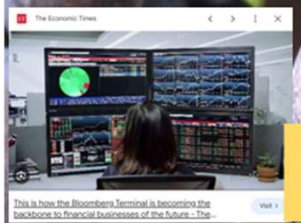
USA+4 DMAs – P21+ who Purchased <$10 Bottles of RED WINE(s) at Retail Stores past 30 days!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX 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
CHI
WDC
SEA
PHX



P21+



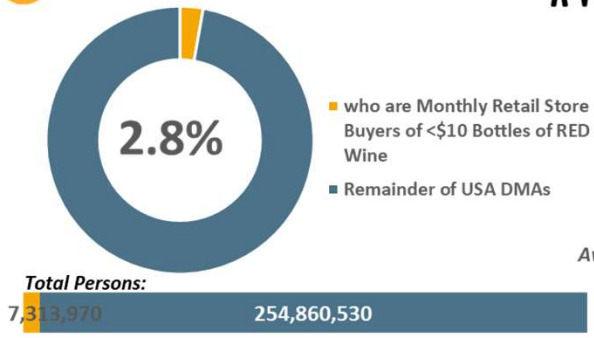
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

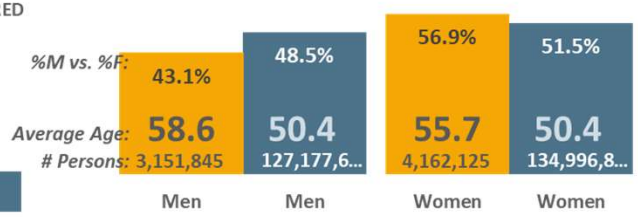
((((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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 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. 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.

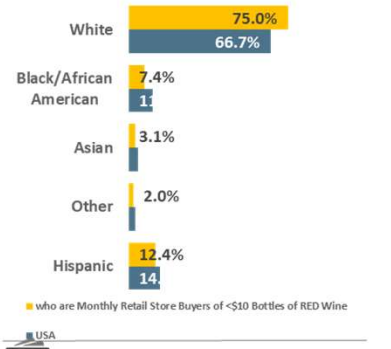
Percent of Market: Adults 21 or older



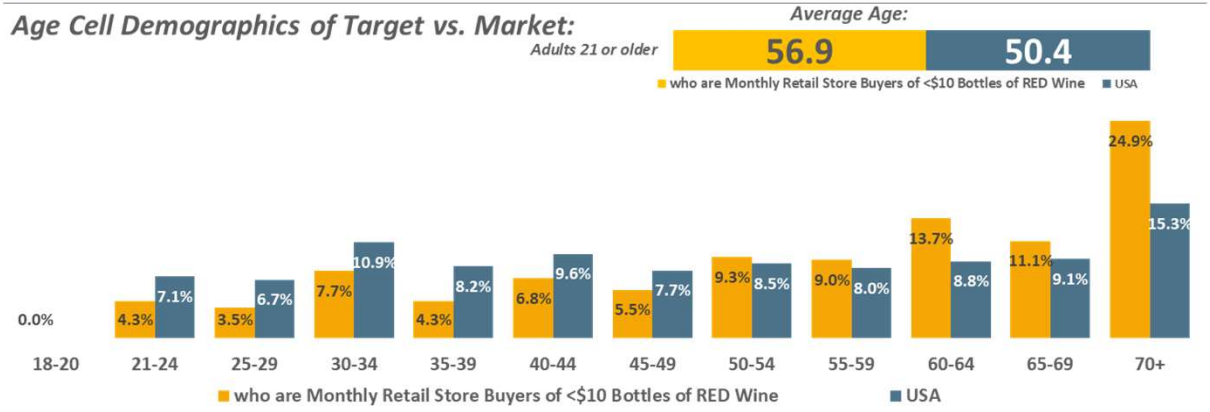
Gender of Target vs. Market: Adults 21 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

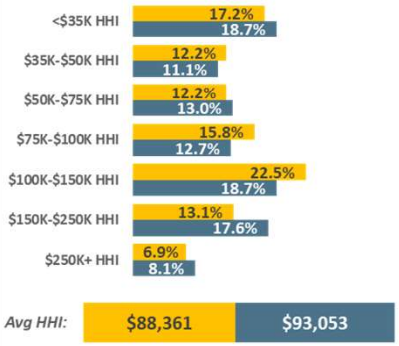


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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

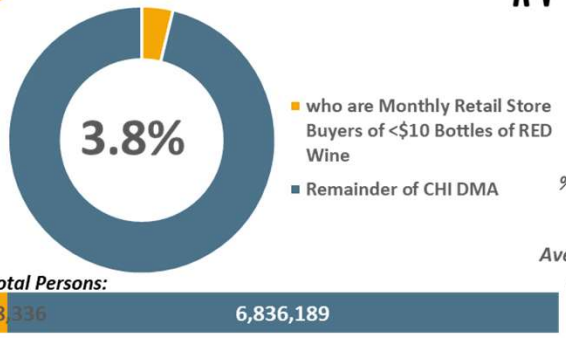
HHI of Target vs. Market:



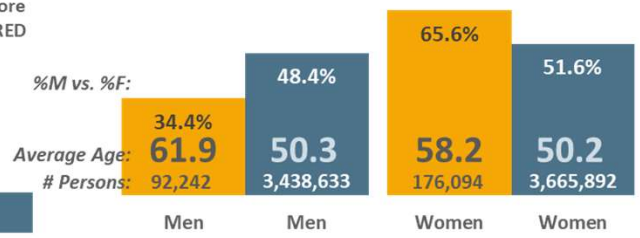
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3.8% or 268,336 of CHI DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 59.4 years old (18.2% older than average) and have a $104,278 (2.8% lower than average) annual household income.

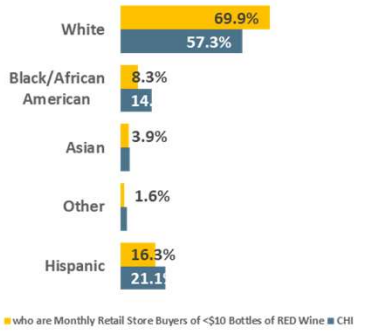
Percent of Market: Adults 21 or older



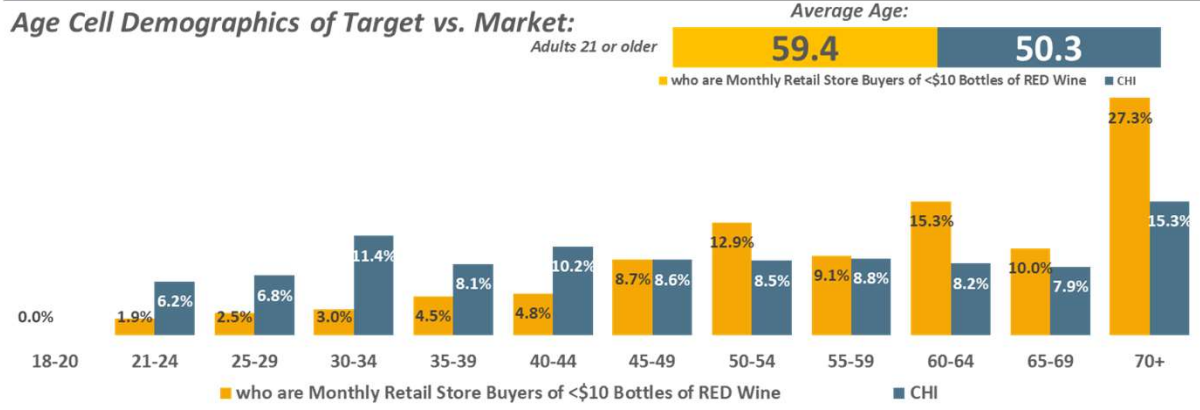
Gender of Target vs. Market: Adults 21 or older



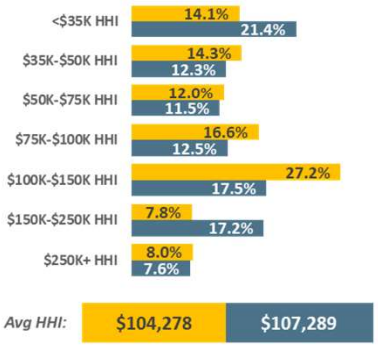
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



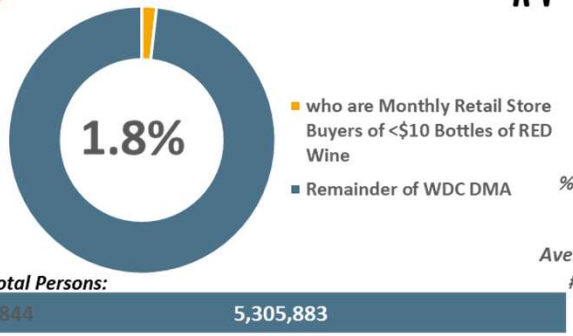
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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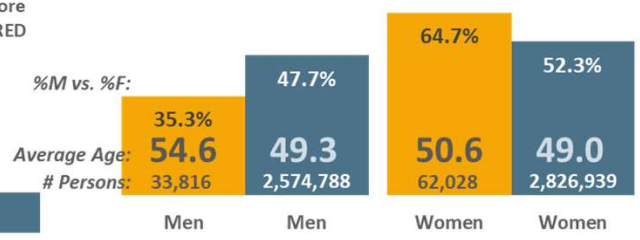
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

1.8% or 95,844 of WDC 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 52.6 years old (6.9% older than average) and have a $117,449 (12.2% lower than average) annual household income.

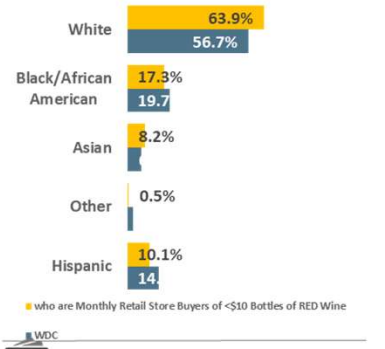
Percent of Market: Adults 21 or older



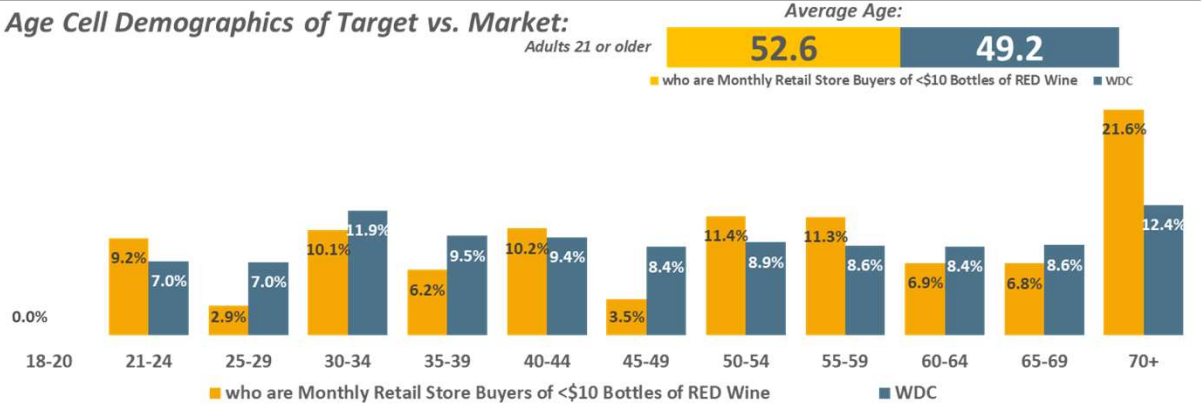
Gender of Target vs. Market: Adults 21 or older



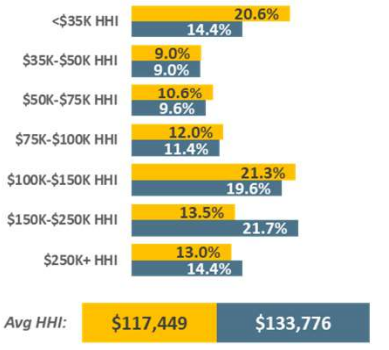
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



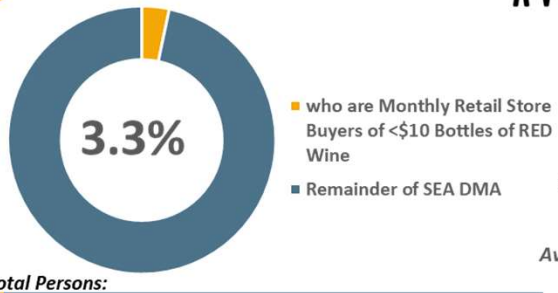
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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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)

3.3% or 142,664 of SEA 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 54.5 years old (10.1% older than average) and have a $112,159 (9.7% lower than average) annual household income.

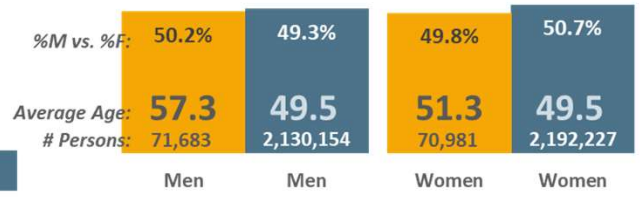
Percent of Market: Adults 21 or older



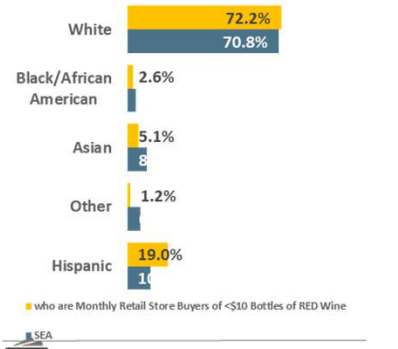
Total Persons:

142,664 | 4,179,717

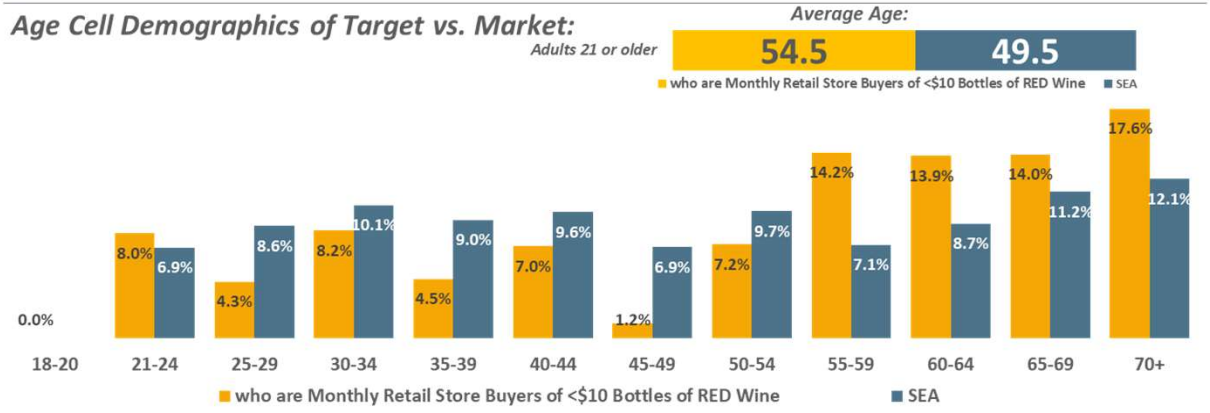
Gender of Target vs. Market: Adults 21 or older



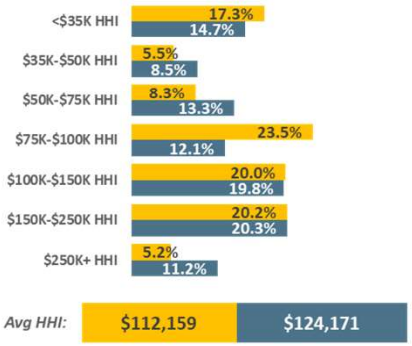
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,159 | $124,171

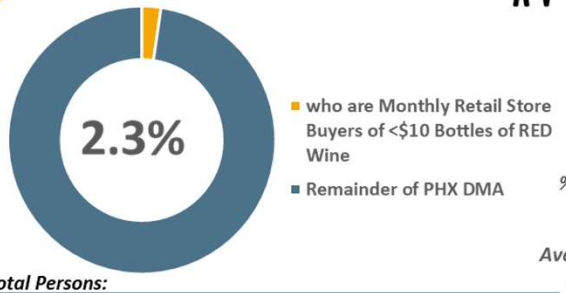
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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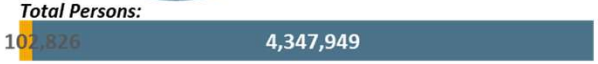
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2.3% or 102,826 of PHX DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Typical Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 61.8 years old (21.3% older than average) and have a $89,195 (10.5% lower than average) annual household income.

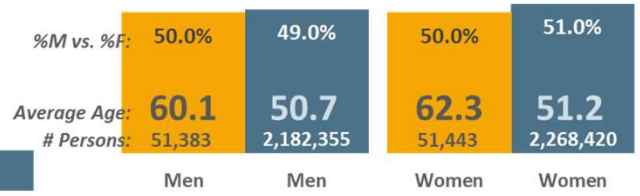
Percent of Market: Adults 21 or older



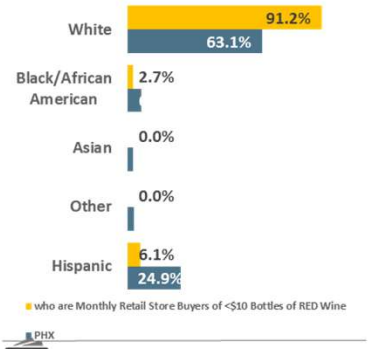
Total Persons:



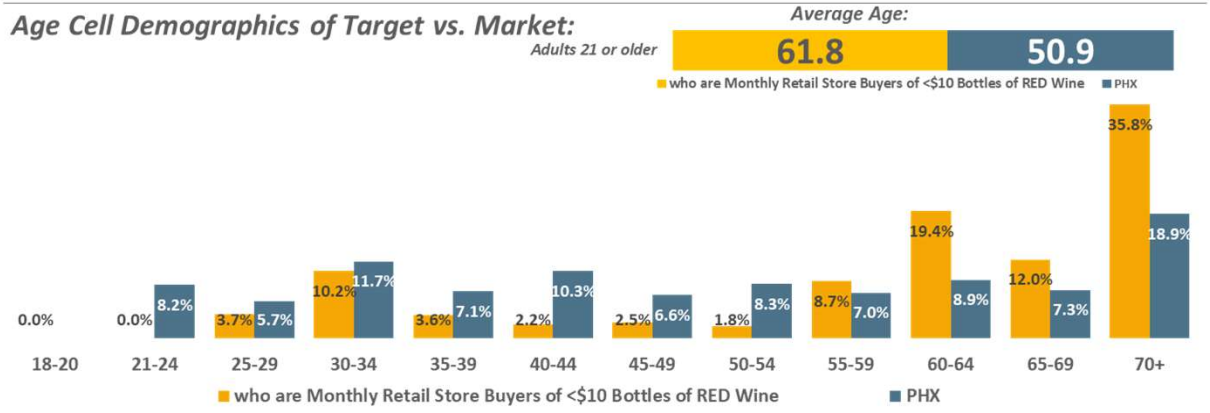
Gender of Target vs. Market: Adults 21 or older



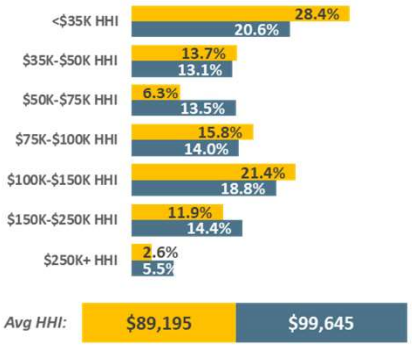
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

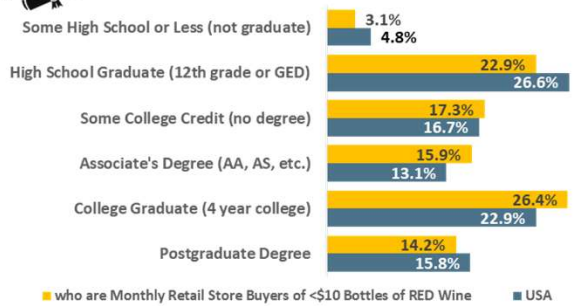
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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 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

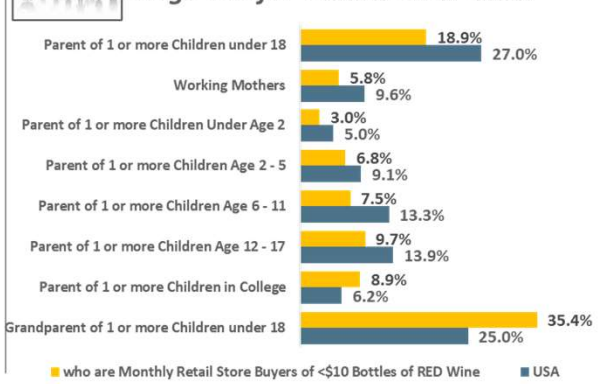


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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

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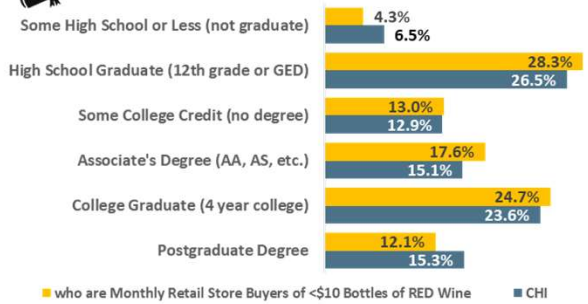
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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CHI

3.8% or 268,336 of CHI 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 5.3% less likely to be a college graduate, 17.6% less likely to work full-time, 16.% more likely to be married, 46.1% less likely to be a parent of 1 or more children u

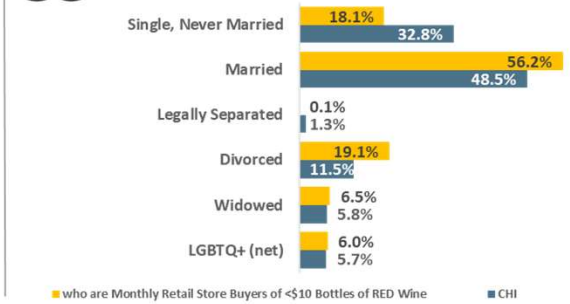
Education Levels: Adults 21 or older



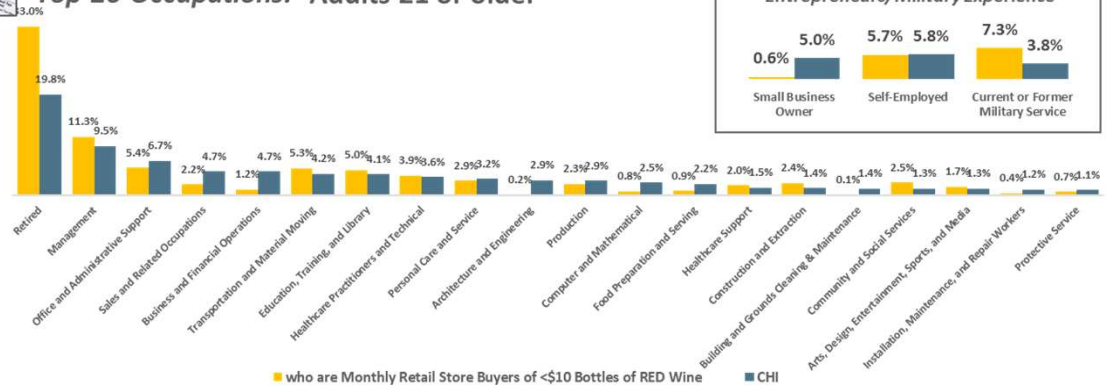
Employment: Adults 21 or older



Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



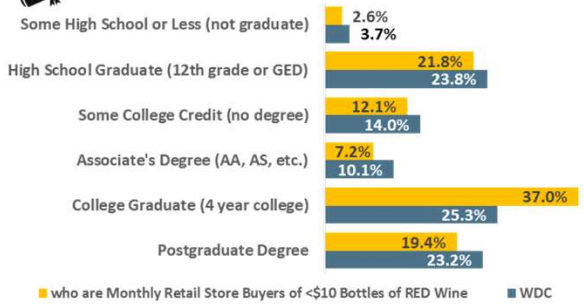
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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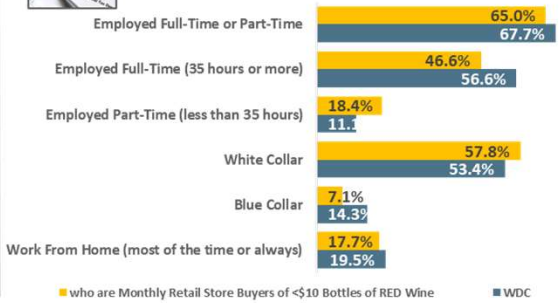
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1.8% or 95,844 of WDC DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 16.4% more likely to be a college graduate, 17.7% less likely to work full-time, 13.5% more likely to be married, 29.1% less likely to be a parent of 1 or more children

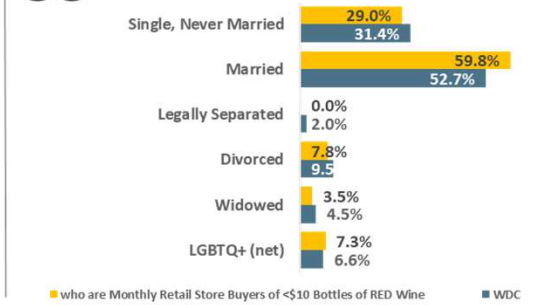
Education Levels: Adults 21 or older



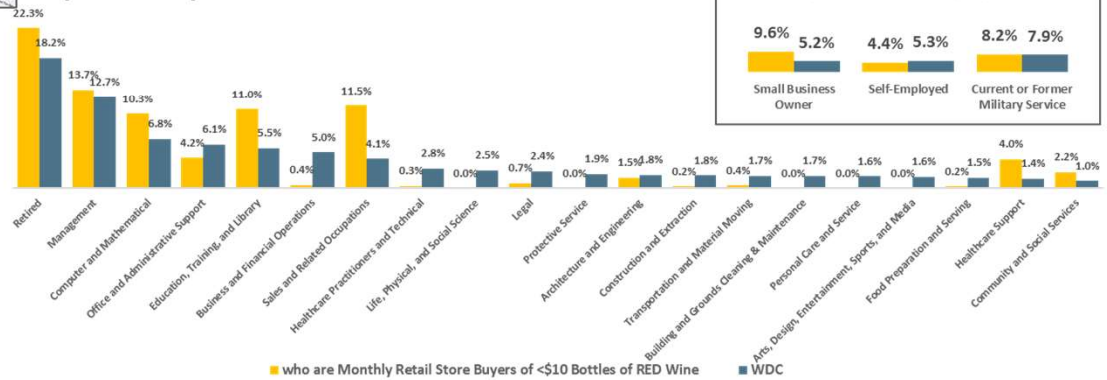
Employment: Adults 21 or older



Marital Status: Adults 21 or older

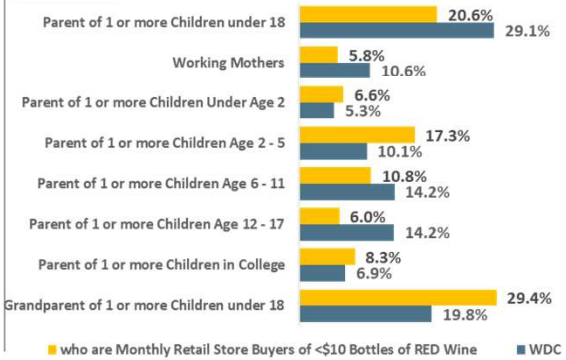


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



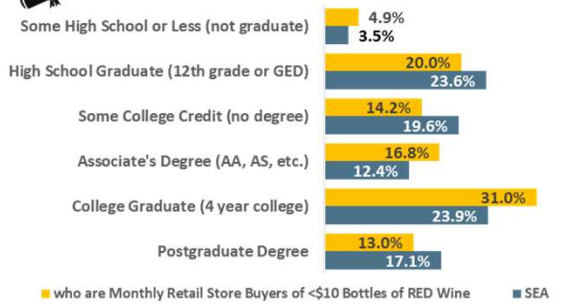
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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3.3% or 142,664 of SEA 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 7.7% more likely to be a college graduate, 11.4% less likely to work full-time, 9.4% more likely to be married, 5.7% less likely to be a parent of 1 or more children un

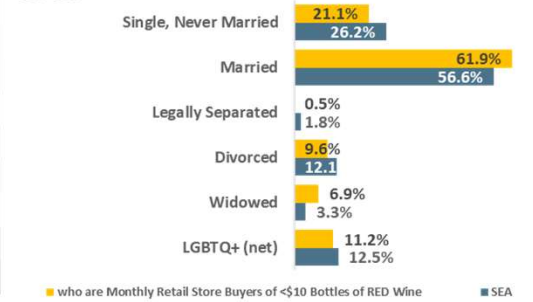
Education Levels: Adults 21 or older



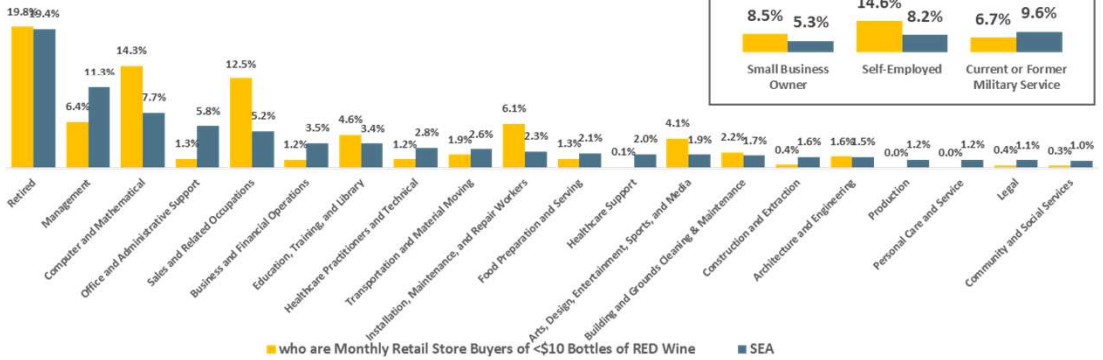
Employment: Adults 21 or older



Marital Status: Adults 21 or older

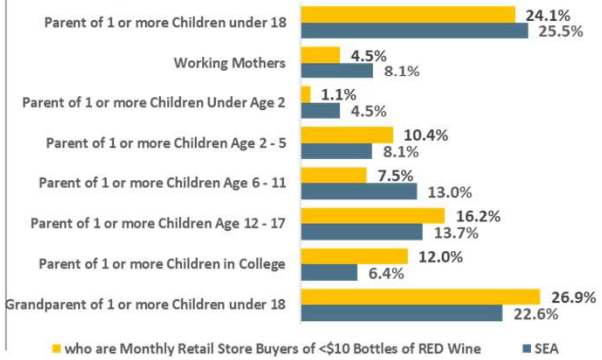


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

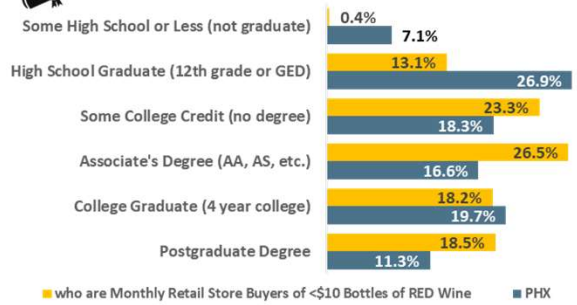
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PHX

2.3% or 102,826 of PHX 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 18.3% more likely to be a college graduate, 52.4% less likely to work full-time, .6% more likely to be married, 62.4% less likely to be a parent of 1 or more children u

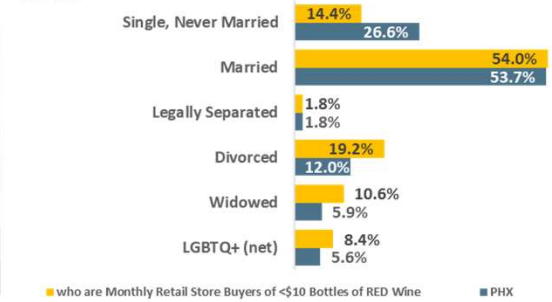
Education Levels: Adults 21 or older



Employment: Adults 21 or older



Marital Status: Adults 21 or older

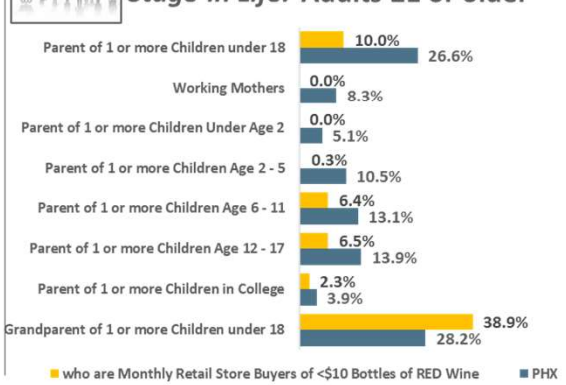


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

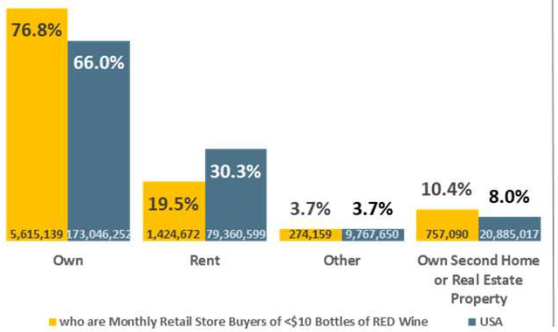
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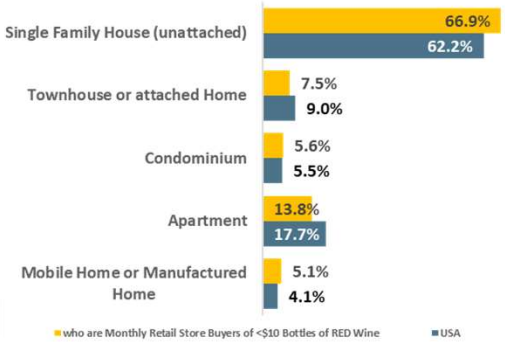
USA

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.

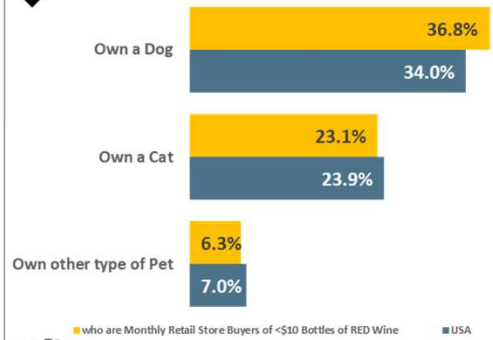
Own/Rent/Other: Adults 21 or older



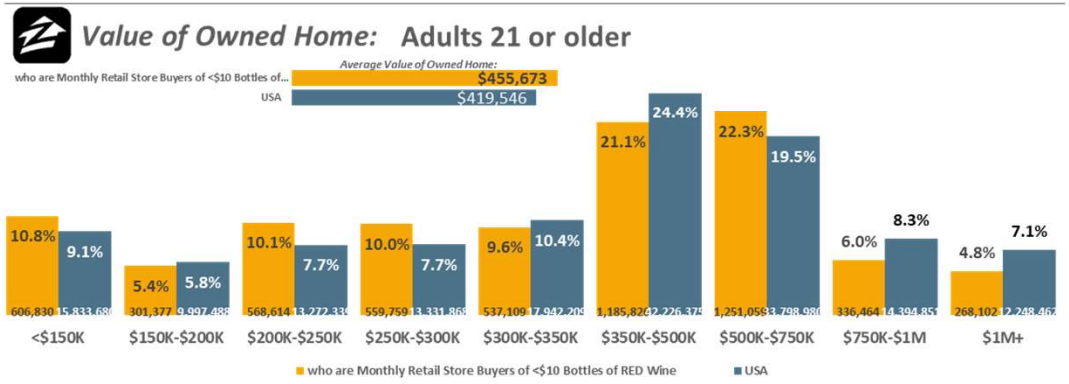
Type of Home: Adults 21 or older



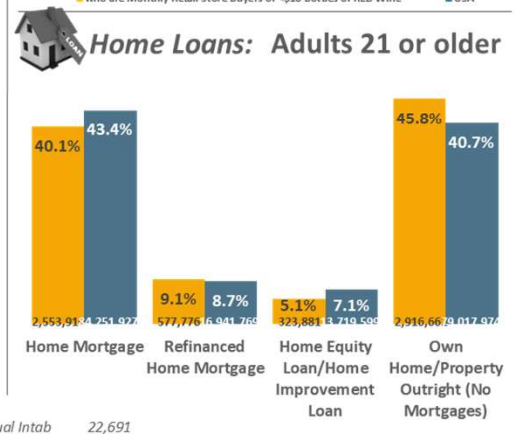
Pets in Home: Adults 21 or older



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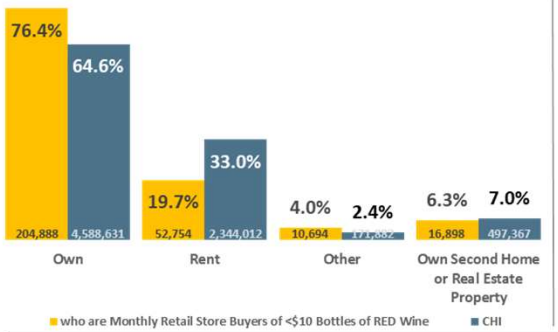
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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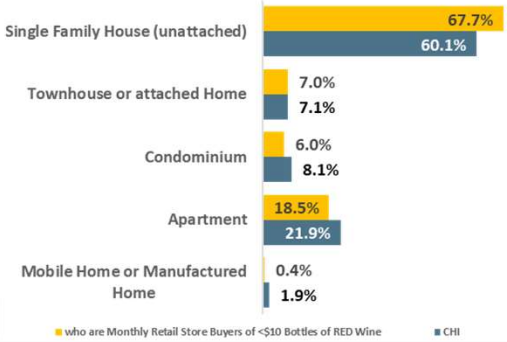
CHI

3.8% or 268,336 of CHI 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 18.2% more likely to own their home, 10.4% more likely to own a lower valued home, 12.7% more likely to have a single-family home, 24.2% more likely to have a dog.

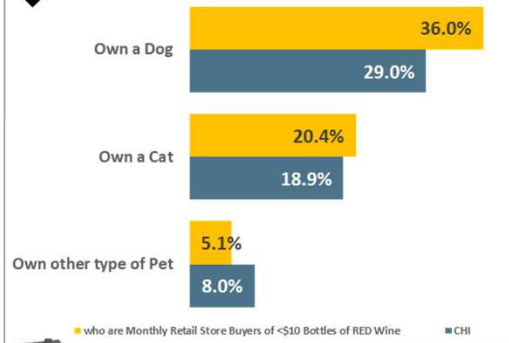
Own/Rent/Other: Adults 21 or older



Type of Home: Adults 21 or older



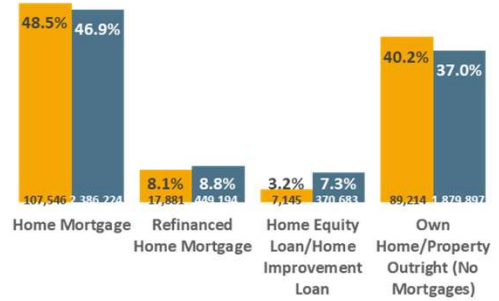
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



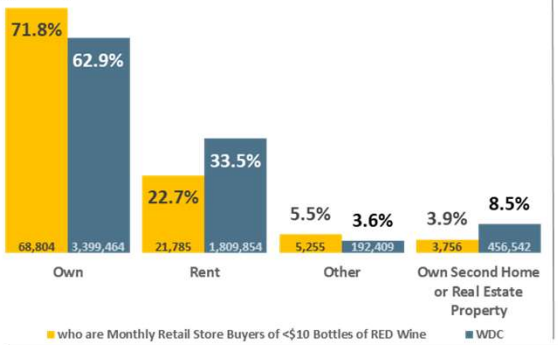
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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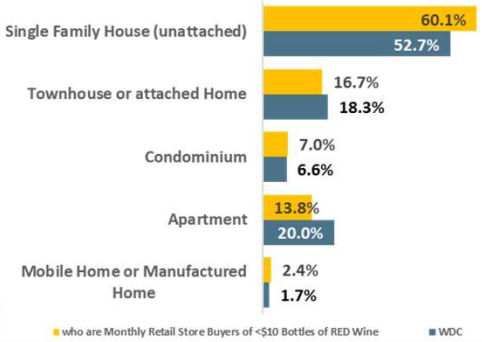
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1.8% or 95,844 of WDC DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 14.1% more likely to own their home, 3.8% more likely to own a lower valued home, 14.% more likely to have a single-family home, 10.9% more likely to have a dog.

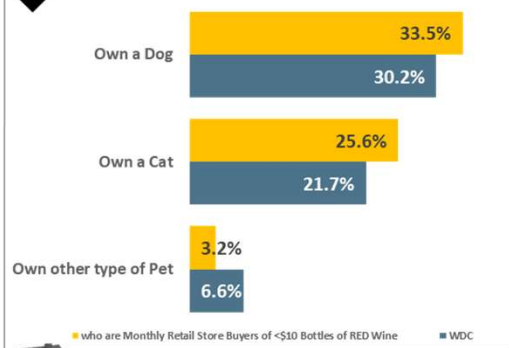
Own/Rent/Other: Adults 21 or older



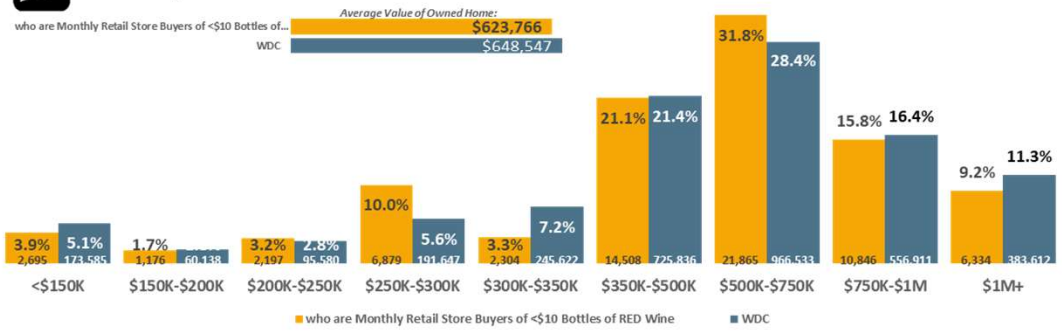
Type of Home: Adults 21 or older



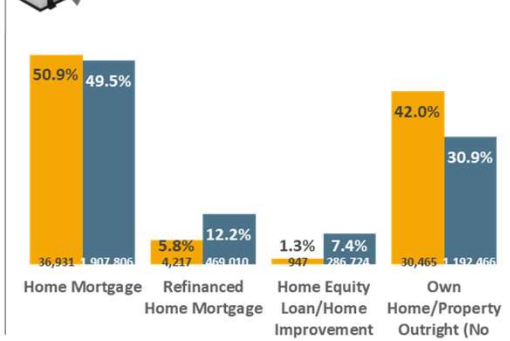
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



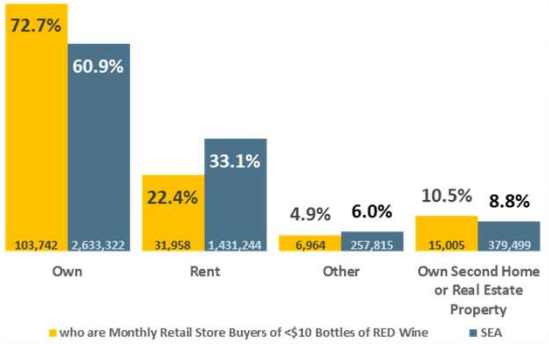
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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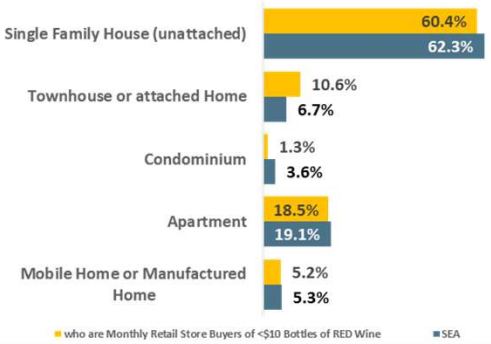
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3.3% or 142,664 of SEA DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 19.4% more likely to own their home, 16.5% more likely to own a lower valued home, 3.1% less likely to have a single-family home, 3.7% more likely to have a dog.

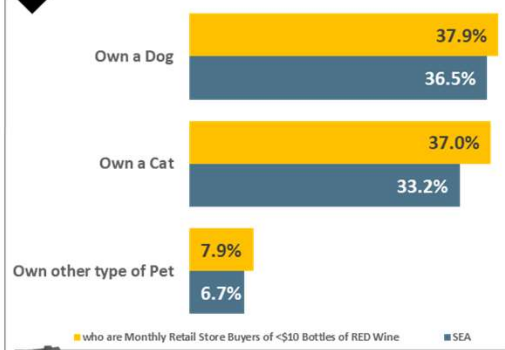
Own/Rent/Other: Adults 21 or older



Type of Home: Adults 21 or older



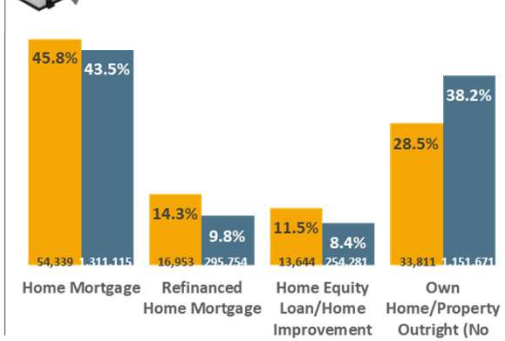
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

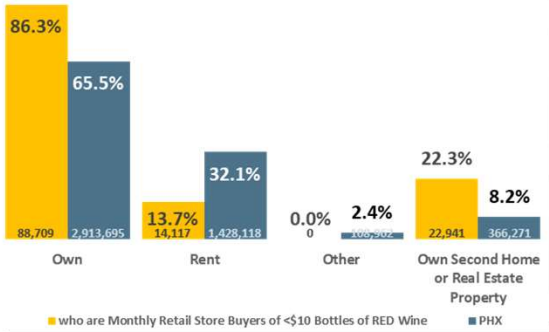
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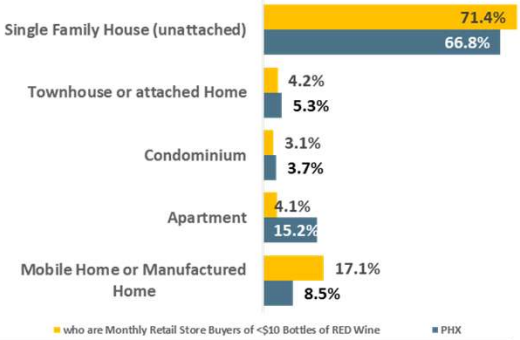


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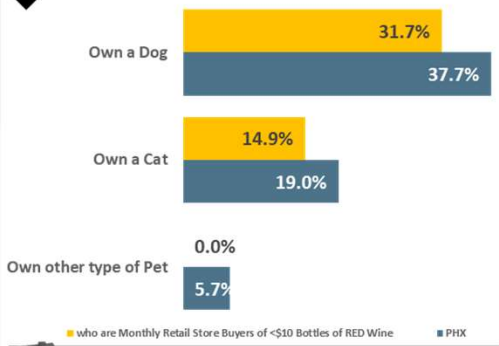
Own/Rent/Other: Adults 21 or older



Type of Home: Adults 21 or older



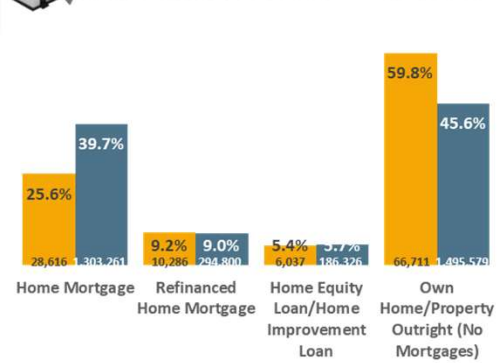
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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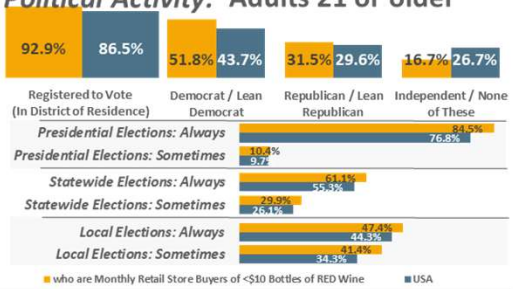
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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 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

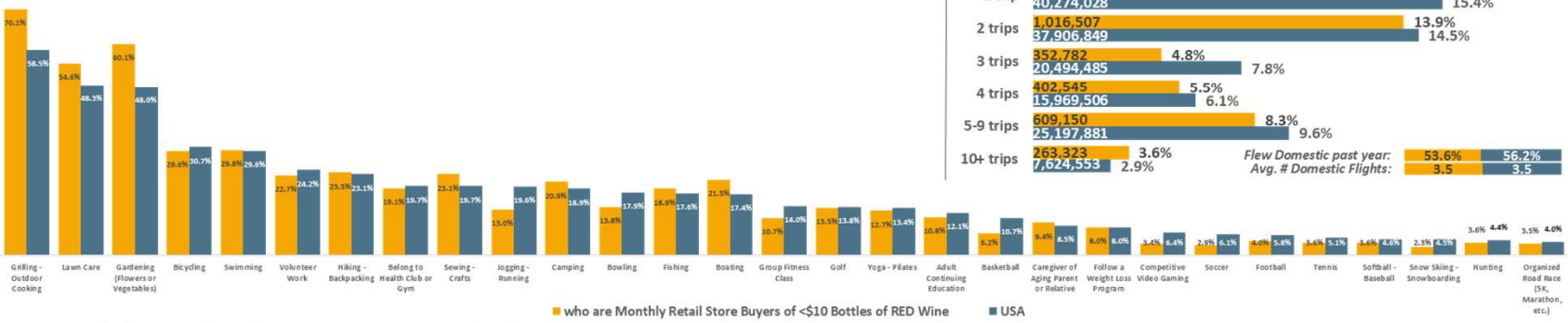
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



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

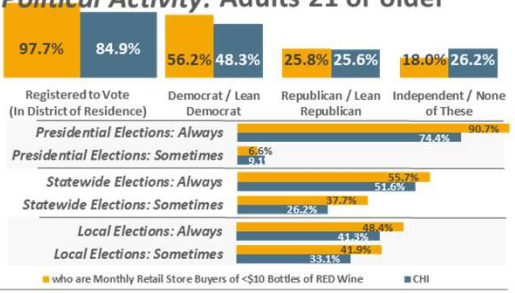
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3.8% or 268,336 of CHI DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 8.2% more likely to look up D-I-Y advice online, 17.1% more likely to always vote in local elections, 1.3% less likely to belong to a gym, 25.% 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

CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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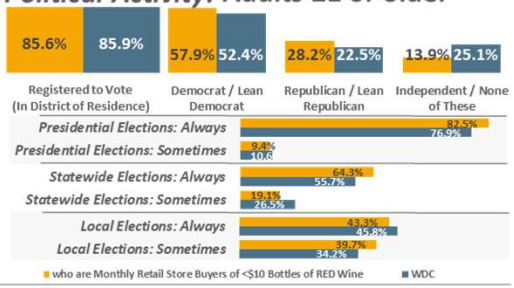
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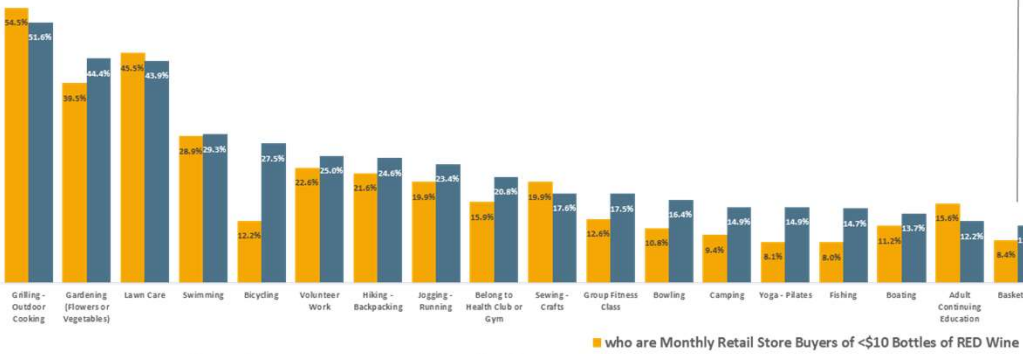
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



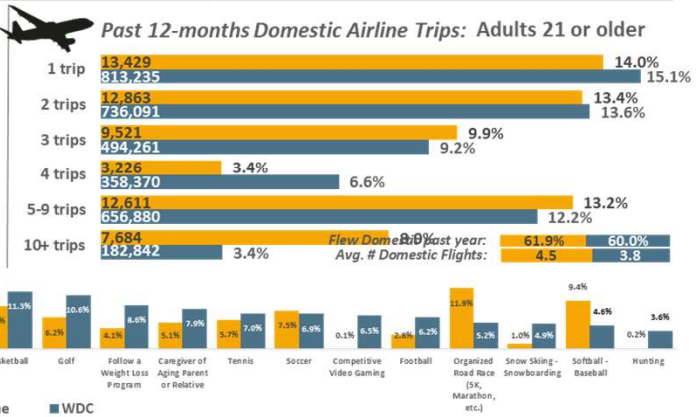
Political Activity: Adults 21 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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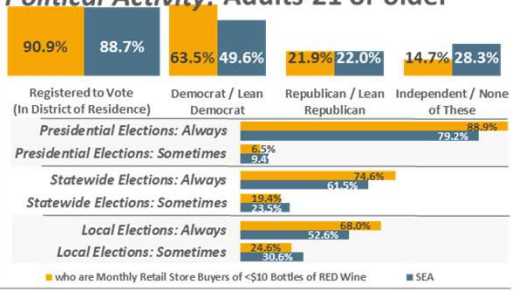
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Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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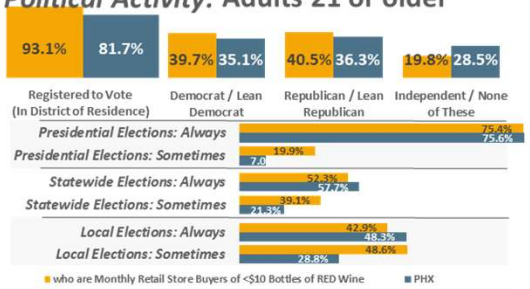
CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS **PHX**

2.3% or 102,826 of PHX 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 12.2% more likely to look up D-I-Y advice online, 11.2% less likely to always vote in local elections, .3% less likely to belong to a gym, 26.8% 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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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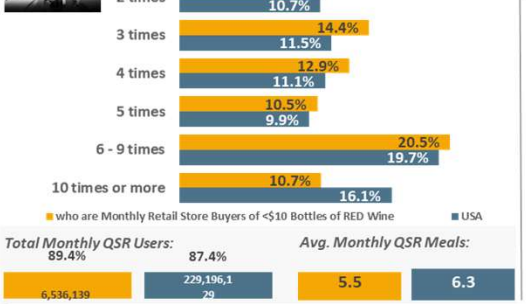
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Past 30-days QSR Users: Adults 21 or older



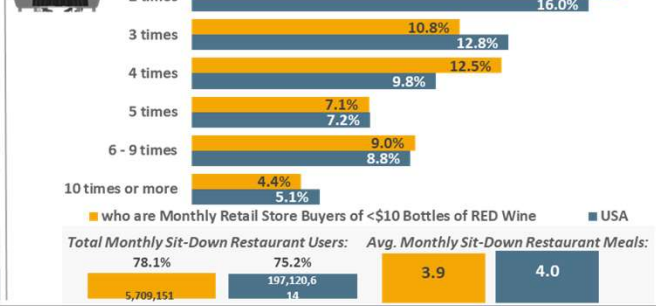


Total Monthly QSR Users: 89.4% 6,536,139 | 87.4% 229,196,129

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%

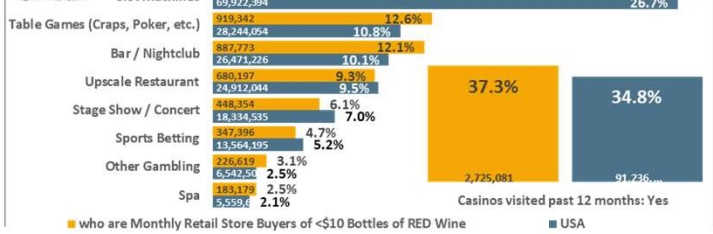
USA 18.4%

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

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3.8% or 268,336 of CHI 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 use QSRs past mo., 4.% less likely to use Sit-Down Restaurants past mo., 11.4% more likely to use Casinos past yr., 57.3% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

89.6% 89.9%

240,316 6,384,833

Avg. Monthly QSR Meals:

6.7 7.0

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



Total Monthly Sit-Down Restaurant Users:

72.5% 75.5%

194,546 5,367,285

Avg. Monthly Sit-Down Restaurant Meals:

5.2 4.4

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)

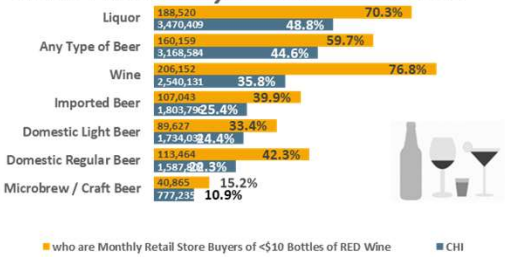


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

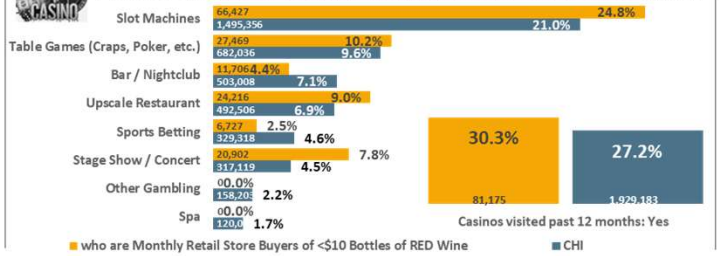
who are Monthly Retail Store Buyers of <$10 Bottles of... 31,316 11.7%

CHI 1,496,440 21.1%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

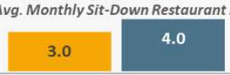
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



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.)

