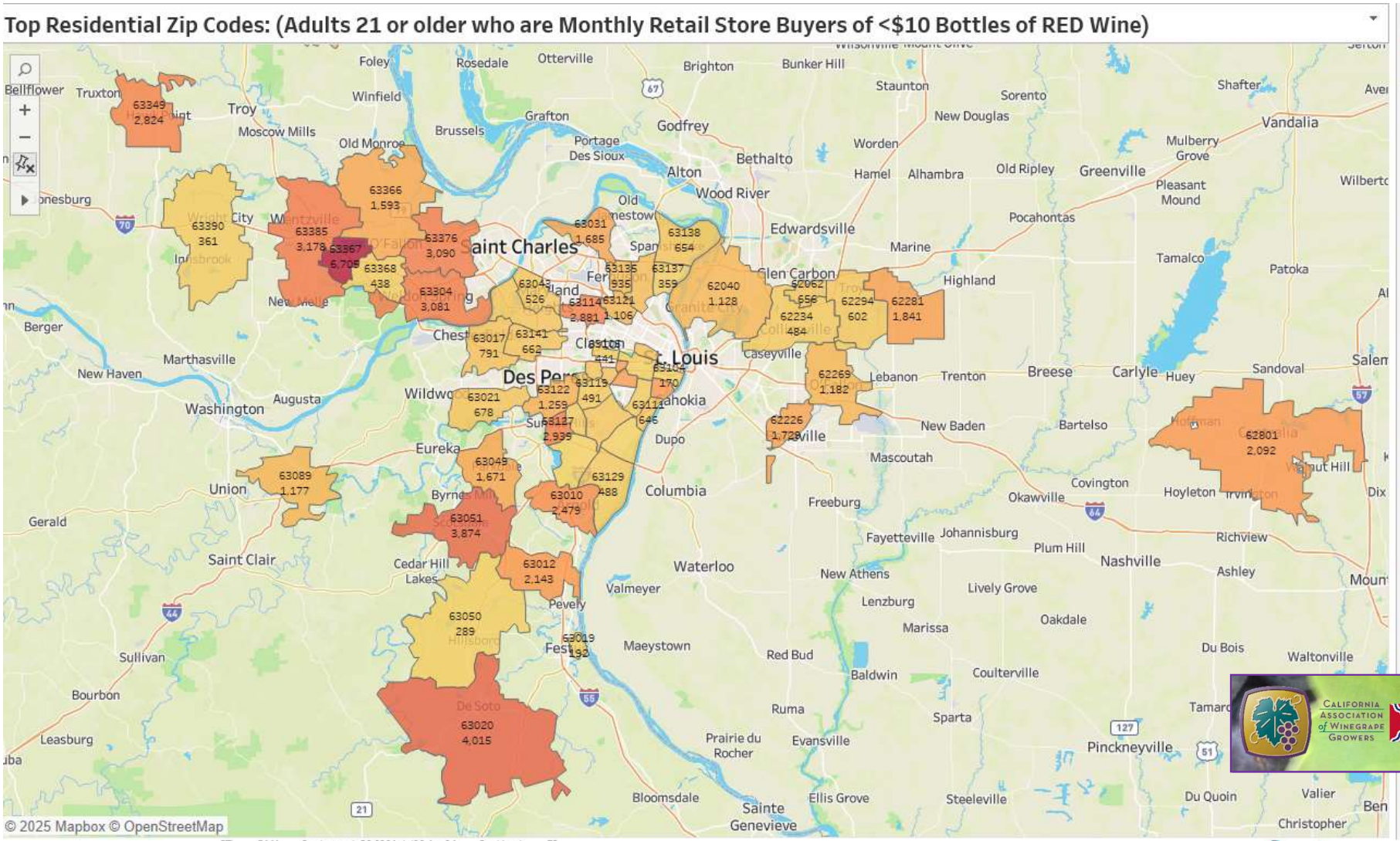



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## Top Residential Zip Codes: (Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine)




CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS STL

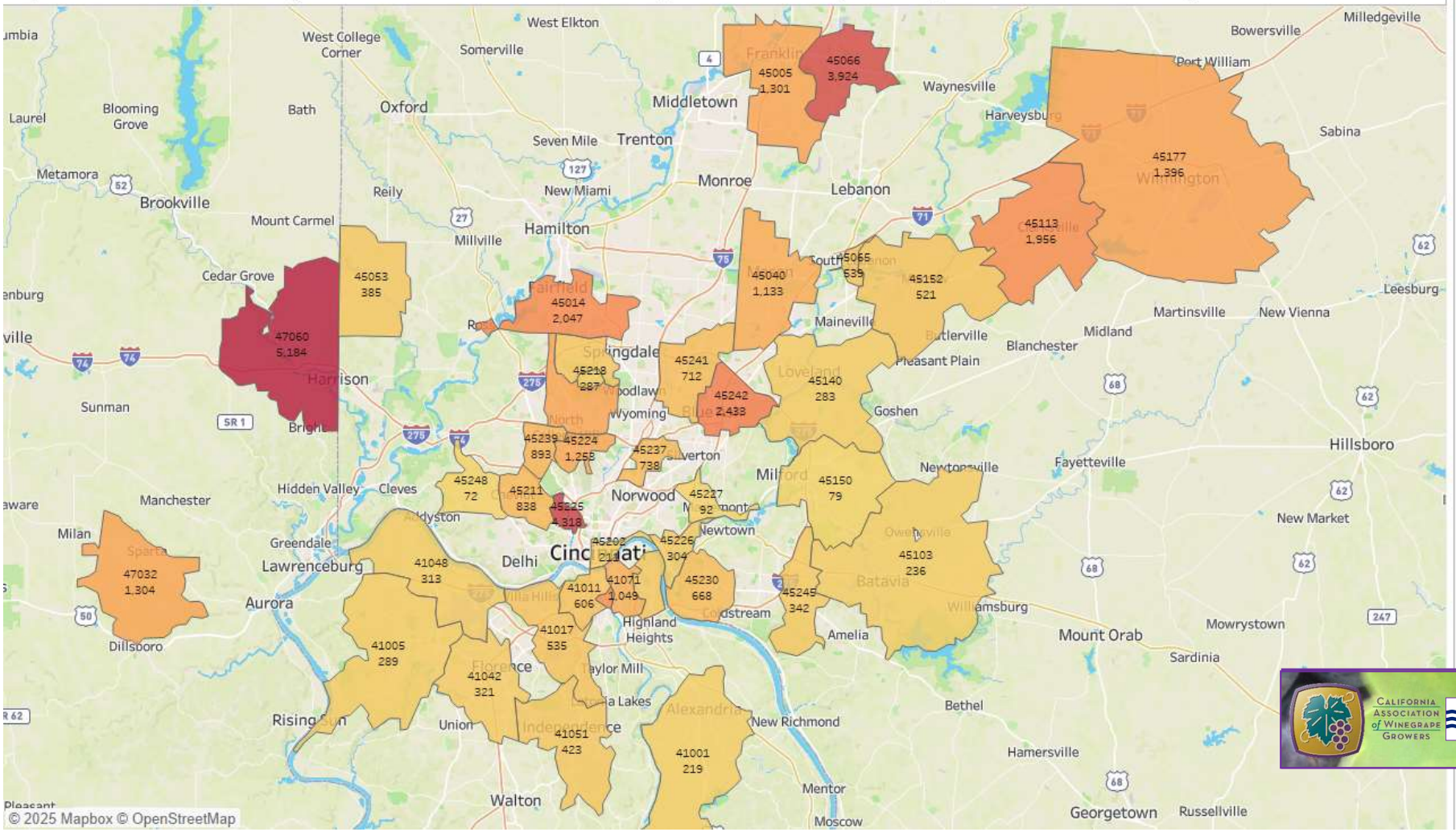
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

