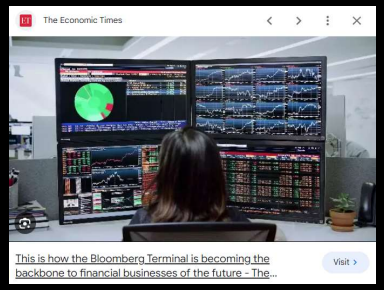
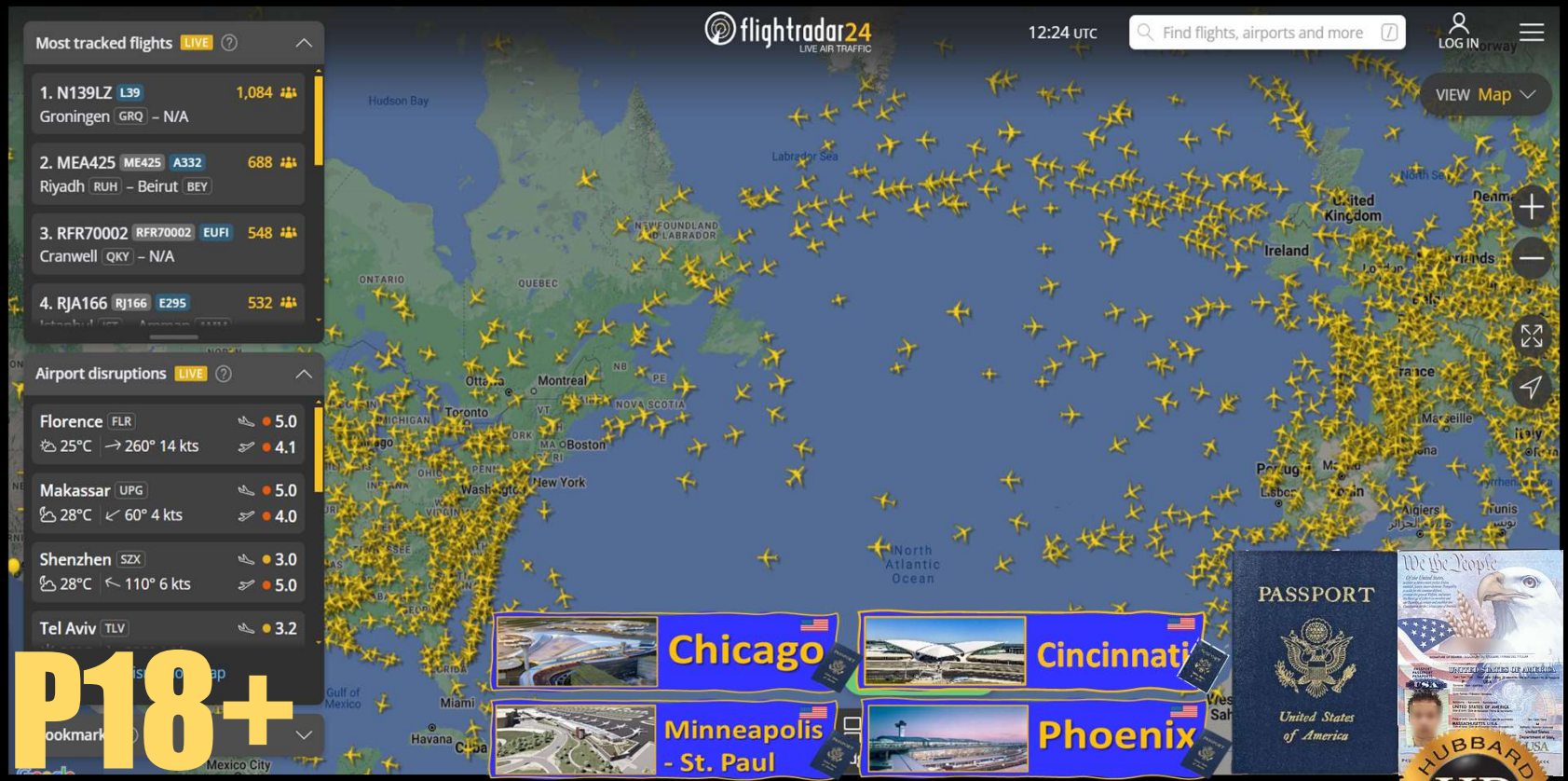
USA+4 DMAs - P18+ past 12mo Vacation Air Travelers to EUROPE!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ and Chicago, Cincinnati, Minneapolis-St. Paul, and Phoenix DMA P18+ who Flew to EUROPE in the past 12 months for a Personal and/or Vacation Trip as of April 2024!





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

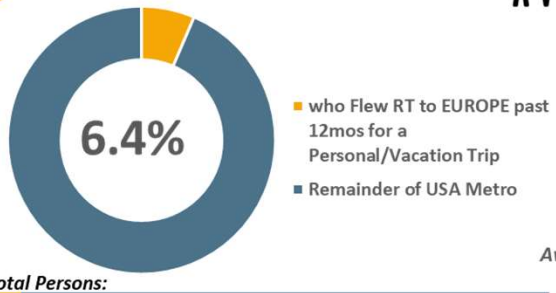
[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

HUBBARD BROADCASTING INC. HB INC.

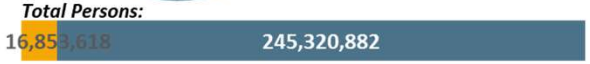


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 46.8 years old (4.1% younger than average) and have a $134,750 (50.3% higher than average) annual household…

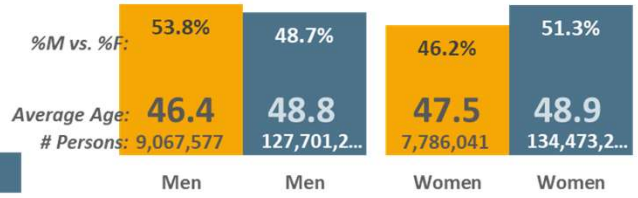
Percent of Market: Adults 18 or older



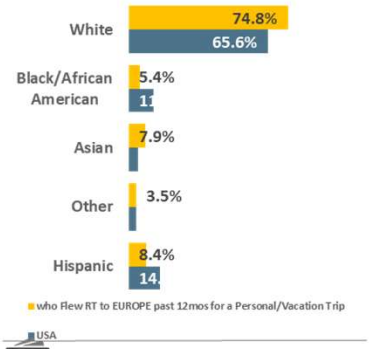
Total Persons:



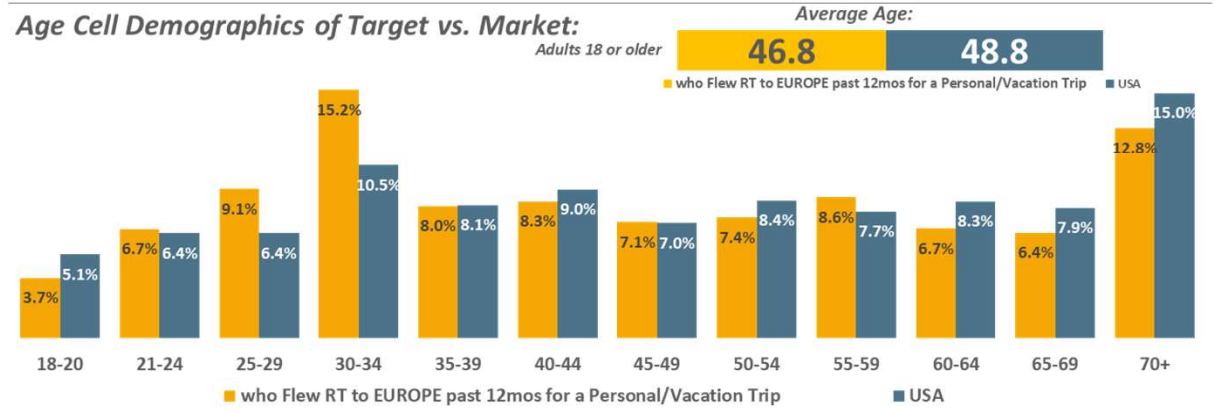
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

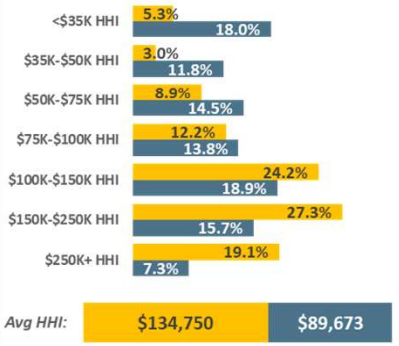


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764

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

HHI of Target vs. Market:



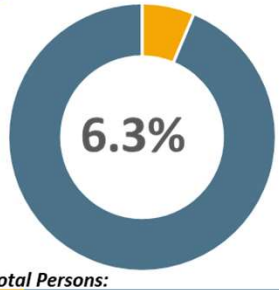
Avg HHI: $134,750 $89,673

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



6.3% or 478,879 of CHI DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 45.3 years old (6.6% younger than average) and have a $151,848 (48.2% higher than average) annual household…

Percent of Market: Adults 18 or older



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

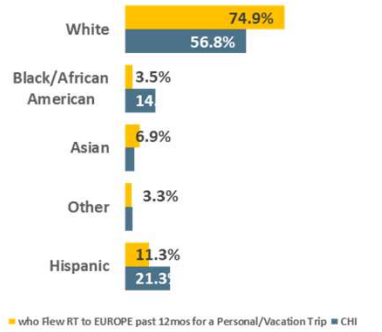
Total Persons:

478,879 | 7,078,317

Gender of Target vs. Market: Adults 18 or older

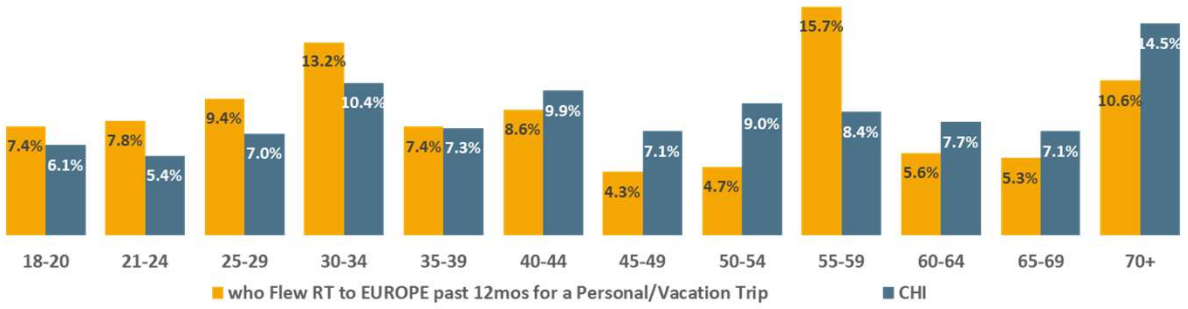
	Men	Men	Women	Women
%M vs. %F:	55.2%	48.4%	44.8%	51.6%
Average Age:	43.9	48.6	47.1	48.3
# Persons:	264,557	3,657,350	214,322	3,899,846

Ethnicity of Target vs. Market:

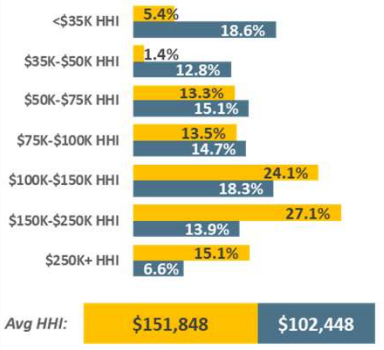


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	45.3	48.4



HHI of Target vs. Market:



Avg HHI:	$151,848	$102,448

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

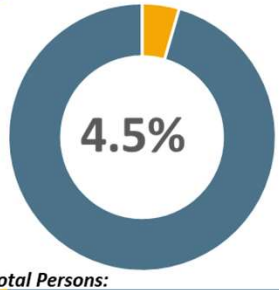
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



4.5% or 85,733 of CIN DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 48.9 years old (.2% older than average) and have a $155,647 (64.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

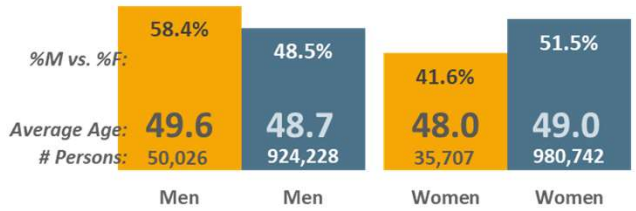


- who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip
- Remainder of CIN DMA

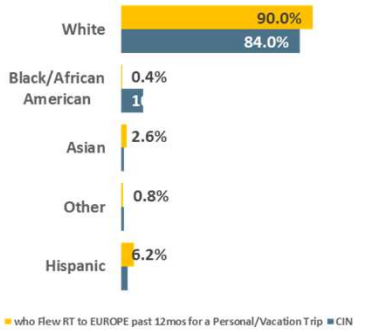
Total Persons:



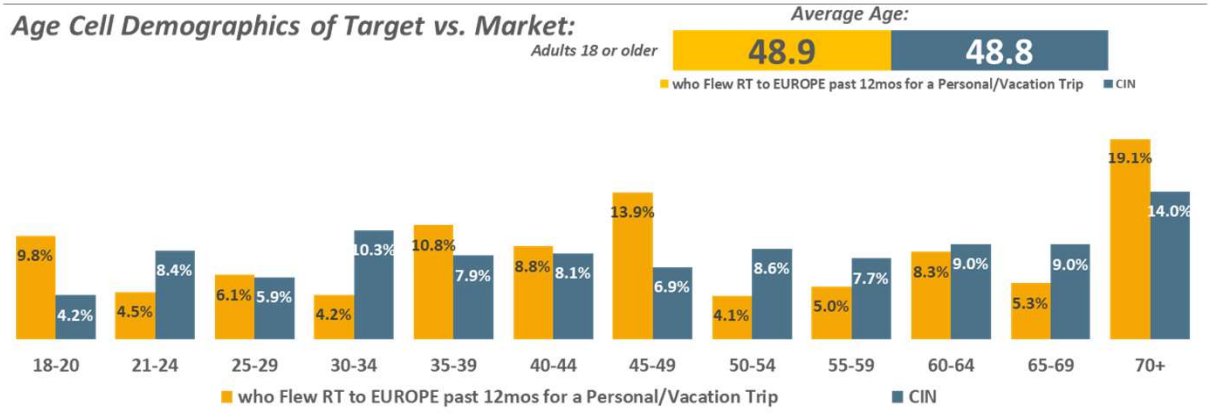
Gender of Target vs. Market: Adults 18 or older



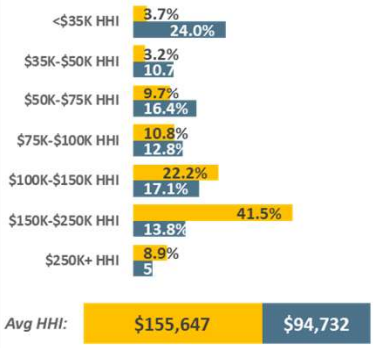
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

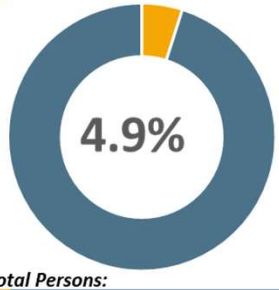
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



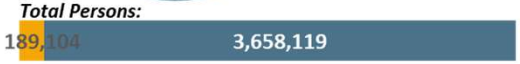
4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 48.6 years old (.4% younger than average) and have a $157,919 (48.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

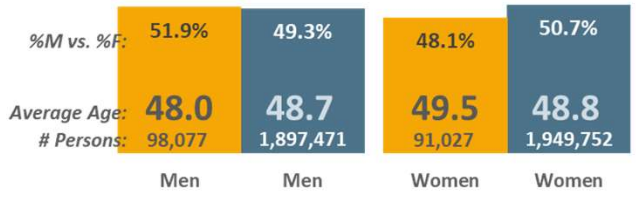


- who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip
- Remainder of MSP DMA

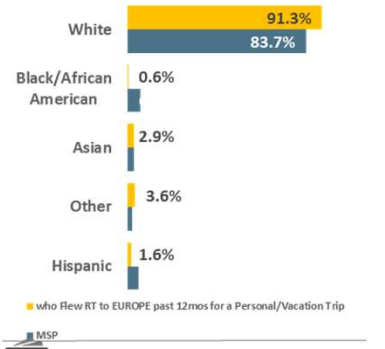
Total Persons:



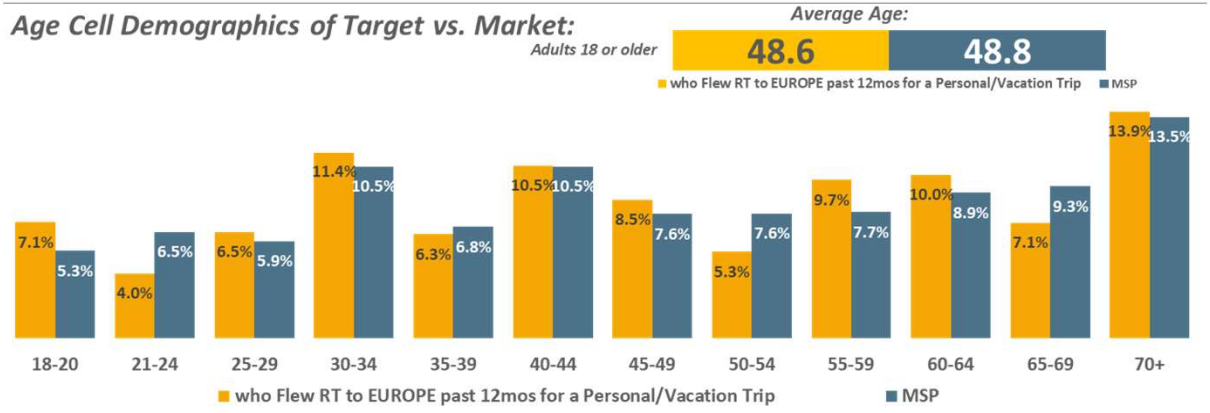
Gender of Target vs. Market: Adults 18 or older



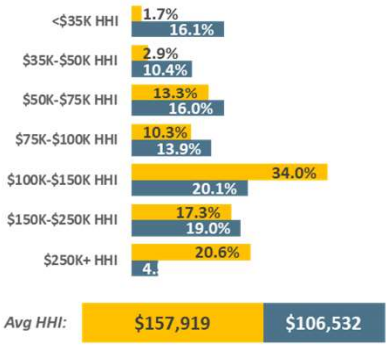
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

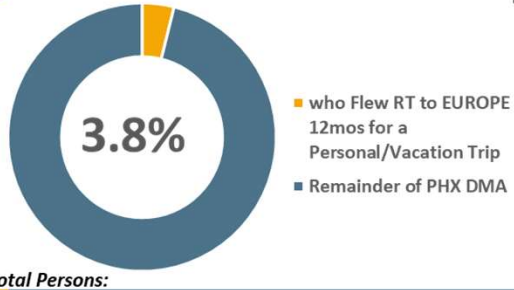
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

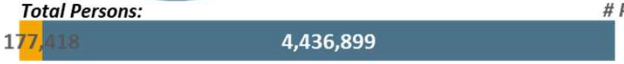


3.8% or 177,418 of PHX DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Typical Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 46.8 years old (4.7% younger than average) and have a $131,897 (41.8% higher than average) annual household…

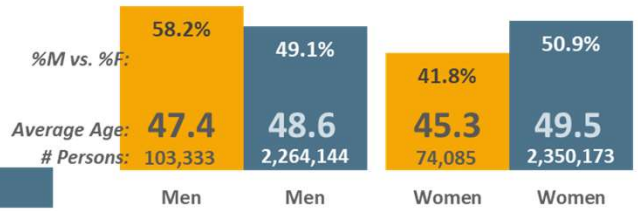
Percent of Market: Adults 18 or older



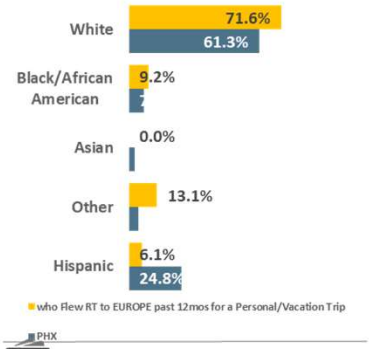
Total Persons:



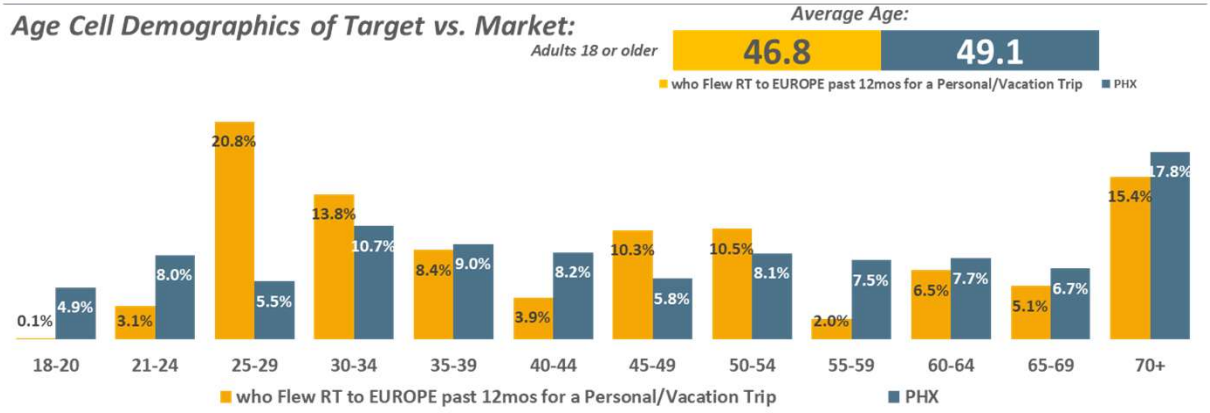
Gender of Target vs. Market: Adults 18 or older



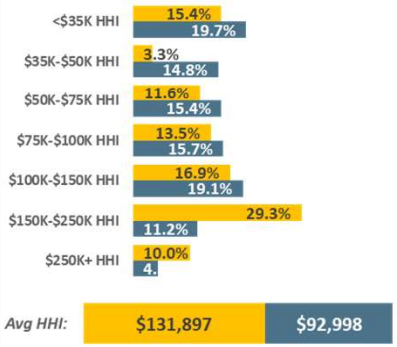
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

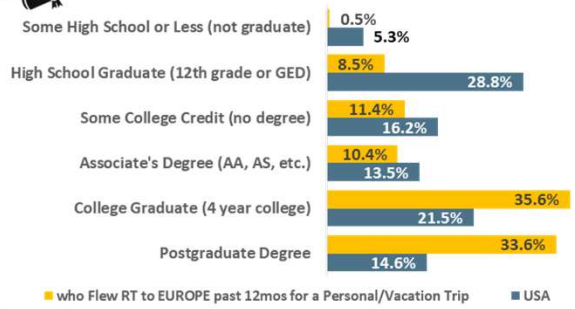
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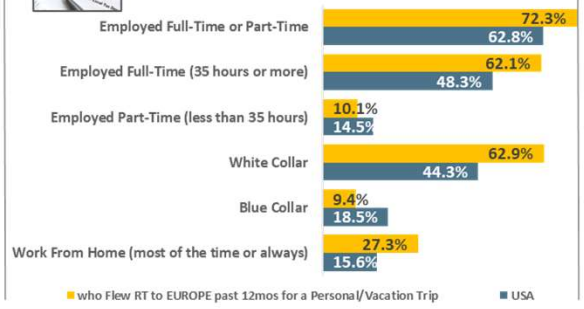


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 91.4% more likely to be a college graduate, 28.7% more likely to work full-time, 12.6% more likely to be married,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

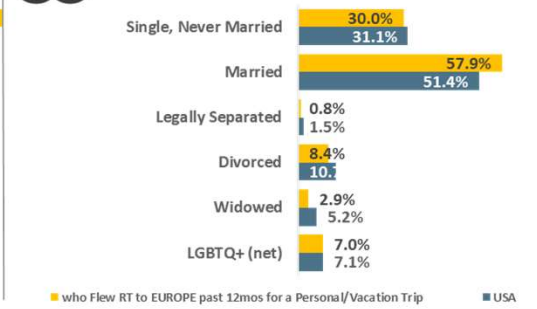
Education Levels: Adults 18 or older



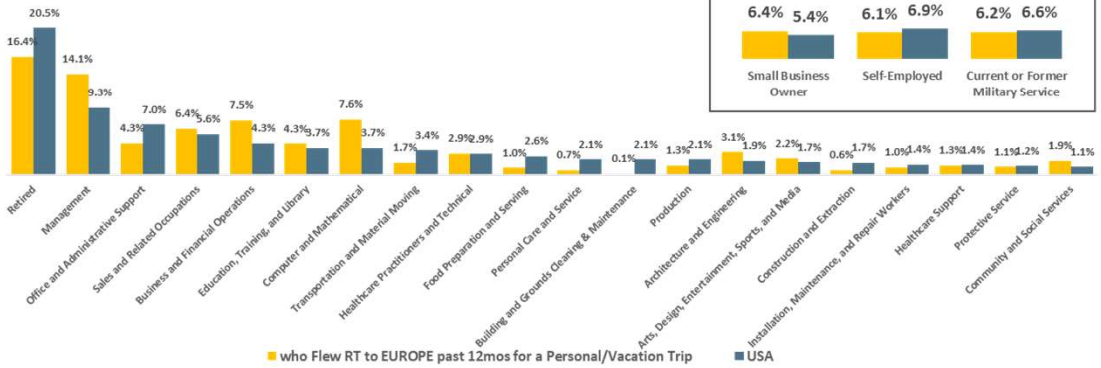
Employment: Adults 18 or older



Marital Status: Adults 18 or older

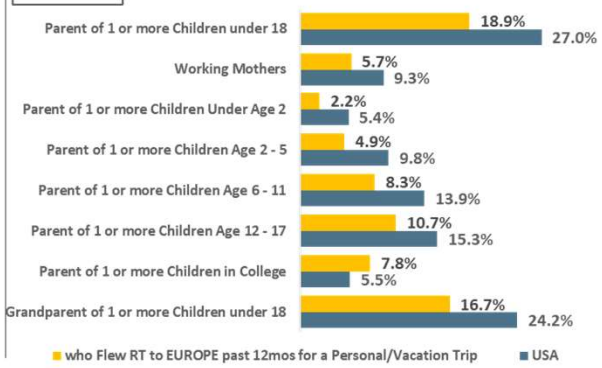


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

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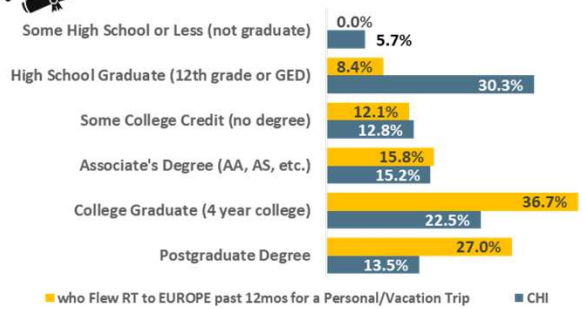
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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

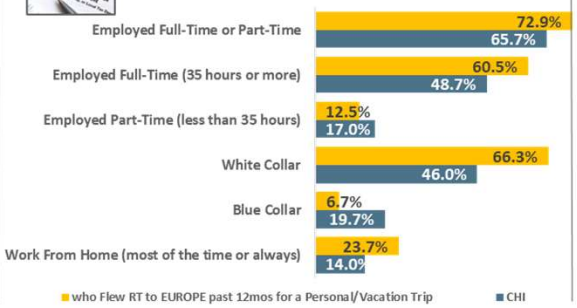


6.3% or 478,879 of CHI DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 77.% more likely to be a college graduate, 24.1% more likely to work full-time, 3.1% more likely to be married, 31.3% less likely to be a parent of 1 or more children und

Education Levels: Adults 18 or older



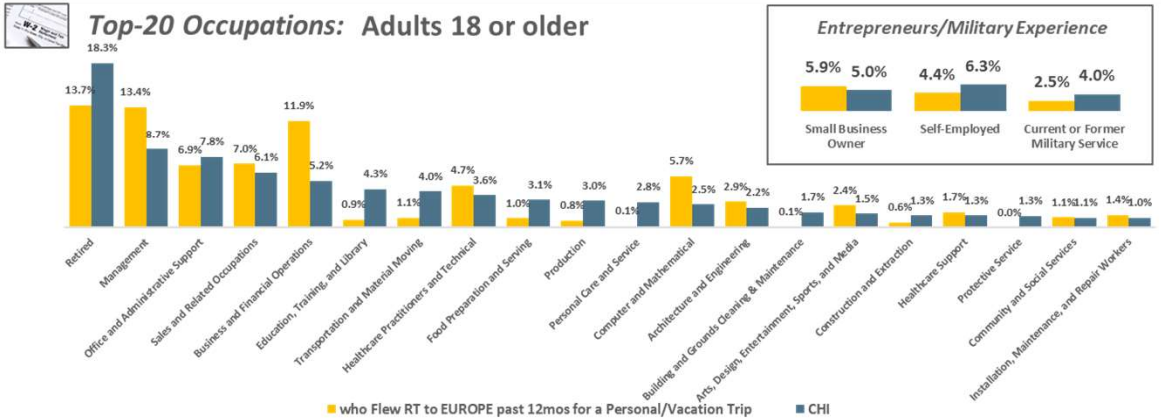
Employment: Adults 18 or older



Marital Status: Adults 18 or older

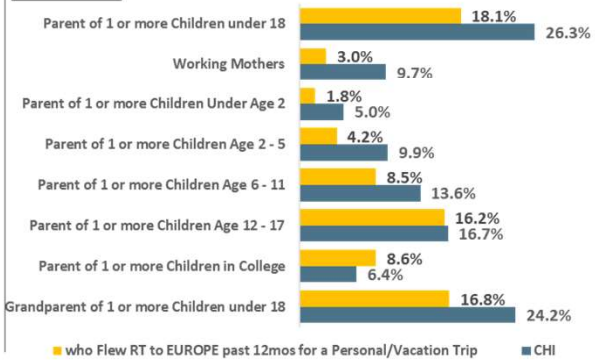


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

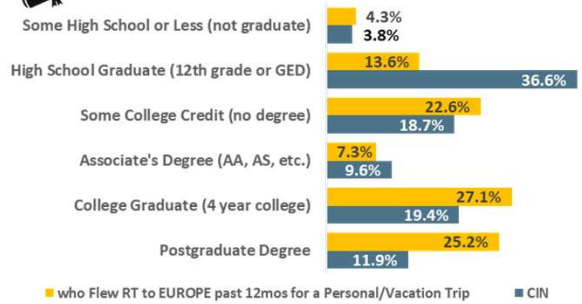
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

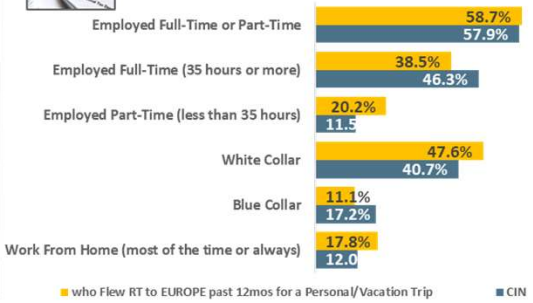


4.5% or 85,733 of CIN DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 66.9% more likely to be a college graduate, 16.9% less likely to work full-time, 28.3% more likely to be married, 24.4% less likely to be a parent of 1 or more children u

Education Levels: Adults 18 or older



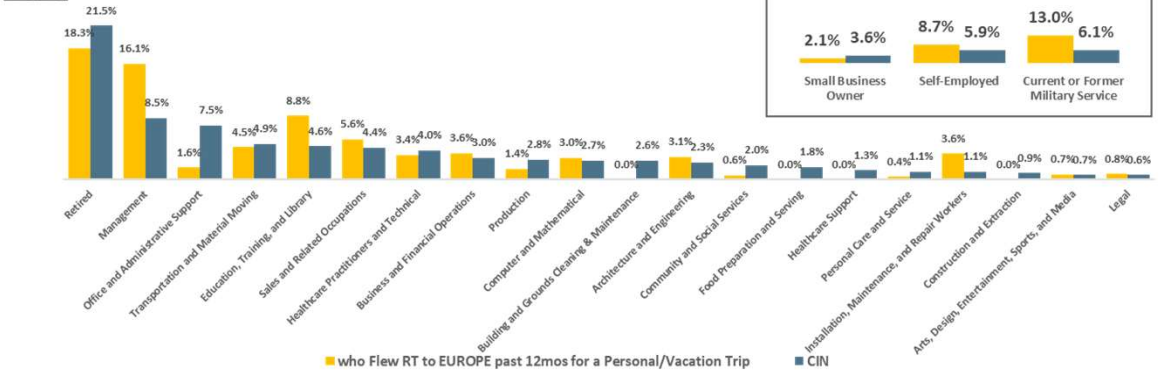
Employment: Adults 18 or older



Marital Status: Adults 18 or older

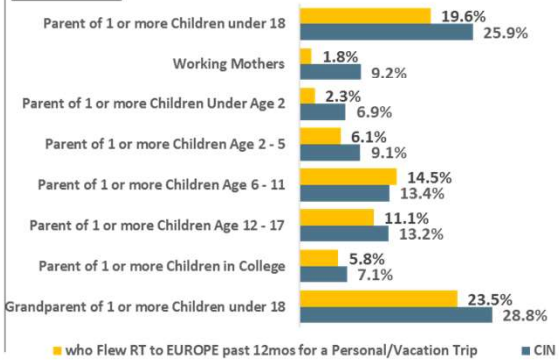


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

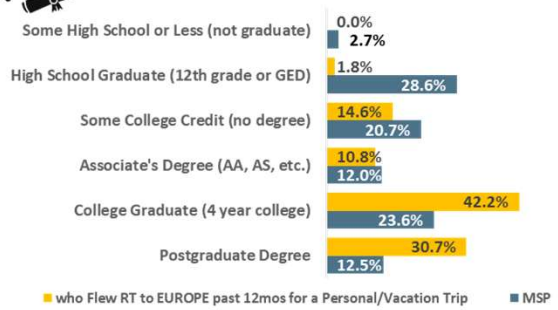
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

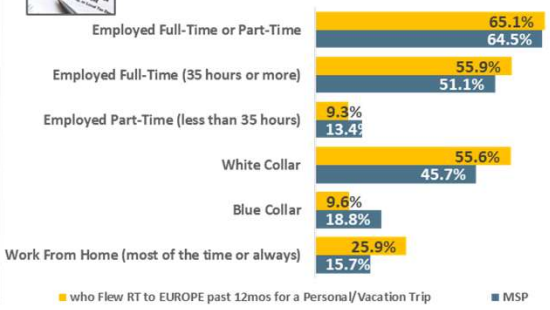


4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 102.% more likely to be a college graduate, 9.4% more likely to work full-time, 19.% more likely to be married, 9.9% less likely to be a parent of 1 or more children unde

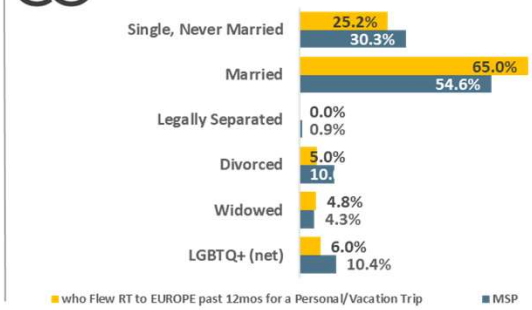
Education Levels: Adults 18 or older



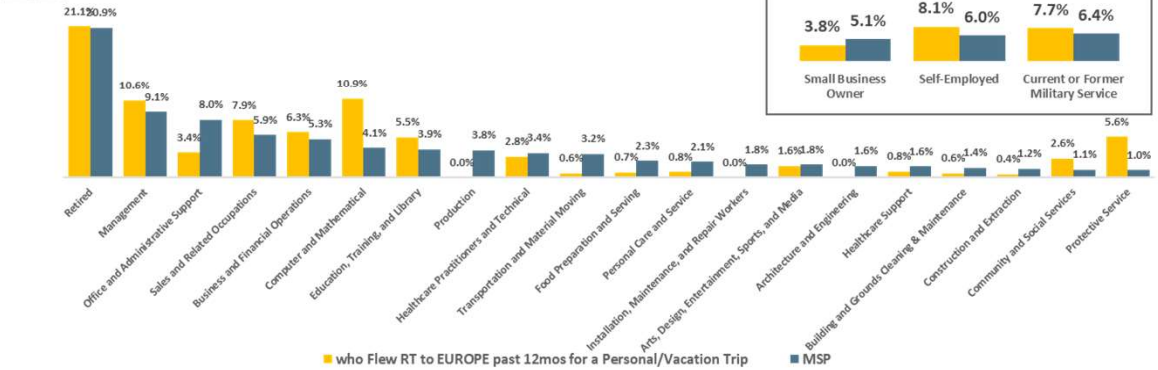
Employment: Adults 18 or older



Marital Status: Adults 18 or older

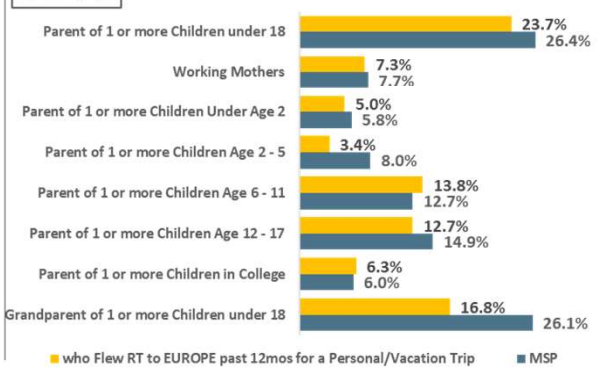


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

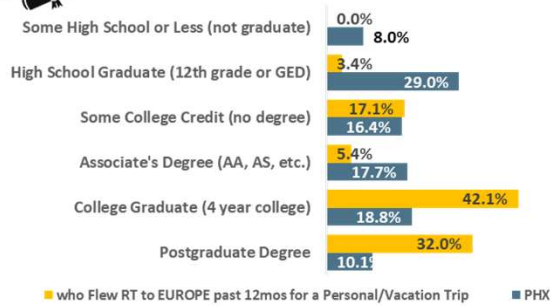
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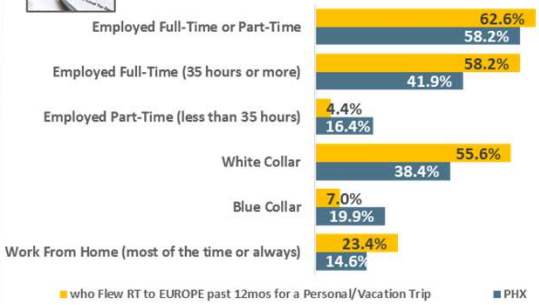


3.8% or 177,418 of PHX DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 157.2% more likely to be a college graduate, 39.1% more likely to work full-time, 13.2% more likely to be married, 70.5% less likely to be a parent of 1 or more children

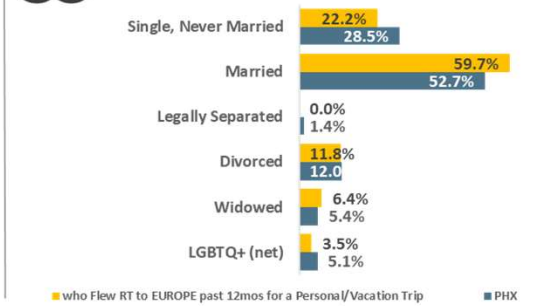
Education Levels: Adults 18 or older



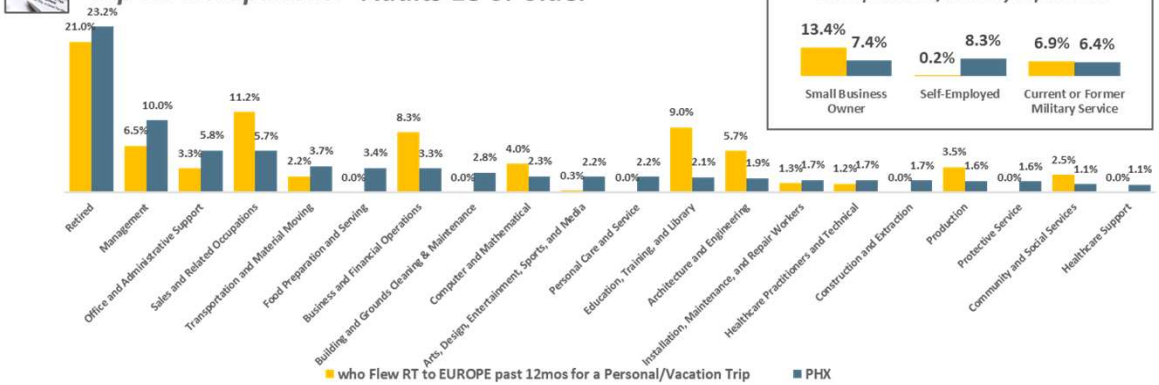
Employment: Adults 18 or older



Marital Status: Adults 18 or older

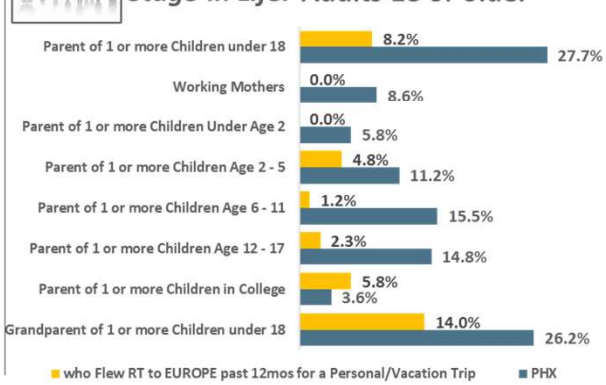


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

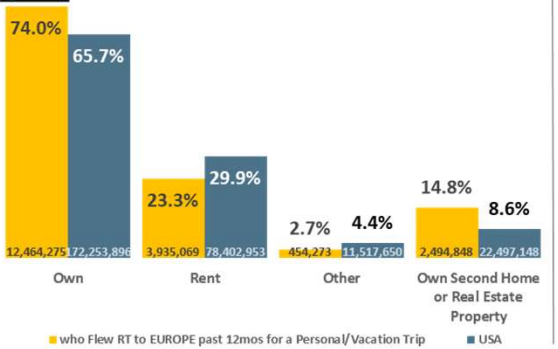
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

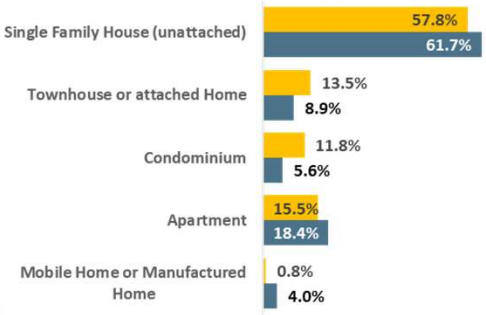


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 12.6% more likely to own their home, 59.8% more likely to own a higher valued home, 6.3% less likely to have a single-family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

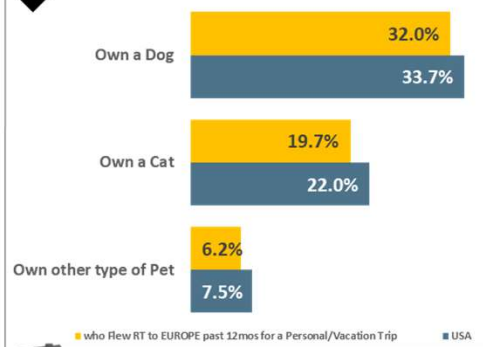
Own/Rent/Other: Adults 18 or older



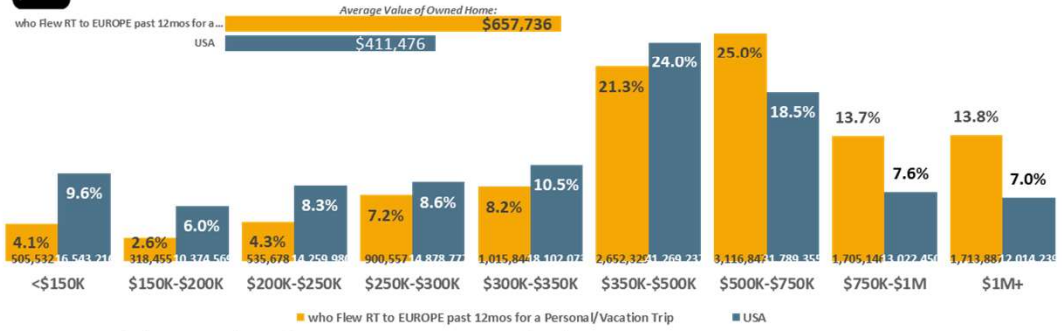
Type of Home: Adults 18 or older



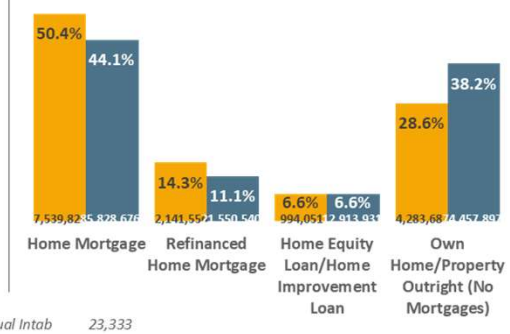
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

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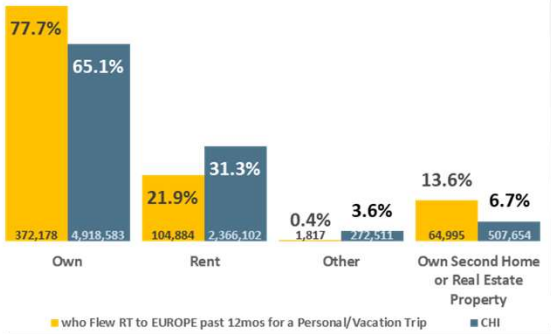
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

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

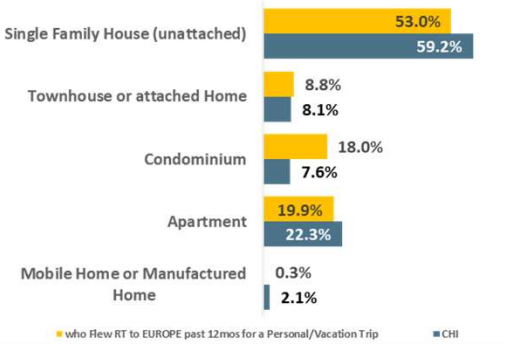


6.3% or 478,879 of CHI DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 19.4% more likely to own their home, 29.9% more likely to own a higher valued home, 10.4% less likely to have a single-family home, 4.1% less likely to have a dog.

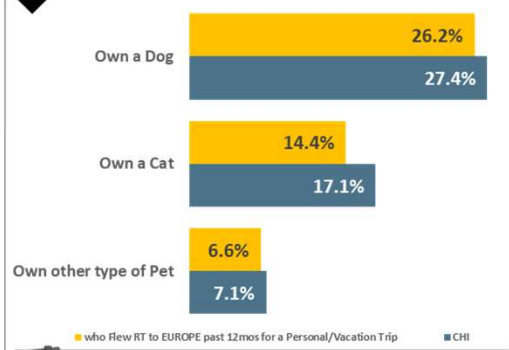
Own/Rent/Other: Adults 18 or older



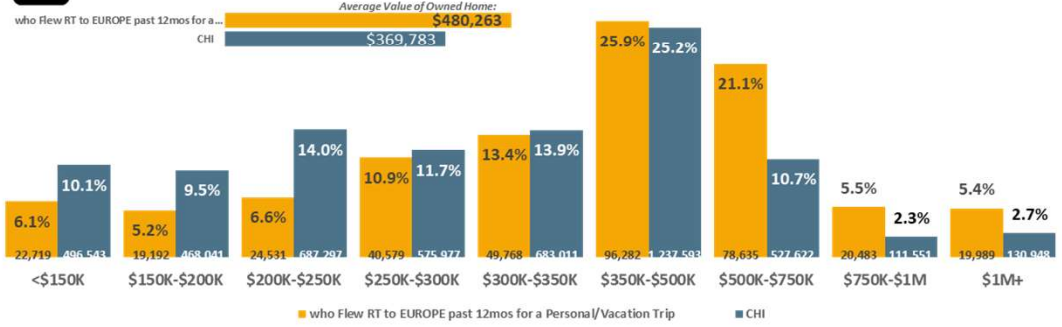
Type of Home: Adults 18 or older



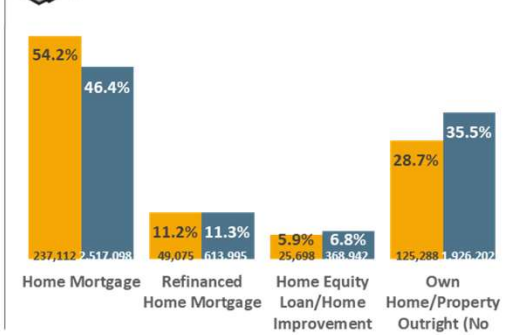
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

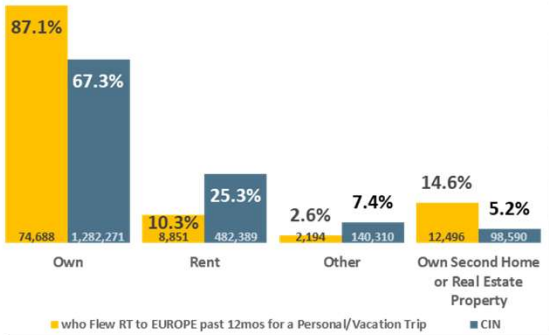
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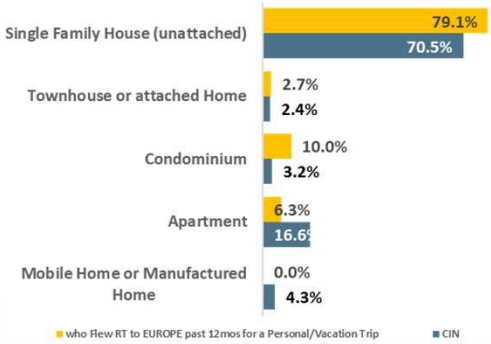


4.5% or 85,733 of CIN DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 29.4% more likely to own their home, 31.9% more likely to own a higher valued home, 12.2% more likely to have a single-family home, 3.8% more likely to have a dog.

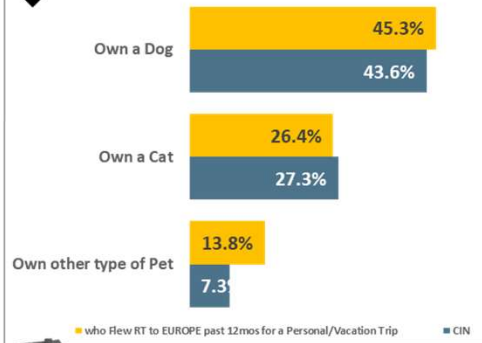
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



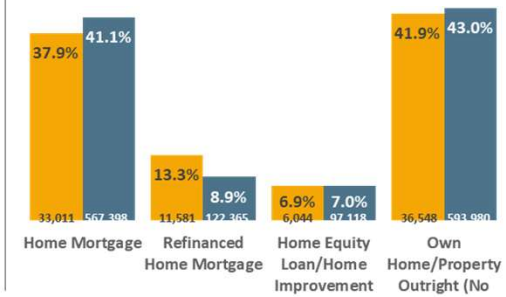
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

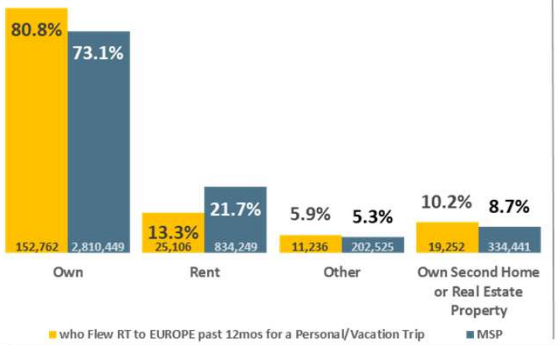
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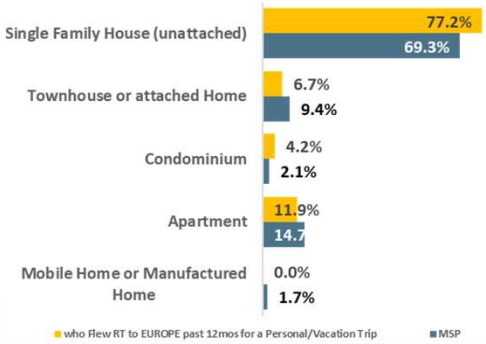


4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 10.6% more likely to own their home, 34.6% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 6.5% less likely to have a dog.

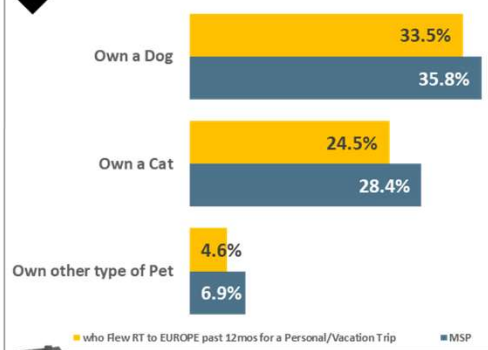
Own/Rent/Other: Adults 18 or older



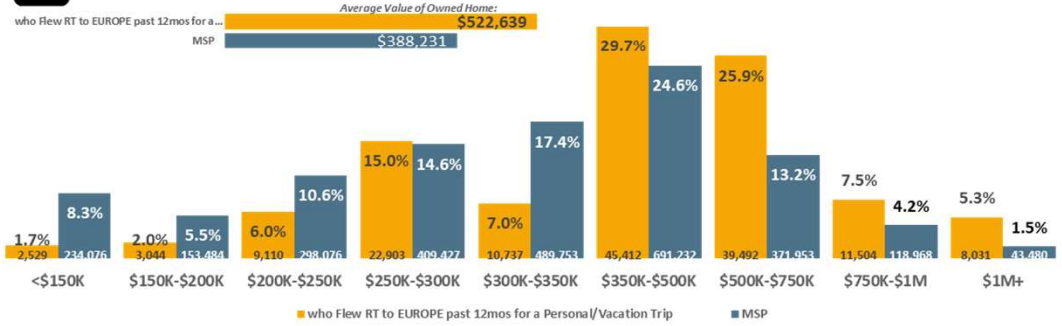
Type of Home: Adults 18 or older



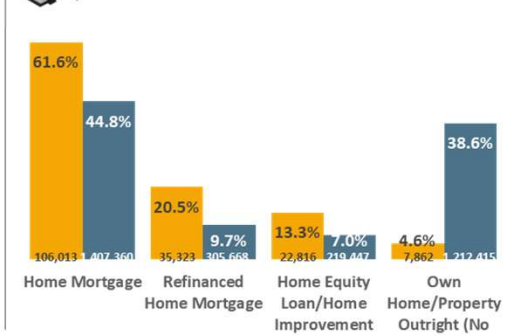
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

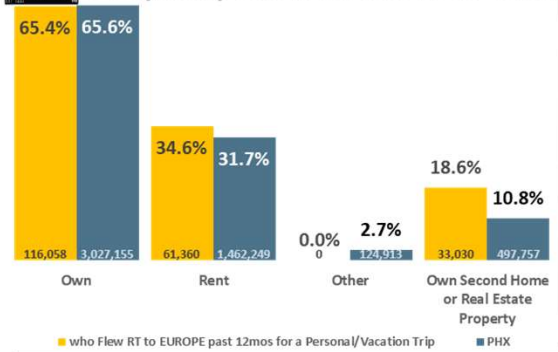
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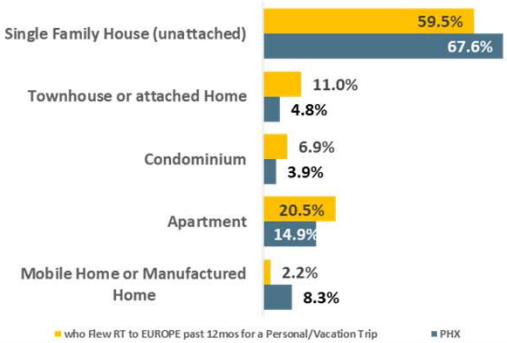


3.8% or 177,418 of PHX DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are .3% less likely to own their home, 17.6% more likely to own a higher valued home, 12.1% less likely to have a single-family home, 6.% less likely to have a dog.