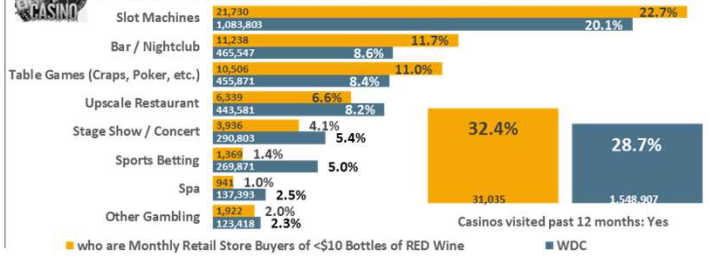


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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3.3% or 142,664 of SEA 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 2.% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 1.% less likely to use Casinos past yr., 67.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 85.2% 121,572 | 83.5% 3,611,063

Avg. Monthly QSR Meals: 4.3 | 5.1

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



Total Monthly Sit-Down Restaurant Users: 72.2% 103,009 | 70.9% 3,063,216

Avg. Monthly Sit-Down Restaurant Meals: 3.2 | 3.5

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... 13,109 9.2%

SEA 764,320 17.7%

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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS **PHX**

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Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 95.7% 98,355 | 89.5% 3,983,033

Avg. Monthly QSR Meals: 6.0 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 89.1% 91,620 | 77.0% 3,425,327

Avg. Monthly Sit-Down Restaurant Meals: 3.4 | 4.5

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... 6,242 6.1%

PHX 700,404 15.7%

Drank Past 30-days: Adults 21 or older



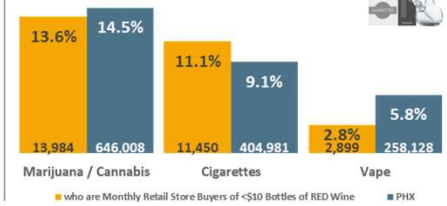
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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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)

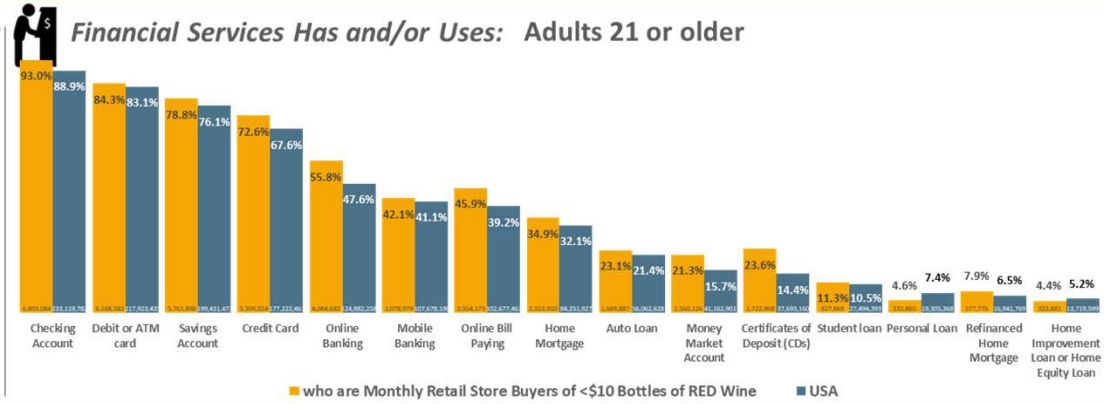


2.8% or 7,313,970 of USA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 6.6% more likely to have a 401K, 8.% more likely to have an Auto Loan, 18.% more likely to Invest/Trade Stocks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

Investments Owned: Adults 21 or older



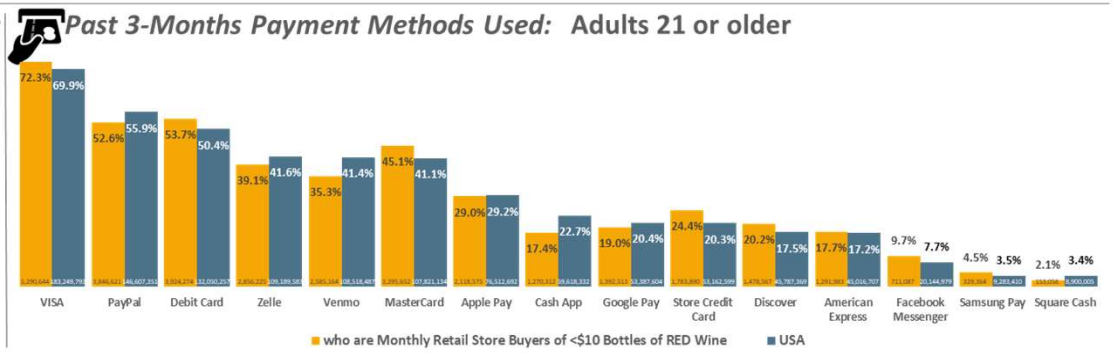
Financial Services Has and/or Uses: Adults 21 or older



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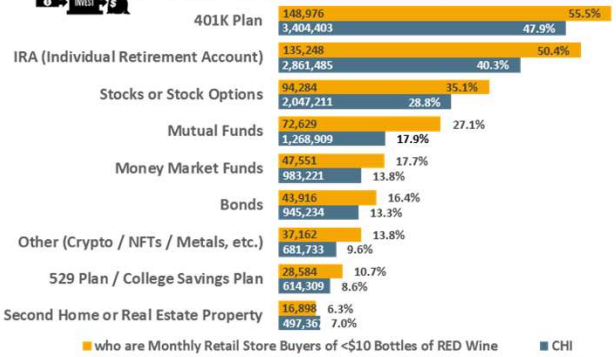
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

[(((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)

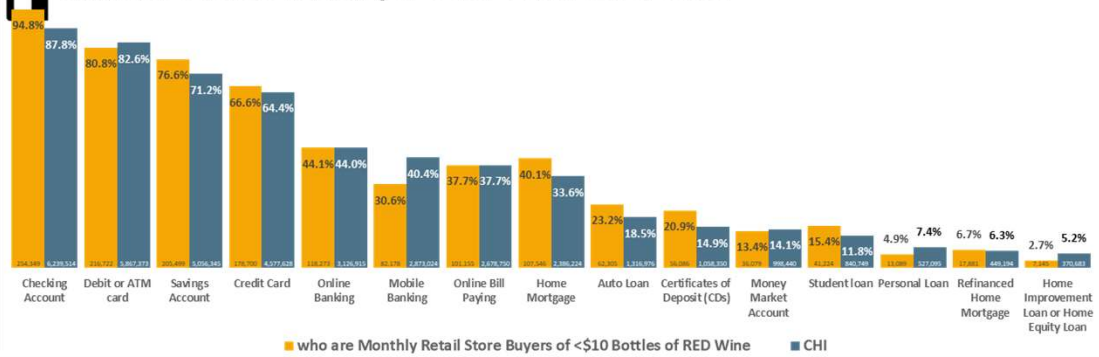
CHI

3.8% or 268,336 of CHI 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 15.9% more likely to have a 401K, 25.3% more likely to have an Auto Loan, 2.8% more likely to Invest/Trade Stocks Online, 10.7% 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



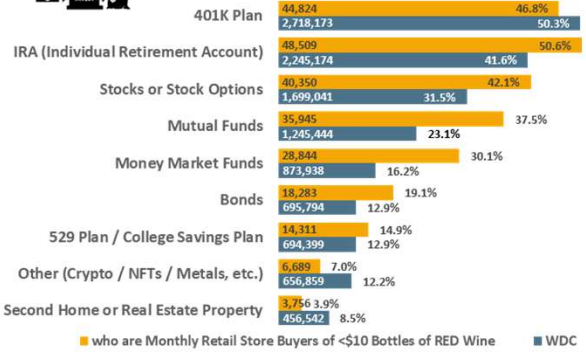
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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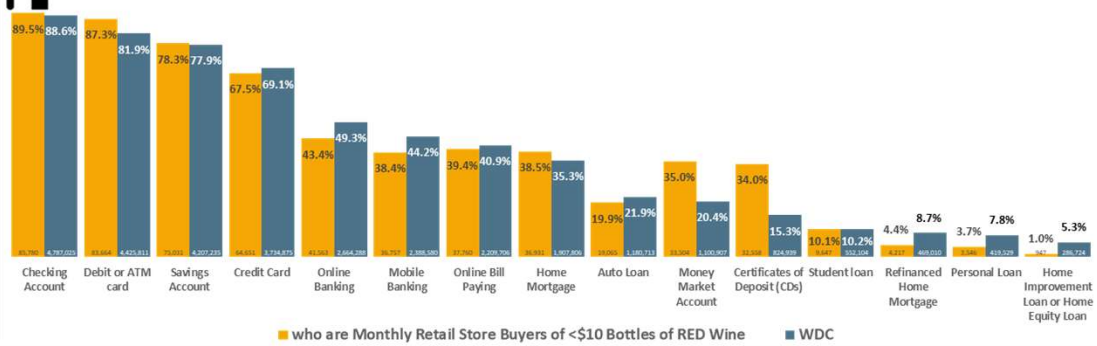
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

1.8% or 95,844 of WDC 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 7.1% less likely to have a 401K, 9.% less likely to have an Auto Loan, 23.3% more likely to Invest/Trade Stocks Online, 4.1% 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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

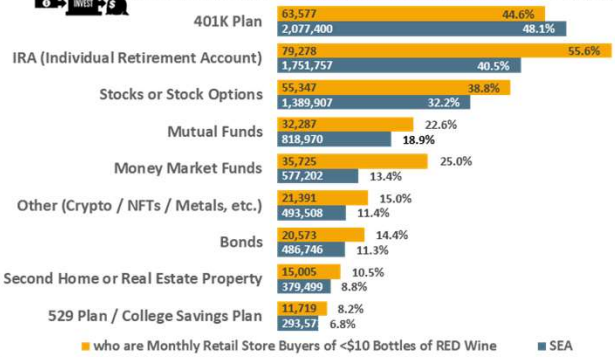
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

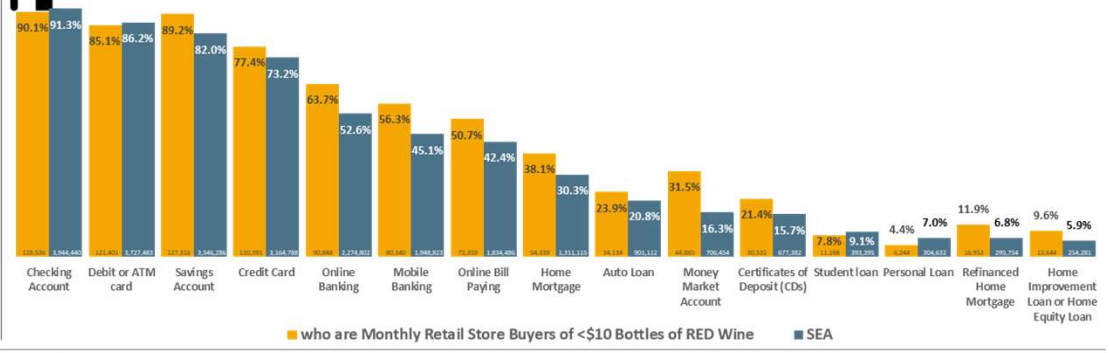
CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS **SEA**

3.3% or 142,664 of SEA 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 7.3% less likely to have a 401K, 14.8% more likely to have an Auto Loan, 23.9% more likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



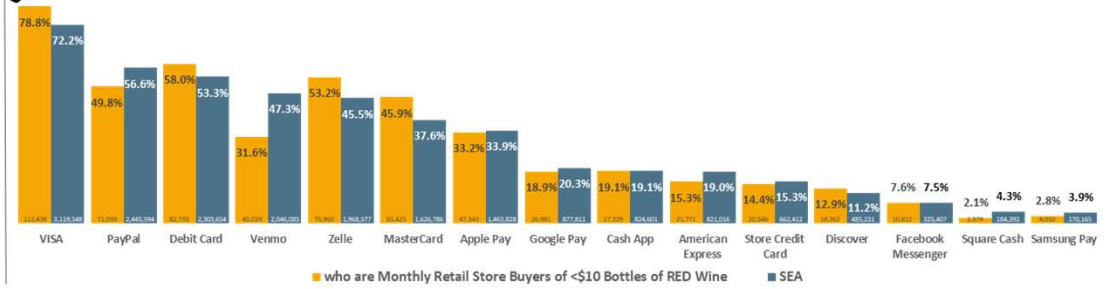
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

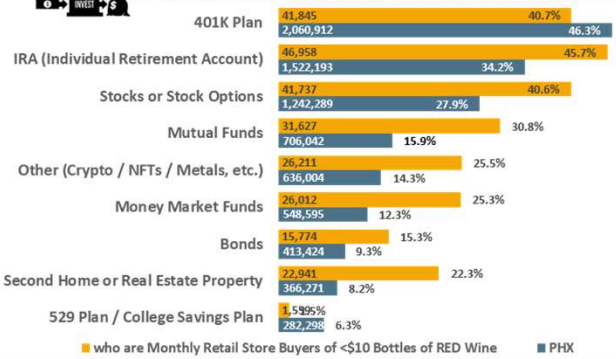
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

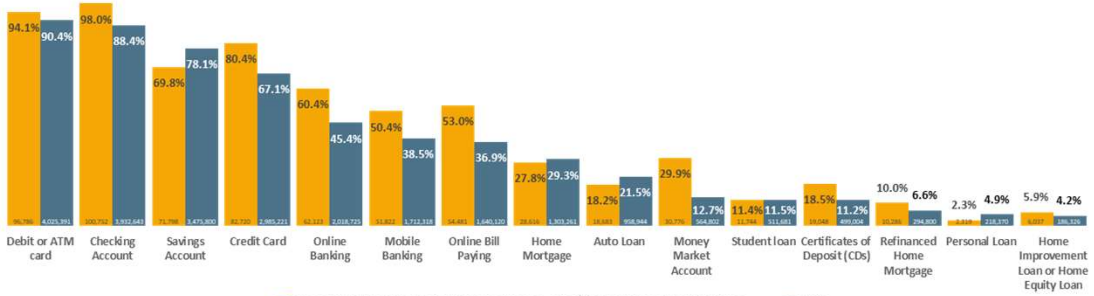


2.3% or 102,826 of PHX DMA Adults 21 or older are Monthly Retail Store Buyers of <$10 Bottles of RED Wine. Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine are 12.1% less likely to have a 401K, 15.7% less likely to have an Auto Loan, 8.7% more likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



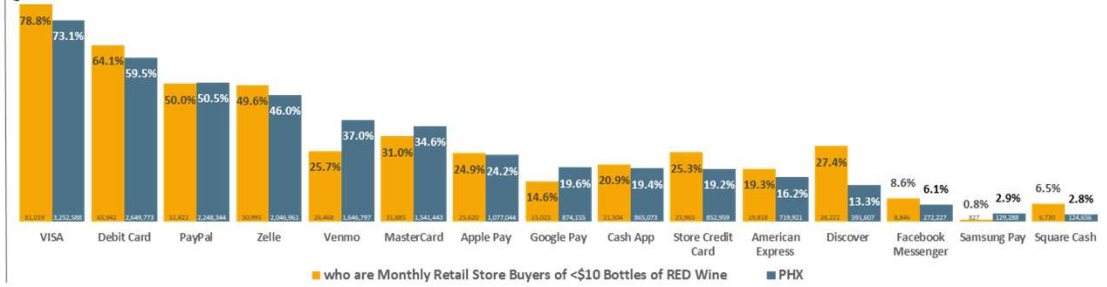
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



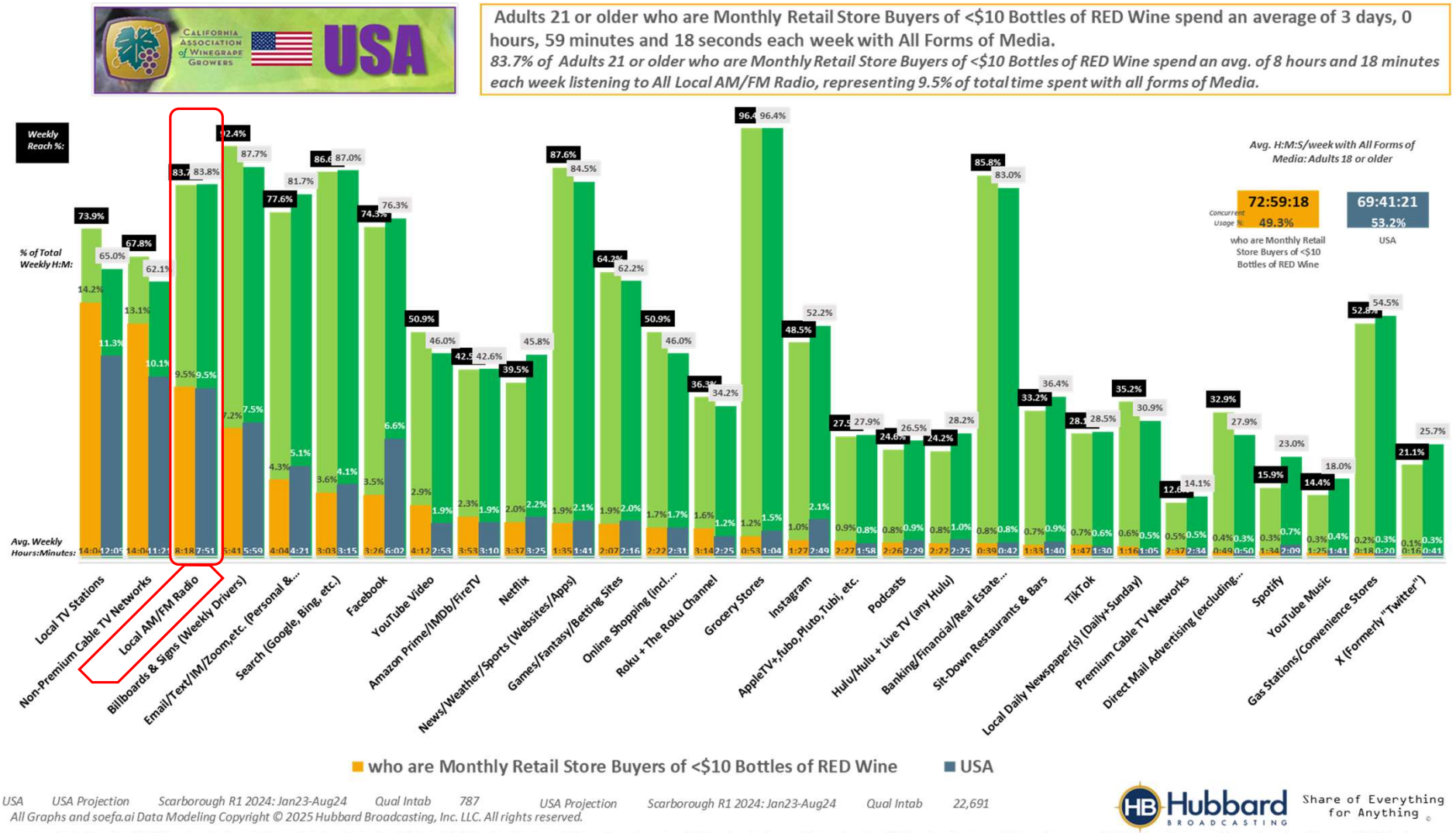
Past 3-Months Payment Methods Used: Adults 21 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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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 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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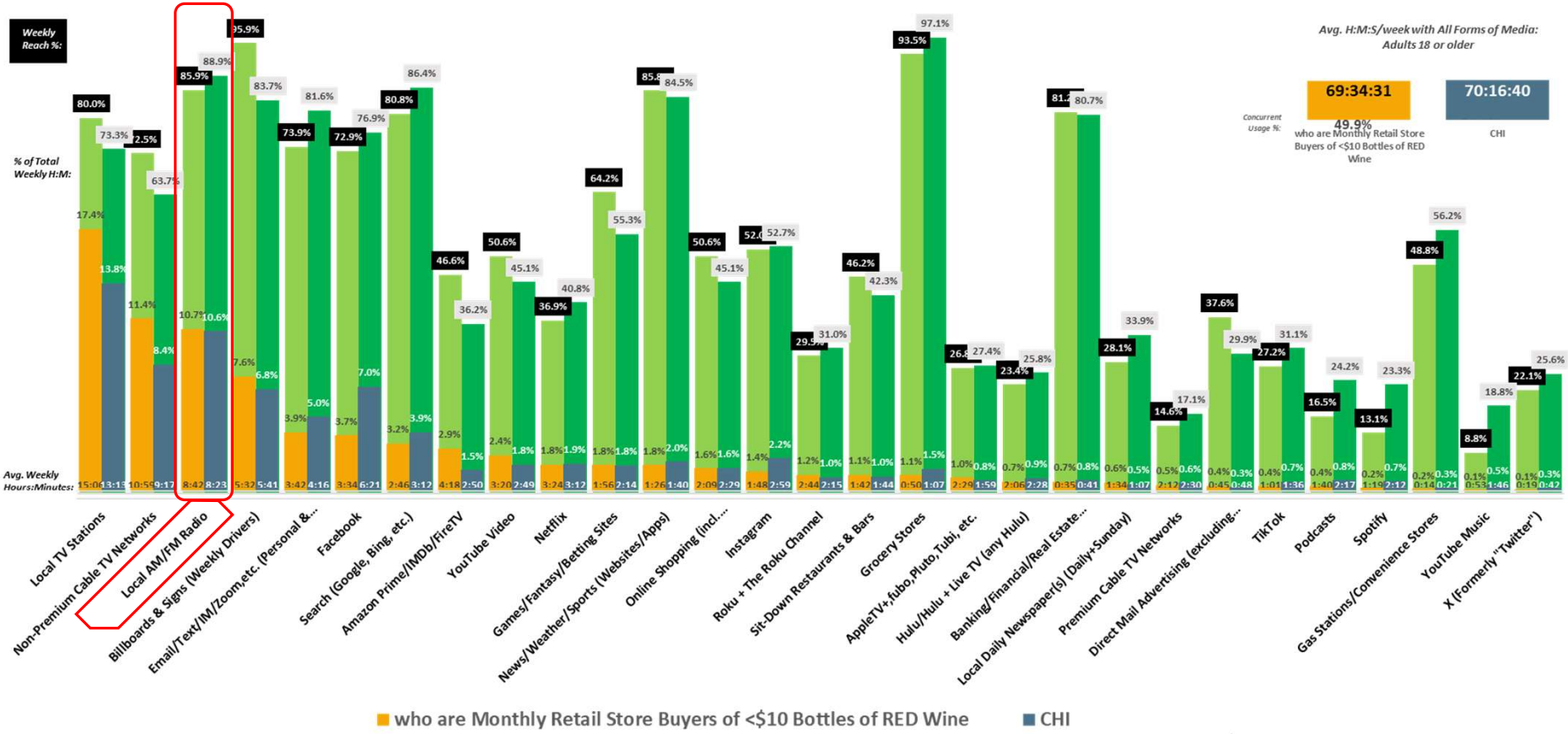
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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 2 days, 21 hours, 34 minutes and 31 seconds each week with All Forms of Media.

85.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

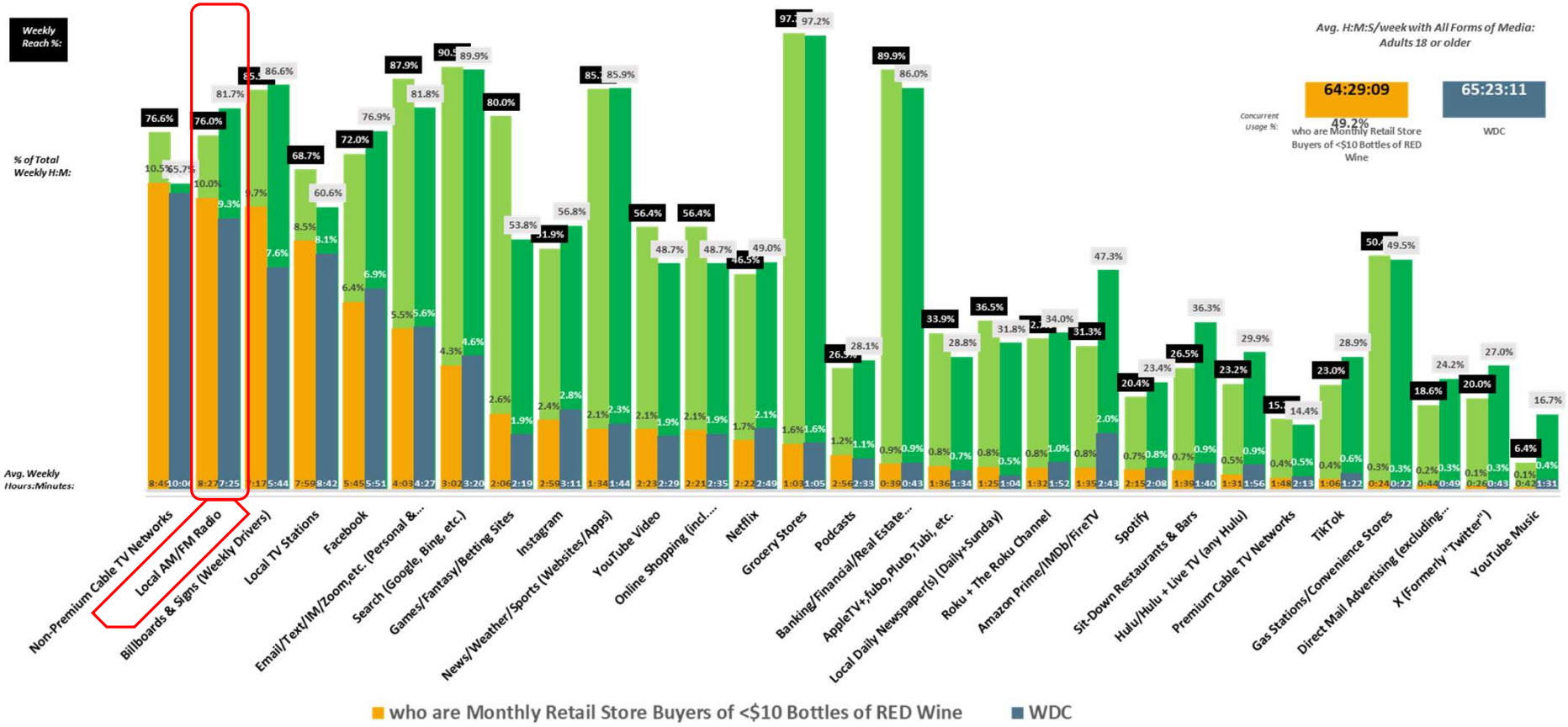
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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 2 days, 16 hours, 29 minutes and 9 seconds each week with All Forms of Media.

76.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.

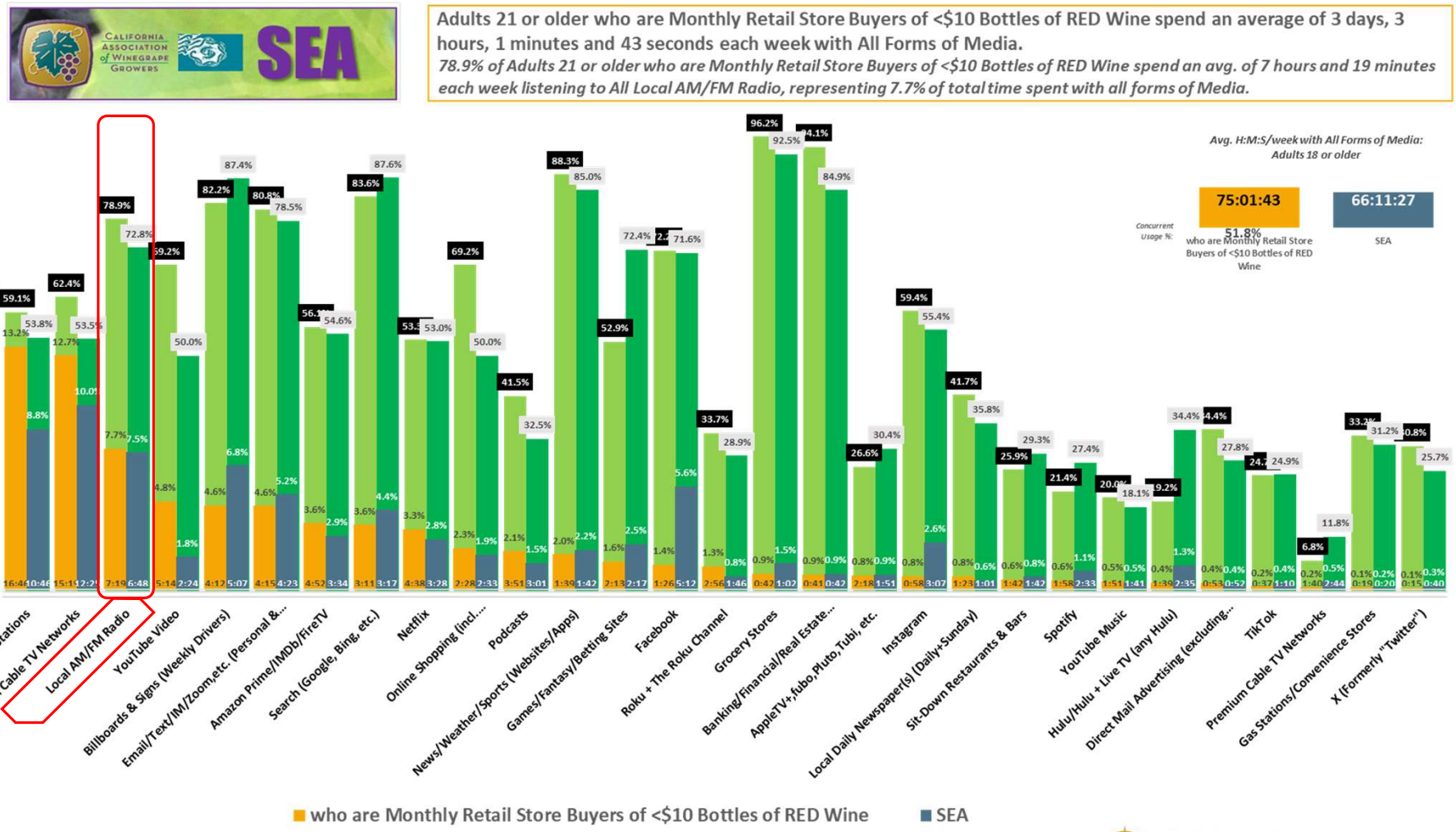


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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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)



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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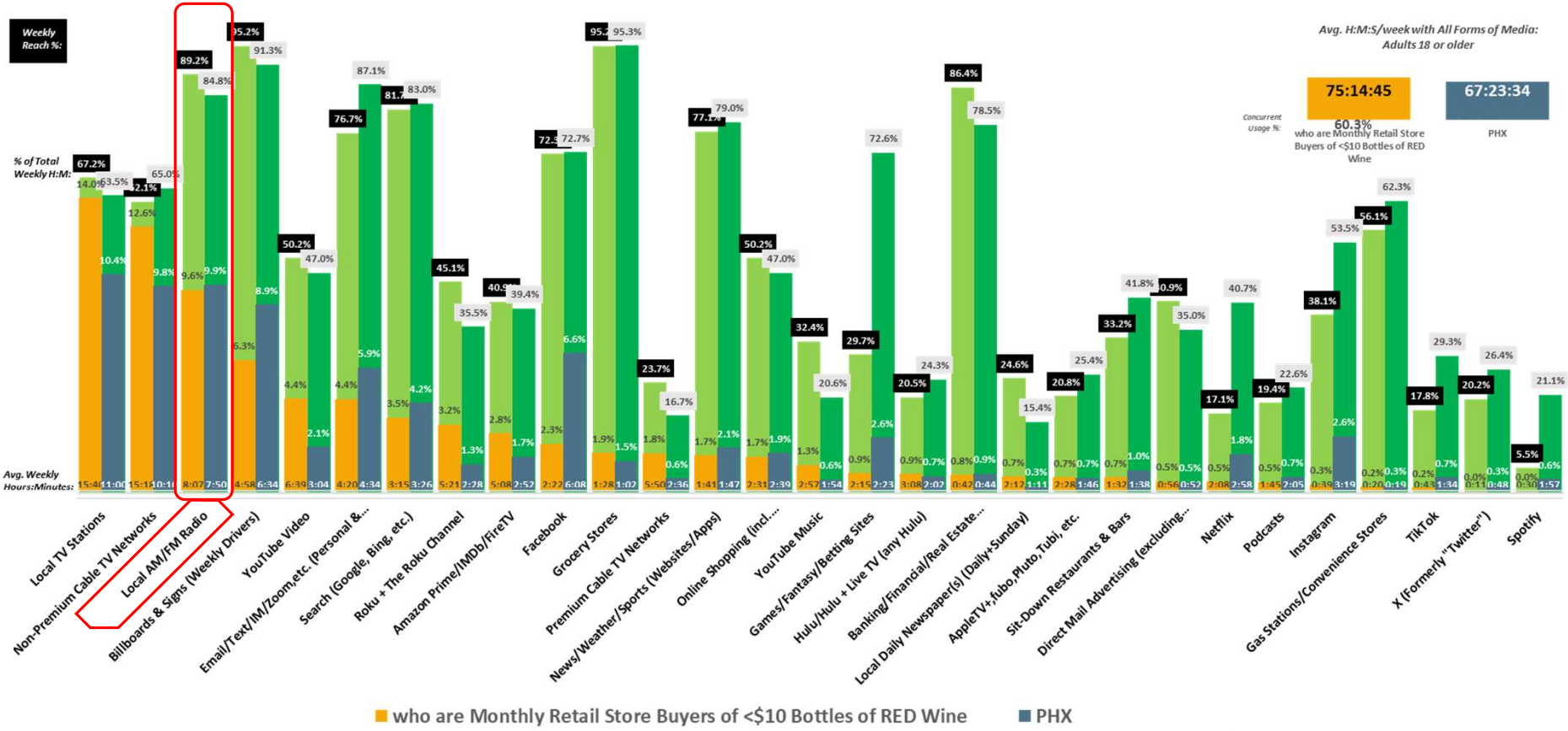
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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 3 days, 3 hours, 14 minutes and 45 seconds each week with All Forms of Media.

89.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

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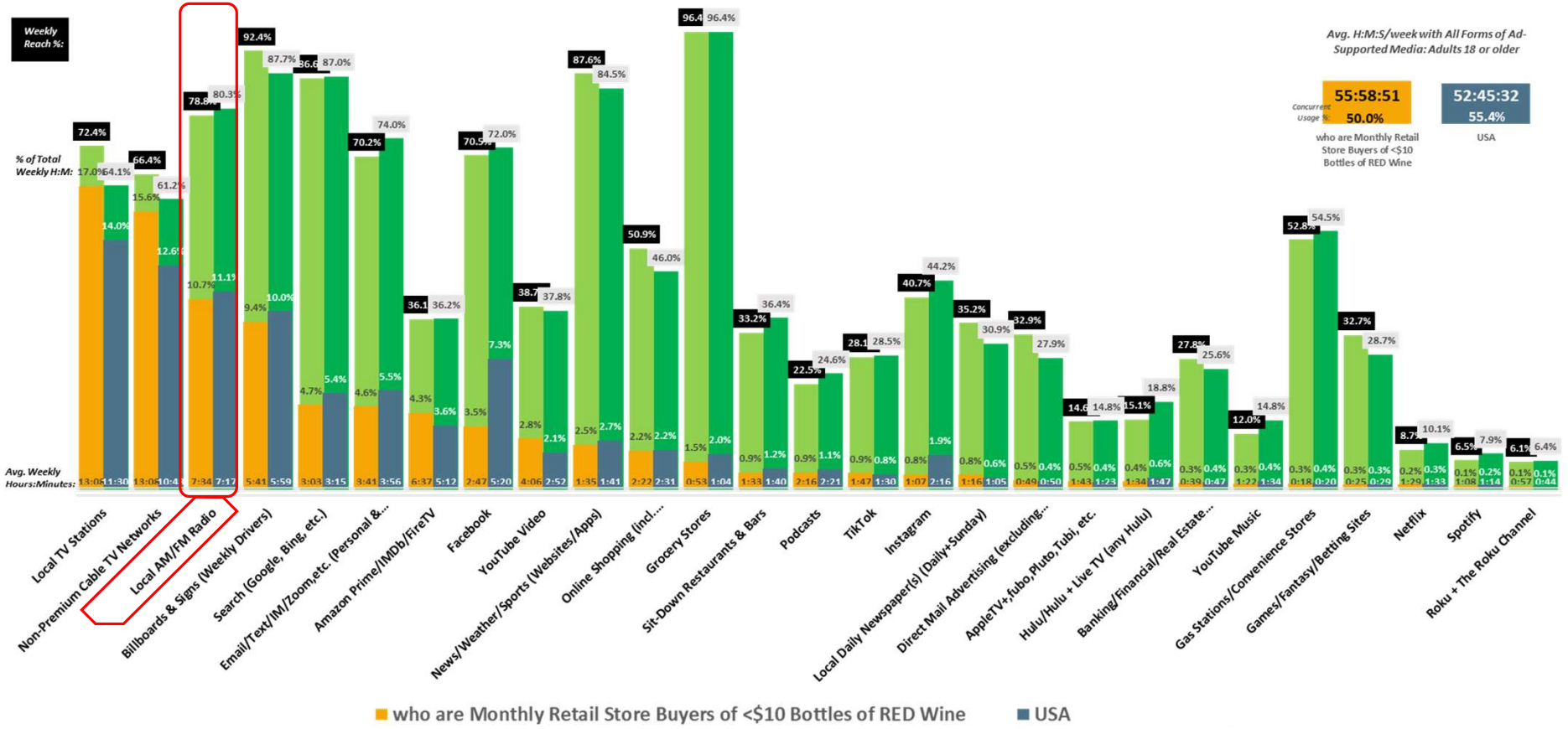
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)



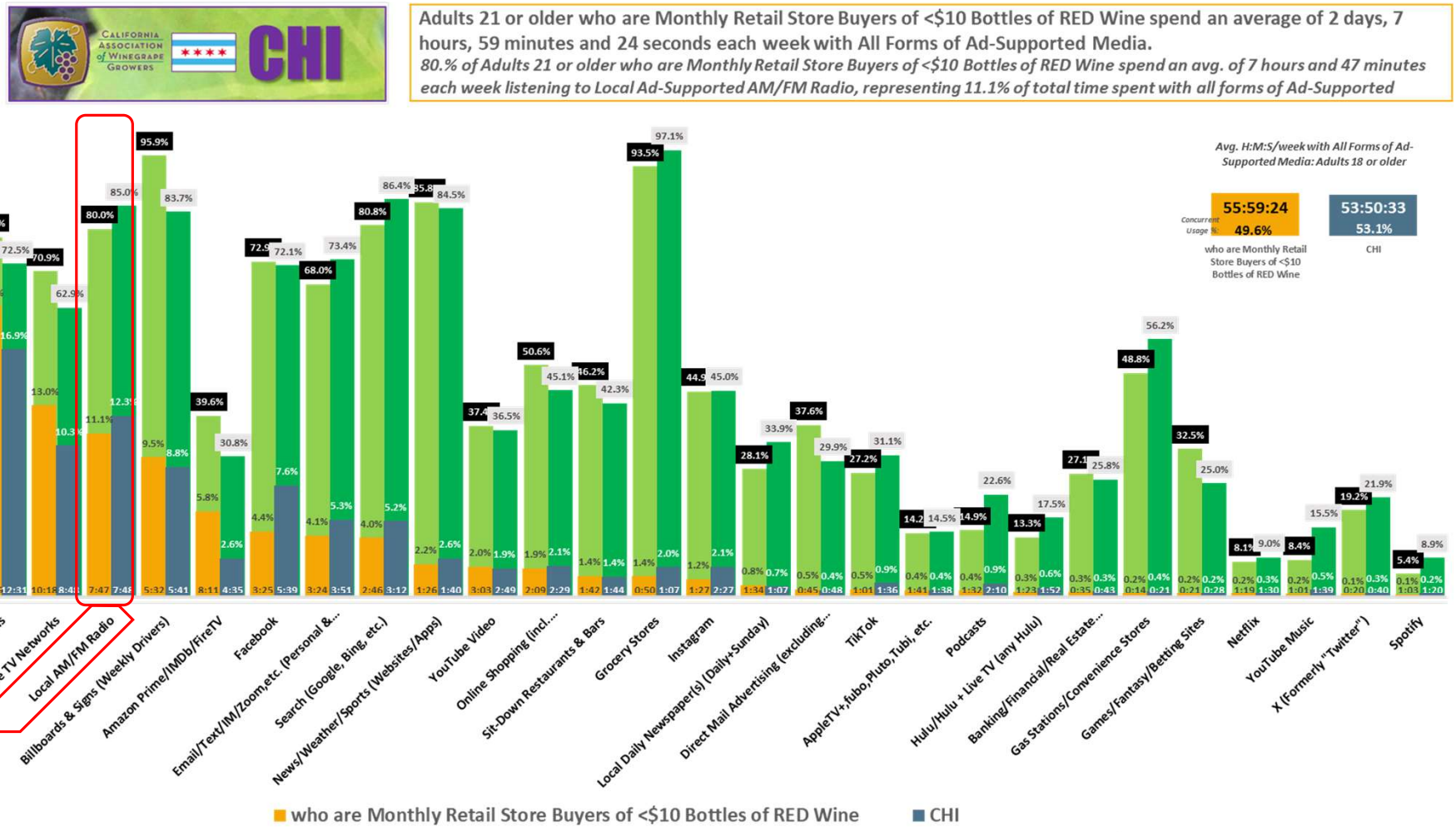
Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 2 days, 7 hours, 58 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

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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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)

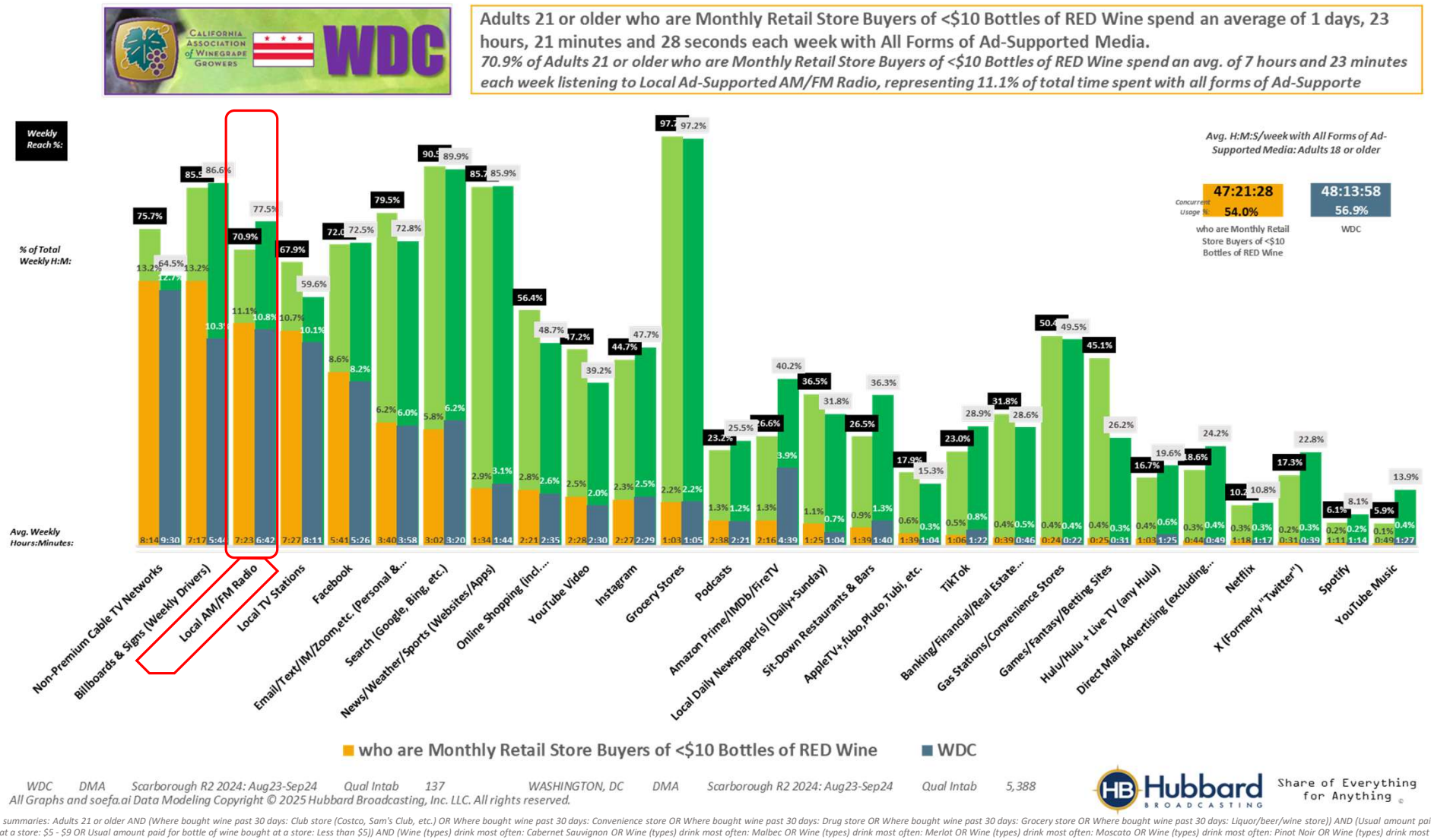


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

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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)

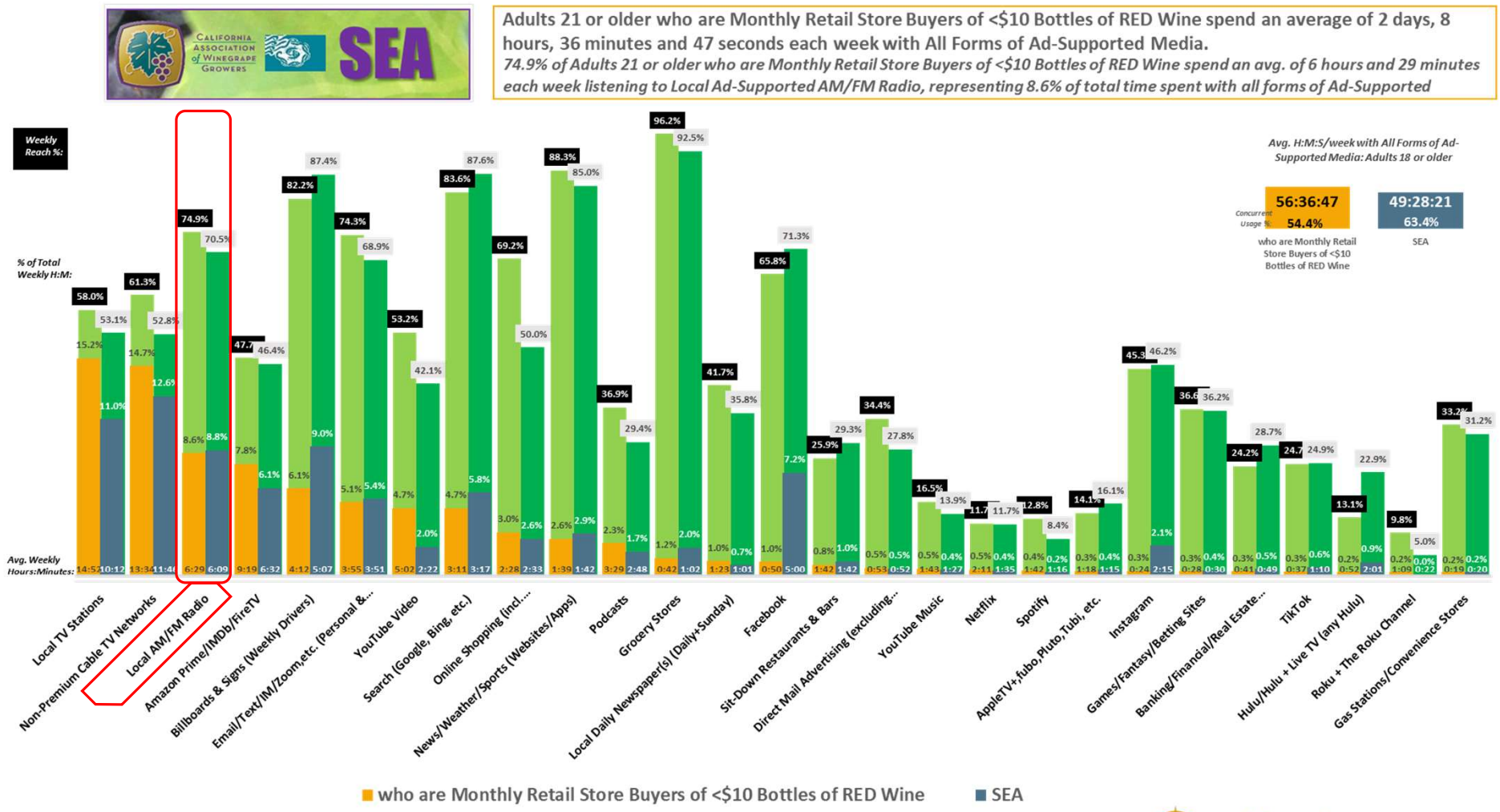


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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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)

