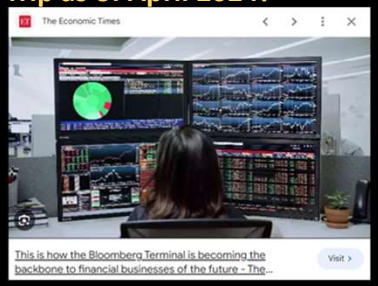
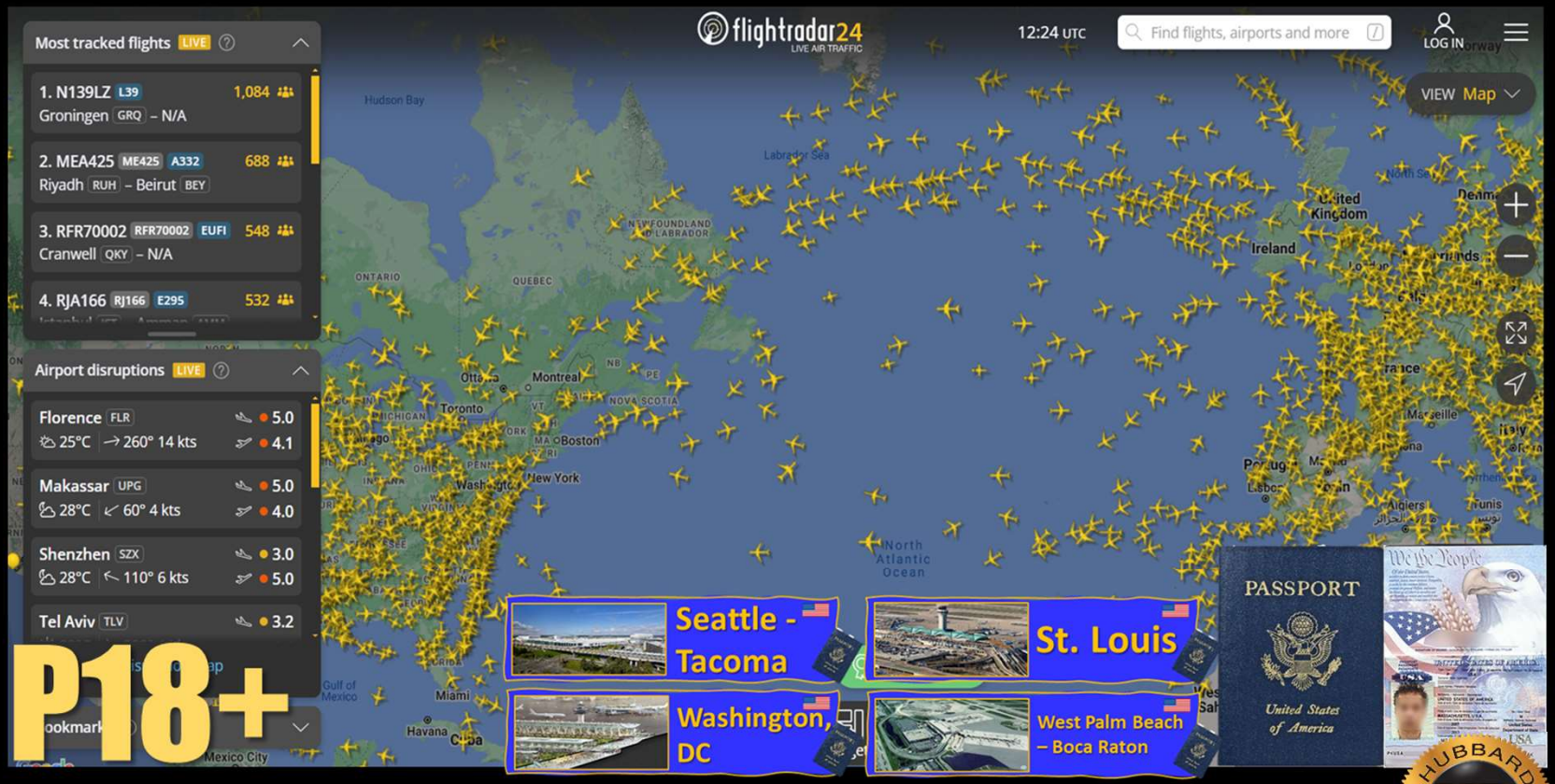
USA+4 MORE DMAs - P18+ past 12mo Vacation Air Travelers to EUROPE!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ and Seattle-Tacoma, St. Louis, Washington, DC, and West Palm Beach DMA P18+ who Flew to EUROPE in the past 12 months for a Personal and/or Vacation Trip as of April 2024!





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

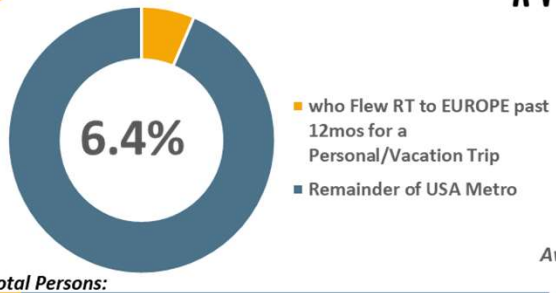
[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

HUBBARD BROADCASTING INC. HB INC.

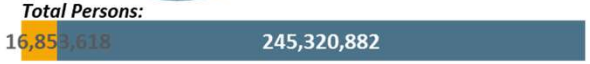


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 46.8 years old (4.1% younger than average) and have a $134,750 (50.3% higher than average) annual household…

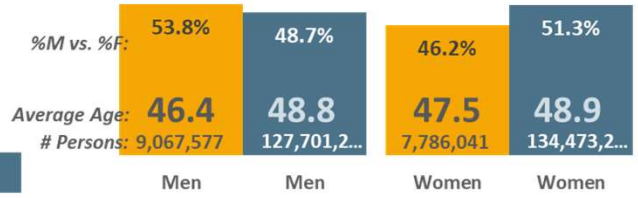
Percent of Market: Adults 18 or older



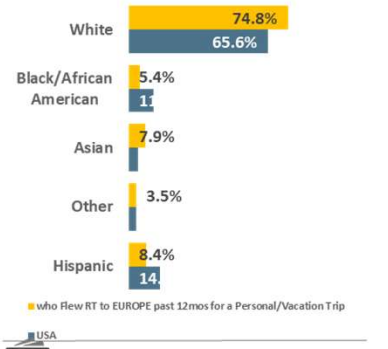
Total Persons:



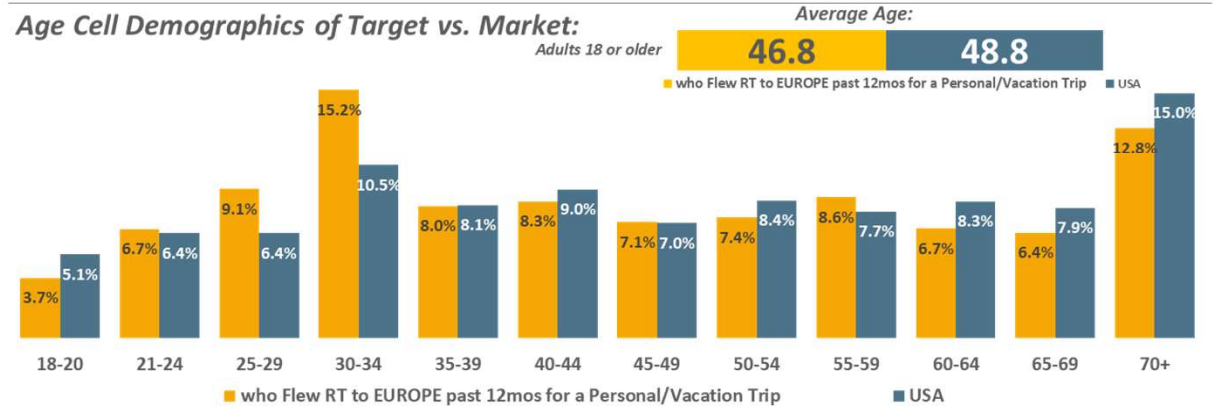
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

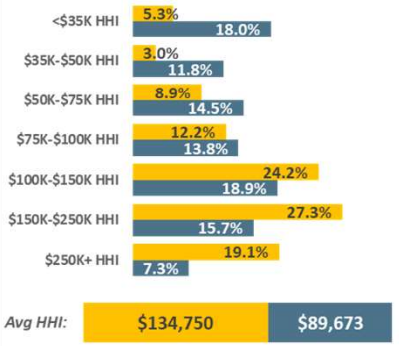


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

HHI of Target vs. Market:



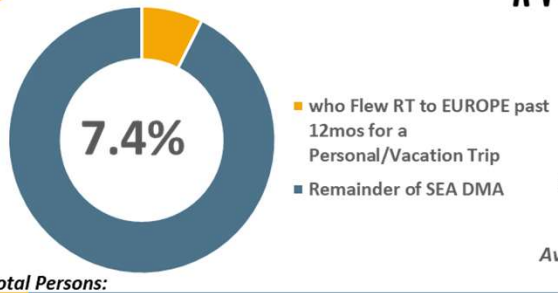
Avg HHI: $134,750 $89,673

[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



7.4% or 333,518 of SEA DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 46.7 years old (3.3% younger than average) and have a $167,901 (41.6% higher than average) annual household …

Percent of Market: Adults 18 or older



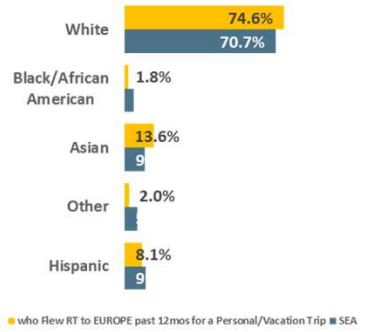
Total Persons:



Gender of Target vs. Market: Adults 18 or older

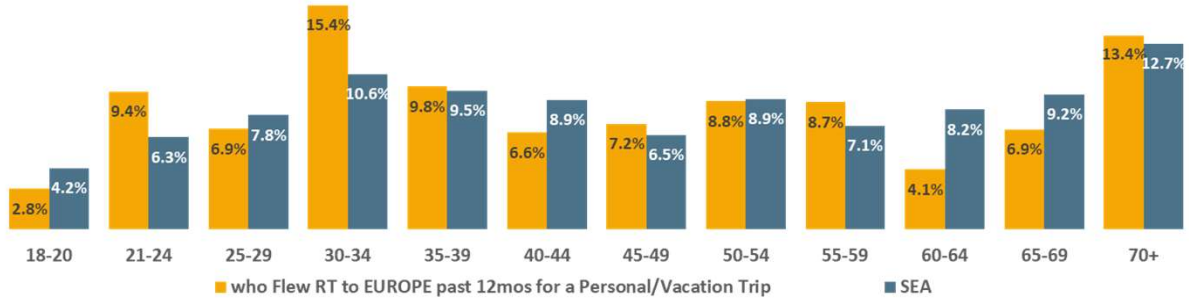
	Men	Men	Women	Women
%M vs. %F:	49.0%	49.7%	51.0%	50.3%
Average Age:	44.8	48.1	48.6	48.3
# Persons:	163,581	2,229,970	169,937	2,258,460

Ethnicity of Target vs. Market:

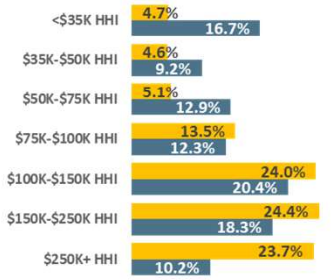


Age Cell Demographics of Target vs. Market:

Average Age:	who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip	SEA
Adults 18 or older	46.7	48.2



HHI of Target vs. Market:



Avg HHI:	$167,901	$118,542

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

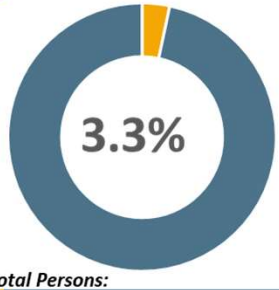
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



3.3% or 83,287 of ST. LOUIS DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 52. years old (5.% older than average) and have a $152,129 (60.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

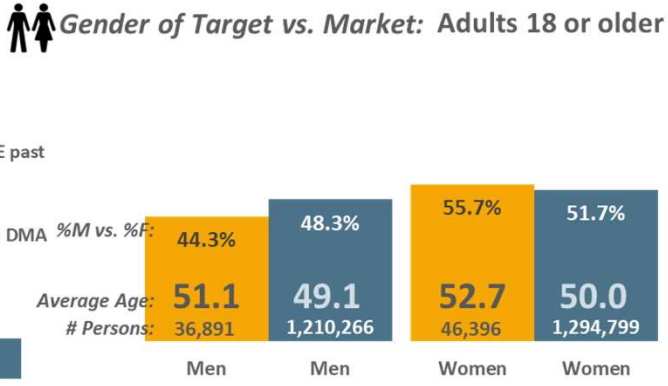


- who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip
- Remainder of ST. LOUIS DMA

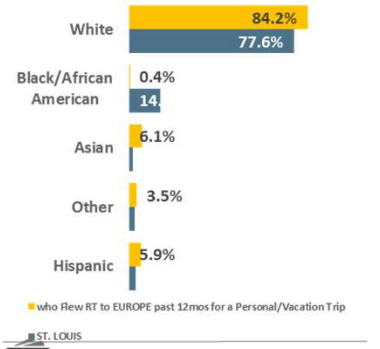
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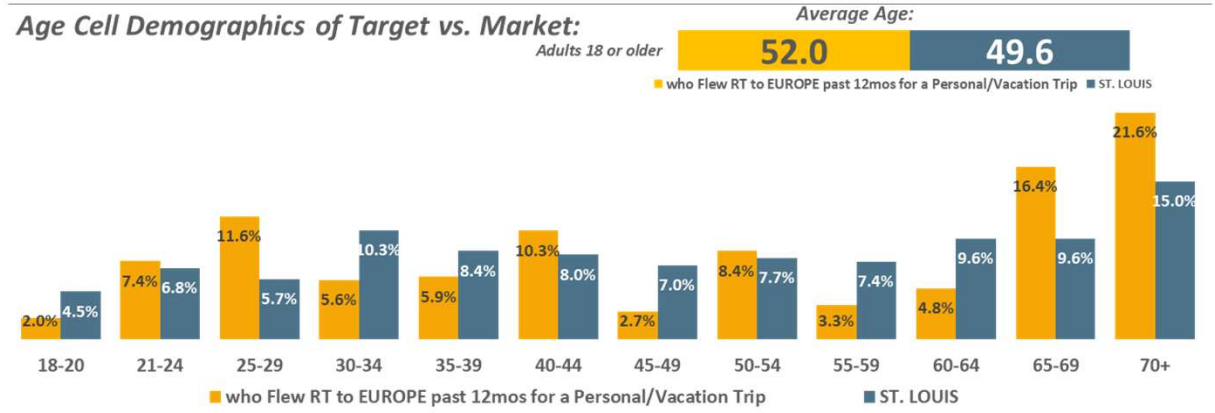
Gender of Target vs. Market: Adults 18 or older



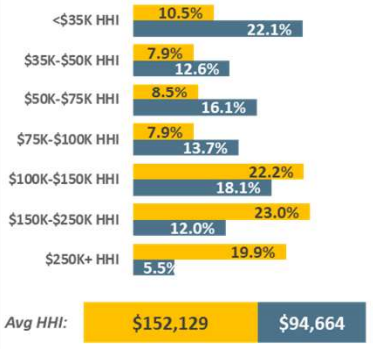
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

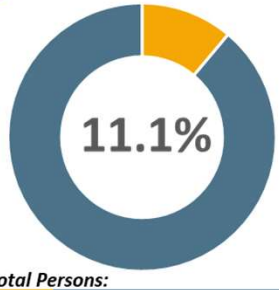
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 44.8 years old (6.5% younger than average) and have a $177,247 (38.1% higher than average) annual household…

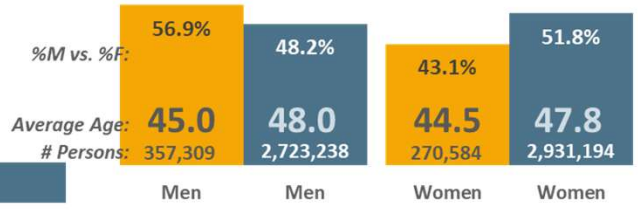
Percent of Market: Adults 18 or older



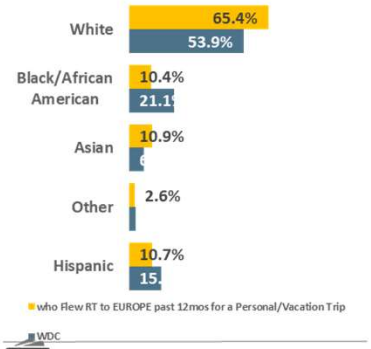
Total Persons:



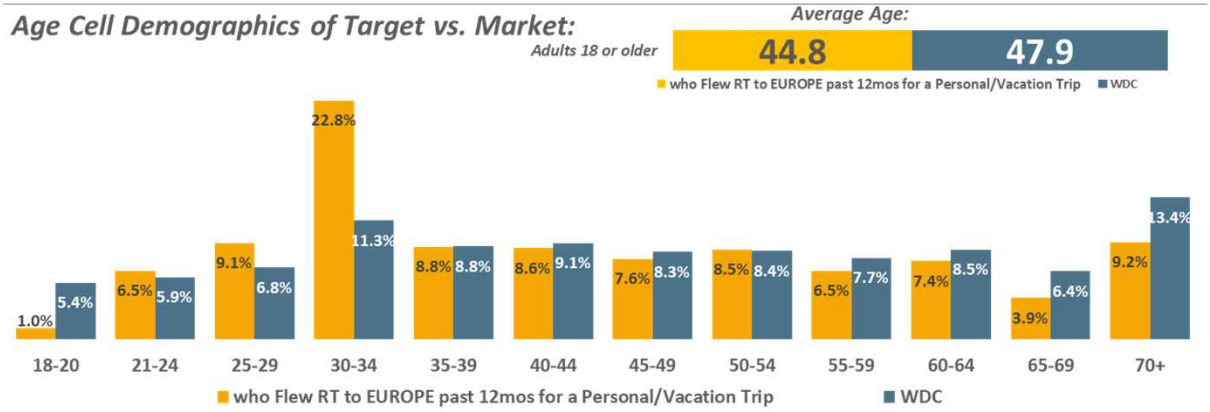
Gender of Target vs. Market: Adults 18 or older



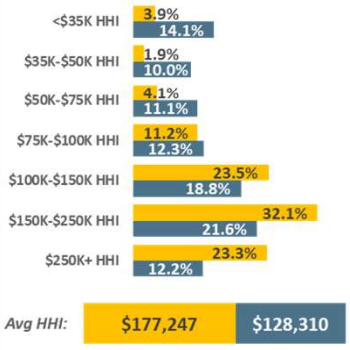
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

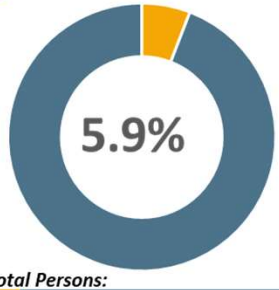
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



5.9% or 108,382 of WPB DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 57.6 years old (7.6% older than average) and have a $143,992 (49.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

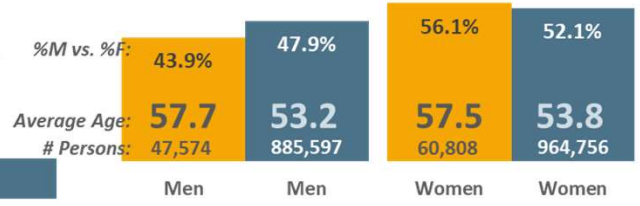


- who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip
- Remainder of WPB Metro

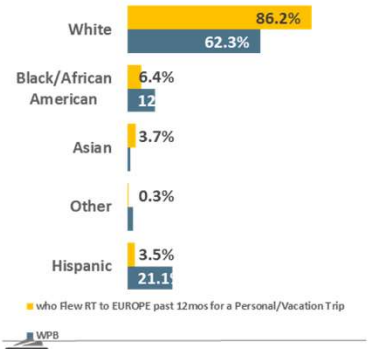
Total Persons:



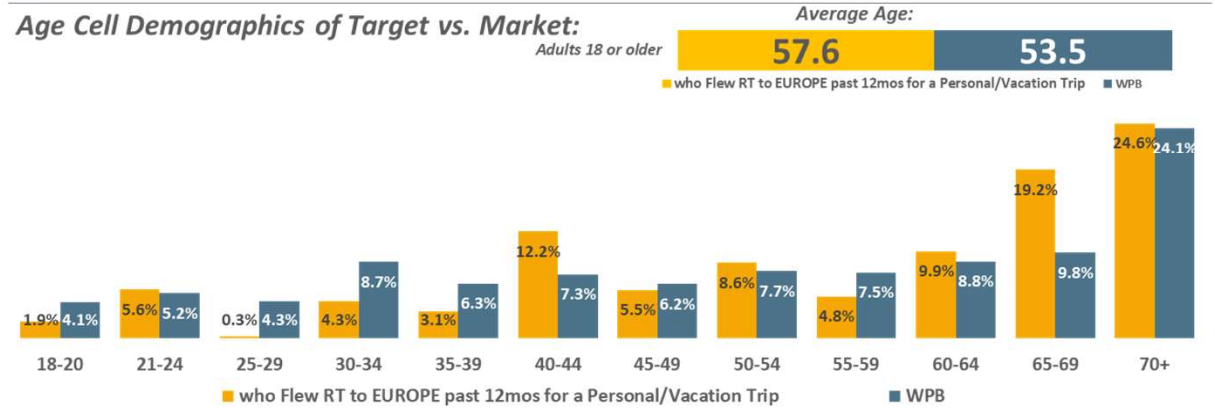
Gender of Target vs. Market: Adults 18 or older



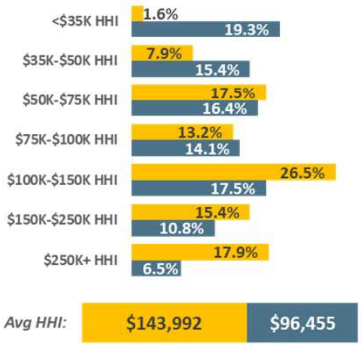
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

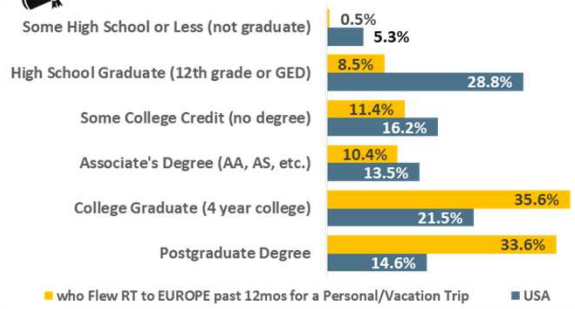
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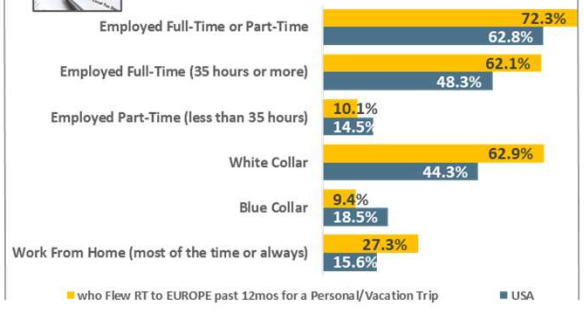


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 91.4% more likely to be a college graduate, 28.7% more likely to work full-time, 12.6% more likely to be married, 29.9% less likely to be a parent of 1 or more children u

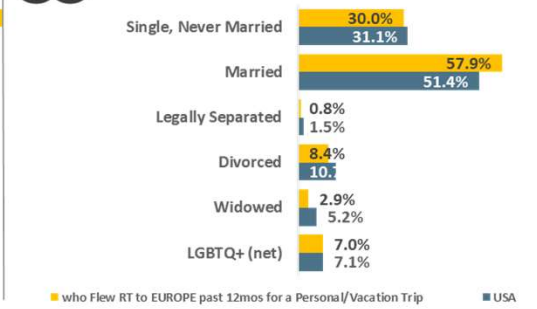
Education Levels: Adults 18 or older



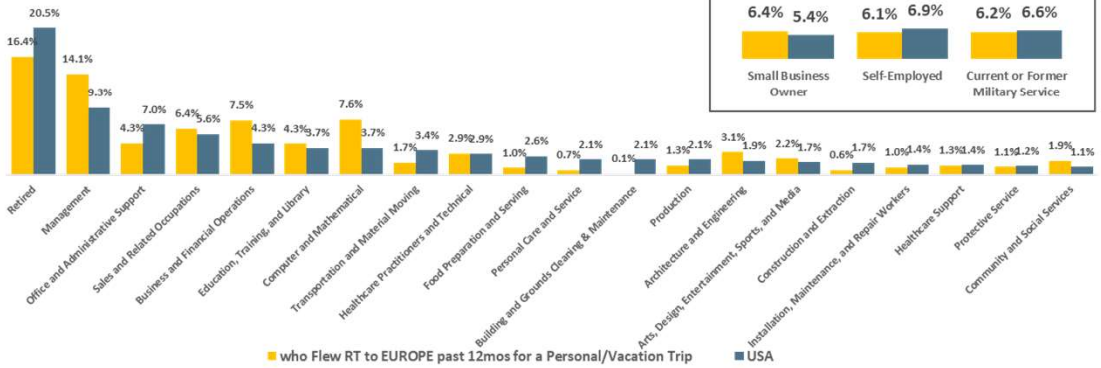
Employment: Adults 18 or older



Marital Status: Adults 18 or older

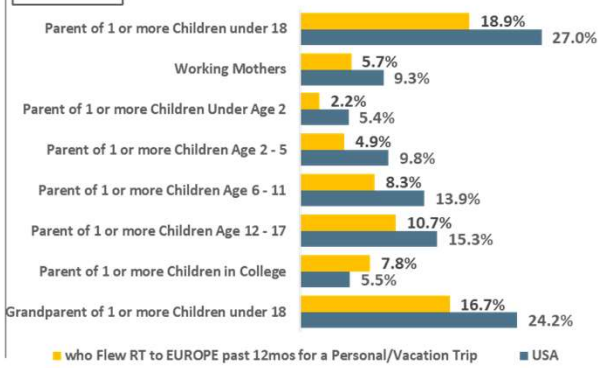


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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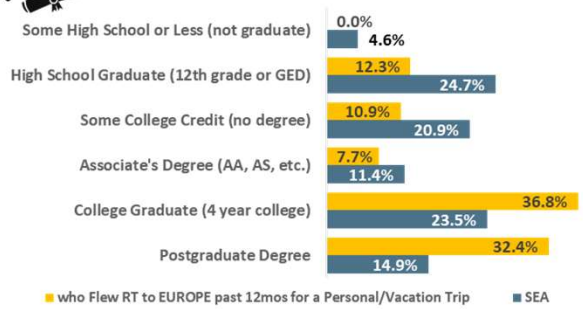
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

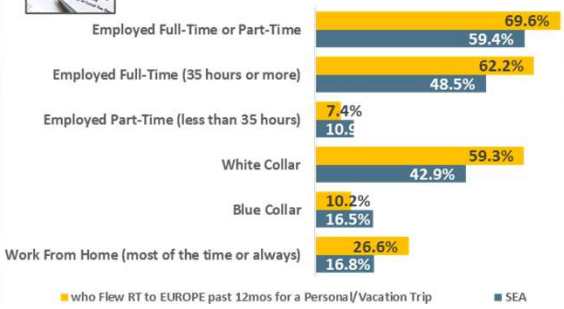


7.4% or 333,518 of SEA DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 80.4% more likely to be a college graduate, 28.3% more likely to work full-time, 7.1% more likely to be married, 19.4% less likely to be a parent of 1 or more children un

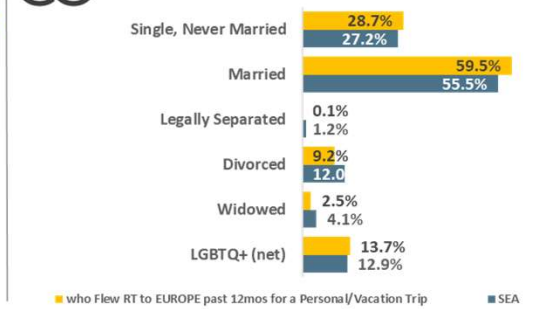
Education Levels: Adults 18 or older



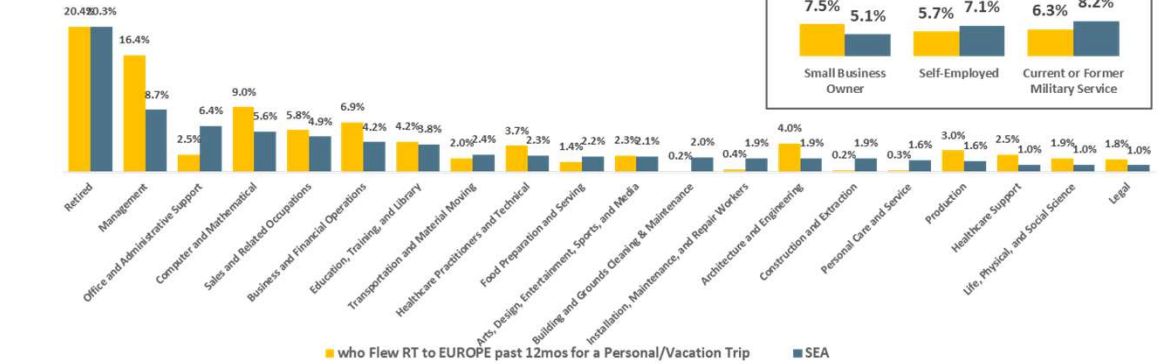
Employment: Adults 18 or older



Marital Status: Adults 18 or older

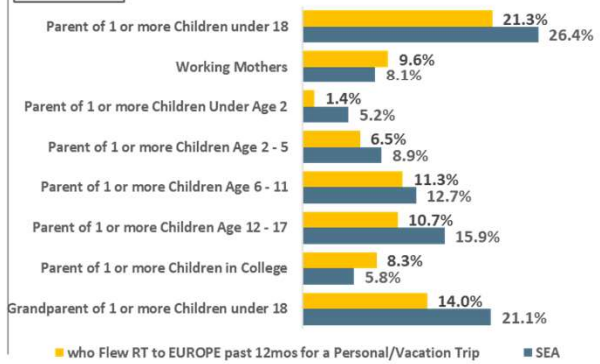


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

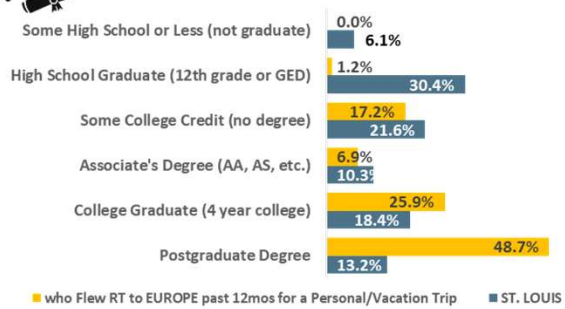
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

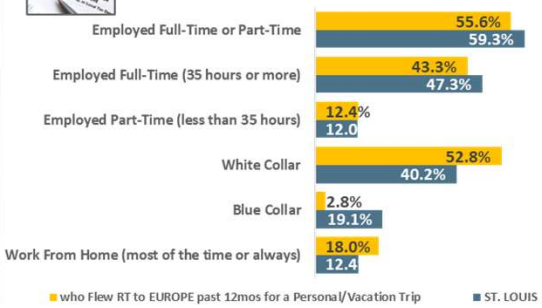


3.3% or 83,287 of ST. LOUIS DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 136.2% more likely to be a college graduate, 8.6% less likely to work full-time, 32.2% more likely to be married, 31.6% less likely to be a parent of 1 or more children u

Education Levels: Adults 18 or older



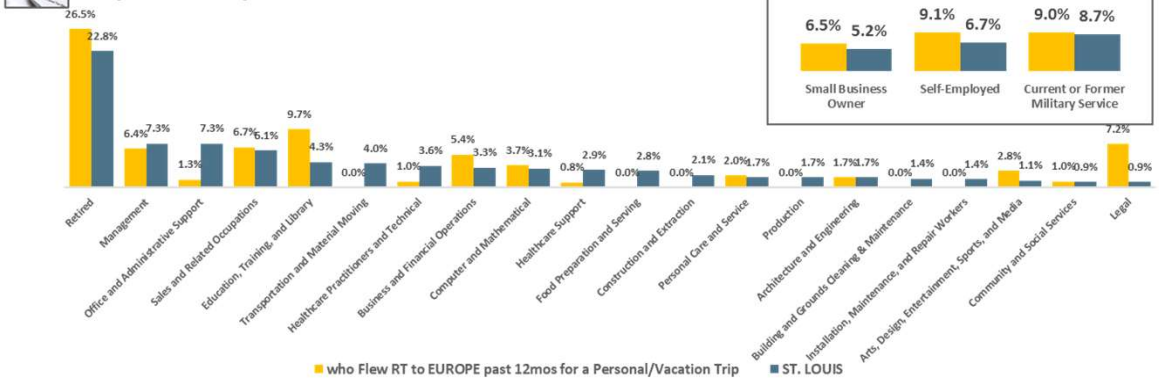
Employment: Adults 18 or older



Marital Status: Adults 18 or older

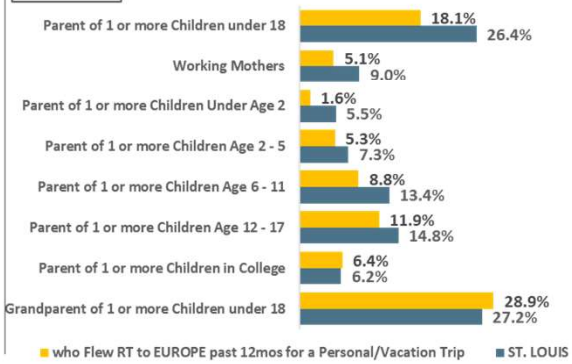


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

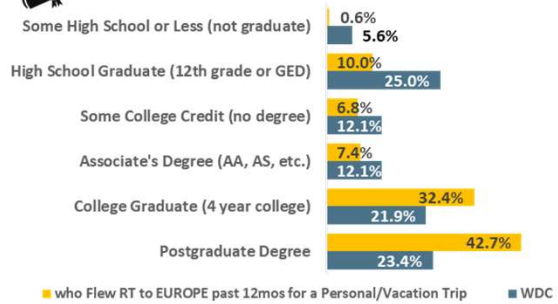
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

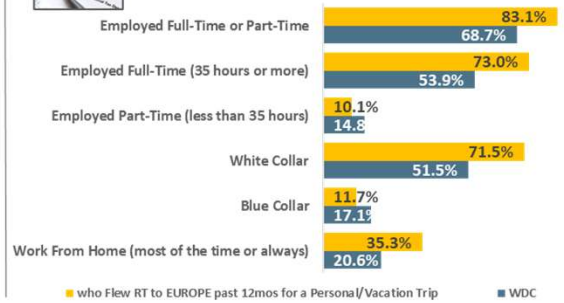


11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 66.1% more likely to be a college graduate, 35.5% more likely to work full-time, 14.9% more likely to be married, 31.8% less likely to be a parent of 1 or more children u

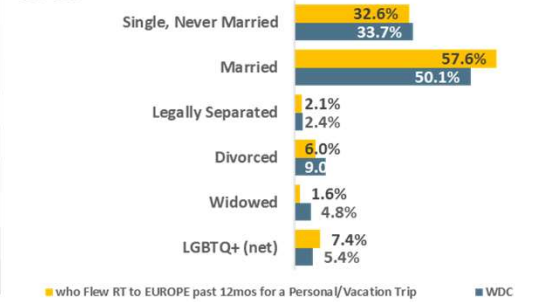
Education Levels: Adults 18 or older



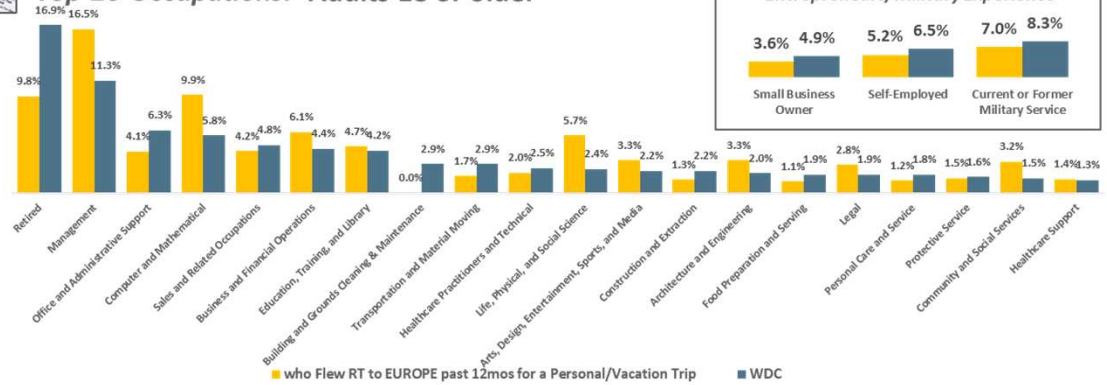
Employment: Adults 18 or older



Marital Status: Adults 18 or older

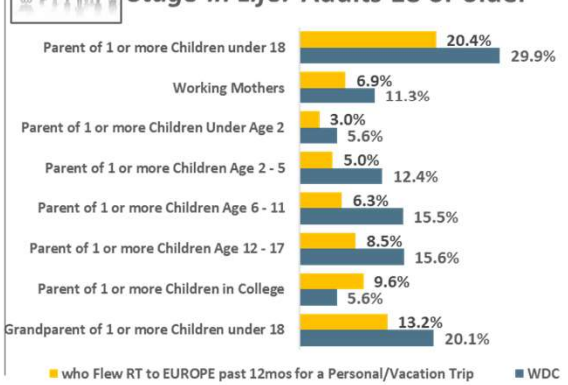


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

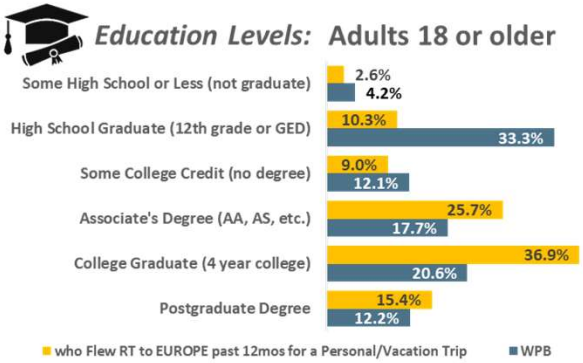
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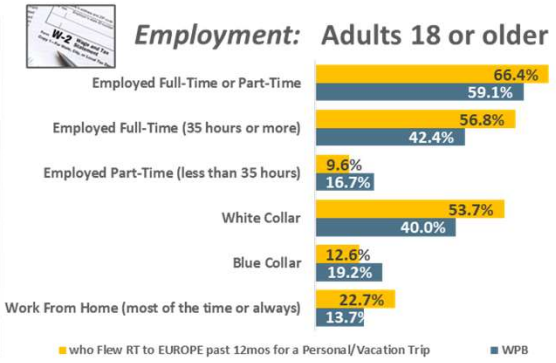


5.9% or 108,382 of WPB DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 59.8% more likely to be a college graduate, 33.9% more likely to work full-time, 27.8% more likely to be married, 31.5% less likely to be a parent of 1 or more children u

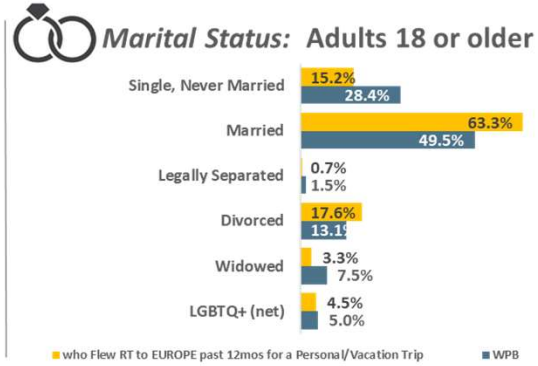
Education Levels: Adults 18 or older



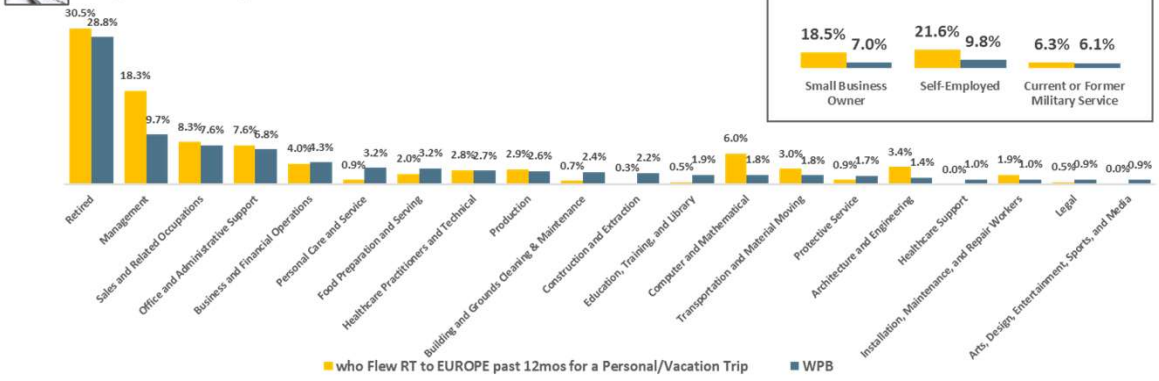
Employment: Adults 18 or older



Marital Status: Adults 18 or older

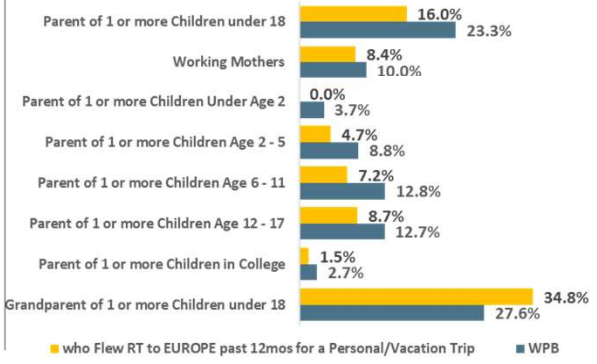


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

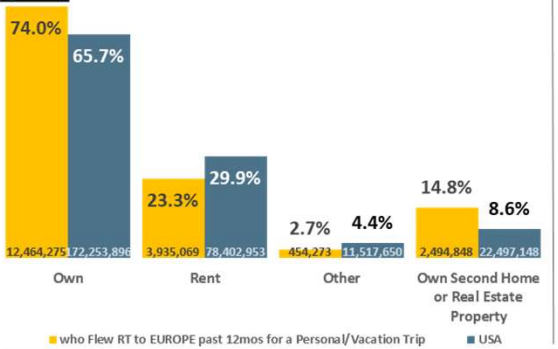
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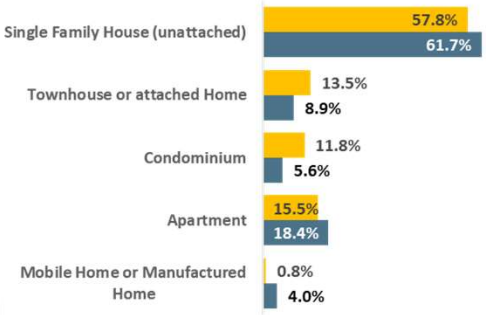


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 12.6% more likely to own their home, 59.8% more likely to own a higher valued home, 6.3% less likely to have a single-family home, 5.1% less likely to have a dog.

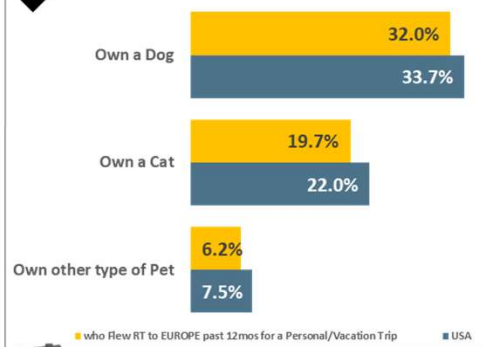
Own/Rent/Other: Adults 18 or older



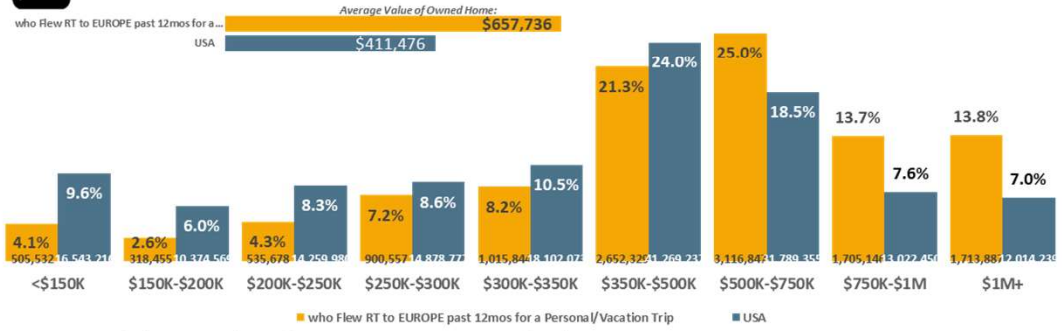
Type of Home: Adults 18 or older



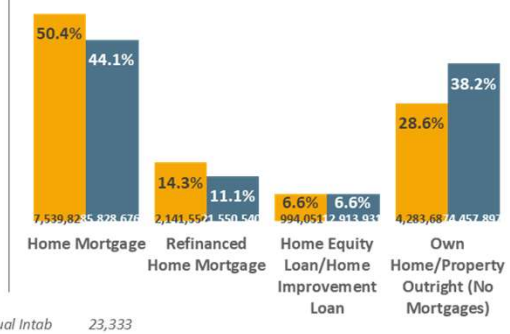
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,764*

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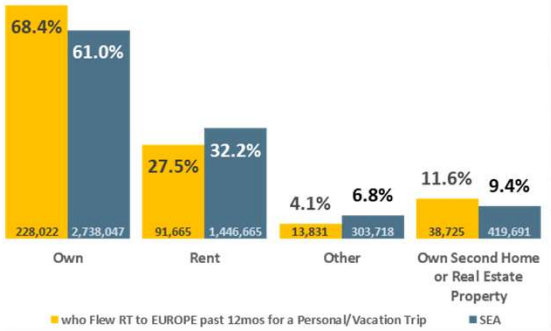
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

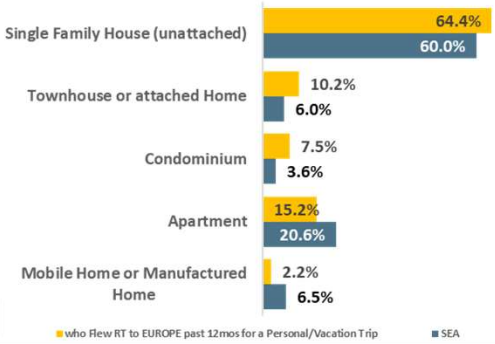


7.4% or 333,518 of SEA DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 12.1% more likely to own their home, 28.7% more likely to own a higher valued home, 7.2% more likely to have a single-family home, 11.3% less likely to have a dog.

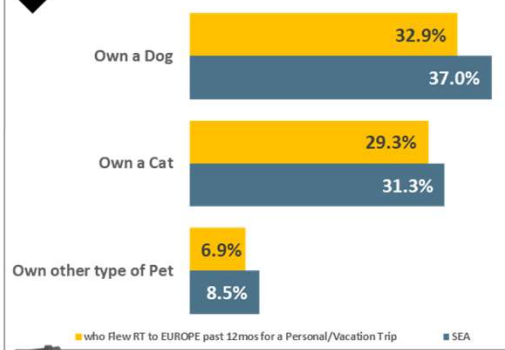
Own/Rent/Other: Adults 18 or older



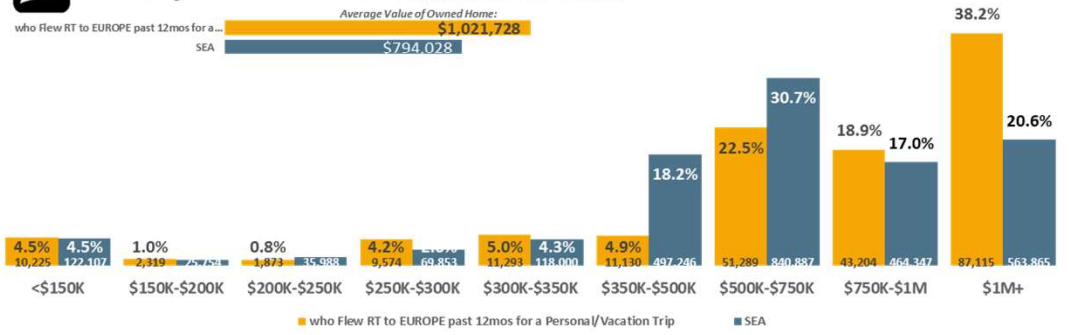
Type of Home: Adults 18 or older



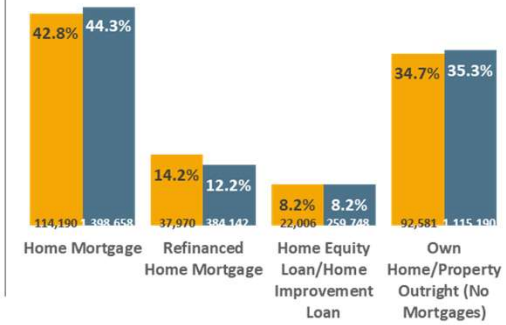
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

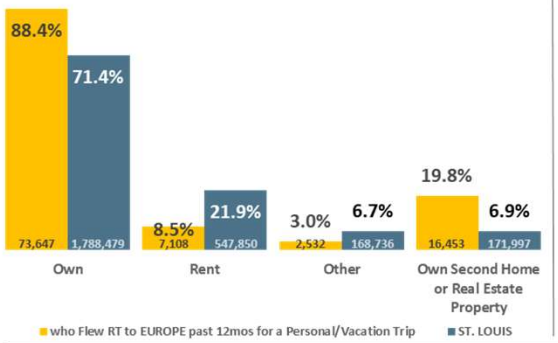
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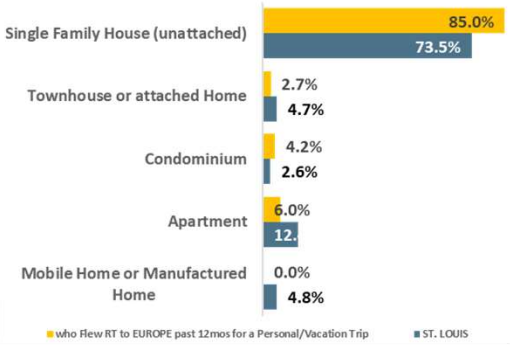


3.3% or 83,287 of ST. LOUIS DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 23.9% more likely to own their home, 40.8% more likely to own a higher valued home, 15.8% more likely to have a single-family home, 3.4% more likely to have a dog.

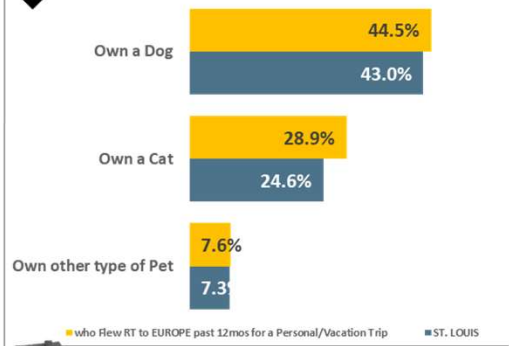
Own/Rent/Other: Adults 18 or older



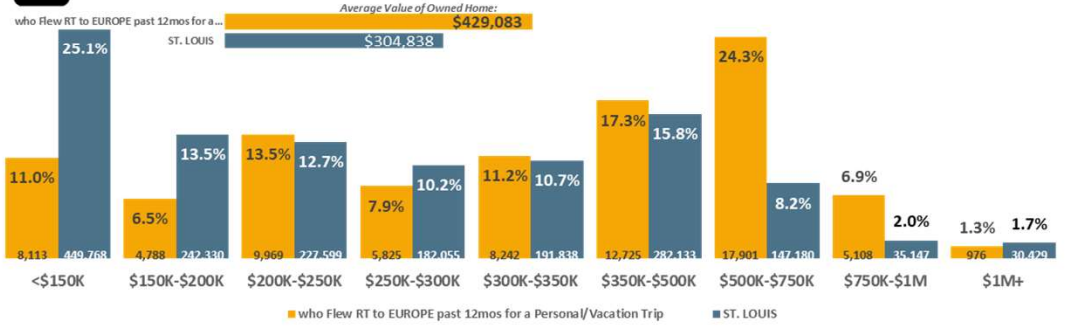
Type of Home: Adults 18 or older



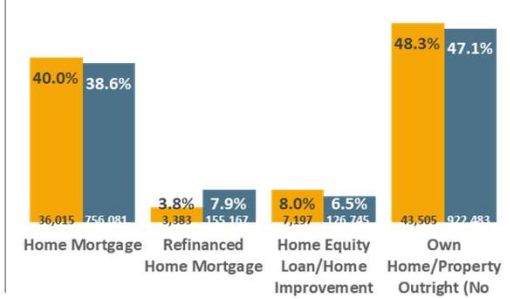
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

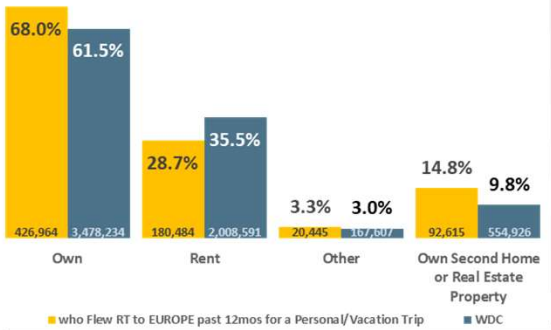
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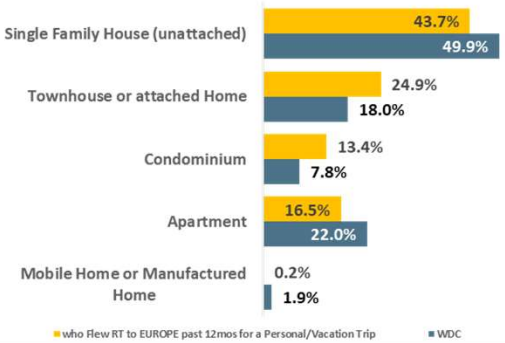


11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 10.5% more likely to own their home, 17.7% more likely to own a higher valued home, 12.4% less likely to have a single-family home, 16.5% more likely to have a dog.

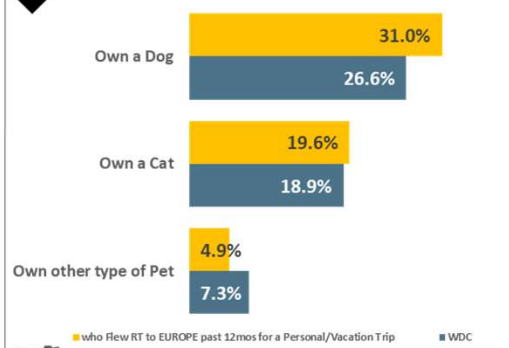
Own/Rent/Other: Adults 18 or older



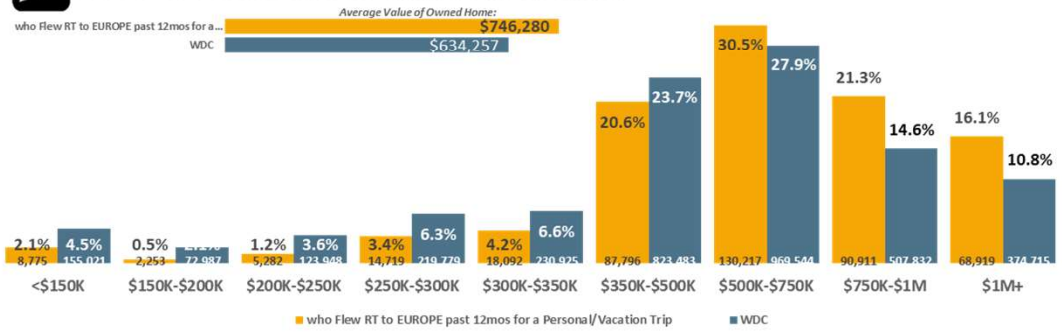
Type of Home: Adults 18 or older



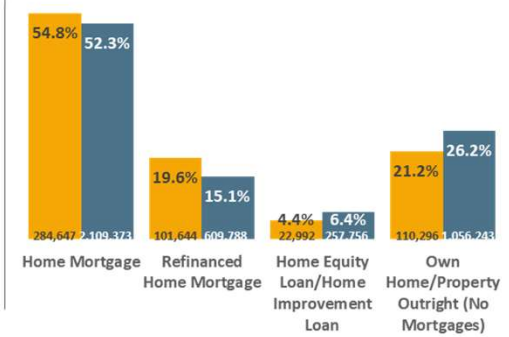
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

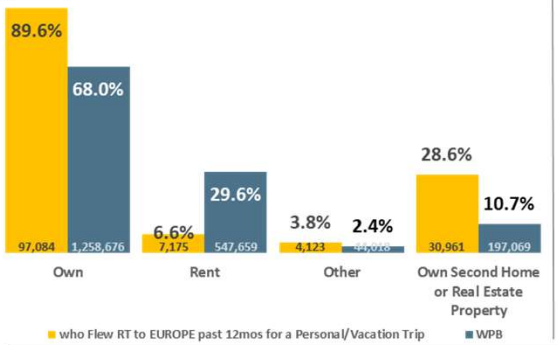
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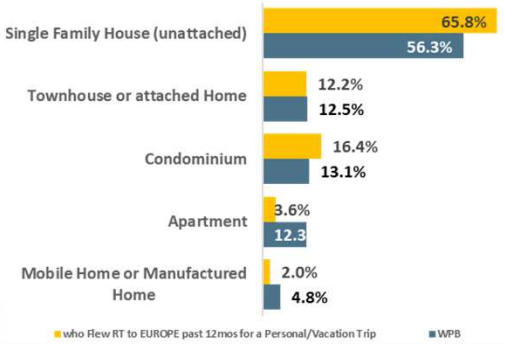


5.9% or 108,382 of WPB DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 31.7% more likely to own their home, 23.2% more likely to own a higher valued home, 17.% more likely to have a single-family home, 6.4% less likely to have a dog.

