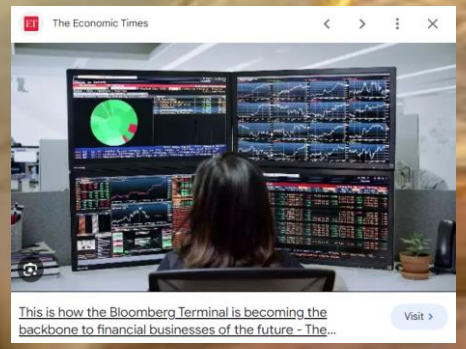
USA – 5 Different P25-64 past 30 days TRAVEL APP Users!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-64 who used EXPEDIA, GOOGLE FLIGHTS, BOOKING.COM, HOTELS.COM, or TRIPADVISOR in the past 30 days as of April 2024!



Expedia®

Google Flights

Booking.com

Hotels.com™

Tripadvisor®

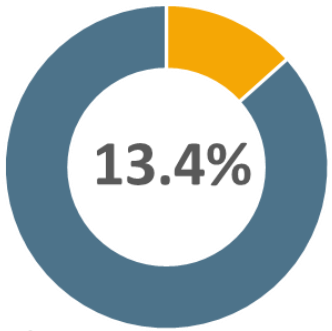
Apps or websites used or visited past 30 days:Travel: Booking.com
Apps or websites used or visited past 30 days:Travel: Expedia
Apps or websites used or visited past 30 days:Travel: Google Flights
Apps or websites used or visited past 30 days:Travel: Hotels.com
Apps or websites used or visited past 30 days:Travel: Tripadvisor

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

HUBBARD BROADCASTING INC. HB INC.

13.4% or 23,032,762 of USA Adults 25 - 64 are past 30 days users of the BOOKING.COM Travel App/Website. Typical Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website are 43.9 years old (2.3% younger than average) and have a $120,447 (22.8% higher than average) annual household…

Percent of Market: Adults 25 - 64



- who are past 30 days users of the BOOKING.COM Travel App/Website
- Remainder of USA Metro

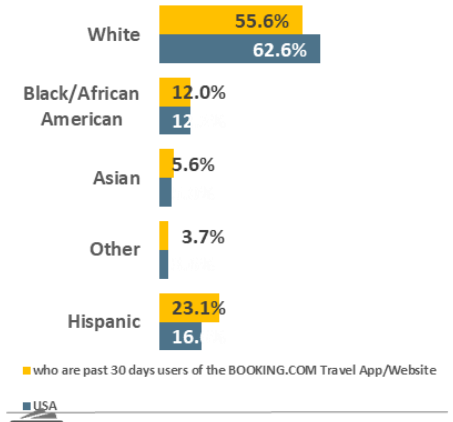
Total Persons:

23,032,762	148,866,557

Gender of Target vs. Market: Adults 25 - 64

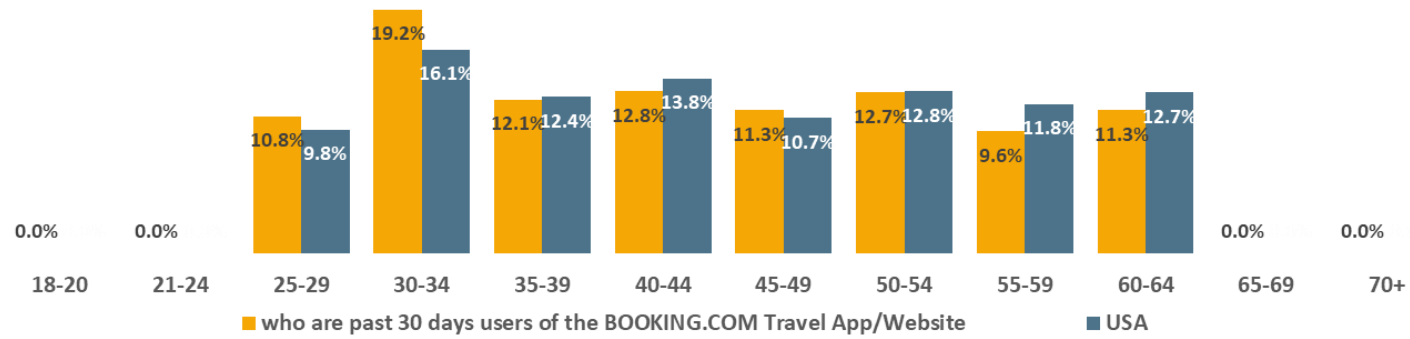
	Men	Men	Women	Women
%M vs. %F:	47.0%	49.7%	53.0%	50.3%
Average Age:	44.1	44.8	43.7	45.1
# Persons:	10,819,470	85,480,382	12,213,292	86,418,937

Ethnicity of Target vs. Market:

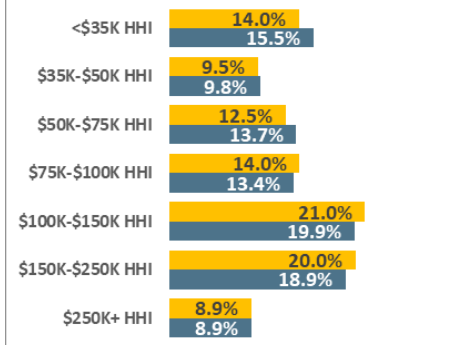


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 64
who are past 30 days users of the BOOKING.COM Travel App/Website	43.9
USA	44.9



HHI of Target vs. Market:



Avg HHI:	$120,447	$98,094

USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 5,112

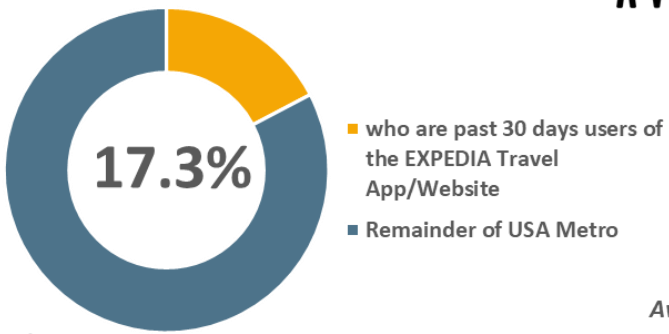
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USA Jan23-Feb24 | USA Projection | Qual Intab | 14,048

Apps or websites used or visited past 30 days:Travel: Booking.com

17.3% or 29,764,064 of USA Adults 25 - 64 are past 30 days users of the EXPEDIA Travel App/Website. Typical Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website are 44.6 years old (.8% younger than average) and have a $137,364 (40.% higher than average) annual household income.

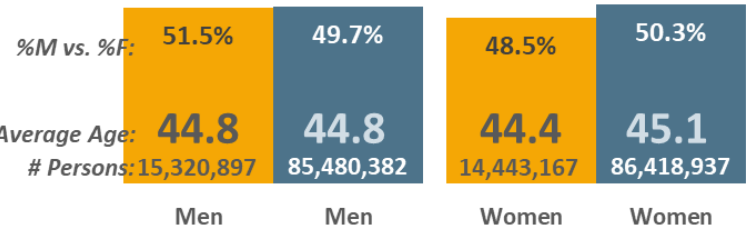
Percent of Market: Adults 25 - 64



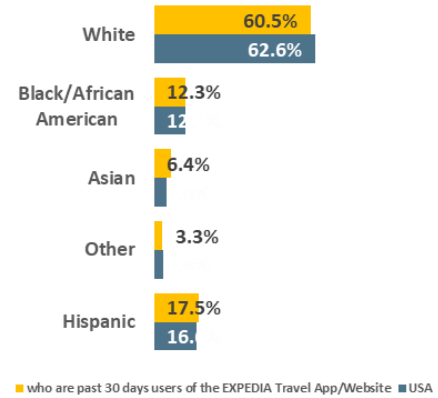
Total Persons:



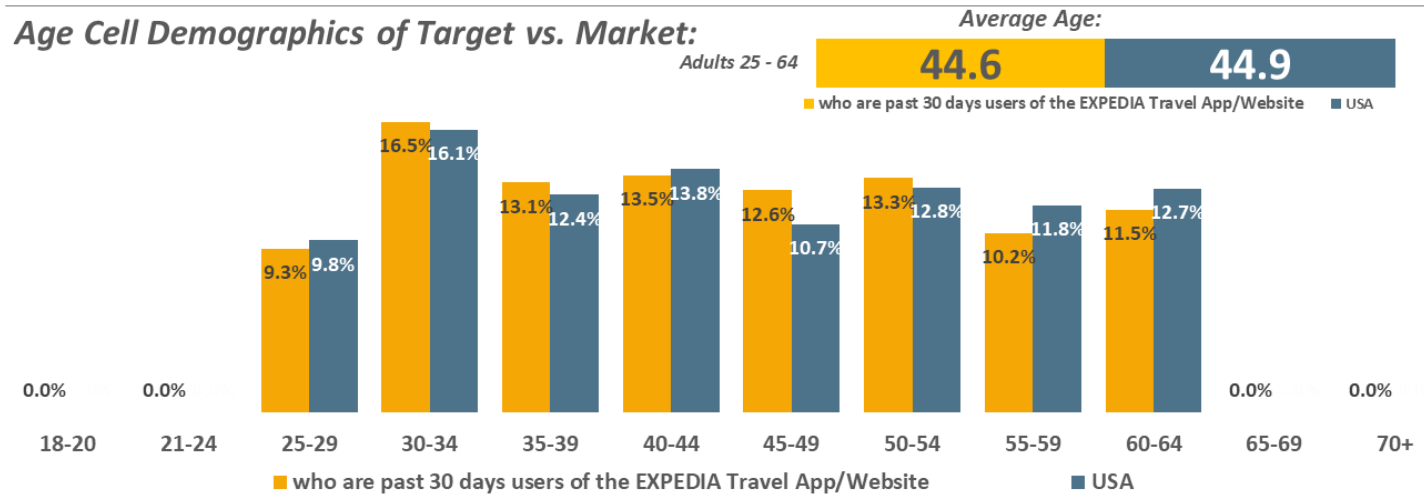
Gender of Target vs. Market: Adults 25 - 64



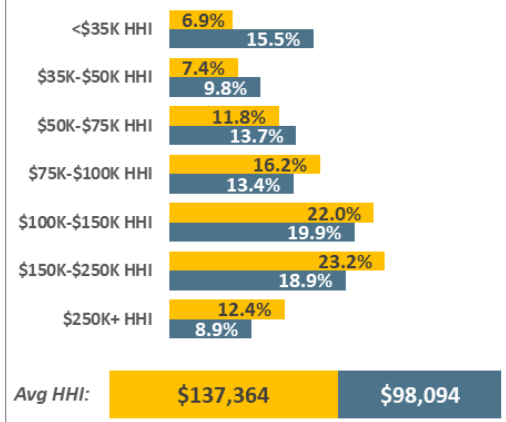
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $137,364 | $98,094

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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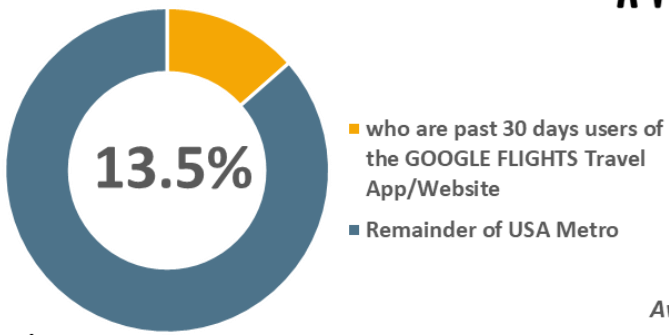
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Expedia

Google Flights

13.5% or 23,221,367 of USA Adults 25 - 64 are past 30 days users of the GOOGLE FLIGHTS Travel App/Website. Typical Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website are 40.8 years old (9.2% younger than average) and have a $147,100 (50.% higher than average) annual household income.

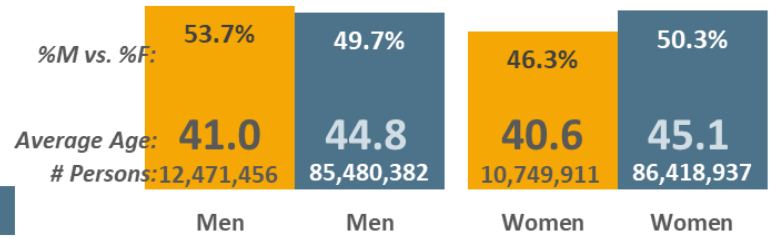
Percent of Market: Adults 25 - 64



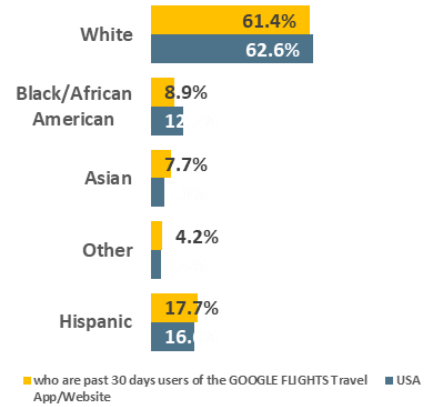
Total Persons:



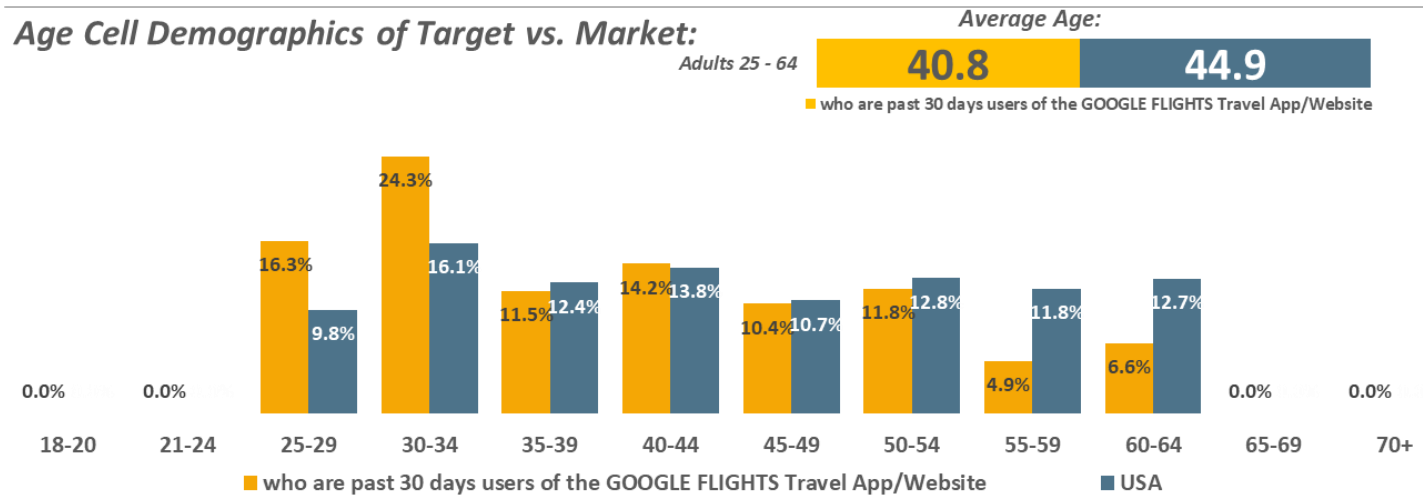
Gender of Target vs. Market: Adults 25 - 64



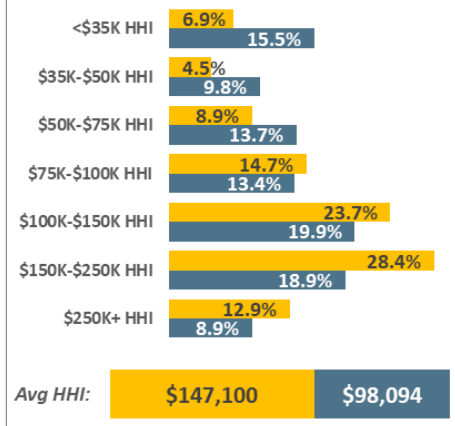
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $147,100 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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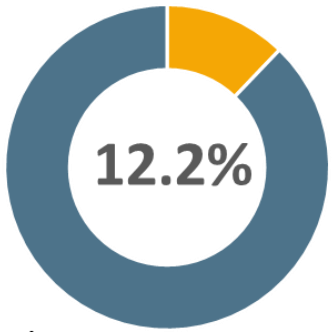
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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Apps or websites used or visited past 30 days:Travel: Google Flights

12.2% or 20,891,594 of USA Adults 25 - 64 are past 30 days users of the HOTELS.COM Travel App/Website. Typical Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website are 43.5 years old (3.1% younger than average) and have a $127,248 (29.7% higher than average) annual household income.

Percent of Market: Adults 25 - 64

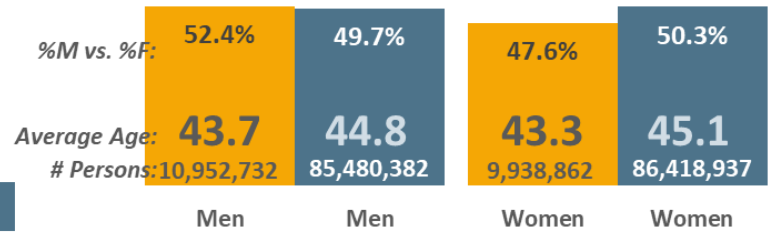


- who are past 30 days users of the HOTELS.COM Travel App/Website
- Remainder of USA Metro

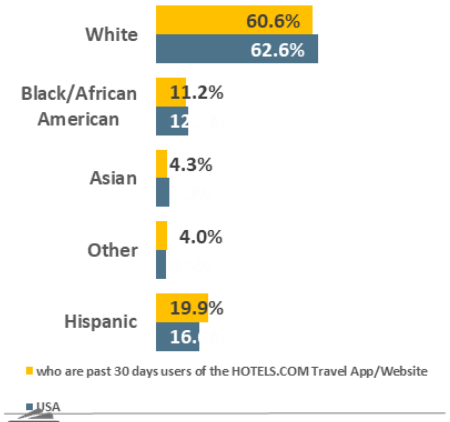
Total Persons:



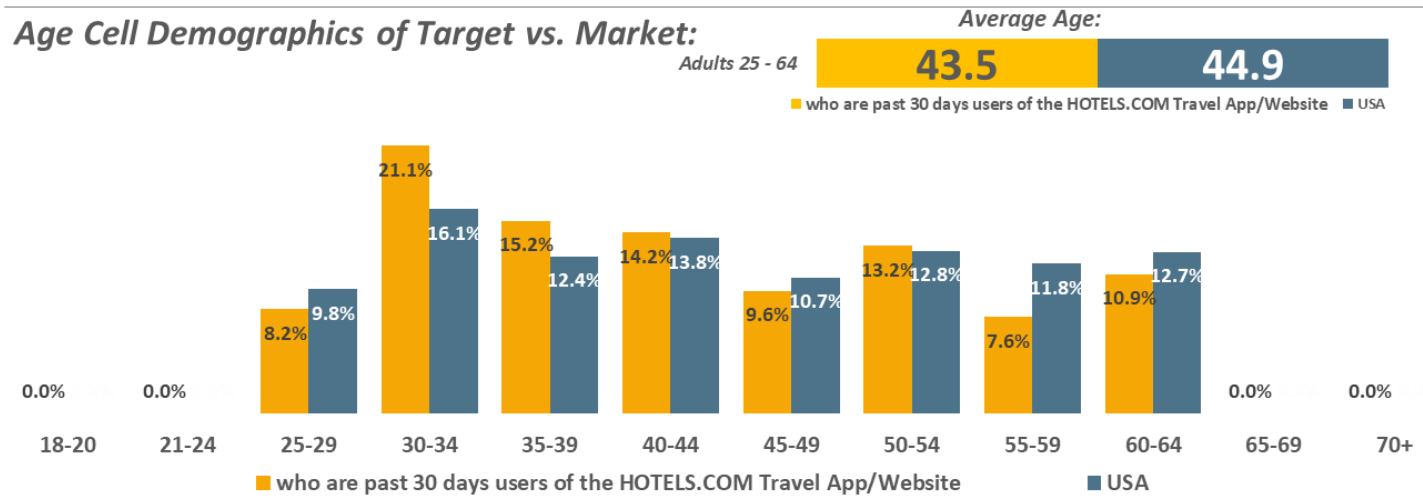
Gender of Target vs. Market: Adults 25 - 64



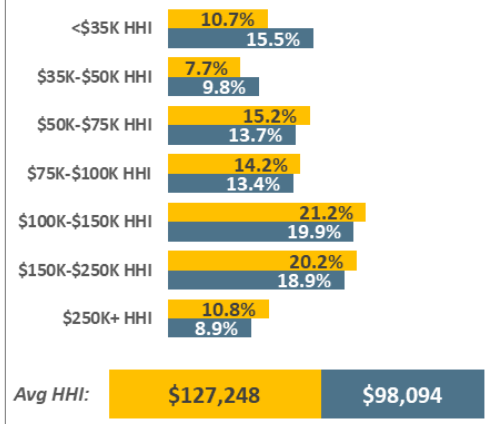
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $127,248 | $98,094

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

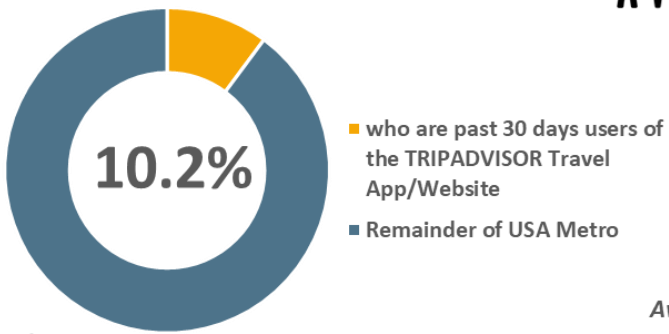
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USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Hotels.com

10.2% or 17,465,938 of USA Adults 25 - 64 are past 30 days users of the TRIPADVISOR Travel App/Website. Typical Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website are 45. years old (.2% older than average) and have a $140,200 (42.9% higher than average) annual household income.

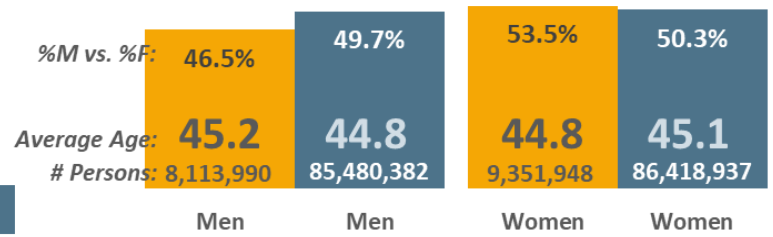
Percent of Market: Adults 25 - 64



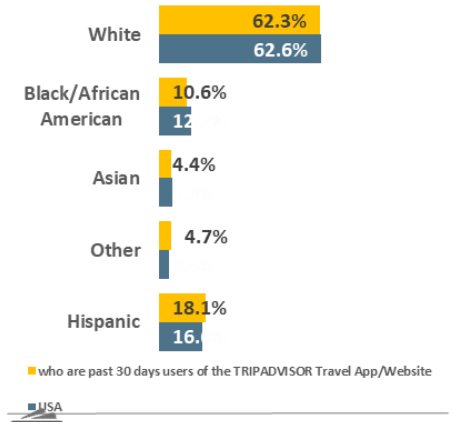
Total Persons:



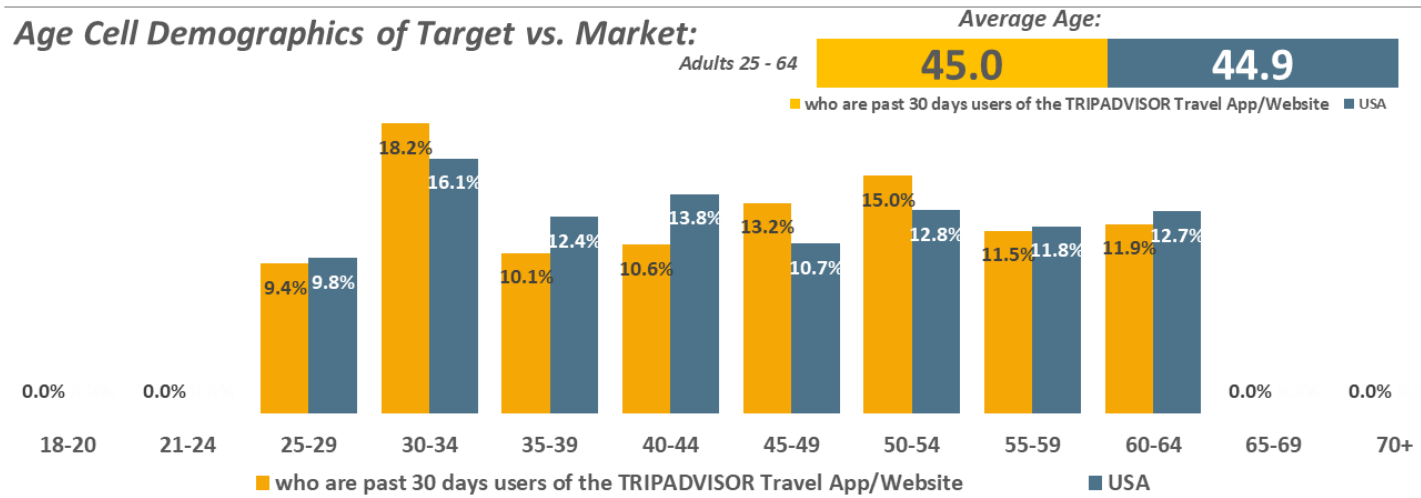
Gender of Target vs. Market: Adults 25 - 64



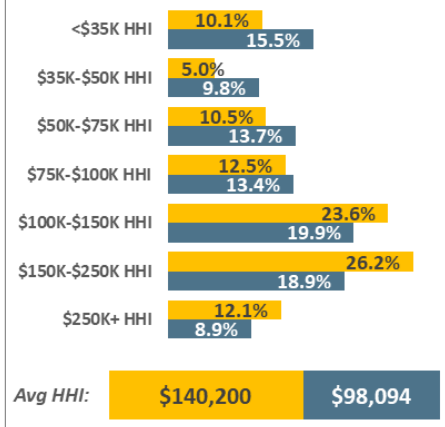
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $140,200 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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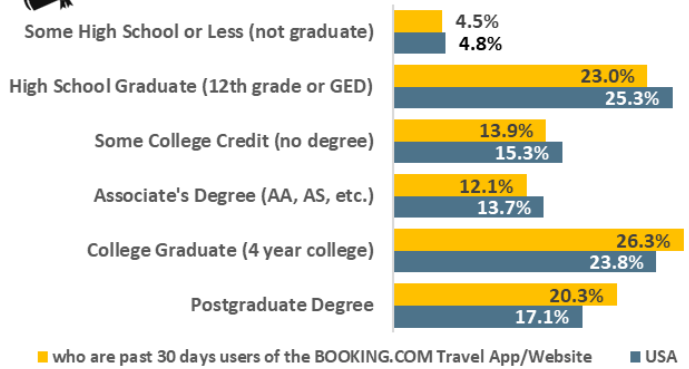
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Tripadvisor

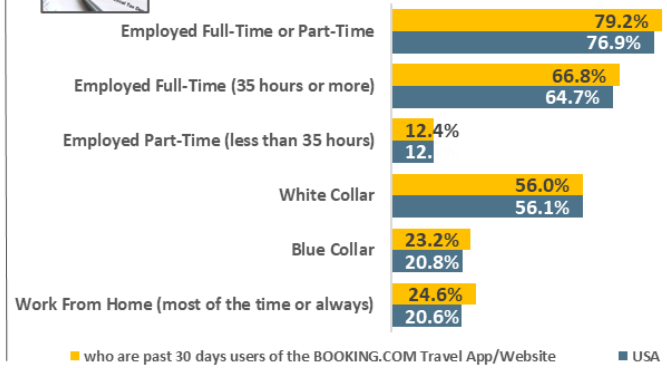
Booking.com

13.4% or 23,032,762 of USA Adults 25 - 64 are past 30 days users of the BOOKING.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website are 13.7% more likely to be a college graduate, 3.2% more likely to work full-time, 2.5% more likely to be married, 10.8% more likely to be a parent of 1 or more children unde

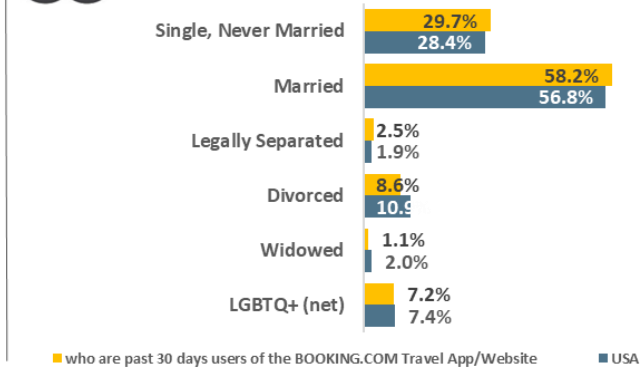
Education Levels: Adults 25 - 64



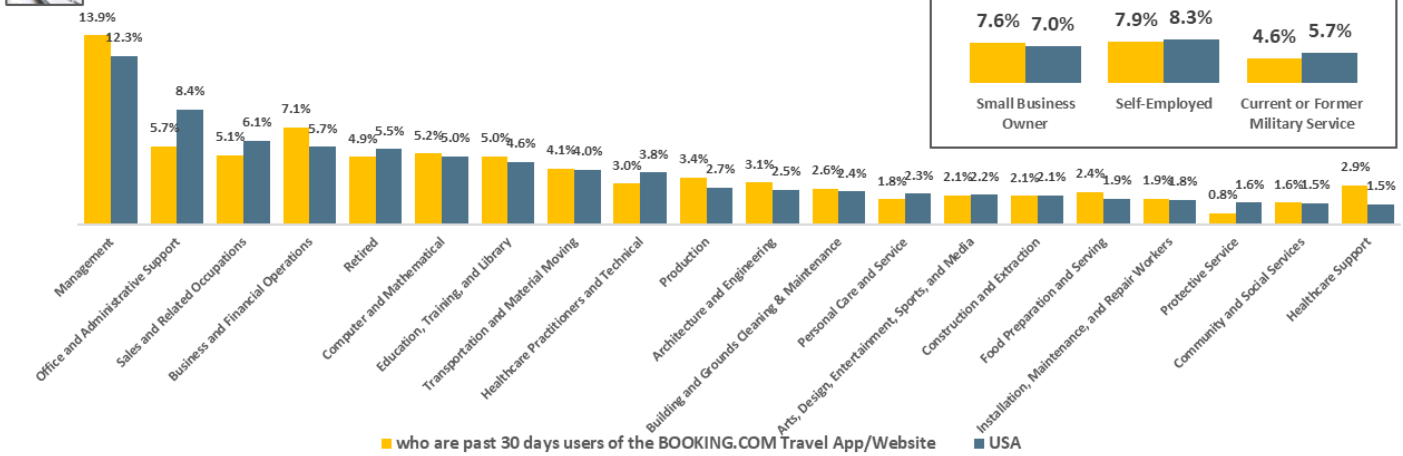
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

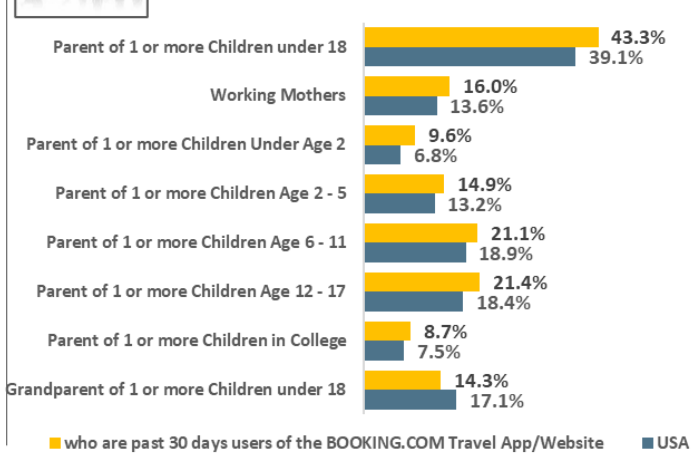


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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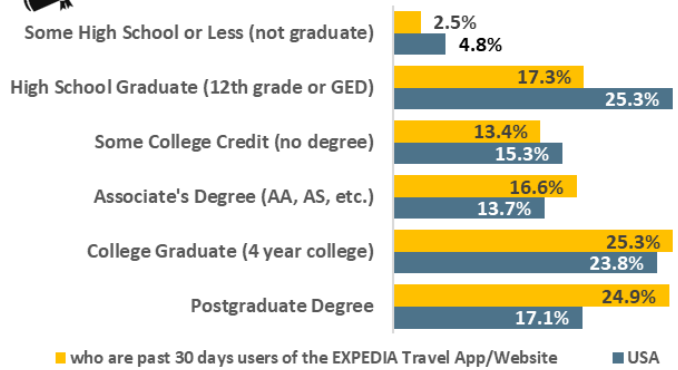
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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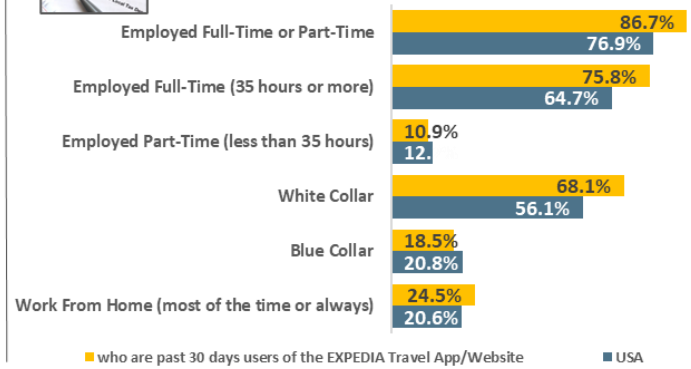
Apps or websites used or visited past 30 days:Travel: Booking.com

17.3% or 29,764,064 of USA Adults 25 - 64 are past 30 days users of the EXPEDIA Travel App/Website. Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website are 22.7% more likely to be a college graduate, 17.1% more likely to work full-time, 2.8% more likely to be married, 5.8% more likely to be a parent of 1 or more children under 18

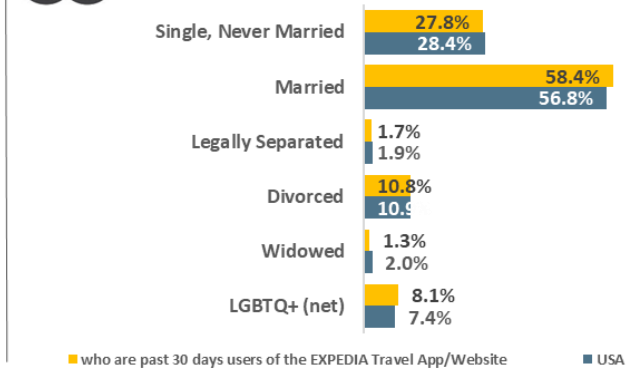
Education Levels: Adults 25 - 64



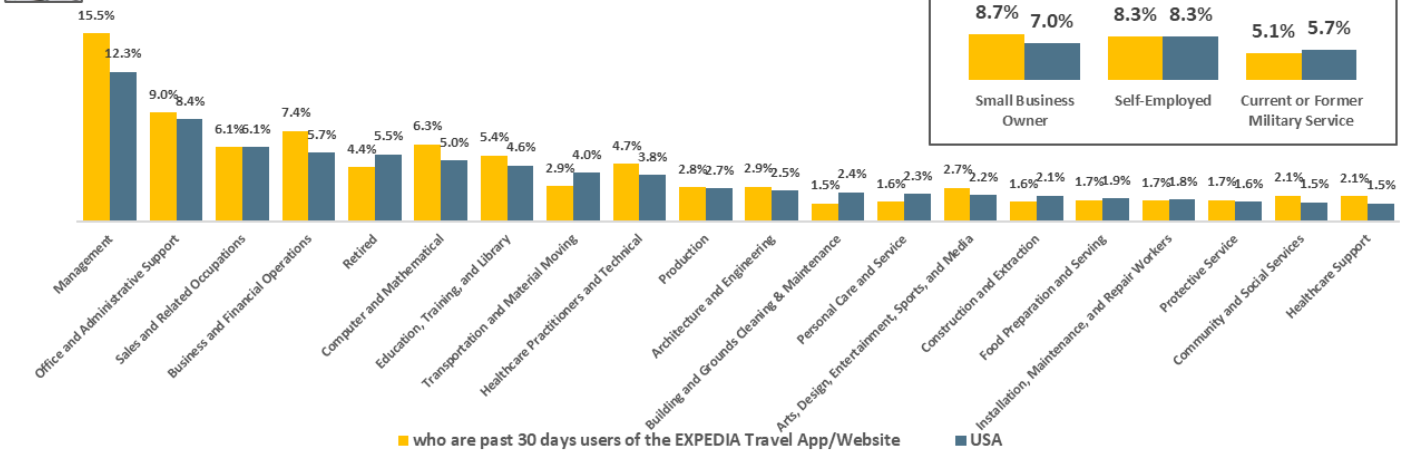
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

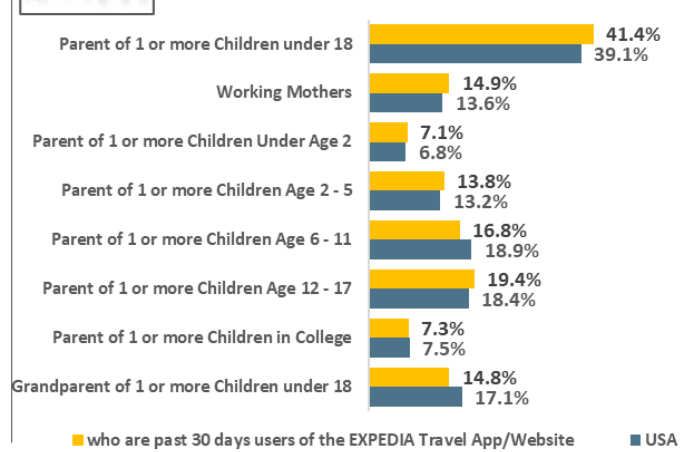


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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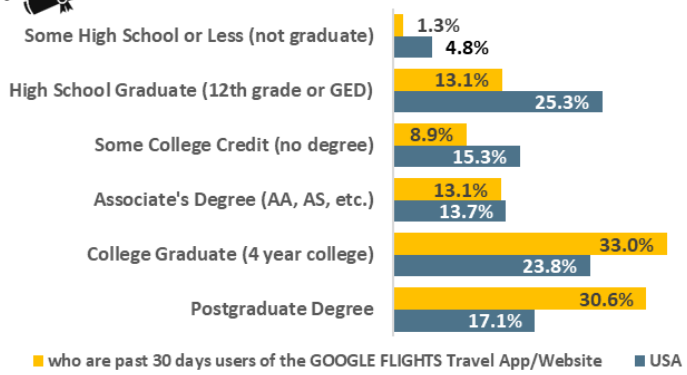
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Expedia

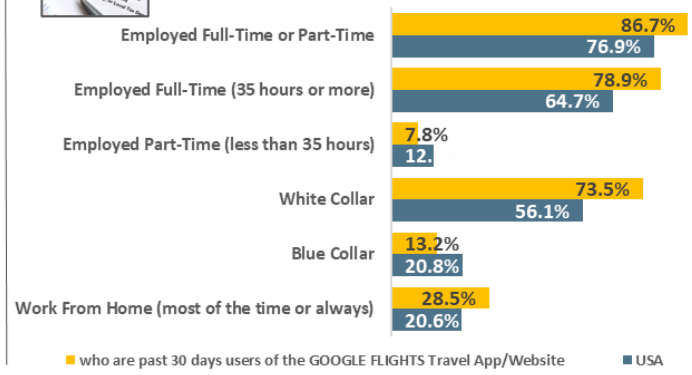
Google Flights

13.5% or 23,221,367 of USA Adults 25 - 64 are past 30 days users of the GOOGLE FLIGHTS Travel App/Website. Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website are 55.2% more likely to be a college graduate, 22.% more likely to work full-time, 4.2% more likely to be married, 48.8% less likely to be a grandparent of 1 or more child

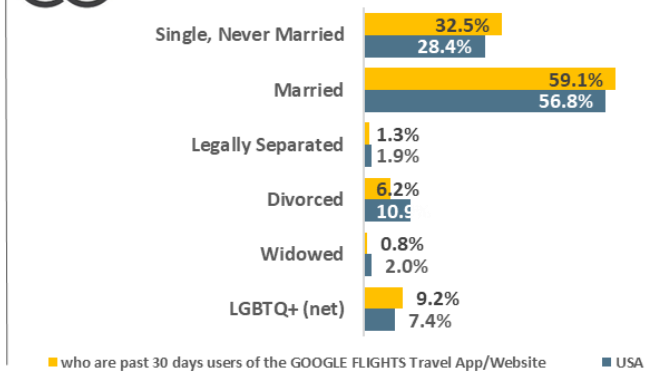
Education Levels: Adults 25 - 64



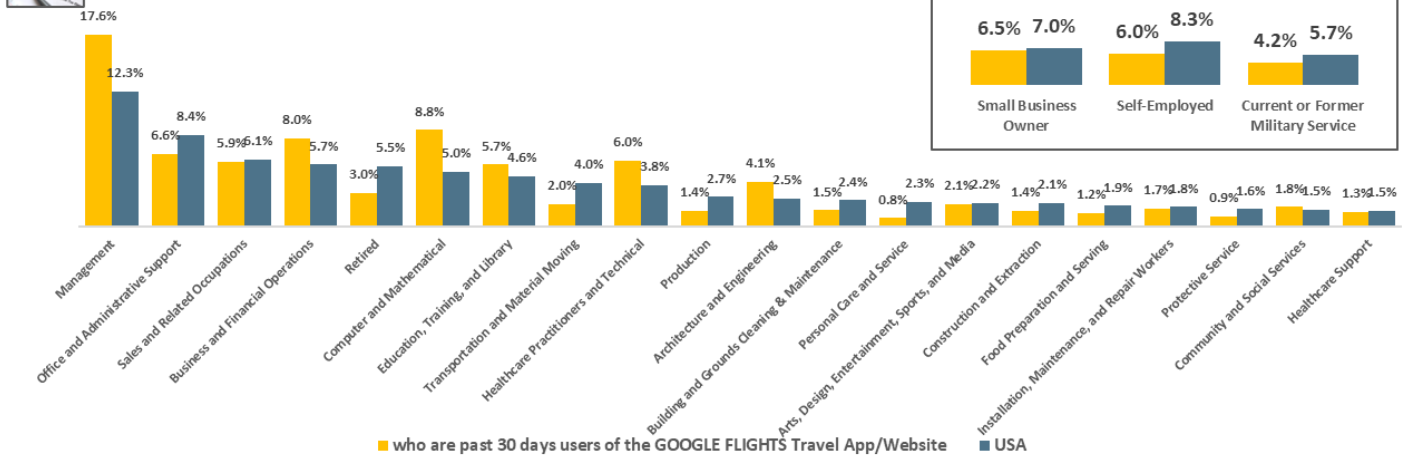
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

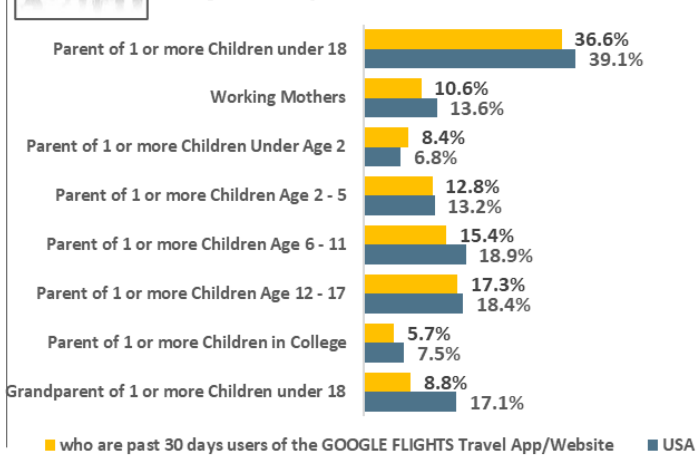


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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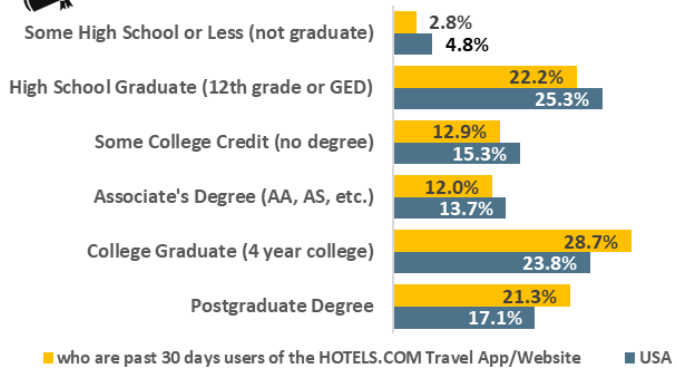
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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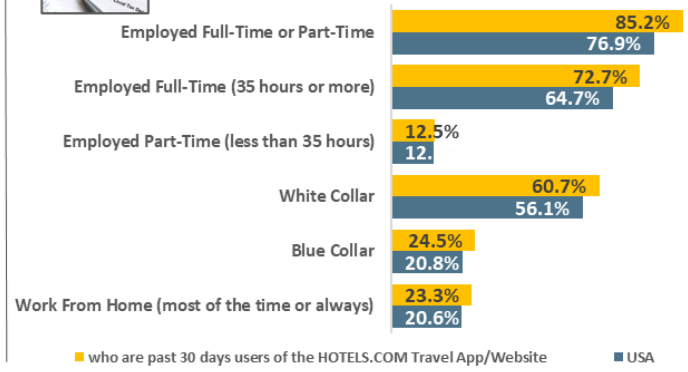
Apps or websites used or visited past 30 days:Travel: Google Flights

12.2% or 20,891,594 of USA Adults 25 - 64 are past 30 days users of the HOTELS.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website are 22.3% more likely to be a college graduate, 12.4% more likely to work full-time, 10.5% more likely to be married, 21.5% less likely to be a grandparent of 1 or more childre

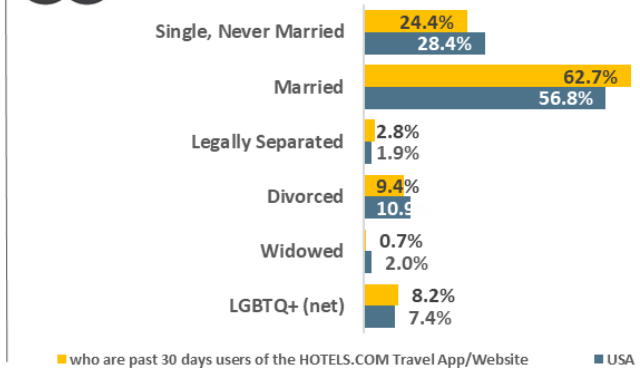
Education Levels: Adults 25 - 64



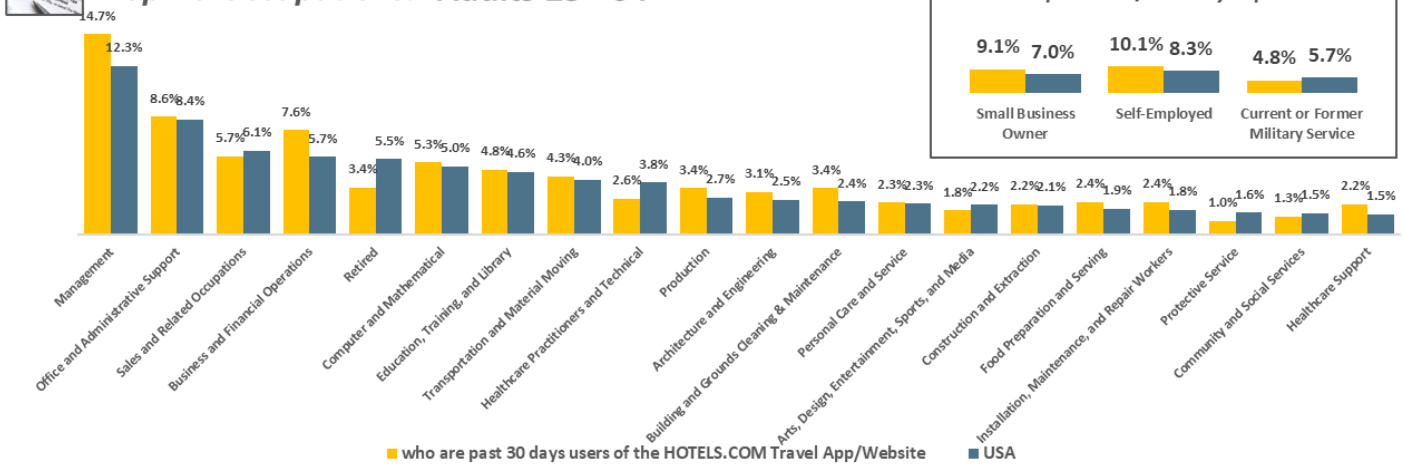
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

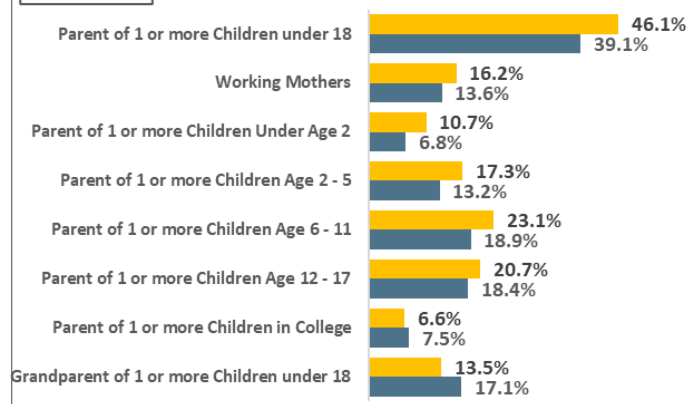


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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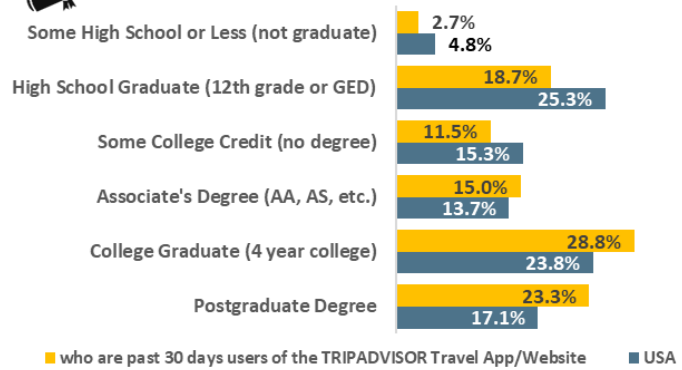
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USA Jan23-Feb24 USA Projection Qual Intab 14,048

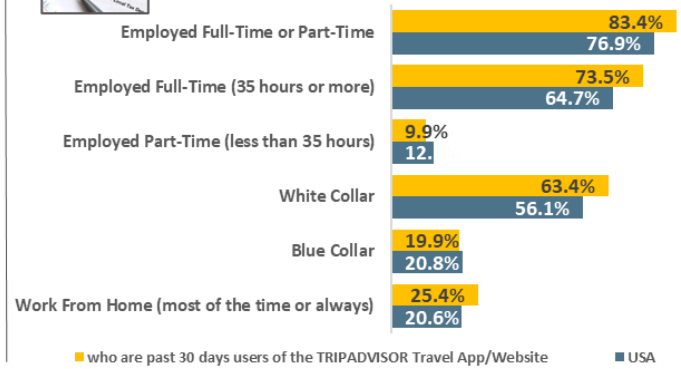
Apps or websites used or visited past 30 days:Travel: Hotels.com

10.2% or 17,465,938 of USA Adults 25 - 64 are past 30 days users of the TRIPADVISOR Travel App/Website. Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website are 27.1% more likely to be a college graduate, 13.7% more likely to work full-time, 8.2% more likely to be married, 11.3% less likely to be a grandparent of 1 or more childre

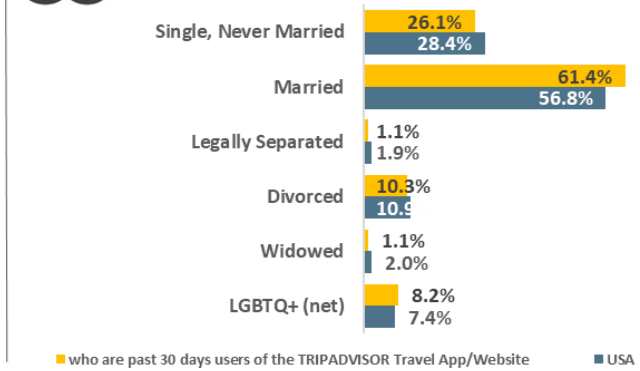
Education Levels: Adults 25 - 64



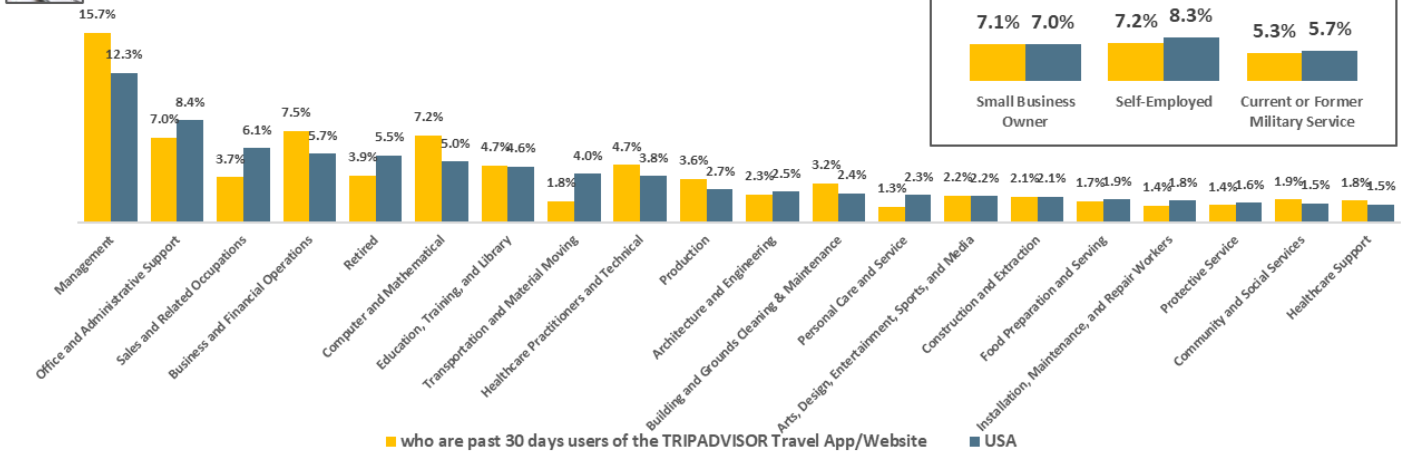
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

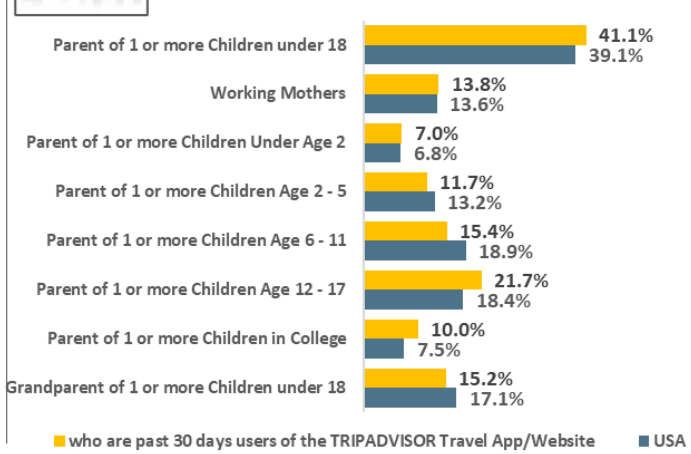


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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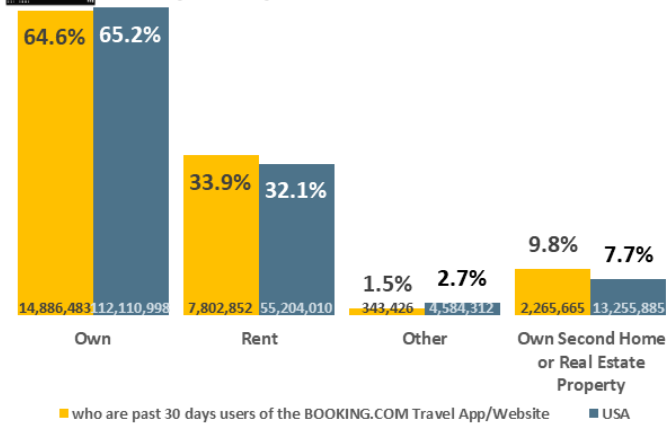
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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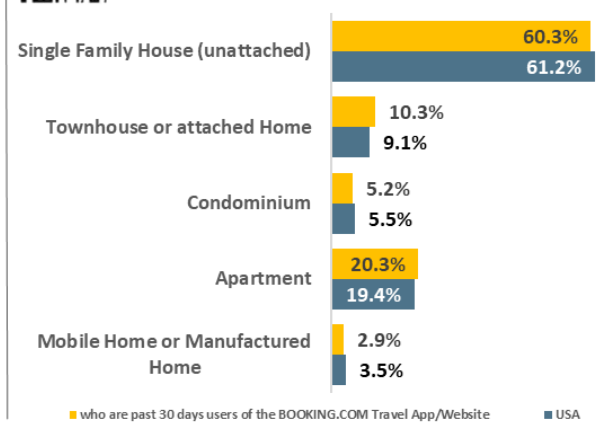
Apps or websites used or visited past 30 days:Travel: Tripadvisor

13.4% or 23,032,762 of USA Adults 25 - 64 are past 30 days users of the BOOKING.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website are .9% less likely to own their home, 25.6% more likely to own a higher valued home, 1.6% less likely to have a single-family home, 7.4% more likely to have a dog.

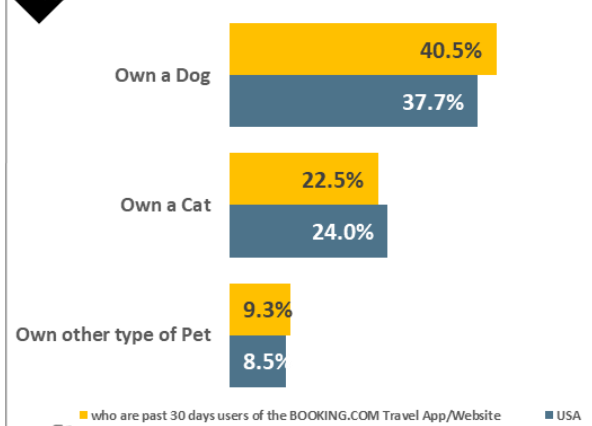
Own/Rent/Other: Adults 25 - 64



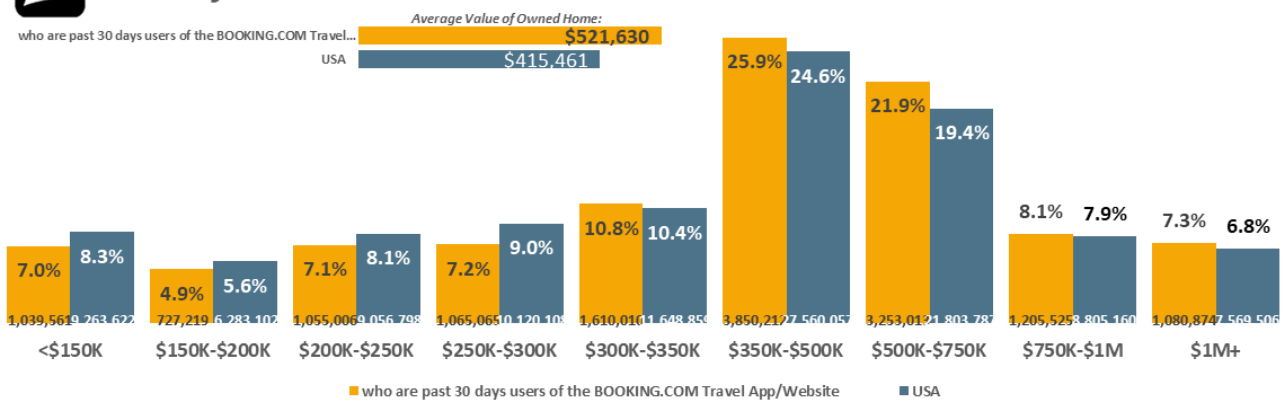
Type of Home: Adults 25 - 64



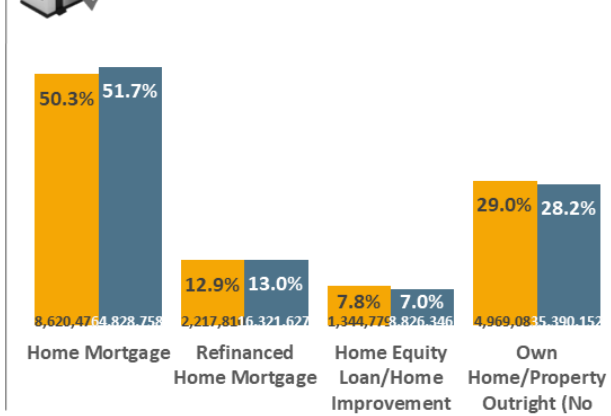
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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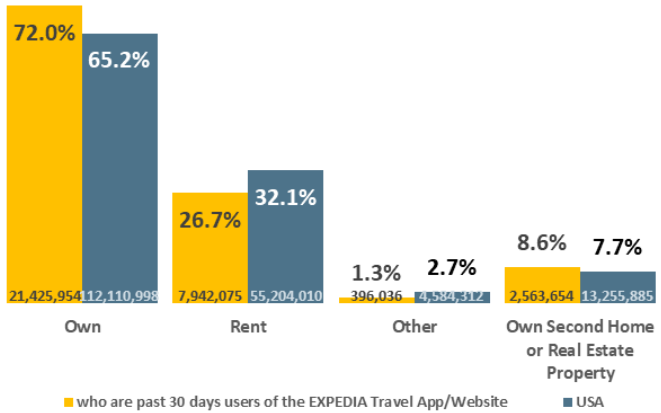
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

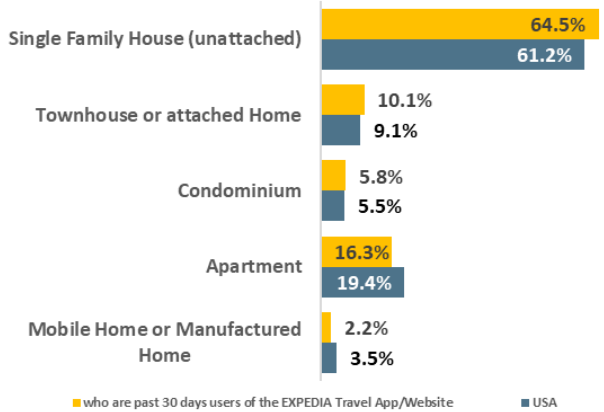
Apps or websites used or visited past 30 days:Travel: Booking.com

17.3% or 29,764,064 of USA Adults 25 - 64 are past 30 days users of the EXPEDIA Travel App/Website. Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website are 10.4% more likely to own their home, 32.% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 1.2% more likely to have a dog.

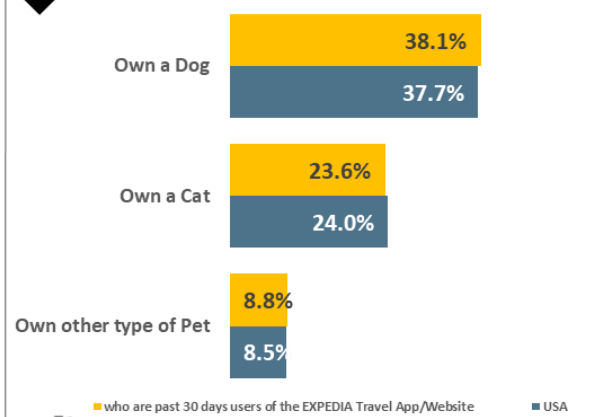
Own/Rent/Other: Adults 25 - 64



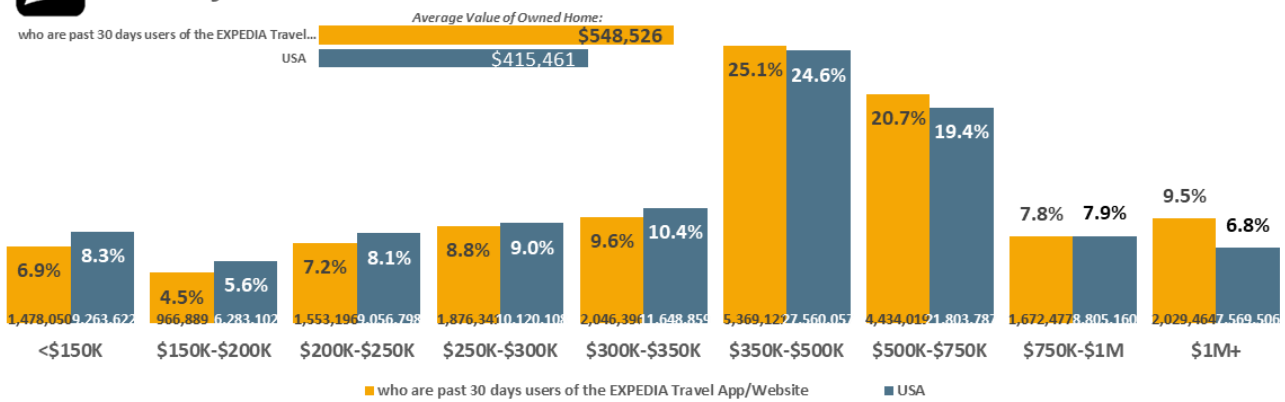
Type of Home: Adults 25 - 64



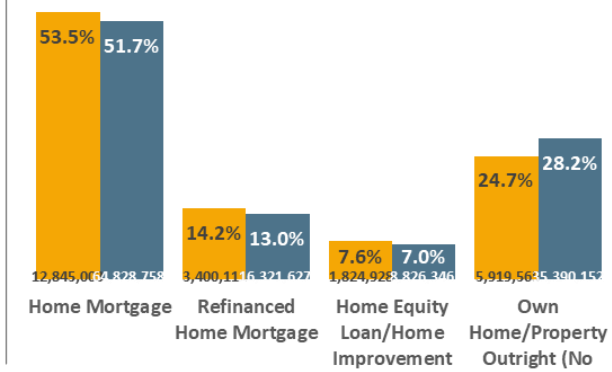
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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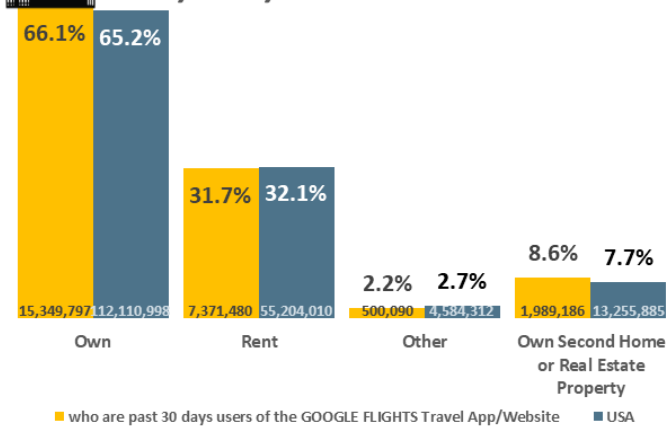
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Expedia

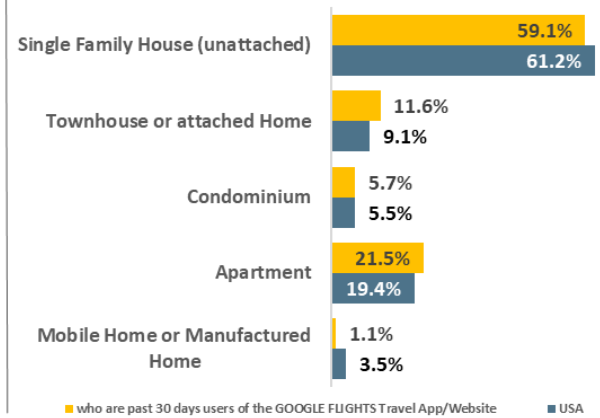
Google Flights

13.5% or 23,221,367 of USA Adults 25 - 64 are past 30 days users of the GOOGLE FLIGHTS Travel App/Website. Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website are 1.4% more likely to own their home, 34.7% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 2.9% less likely to have a dog.