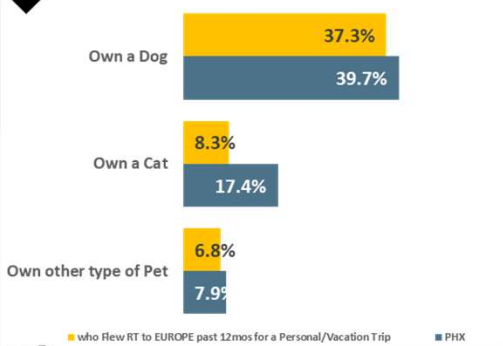
Own/Rent/Other: Adults 18 or older



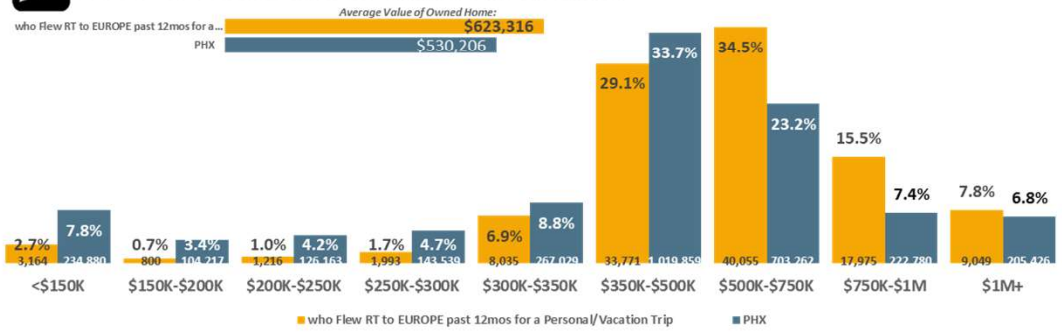
Type of Home: Adults 18 or older



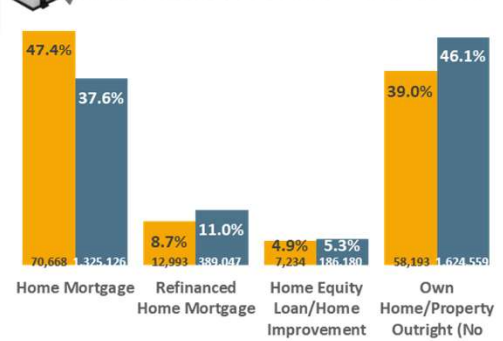
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

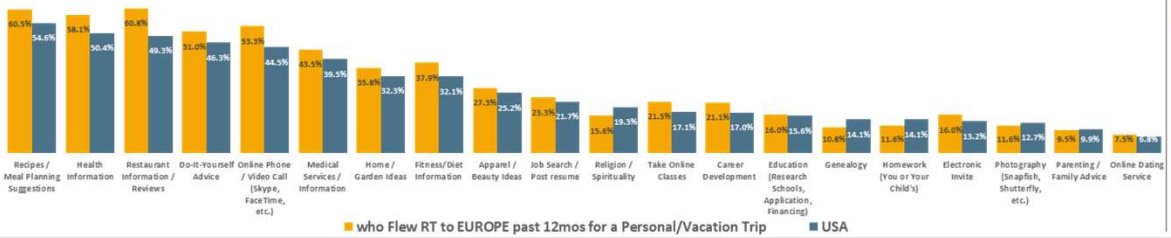
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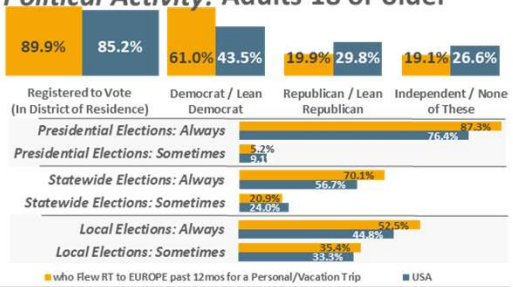


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 10.2% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 78.6% more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

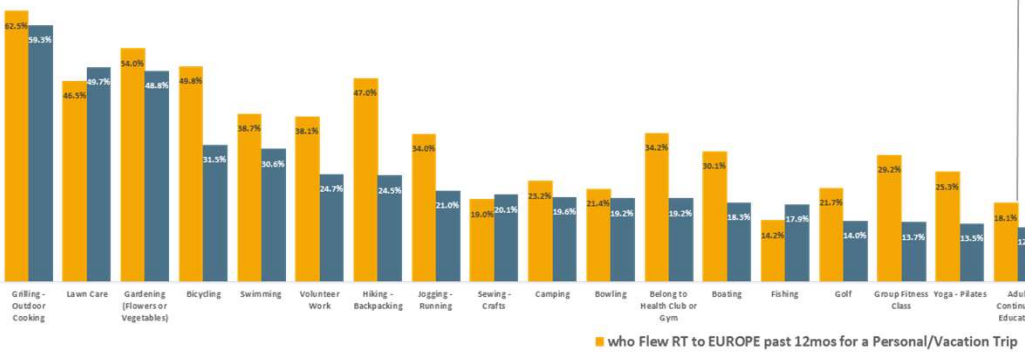
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



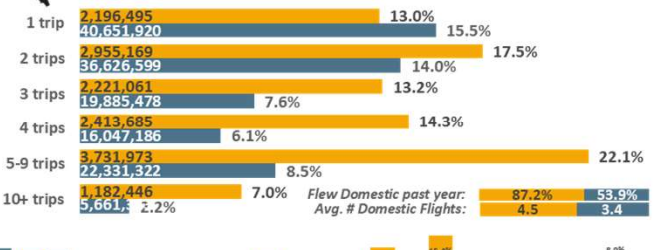
Political Activity: Adults 18 or older

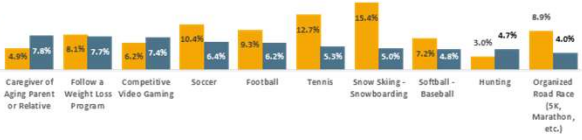


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





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

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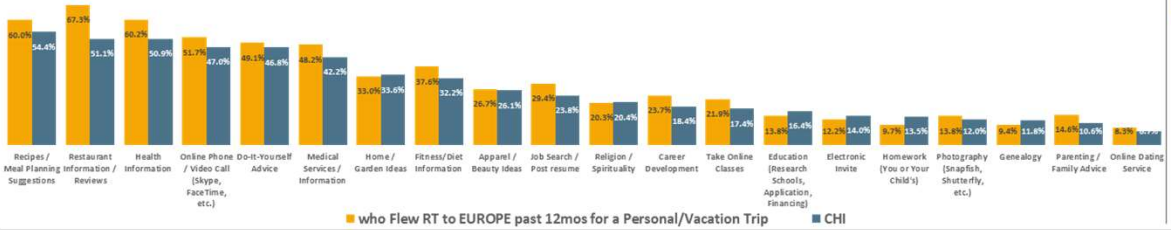
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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

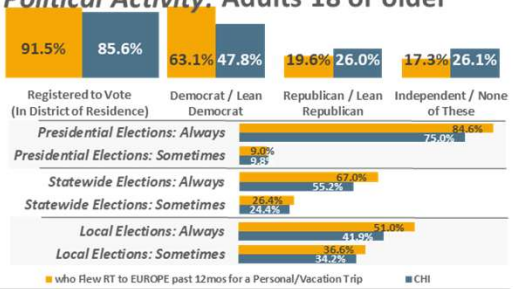


6.3% or 478,879 of CHI DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 4.8% more likely to look up D-I-Y advice online, 21.5% more likely to always vote in local elections, 92.7% more likely to belong to a gym, 53.1% more likely to fly domes

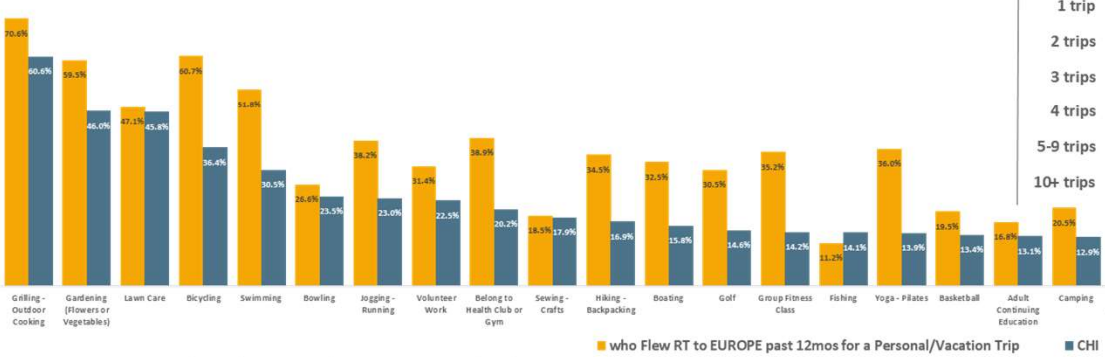
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



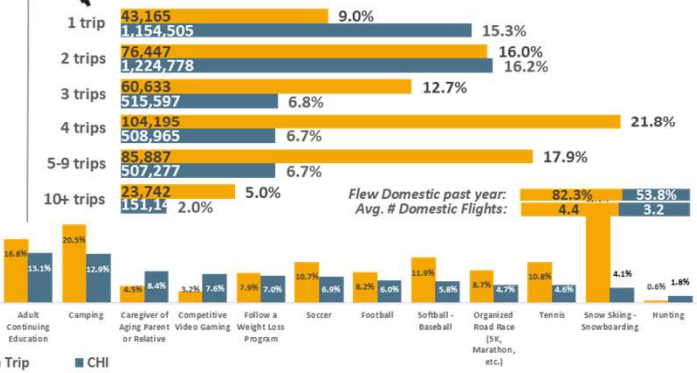
Political Activity: Adults 18 or older



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 R1 2024: Feb23-Mar24 Qual Intab 221

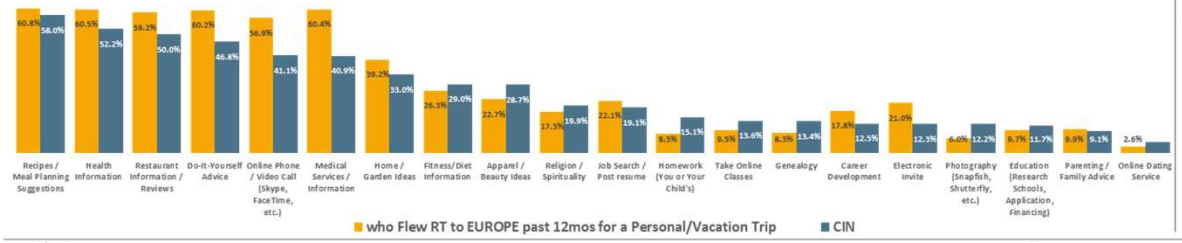
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

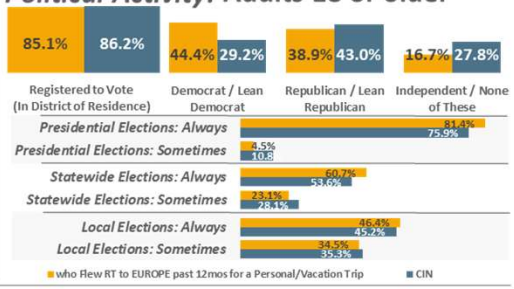


4.5% or 85,733 of CIN DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 28.7% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 153.6% more likely to belong to a gym, 81.5% more likely to fly dome

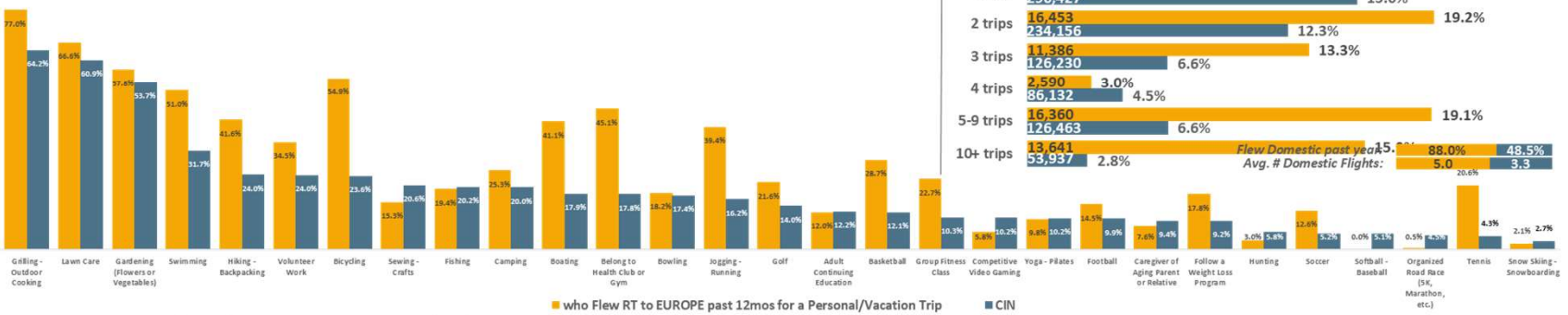
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

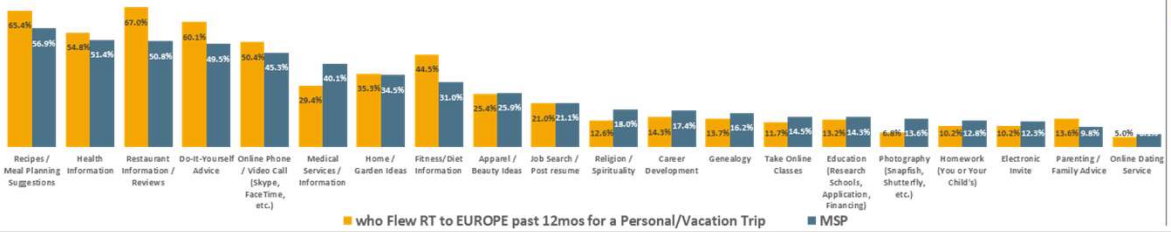
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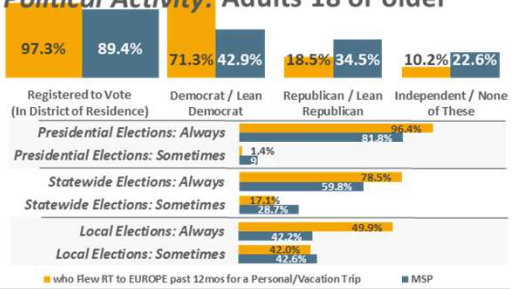


4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 21.5% more likely to look up D-I-Y advice online, 18.4% more likely to always vote in local elections, 8.8% more likely to belong to a gym, 66.5% more likely to fly domes

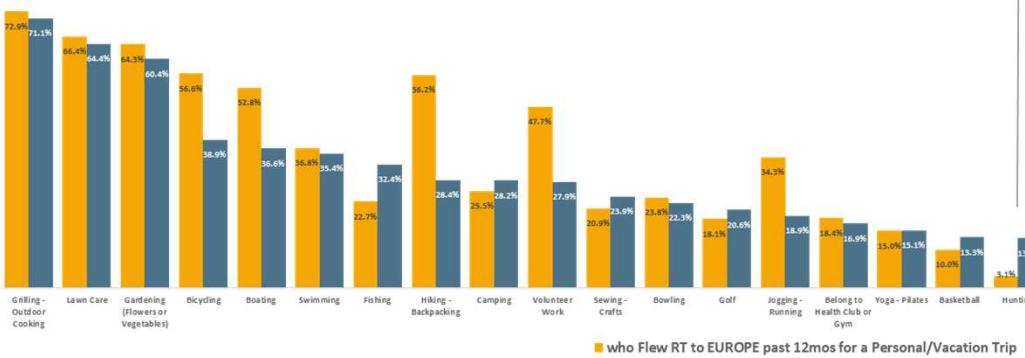
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



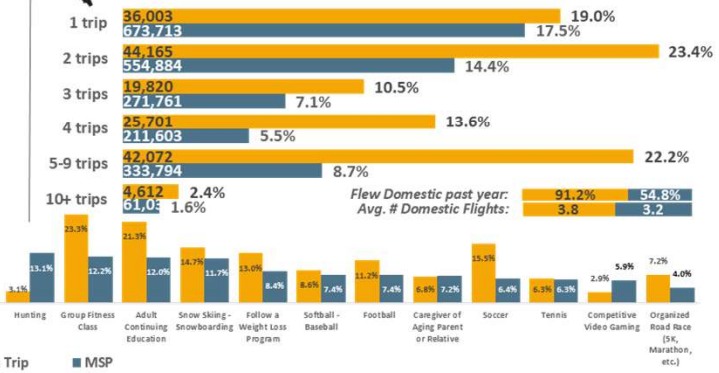
Political Activity: Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

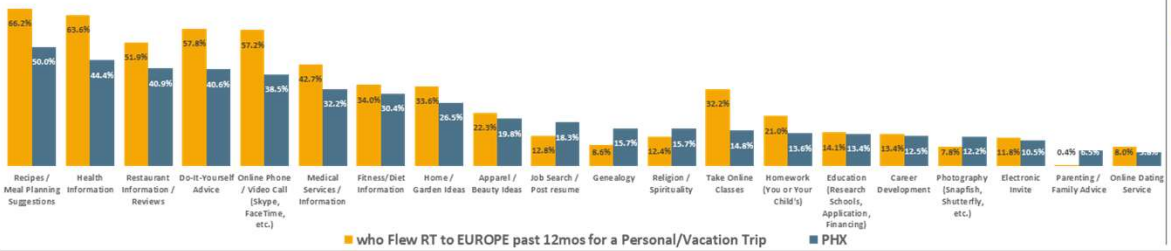
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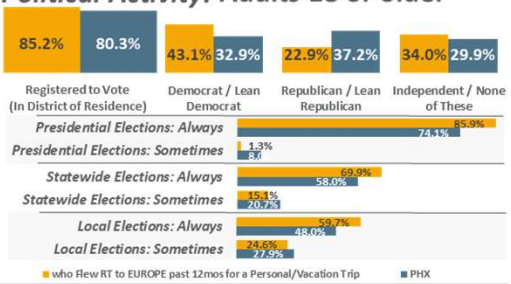


3.8% or 177,418 of PHX DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 42.4% more likely to look up D-I-Y advice online, 24.4% more likely to always vote in local elections, 83.1% more likely to belong to a gym, 97.% more likely to fly domes

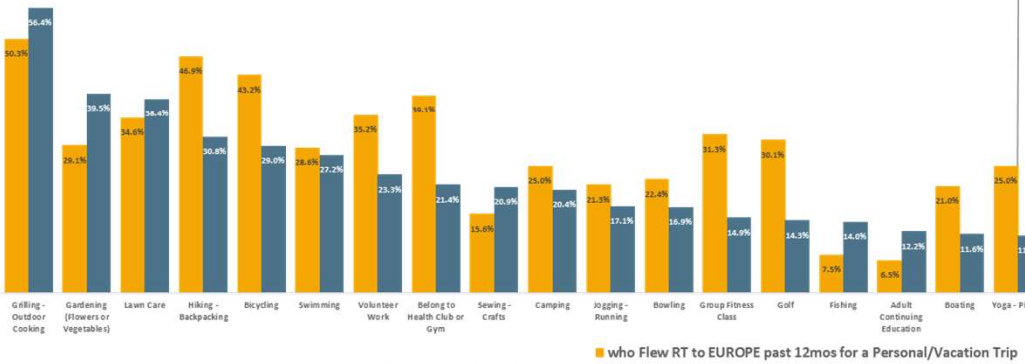
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



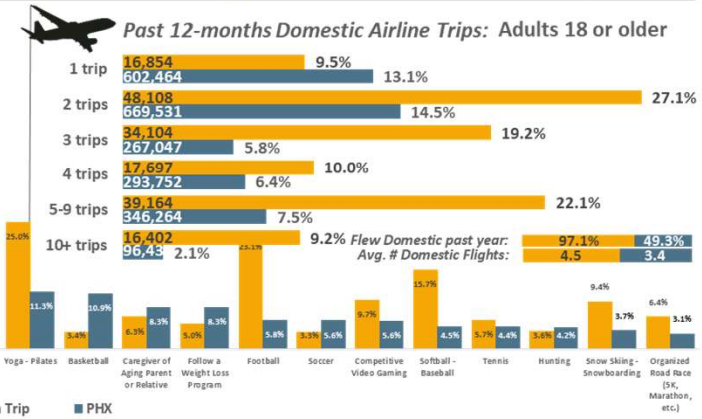
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

89.1% 88.7%

15,013,245 232,484,369

Avg. Monthly QSR Meals:

6.3 6.4

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



Total Monthly Sit-Down Restaurant Users:

89.6% 76.0%

15,108,412 199,361,135

Avg. Monthly Sit-Down Restaurant Meals:

4.8 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

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

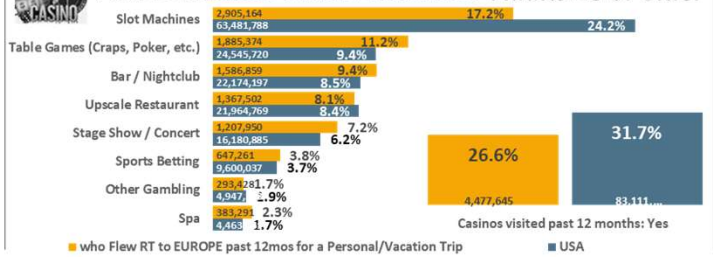
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

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

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



6.3% or 478,879 of CHI DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 2.2% more likely to use QSRs past mo., 18.% more likely to use Sit-Down Restaurants past mo., 12.4% less likely to use Casinos past yr., 74.9% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



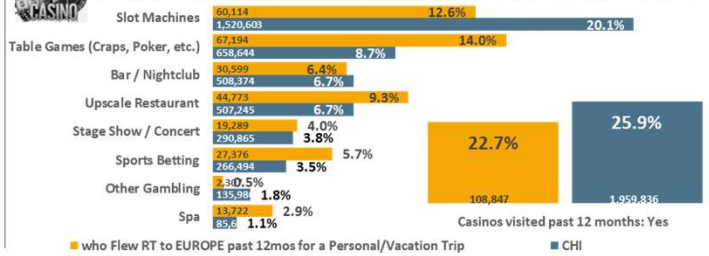
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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4.5% or 85,733 of CIN DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 4.8% less likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 5.8% less likely to use Casinos past yr., 87.8% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



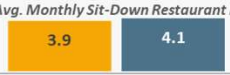
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

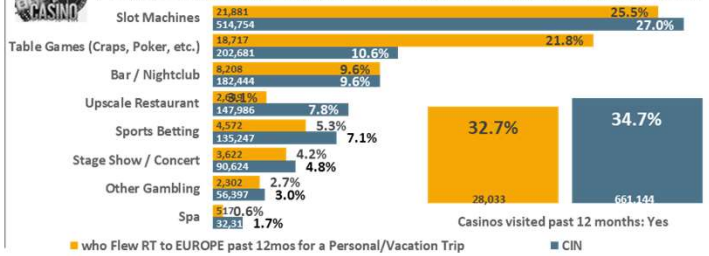


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 1.7% less likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 26.4% less likely to use Casinos past yr., 78.4% less likely to smoke cigar

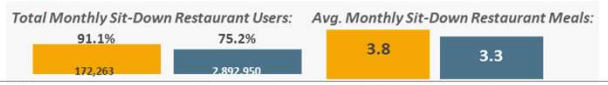
Past 30-days QSR Users: Adults 18 or older





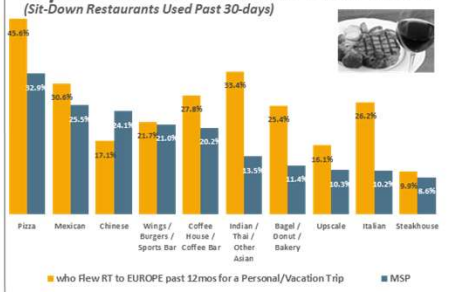
Past 30-days Sit-Down Restaurant Users: Adults 18 or older





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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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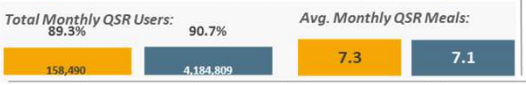
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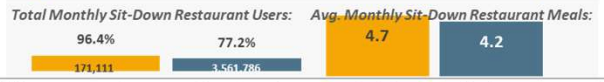
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



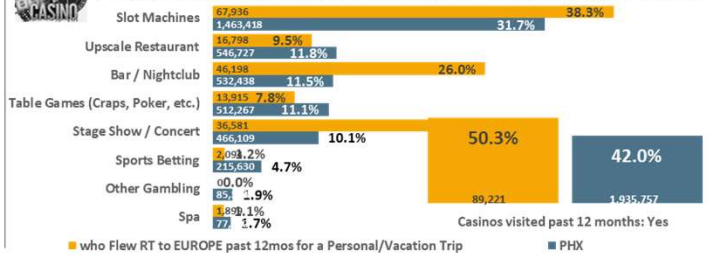


Drank Past 30-days: Adults 18 or older



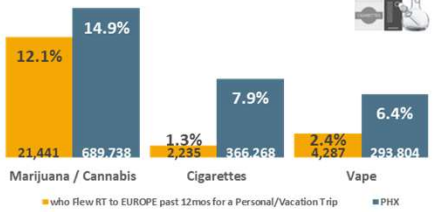
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

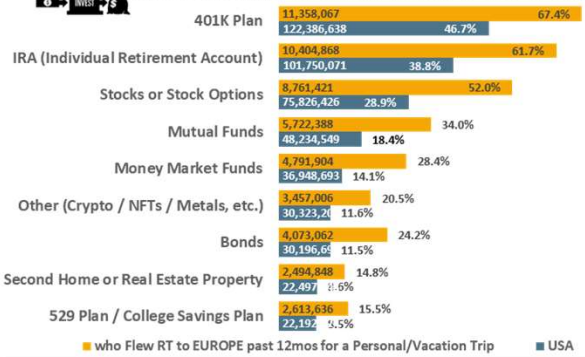
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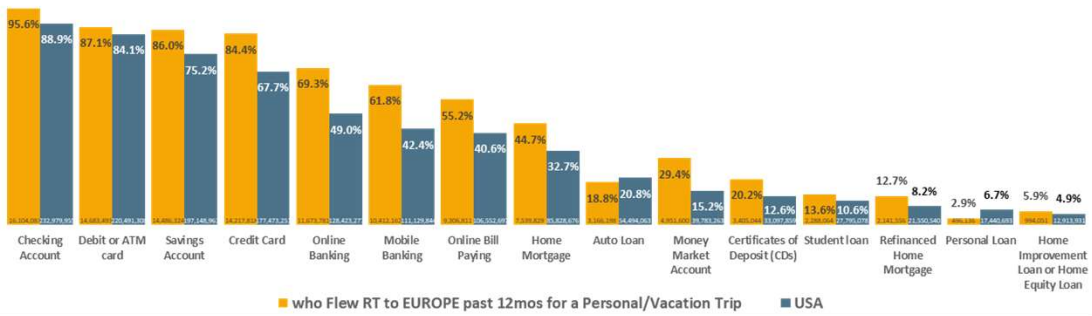


6.4% or 16,853,618 of USA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 44.4% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 90.7% more likely to Invest/Trade Stocks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

Investments Owned: Adults 18 or older



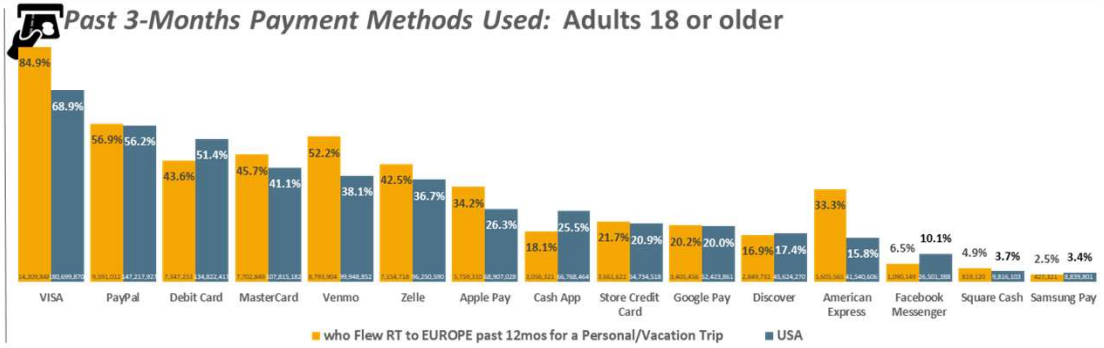
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

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

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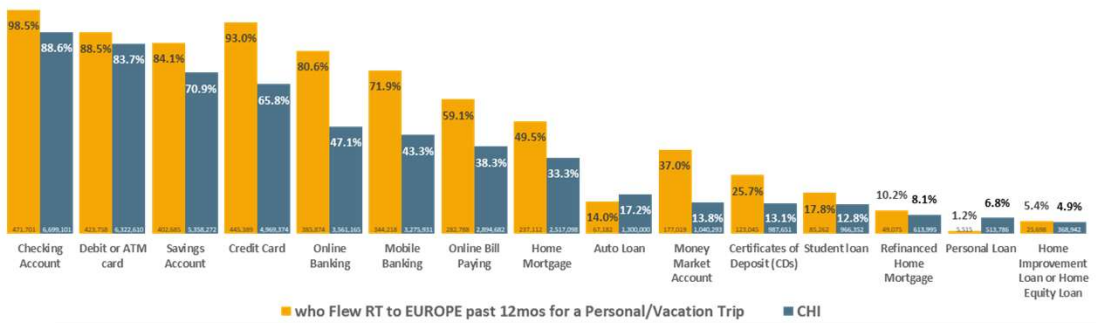


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Investments Owned: Adults 18 or older



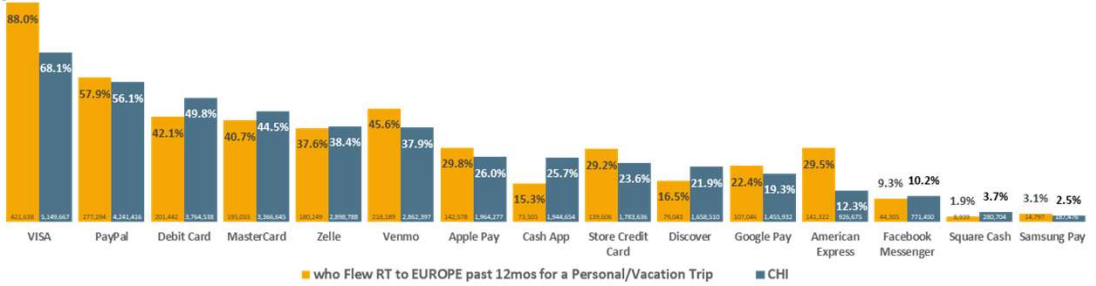
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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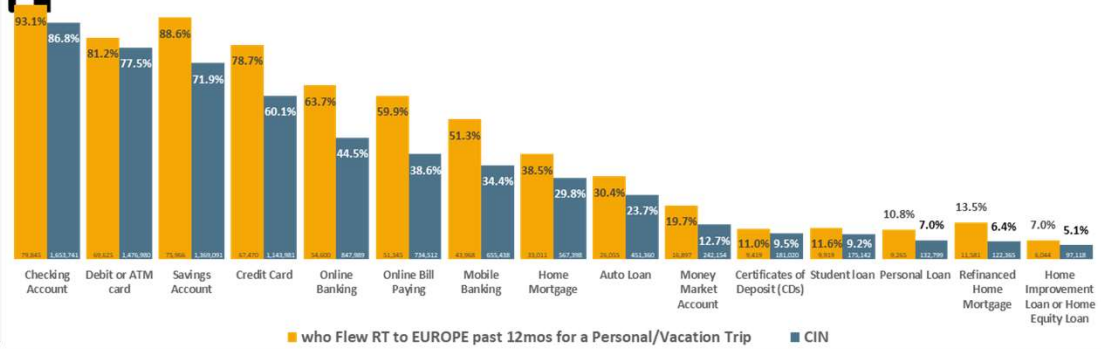


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Investments Owned: Adults 18 or older



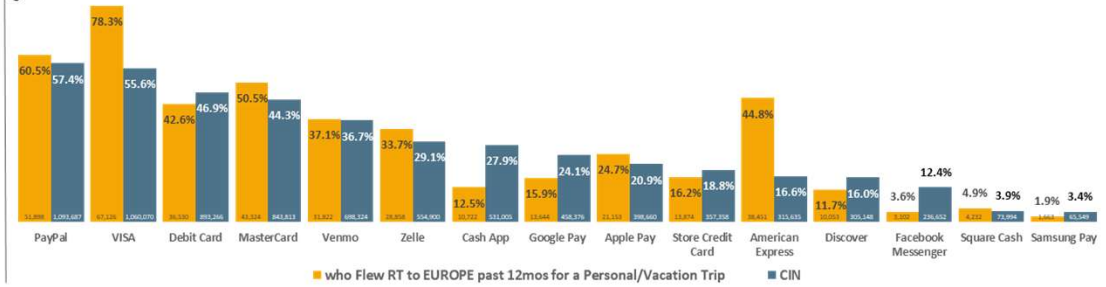
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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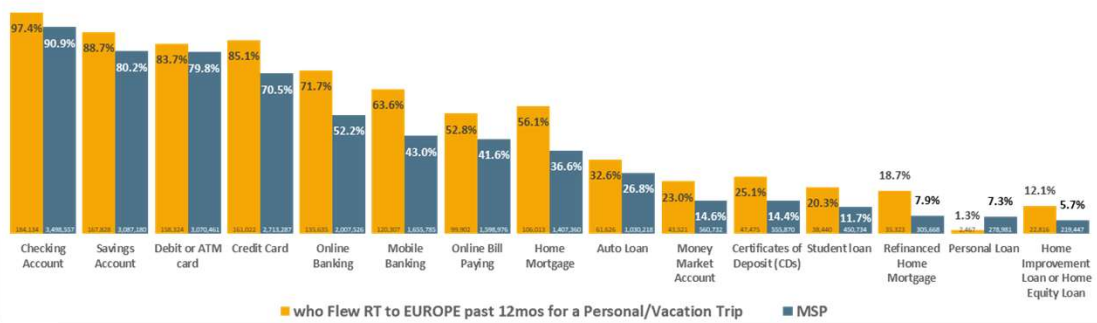


4.9% or 189,104 of MSP DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 36.6% more likely to have a 401K, 21.7% more likely to have an Auto Loan, 116.2% more likely to Invest/Trade Stocks Online, 27.5% less likely to pay with their Debit Card

Investments Owned: Adults 18 or older



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

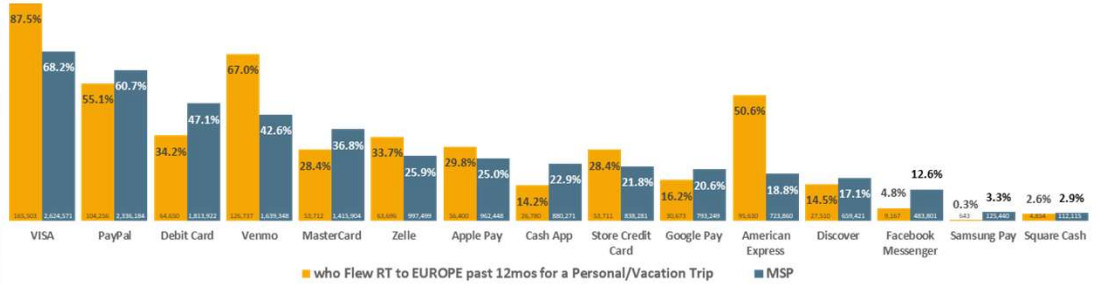


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

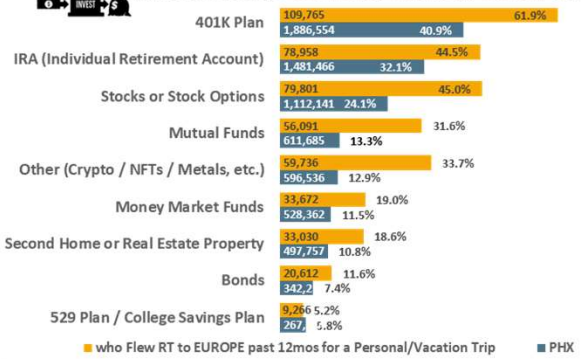
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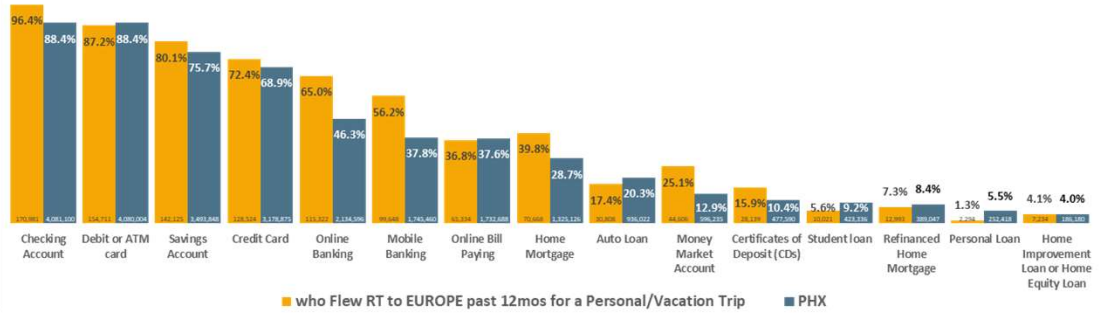


3.8% or 177,418 of PHX DMA Adults 18 or older Flew RT to EUROPE past 12mos for a Personal/Vacation Trip. Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip are 51.3% more likely to have a 401K, 14.4% less likely to have an Auto Loan, 135.7% more likely to Invest/Trade Stocks Online, 33.4% less likely to pay with their Debit Card

Investments Owned: Adults 18 or older



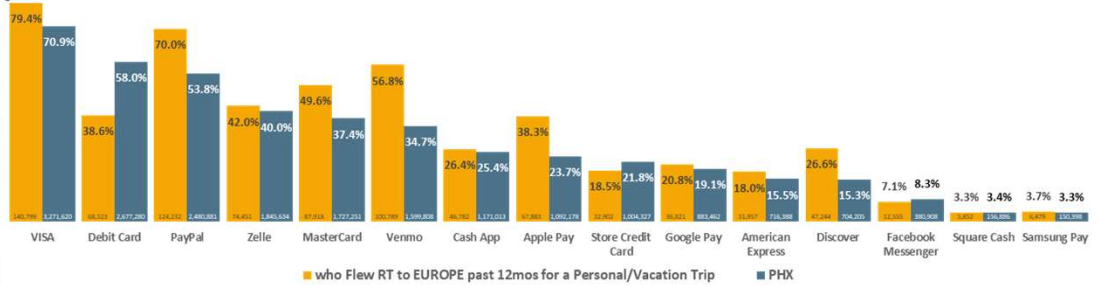
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

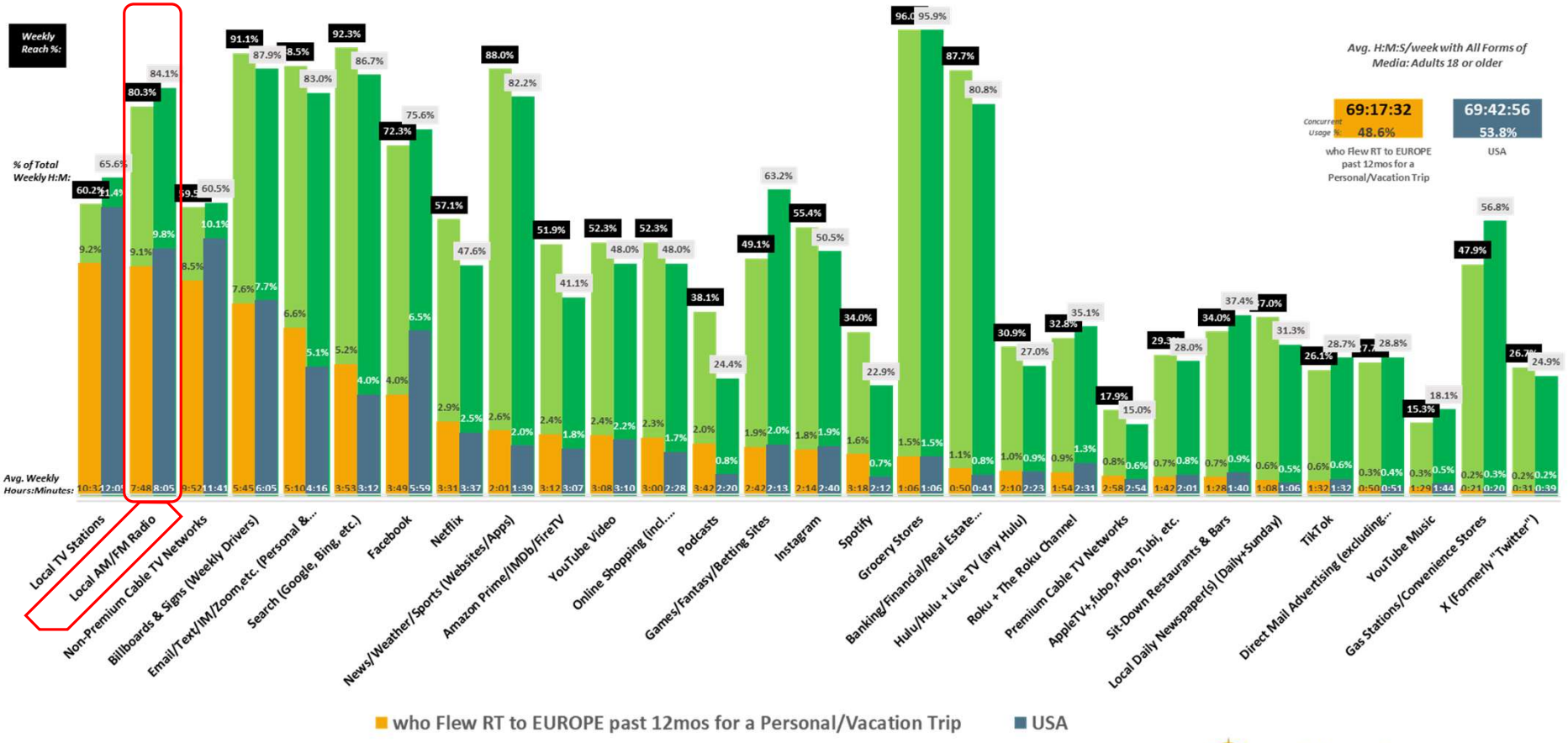
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 21 hours, 17 minutes and 32 seconds each week with All Forms of Media.

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



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

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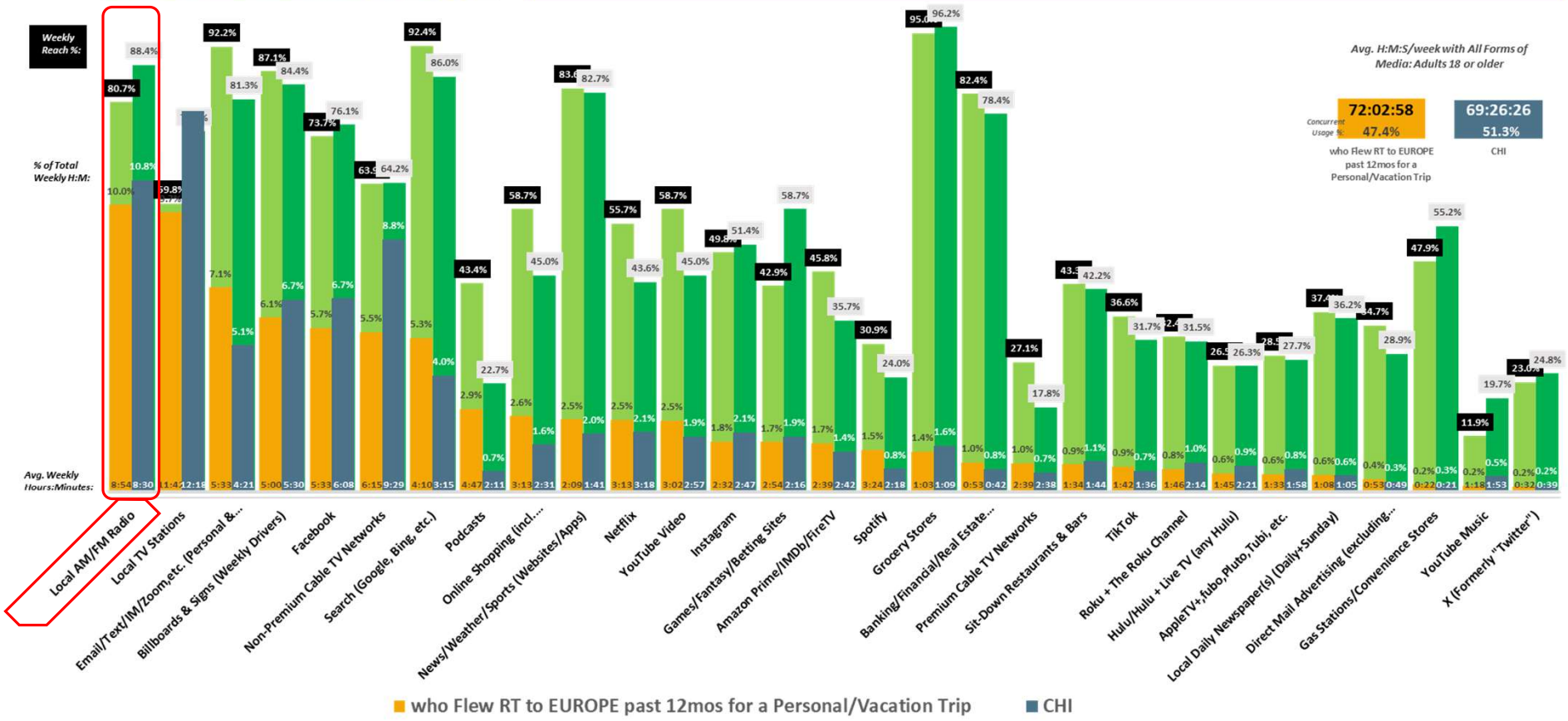
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 0 hours, 2 minutes and 58 seconds each week with All Forms of Media.

80.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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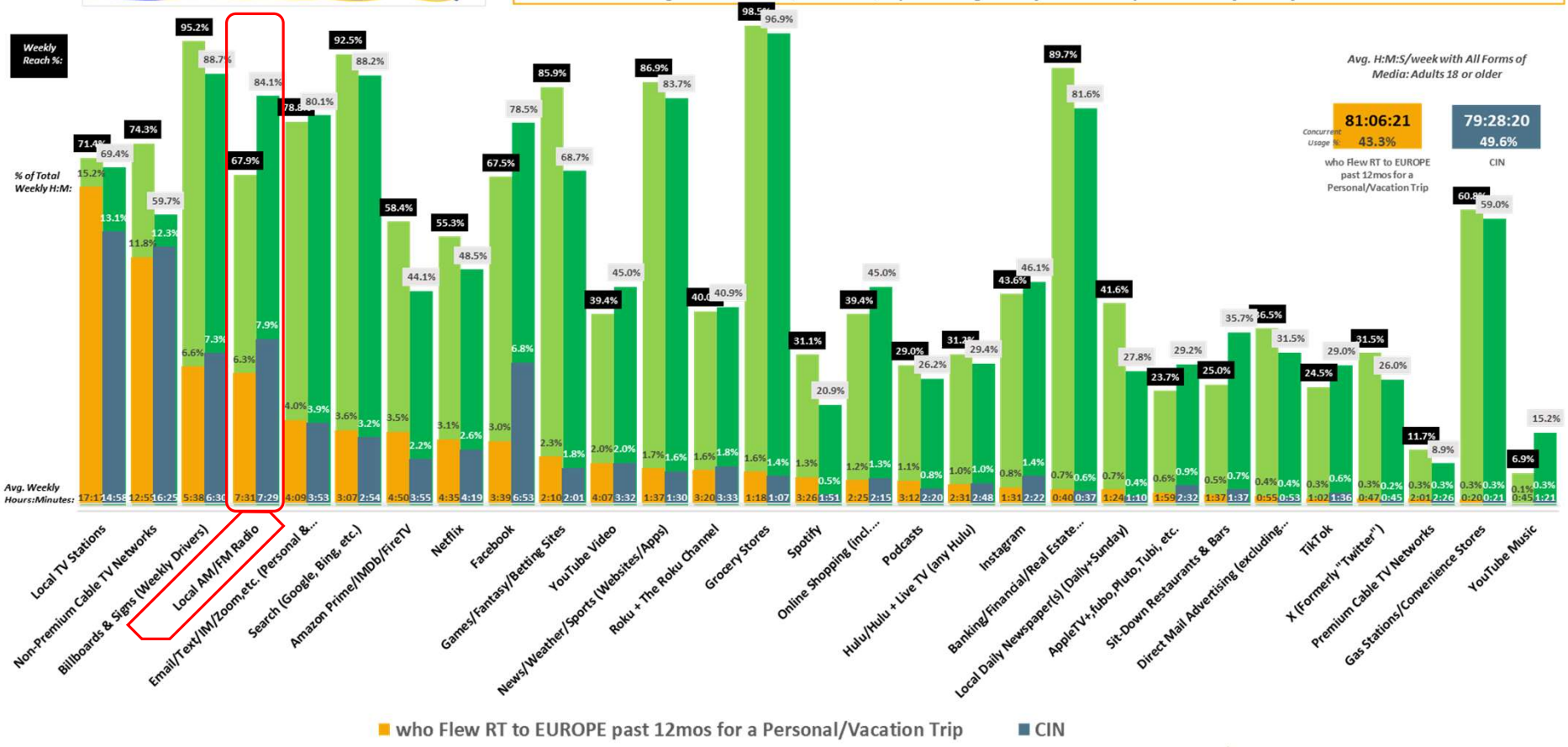
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 9 hours, 6 minutes and 21 seconds each week with All Forms of Media.

67.9% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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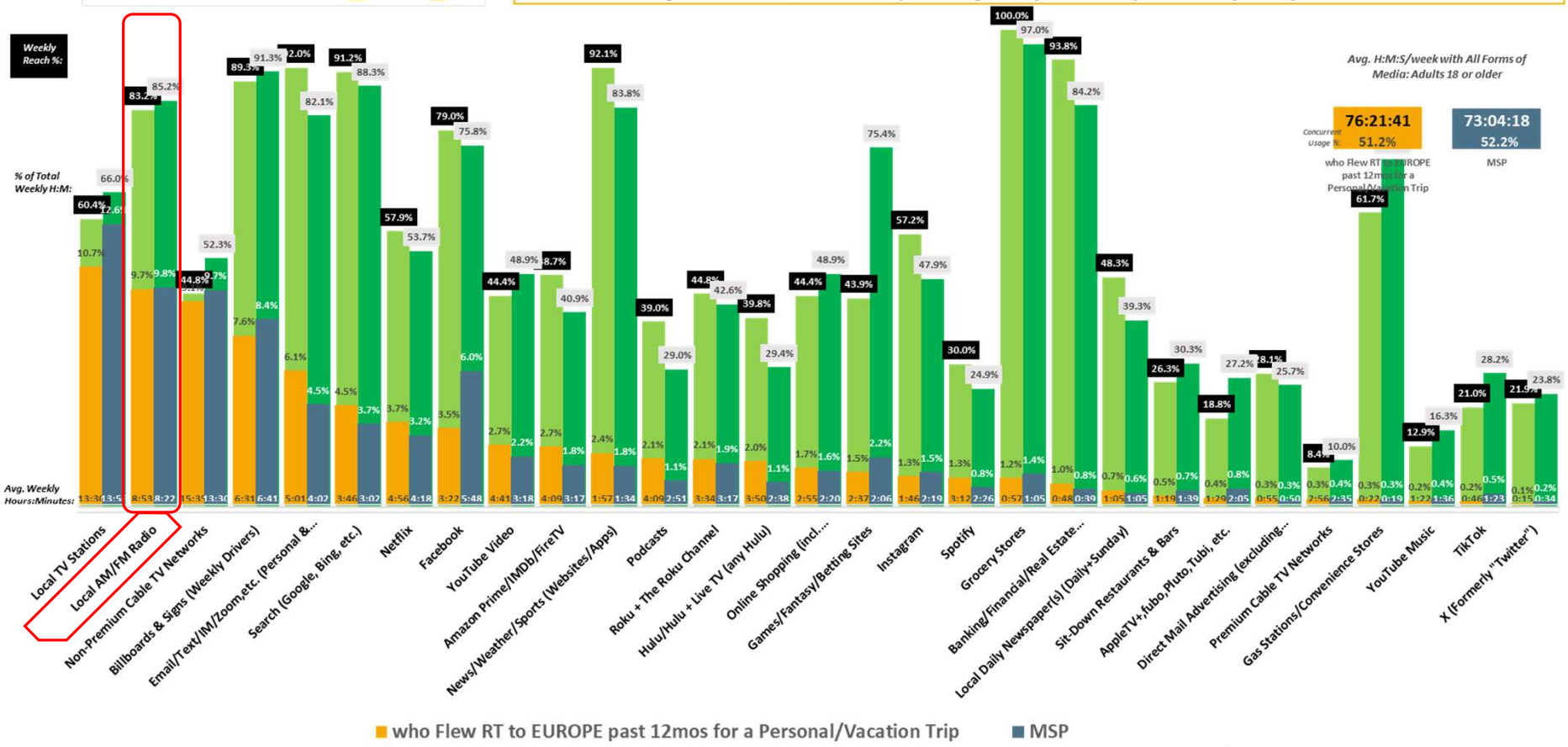
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 4 hours, 21 minutes and 41 seconds each week with All Forms of Media.

83.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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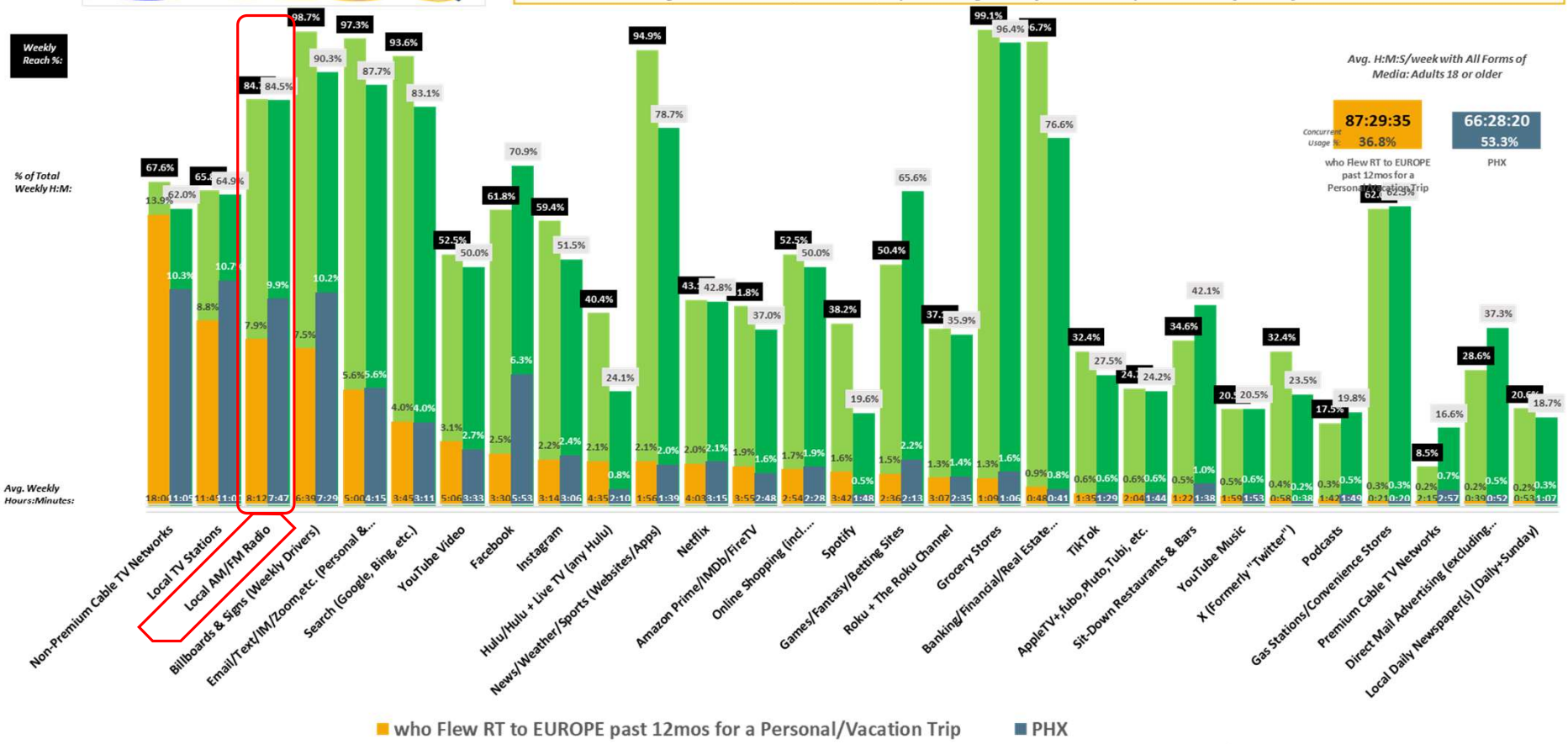
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 3 days, 15 hours, 29 minutes and 35 seconds each week with All Forms of Media.