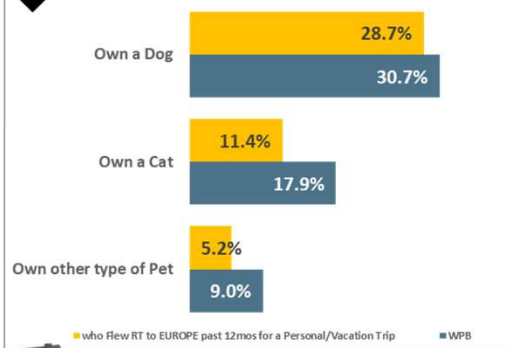
Own/Rent/Other: Adults 18 or older



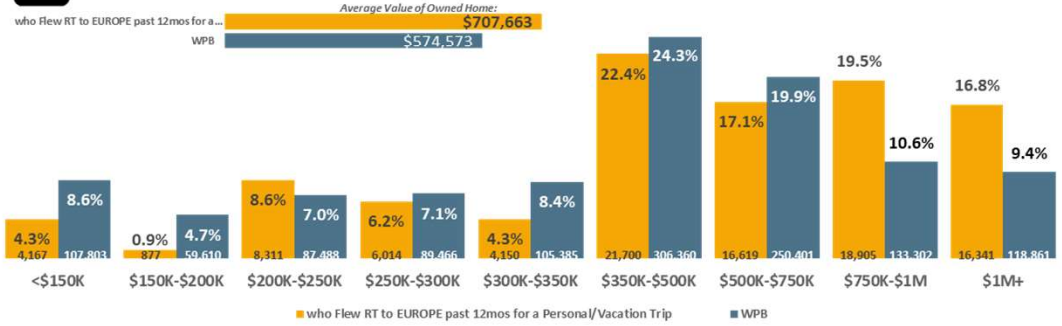
Type of Home: Adults 18 or older



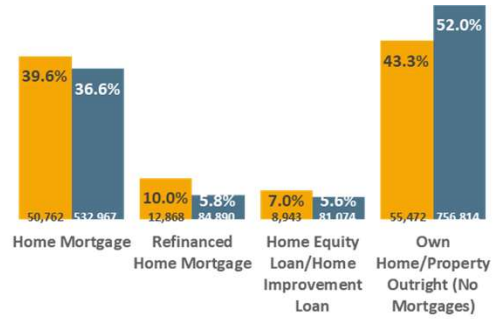
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

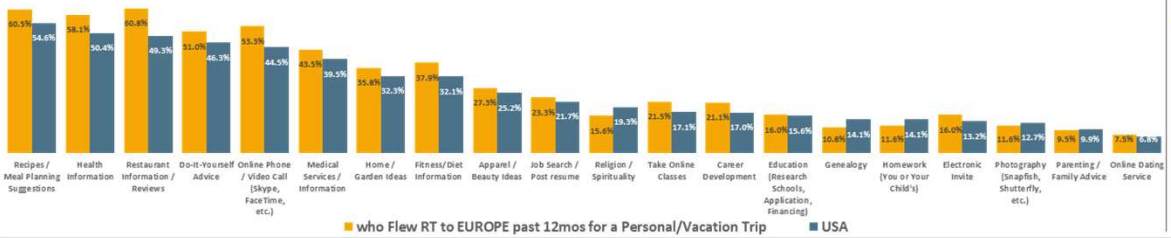
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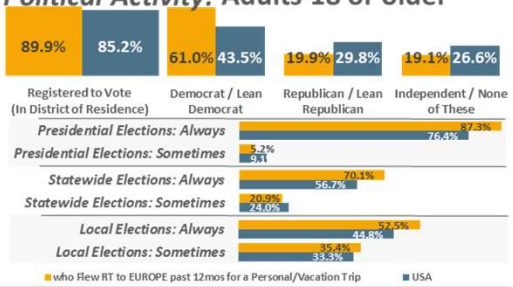


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 10.2% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 78.6% more likely to belong to a gym, 62.% more likely to fly domest

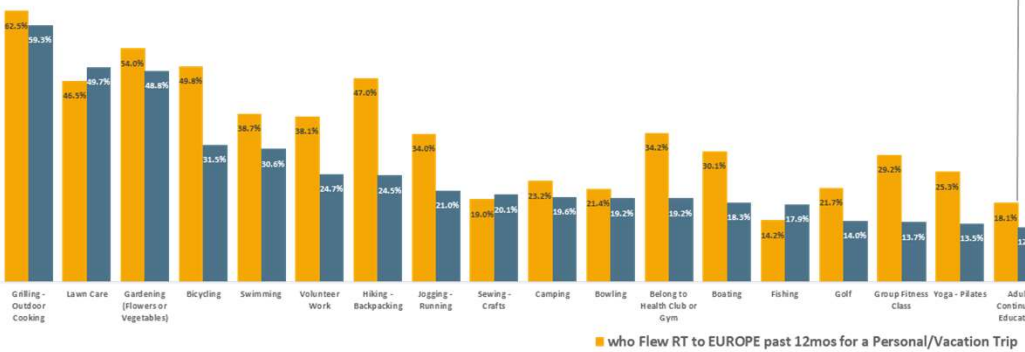
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



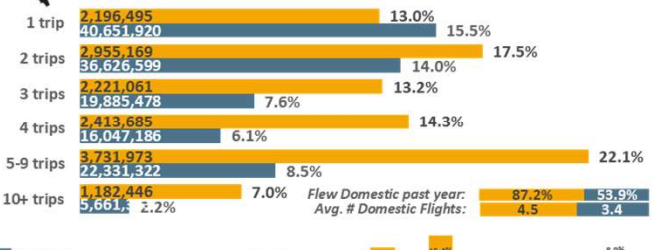
Political Activity: Adults 18 or older

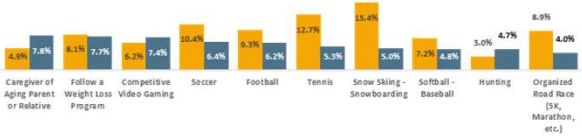


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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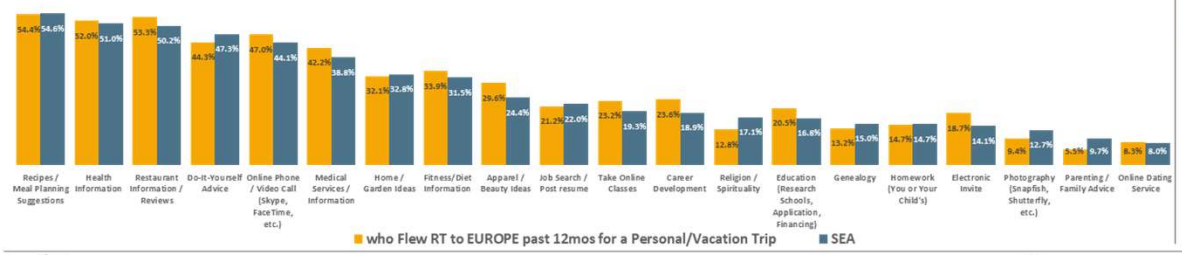
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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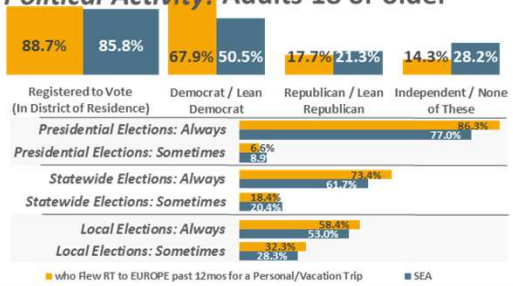


7.4% or 333,518 of SEA DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 6.4% less likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 79.8% more likely to belong to a gym, 32.9% more likely to fly domes

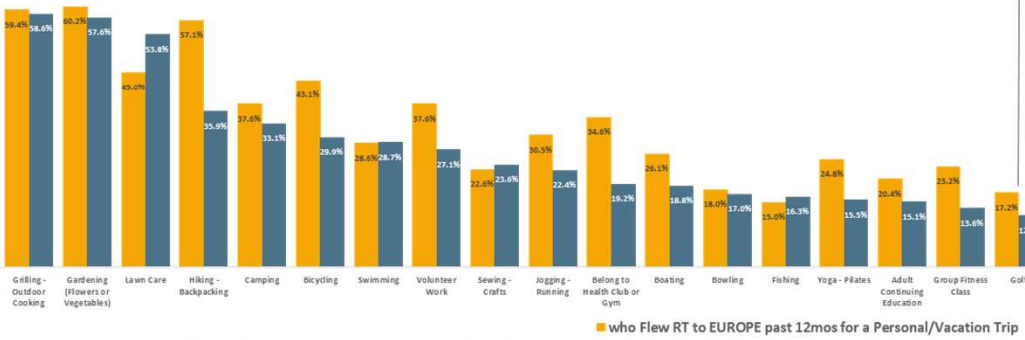
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



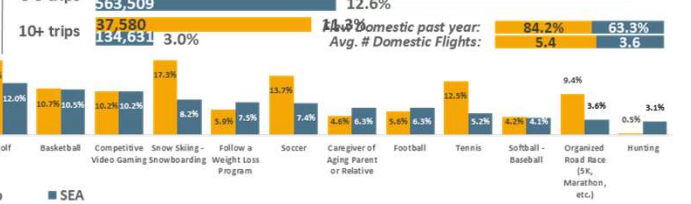
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

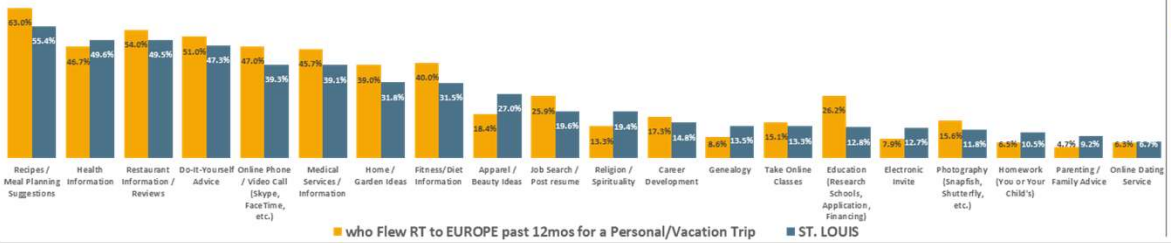
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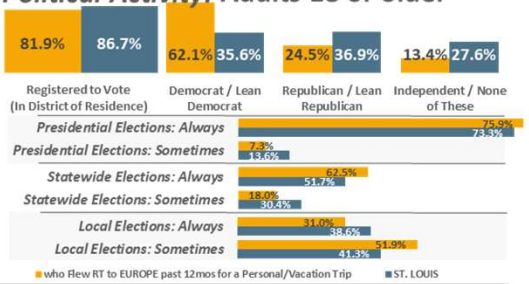


3.3% or 83,287 of ST. LOUIS DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation … Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 7.6% more likely to look up D-I-Y advice online, 19.6% less likely to always vote in local elections, 119.% more likely to belong to a gym, 80.2% more likely to fly domes

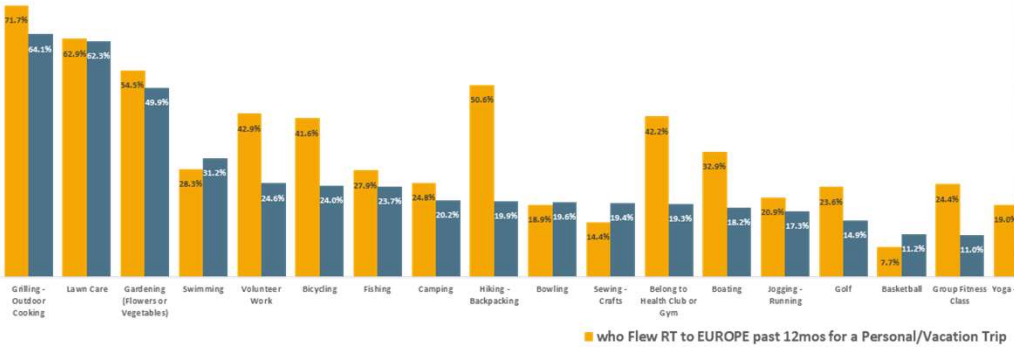
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



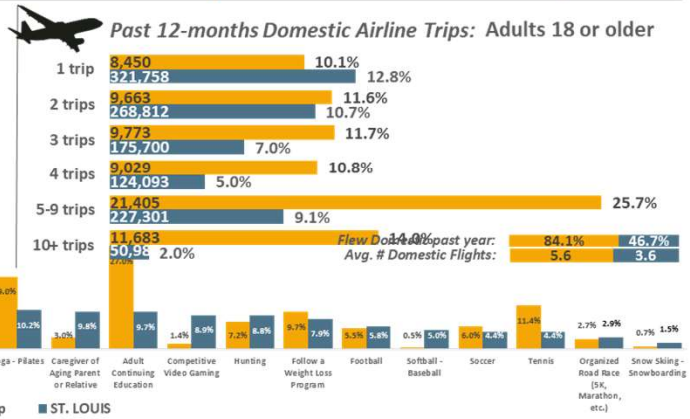
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

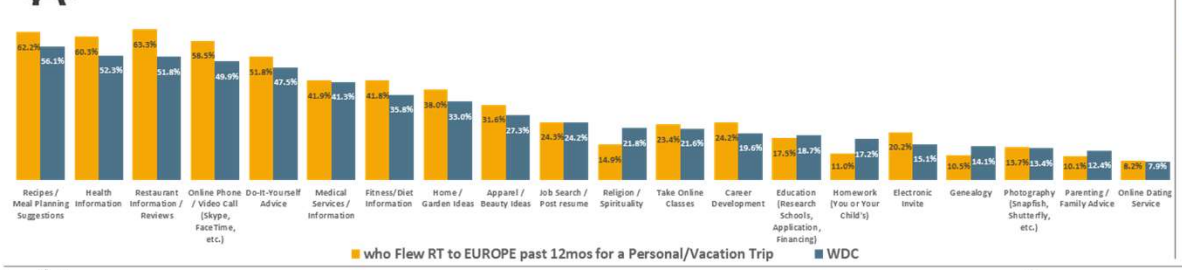
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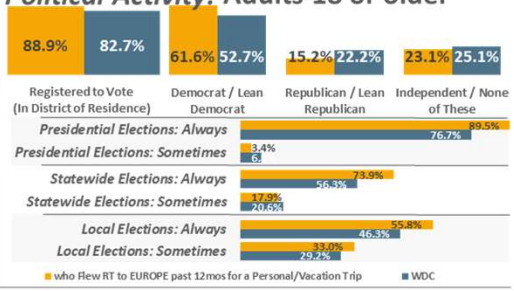


11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 9.% more likely to look up D-I-Y advice online, 20.3% more likely to always vote in local elections, 75.9% more likely to belong to a gym, 65.3% more likely to fly domest

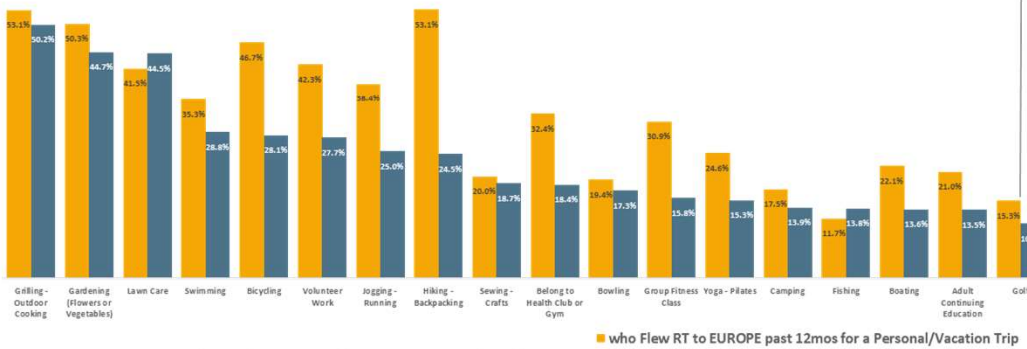
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



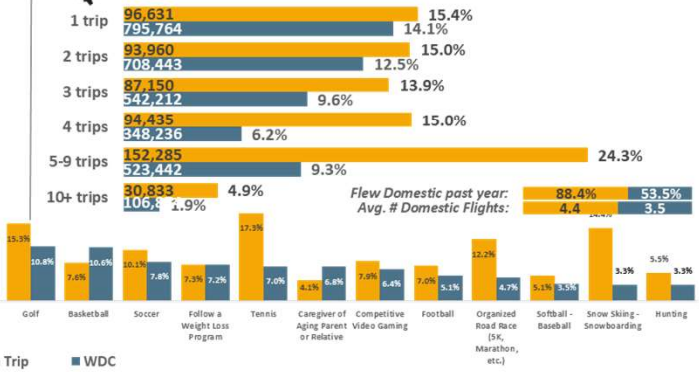
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

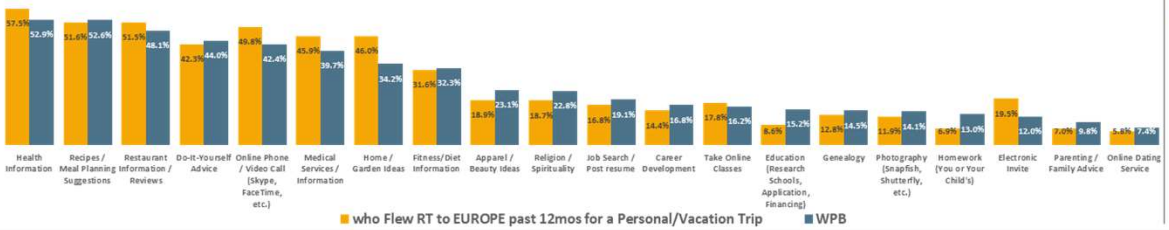
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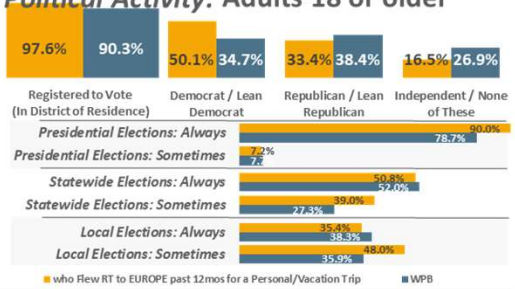


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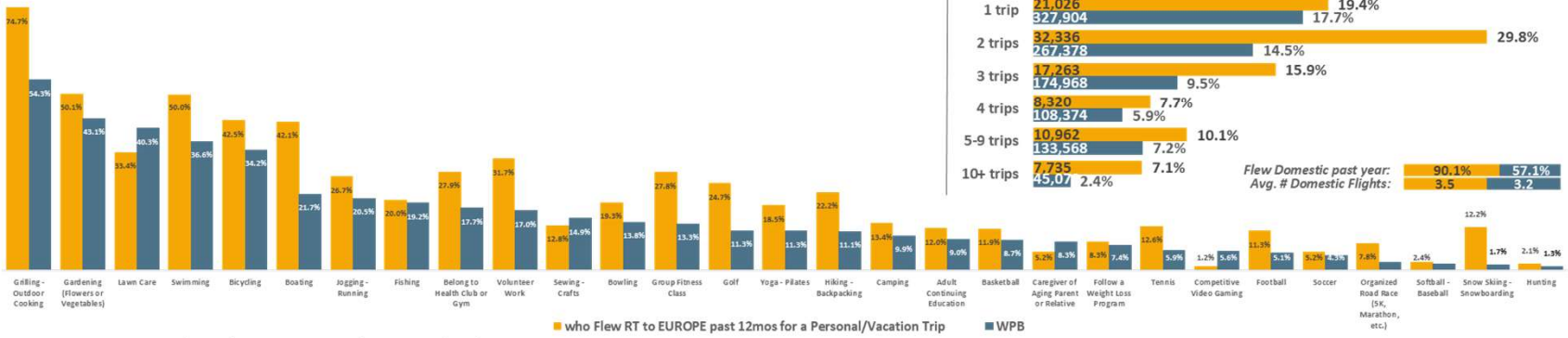
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are .5% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 16.2% less likely to use Casinos past yr., 60.4% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

89.1% 88.7%

15,013,245 232,484,369

Avg. Monthly QSR Meals:

6.3 6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:

89.6% 76.0%

15,108,412 199,361,135

Avg. Monthly Sit-Down Restaurant Meals:

4.8 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Flew RT to EUROPE past 12mos for a... 3,918,193 23.2%

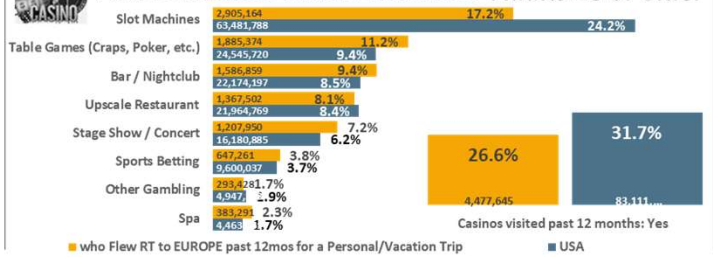
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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7.4% or 333,518 of SEA DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 3.1% less likely to use QSRs past mo., 18.5% more likely to use Sit-Down Restaurants past mo., 32.% less likely to use Casinos past yr., 36.9% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

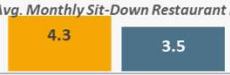
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

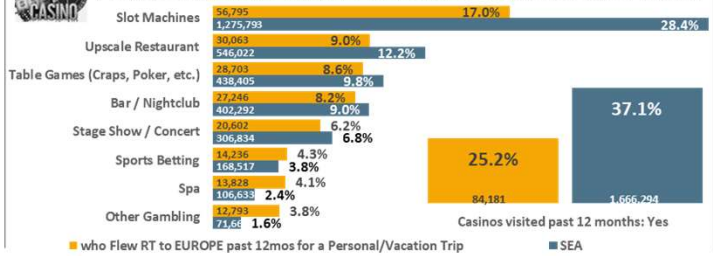


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.1% 67,555 | 89.4% 2,239,916

Avg. Monthly QSR Meals: 4.8 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 83.8% 69,755 | 75.8% 1,899,922

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Flew RT to EUROPE past 12mos for a... 7,293 8.8%

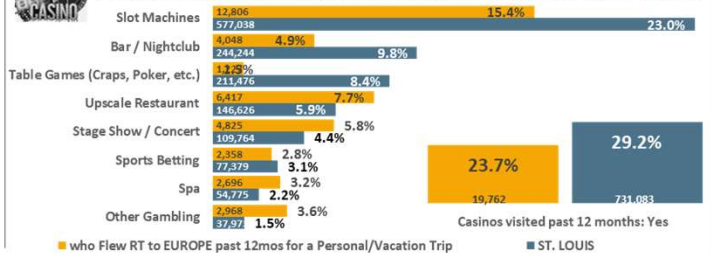
ST. LOUIS 314,187 12.5%

Drank Past 30-days: Adults 18 or older



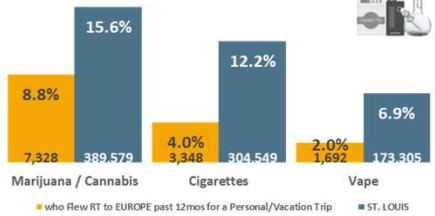
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 5.1% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 7.7% less likely to use Casinos past yr., 37.1% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

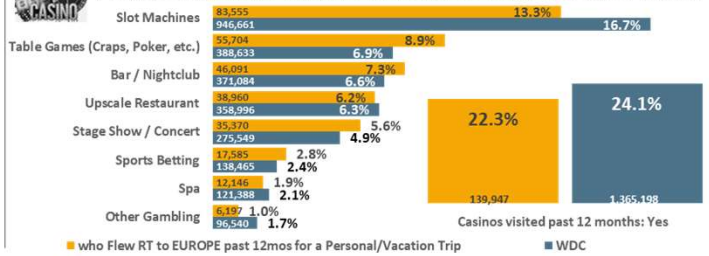


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 80.7% 87,430 | 83.5% 1,545,244

Avg. Monthly QSR Meals: 6.7 | 5.9

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 84.9% 92,023 | 78.5% 1,452,762

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 4.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Flew RT to EUROPE past 12mos for a... 15,074 13.9%

WPB 316,072 17.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

29.9% 32,430 | 29.2% 539,990

Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

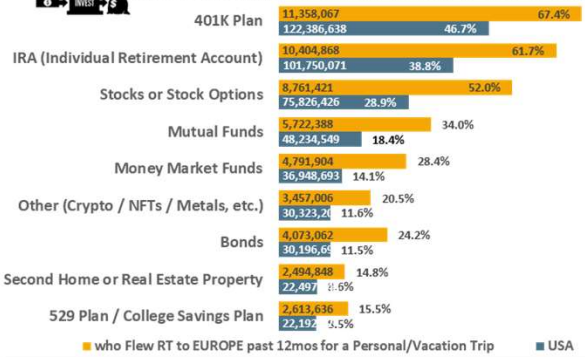
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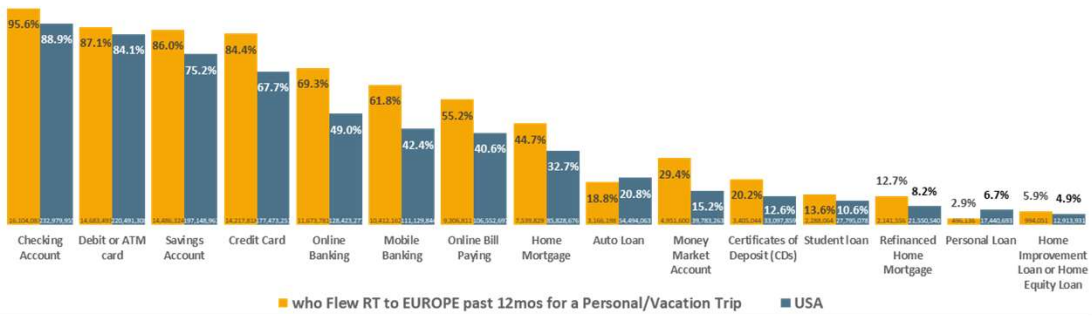


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 44.4% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 90.7% more likely to Invest/Trade Stocks Online, 15.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



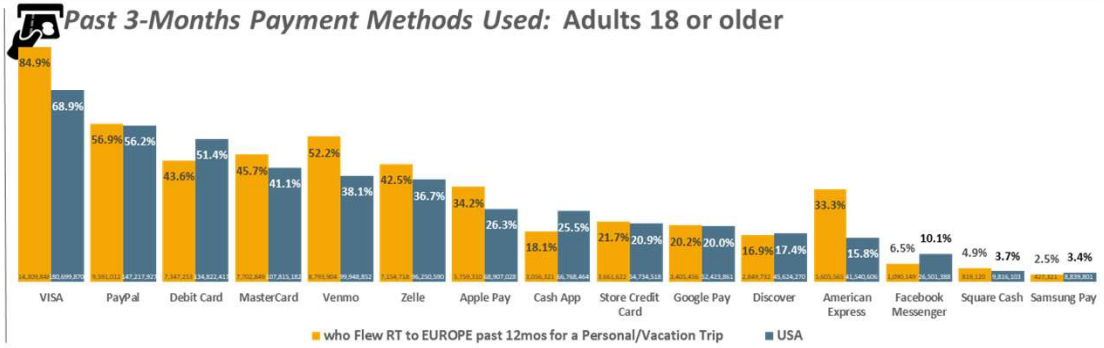
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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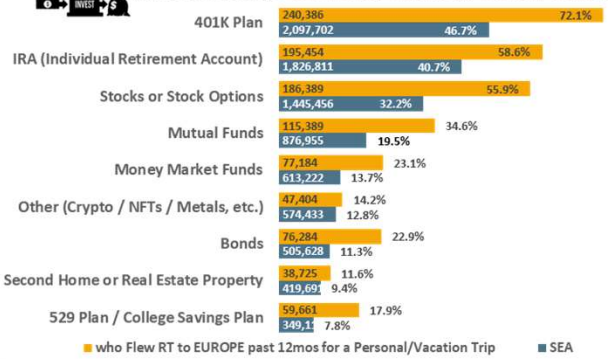
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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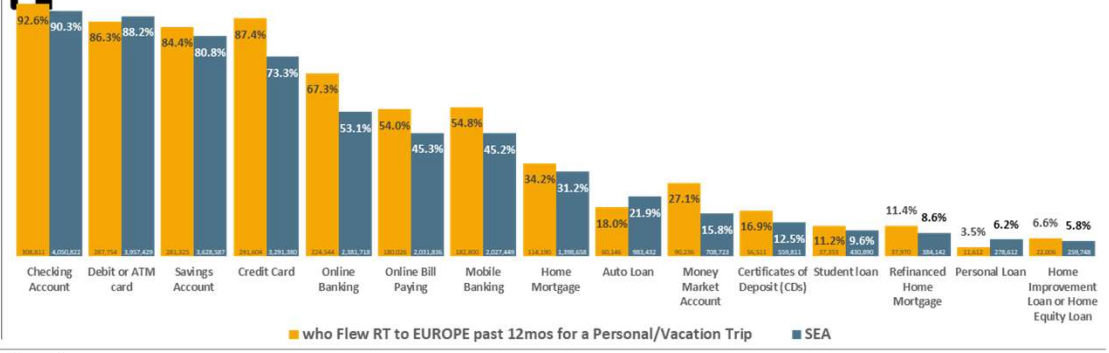


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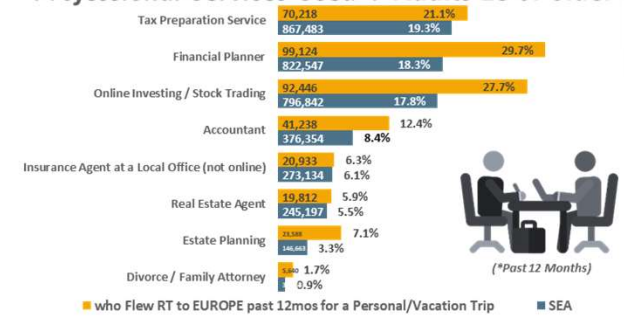
Investments Owned: Adults 18 or older



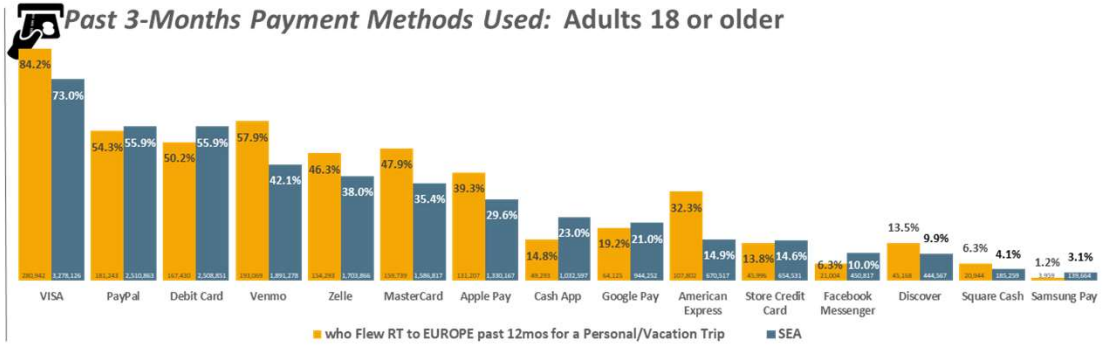
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

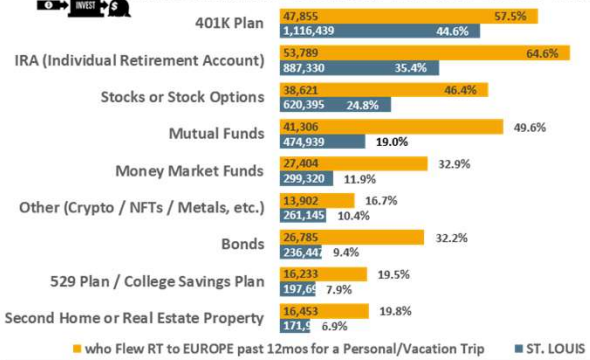
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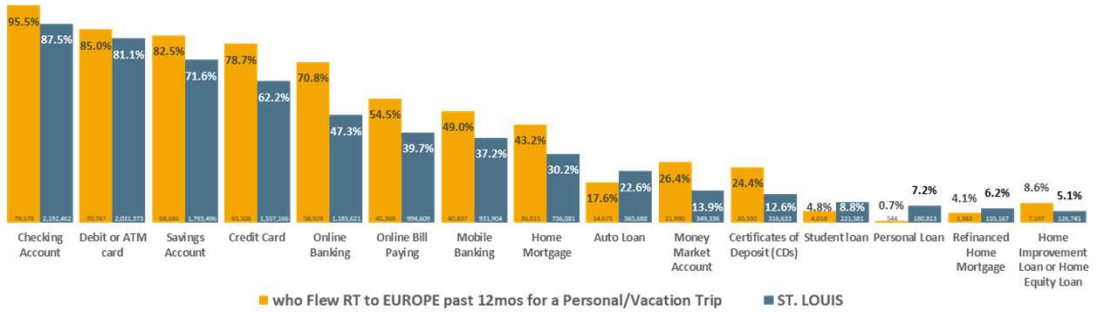


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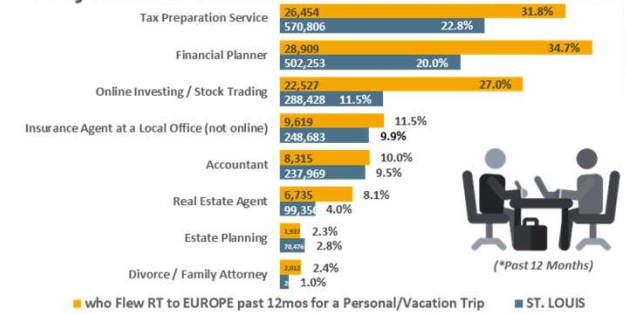
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

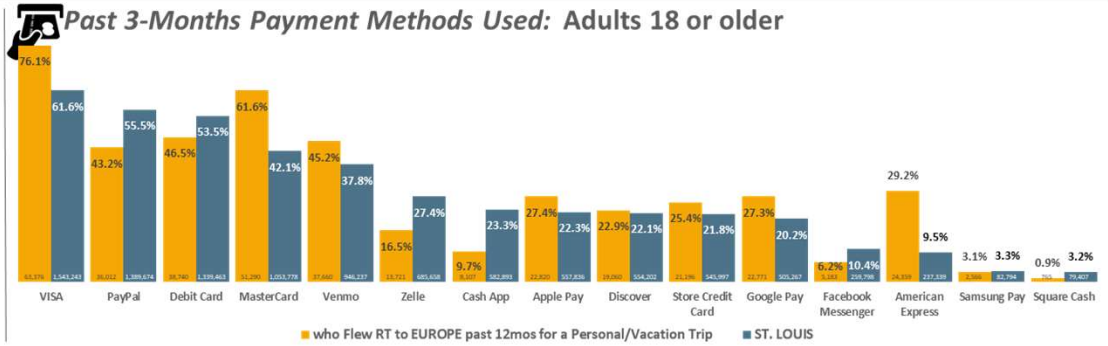


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



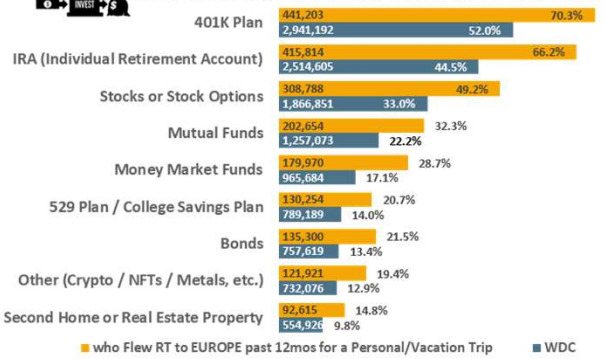
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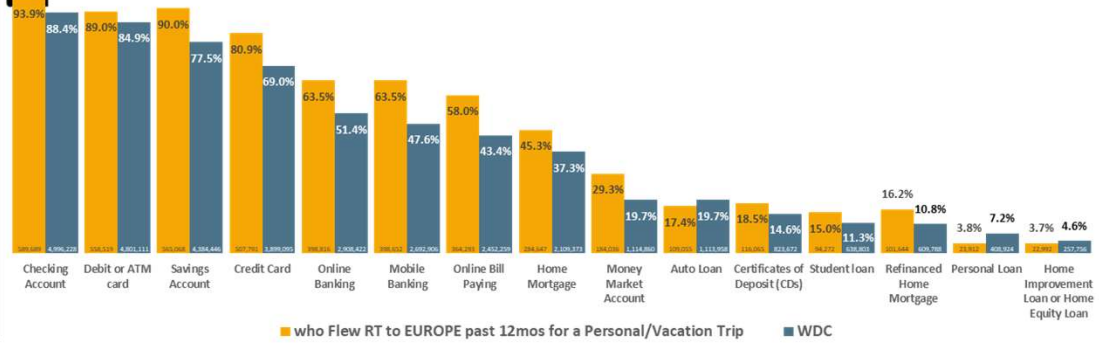


11.1% or 627,893 of WDC DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 35.1% more likely to have a 401K, 11.8% less likely to have an Auto Loan, 61.4% more likely to Invest/Trade Stocks Online, 5.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



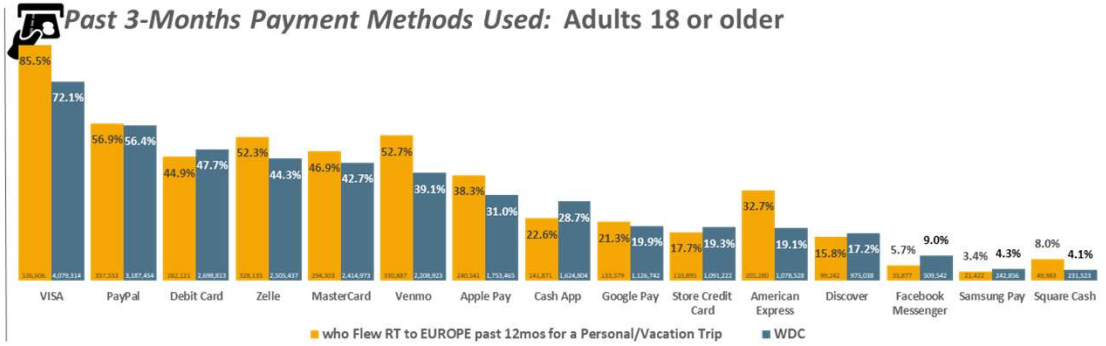
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

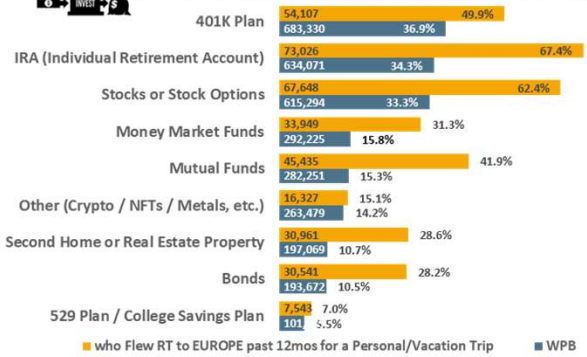
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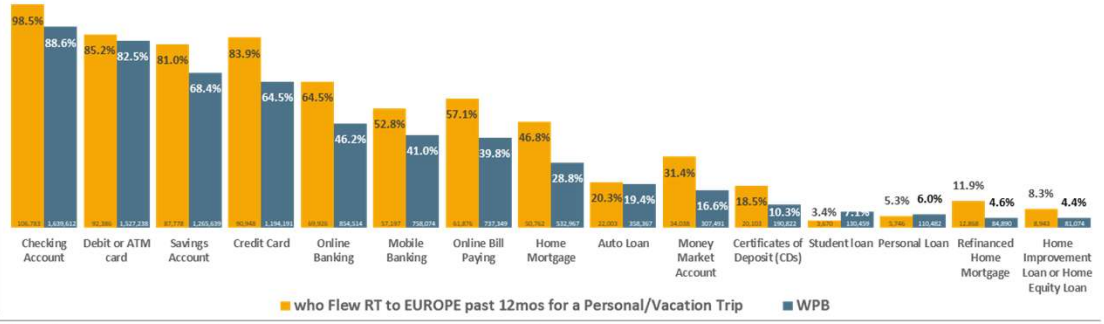


5.9% or 108,382 of WPB DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 35.2% more likely to have a 401K, 4.8% more likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, 14.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



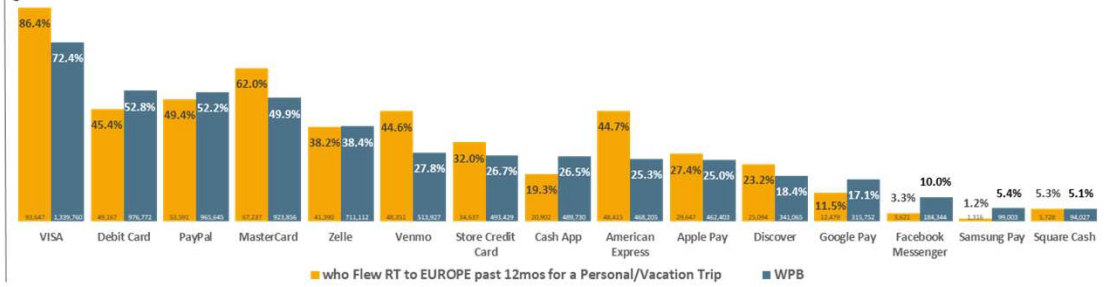
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

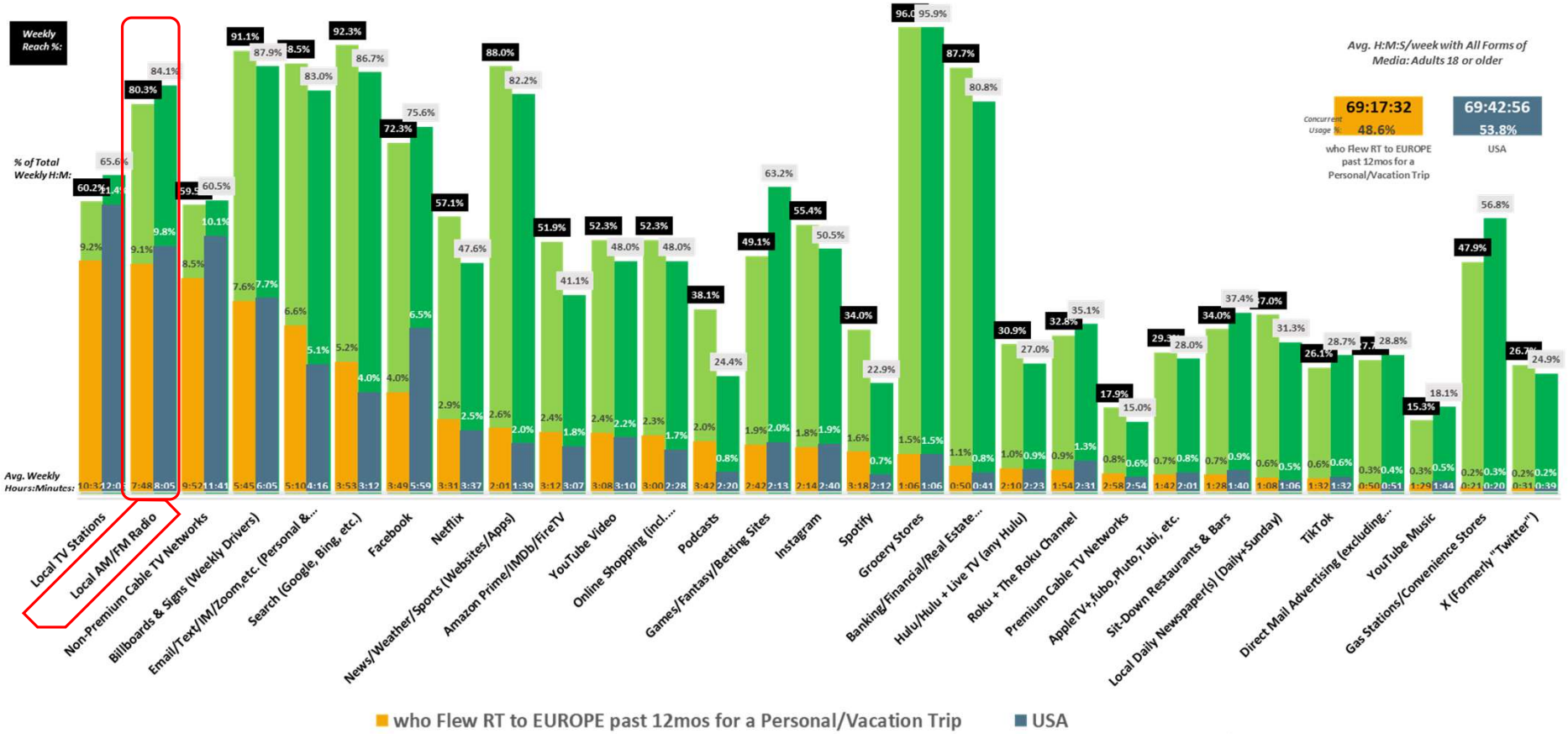
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 21 hours, 17 minutes and 32 seconds each week with All Forms of Media.

80.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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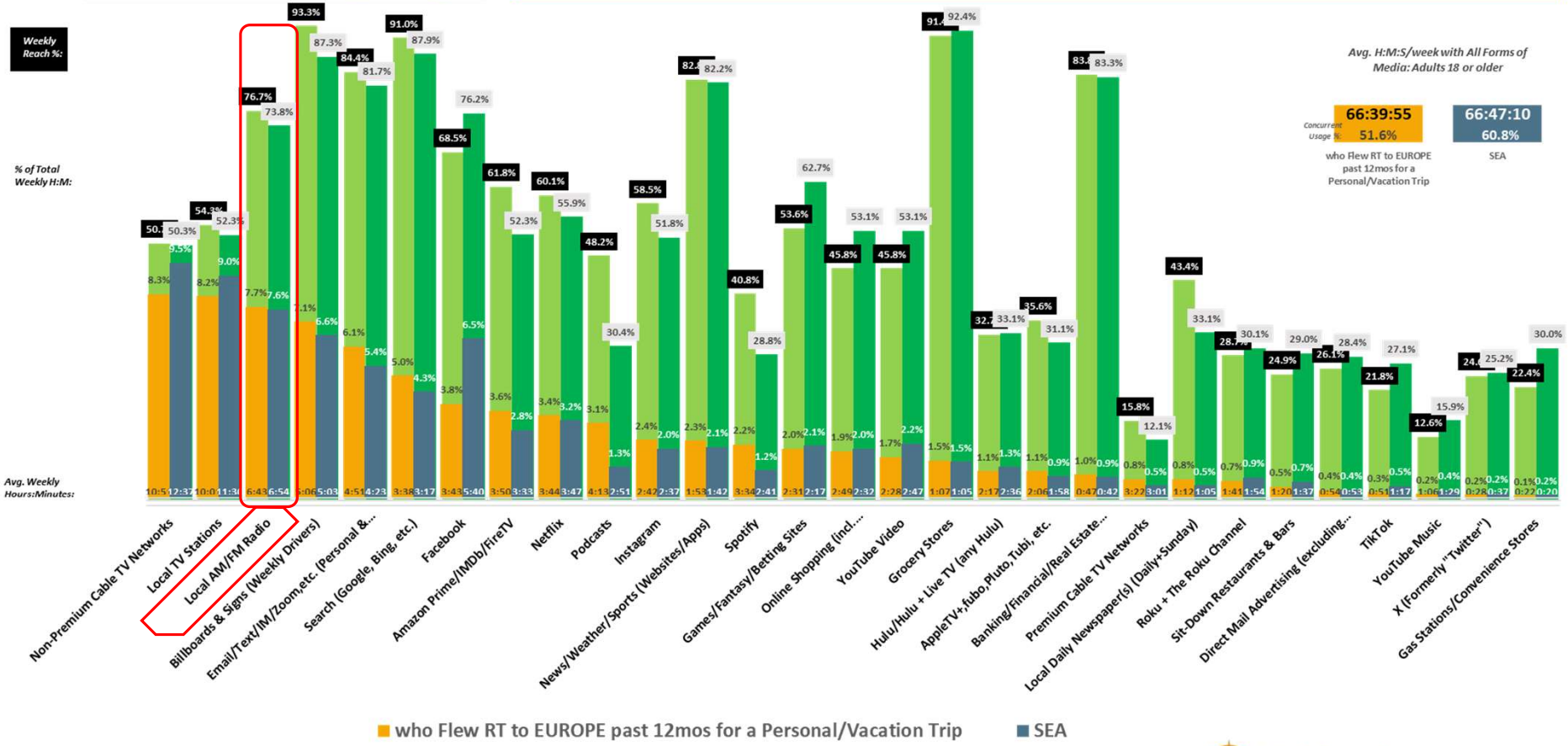
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 18 hours, 39 minutes and 55 seconds each week with All Forms of Media.

76.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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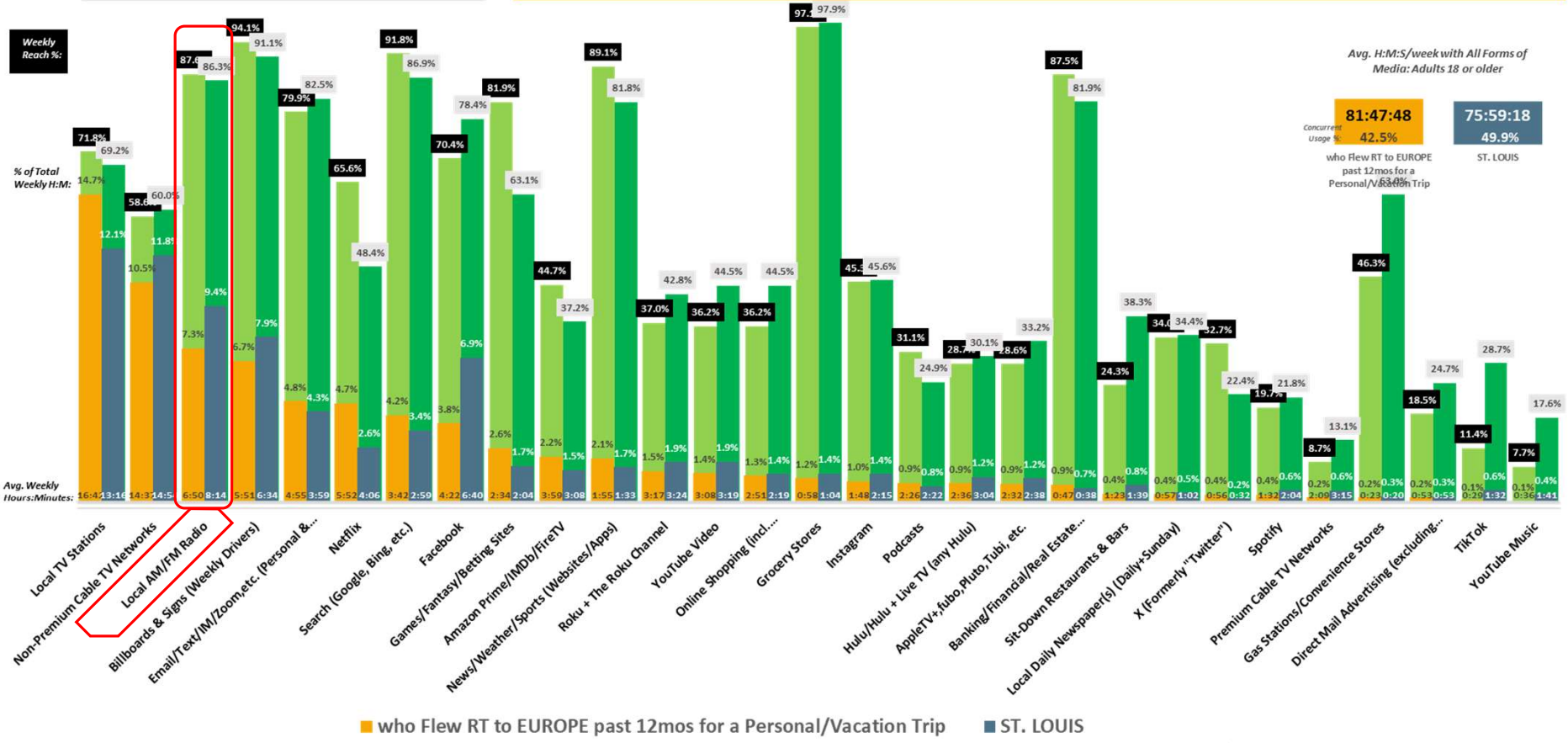
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 9 hours, 47 minutes and 48 seconds each week with All Forms of Media.

87.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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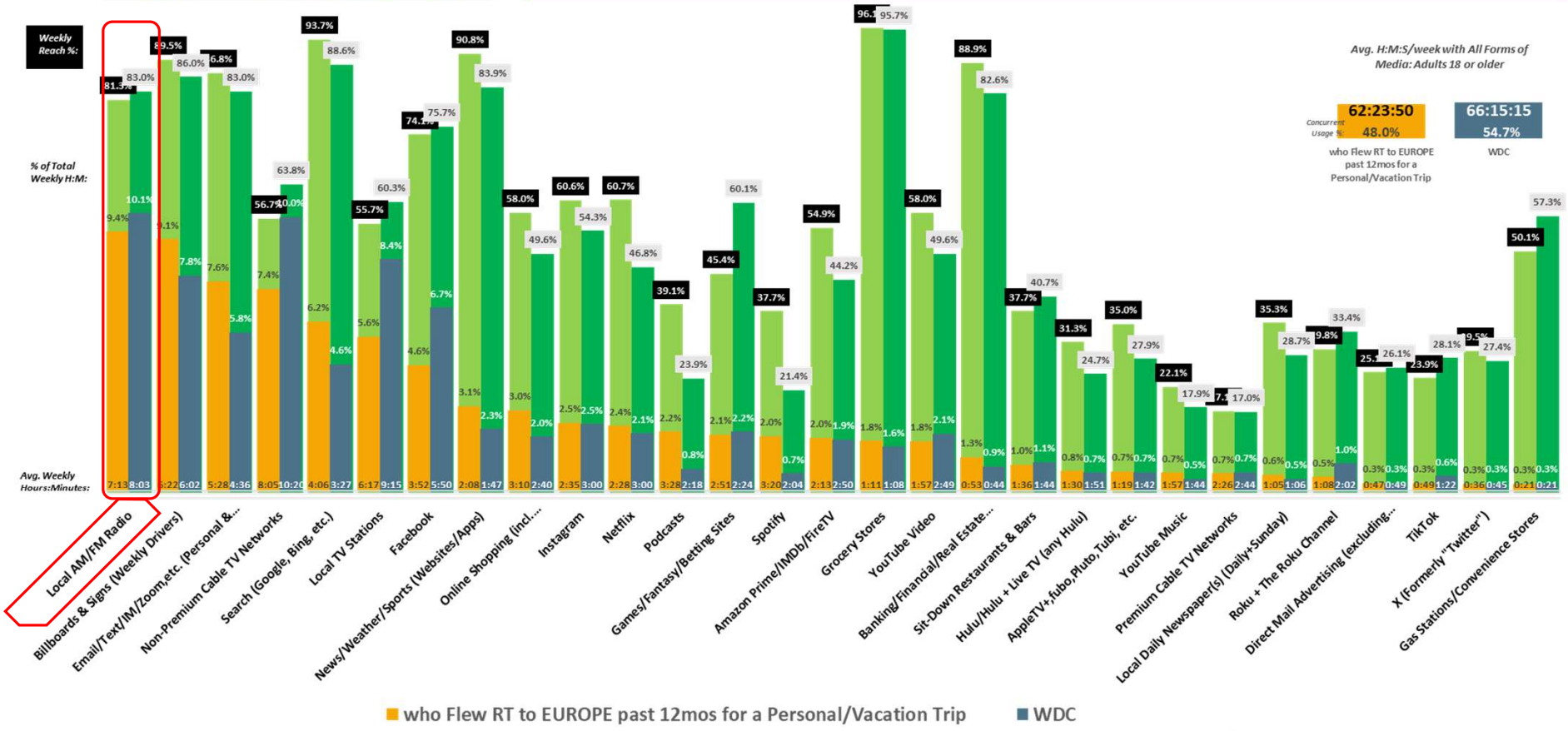
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 14 hours, 23 minutes and 50 seconds each week with All Forms of Media.

81.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
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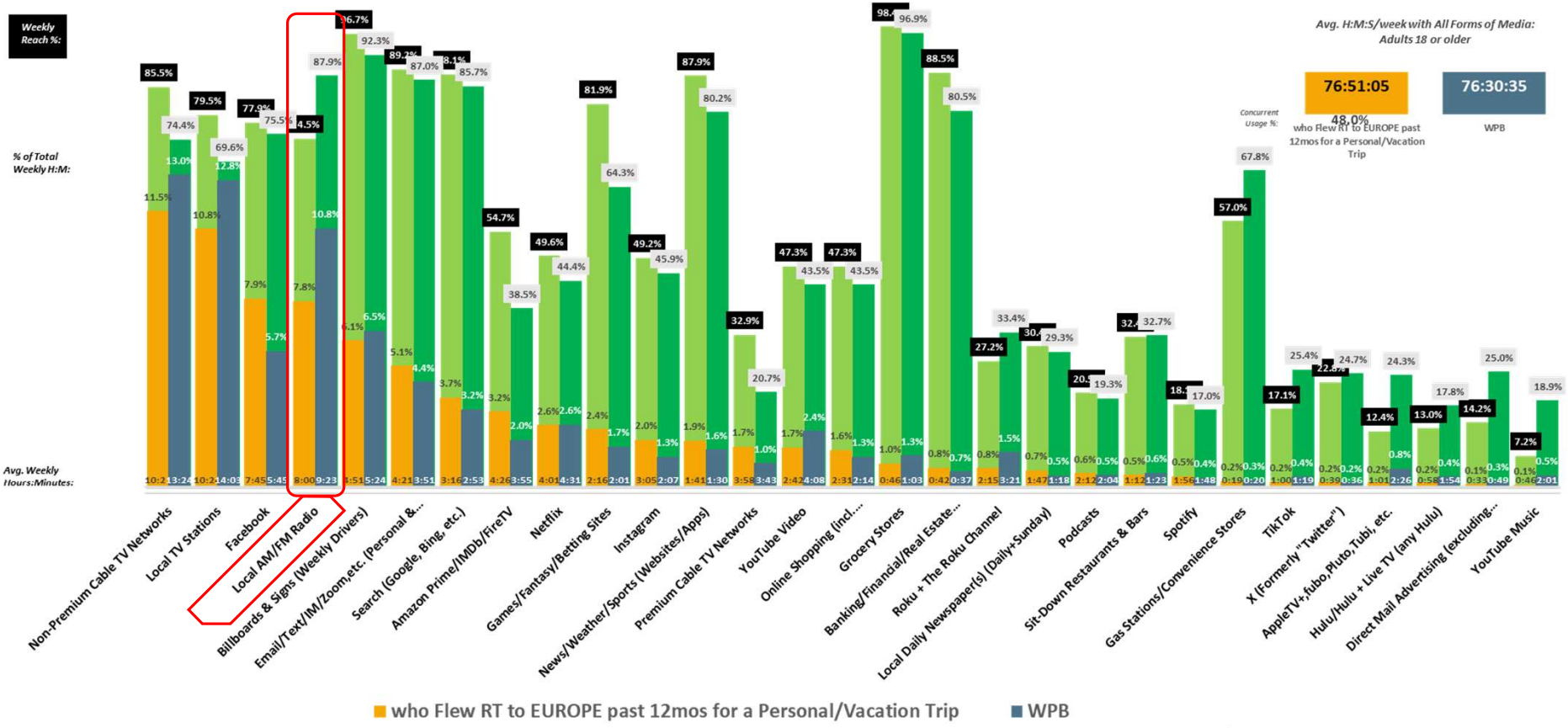
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 4 hours, 51 minutes and 5 seconds each week with All Forms of Media.

