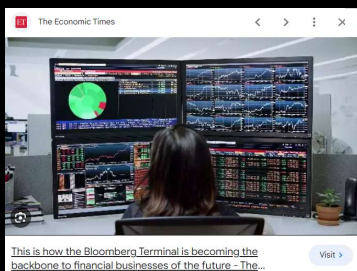


USA+4 DMAs – P21+ who drank Ménage à Trois Wines in the past 3 months!

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



Ménage à Trois

TRINCHERO
FAMILY WINE AND SPIRITS



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

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



P21+





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

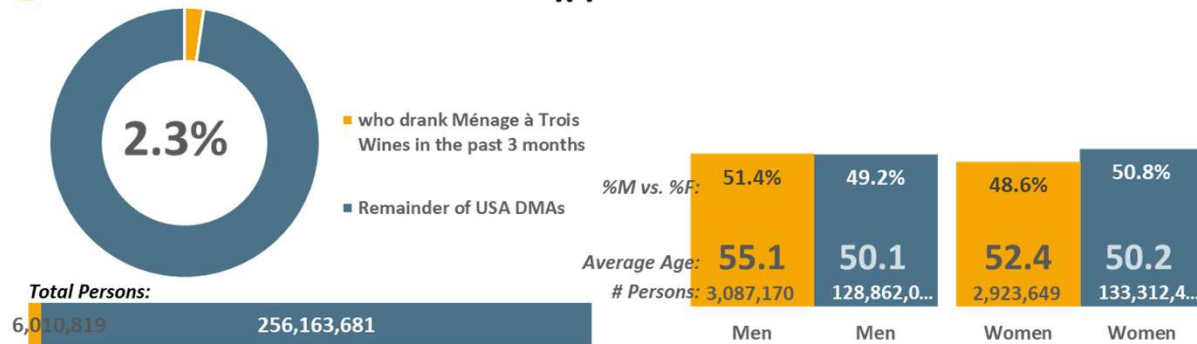


Percent of Market: Adults 21 or older

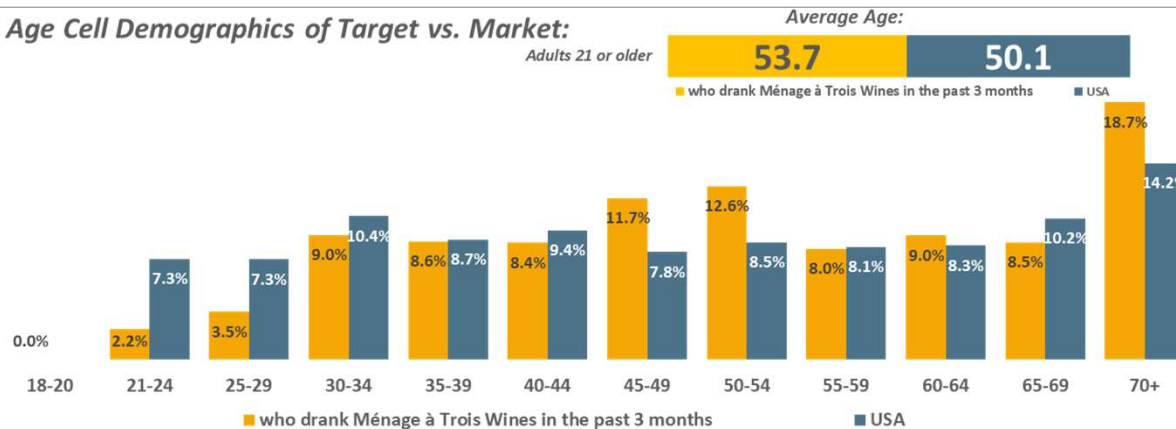


Gender of Target vs. Market: Adults 21 or older

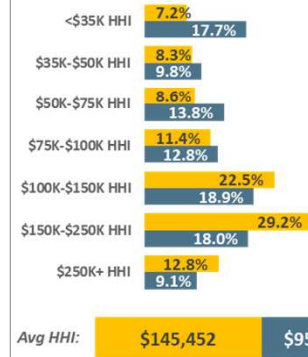
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



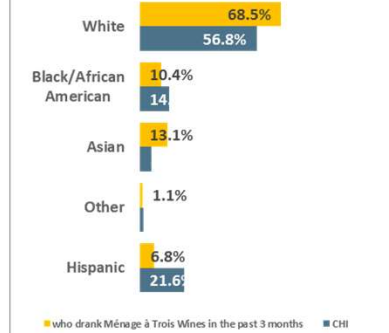
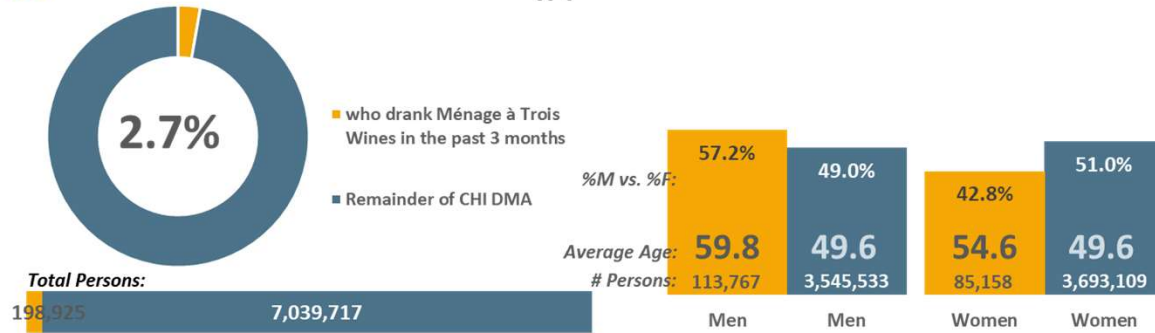
HHI of Target vs. Market:



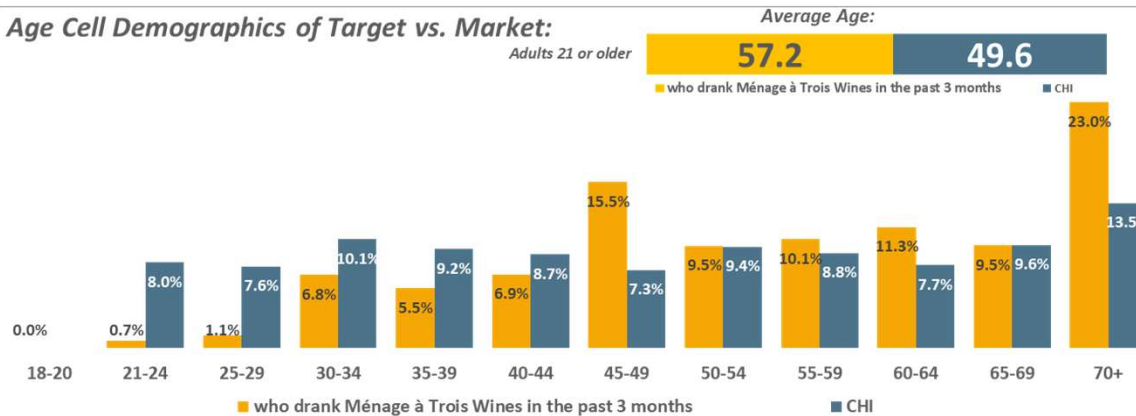


2.7% or 198,925 of CHI DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 57.2 years old (15.3% older than average) and have a \$160,608 (49.% higher than average) annual household income.

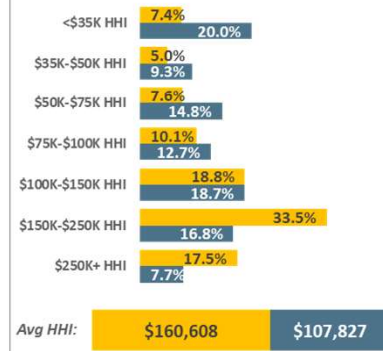
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



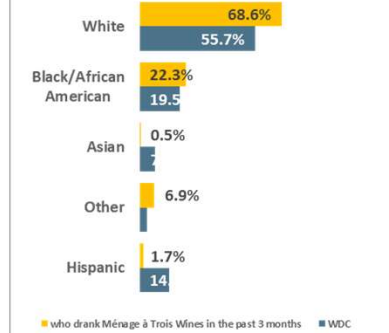
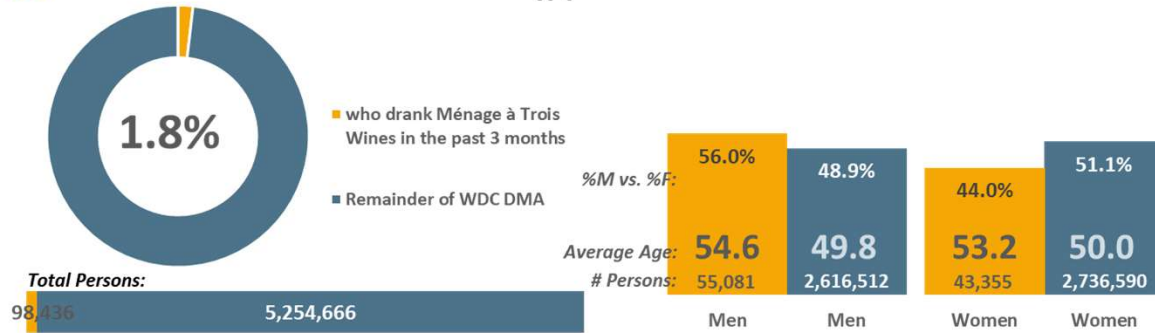
HHI of Target vs. Market:



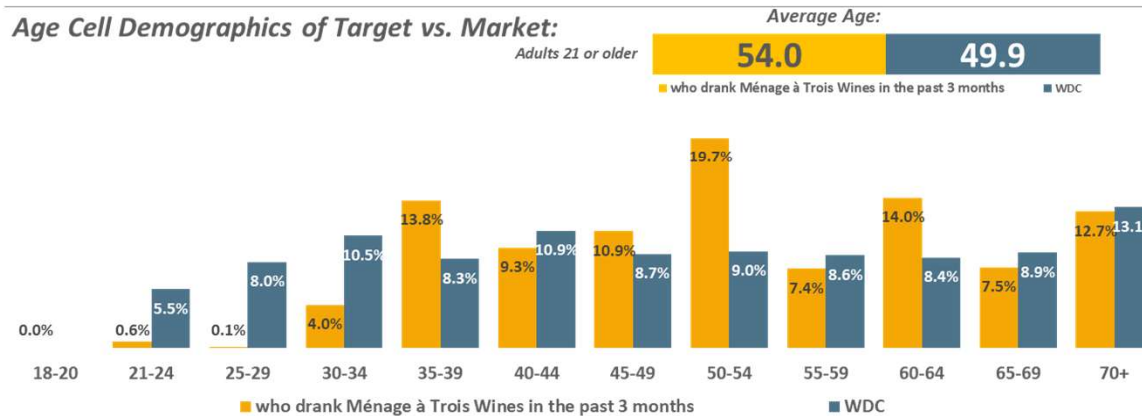


1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 54. years old (8.3% older than average) and have a \$160,501 (16.1% higher than average) annual household income.

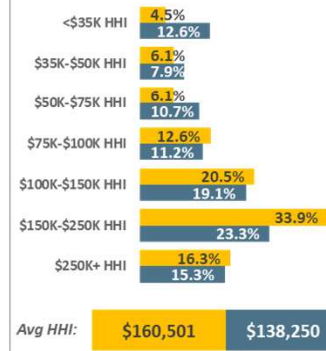
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



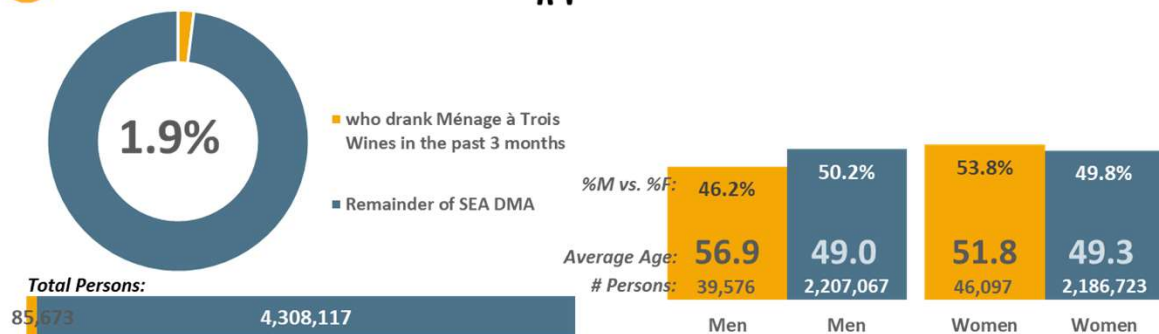
HHI of Target vs. Market:



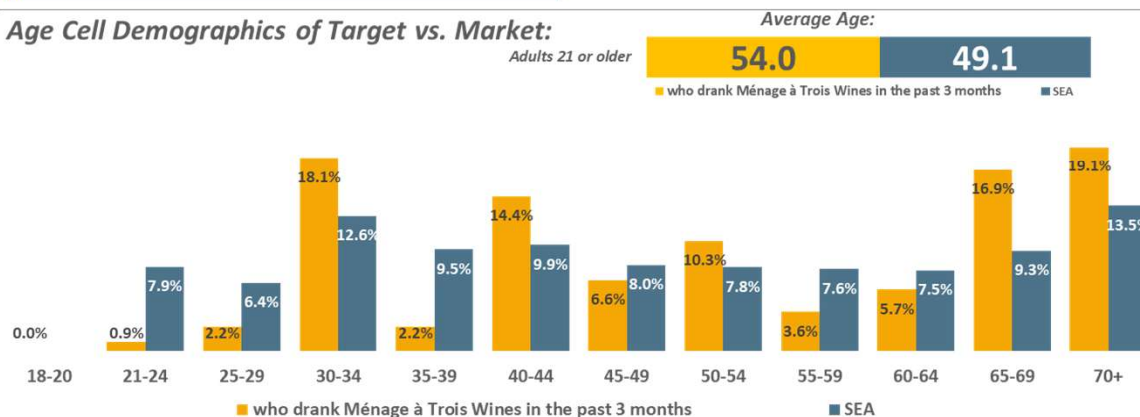


1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 54. years old (9.9% older than average) and have a \$142,771 (13.5% higher than average) annual household income.

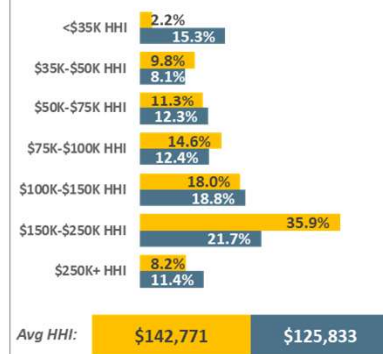
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Typical Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 56. years old (12.1% older than average) and have a \$128,752 (22.% higher than average) annual household income.

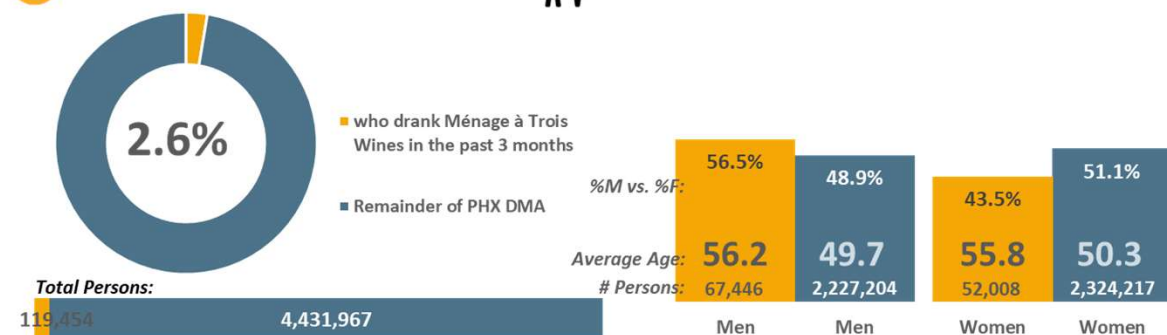


Percent of Market: Adults 21 or older

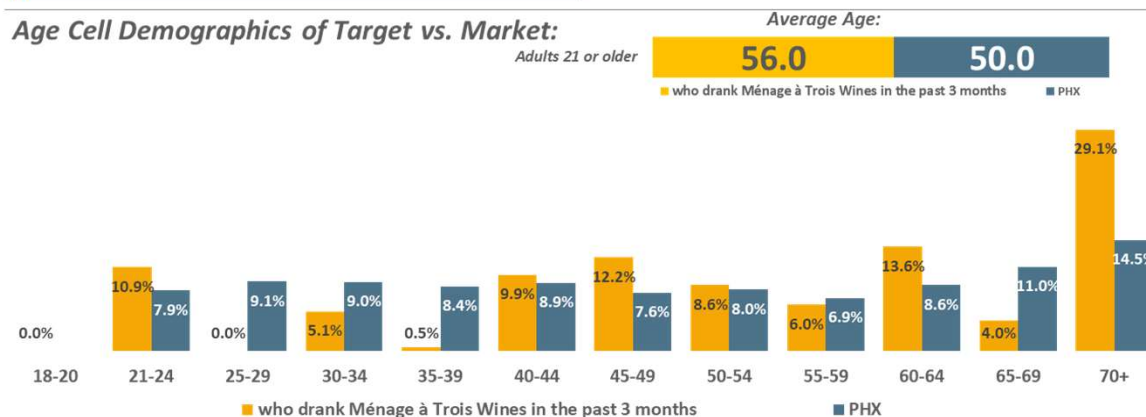


Gender of Target vs. Market: Adults 21 or older

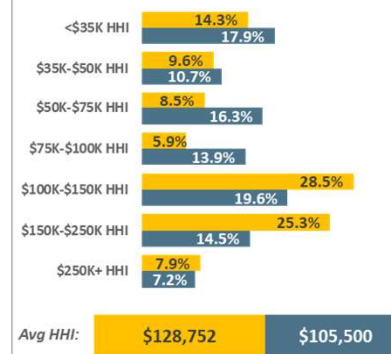
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

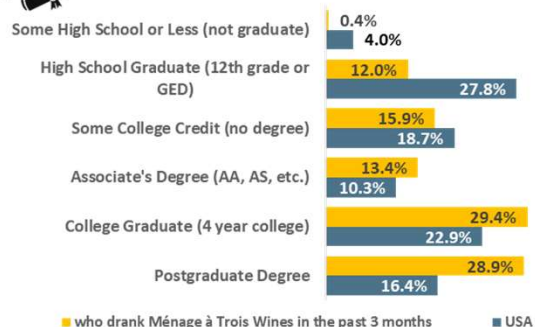




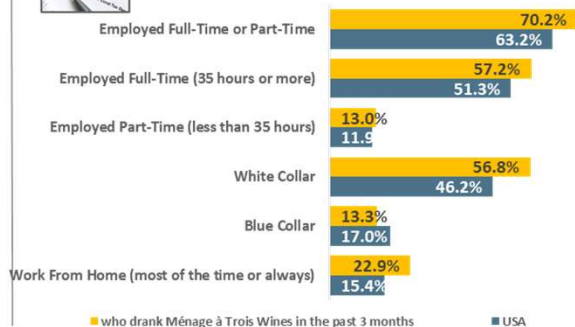
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 48.6% more likely to be a college graduate, 11.4% more likely to work full-time, 32.7% more likely to be married, 26.2% more likely to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



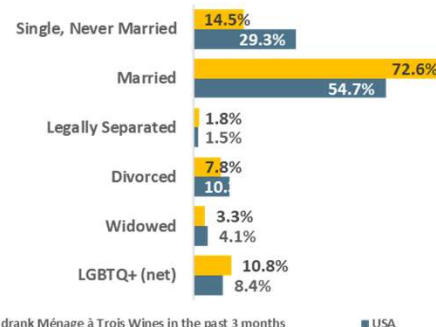
Education Levels: Adults 21 or older



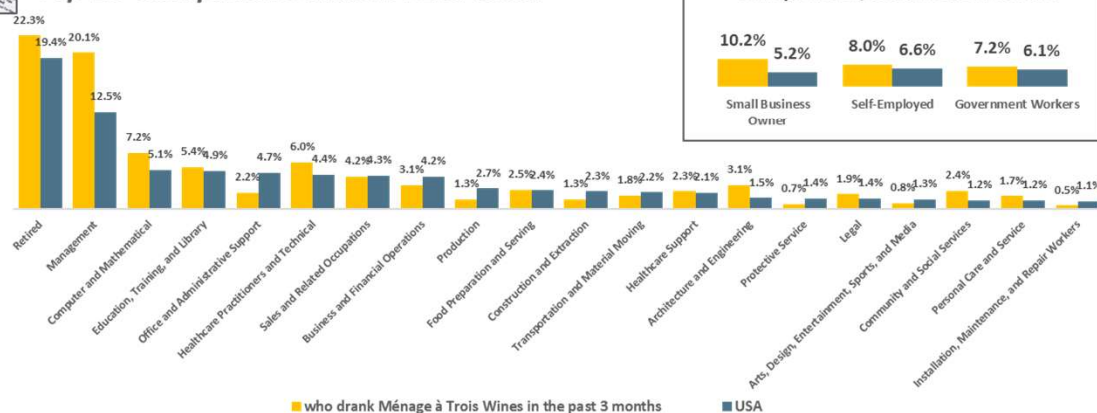
Employment: Adults 21 or older



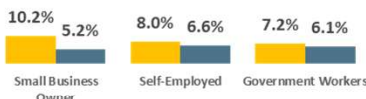
Marital Status: Adults 21 or older



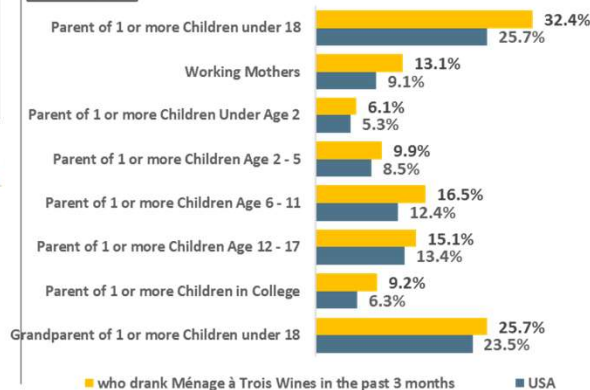
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



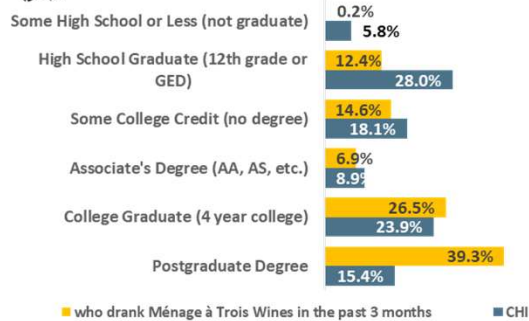
Stage in Life: Adults 21 or older



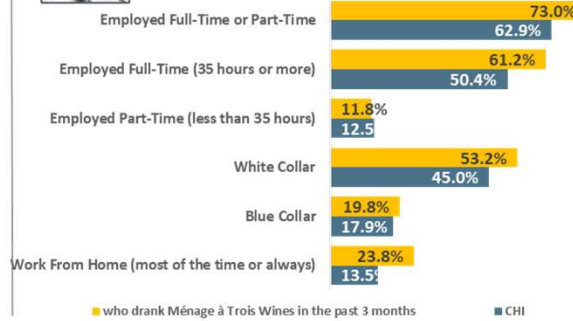


2.7% or 198,925 of CHI DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 67.8% more likely to be a college graduate, 21.5% more likely to work full-time, 54.3% more likely to be married, 6.6% less likely to be a parent of 1 or more children under 18.

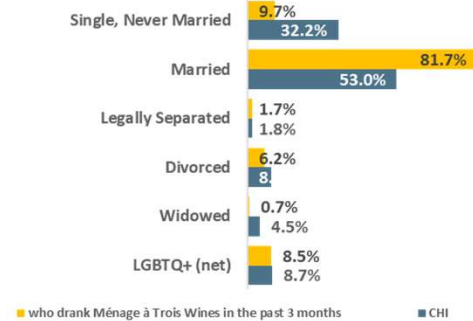
Education Levels: Adults 21 or older



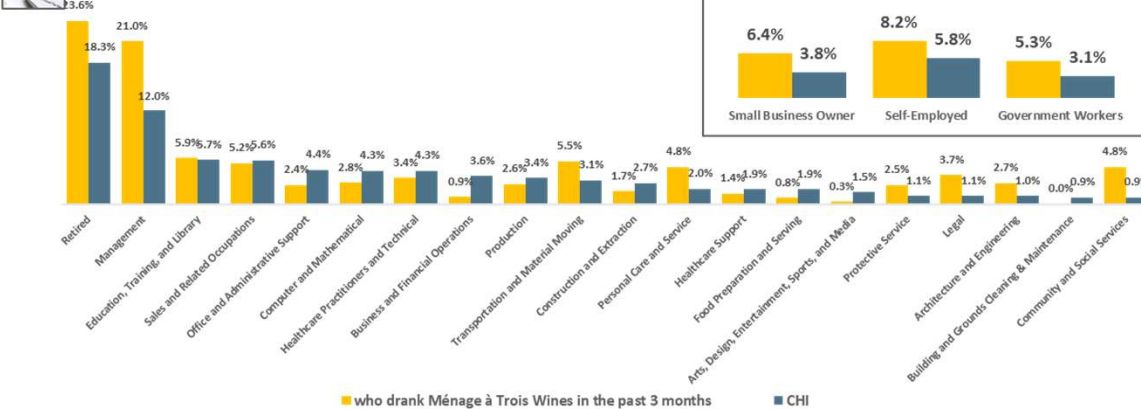
Employment: Adults 21 or older



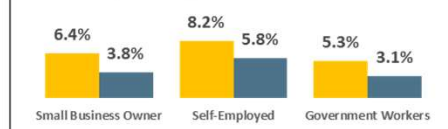
Marital Status: Adults 21 or older



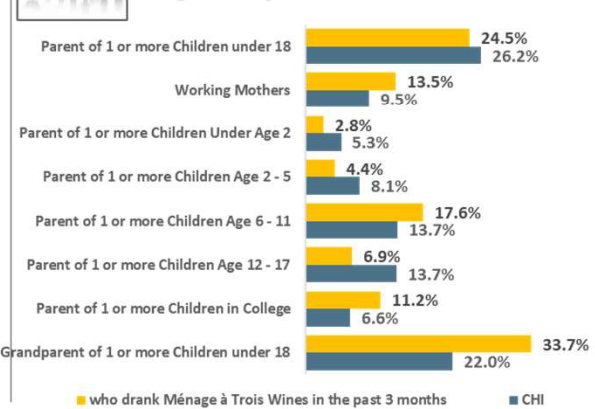
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

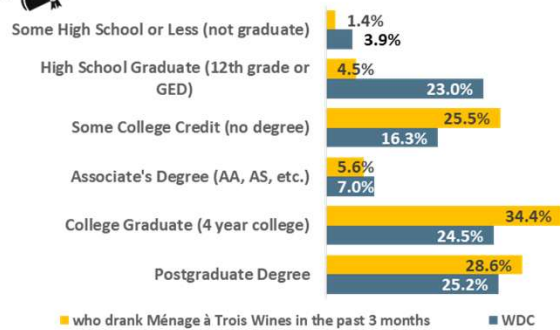




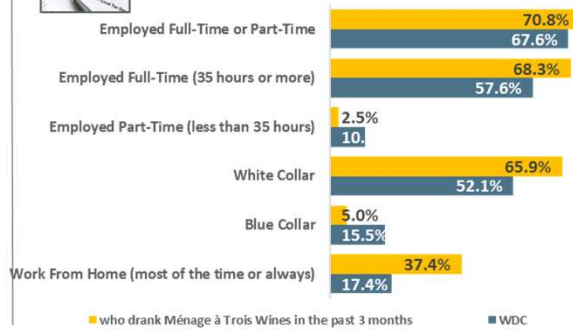
1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 26.8% more likely to be a college graduate, 18.7% more likely to work full-time, 37.1% more likely to be married, 59.4% more likely to be a parent of 1 or more children under 18.



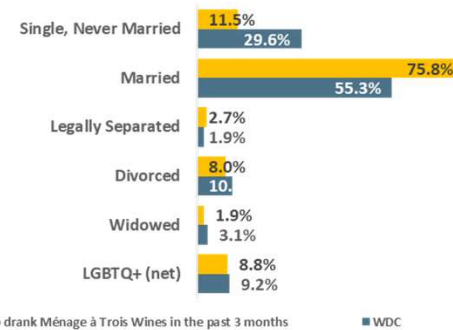
Education Levels: Adults 21 or older



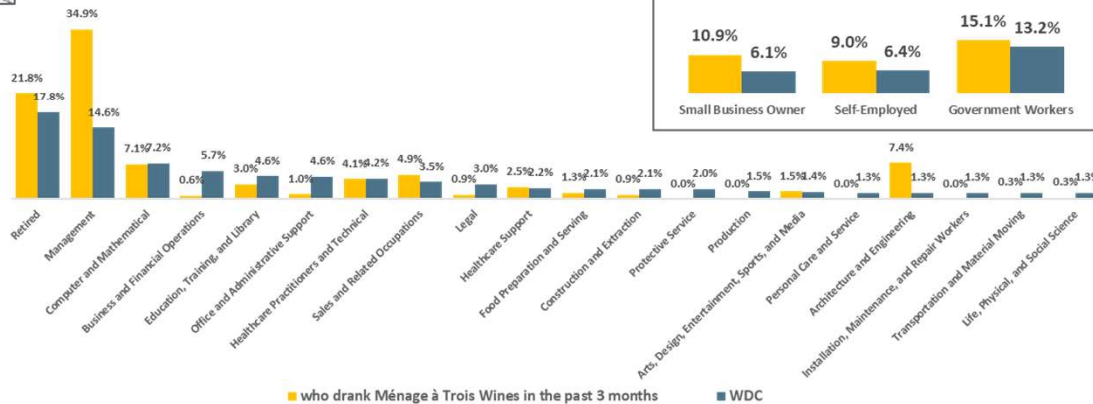
Employment: Adults 21 or older



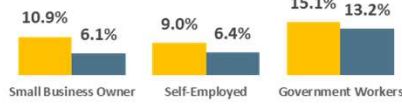
Marital Status: Adults 21 or older



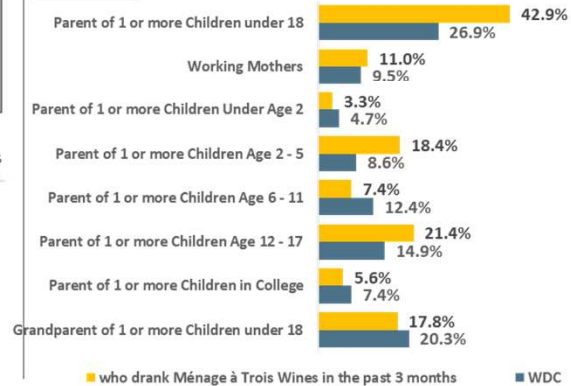
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

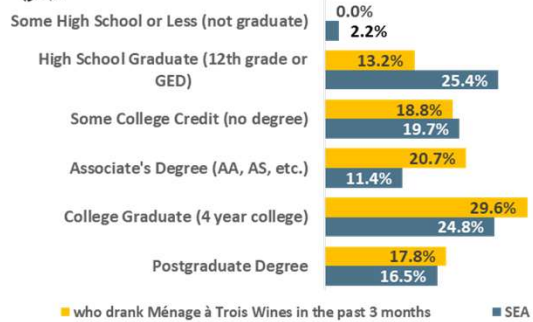




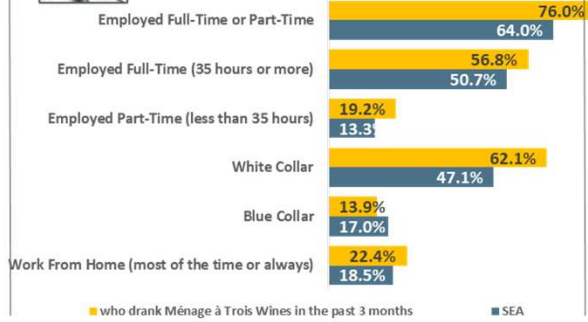
1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 14.7% more likely to be a college graduate, 11.9% more likely to work full-time, 1.4% more likely to be married, 7.2% more likely to be a parent of 1 or more children under 18.



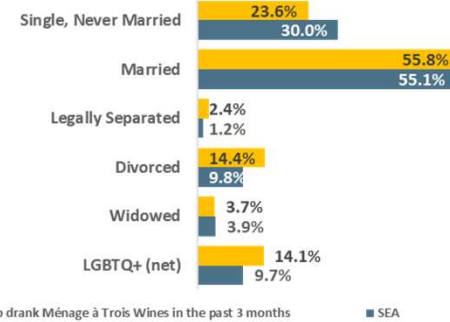
Education Levels: Adults 21 or older



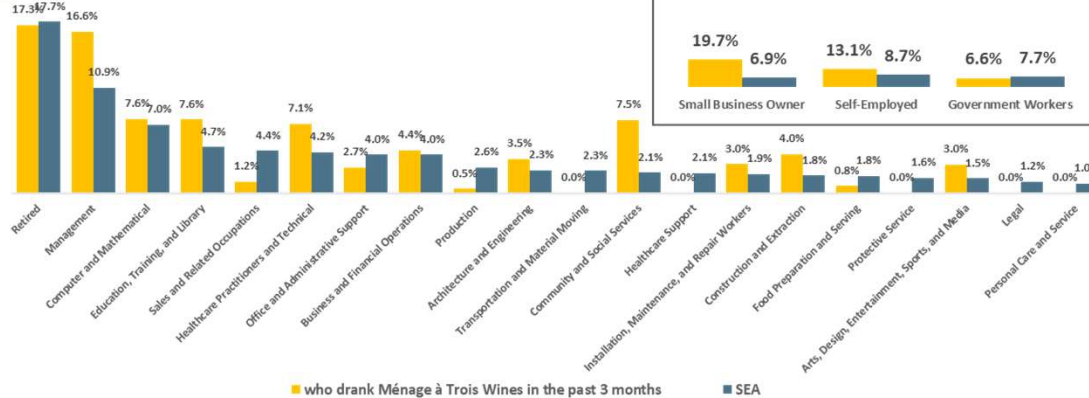
Employment: Adults 21 or older



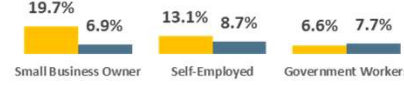
Marital Status: Adults 21 or older



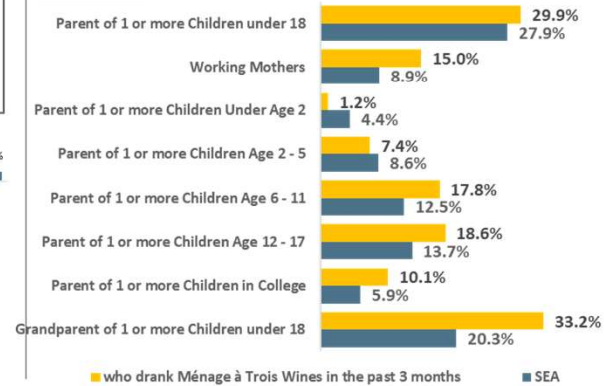
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

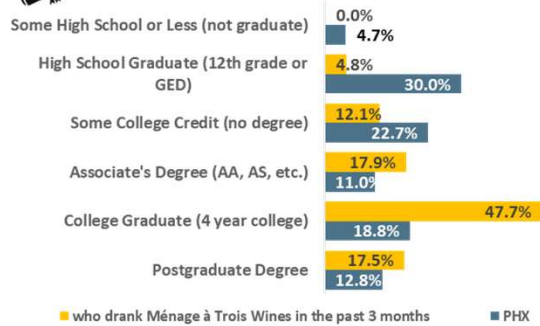




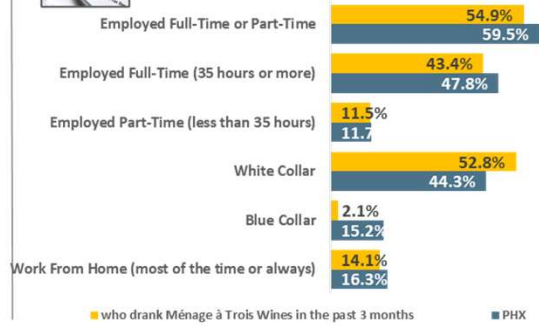
2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 106.3% more likely to be a college graduate, 9.1% less likely to work full-time, 14.2% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.



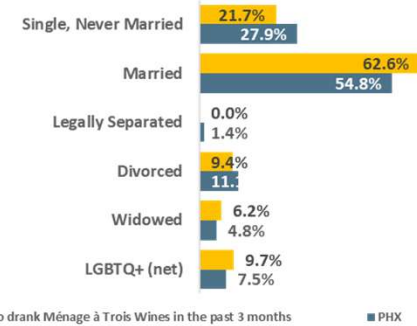
Education Levels: Adults 21 or older



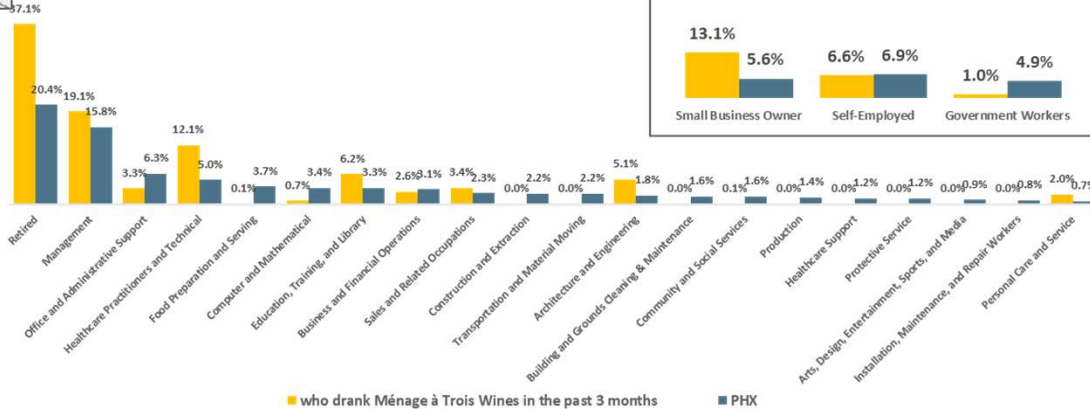
Employment: Adults 21 or older



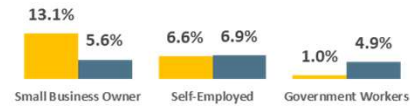
Marital Status: Adults 21 or older



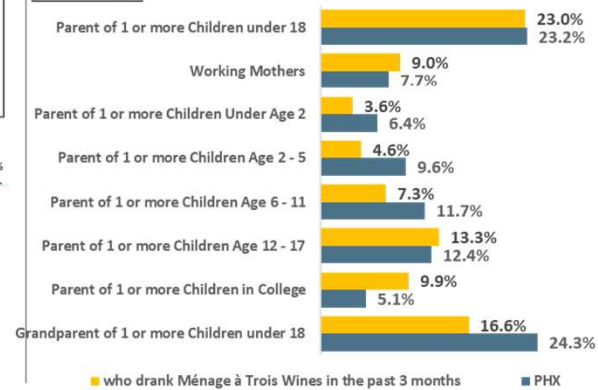
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

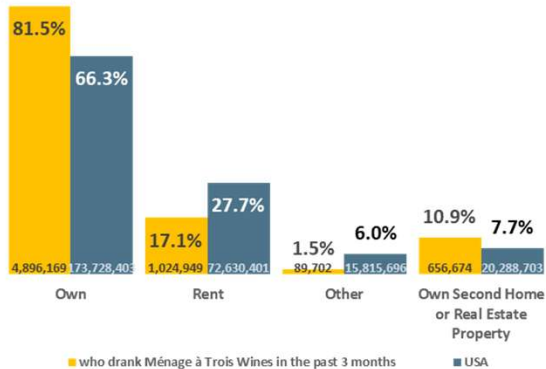




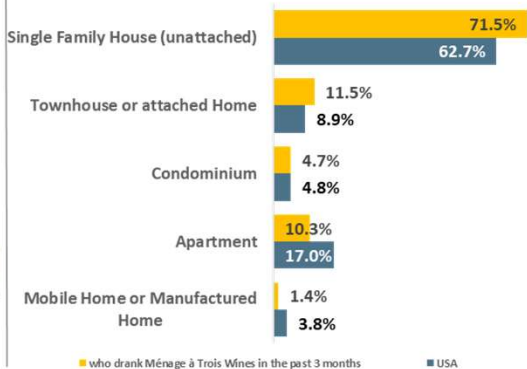
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 22.9% more likely to own their home, 40.4% more likely to own a higher valued home, 14.% more likely to have a single-family home, 25.9%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



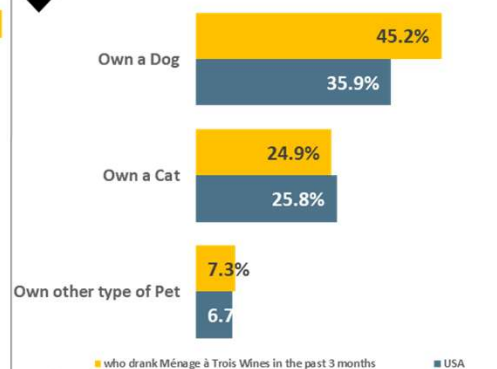
Own/Rent/Other: Adults 21 or older



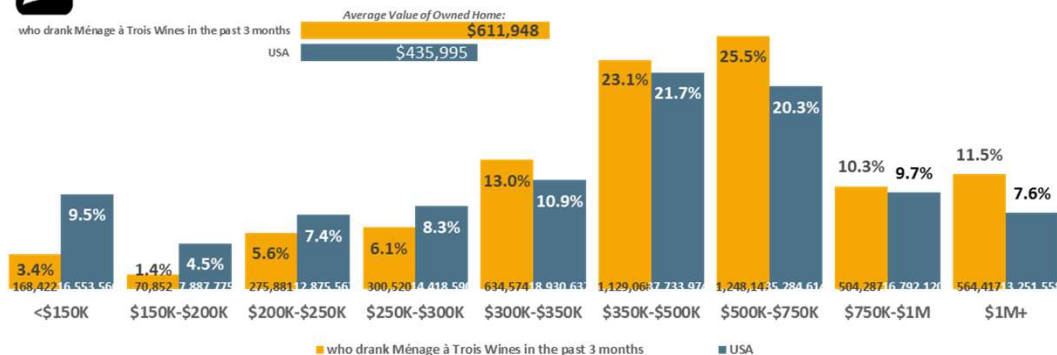
Type of Home: Adults 21 or older



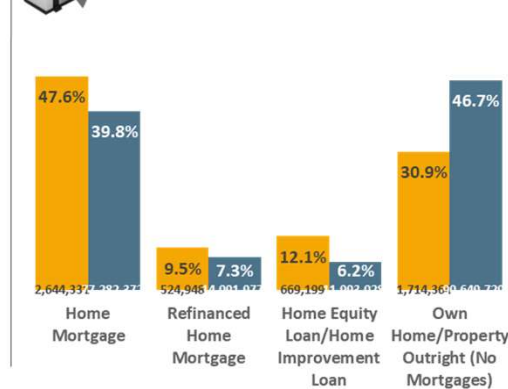
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older

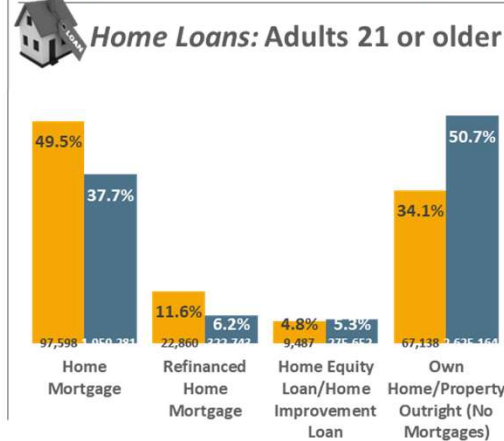
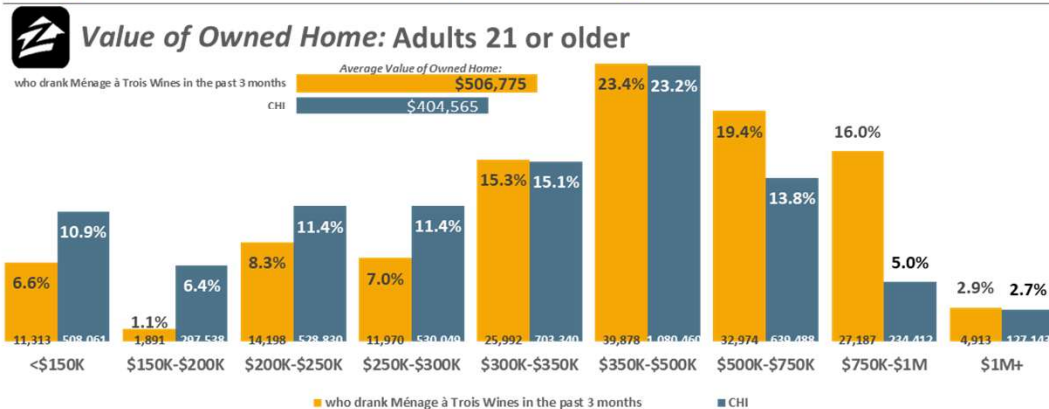
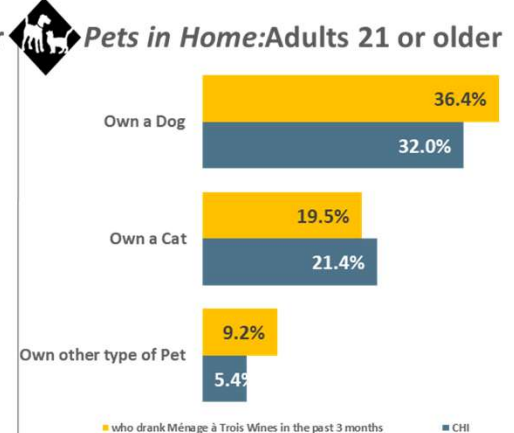
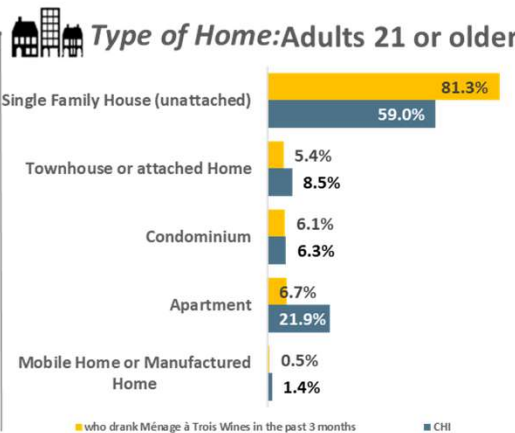
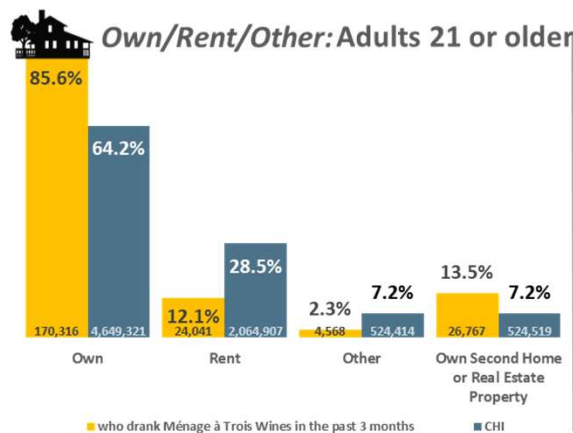


Home Loans: Adults 21 or older





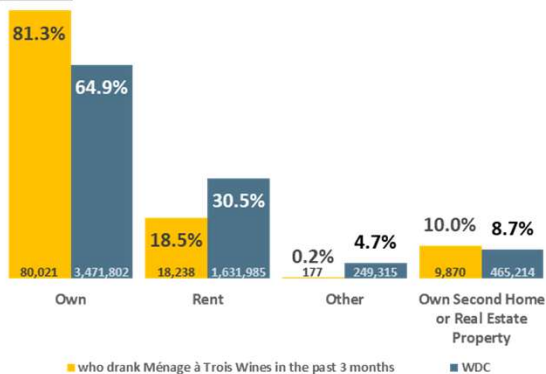
2.7% or 198,925 of CHI DMA Adults 21 or older drank M  nage    Trois Wines in the past 3 months. Adults 21 or older who drank M  nage    Trois Wines in the past 3 months are 33.3% more likely to own their home, 25.3% more likely to own a higher valued home, 37.9% more likely to have a single-family home, 13.7% more likely to have a dog.



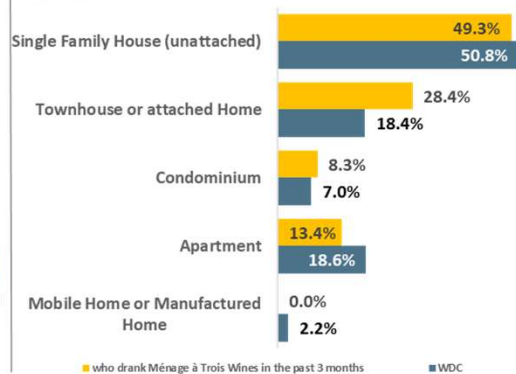


1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 25.3% more likely to own their home, 9.7% more likely to own a higher valued home, 3.3% less likely to have a single-family home, 18.2% more likely to have a dog.

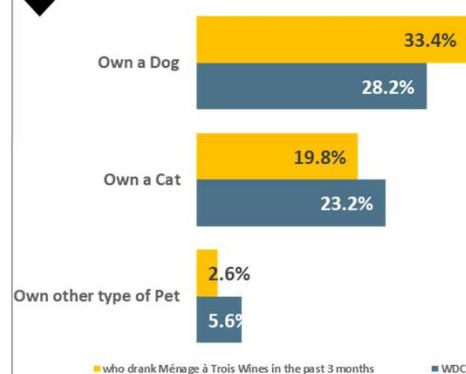
Own/Rent/Other: Adults 21 or older



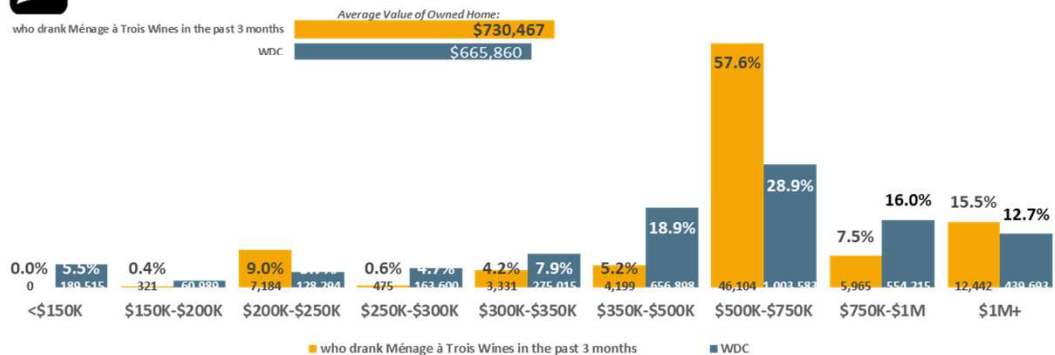
Type of Home: Adults 21 or older



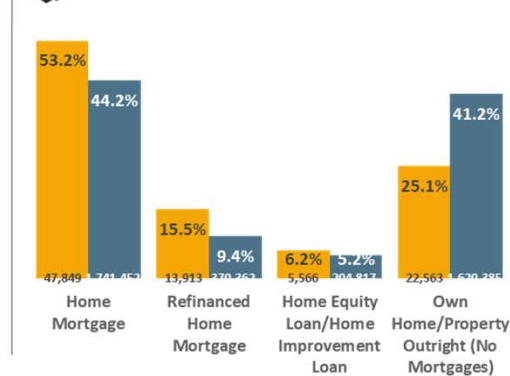
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older

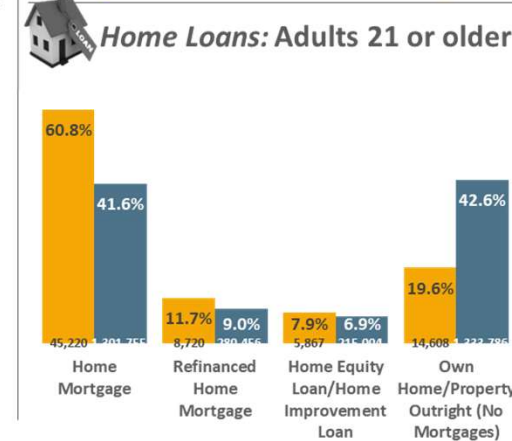
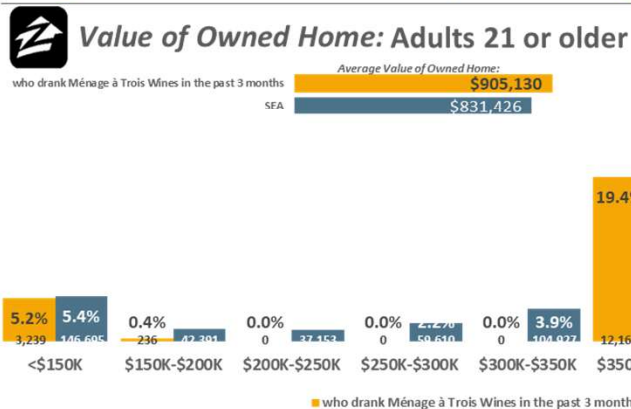
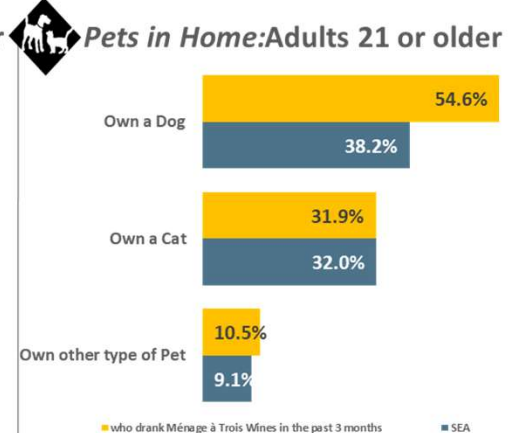
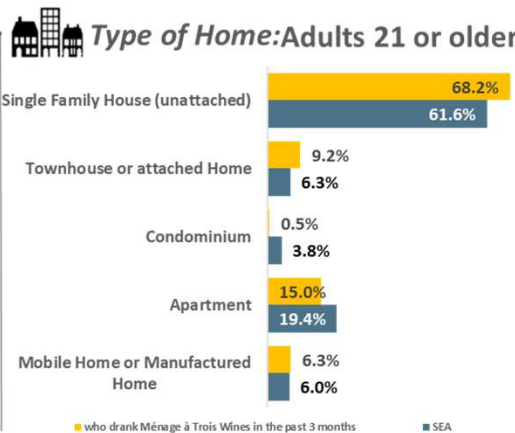
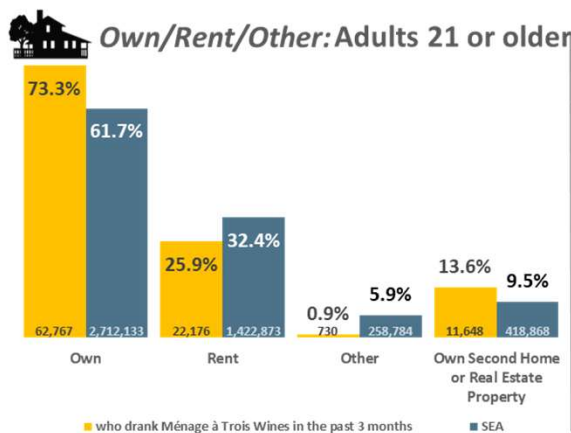


Home Loans: Adults 21 or older





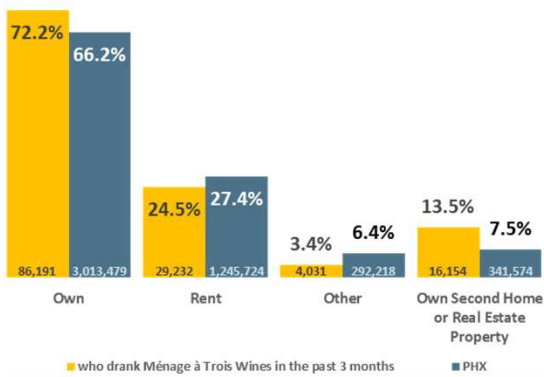
1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 18.7% more likely to own their home, 8.9% more likely to own a higher valued home, 10.6% more likely to have a single-family home, 43.1% more likely to have a dog.



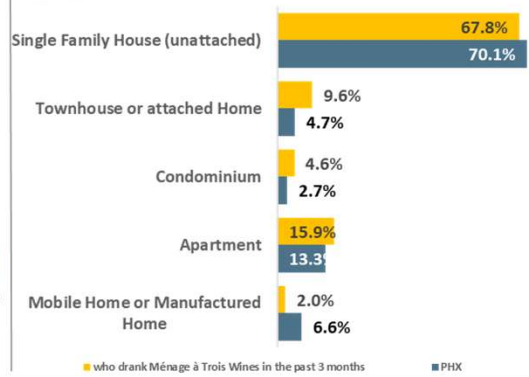


2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 9.% more likely to own their home, 22.6% more likely to own a higher valued home, 3.2% less likely to have a single-family home, 10.8% more likely to have a dog.