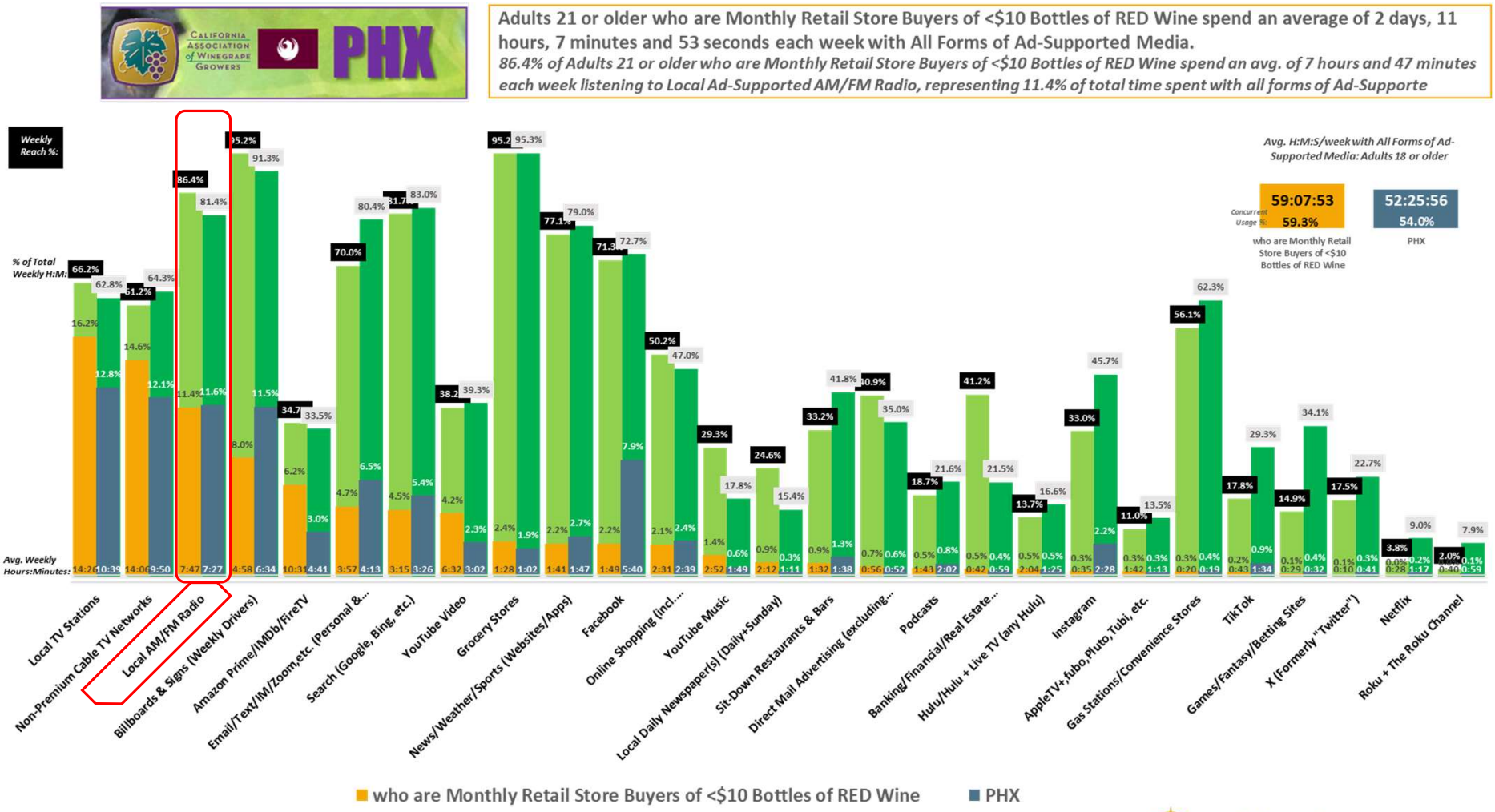


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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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)



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

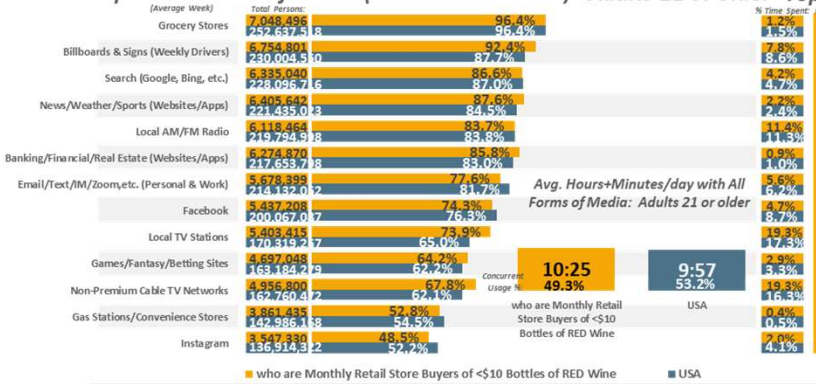
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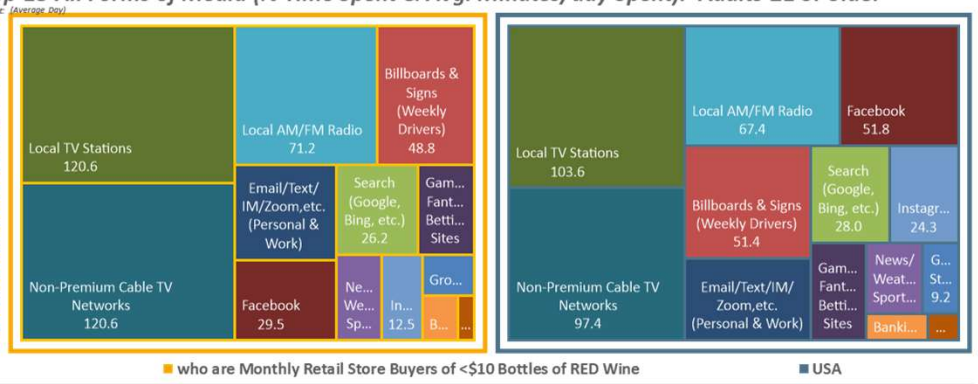
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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 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.)*

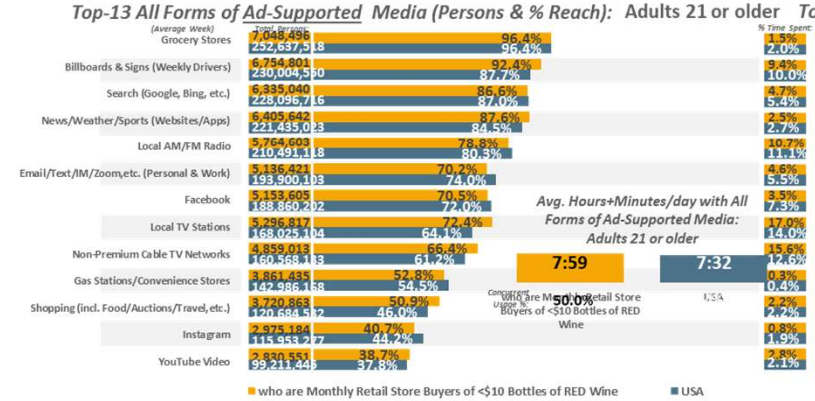
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



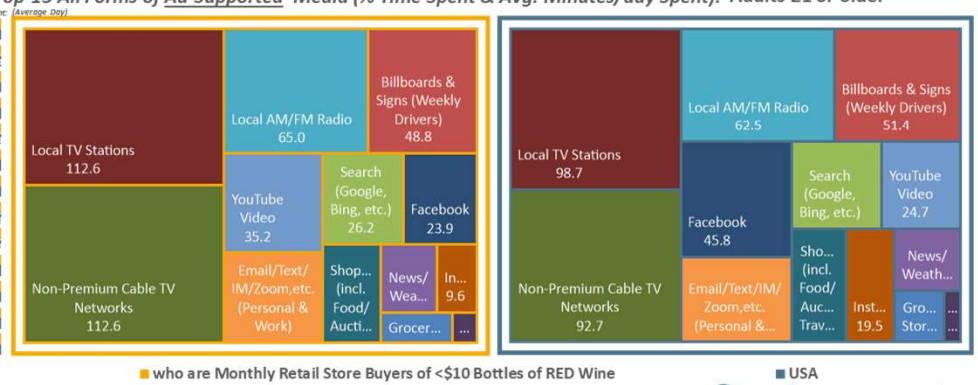
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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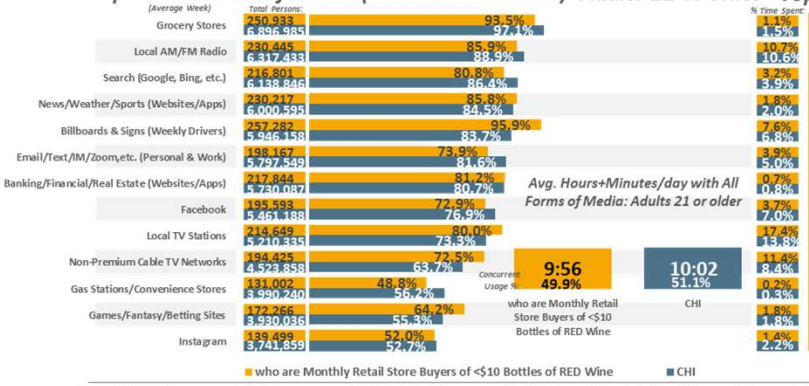
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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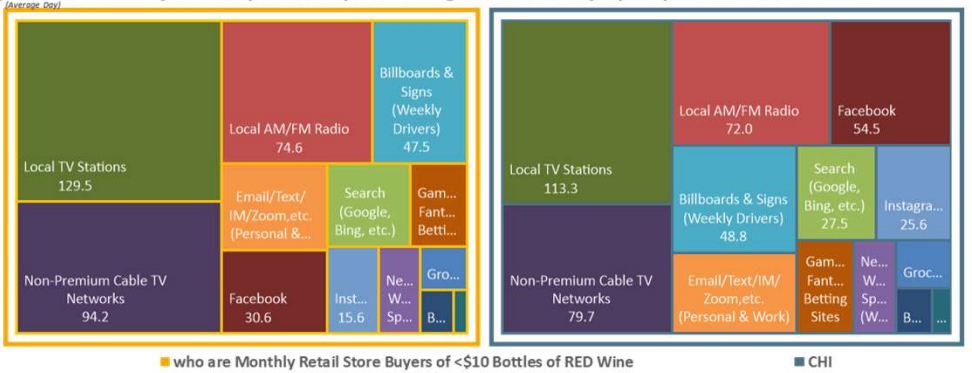
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Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

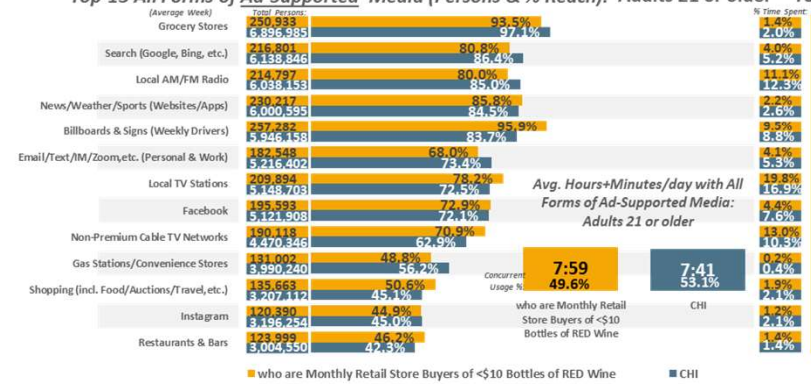
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



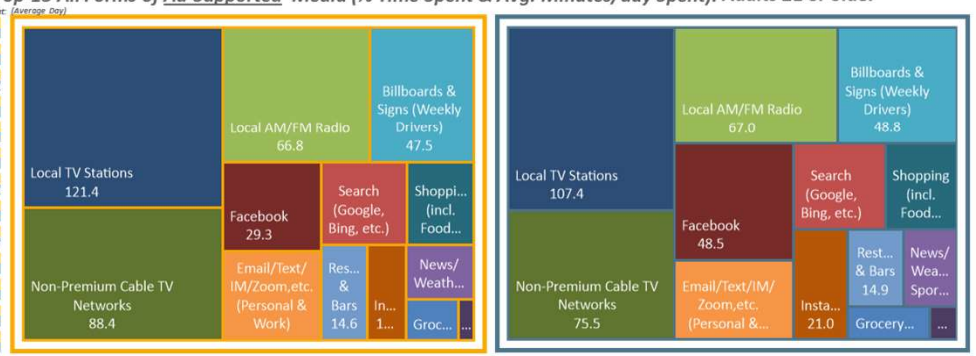
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

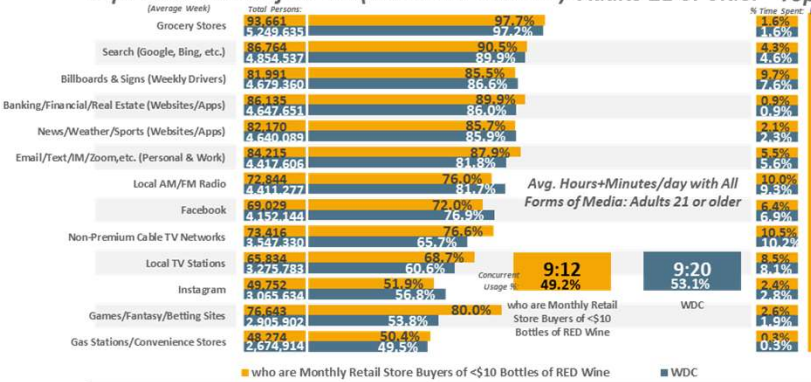
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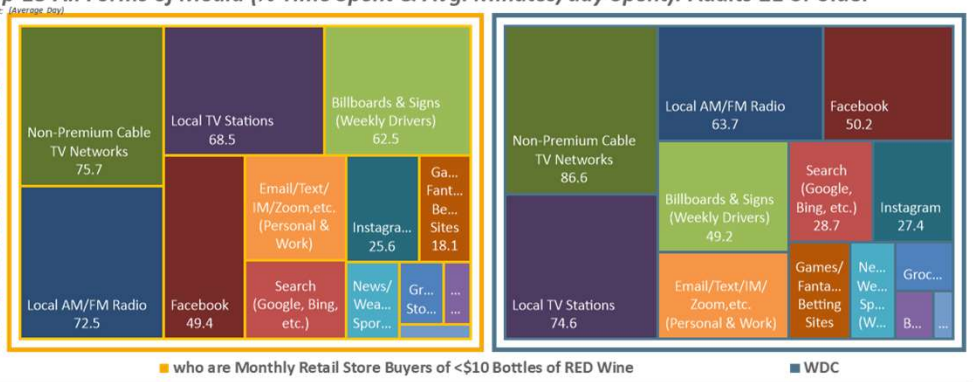
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Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 6 hours and 45 minutes each day with All Forms of Ad-Supported Media. 70.9% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

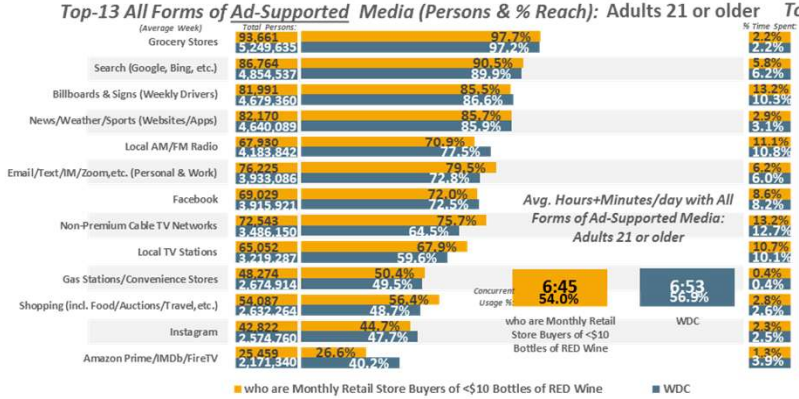
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



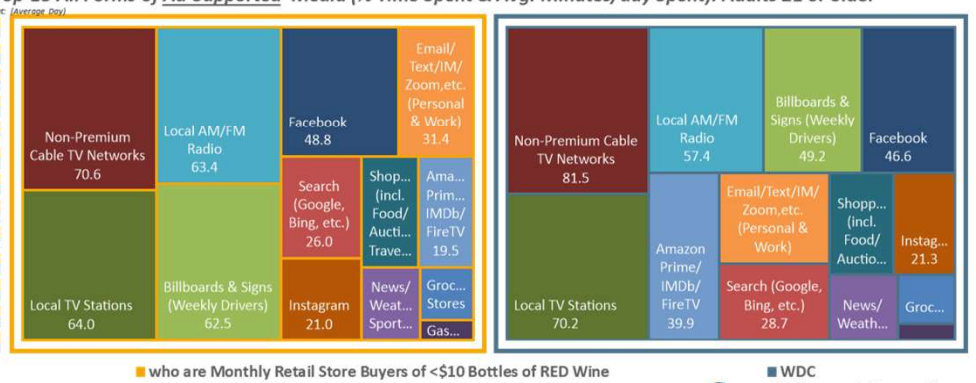
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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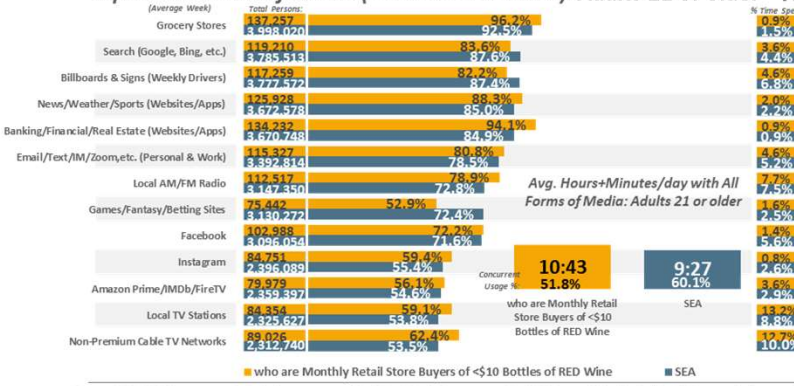
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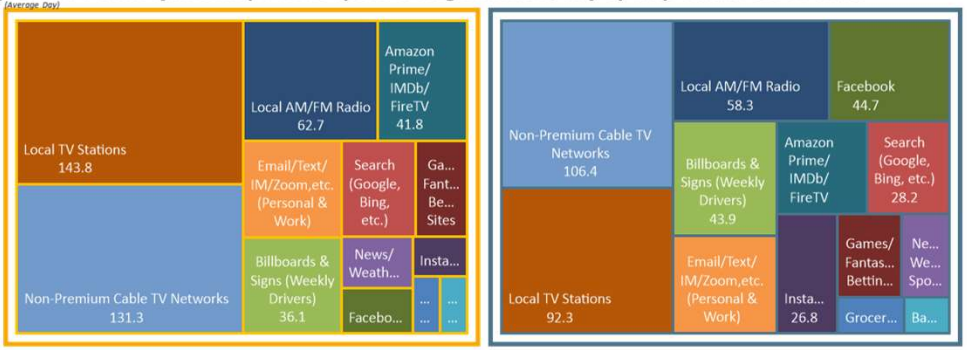


Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 55.7 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

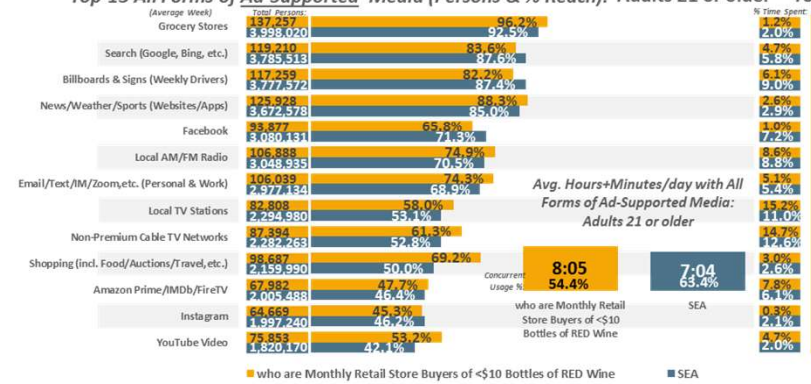
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



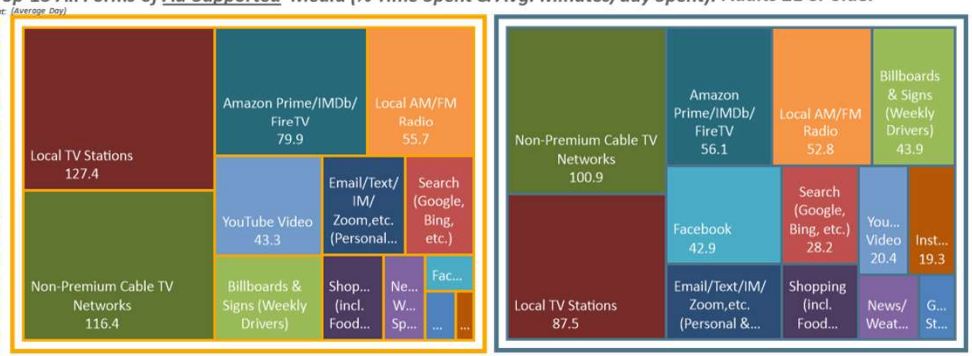
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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**



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

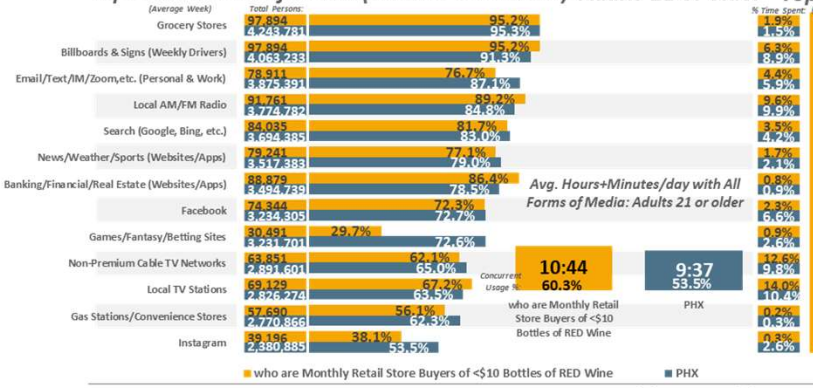
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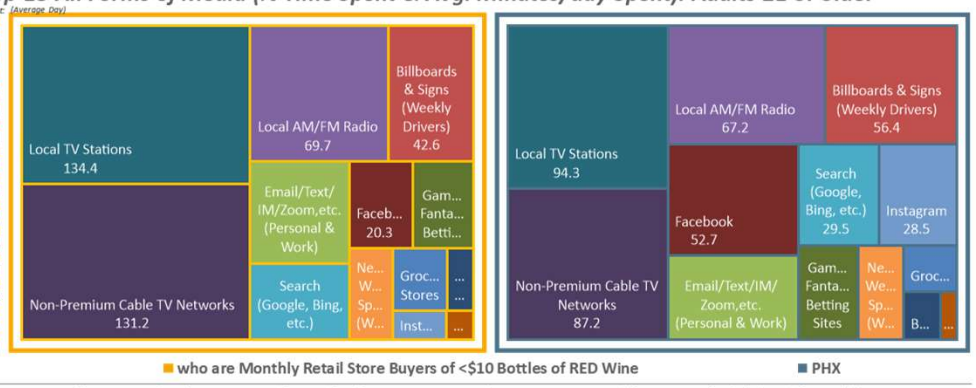
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Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

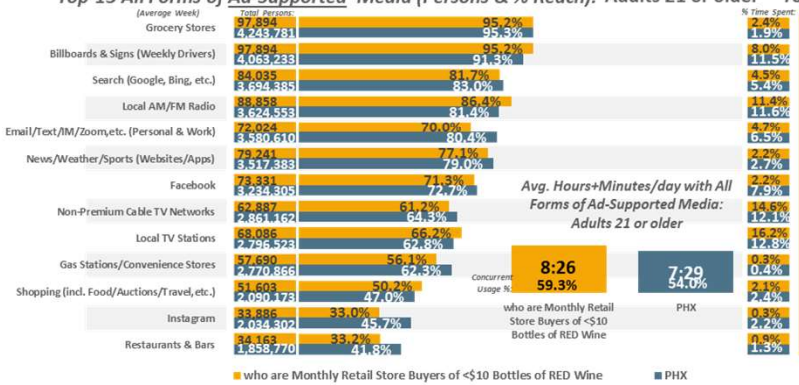
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



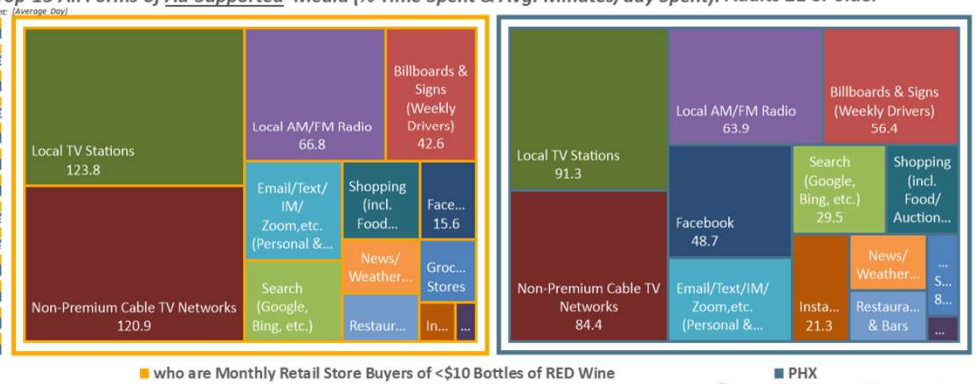
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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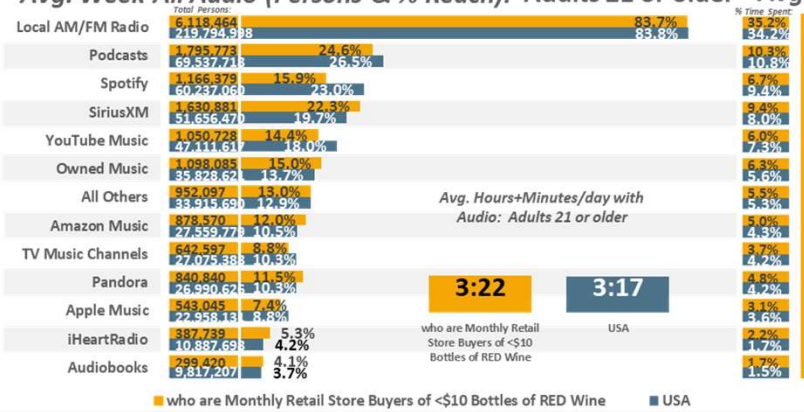
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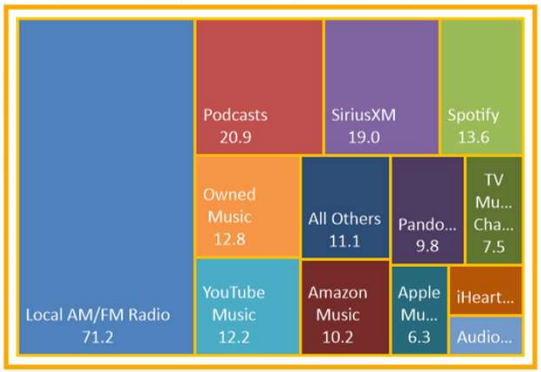


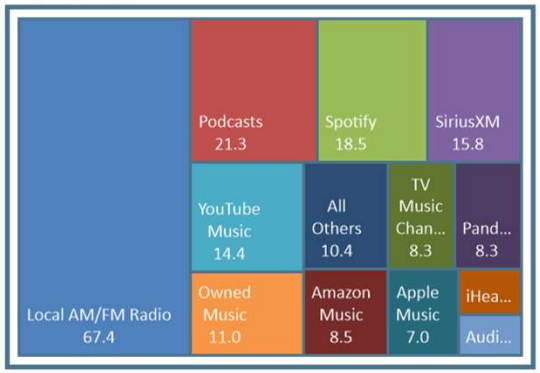
5,764,603 or 78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

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



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

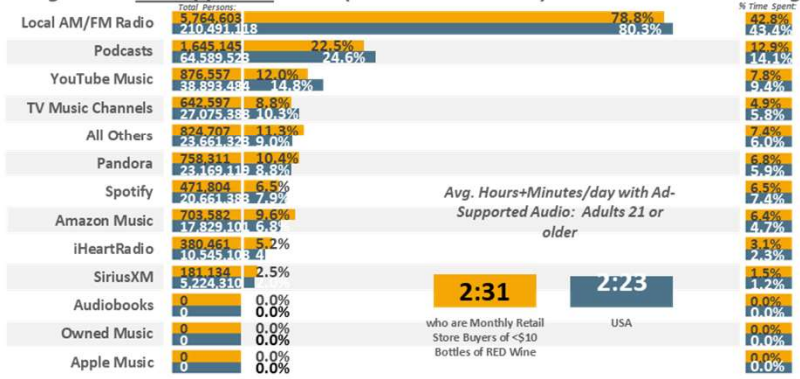




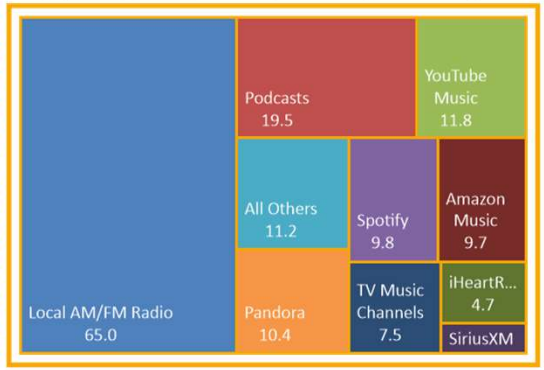
who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

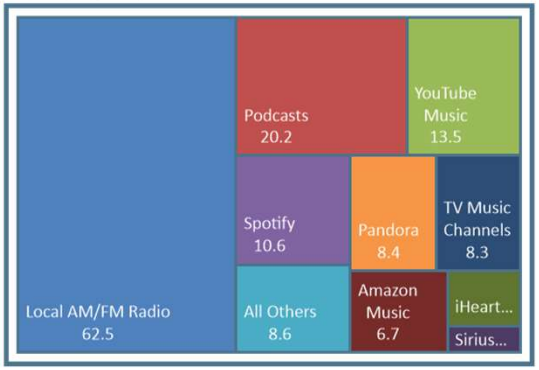
who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

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

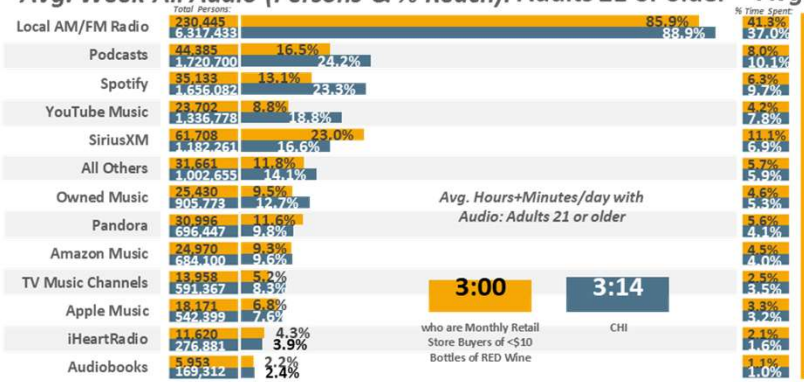
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

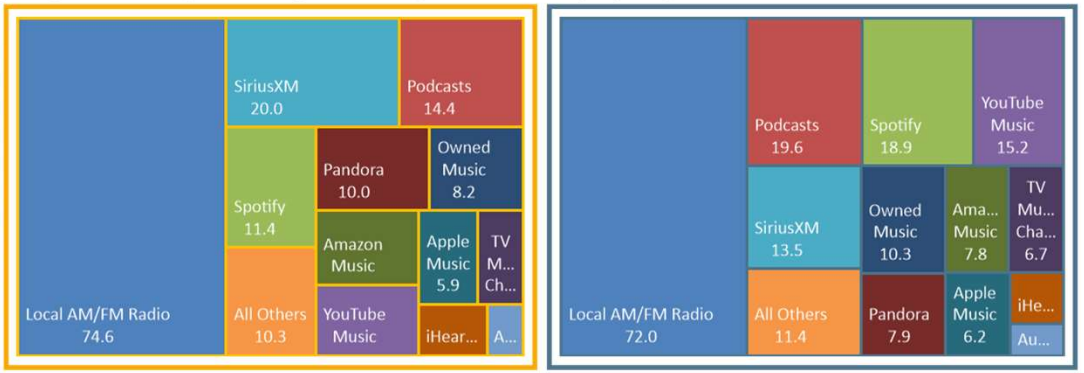


214,797 or 80.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

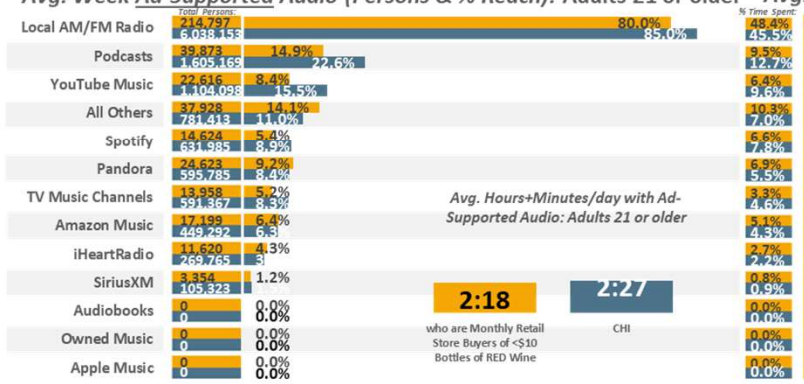
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



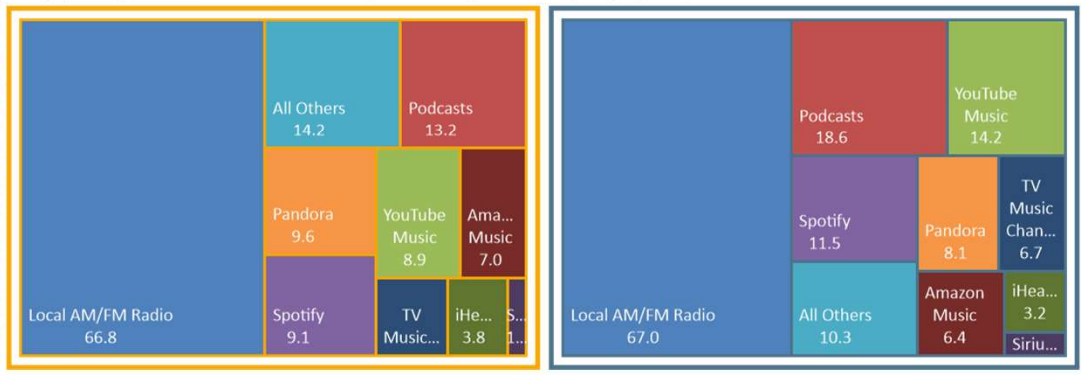
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

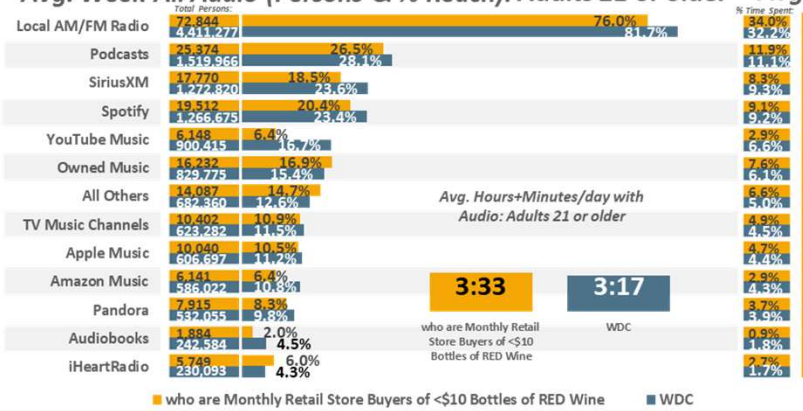
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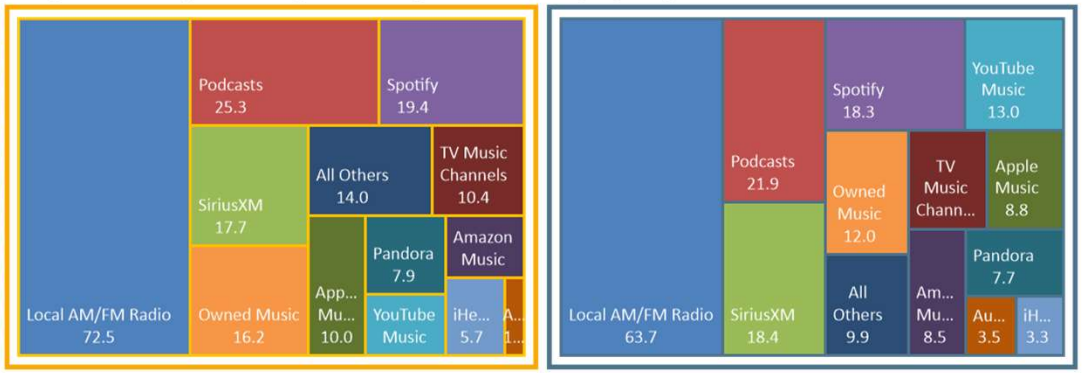
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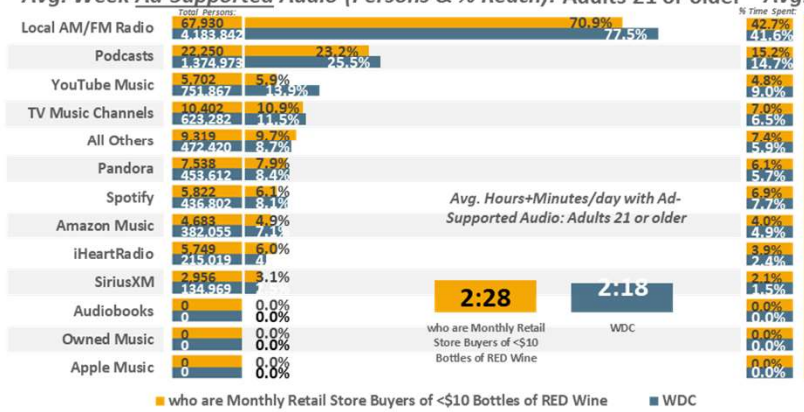
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



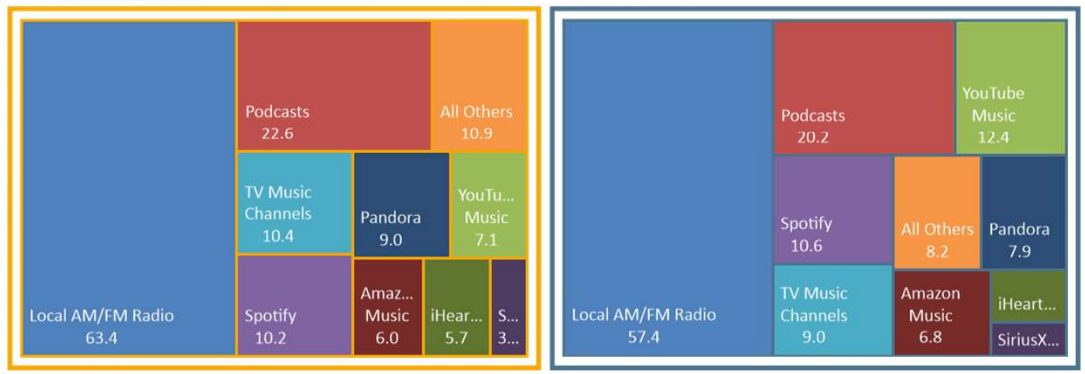
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

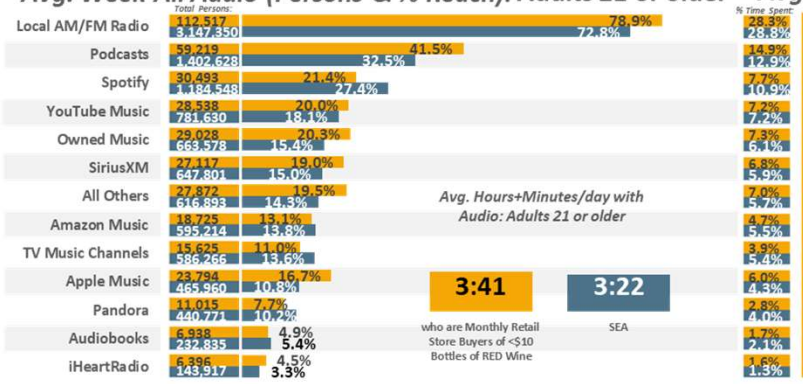
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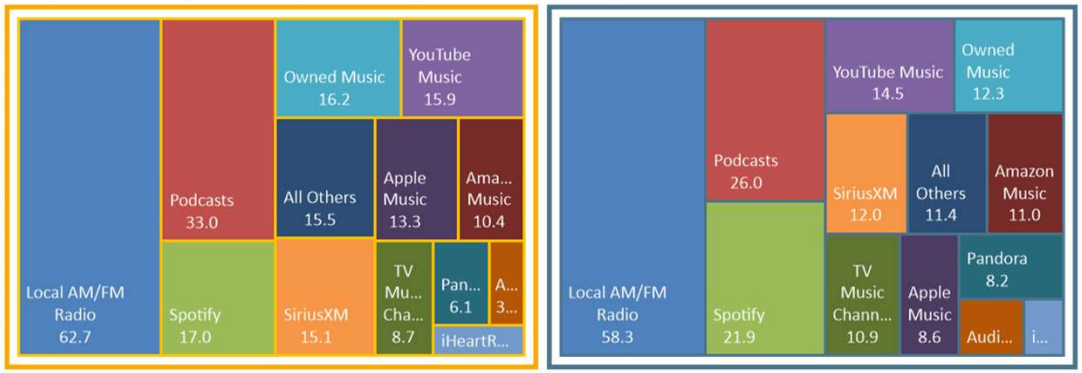
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

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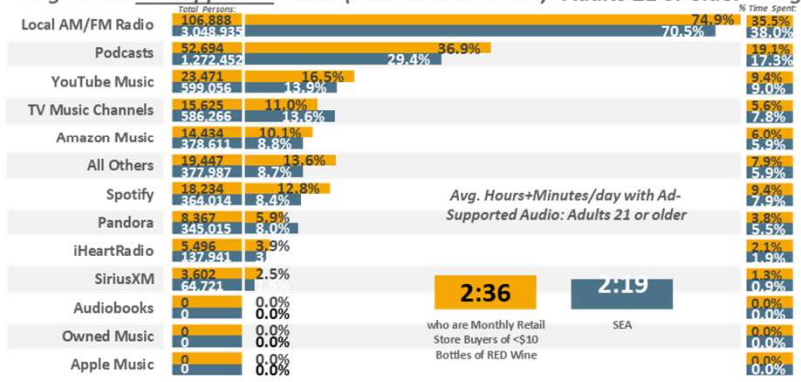
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



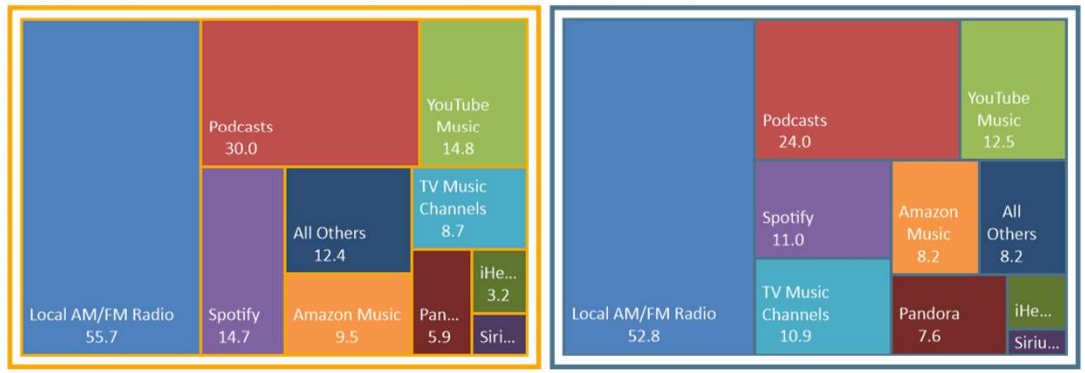
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

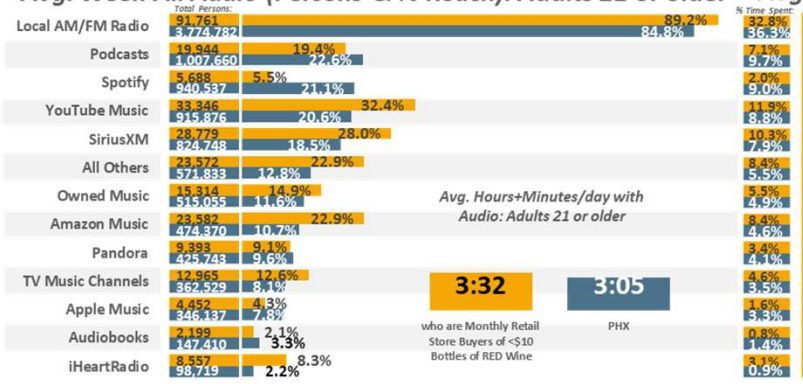
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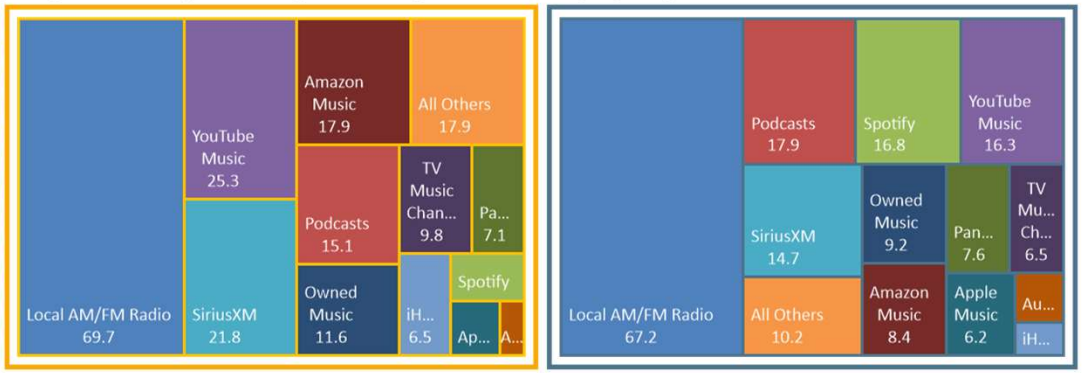
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88,858 or 86.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

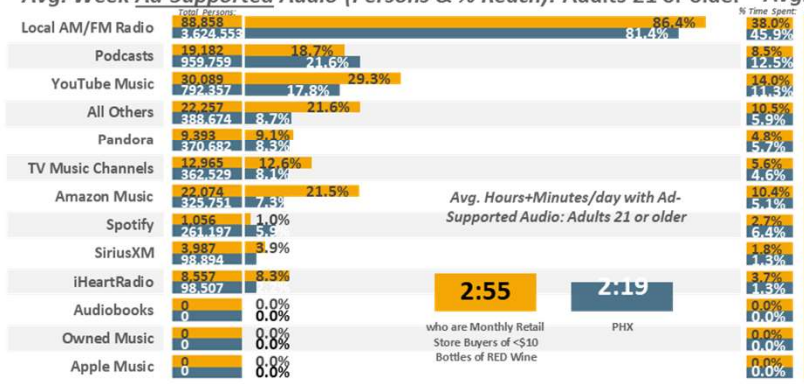
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



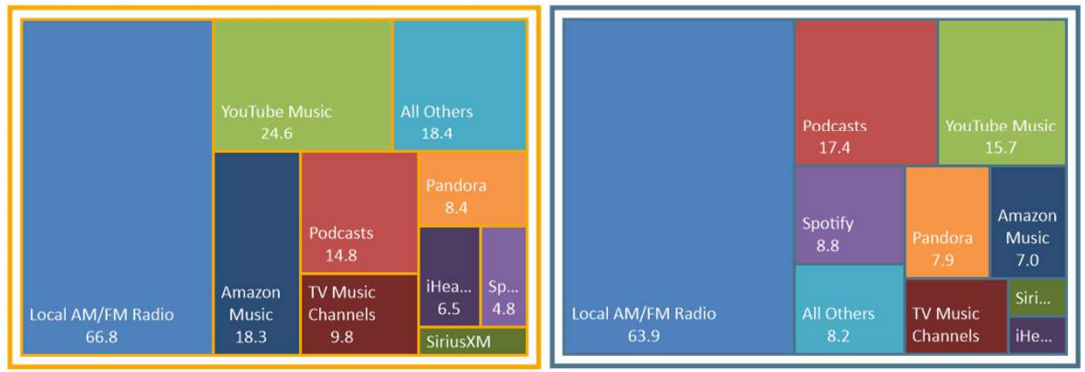
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



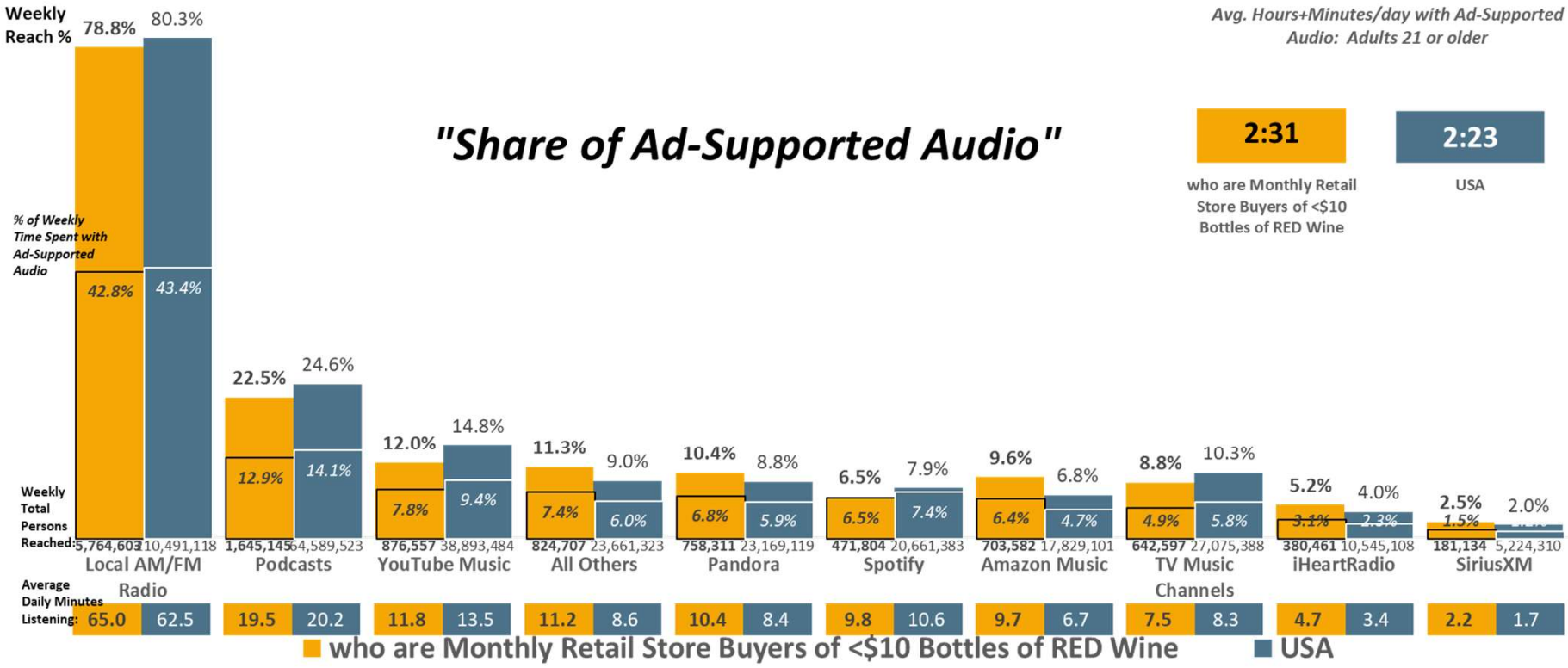
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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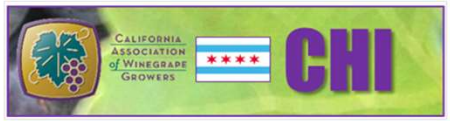
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 787