74.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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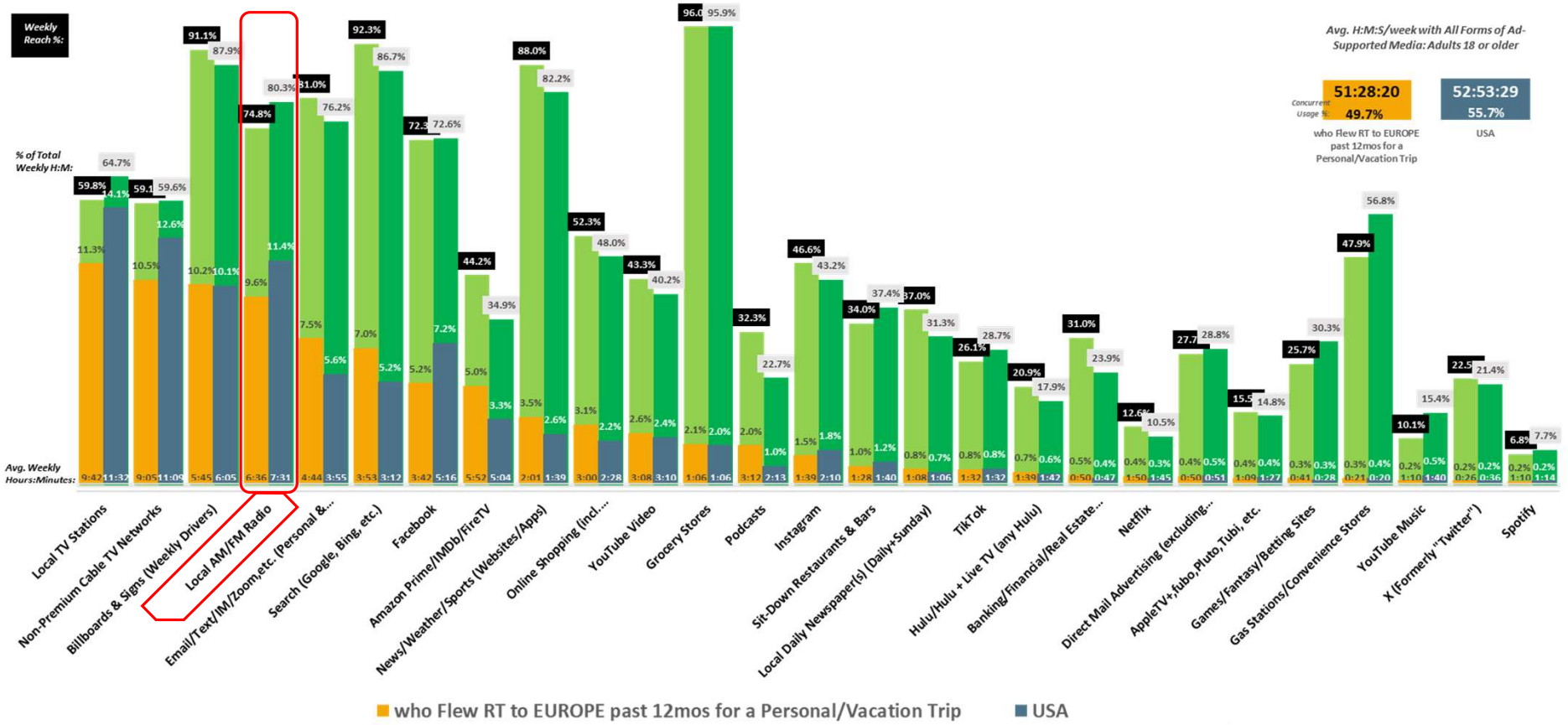
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 3 hours, 28 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported M



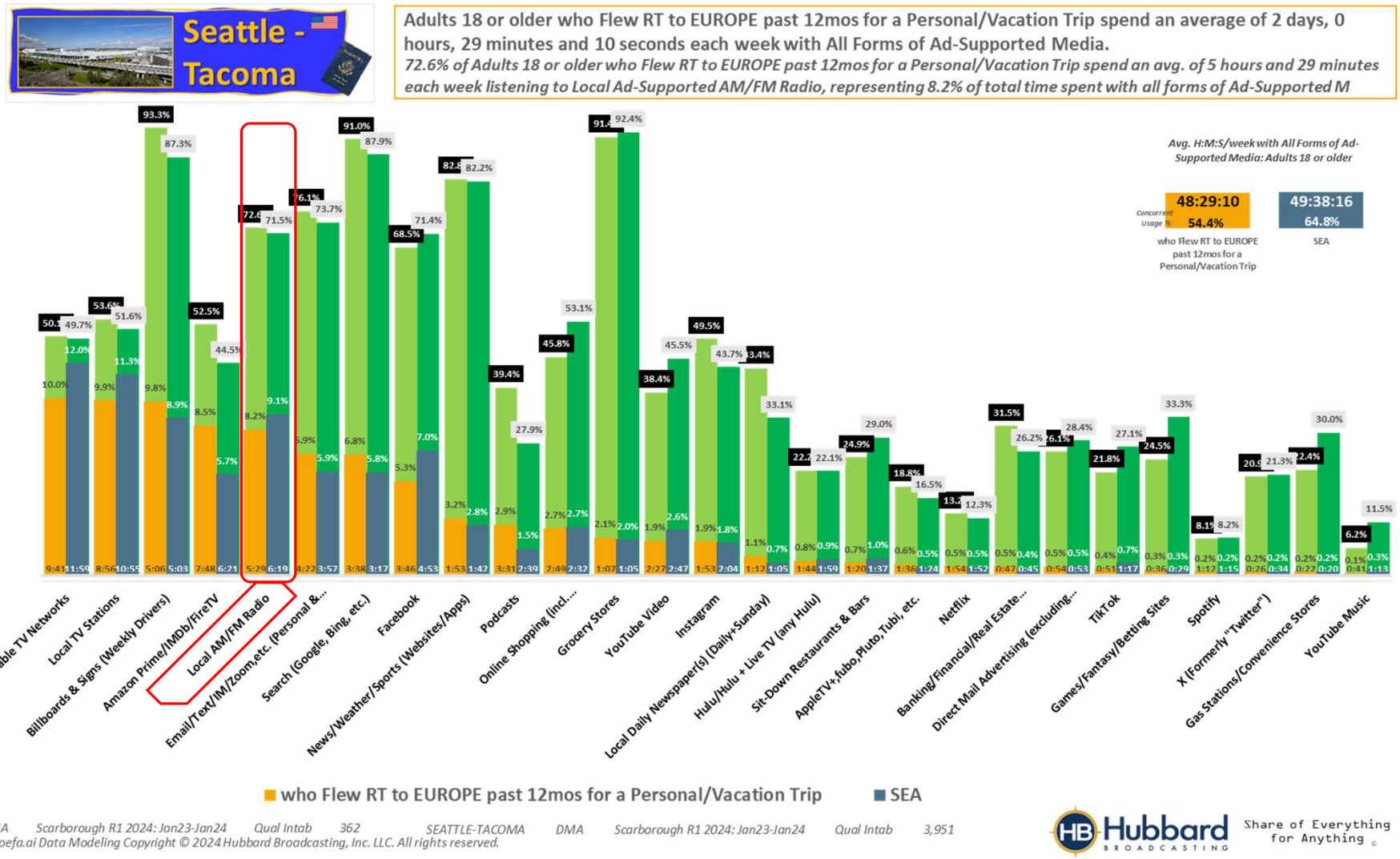
USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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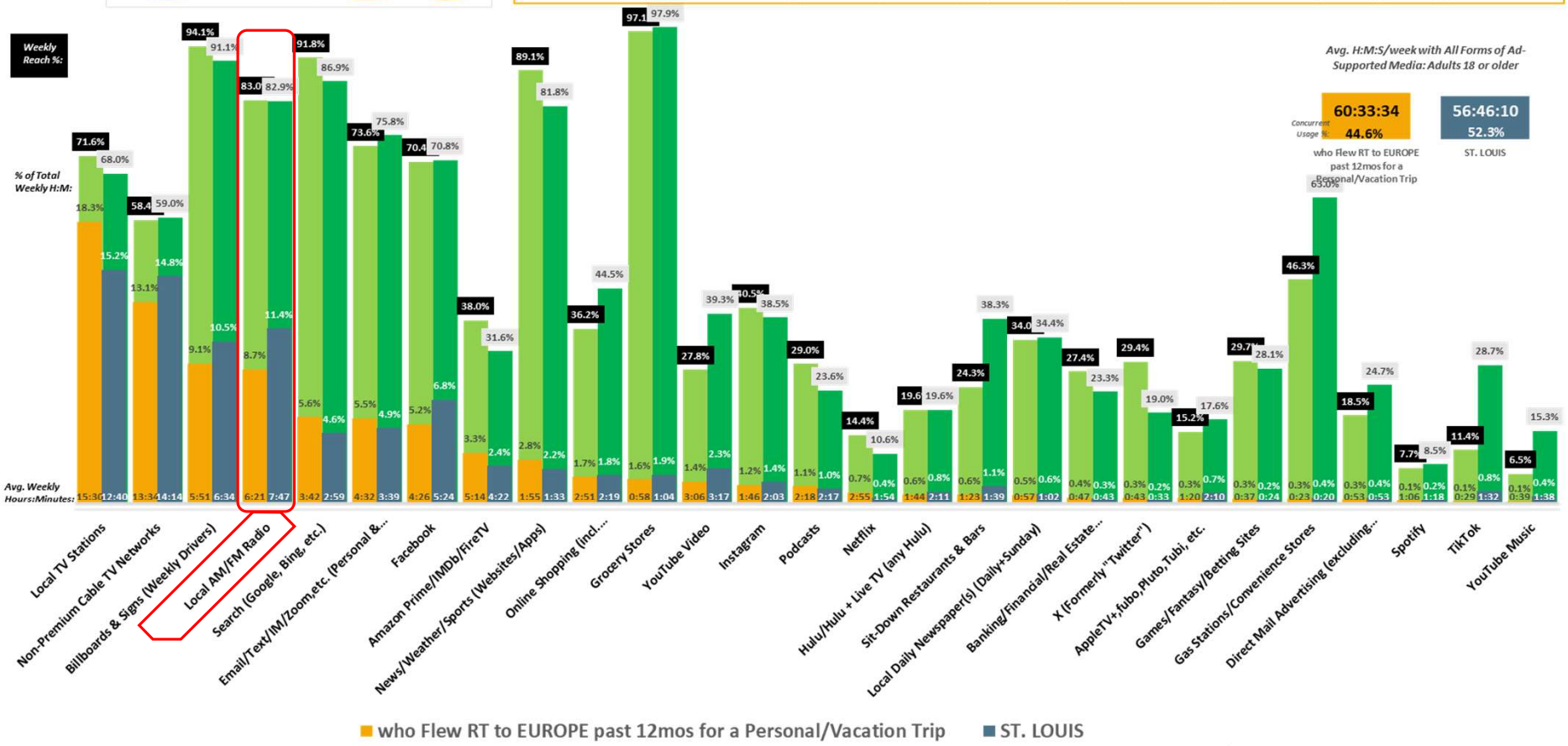
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 12 hours, 33 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Me



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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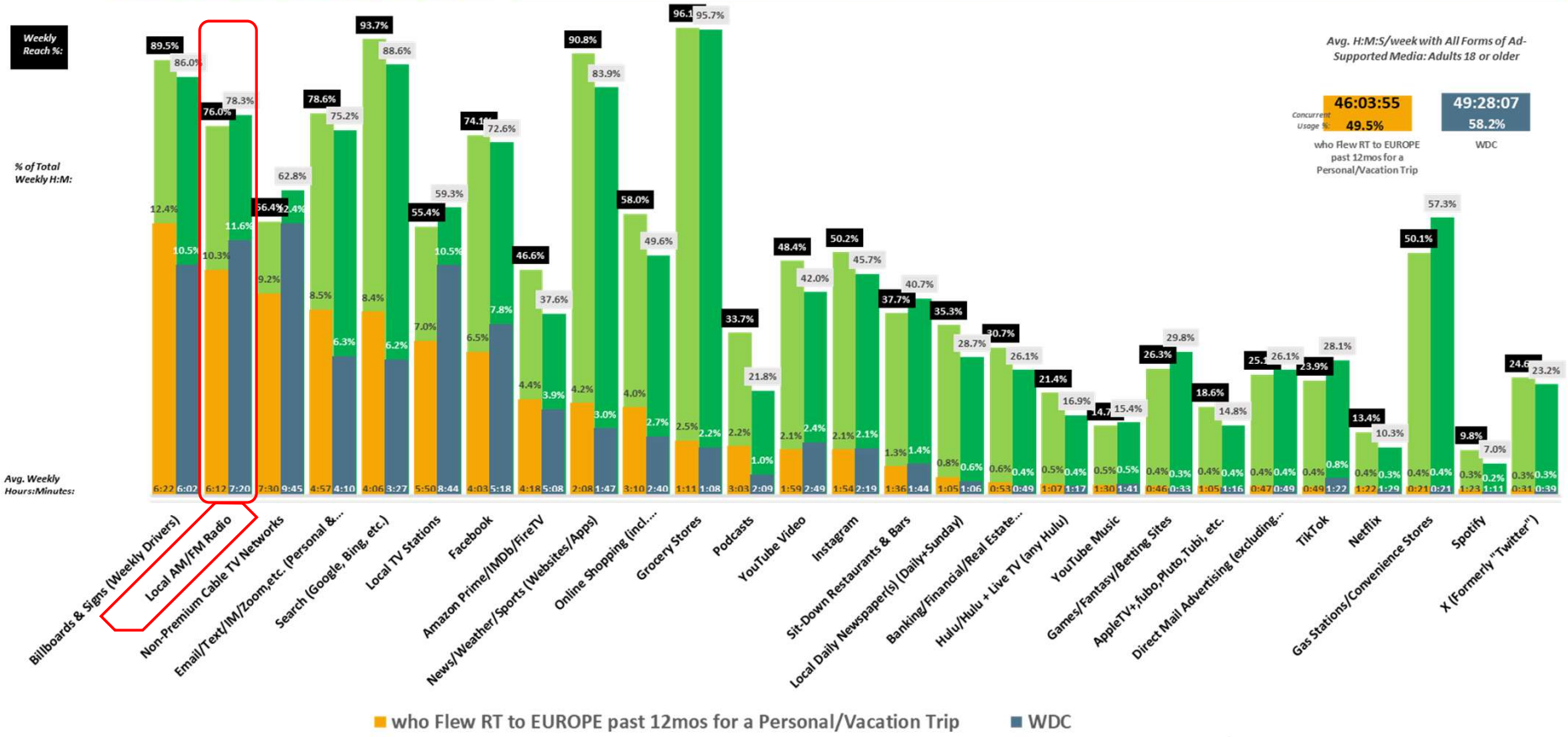
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 1 days, 22 hours, 3 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

76.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported M



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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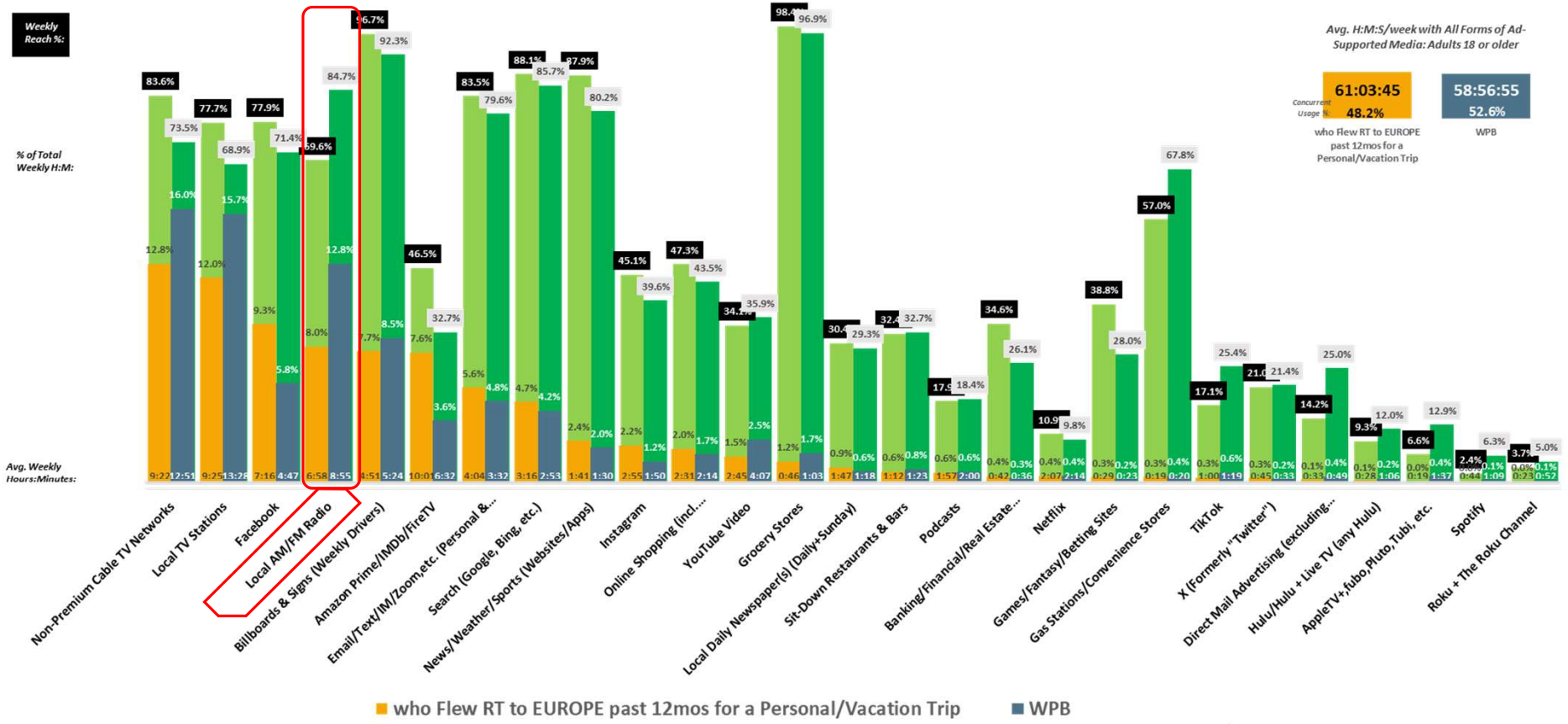
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 13 hours, 3 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

69.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Me



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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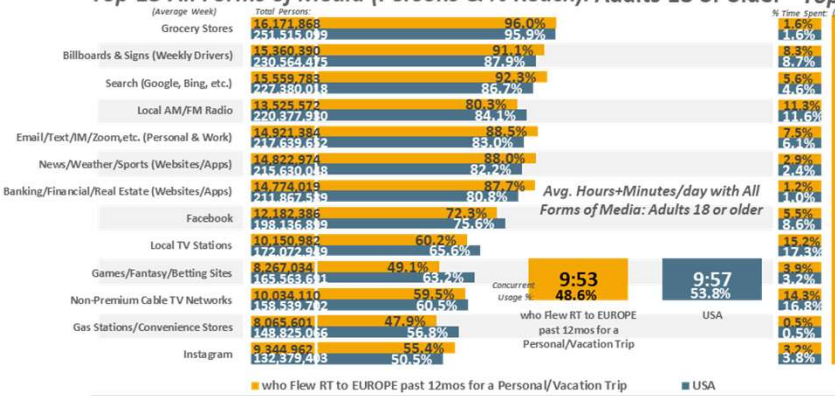
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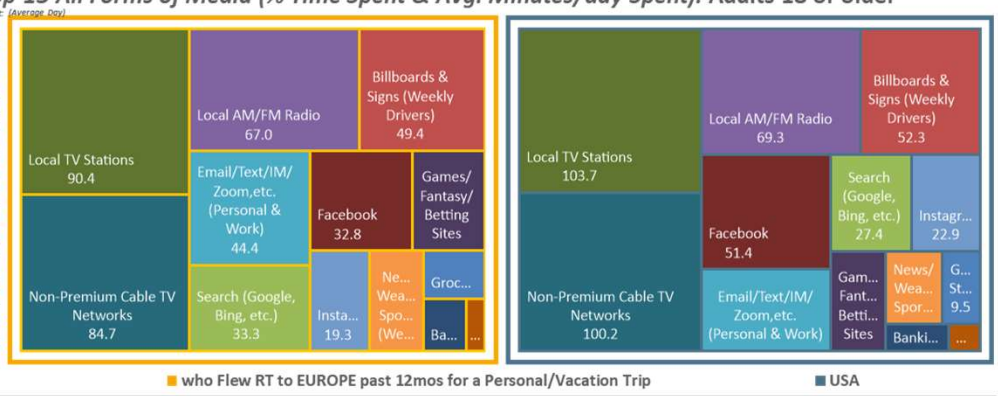
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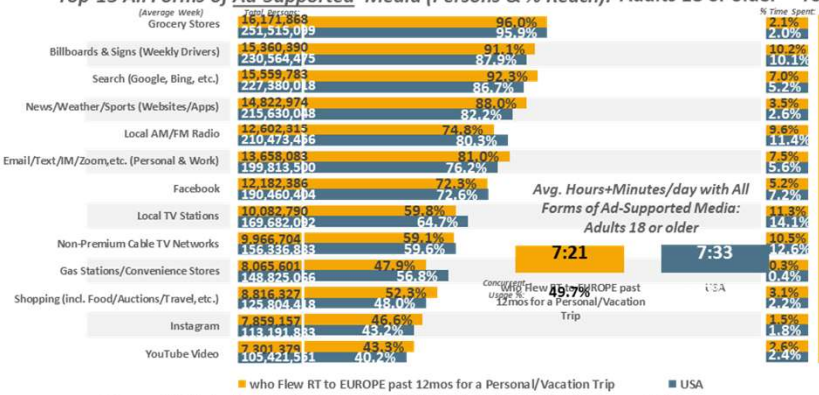
Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

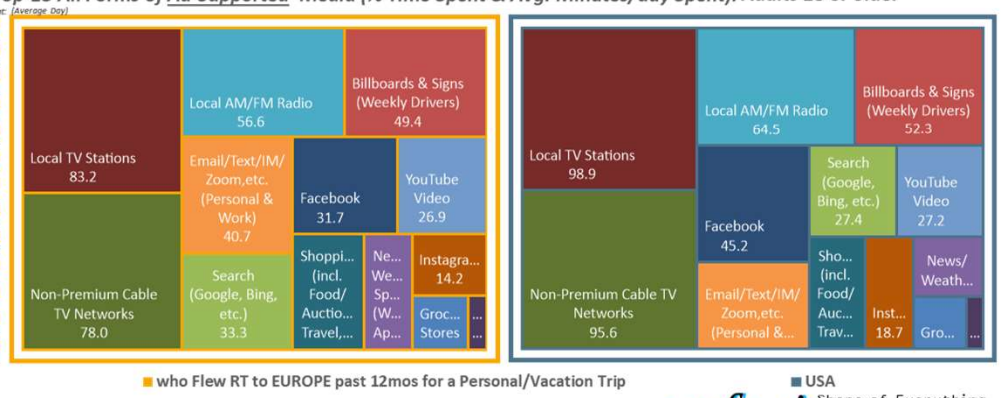
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**





Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

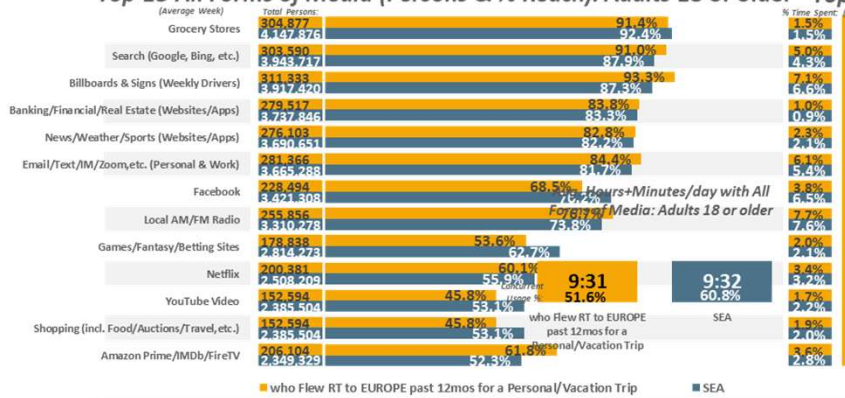
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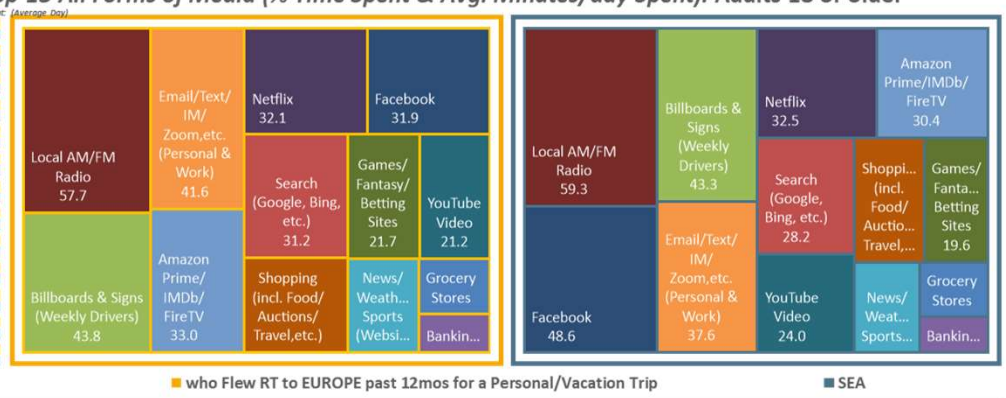


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 47. minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

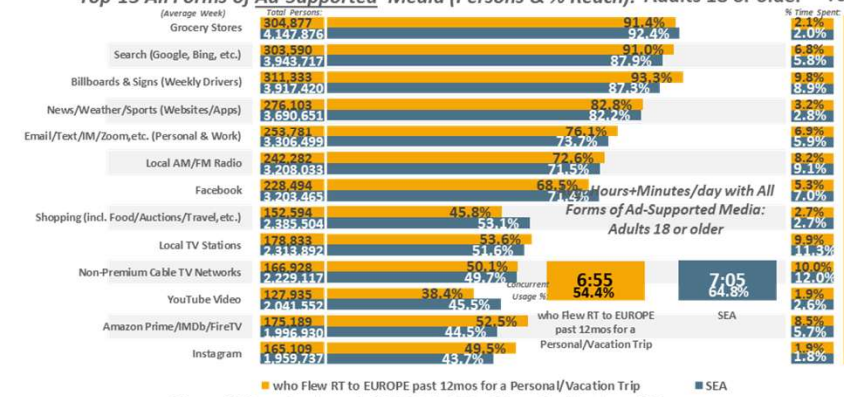
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



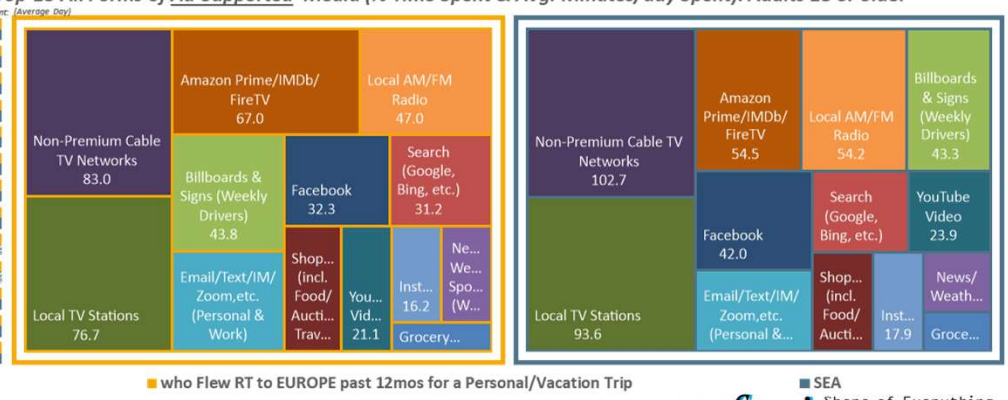
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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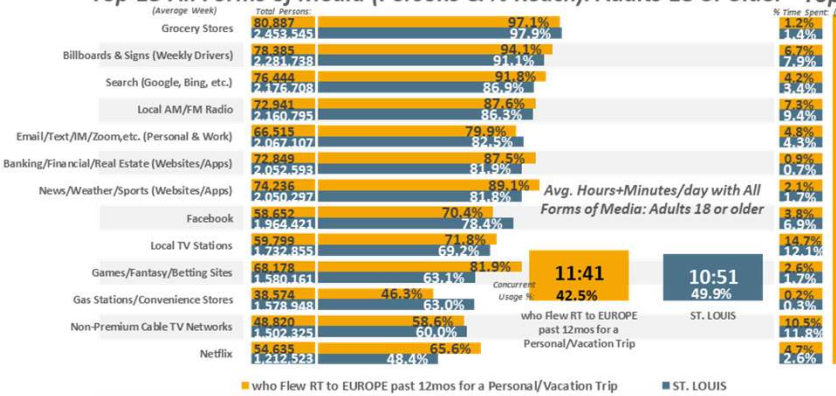
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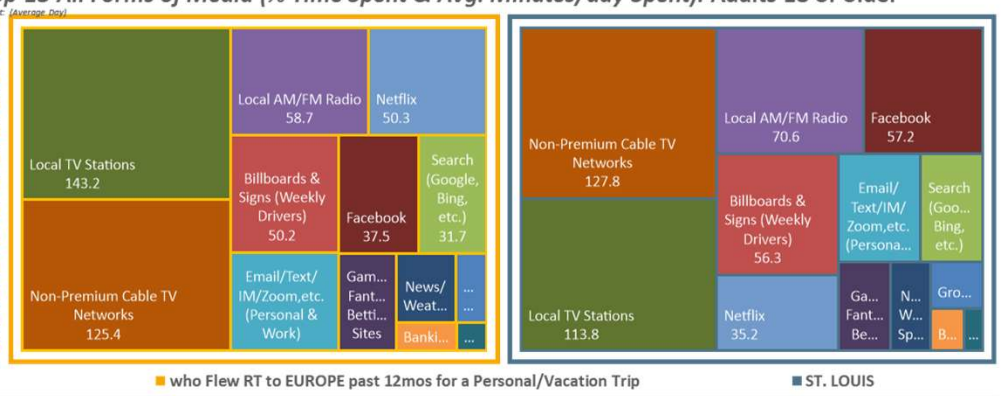


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

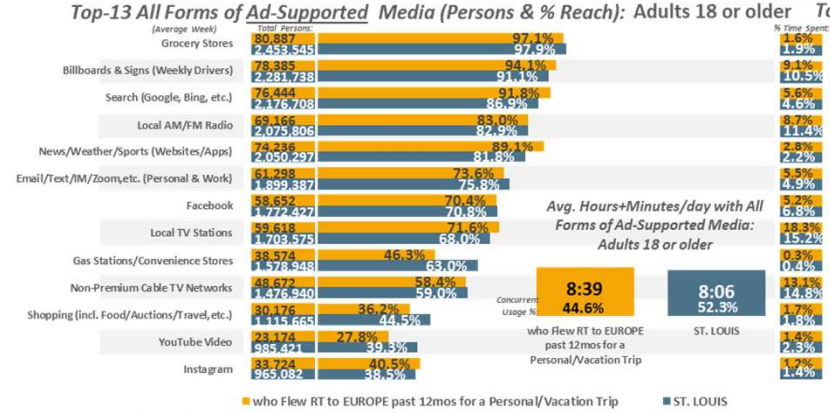
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



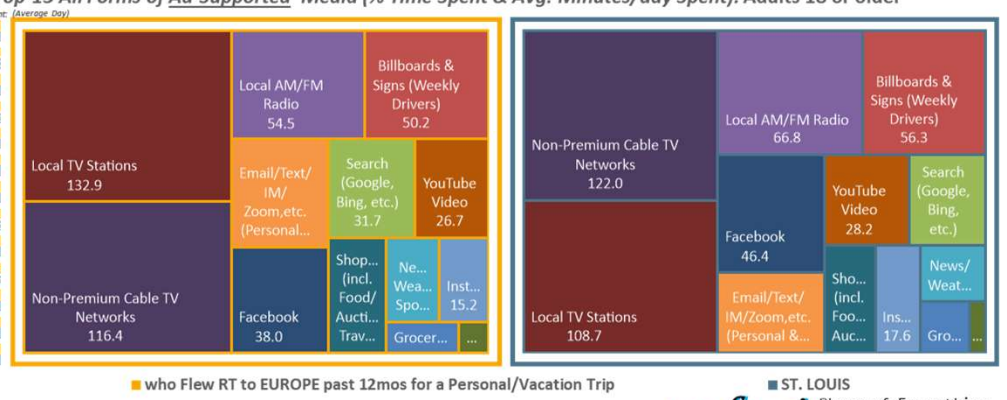
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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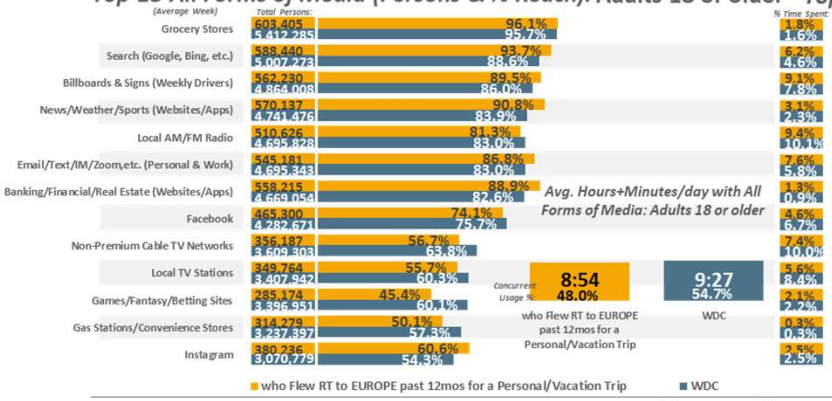
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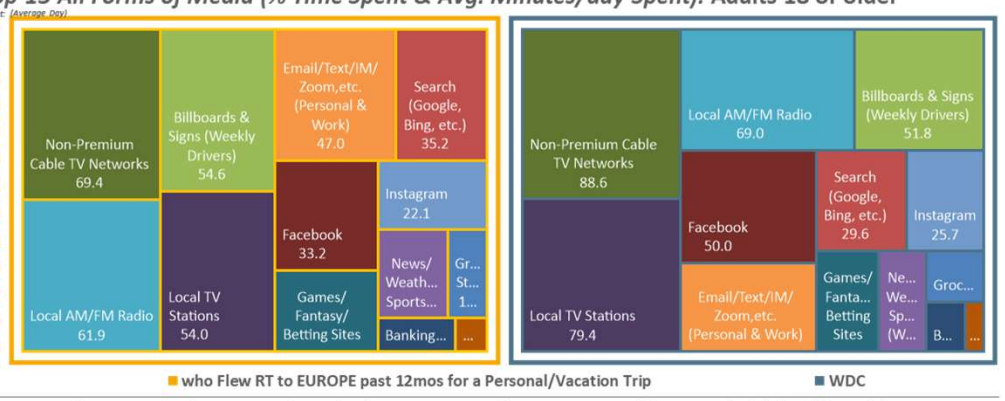


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 76.% listen to Local AM/FM Radio for an avg. of 53.3 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

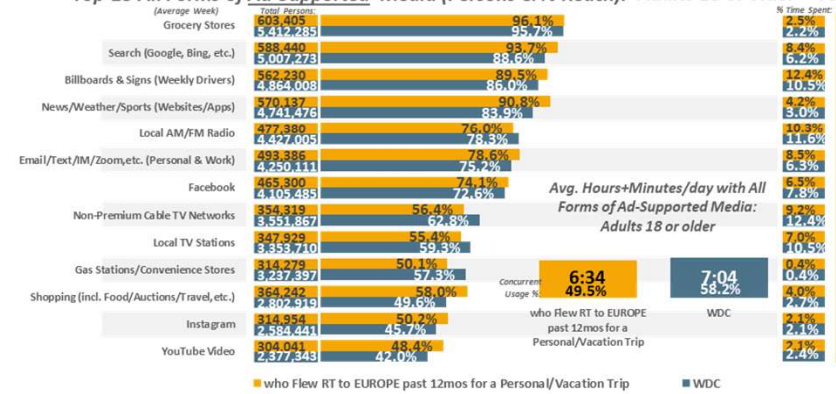
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



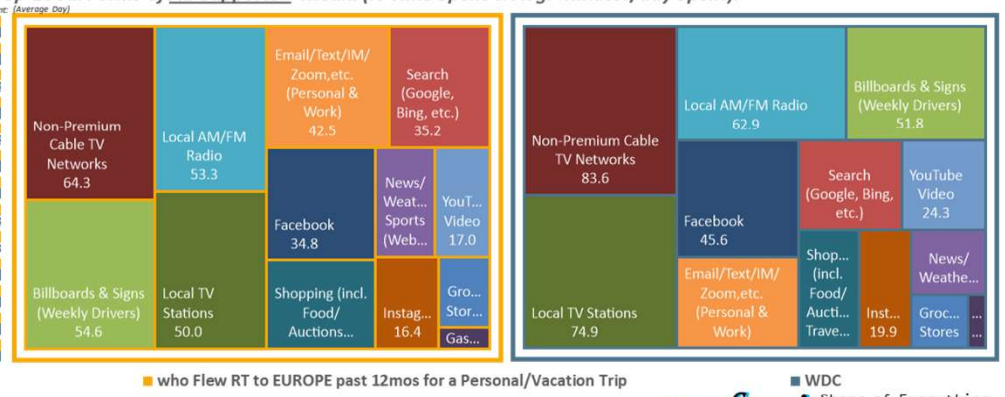
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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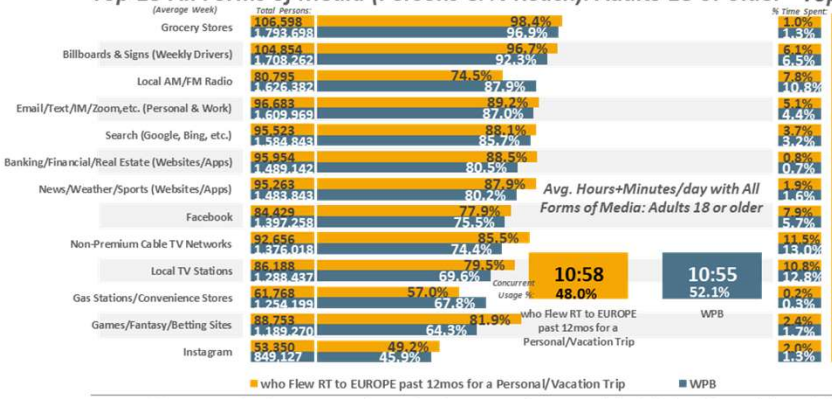
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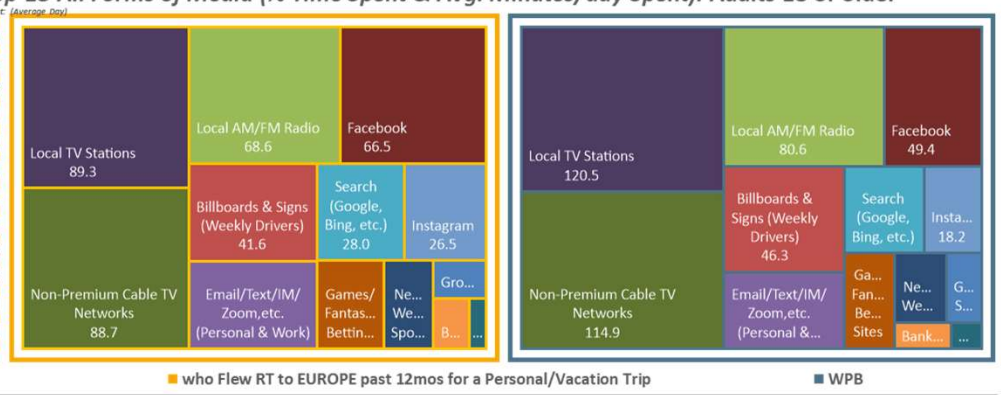


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 69.6% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

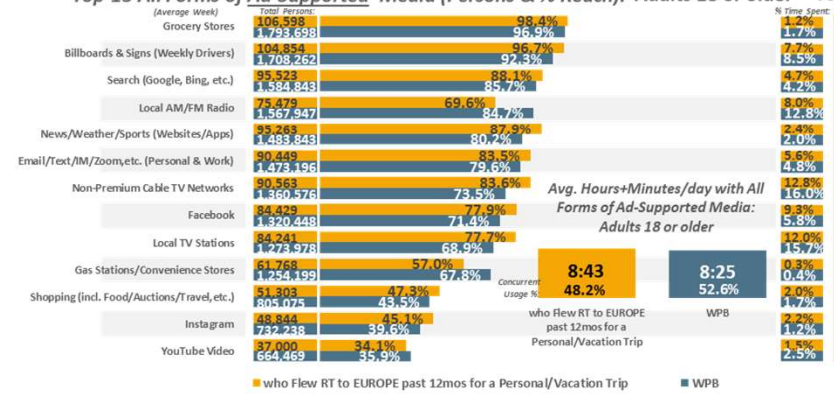
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



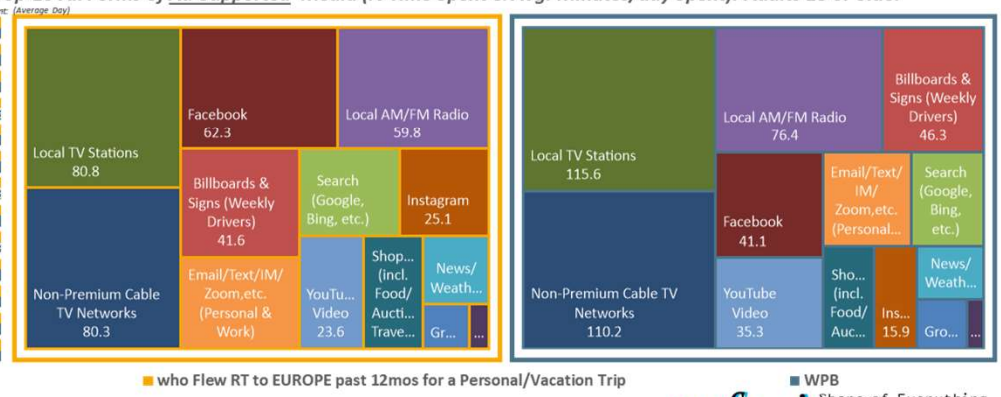
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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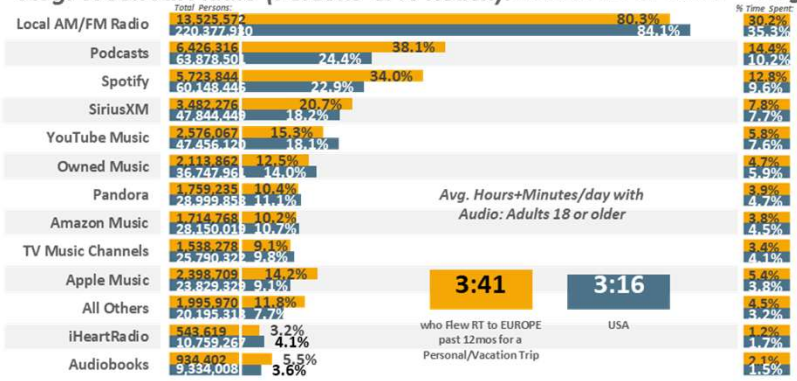
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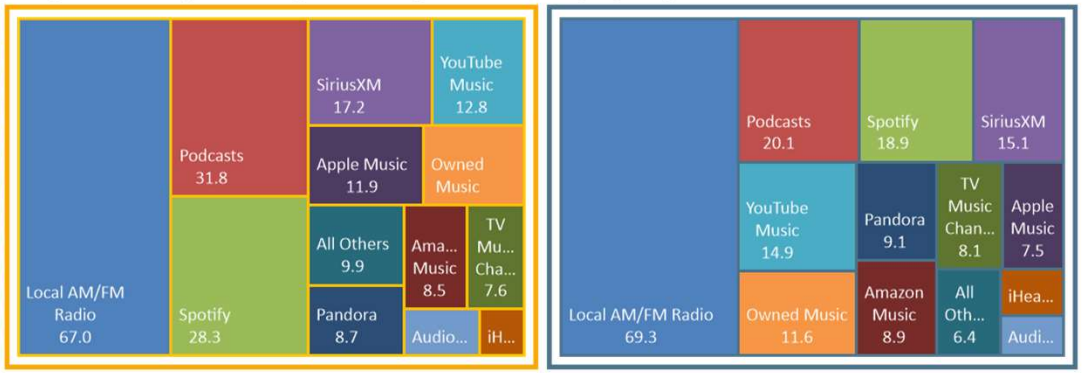


12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

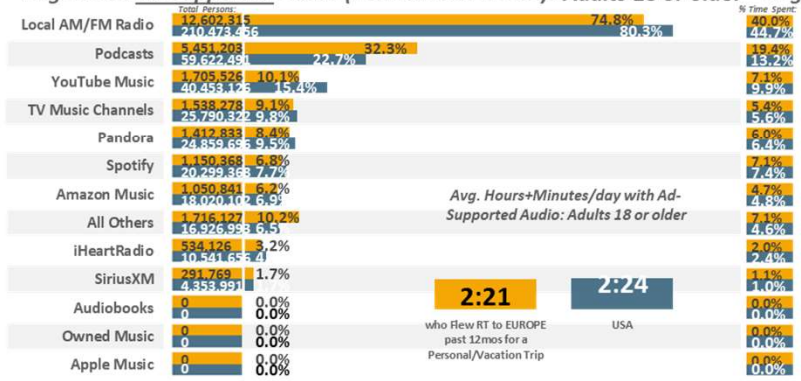
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



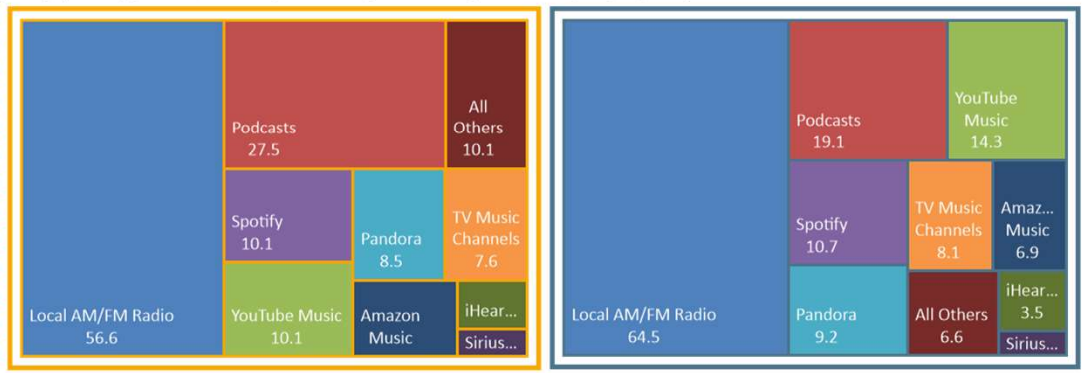
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

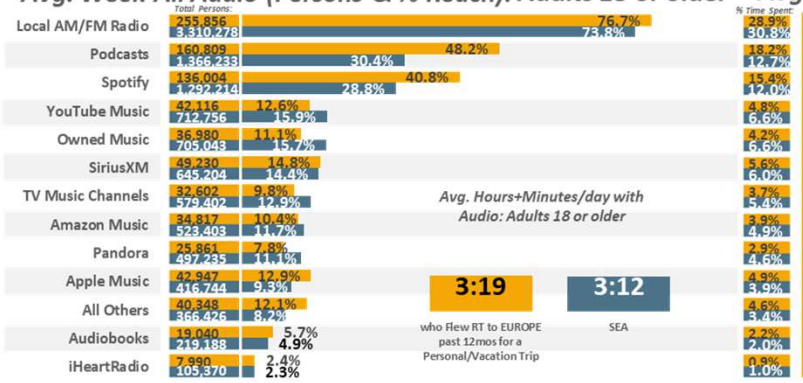
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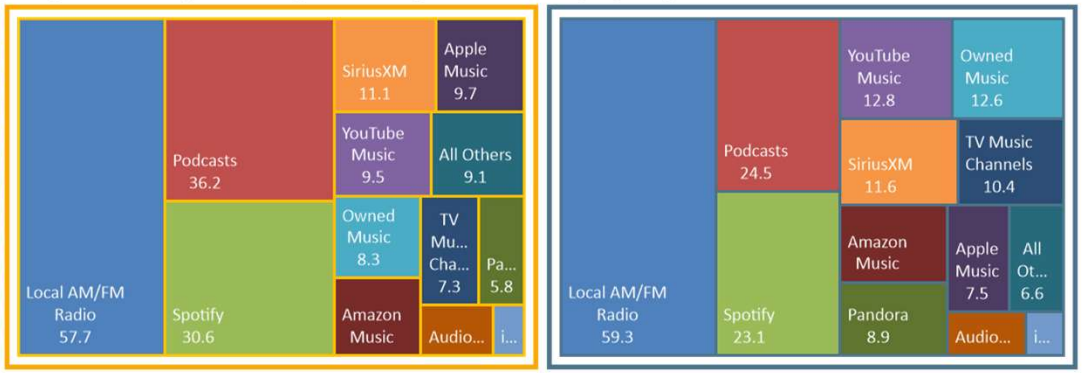


242,282 or 72.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

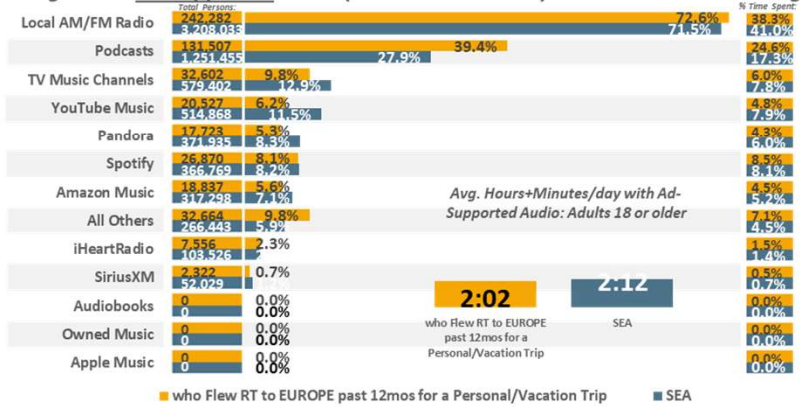
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



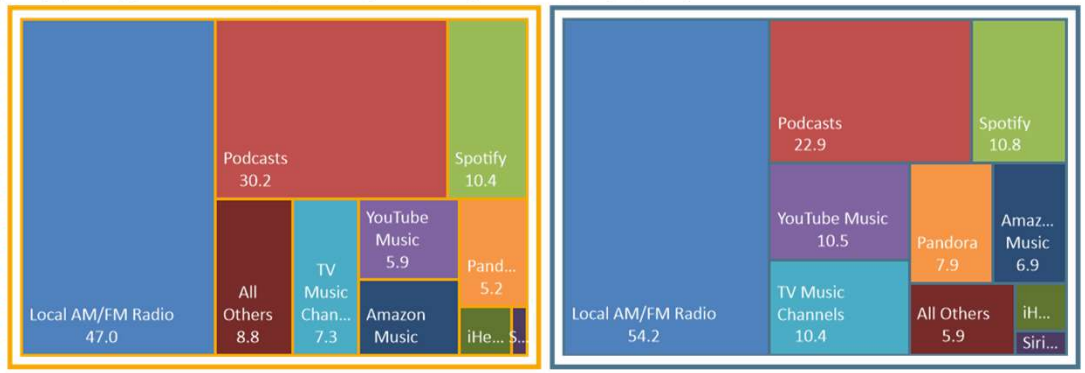
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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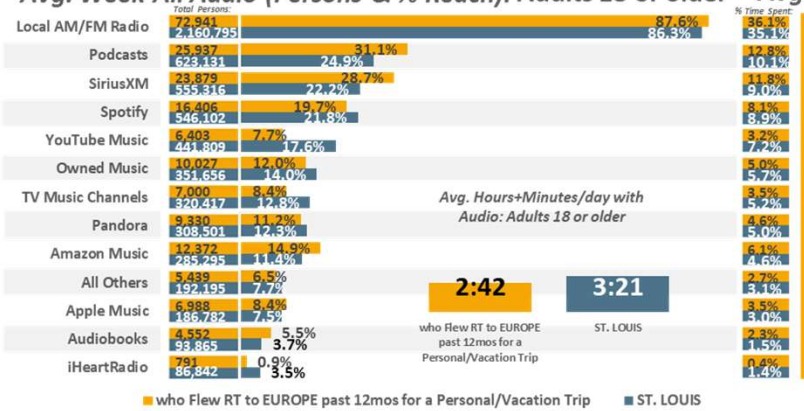
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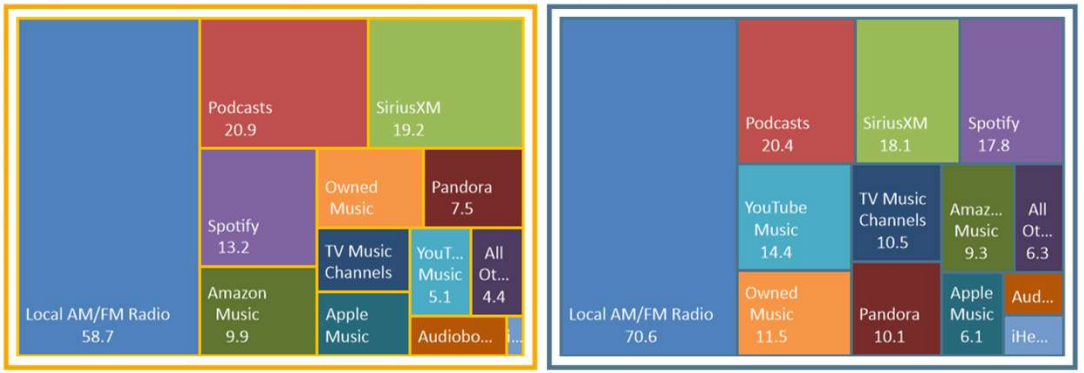


69,166 or 83.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

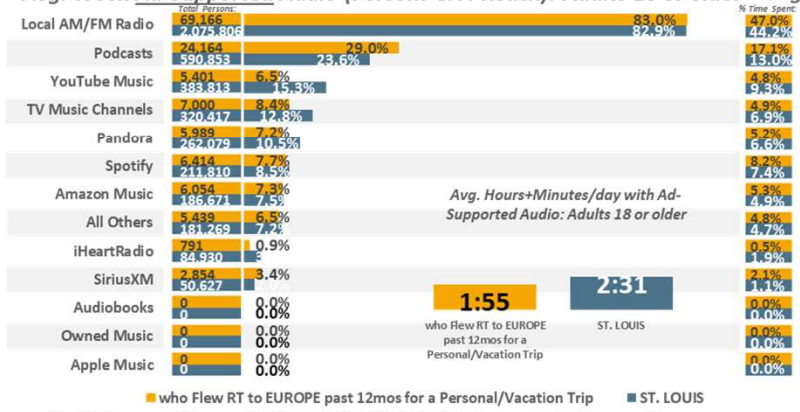
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



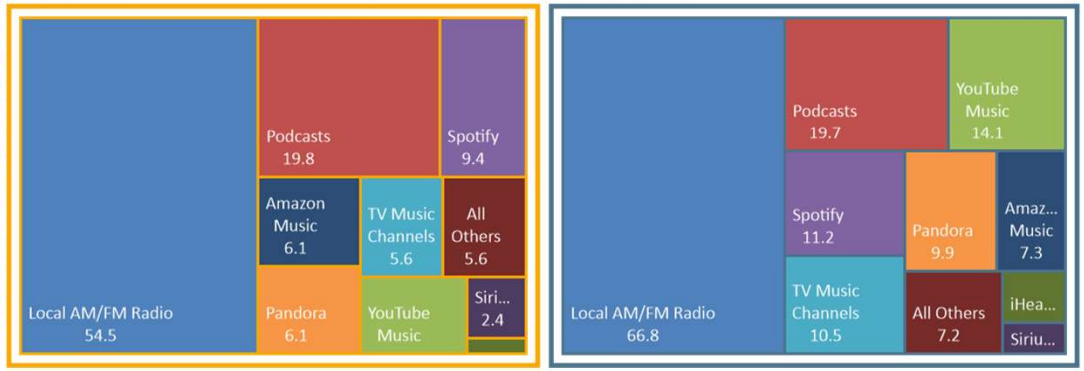
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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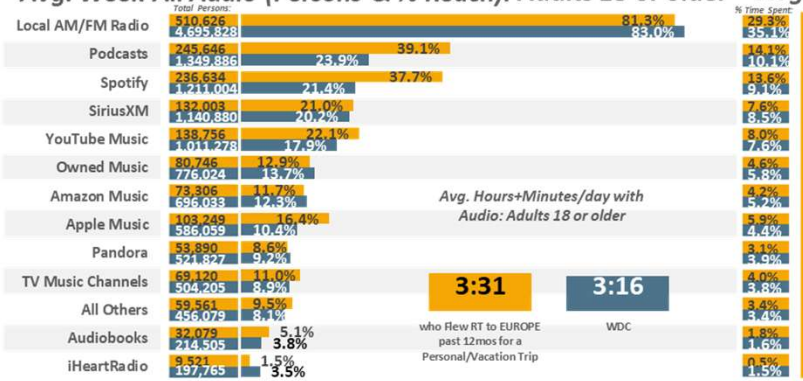
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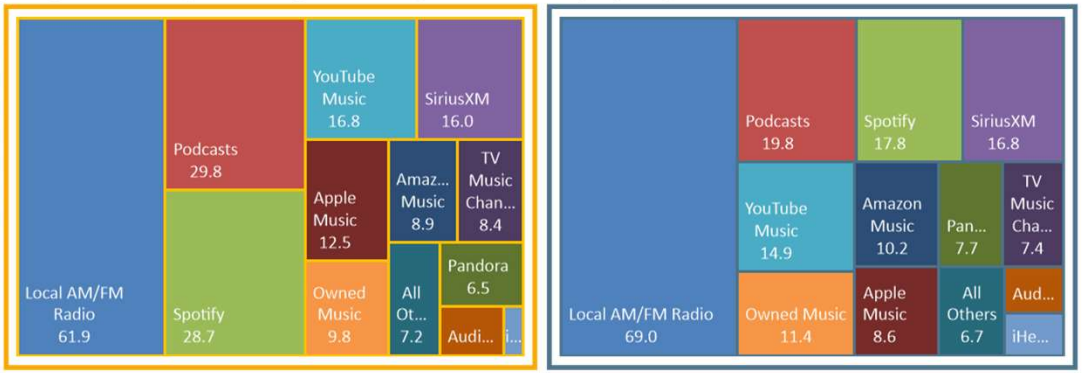


477,380 or 76.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

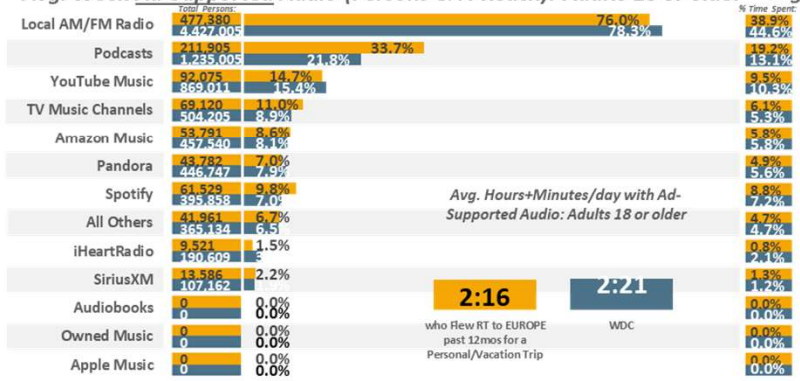
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



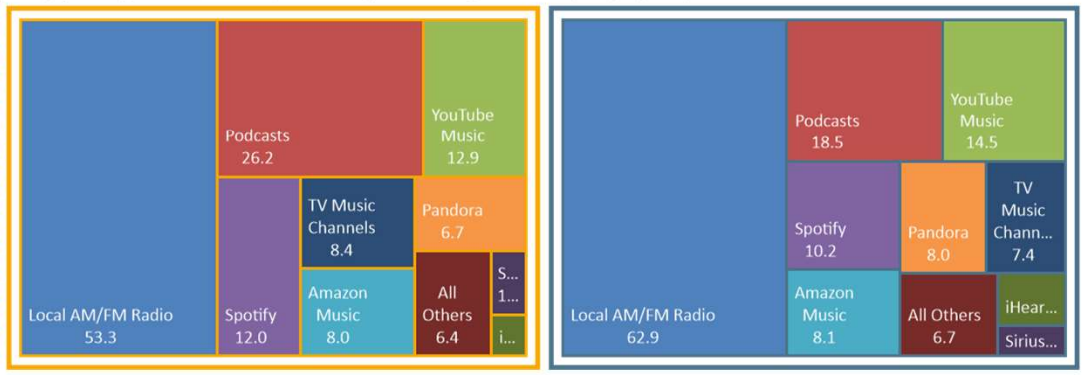
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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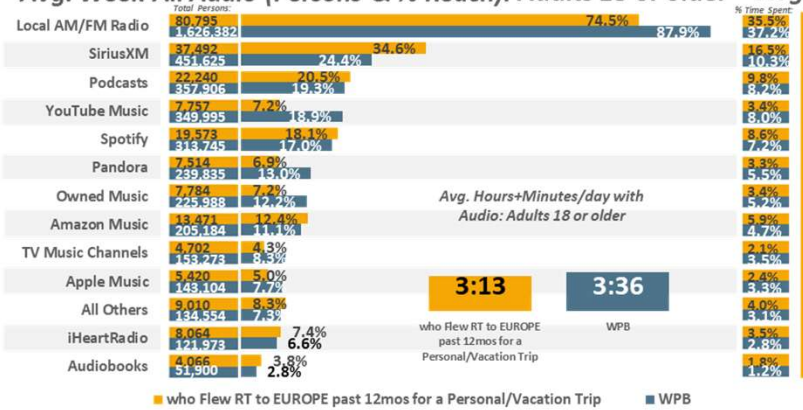
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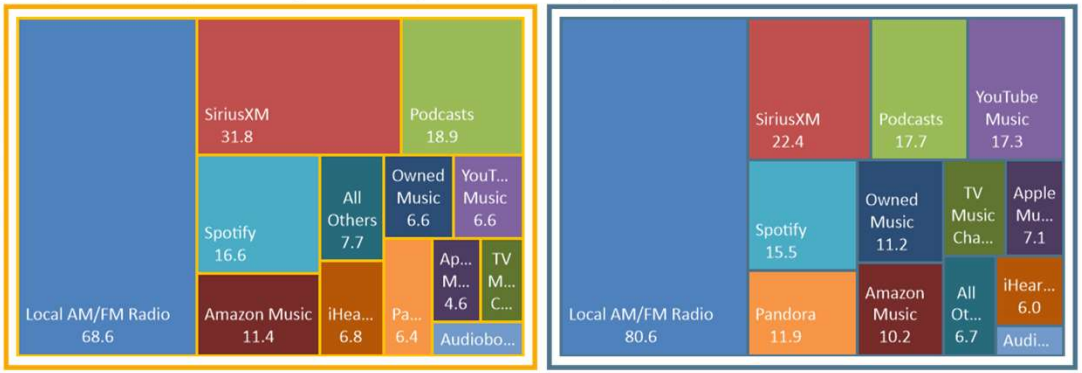


75,479 or 69.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.