## Top Residential Zip Codes: (Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine)



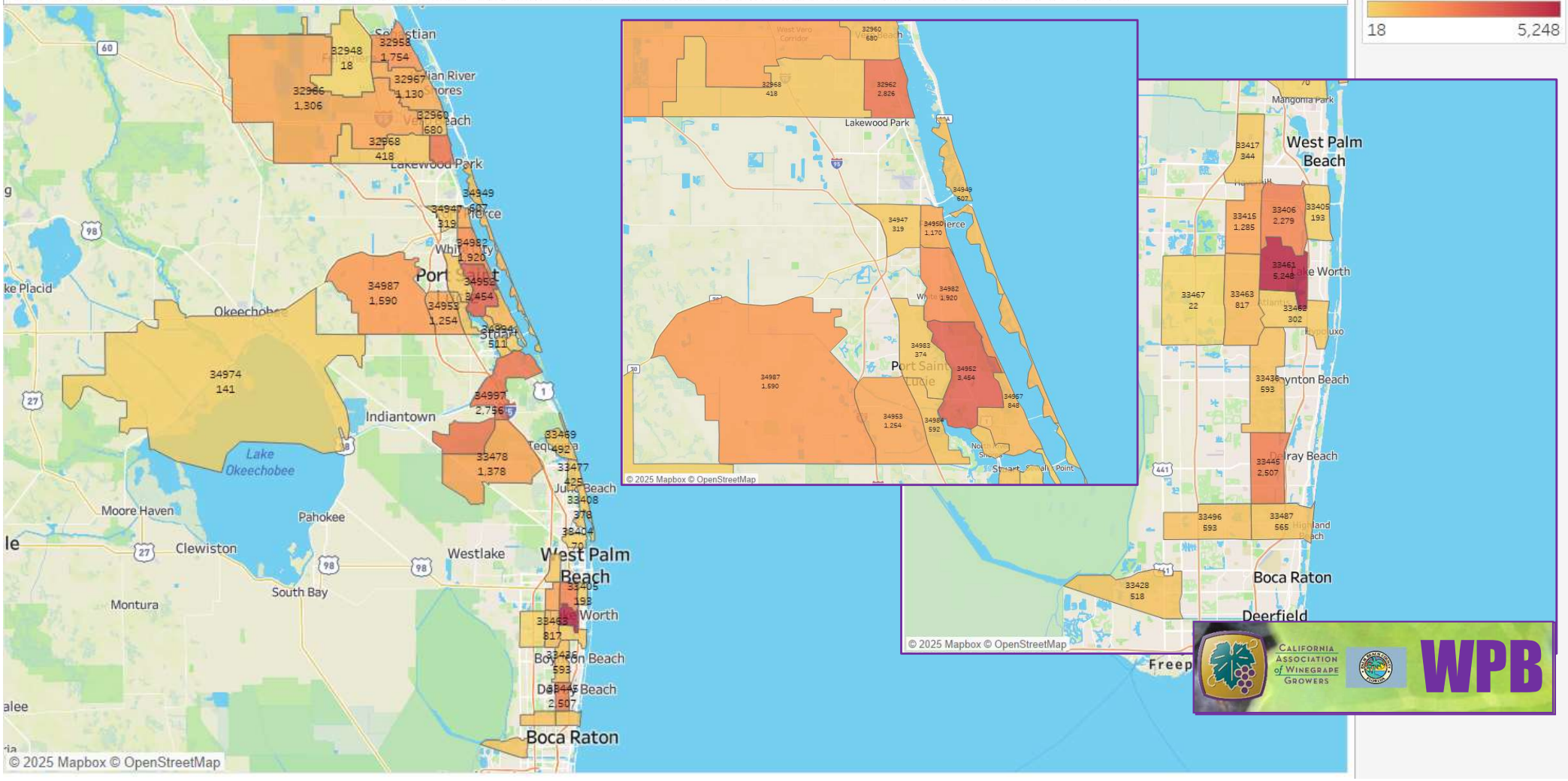

CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS CIN

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

## Top Residenhtial Zip Codes: (Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine)




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74
