USA – 5 Types of P25-64 VACATION PLANNERS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-64 who Plan to take an All-Inclusive Resort Vacation, A Cruise, Gambling/Casino Trip, Ski, or Theme Park Vacation in the next 12 months as of April 2024!



All-Inclusive Resort



Cruise



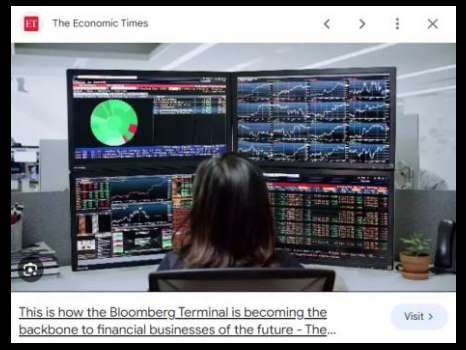
Gambling/Casino Trip



Ski Vacation



Theme Park Vacation



Types of vacations plan to take next 12 months: All-inclusive resort
Types of vacations plan to take next 12 months: Cruise
Types of vacations plan to take next 12 months: Gambling/casino trip
Types of vacations plan to take next 12 months: Ski vacation
Types of vacations plan to take next 12 months: Theme park vacation

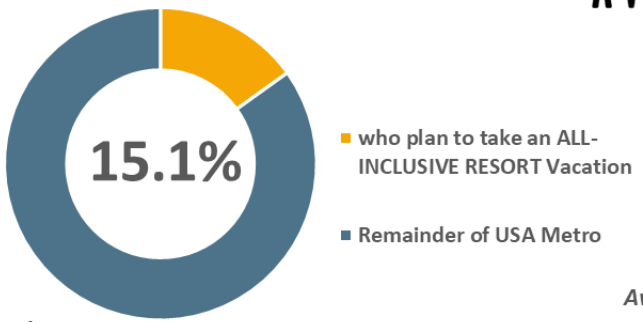
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Typical Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 44.7 years old (.5% younger than average) and have a $122,191 (24.6% higher than average) annual household income.

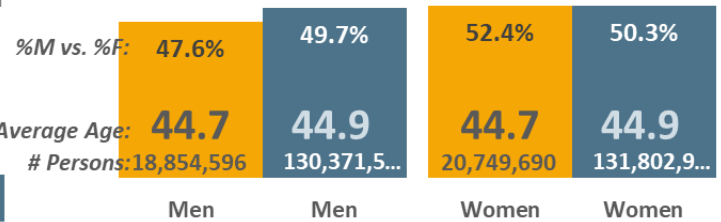
Percent of Market: Adults 25 - 64



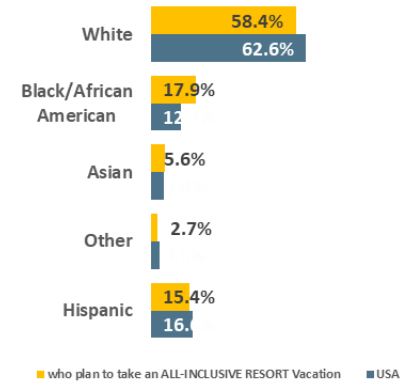
Total Persons:



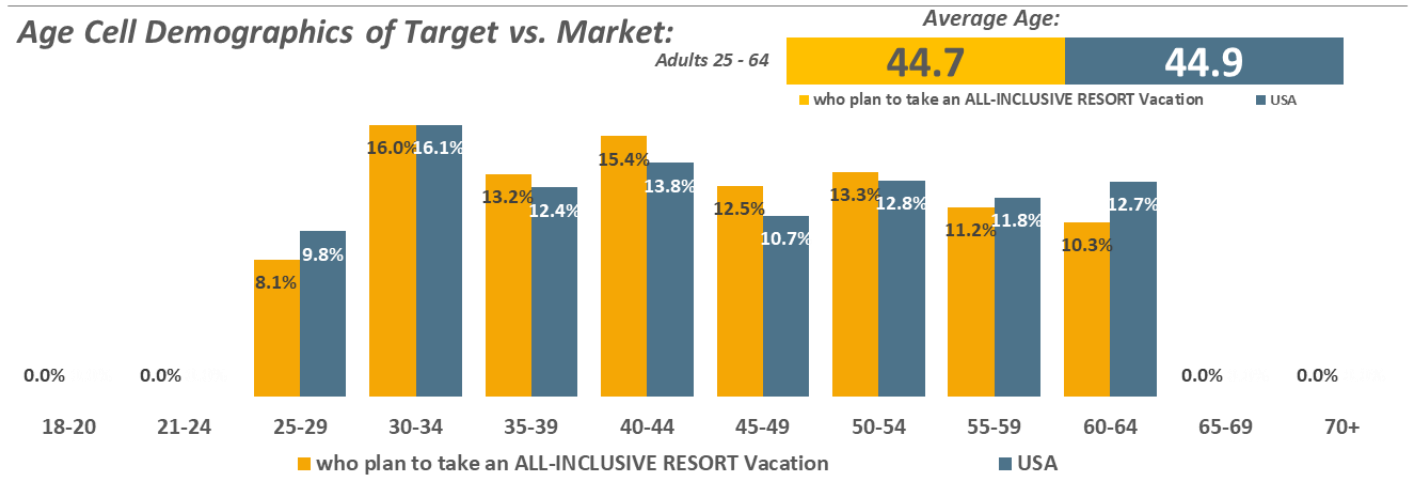
Gender of Target vs. Market: Adults 25 - 64



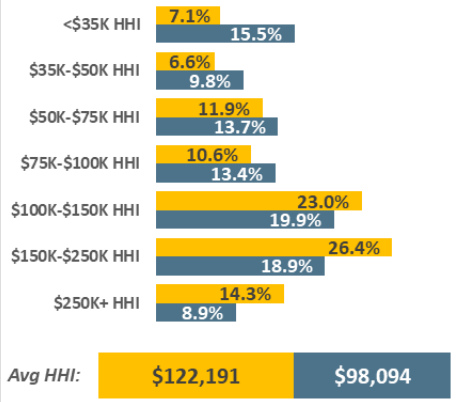
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $122,191 | $98,094

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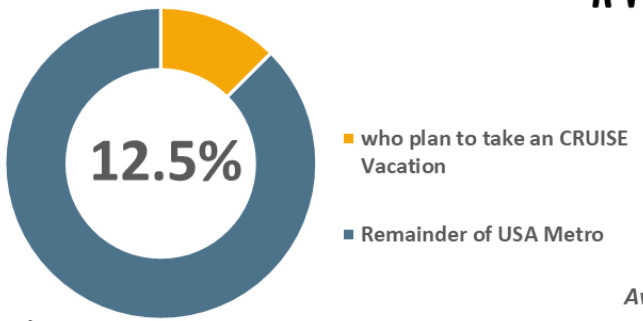
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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Typical Adults 25 - 64 who plan to take an CRUISE Vacation are 46.6 years old (3.7% older than average) and have a $112,479 (14.7% higher than average) annual household income.

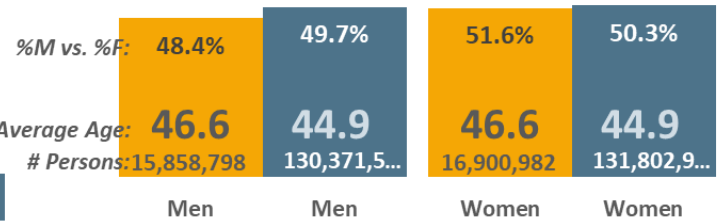
Percent of Market: Adults 25 - 64



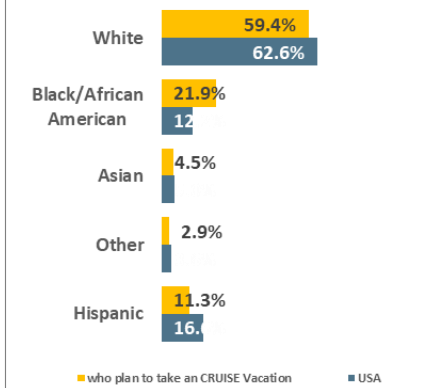
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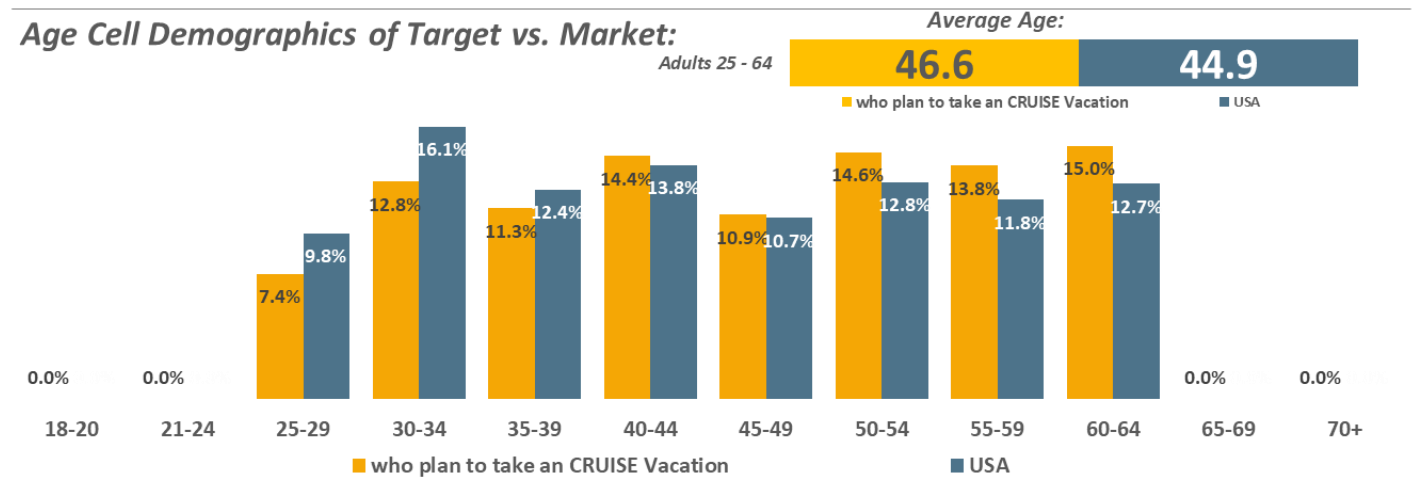
Gender of Target vs. Market: Adults 25 - 64



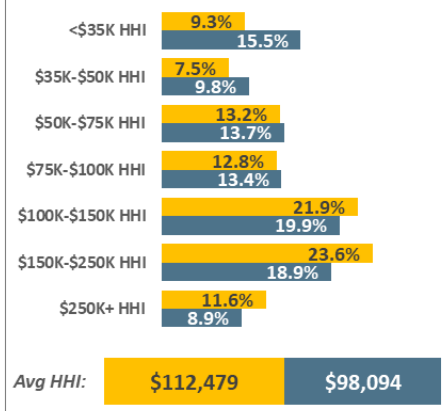
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,479 | $98,094

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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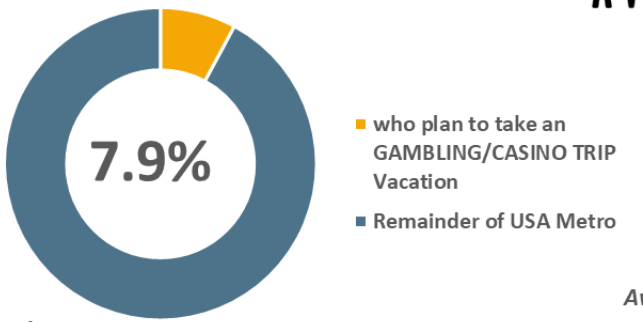
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Cruise

GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Typical Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 46.4 years old (3.2% older than average) and have a $100,423 (2.4% higher than average) annual household income.

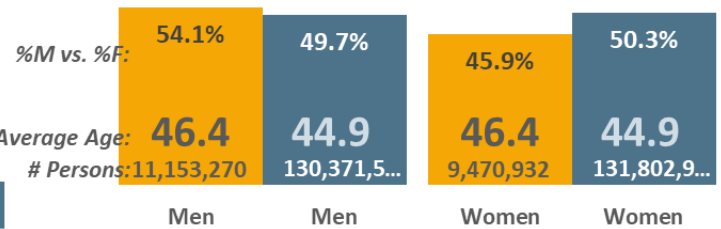
Percent of Market: Adults 25 - 64



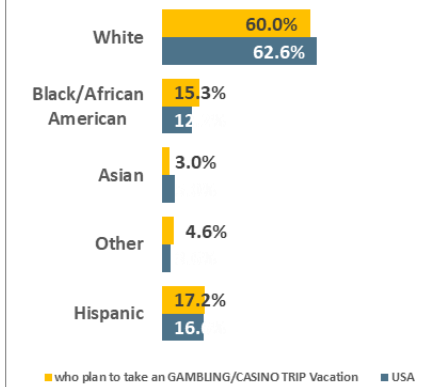
Total Persons:



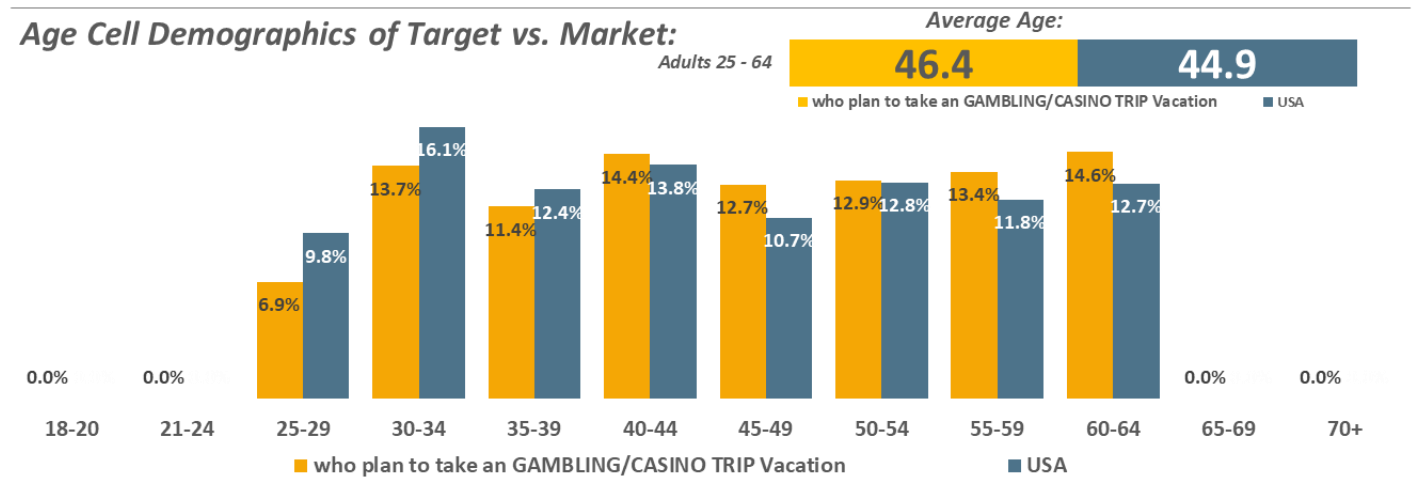
Gender of Target vs. Market: Adults 25 - 64



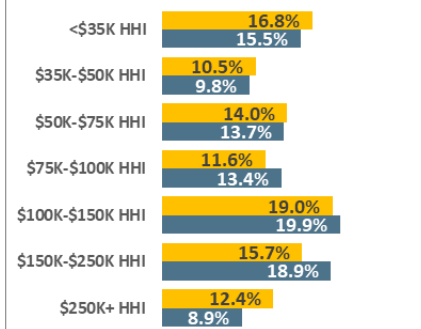
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,423 | $98,094

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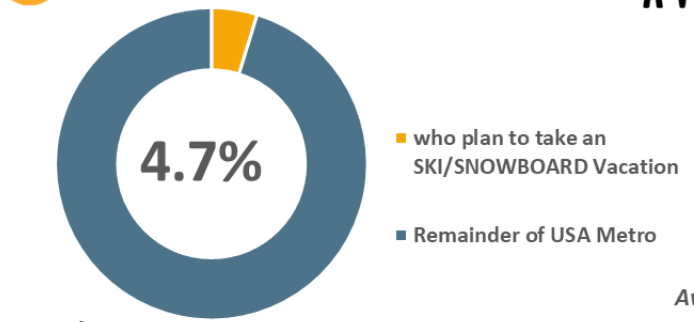
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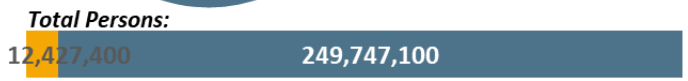
Types of vacations plan to take next 12 months: Gambling/casino trip

SKI/SNOWBOARD

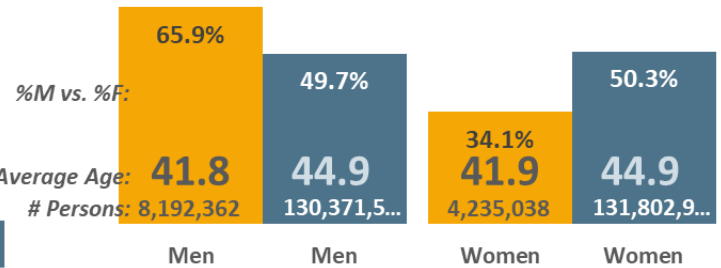
4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Typical Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 41.9 years old (6.9% younger than average) and have a $144,757 (47.6% higher than average) annual household income.

Percent of Market: Adults 25 - 64

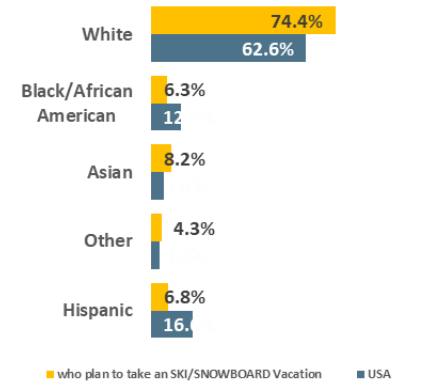




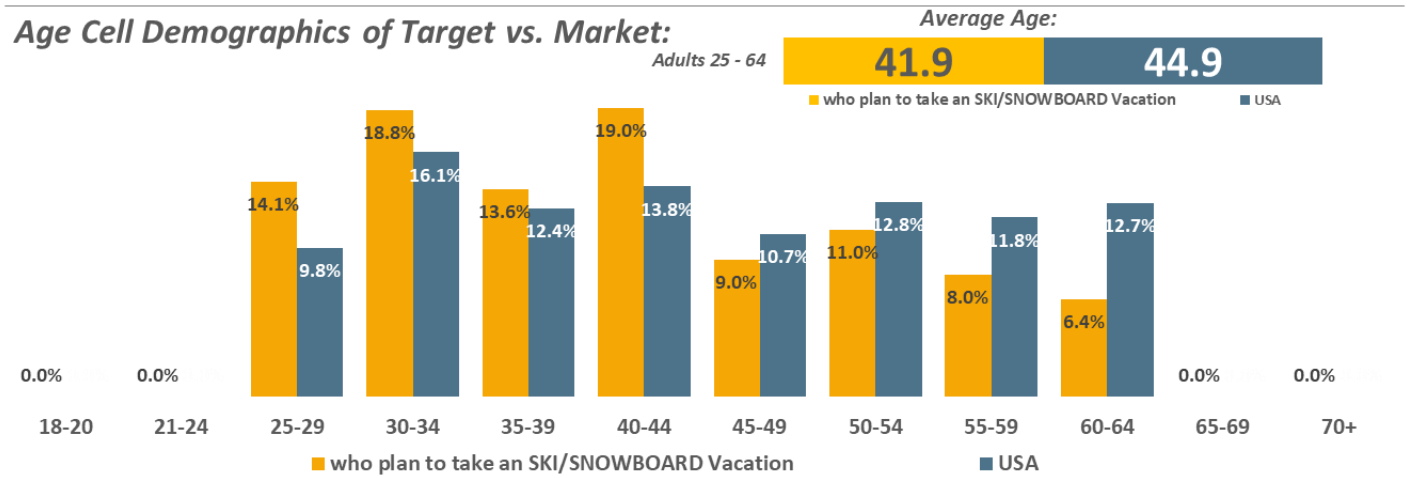
Gender of Target vs. Market: Adults 25 - 64



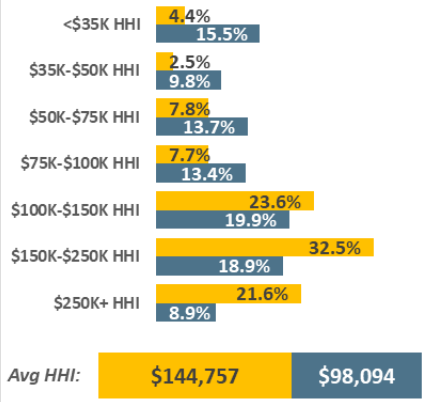
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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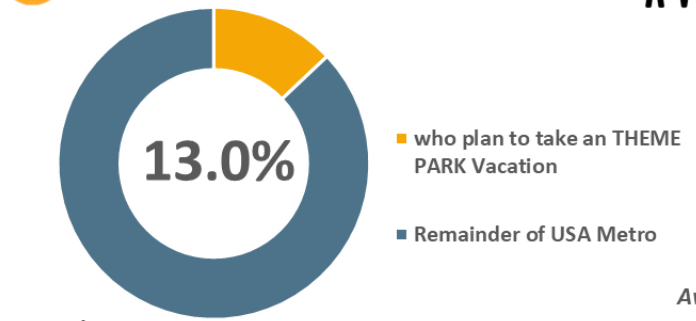
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Types of vacations plan to take next 12 months: Ski vacation

THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Typical Adults 25 - 64 who plan to take an THEME PARK Vacation are 42. years old (6.5% younger than average) and have a $101,443 (3.4% higher than average) annual household income.

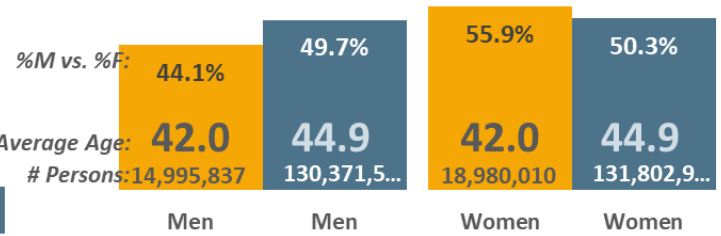
Percent of Market: Adults 25 - 64



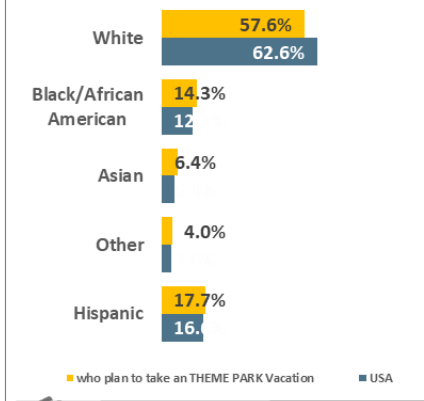
Total Persons:



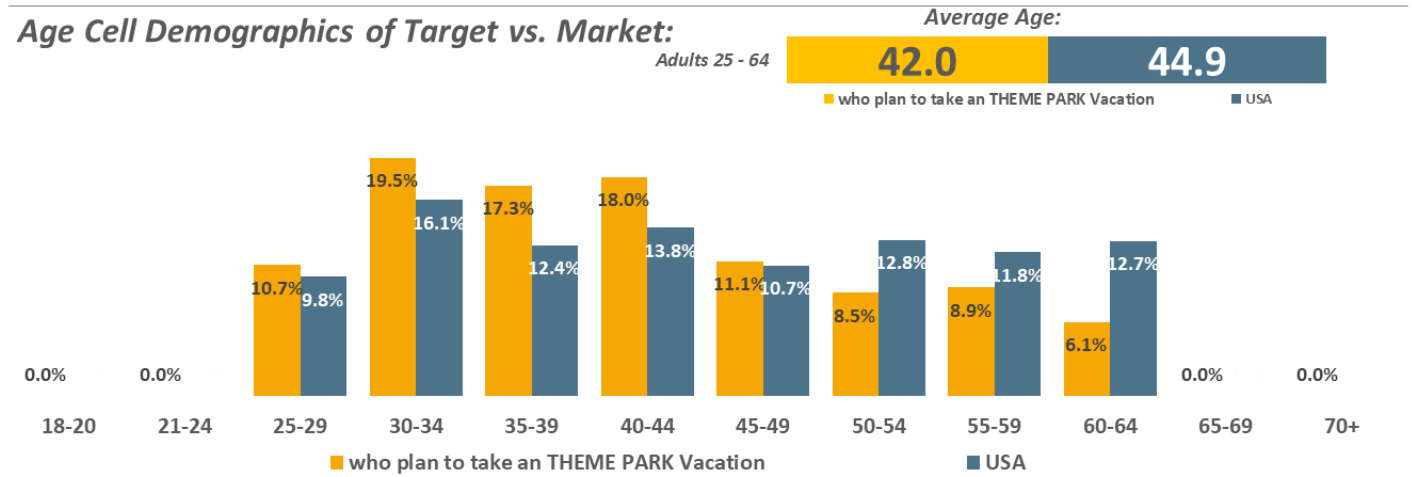
Gender of Target vs. Market: Adults 25 - 64



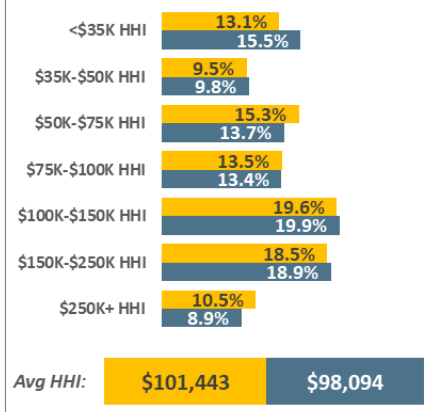
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $101,443 $98,094

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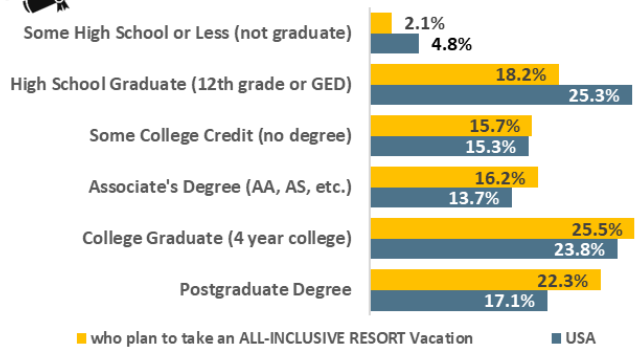
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Types of vacations plan to take next 12 months: Theme park vacation

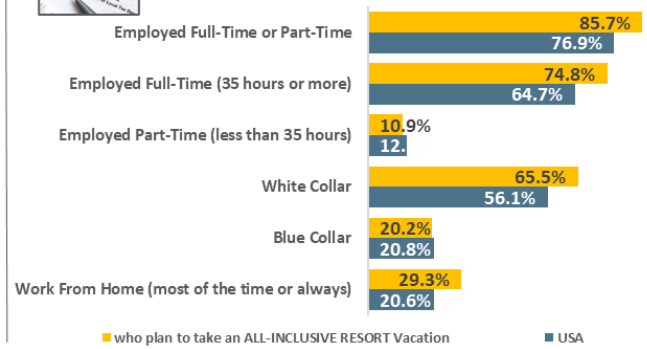
ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 16.7% more likely to be a college graduate, 15.6% more likely to work full-time, 8.9% more likely to be married, 1.6% more likely to be a parent of 1 or more children under 18.

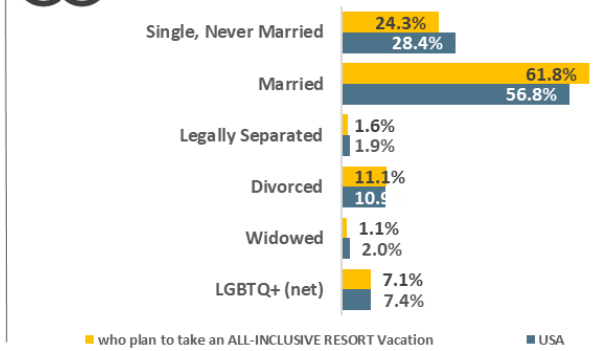
Education Levels: Adults 25 - 64



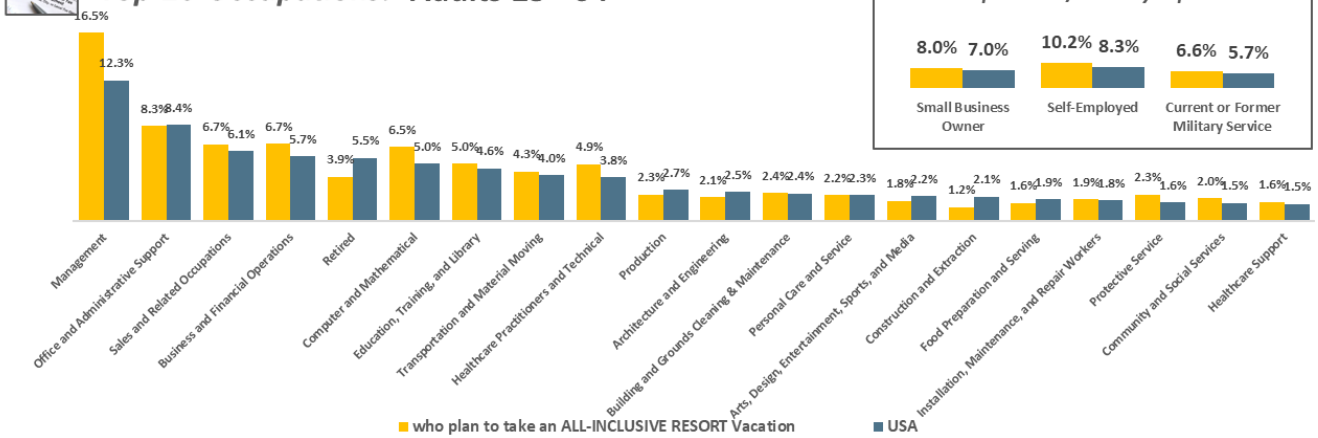
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

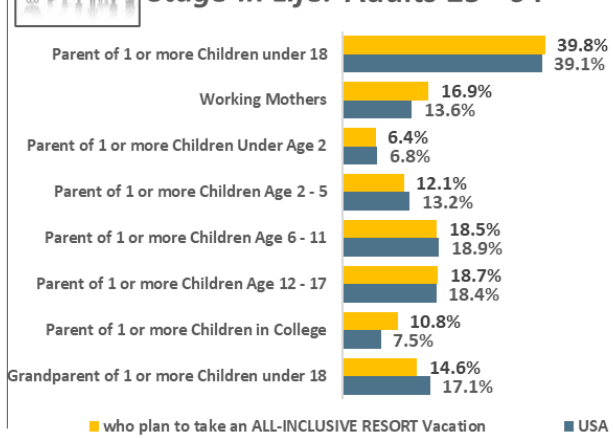


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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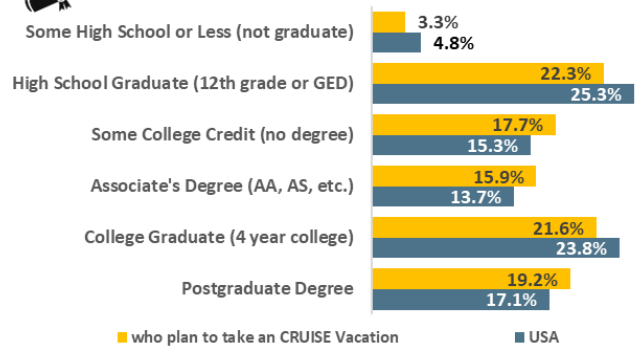
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Types of vacations plan to take next 12 months: All-inclusive resort

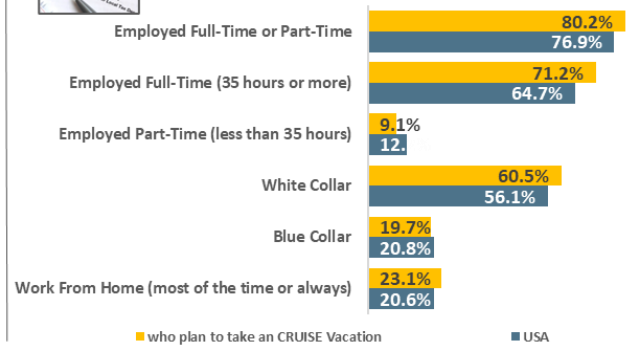
CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Adults 25 - 64 who plan to take an CRUISE Vacation are .4% less likely to be a college graduate, 10.% more likely to work full-time, 6.5% more likely to be married, 1.5% more likely to be a parent of 1 or more children under 18.

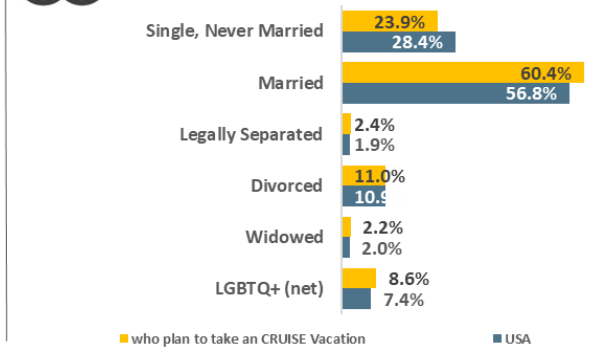
Education Levels: Adults 25 - 64



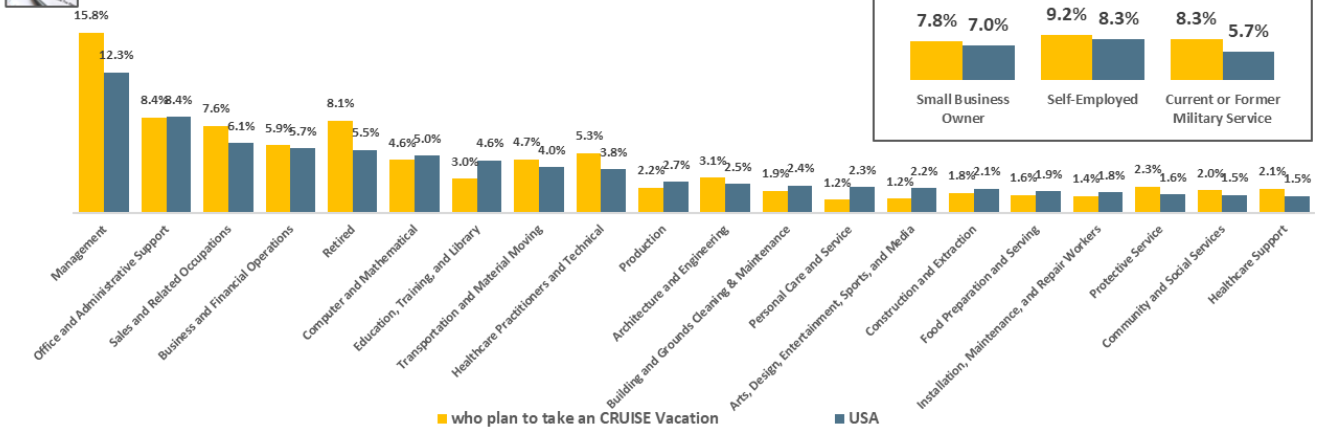
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

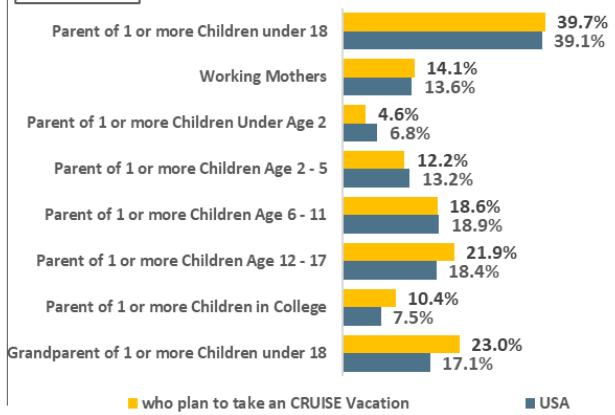


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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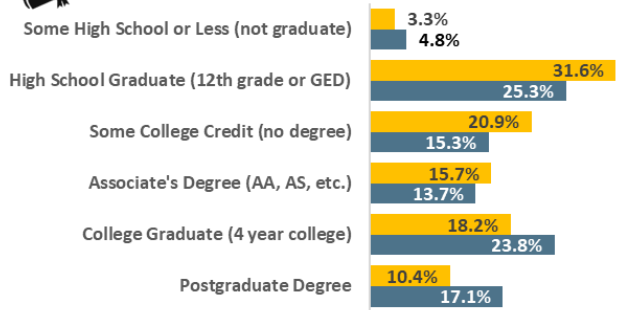
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Types of vacations plan to take next 12 months: Cruise

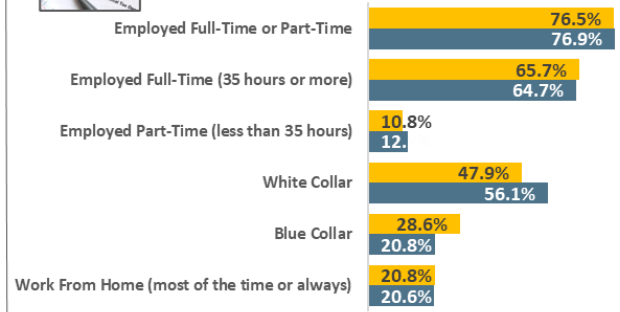
GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 30.2% less likely to be a college graduate, 1.6% more likely to work full-time, 8.8% less likely to be married, 23.9% less likely to be a parent of 1 or more children under 18.

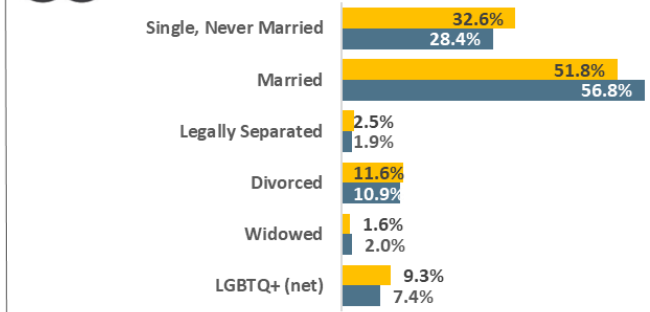
Education Levels: Adults 25 - 64



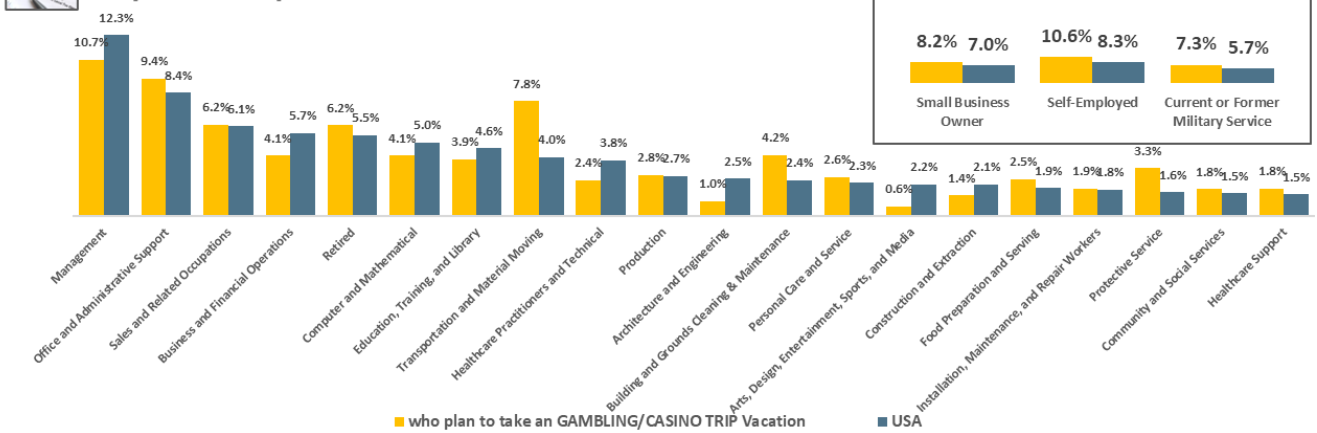
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

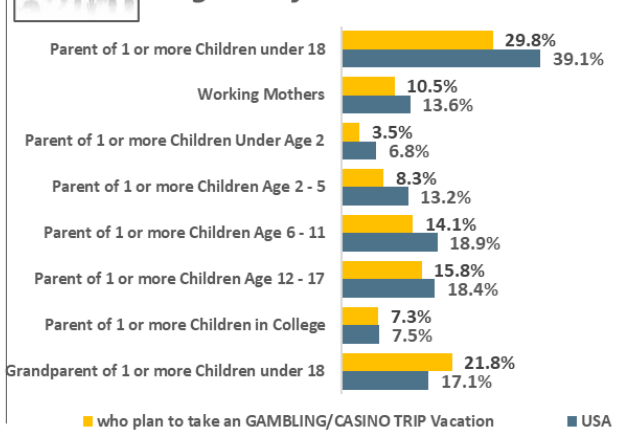


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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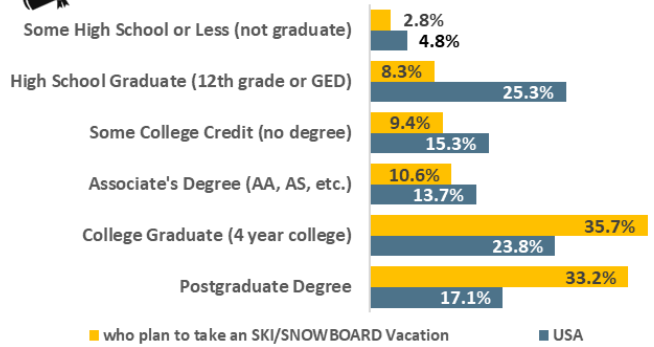
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Gambling/casino trip

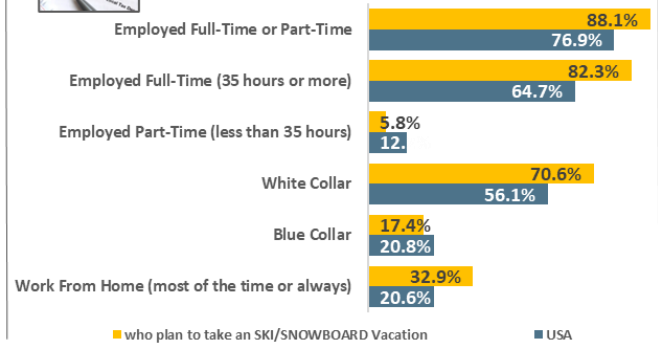
SKI/SNOWBOARD

4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 68.3% more likely to be a college graduate, 27.2% more likely to work full-time, 6.9% more likely to be married, 13.3% more likely to be a parent of 1 or more children under 18.

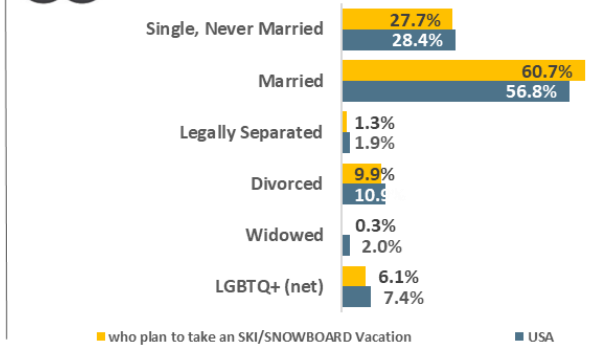
Education Levels: Adults 25 - 64



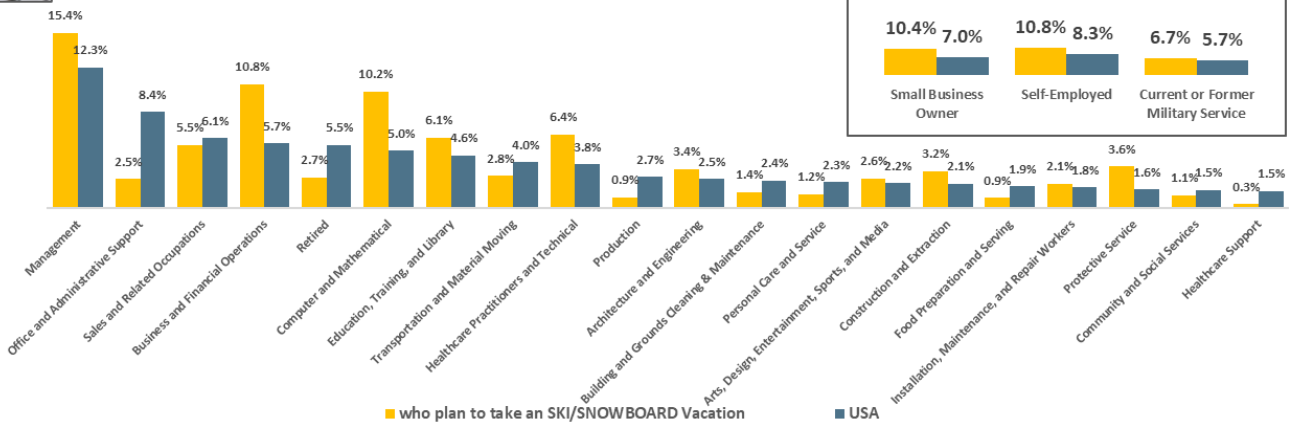
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

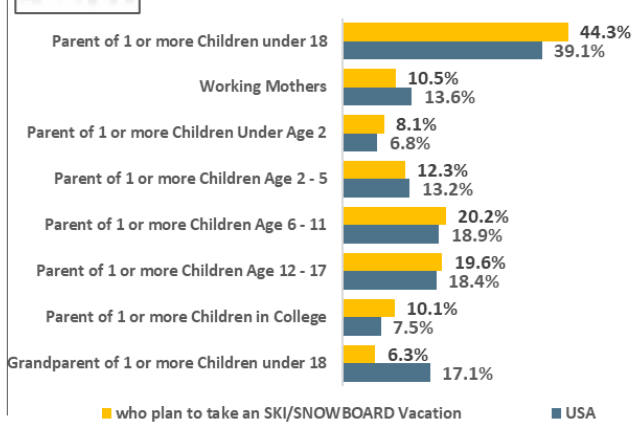


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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

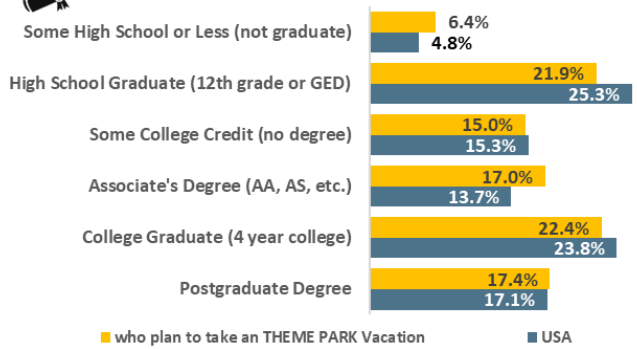
©

Types of vacations plan to take next 12 months: Ski vacation

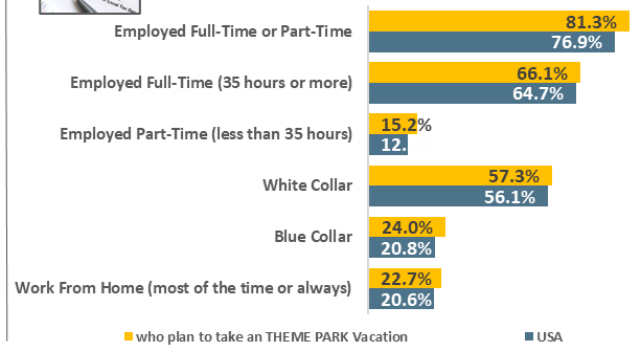
THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Adults 25 - 64 who plan to take an THEME PARK Vacation are 2.9% less likely to be a college graduate, 2.2% more likely to work full-time, 6.8% more likely to be married, 46.1% more likely to be a parent of 1 or more children under 18.

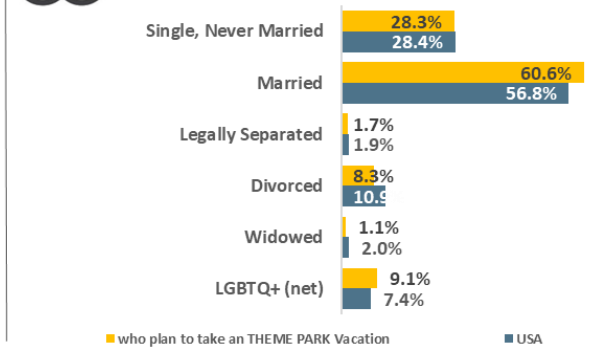
Education Levels: Adults 25 - 64



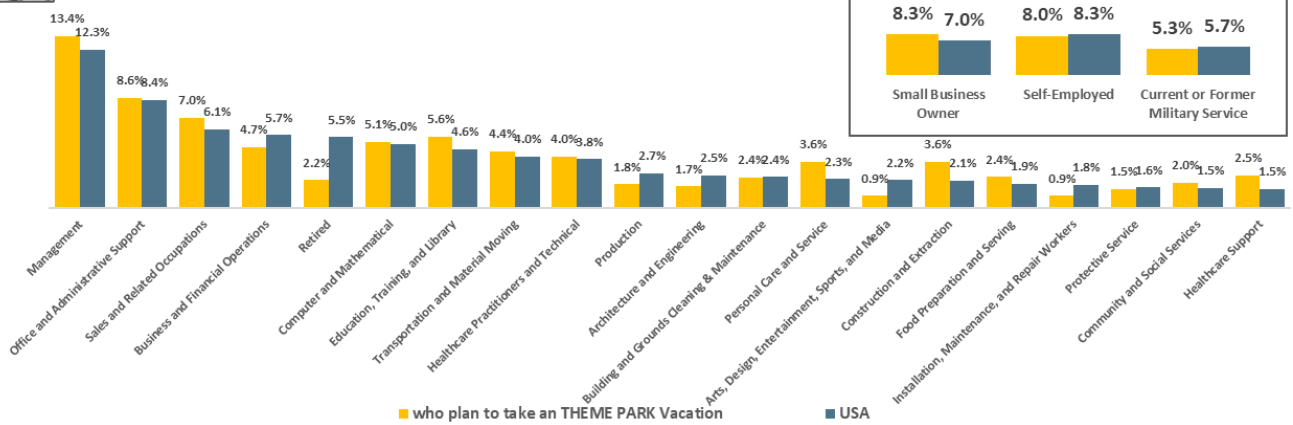
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

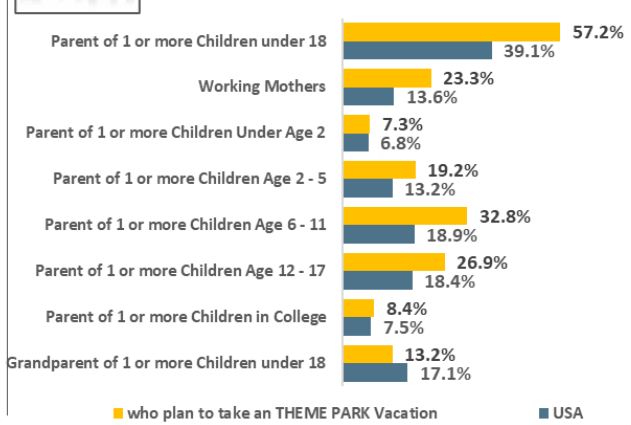


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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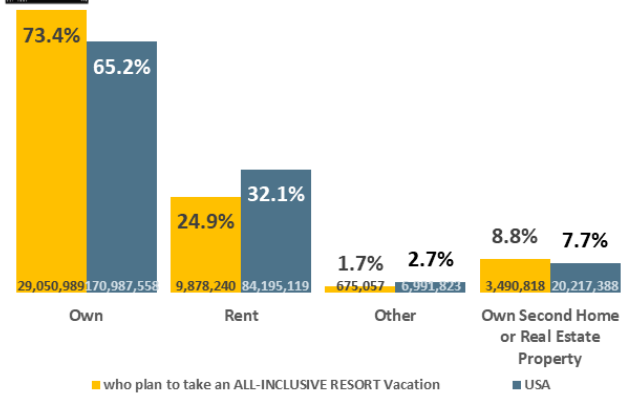
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Theme park vacation

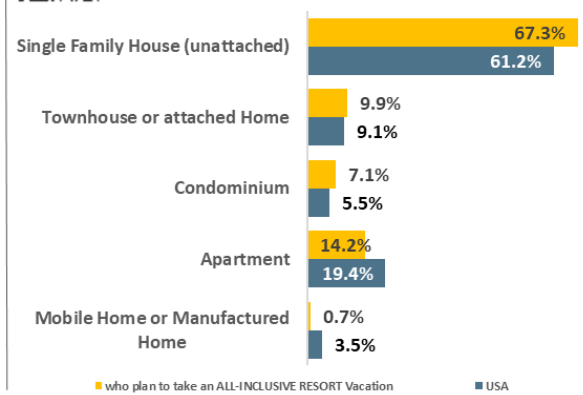
ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 12.5% more likely to own their home, 11.9% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 10.9% more likely to have a dog.

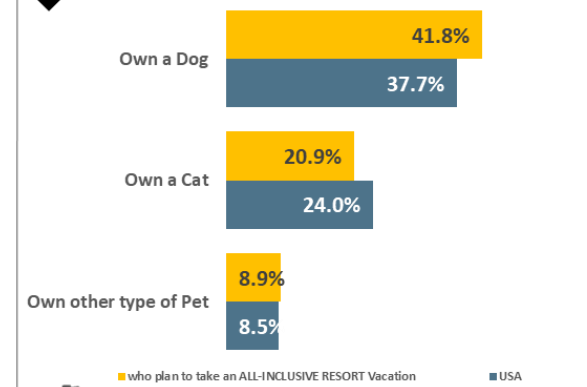
Own/Rent/Other: Adults 25 - 64



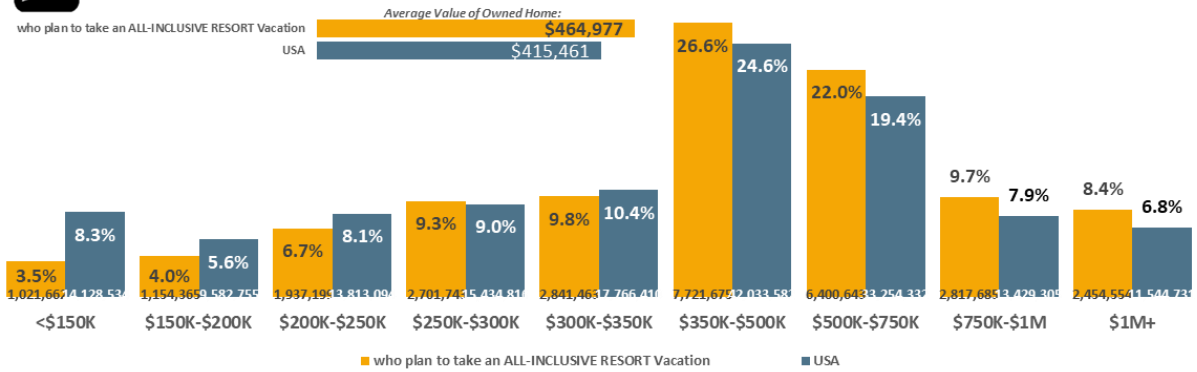
Type of Home: Adults 25 - 64



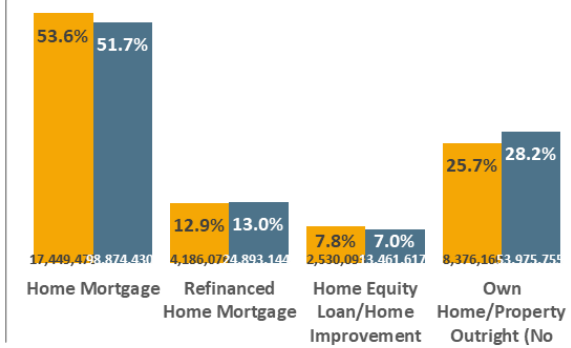
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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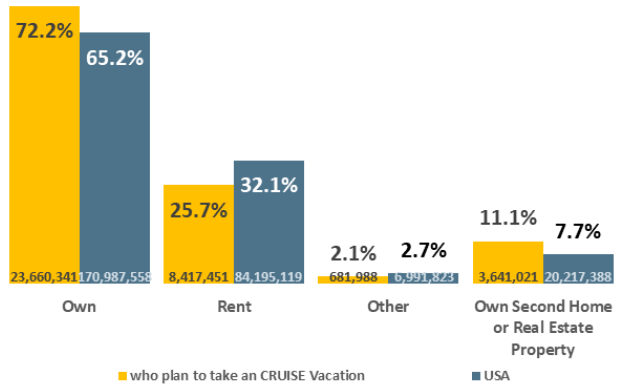
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: All-inclusive resort

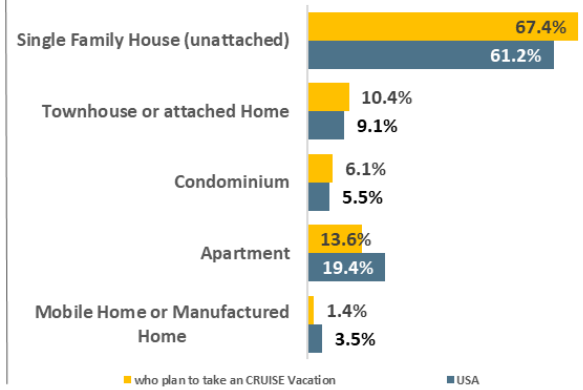
CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Adults 25 - 64 who plan to take an CRUISE Vacation are 10.7% more likely to own their home, 10.2% more likely to own a higher valued home, 10.2% more likely to have a single-family home, 6.9% more likely to have a dog.

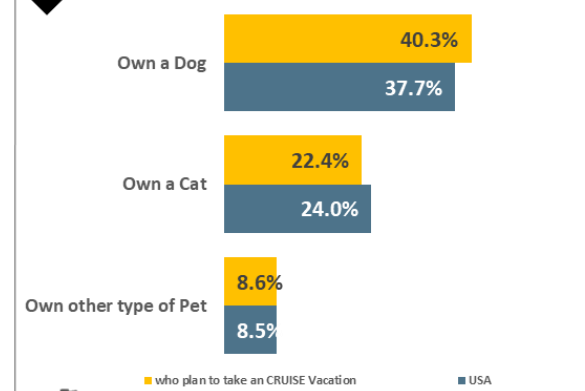
Own/Rent/Other: Adults 25 - 64



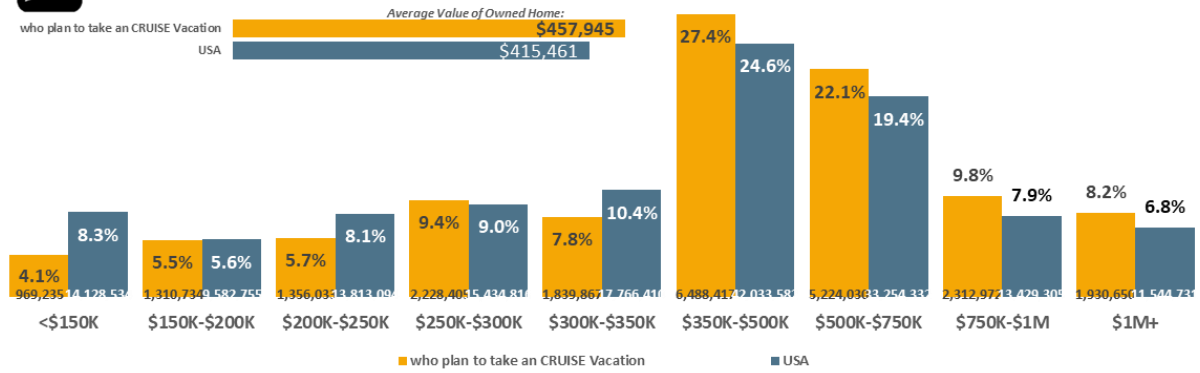
Type of Home: Adults 25 - 64



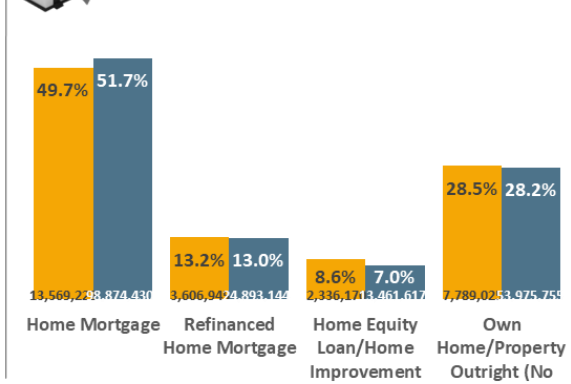
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,451*

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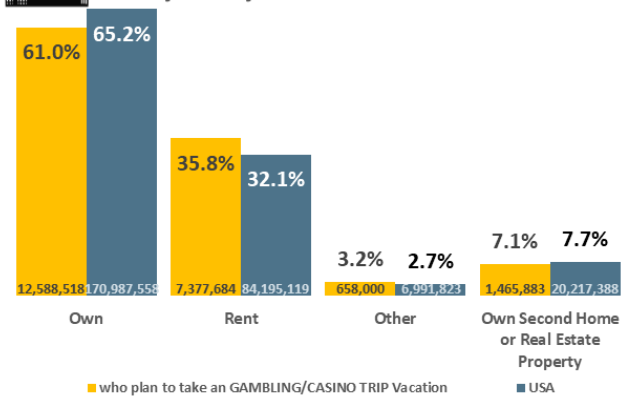
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *14,048*

Types of vacations plan to take next 12 months: Cruise

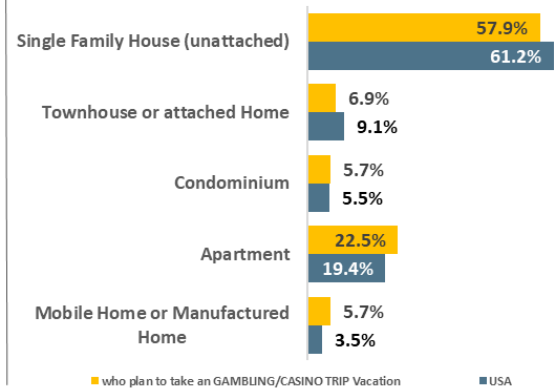
GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 6.4% less likely to own their home, 3.5% more likely to own a higher valued home, 5.5% less likely to have a single-family home, 3.4% less likely to have a dog.