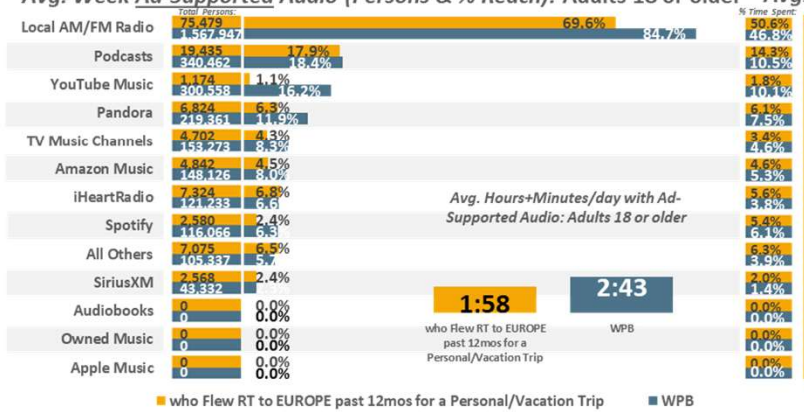
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



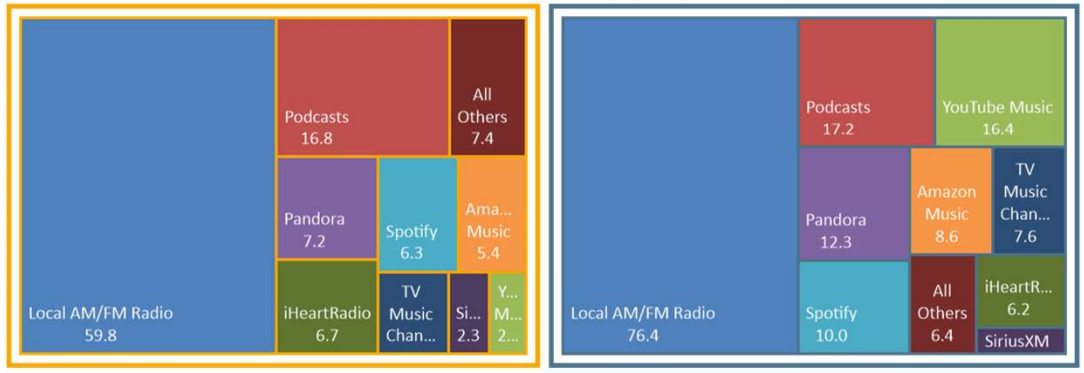
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

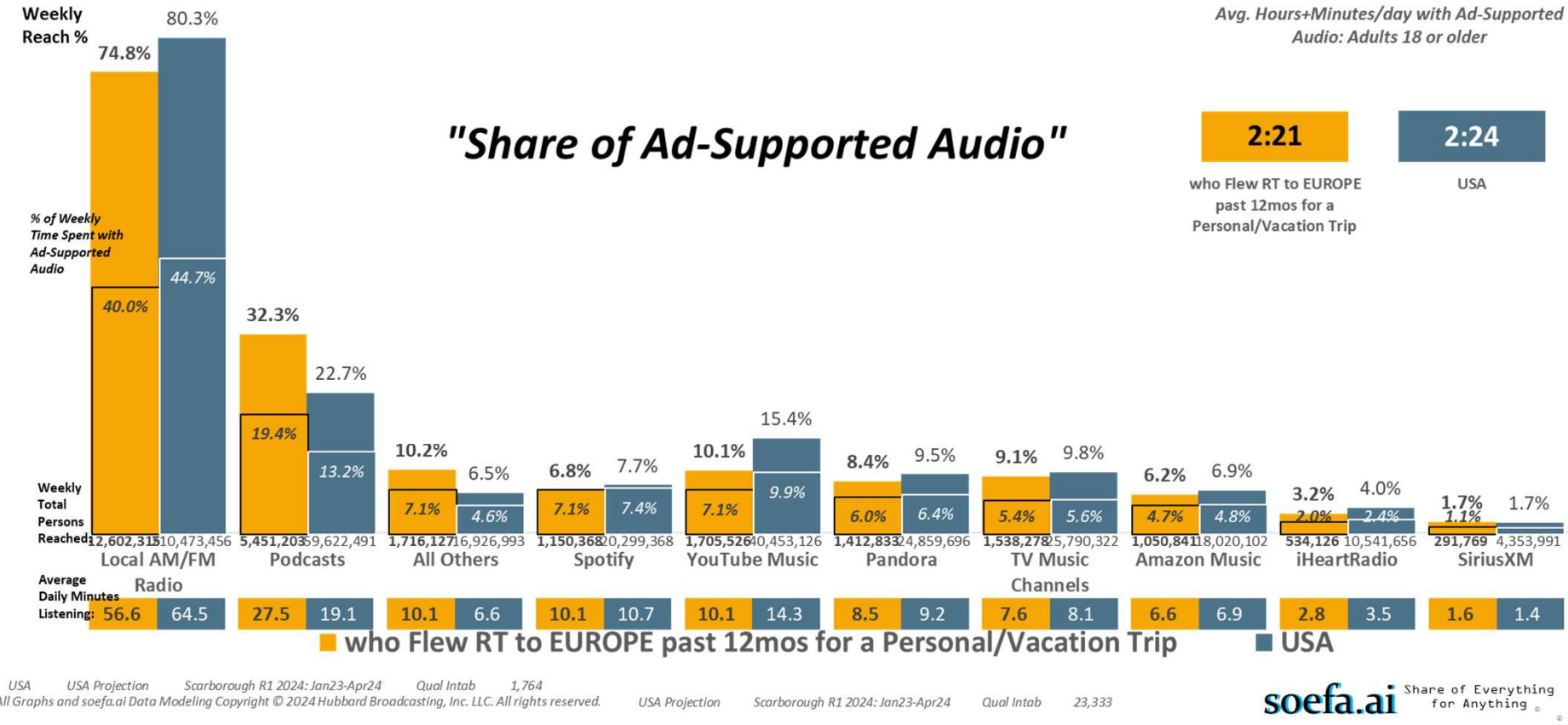
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12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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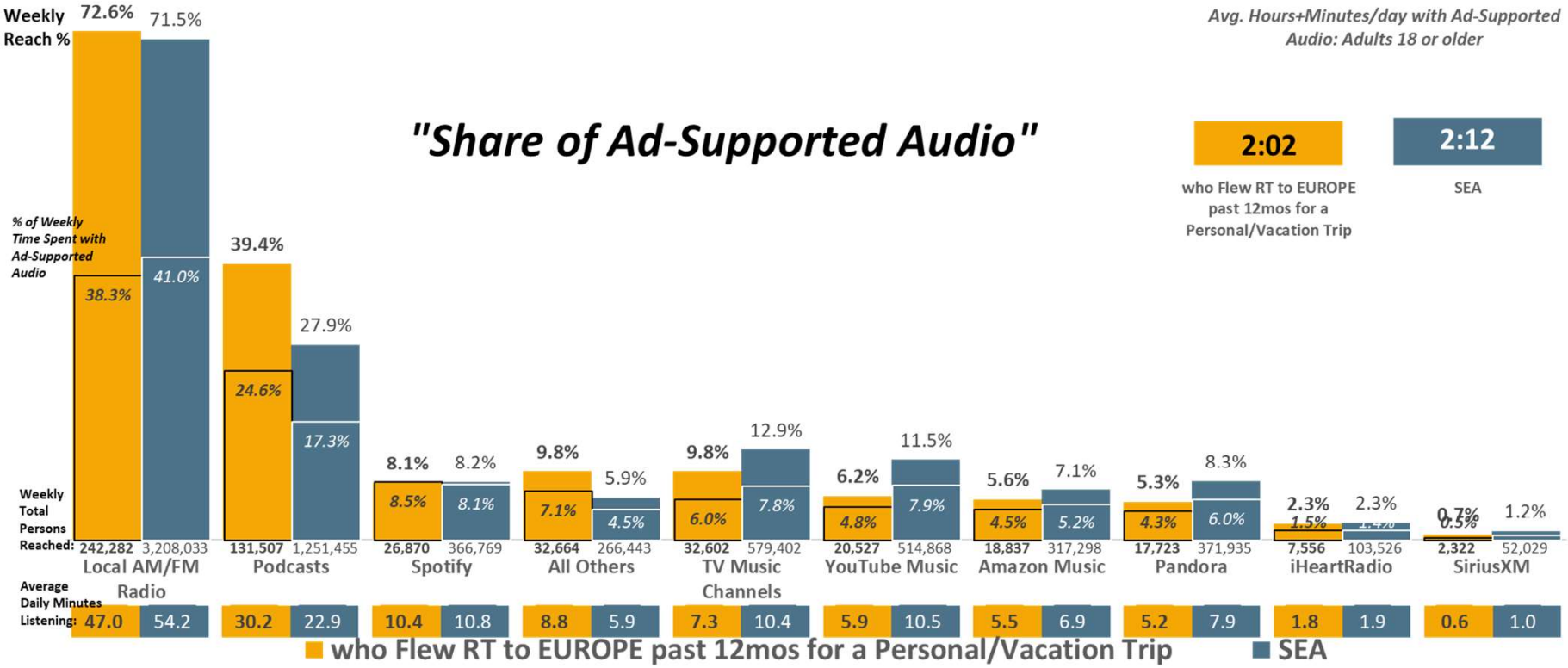
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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242,282 or 72.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

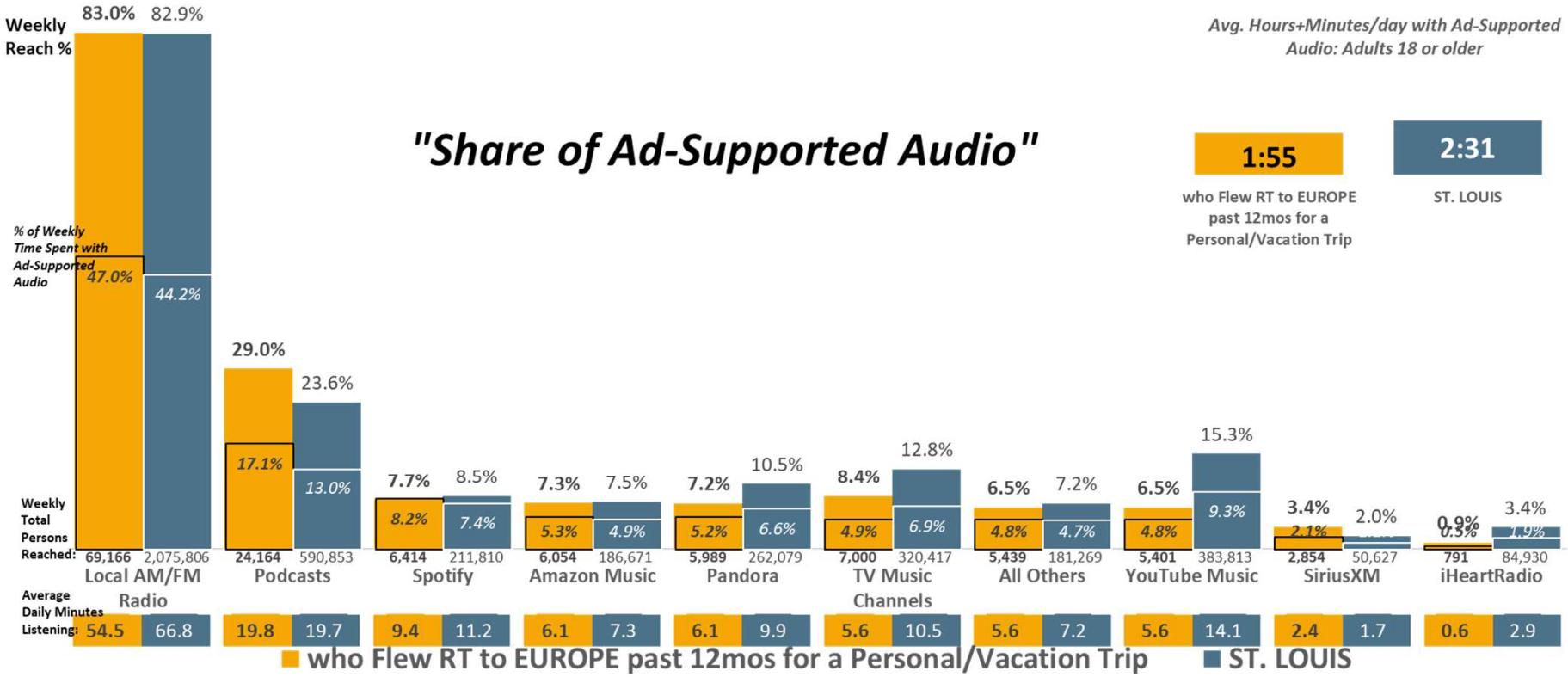
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69,166 or 83.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

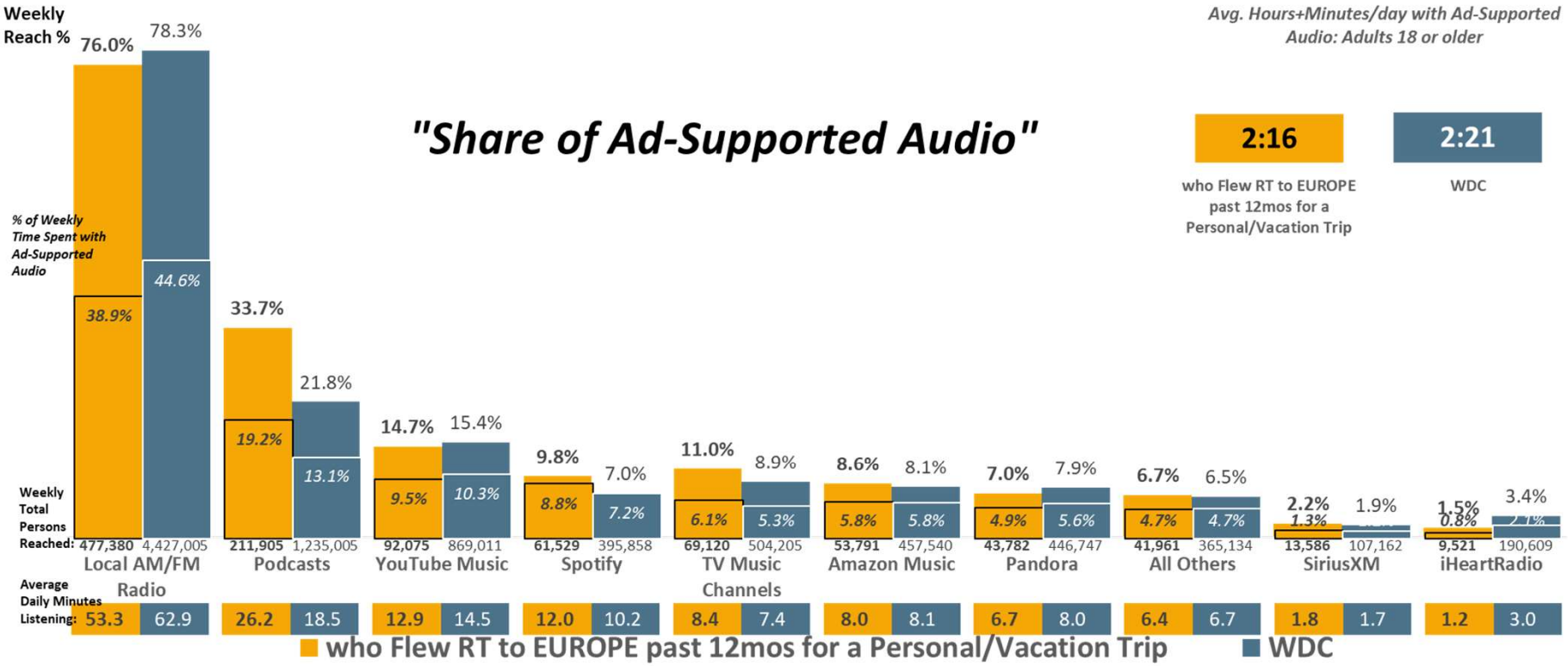
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477,380 or 76.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

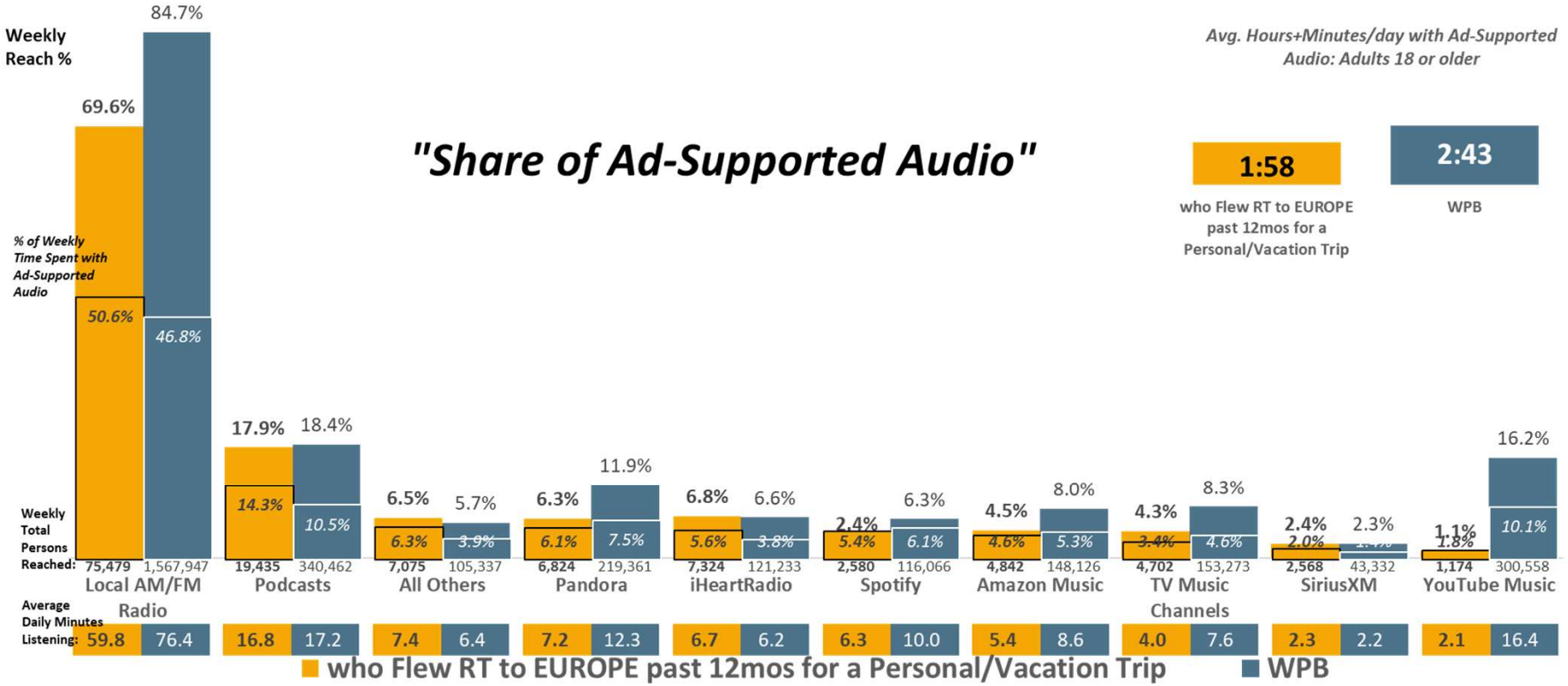
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75,479 or 69.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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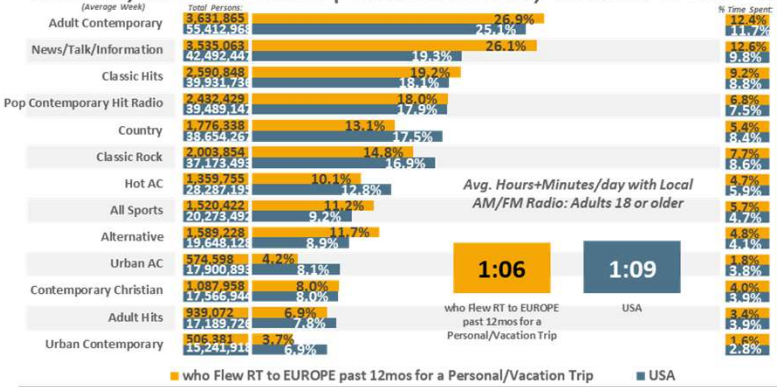
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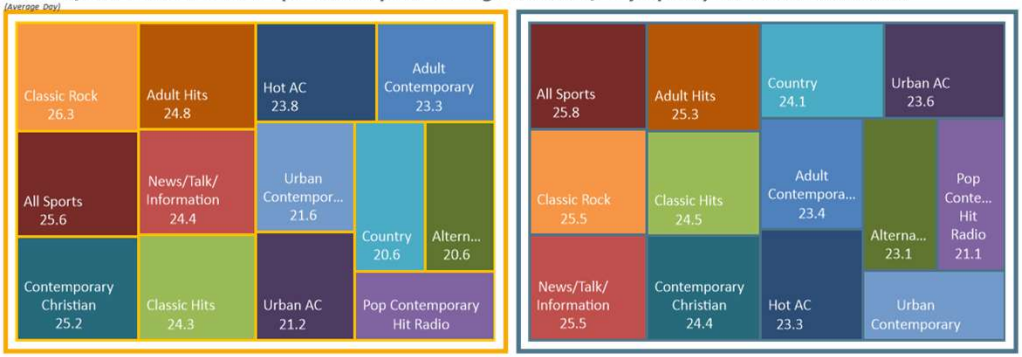


12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country

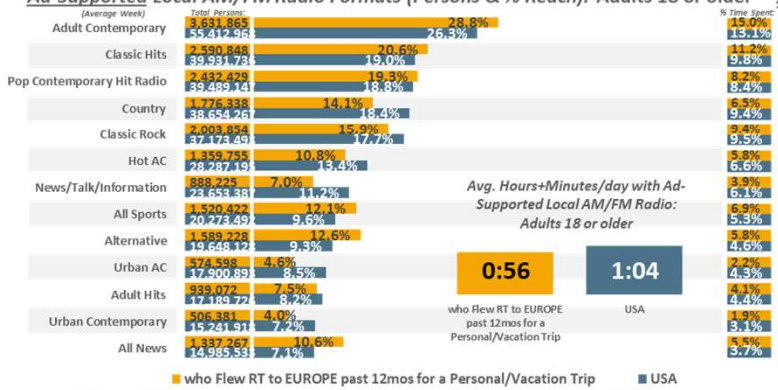
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



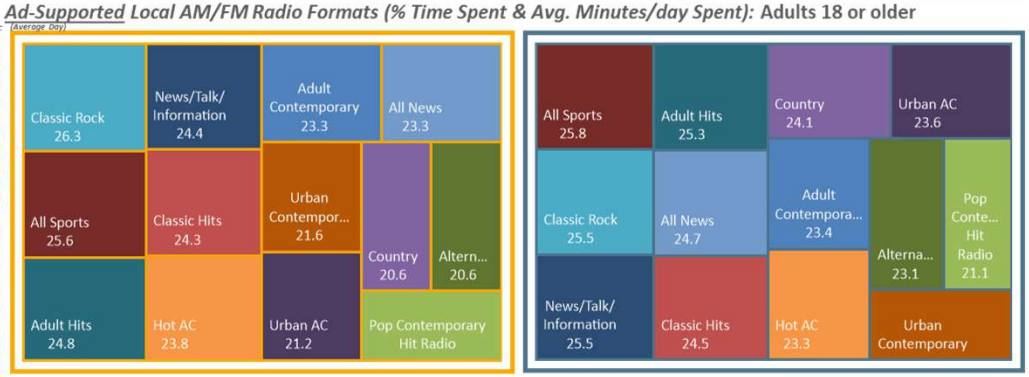
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

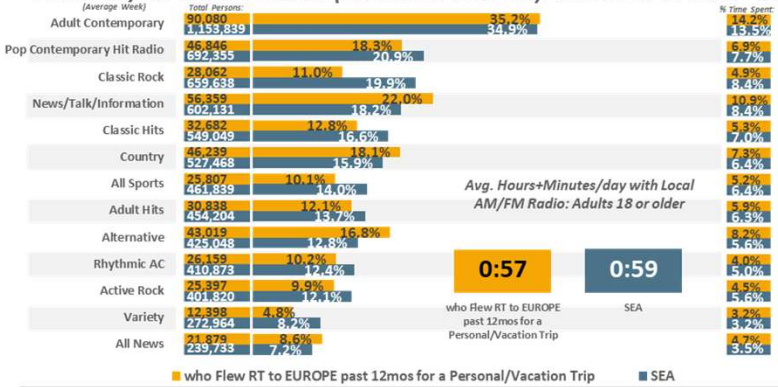
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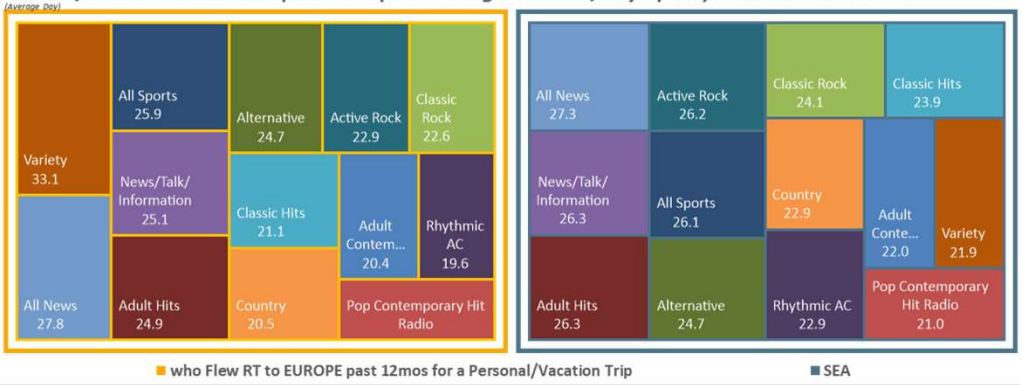


242,282 or 72.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Classic Hits.

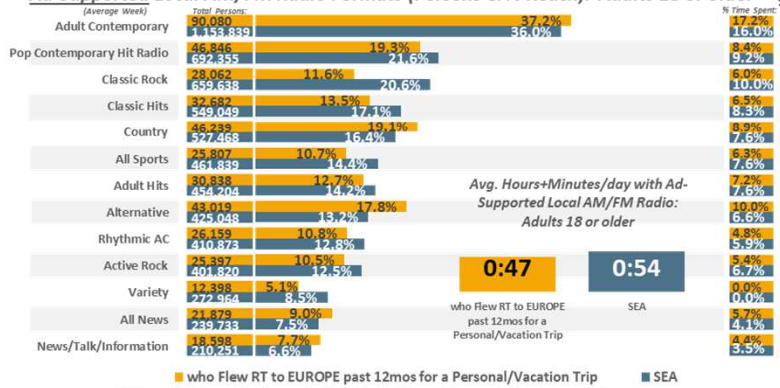
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



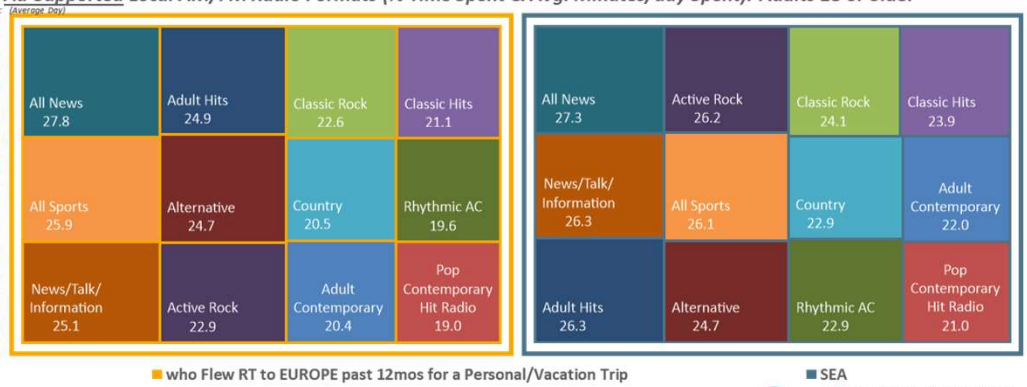
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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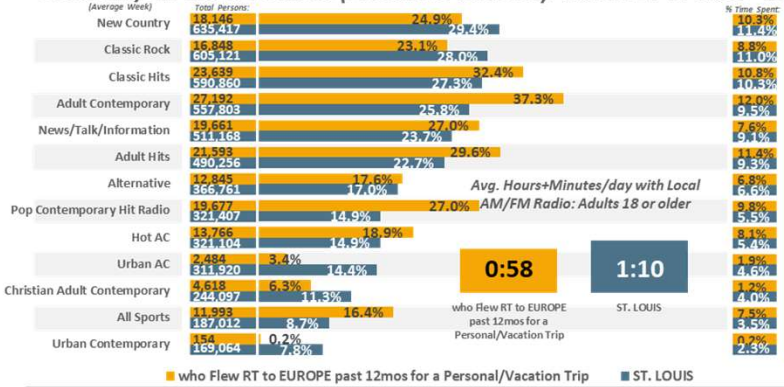
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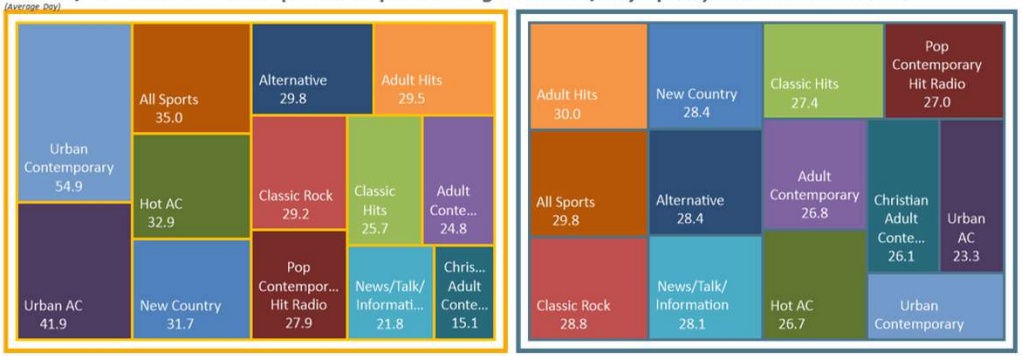


69,166 or 83.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Adult Hits, Pop Contemporary Hit Radio, and New Country.

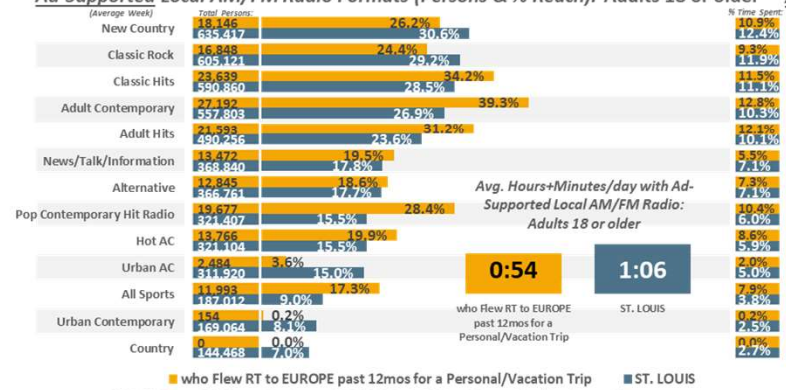
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



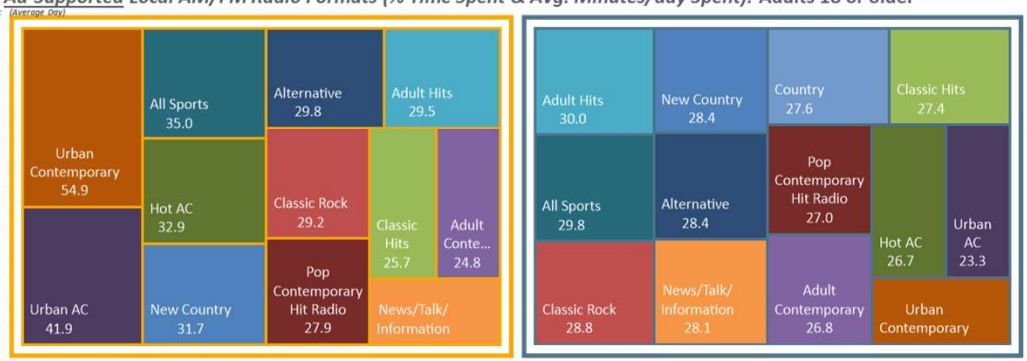
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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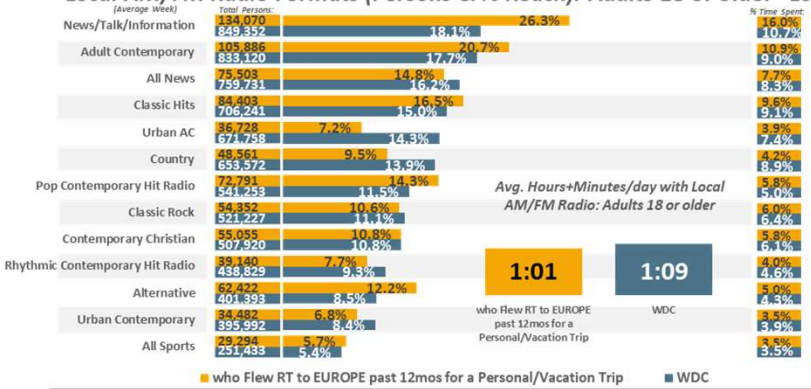
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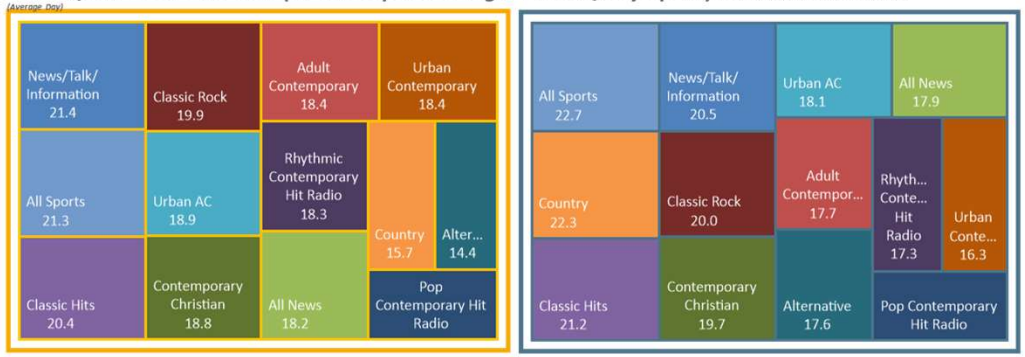


477,380 or 76.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Pop Contemporary Hit Radio, and Alternative.

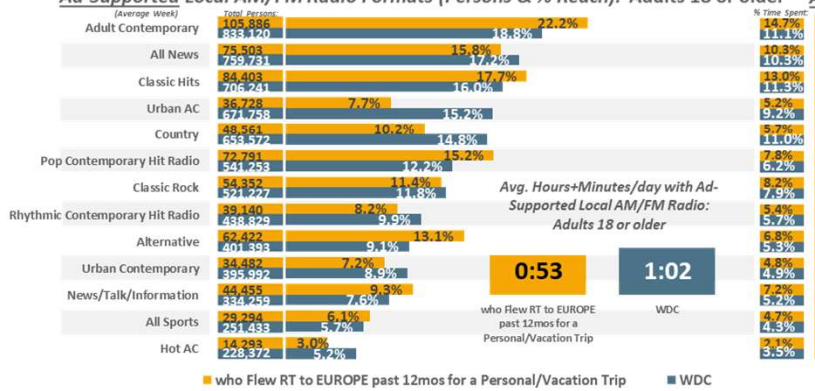
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



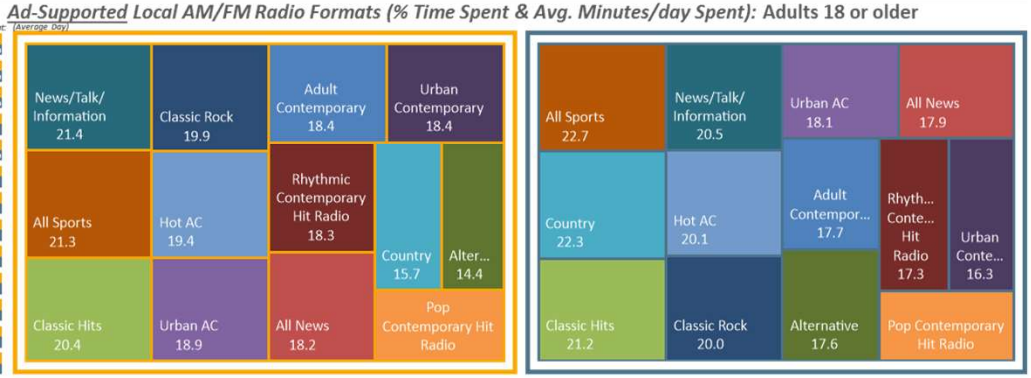
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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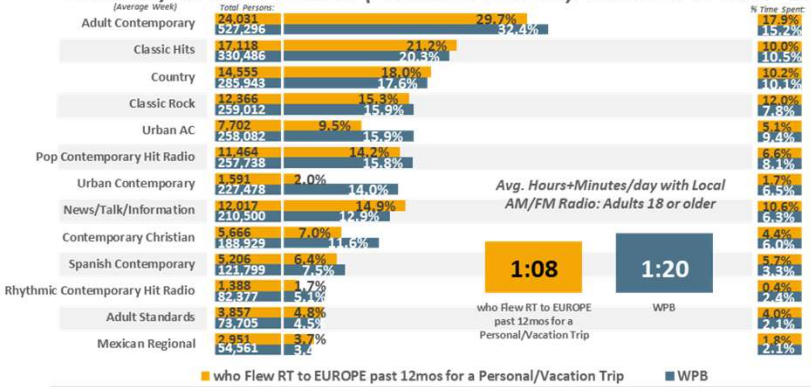
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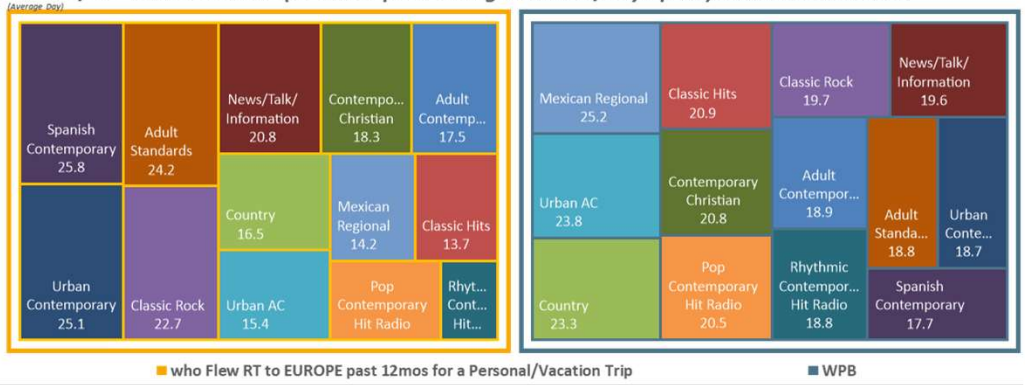


75,479 or 69.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

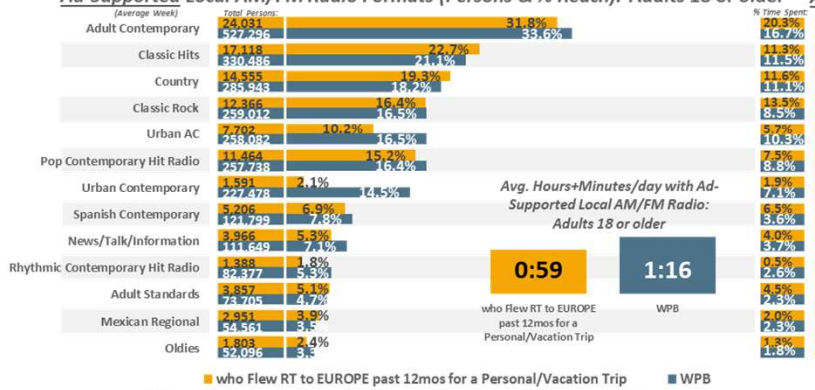
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



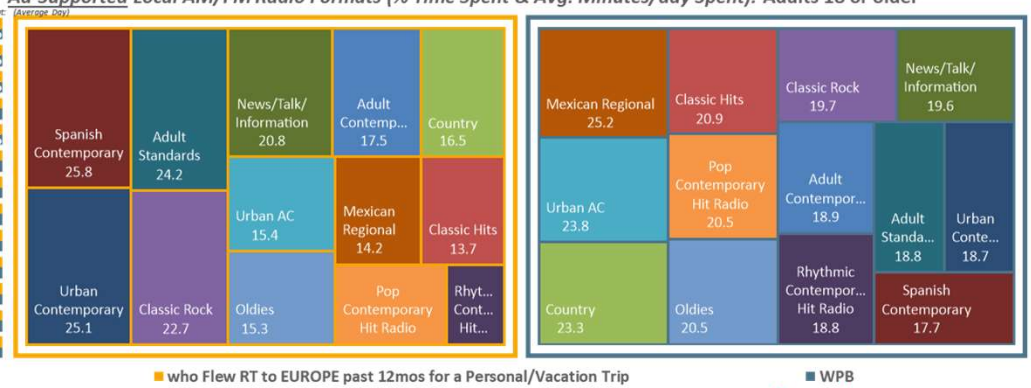
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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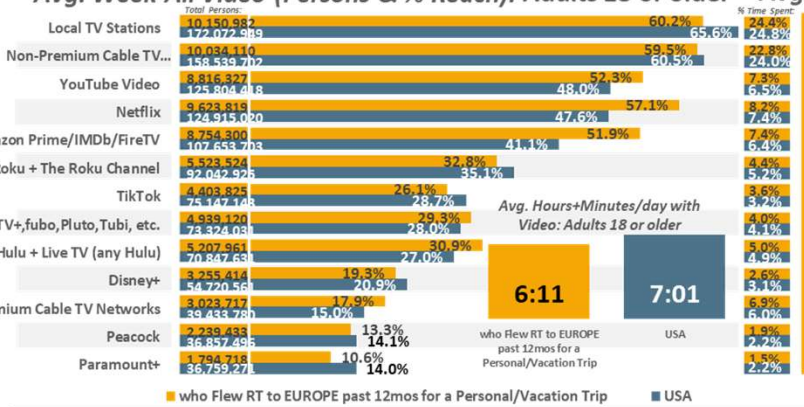
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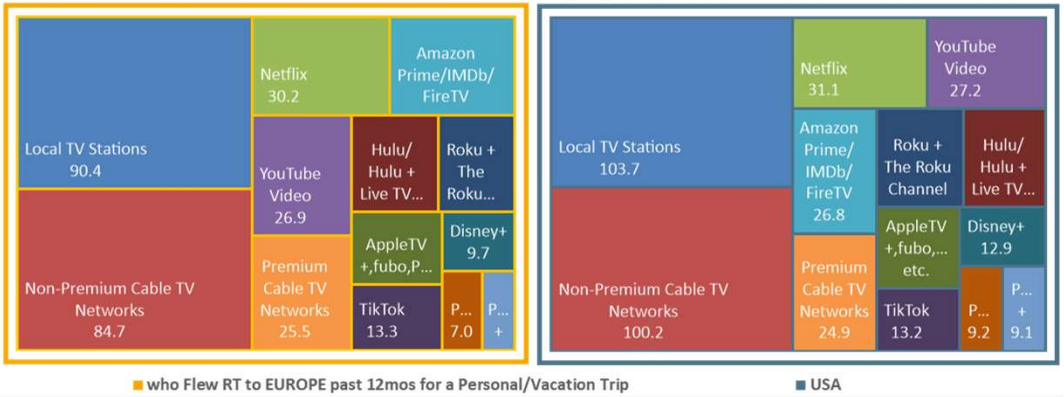


10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 83.2 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

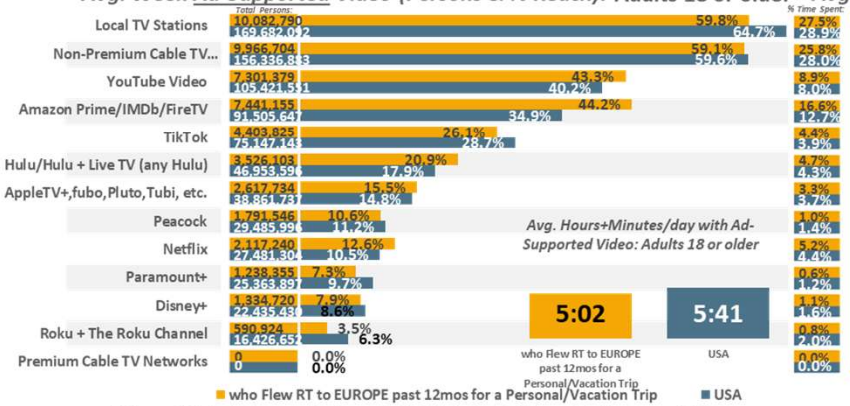
Avg. Week All Video (Persons & % Reach): Adults 18 or older



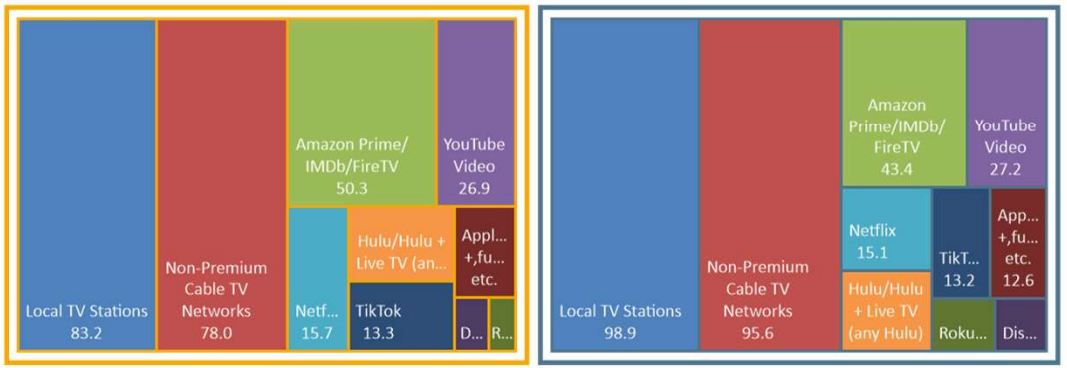
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

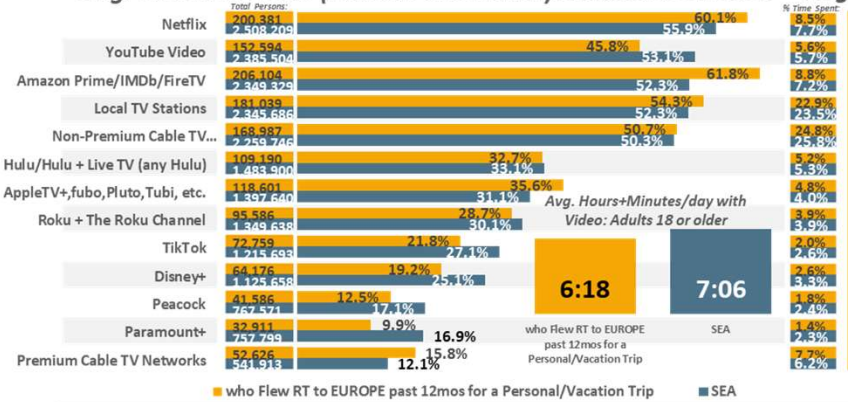
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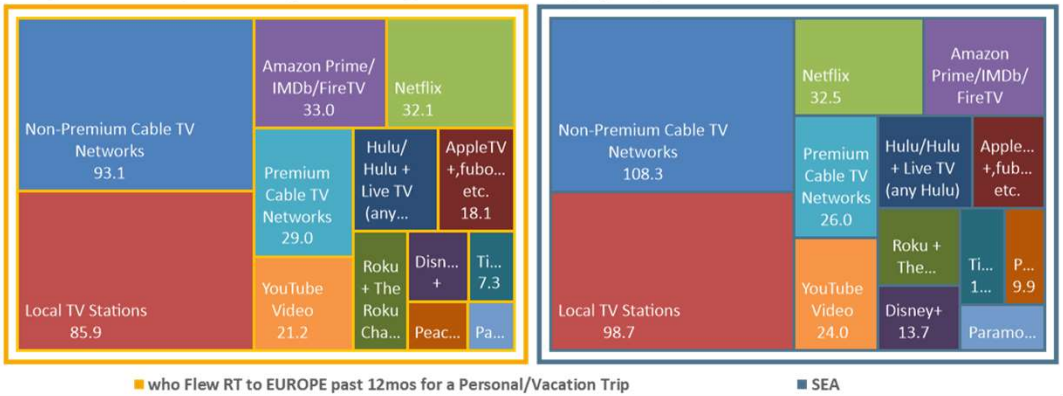


178,833 or 53.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

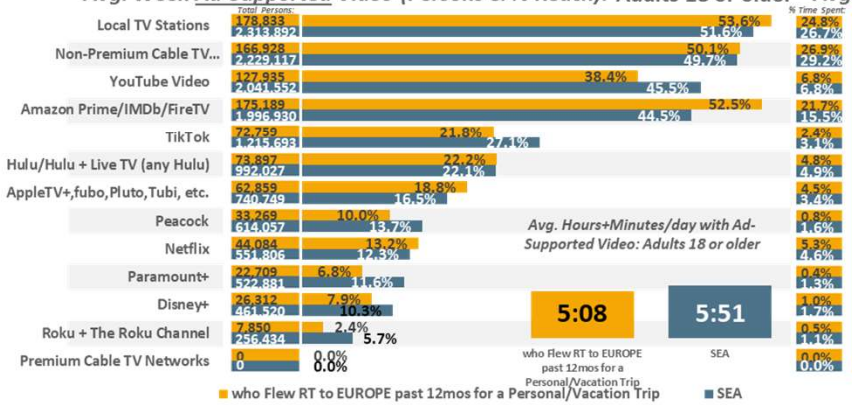
Avg. Week All Video (Persons & % Reach): Adults 18 or older



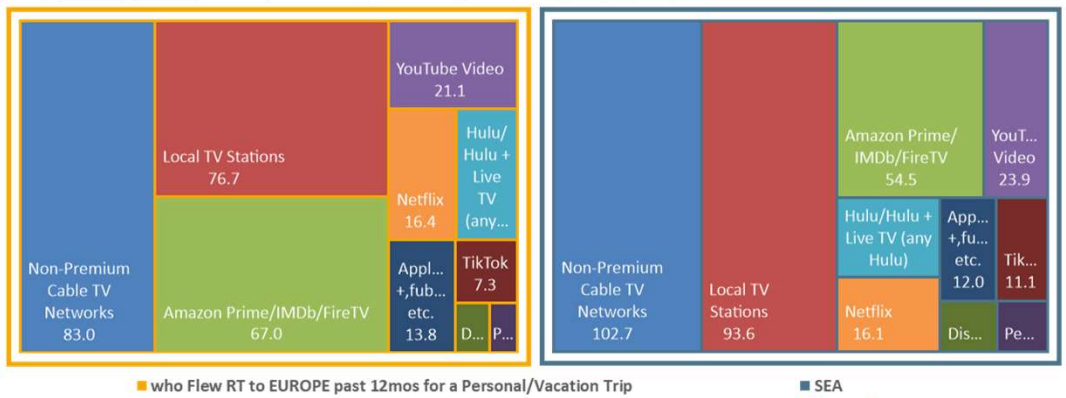
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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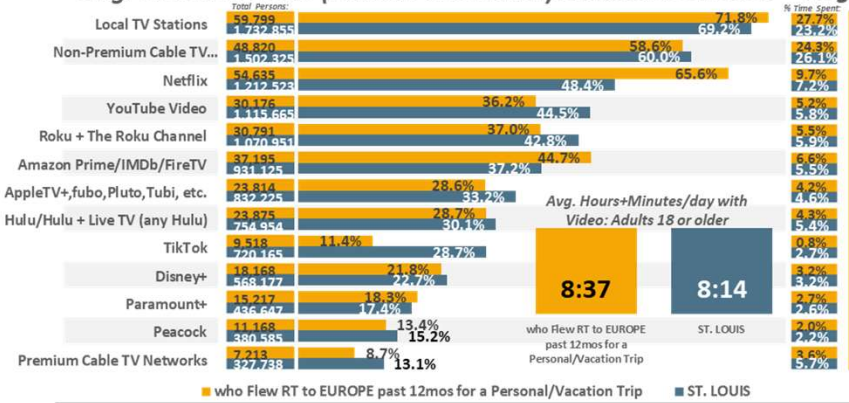
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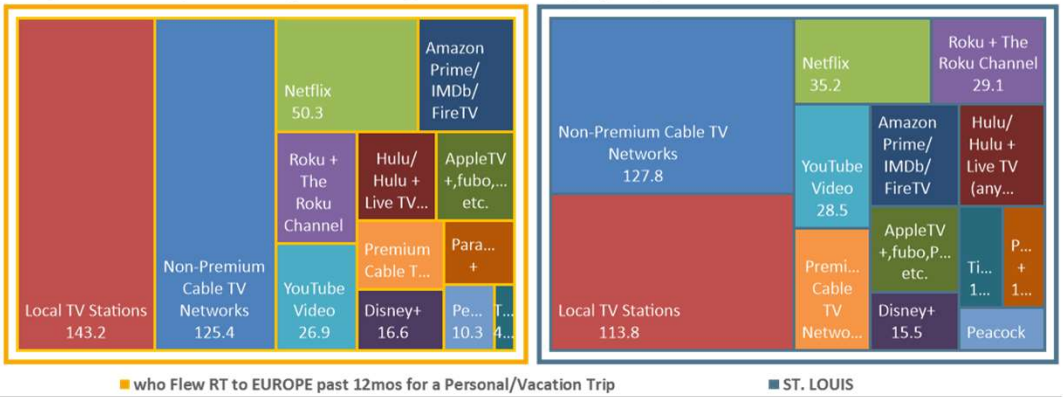


59,618 or 71.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 132.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

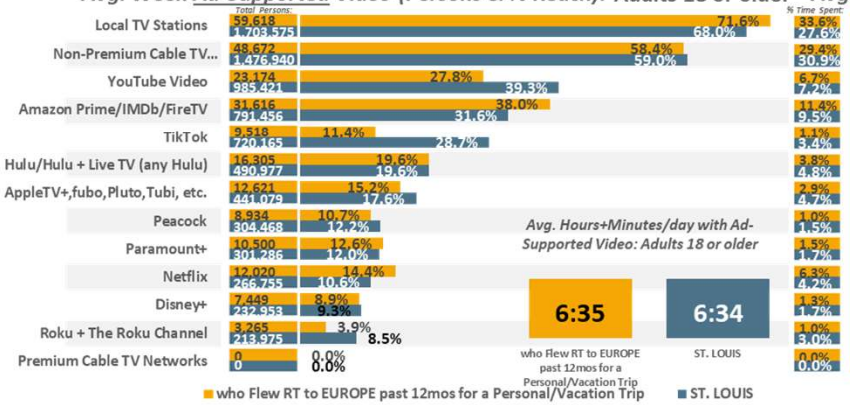
Avg. Week All Video (Persons & % Reach): Adults 18 or older



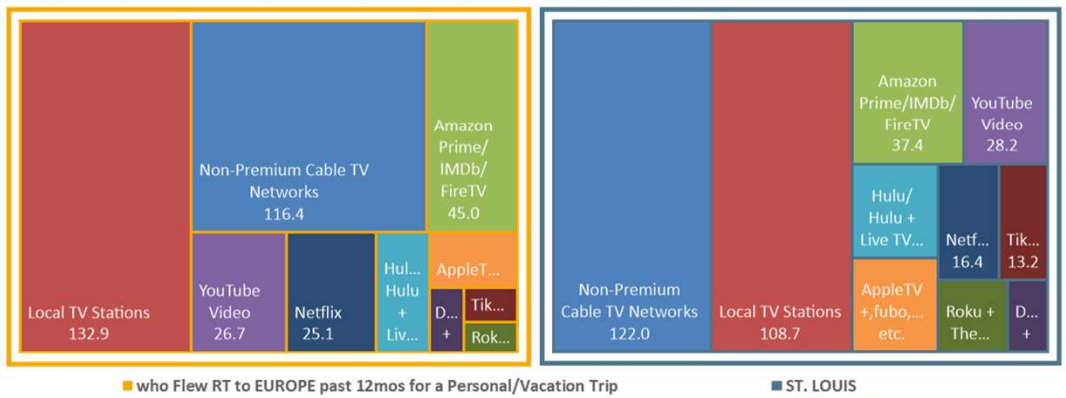
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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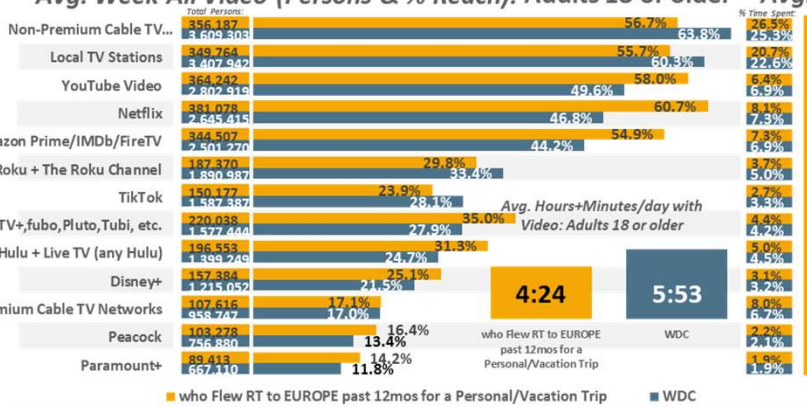
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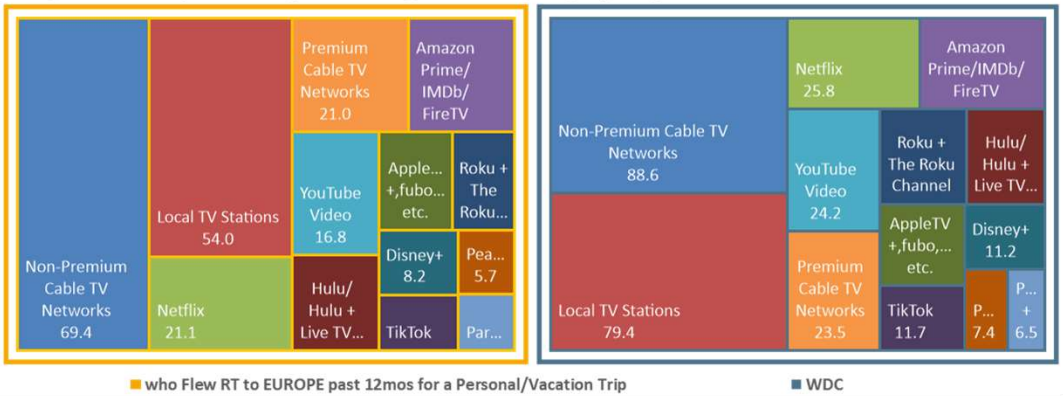


