USA+4 DMAs – P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months!

Complete Demographic & Media Use Profiles





VISIT FLORIDA®







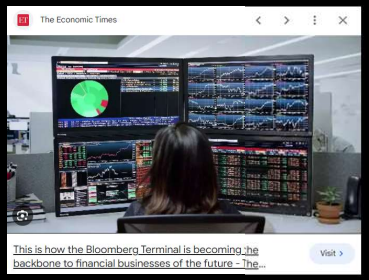








Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Spent $5,000 or More on a FLORIDA Vacation in the past 12 months** as of August 31, 2025.



VISA MasterCard AMERICAN EXPRESS DISCOVER NETWORK

P18+

Vanguard BlackRock

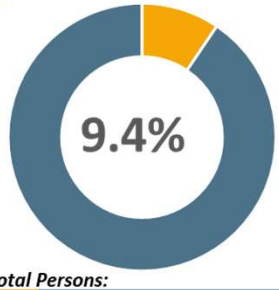
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



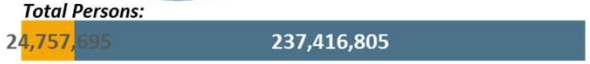
9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 51.8 years old (6.3% older than average) and have a $149,266 (56.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

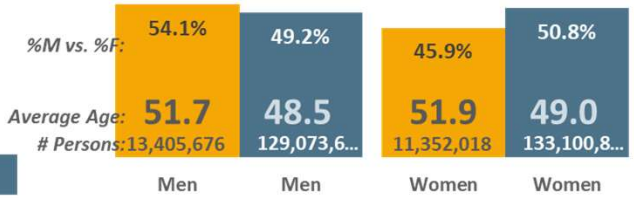


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of USA DMAs

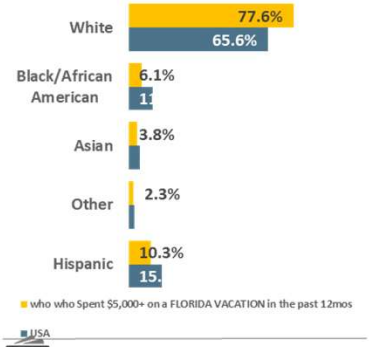
Total Persons:



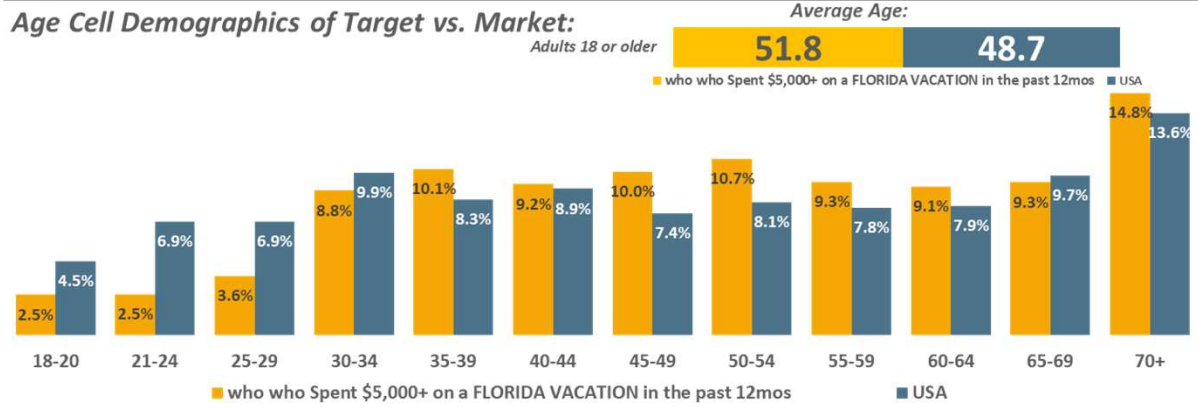
Gender of Target vs. Market: Adults 18 or older



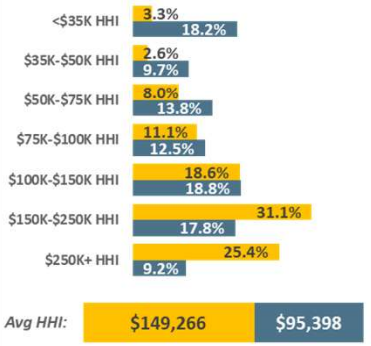
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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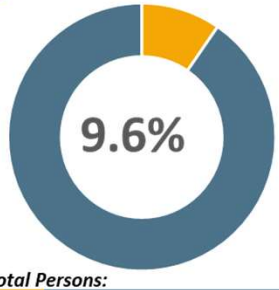
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



9.6% or 724,083 of CHI DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 51.1 years old (5.8% older than average) and have a $170,228 (58.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

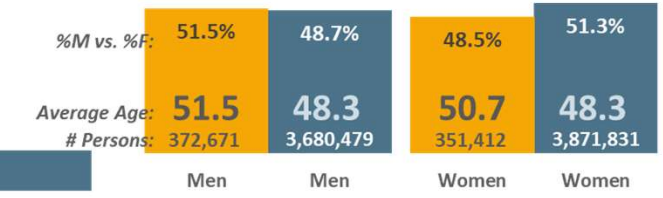


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of CHI DMA

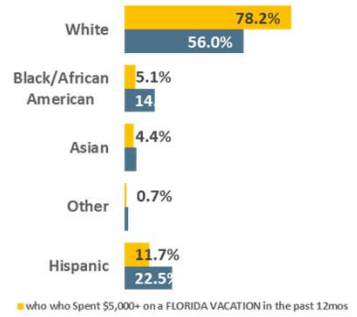
Total Persons:



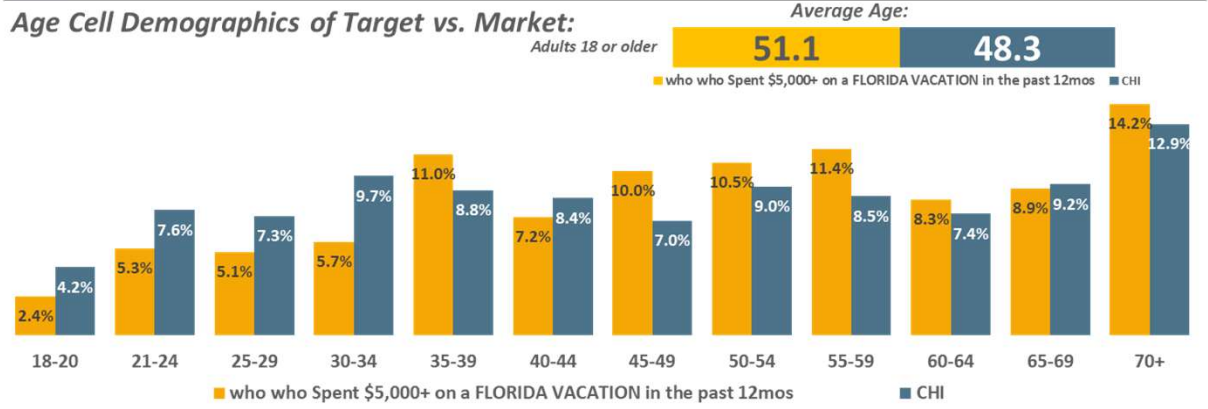
Gender of Target vs. Market: Adults 18 or older



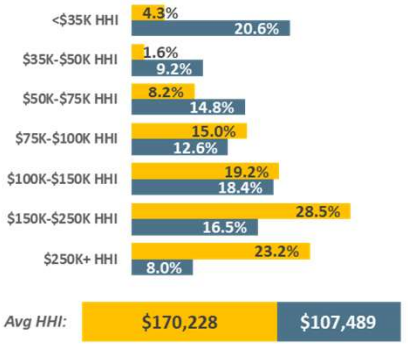
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

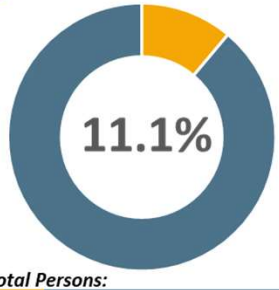
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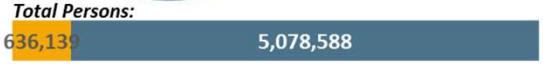
11.1% or 636,139 of WDC DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 50.5 years old (5.5% older than average) and have a $205,670 (50.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

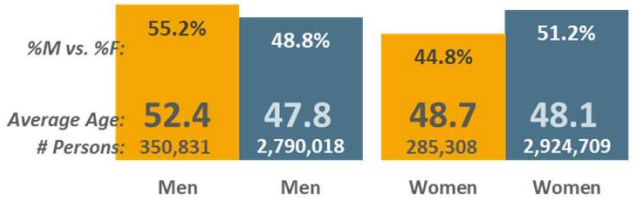


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of WDC DMA

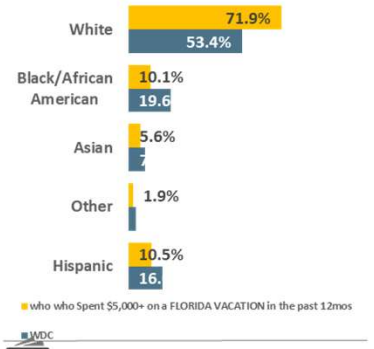
Total Persons:



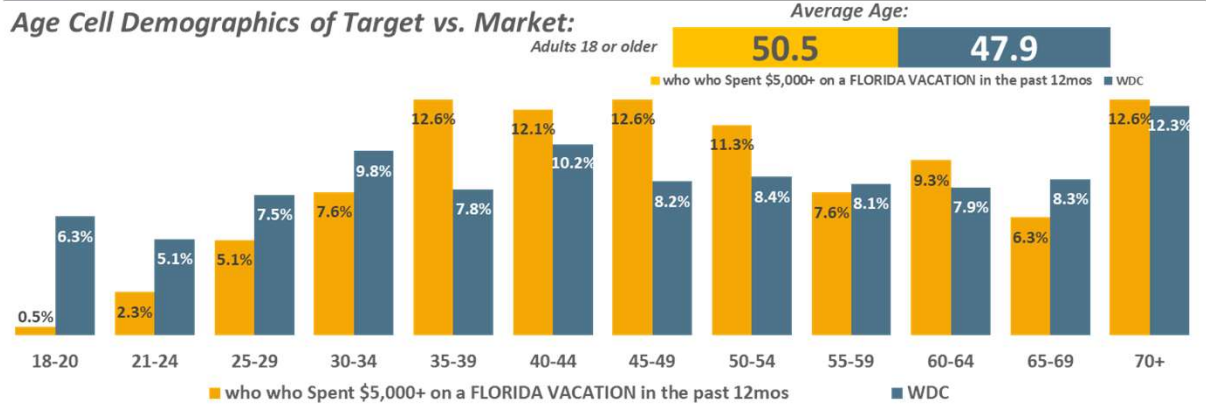
Gender of Target vs. Market: Adults 18 or older



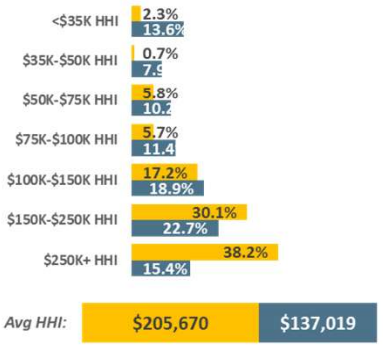
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

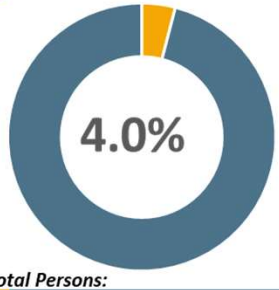
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4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 47.7 years old (1.3% younger than average) and have a $160,288 (28.4% higher than average) annual household…

Percent of Market: Adults 18 or older

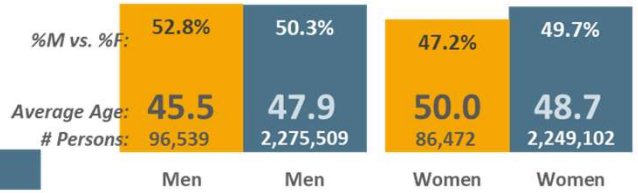


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of SEA DMA

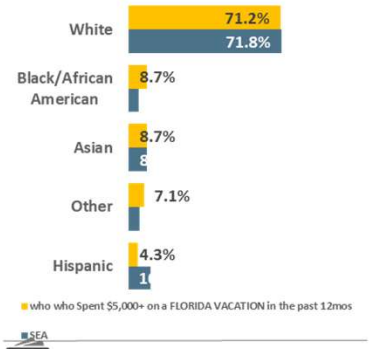
Total Persons:



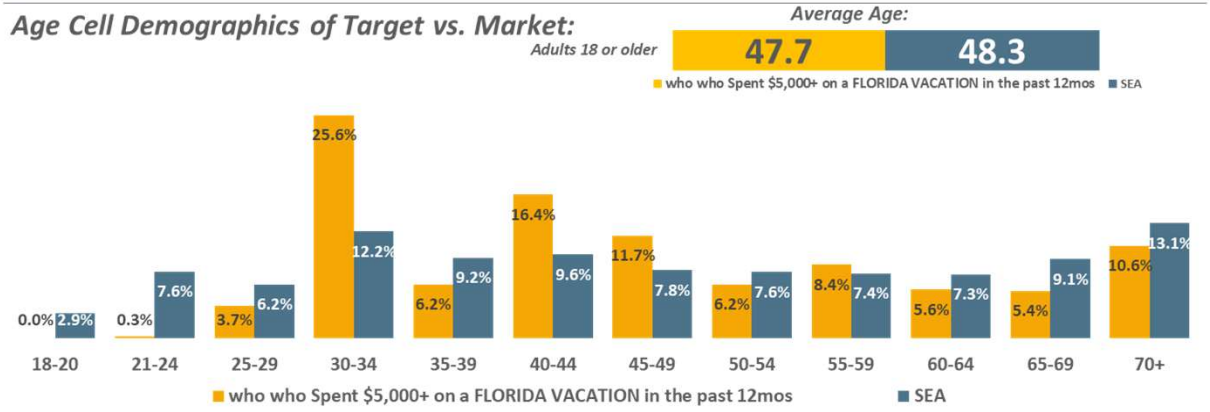
Gender of Target vs. Market: Adults 18 or older



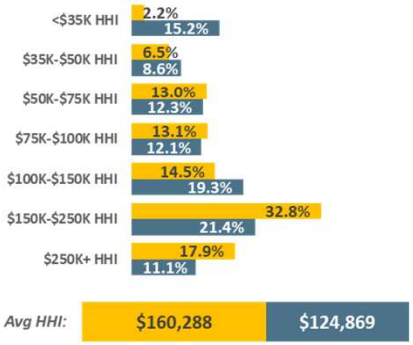
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



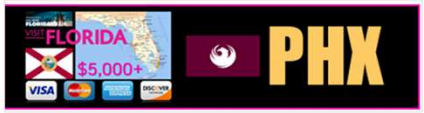
HHI of Target vs. Market:



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

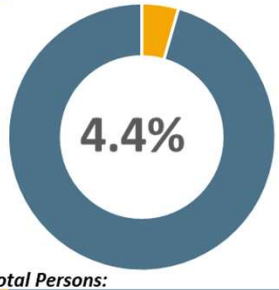
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4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 52.8 years old (8.7% older than average) and have a $171,299 (62.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of PHX DMA

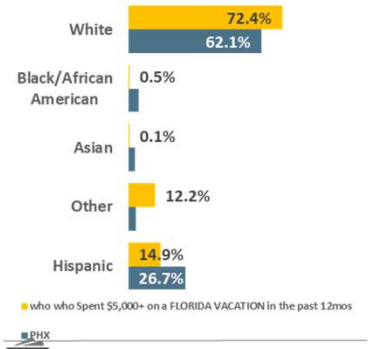
Total Persons:

211,935 | 4,551,576

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	49.7%	49.6%	50.3%	50.4%
Average Age:	48.3	47.9	57.8	49.4
# Persons:	105,427	2,363,560	106,508	2,399,951

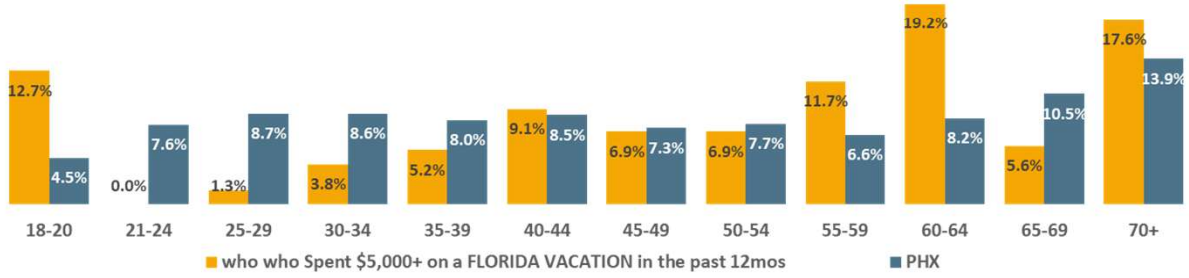
Ethnicity of Target vs. Market:



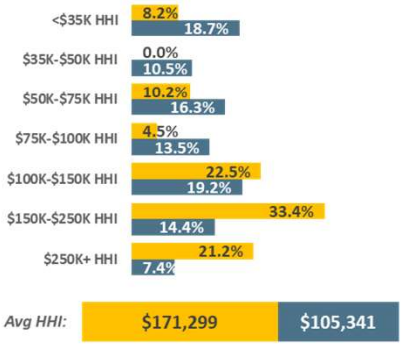
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	52.8	48.6

who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos | PHX



HHI of Target vs. Market:



Avg HHI:	$171,299	$105,341

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

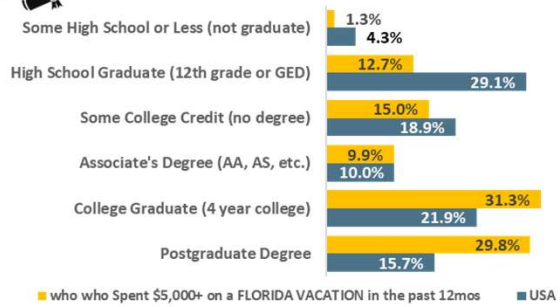
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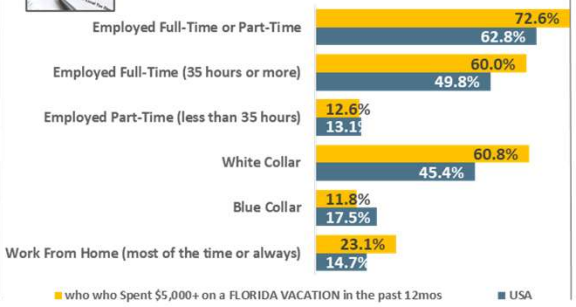


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 62.2% more likely to be a college graduate, 20.5% more likely to work full-time, 41.7% more likely to be married, 21.8% more likely to be a parent of 1 or more children u

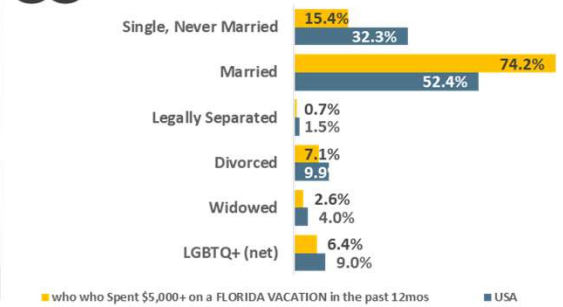
Education Levels: Adults 18 or older



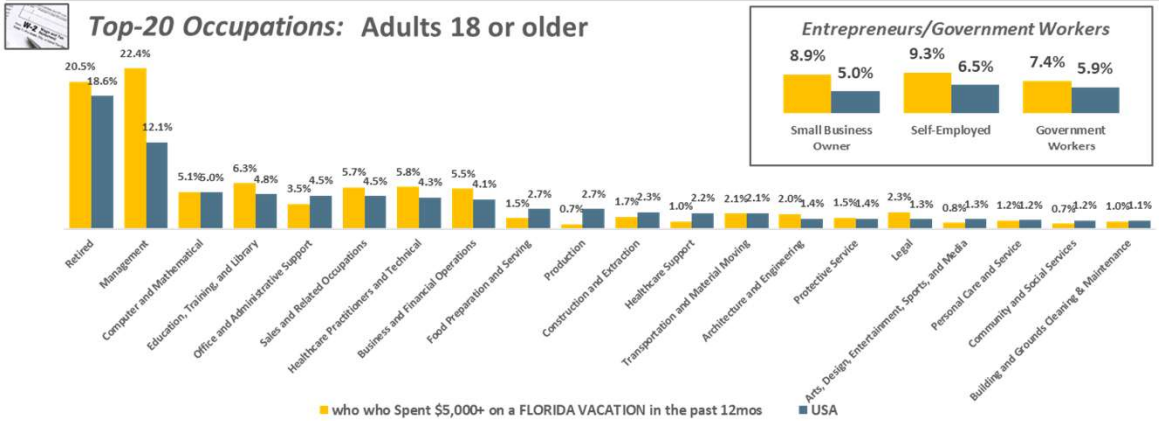
Employment: Adults 18 or older



Marital Status: Adults 18 or older

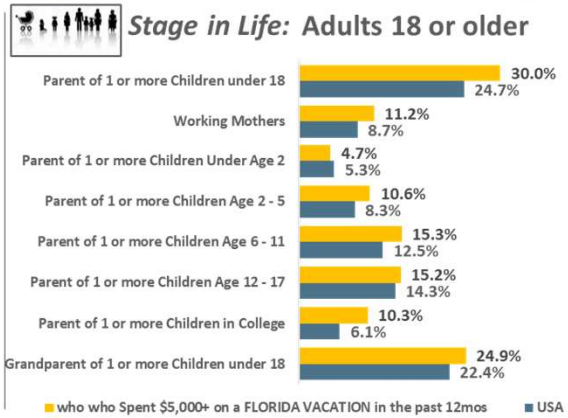


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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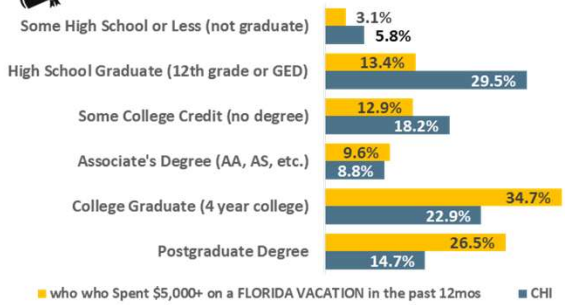
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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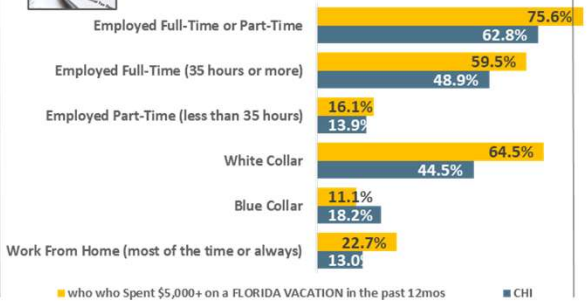


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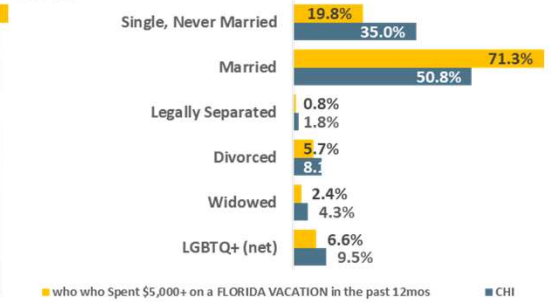
Education Levels: Adults 18 or older



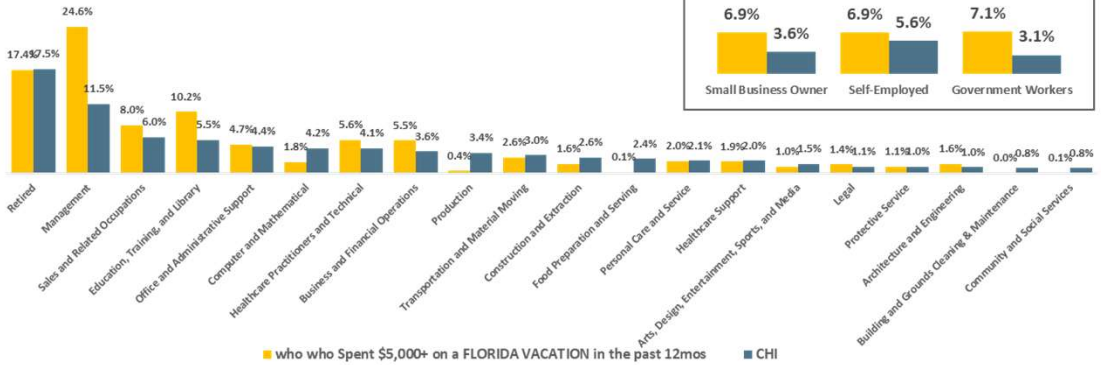
Employment: Adults 18 or older



Marital Status: Adults 18 or older

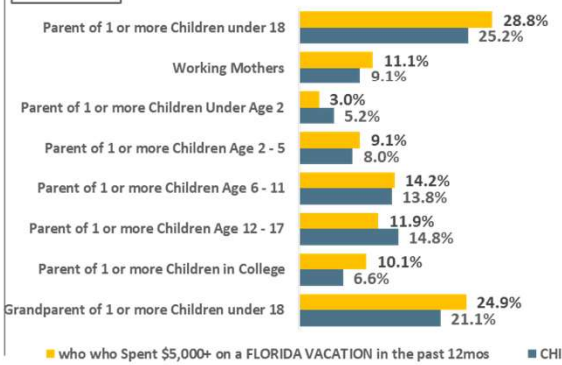


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

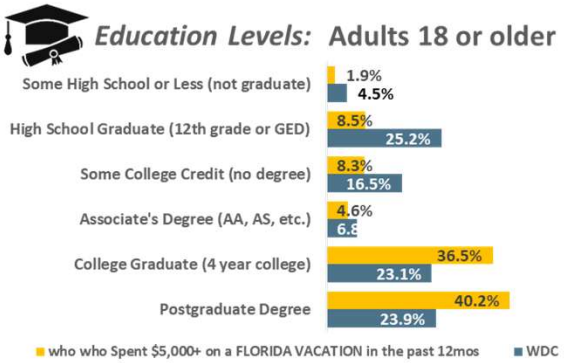
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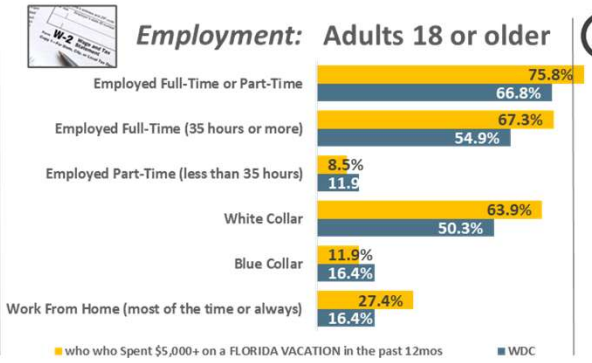


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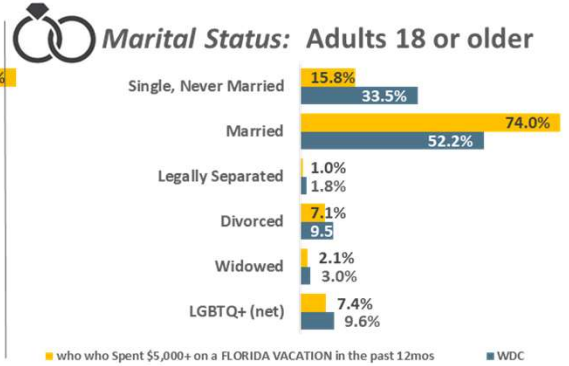
Education Levels: Adults 18 or older



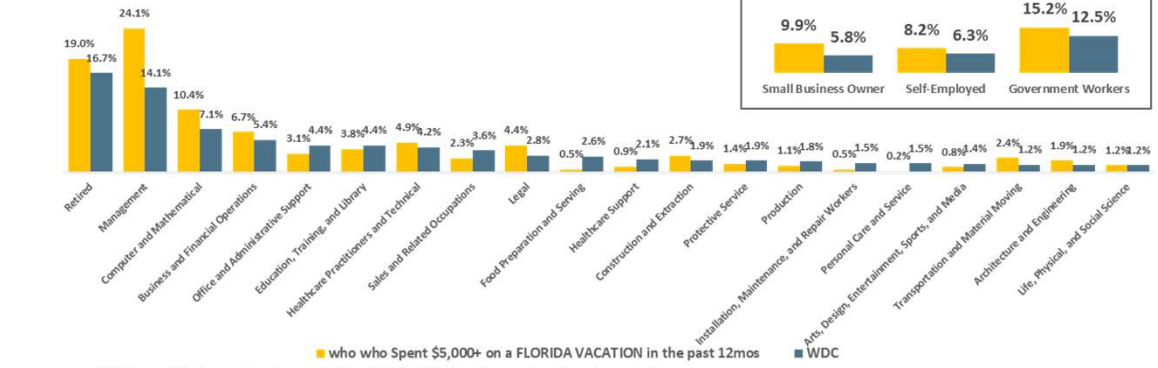
Employment: Adults 18 or older



Marital Status: Adults 18 or older

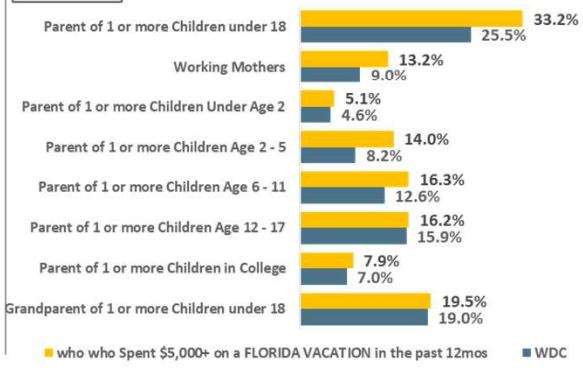


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

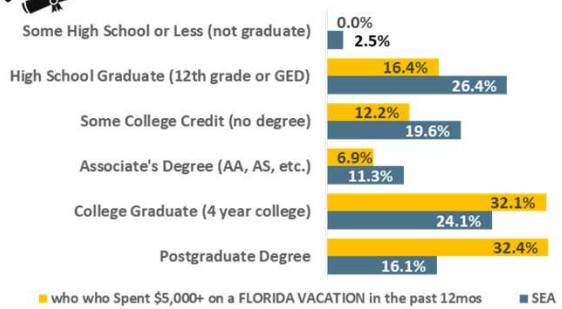
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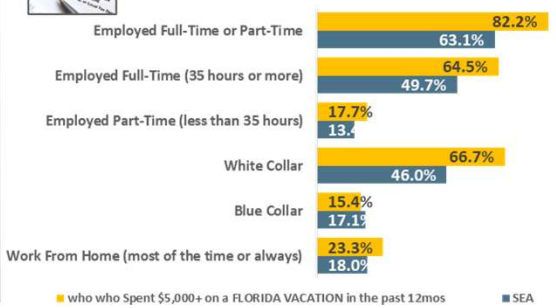


4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 60.4% more likely to be a college graduate, 29.6% more likely to work full-time, 22.1% more likely to be married, 42.9% more likely to be a parent of 1 or more children u

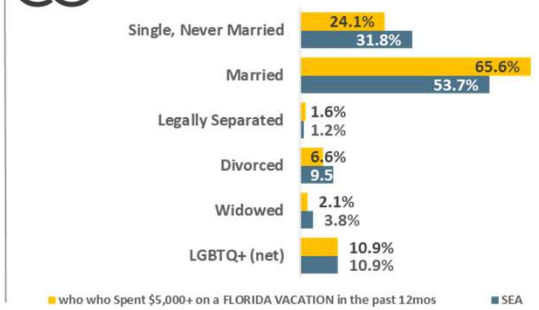
Education Levels: Adults 18 or older



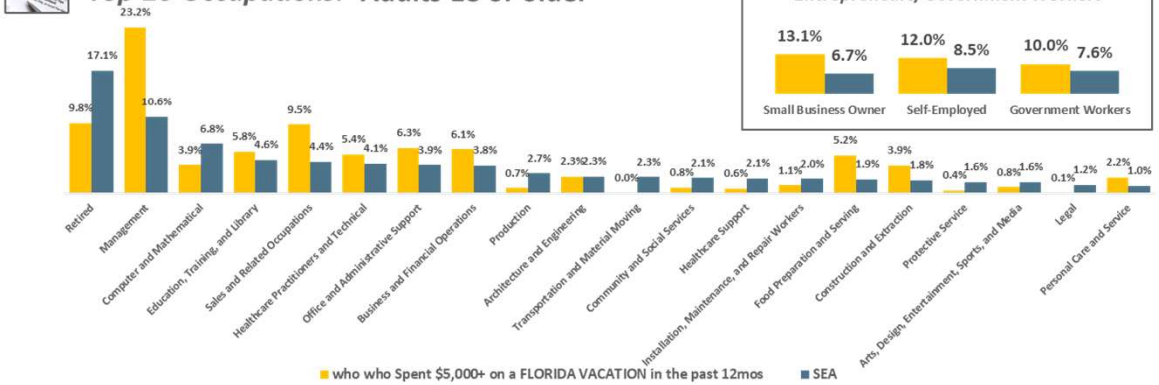
Employment: Adults 18 or older



Marital Status: Adults 18 or older

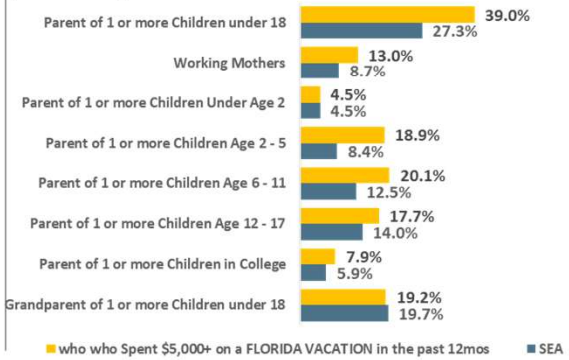


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

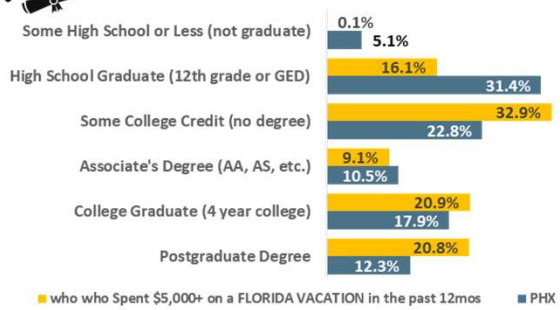
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

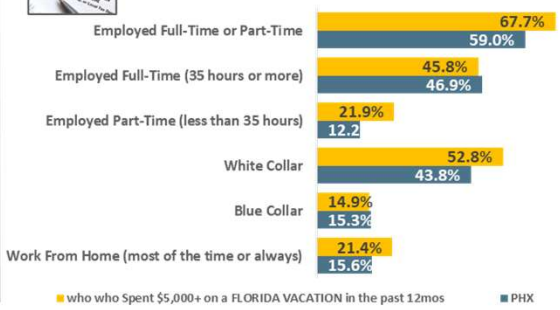


4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 38.2% more likely to be a college graduate, 2.3% less likely to work full-time, 28.7% more likely to be married, 25.6% less likely to be a parent of 1 or more children un

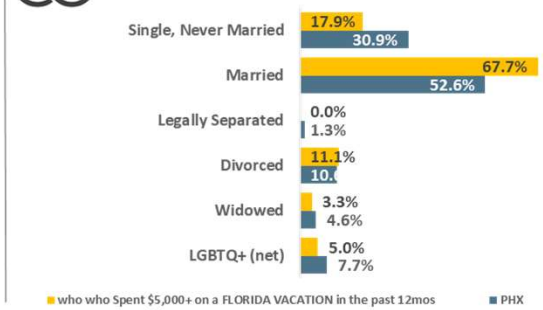
Education Levels: Adults 18 or older



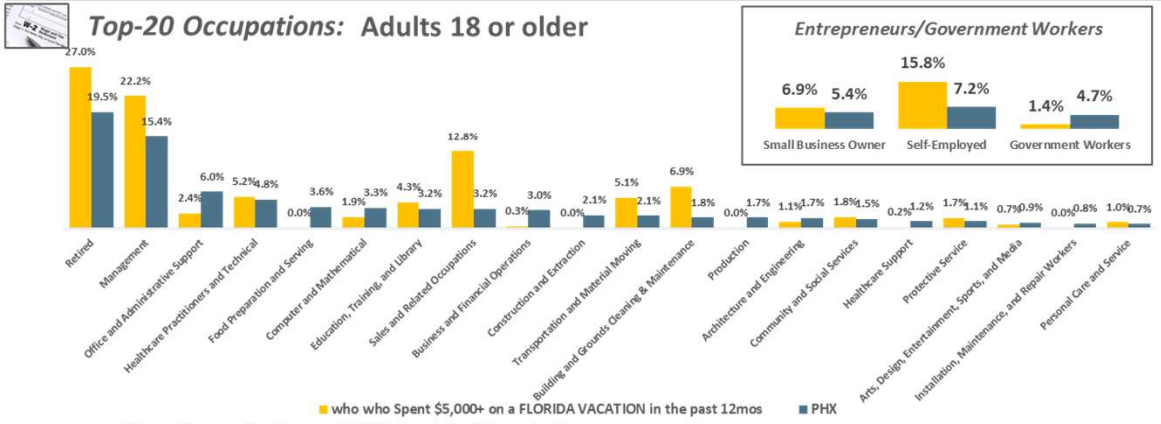
Employment: Adults 18 or older



Marital Status: Adults 18 or older

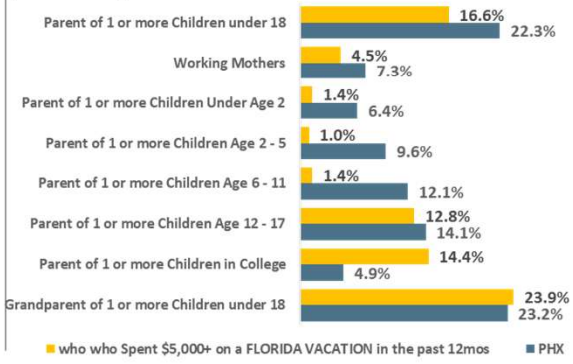


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

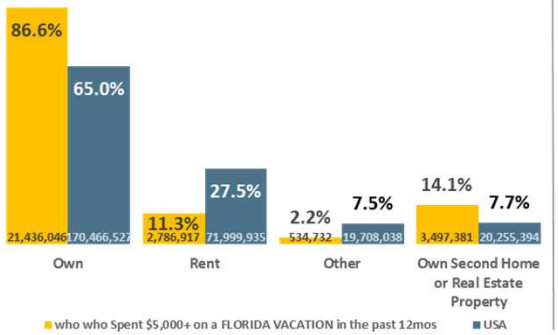
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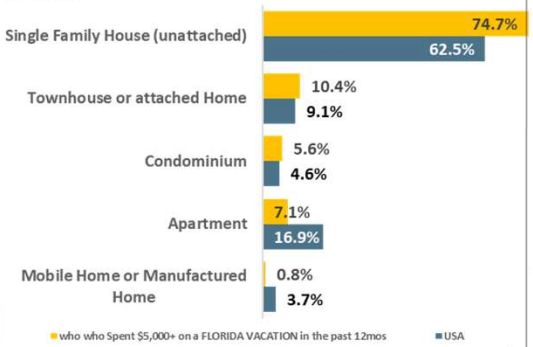


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 33.2% more likely to own their home, 57.7% more likely to own a higher valued home, 19.4% more likely to have a single-family home, 17.% more likely to have a dog.

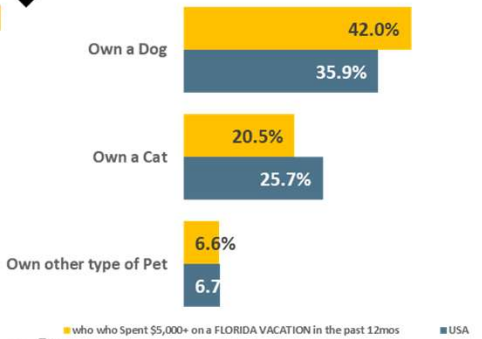
Own/Rent/Other: Adults 18 or older



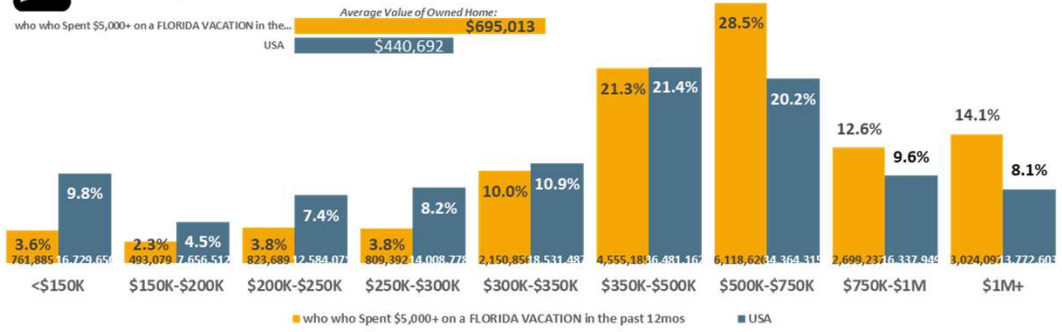
Type of Home: Adults 18 or older



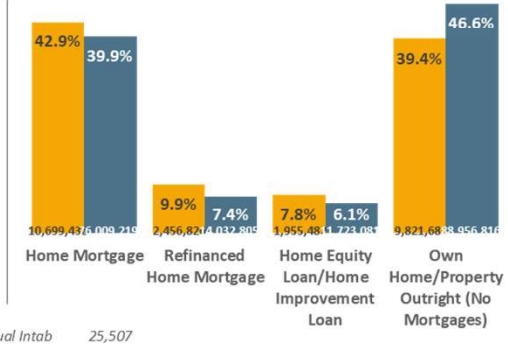
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,830*

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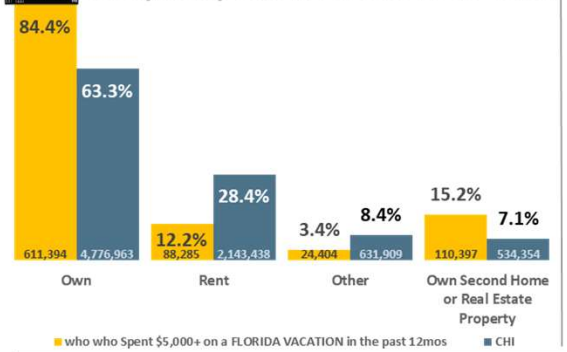
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

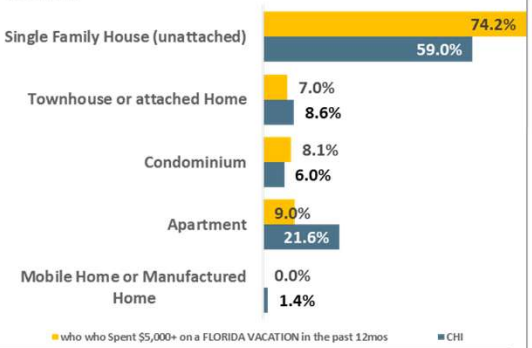


9.6% or 724,083 of CHI DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 33.5% more likely to own their home, 35.5% more likely to own a higher valued home, 25.9% more likely to have a single-family home, 32.4% more likely to have a dog.

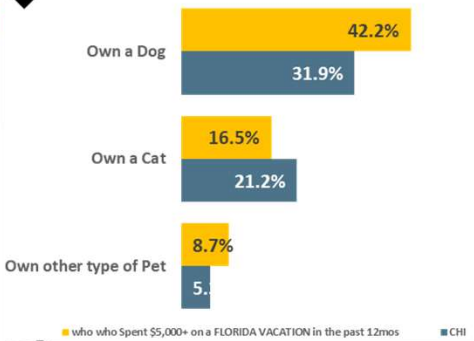
Own/Rent/Other: Adults 18 or older



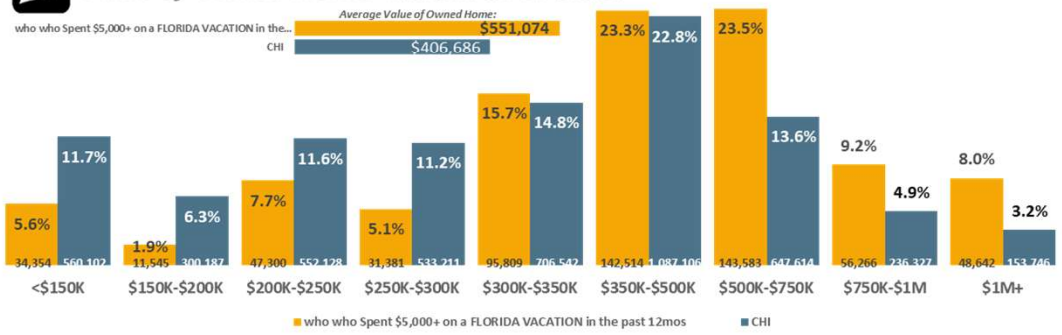
Type of Home: Adults 18 or older



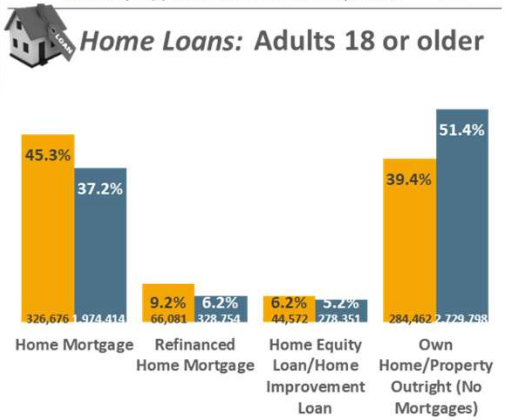
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

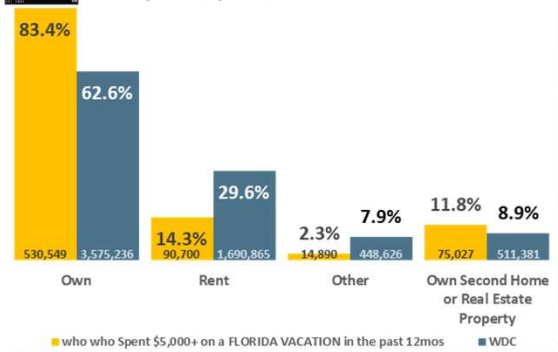
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

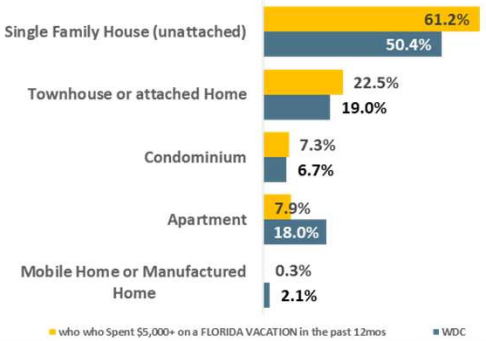


11.1% or 636,139 of WDC DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 33.3% more likely to own their home, 27.7% more likely to own a higher valued home, 21.4% more likely to have a single-family home, 14.9% more likely to have a dog.

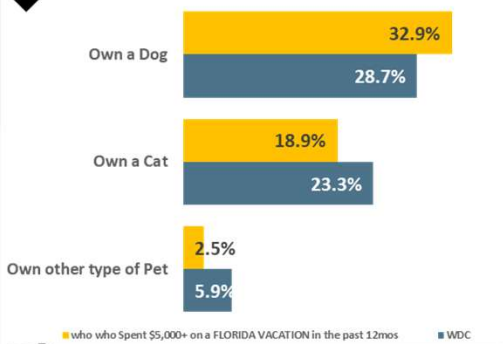
Own/Rent/Other: Adults 18 or older



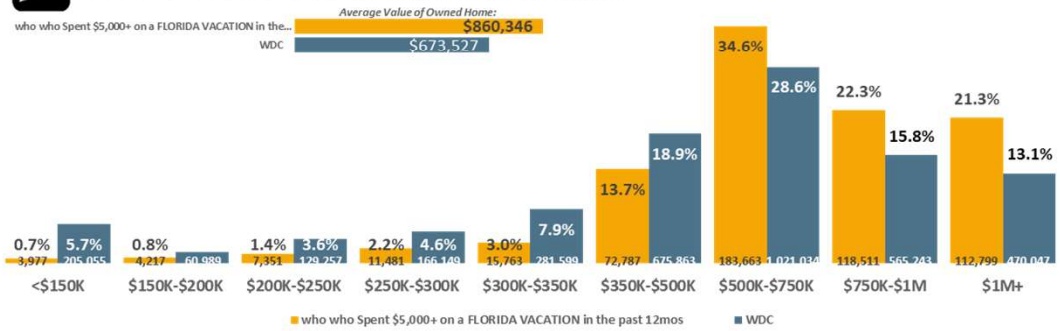
Type of Home: Adults 18 or older



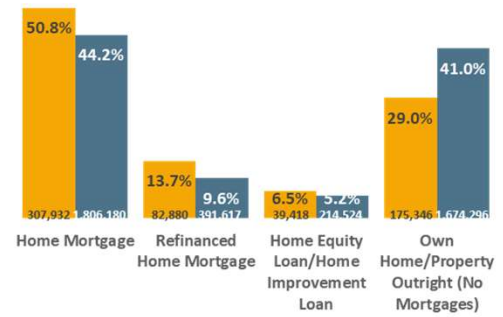
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

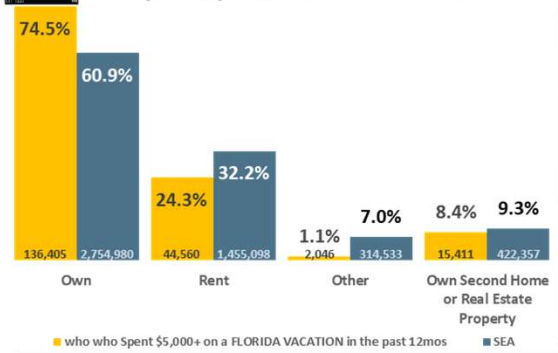
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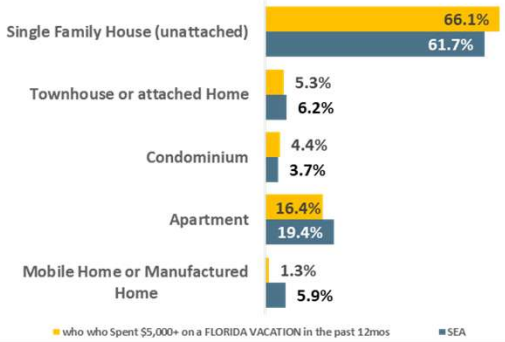


4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 22.4% more likely to own their home, 7.3% more likely to own a higher valued home, 7.1% more likely to have a single-family home, 22.% more likely to have a dog.

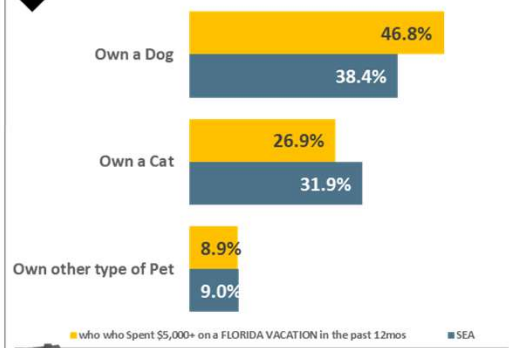
Own/Rent/Other: Adults 18 or older



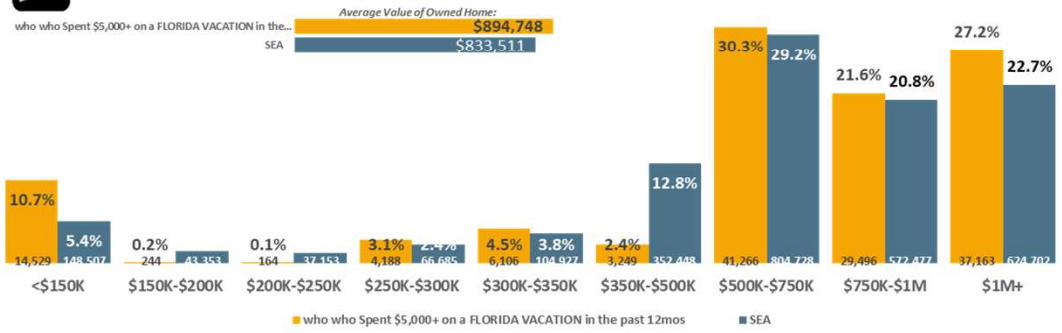
Type of Home: Adults 18 or older



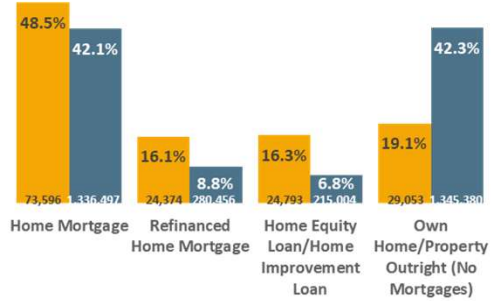
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

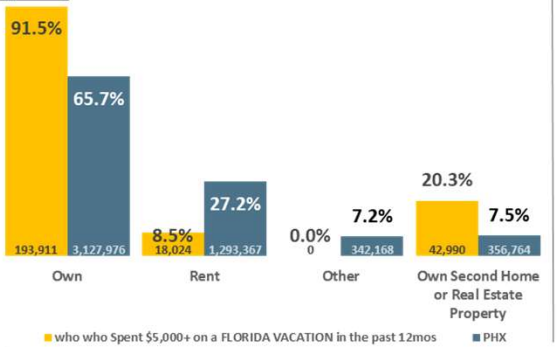
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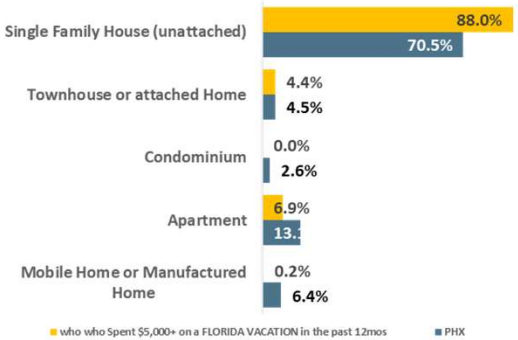


4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 39.3% more likely to own their home, 77.1% more likely to own a higher valued home, 24.9% more likely to have a single-family home, 10.4% less likely to have a dog.