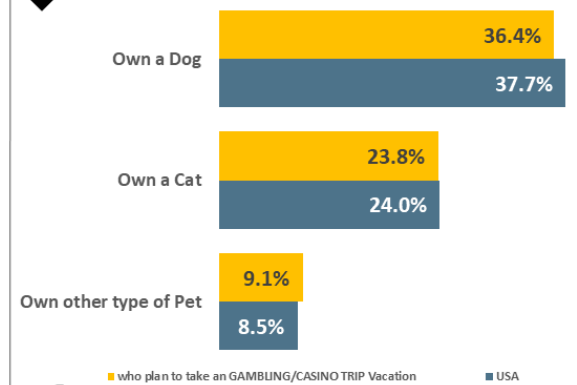
Own/Rent/Other: Adults 25 - 64



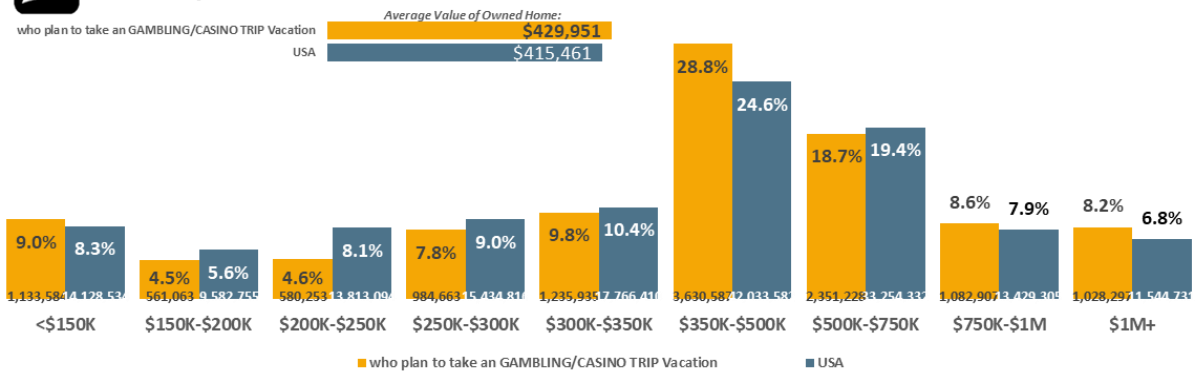
Type of Home: Adults 25 - 64



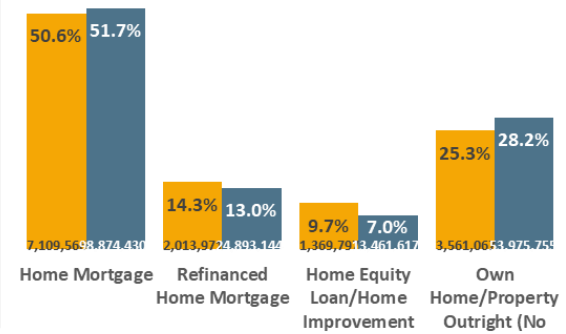
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,451*

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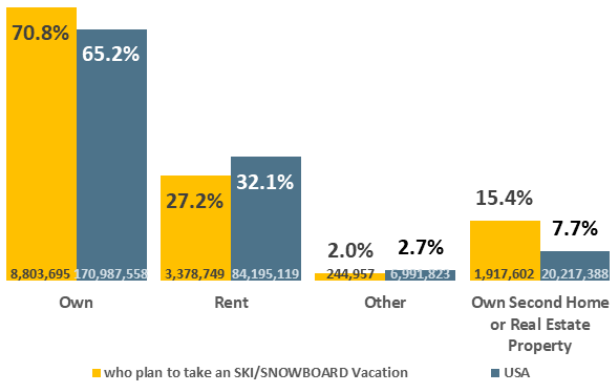
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *14,048*

Types of vacations plan to take next 12 months: Gambling/casino trip

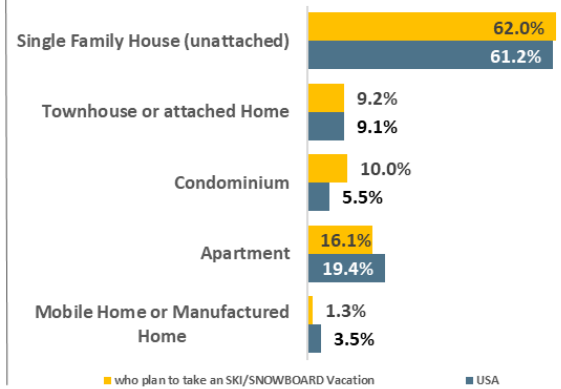
SKI/SNOWBOARD

4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 8.6% more likely to own their home, 46.2% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 3.3% more likely to have a dog.

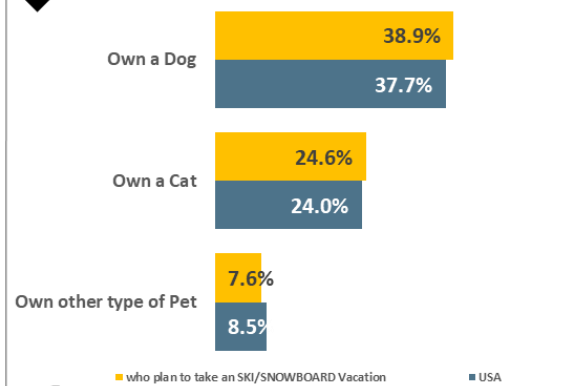
Own/Rent/Other: Adults 25 - 64



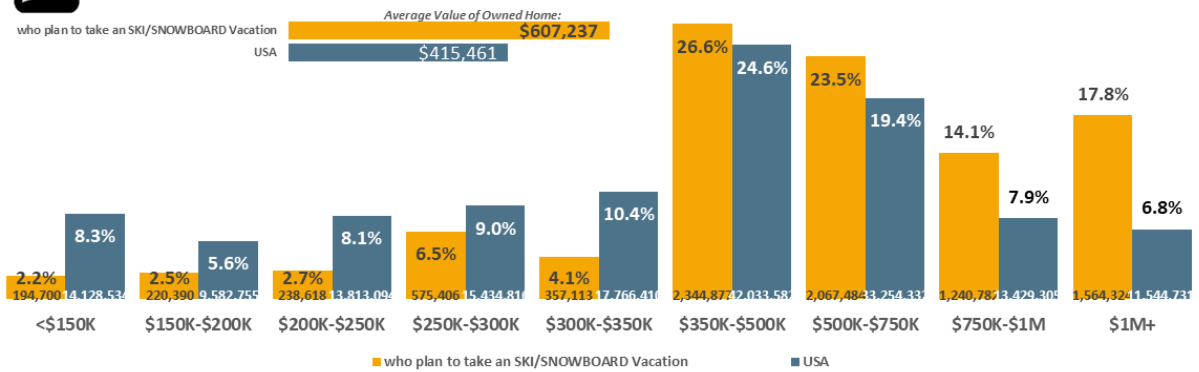
Type of Home: Adults 25 - 64



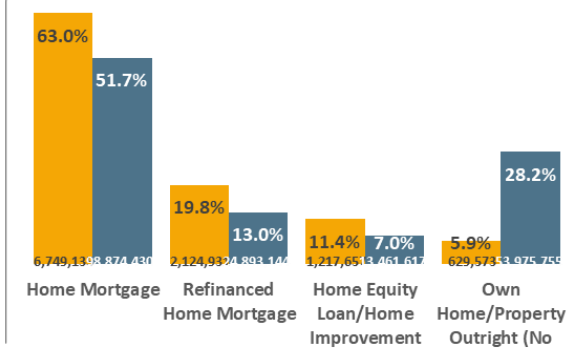
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,451*

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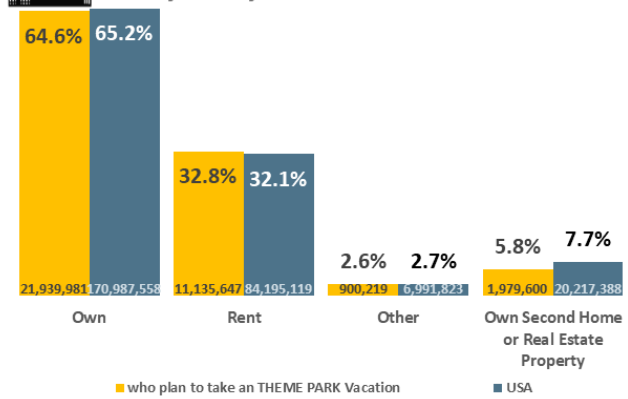
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *14,048*

Types of vacations plan to take next 12 months: Ski vacation

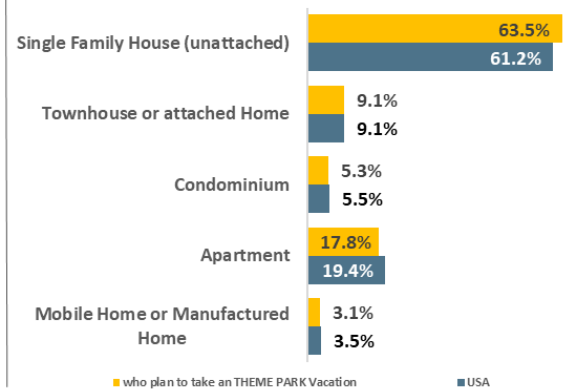
THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Adults 25 - 64 who plan to take an THEME PARK Vacation are 1.% less likely to own their home, 7.9% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 3.3% more likely to have a dog.

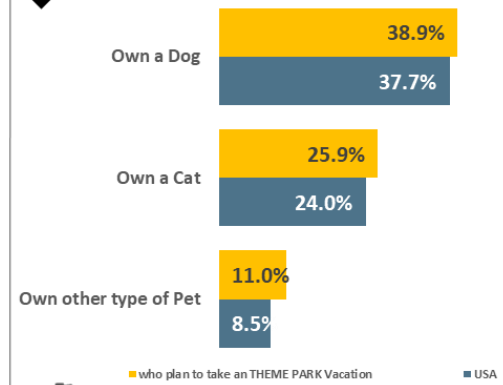
Own/Rent/Other: Adults 25 - 64



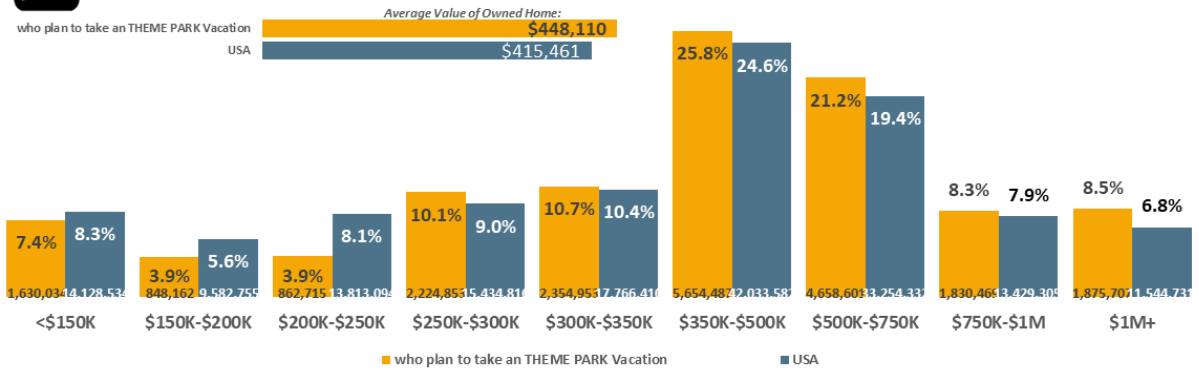
Type of Home: Adults 25 - 64



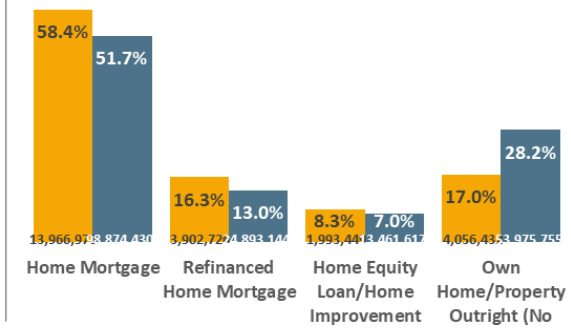
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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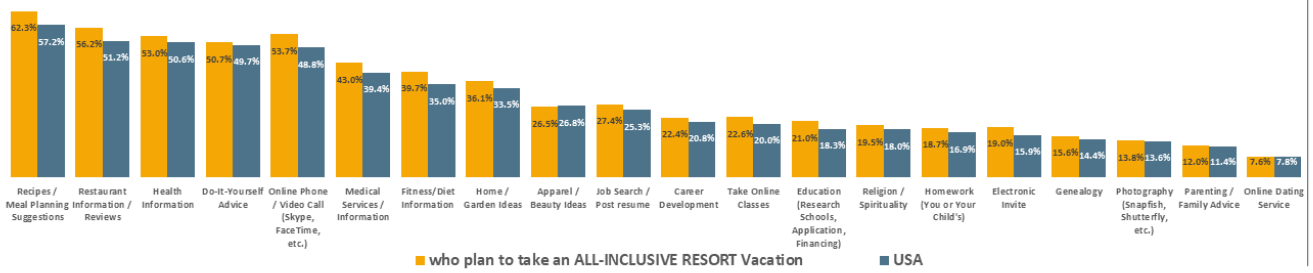
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Theme park vacation

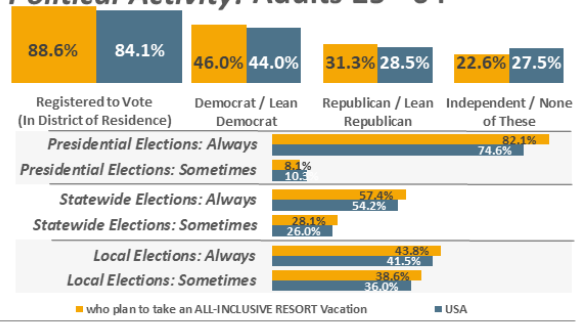
ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 2.1% more likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 48.7% more likely to belong to a gym, 36.4% more likely to fly domestic past yr.

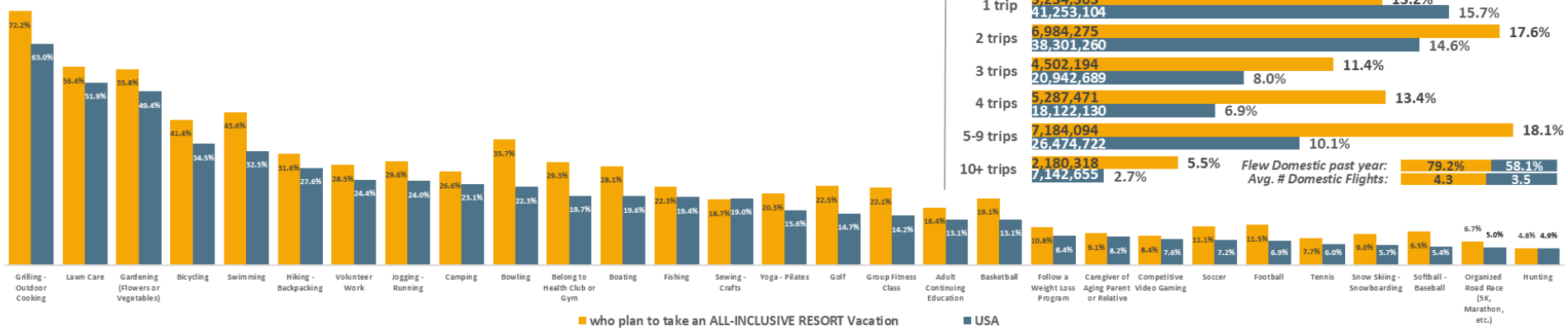
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 5,451

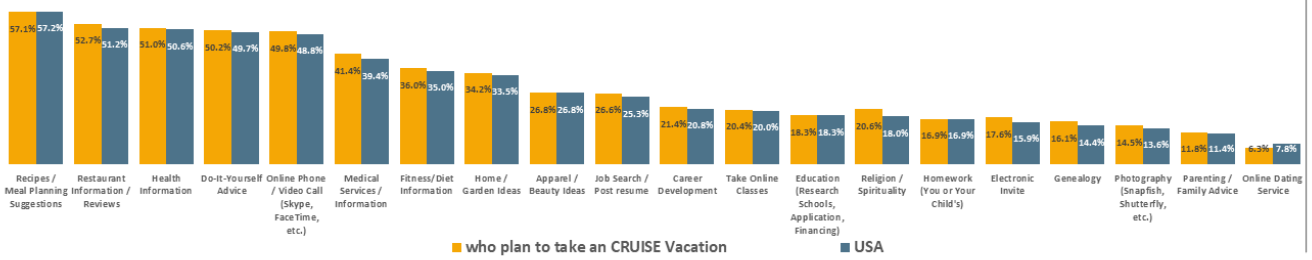
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Types of vacations plan to take next 12 months: All-inclusive resort

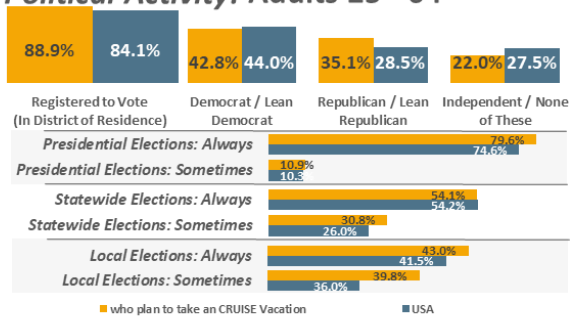
CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Adults 25 - 64 who plan to take an CRUISE Vacation are 1.% more likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 37.8% more likely to belong to a gym, 34.7% more likely to fly domestic past yr.

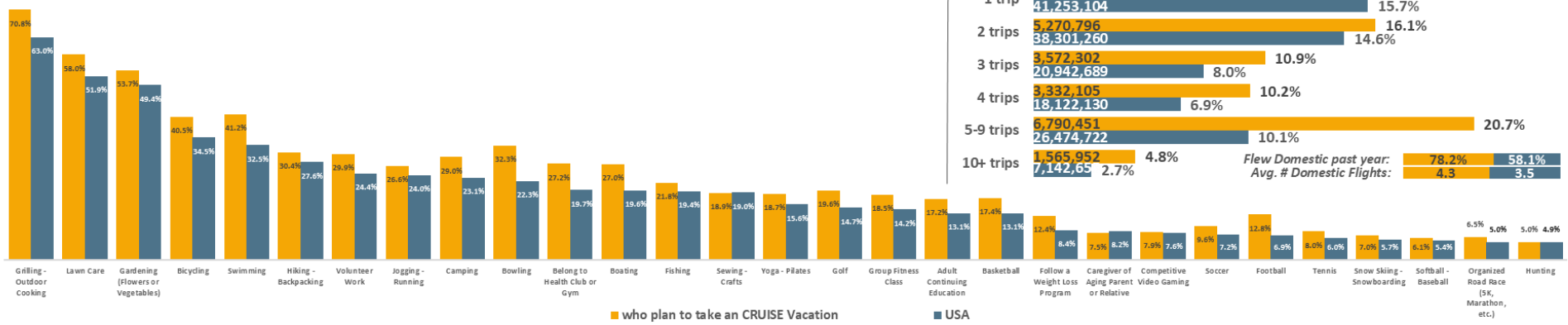
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 5,451

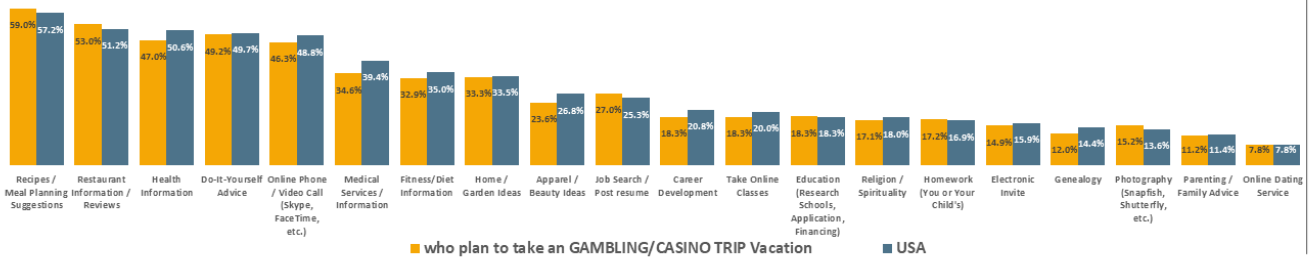
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Types of vacations plan to take next 12 months: Cruise

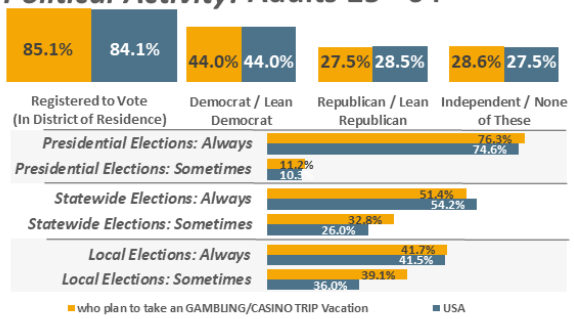
GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 1.% less likely to look up D-I-Y advice online, .3% more likely to always vote in local elections, 8.% more likely to belong to a gym, 7.6% more likely to fly domestic past yr.

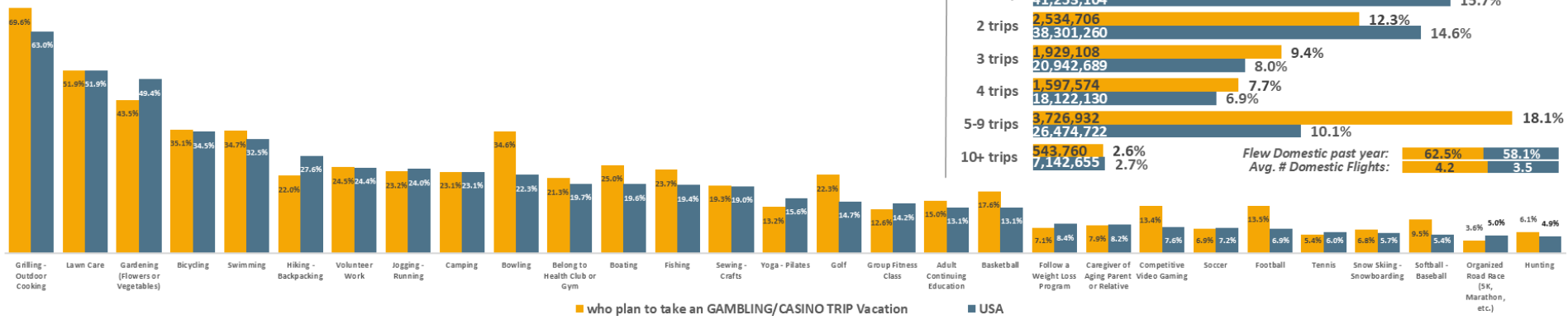
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 5,451

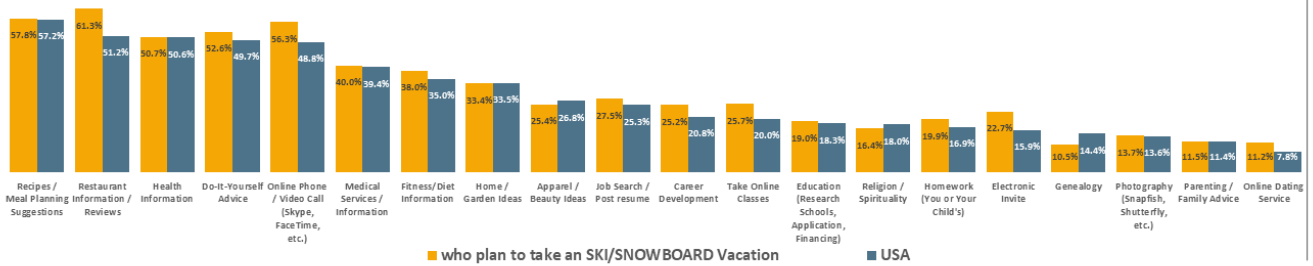
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Types of vacations plan to take next 12 months: Gambling/casino trip

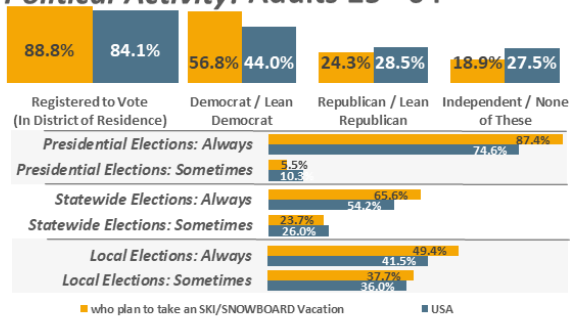
SKI/SNOWBOARD

4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 5.9% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 101.4% more likely to belong to a gym, 51.6% more likely to fly domestic past yr.

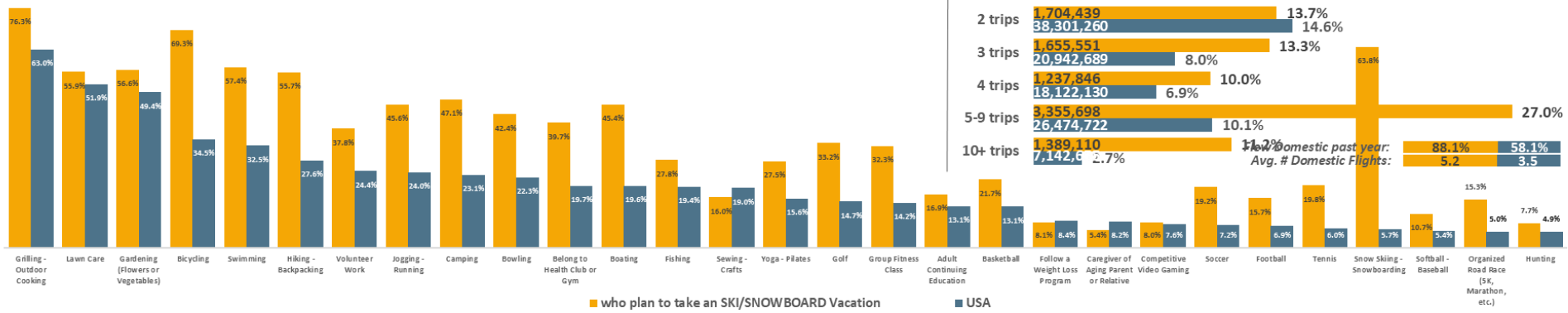
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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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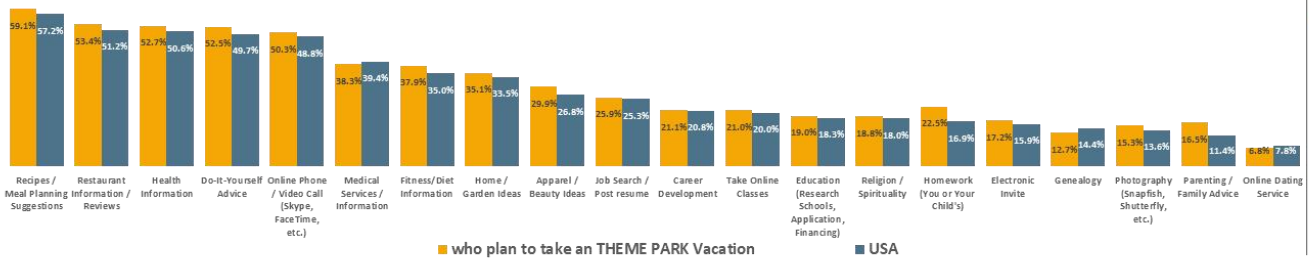
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Types of vacations plan to take next 12 months: Ski vacation

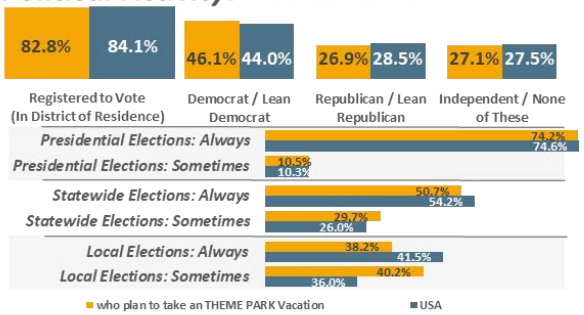
THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Adults 25 - 64 who plan to take an THEME PARK Vacation are 5.7% more likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 15.2% more likely to belong to a gym, 14.6% more likely to fly domestic past yr.

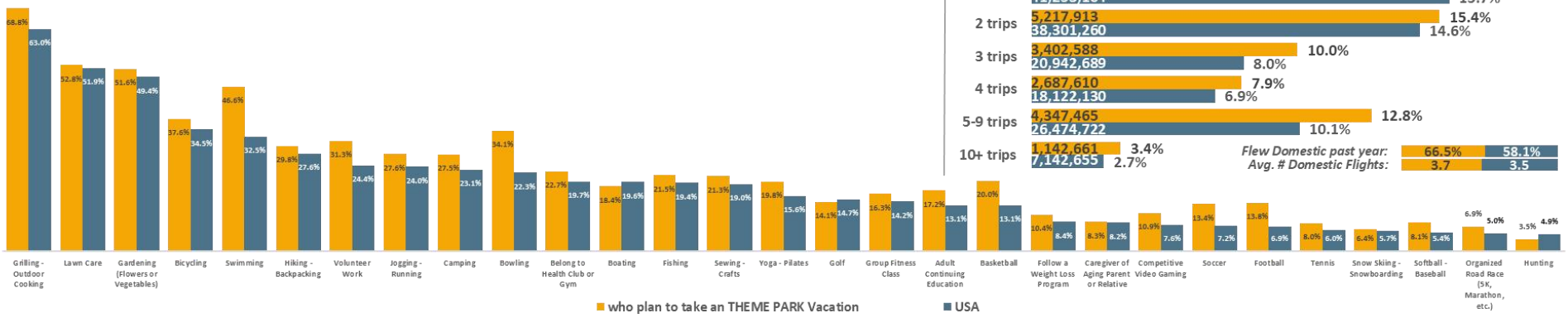
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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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Types of vacations plan to take next 12 months: Theme park vacation

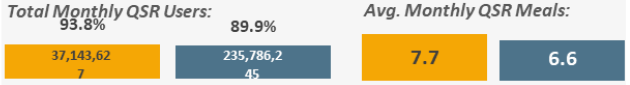
ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 4.3% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 51.5% more likely to use Casinos past yr., 27.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

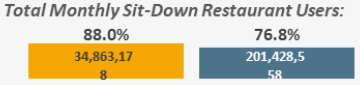


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

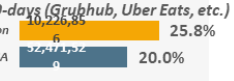


Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

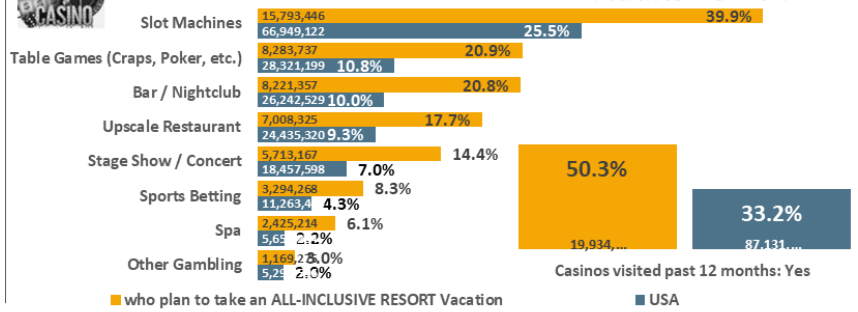


Drank Past 30-days: Adults 25 - 64



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 5,451

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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Adults 25 - 64 who plan to take an CRUISE Vacation are 2.2% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 56.9% more likely to use Casinos past yr., 14.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who plan to take an CRUISE Vacation	USA
1 time	6.0%	7.7%
2 times	7.5%	9.6%
3 times	9.5%	10.9%
4 times	9.3%	10.5%
5 times	10.6%	10.6%
6 - 9 times	24.7%	22.3%
10 times or more	24.2%	18.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
91.9%	89.9%		
30,105,223	235,786,245	7.5	6.6

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



	who plan to take an CRUISE Vacation	USA
1 time	14.2%	15.7%
2 times	16.0%	16.2%
3 times	15.6%	13.6%
4 times	11.1%	9.8%
5 times	9.3%	7.2%
6 - 9 times	13.0%	9.4%
10 times or more	8.8%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
87.9%	76.8%		
28,796,006	201,428,558	4.7	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.)

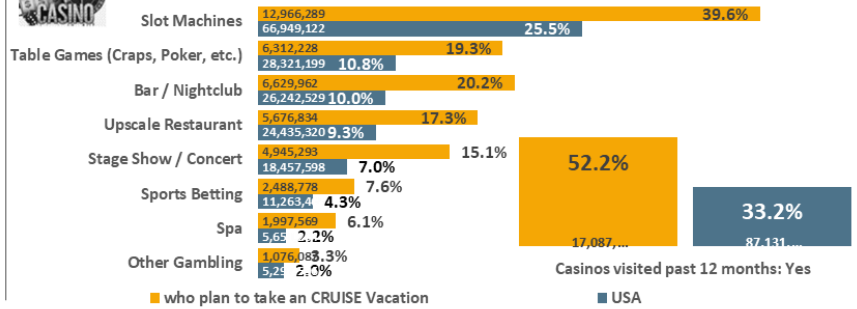
who plan to take an CRUISE Vacation	7,479,814	22.8%
USA	[illegible]	20.0%

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* *5,451*

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Types of vacations plan to take next 12 months: Cruise

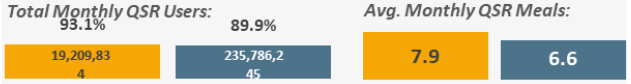
GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 3.6% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 158.6% more likely to use Casinos past yr., 82.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

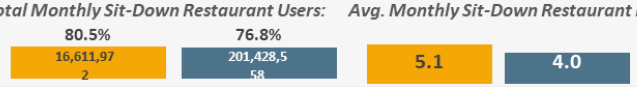


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



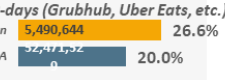
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 64

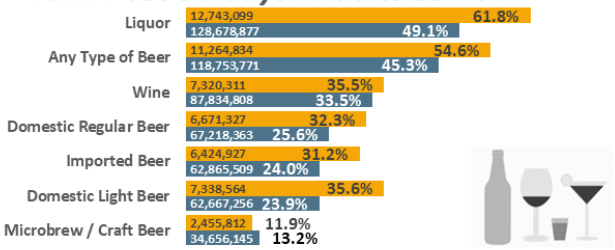
(Sit-Down Restaurants Used Past 30-days)



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

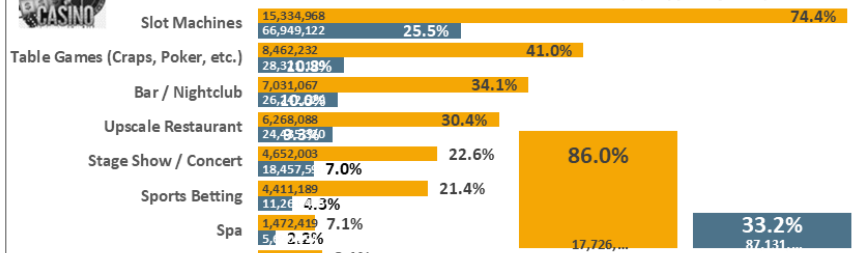


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Types of vacations plan to take next 12 months: Gambling/casino trip

SKI/SNOWBOARD

4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 3.5% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 46.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
93.1% 89.9%
11,569,150 235,786,245

Avg. Monthly QSR Meals:
6.7 6.6

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



Total Monthly Sit-Down Restaurant Users:
91.5% 76.8%
11,369,467 201,428,558

Avg. Monthly Sit-Down Restaurant Meals:
4.5 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



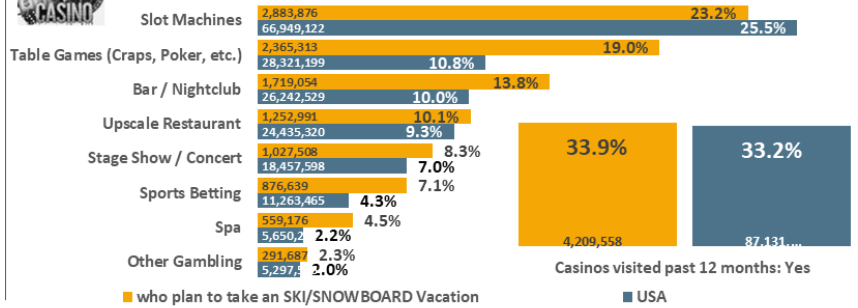
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who plan to take an SKI/SNOWBOARD Vacation 3,230,346 26.0%
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Types of vacations plan to take next 12 months: Ski vacation

THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Adults 25 - 64 who plan to take an THEME PARK Vacation are 5.4% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 27.1% more likely to use Casinos past yr., 2.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
94.8%
89.9%
32,208,583
235,786,245
Avg. Monthly QSR Meals:
8.1
6.6

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



Total Monthly Sit-Down Restaurant Users:
83.1%
76.8%
28,219,773
201,428,558
Avg. Monthly Sit-Down Restaurant Meals:
4.5
4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



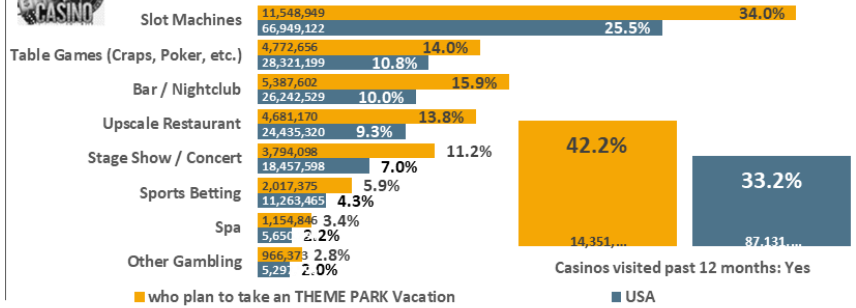
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who plan to take an THEME PARK Vacation 8,898,338 26.2%
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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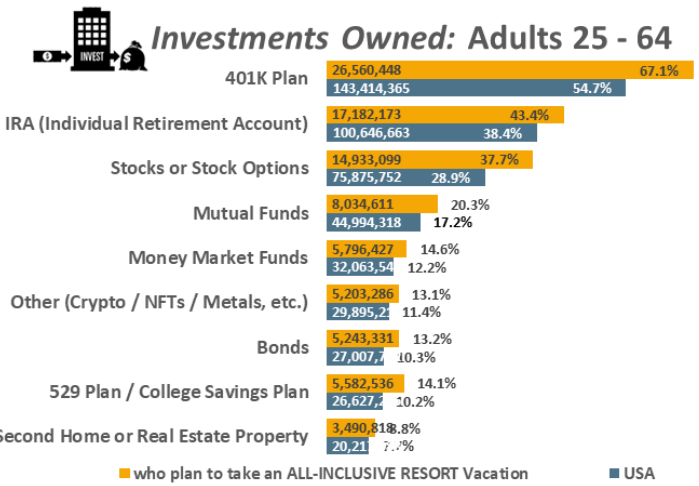
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Types of vacations plan to take next 12 months: Theme park vacation

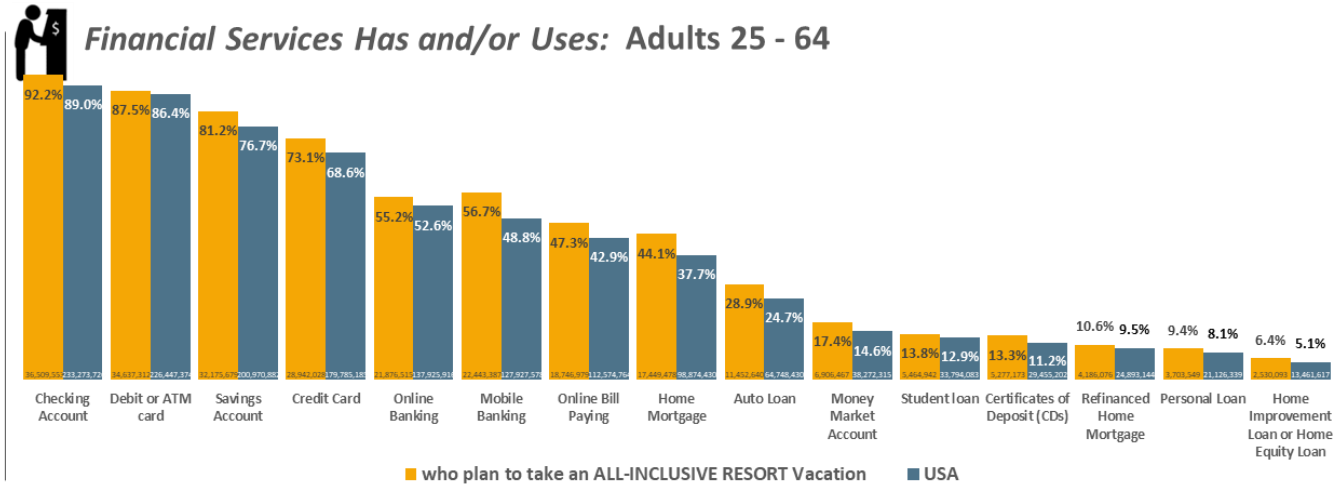
ALL-INCLUSIVE RESORT

15.1% or 39,604,286 of USA Adults 25 - 64 plan to take an ALL-INCLUSIVE RESORT Vacation.
Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation are 22.6% more likely to have a 401K, 17.1% more likely to have an Auto Loan, 32.8% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

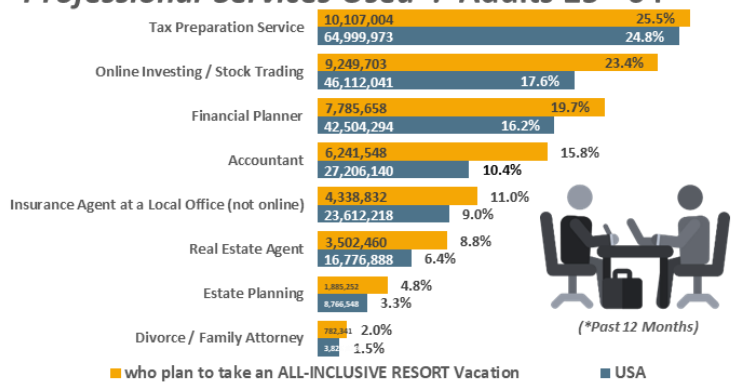
Investments Owned: Adults 25 - 64



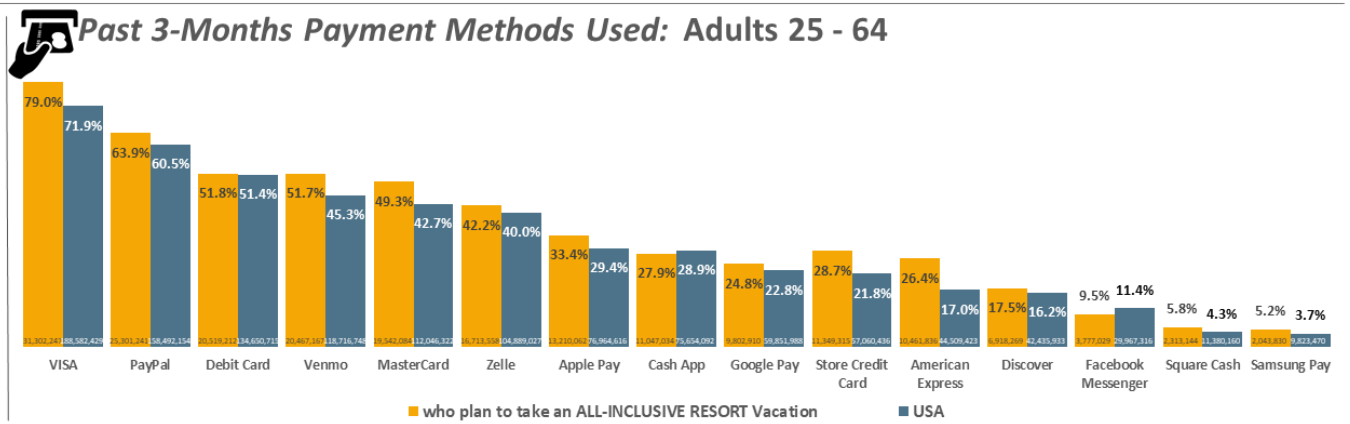
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



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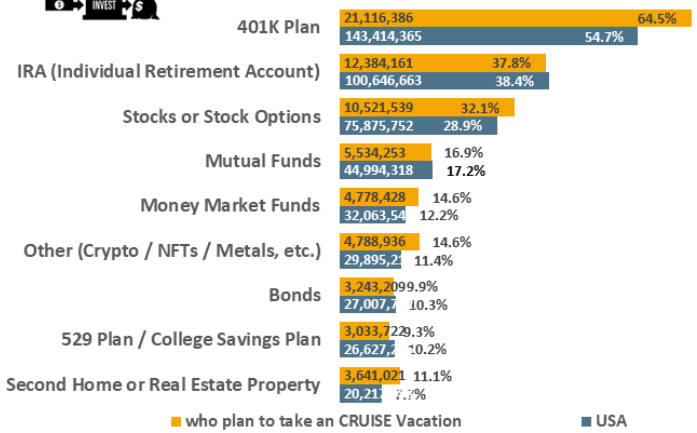
Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

12.5% or 32,759,780 of USA Adults 25 - 64 plan to take an CRUISE Vacation.
Adults 25 - 64 who plan to take an CRUISE Vacation are 17.8% more likely to have a 401K, 13.1% more likely to have an Auto Loan, 5.6% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

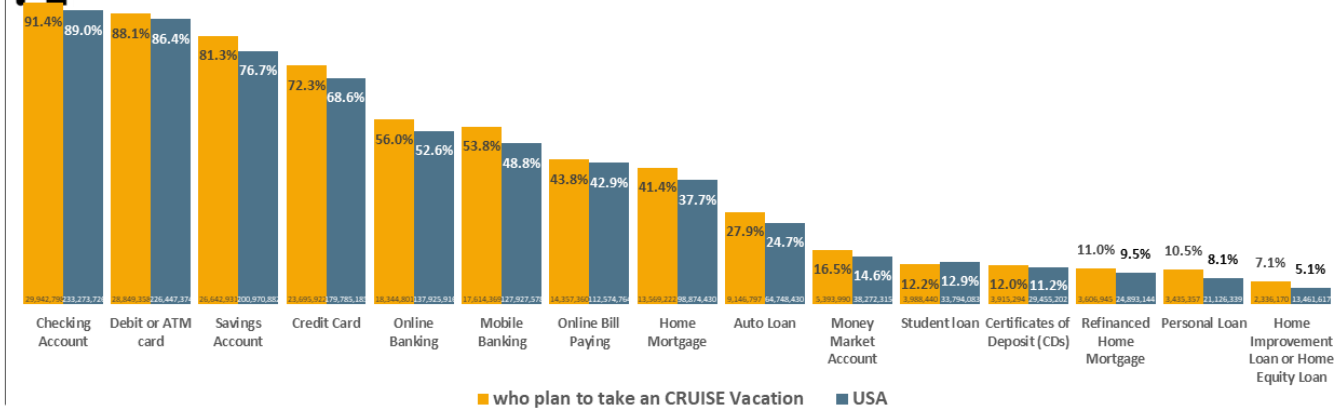
Investments Owned: Adults 25 - 64





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





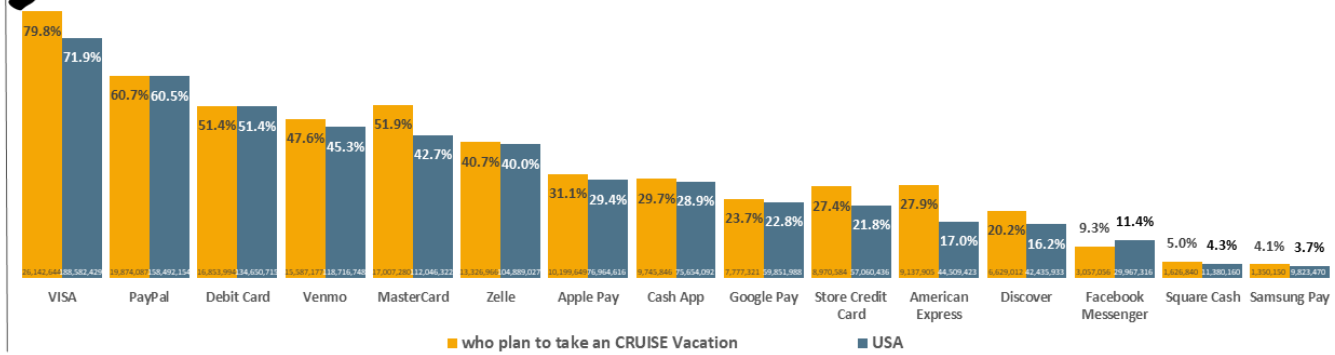
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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





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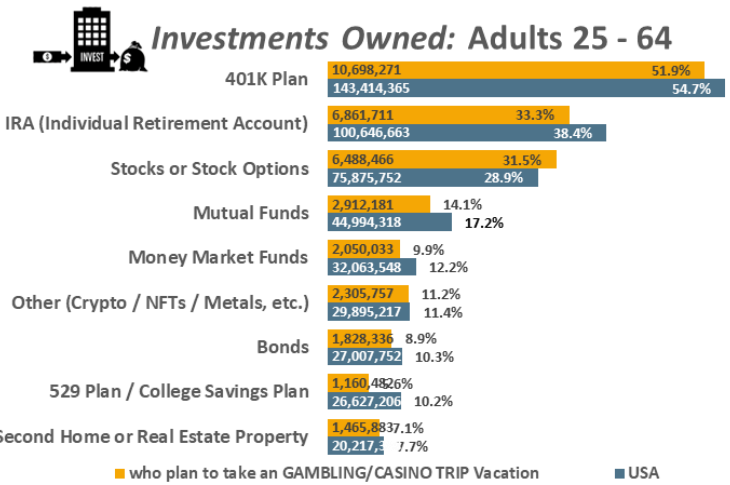
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Cruise

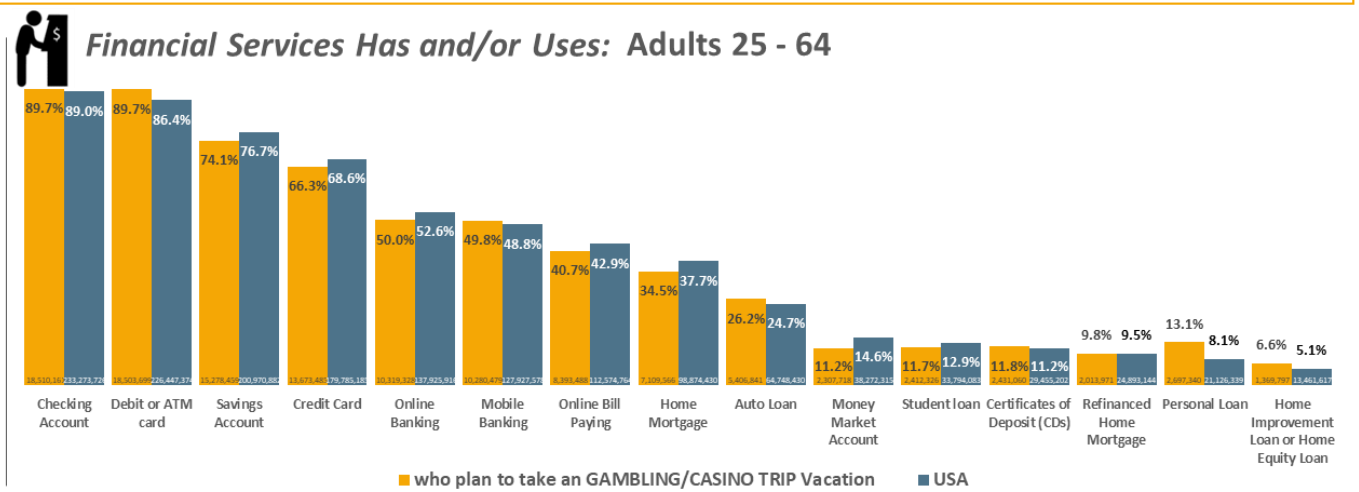
GAMBLING/CASINO

7.9% or 20,624,202 of USA Adults 25 - 64 plan to take an GAMBLING/CASINO TRIP Vacation.
Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation are 5.2% less likely to have a 401K, 6.2% more likely to have an Auto Loan, 36.5% more likely to Invest/Trade Stocks Online, 19.4% more likely to pay with their Debit Card.

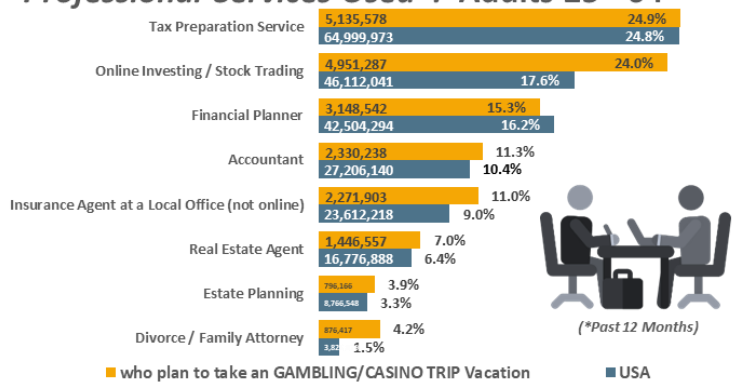
Investments Owned: Adults 25 - 64



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

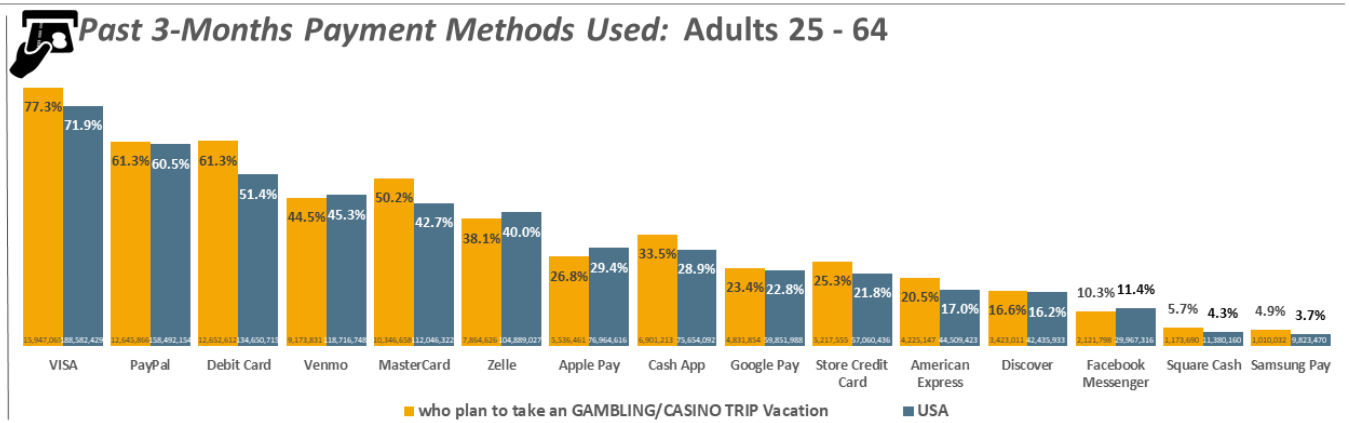


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



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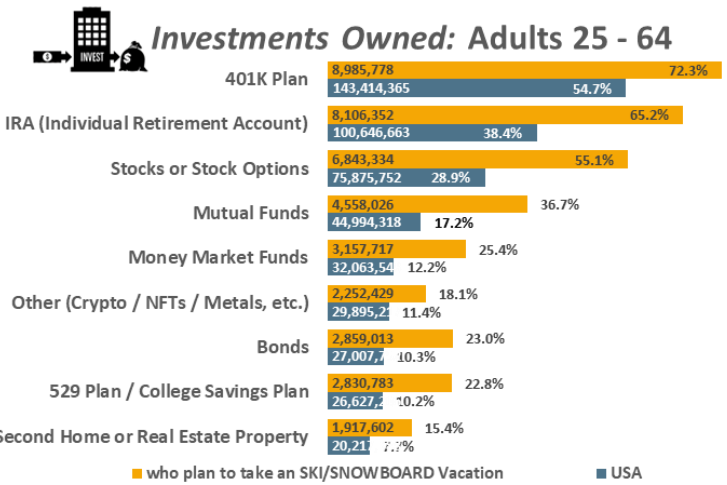
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Gambling/casino trip

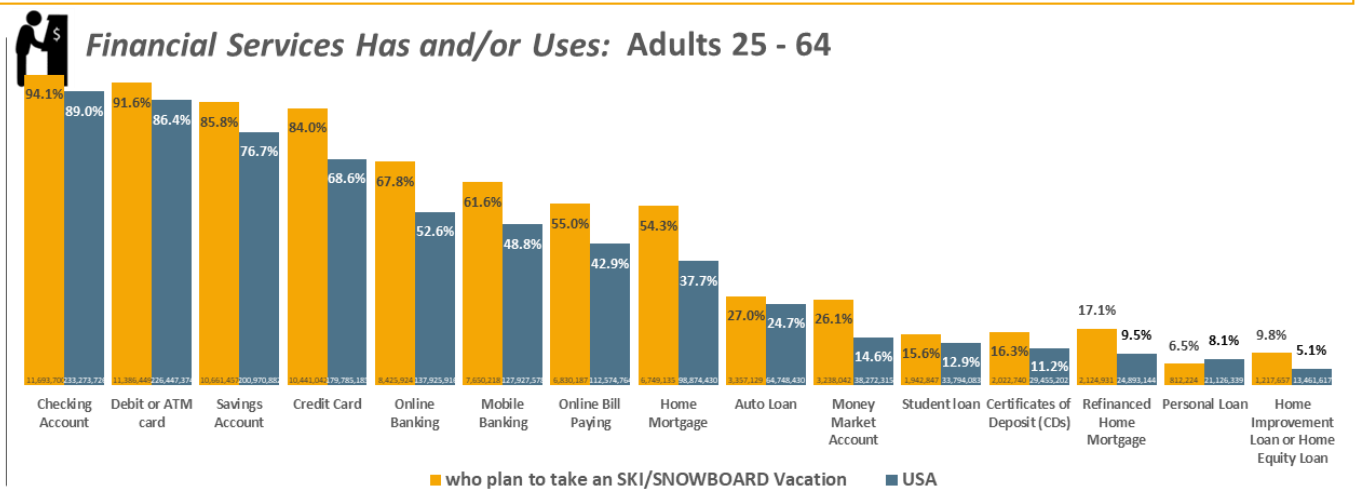
SKI/SNOWBOARD

4.7% or 12,427,400 of USA Adults 25 - 64 plan to take an SKI/SNOWBOARD Vacation.
Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation are 32.2% more likely to have a 401K, 9.4% more likely to have an Auto Loan, 102.1% more likely to Invest/Trade Stocks Online, 17.3% less likely to pay with their Debit Card.