347,929 or 55.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 50. minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

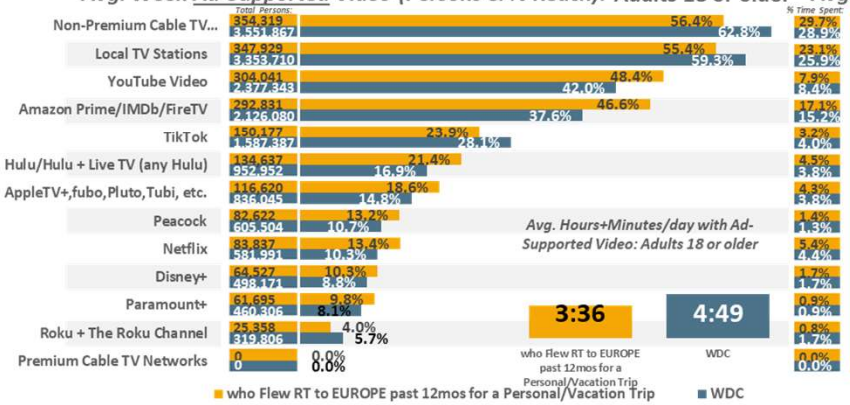
Avg. Week All Video (Persons & % Reach): Adults 18 or older



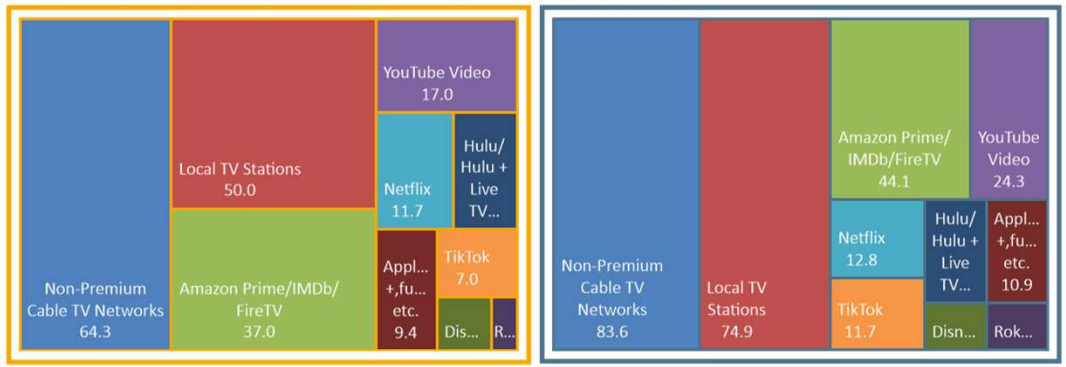
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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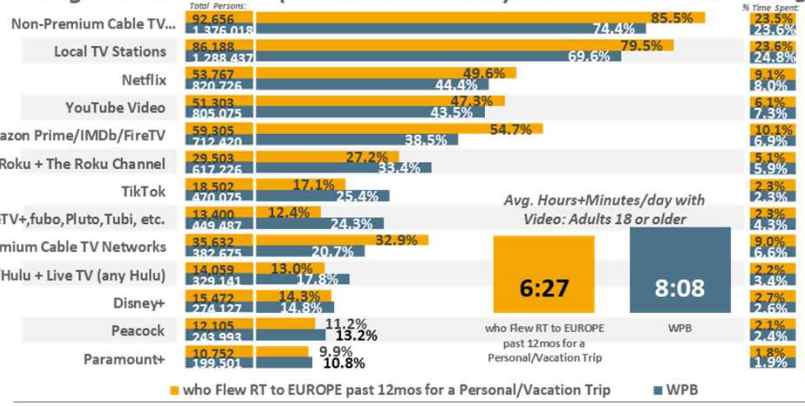
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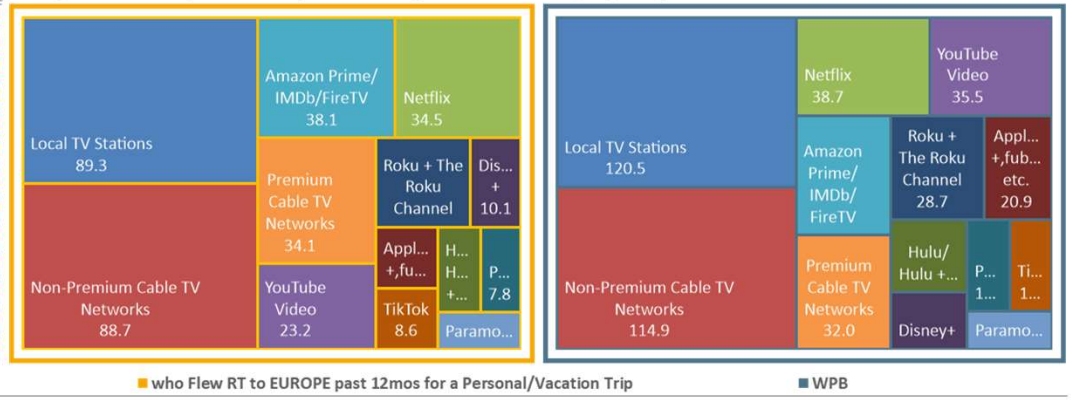


84,241 or 77.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 80.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

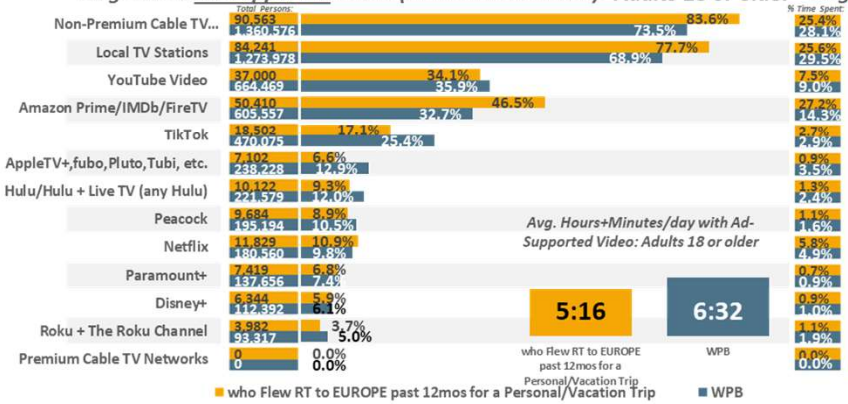
Avg. Week All Video (Persons & % Reach): Adults 18 or older



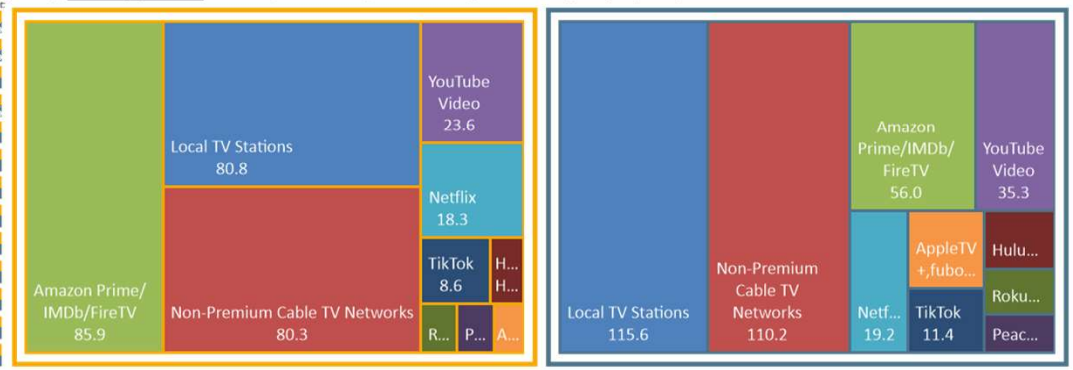
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

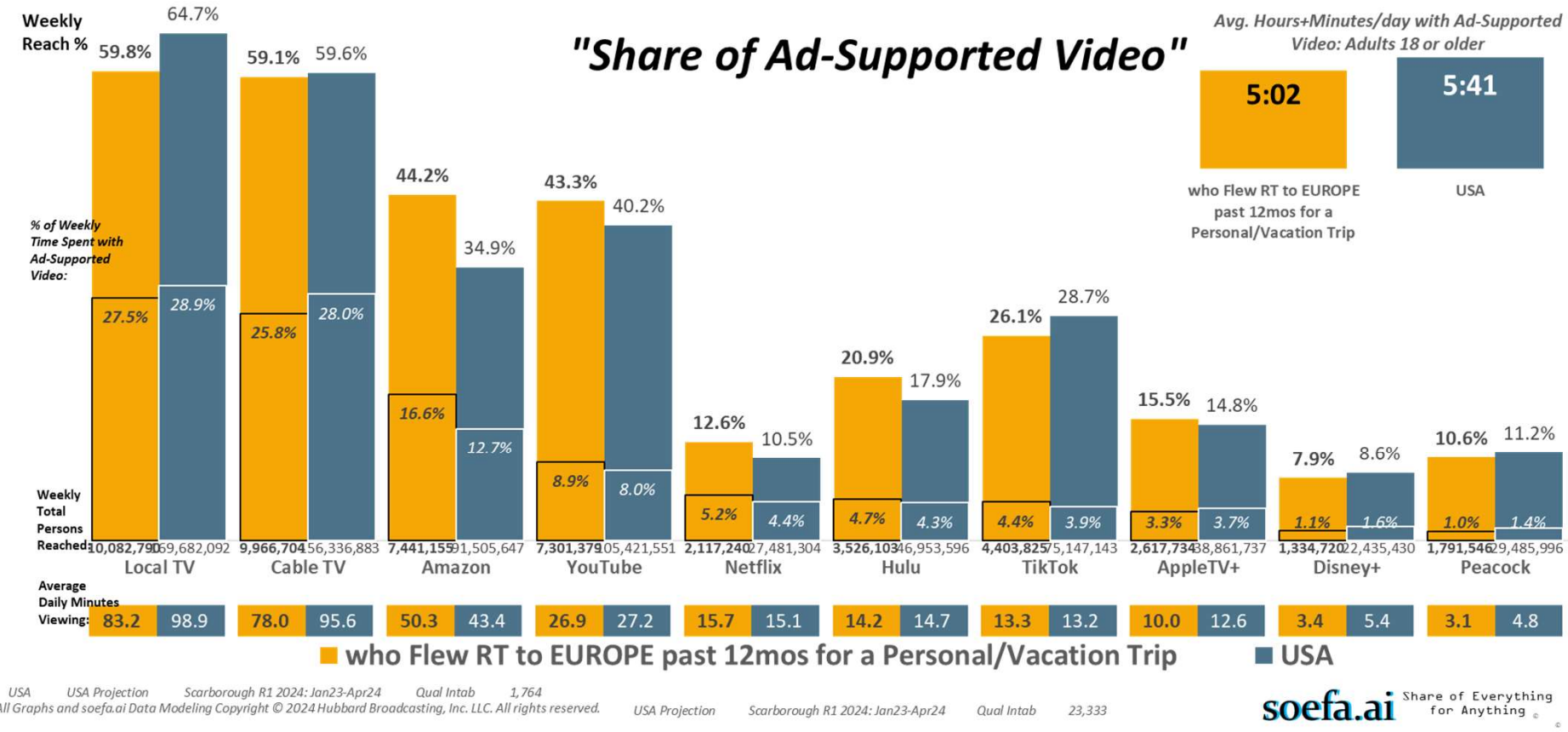
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10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 83.2 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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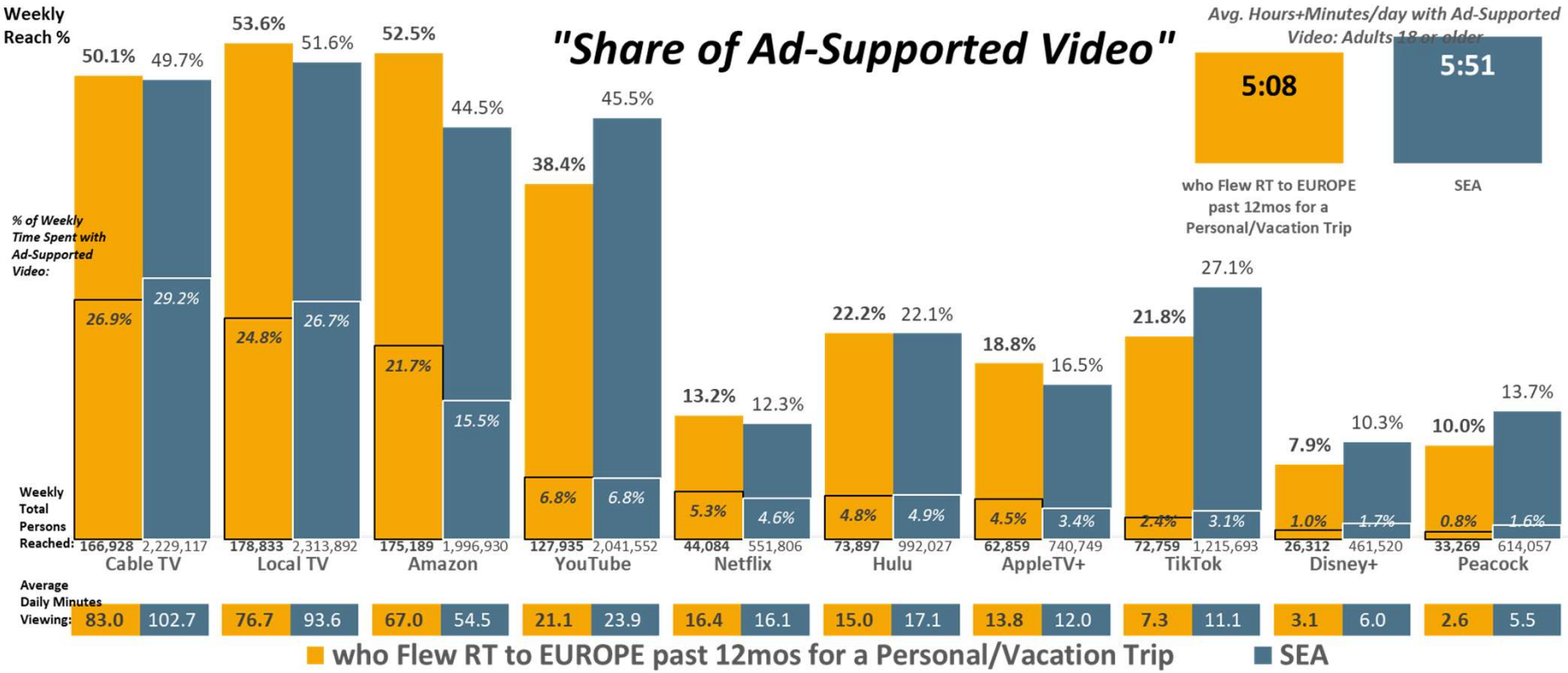
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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178,833 or 53.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

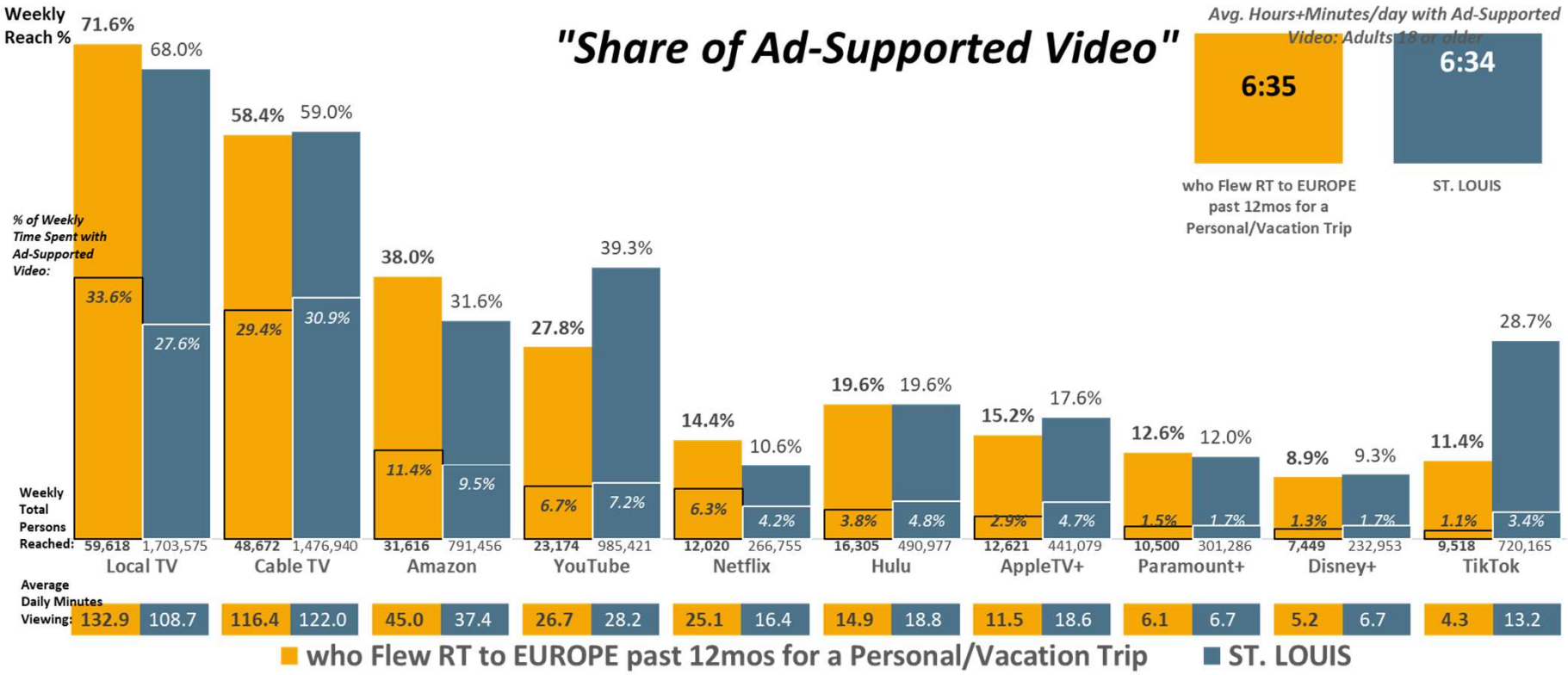
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59,618 or 71.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 132.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

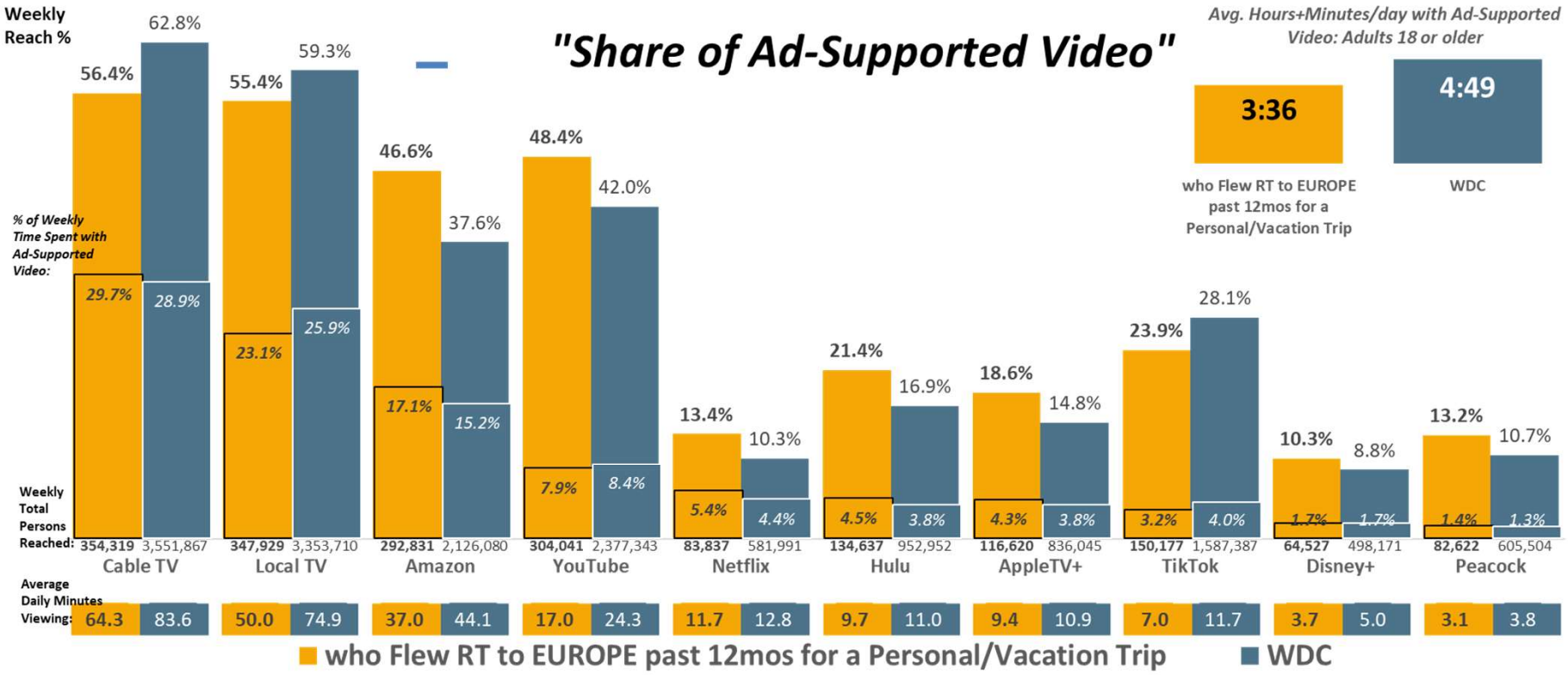
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347,929 or 55.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 50. minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

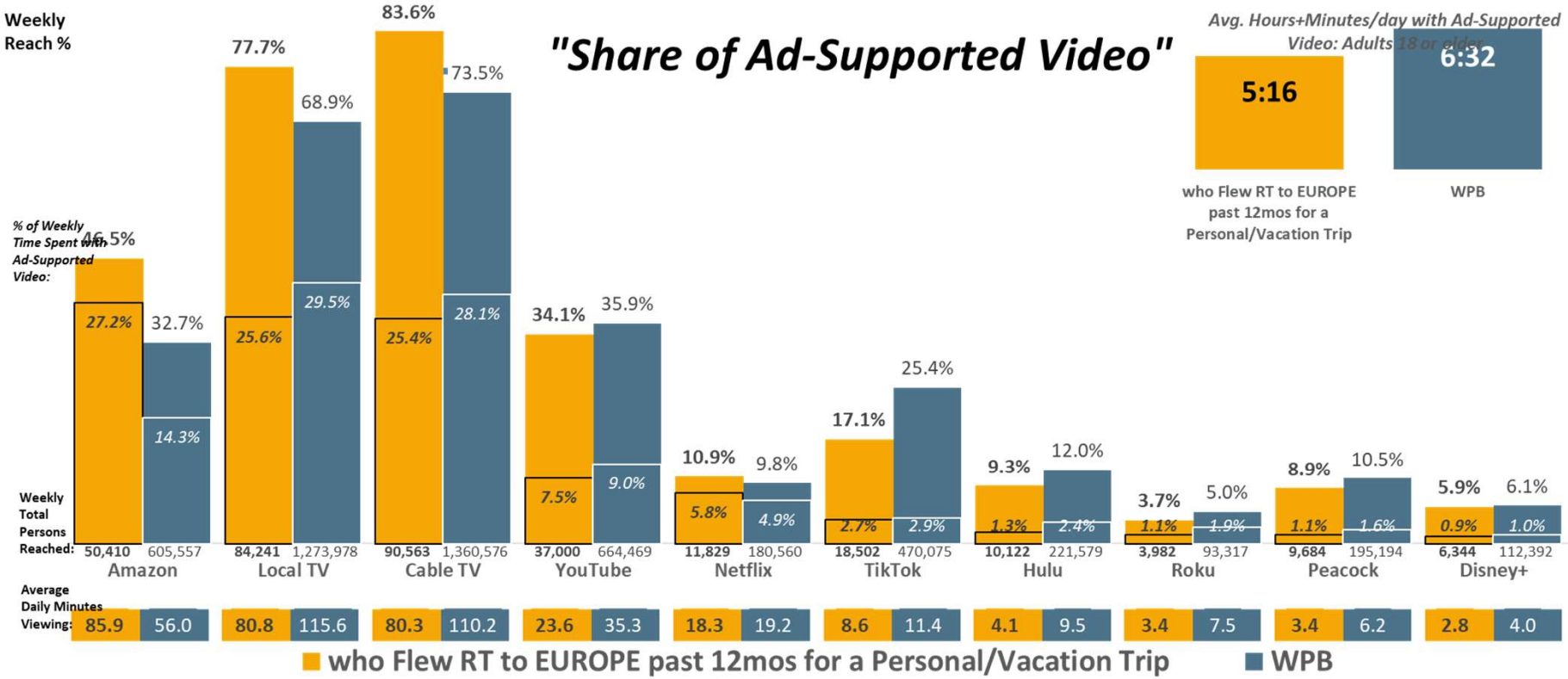
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84,241 or 77.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 80.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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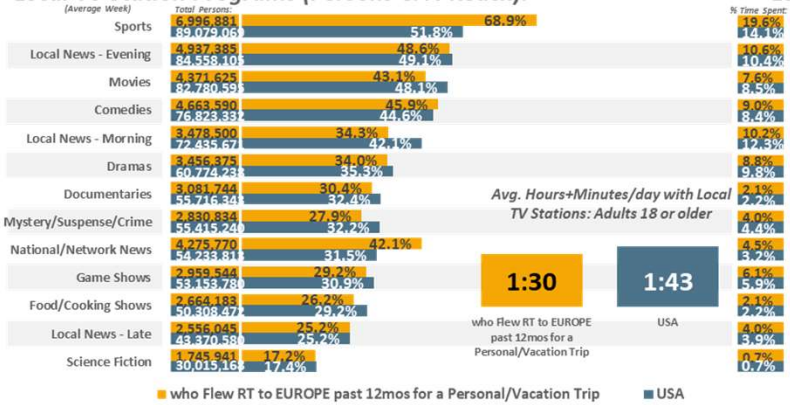
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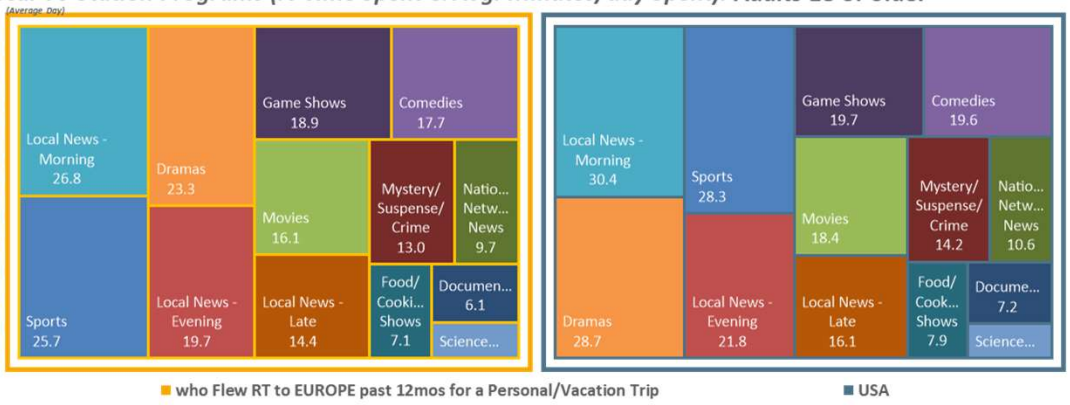


10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, National/Network News, and Local News - Mo

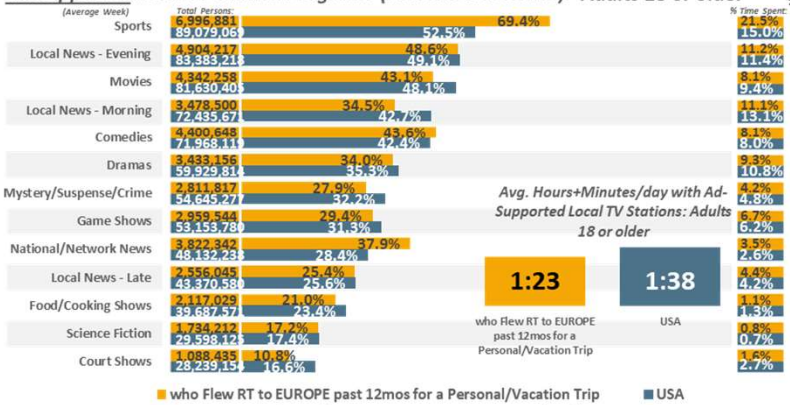
Local TV Station Programs (Persons & % Reach): Adults 18 or older



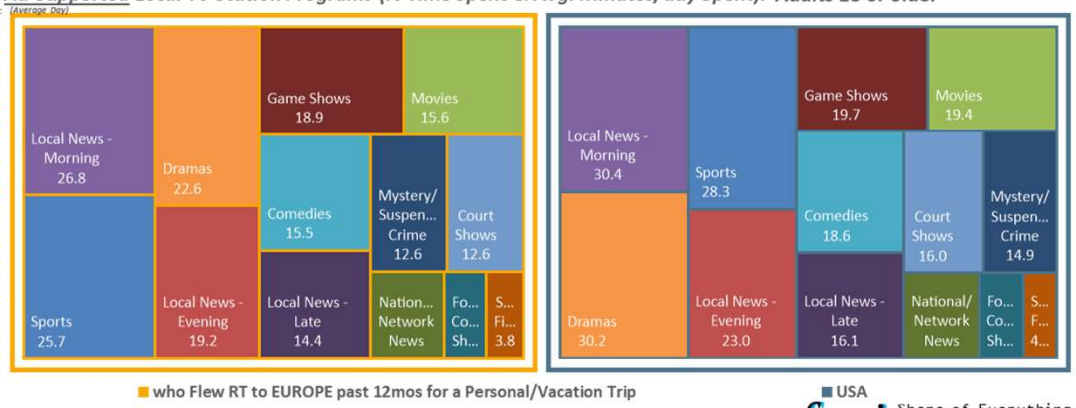
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

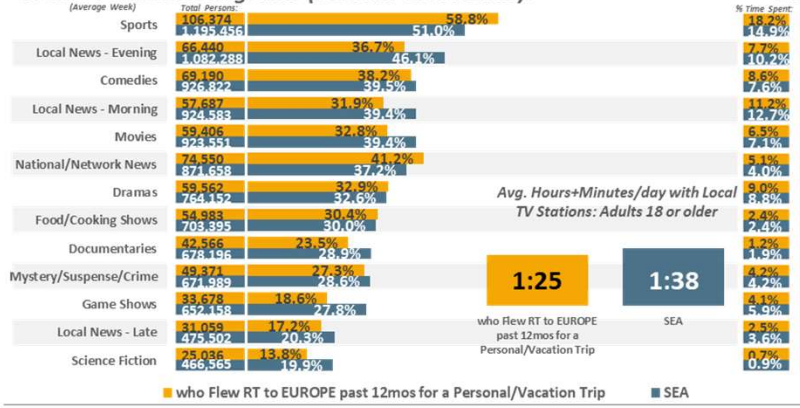
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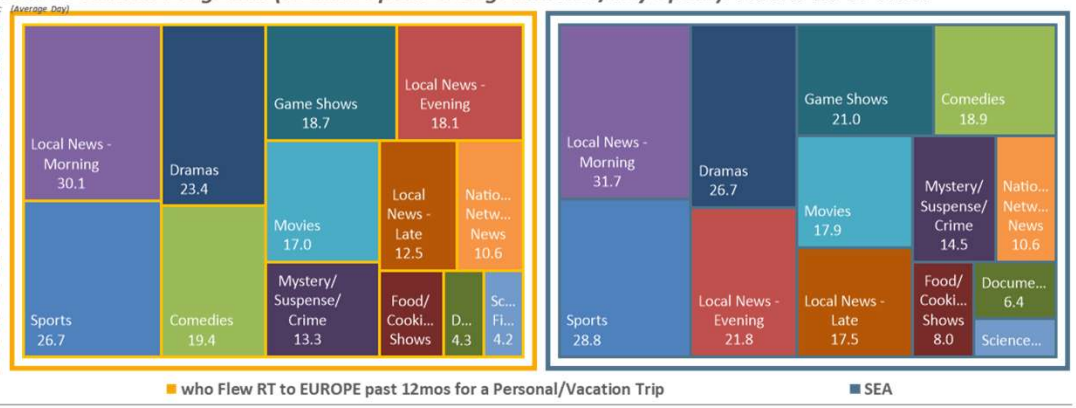


178,833 or 53.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, National/Network News, Local News - Evening, Comedies, Dramas, and Movies.

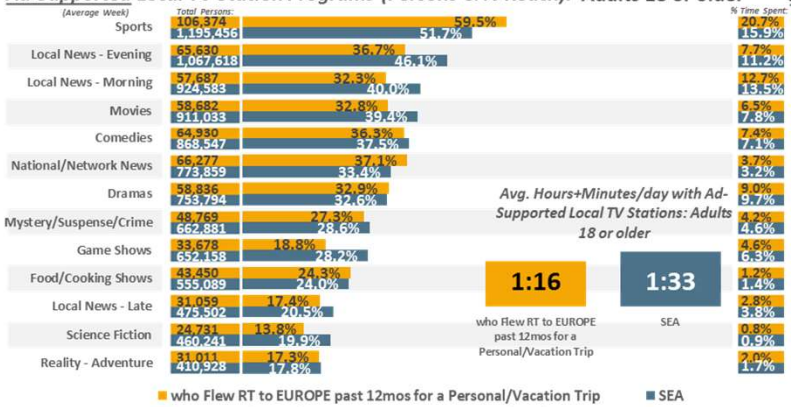
Local TV Station Programs (Persons & % Reach): Adults 18 or older



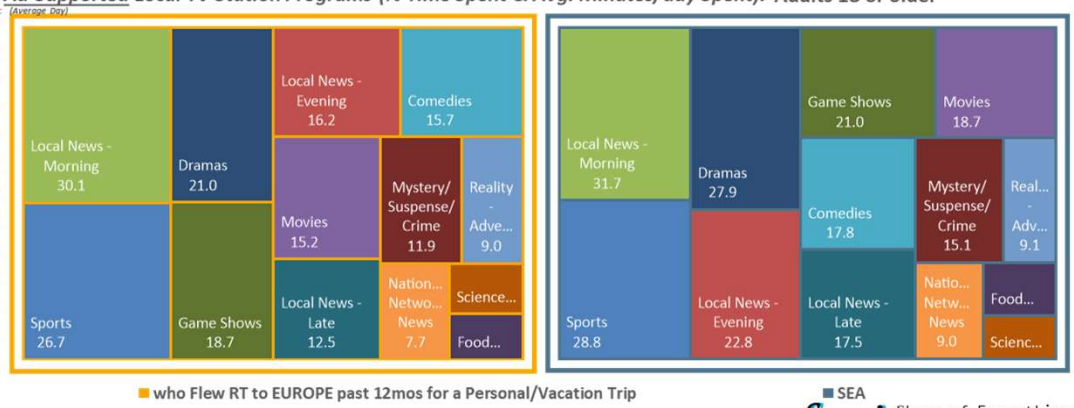
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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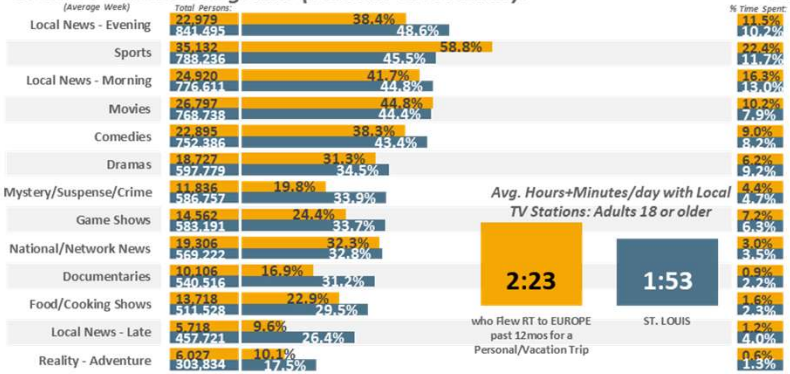
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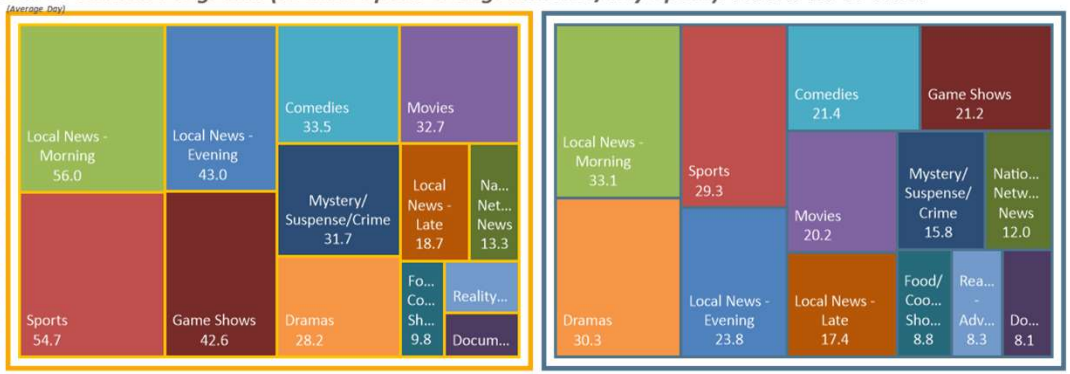


59,618 or 71.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Local News - Evening, Comedies, and Dramas.

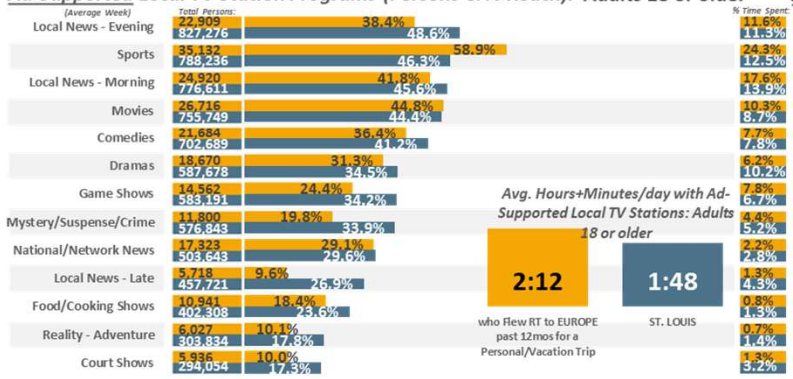
Local TV Station Programs (Persons & % Reach): Adults 18 or older



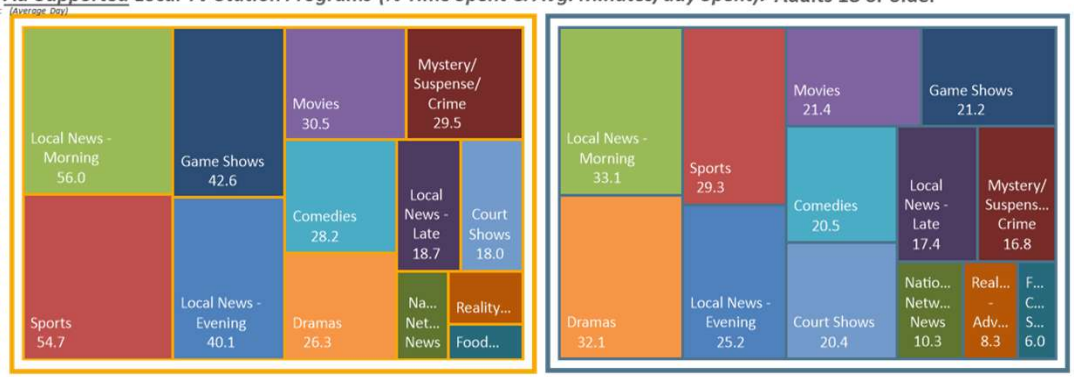
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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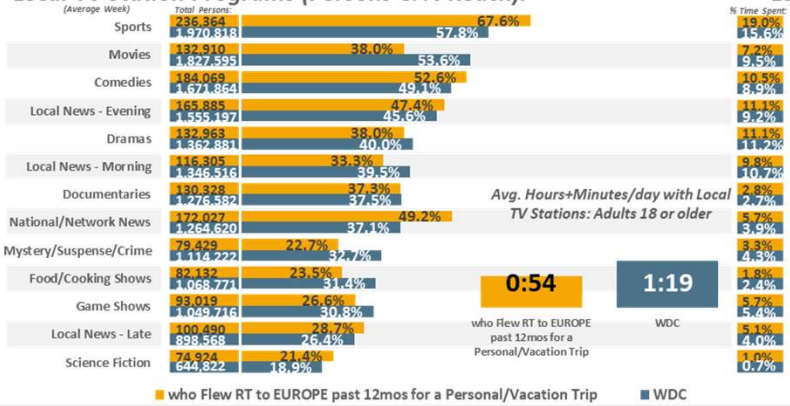
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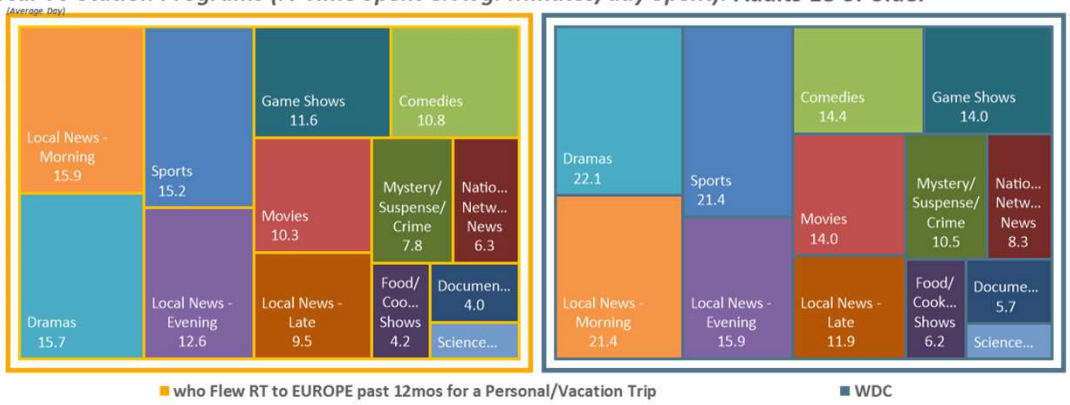


347,929 or 55.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, National/Network News, Dramas, and Movies.

Local TV Station Programs (Persons & % Reach): Adults 18 or older



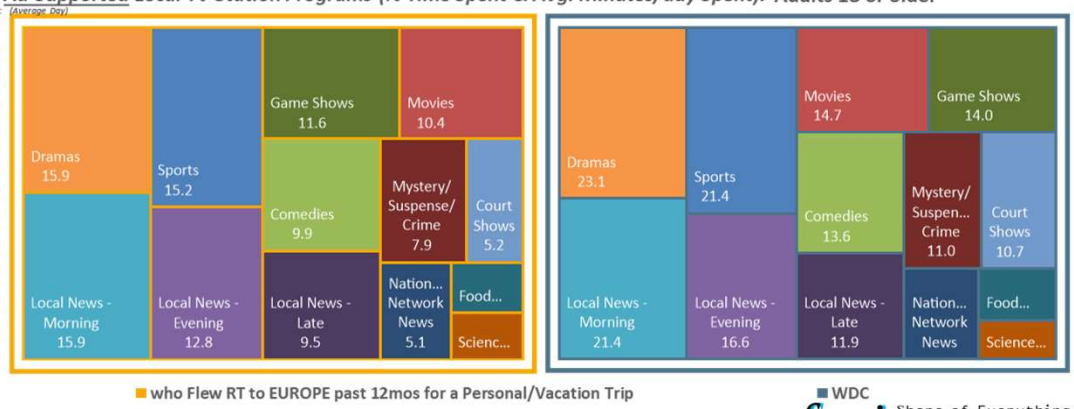
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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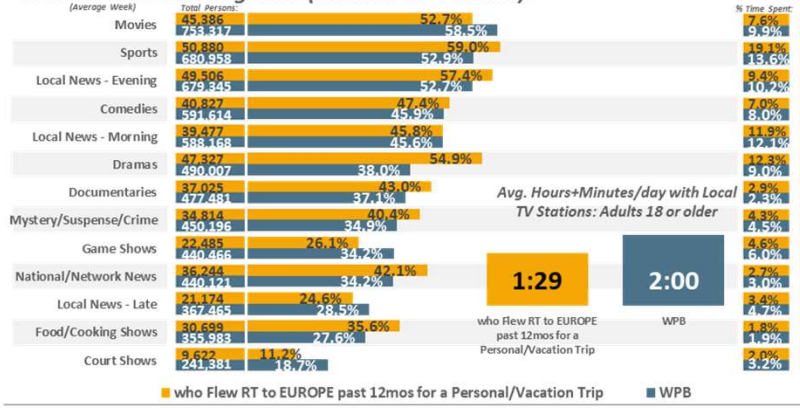
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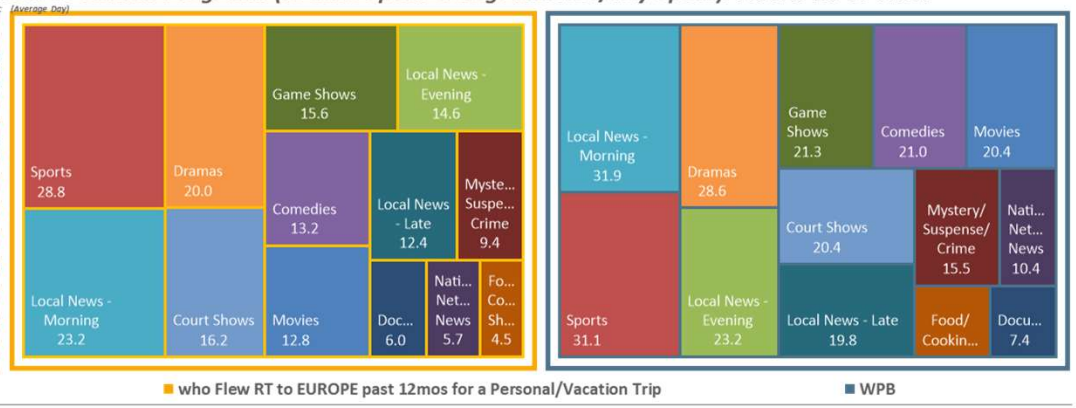


84,241 or 77.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Movies, Local News - Morning, and Comedies.

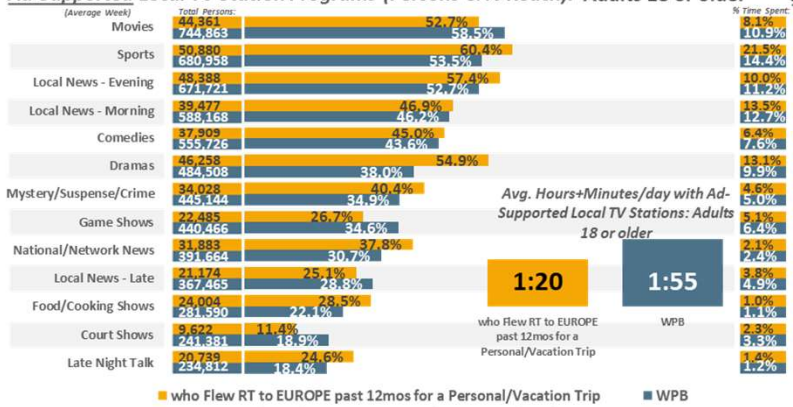
Local TV Station Programs (Persons & % Reach): Adults 18 or older



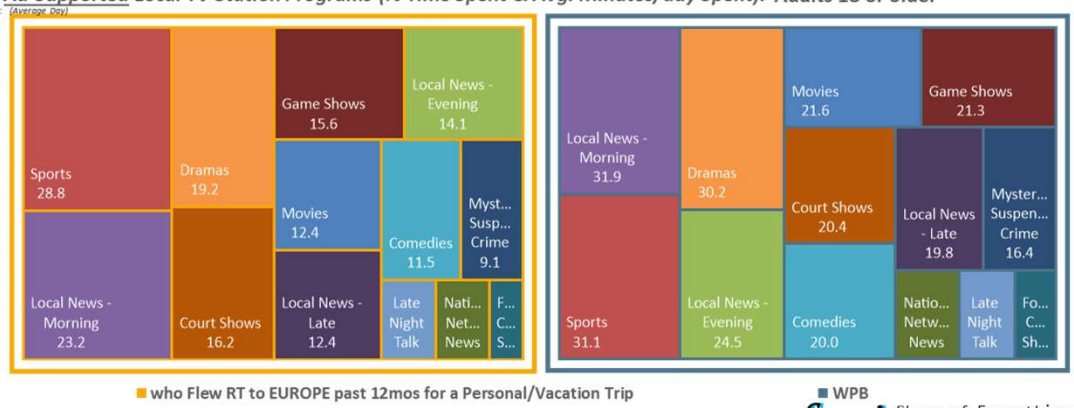
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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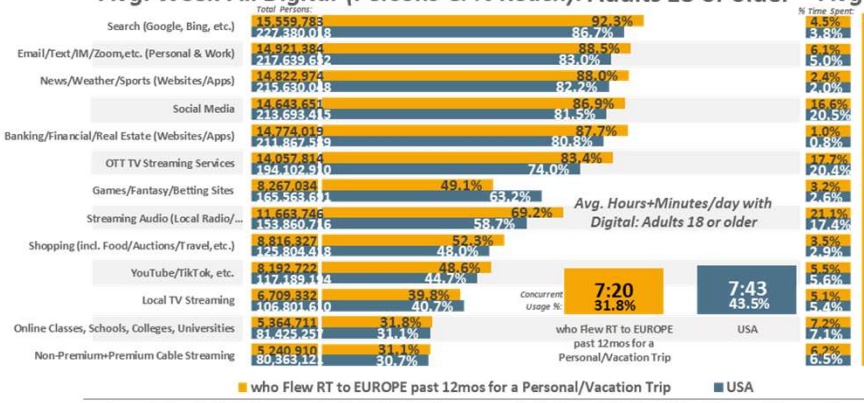
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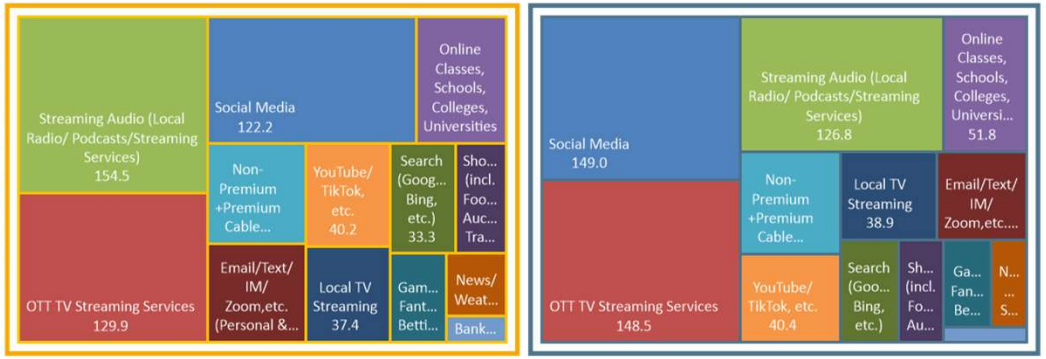


12,837,087 or 76.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 107.1 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

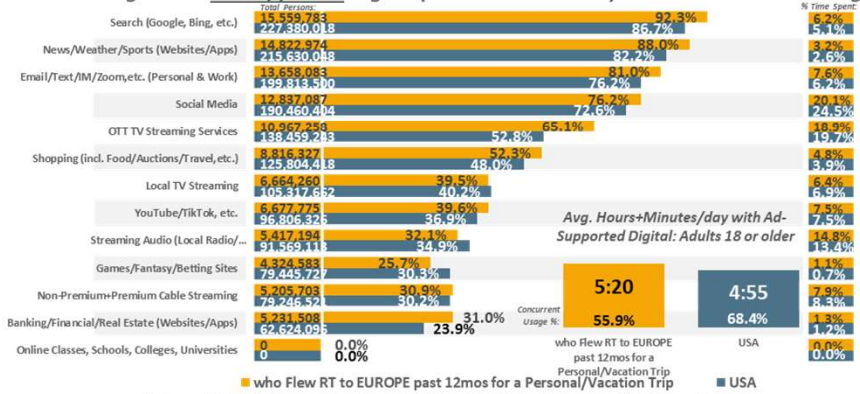


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

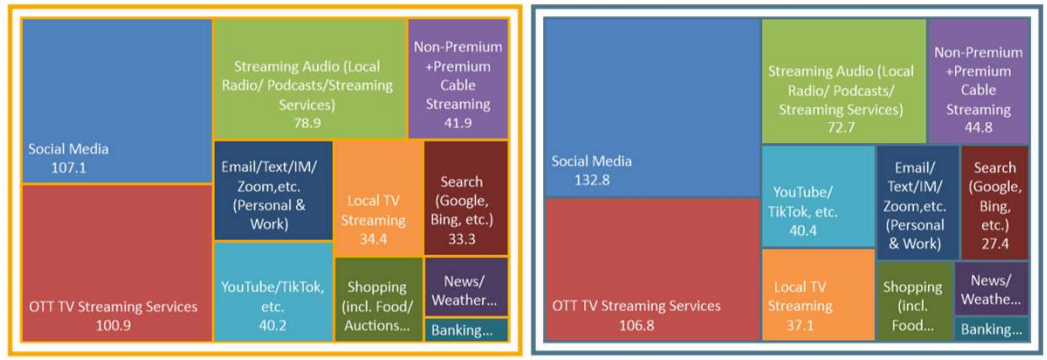


■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

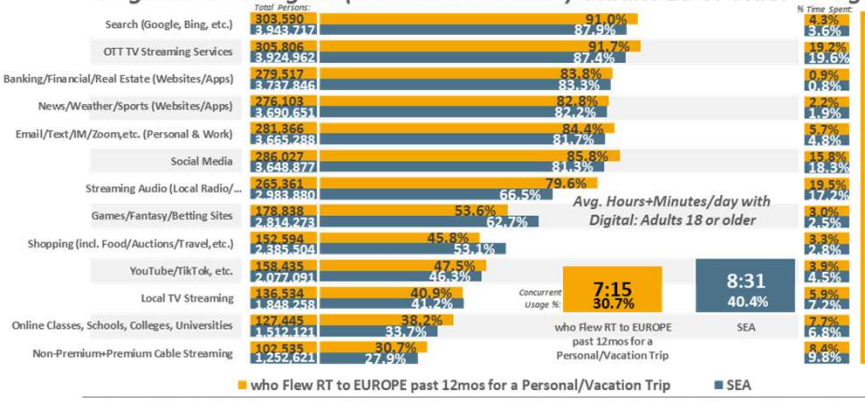
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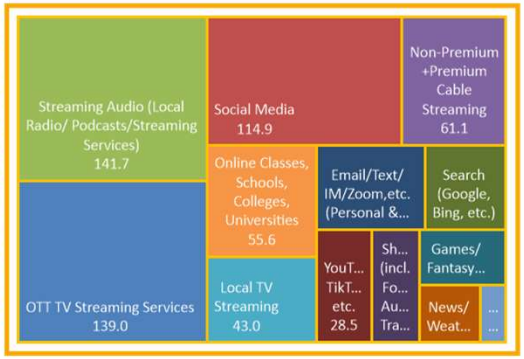


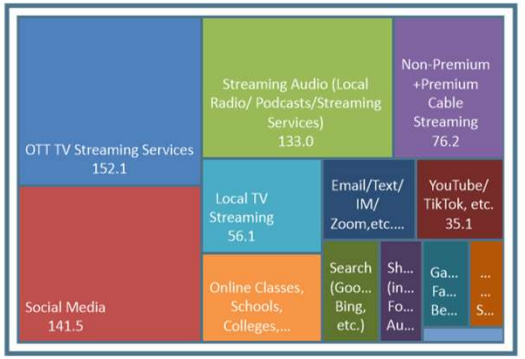
252,319 or 75.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 101.4 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

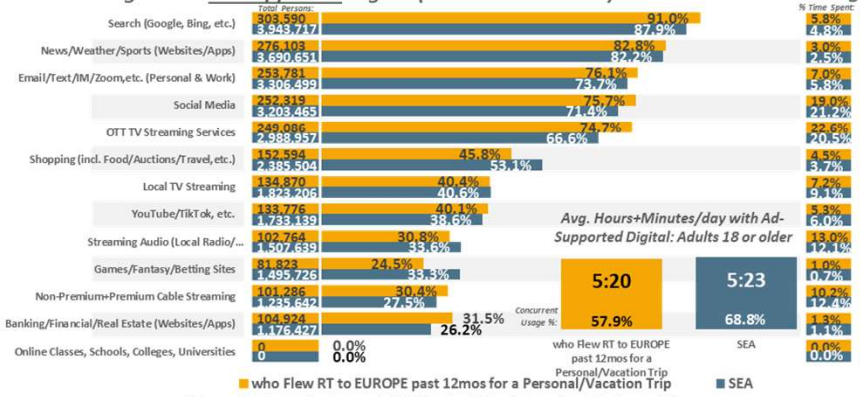


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

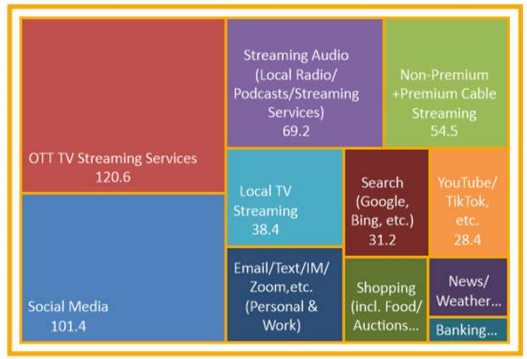


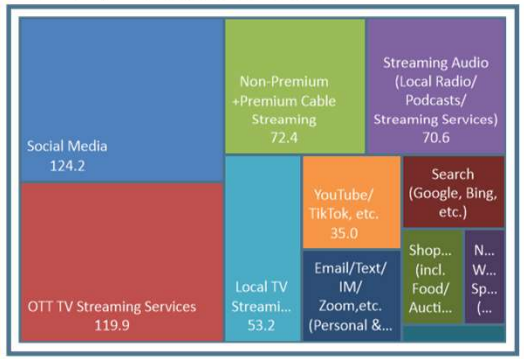


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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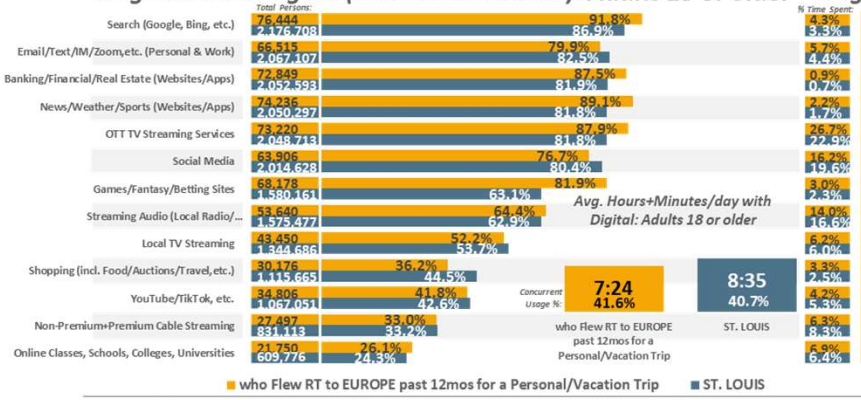
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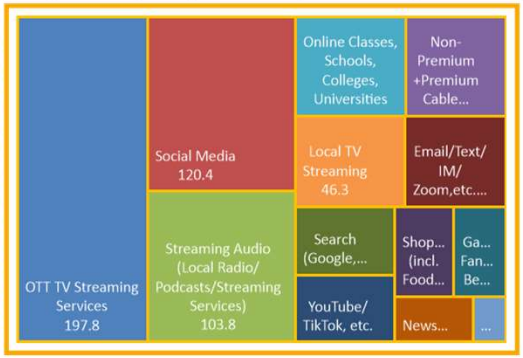