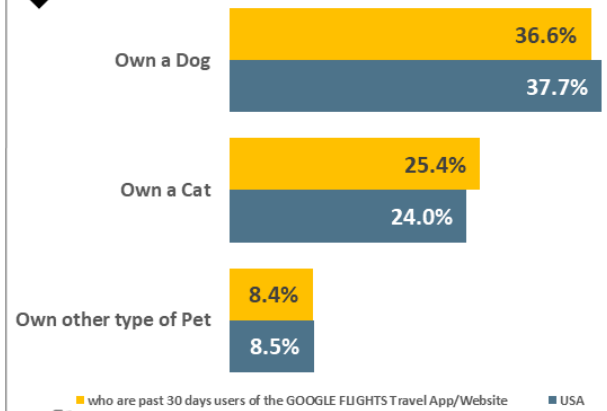
Own/Rent/Other: Adults 25 - 64



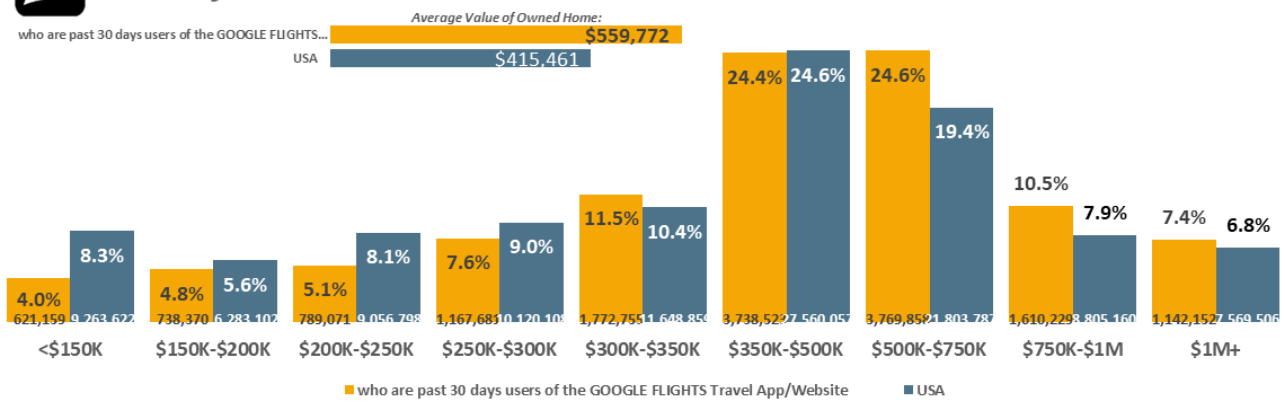
Type of Home: Adults 25 - 64



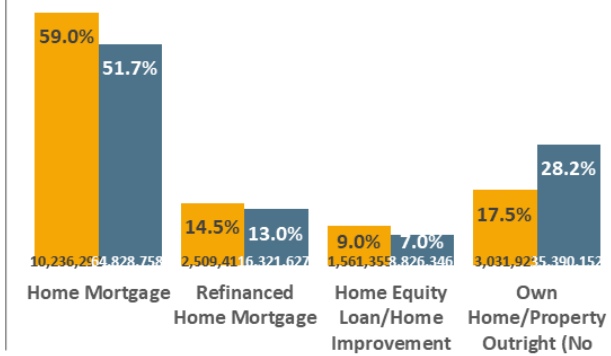
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

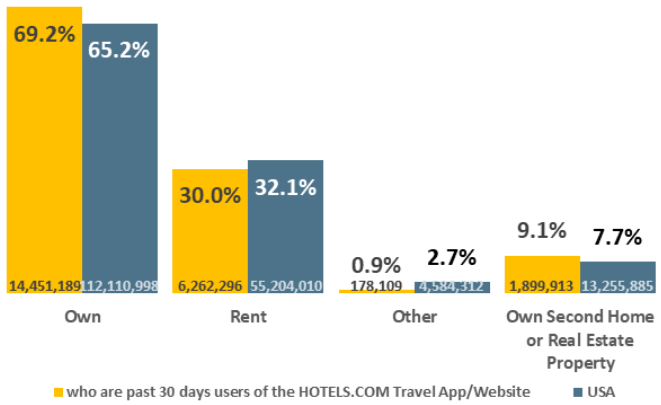
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

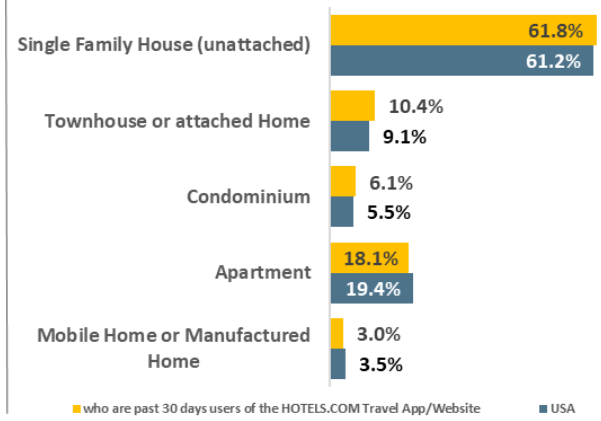
Apps or websites used or visited past 30 days:Travel: Google Flights

12.2% or 20,891,594 of USA Adults 25 - 64 are past 30 days users of the HOTELS.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website are 6.1% more likely to own their home, 24.1% more likely to own a higher valued home, .9% more likely to have a single-family home, 2.3% more likely to have a dog.

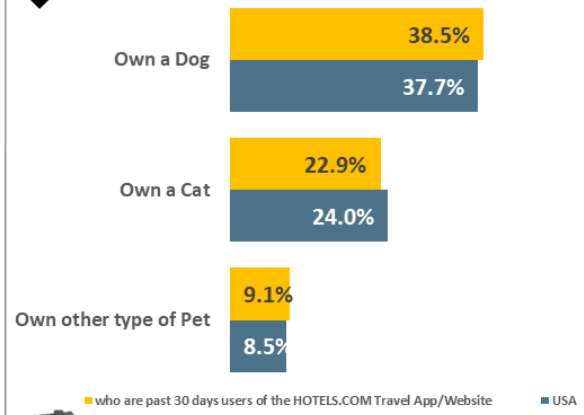
Own/Rent/Other: Adults 25 - 64



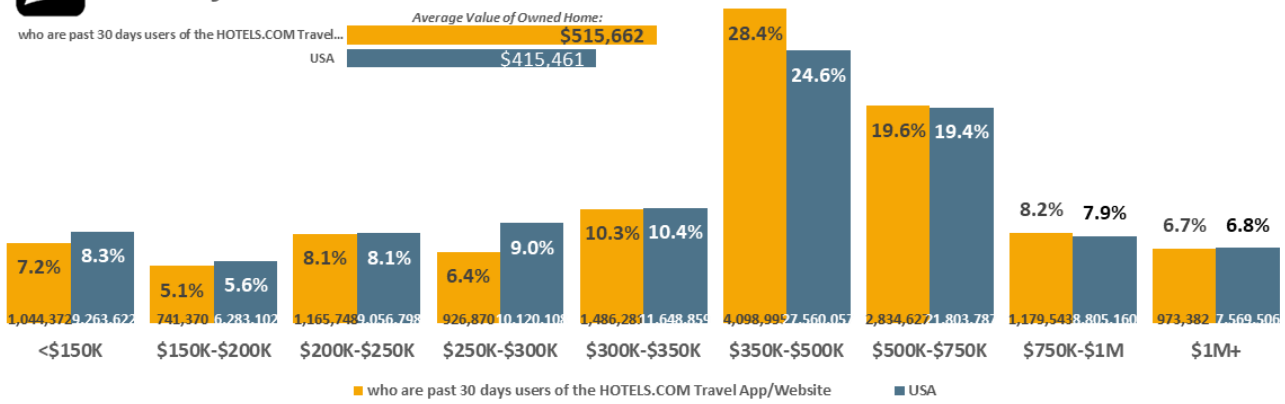
Type of Home: Adults 25 - 64



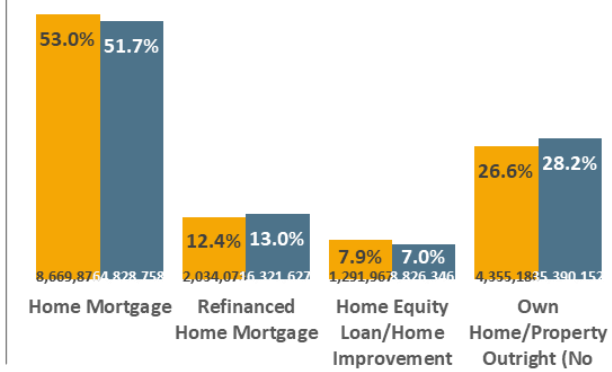
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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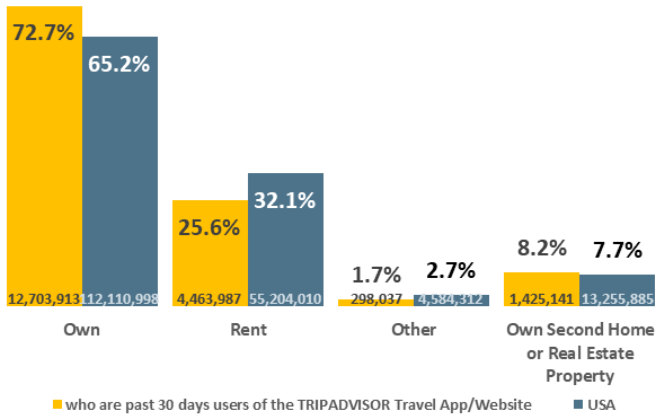
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Hotels.com

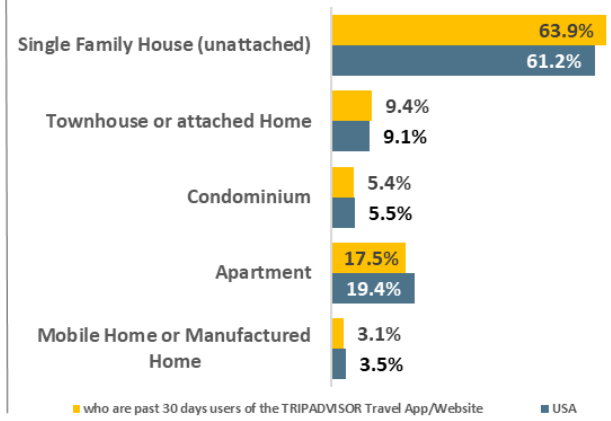
Tripadvisor

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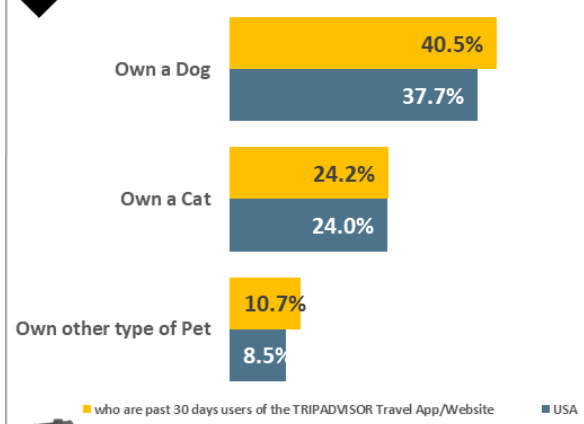
Own/Rent/Other: Adults 25 - 64



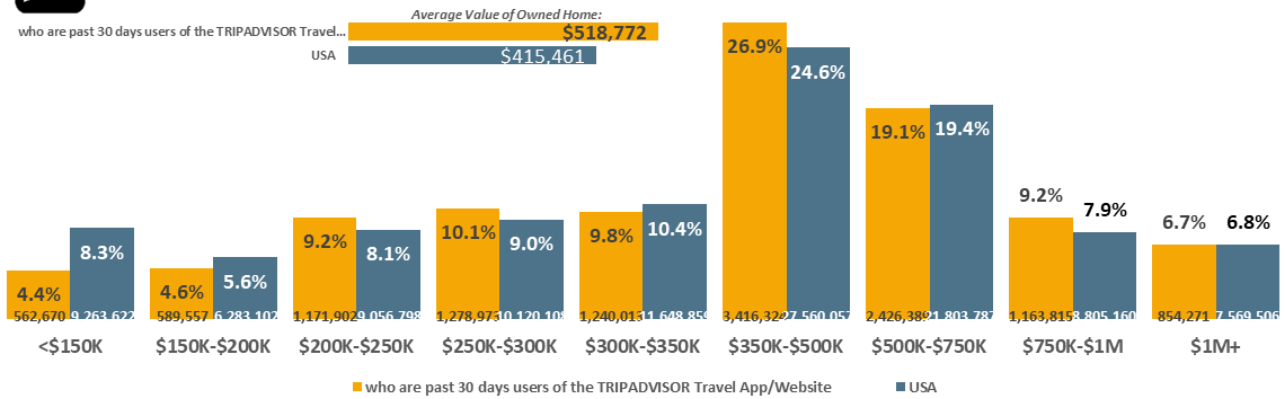
Type of Home: Adults 25 - 64



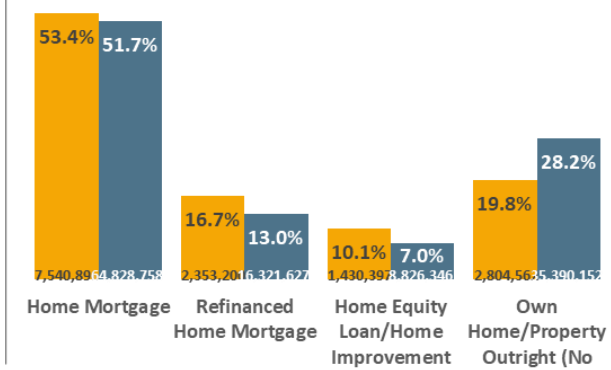
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

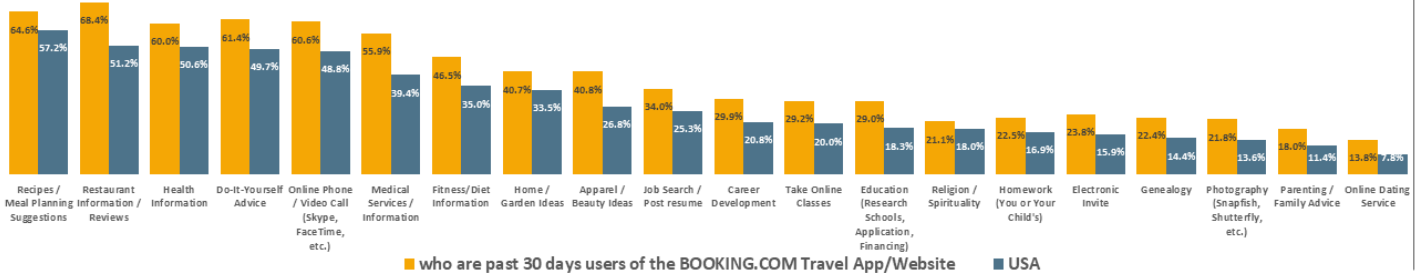
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

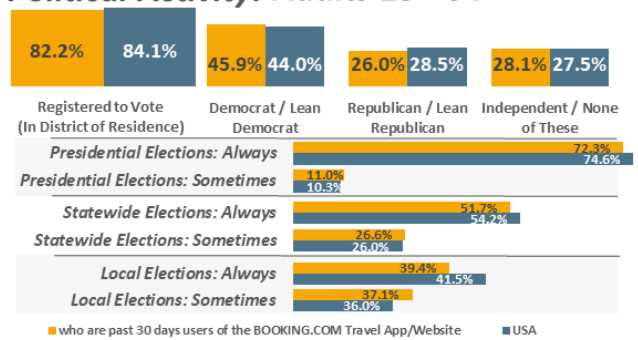
Apps or websites used or visited past 30 days:Travel: Tripadvisor

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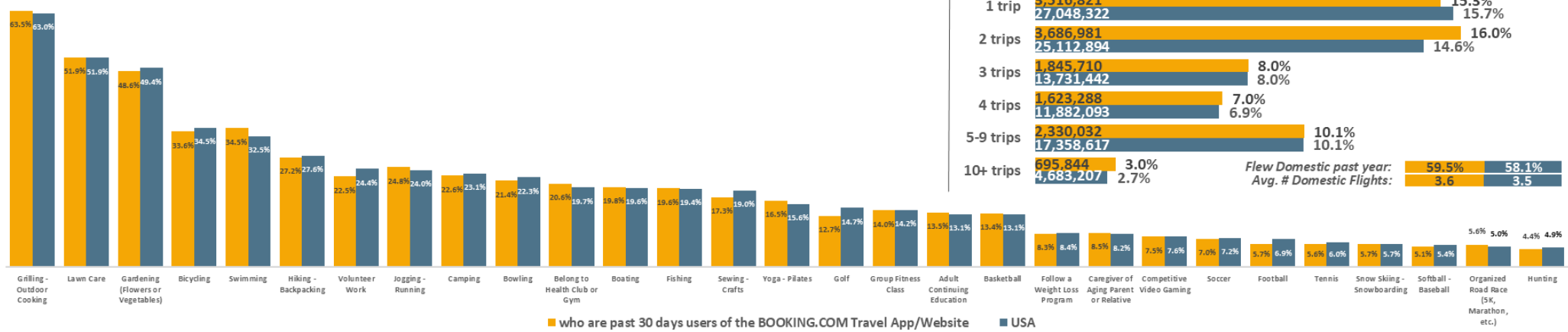
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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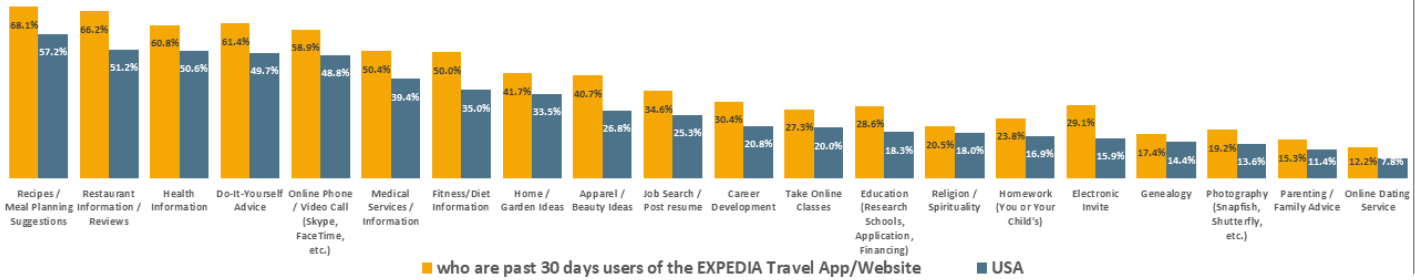
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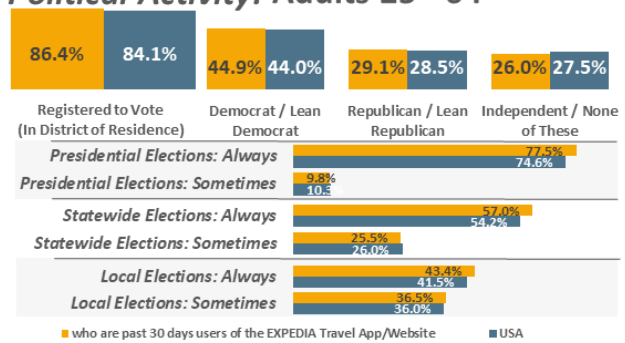
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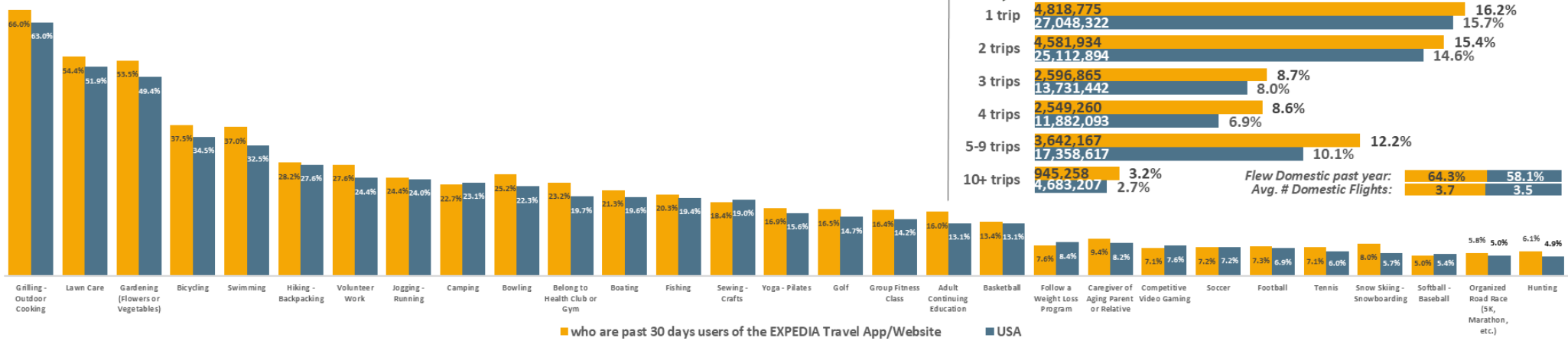
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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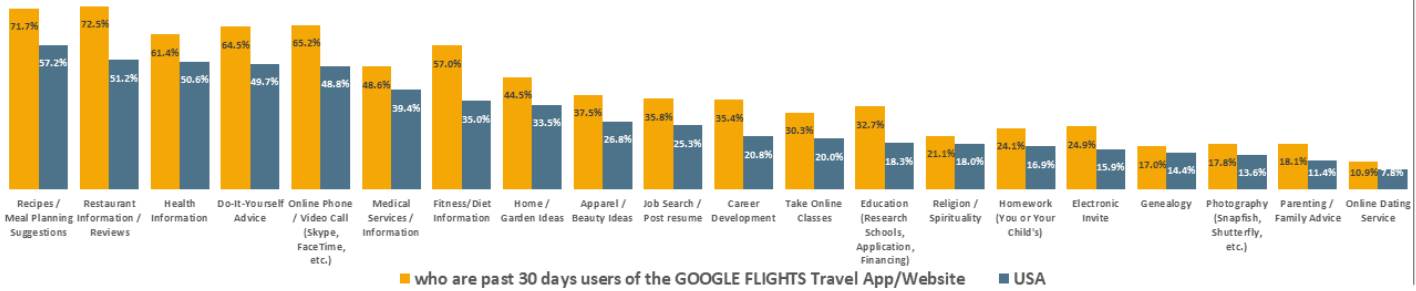
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Expedia

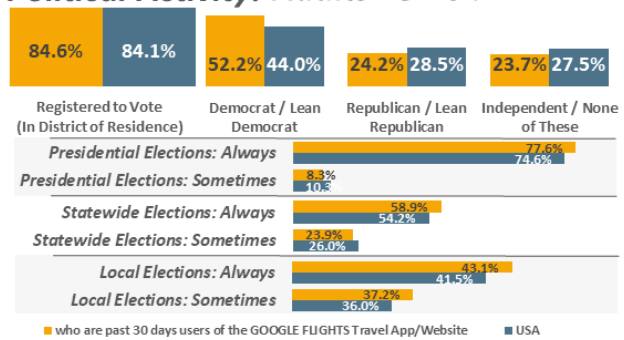
Google Flights

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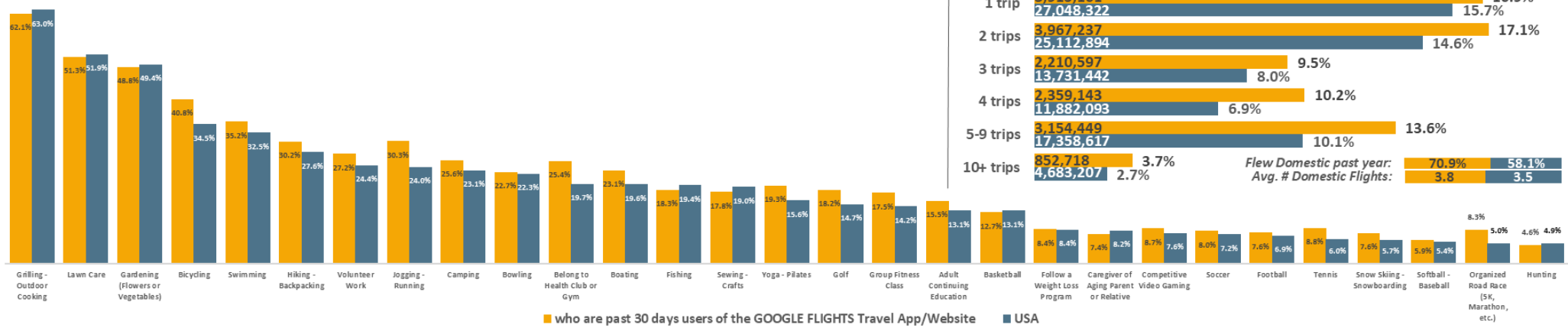
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

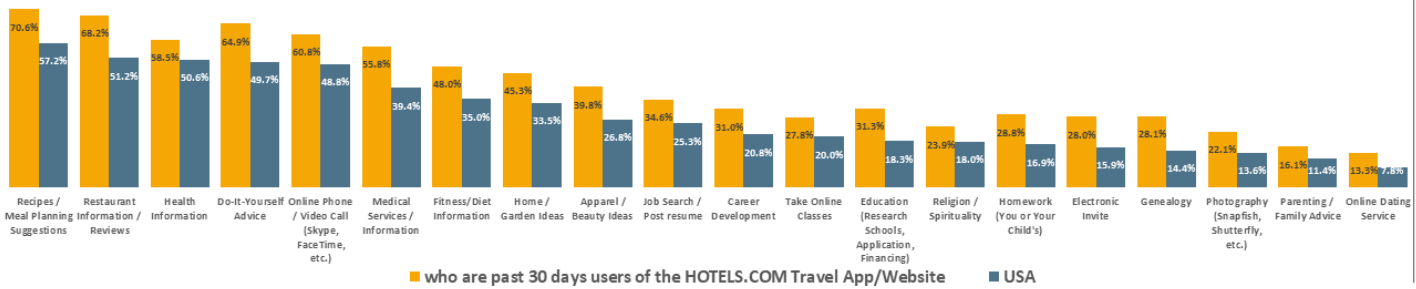
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USA Jan23-Feb24 USA Projection Qual Intab 14,048

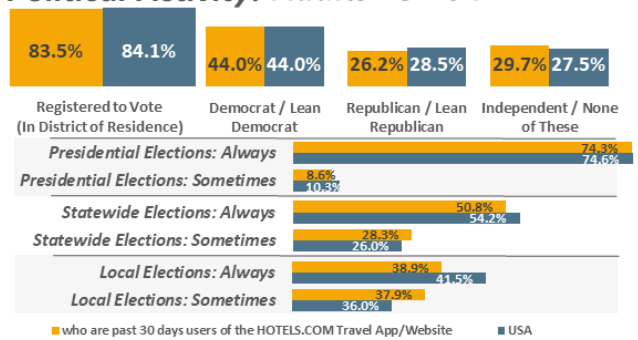
Apps or websites used or visited past 30 days:Travel: Google Flights

12.2% or 20,891,594 of USA Adults 25 - 64 are past 30 days users of the HOTELS.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website are 30.6% more likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 5.9% more likely to belong to a gym, 7.6% more likely to fly domestic

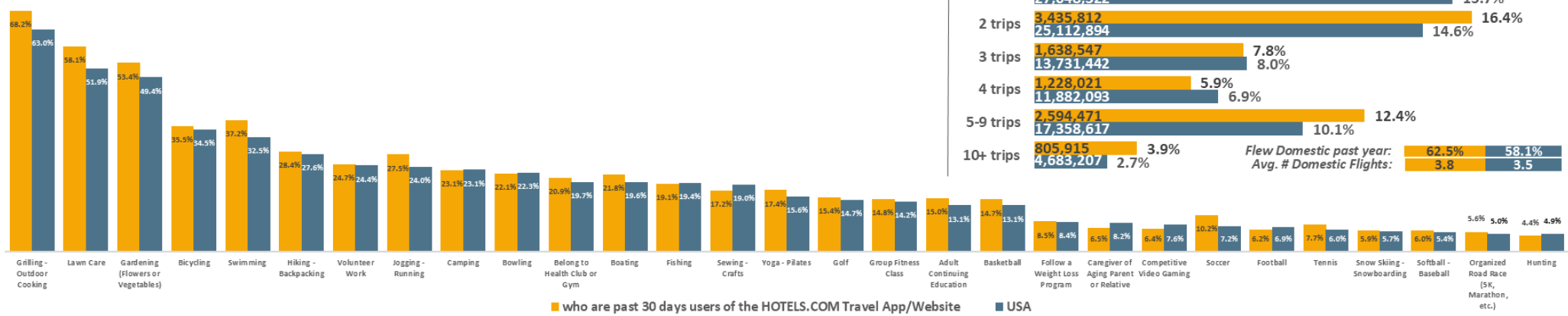
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

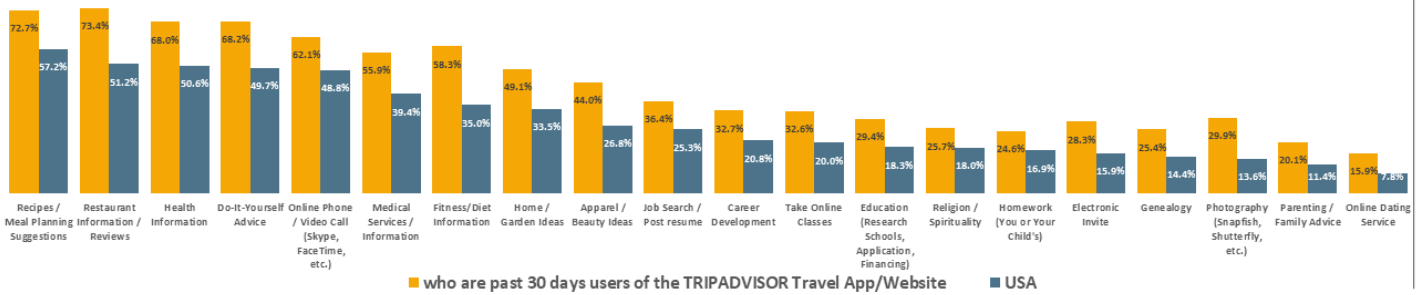
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USA Jan23-Feb24 USA Projection Qual Intab 14,048

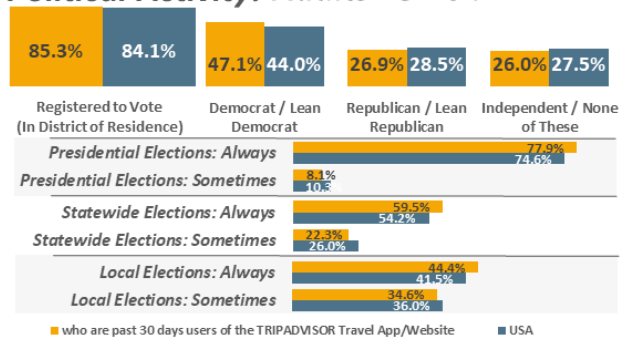
Apps or websites used or visited past 30 days:Travel: Hotels.com

10.2% or 17,465,938 of USA Adults 25 - 64 are past 30 days users of the TRIPADVISOR Travel App/Website. Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website are 37.3% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 7.2% more likely to belong to a gym, 13.2% more likely to fly domesti

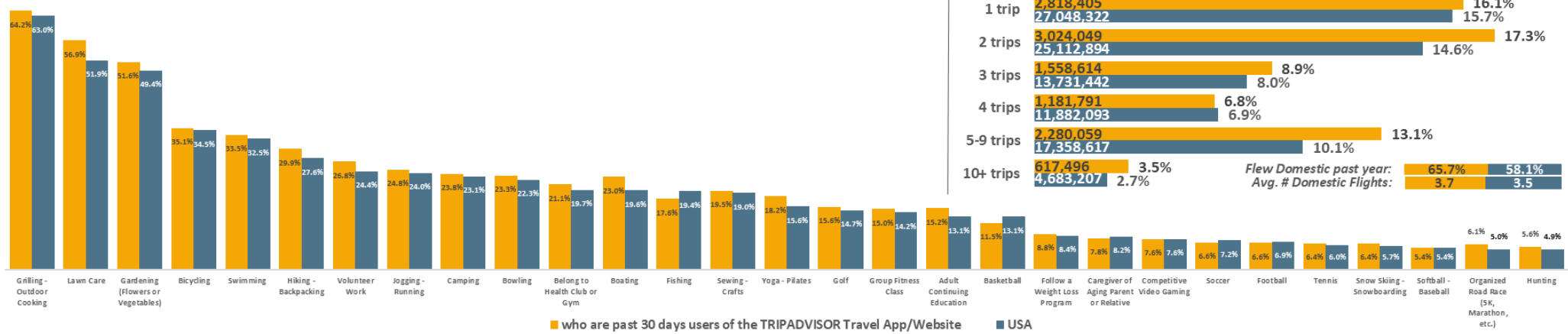
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Tripadvisor

13.4% or 23,032,762 of USA Adults 25 - 64 are past 30 days users of the BOOKING.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website are 2.3% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 5.3% less likely to use Casinos past yr., 15.1% less likely to smoke cigarette

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 92.0% 89.9% — 21,199,90 1 — 154,597,3 96

Avg. Monthly QSR Meals: 6.4 — 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 77.4% 76.8% — 17,830,46 1 — 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals: 4.0 — 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who are past 30 days users of the BOOKING.COM... 5,200,133 22.6%

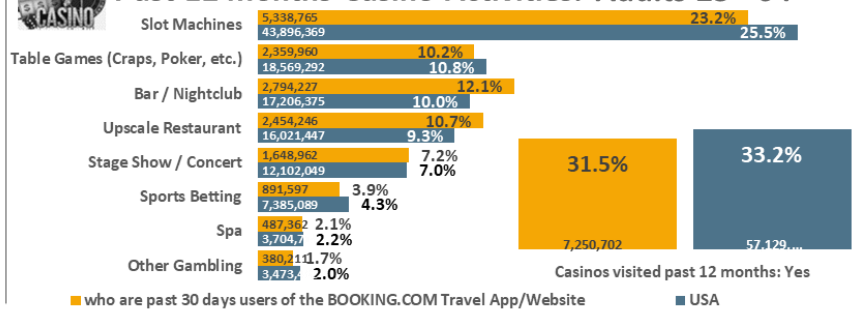
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Booking.com

17.3% or 29,764,064 of USA Adults 25 - 64 are past 30 days users of the EXPEDIA Travel App/Website. Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website are 1.1% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., .8% more likely to use Casinos past yr., 26.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

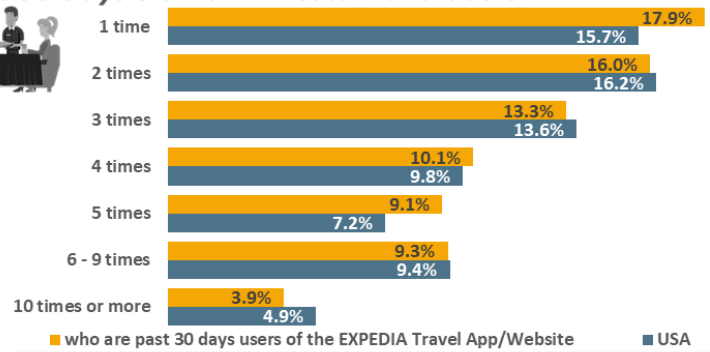


Total Monthly QSR Users:
91.0% 89.9%
27,072,695 154,597,396

Avg. Monthly QSR Meals:
6.6 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users:
79.6% 76.8%
23,688,845 132,070,174

Avg. Monthly Sit-Down Restaurant Meals:
3.8 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

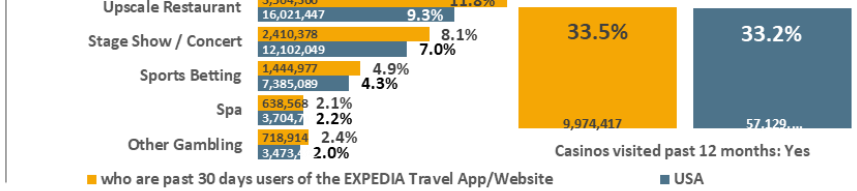
who are past 30 days users of the EXPEDIA Travel...	6,152,031	20.7%
USA	54,405,868	20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Expedia

Google Flights

13.5% or 23,221,367 of USA Adults 25 - 64 are past 30 days users of the GOOGLE FLIGHTS Travel App/Website. Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website are .5% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 10.7% less likely to use Casinos past yr., 52.2% less likely to smoke cigar

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

90.4% 89.9%

20,992,95 6 | 154,597,3 96

Avg. Monthly QSR Meals:

6.7 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

80.8% 76.8%

18,760,01 6 | 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals:

4.0 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who are past 30 days users of the GOOGLE FLIGHTS... 5,803,834 25.0%

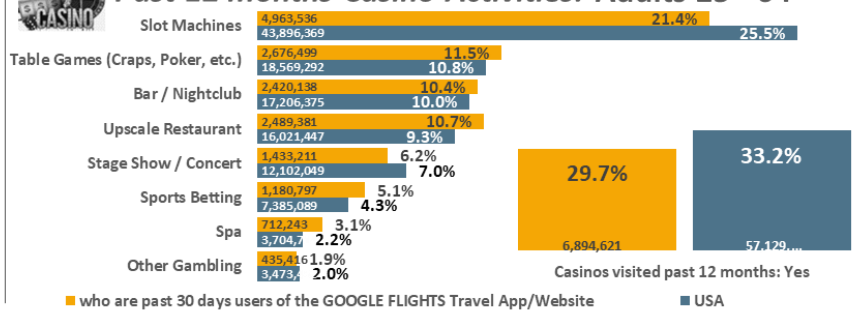
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Google Flights

12.2% or 20,891,594 of USA Adults 25 - 64 are past 30 days users of the HOTELS.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website are 2.1% more likely to use QSRs past mo., .6% more likely to use Sit-Down Restaurants past mo., 10.8% less likely to use Casinos past yr., 2.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 91.8% 89.9% 19,180,310 154,597,396

Avg. Monthly QSR Meals: 6.6 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 77.3% 76.8% 16,139,693 132,070,174

Avg. Monthly Sit-Down Restaurant Meals: 3.9 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who are past 30 days users of the HOTELS.COM Travel... 4,583,576 21.9%

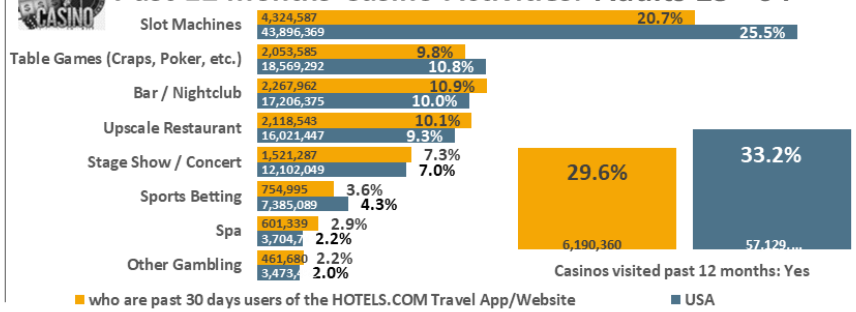
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Hotels.com

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Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

92.3% | 89.9%

16,118,38 6 | 154,597,3 96

Avg. Monthly QSR Meals:

6.6 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

83.9% | 76.8%

14,659,81 6 | 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals:

3.9 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who are past 30 days users of the TRIPADVISOR Travel... 3,691,542 21.1%

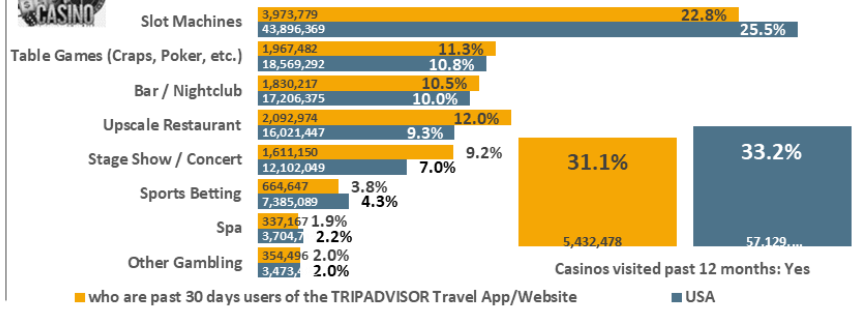
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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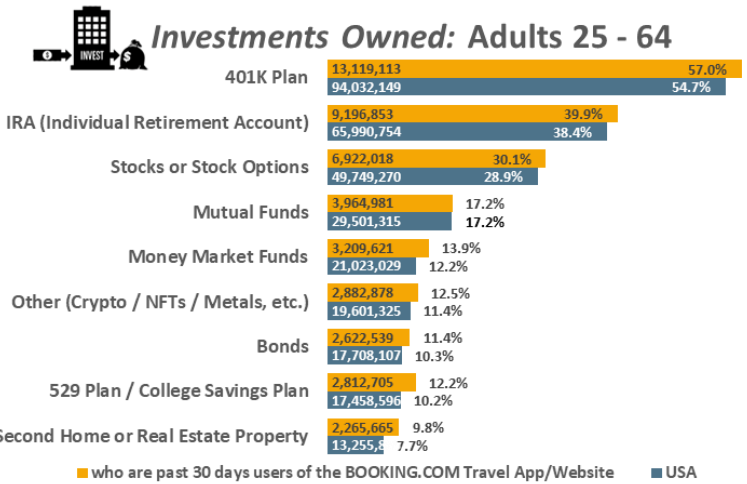
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Tripadvisor

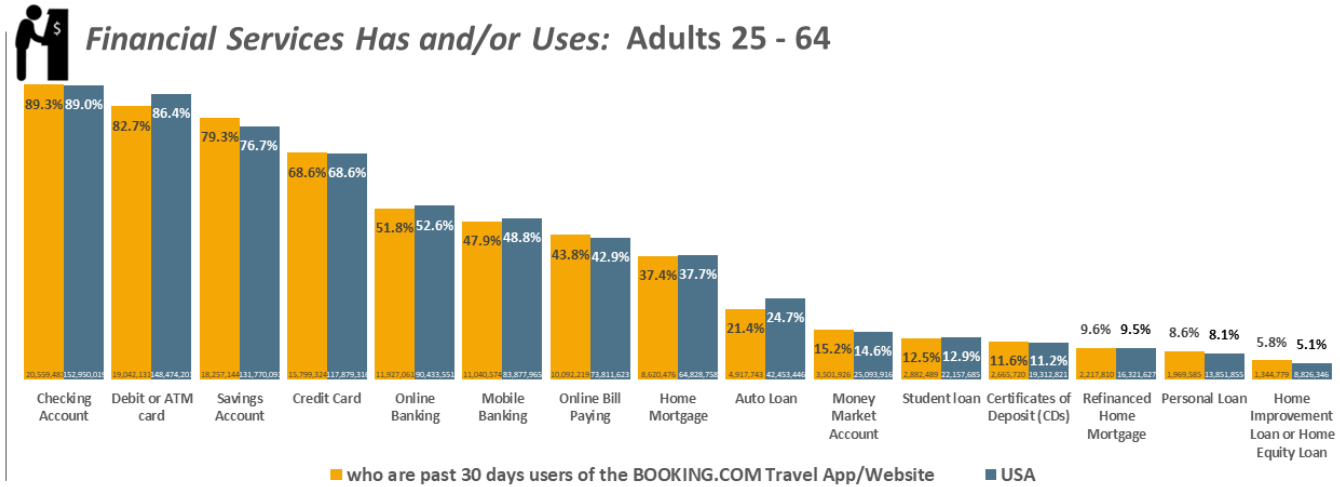
Booking.com

13.4% or 23,032,762 of USA Adults 25 - 64 are past 30 days users of the BOOKING.COM Travel App/Website. Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website are 4.1% more likely to have a 401K, 13.5% less likely to have an Auto Loan, 8.6% more likely to Invest/Trade Stocks Online, 1.2% more likely to pay with their Debit Card.

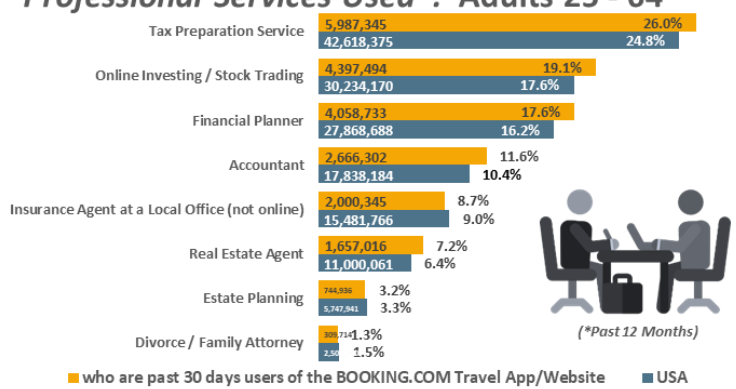
Investments Owned: Adults 25 - 64



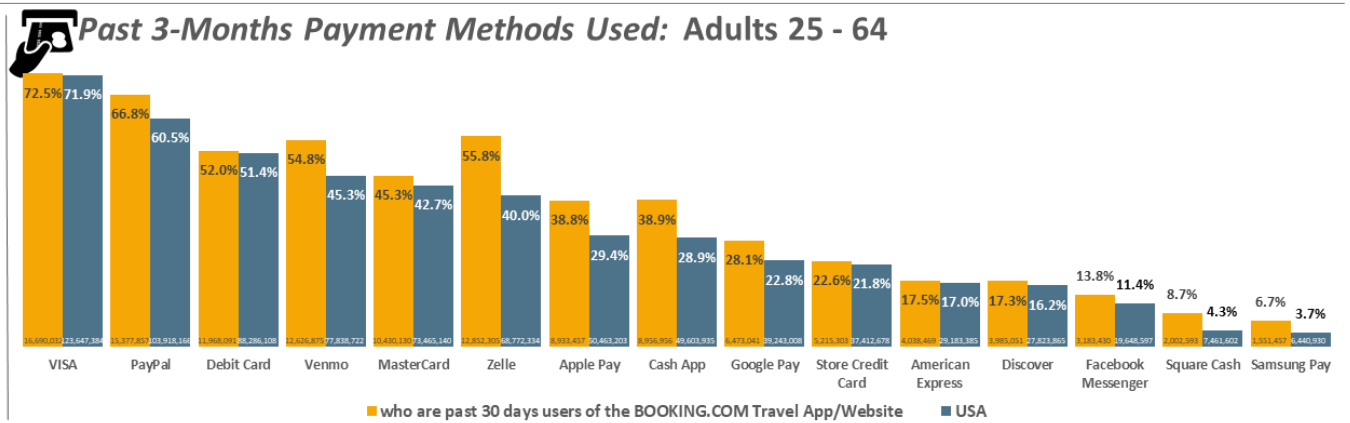
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

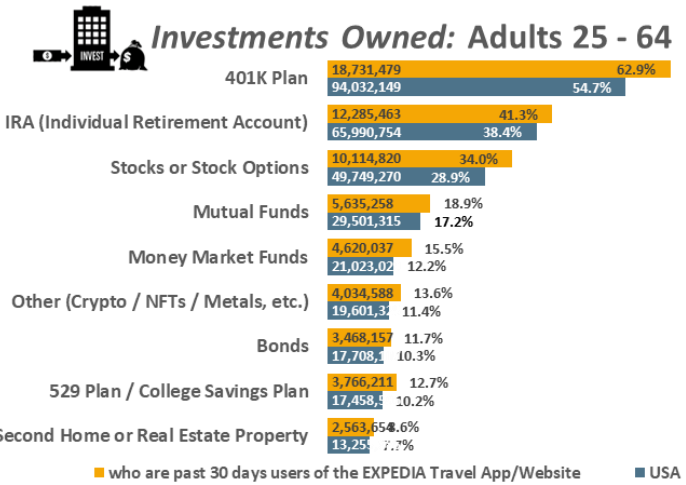
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USA Jan23-Feb24 USA Projection Qual Intab 14,048

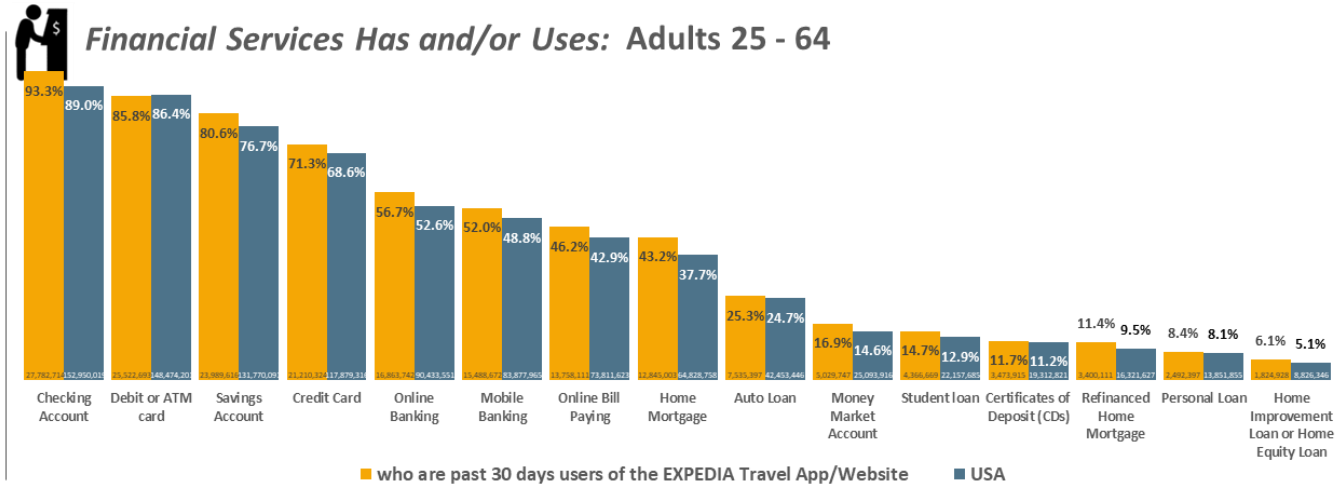
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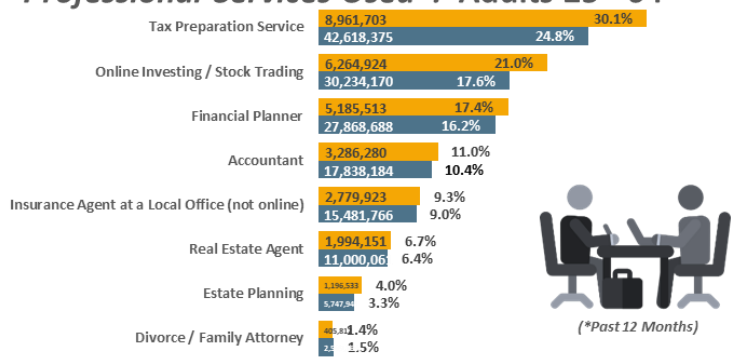
Investments Owned: Adults 25 - 64



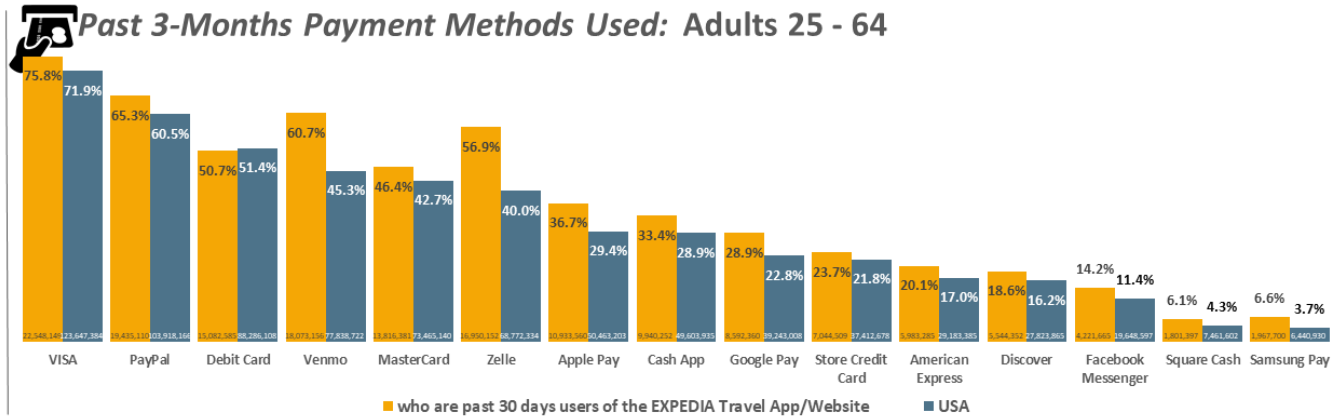
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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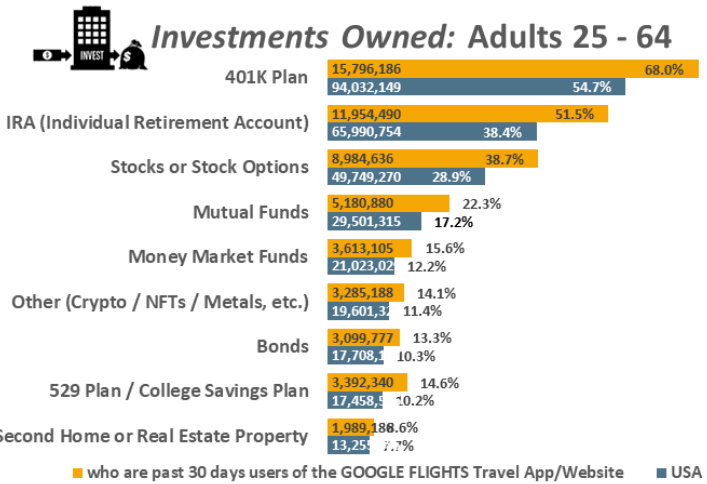
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Apps or websites used or visited past 30 days:Travel: Expedia

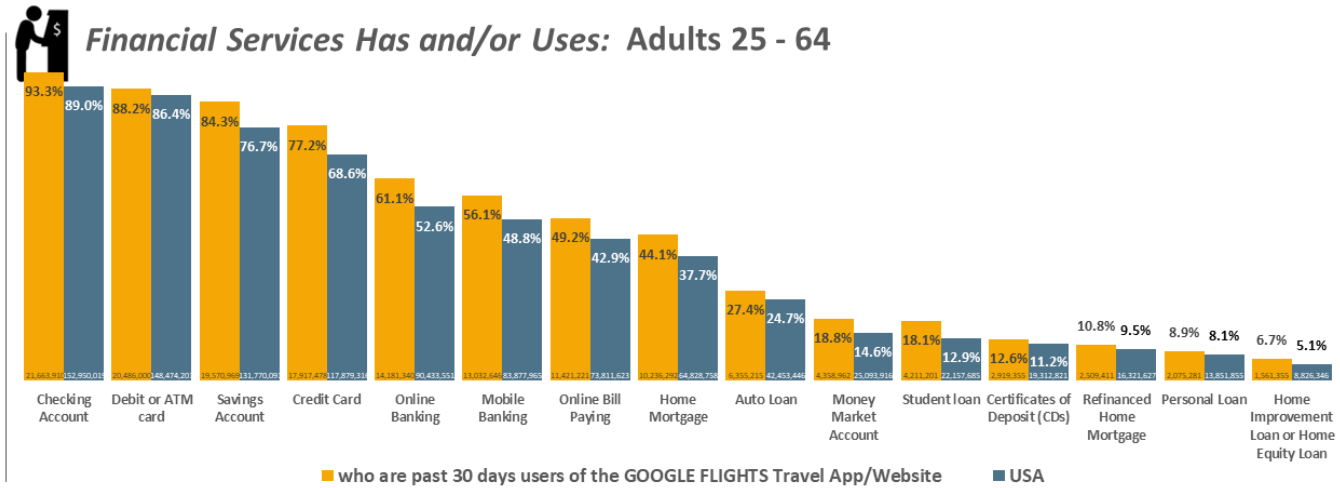
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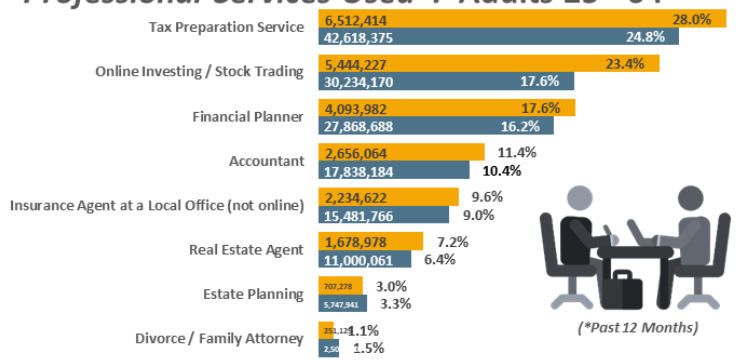
Investments Owned: Adults 25 - 64



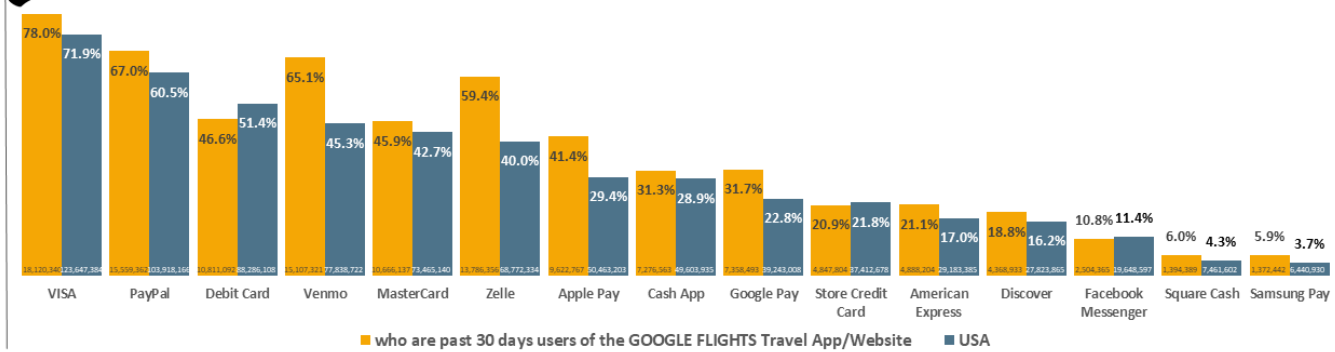
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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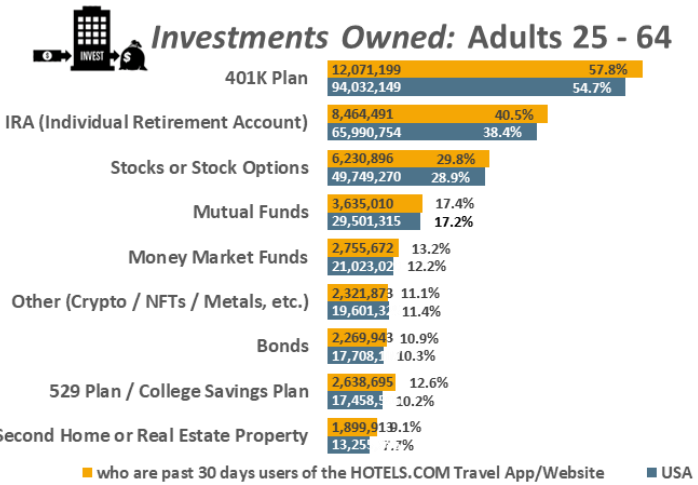
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Google Flights

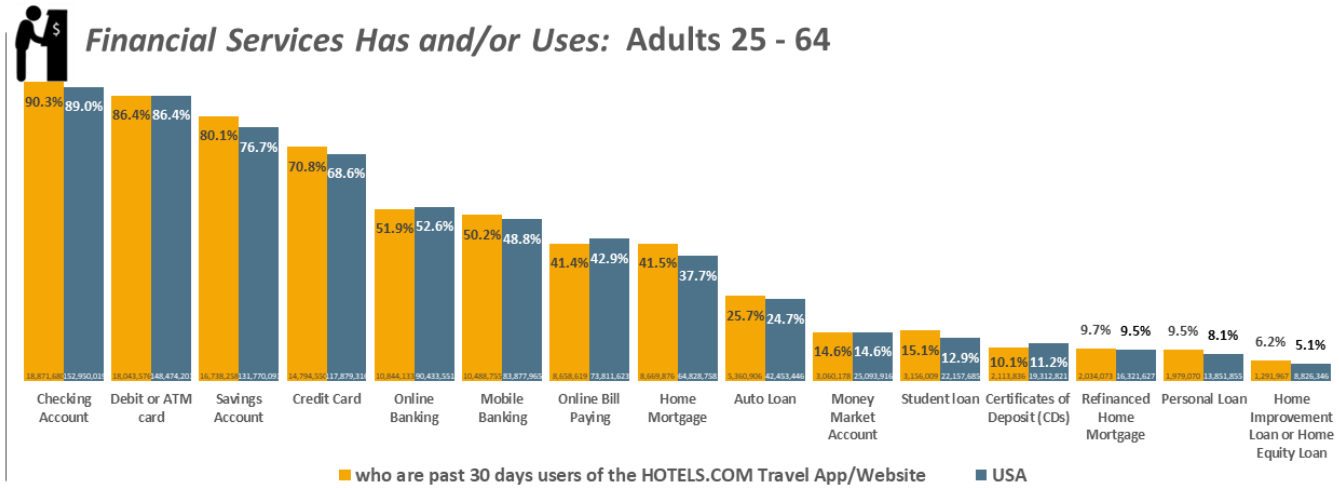
Hotels.com™

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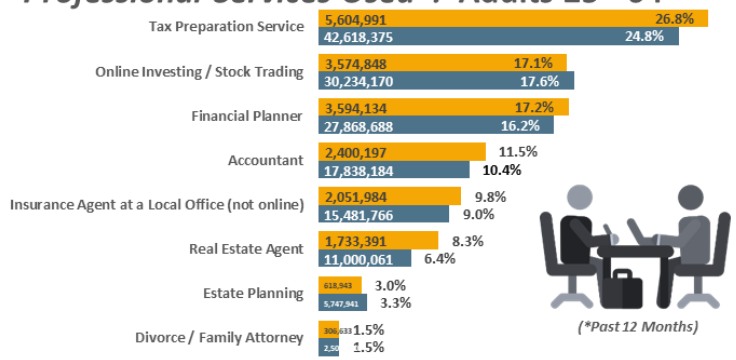
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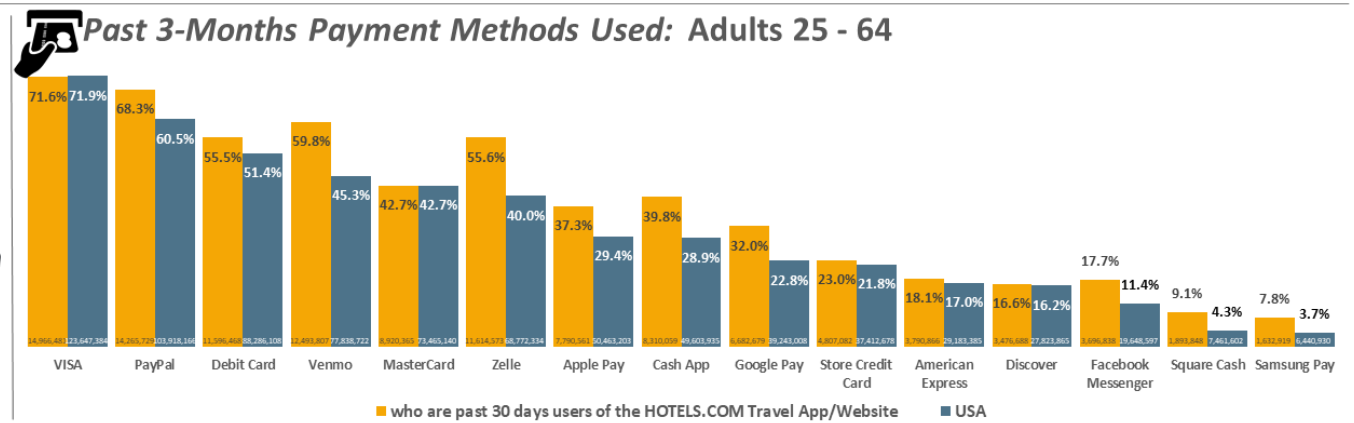
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USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

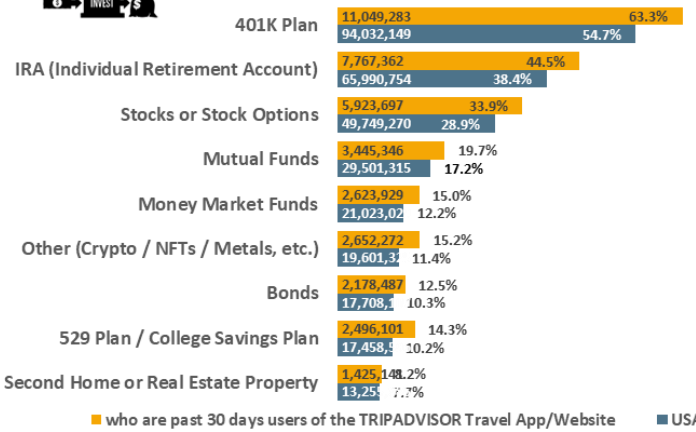
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

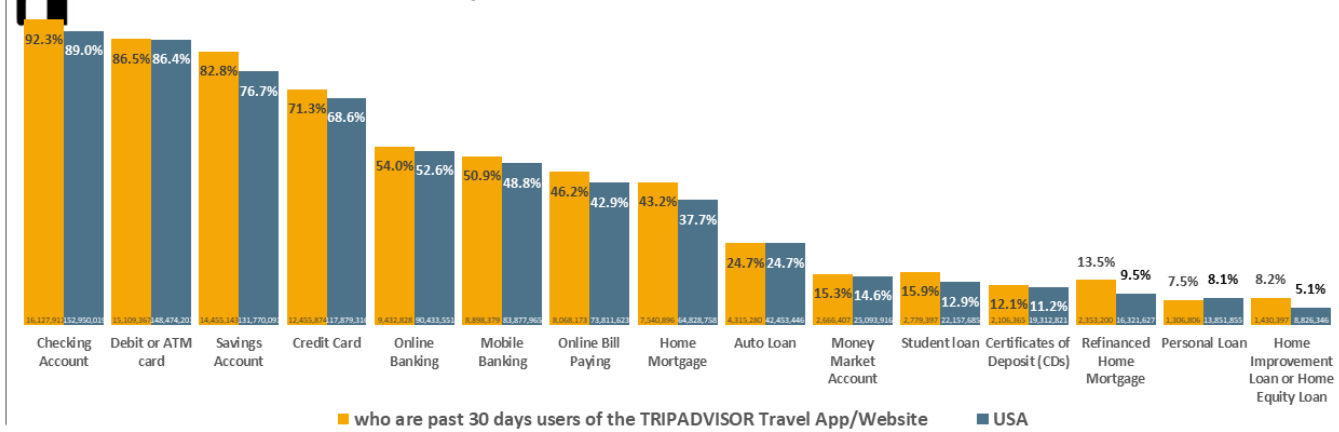
Apps or websites used or visited past 30 days:Travel: Hotels.com

10.2% or 17,465,938 of USA Adults 25 - 64 are past 30 days users of the TRIPADVISOR Travel App/Website. Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website are 15.6% more likely to have a 401K, .% more likely to have an Auto Loan, 16.3% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

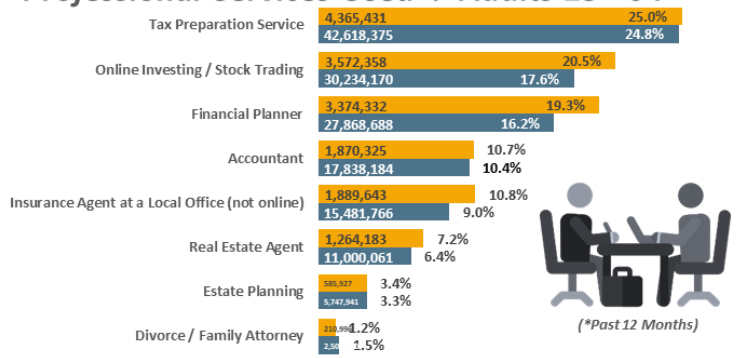
Investments Owned: Adults 25 - 64



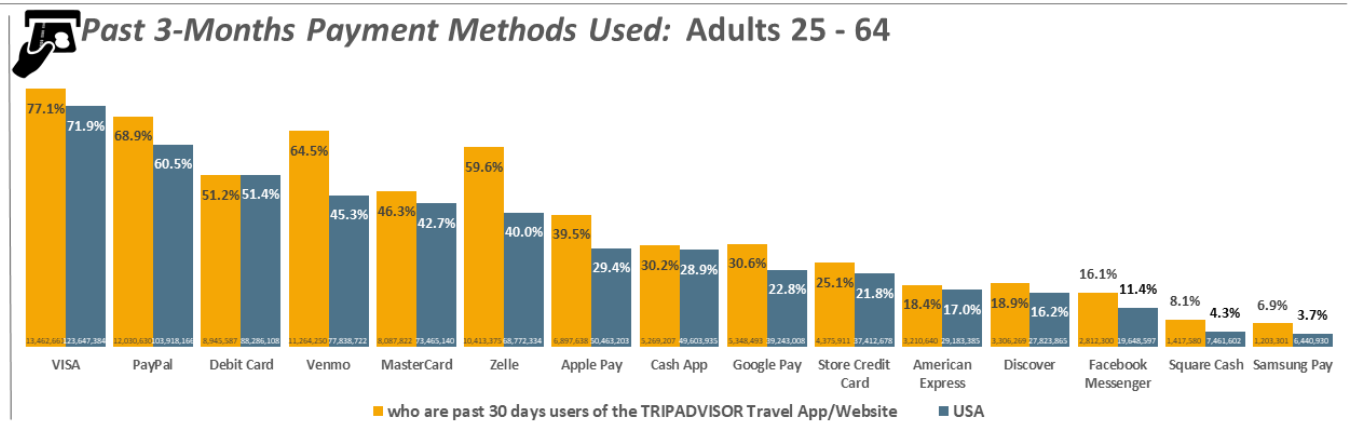
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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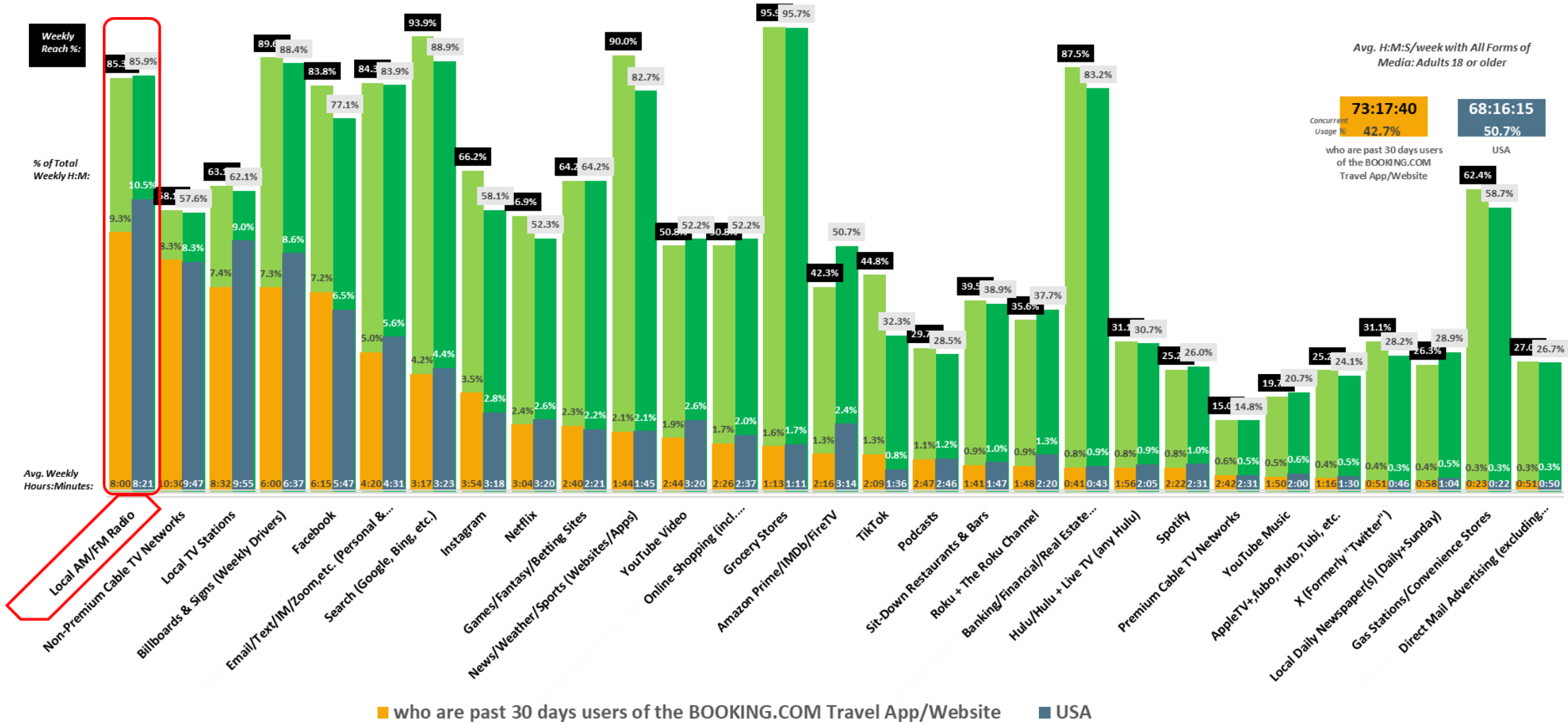
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Apps or websites used or visited past 30 days:Travel: Tripadvisor

Booking.com

Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an average of 3 days, 1 hours, 17 minutes and 40 seconds each week with All Forms of Media.