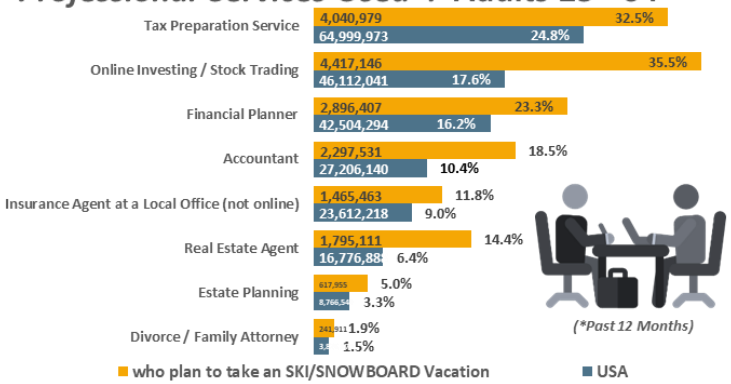
Investments Owned: Adults 25 - 64



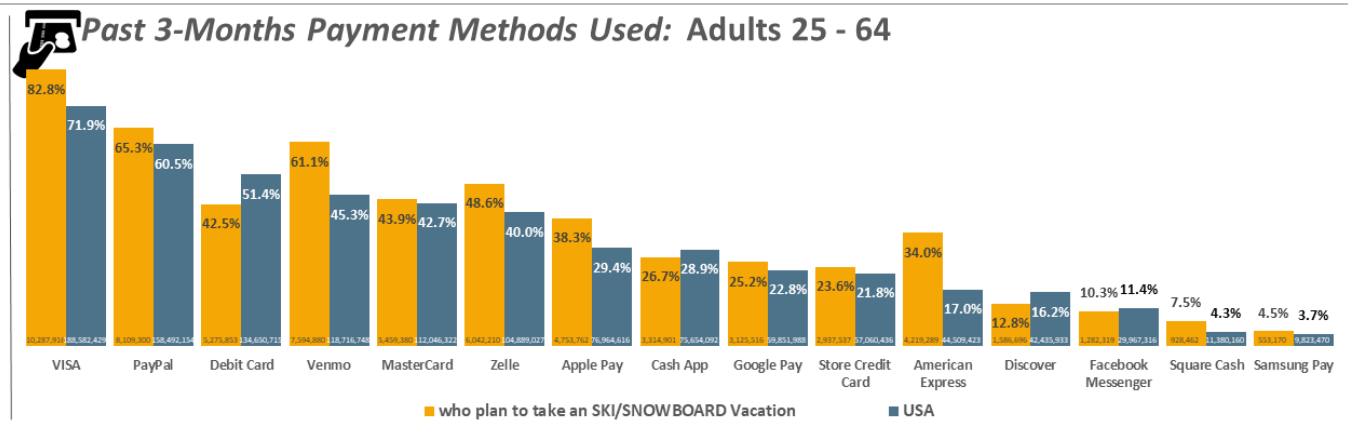
Financial Services Has and/or Uses: Adults 25 - 64



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 5,451

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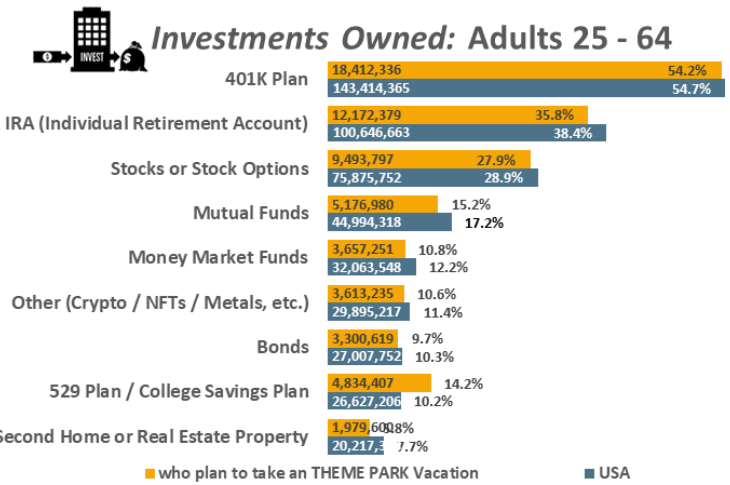
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Ski vacation

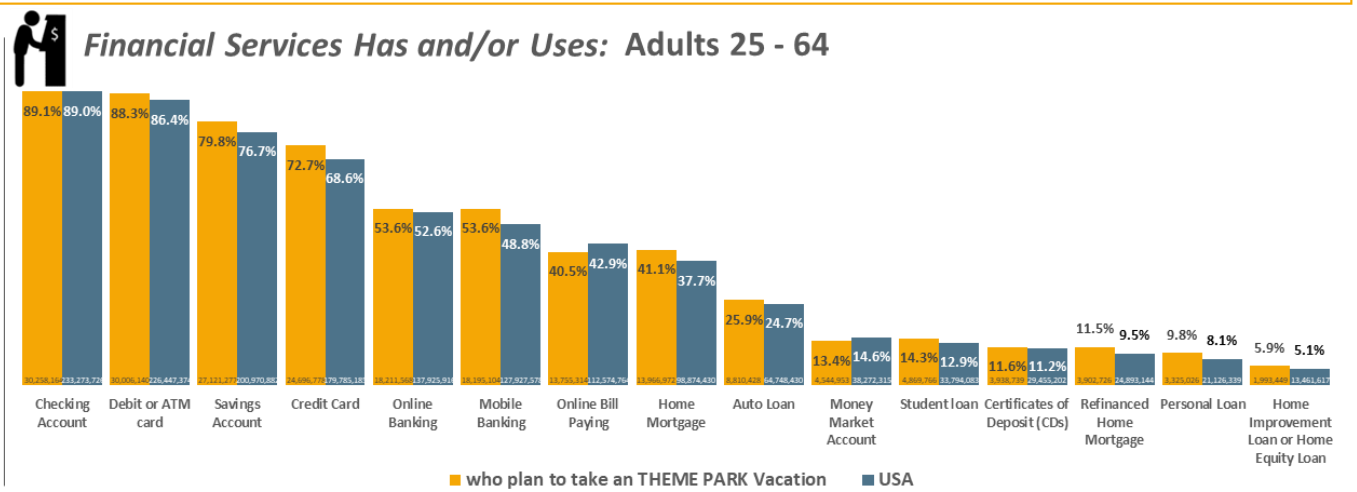
THEME PARK

13.% or 33,975,846 of USA Adults 25 - 64 plan to take an THEME PARK Vacation.
Adults 25 - 64 who plan to take an THEME PARK Vacation are .9% less likely to have a 401K, 5.% more likely to have an Auto Loan, 9.% more likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



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

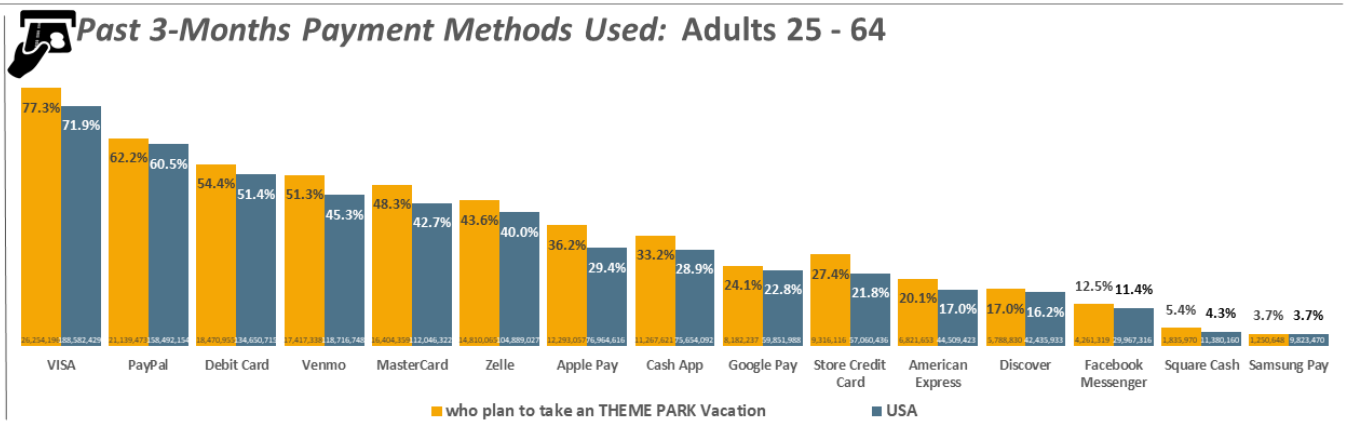


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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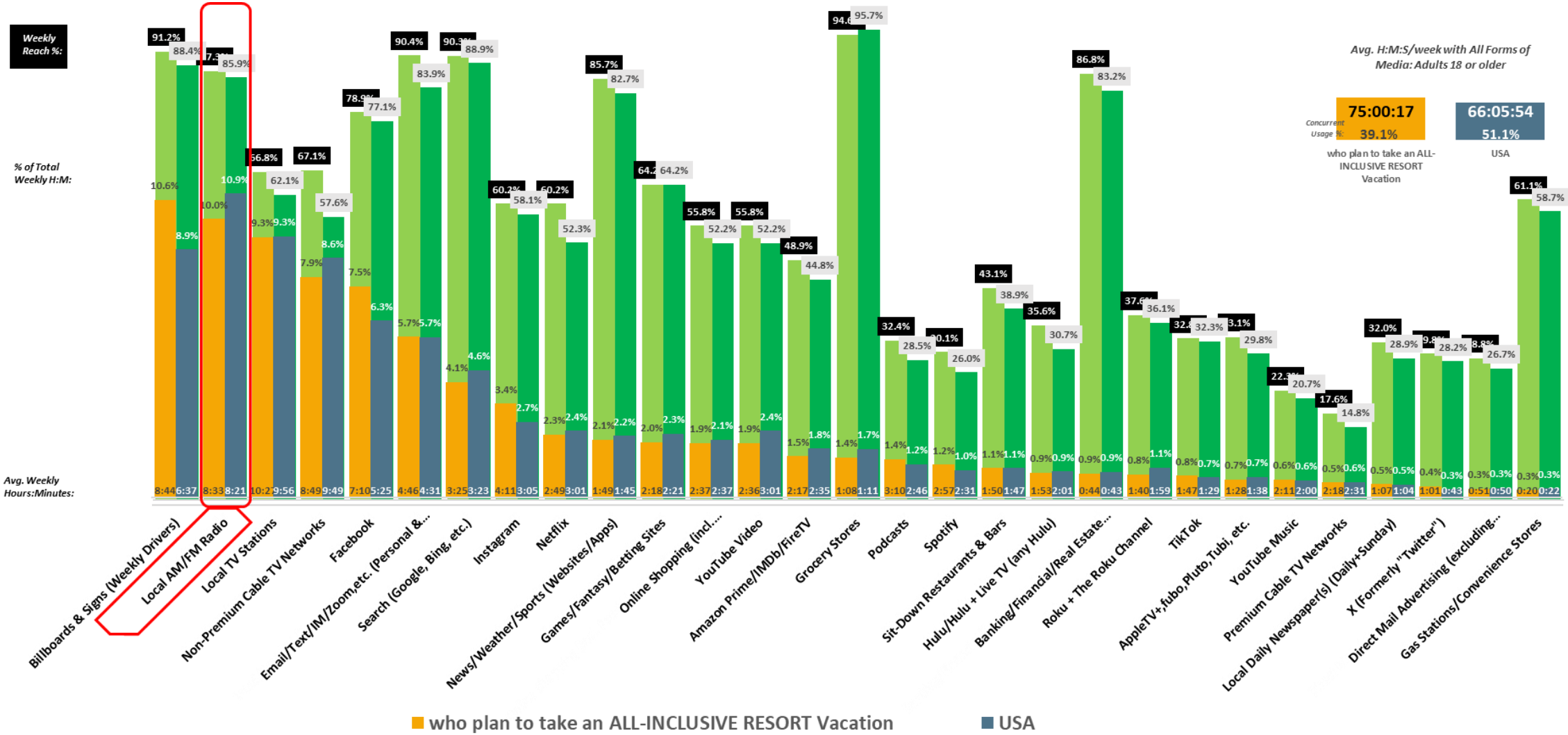
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

Types of vacations plan to take next 12 months: Theme park vacation

ALL-INCLUSIVE RESORT

Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an average of 3 days, 3 hours, 0 minutes and 17 seconds each week with All Forms of Media.

87.3% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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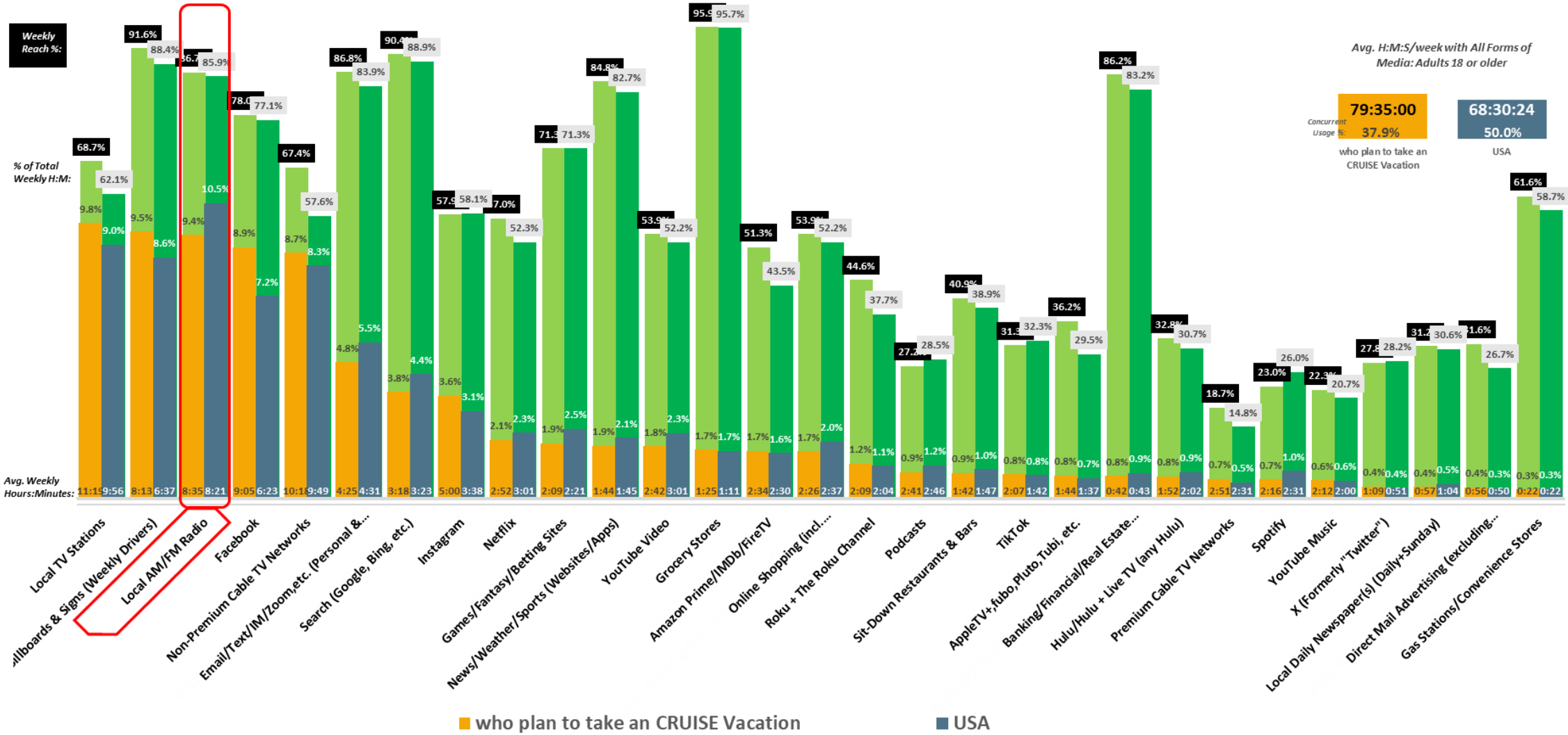
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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

Adults 25 - 64 who plan to take an CRUISE Vacation spend an average of 3 days, 7 hours, 35 minutes and 0 seconds each week with All Forms of Media.

86.7% of Adults 25 - 64 who plan to take an CRUISE Vacation spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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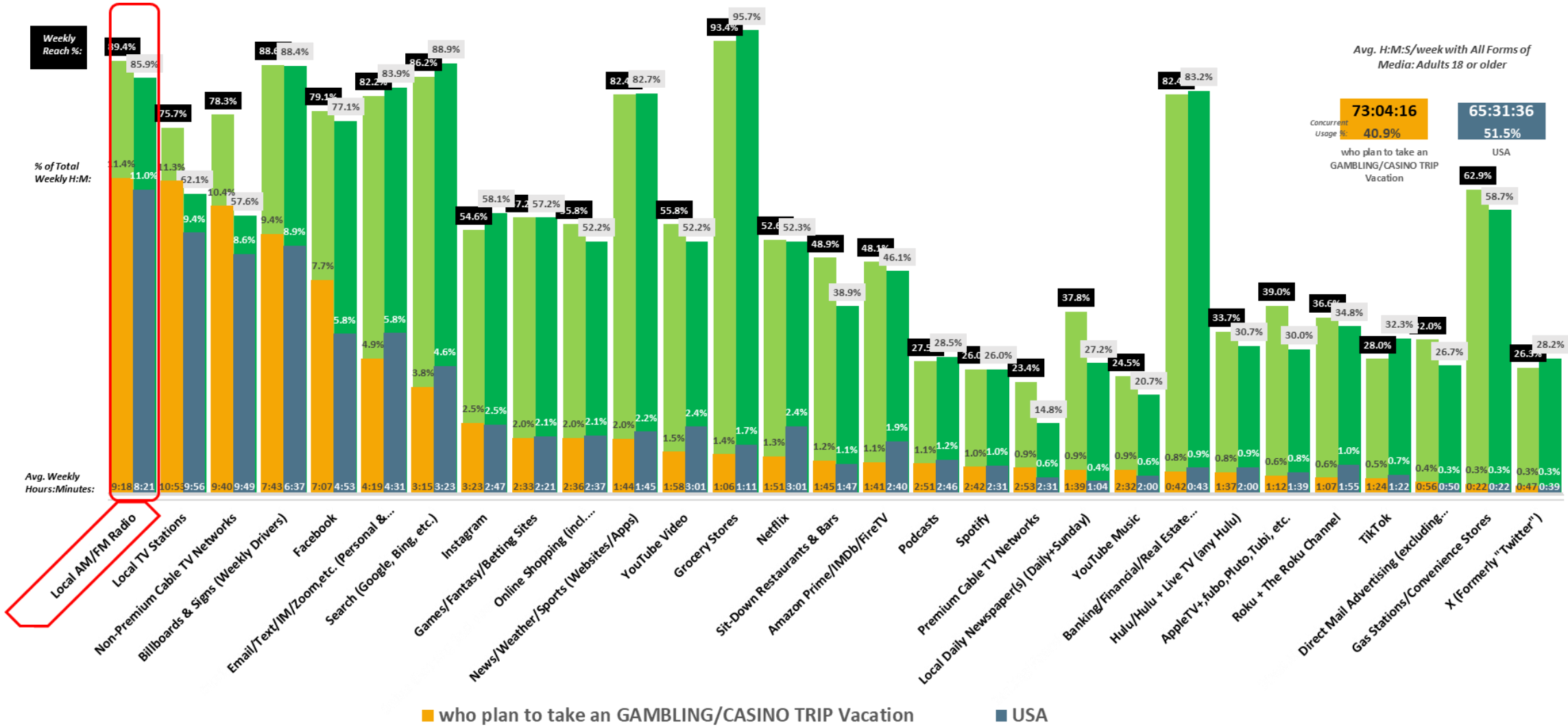
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Types of vacations plan to take next 12 months: Cruise

GAMBLING/CASINO

Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an average of 3 days, 1 hours, 4 minutes and 16 seconds each week with All Forms of Media.

89.4% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



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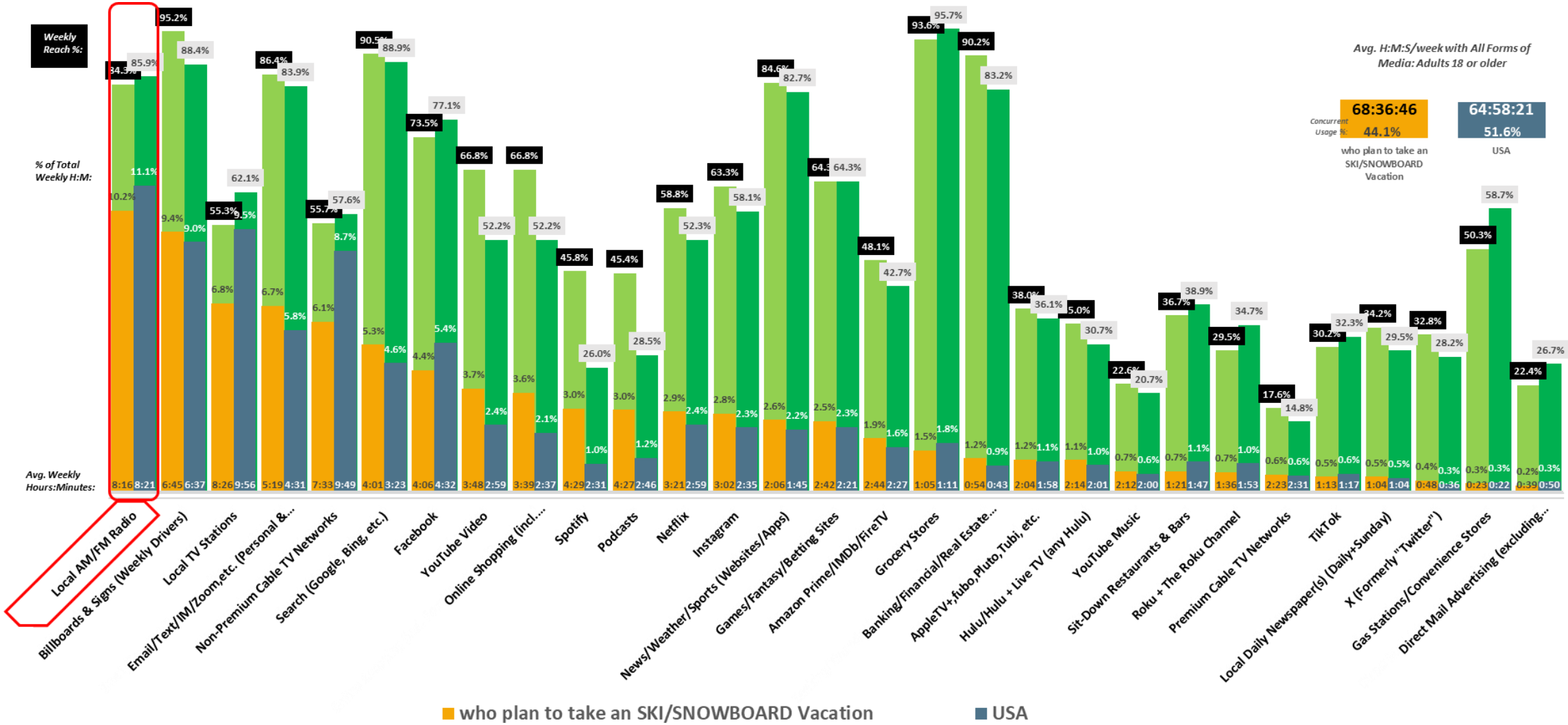
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Types of vacations plan to take next 12 months: Gambling/casino trip

SKI/SNOWBOARD

Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an average of 2 days, 20 hours, 36 minutes and 46 seconds each week with All Forms of Media.

84.3% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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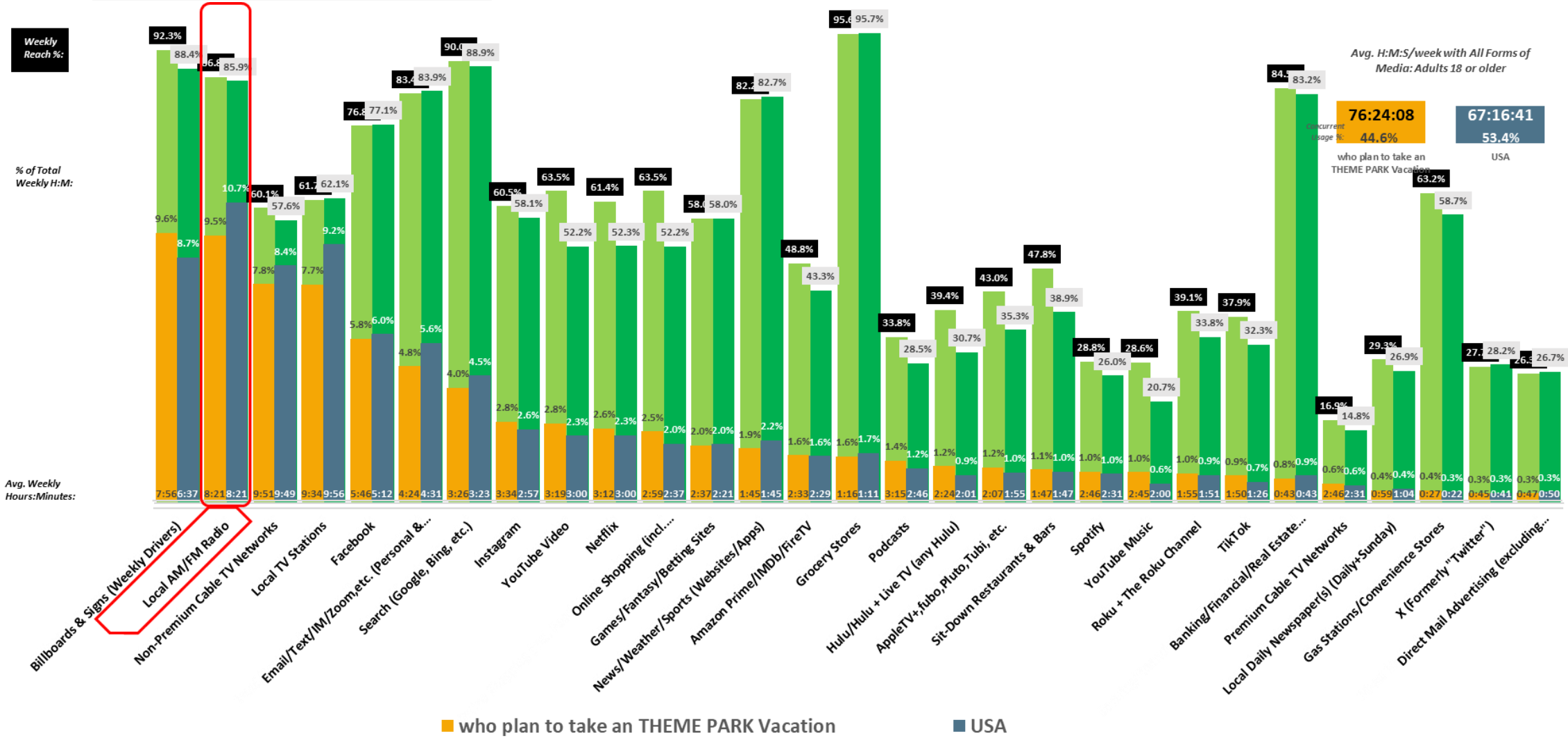
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Types of vacations plan to take next 12 months: Ski vacation

THEME PARK

Adults 25 - 64 who plan to take an THEME PARK Vacation spend an average of 3 days, 4 hours, 24 minutes and 8 seconds each week with All Forms of Media.

86.8% of Adults 25 - 64 who plan to take an THEME PARK Vacation spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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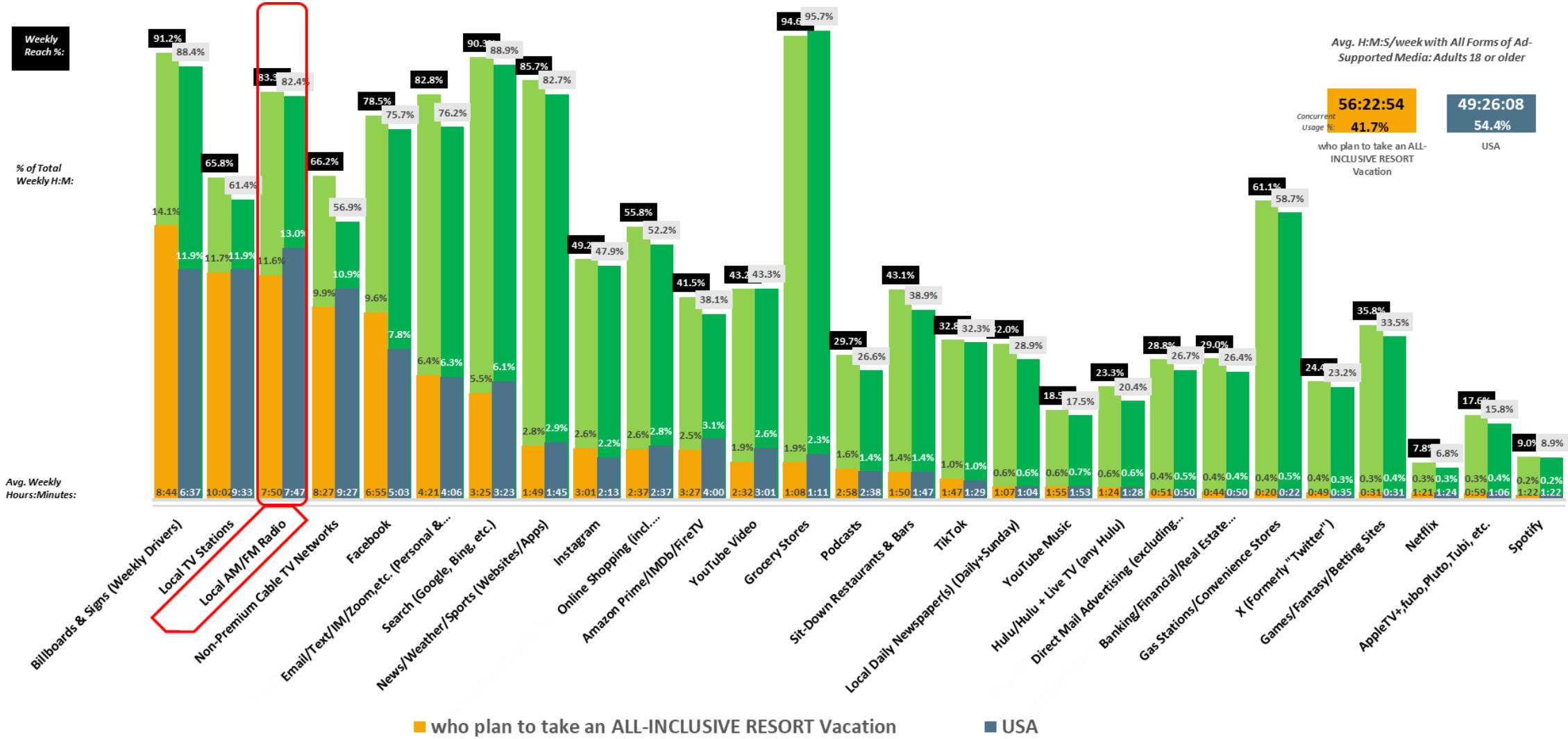
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Types of vacations plan to take next 12 months: Theme park vacation

ALL-INCLUSIVE RESORT

Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an average of 2 days, 8 hours, 22 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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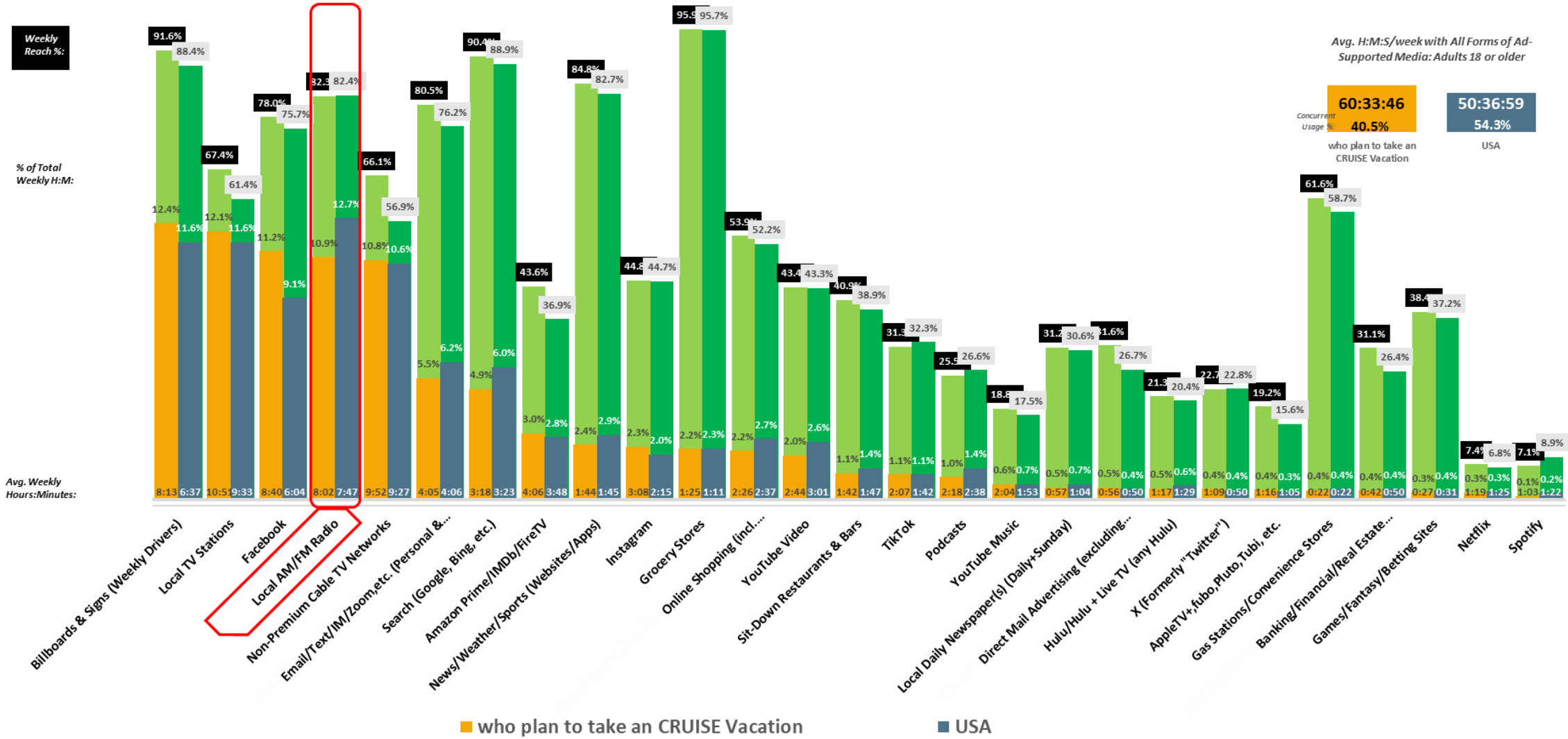
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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

Adults 25 - 64 who plan to take an CRUISE Vacation spend an average of 2 days, 12 hours, 33 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 25 - 64 who plan to take an CRUISE Vacation spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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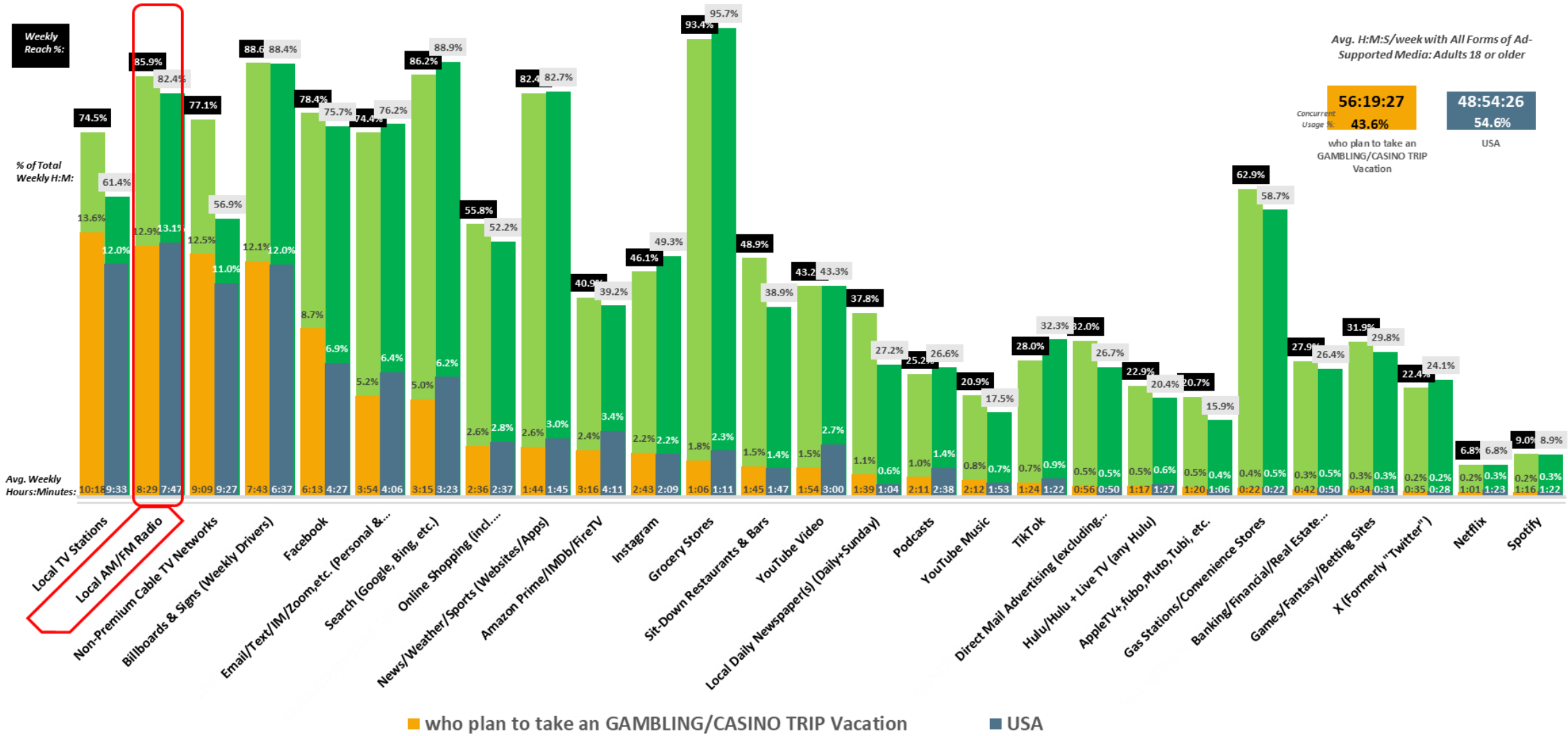
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Types of vacations plan to take next 12 months: Cruise

GAMBLING/CASINO

Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an average of 2 days, 8 hours, 19 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

85.9% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



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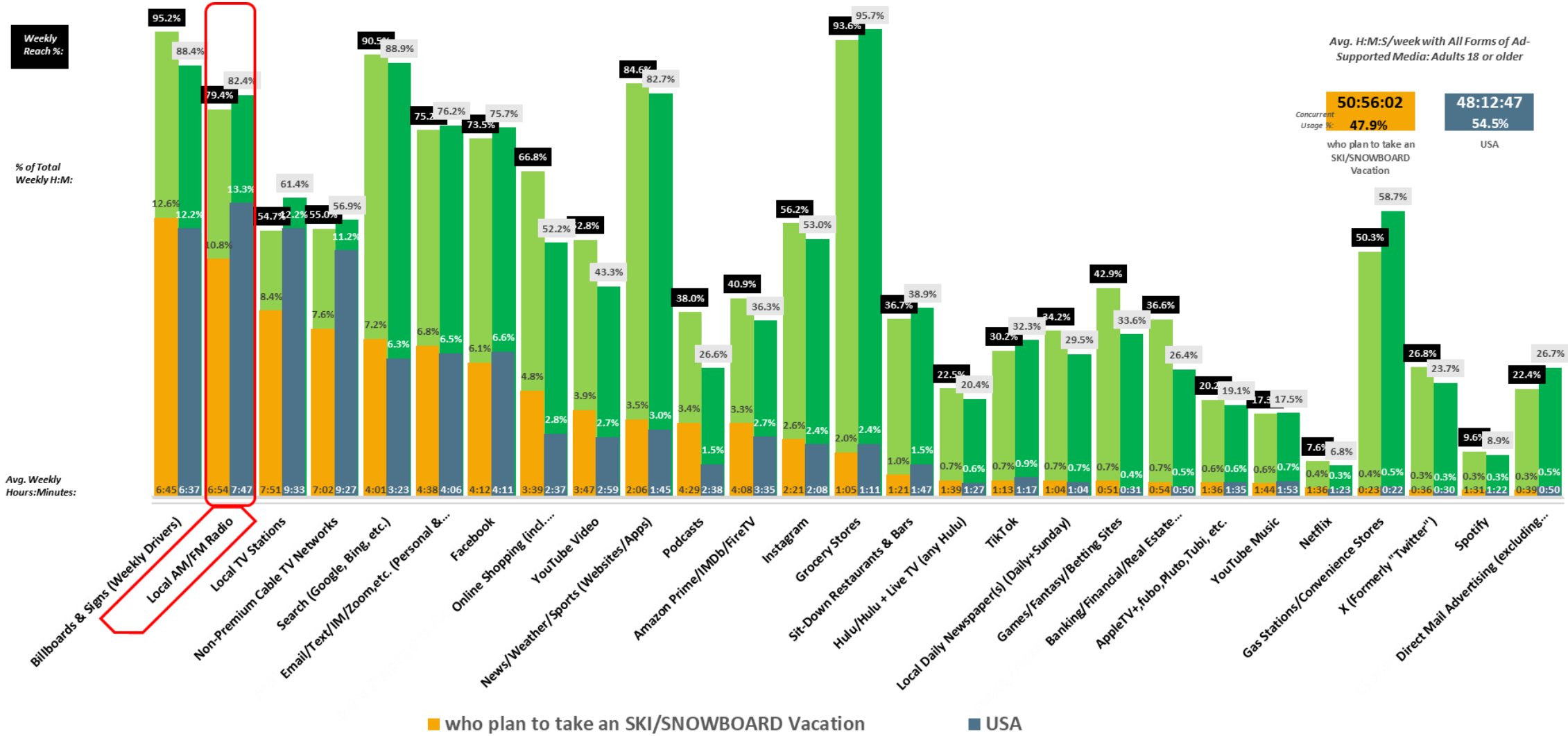
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Types of vacations plan to take next 12 months: Gambling/casino trip

SKI/SNOWBOARD

Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an average of 2 days, 2 hours, 56 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



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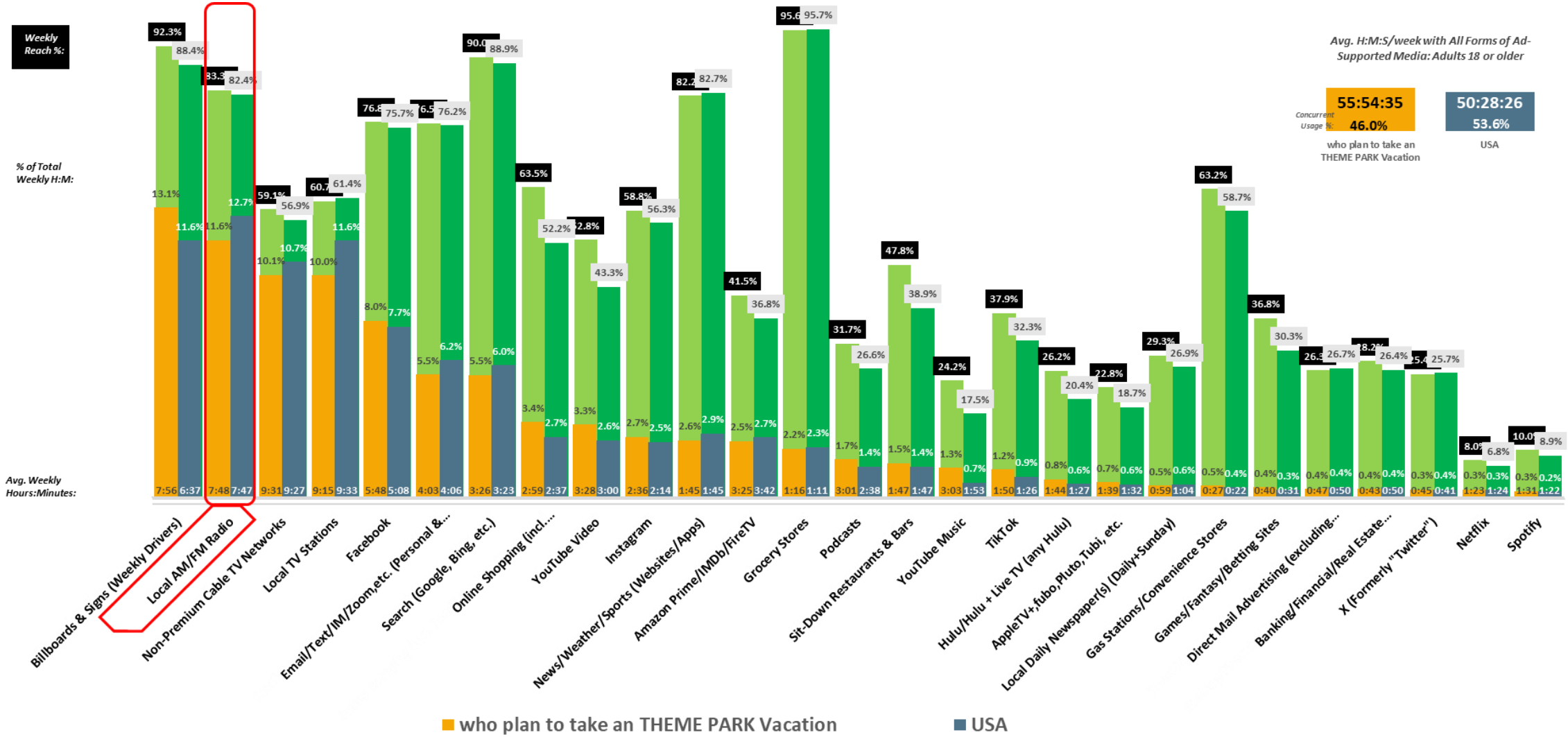
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Types of vacations plan to take next 12 months: Ski vacation

THEME PARK

Adults 25 - 64 who plan to take an THEME PARK Vacation spend an average of 2 days, 7 hours, 54 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 25 - 64 who plan to take an THEME PARK Vacation spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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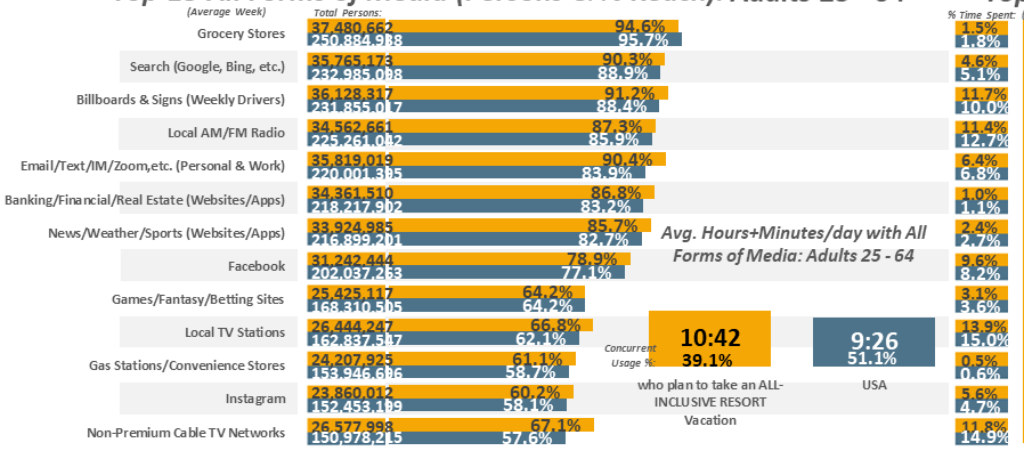
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Types of vacations plan to take next 12 months: Theme park vacation

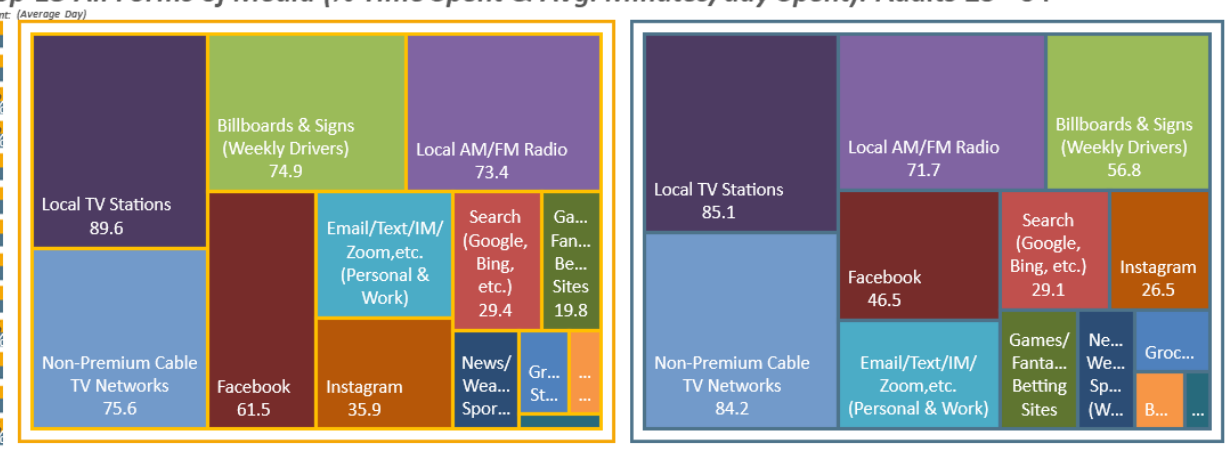
ALL-INCLUSIVE RESORT

Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

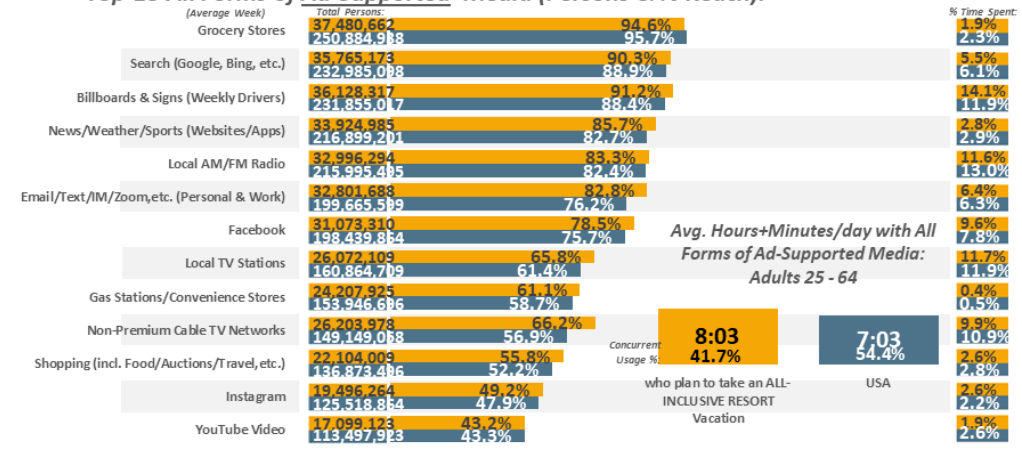
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



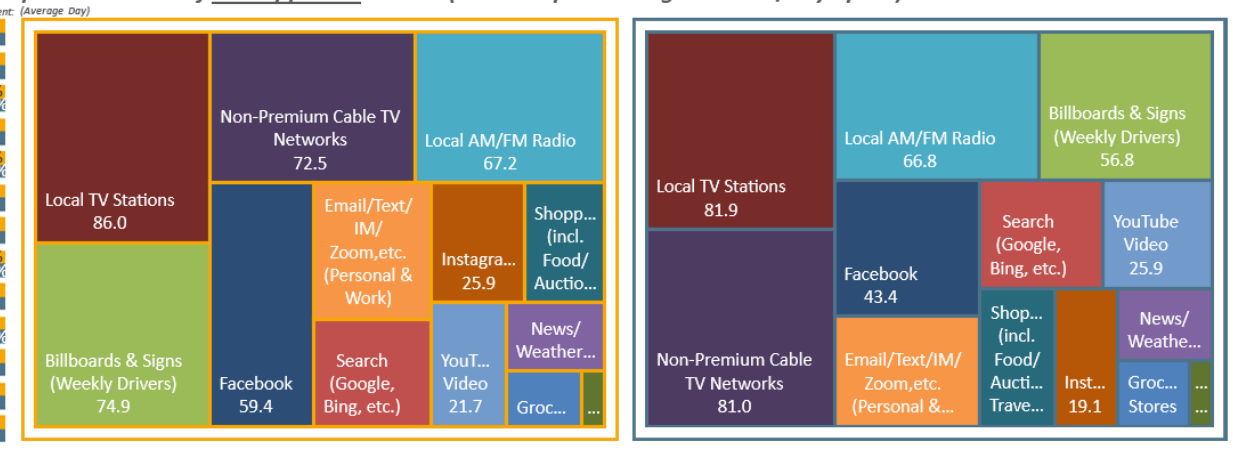
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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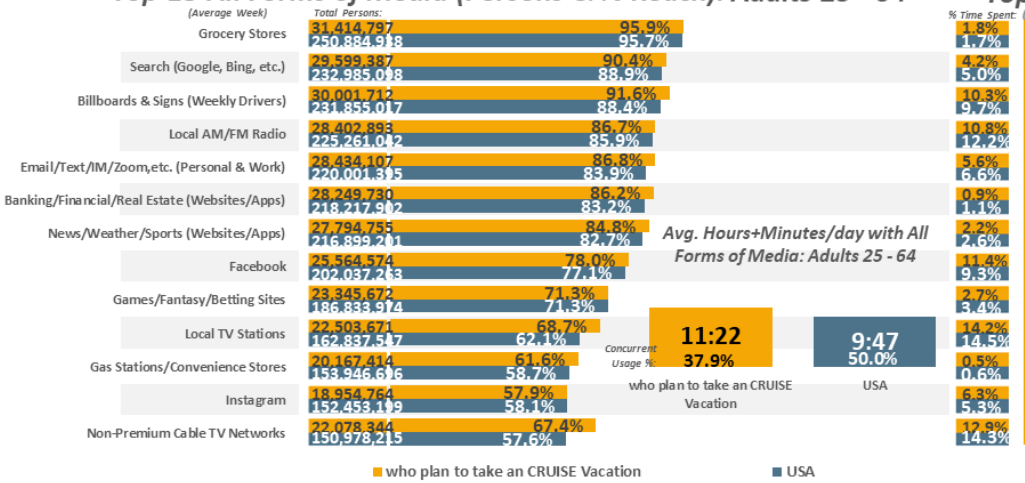
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Types of vacations plan to take next 12 months: All-inclusive resort

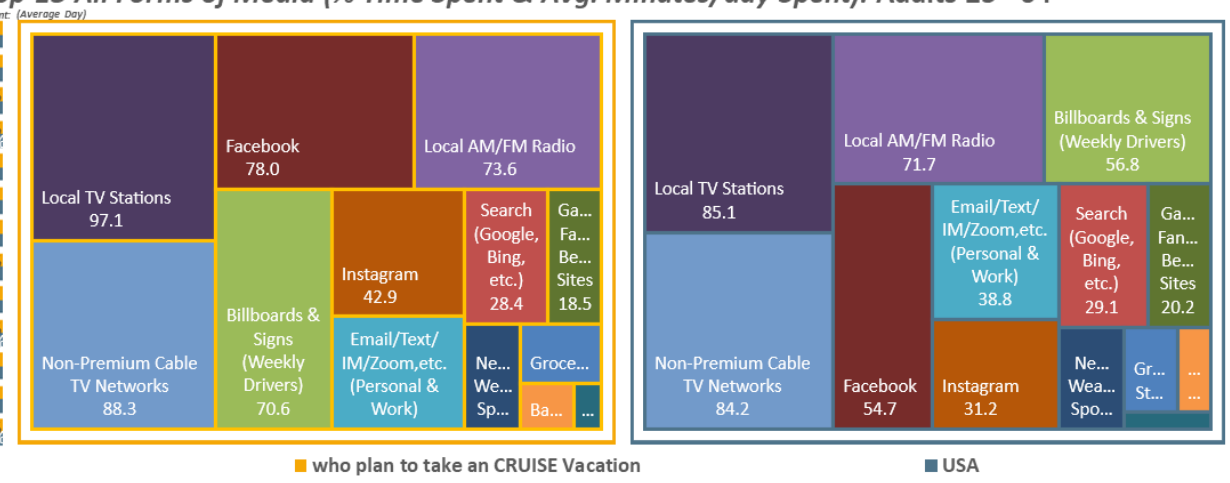
CRUISE

Adults 25 - 64 who plan to take an CRUISE Vacation spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 68.9 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

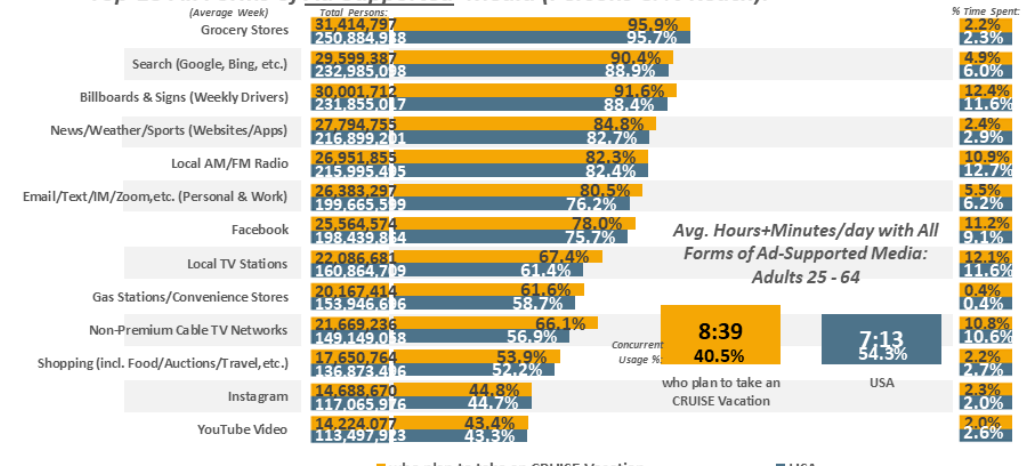
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