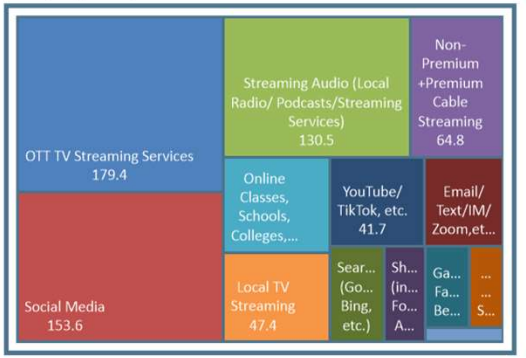
59,578 or 71.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 112.3 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

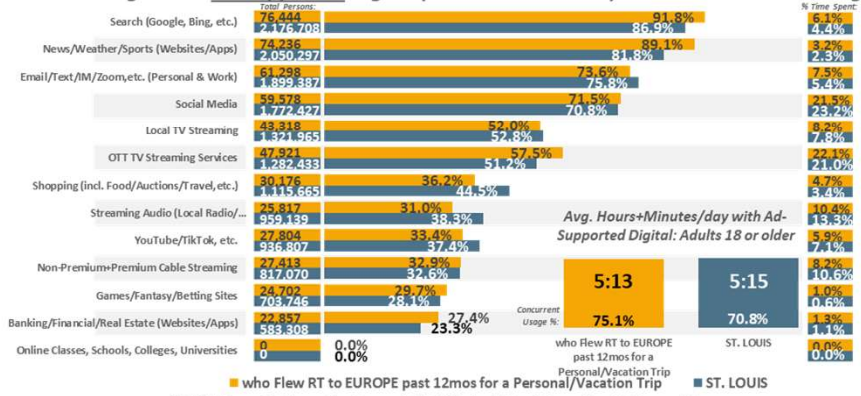


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

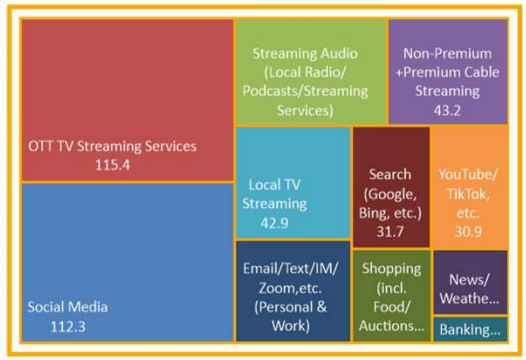


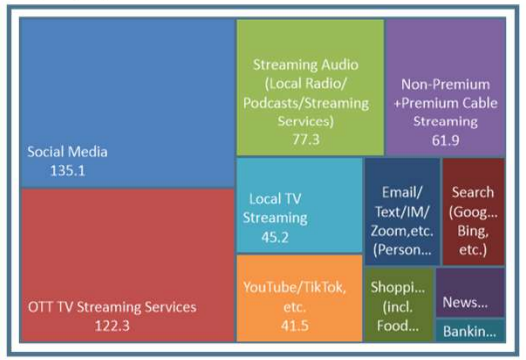


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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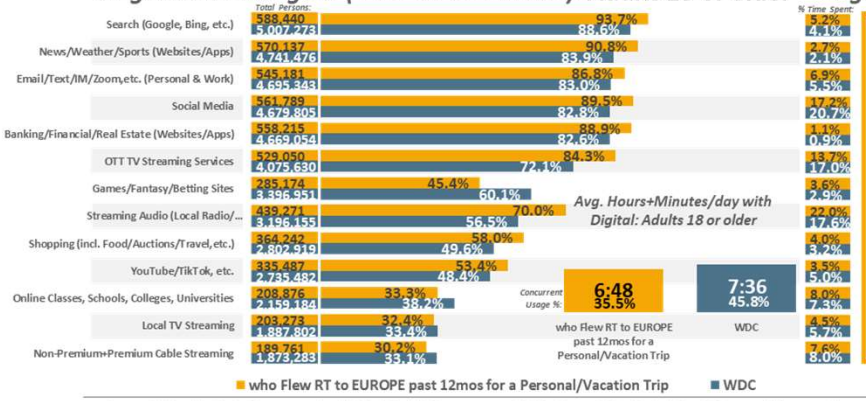
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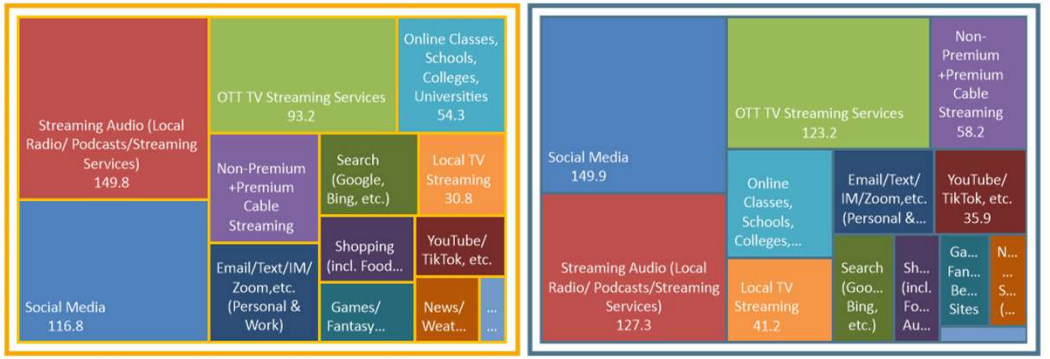


485,050 or 77.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 100.8 minutes every day representing 20.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

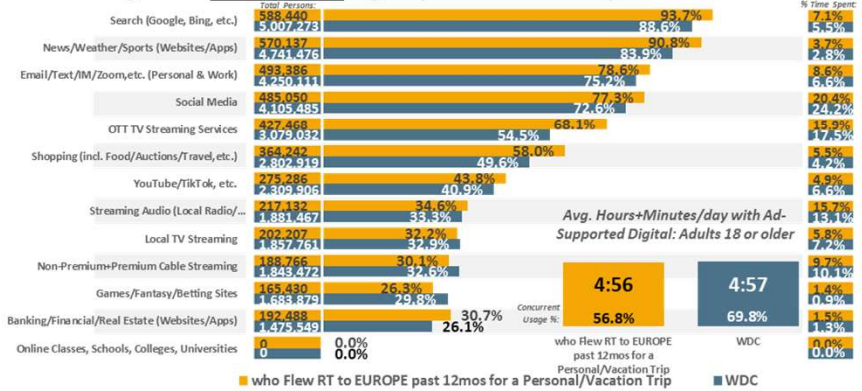


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

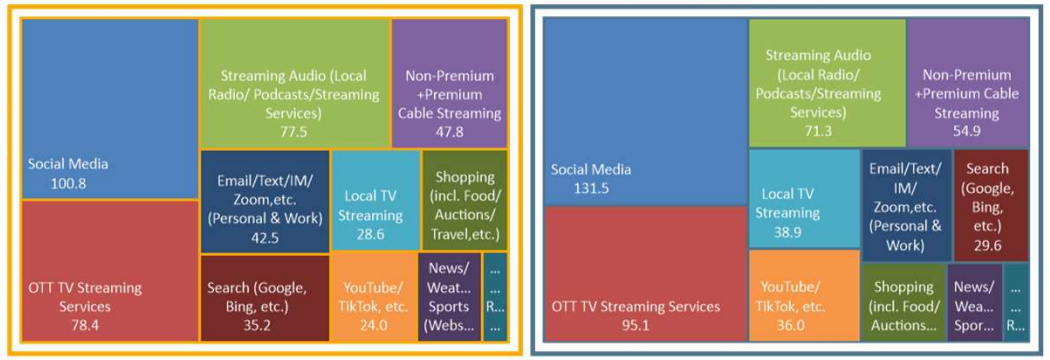


who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ WDC

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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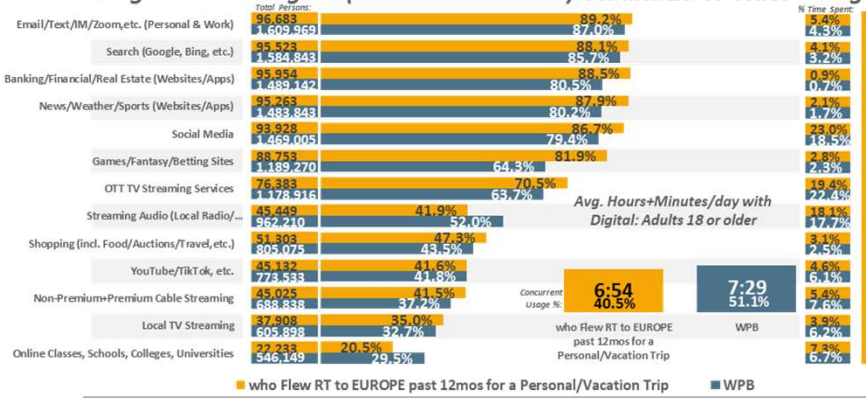
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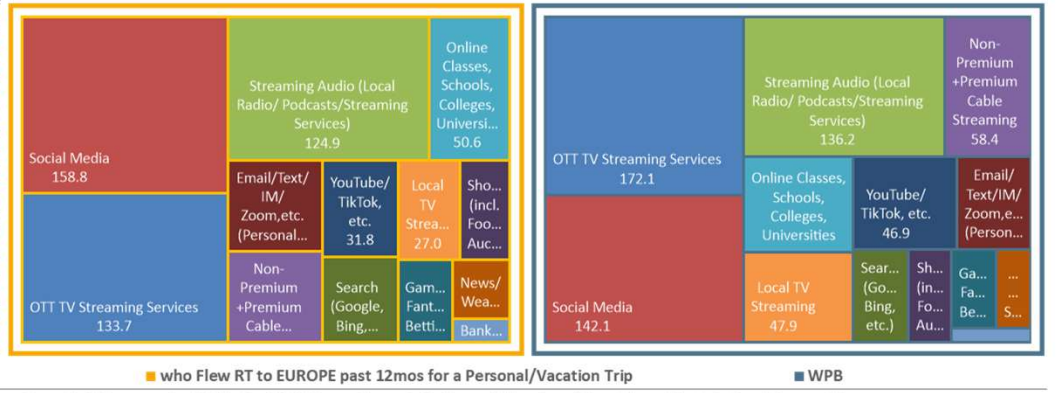


89,637 or 82.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 151.5 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

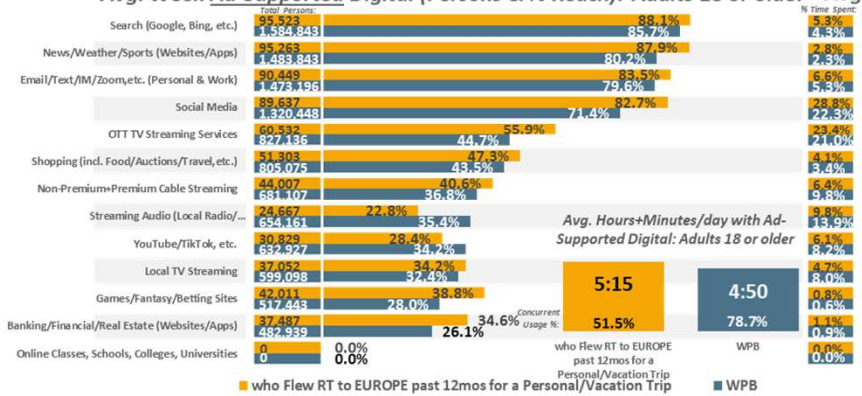
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



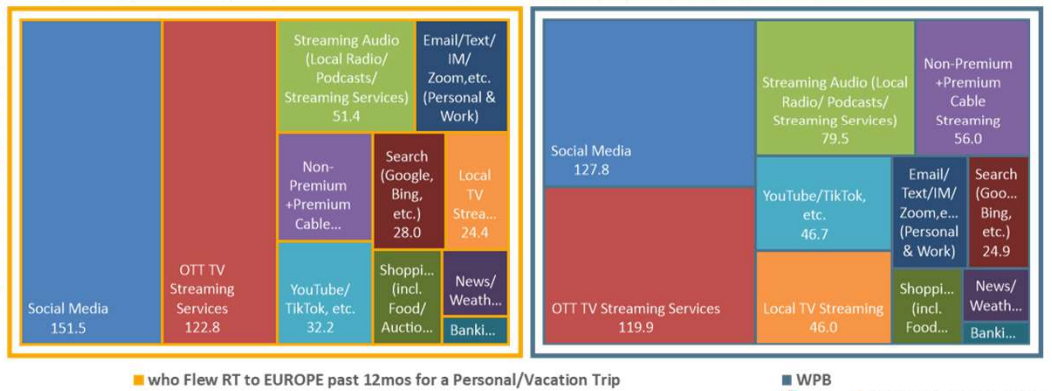
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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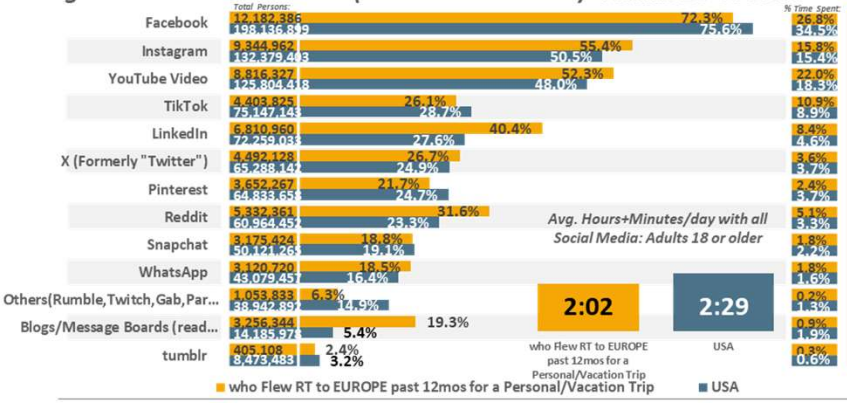
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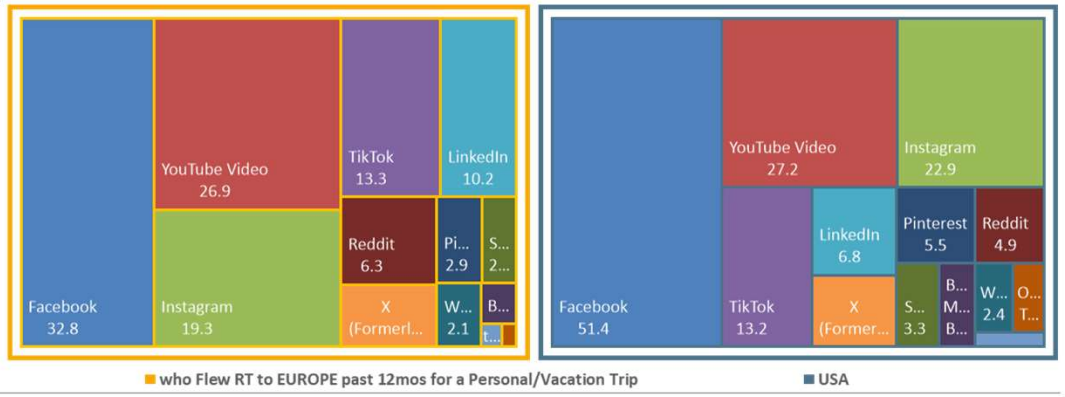


12,182,386 or 72.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 31.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

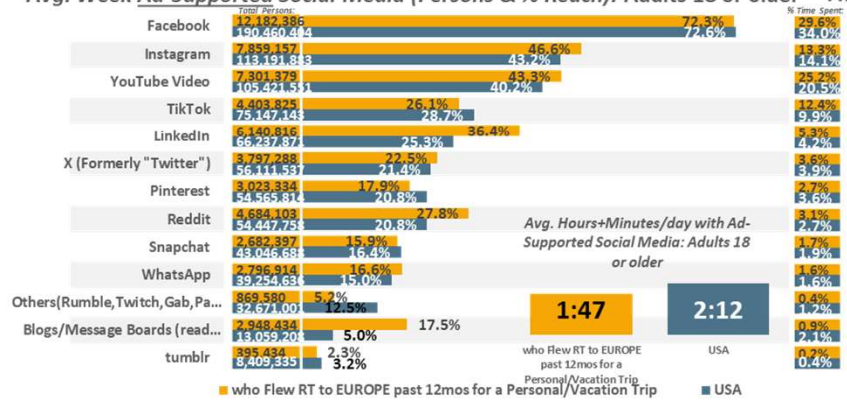
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



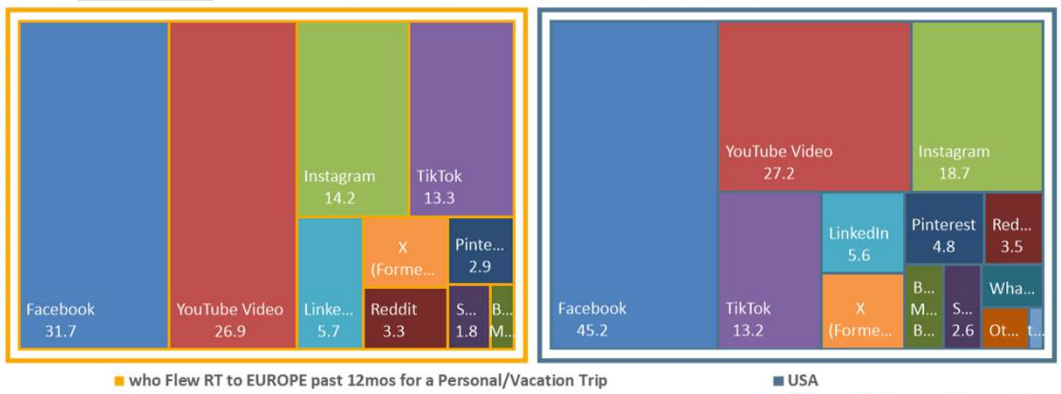
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

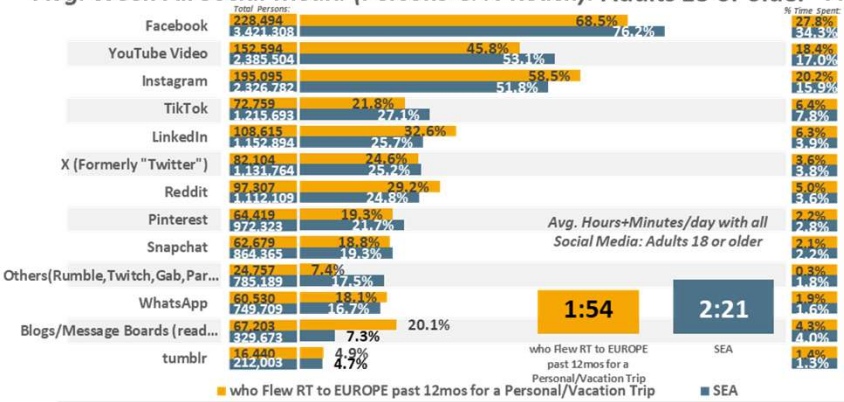
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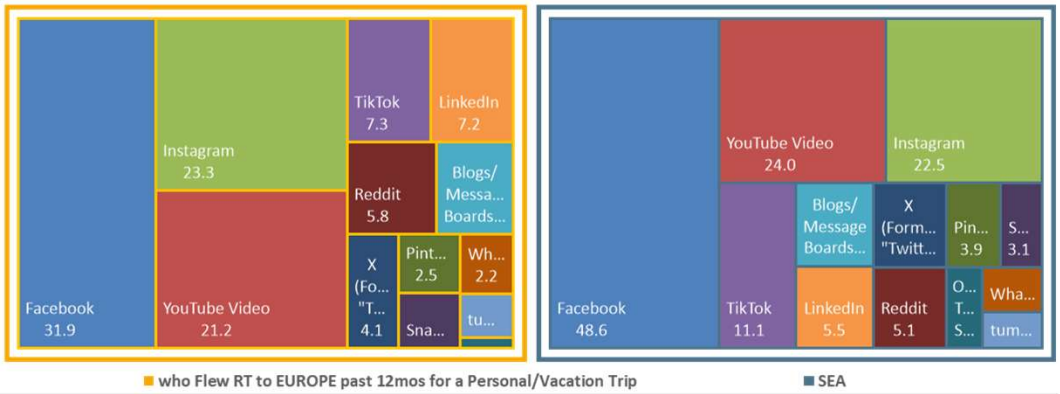


228,494 or 68.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 32.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

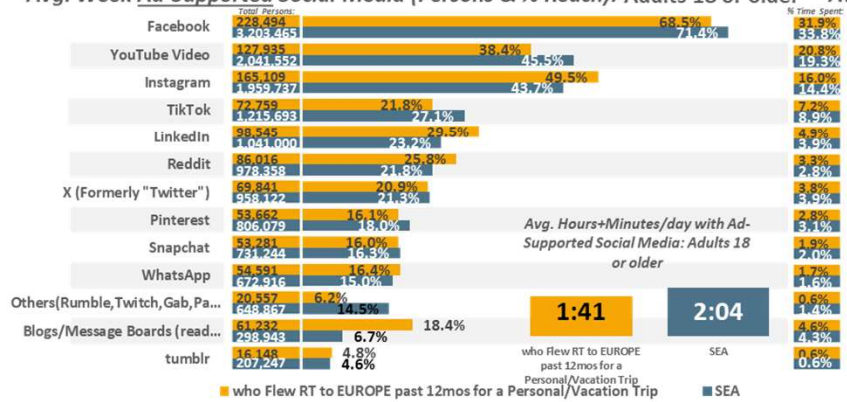
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



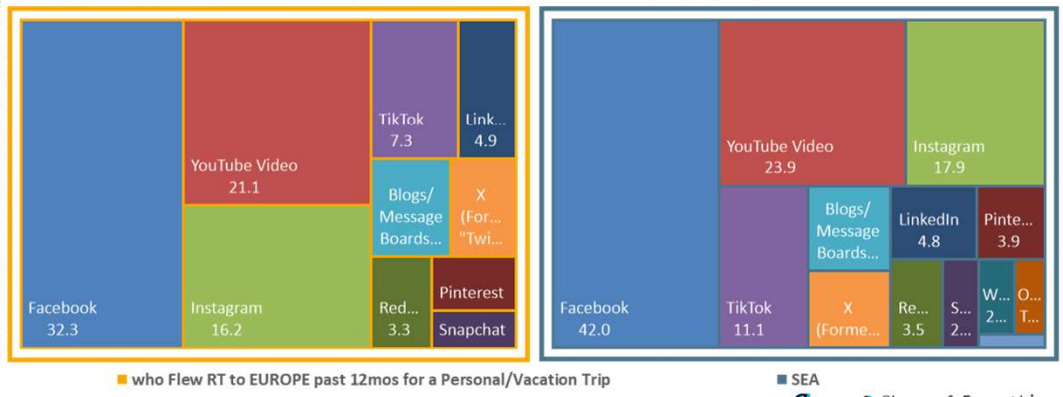
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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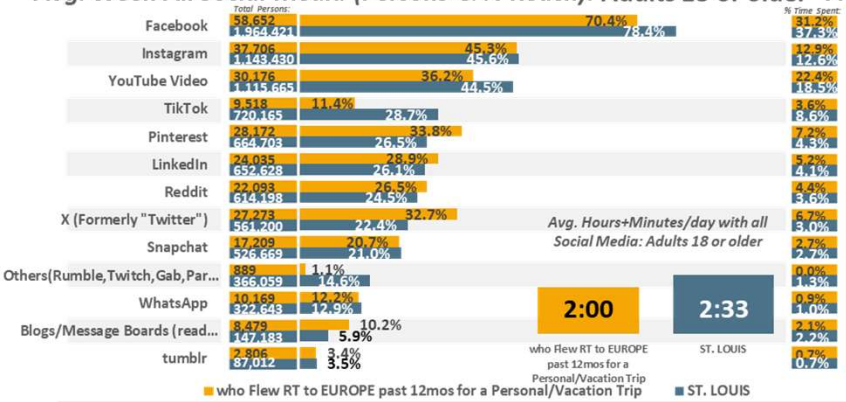
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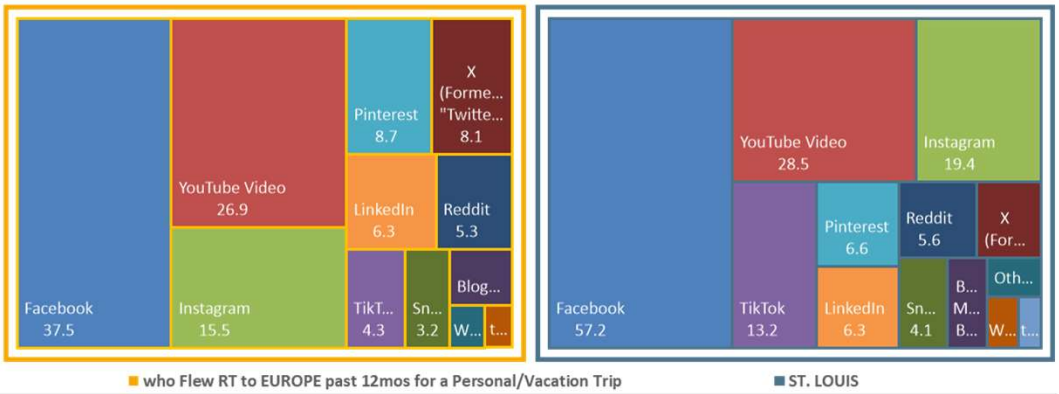


58,652 or 70.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 38. minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

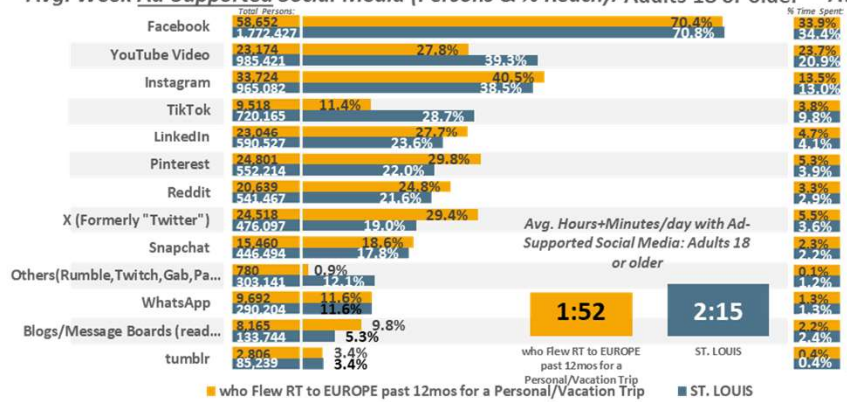
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



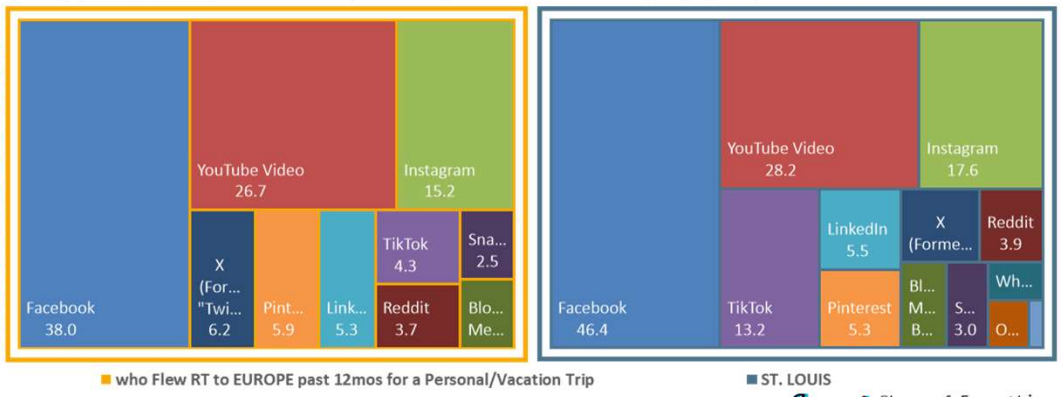
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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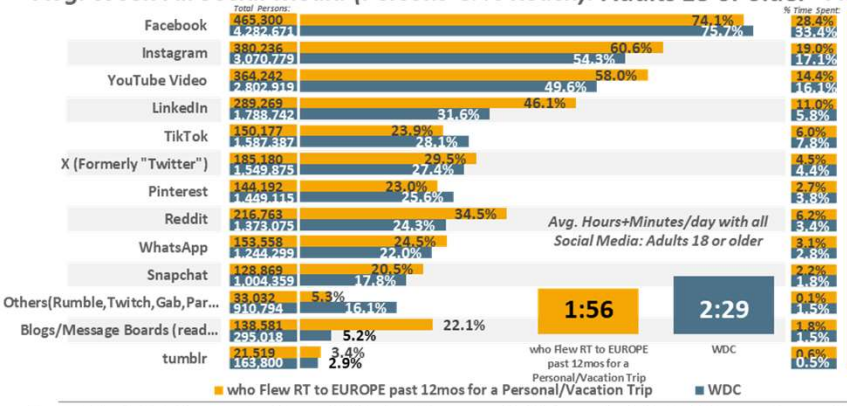
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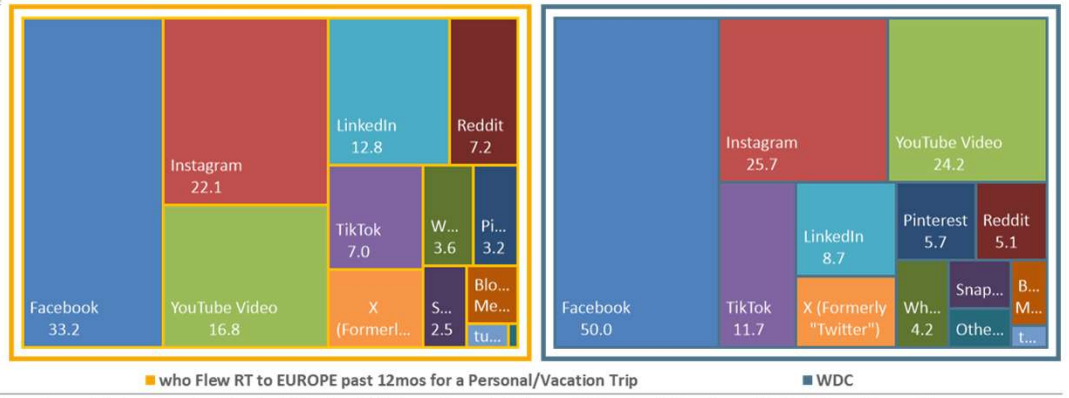


465,300 or 74.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 34.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

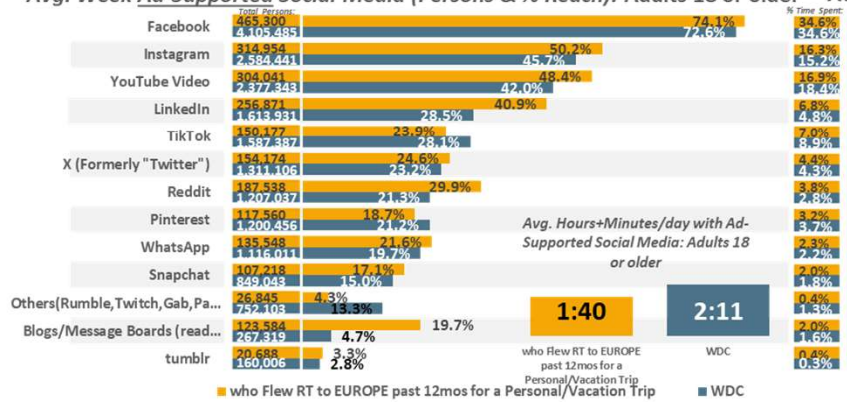
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



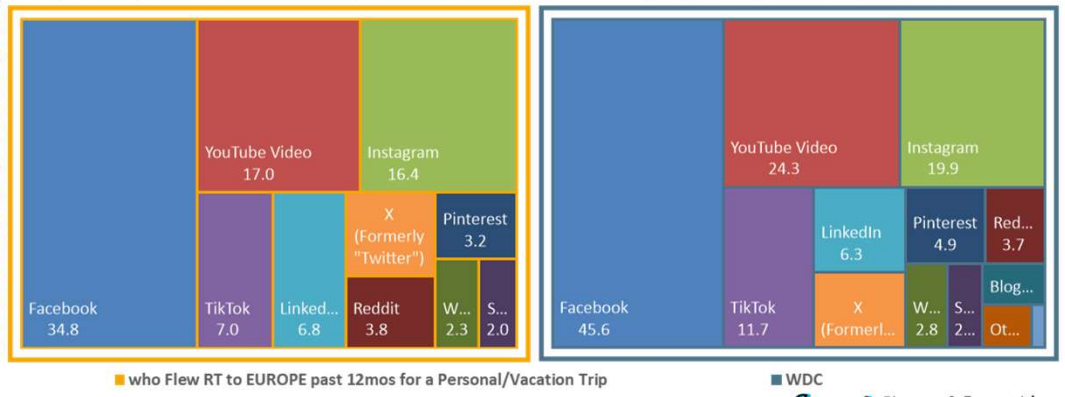
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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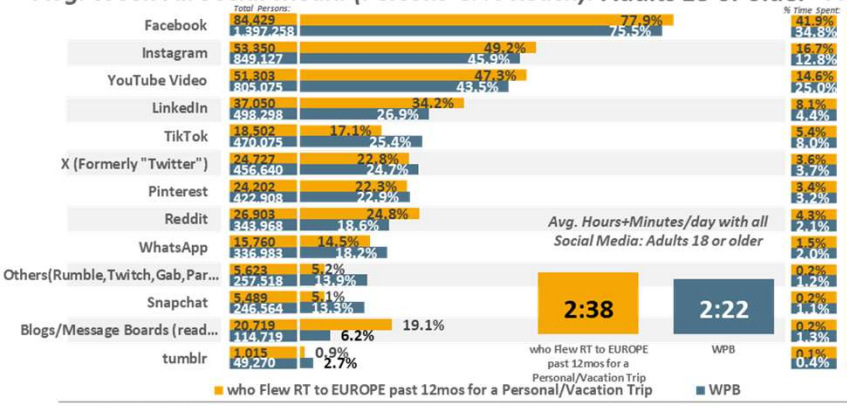
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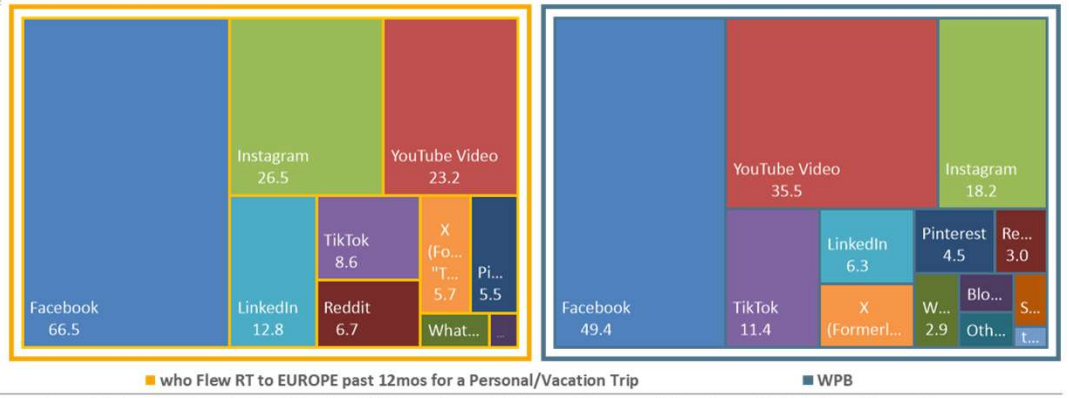


84,429 or 77.9% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 62.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

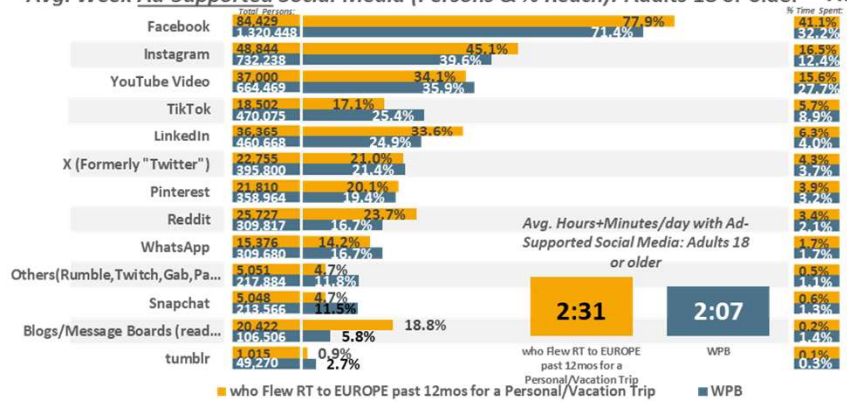
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



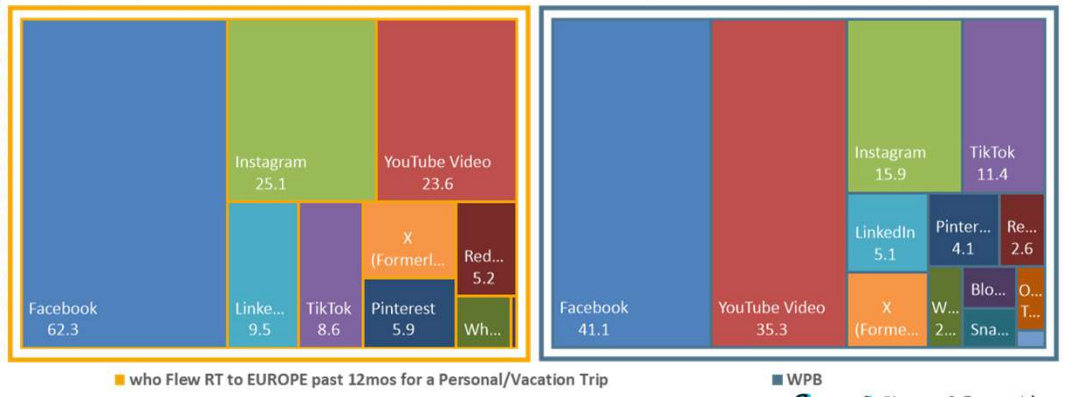
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

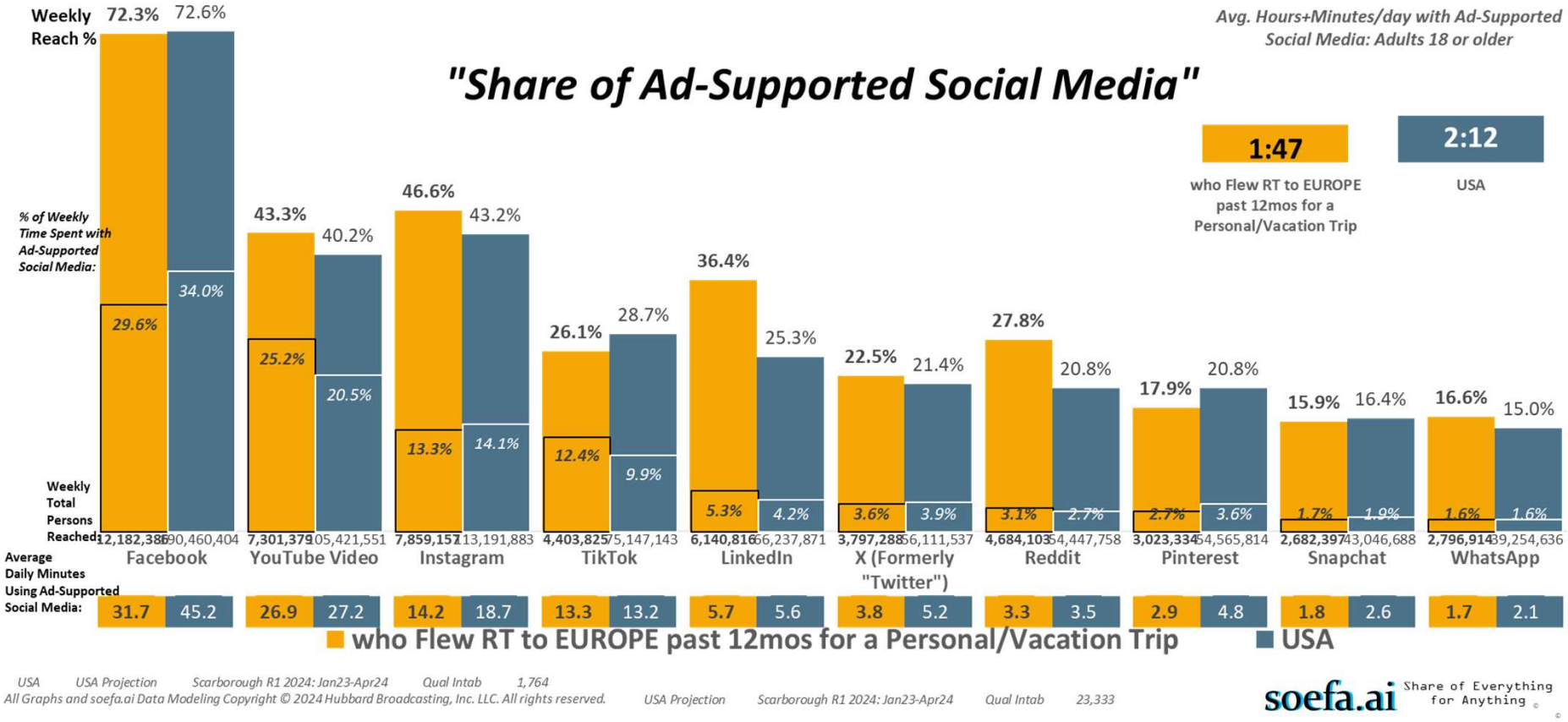
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USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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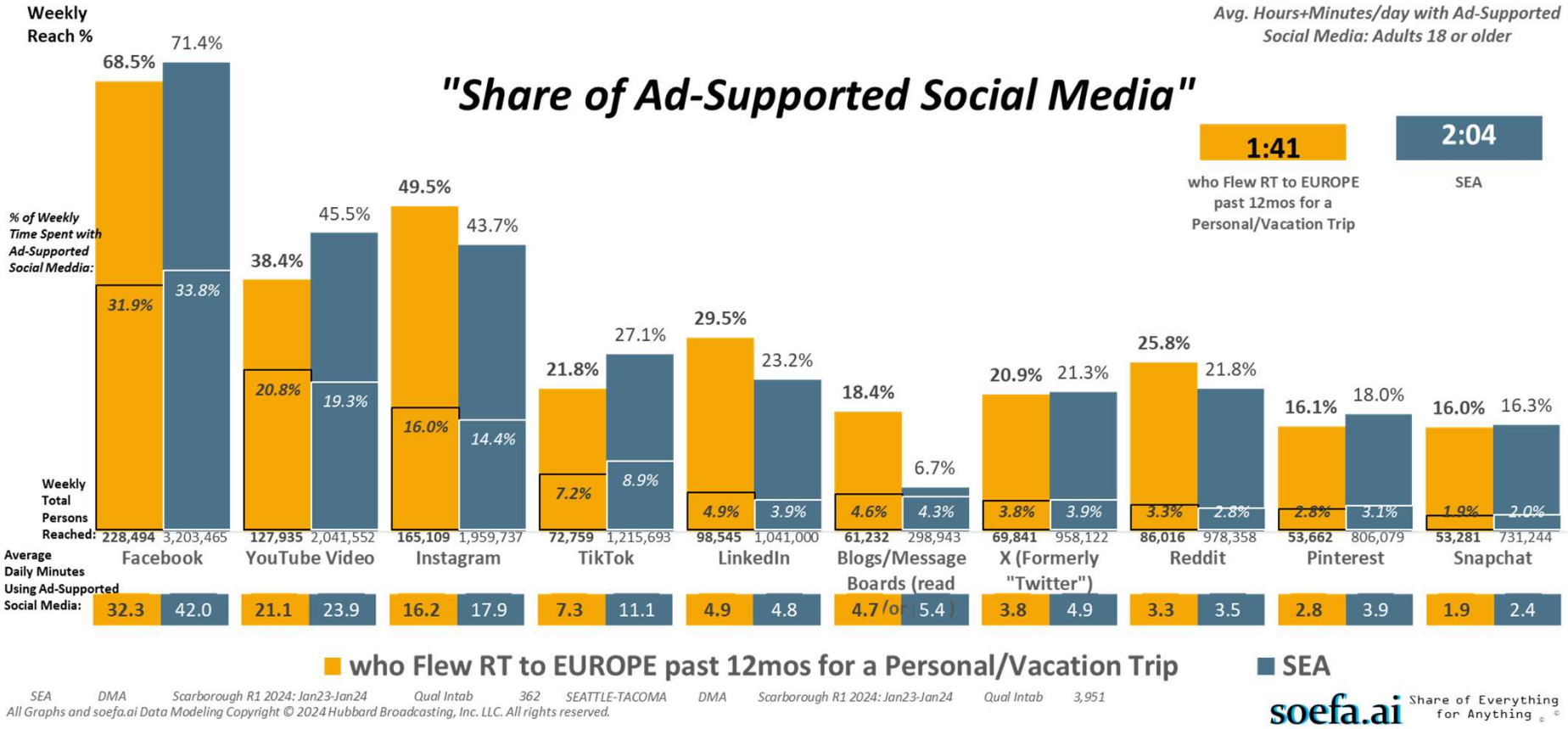
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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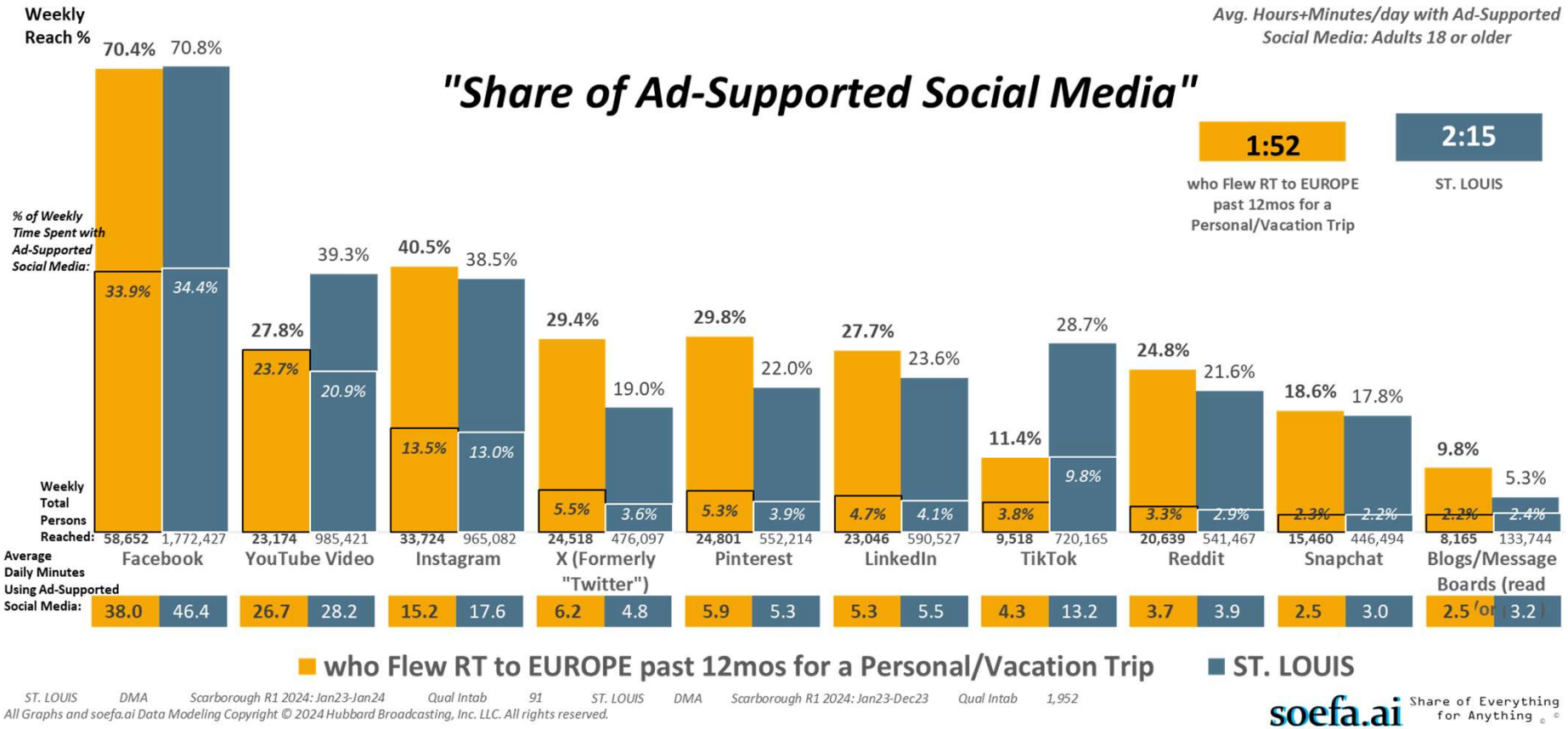
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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 or older

"Share of Ad-Supported Social Media"

1:40 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

2:11 WDC

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Reddit	Pinterest	WhatsApp	Snapchat
Weekly Reach %	74.1% / 72.6%	48.4% / 42.0%	50.2% / 45.7%	23.9% / 28.1%	40.9% / 28.5%	24.6% / 23.2%	29.9% / 21.3%	18.7% / 21.2%	21.6% / 19.7%	17.1% / 15.0%
% of Weekly Time Spent with Ad-Supported Social Media:	34.6% / 34.6%	16.9% / 18.4%	16.3% / 15.2%	7.0% / 8.9%	6.8% / 4.8%	4.4% / 4.3%	3.8% / 2.8%	3.2% / 3.7%	2.3% / 2.2%	2.0% / 1.8%
Weekly Total Persons Reached:	465,300 / 4,105,485	304,041 / 2,377,343	314,954 / 2,584,441	150,177 / 1,587,387	256,871 / 1,613,931	154,174 / 1,311,106	187,538 / 1,207,037	117,560 / 1,200,456	135,548 / 1,116,011	107,218 / 849,043
Average Daily Minutes Using Ad-Supported Social Media:	34.8 / 45.6	17.0 / 24.3	16.4 / 19.9	7.0 / 11.7	6.8 / 6.3	4.5 / 5.6	3.8 / 3.7	3.2 / 4.9	2.3 / 2.8	2.0 / 2.4

■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

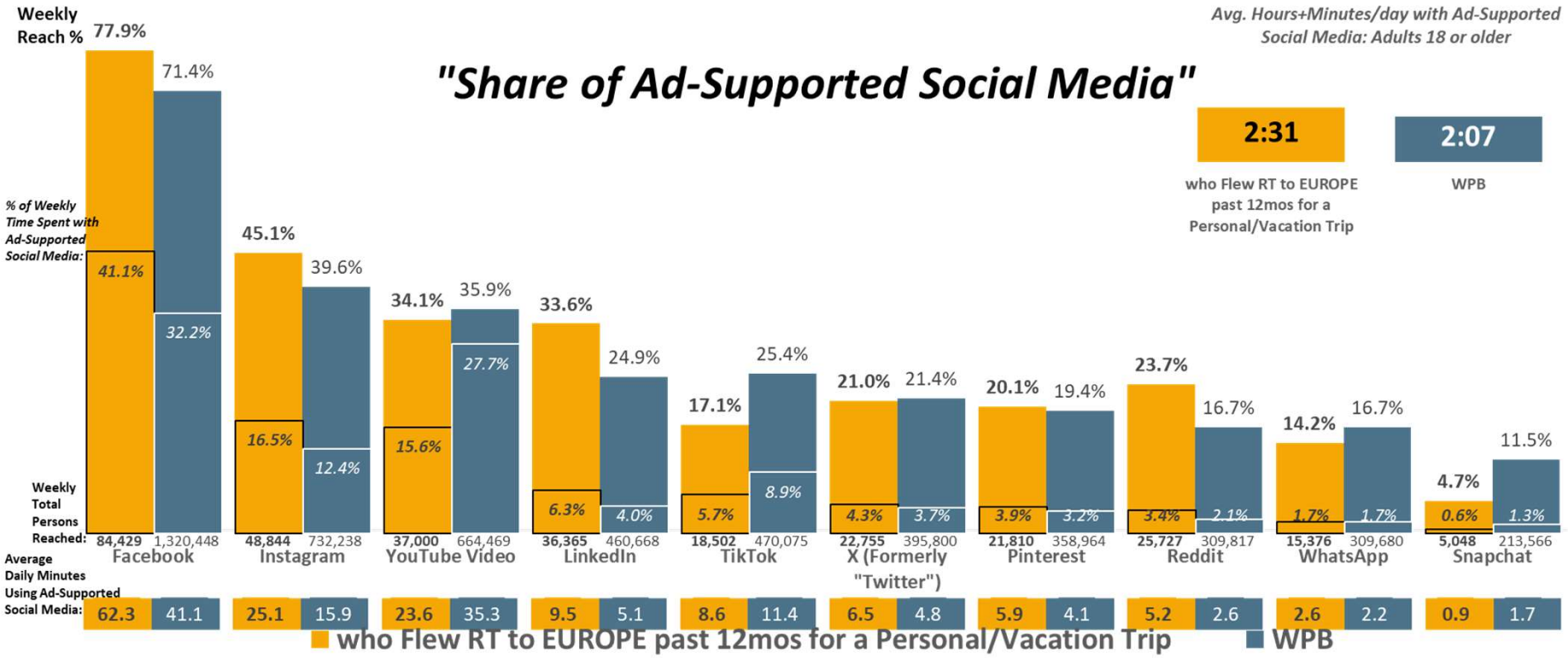
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WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

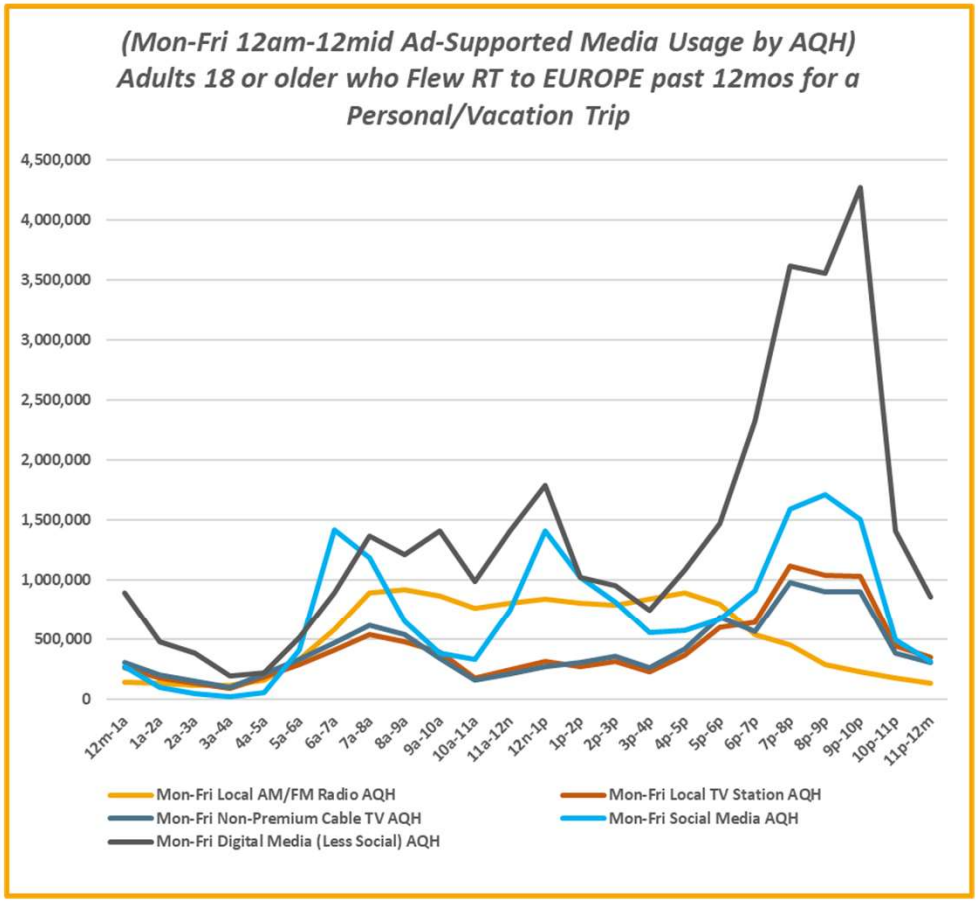
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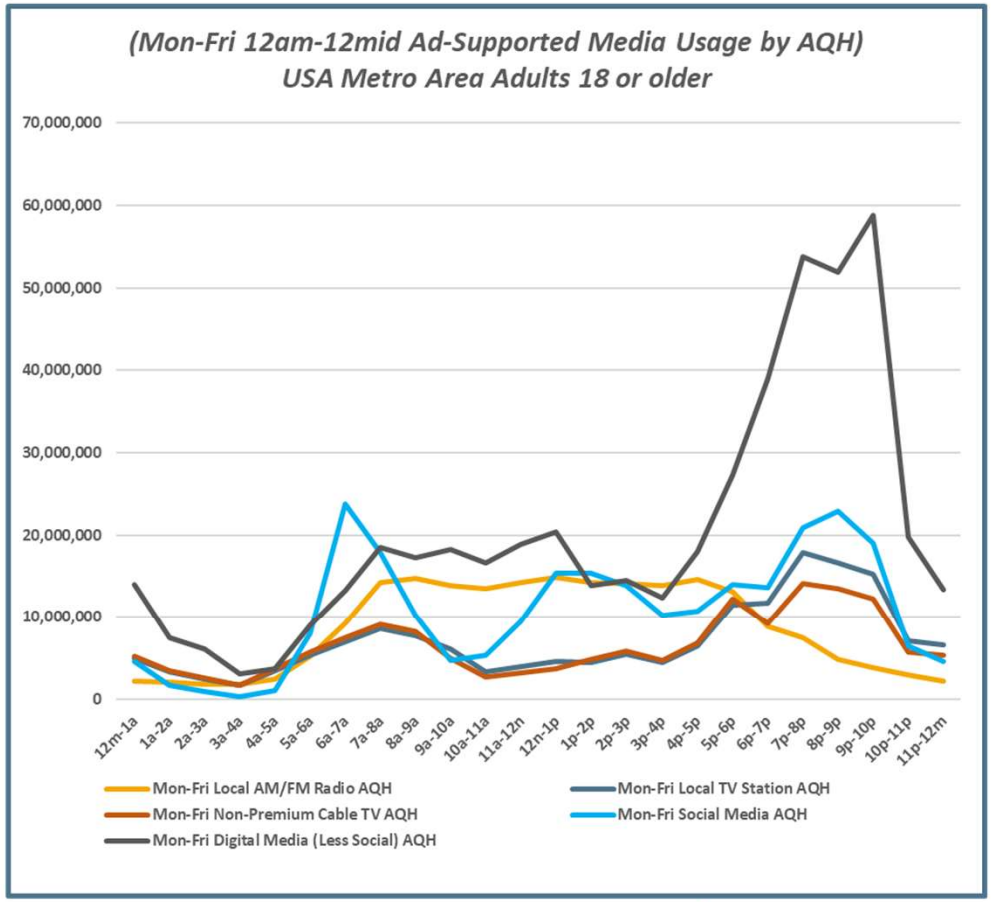
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,281,457; Social Media: 821,801; Local Radio: 794,349; Non-Prem. Cable: 399,689; Local TV: 381,985 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Per