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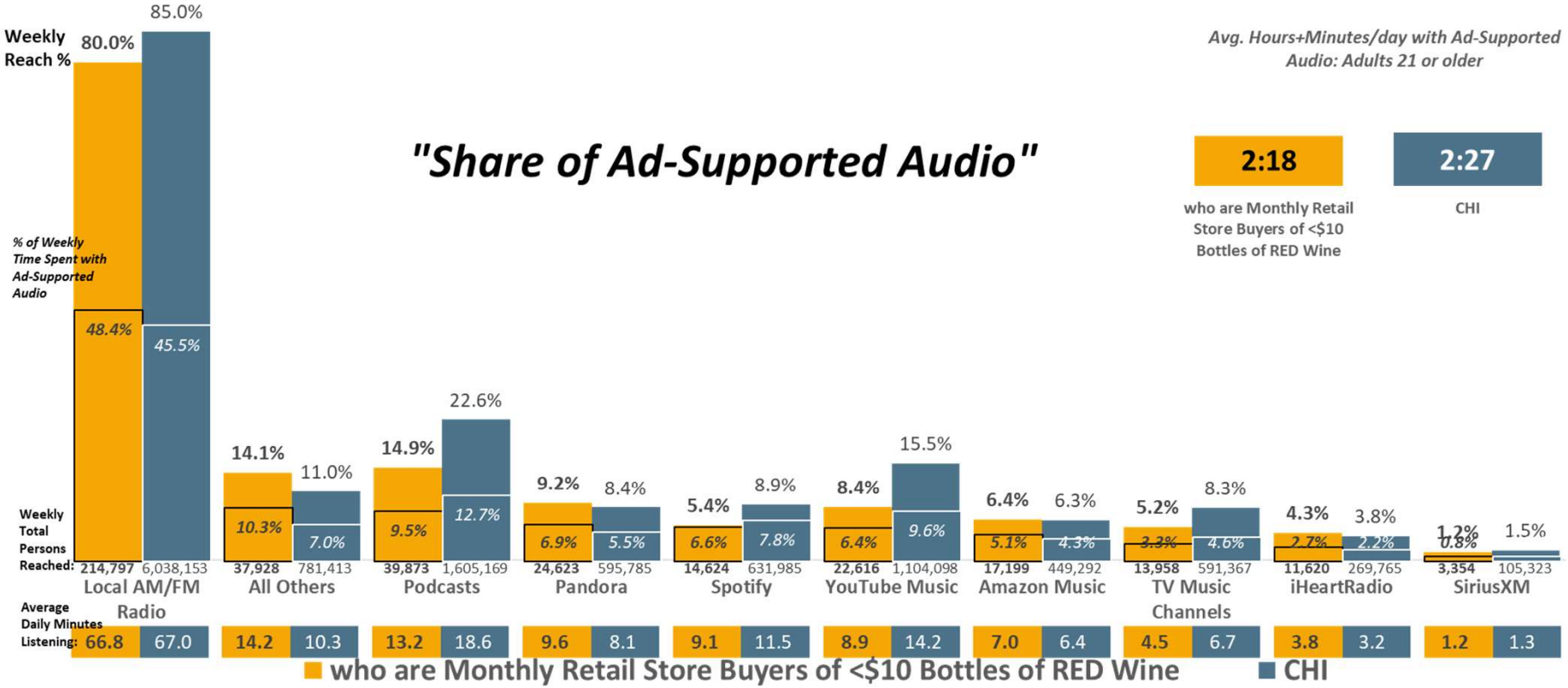
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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214,797 or 80.% 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 66.8 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	All Others	Podcasts	Pandora	Spotify	YouTube Music	Amazon Music	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	80.0%	14.1%	14.9%	9.2%	5.4%	8.4%	6.4%	5.2%	4.3%	1.2%
	85.0%	11.0%	22.6%	8.4%	8.9%	15.5%	6.3%	8.3%	3.8%	1.5%
% of Weekly Time Spent with Ad-Supported Audio	48.4%	10.3%	9.5%	6.9%	6.6%	6.4%	5.1%	3.3%	2.7%	0.8%
	45.5%	7.0%	12.7%	5.5%	7.8%	9.6%	4.3%	4.6%	2.2%	1.3%
Weekly Total Persons Reached:	214,797	37,928	39,873	24,623	14,624	22,616	17,199	13,958	11,620	3,354
	6,038,153	781,413	1,605,169	595,785	631,985	1,104,098	449,292	591,367	269,765	105,323
Average Daily Minutes Listening:	66.8	14.2	13.2	9.6	9.1	8.9	7.0	4.5	3.8	1.2
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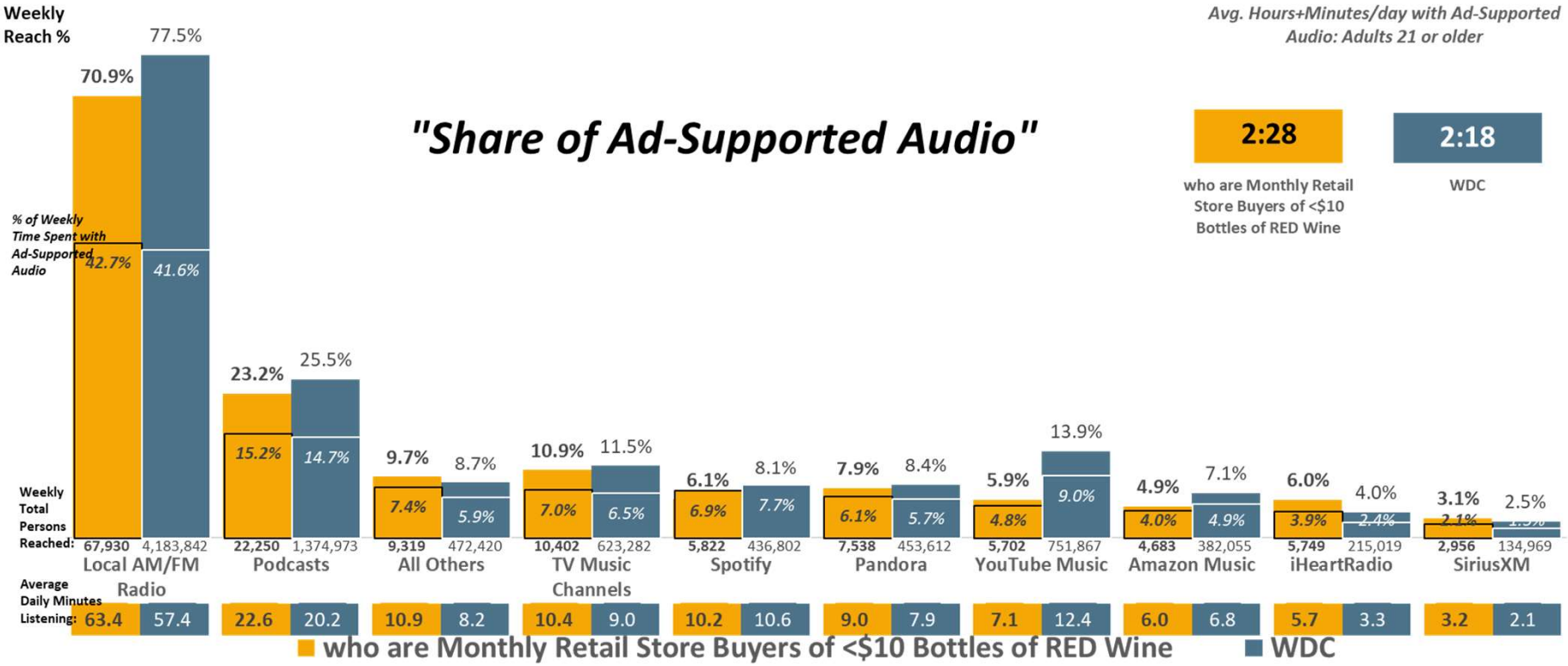
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

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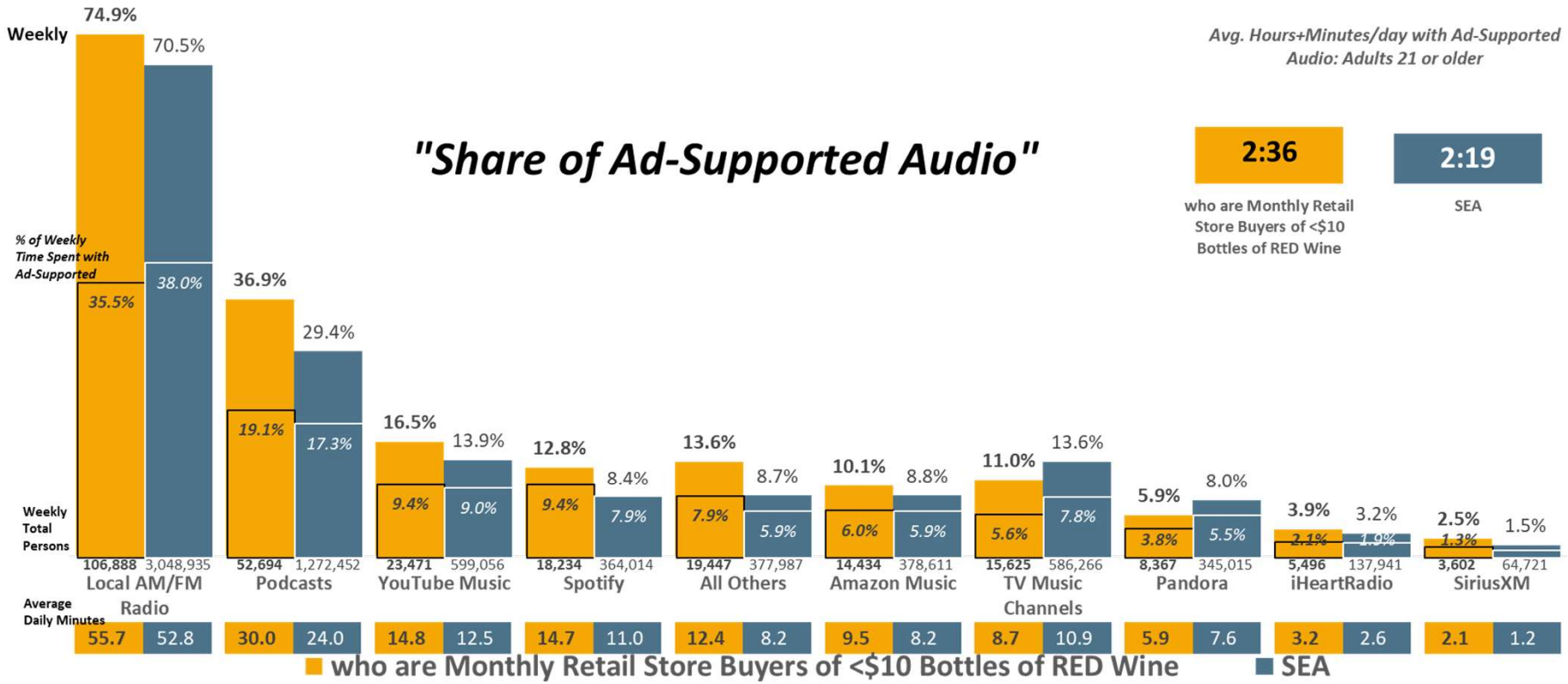
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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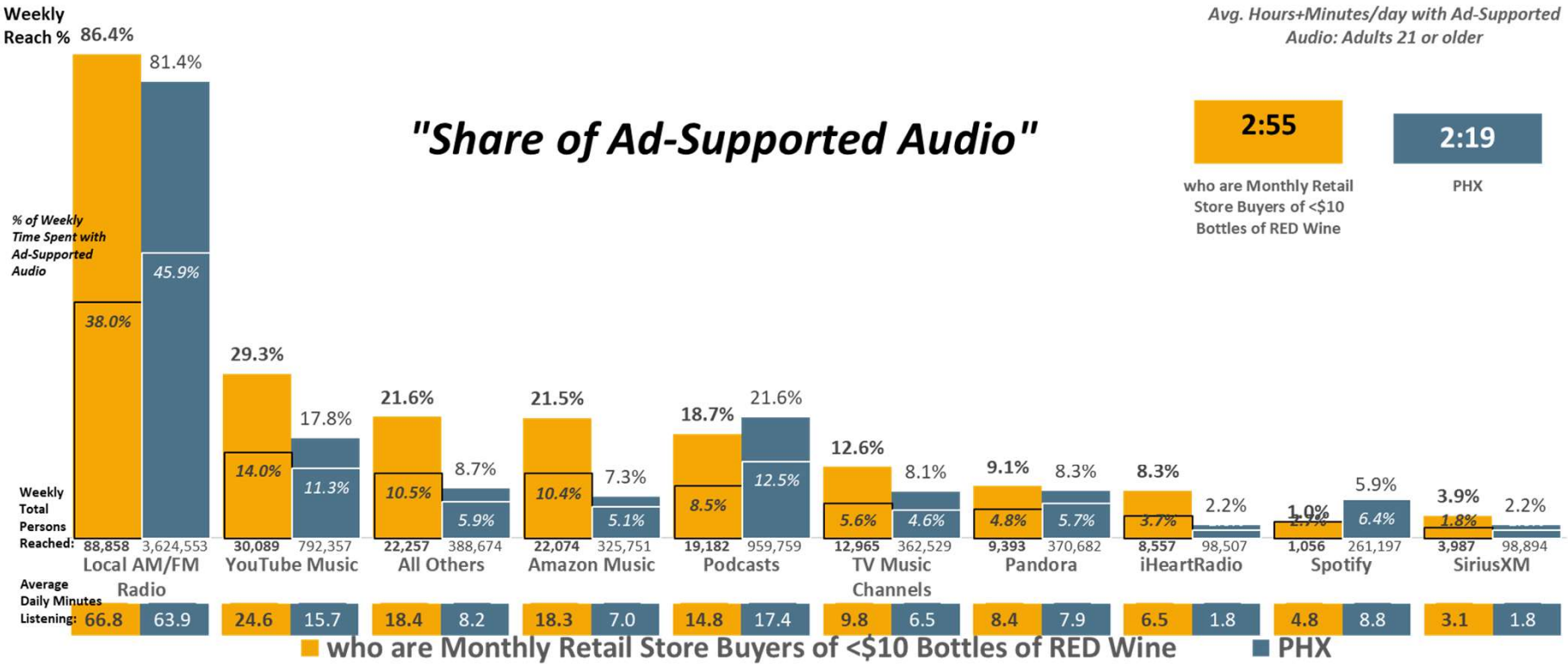
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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88,858 or 86.4% 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 66.8 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

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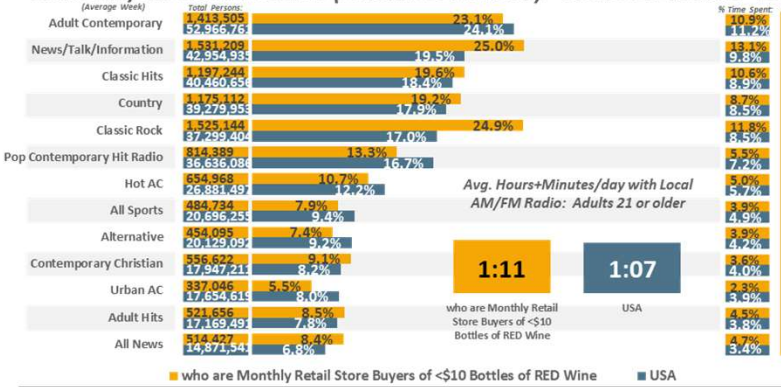
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

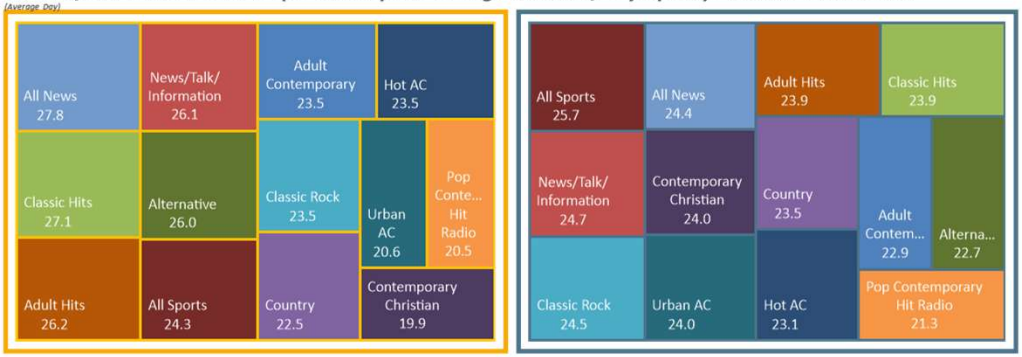


5,764,603 or 78.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and News/Talk/Information.

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



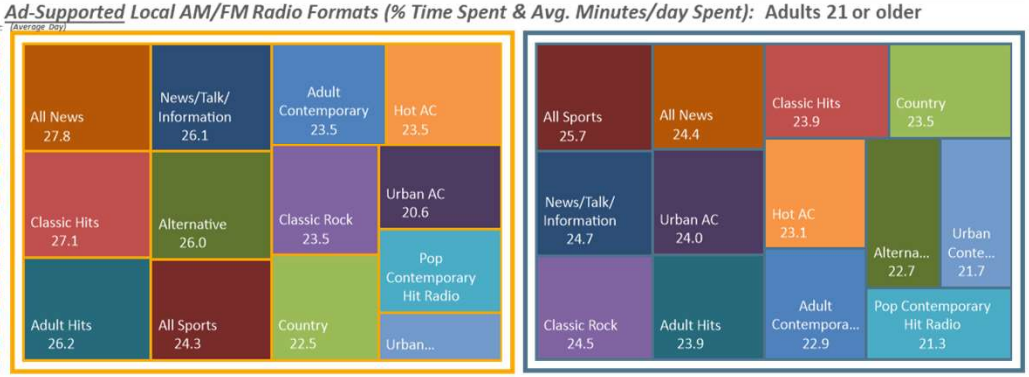
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

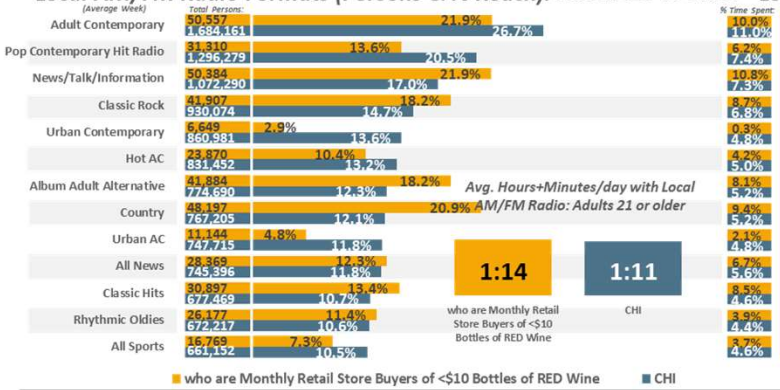
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

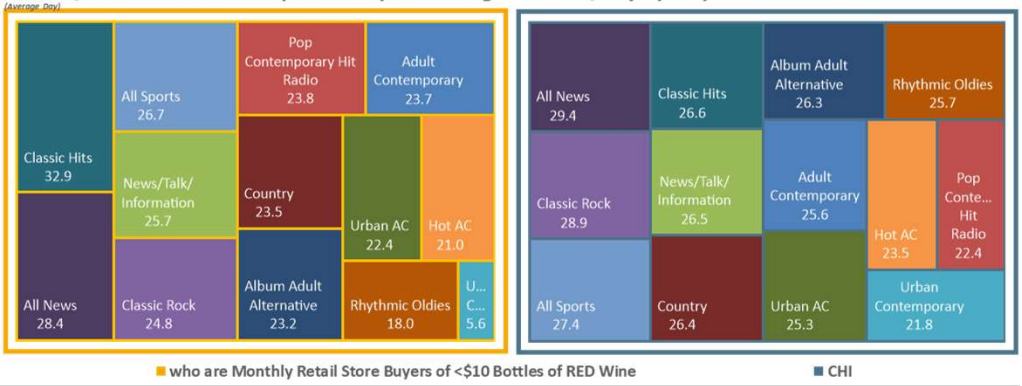


214,797 or 80.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Album Adult Alternative, and Pop Contemporary

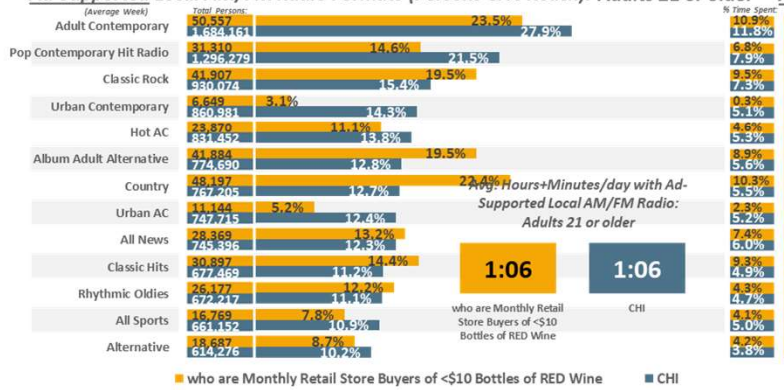
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



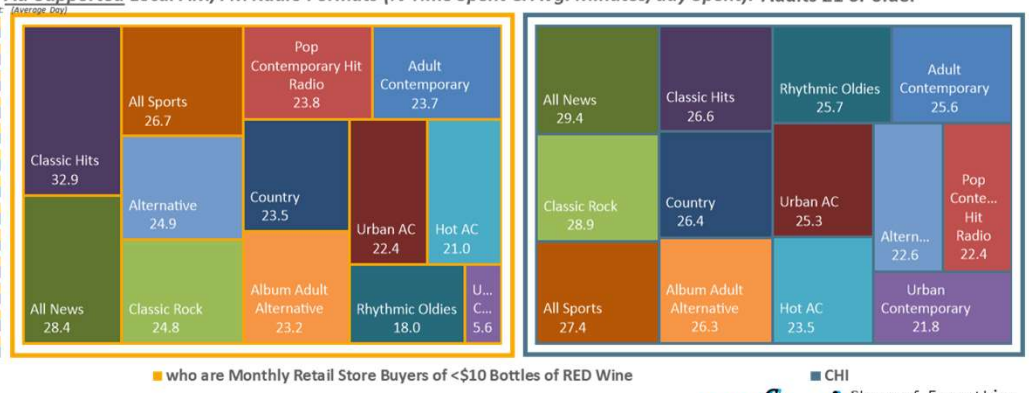
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

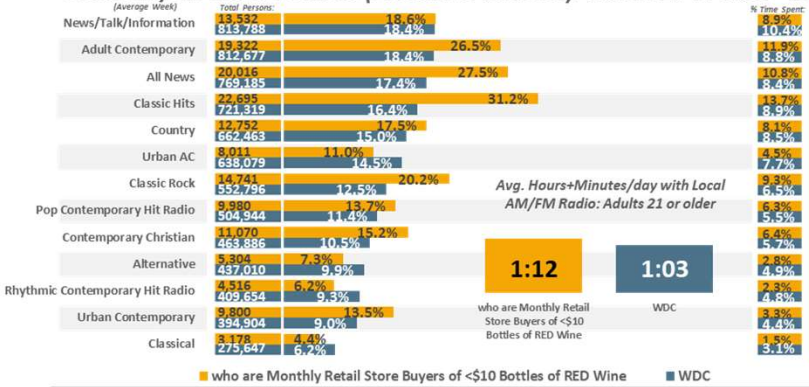
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

67,930 or 70.9% 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, All News, Adult Contemporary, Classic Rock, and Country.

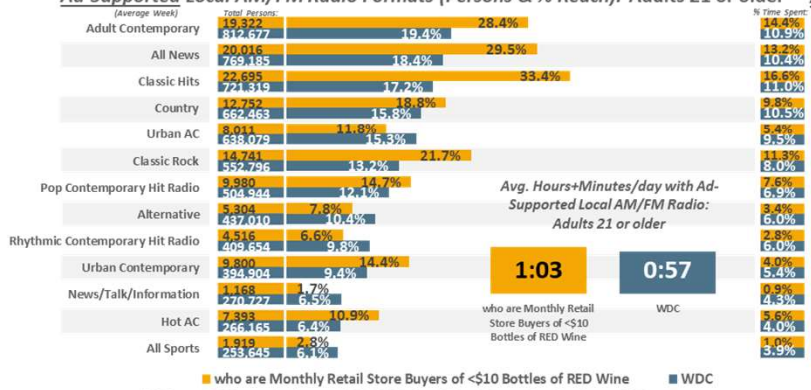
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



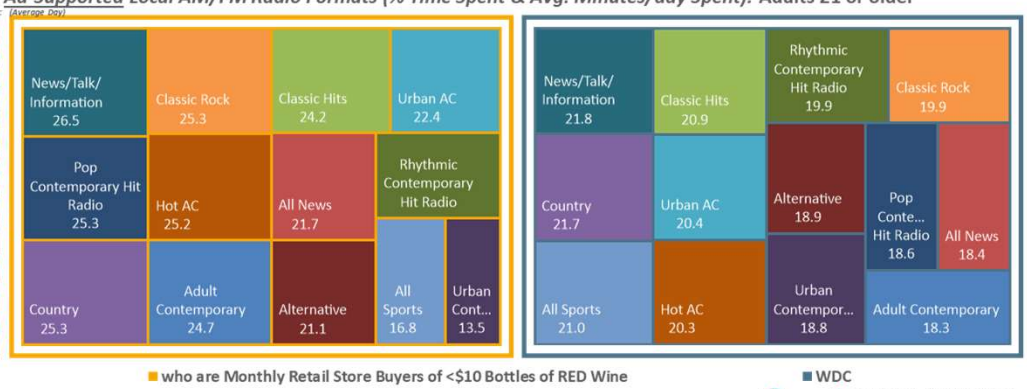
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

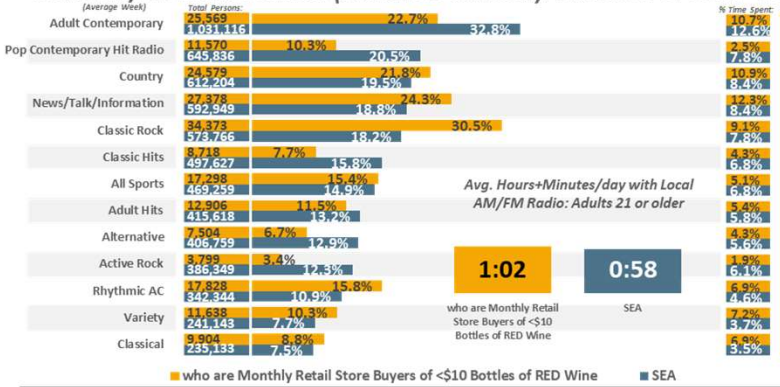
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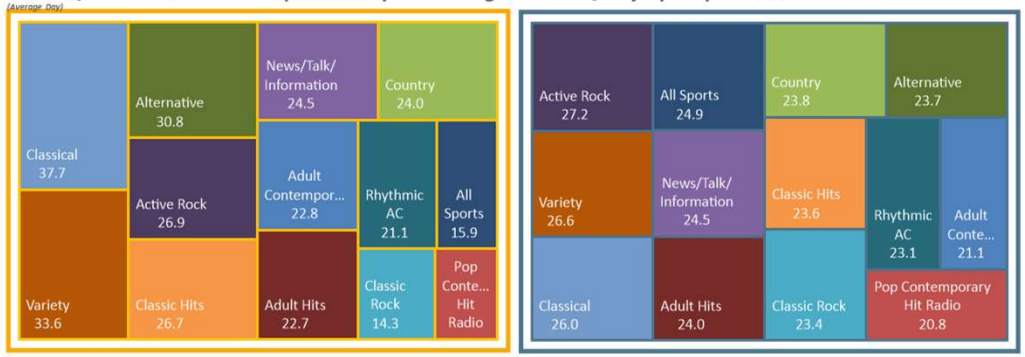
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106,888 or 74.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Rhythmic AC, and All Sports.

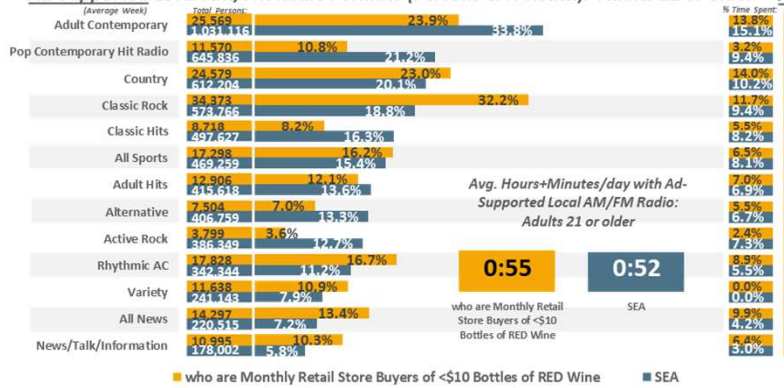
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



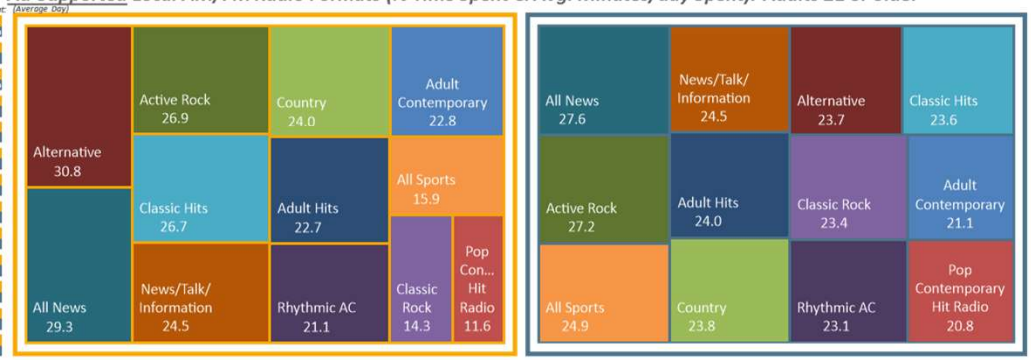
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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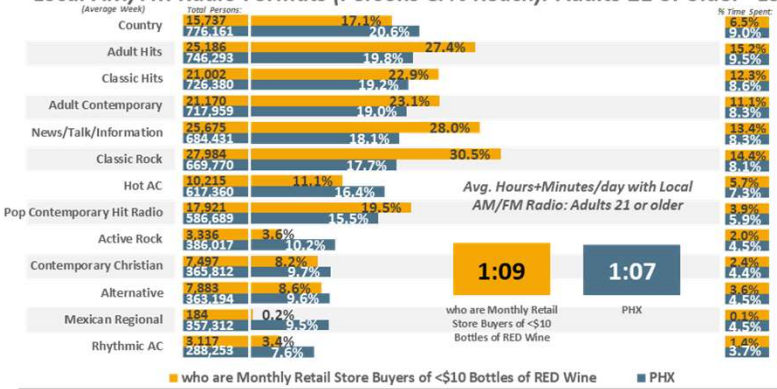
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

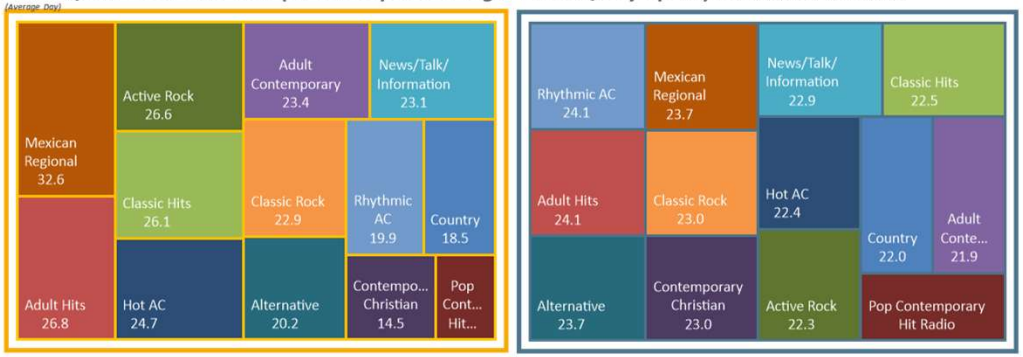


88,858 or 86.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, News/Talk/Information, Adult Contemporary, and Classic Hits.

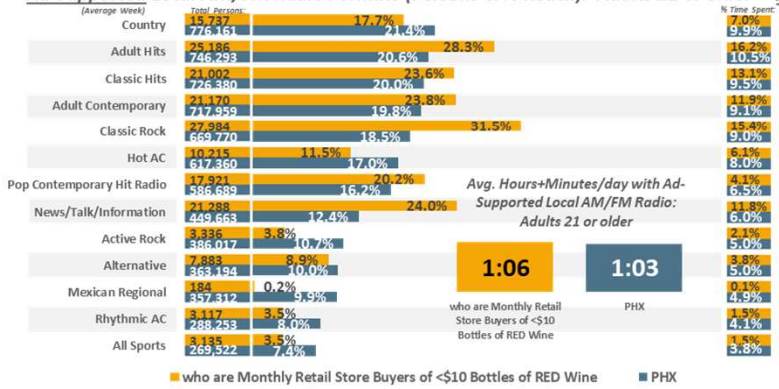
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



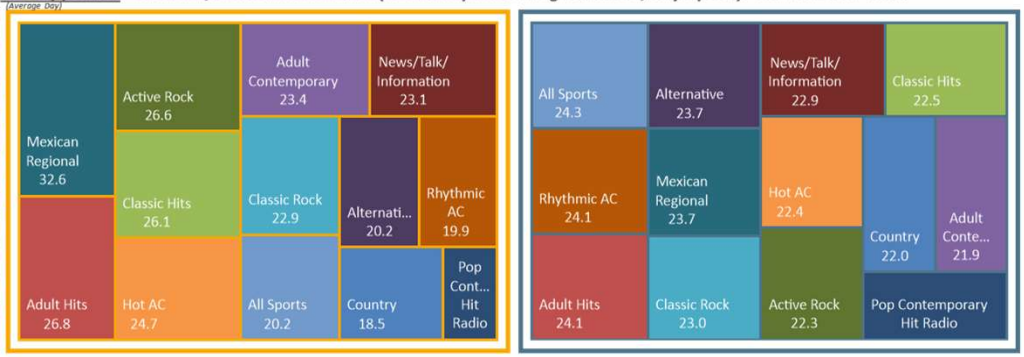
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

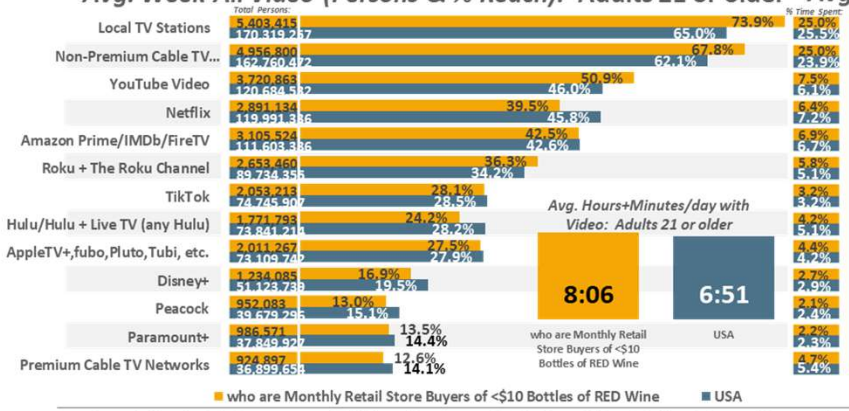
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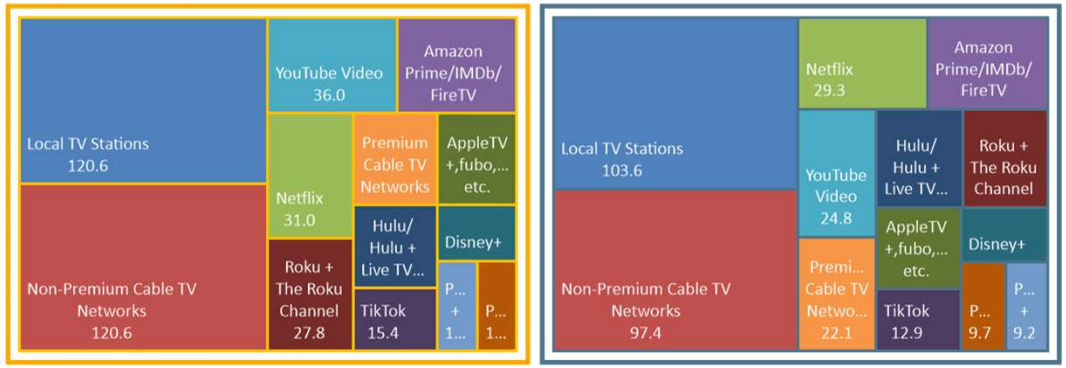
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5,296,817 or 72.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 112.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

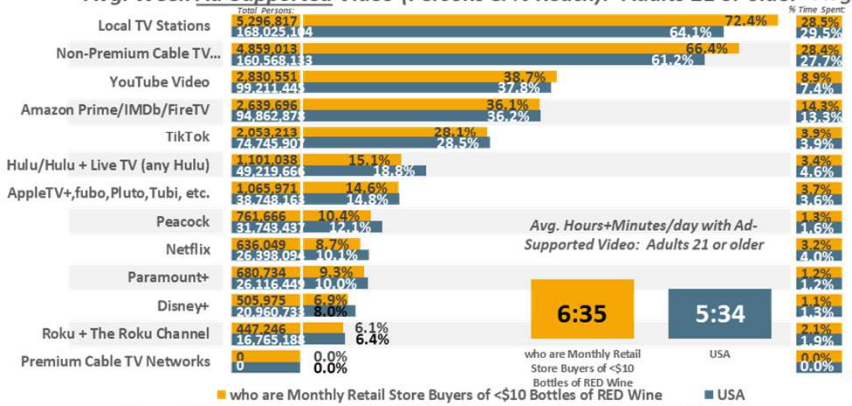
Avg. Week All Video (Persons & % Reach): Adults 21 or older



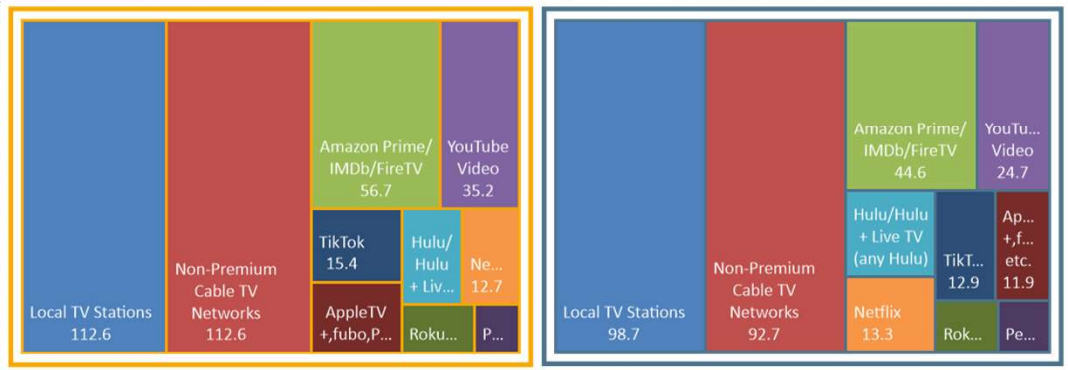
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

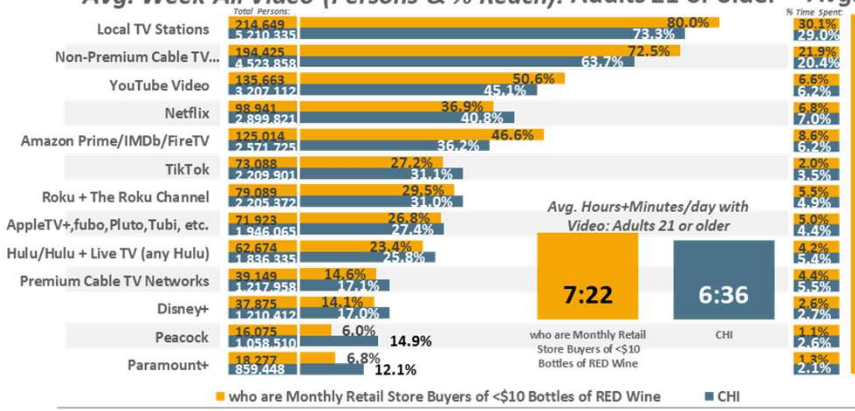
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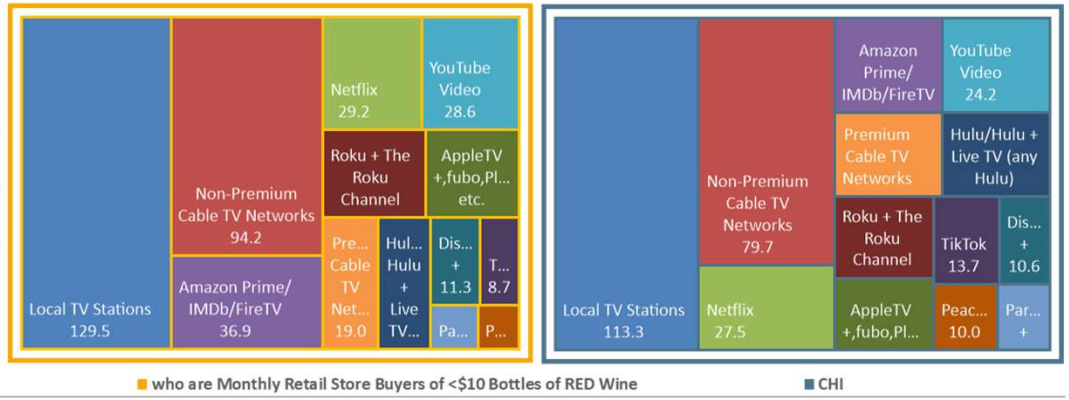


209,894 or 78.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 121.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

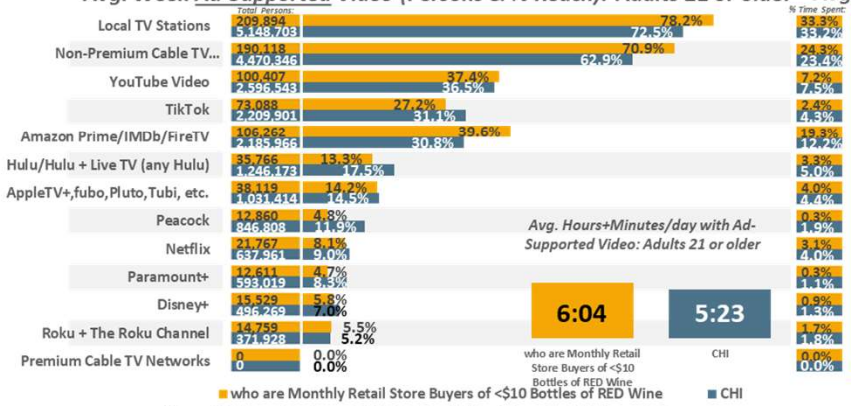
Avg. Week All Video (Persons & % Reach): Adults 21 or older



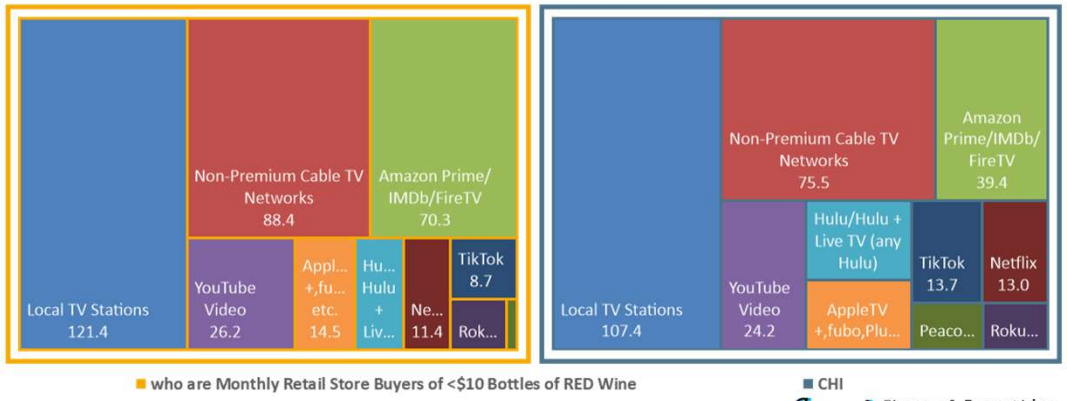
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

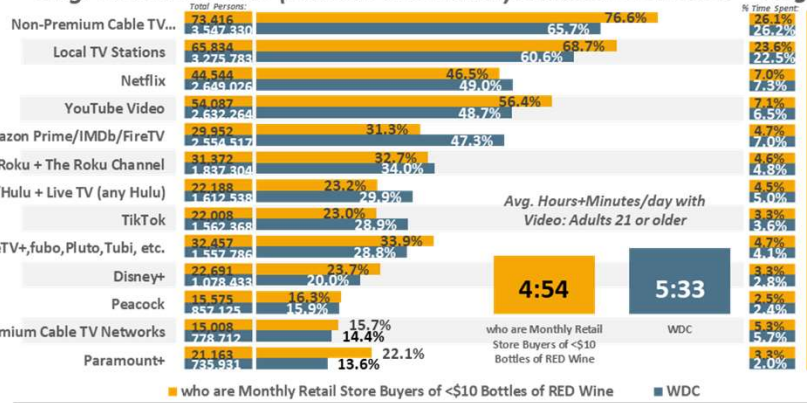
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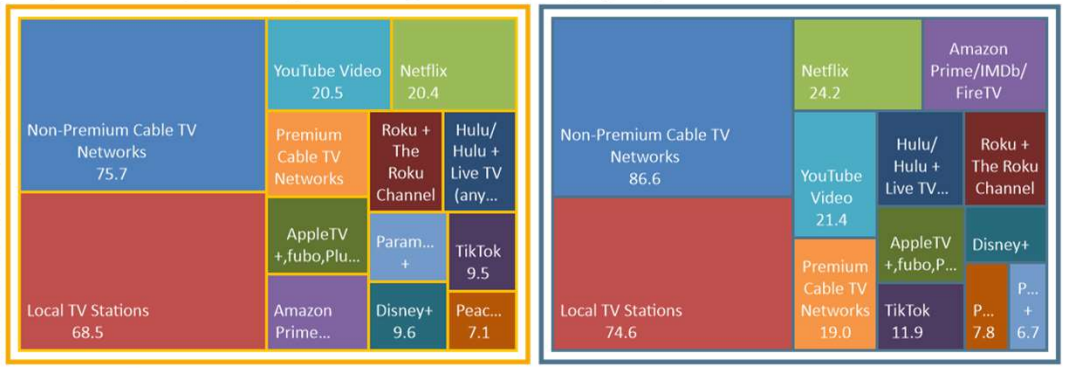
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65,052 or 67.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

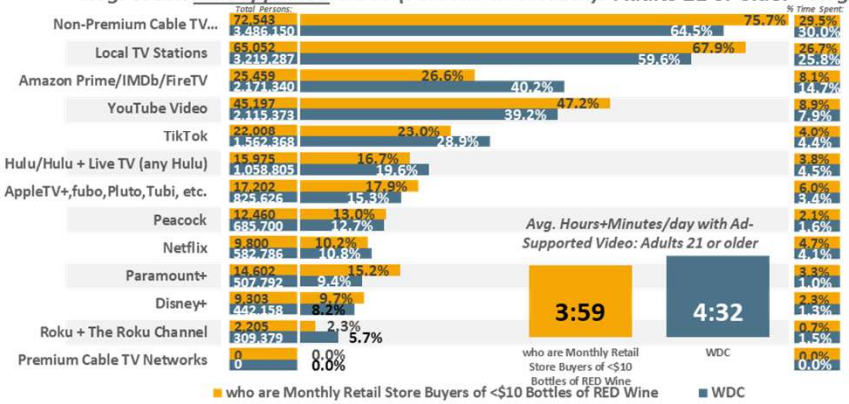
Avg. Week All Video (Persons & % Reach): Adults 21 or older



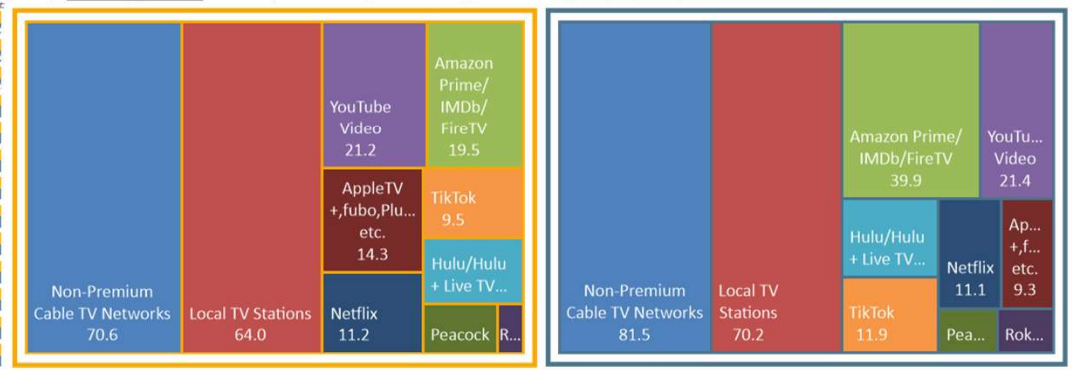
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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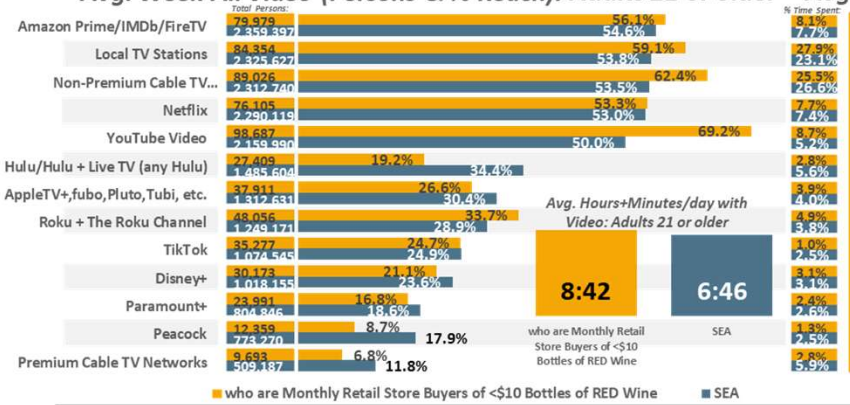
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

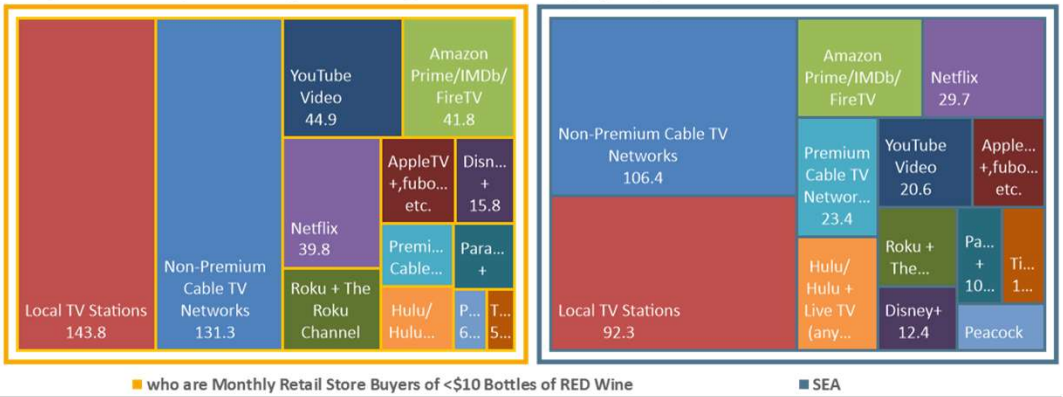


82,808 or 58.% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations for an average of 127.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

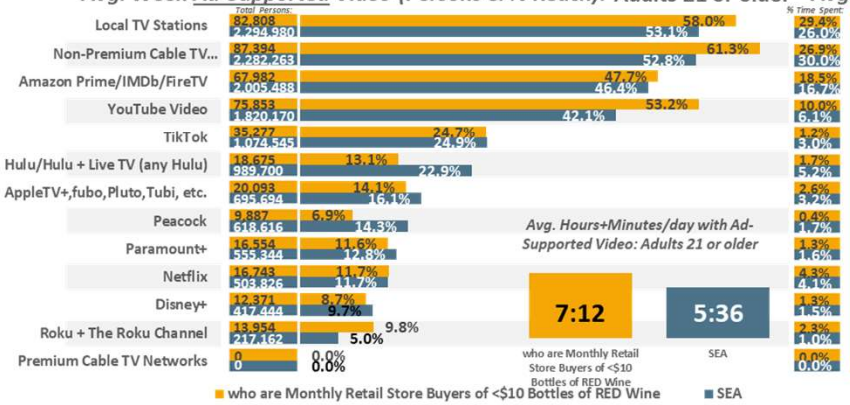
Avg. Week All Video (Persons & % Reach): Adults 21 or older



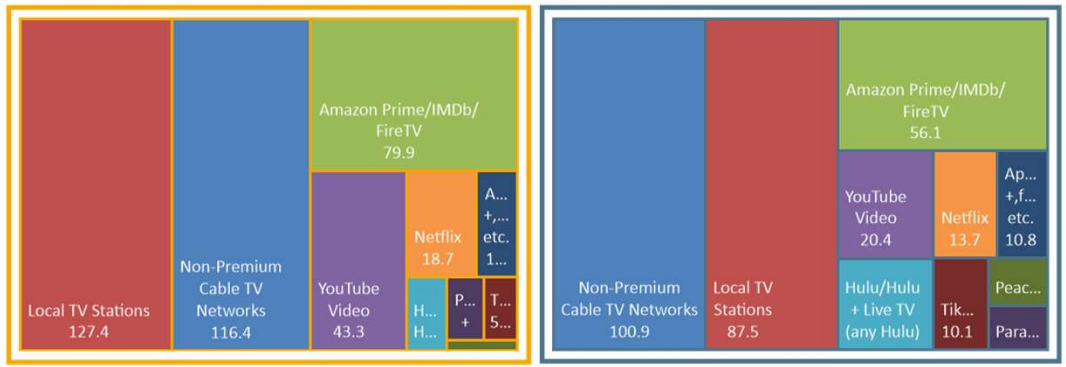
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

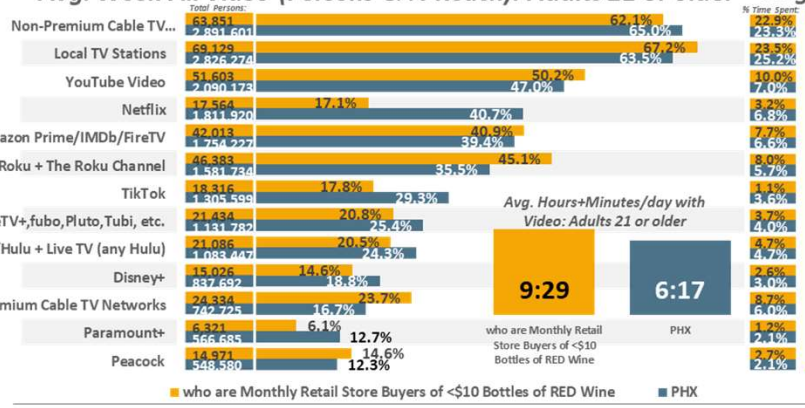
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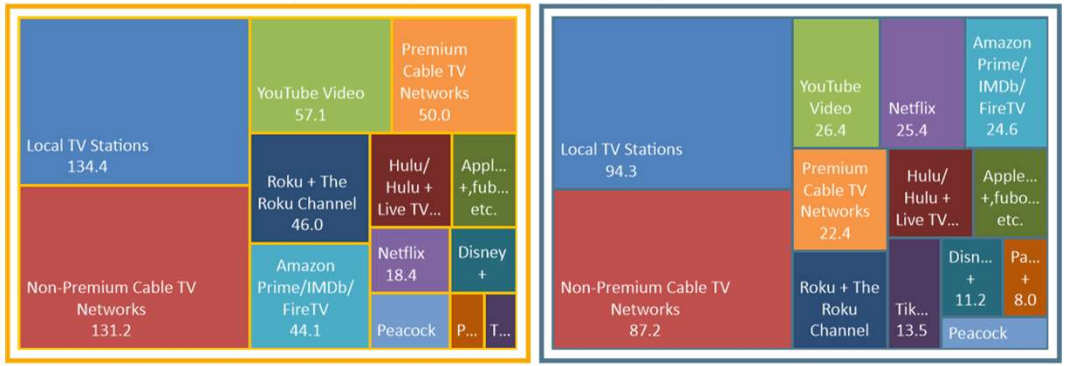
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

68,086 or 66.2% 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 123.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

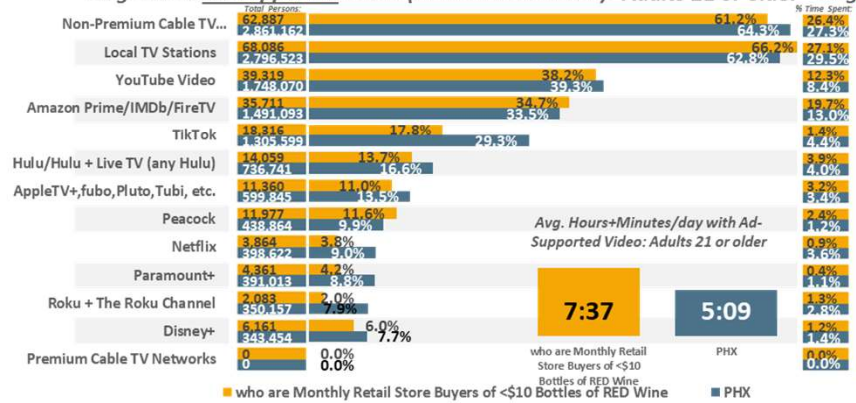
Avg. Week All Video (Persons & % Reach): Adults 21 or older



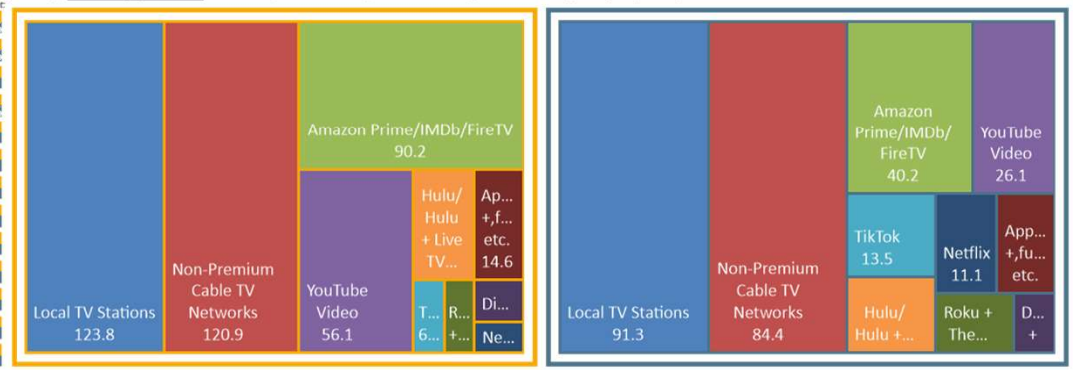
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

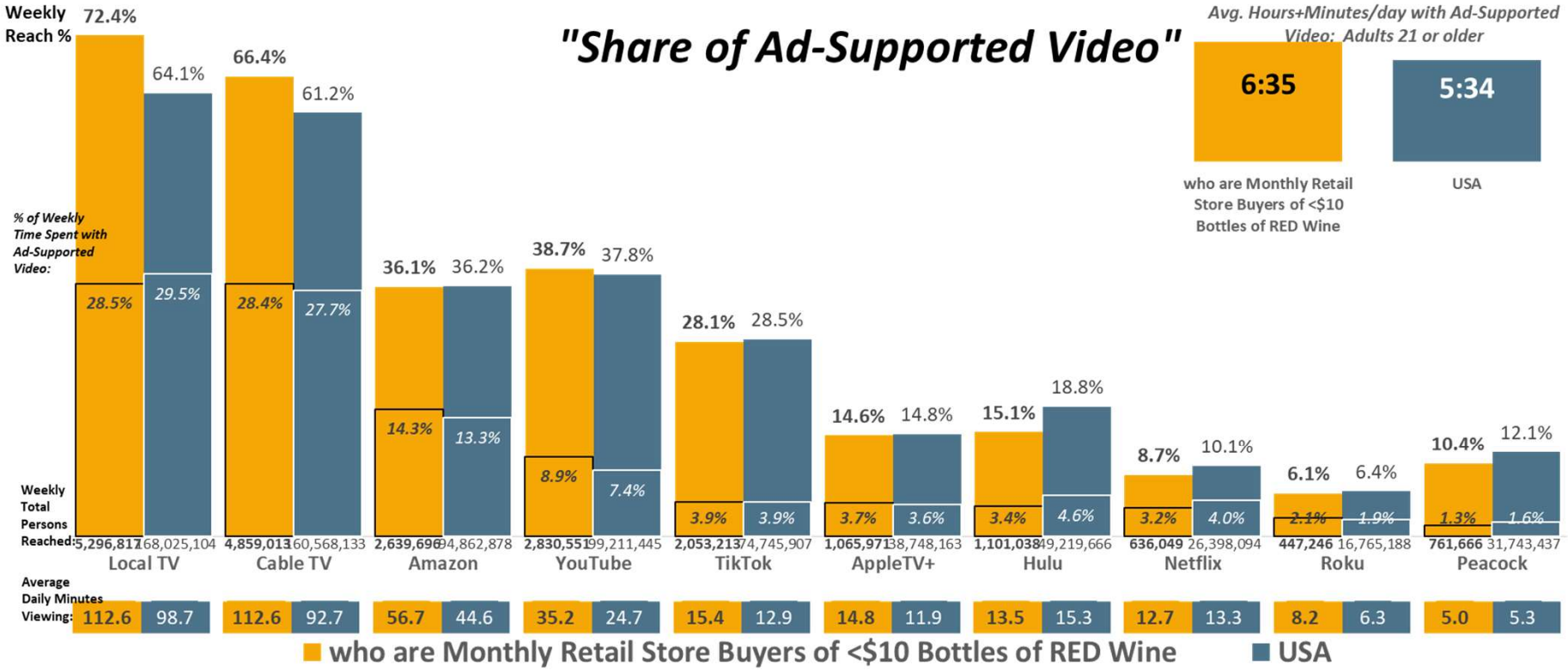
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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.