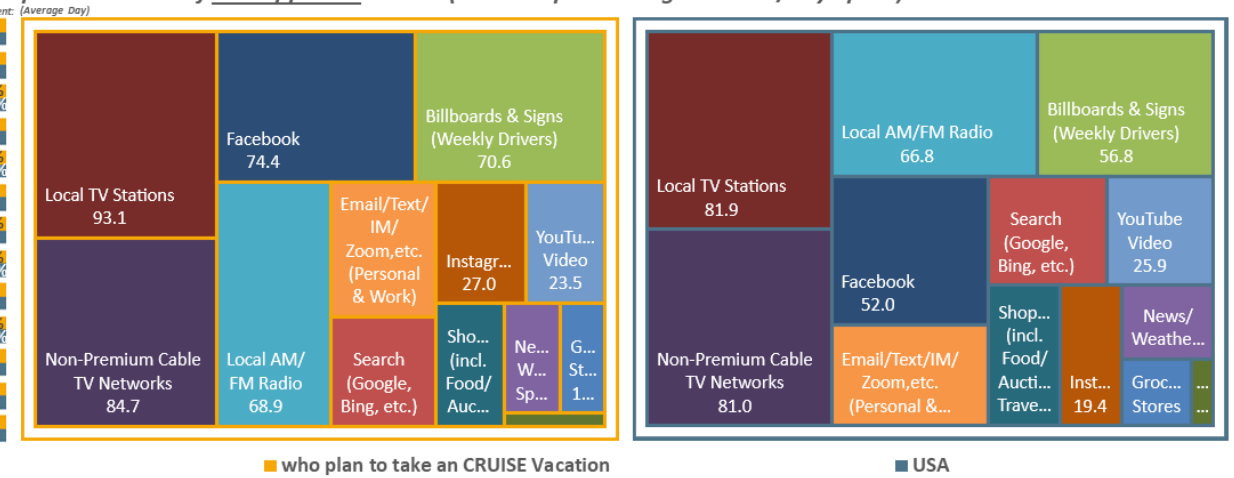
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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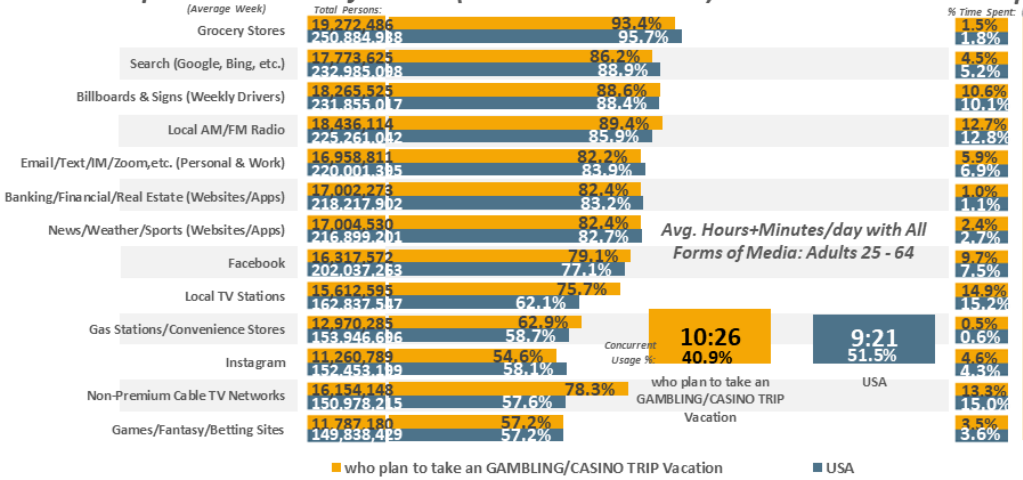
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Types of vacations plan to take next 12 months: Cruise

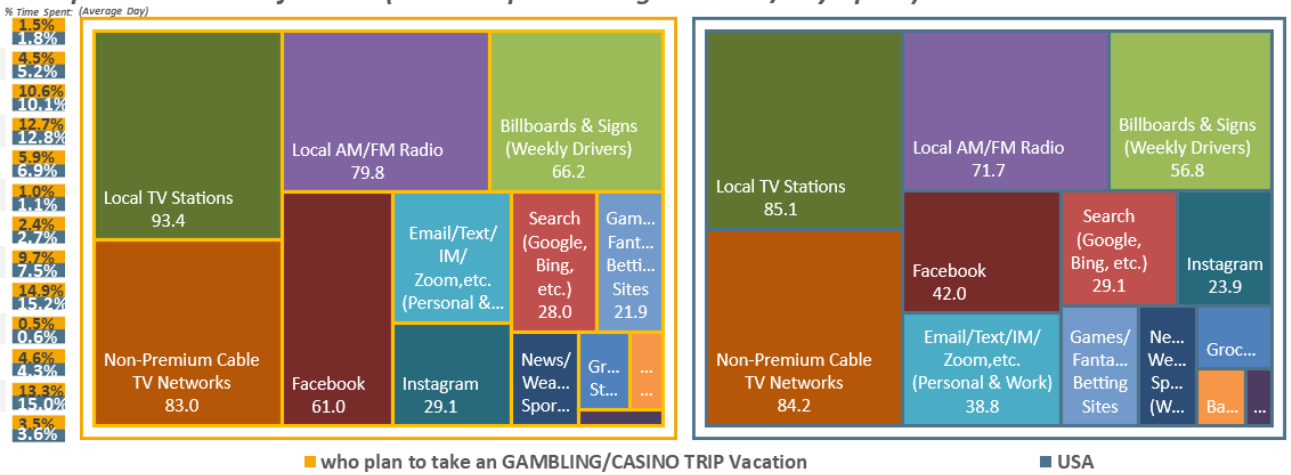
GAMBLING/CASINO

Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 72.8 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

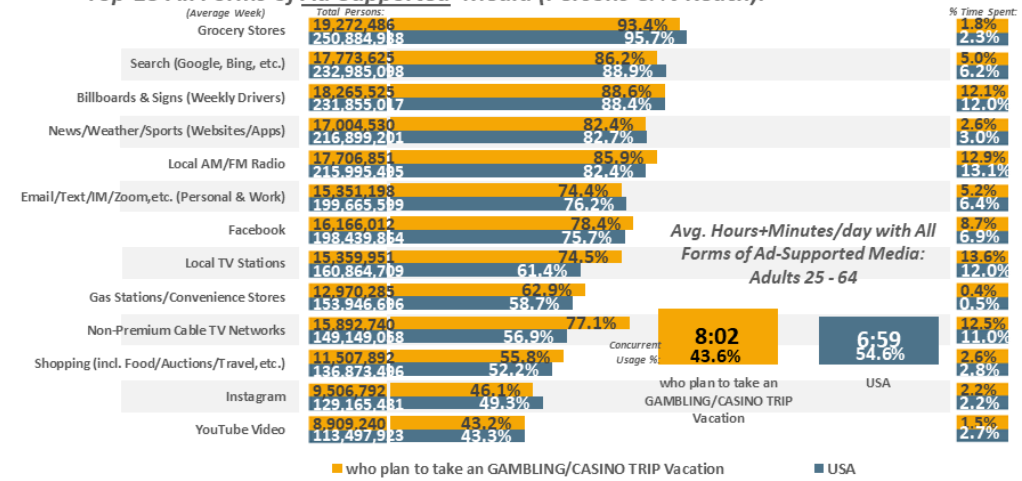
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



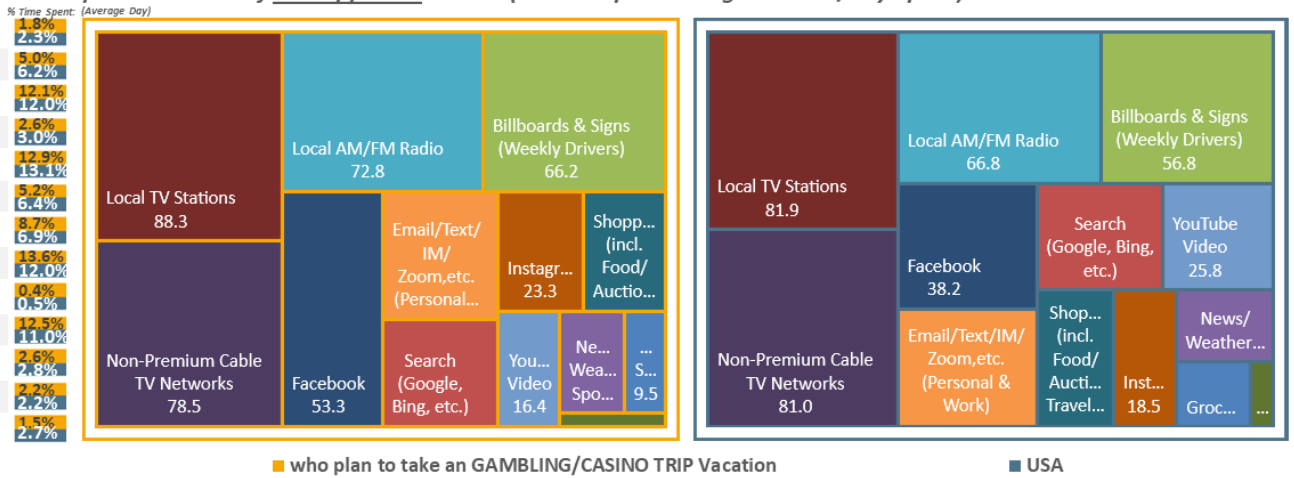
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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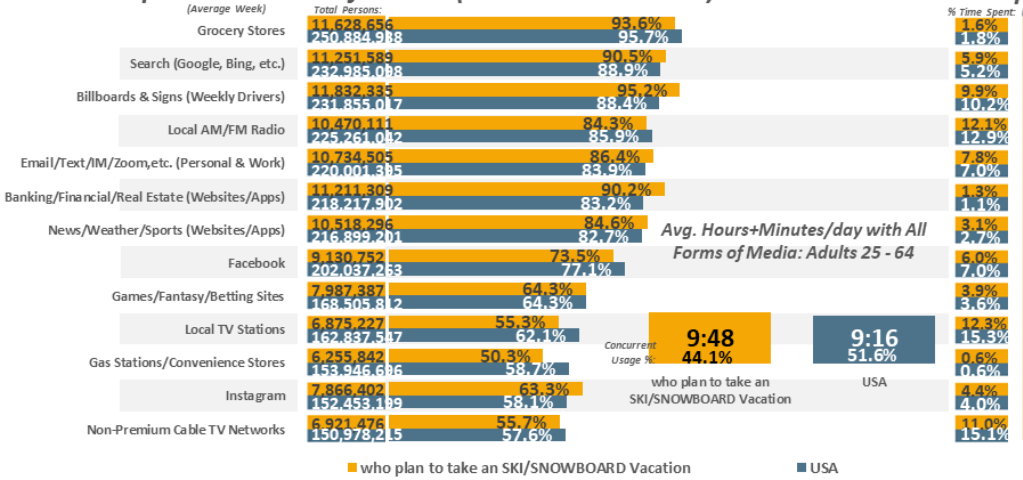
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Types of vacations plan to take next 12 months: Gambling/casino trip

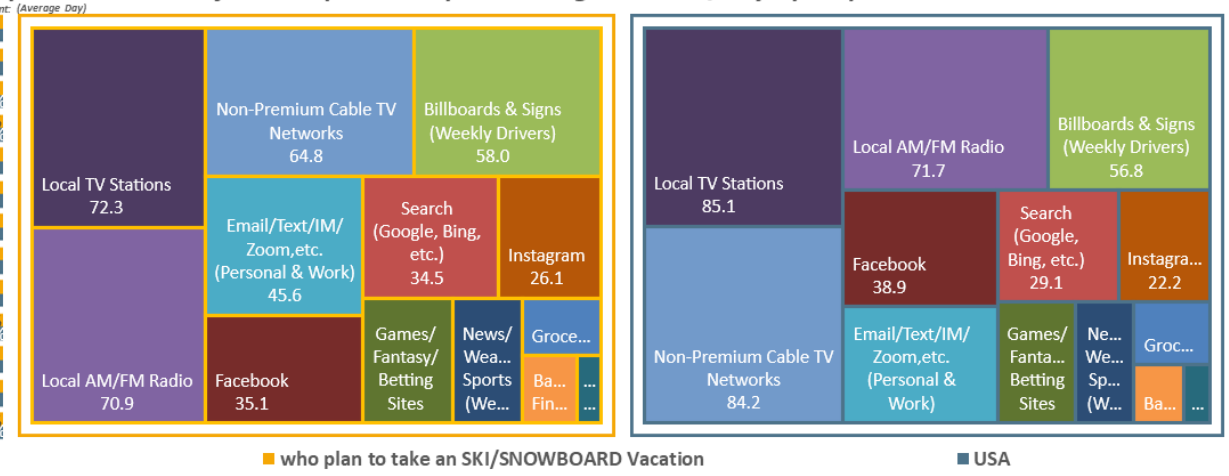
SKI/SNOWBOARD

Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

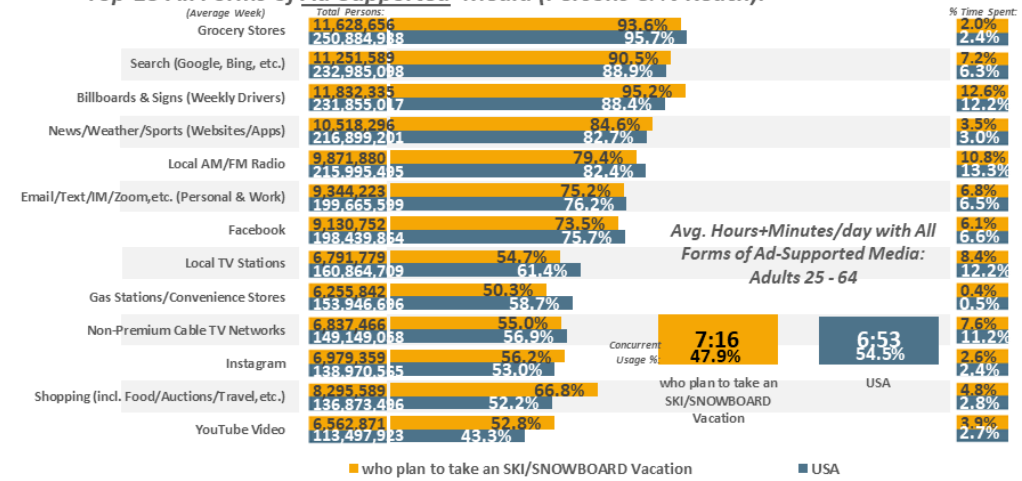
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



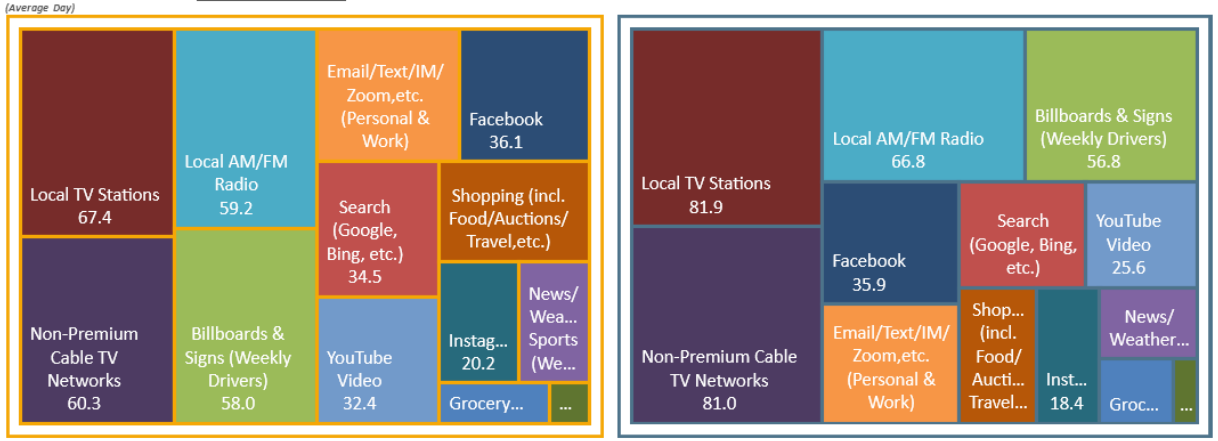
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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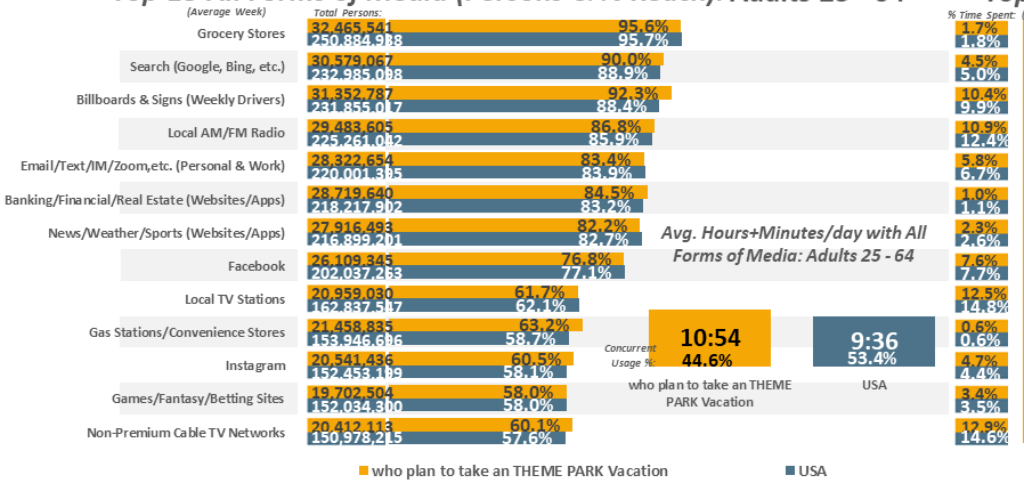
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Types of vacations plan to take next 12 months: Ski vacation

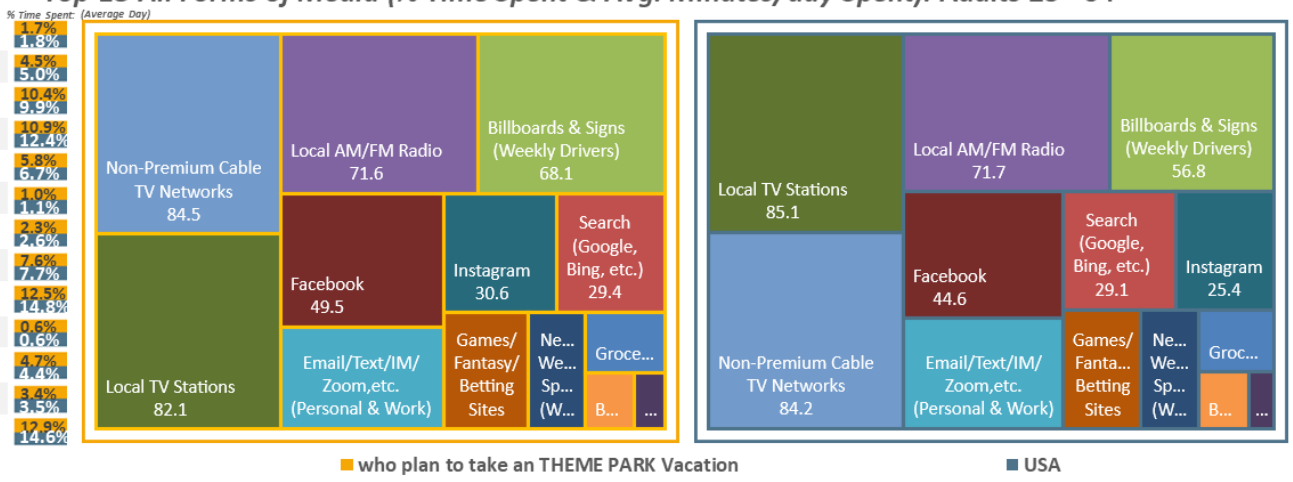
THEME PARK

Adults 25 - 64 who plan to take an THEME PARK Vacation spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

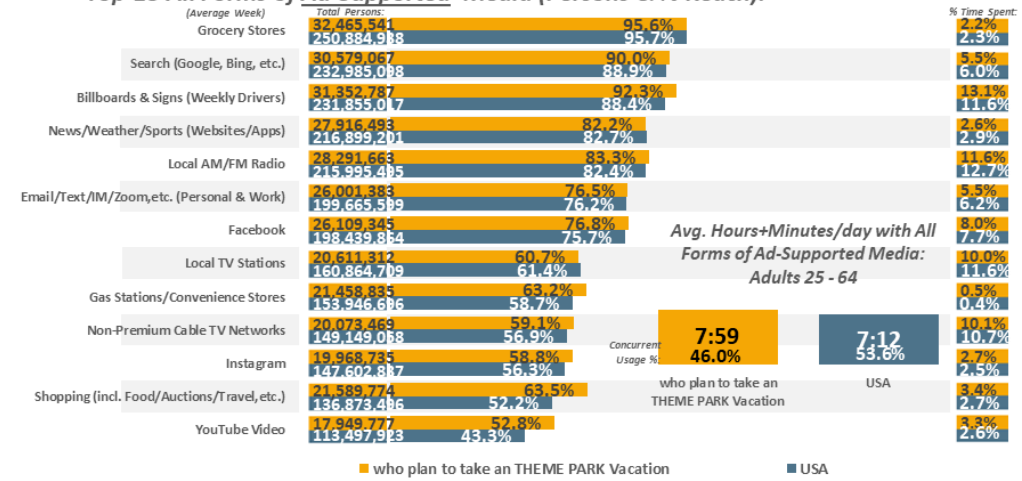
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



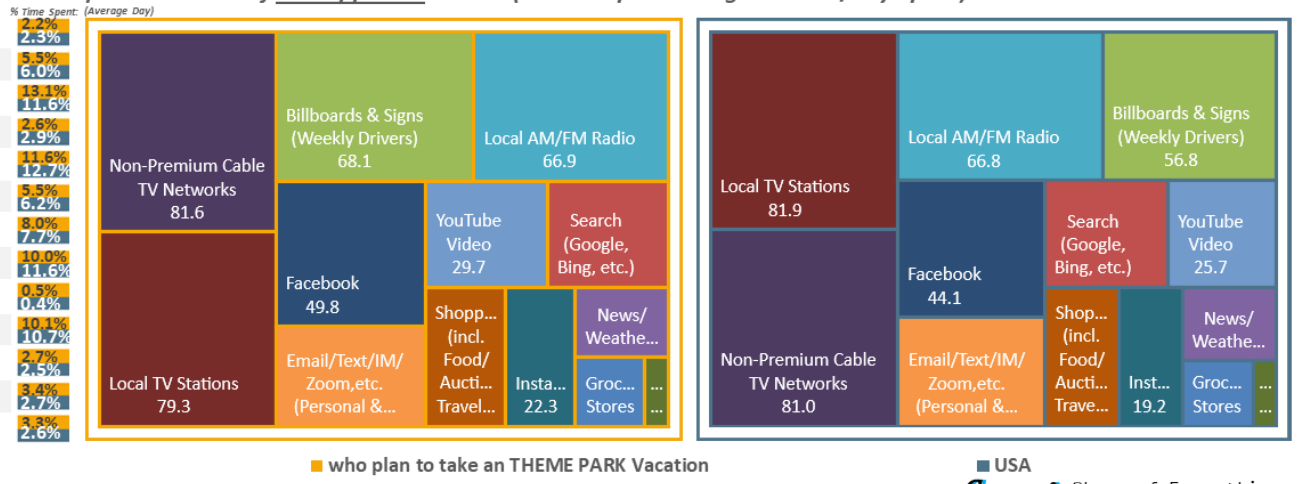
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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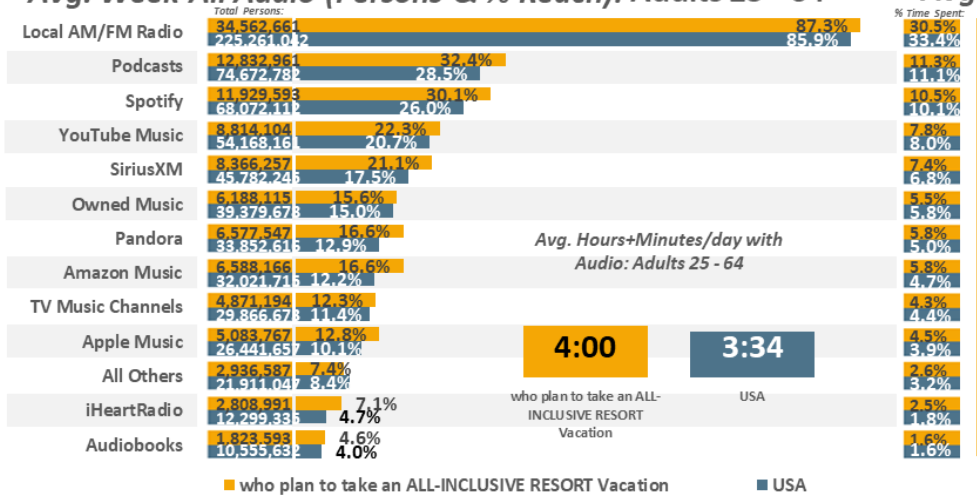
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Types of vacations plan to take next 12 months: Theme park vacation

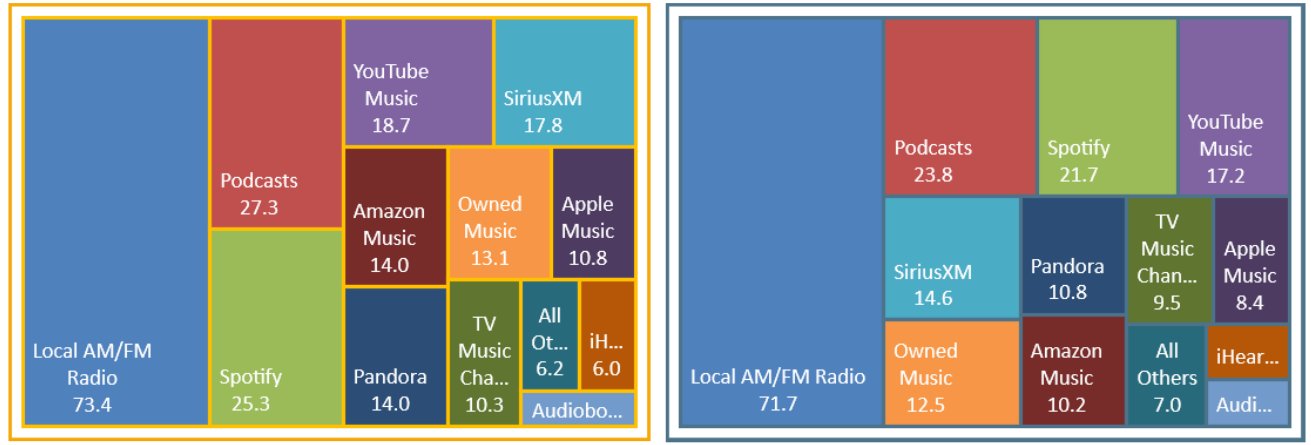
ALL-INCLUSIVE RESORT

32,996,294 or 83.3% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

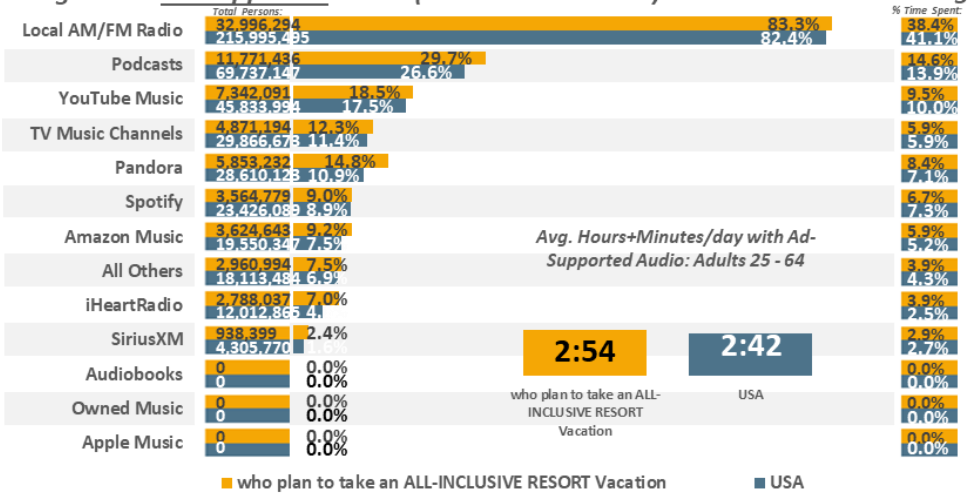
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



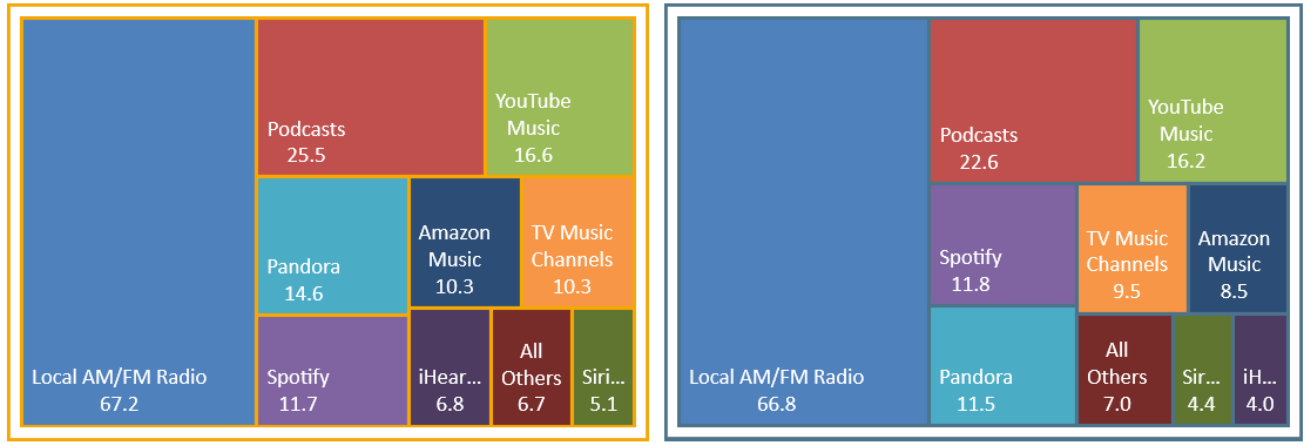
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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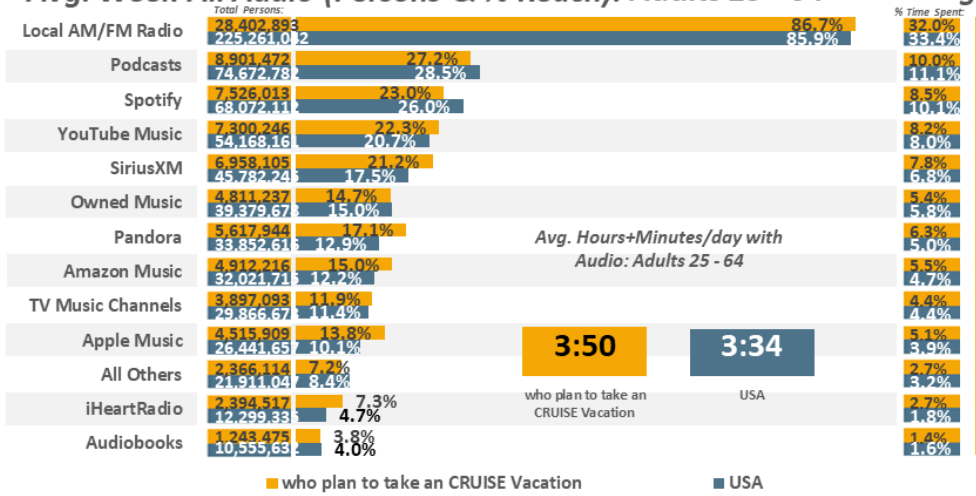
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Types of vacations plan to take next 12 months: All-inclusive resort

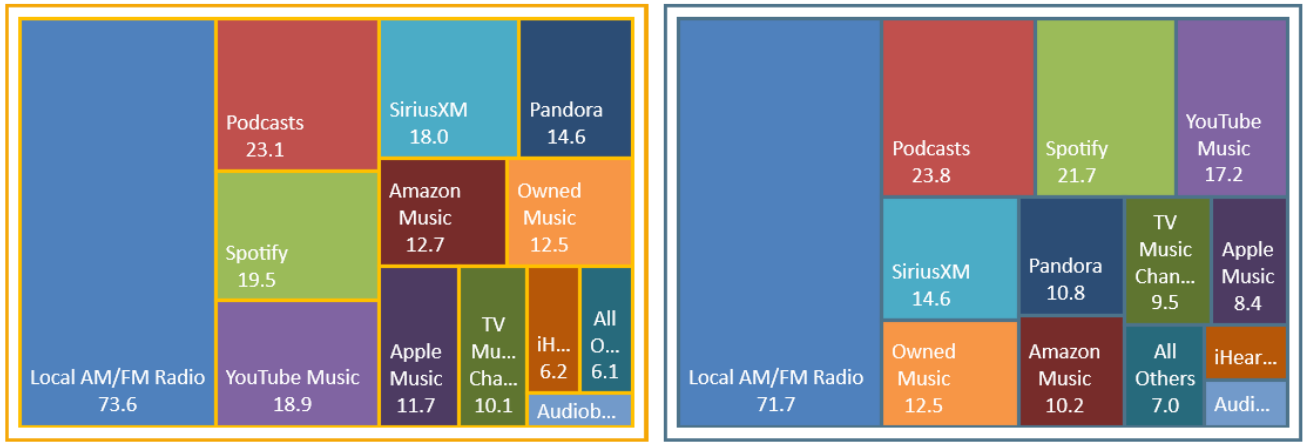
CRUISE

26,951,855 or 82.3% of Adults 25 - 64 who plan to take an CRUISE Vacation listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

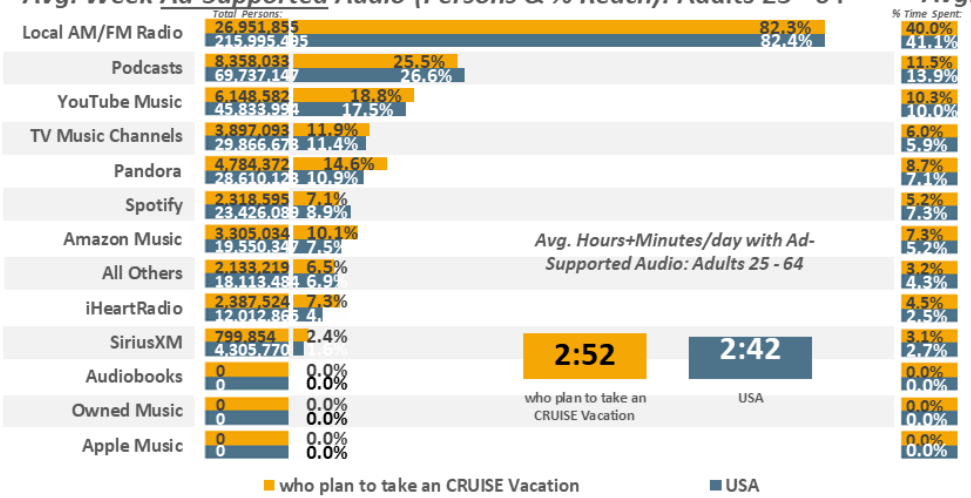
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



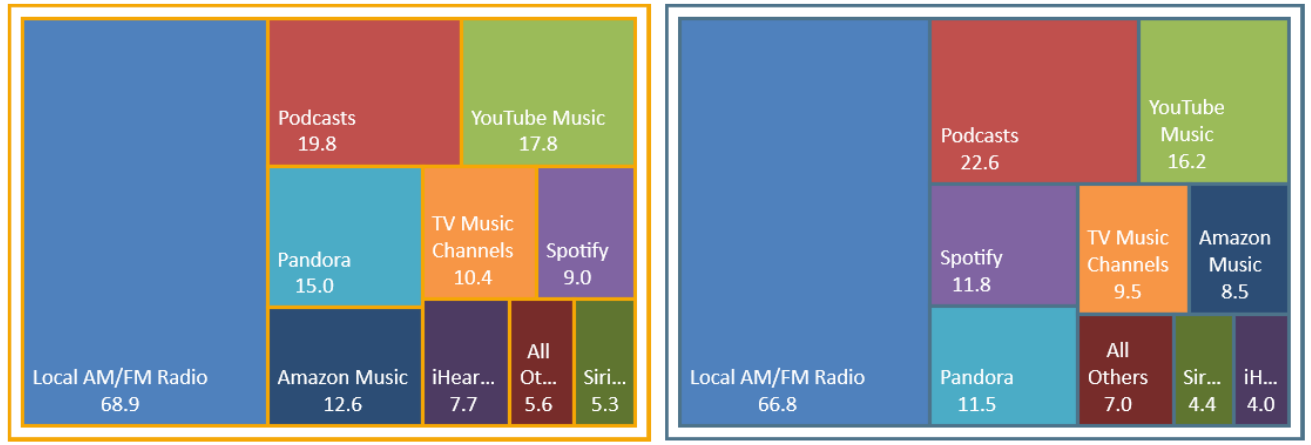
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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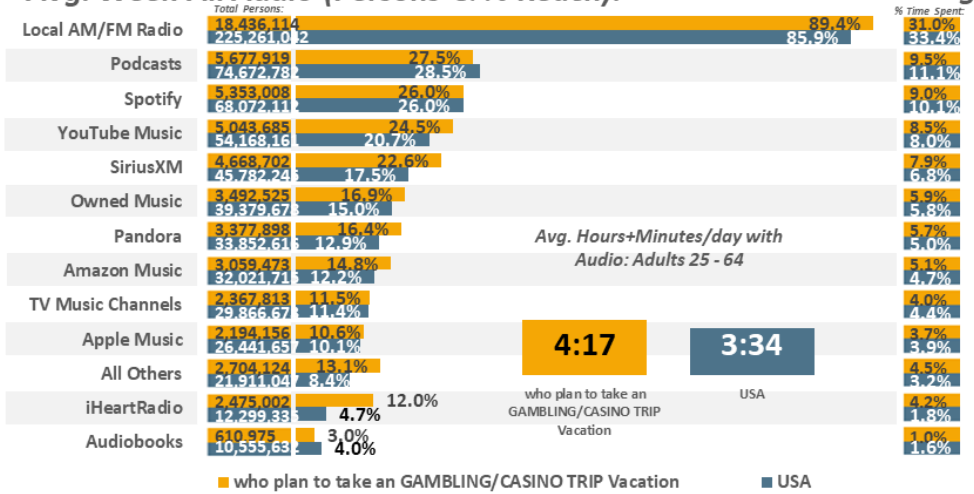
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Types of vacations plan to take next 12 months: Cruise

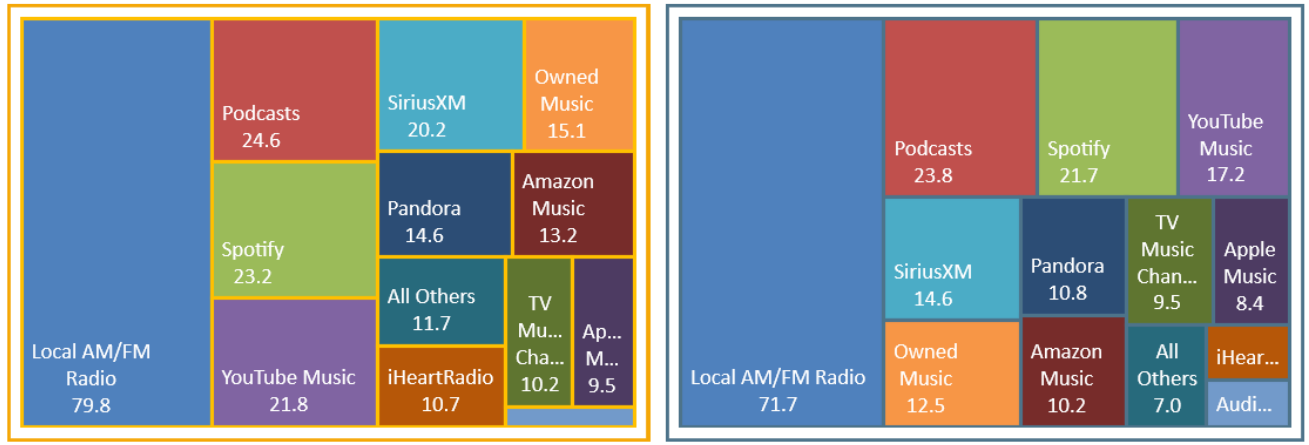
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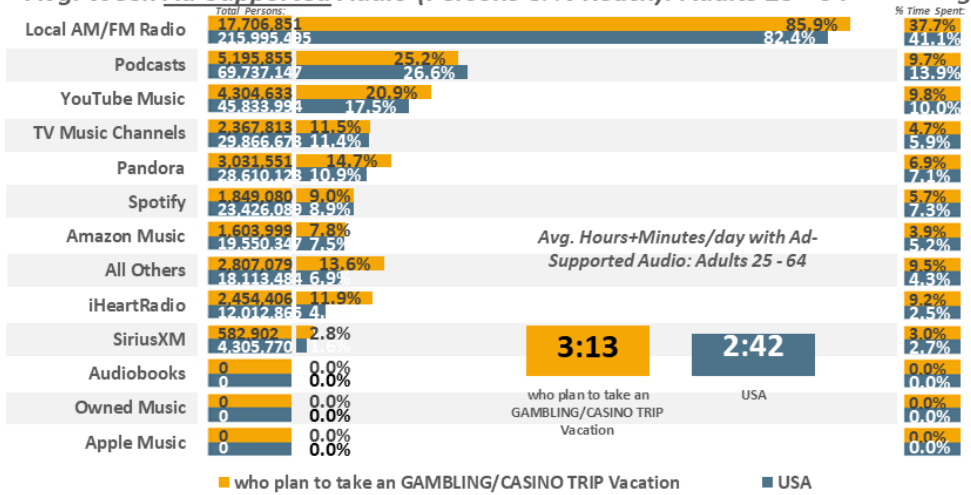
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



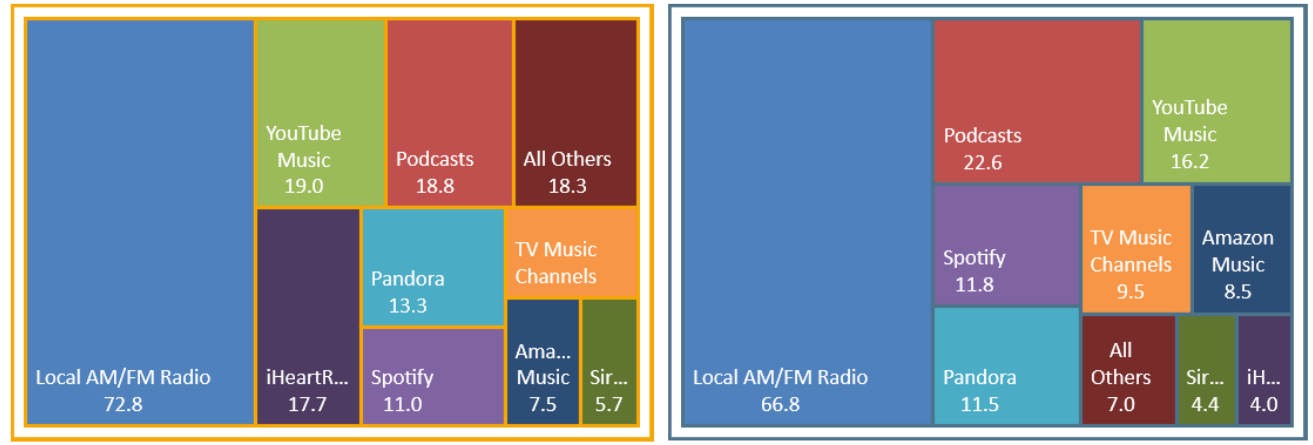
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *5,451*

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

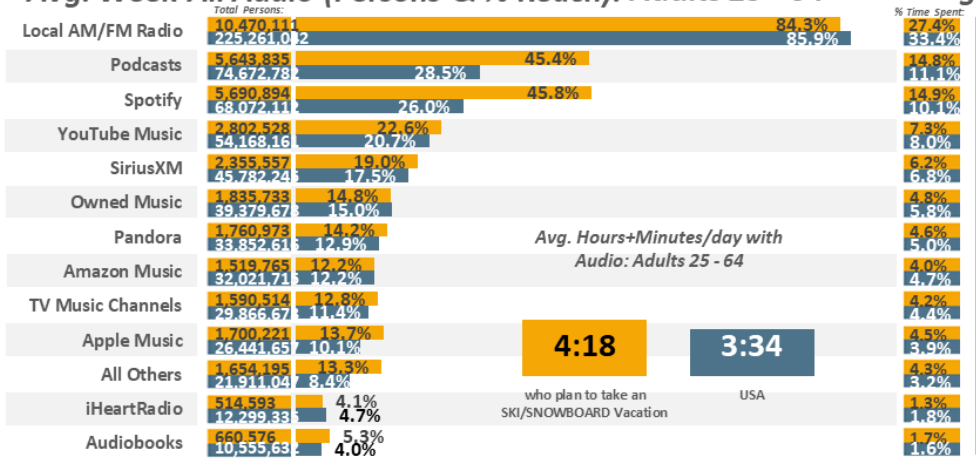
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Types of vacations plan to take next 12 months: Gambling/casino trip

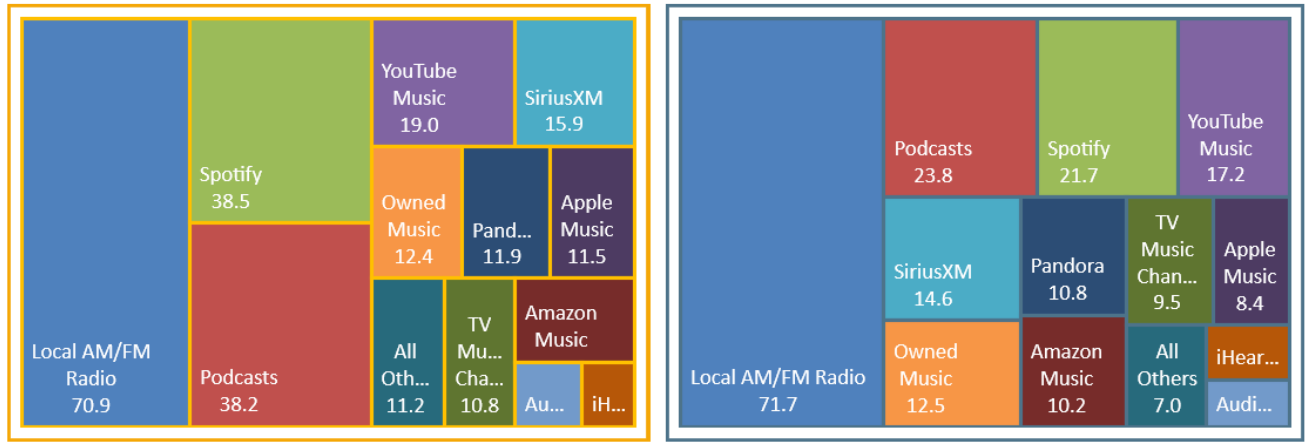
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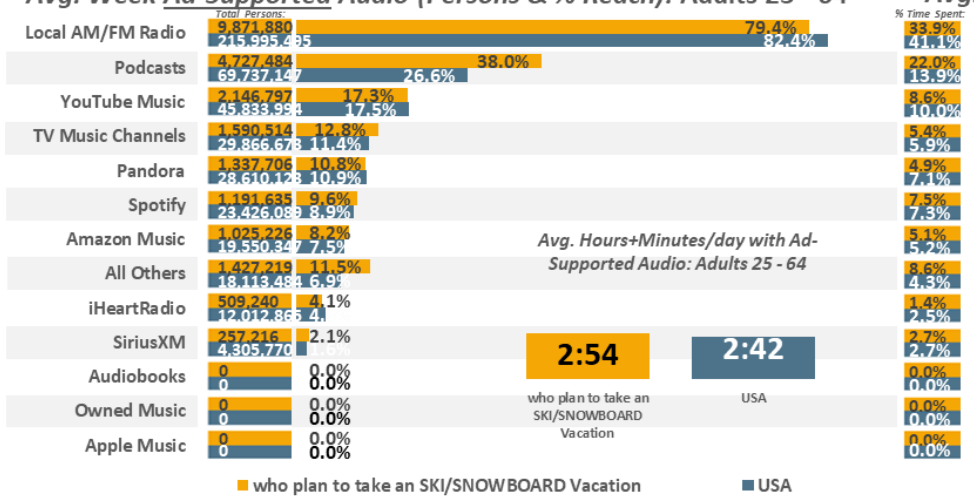
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



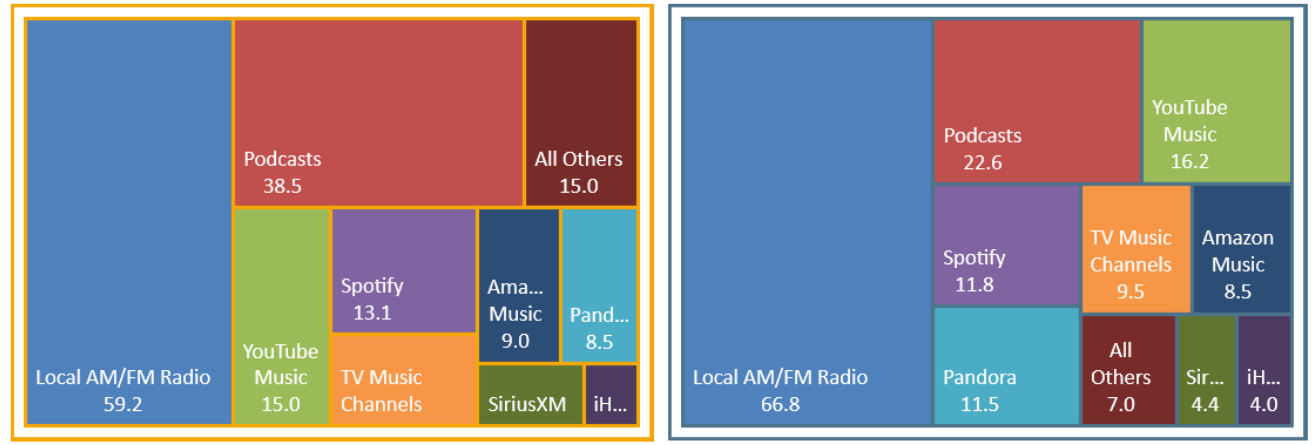
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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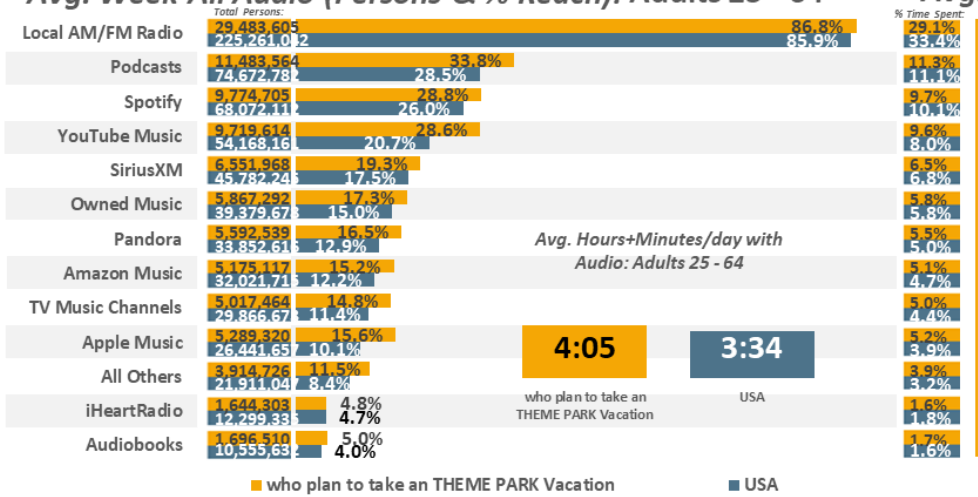
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Types of vacations plan to take next 12 months: Ski vacation

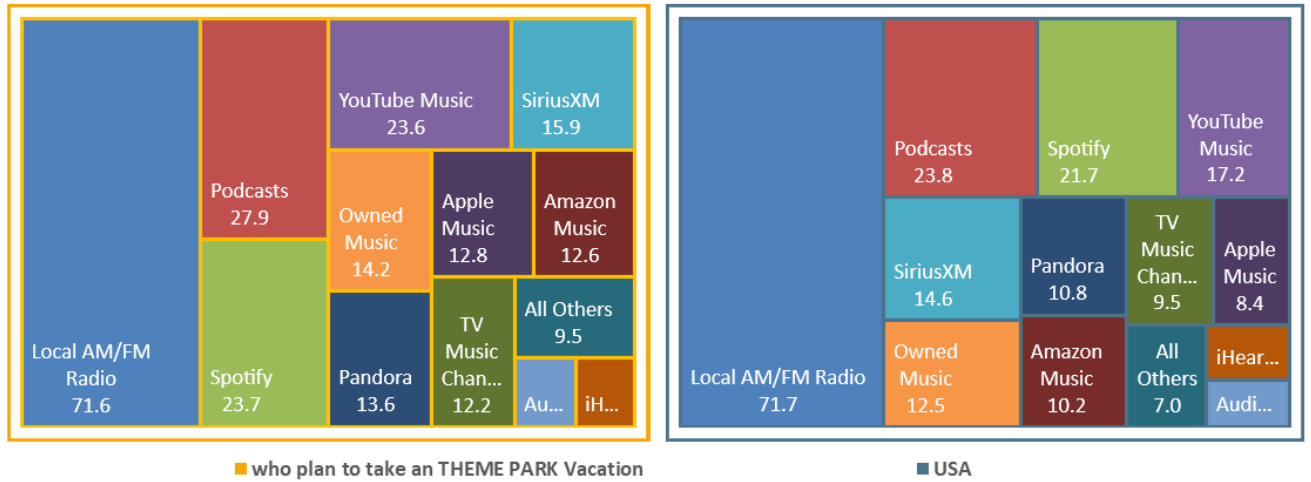
THEME PARK

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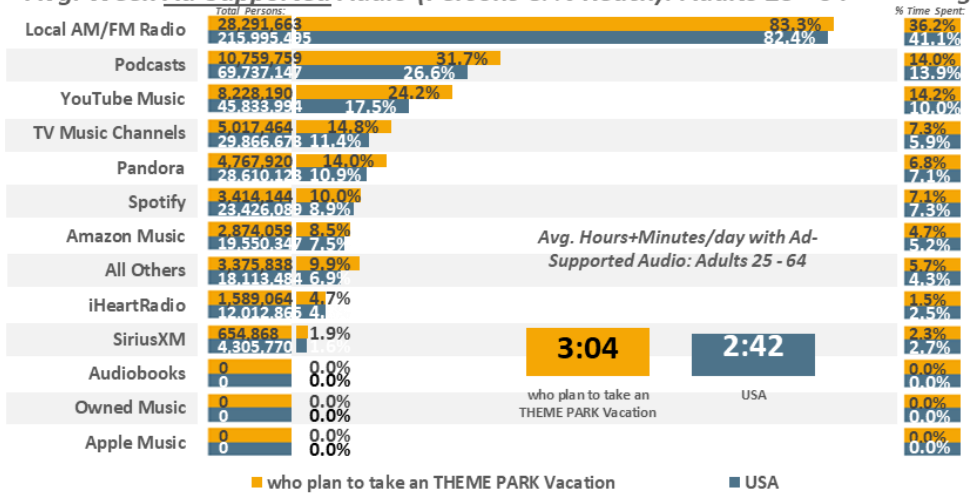
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



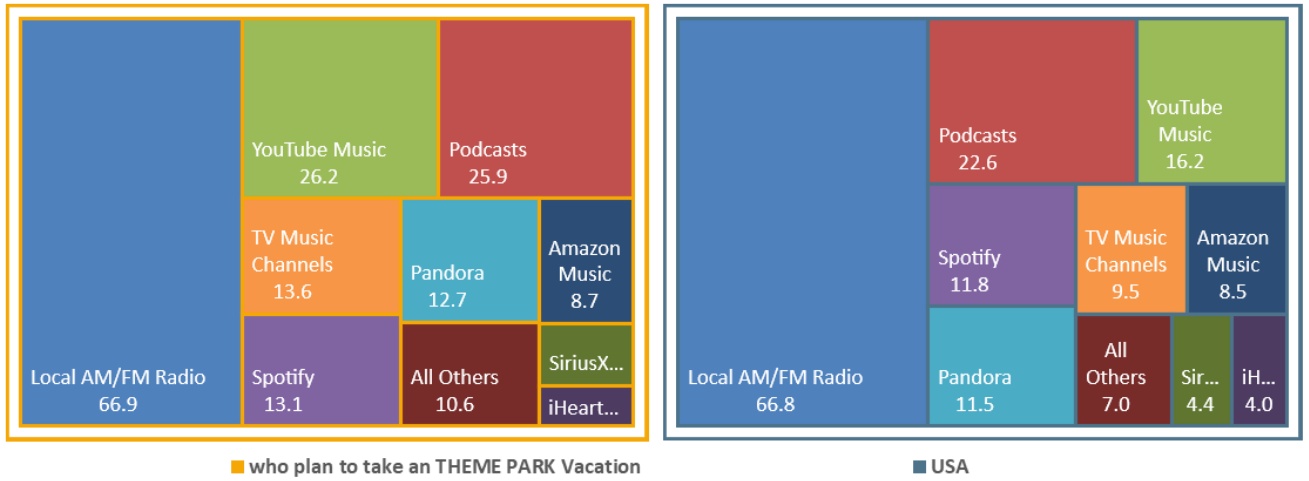
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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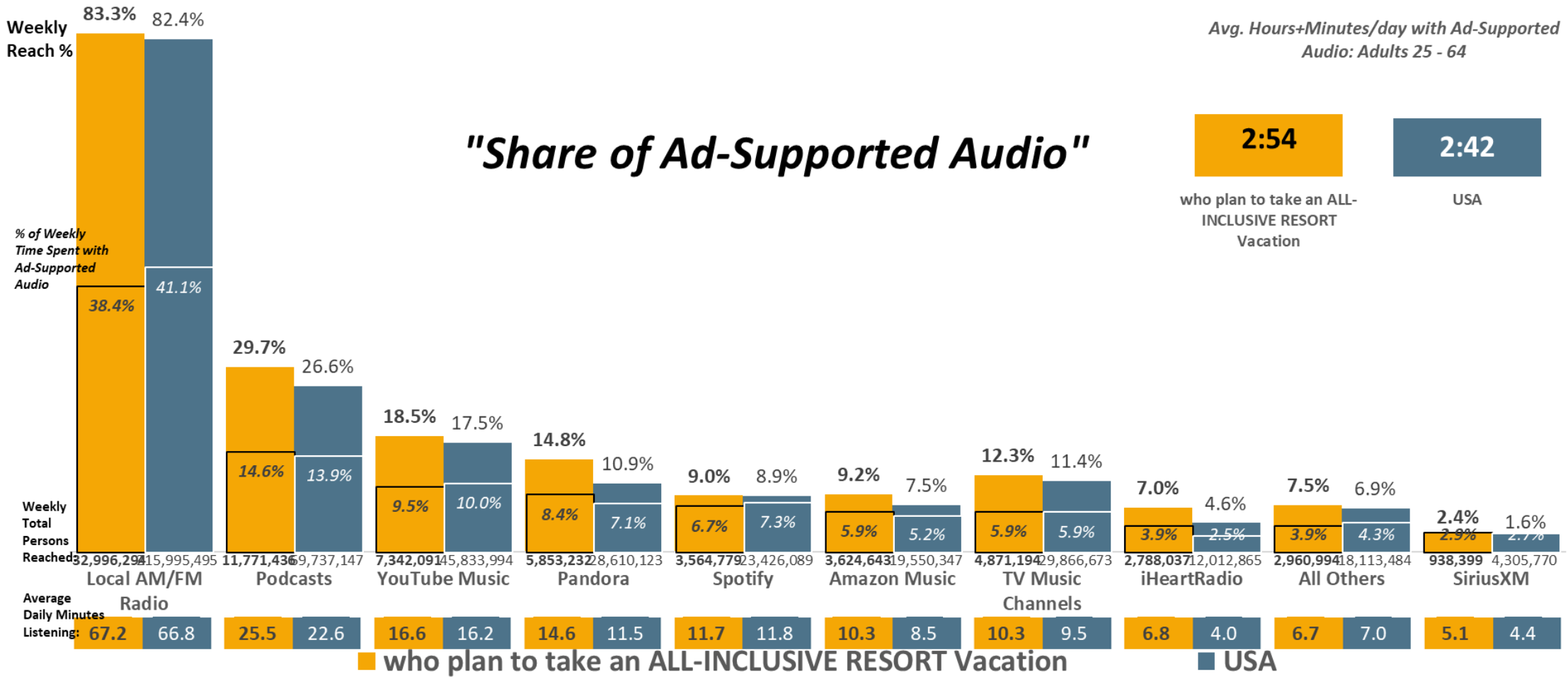
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Types of vacations plan to take next 12 months: Theme park vacation