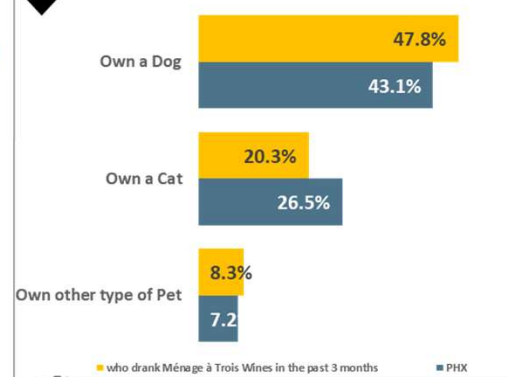
Own/Rent/Other: Adults 21 or older



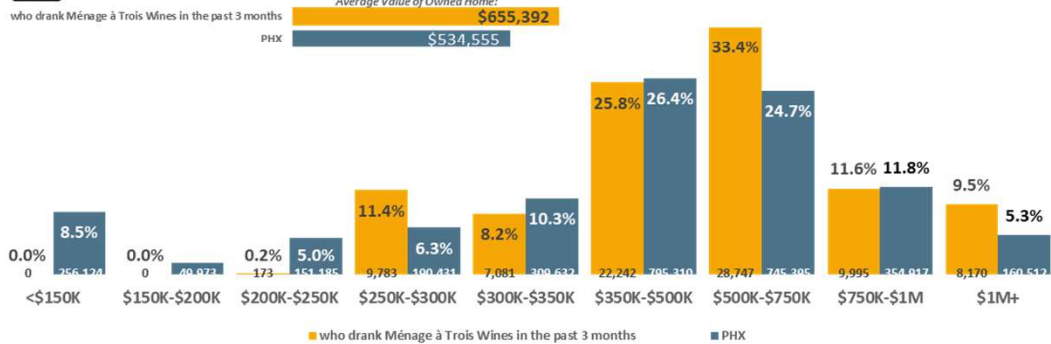
Type of Home: Adults 21 or older



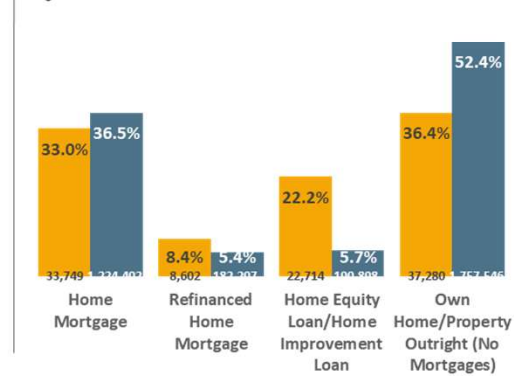
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

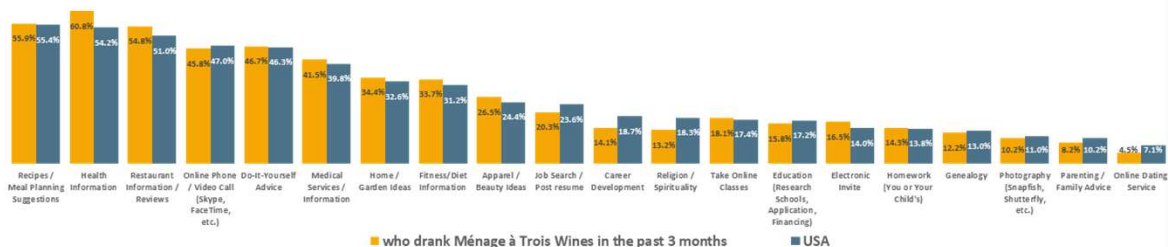




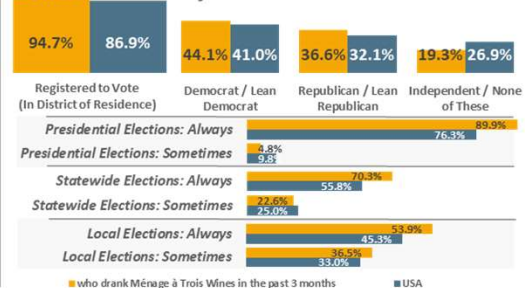
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are .8% more likely to look up D-I-Y advice online, 19.2% more likely to always vote in local elections, 40.8% more likely to belong to a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



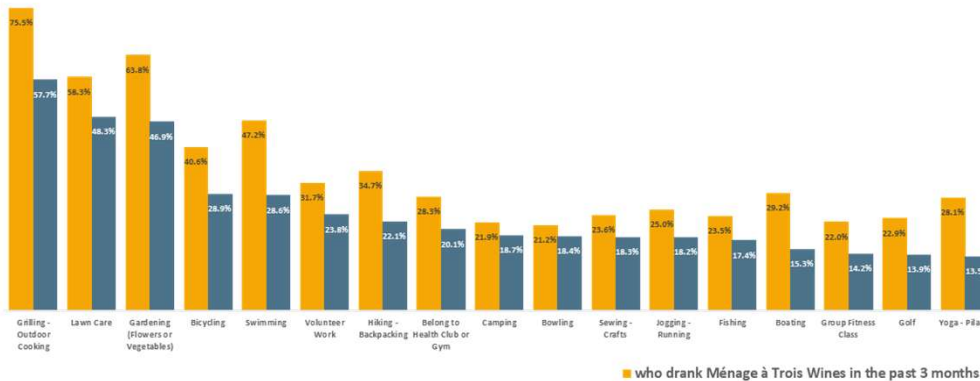
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



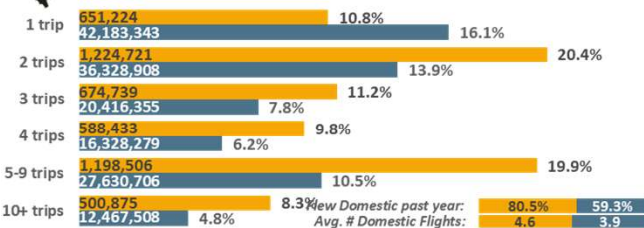
Political Activity: Adults 21 or older



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



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



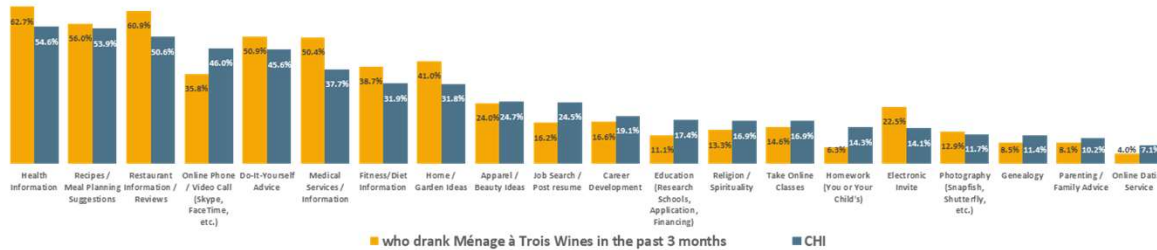
New Domestic past year: 80.5%
Avg. # Domestic Flights: 4.6



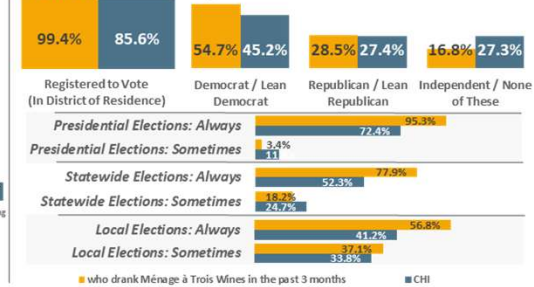
2.7% or 198,925 of CHI DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 11.7% more likely to look up D-I-Y advice online, 37.6% more likely to always vote in local elections, 31.7% more likely to belong to a gym, 27.8% more likely to fly domestic past



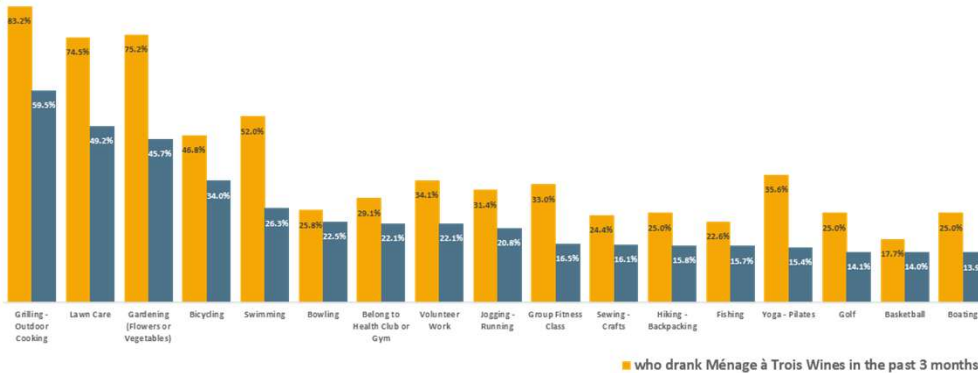
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



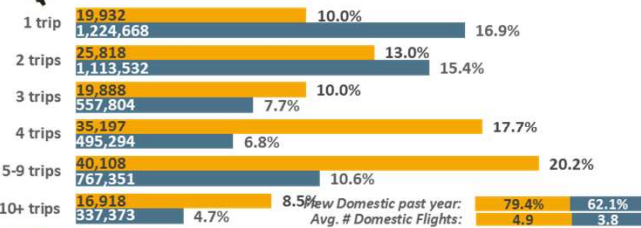
Political Activity: Adults 21 or older



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



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



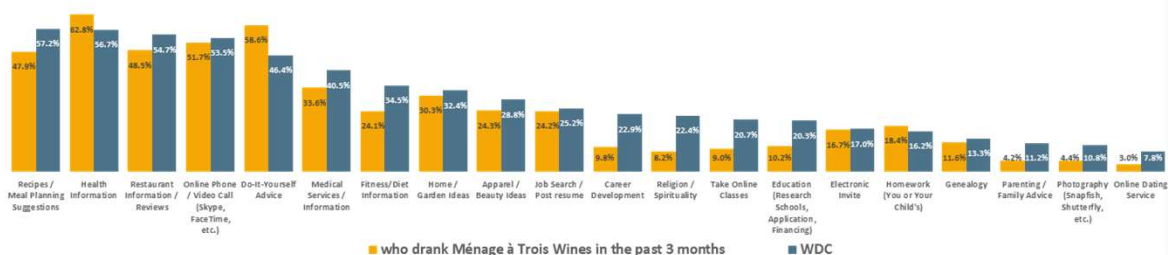
few Domestic past year: 79.4%
Avg. # Domestic Flights: 4.9



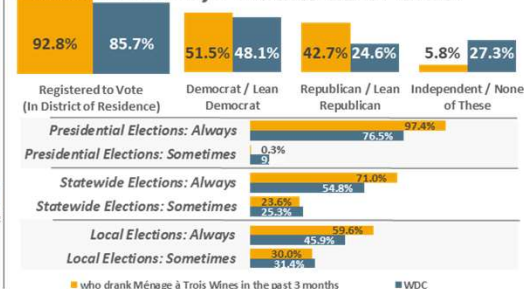
1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 26.2% more likely to look up D-I-Y advice online, 29.9% more likely to always vote in local elections, 5.7% more likely to belong to a gym, 45.% more likely to fly domestic past yr



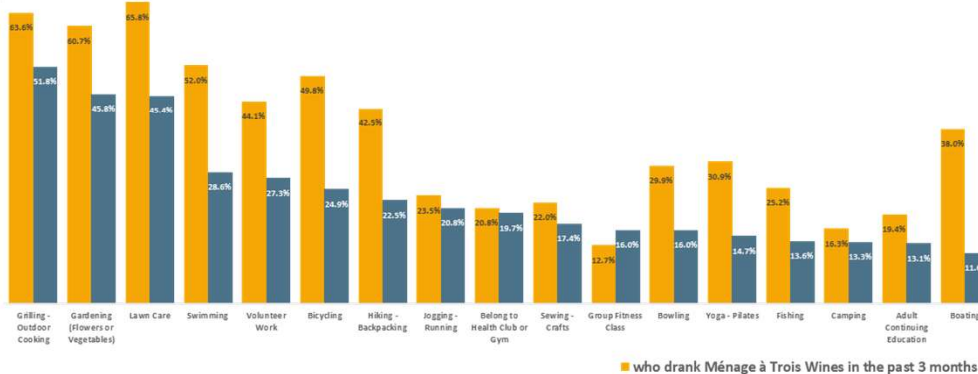
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



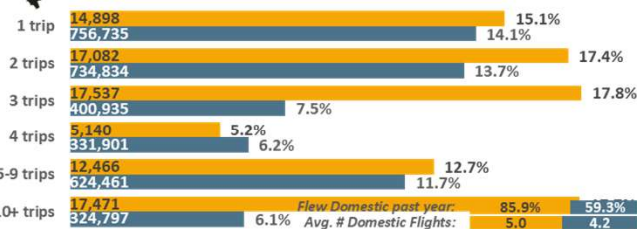
Political Activity: Adults 21 or older



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



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

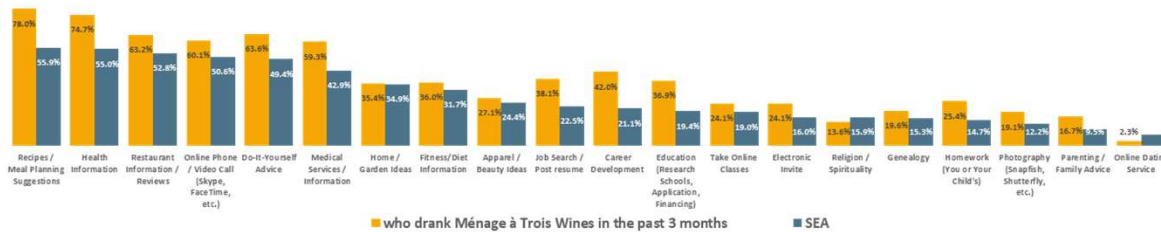




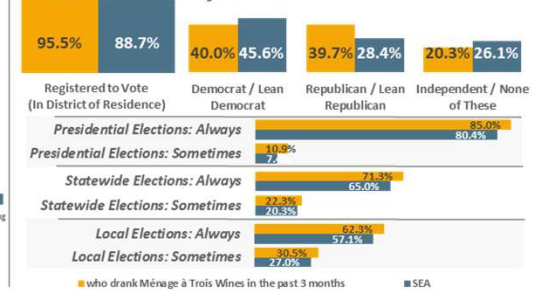
1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 28.7% more likely to look up D-I-Y advice online, 9.1% more likely to always vote in local elections, 18.9% less likely to belong to a gym, 38.9% more likely to fly domestic past y



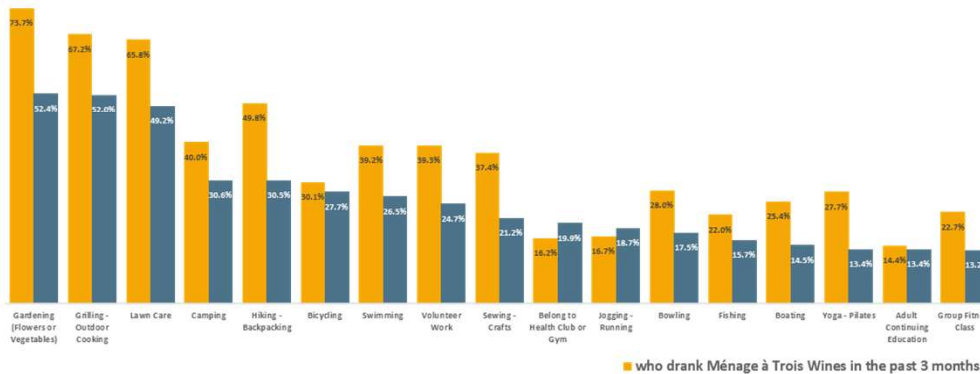
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



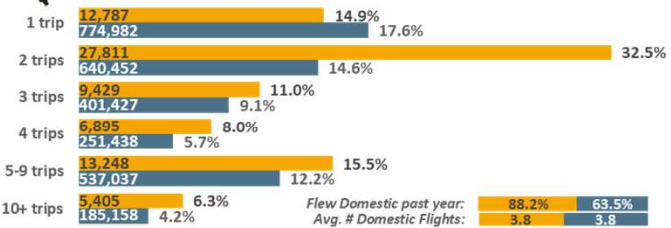
Political Activity: Adults 21 or older



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



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



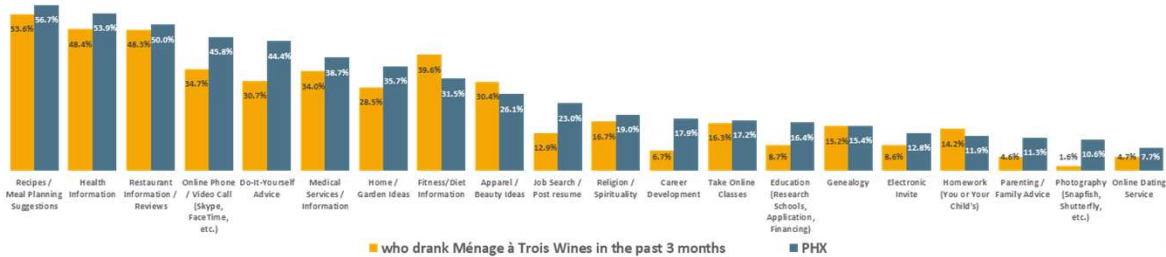
Flew Domestic past year: 88.2%
Avg. # Domestic Flights: 3.8



2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 30.8% less likely to look up D-I-Y advice online, 25.3% more likely to always vote in local elections, 46.2% more likely to belong to a gym, 23.% more likely to fly domestic past y

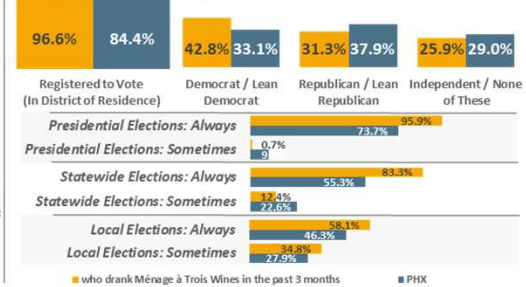


Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



■ who drank Ménage à Trois Wines in the past 3 months ■ PHX

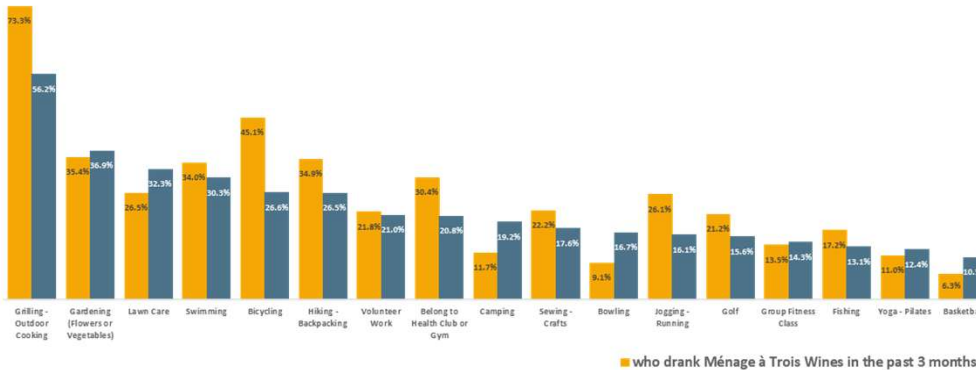
Political Activity: Adults 21 or older



■ who drank Ménage à Trois Wines in the past 3 months ■ PHX



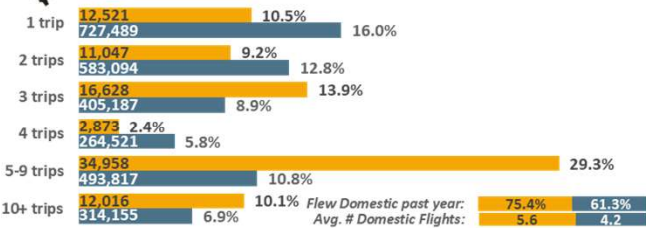
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



■ who drank Ménage à Trois Wines in the past 3 months ■ PHX



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

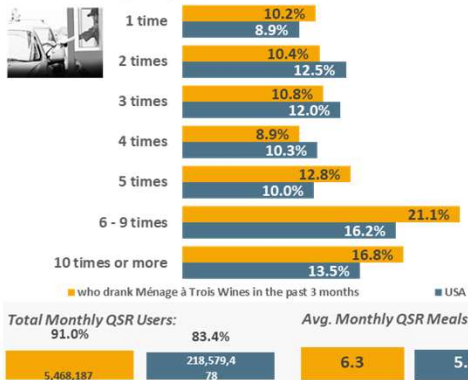


Flew Domestic past year: 75.4%
Avg. # Domestic Flights: 5.6

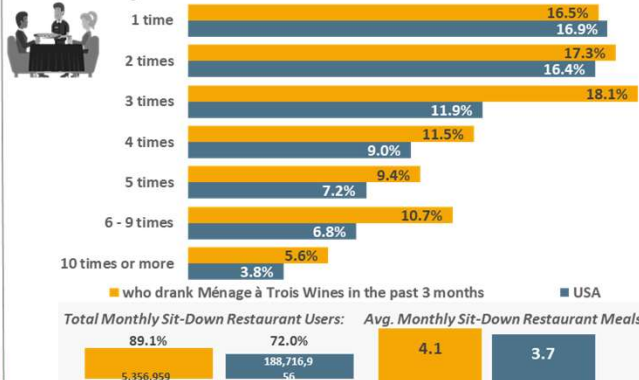


2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 9.1% more likely to use QSRs past mo., 23.8% more likely to use Sit-Down Restaurants past mo., 31.8% more likely to use Casinos past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

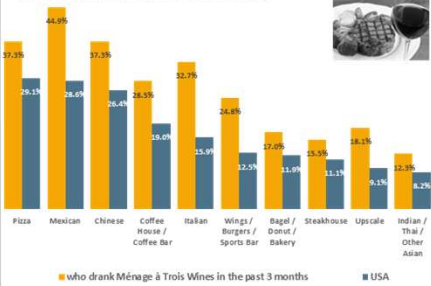
Past 30-days QSR Users: Adults 21 or older



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



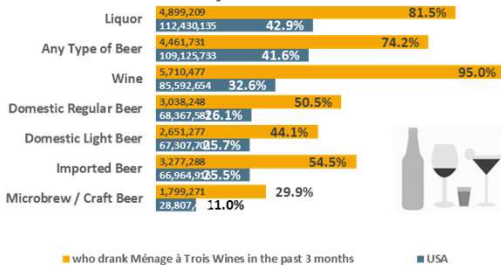
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



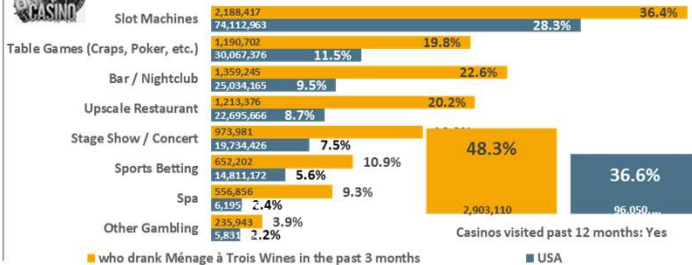
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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

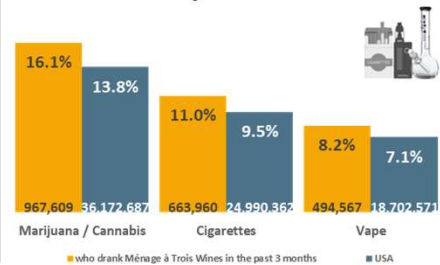
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



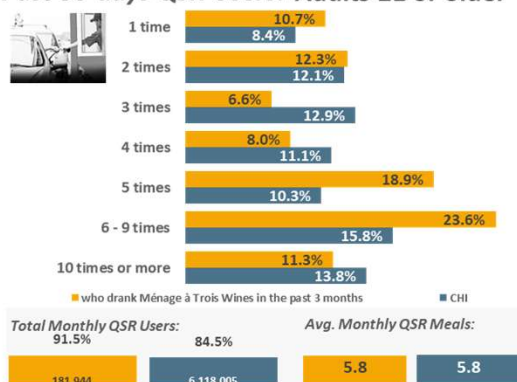
Used Past 30-days: Adults 21 or older



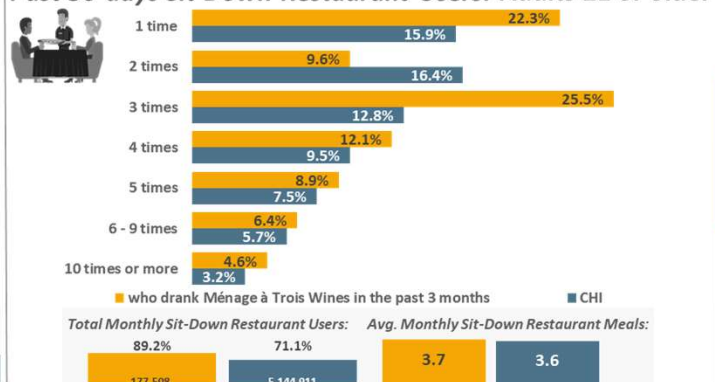


2.7% or 198,925 of CHI DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 8.2% more likely to use QSRs past mo., 25.5% more likely to use Sit-Down Restaurants past mo., 29.8% more likely to use Casinos past yr., 75.8% less likely to smoke cigarettes.

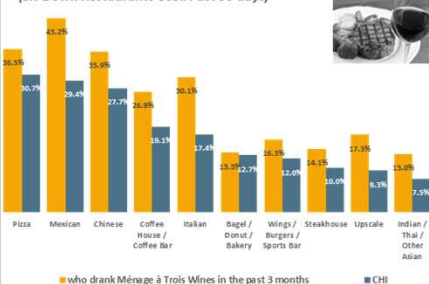
Past 30-days QSR Users: Adults 21 or older



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

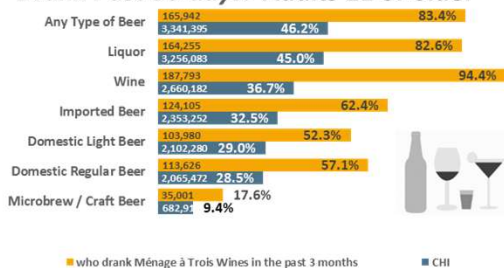


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

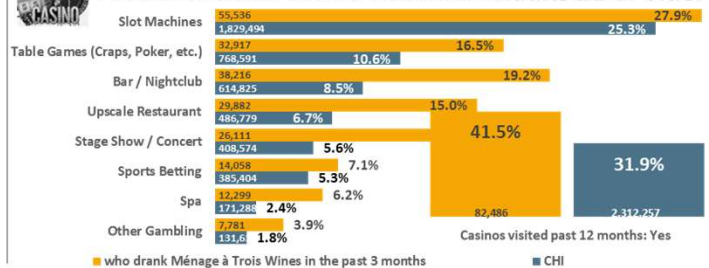


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who drank Ménéage à Trois Wines in the past 3 months: 56,976 (28.6%)
 CHI: 1,601,489 (22.1%)

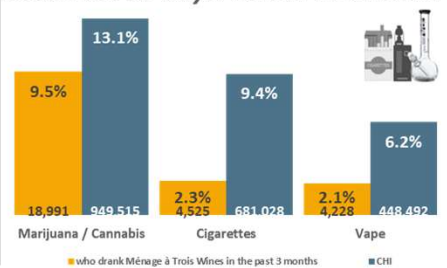
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



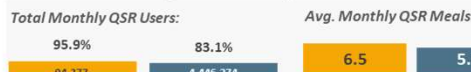
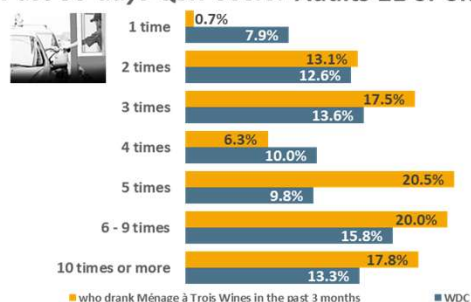
Used Past 30-days: Adults 21 or older



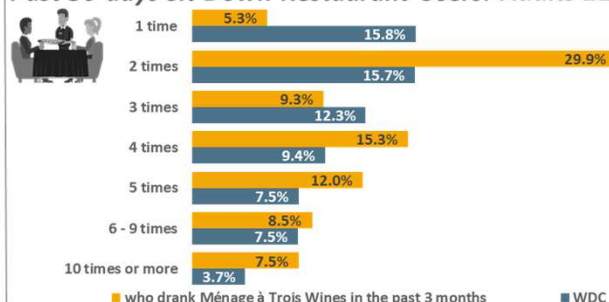


1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 15.4% more likely to use QSRs past mo., 22.1% more likely to use Sit-Down Restaurants past mo., 48.8% more likely to use Casinos past yr., 29.6% less likely to smoke cigarettes.

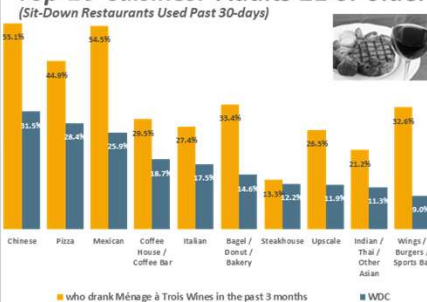
Past 30-days QSR Users: Adults 21 or older



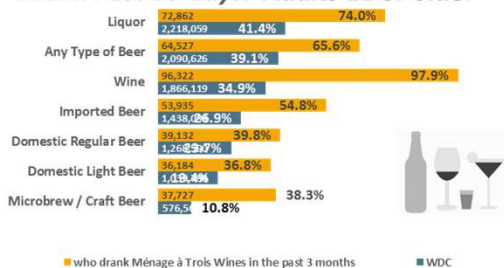
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



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



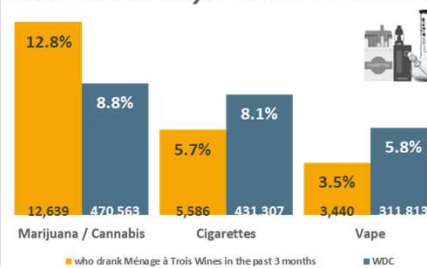
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



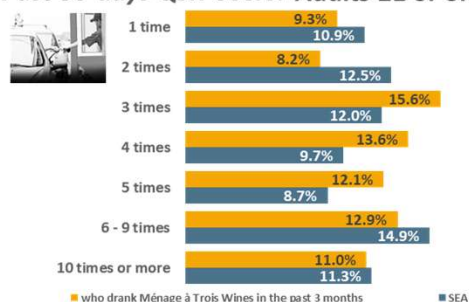
Used Past 30-days: Adults 21 or older





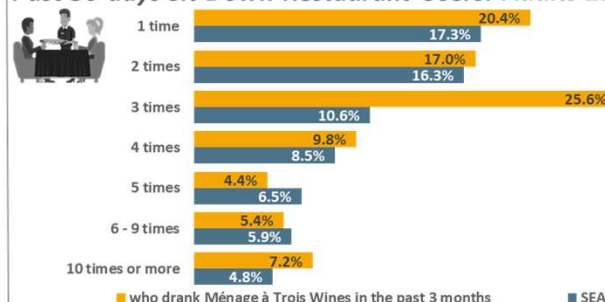
1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 3.5% more likely to use QSRs past mo., 28.3% more likely to use Sit-Down Restaurants past mo., 61.2% more likely to use Casinos past yr., 82.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



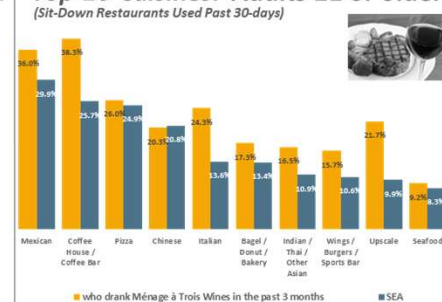
Total Monthly QSR Users: 82.7% (70,809) vs 80.0% (3,513,077)
Avg. Monthly QSR Meals: 5.4 vs 5.4

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



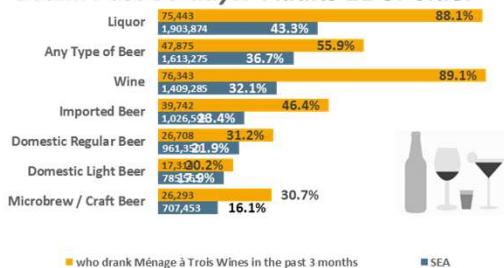
Total Monthly Sit-Down Restaurant Users: 89.8% (76,912) vs 70.0% (3,074,306)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 vs 3.8

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

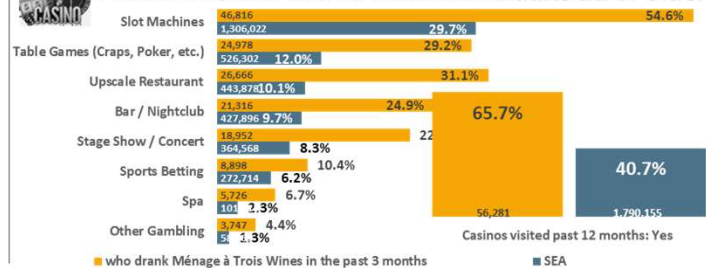


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who drank Ménage à Trois Wines in the past 3 months: 19,052 (22.2%) vs SEA: 855,741 (19.5%)

Drank Past 30-days: Adults 21 or older

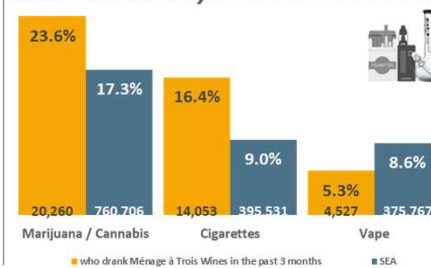


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
56,281 (65.7%) vs 1,720,155 (40.7%)

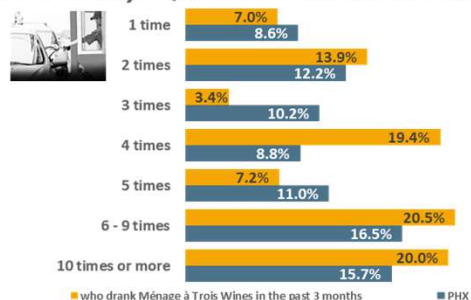
Used Past 30-days: Adults 21 or older



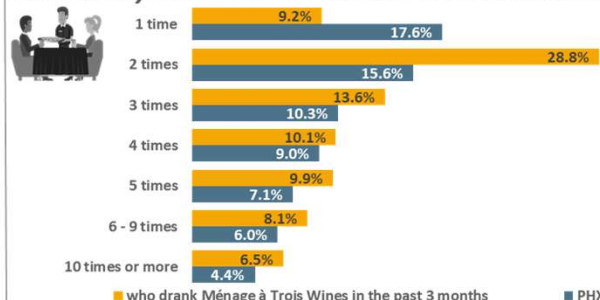


2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 10.1% more likely to use QSRs past mo., 23.% more likely to use Sit-Down Restaurants past mo., 8.8% more likely to use Casinos past yr., 88.% less likely to smoke cigarettes.

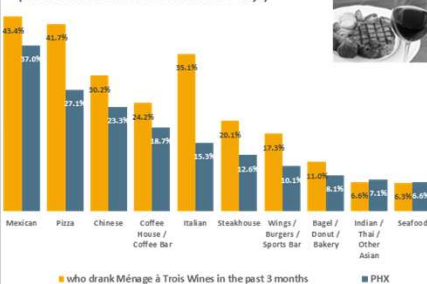
Past 30-days QSR Users: Adults 21 or older



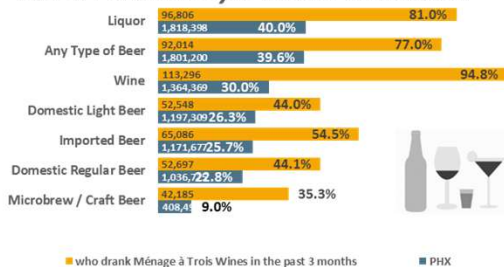
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



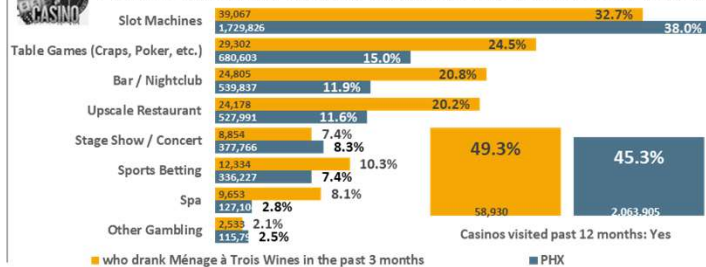
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



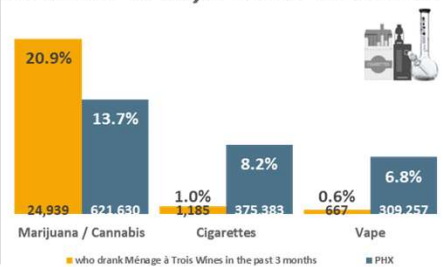
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

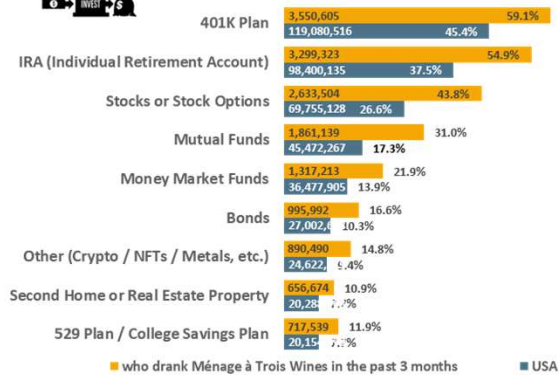




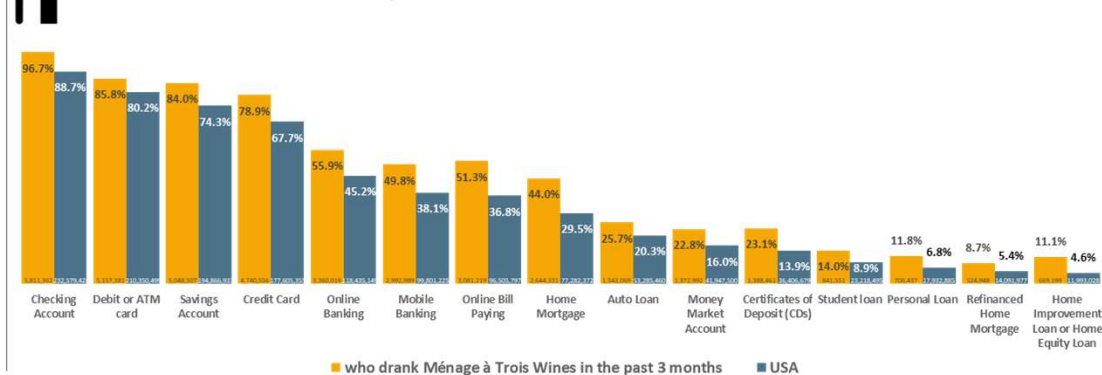
2.3% or 6,010,819 of USA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 30.1% more likely to have a 401K, 26.2% more likely to have an Auto Loan, 70.8% more likely to Invest/Trade Stocks Online, 4.9% more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



Investments Owned: Adults 21 or older



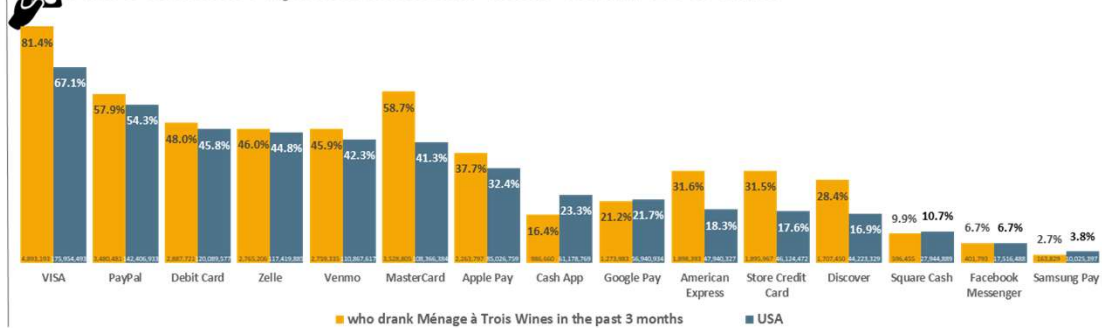
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

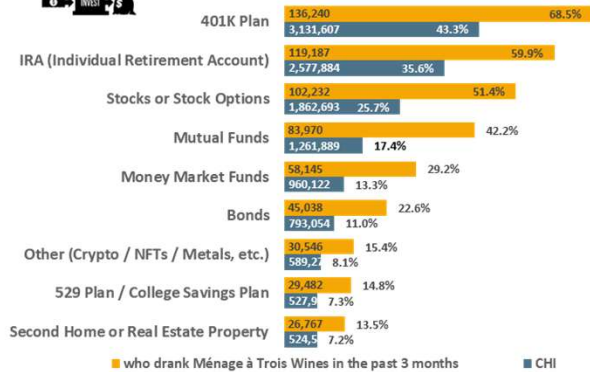




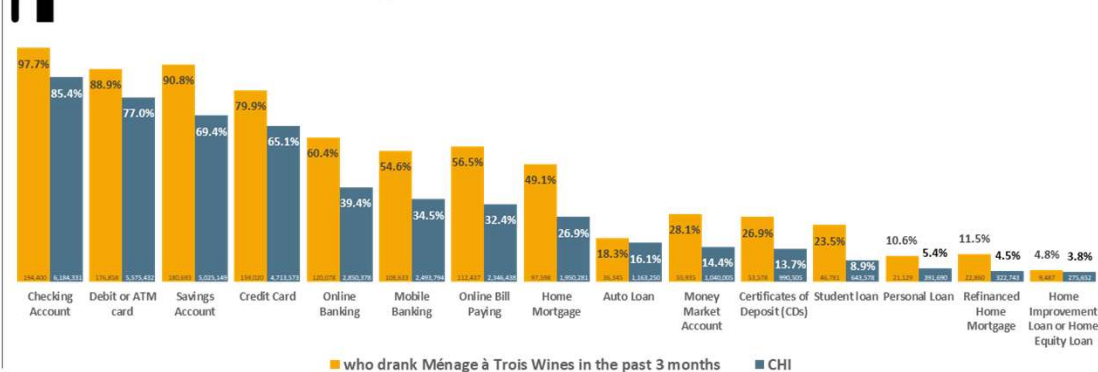
2.7% or 198,925 of CHI DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 58.3% more likely to have a 401K, 13.7% more likely to have an Auto Loan, 123.% more likely to Invest/Trade Stocks Online, 2.3% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



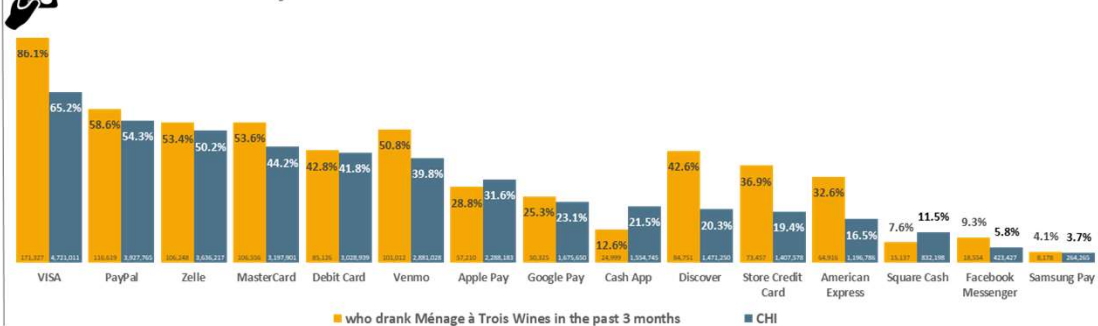
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

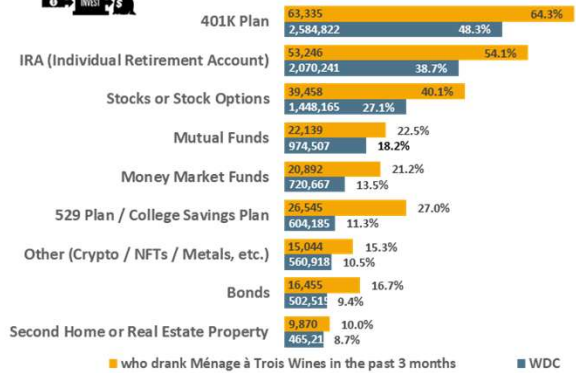




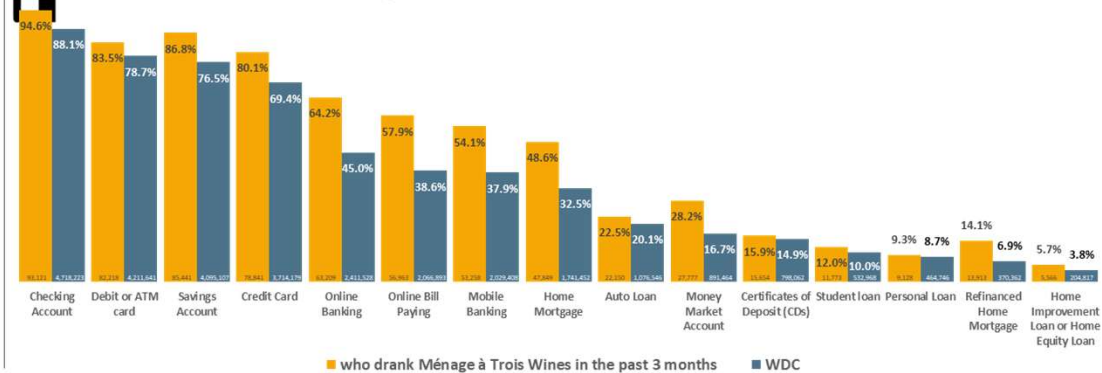
1.8% or 98,436 of WDC DMA Adults 21 or older drank Ménége à Trois Wines in the past 3 months. Adults 21 or older who drank Ménége à Trois Wines in the past 3 months are 33.2% more likely to have a 401K, 11.9% more likely to have an Auto Loan, 13.9% more likely to Invest/Trade Stocks Online, 28.5% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



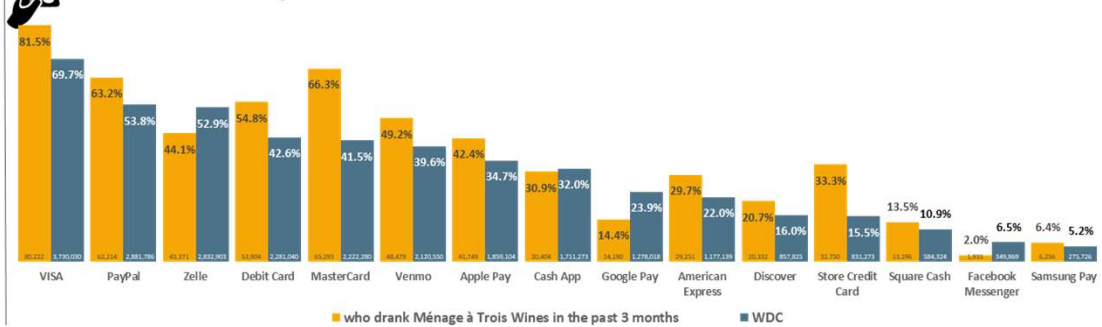
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

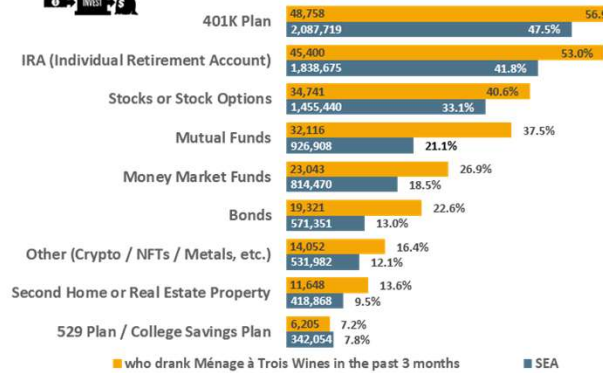




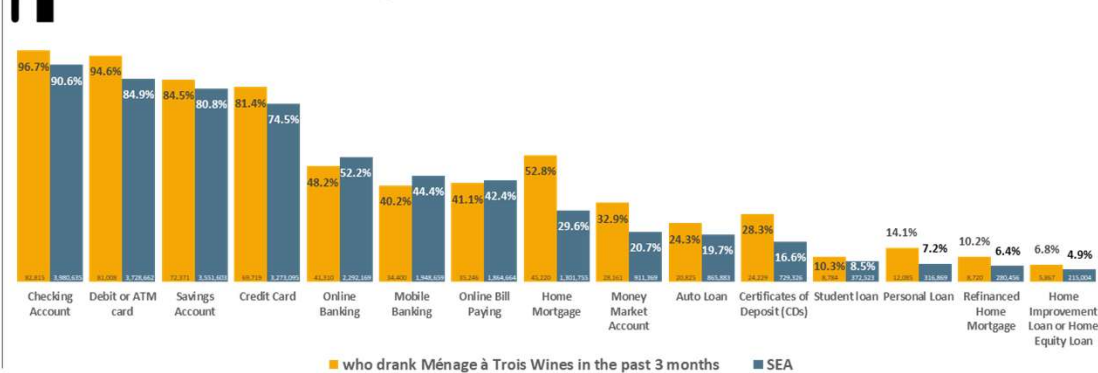
1.9% or 85,673 of SEA DMA Adults 21 or older drank Ménage à Trois Wines in the past 3 months. Adults 21 or older who drank Ménage à Trois Wines in the past 3 months are 19.8% more likely to have a 401K, 23.3% more likely to have an Auto Loan, 53.4% more likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



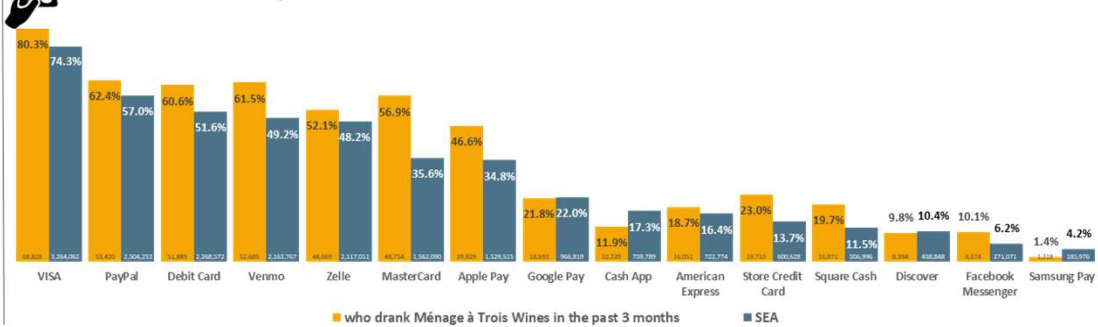
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

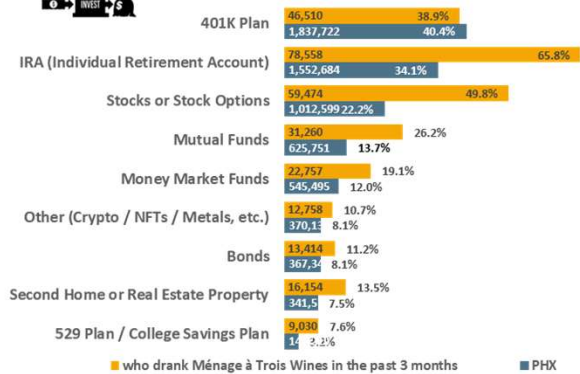




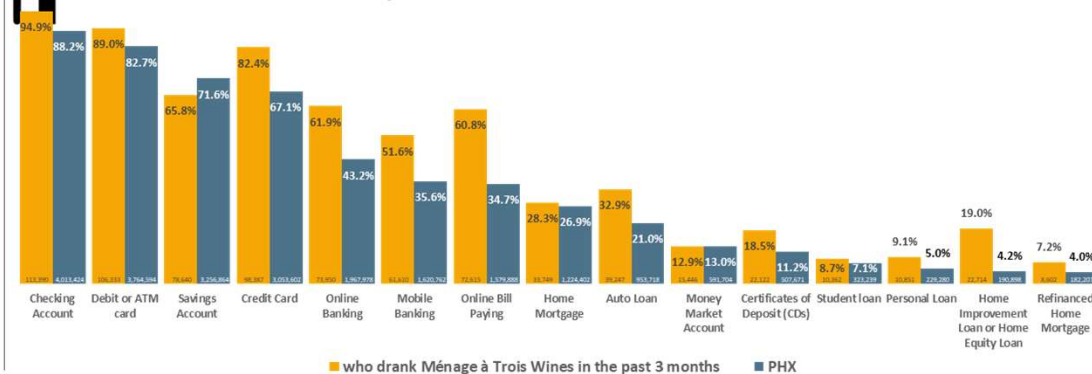
2.6% or 119,454 of PHX DMA Adults 21 or older drank Ménége à Trois Wines in the past 3 months. Adults 21 or older who drank Ménége à Trois Wines in the past 3 months are 3.6% less likely to have a 401K, 56.8% more likely to have an Auto Loan, 73.2% more likely to Invest/Trade Stocks Online, 6.2% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



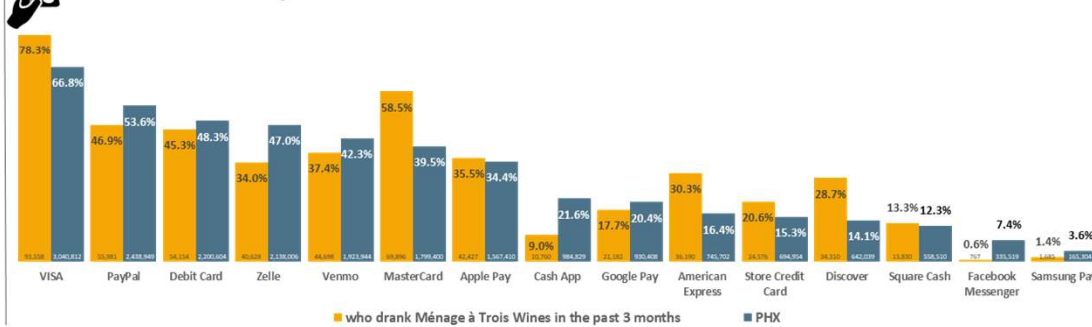
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

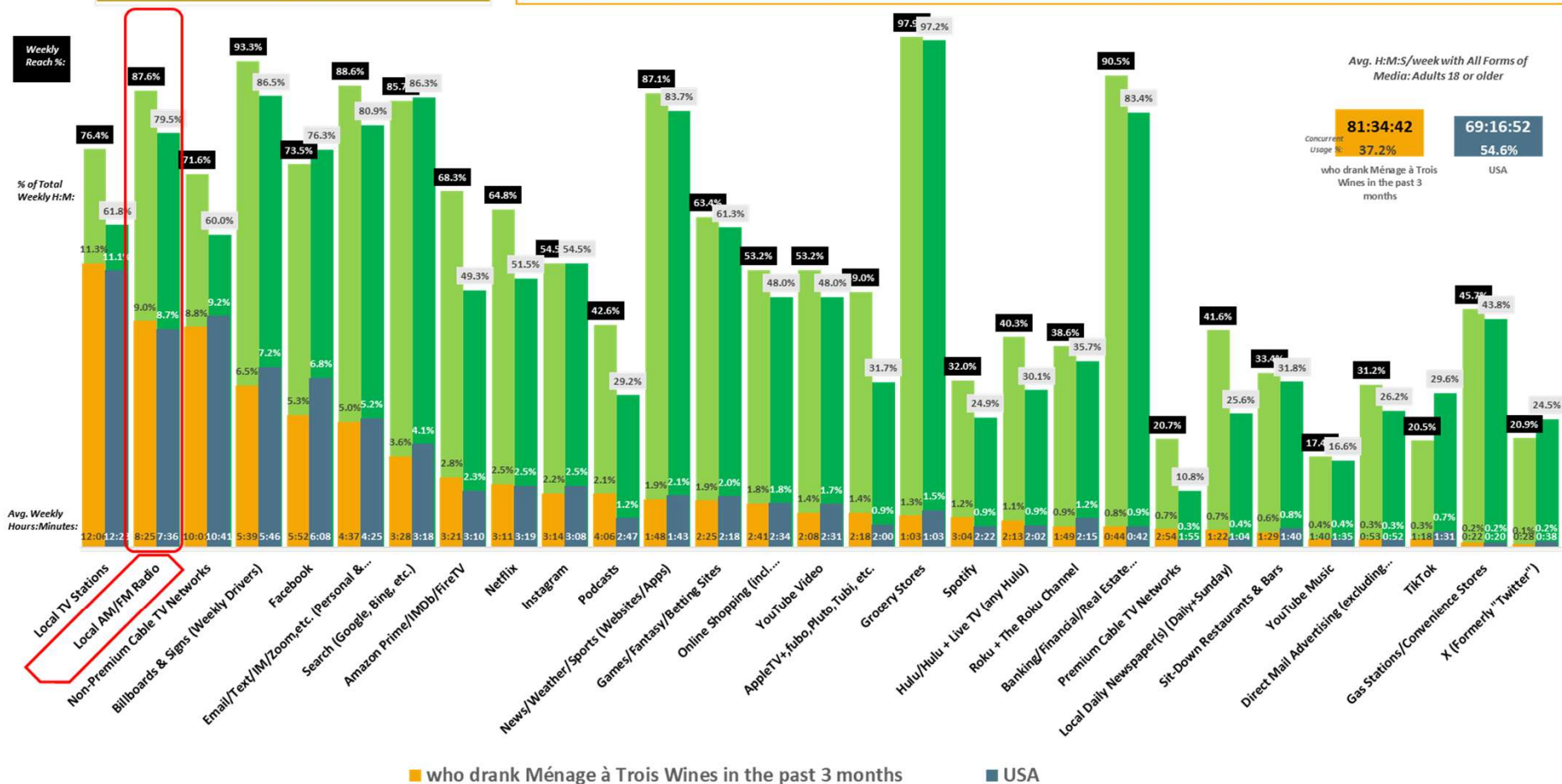


Past 3-Months Payment Methods Used: Adults 21 or older





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

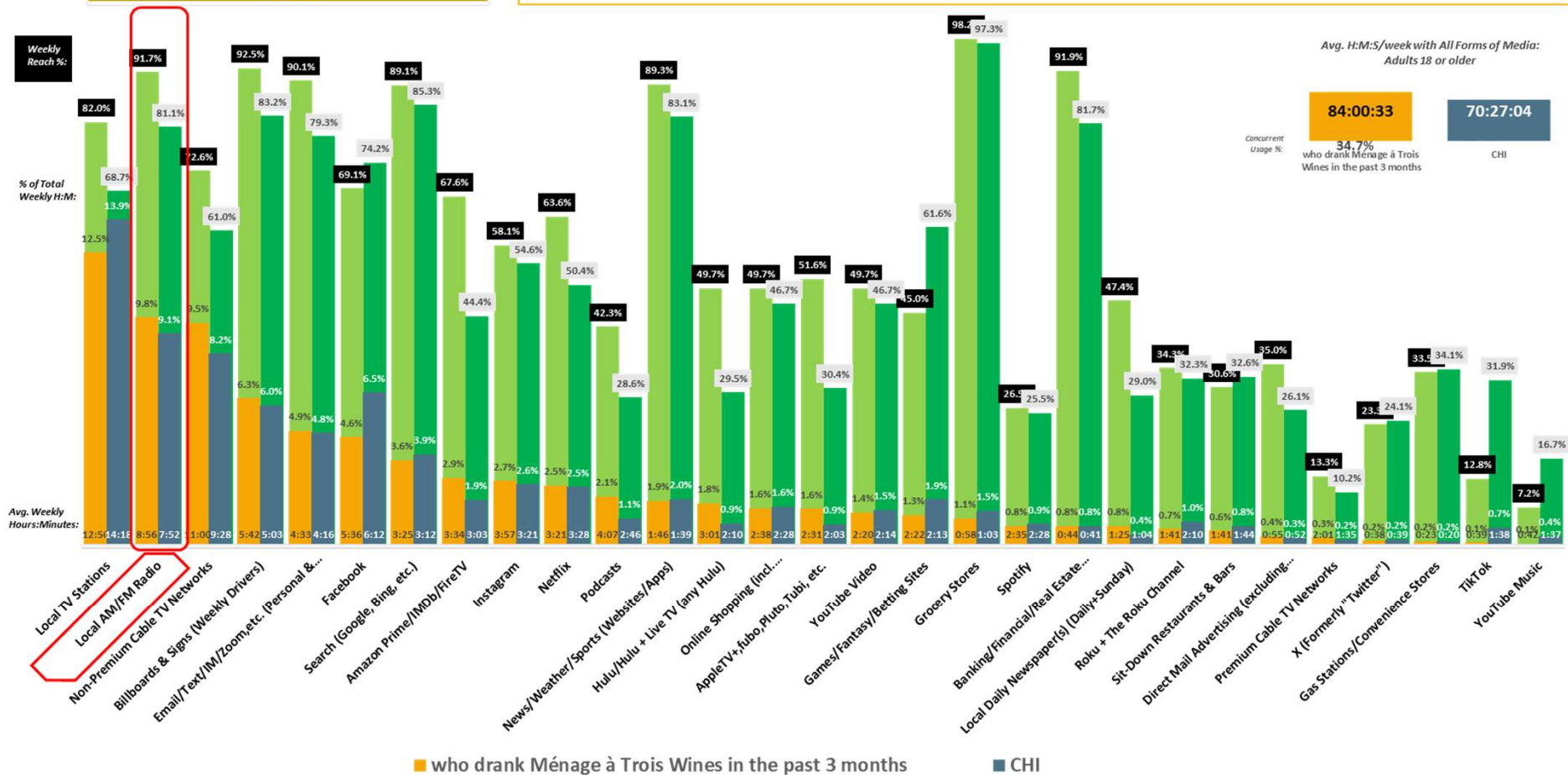


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 37.2%
 who drank Ménage à Trois Wines in the past 3 months
 54.6%
 USA

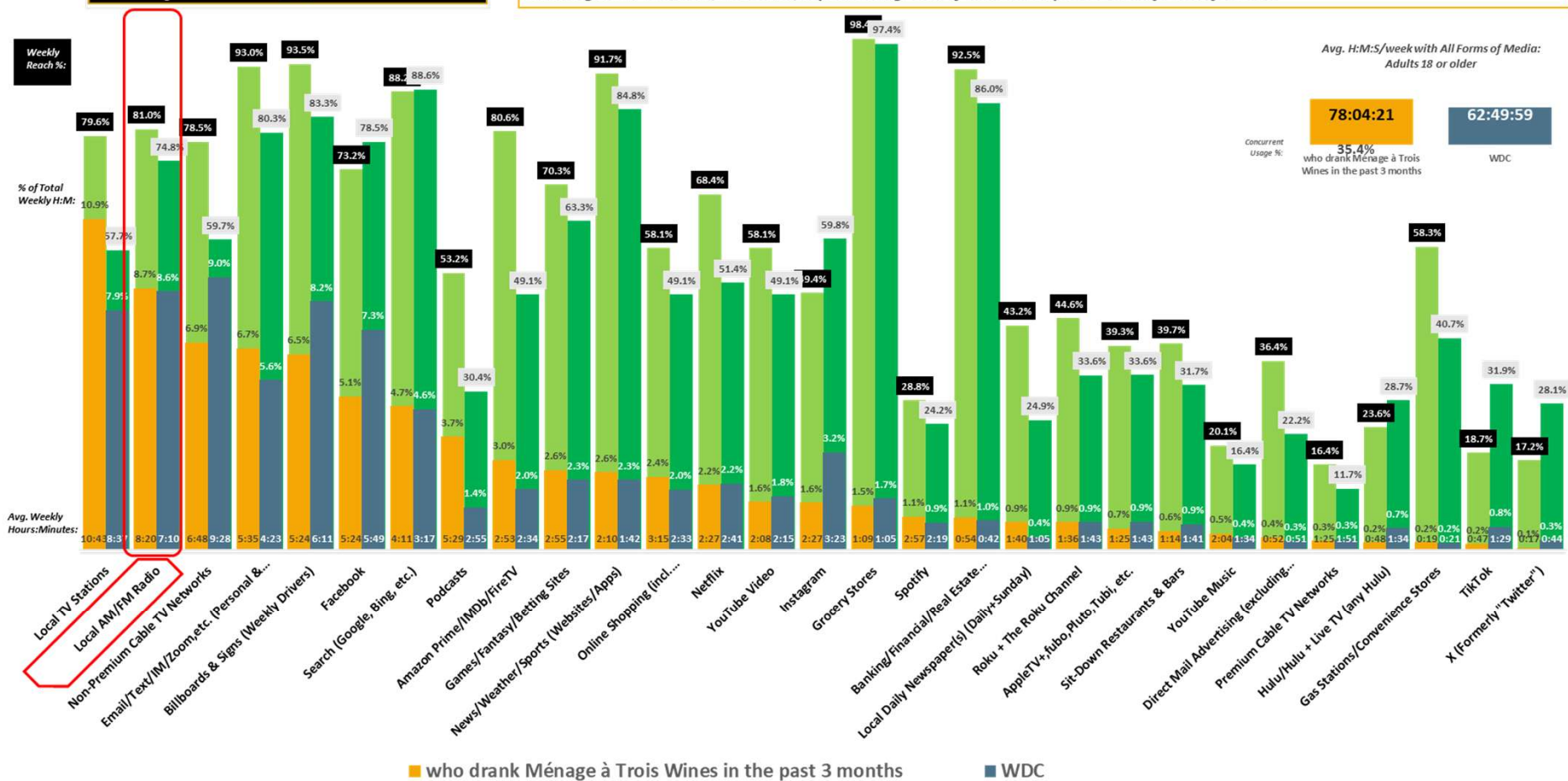


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 12 hours, 0 minutes and 33 seconds each week with All Forms of Media.
 91.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





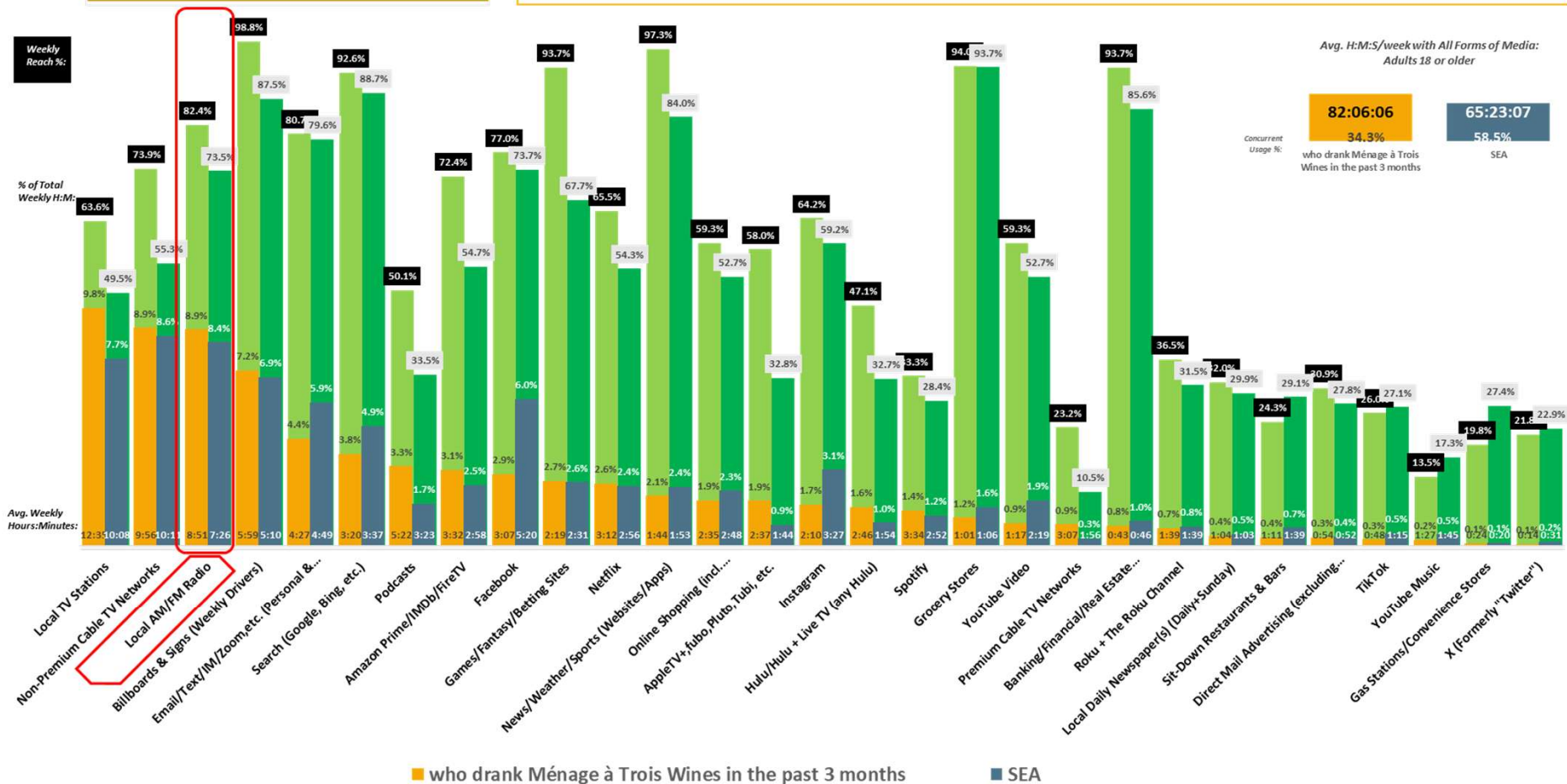
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 6 hours, 4 minutes and 21 seconds each week with All Forms of Media.
 81.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





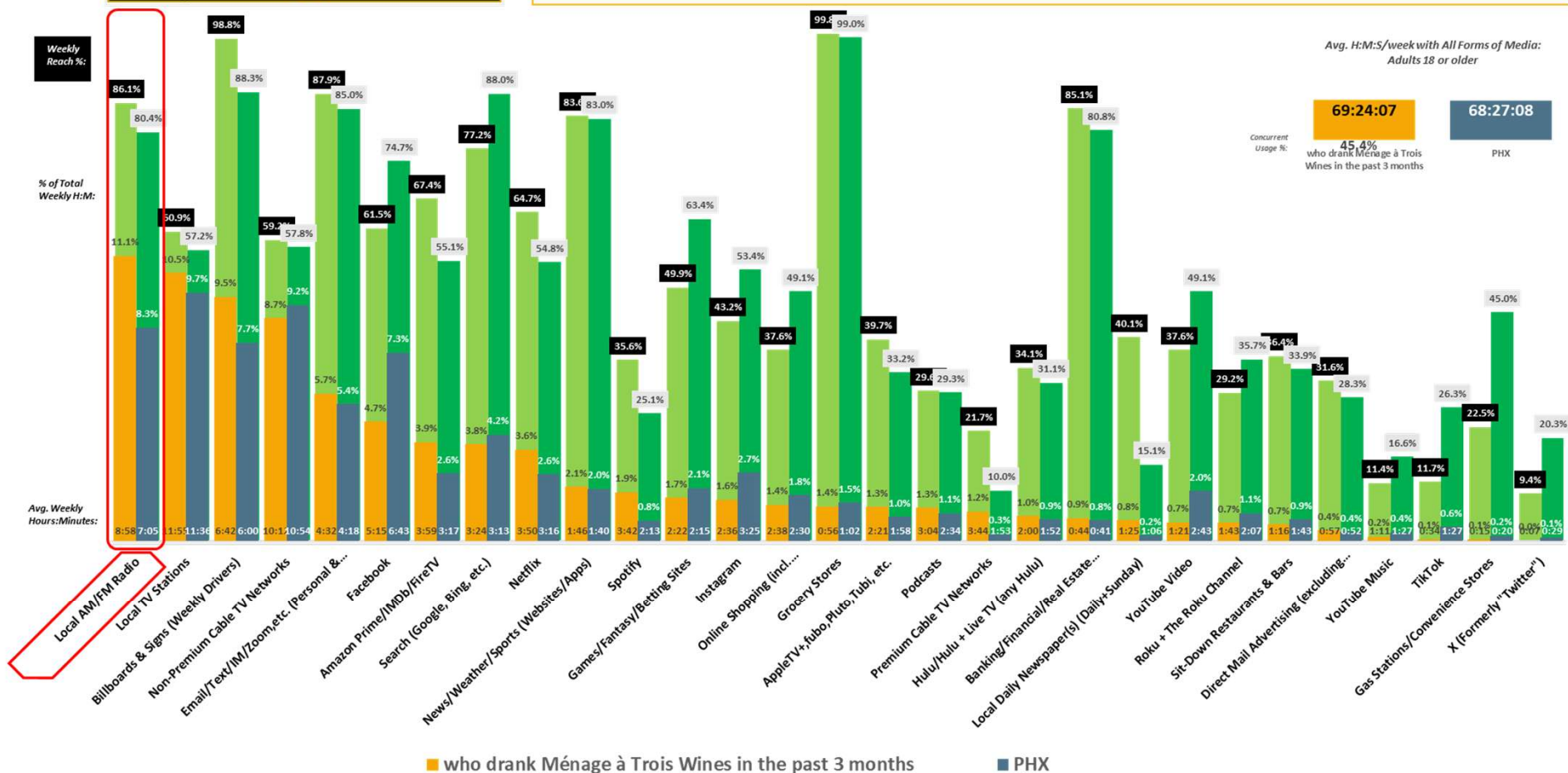
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 3 days, 10 hours, 6 minutes and 6 seconds each week with All Forms of Media.