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

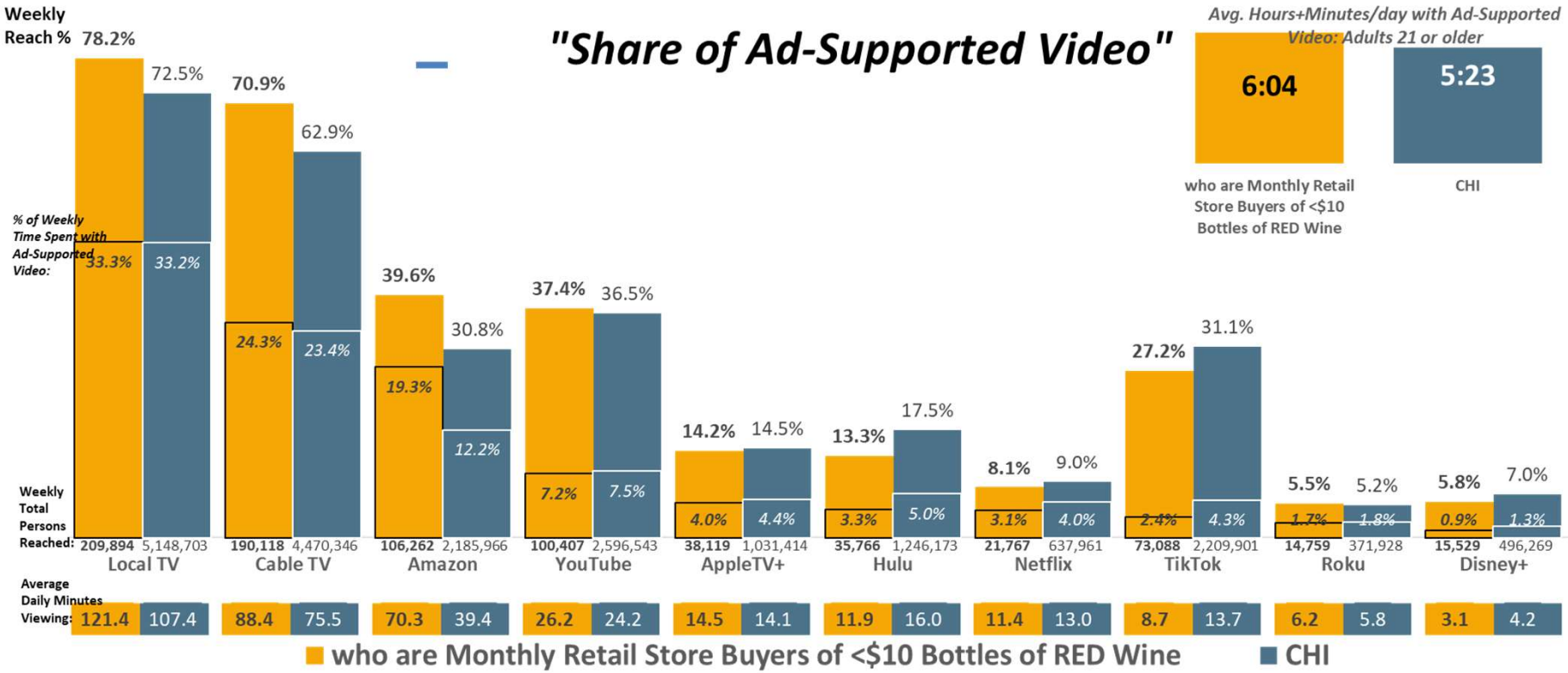
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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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)

209,894 or 78.2% 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 121.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.



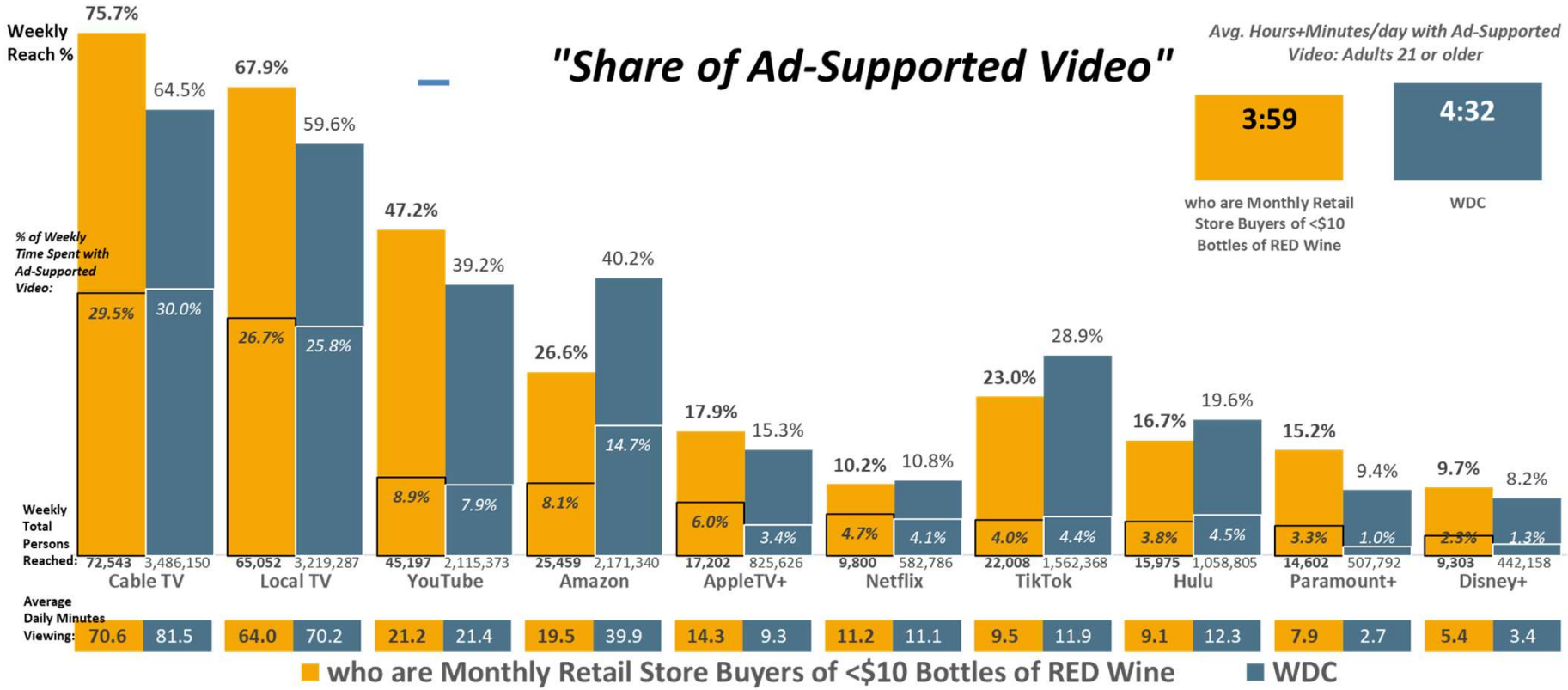
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

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65,052 or 67.9% 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 64. minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



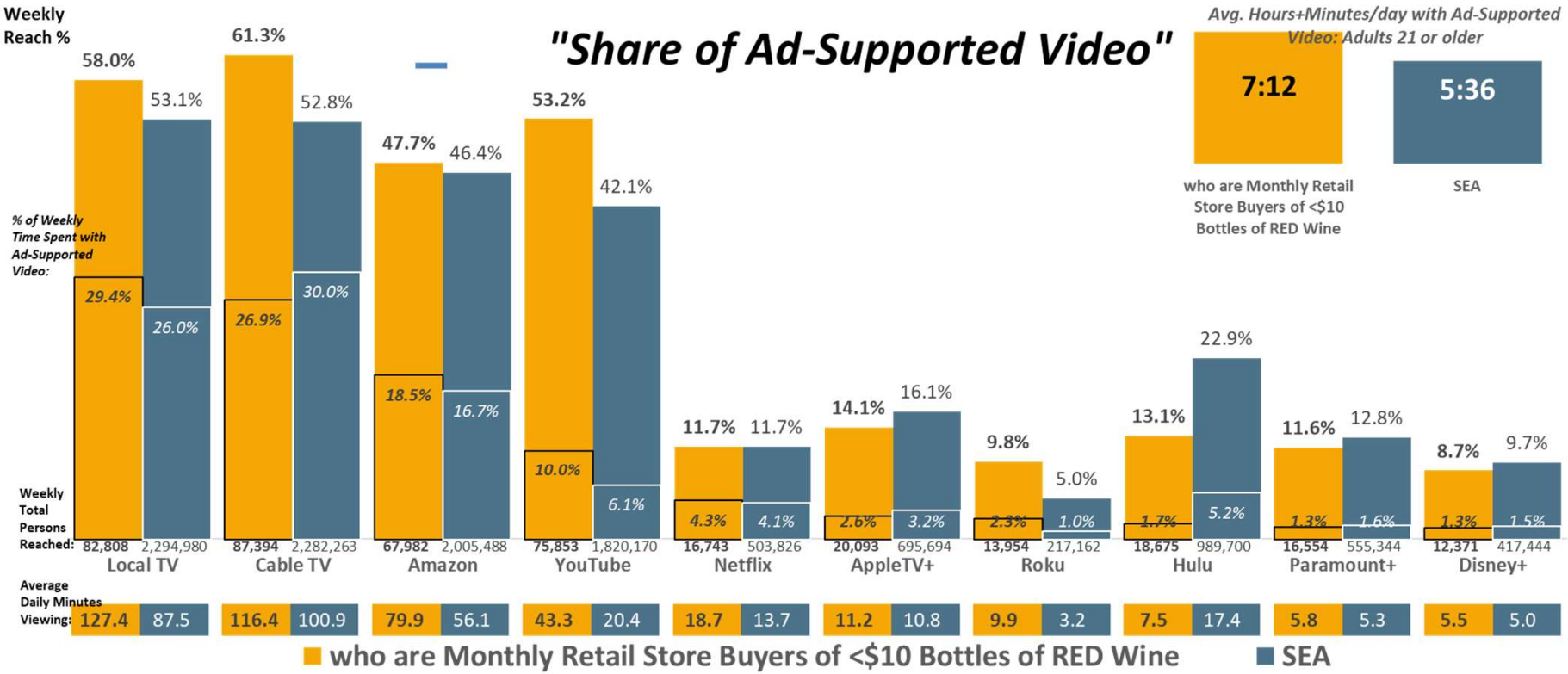
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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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)

82,808 or 58.% 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 127.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



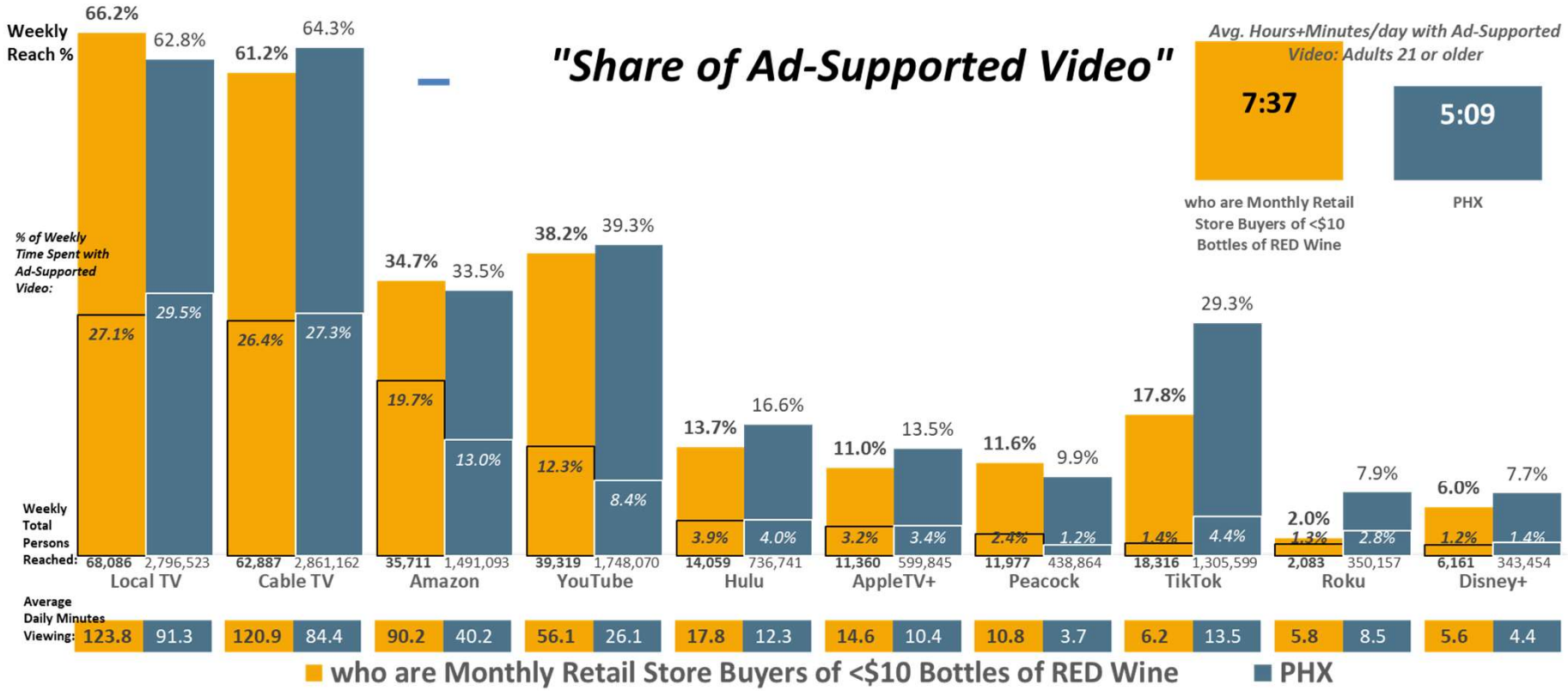
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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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)

68,086 or 66.2% 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 123.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

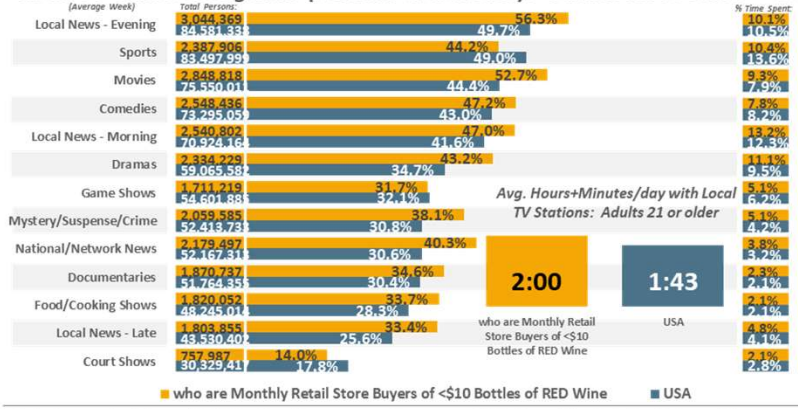
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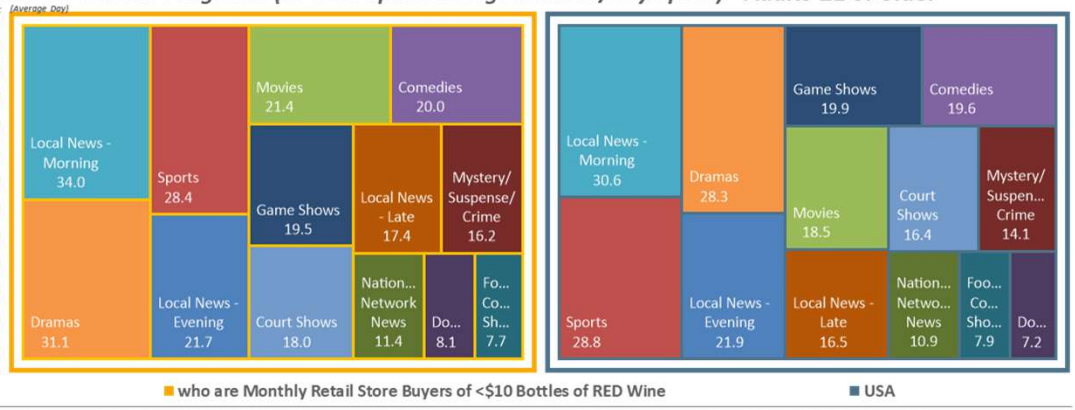
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5,296,817 or 72.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Dramas.

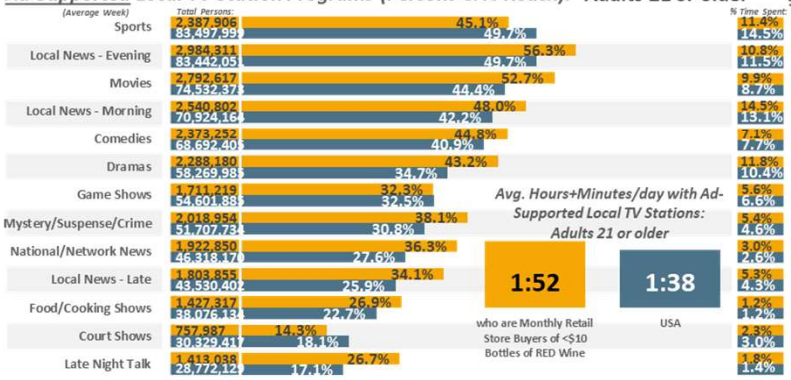
Local TV Station Programs (Persons & % Reach): Adults 21 or older



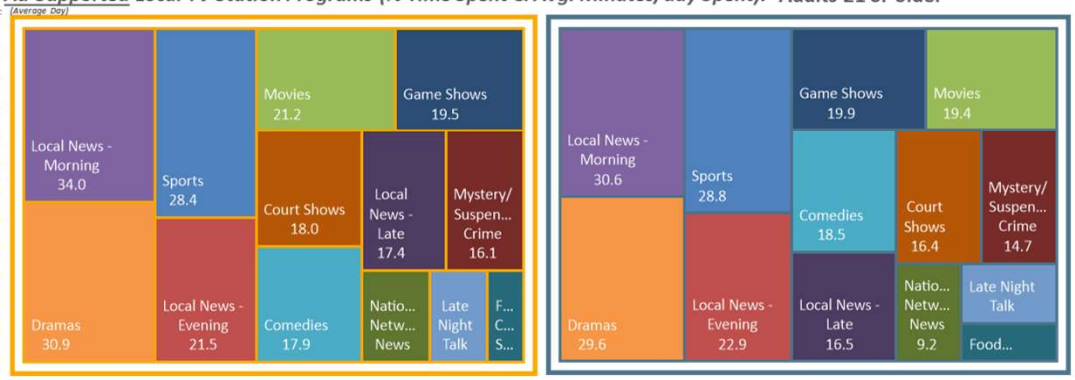
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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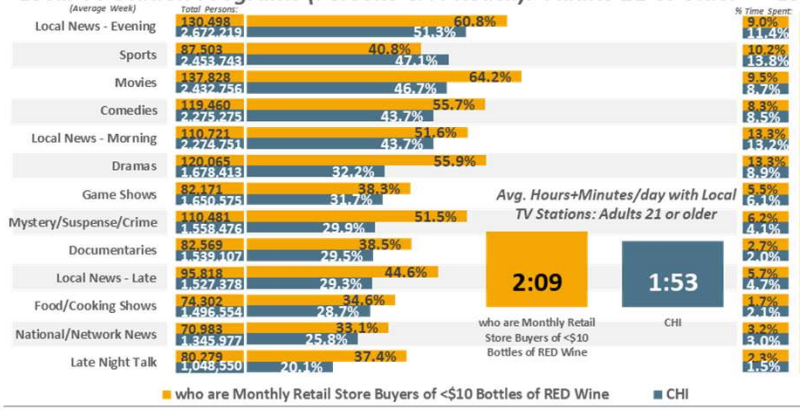
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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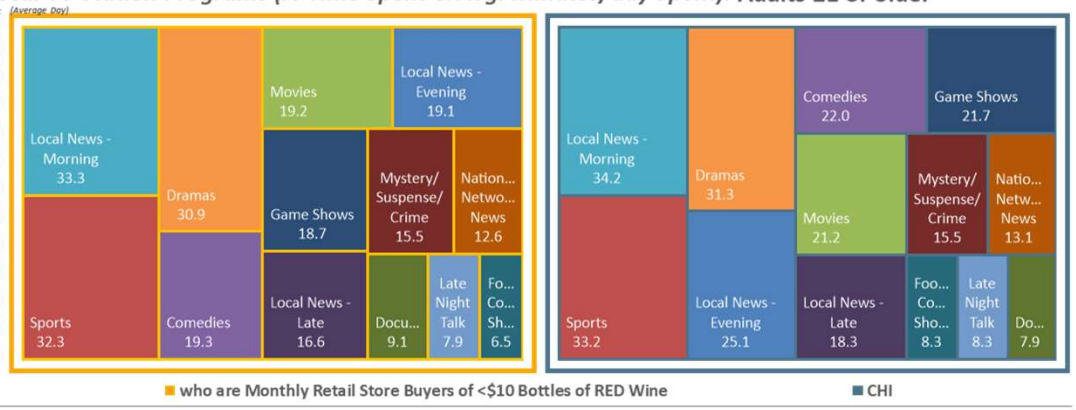
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209,894 or 78.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Dramas, Comedies, Local News - Morning, and Mystery/Suspense/

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



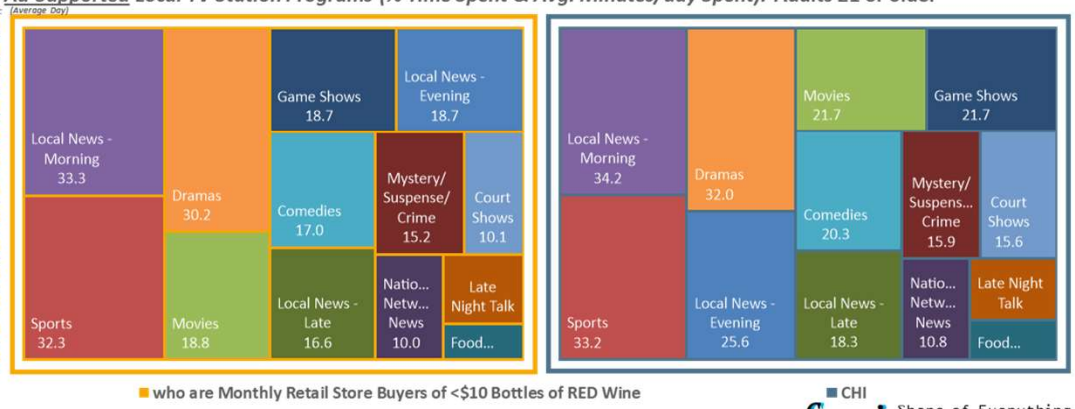
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

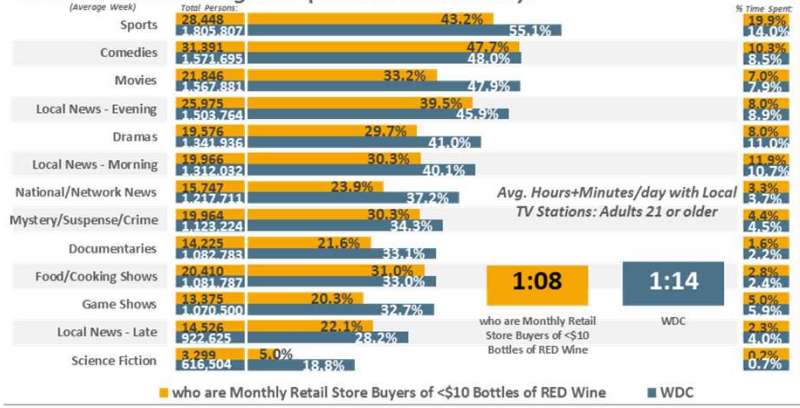
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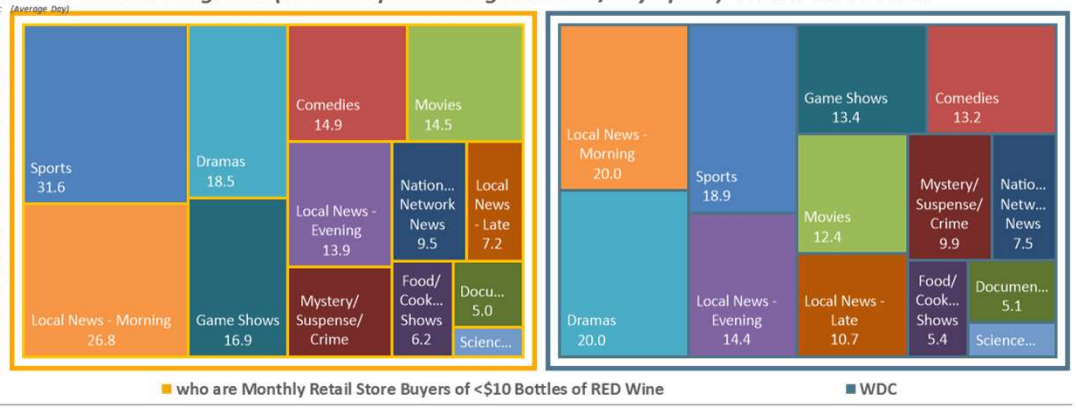
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

65,052 or 67.9% 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 Comedies, Sports, Local News - Evening, Movies, Local News - Morning, and Mystery/Suspense/C

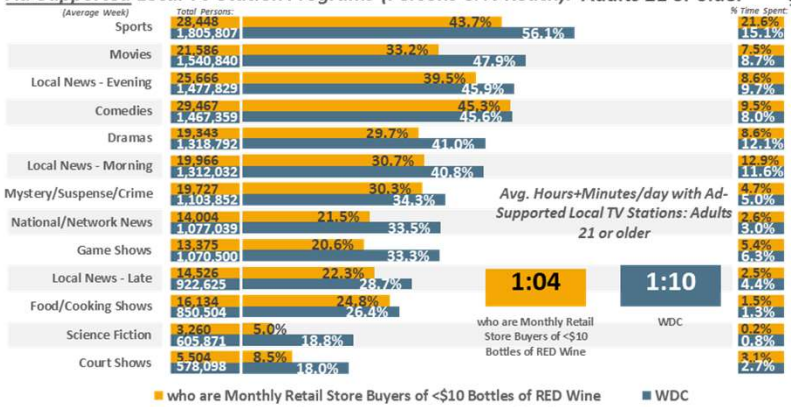
Local TV Station Programs (Persons & % Reach): Adults 21 or older



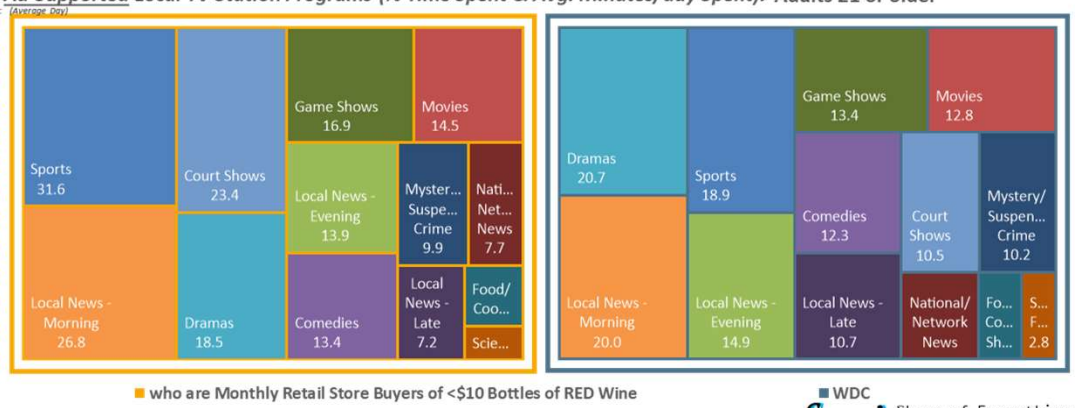
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

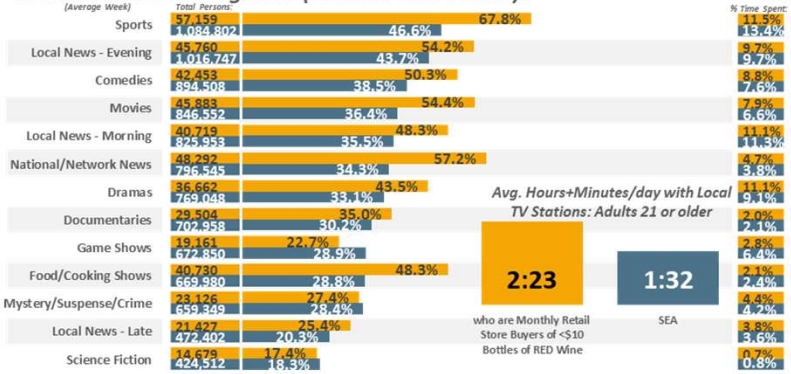
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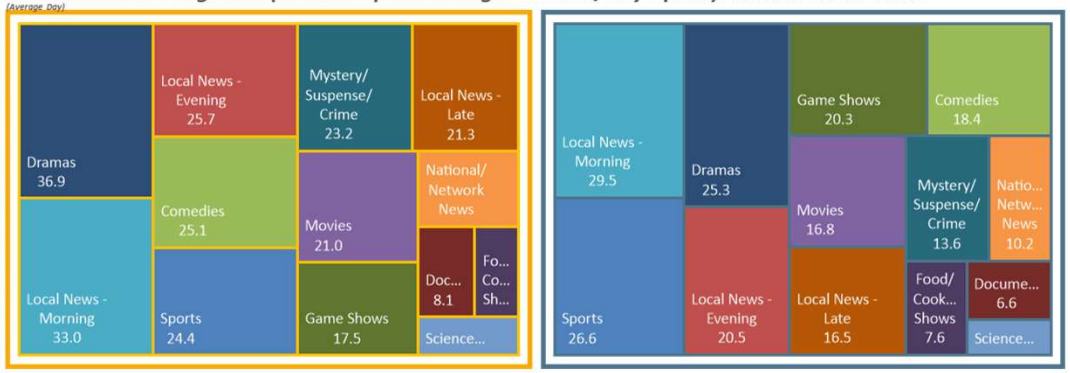
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

82,808 or 58.% 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 Sports, Movies, Local News - Evening, National/Network News, Local News - Morning, and Comedi

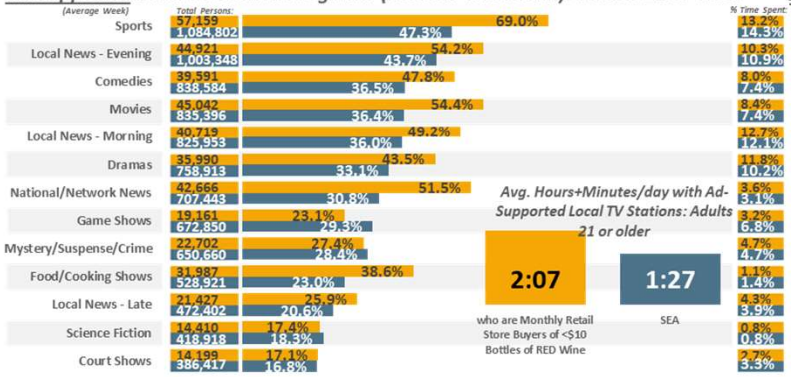
Local TV Station Programs (Persons & % Reach): Adults 21 or older



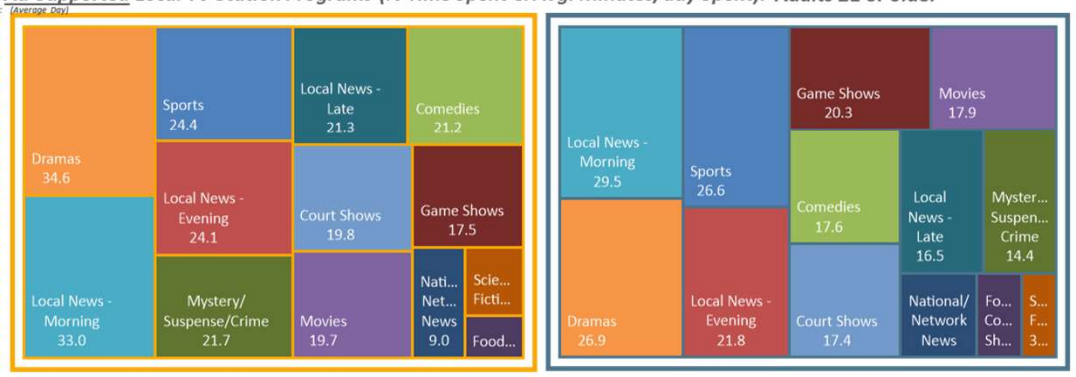
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

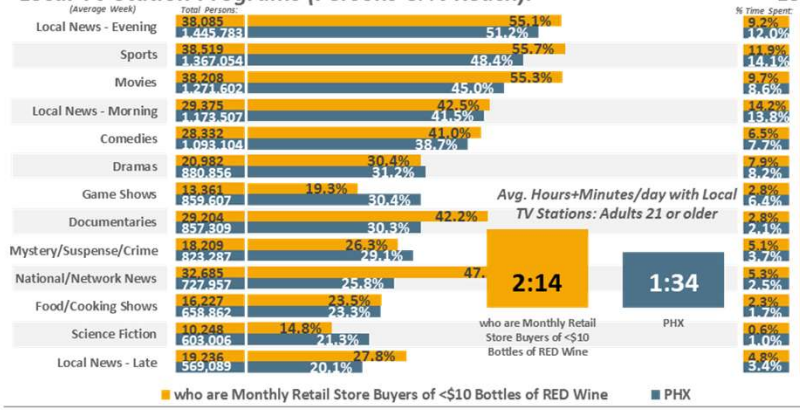
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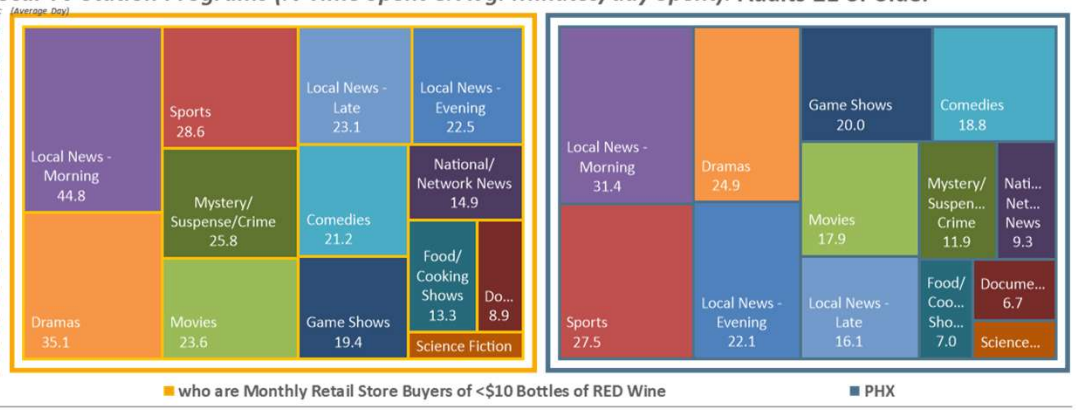
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

68,086 or 66.2% 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 Sports, Movies, Local News - Evening, Local News - Morning, National/Network News, and Comed

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



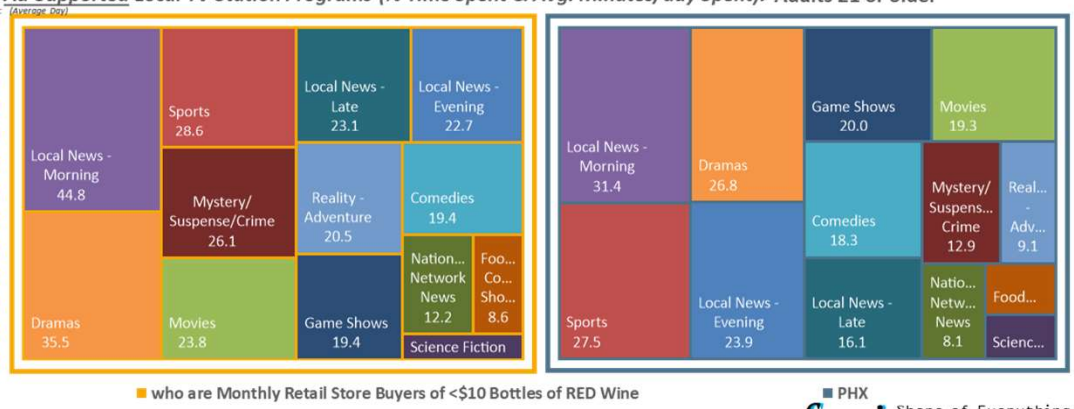
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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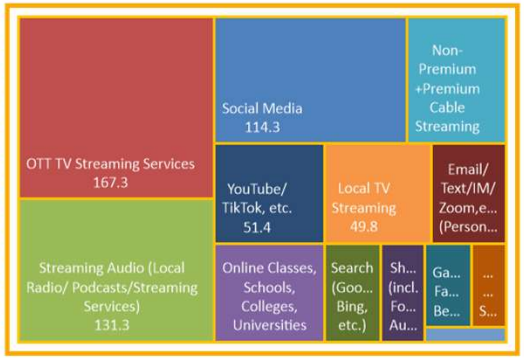
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5,153,605 or 70.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 99.9 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

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



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



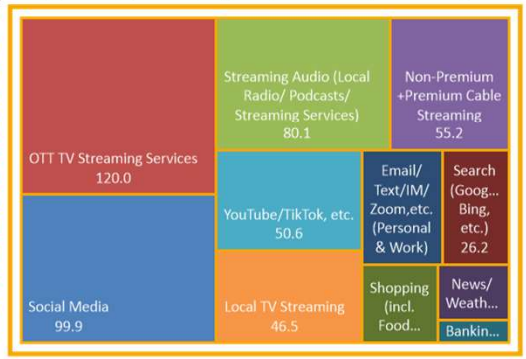


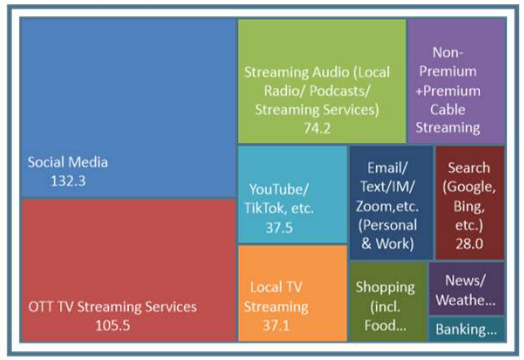
■ who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine ■ USA

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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[(((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)

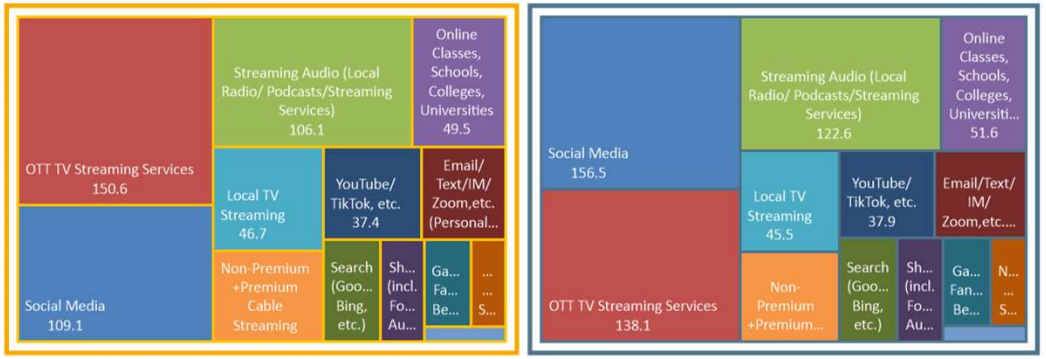


199,823 or 74.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 98.1 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

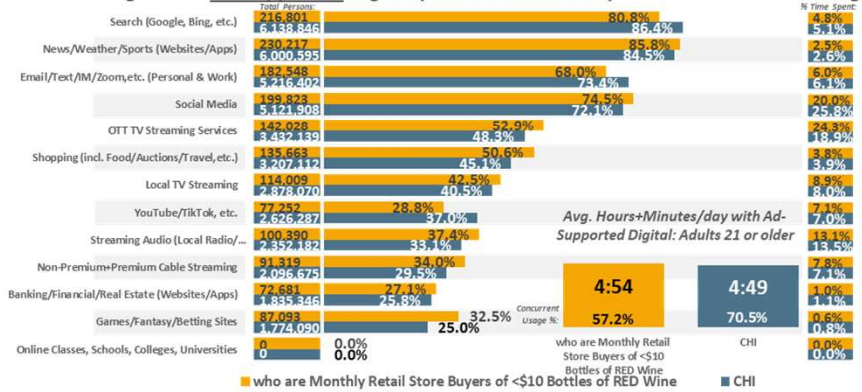
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



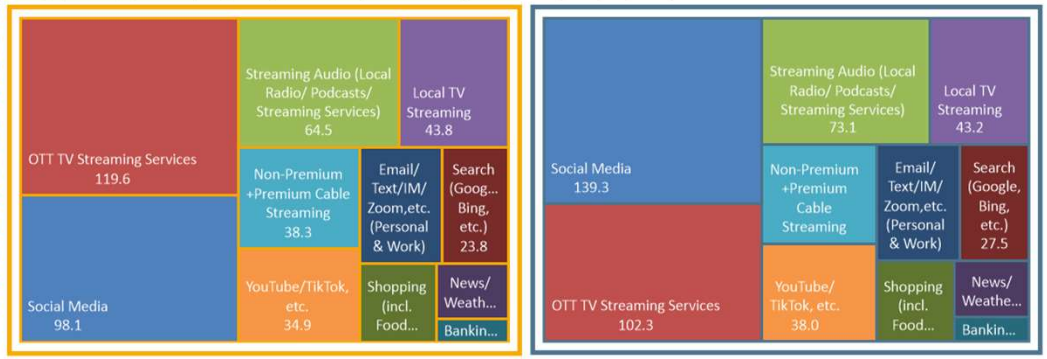
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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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)

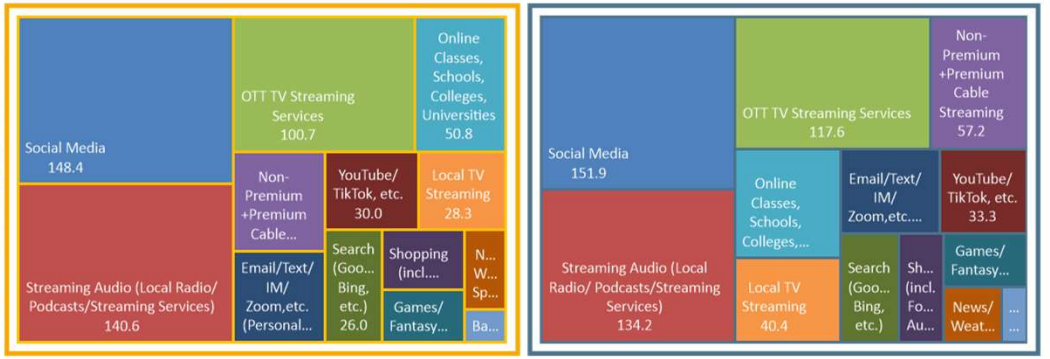


76,268 or 79.6% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 133.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

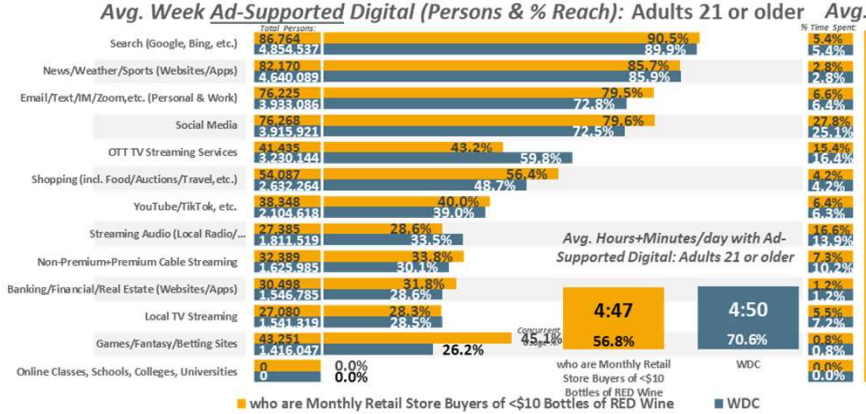
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



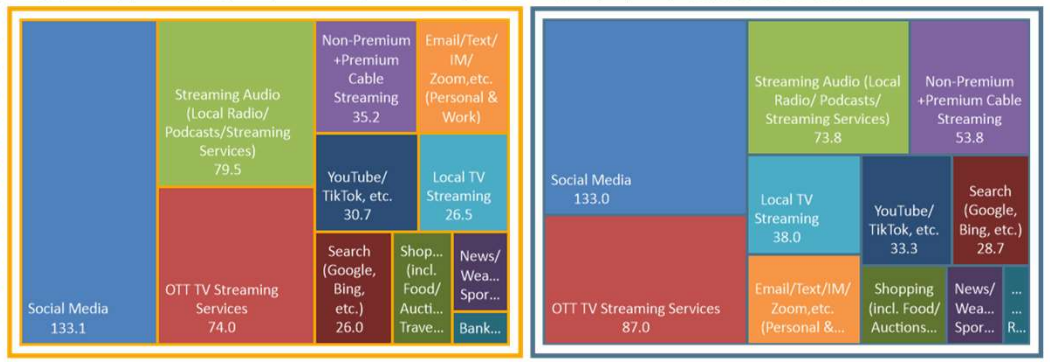
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

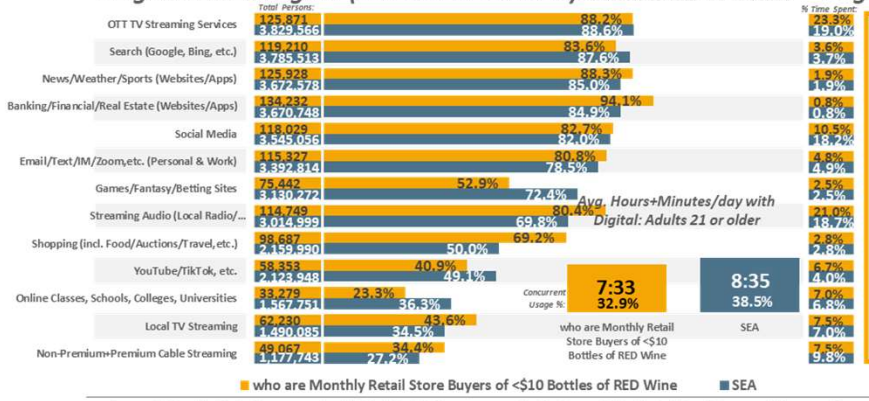
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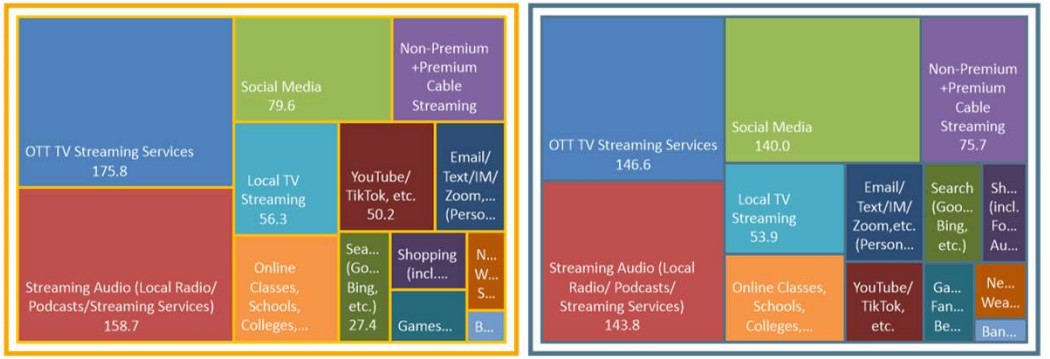
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93,877 or 65.8% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 63.3 minutes every day representing 11.4% of all time spent daily with Ad-Supported Digital Media.