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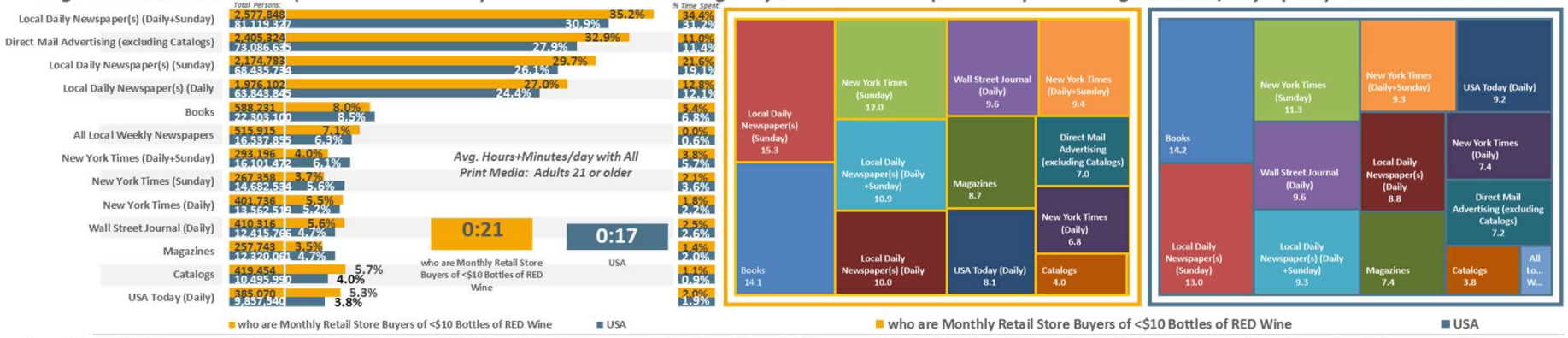
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)

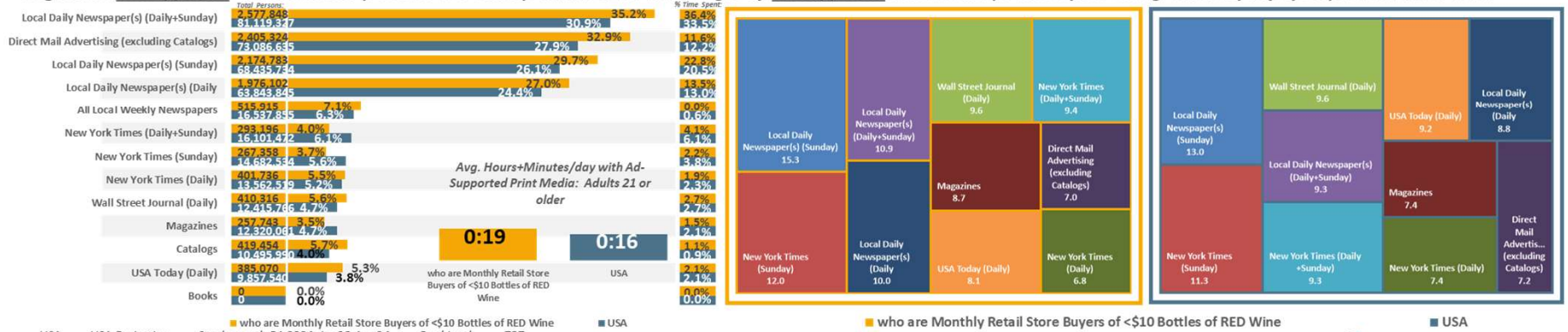



2,577,848 or 35.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 36.4% of all time spent daily with All forms of P

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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787*