82.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



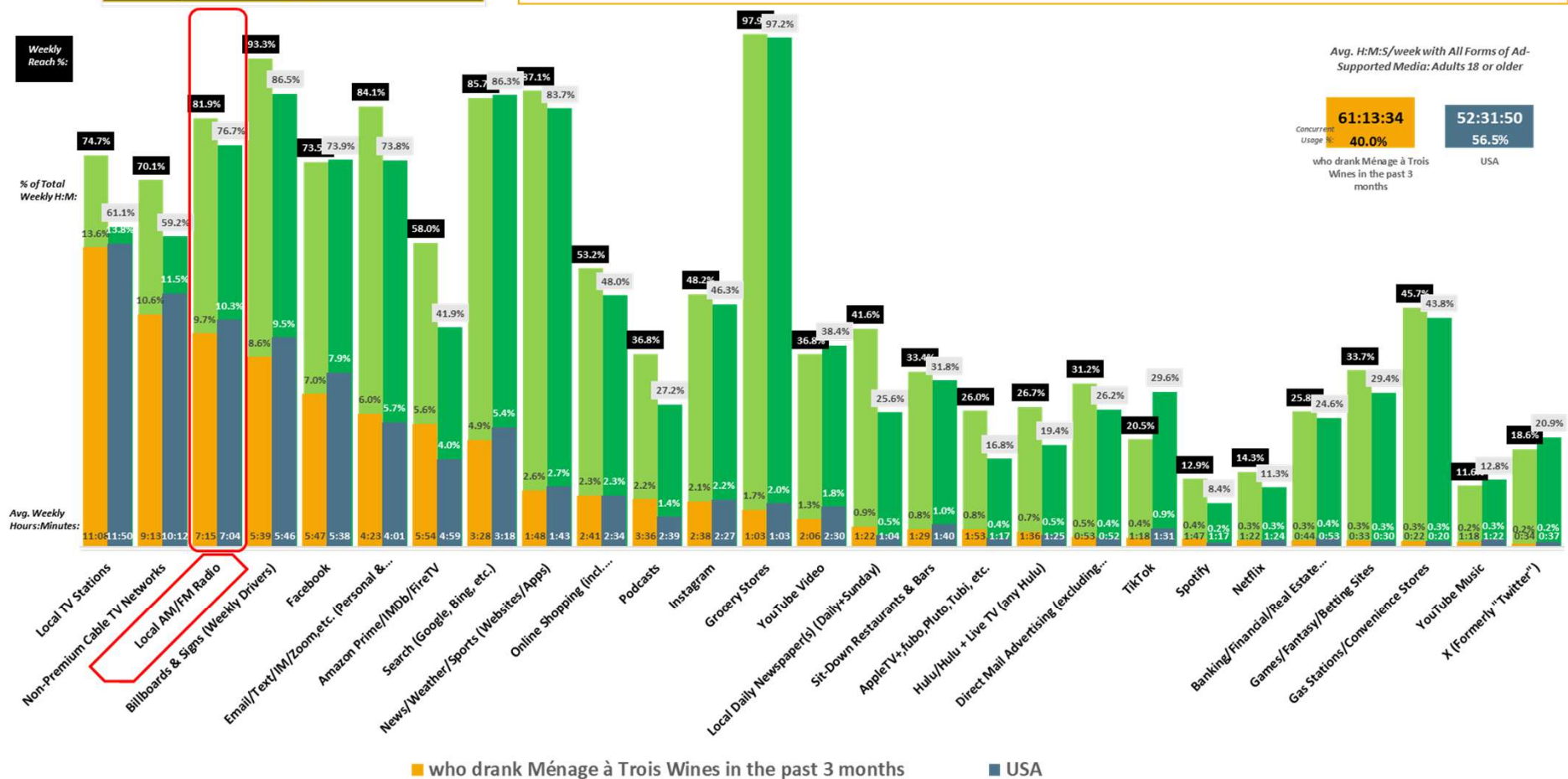


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 21 hours, 24 minutes and 7 seconds each week with All Forms of Media.
86.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.





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

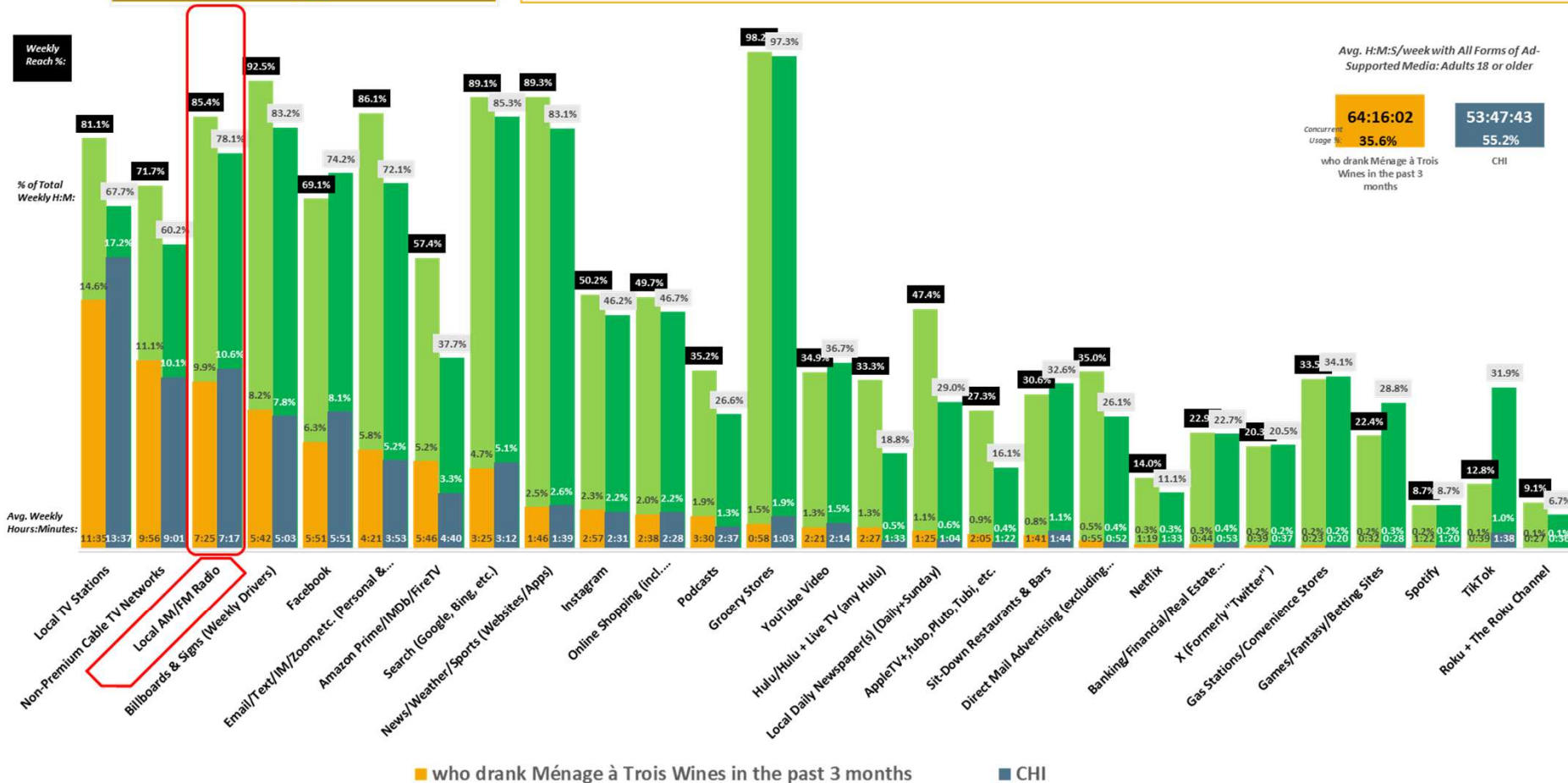


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

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



Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 16 hours, 16 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
85.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.

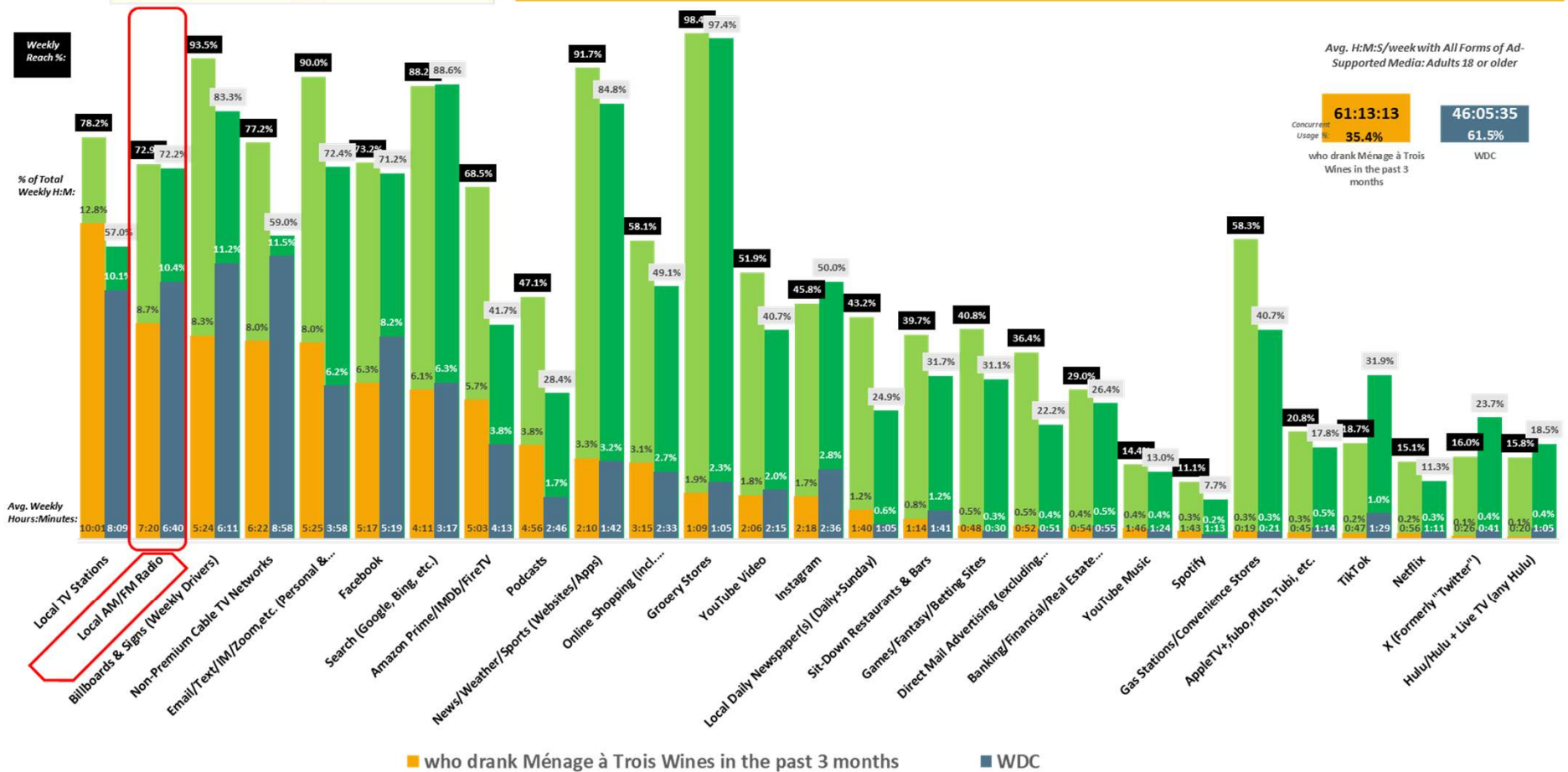


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

64:16:02	53:47:43
35.6%	55.2%
who drank Ménage à Trois Wines in the past 3 months	CHI



Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 13 hours, 13 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 72.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

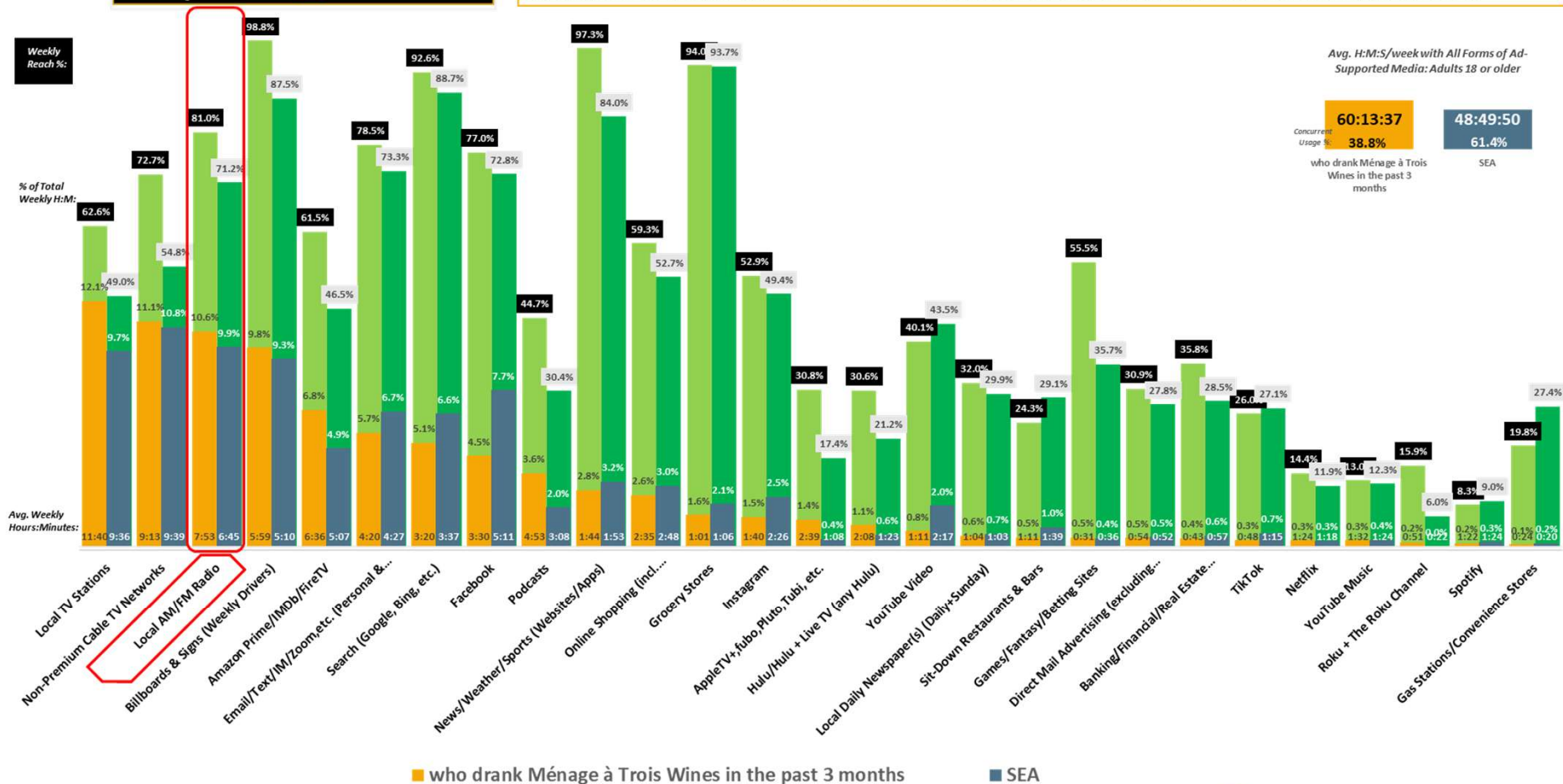


Share of Everything
for Anything.

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

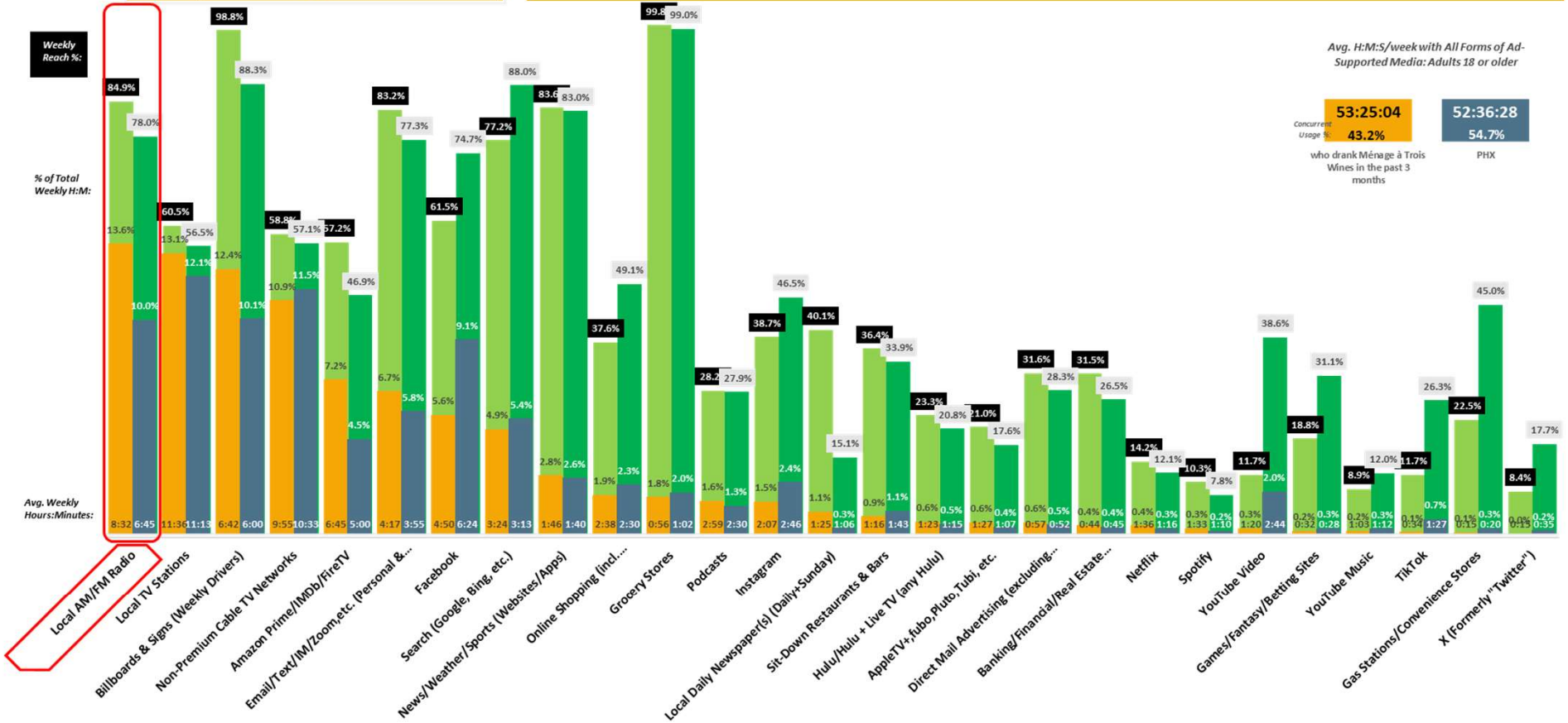


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 12 hours, 13 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 81.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 2 days, 5 hours, 25 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 84.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 53:25:04 (43.2%)

PHX: 52:36:28 (54.7%)

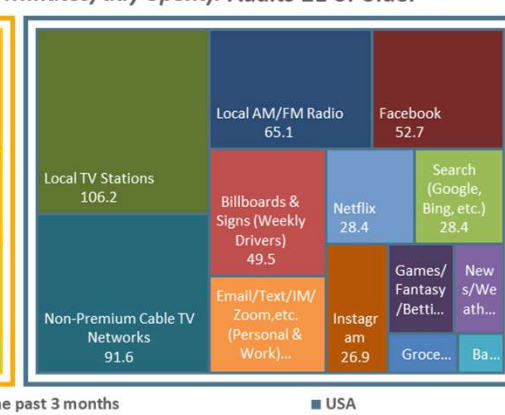
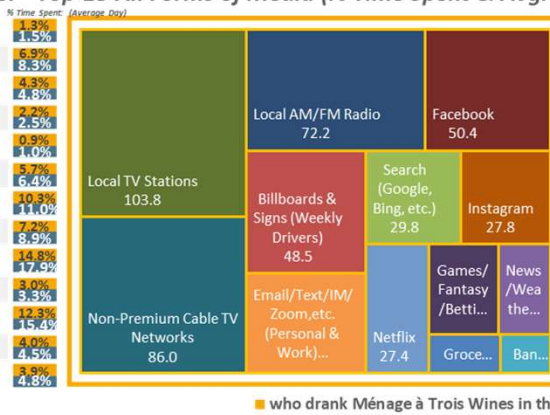
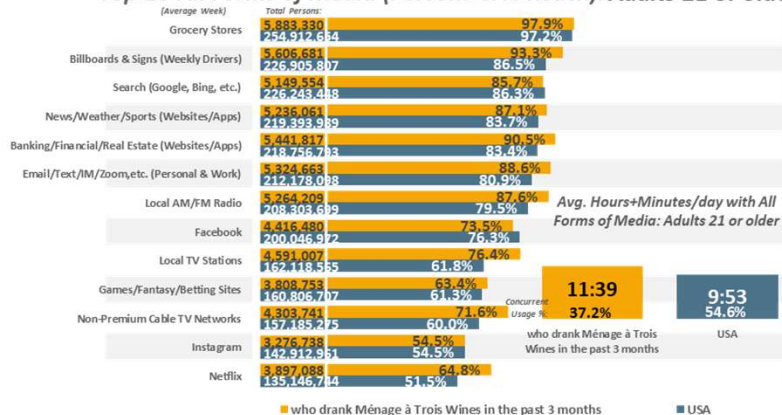
who drank Ménage à Trois Wines in the past 3 months

■ who drank Ménage à Trois Wines in the past 3 months ■ PHX

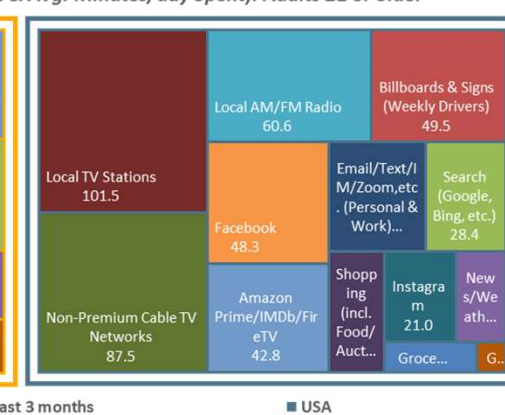
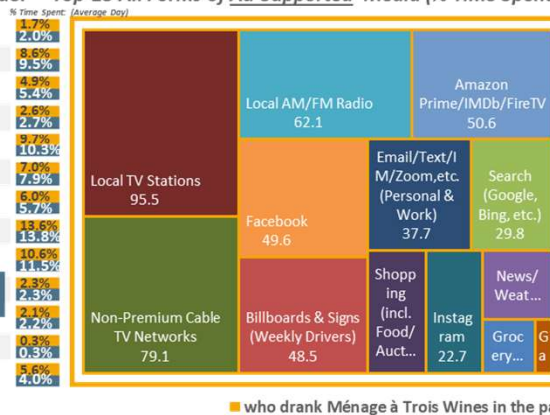
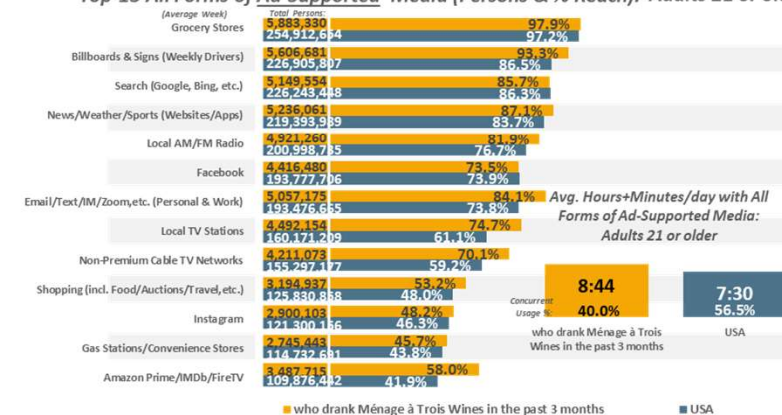


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



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



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

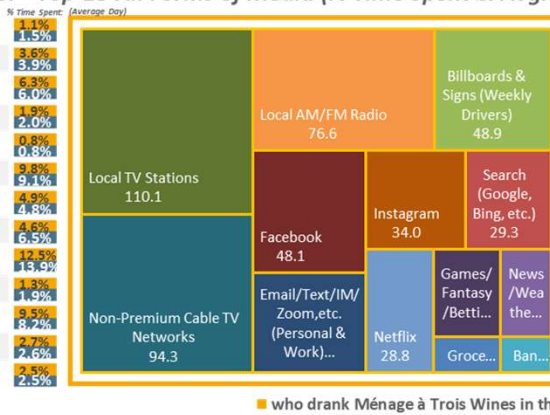
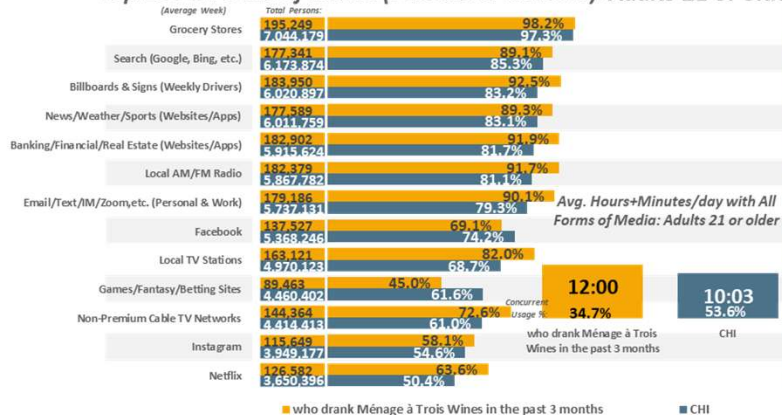
soefa.ai Share of Everything for Anything

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

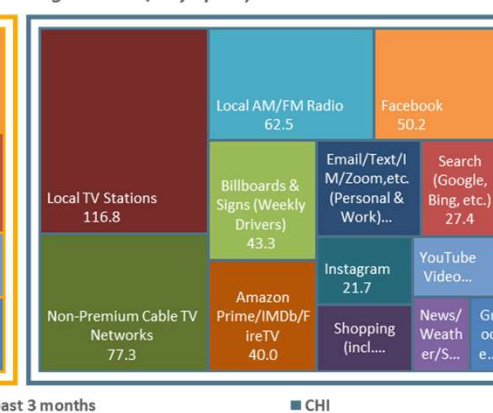
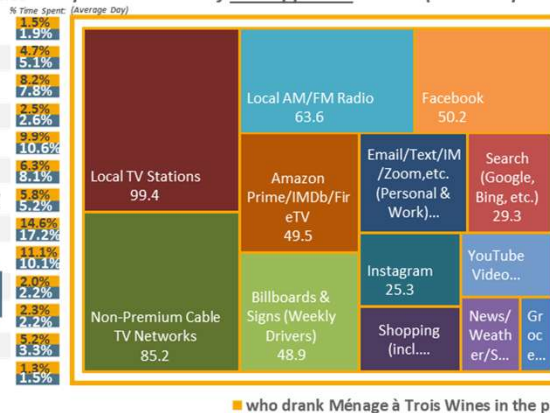
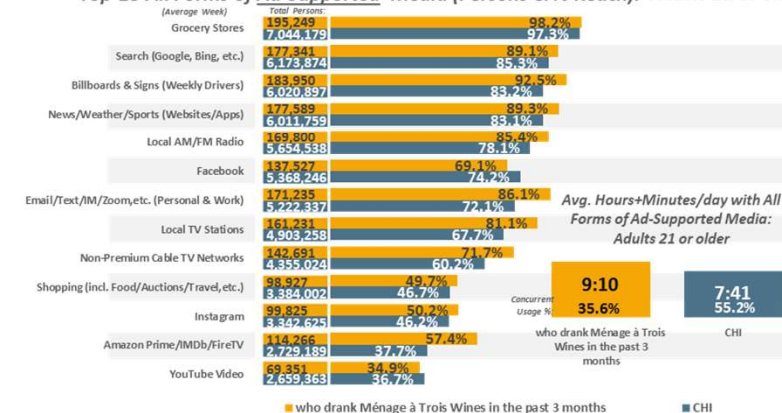


Adults 21 or older who drank Ménége à Trois Wines in the past 3 months spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



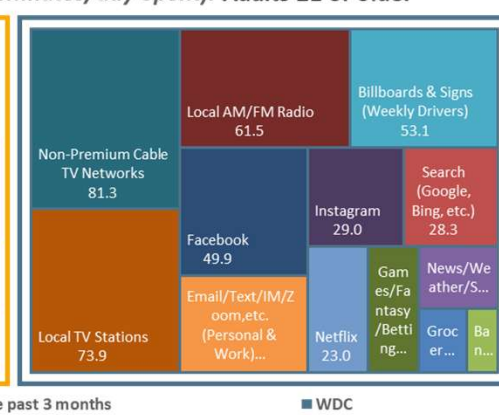
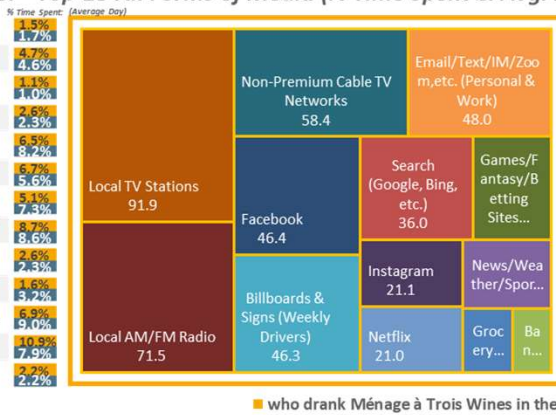
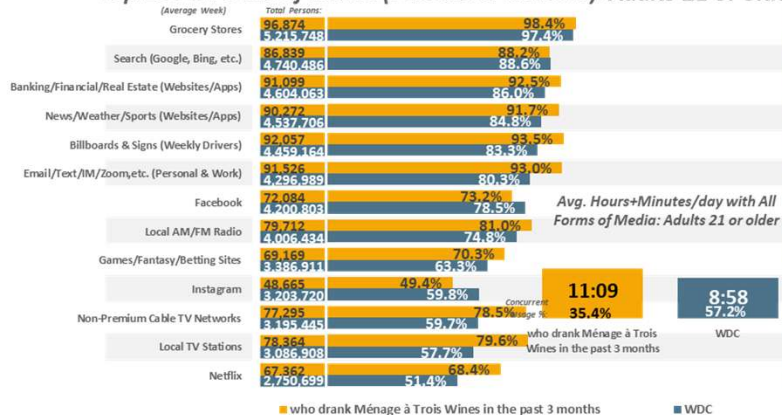
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



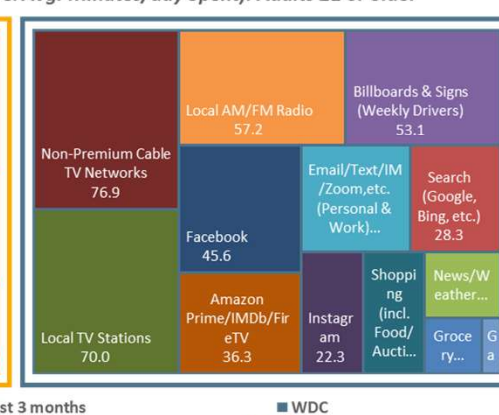
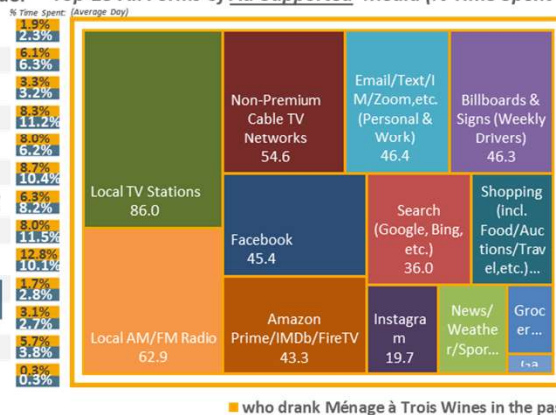
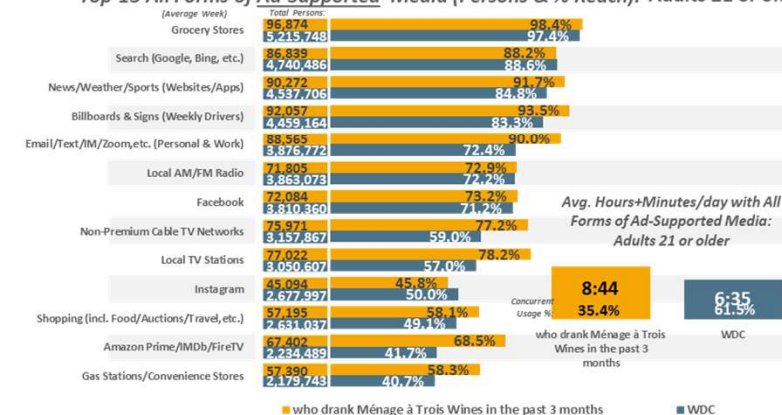


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 72.9% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

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



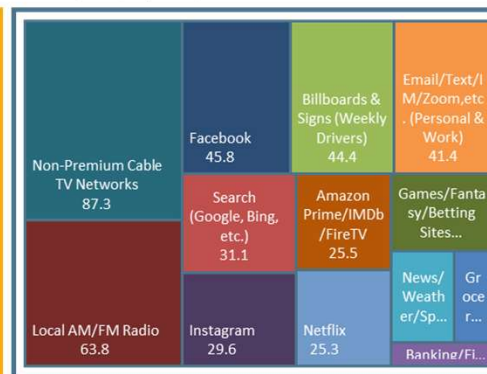
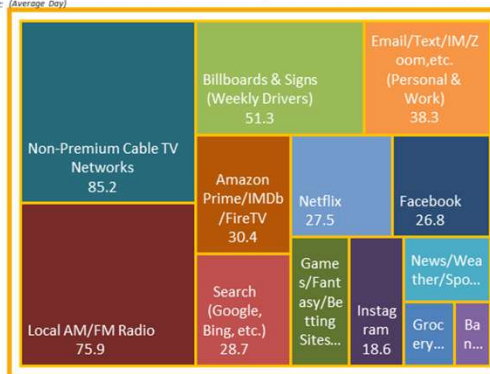
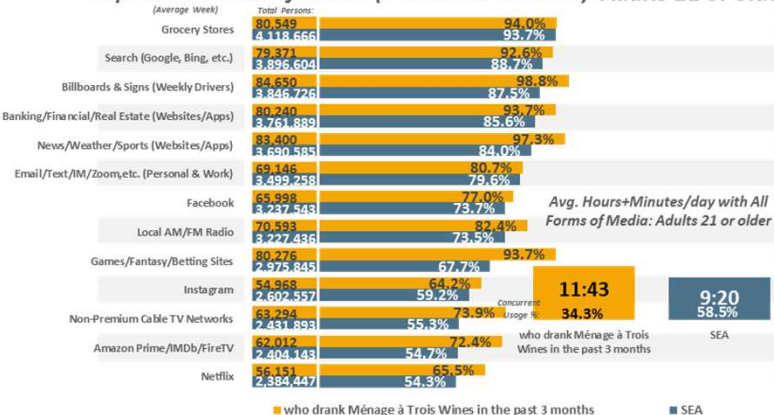
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



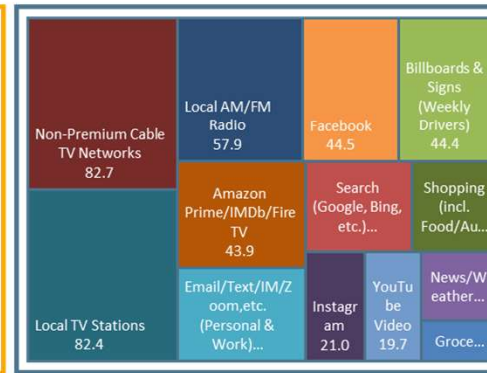
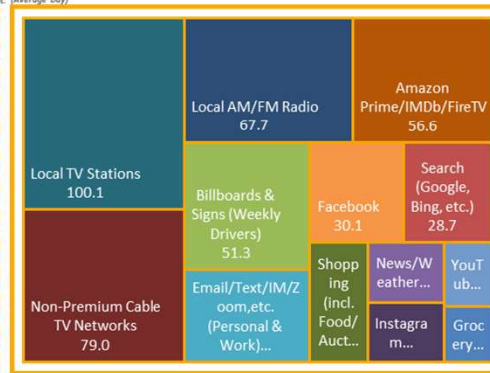
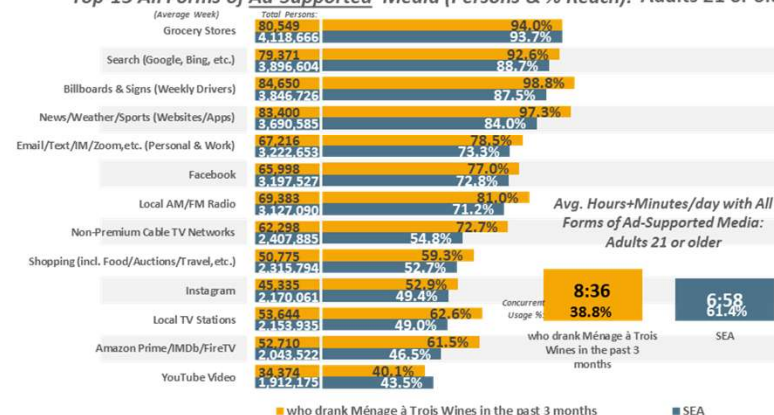


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



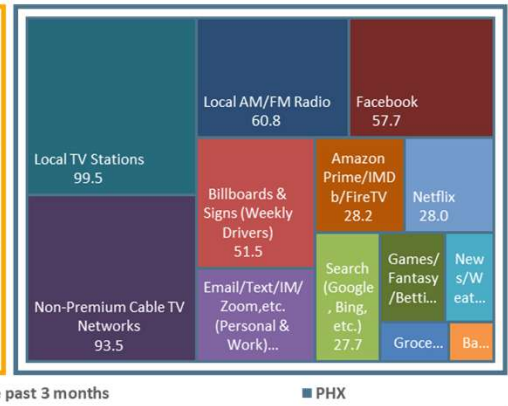
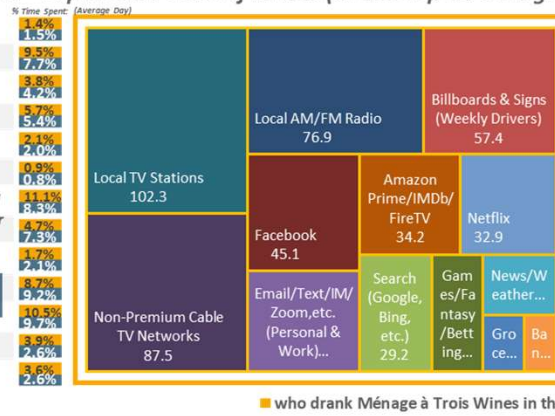
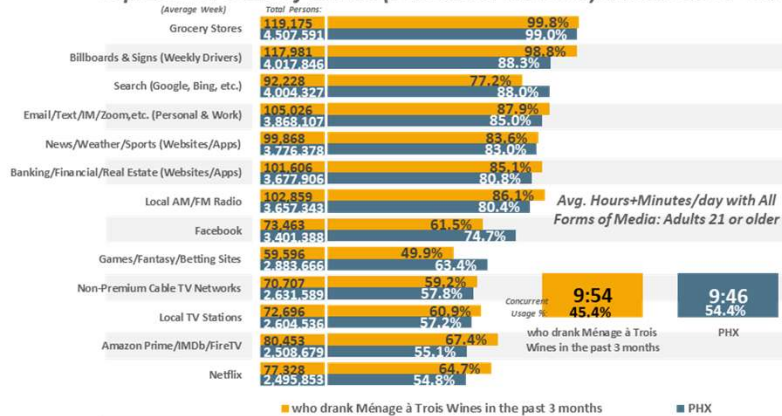
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



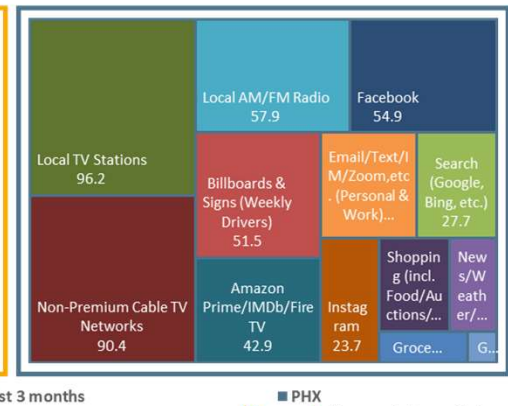
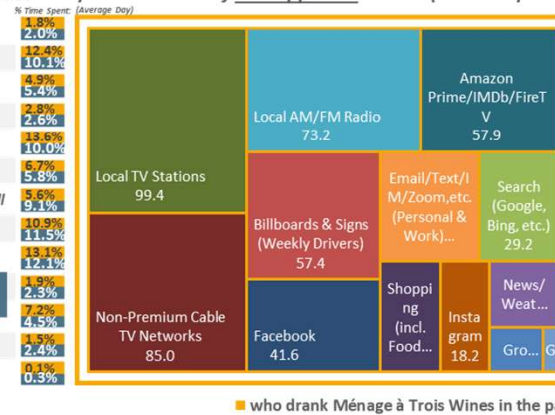
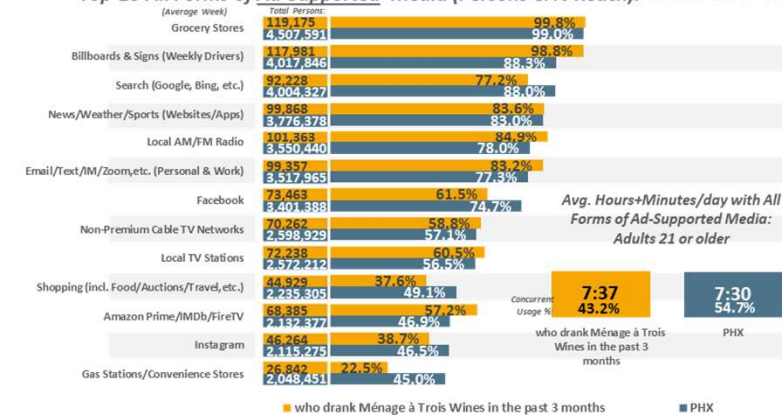


Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. (Local Radio delivers 13.6% of Time with Ad-Supported Media.)

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



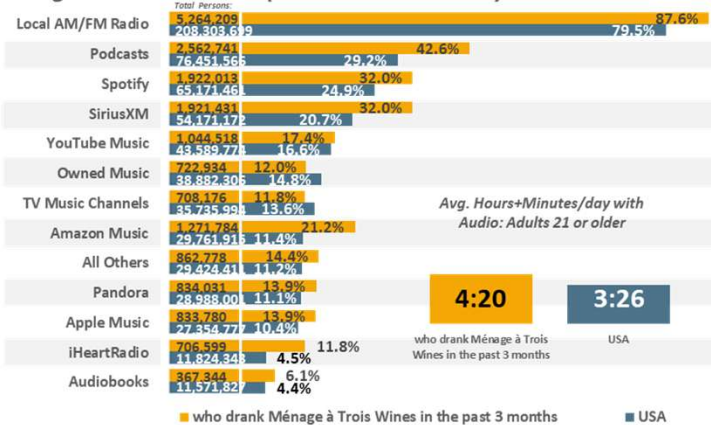
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



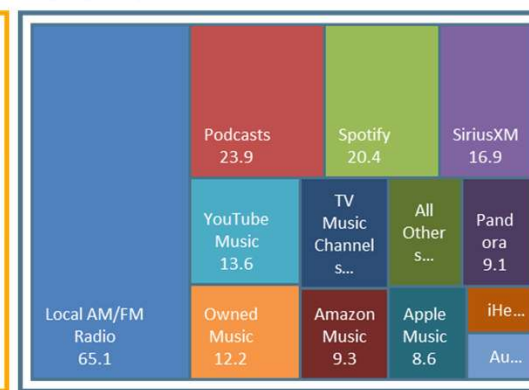
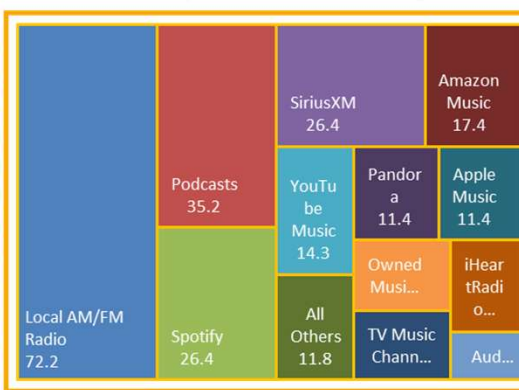


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

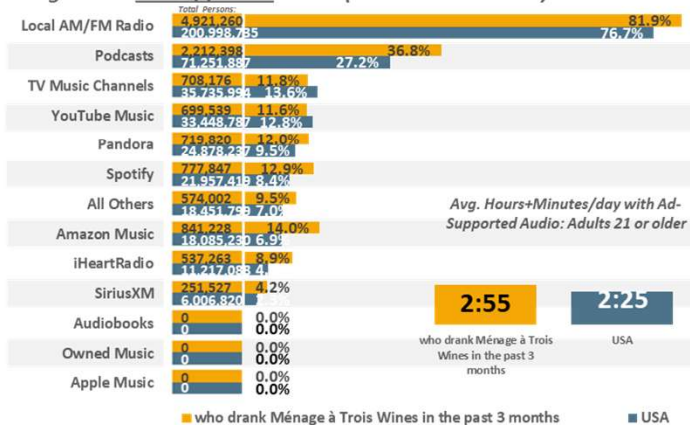
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



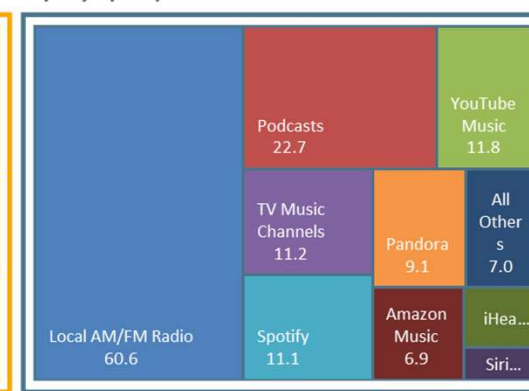
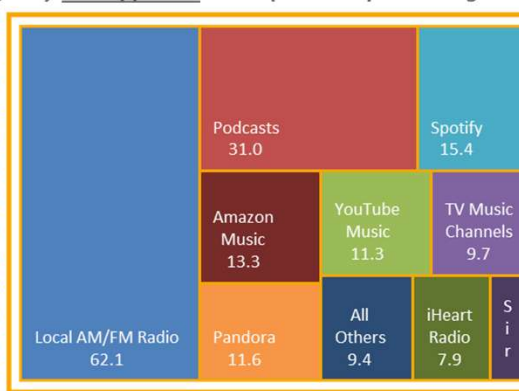
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



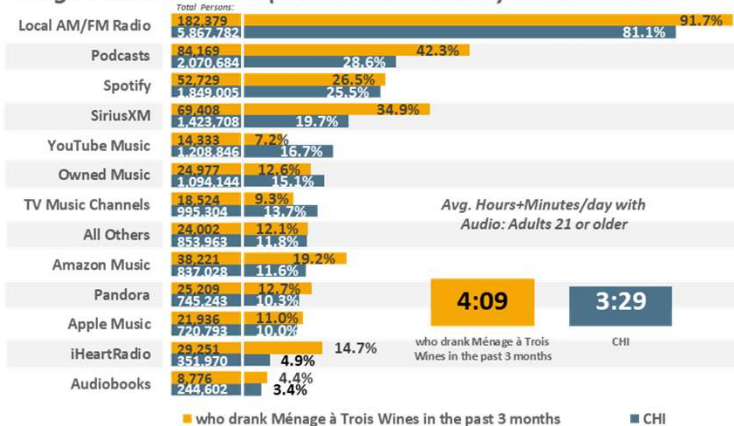
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



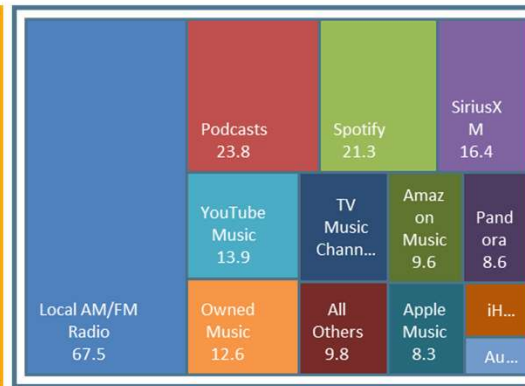
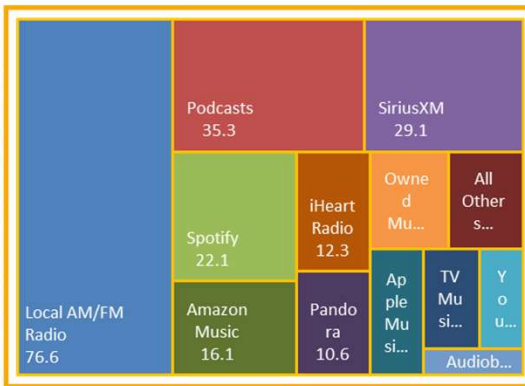


169,800 or 85.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

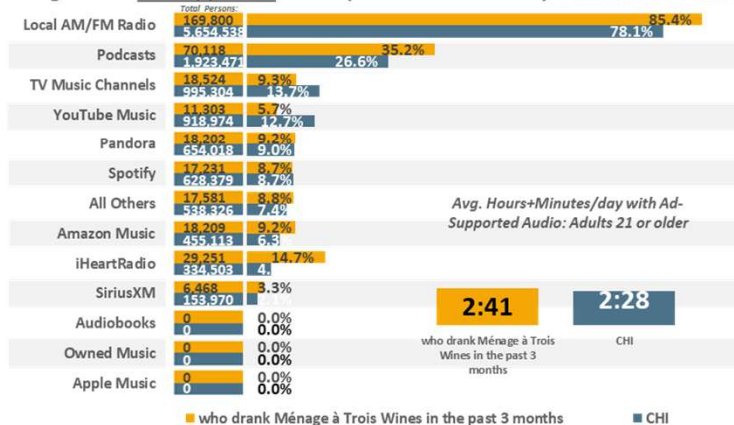
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



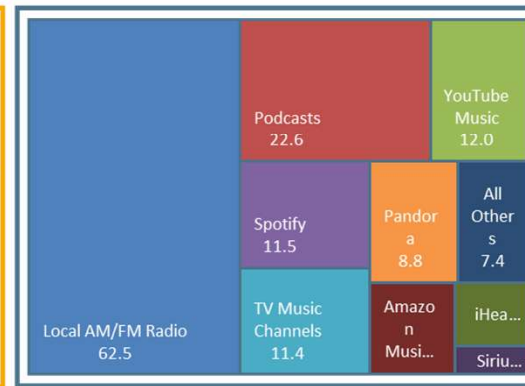
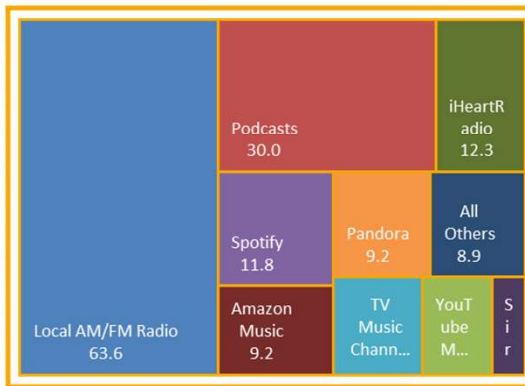
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

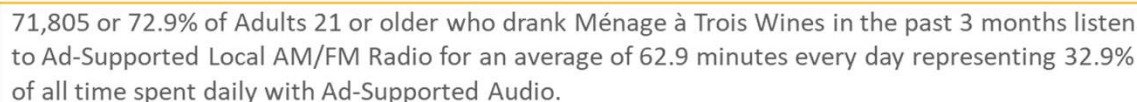


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older

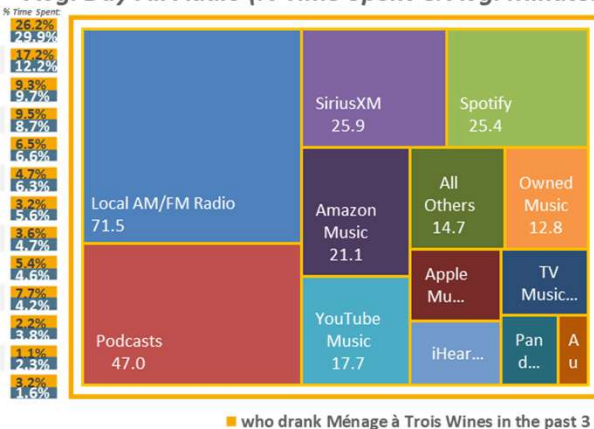


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

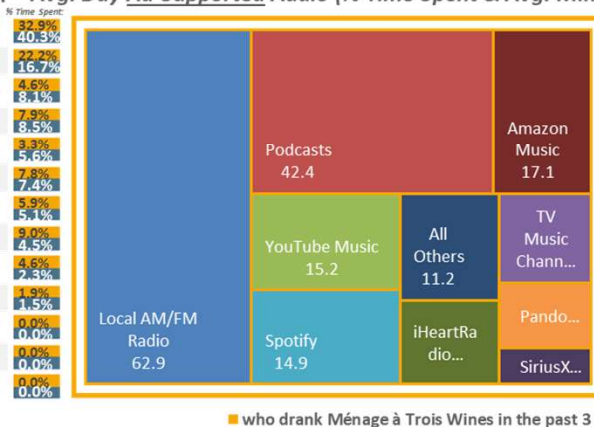




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



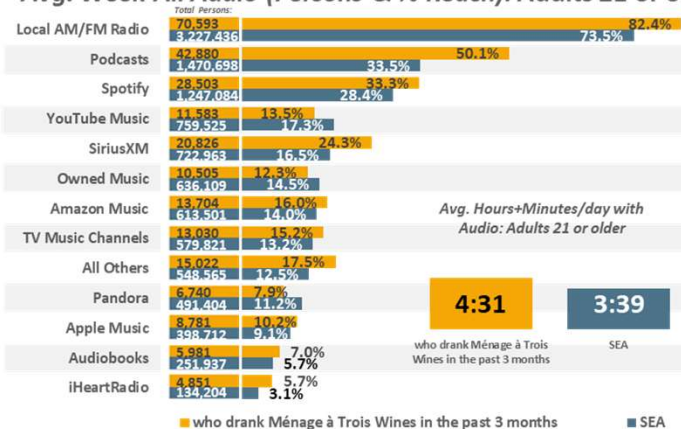
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