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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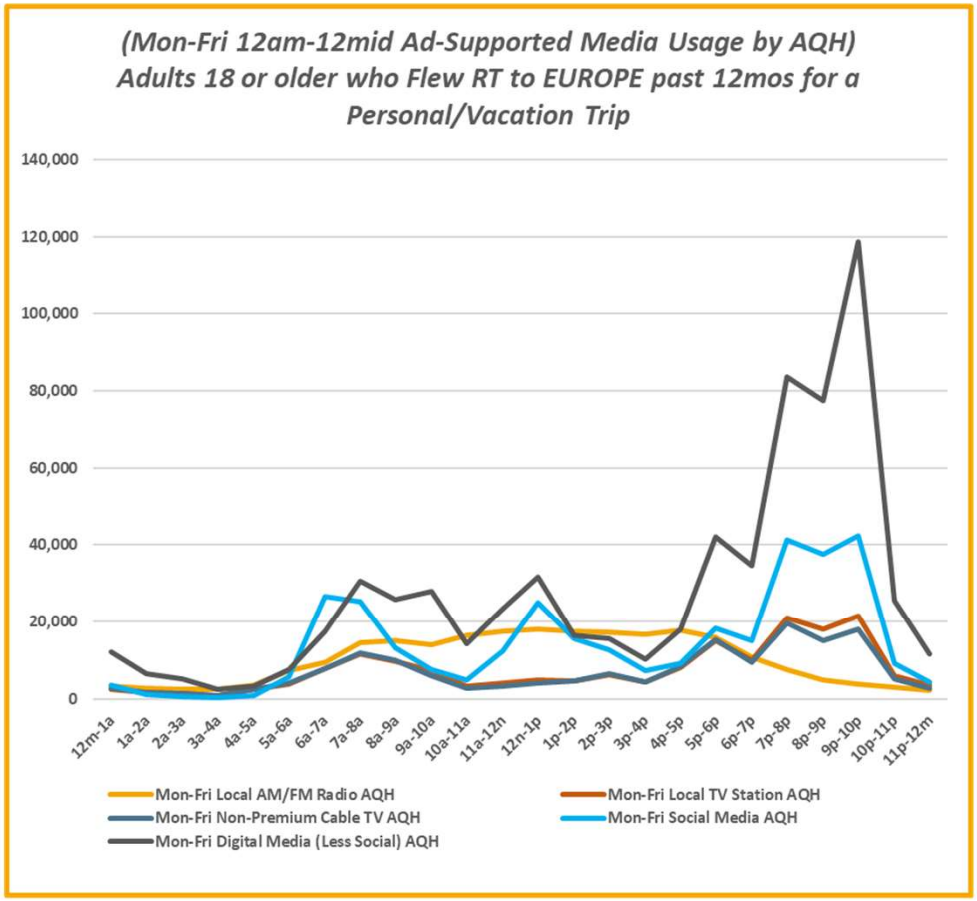
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

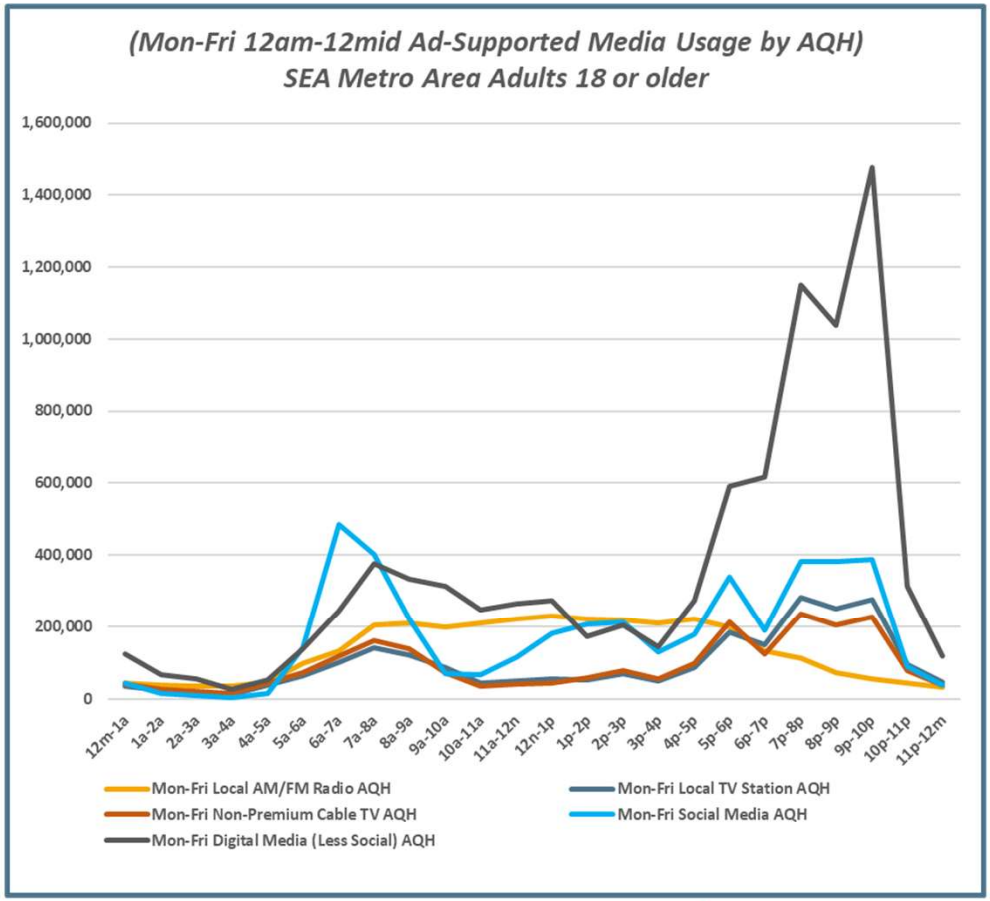
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,688; Local Radio: 15,379; Social Media: 14,746; Local TV: 7,415; Non-Prem. Cable: 7,215 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vac





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

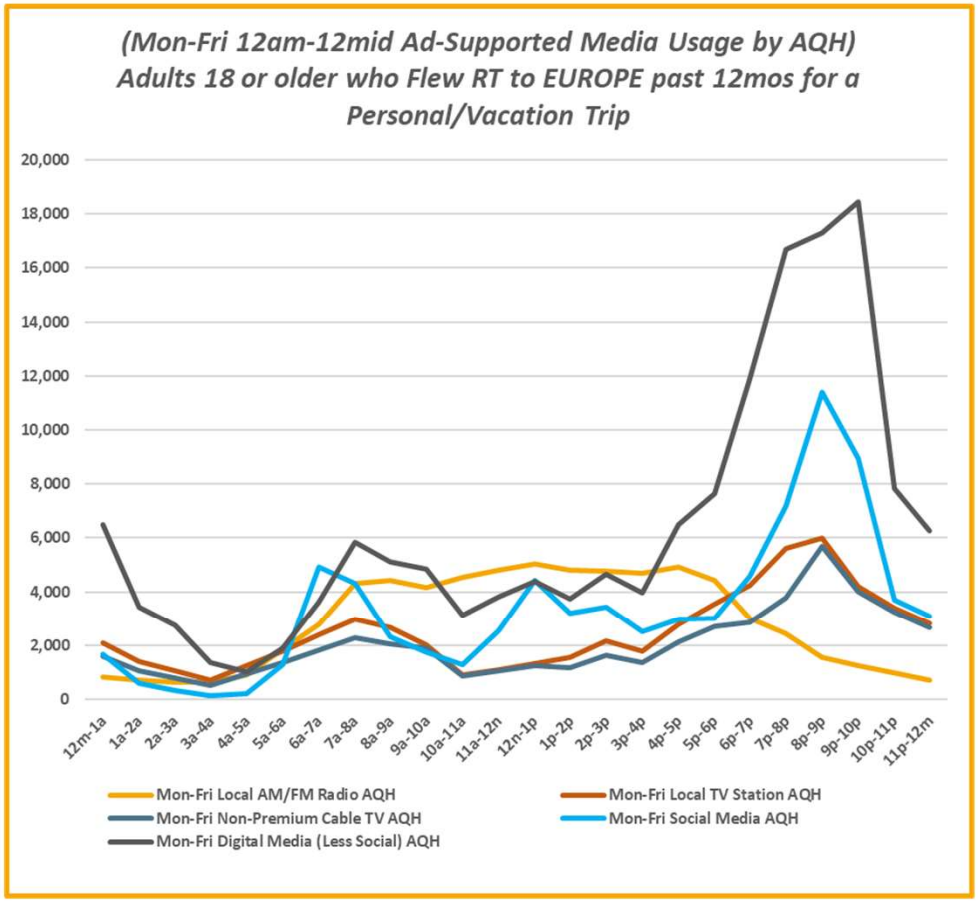
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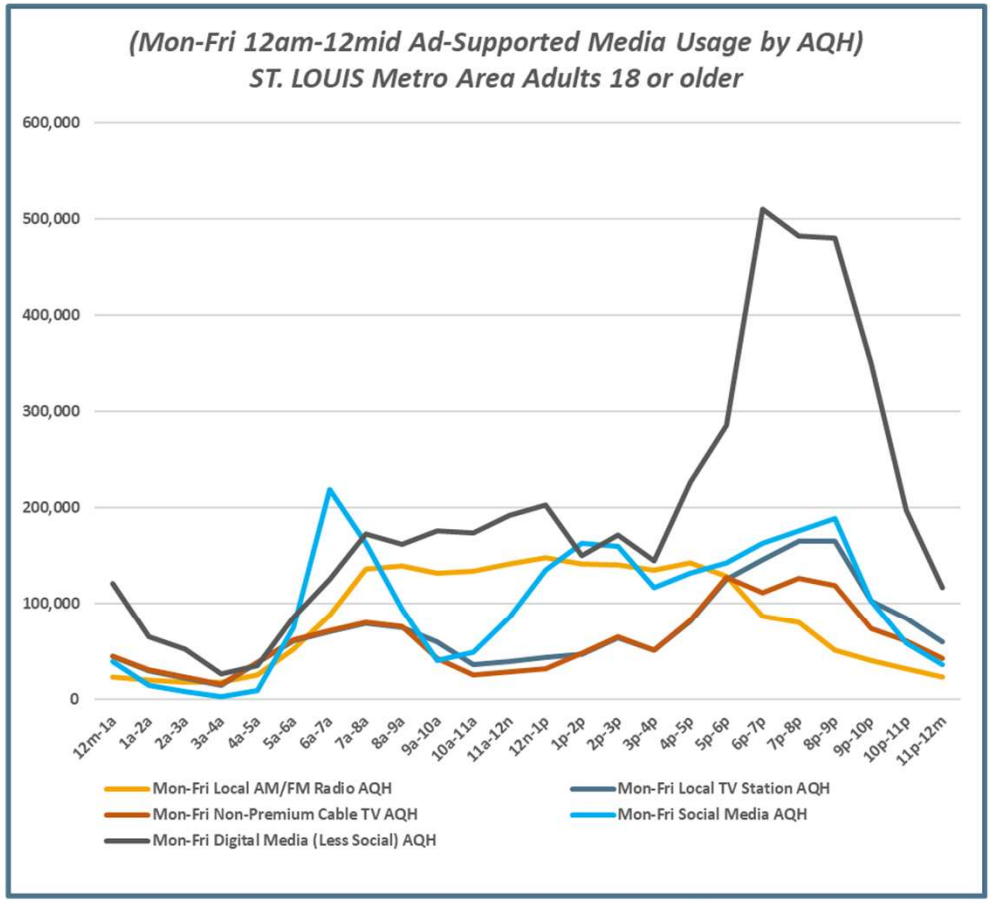
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,320; Local Radio: 4,360; Social Media: 3,179; Local TV: 2,258; Non-Prem. Cable: 1,767 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacati





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

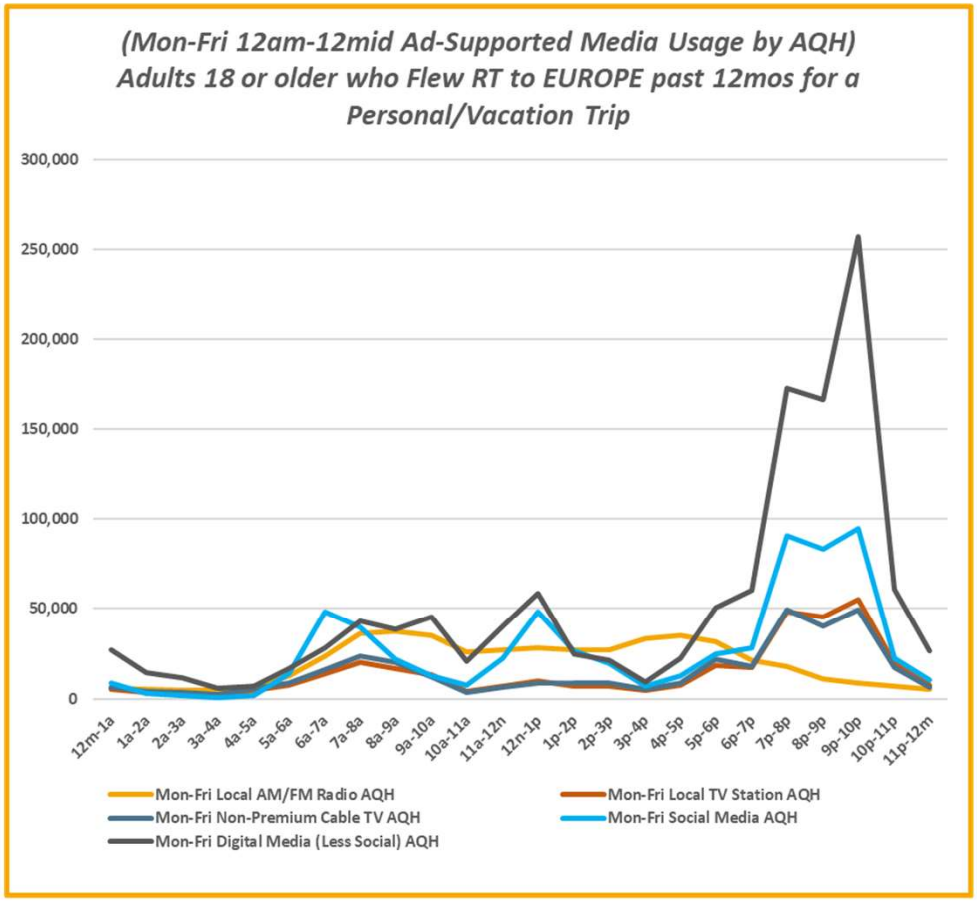
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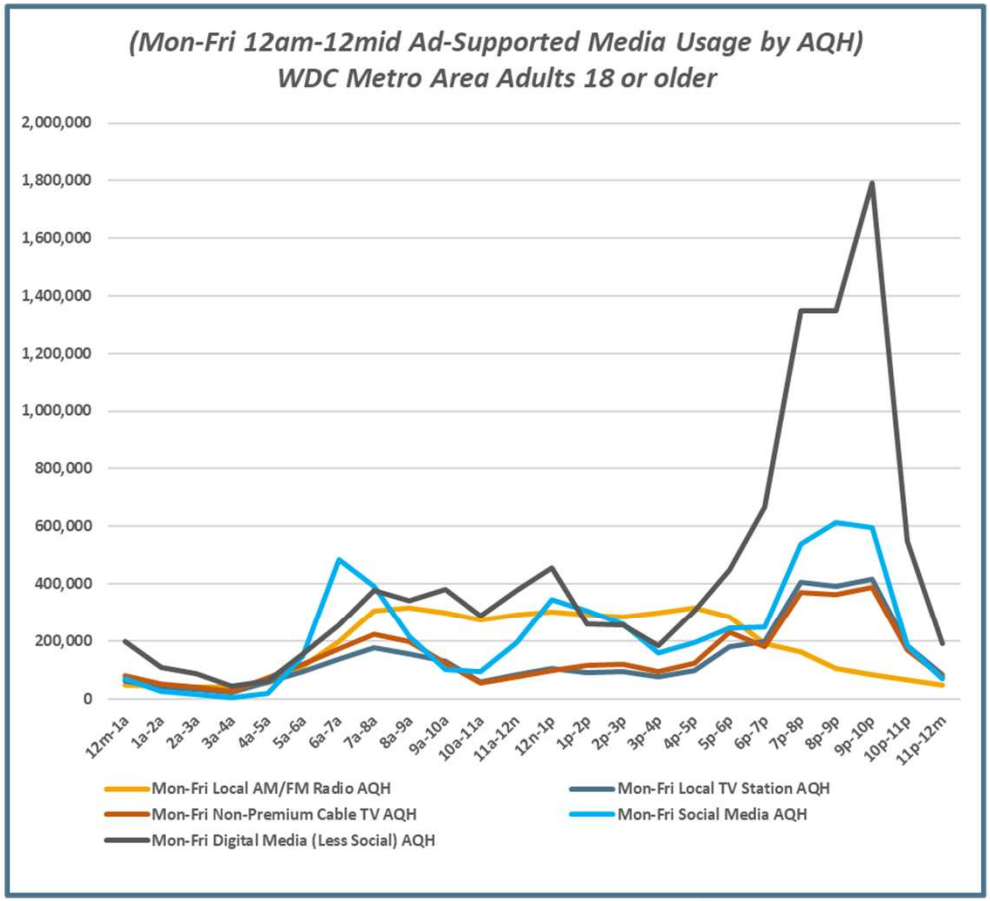
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,693; Local Radio: 29,914; Social Media: 24,498; Non-Prem. Cable: 12,363; Local TV: 11,273 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/V





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

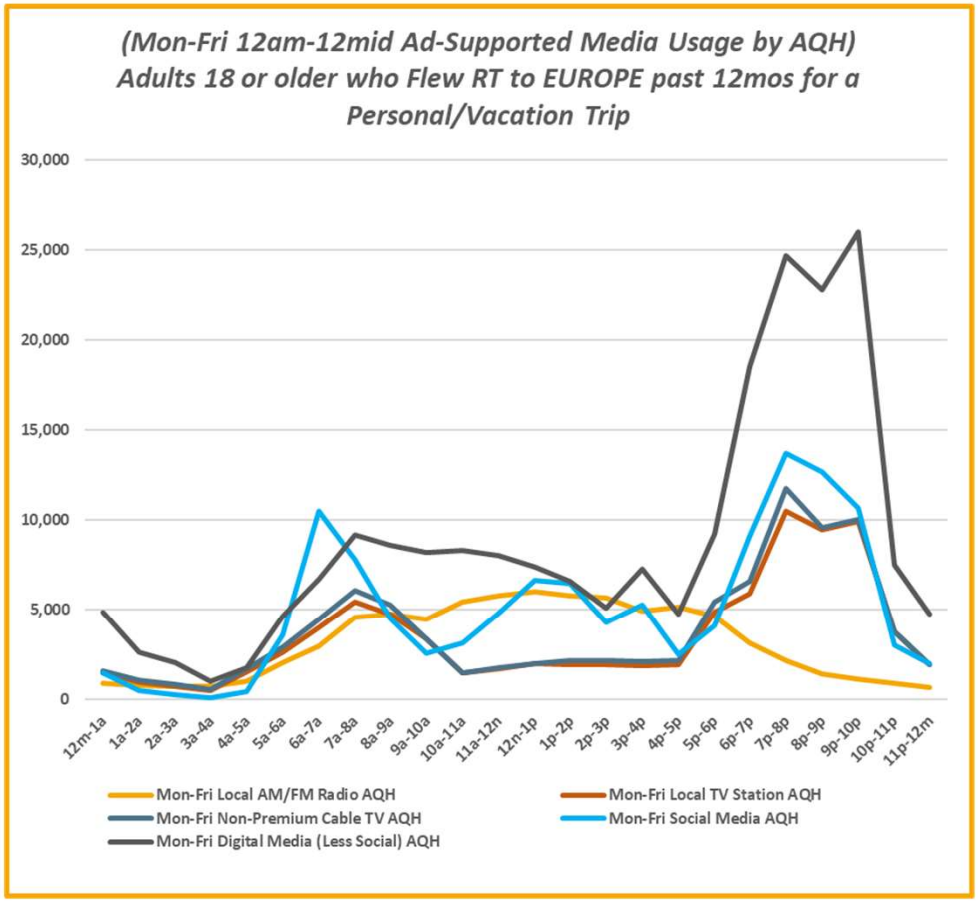
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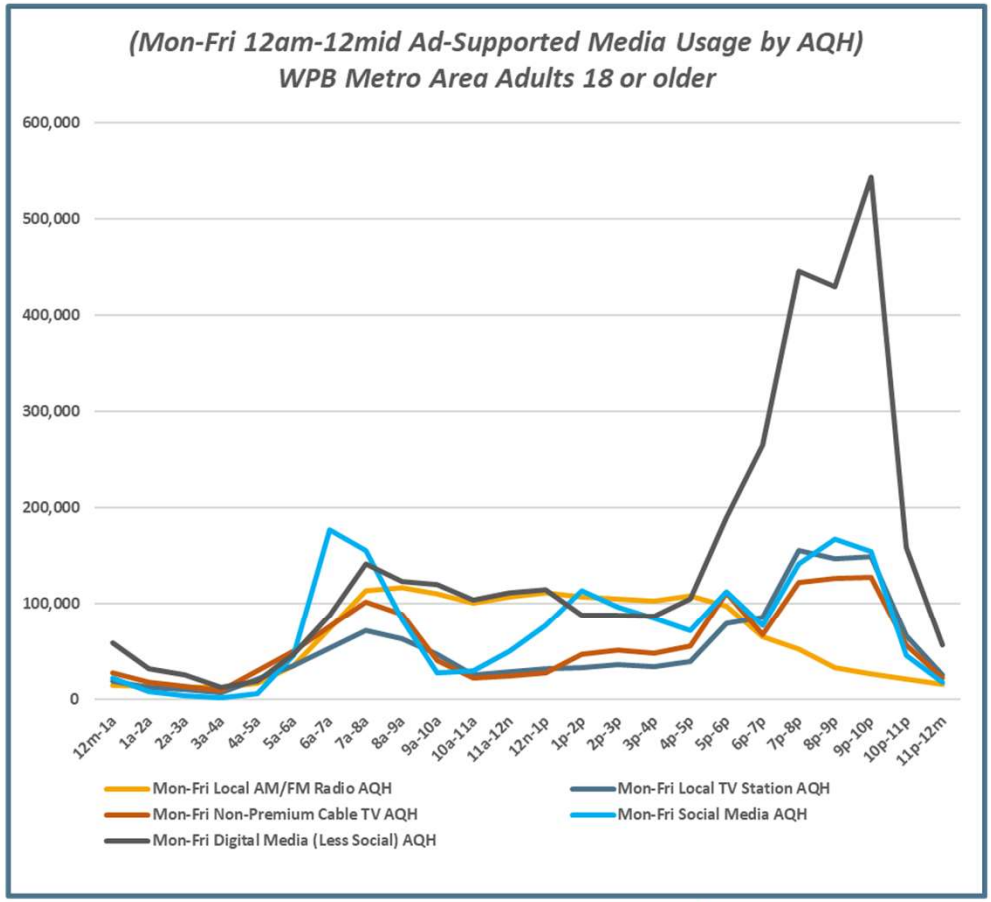
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,284; Social Media: 5,515; Local Radio: 4,858; Non-Prem. Cable: 3,450; Local TV: 3,152 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacati





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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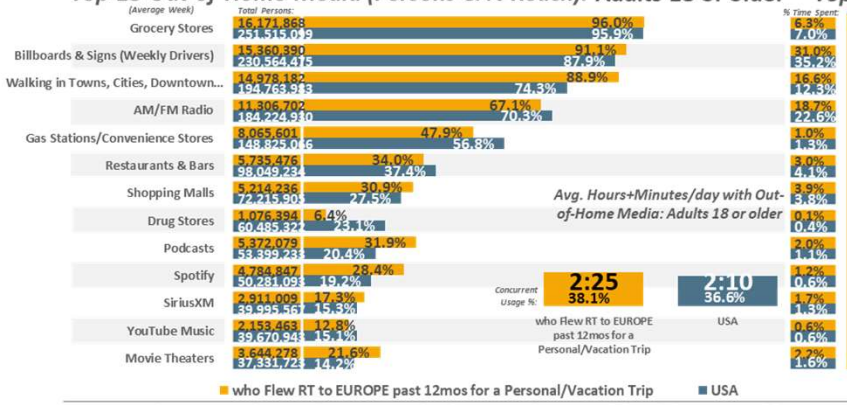
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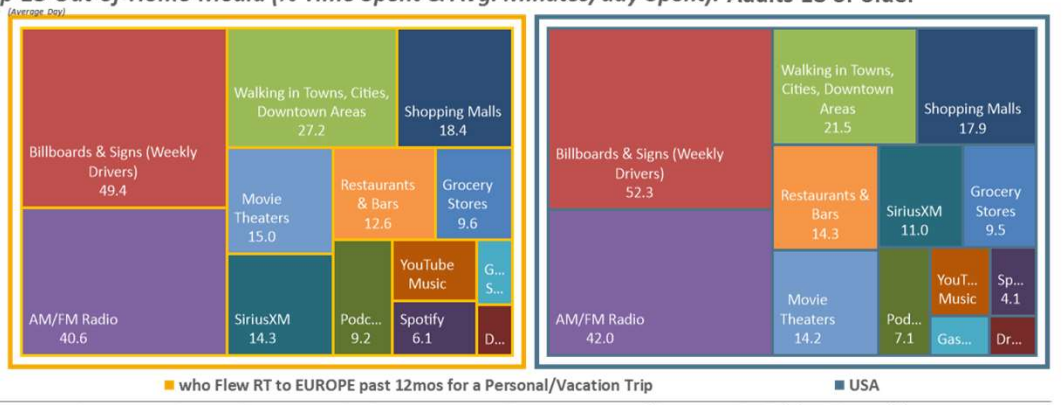


15,360,390 or 91.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 34.3

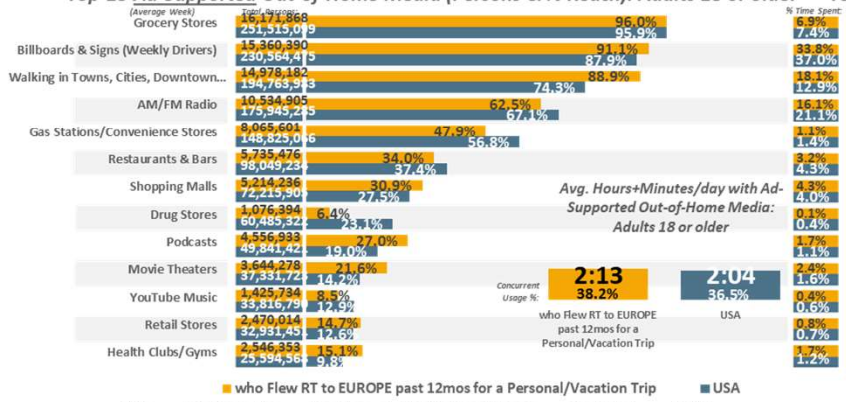
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



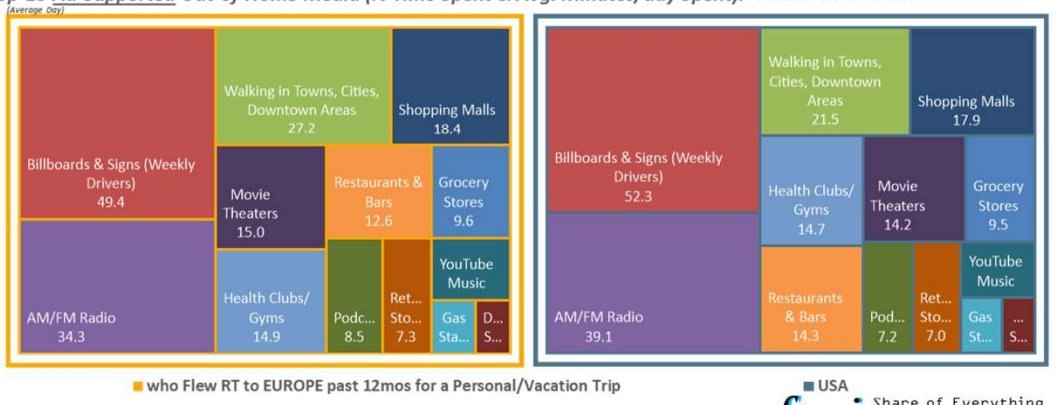
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

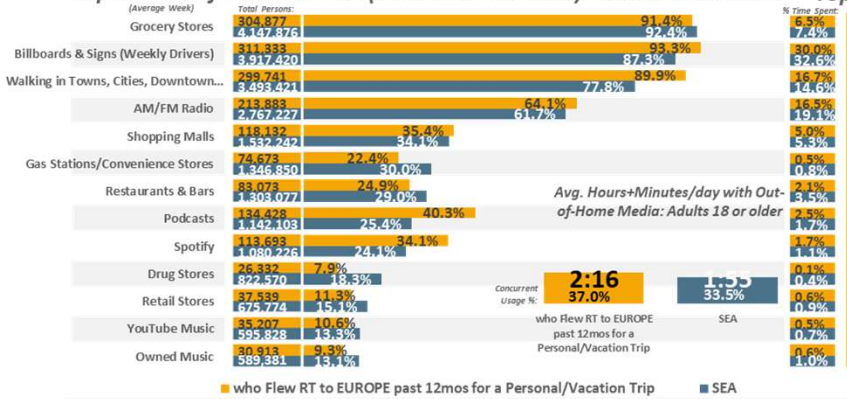
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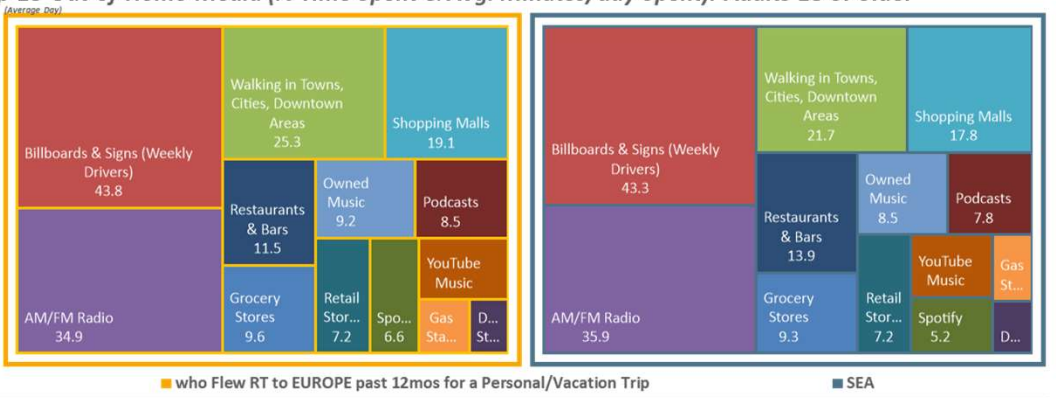


311,333 or 93.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 43.8 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 28.5 min

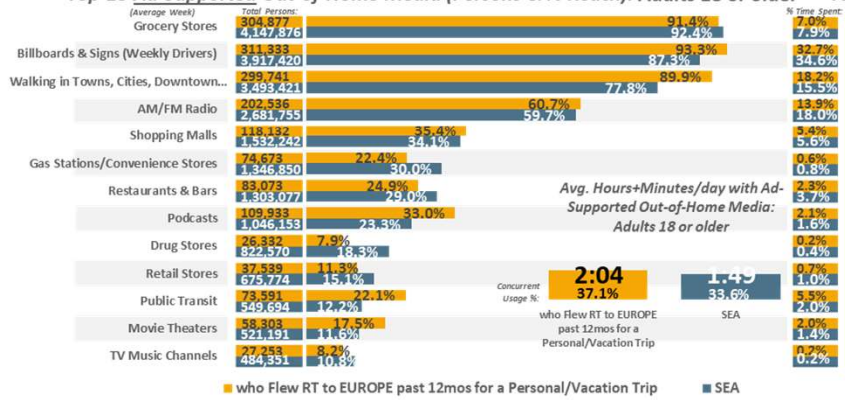
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



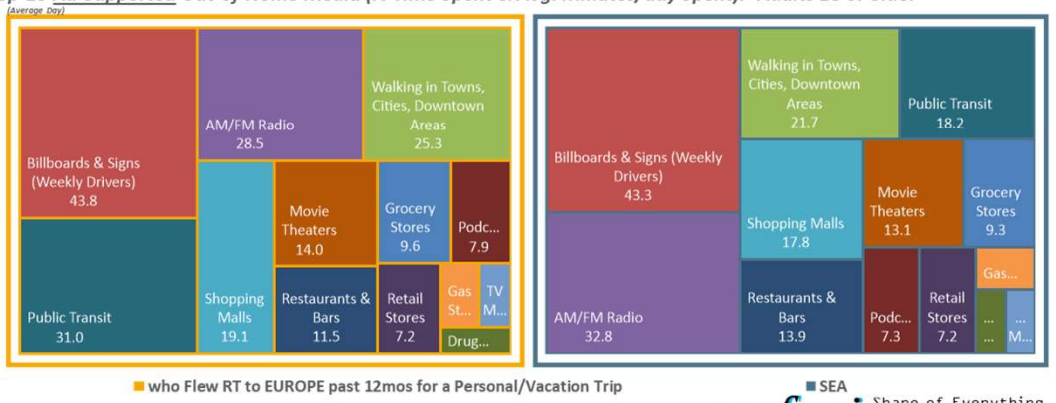
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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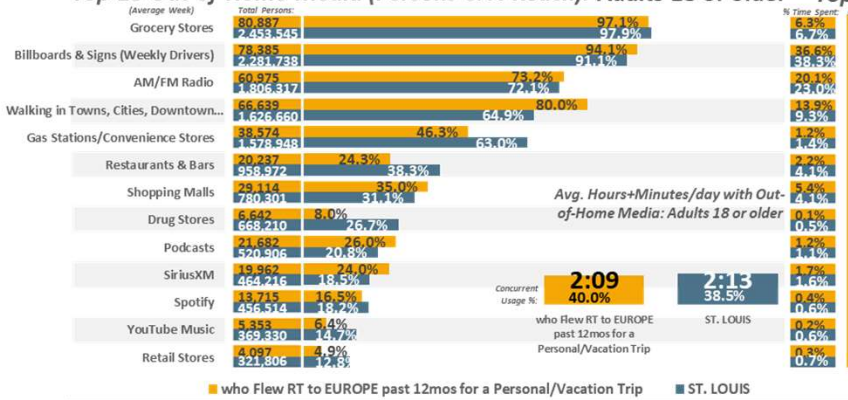
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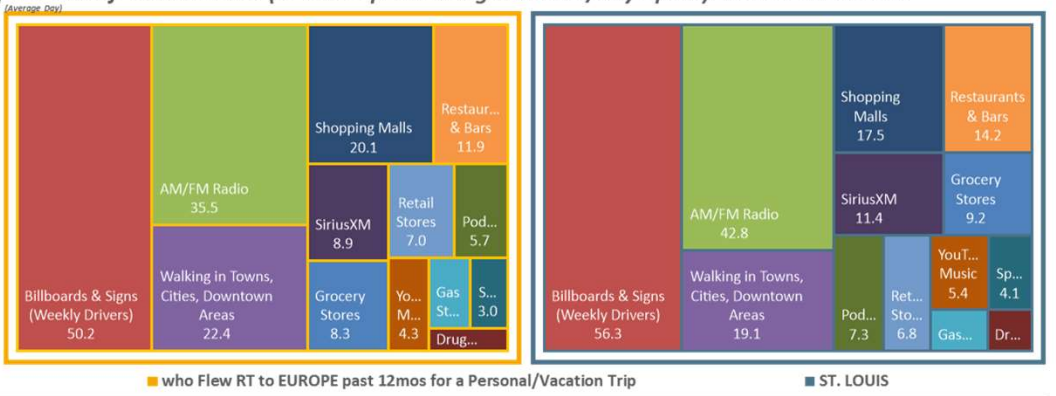


78,385 or 94.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 33. minut

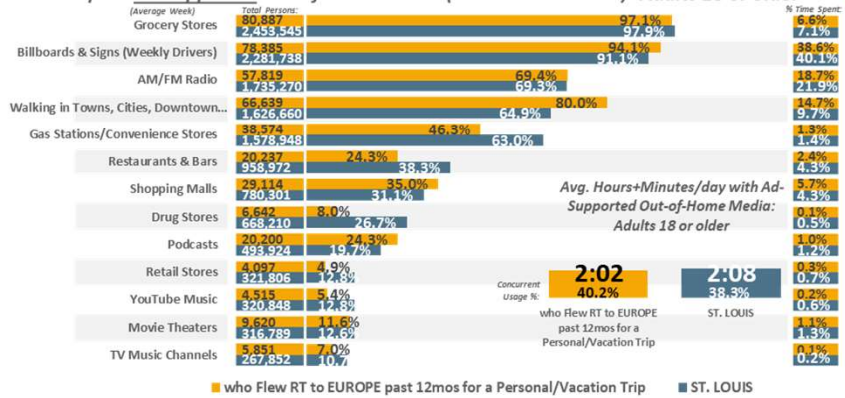
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



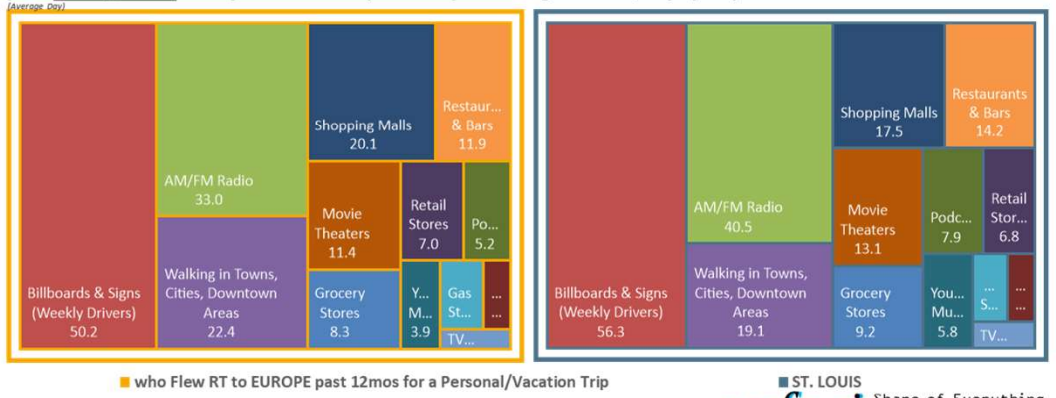
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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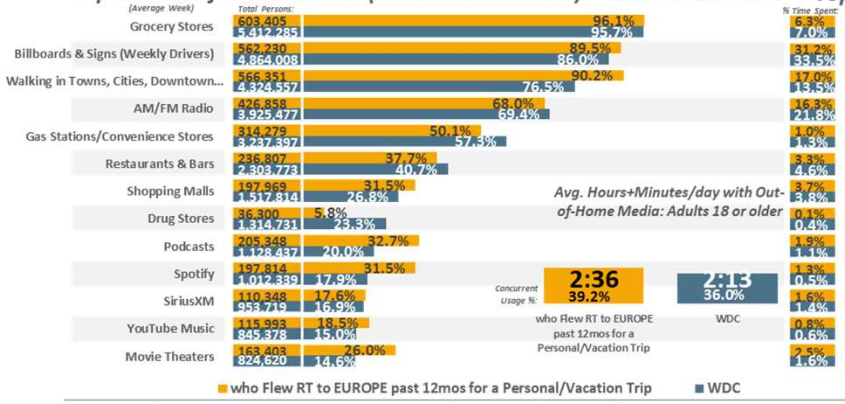
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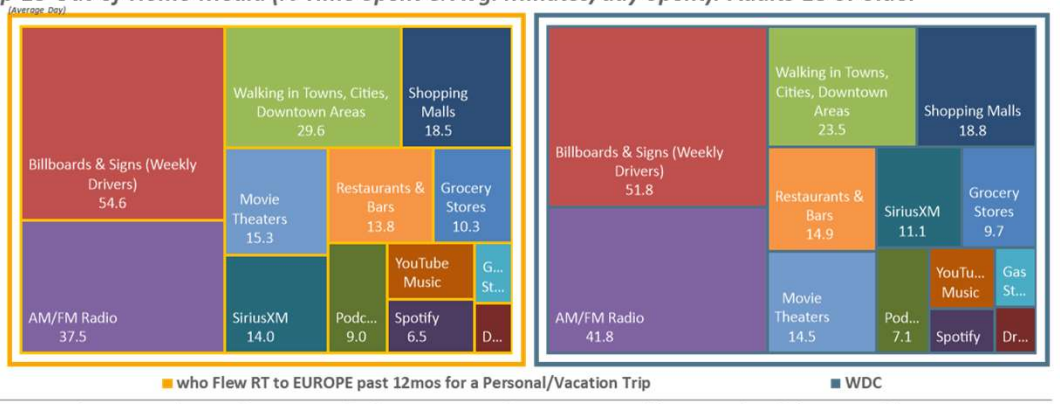


562,230 or 89.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 32.3 min

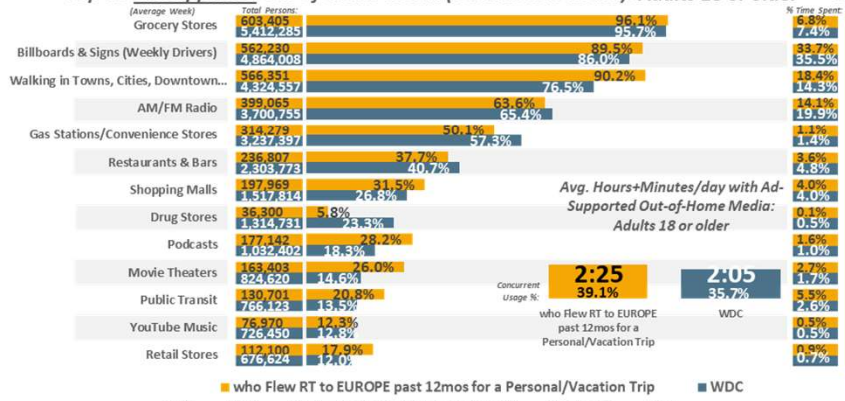
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



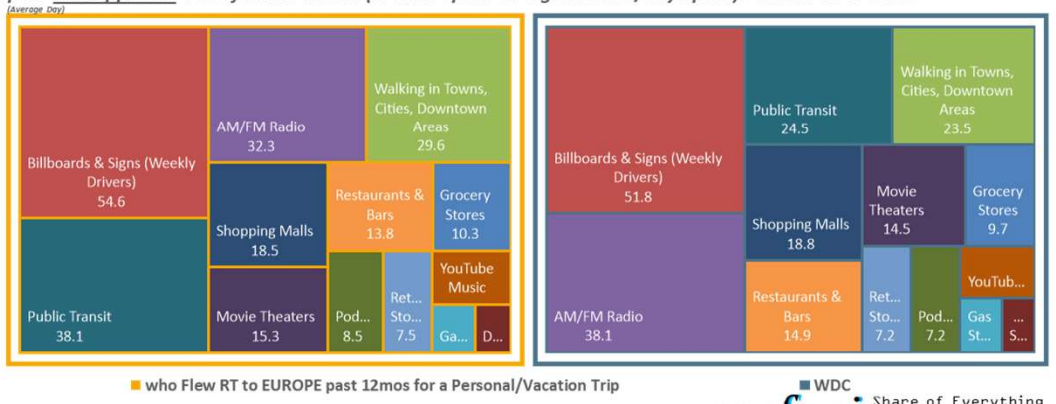
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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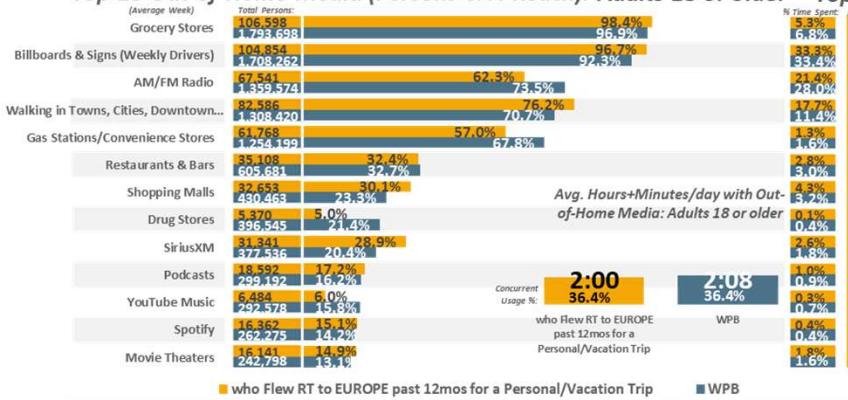
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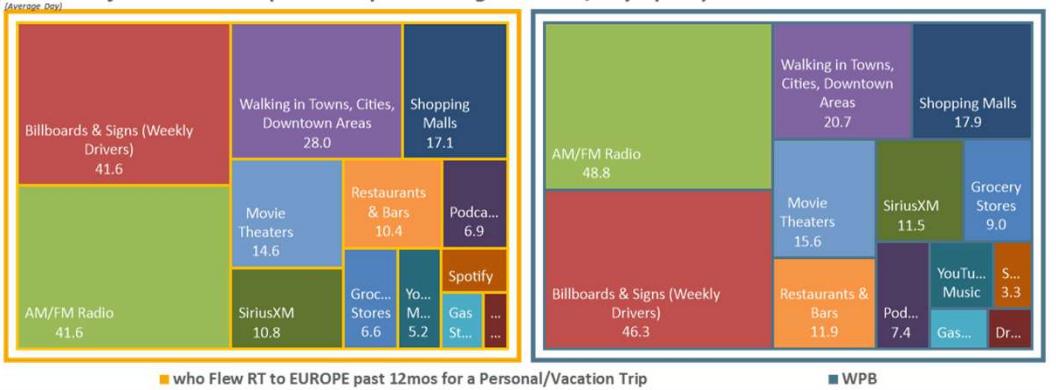


104,854 or 96.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 36.2 min

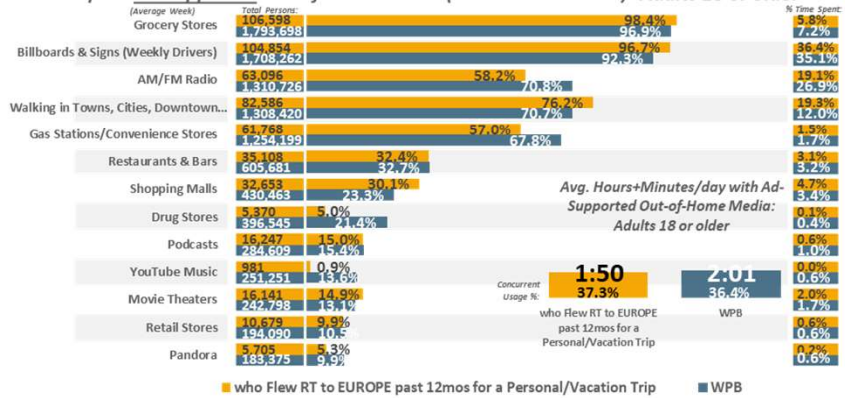
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



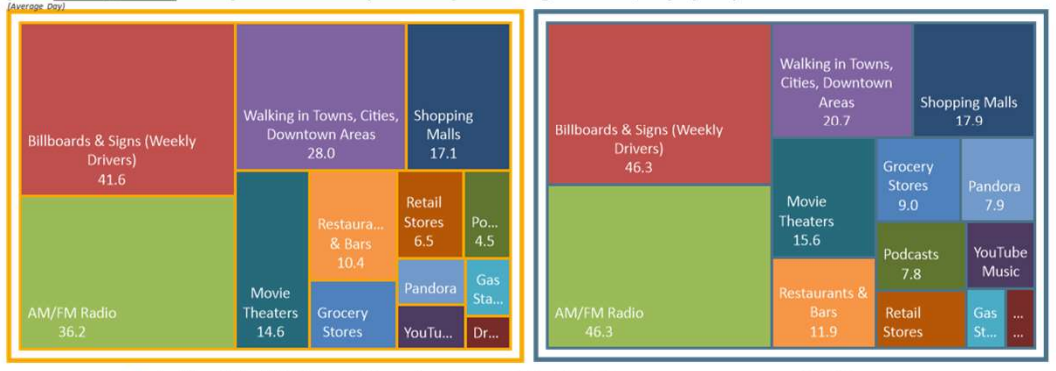
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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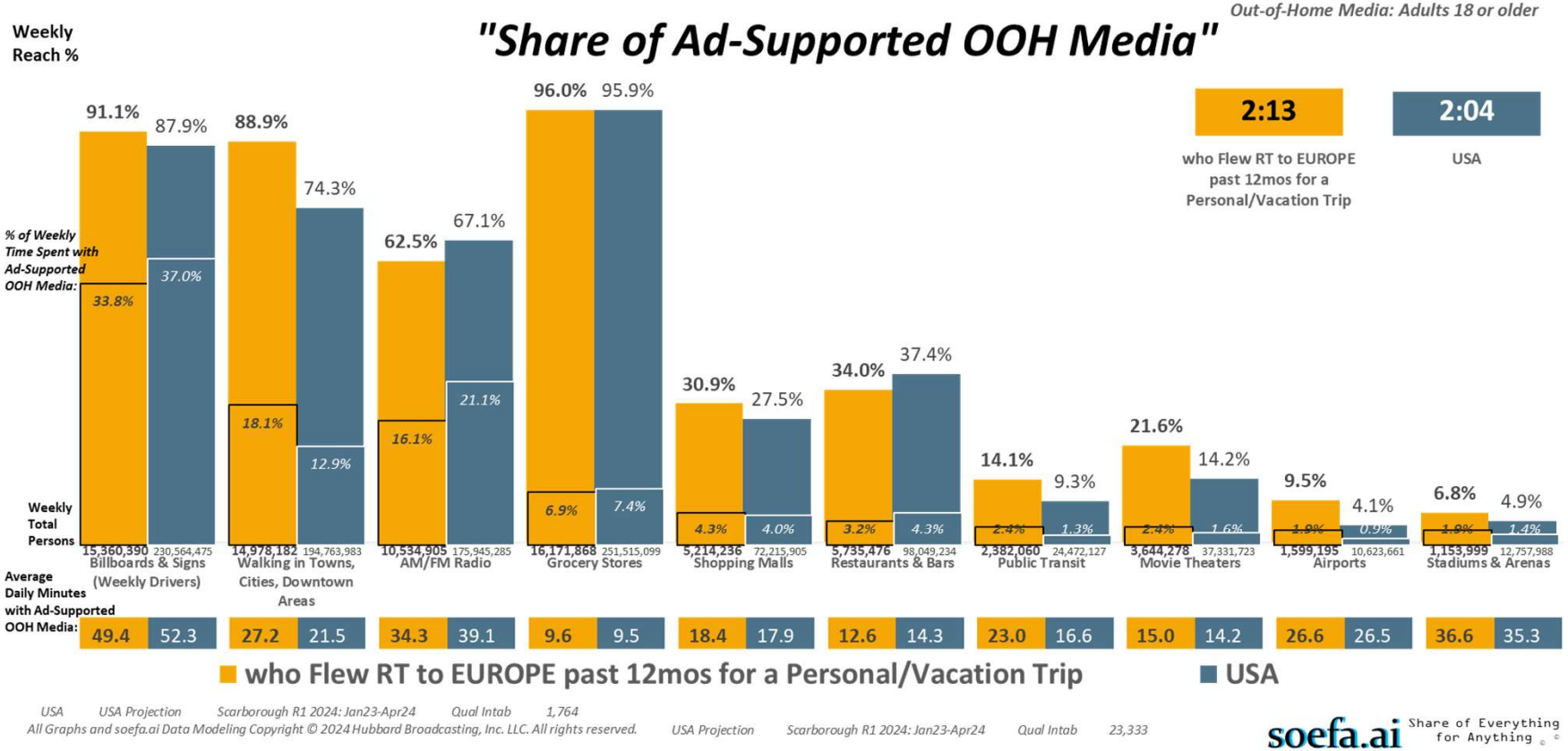
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15,360,390 or 91.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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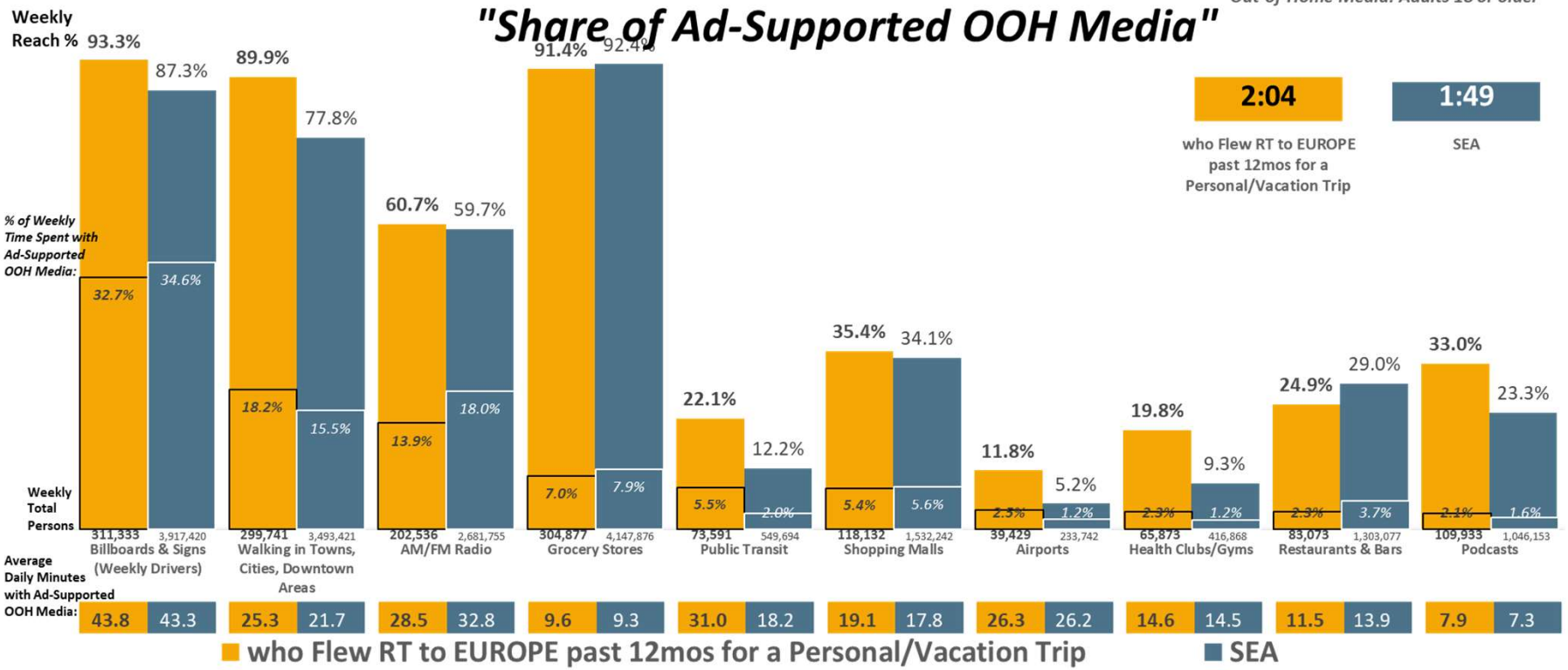
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311,333 or 93.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 43.8 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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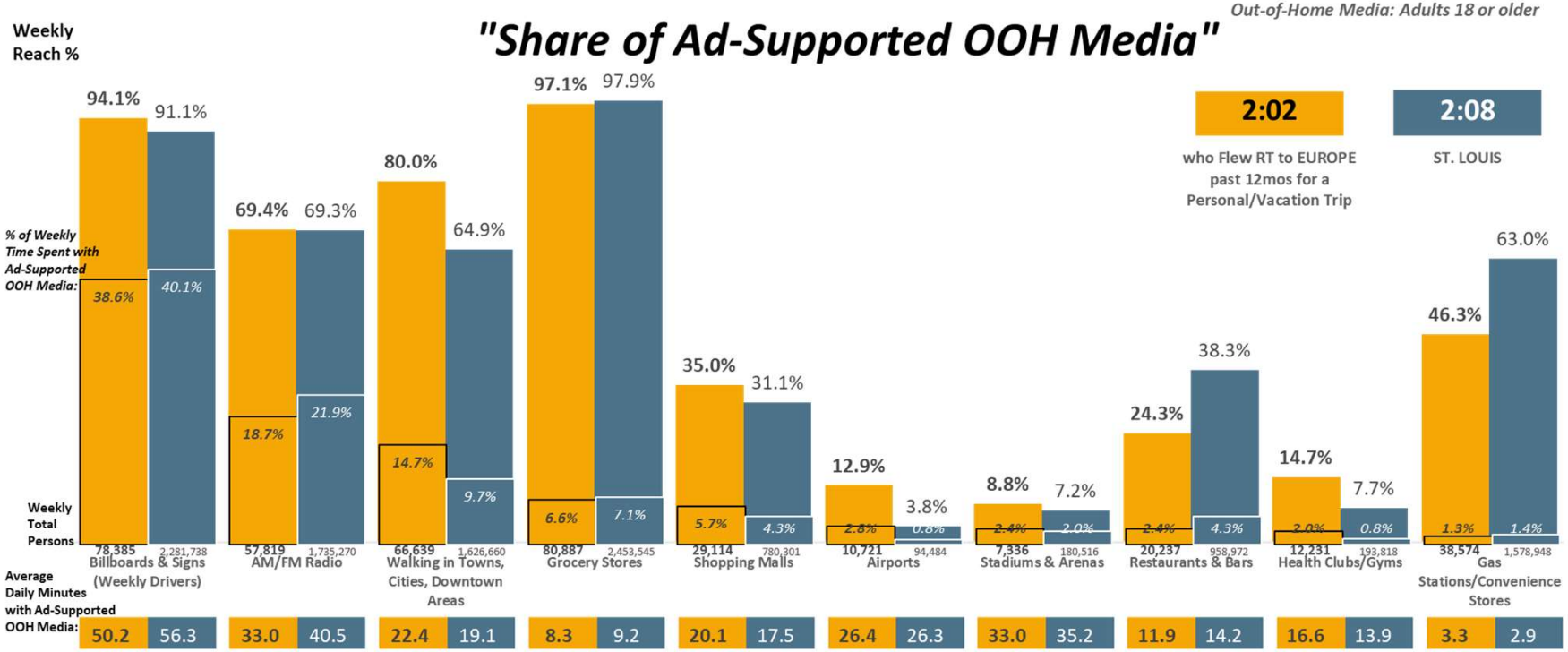
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78,385 or 94.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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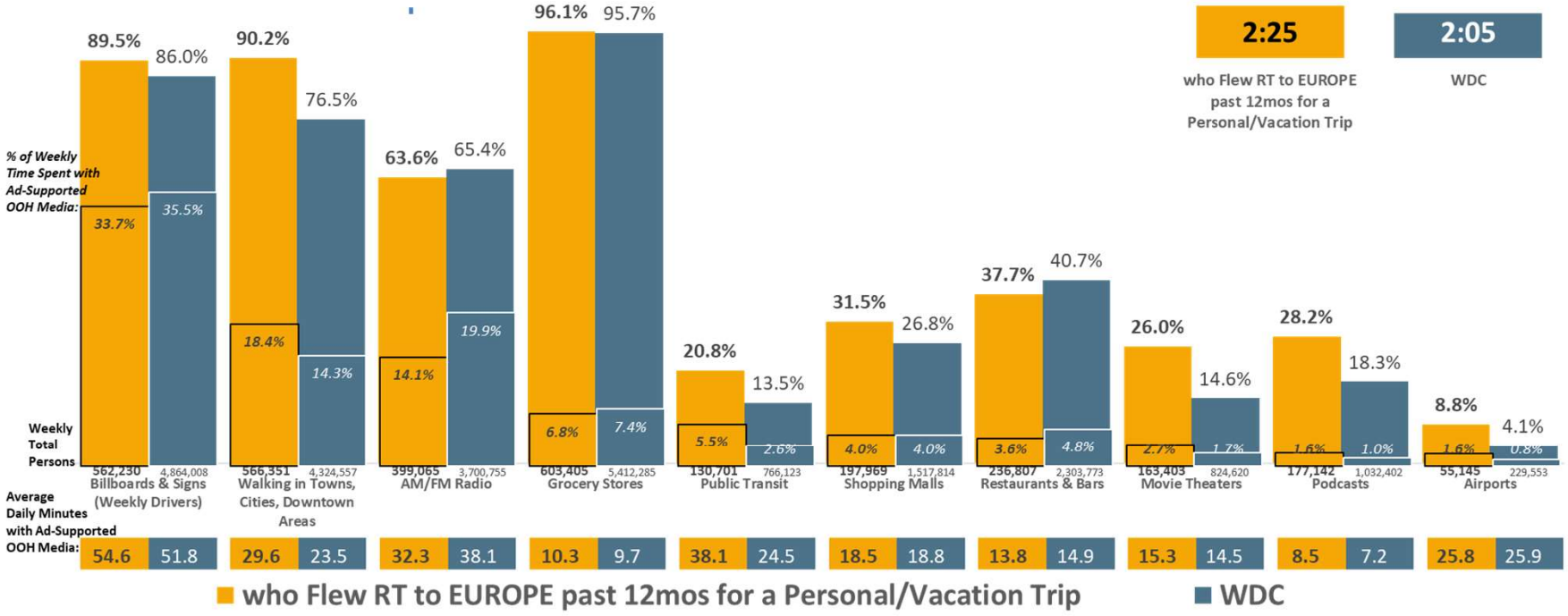
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562,230 or 89.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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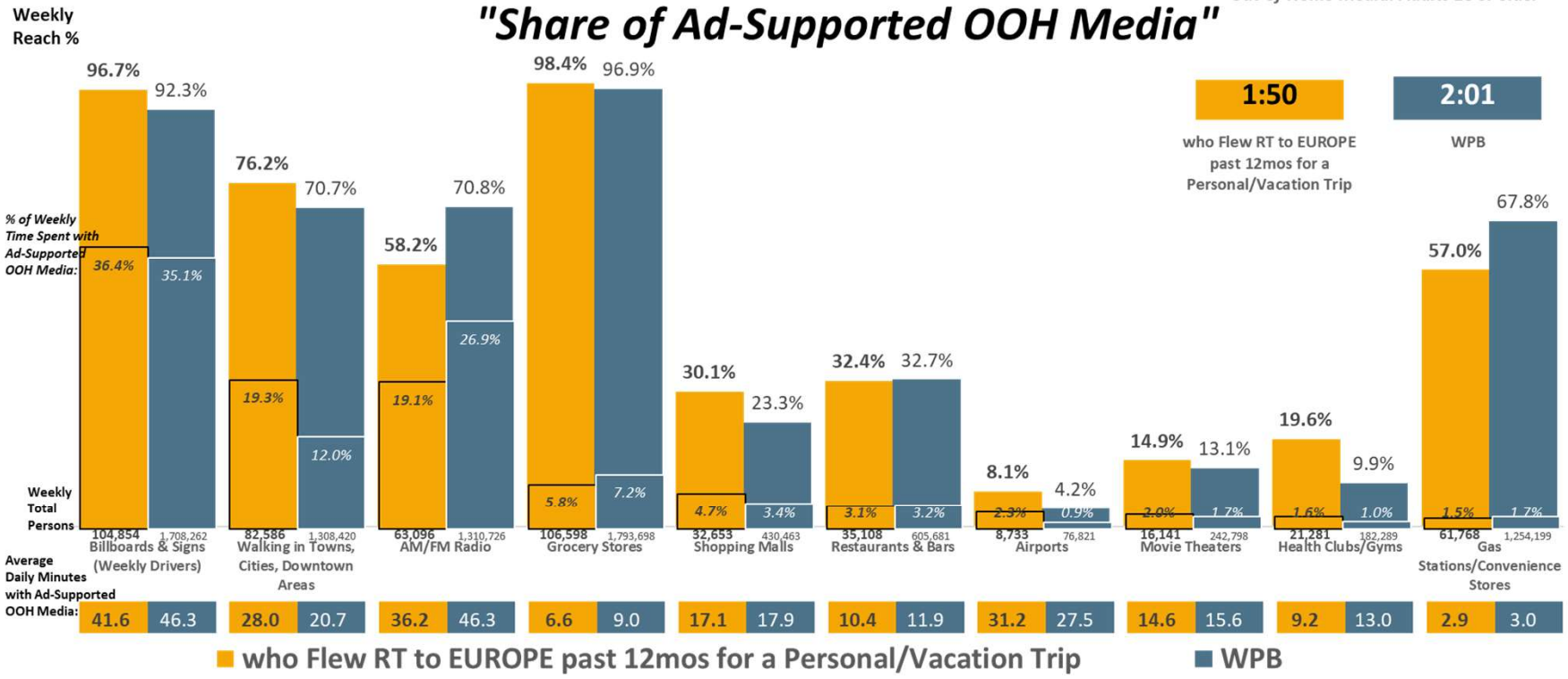
[(Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