84.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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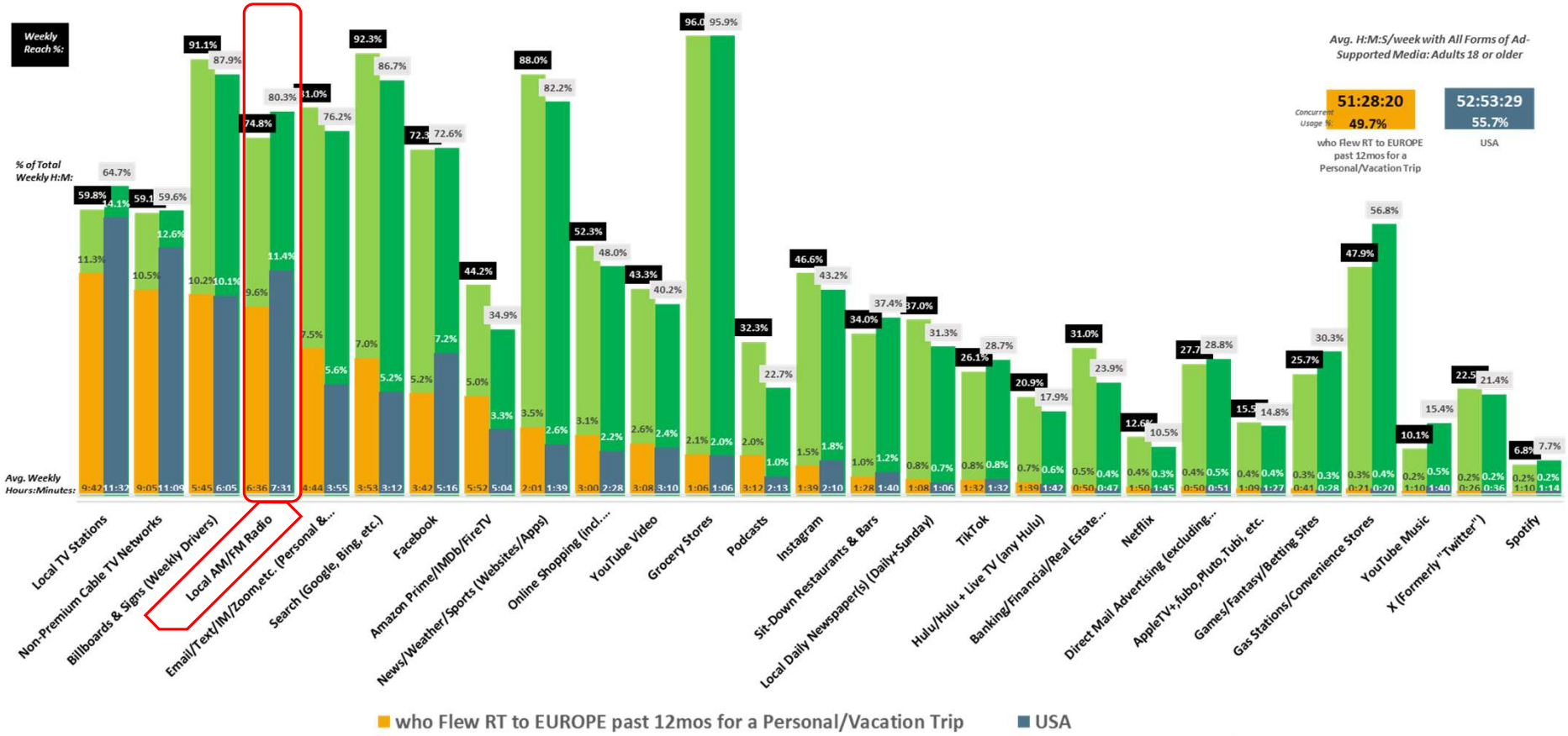
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 3 hours, 28 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,764 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333
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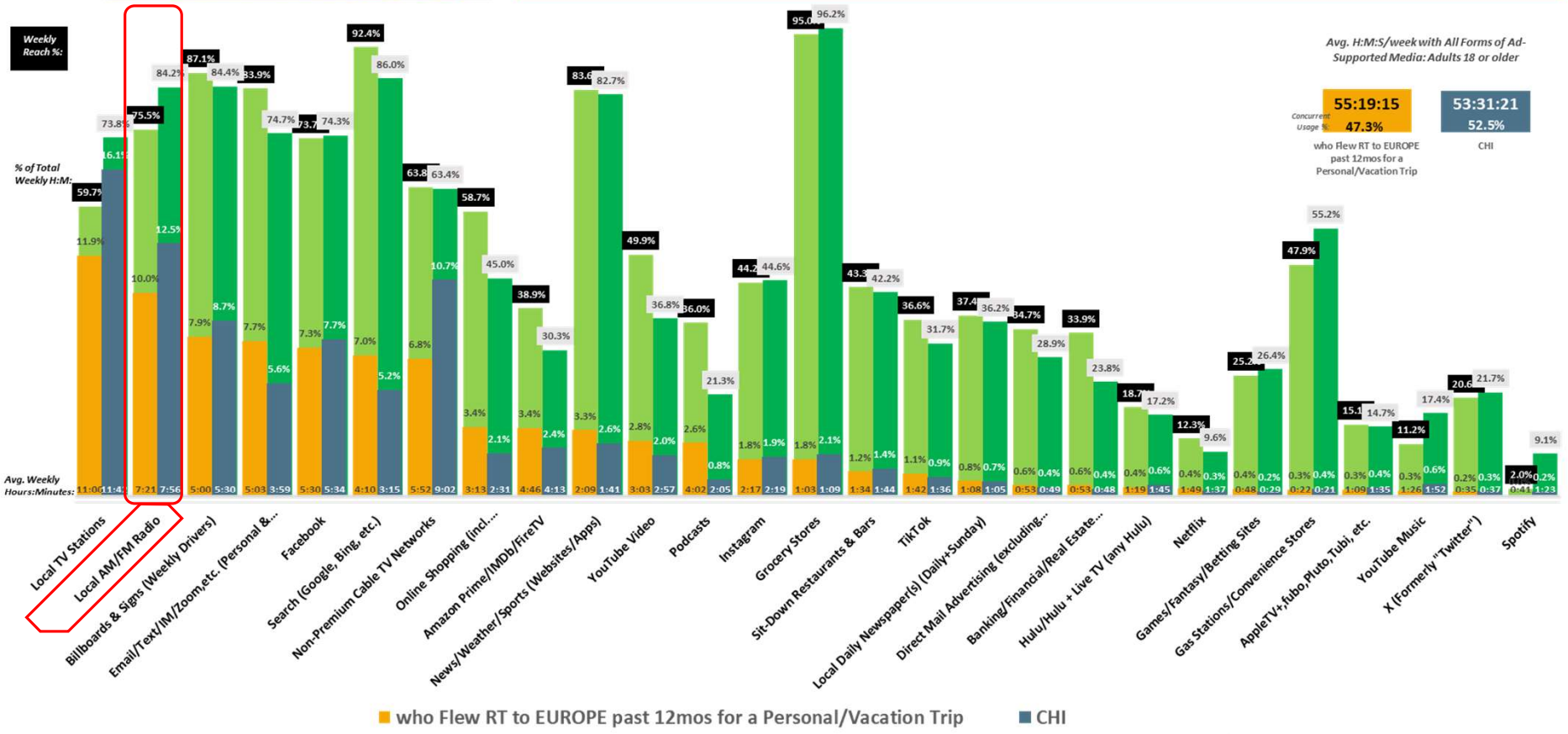
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 7 hours, 19 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

75.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported M



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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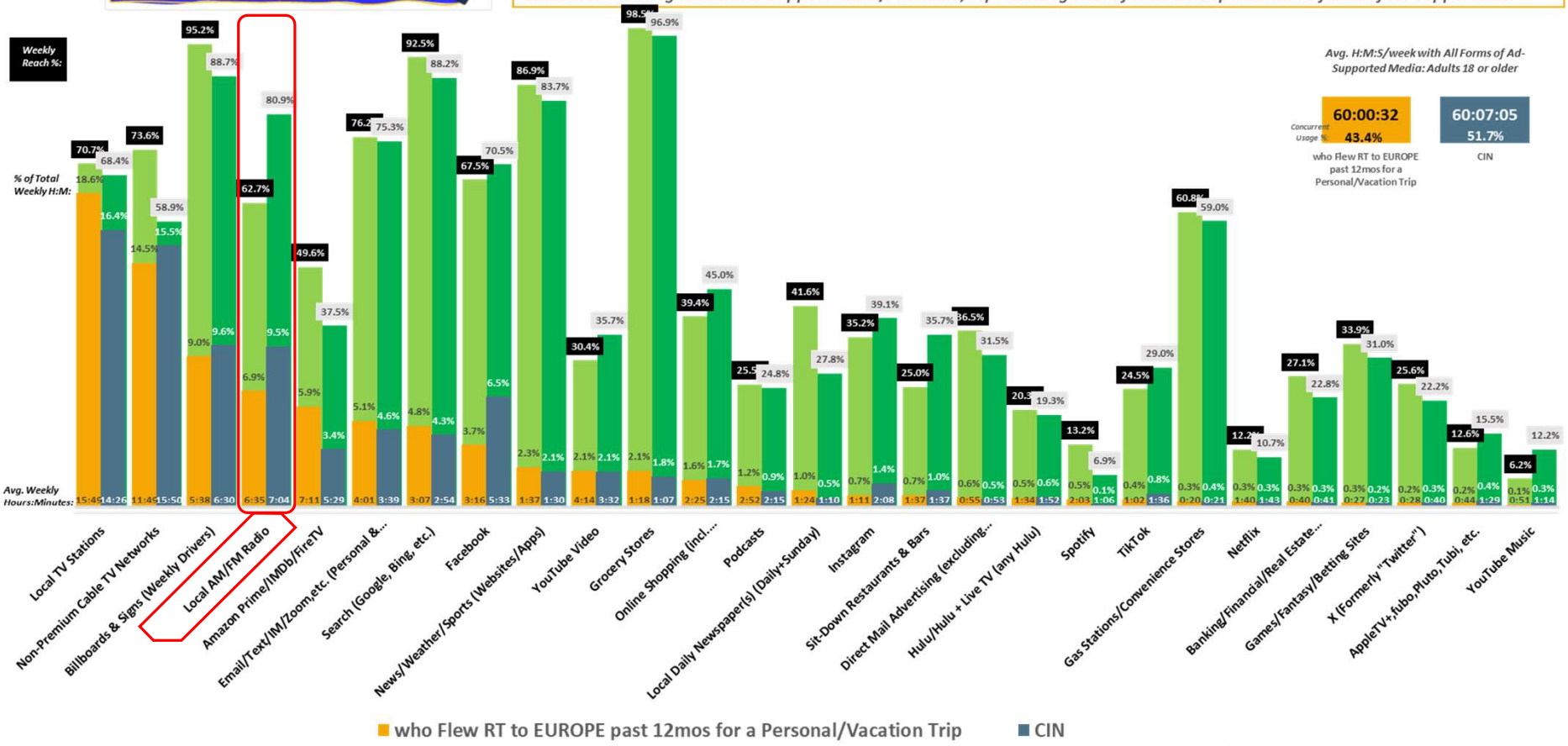
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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 12 hours, 0 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

62.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.9% of total time spent with all forms of Ad-Supported M

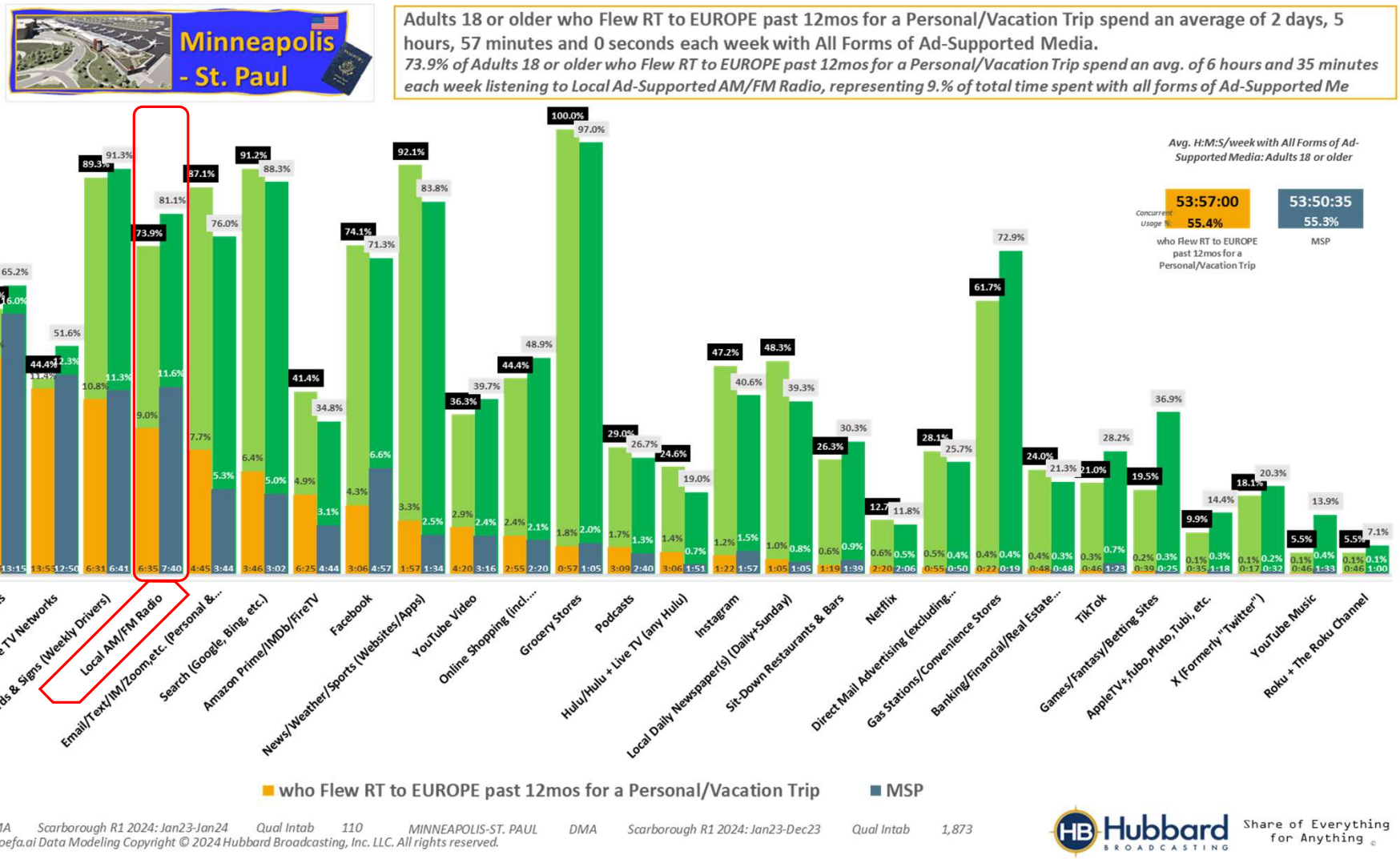


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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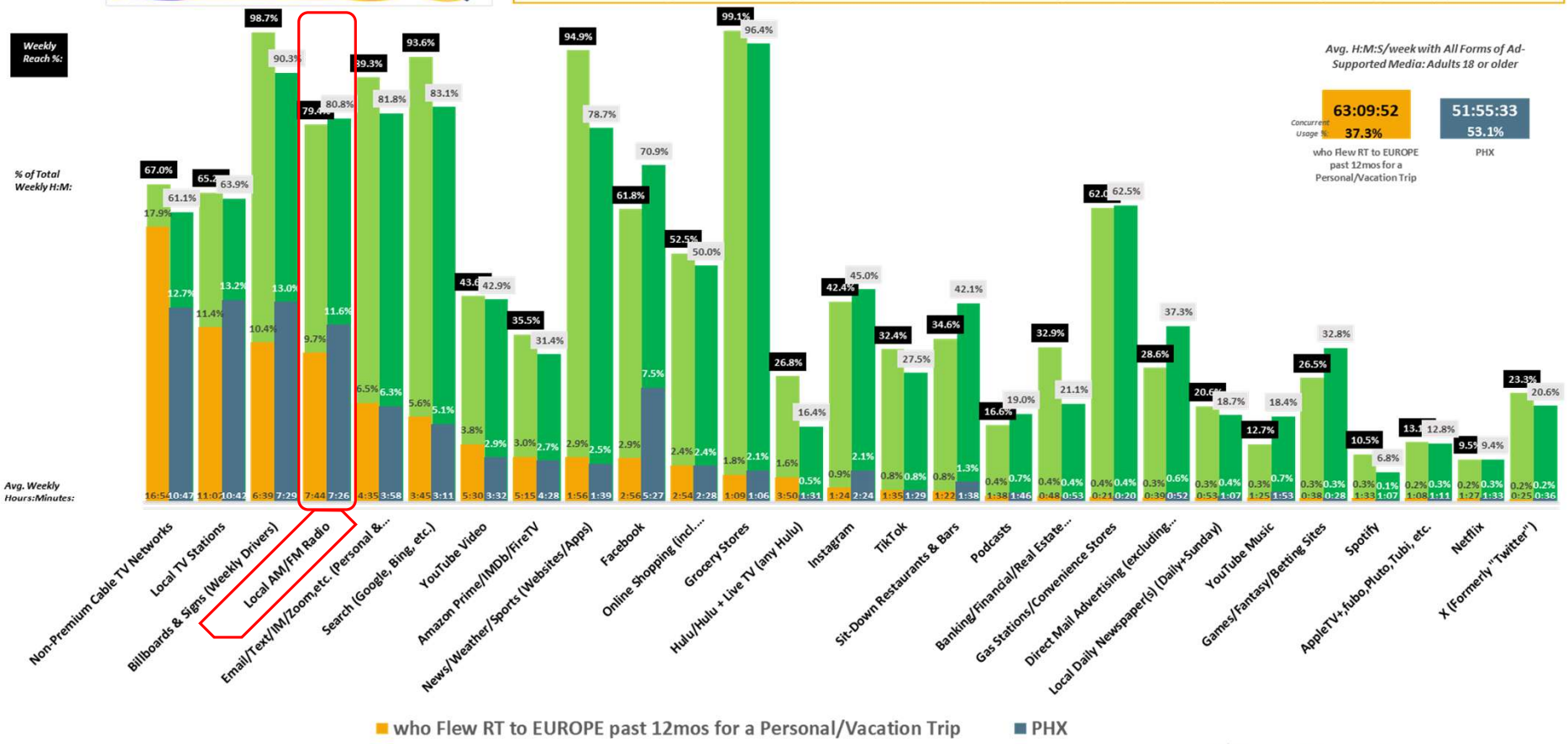


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Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 2 days, 15 hours, 9 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported M



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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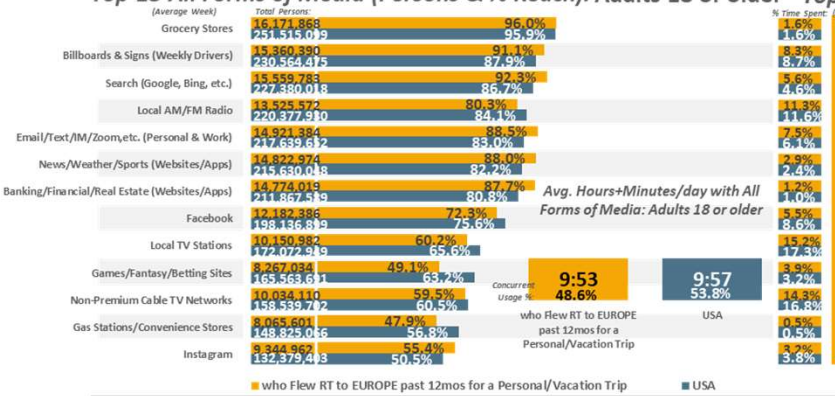
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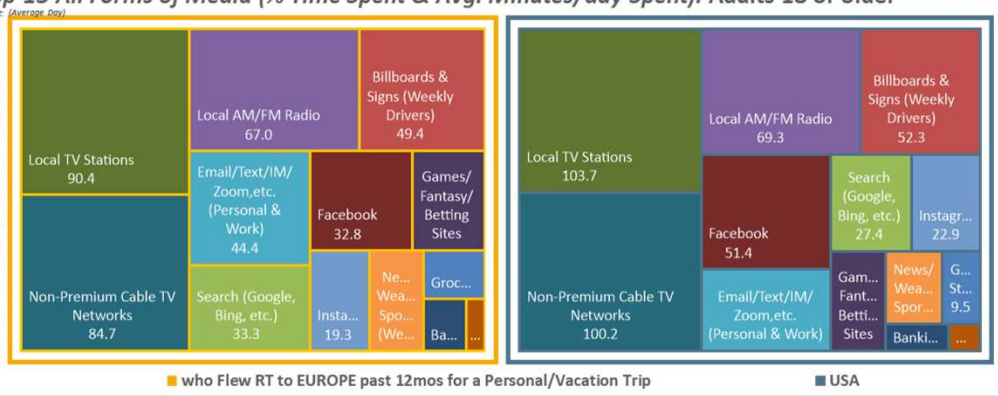
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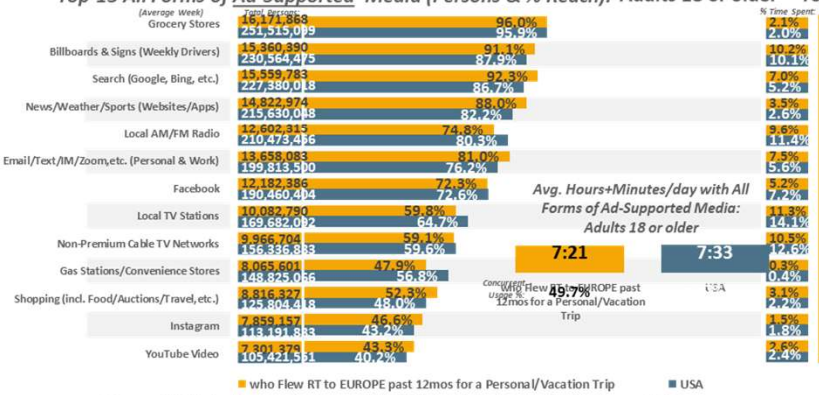
Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

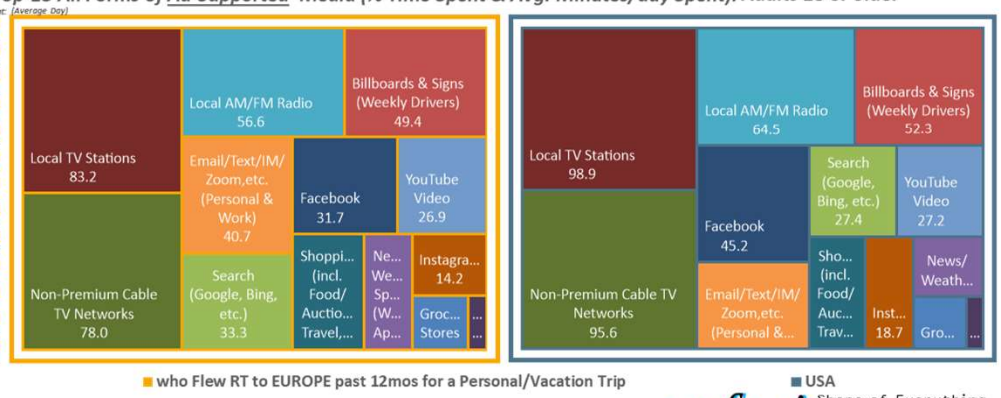
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**





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





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

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

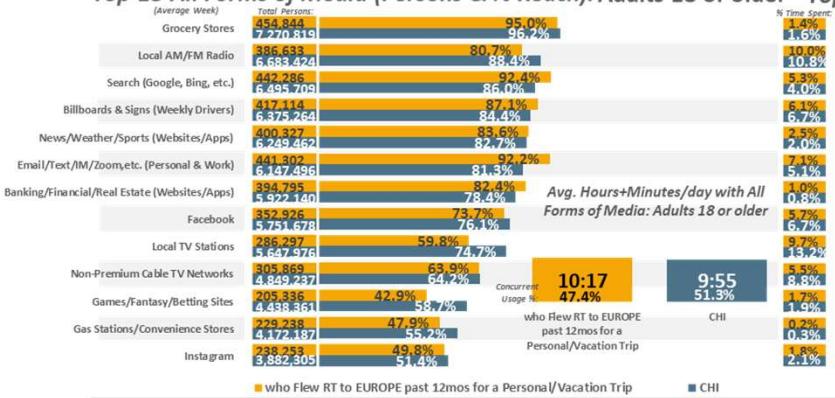
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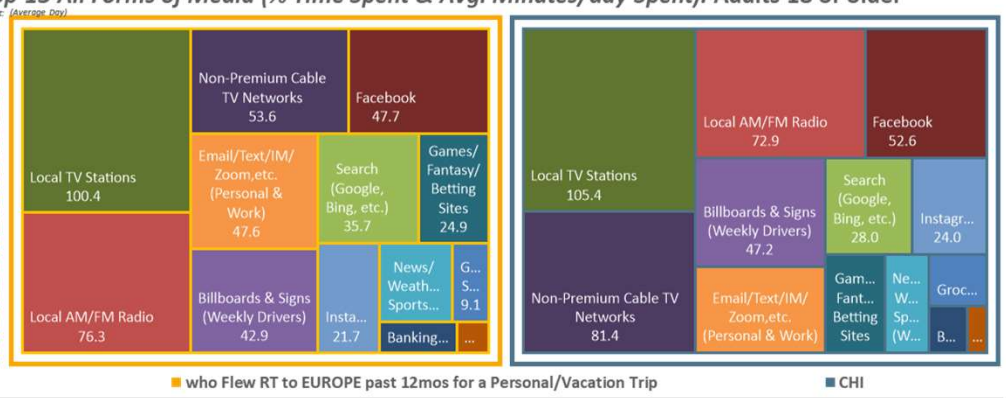


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day*(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

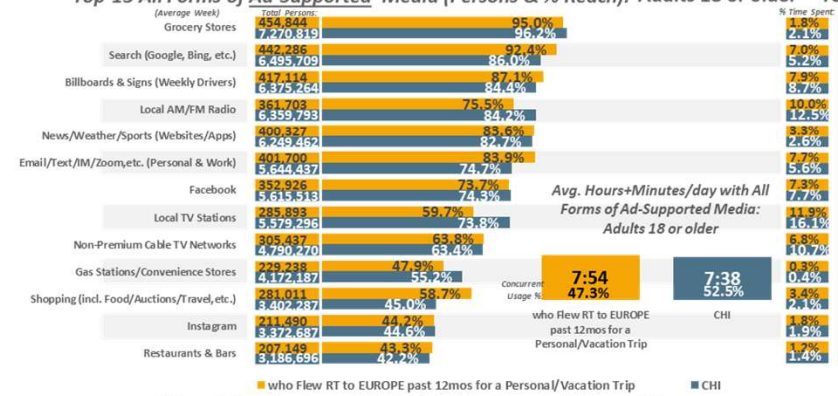
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



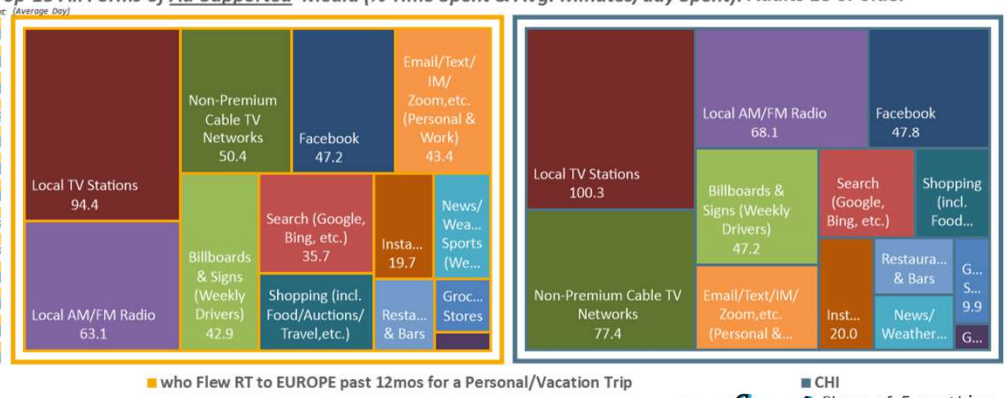
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 R1 2024: Feb23-Mar24 Qual Intab 221

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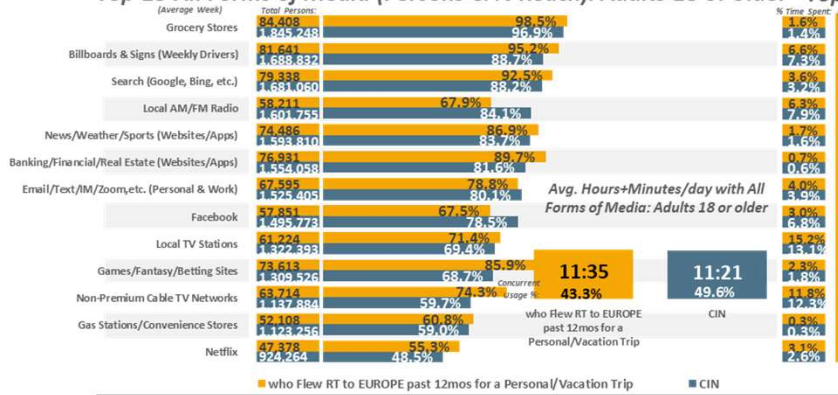
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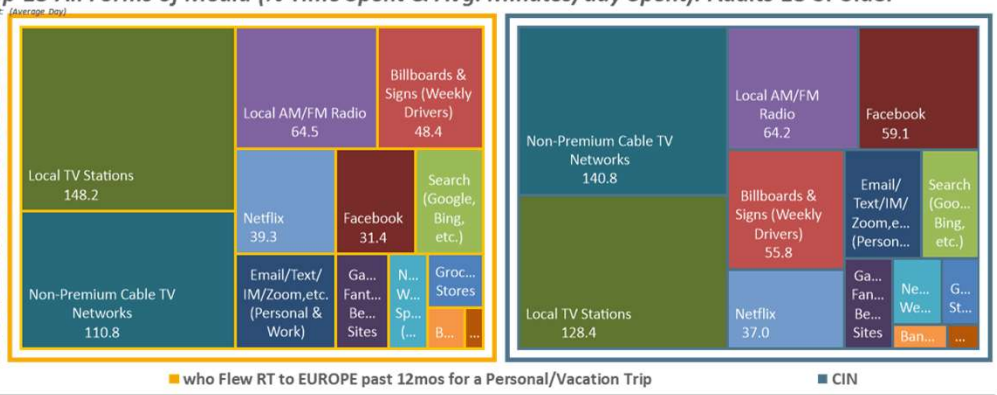


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 62.7% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

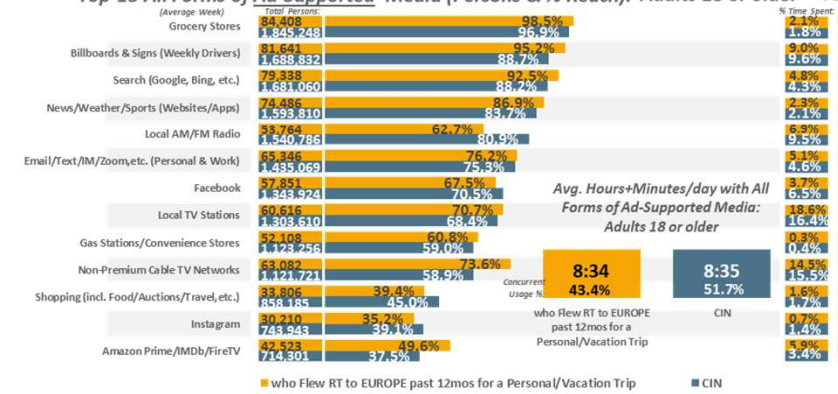
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



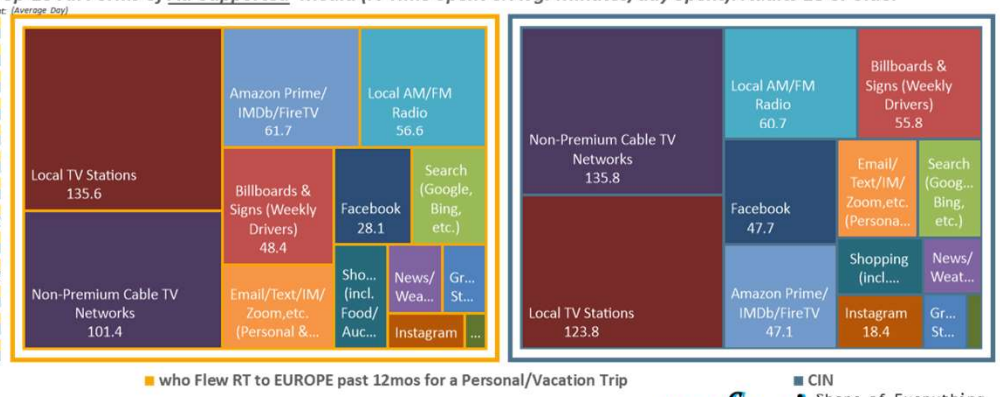
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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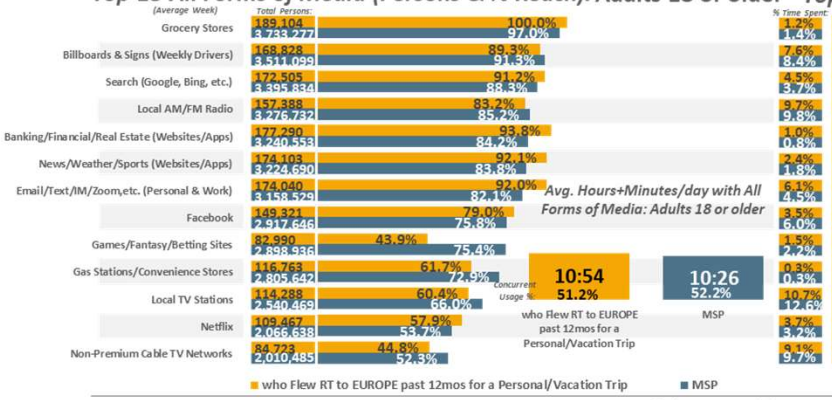
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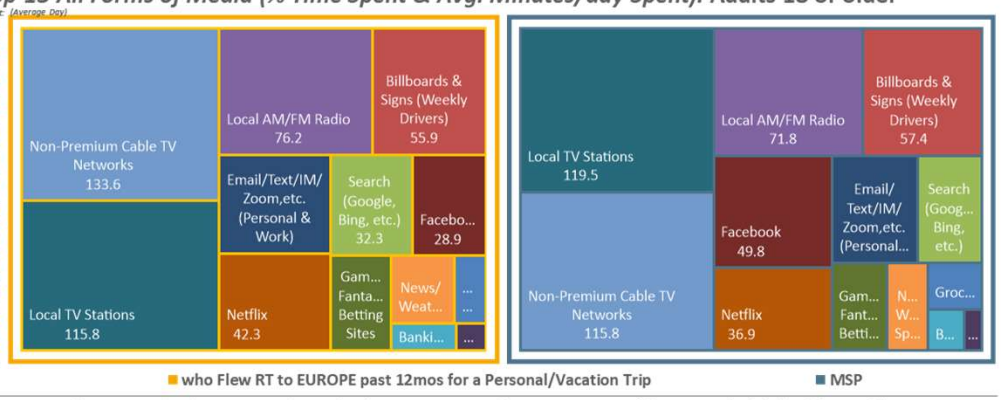


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

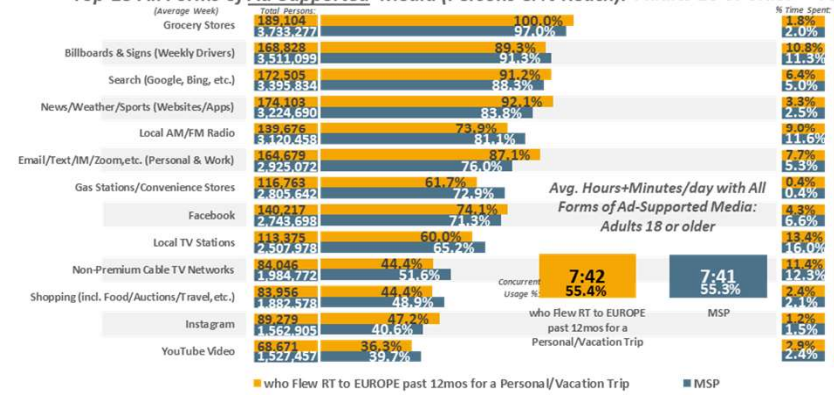
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



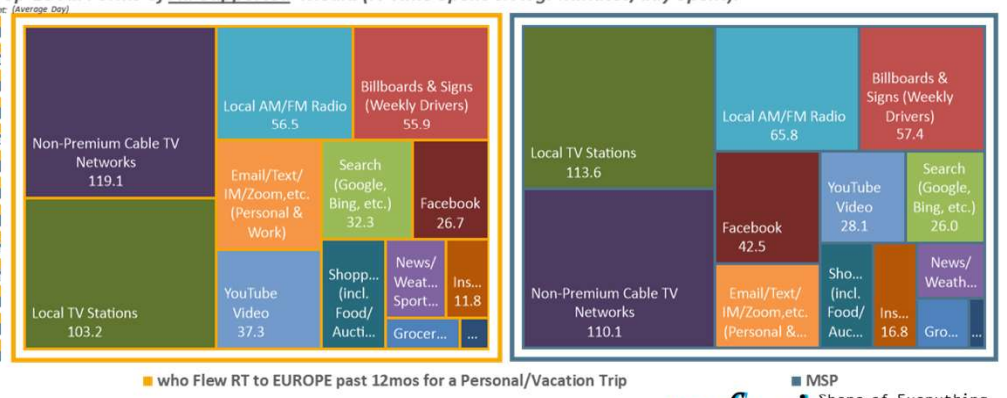
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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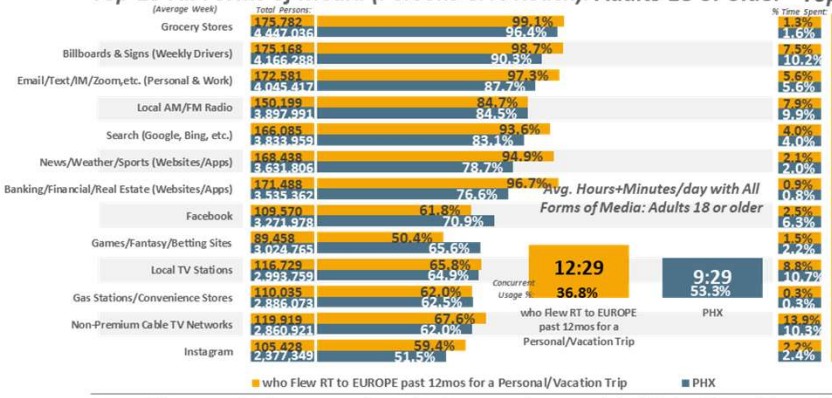
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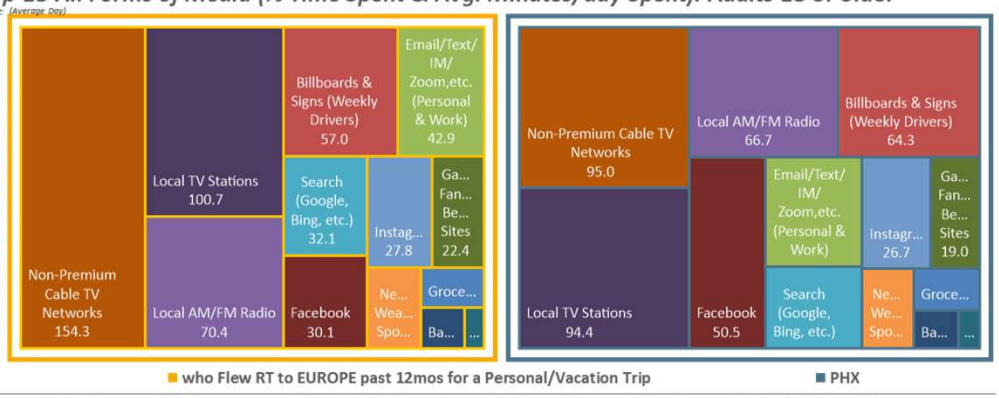


Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

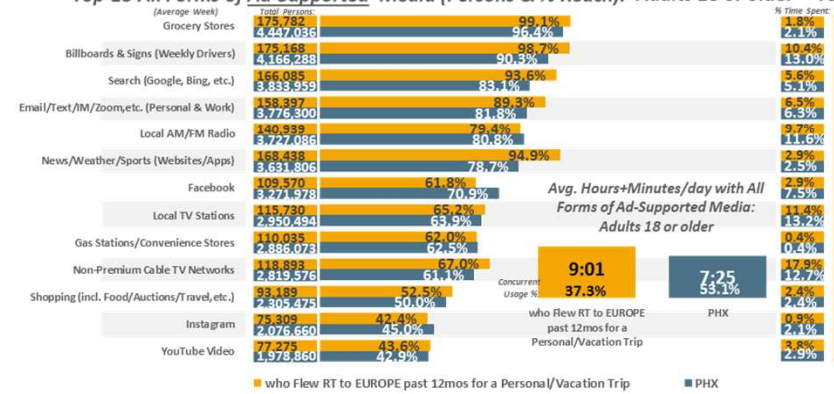
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



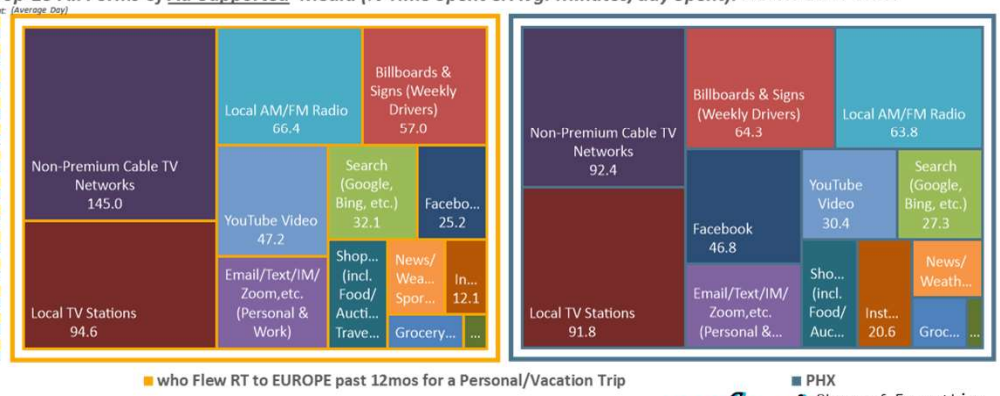
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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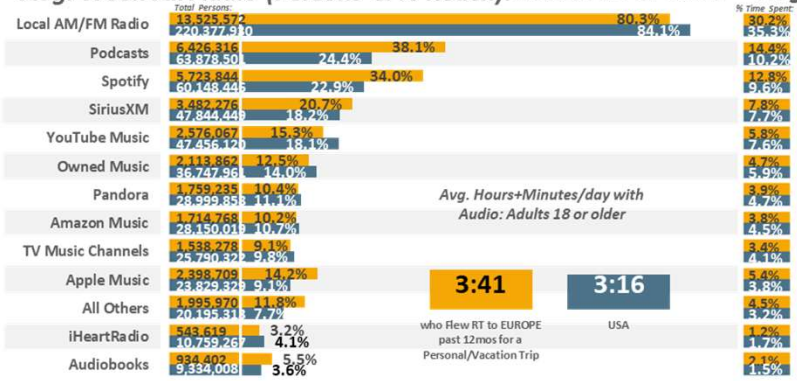
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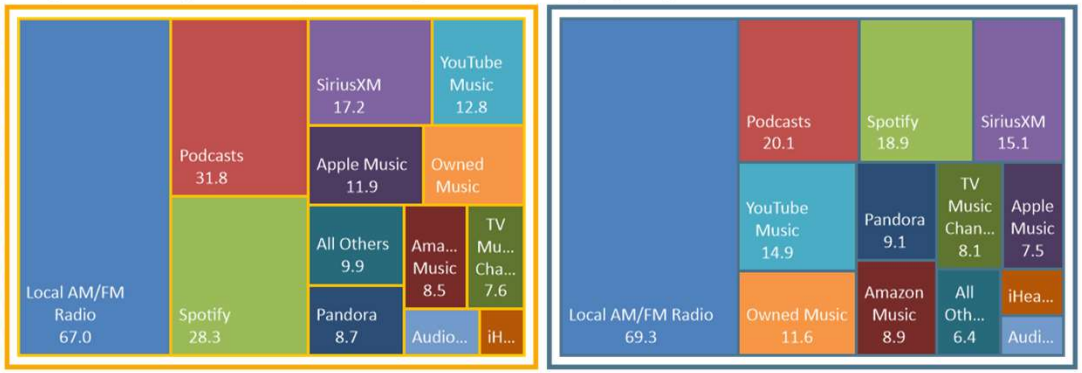


12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

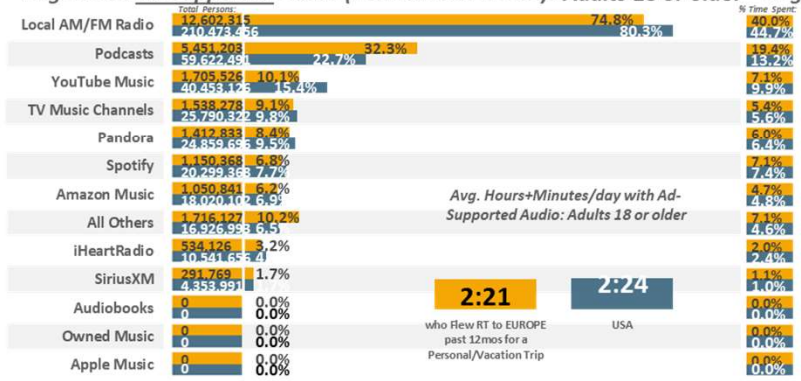
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



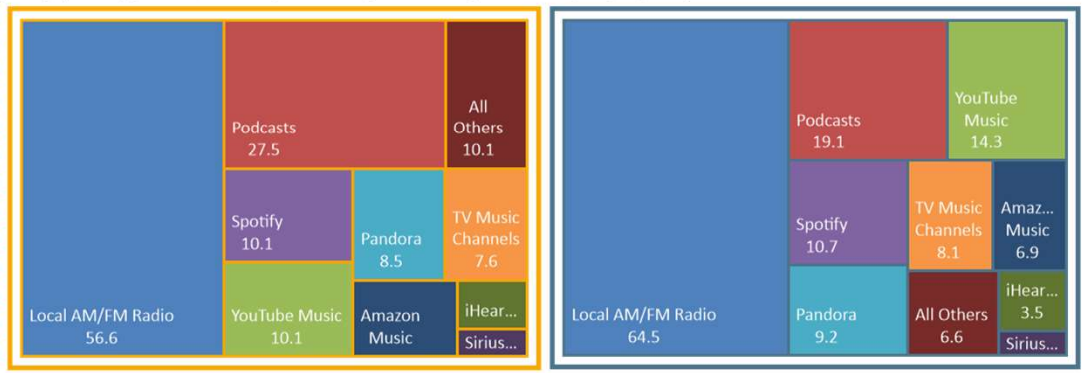
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

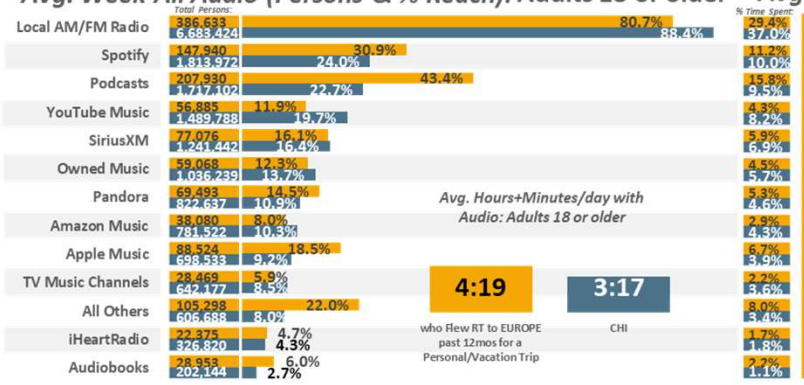
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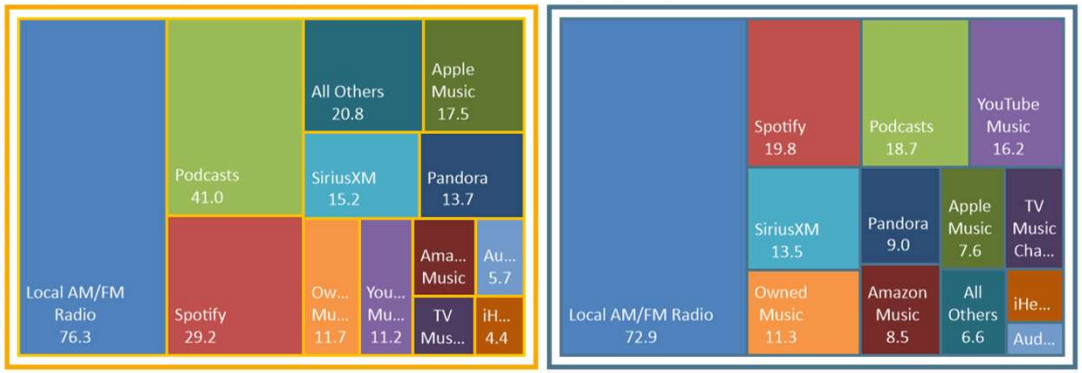


361,703 or 75.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

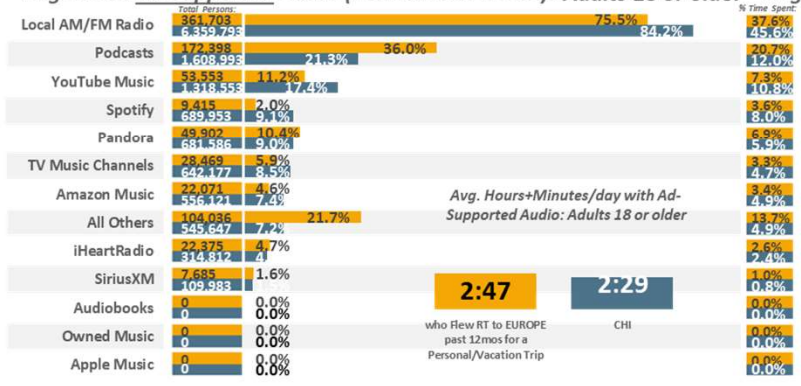
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



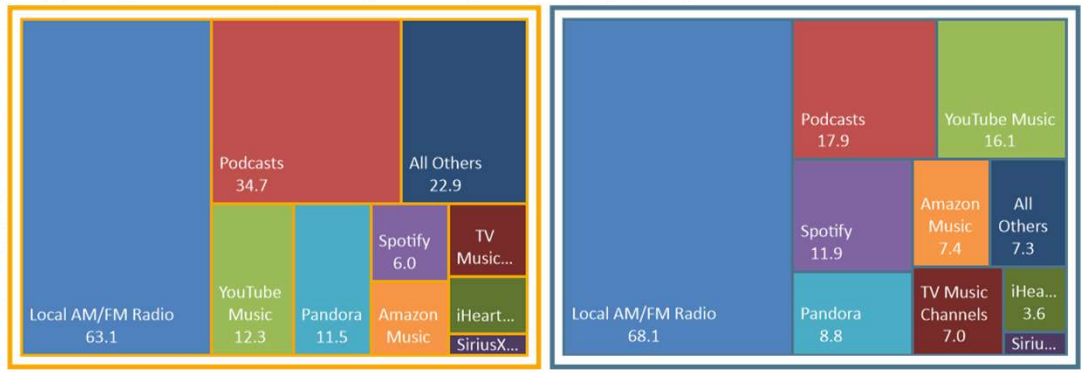
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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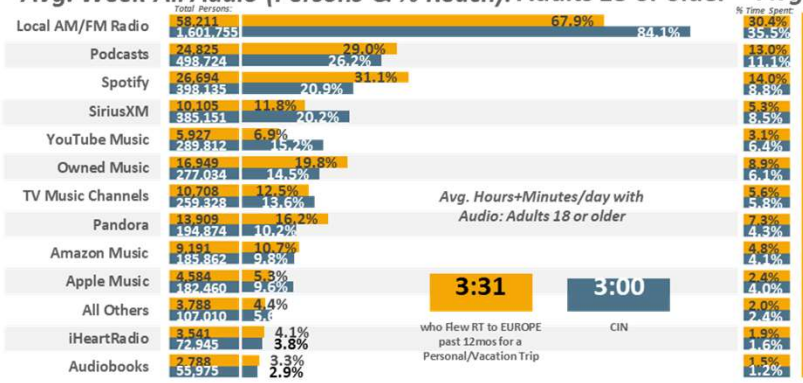
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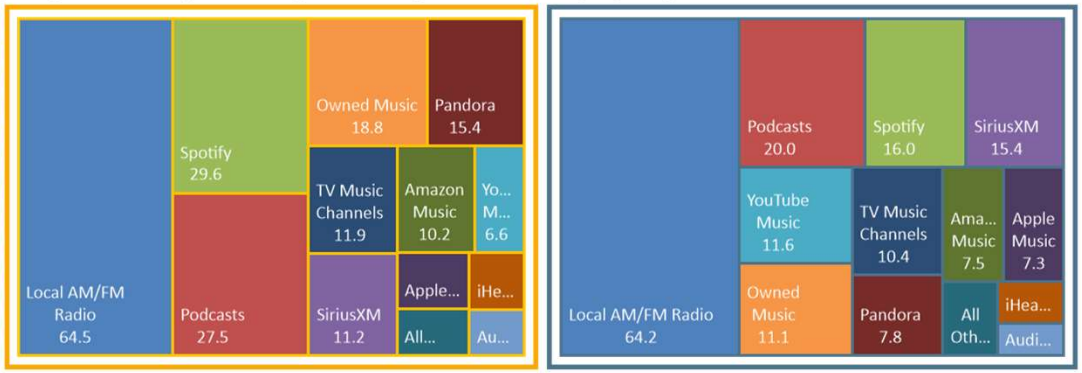


53,764 or 62.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

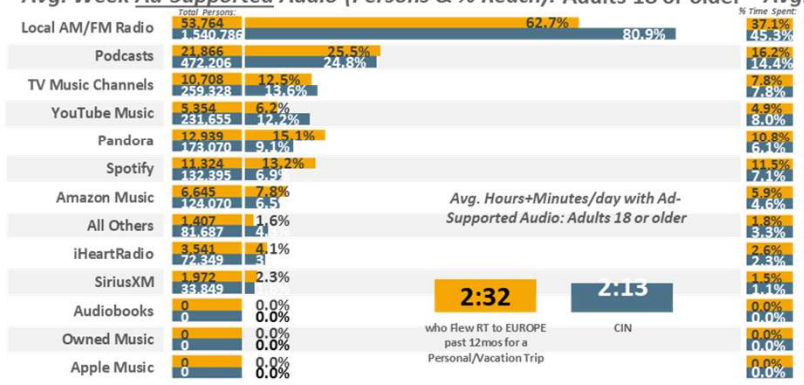
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



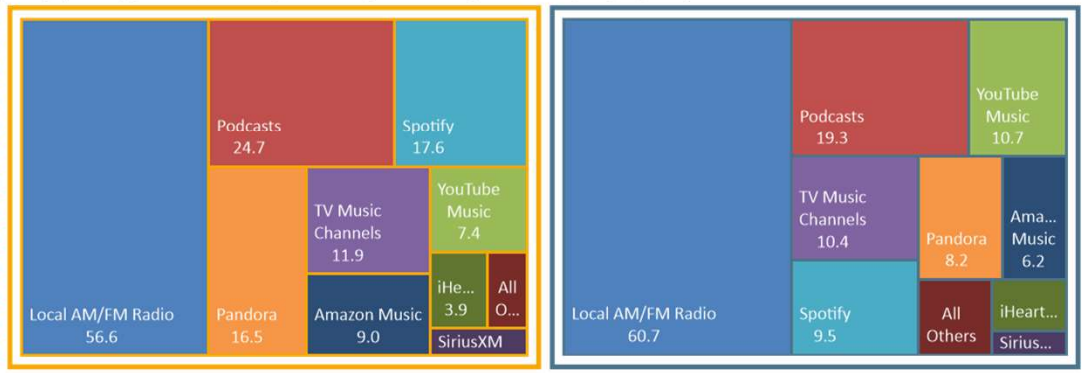
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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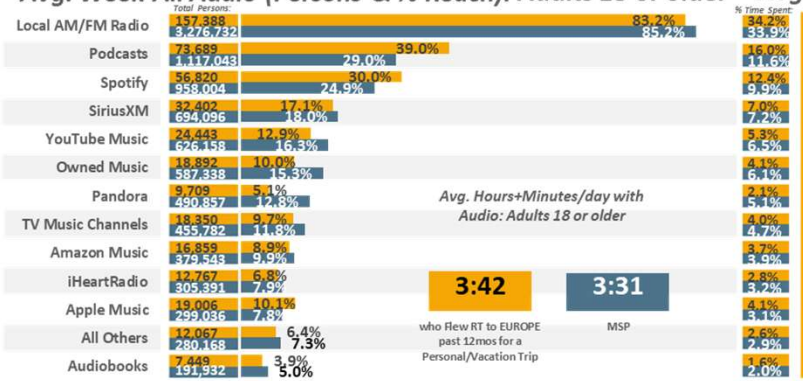
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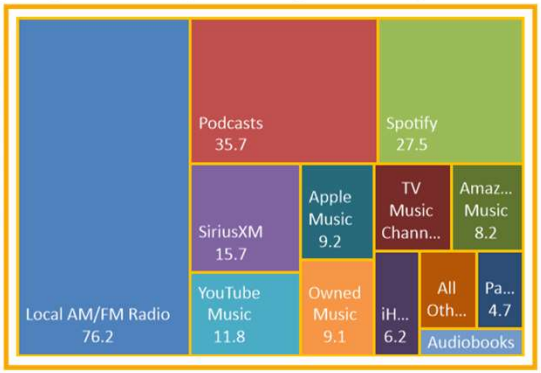


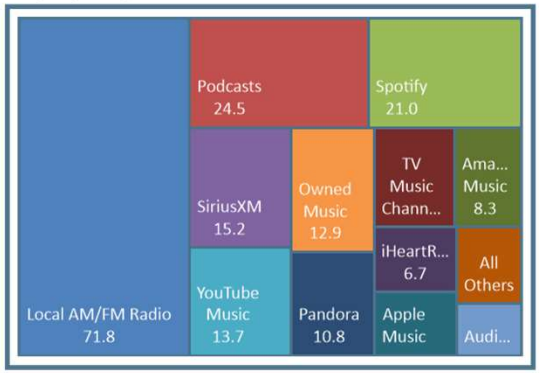
139,676 or 73.9% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

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



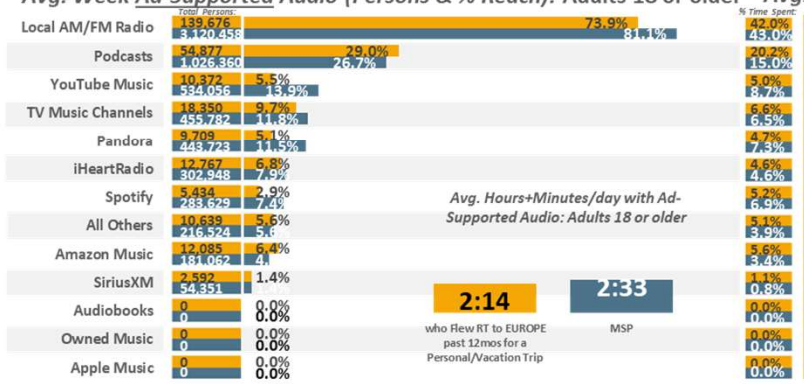
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



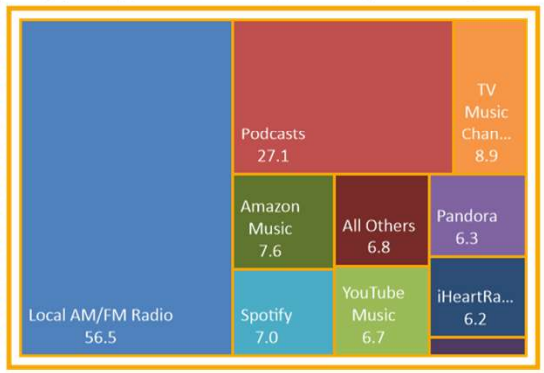


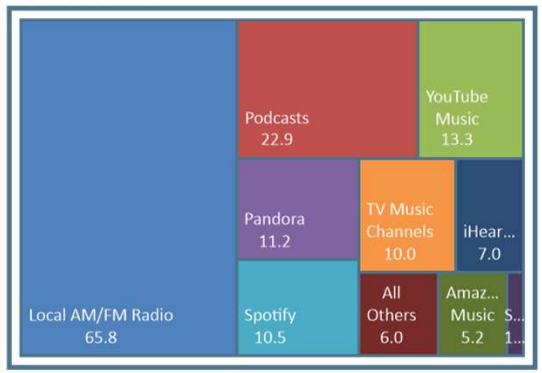
■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ MSP

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





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

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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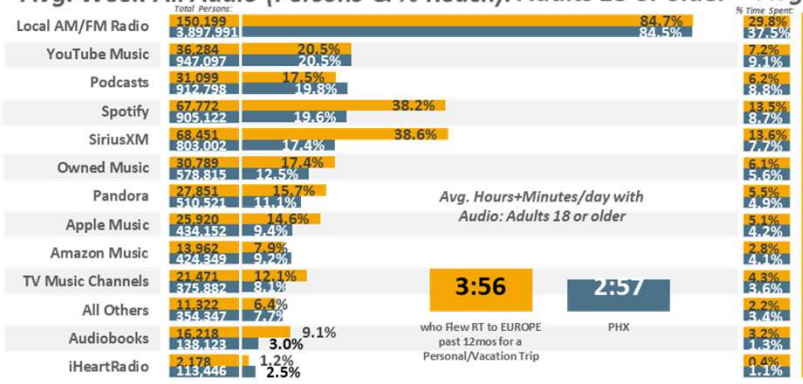
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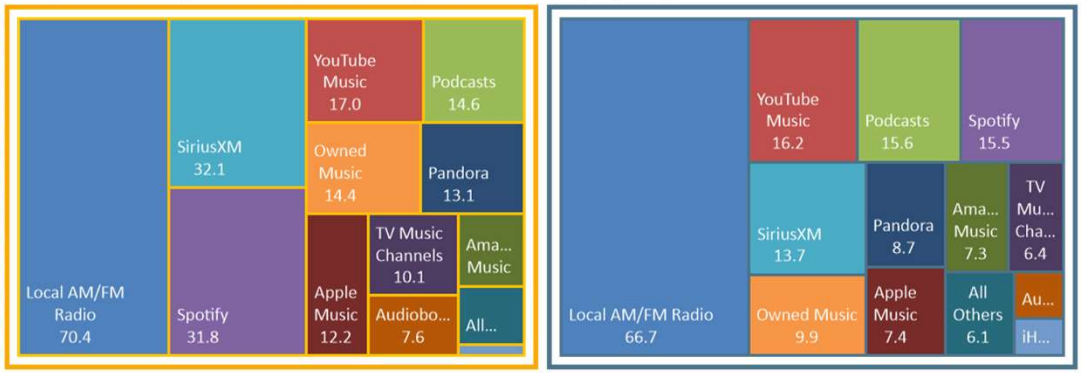


140,939 or 79.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

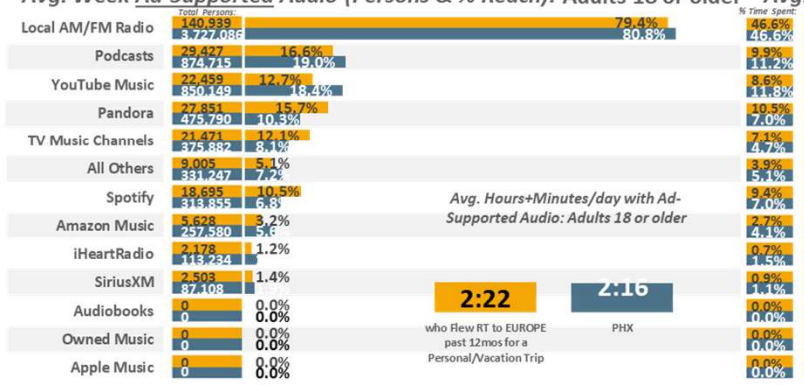
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