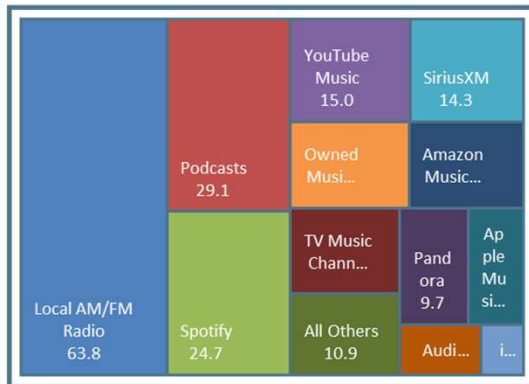
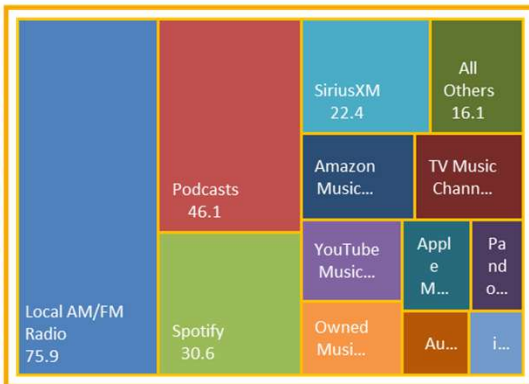


69,383 or 81.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

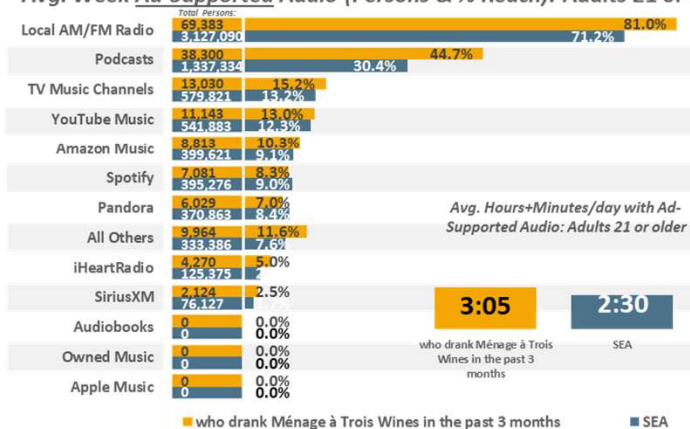
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



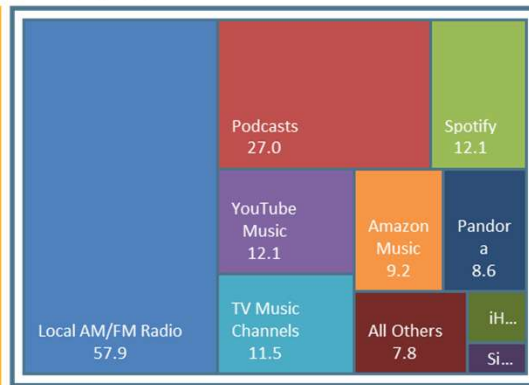
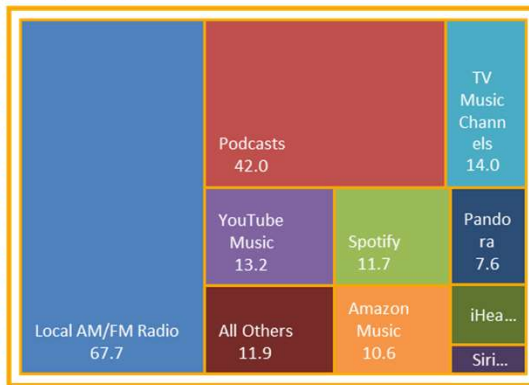
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



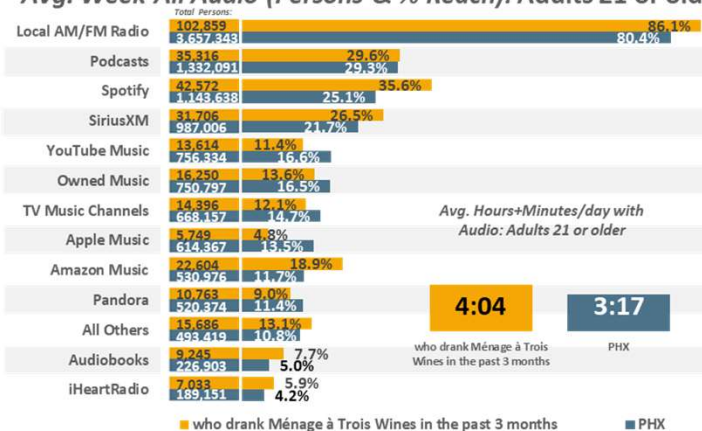
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



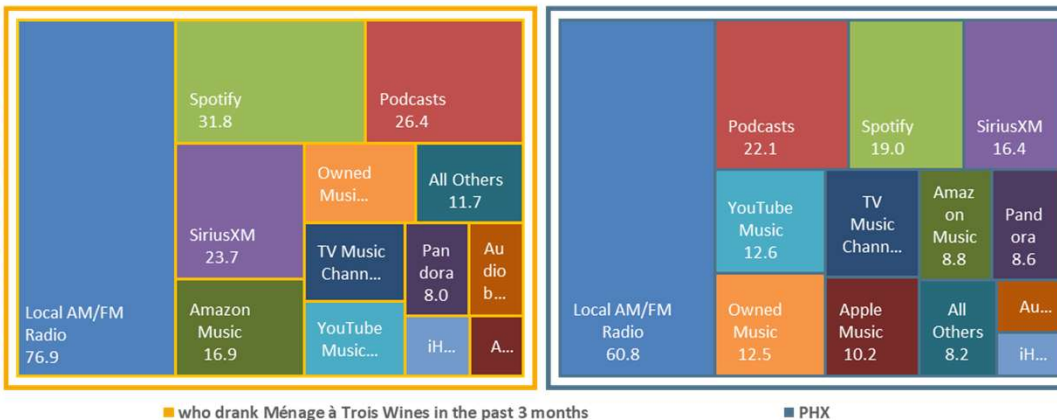


101,363 or 84.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

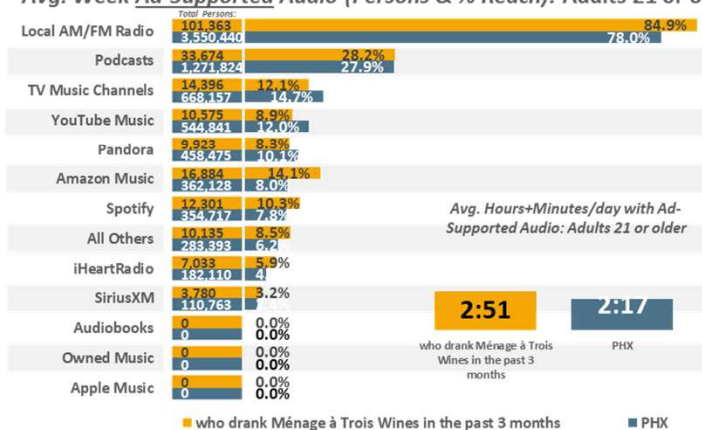
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



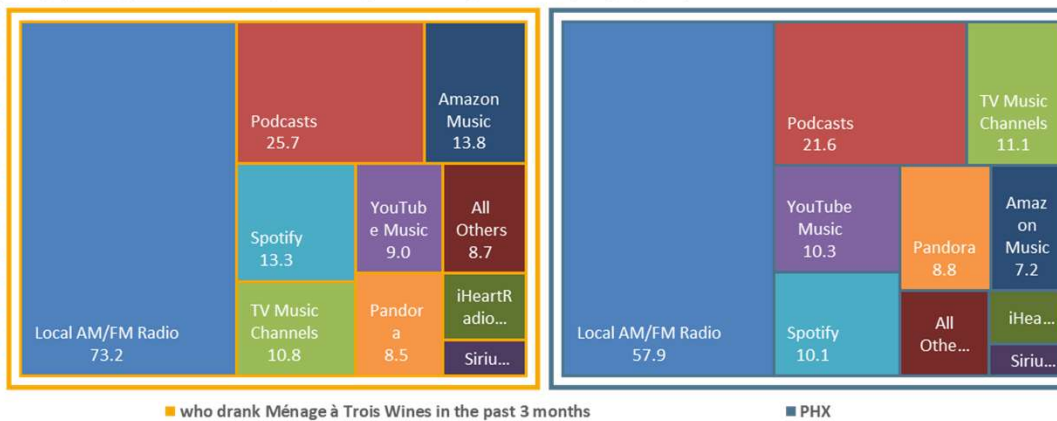
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



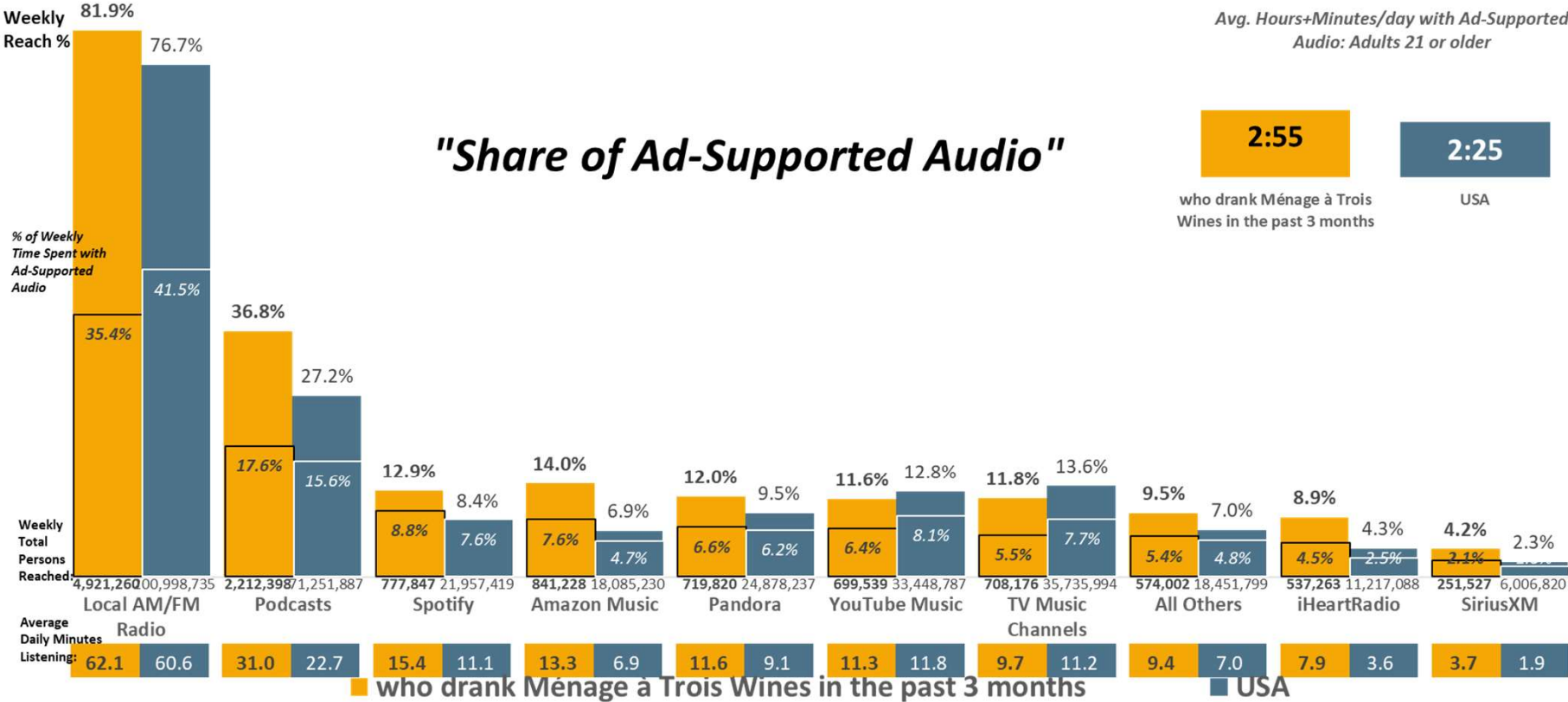
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 78
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Wine (brands) bought past 3 months: Ménage à Trois

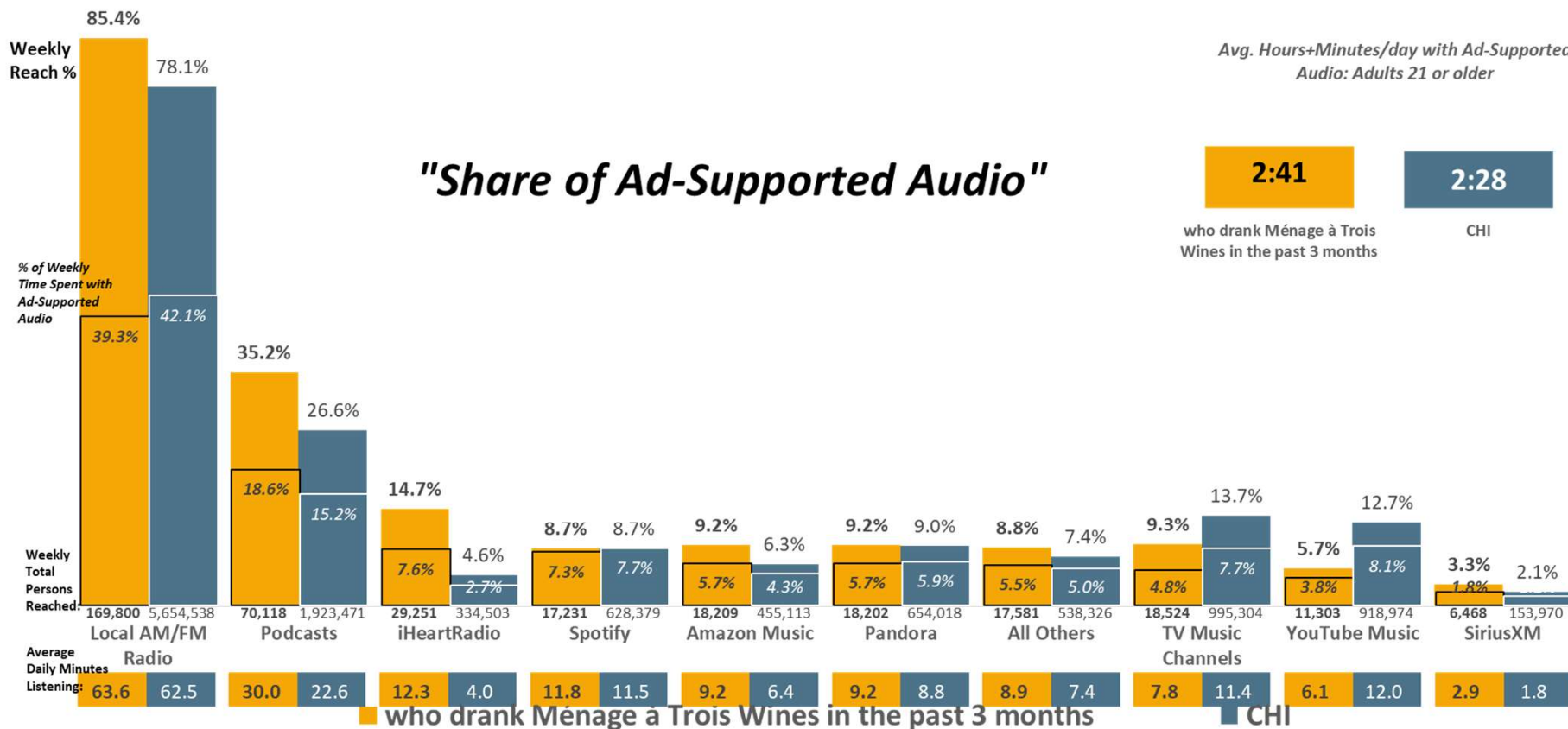


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



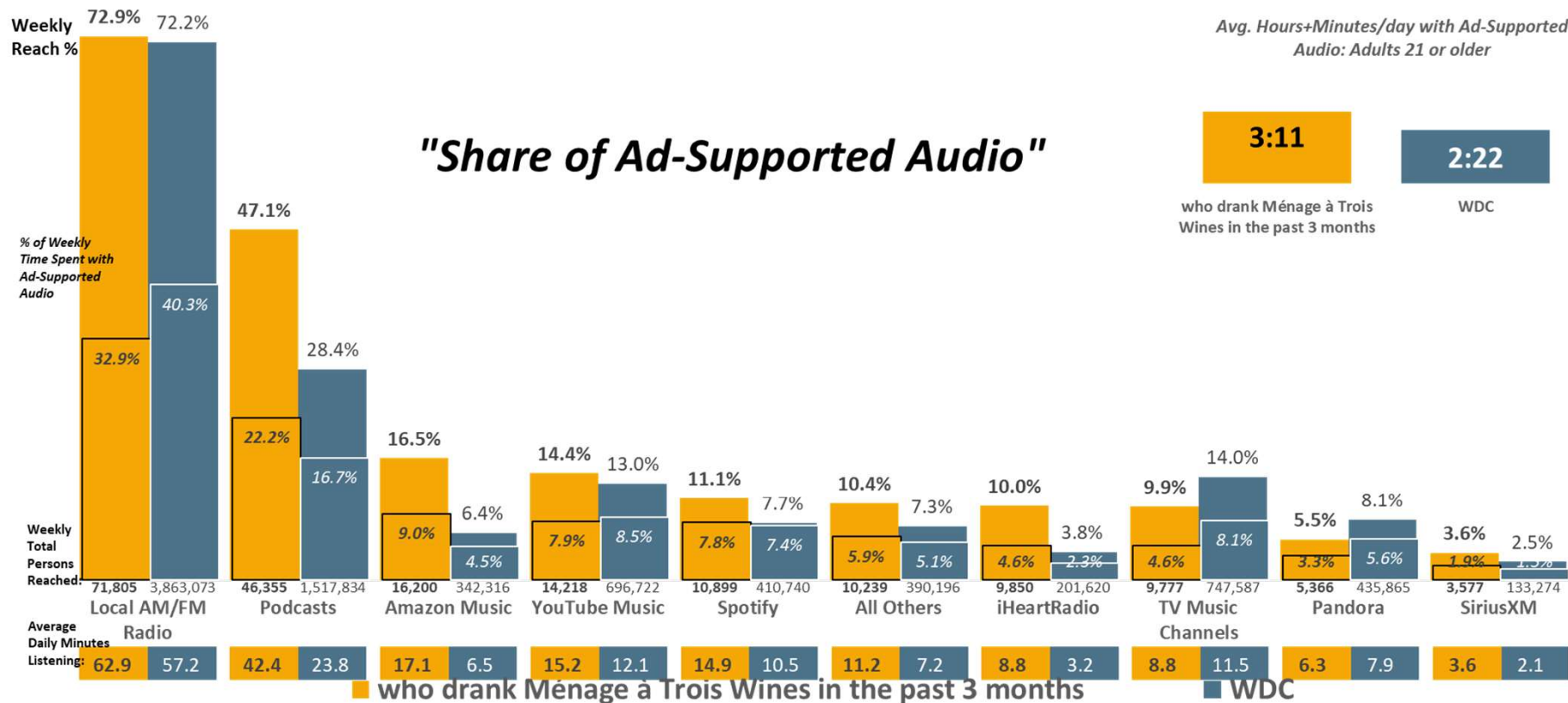


169,800 or 85.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



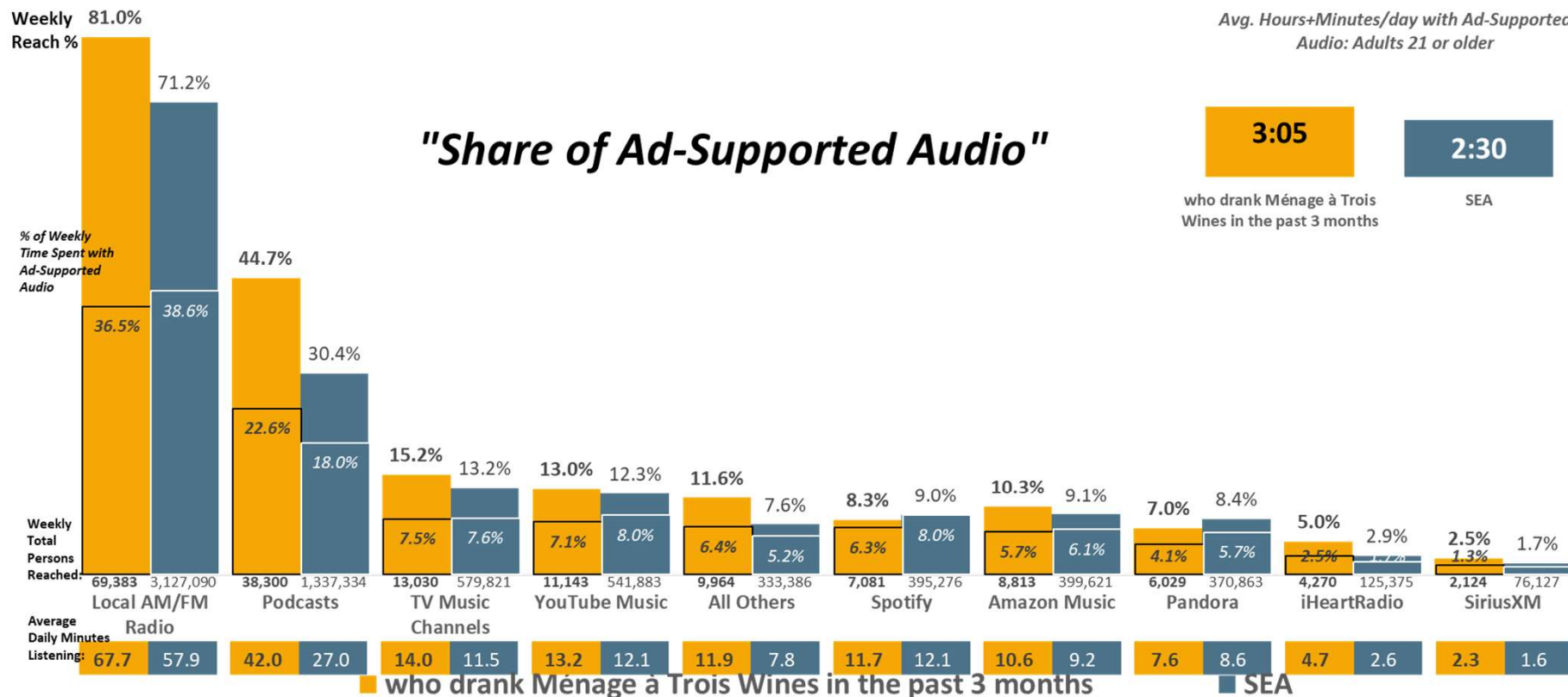


71,805 or 72.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



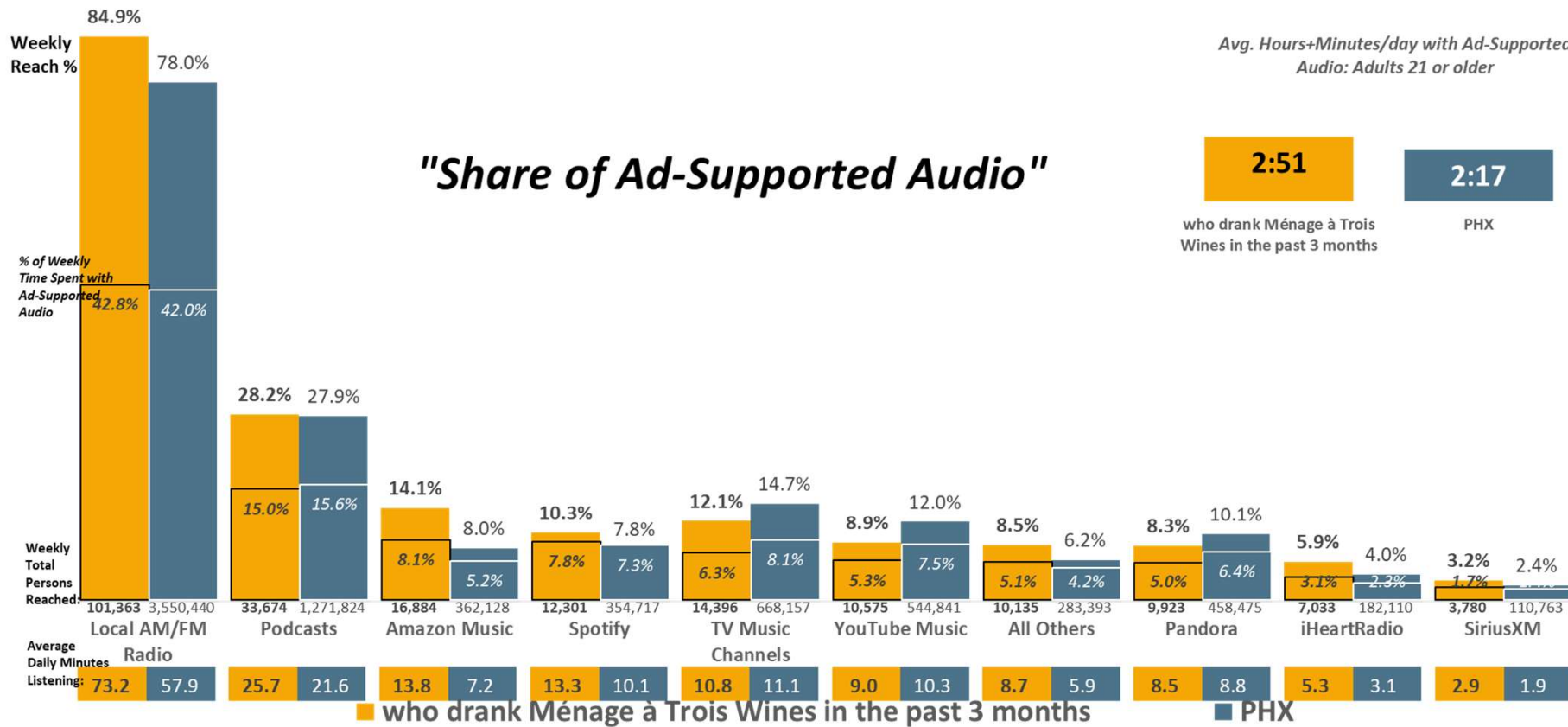


69,383 or 81.0% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





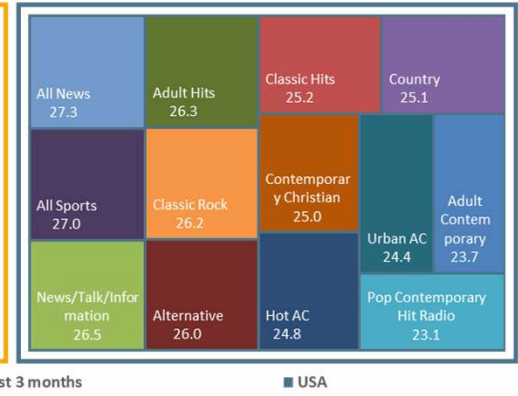
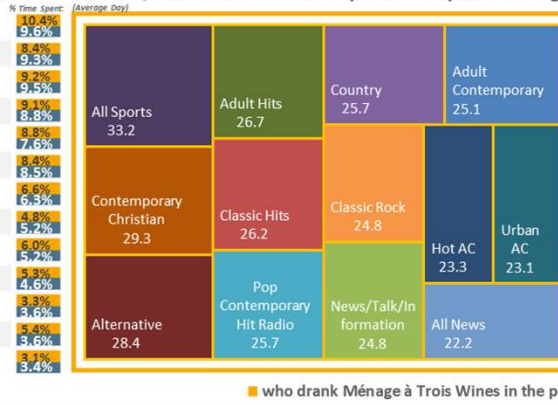
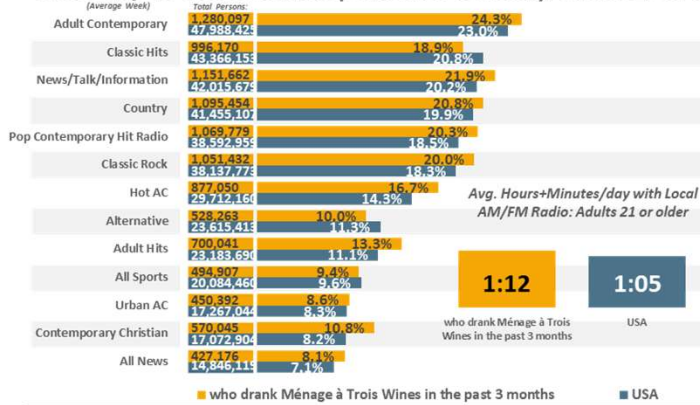
101,363 or 84.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



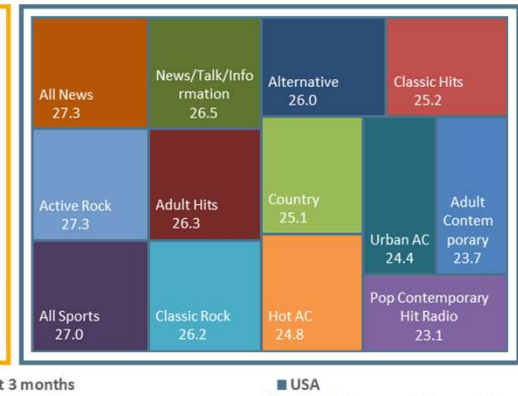
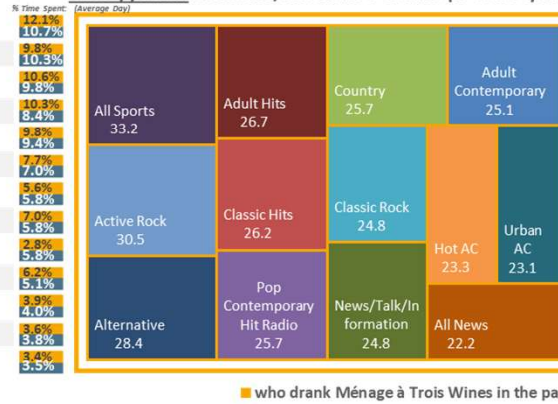
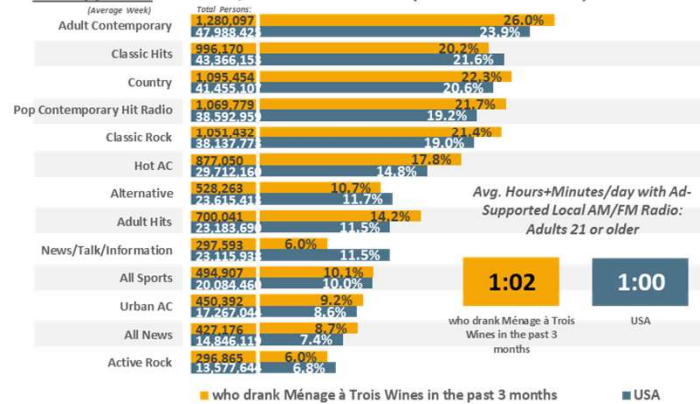


4,921,260 or 81.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

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



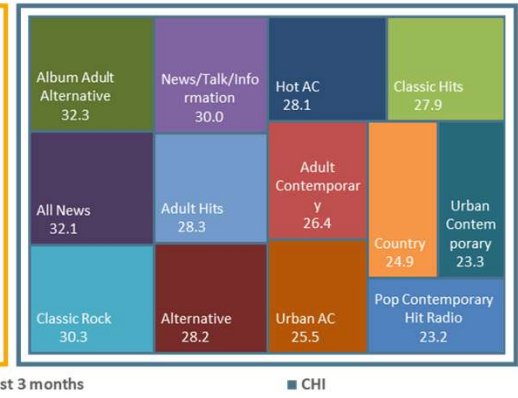
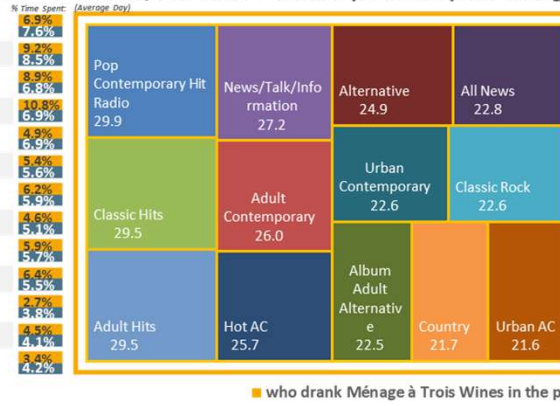
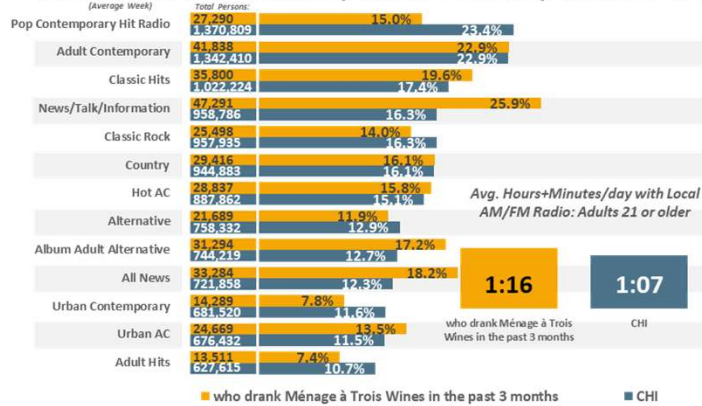
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



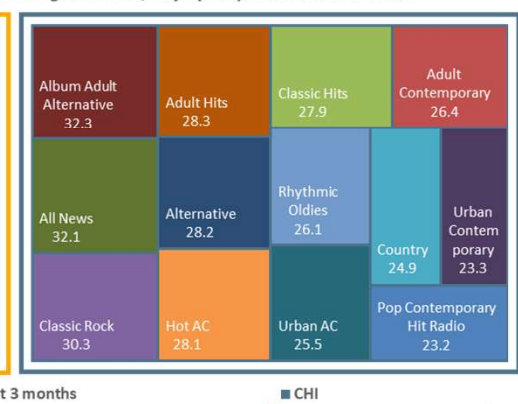
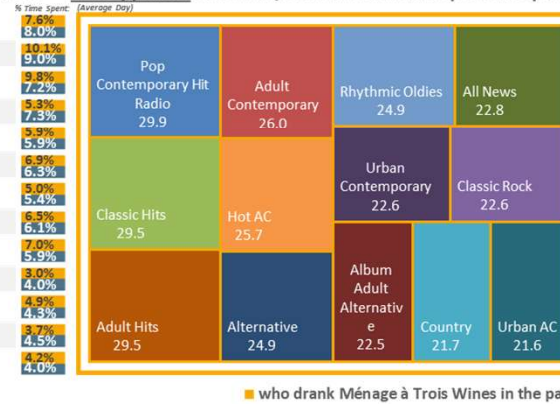
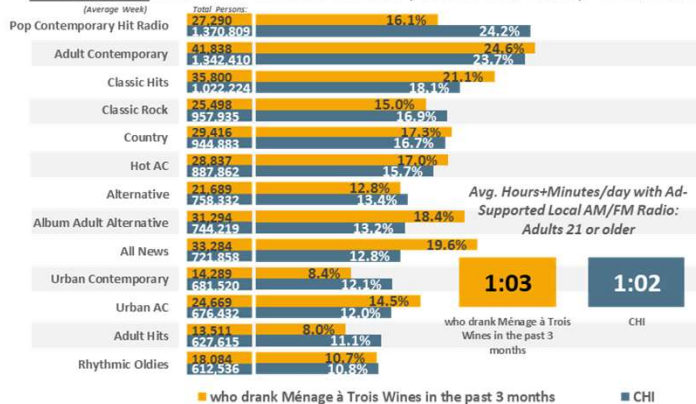


169,800 or 85.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Album Adult Alternative, and Country.

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**



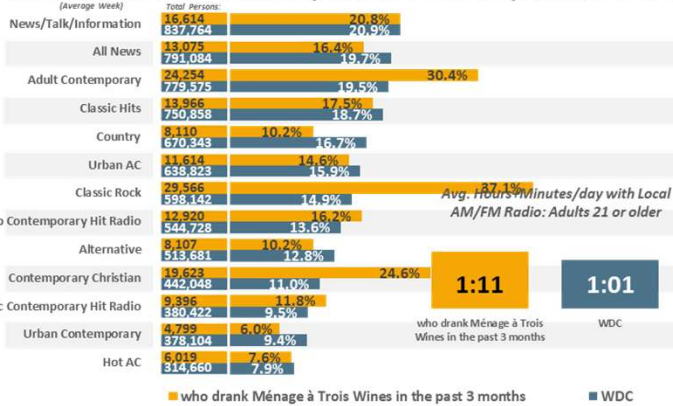
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



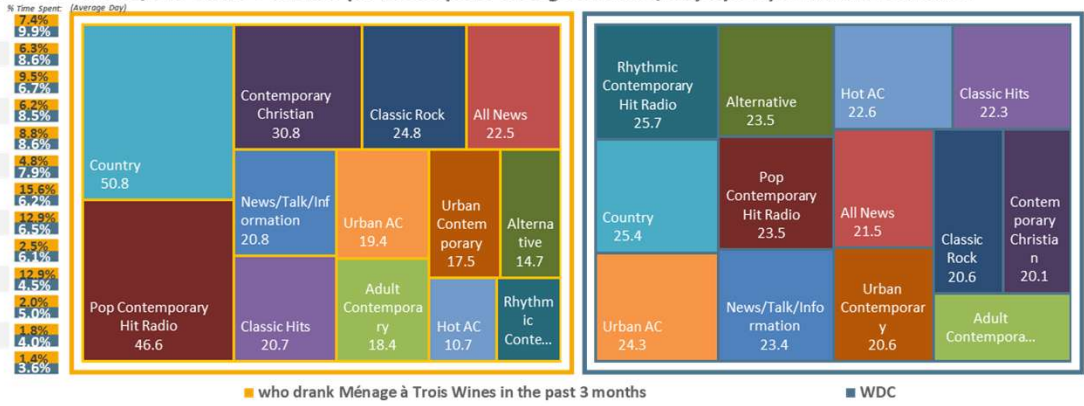


71,805 or 72.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, All News, and Pop Contemporary Hit Radio.

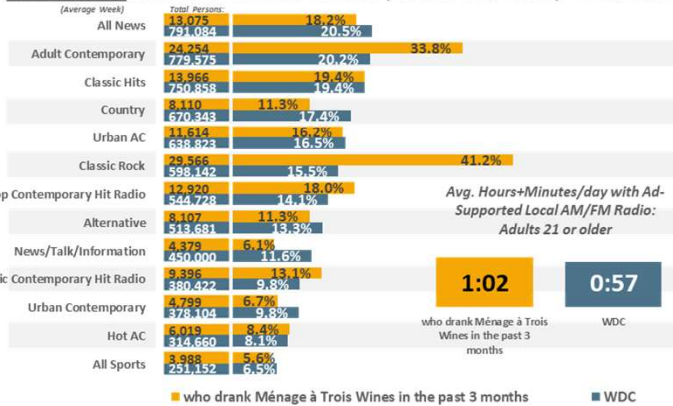
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



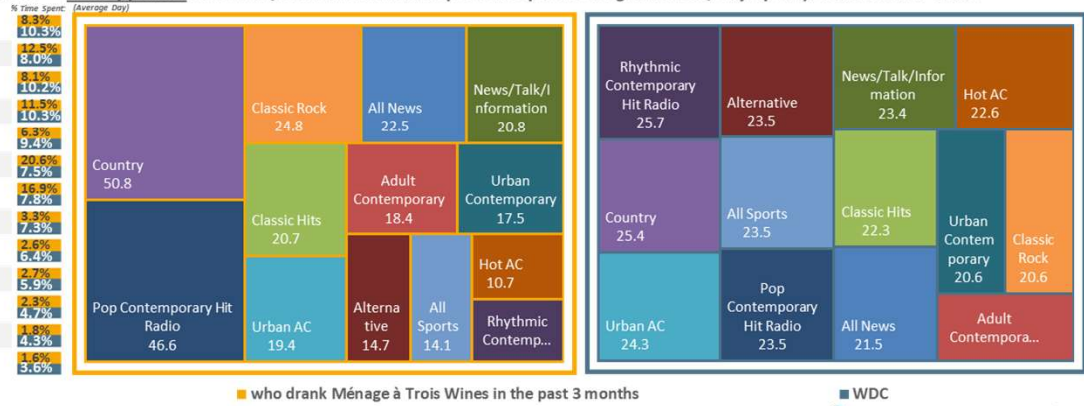
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



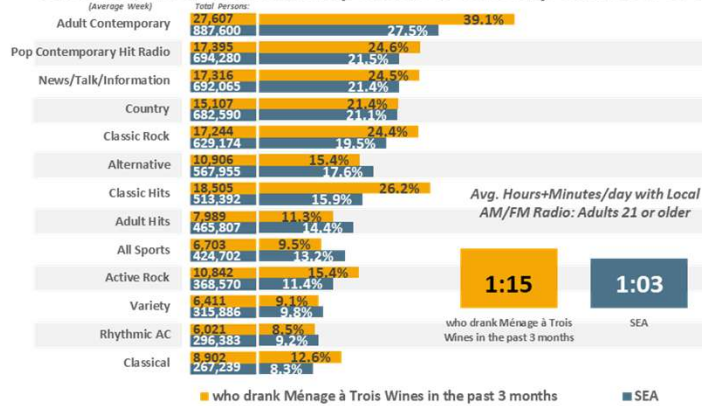
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



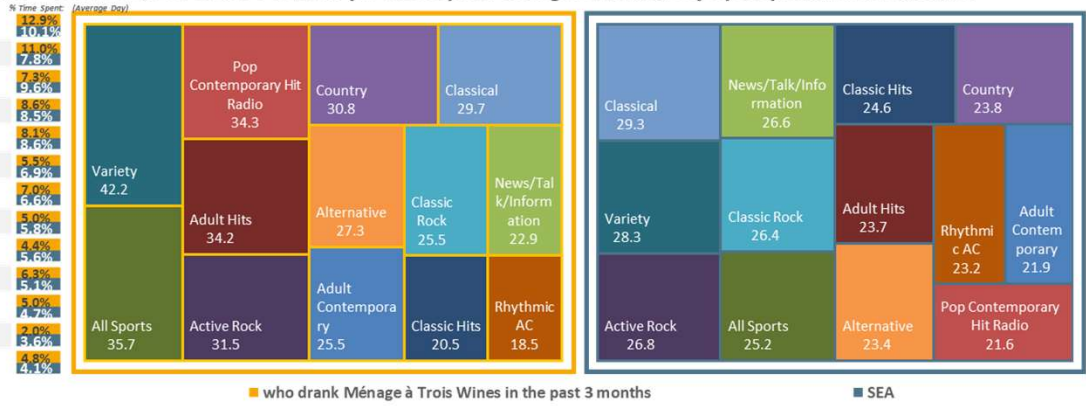


69,383 or 81.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

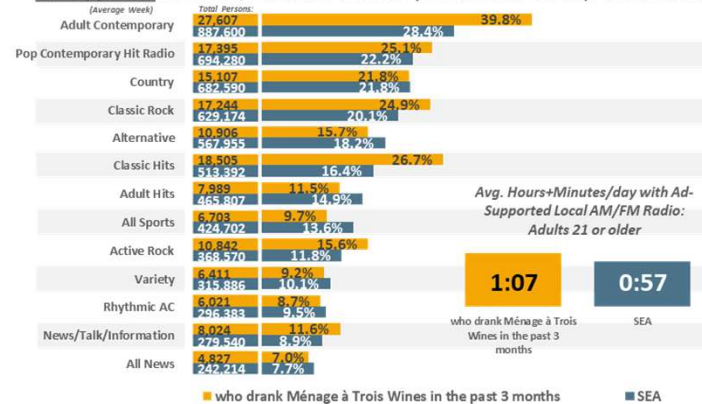
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



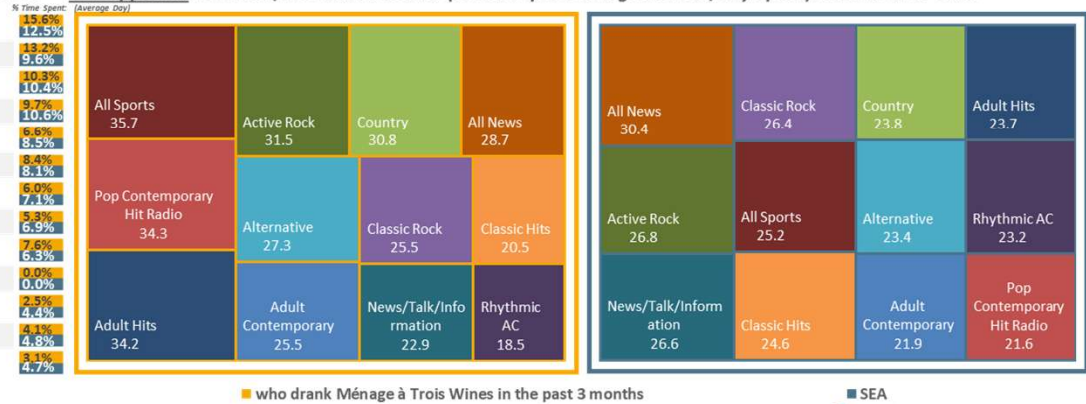
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



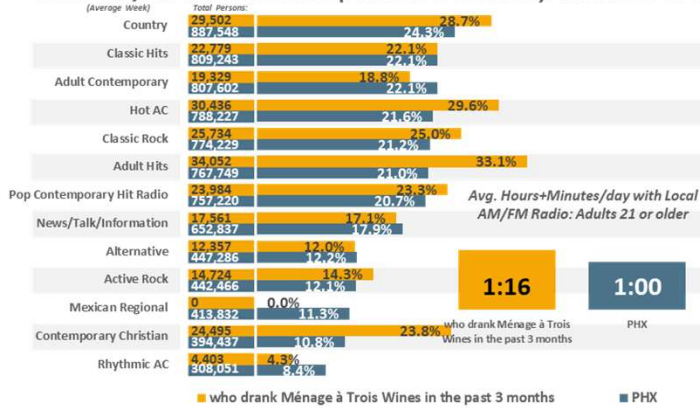
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





101,363 or 84.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Country, Classic Rock, and Pop Contemporary Hit Radio.

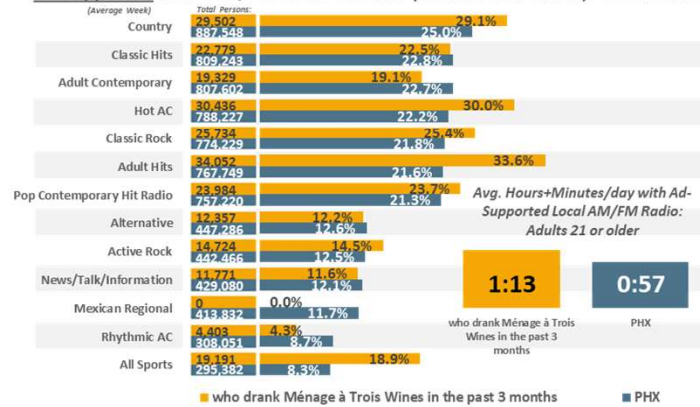
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



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



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

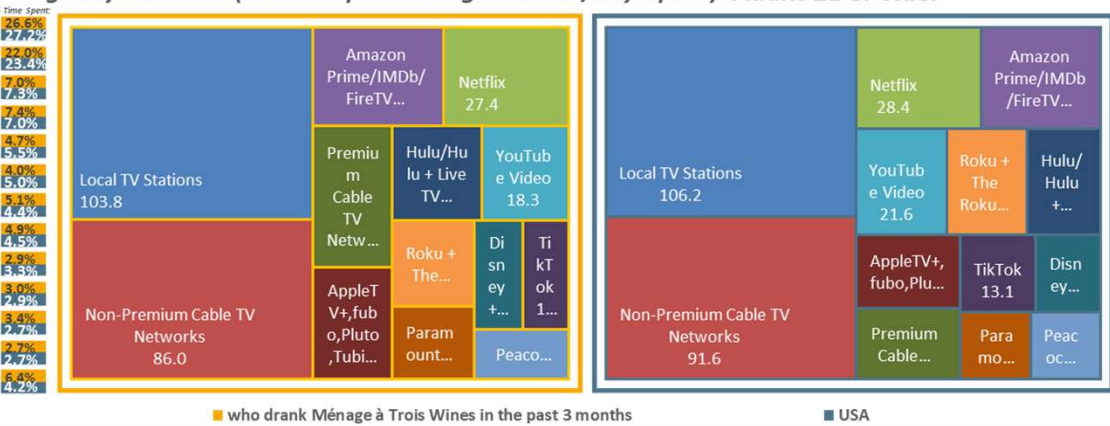
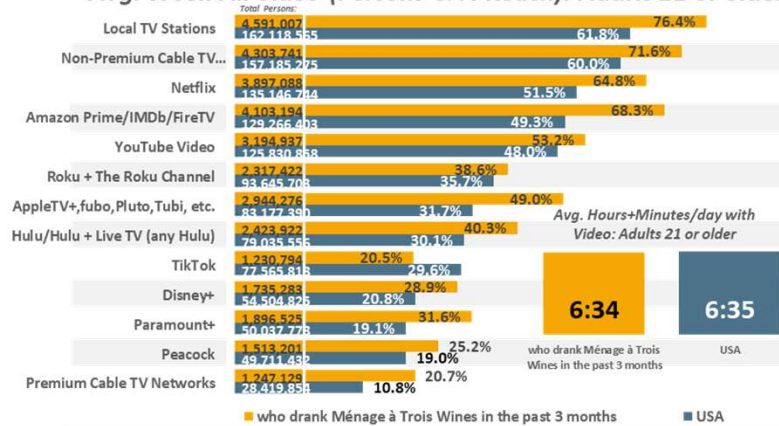




4,492,154 or 74.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

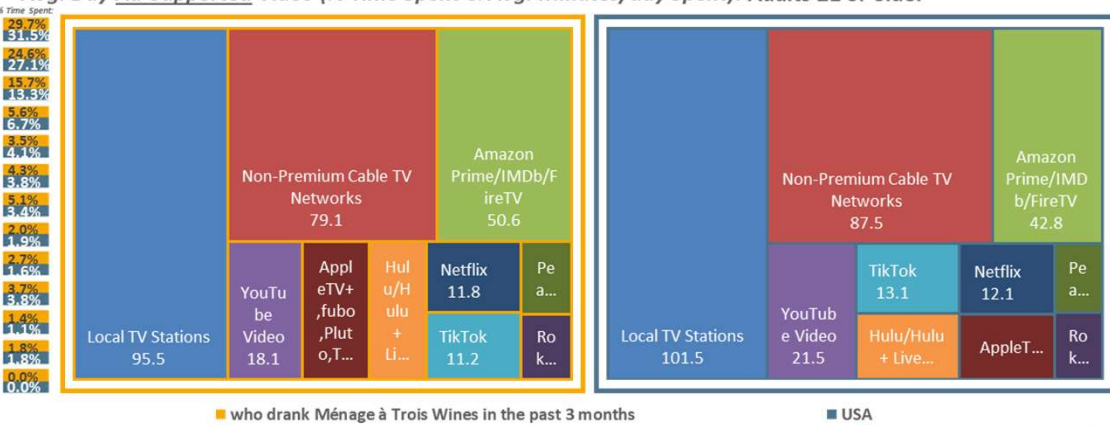
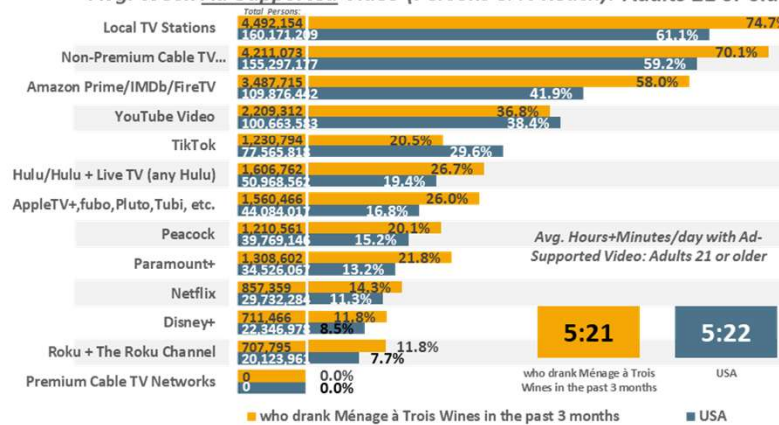
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

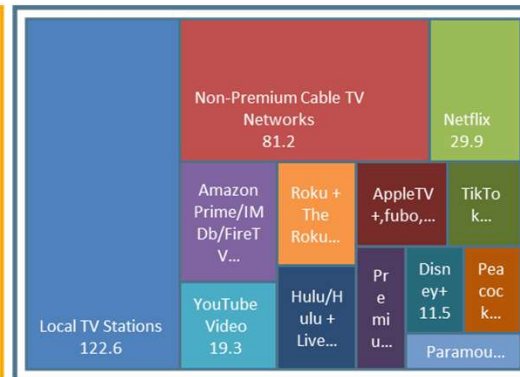
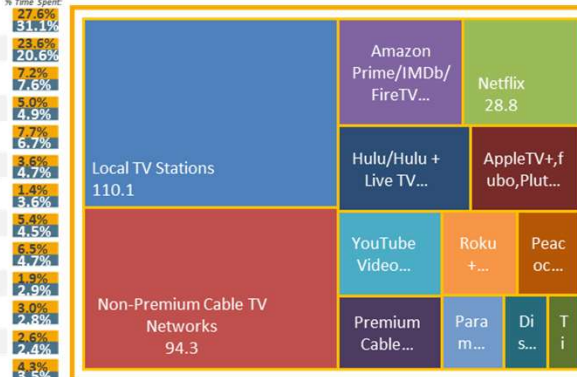
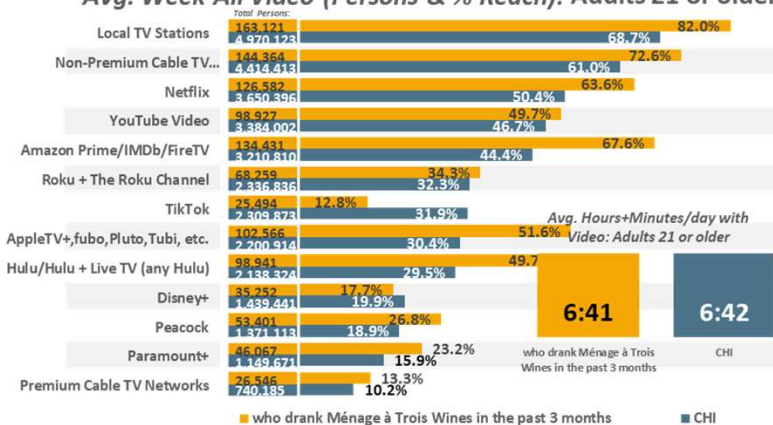




161,231 or 81.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

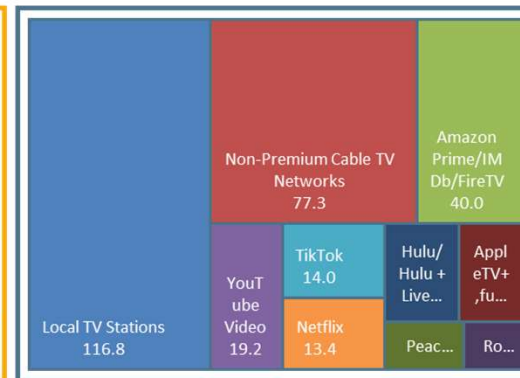
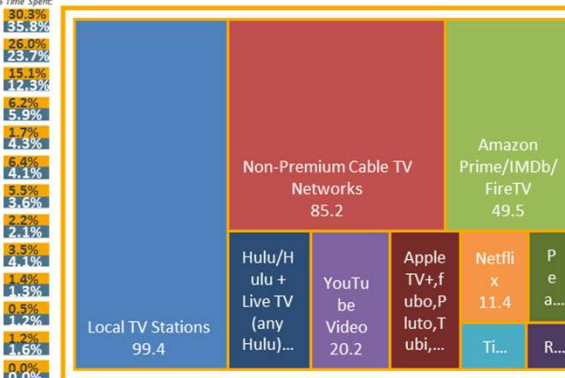
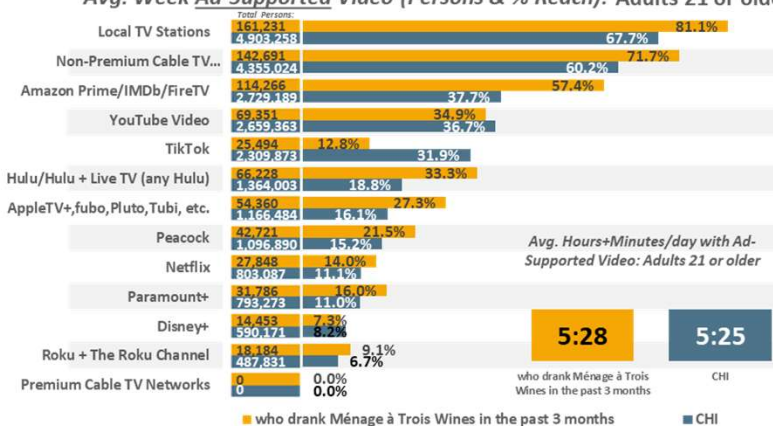
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

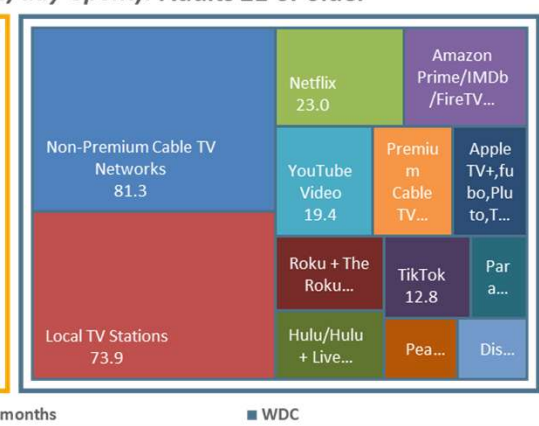
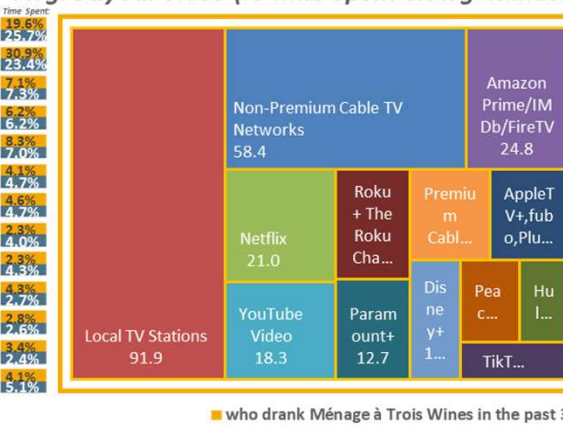
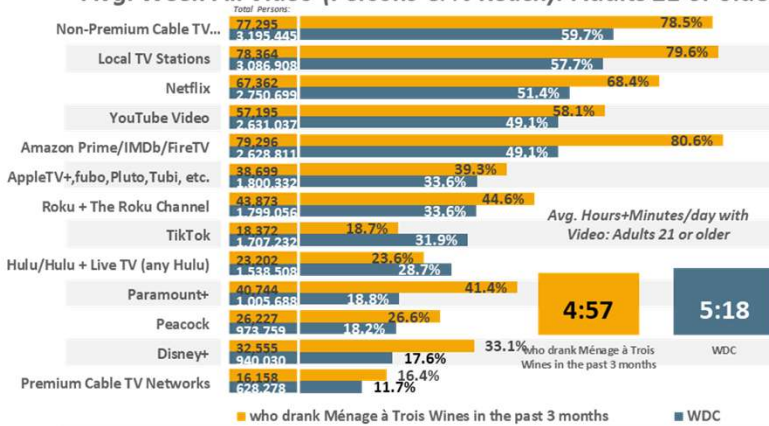




77,022 or 78.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

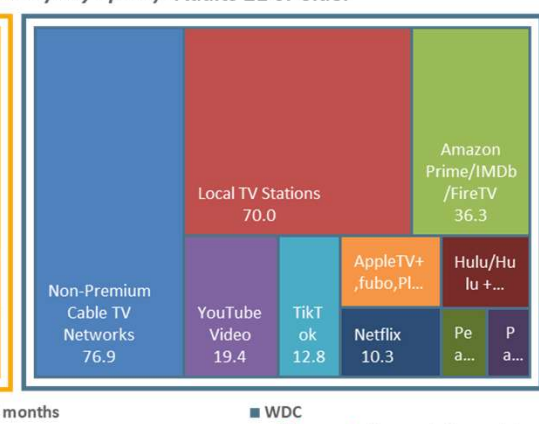
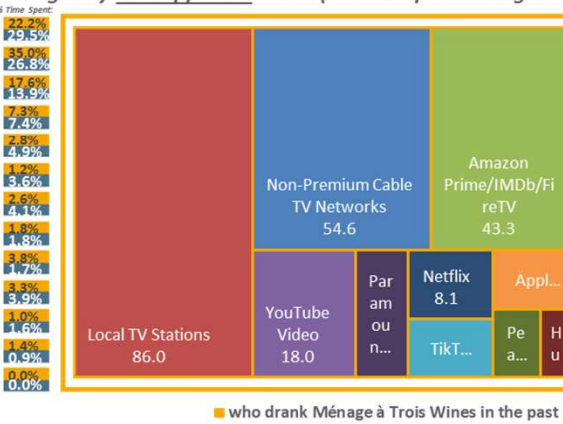
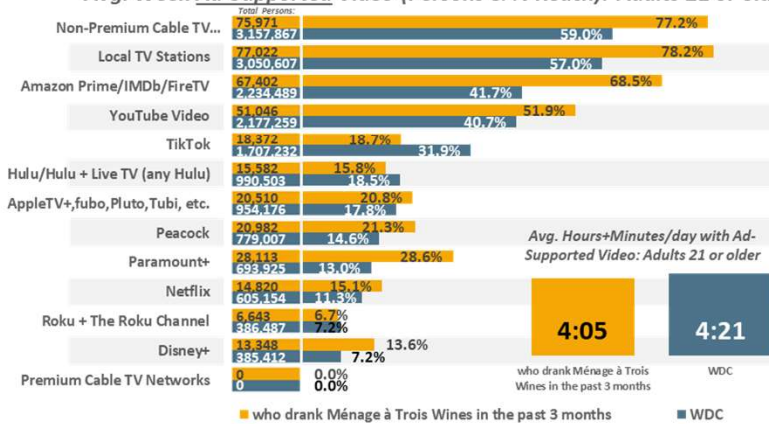
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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