ALL-INCLUSIVE RESORT

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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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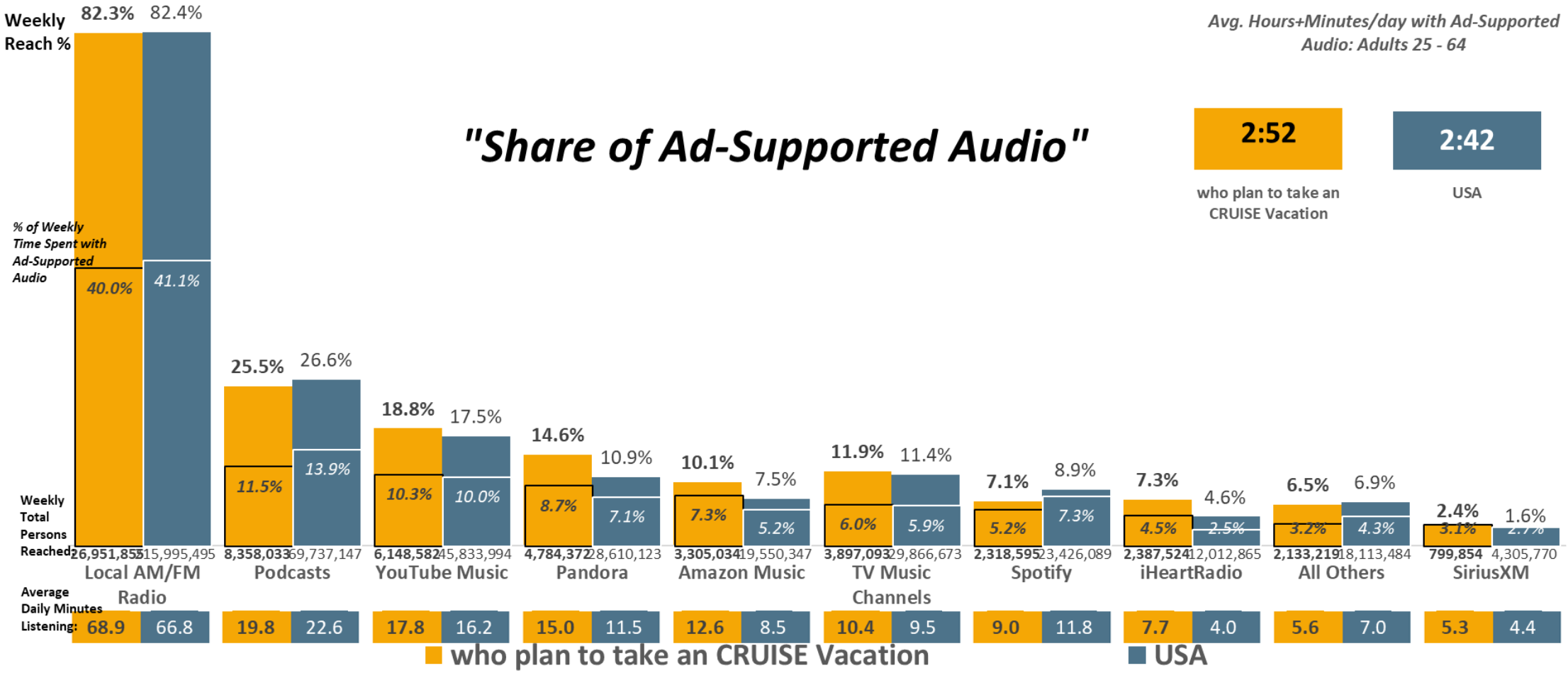
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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

26,951,855 or 82.3% of Adults 25 - 64 who plan to take an CRUISE Vacation listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Amazon Music	TV Music Channels	Spotify	iHeartRadio	All Others	SiriusXM
Weekly Reach % (who plan to take an CRUISE Vacation)	82.3%	25.5%	18.8%	14.6%	10.1%	11.9%	7.1%	7.3%	6.5%	2.4%
Weekly Reach % (USA)	82.4%	26.6%	17.5%	10.9%	7.5%	11.4%	8.9%	4.6%	6.9%	1.6%
% of Weekly Time Spent with Ad-Supported Audio (who plan to take an CRUISE Vacation)	40.0%	11.5%	10.3%	8.7%	7.3%	6.0%	5.2%	4.5%	3.2%	3.1%
% of Weekly Time Spent with Ad-Supported Audio (USA)	41.1%	13.9%	10.0%	7.1%	5.2%	5.9%	7.3%	2.5%	4.3%	2.7%
Weekly Total Persons Reached (who plan to take an CRUISE Vacation)	26,951,855	8,358,033	6,148,582	4,784,372	3,305,034	3,897,093	2,318,595	2,387,524	2,133,219	799,854
Weekly Total Persons Reached (USA)	15,995,495	9,737,147	5,833,994	8,610,123	9,550,347	9,866,673	3,426,089	2,012,865	8,113,484	4,305,770
Average Daily Minutes Listening (who plan to take an CRUISE Vacation)	68.9	19.8	17.8	15.0	12.6	10.4	9.0	7.7	5.6	5.3
Average Daily Minutes Listening (USA)	66.8	22.6	16.2	11.5	8.5	9.5	11.8	4.0	7.0	4.4

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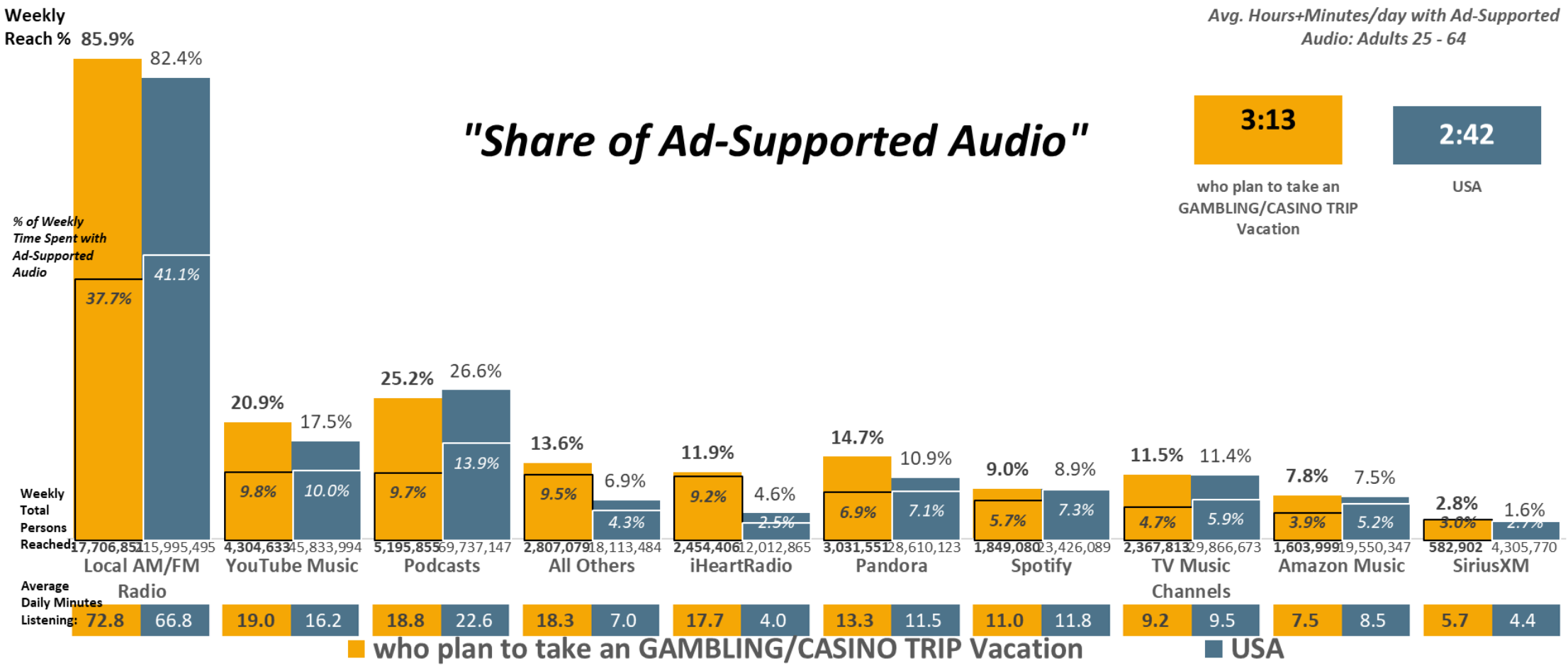
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Types of vacations plan to take next 12 months: Cruise

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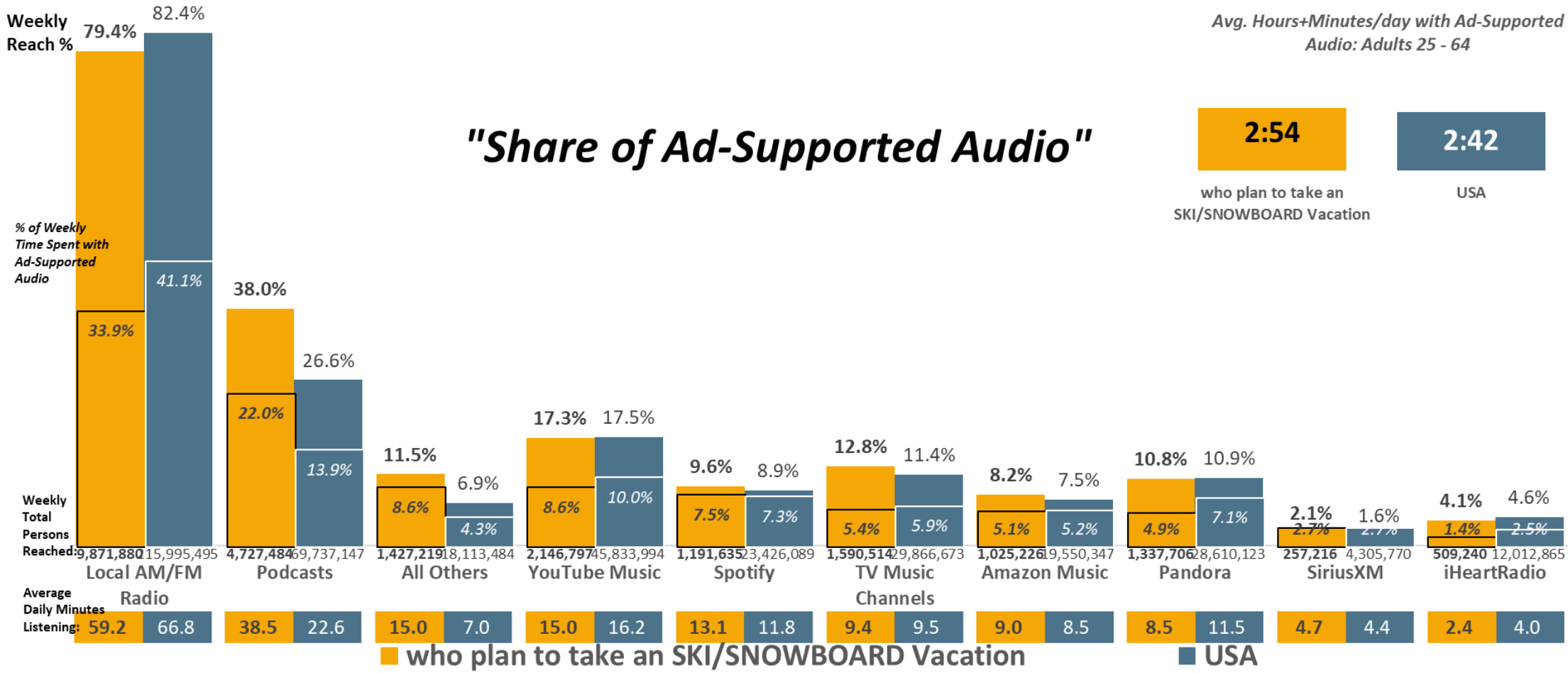
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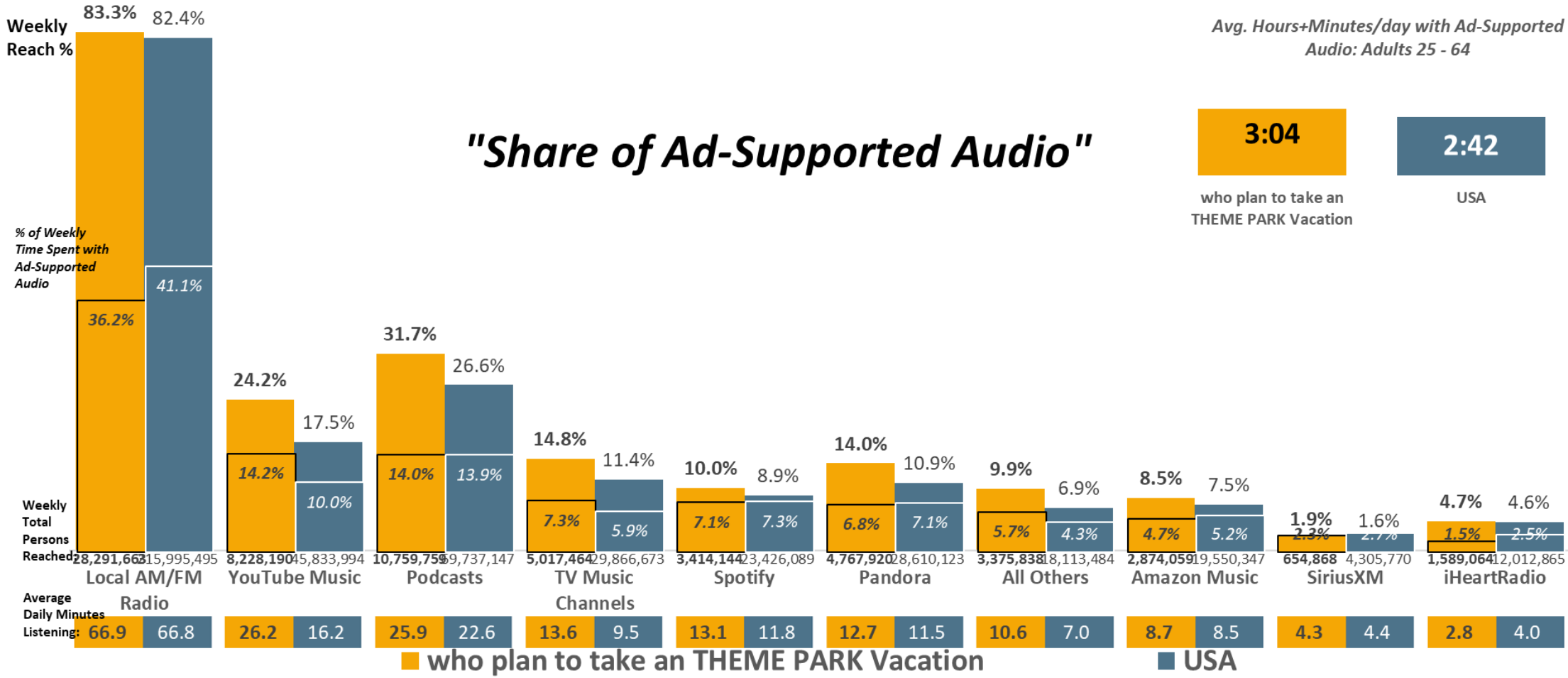
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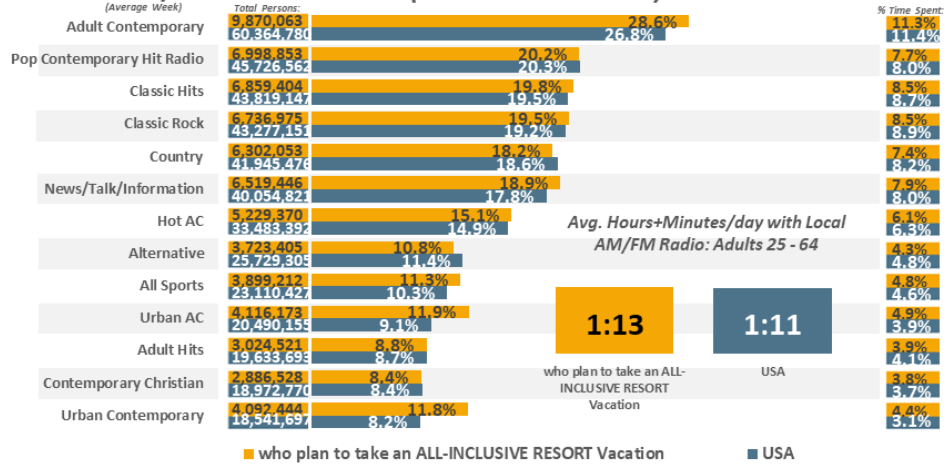
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Types of vacations plan to take next 12 months: Theme park vacation

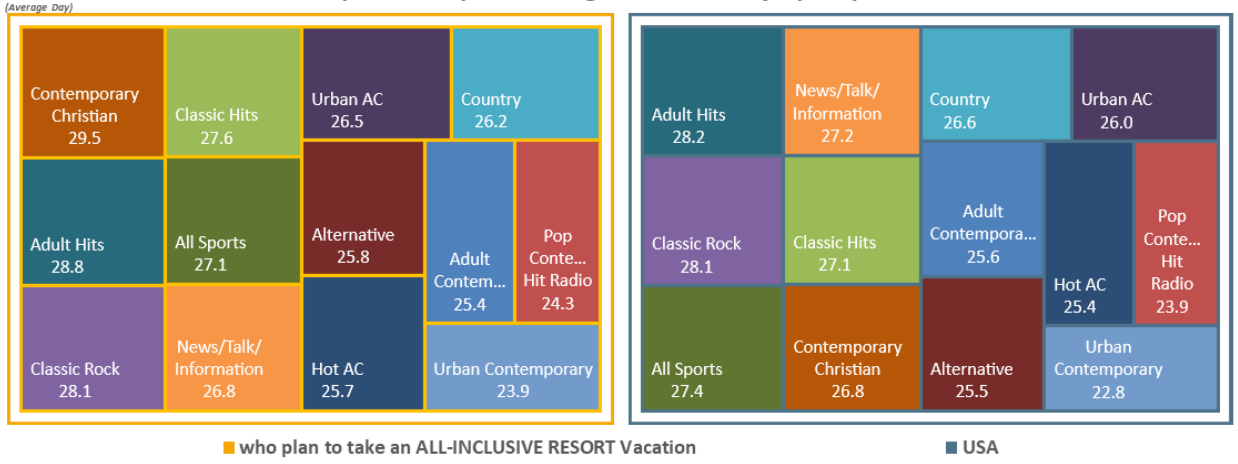
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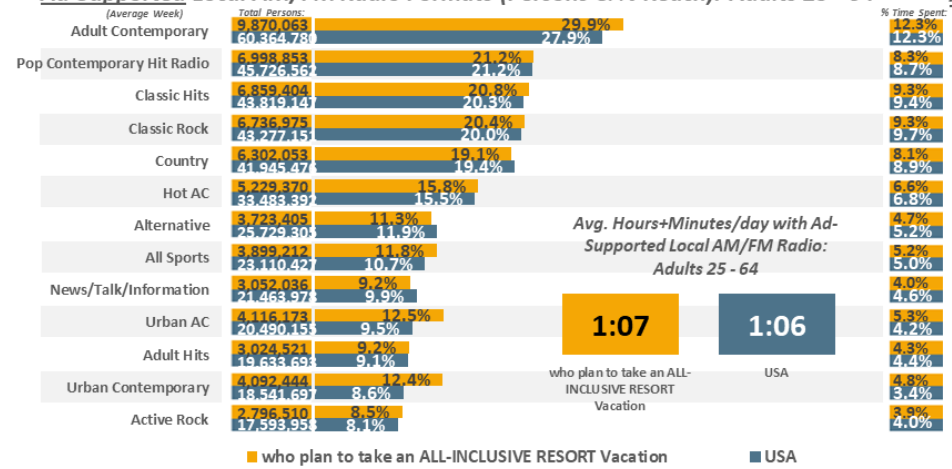
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



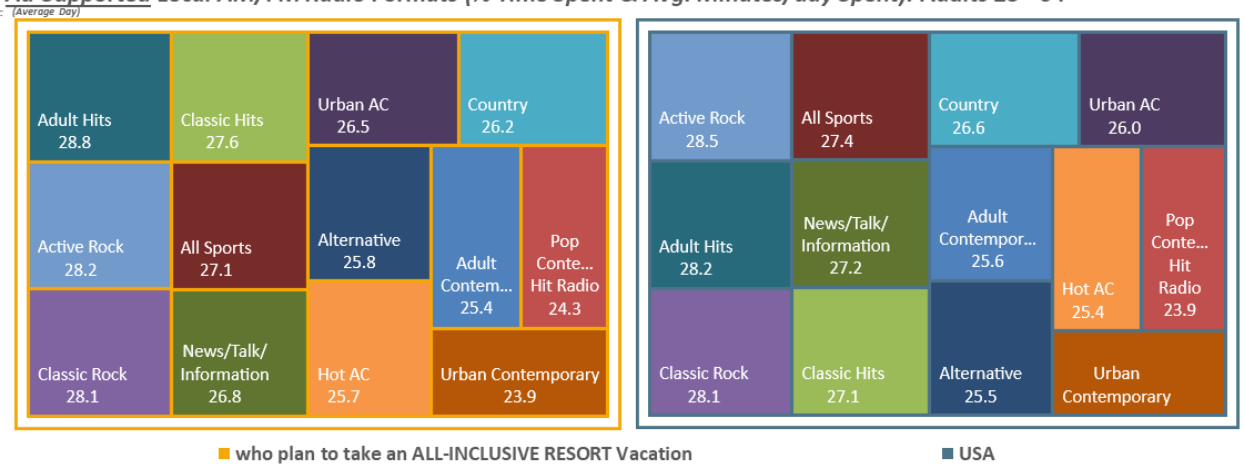
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



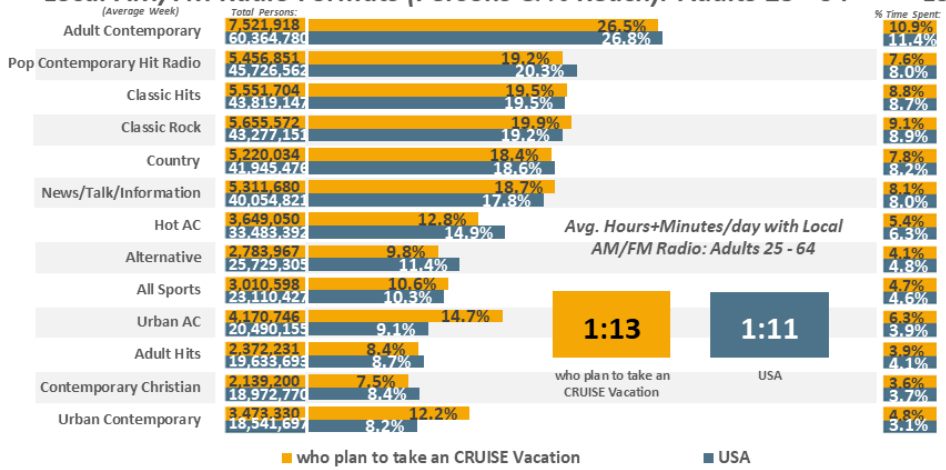
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Types of vacations plan to take next 12 months: All-inclusive resort

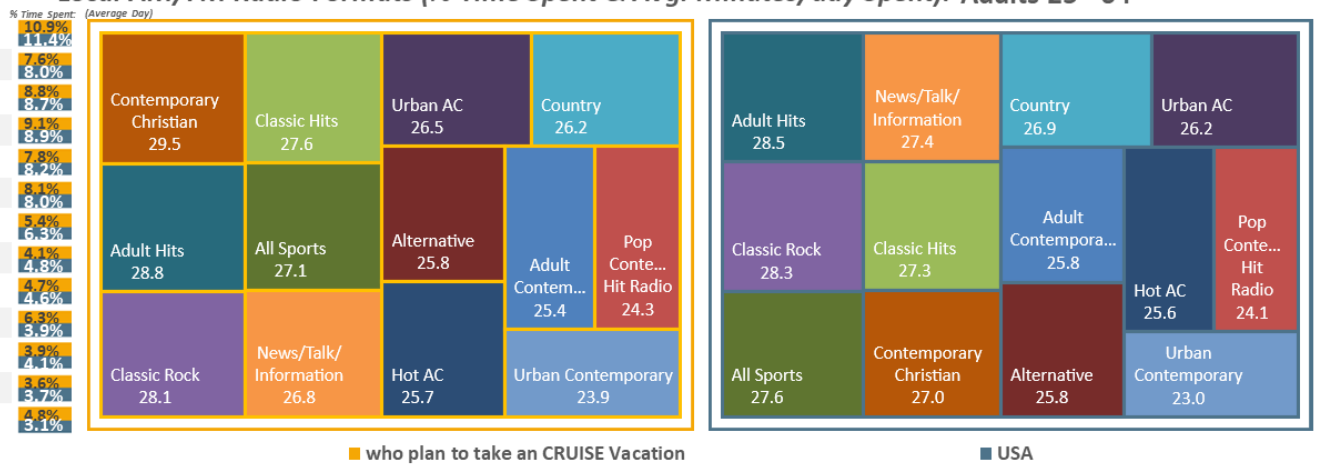
CRUISE

26,951,855 or 82.3% of Adults 25 - 64 who plan to take an CRUISE Vacation listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

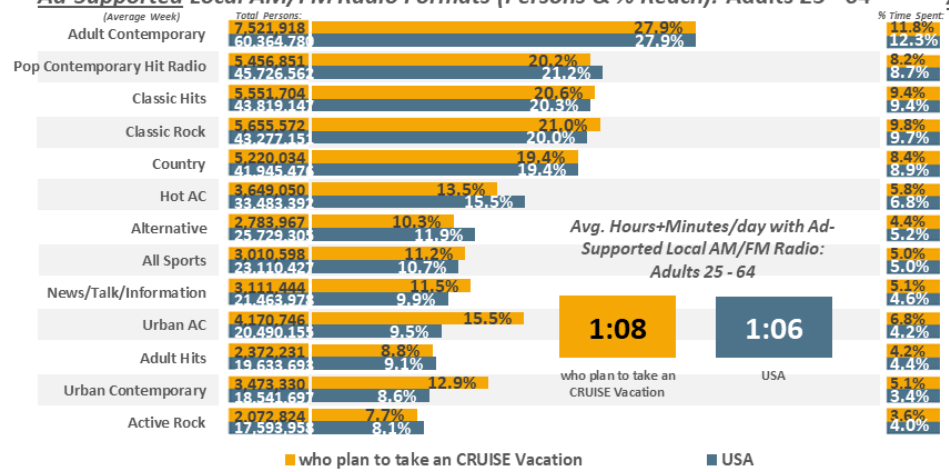
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



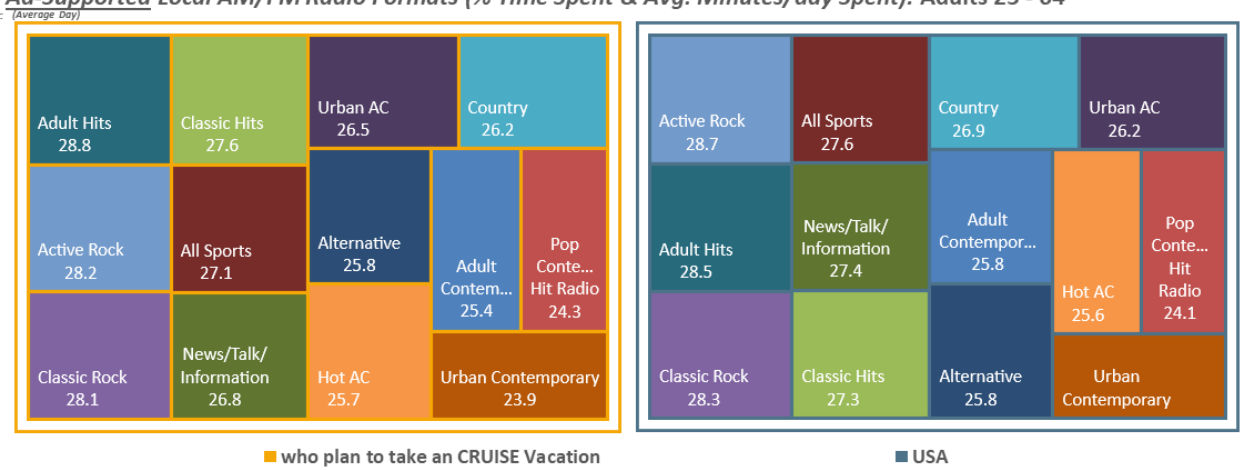
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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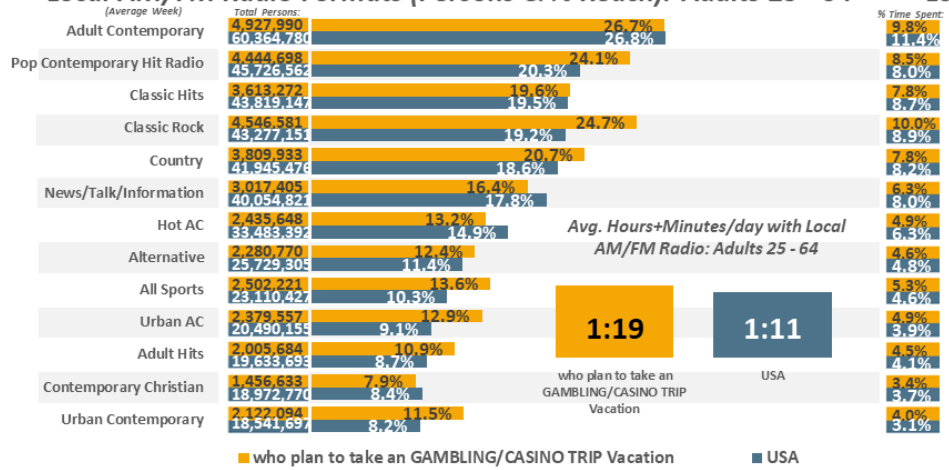
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Types of vacations plan to take next 12 months: Cruise

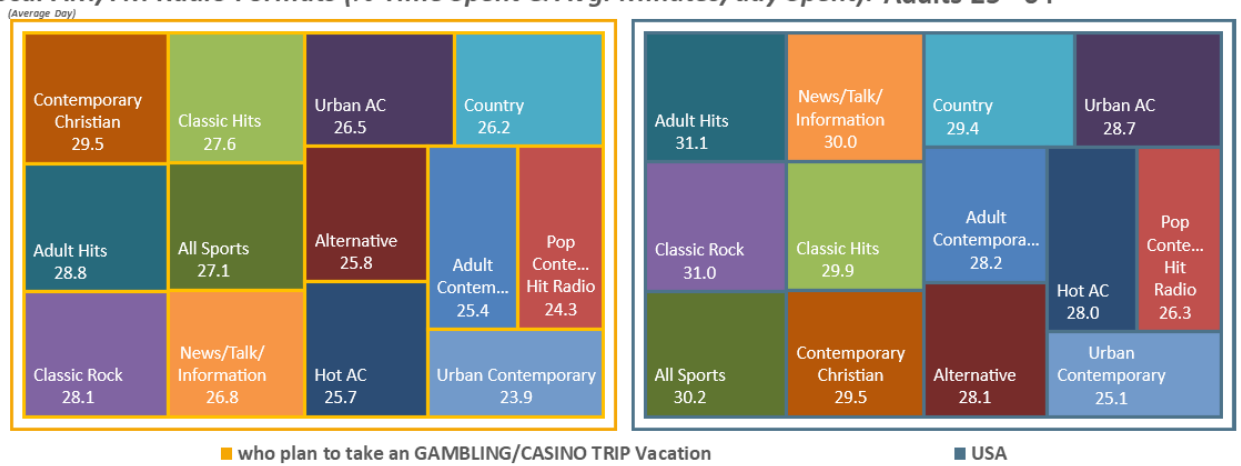
GAMBLING/CASINO

17,706,851 or 85.9% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

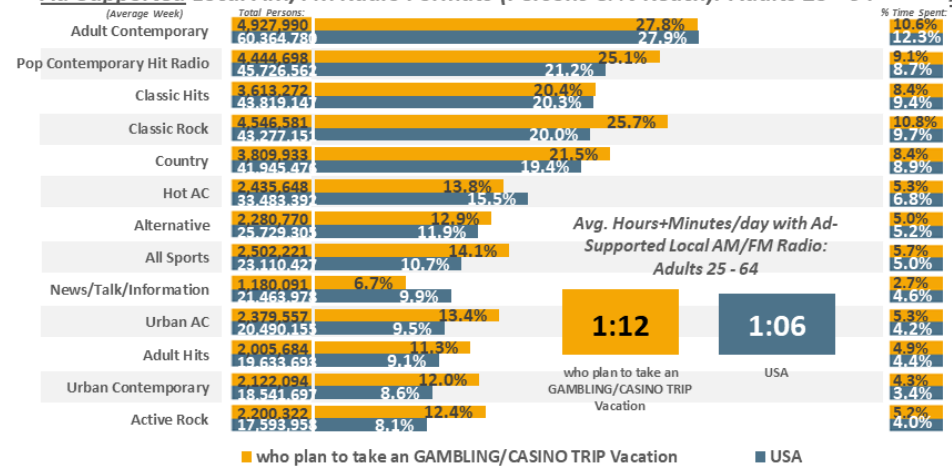
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



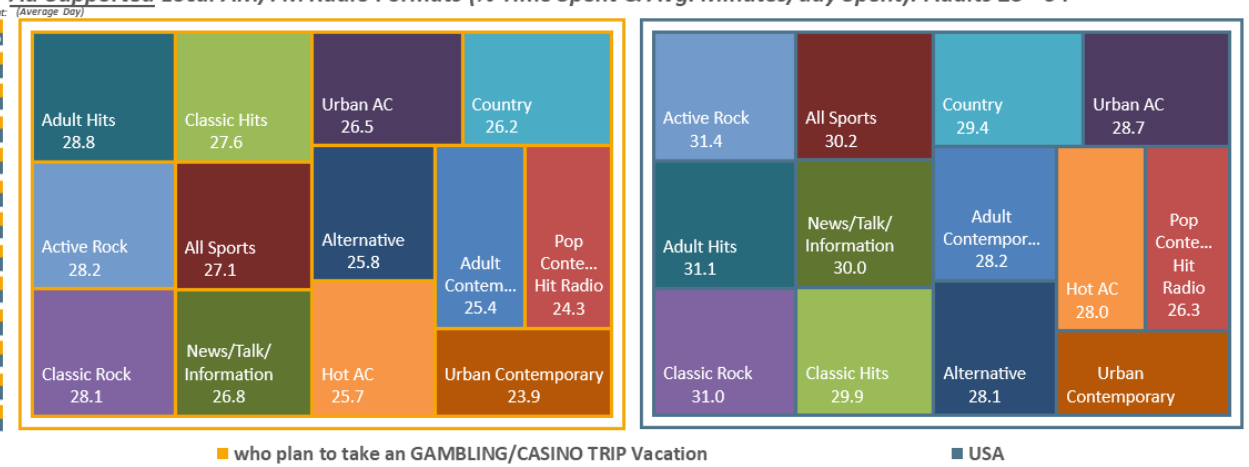
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

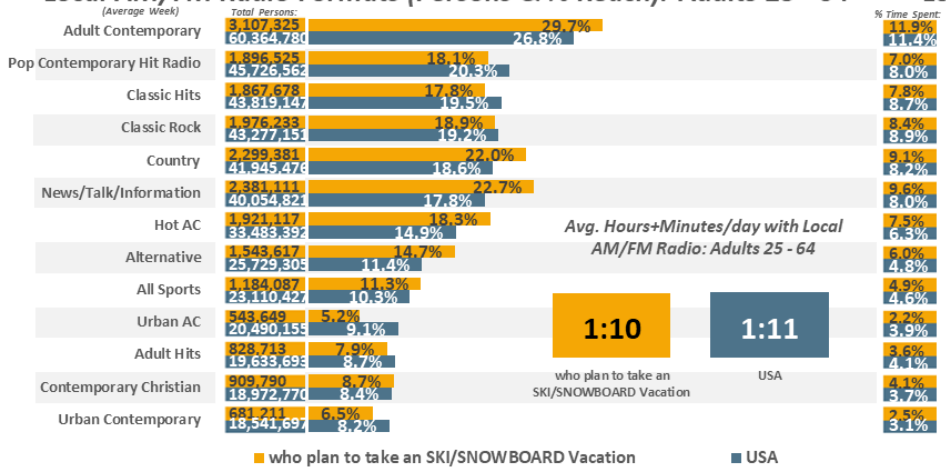
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Types of vacations plan to take next 12 months: Gambling/casino trip

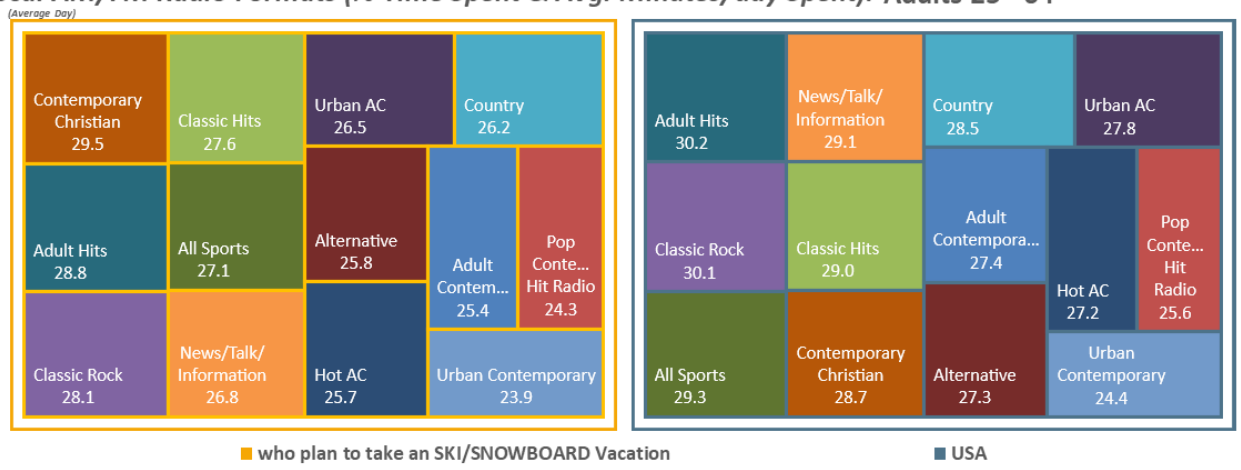
SKI/SNOWBOARD

9,871,880 or 79.4% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Hot AC, and Pop Contemporary Hit Radio.

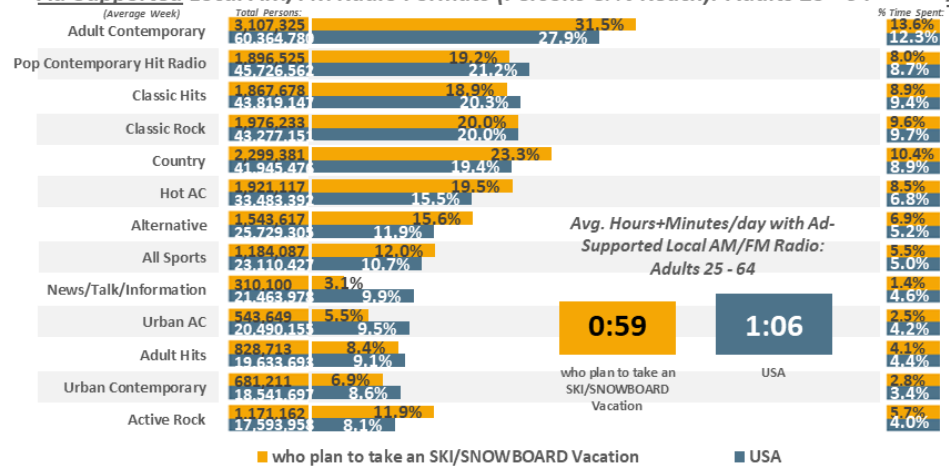
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



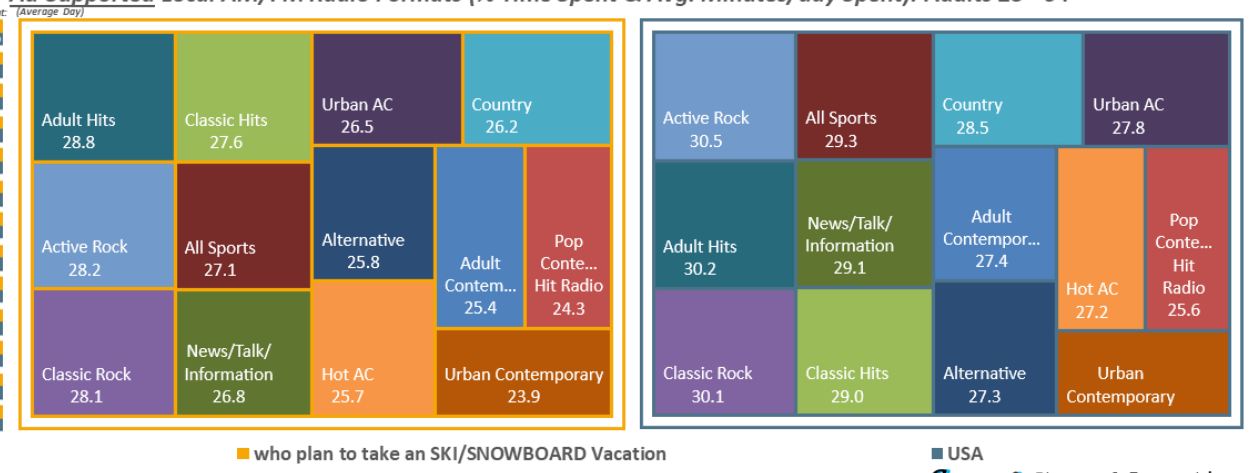
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

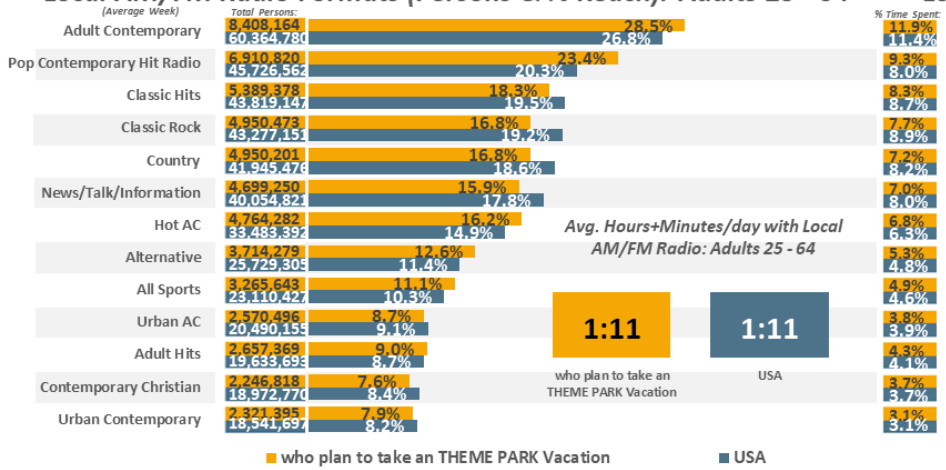
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Types of vacations plan to take next 12 months: Ski vacation

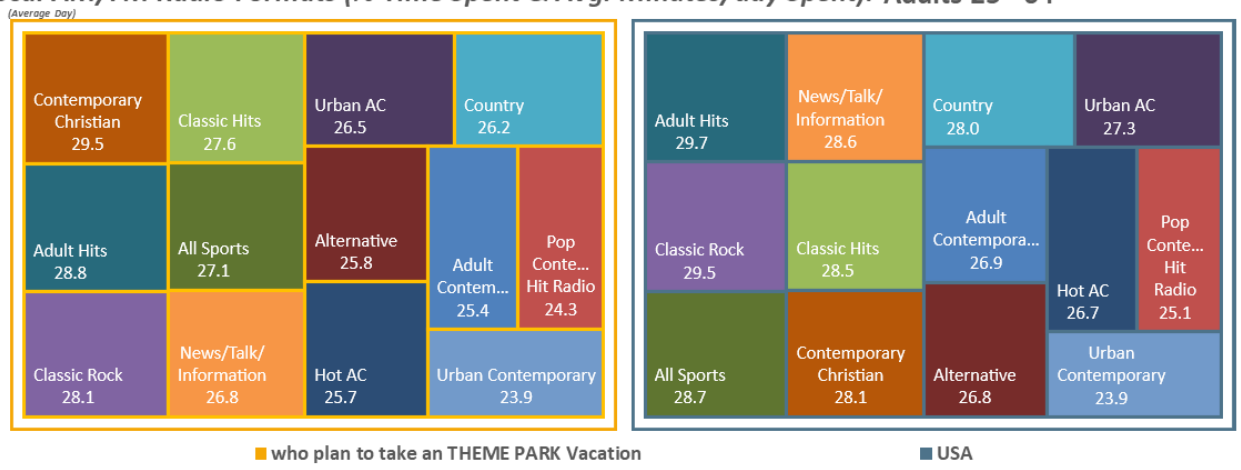
THEME PARK

28,291,663 or 83.3% of Adults 25 - 64 who plan to take an THEME PARK Vacation listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

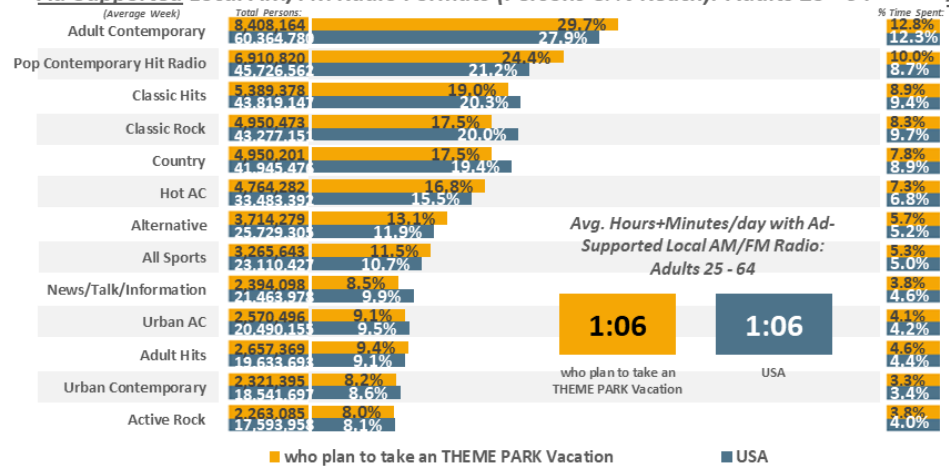
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



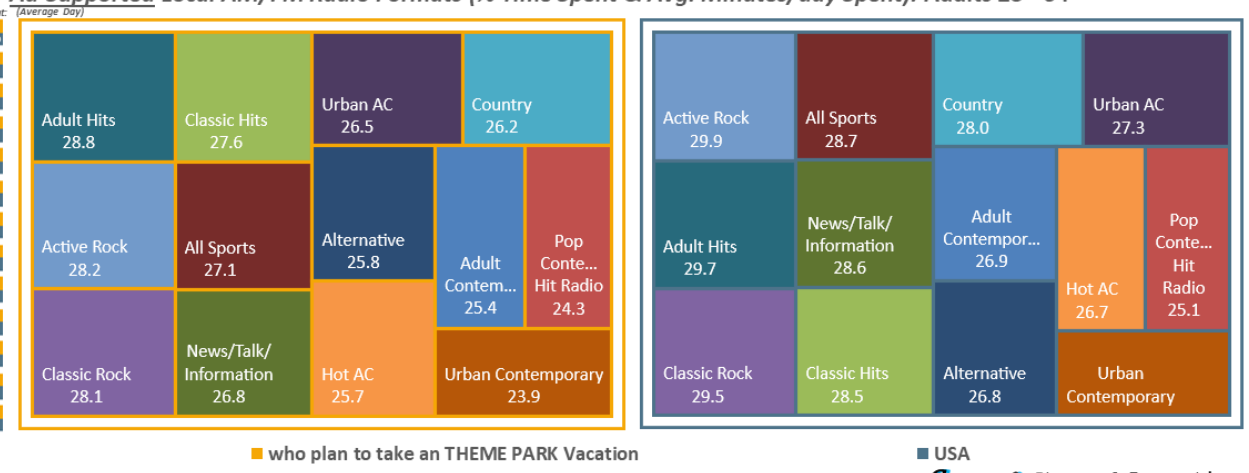
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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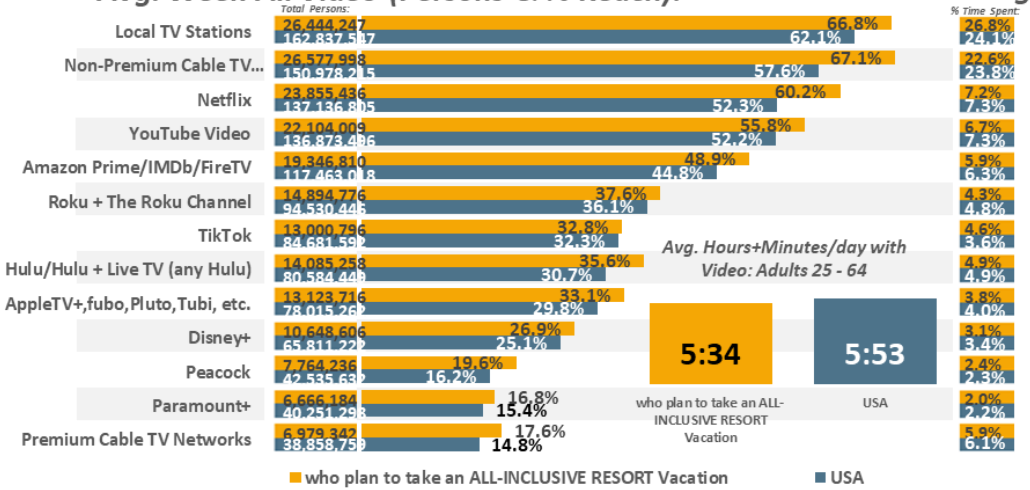
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Types of vacations plan to take next 12 months: Theme park vacation

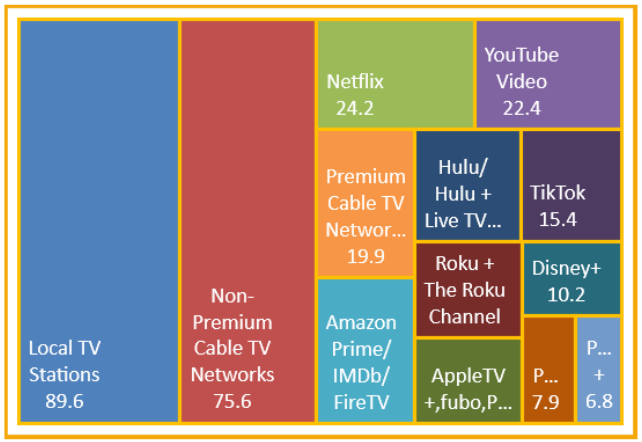


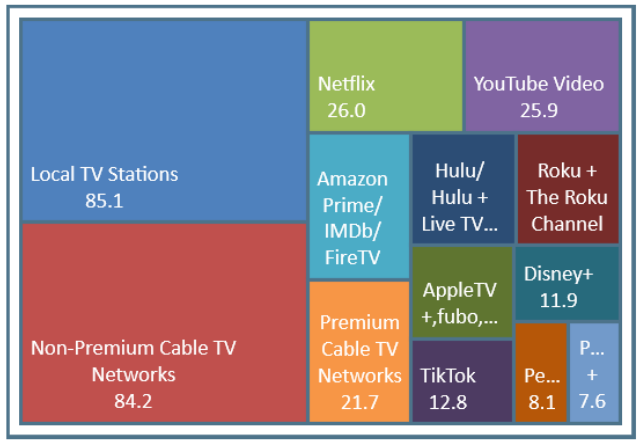
26,072,109 or 65.8% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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



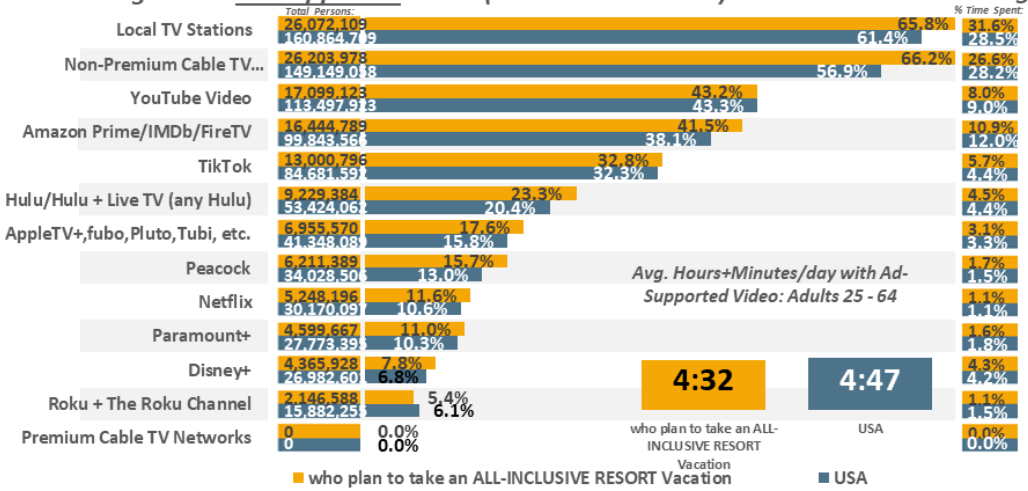
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



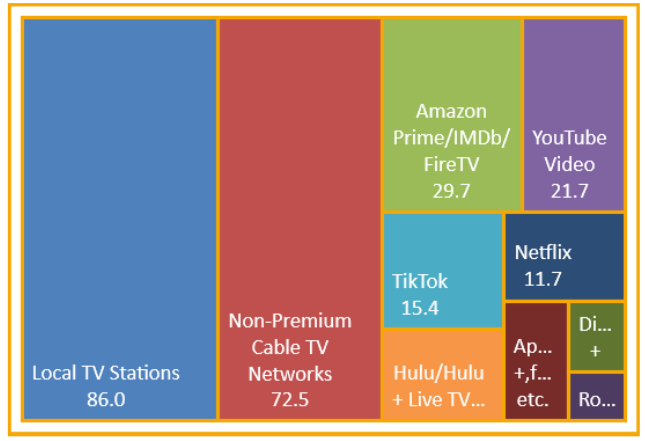


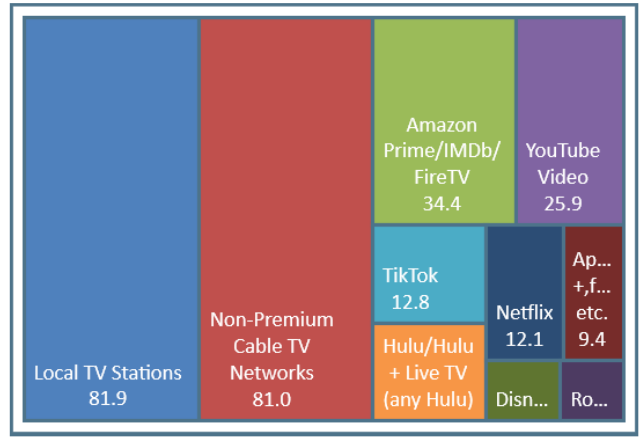
who plan to take an ALL-INCLUSIVE RESORT Vacation ■ USA

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 plan to take an ALL-INCLUSIVE RESORT Vacation ■ USA

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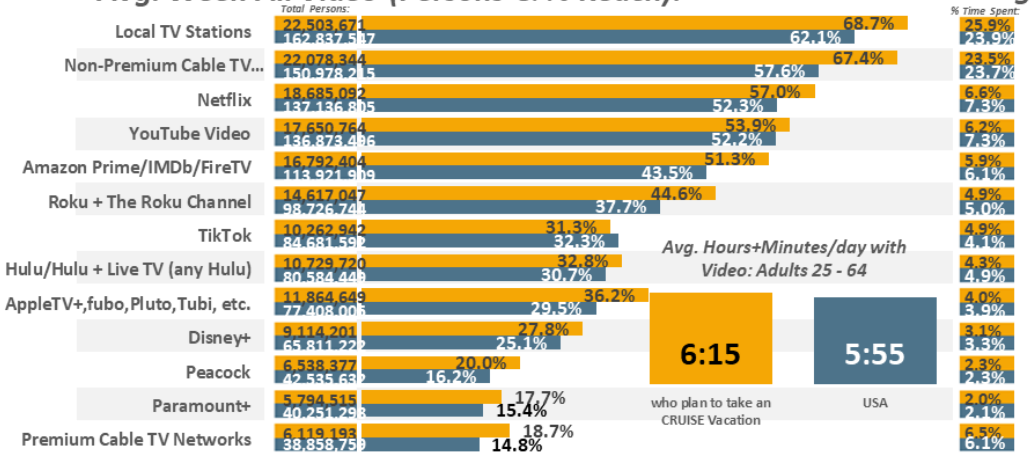
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Types of vacations plan to take next 12 months: All-inclusive resort

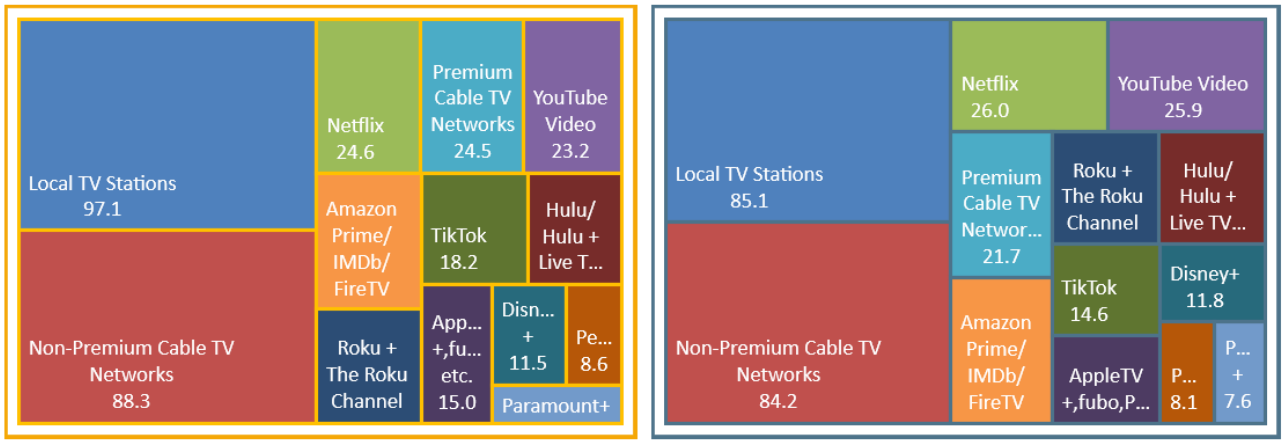
CRUISE

22,086,681 or 67.4% of Adults 25 - 64 who plan to take an CRUISE Vacation watch Ad-Supported Local TV Stations for an average of 93.1 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

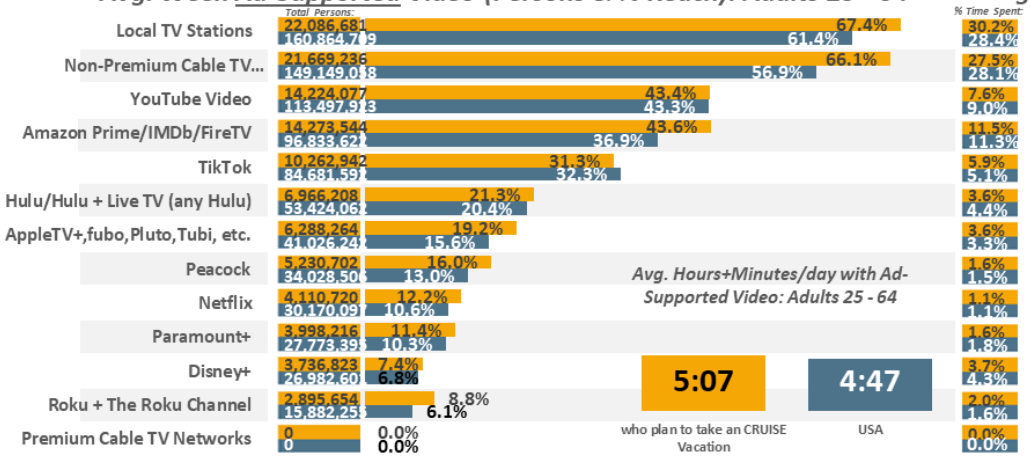
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