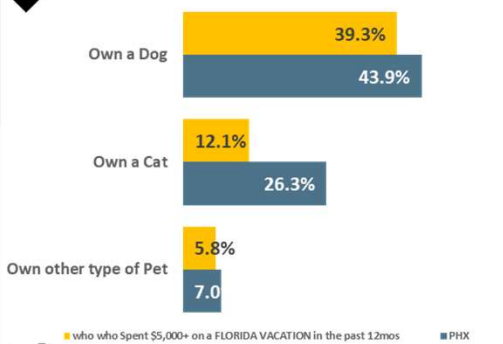
Own/Rent/Other: Adults 18 or older



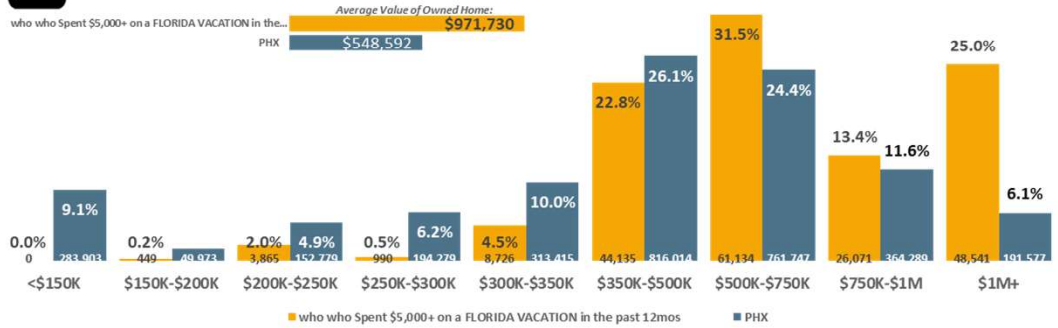
Type of Home: Adults 18 or older



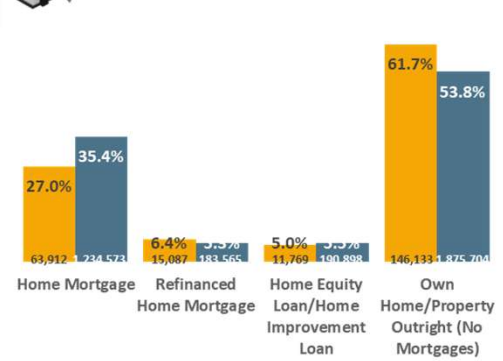
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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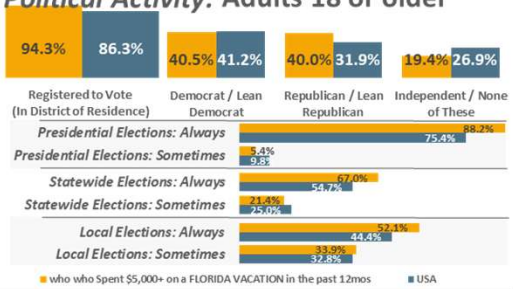


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 3.6% more likely to look up D-I-Y advice online, 17.5% more likely to always vote in local elections, 52.9% more likely to belong to a gym, 55.9% more likely to fly domes

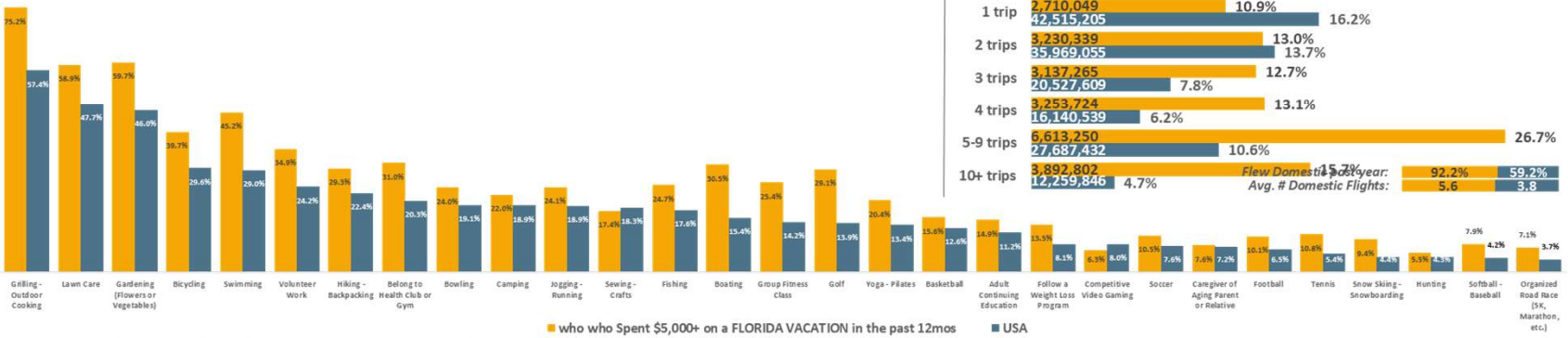
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,830*

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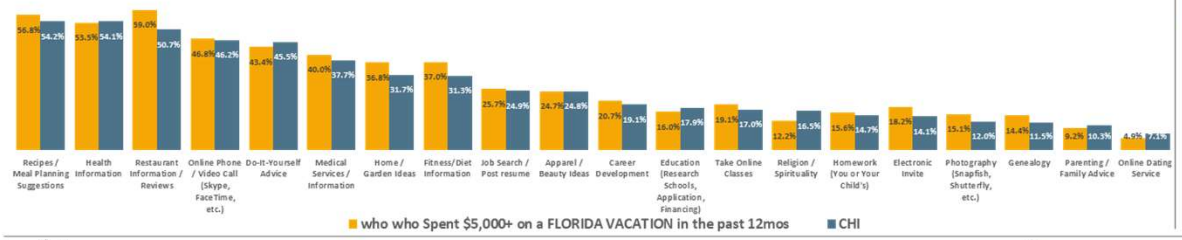
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

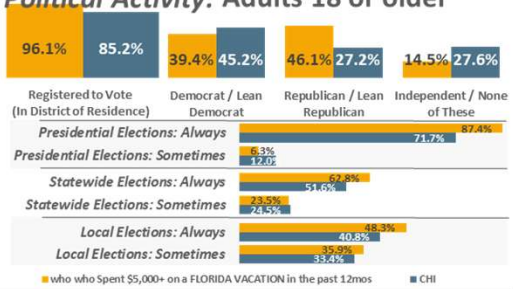


9.6% or 724,083 of CHI DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 4.7% less likely to look up D-I-Y advice online, 18.4% more likely to always vote in local elections, 58.1% more likely to belong to a gym, 51.8% more likely to fly domes

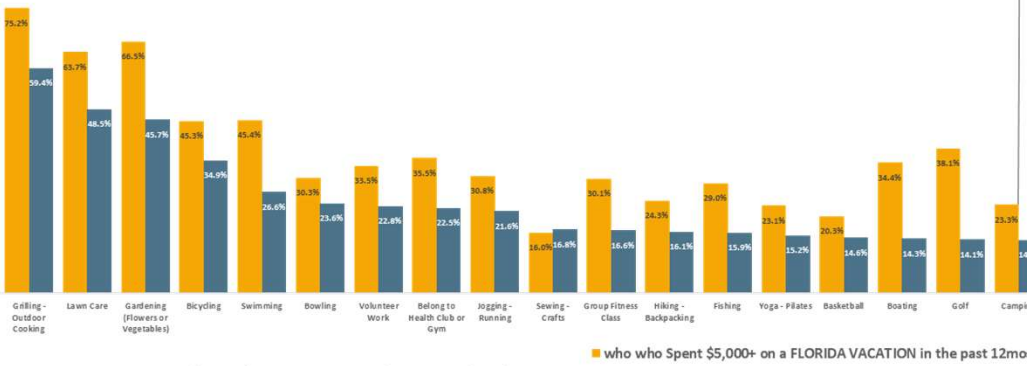
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



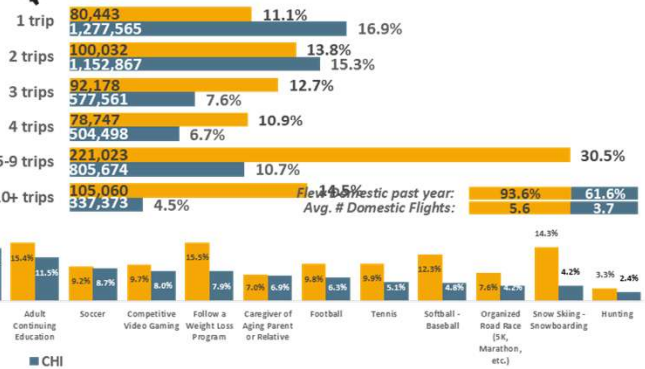
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

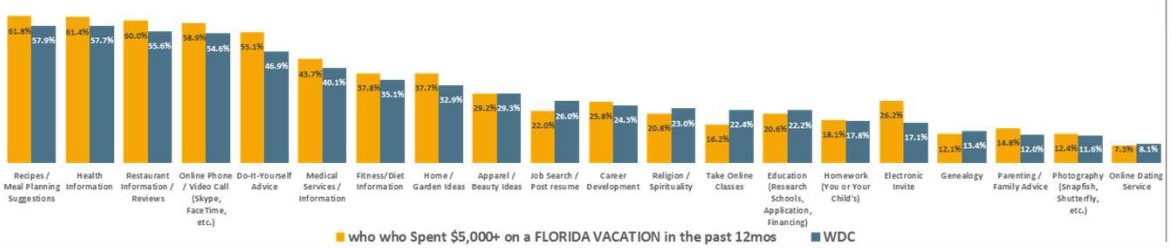
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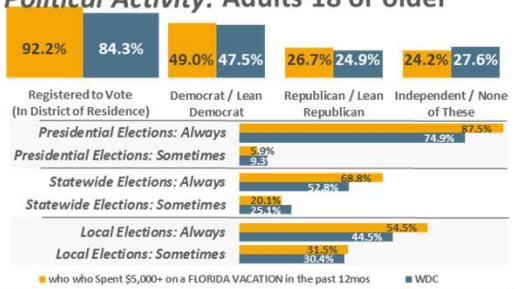


11.1% or 636,139 of WDC DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past... Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 17.3% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 33.2% more likely to belong to a gym, 57.7% more likely to fly domes

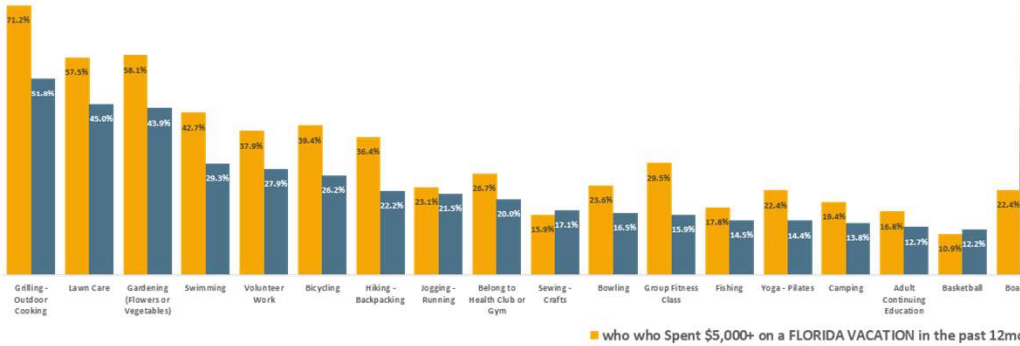
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



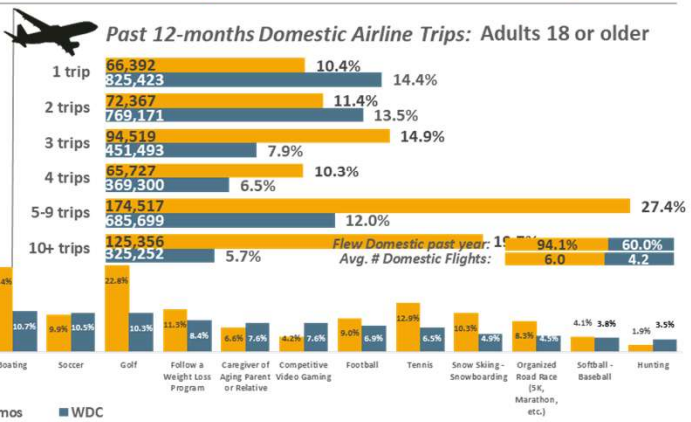
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

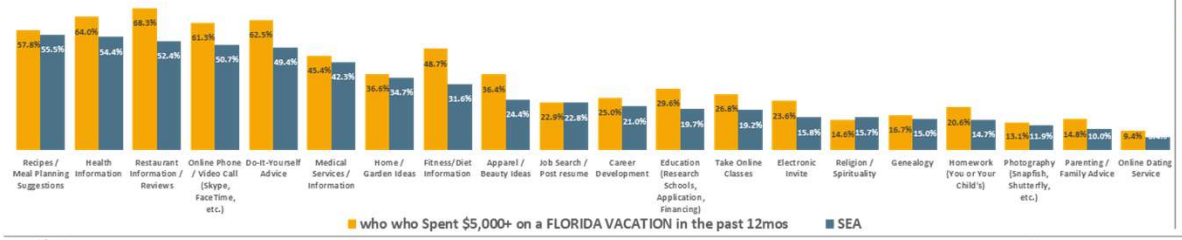
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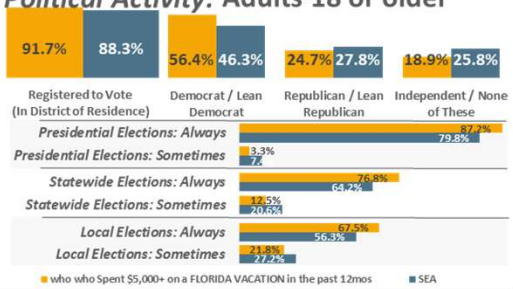


4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 26.6% more likely to look up D-I-Y advice online, 19.8% more likely to always vote in local elections, 50.6% more likely to belong to a gym, 54.5% more likely to fly dome

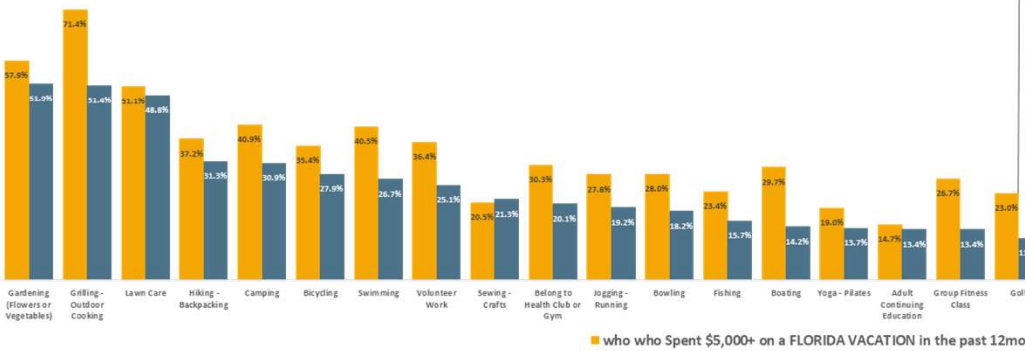
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



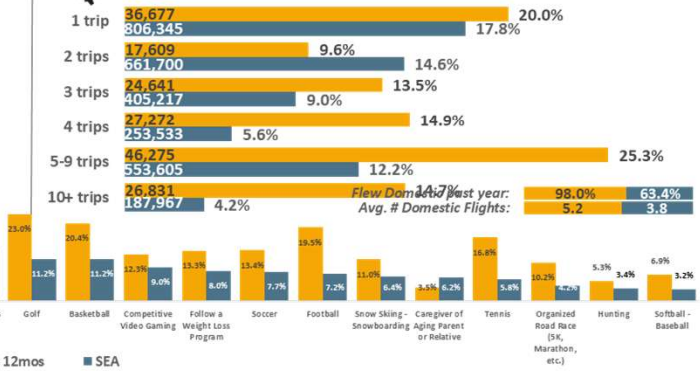
Political Activity: Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 181

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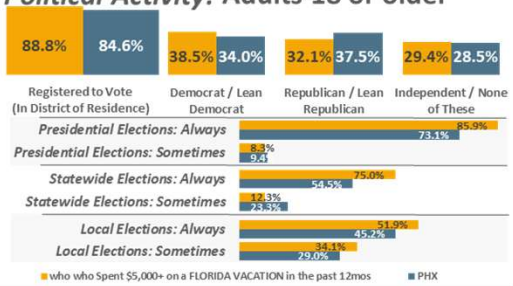


4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past… Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 11.3% less likely to look up D-I-Y advice online, 14.8% more likely to always vote in local elections, 25.7% more likely to belong to a gym, 59.1% more likely to fly dome

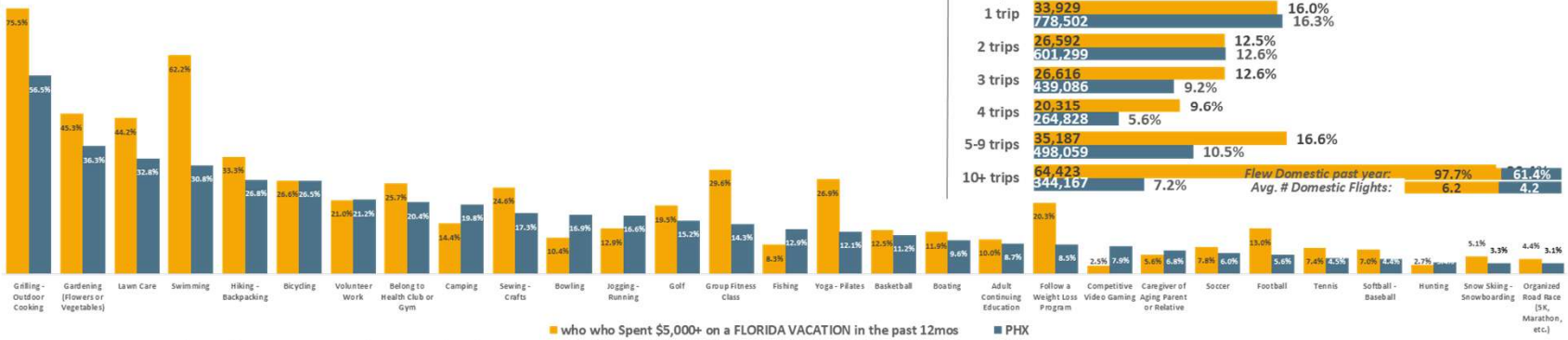
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 4.8% more likely to use QSRs past mo., 20.8% more likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 39.7% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.4% (21,636,691) 83.4% (218,723,595)

Avg. Monthly QSR Meals: 6.4 5.9

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



Total Monthly Sit-Down Restaurant Users: 87.0% (21,529,693) 72.0% (188,675,723)

Avg. Monthly Sit-Down Restaurant Meals: 4.7 3.7

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 who Spent $5,000+ on a FLORIDA VACATION in... 5,234,937 21.1%

USA 19.5%

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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9.6% or 724,083 of CHI DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 6.3% more likely to use QSRs past mo., 22.3% more likely to use Sit-Down Restaurants past mo., 40.7% more likely to use Casinos past yr., 31.1% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.9% 650,802 | 84.6% 6,388,361

Avg. Monthly QSR Meals: 6.1 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 86.8% 628,443 | 71.0% 5,360,887

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.6

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 who Spent $5,000+ on a FLORIDA VACATION in... 176,033 24.3%

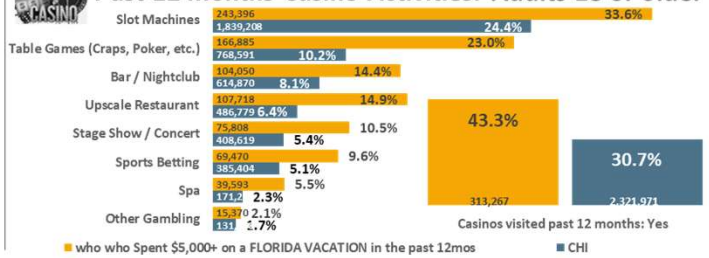
CHI 1,704,342 22.6%

Drank Past 30-days: Adults 18 or older



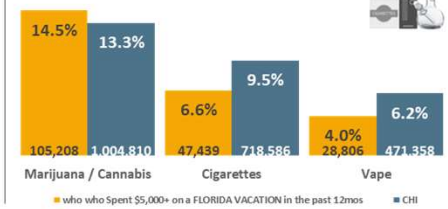
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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11.1% or 636,139 of WDC DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 4.8% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 47.9% more likely to use Casinos past yr., 62.3% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



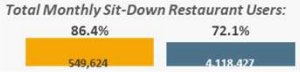
Avg. Monthly QSR Meals:



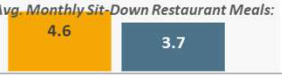
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

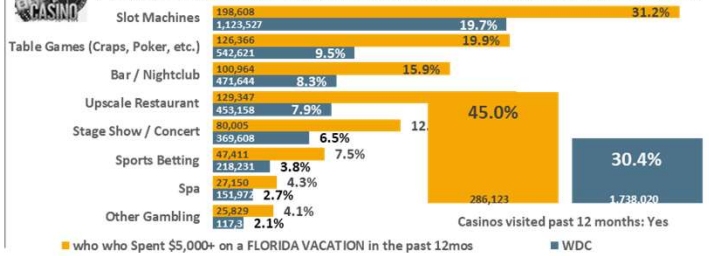


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 1.8% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 60.3% more likely to use Casinos past yr., 28.6% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.5% 149,181 | 80.1% 3,624,751

Avg. Monthly QSR Meals: 7.1 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 78.8% 144,228 | 69.9% 3,162,900

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.8

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 who Spent $5,000+ on a FLORIDA VACATION in... 61,437 33.6%

SEA 893,209 19.7%

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 R2 2025: Sep24-Jul25 Qual Intab 181

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4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 3.6% more likely to use QSRs past mo., 30.8% more likely to use Sit-Down Restaurants past mo., 6.% more likely to use Casinos past yr., 80.4% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



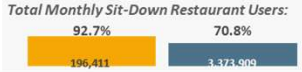
Avg. Monthly QSR Meals:



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.)

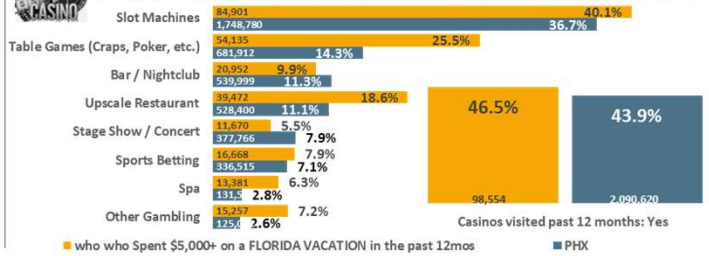


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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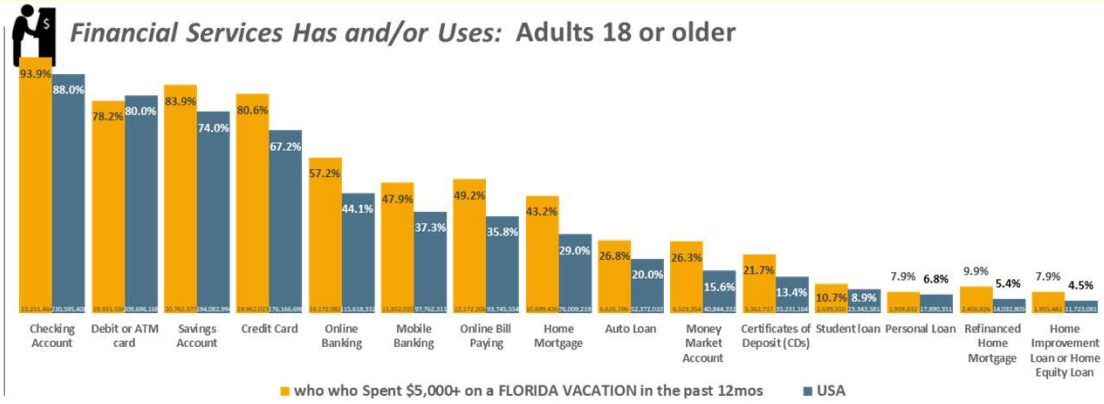


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 36.5% more likely to have a 401K, 34.% more likely to have an Auto Loan, 79.1% more likely to Invest/Trade Stocks Online, 20.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



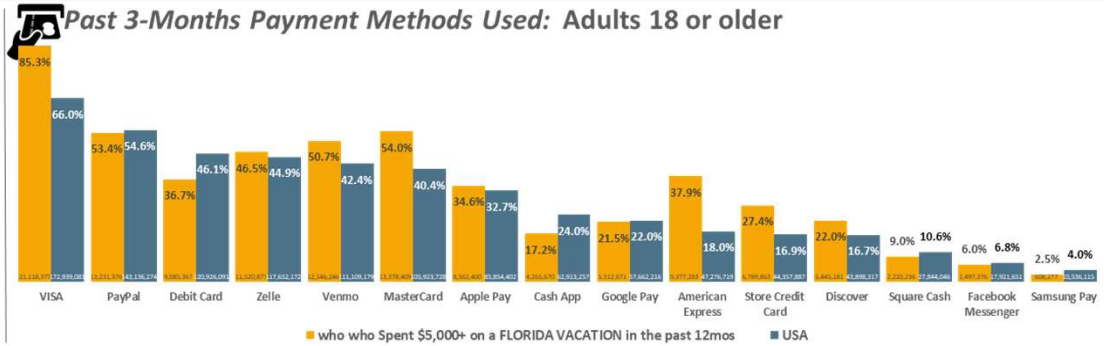
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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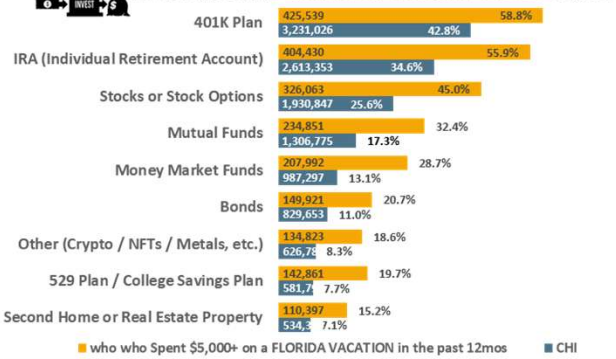
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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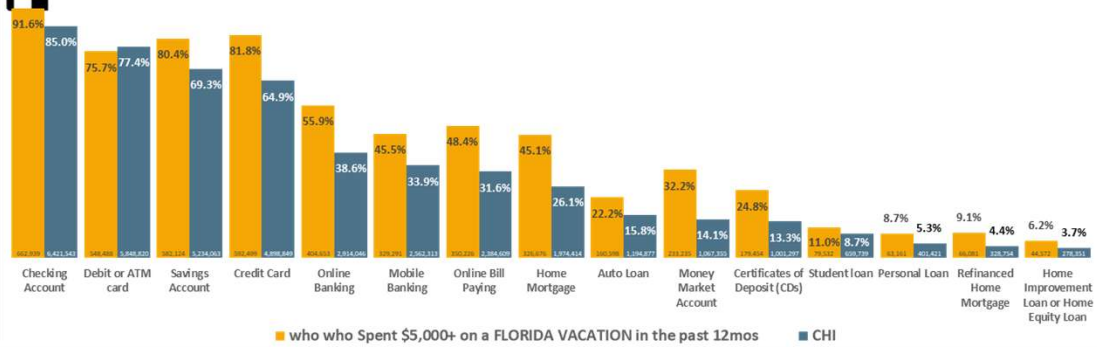


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Investments Owned: Adults 18 or older



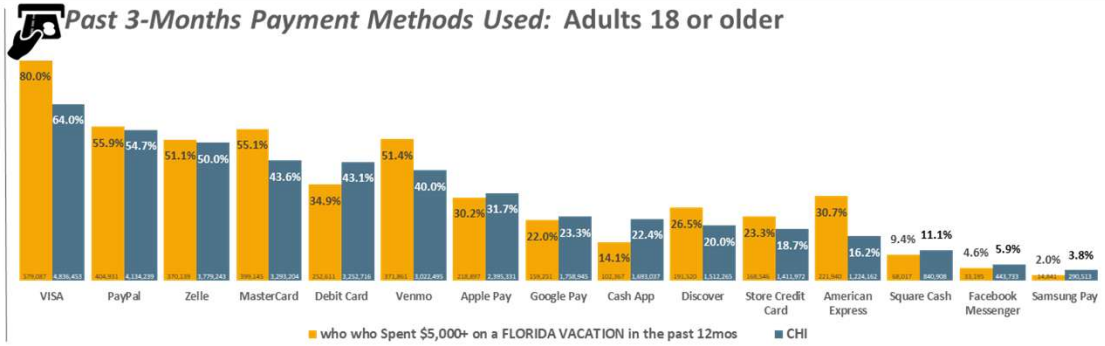
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

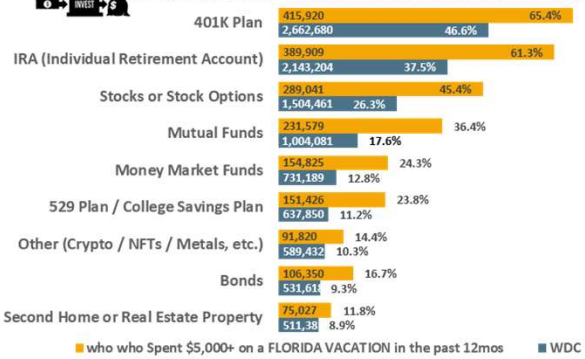
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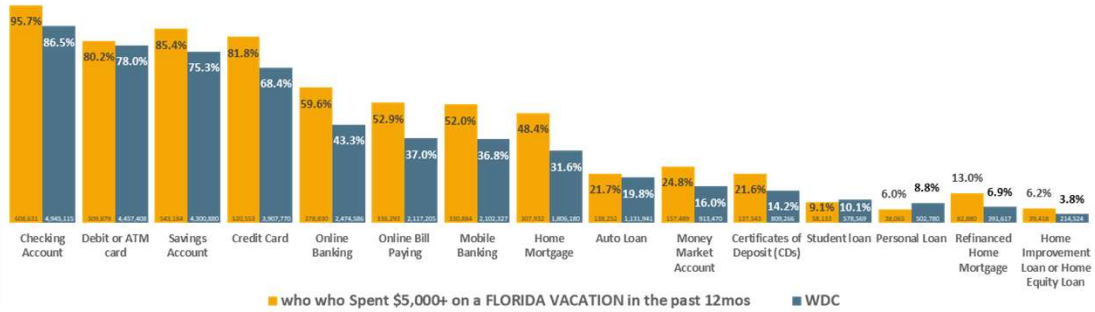


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Investments Owned: Adults 18 or older



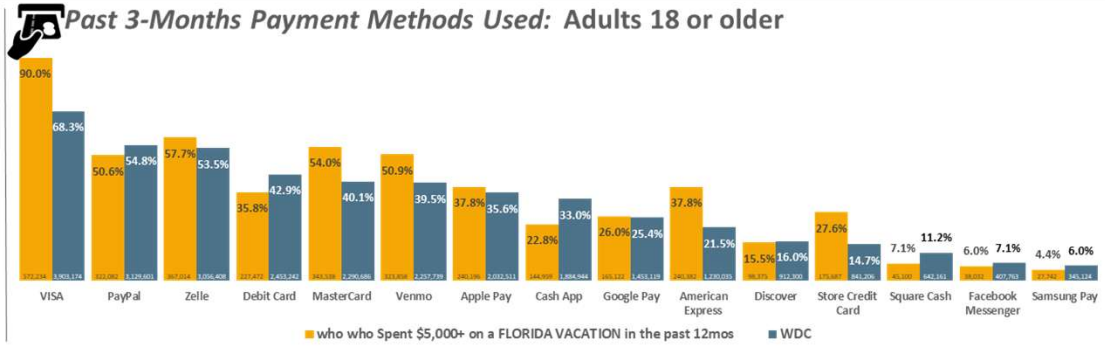
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

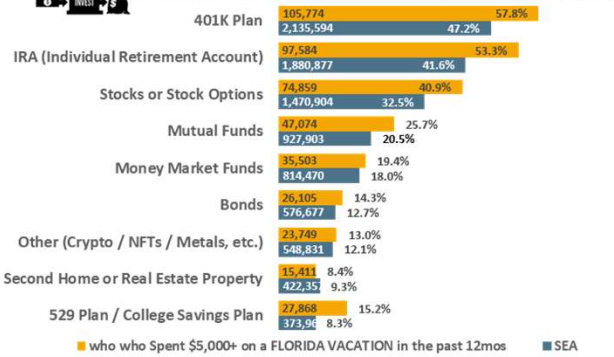
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

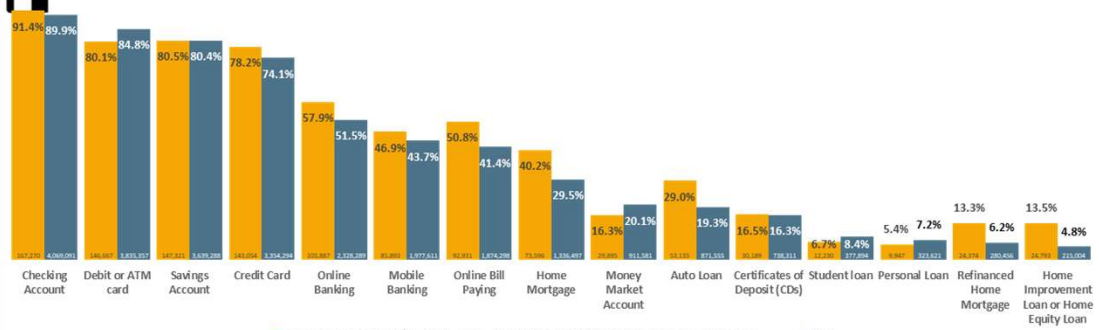


4.% or 183,011 of SEA DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 22.5% more likely to have a 401K, 50.7% more likely to have an Auto Loan, 46.3% more likely to Invest/Trade Stocks Online, 36.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



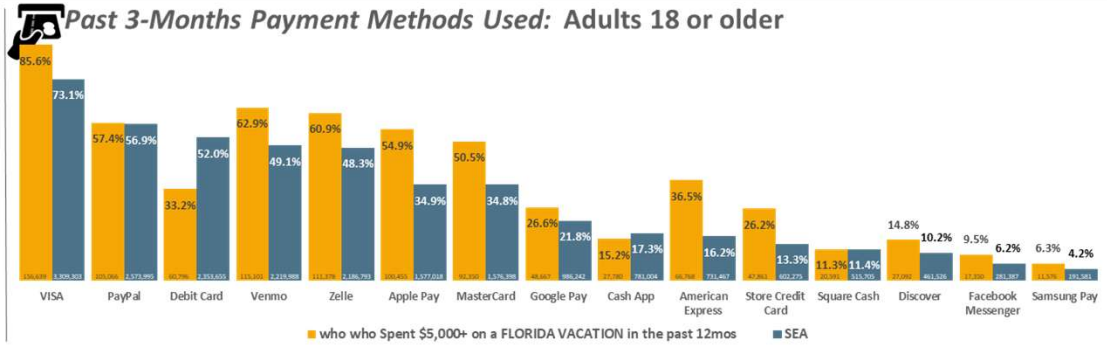
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

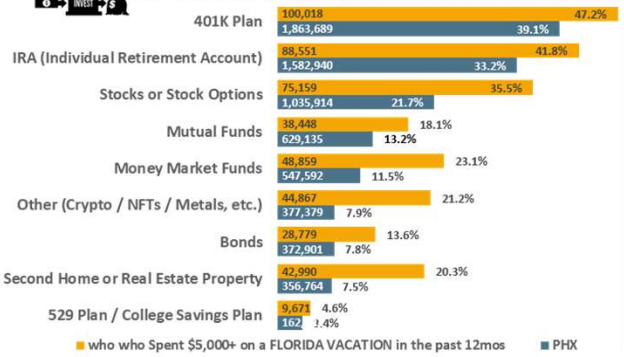
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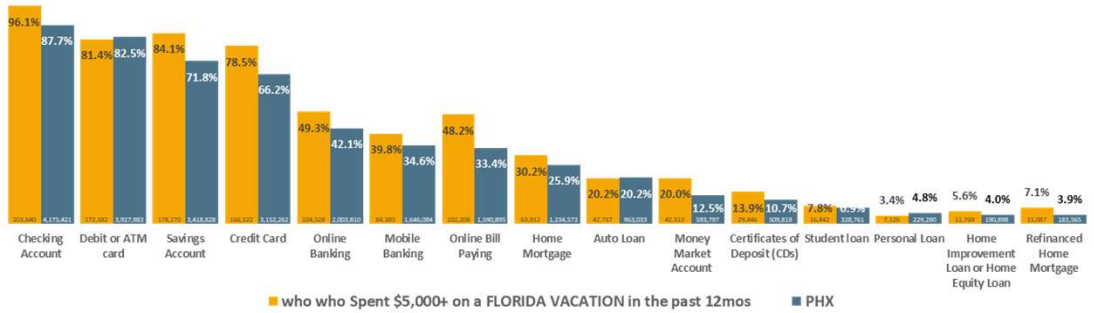


4.4% or 211,935 of PHX DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 20.6% more likely to have a 401K, .3% less likely to have an Auto Loan, 63.9% more likely to Invest/Trade Stocks Online, 1.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



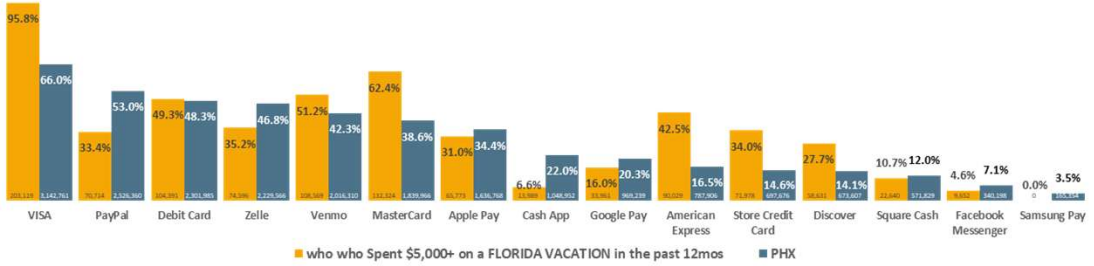
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

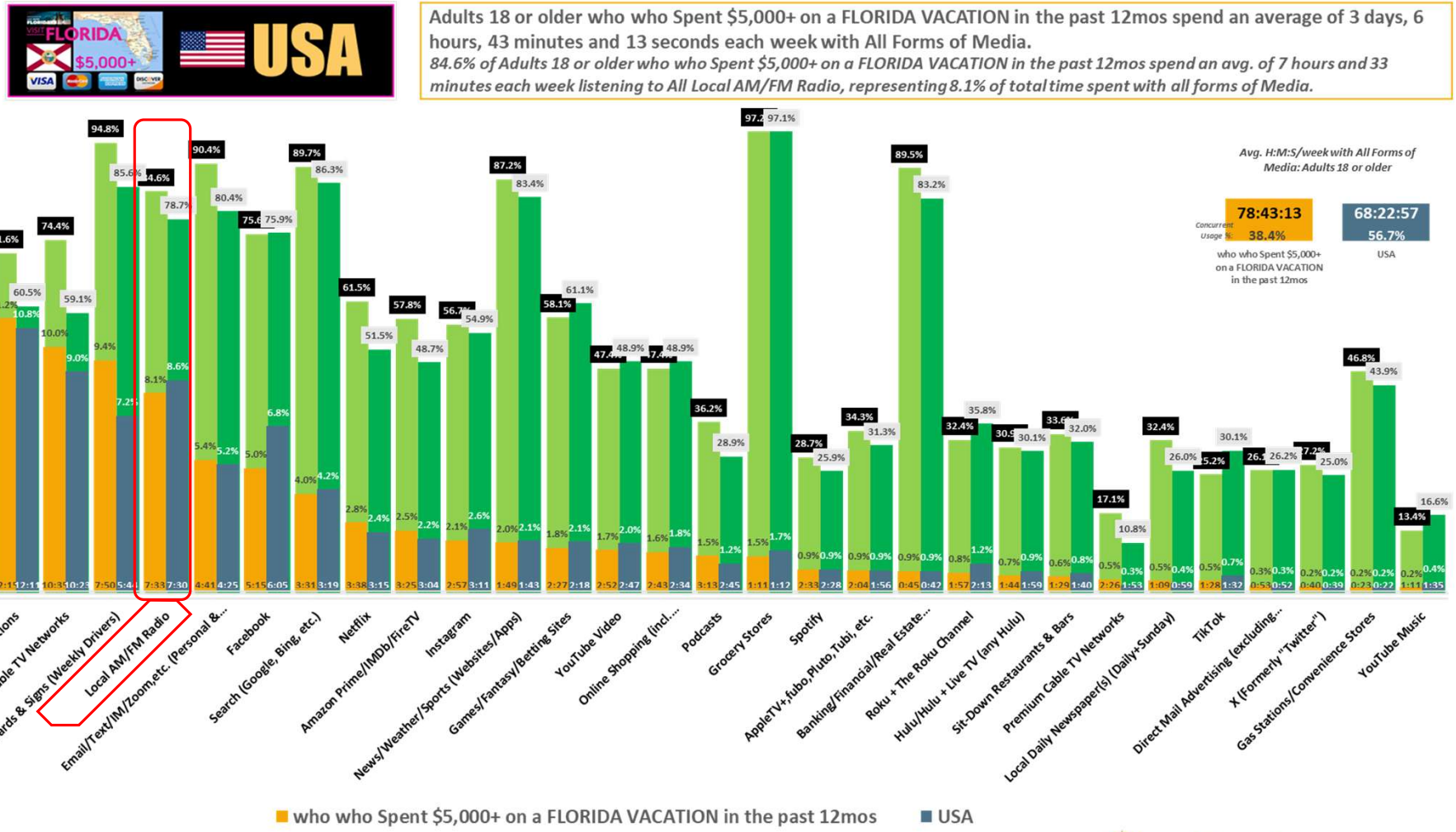


Past 3-Months Payment Methods Used: Adults 18 or older



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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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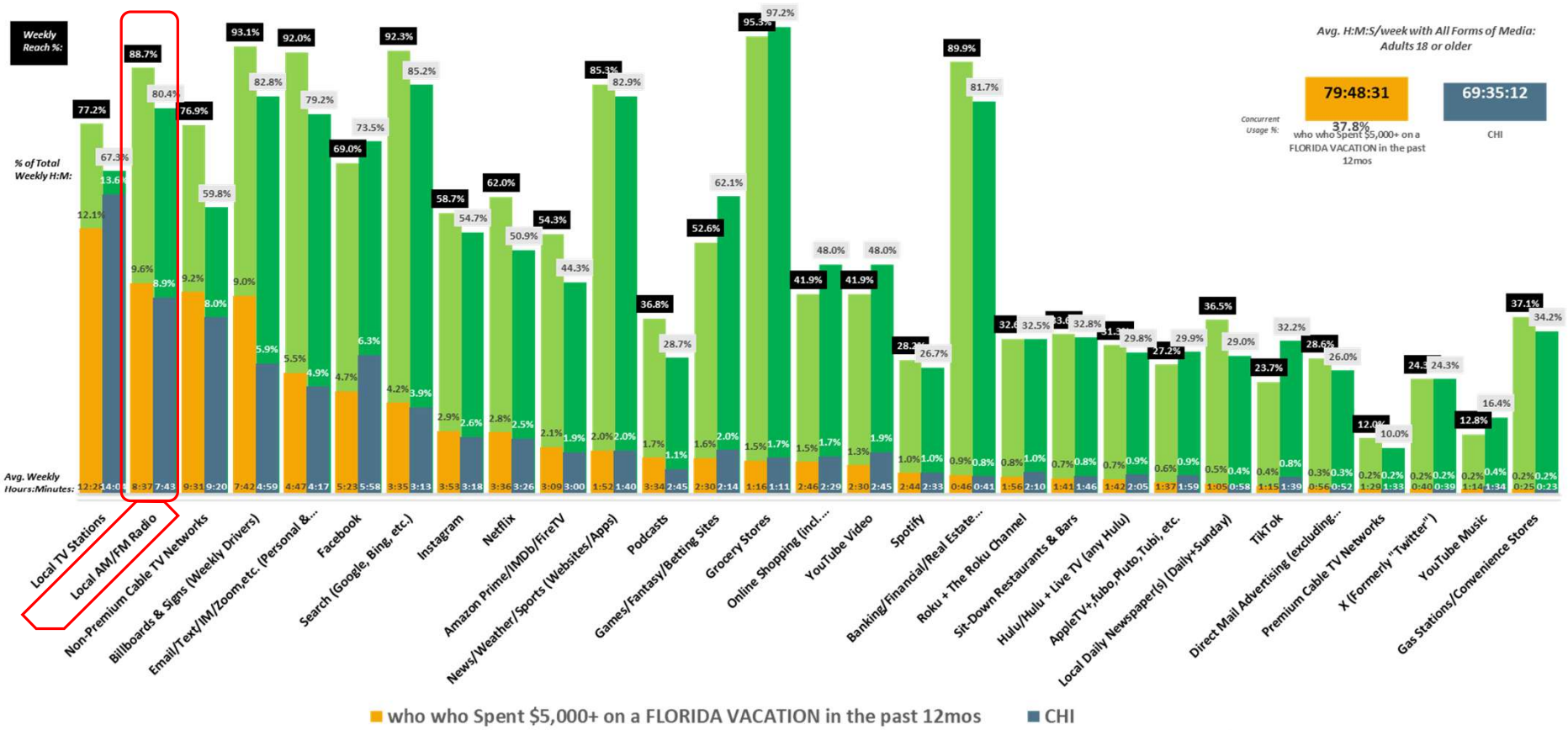
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Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 3 days, 7 hours, 48 minutes and 31 seconds each week with All Forms of Media.

88.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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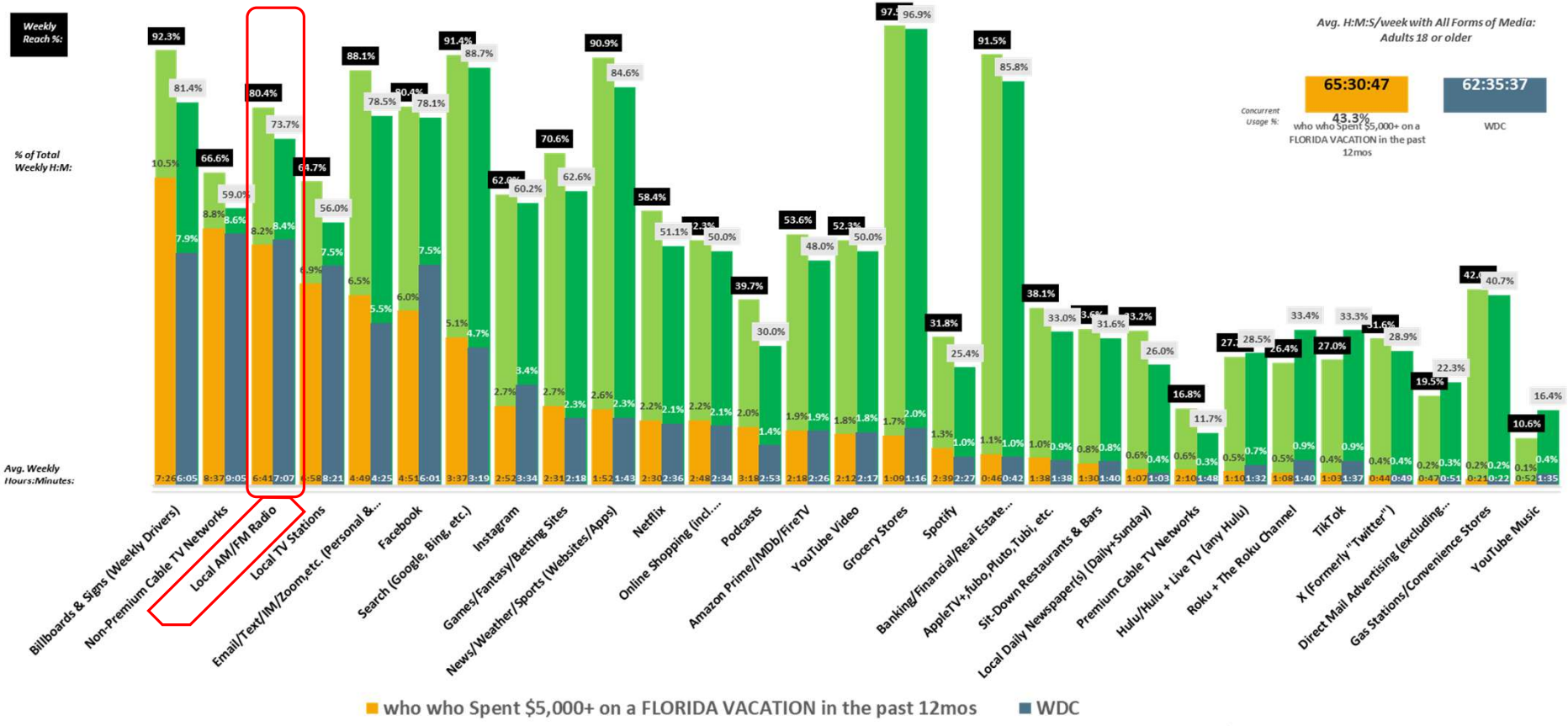
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 2 days, 17 hours, 30 minutes and 47 seconds each week with All Forms of Media.

80.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an avg. of 6 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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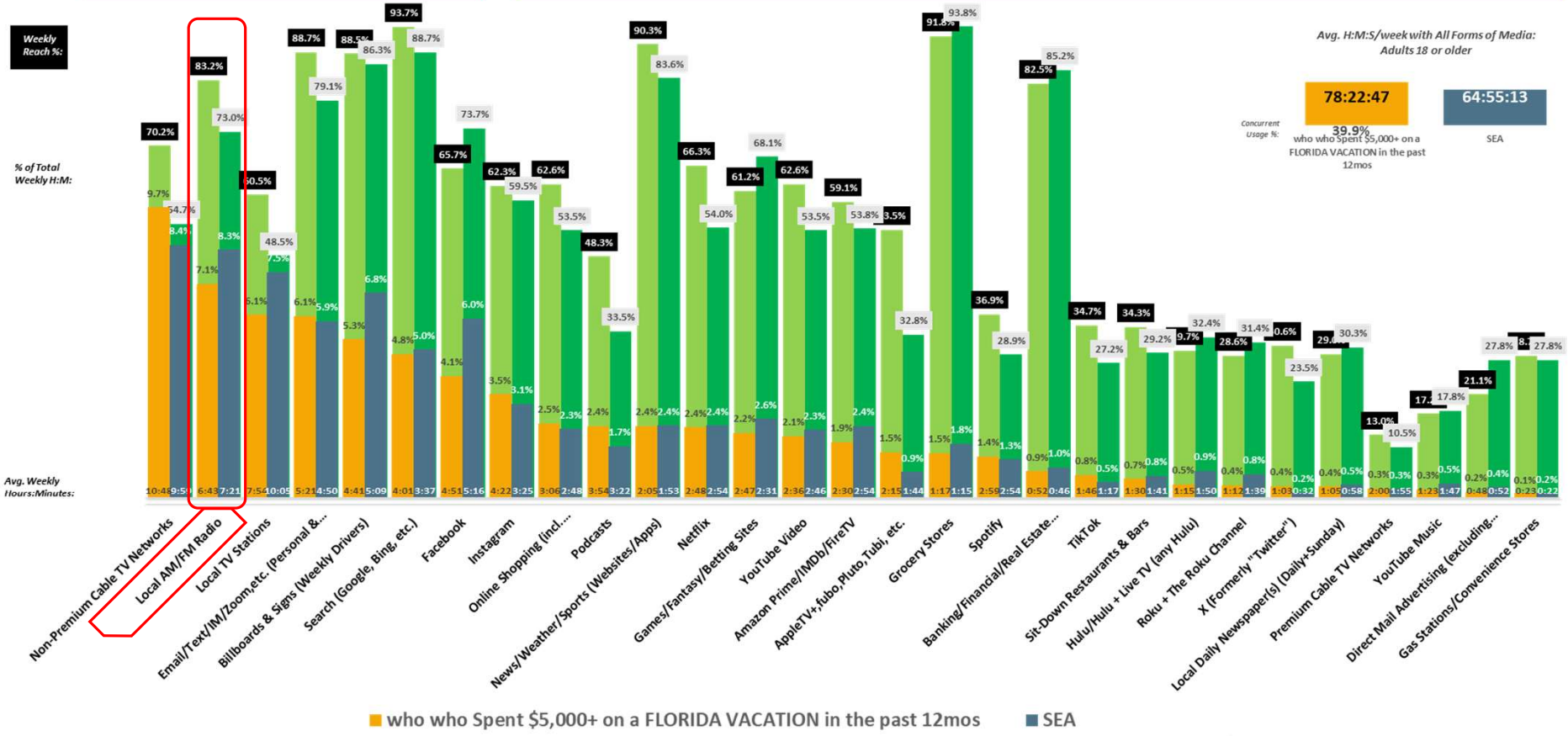
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Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 3 days, 6 hours, 22 minutes and 47 seconds each week with All Forms of Media.

83.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an avg. of 6 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.

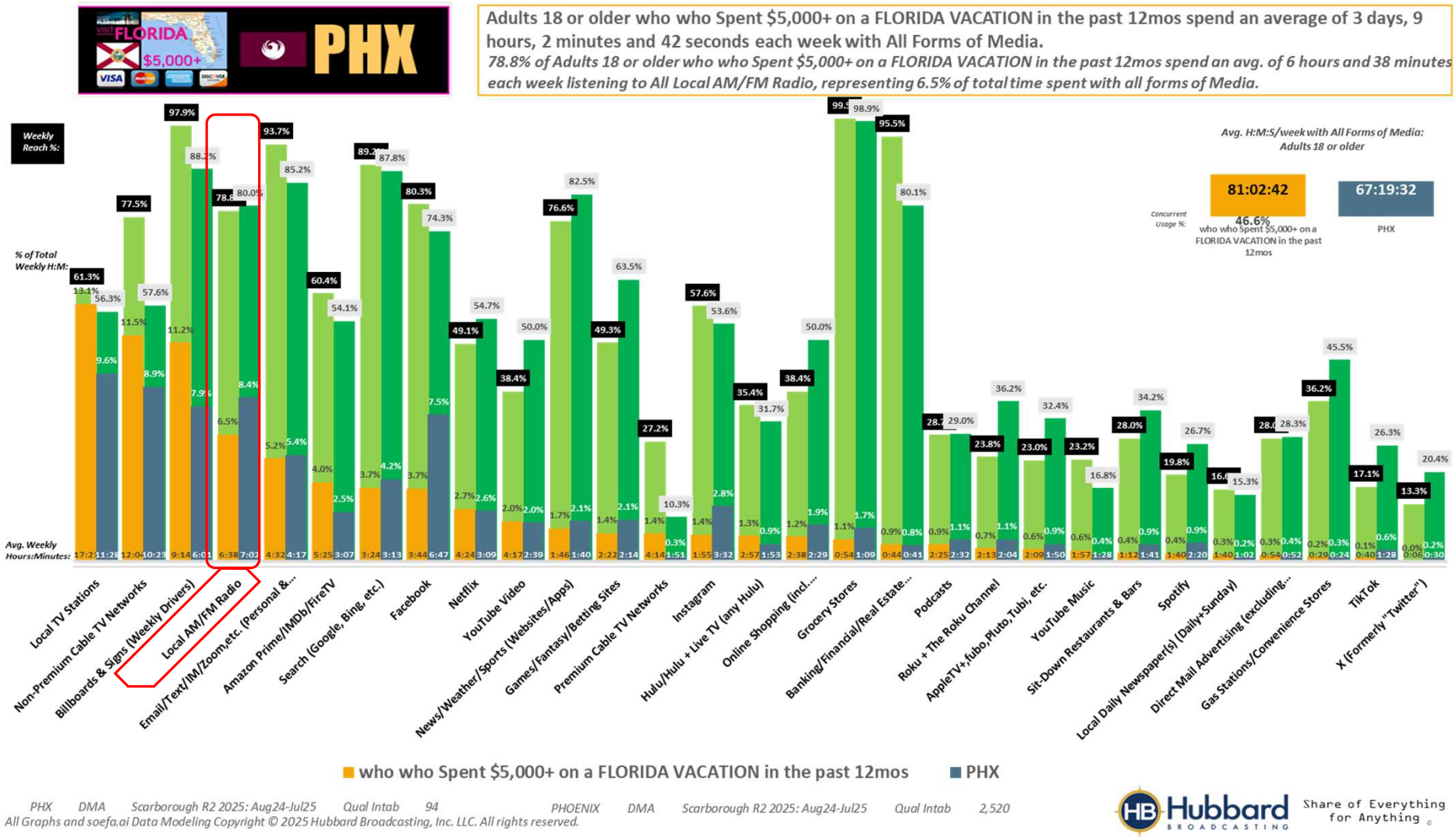


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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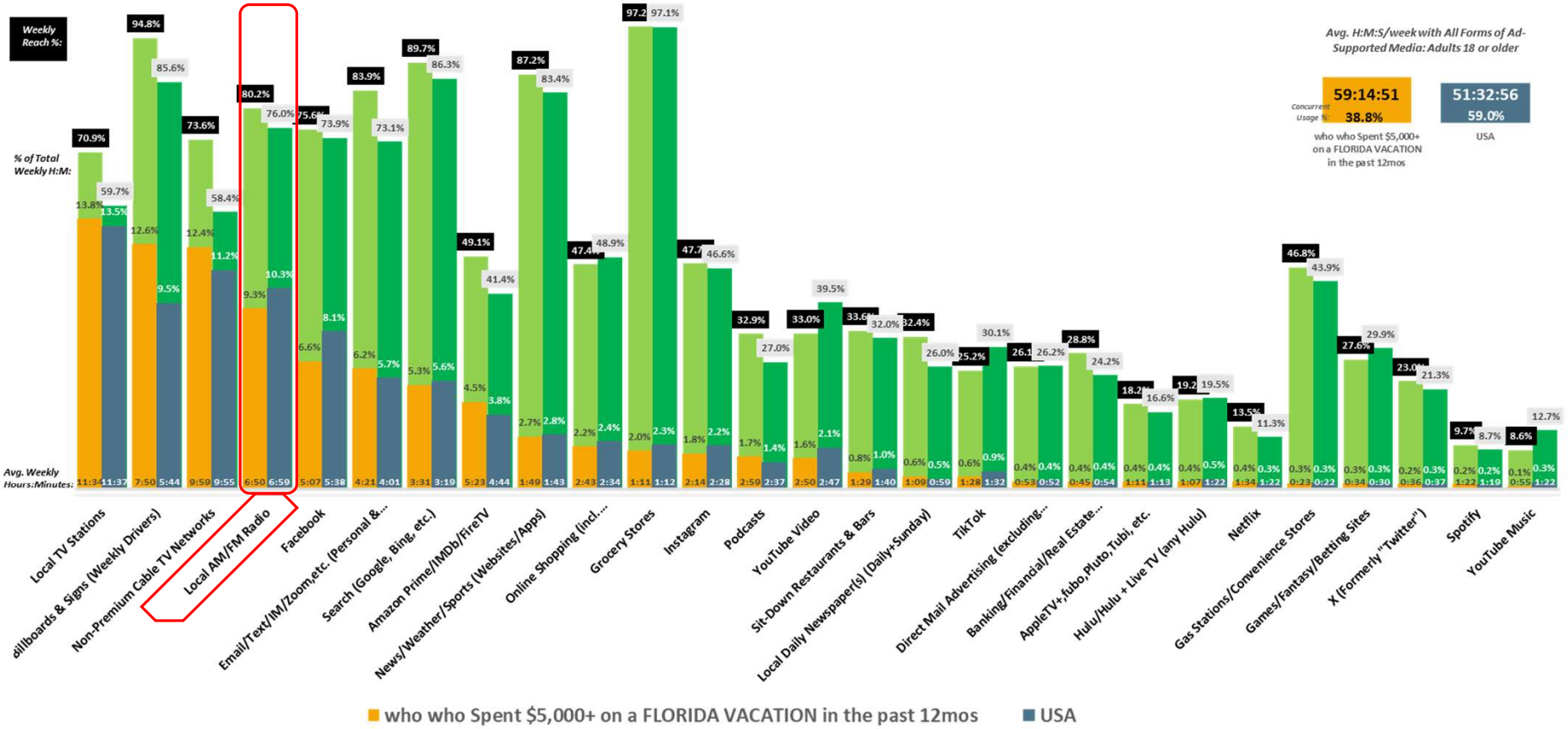
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Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 2 days, 11 hours, 14 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported M

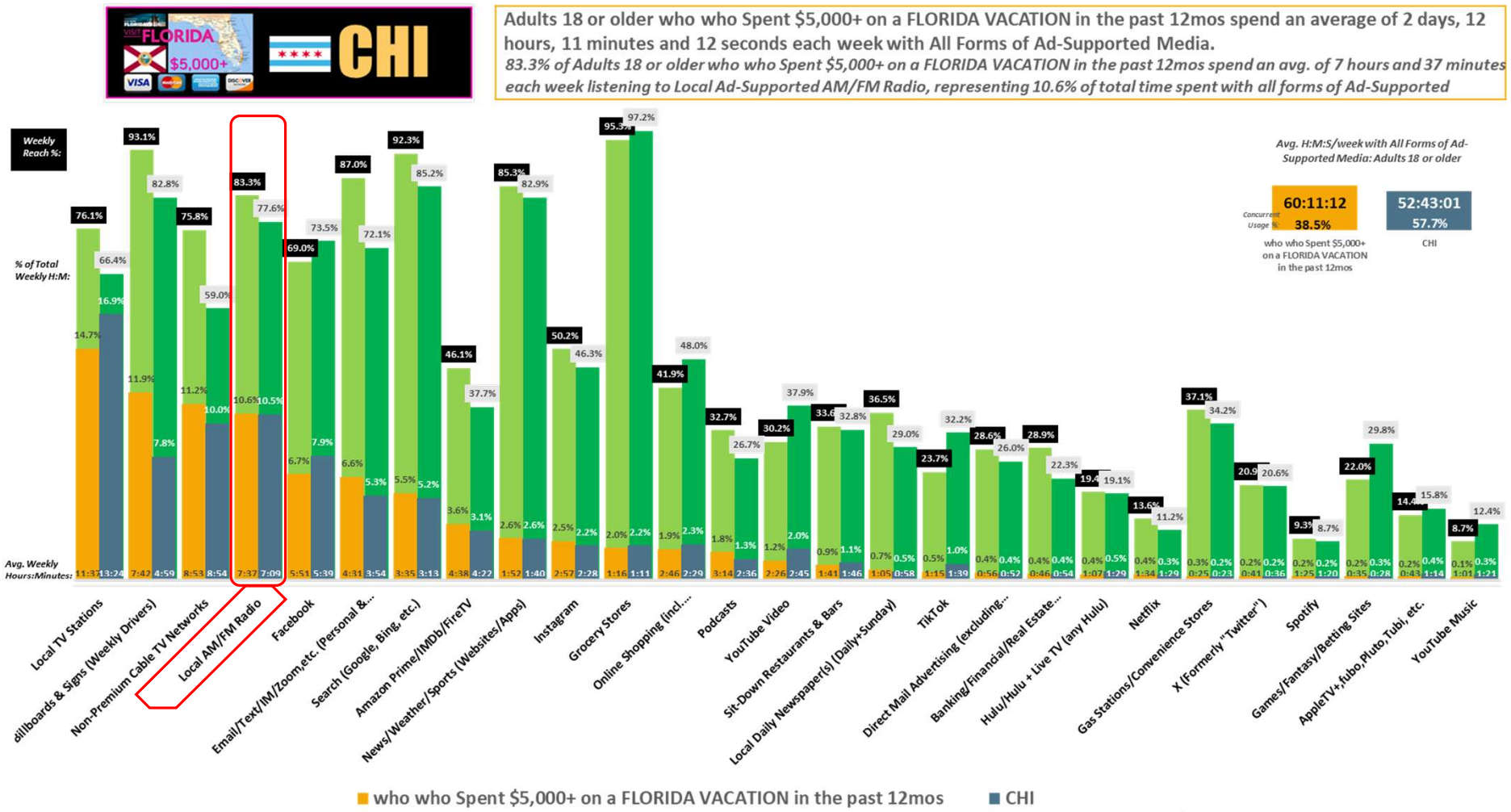


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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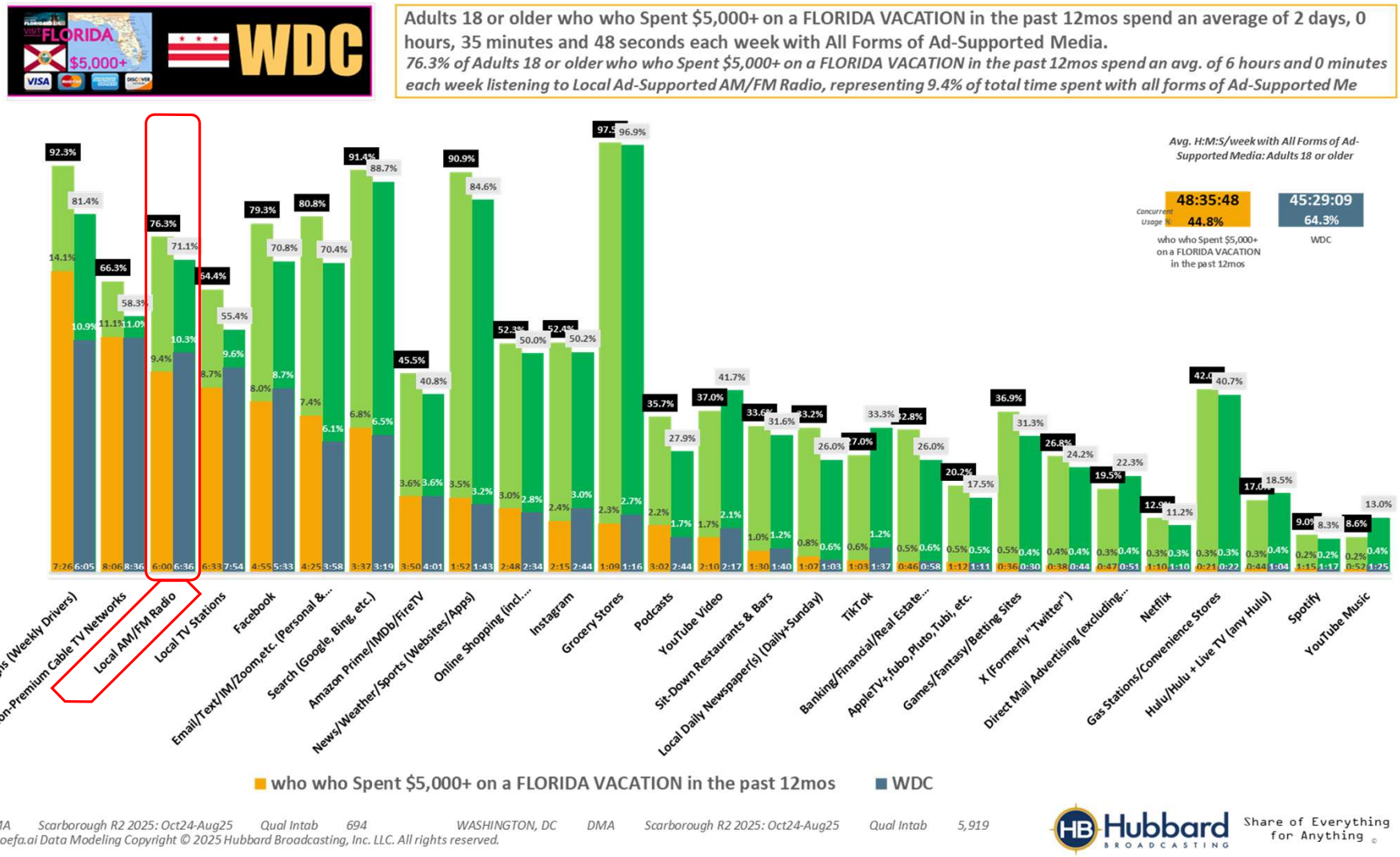