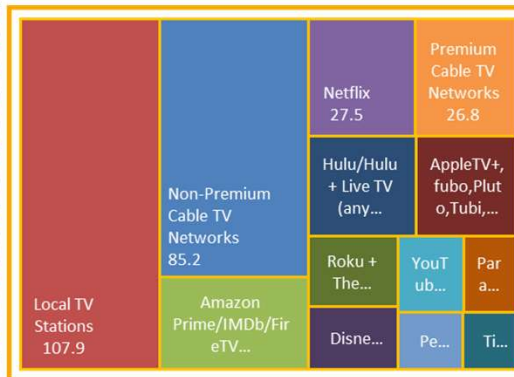
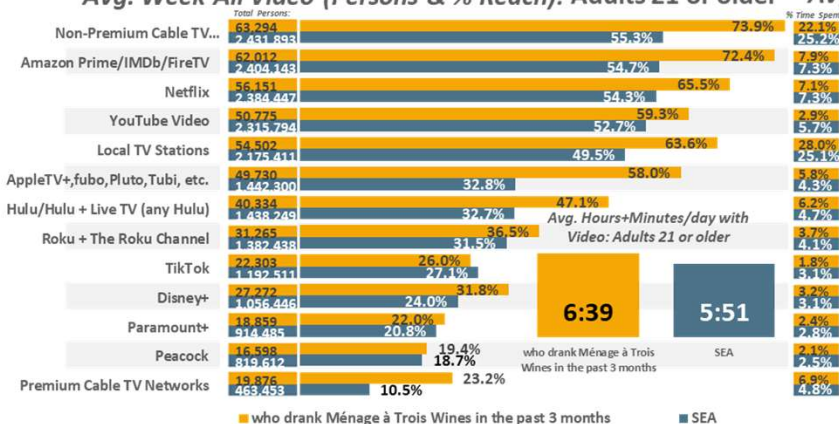




53,644 or 62.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

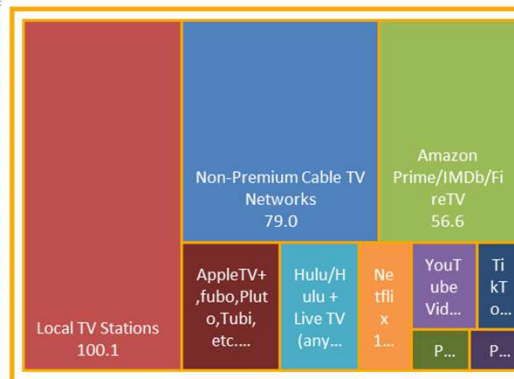
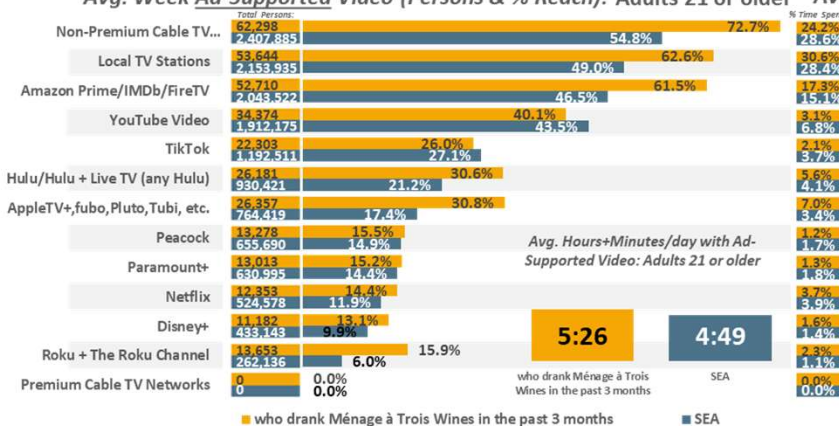
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

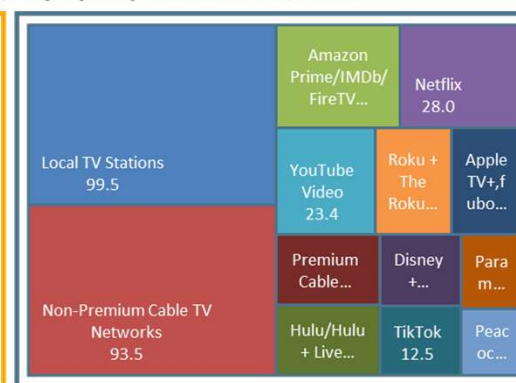
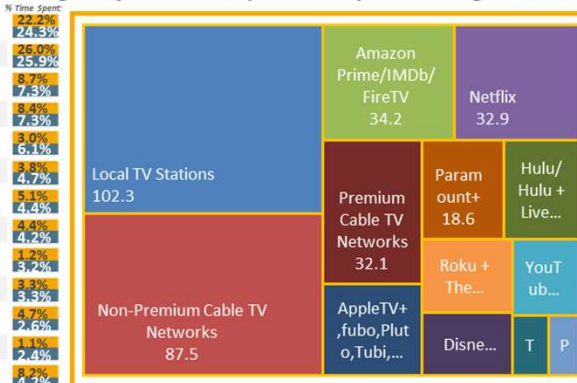
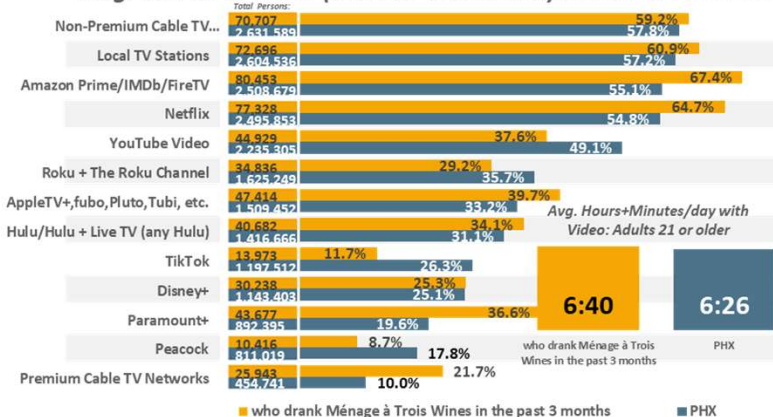




72,238 or 60.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

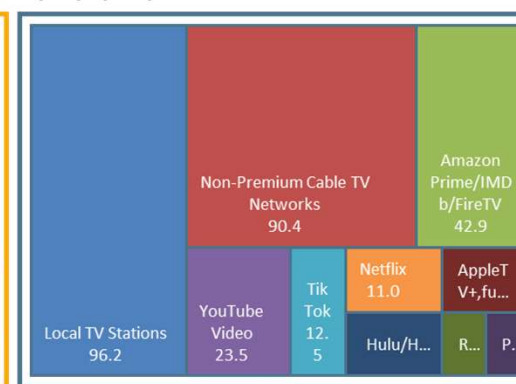
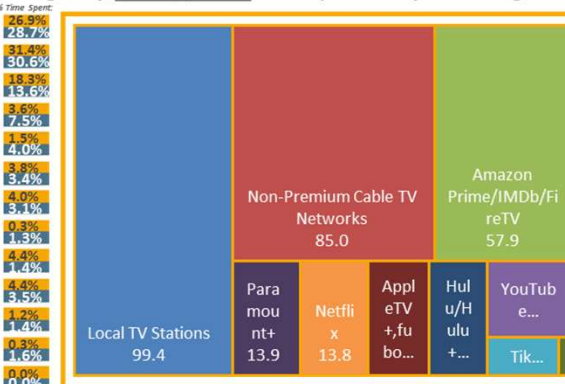
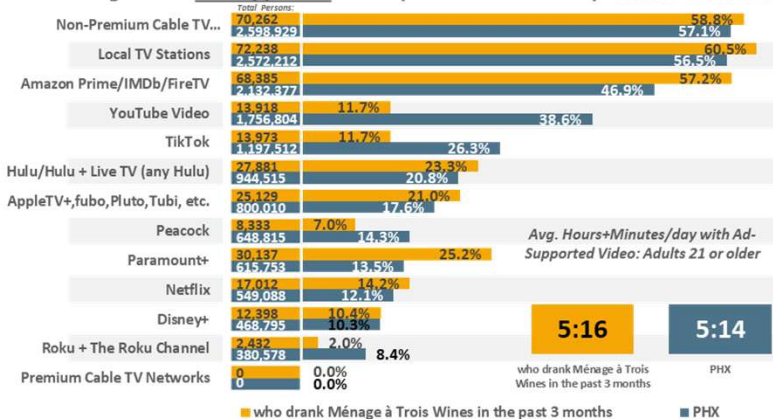
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 78
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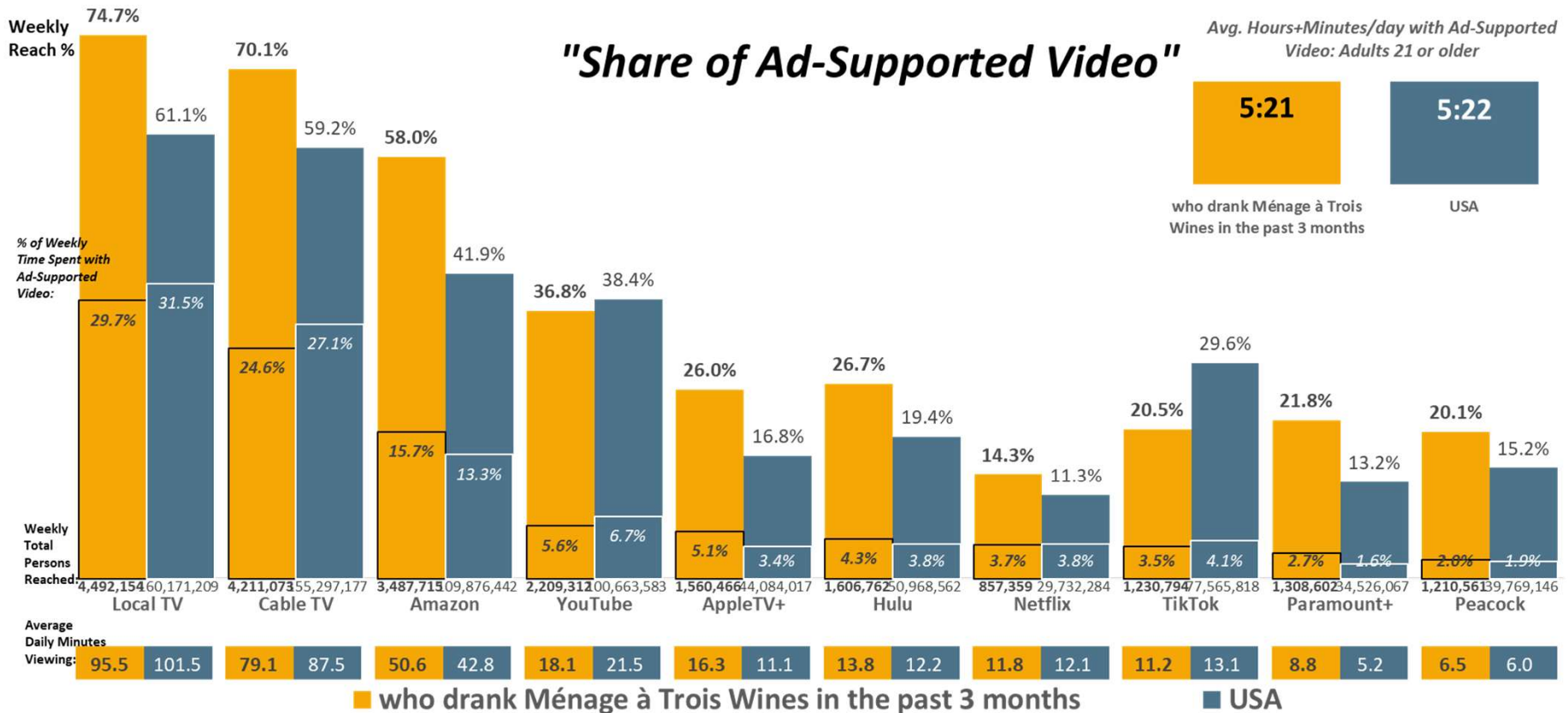
soefa.ai Share of Everything for Anything

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



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

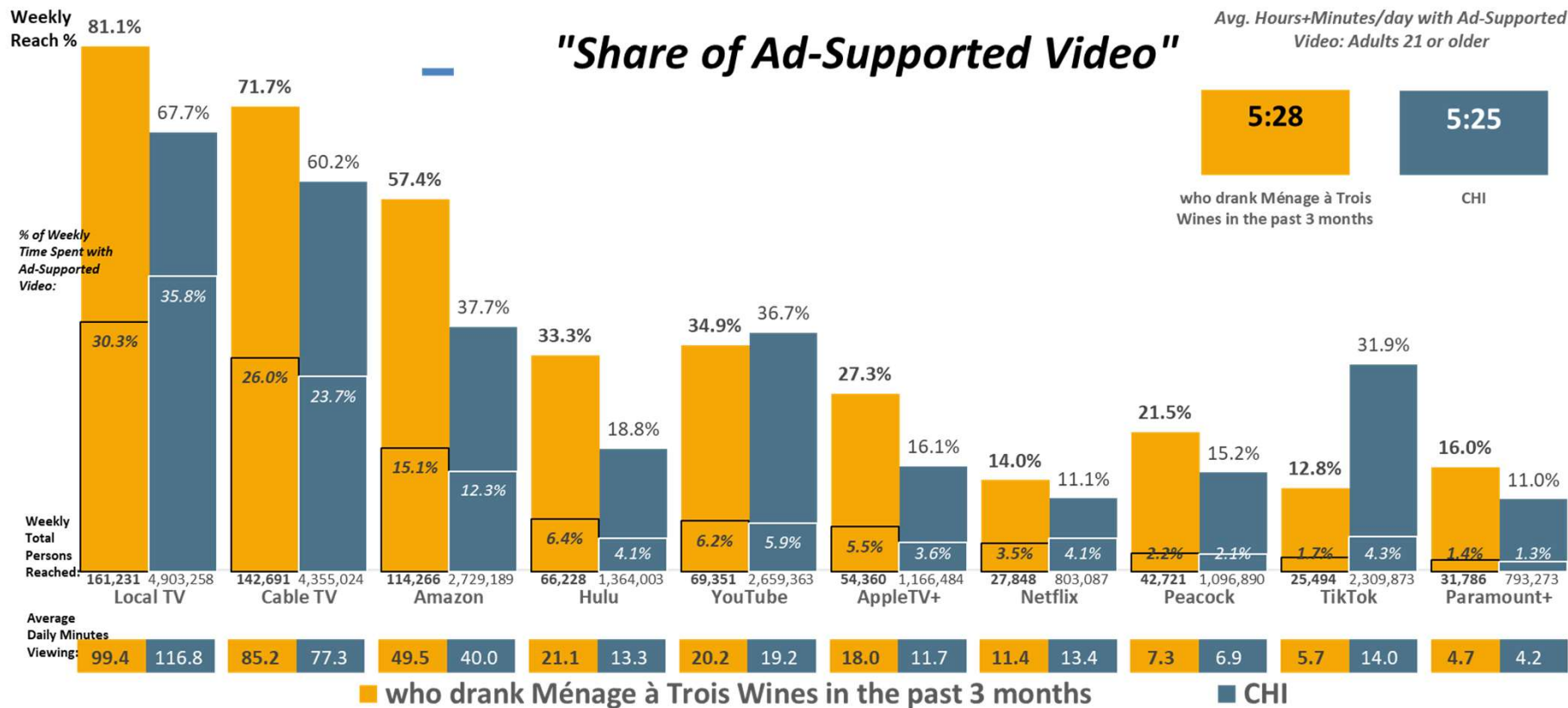
"Share of Ad-Supported Video"





161,231 or 81.1% of Adults 21 or older who drank Ménége à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

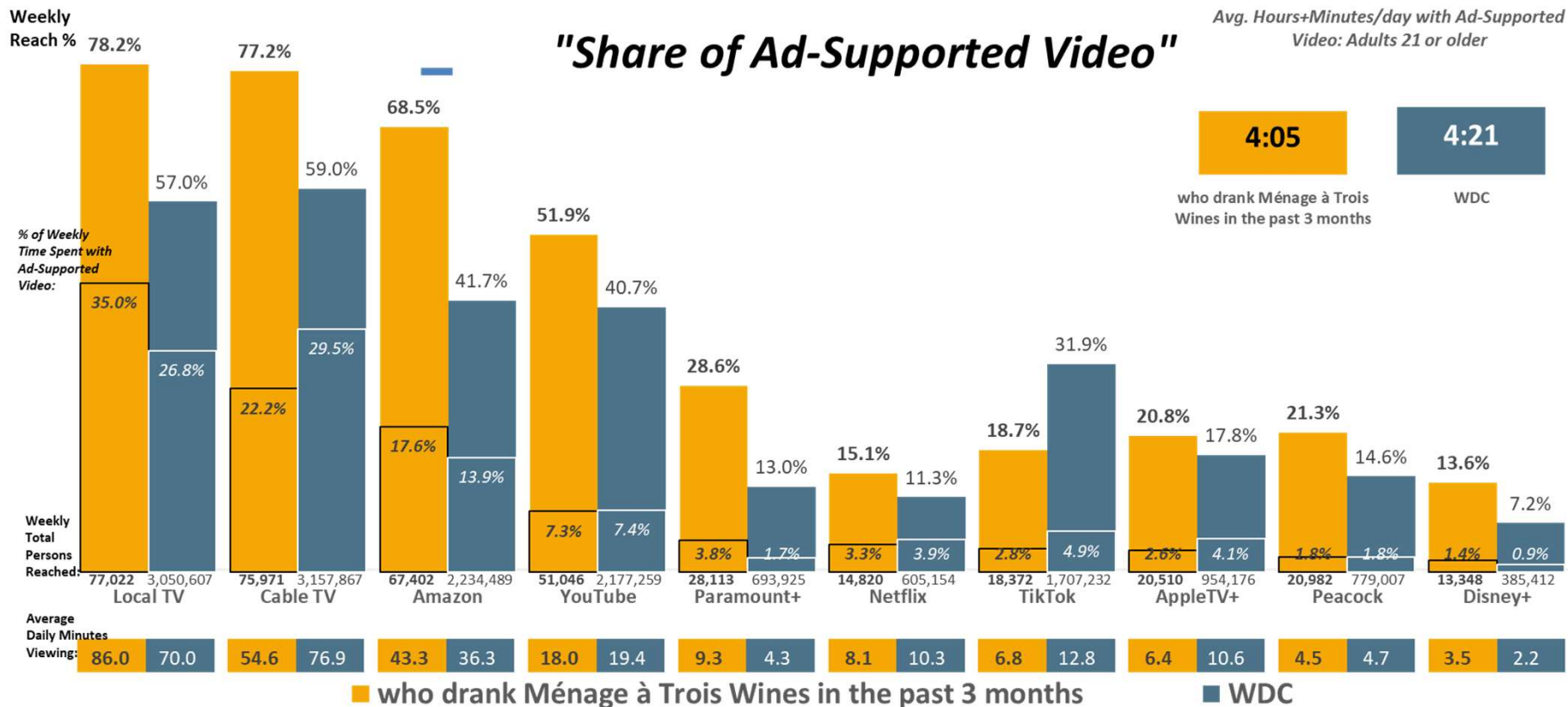
"Share of Ad-Supported Video"





77,022 or 78.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

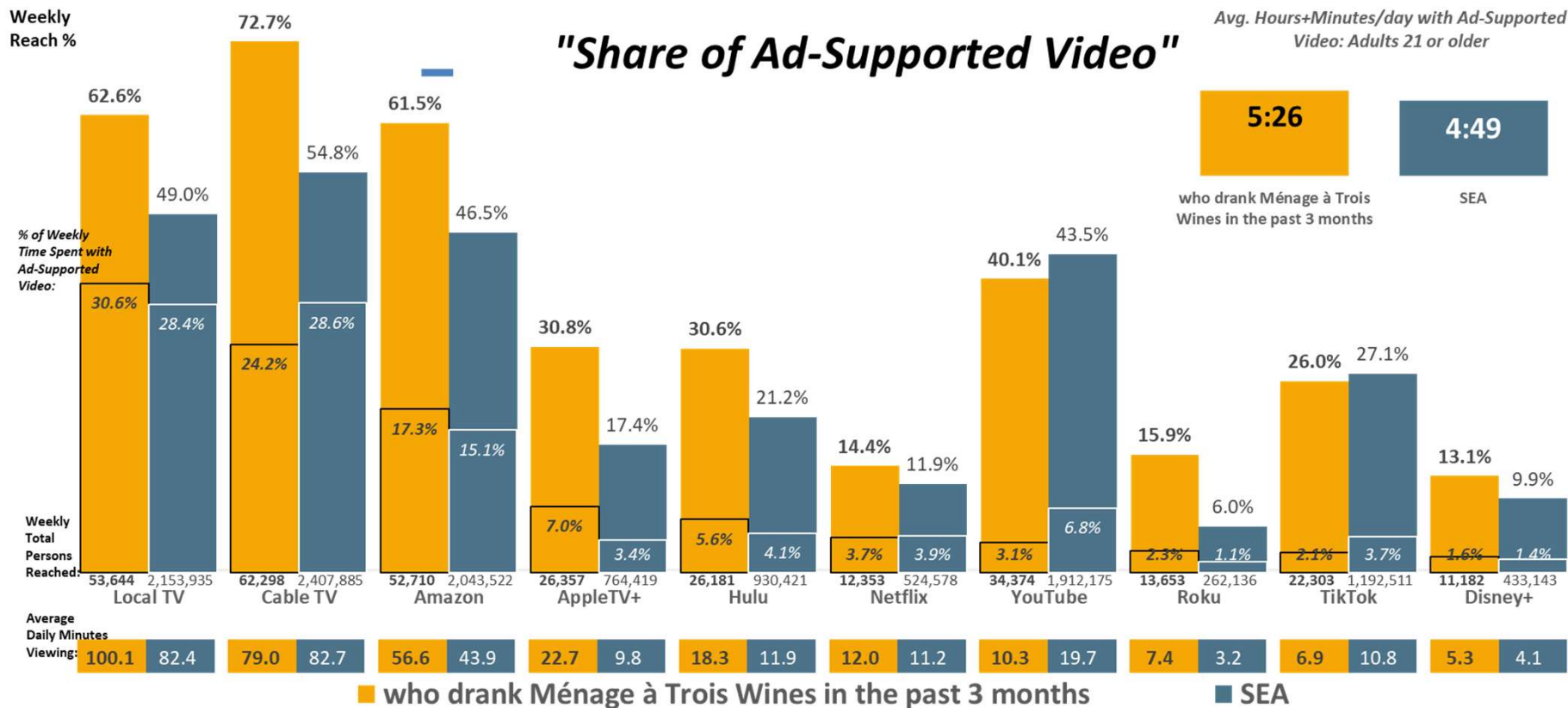
"Share of Ad-Supported Video"





53,644 or 62.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

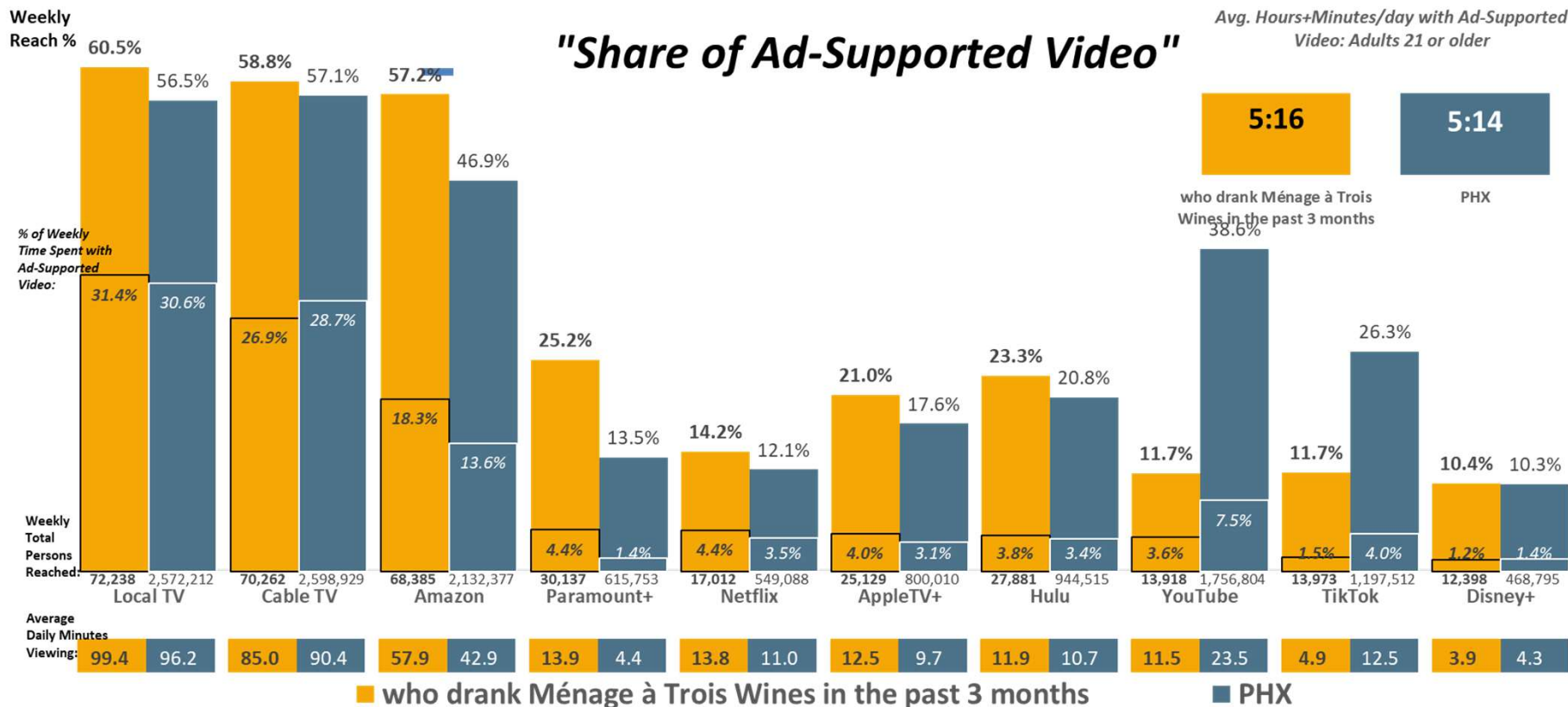
"Share of Ad-Supported Video"





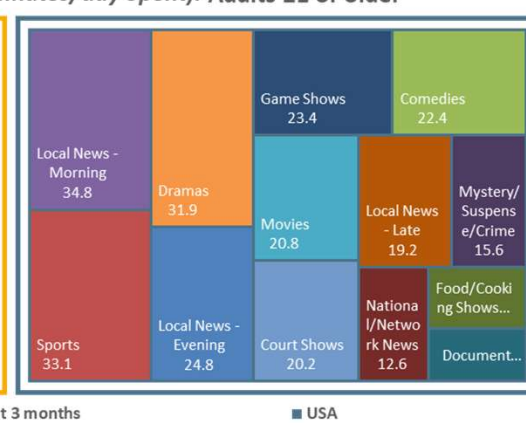
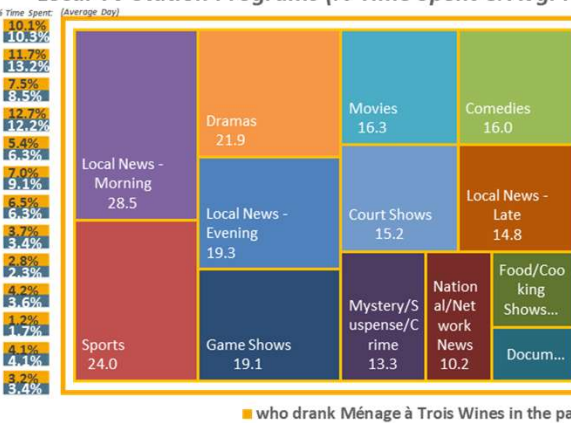
72,238 or 60.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

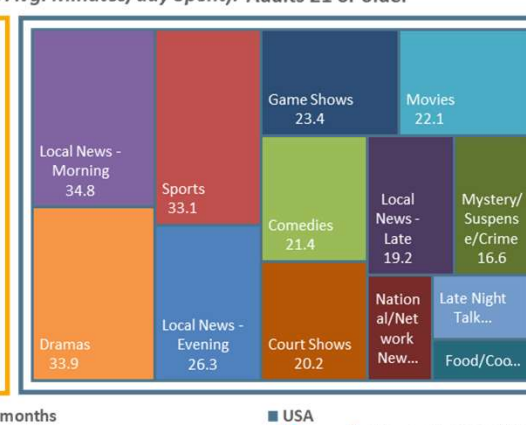
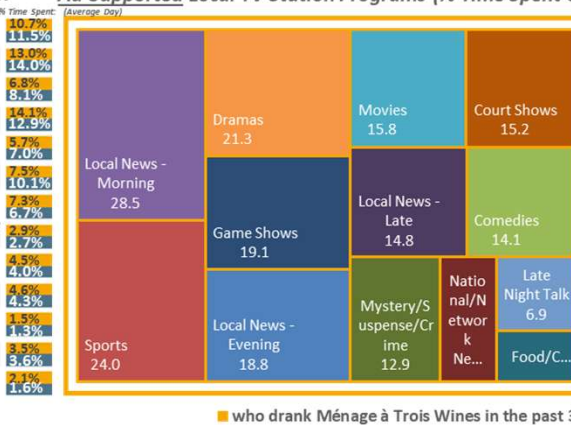




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



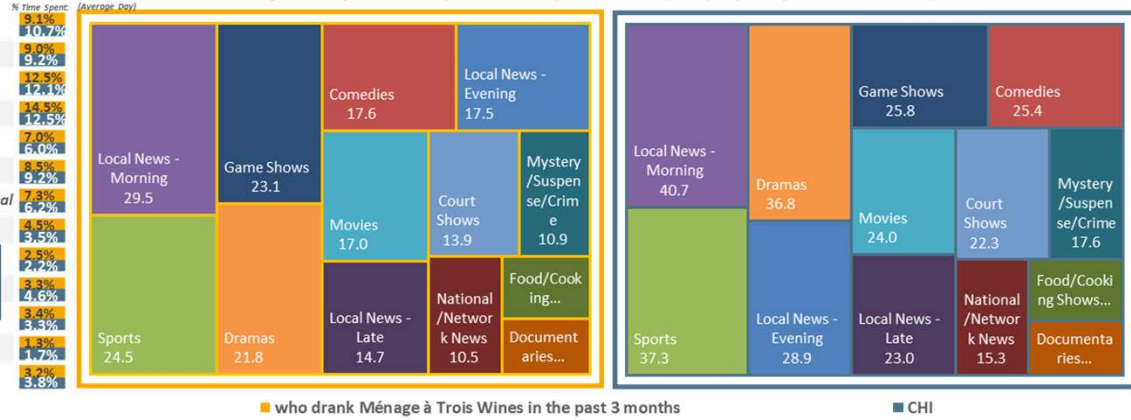


161,231 or 81.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

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



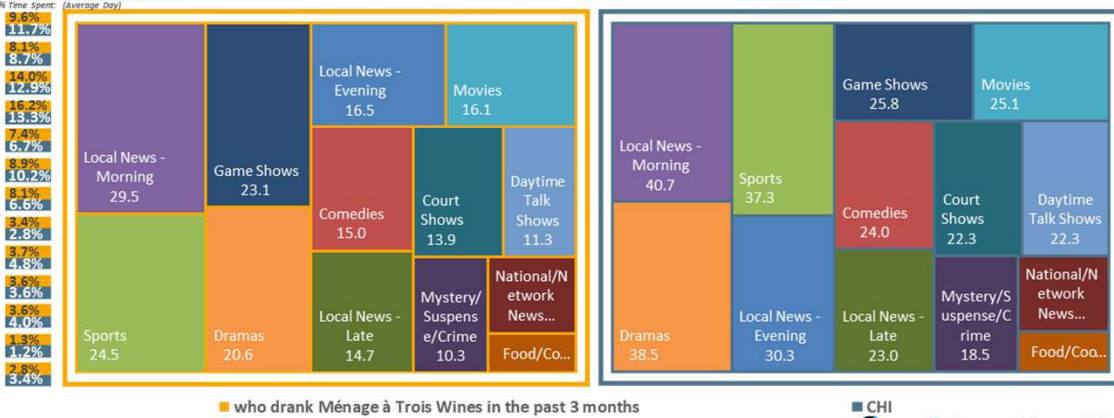
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



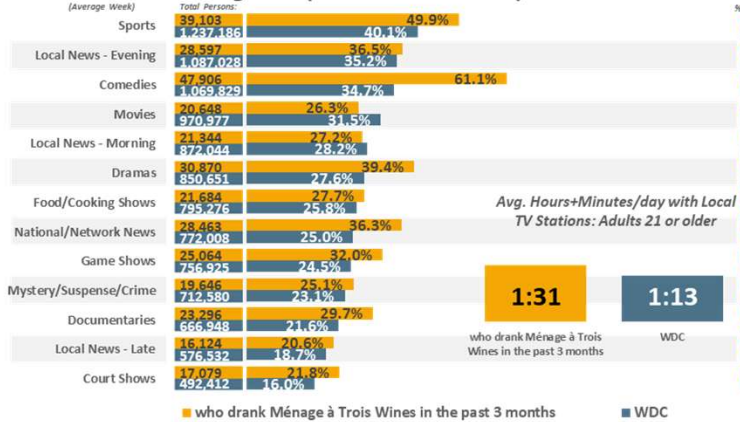
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



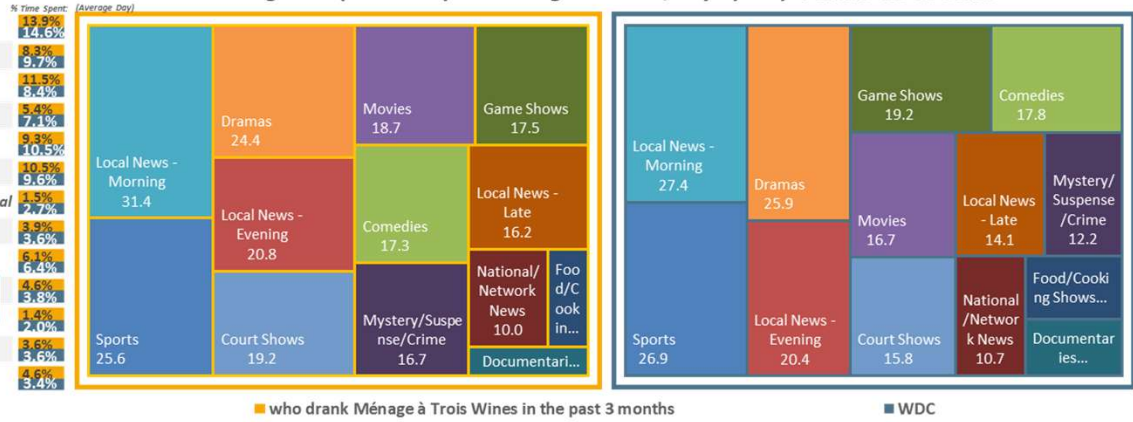


77,022 or 78.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Dramas, Local News - Evening, National/Network News, and Game Shows.

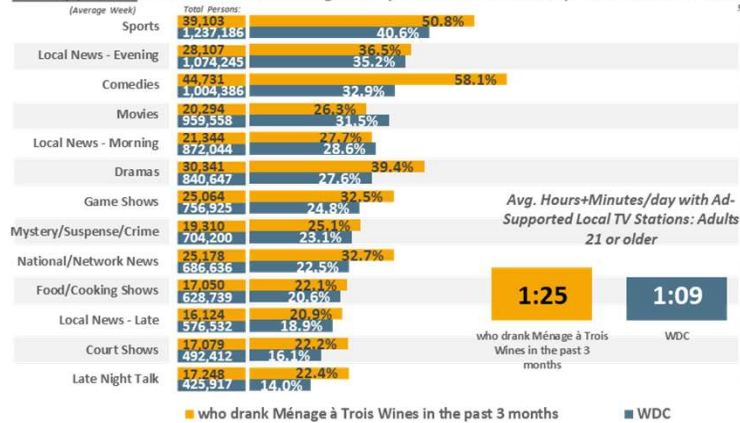
Local TV Station Programs (Persons & % Reach): Adults 21 or older



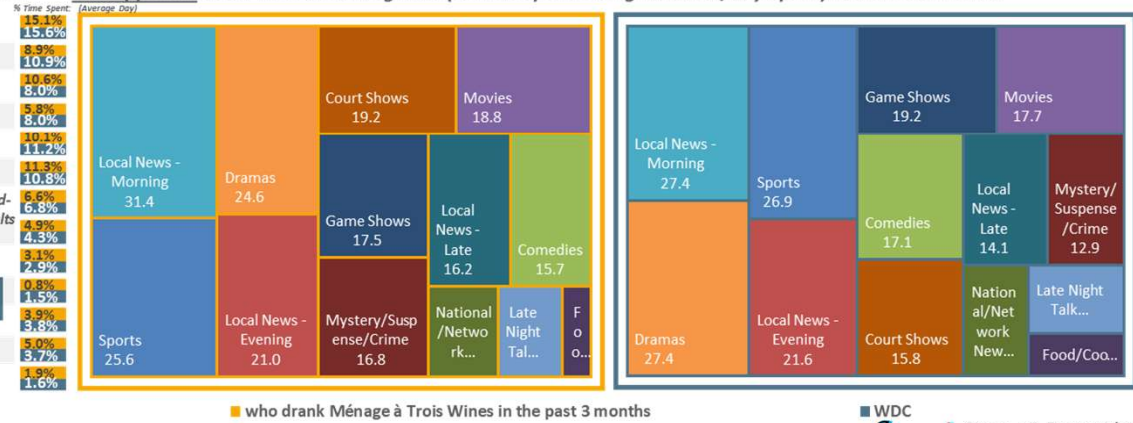
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 109
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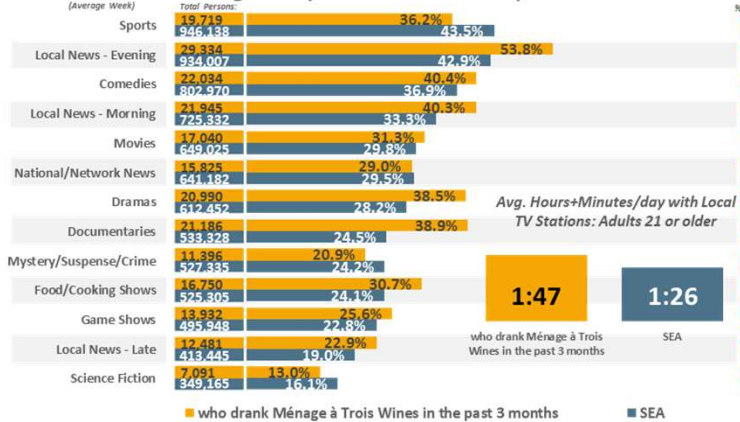
soefa.ai Share of Everything for Anything

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

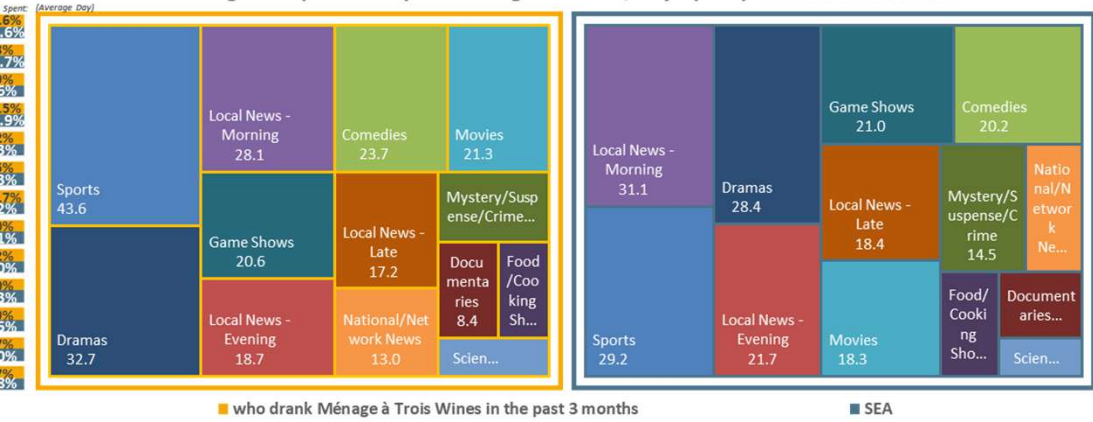


53,644 or 62.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Dramas, Comedies, Sports, and Movies.

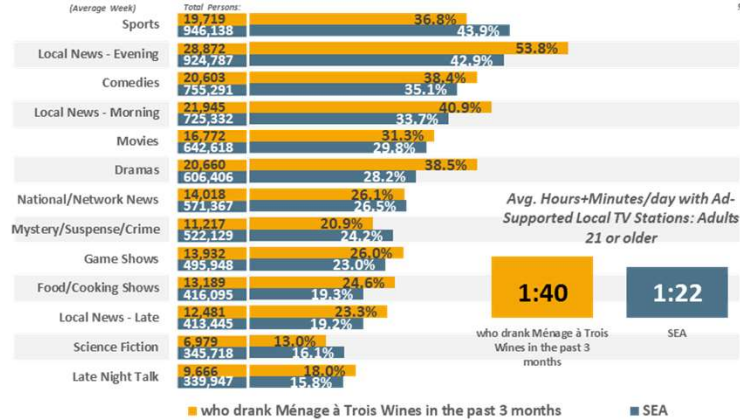
Local TV Station Programs (Persons & % Reach): Adults 21 or older



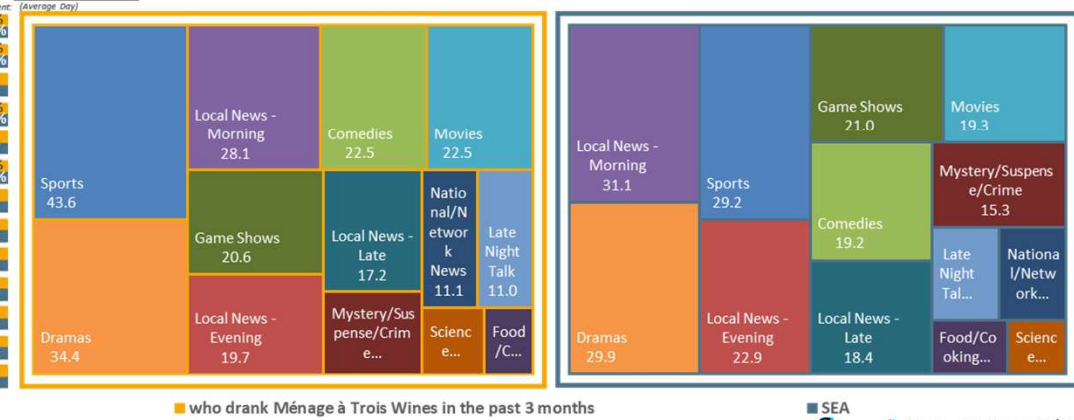
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



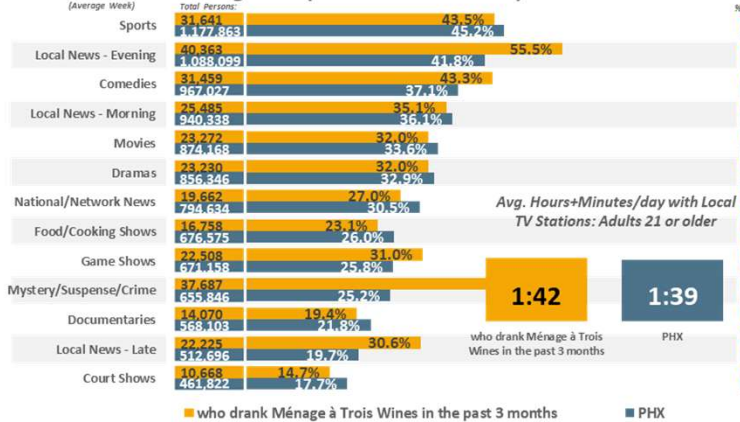
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



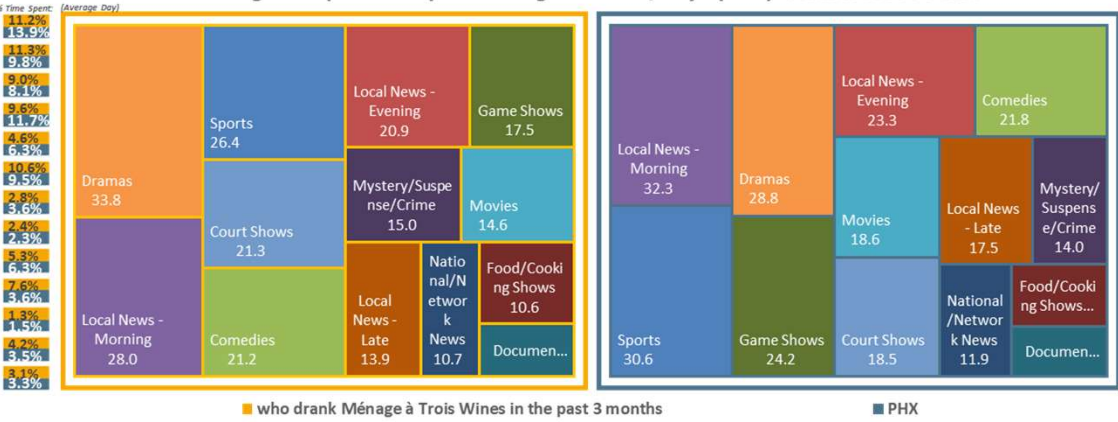


72,238 or 60.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Mystery/Suspense/Crime, Sports, Comedies, Local News - Morning, and Late Night Talk

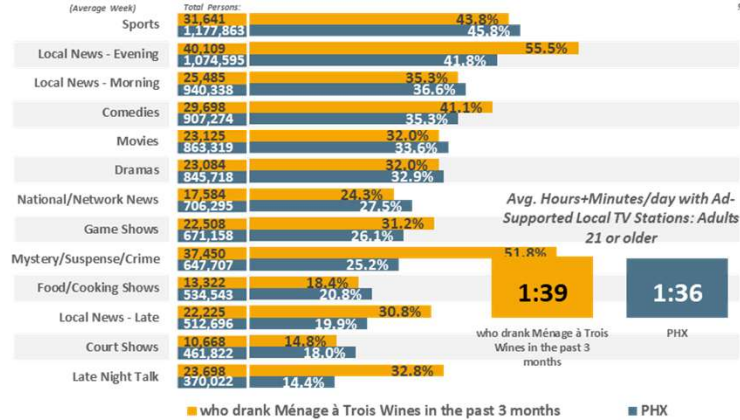
Local TV Station Programs (Persons & % Reach): Adults 21 or older



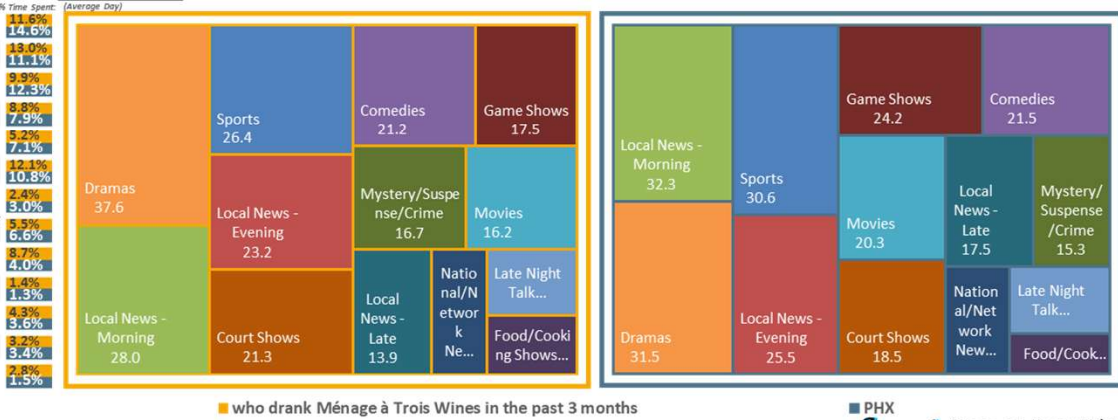
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

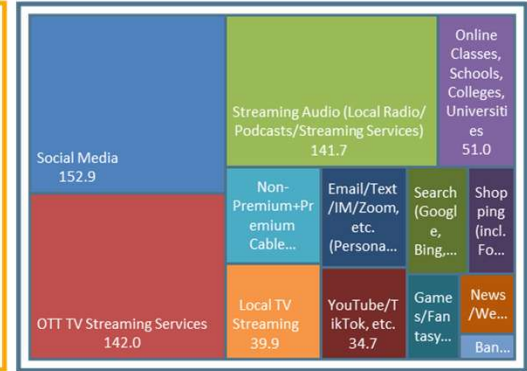
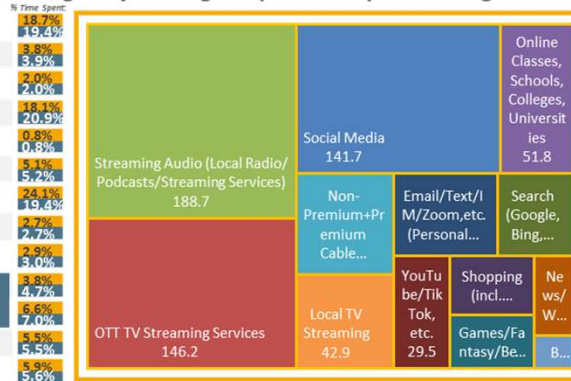
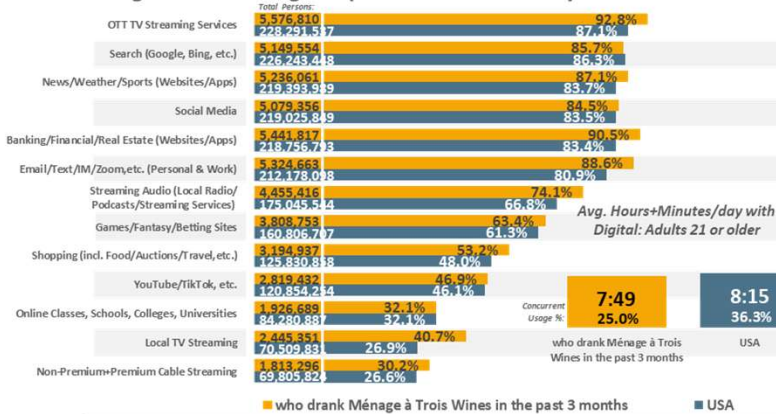




4,685,965 or 78.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 130.7 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

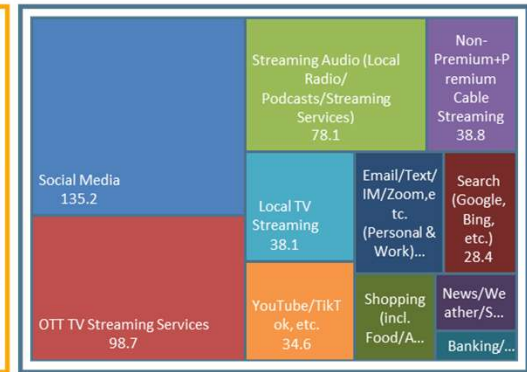
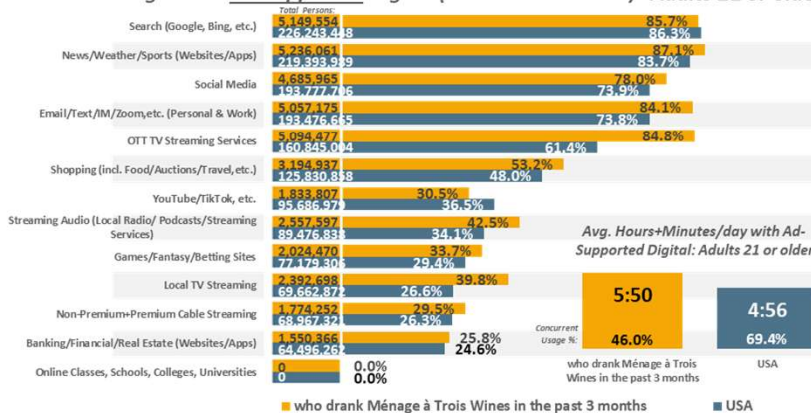
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

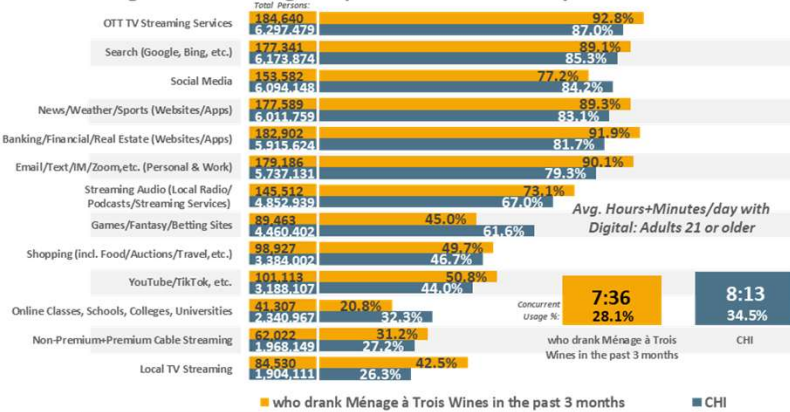
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



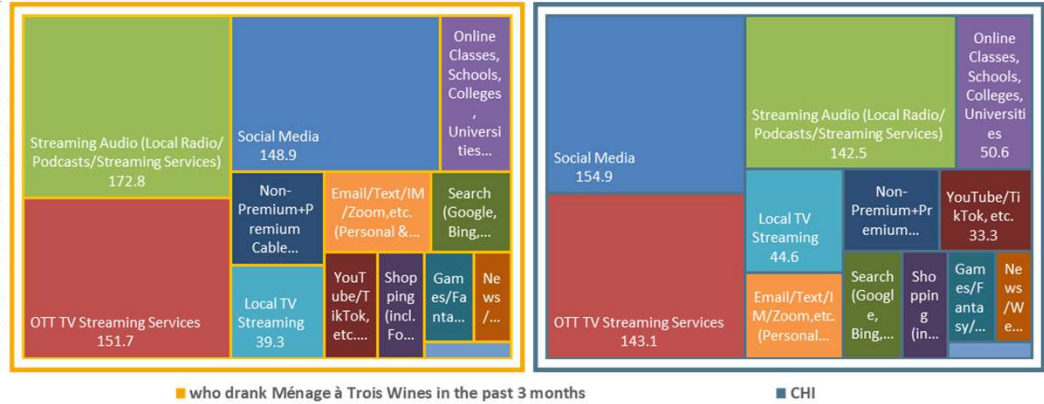


138,183 or 69.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 134. minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

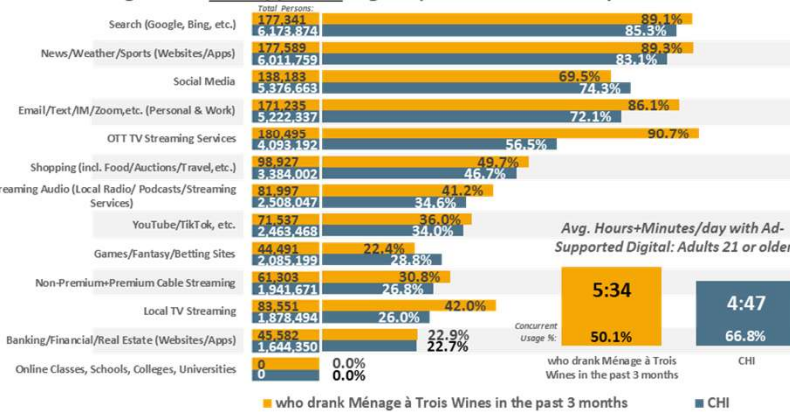
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



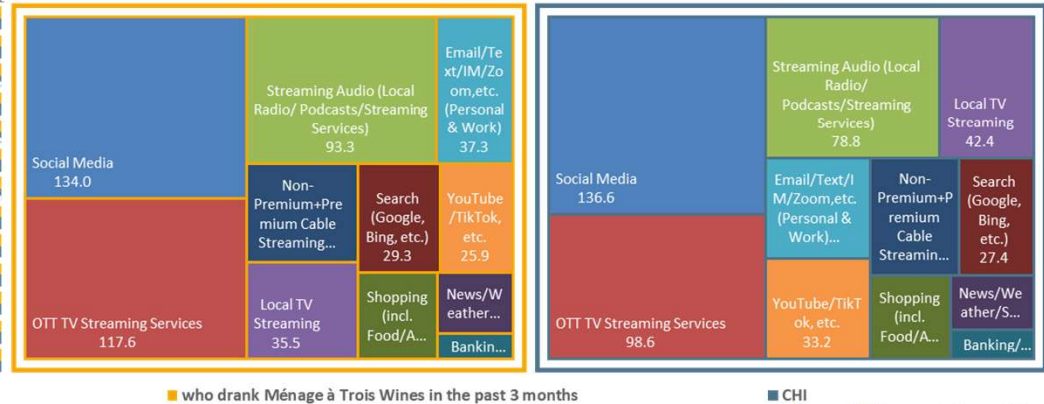
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

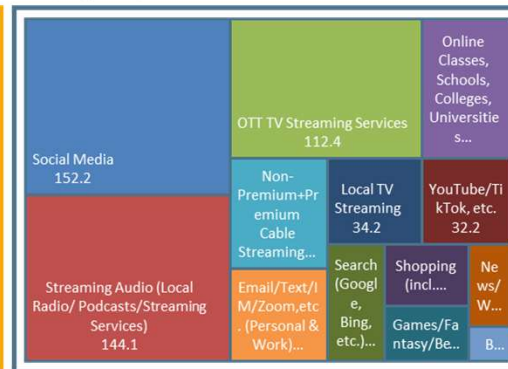
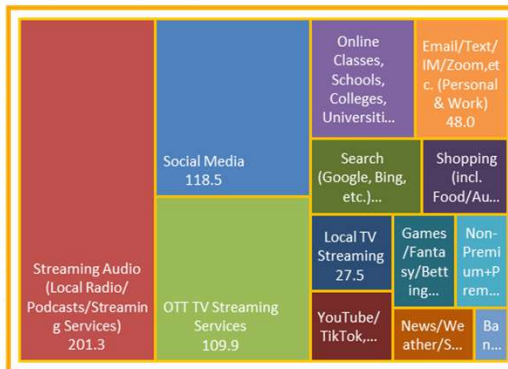
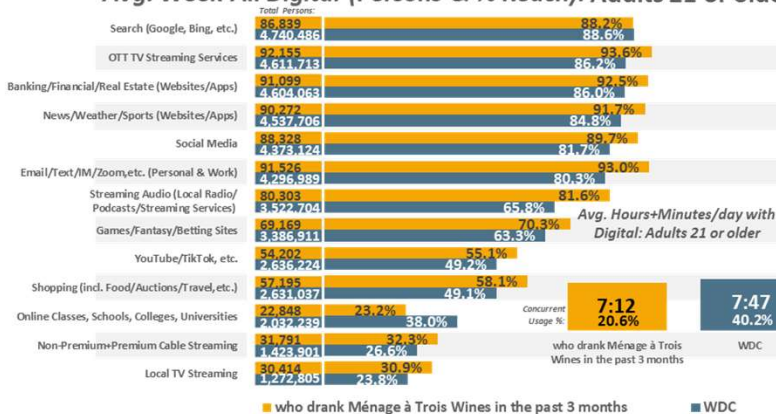




85,313 or 86.7% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 114.4 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

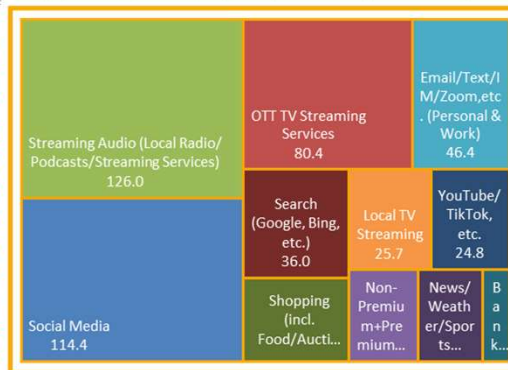
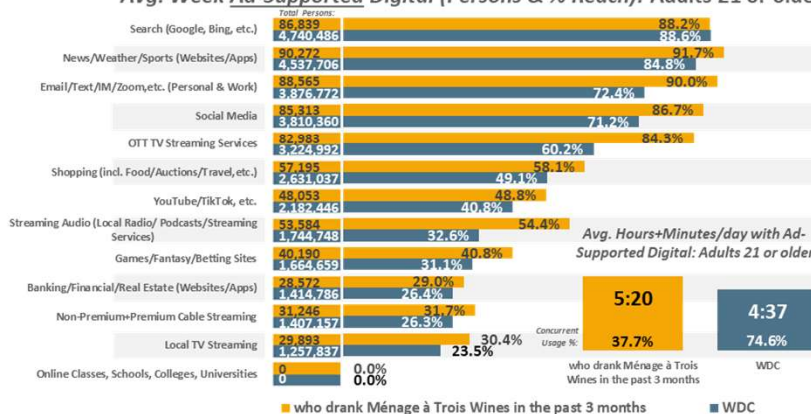
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

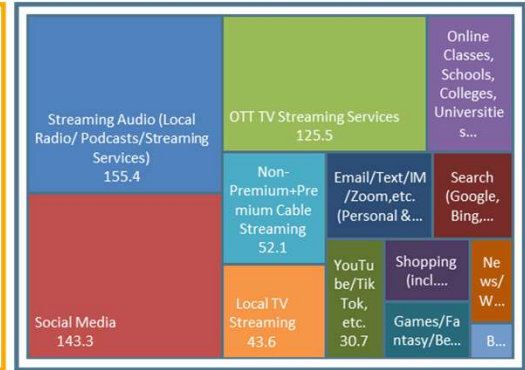
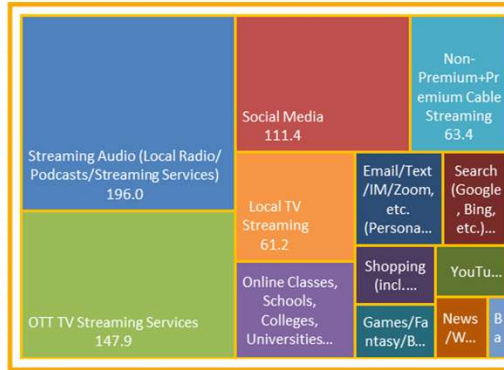
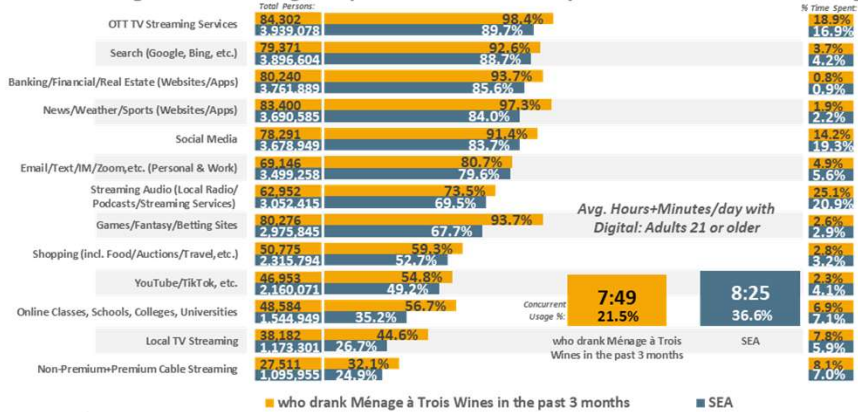




67,306 or 78.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 95.8 minutes every day representing 16.4% of all time spent daily with Ad-Supported Digital Media.