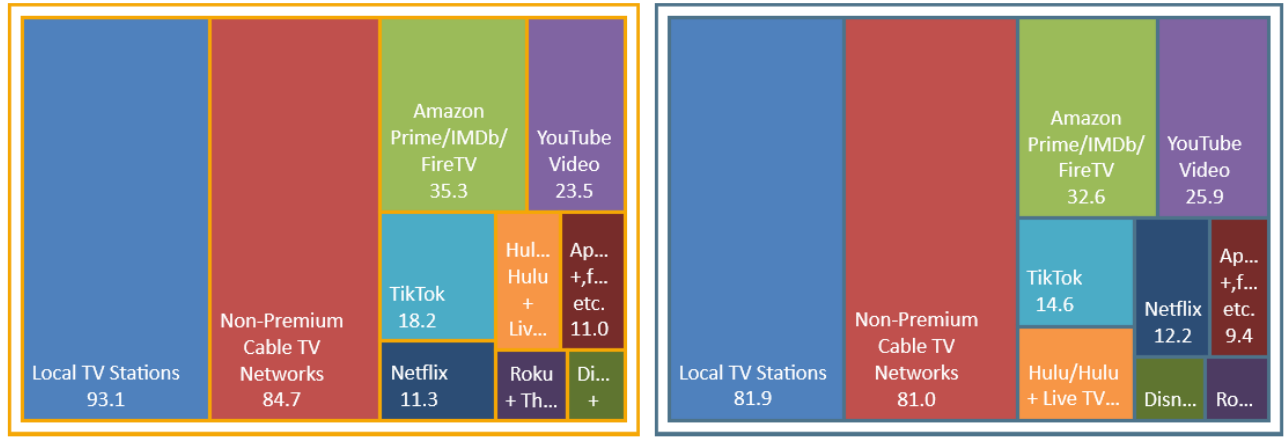
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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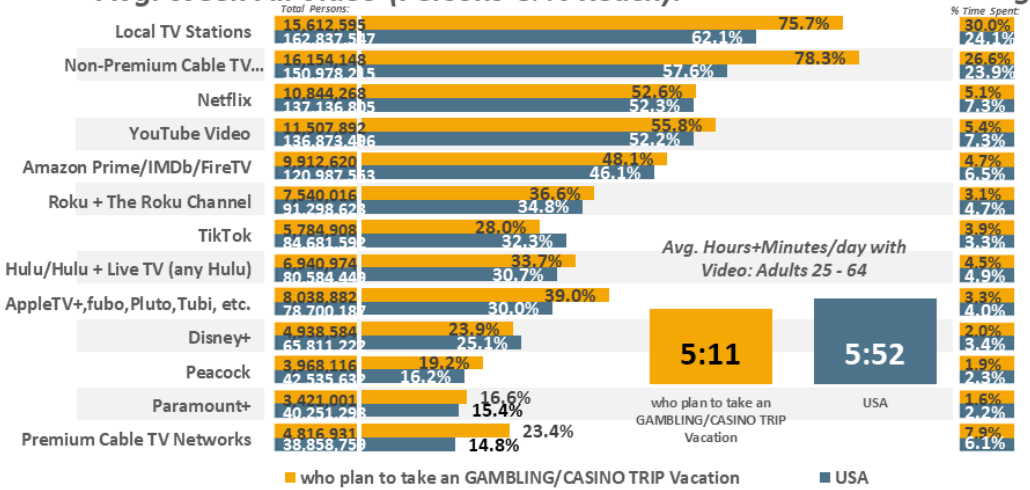
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Types of vacations plan to take next 12 months: Cruise

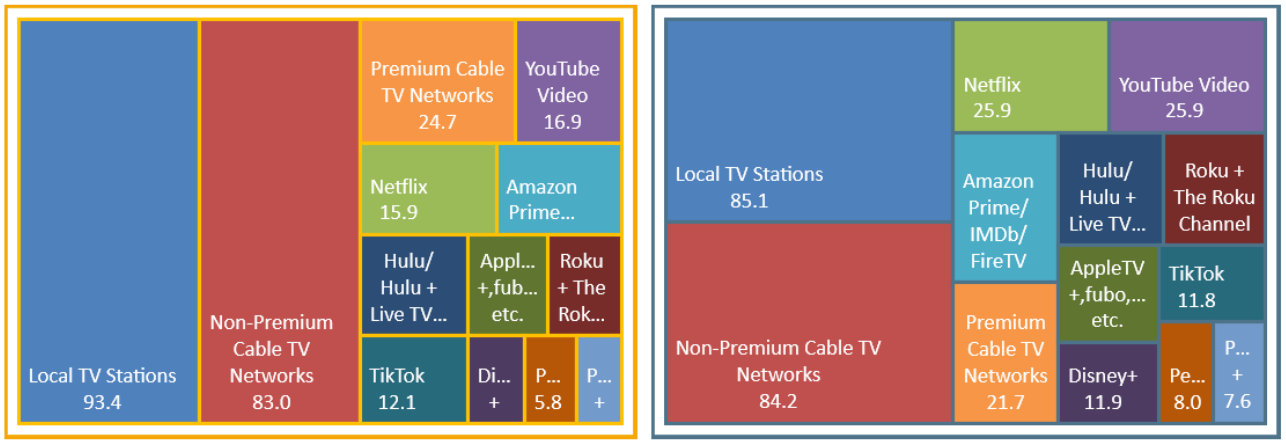
GAMBLING/CASINO

15,359,951 or 74.5% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

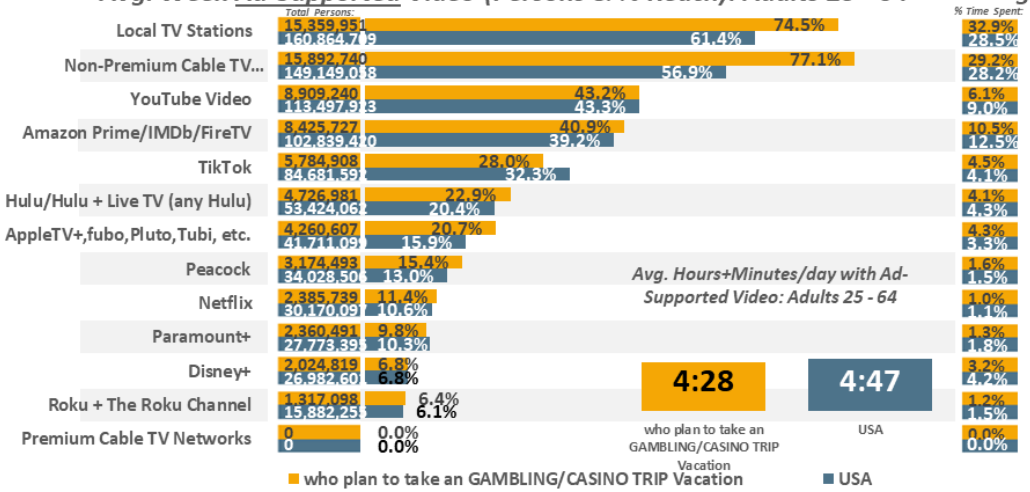
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



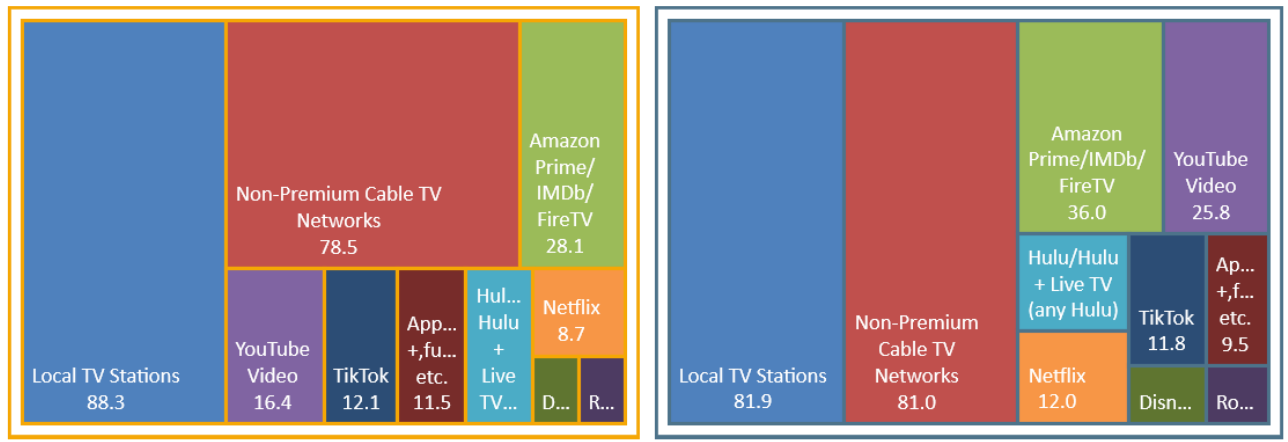
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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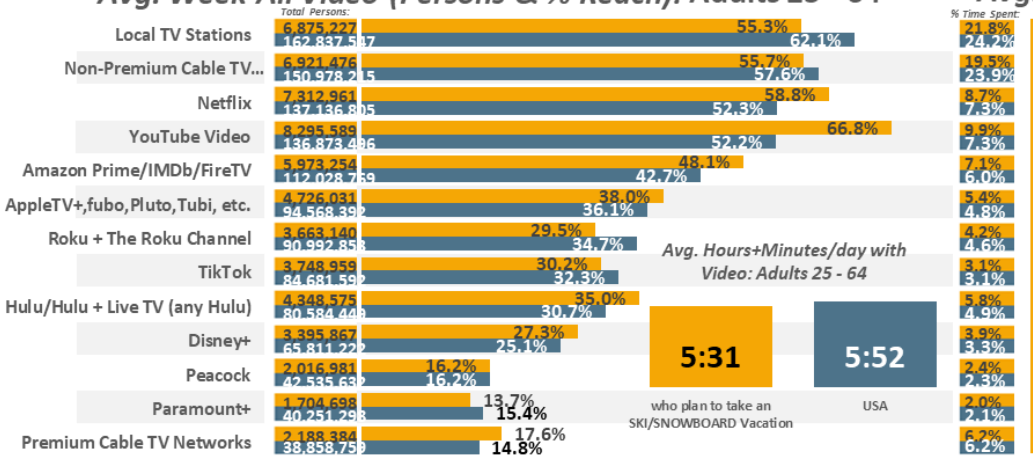
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Types of vacations plan to take next 12 months: Gambling/casino trip

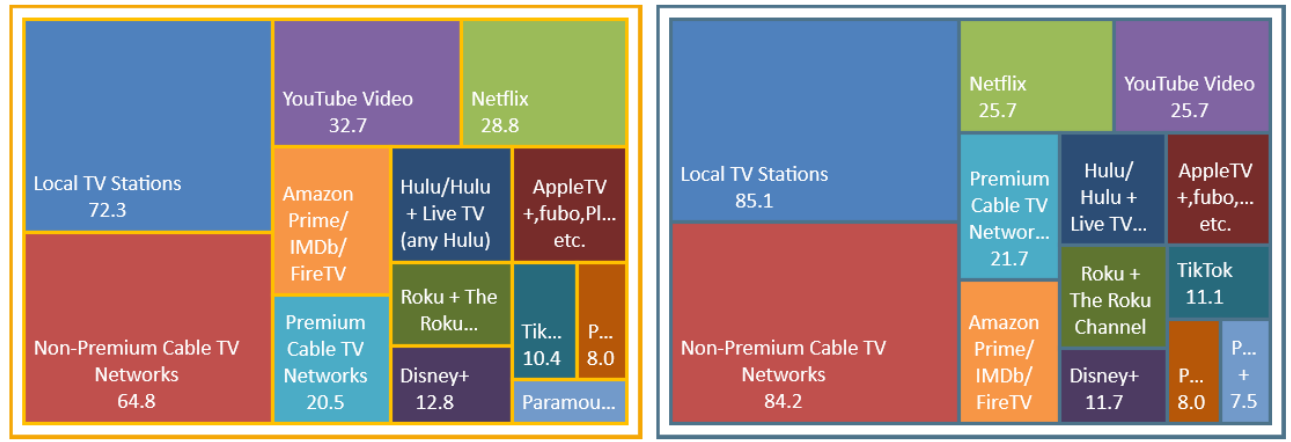
SKI/SNOWBOARD

6,791,779 or 54.7% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation watch Ad-Supported Local TV Stations for an average of 67.4 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

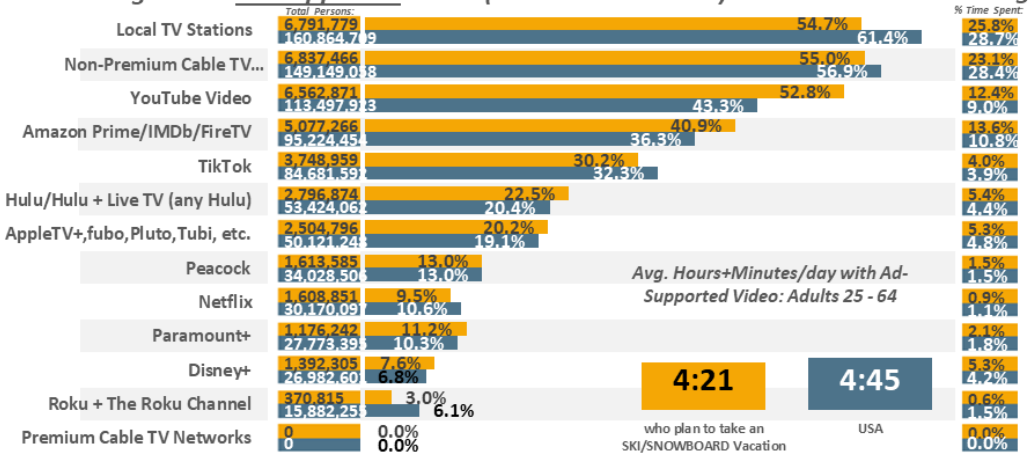
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



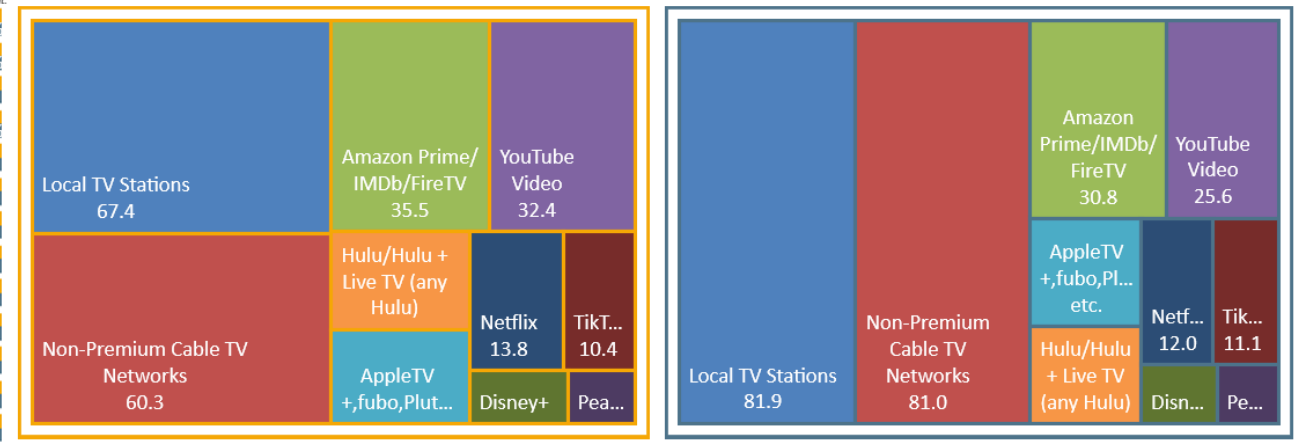
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

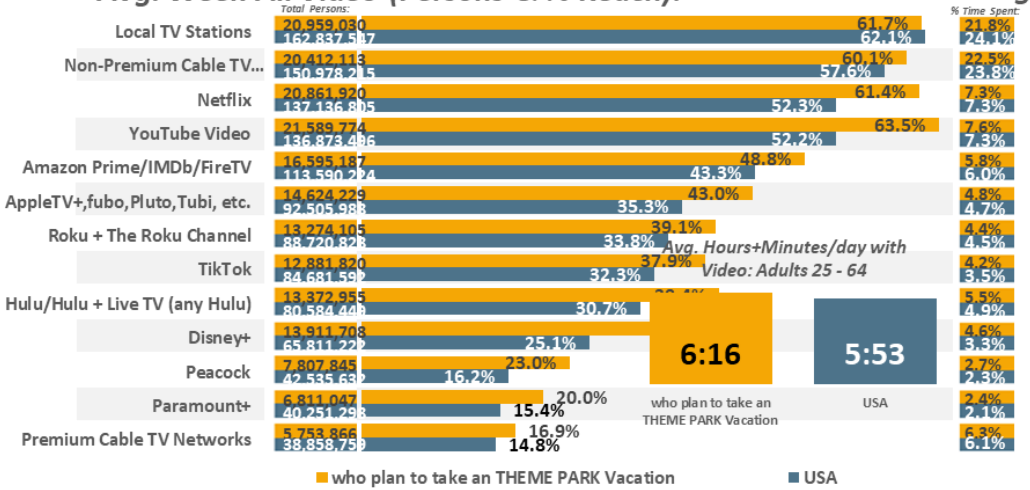
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Types of vacations plan to take next 12 months: Ski vacation

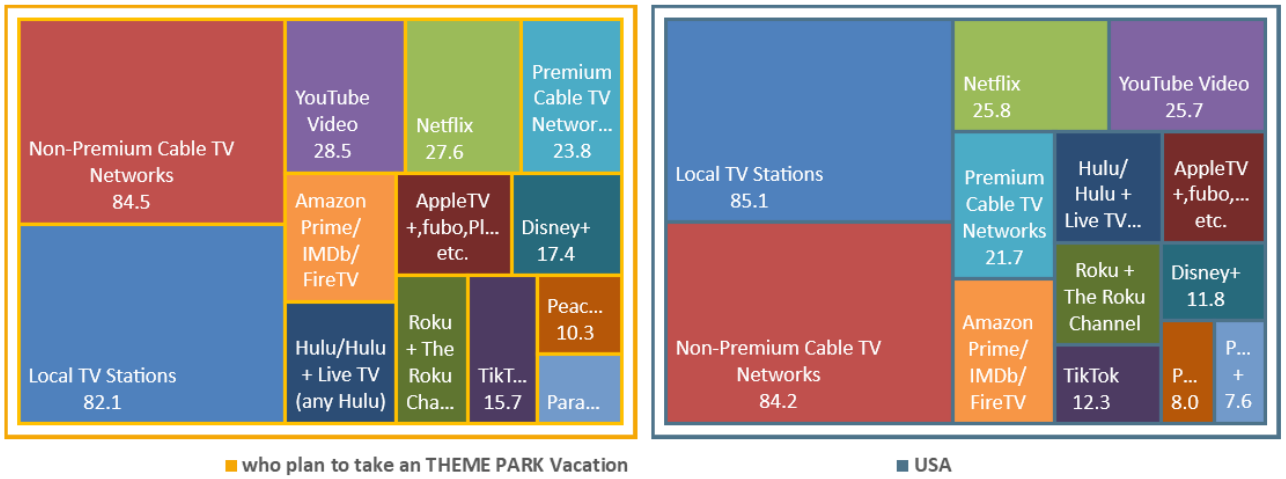
THEME PARK

20,611,312 or 60.7% of Adults 25 - 64 who plan to take an THEME PARK Vacation watch Ad-Supported Local TV Stations for an average of 79.3 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

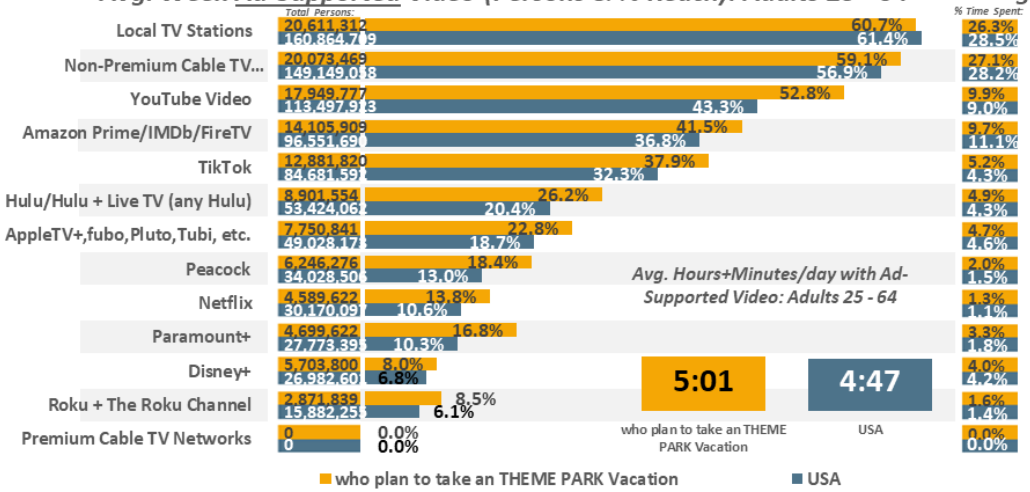
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



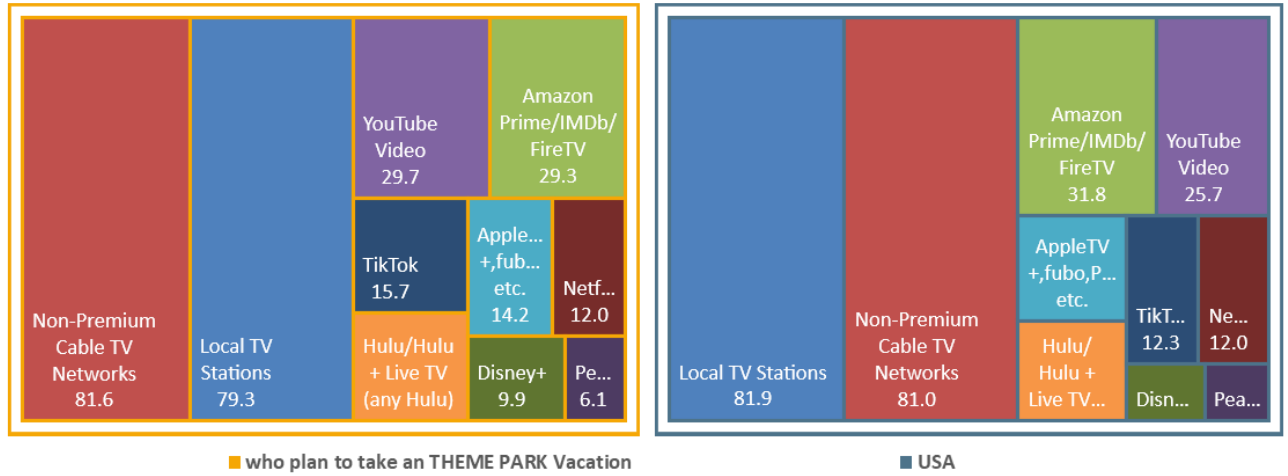
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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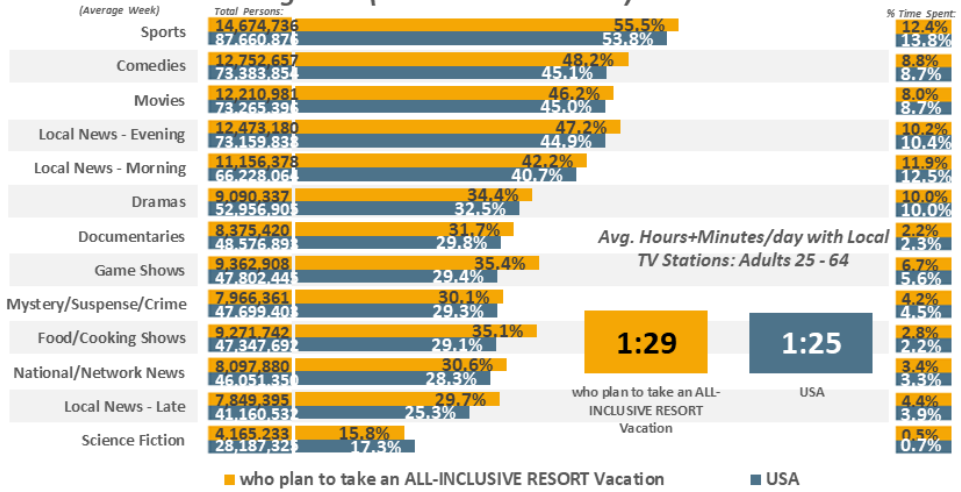
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Types of vacations plan to take next 12 months: Theme park vacation

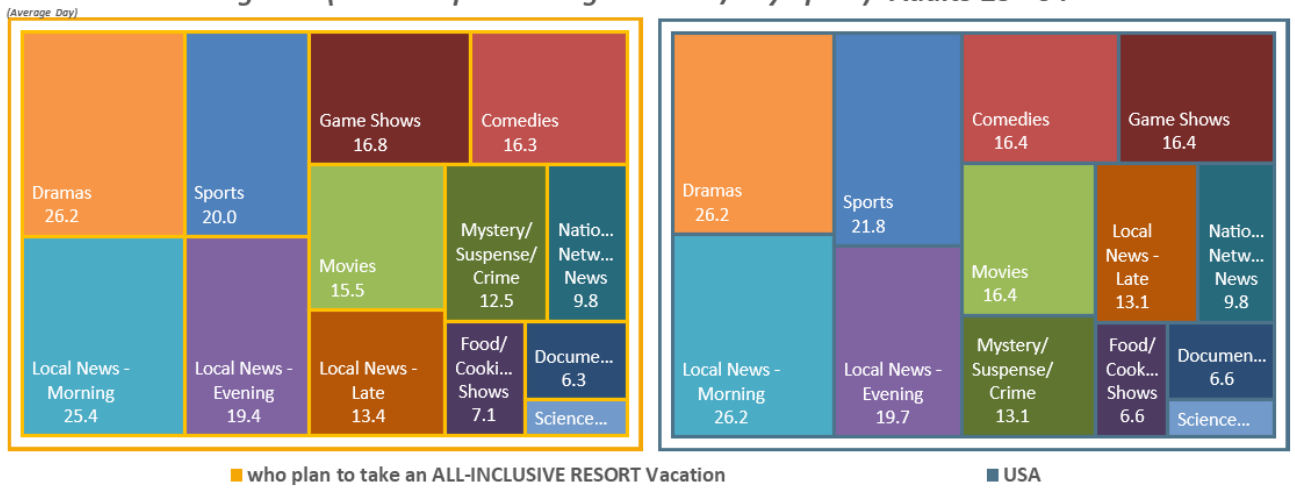
ALL-INCLUSIVE RESORT

26,072,109 or 65.8% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Game Shows.

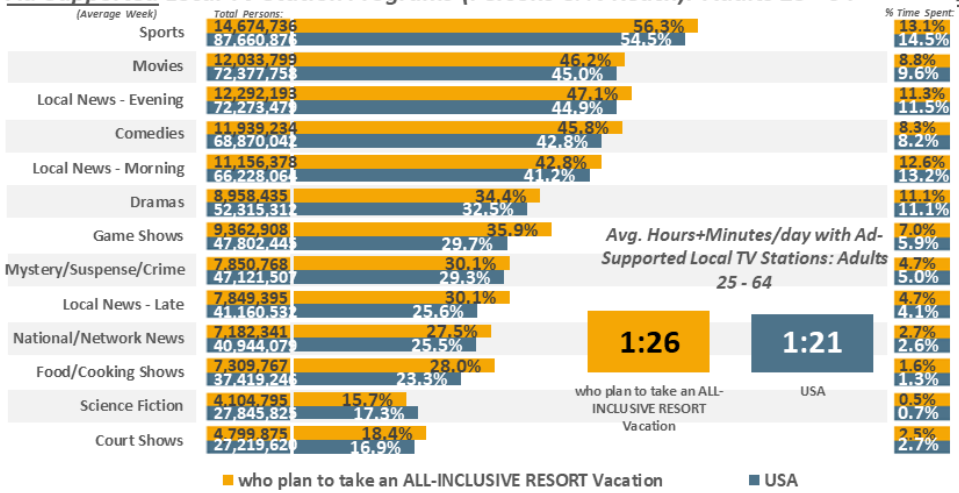
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



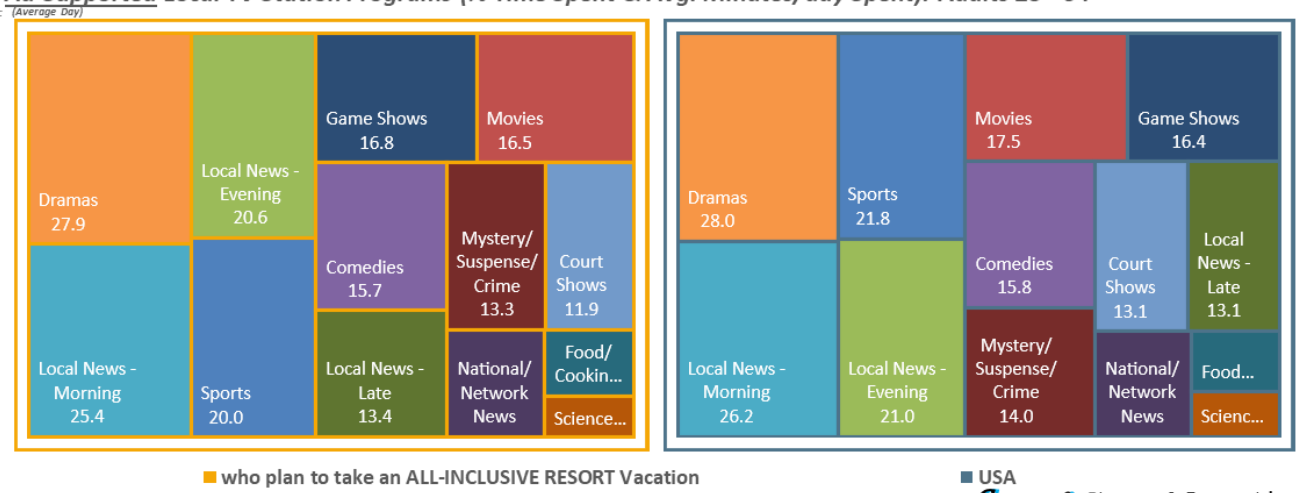
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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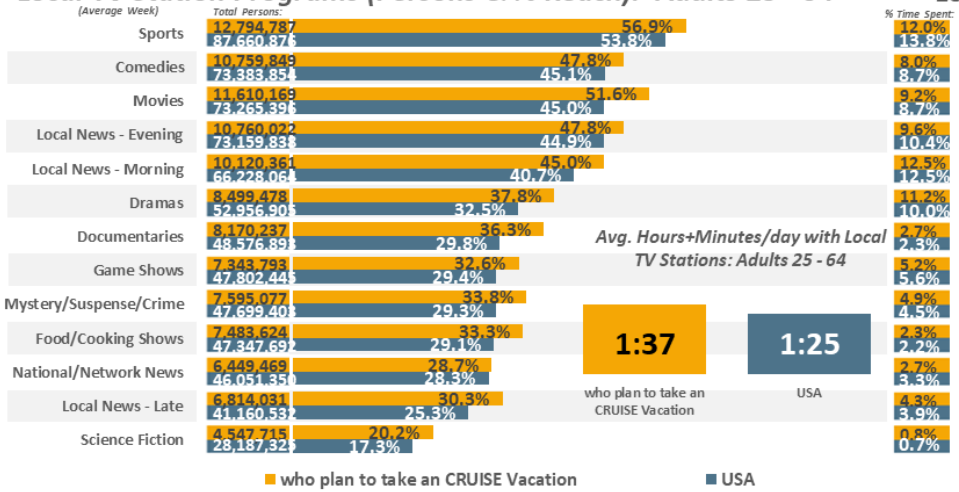
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Types of vacations plan to take next 12 months: All-inclusive resort

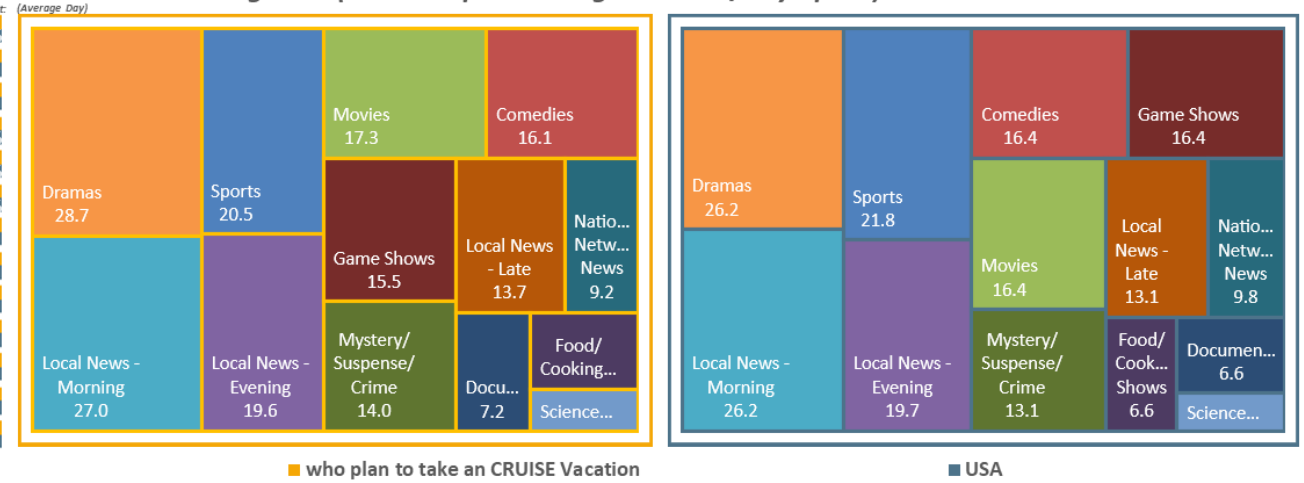
CRUISE

22,086,681 or 67.4% of Adults 25 - 64 who plan to take an CRUISE Vacation watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

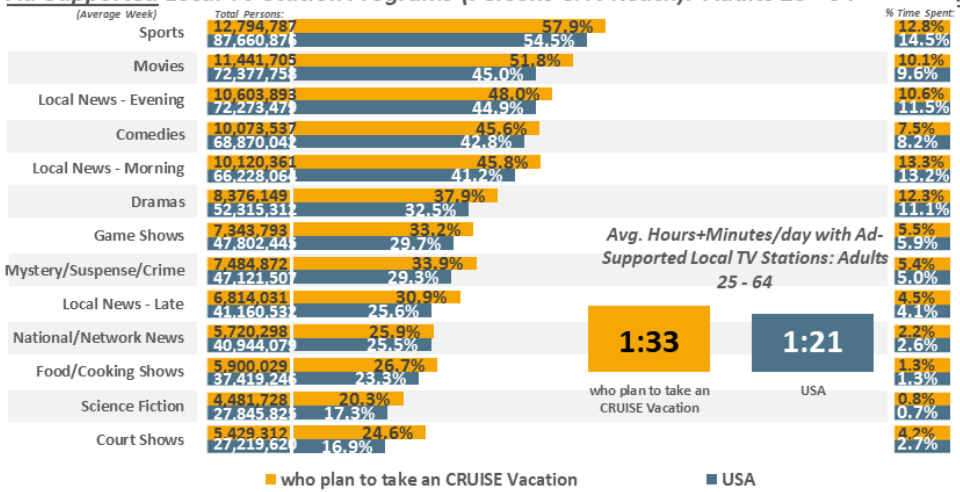
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



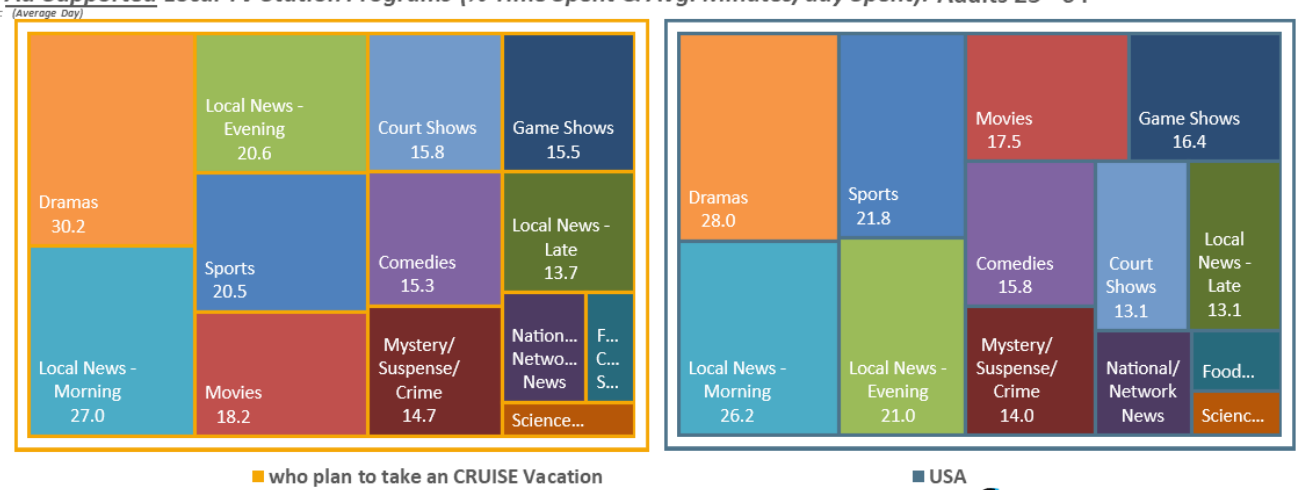
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 5,451

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

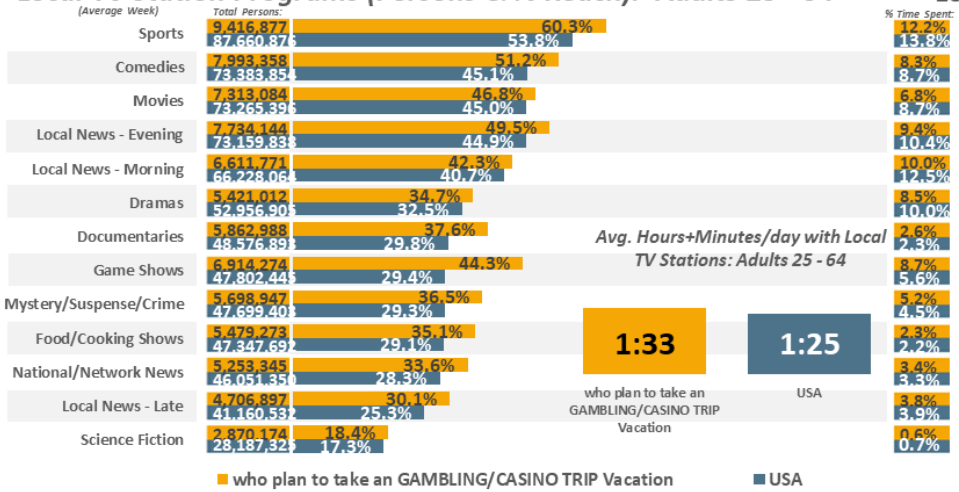
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Types of vacations plan to take next 12 months: Cruise

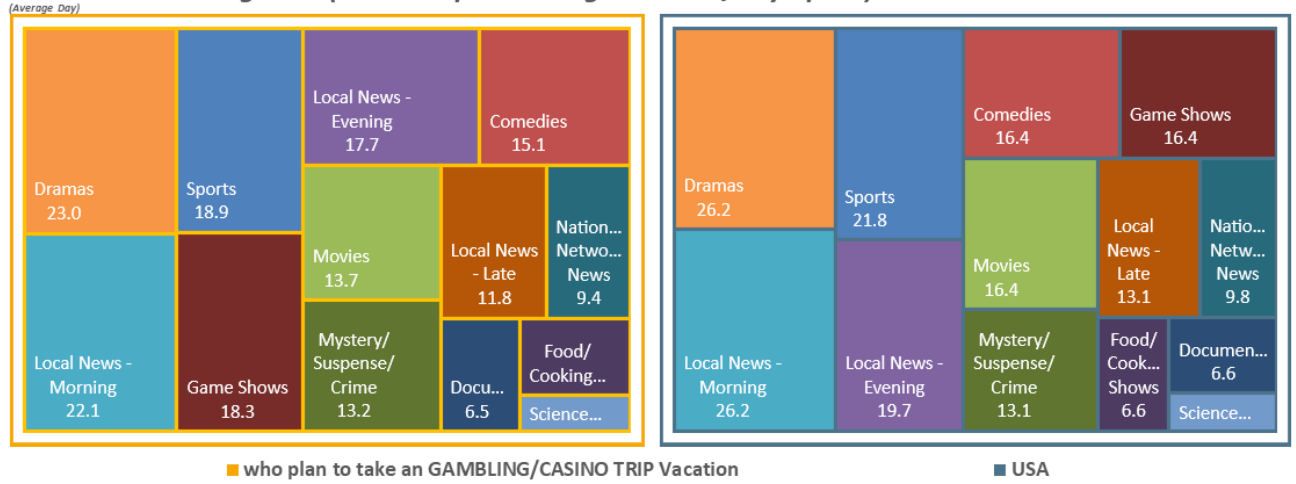
GAMBLING/CASINO

15,359,951 or 74.5% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Game Shows, and Local News - Morning.

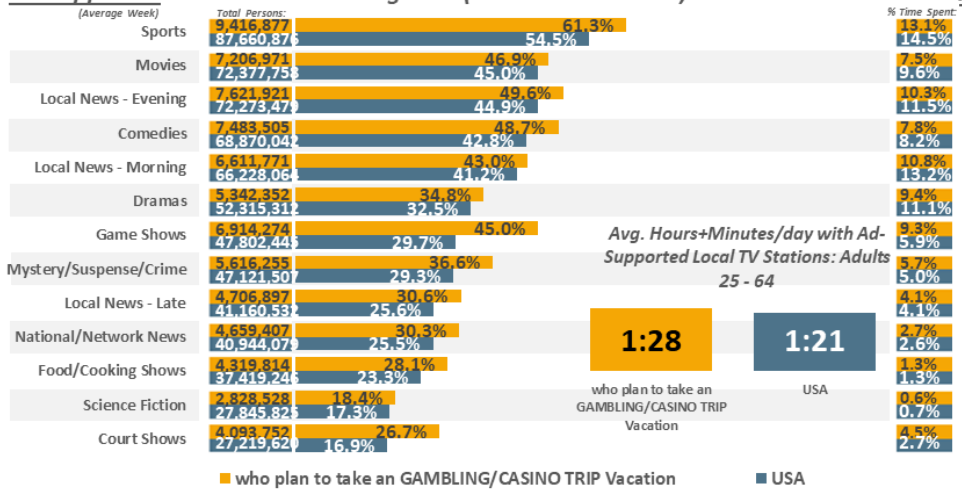
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



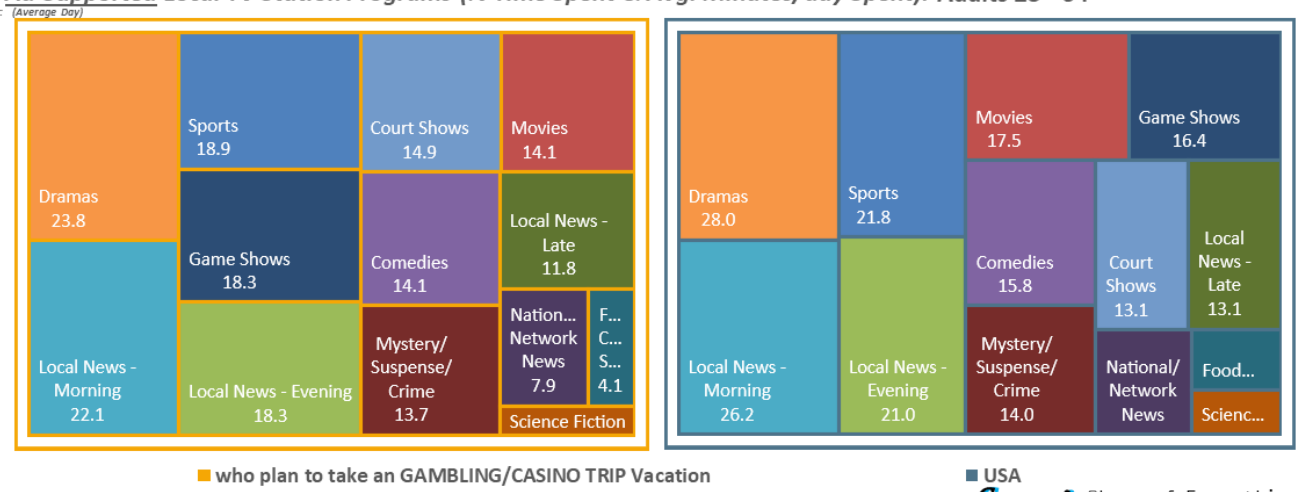
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *14,048*

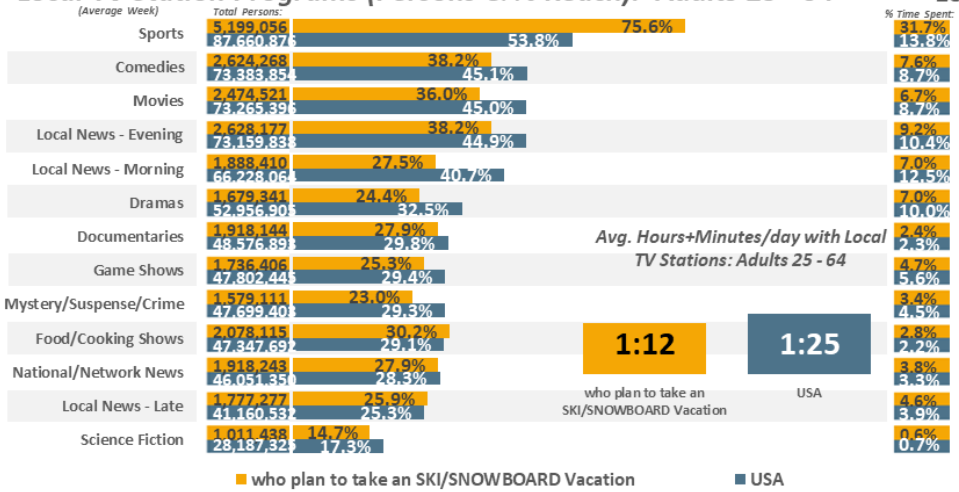
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Types of vacations plan to take next 12 months: Gambling/casino trip

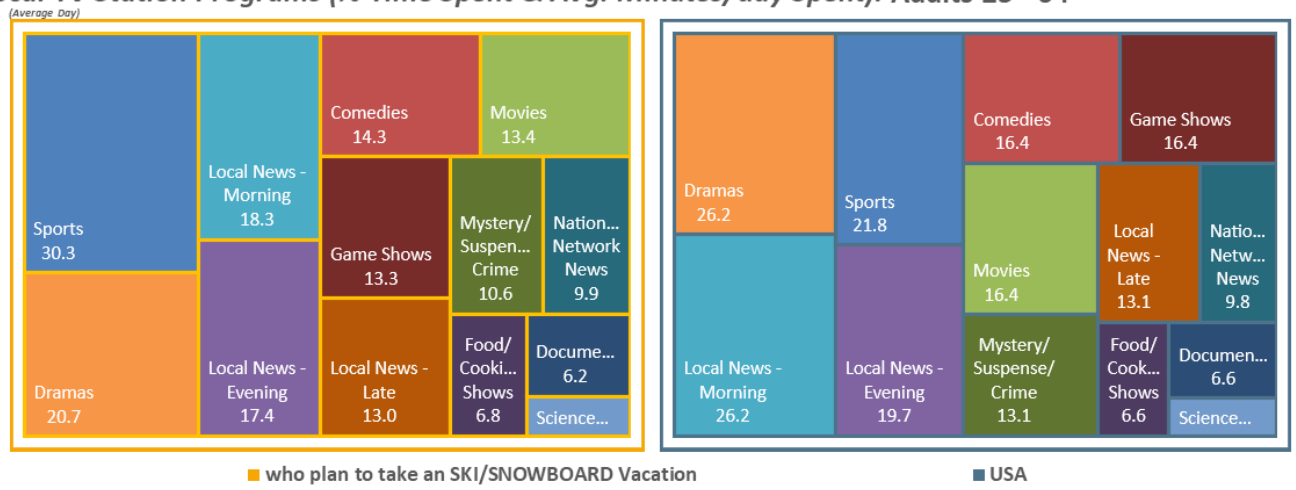
SKI/SNOWBOARD

6,791,779 or 54.7% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Local News - Late.

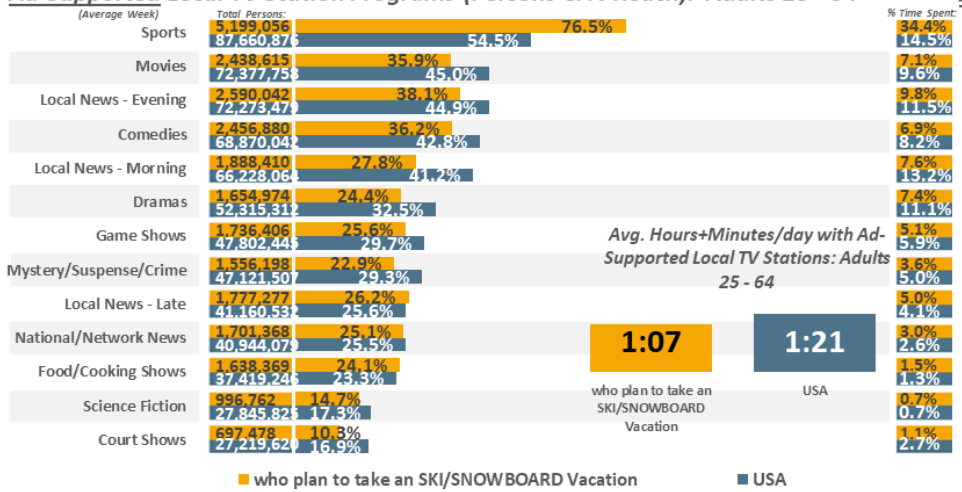
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



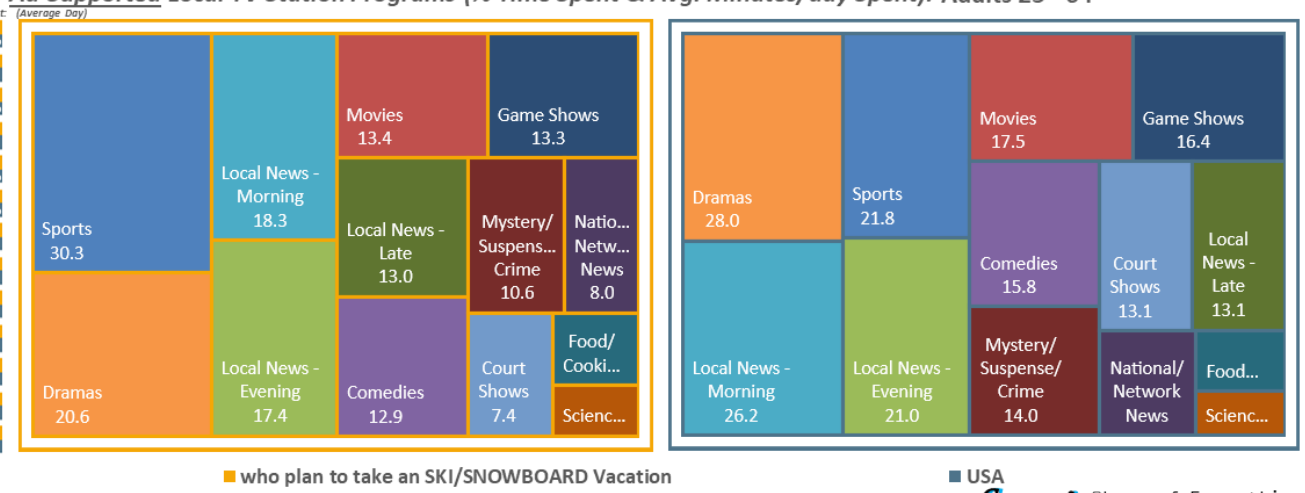
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *14,048*

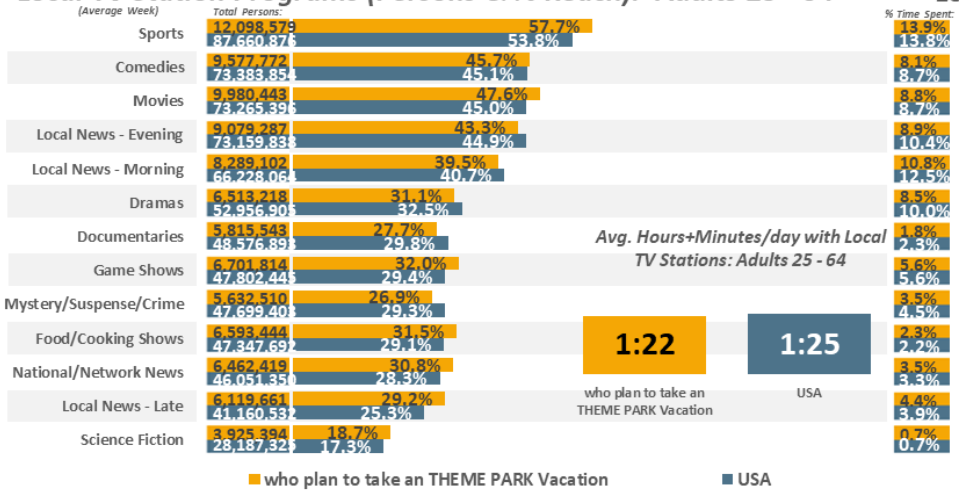
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Types of vacations plan to take next 12 months: Ski vacation

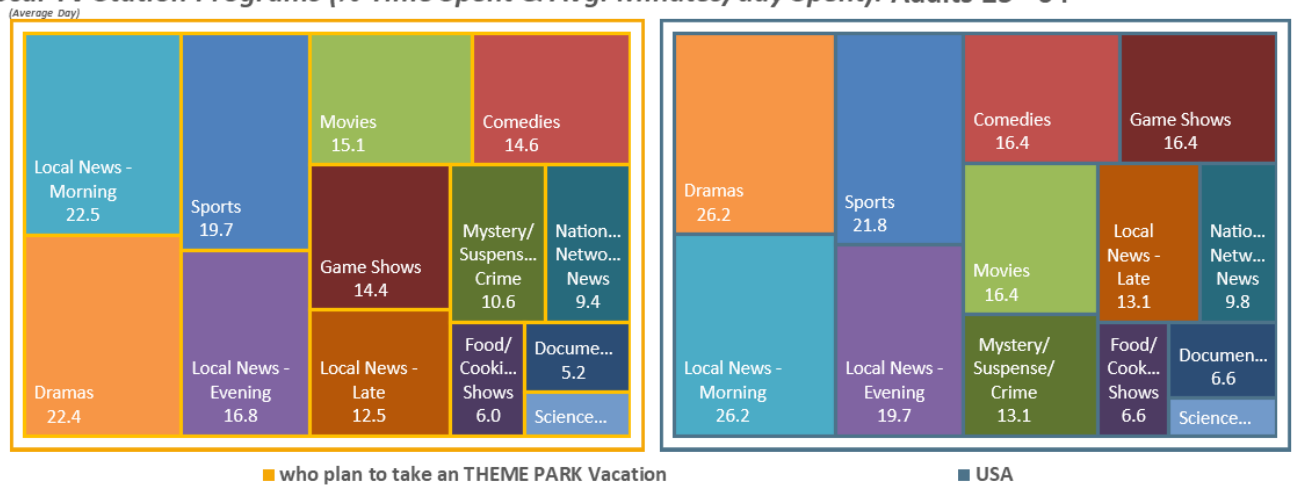
THEME PARK

20,611,312 or 60.7% of Adults 25 - 64 who plan to take an THEME PARK Vacation watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

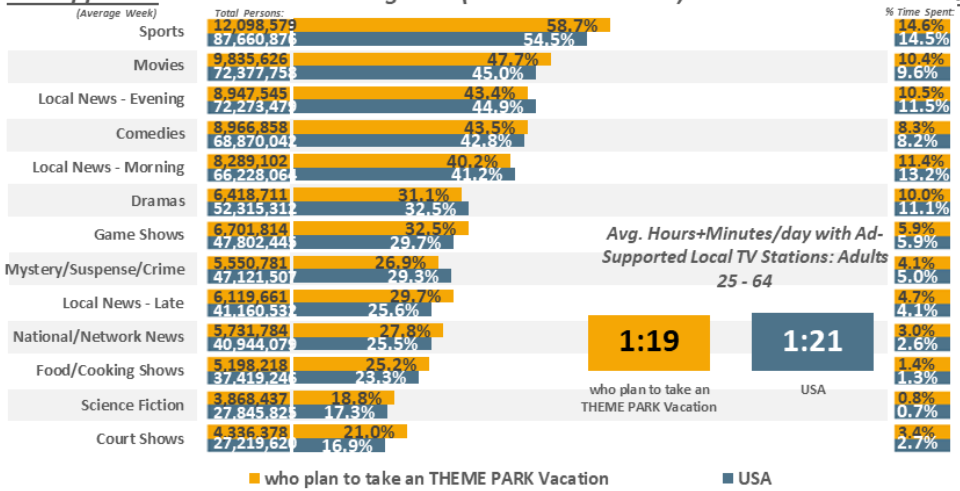
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



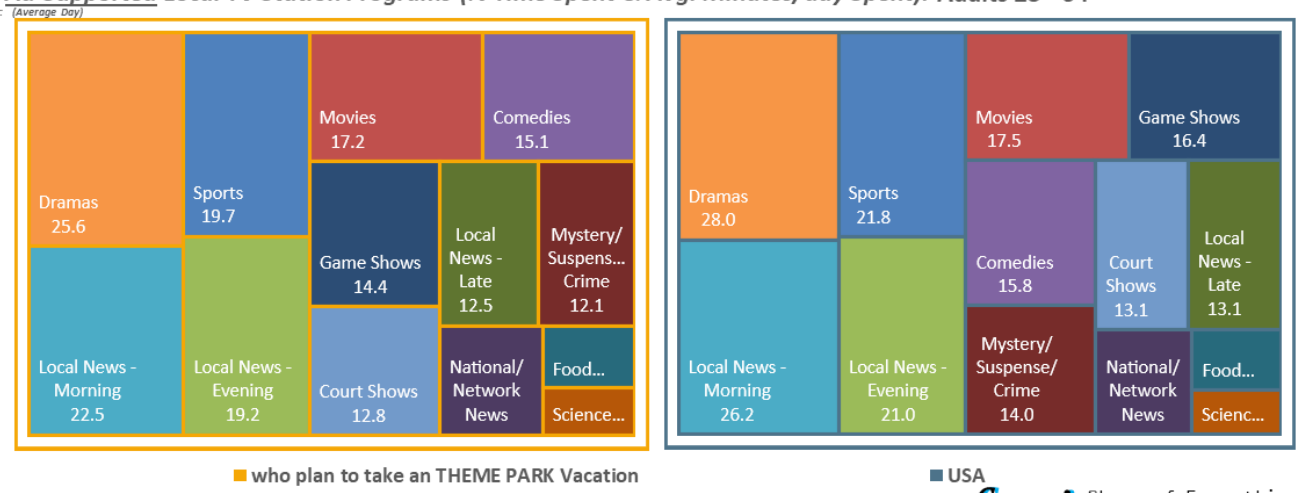
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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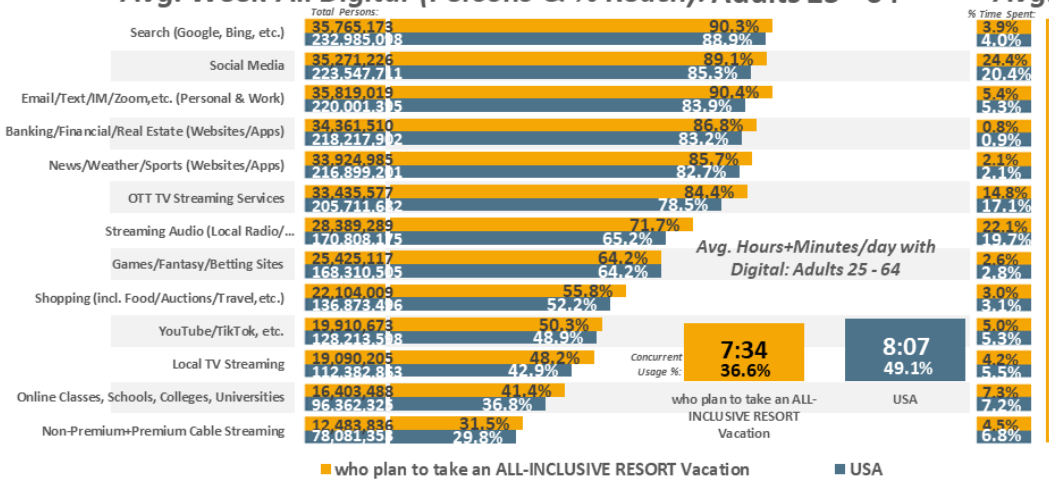
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Types of vacations plan to take next 12 months: Theme park vacation