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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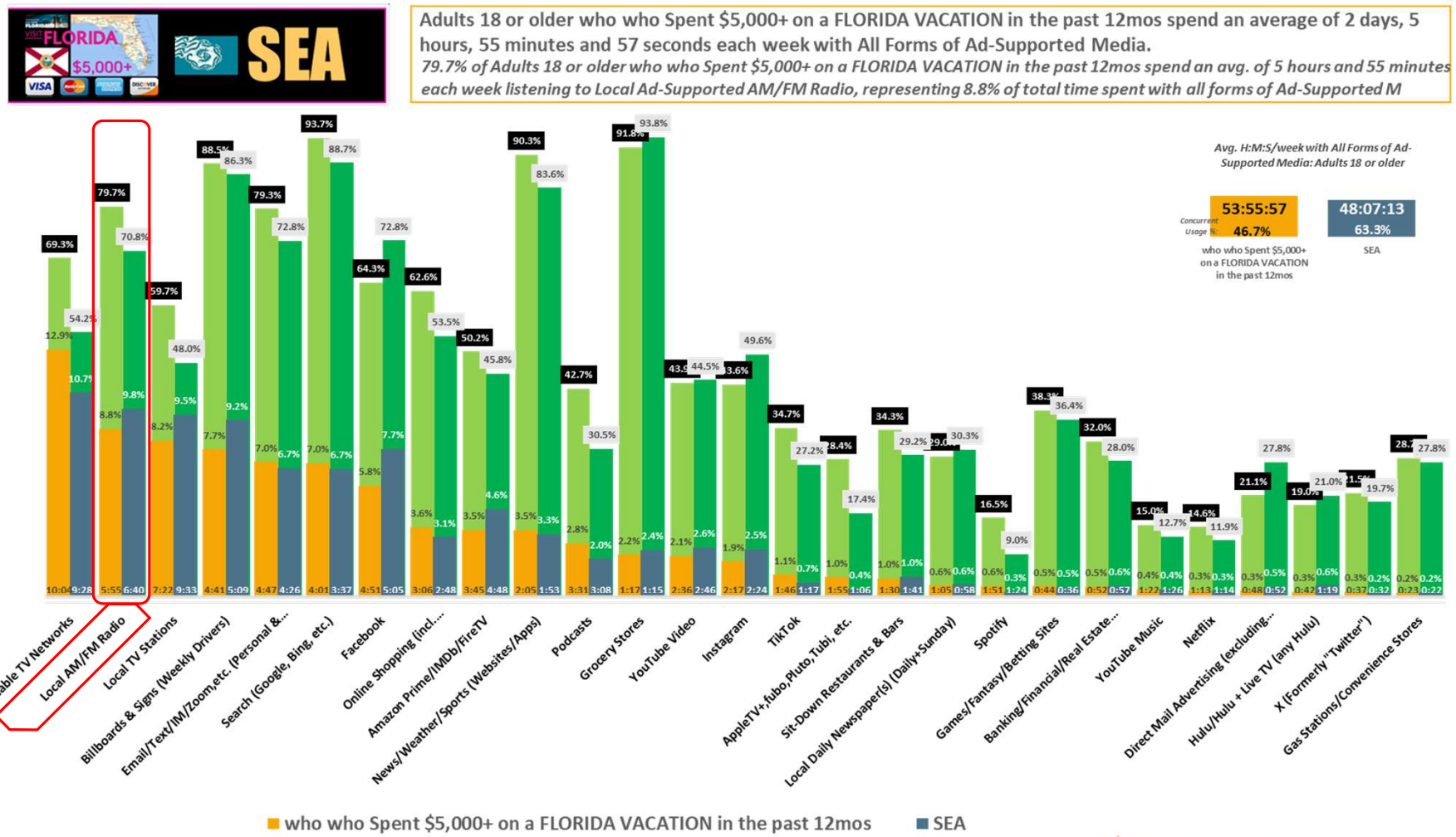


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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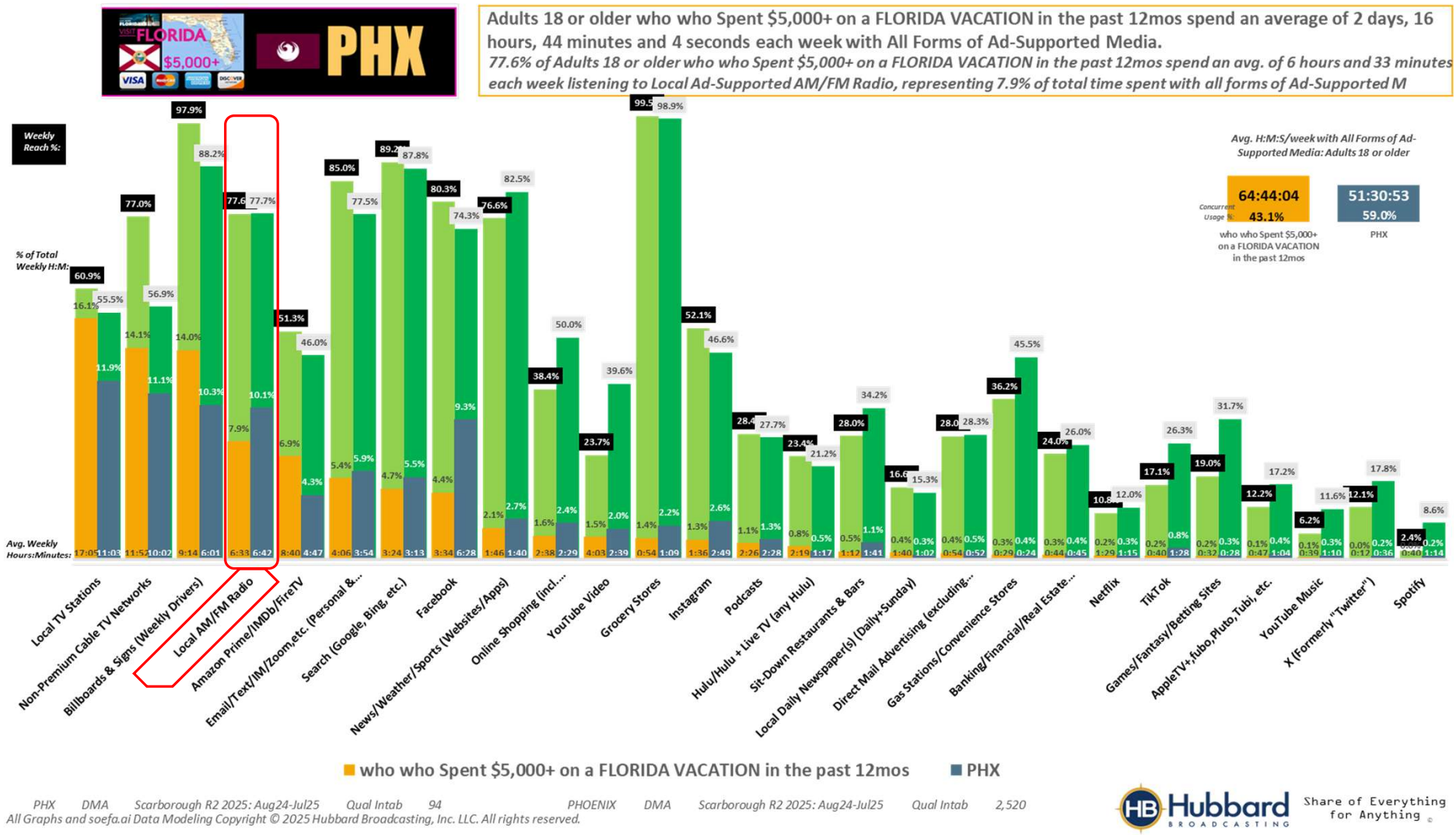


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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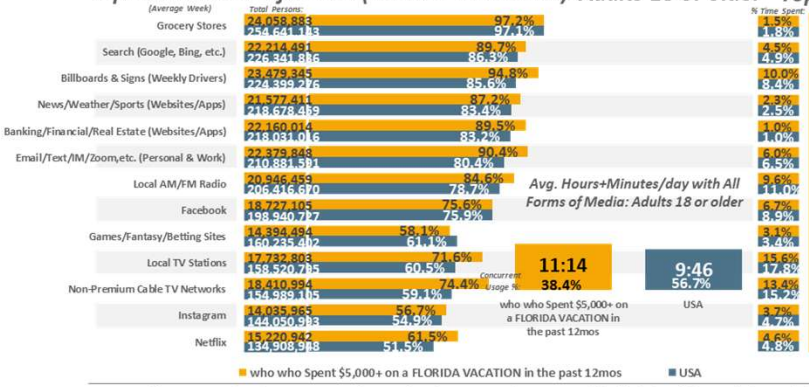
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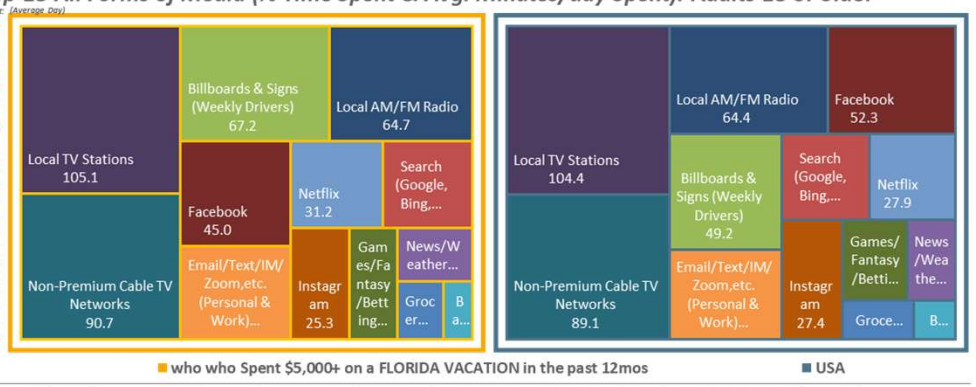


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day.*(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

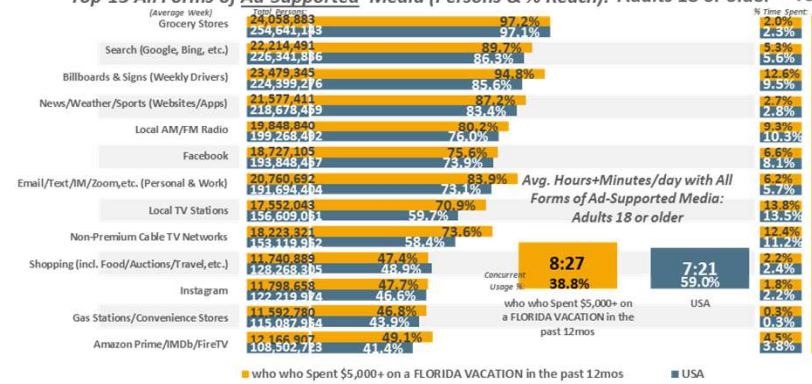
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



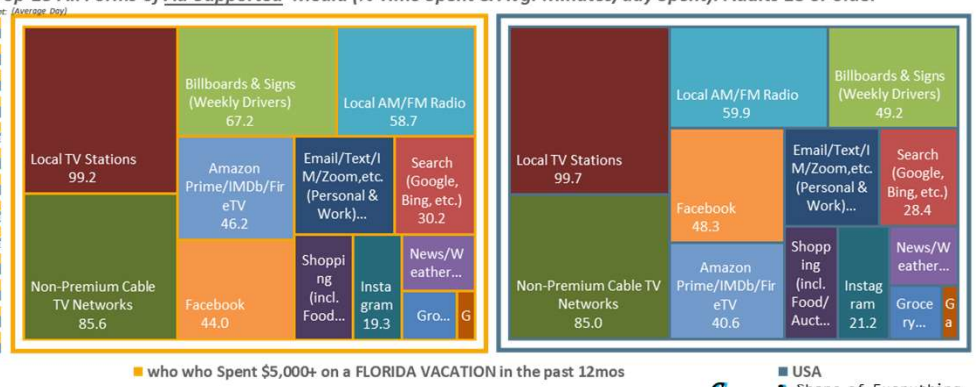
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

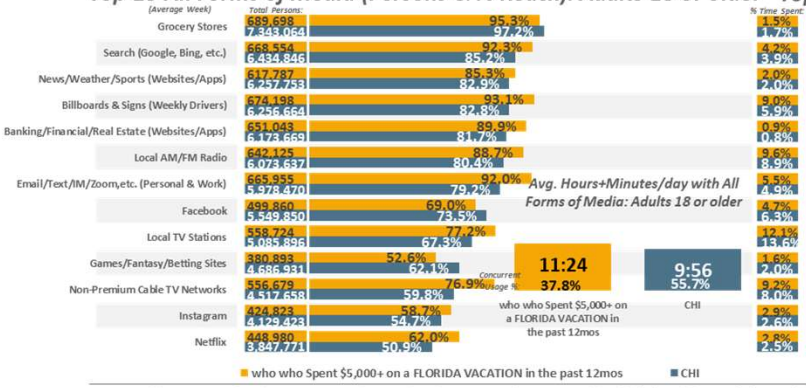
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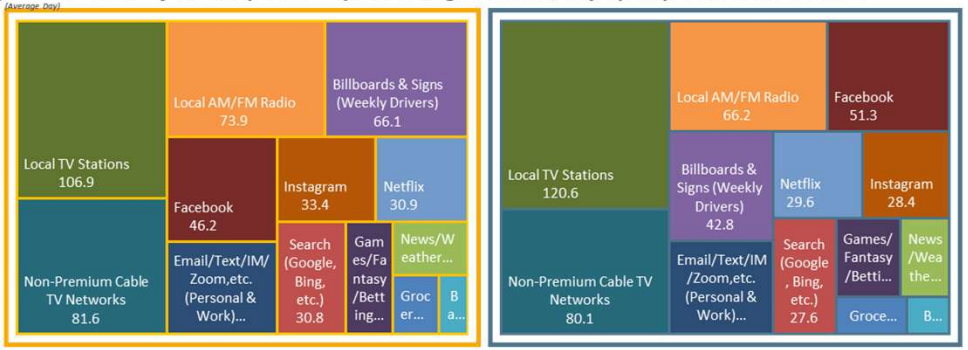


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

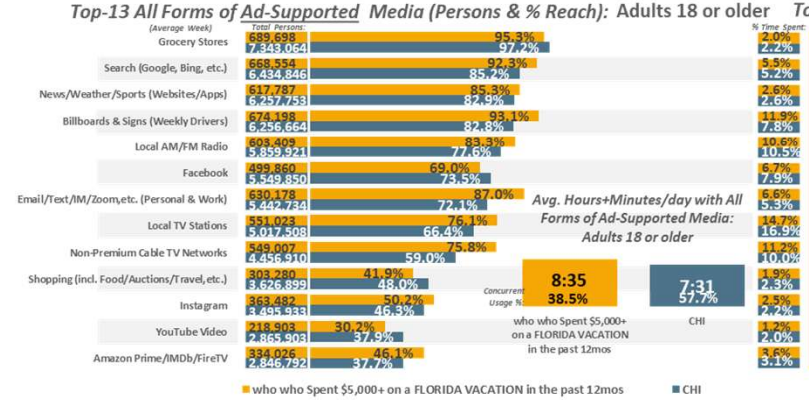
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



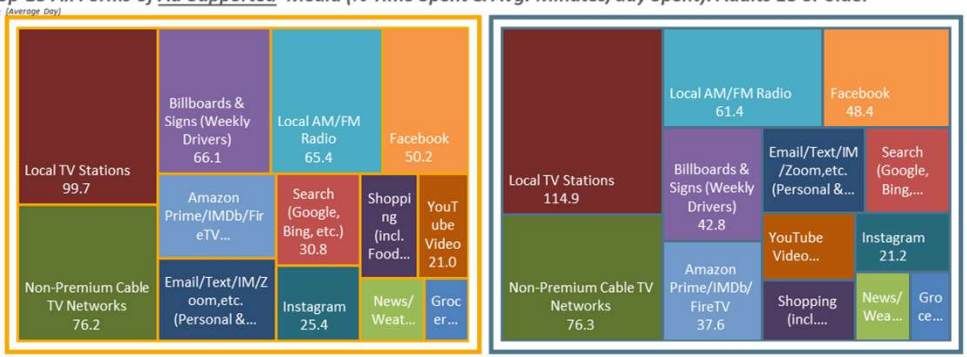
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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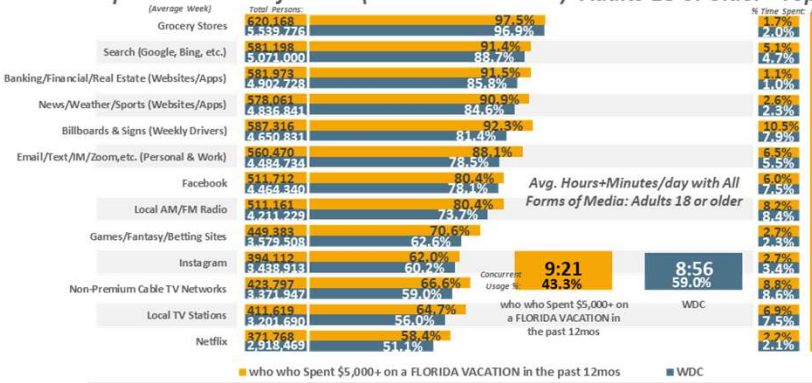
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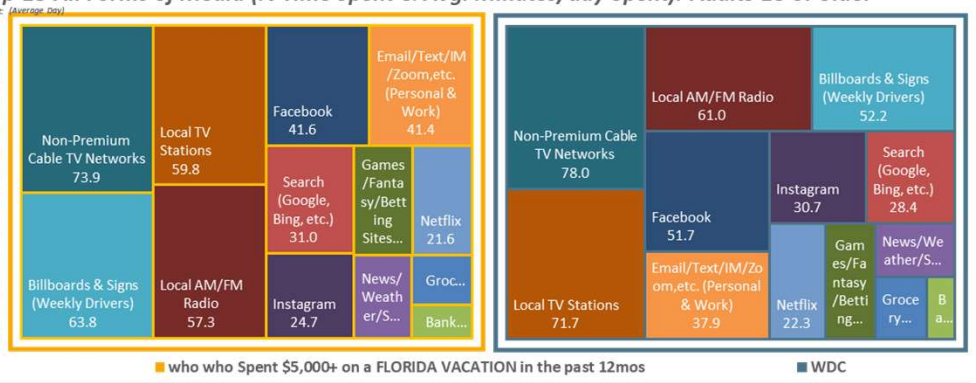


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 51.4 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

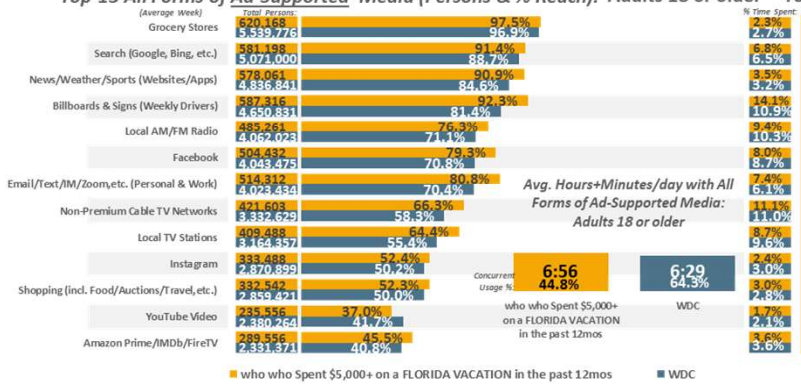
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



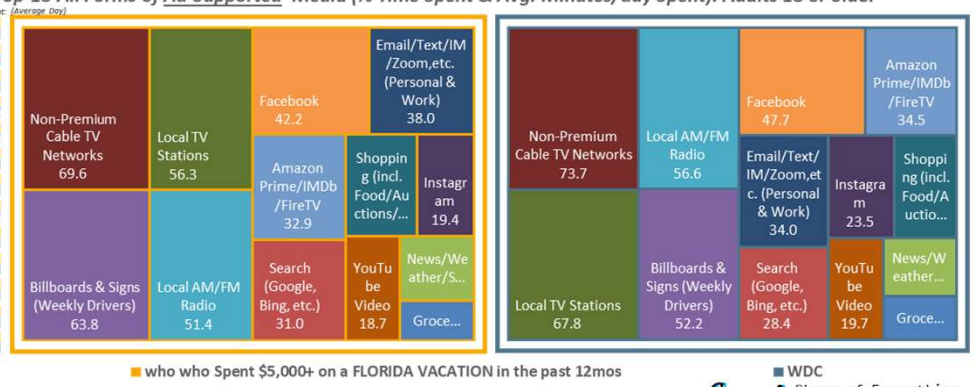
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Oct24-Aug25 Qual Intab 694

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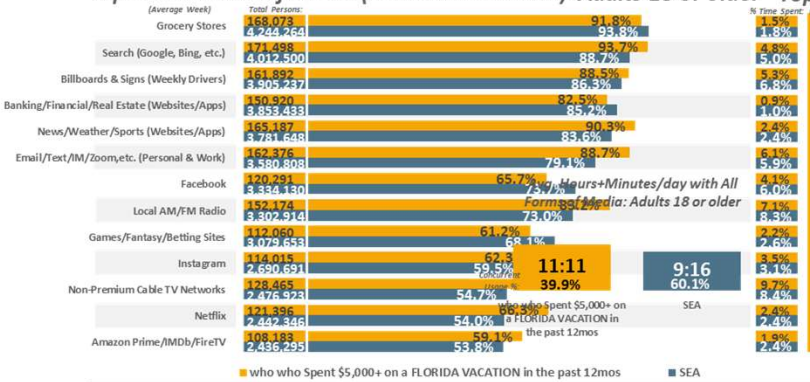
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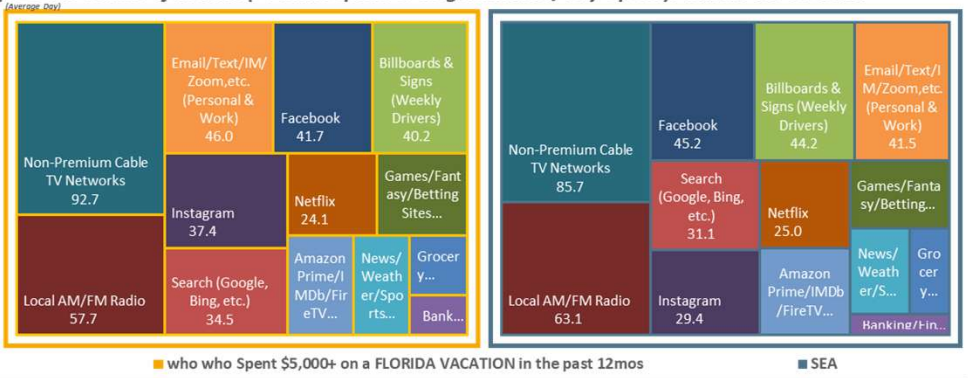


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

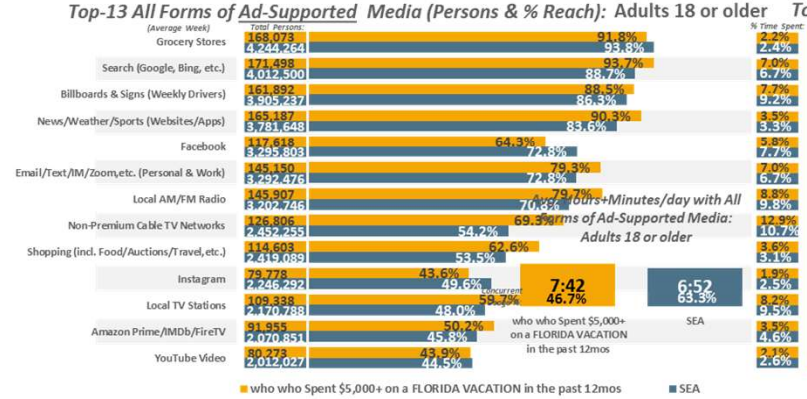
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



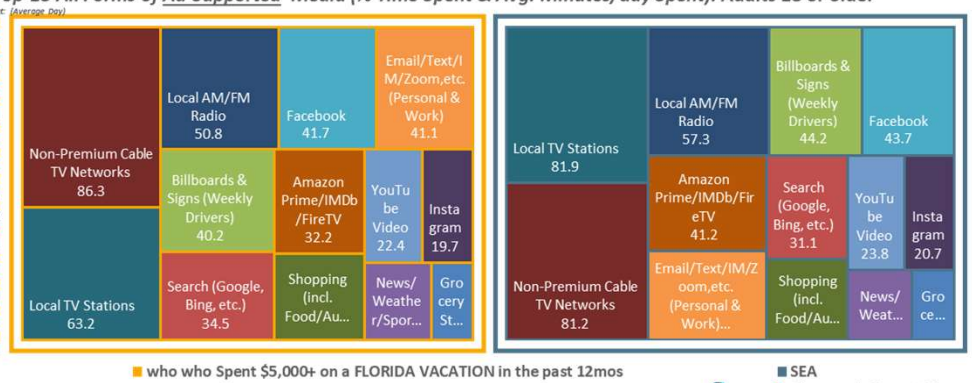
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of 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 R2 2025: Sep24-Jul25 Qual Intab 181

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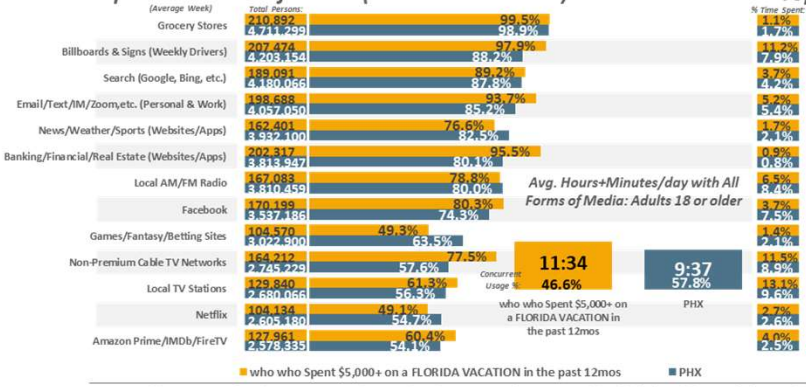
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

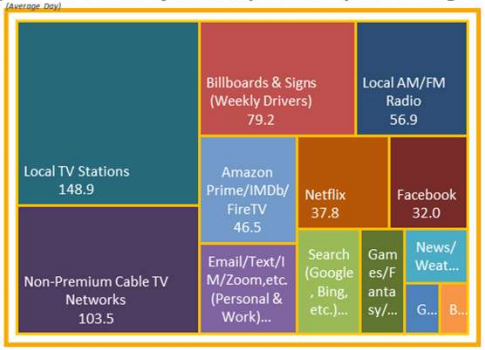


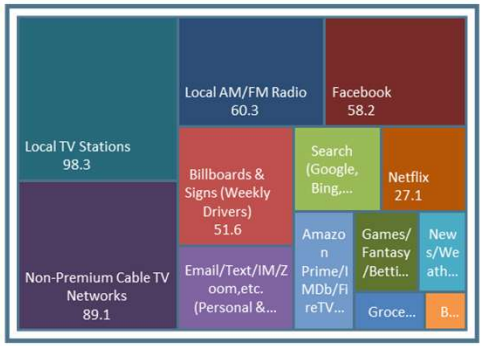
Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

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

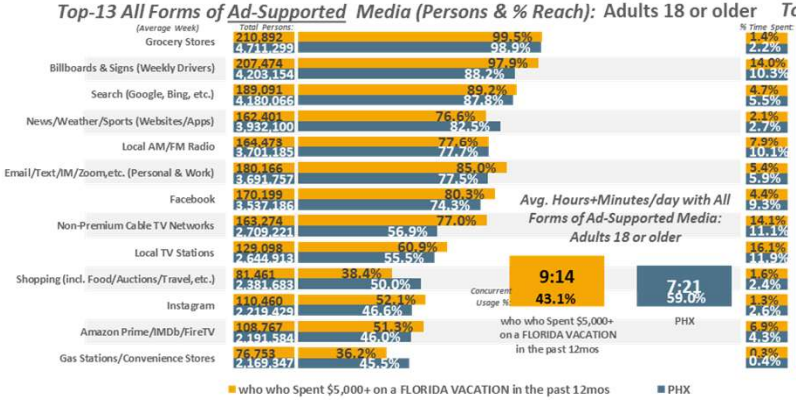


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

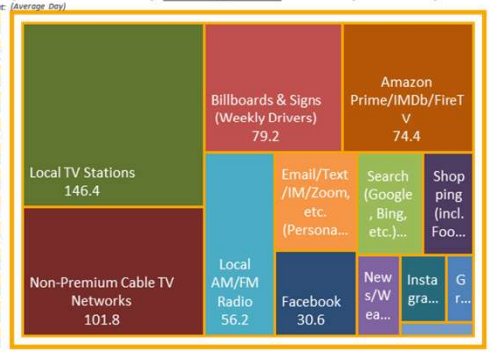


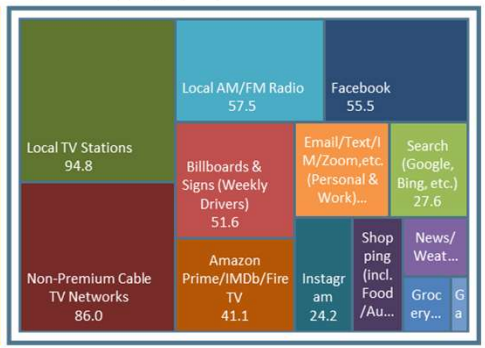


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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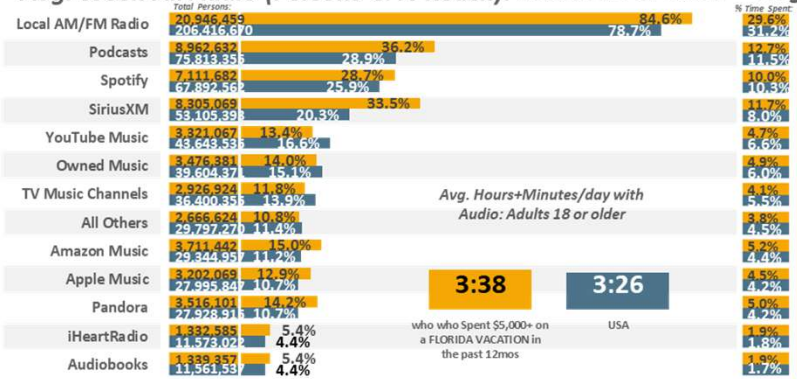
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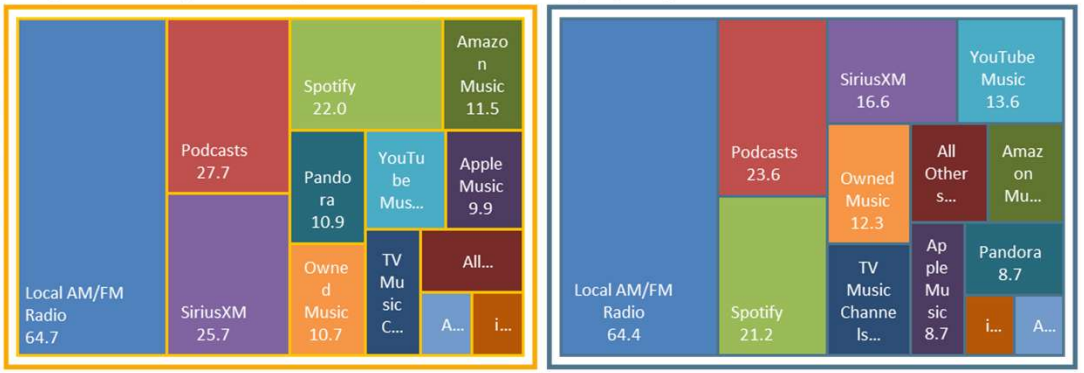


19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

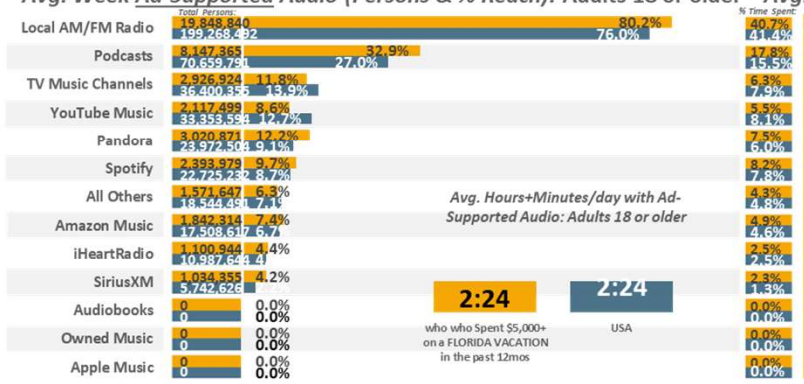
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



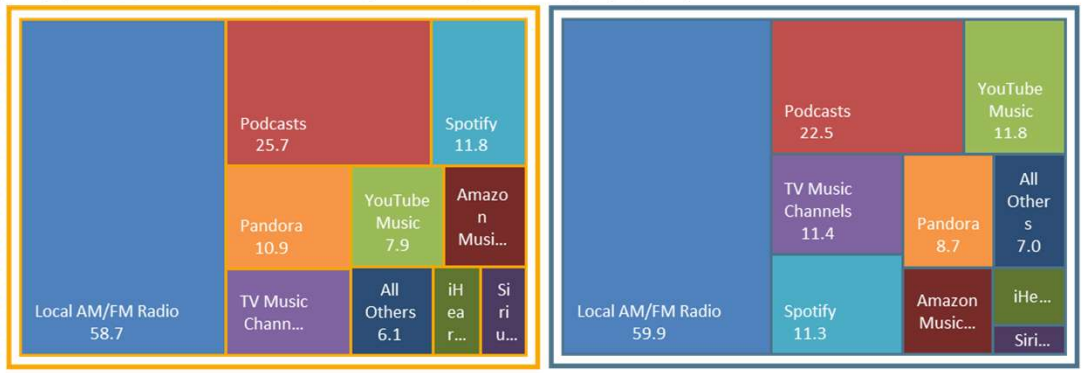
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,830

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Scarborough R2 2025: Sep24-Aug25 USA Projection

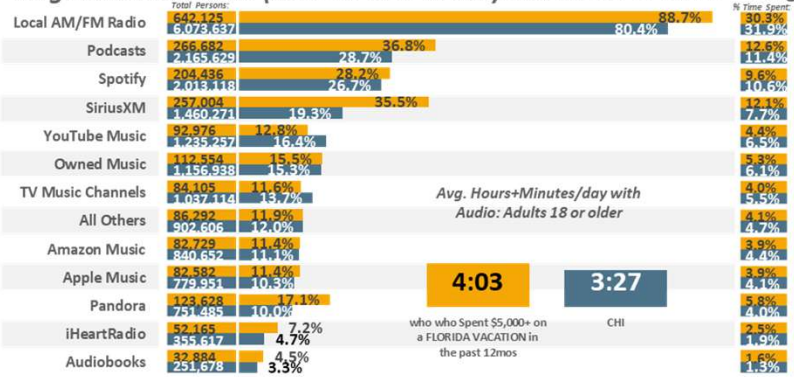
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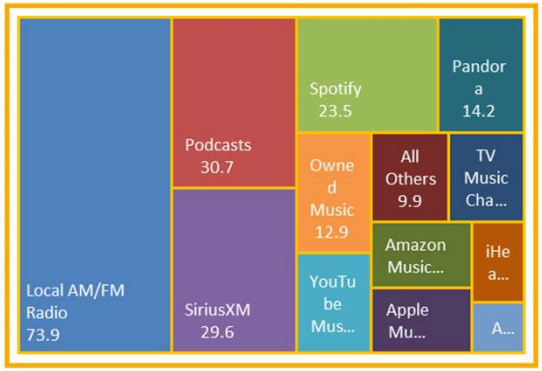


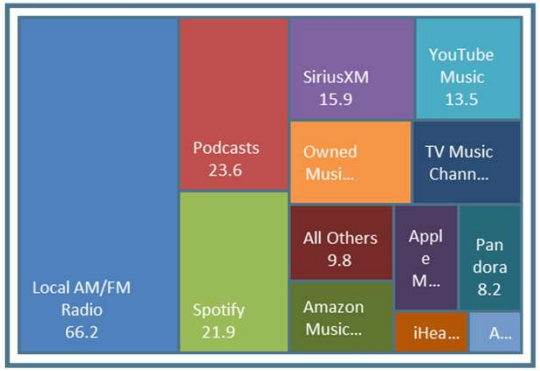
603,409 or 83.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

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

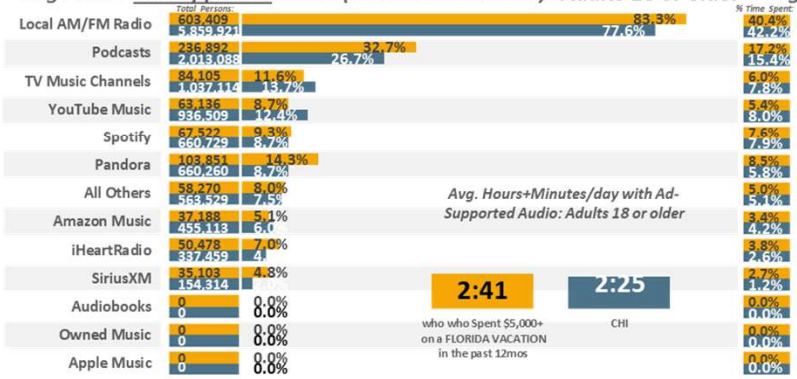


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

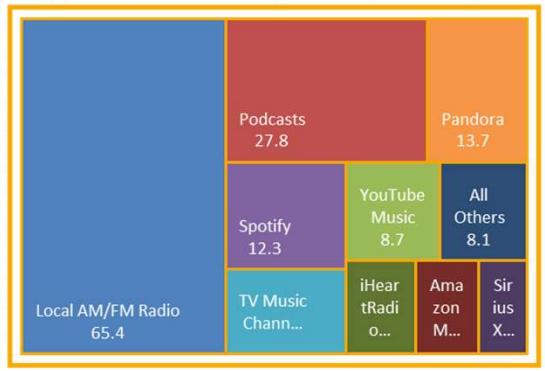


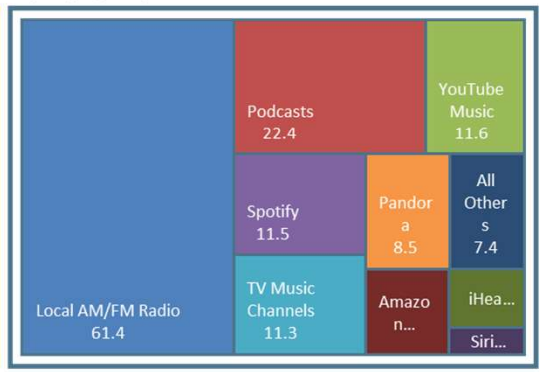


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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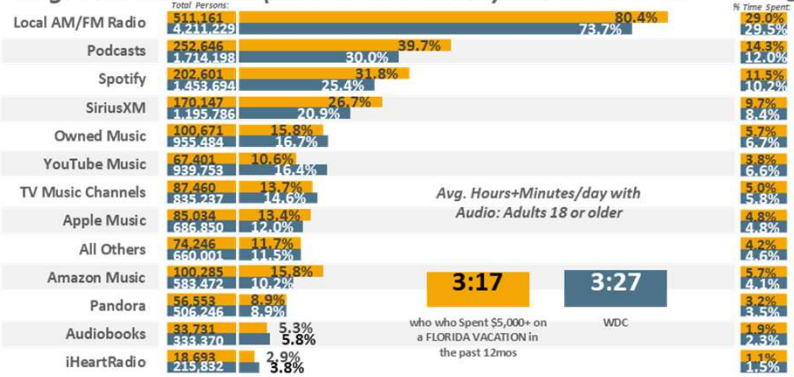
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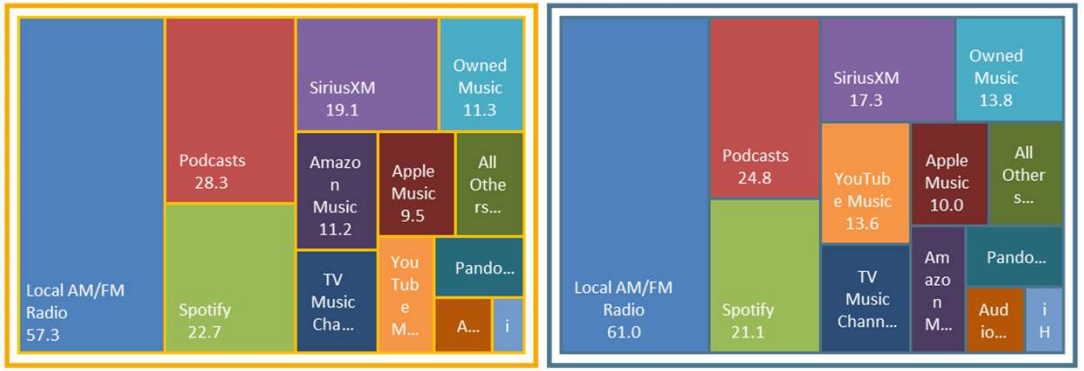


485,261 or 76.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

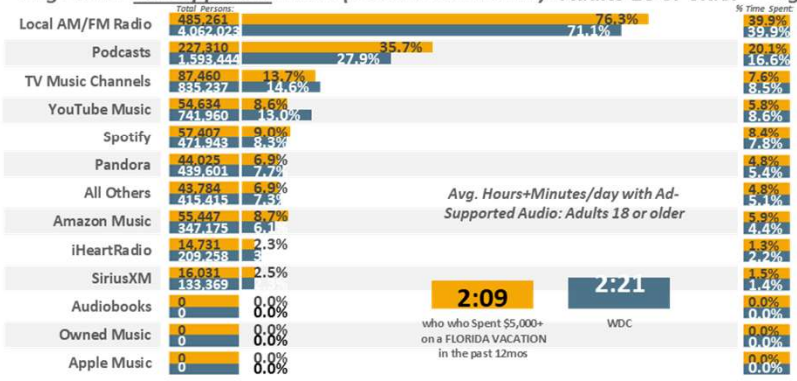
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



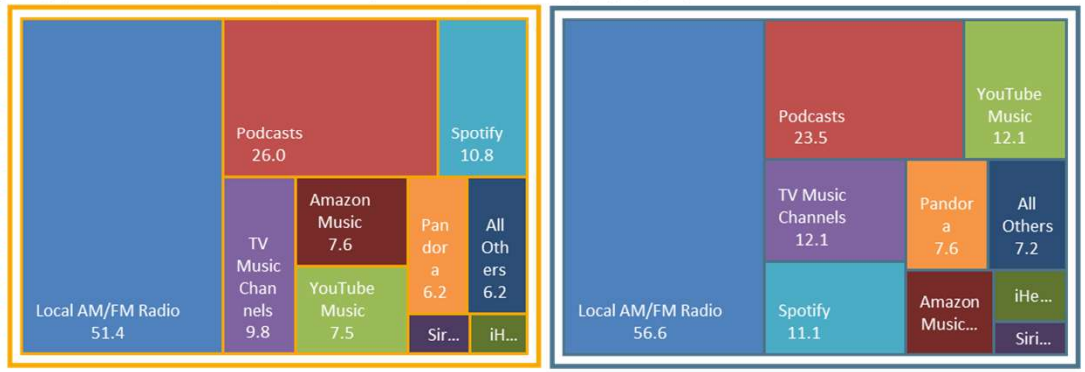
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Oct24-Aug25 Qual Intab 694

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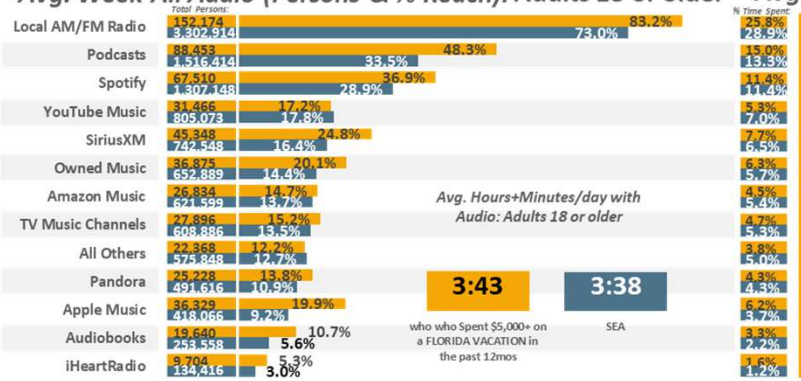
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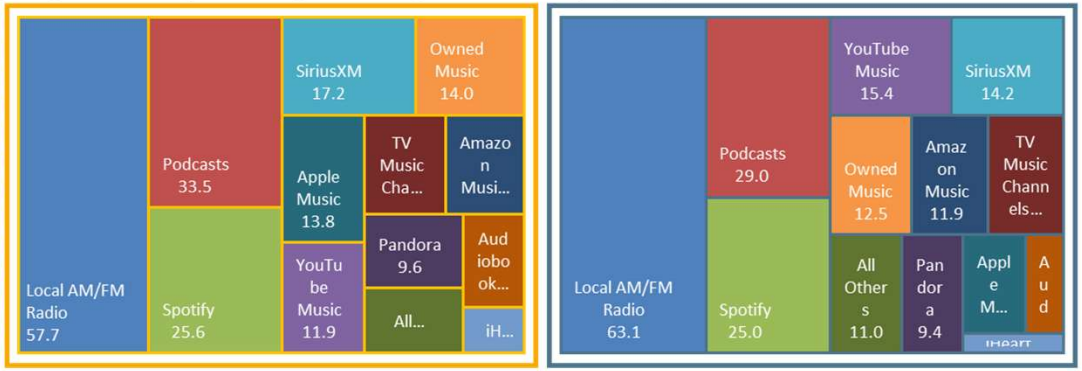


145,907 or 79.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

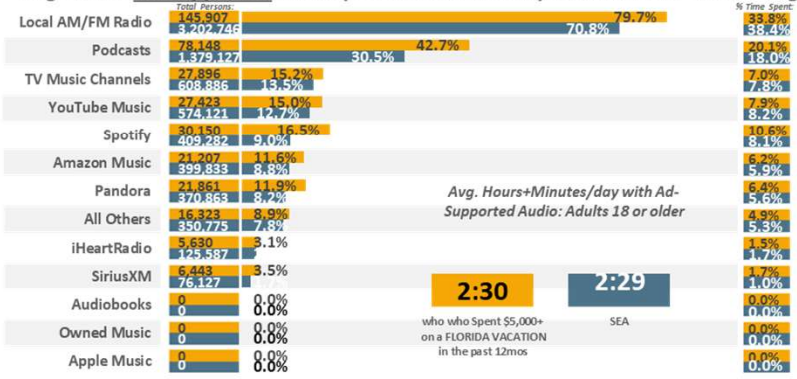
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



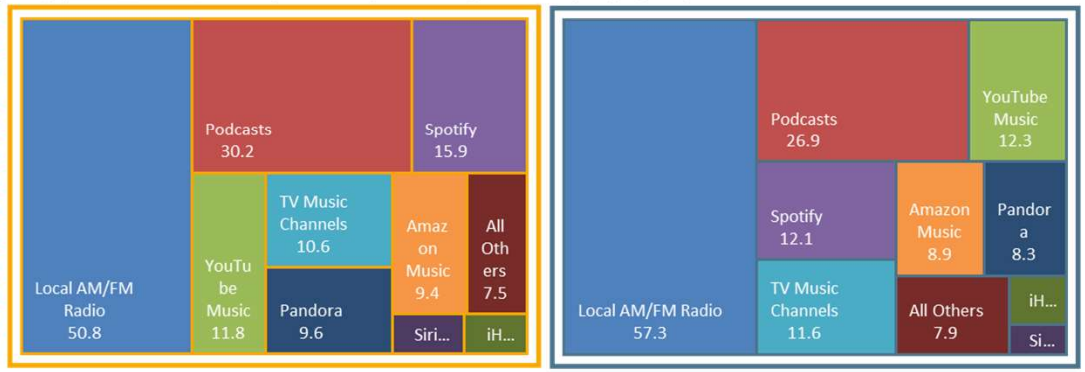
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

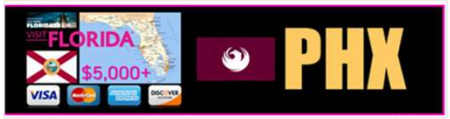


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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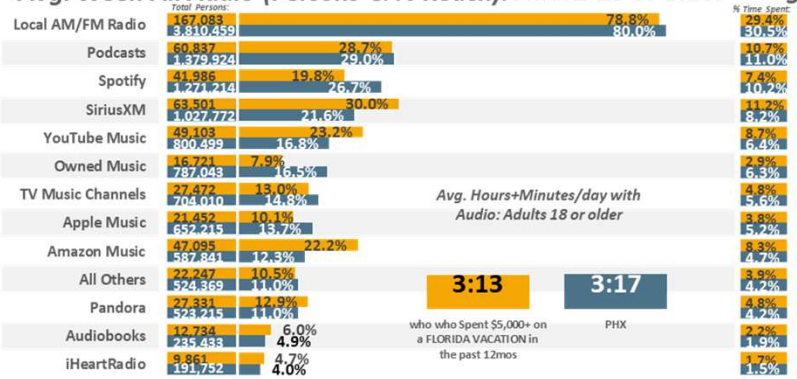
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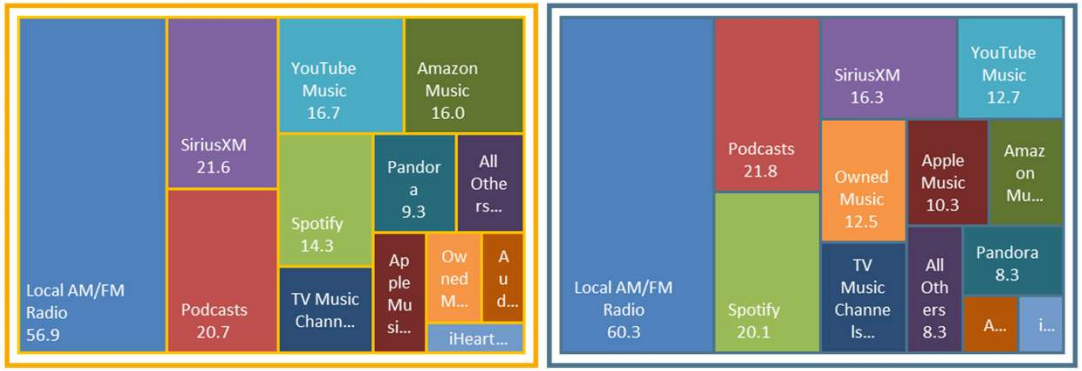


164,473 or 77.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

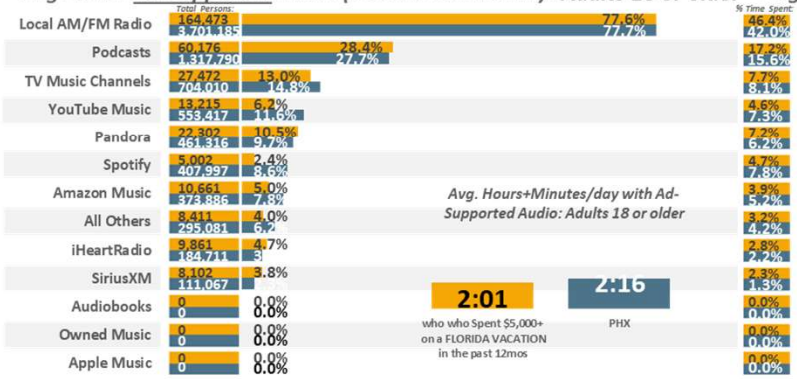
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

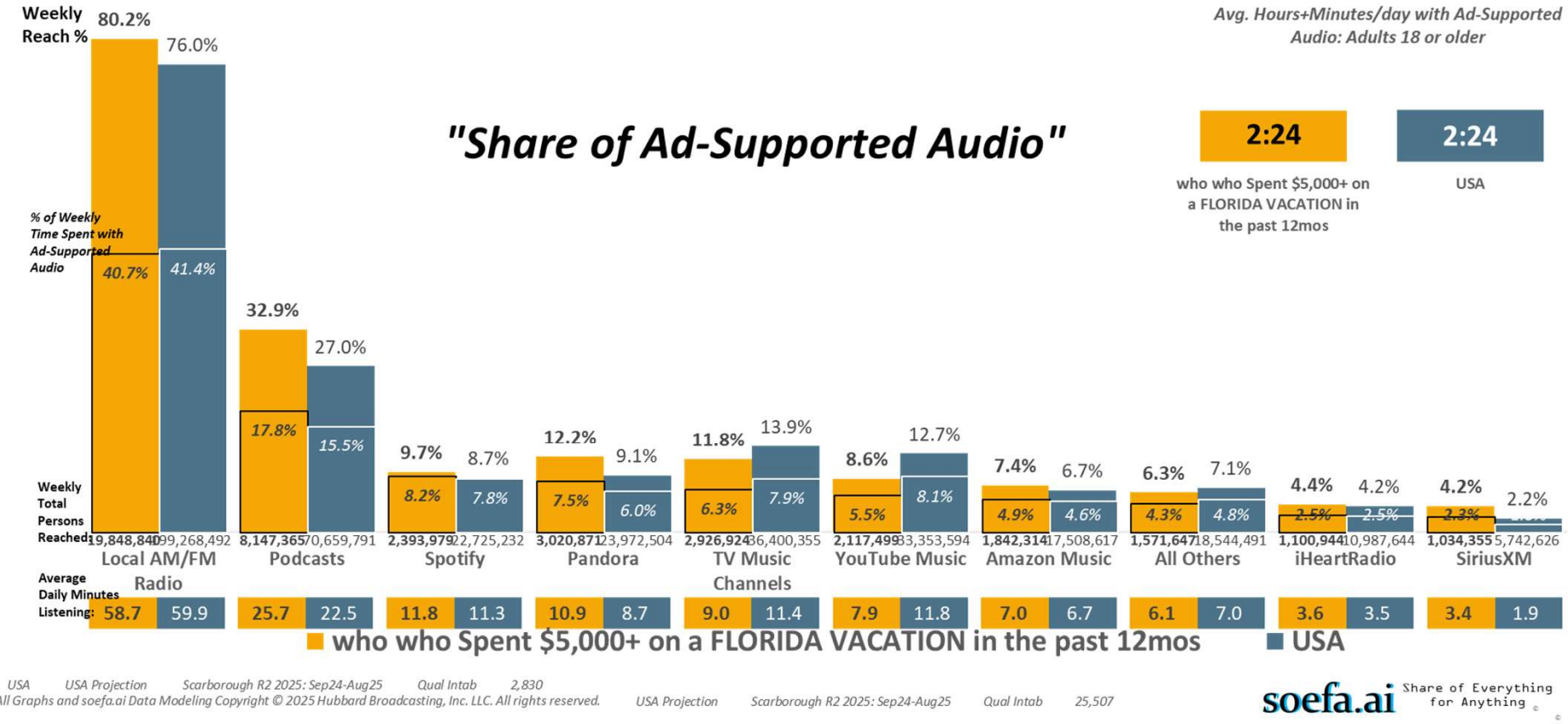
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19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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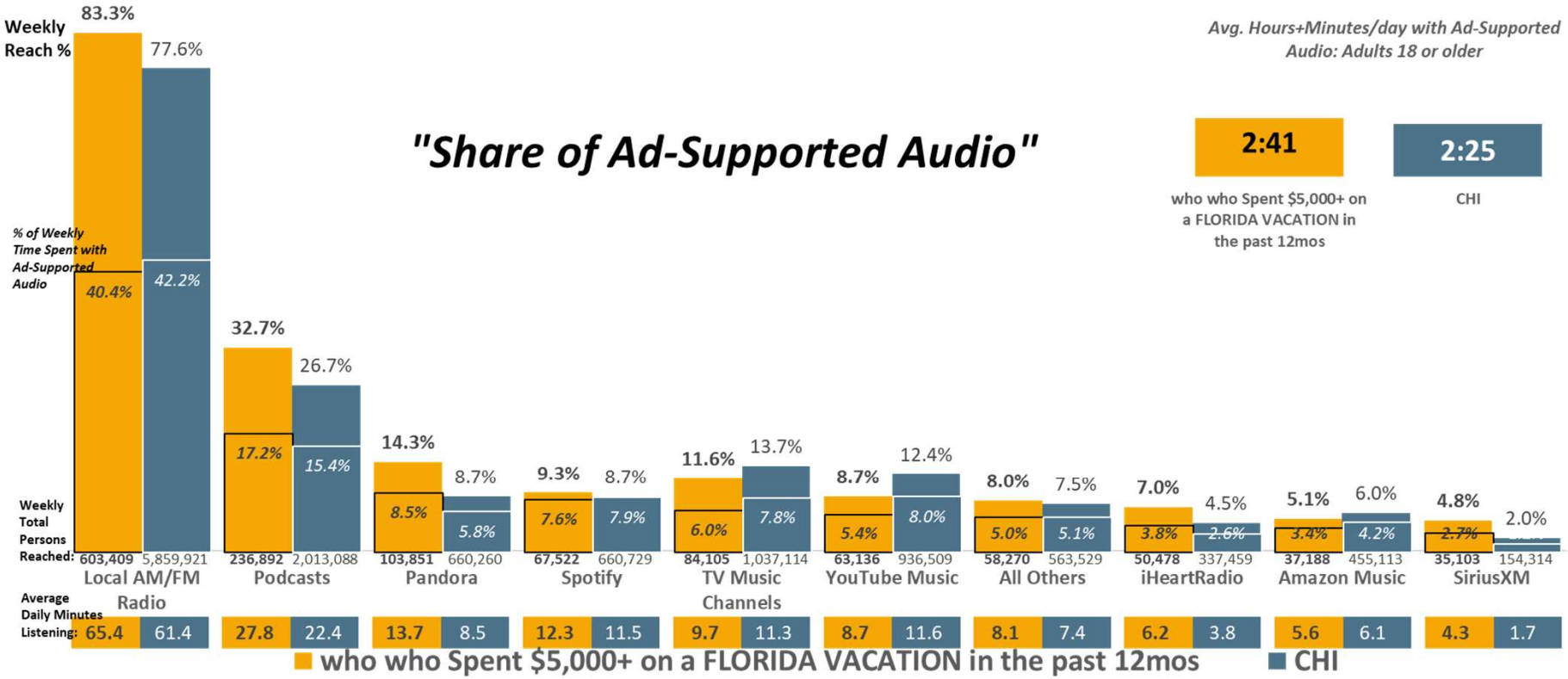
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

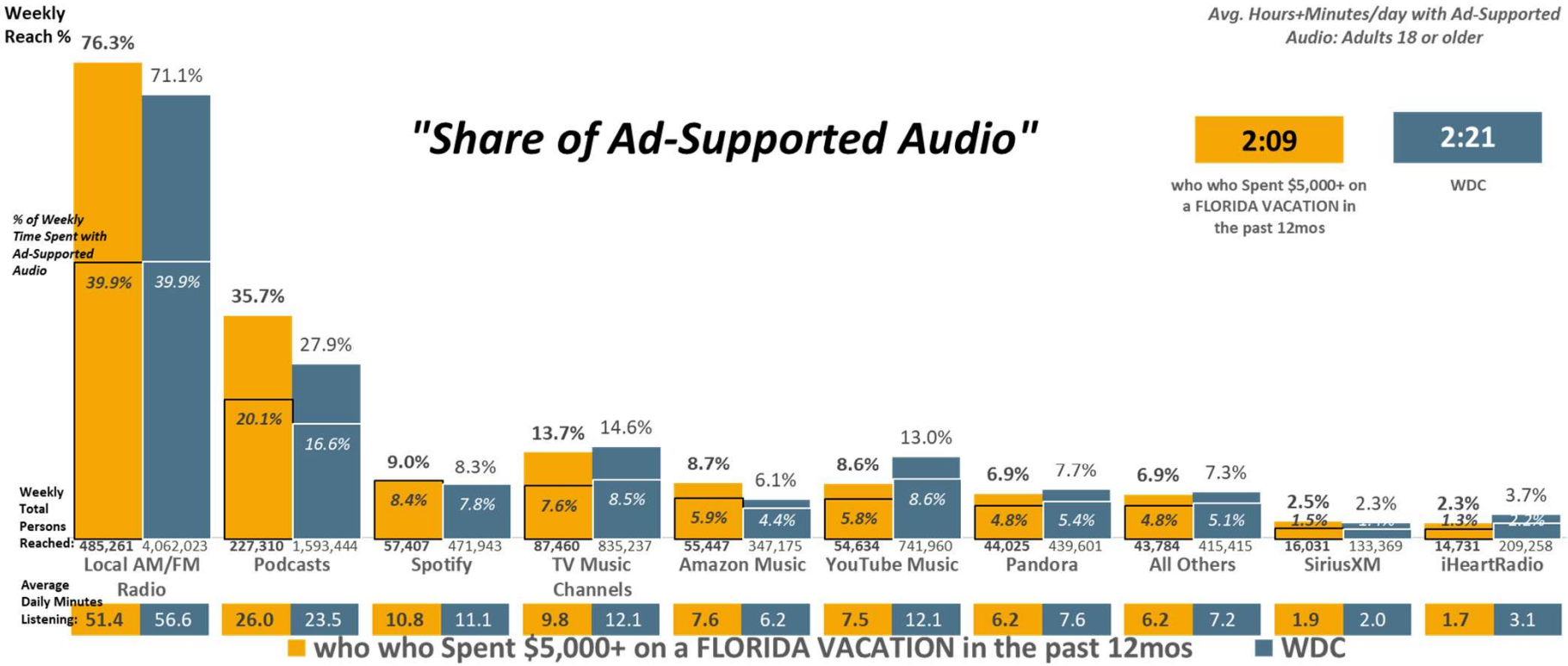
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