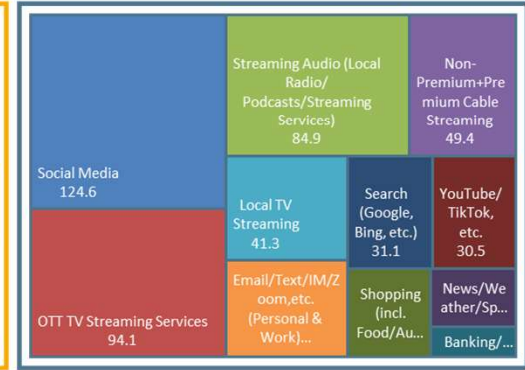
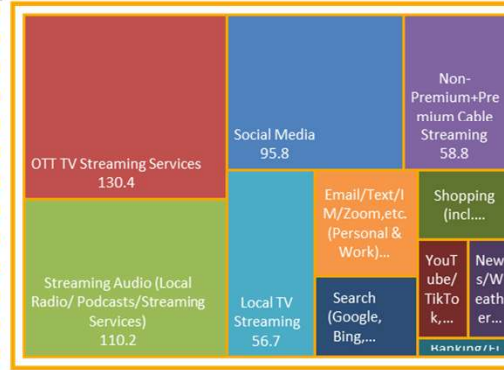
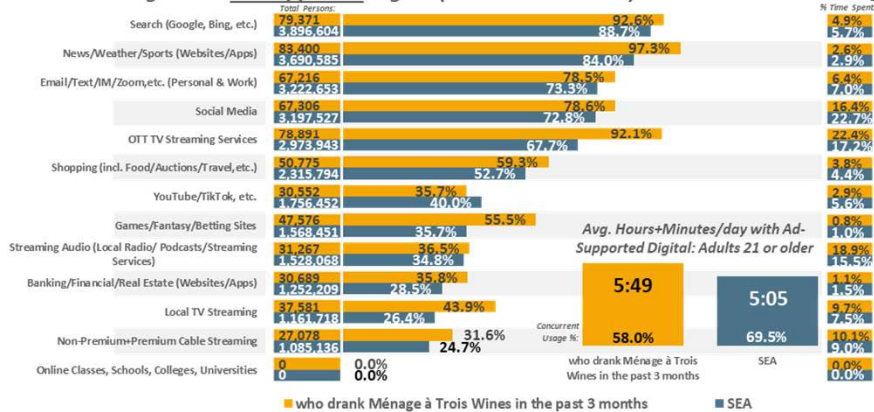
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

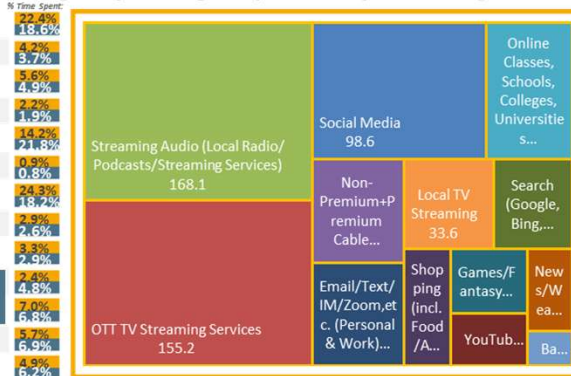
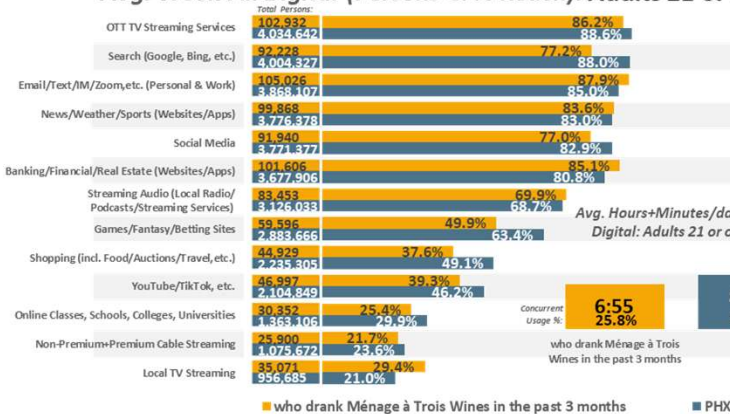




85,844 or 71.9% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Social Media for an average of 92.1 minutes every day representing 18.4% of all time spent daily with Ad-Supported Digital Media.

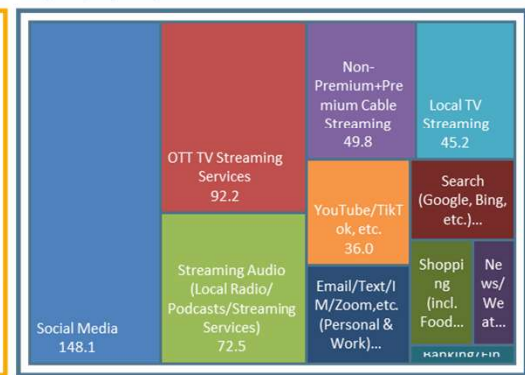
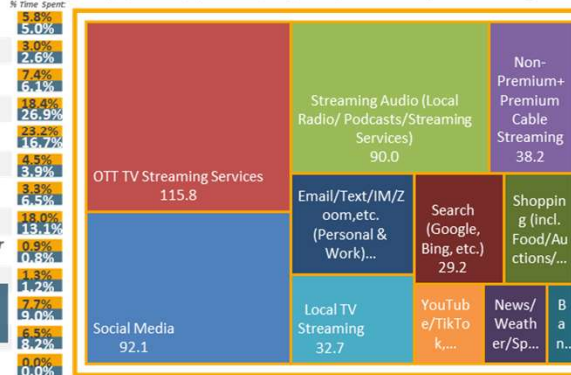
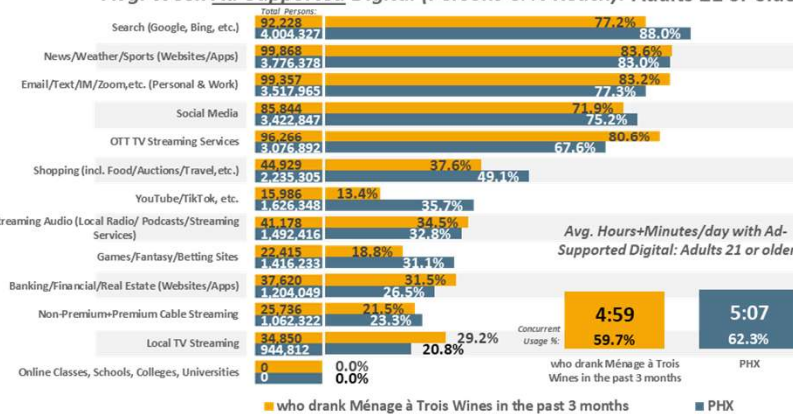
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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

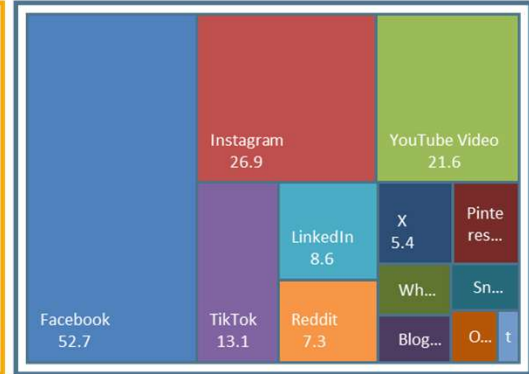
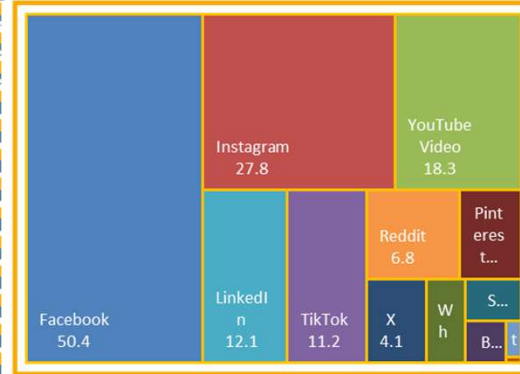
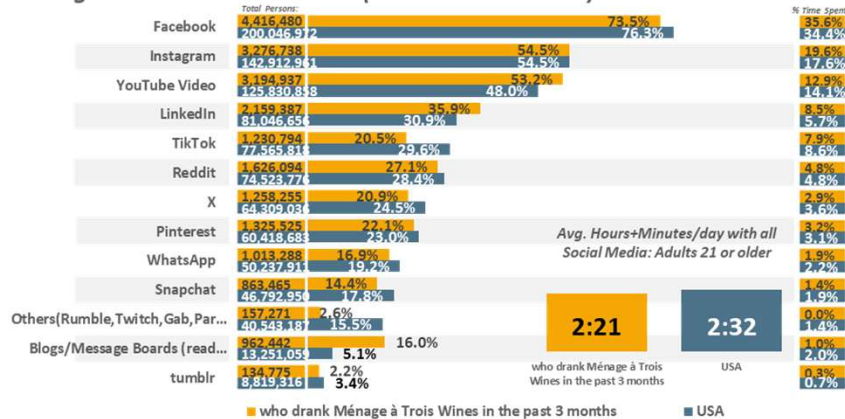
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



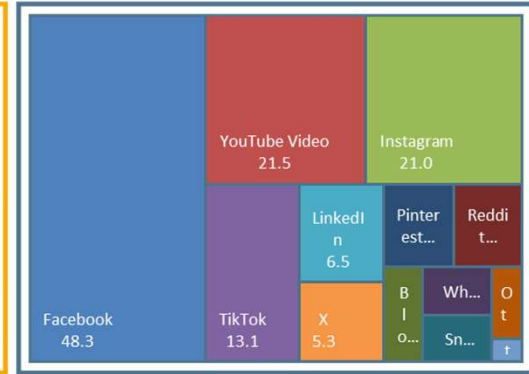
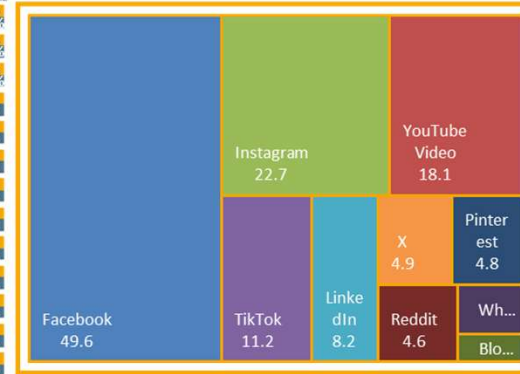


4,416,480 or 73.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

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



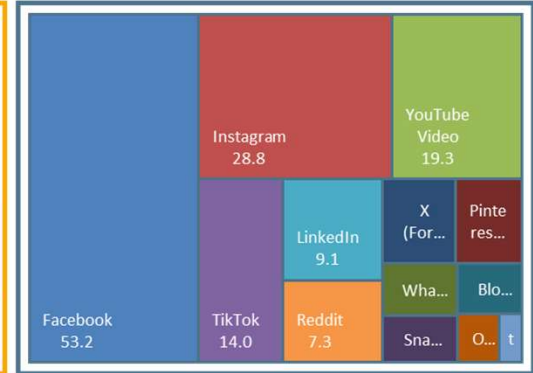
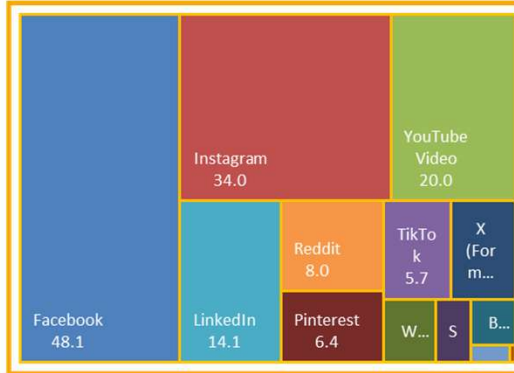
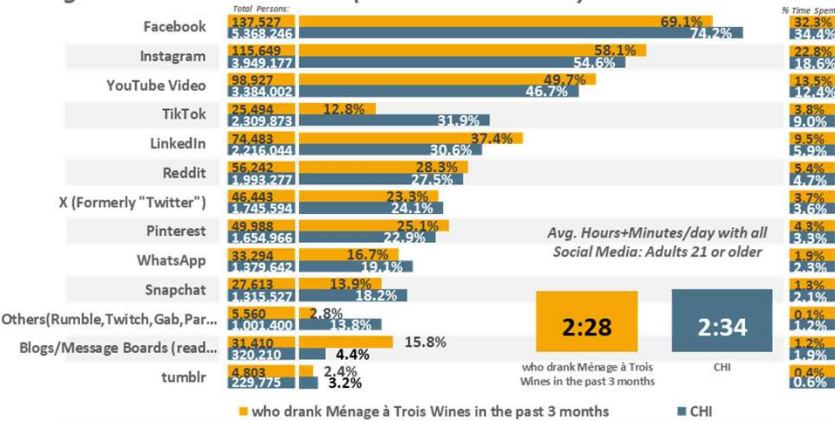
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



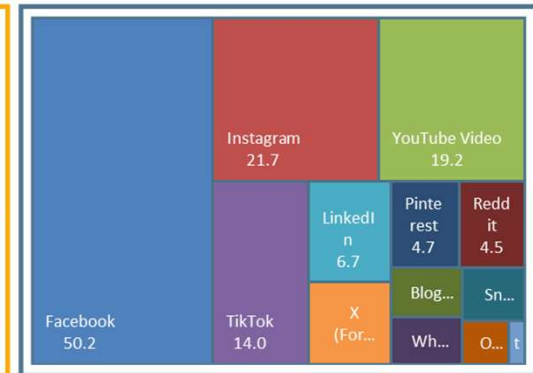
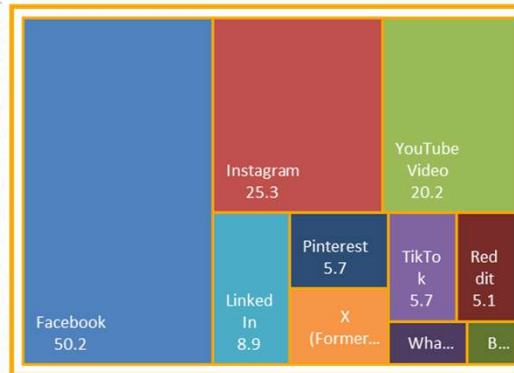
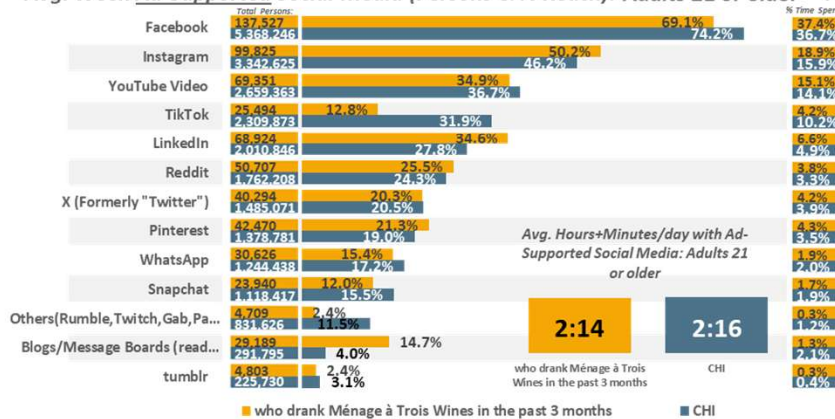


137,527 or 69.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 50.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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



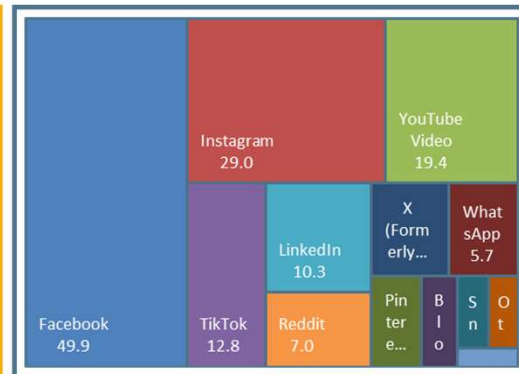
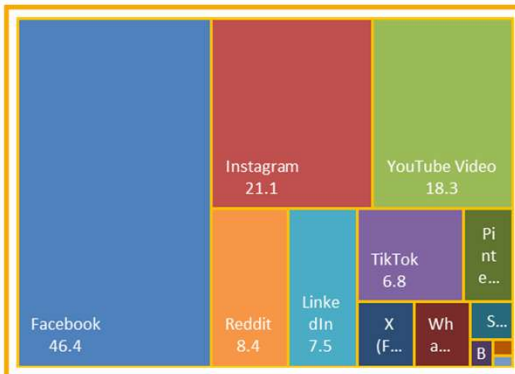
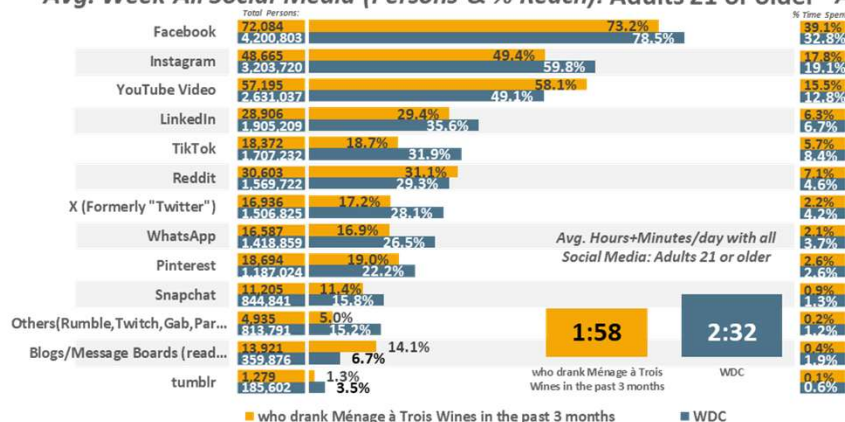
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



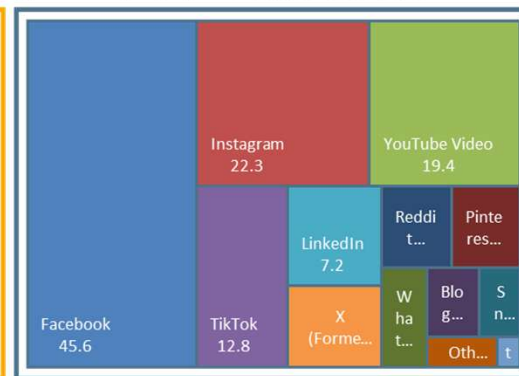
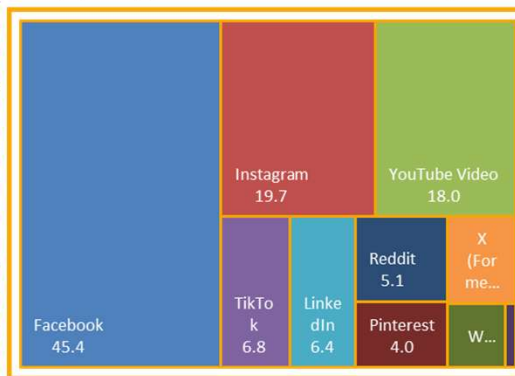
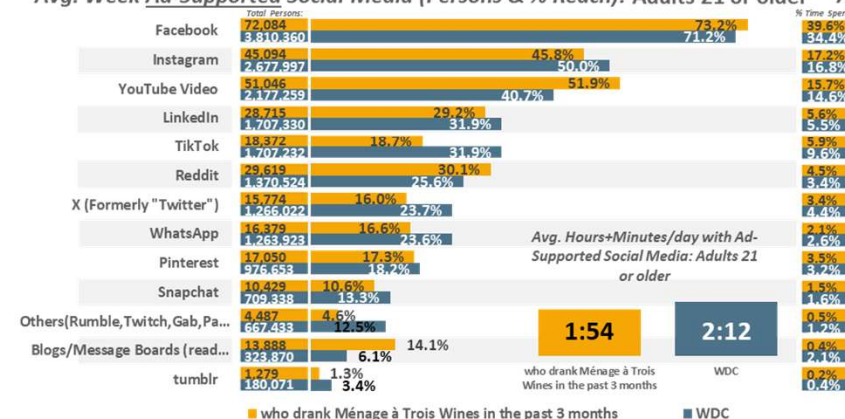


72,084 or 73.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 45.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

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**



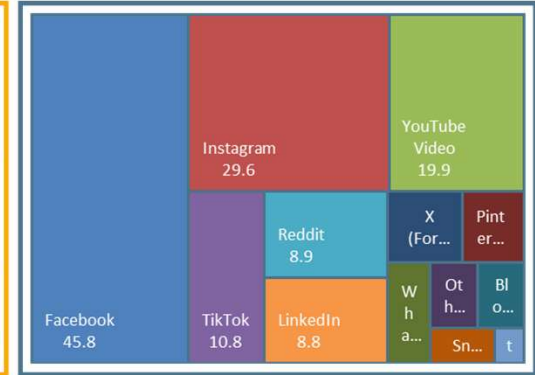
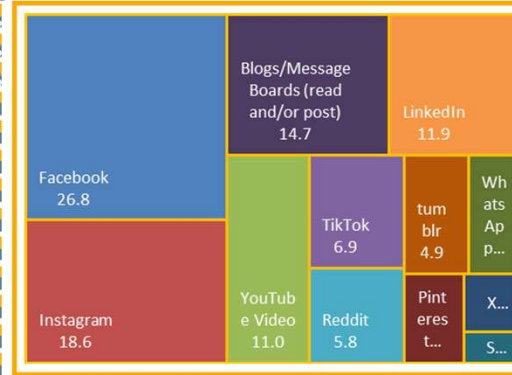
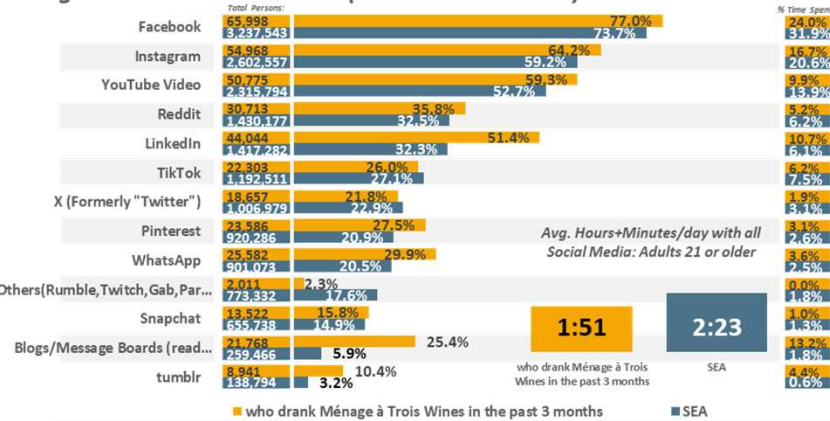
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



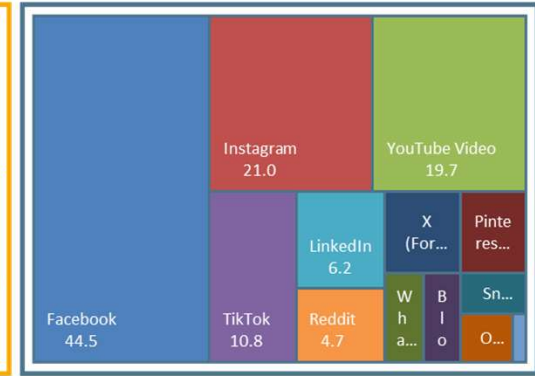
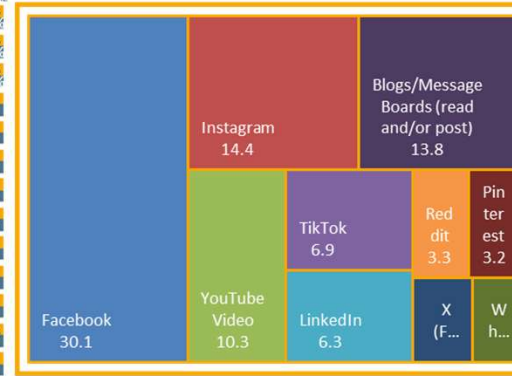
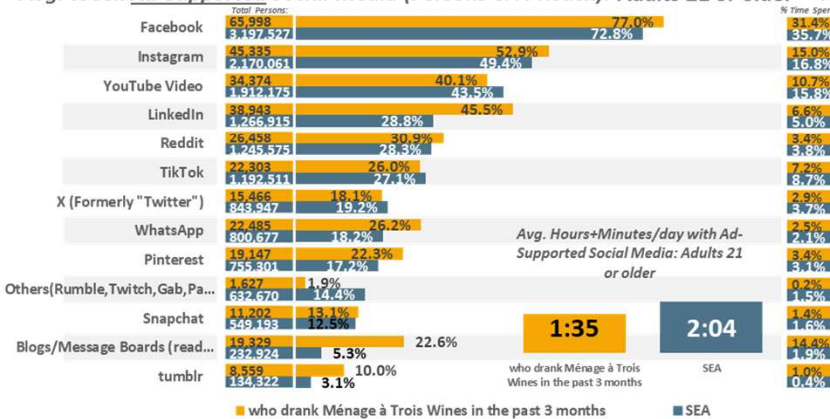


65,998 or 77.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 30.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

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



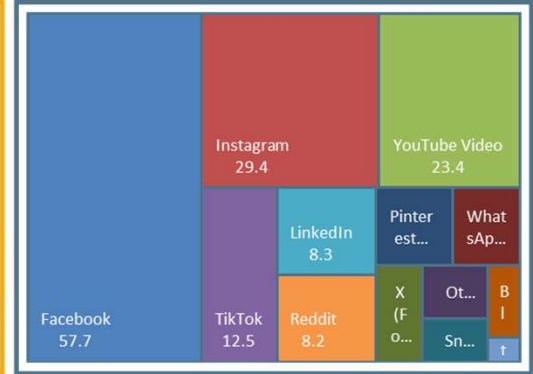
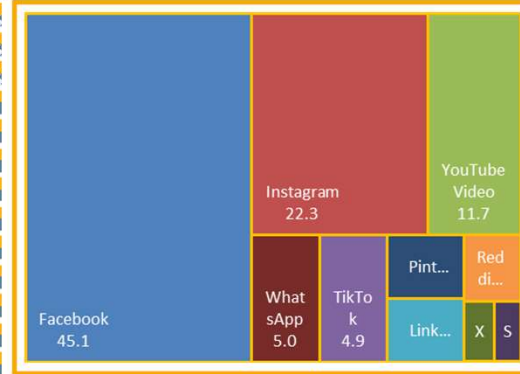
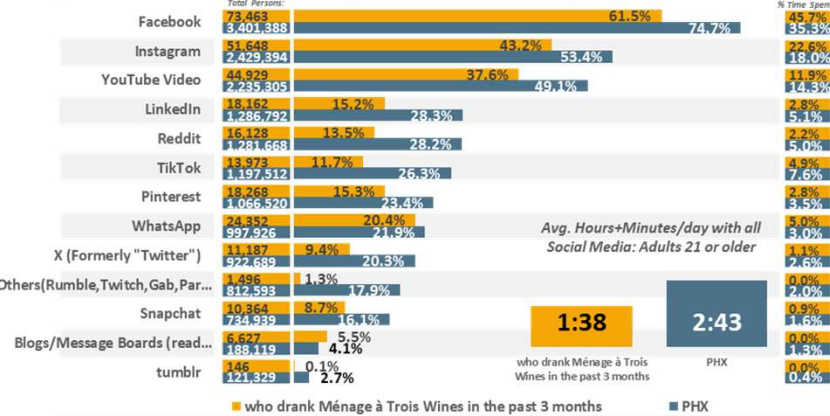
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



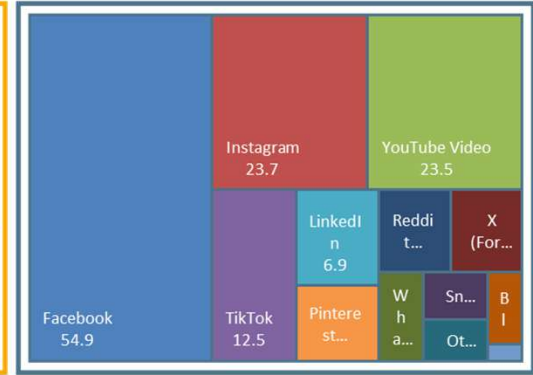
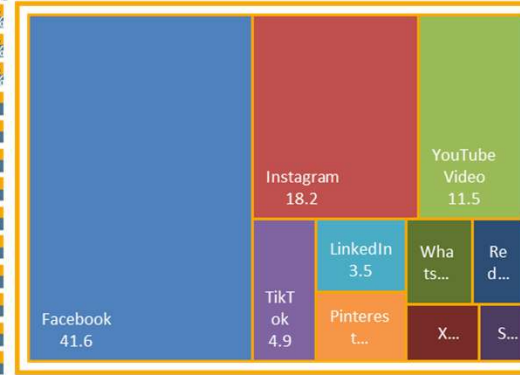
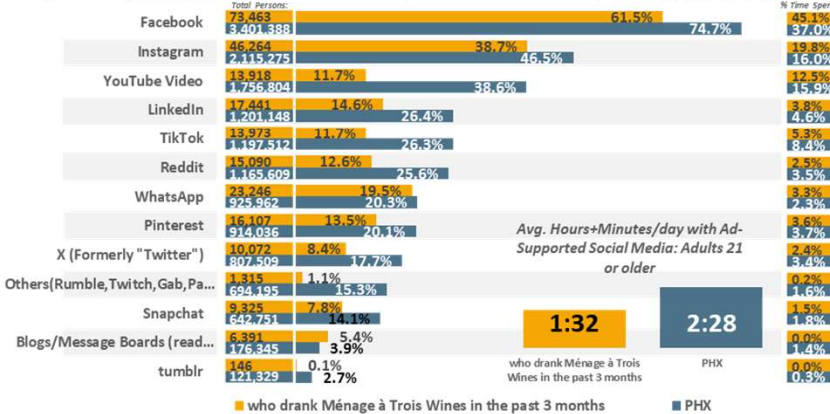


73,463 or 61.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 41.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Social Media.

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



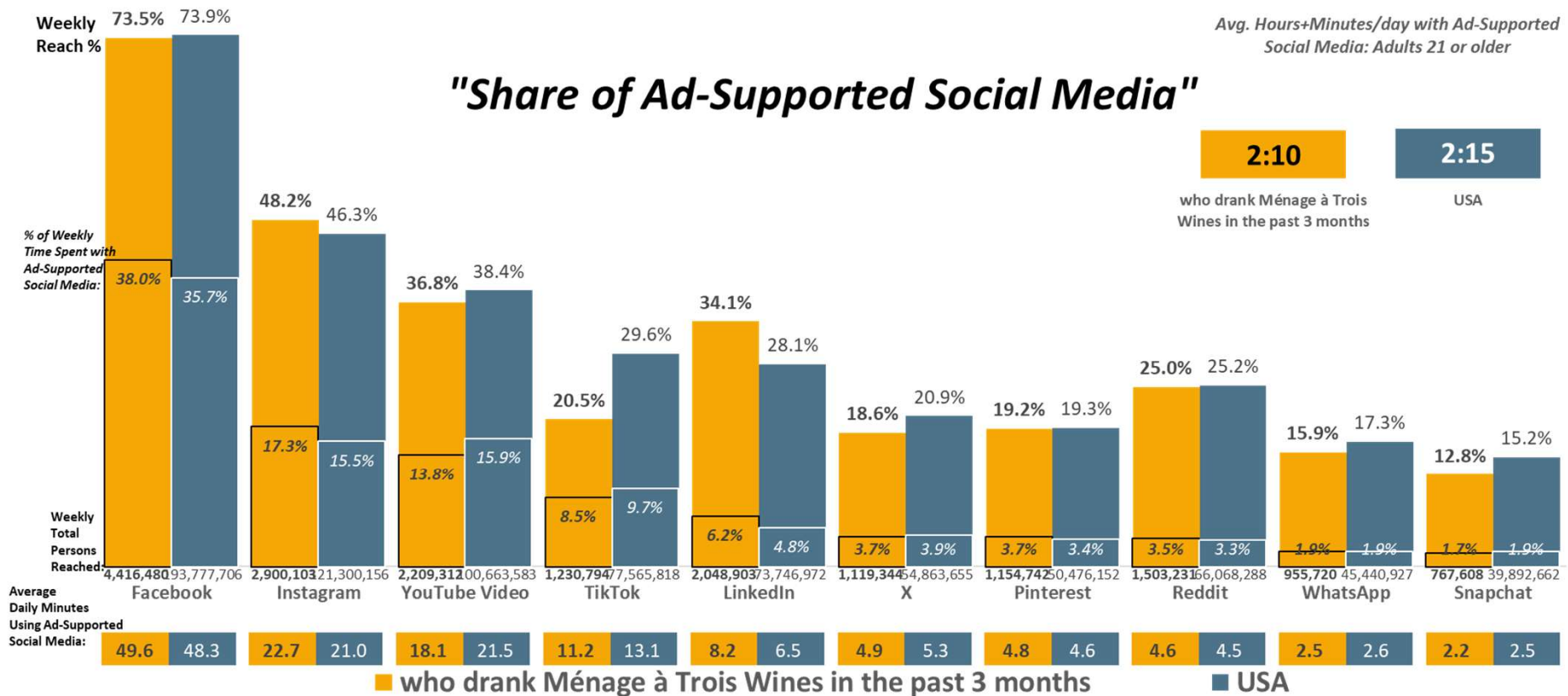
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





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

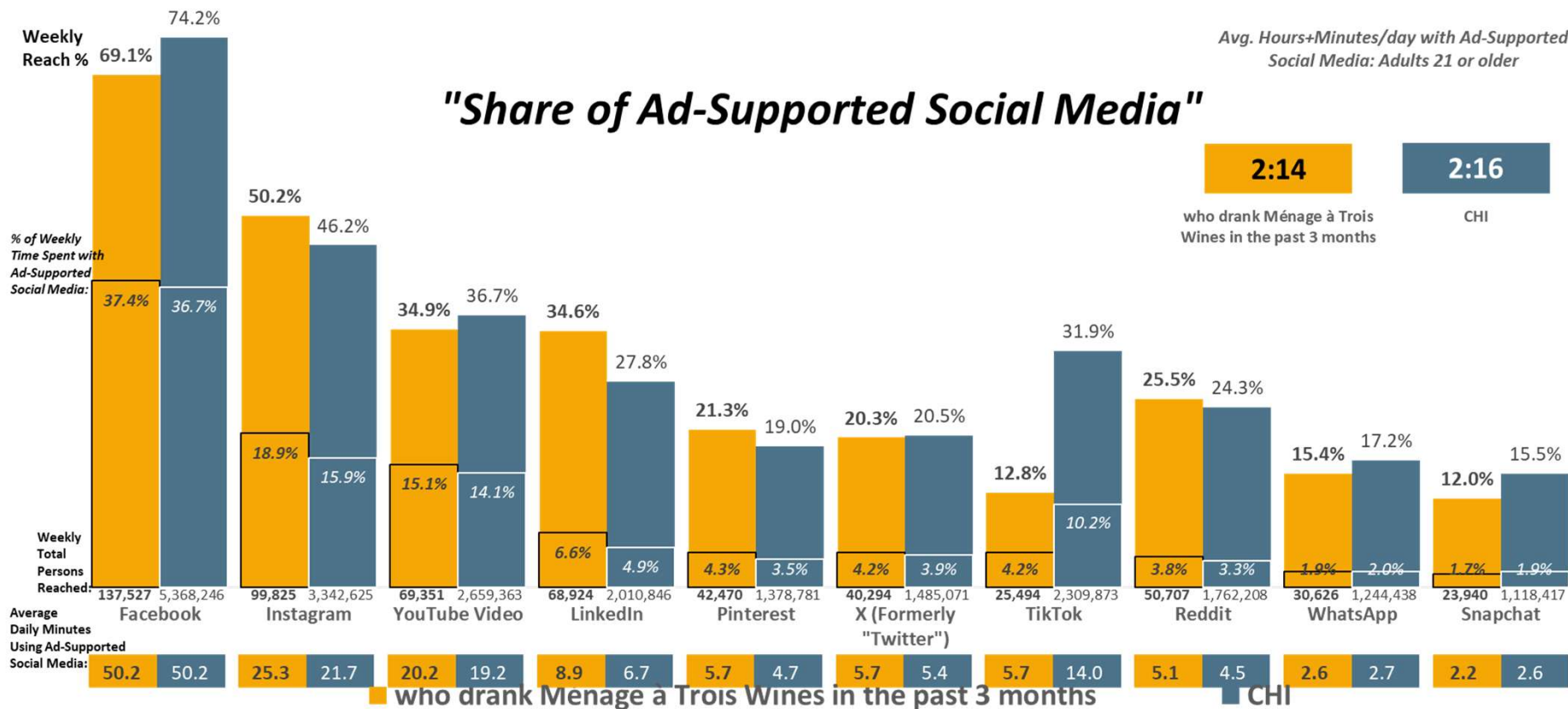
"Share of Ad-Supported Social Media"





137,527 or 69.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 50.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

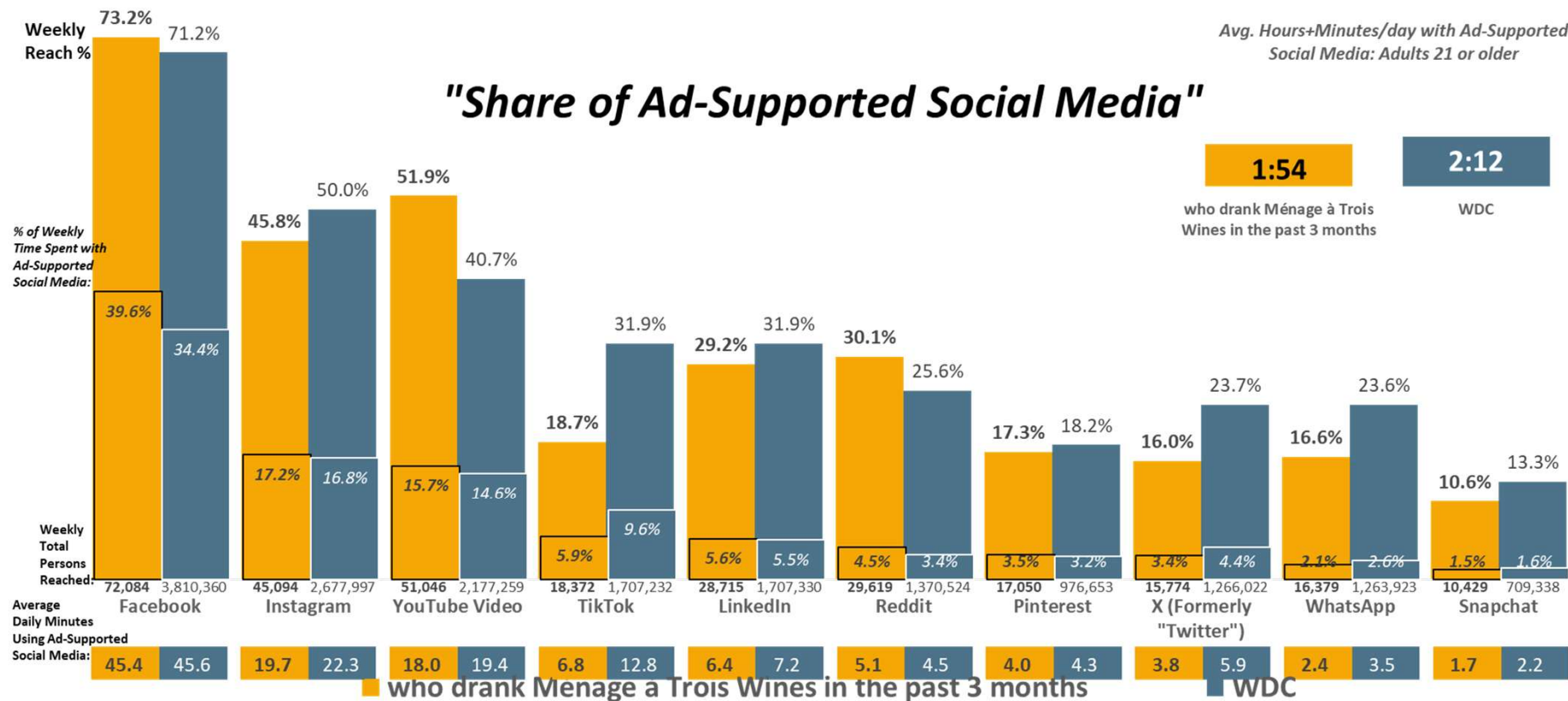
"Share of Ad-Supported Social Media"





72,084 or 73.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 45.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

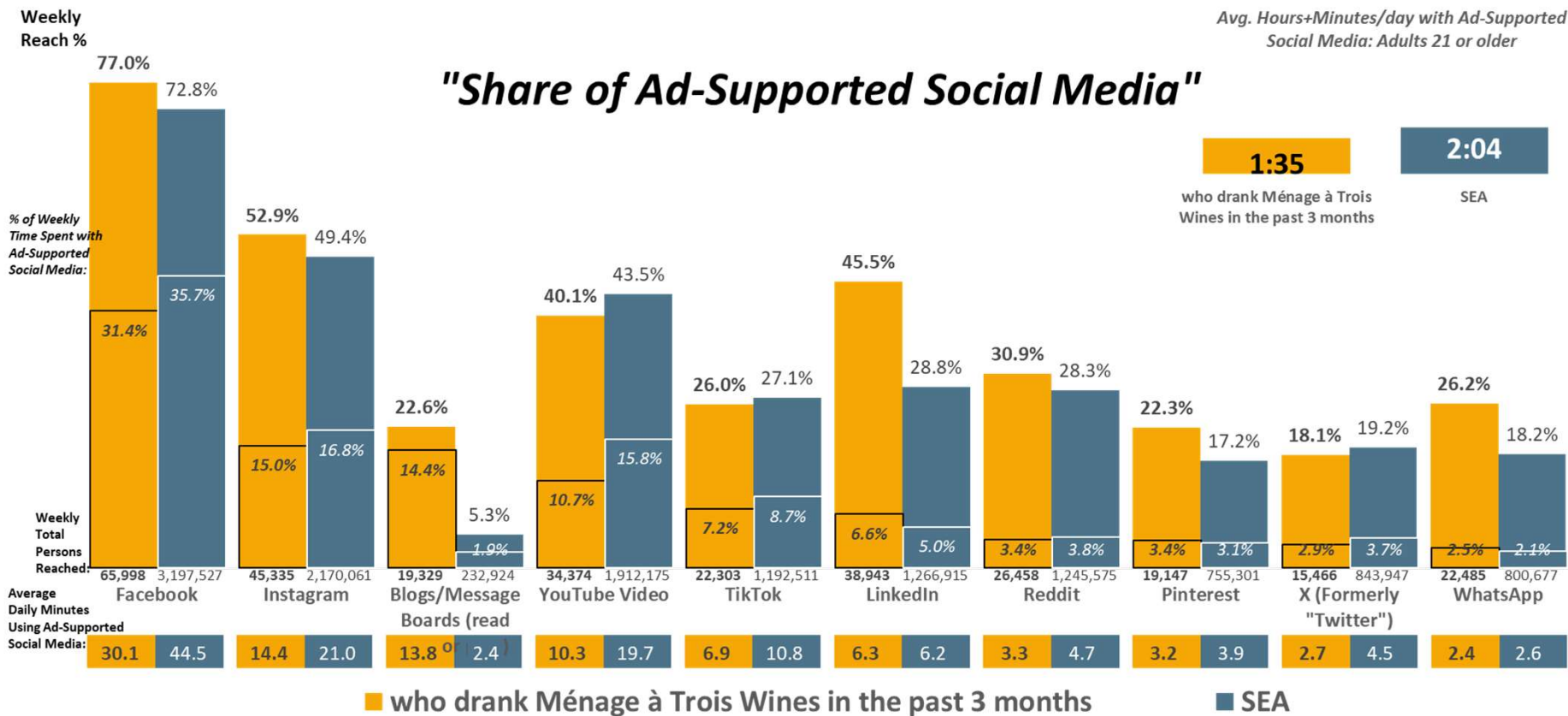
"Share of Ad-Supported Social Media"





65,998 or 77.0% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 30.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 87 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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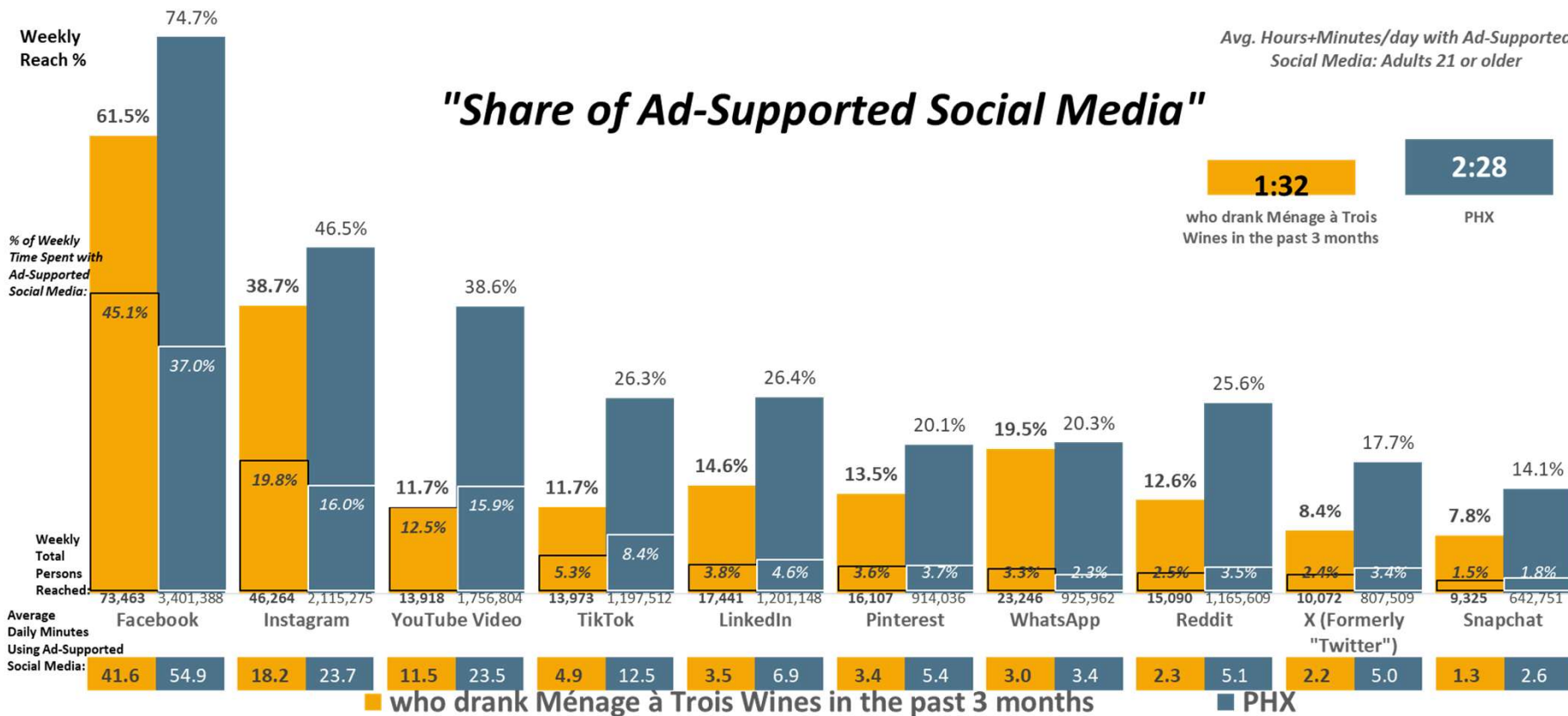
soefa.ai Share of Everything for Anything

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



73,463 or 61.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months use Ad-Supported Facebook for an average of 41.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Social Media.

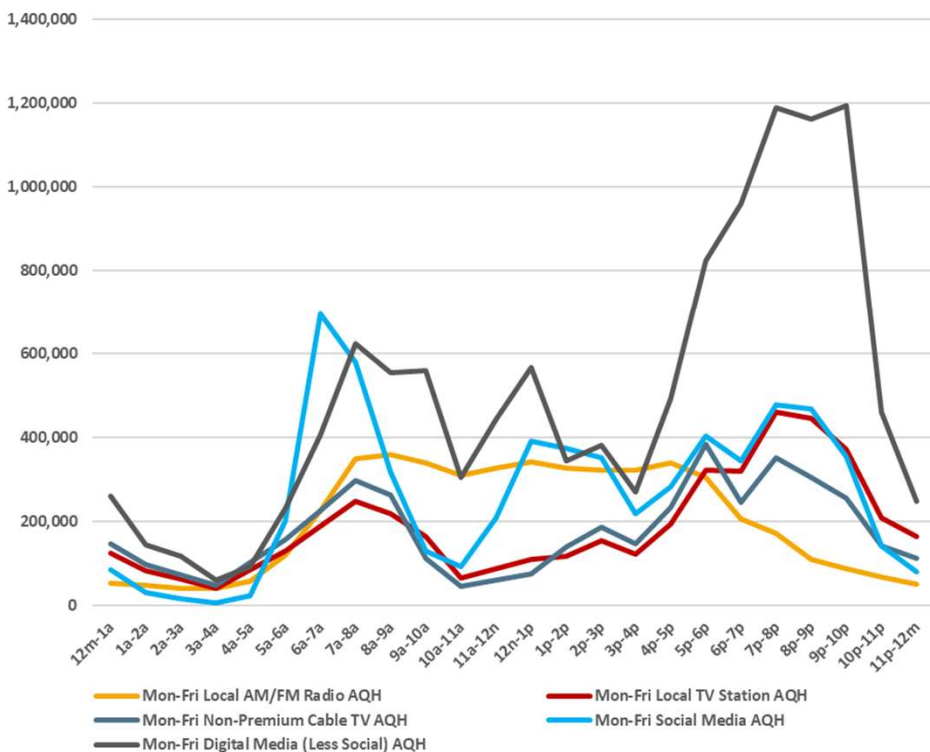
"Share of Ad-Supported Social Media"



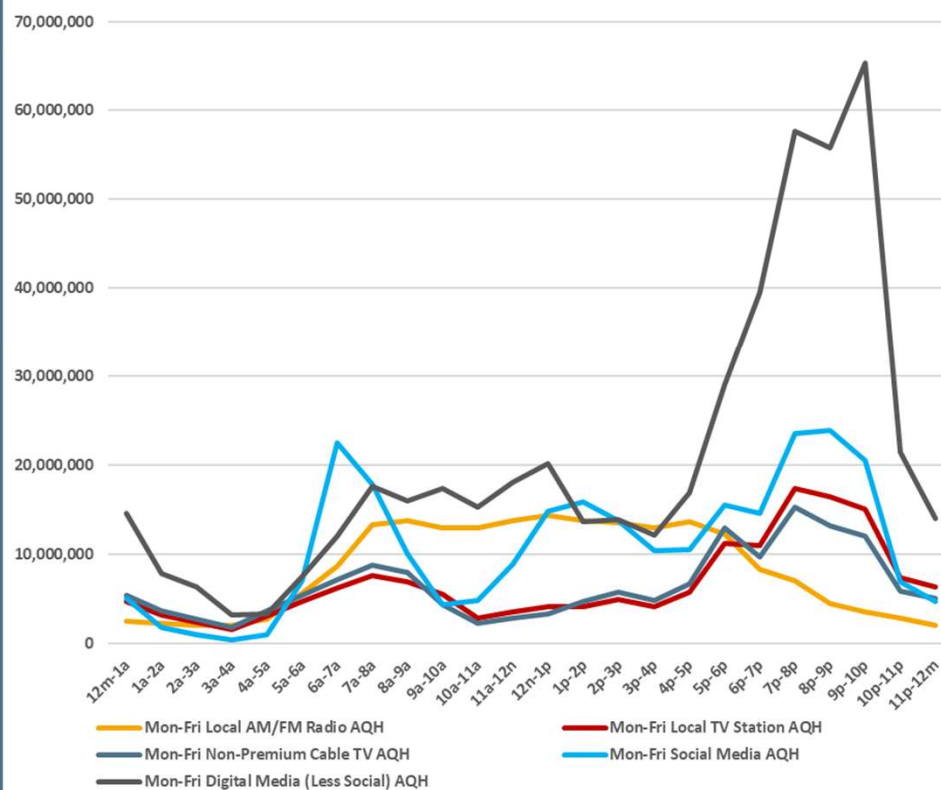


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 517,949;
Social Media: 337,645; Local Radio: 313,410; Non-Prem. Cable: 185,544; Local TV: 178,117
reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3

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



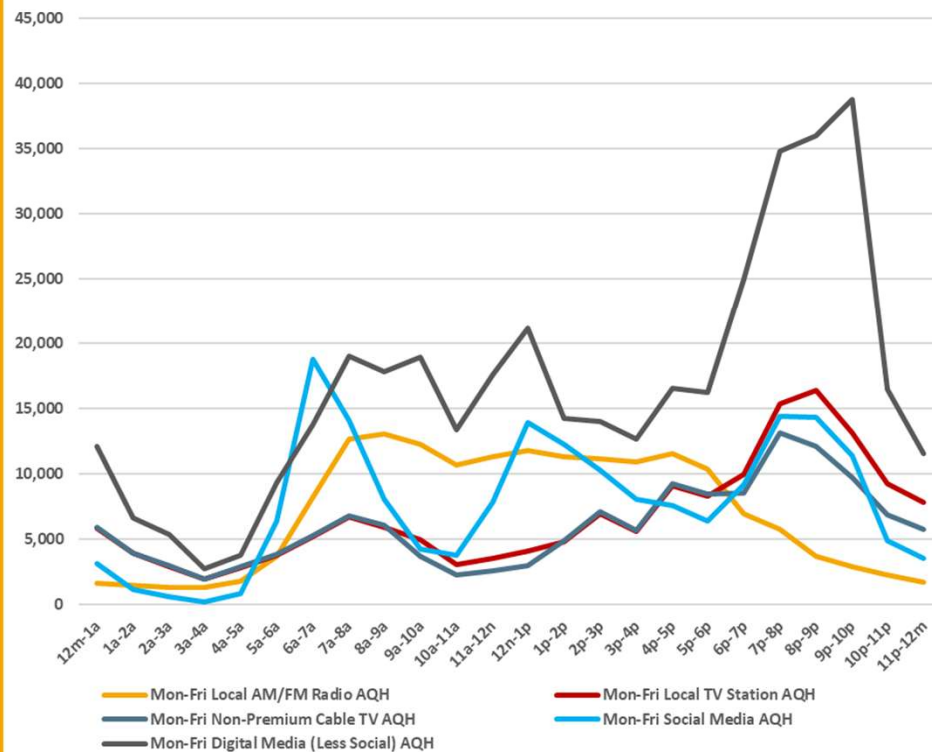
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older*



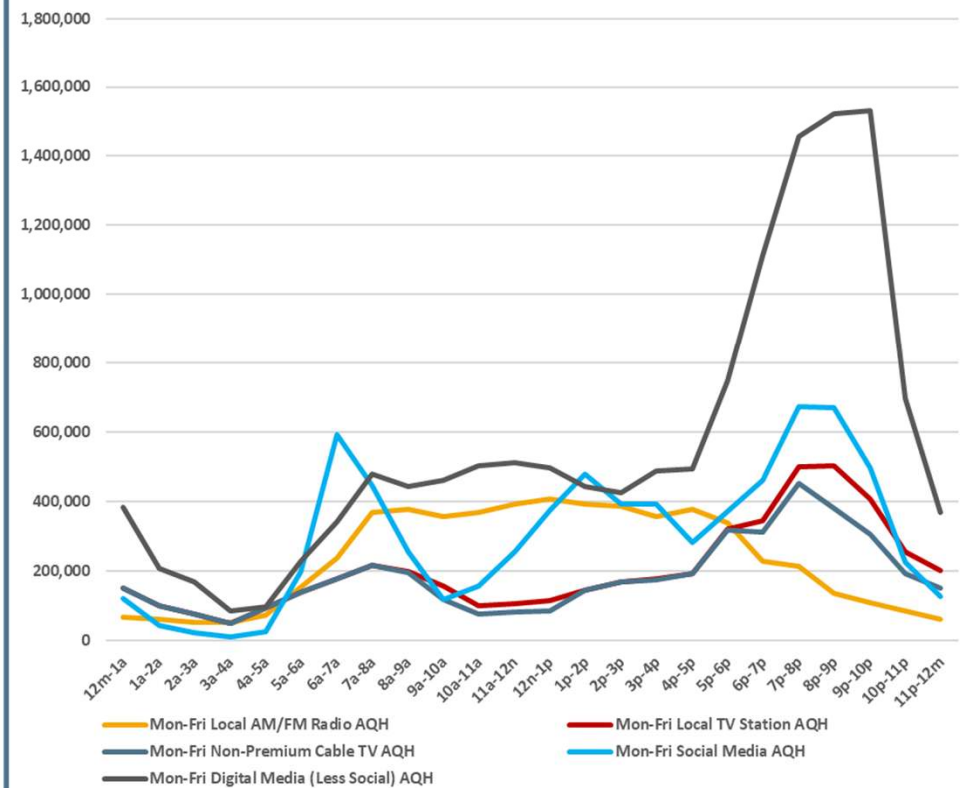


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,949;
Local Radio: 10,949; Social Media: 9,565; Local TV: 6,010; Non-Prem. Cable: 5,661
reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

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



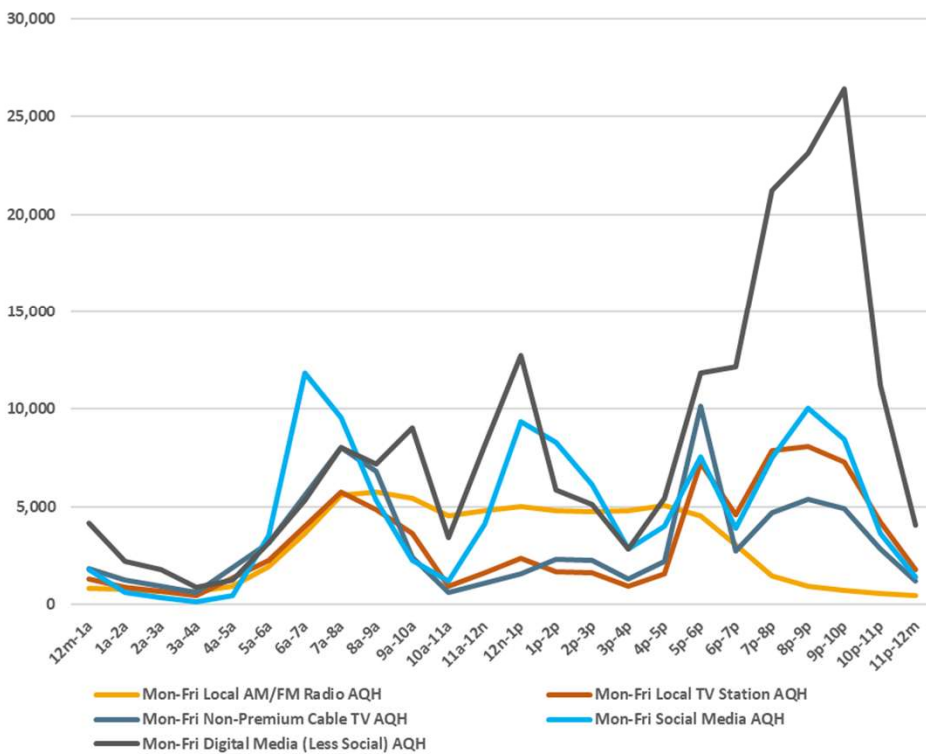
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older*