85.3% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112 USA Jan23-Feb24 USA Projection Qual Intab 14,048

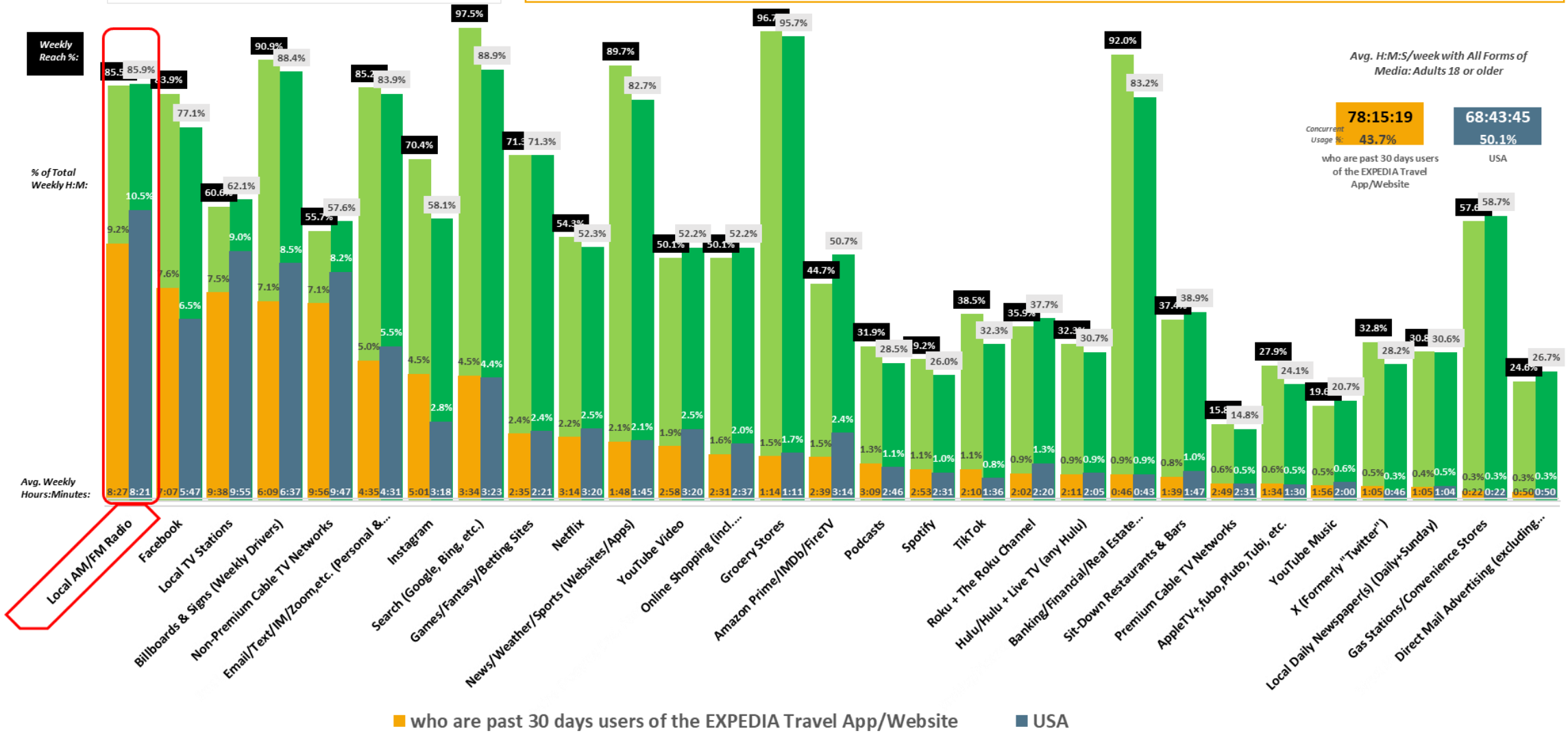
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Apps or websites used or visited past 30 days:Travel: Booking.com

Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an average of 3 days, 6 hours, 15 minutes and 19 seconds each week with All Forms of Media.

85.5% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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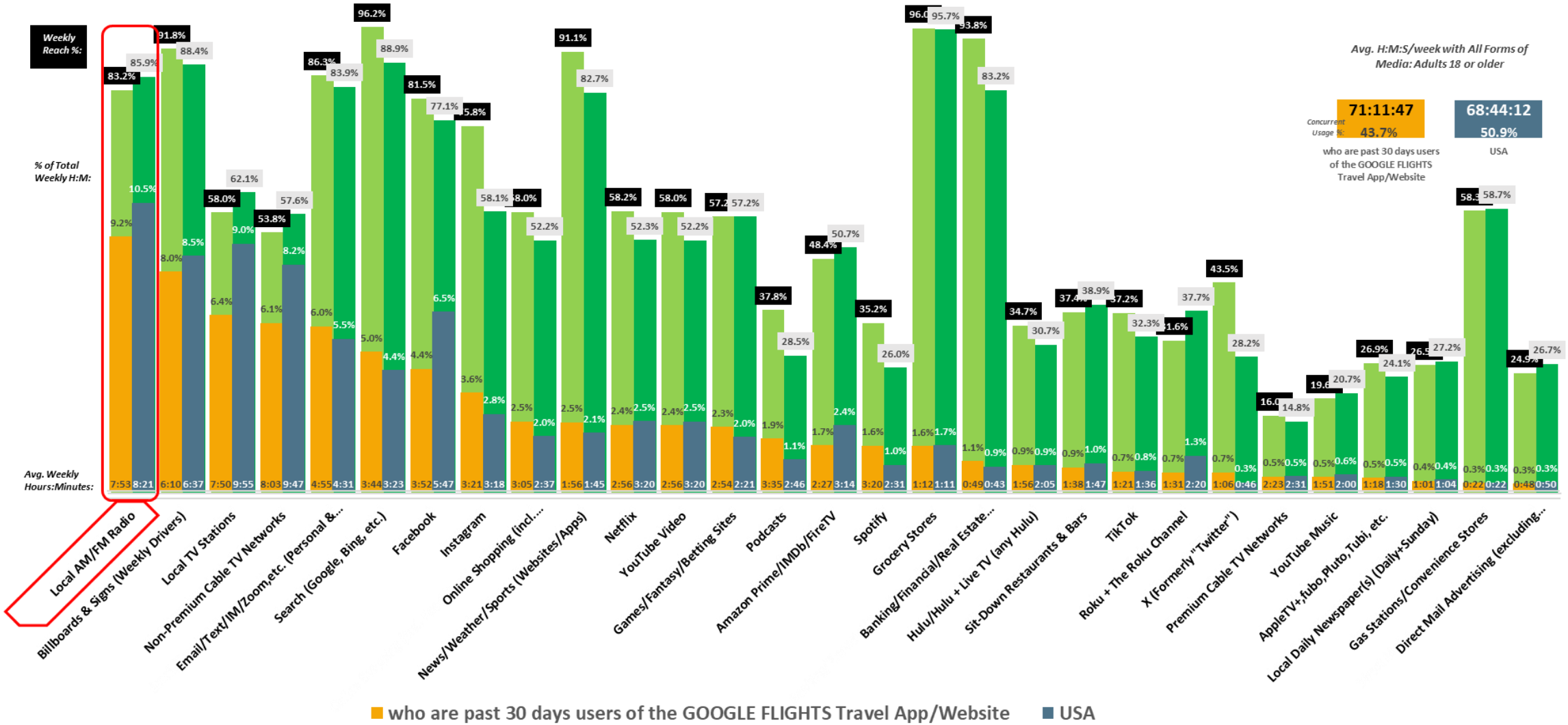
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Apps or websites used or visited past 30 days:Travel: Expedia

Google Flights

Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an average of 2 days, 23 hours, 11 minutes and 47 seconds each week with All Forms of Media.

83.2% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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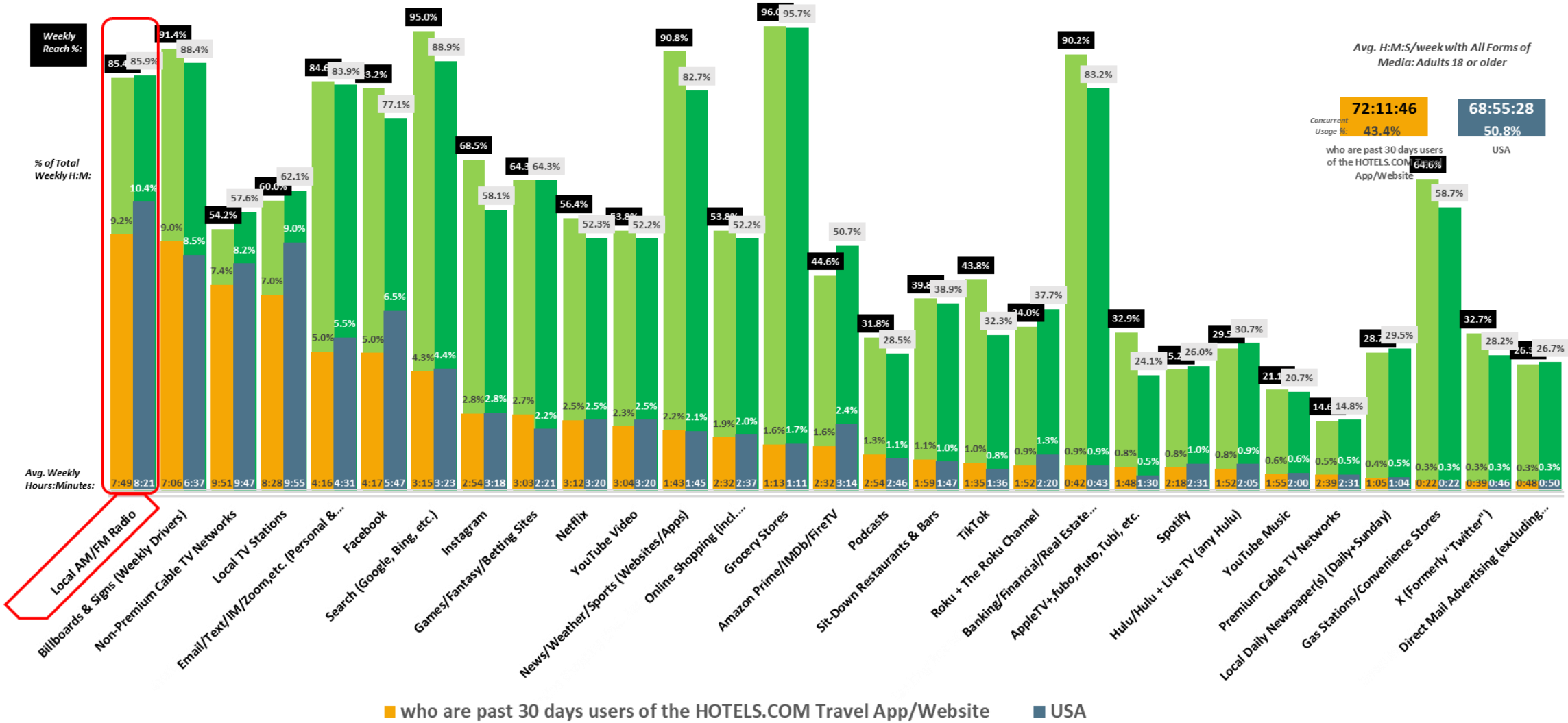
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Apps or websites used or visited past 30 days:Travel: Google Flights

Hotels.com™

Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an average of 3 days, 0 hours, 11 minutes and 46 seconds each week with All Forms of Media.

85.4% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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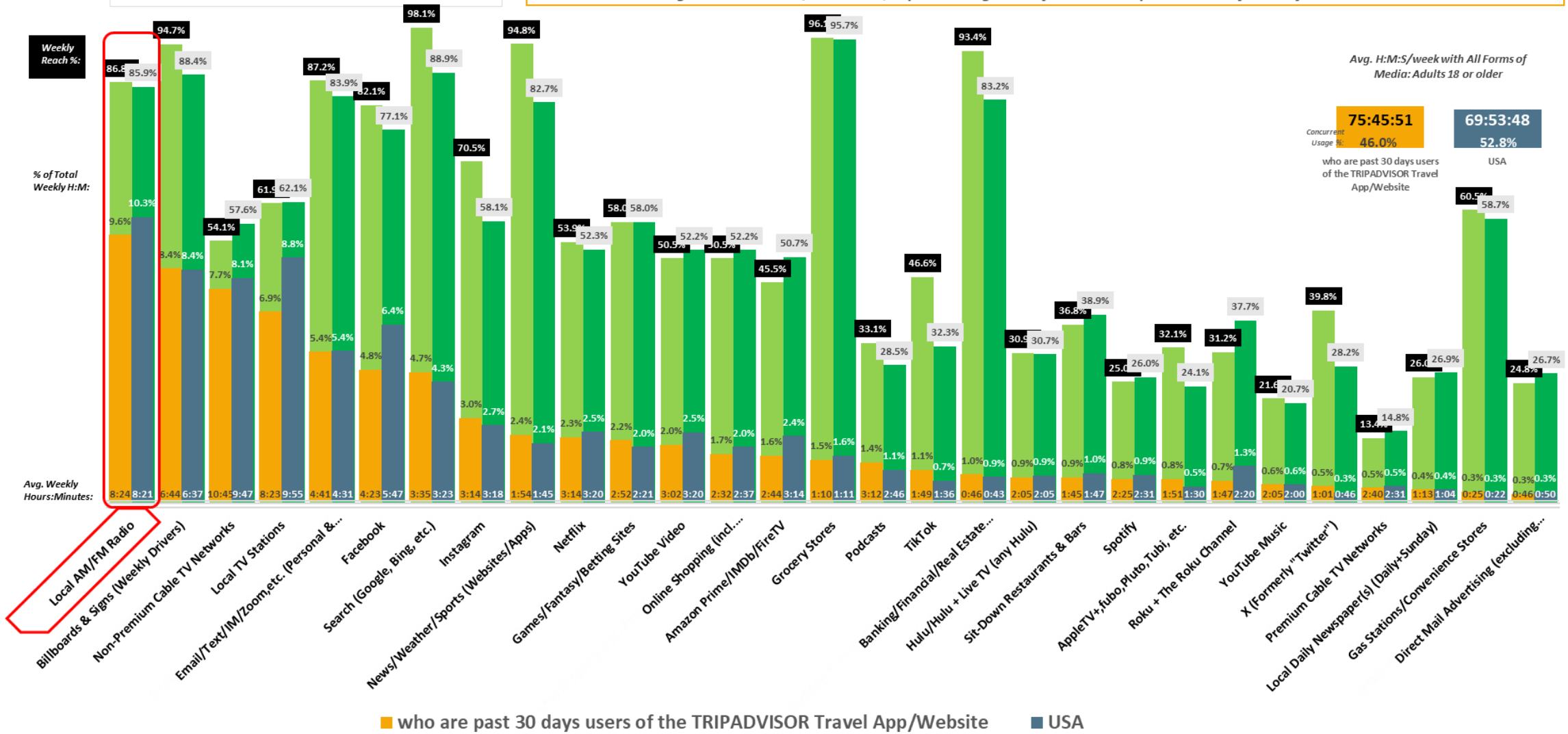
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Apps or websites used or visited past 30 days:Travel: Hotels.com

Tripadvisor

Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an average of 3 days, 3 hours, 45 minutes and 51 seconds each week with All Forms of Media.

86.8% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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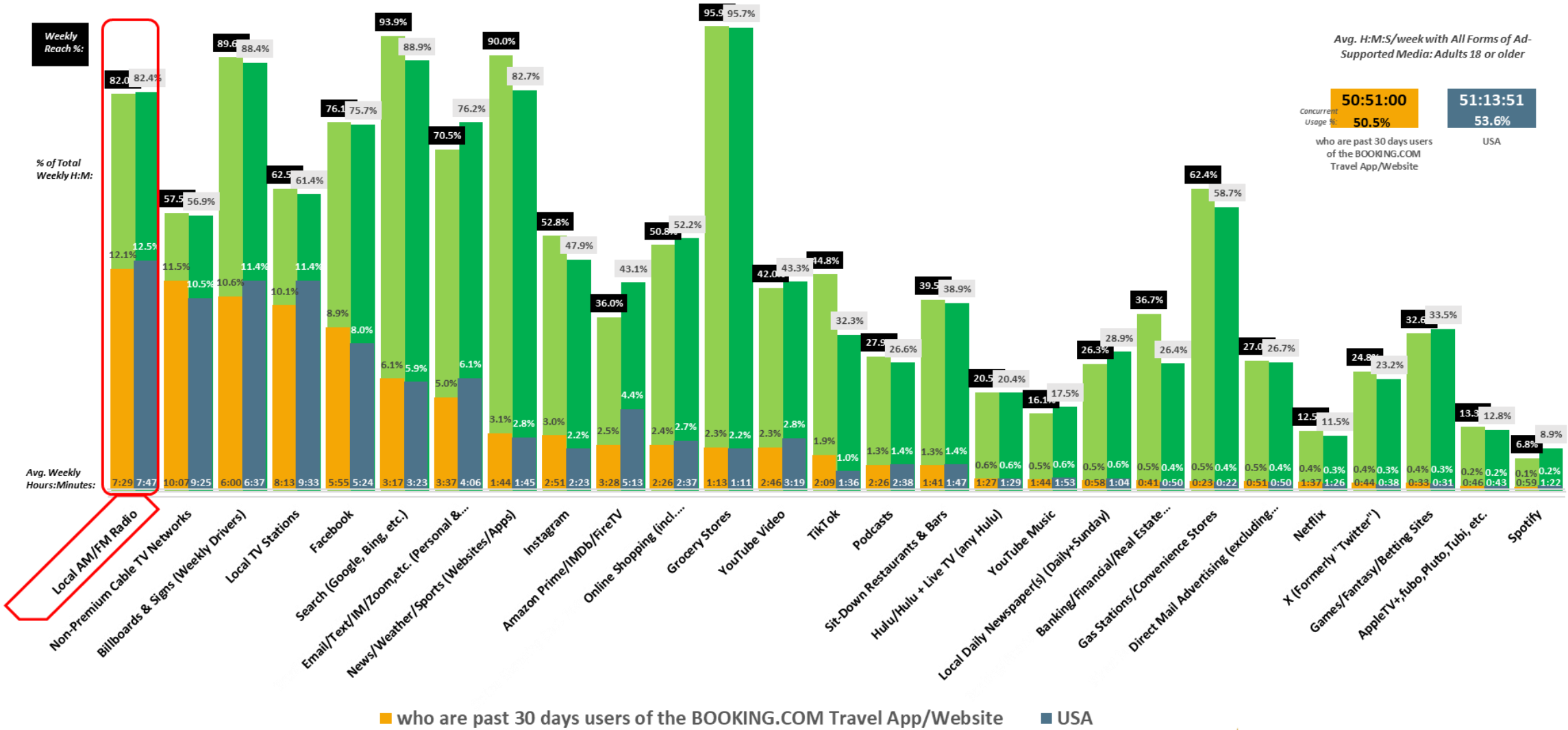
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

Booking.com

Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an average of 2 days, 2 hours, 51 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

82.% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Me



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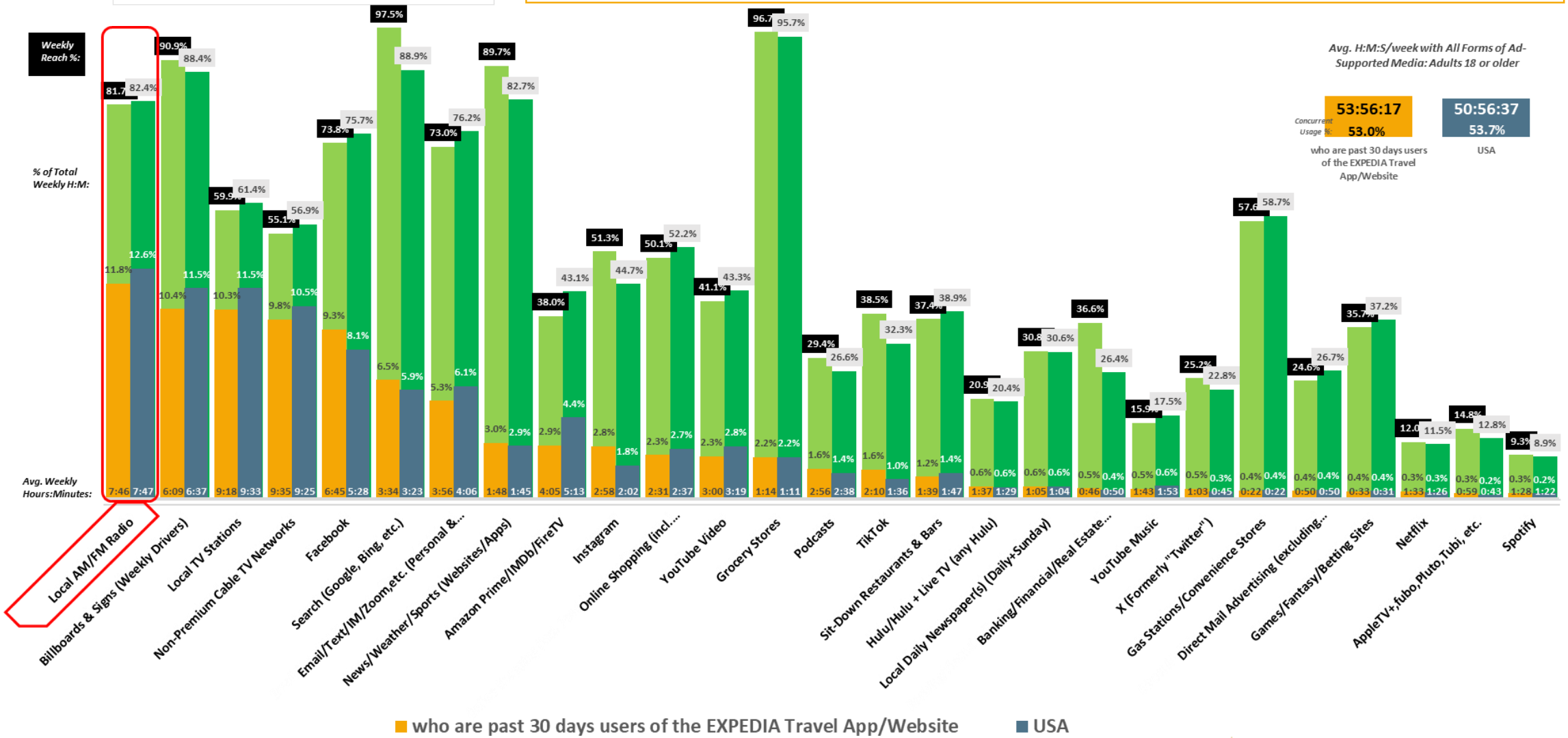
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Apps or websites used or visited past 30 days:Travel: Booking.com

Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an average of 2 days, 5 hours, 56 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media



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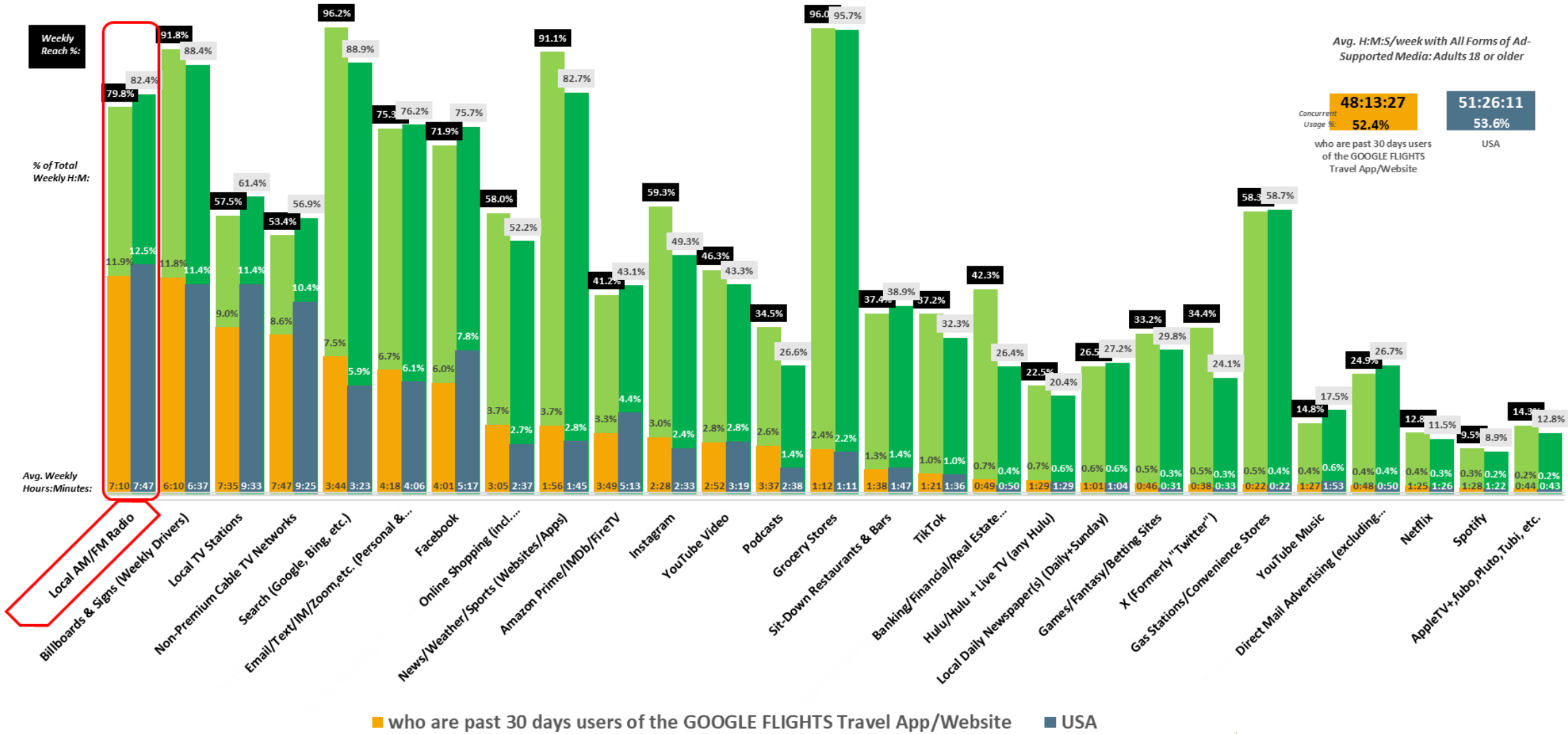
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Apps or websites used or visited past 30 days:Travel: Expedia

Google Flights

Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an average of 2 days, 0 hours, 13 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supporte



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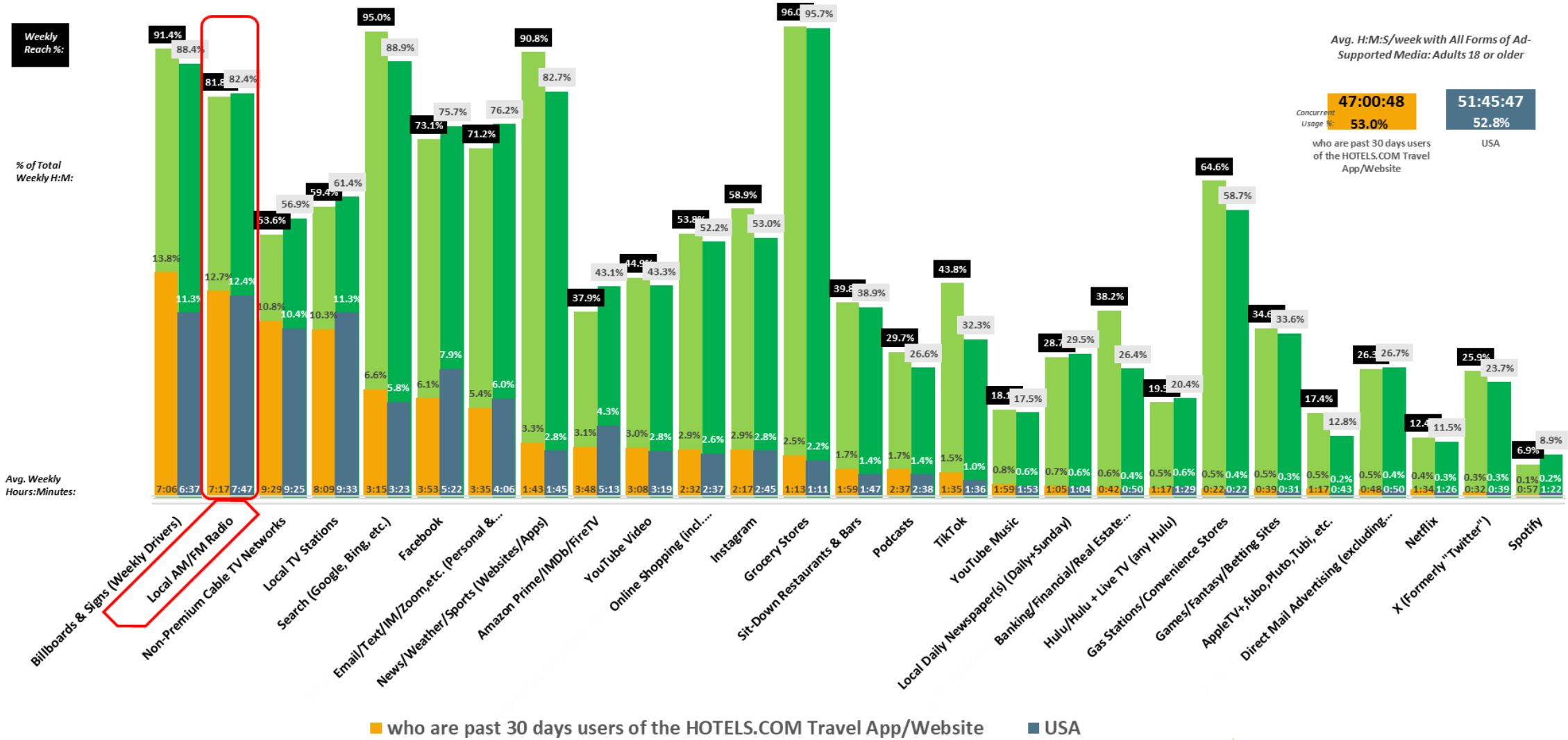
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Apps or websites used or visited past 30 days:Travel: Google Flights

Hotels.com™

Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an average of 1 days, 23 hours, 0 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Me



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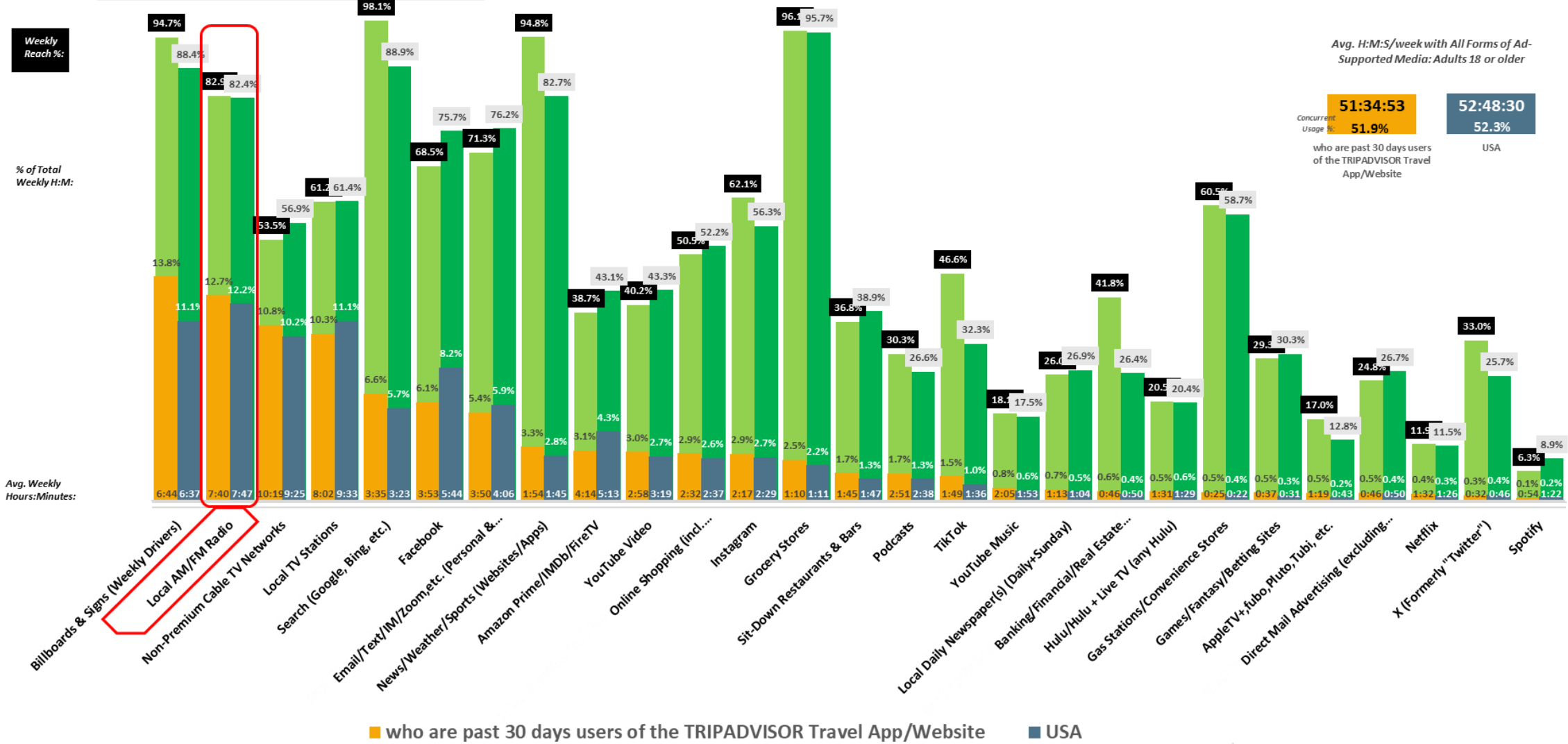
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Apps or websites used or visited past 30 days:Travel: Hotels.com

Tripadvisor

Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an average of 1 days, 23 hours, 0 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

82.9% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported M



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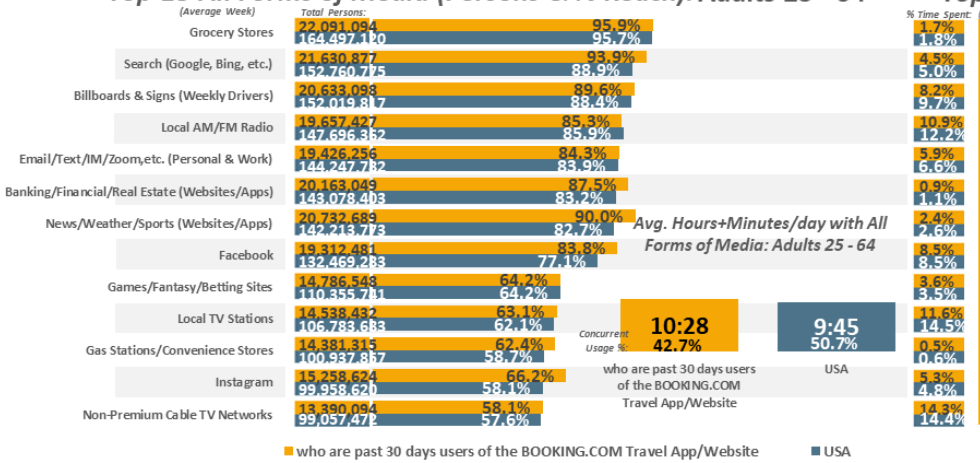
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

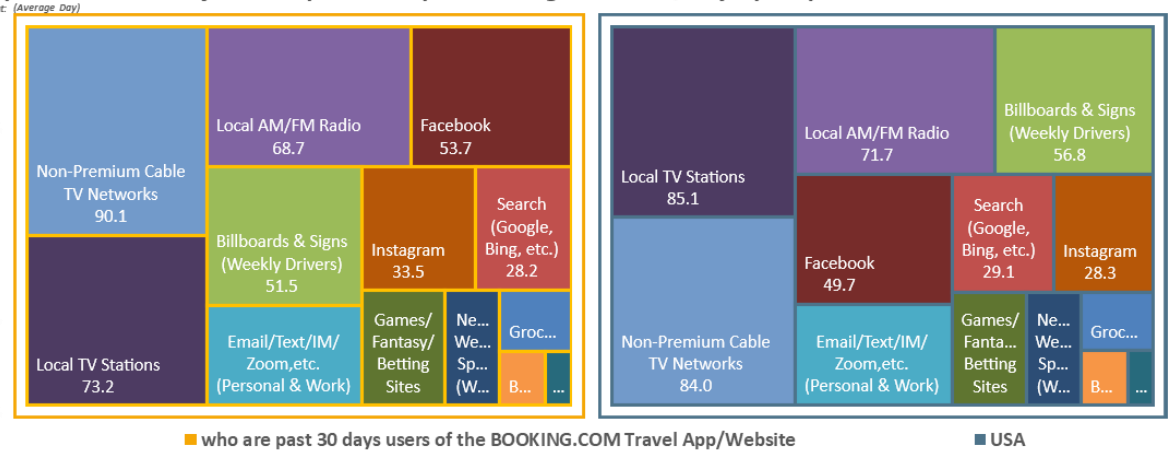
Booking.com

Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

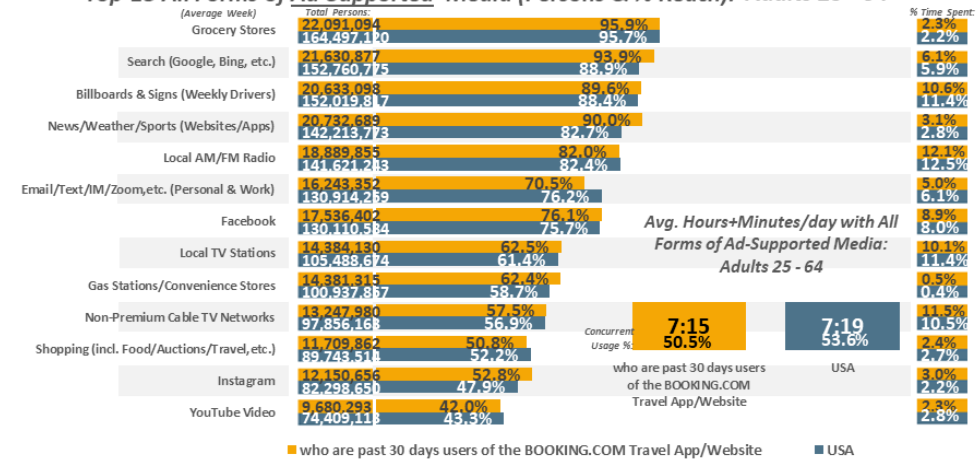
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



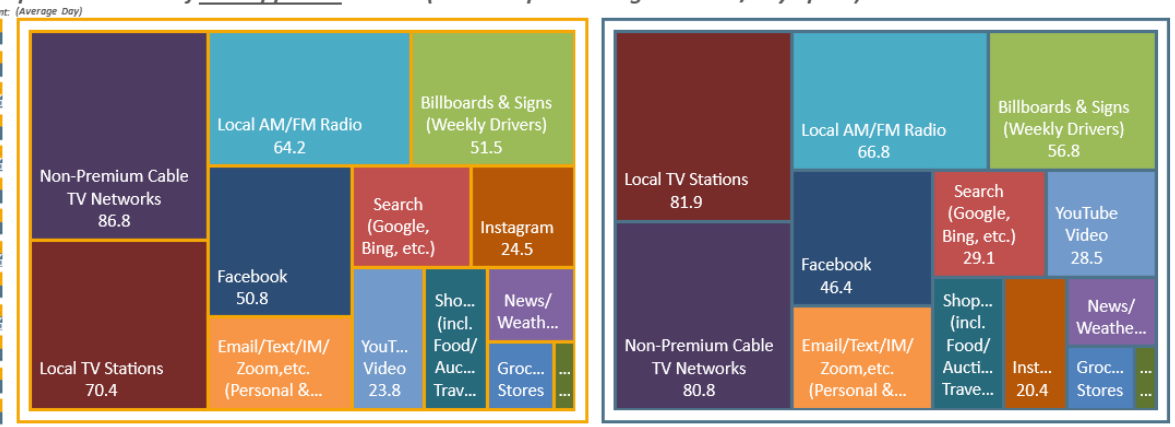
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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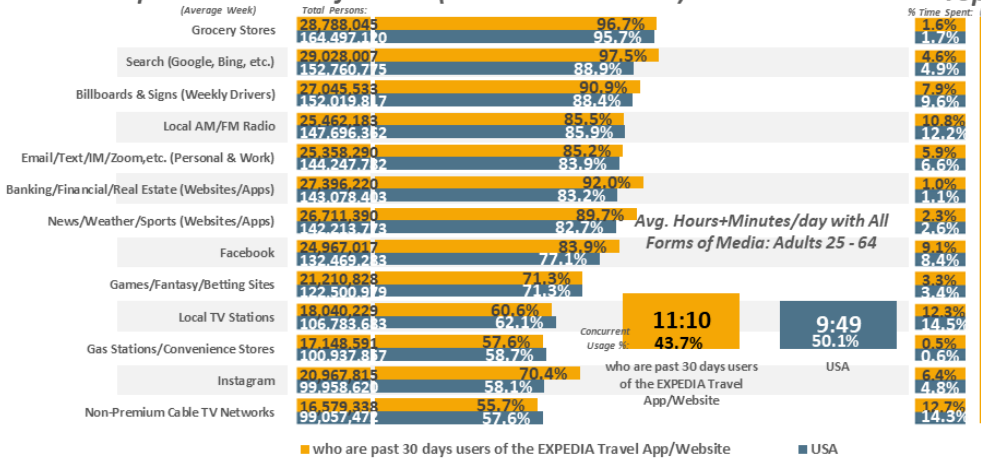
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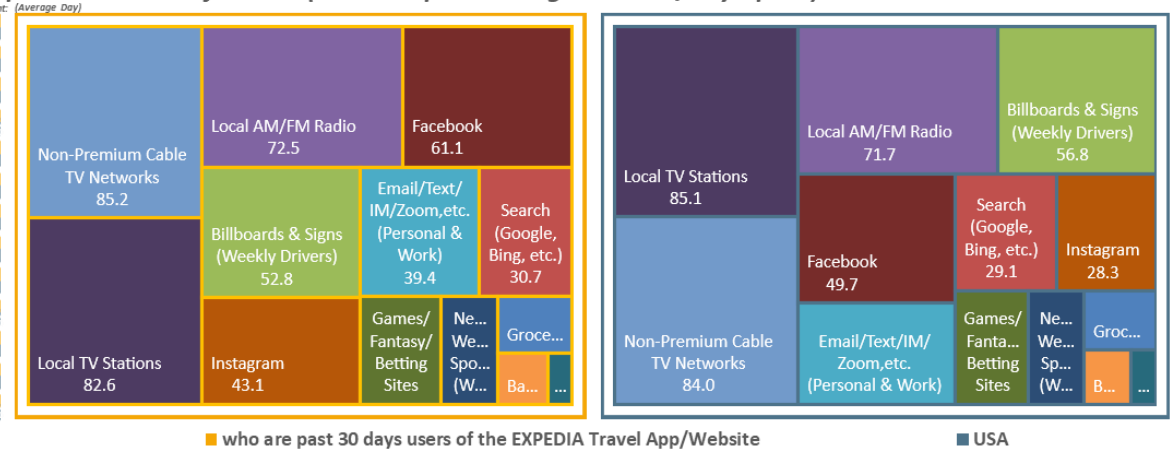
Apps or websites used or visited past 30 days:Travel: Booking.com

Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

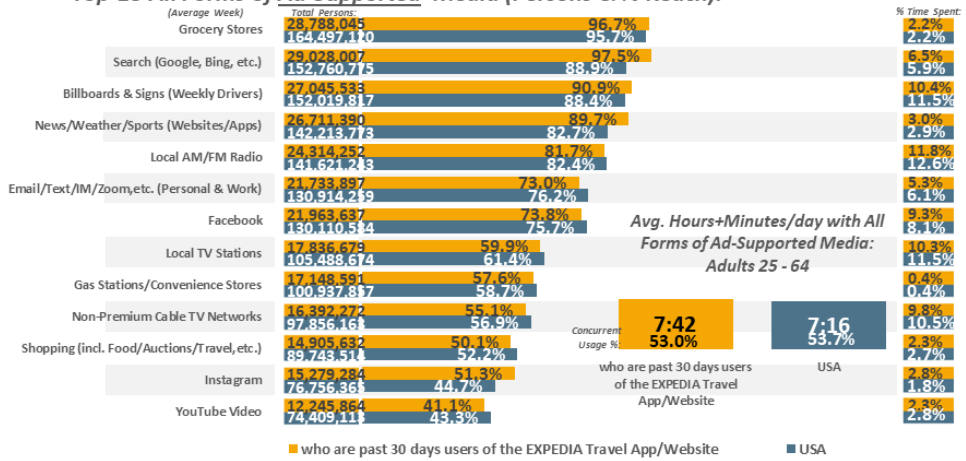
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



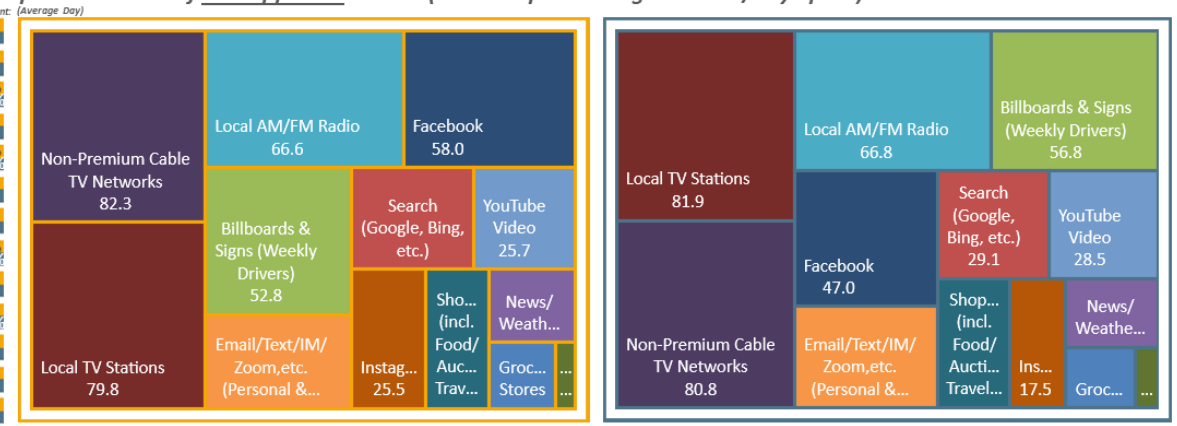
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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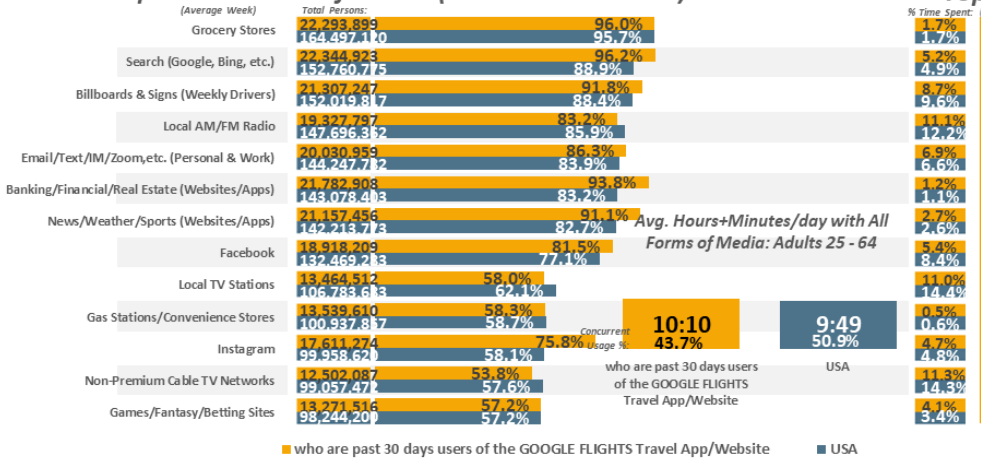
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Apps or websites used or visited past 30 days:Travel: Expedia

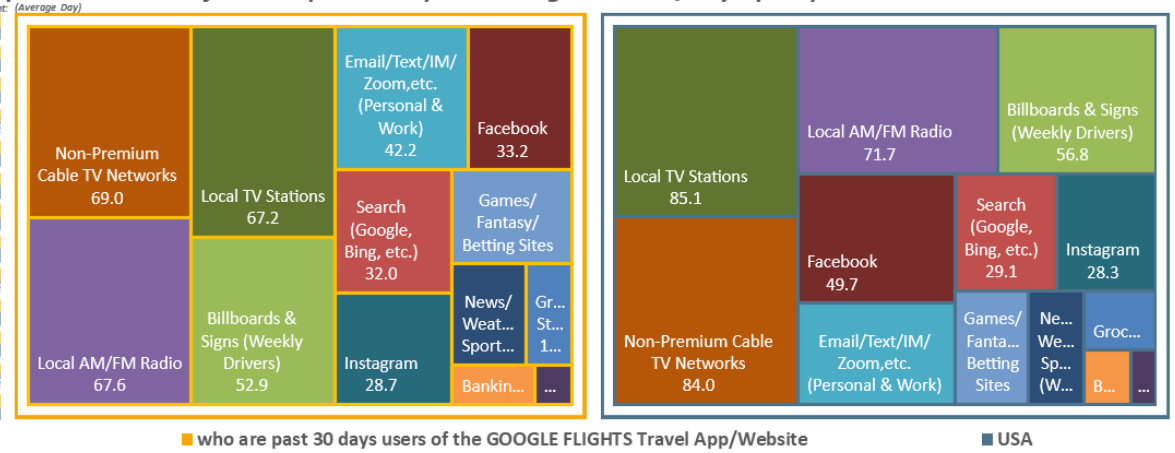
Google Flights

Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

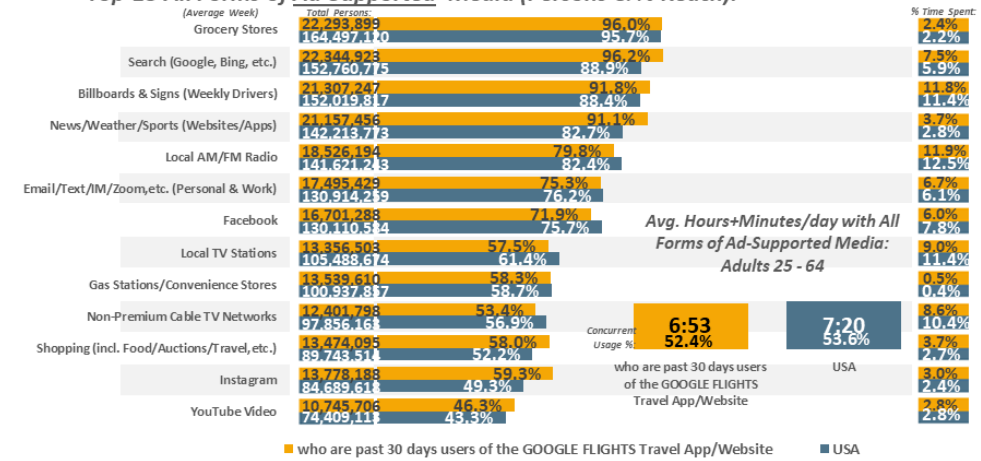
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



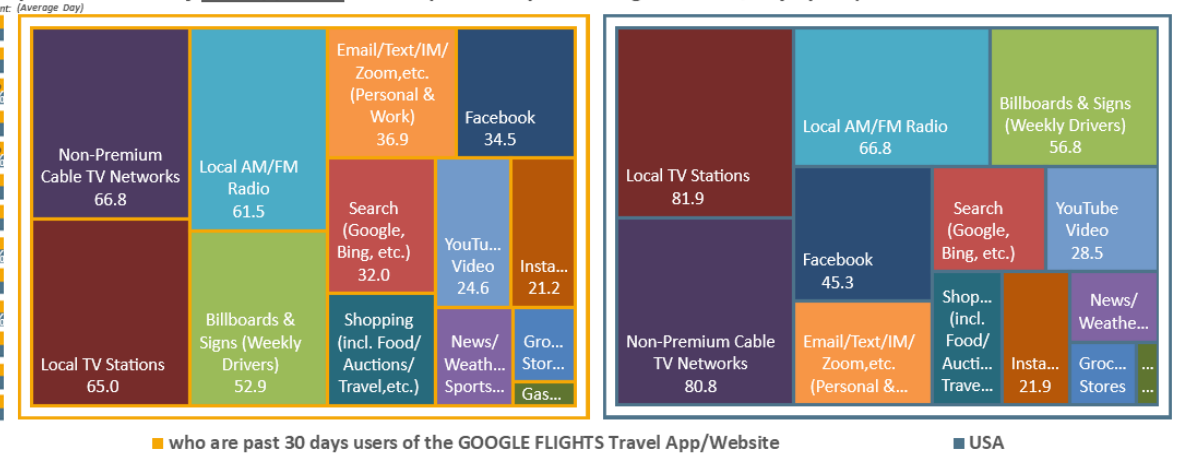
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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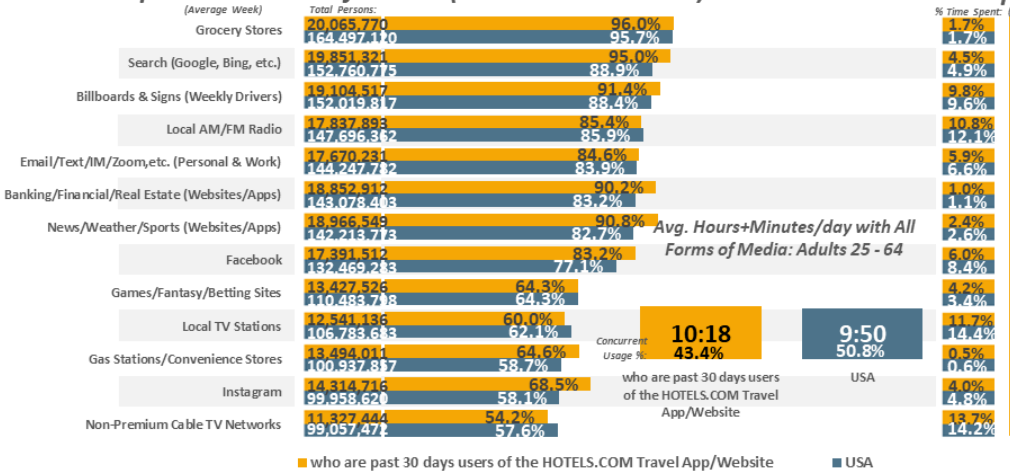
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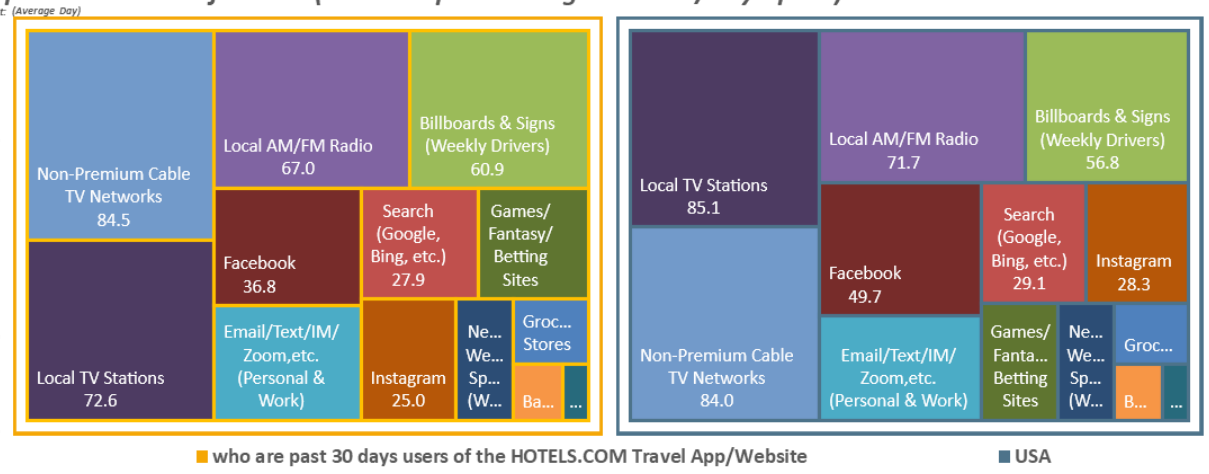
Apps or websites used or visited past 30 days:Travel: Google Flights

Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

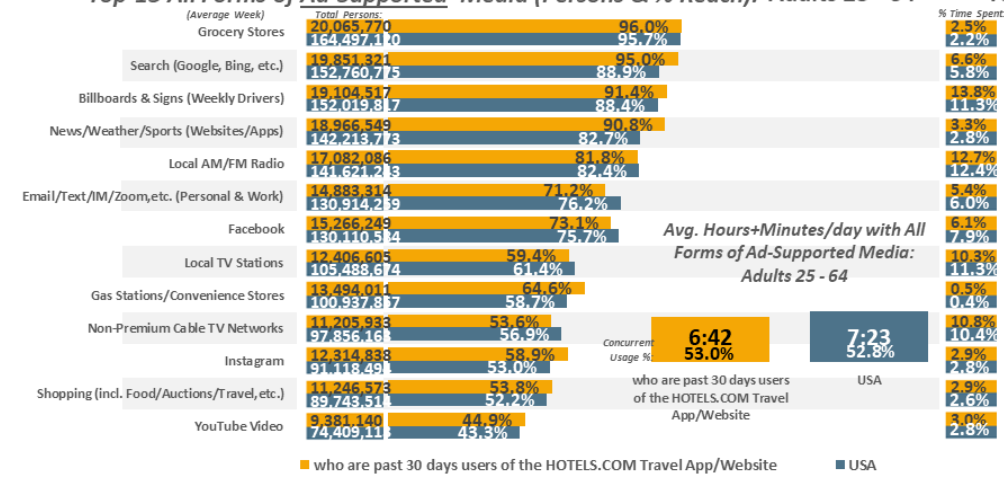
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



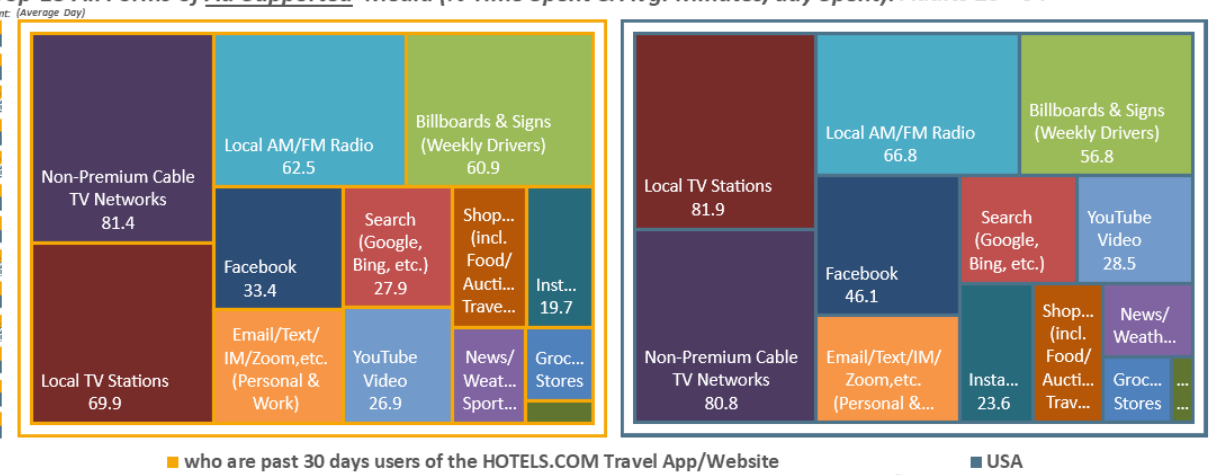
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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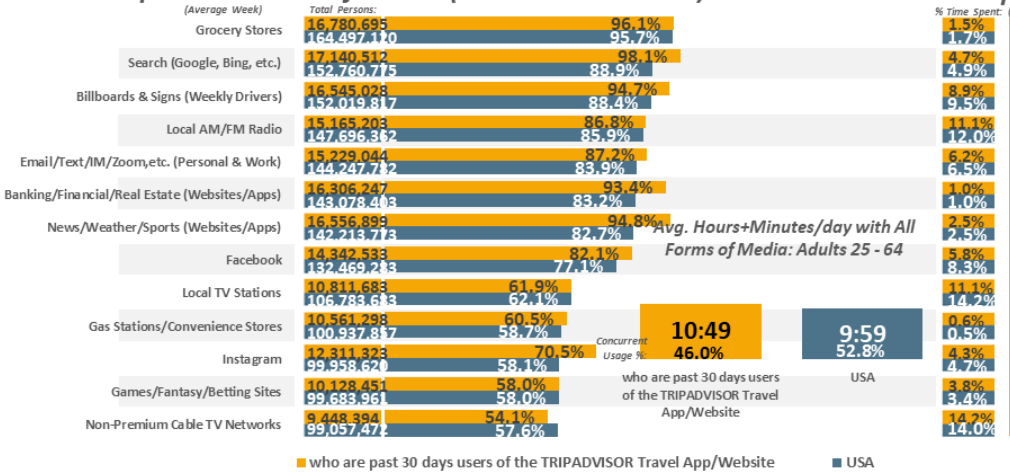
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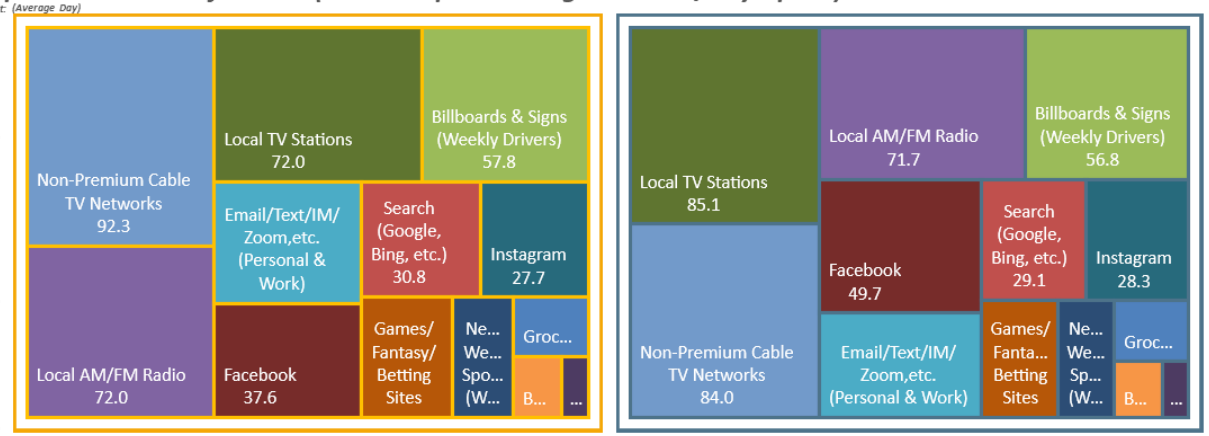
Apps or websites used or visited past 30 days:Travel: Hotels.com

Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

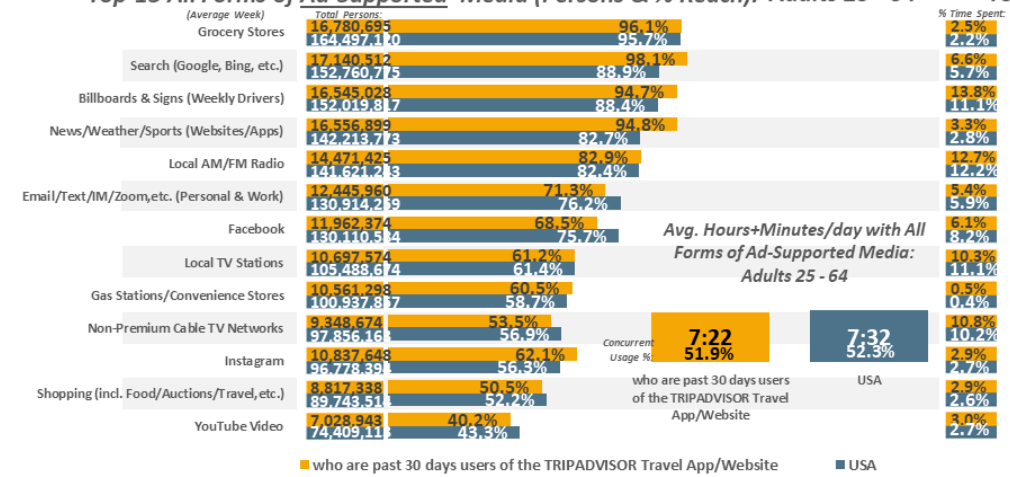
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