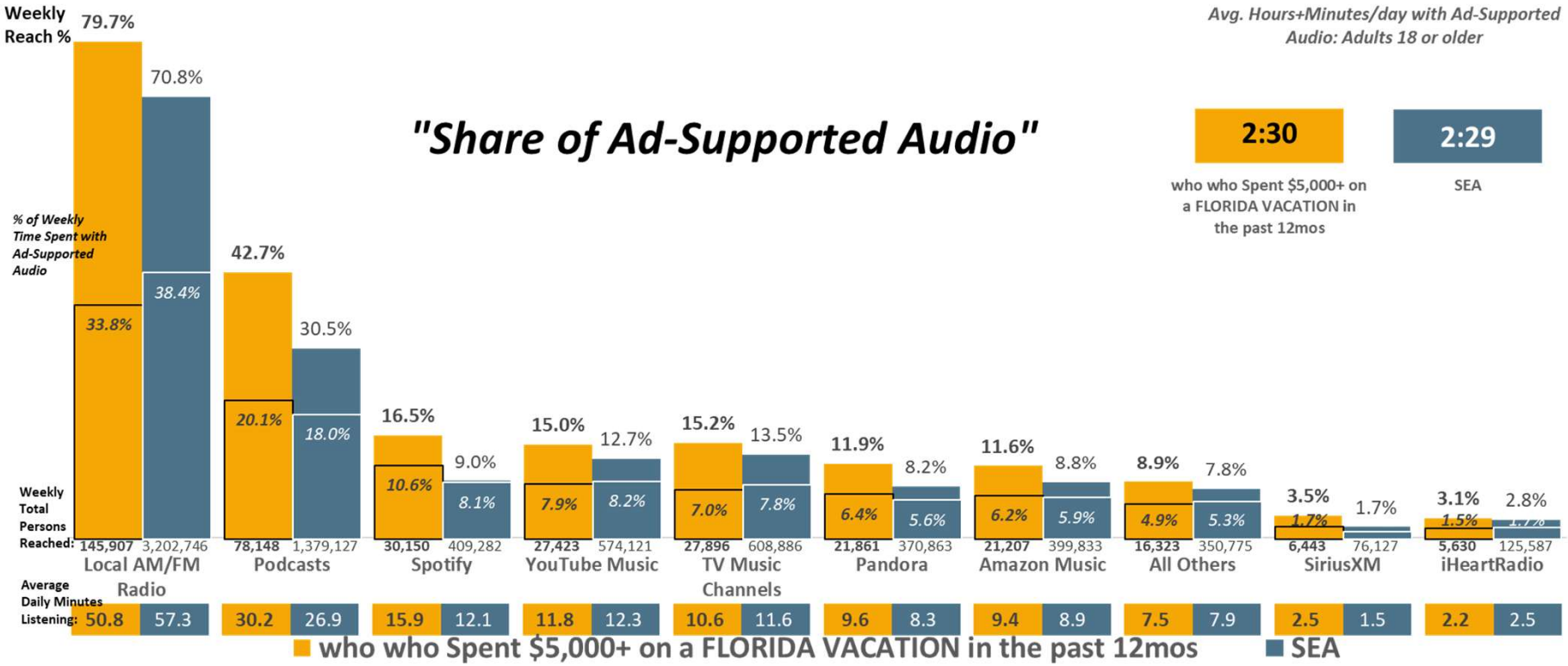
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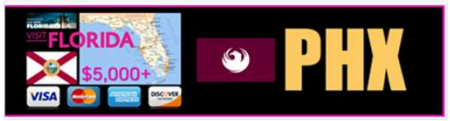


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

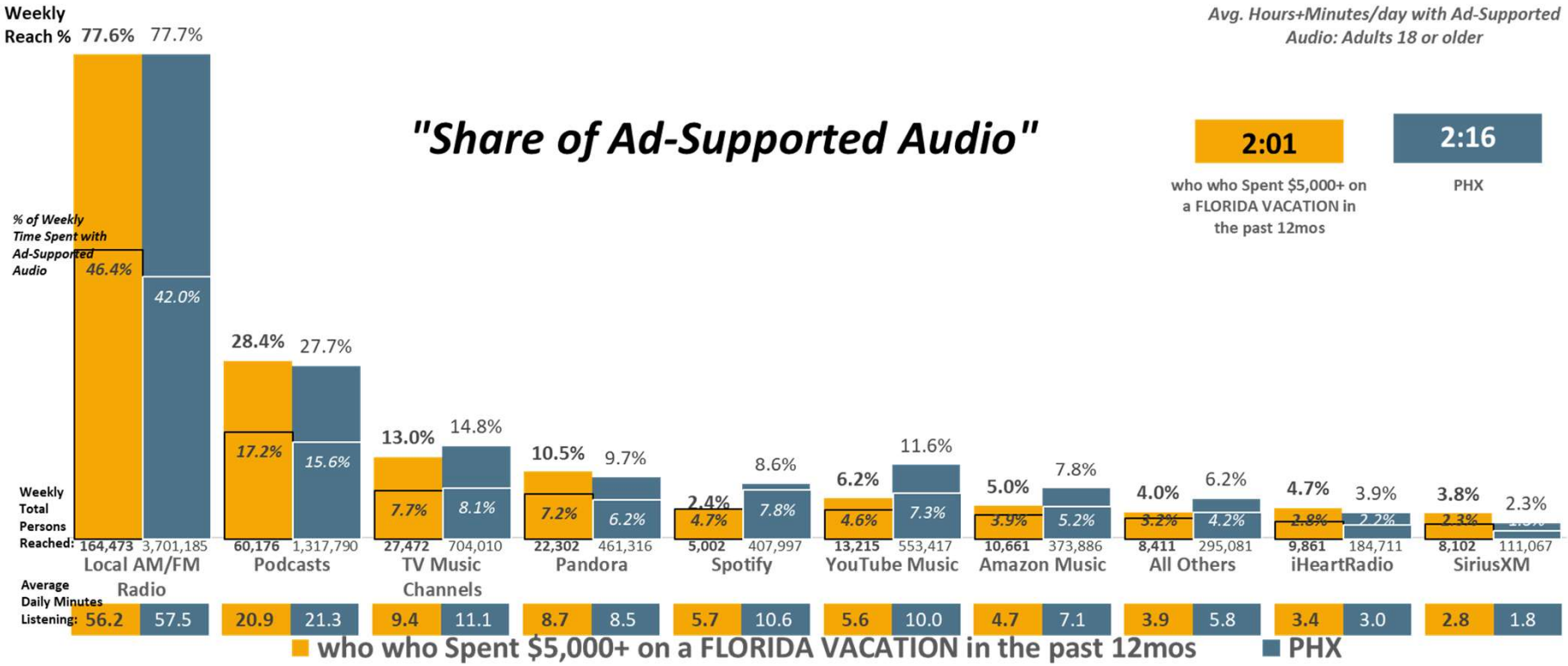
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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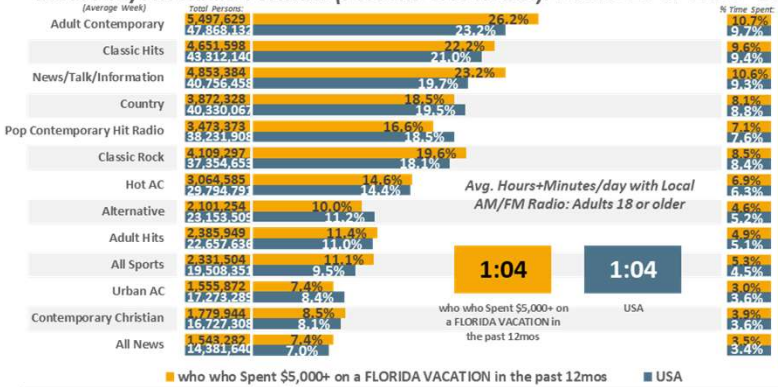
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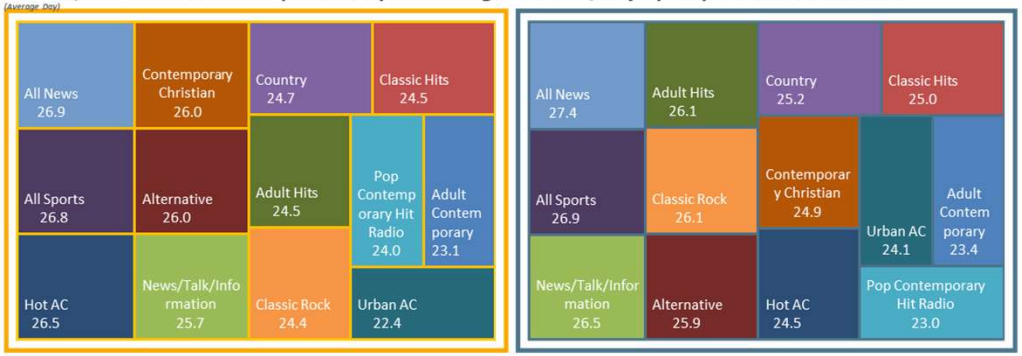


19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio

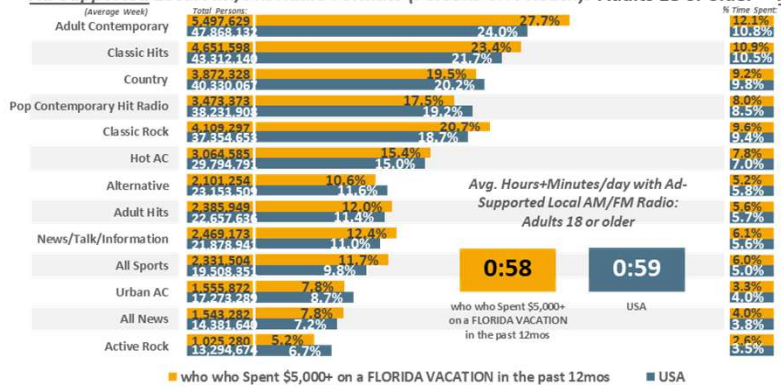
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



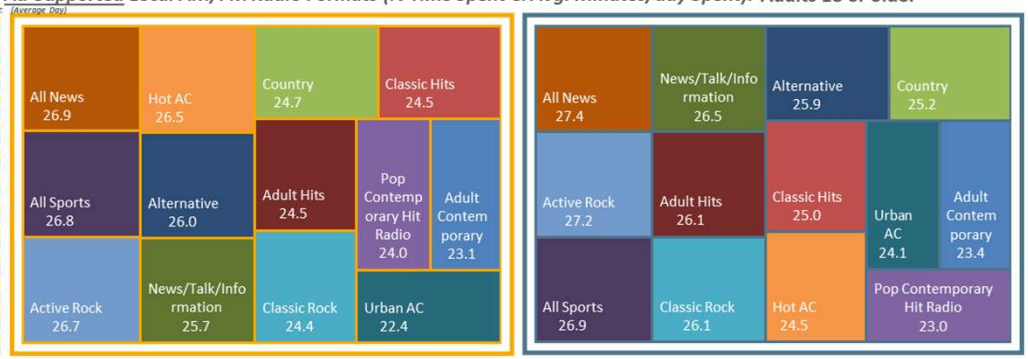
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

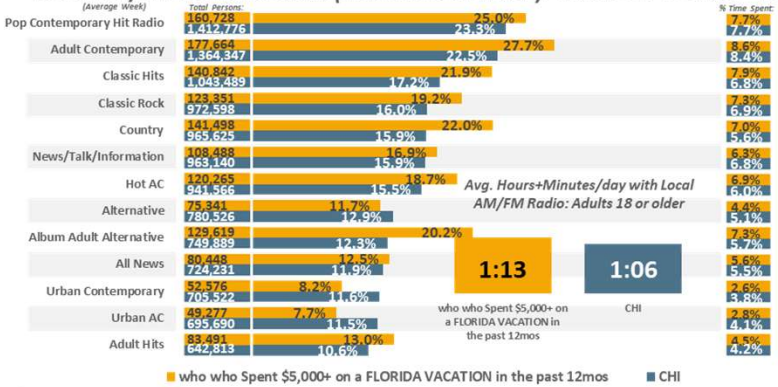
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

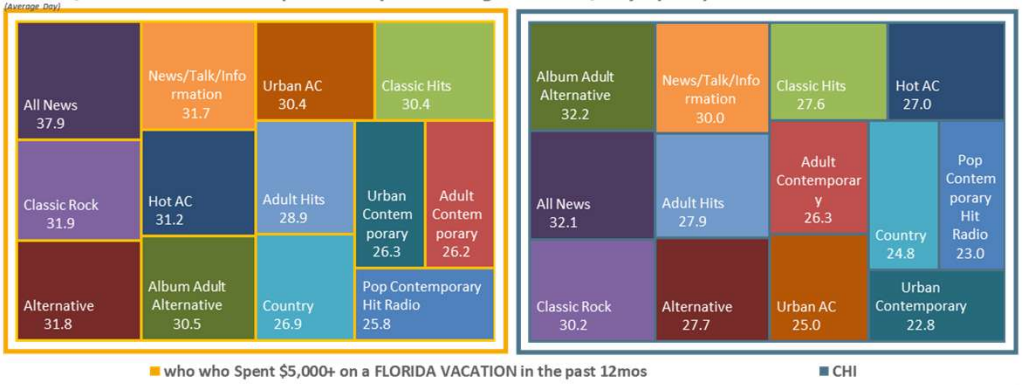


603,409 or 83.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Album Adult Alt

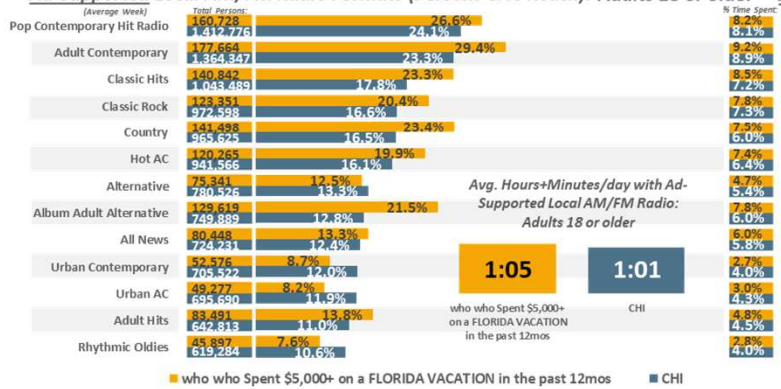
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



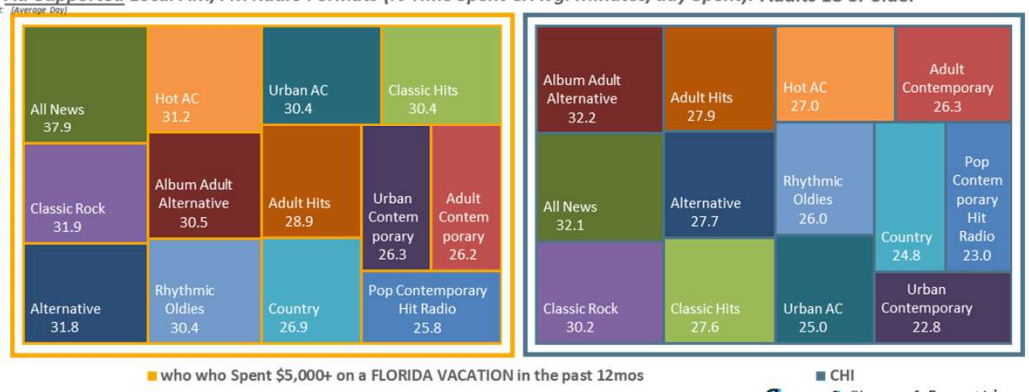
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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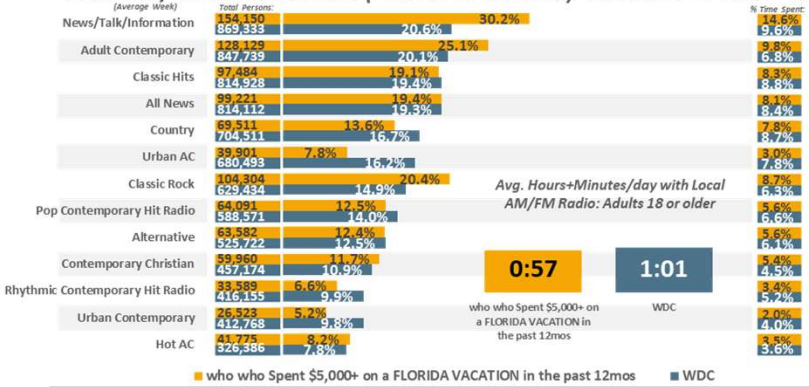
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

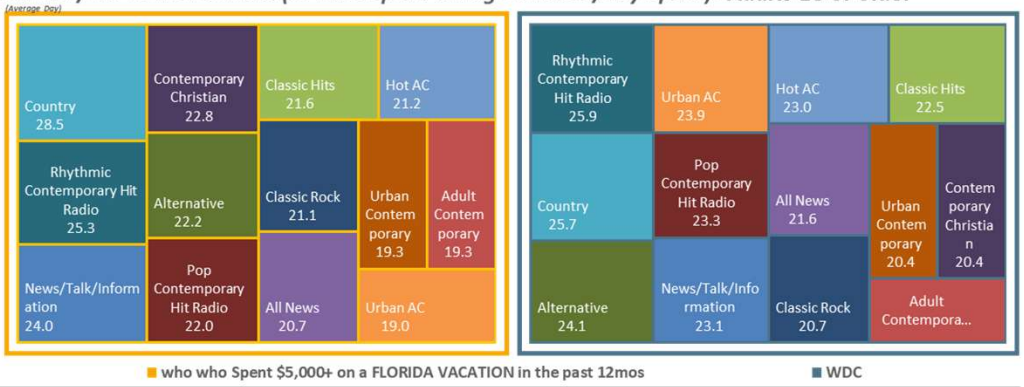


485,261 or 76.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All News, Classic Hits, and News/Talk/Information.

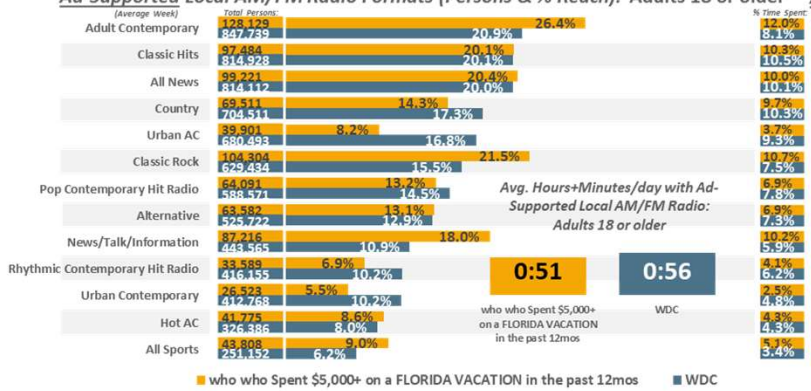
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



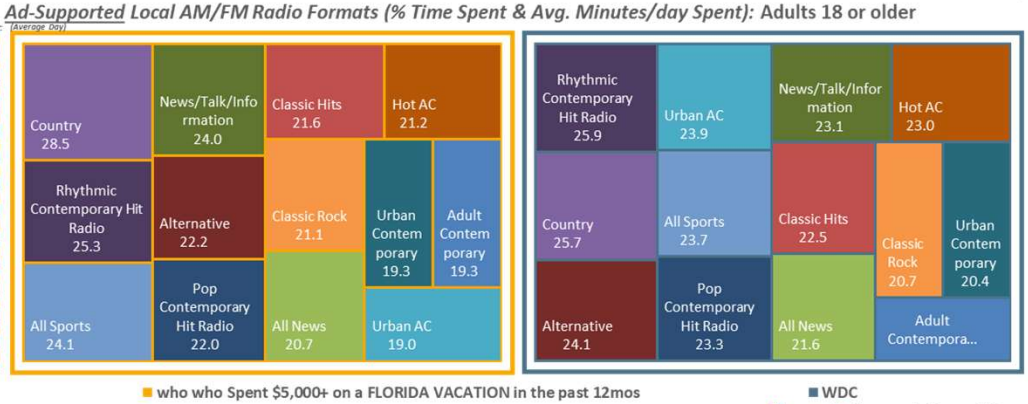
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Oct24-Aug25 Qual Intab 694

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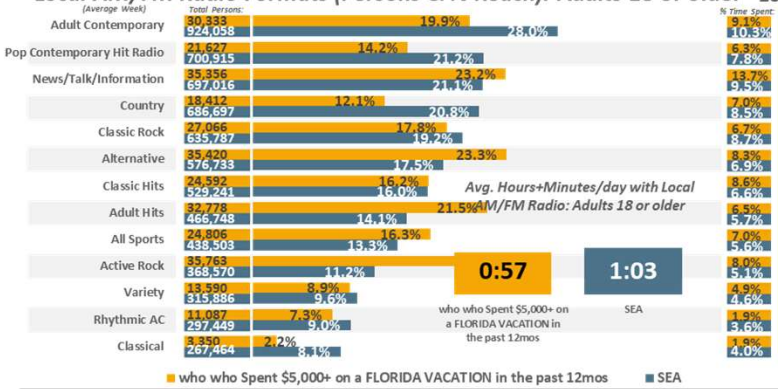
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

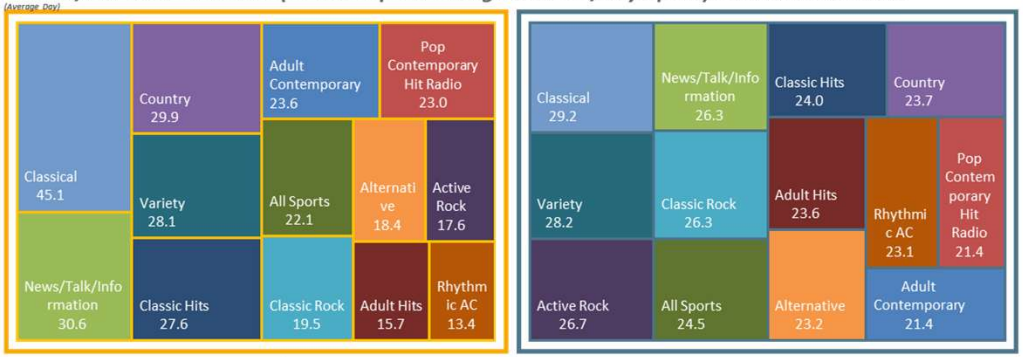


145,907 or 79.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Alternative, Adult Hits, Adult Contemporary, and Classic Rock.

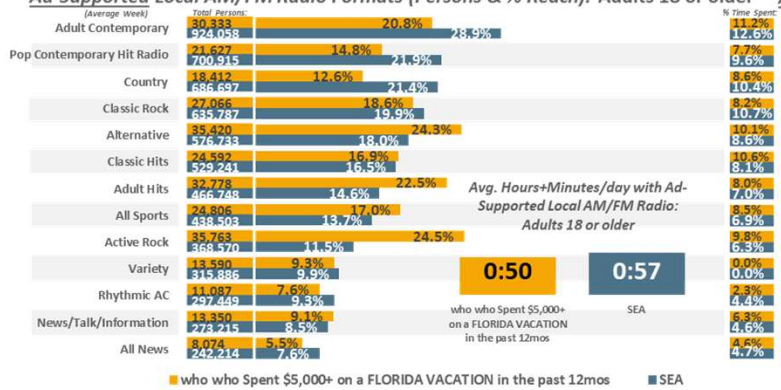
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



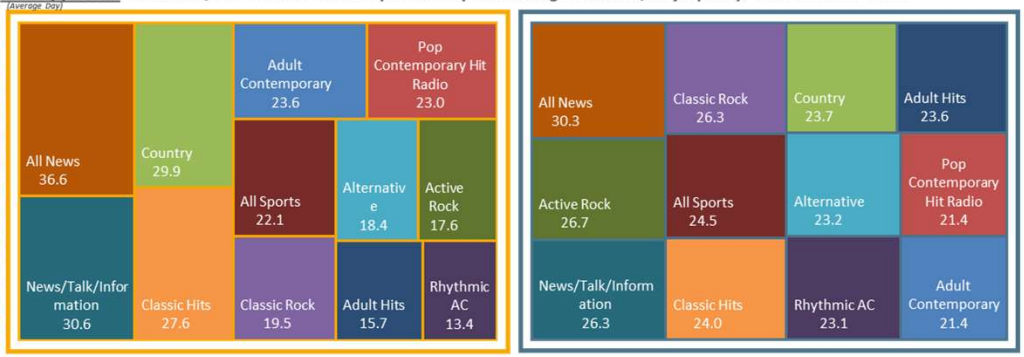
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 181

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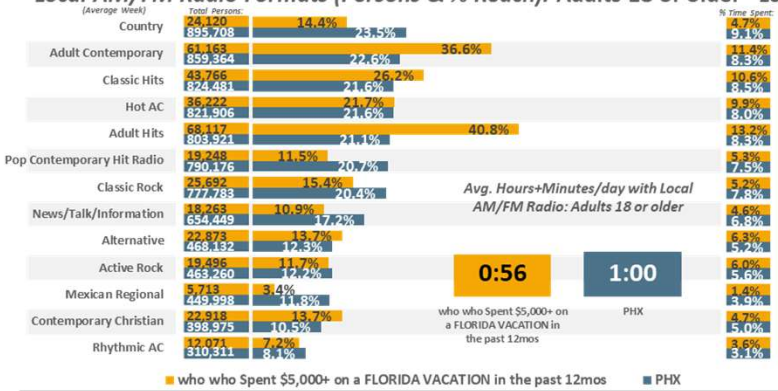
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

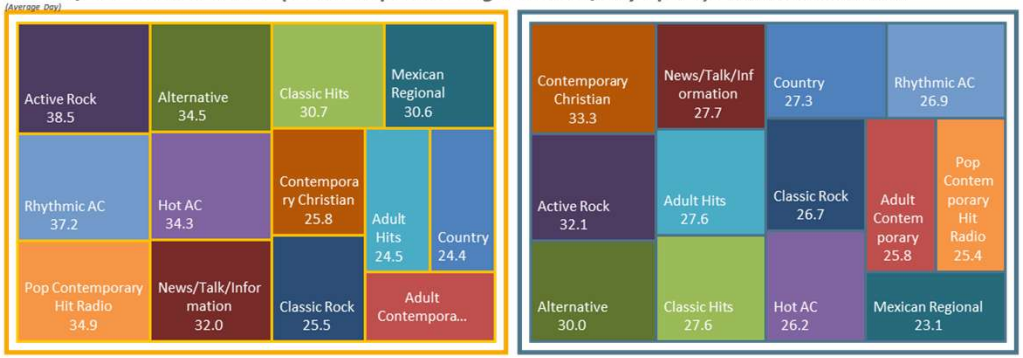


164,473 or 77.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Hot AC, and Rhythmic Contemporary Hit Radio.

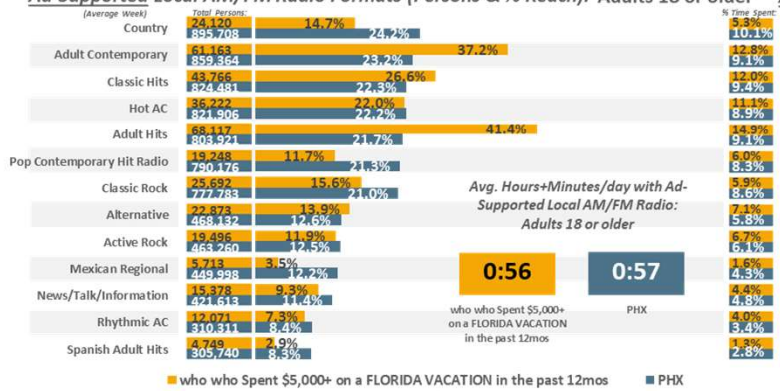
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



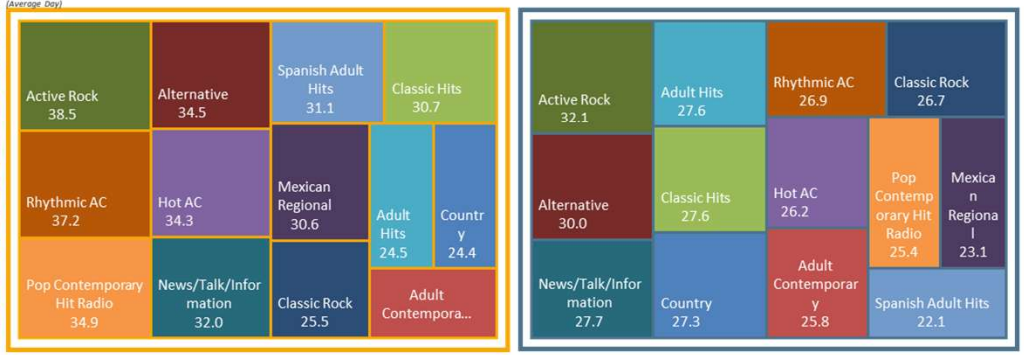
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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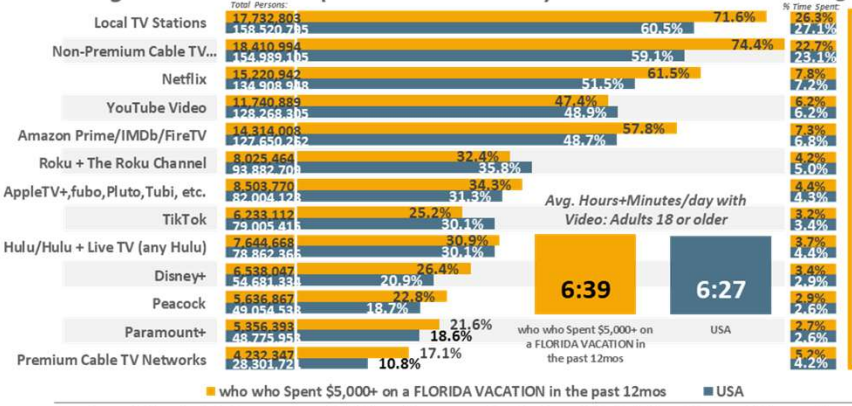
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

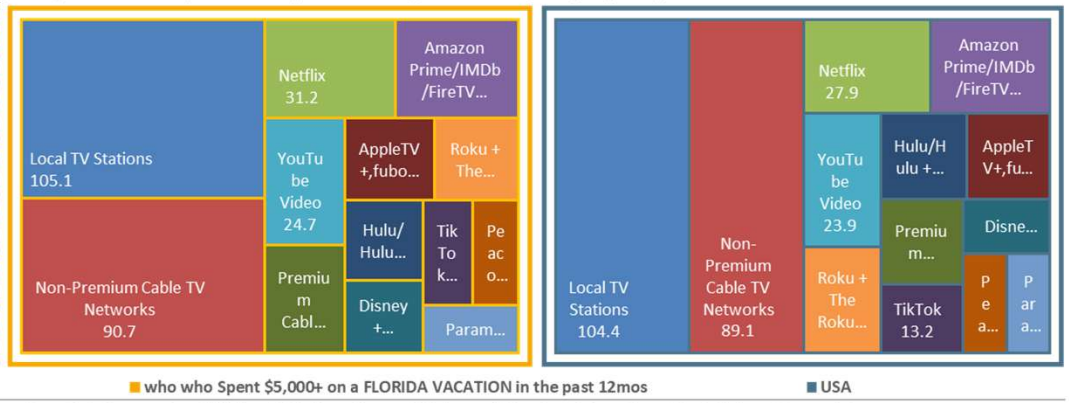


17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

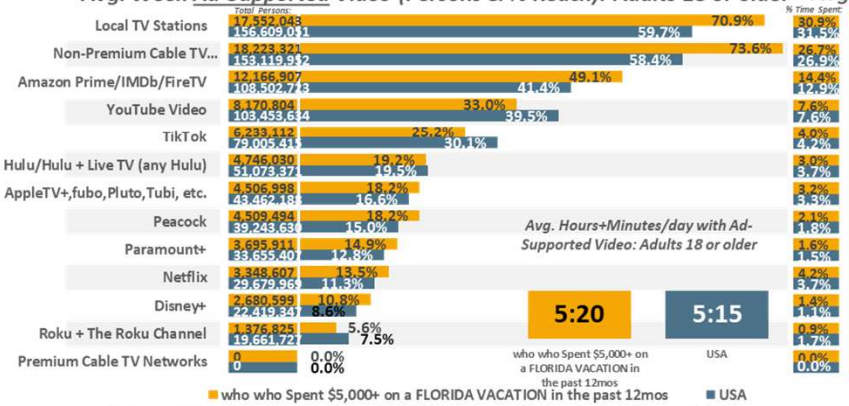
Avg. Week All Video (Persons & % Reach): Adults 18 or older



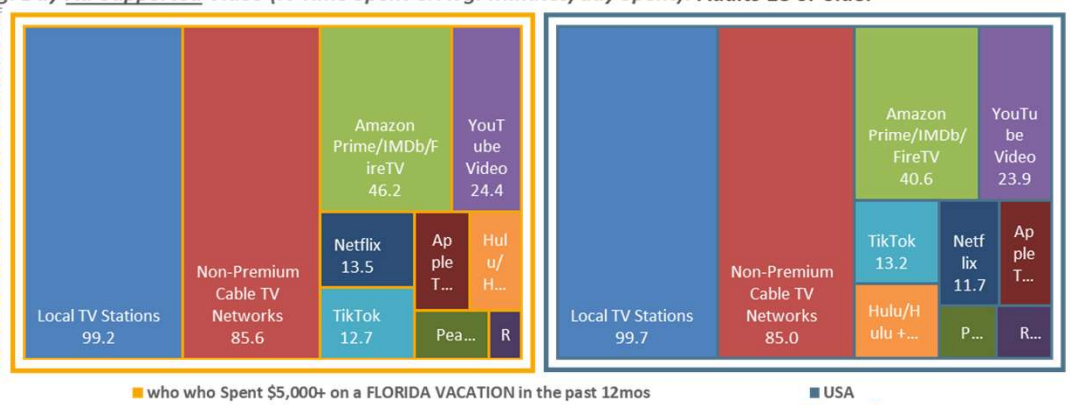
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

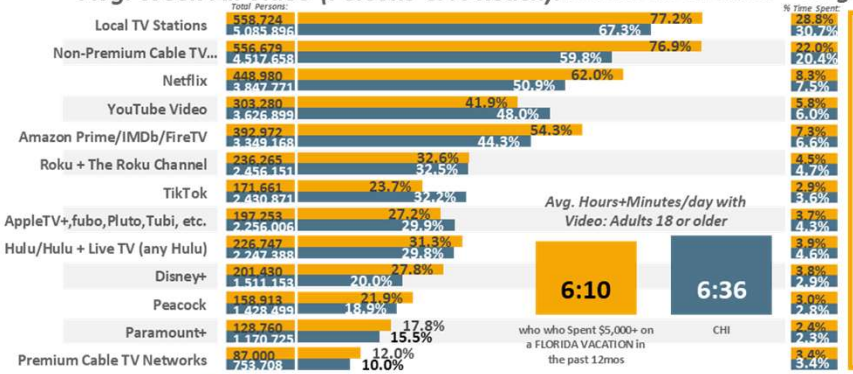
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

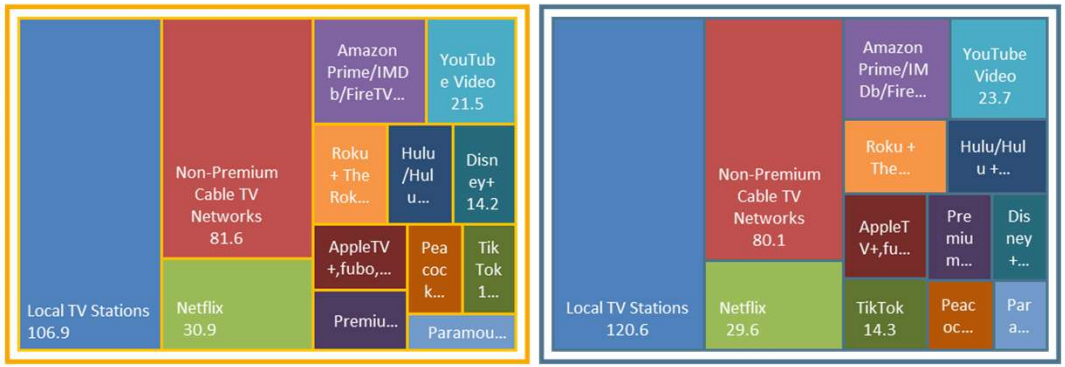


551,023 or 76.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

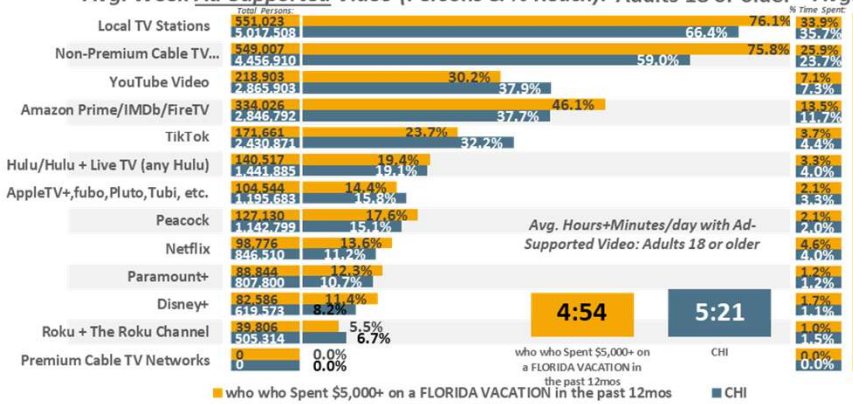
Avg. Week All Video (Persons & % Reach): Adults 18 or older



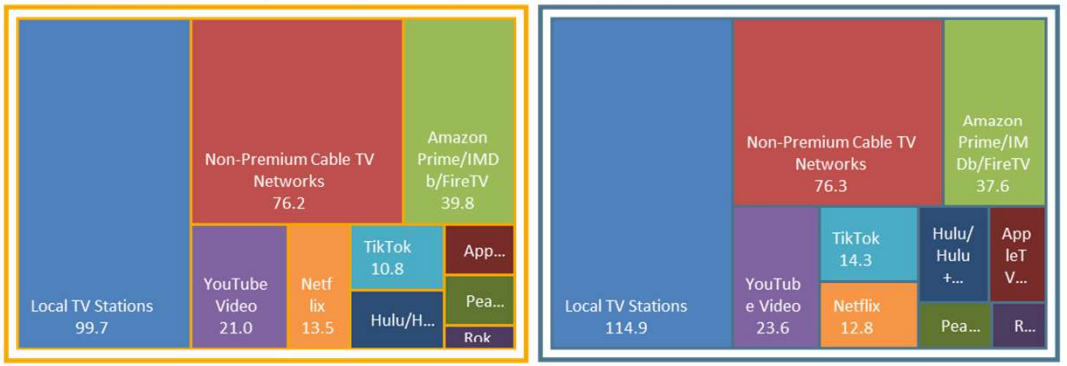
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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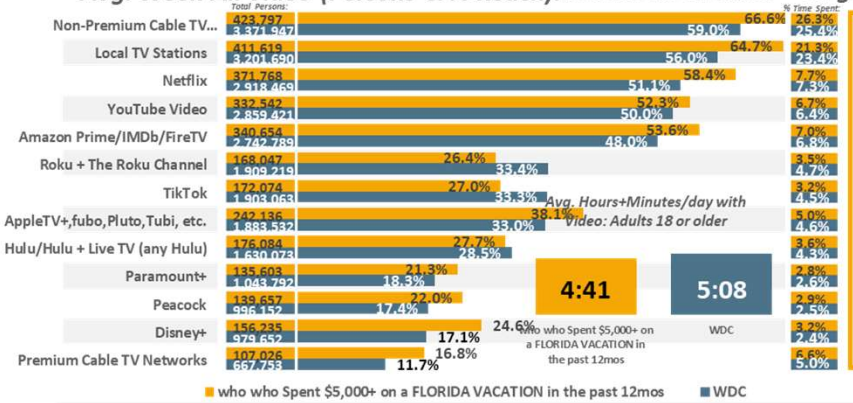
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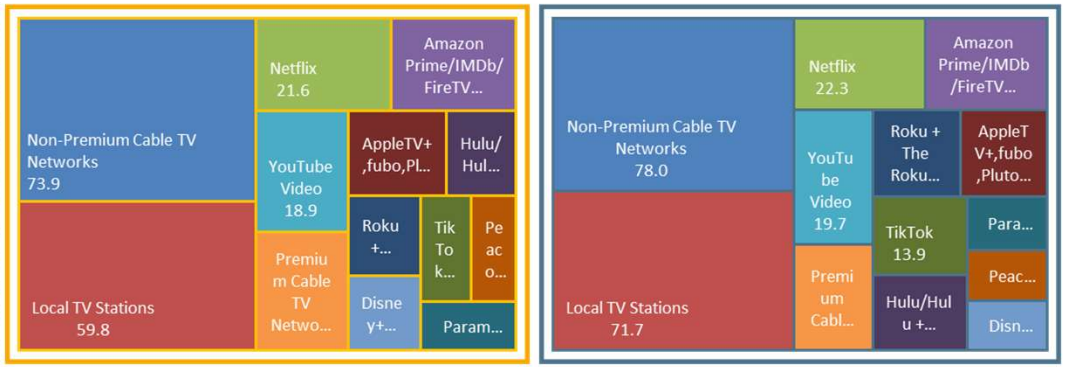


409,488 or 64.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

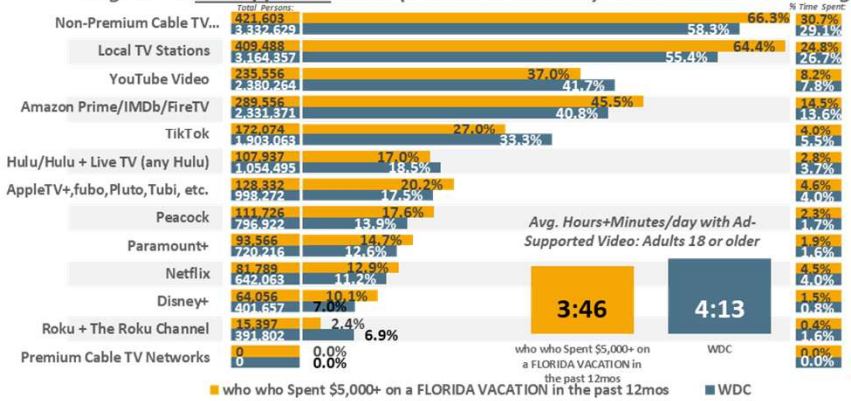
Avg. Week All Video (Persons & % Reach): Adults 18 or older



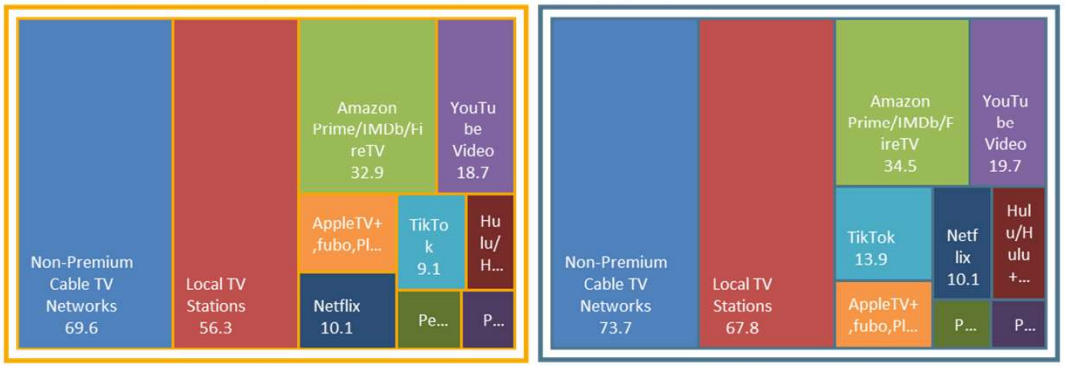
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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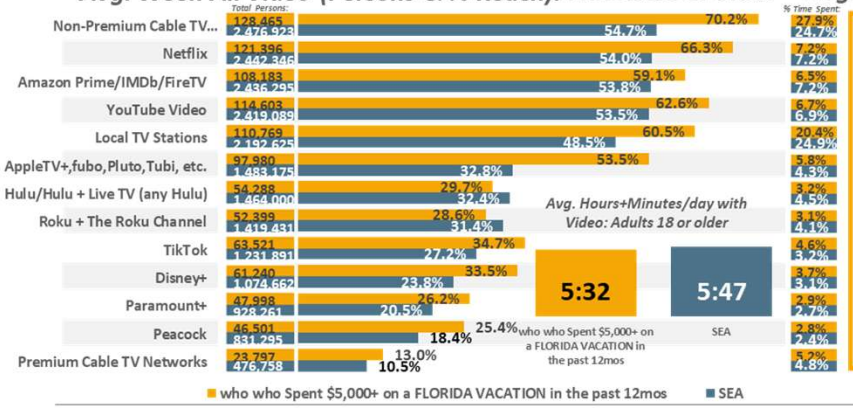
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

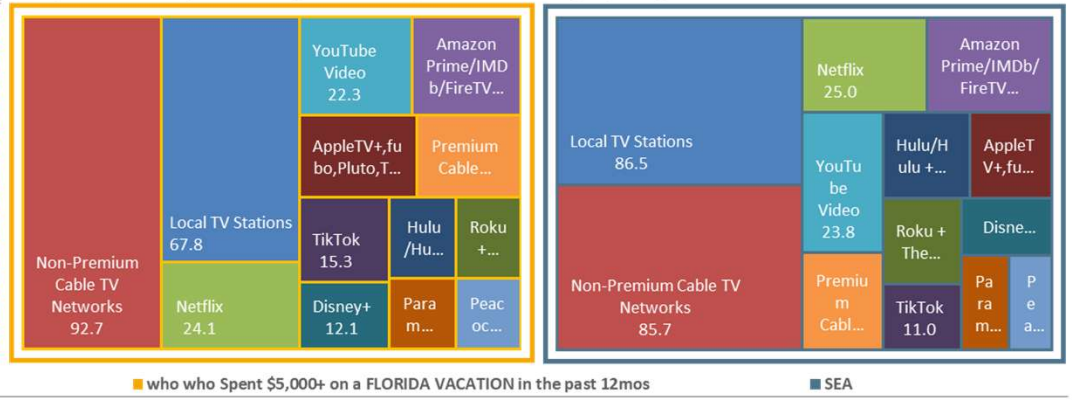


109,338 or 59.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 63.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

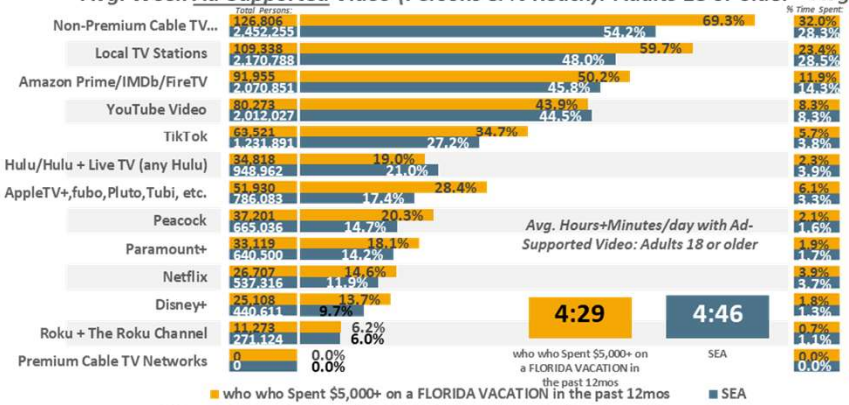
Avg. Week All Video (Persons & % Reach): Adults 18 or older



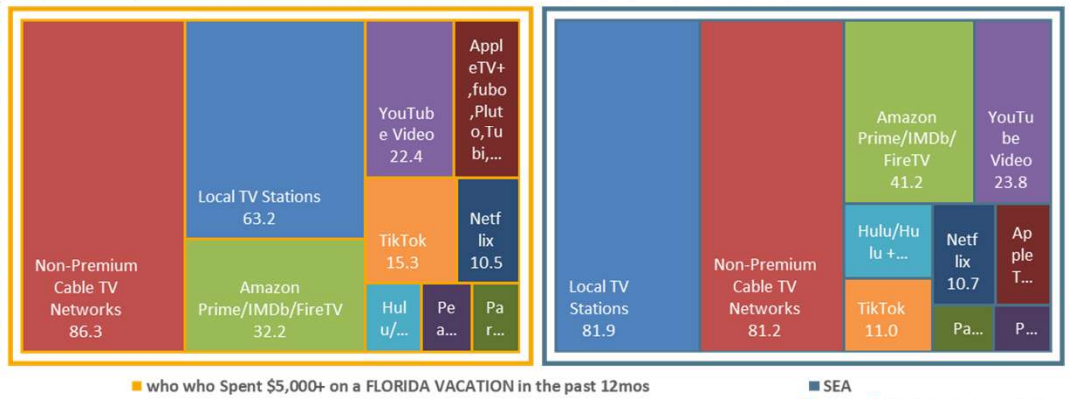
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

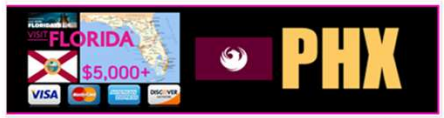


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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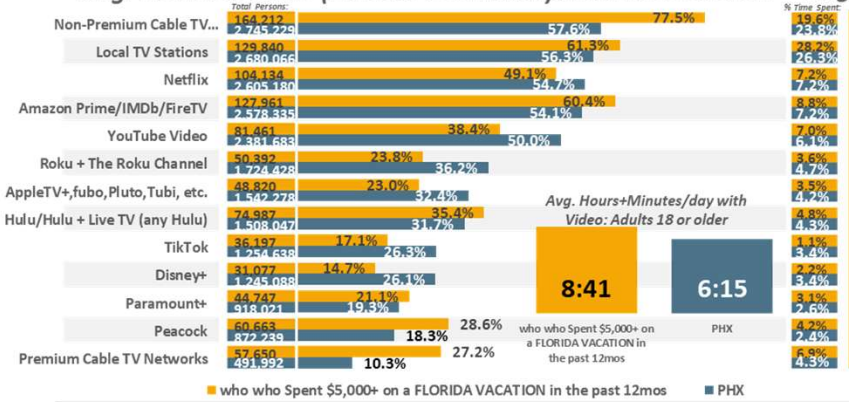
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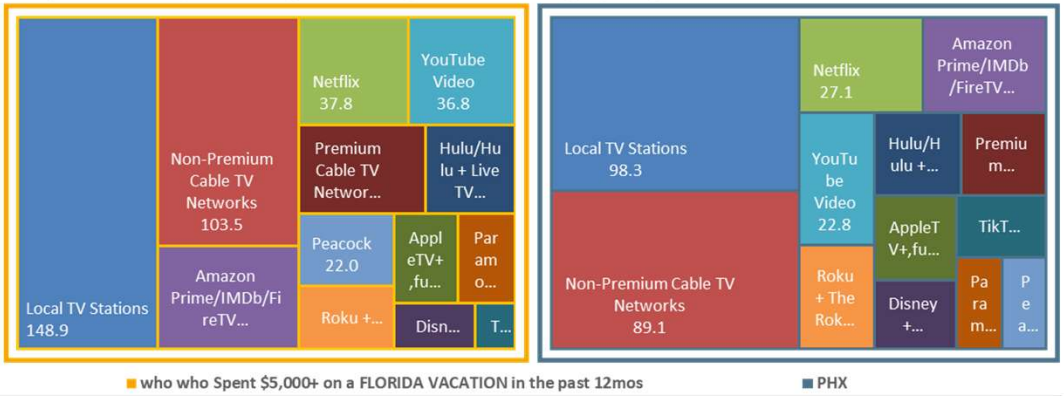


129,098 or 60.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

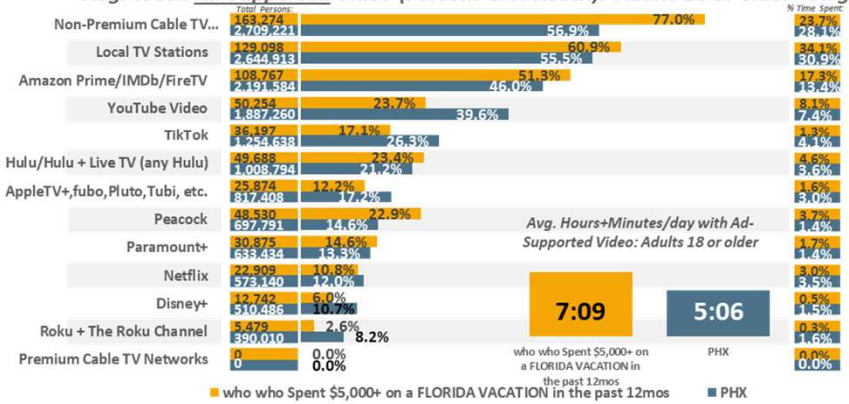
Avg. Week All Video (Persons & % Reach): Adults 18 or older



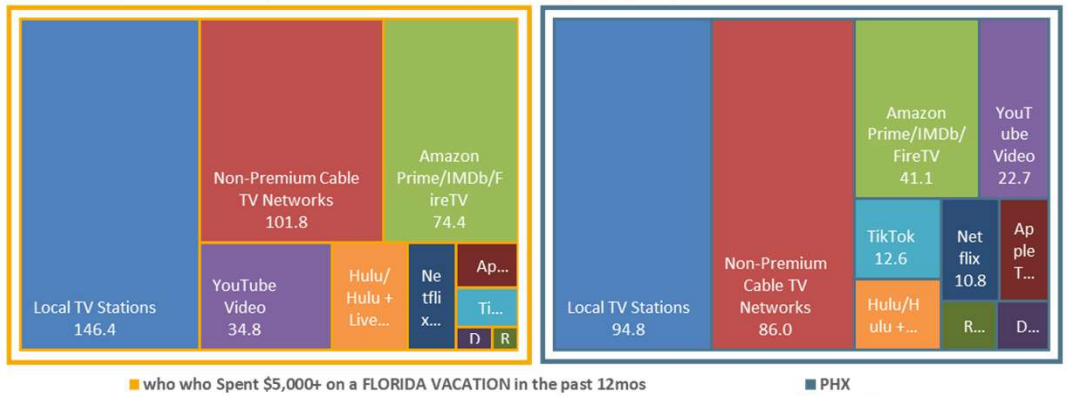
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

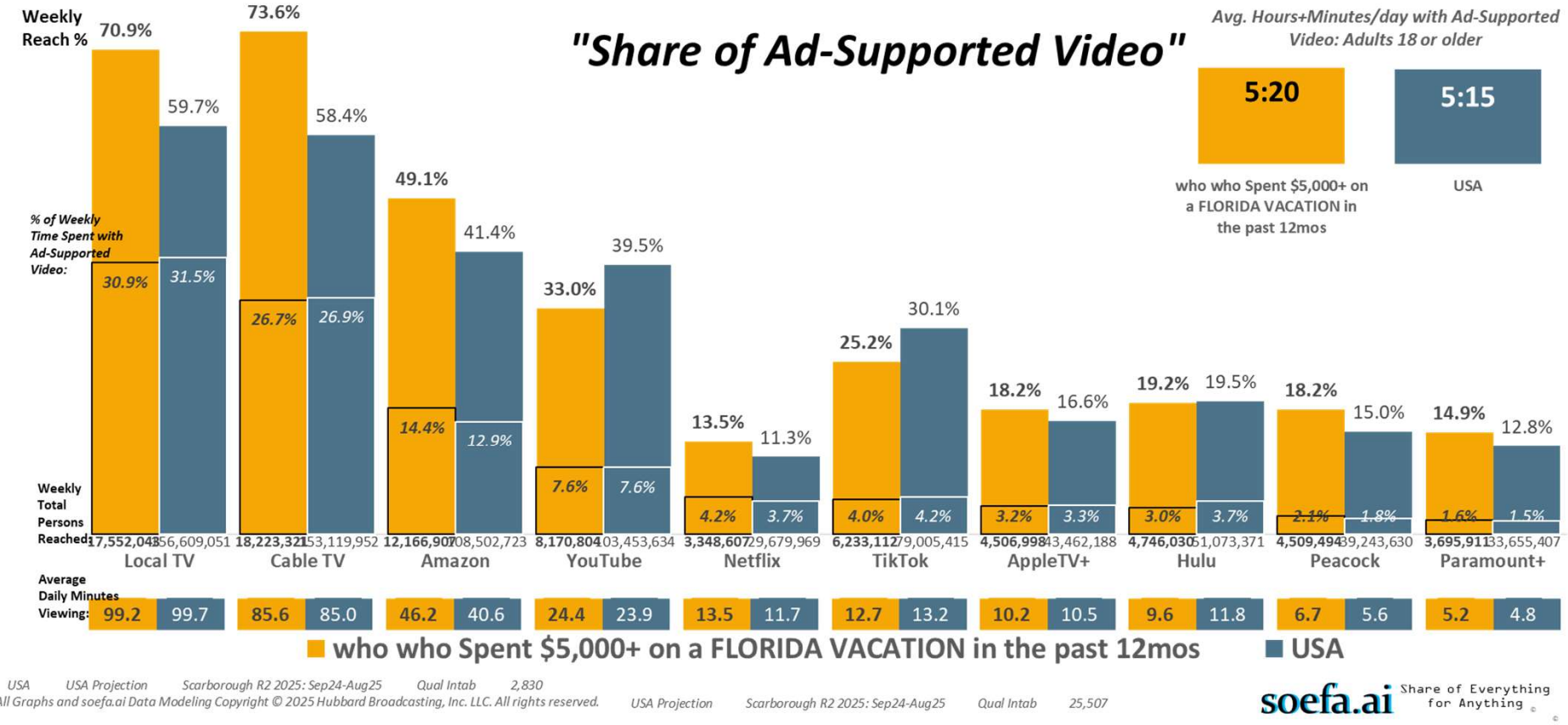
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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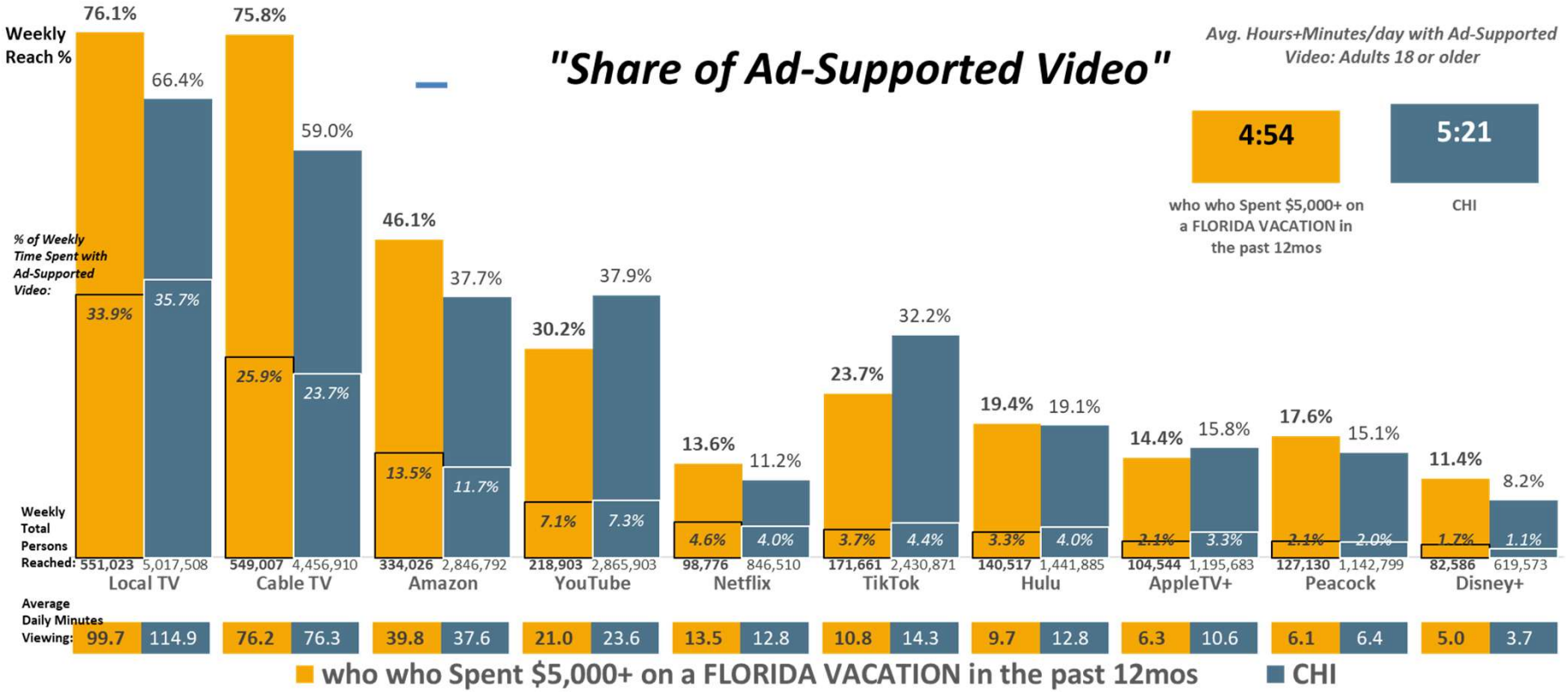
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