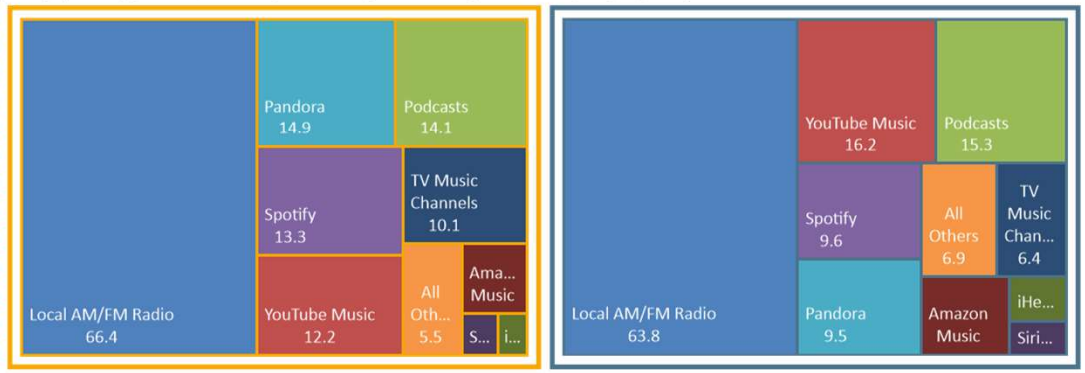
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

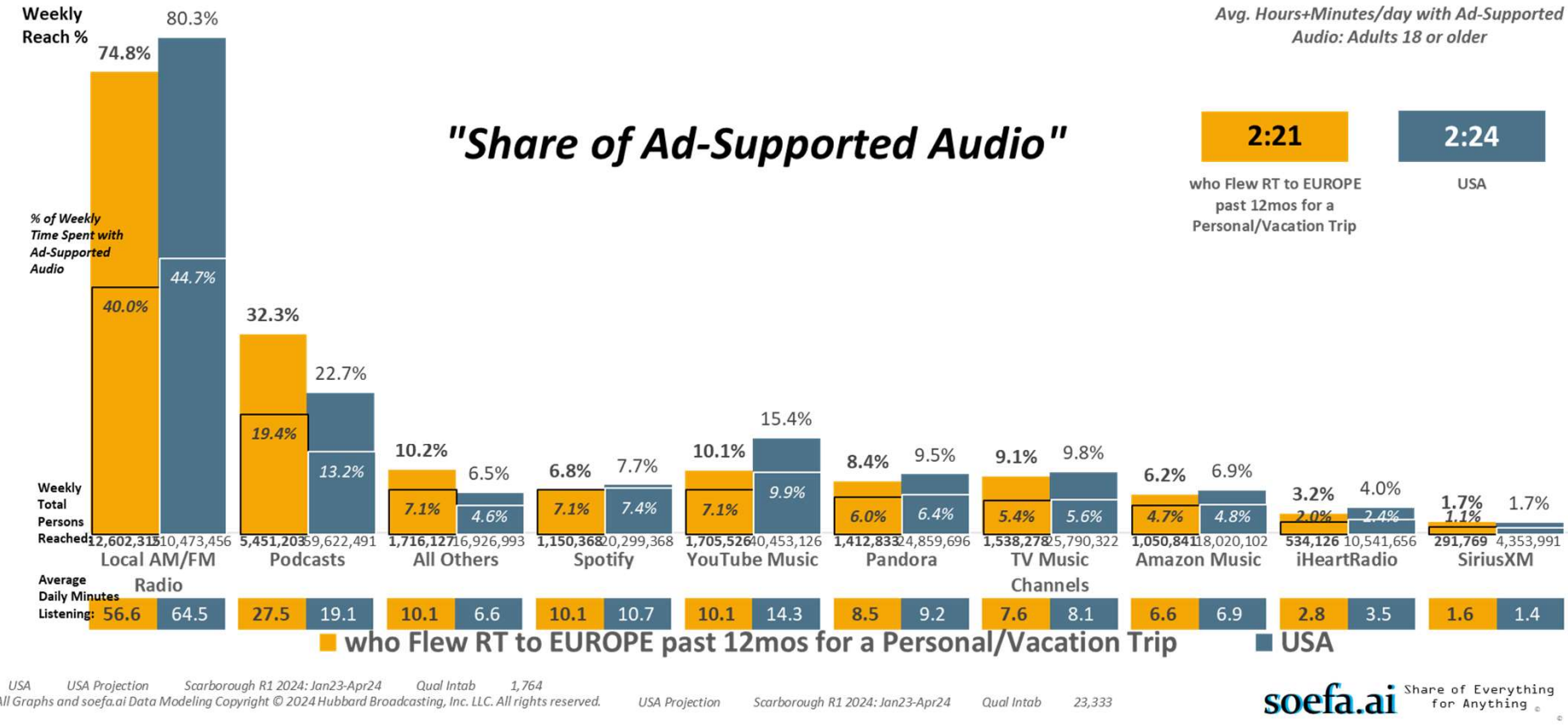
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12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



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

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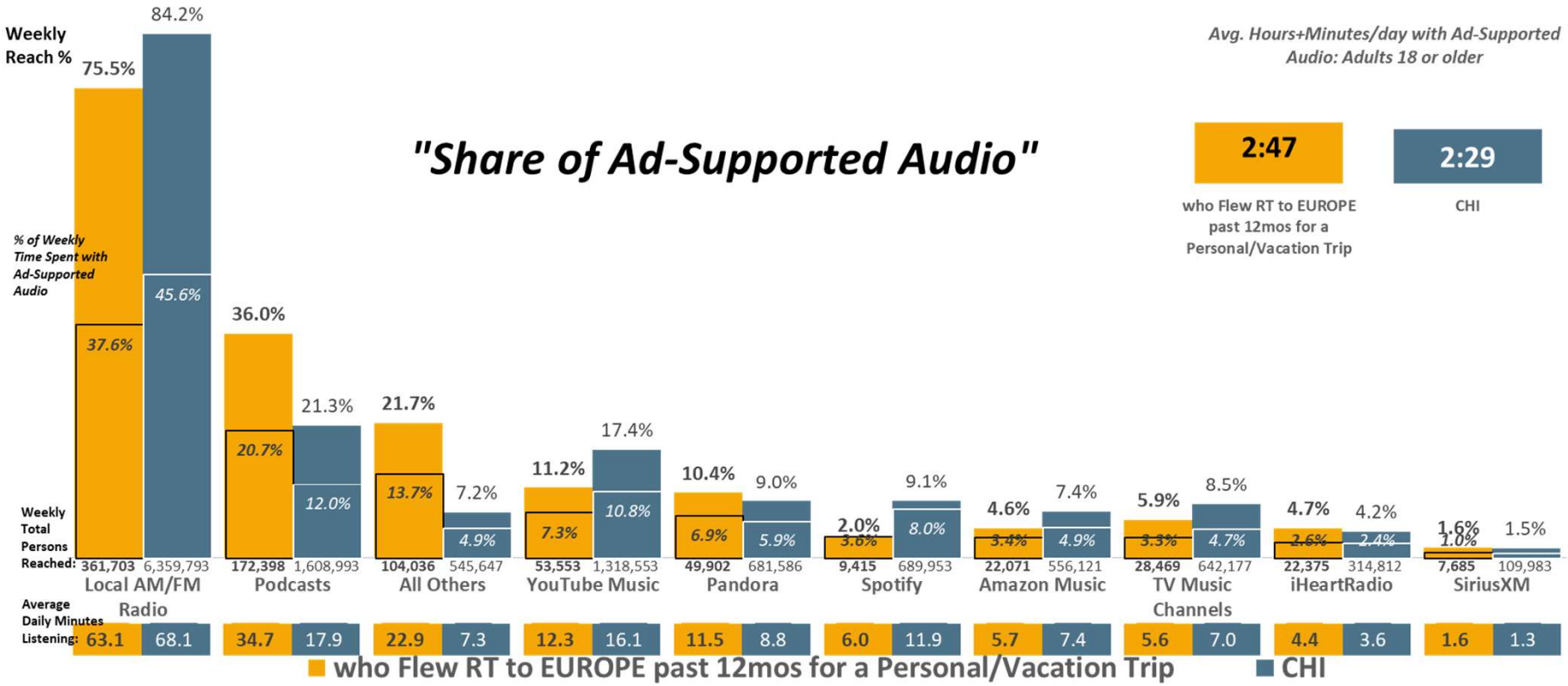
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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361,703 or 75.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

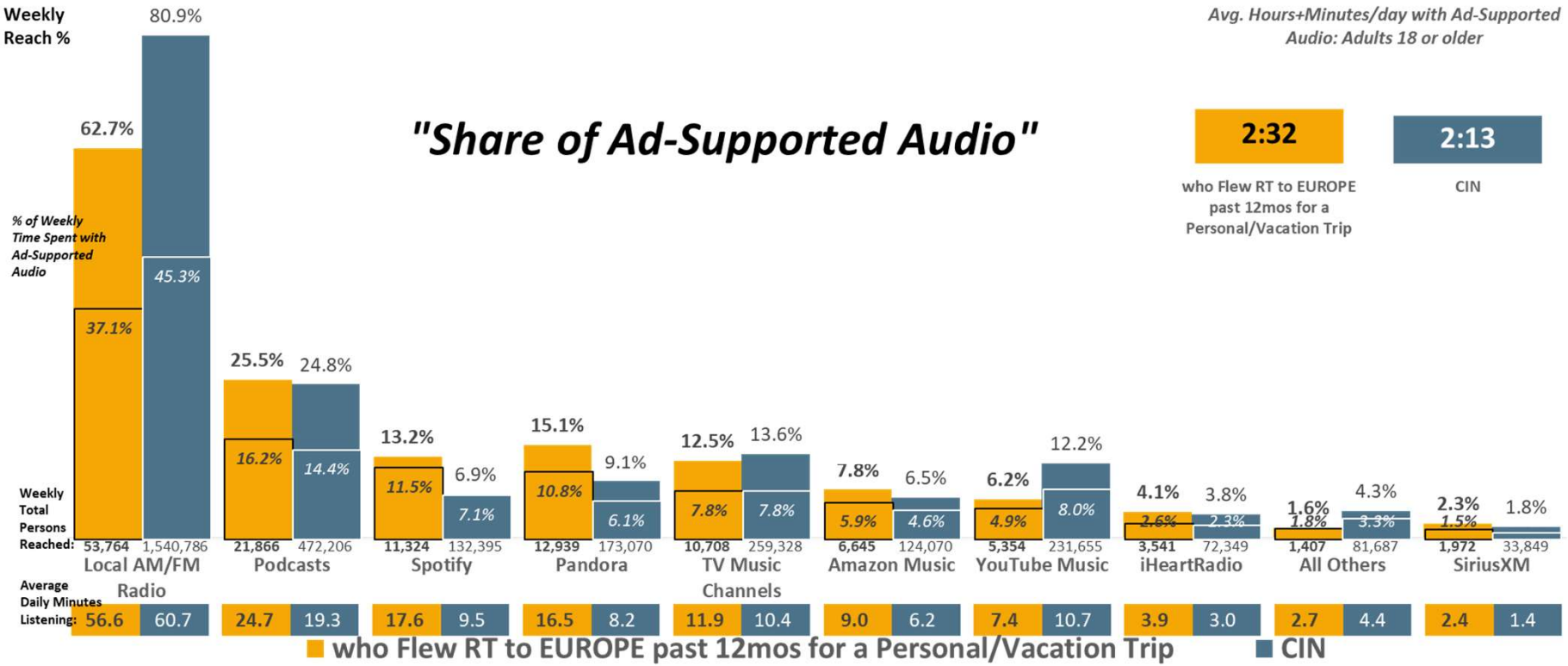
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53,764 or 62.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

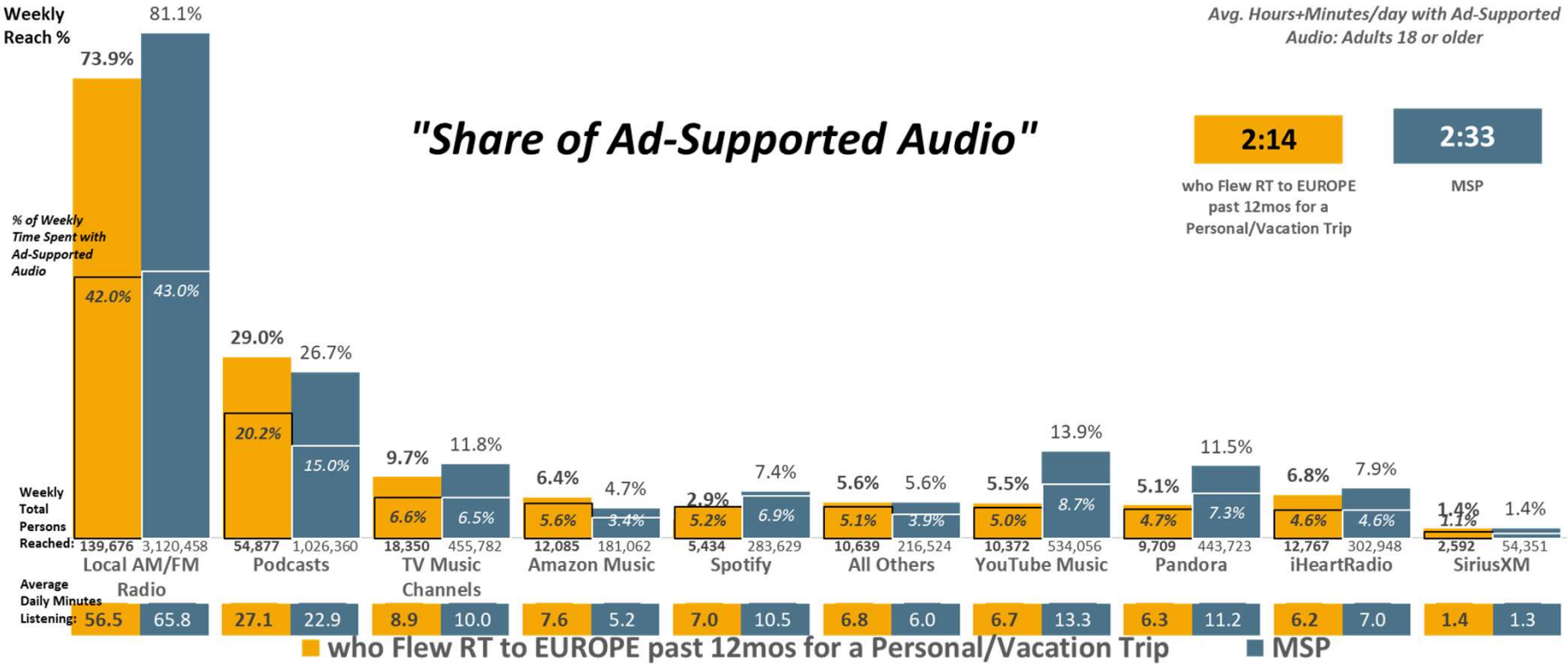
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139,676 or 73.9% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

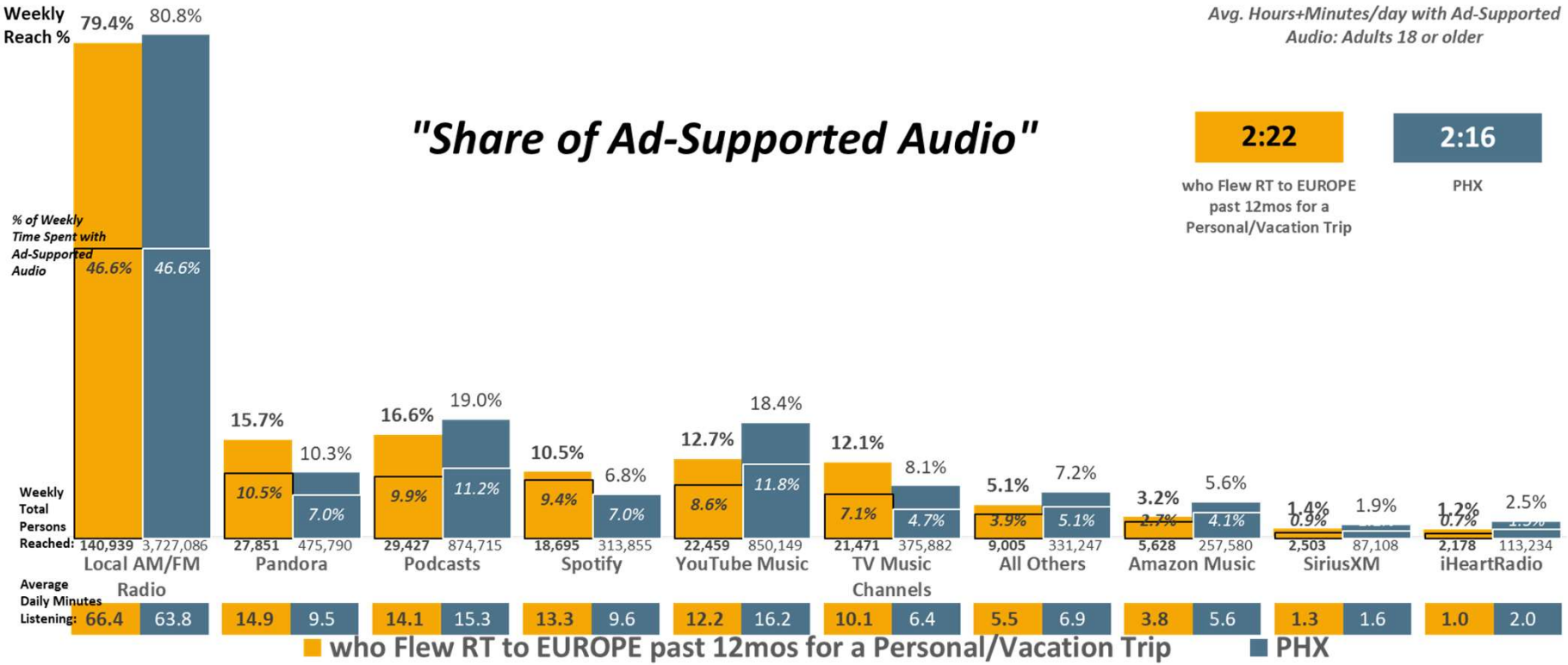
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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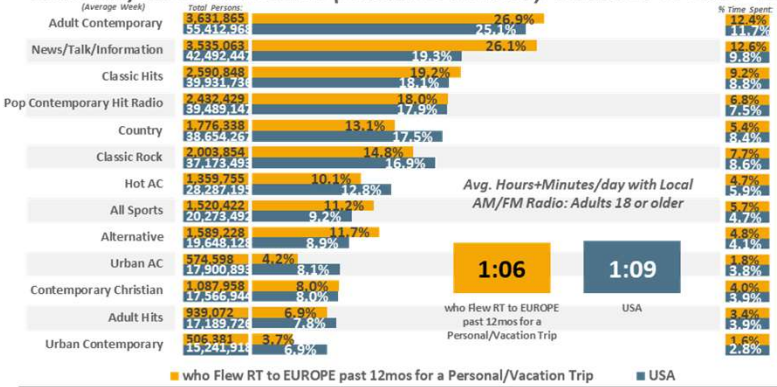
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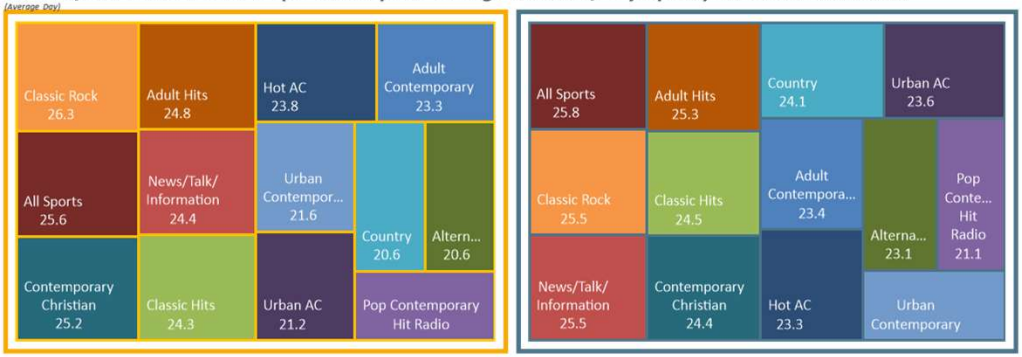


12,602,315 or 74.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country

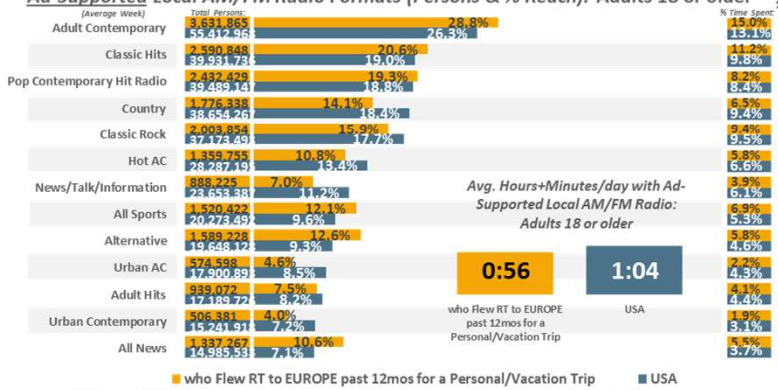
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



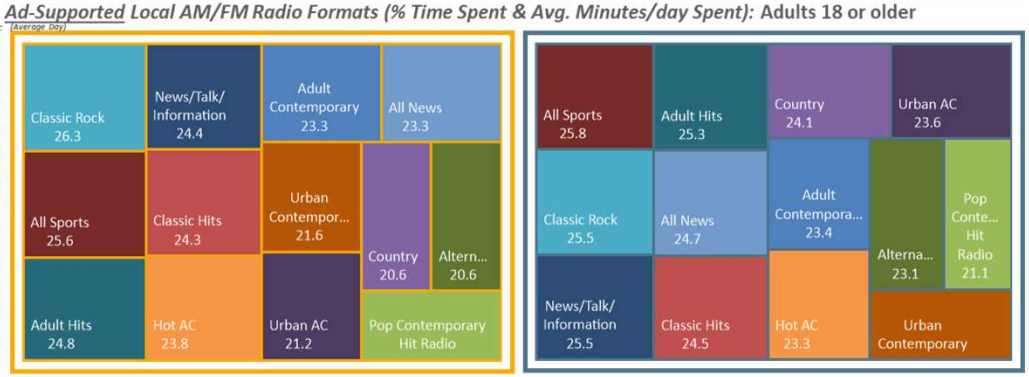
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

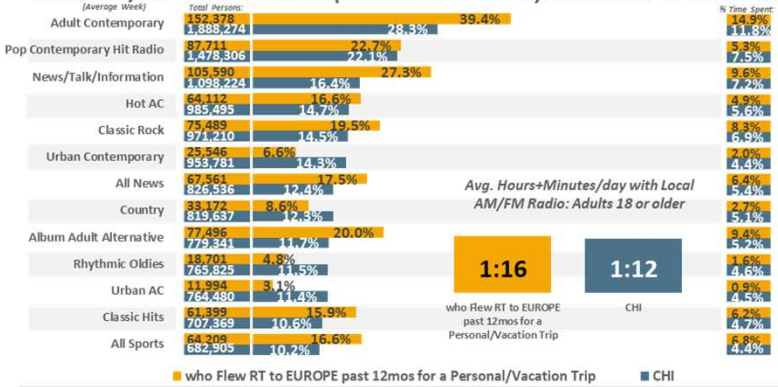
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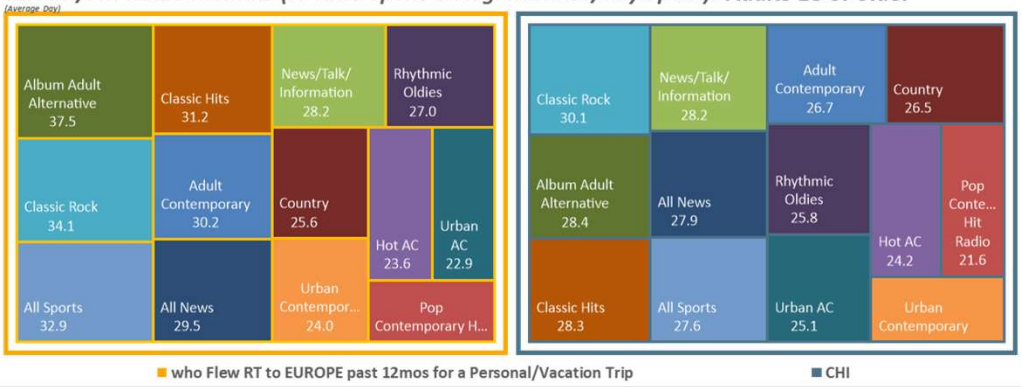


361,703 or 75.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Album Adult Alternative, Classic Rock, and

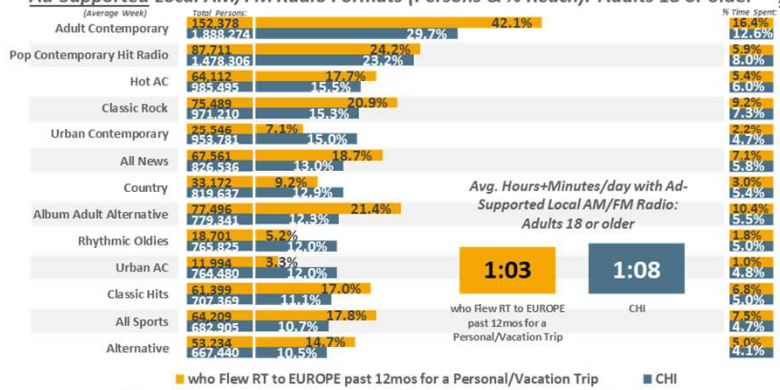
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



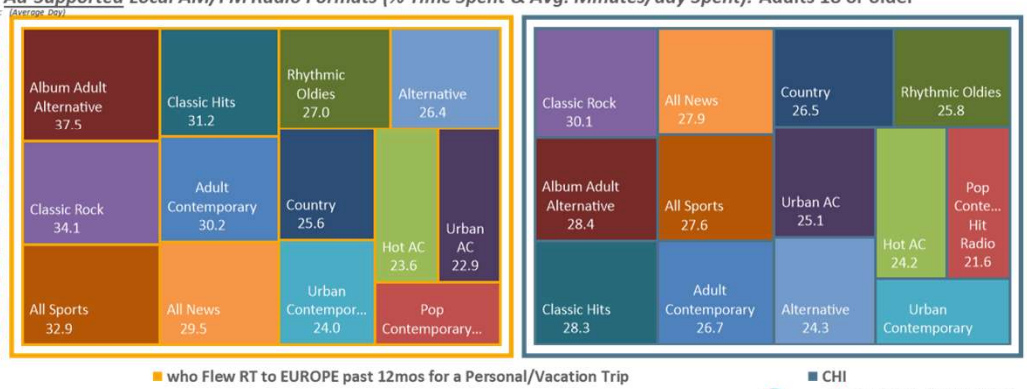
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Feb23-Mar24 Qual Intab 221

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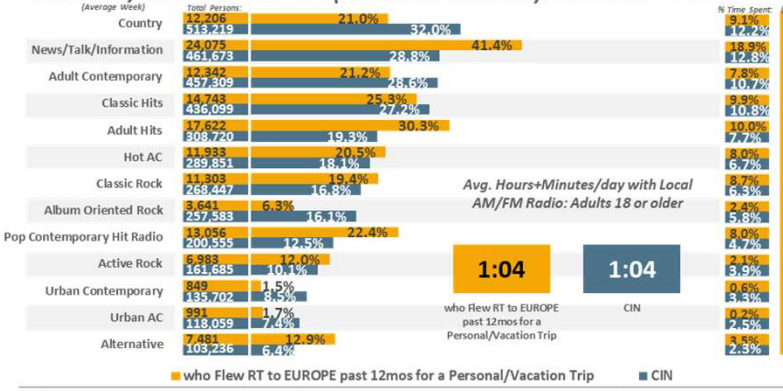
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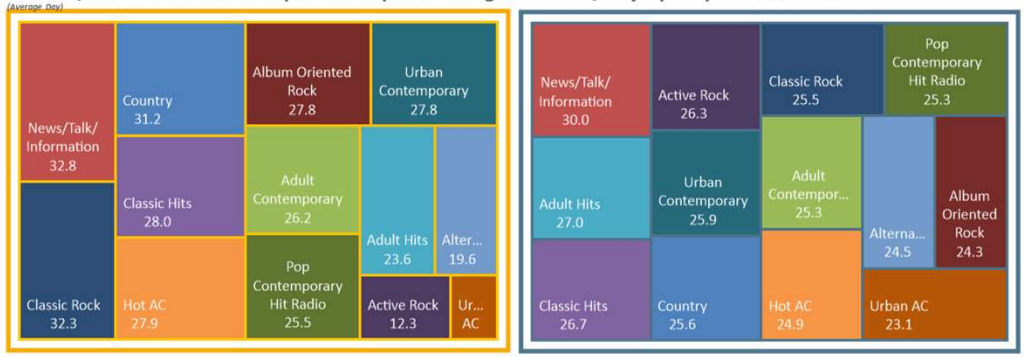


53,764 or 62.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, News/Talk/Information, Pop Contemporary Hit Radio, and Adult Cont

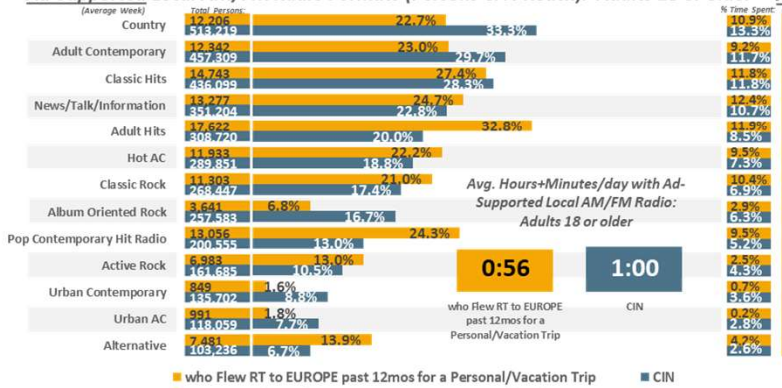
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



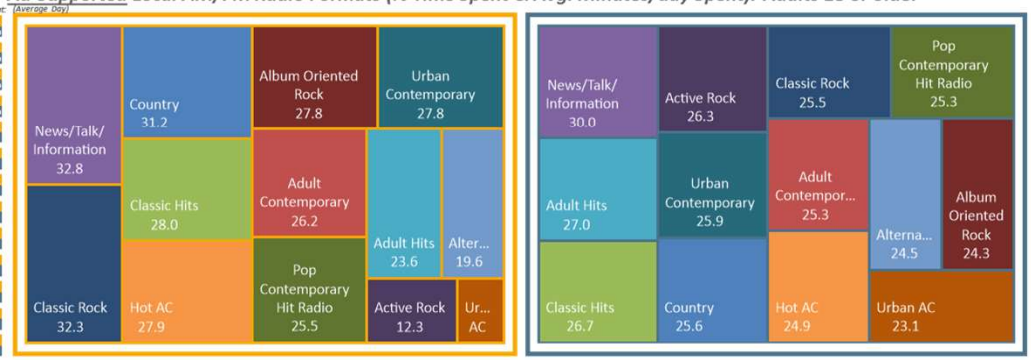
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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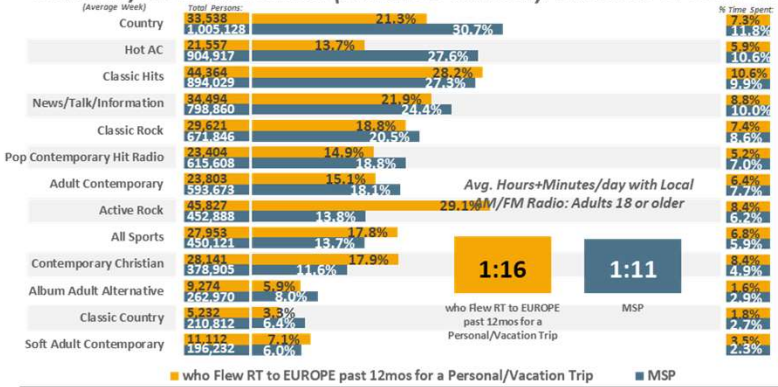
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

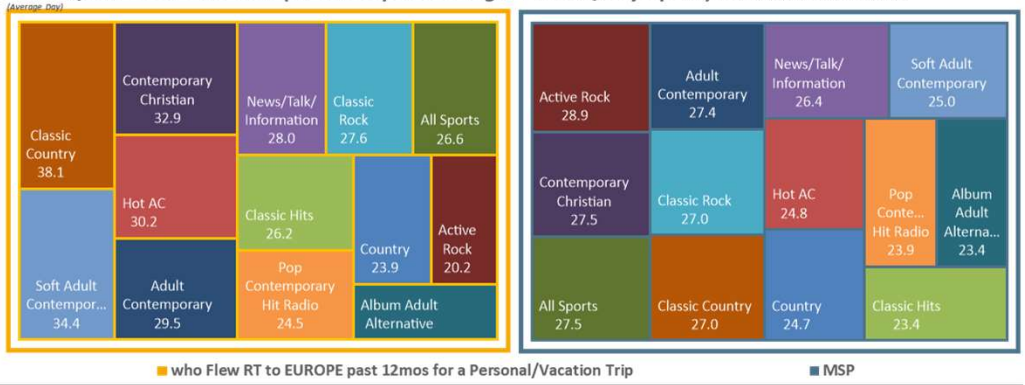


139,676 or 73.9% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Classic Hits, Country, Classic Rock, and All Sports.

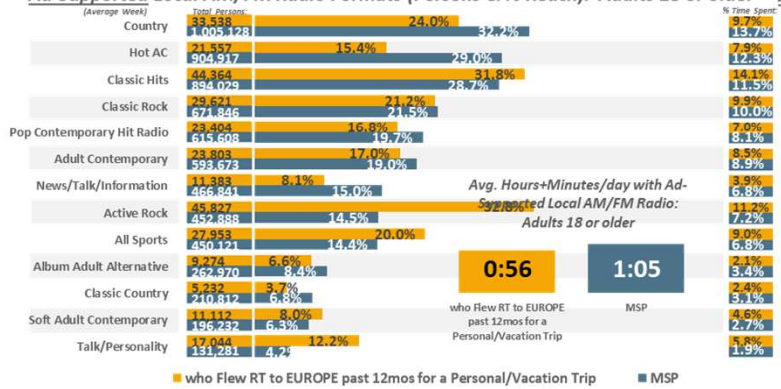
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



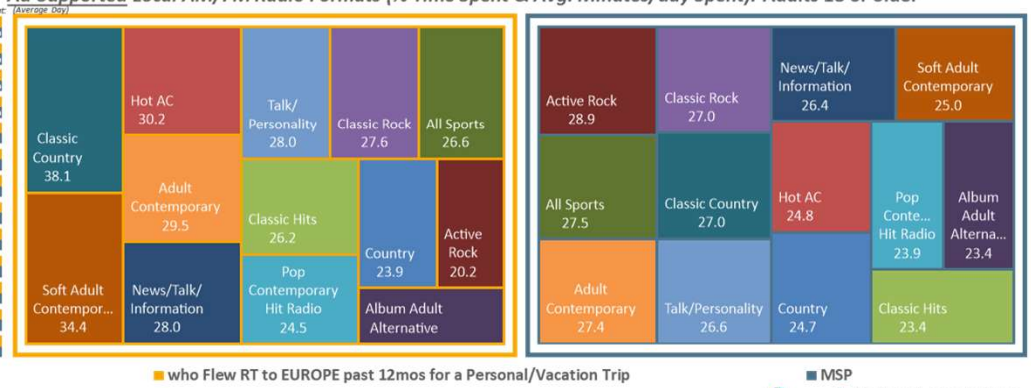
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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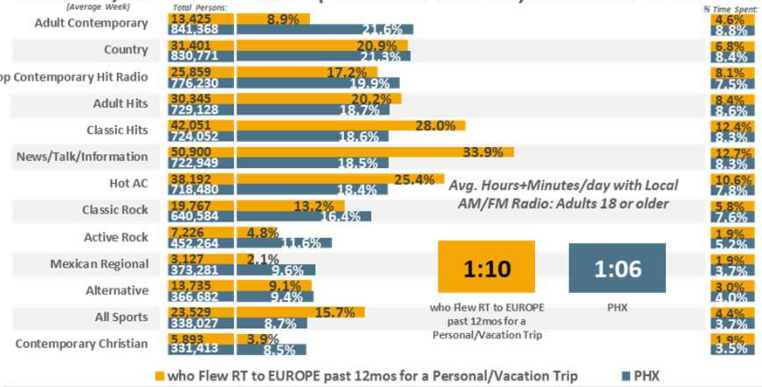
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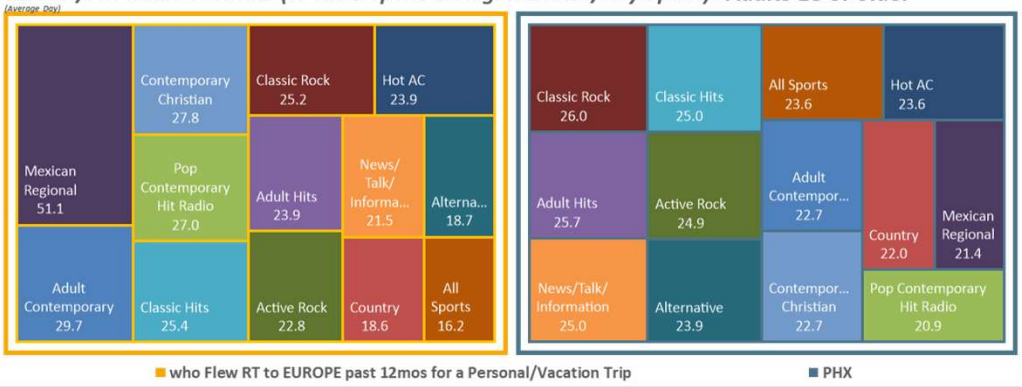


140,939 or 79.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Hot AC, Country, and Adult Hits.

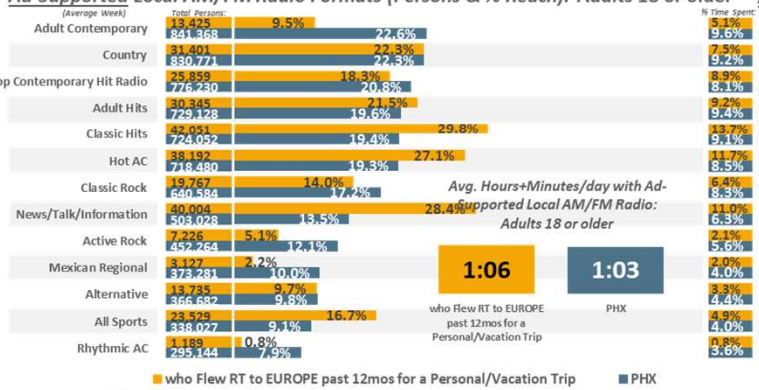
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



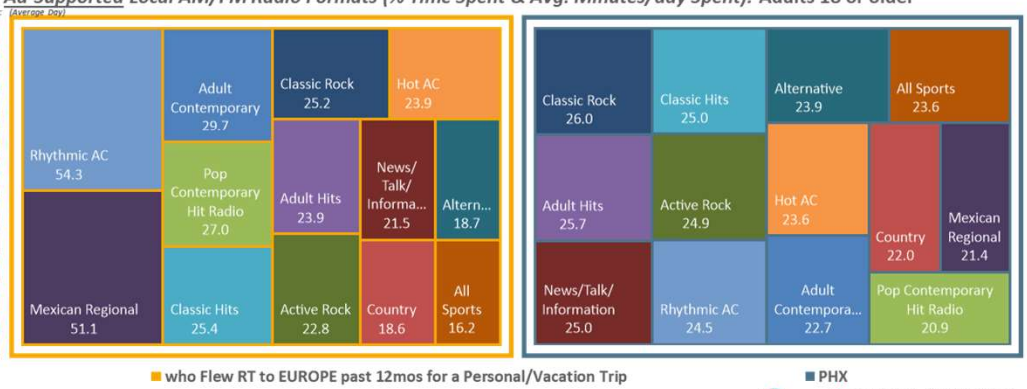
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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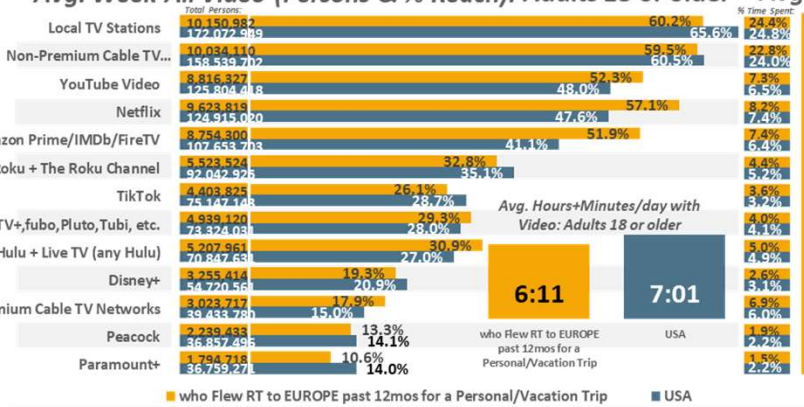
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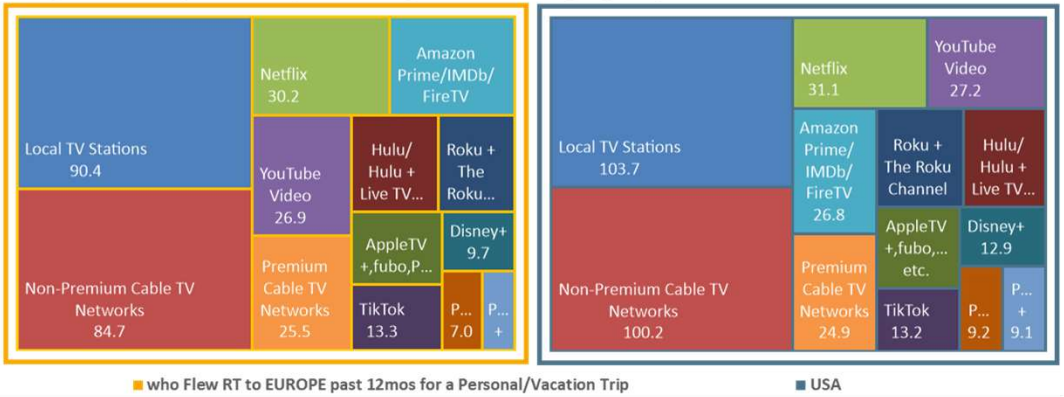


10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 83.2 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

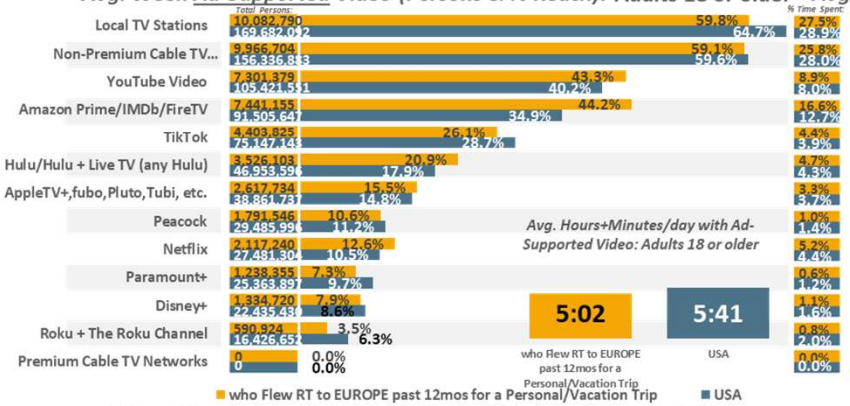
Avg. Week All Video (Persons & % Reach): Adults 18 or older



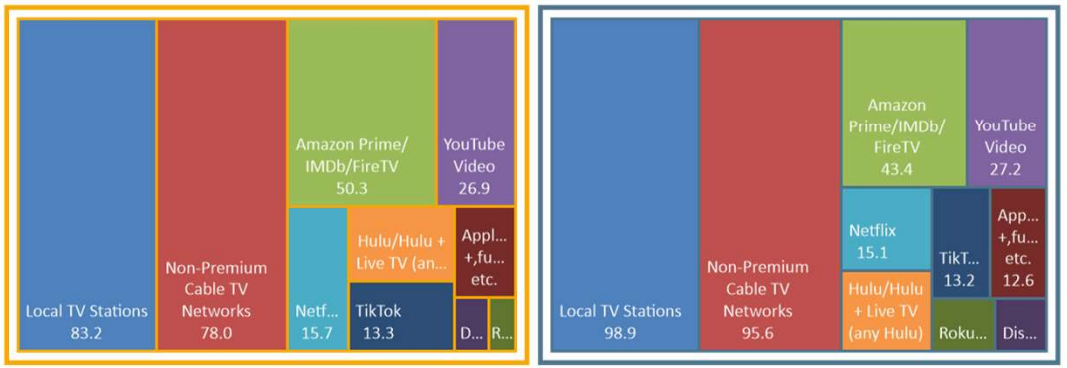
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

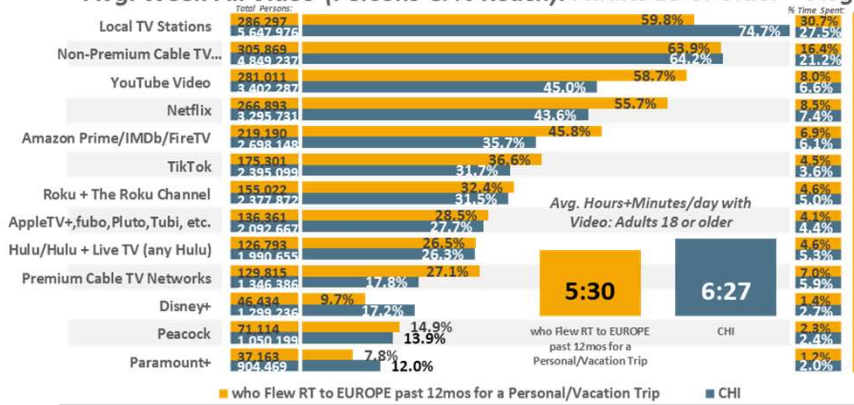
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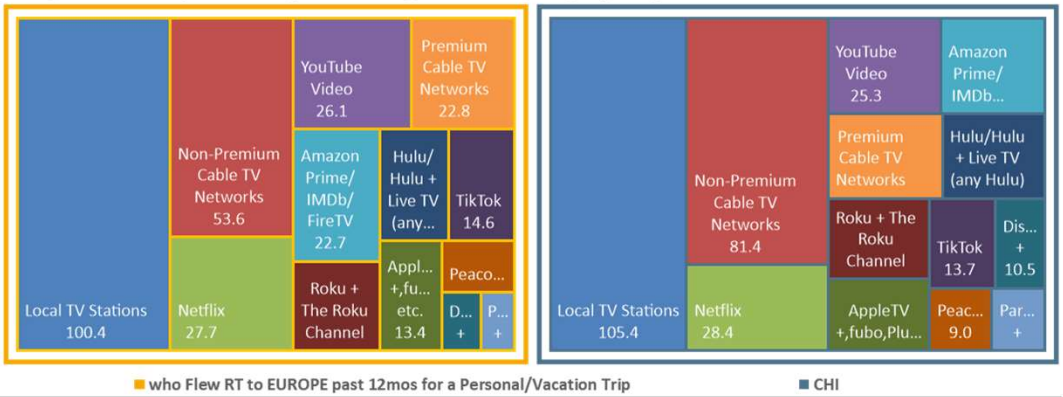


285,893 or 59.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

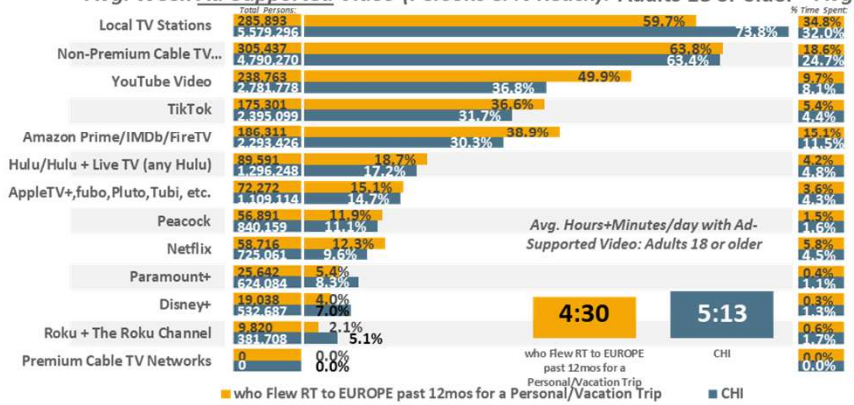
Avg. Week All Video (Persons & % Reach): Adults 18 or older



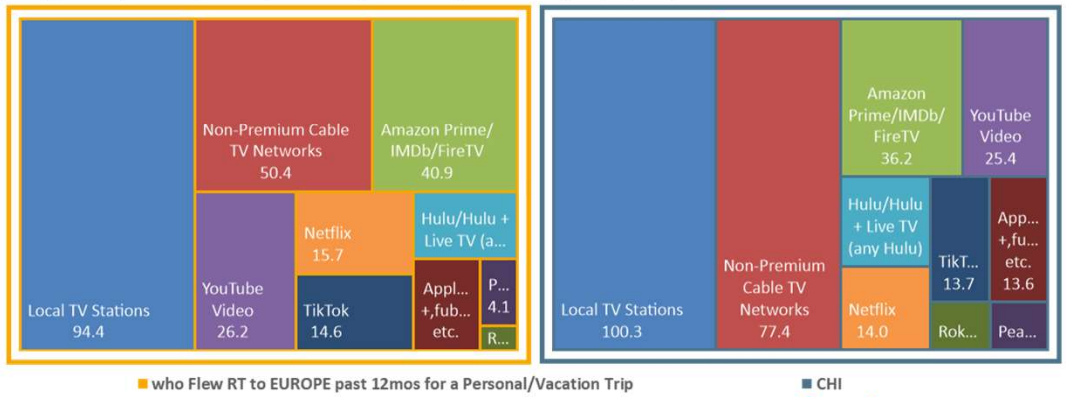
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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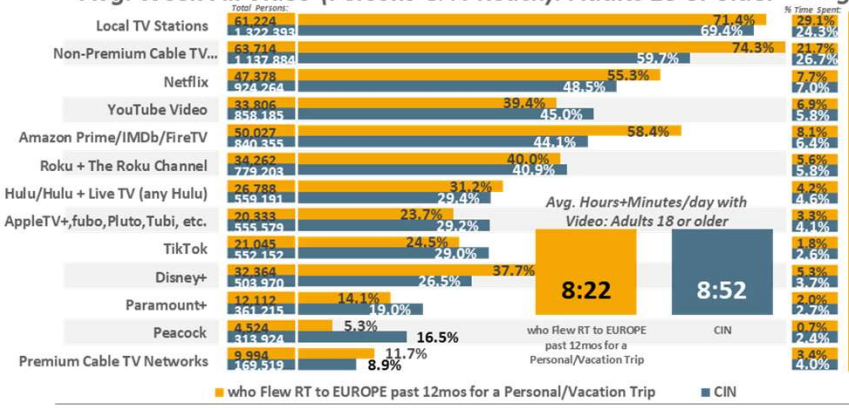
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

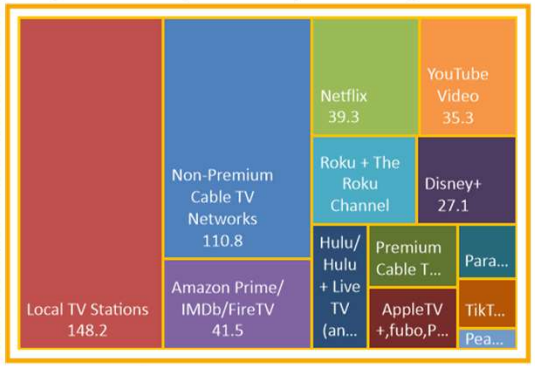


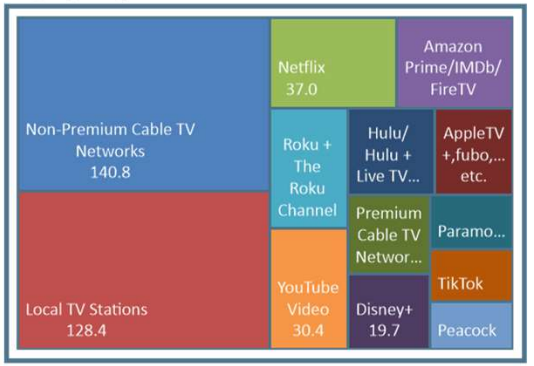
60,616 or 70.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 135.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

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



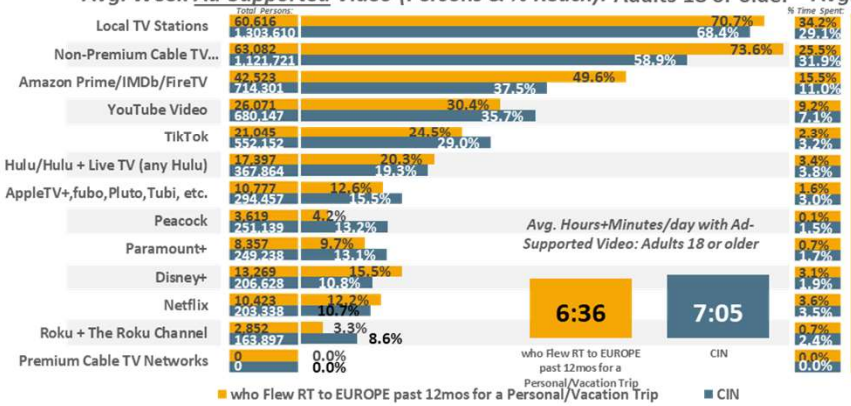
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



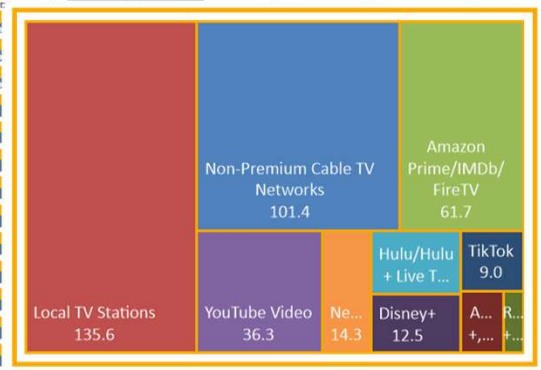


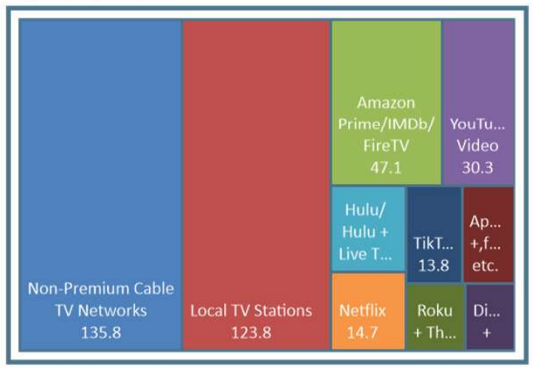
who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ CIN

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





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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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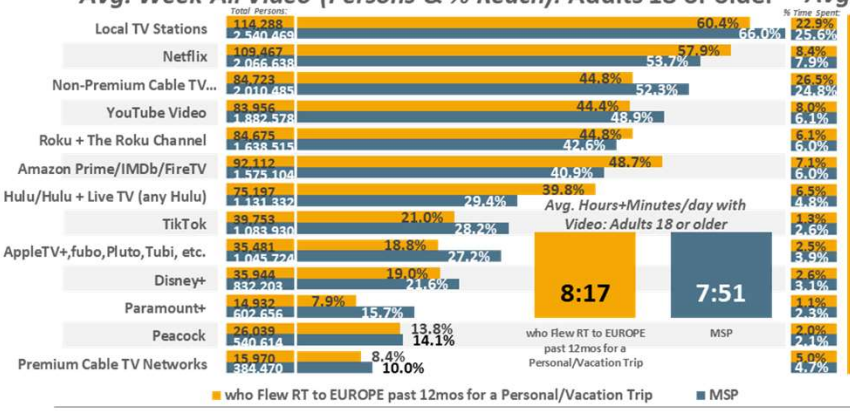
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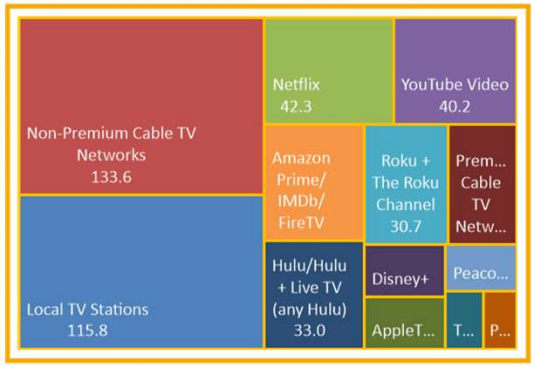


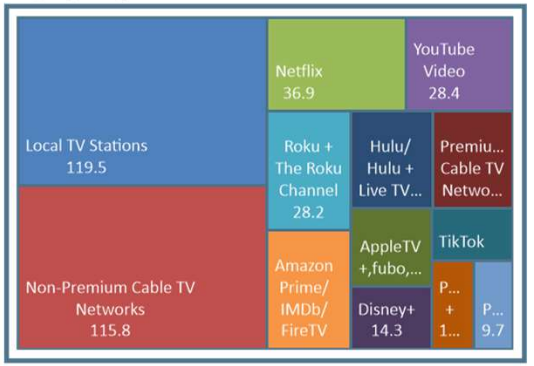
113,375 or 60.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 103.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

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



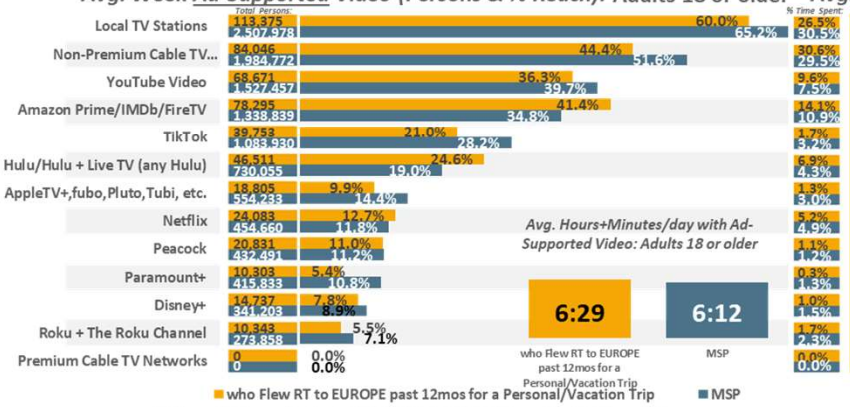
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



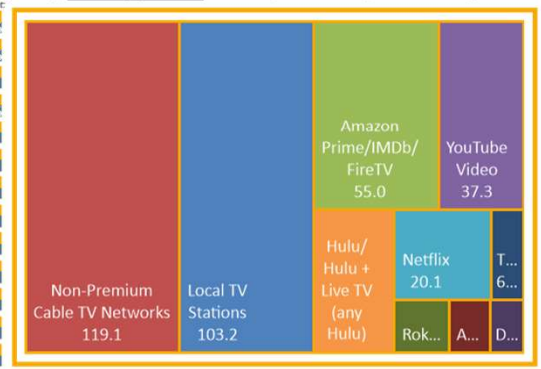


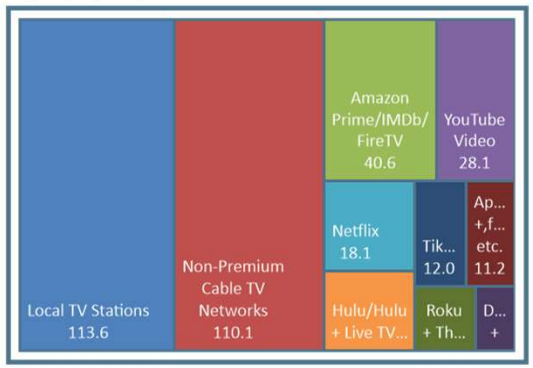
who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ MSP