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



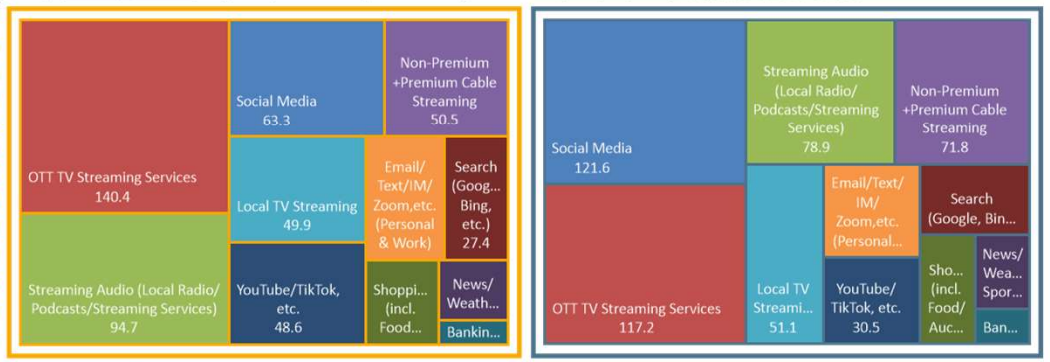
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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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)

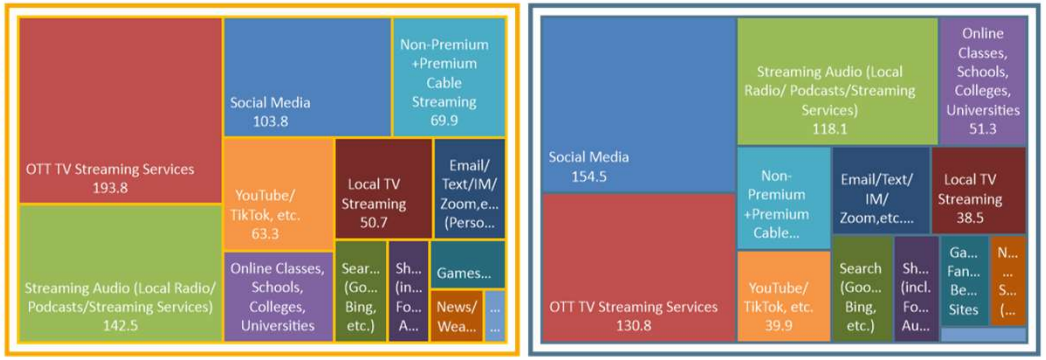


73,331 or 71.3% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Social Media for an average of 93.6 minutes every day representing 14.9% of all time spent daily with Ad-Supported Digital Media.

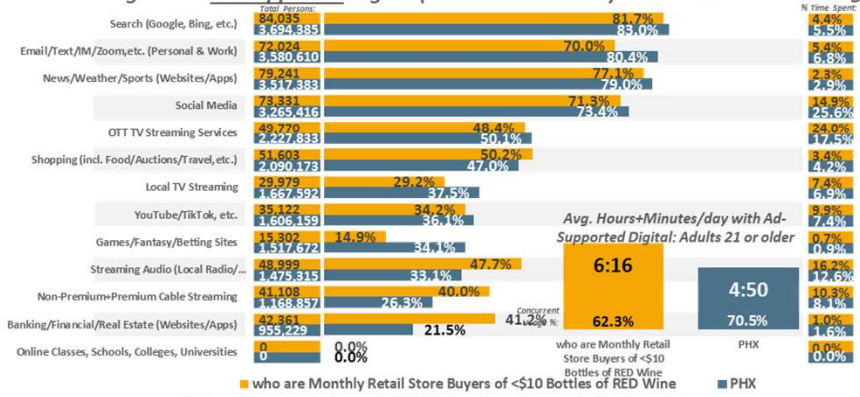
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



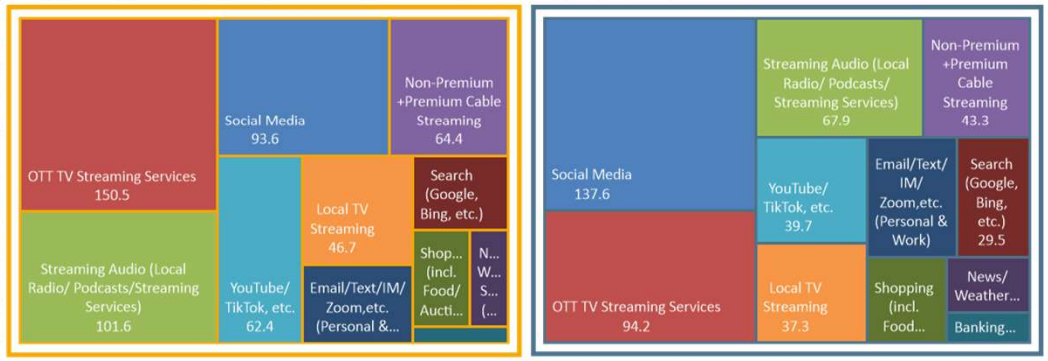
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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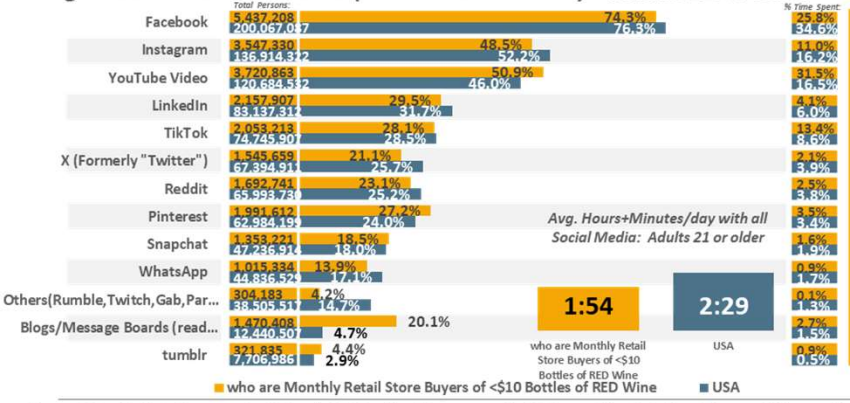
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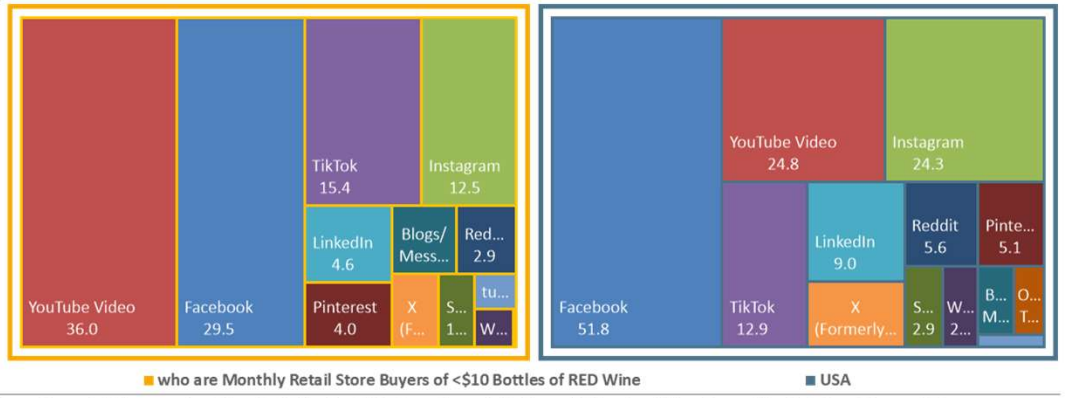


2,830,551 or 38.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

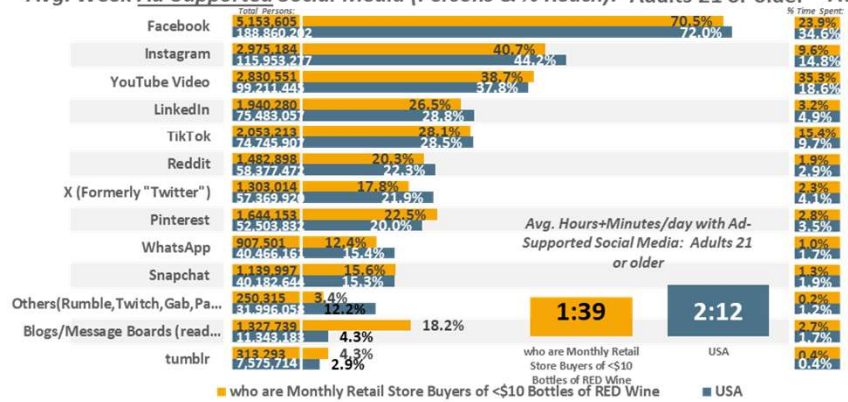
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



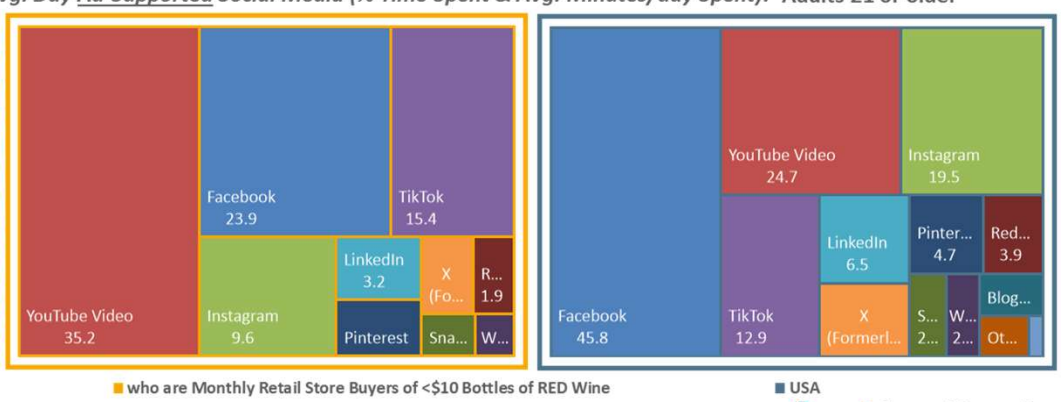
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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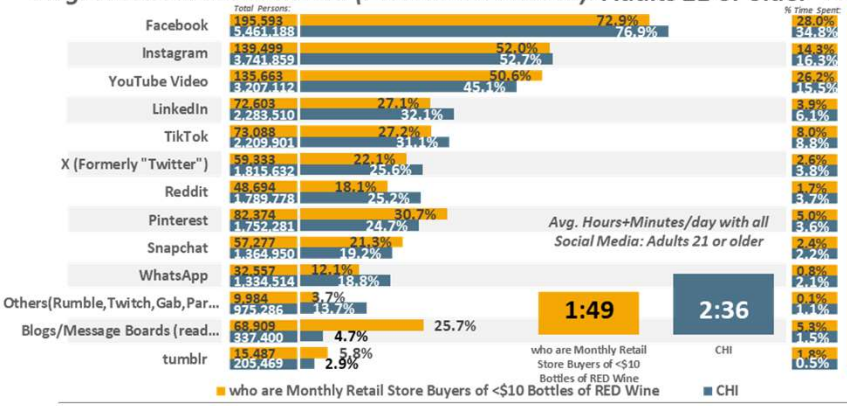
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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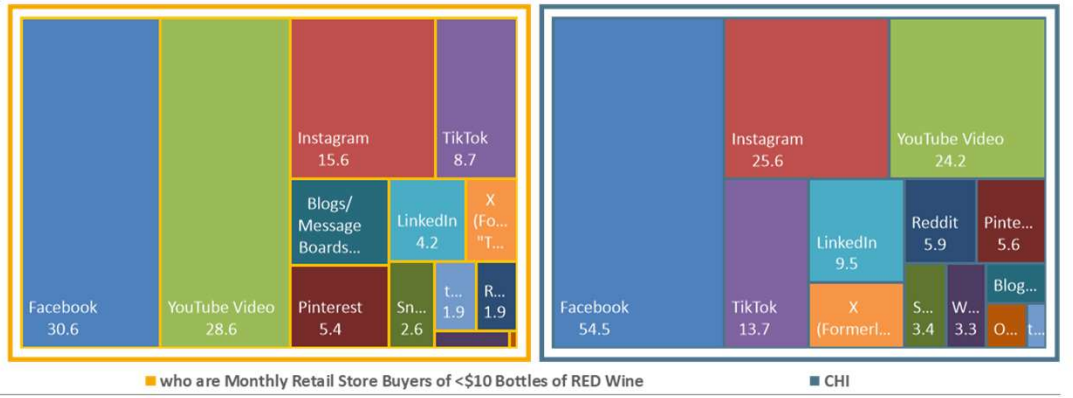
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195,593 or 72.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported Facebook for an average of 29.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

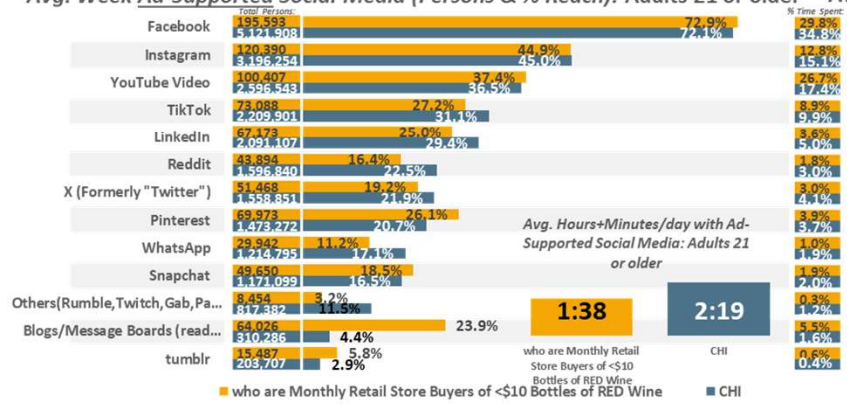
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



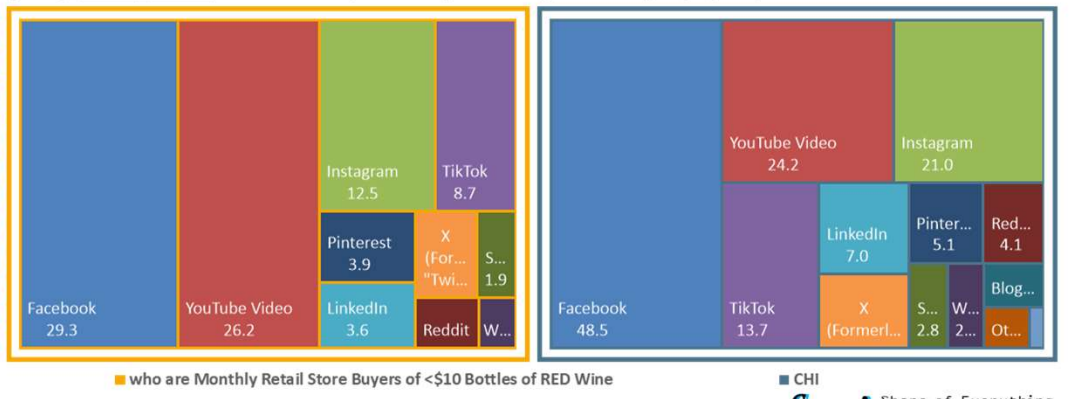
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

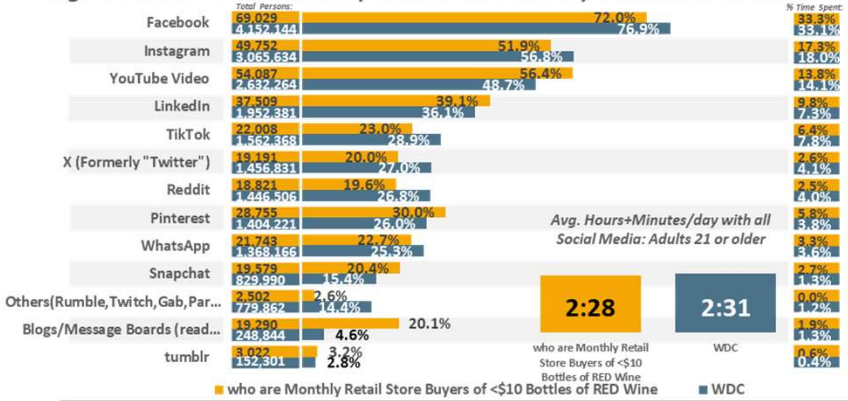
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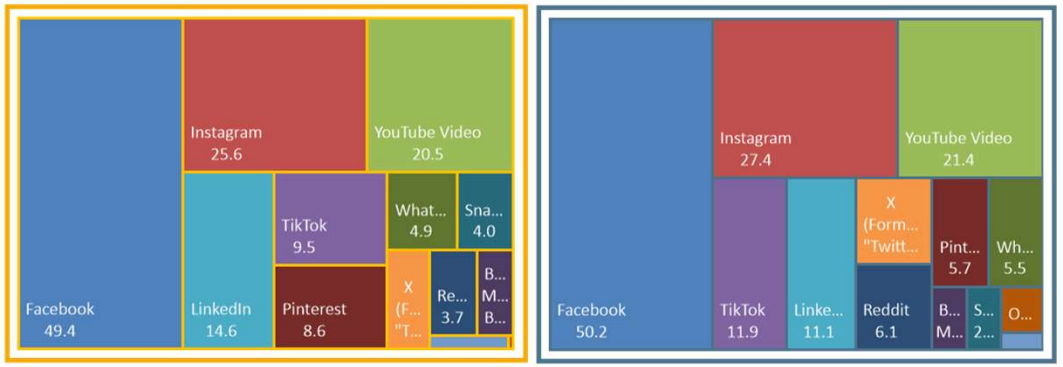
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

69,029 or 72.% 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 48.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

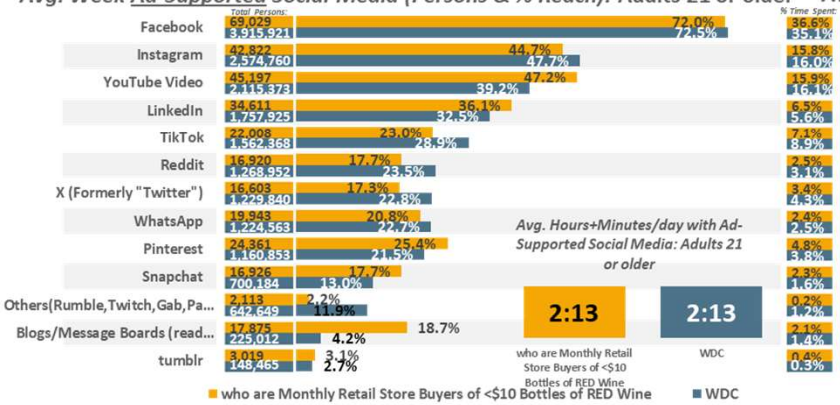
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



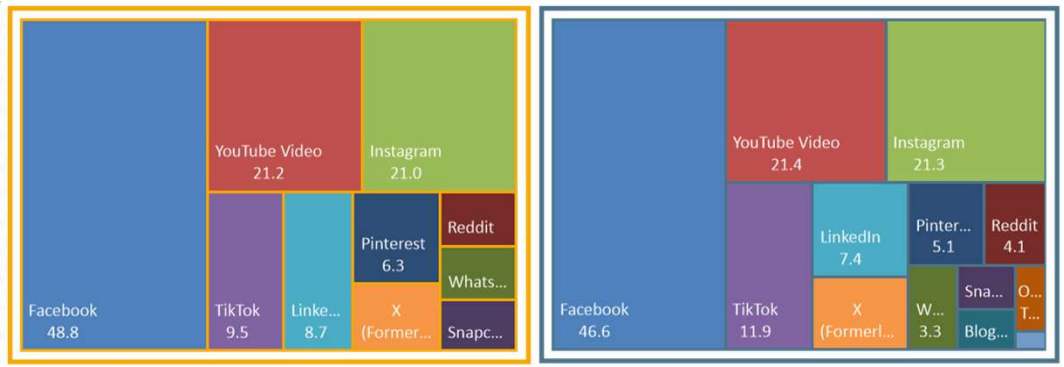
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

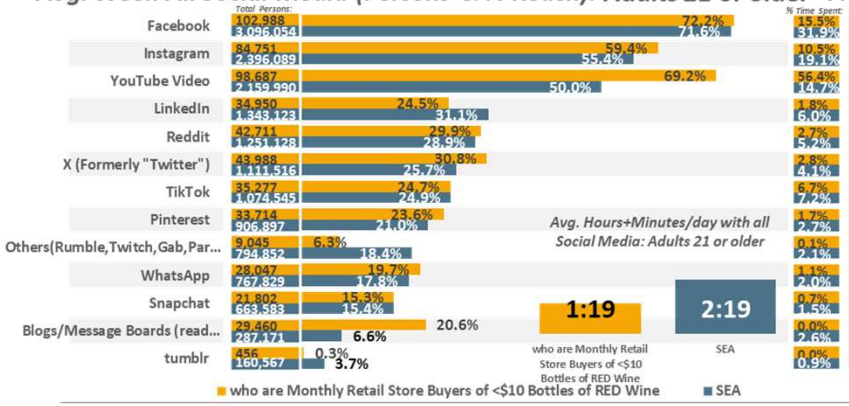
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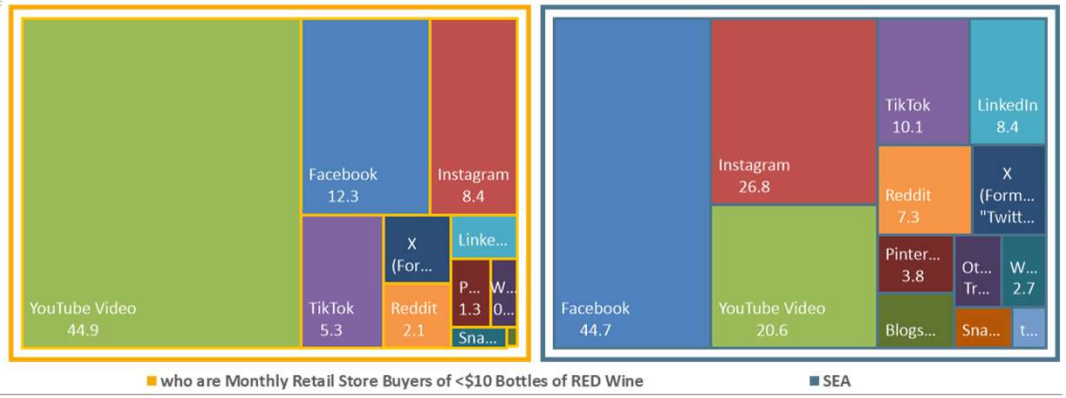
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75,853 or 53.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 43.3 minutes every day representing 68.3% of all time spent daily with Ad-Supported Social Media.

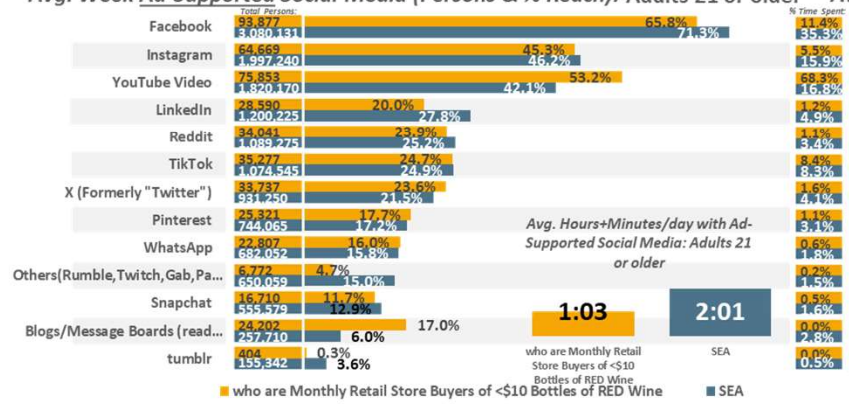
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



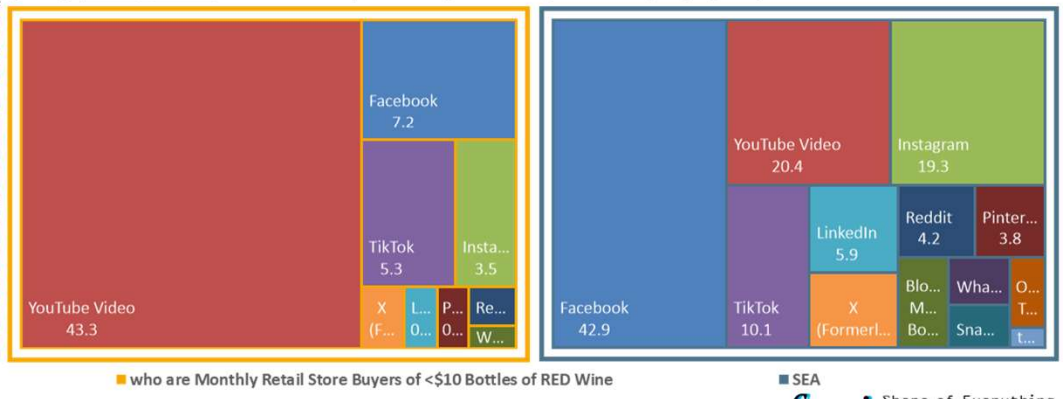
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

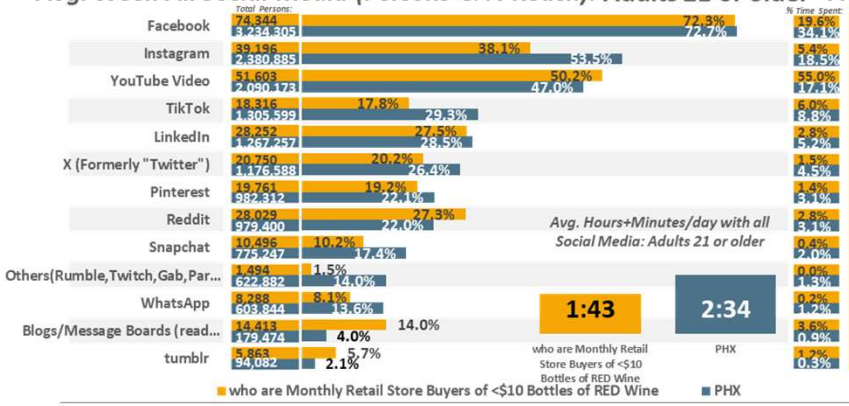
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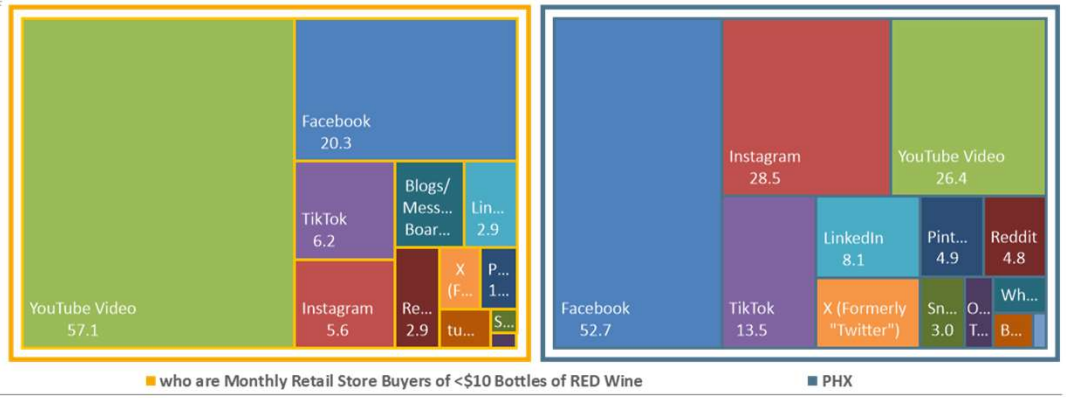
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39,319 or 38.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 56.1 minutes every day representing 60.% of all time spent daily with Ad-Supported Social Media.

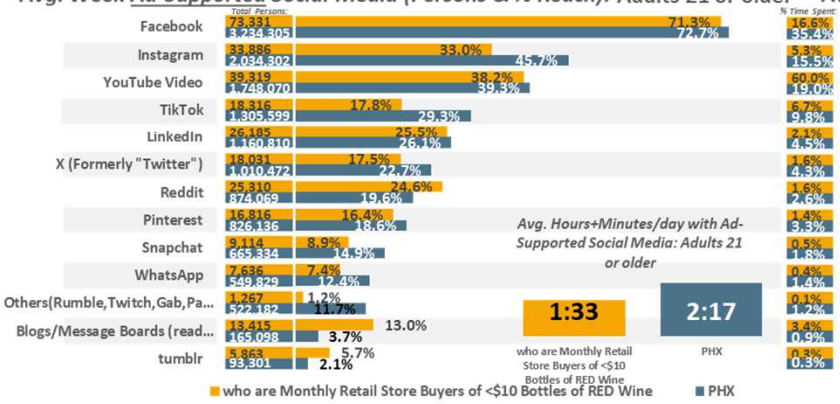
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



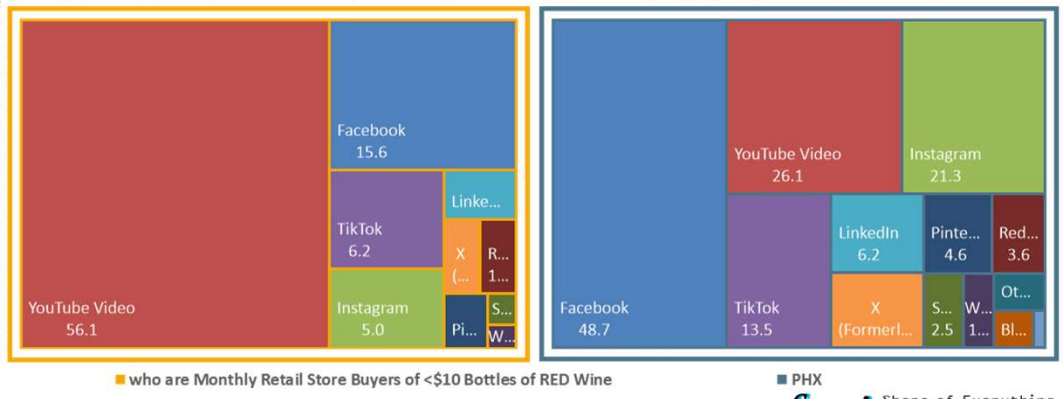
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

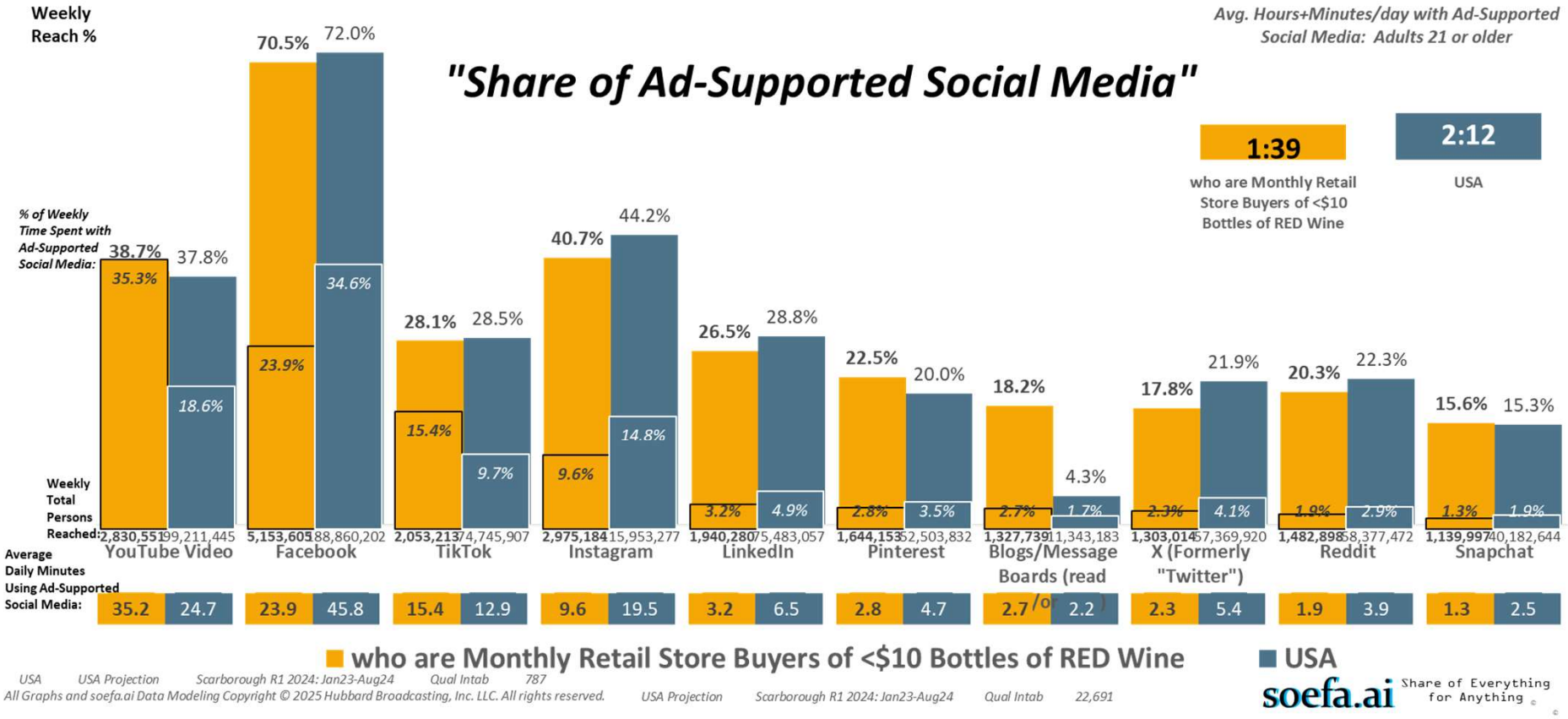
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2,830,551 or 38.7% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



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

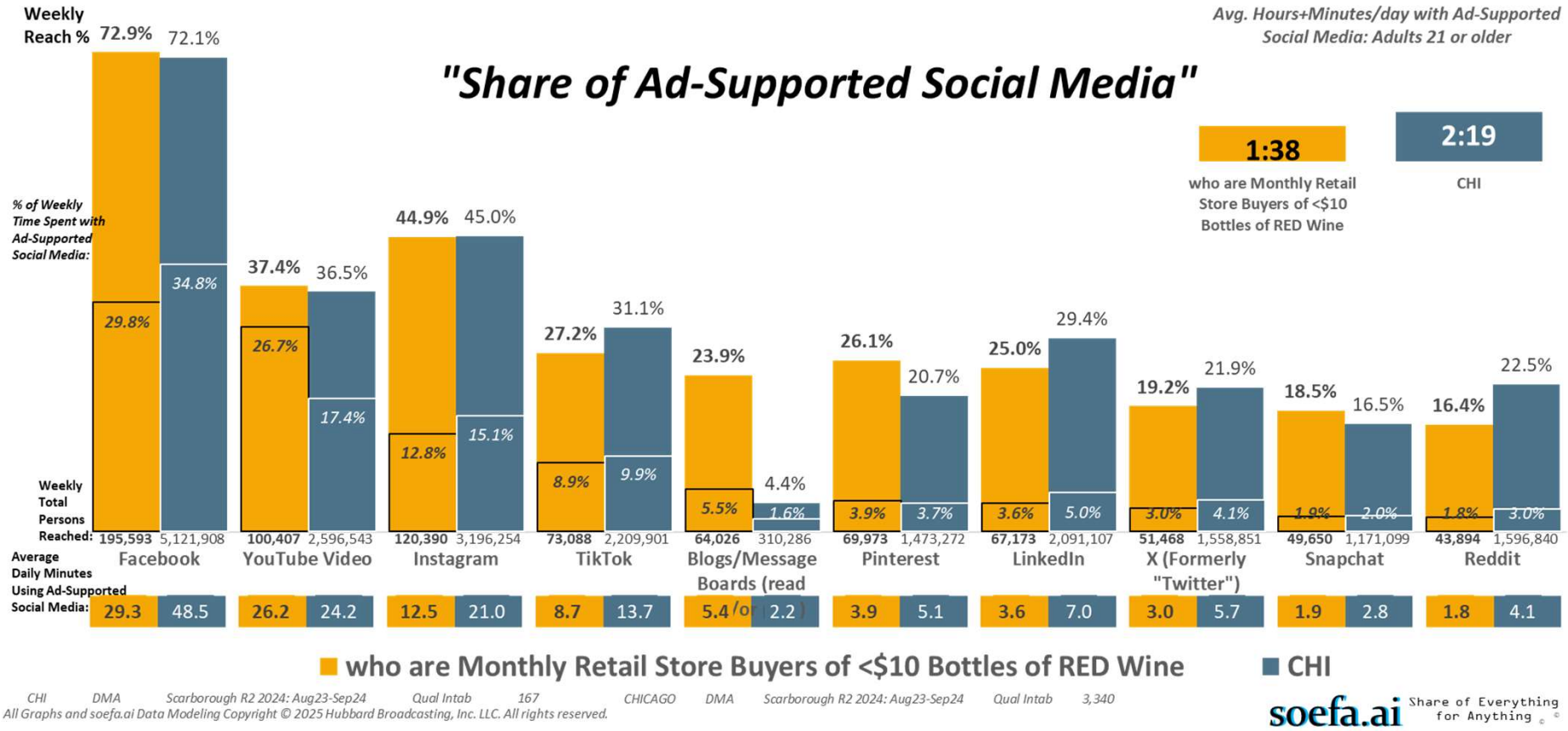
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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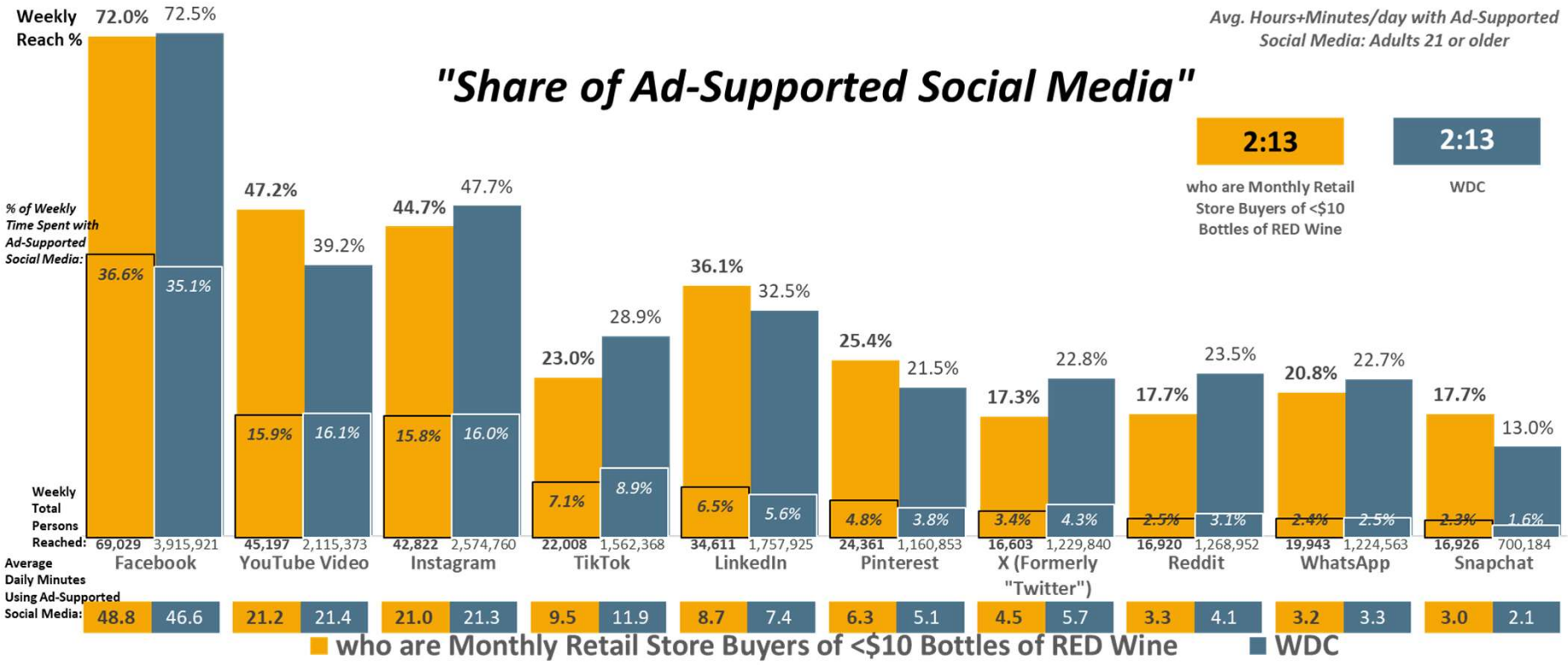
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

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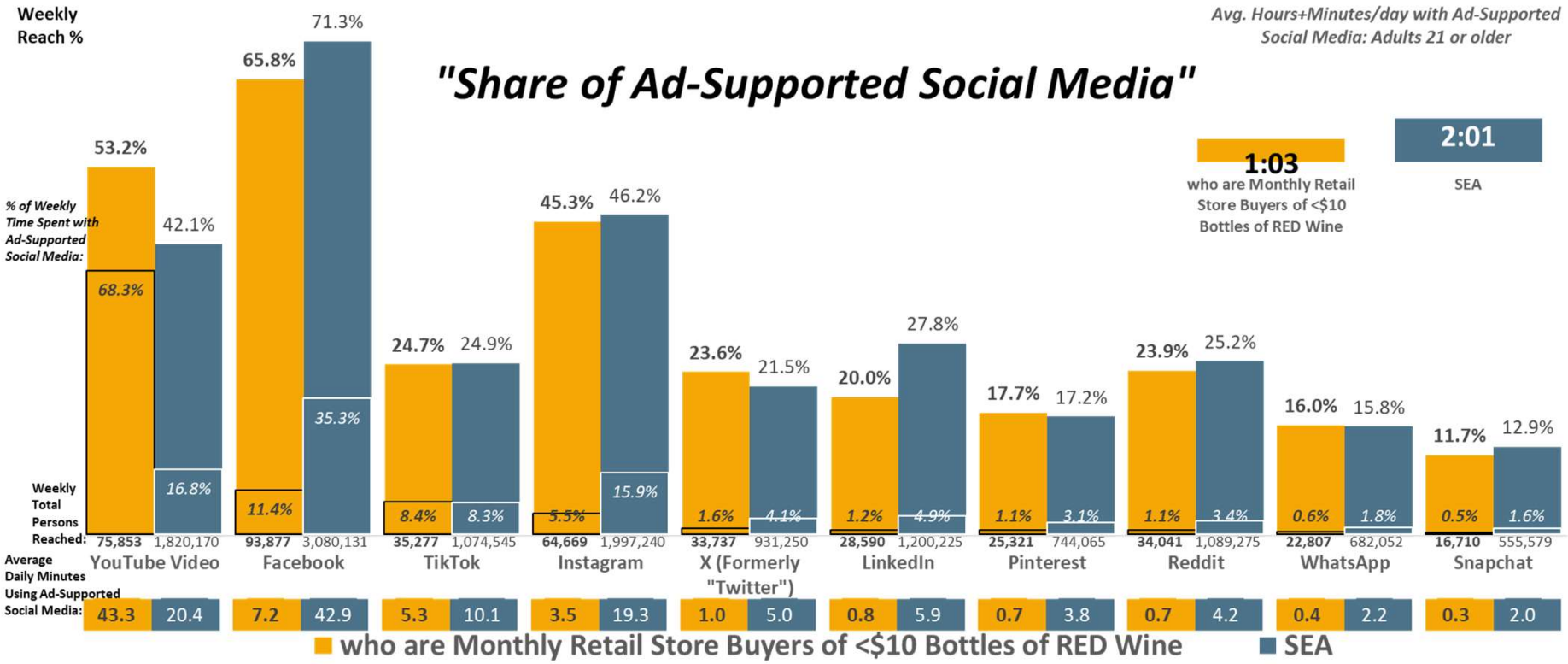
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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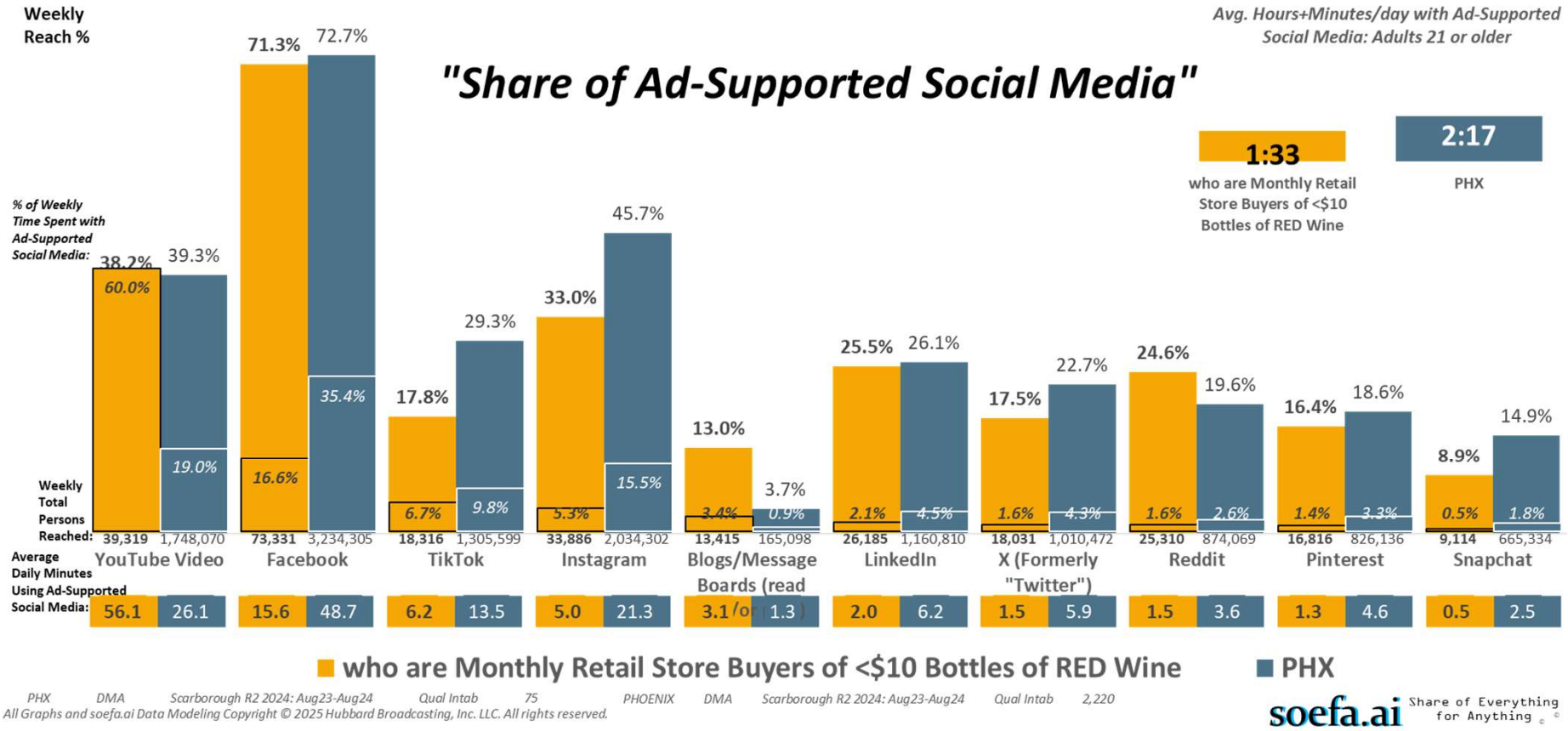
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

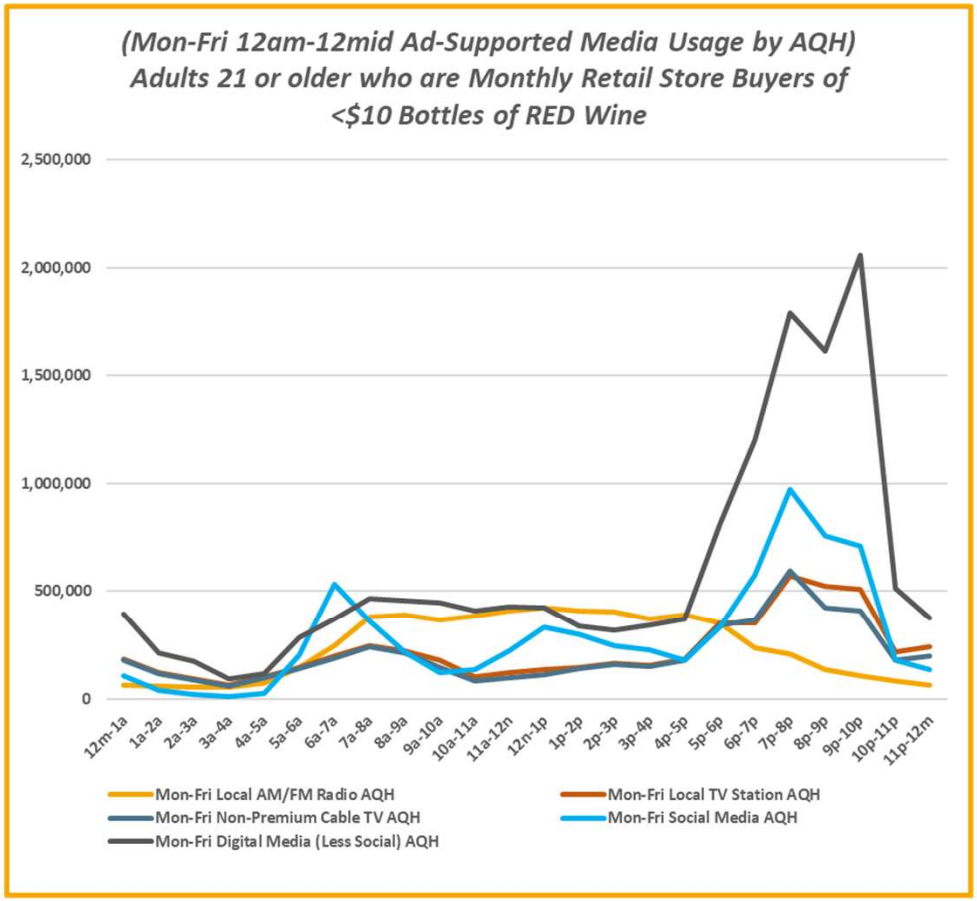
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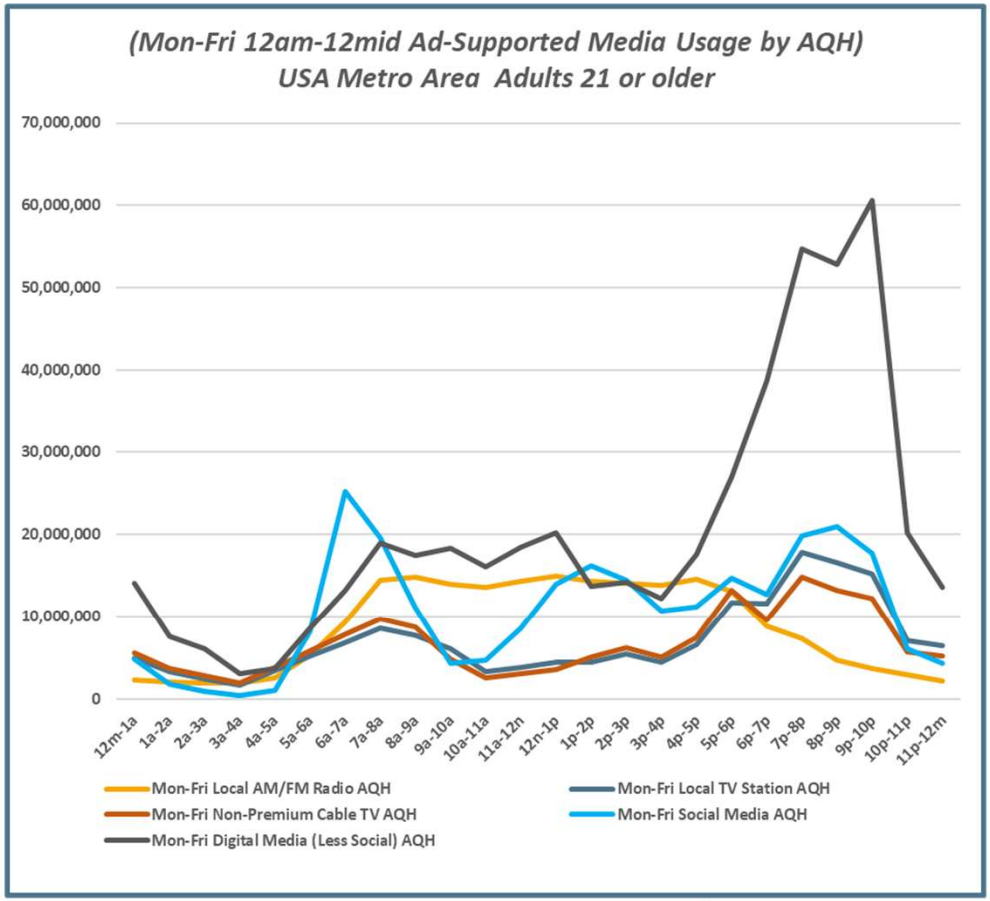
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 489,070; Local Radio: 364,394; Social Media: 289,505; Local TV: 195,249; Non-Prem. Cable: 184,000 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10