551,023 or 76.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

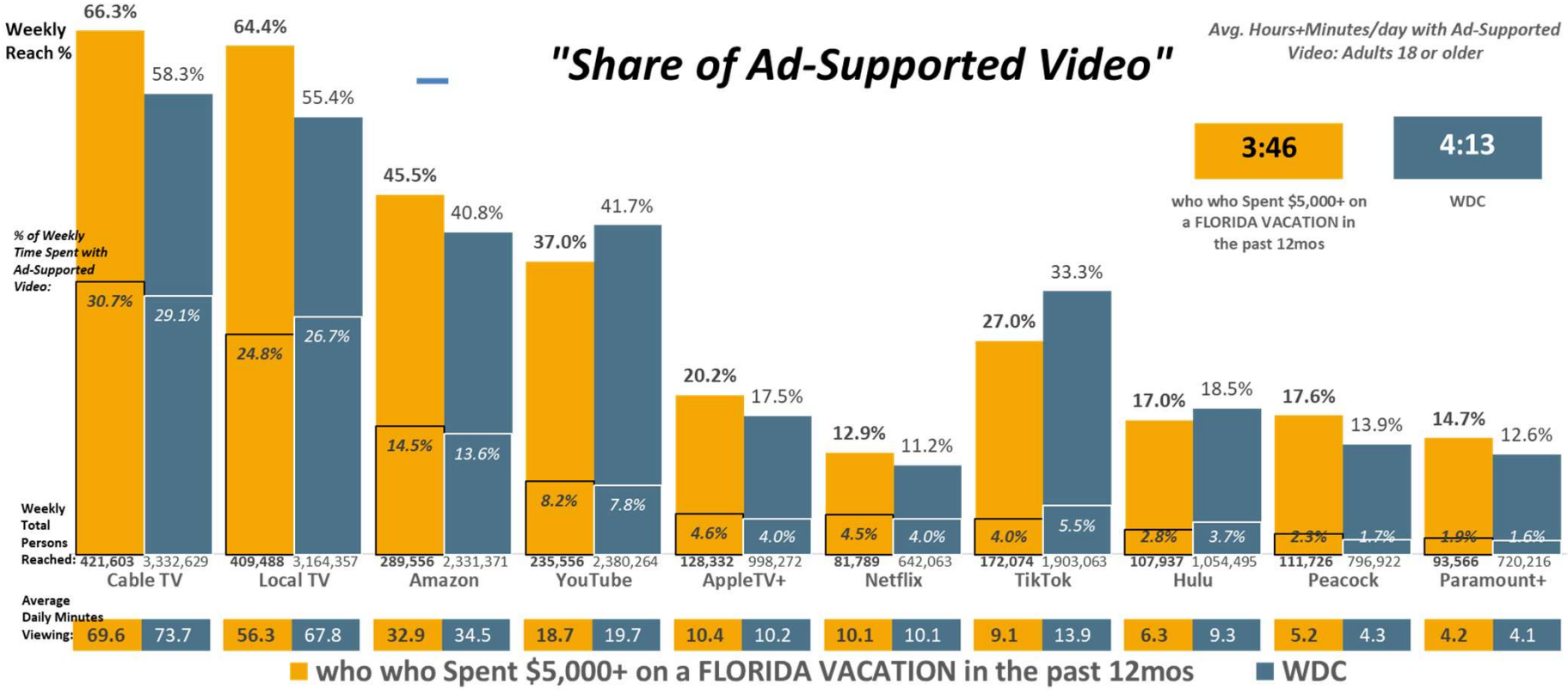
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



409,488 or 64.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

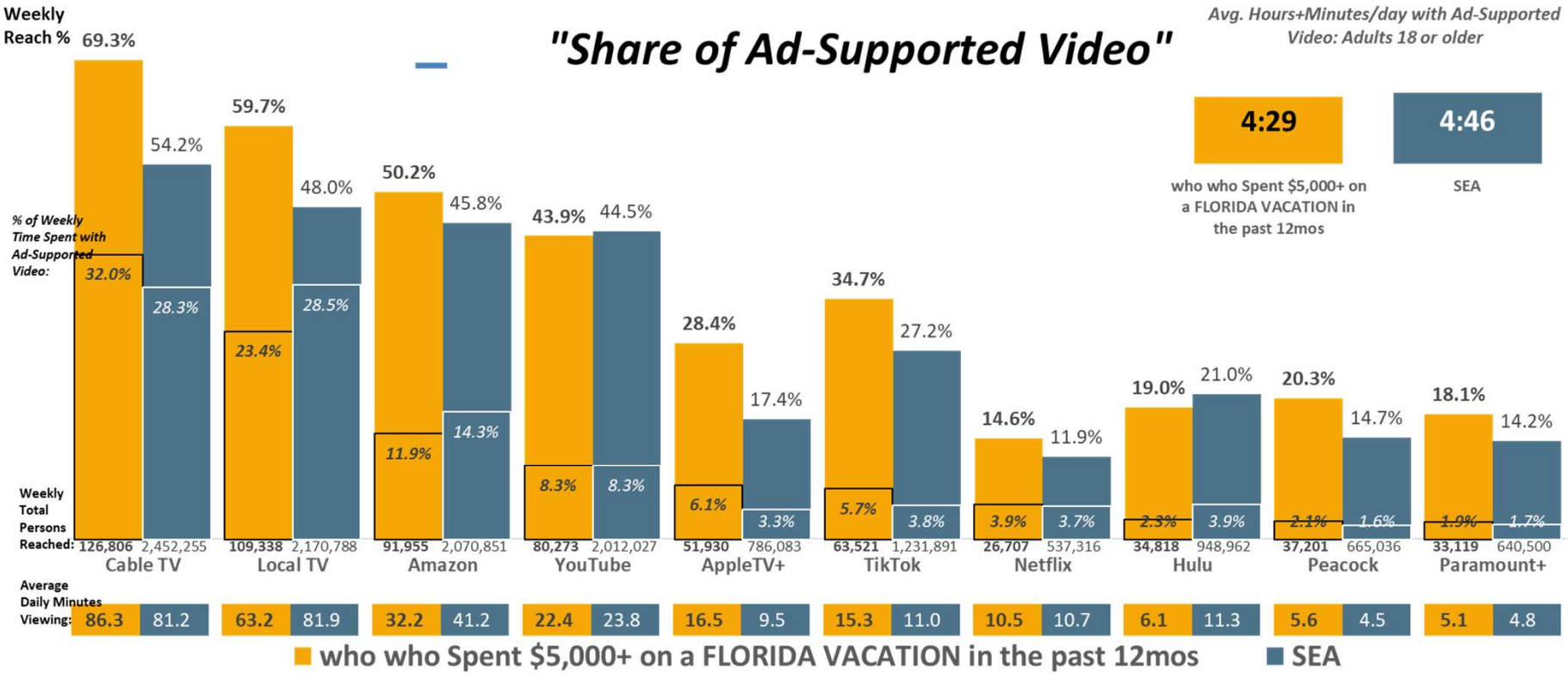
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



109,338 or 59.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 63.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

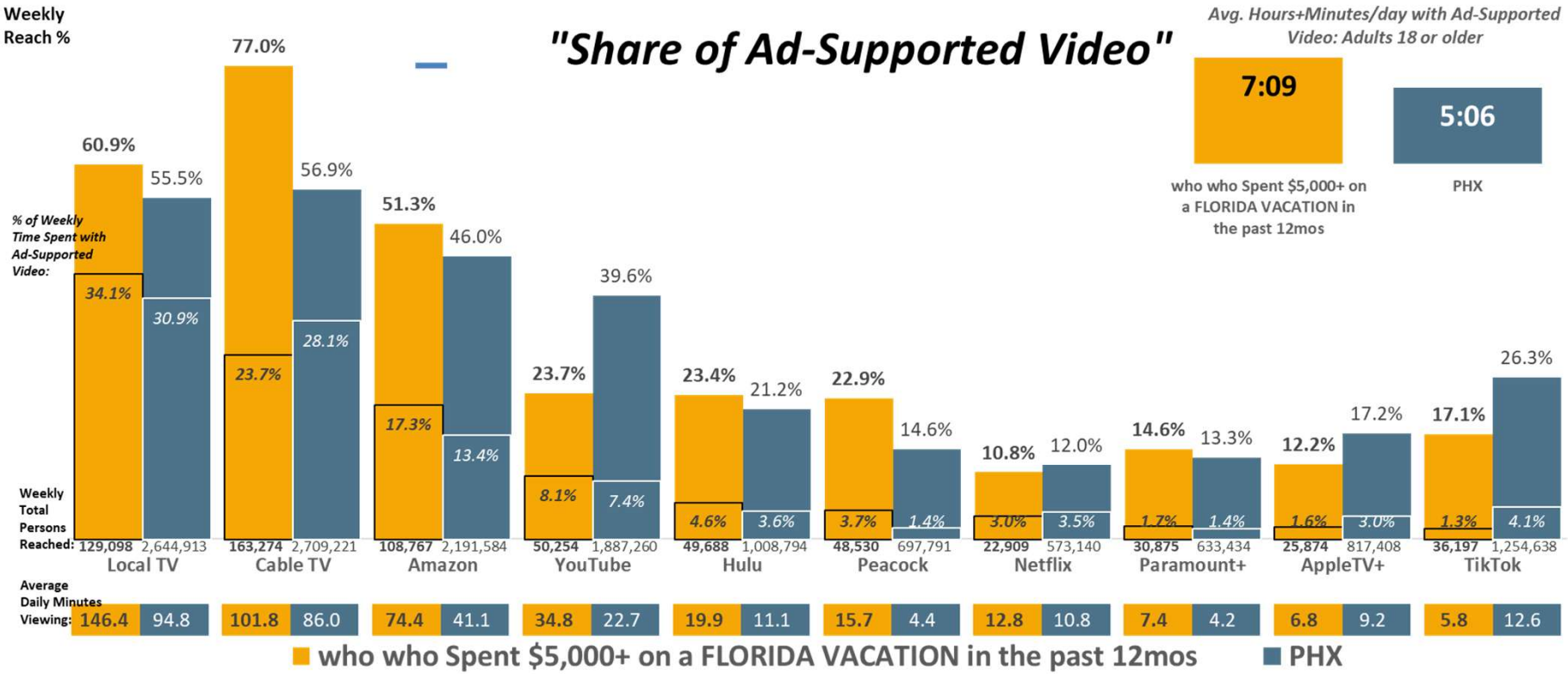
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



129,098 or 60.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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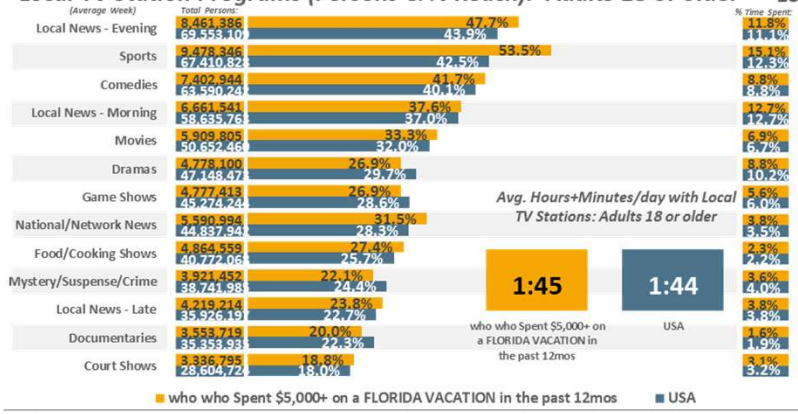
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

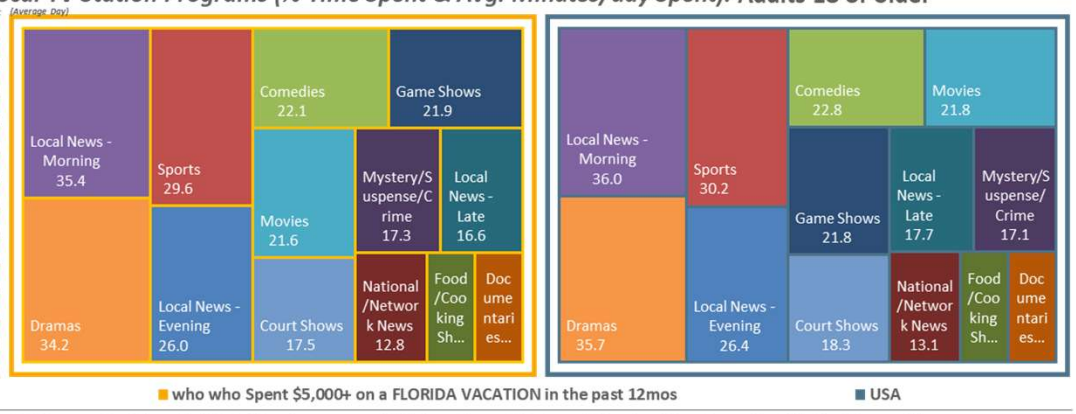


17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

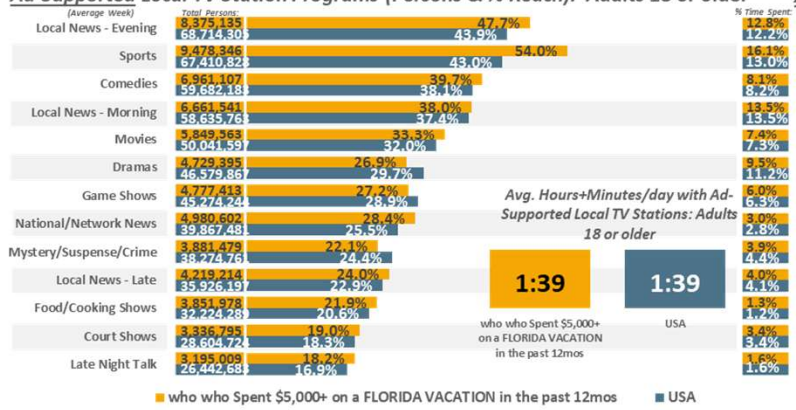
Local TV Station Programs (Persons & % Reach): Adults 18 or older



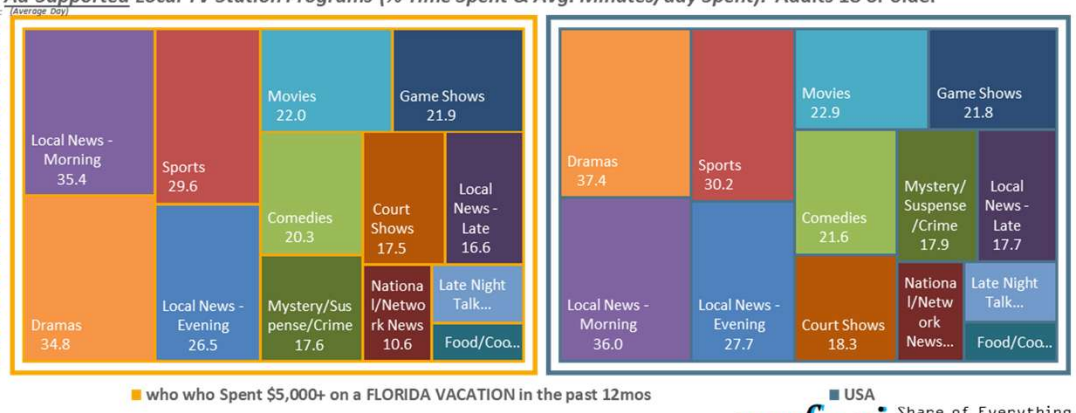
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

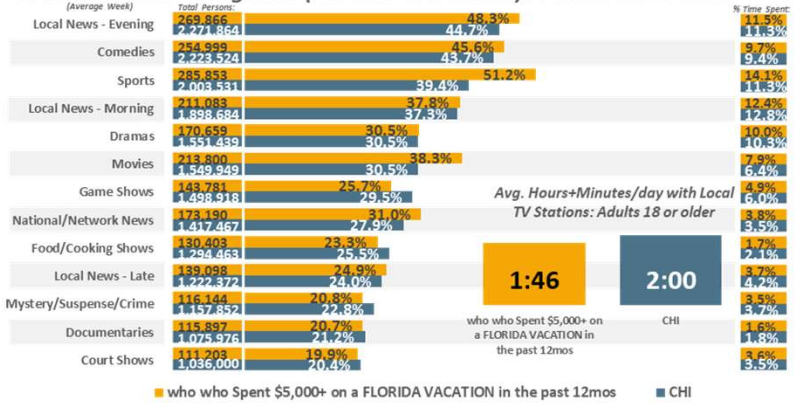
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

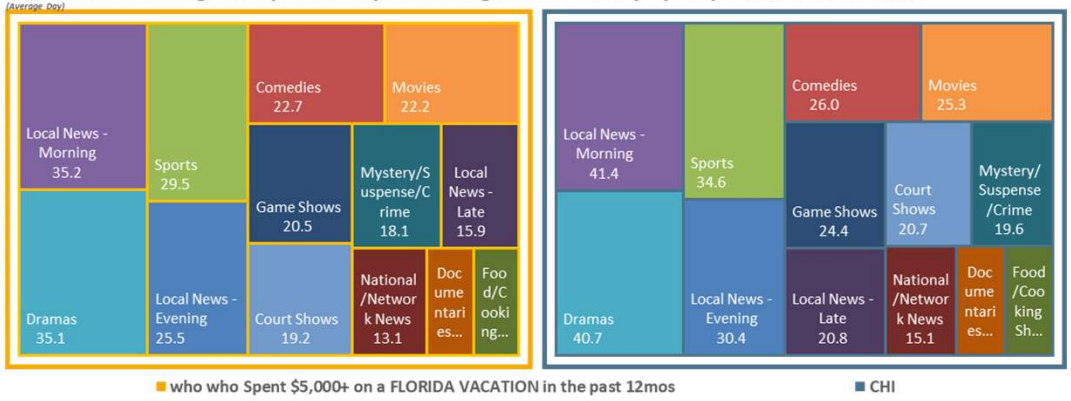


551,023 or 76.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

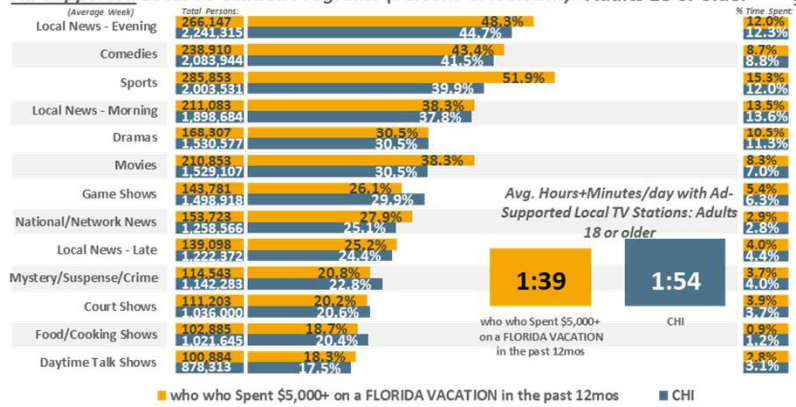
Local TV Station Programs (Persons & % Reach): Adults 18 or older



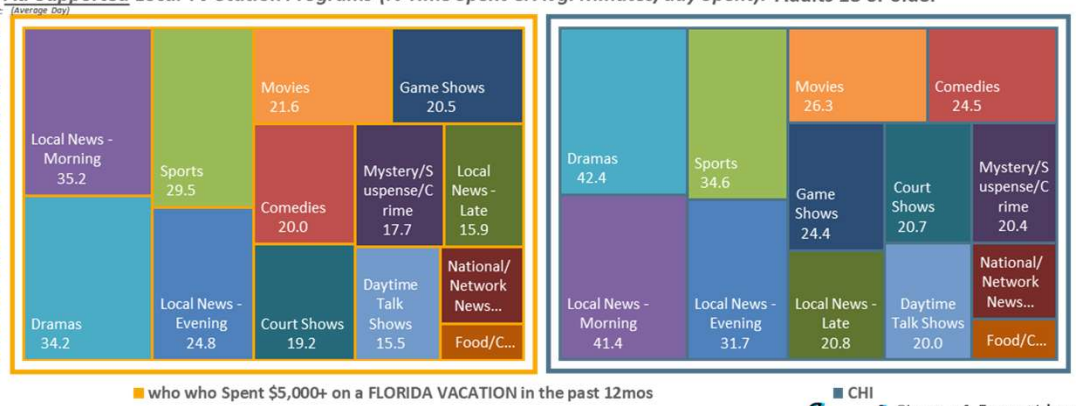
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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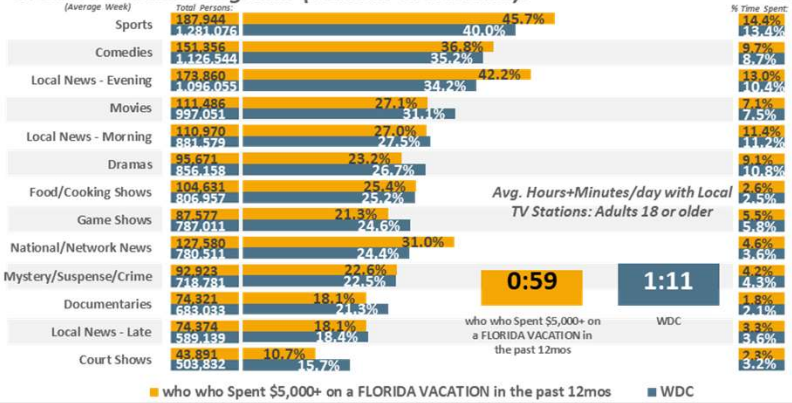
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

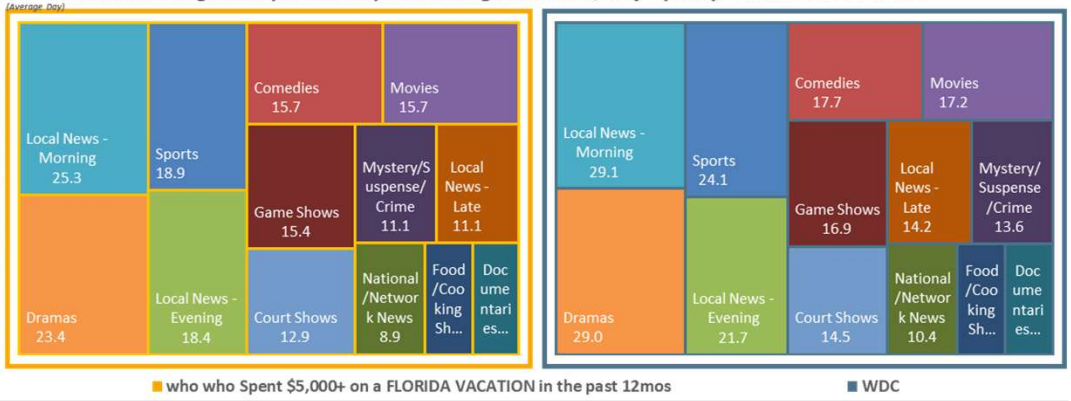


409,488 or 64.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, National/Network News, Local News - Morning, and Movi

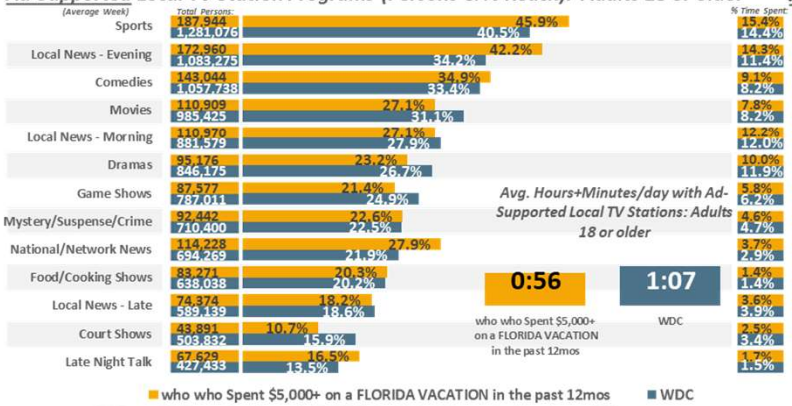
Local TV Station Programs (Persons & % Reach): Adults 18 or older



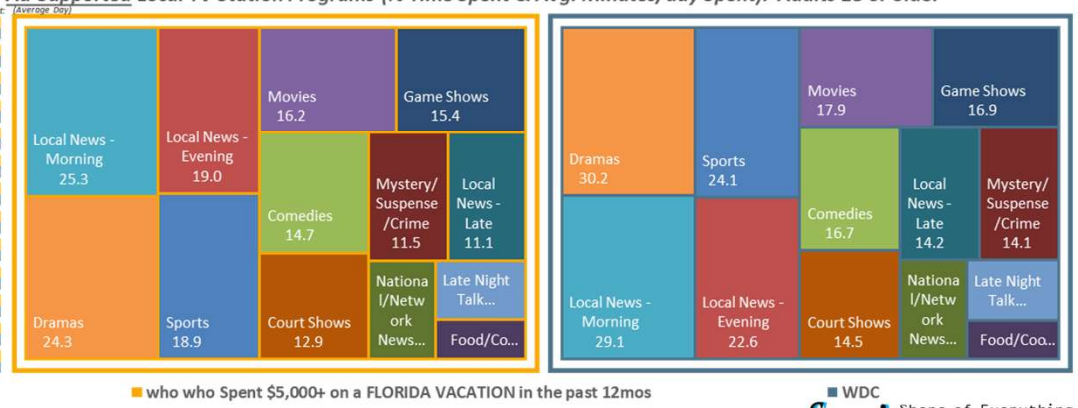
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Oct24-Aug25 Qual Intab 694

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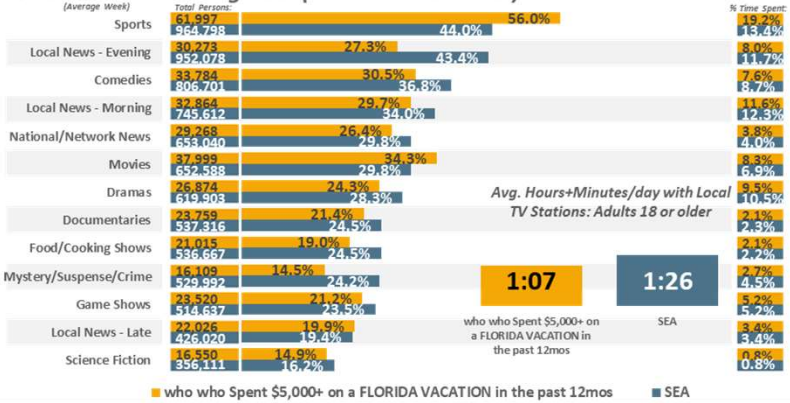
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

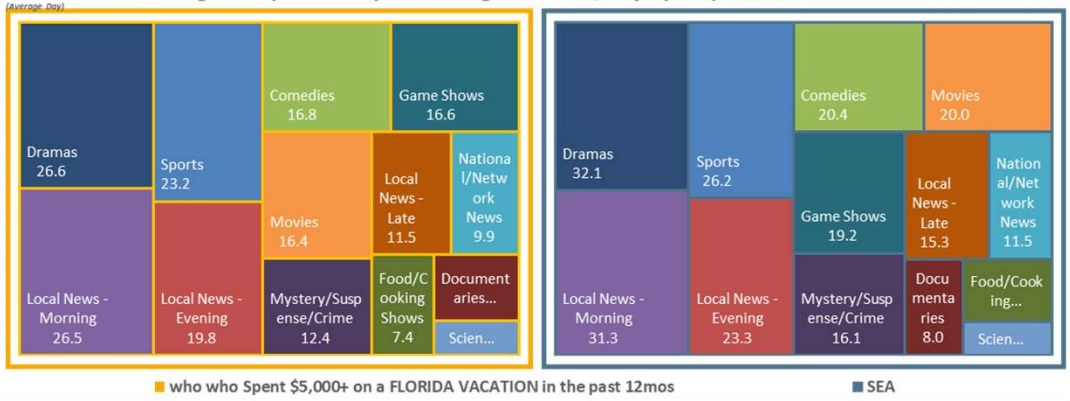


109,338 or 59.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Comedies, Local News - Evening, and Dramas.

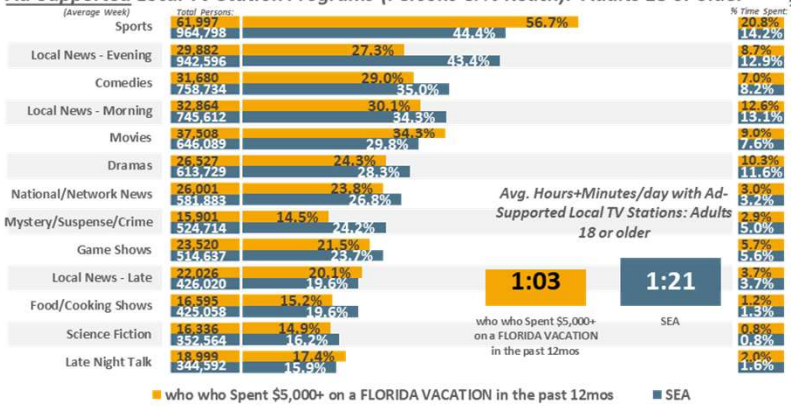
Local TV Station Programs (Persons & % Reach): Adults 18 or older



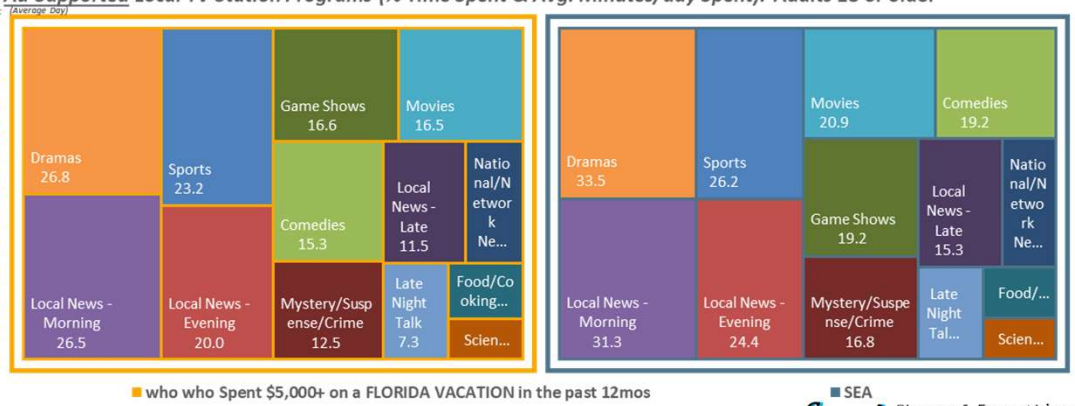
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

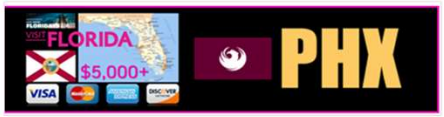


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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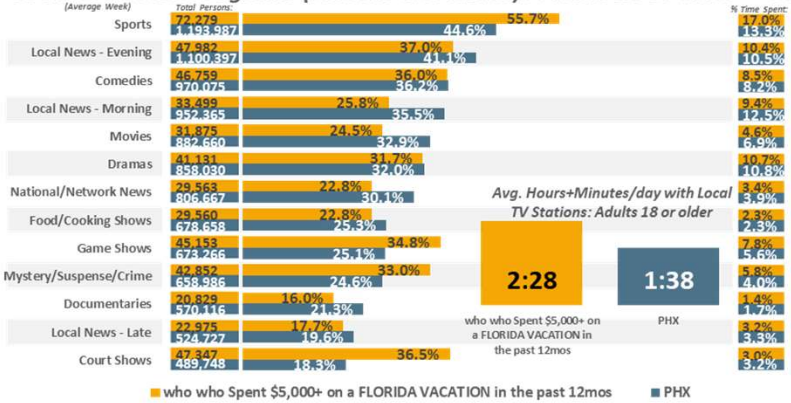
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

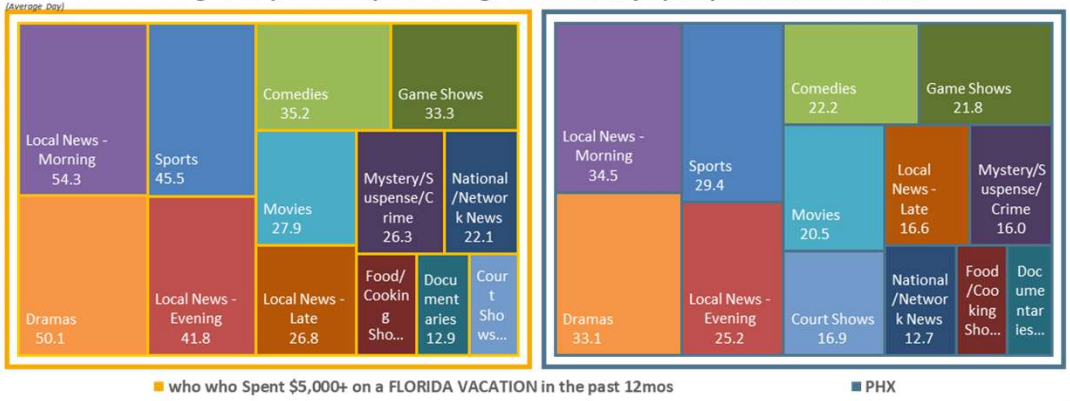


129,098 or 60.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Court Shows, Game Shows, Comedies, and Mystery/Suspense/Crime.

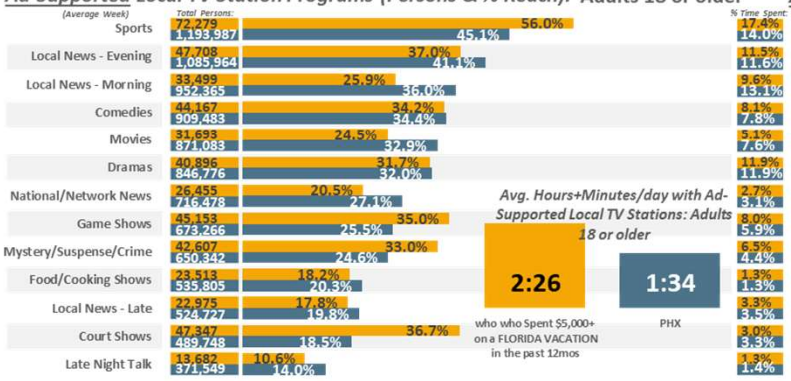
Local TV Station Programs (Persons & % Reach): Adults 18 or older



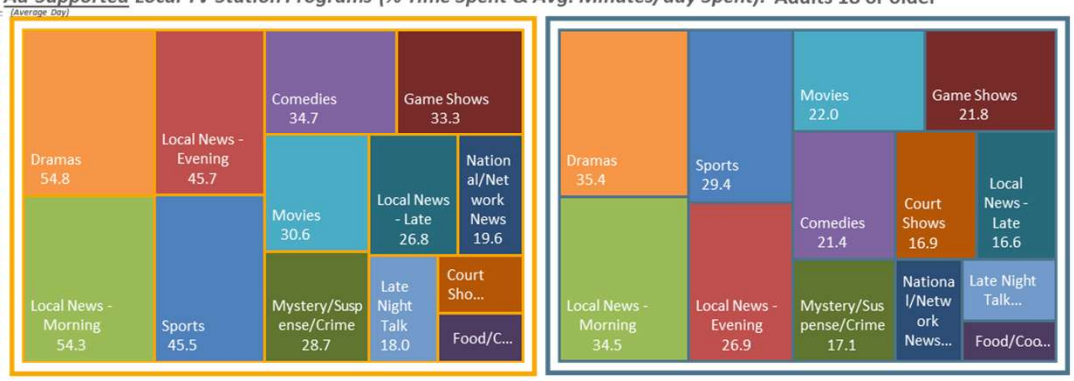
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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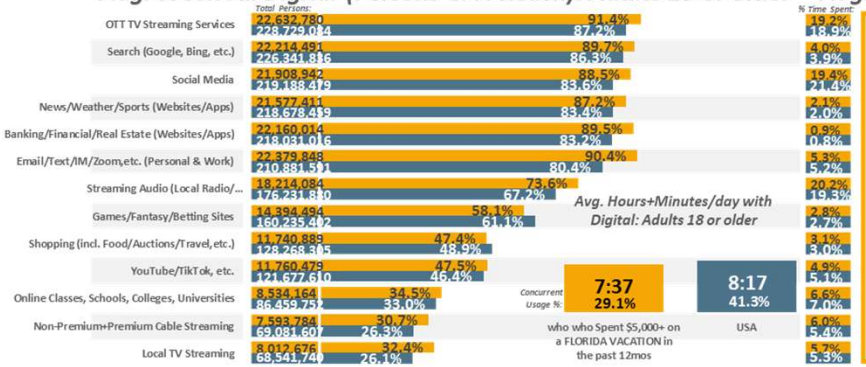
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

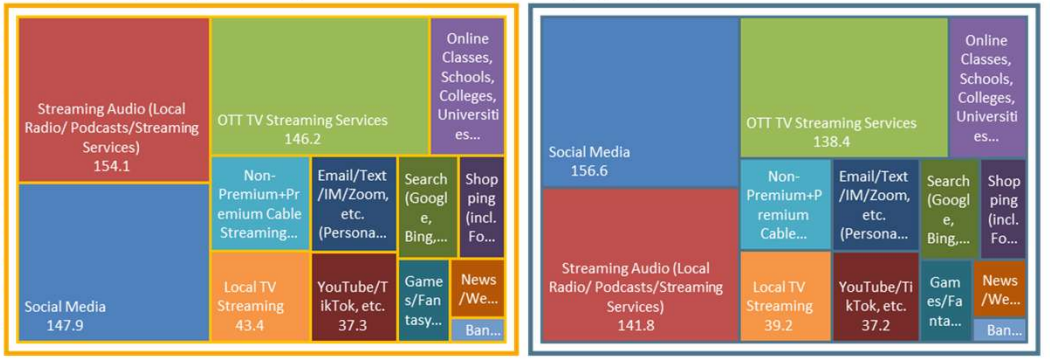


19,196,871 or 77.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 129.6 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

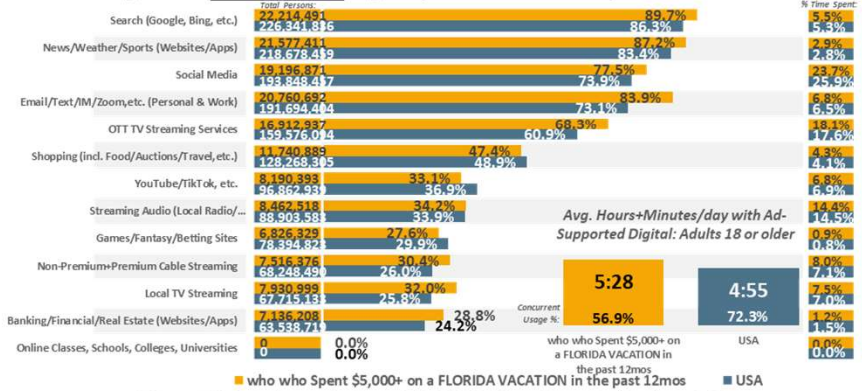
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



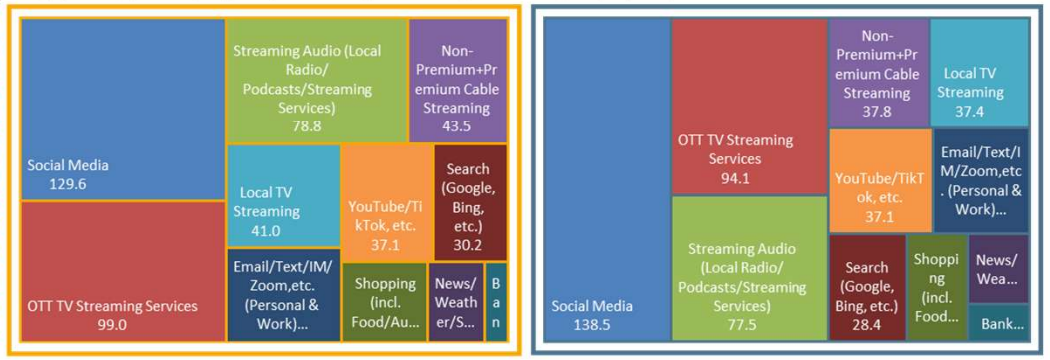
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

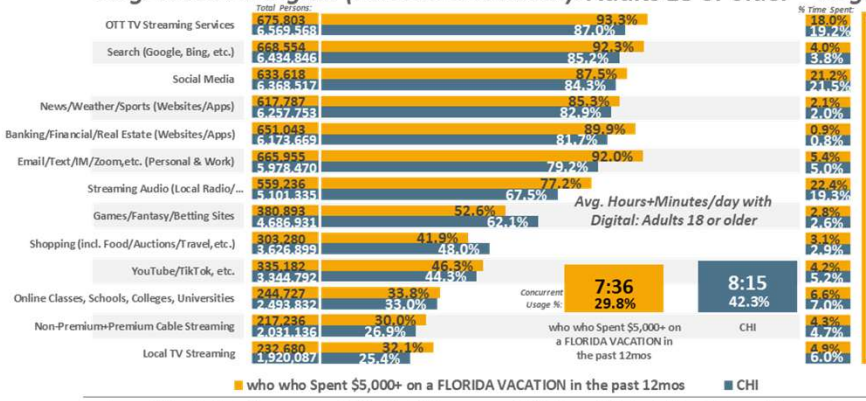
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

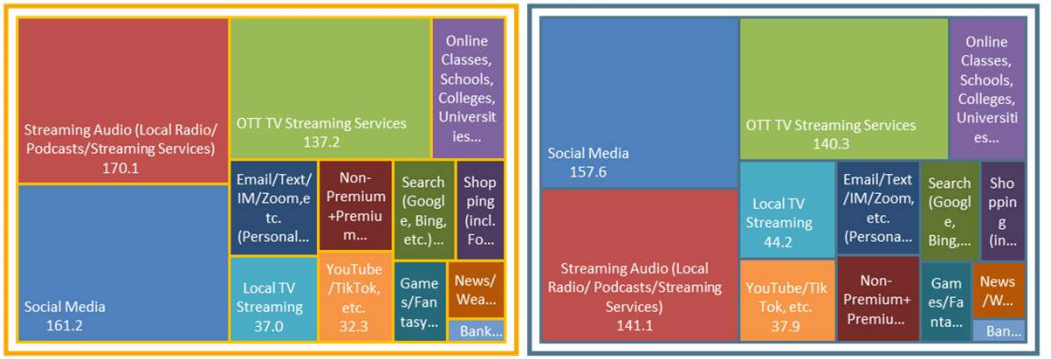


565,095 or 78.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 143.7 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

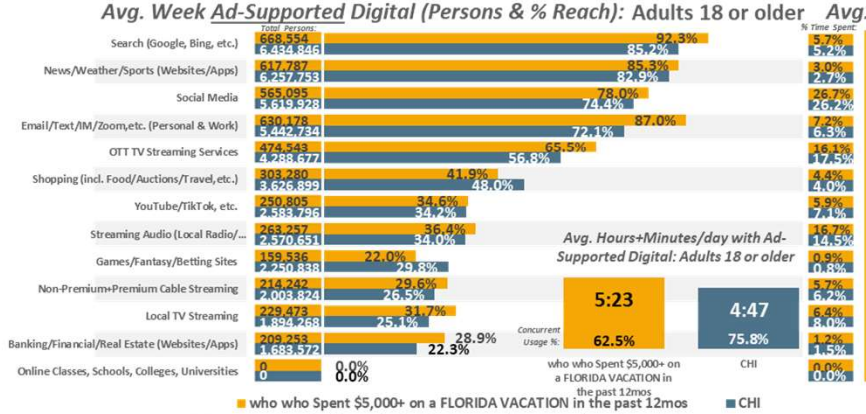
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



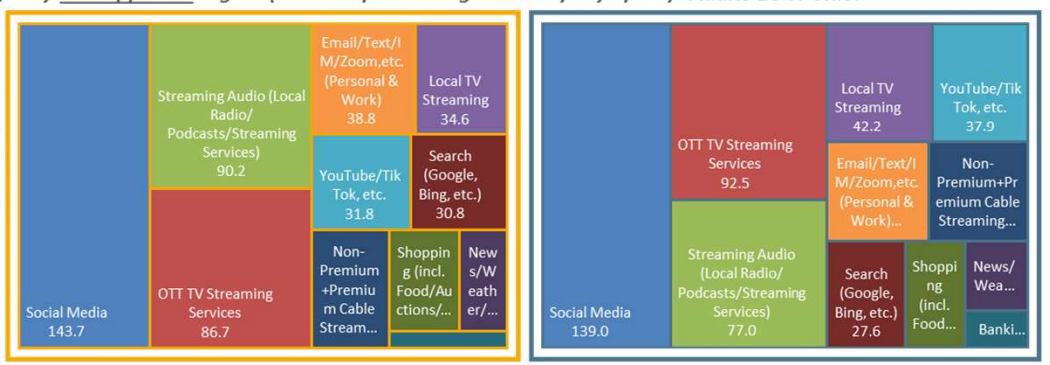
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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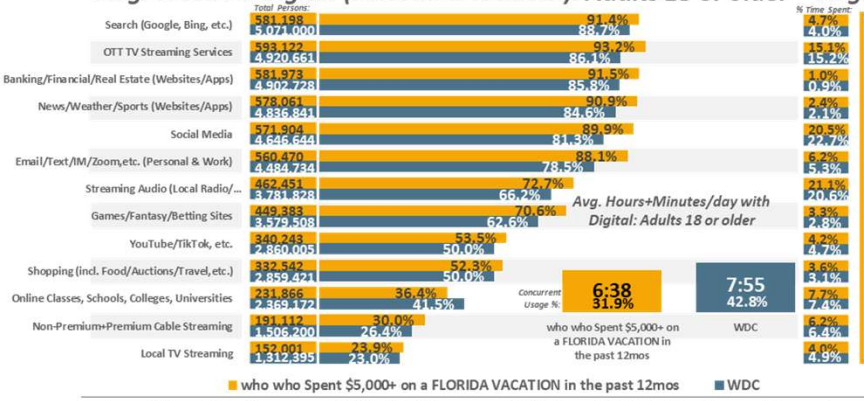
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

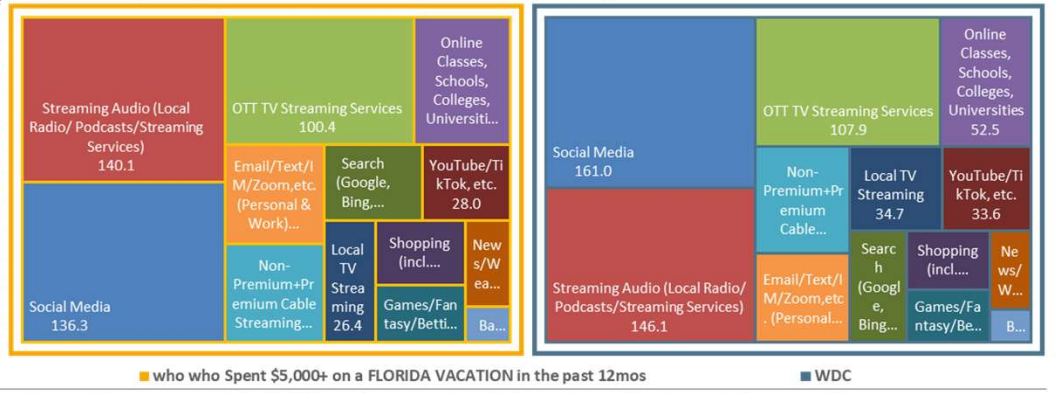


504,432 or 79.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 120.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

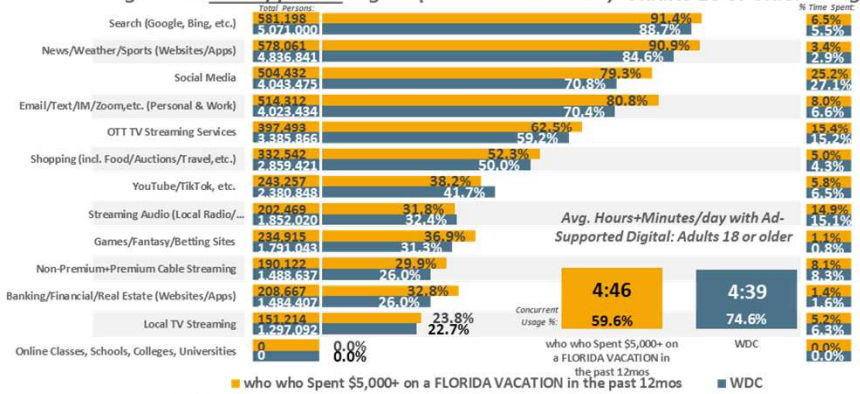
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



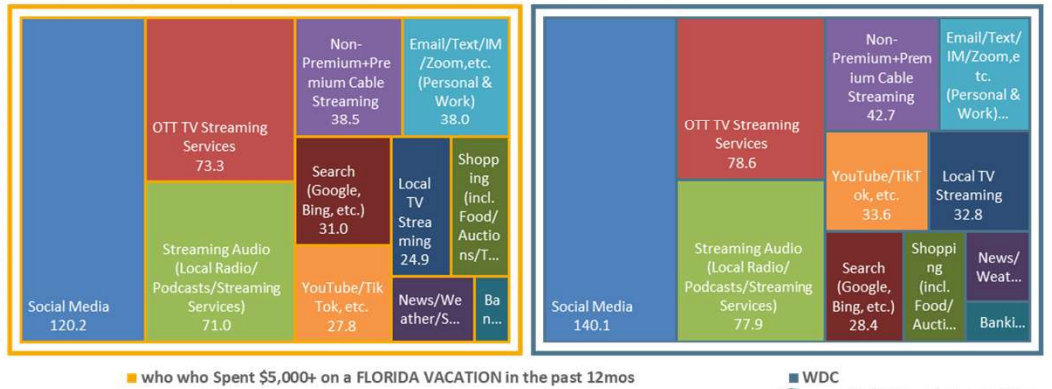
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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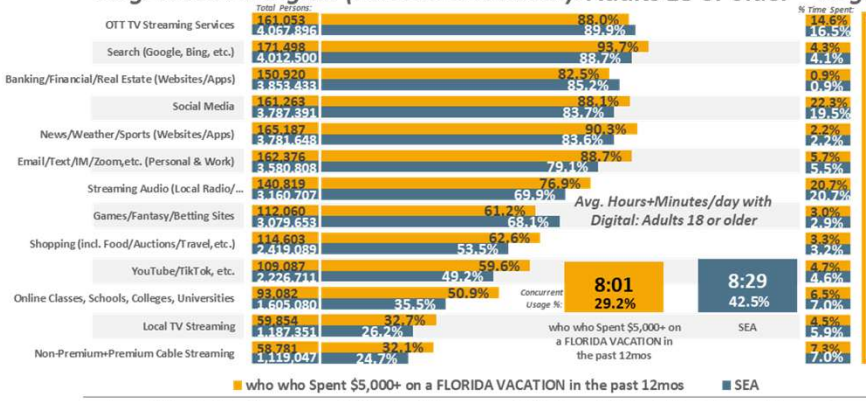
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

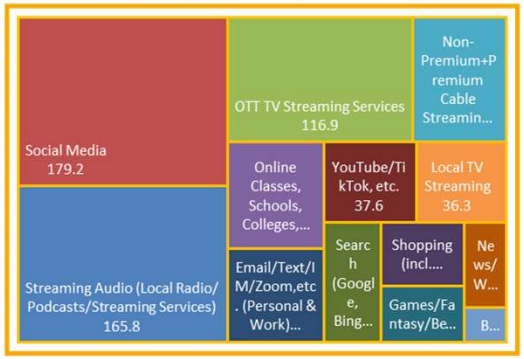


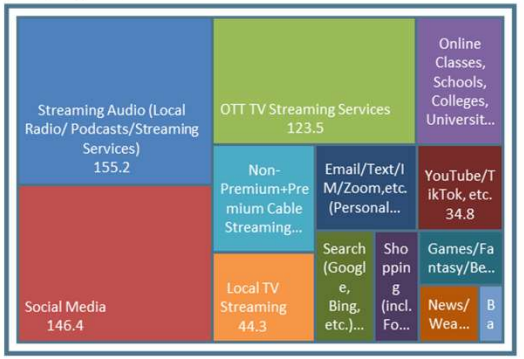
117,618 or 64.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 130.7 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

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



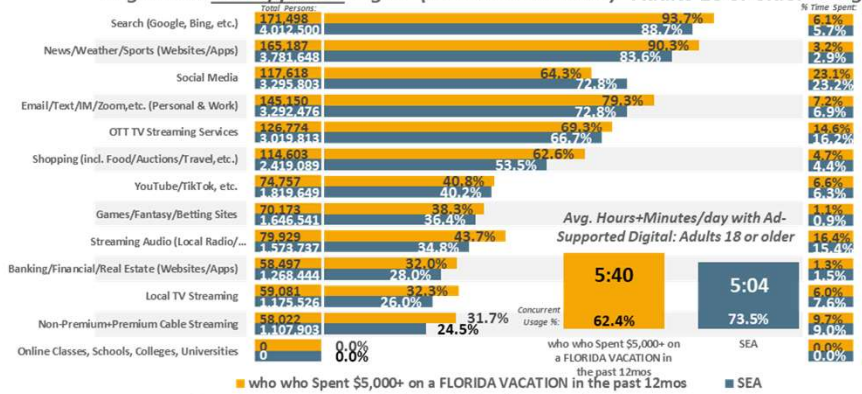
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



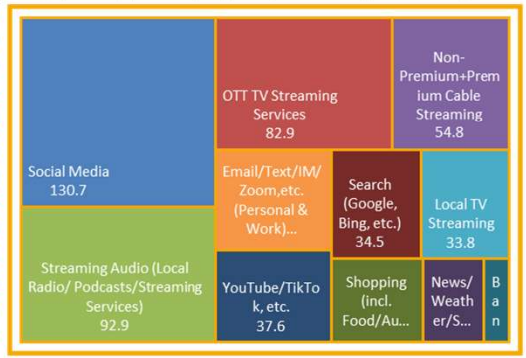


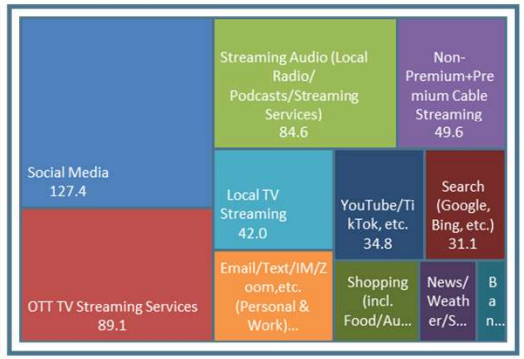
■ who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos ■ SEA

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 who Spent $5,000+ on a FLORIDA VACATION in the past 12mos ■ SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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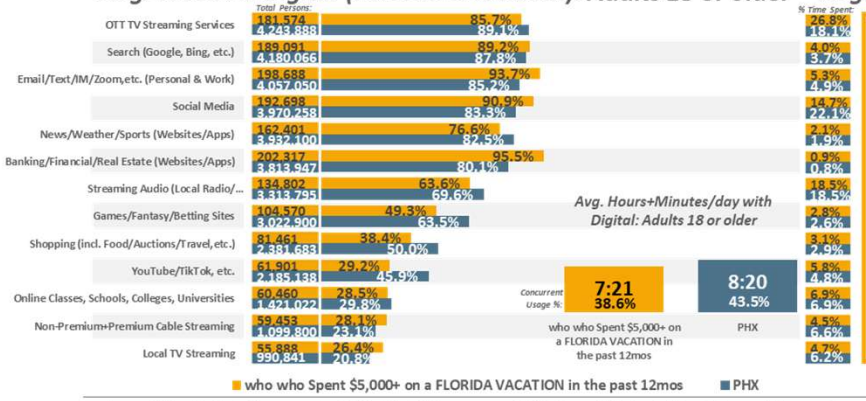
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

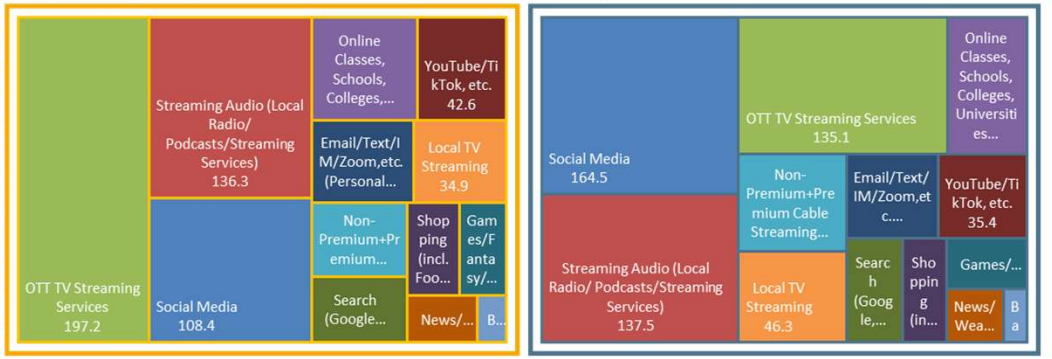


181,769 or 85.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 102.2 minutes every day representing 19.7% of all time spent daily with Ad-Supported Digital Media.