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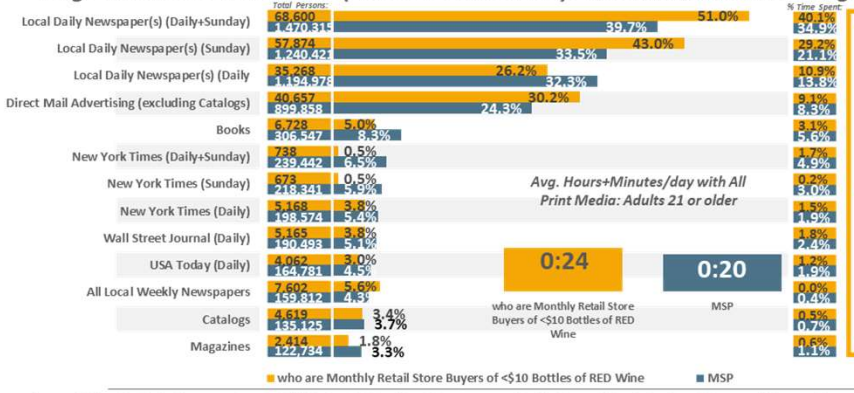
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691*

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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

68,600 or 51.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 41.4% of all time spent daily with All forms of Print

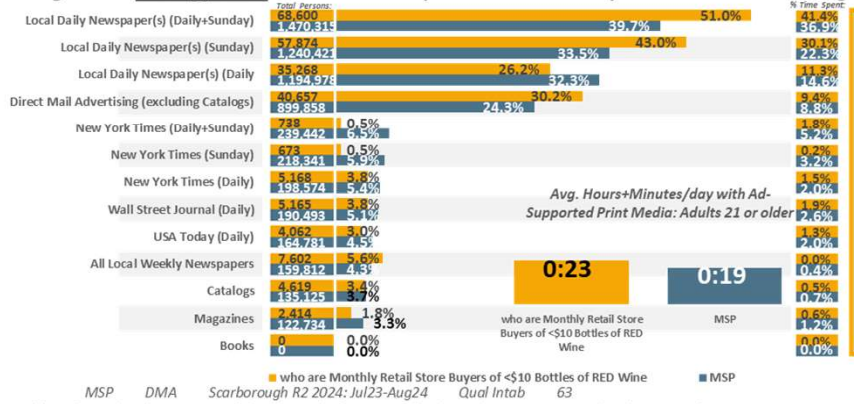
## *Avg. Week All Print Media (Persons & % Reach):* Adults 21 or older




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




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 63*

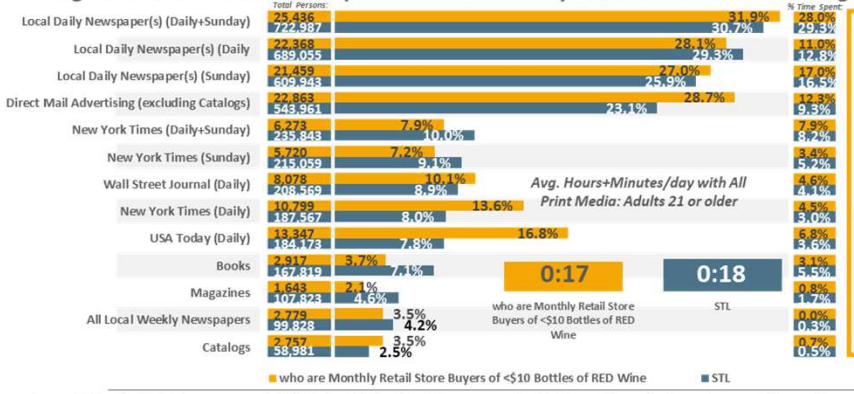
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

25,436 or 31.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 28.9% of all time spent daily with All forms of Print