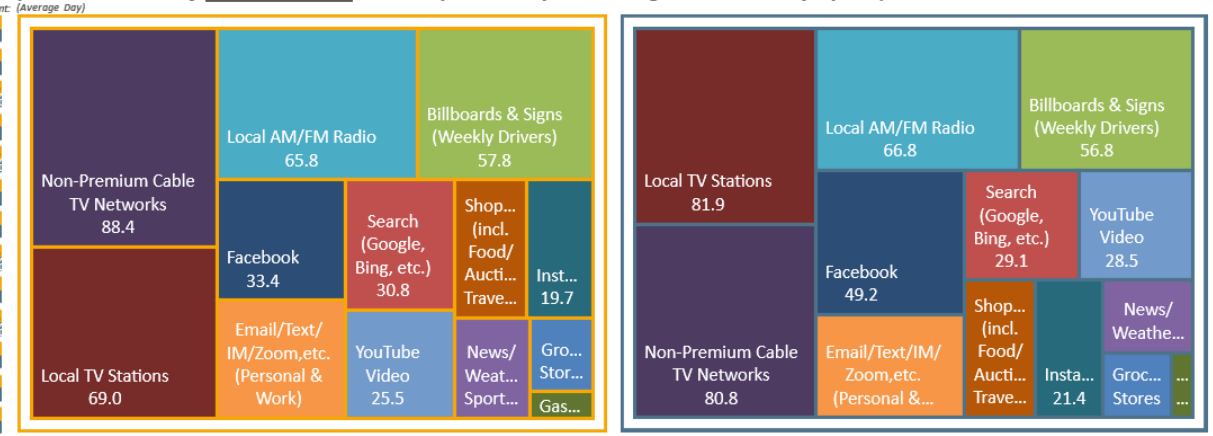
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

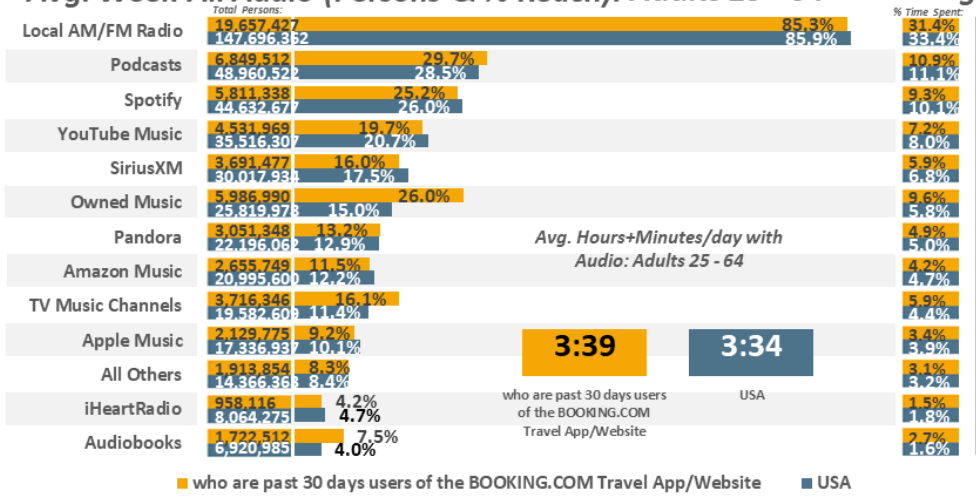
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

Booking.com

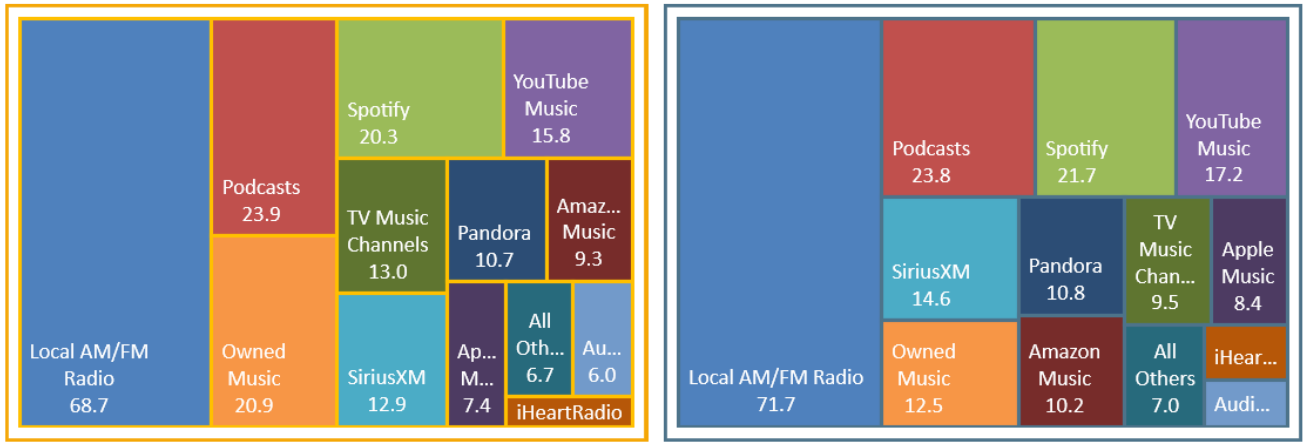
18,889,855 or 82.% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



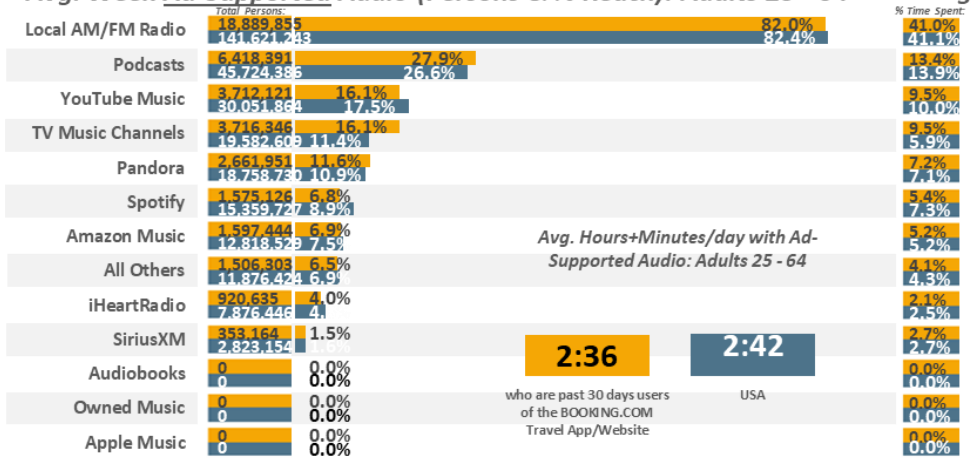
who are past 30 days users of the BOOKING.COM Travel App/Website ■ USA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



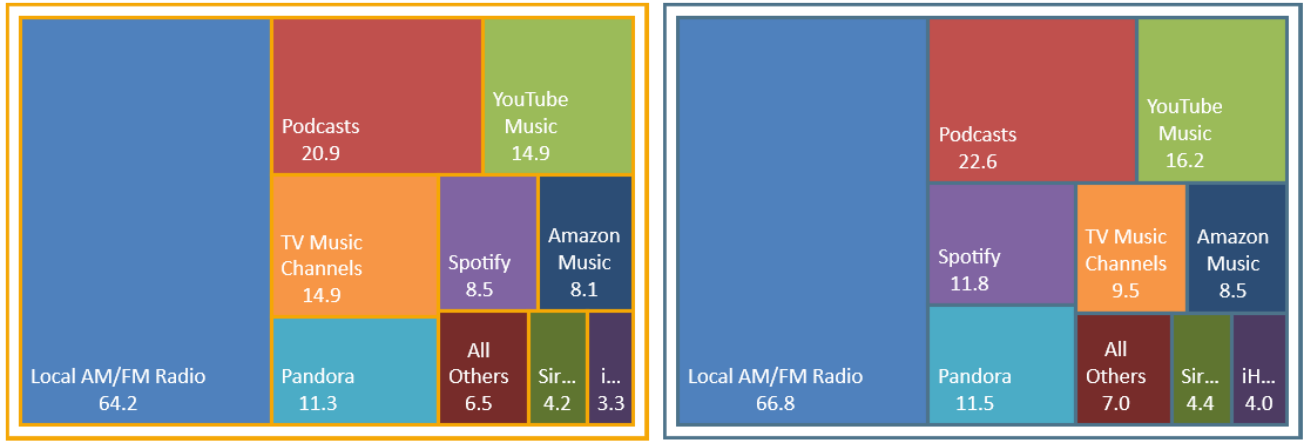
who are past 30 days users of the BOOKING.COM Travel App/Website ■ USA

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



who are past 30 days users of the BOOKING.COM Travel App/Website ■ USA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who are past 30 days users of the BOOKING.COM Travel App/Website ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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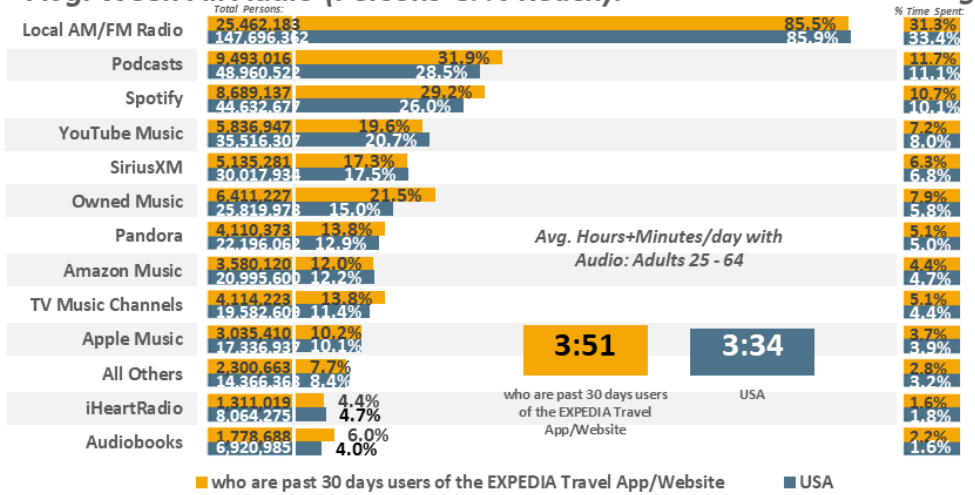
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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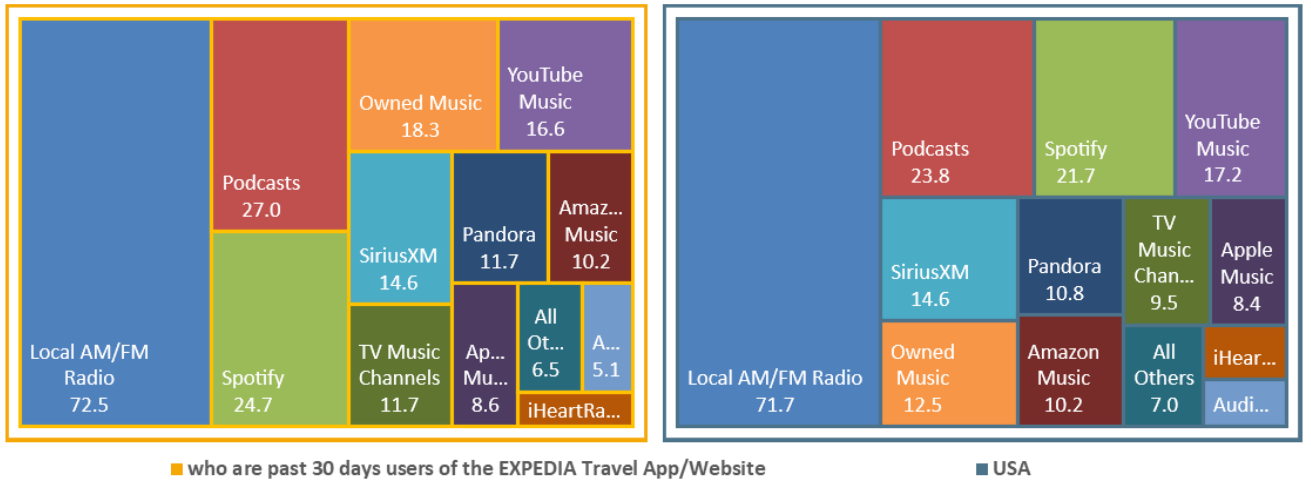
Apps or websites used or visited past 30 days:Travel: Booking.com

24,314,252 or 81.7% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

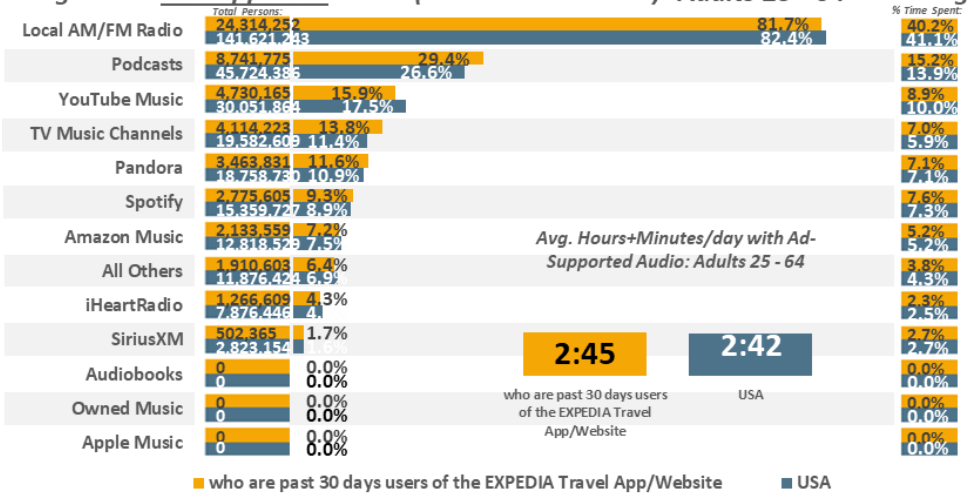
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



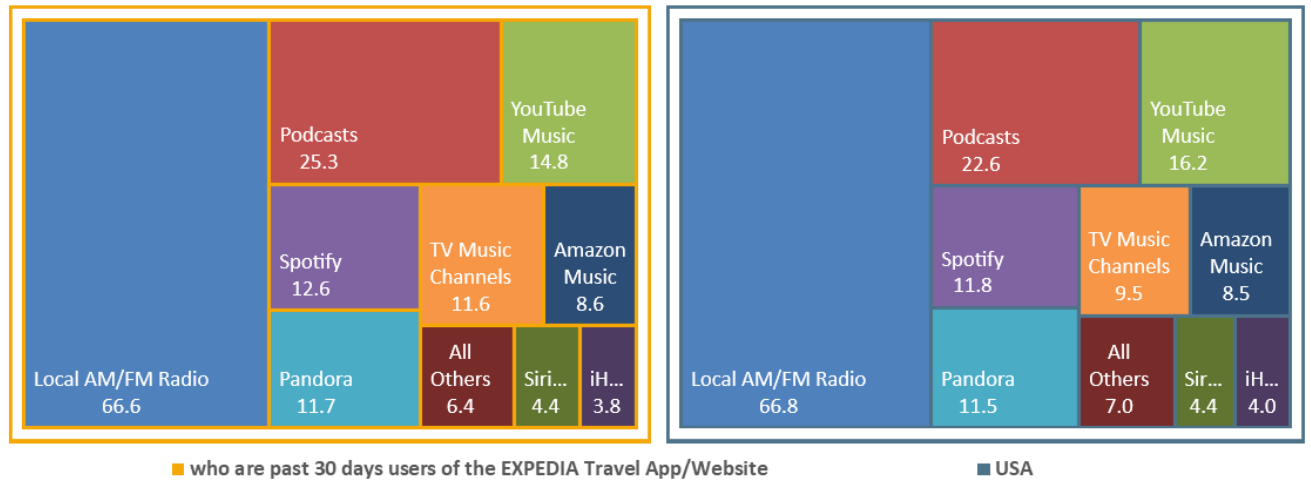
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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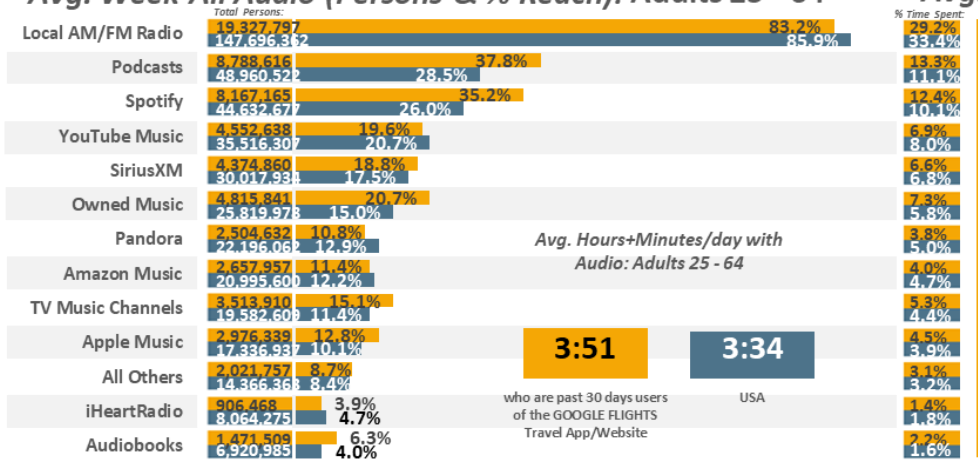
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Apps or websites used or visited past 30 days:Travel: Expedia

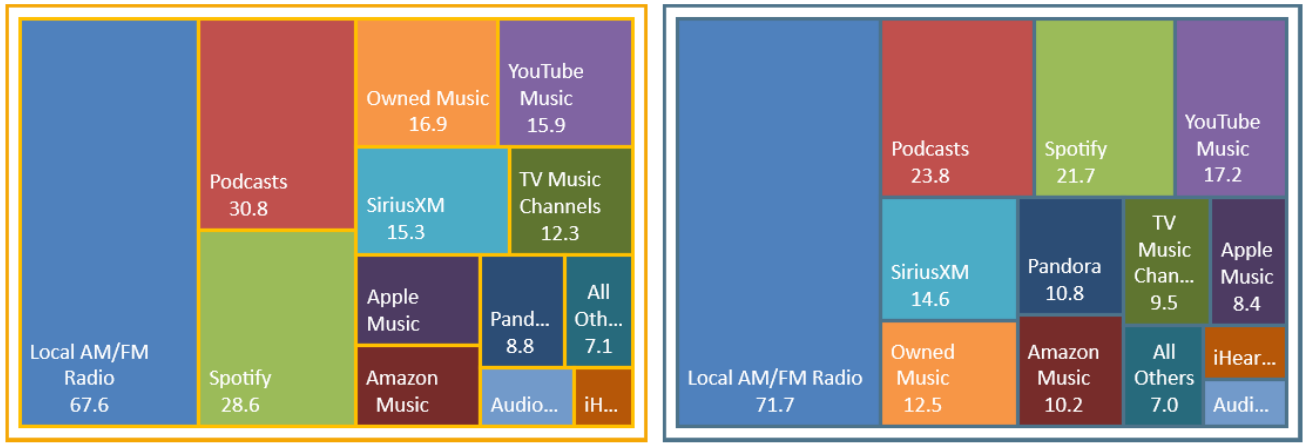
Google Flights

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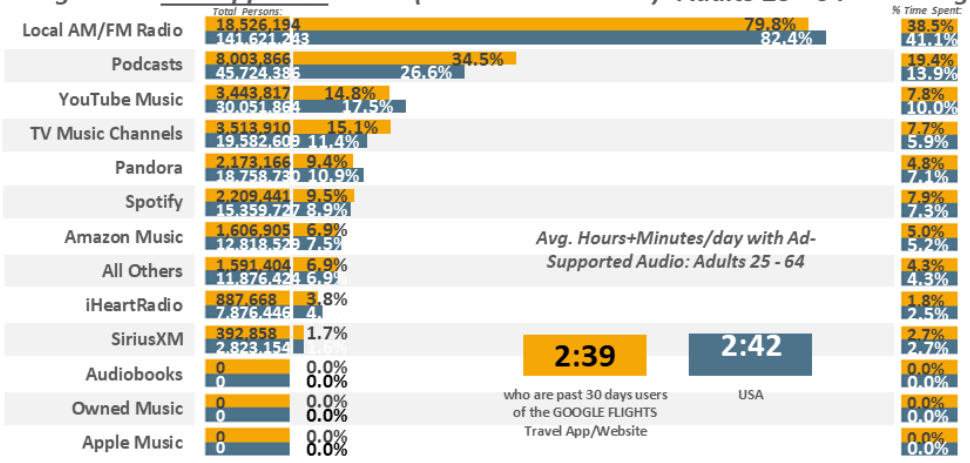
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



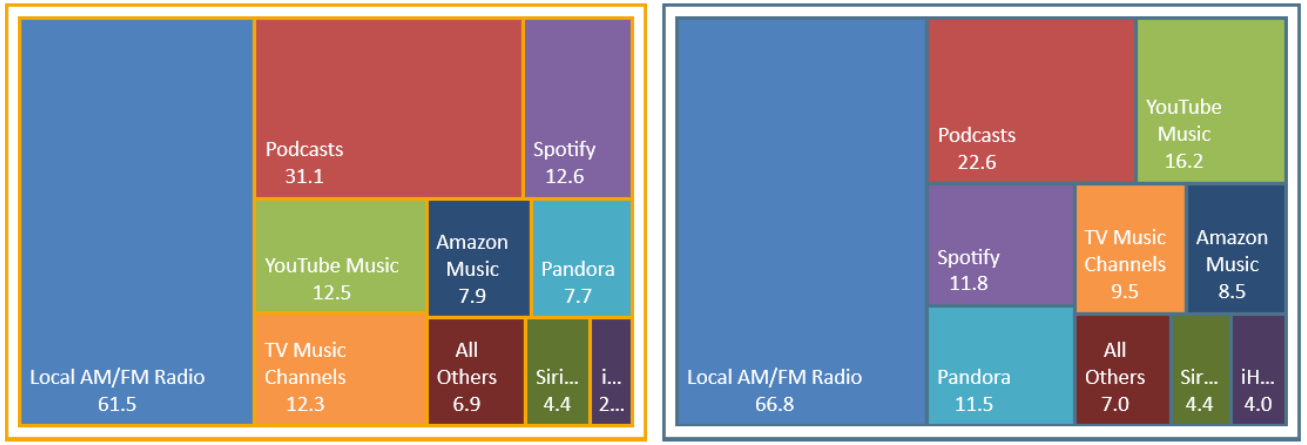
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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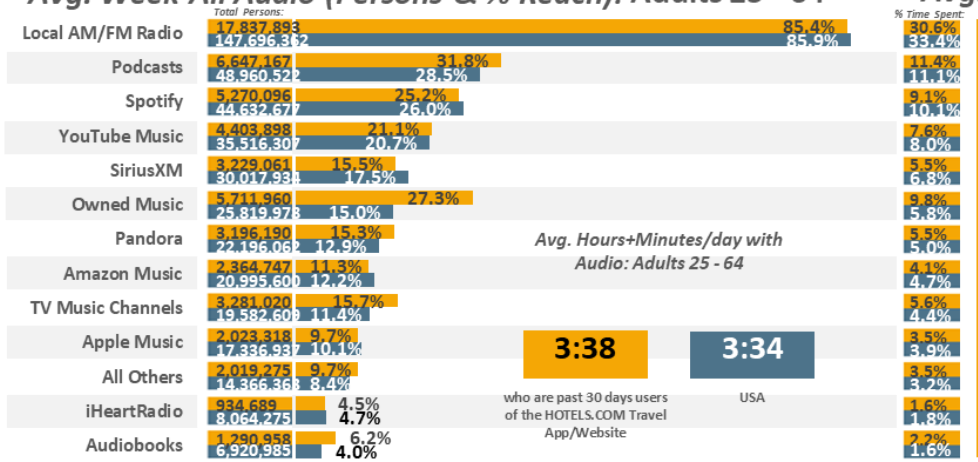
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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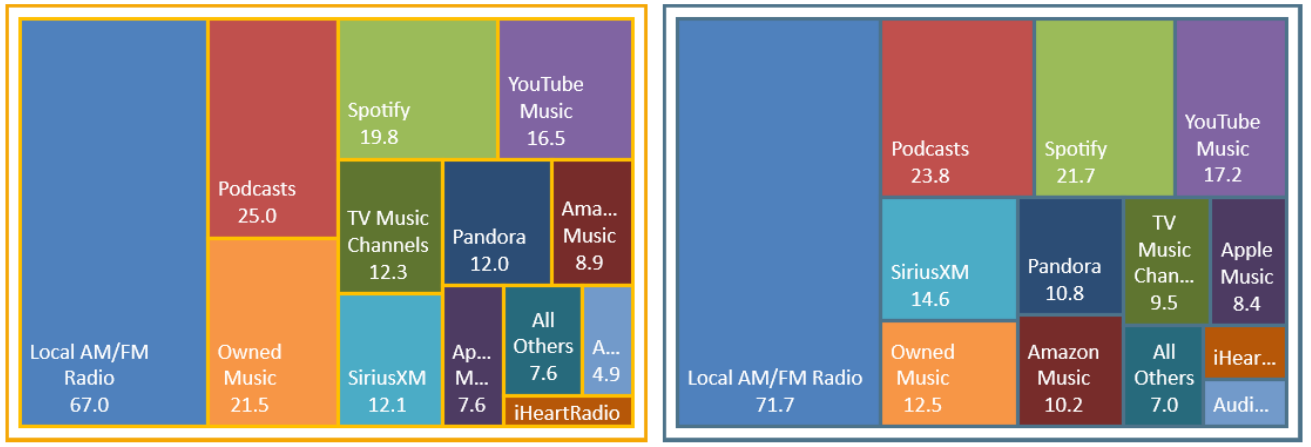
Apps or websites used or visited past 30 days:Travel: Google Flights

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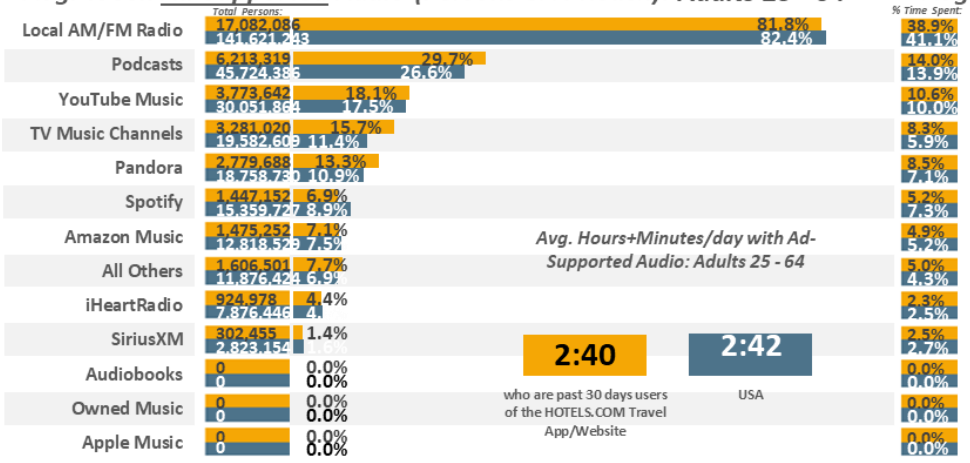
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



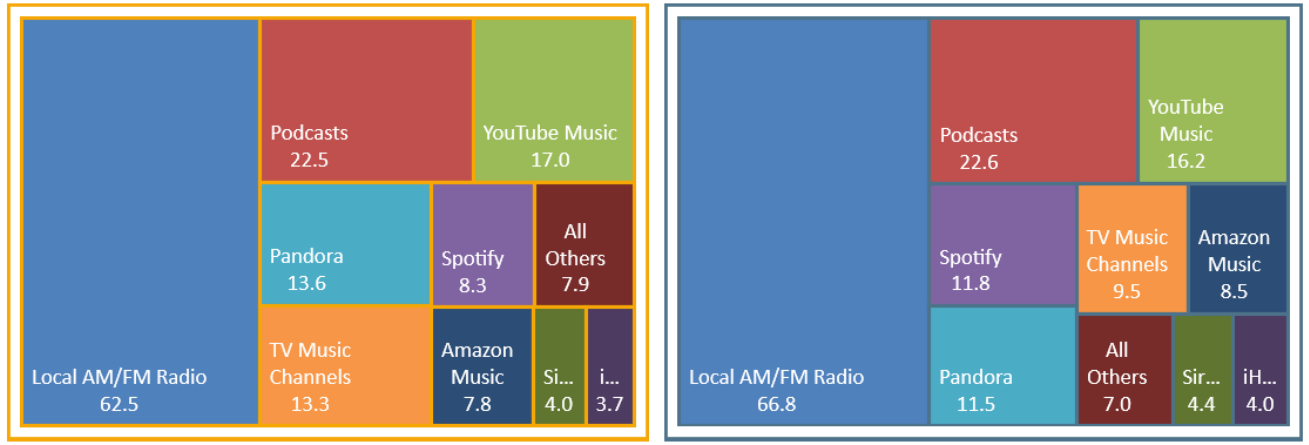
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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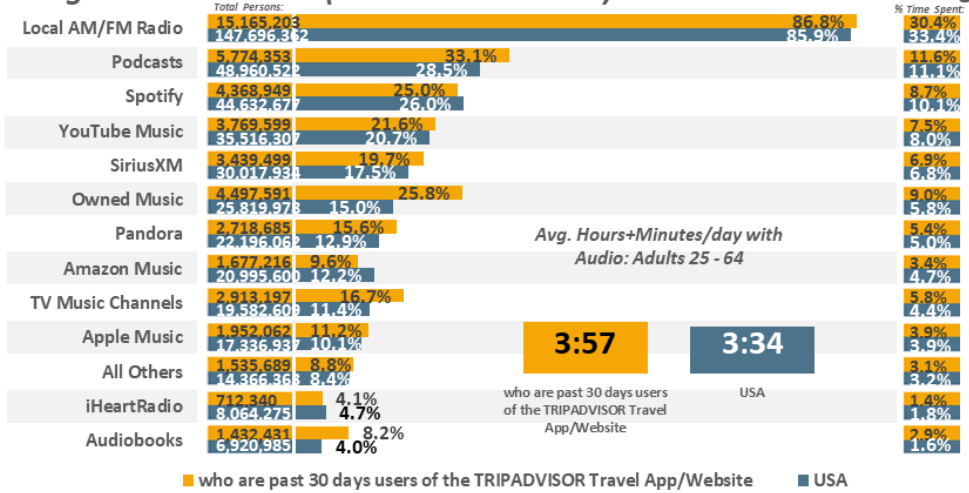
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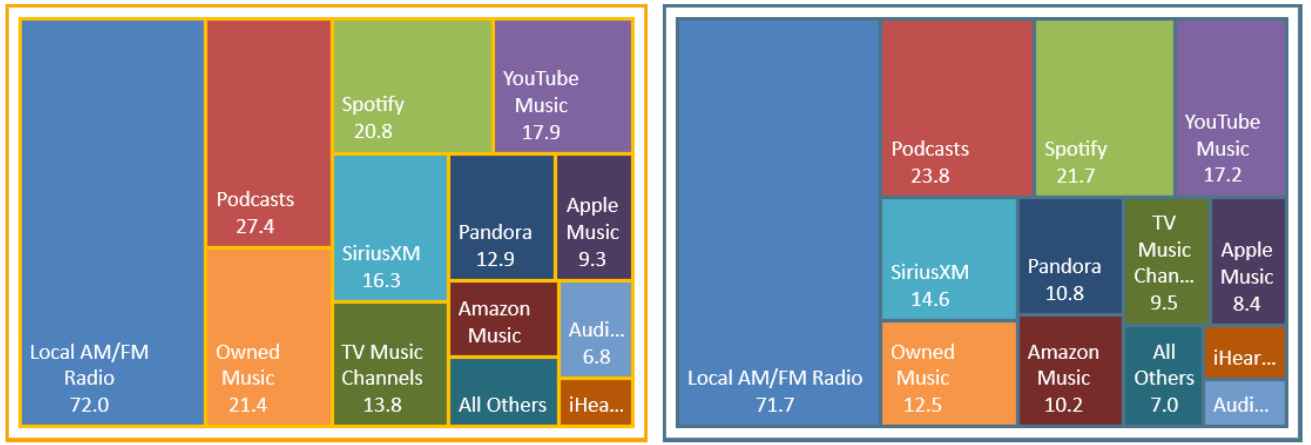
Apps or websites used or visited past 30 days:Travel: Hotels.com

14,471,425 or 82.9% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

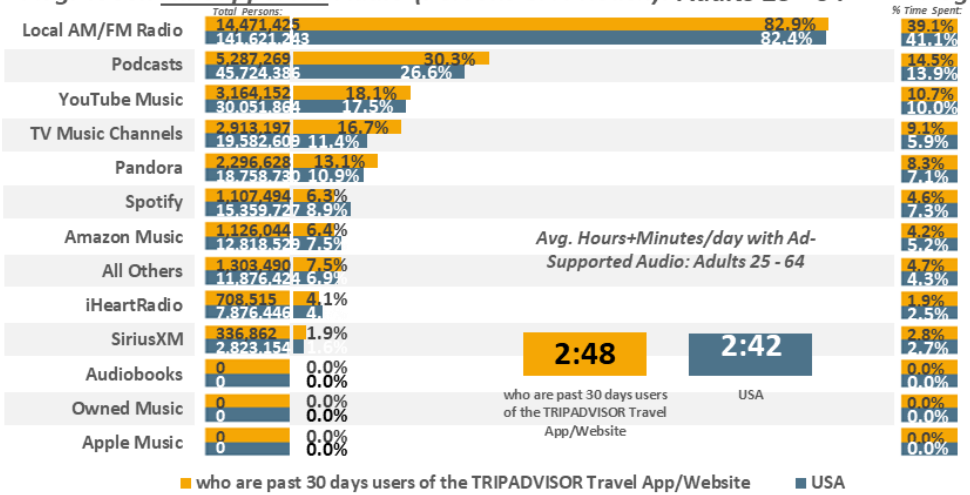
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



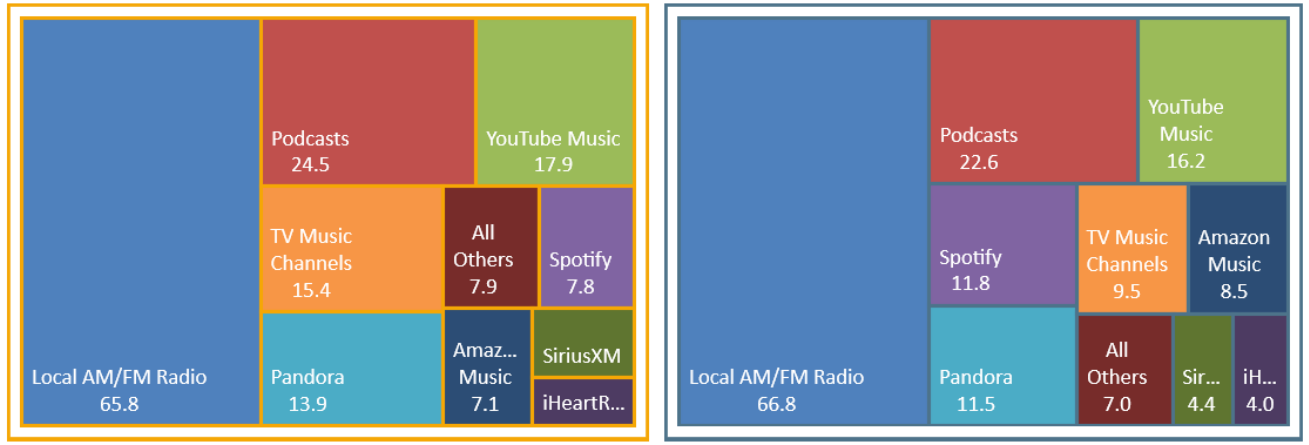
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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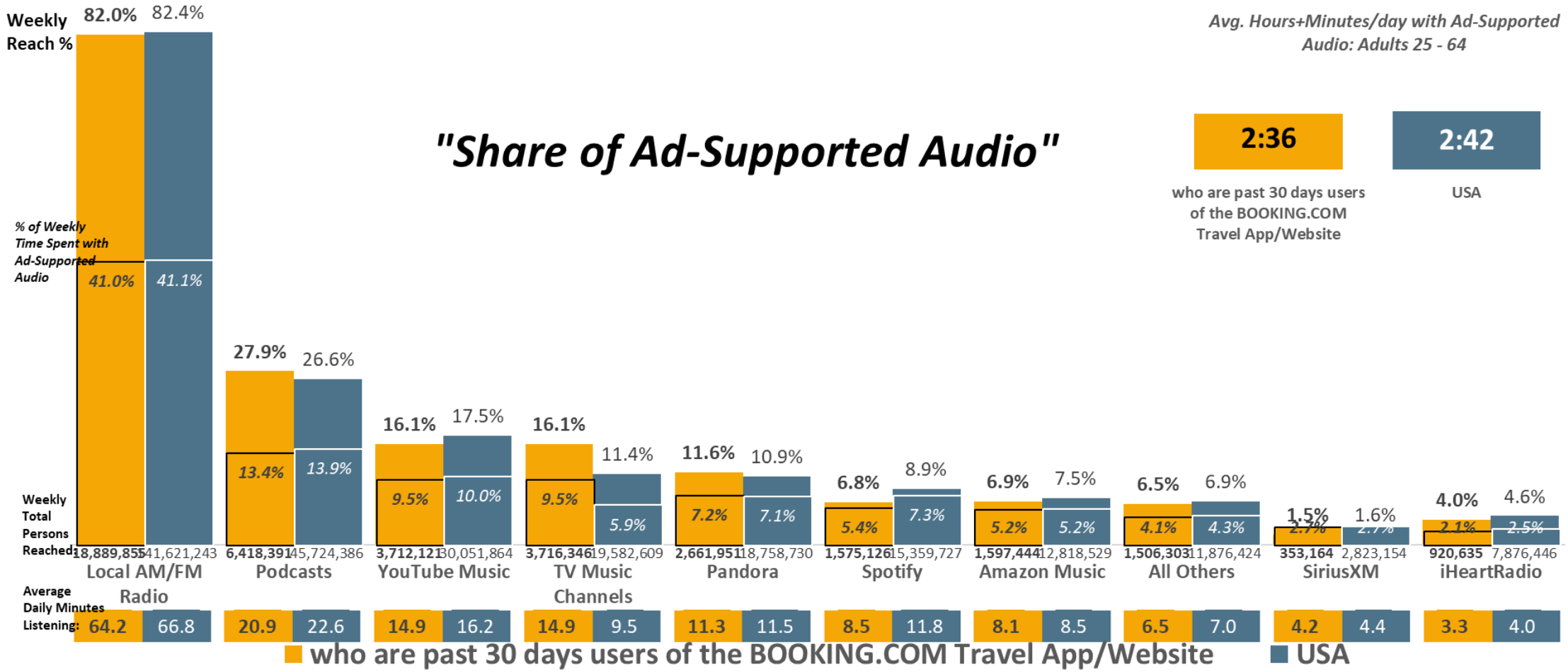
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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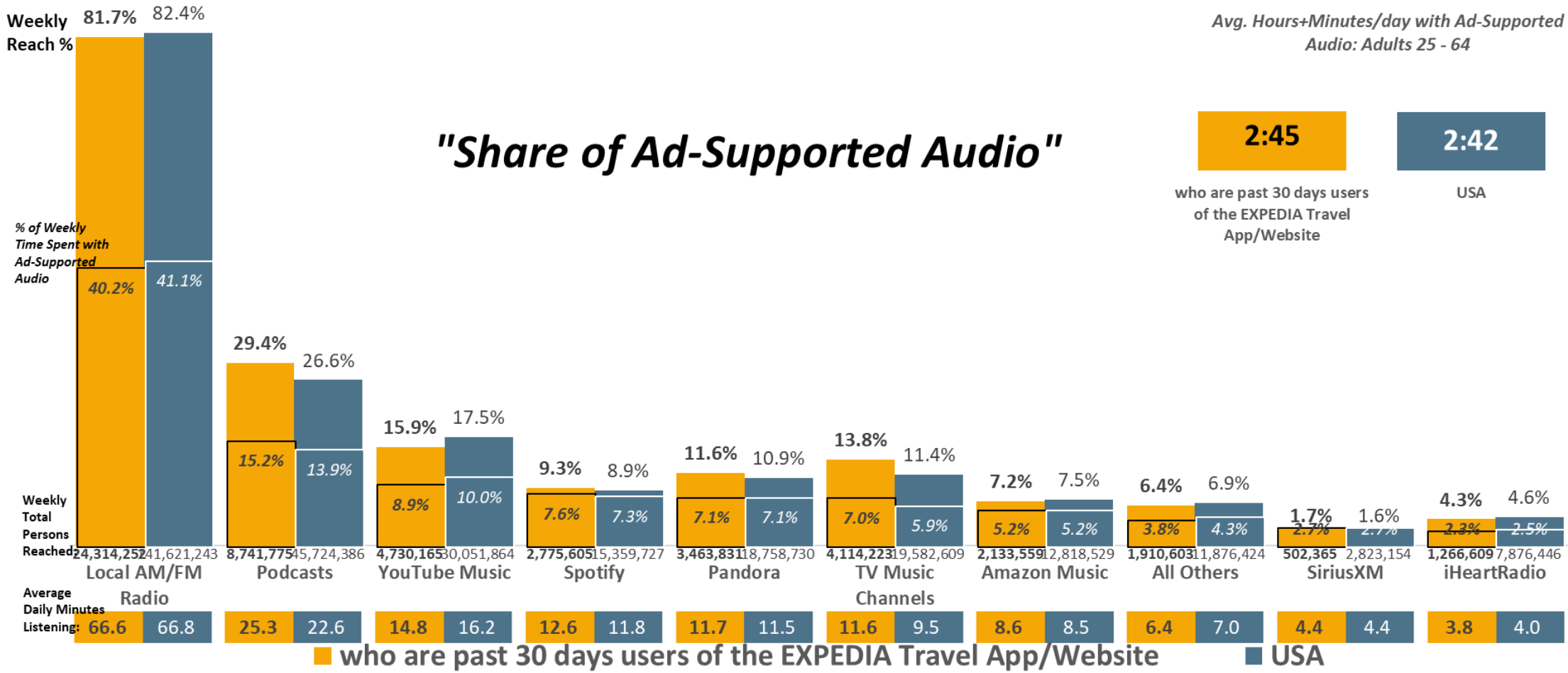
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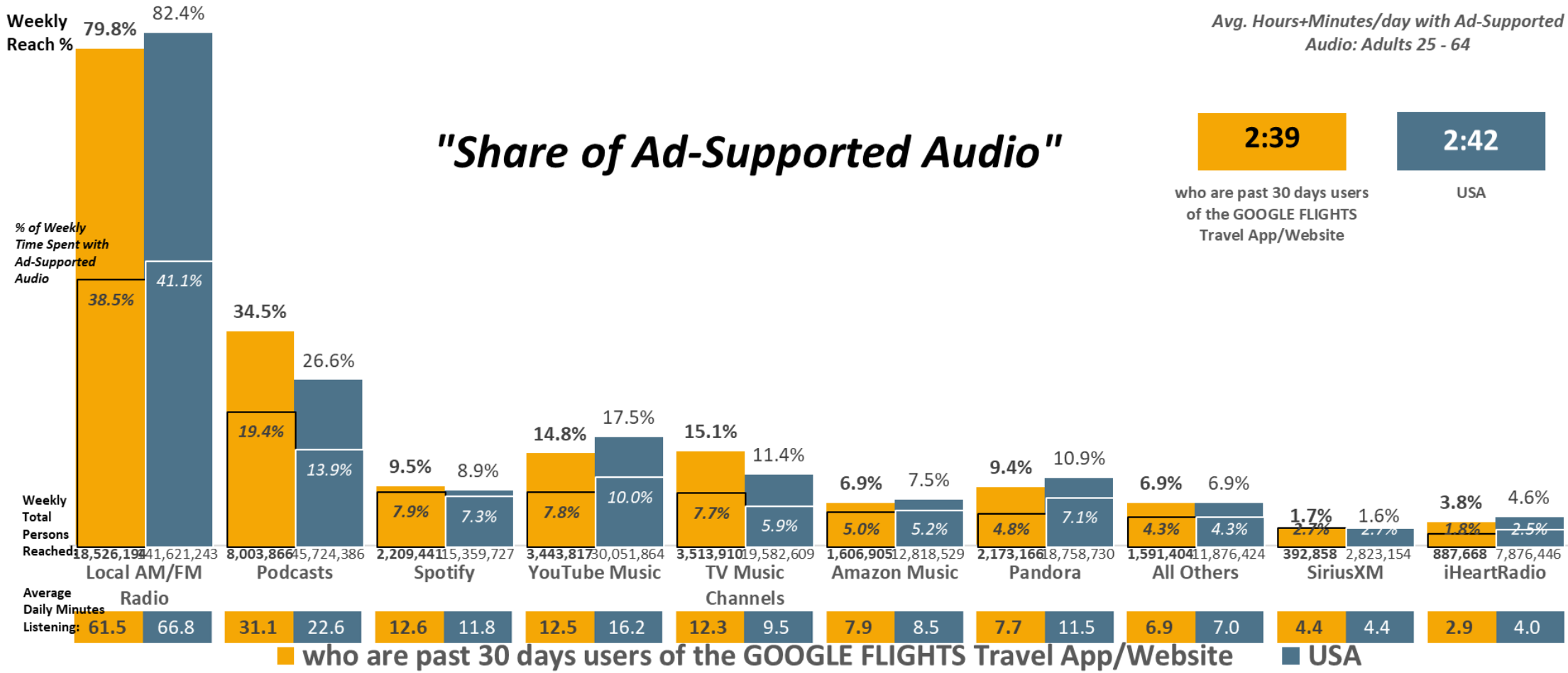
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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

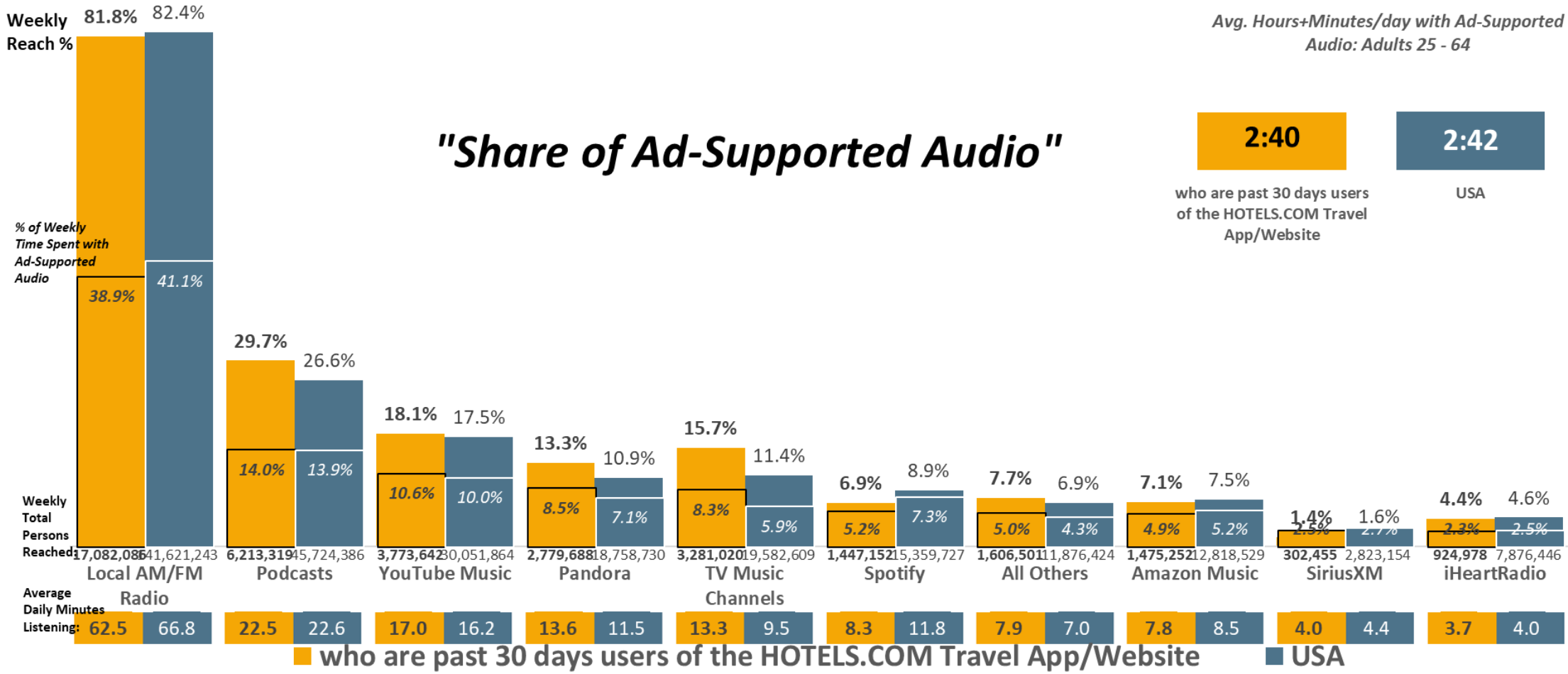
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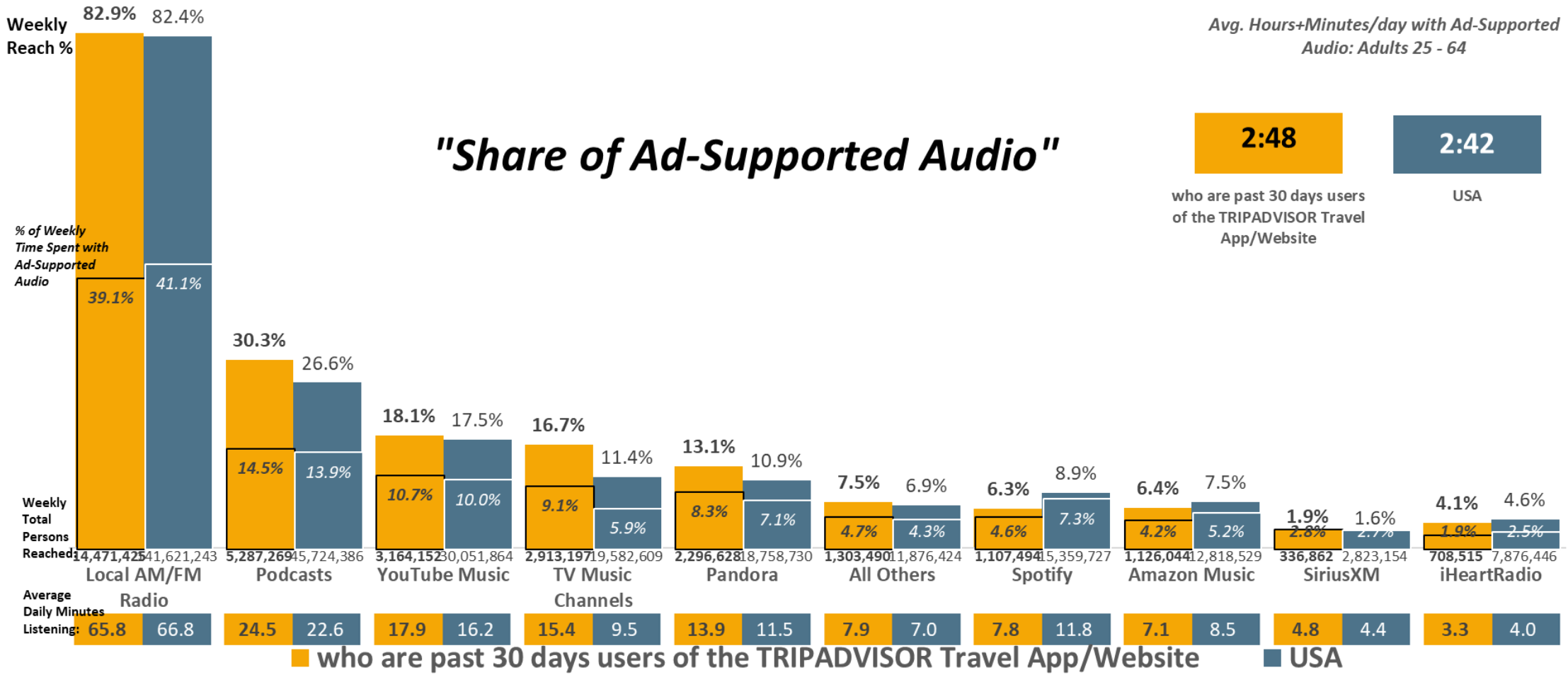
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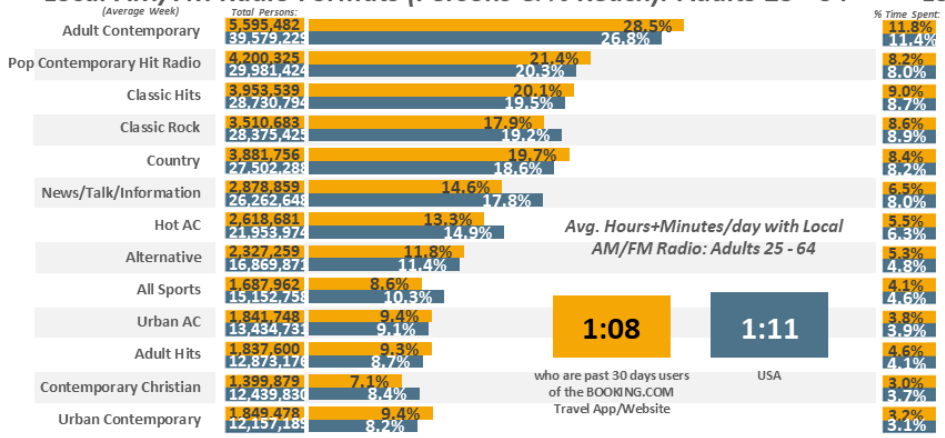
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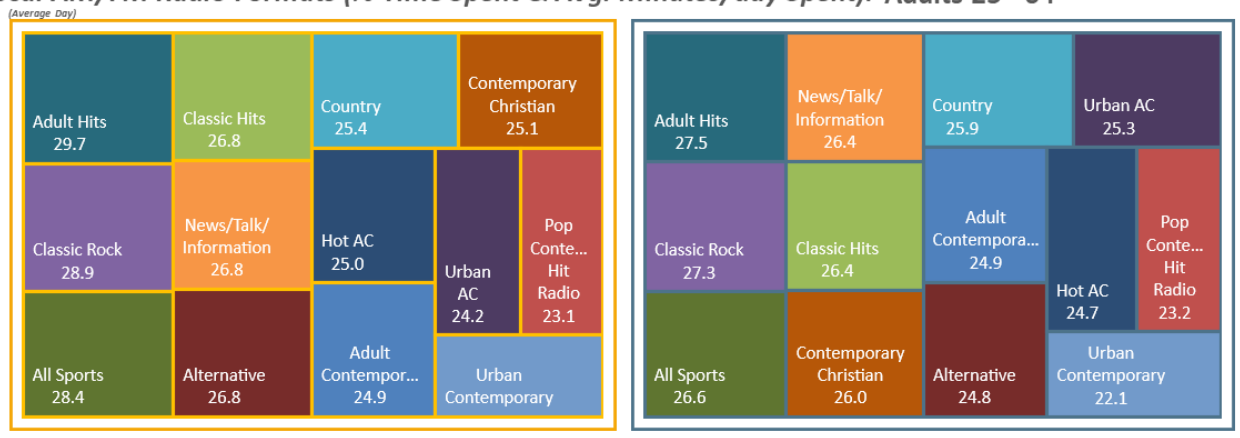
Booking.com

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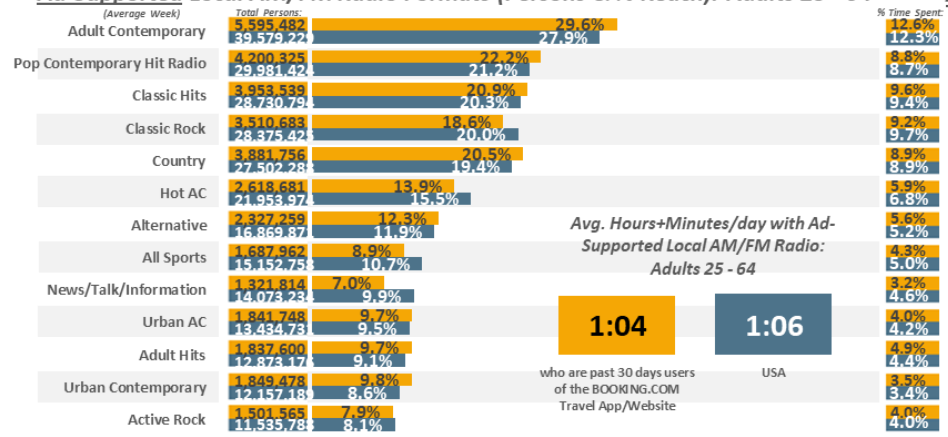
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



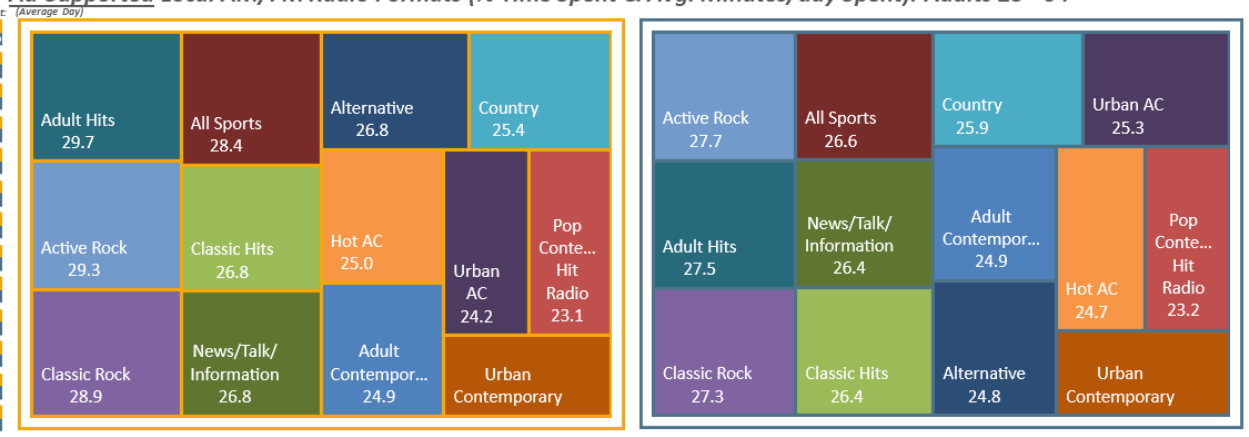
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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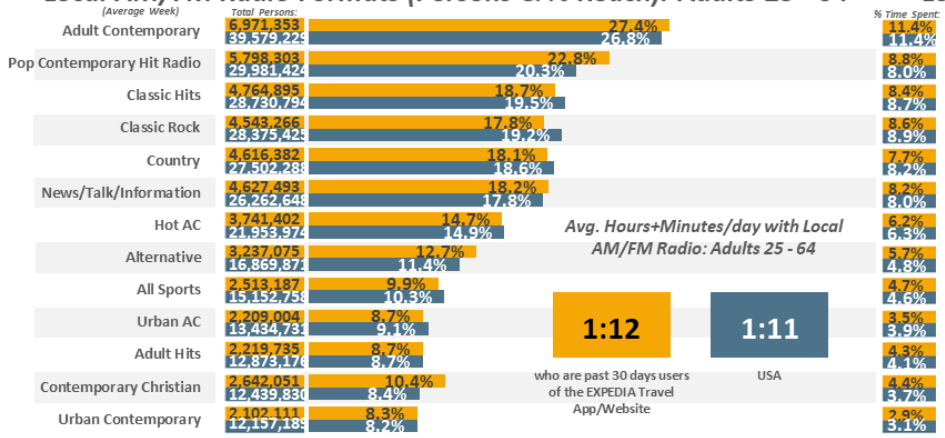
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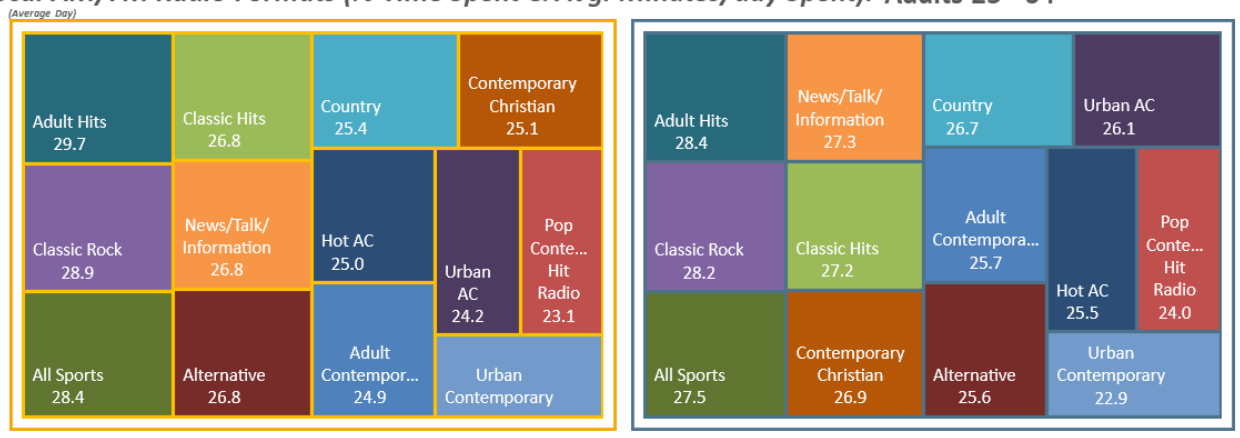
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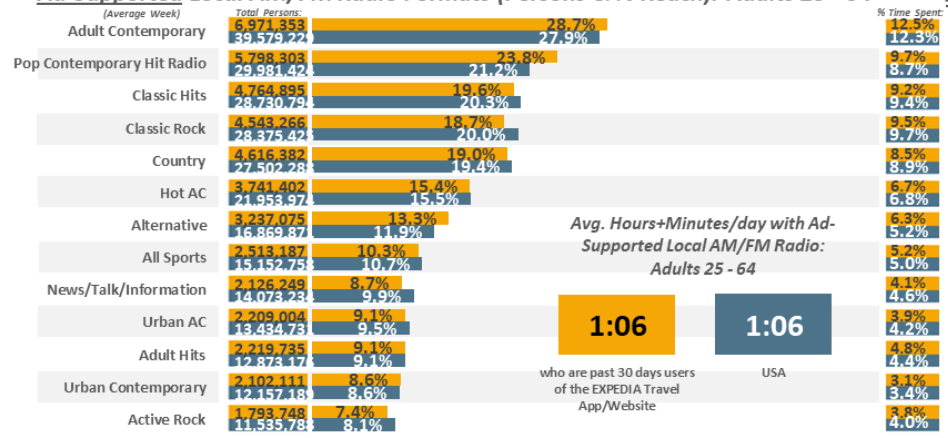
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



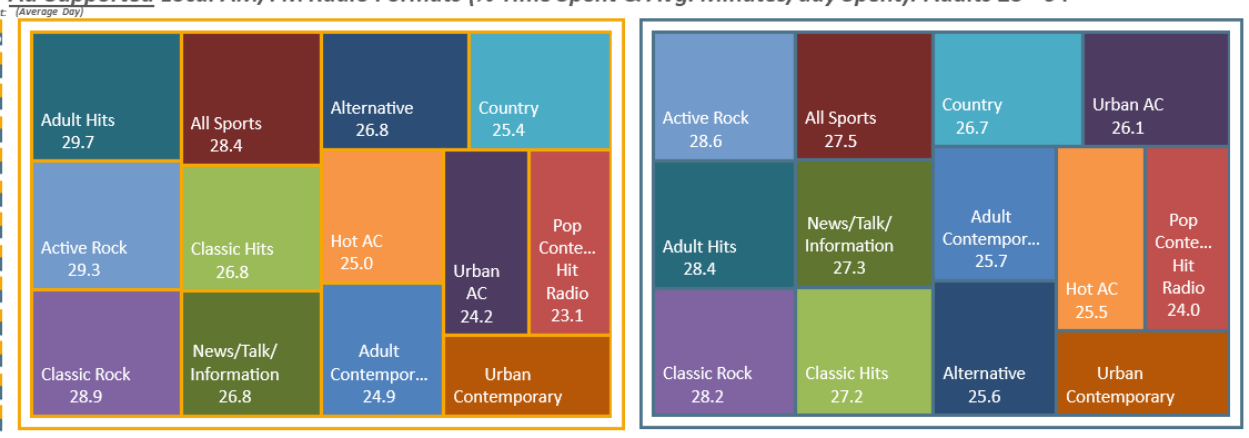
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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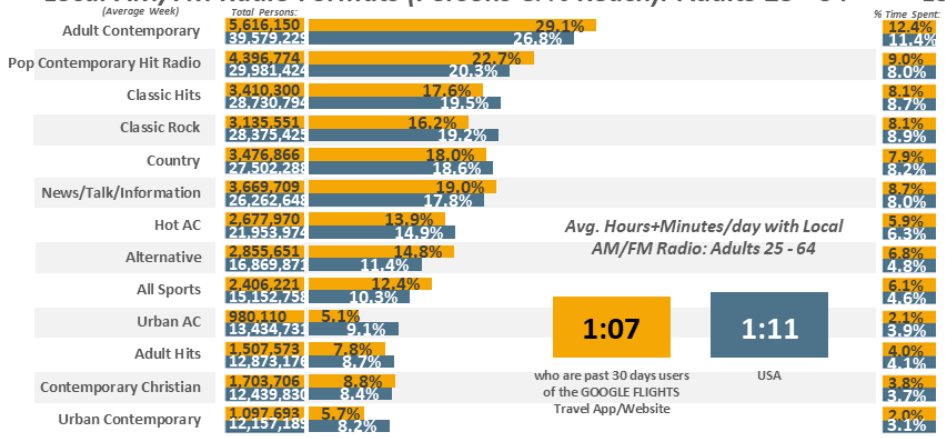
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Apps or websites used or visited past 30 days:Travel: Expedia

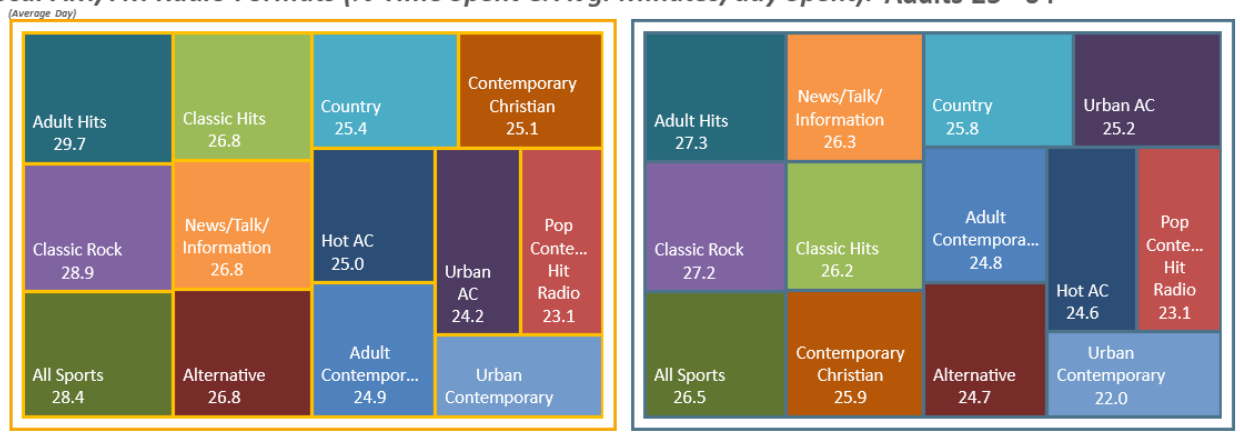
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Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64