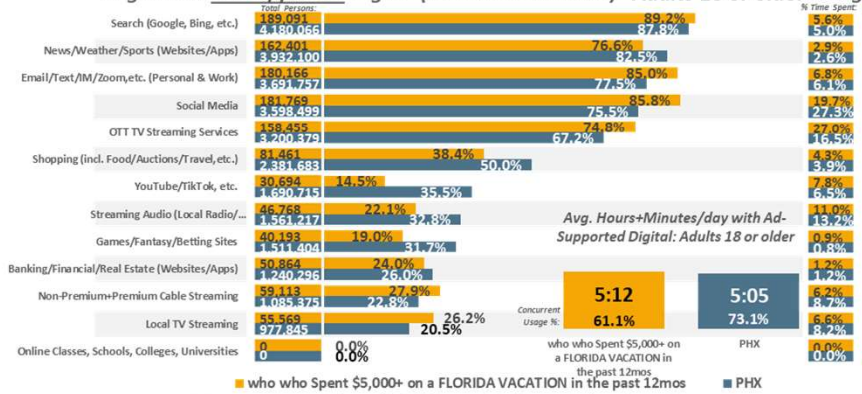
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



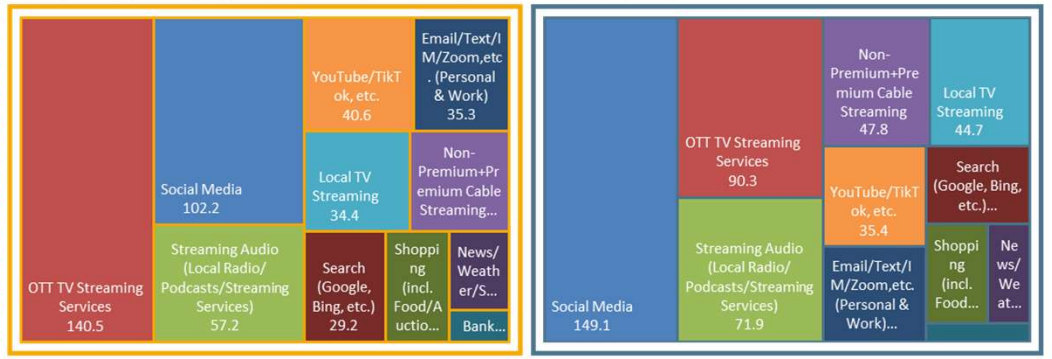
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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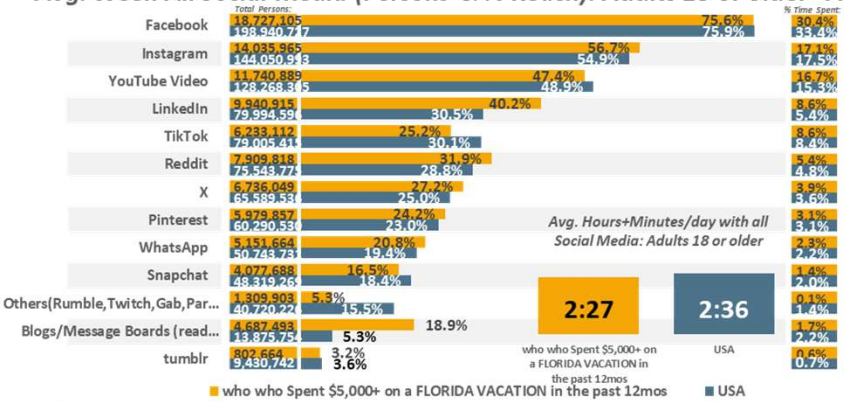
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

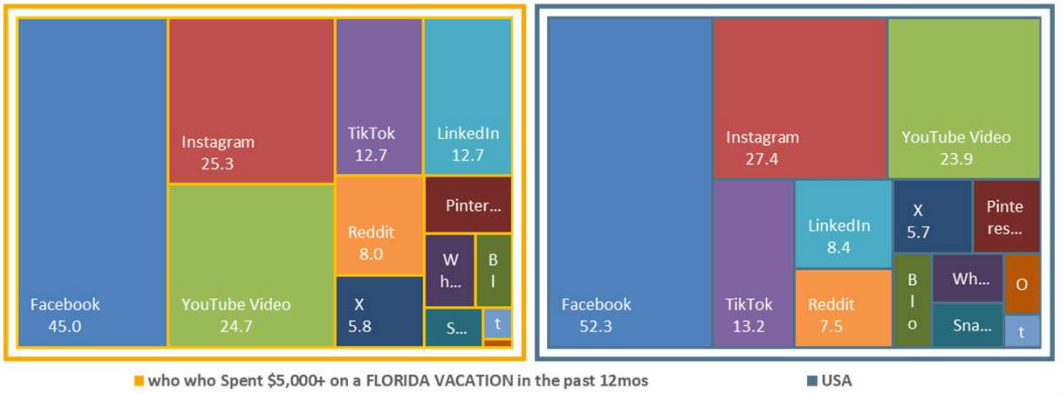


18,727,105 or 75.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

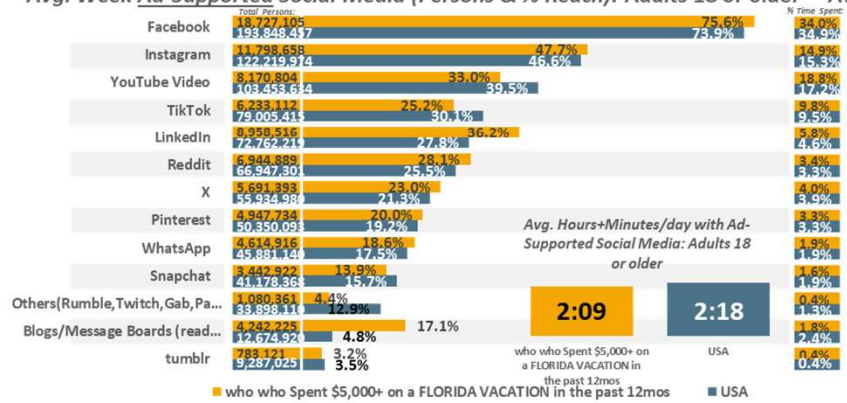
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



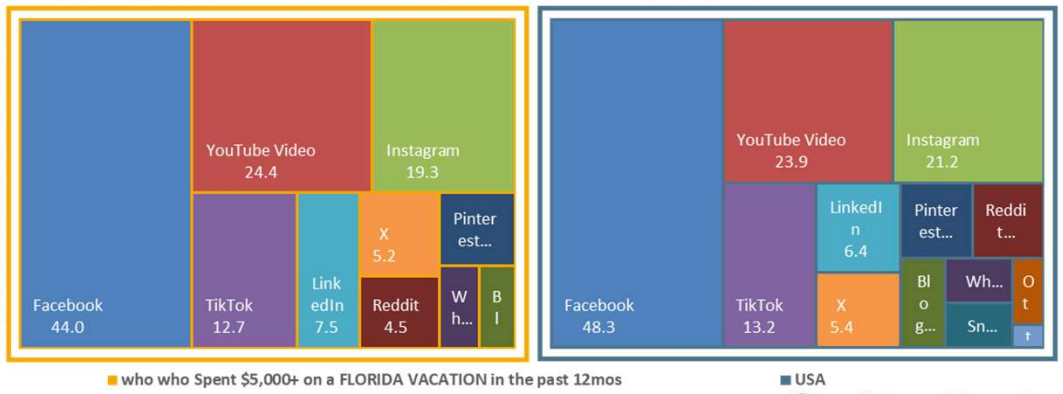
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

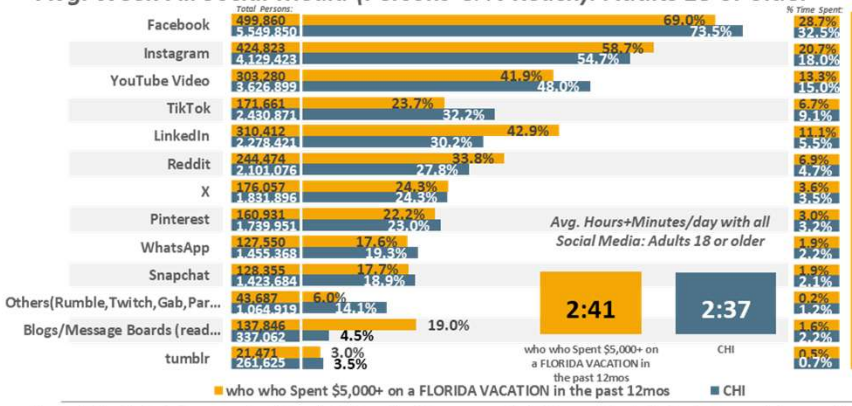
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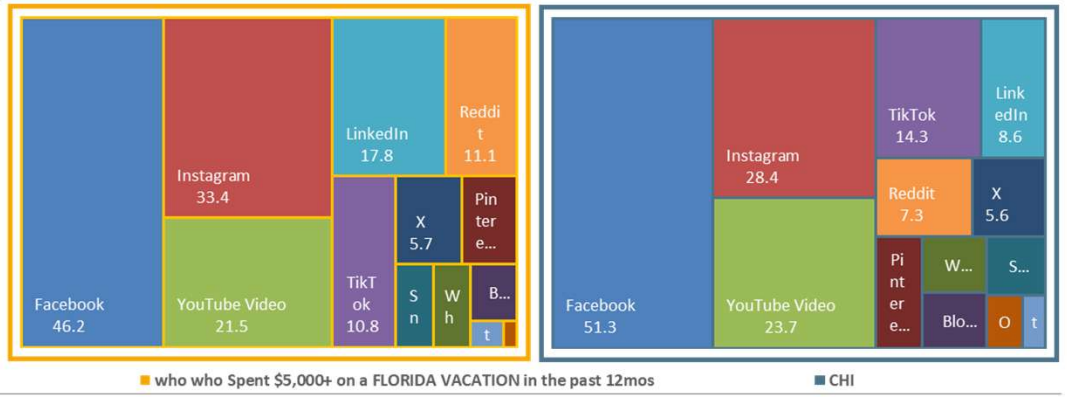


499,860 or 69.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 50.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

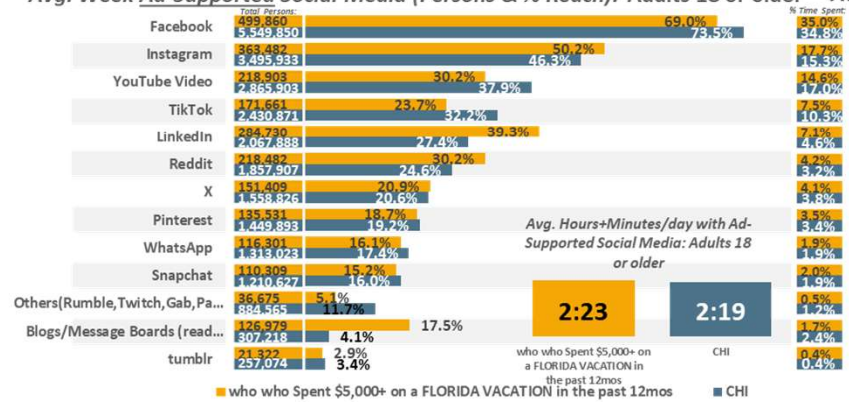
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



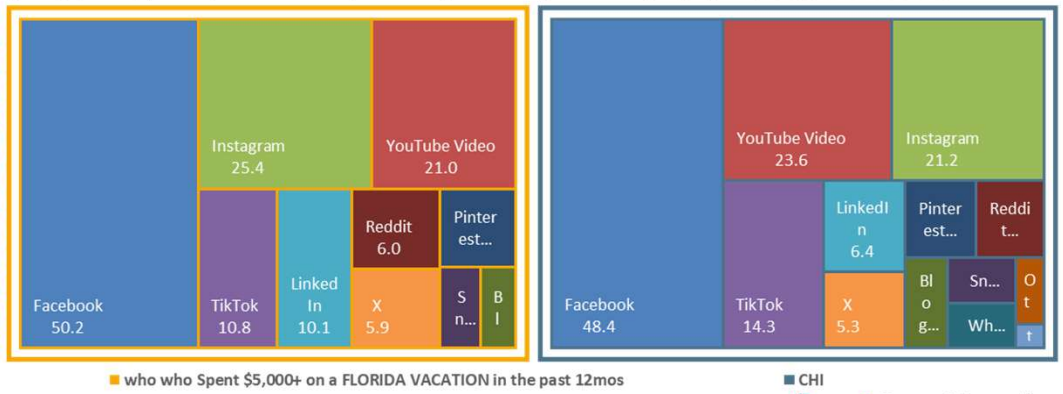
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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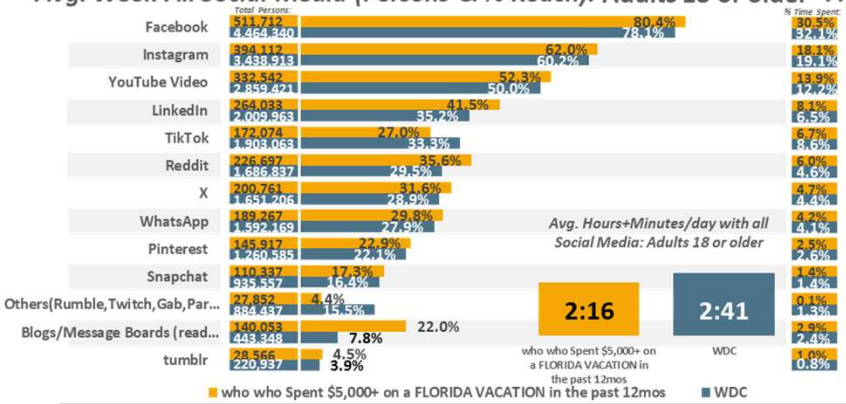
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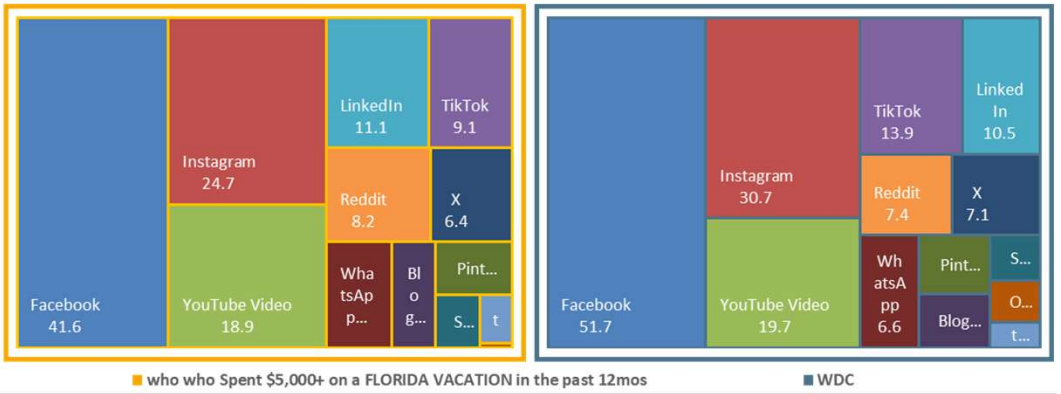


504,432 or 79.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 42.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

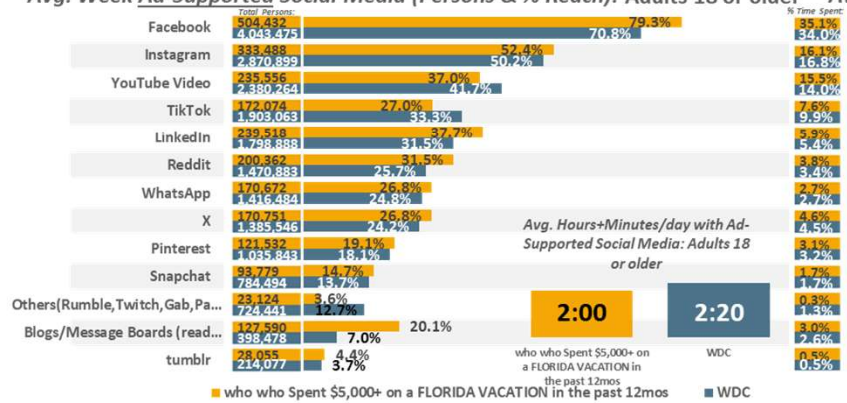
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



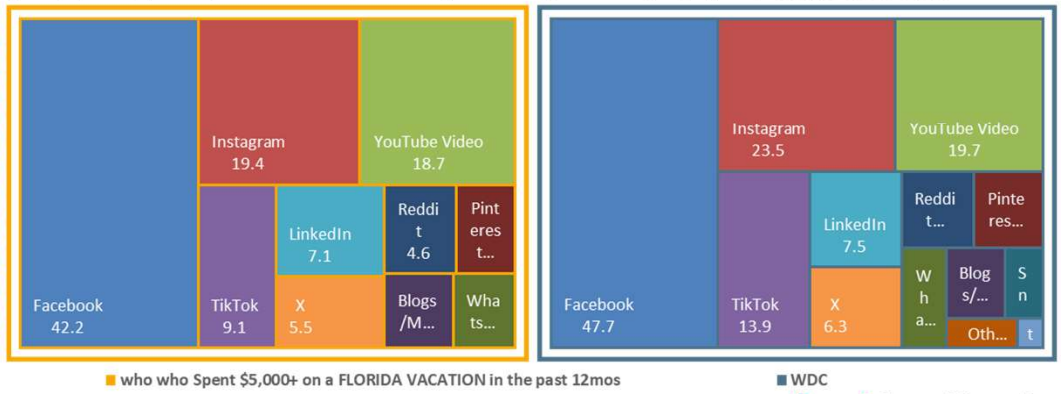
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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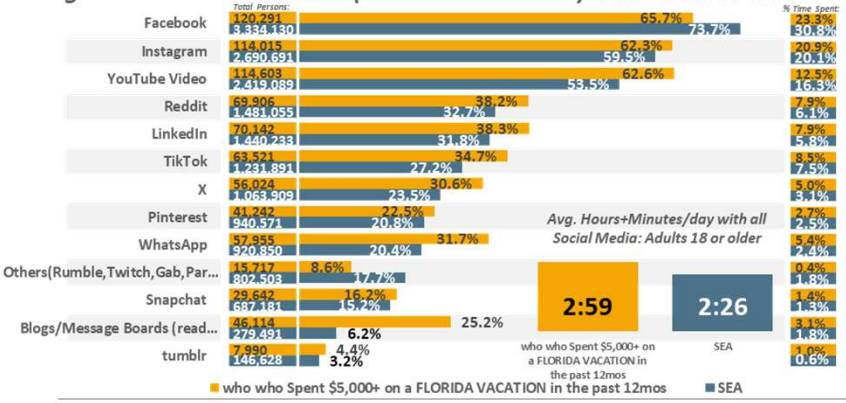
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

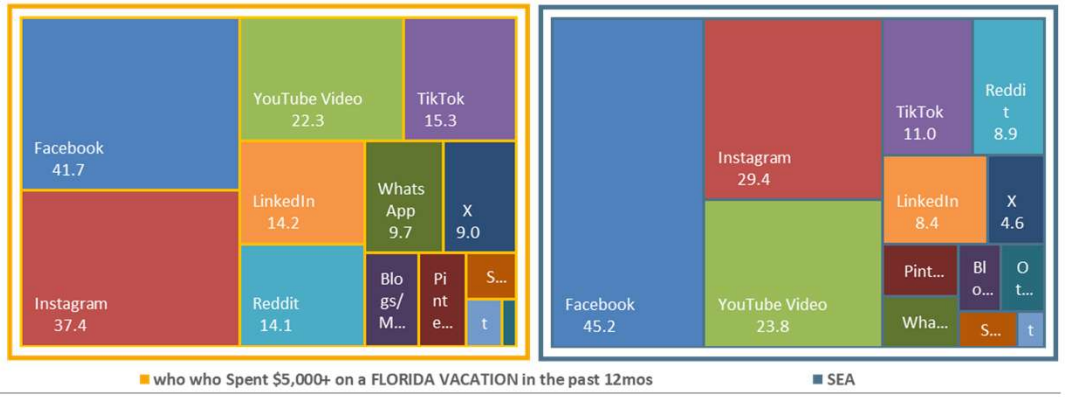


117,618 or 64.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

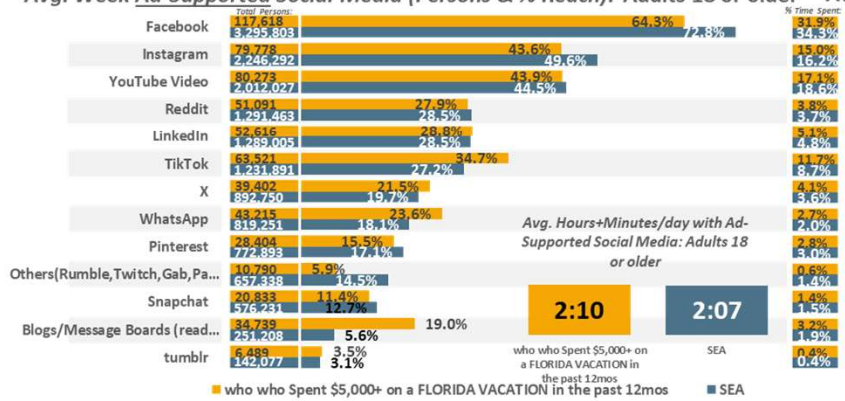
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



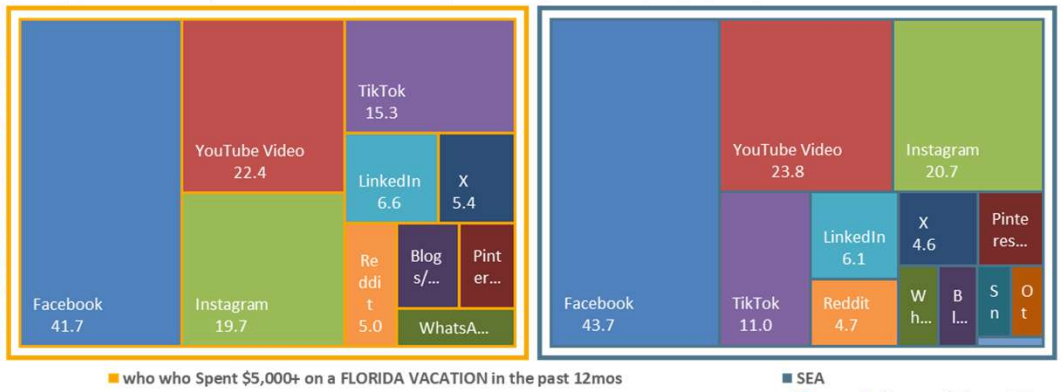
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

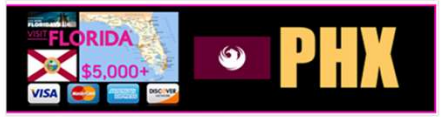


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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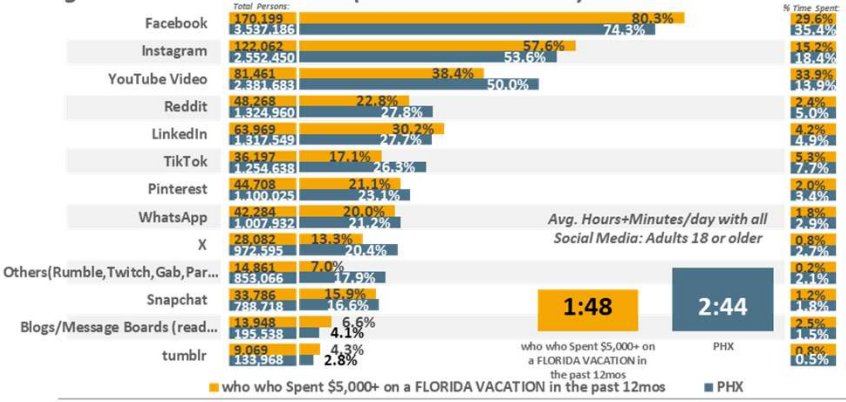
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

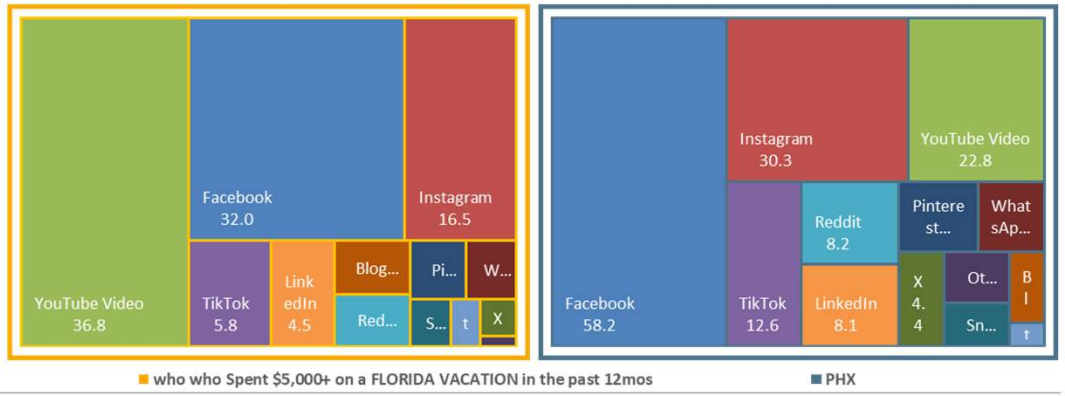


50,254 or 23.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported YouTube Video for an average of 34.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

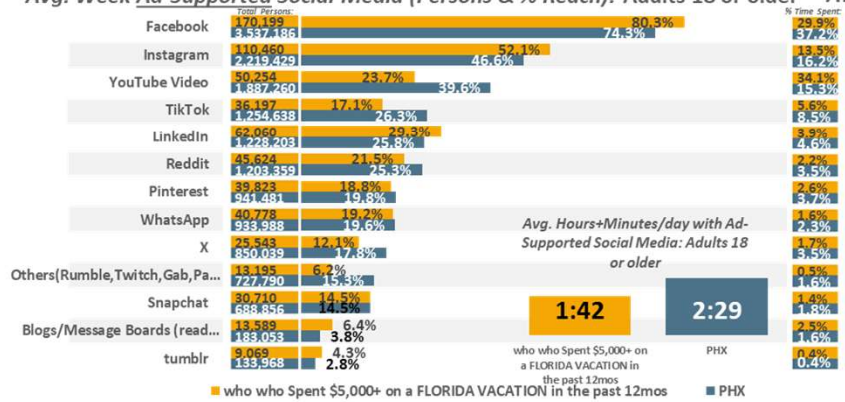
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



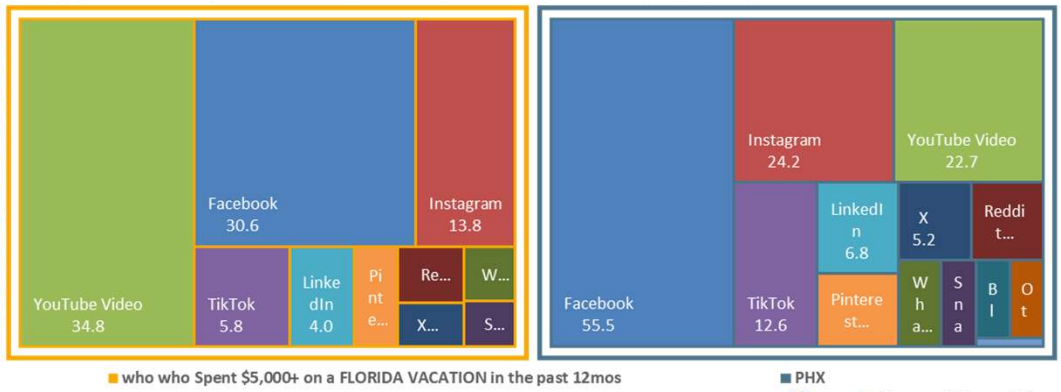
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

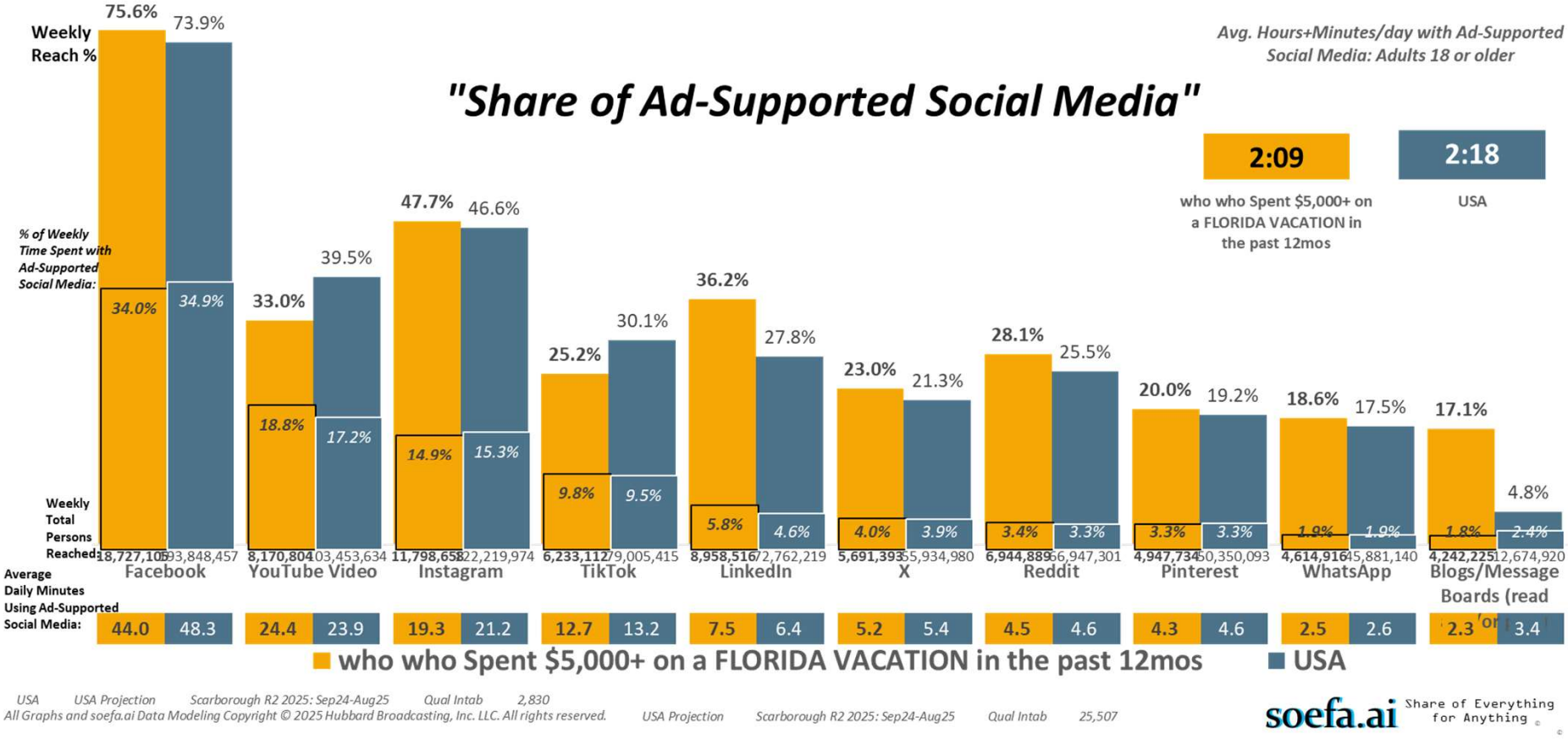
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



18,727,105 or 75.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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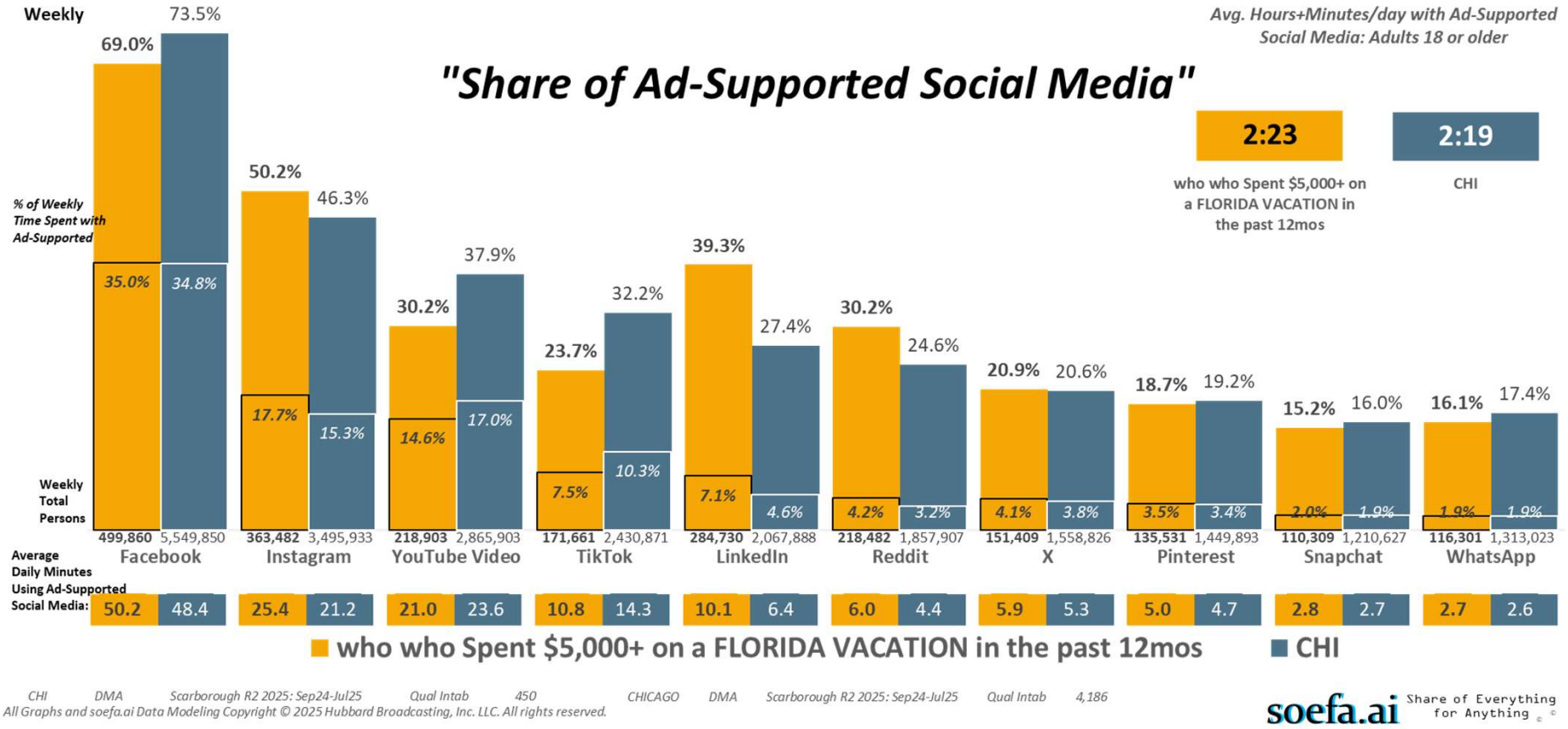
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



499,860 or 69.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 50.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

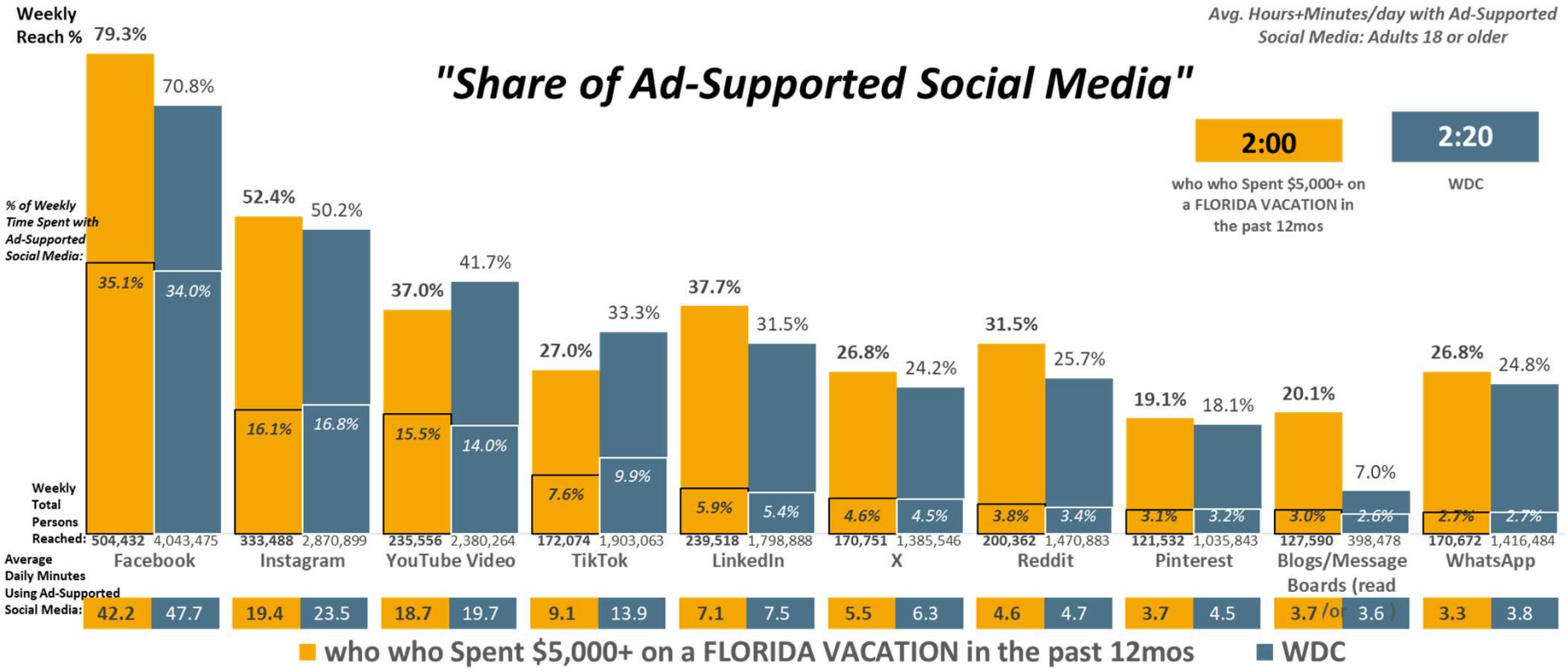
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



504,432 or 79.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 42.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

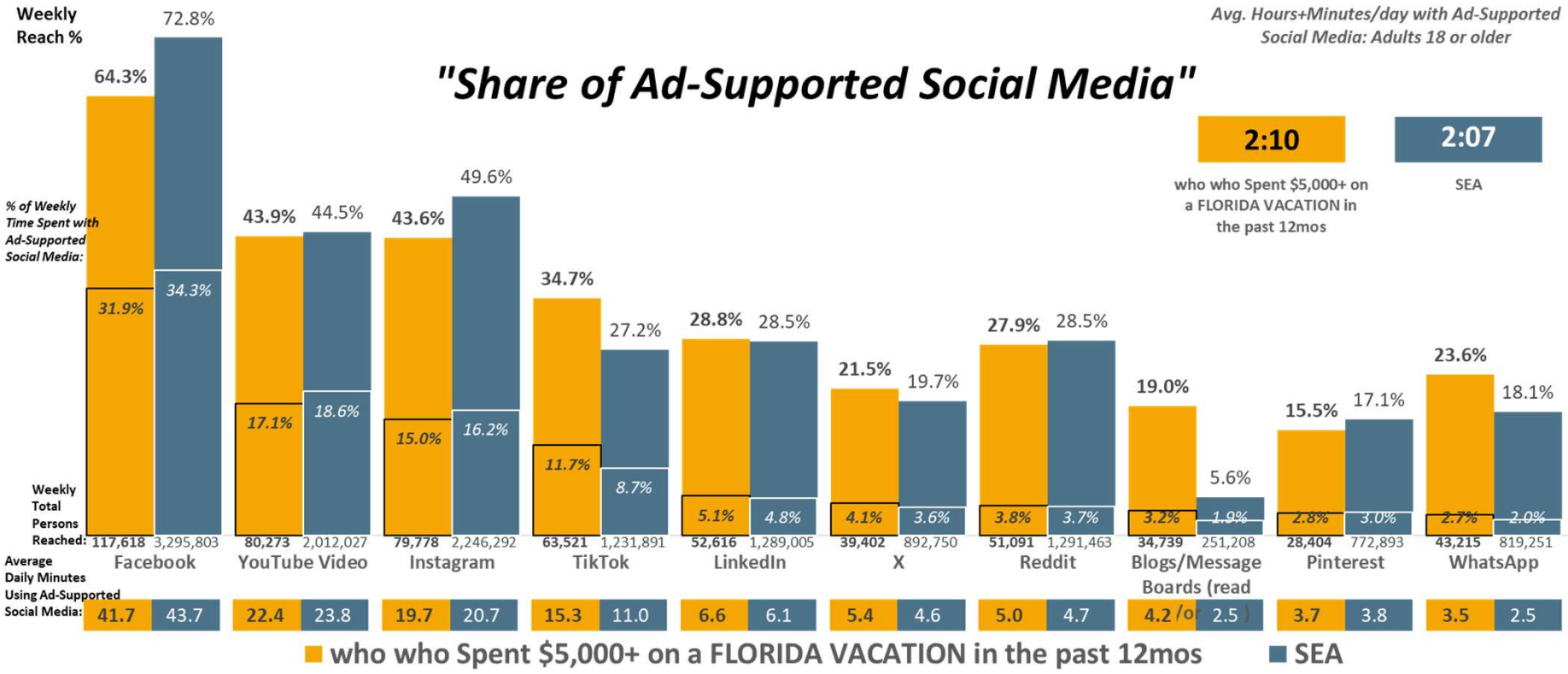
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



117,618 or 64.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

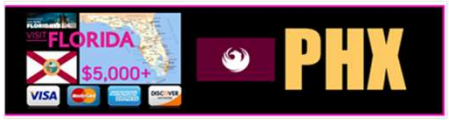


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

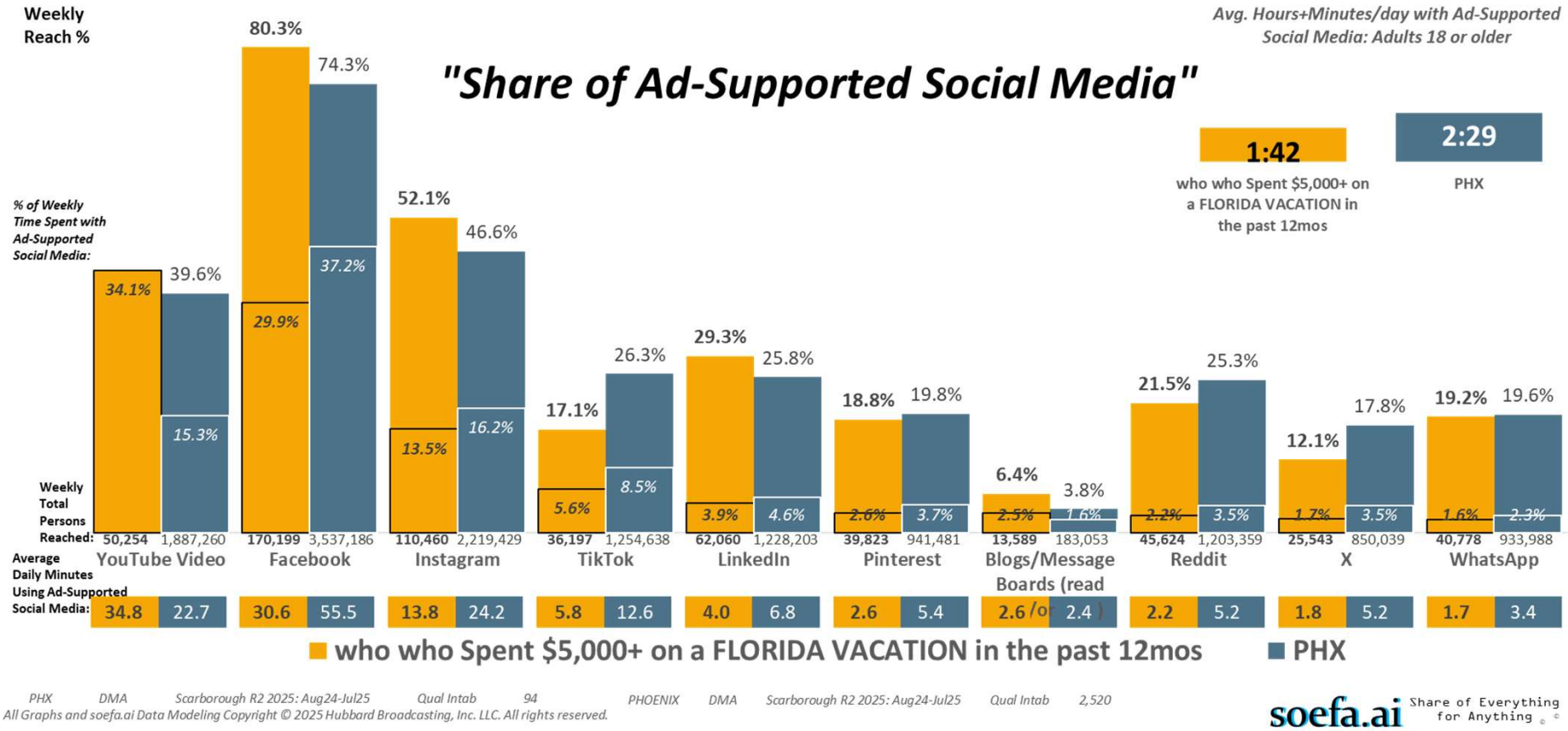
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



50,254 or 23.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported YouTube Video for an average of 34.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

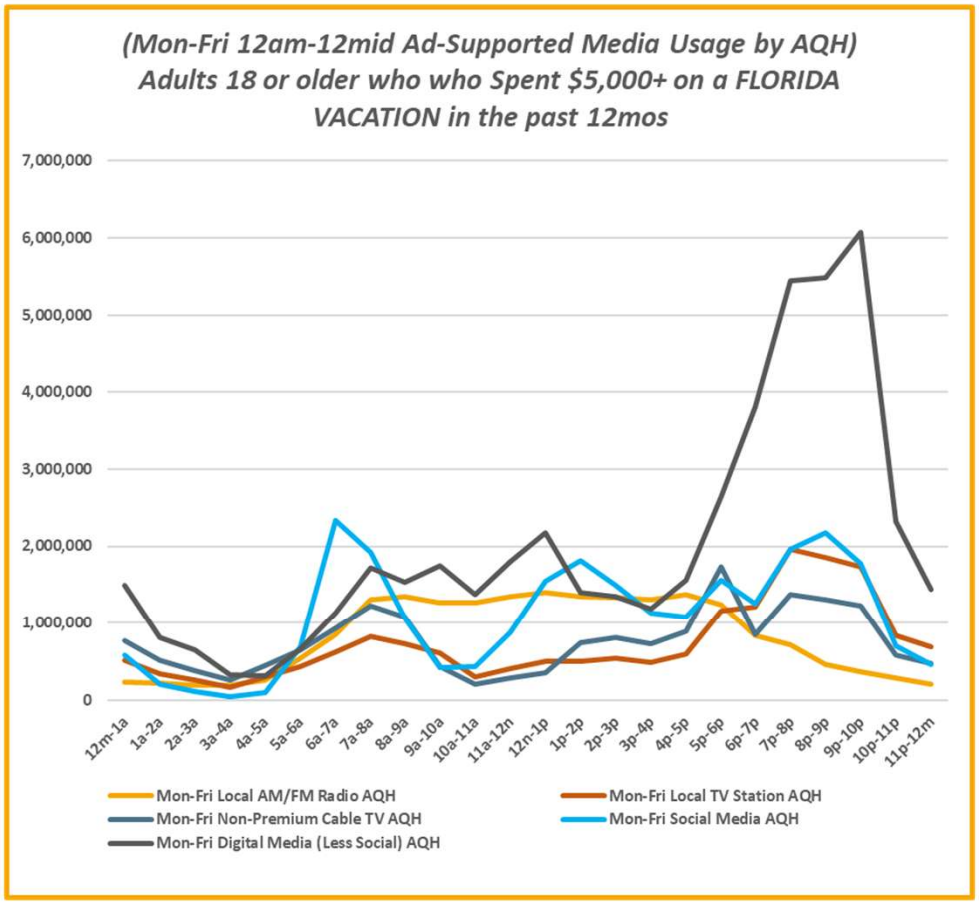
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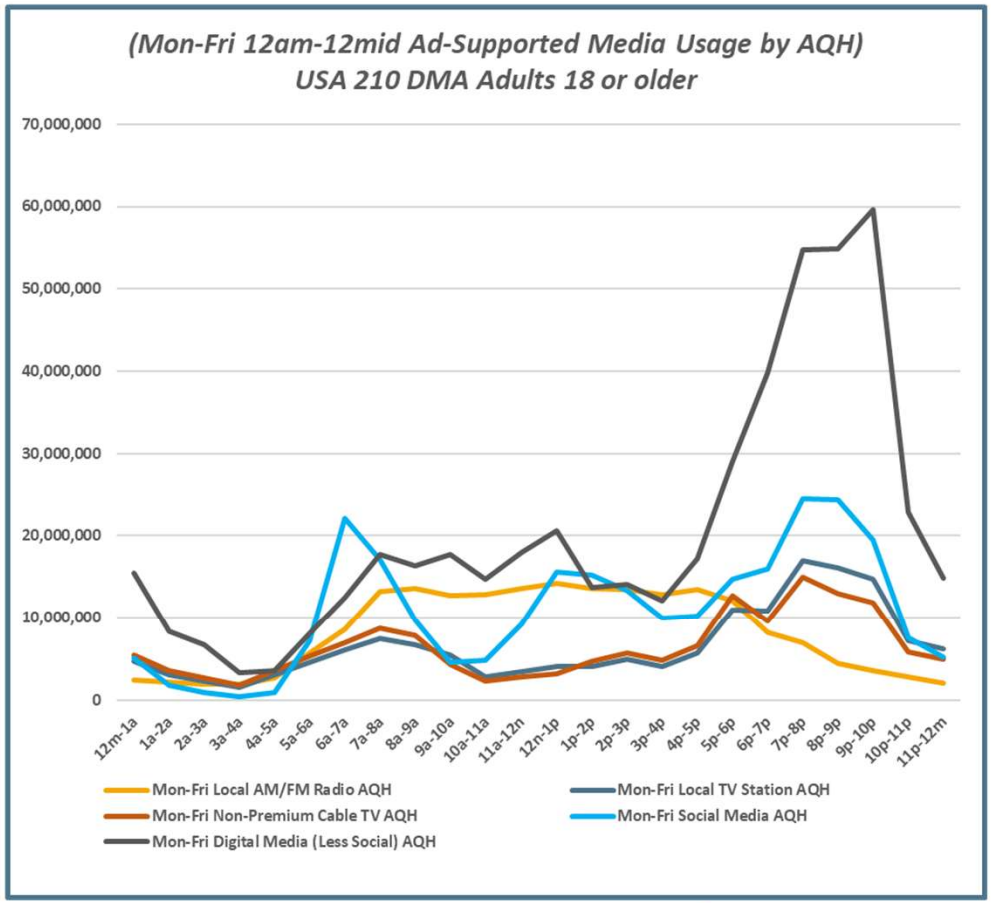
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,802,535; Social Media: 1,301,769; Local Radio: 1,245,797; Non-Prem. Cable: 789,268; Local TV: 652,049 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VAC





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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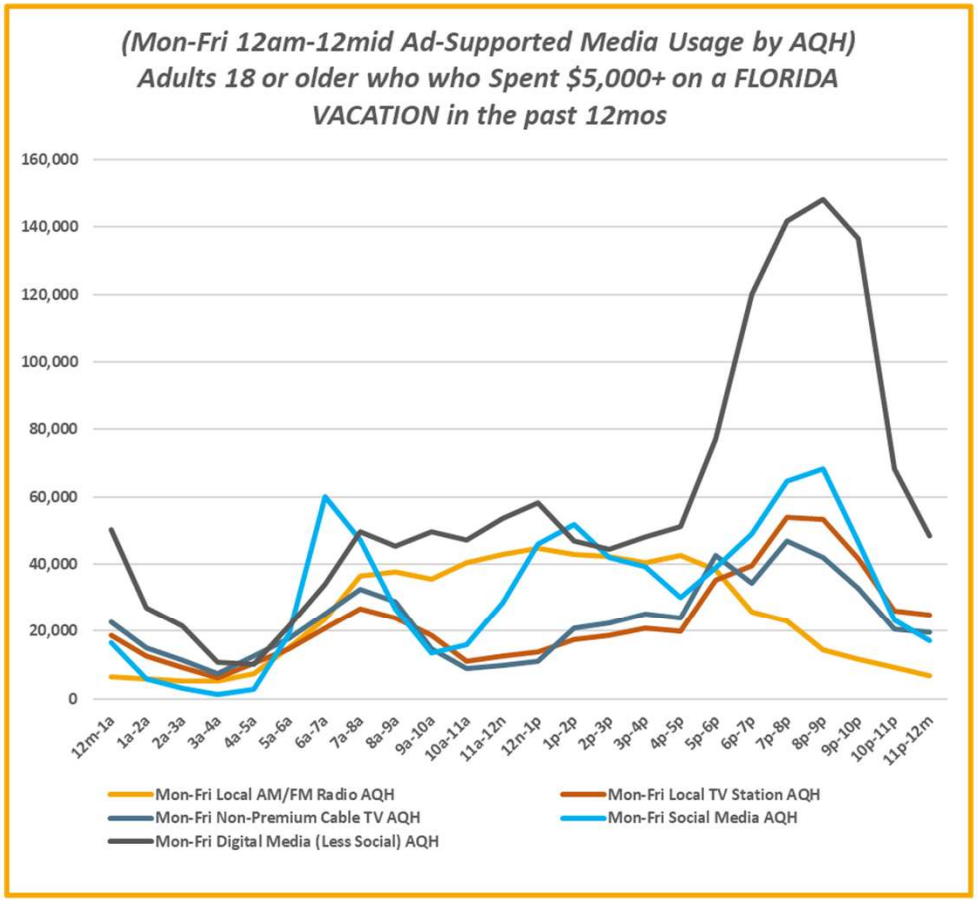
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

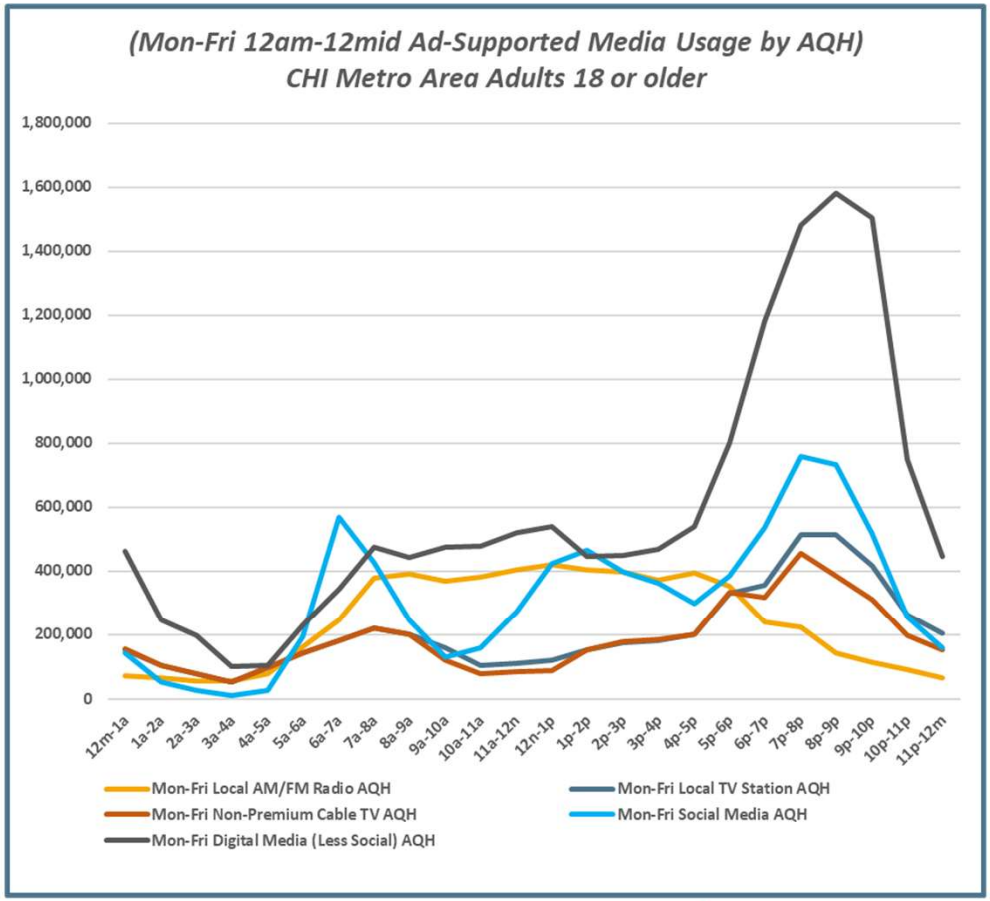
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,831; Local Radio: 37,959; Social Media: 37,576; Non-Prem. Cable: 23,088; Local TV: 21,480 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in th





CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

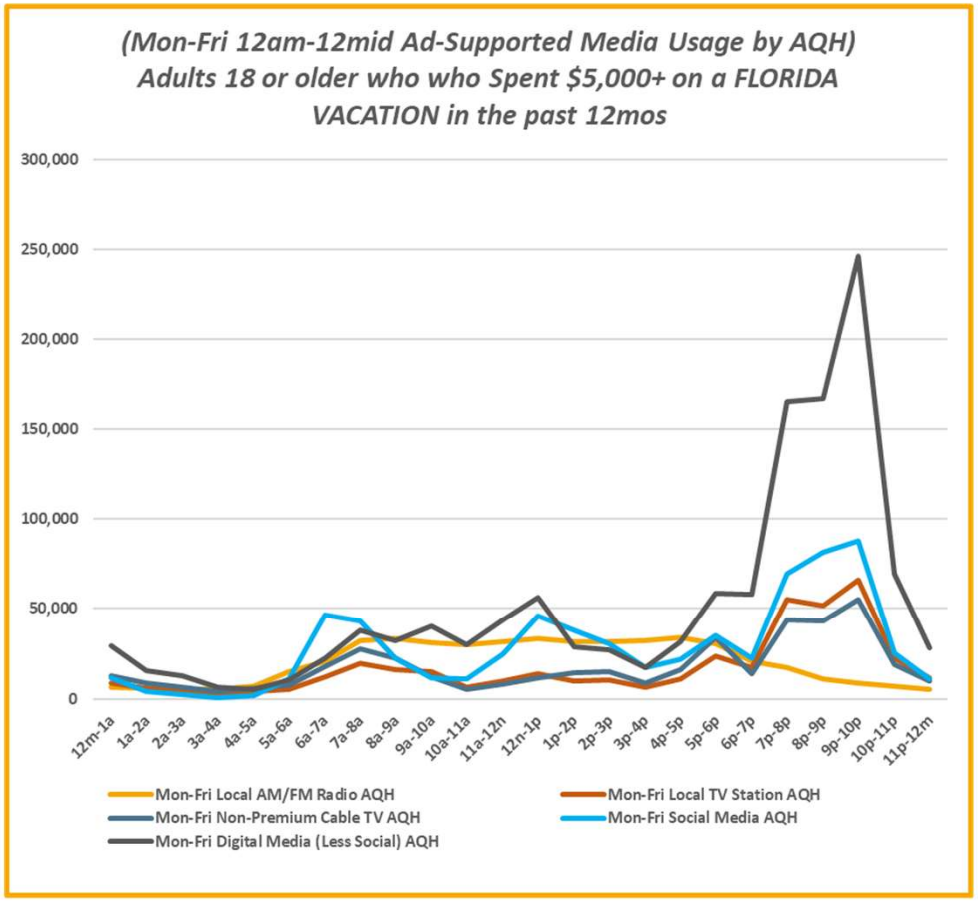
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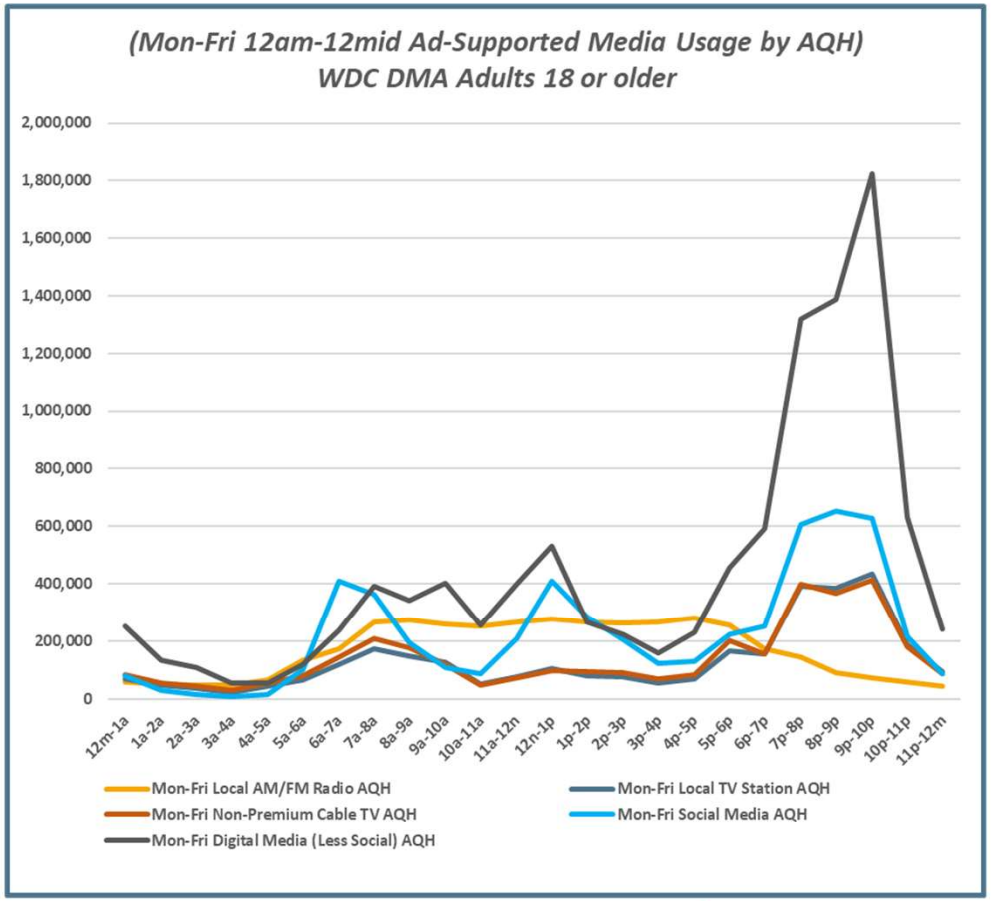
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,196; Local Radio: 30,174; Social Media: 28,482; Non-Prem. Cable: 15,896; Local TV: 13,153 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in th