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

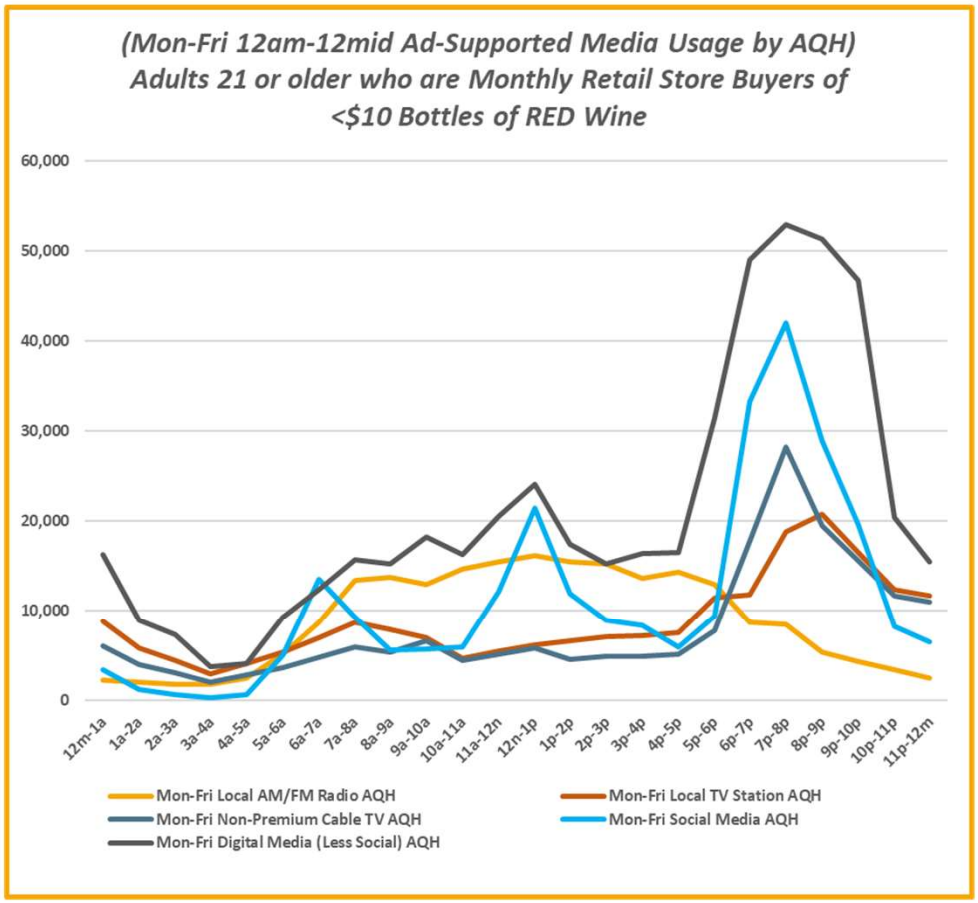
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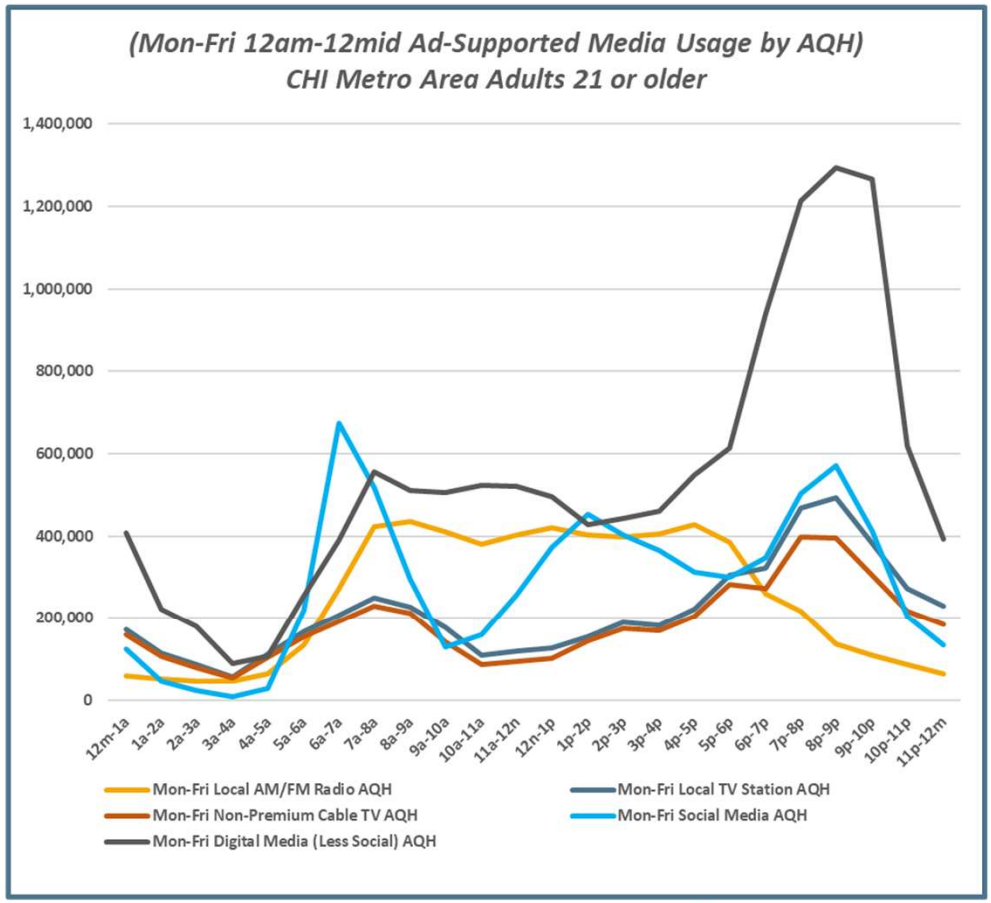
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 22,691

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,659; Local Radio: 13,488; Social Media: 11,632; Local TV: 7,570; Non-Prem. Cable: 6,369 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles





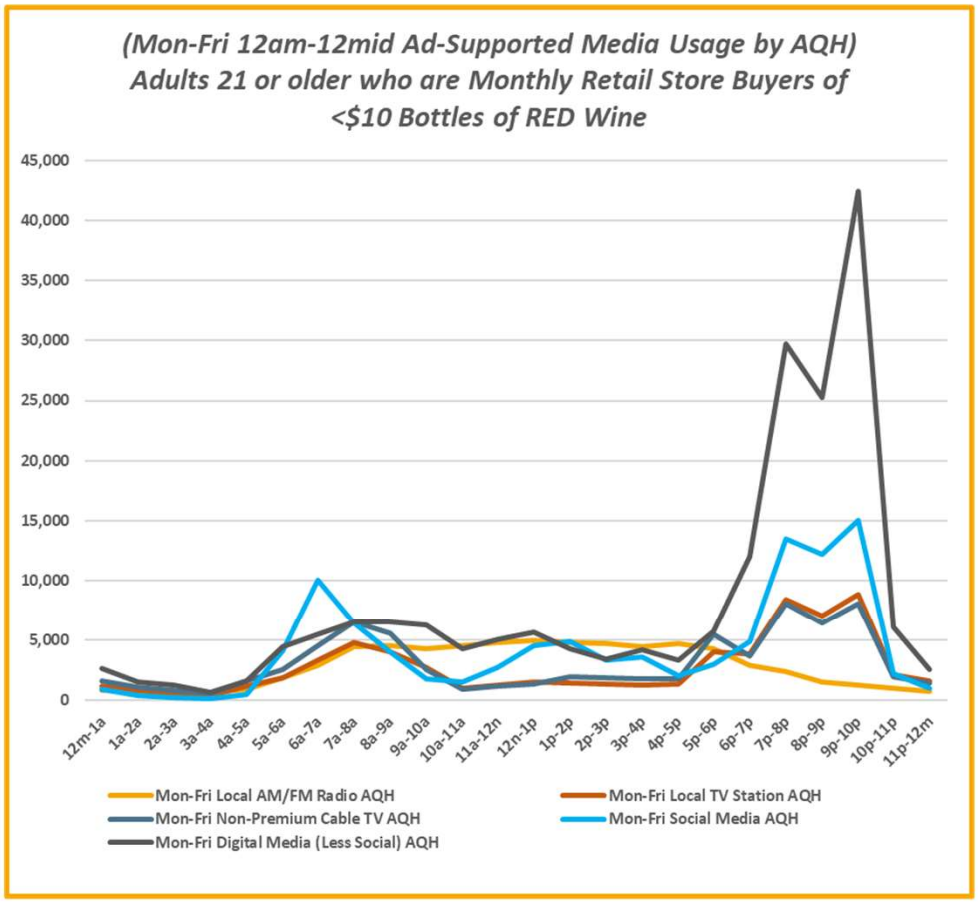
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

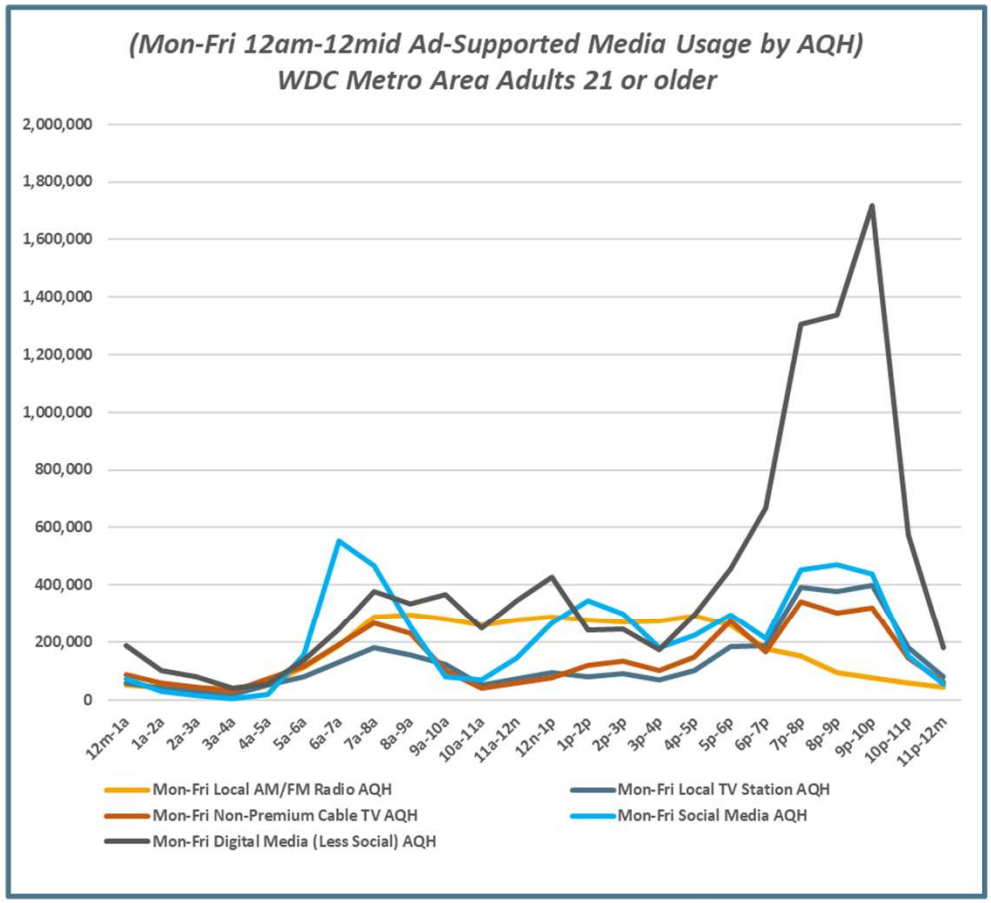
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,565; Local Radio: 4,288; Social Media: 4,038; Non-Prem. Cable: 2,983; Local TV: 2,417 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of





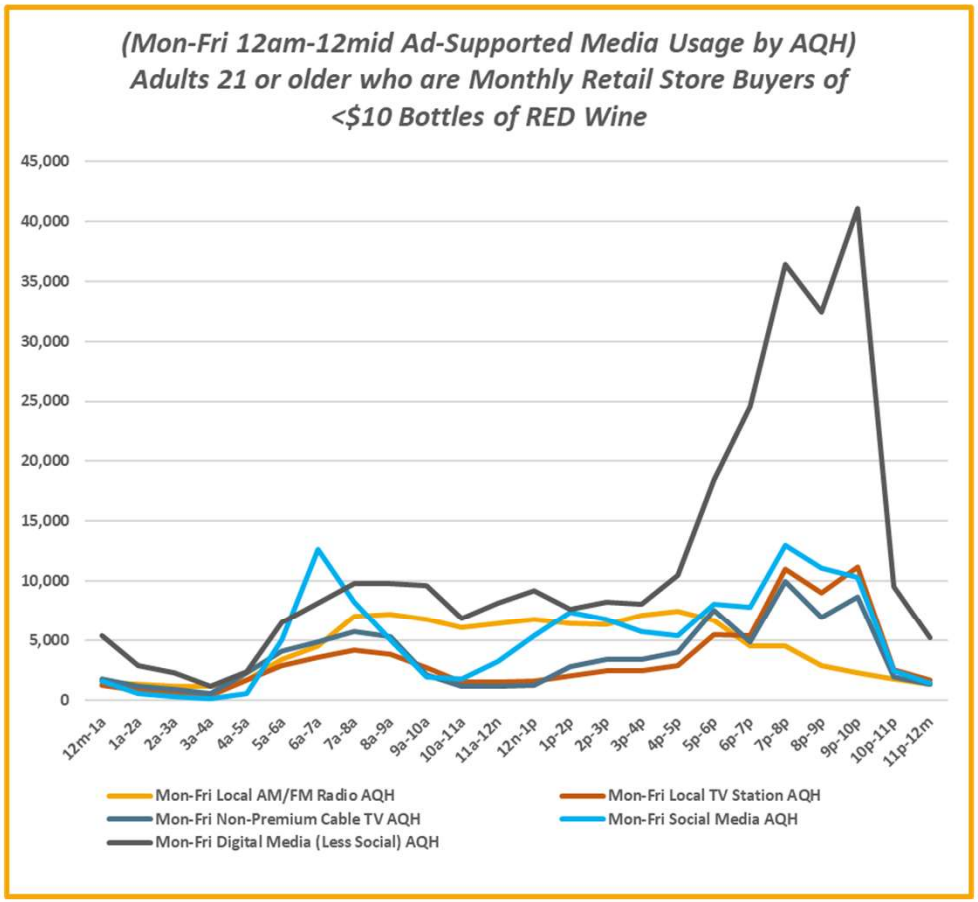
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

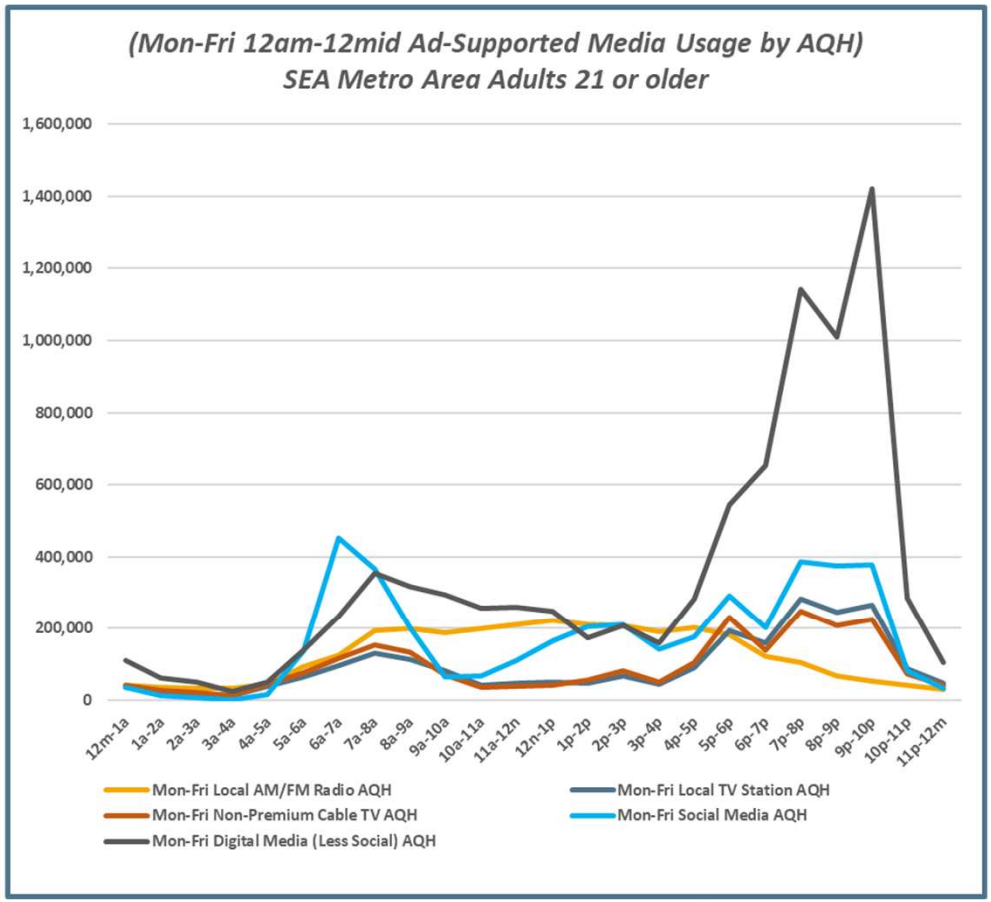
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,719; Local Radio: 6,435; Social Media: 6,107; Non-Prem. Cable: 3,675; Local TV: 3,047 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles o





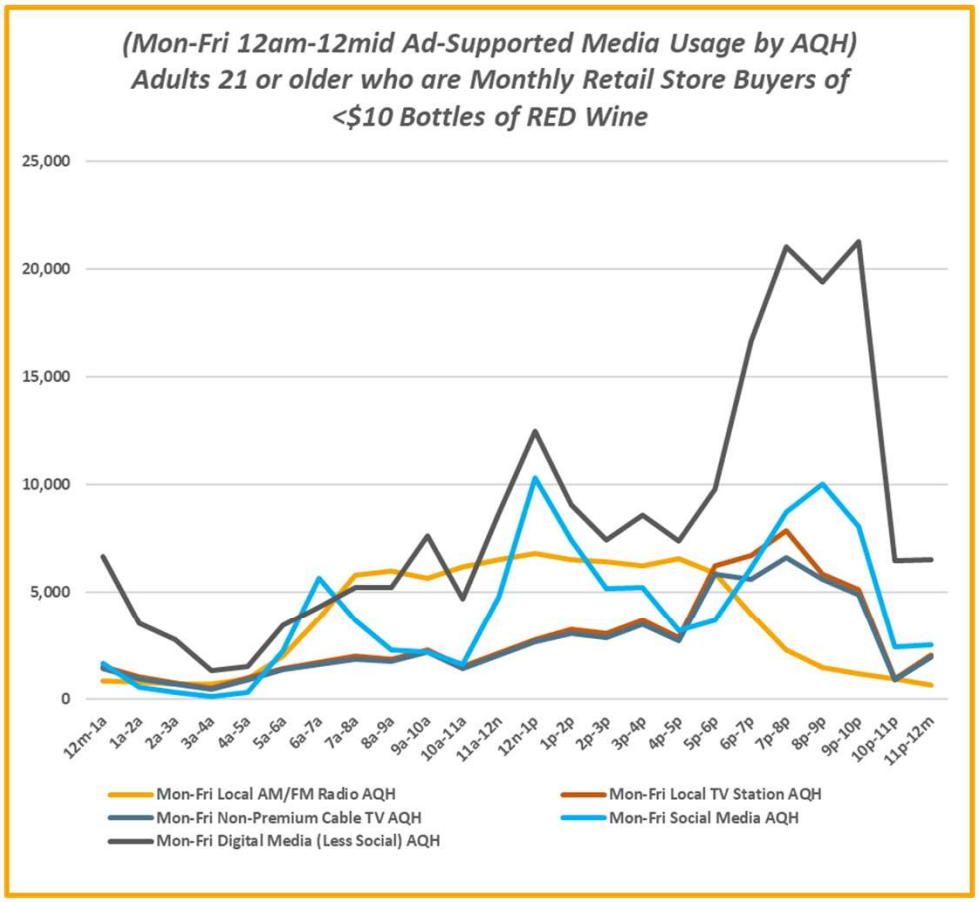
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

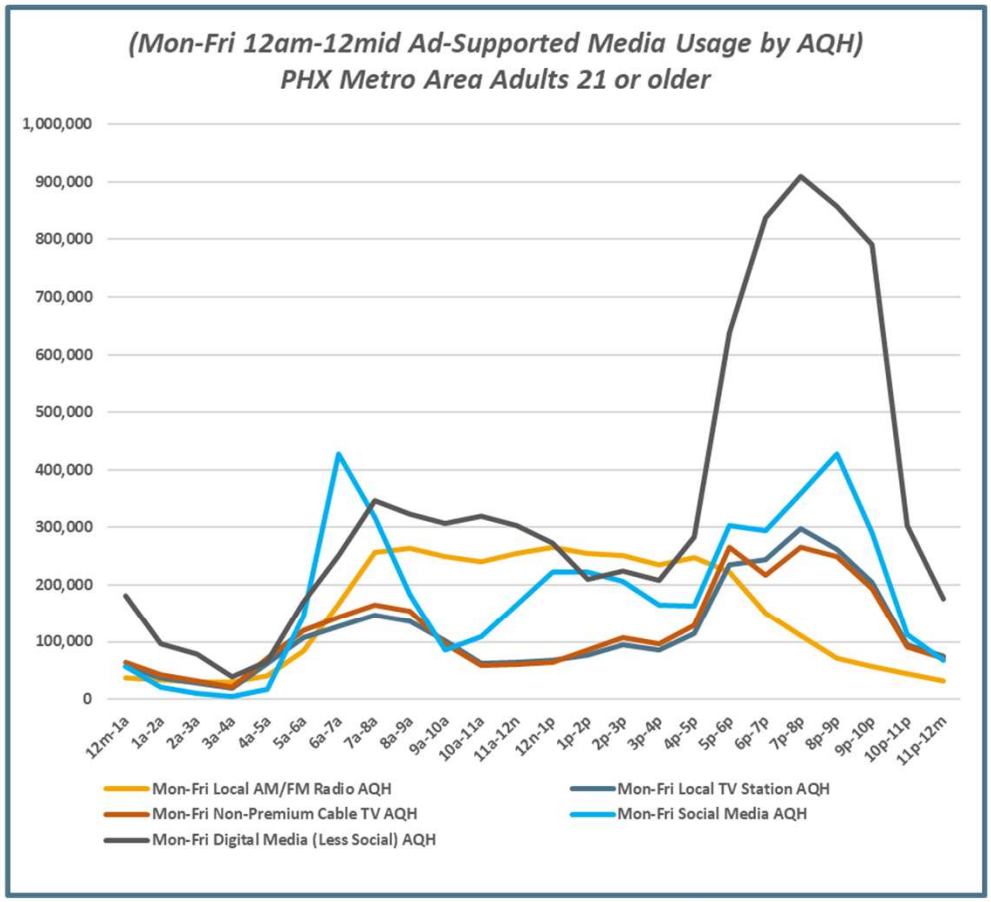
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,238; Local Radio: 5,871; Social Media: 4,721; Local TV: 3,082; Non-Prem. Cable: 2,856 reaching Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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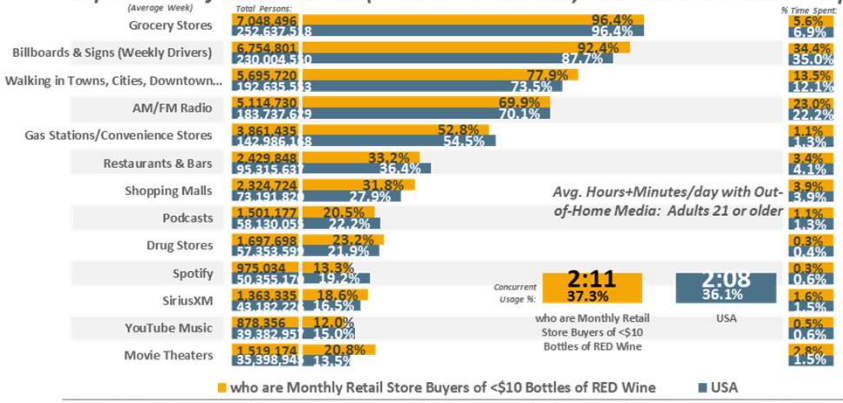
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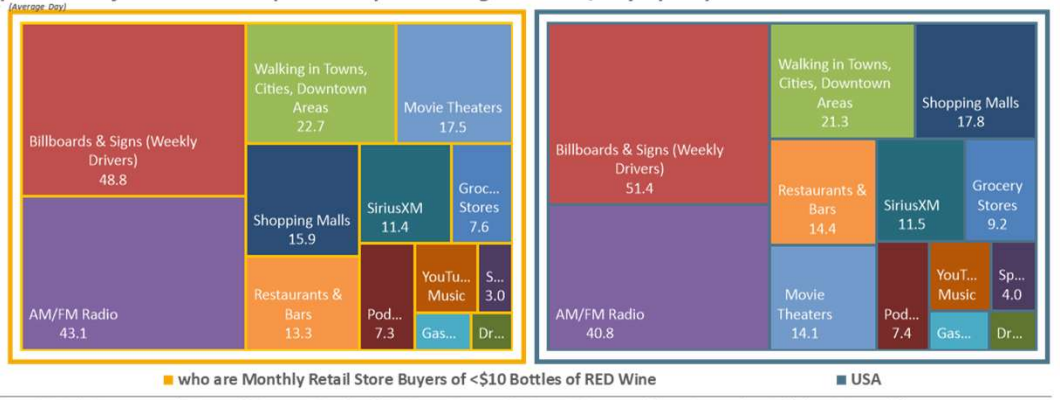


6,754,801 or 92.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 39.

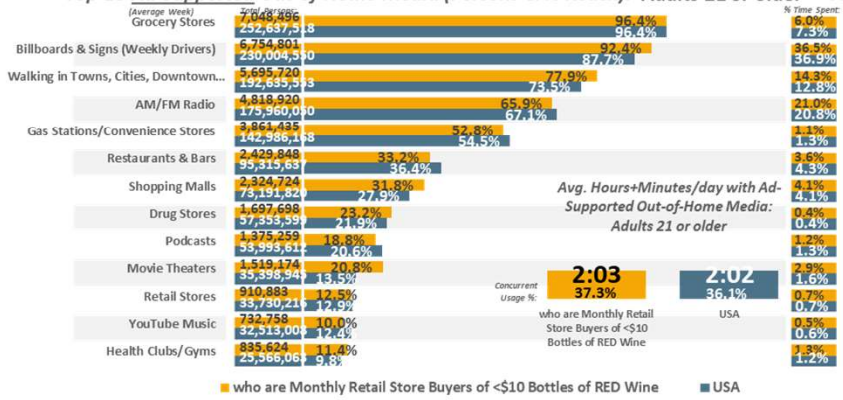
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



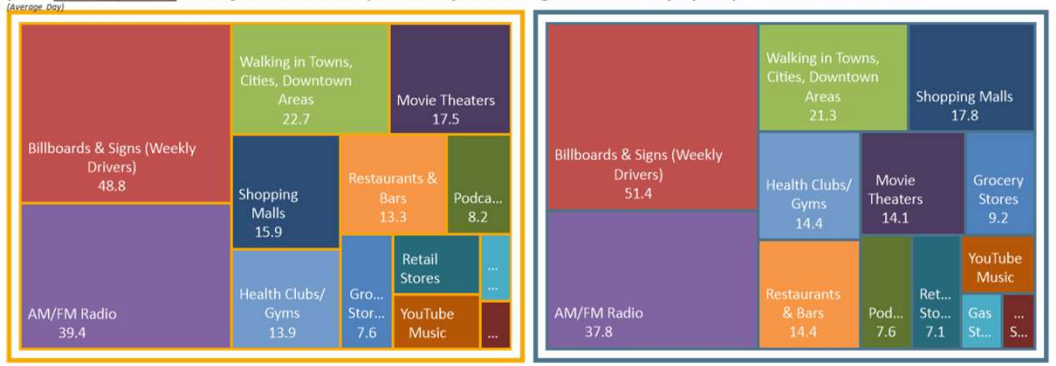
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

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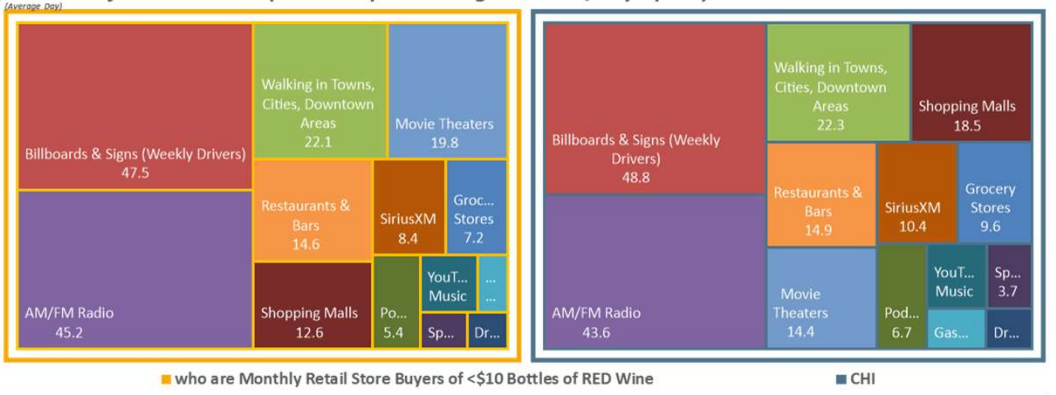
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257,282 or 95.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 40.5 m

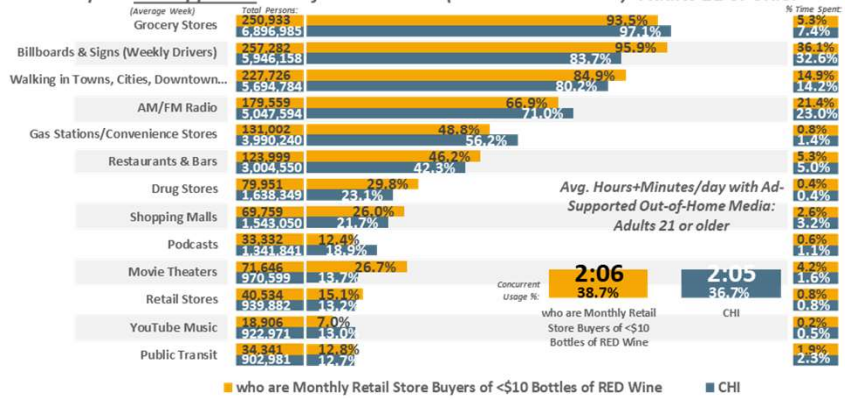
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



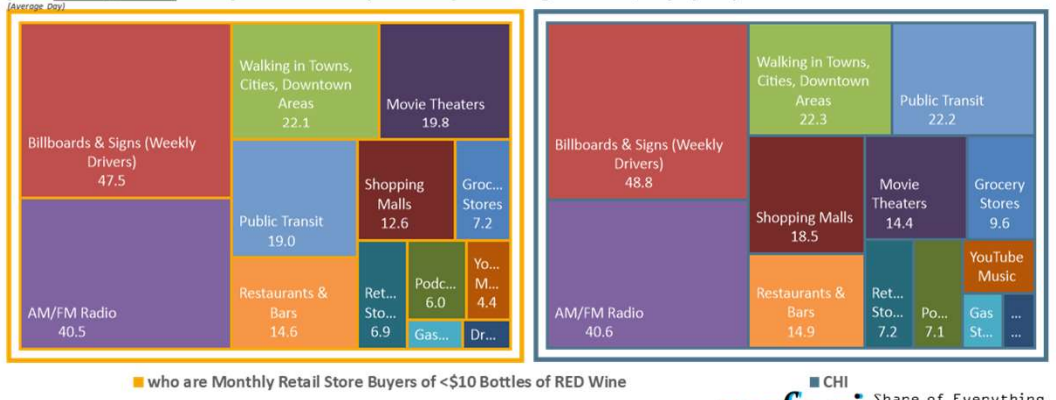
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

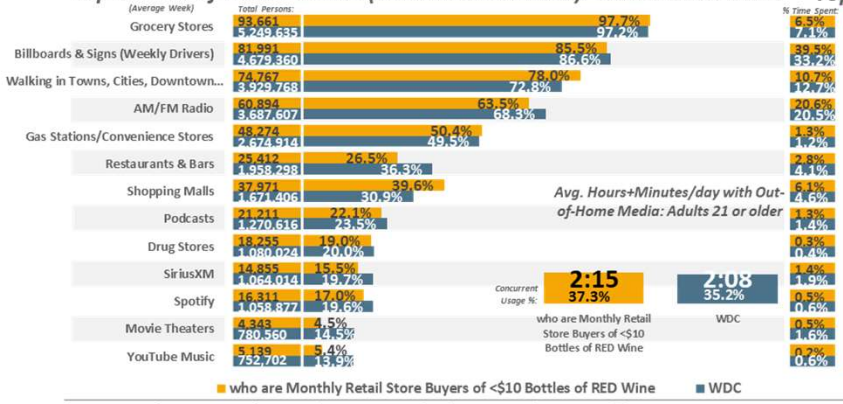
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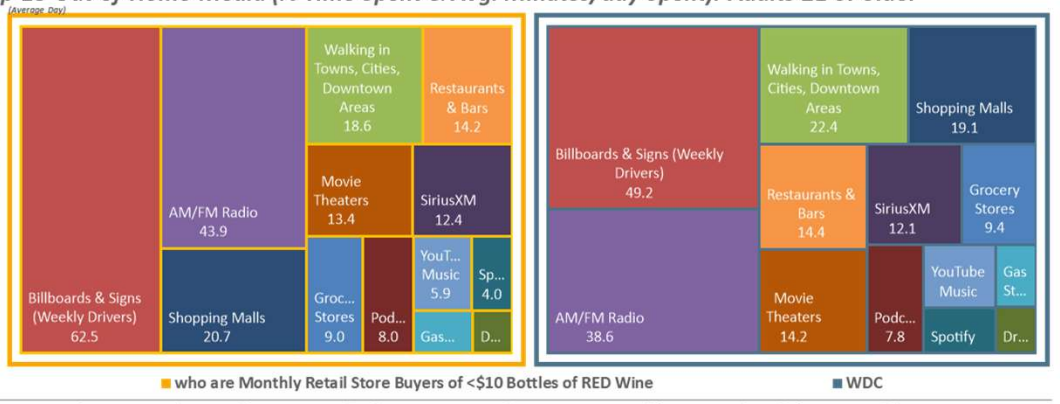
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81,991 or 85.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 59.2% Listen to Local Radio Stations Out-of-Home for an average of 38.4 mi

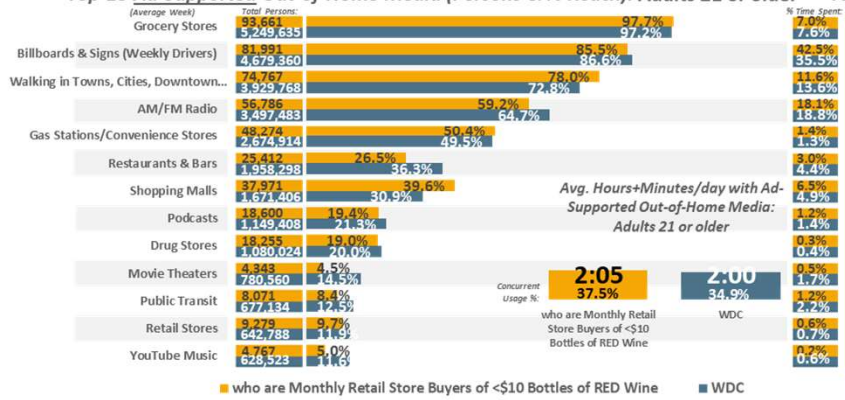
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



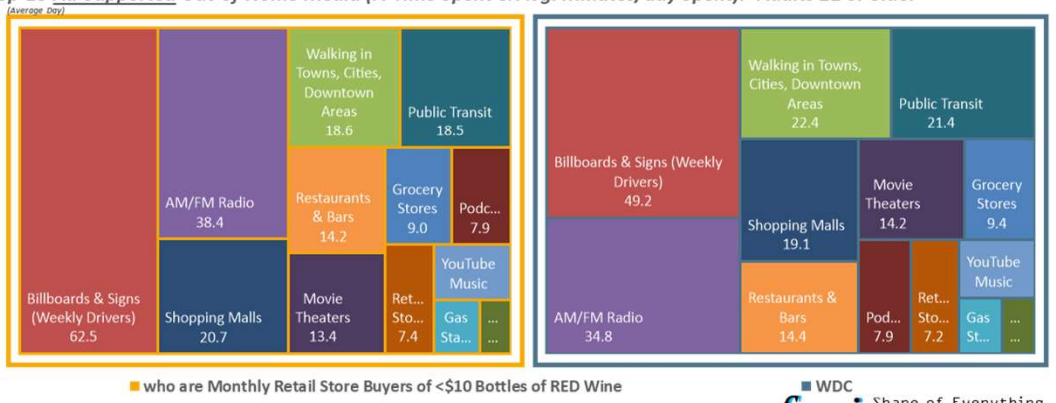
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

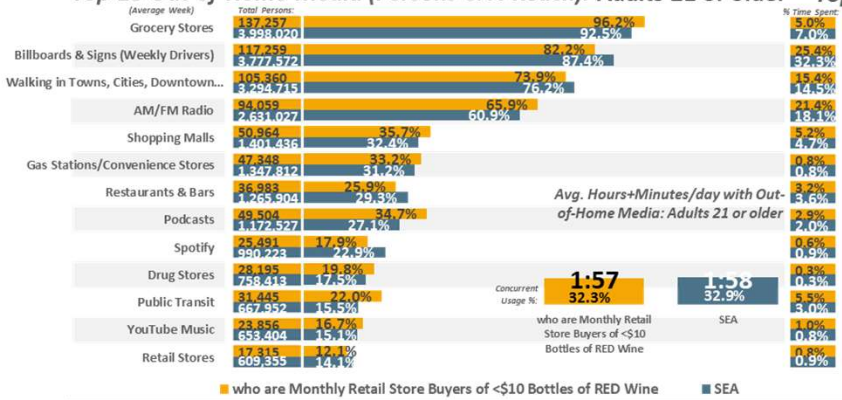
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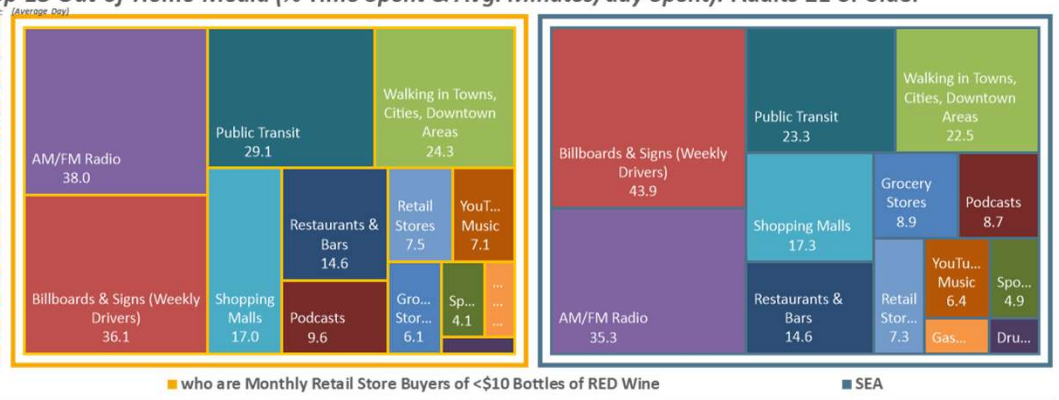
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117,259 or 82.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 36.1 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 33.7 m

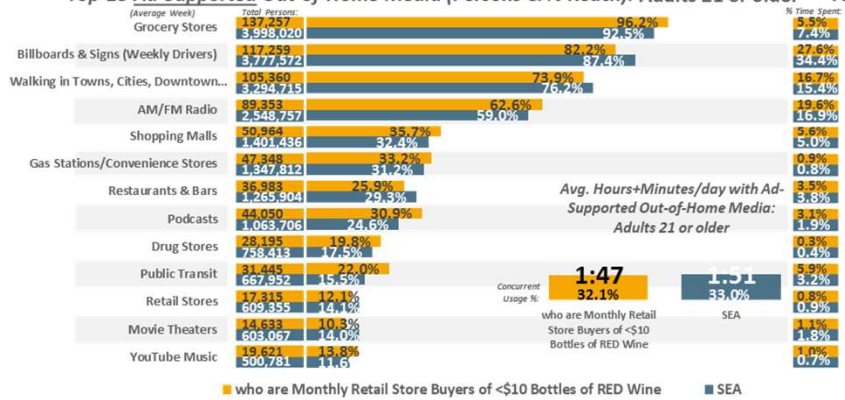
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



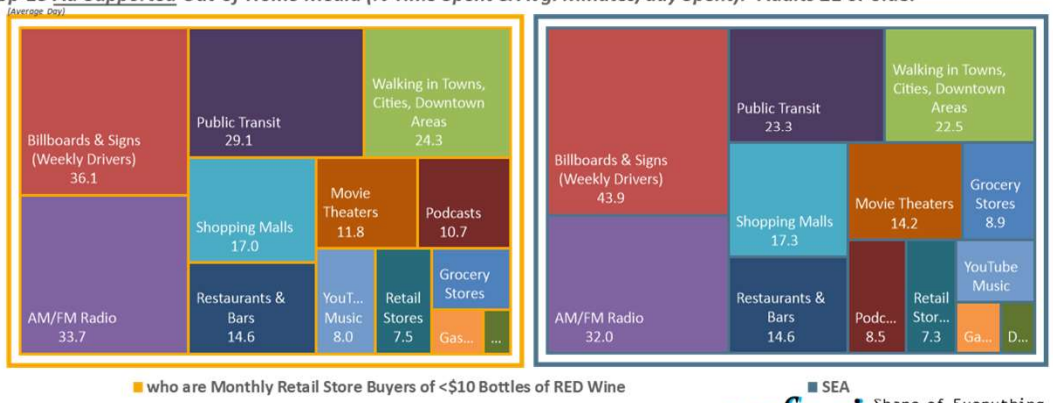
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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97,894 or 95.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 42.6 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 40.5 mi

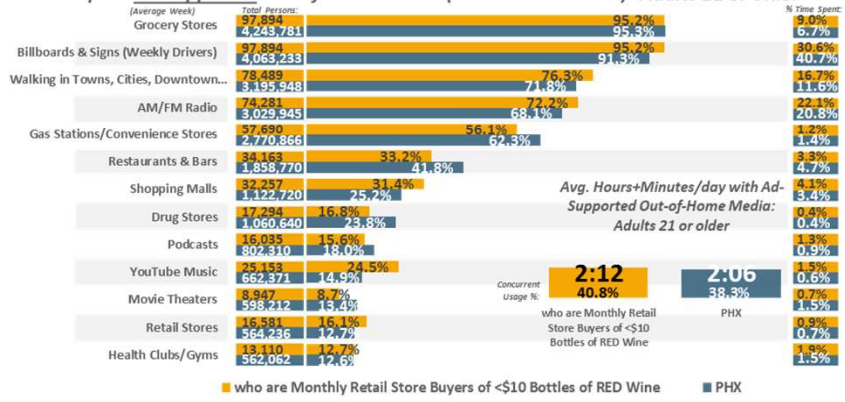
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



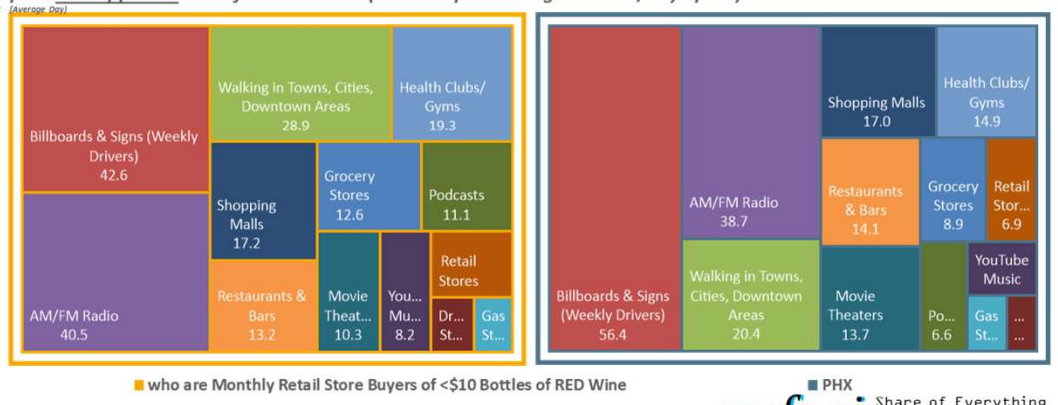
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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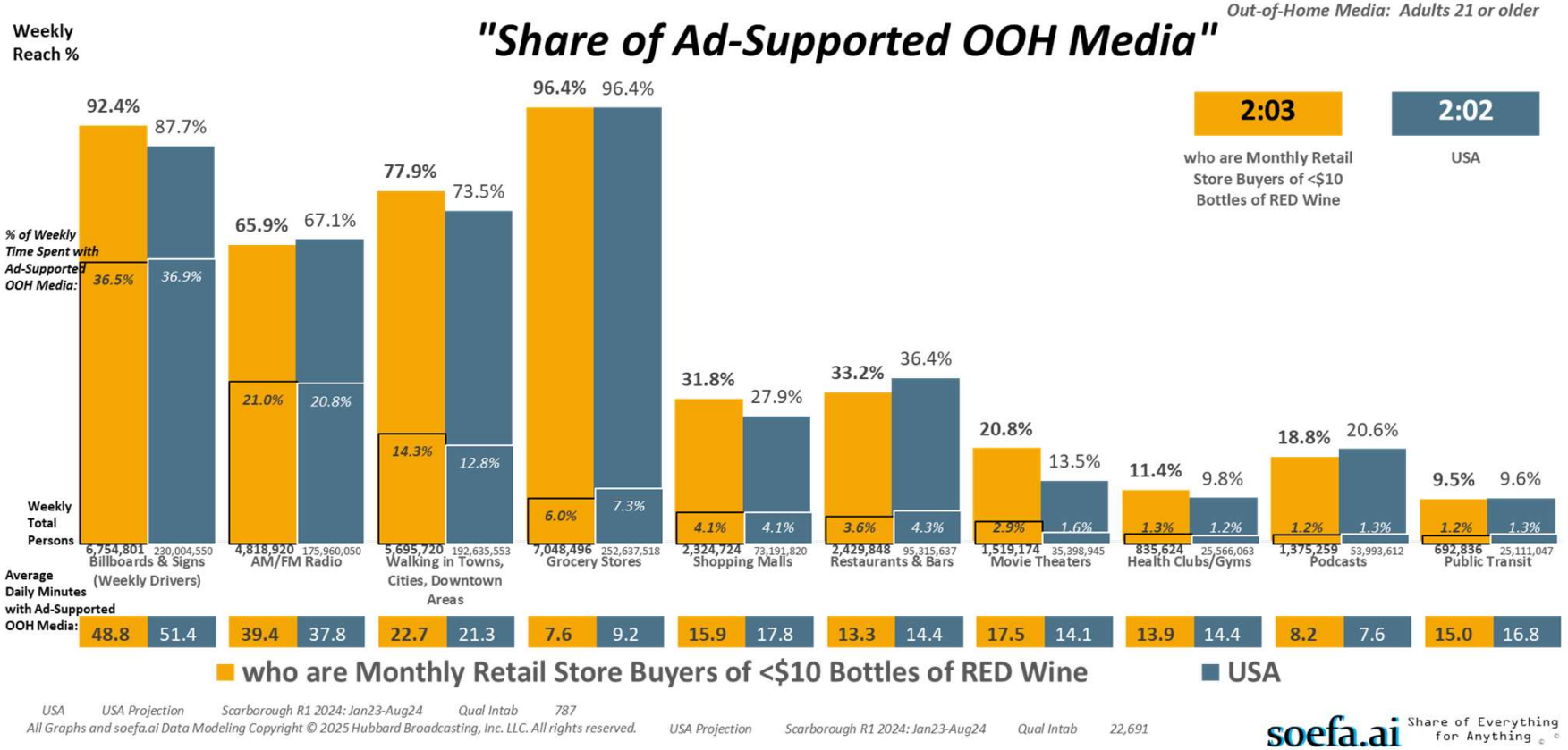
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6,754,801 or 92.4% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home 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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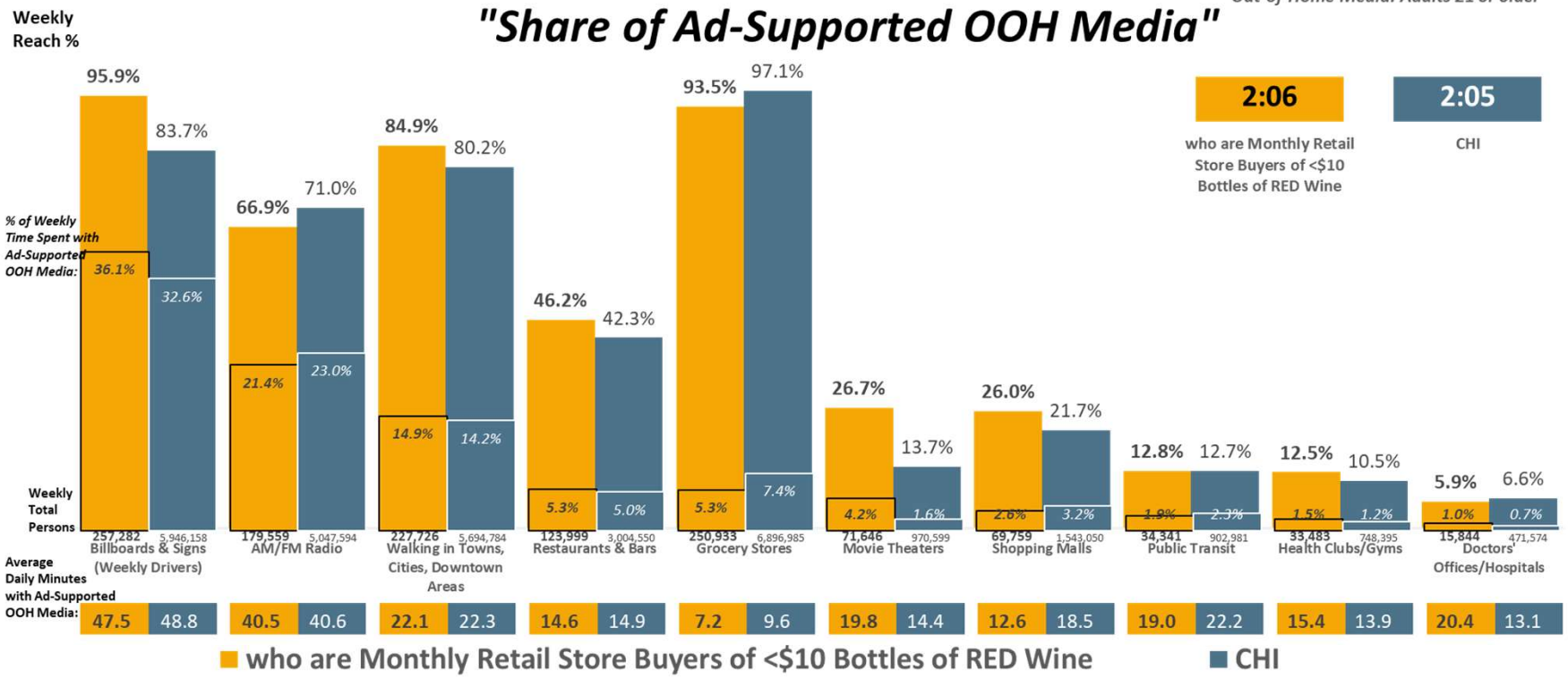
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)



257,282 or 95.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 47.5 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,340

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81,991 or 85.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 62.5 minutes per day driving, seeing Billboards and Signs representing 42.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,388

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117,259 or 82.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 36.1 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,782

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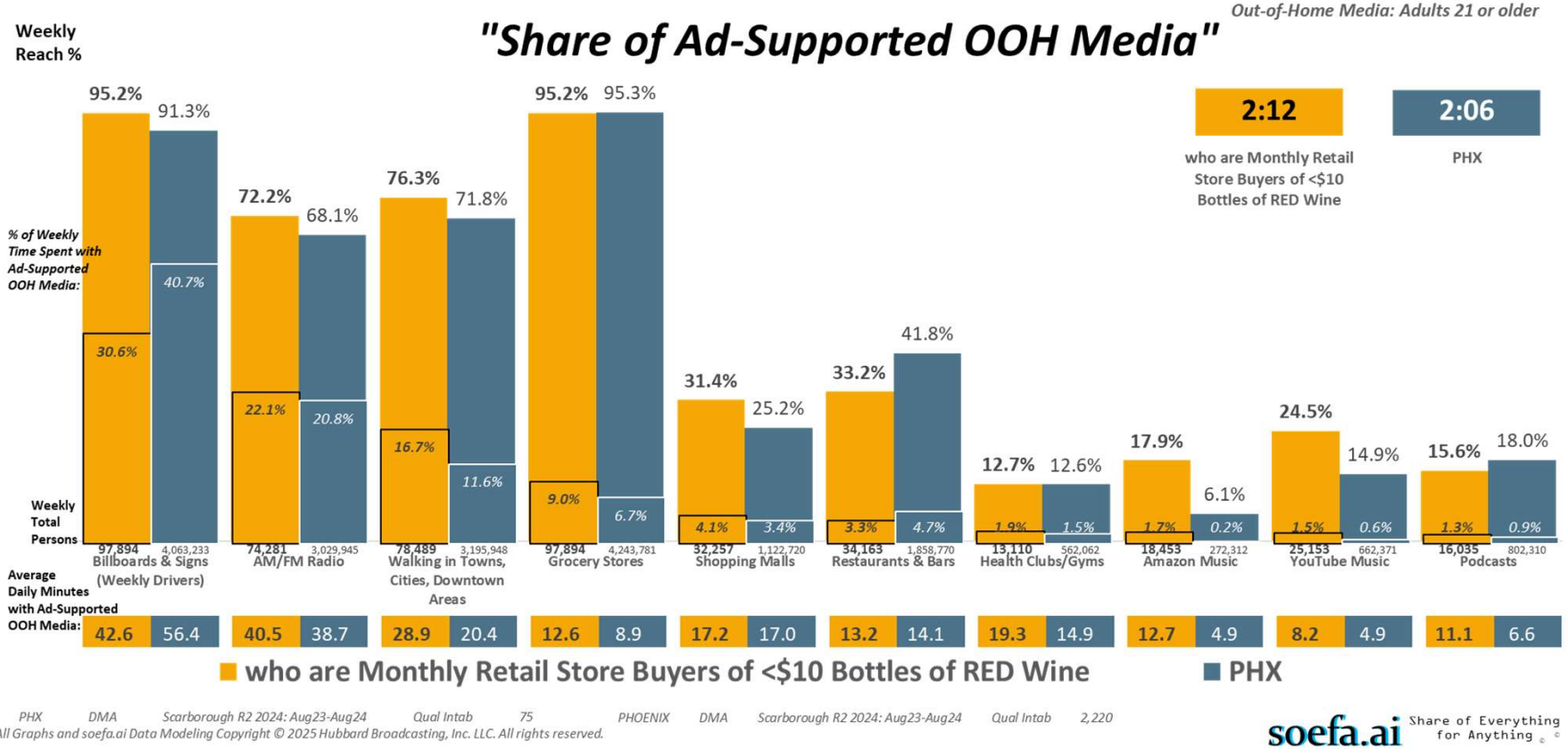
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97,894 or 95.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 42.6 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,220

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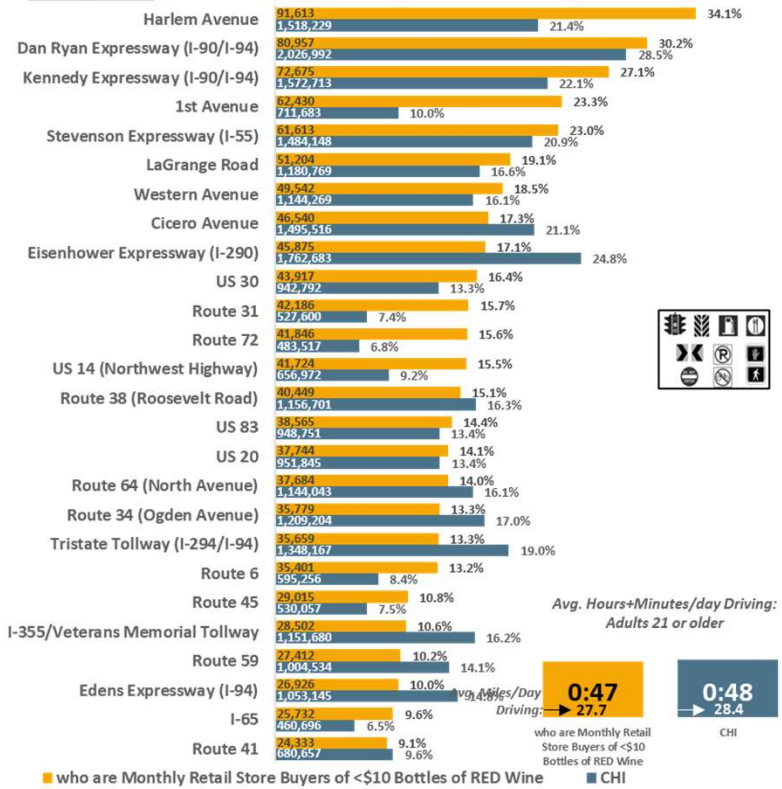
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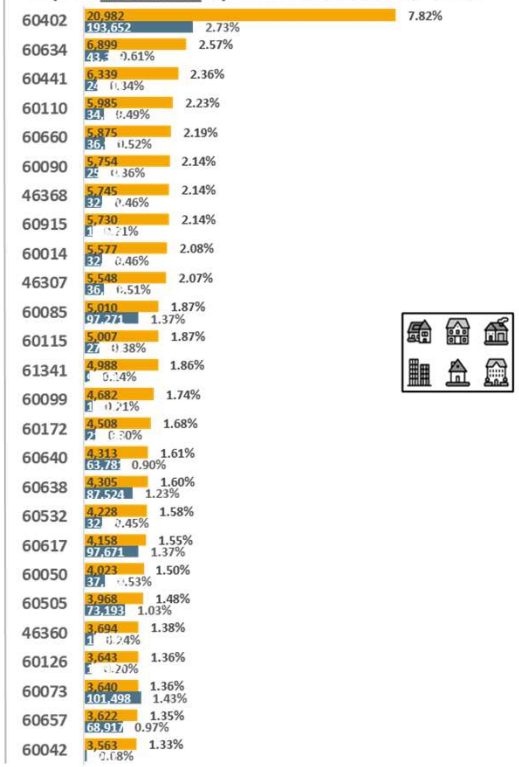


257,282 or 95.9% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 47.5 minutes per day driving an average of 27.7 miles each day and are 132.3% more likely to use 1st Avenue than the Metro average.