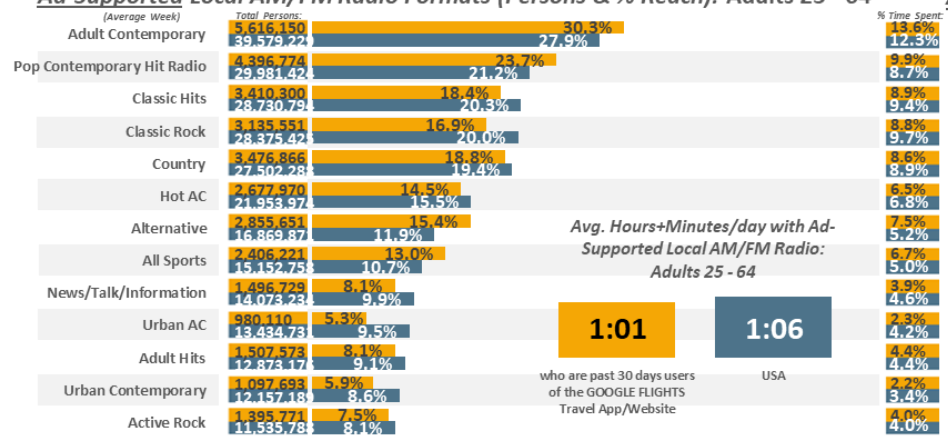


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

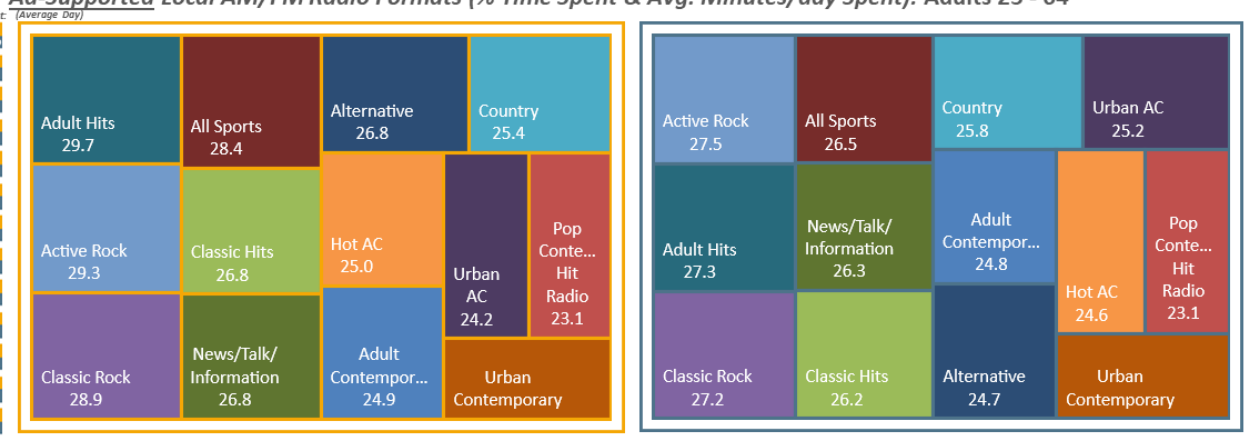


who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website ■ USA

Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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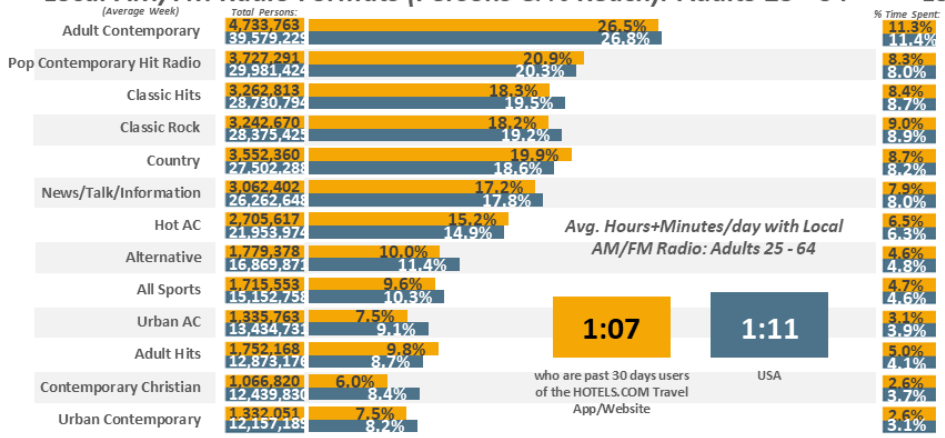
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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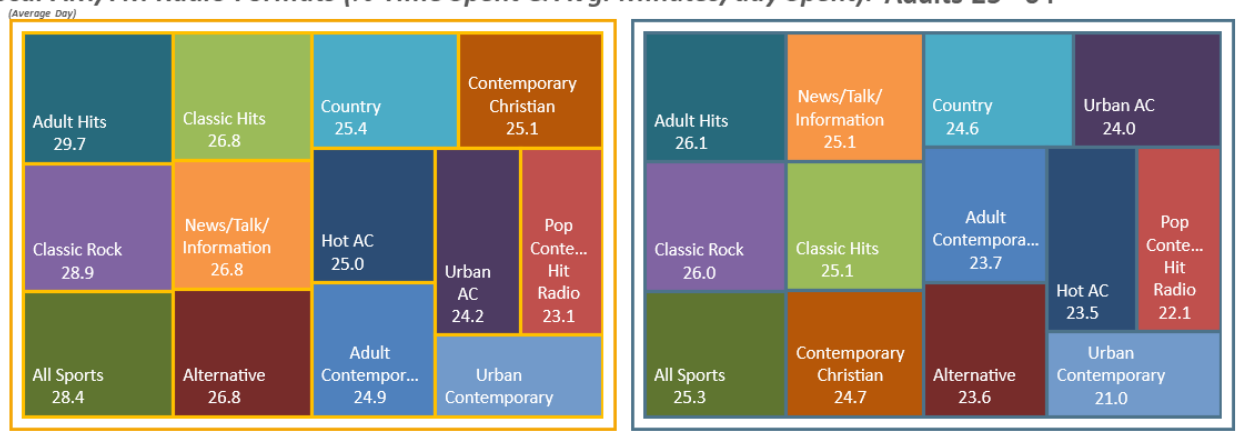
Apps or websites used or visited past 30 days:Travel: Google Flights

17,082,086 or 81.8% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

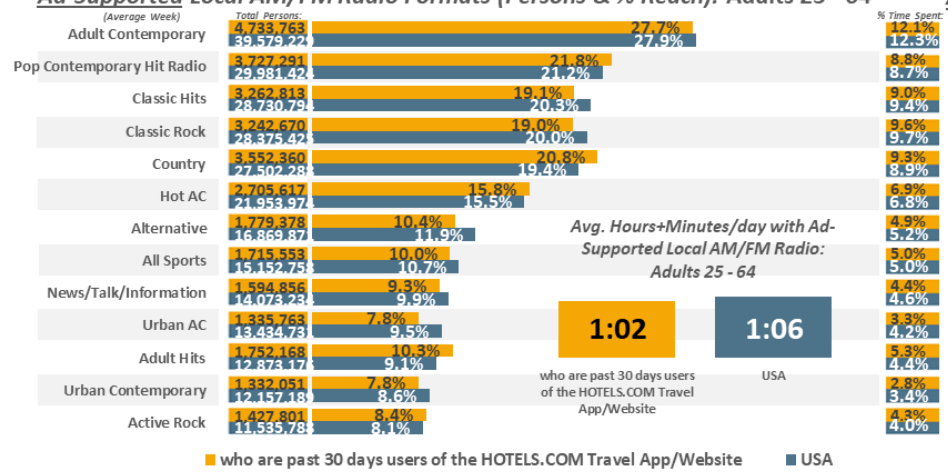
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



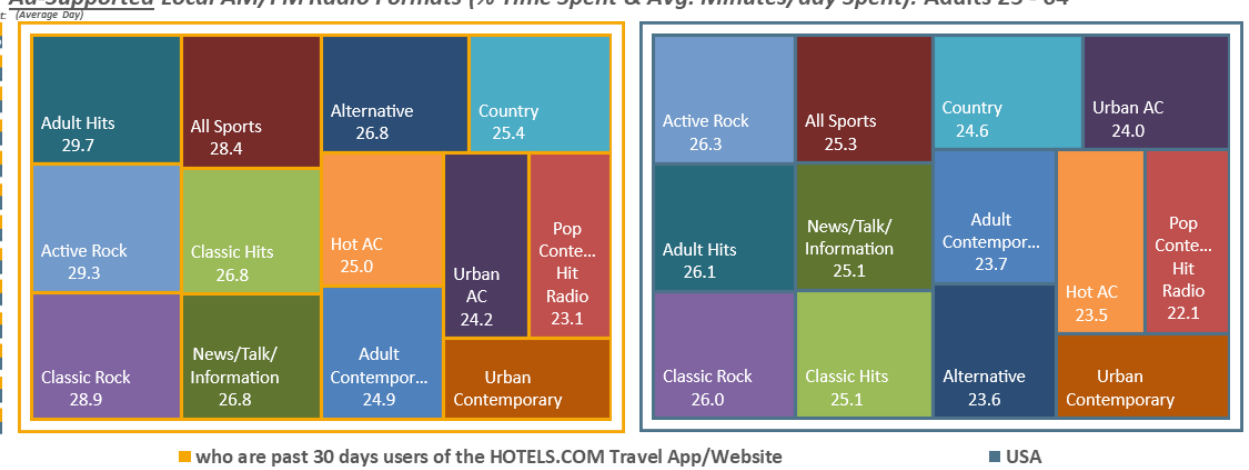
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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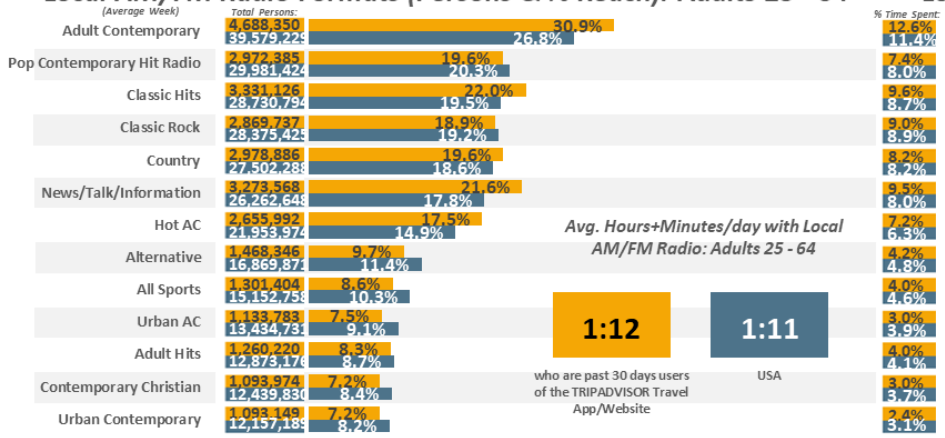
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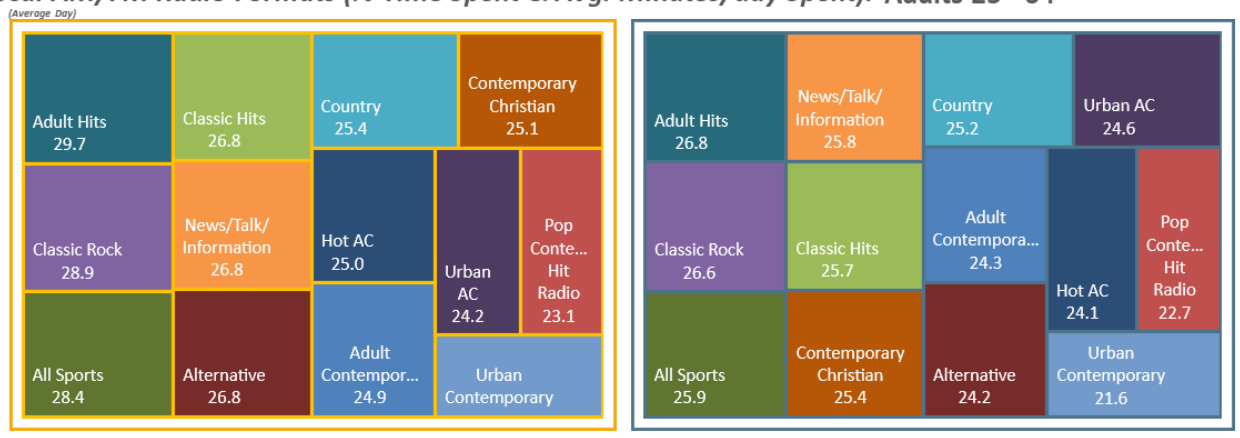
Apps or websites used or visited past 30 days:Travel: Hotels.com

14,471,425 or 82.9% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

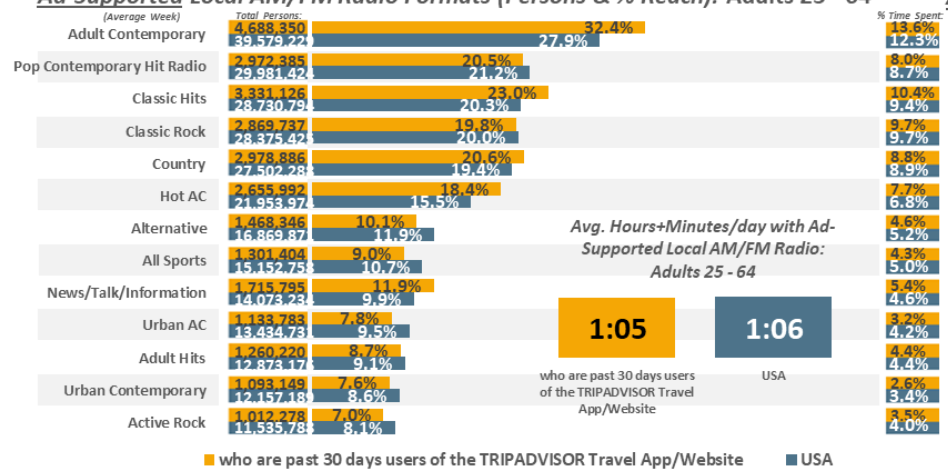
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



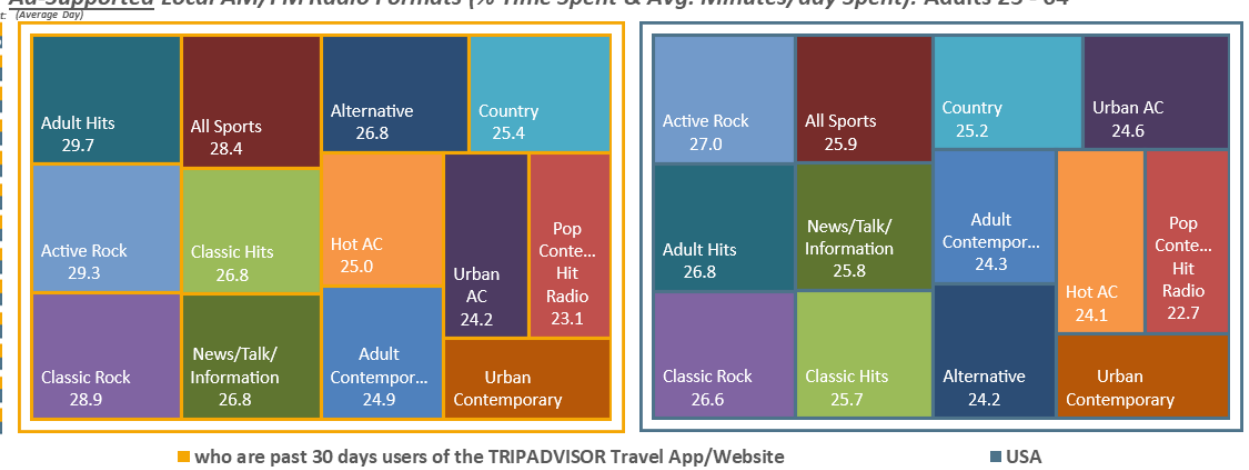
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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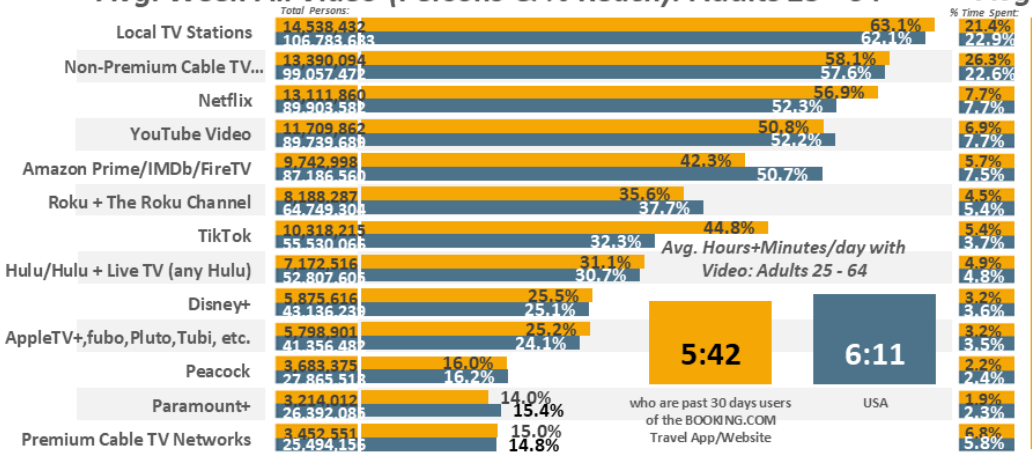
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

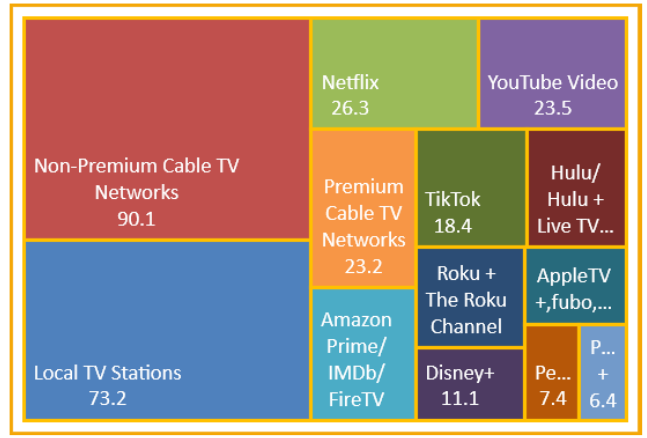
Booking.com

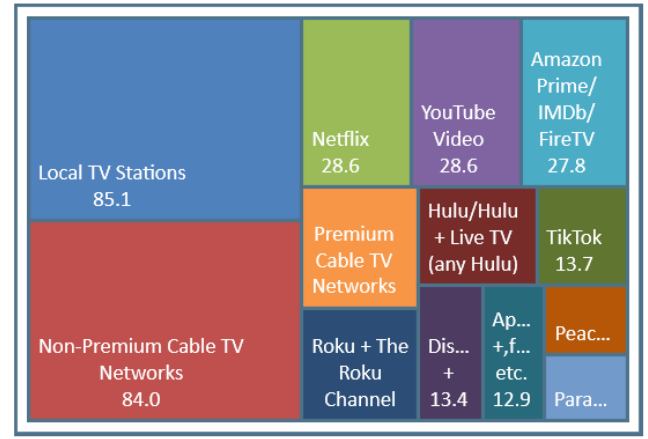
14,384,130 or 62.5% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

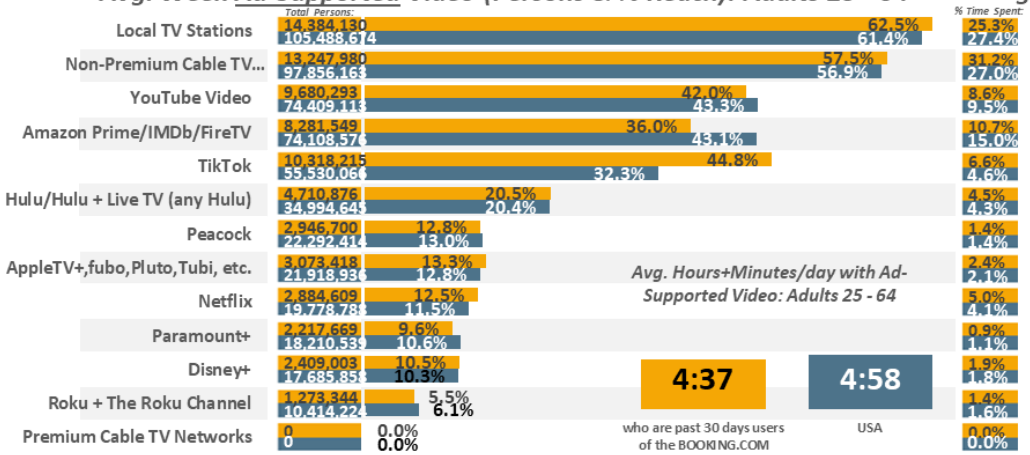


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

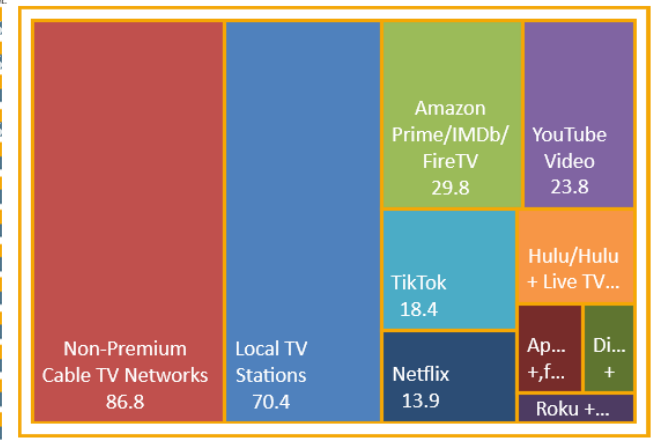


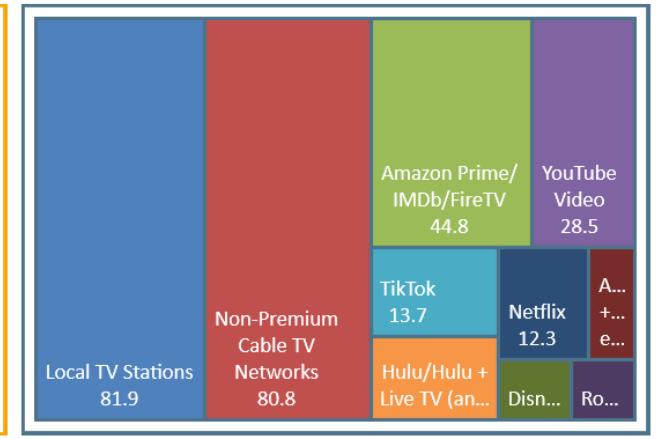


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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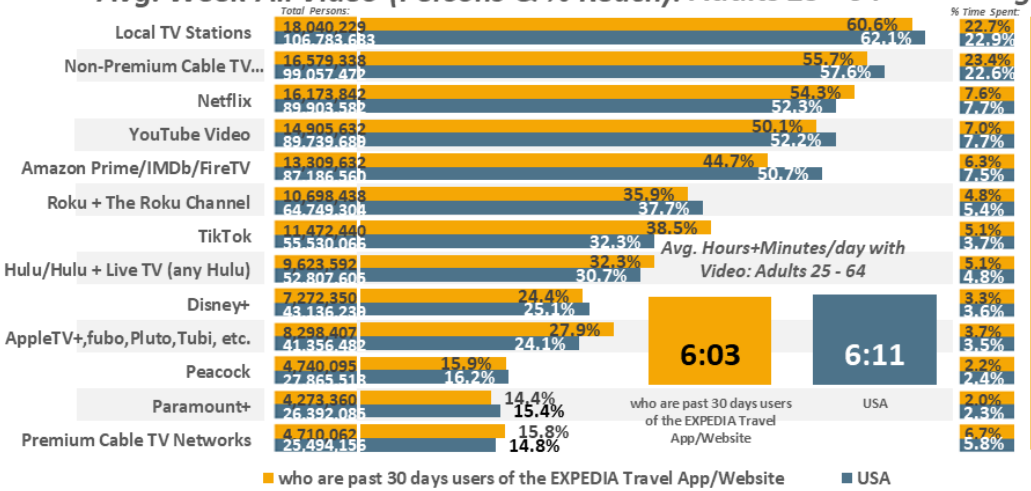
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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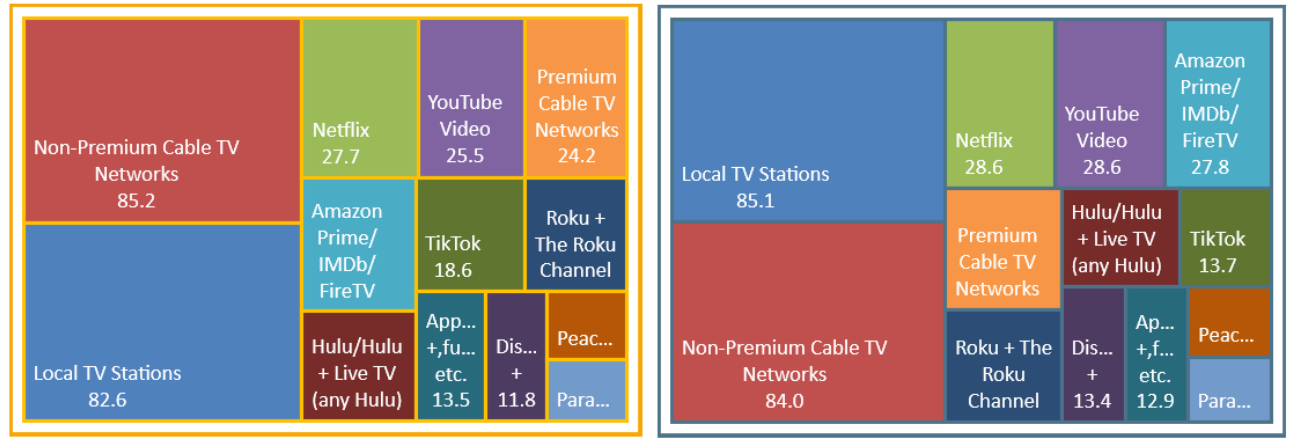
Apps or websites used or visited past 30 days:Travel: Booking.com

17,836,679 or 59.9% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

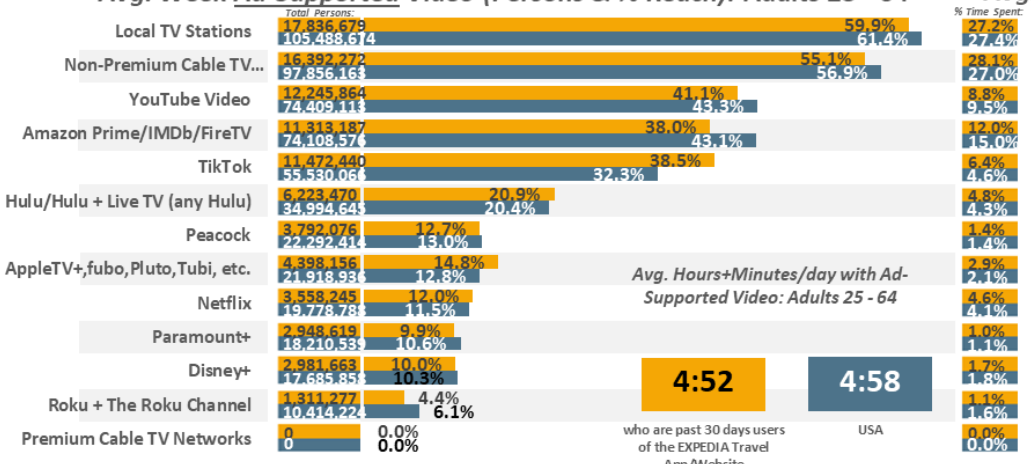


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

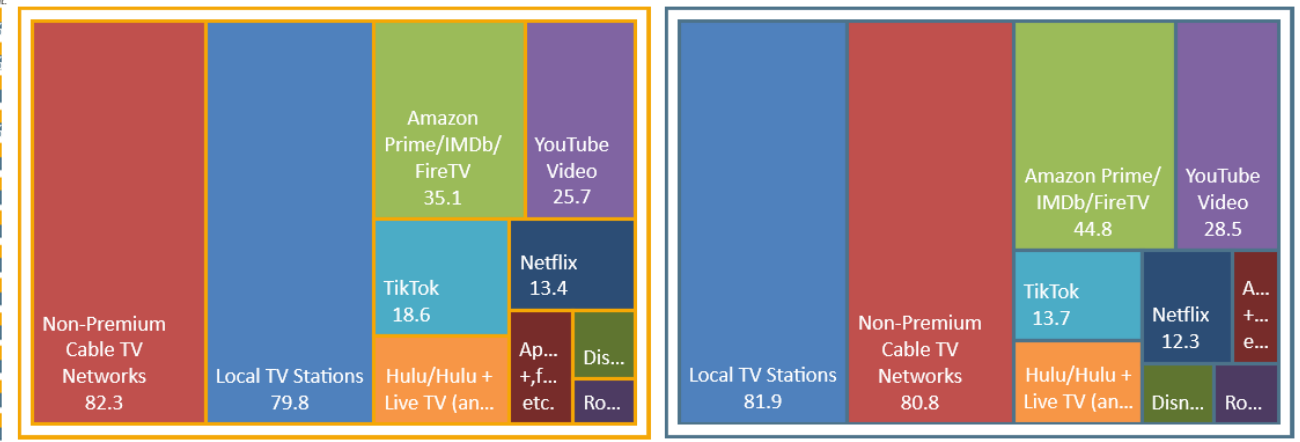


who are past 30 days users of the EXPEDIA Travel App/Website ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who are past 30 days users of the EXPEDIA Travel App/Website ■ USA

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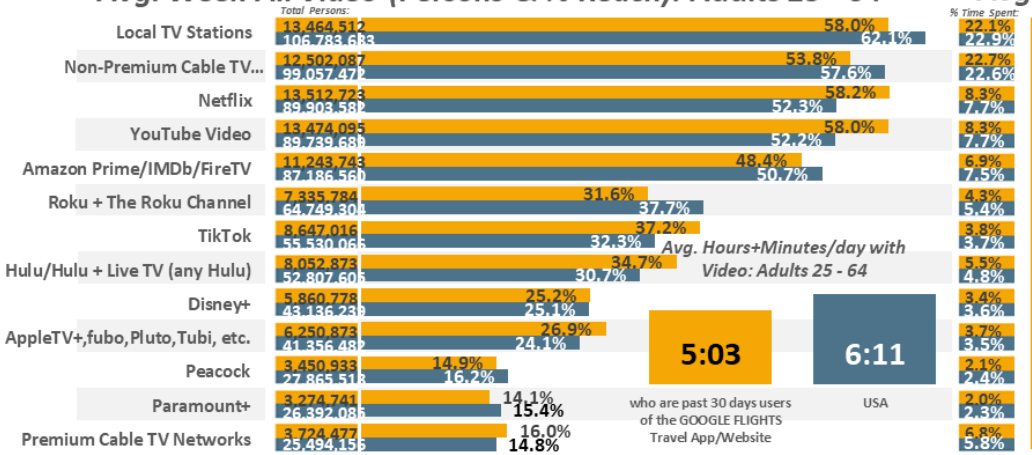
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Apps or websites used or visited past 30 days:Travel: Expedia

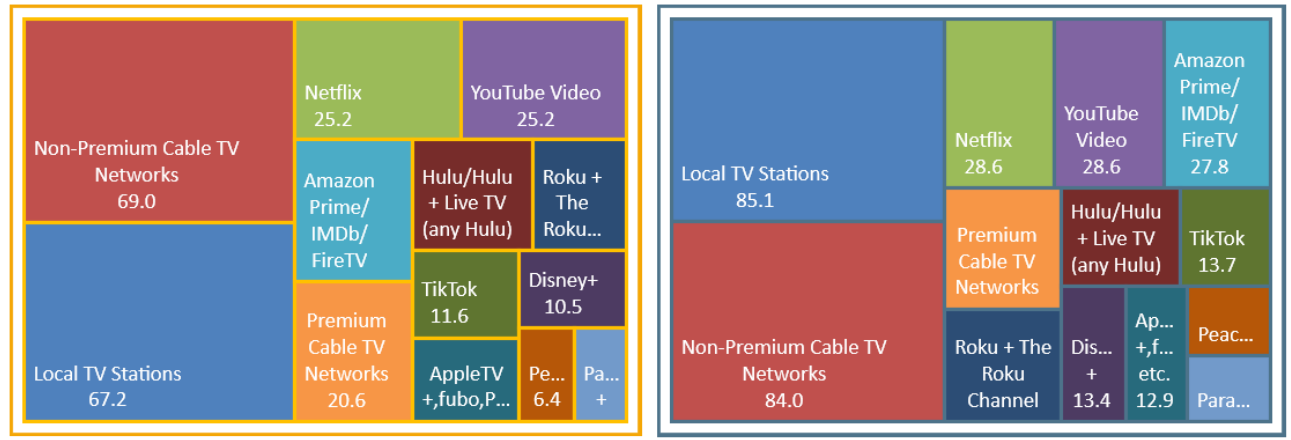
Google Flights

13,356,503 or 57.5% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website watch Ad-Supported Local TV Stations for an average of 65. minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

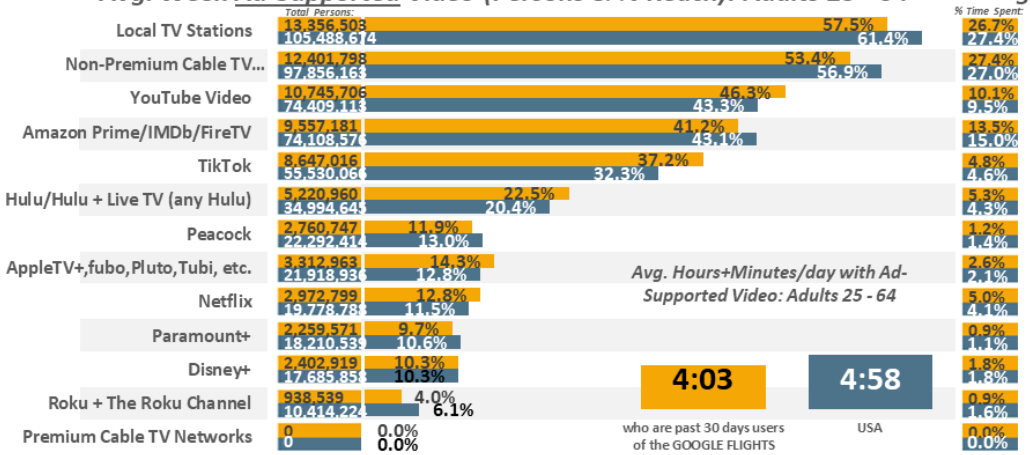
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



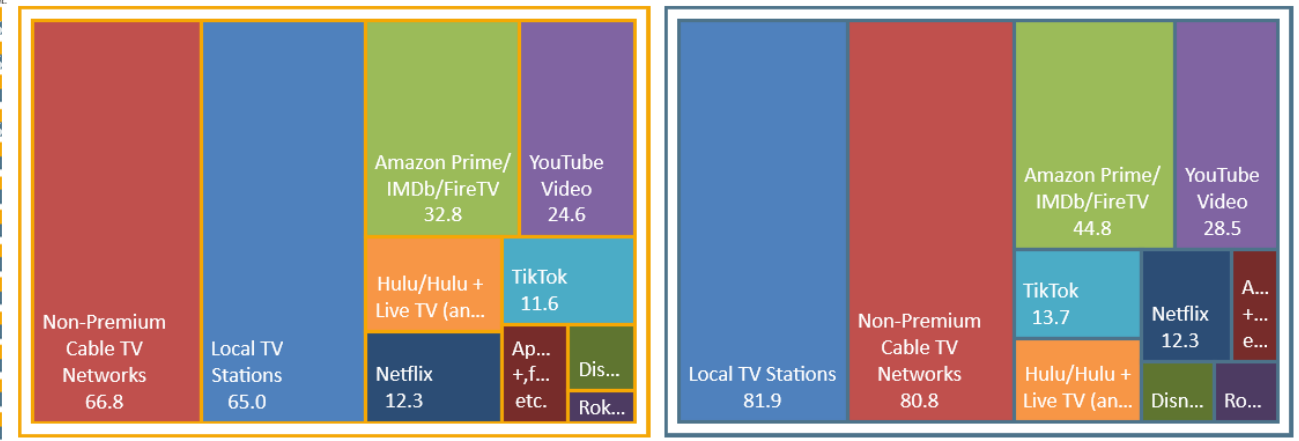
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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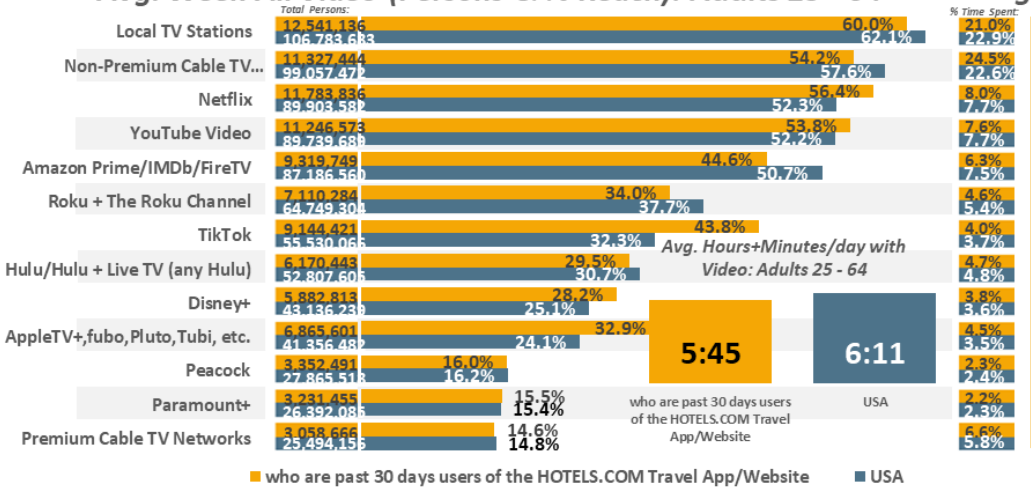
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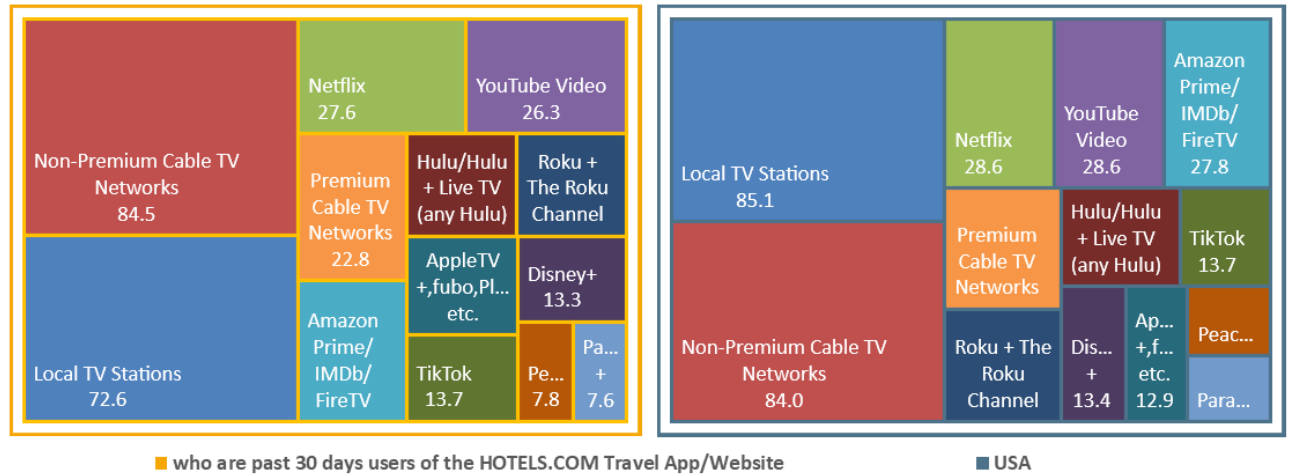
Apps or websites used or visited past 30 days:Travel: Google Flights

12,406,605 or 59.4% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website watch Ad-Supported Local TV Stations for an average of 69.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

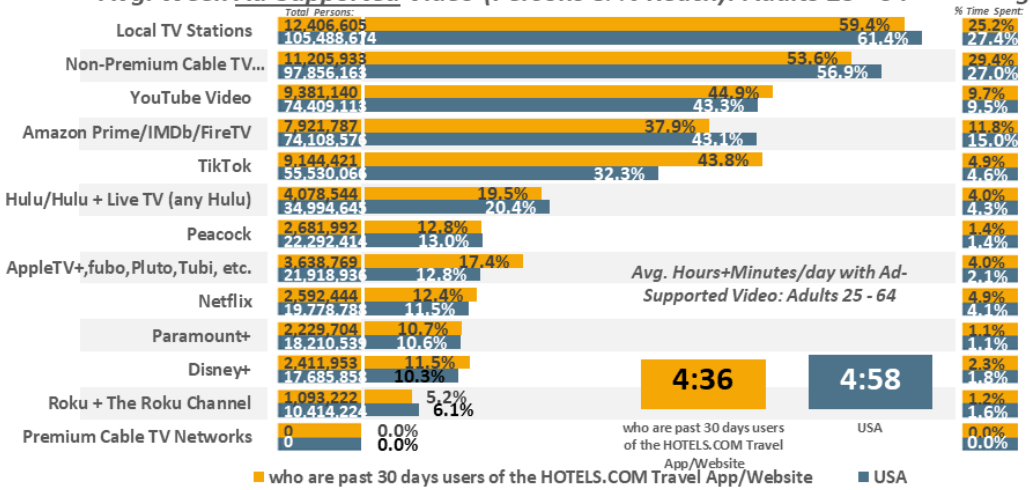
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



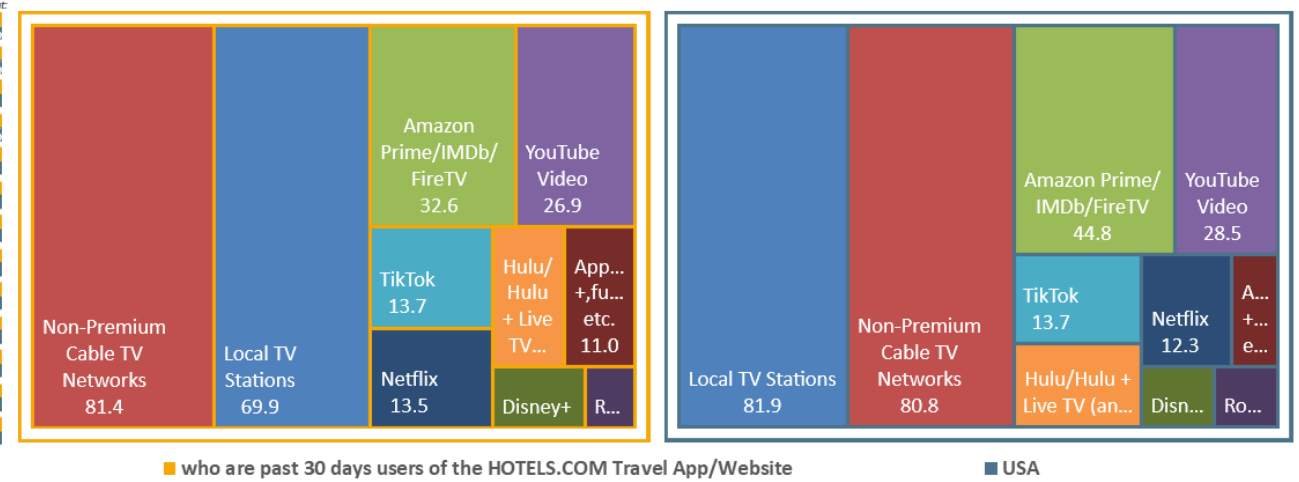
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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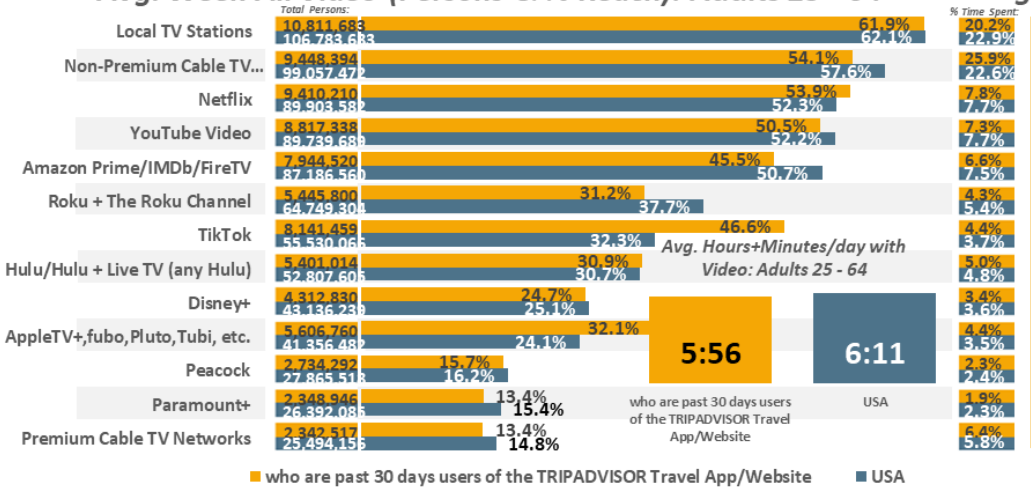
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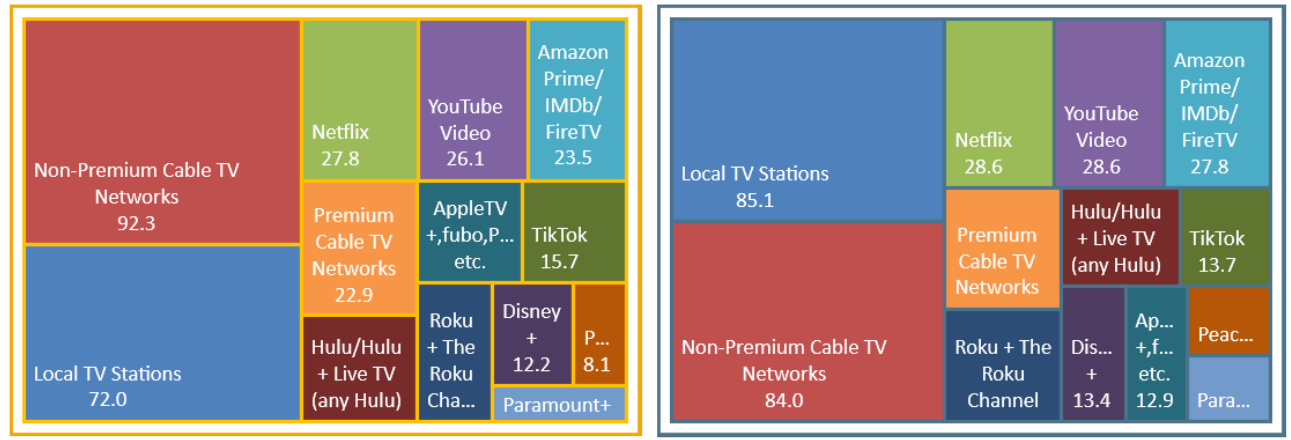
Apps or websites used or visited past 30 days:Travel: Hotels.com

10,697,574 or 61.2% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website watch Ad-Supported Local TV Stations for an average of 69. minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

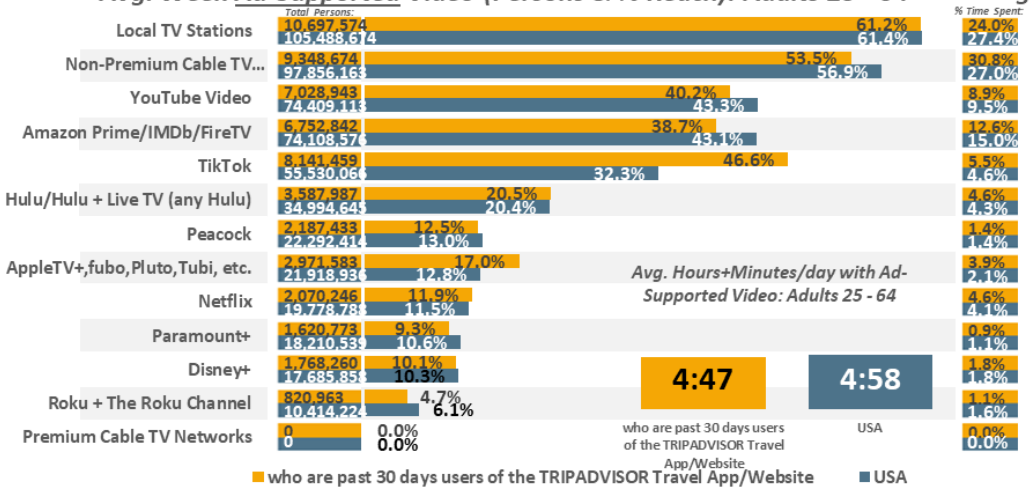
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



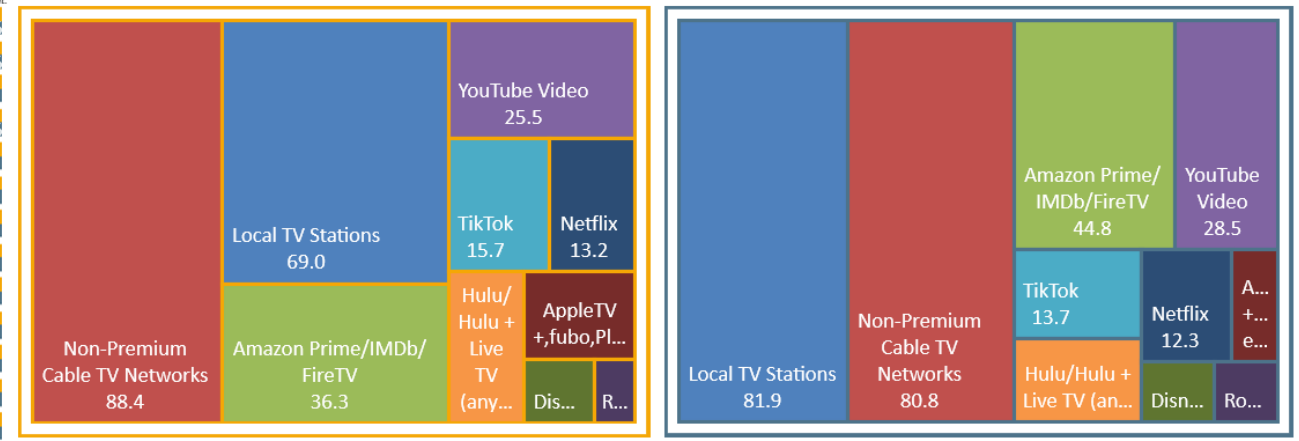
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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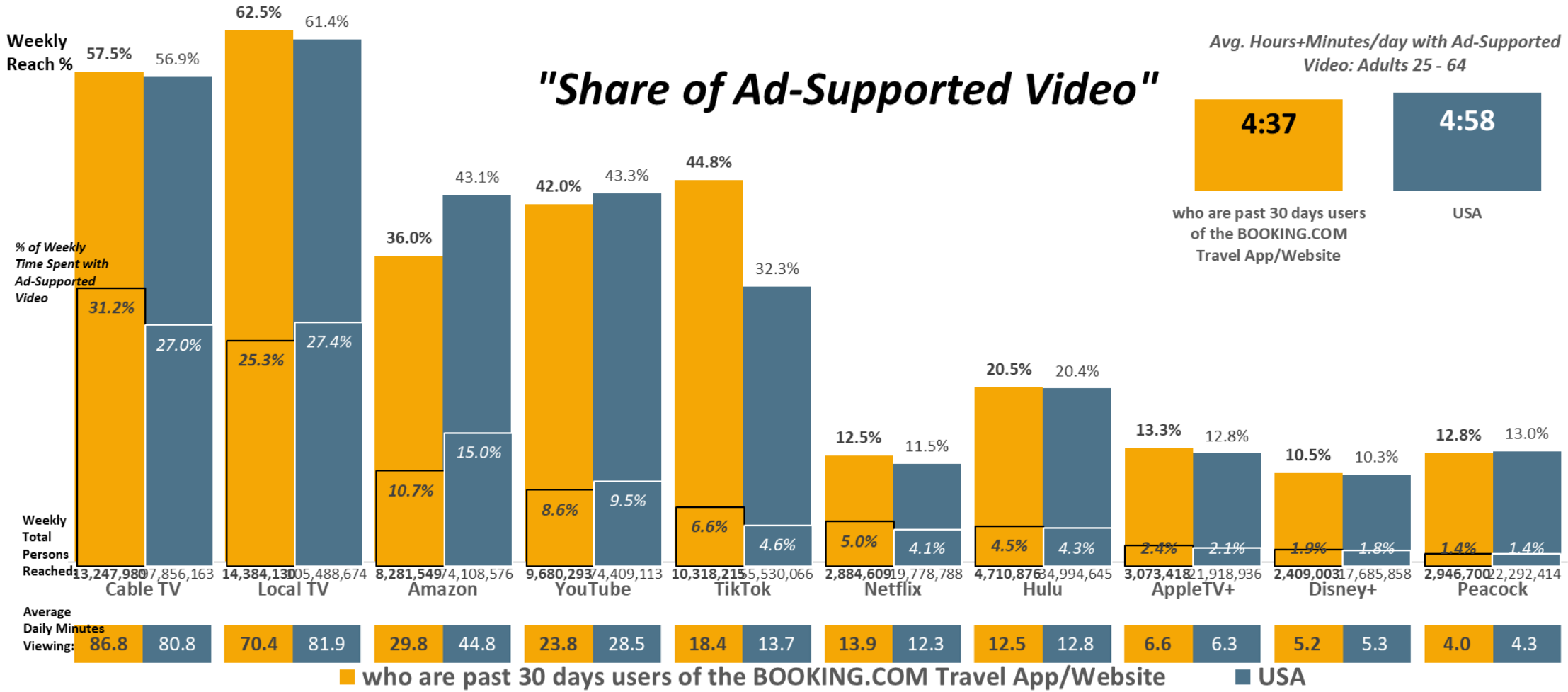
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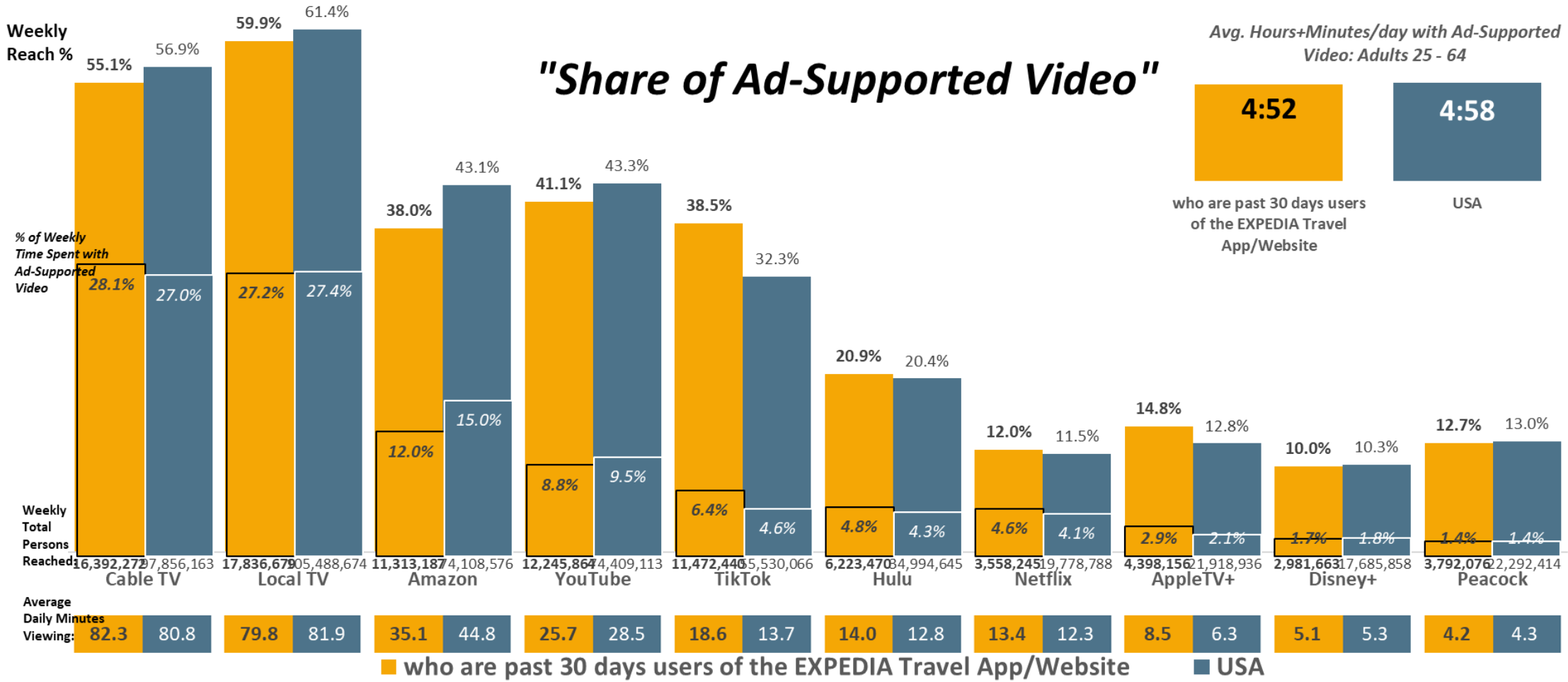
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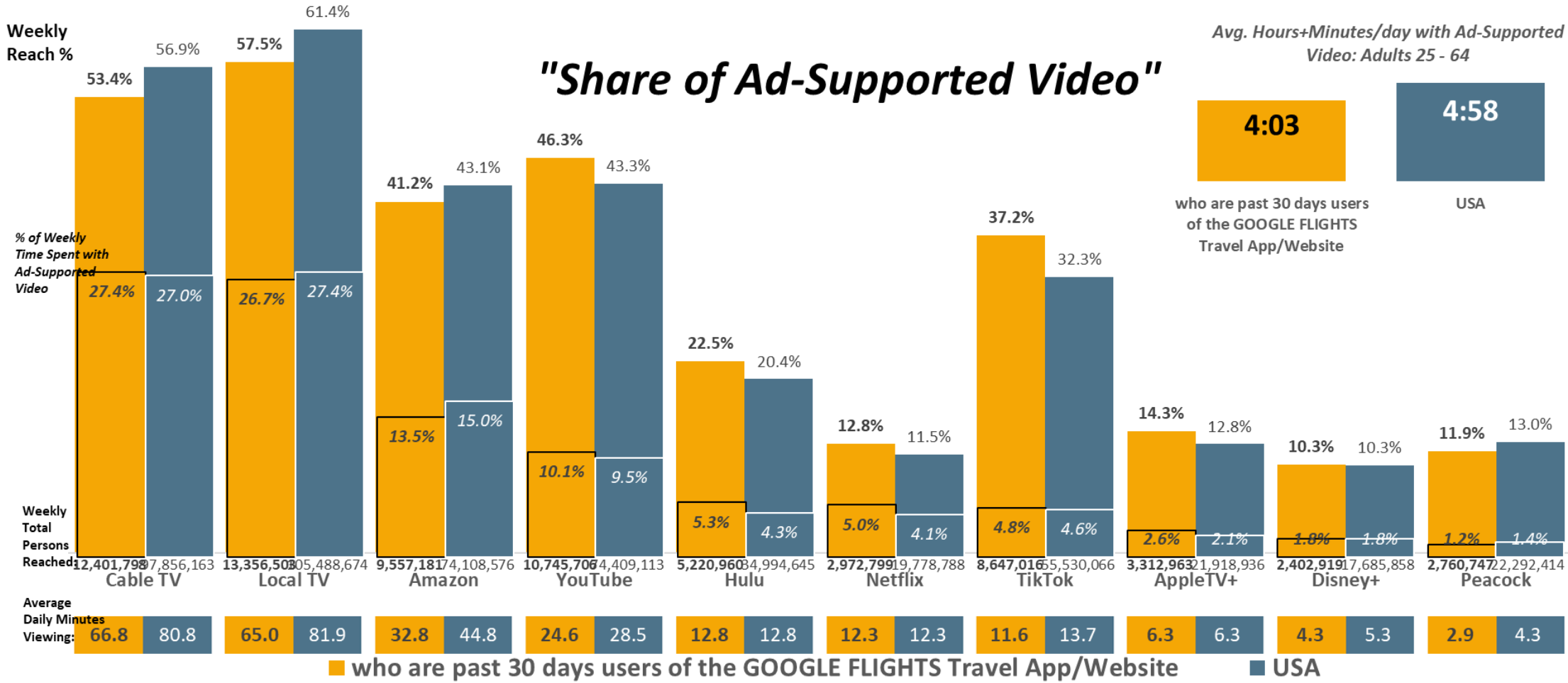
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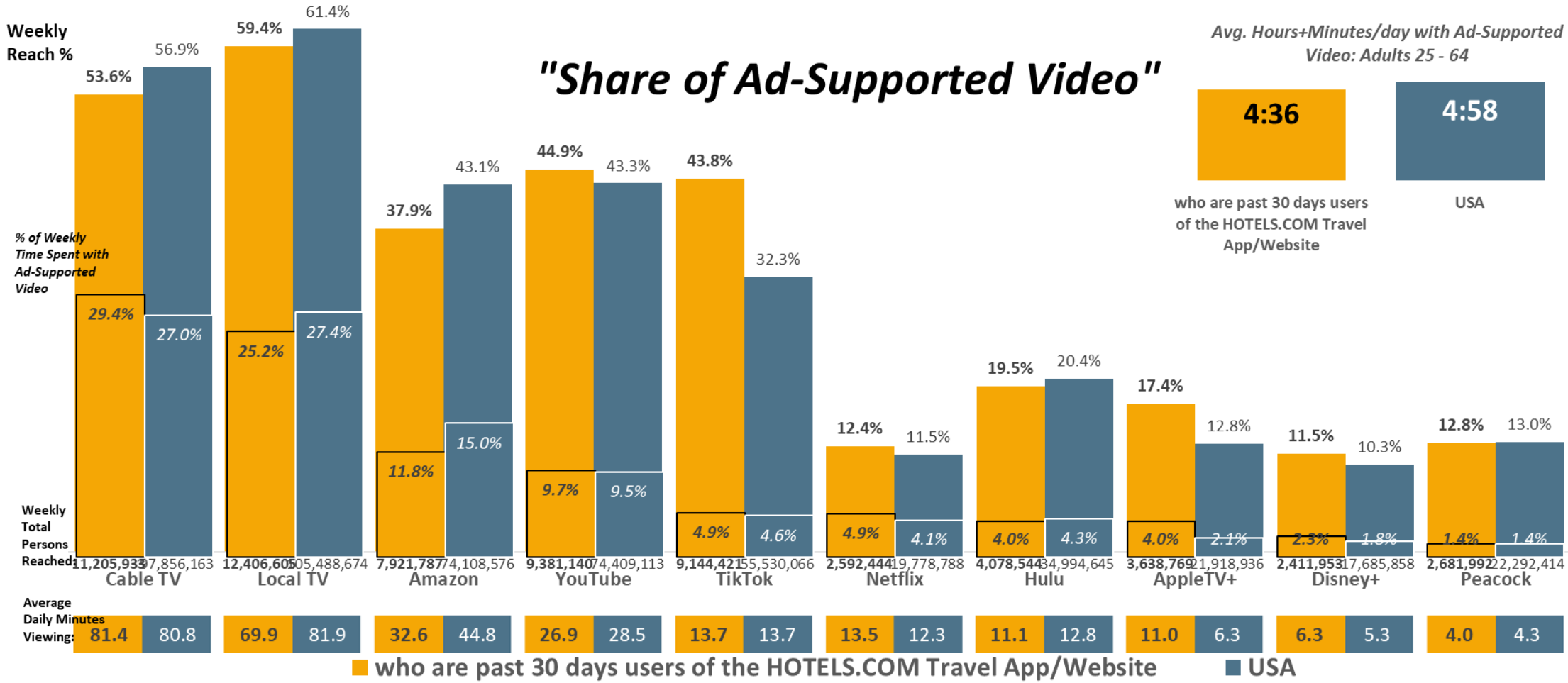
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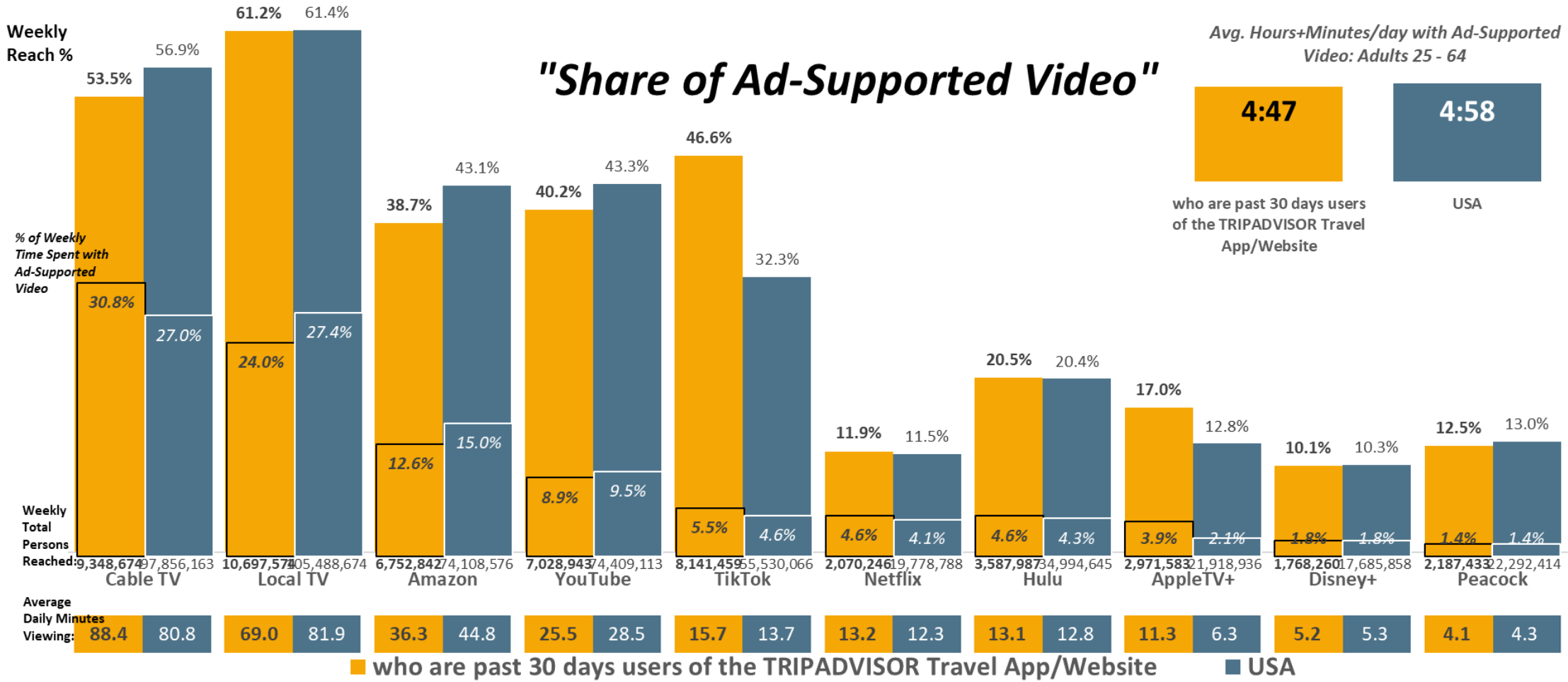
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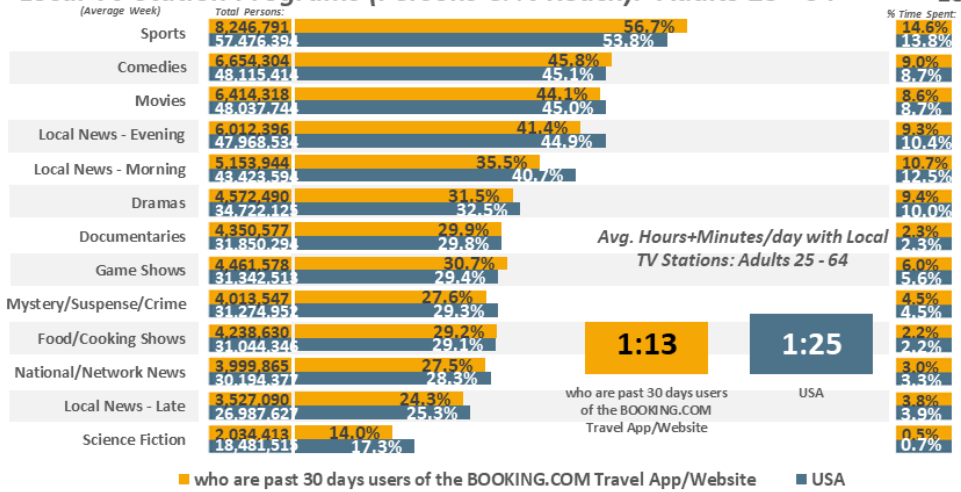
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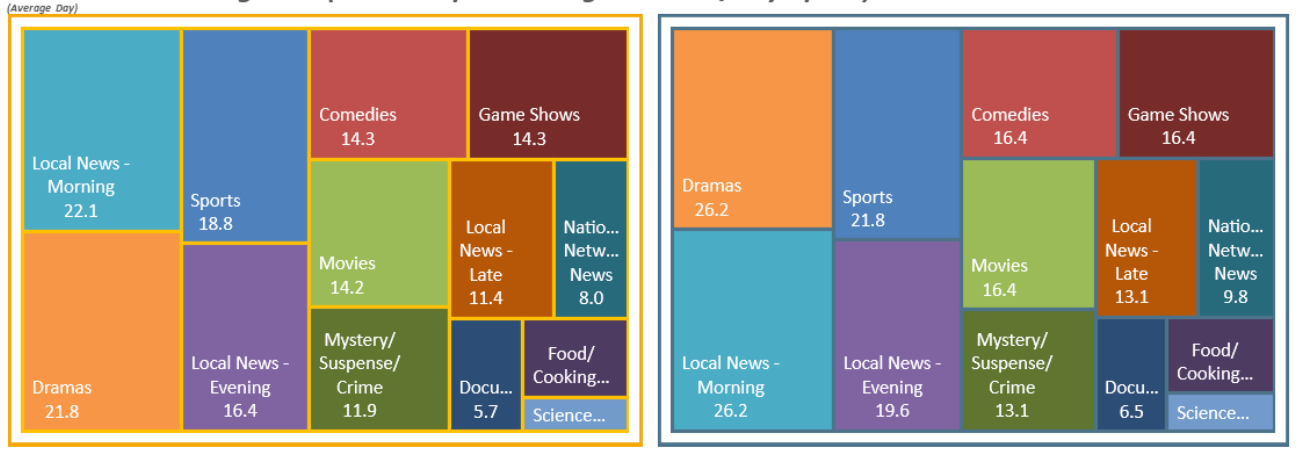
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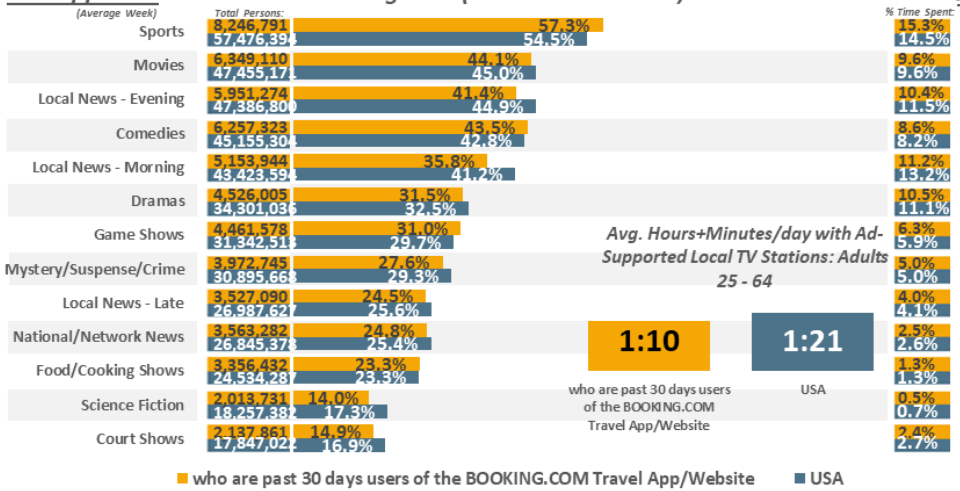
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