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

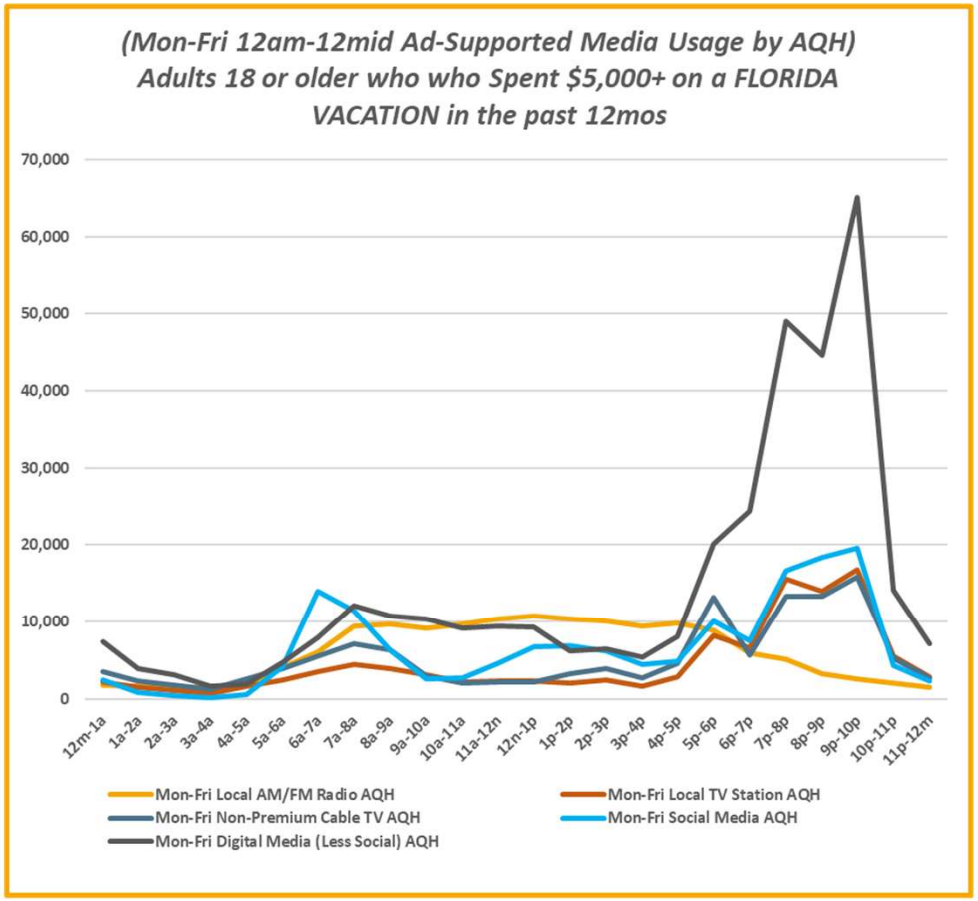
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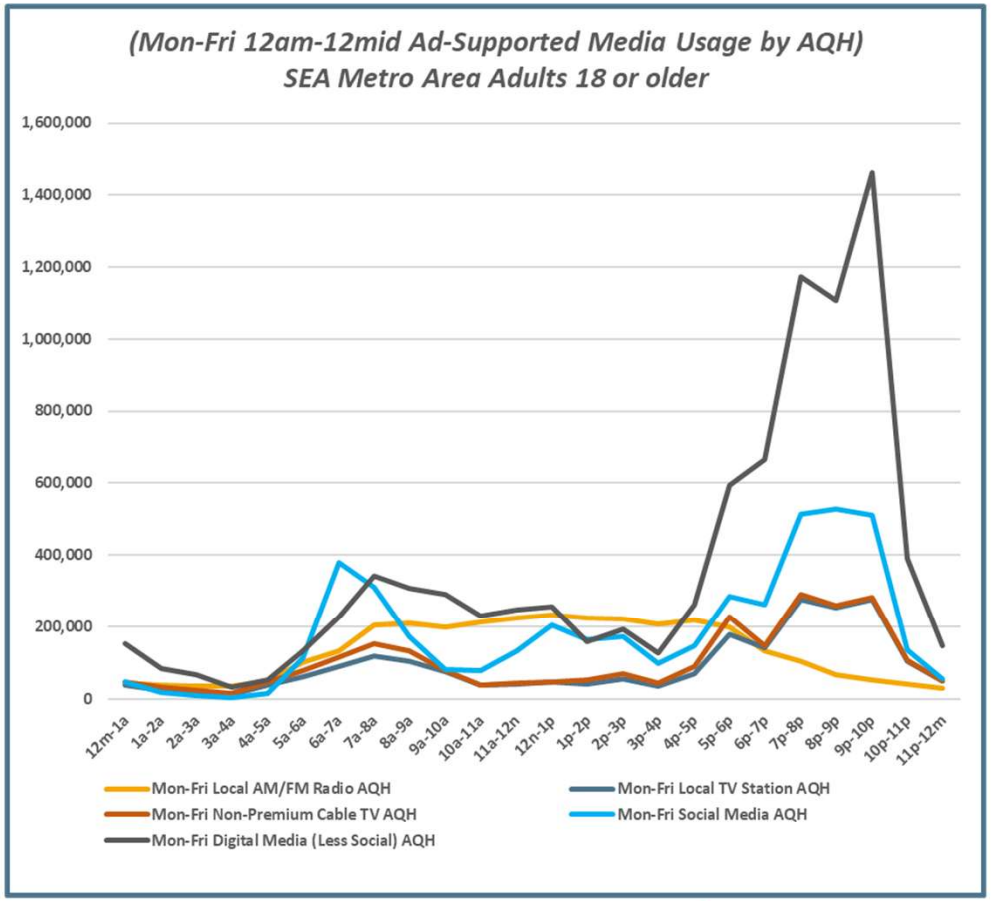
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,715; Local Radio: 9,166; Social Media: 6,762; Non-Prem. Cable: 4,723; Local TV: 3,482 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the pa





SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

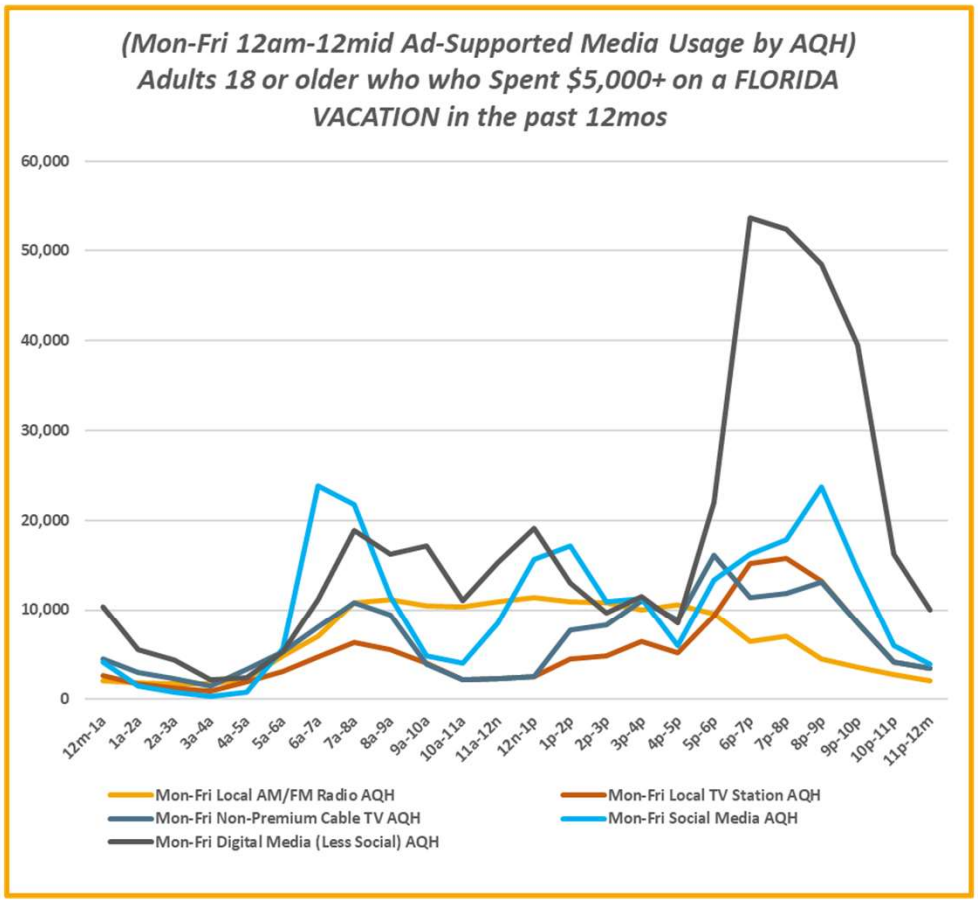
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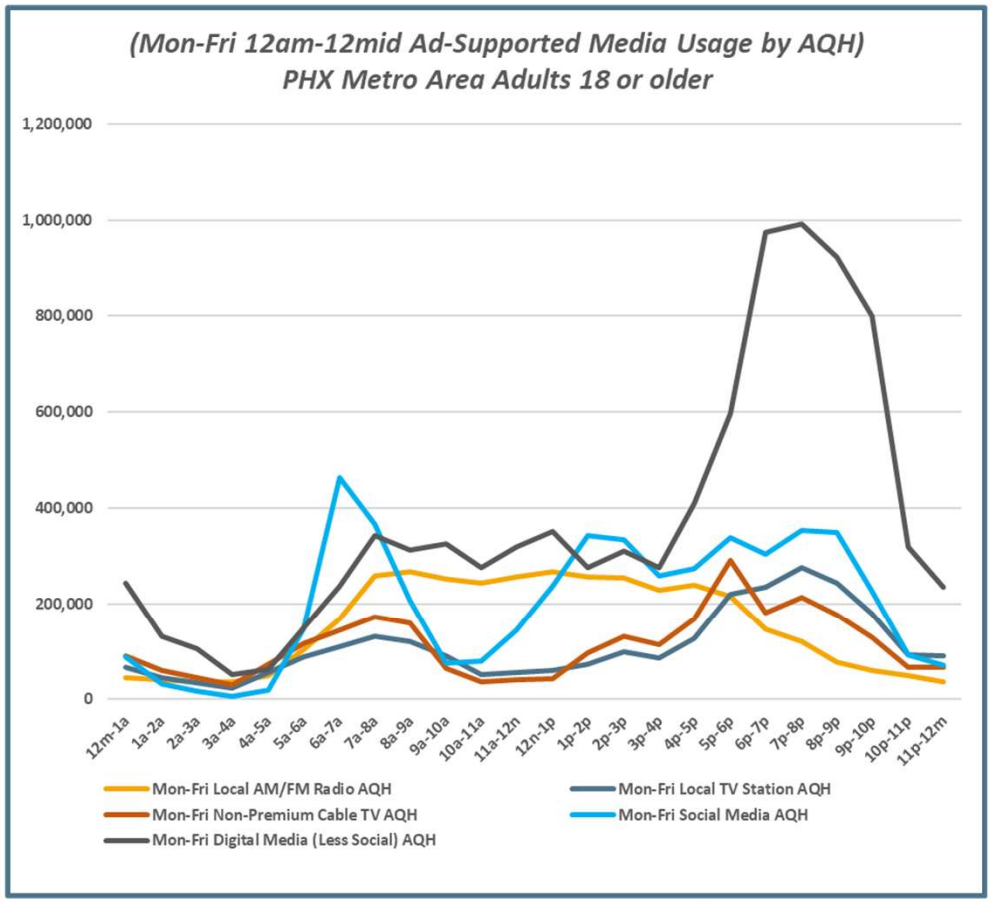
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,476; Social Media: 12,678; Local Radio: 10,025; Non-Prem. Cable: 7,876; Local TV: 5,578 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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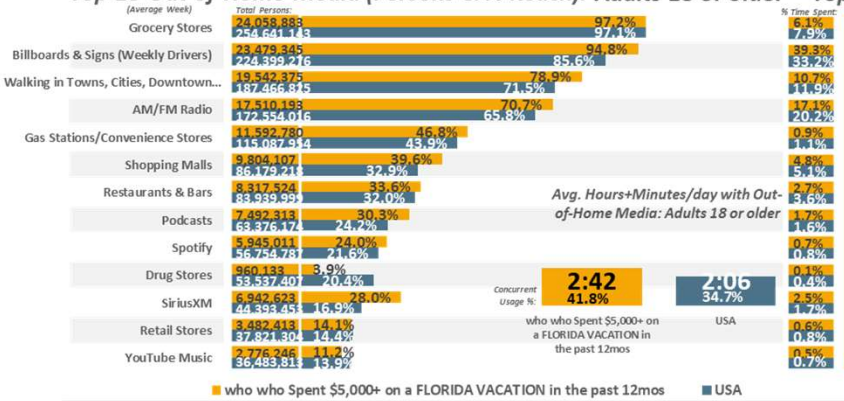
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

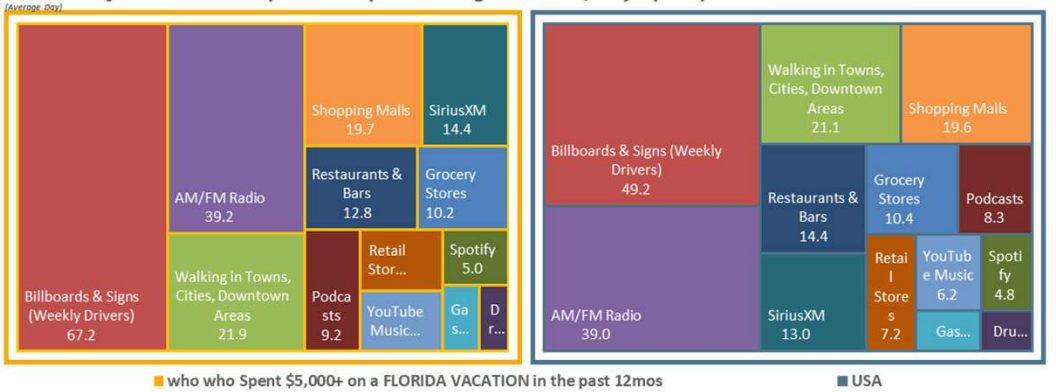


23,479,345 or 94.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 35.6 m

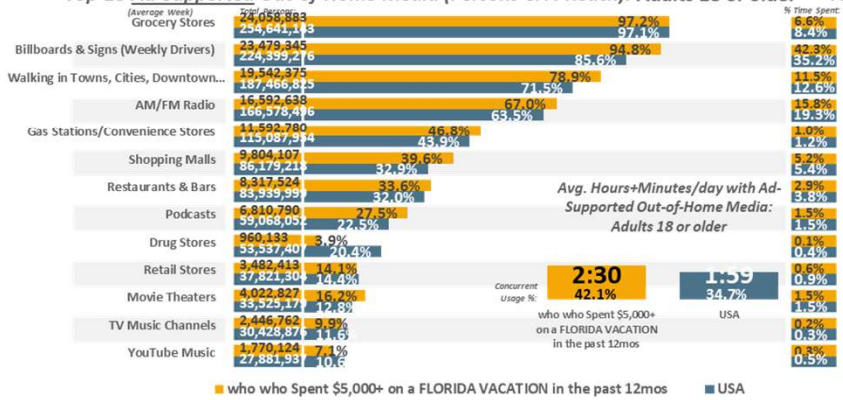
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



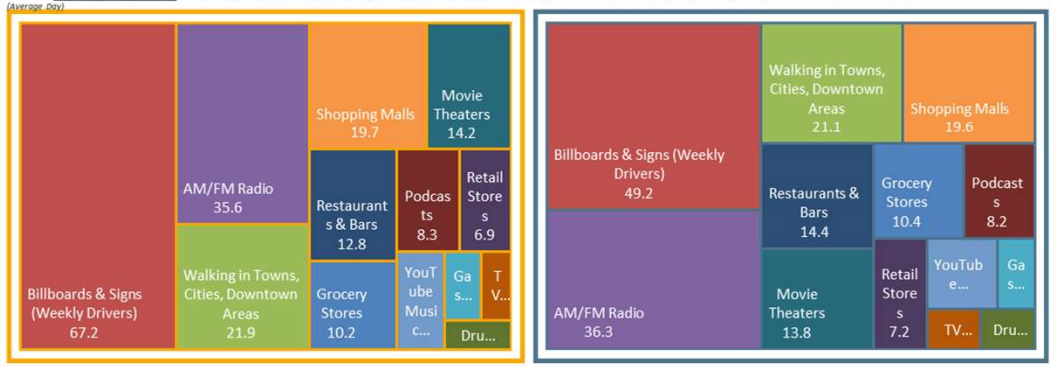
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

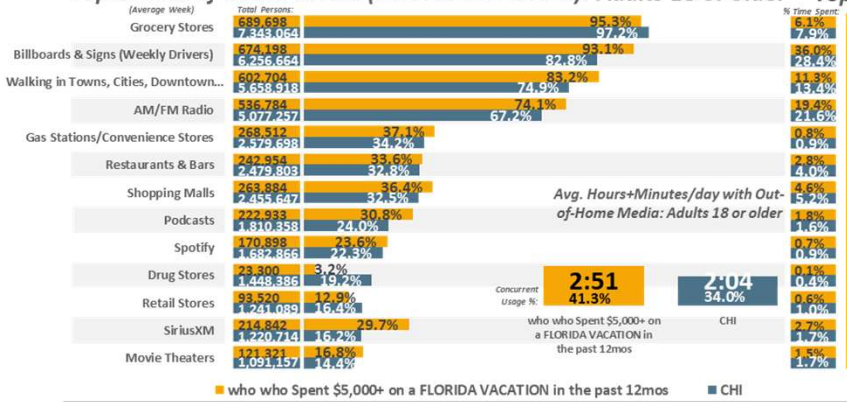
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

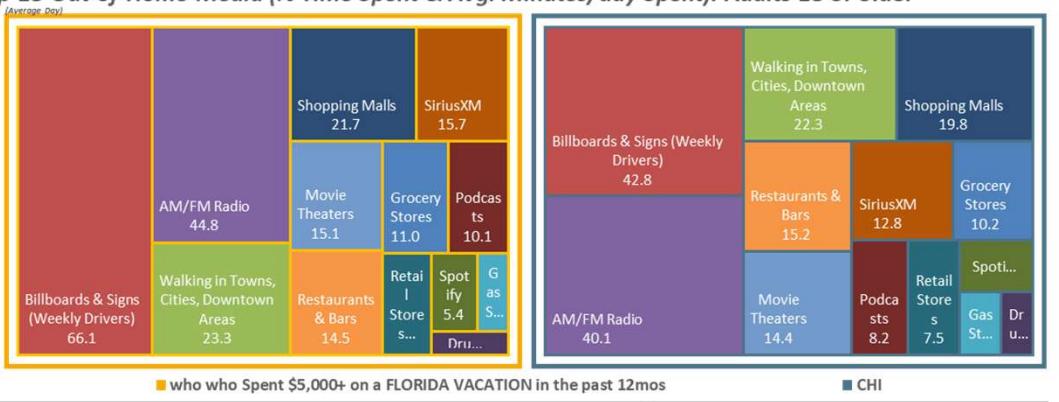


674,198 or 93.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.1 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 39.6 min

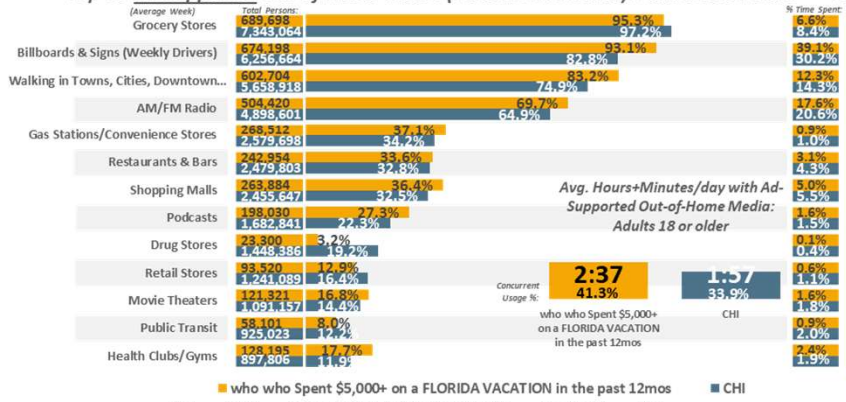
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



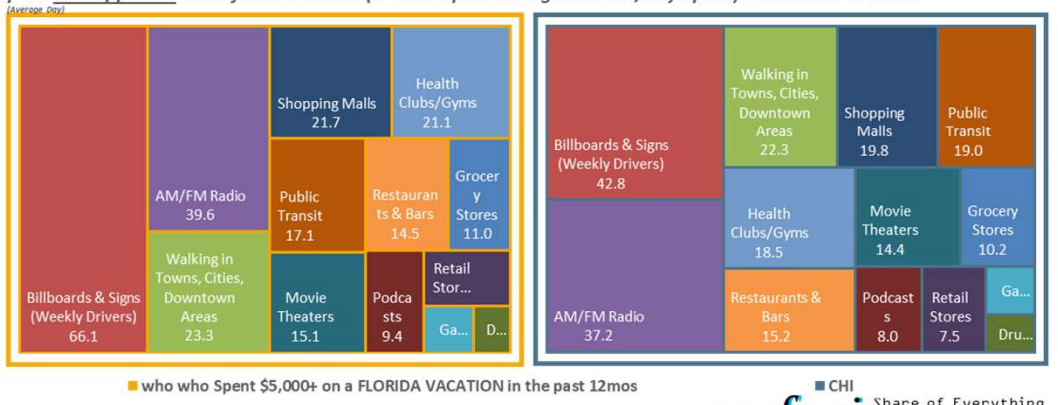
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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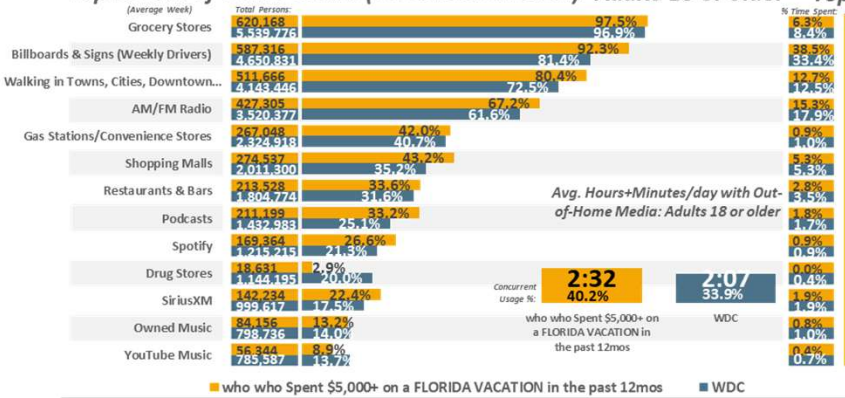
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

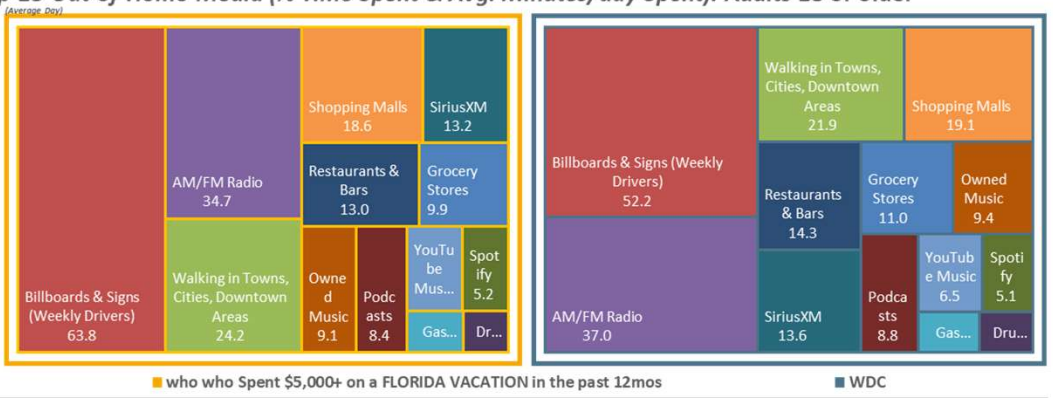


587,316 or 92.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 31.2 min

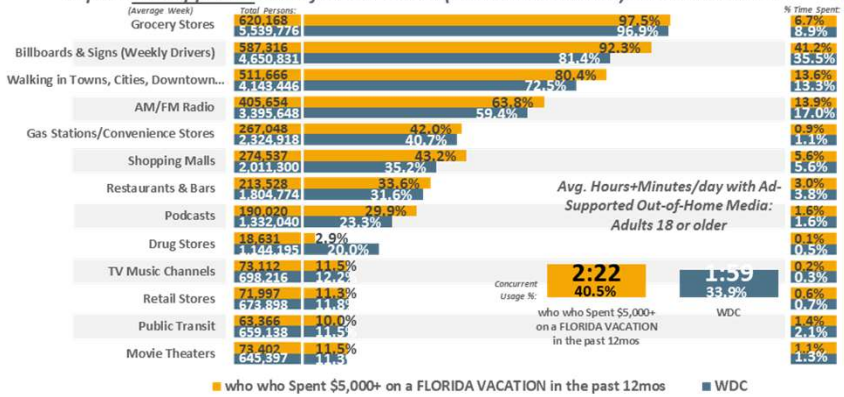
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



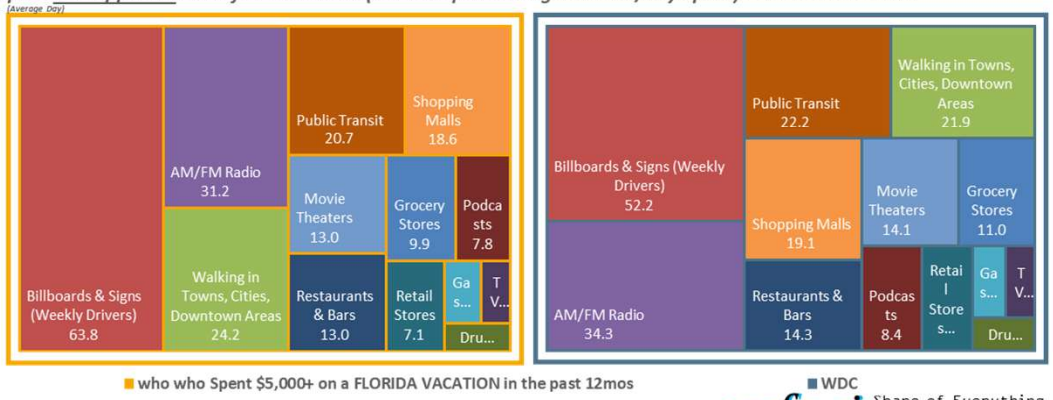
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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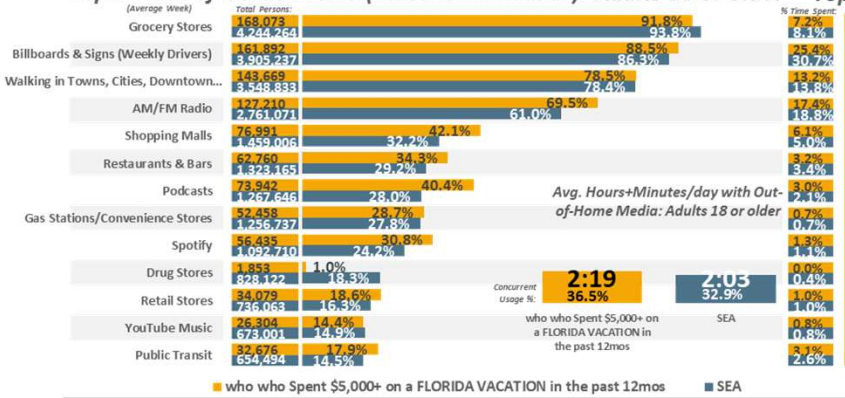
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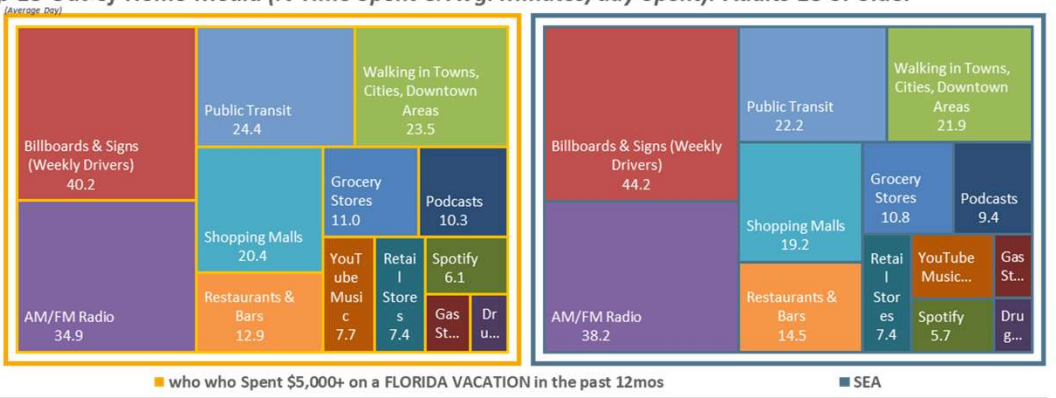


161,892 or 88.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 40.2 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 30.8 min

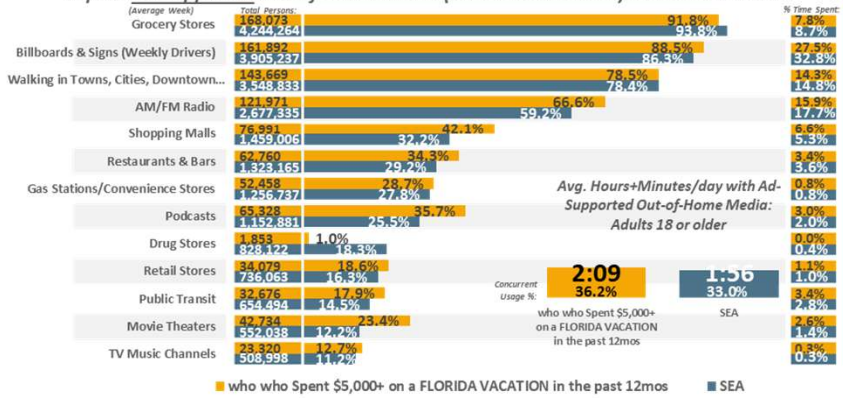
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



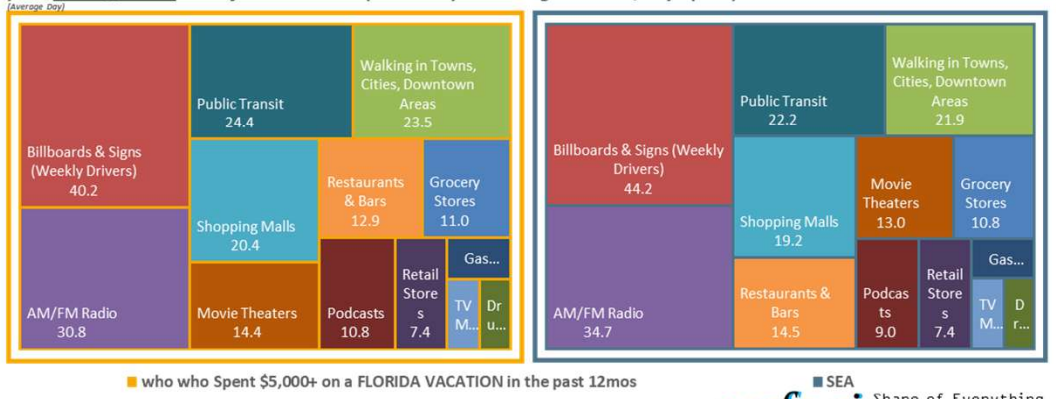
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

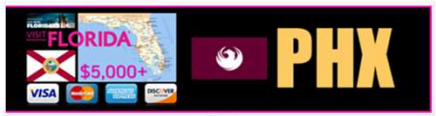


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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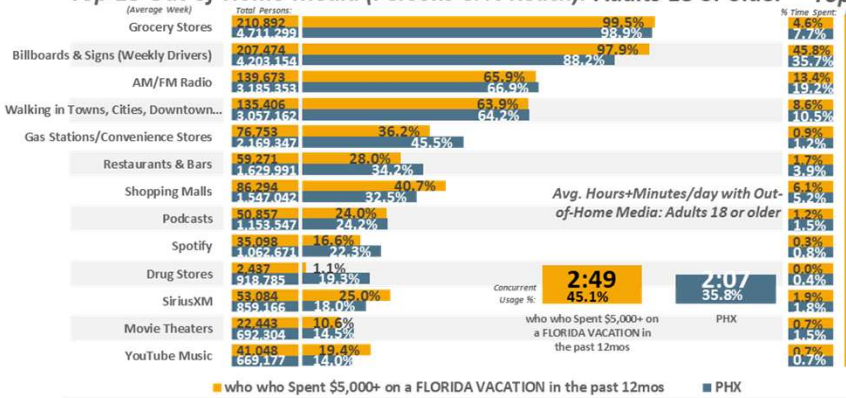
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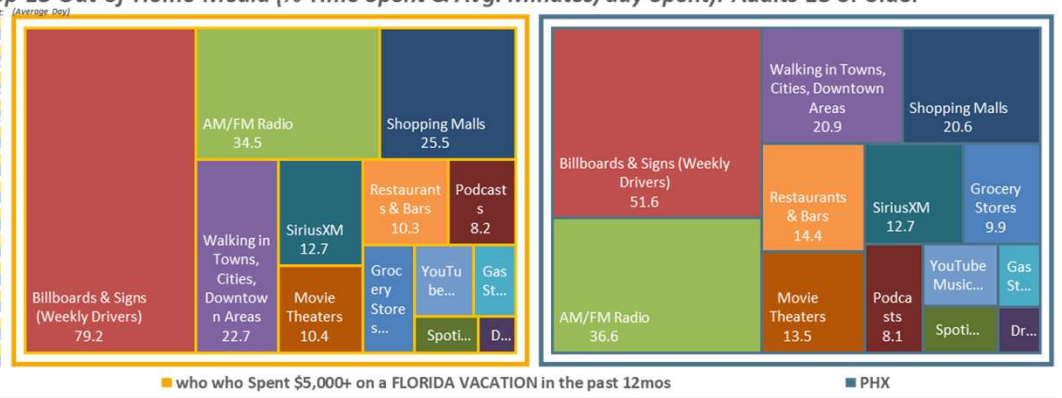


207,474 or 97.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 79.2 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 34.1 min

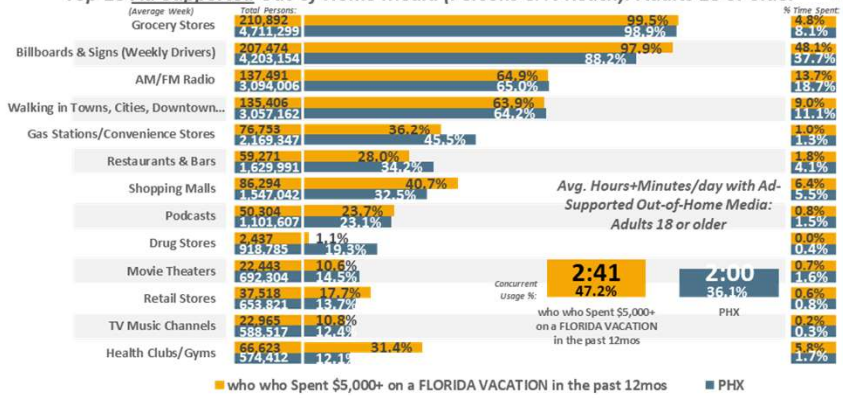
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



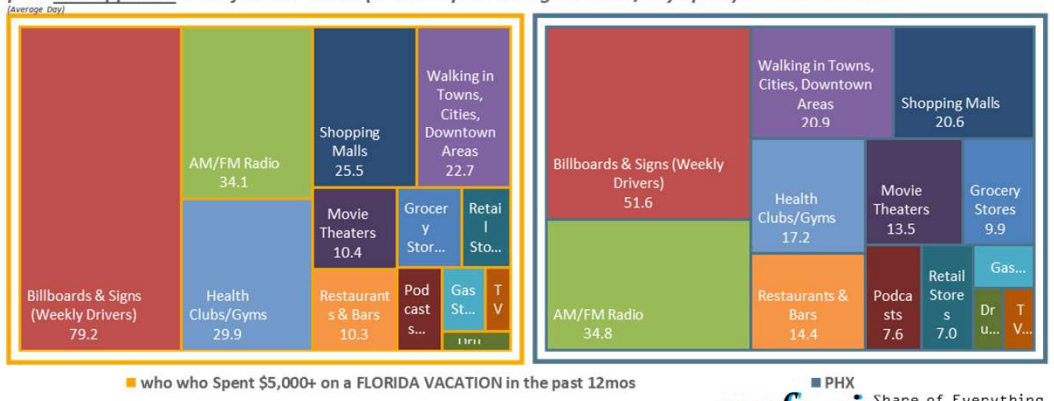
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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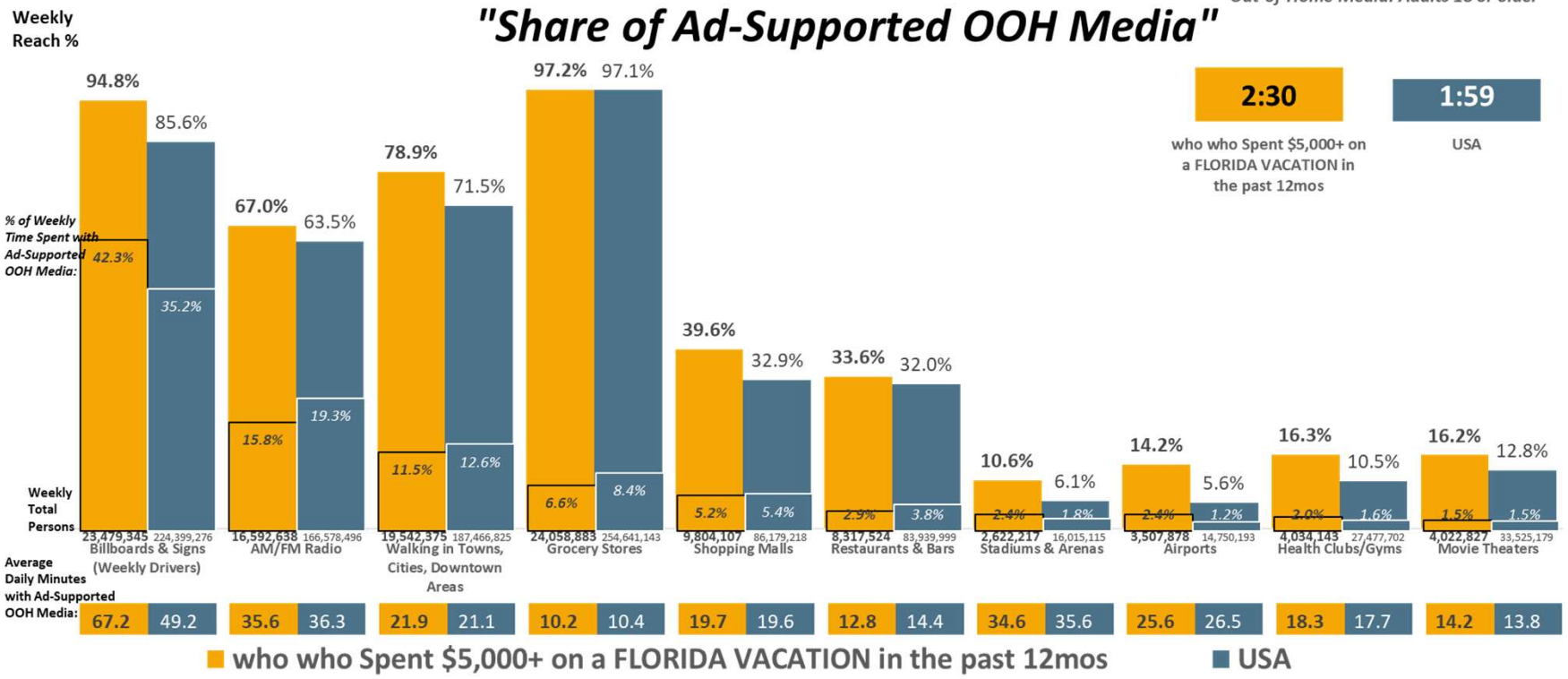
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23,479,345 or 94.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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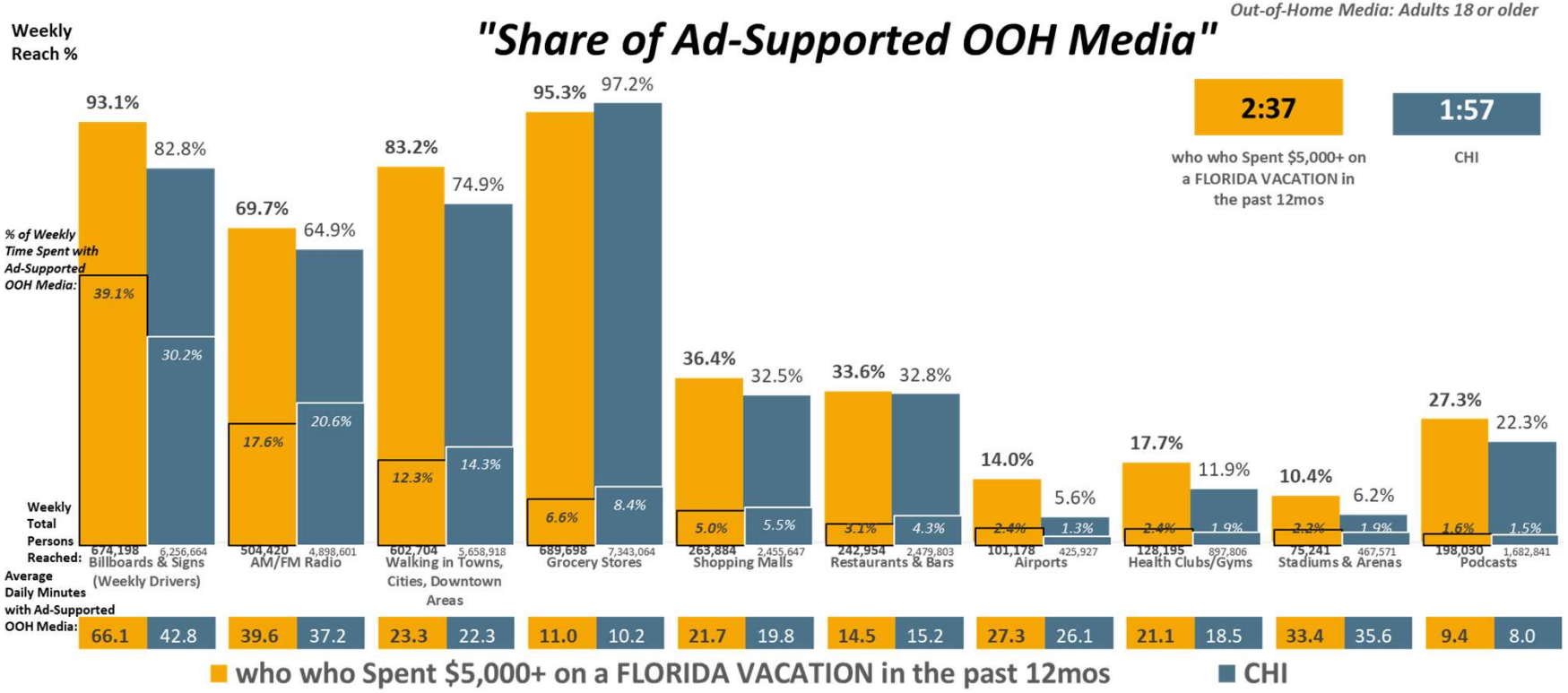
[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



674,198 or 93.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.1 minutes per day driving, seeing Billboards and Signs representing 39.1% 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"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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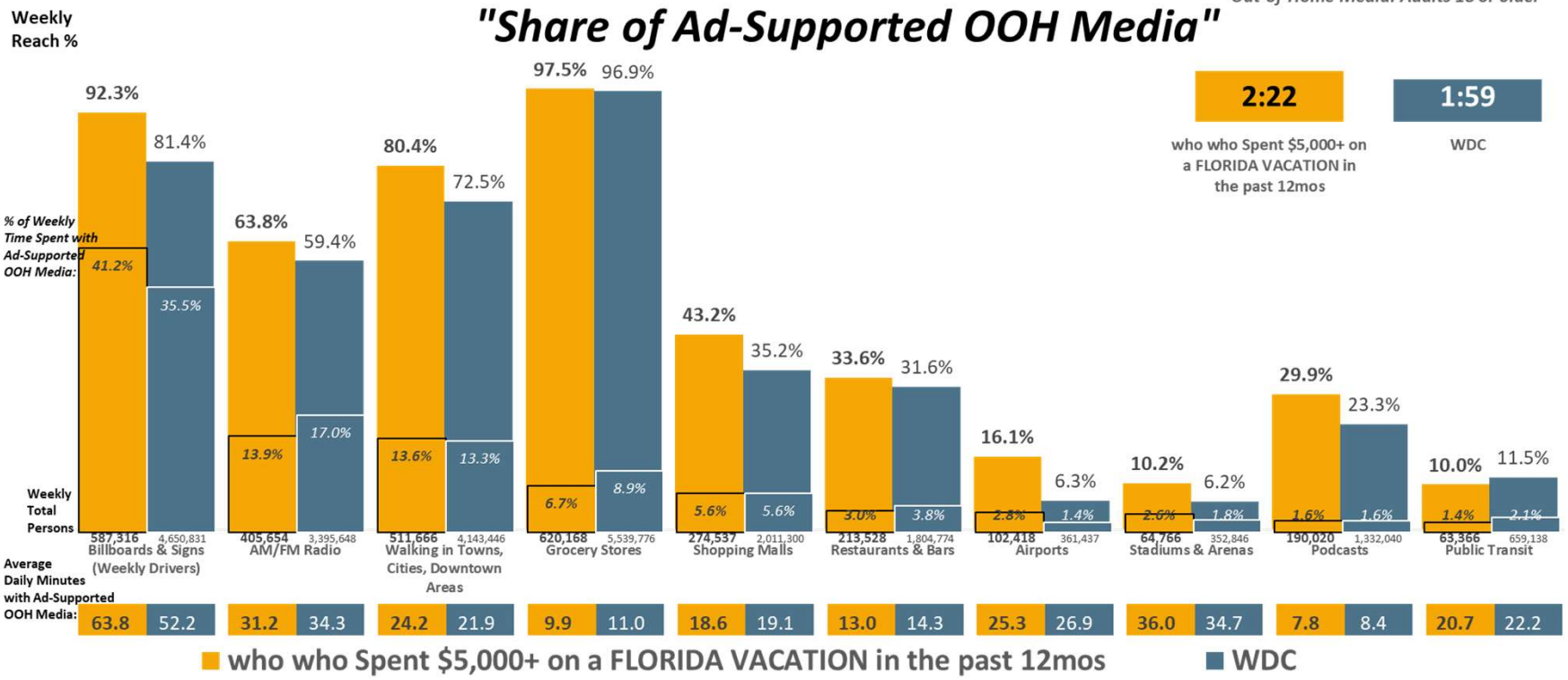
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587,316 or 92.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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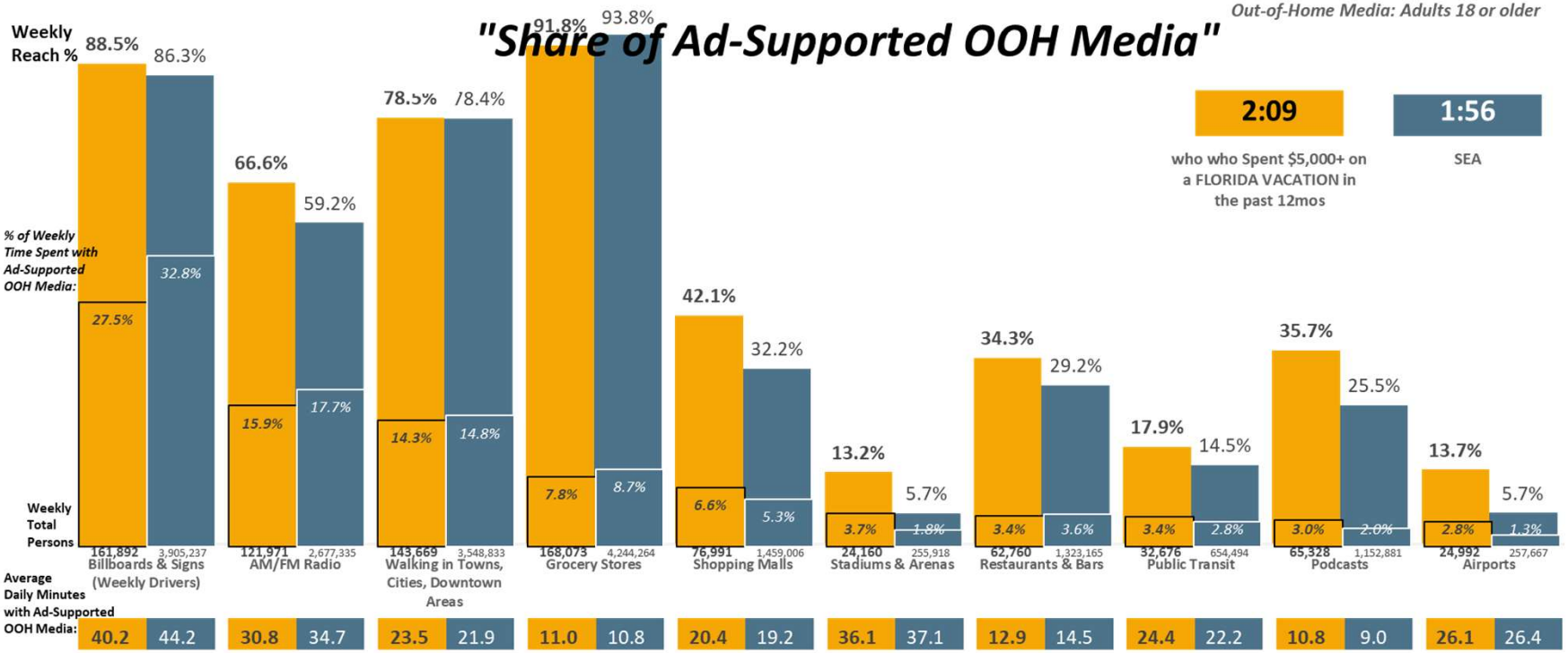
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161,892 or 88.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 40.2 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

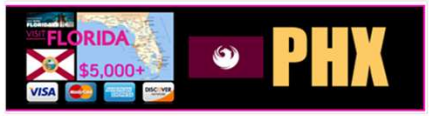


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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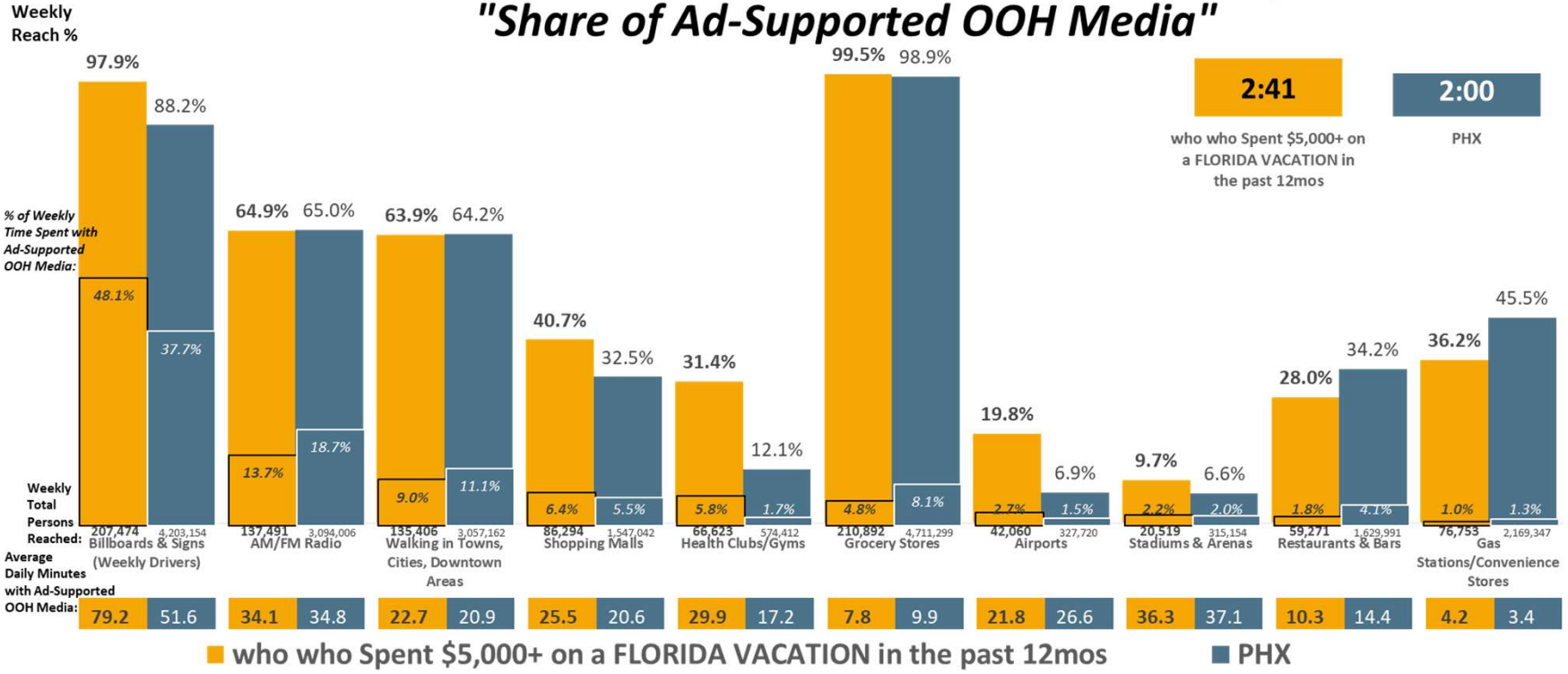
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207,474 or 97.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 79.2 minutes per day driving, seeing Billboards and Signs representing 48.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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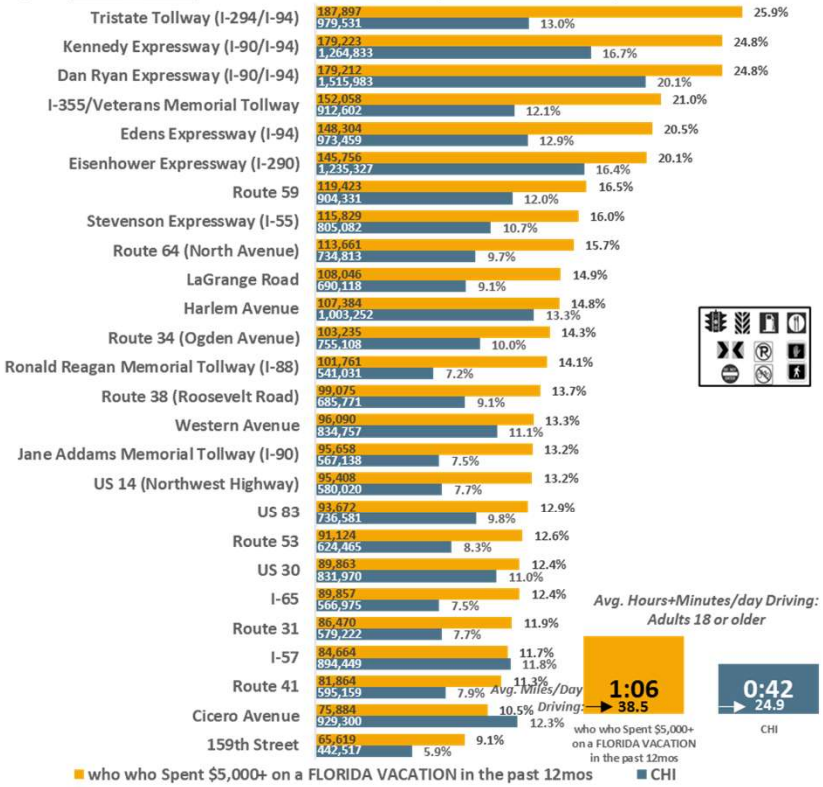
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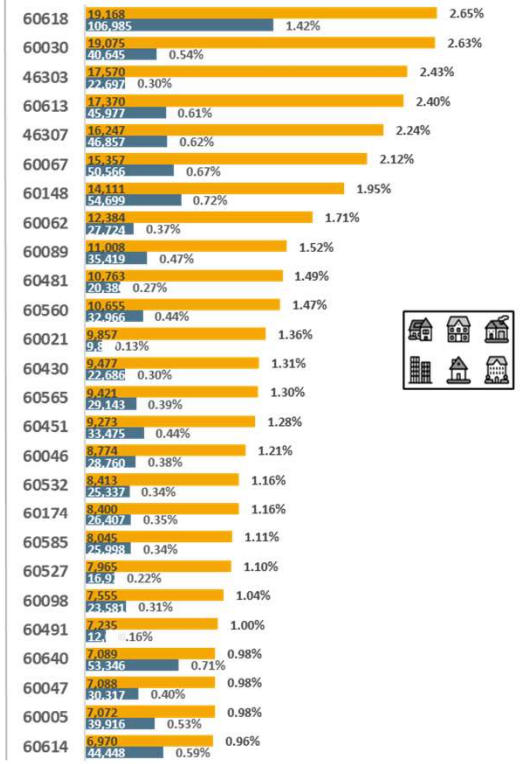
674,198 or 93.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.1 minutes per day driving an average of 38.5 miles each day and are 100.1% more likely to use Tristate Tollway (I-294/I-94) than th

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

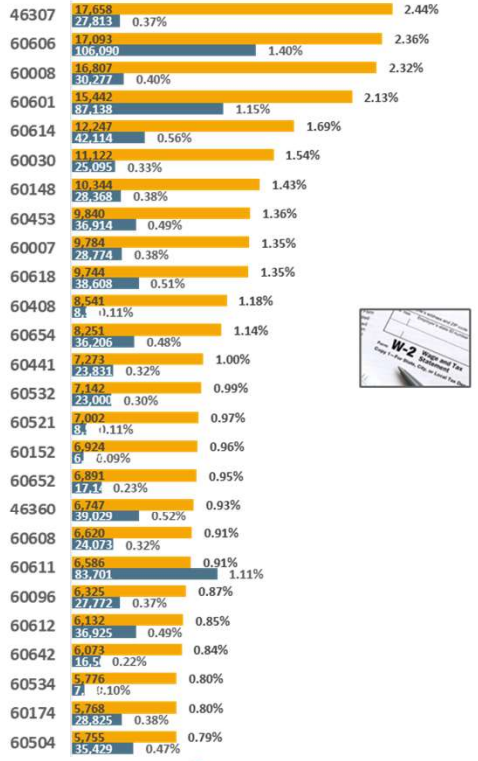


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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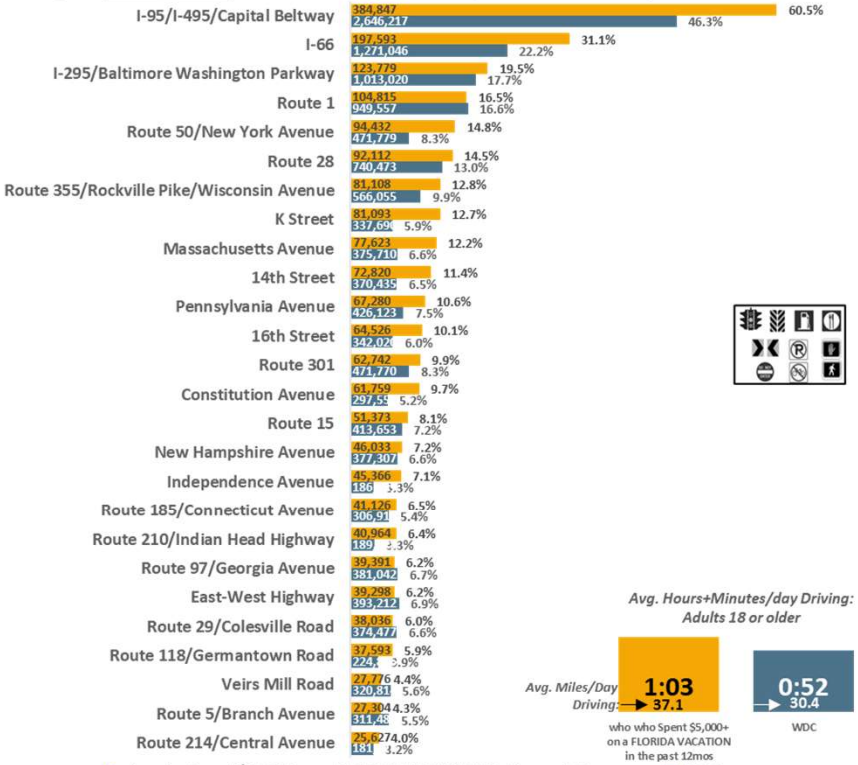
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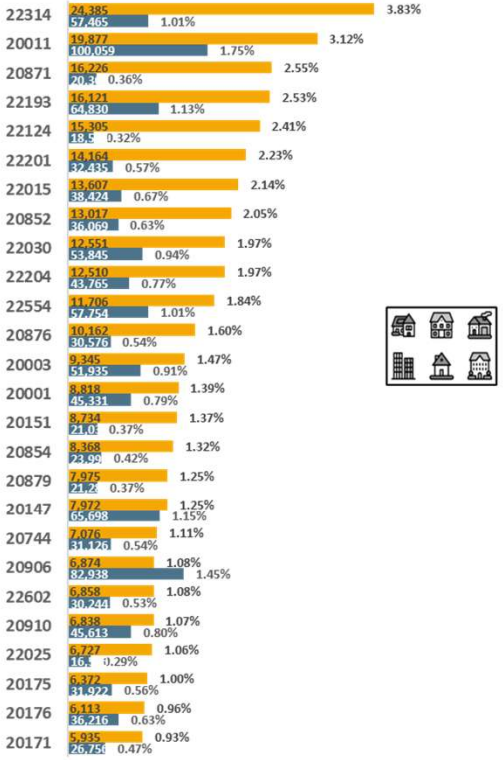
587,316 or 92.3% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 63.8 minutes per day driving an average of 37.1 miles each day and are 118.1% more likely to use Independence Avenue than the Metro av