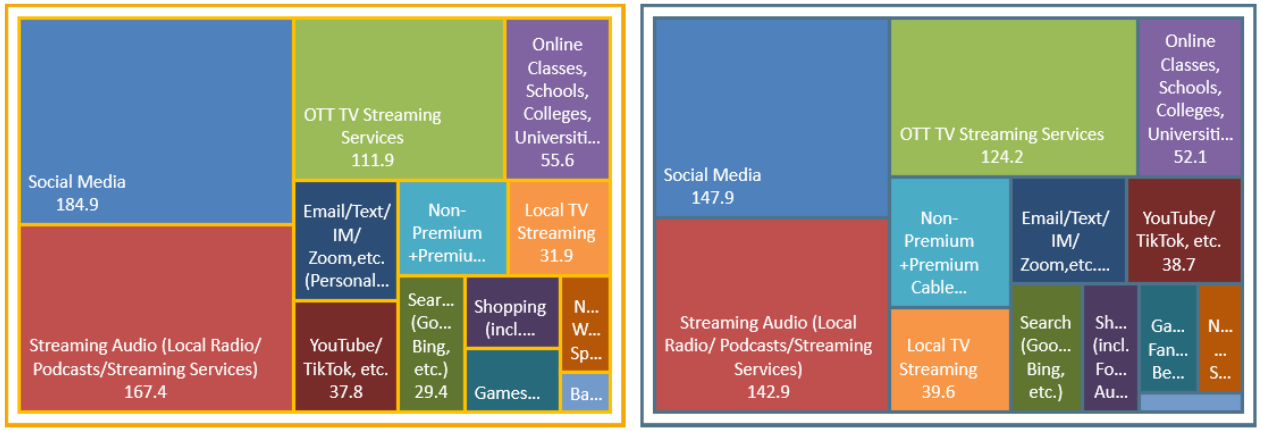
ALL-INCLUSIVE RESORT

31,073,310 or 78.5% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

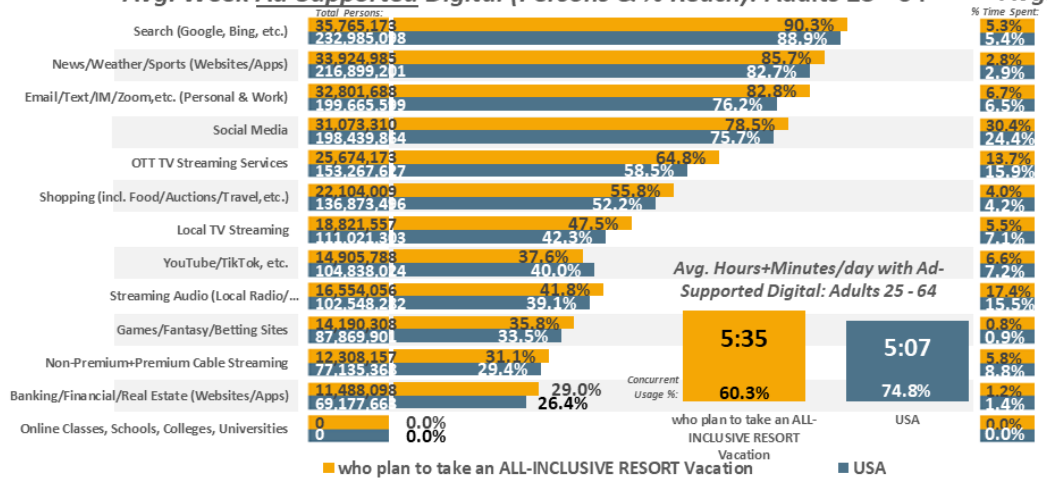
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



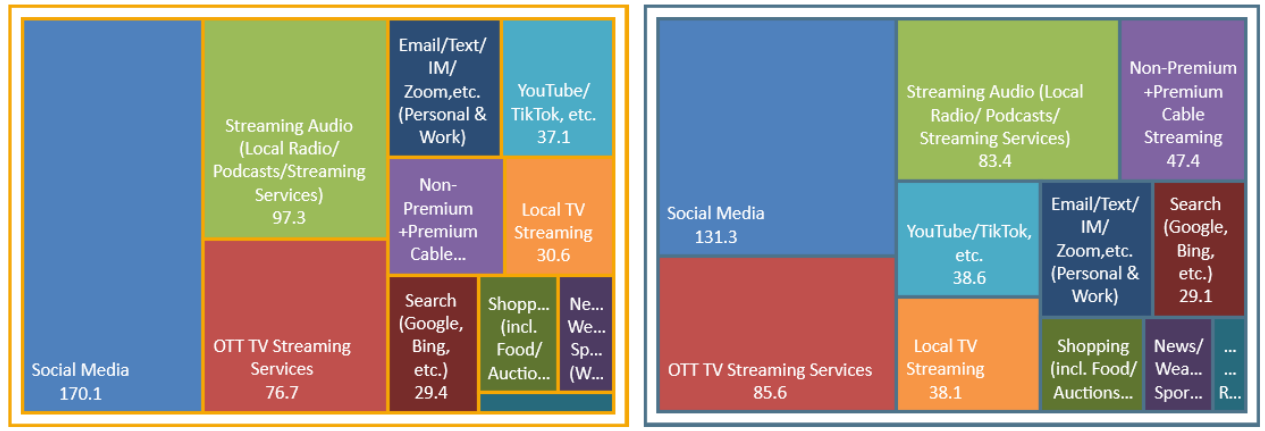
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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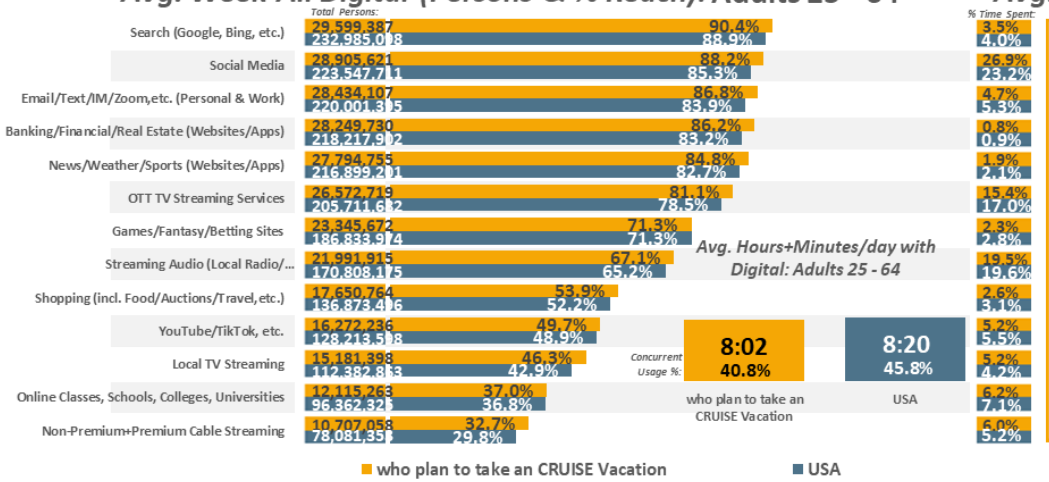
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Types of vacations plan to take next 12 months: All-inclusive resort

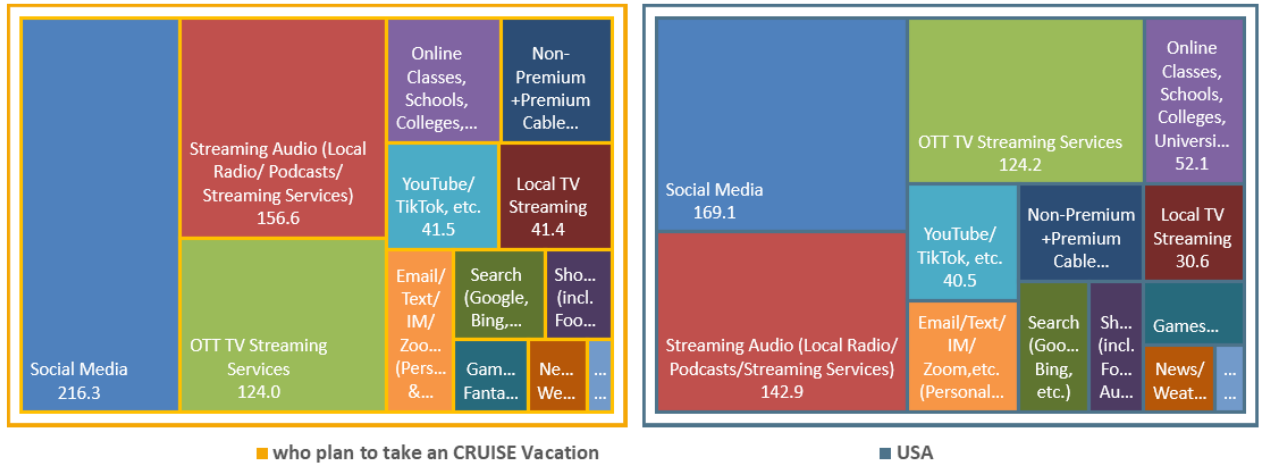
CRUISE

25,894,703 or 79.% of Adults 25 - 64 who plan to take an CRUISE Vacation use Ad-Supported Social Media for an average of 199. minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

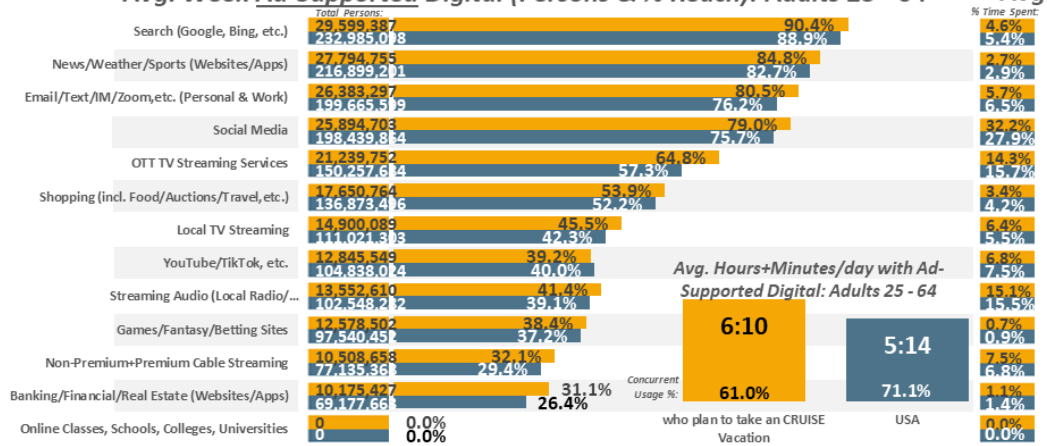
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



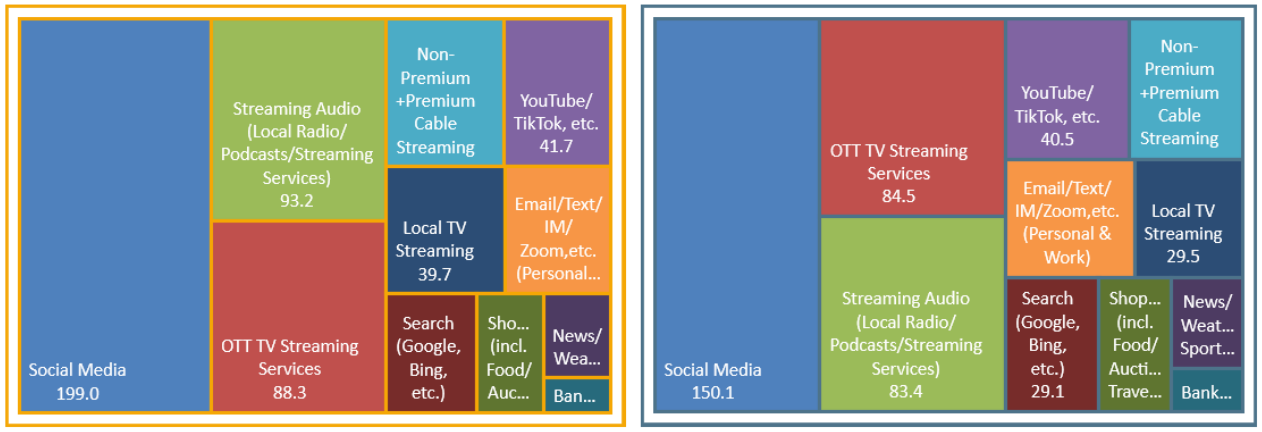
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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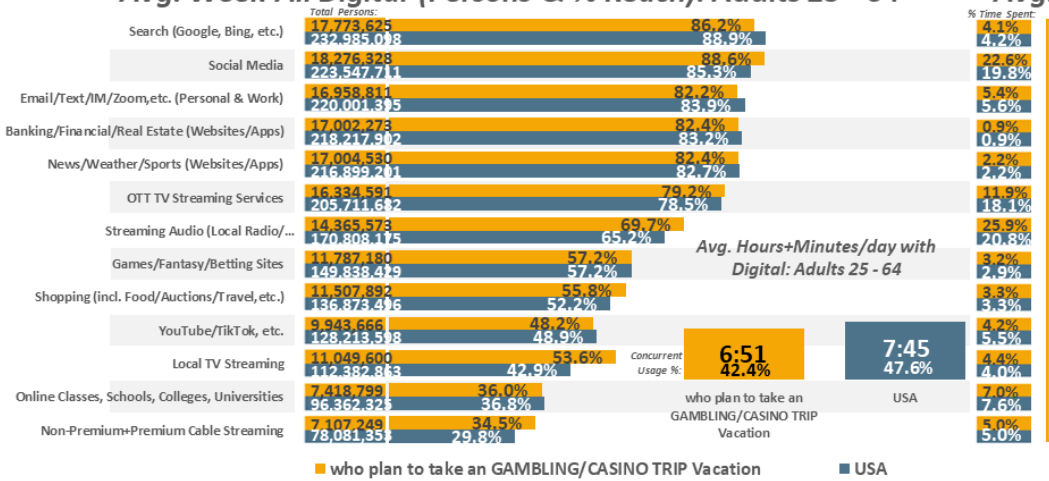
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Types of vacations plan to take next 12 months: Cruise

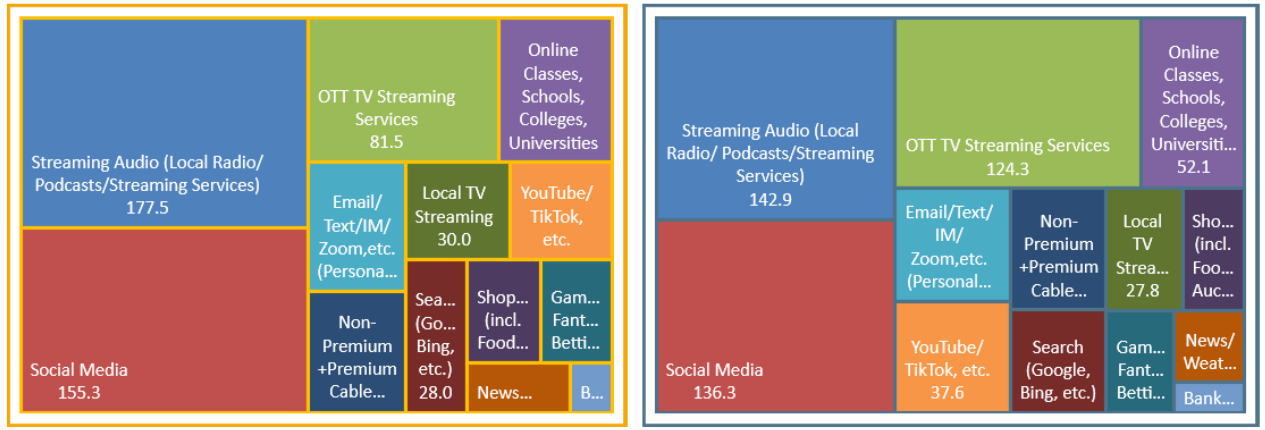
GAMBLING/CASINO

16,166,012 or 78.4% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

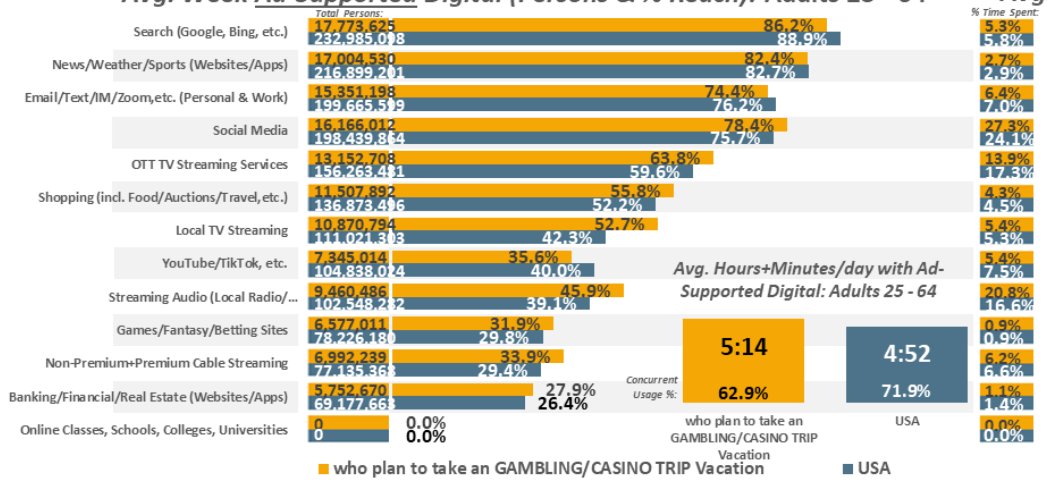
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



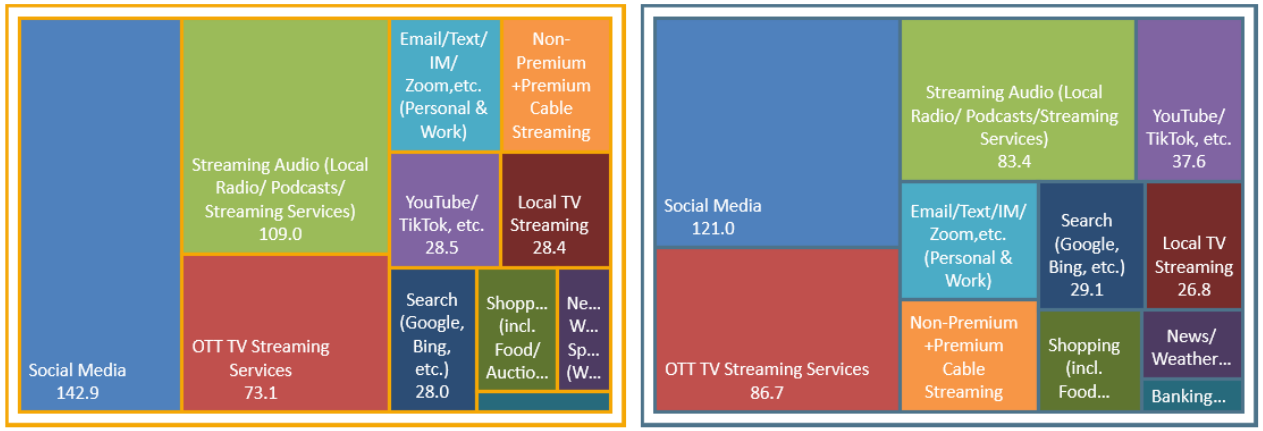
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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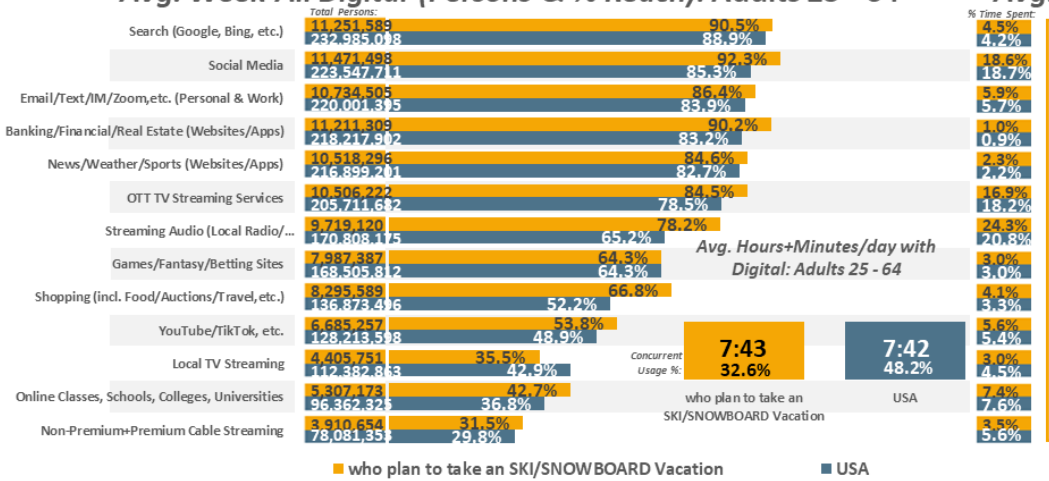
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Types of vacations plan to take next 12 months: Gambling/casino trip

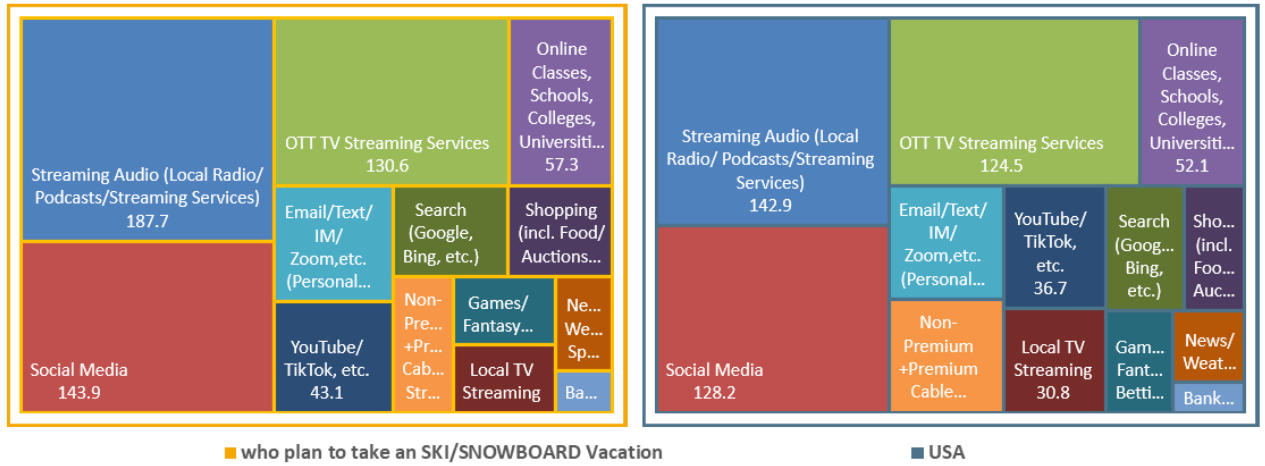
SKI/SNOWBOARD

9,911,329 or 79.8% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

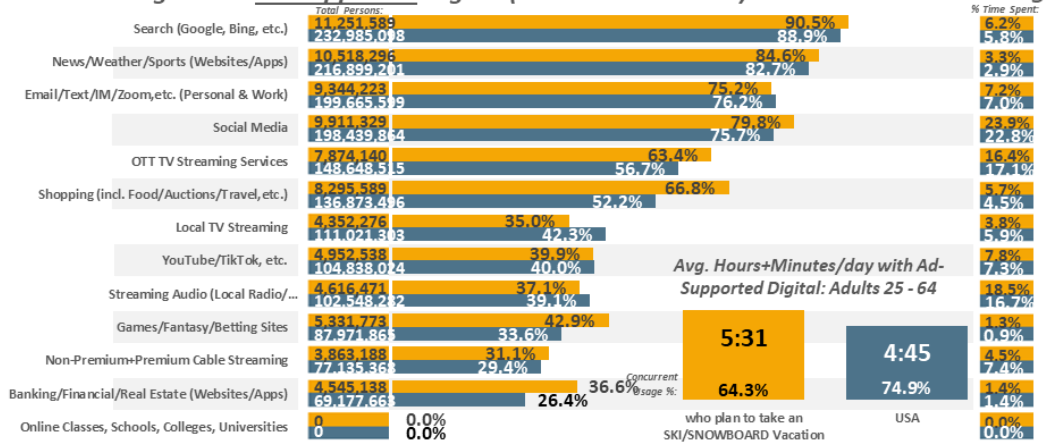
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



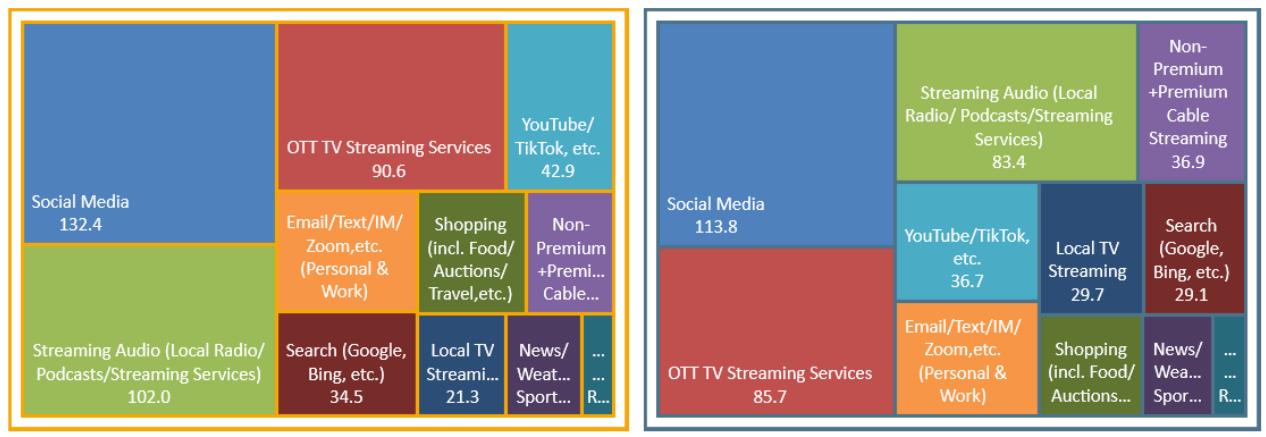
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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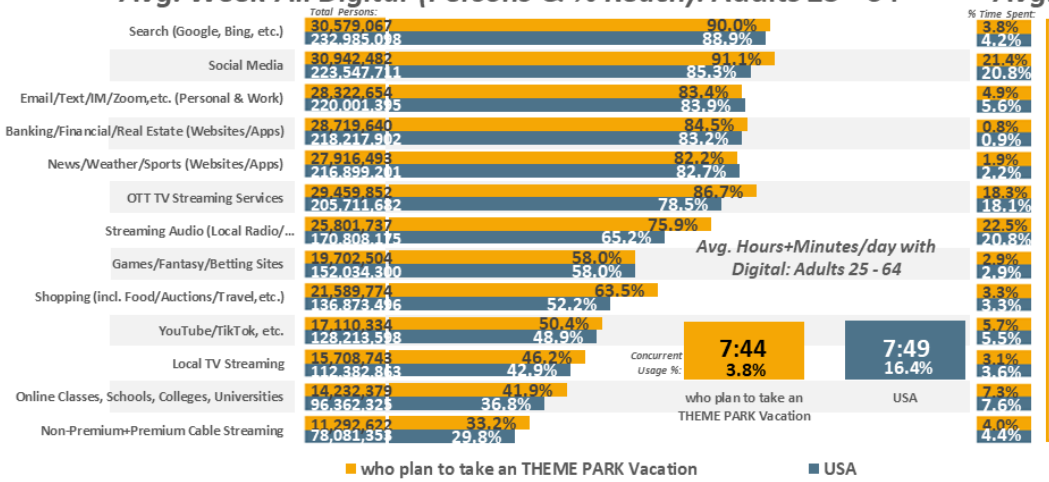
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Types of vacations plan to take next 12 months: Ski vacation

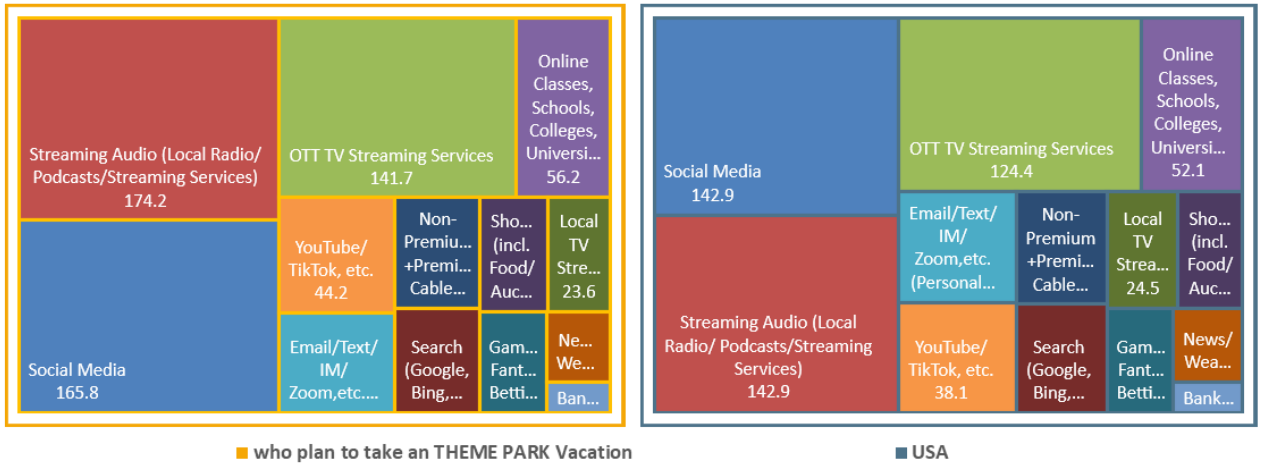
THEME PARK

27,578,805 or 81.2% of Adults 25 - 64 who plan to take an THEME PARK Vacation use Ad-Supported Social Media for an average of 147.8 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

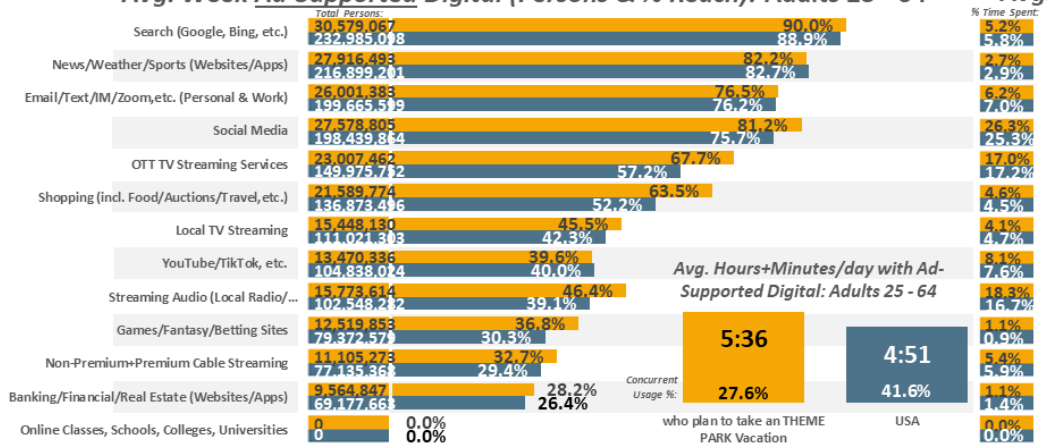
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



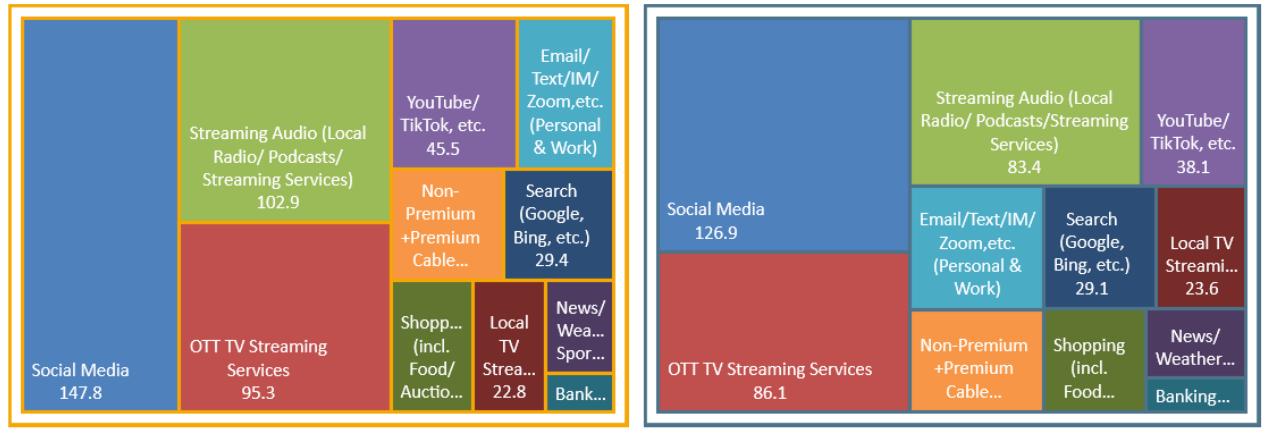
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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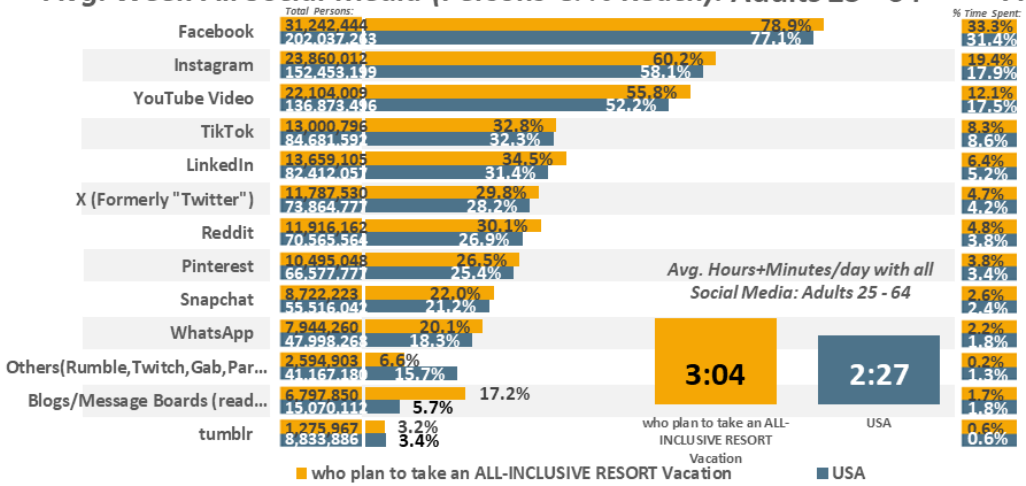
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Types of vacations plan to take next 12 months: Theme park vacation

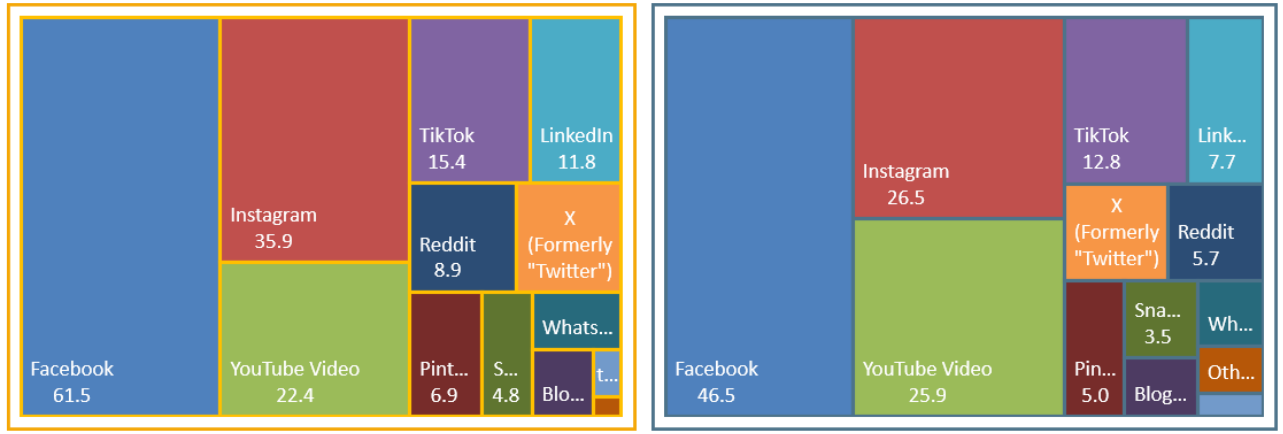


31,073,310 or 78.5% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation use Ad-Supported Facebook for an average of 59.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

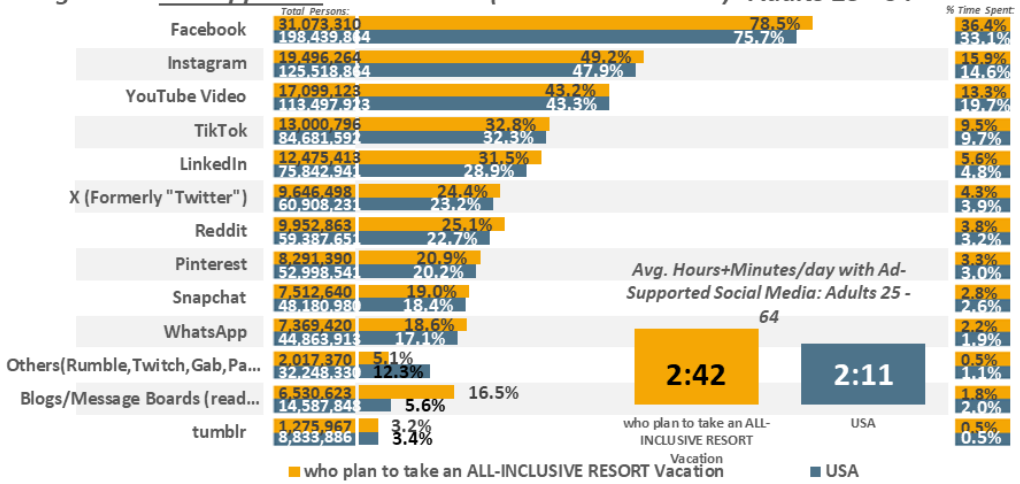
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



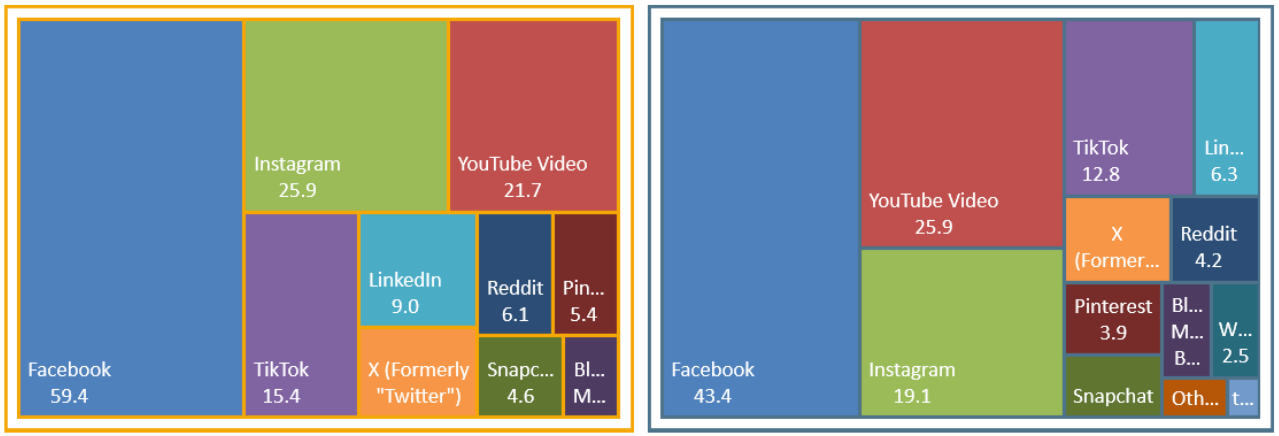
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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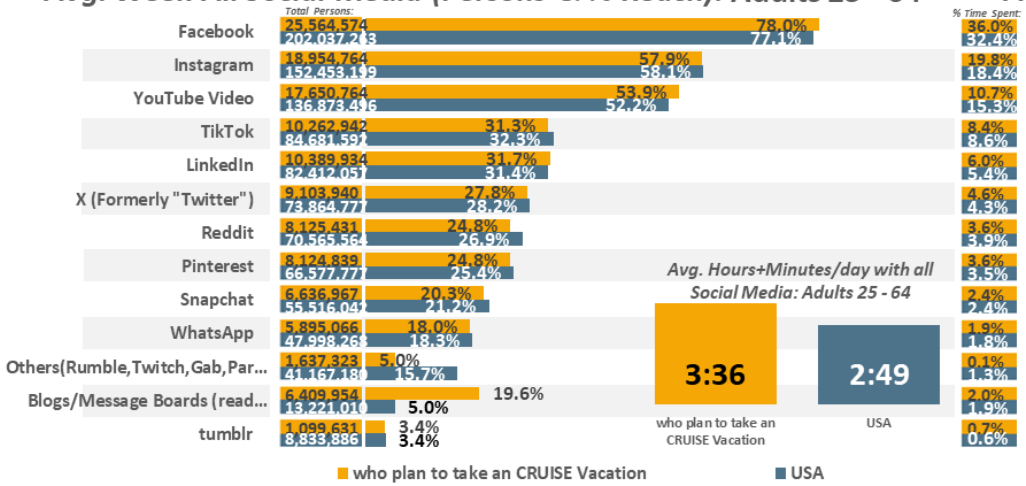
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Types of vacations plan to take next 12 months: All-inclusive resort

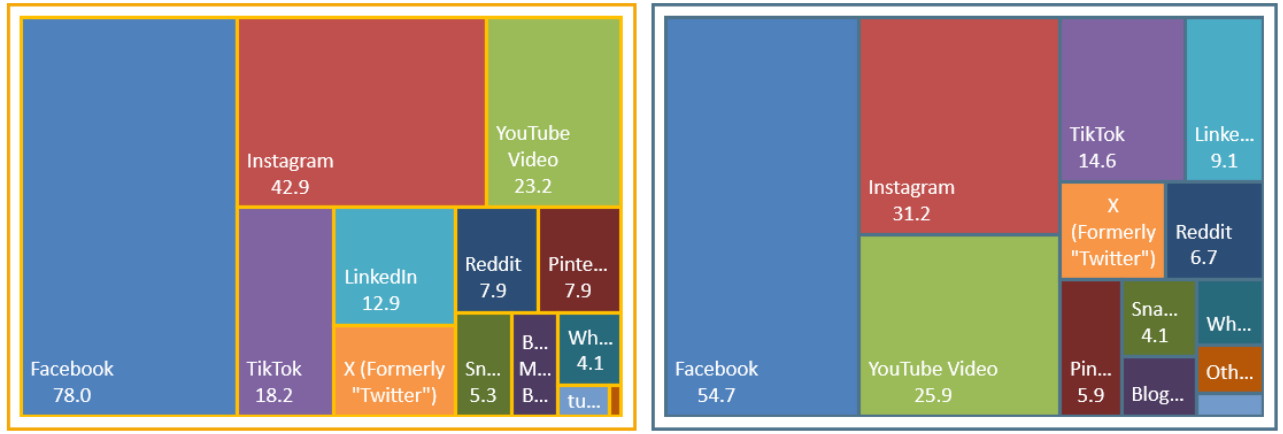
CRUISE

25,564,574 or 78.% of Adults 25 - 64 who plan to take an CRUISE Vacation use Ad-Supported Facebook for an average of 74.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

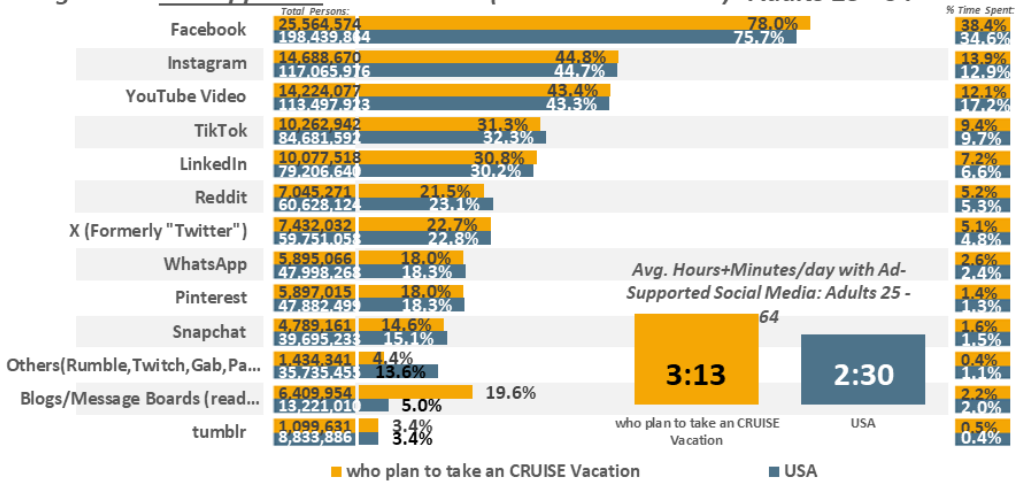
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



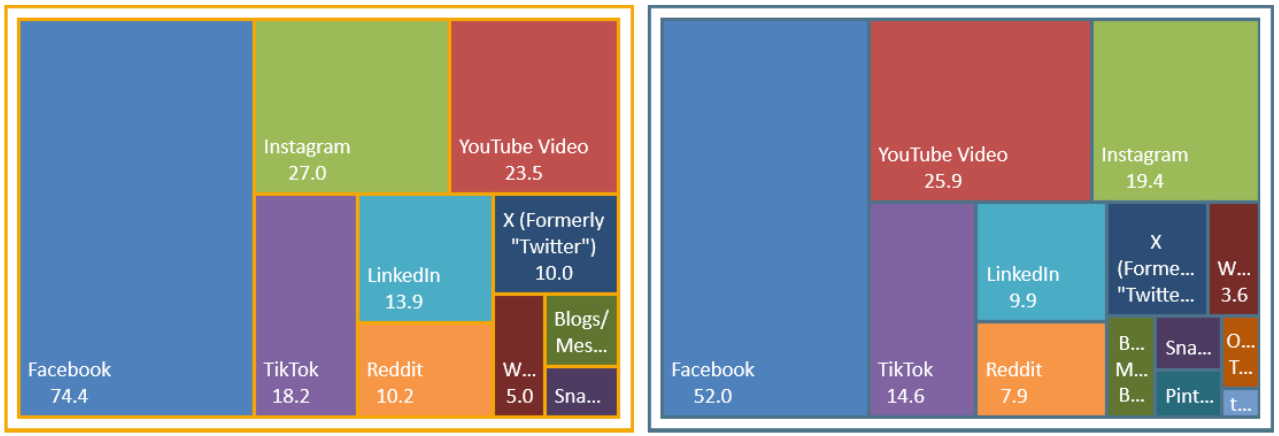
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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

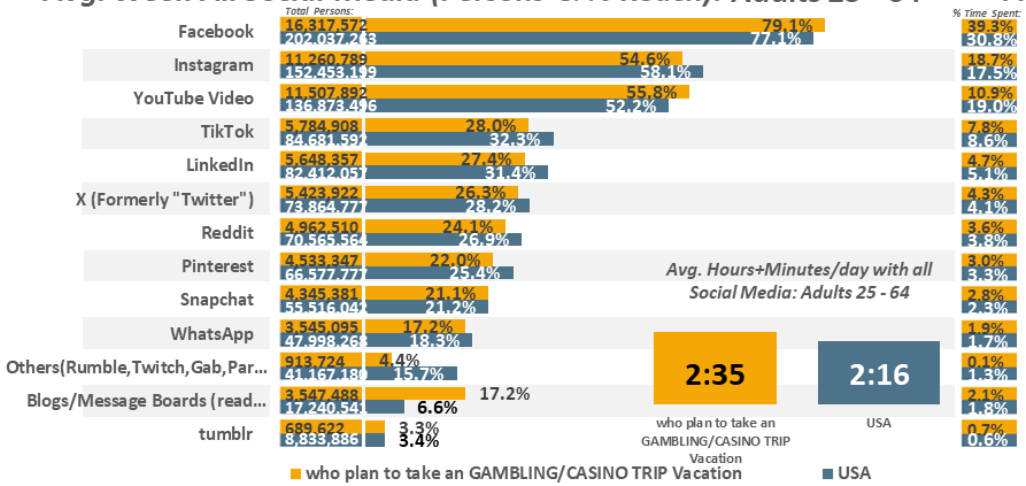
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Types of vacations plan to take next 12 months: Cruise

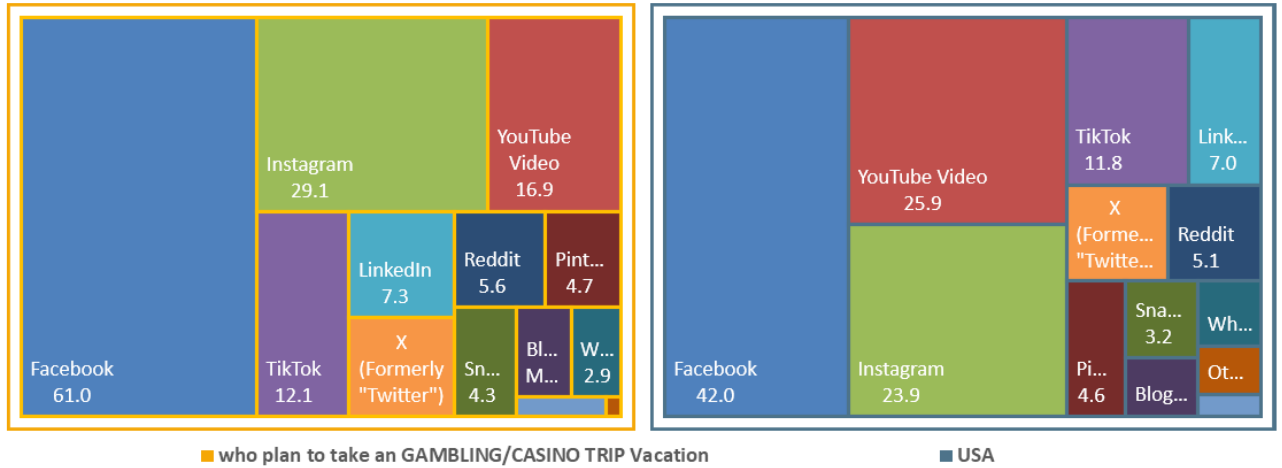
GAMBLING/CASINO

16,166,012 or 78.4% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation use Ad-Supported Facebook for an average of 53.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

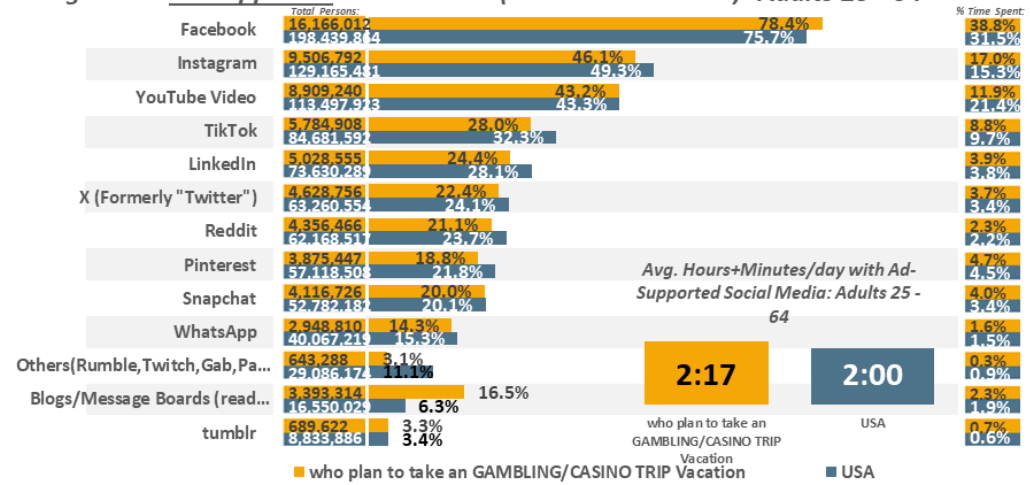
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



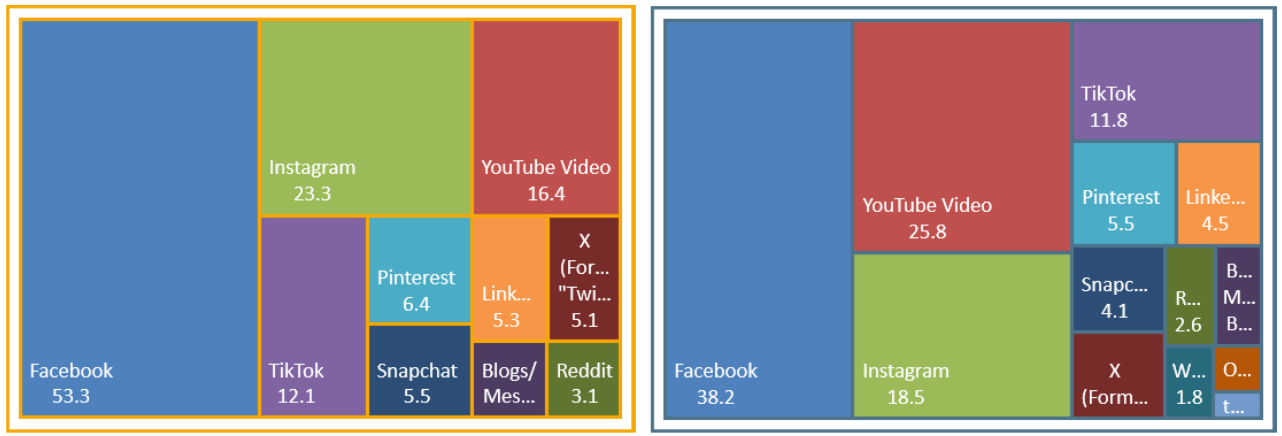
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 5,451

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

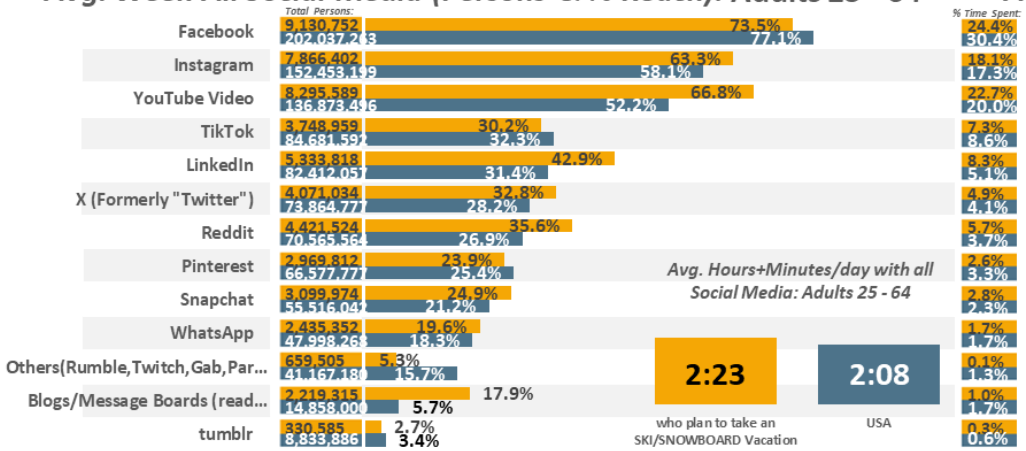
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Types of vacations plan to take next 12 months: Gambling/casino trip

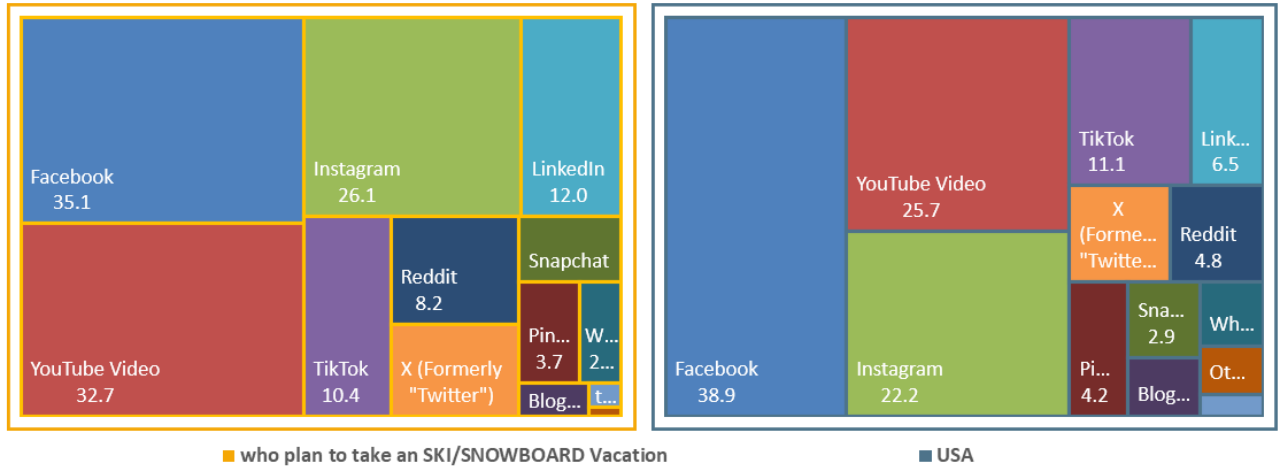
SKI/SNOWBOARD

9,130,752 or 73.5% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation use Ad-Supported Facebook for an average of 36.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

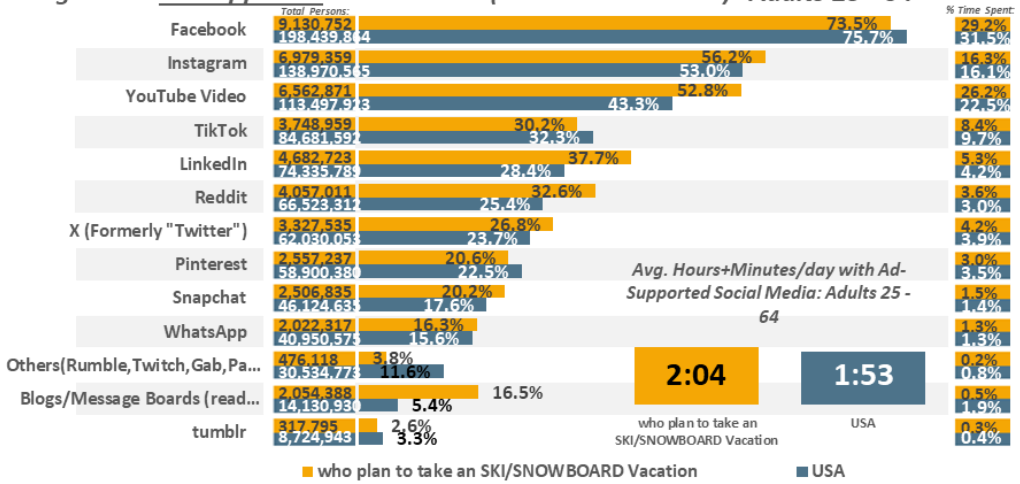
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