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





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

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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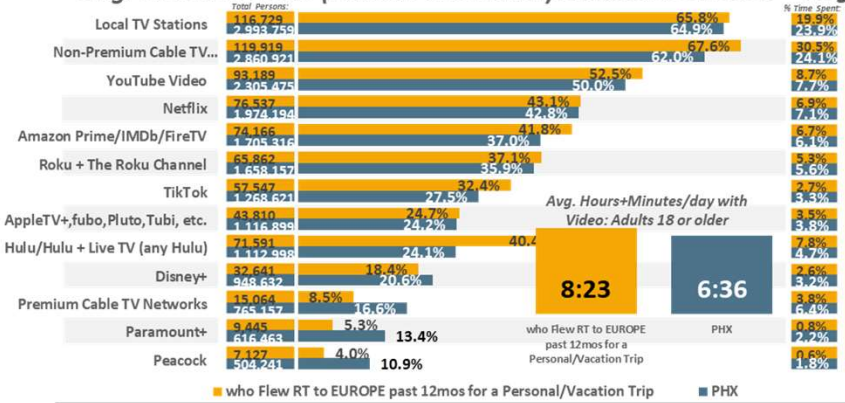
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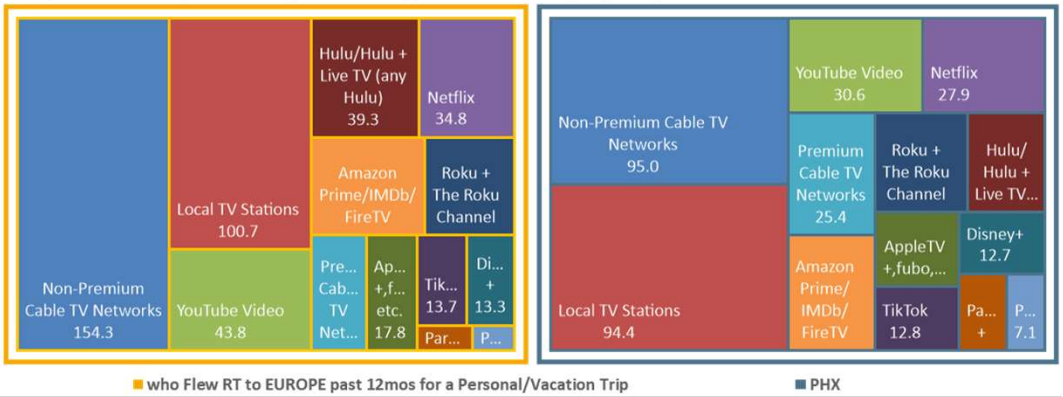


115,730 or 65.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

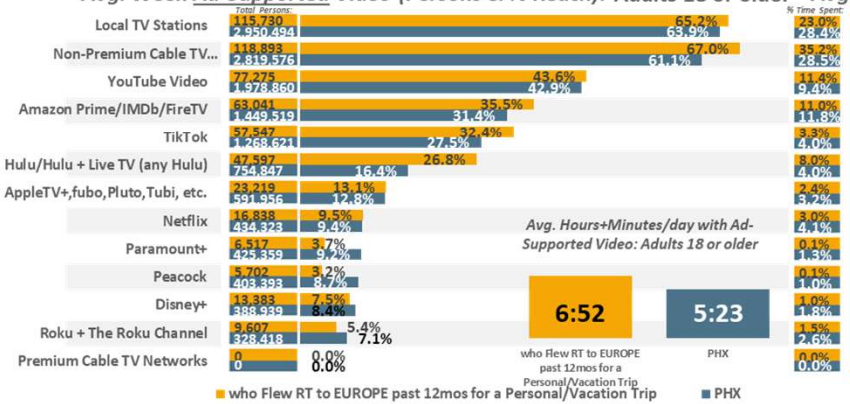
Avg. Week All Video (Persons & % Reach): Adults 18 or older



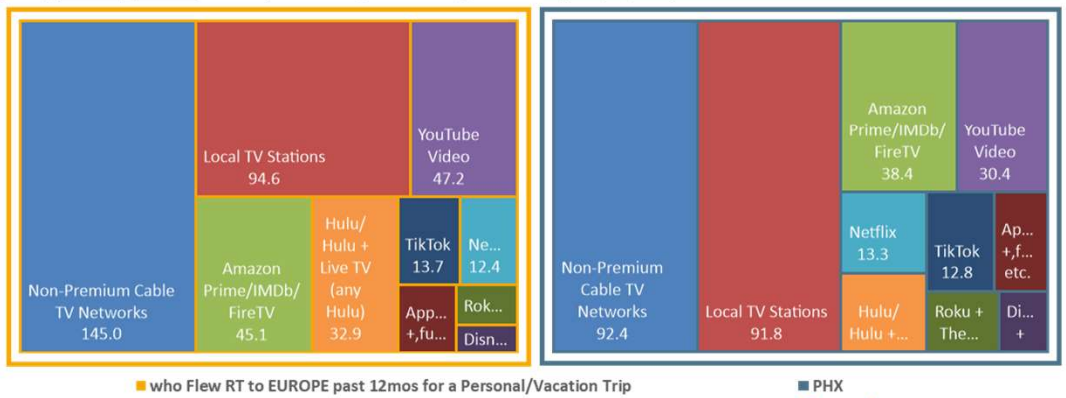
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 95

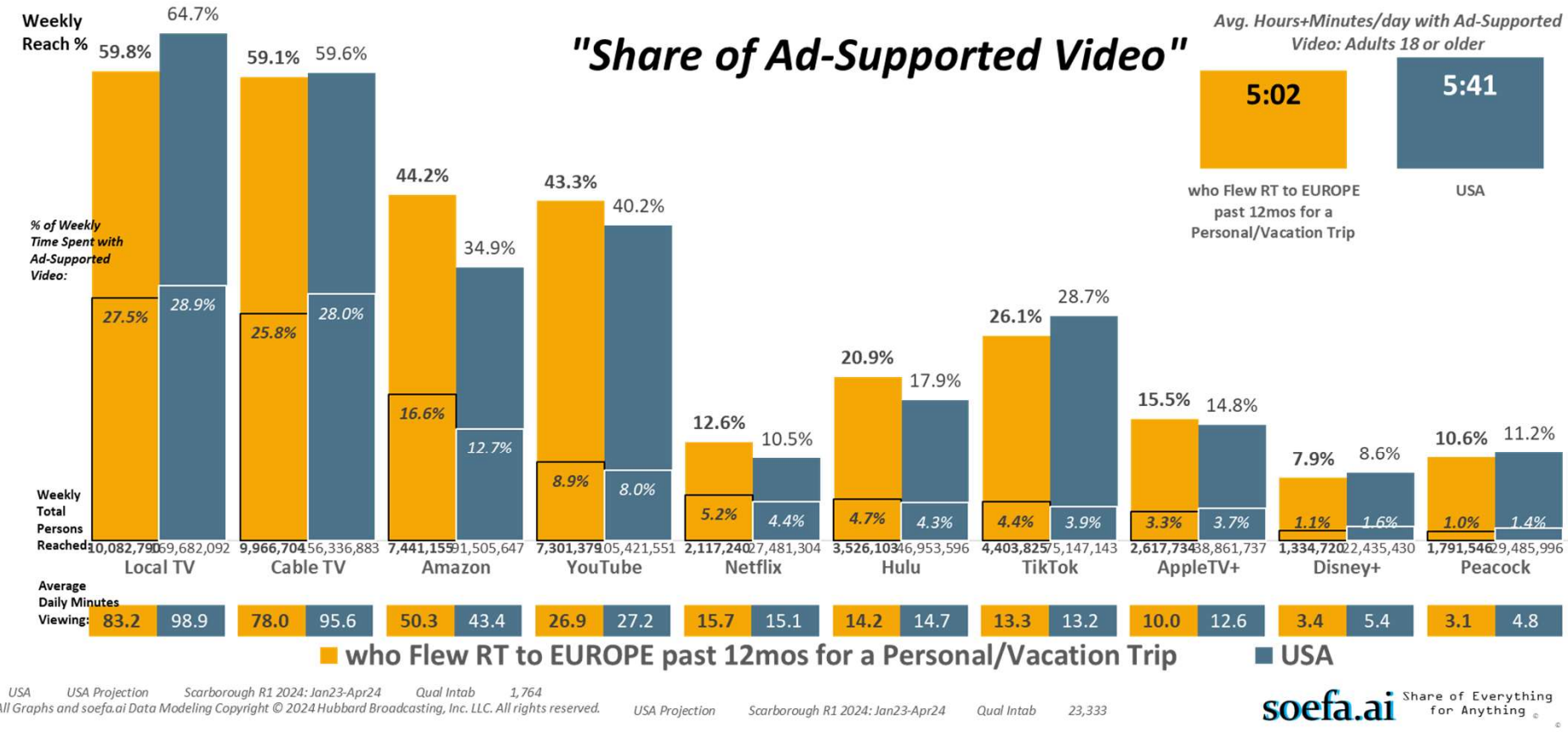
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10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 83.2 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.



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

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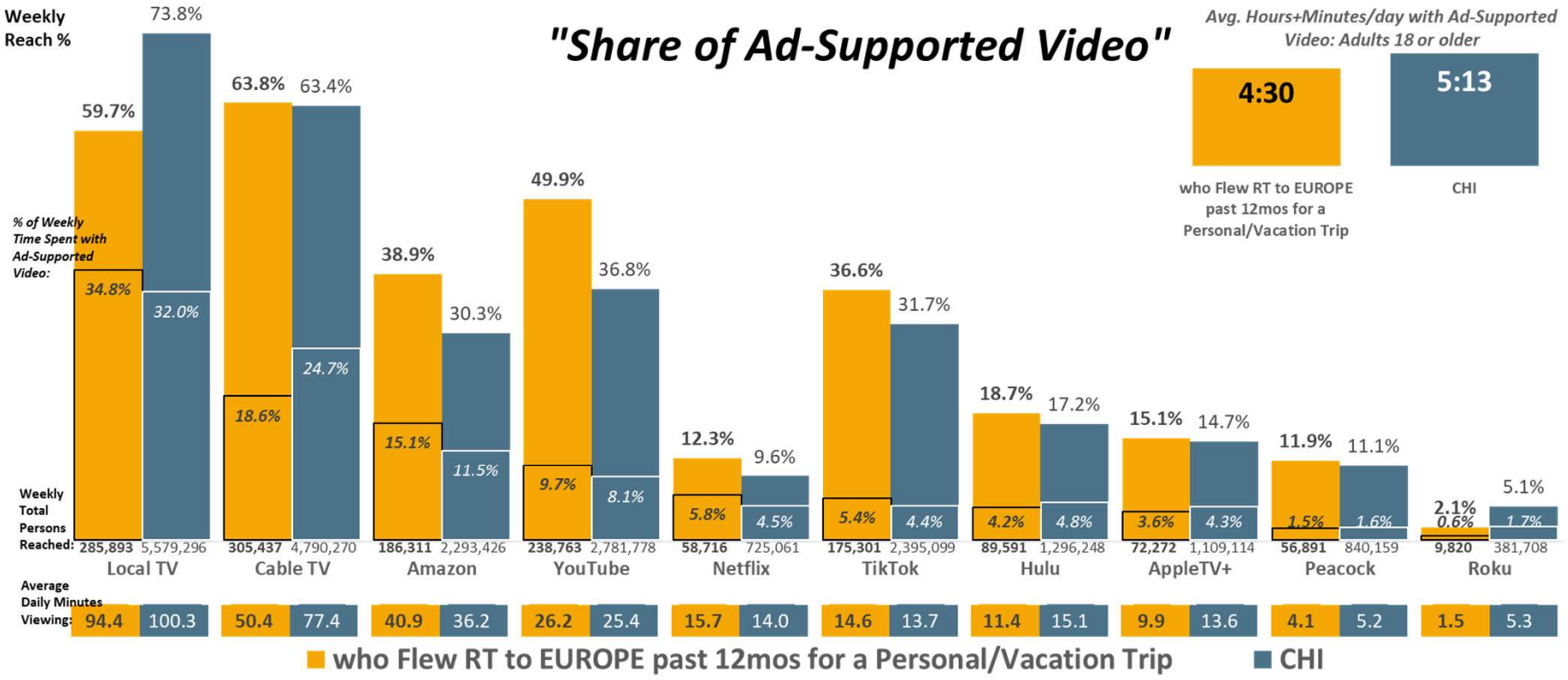
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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



285,893 or 59.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

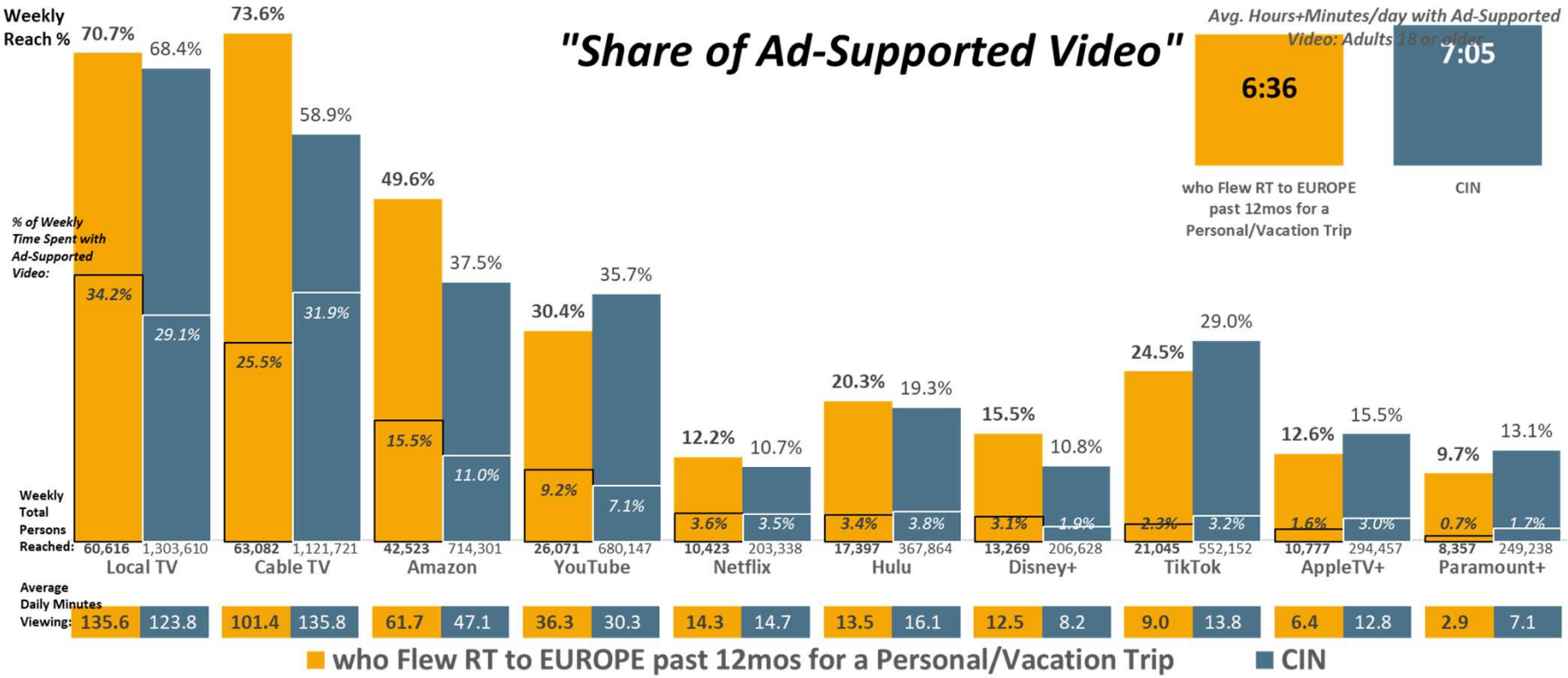
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60,616 or 70.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 135.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

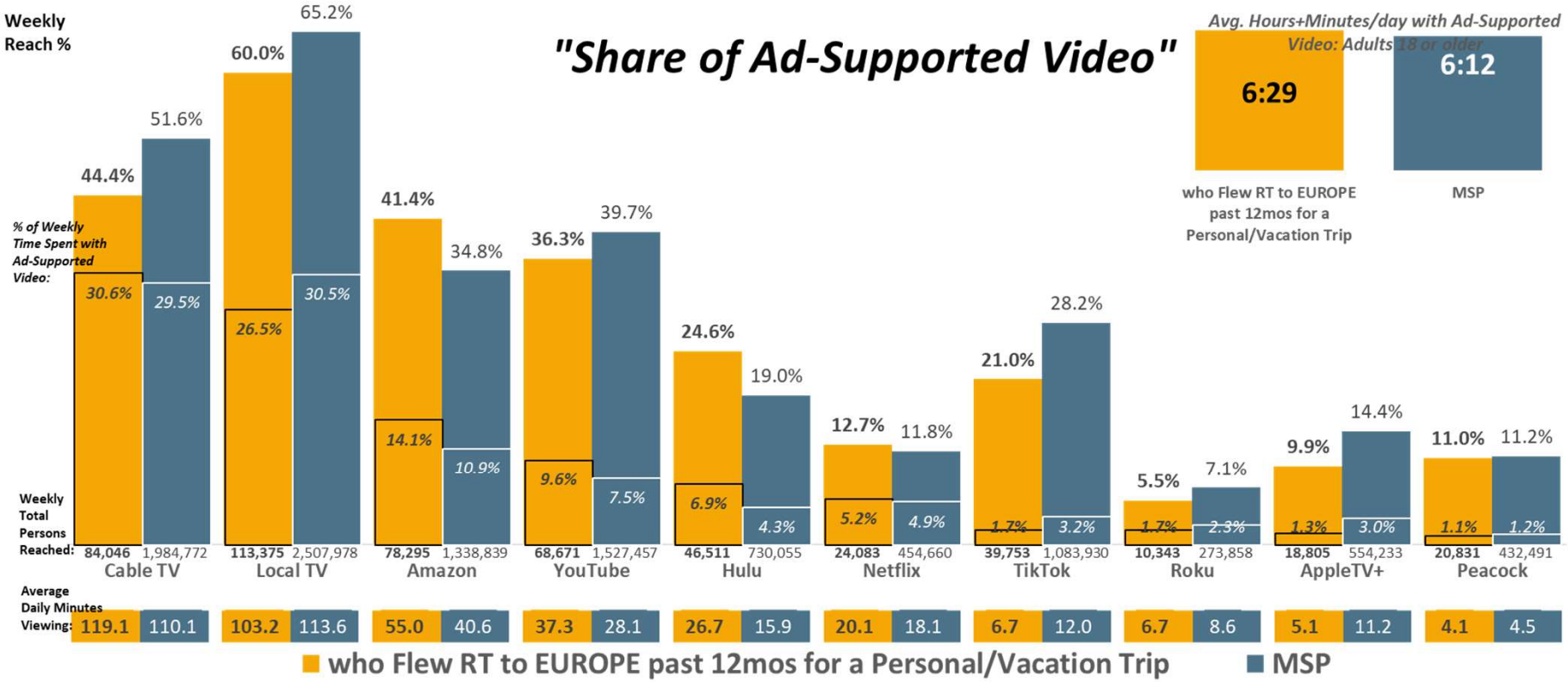
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113,375 or 60.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 103.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

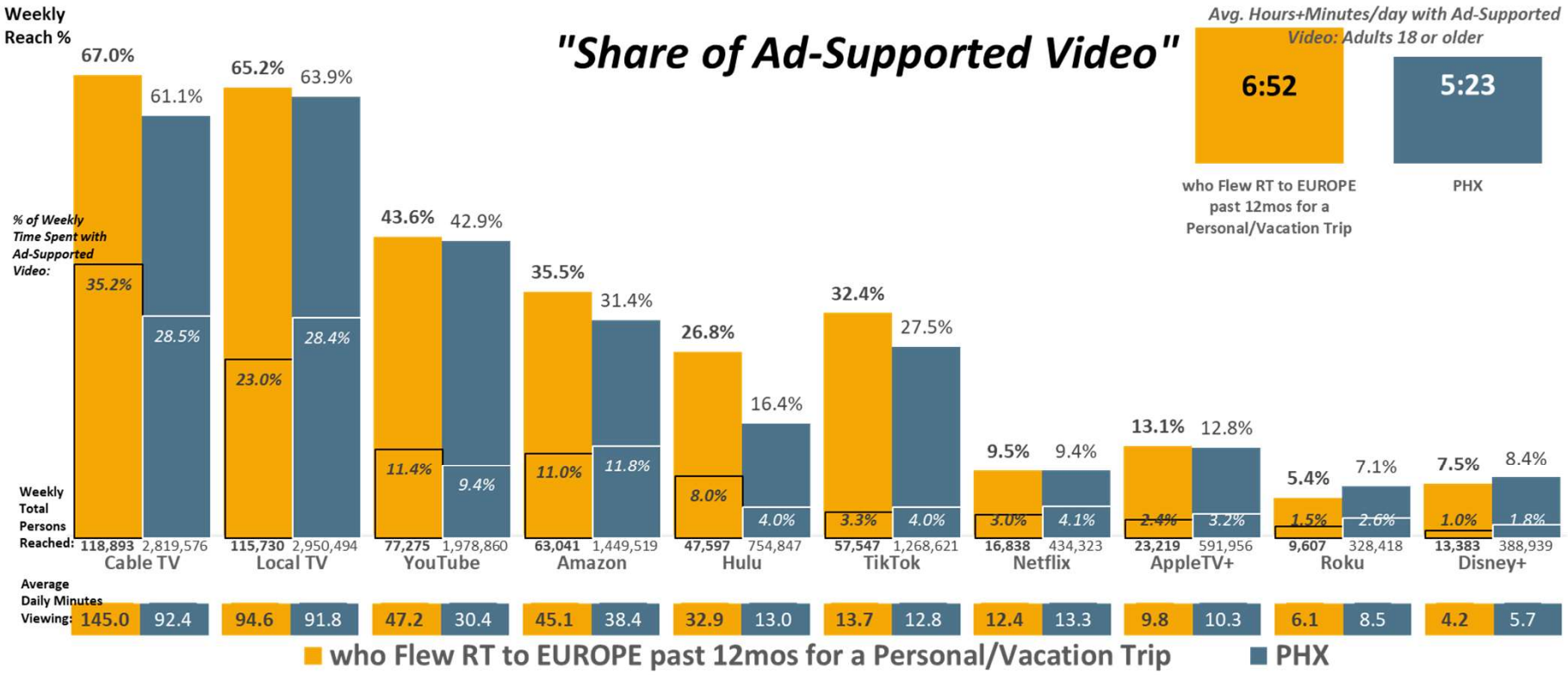
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115,730 or 65.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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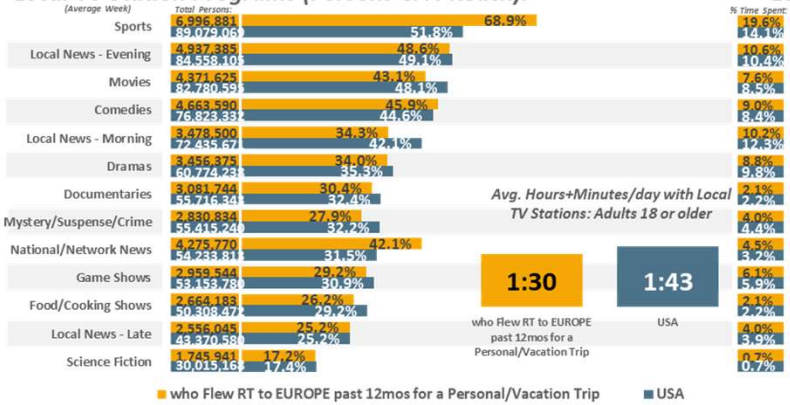
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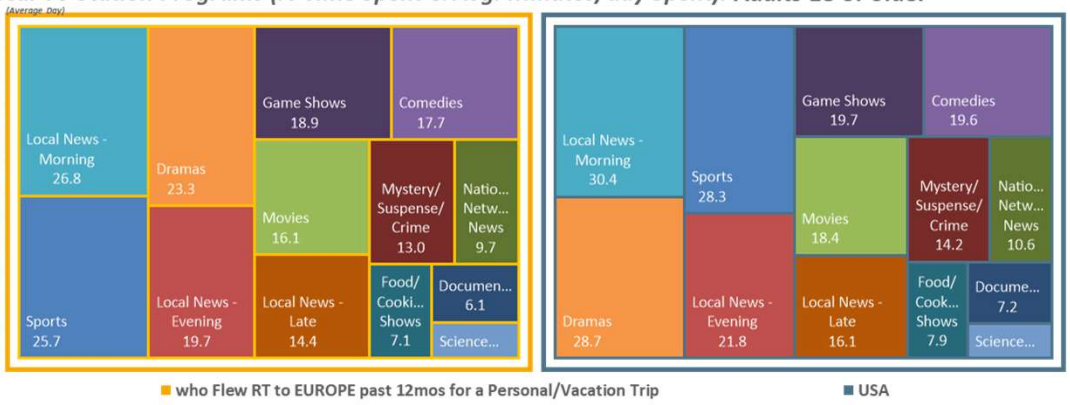


10,082,790 or 59.8% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, National/Network News, and Local News - Mo

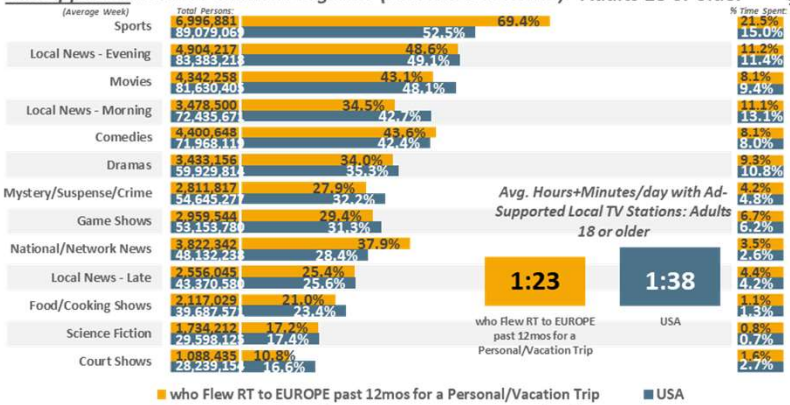
Local TV Station Programs (Persons & % Reach): Adults 18 or older



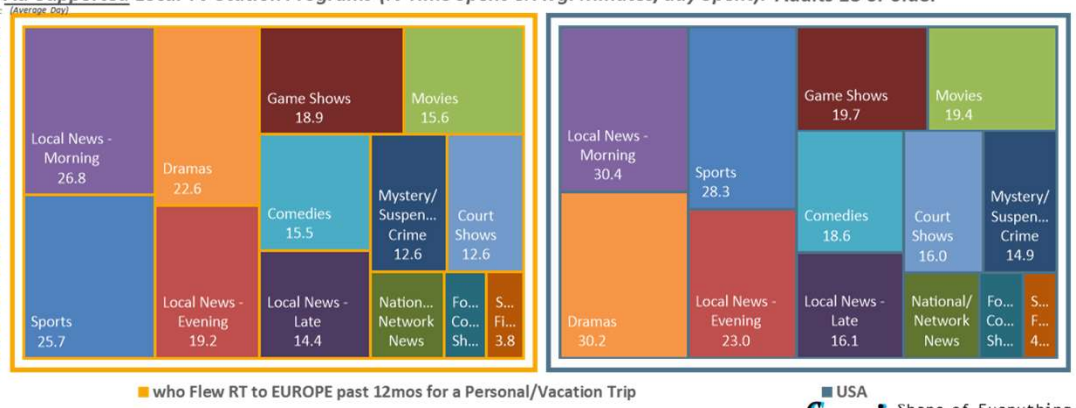
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

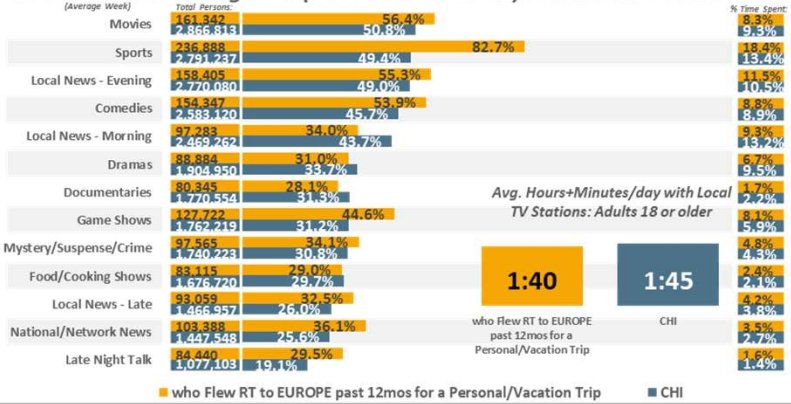
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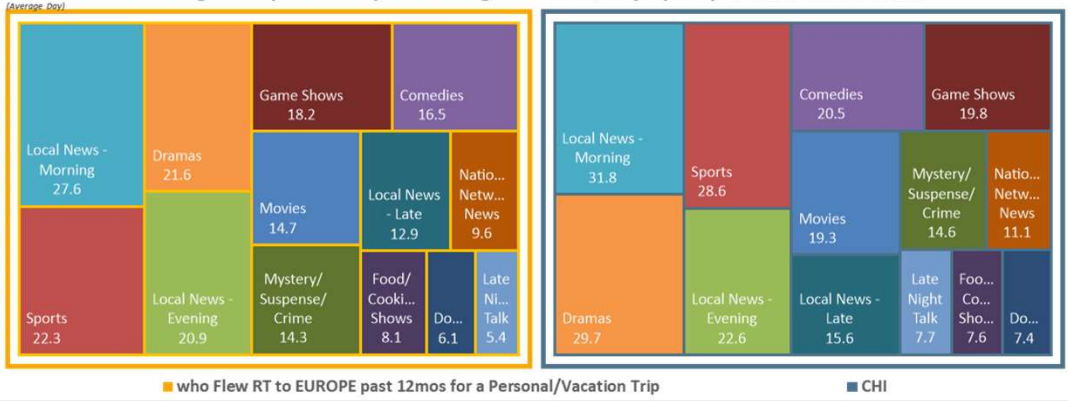


285,893 or 59.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Game Shows, and Mystery/Suspense/Crime.

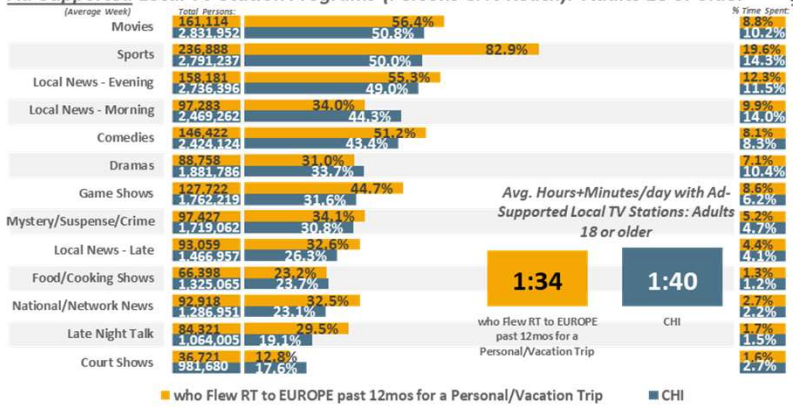
Local TV Station Programs (Persons & % Reach): Adults 18 or older



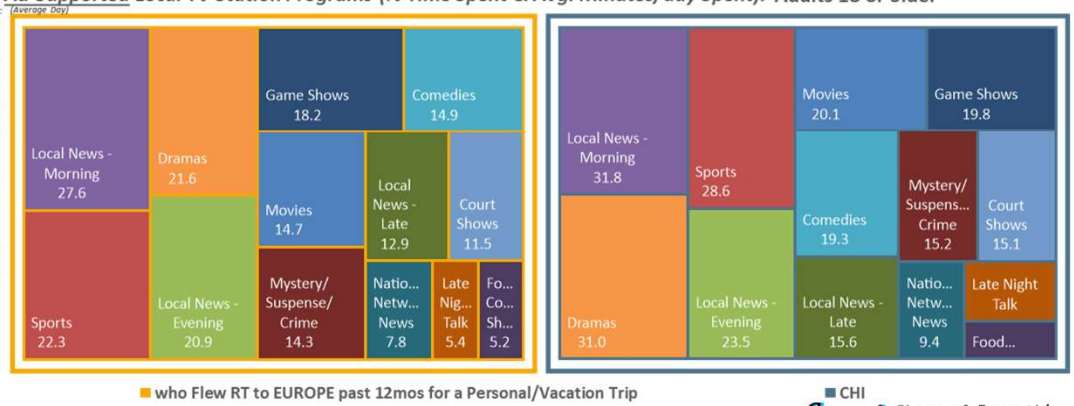
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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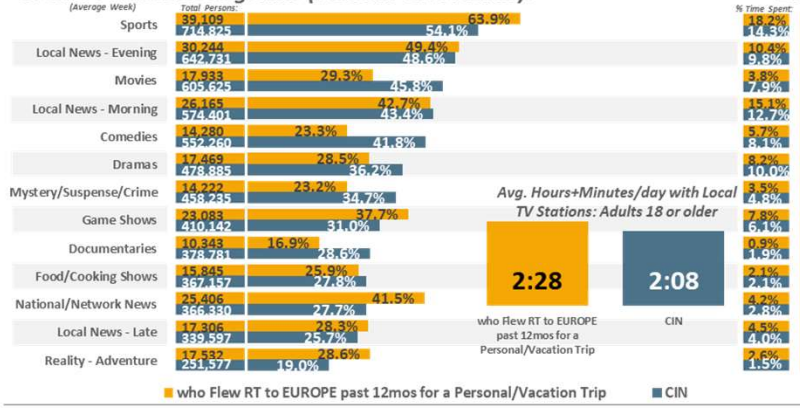
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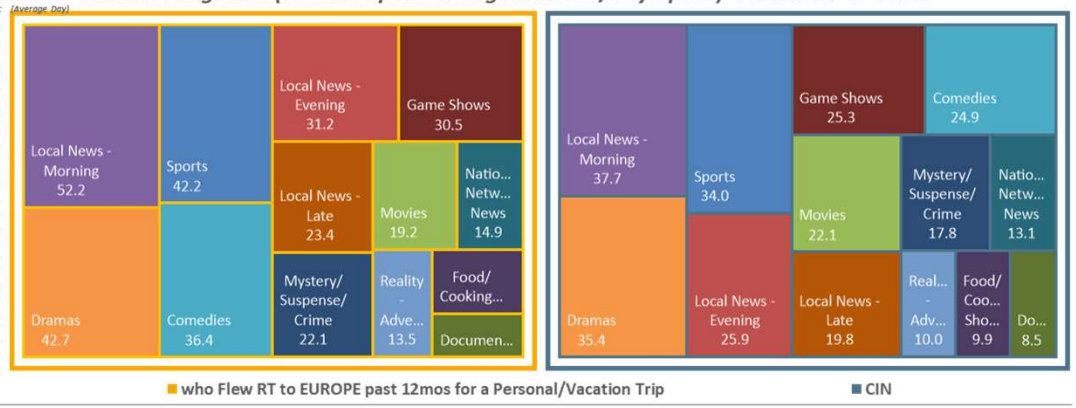


60,616 or 70.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Mov

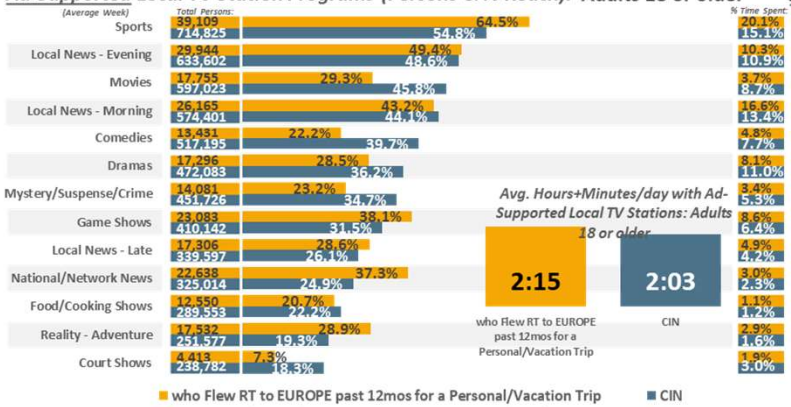
Local TV Station Programs (Persons & % Reach): Adults 18 or older



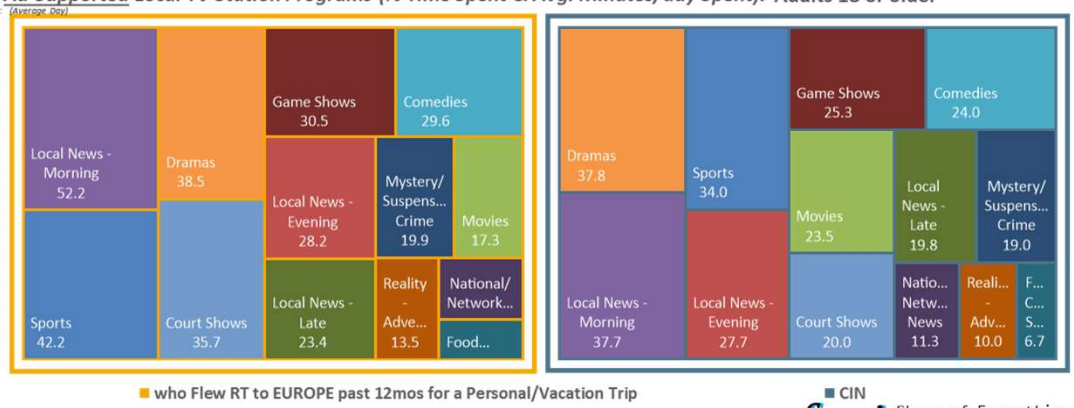
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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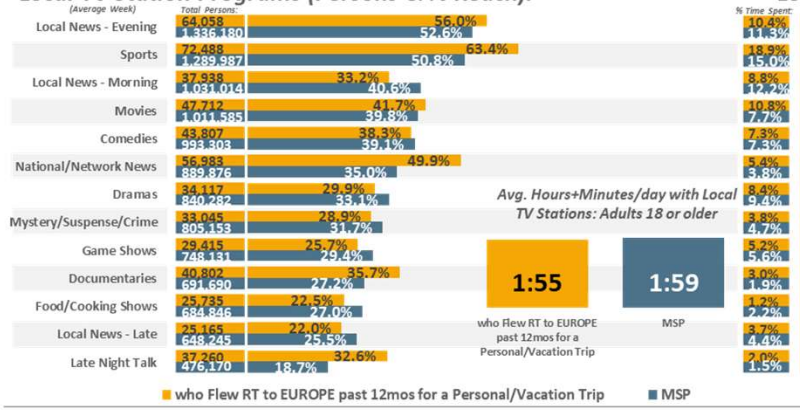
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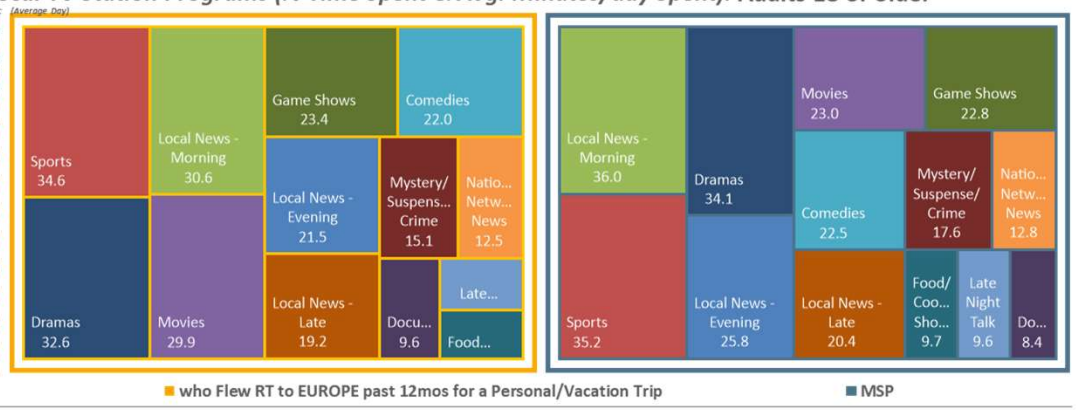


113,375 or 60.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Movies, Comedies, and Local News - Mornin

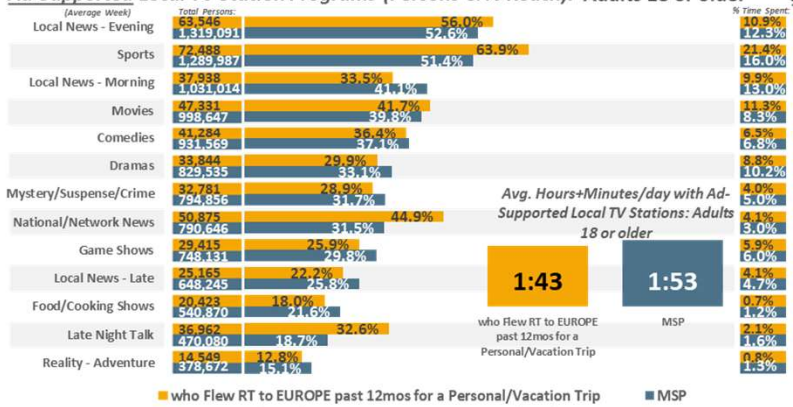
Local TV Station Programs (Persons & % Reach): Adults 18 or older



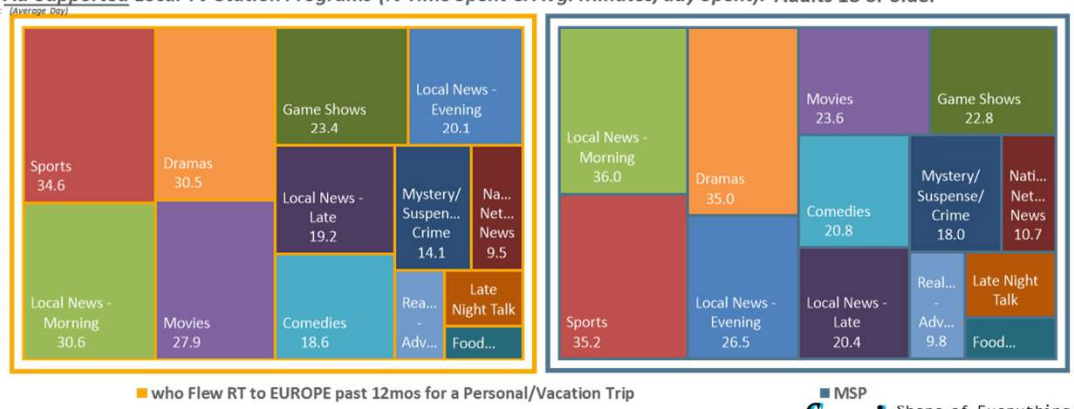
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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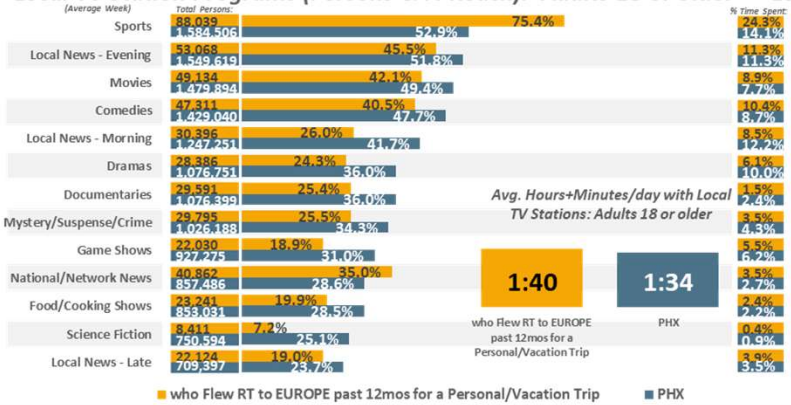
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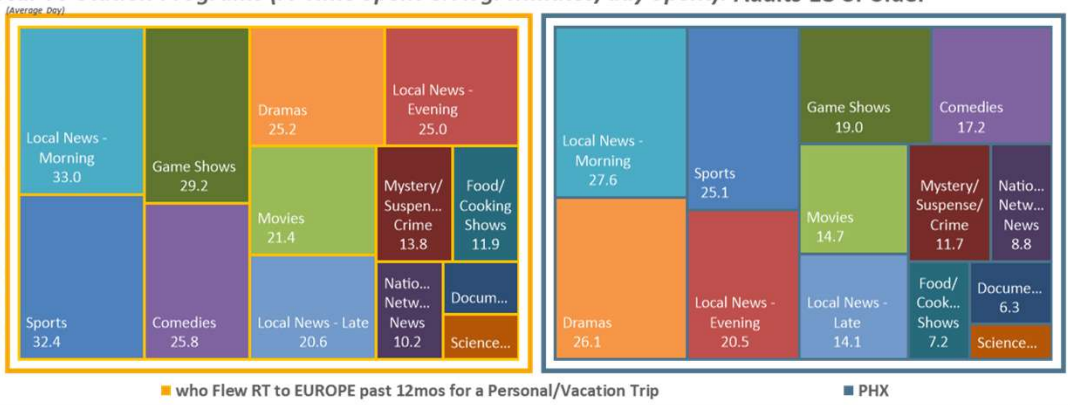


115,730 or 65.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, National/Network News, and Local News - Morni

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



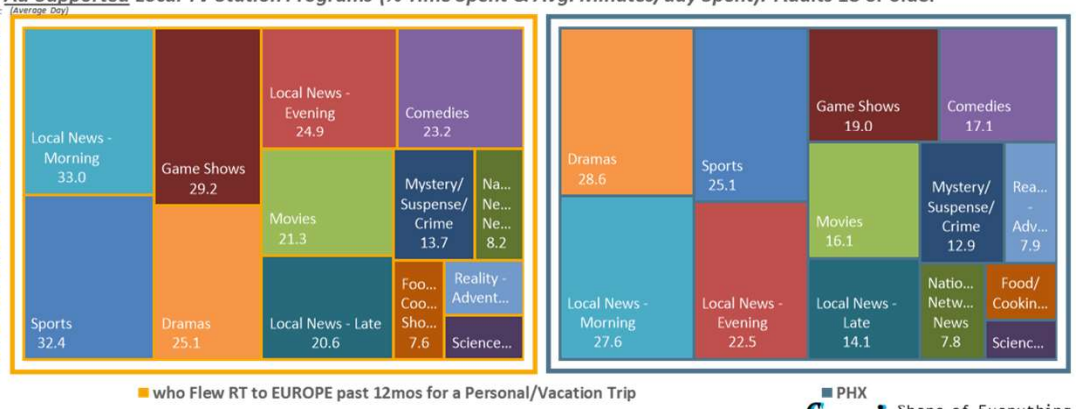
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 95

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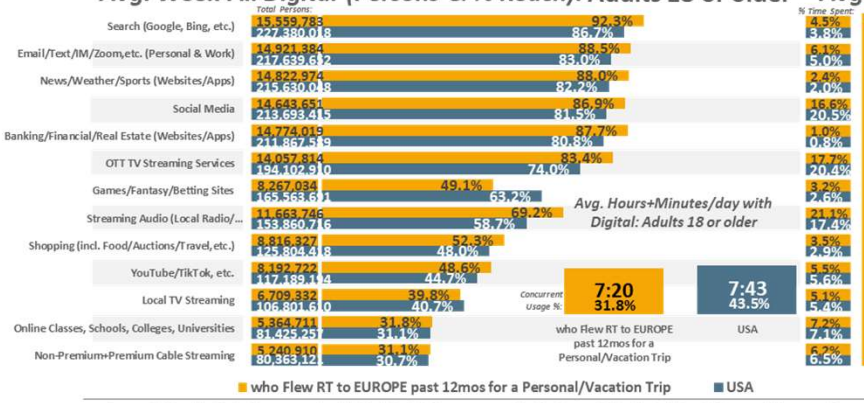
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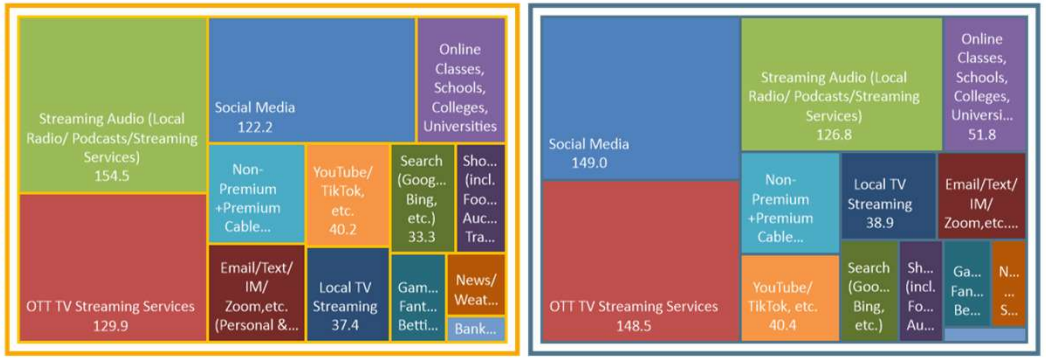


12,837,087 or 76.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 107.1 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

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

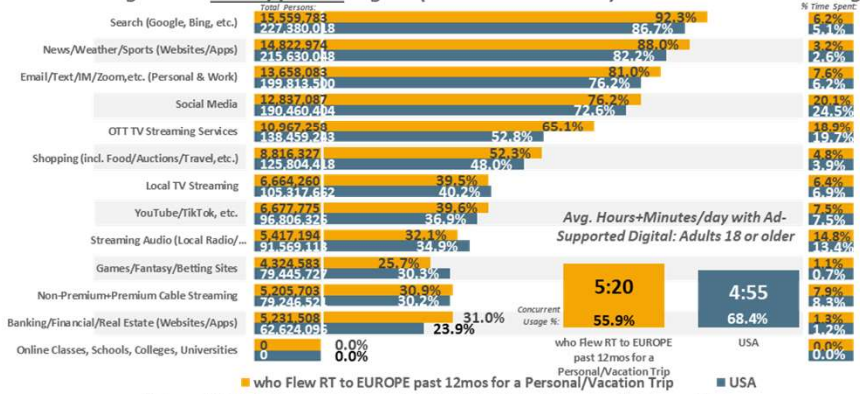


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

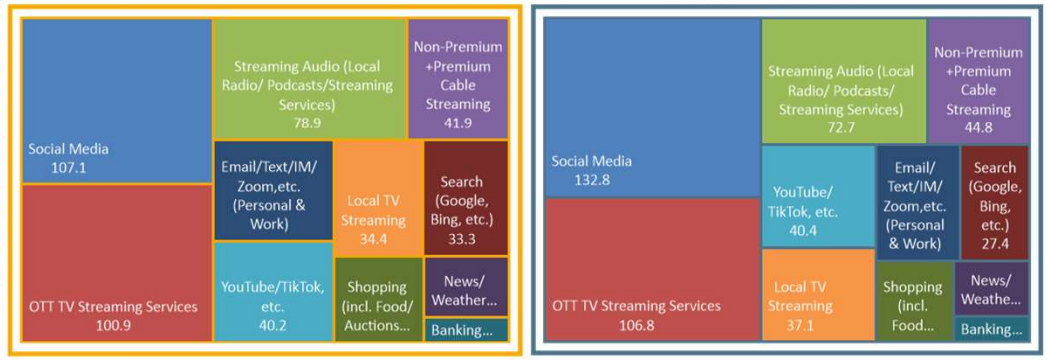


■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

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



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



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

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

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

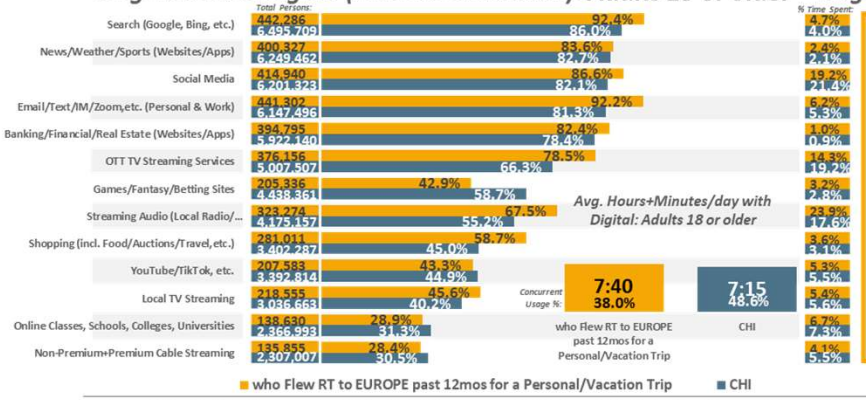
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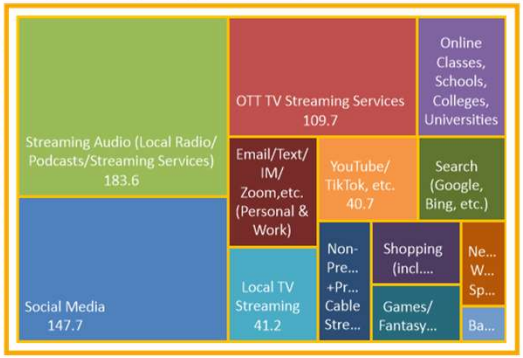


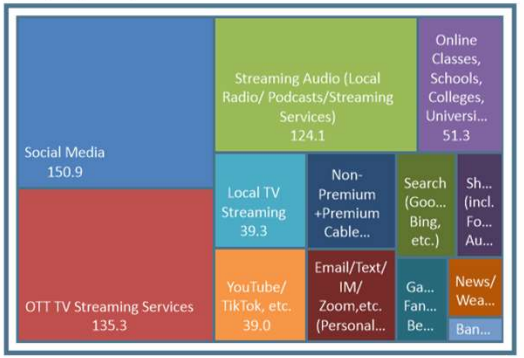
383,933 or 80.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 136.7 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

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



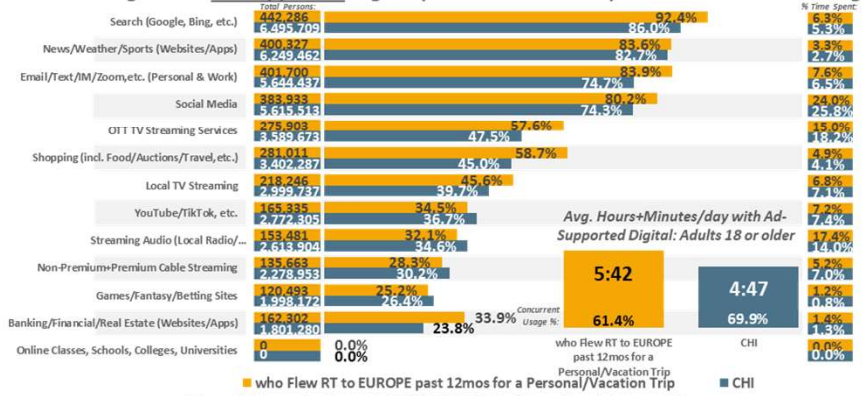
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



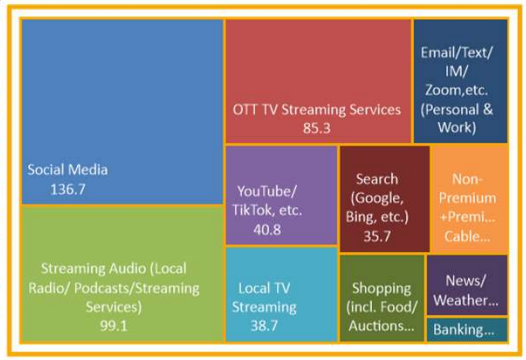


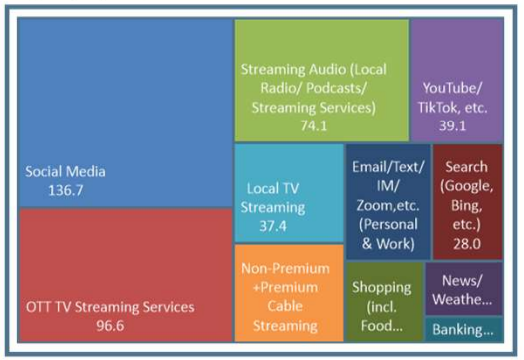
■ who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ CHI

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



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





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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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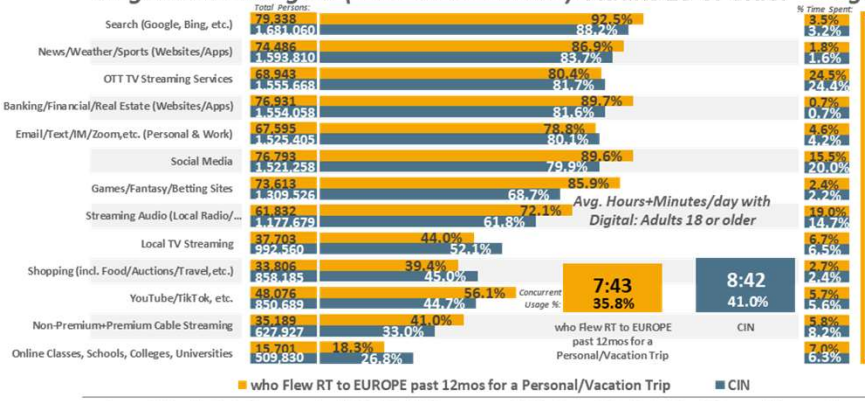
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

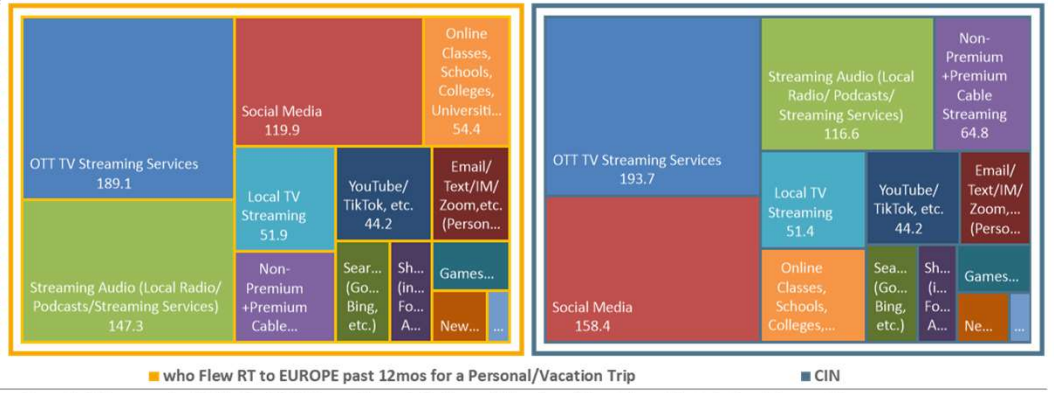


64,752 or 75.5% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 101.1 minutes every day representing 18.5% of all time spent daily with Ad-Supported Digital Media.