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

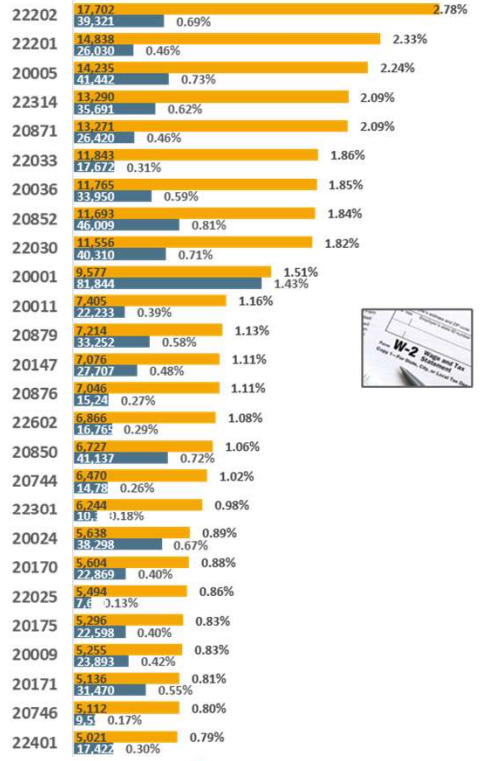


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

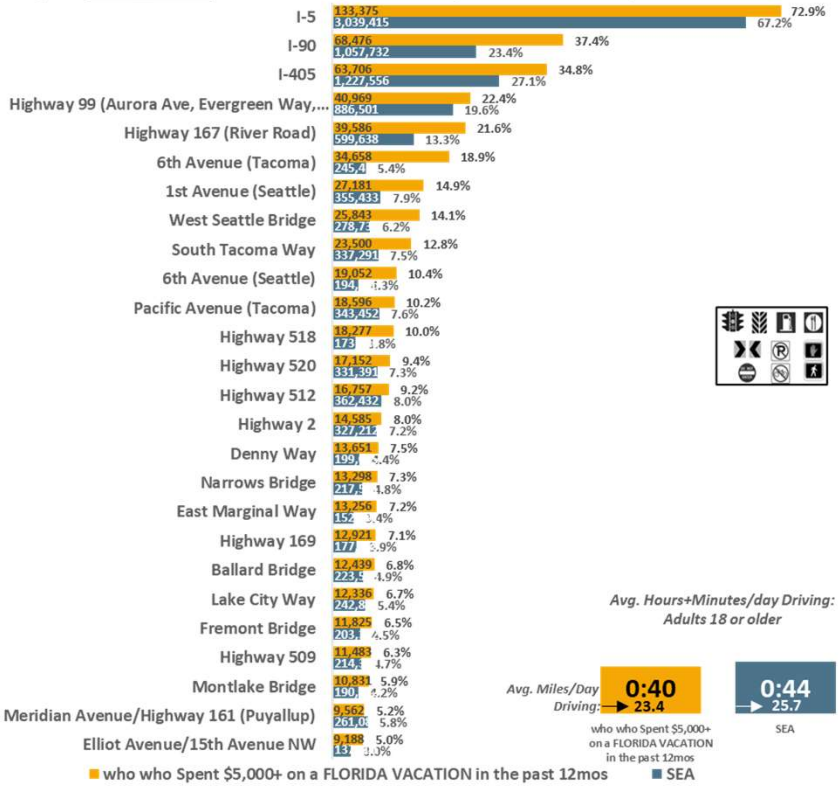
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161,892 or 88.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 40.2 minutes per day driving an average of 23.4 miles each day and are 249.1% more likely to use 6th Avenue (Tacoma) than the Metro av

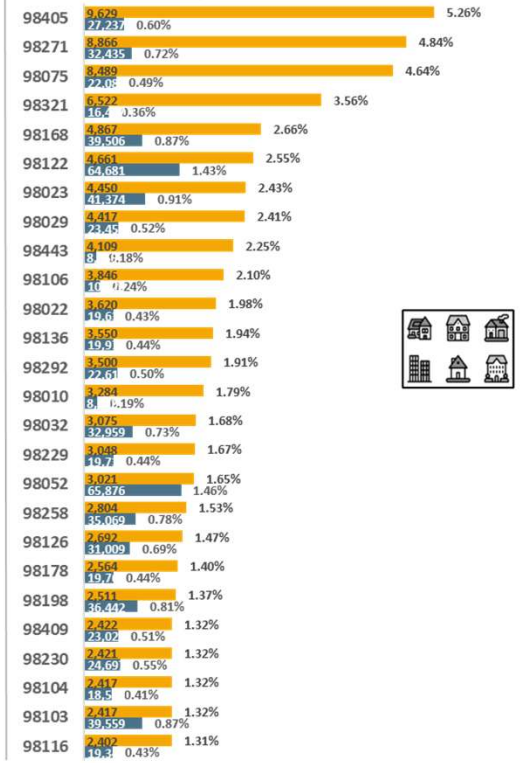
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



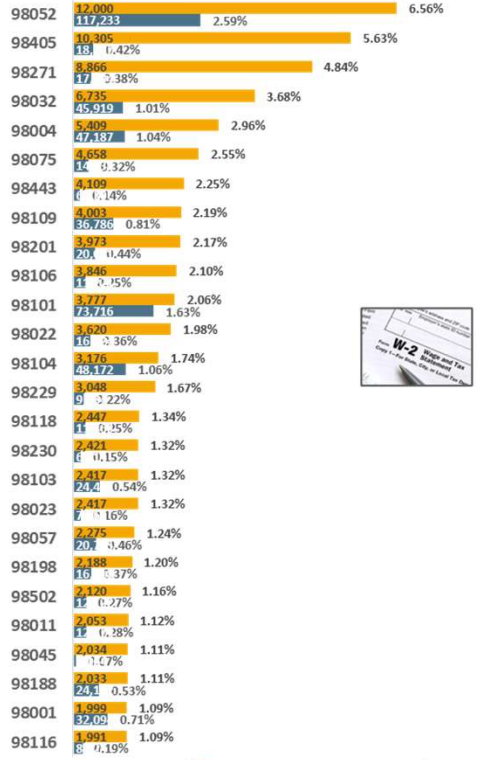
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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207,474 or 97.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 79.2 minutes per day driving an average of 46.1 miles each day and are 185.6% more likely to use Cave Creek Road than the Metro averag

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

	who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos		PHX	
I-10	141,488	66.8%	2,298,289	48.2%
Highway 51	74,288	35.1%	901,440	18.9%
I-17	71,747	33.9%	1,439,697	30.2%
Agua Fria Freeway (NW Loop 101)	69,851	33.0%	857,277	18.0%
Red Mountain Freeway (NE Loop 202)	54,155	25.6%	952,540	20.0%
Scottsdale Road	48,981	23.1%	629,247	13.2%
Bell Road	45,041	21.3%	1,023,361	21.5%
Santan Freeway (SE Loop 202)	43,443	20.5%	921,140	19.3%
Cave Creek Road	42,661	20.1%	335,697	7.0%
Price Freeway (SE Loop 101)	42,030	19.8%	650,785	13.7%
Chandler Blvd	40,023	18.9%	592,518	12.4%
Deer Valley Road	39,517	18.6%	387,233	8.1%
Indian School Road	39,189	18.5%	972,773	20.4%
Superstition Freeway (E Hwy 60)	37,208	17.6%	845,868	17.8%
Camelback Road	30,236	14.3%	809,038	17.0%
Pima Freeway (NE Loop 101)	29,333	13.8%	702,728	14.8%
Grand Avenue (W Hwy 60)	25,259	11.9%	523,425	11.0%
Arizona Avenue/Country Club	24,629	11.6%	398,746	8.4%
44th Street	24,482	11.6%	371,119	7.8%
Thomas Road	22,260	10.5%	722,138	15.2%
McDowell Road	21,237	10.0%	903,008	19.0%
7th Avenue	20,709	9.8%	544,919	11.4%
32nd Street	19,989	9.4%	442,946	9.3%
7th Street	16,207	7.6%	670,431	14.1%
Central Avenue	14,550	6.9%	365,297	7.7%
Bob Stump Memorial Parkway (Loop 303)	11,596	5.5%	298,79	6.3%



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

Avg. Miles/Day Driving: → 46.1

1:19 — who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos

0:51 → 30.0 — PHX

Top-26 Residential Zip Codes: **Adults 18 or older**

85383	34,458	16.26%	105,517	2.22%
85929	14,724	6.95%	2	0.49%
85340	7,946	3.75%	39	0.82%
86336	7,470	3.52%	2	0.57%
85213	7,087	3.34%	2	0.45%
85379	7,012	3.31%	44	0.94%
85016	6,886	3.25%	54	1.15%
85351	6,190	2.92%	42	0.90%
86315	5,312	2.51%		0.38%
85054	4,814	2.27%		0.11%
85132	4,474	2.11%	60	1.27%
85194	4,456	2.10%		0.20%
85122	4,394	2.07%	50	1.05%
85248	4,294	2.03%	2	0.50%
85212	4,160	1.96%	37	0.79%
85119	4,113	1.94%		0.31%
85207	3,828	1.81%	3	0.95%
85296	3,775	1.78%	54	1.14%
85008	3,679	1.74%	66	1.40%
85032	3,597	1.70%	75	1.58%
85042	3,590	1.69%	38	0.81%
85331	3,437	1.62%	2	0.42%
85338	3,428	1.62%	42	0.89%
85254	3,122	1.47%	2	0.43%
85215	3,050	1.44%	2	0.43%
85283	3,021	1.43%	3	0.66%



Top-26 Employment Zip Codes: **Adults 18 or older**

85383	30,968	14.61%	71	1.50%
85929	14,724	6.95%	2	0.45%
85007	7,946	3.75%	3	0.66%
85043	7,242	3.42%	53	1.12%
85379	5,641	2.66%	2	0.38%
85054	4,814	2.27%	2	0.36%
86001	4,293	2.03%	37	0.78%
85018	3,903	1.84%		0.18%
85120	3,852	1.82%		0.09%
85034	3,828	1.81%	83	0.96%
85233	3,775	1.78%	32	0.69%
85012	3,597	1.70%	2	0.46%
85331	3,437	1.62%		0.25%
85027	3,428	1.62%	2	0.38%
85281	3,310	1.56%	54	1.14%
85213	3,184	1.50%		0.08%
85119	2,931	1.38%		0.38%
85083	2,793	1.32%		0.08%
85373	2,745	1.30%		0.14%
85259	2,395	1.13%		0.93%
85282	2,334	1.10%	56	1.18%
85122	2,291	1.08%		0.55%
85143	2,029	0.96%	2	0.5%
85255	1,911	0.90%	2	0.55%
85286	1,879	0.89%	3	0.64%
85249	1,649	0.78%		0.53%



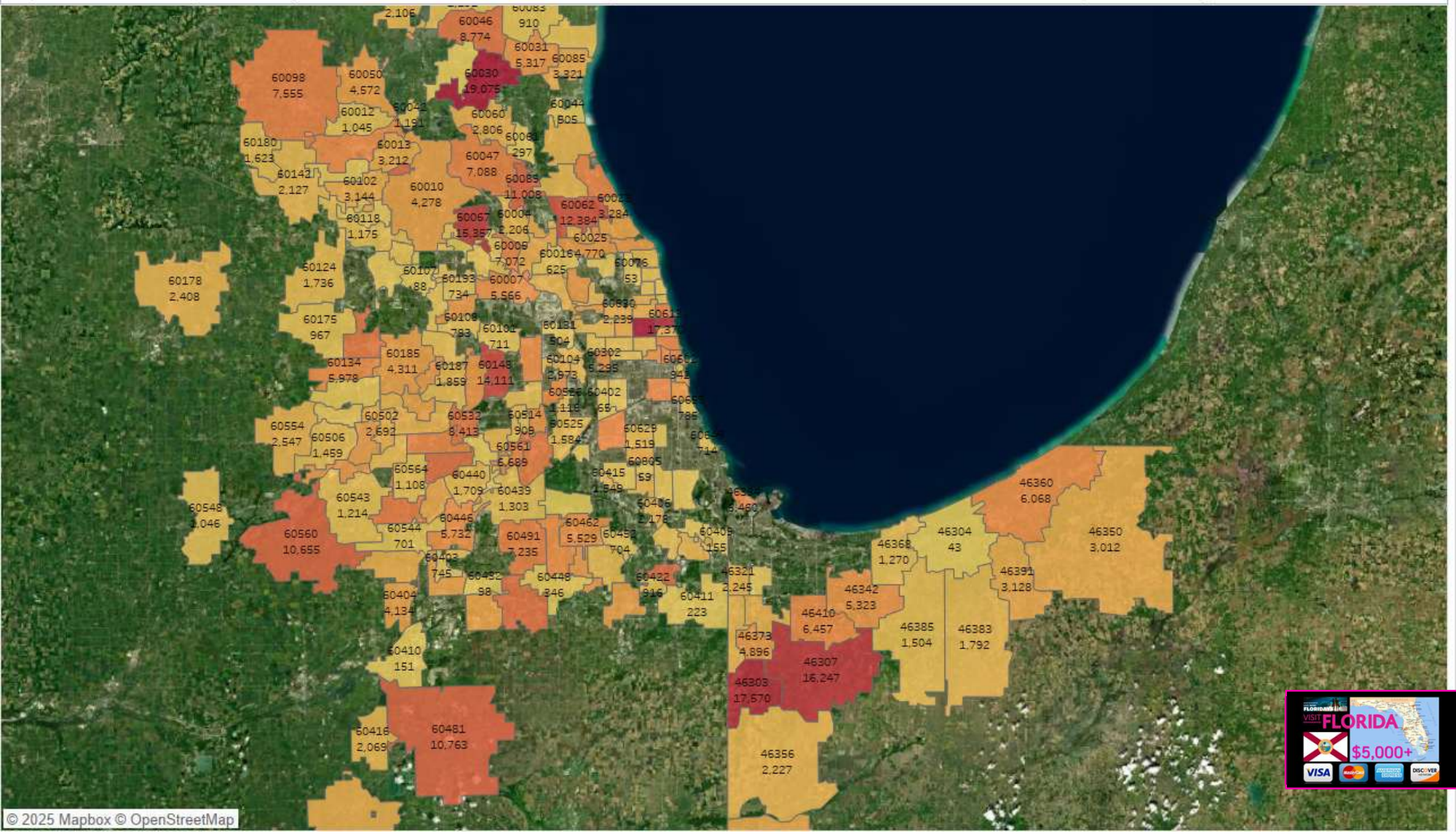
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)



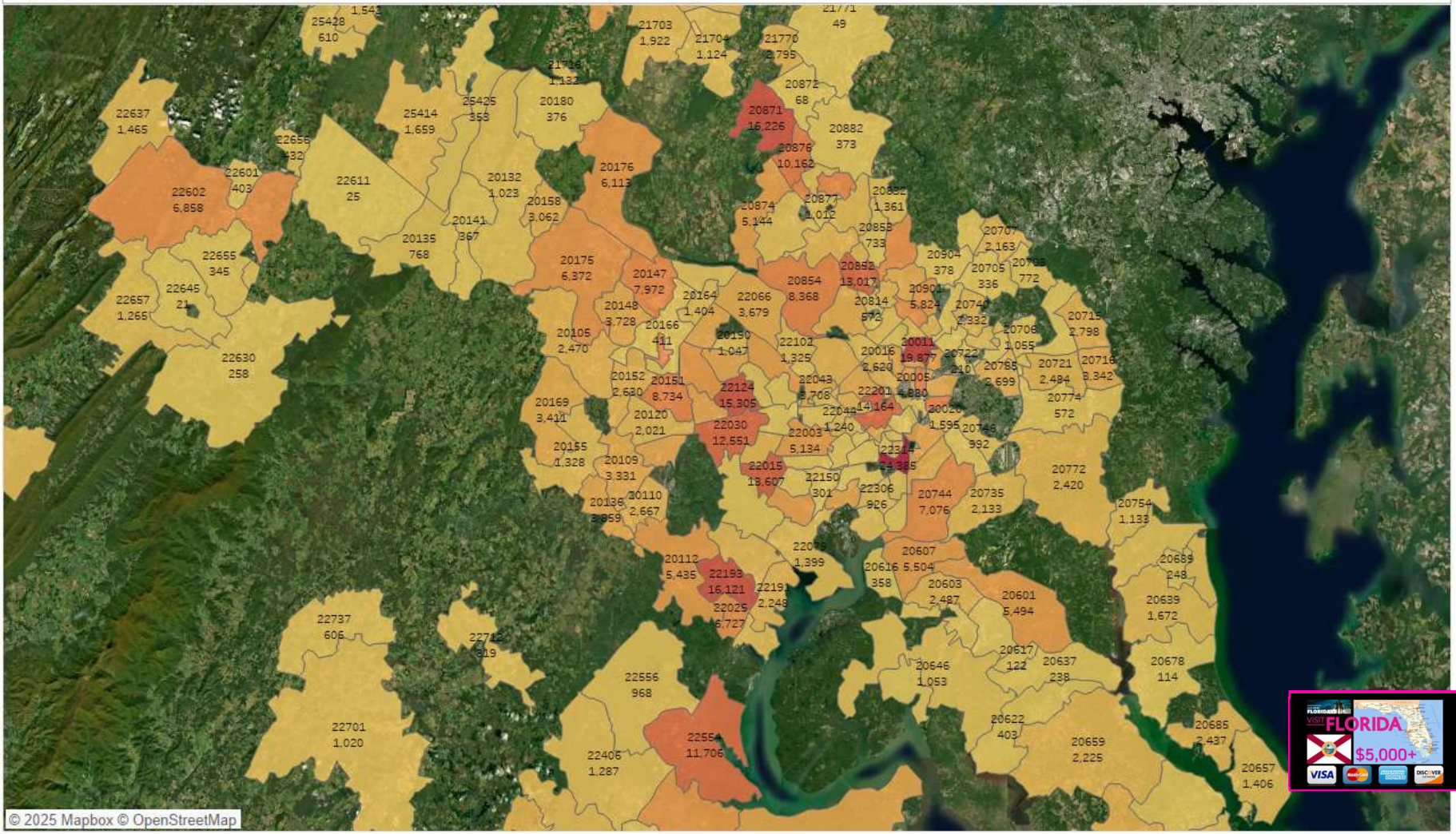
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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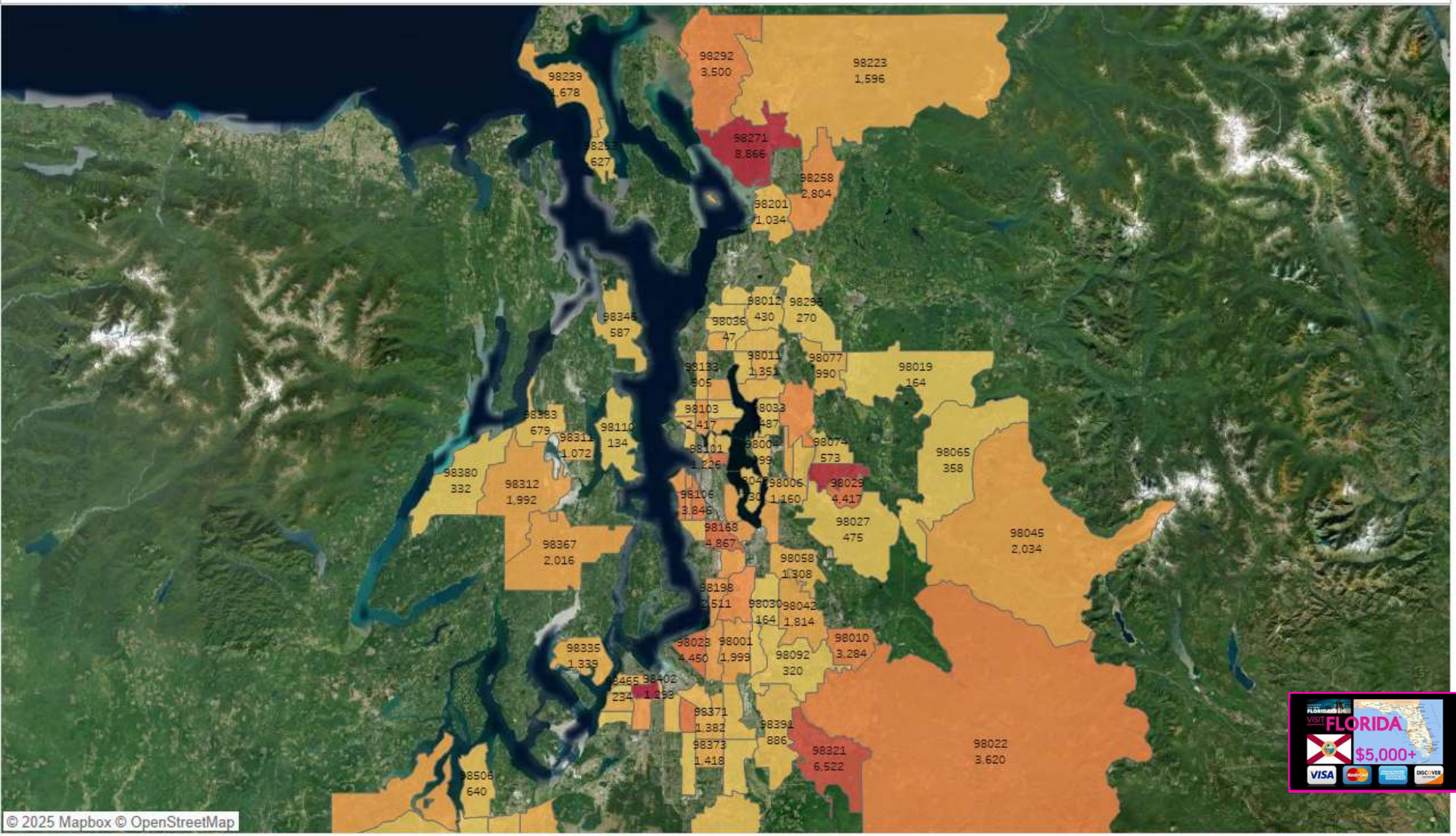
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 694

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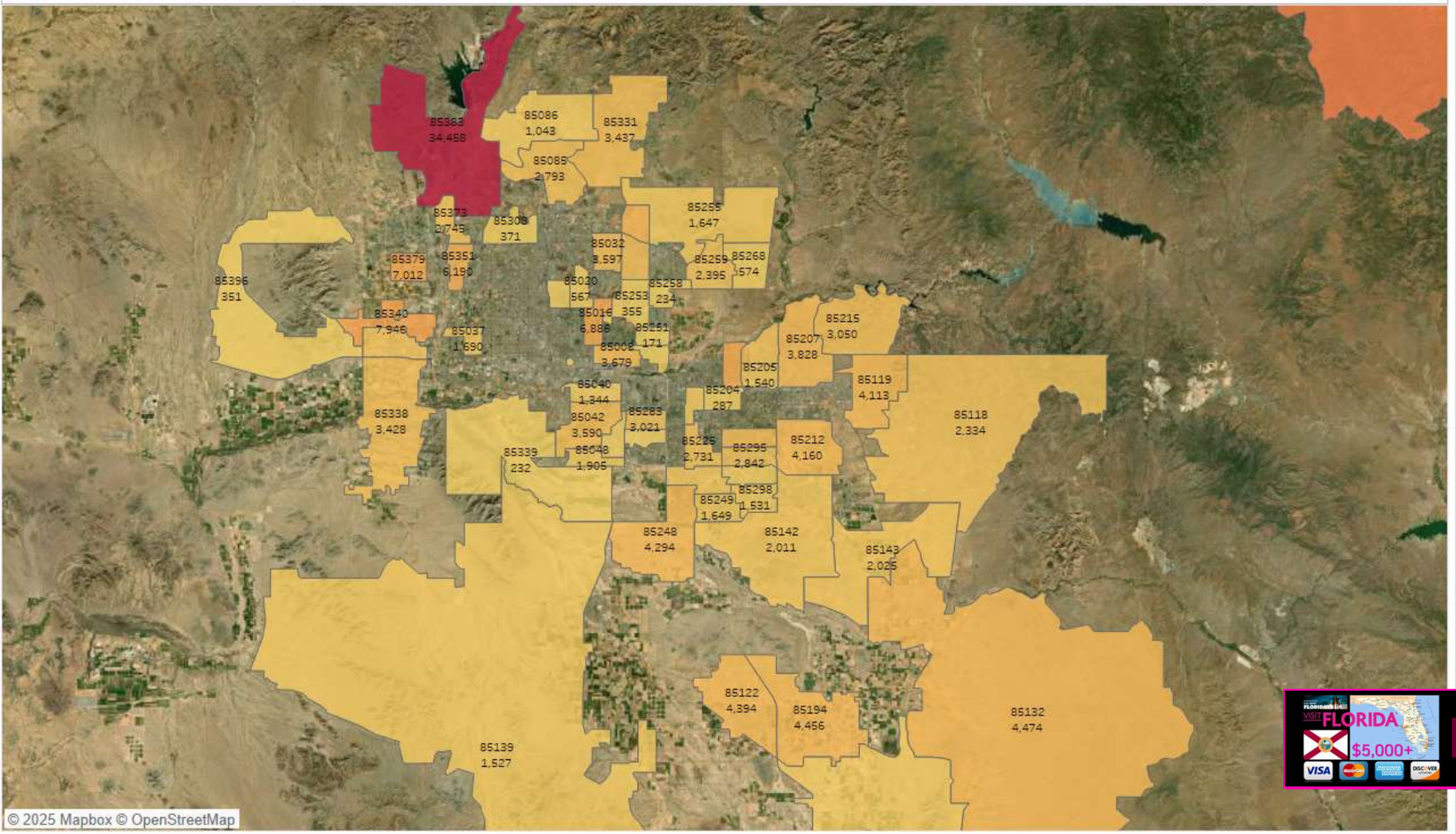
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)



SUM(Adults 18 or older ...

33 34,458

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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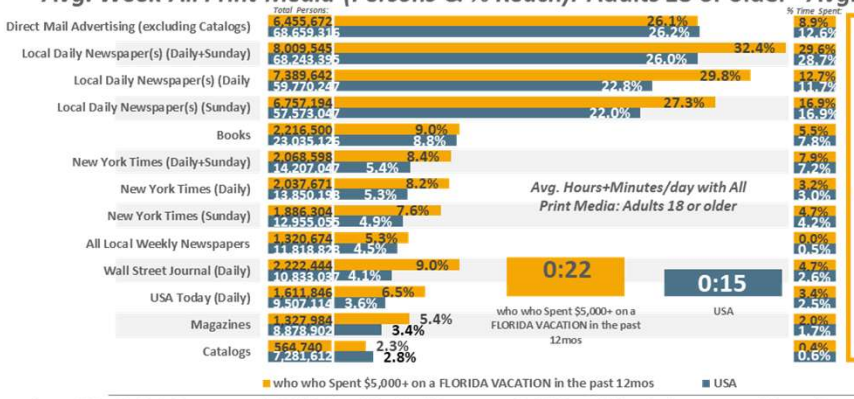
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8,009,545 or 32.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.4% of all time spent daily with All forms of Print

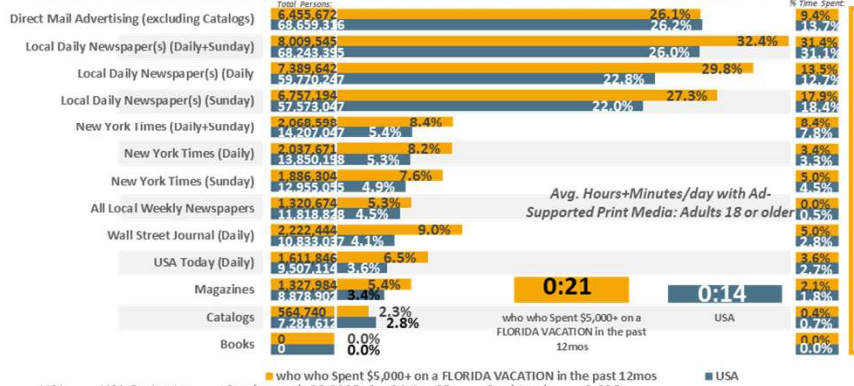
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



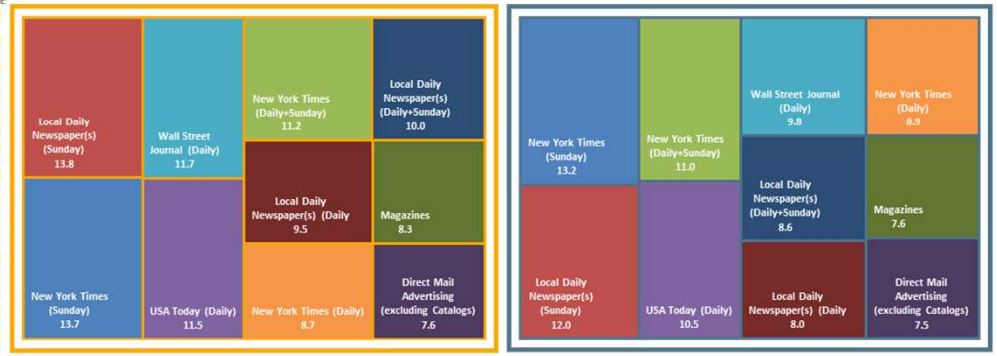
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

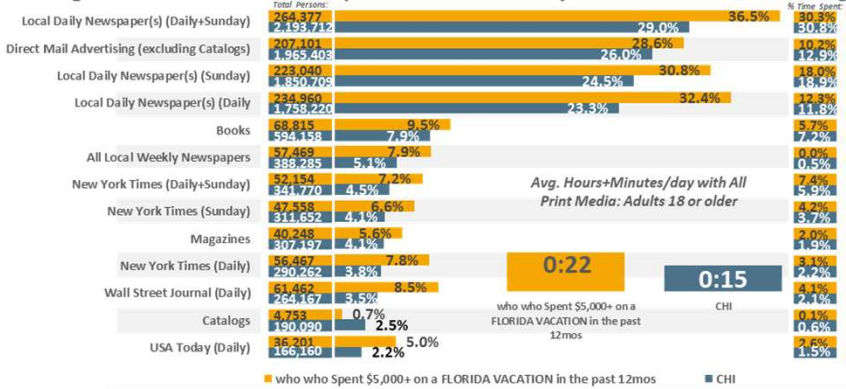
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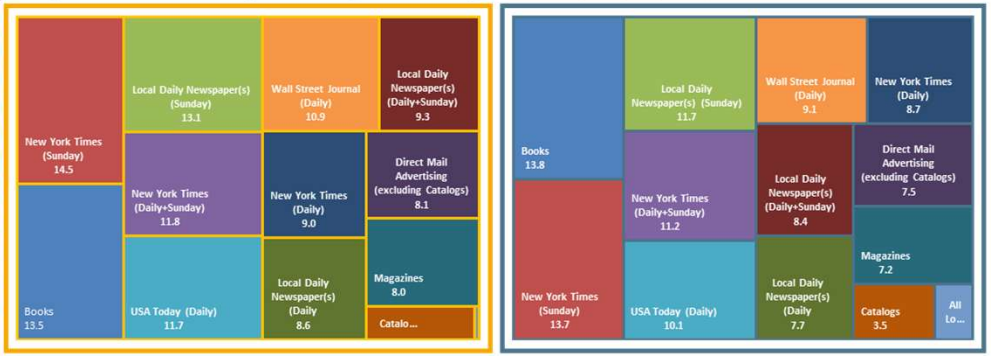


264,377 or 36.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 32.1% of all time spent daily with All forms of Print M

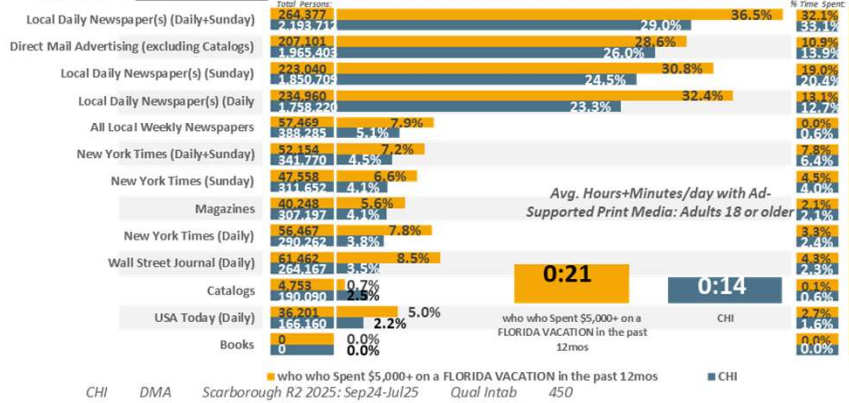
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 450

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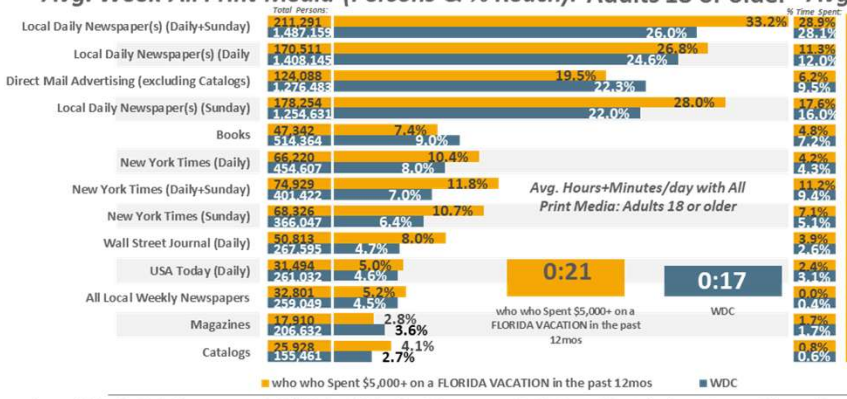
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[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

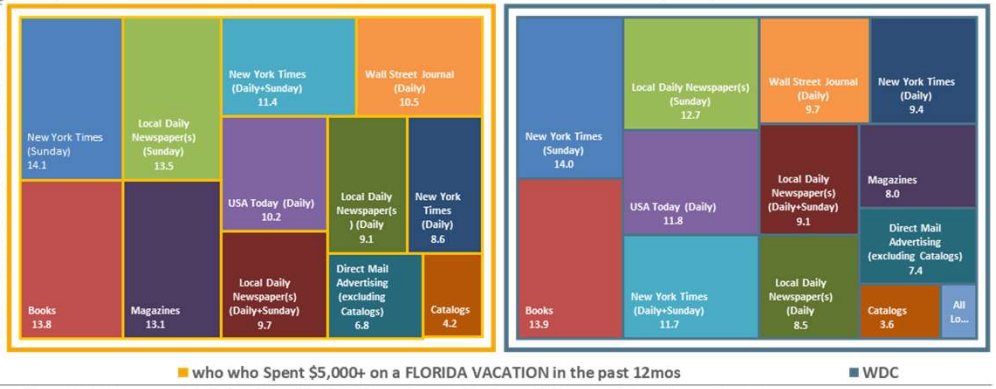


211,291 or 33.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.3% of all time spent daily with All forms of Print M

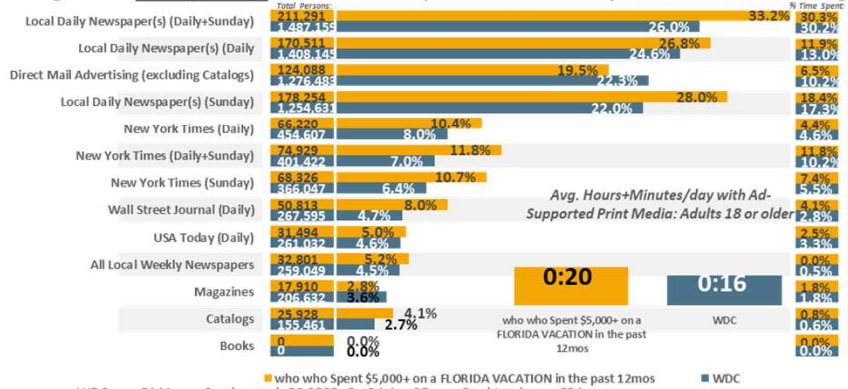
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



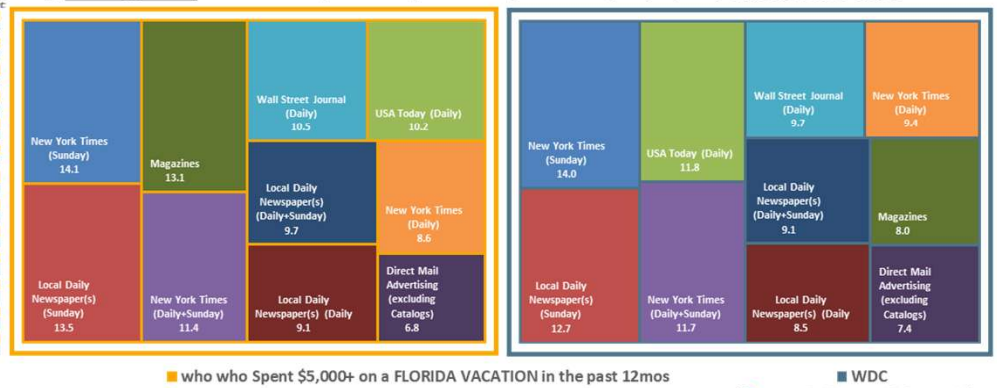
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Oct24-Aug25 Qual Intab 694

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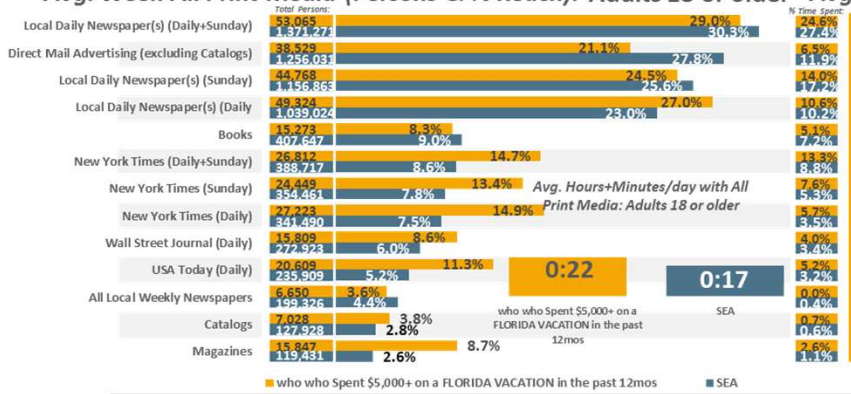
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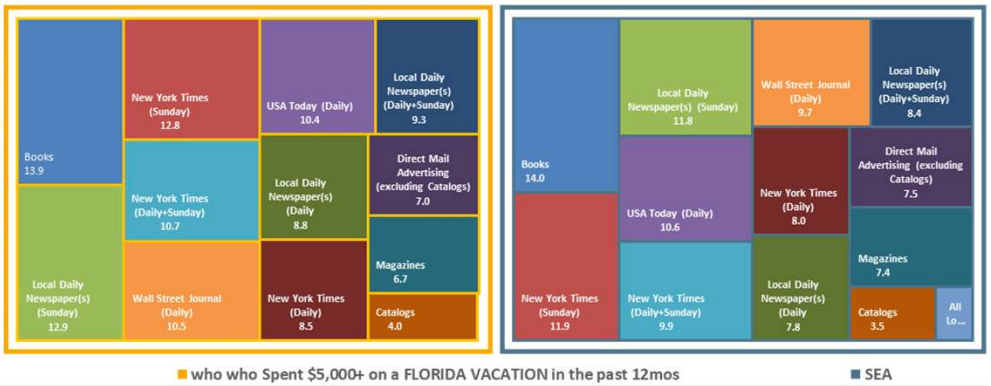


53,065 or 29.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 26.% of all time spent daily with All forms of Print Medi

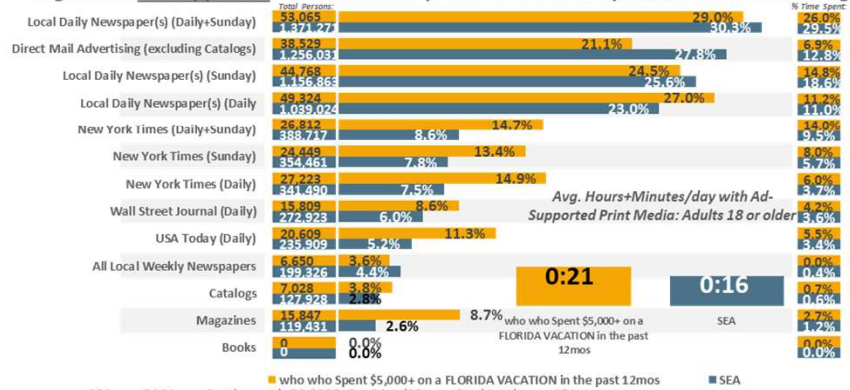
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



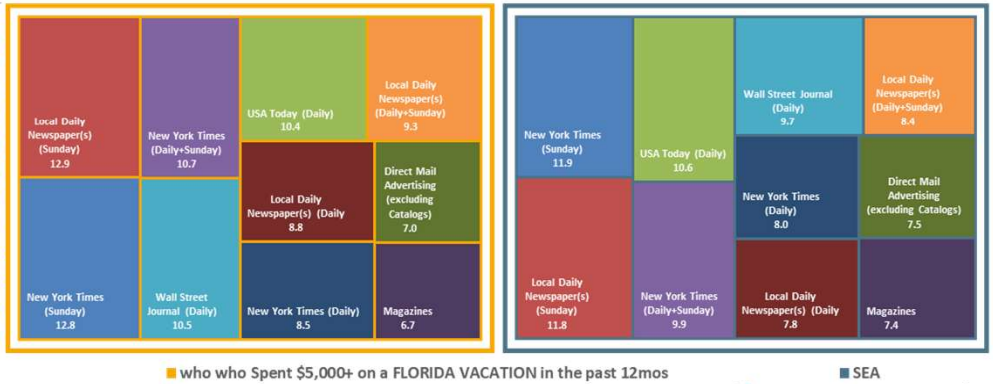
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 181

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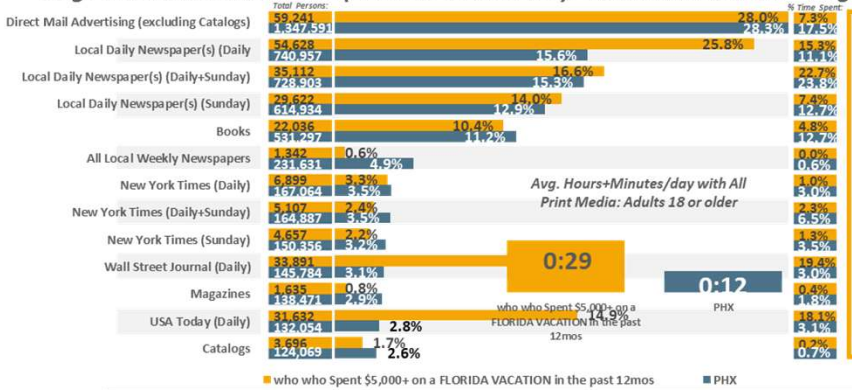
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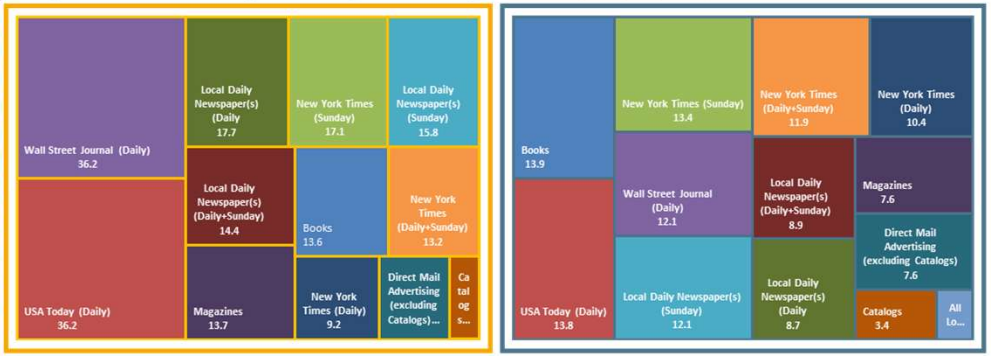


35,112 or 16.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.4 minutes every day representing 23.8% of all time spent daily with All forms of Print M

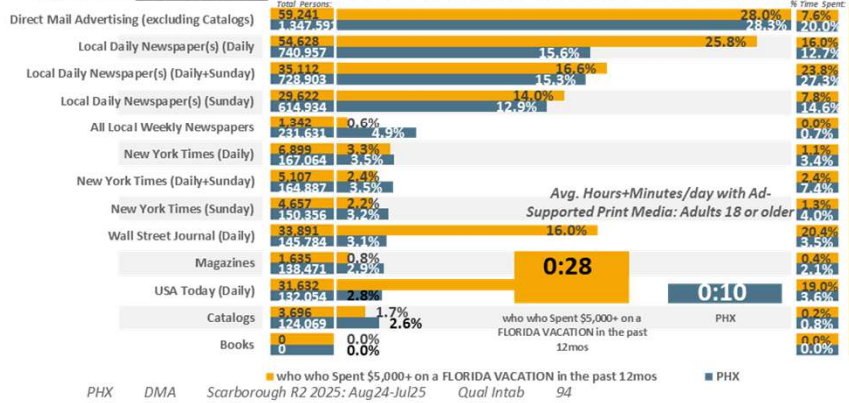
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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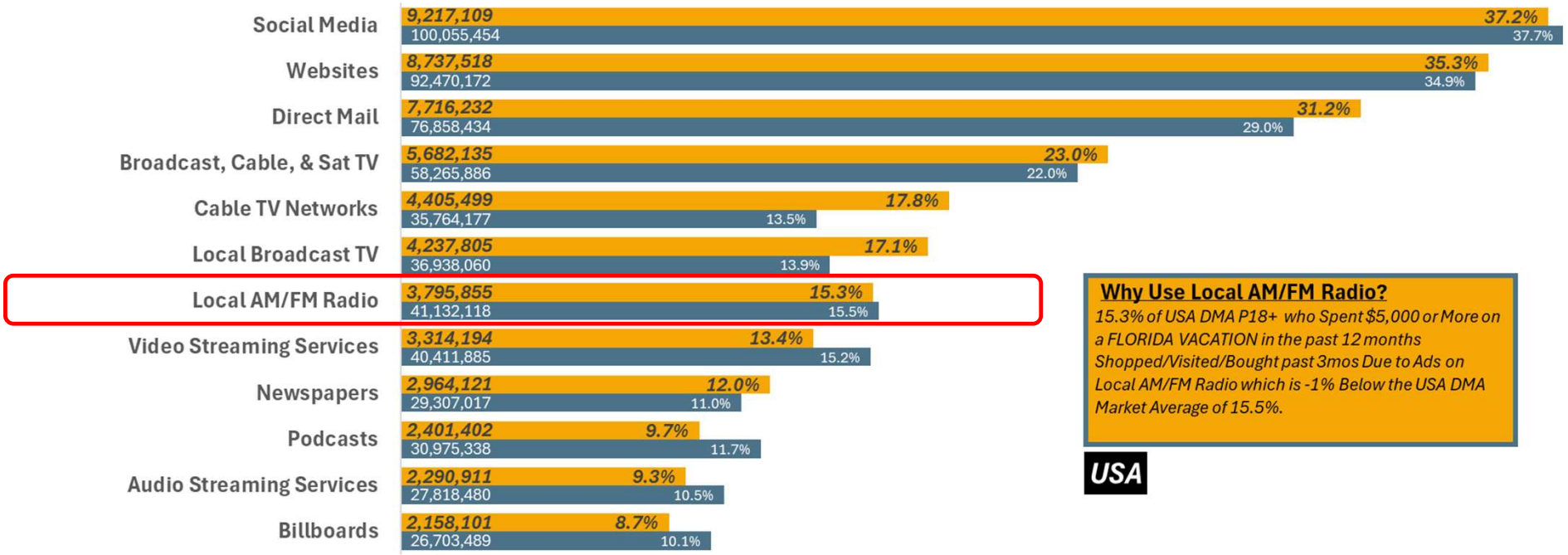
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"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of USA DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.5%.

USA

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 2830

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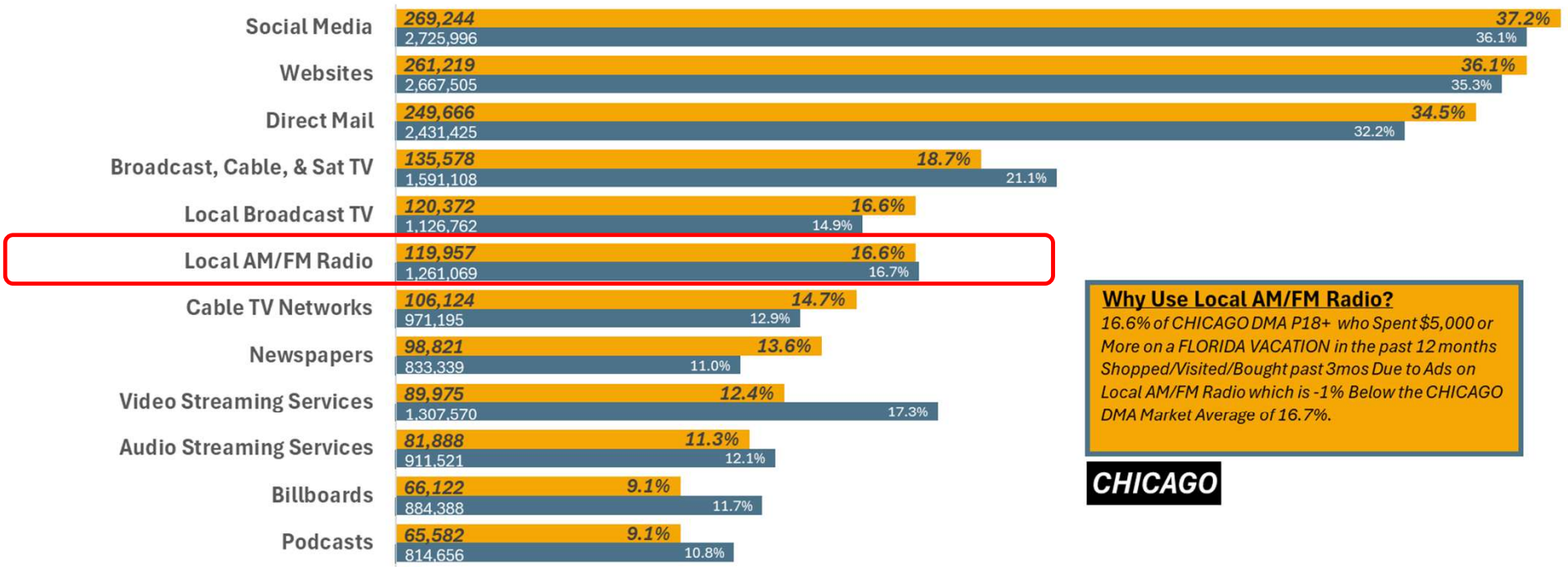
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"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of CHICAGO DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 450

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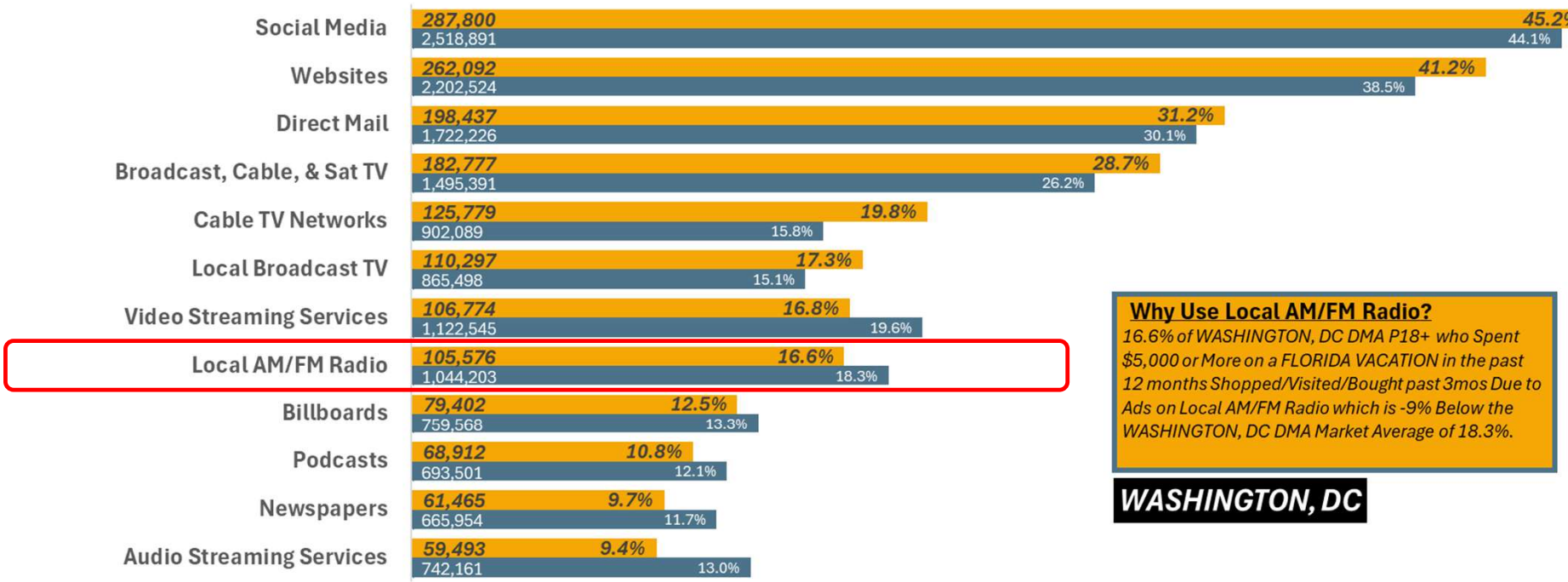
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"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of WASHINGTON, DC DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 694

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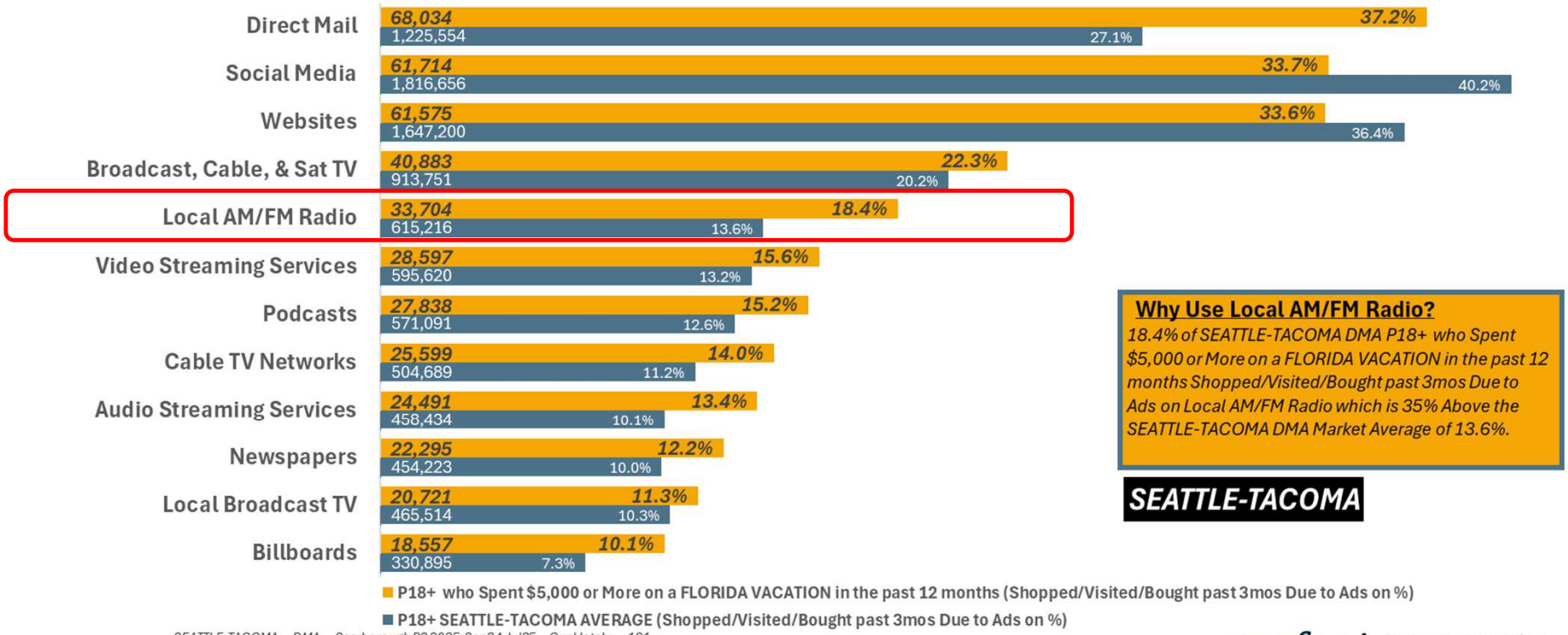
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"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.4% of SEATTLE-TACOMA DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 35% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 181

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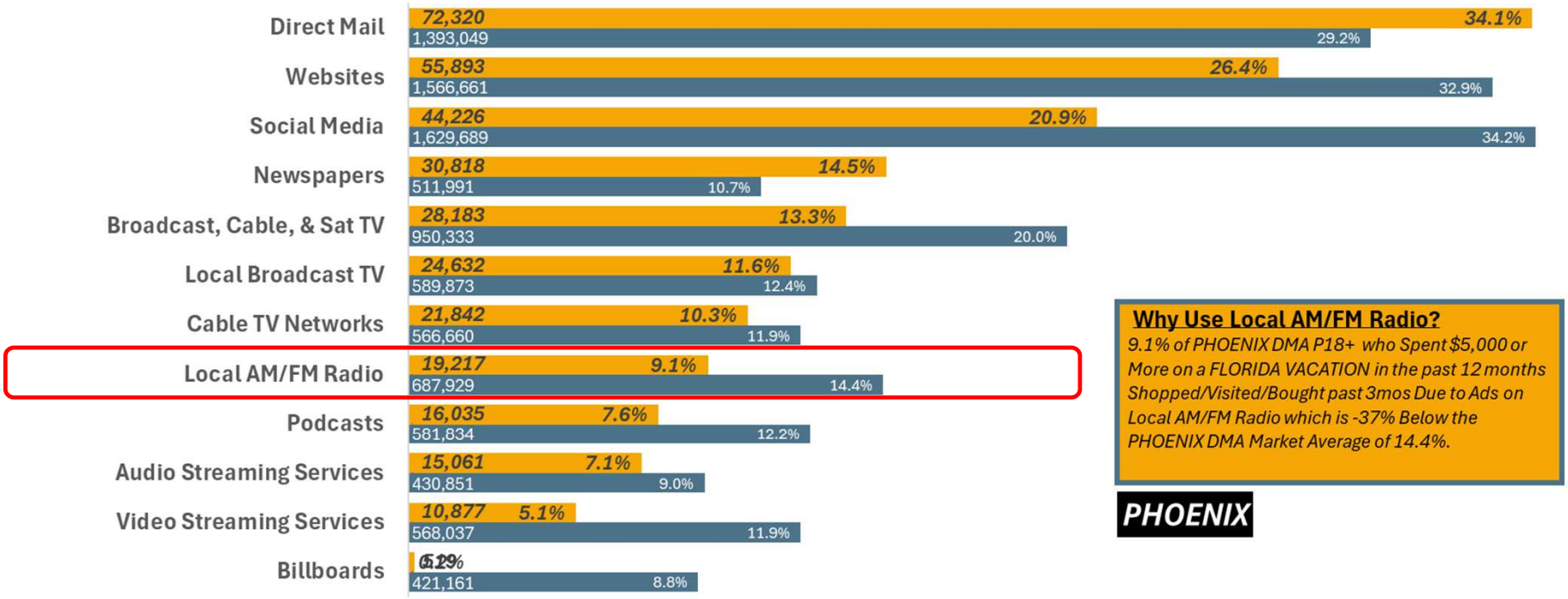
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"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.1% of PHOENIX DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 94

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