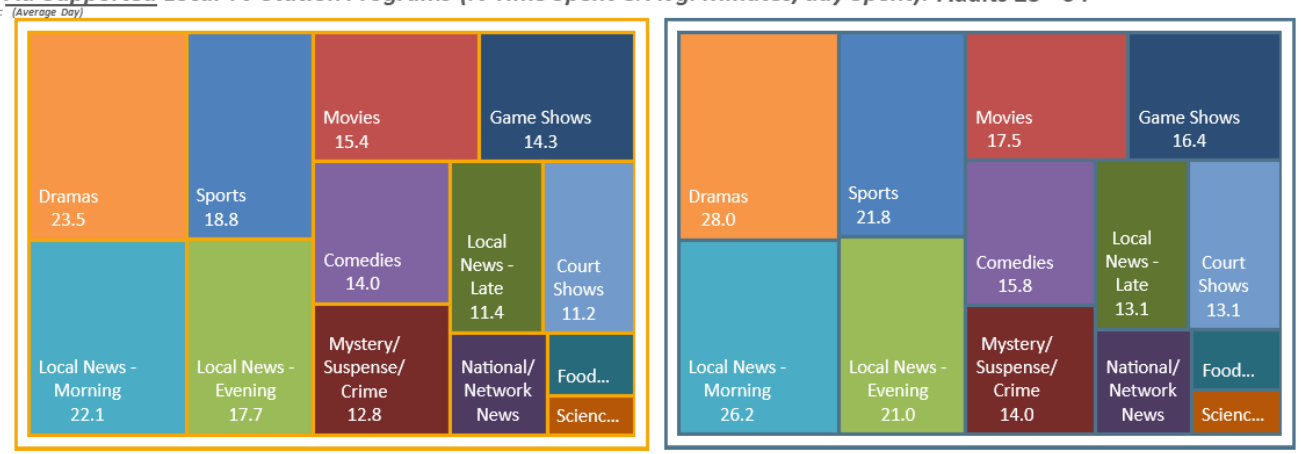
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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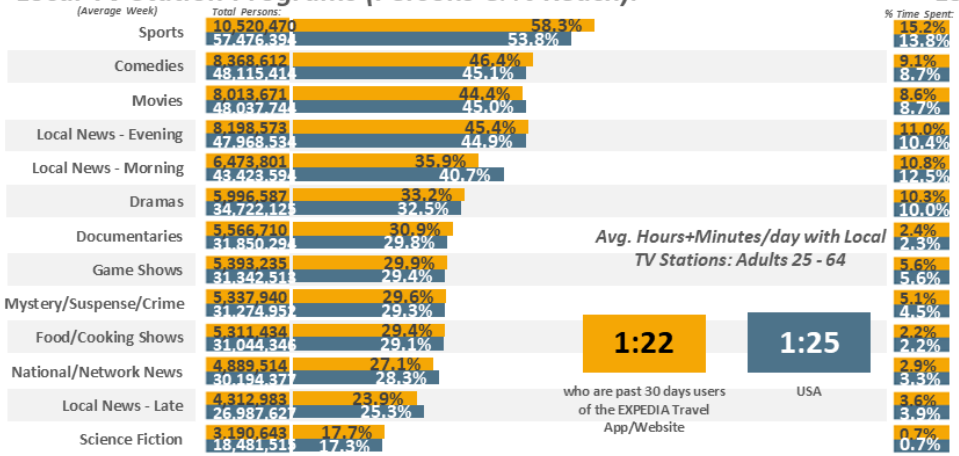
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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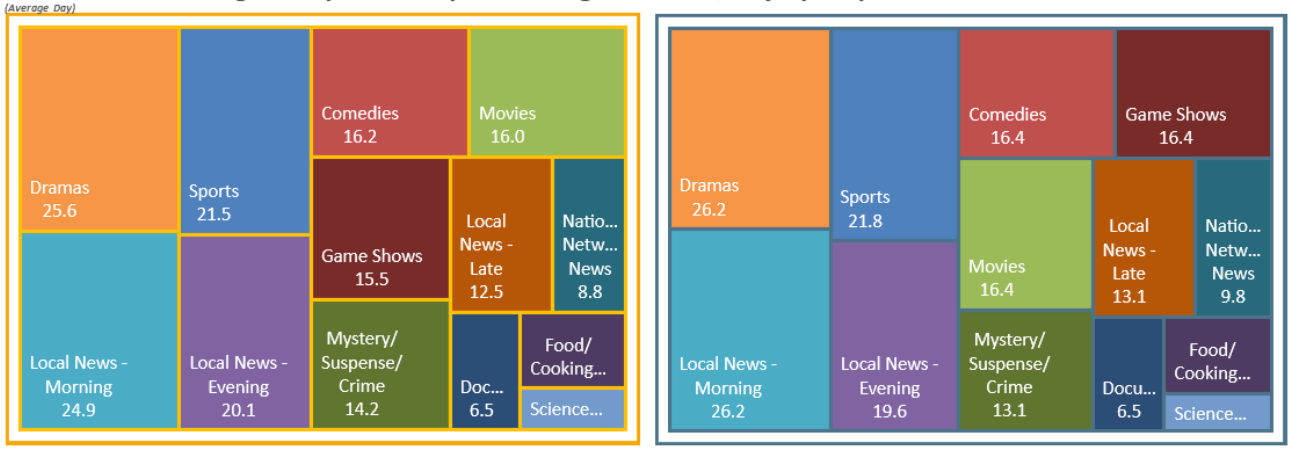
Apps or websites used or visited past 30 days:Travel: Booking.com

17,836,679 or 59.9% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

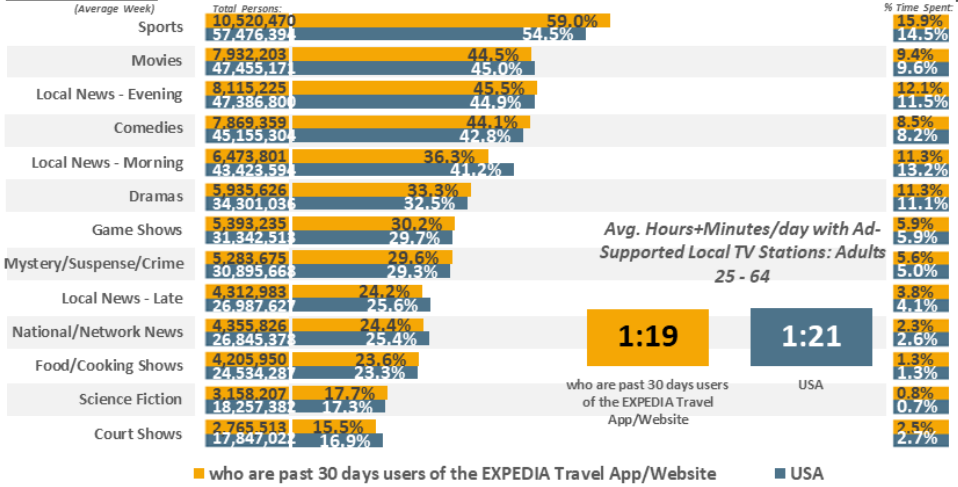
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



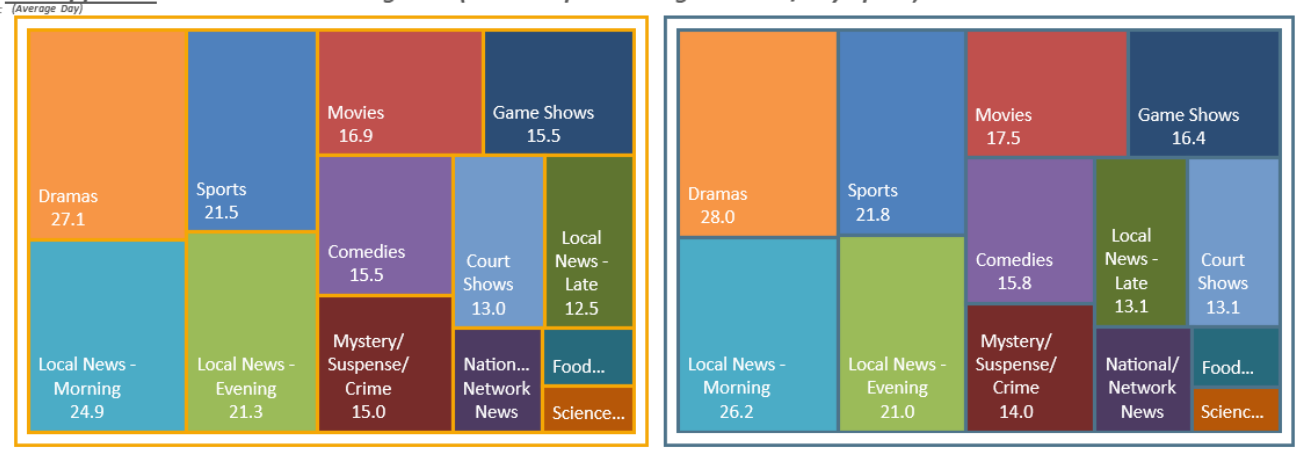
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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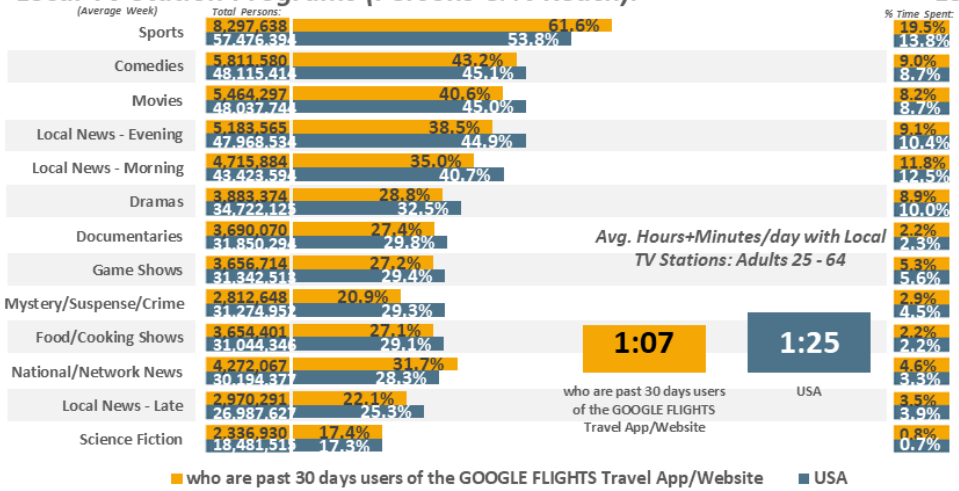
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Apps or websites used or visited past 30 days:Travel: Expedia

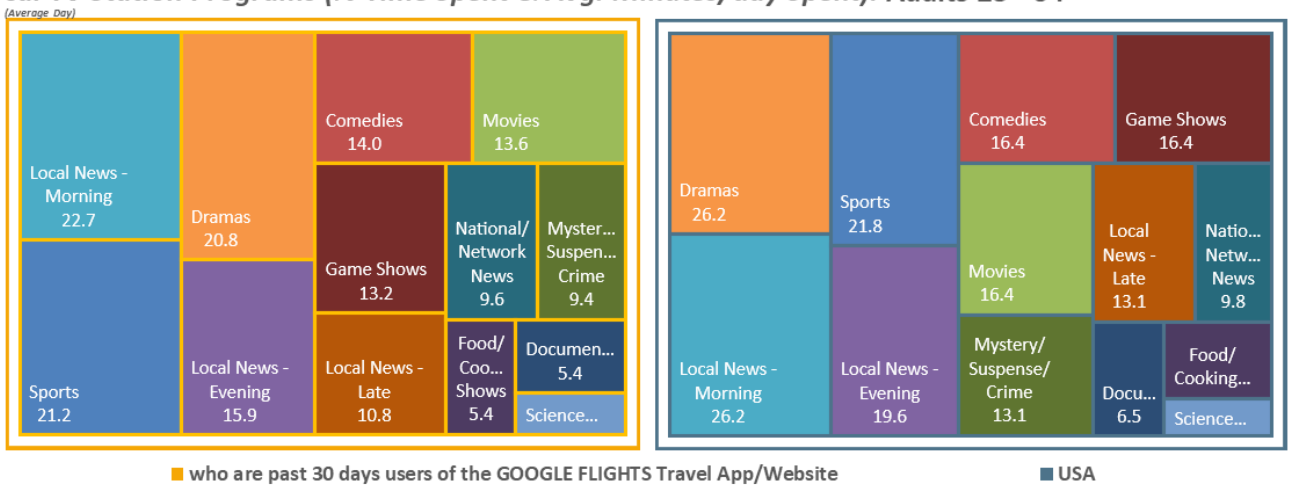
Google Flights

13,356,503 or 57.5% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

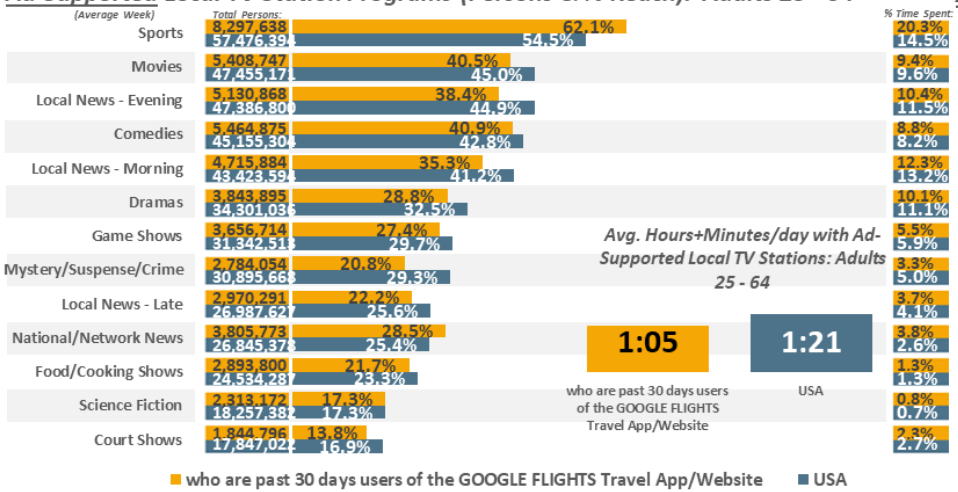
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



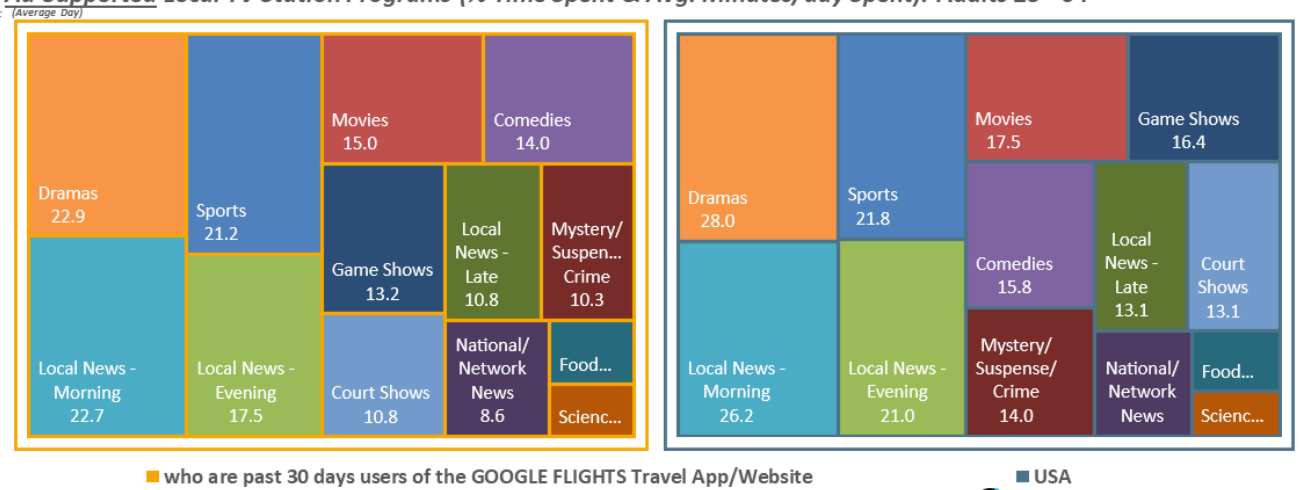
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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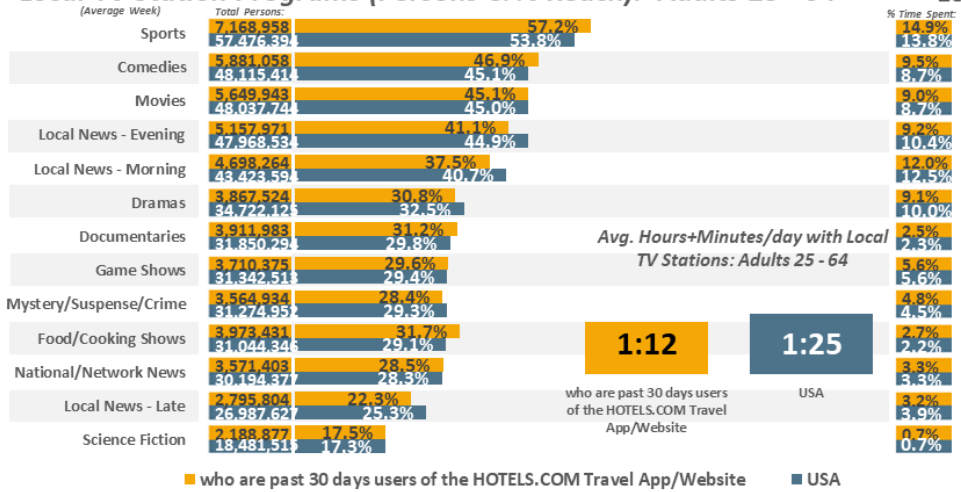
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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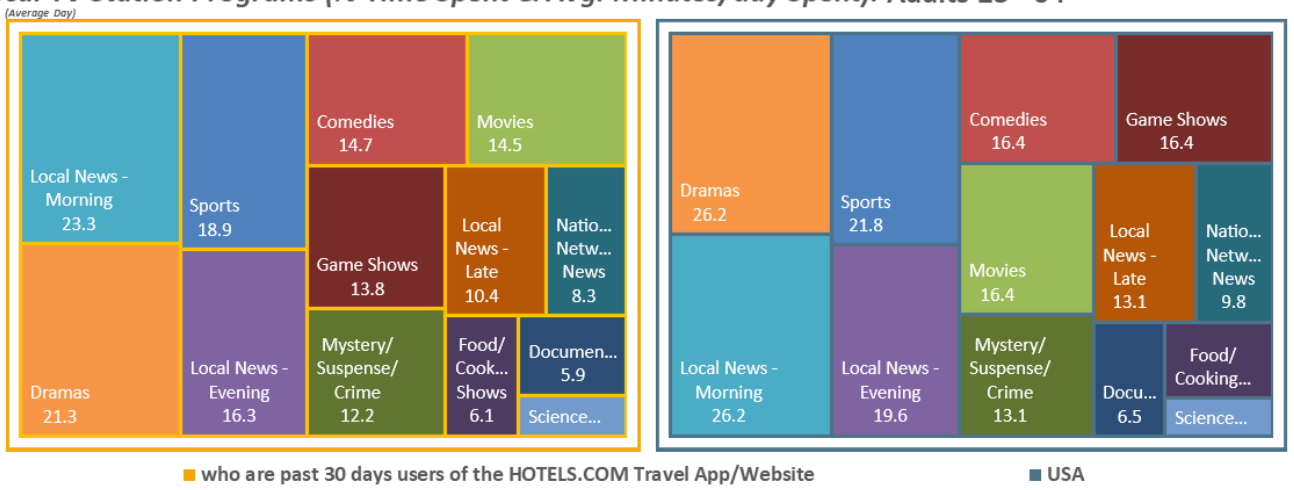
Apps or websites used or visited past 30 days:Travel: Google Flights

12,406,605 or 59.4% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

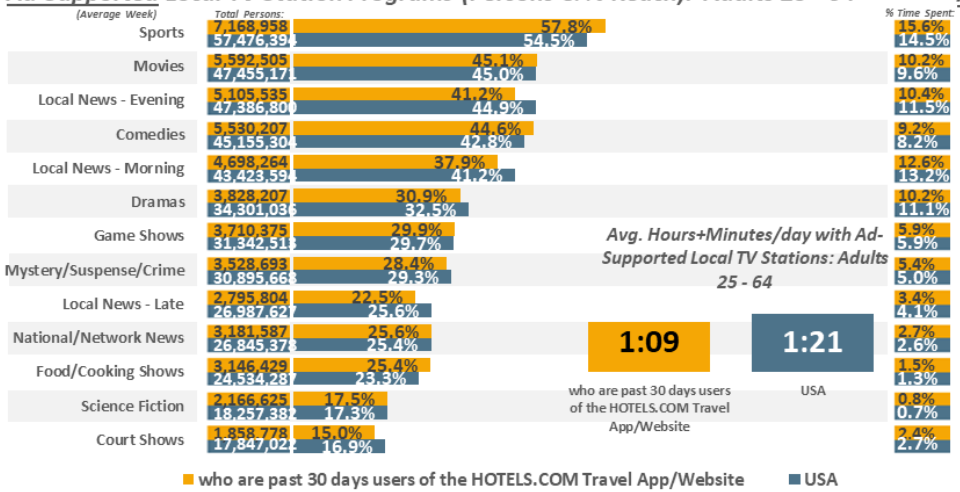
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



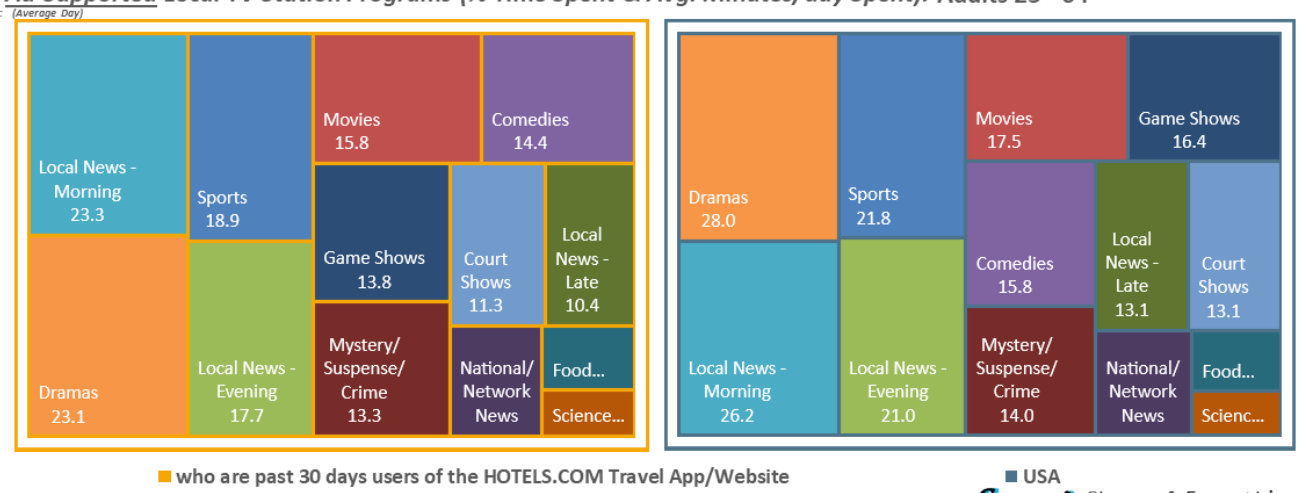
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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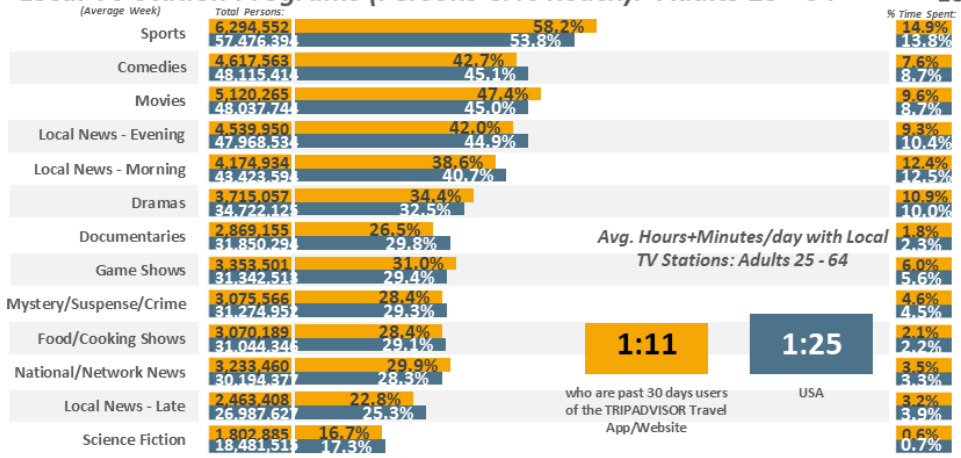
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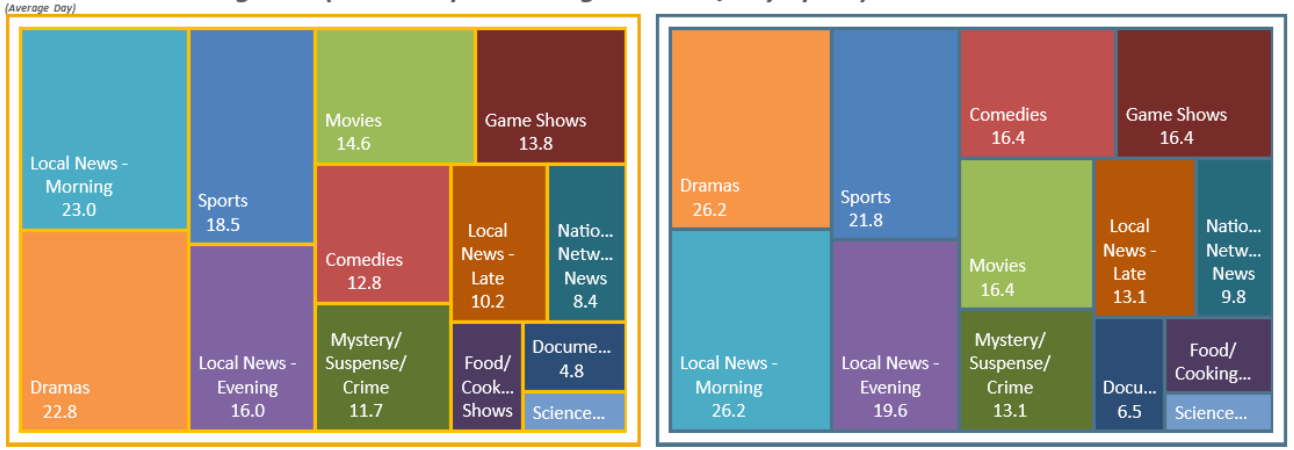
Apps or websites used or visited past 30 days:Travel: Hotels.com

10,697,574 or 61.2% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

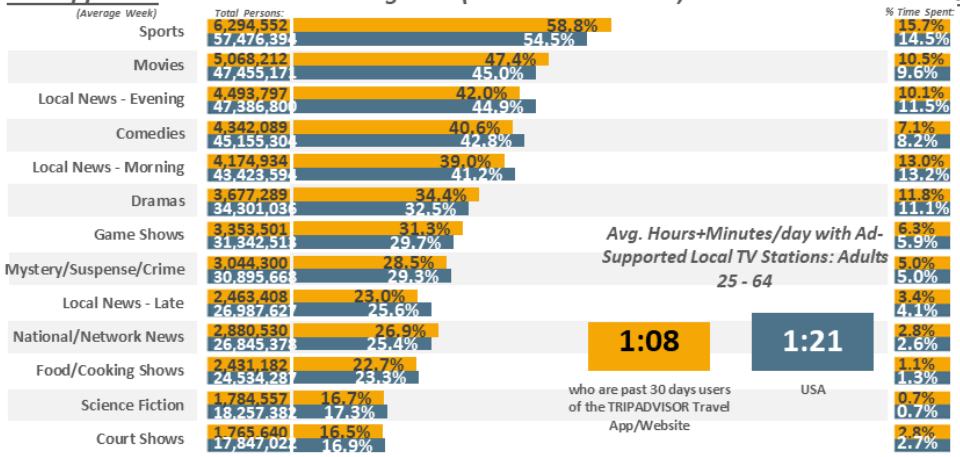
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



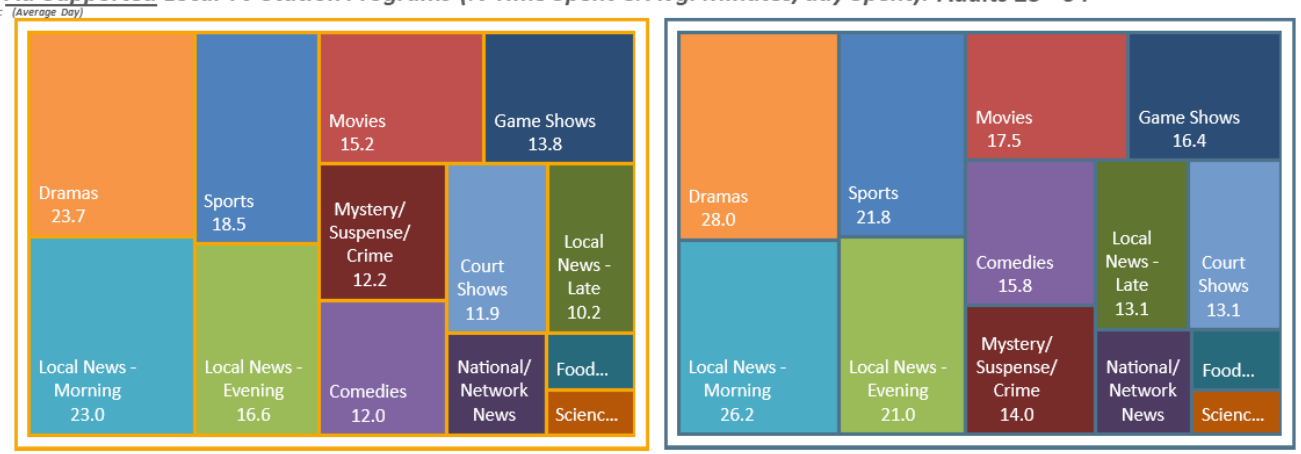
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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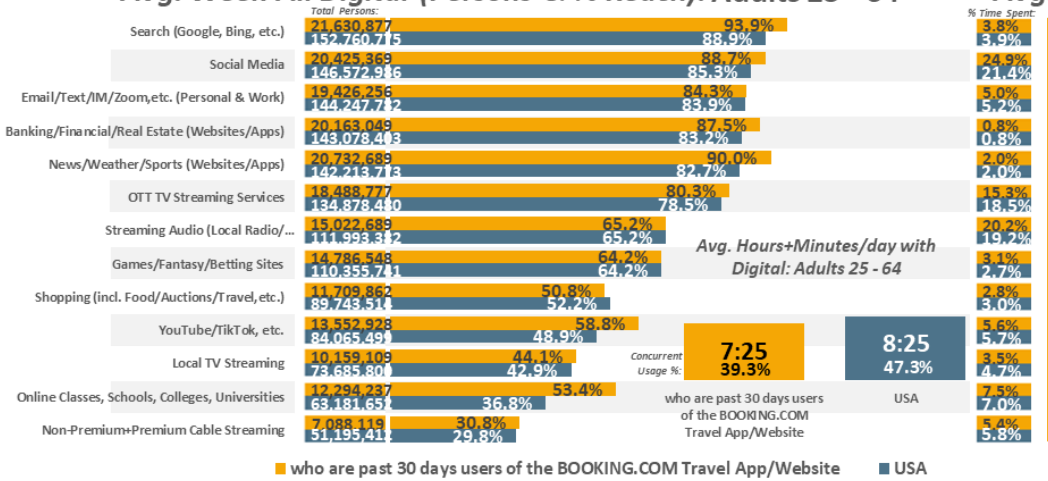
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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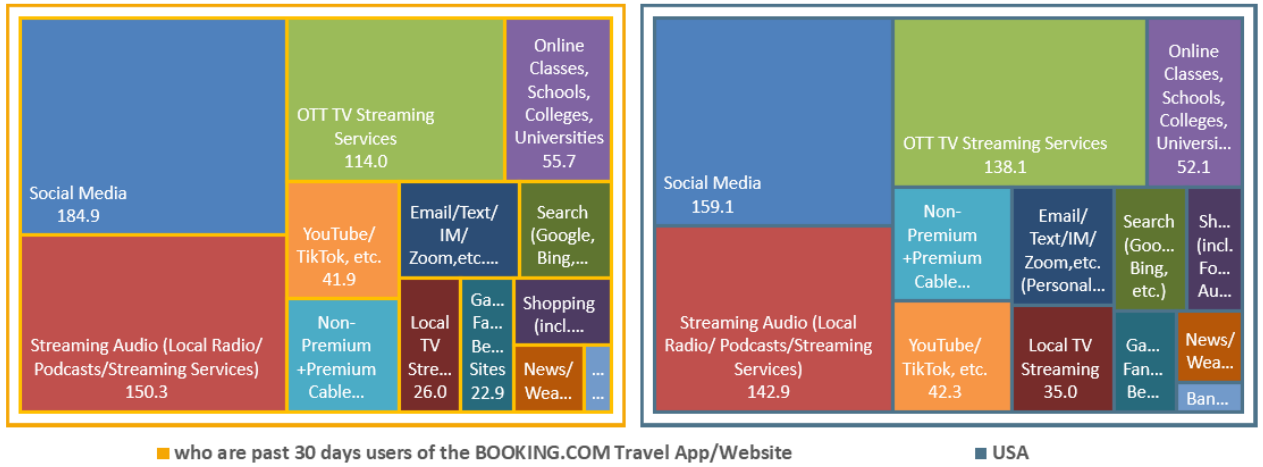
Apps or websites used or visited past 30 days:Travel: Tripadvisor

17,536,402 or 76.1% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

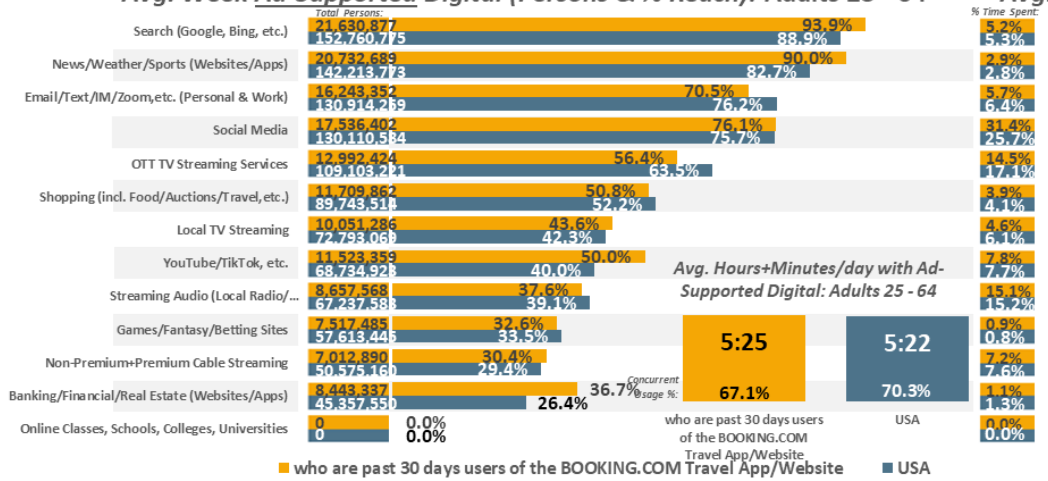
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



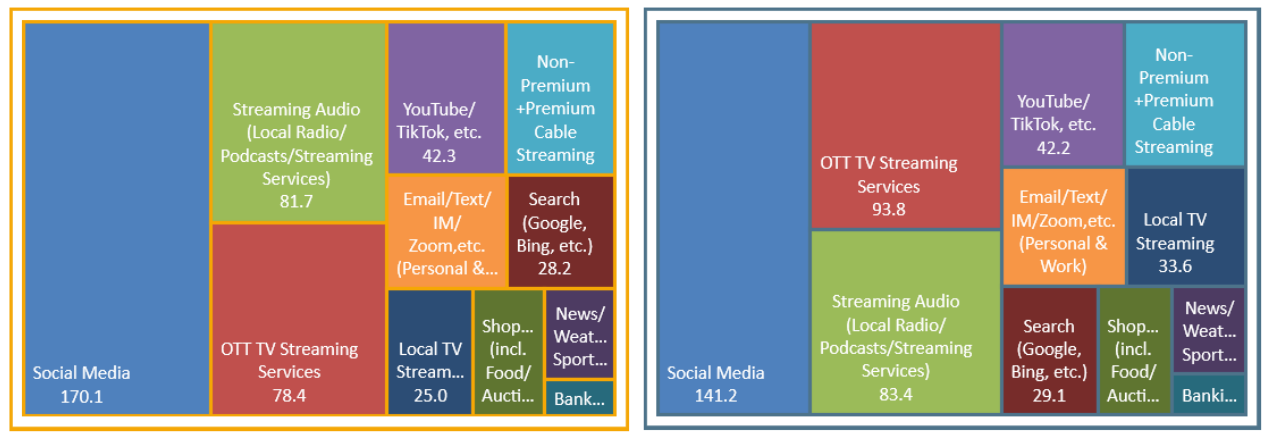
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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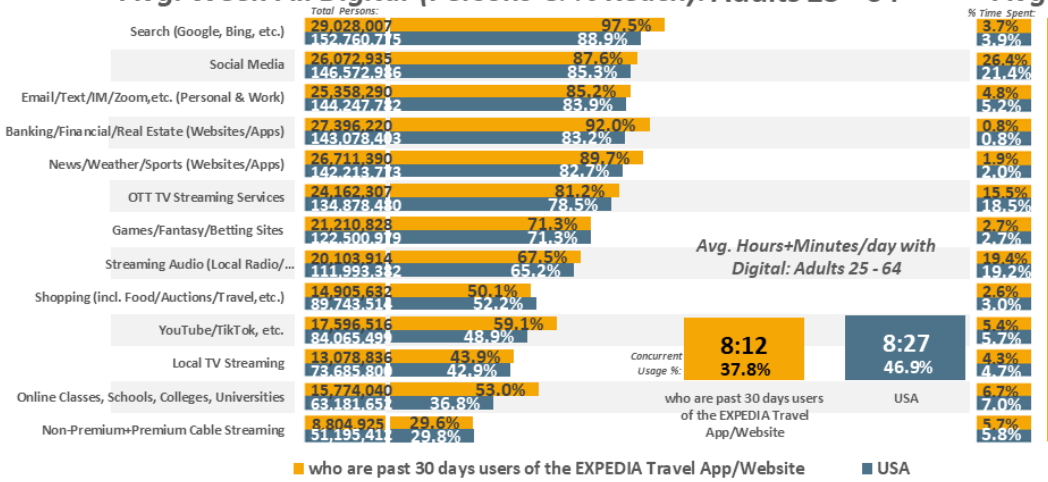
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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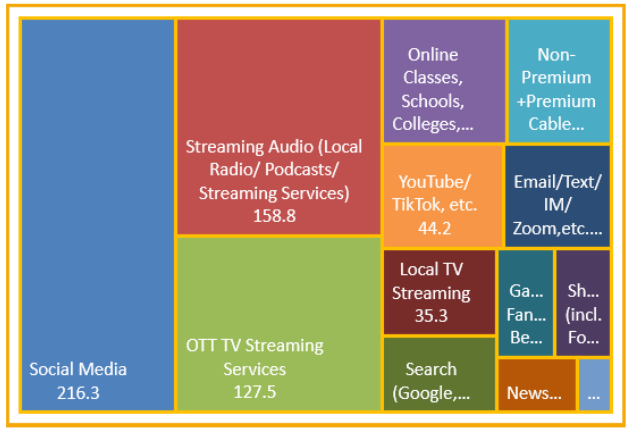
Apps or websites used or visited past 30 days:Travel: Booking.com

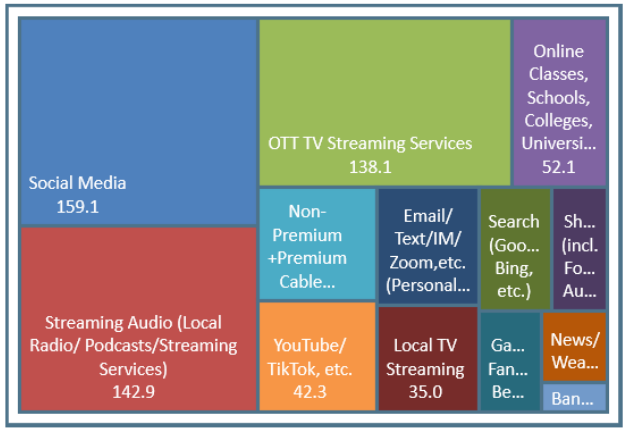
21,963,637 or 73.8% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website use Ad-Supported Social Media for an average of 199. minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

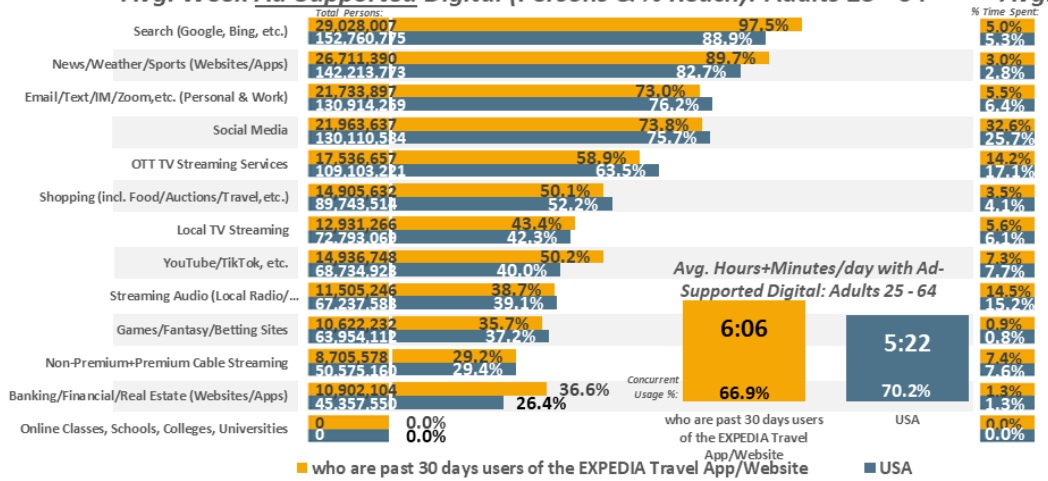


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

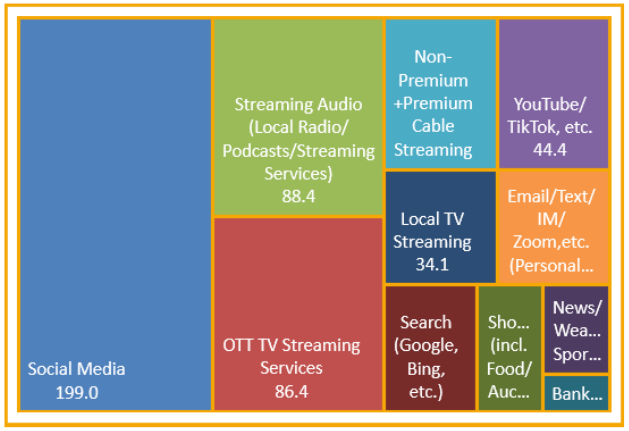


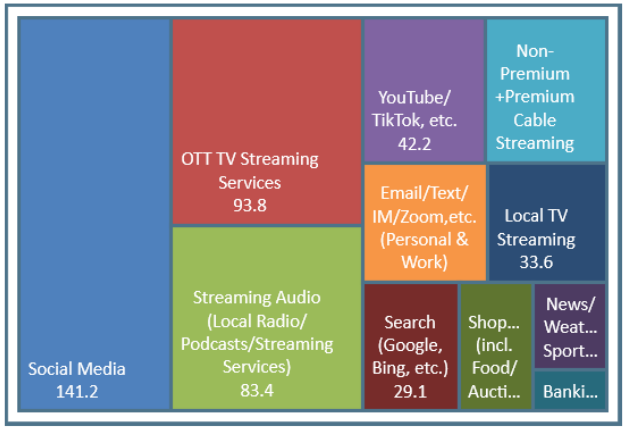


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

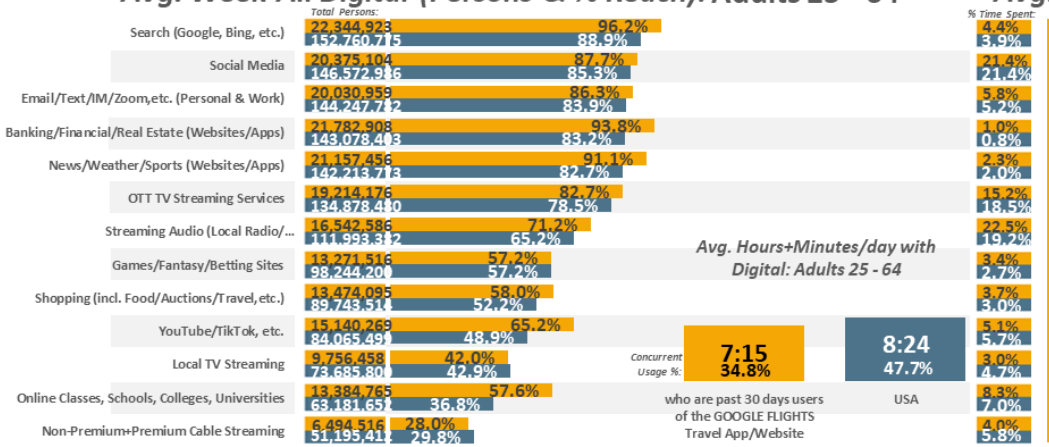
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Apps or websites used or visited past 30 days:Travel: Expedia

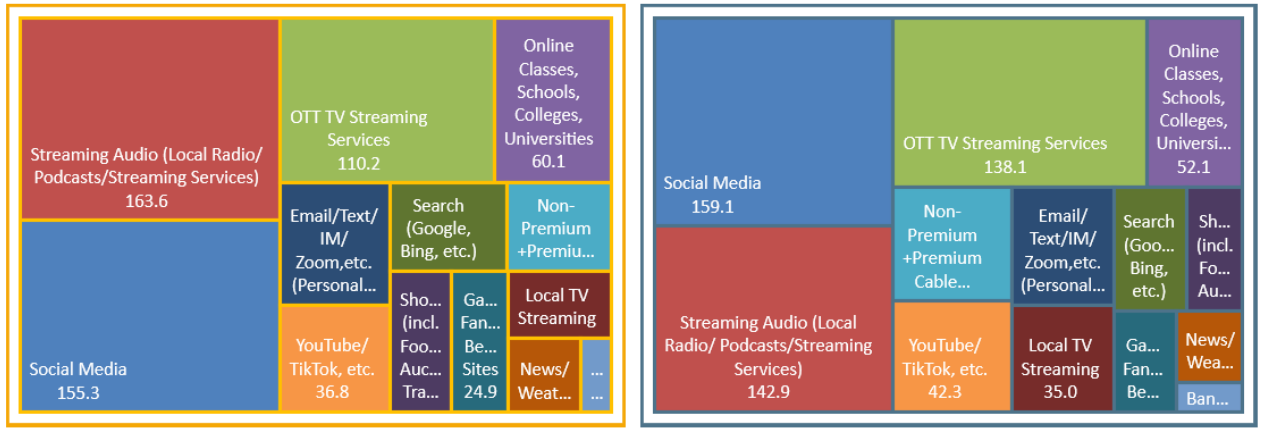
Google Flights

16,701,288 or 71.9% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

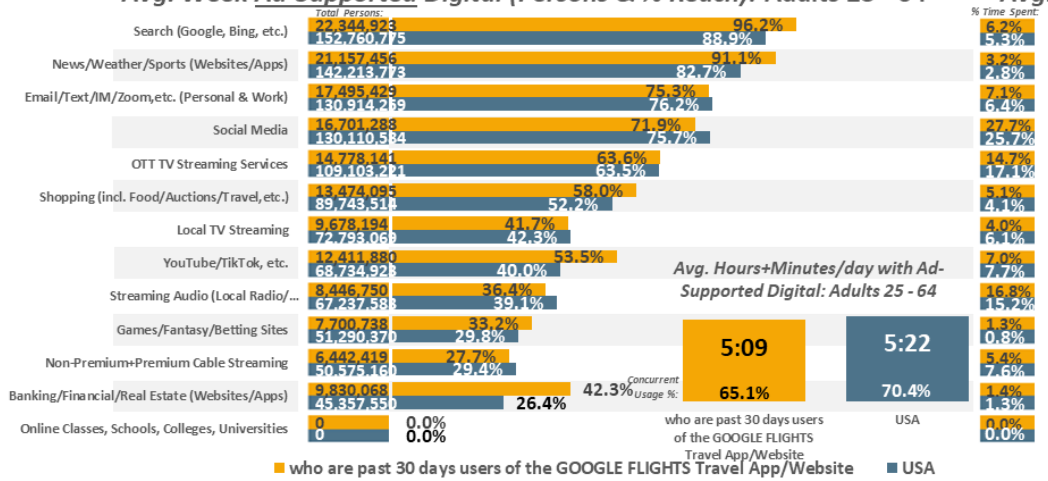
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



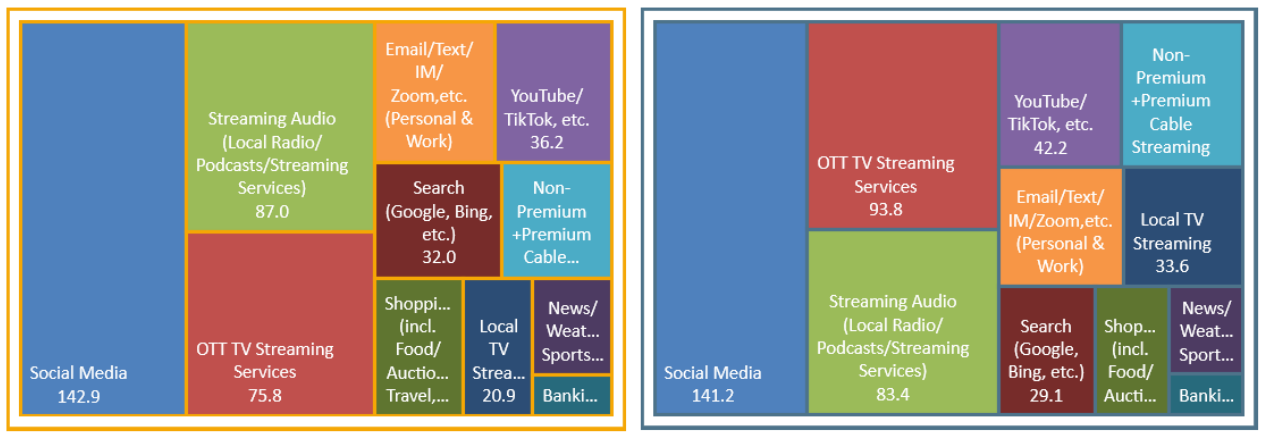
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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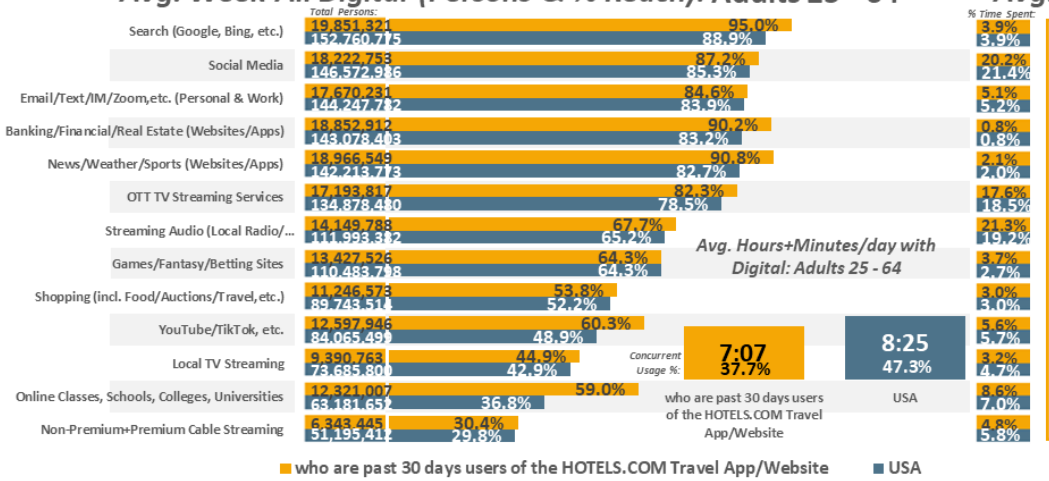
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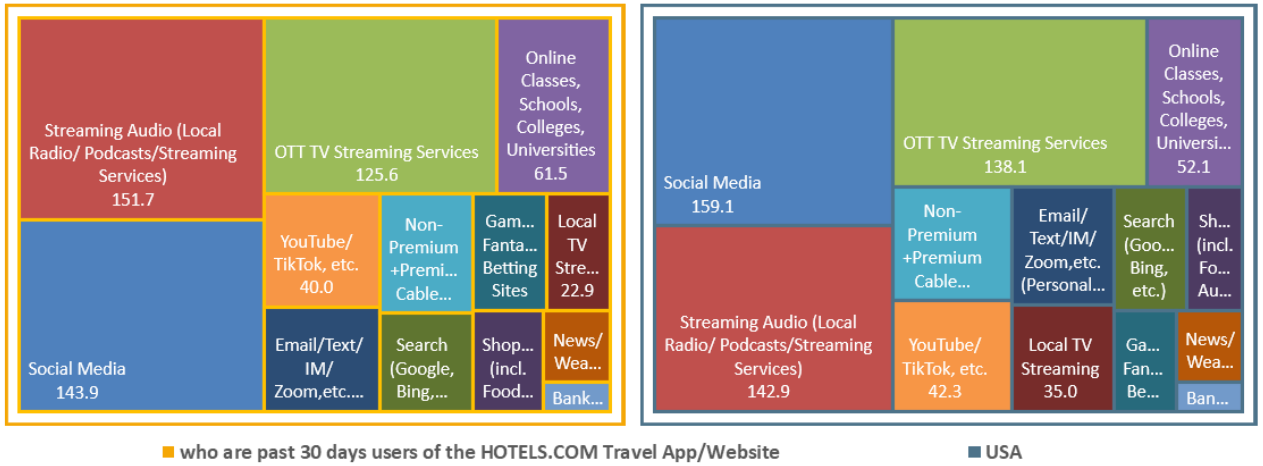
Apps or websites used or visited past 30 days:Travel: Google Flights

15,266,249 or 73.1% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

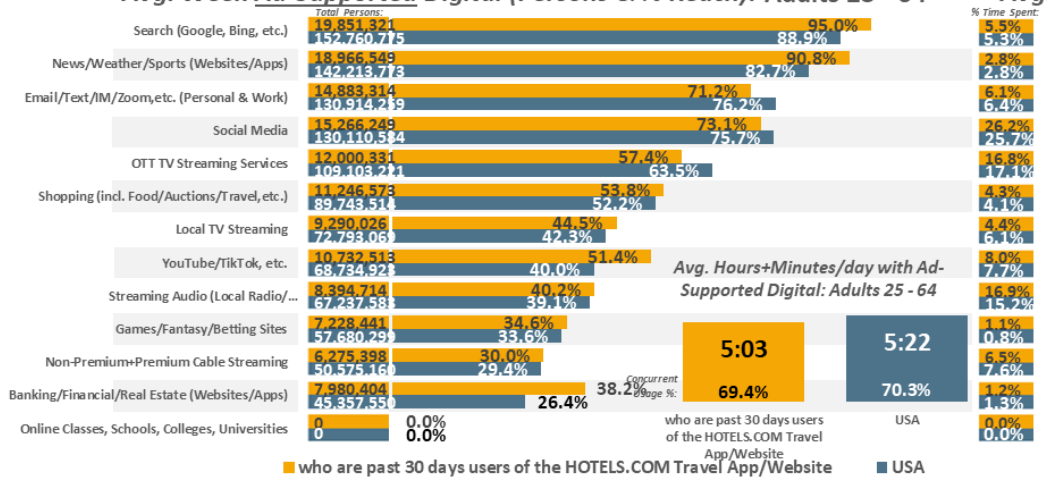
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



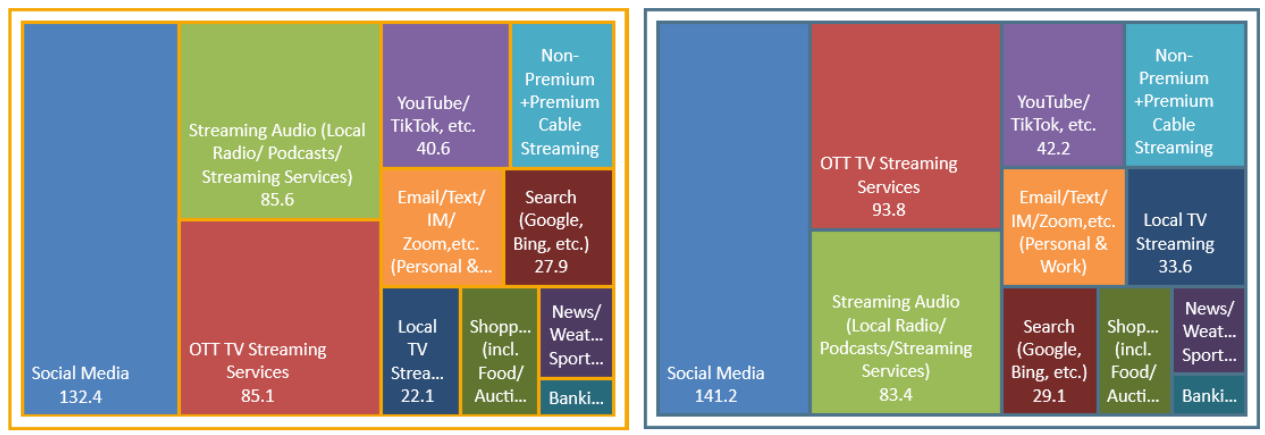
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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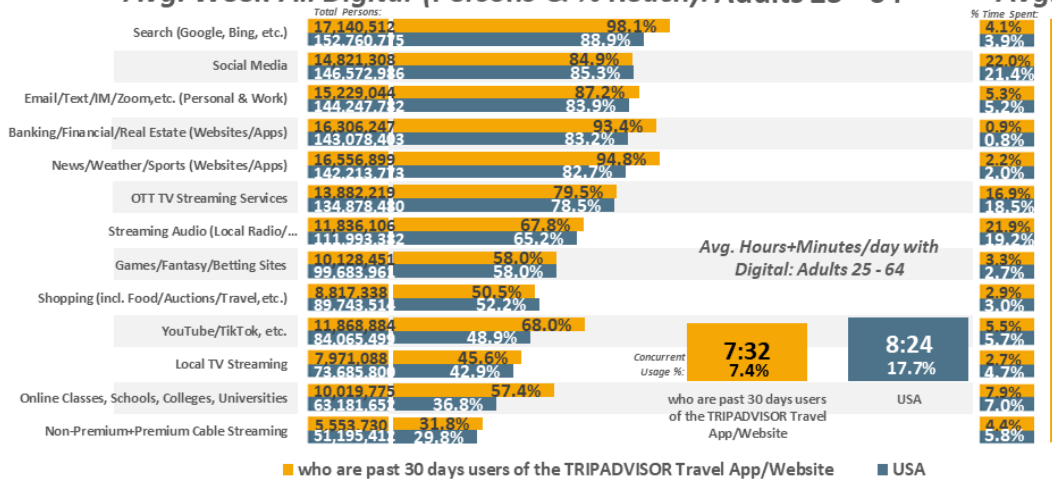
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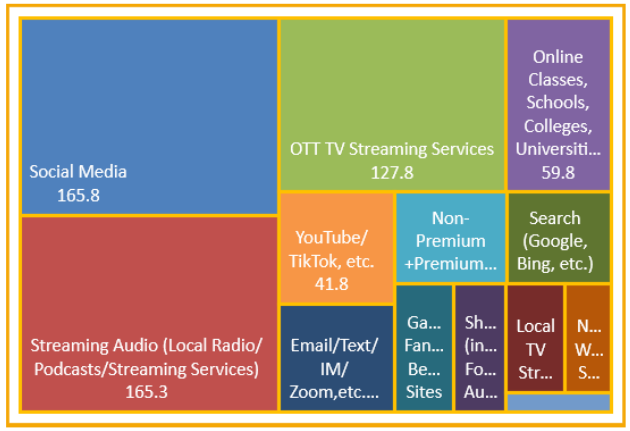
Apps or websites used or visited past 30 days:Travel: Hotels.com

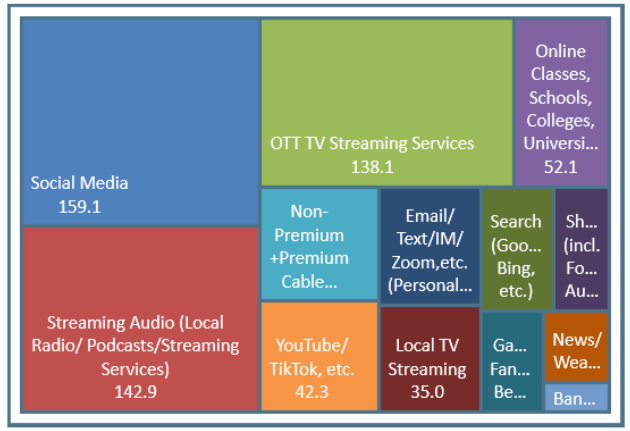
11,962,374 or 68.5% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website use Ad-Supported Social Media for an average of 133.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



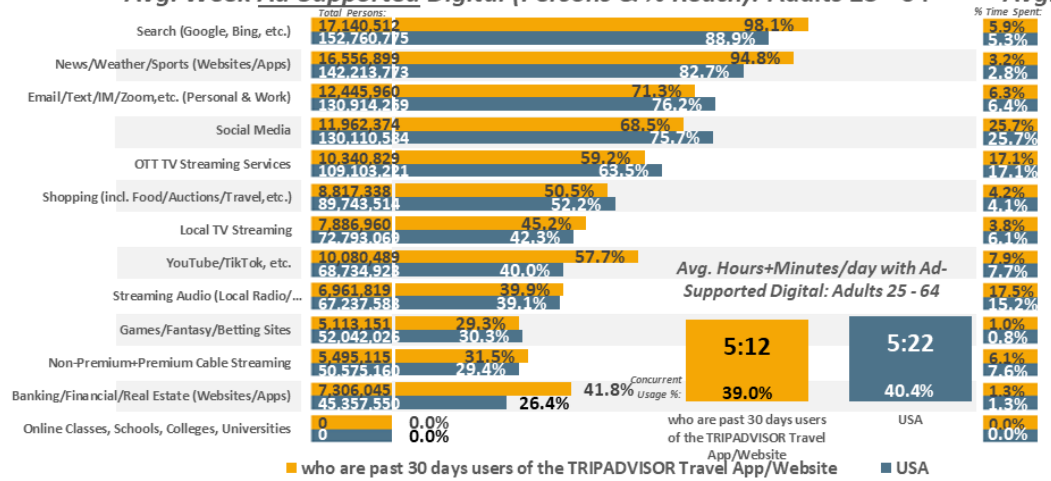
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



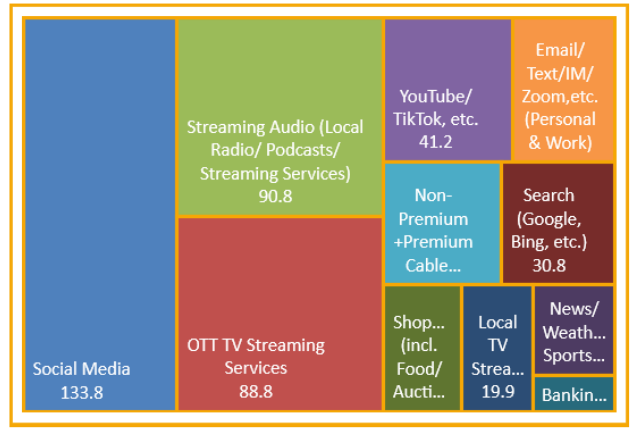


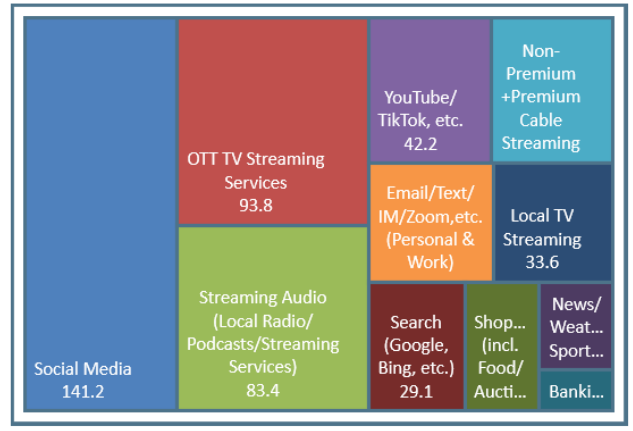
■ who are past 30 days users of the TRIPADVISOR Travel App/Website ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





■ who are past 30 days users of the TRIPADVISOR Travel App/Website ■ USA

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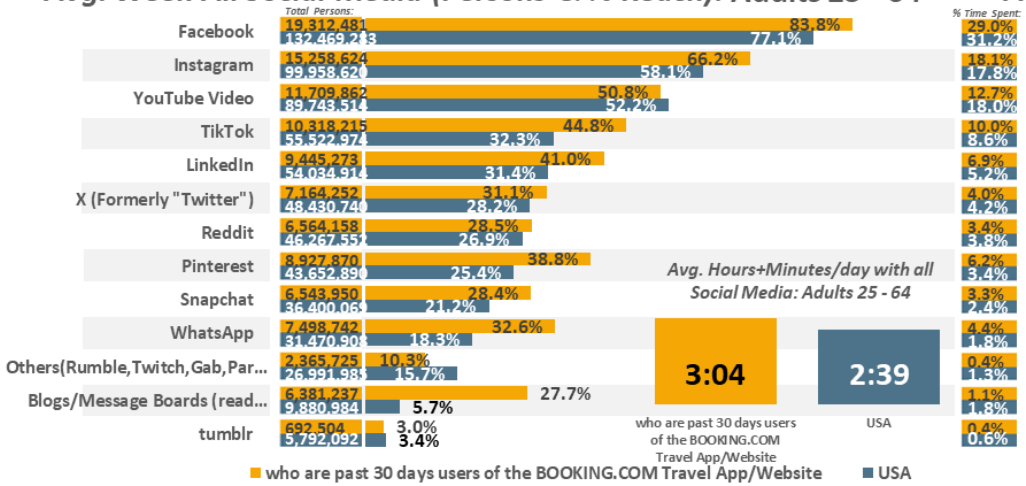
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