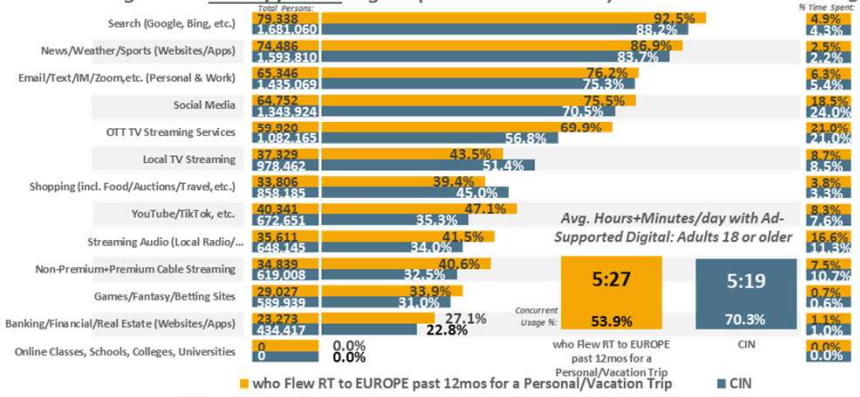
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



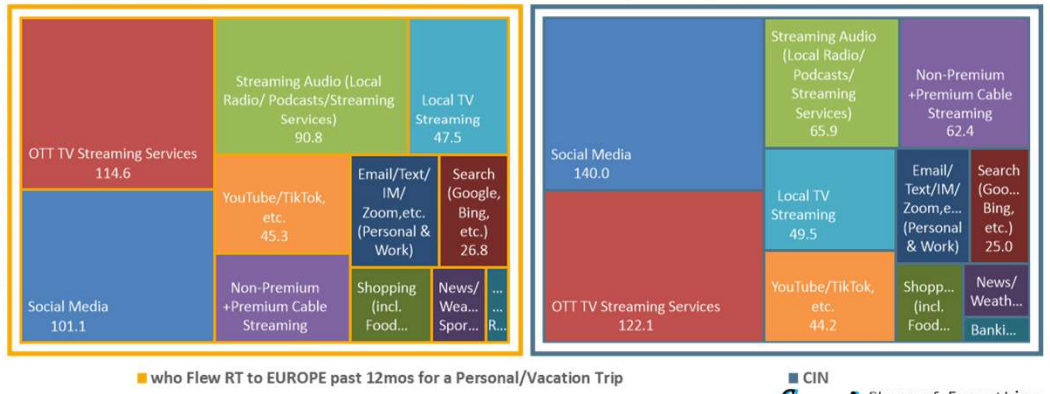
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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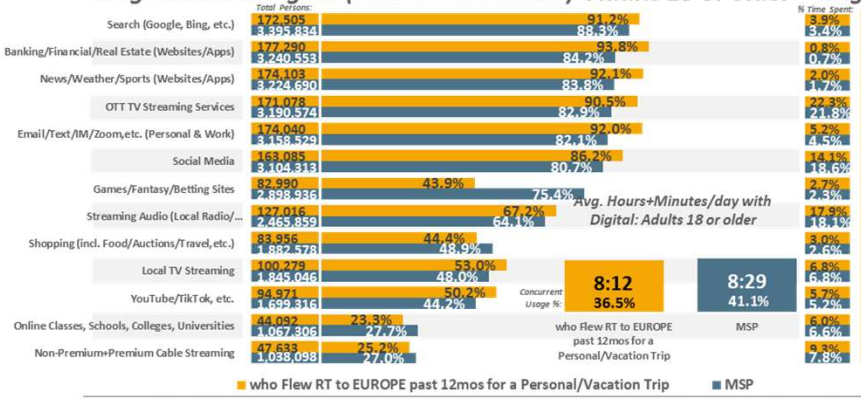
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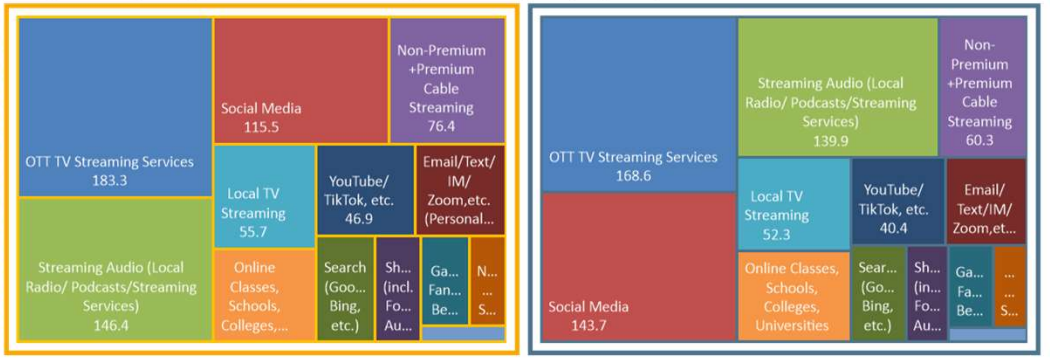


140,217 or 74.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 99.3 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

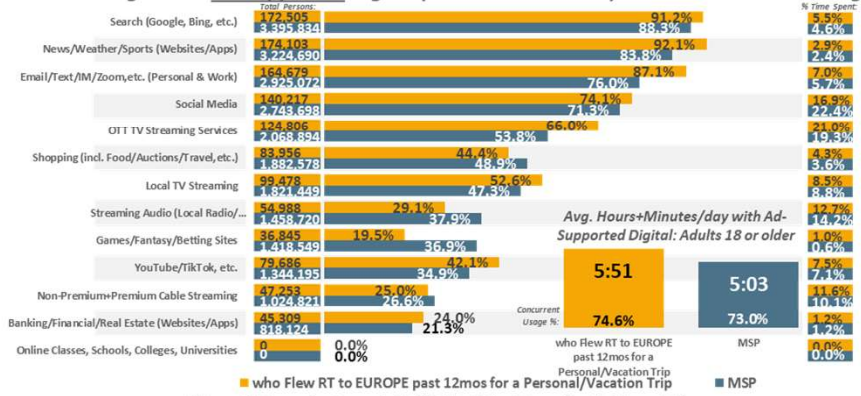
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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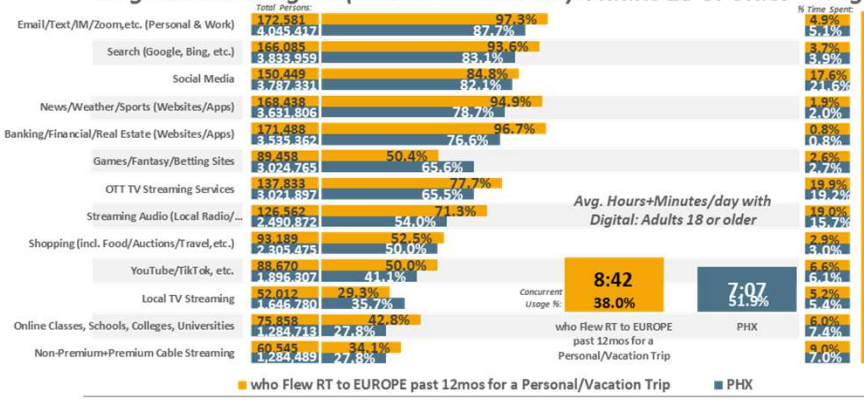
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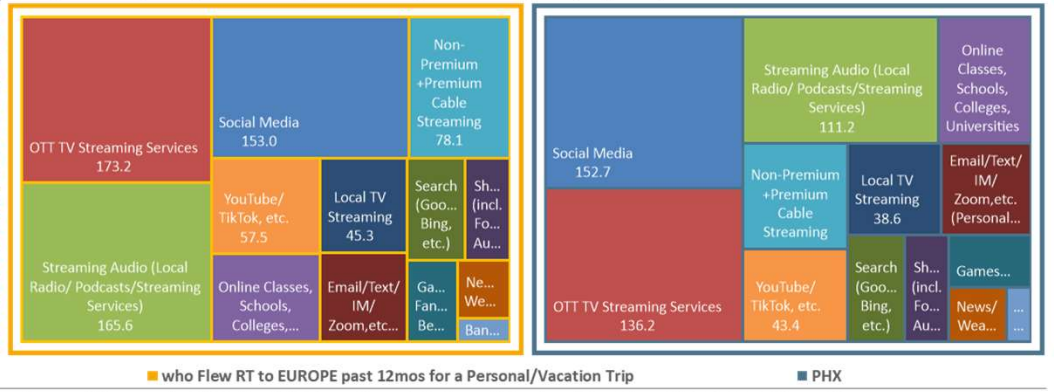


112,021 or 63.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Social Media for an average of 113.9 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

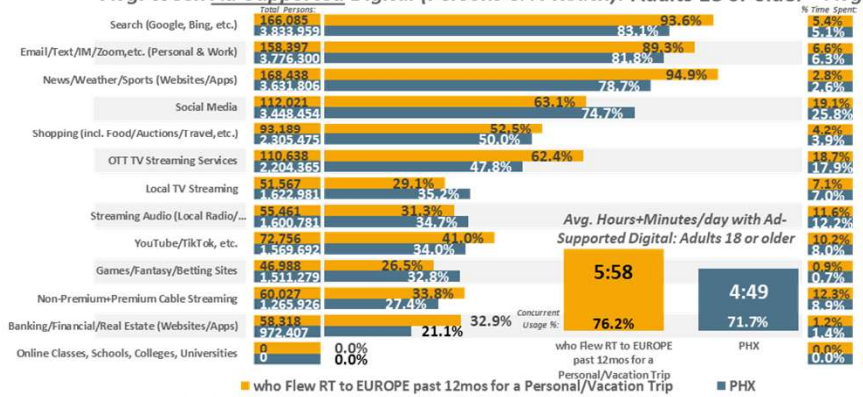
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



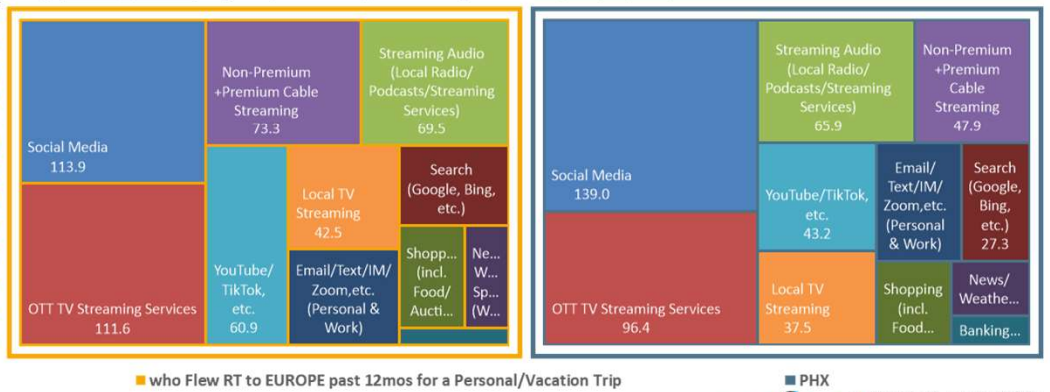
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 95

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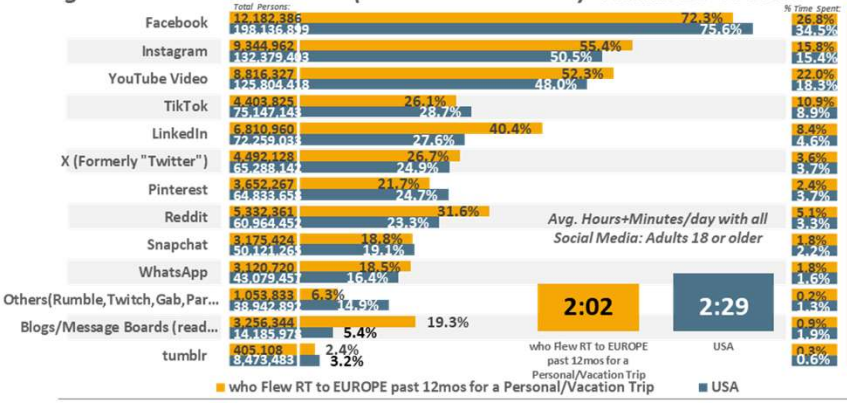
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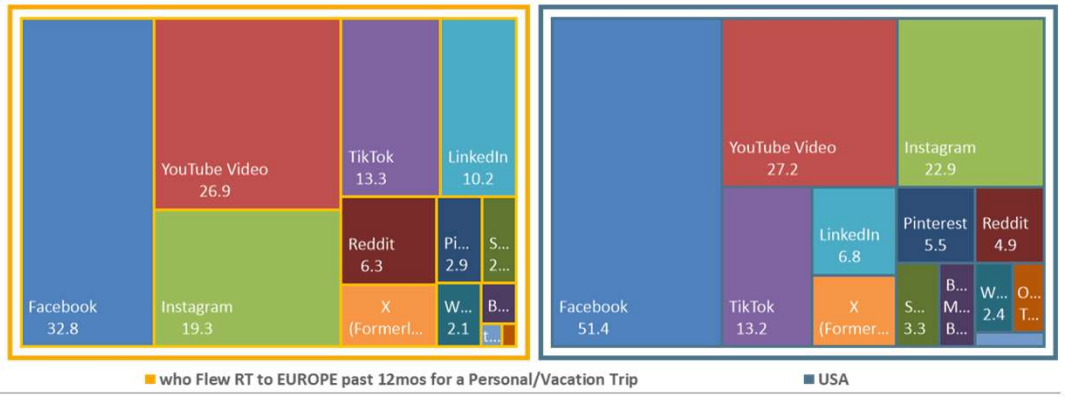


12,182,386 or 72.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 31.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

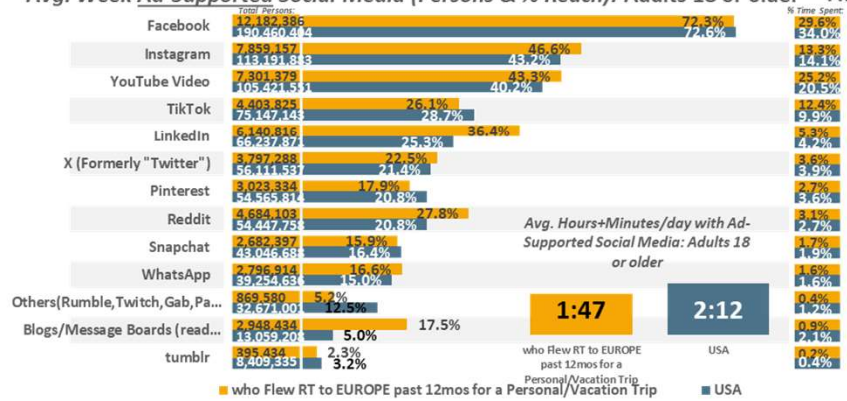
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



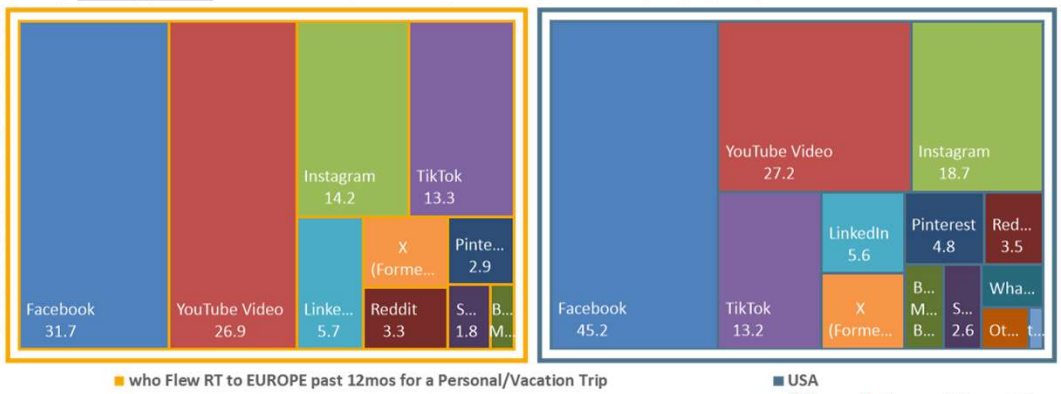
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

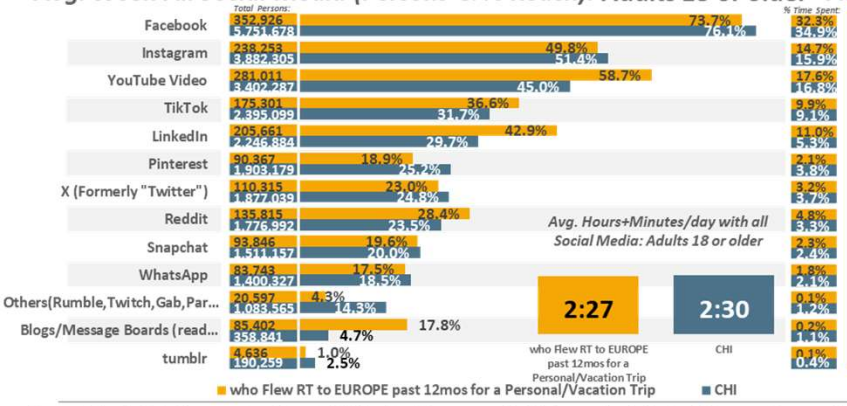
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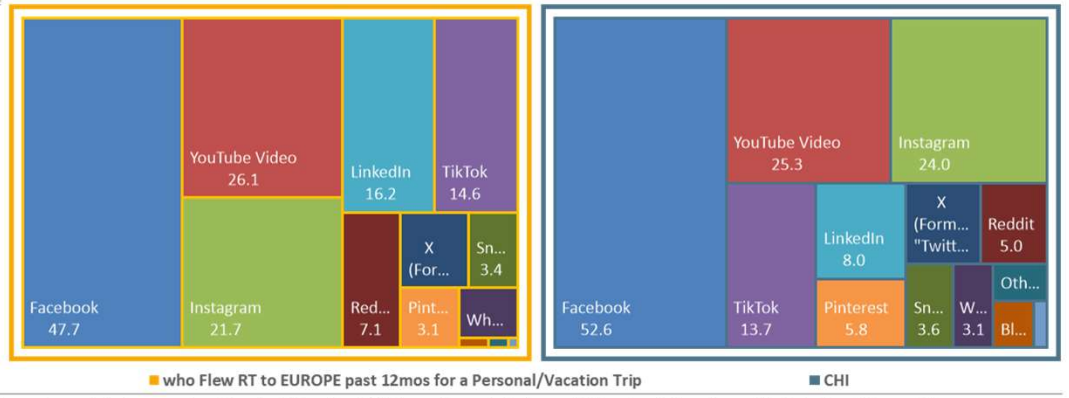


352,926 or 73.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

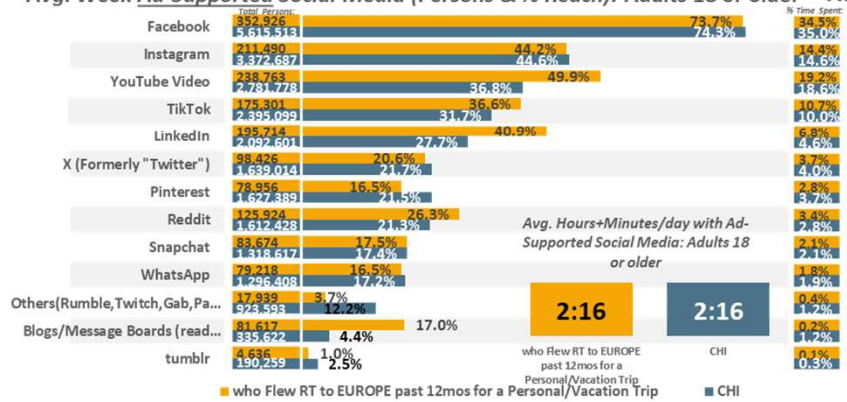
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



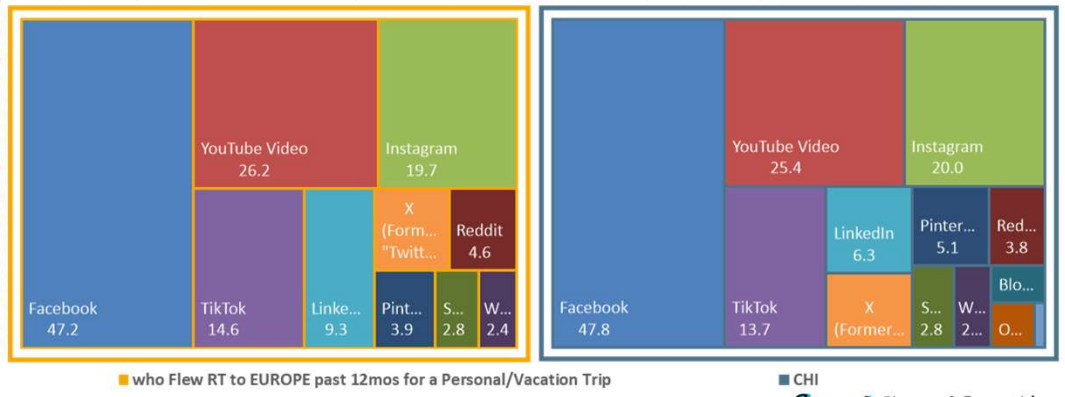
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Feb23-Mar24 Qual Intab 221

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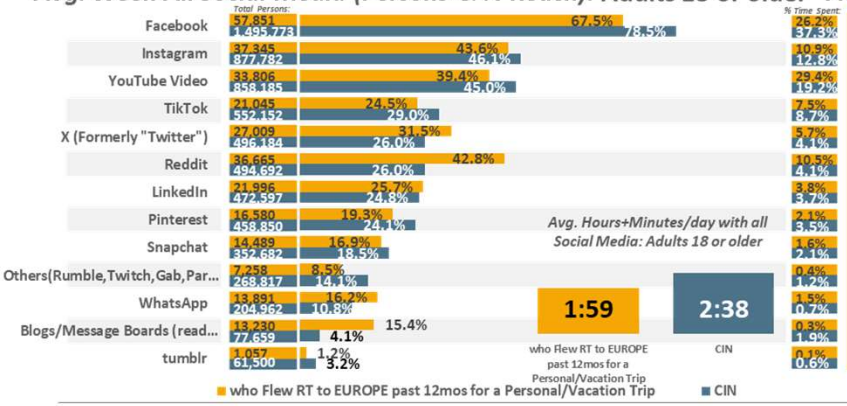
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

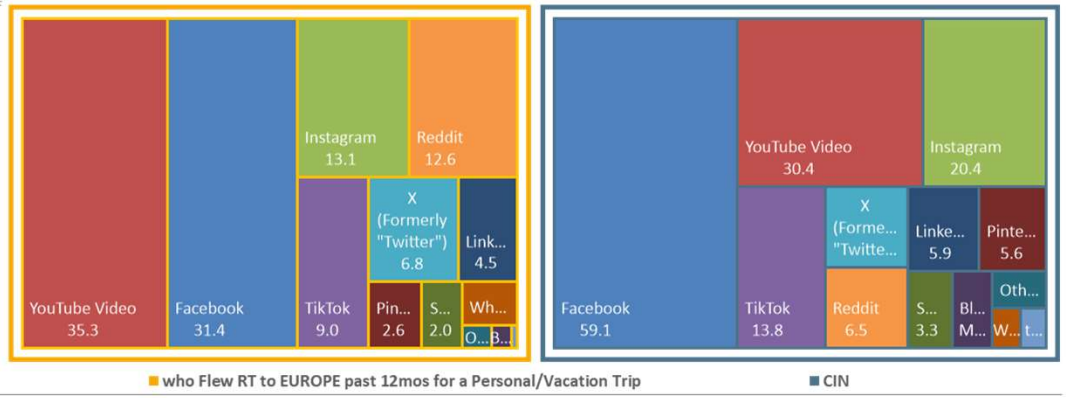


26,071 or 30.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

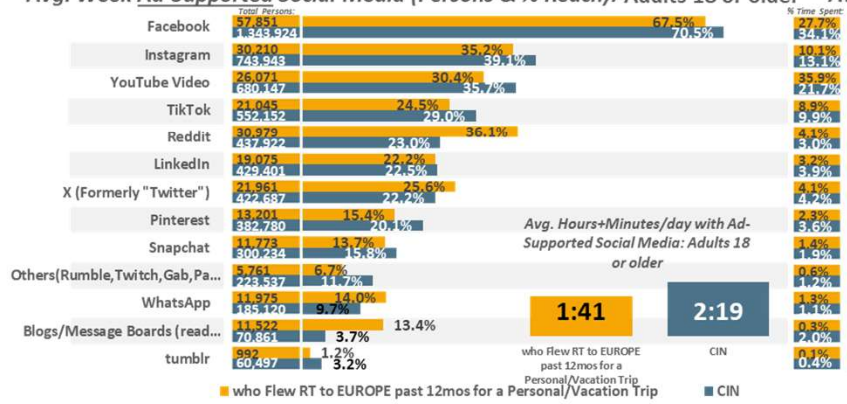
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



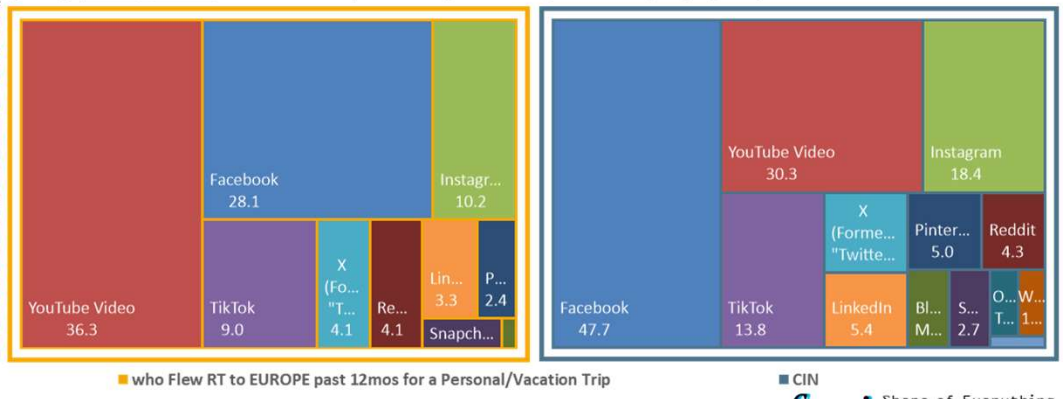
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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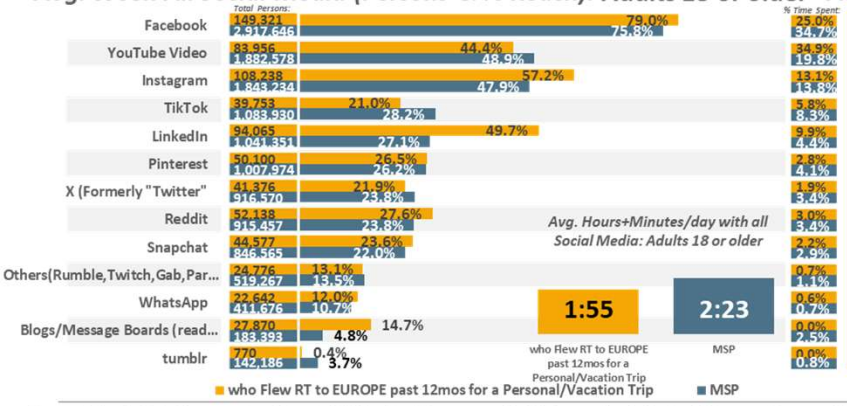
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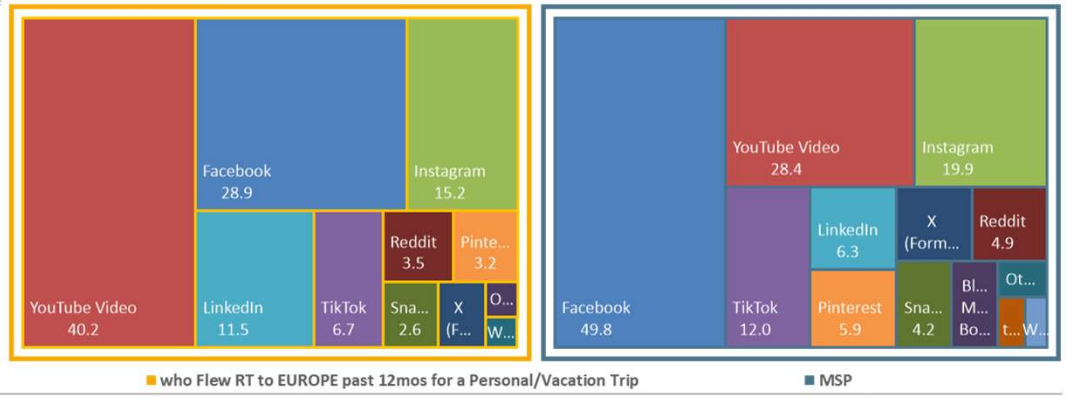


68,671 or 36.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 37.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

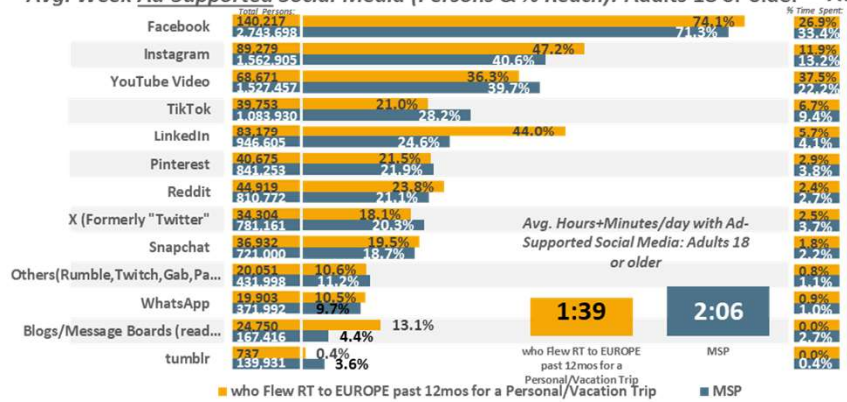
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



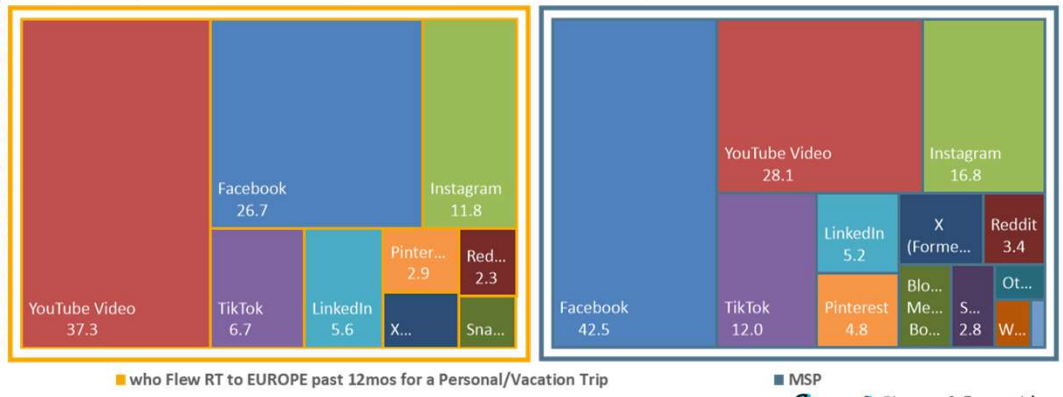
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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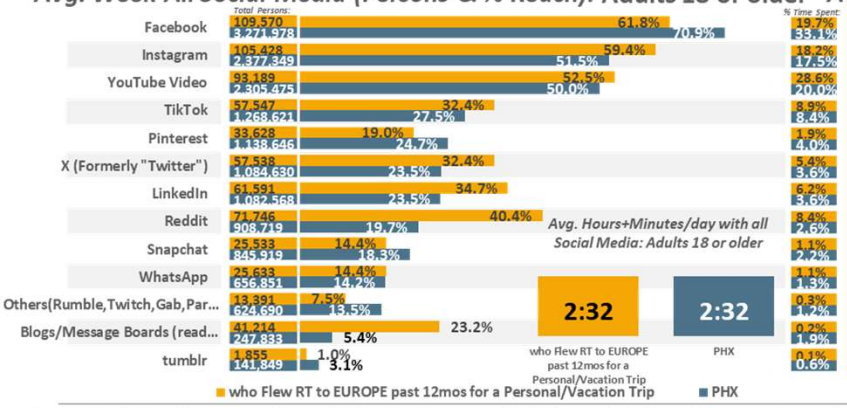
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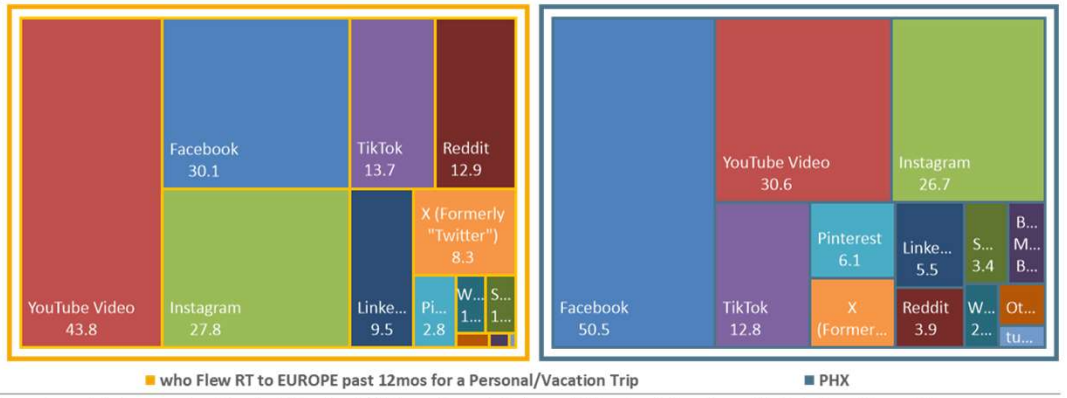


77,275 or 43.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 47.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

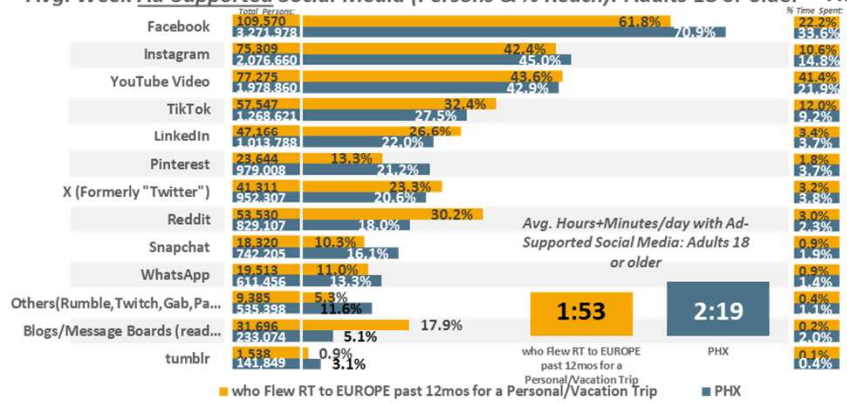
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



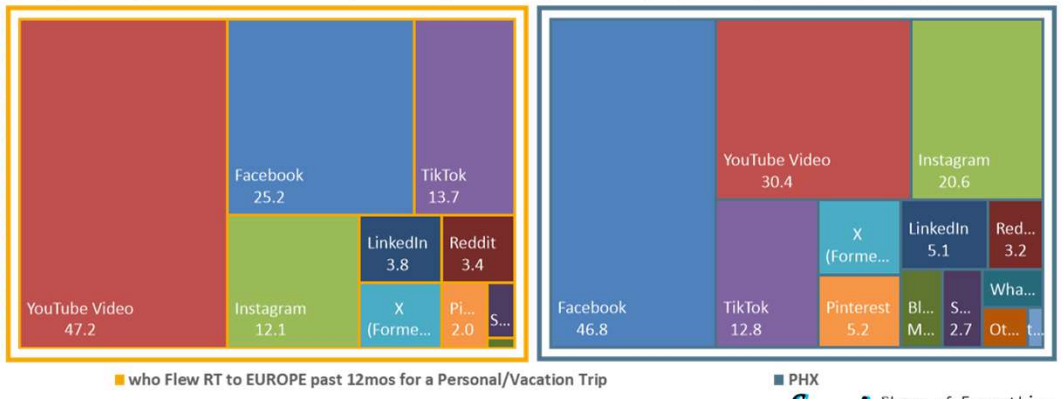
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 95

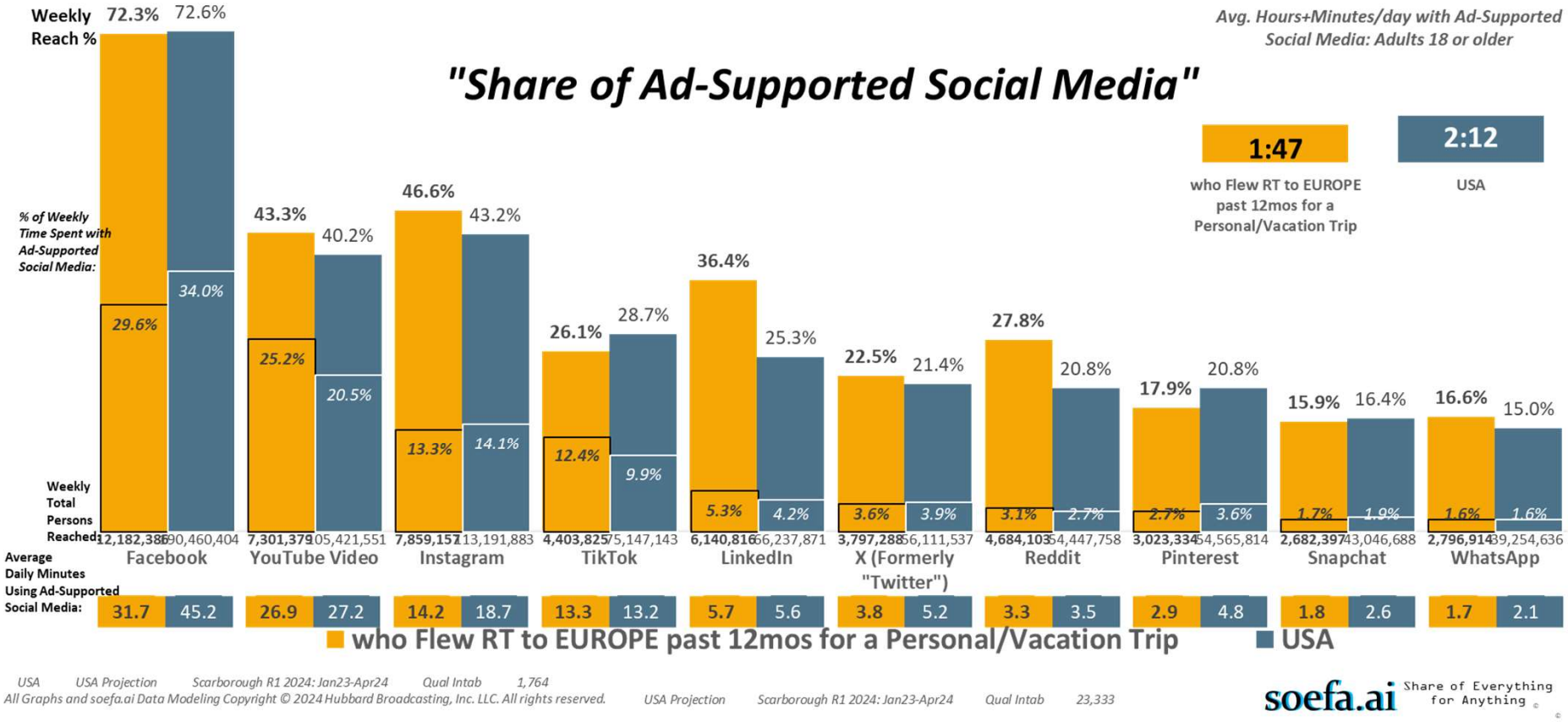
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12,182,386 or 72.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 31.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.



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

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

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352,926 or 73.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Reddit	Pinterest	Snapchat	WhatsApp
Weekly Reach %	73.7% / 74.3%	49.9% / 36.8%	44.2% / 44.6%	36.6% / 31.7%	40.9% / 27.7%	20.6% / 21.7%	26.3% / 21.3%	16.5% / 21.5%	17.5% / 17.4%	16.5% / 17.2%
% of Weekly Time Spent with Ad-Supported Social Media:	34.5% / 35.0%	19.2% / 18.6%	14.4% / 14.6%	10.7% / 10.0%	6.8% / 4.6%	3.7% / 4.0%	3.4% / 2.8%	2.8% / 3.7%	2.1% / 2.1%	1.8% / 1.9%
Weekly Total Persons Reached:	352,926 / 5,615,513	238,763 / 2,781,778	211,490 / 3,372,687	175,301 / 2,395,099	195,714 / 2,092,601	98,426 / 1,639,014	125,924 / 1,612,428	78,956 / 1,627,389	83,674 / 1,318,617	79,218 / 1,296,408
Average Daily Minutes Using Ad-Supported Social Media:	47.2 / 47.8	26.2 / 25.4	19.7 / 20.0	14.6 / 13.7	9.3 / 6.3	5.1 / 5.4	4.6 / 3.8	3.9 / 5.1	2.8 / 2.8	2.4 / 2.5

2:16 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

2:16 CHI

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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

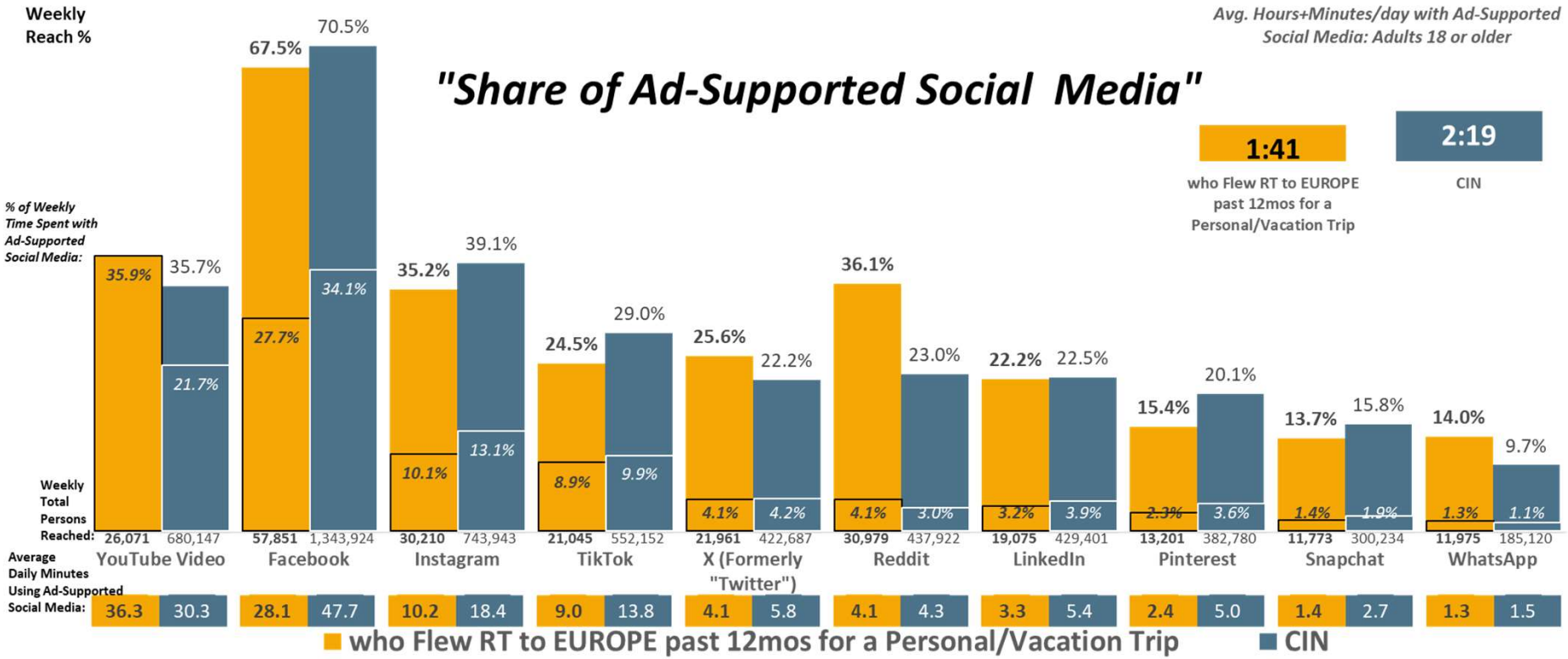
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26,071 or 30.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

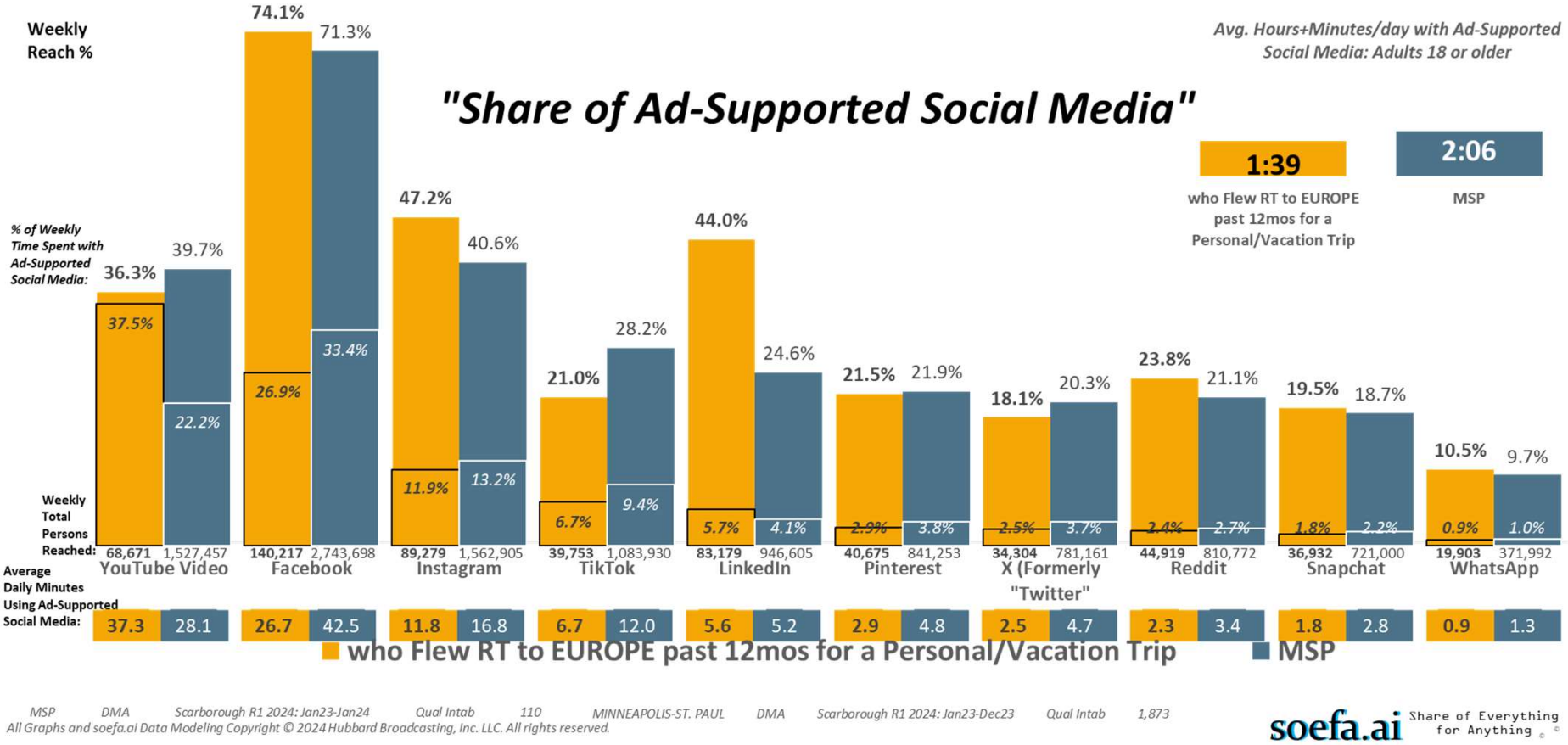
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68,671 or 36.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 37.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

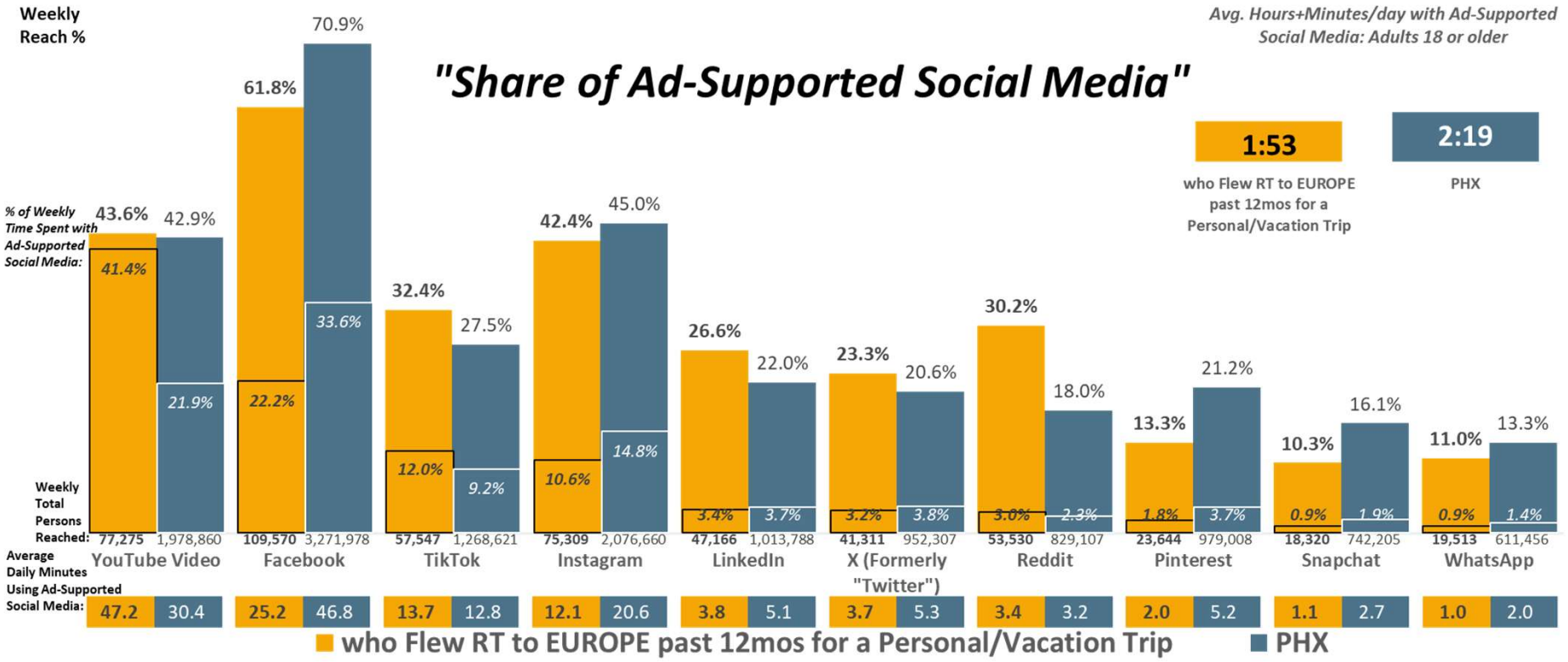
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77,275 or 43.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip use Ad-Supported YouTube Video for an average of 47.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

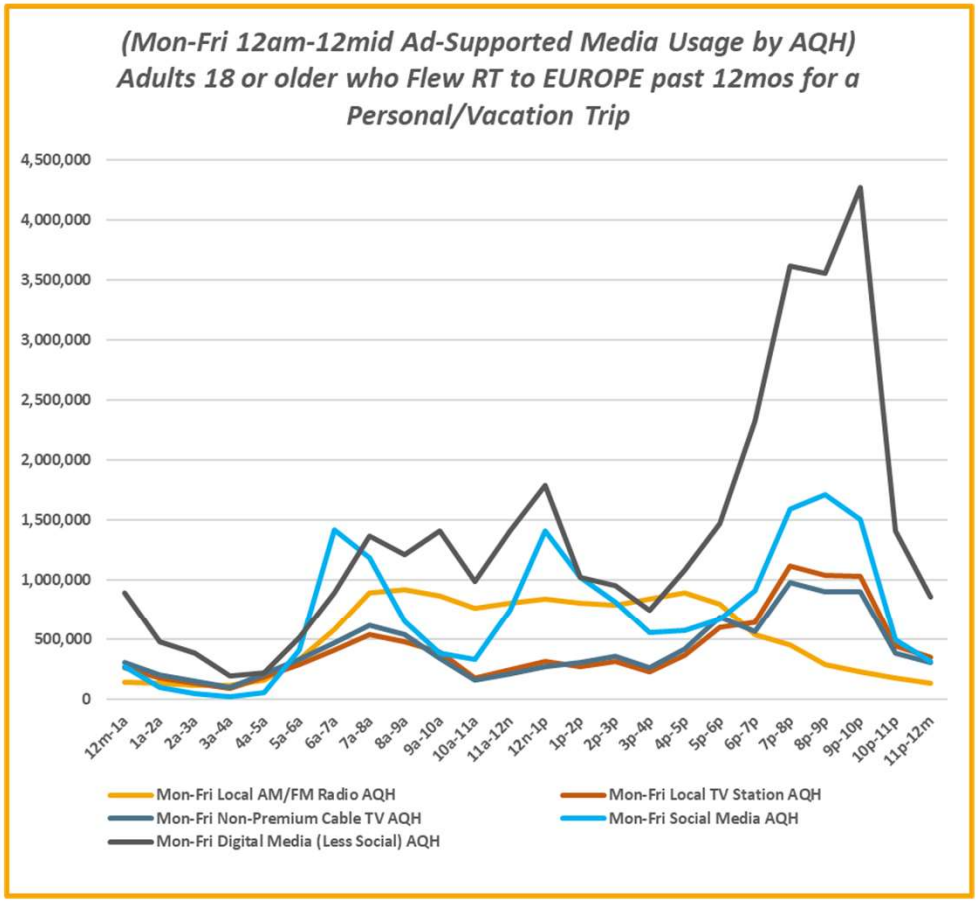
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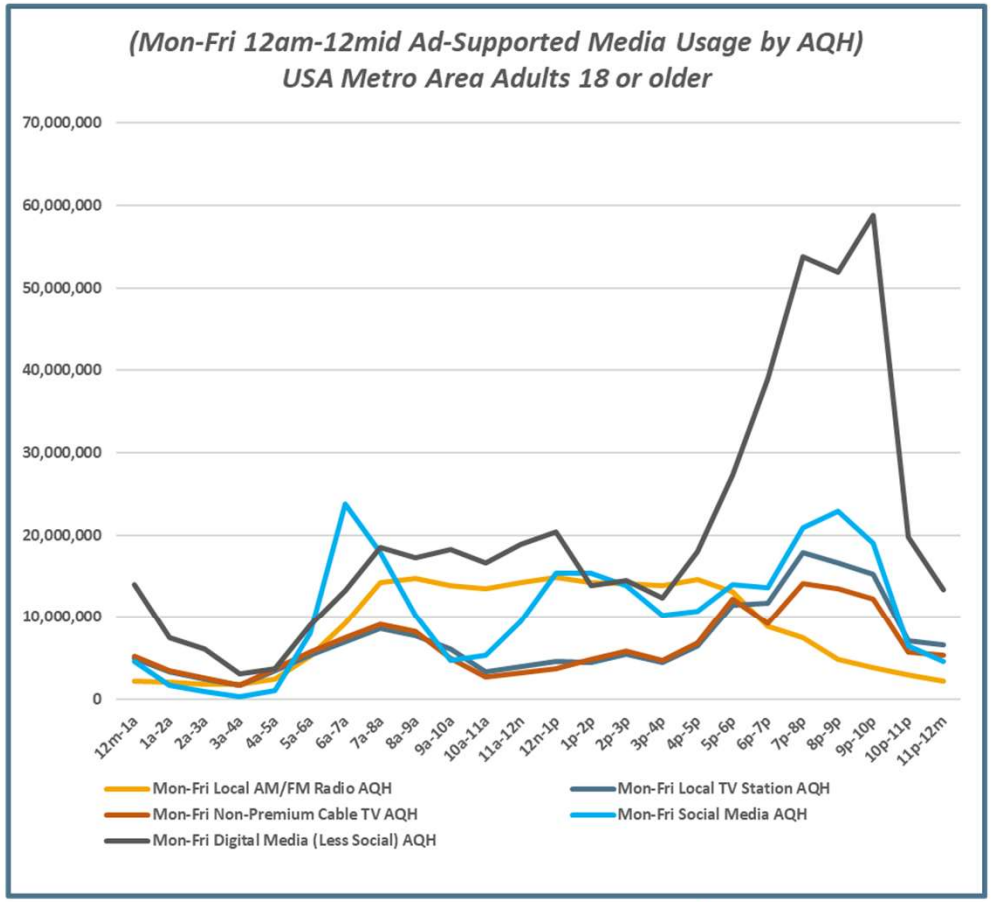
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,281,457; Social Media: 821,801; Local Radio: 794,349; Non-Prem. Cable: 399,689; Local TV: 381,985 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a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





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

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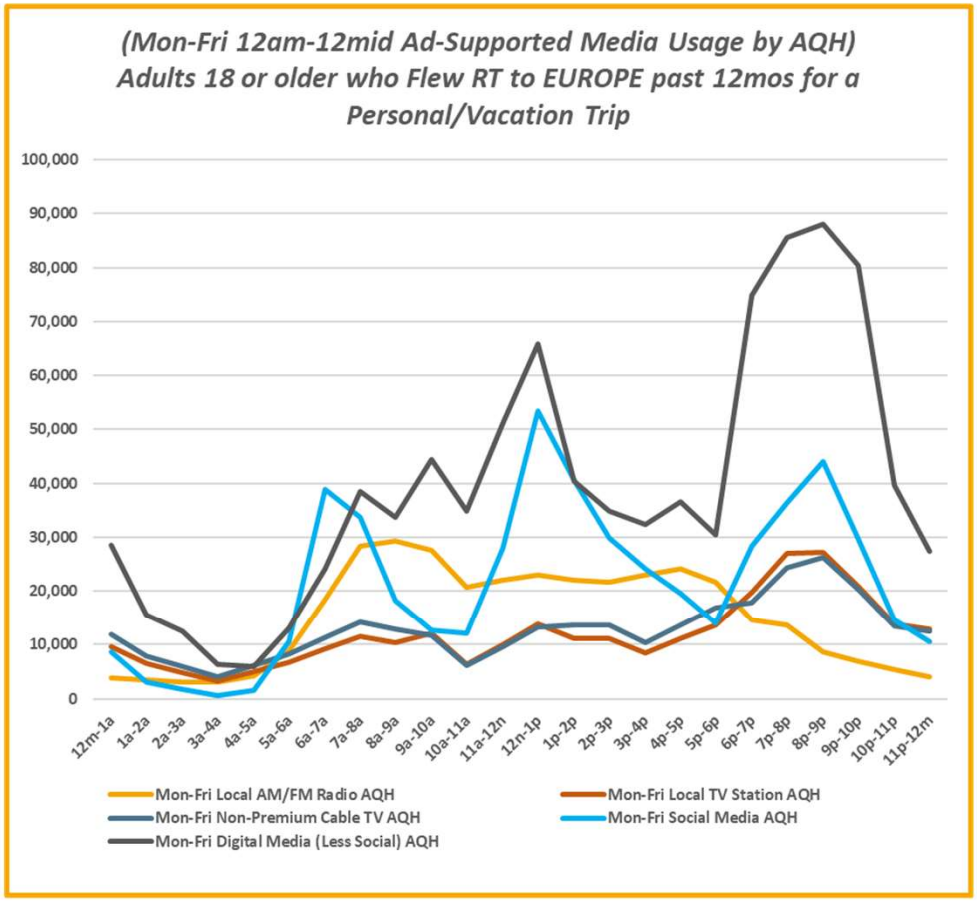
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