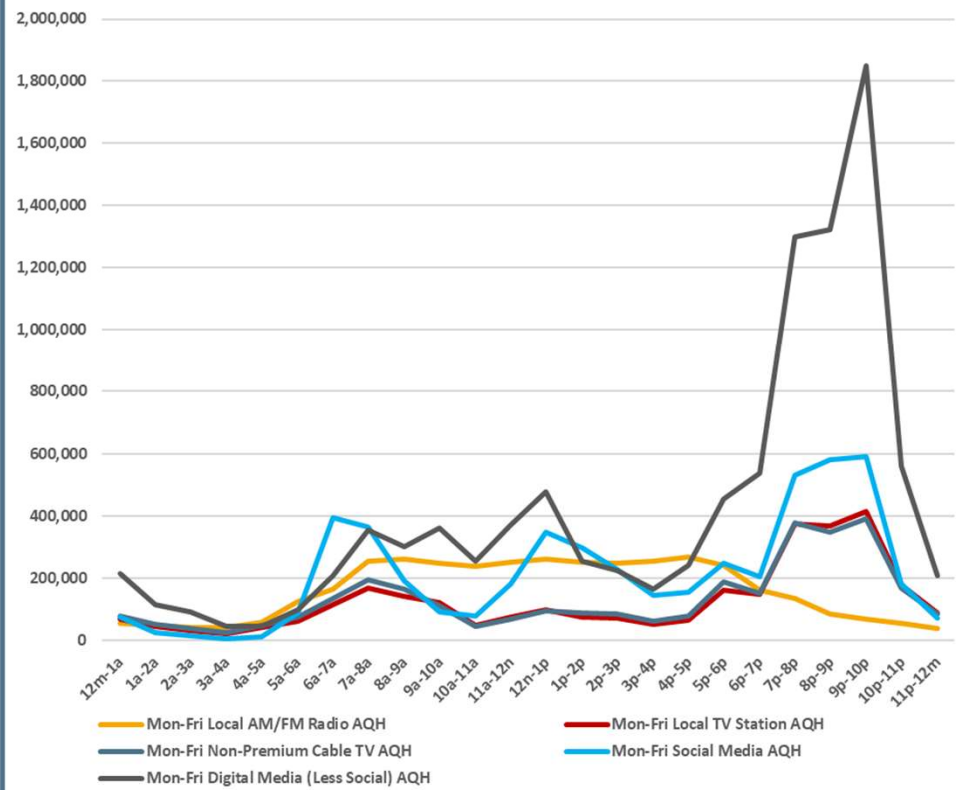


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,478;
Social Media: 5,881; Local Radio: 4,754; Non-Prem. Cable: 3,632; Local TV: 3,139 reaching
Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

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



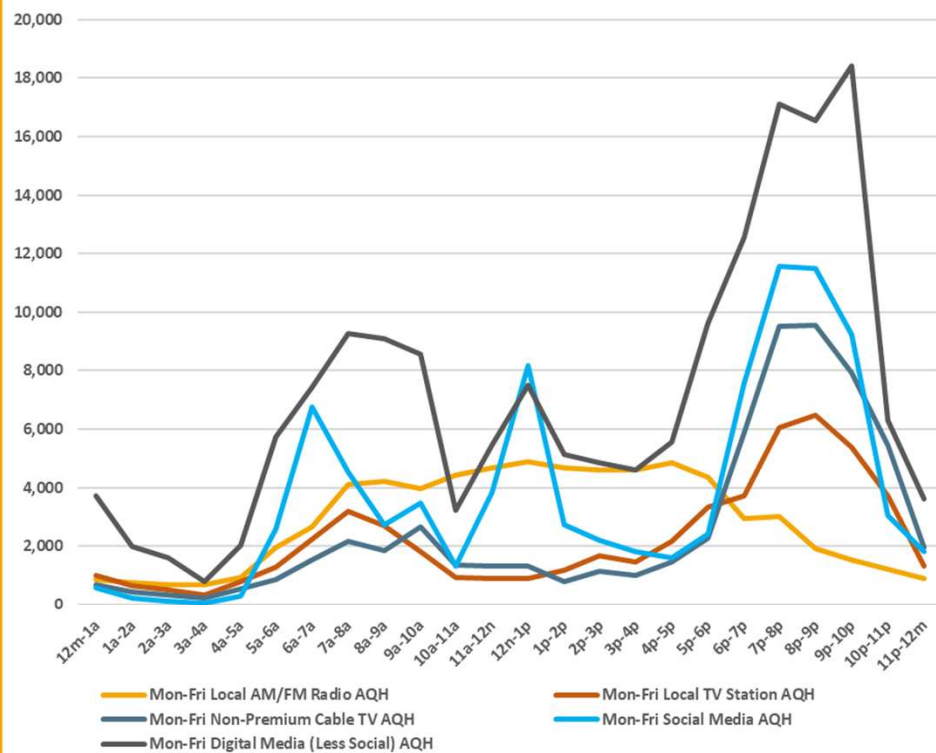
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 21 or older



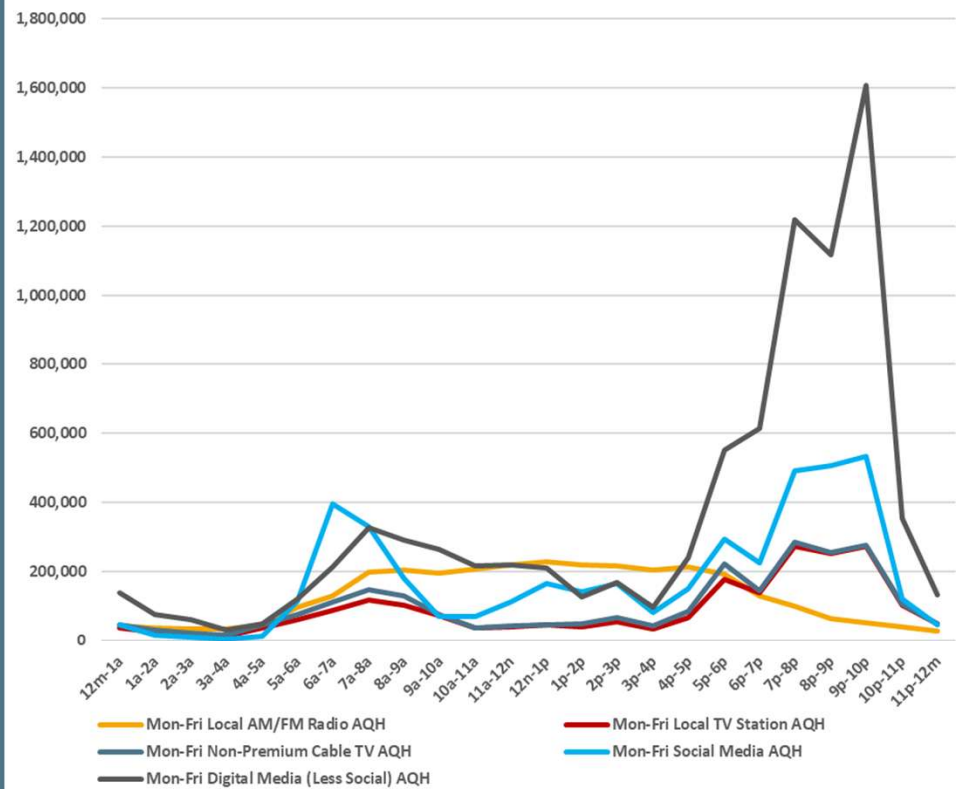


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,145; Local Radio: 4,232; Social Media: 3,785; Local TV: 2,011; Non-Prem. Cable: 1,906 reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

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



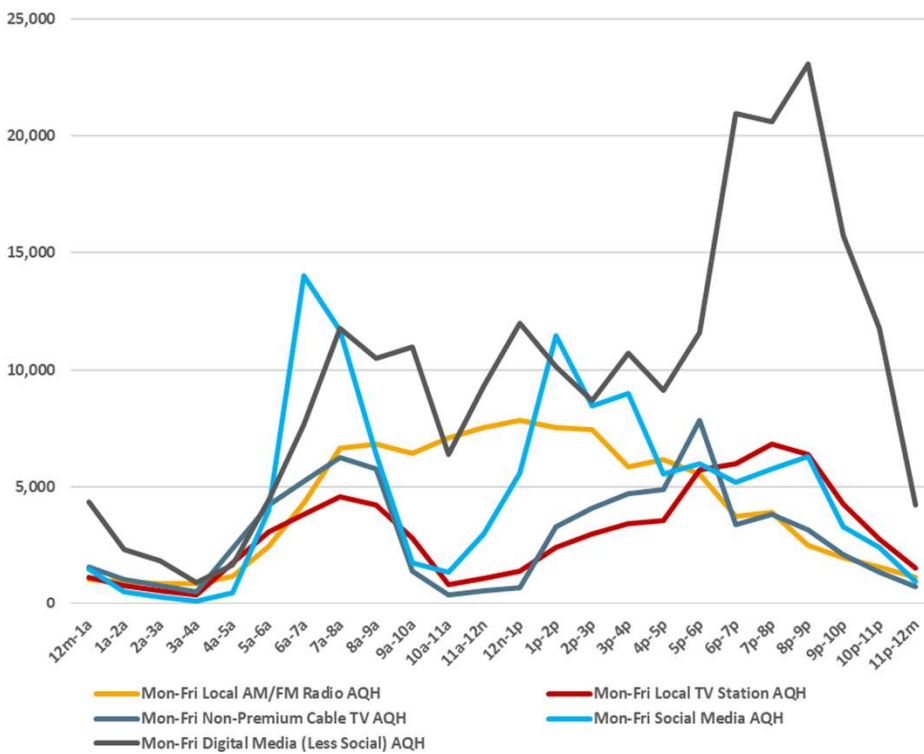
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older**



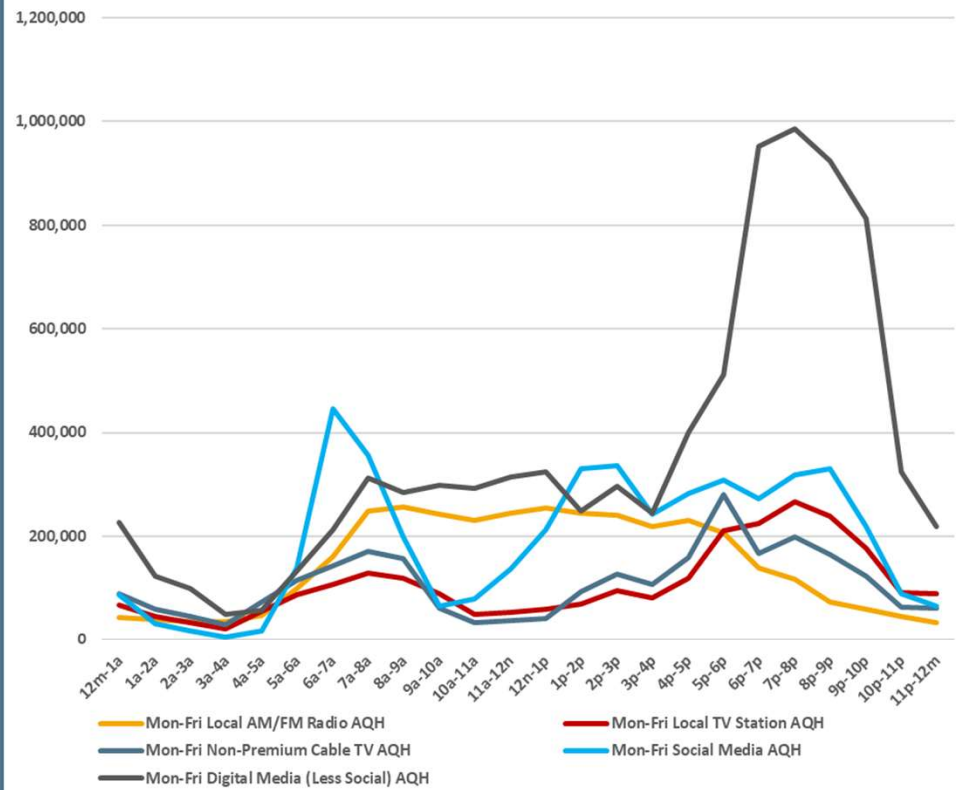


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,760; Social Media: 6,877; Local Radio: 6,378; Non-Prem. Cable: 3,727; Local TV: 3,289 reaching Adults 21 or older who drank Ménage à Trois Wines in the past 3 months.

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



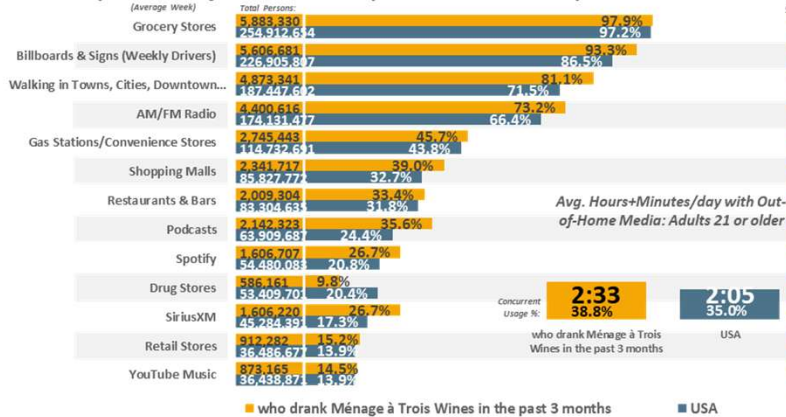
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older**



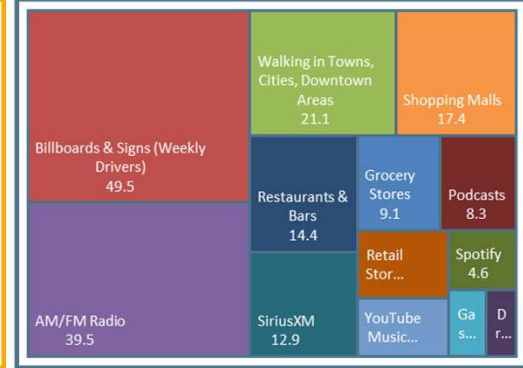
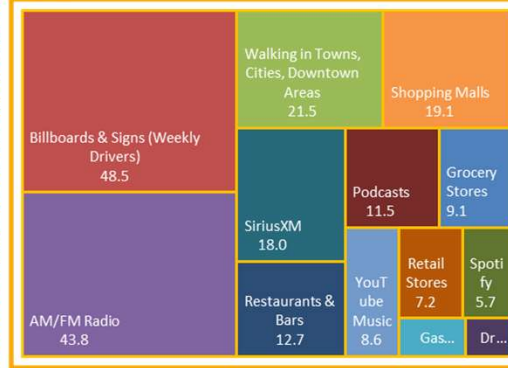


5,606,681 or 93.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day

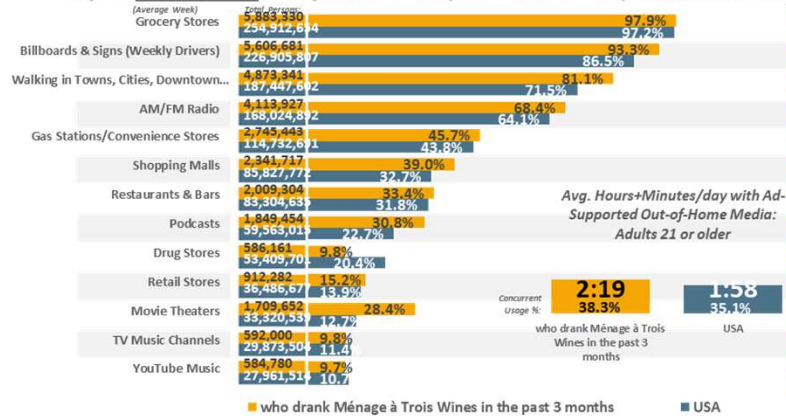
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



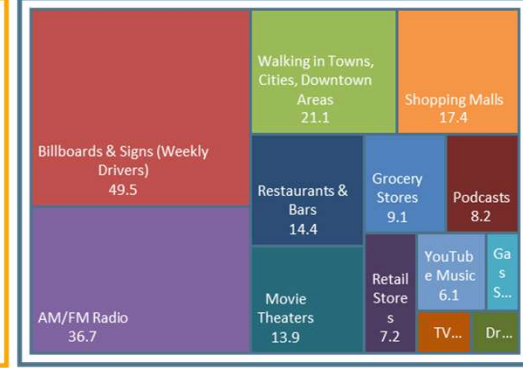
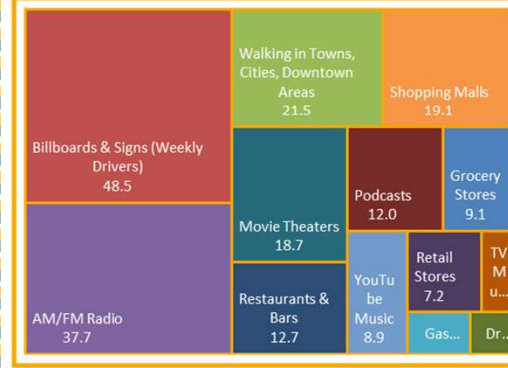
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



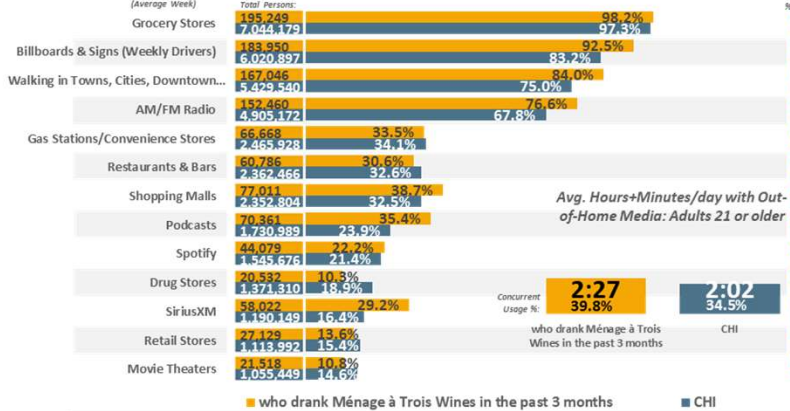
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



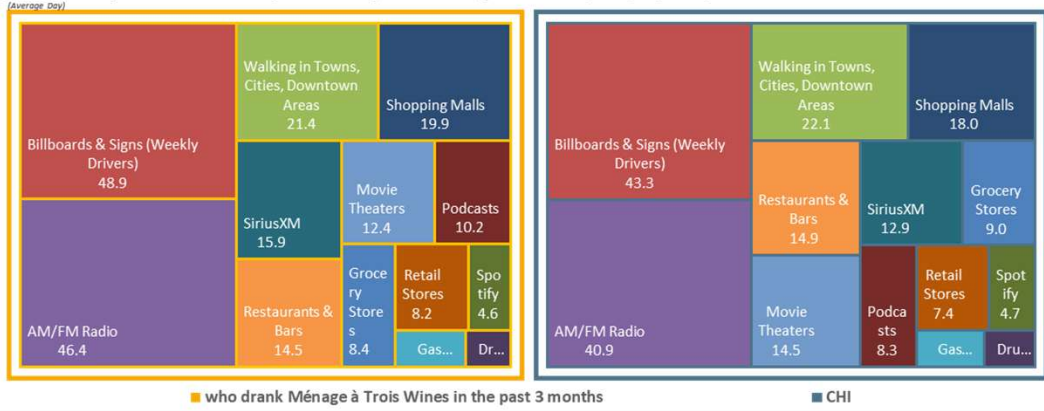


183,950 or 92.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

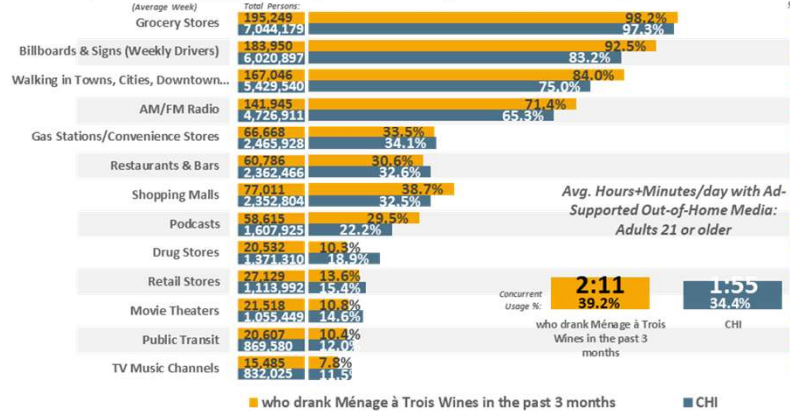
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



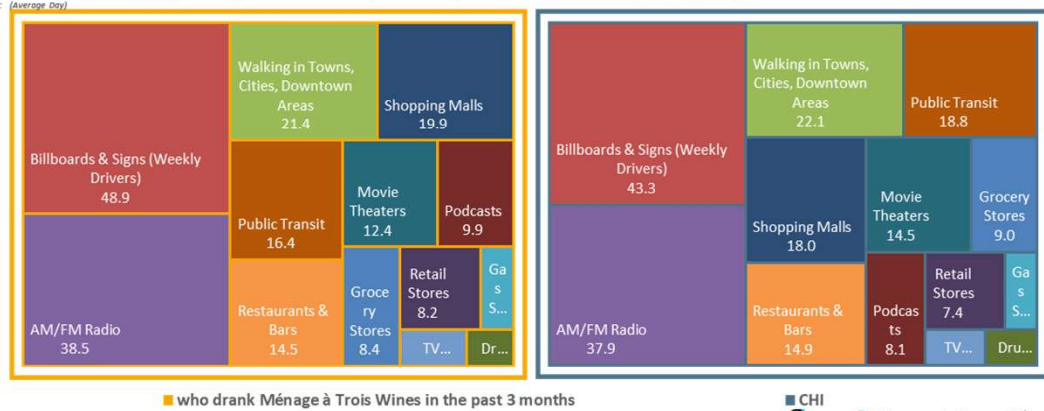
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



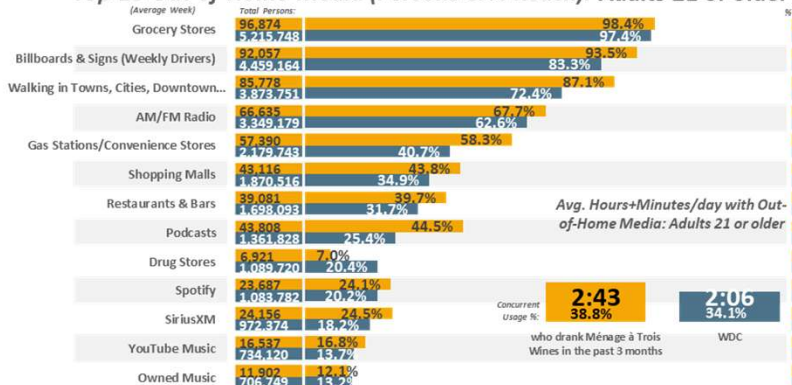
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



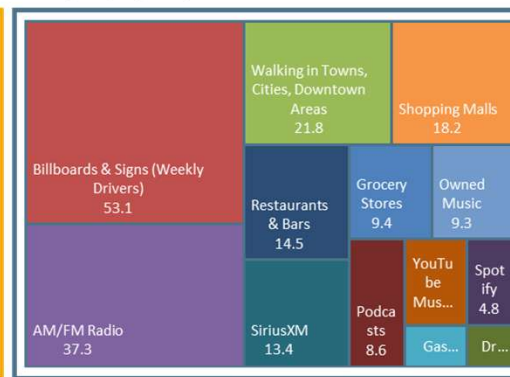
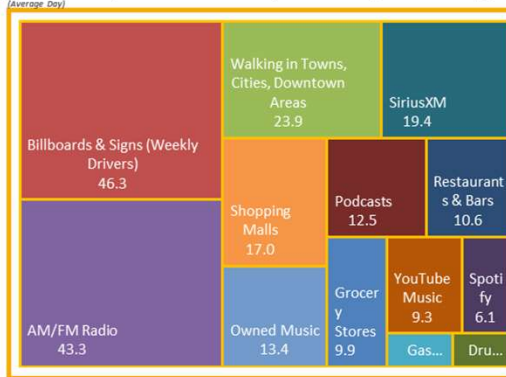


92,057 or 93.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 46.3 minutes per day driving, seeing Billboards and Signs. 61.% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

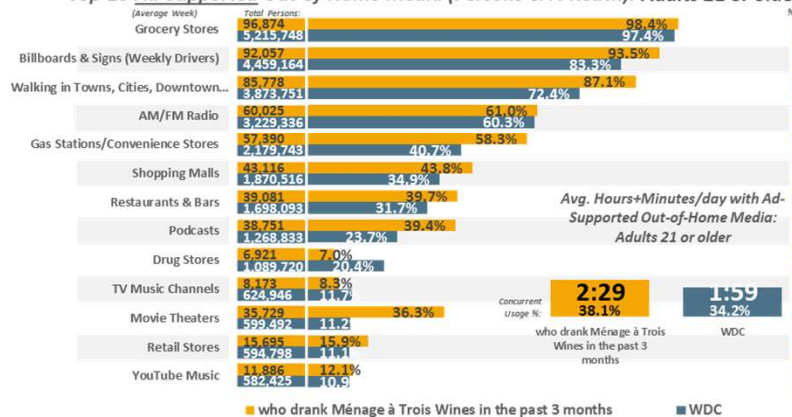
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



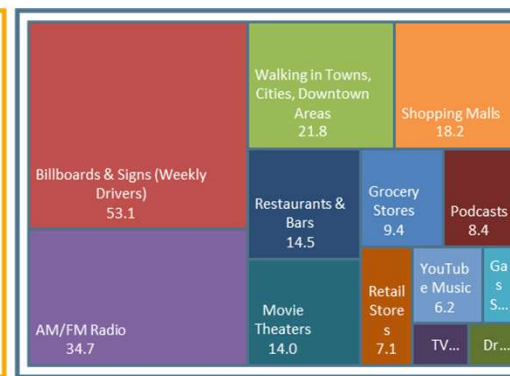
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



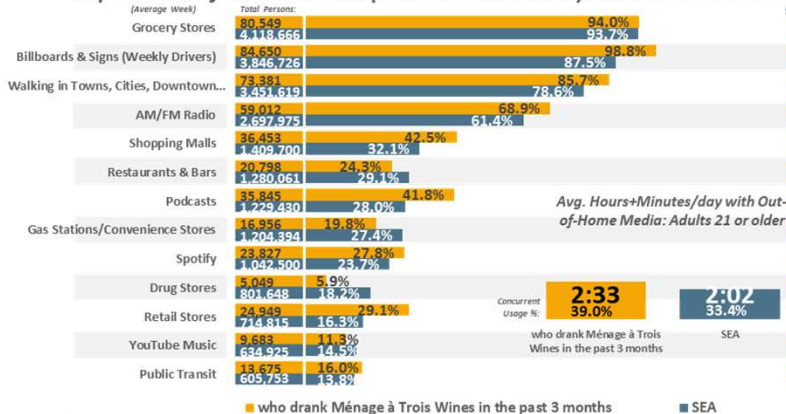
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



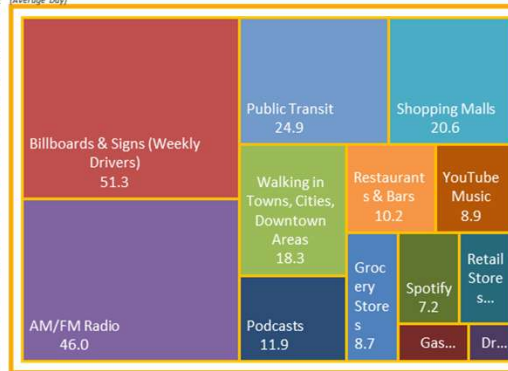


84,650 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

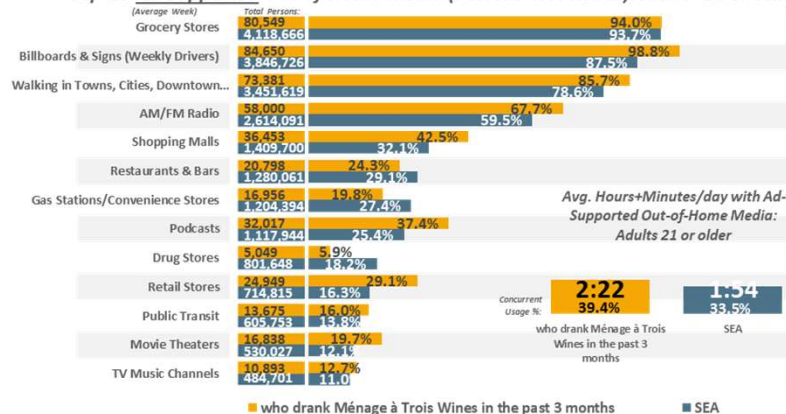
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



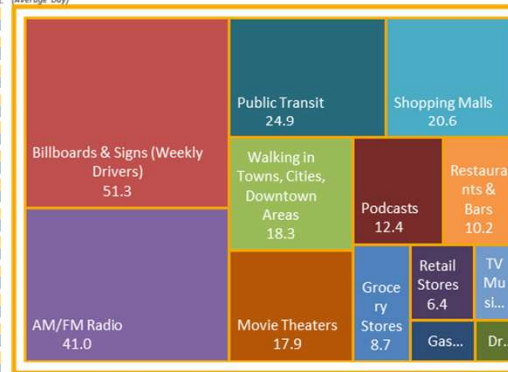
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



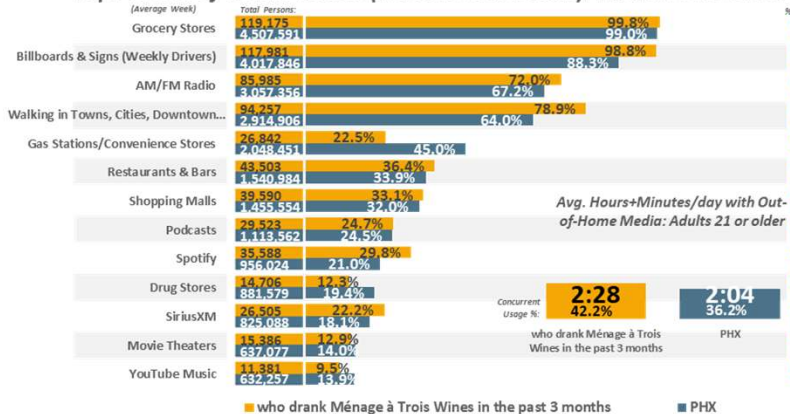
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



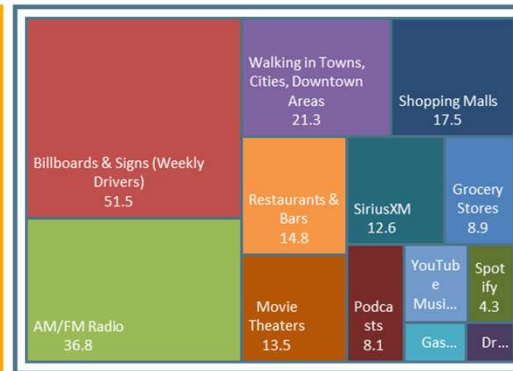
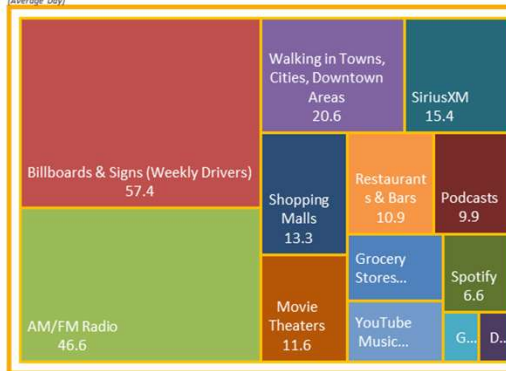


117,981 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

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



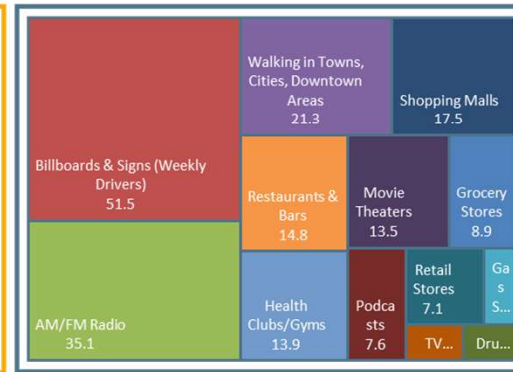
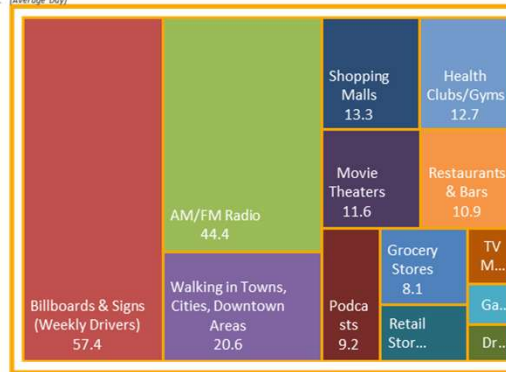
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



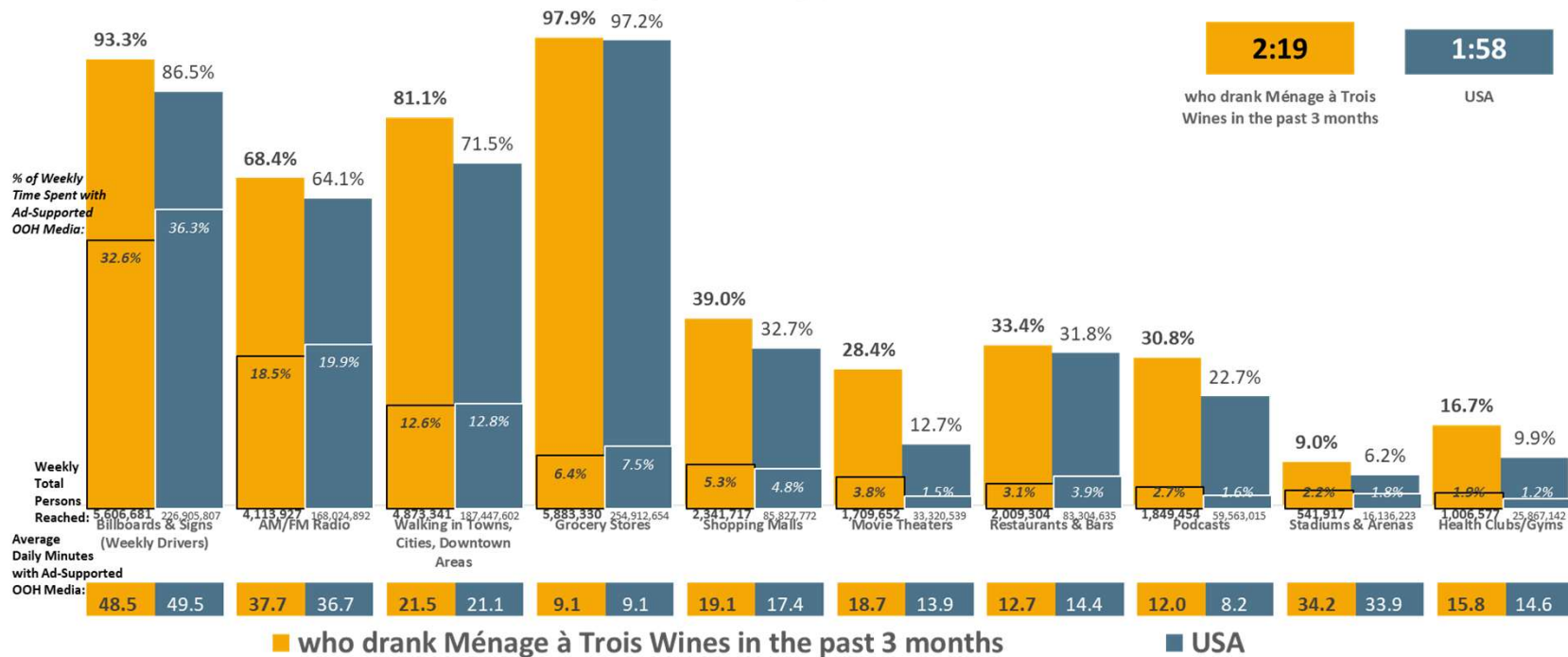


5,606,681 or 93.3% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

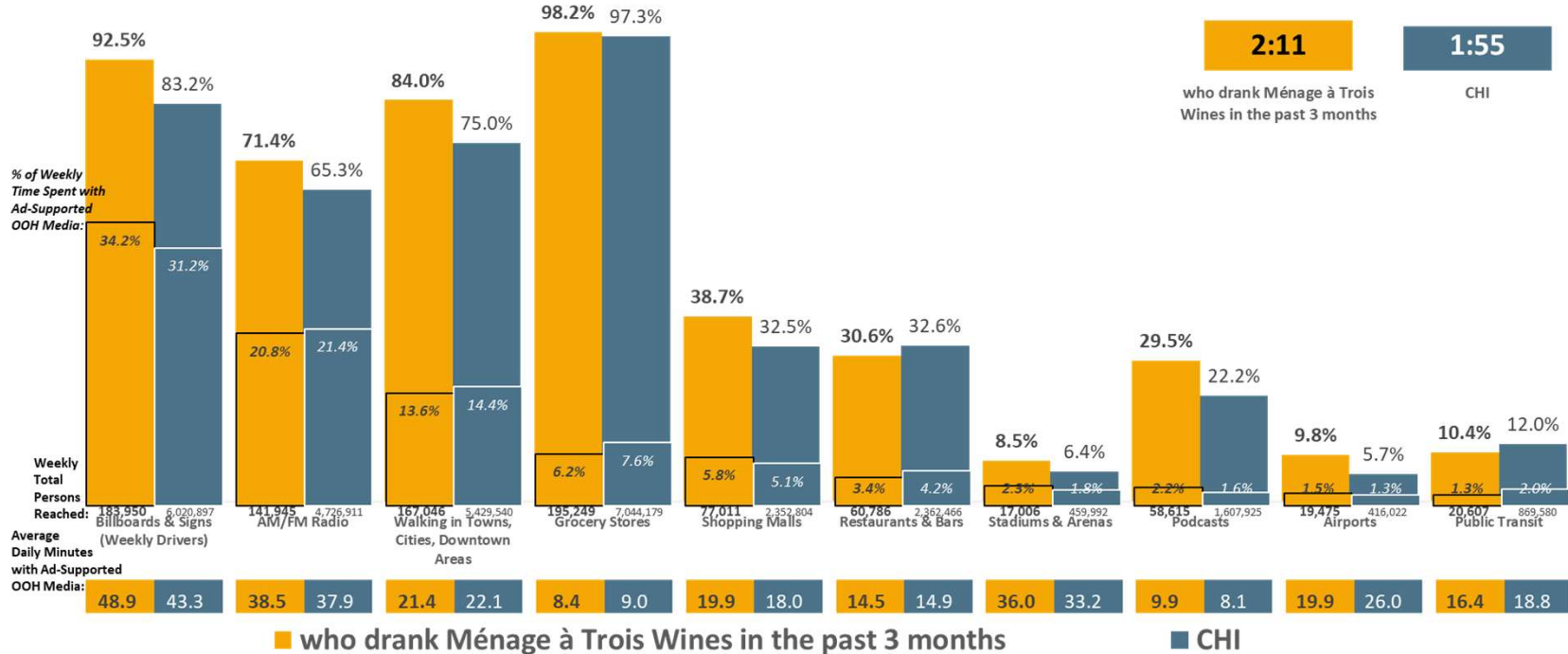


183,950 or 92.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 119
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073
soefa.ai Share of Everything for Anything

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

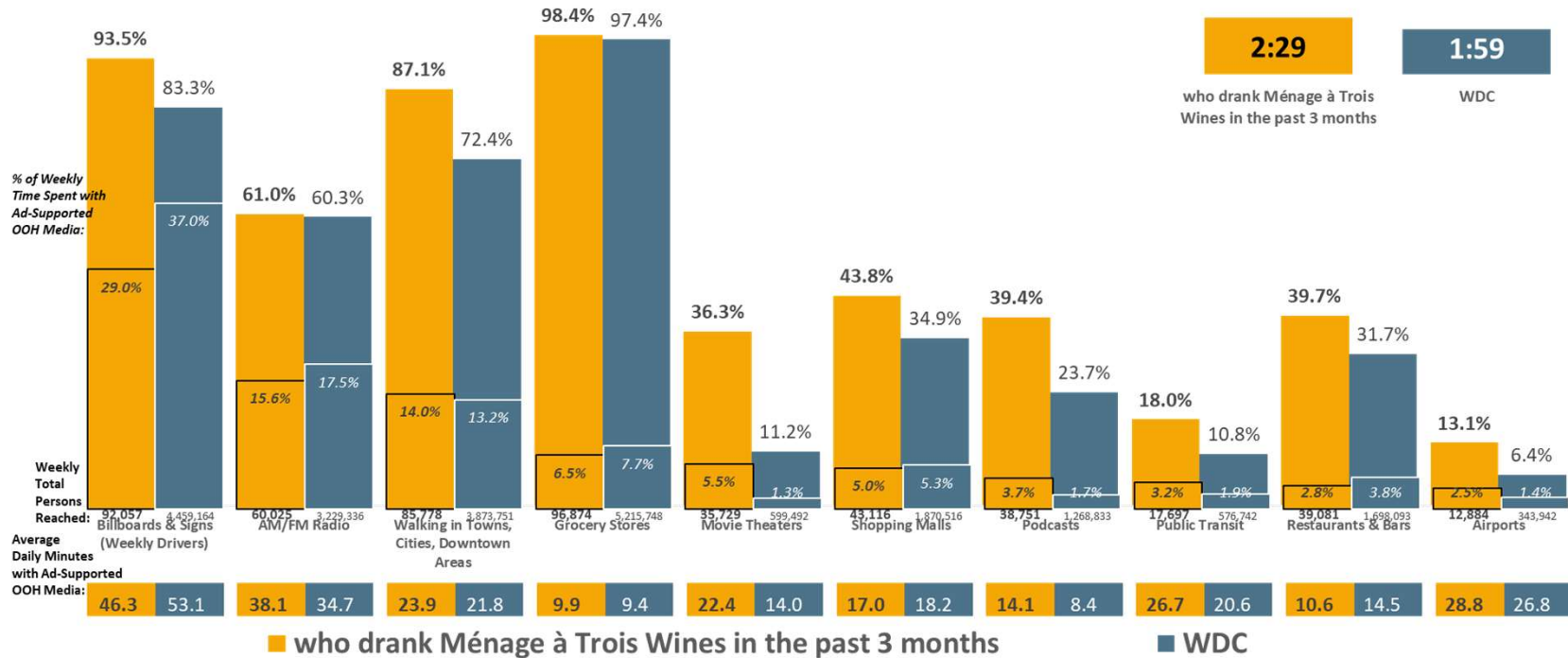


92,057 or 93.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 46.3 minutes per day driving, seeing Billboards and Signs representing 29.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 109 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726
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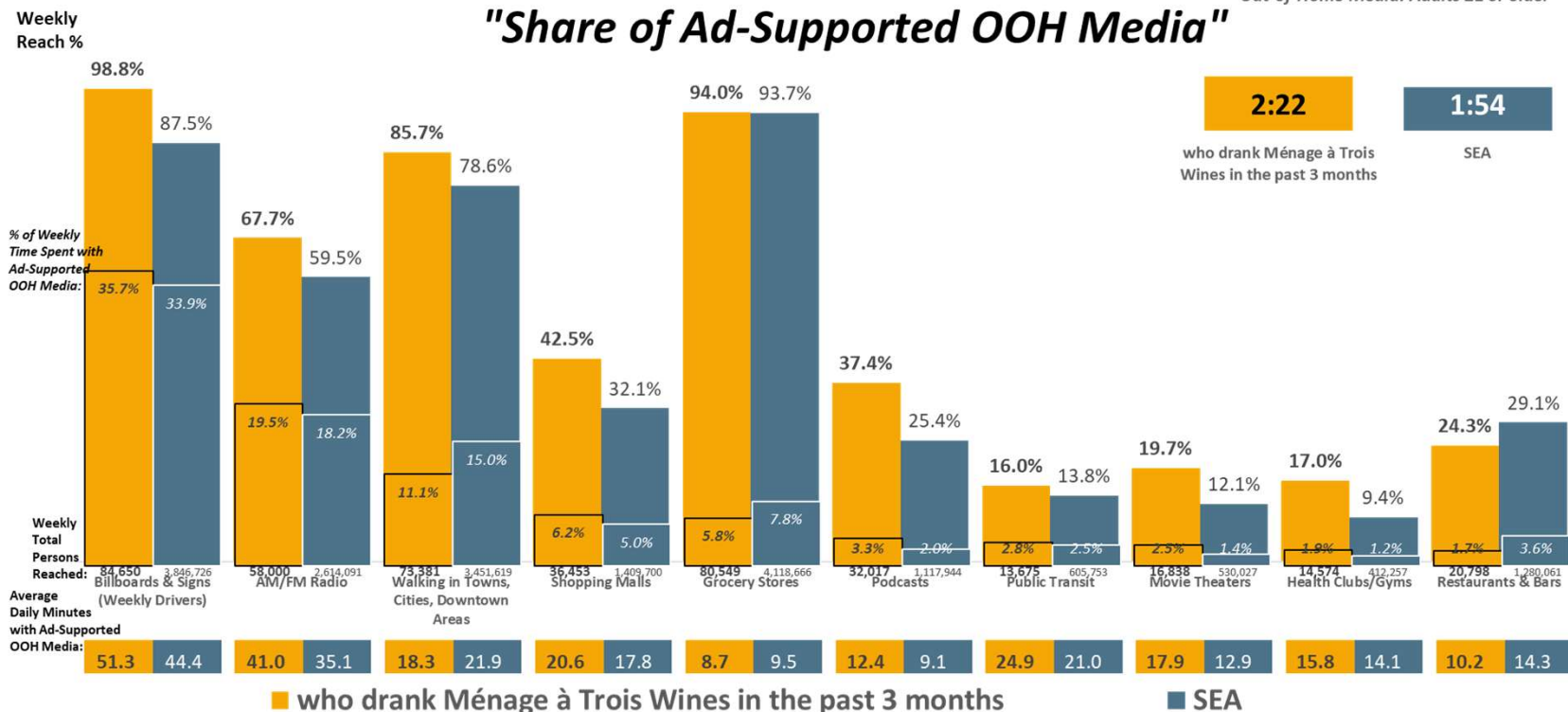
soefa.ai Share of Everything for Anything

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



84,650 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 87 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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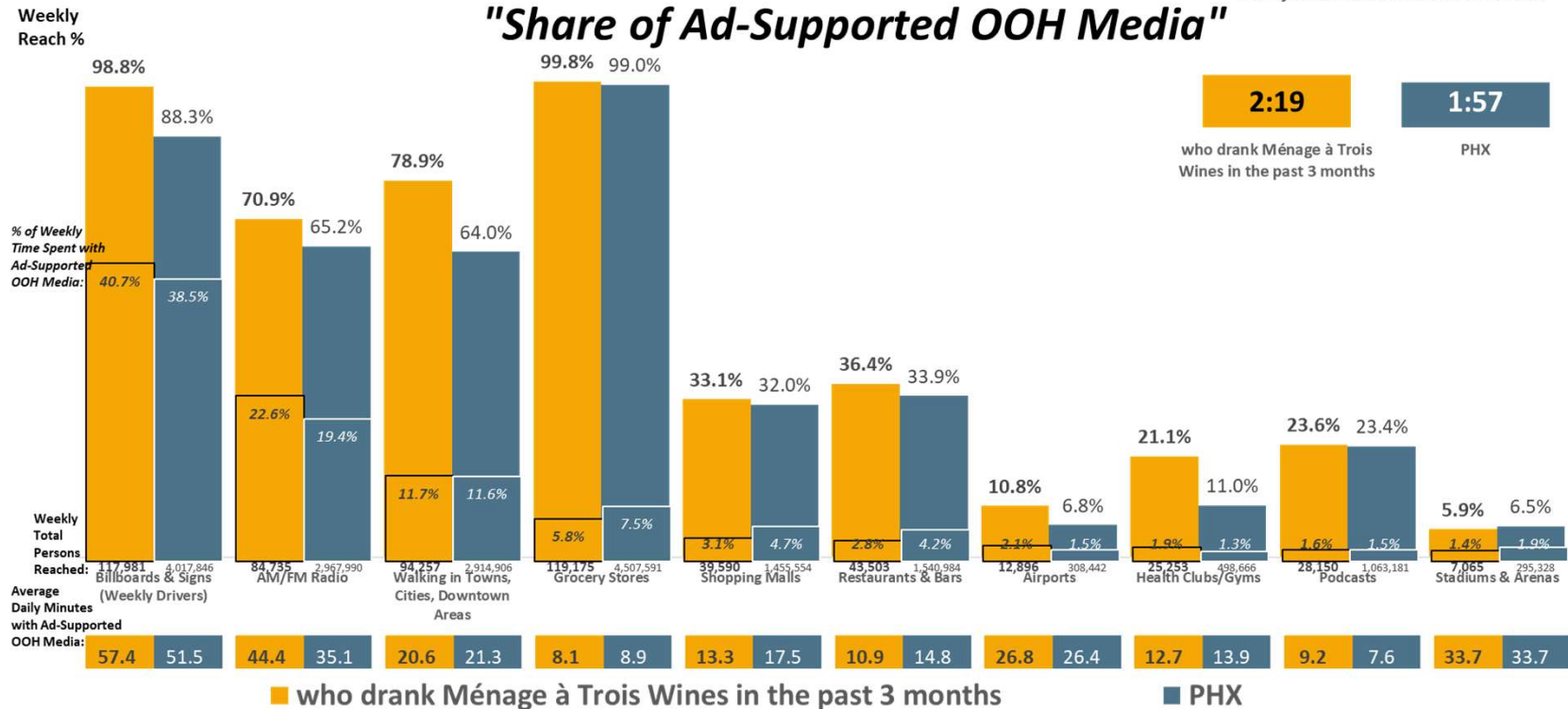
soefa.ai Share of Everything for Anything

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



117,981 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 78
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

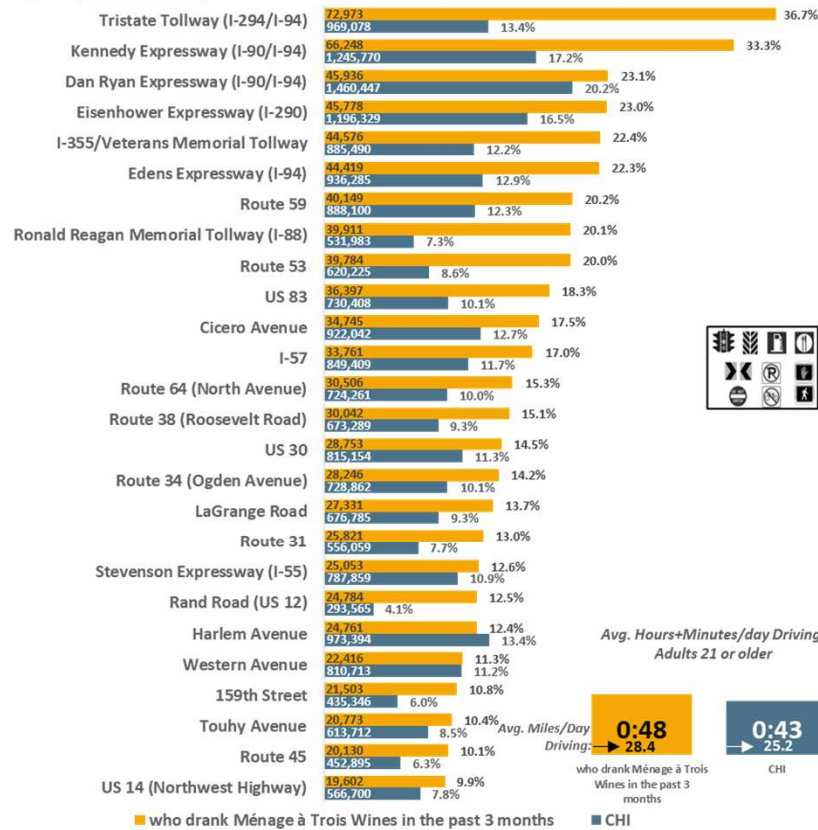
soefa.ai Share of Everything for Anything

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

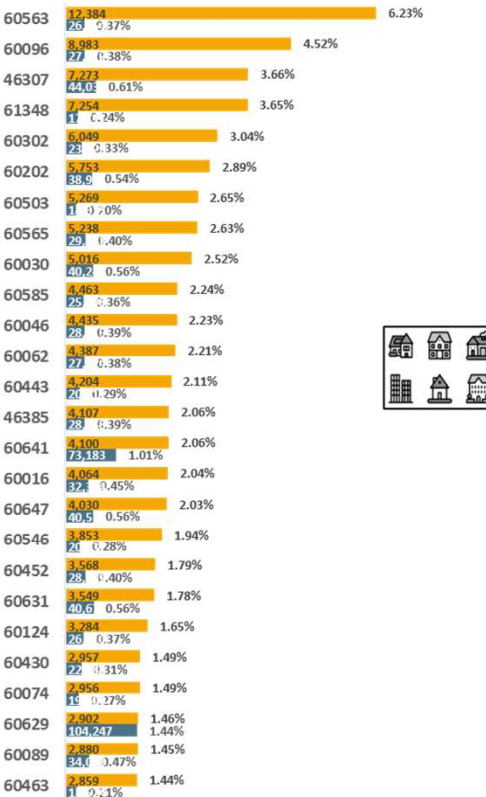


183,950 or 92.5% of Adults 21 or older who drank Ménége à Trois Wines in the past 3 months spend an average of 48.9 minutes per day driving an average of 28.4 miles each day and are 174.% more likely to use Tristate Tollway (I-294/I-94) than the Metro ave

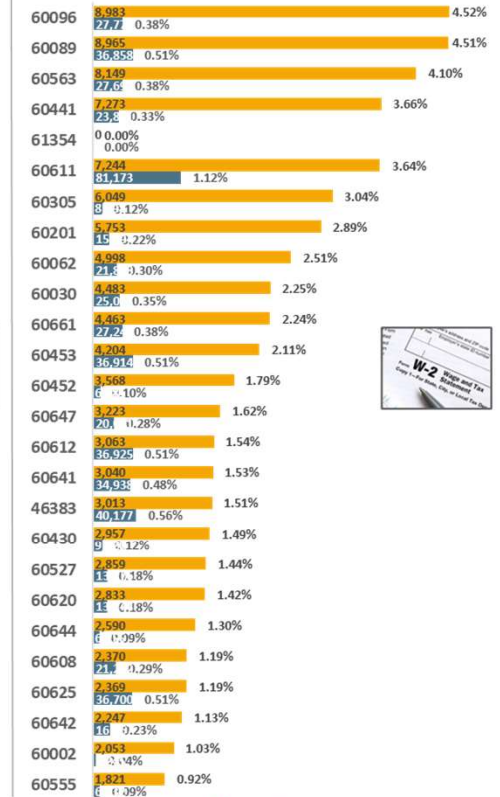
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



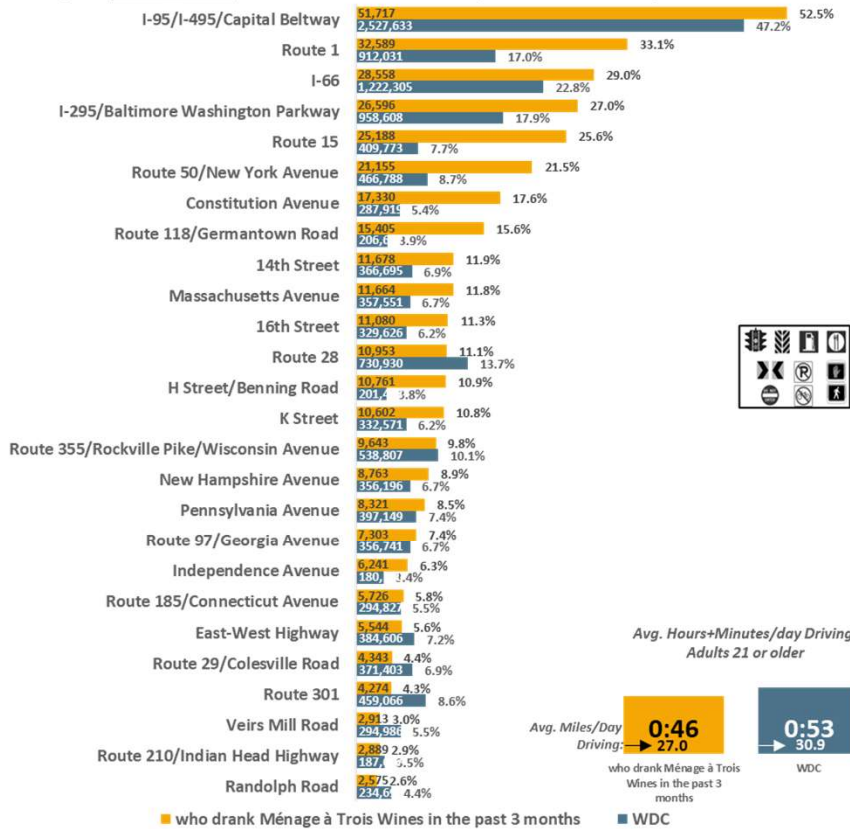
Top-26 Employment Zip Codes: Adults 21 or older



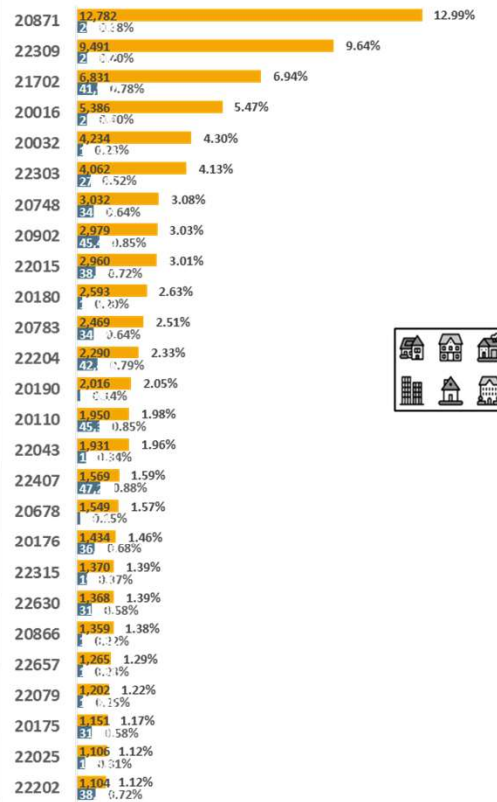


92,057 or 93.5% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 46.3 minutes per day driving an average of 27. miles each day and are 305.3% more likely to use Route 118/Germantown Road than the Metro average.

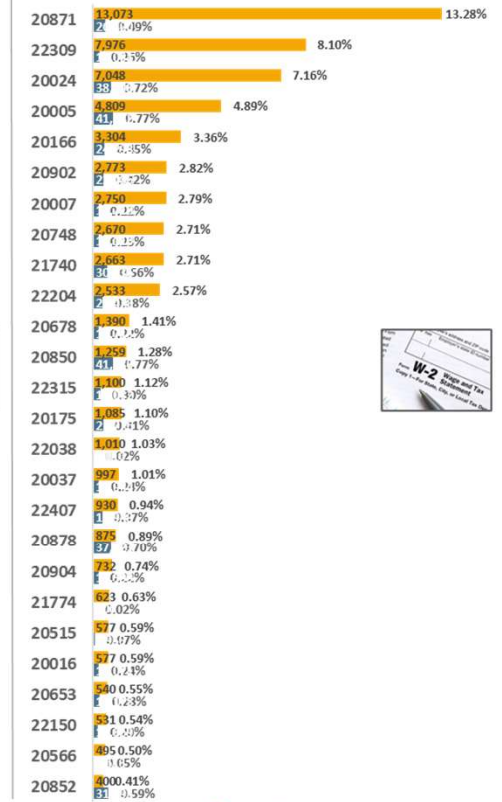
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



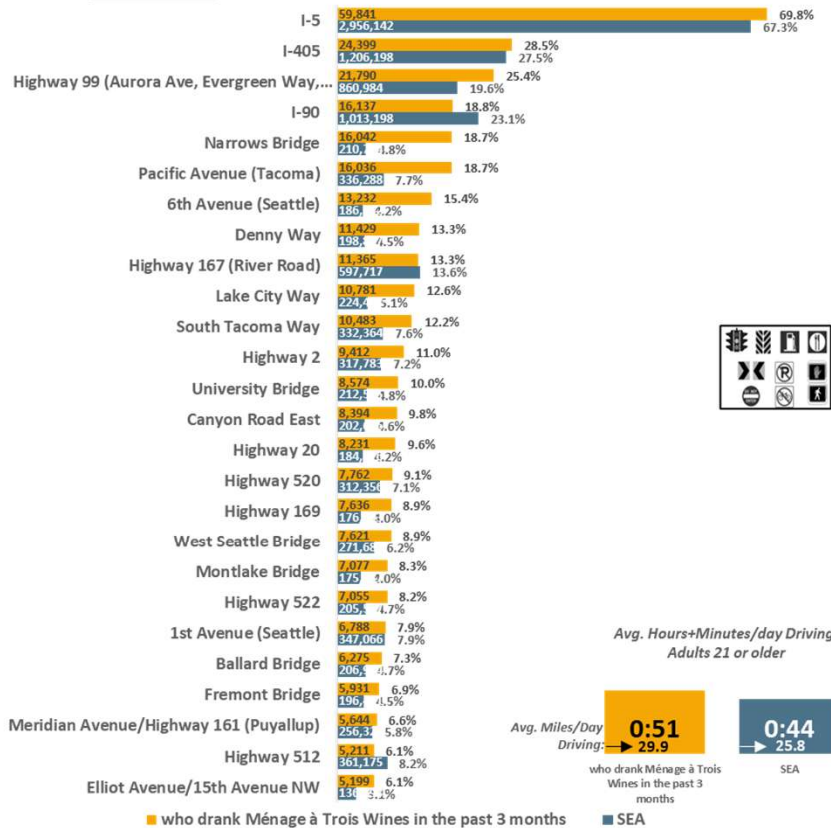
Top-26 Employment Zip Codes: Adults 21 or older





84,650 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 51.3 minutes per day driving an average of 29.9 miles each day and are 290.4% more likely to use Narrows Bridge than the Metro average.