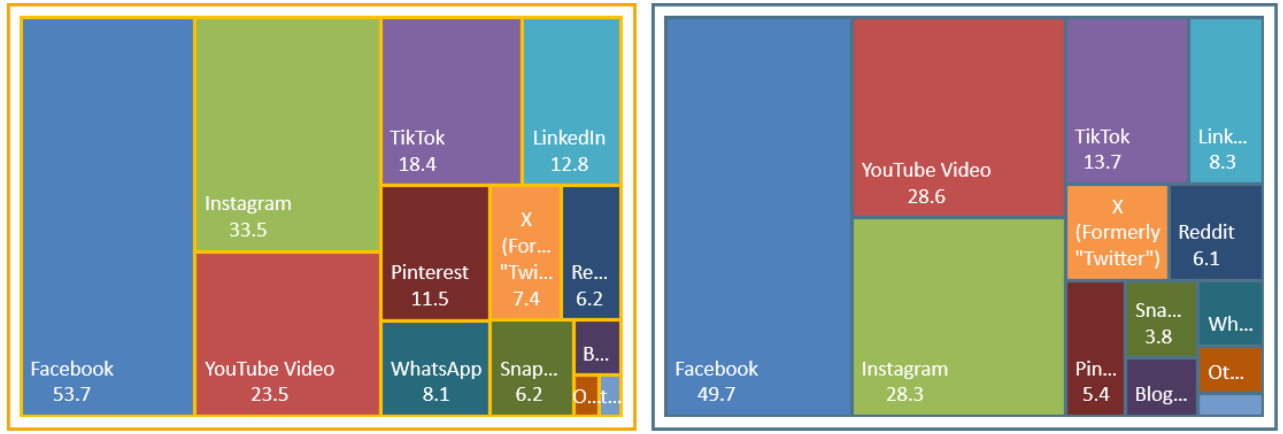
Booking.com

17,536,402 or 76.1% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website use Ad-Supported Facebook for an average of 50.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

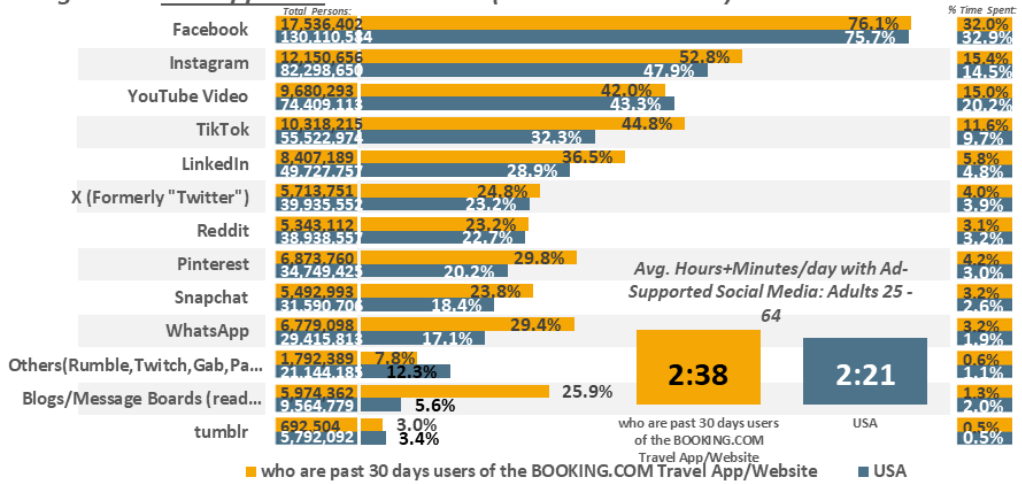
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



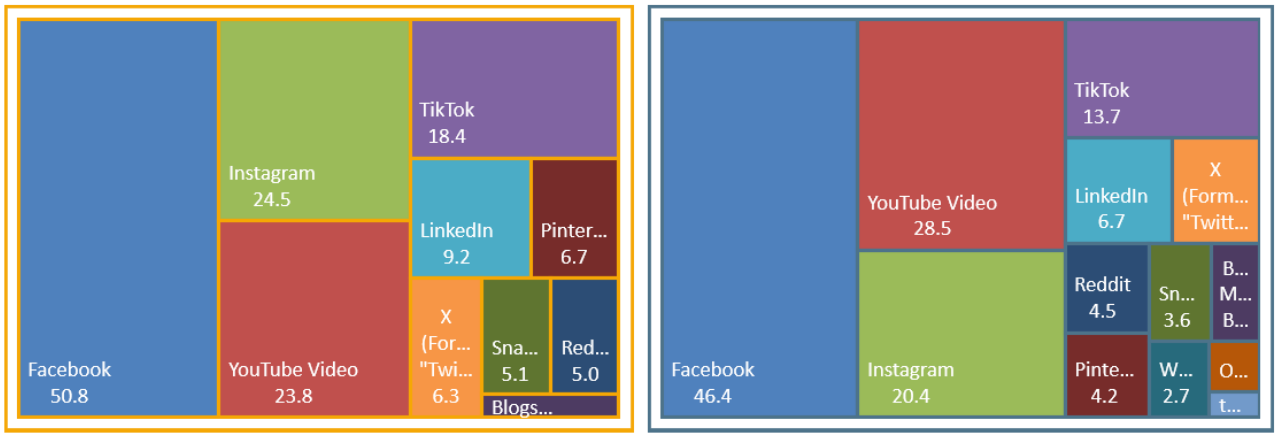
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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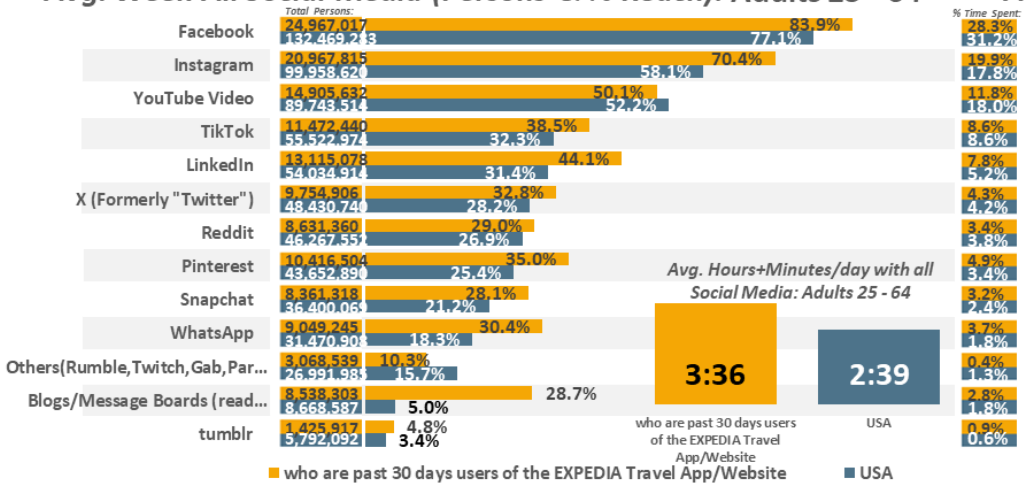
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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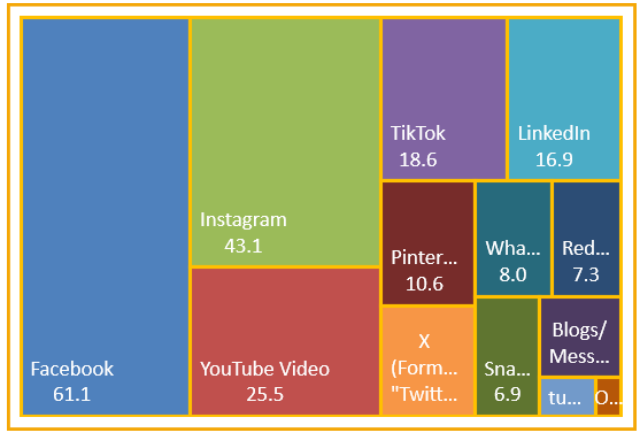
Apps or websites used or visited past 30 days:Travel: Booking.com

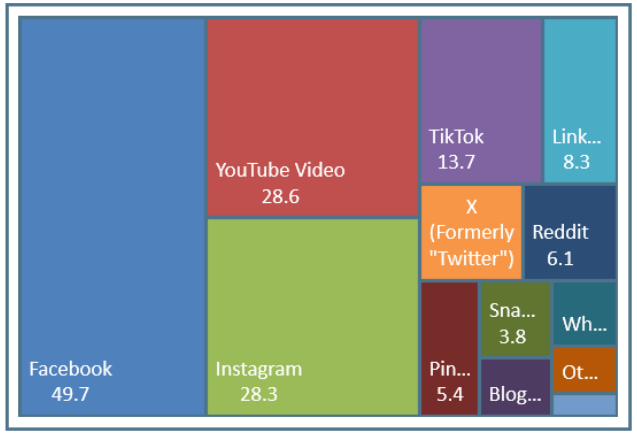
21,963,637 or 73.8% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website use Ad-Supported Facebook for an average of 58. minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



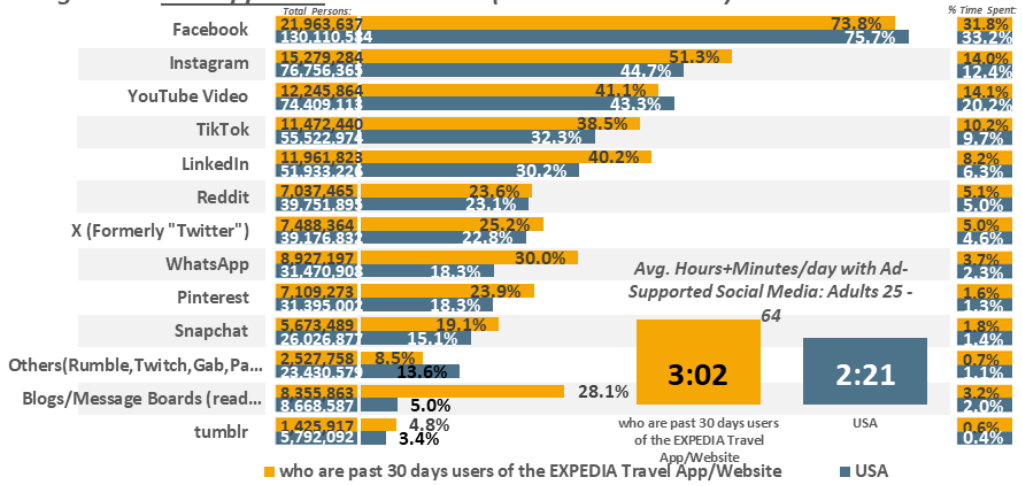
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



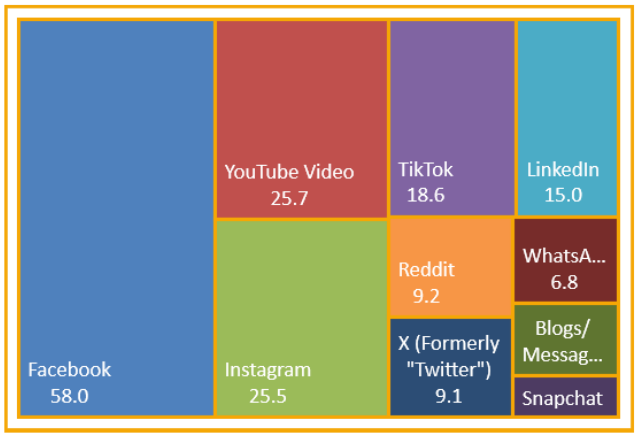


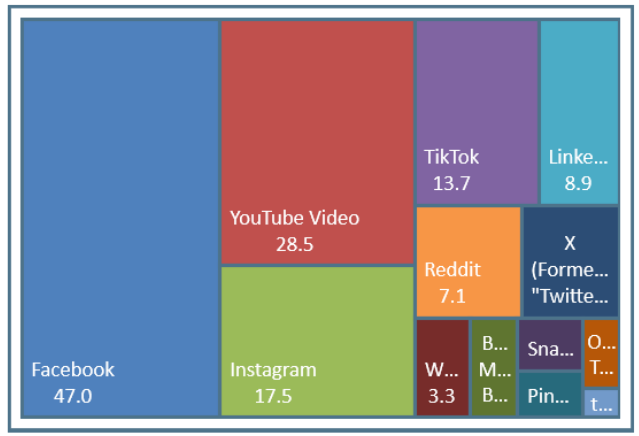
who are past 30 days users of the EXPEDIA Travel App/Website USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who are past 30 days users of the EXPEDIA Travel App/Website USA

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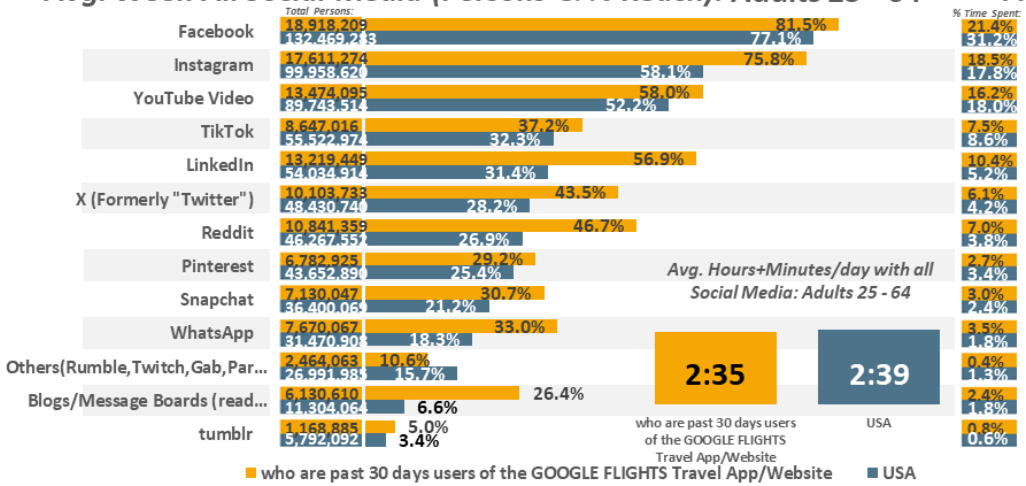
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Apps or websites used or visited past 30 days:Travel: Expedia

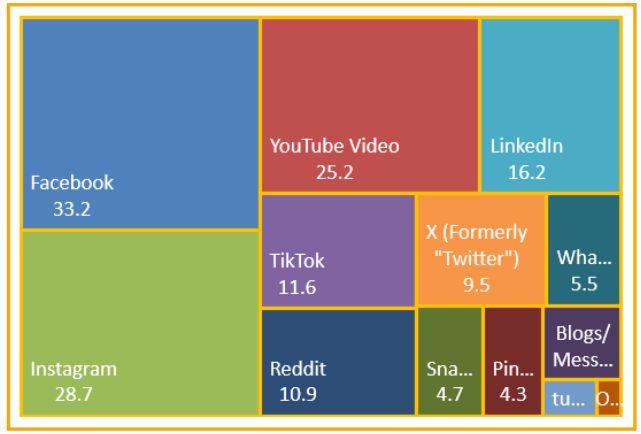
Google Flights

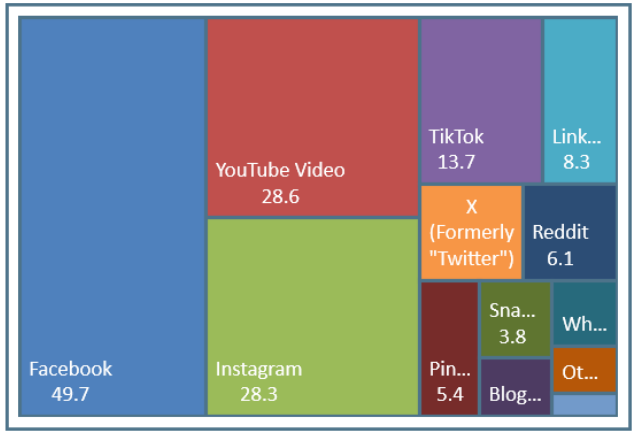
16,701,288 or 71.9% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website use Ad-Supported Facebook for an average of 34.5 minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

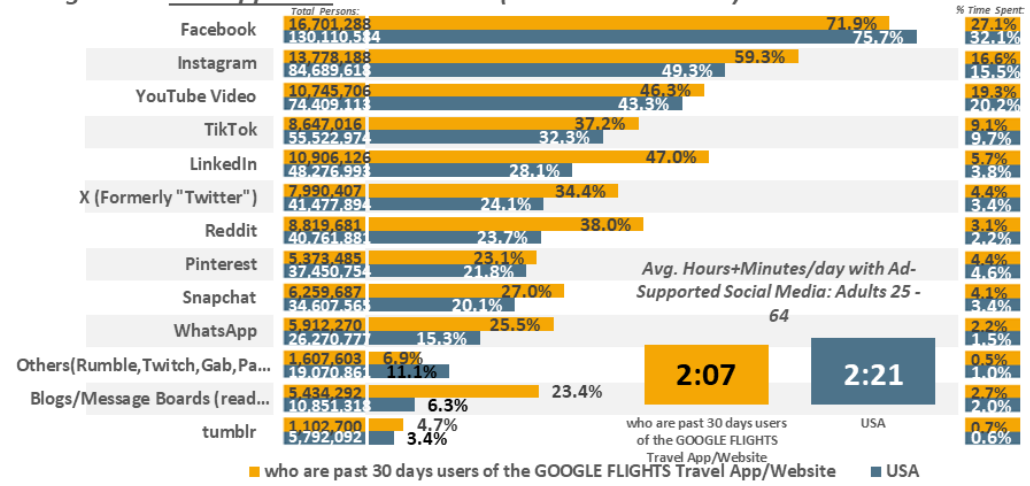


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

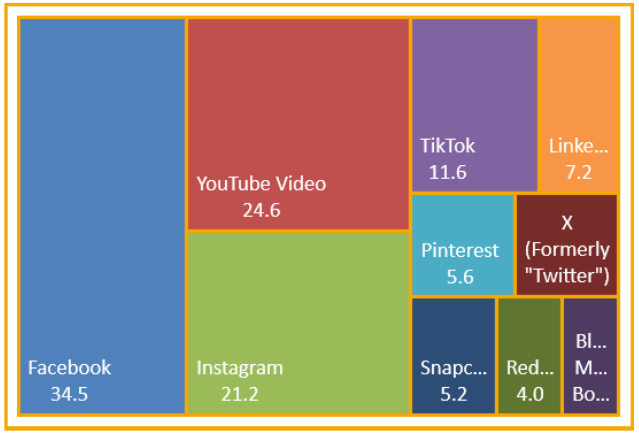


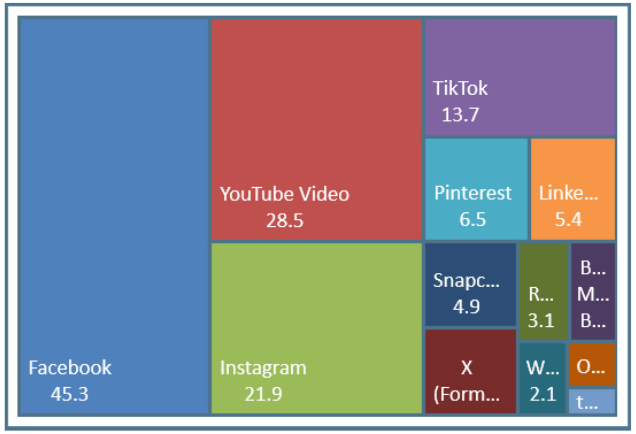


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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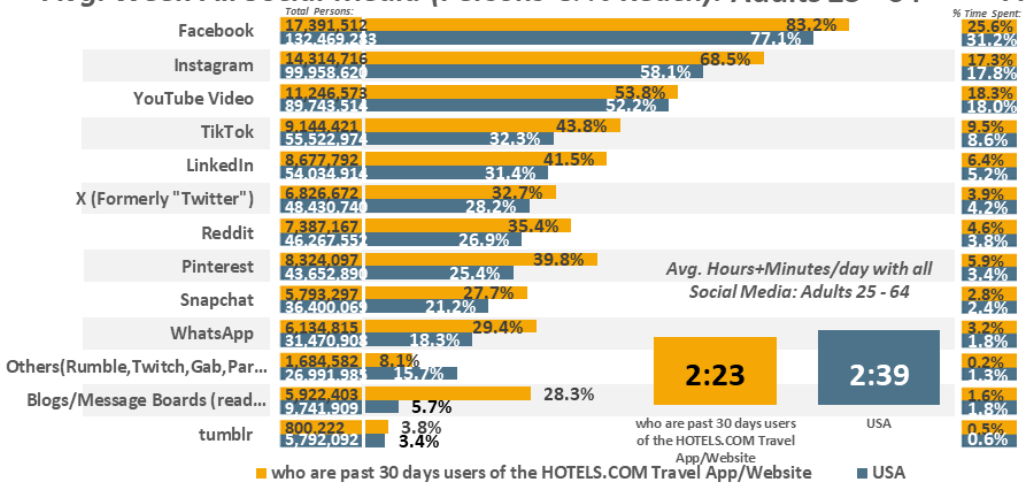
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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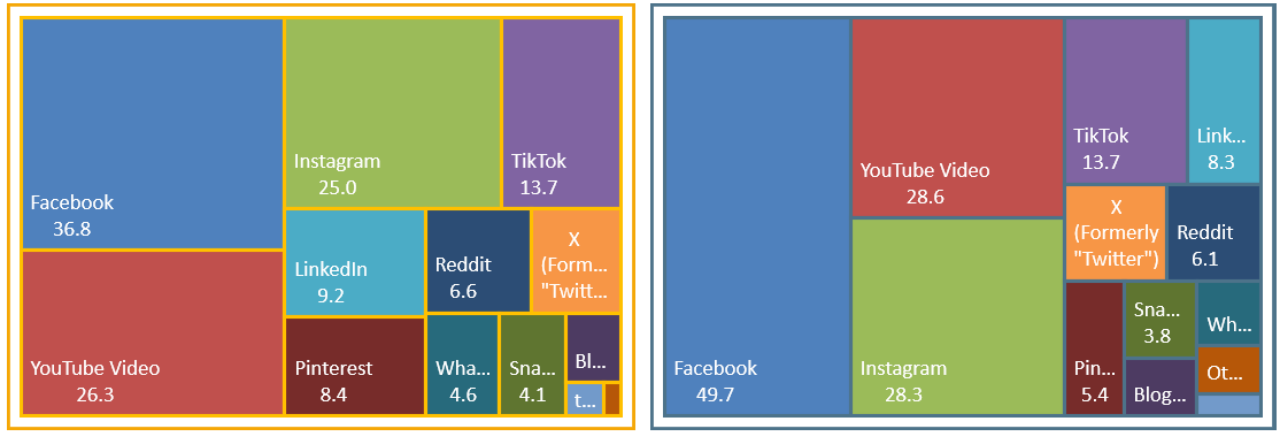
Apps or websites used or visited past 30 days:Travel: Google Flights

15,266,249 or 73.1% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website use Ad-Supported Facebook for an average of 33.4 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

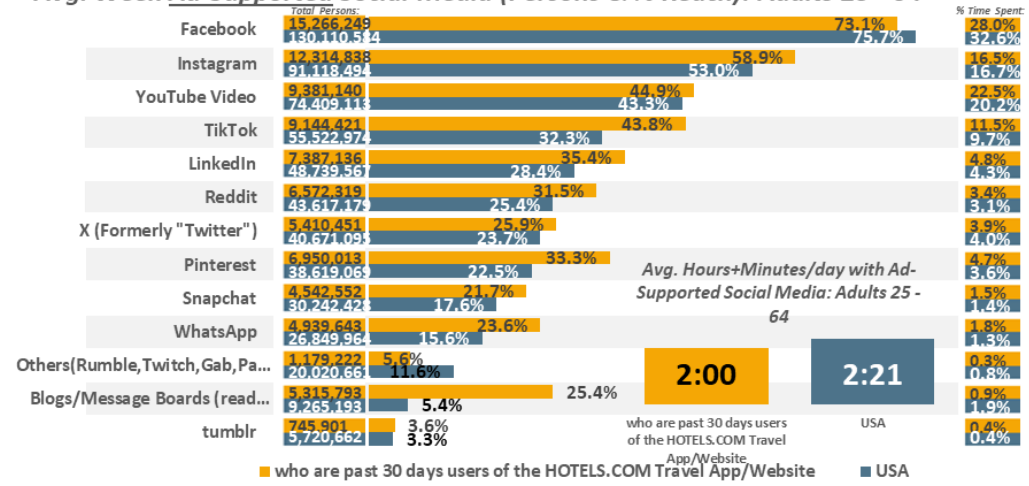
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



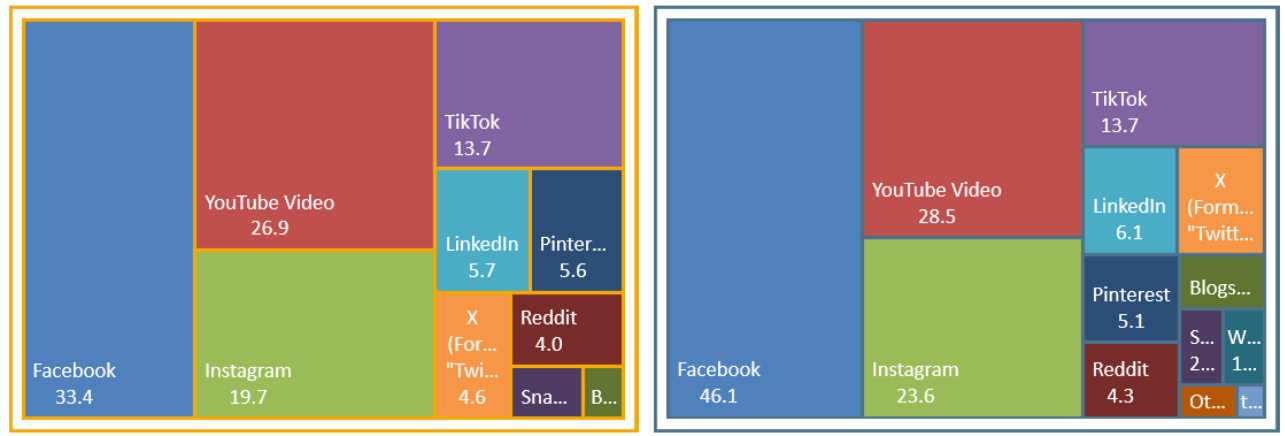
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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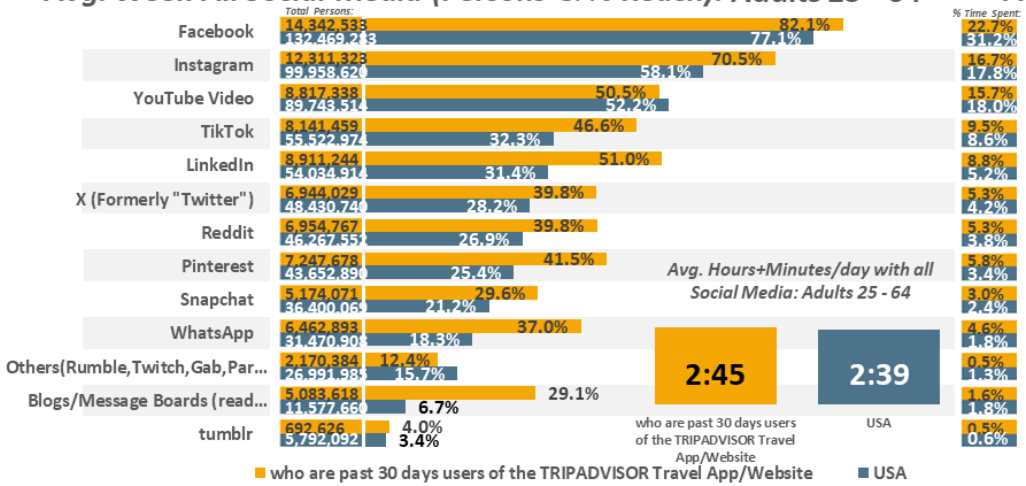
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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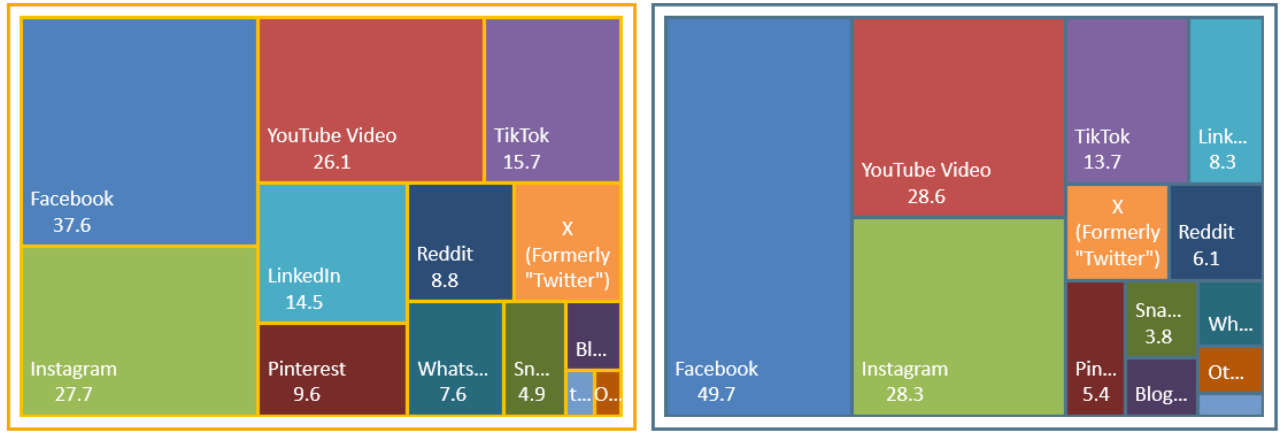
Apps or websites used or visited past 30 days:Travel: Hotels.com

15,266,249 or 73.1% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website use Ad-Supported Facebook for an average of 33.4 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

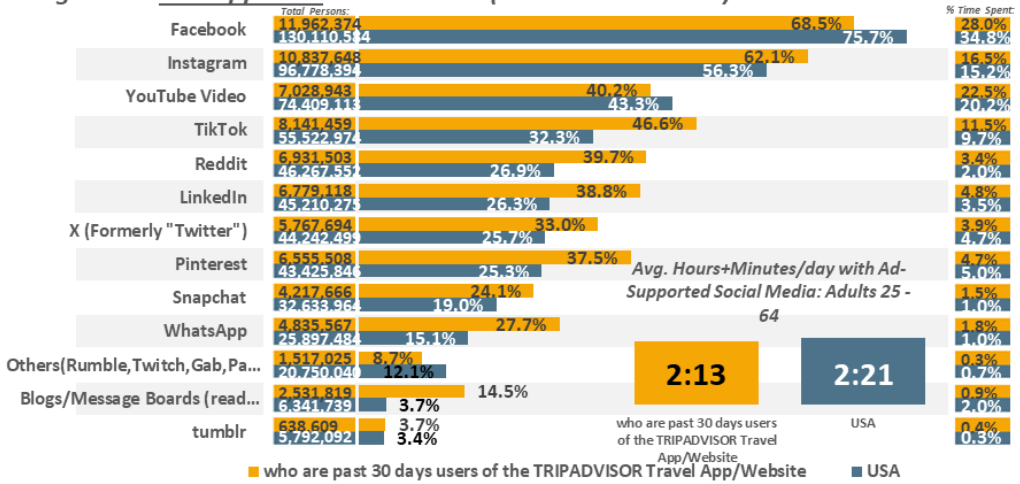
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



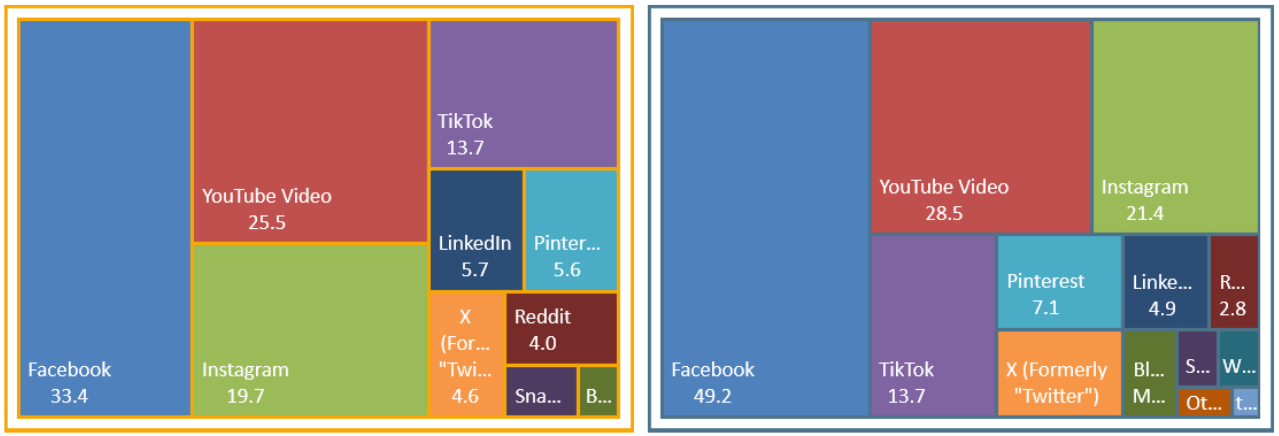
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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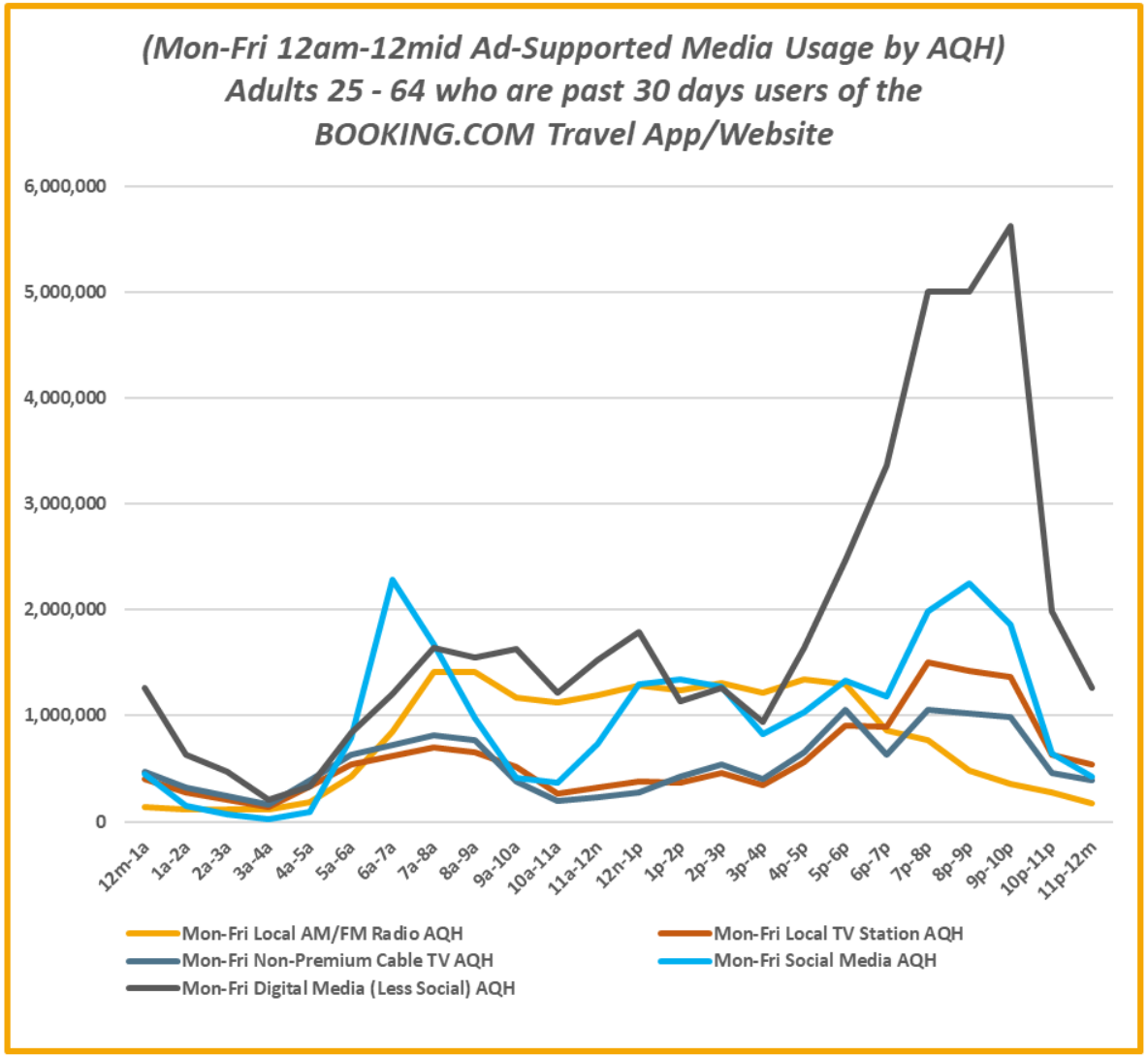
USA Jan23-Feb24 USA Projection Qual Intab 14,048

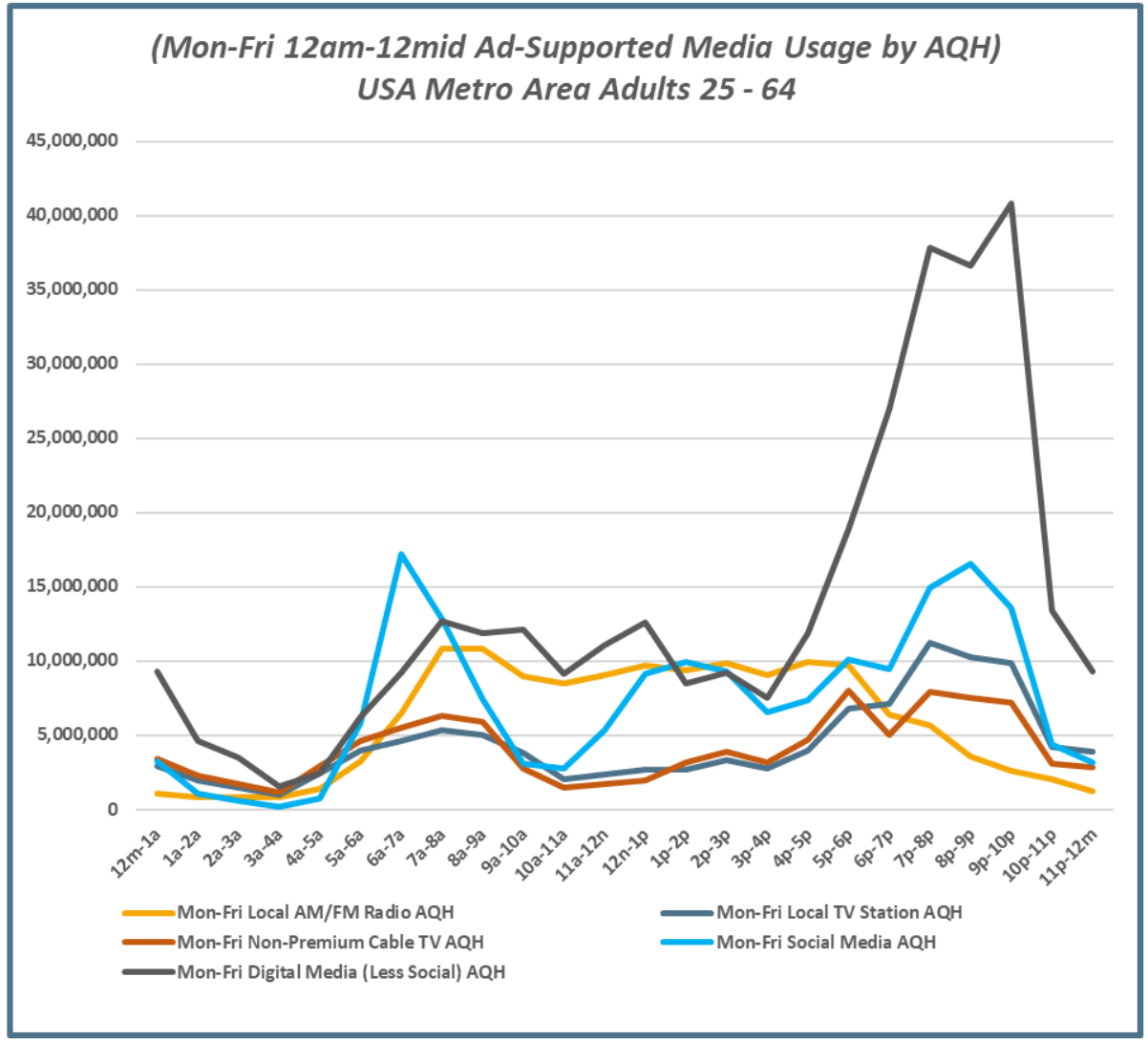
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Apps or websites used or visited past 30 days:Travel: Tripadvisor

Booking.com

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,645,330; Local Radio: 1,211,989; Social Media: 1,133,573; Non-Prem. Cable: 547,524; Local TV: 539,292 reaching Adults 25 - 64 who are past 30 days users of the BOOKING.





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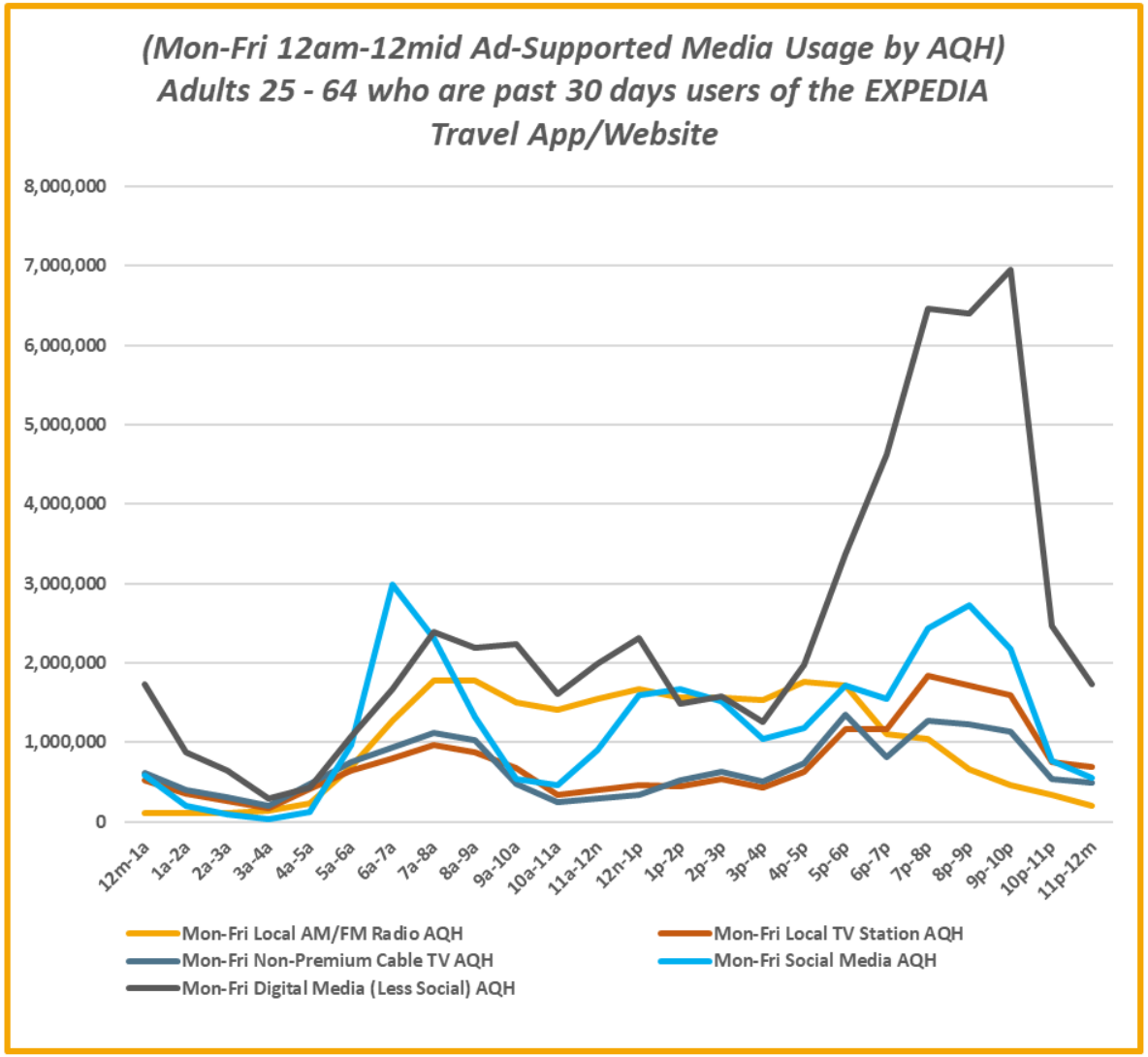
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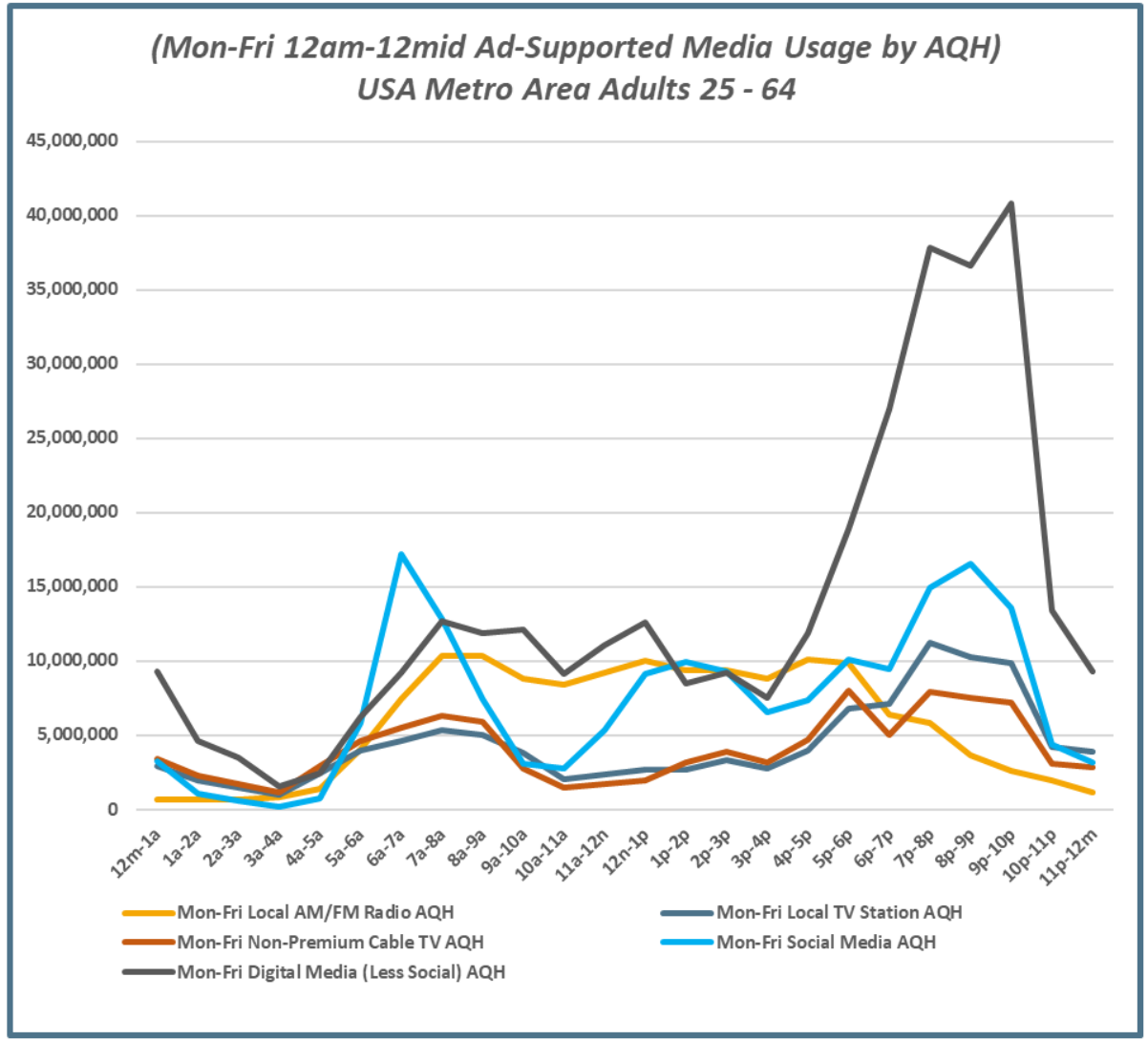
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Apps or websites used or visited past 30 days:Travel: Booking.com

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,206,715; Local Radio: 1,554,278; Social Media: 1,444,286; Non-Prem. Cable: 690,087; Local TV: 683,921 reaching Adults 25 - 64 who are past 30 days users of the EXPEDIA





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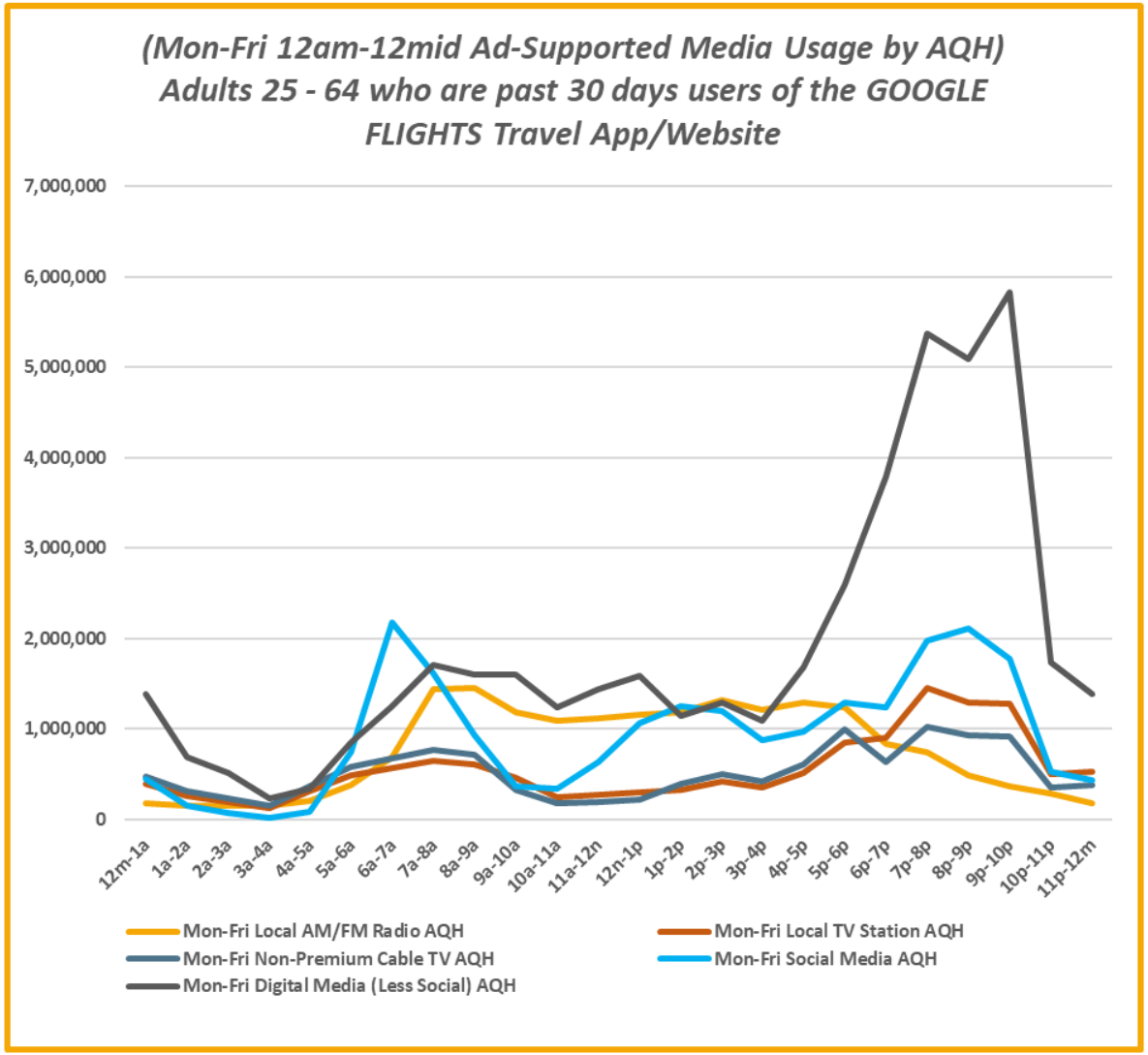
USA Jan23-Feb24 USA Projection Qual Intab 14,048

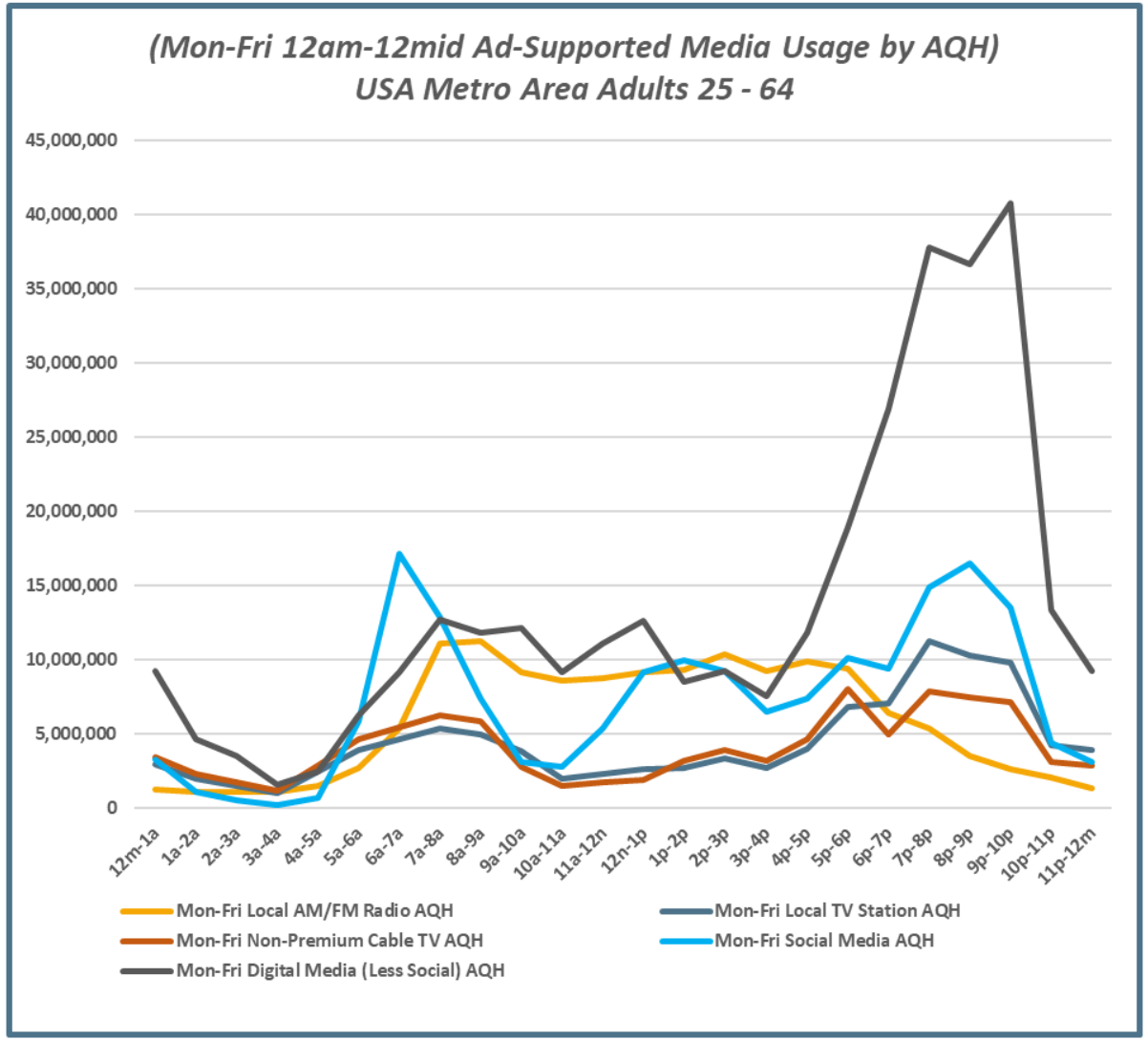
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Apps or websites used or visited past 30 days:Travel: Expedia

Google Flights

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,694,492; Local Radio: 1,173,306; Social Media: 1,077,285; Non-Prem. Cable: 512,022; Local TV: 500,443 reaching Adults 25 - 64 who are past 30 days users of the GOOGLE F





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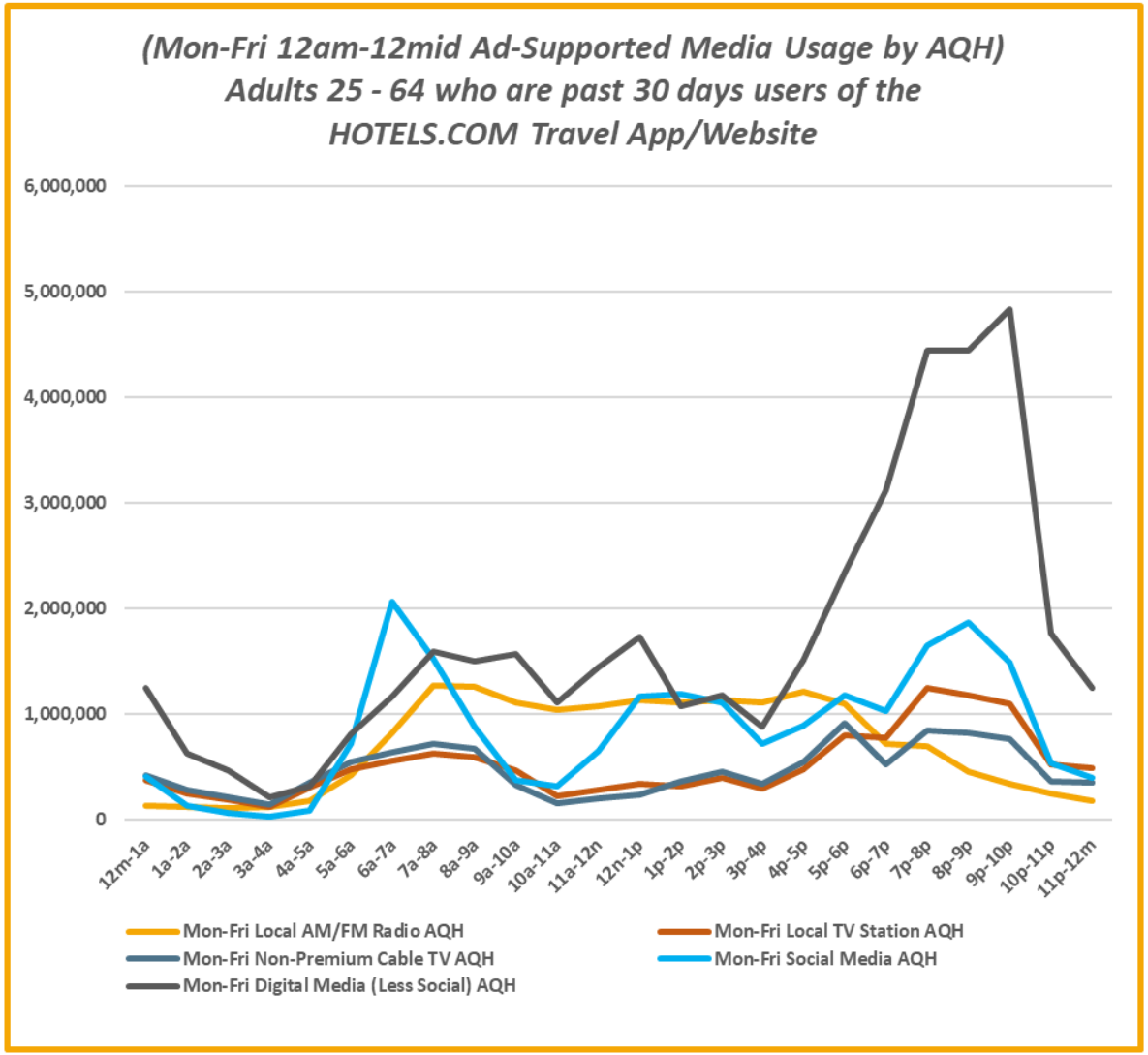
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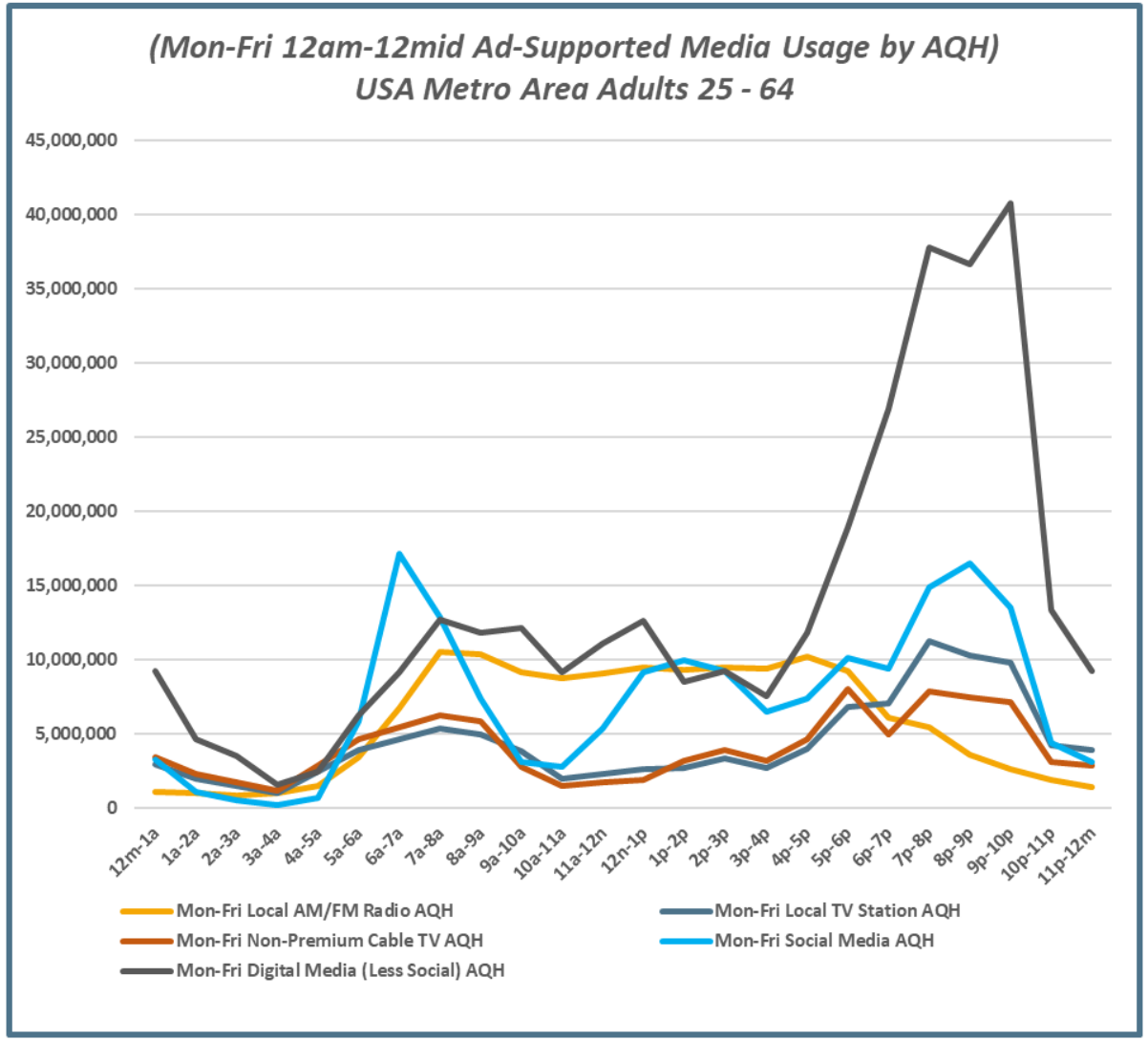
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Apps or websites used or visited past 30 days:Travel: Google Flights

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,554,479; Local Radio: 1,084,084; Social Media: 1,005,763; Local TV: 474,436; Non-Prem. Cable: 469,626 reaching Adults 25 - 64 who are past 30 days users of the HOTELS.C





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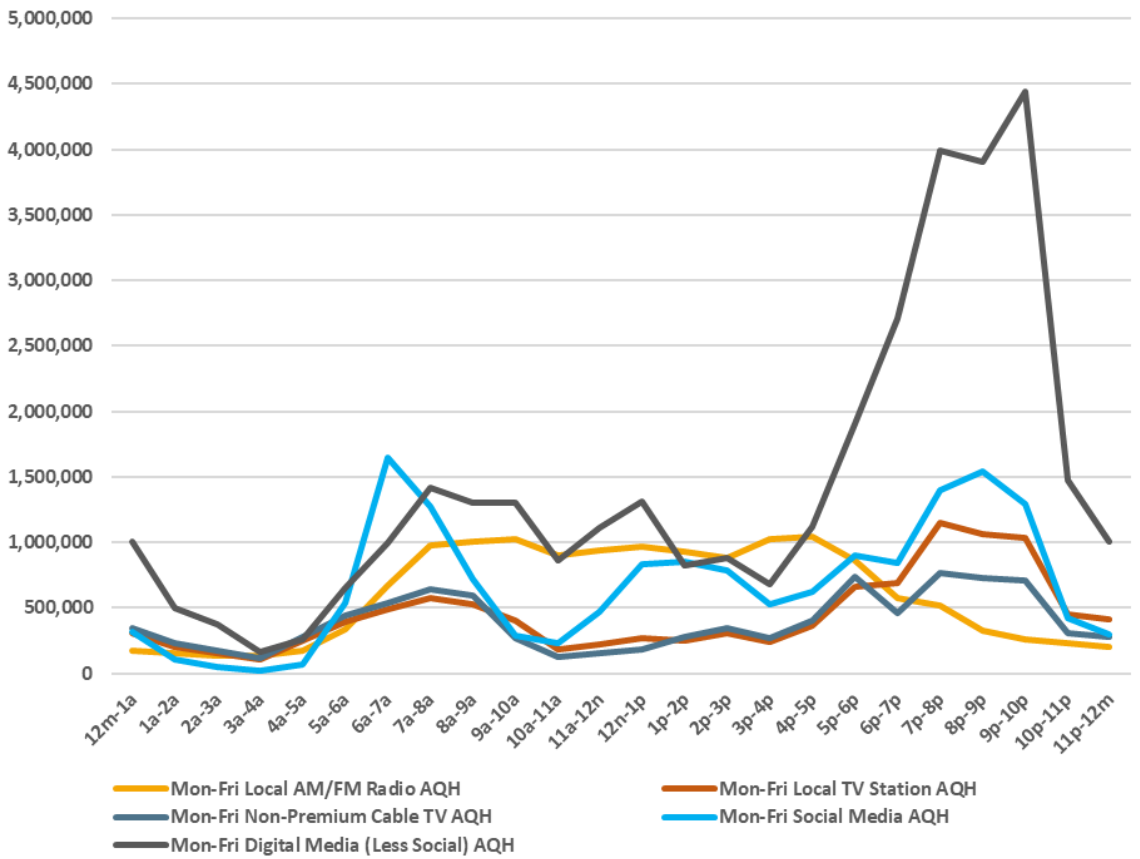
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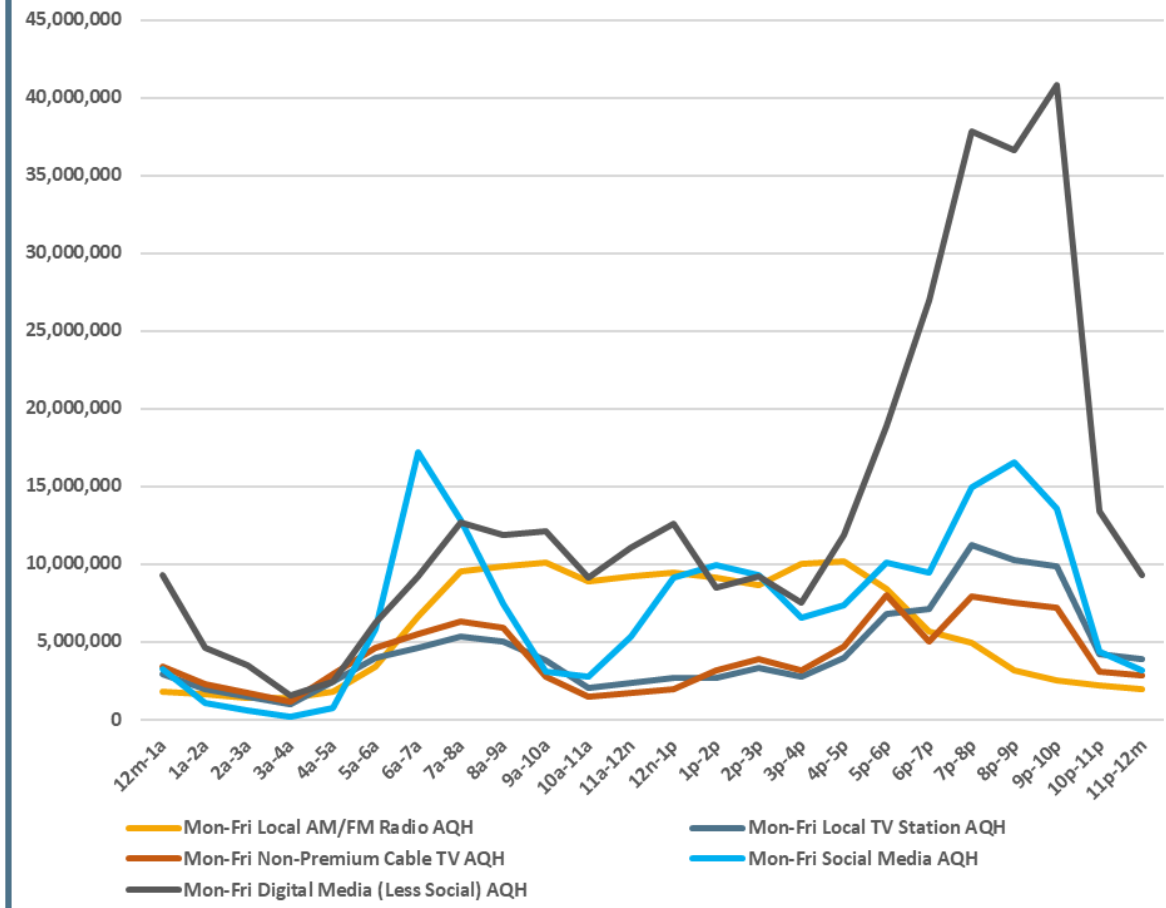
Apps or websites used or visited past 30 days:Travel: Hotels.com