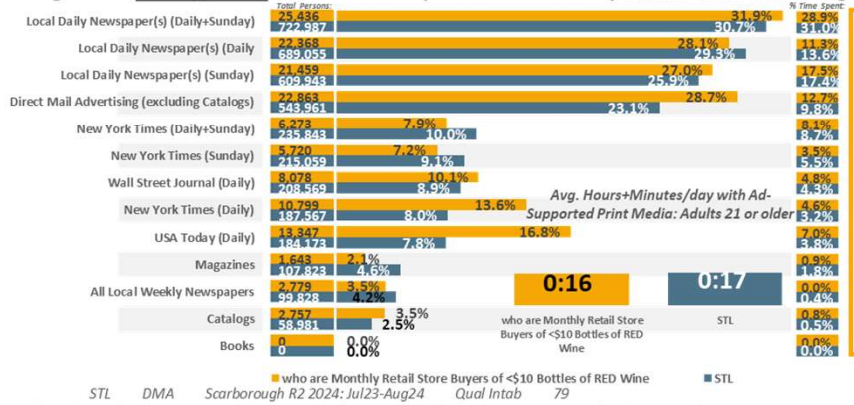
## *Avg. Week All Print Media (Persons & % Reach):* Adults 21 or older



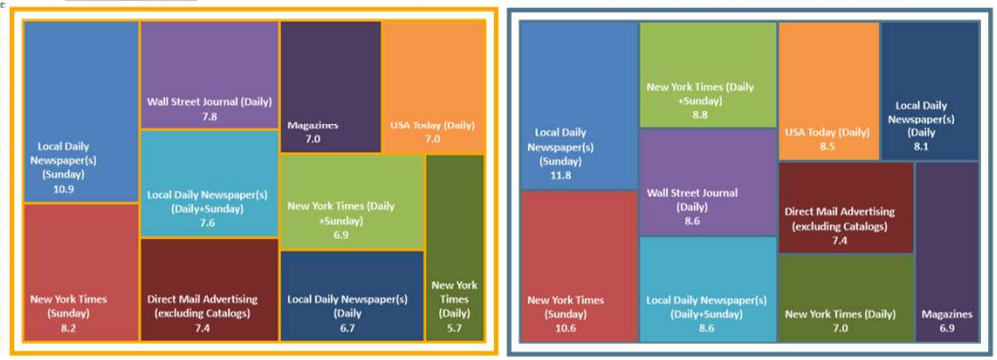

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 79*

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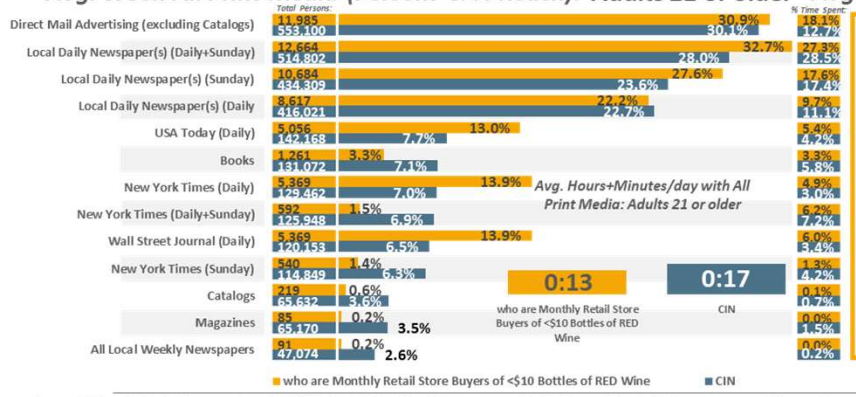
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*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