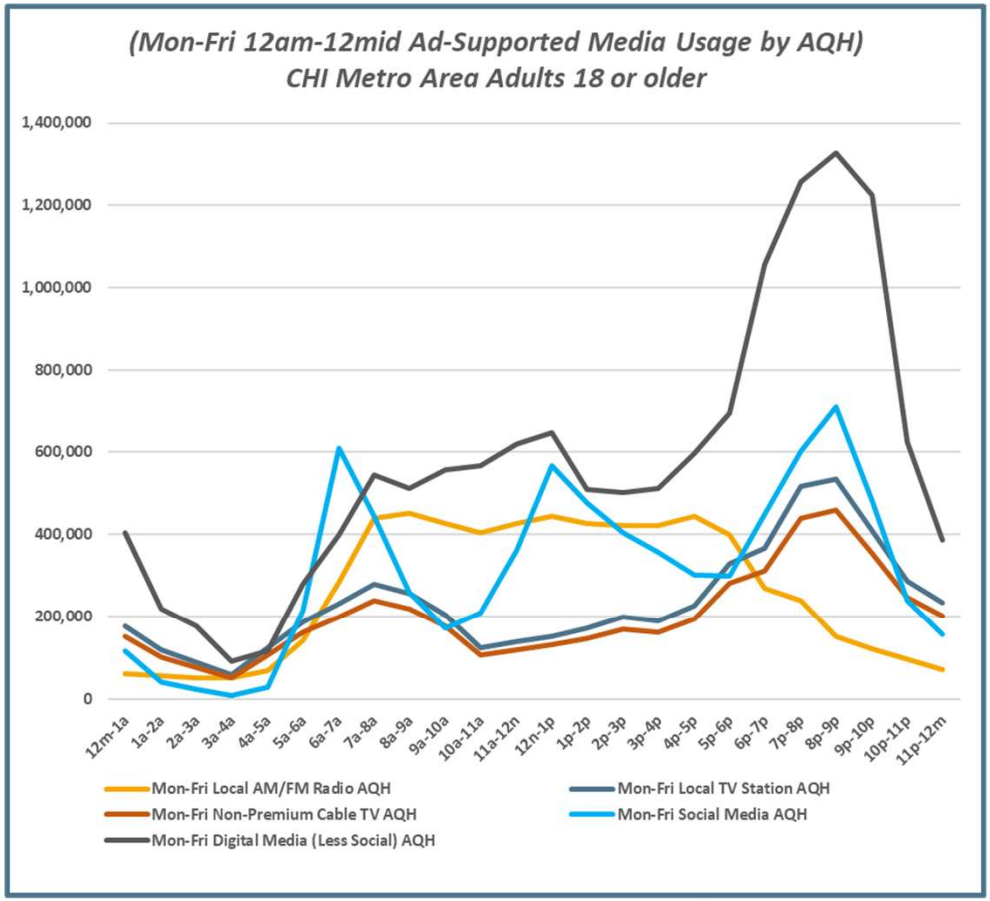
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,704; Social Media: 27,176; Local Radio: 22,812; Non-Prem. Cable: 12,670; Local TV: 11,398 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/V





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

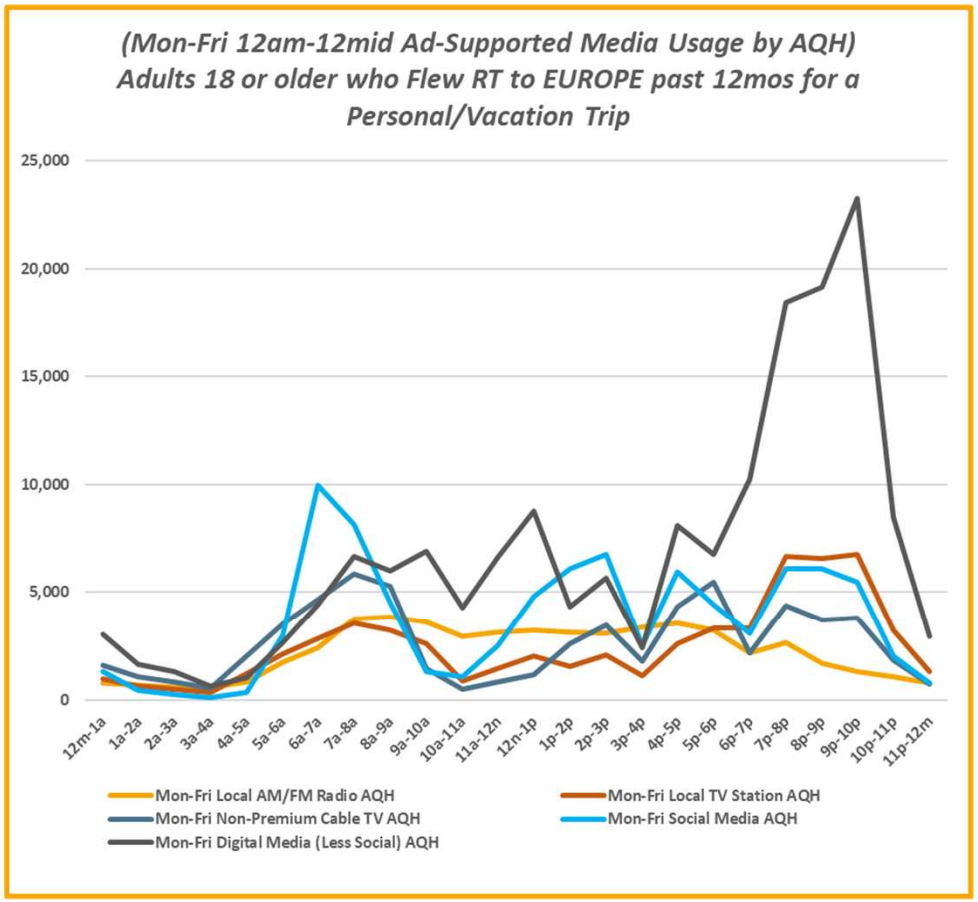
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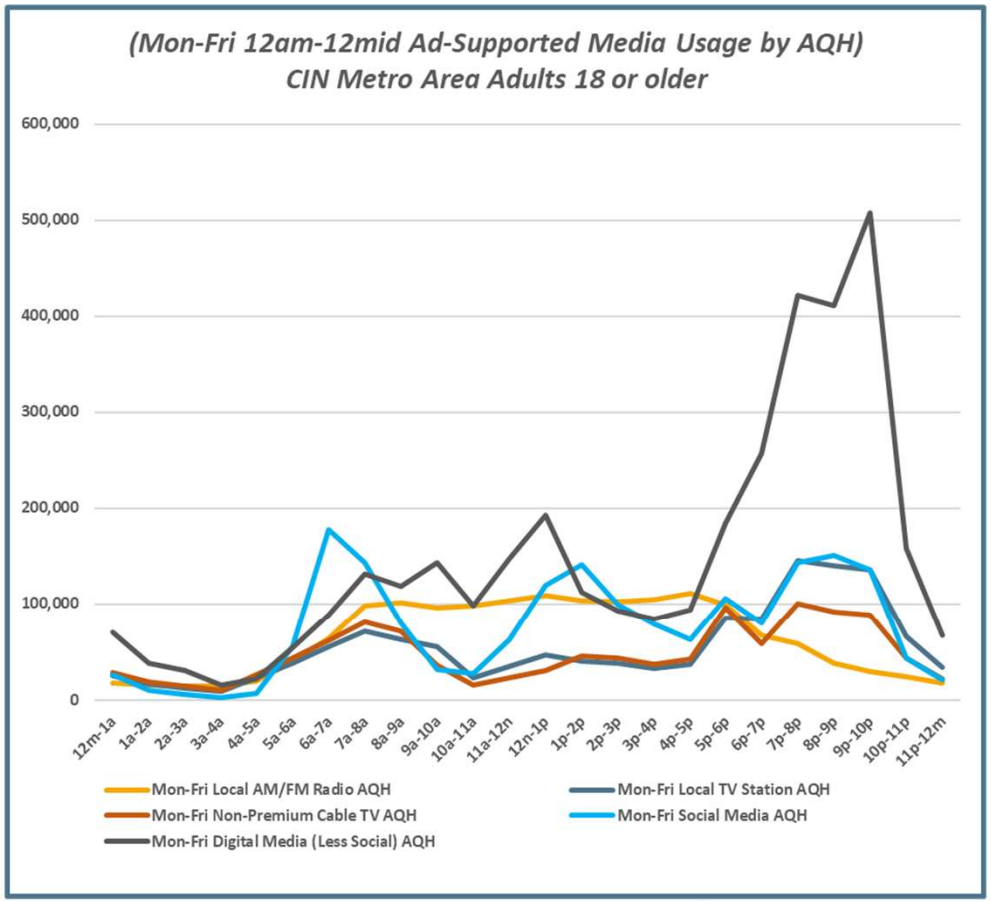
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,234; Social Media: 4,690; Local Radio: 3,171; Non-Prem. Cable: 3,022; Local TV: 2,337 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacati





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

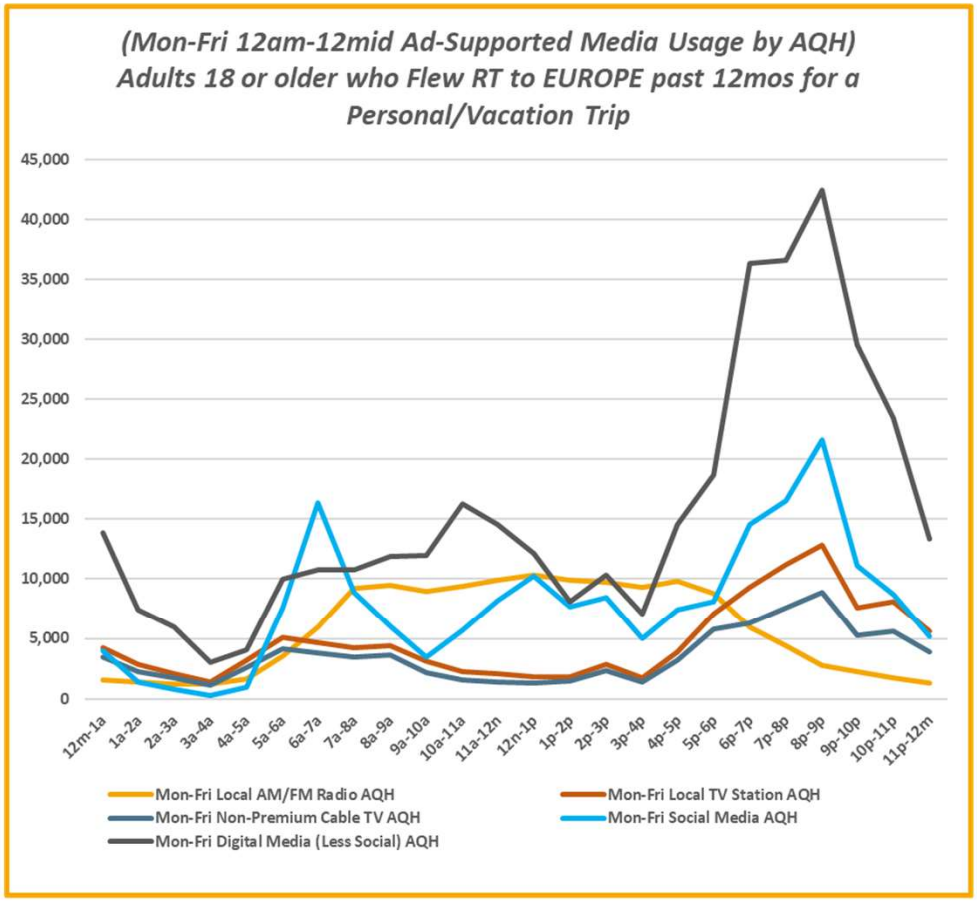
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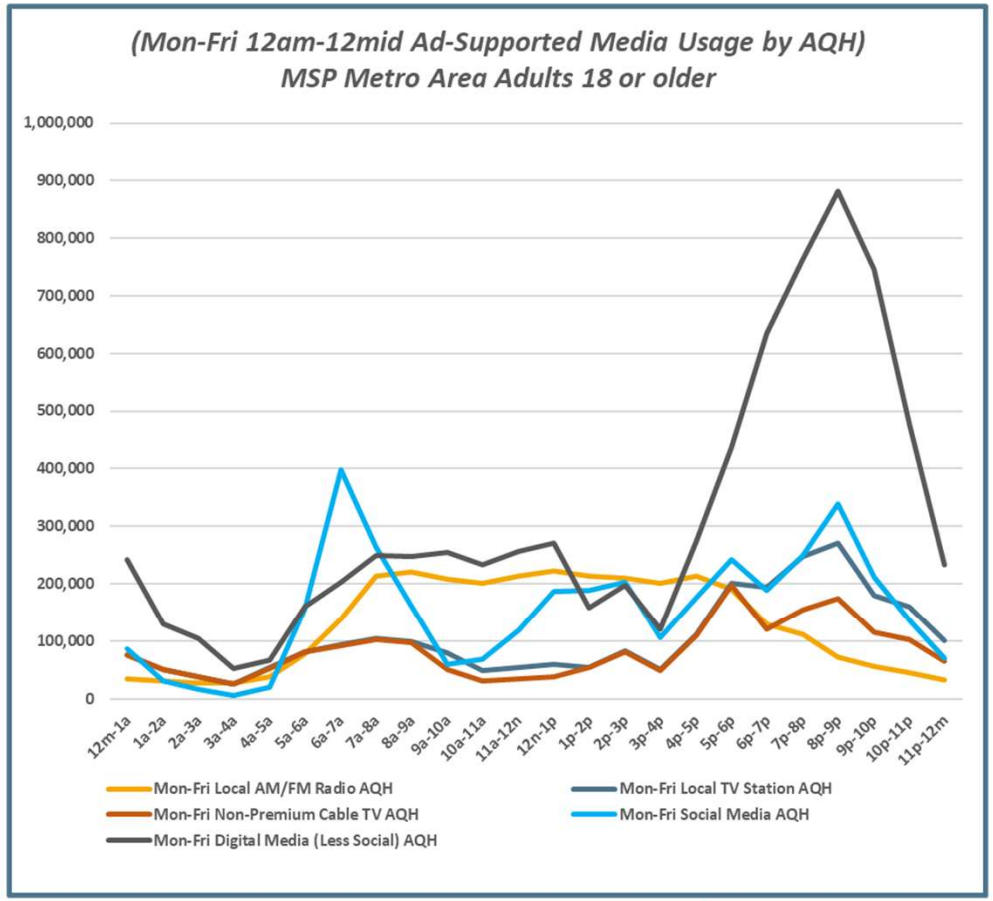
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,104; Local Radio: 8,985; Social Media: 8,451; Local TV: 3,783; Non-Prem. Cable: 2,888 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacat





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

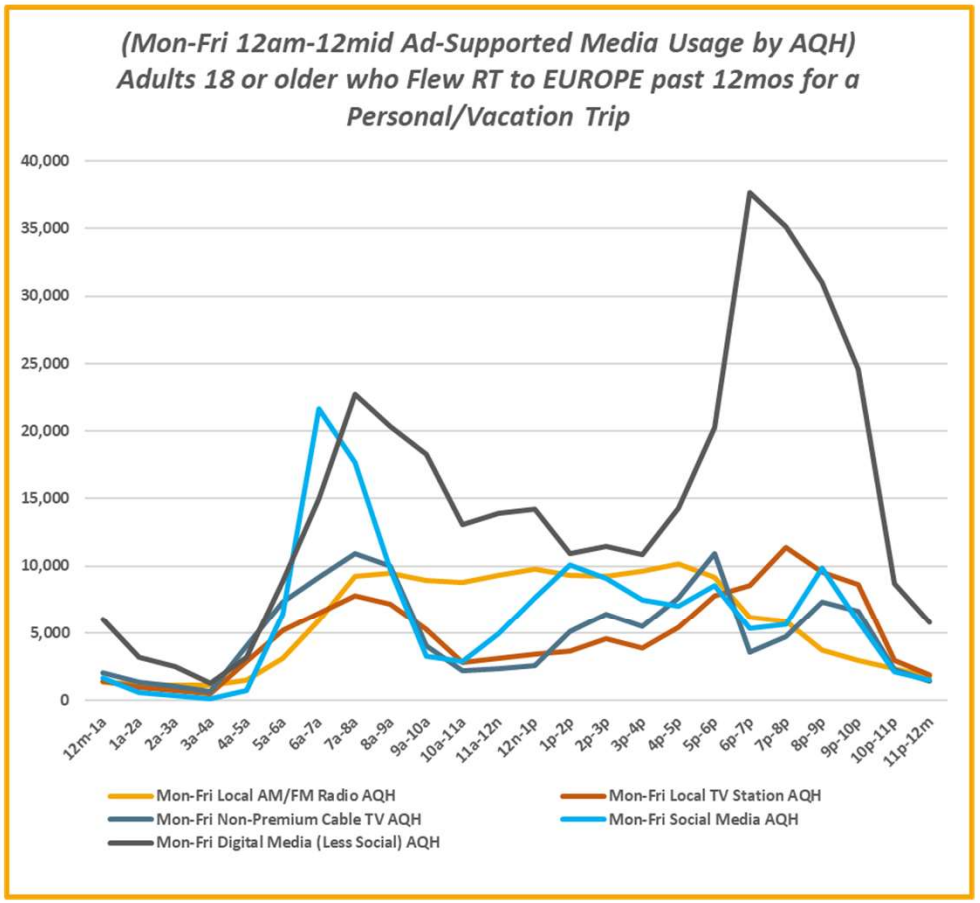
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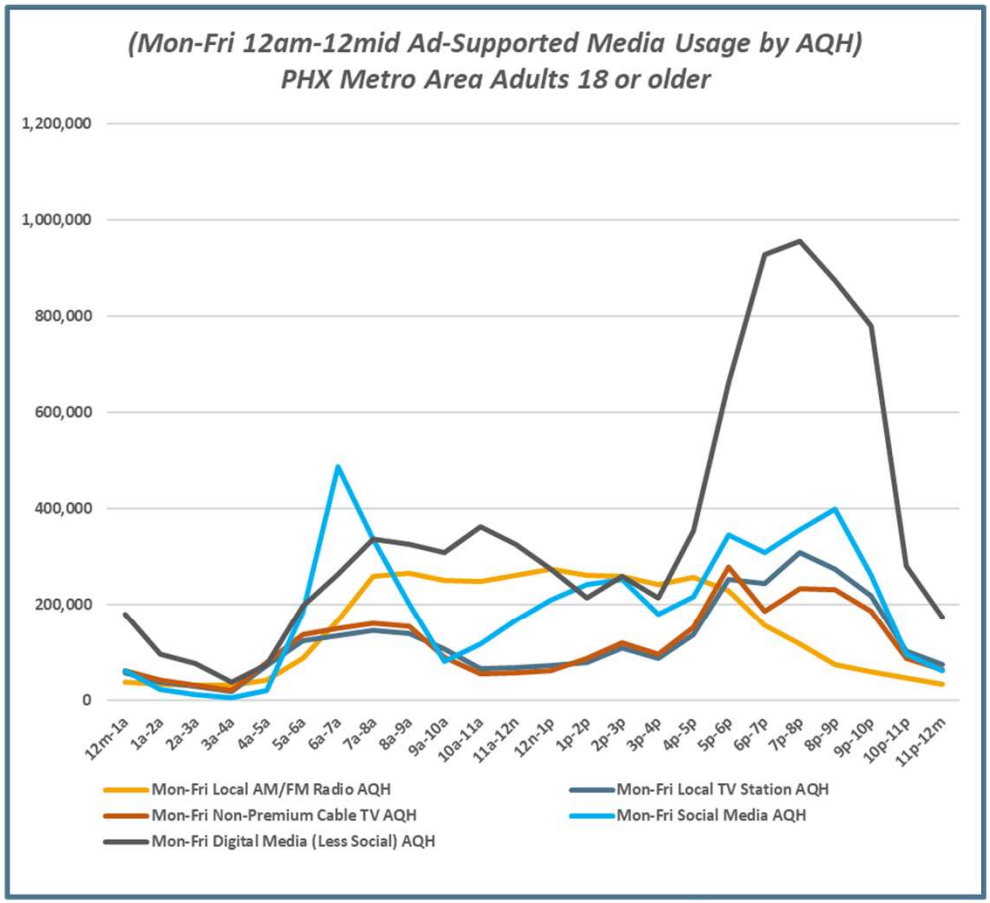
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,160; Social Media: 8,873; Local Radio: 8,858; Non-Prem. Cable: 6,173; Local TV: 5,364 reaching Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacat





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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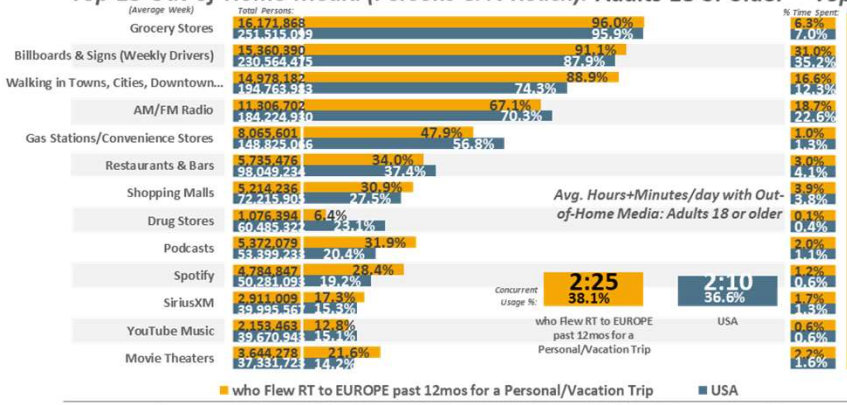
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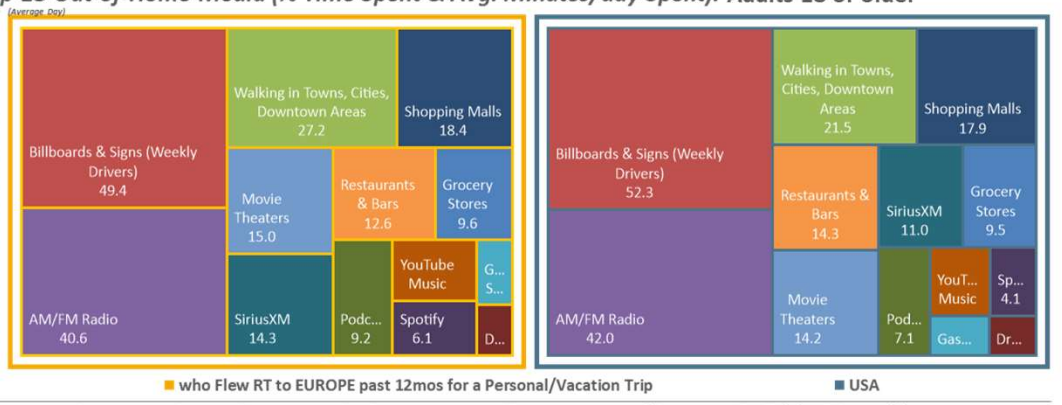


15,360,390 or 91.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 34.3

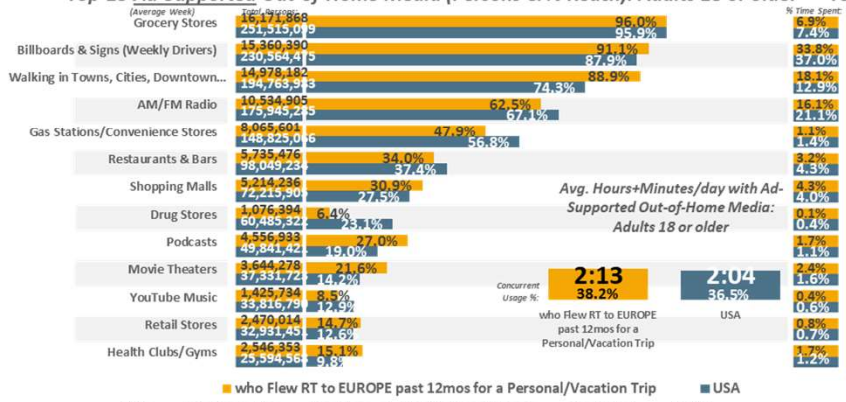
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



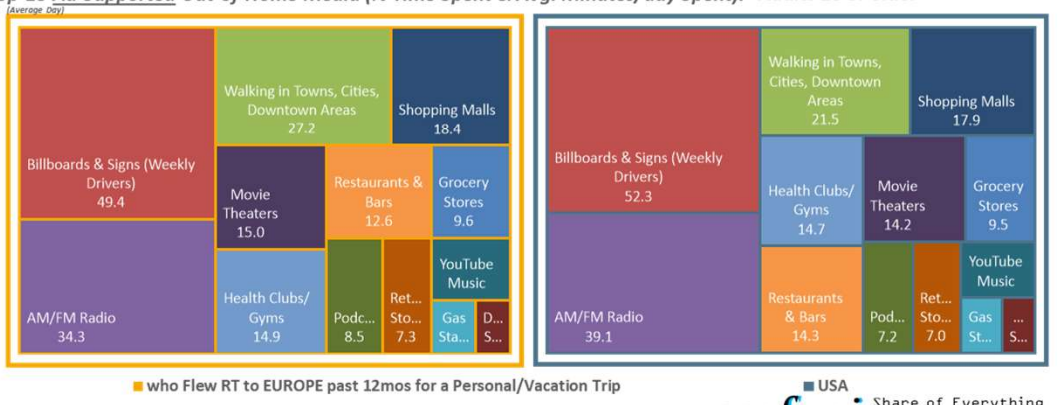
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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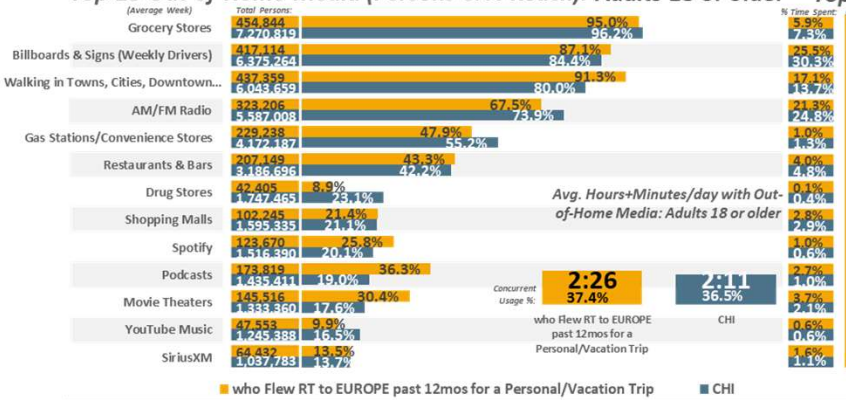
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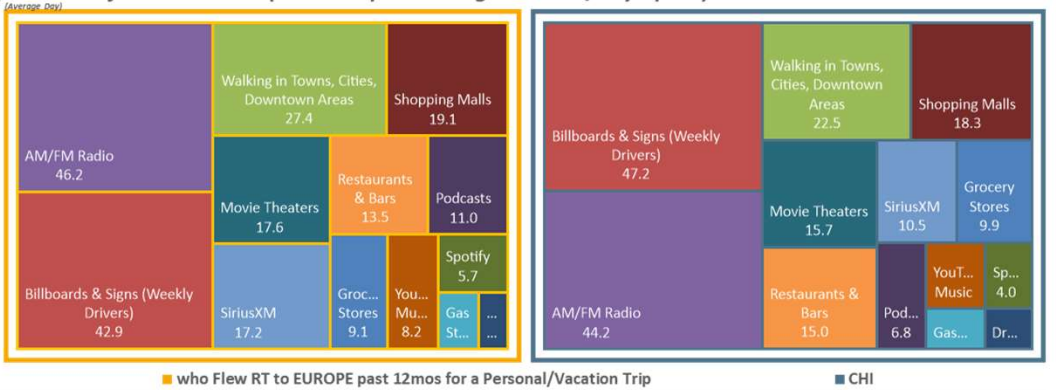


417,114 or 87.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 42.9 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 38.2 min

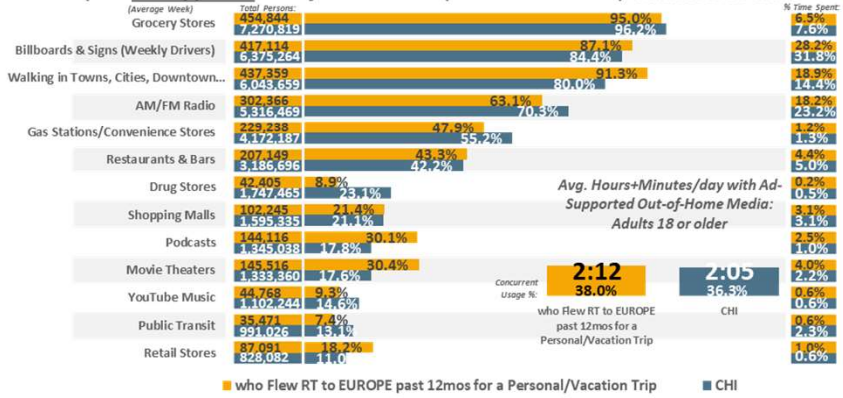
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



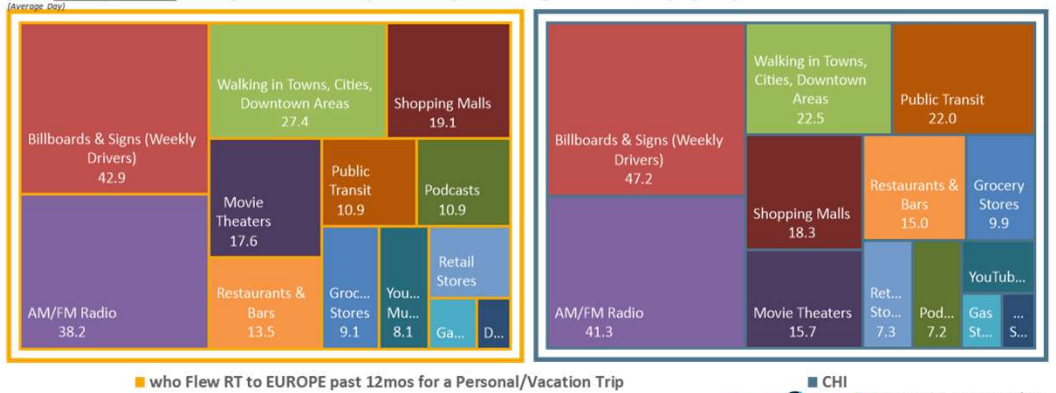
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

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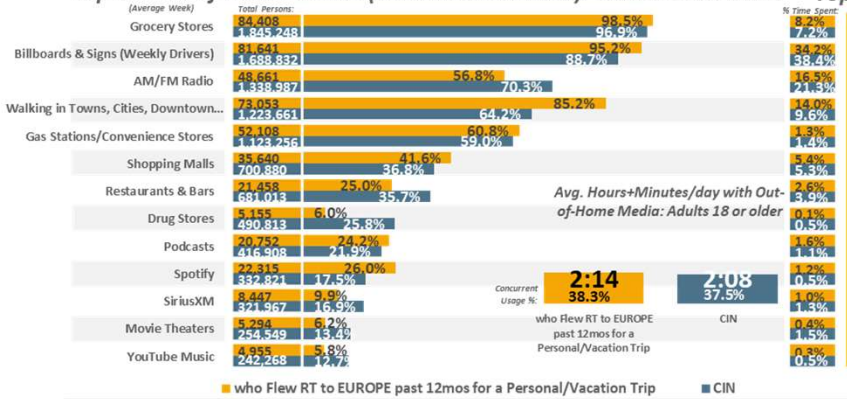
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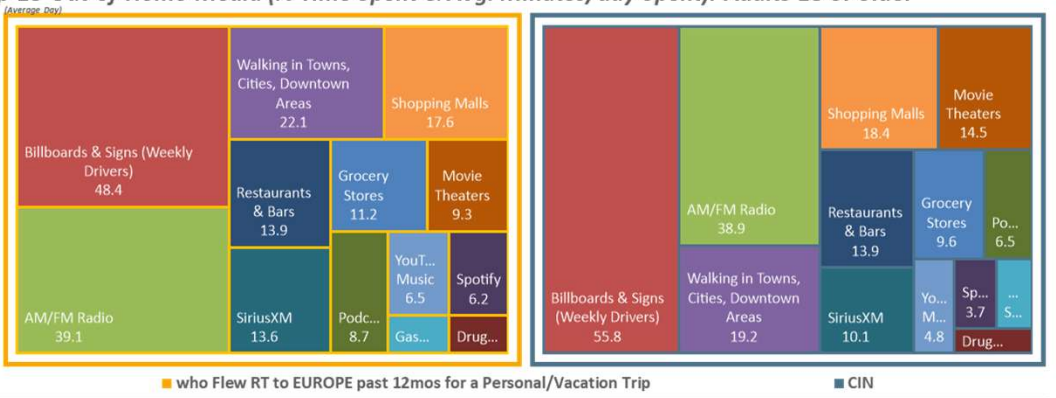


81,641 or 95.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 52.4% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minu

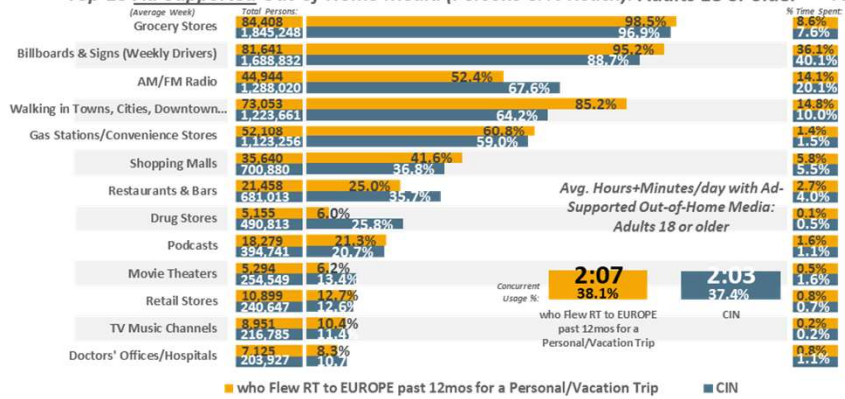
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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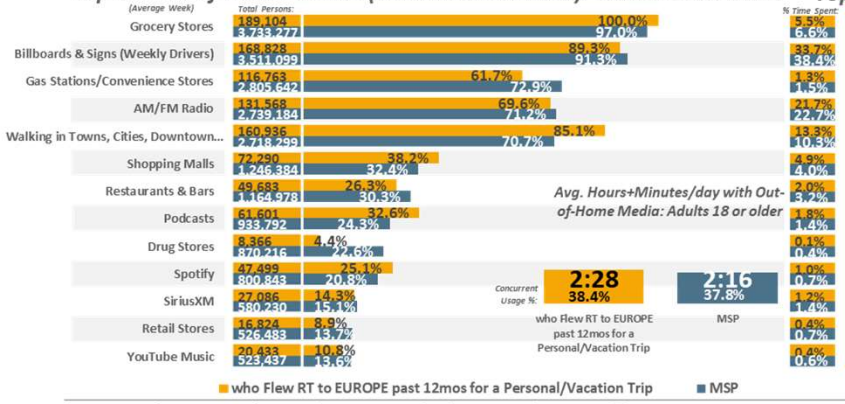
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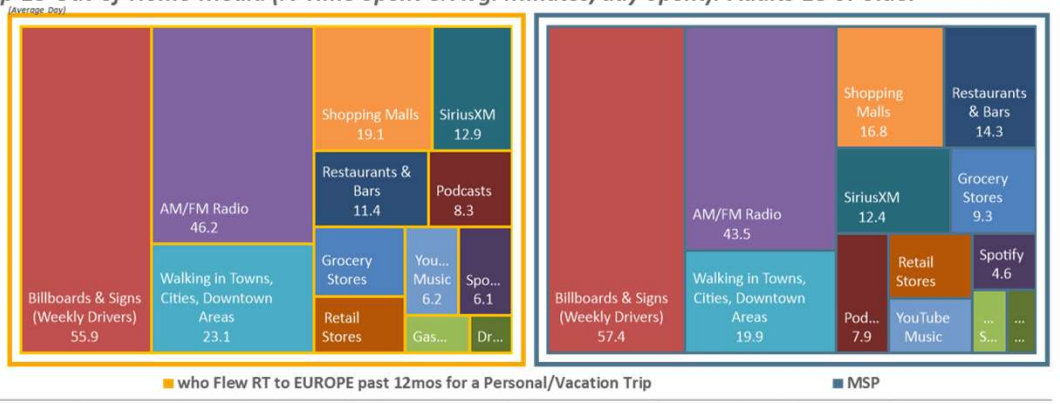


168,828 or 89.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 34.2 min

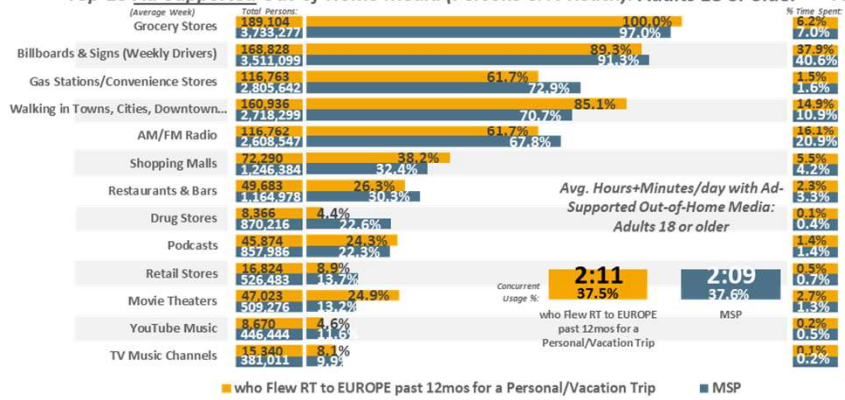
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



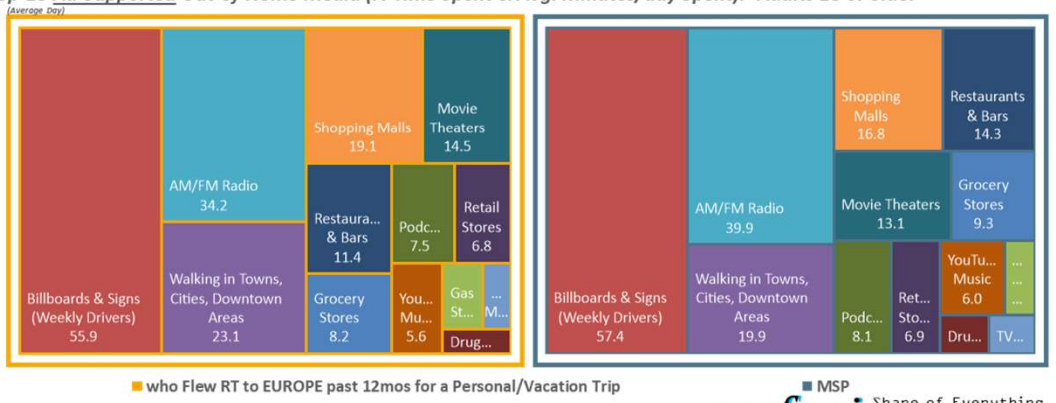
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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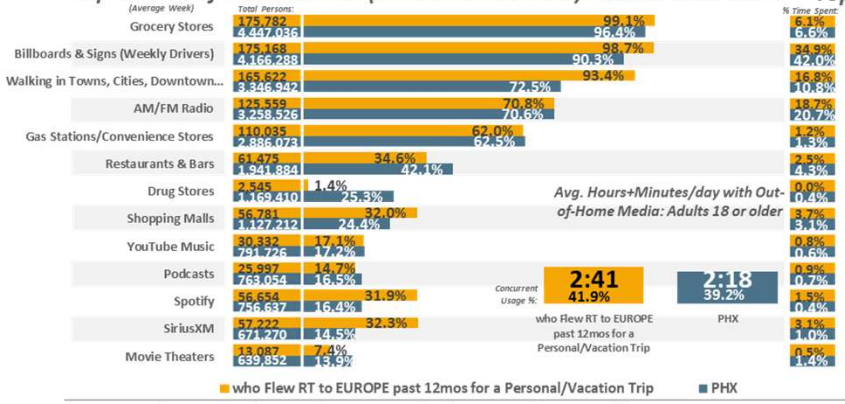
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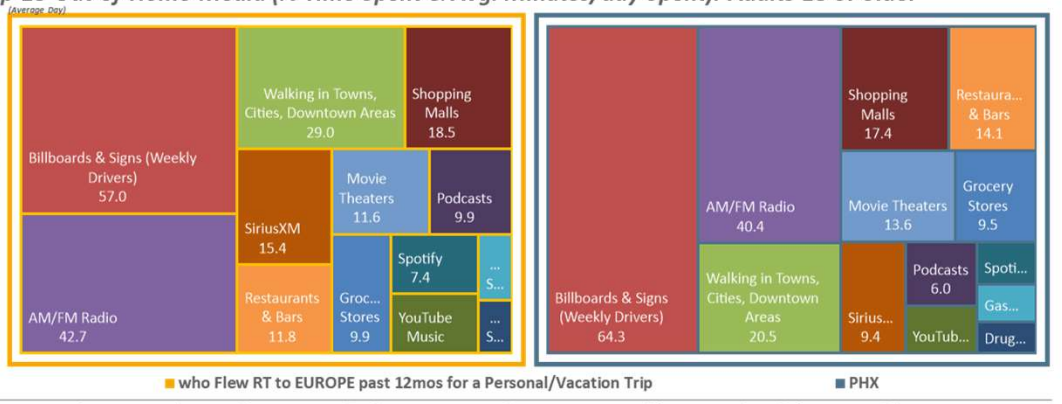


175,168 or 98.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 57. minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minu

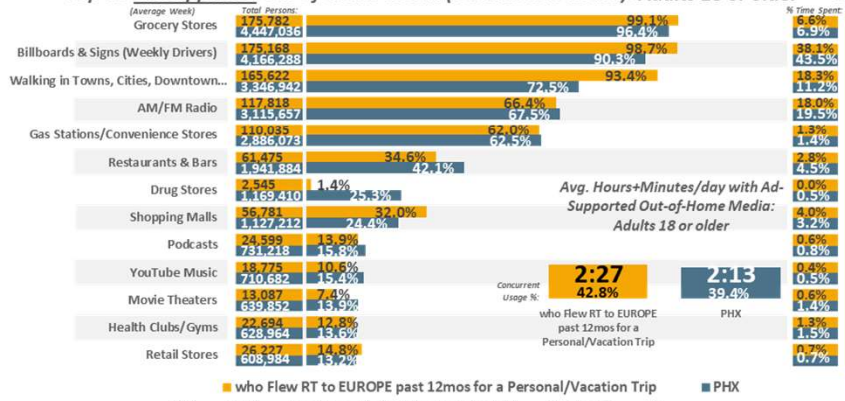
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



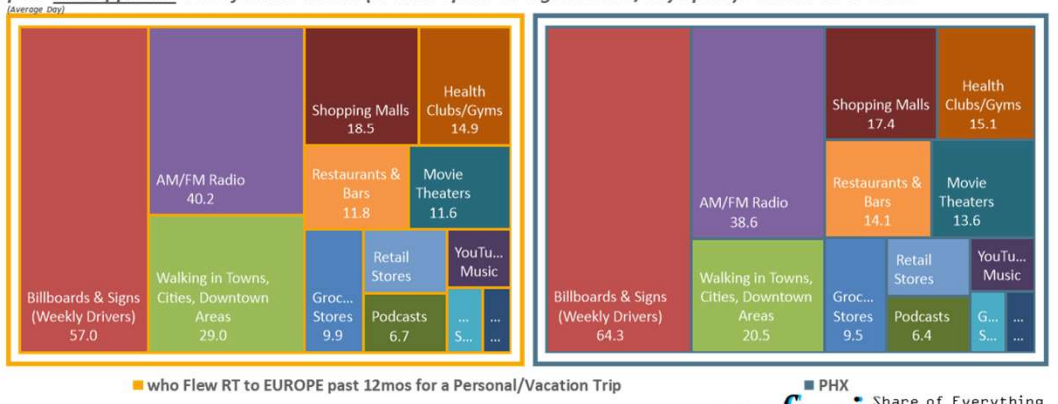
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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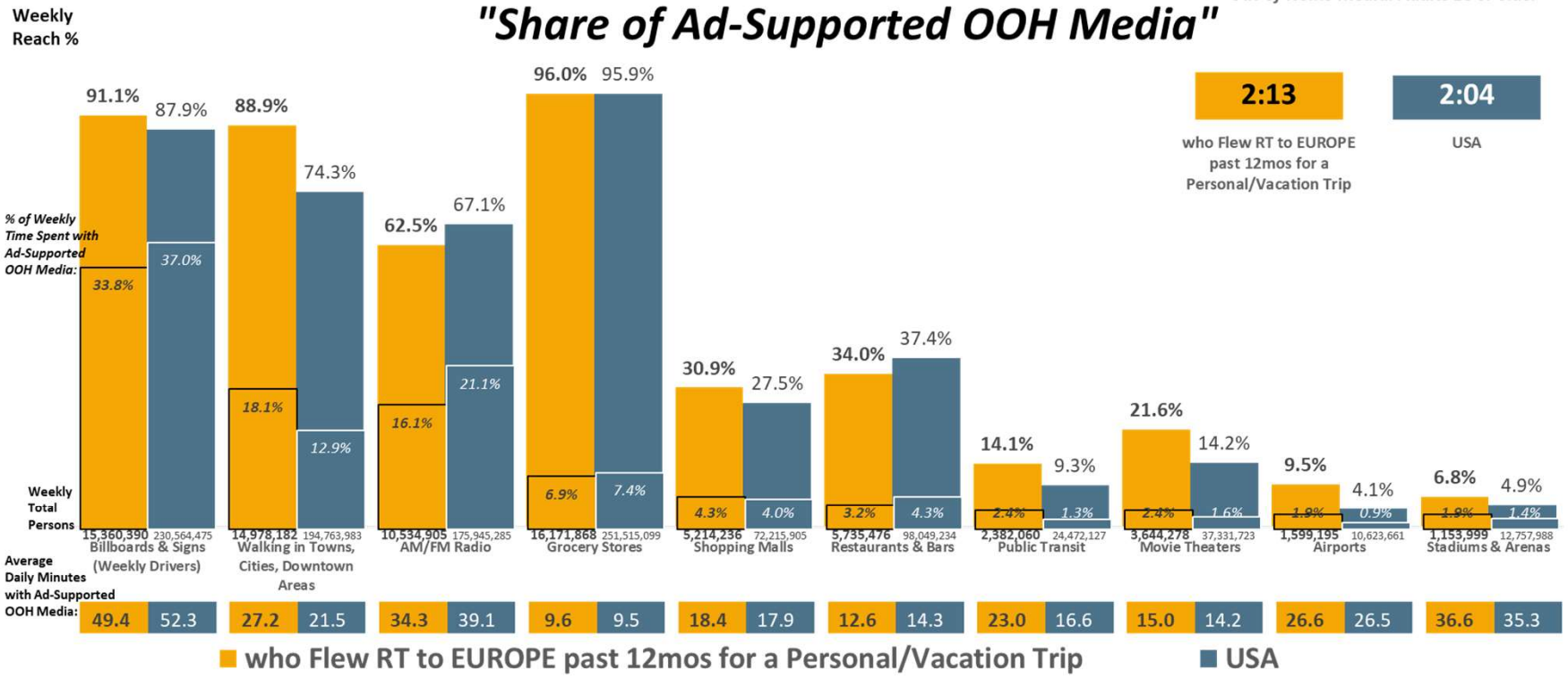
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15,360,390 or 91.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home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

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

"Share of Ad-Supported OOH Media"



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

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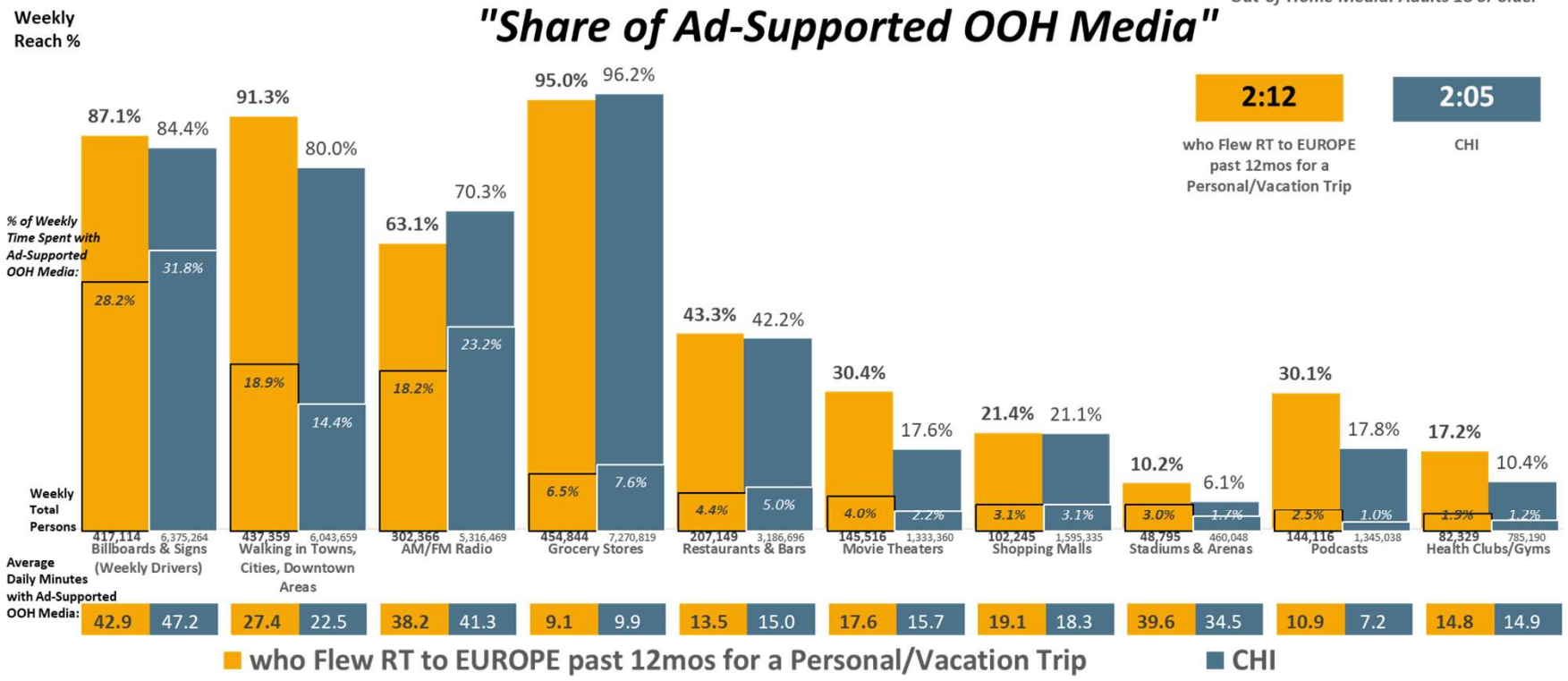
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417,114 or 87.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 42.9 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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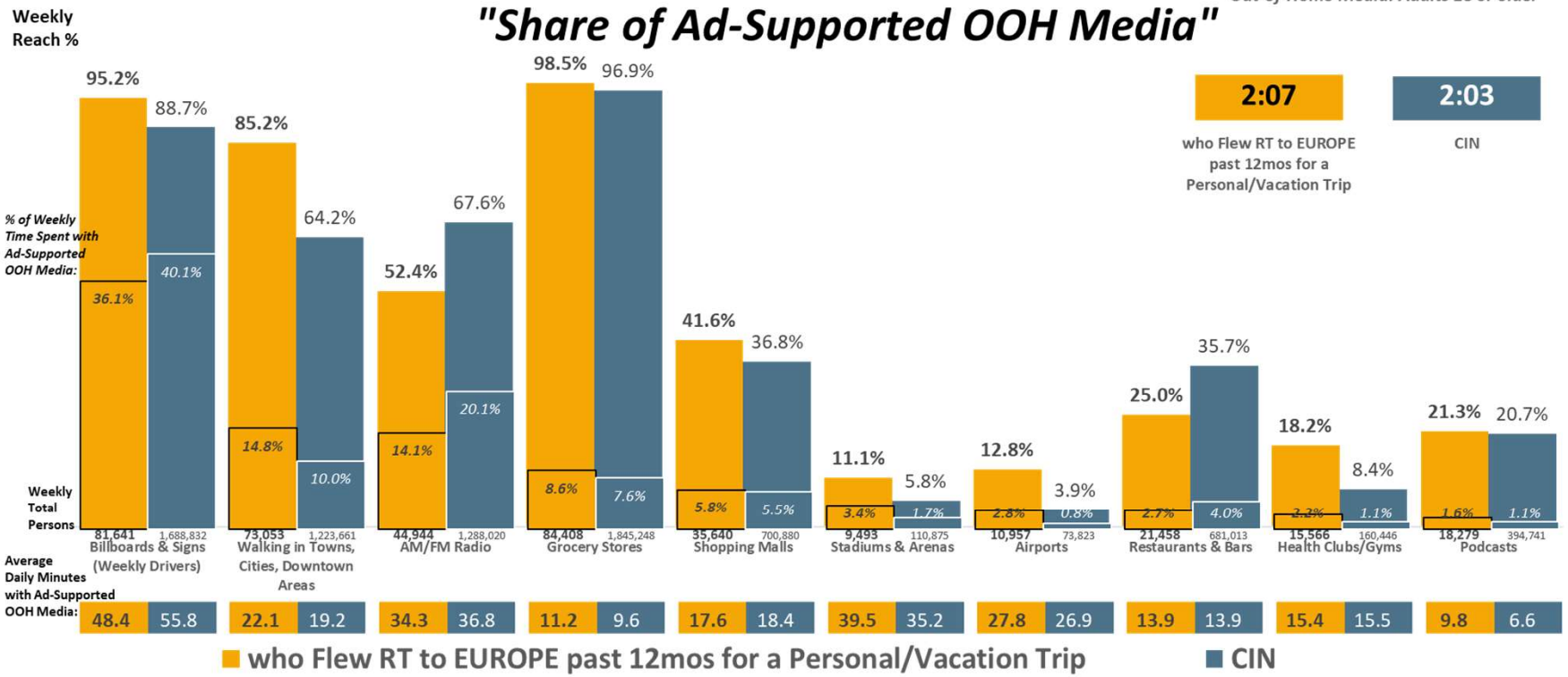
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81,641 or 95.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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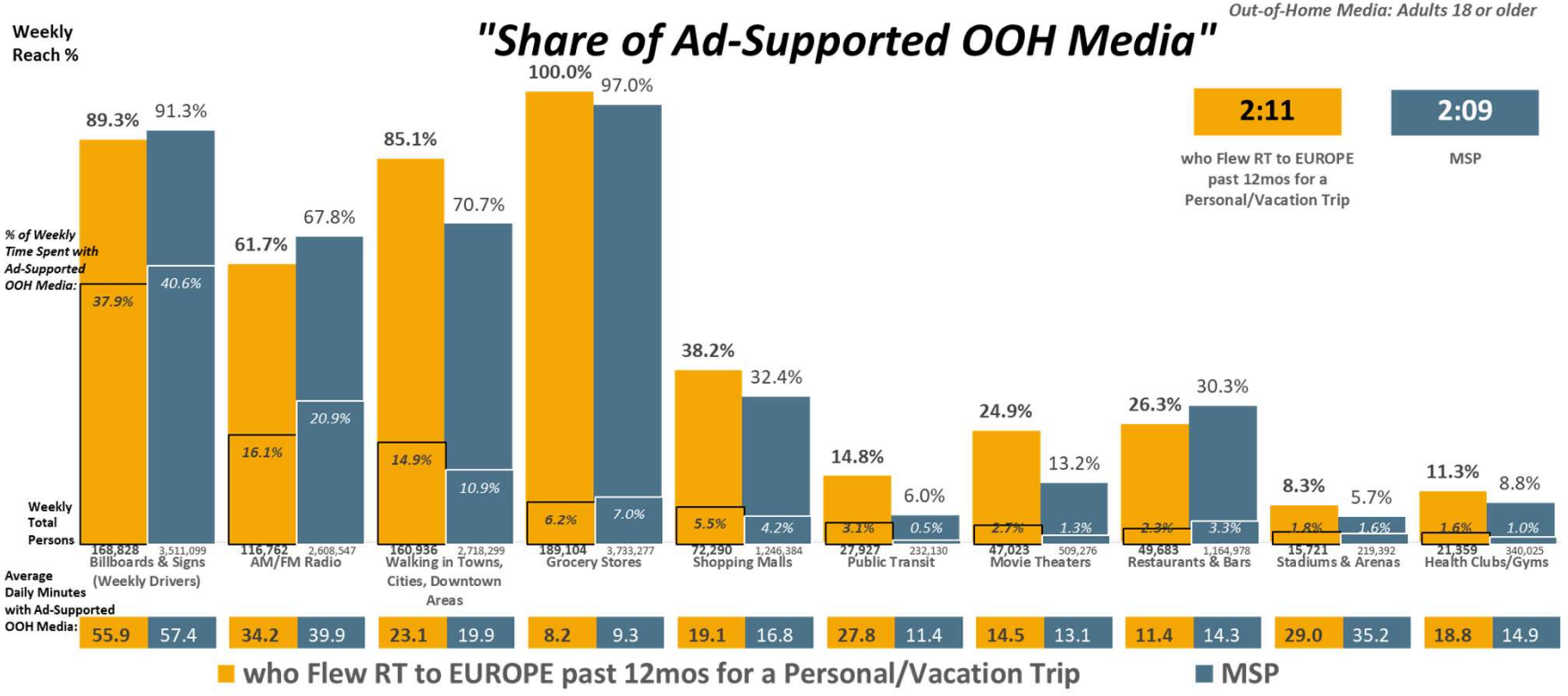
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168,828 or 89.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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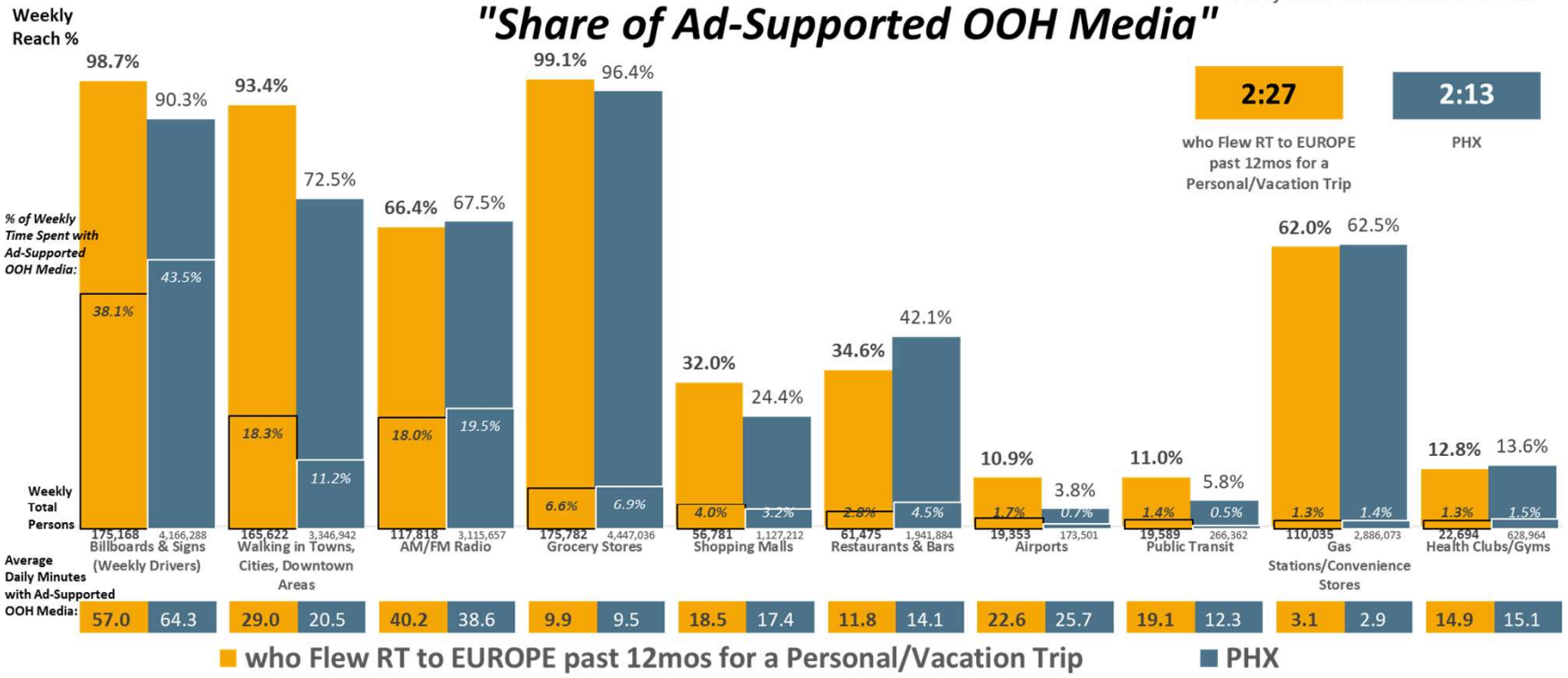
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175,168 or 98.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 57. minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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417,114 or 87.1% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 42.9 minutes per day driving an average of 25. miles each day and are 106.4% more likely to use Edens Expressway (I-94) than the Metro

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

Dan Ryan Expressway (I-90/I-94)	197,435	41.2%	2,088,915	27.6%
Kennedy Expressway (I-90/I-94)	179,834	37.6%	1,685,505	22.3%
Eisenhower Expressway (I-290)	150,876	31.5%	1,855,069	24.5%
Edens Expressway (I-94)	149,528	31.2%	1,143,186	15.1%
Harlem Avenue	121,205	25.3%	1,652,207	21.9%
Stevenson Expressway (I-55)	116,822	24.4%	1,395,511	18.5%
Tristate Tollway (I-294/I-94)	97,402	20.3%	1,454,880	19.3%
Cicero Avenue	95,914	20.0%	1,503,497	19.9%
Western Avenue	89,639	18.7%	1,143,320	15.1%
Jane Addams Memorial Tollway (I-90)	85,357	17.8%	832,063	11.0%
Route 64 (North Avenue)	84,089	17.6%	1,198,800	15.9%
Touhy Avenue	82,863	17.3%	802,516	10.6%
US 20	79,968	16.7%	959,870	12.7%
I-355/Veterans Memorial Tollway	76,449	16.0%	1,176,331	15.6%
Route 59	73,636	15.4%	1,144,500	15.1%
LaGrange Road	72,194	15.1%	1,237,680	16.4%
Ronald Reagan Memorial Tollway (I-88)	68,766	14.4%	965,242	12.8%
Fullerton Avenue	66,557	13.9%	725,177	9.6%
I-57	66,052	13.8%	1,112,427	14.7%
Route 34 (Ogden Avenue)	58,247	12.2%	1,191,505	15.8%
US 14 (Northwest Highway)	58,222	12.2%	654,314	8.7%
Route 38 (Roosevelt Road)	51,936	10.8%	1,100,695	14.6%
Route 45	51,394	10.7%	567,613	7.5%
Route 41	46,926	9.8%	731,899	9.7%
US 83	39,765	8.3%	1,032,815	13.7%
1st Avenue	37,229	7.8%	680,616	9.0%

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

Avg. Miles/Day Driving:



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



CHI

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

Top-26 Residential Zip Codes: Adults 18 or older

60614	36,225	7.56%	64,078	0.85%
60201	21,041	4.39%	64,229	0.85%
60629	19,611	4.10%	101,535	1.34%
60645	18,430	3.85%	33,[illegible]	0.44%
60096	15,847	3.31%	2[illegible]	0.31%
60657	15,145	3.16%	62,595	0.83%
60618	14,769	3.08%	57,180	0.76%
60601	12,797	2.67%	32,[illegible]	0.43%
60616	12,003	2.51%	47,[illegible]	0.63%
60647	10,297	2.15%	63,268	0.84%
60613	8,449	1.76%	48,[illegible]	0.64%
60622	8,445	1.76%	2[illegible]	0.33%
60611	7,946	1.66%	2[illegible]	0.30%
60302	7,616	1.59%	2[illegible]	0.30%
60632	7,547	1.58%	58,985	0.78%
60012	6,922	1.45%	2[illegible]	0.28%
60661	6,427	1.34%	[illegible]	0.30%
60607	6,375	1.33%	9[illegible]	0.13%
60514	6,300	1.32%	[illegible]	0.31%
60305	6,163	1.29%	[illegible]	0.11%
60659	6,075	1.27%	2[illegible]	0.33%
60608	5,815	1.21%	61,569	0.81%
60440	5,697	1.19%	42,[illegible]	0.56%
60047	5,686	1.19%	9[illegible]	0.13%
46304	5,671	1.18%	38,[illegible]	0.51%
60187	5,661	1.18%	26[illegible]	0.35%

Top-26 Employment Zip Codes: Adults 18 or older

60603	24,941	5.21%	56,787	0.75%
60601	20,345	4.25%	111,717	1.48%
60606	20,239	4.23%	124,311	1.64%
60099	15,847	3.31%	18[illegible]	0.24%
60614	13,201	2.76%	41,11[illegible]	0.54%
60626	11,581	2.42%	25,[illegible]	0.34%
60609	10,394	2.17%	27,[illegible]	0.36%
60091	8,463	1.77%	17,[illegible]	0.23%
60618	7,697	1.61%	20,[illegible]	0.27%
60604	6,646	1.39%	48,431	0.64%
60607	6,172	1.29%	47,455	0.63%
60602	5,971	1.25%	29,[illegible]	0.39%
60064	5,462	1.14%	29,[illegible]	0.40%
62703	0	0.00%	0	0.00%
60514	5,336	1.11%	[illegible]	0.07%
60637	5,148	1.08%	23,[illegible]	0.32%
60611	4,976	1.04%	85,807	1.14%
60540	4,884	1.02%	1[illegible]	0.35%
60641	4,803	1.00%	22,[illegible]	0.30%
46307	4,533	0.95%	18,[illegible]	0.25%
60201	4,267	0.89%	26,[illegible]	0.35%
60657	4,254	0.89%	24,[illegible]	0.33%
60642	4,119	0.86%	33,[illegible]	0.44%
60612	4,119	0.86%	46,658	0.62%
60181	3,614	0.75%	58,465	0.77%
60515	3,596	0.75%	61,235	0.81%

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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 221

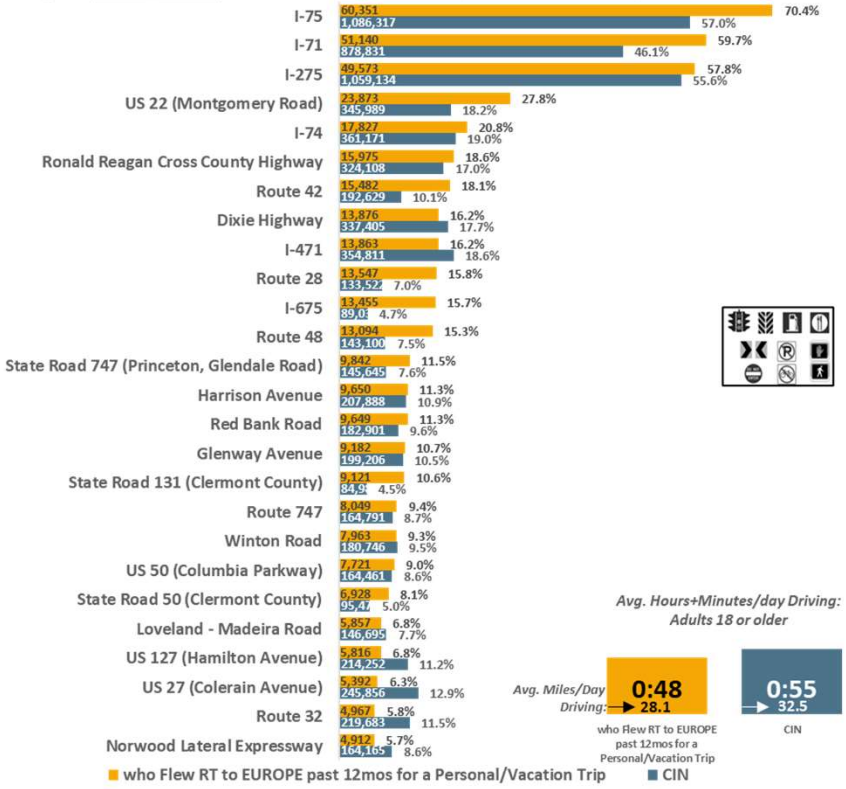
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



81,641 or 95.2% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 48.4 minutes per day driving an average of 28.1 miles each day and are 235.8% more likely to use I-675 than the Metro average.