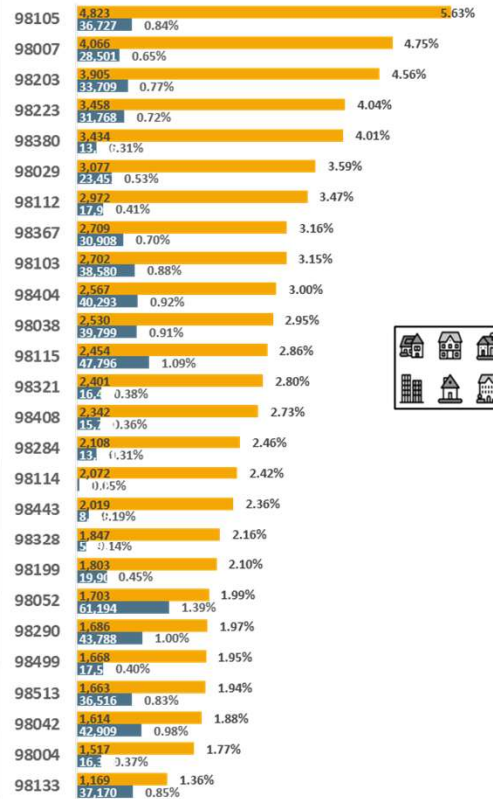
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



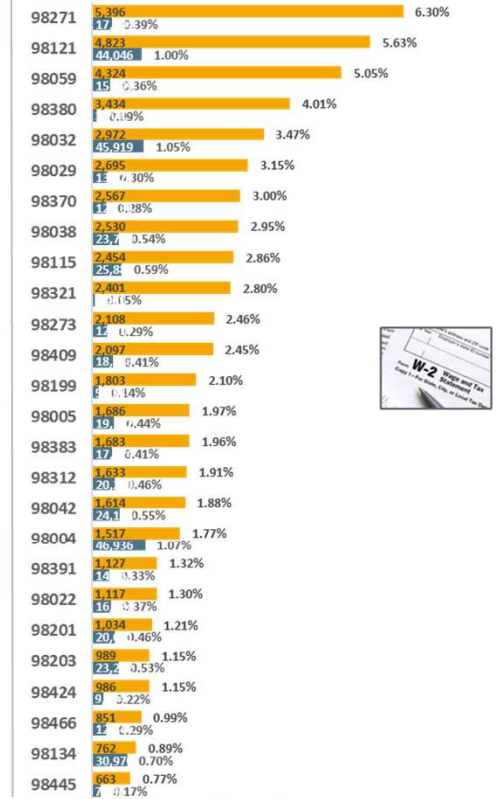
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

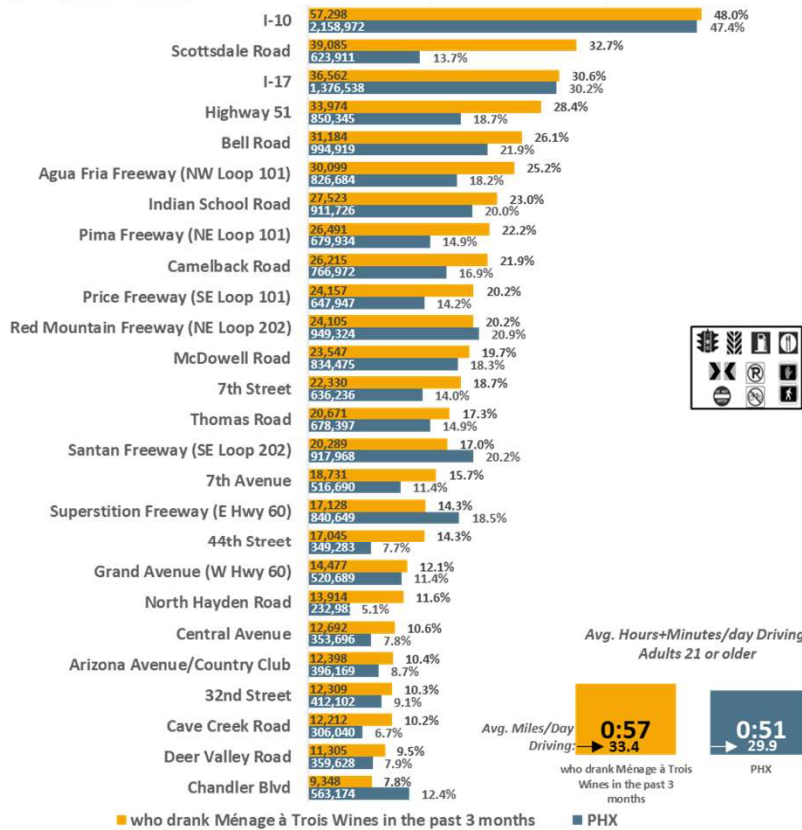


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117,981 or 98.8% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 138.7% more likely to use Scottsdale Road than the Metro average.

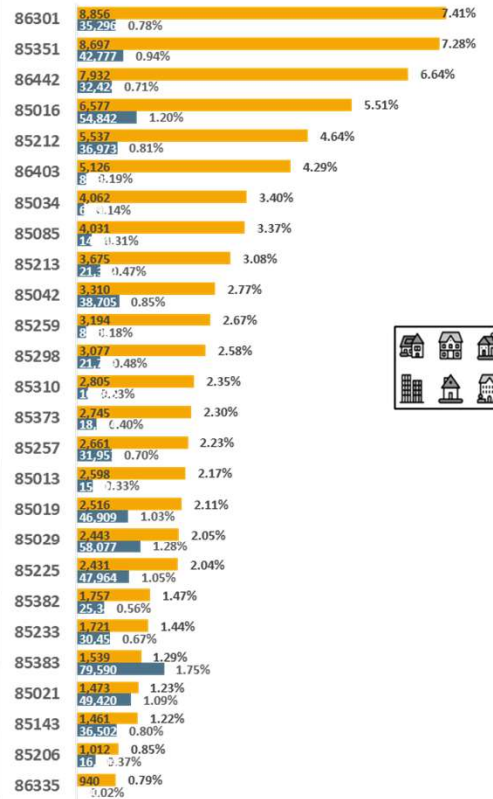
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



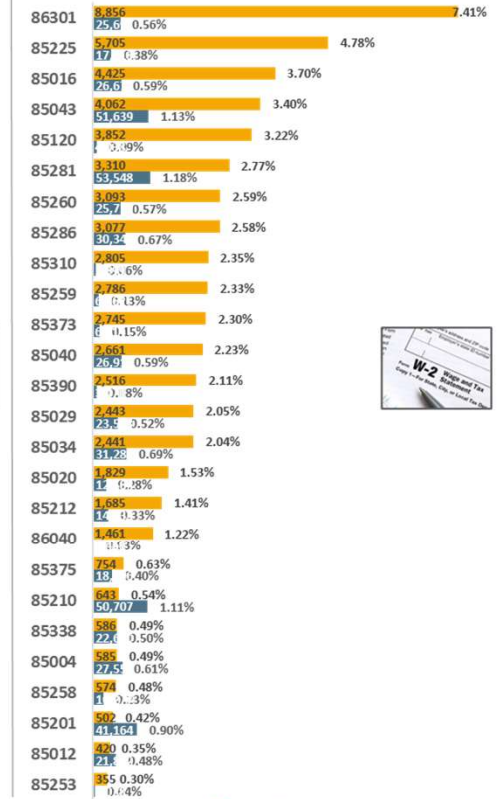
Avg. Hours+Minutes/day Driving:
Adults 21 or older



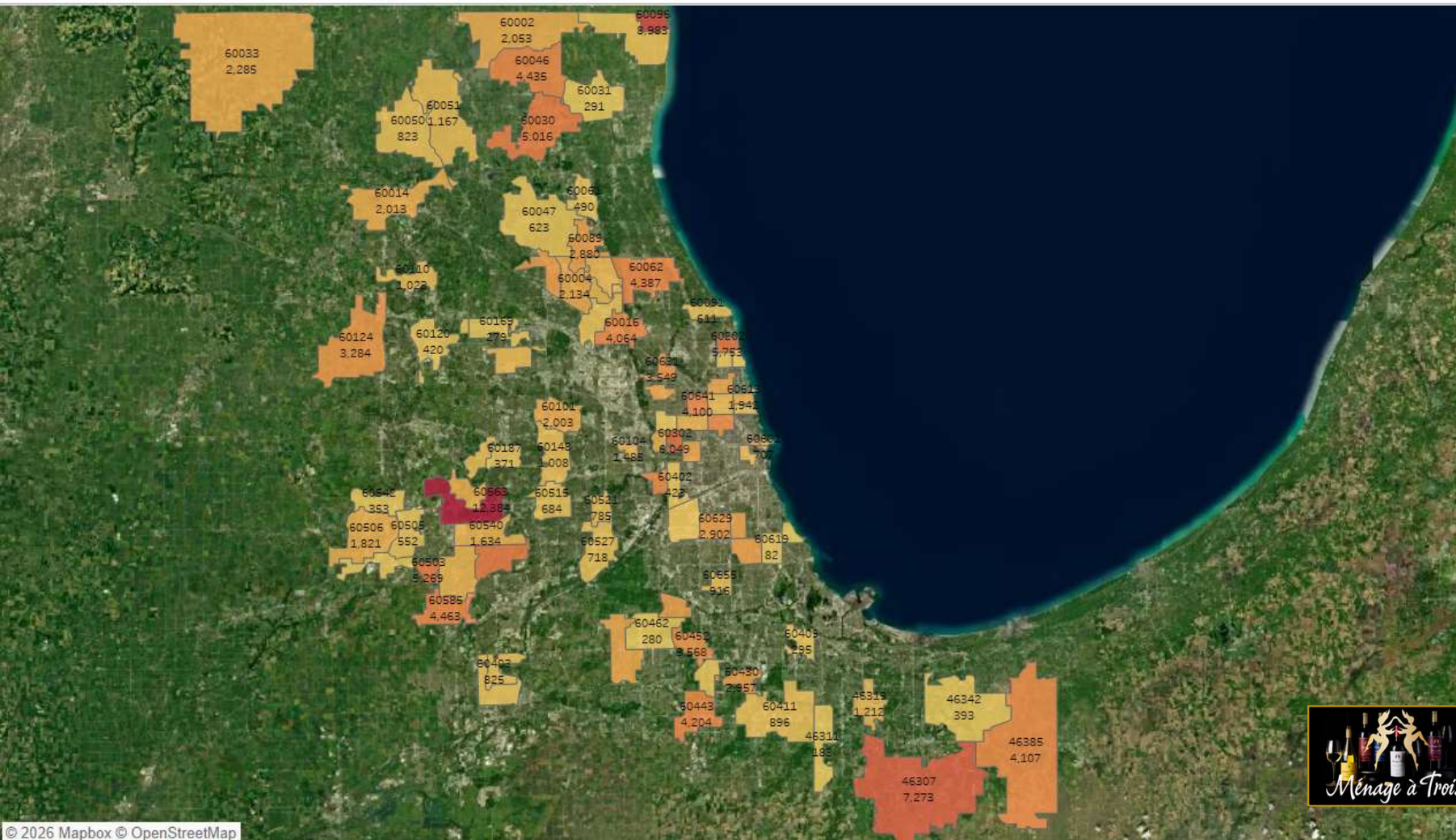
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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



SUM(Adults 21 or older ...)

82 12,384



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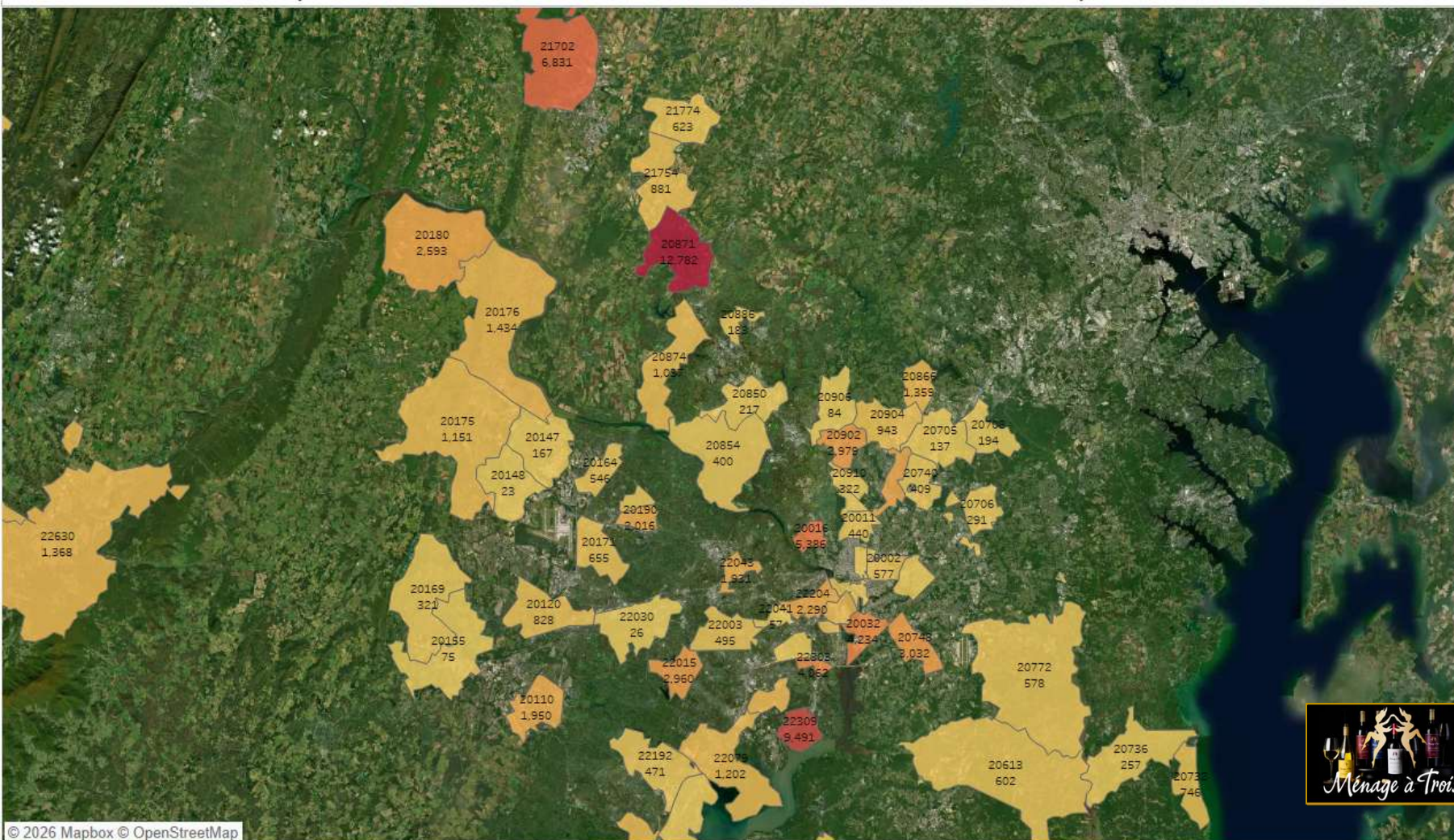
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 119
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Wine (brands) bought past 3 months: Ménage à Trois

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

SUM(Adults 21 or older ...



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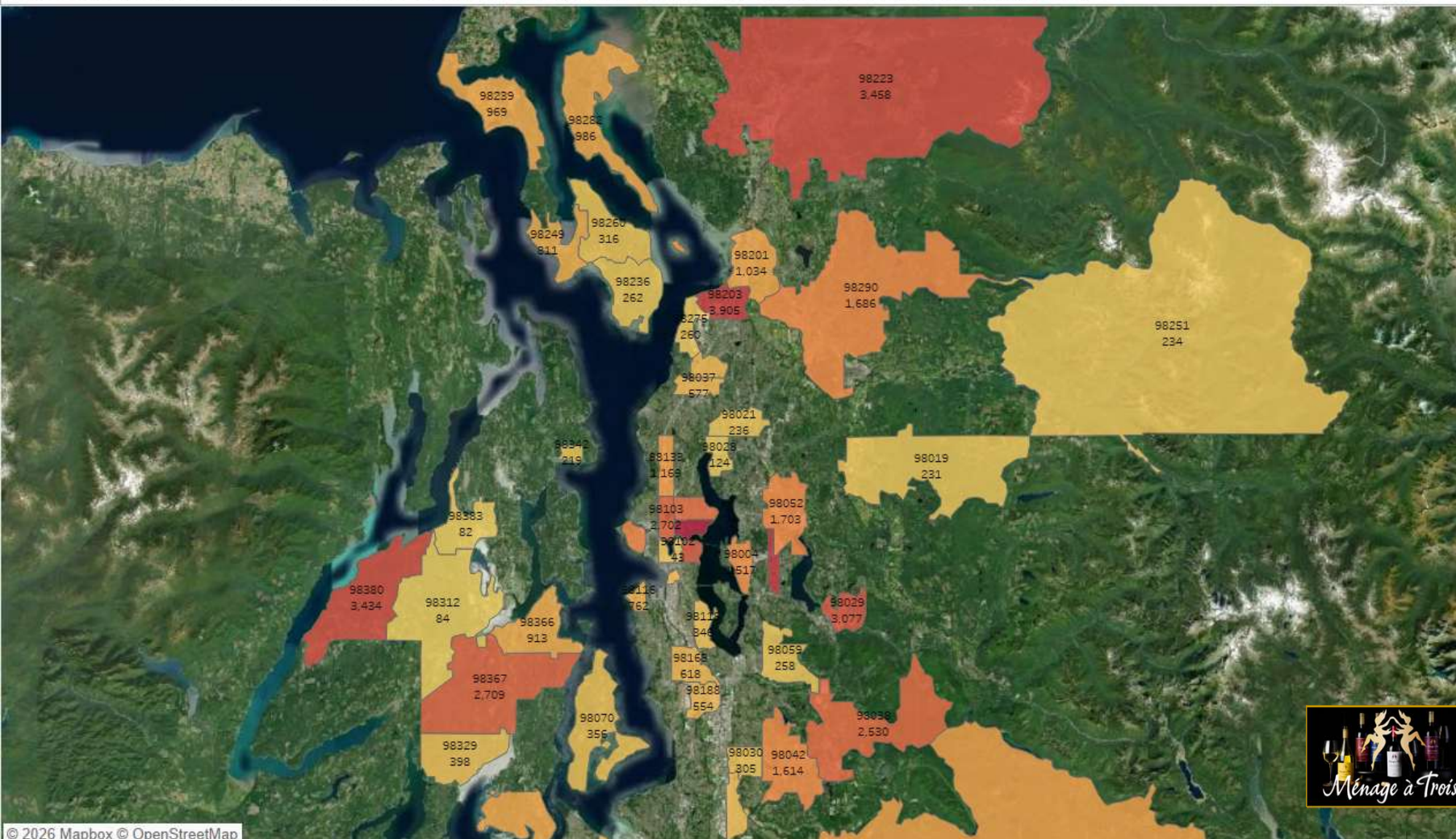
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intob 109

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

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



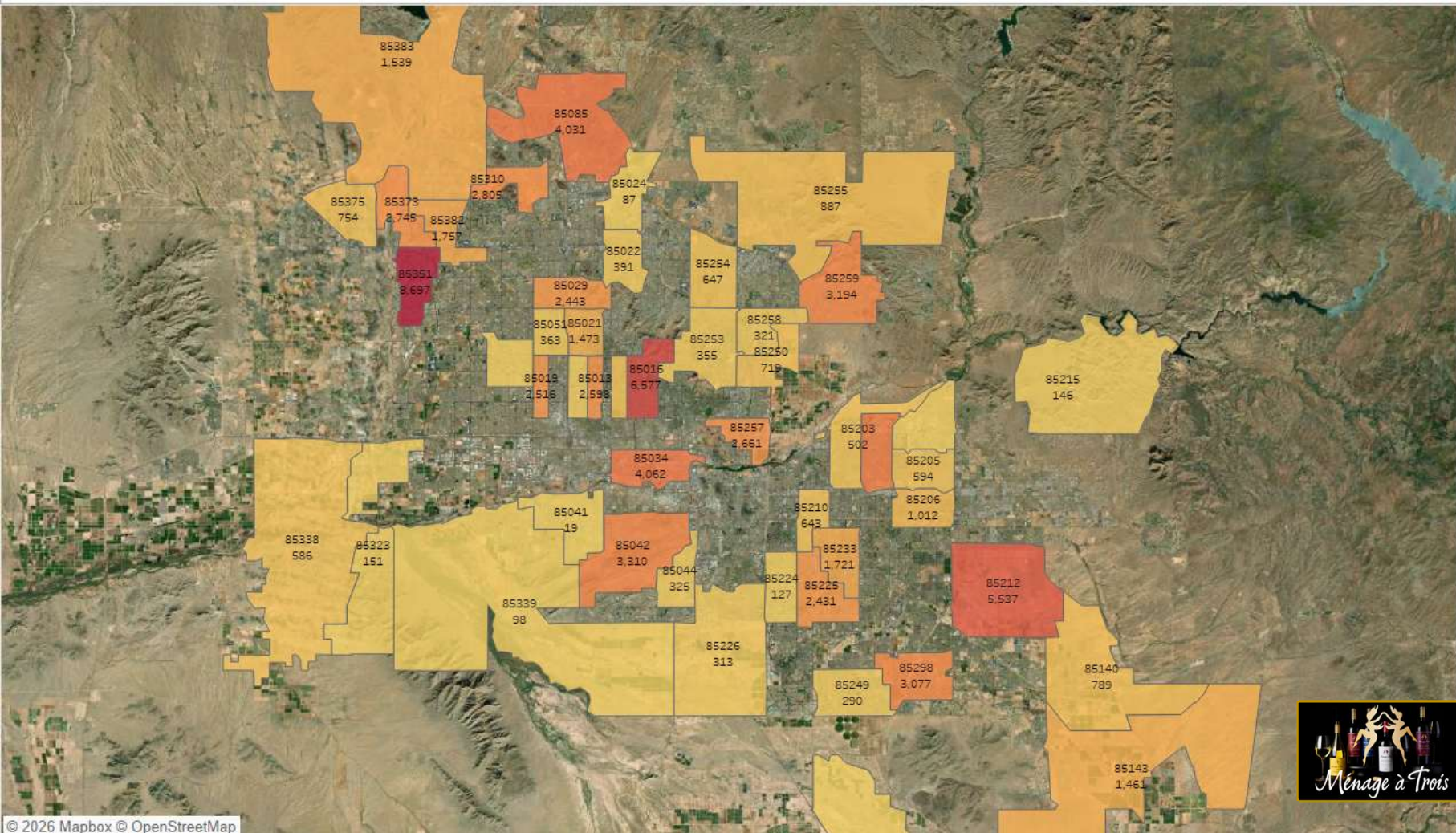
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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 87
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Wine (brands) bought past 3 months: Ménage à Trois

Top Residential Zip Codes: (Adults 21 or older who drank M n ge   Trois Wines in the past 3 months)



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 78
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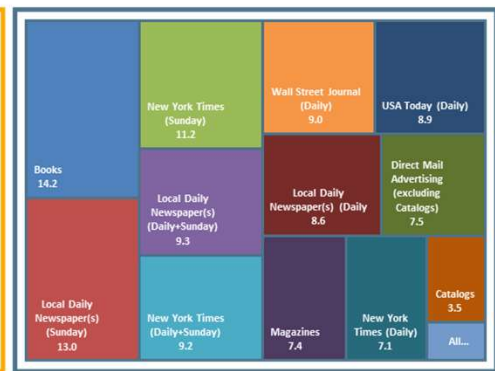
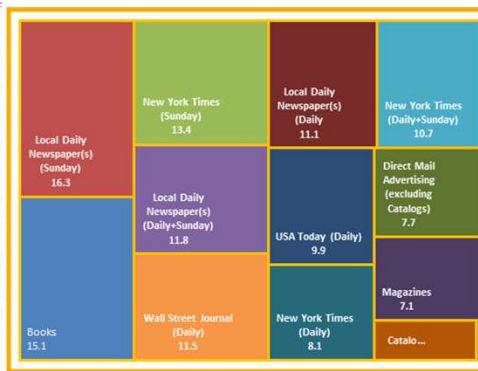
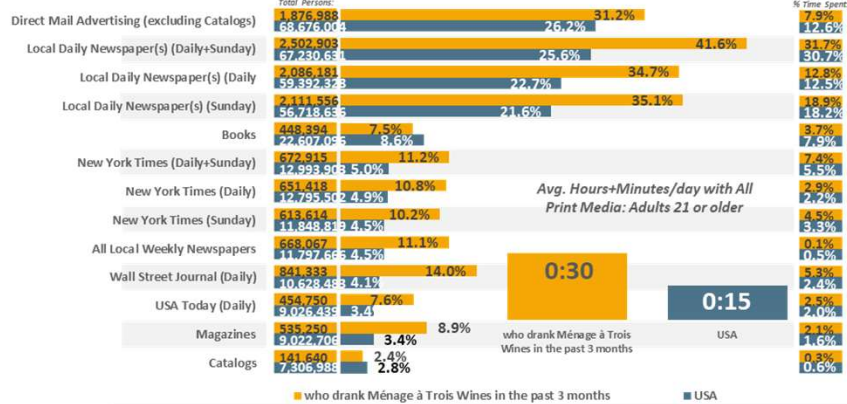
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for Anything  

Wine (brands) bought past 3 months: M n ge   Trois

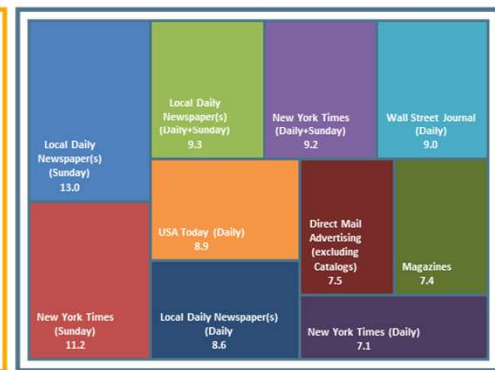
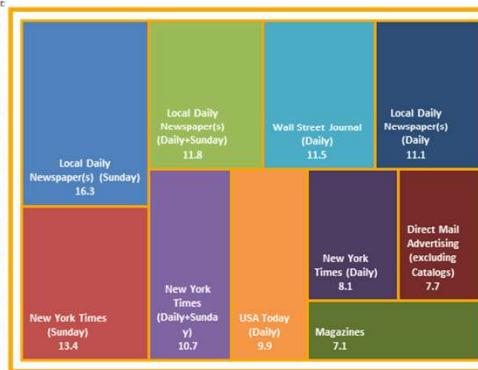
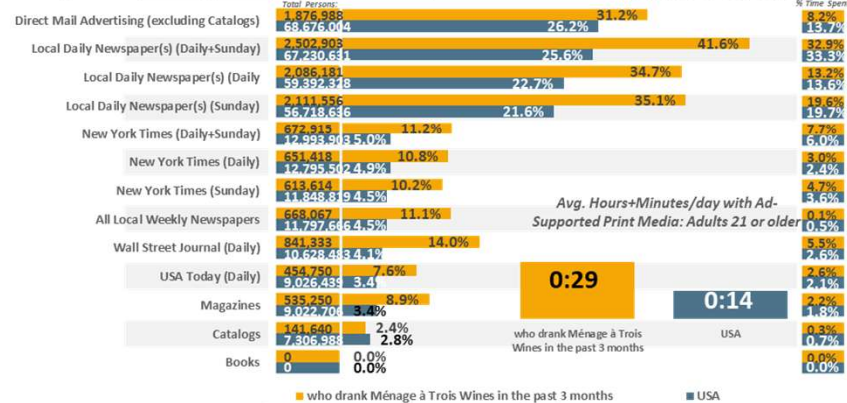


2,502,903 or 41.6% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

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



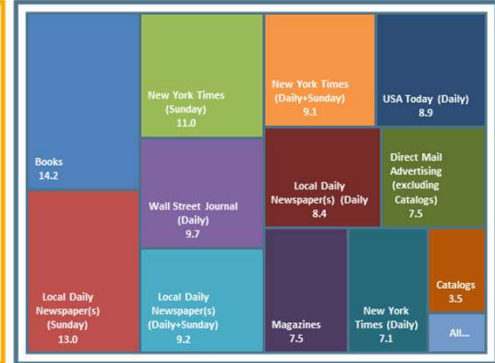
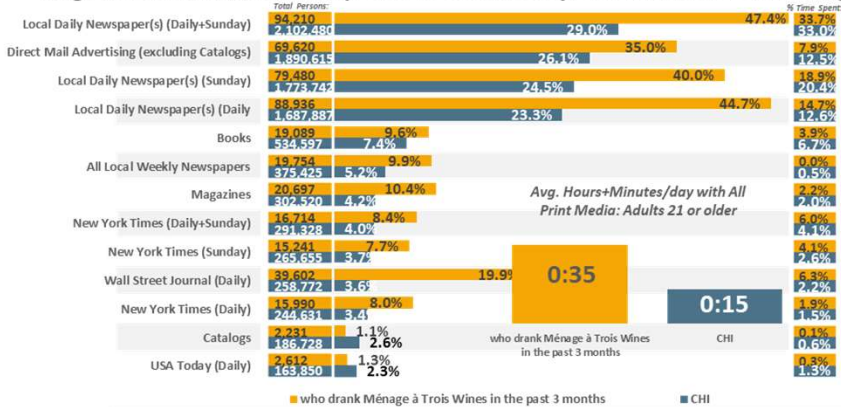
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



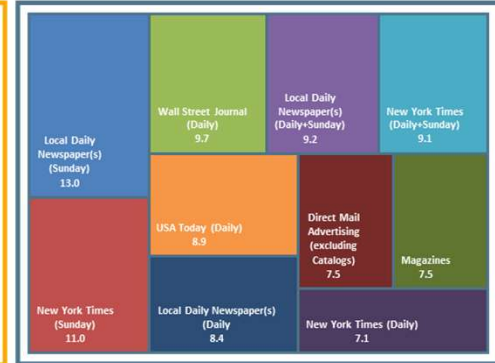
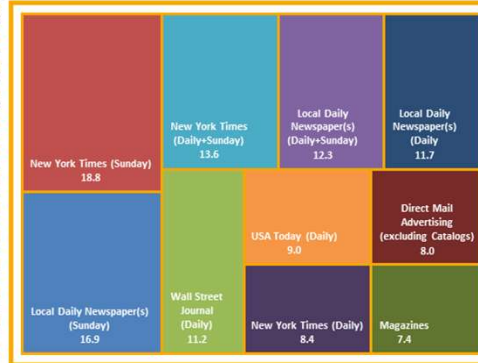
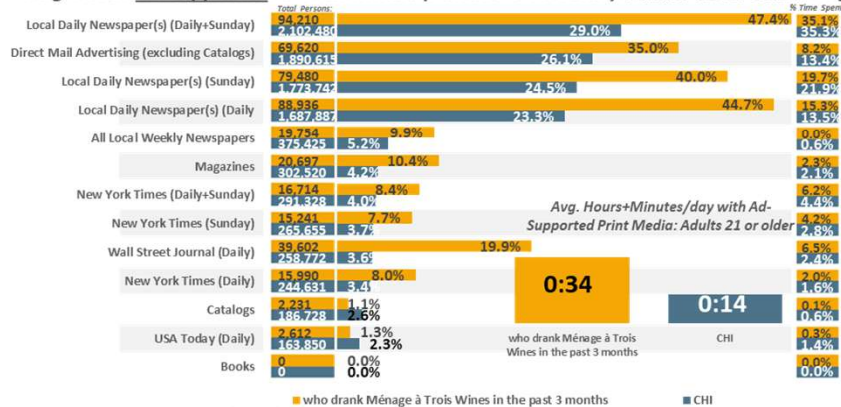


94,210 or 47.4% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

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



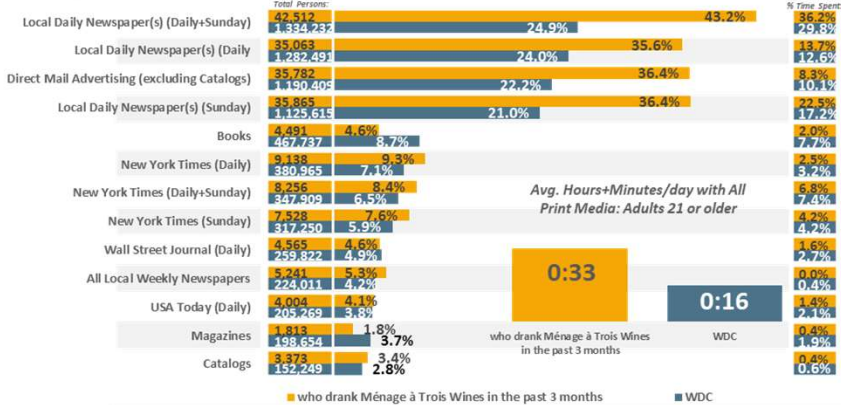
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



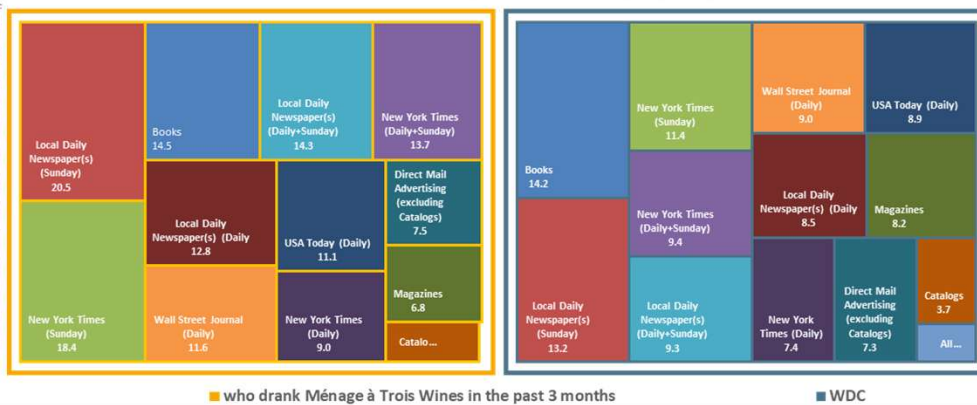


42,512 or 43.2% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.3 minutes every day representing 37.0% of all time spent daily with All forms of Print Media.

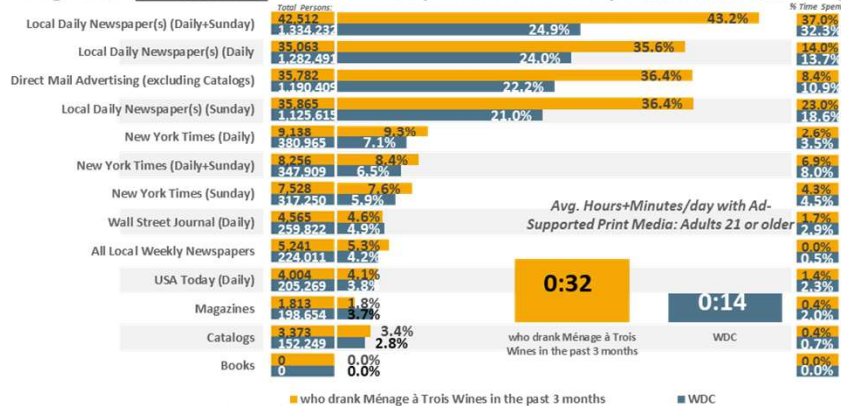
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



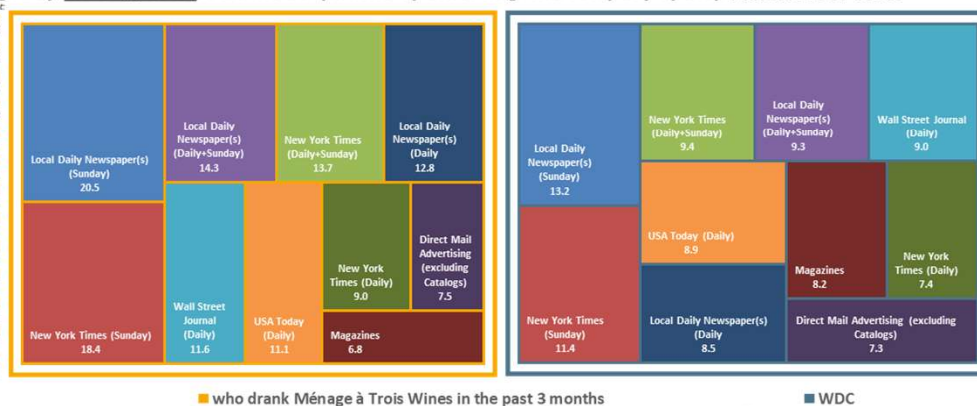
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



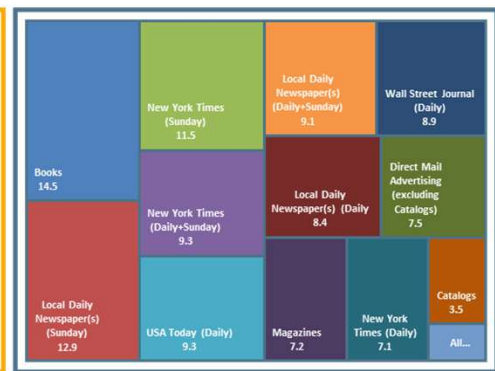
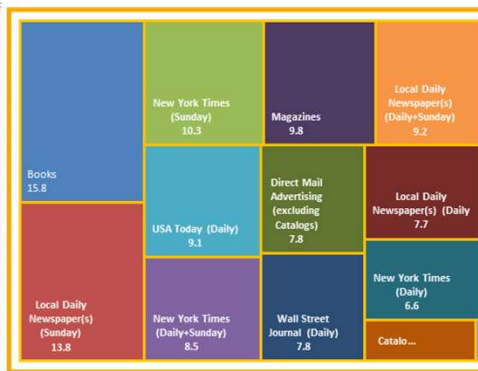
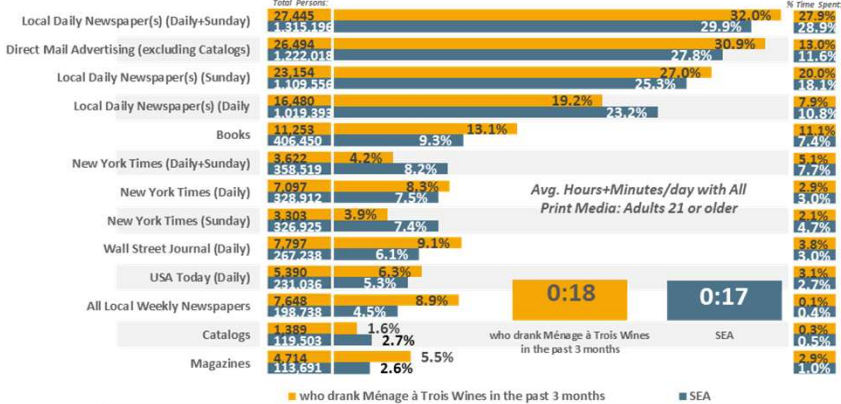
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



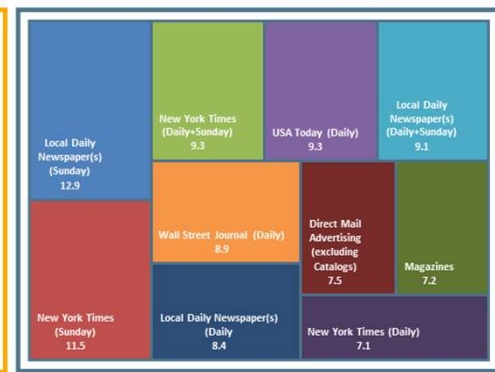
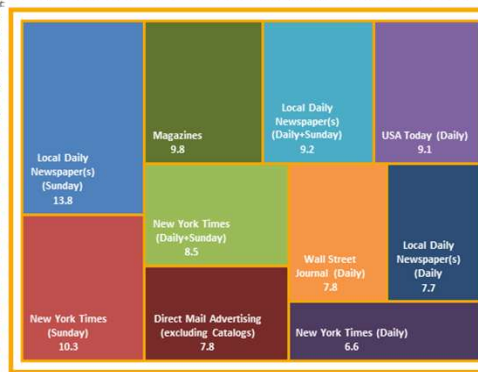
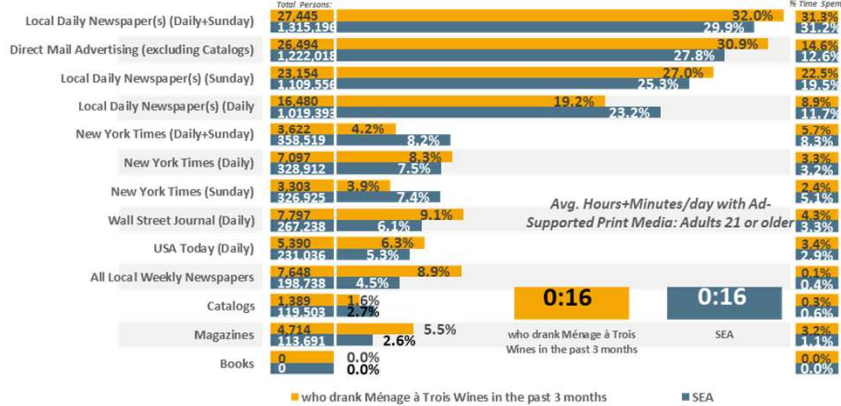


27,445 or 32.% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



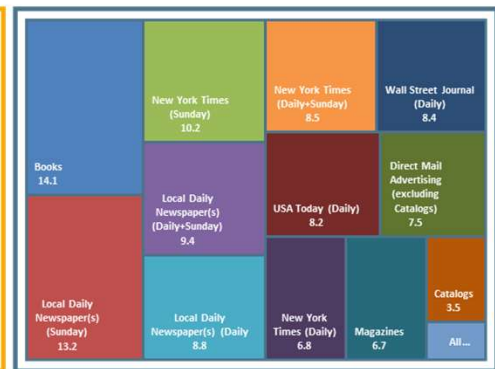
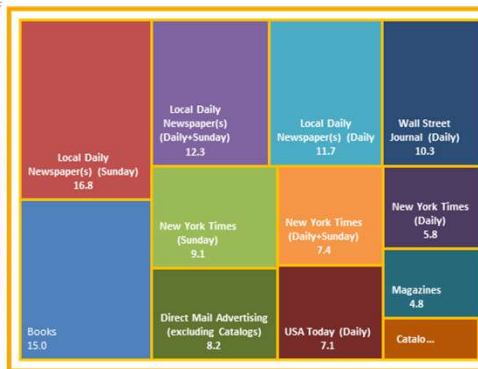
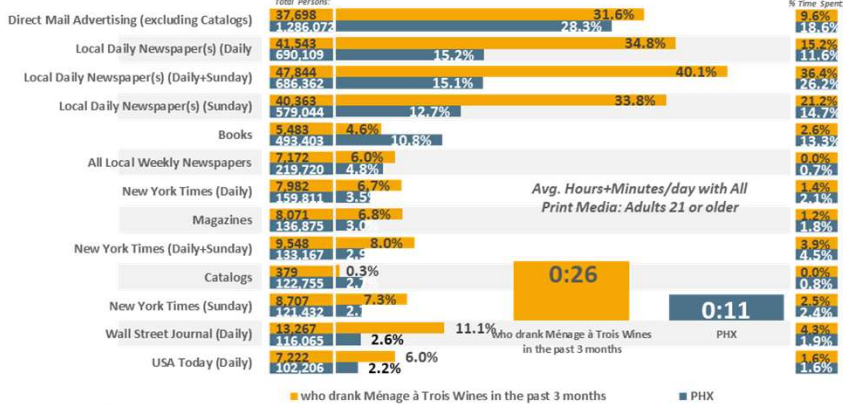
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



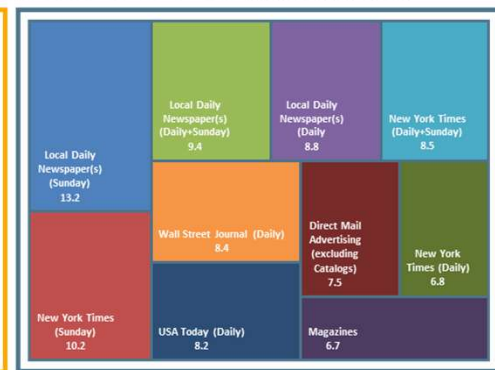
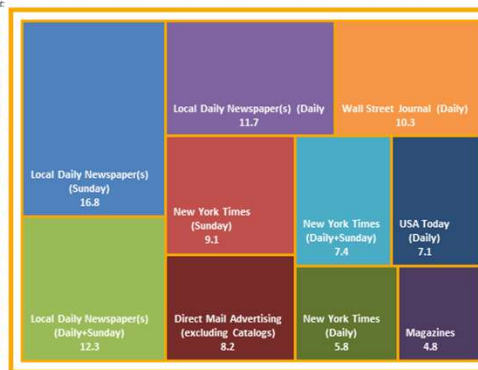
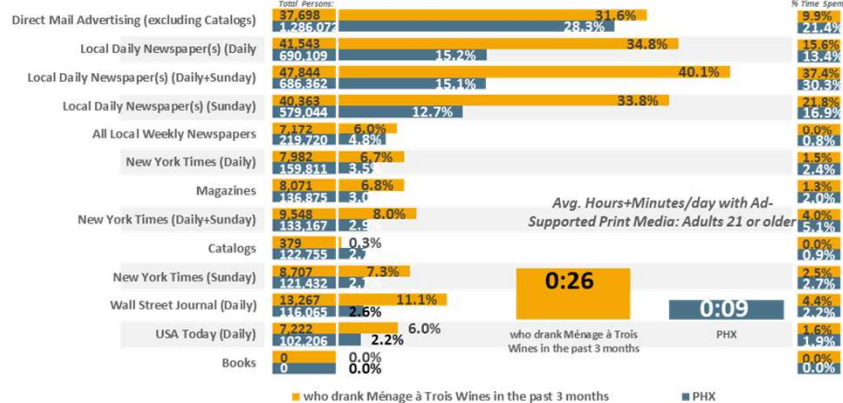


47,844 or 40.1% of Adults 21 or older who drank Ménage à Trois Wines in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 37.4% of all time spent daily with All forms of Print Media.

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



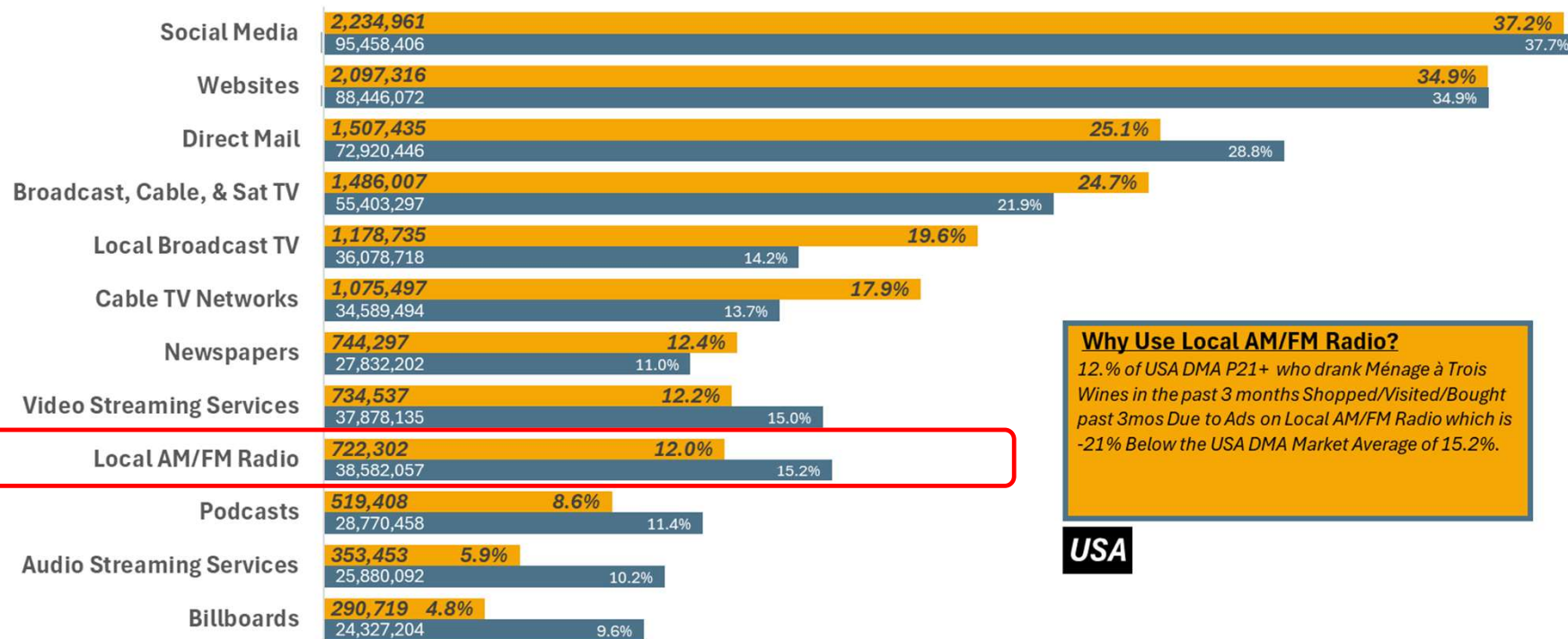
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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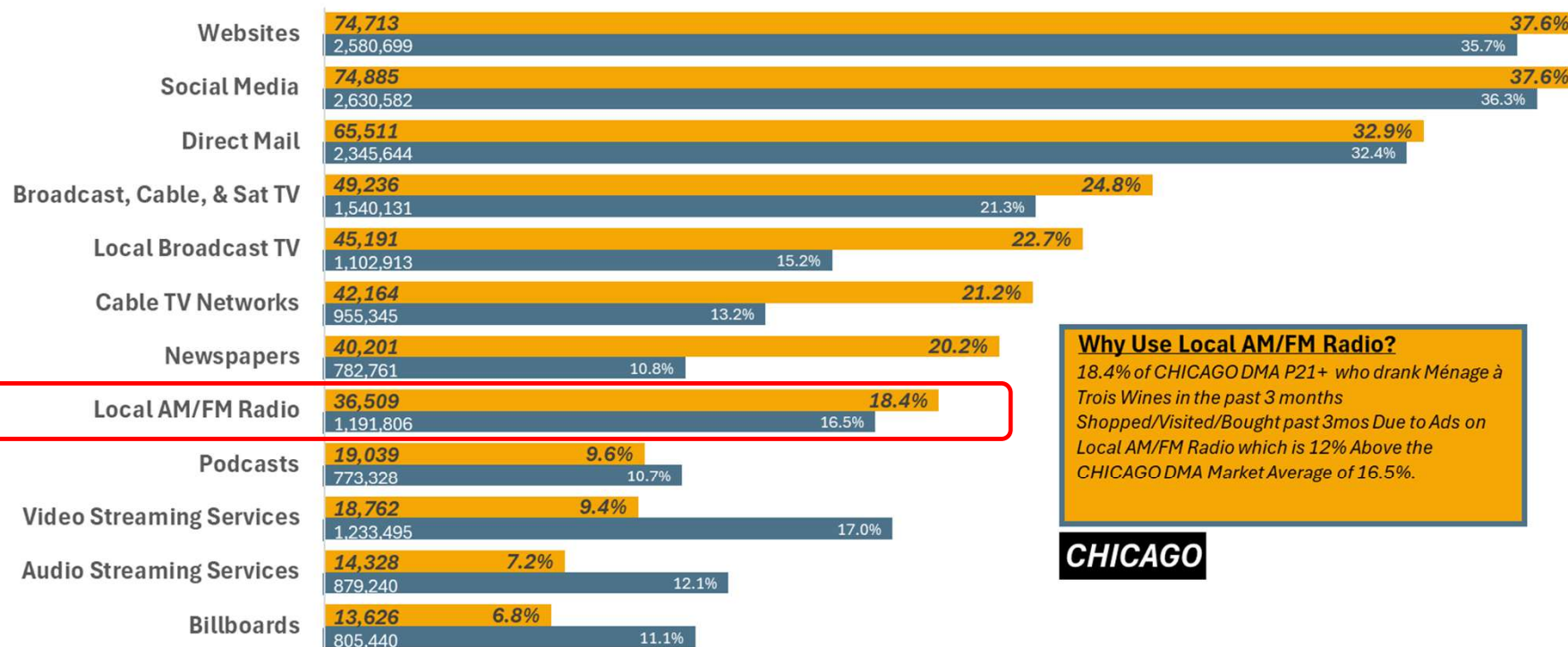
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.4% of CHICAGO DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the CHICAGO DMA Market Average of 16.5%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 119

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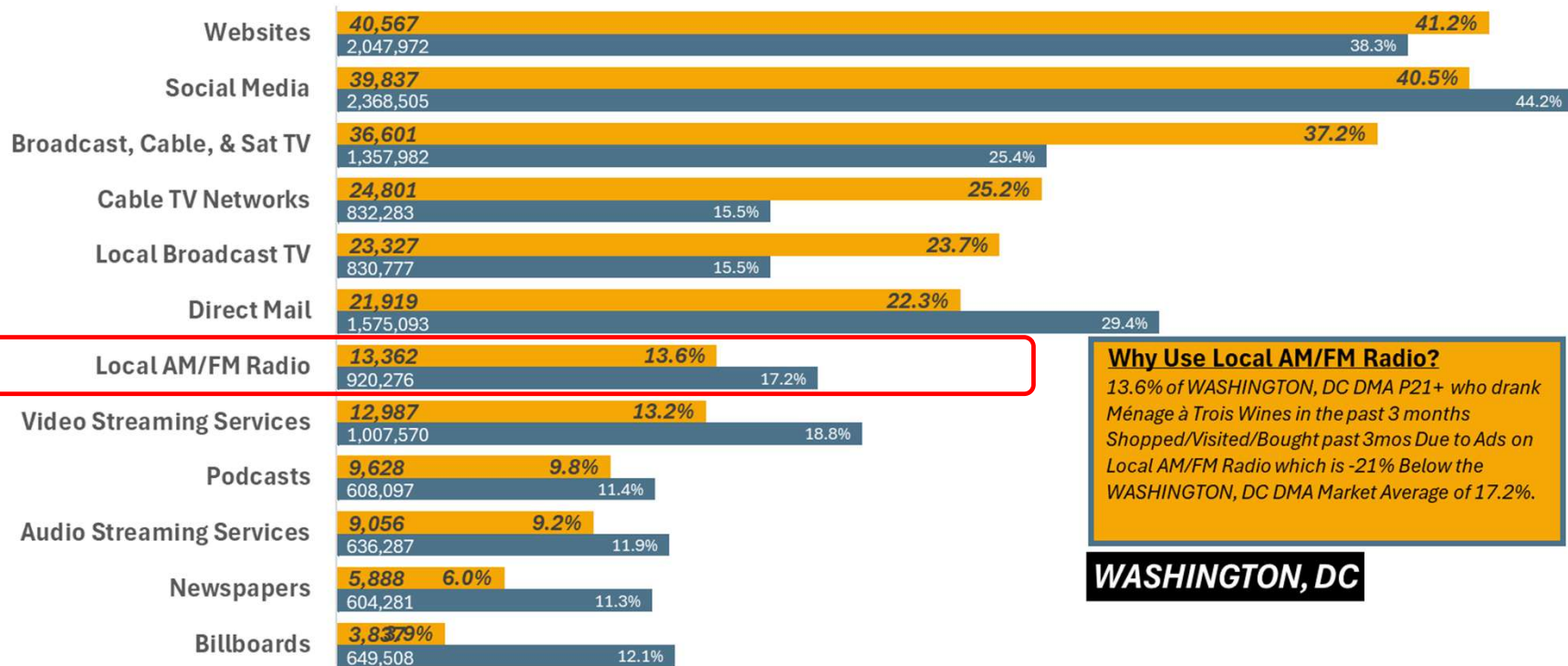
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.6% of WASHINGTON, DC DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 109

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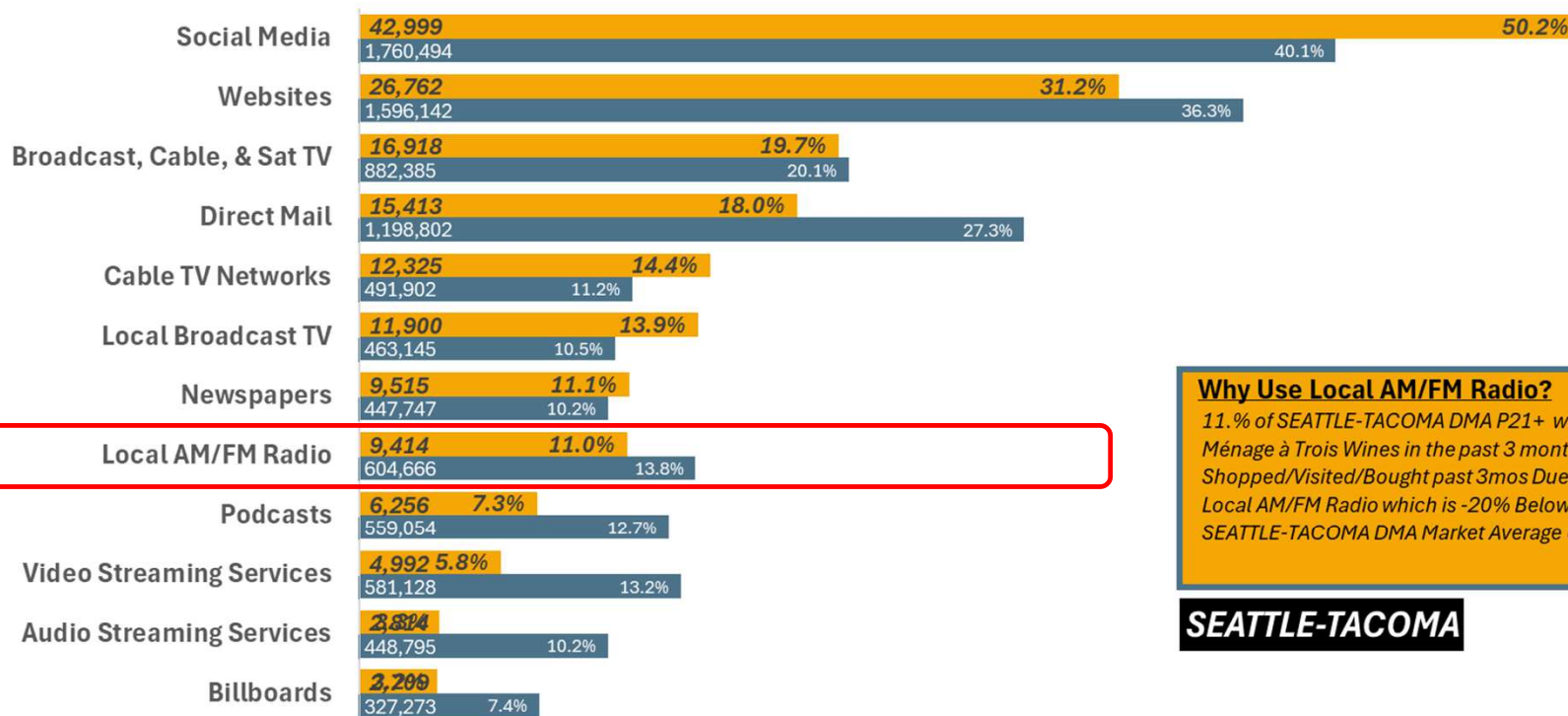
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11. % of SEATTLE-TACOMA DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 87
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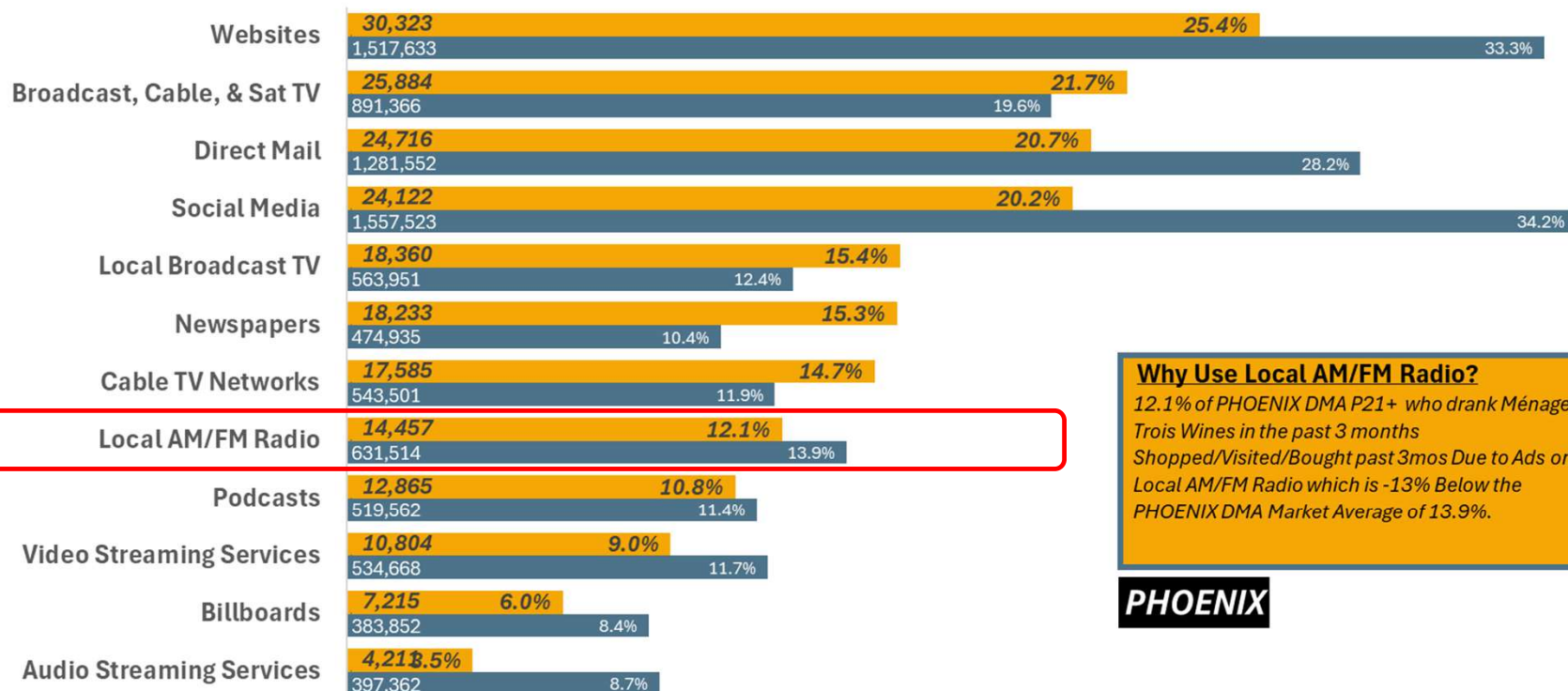
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Wine (brands) bought past 3 months: Ménage à Trois



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.1% of PHOENIX DMA P21+ who drank Ménage à Trois Wines in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the PHOENIX DMA Market Average of 13.9%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 78
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Wine (brands) bought past 3 months: Ménage à Trois