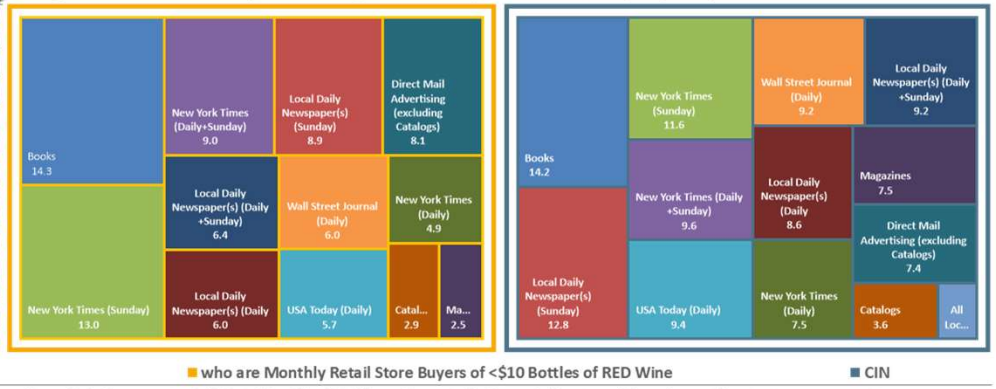



12,664 or 32.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 28.3% of all time spent daily with All forms of Print

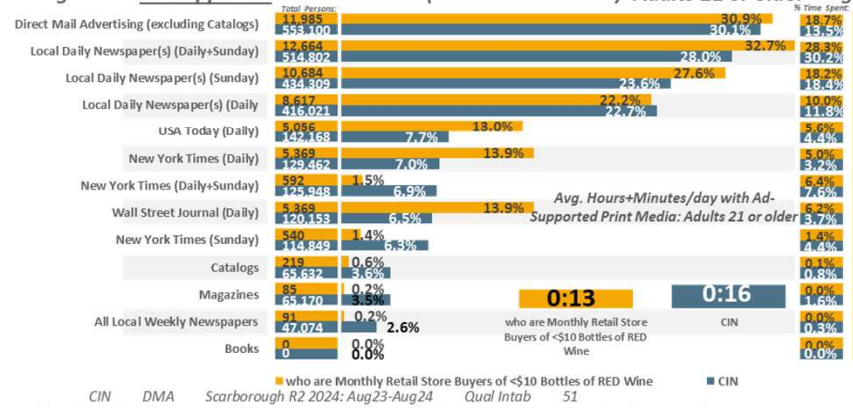
## *Avg. Week All Print Media (Persons & % Reach):* Adults 21 or older




## *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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 51*

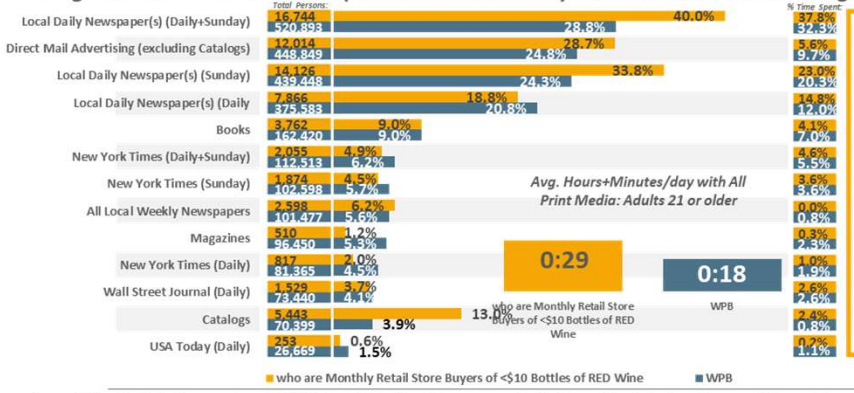
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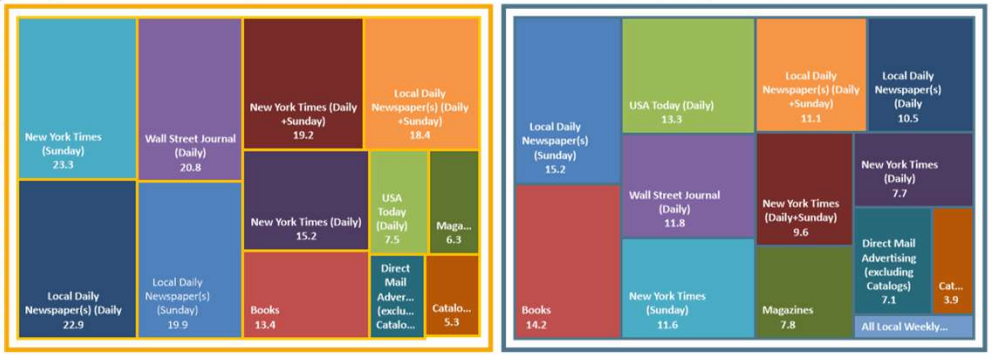
*[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)*