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



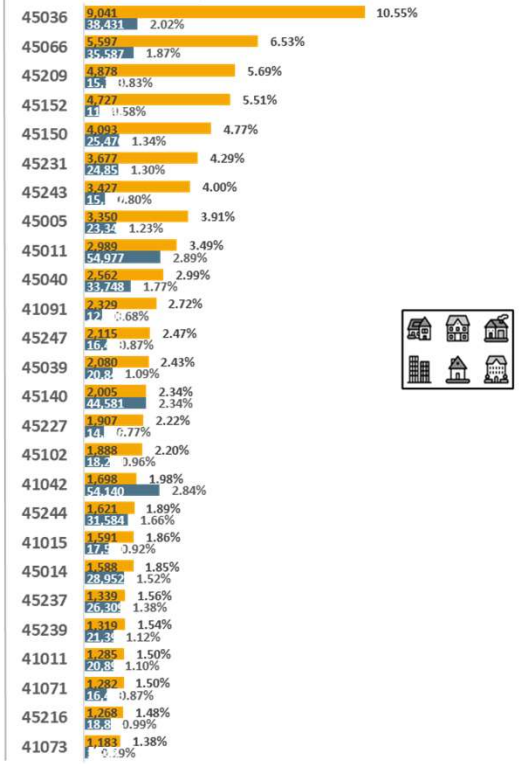
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.1

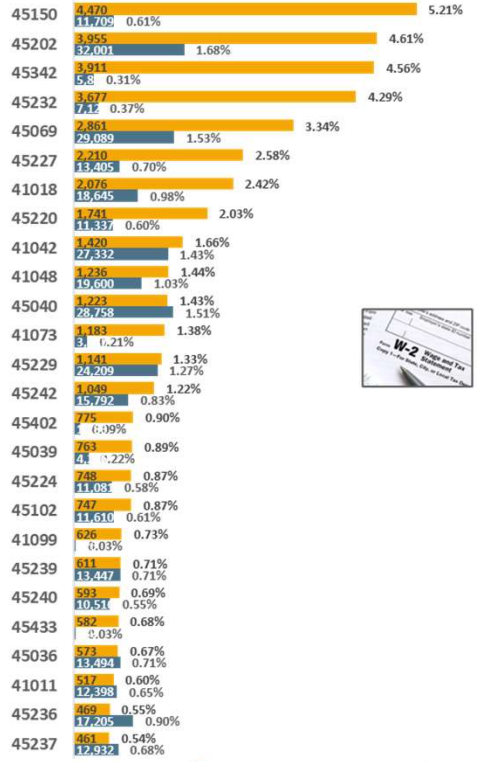
0:48 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

0:55 → 32.5 CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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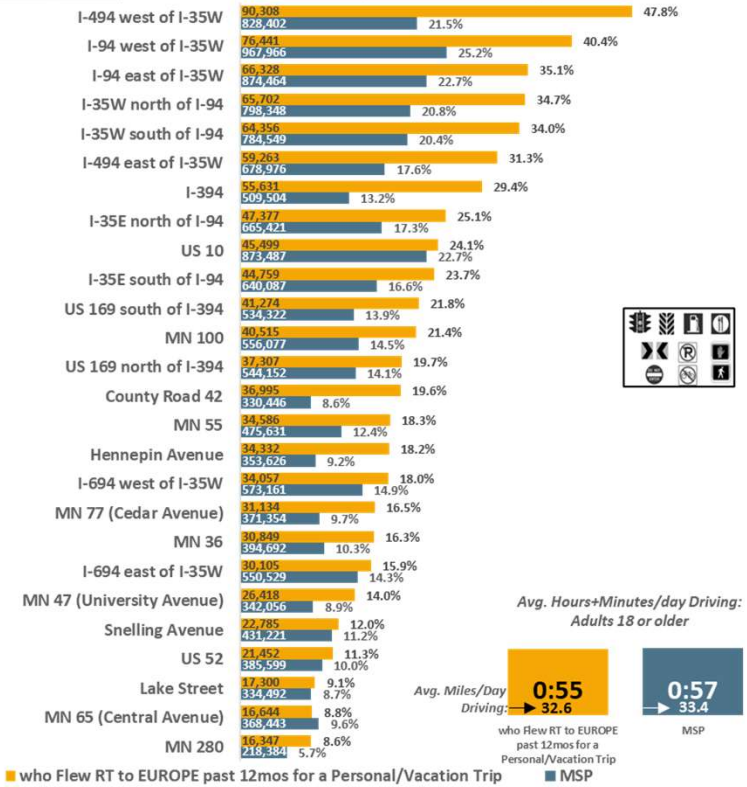
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168,828 or 89.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 55.9 minutes per day driving an average of 32.6 miles each day and are 127.8% more likely to use County Road 42 than the Metro average

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



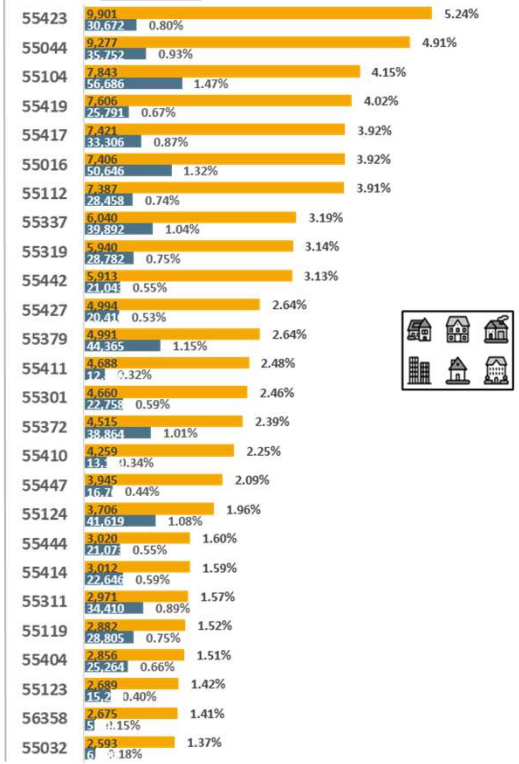
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 32.6

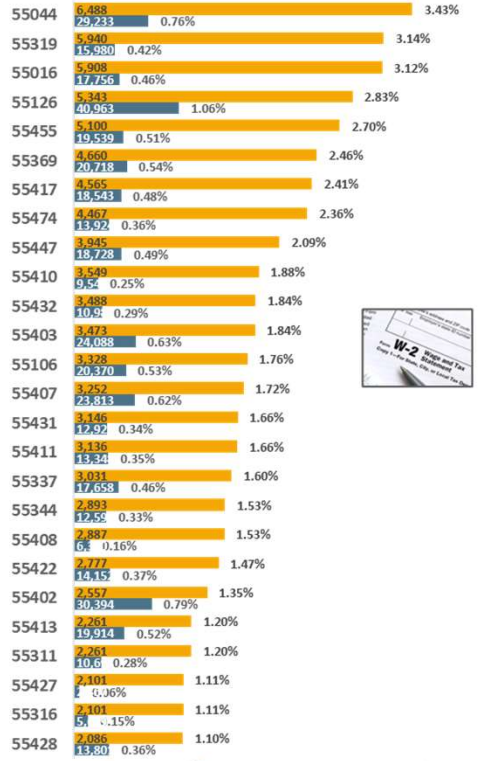
0:55 who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip

0:57 → 33.4 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

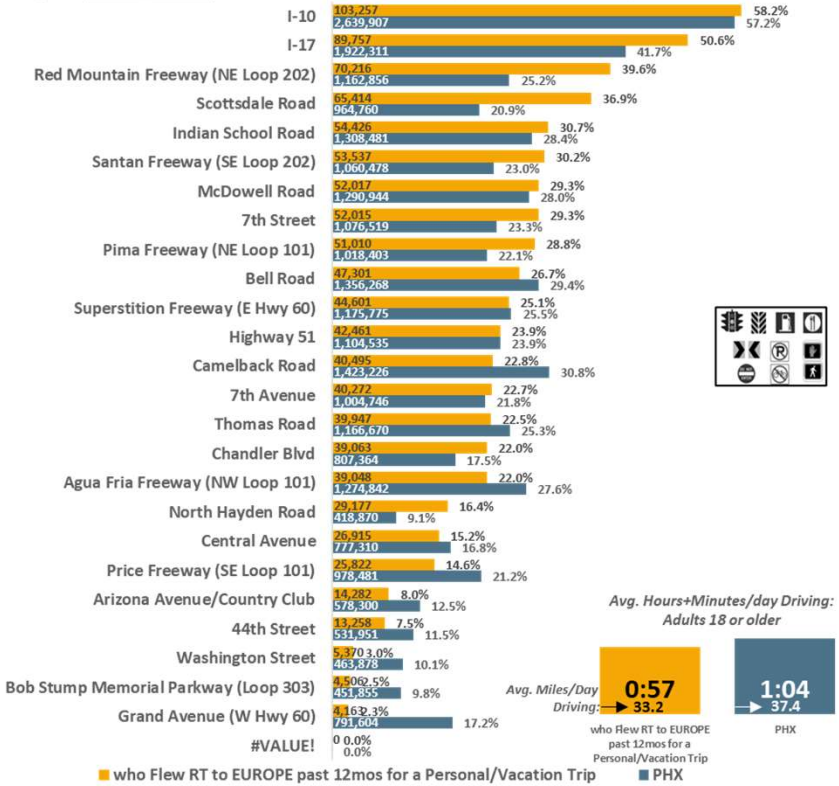
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]



175,168 or 98.7% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip spend an average of 57. minutes per day driving an average of 33.2 miles each day and are 81.2% more likely to use North Hayden Road than the Metro averag

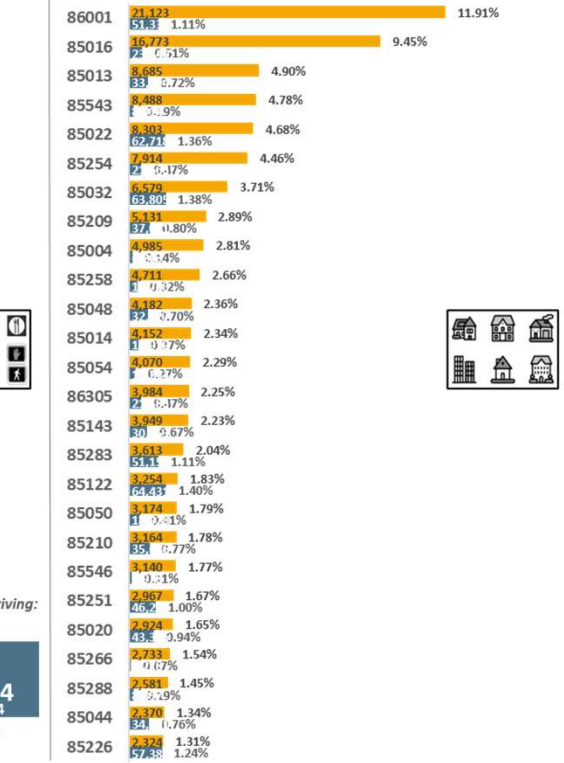
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



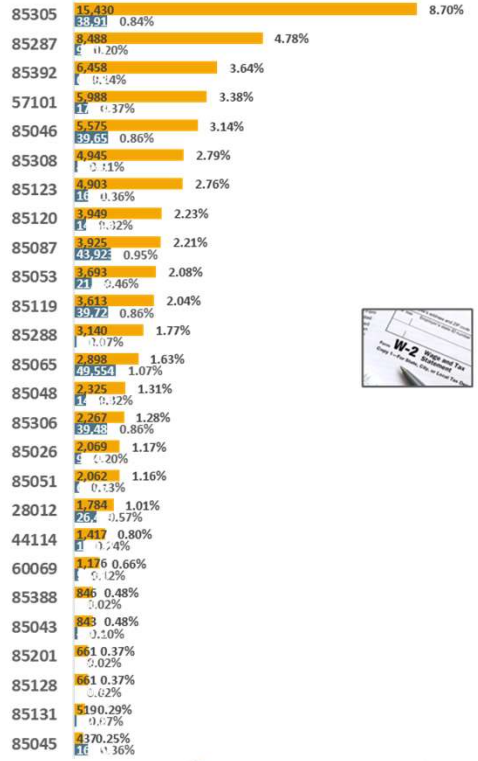
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



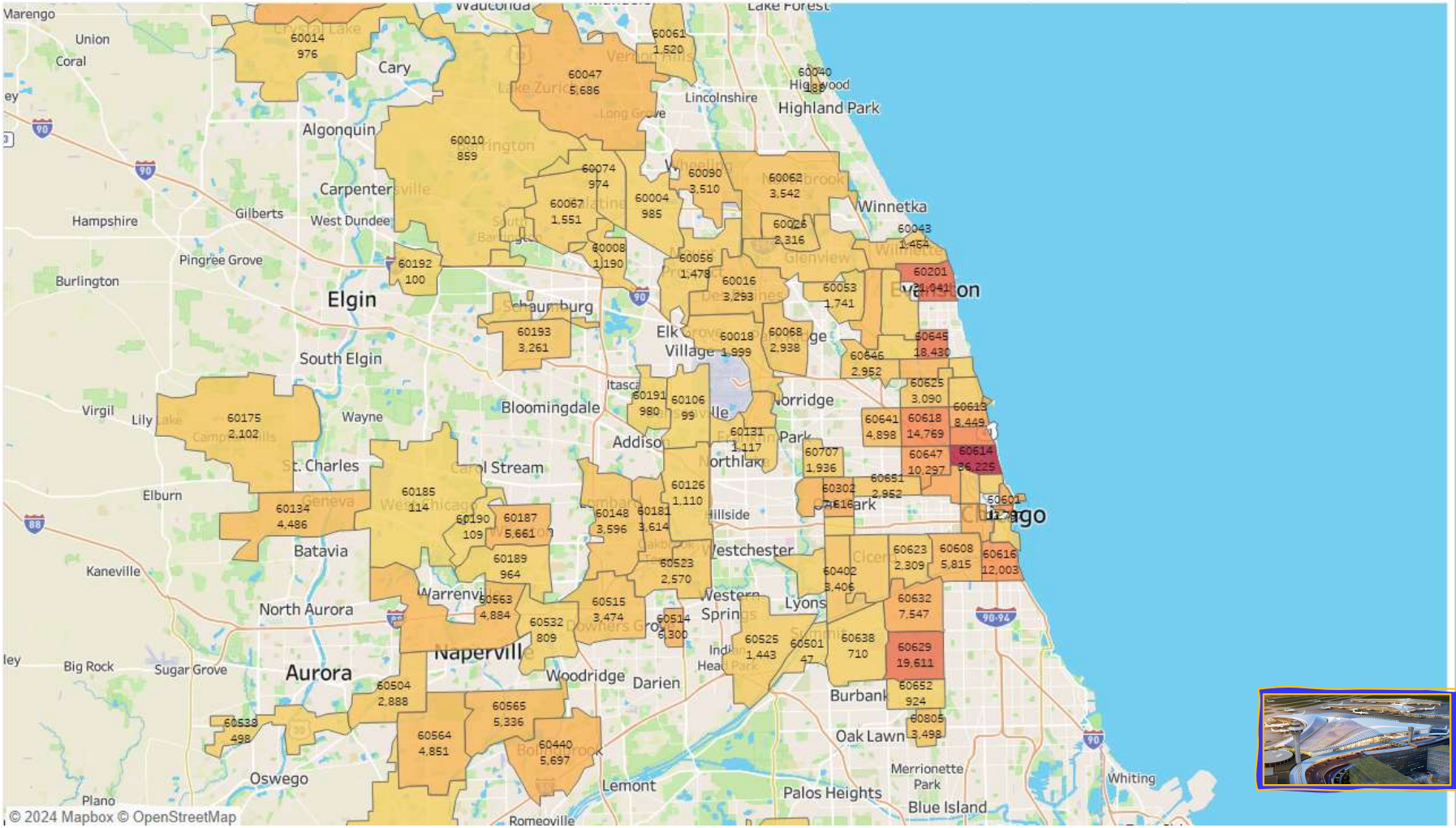
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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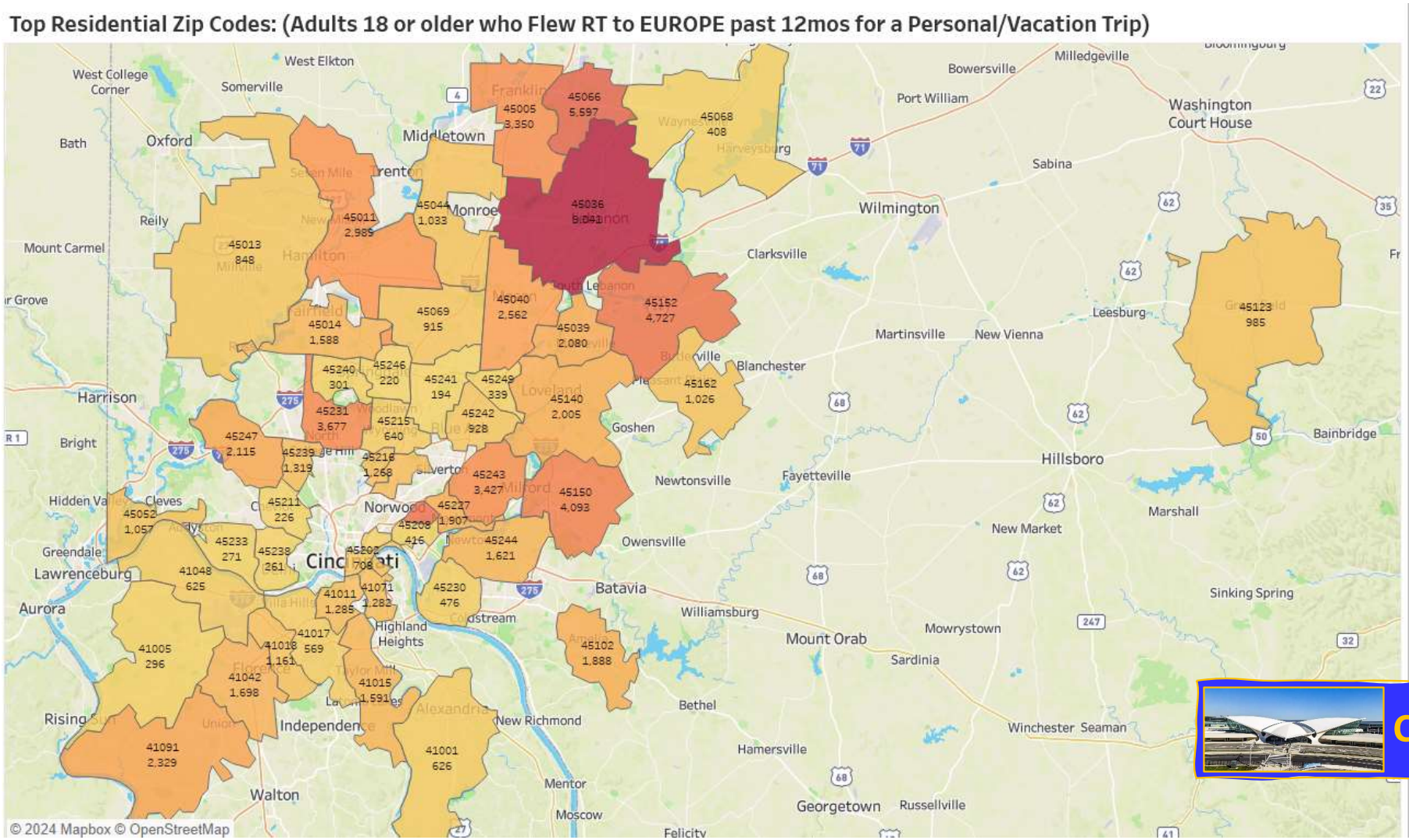
[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

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



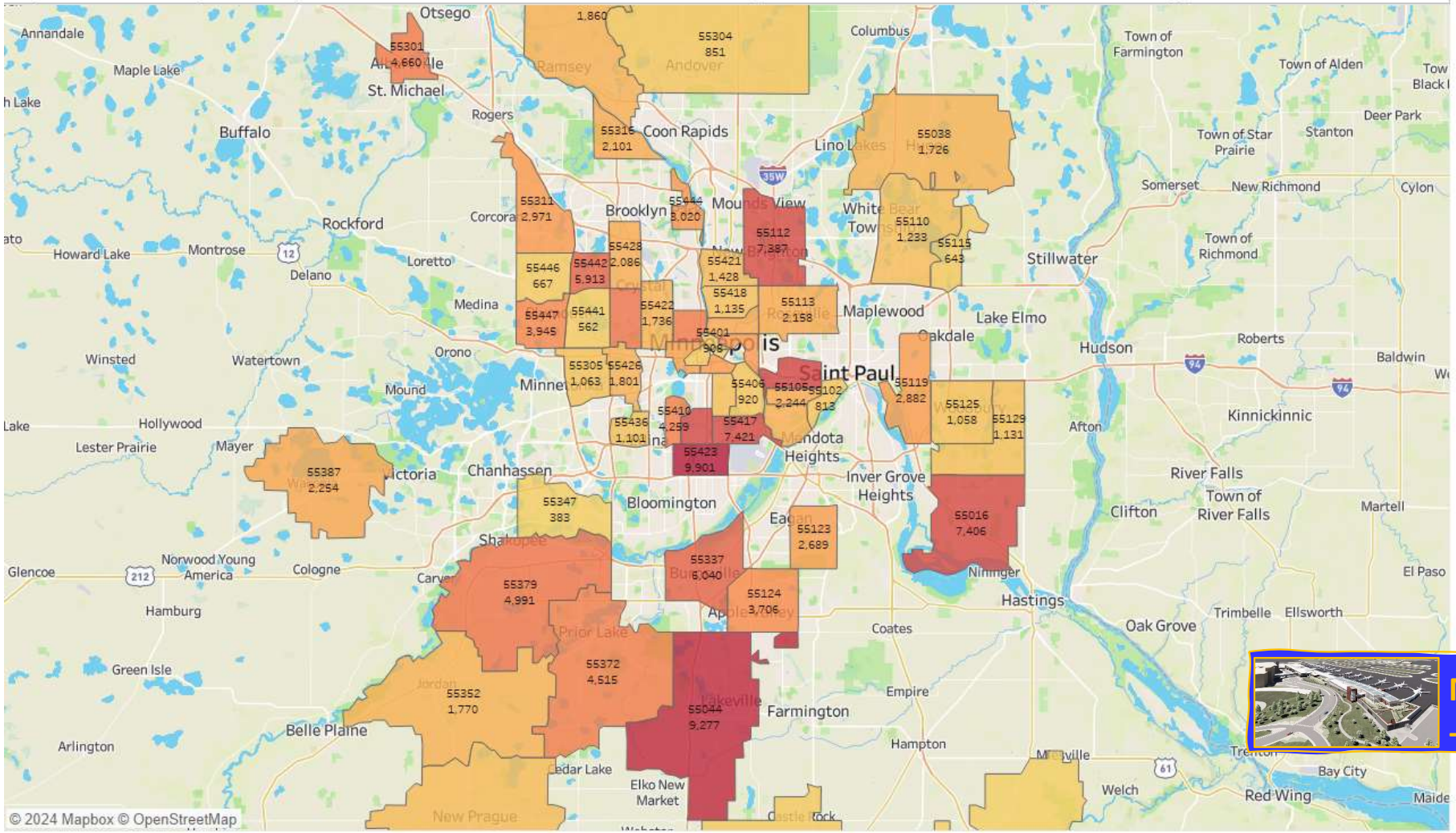
[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

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

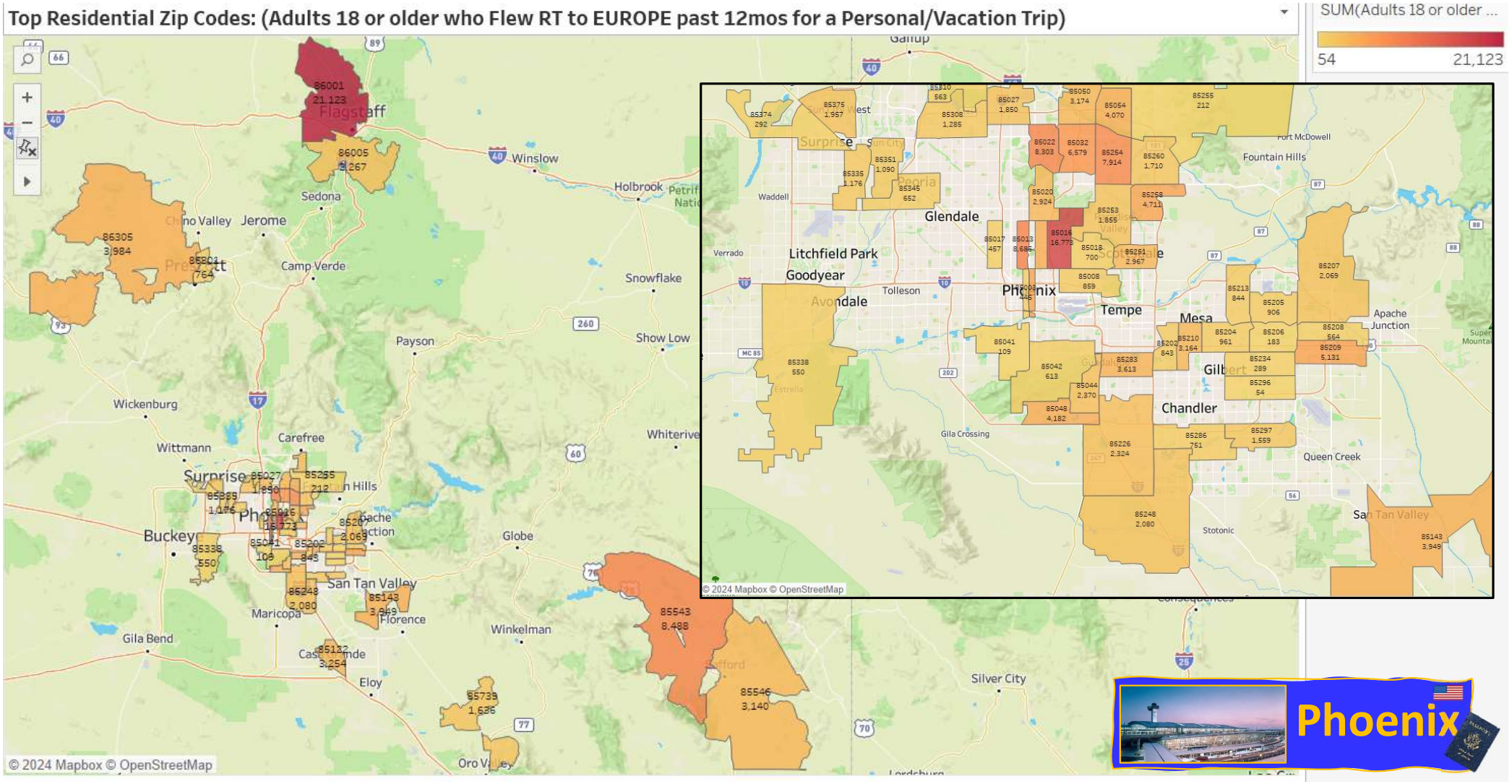


[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

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



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

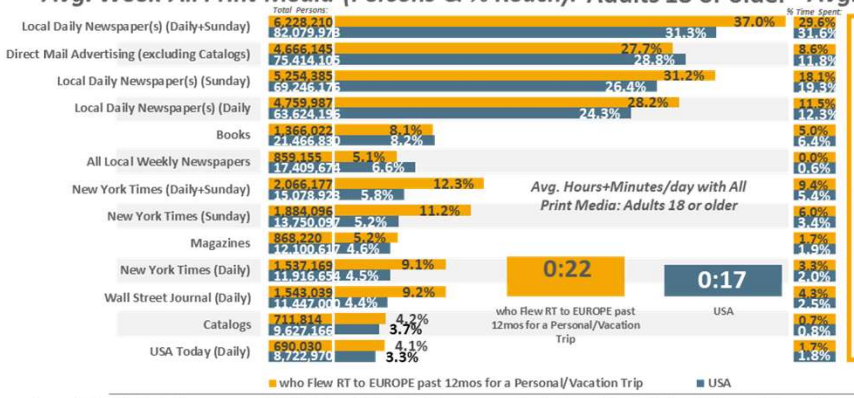


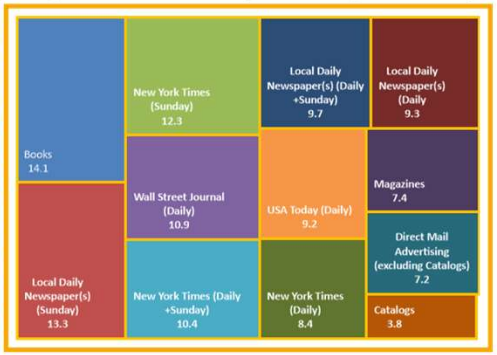
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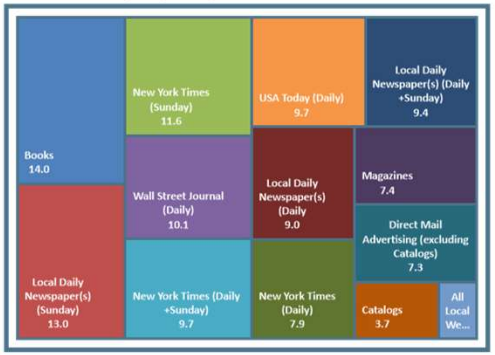


6,228,210 or 37.% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 31.2% of all time spent daily with All forms of Print

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

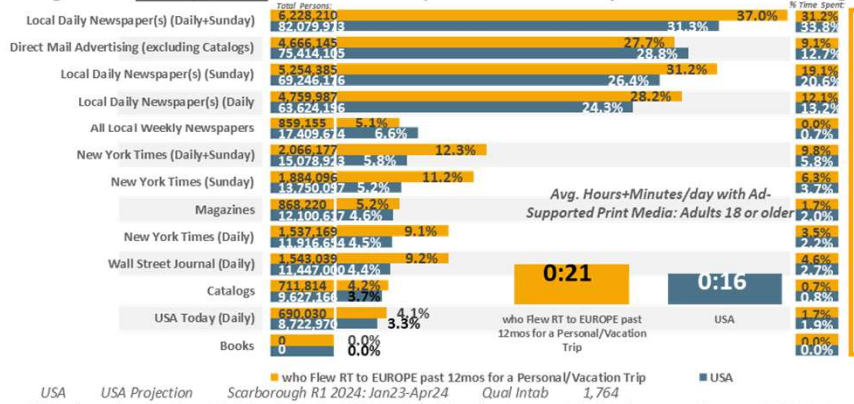


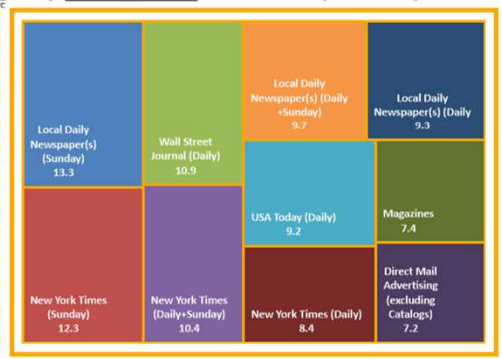


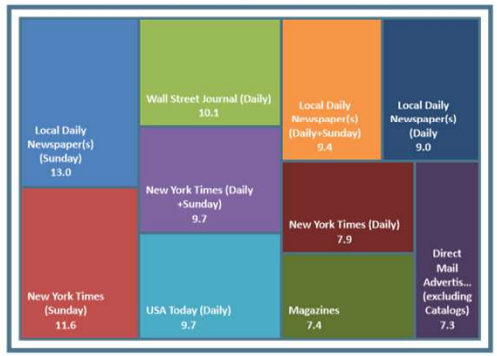


who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ USA

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







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

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

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

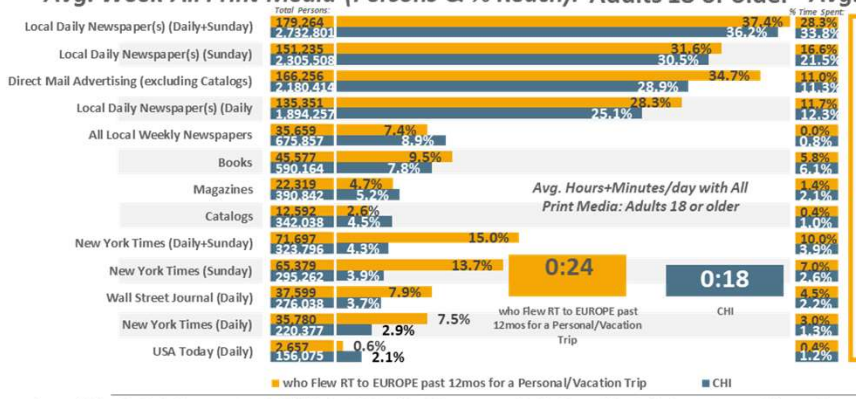
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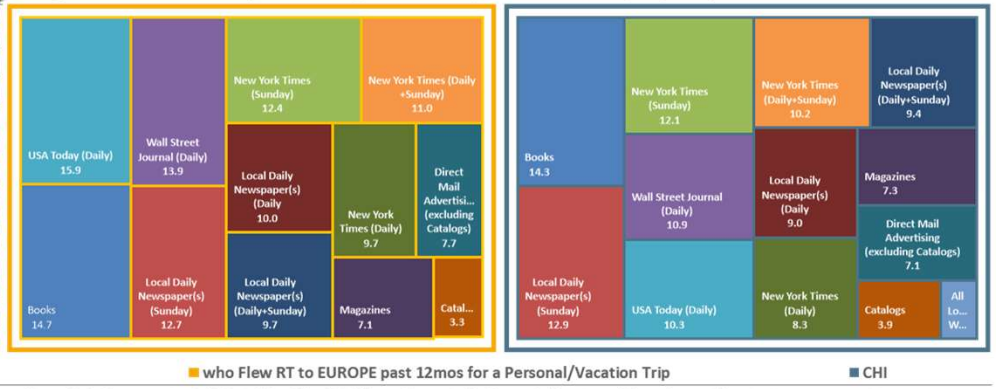


179,264 or 37.4% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.% of all time spent daily with All forms of Print Me

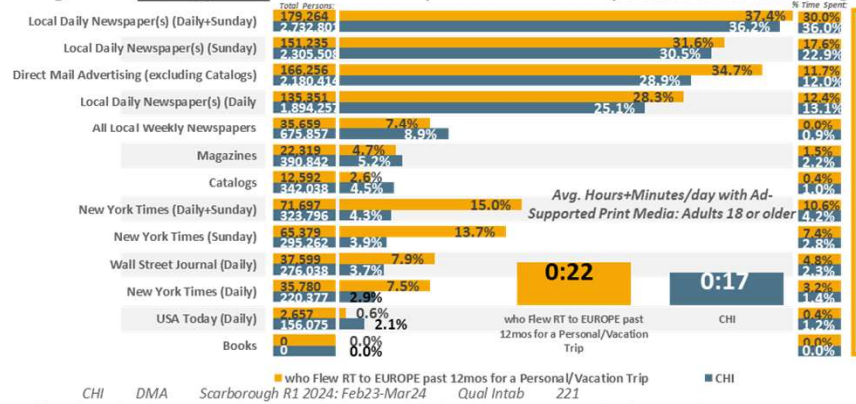
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



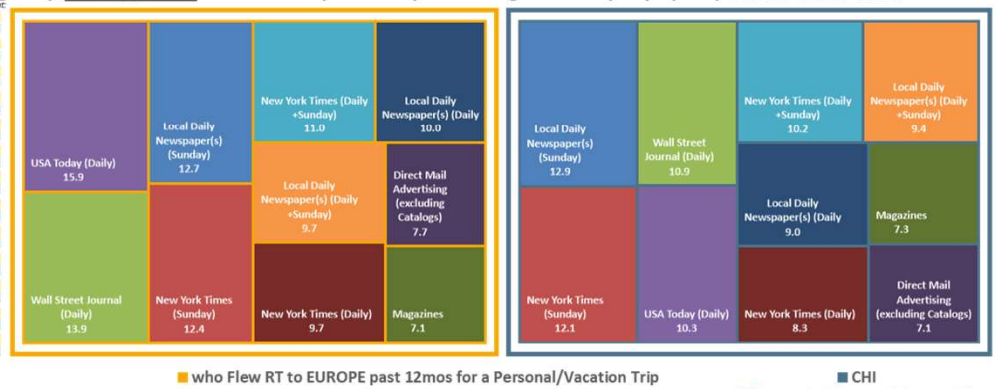
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Feb23-Mar24 Qual Intab 221

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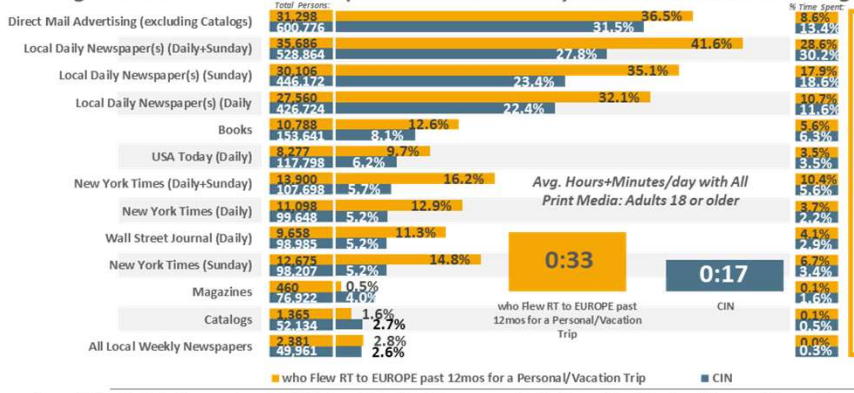
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

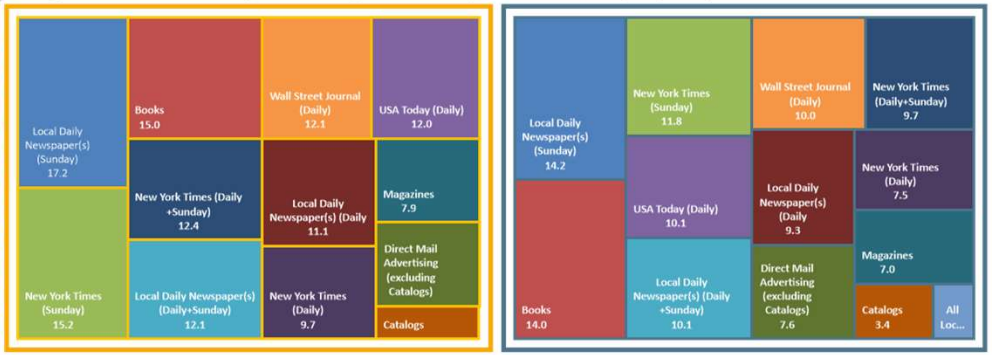


35,686 or 41.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 30.3% of all time spent daily with All forms of Print M

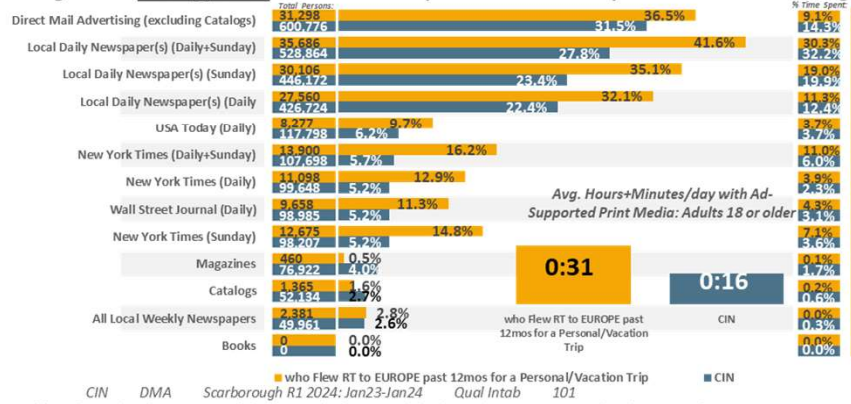
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



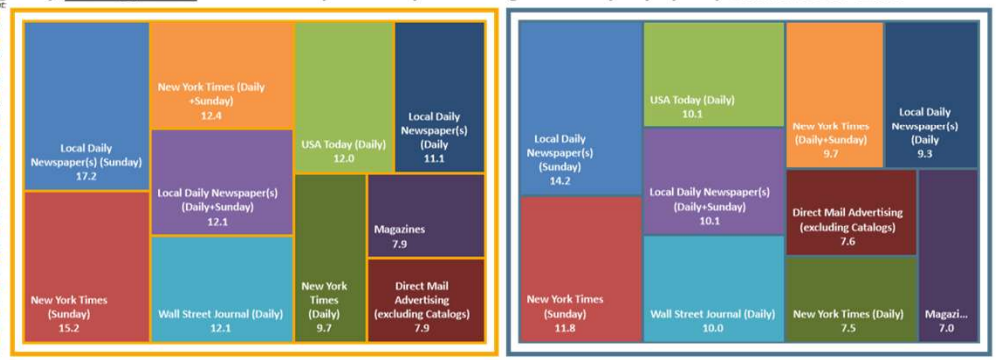
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 101

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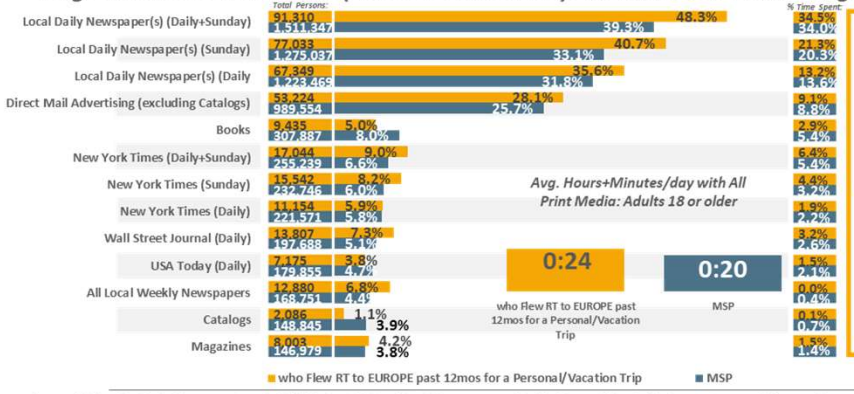
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

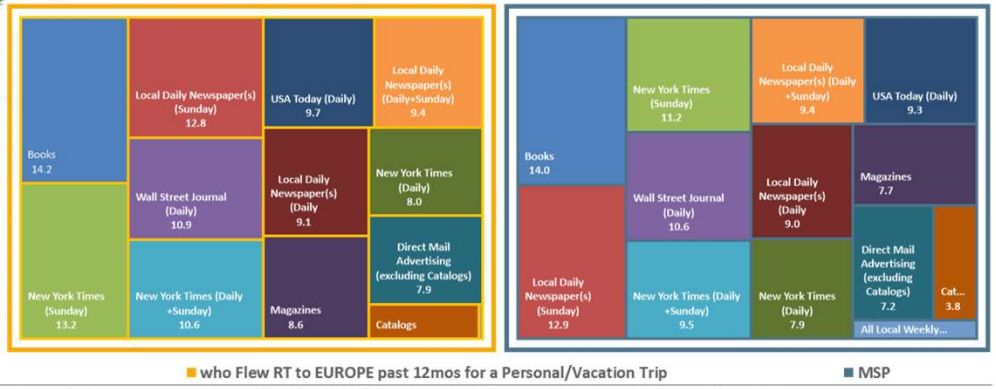


91,310 or 48.3% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 35.5% of all time spent daily with All forms of Print Me

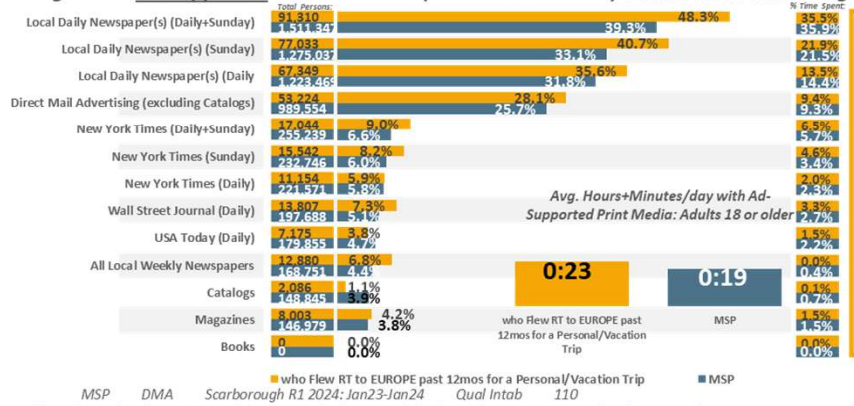
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



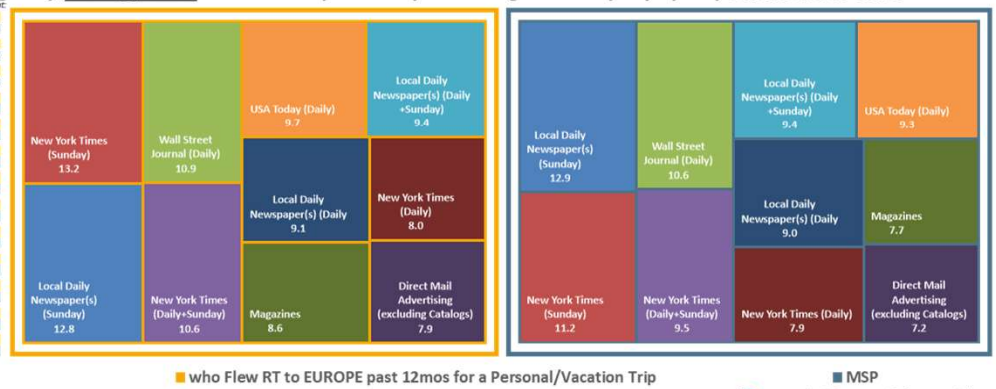
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 110

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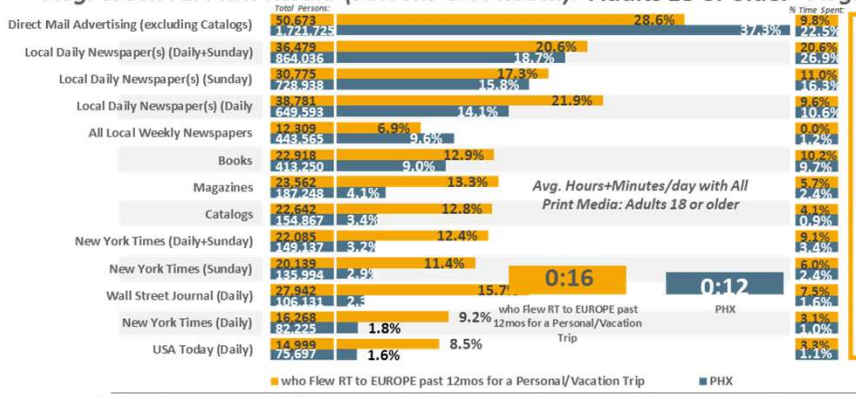
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[((Airlines used for domestic/foreign travel past 12 months: Any airline flown AND No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip) AND Places visited overnight or longer past 12 months: Europe)]

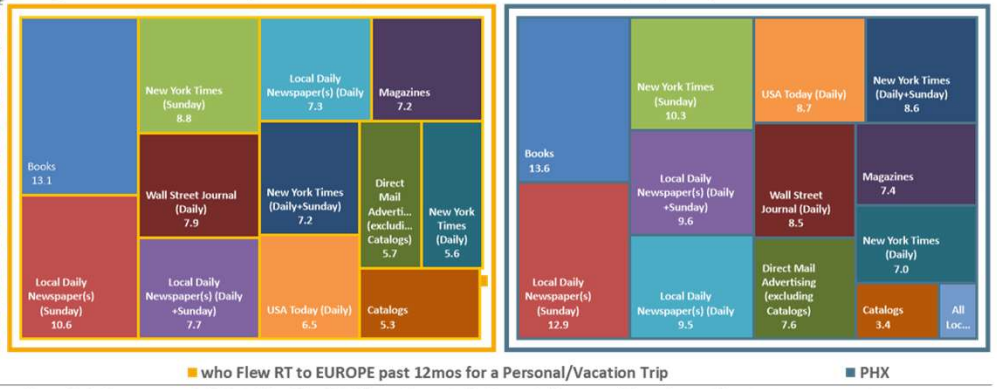


36,479 or 20.6% of Adults 18 or older who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 23.% of all time spent daily with All forms of Print Med

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

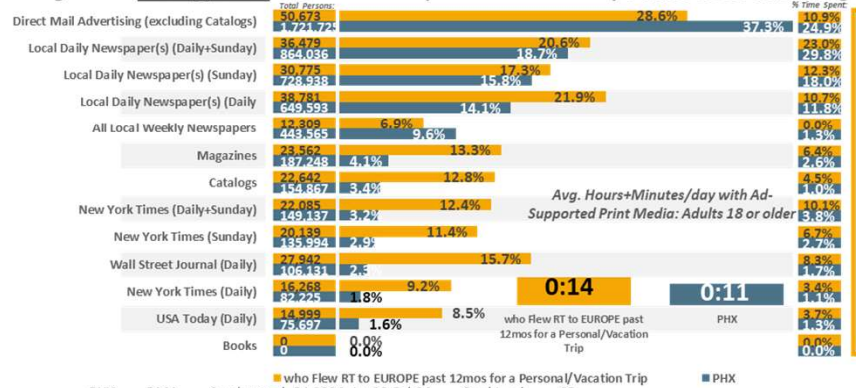


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

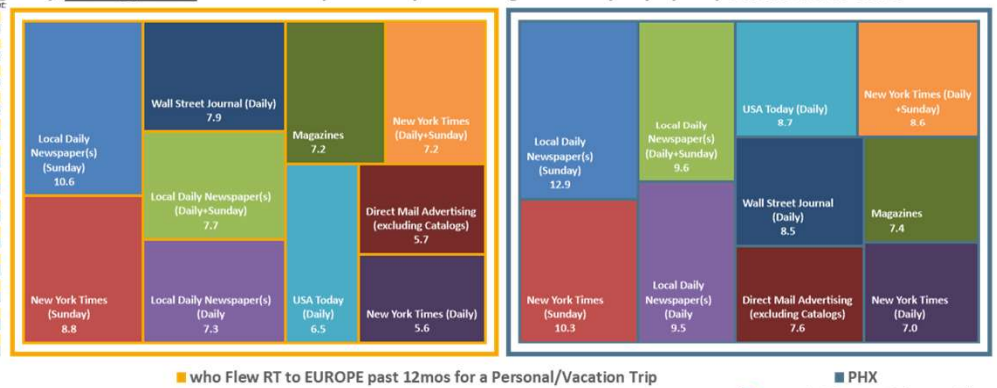


who Flew RT to EUROPE past 12mos for a Personal/Vacation Trip ■ PHX

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



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

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 95

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