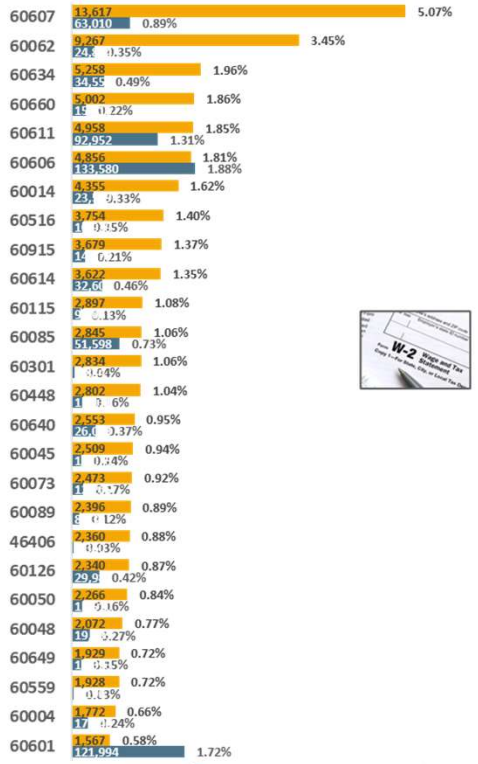
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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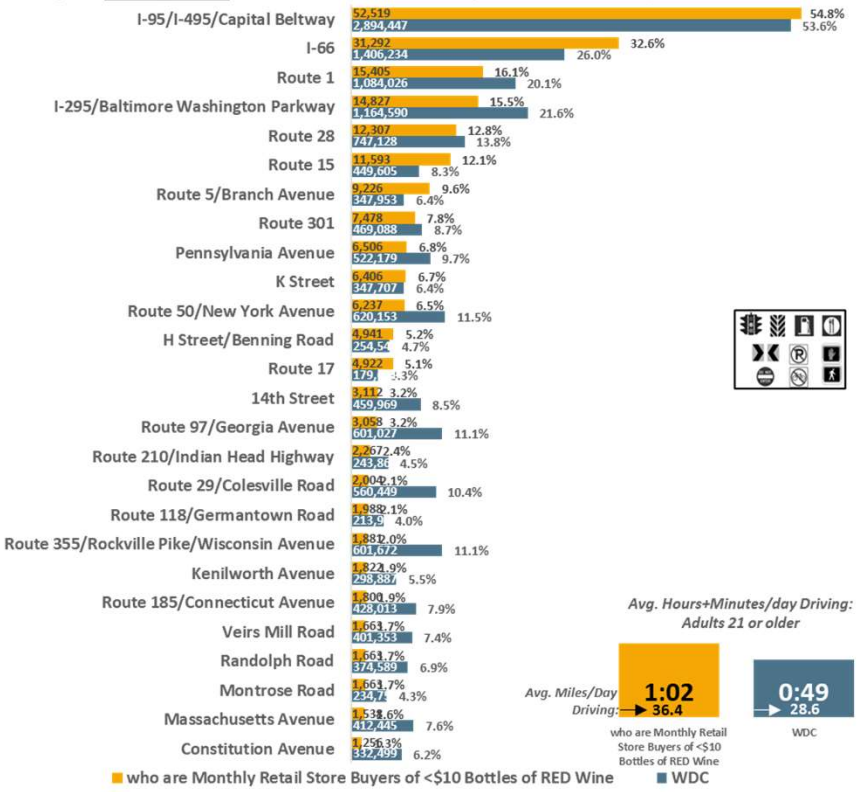
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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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)

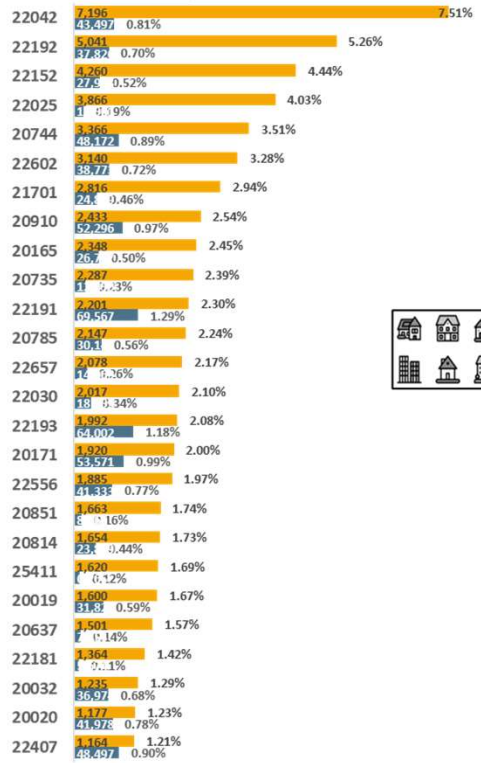
81,991 or 85.5% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 62.5 minutes per day driving an average of 36.4 miles each day and are 54.4% more likely to use Route 17 than the Metro average.

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

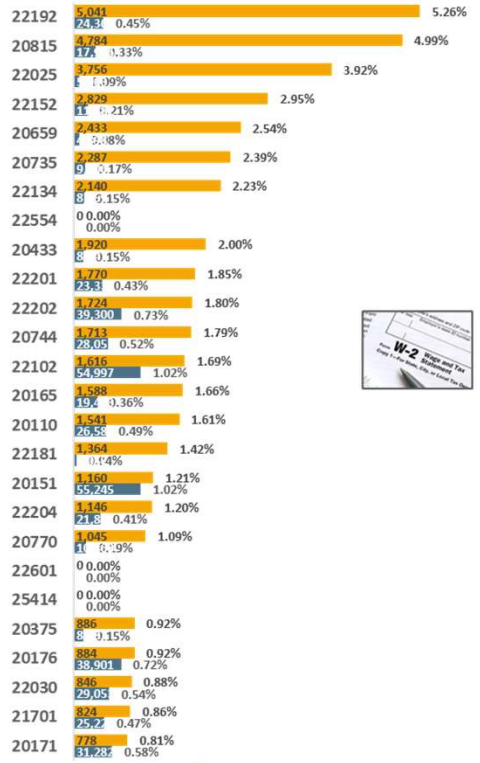


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

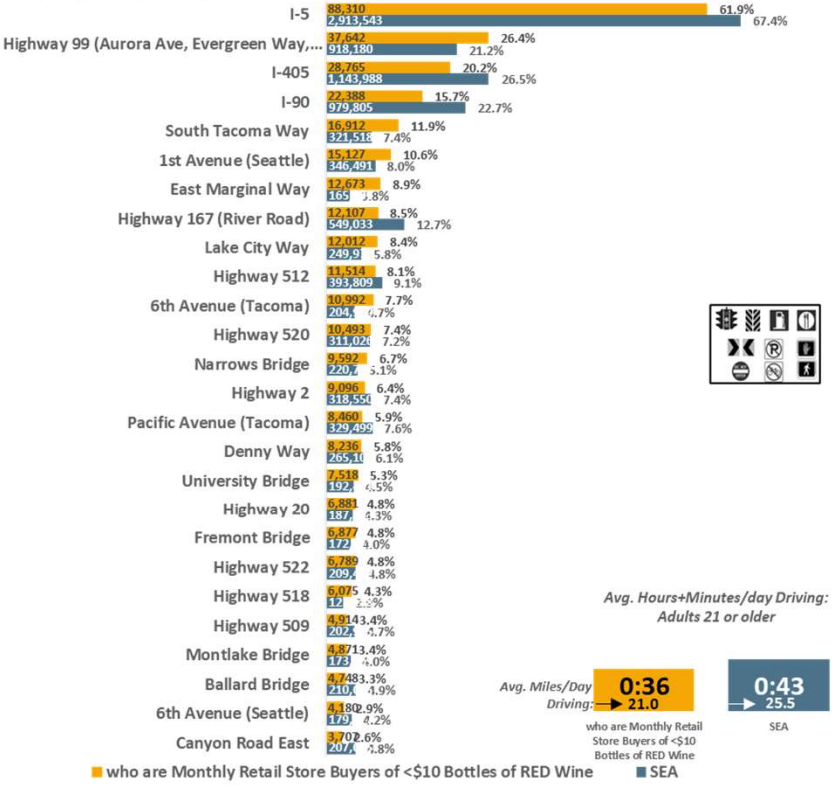
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117,259 or 82.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 36.1 minutes per day driving an average of 21. miles each day and are 131.9% more likely to use East Marginal Way than the Metro ave

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

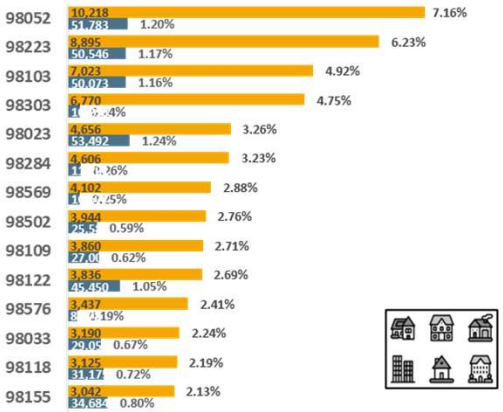


Avg. Hours+Minutes/day Driving: Adults 21 or older

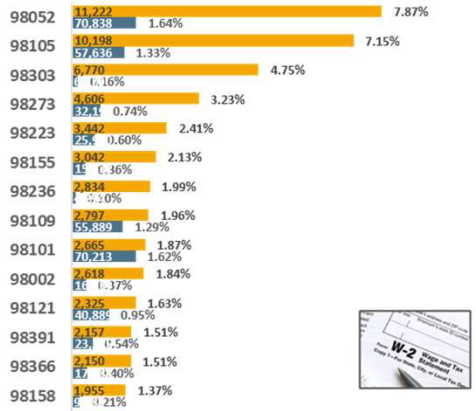
Avg. Miles/Day Driving: 0:36 → 21.0 who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine

0:43 → 25.5 SEA

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

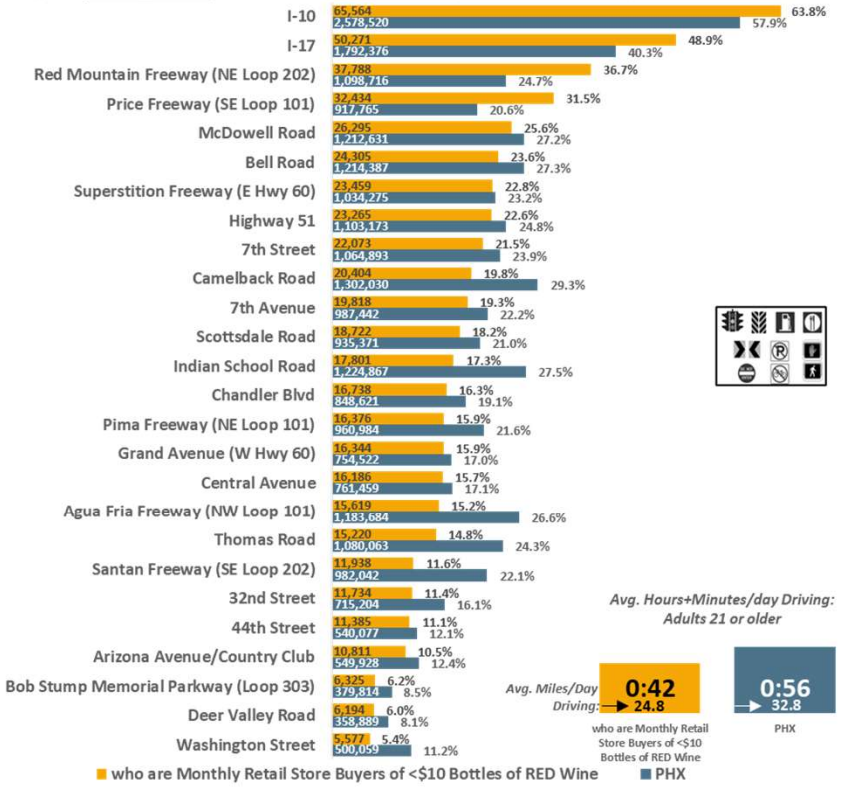
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97,894 or 95.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine spend an average of 42.6 minutes per day driving an average of 24.8 miles each day and are 53.% more likely to use Price Freeway (SE Loop 101) than the M

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

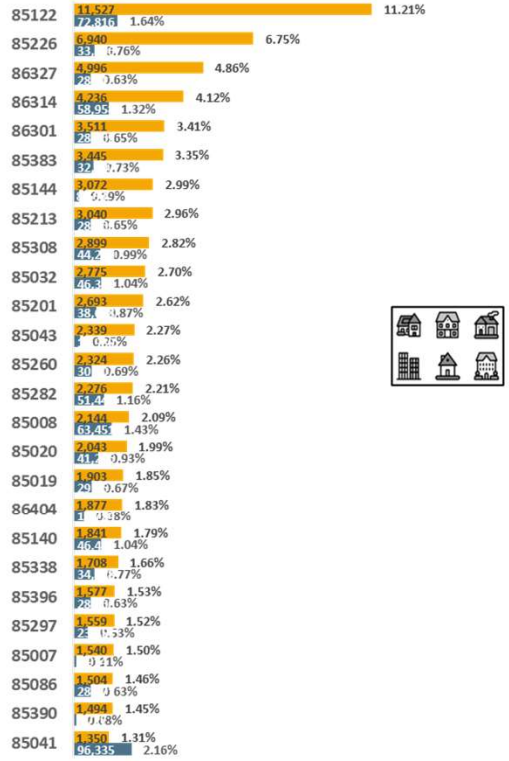


Avg. Hours+Minutes/day Driving: Adults 21 or older

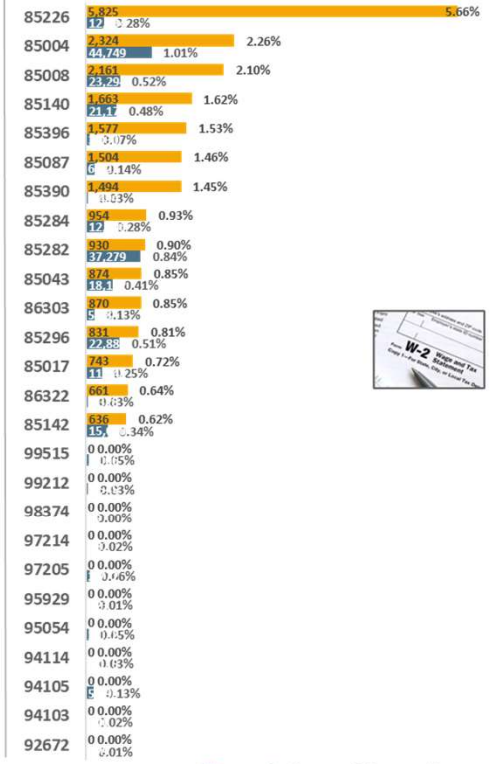
Avg. Miles/Day Driving: 0:42 → 24.8 who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine

0:56 → 32.8 PHX

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

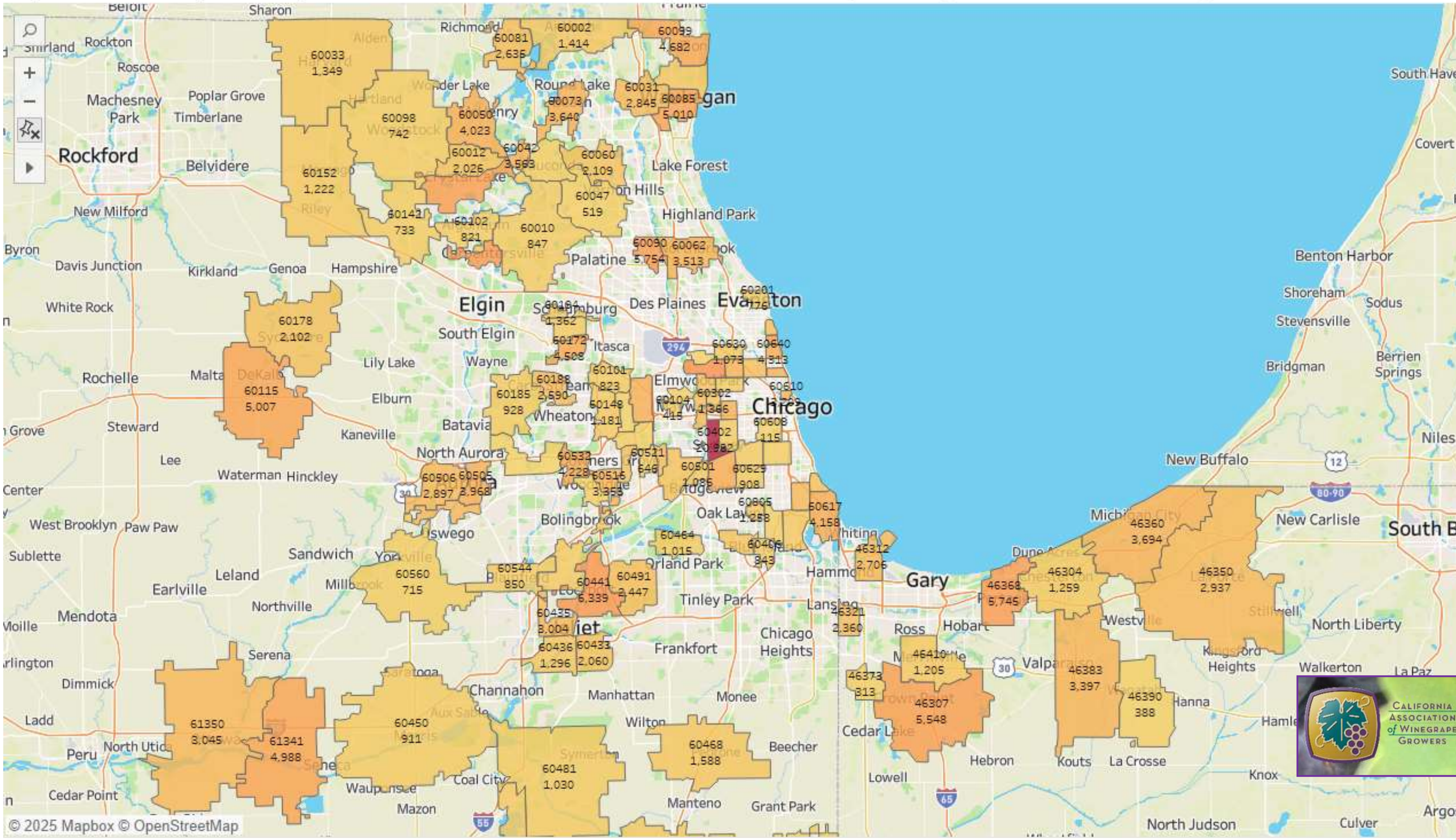
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Top Residential Zip Codes: (Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine)

SUM(Adults 21 or older ...

70 — 20,982



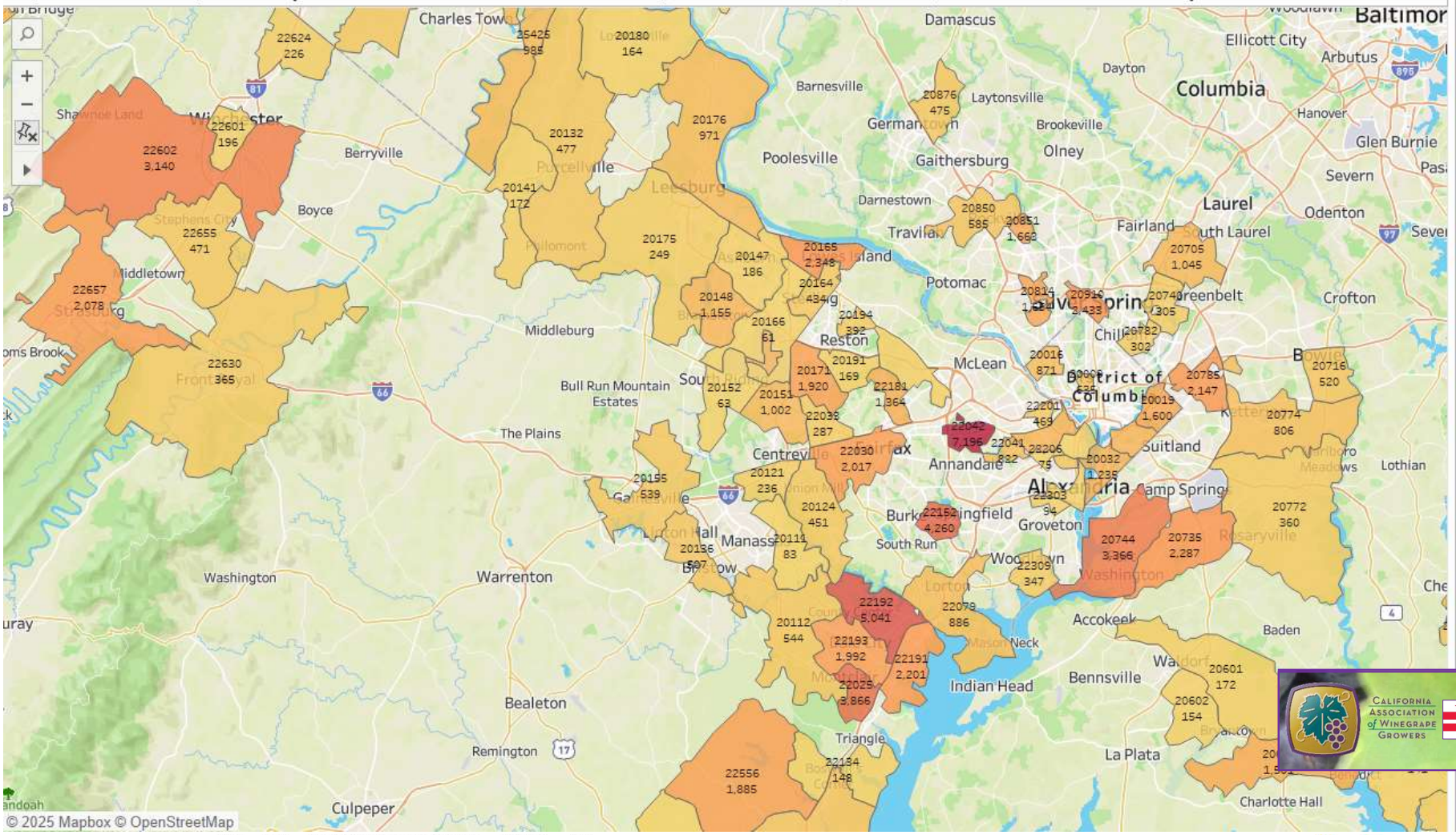
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

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



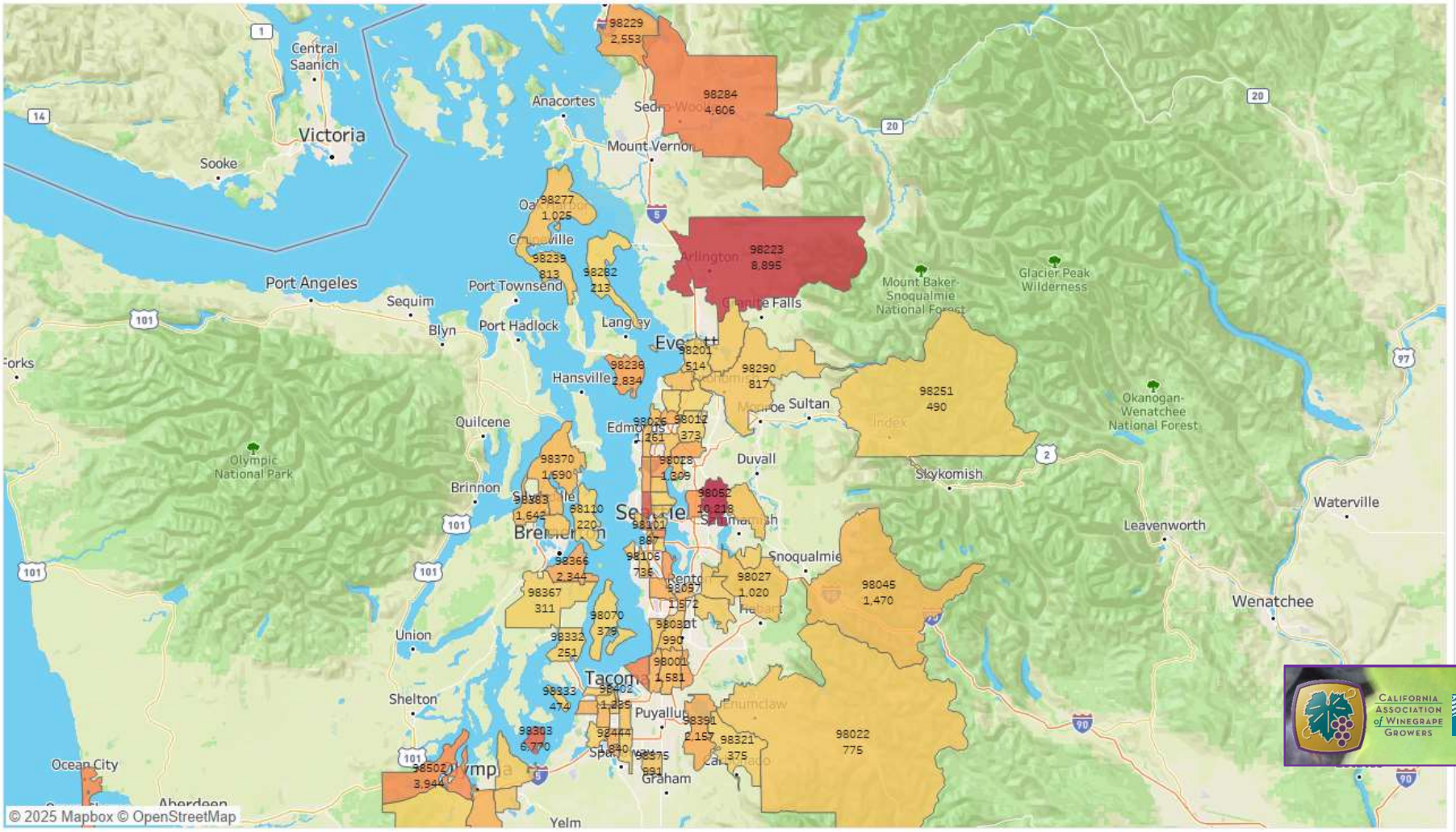
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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



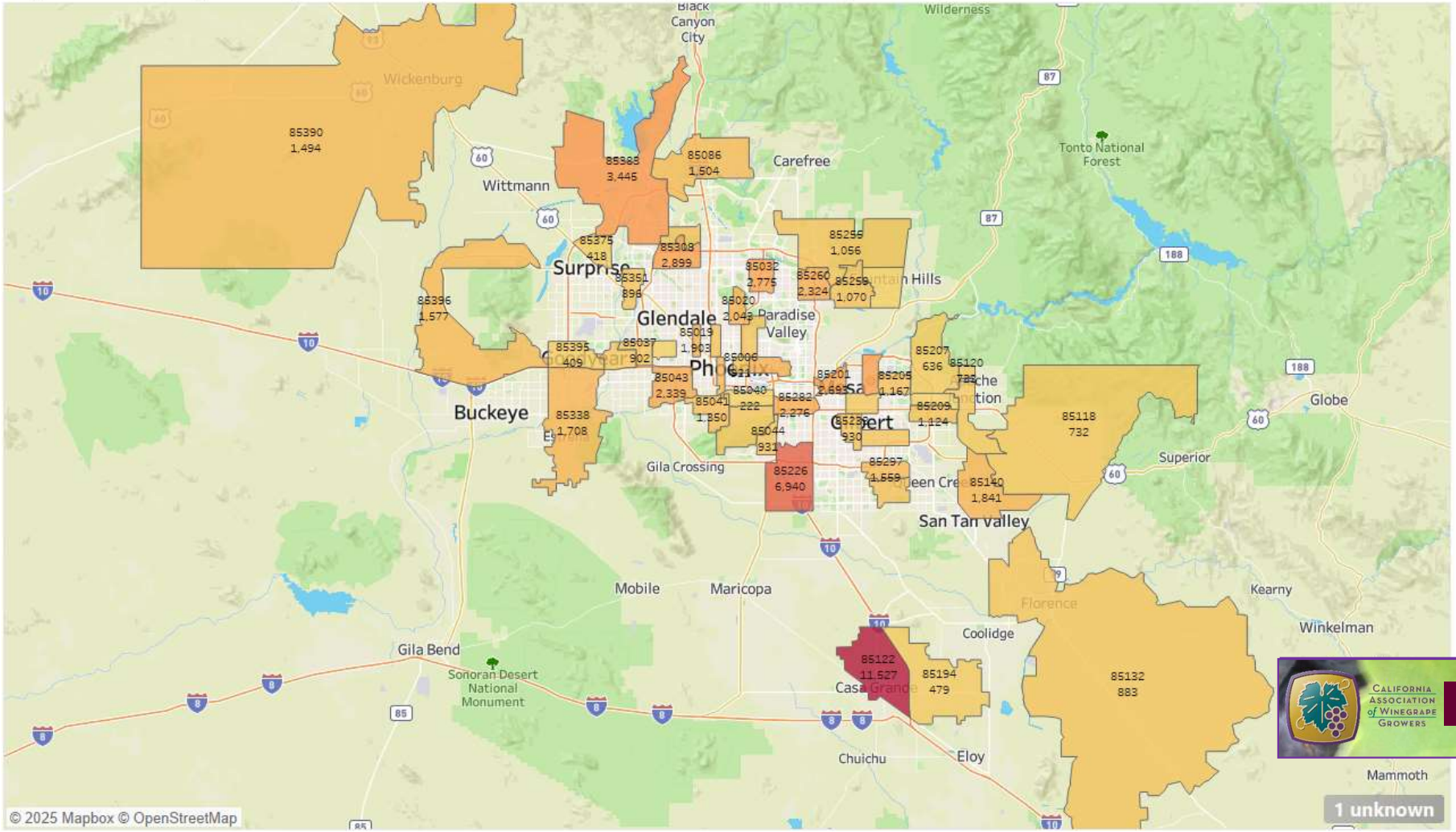
CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS SEA

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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 PHX

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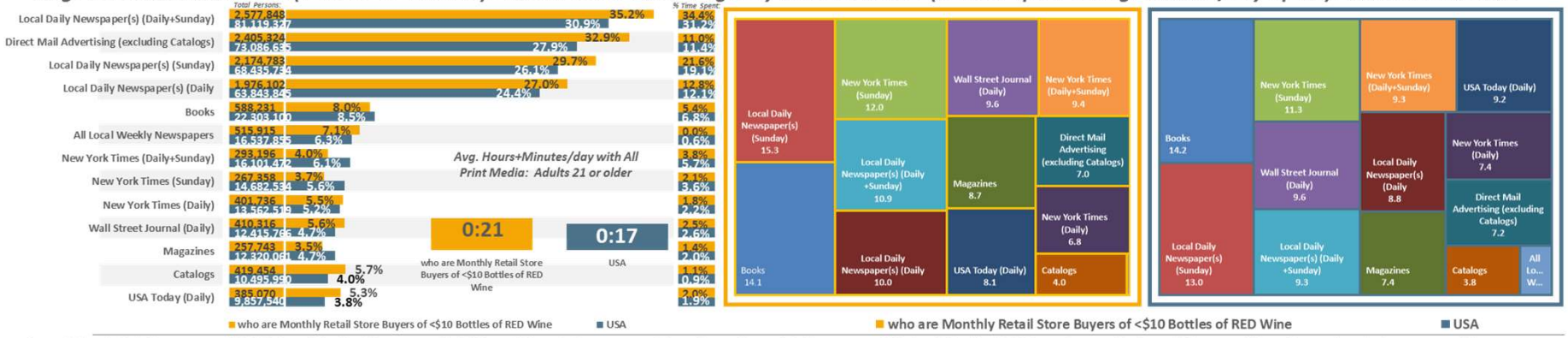
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

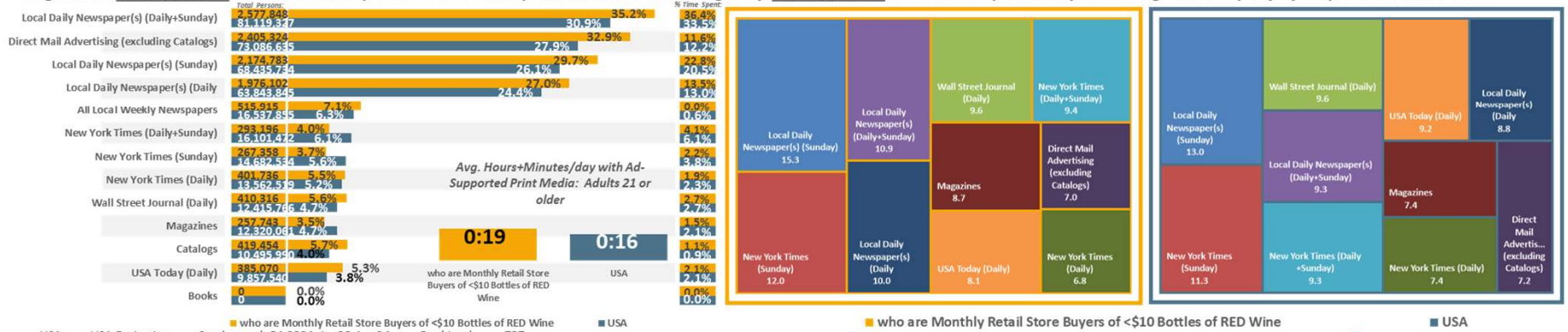


2,577,848 or 35.2% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 36.4% of all time spent daily with All forms of P

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

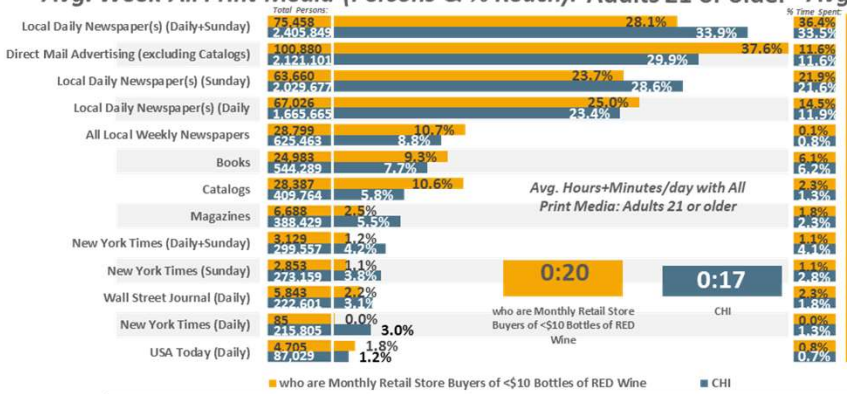
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)

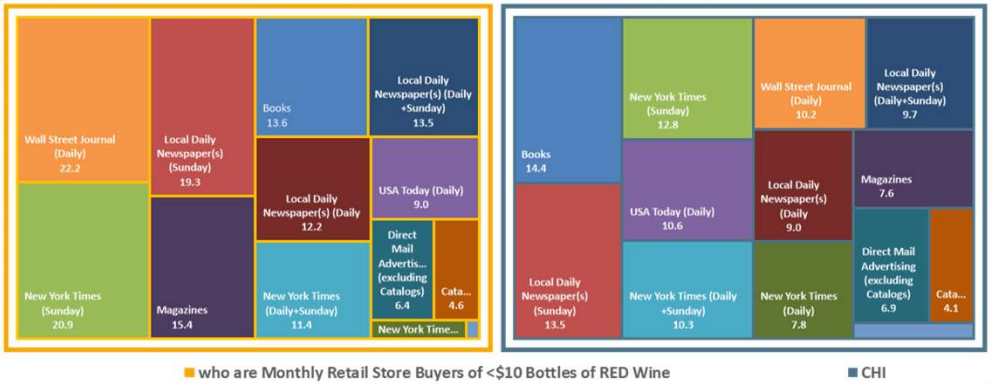


75,458 or 28.1% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 38.8% of all time spent daily with All forms of Print

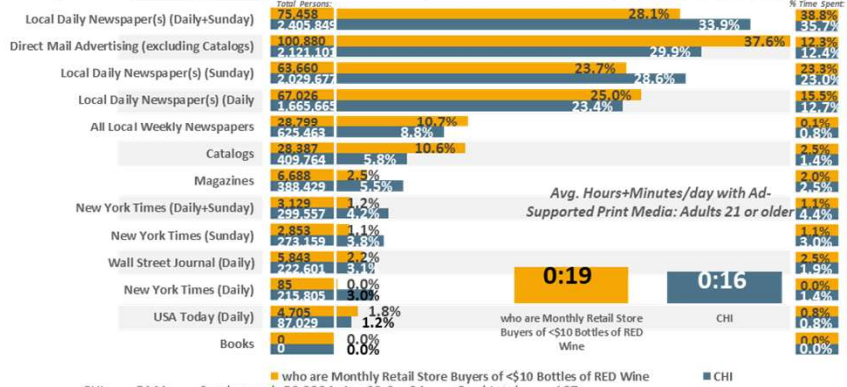
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



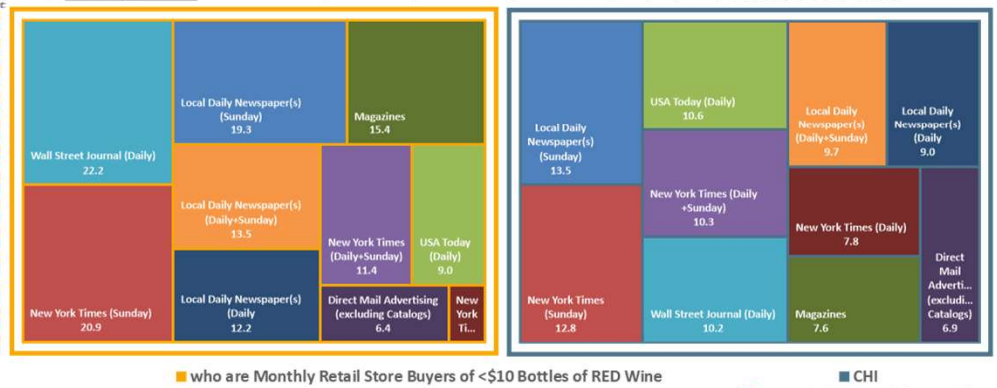
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 167

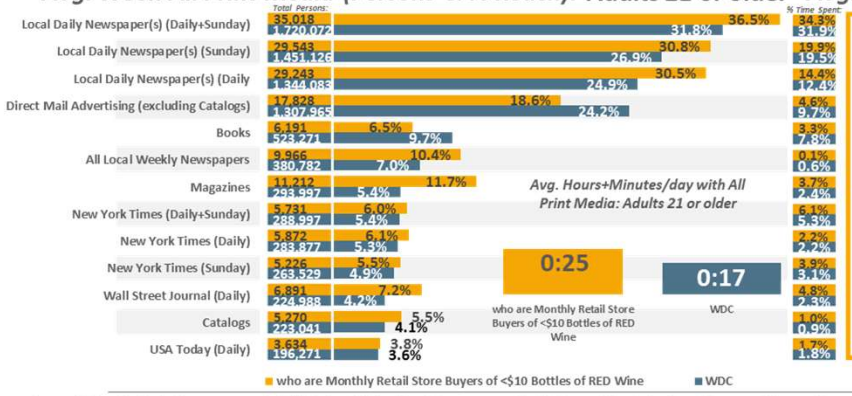
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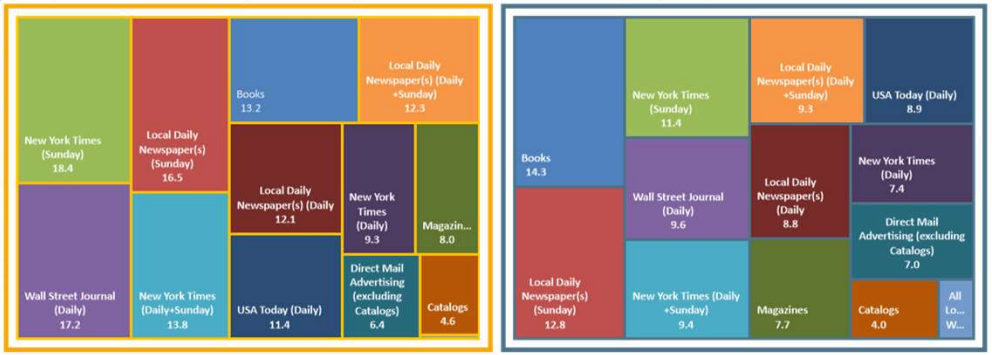
[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery store OR Where bought wine past 30 days: Liquor/beer/wine 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)

35,018 or 36.5% 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 12.3 minutes every day representing 35.4% of all time spent daily with All forms of Print

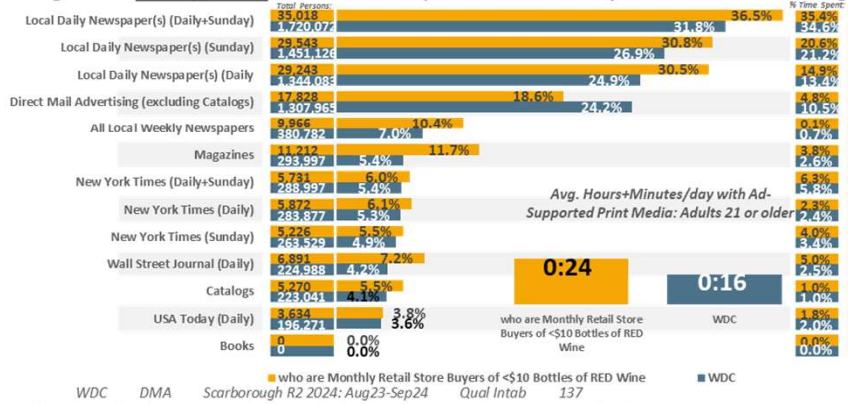
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



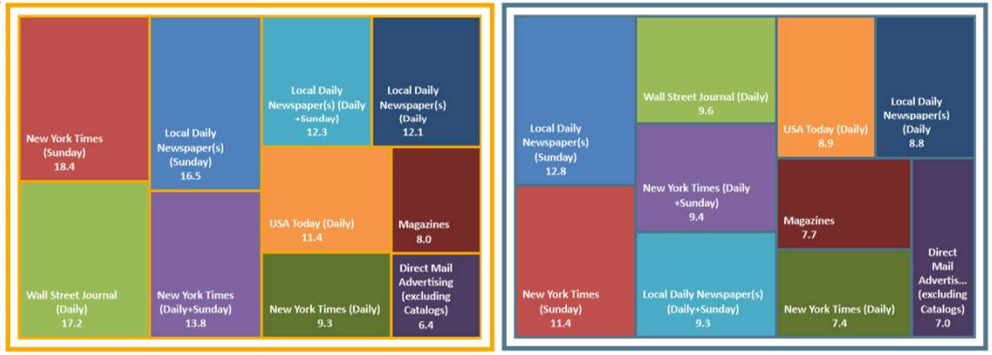
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 137

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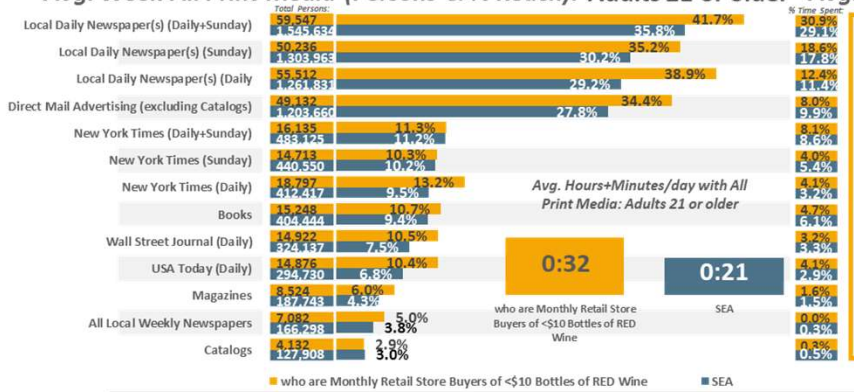
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[(((Age summaries: Adults 21 or older AND (Where bought wine past 30 days: Club store (Costco, Sam's Club, etc.) OR Where bought wine past 30 days: Convenience store OR Where bought wine past 30 days: Drug store OR Where bought wine past 30 days: Grocery 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)



59,547 or 41.7% 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 11.9 minutes every day representing 32.4% of all time spent daily with All forms of Print

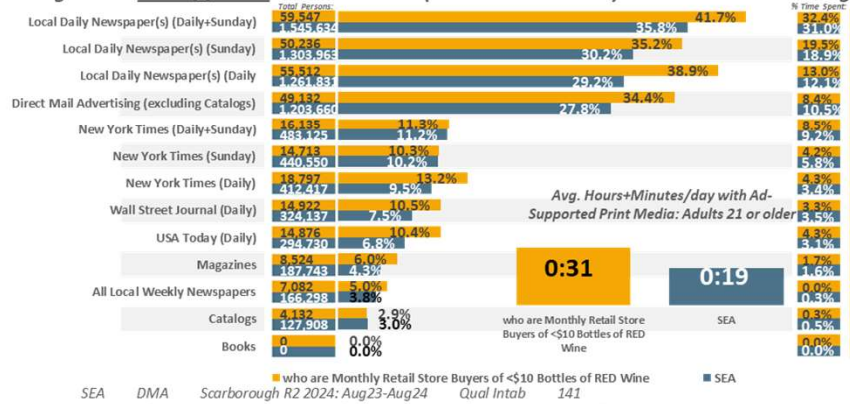
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



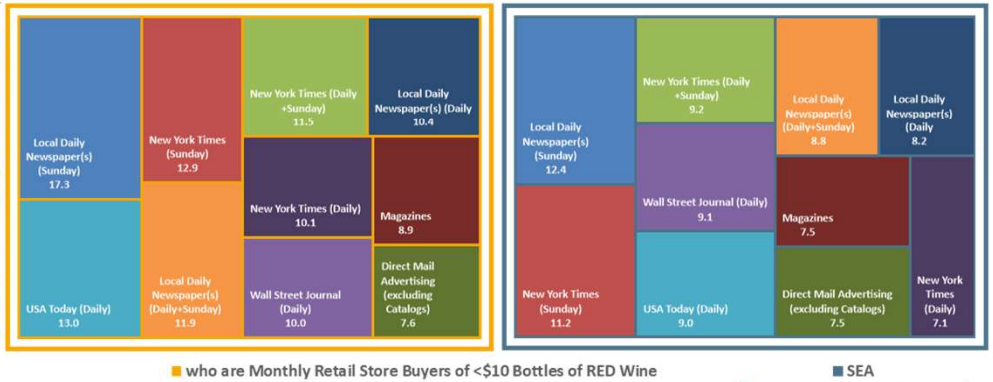
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 141

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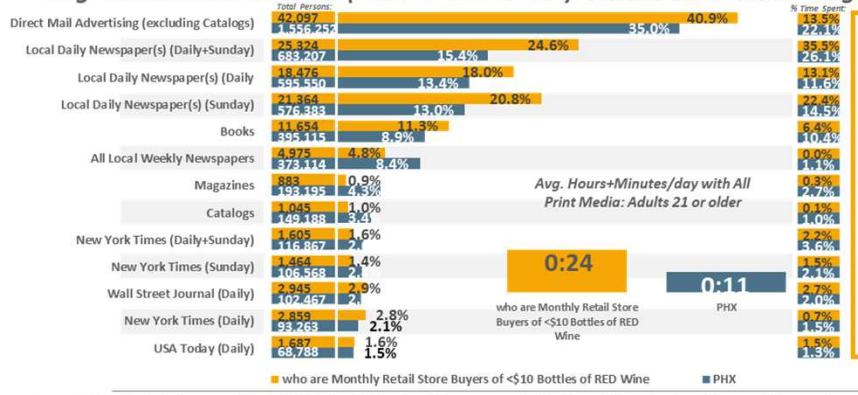
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25,324 or 24.6% of Adults 21 or older who are Monthly Retail Store Buyers of <$10 Bottles of RED Wine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.9 minutes every day representing 37.9% of all time spent daily with All forms of Print

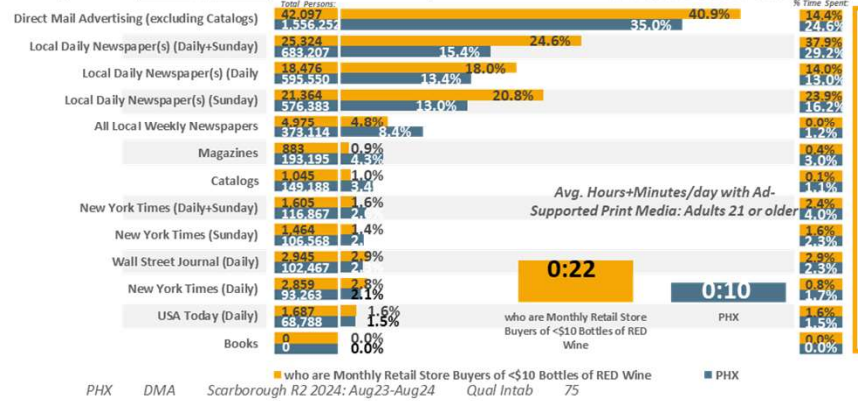
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 75

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