16,744 or 40.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.4 minutes every day representing 39.5% of all time spent daily with All forms of Print

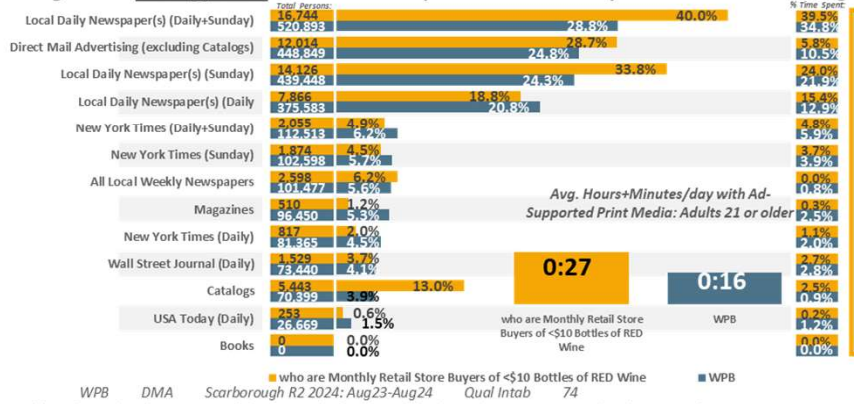
## *Avg. Week All Print Media (Persons & % Reach):* Adults 21 or older



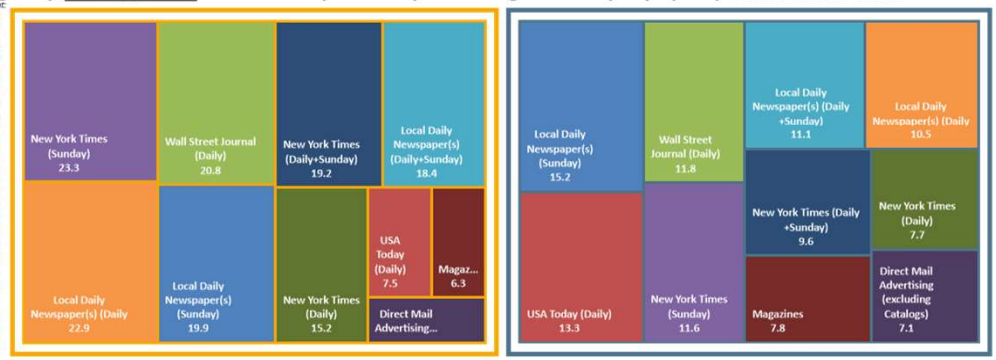

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 21 or older




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




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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine store)) AND (Usual amount paid for bottle of wine bought at a store: $5 - $9 OR Usual amount paid for bottle of wine bought at a store: Less than $5)) AND (Wine (types) drink most often: Cabernet Sauvignon OR Wine (types) drink most often: Malbec OR Wine (types) drink most often: Merlot OR Wine (types) drink most often: Moscato OR Wine (types) drink most often: Pinot Noir OR Wine (types) drink most often: Red Zinfandel OR Wine (types) drink most often: Shiraz/Syrah OR Wine (types) drink most often: Other red wine))] AND NOT (Usual amount paid for bottle of wine bought at a store: $10 - $14 OR Usual amount paid for bottle of wine bought at a store: $15 - $19 OR Usual amount paid for bottle of wine bought at a store: $20 or more)