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,263,126; Local Radio: 908,368; Social Media: 768,541; Local TV: 398,882; Non-Prem. Cable: 384,670 reaching Adults 25 - 64 who are past 30 days users of the TRIPADVISOR

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who are past 30 days users of the
TRIPADVISOR Travel App/Website



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



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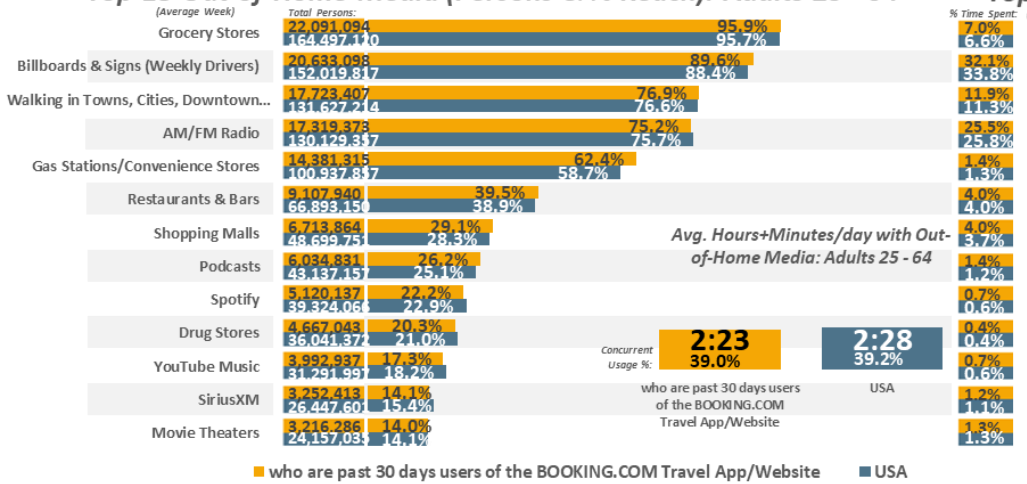
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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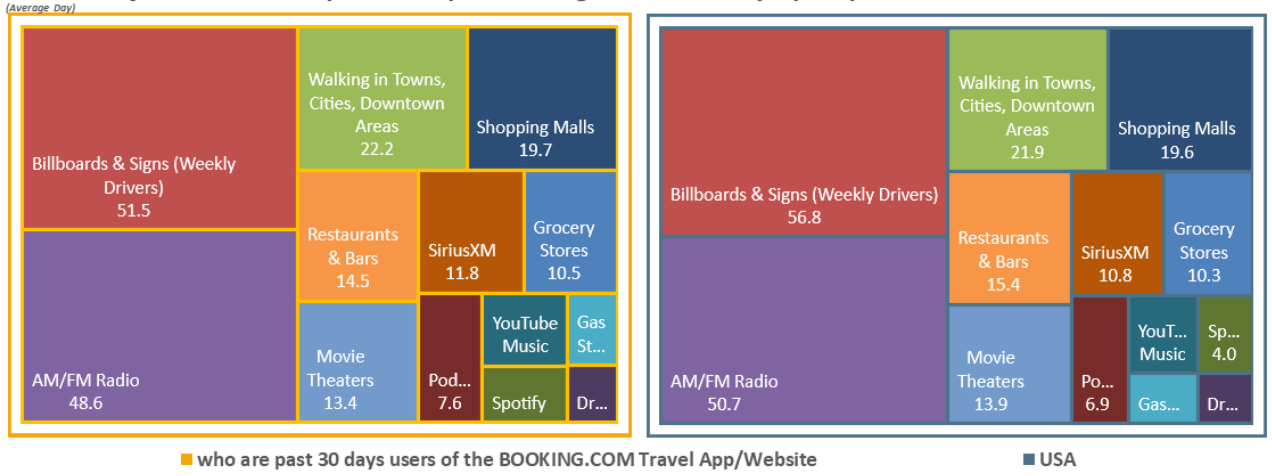
Apps or websites used or visited past 30 days:Travel: Tripadvisor

20,633,098 or 89.6% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website spend an average of 51.5 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 45.4 m

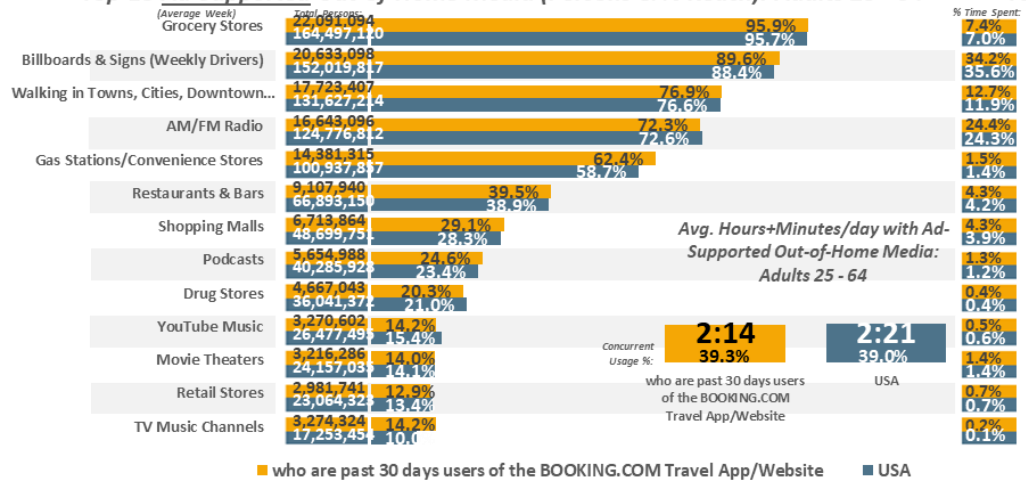
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



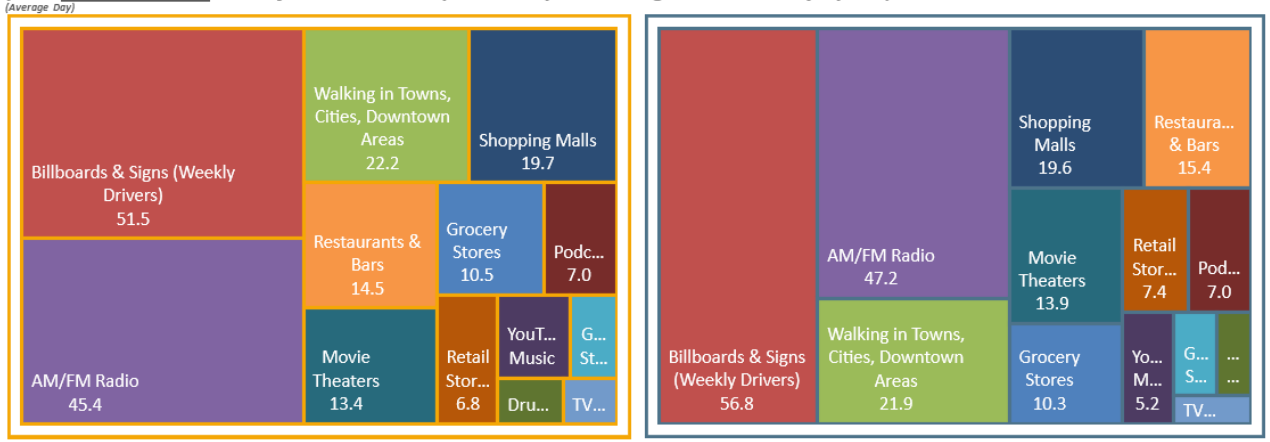
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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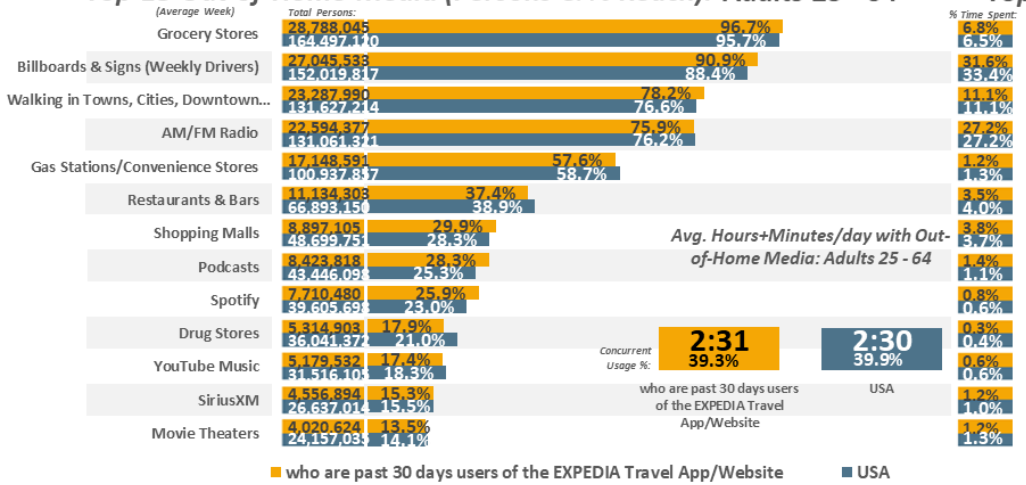
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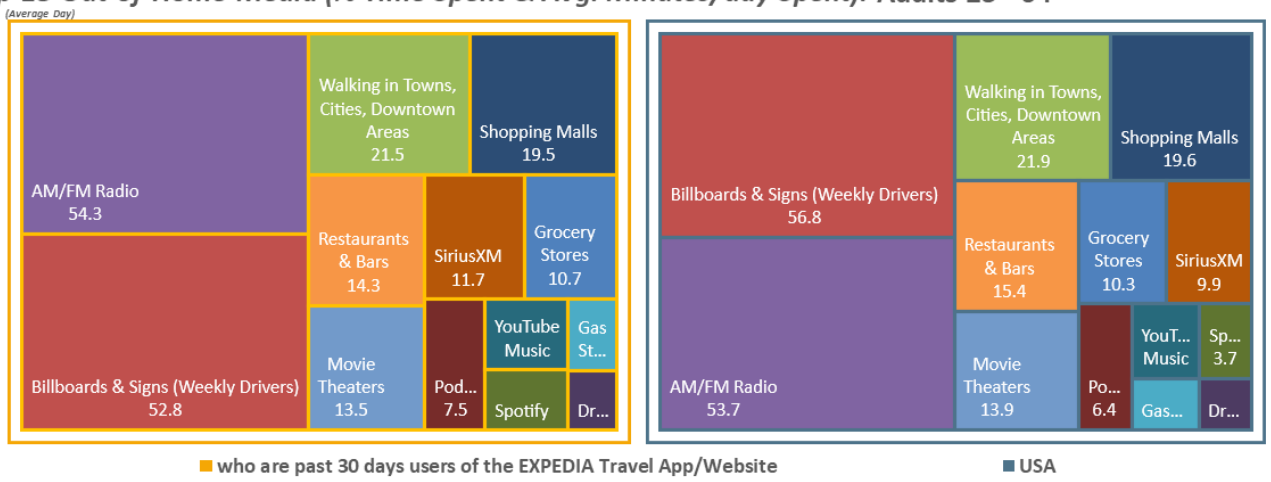
Apps or websites used or visited past 30 days:Travel: Booking.com

27,045,533 or 90.9% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 49.9 minut

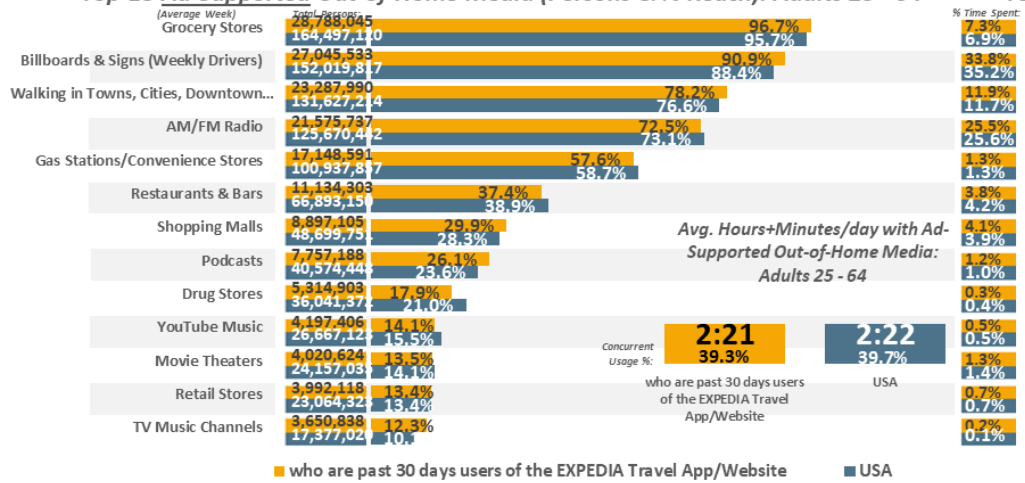
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



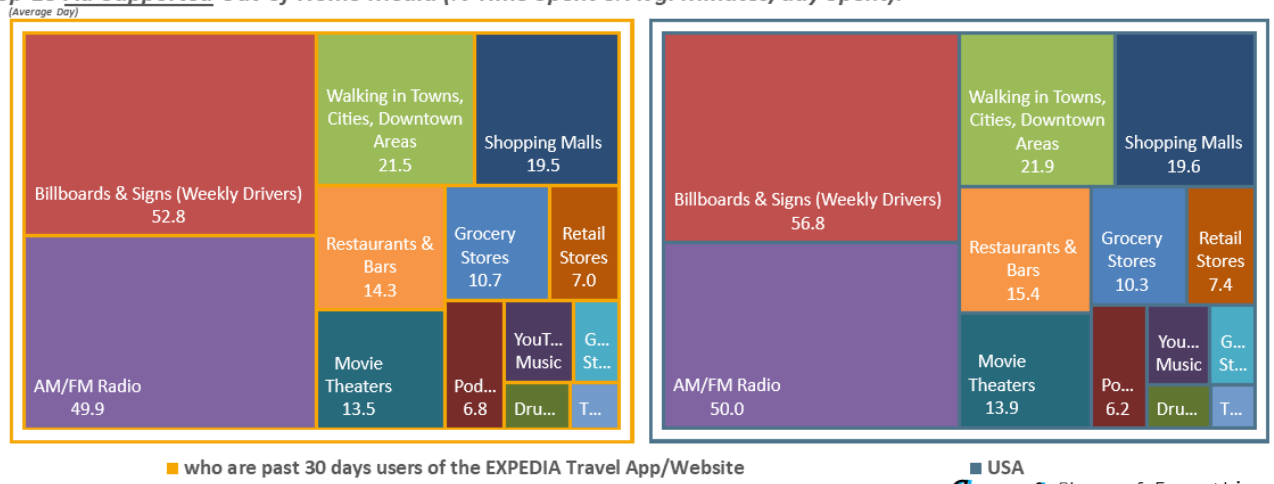
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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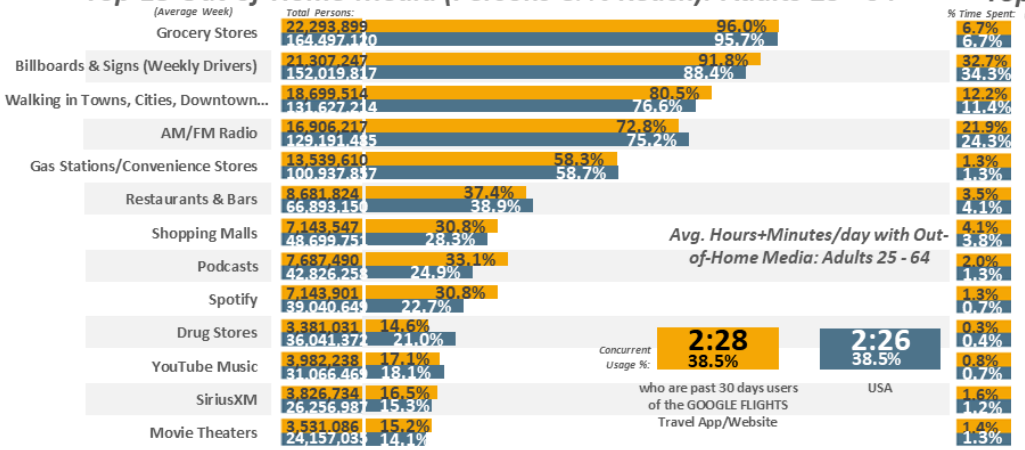
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Apps or websites used or visited past 30 days:Travel: Expedia

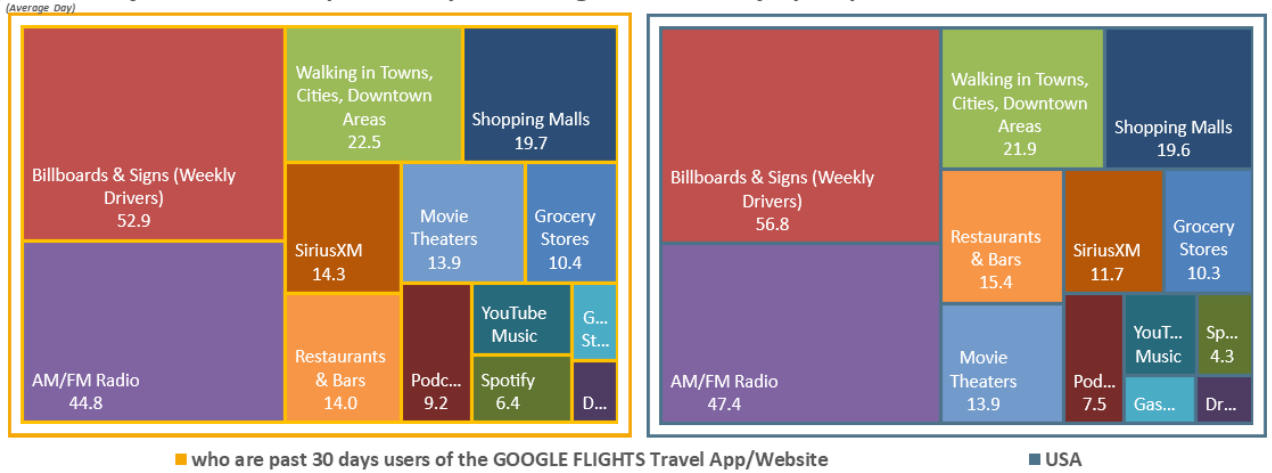
Google Flights

21,307,247 or 91.8% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website spend an average of 52.9 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 40.

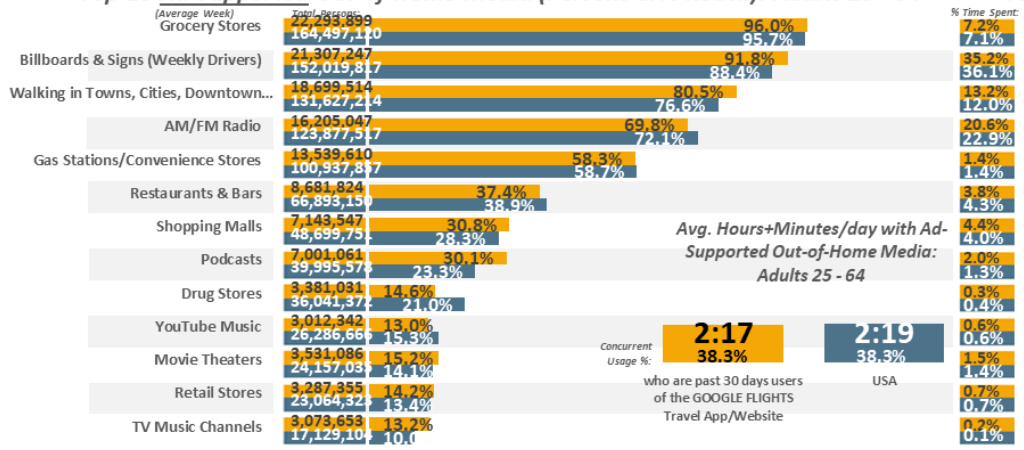
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



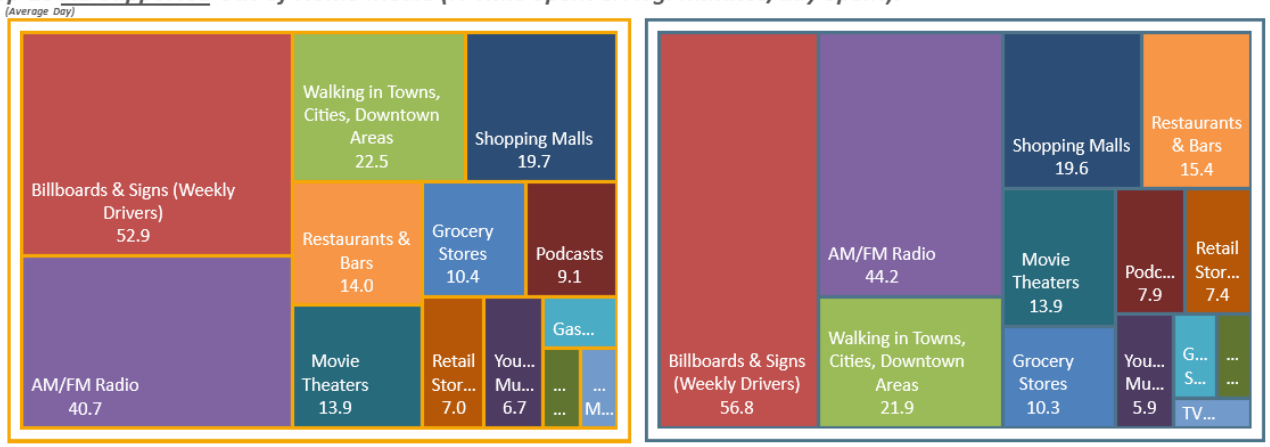
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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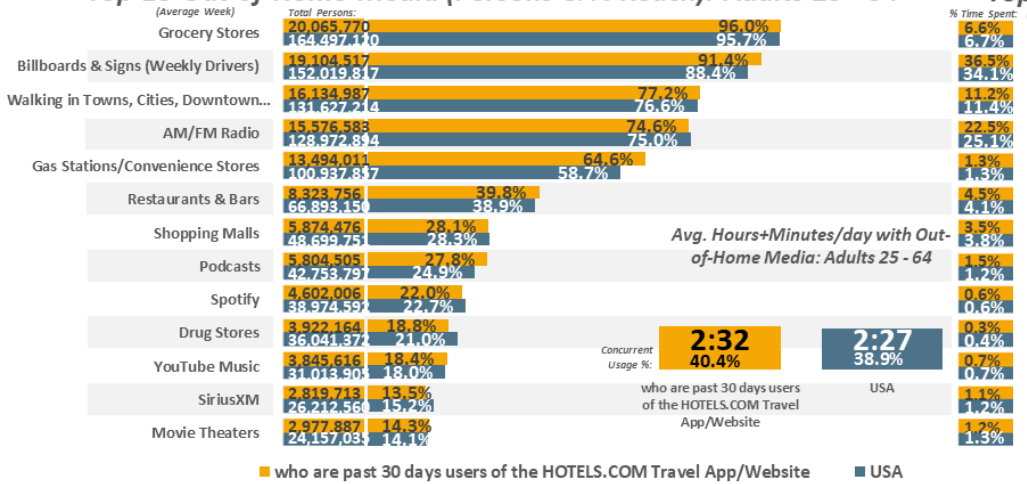
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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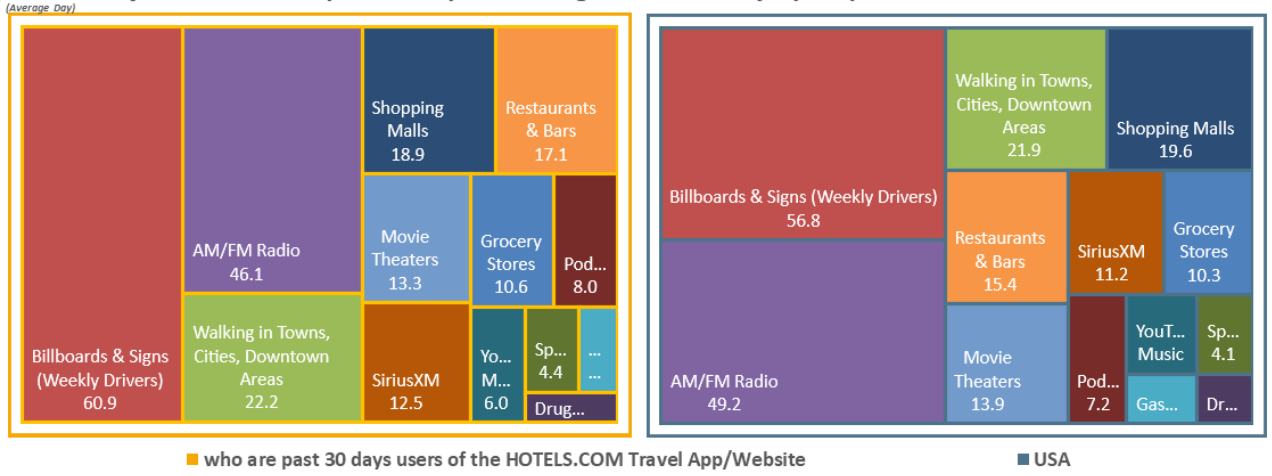
Apps or websites used or visited past 30 days:Travel: Google Flights

19,104,517 or 91.4% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 42.9 mi

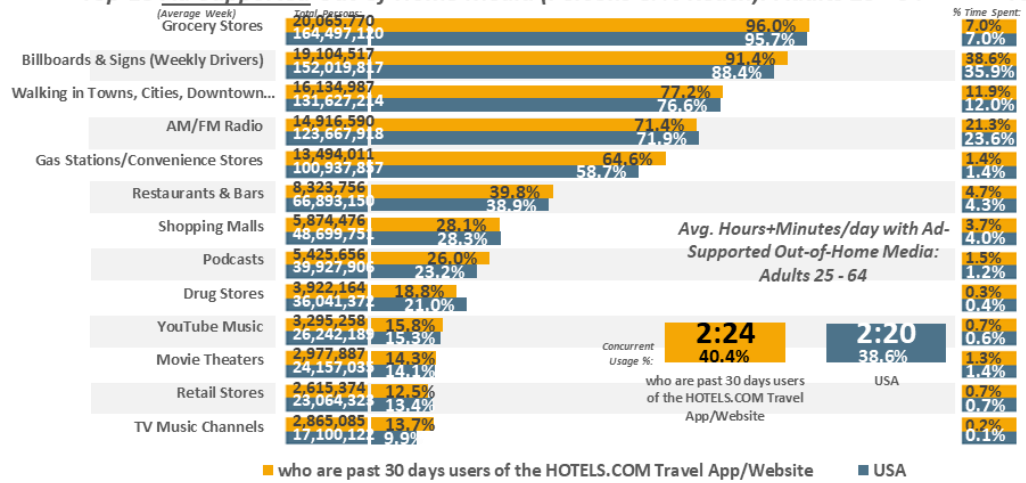
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



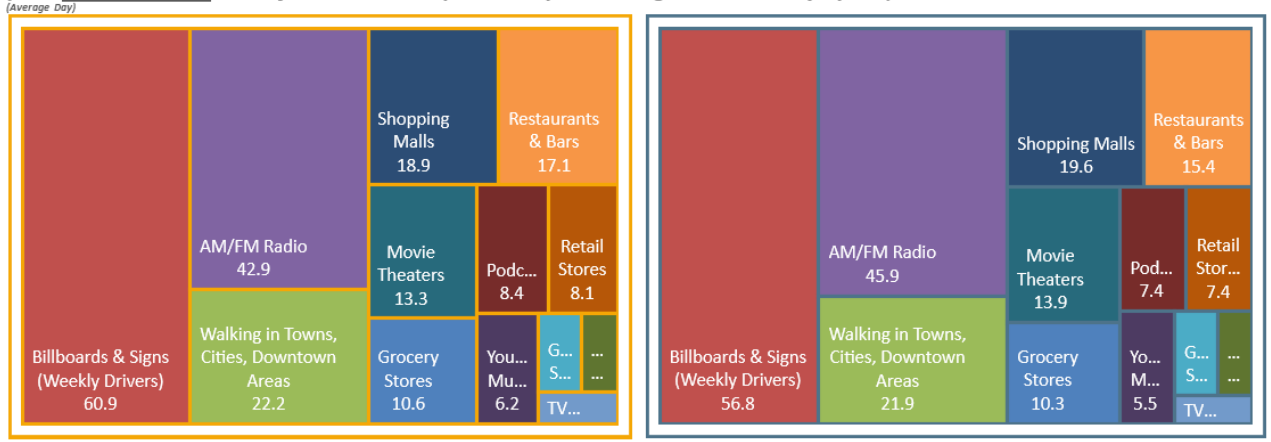
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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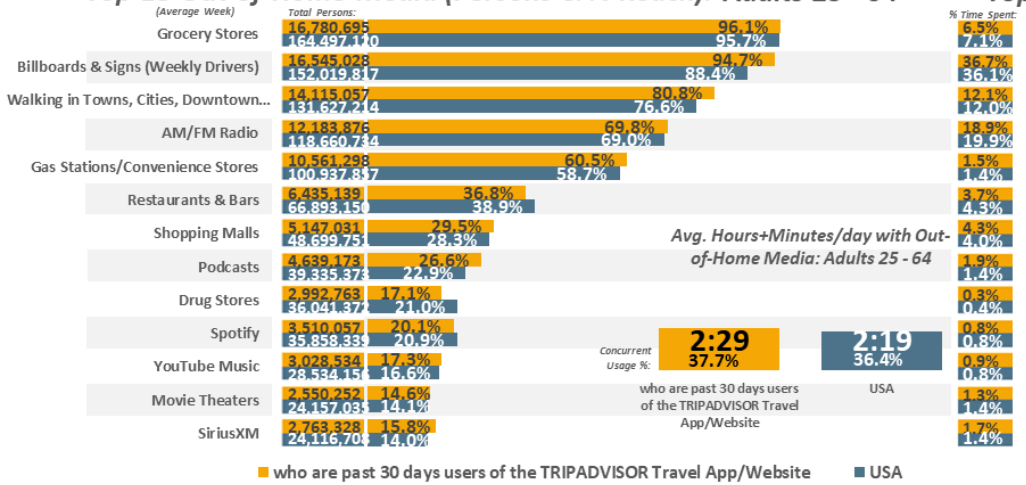
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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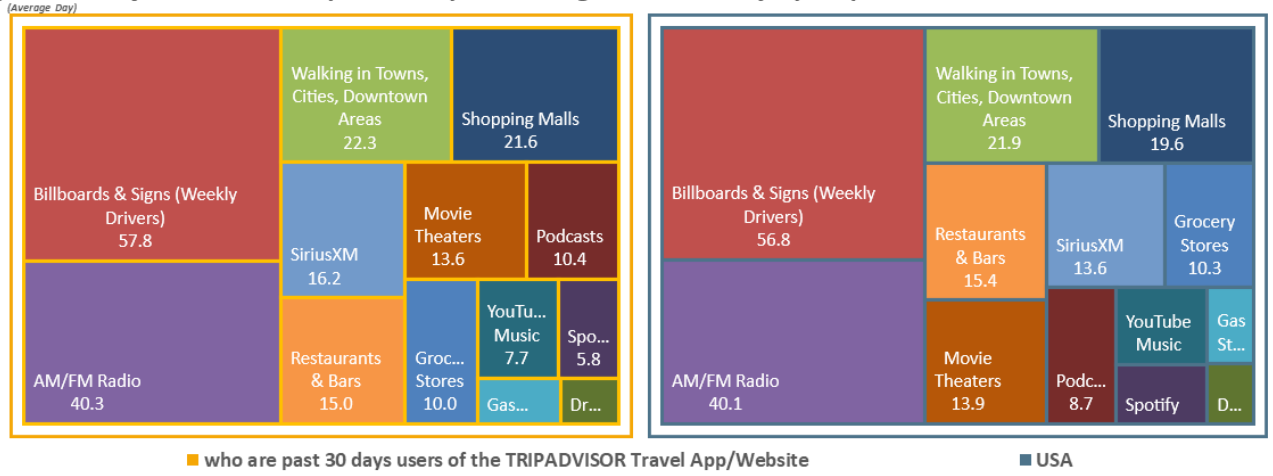
Apps or websites used or visited past 30 days:Travel: Hotels.com

16,545,028 or 94.7% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 36.8 m

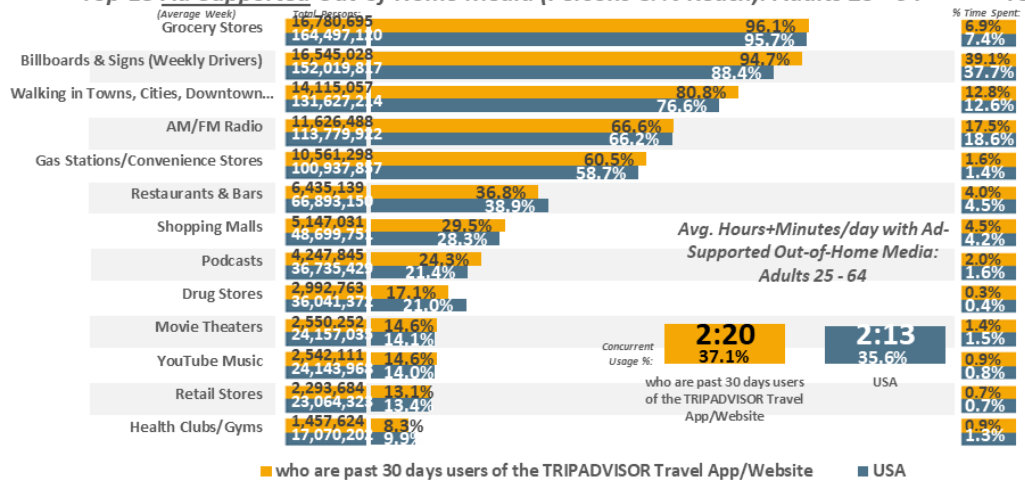
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



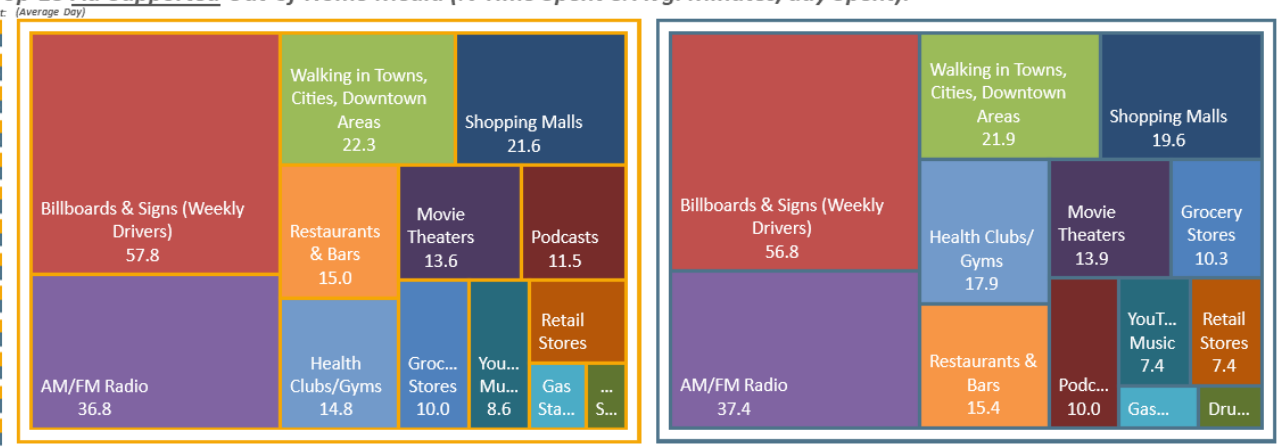
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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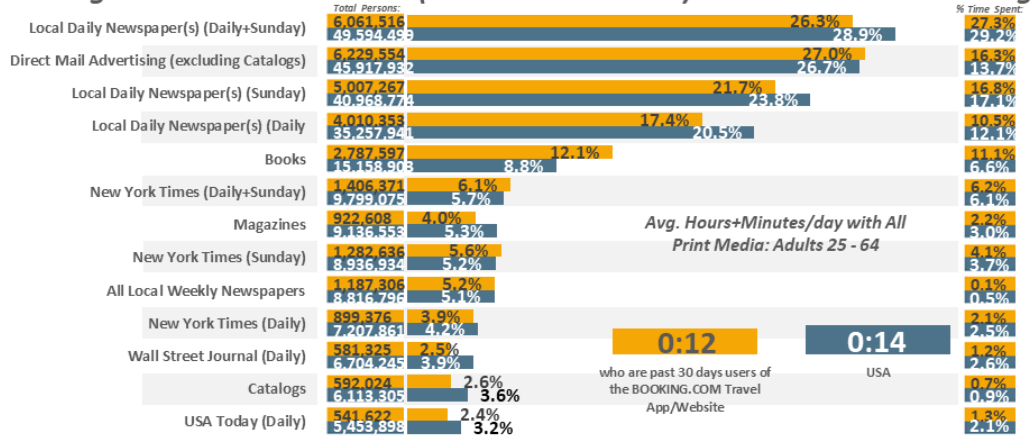
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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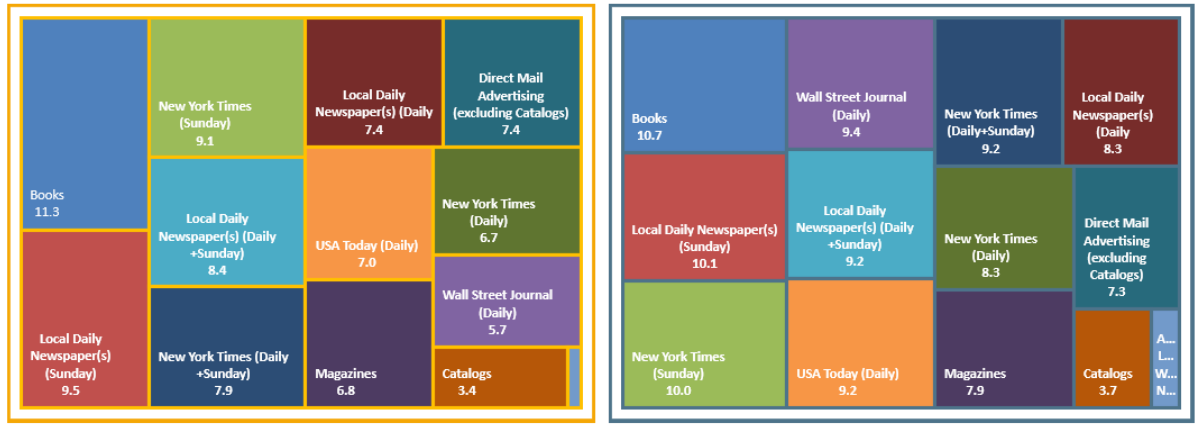
Apps or websites used or visited past 30 days:Travel: Tripadvisor

6,061,516 or 26.3% of Adults 25 - 64 who are past 30 days users of the BOOKING.COM Travel App/Website read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.7% of all time spent daily with All forms of Print

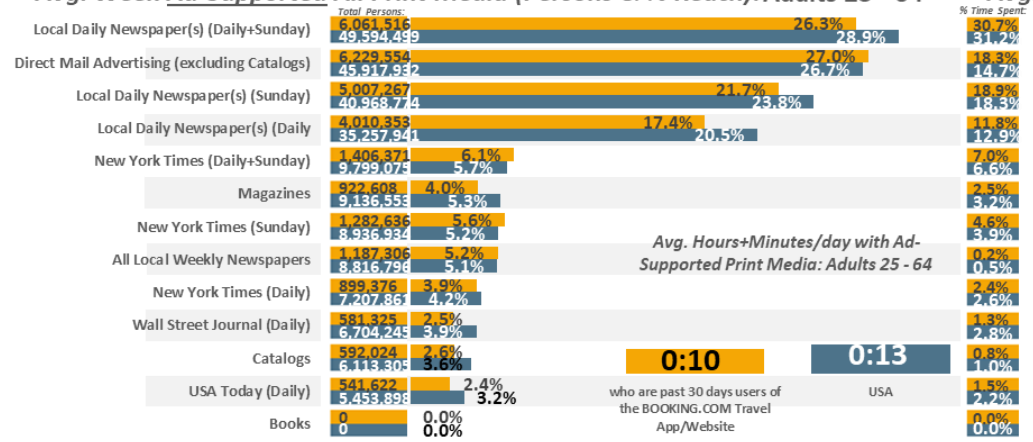
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



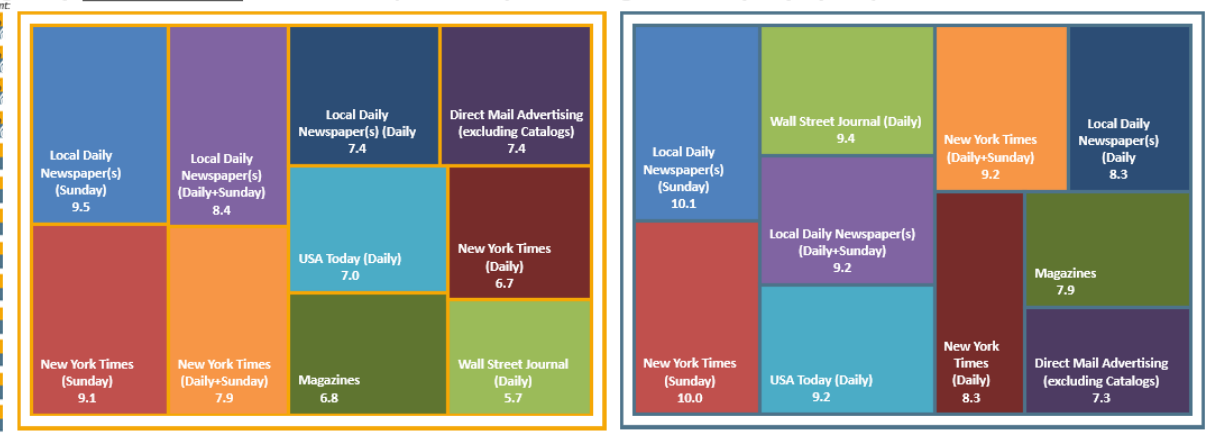
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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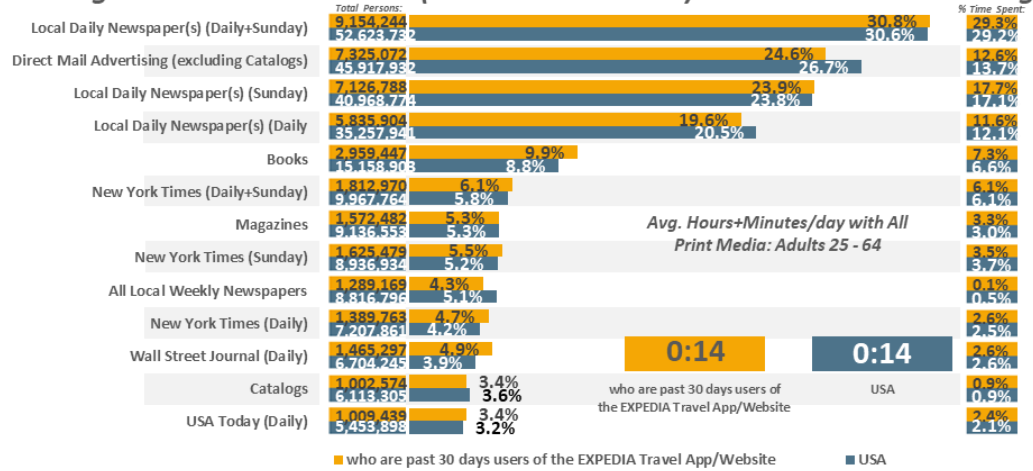
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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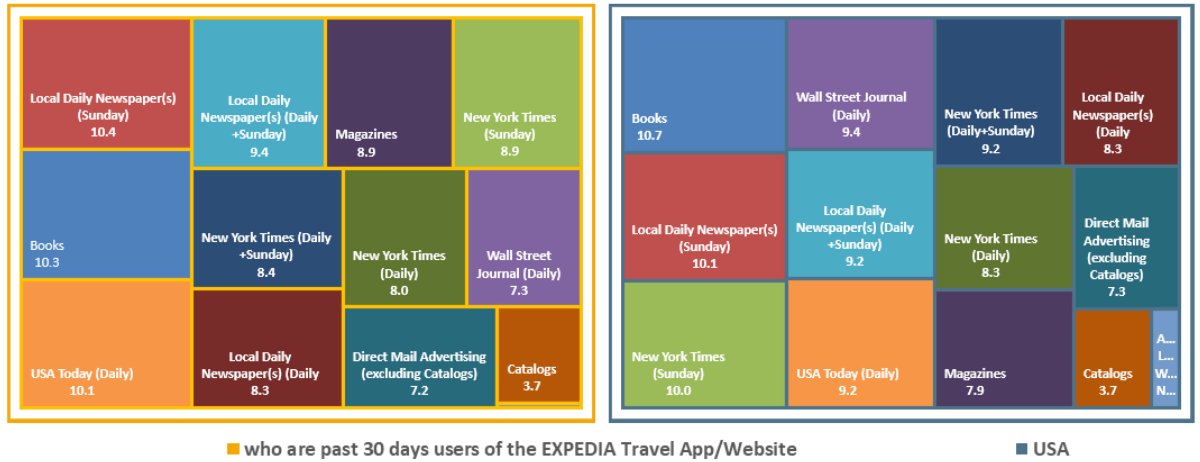
Apps or websites used or visited past 30 days:Travel: Booking.com

9,154,244 or 30.8% of Adults 25 - 64 who are past 30 days users of the EXPEDIA Travel App/Website read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.6% of all time spent daily with All forms of Print Medi

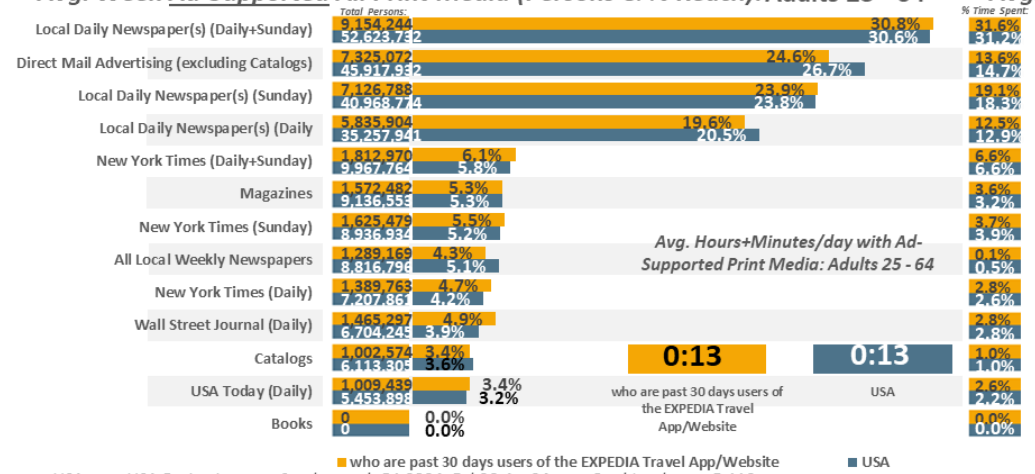
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



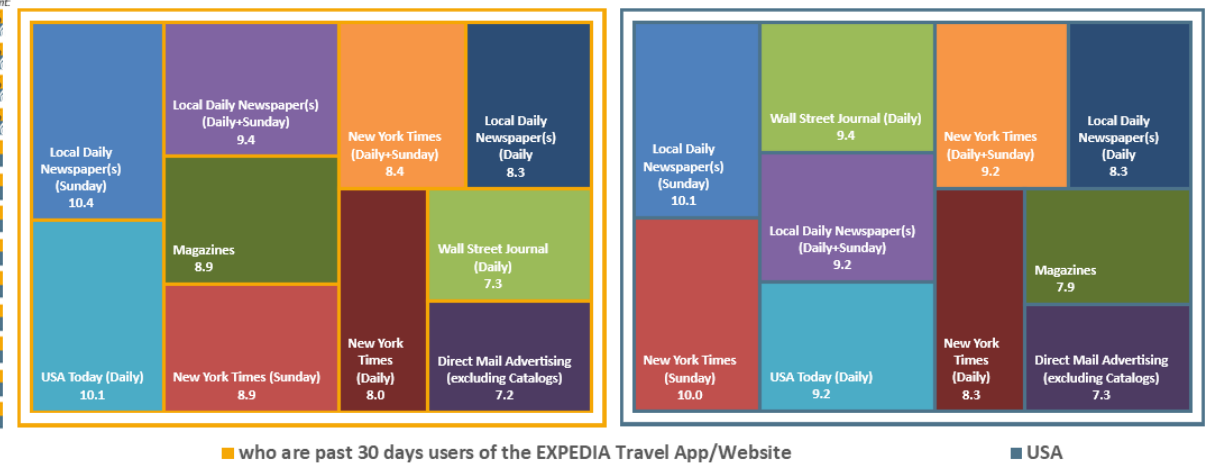
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,112*

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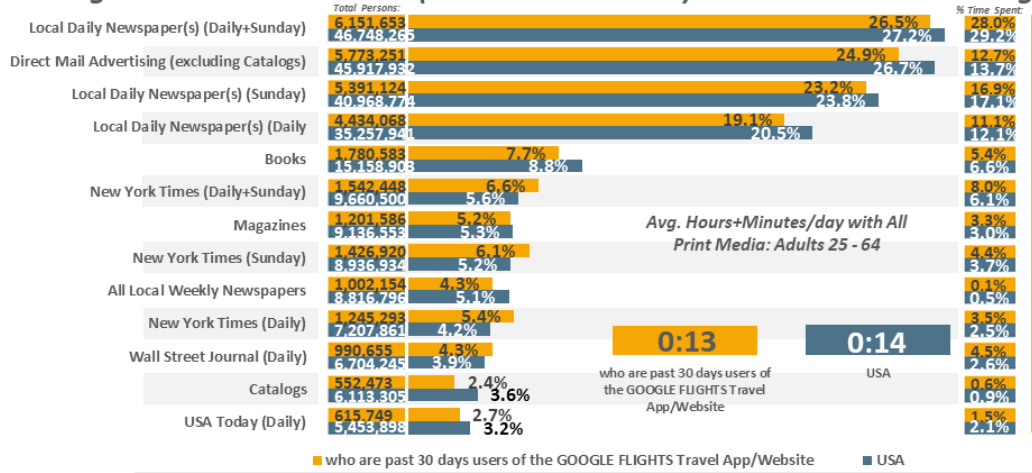
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Apps or websites used or visited past 30 days:Travel: Expedia

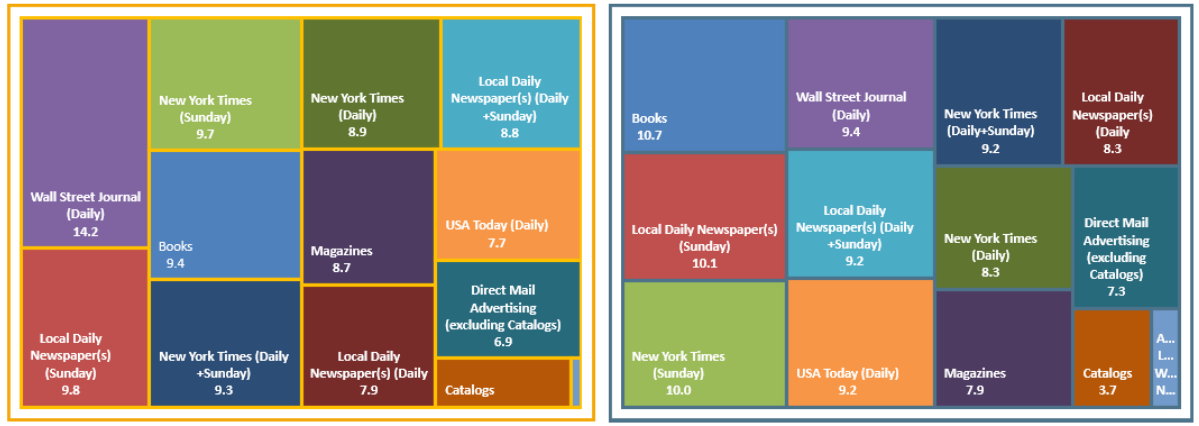
Google Flights

6,151,653 or 26.5% of Adults 25 - 64 who are past 30 days users of the GOOGLE FLIGHTS Travel App/Website read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.6% of all time spent daily with All forms of Pri

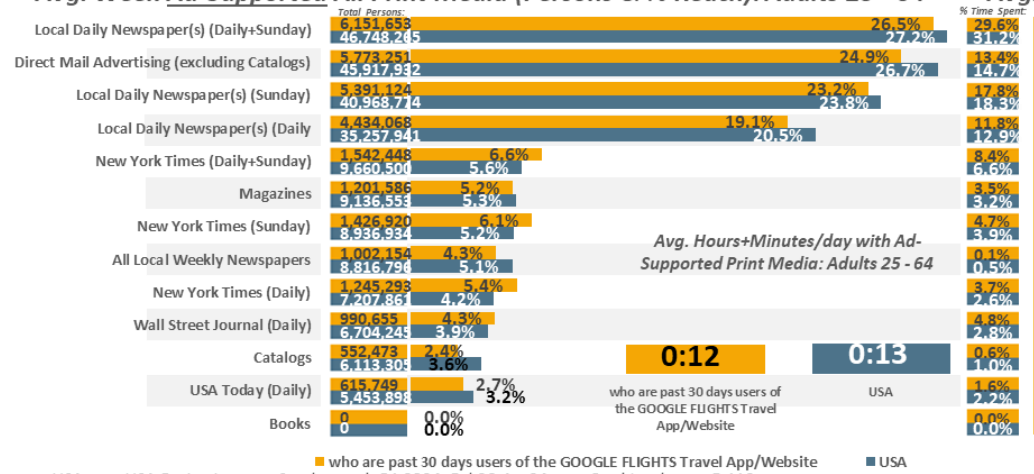
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,112

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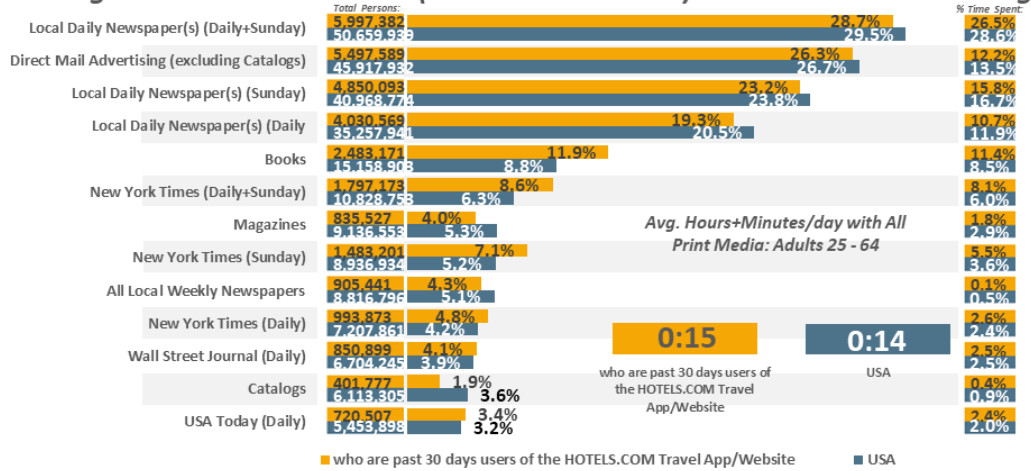
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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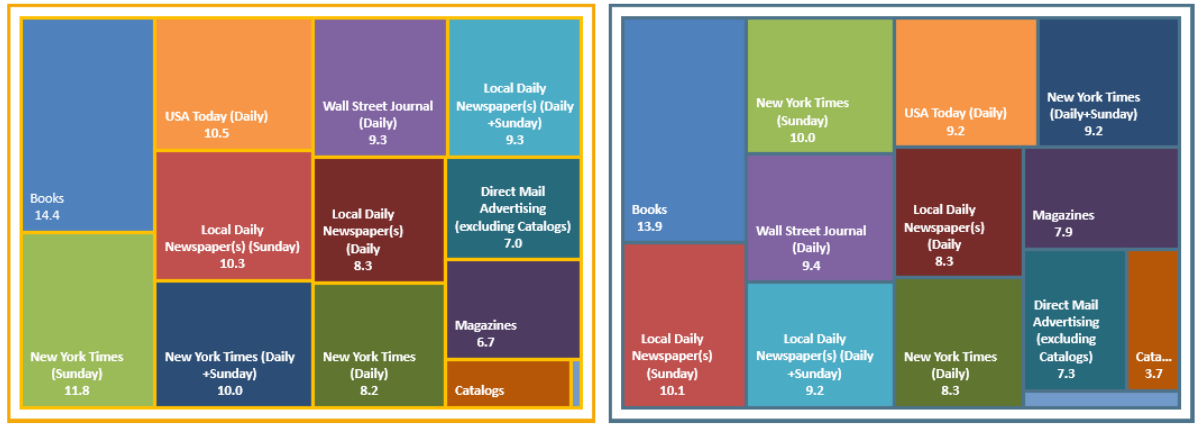
Apps or websites used or visited past 30 days:Travel: Google Flights

5,997,382 or 28.7% of Adults 25 - 64 who are past 30 days users of the HOTELS.COM Travel App/Website read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.9% of all time spent daily with All forms of Print M

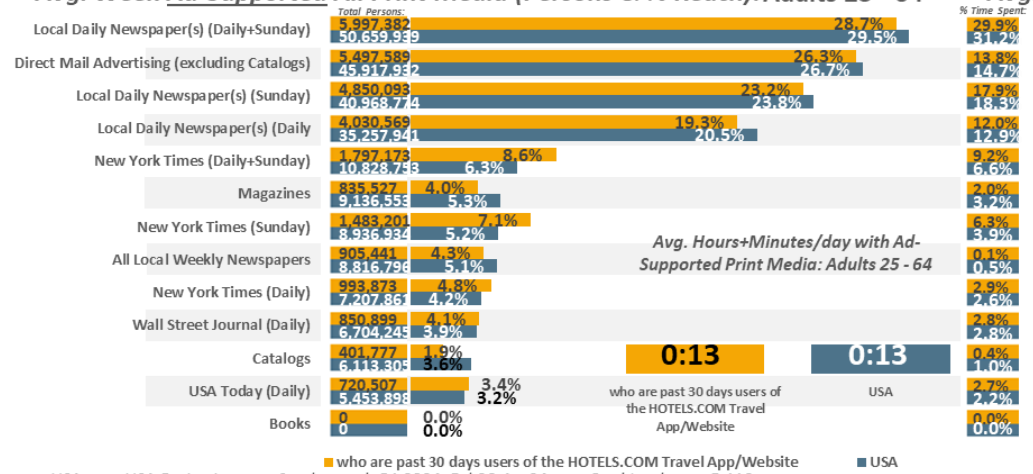
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



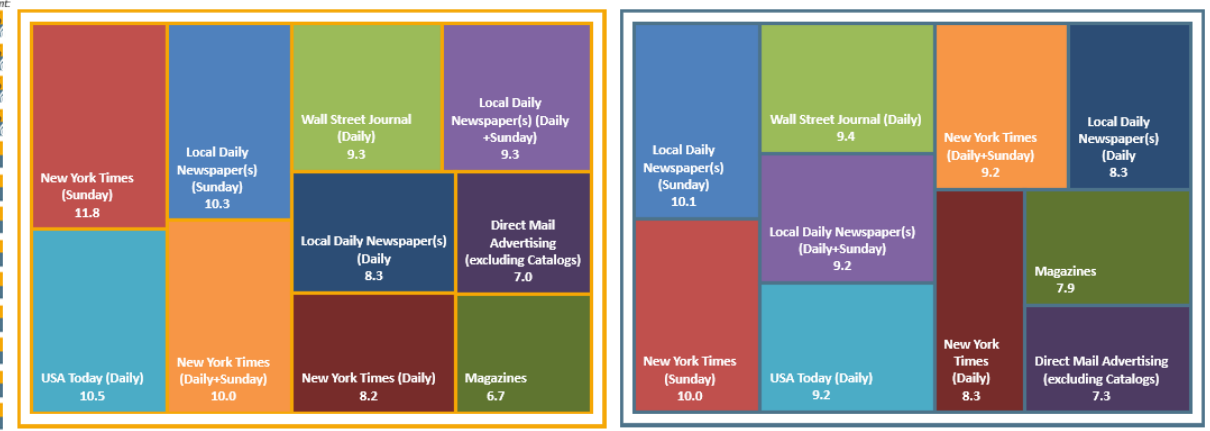
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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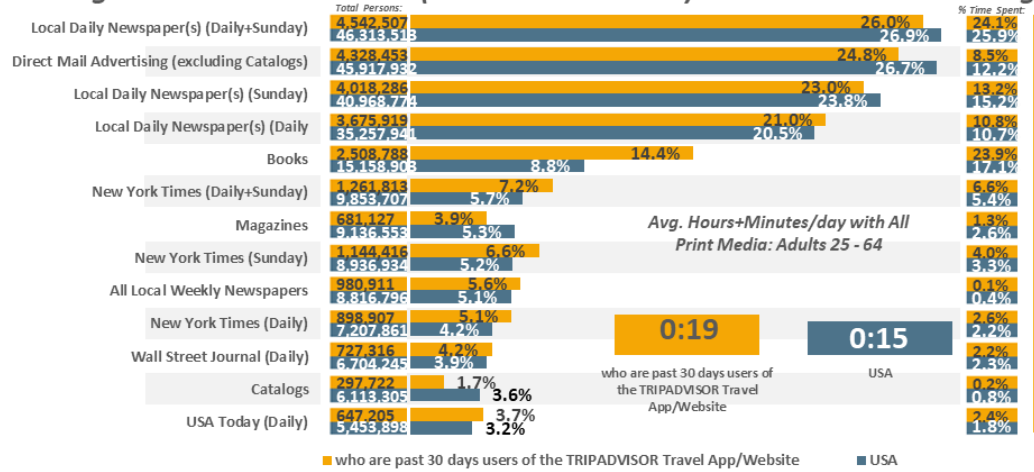
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Apps or websites used or visited past 30 days:Travel: Hotels.com

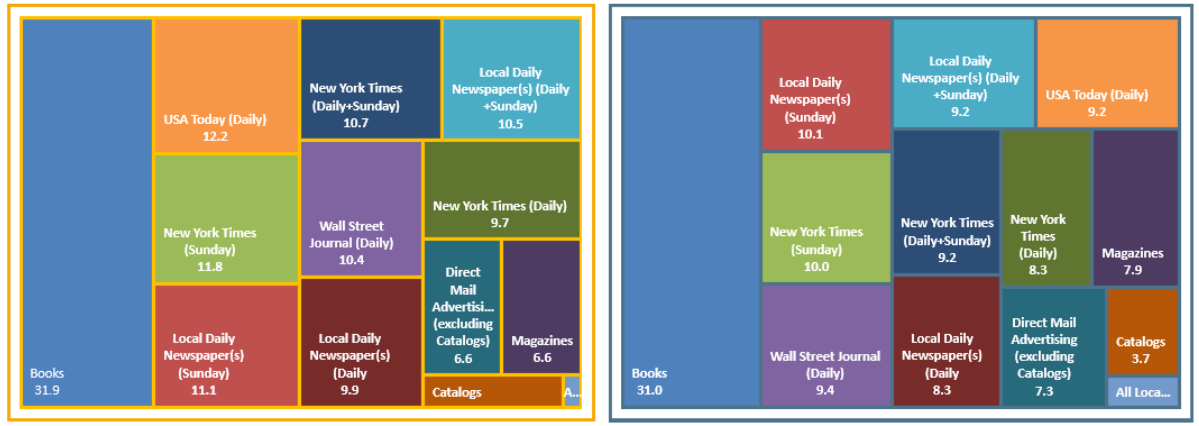
Tripadvisor

4,542,507 or 26.% of Adults 25 - 64 who are past 30 days users of the TRIPADVISOR Travel App/Website read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 31.6% of all time spent daily with All forms of Print

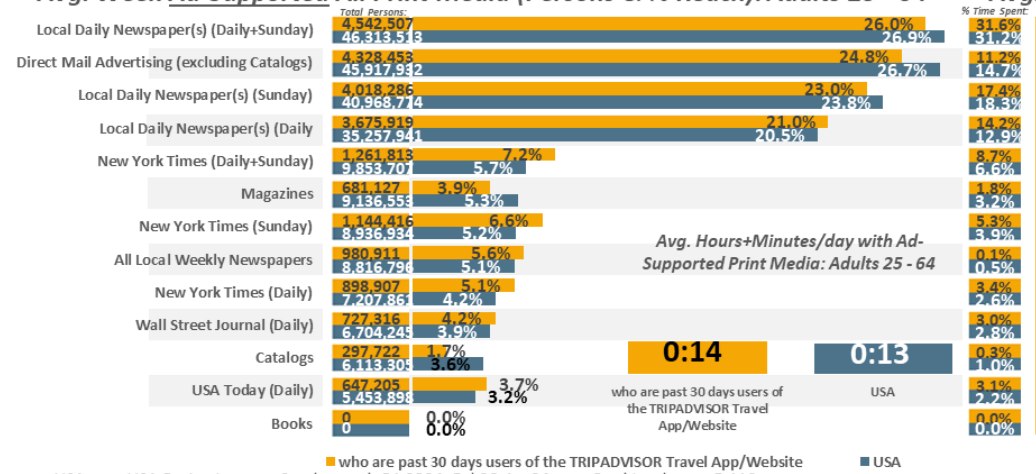
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



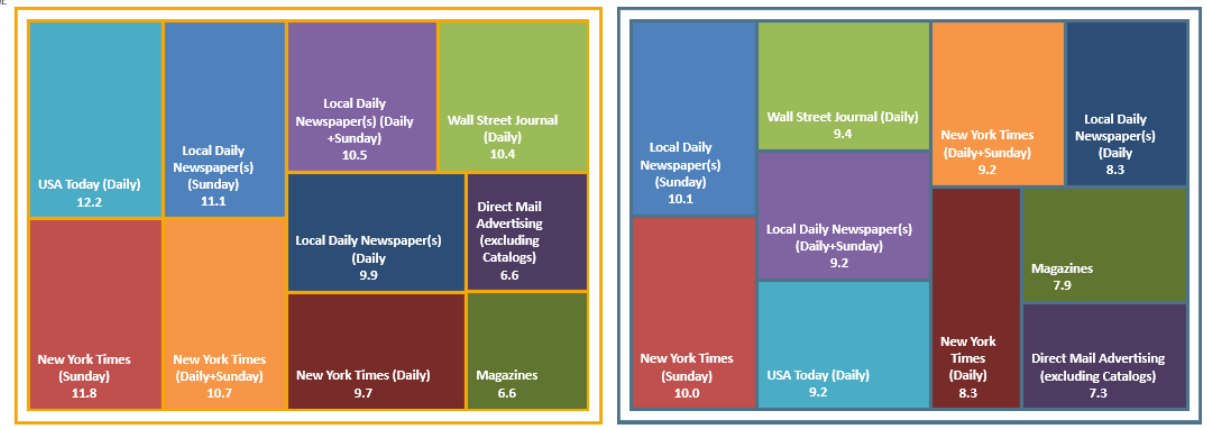
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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Apps or websites used or visited past 30 days:Travel: Tripadvisor