104,854 or 96.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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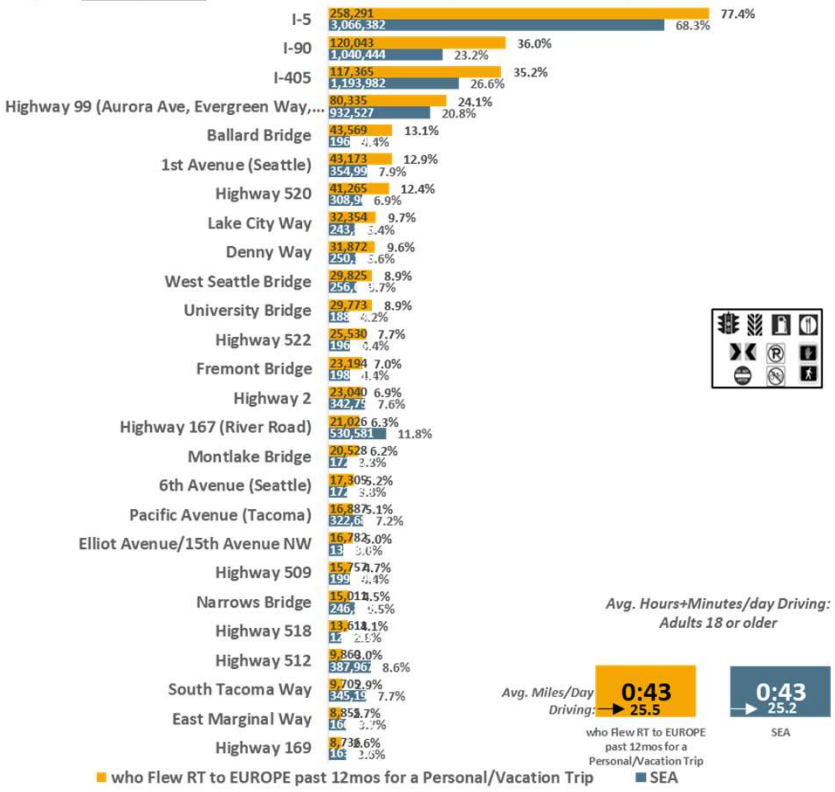
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311,333 or 93.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 43.8 minutes per day driving an average of 25.5 miles each day and are 197.6% more likely to use Ballard Bridge than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



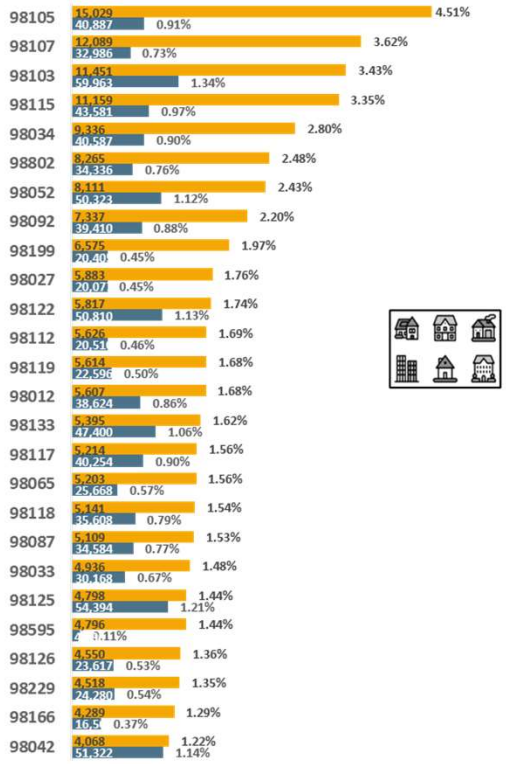
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

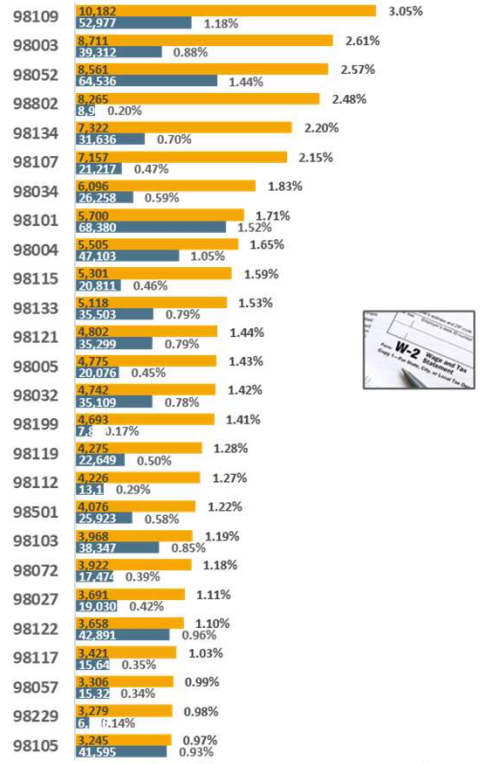
0:43 → 25.5 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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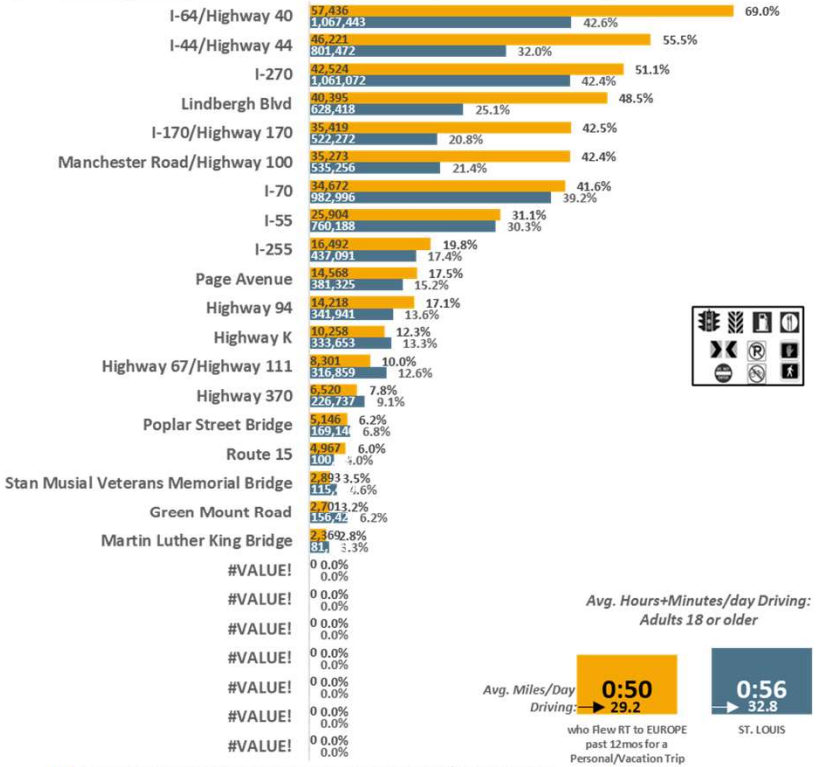
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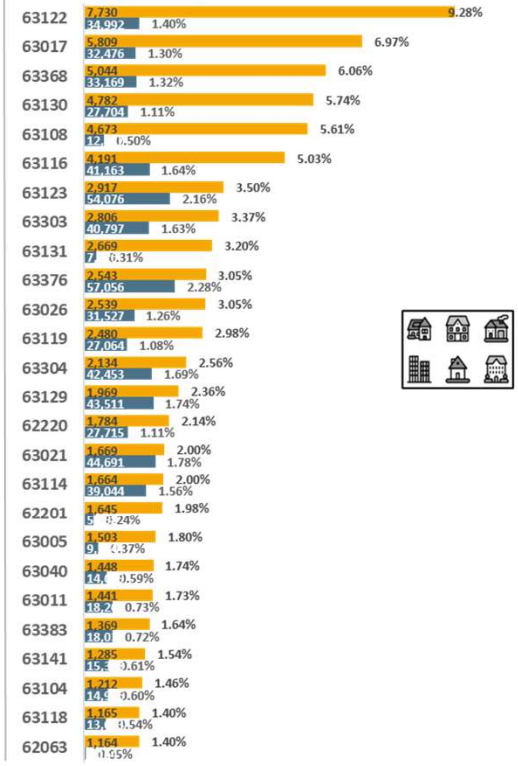
78,385 or 94.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 50.2 minutes per day driving an average of 29.2 miles each day and are 104.% more likely to use I-170/Highway 170 than the Metro averag

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

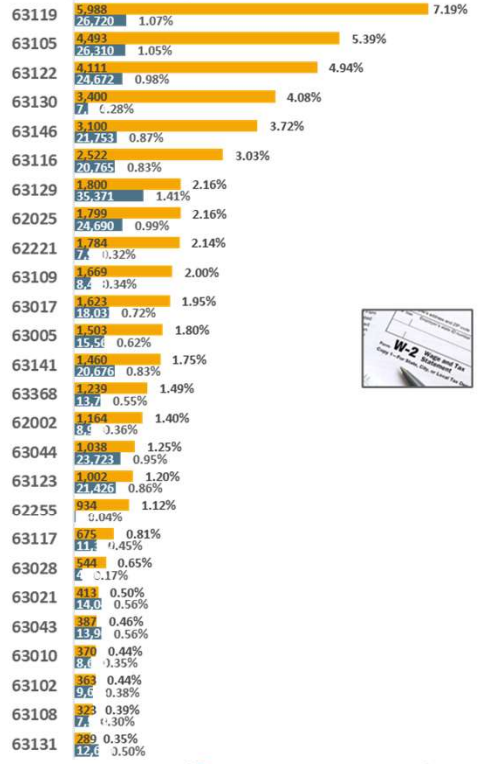


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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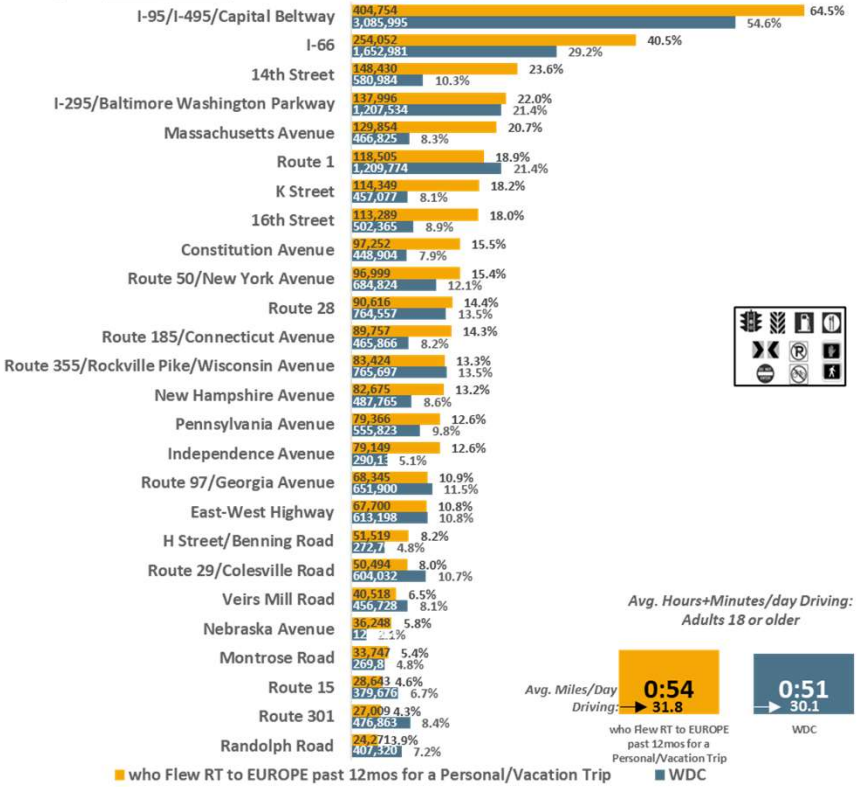
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562,230 or 89.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 150.5% more likely to use Massachusetts Avenue than the Metro a

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



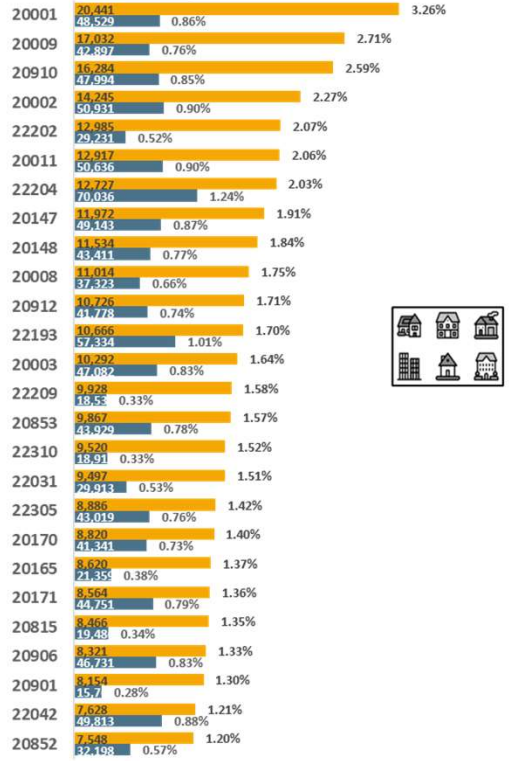
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 31.8

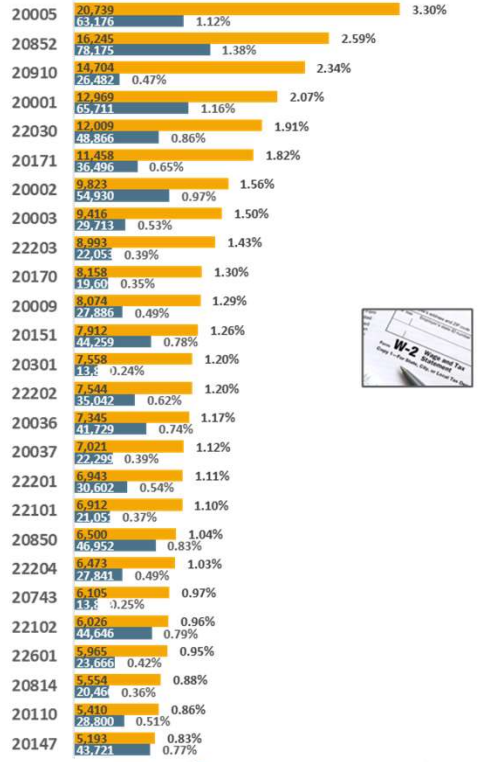
0:54 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

0:51 → 30.1 WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

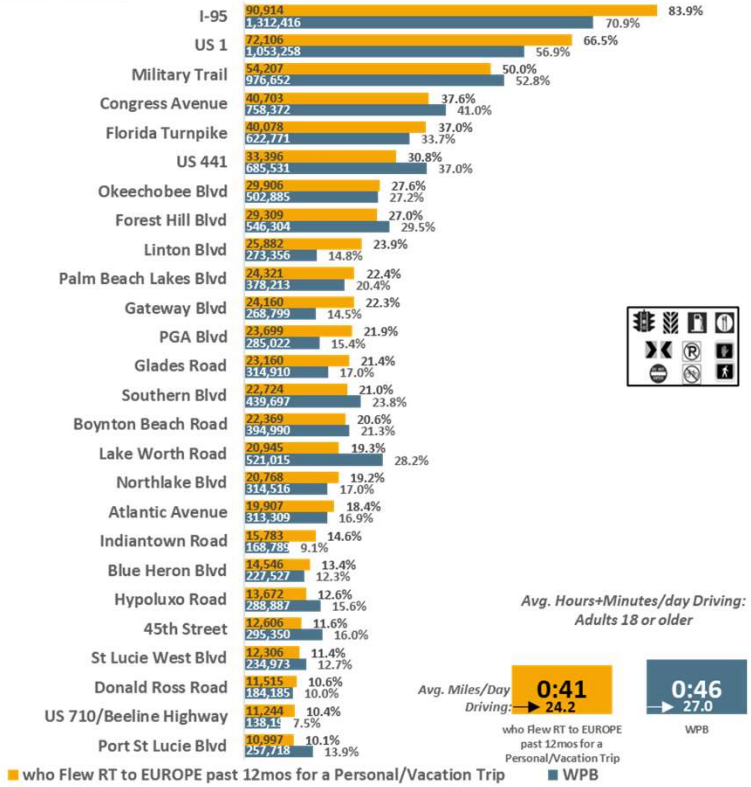
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104,854 or 96.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 41.6 minutes per day driving an average of 24.2 miles each day and are 61.6% more likely to use Linton Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day Driving: Adults 18 or older

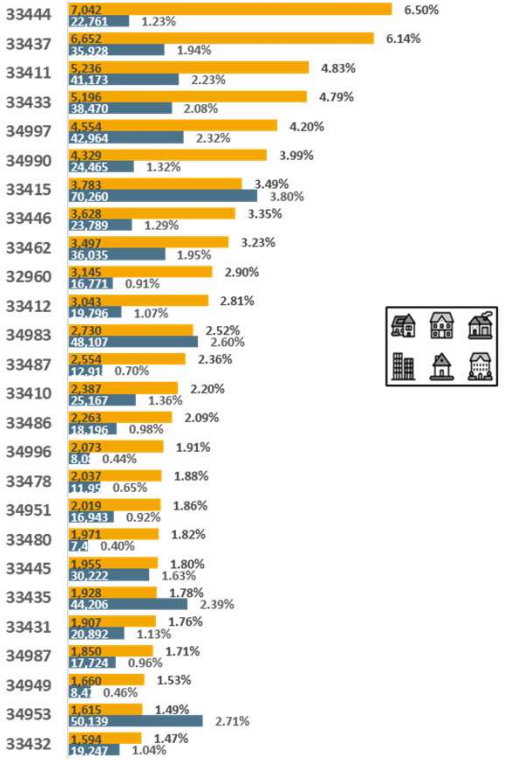
Avg. Miles/Day Driving: → 24.2

0:41 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

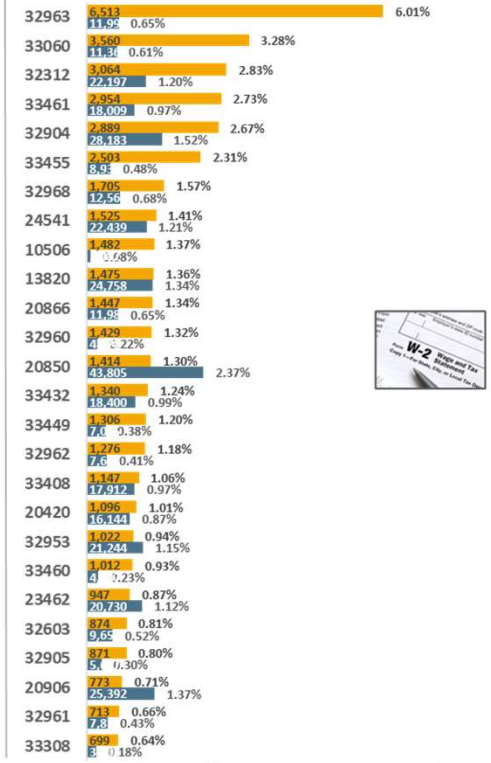
→ 27.0

0:46 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



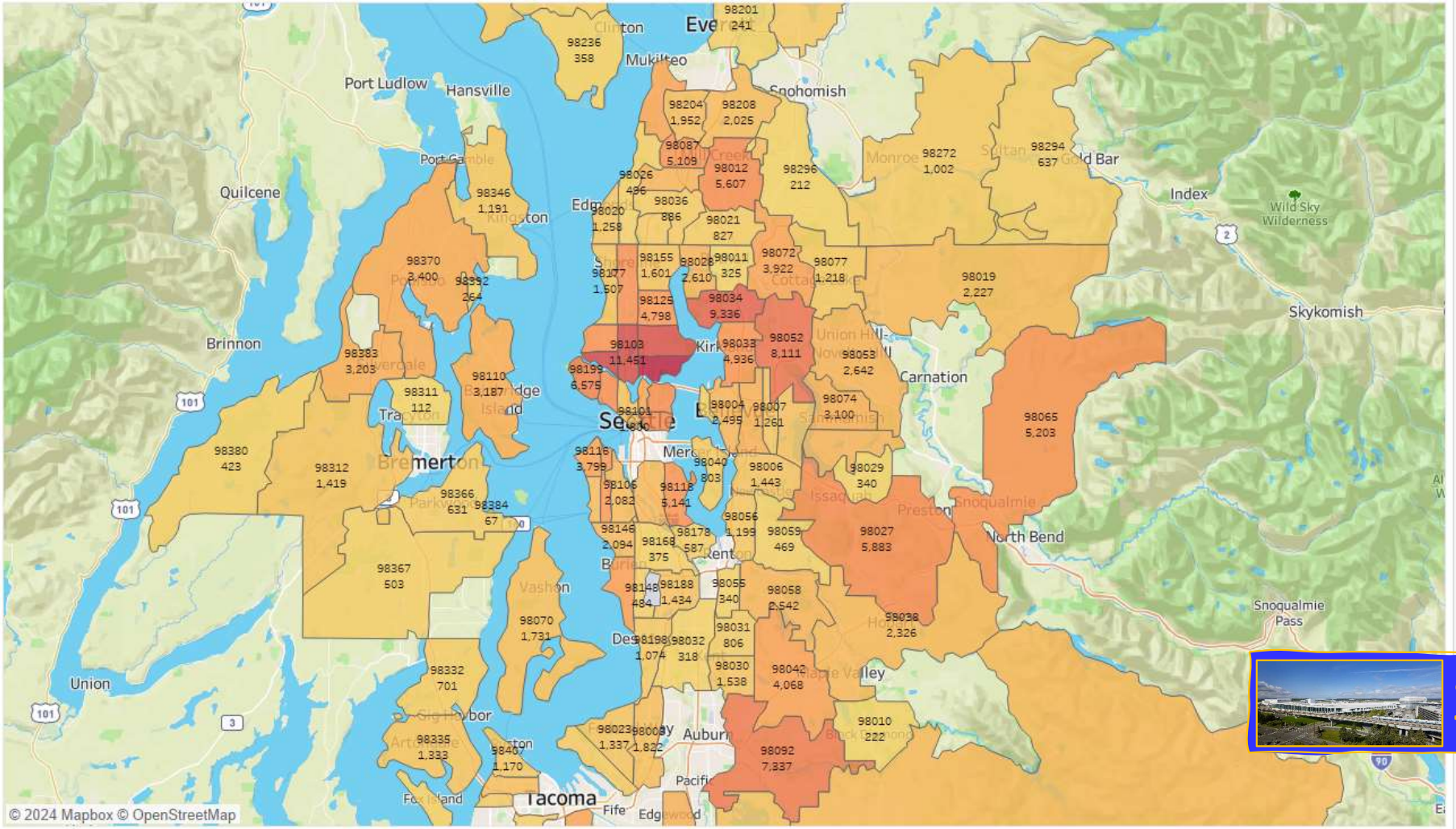
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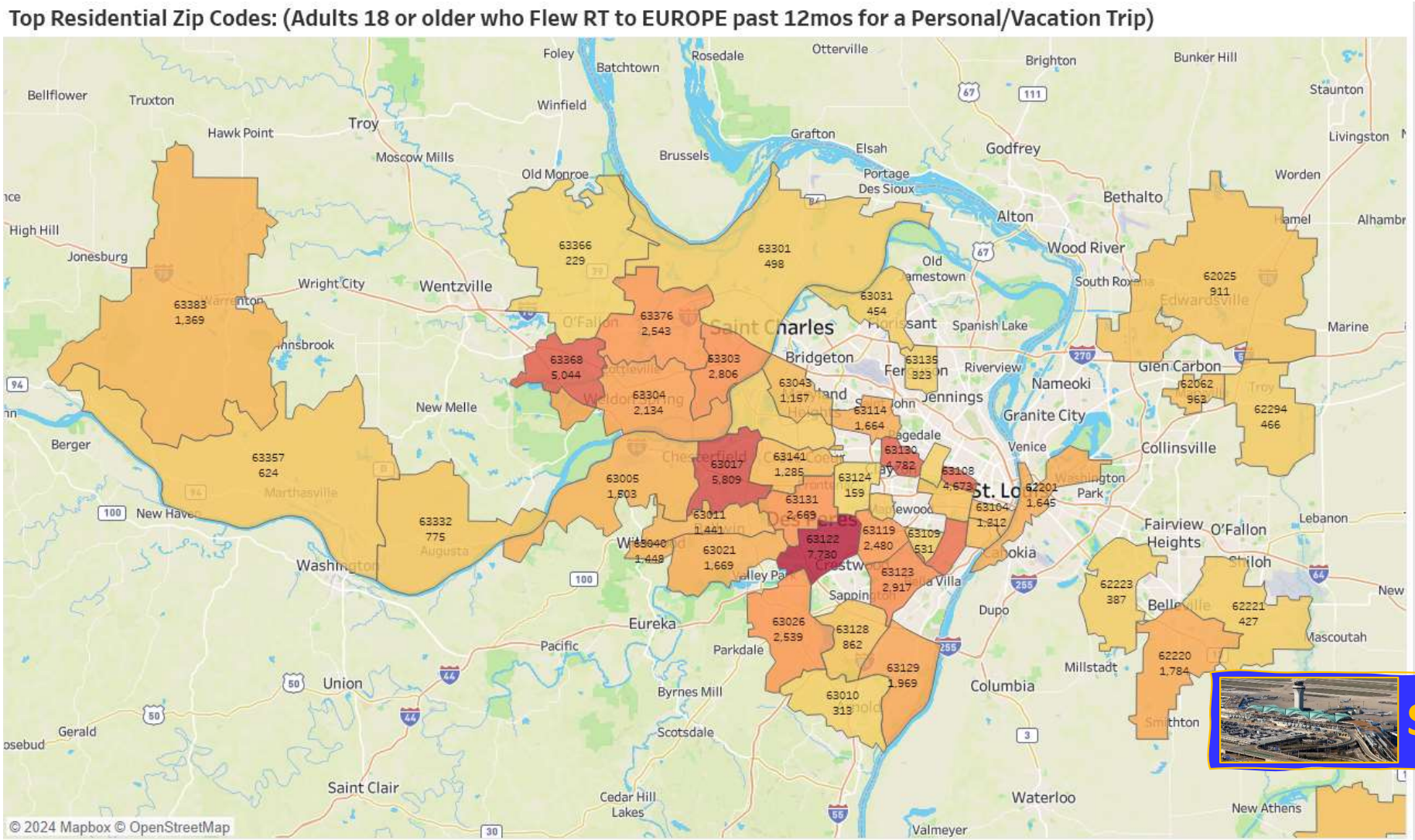
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Top Residential Zip Codes: (Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip)



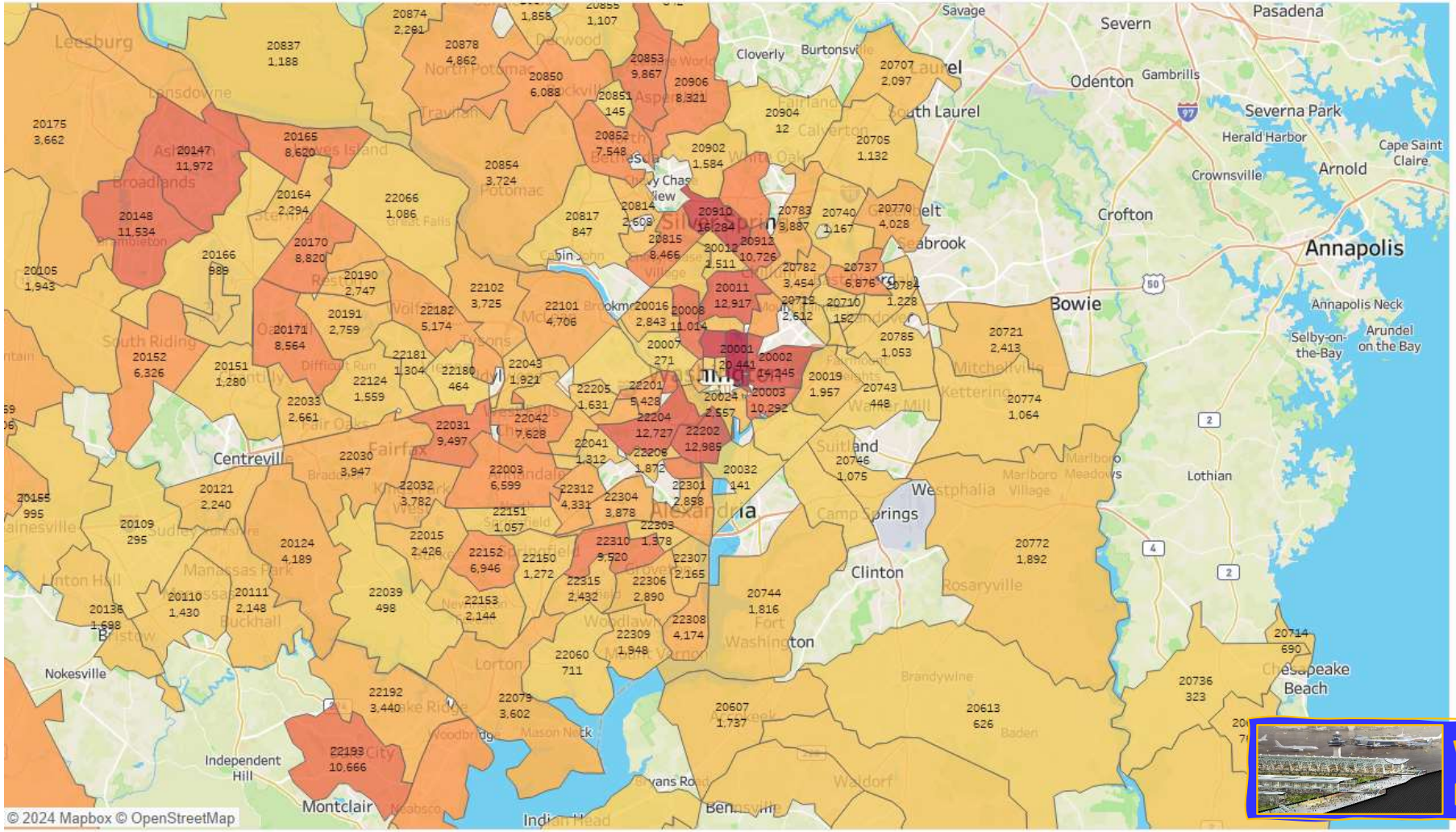
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Top Residential Zip Codes: (Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip)



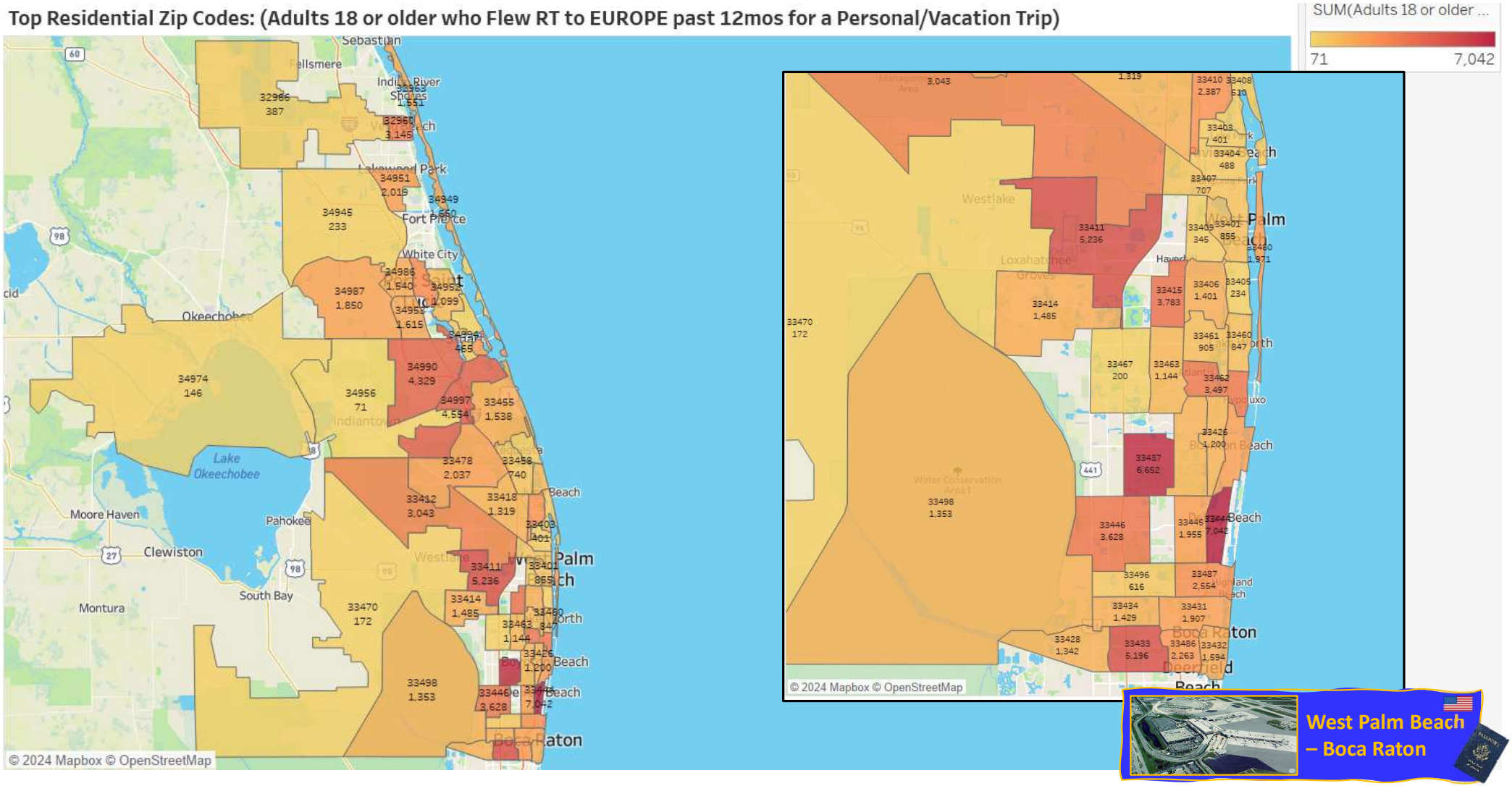
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Top Residential Zip Codes: (Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip)



[(Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

Top Residential Zip Codes: (Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip)

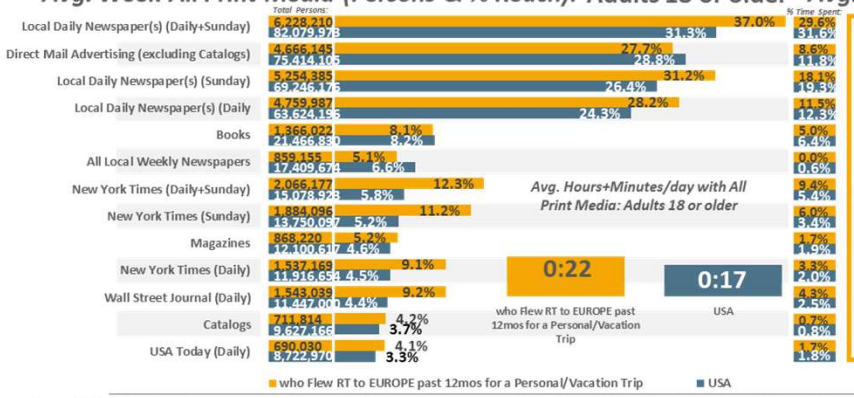


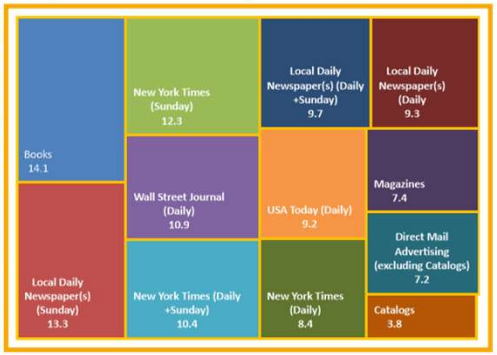
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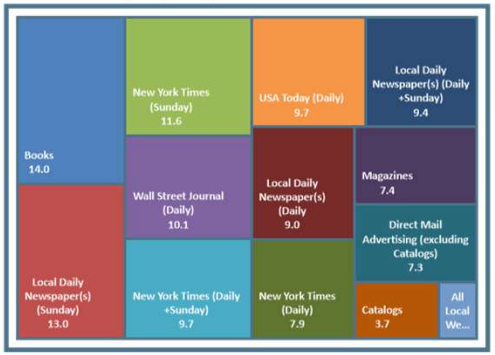


6,228,210 or 37.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 31.2% of all time spent daily with All forms of Print

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

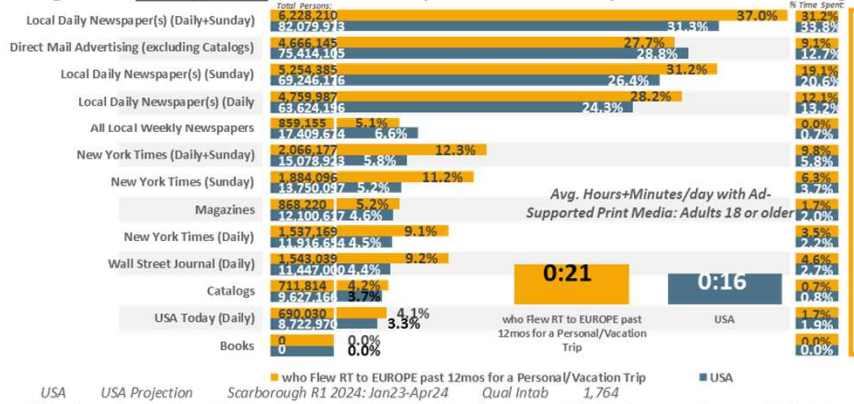


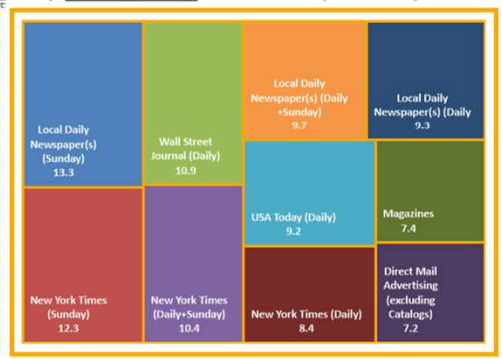


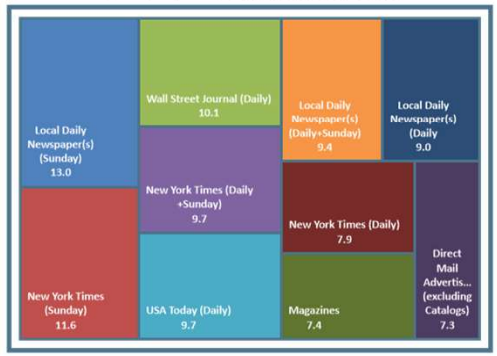


who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

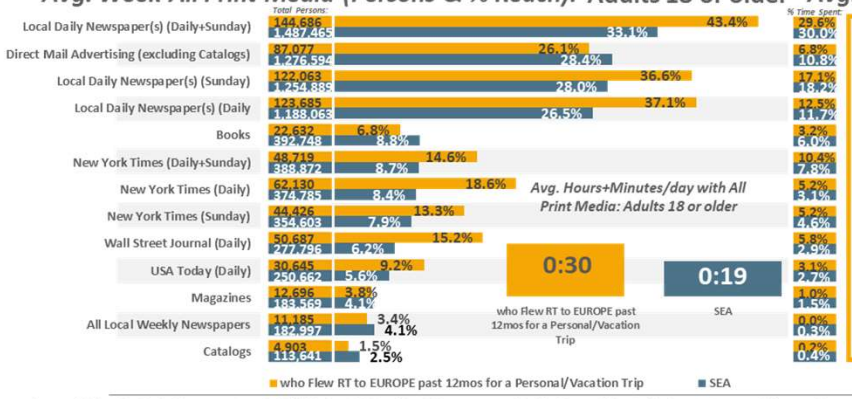
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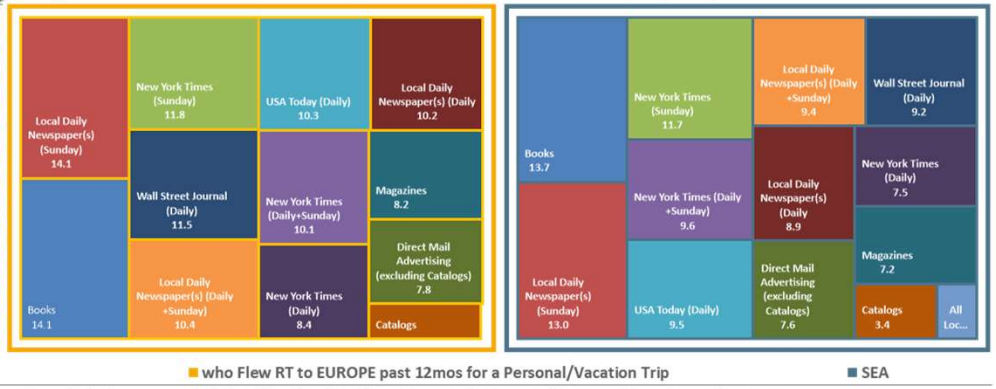


144,686 or 43.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.6% of all time spent daily with All forms of Print

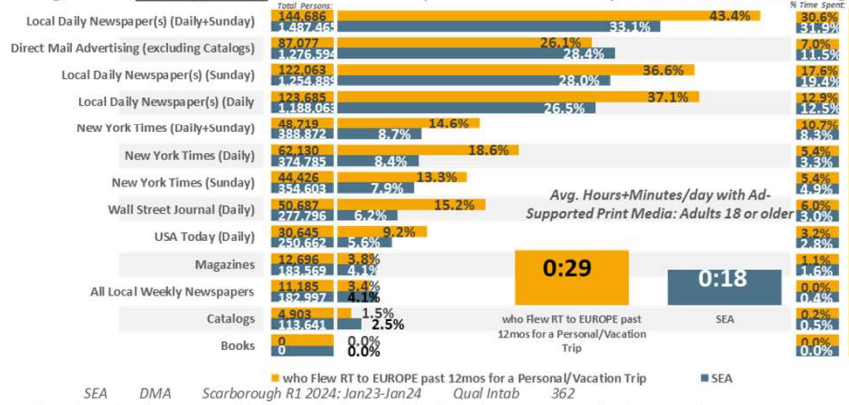
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



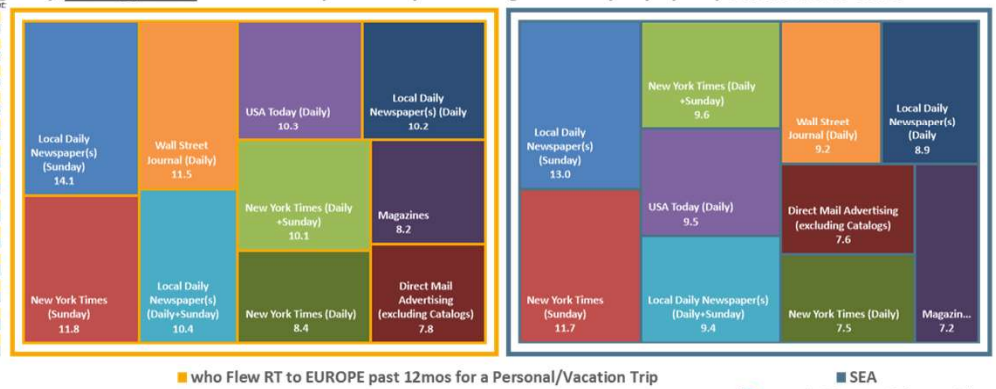
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 362

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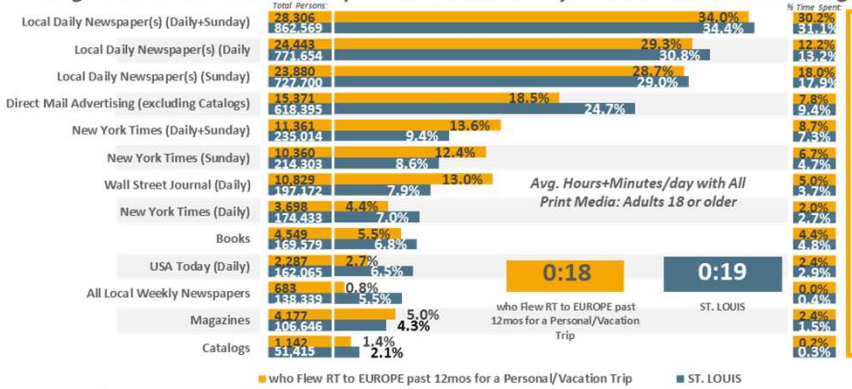
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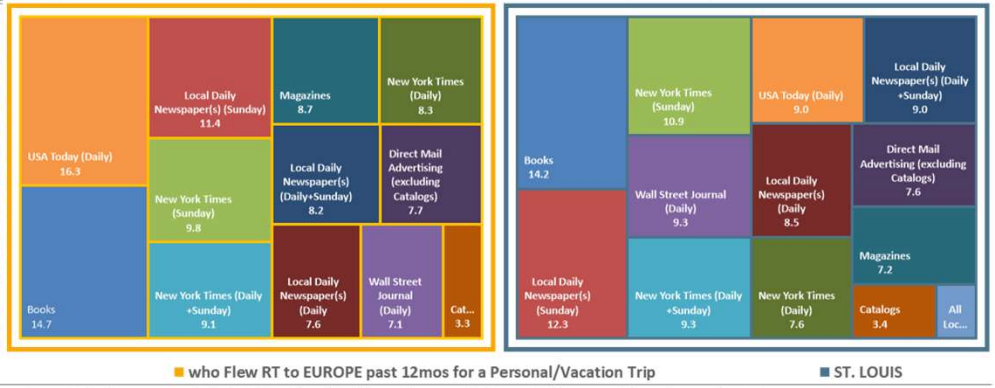


28,306 or 34.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Med

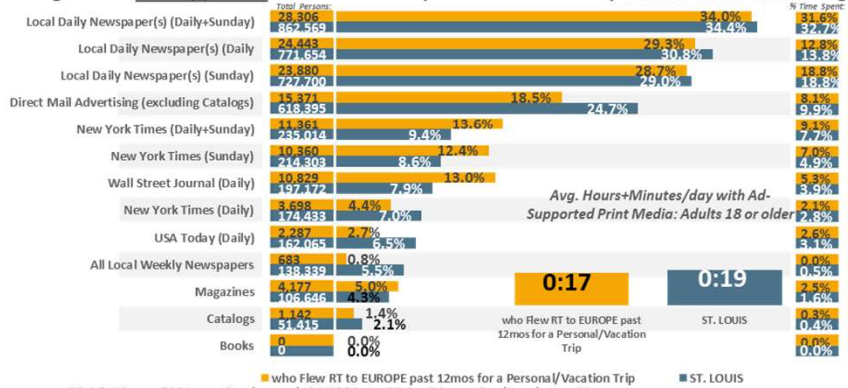
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



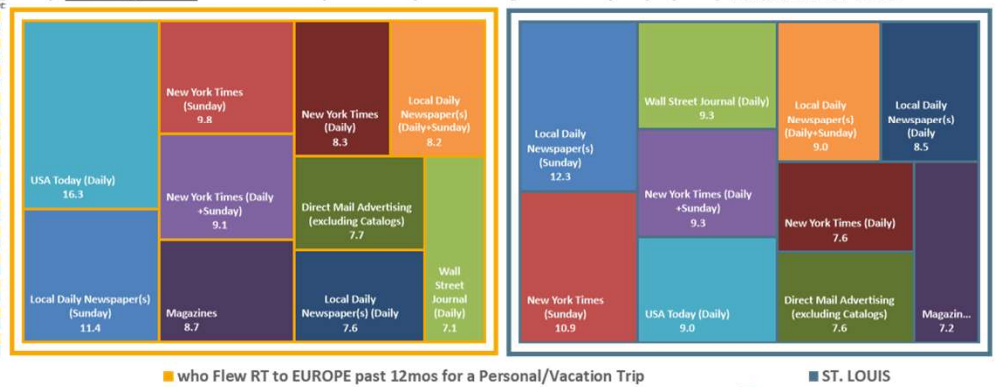
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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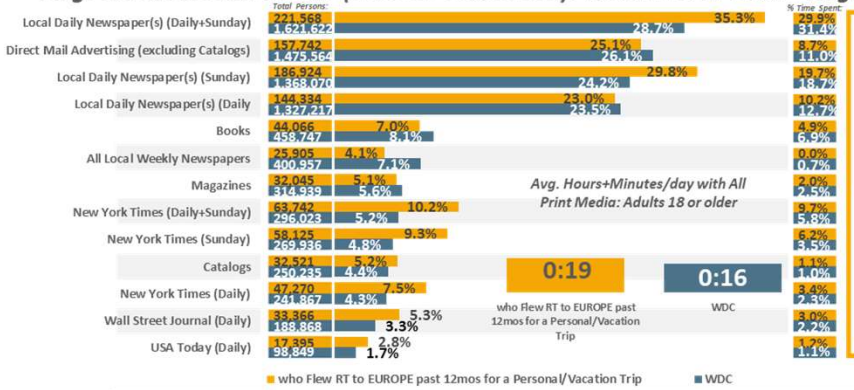
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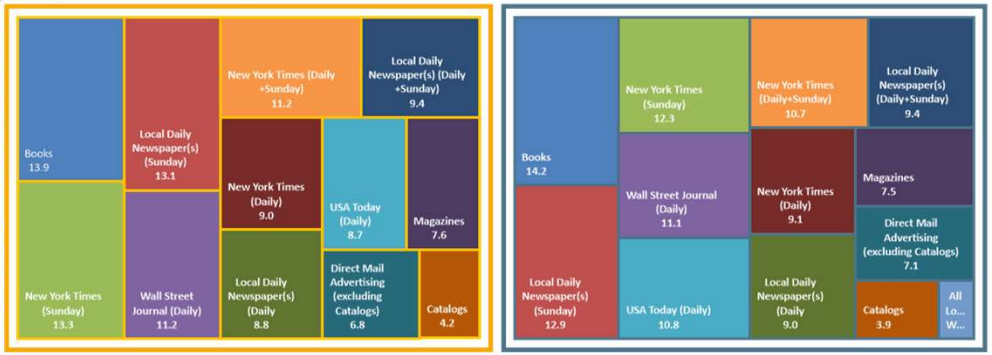


221,568 or 35.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.4% of all time spent daily with All forms of Print M

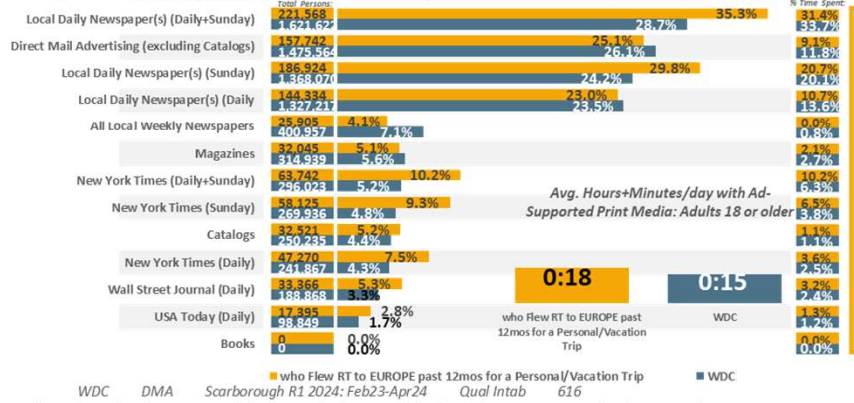
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 616

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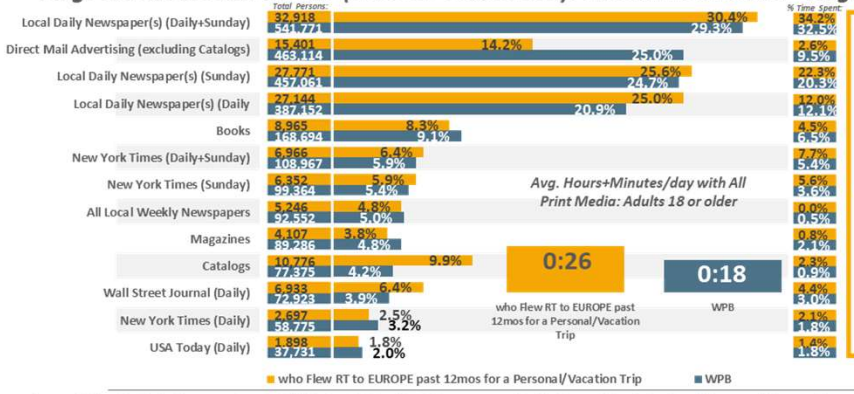
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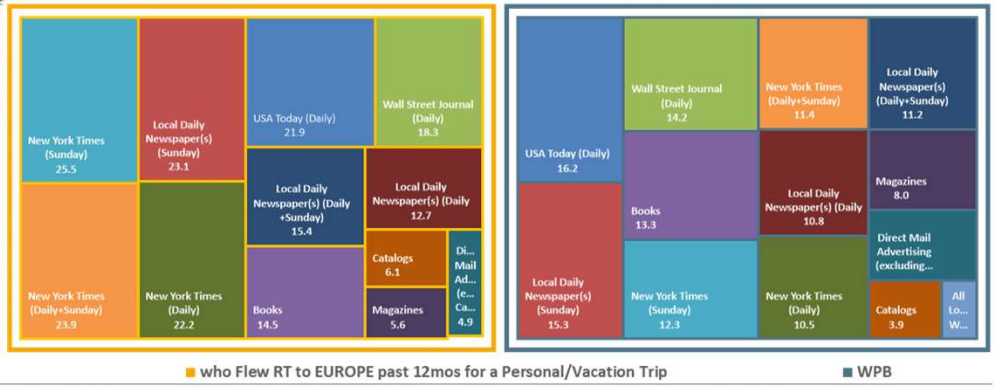


32,918 or 30.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.4 minutes every day representing 35.9% of all time spent daily with All forms of Print M

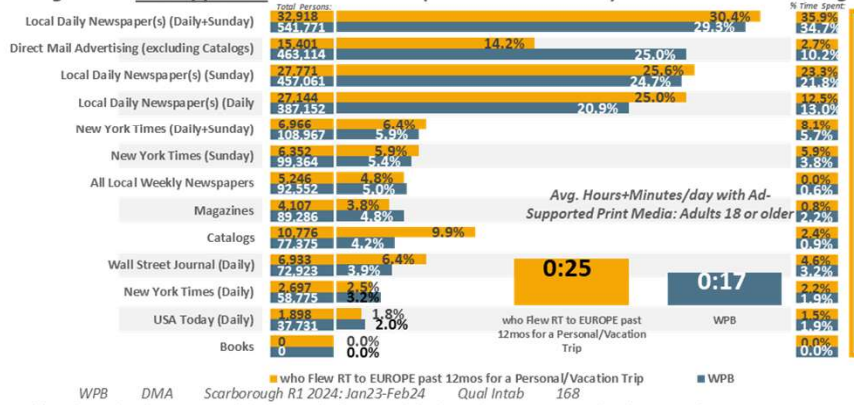
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



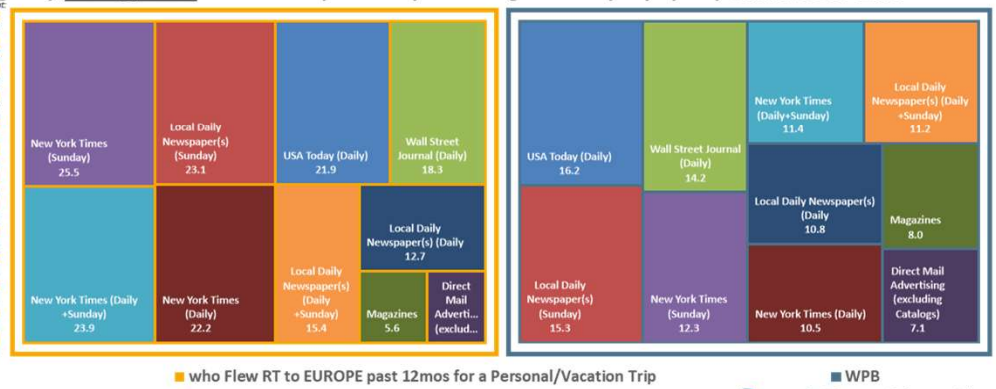
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168

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