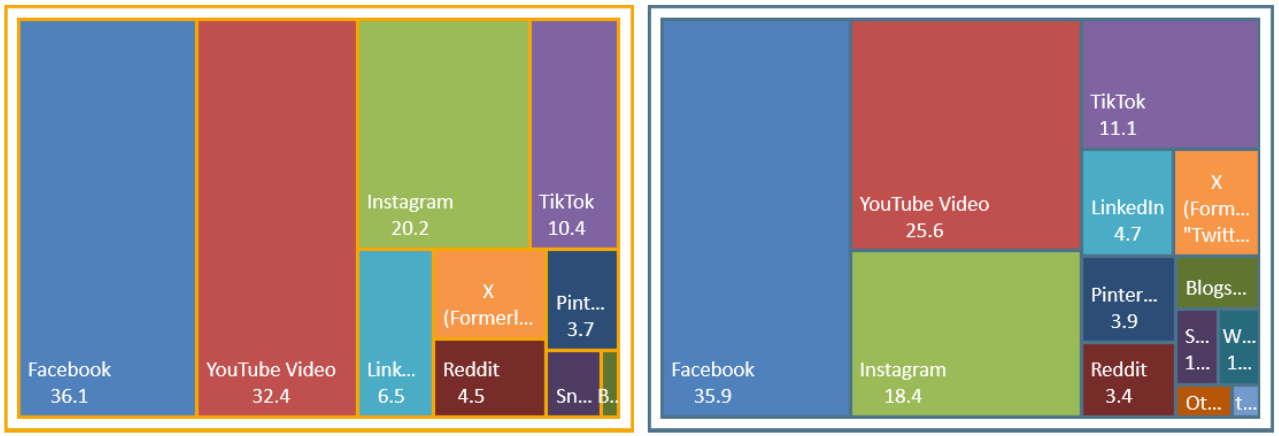
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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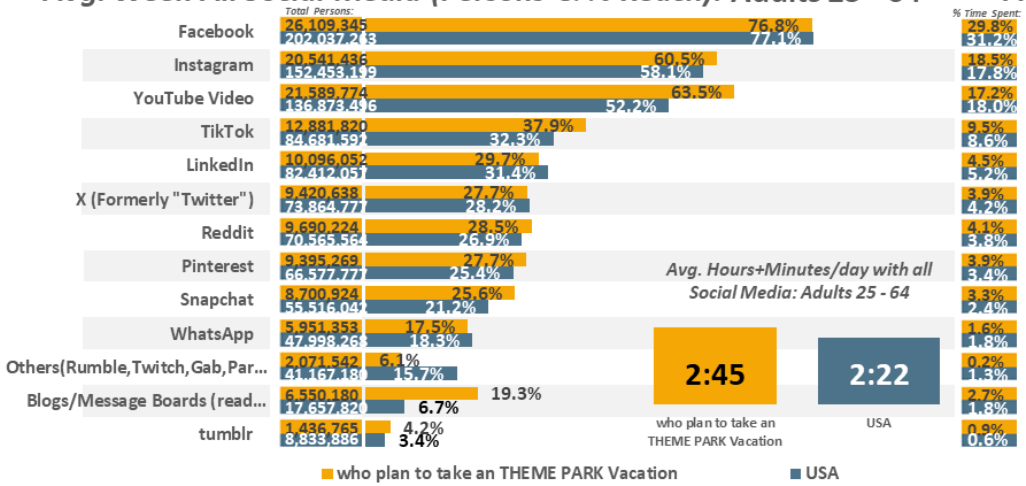
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Types of vacations plan to take next 12 months: Ski vacation

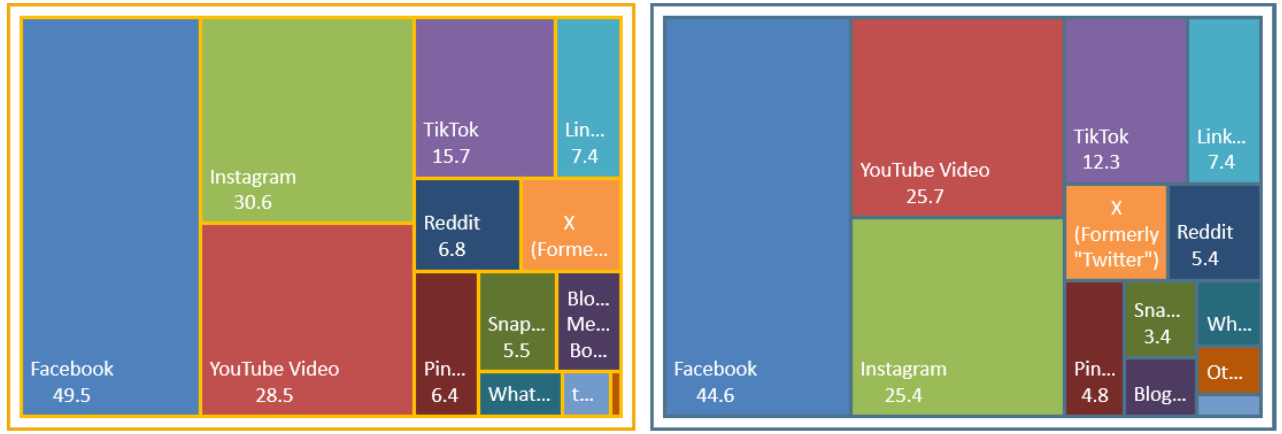
THEME PARK

26,109,345 or 76.8% of Adults 25 - 64 who plan to take an THEME PARK Vacation use Ad-Supported Facebook for an average of 49.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

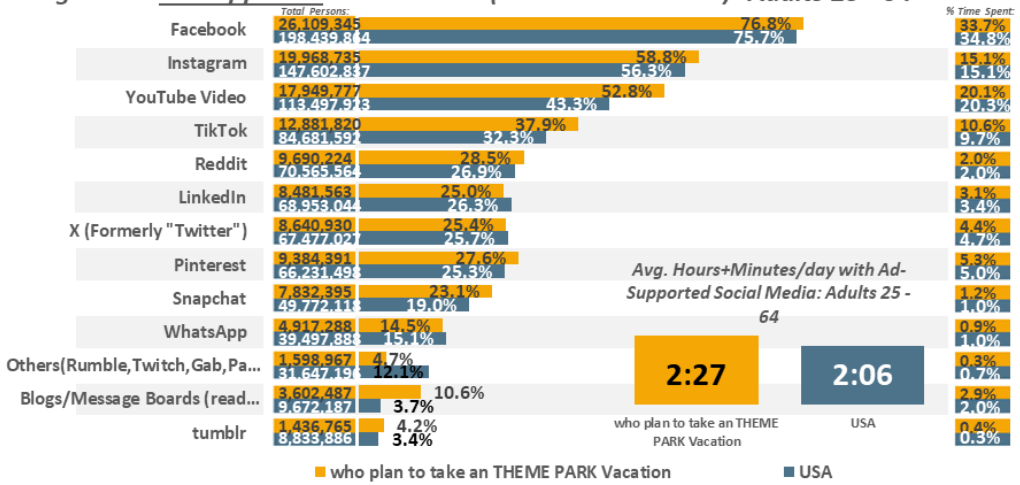
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



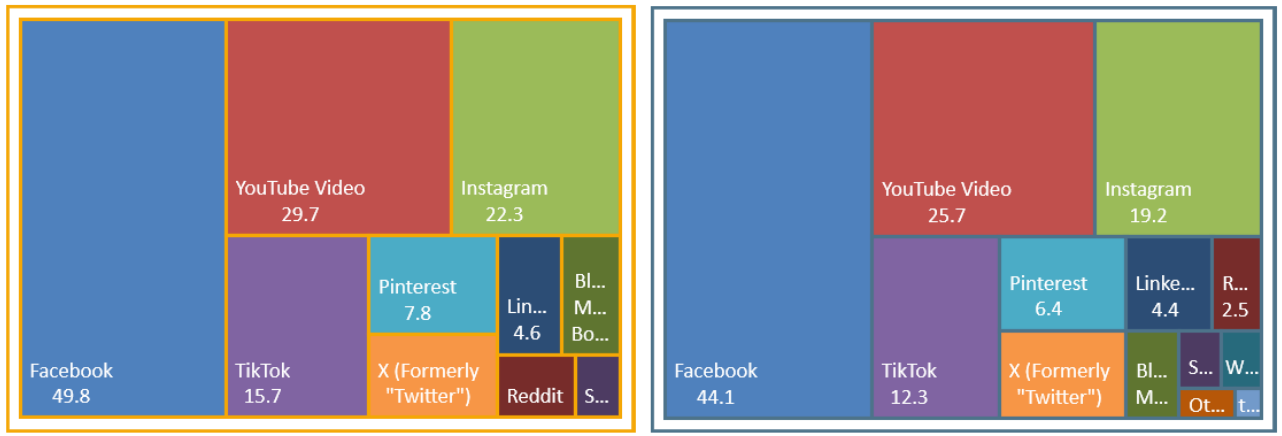
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 Scarborough R1 2024: Feb23-Apr24 Qual Intab 14,048

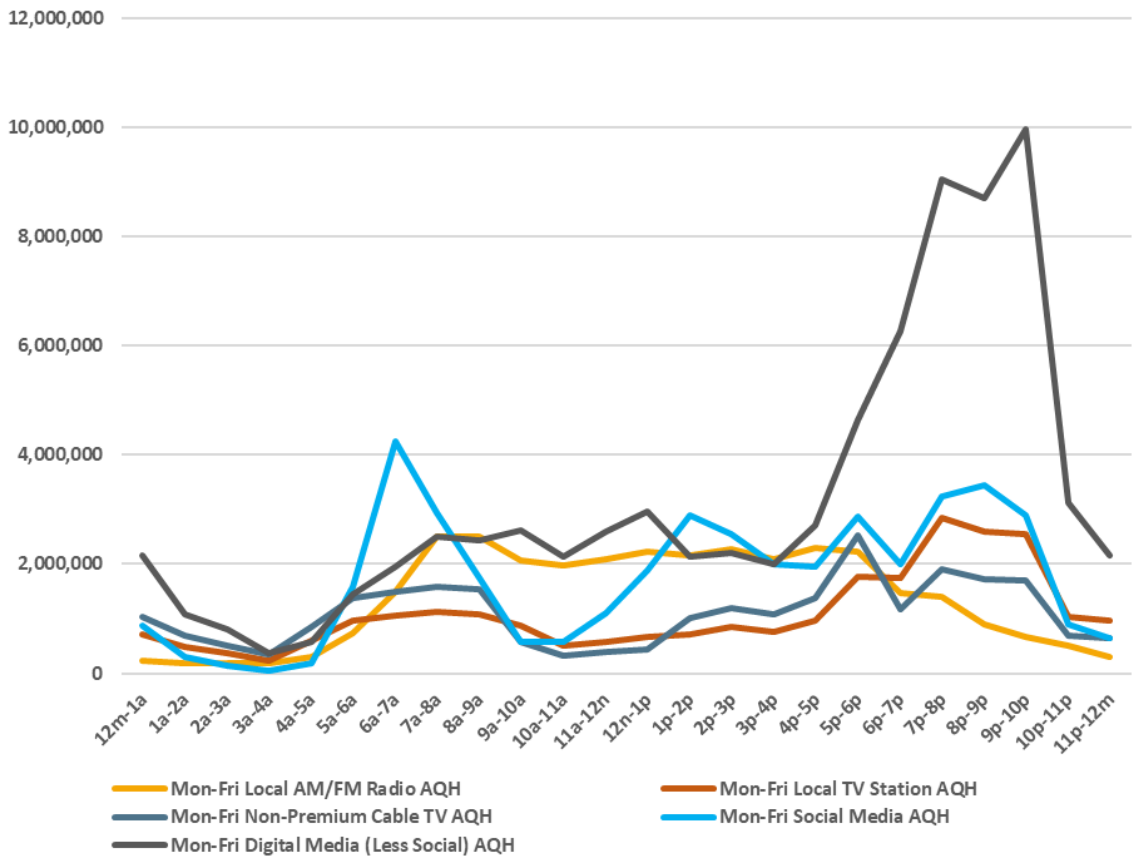
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Types of vacations plan to take next 12 months: Theme park vacation

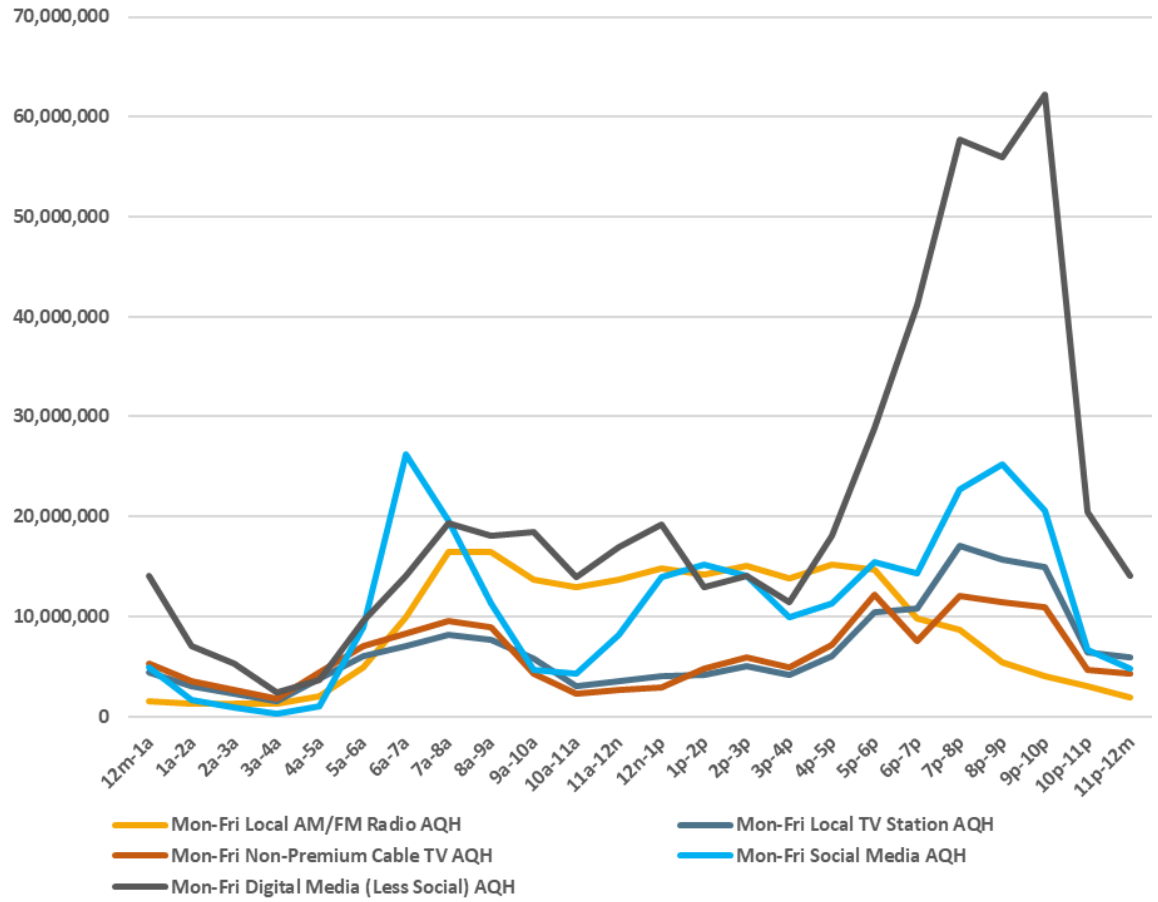
ALL-INCLUSIVE RESORT

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,860,243; Social Media: 2,106,636; Local Radio: 2,106,149; Non-Prem. Cable: 1,133,494; Local TV: 976,209 reaching Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

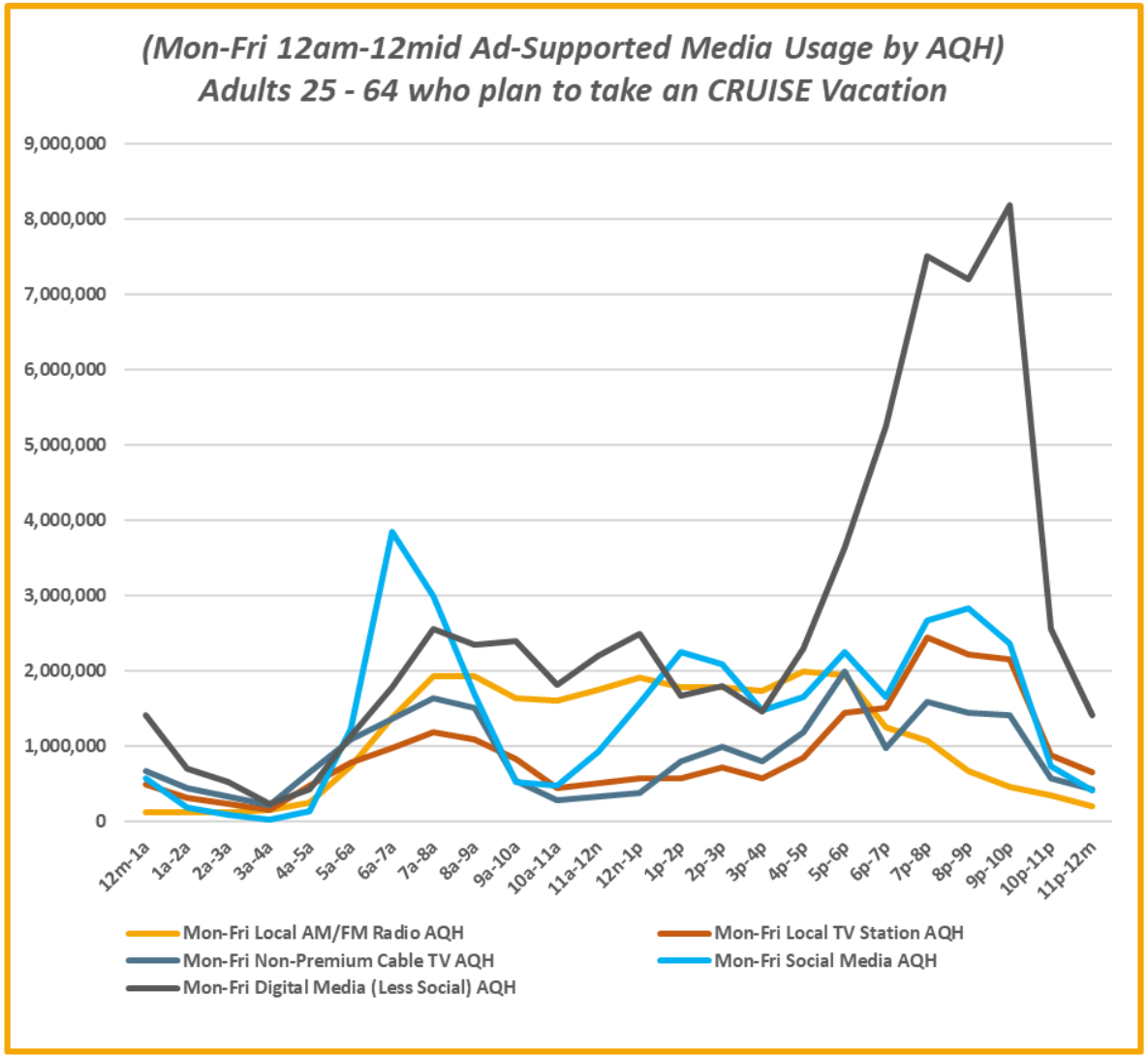
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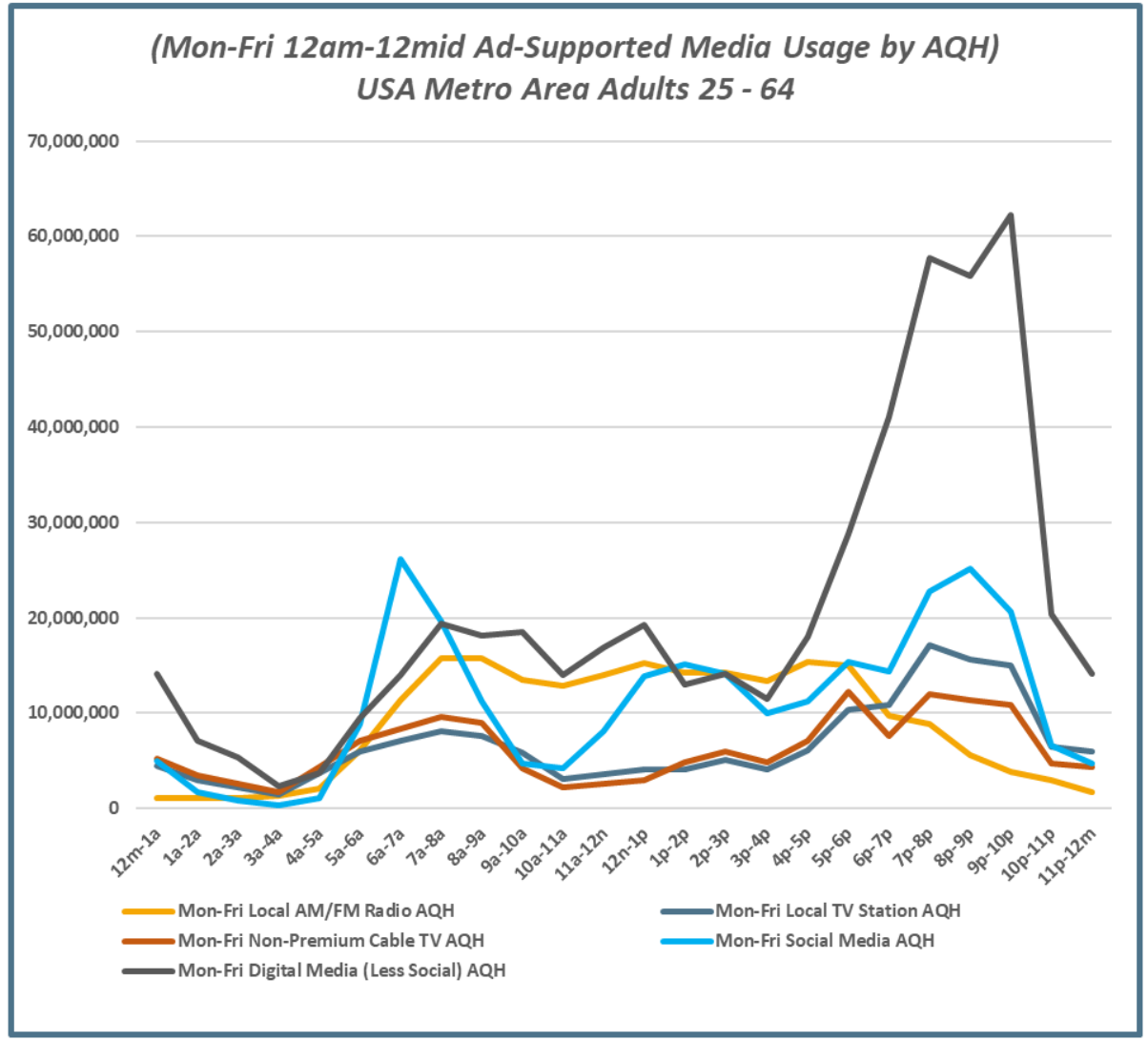
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Types of vacations plan to take next 12 months: All-inclusive resort

CRUISE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,441,581; Social Media: 1,801,621; Local Radio: 1,743,287; Non-Prem. Cable: 984,477; Local TV: 866,708 reaching Adults 25 - 64 who plan to take an CRUISE Vacation.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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

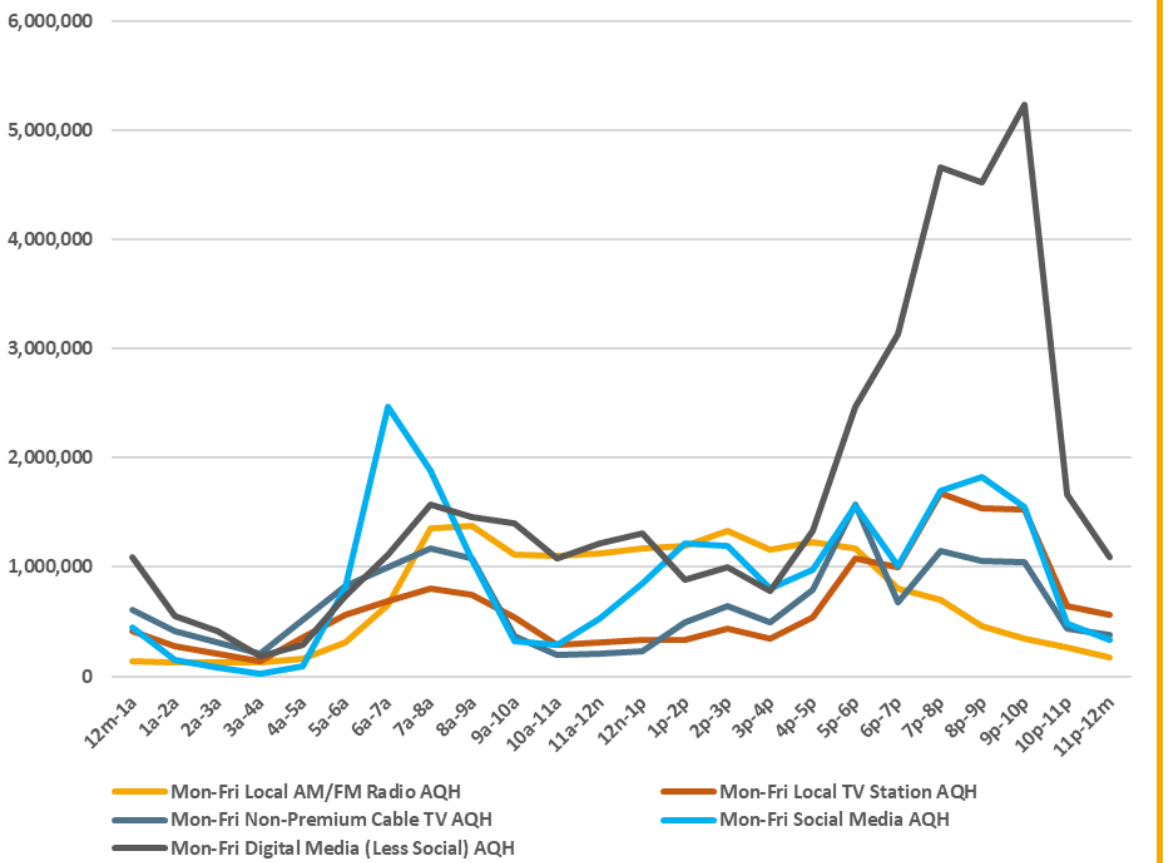
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Types of vacations plan to take next 12 months: Cruise

GAMBLING/CASINO

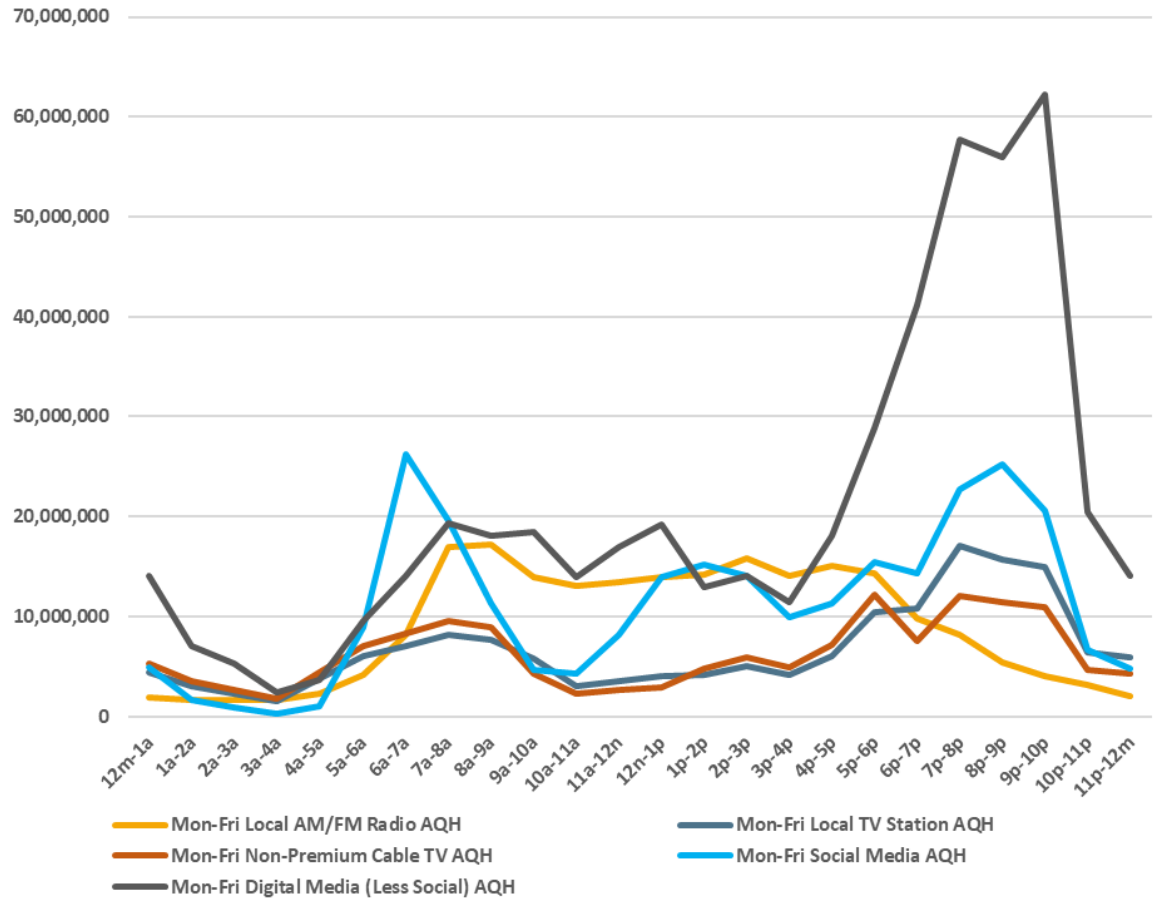
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,441,963; Local Radio: 1,138,009; Social Media: 1,088,683; Non-Prem. Cable: 688,492; Local TV: 572,581 reaching Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP V

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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



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

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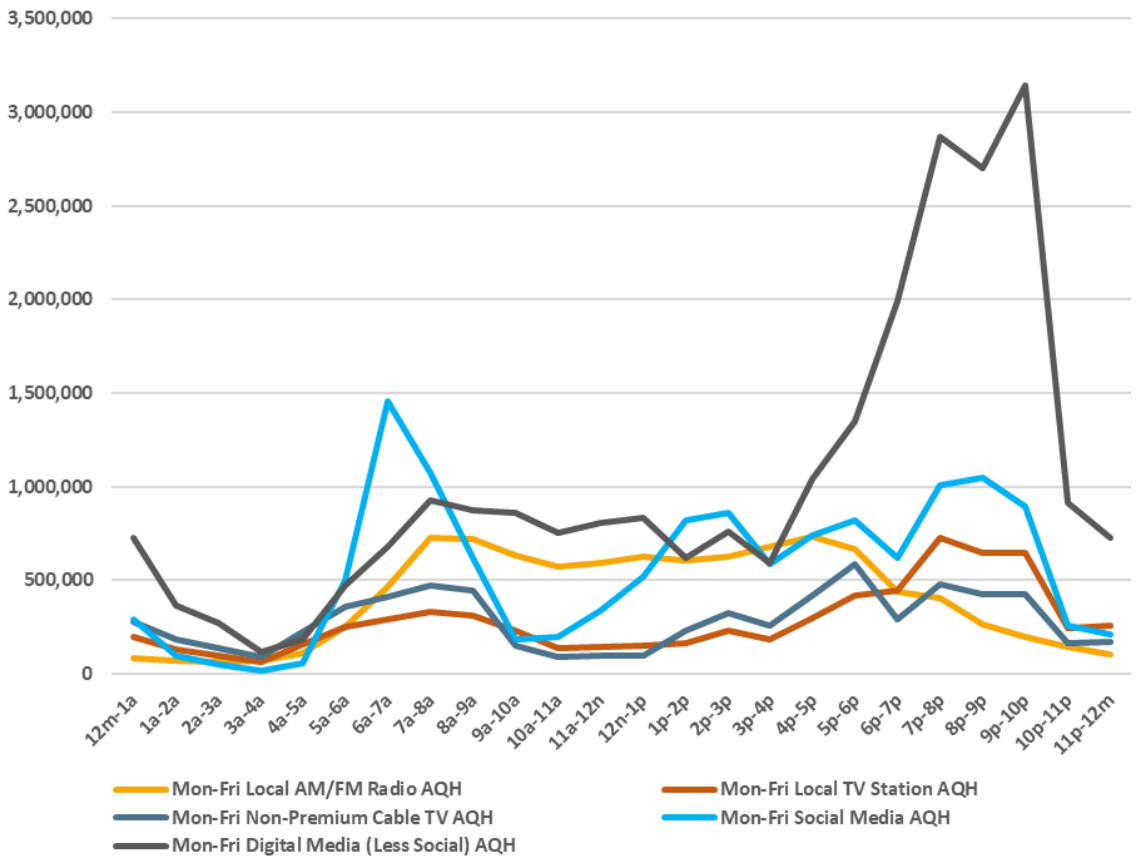
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Types of vacations plan to take next 12 months: Gambling/casino trip

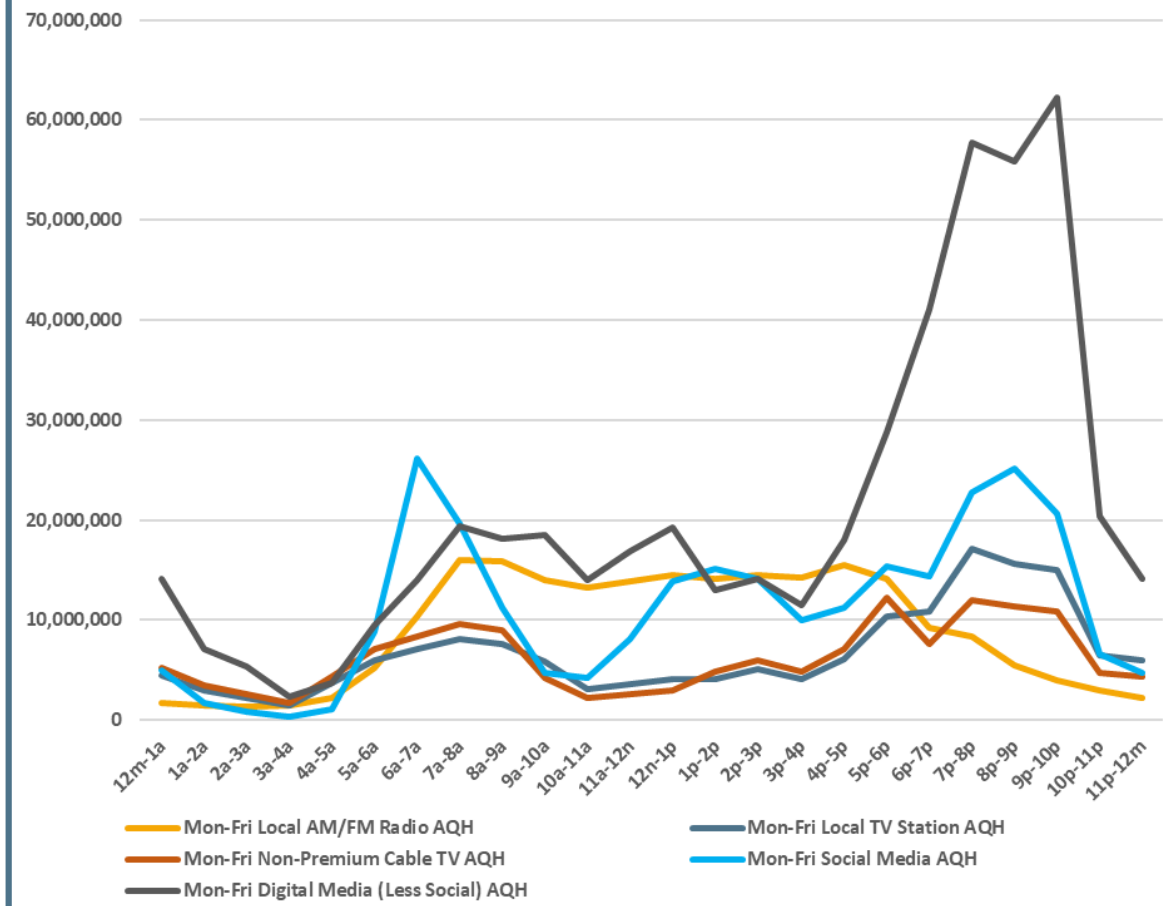
SKI/SNOWBOARD

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 931,007; Social Media: 680,417; Local Radio: 622,612; Non-Prem. Cable: 299,662; Local TV: 258,435 reaching Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,451

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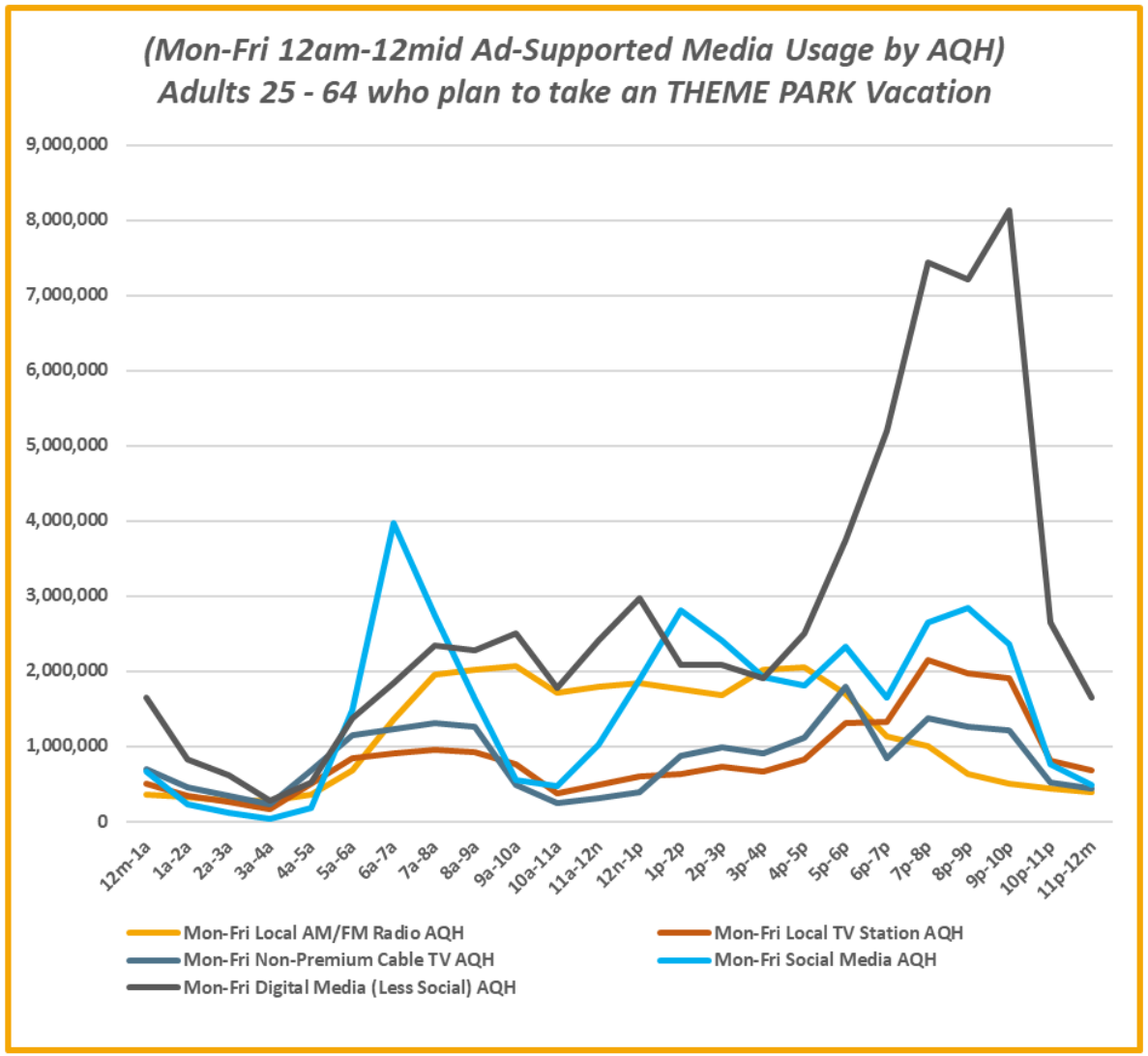
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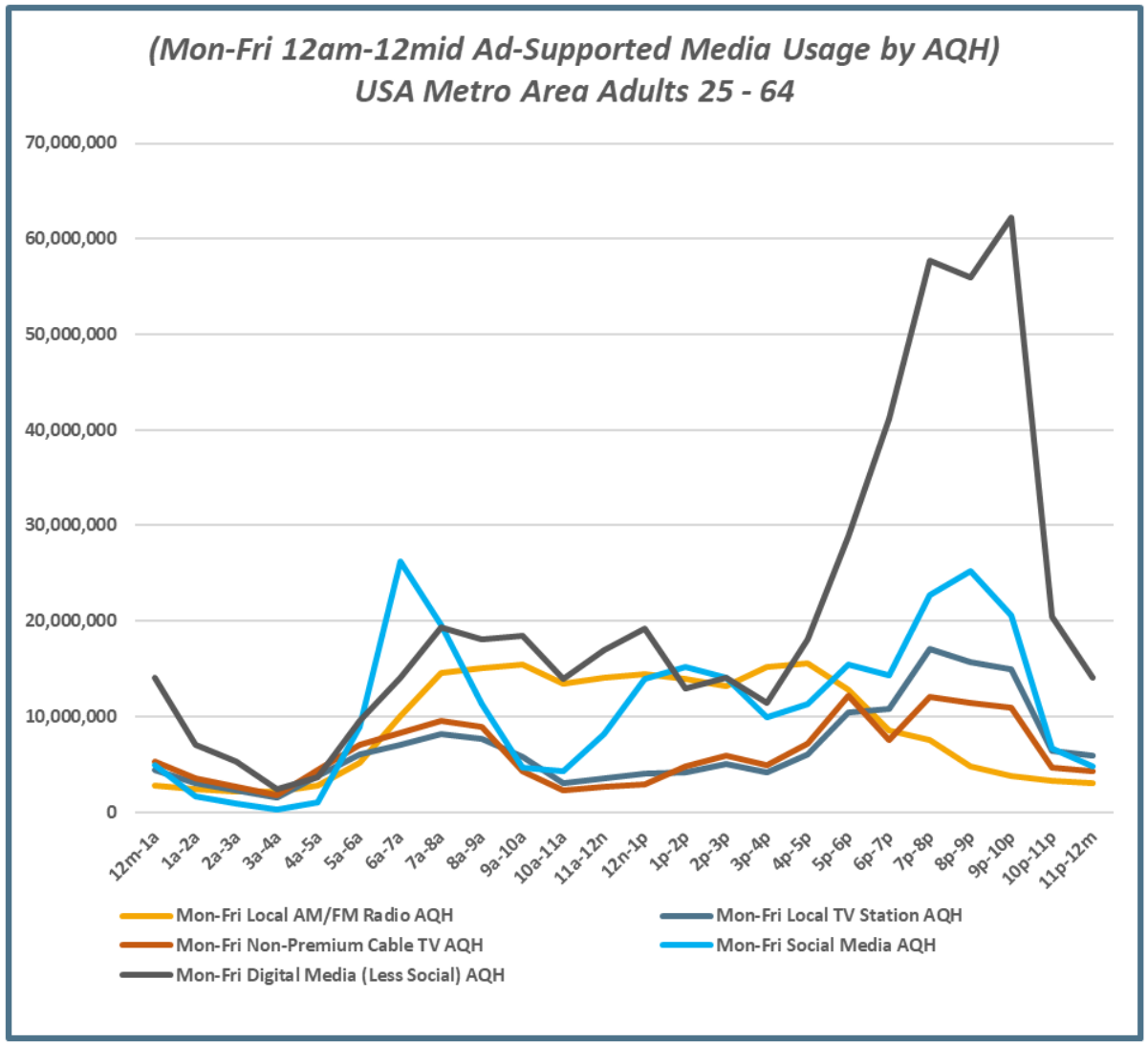
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Types of vacations plan to take next 12 months: Ski vacation

THEME PARK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,585,038; Social Media: 1,935,922; Local Radio: 1,776,116; Non-Prem. Cable: 903,239; Local TV: 808,911 reaching Adults 25 - 64 who plan to take an THEME PARK Vacation.





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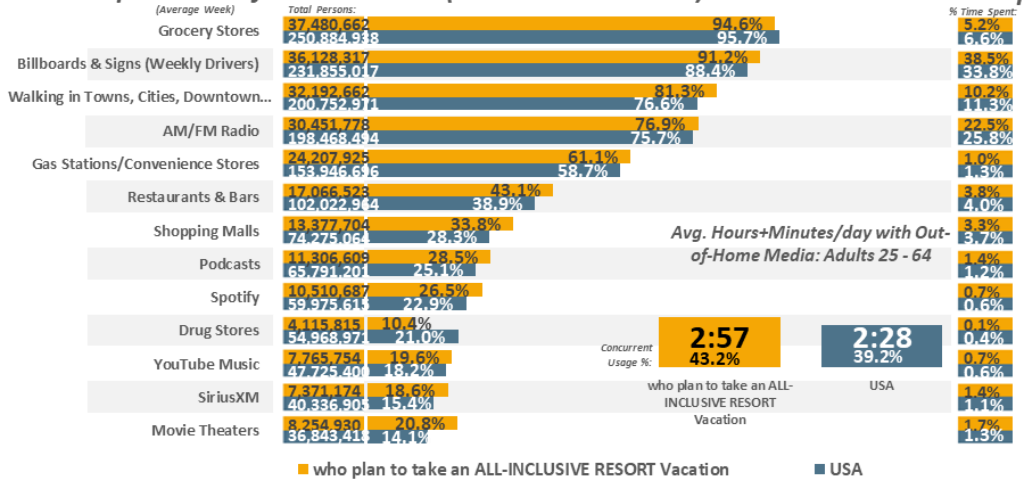
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Types of vacations plan to take next 12 months: Theme park vacation

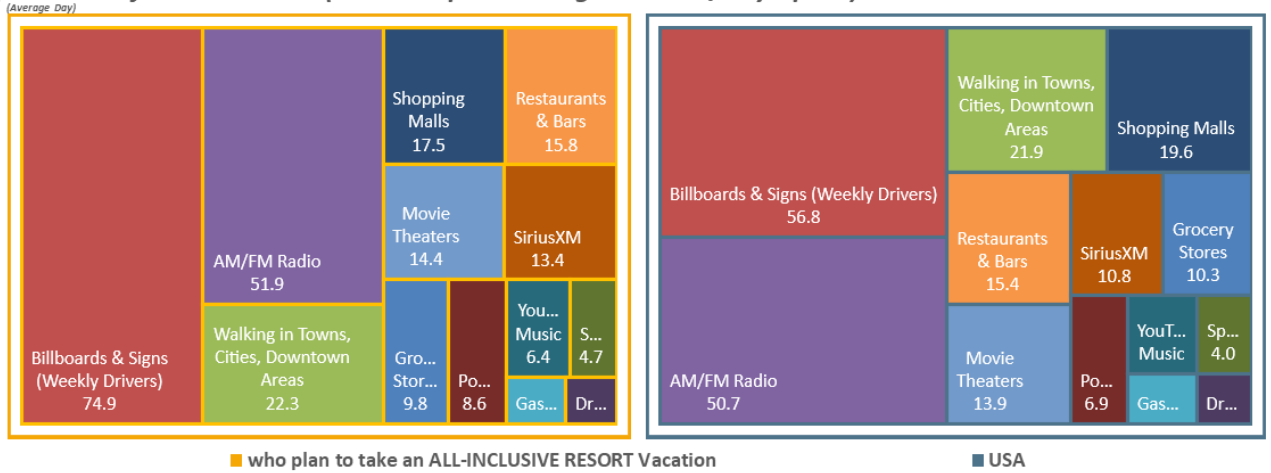
ALL-INCLUSIVE RESORT

36,128,317 or 91.2% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation spend an average of 74.9 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

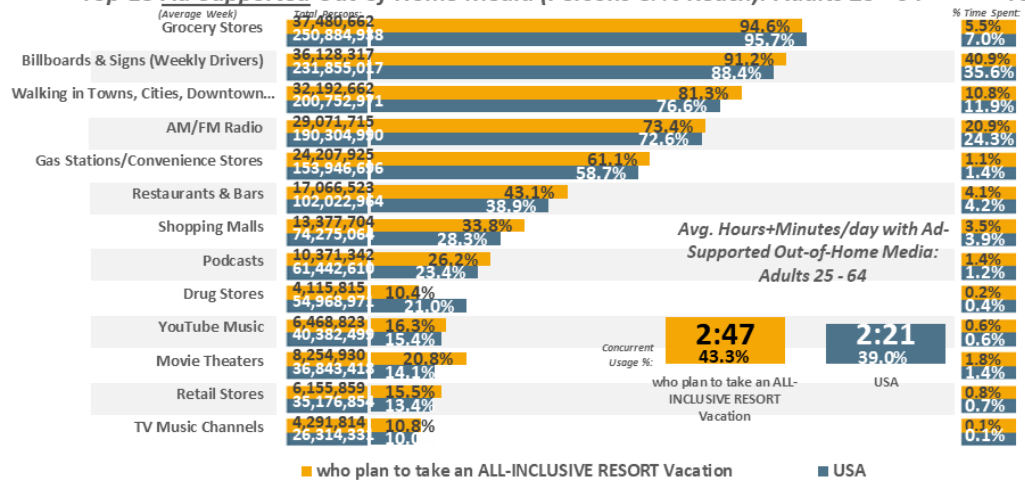
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



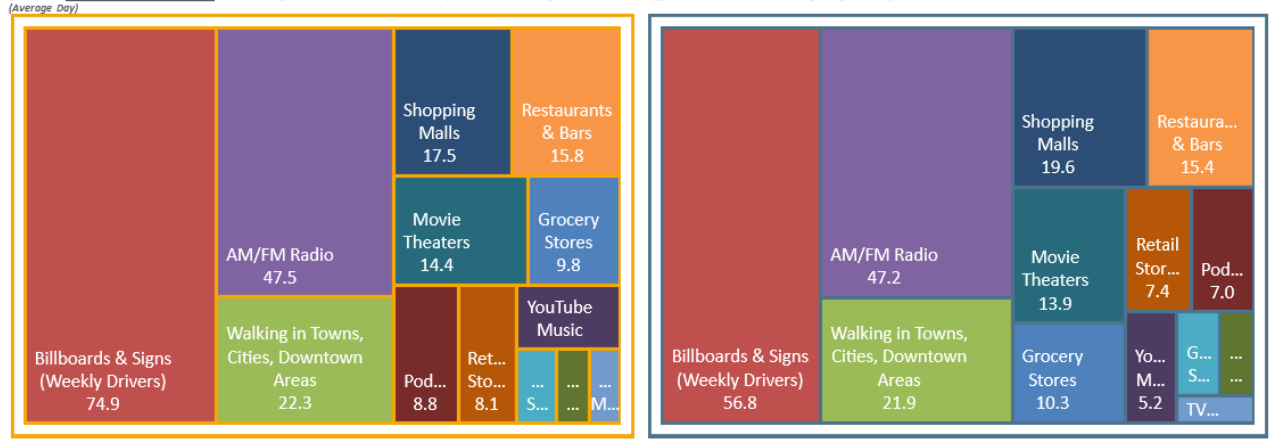
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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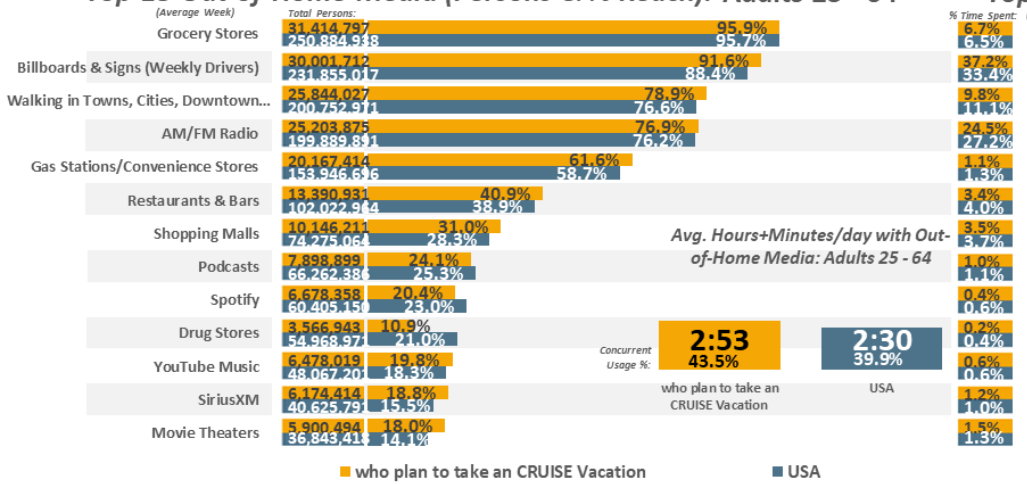
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Types of vacations plan to take next 12 months: All-inclusive resort

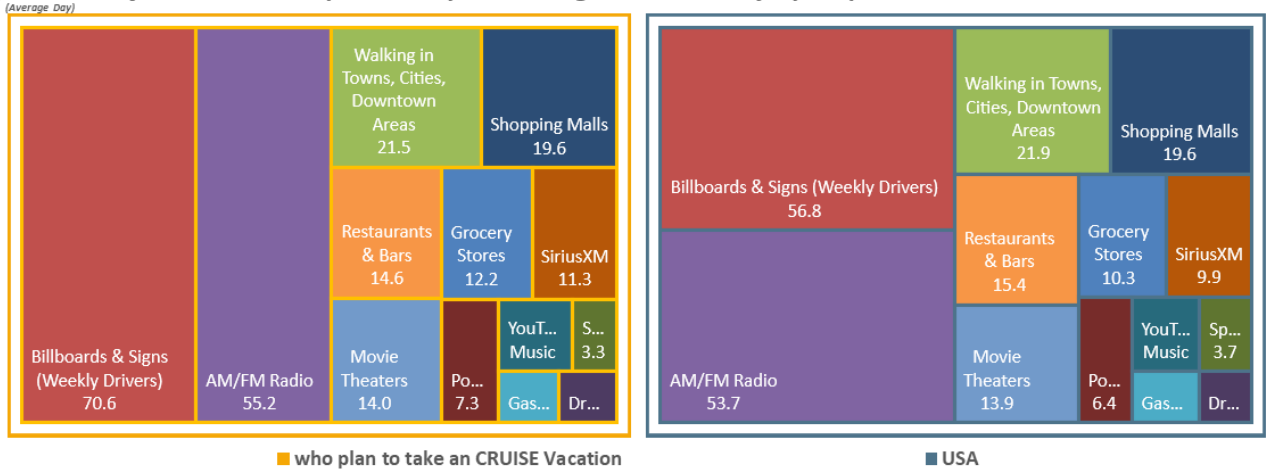
CRUISE

30,001,712 or 91.6% of Adults 25 - 64 who plan to take an CRUISE Vacation spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 51.6 minutes/day.

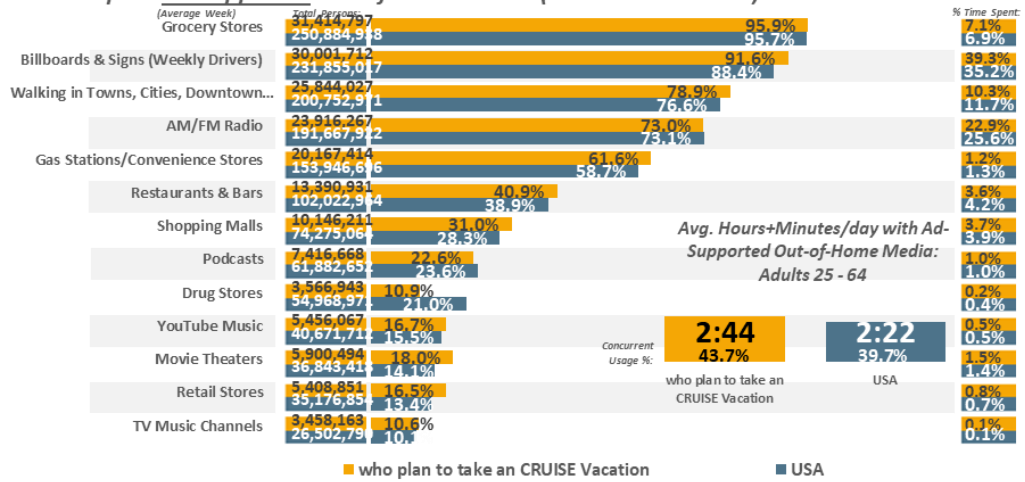
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



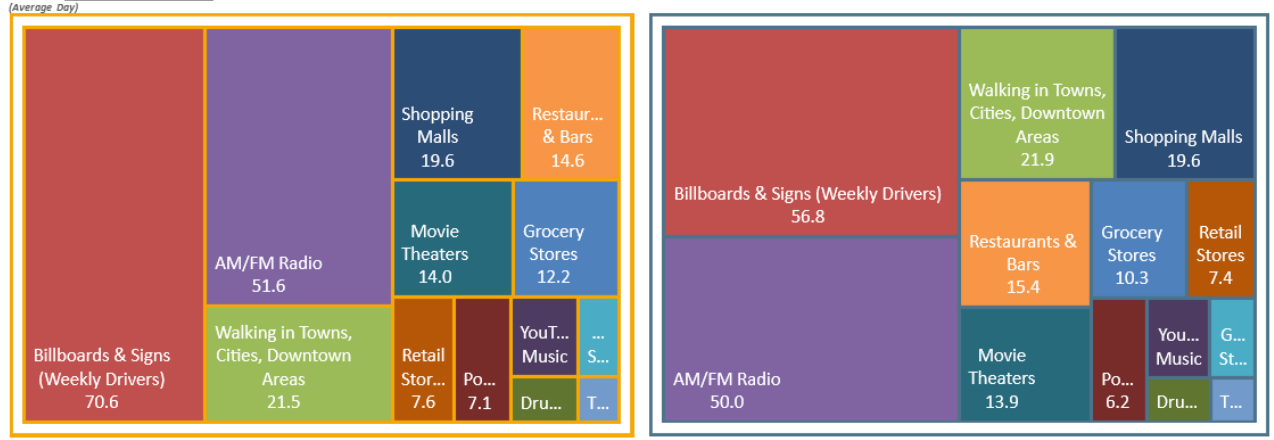
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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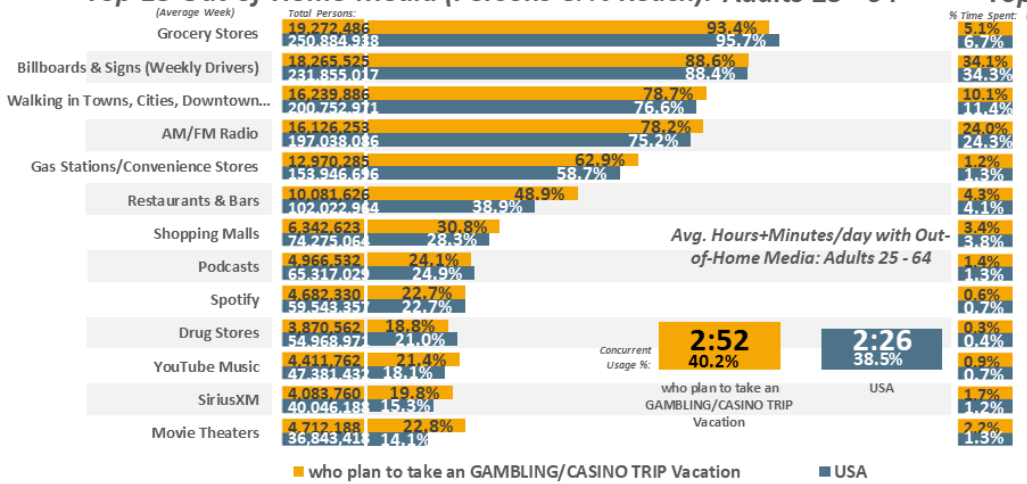
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Types of vacations plan to take next 12 months: Cruise

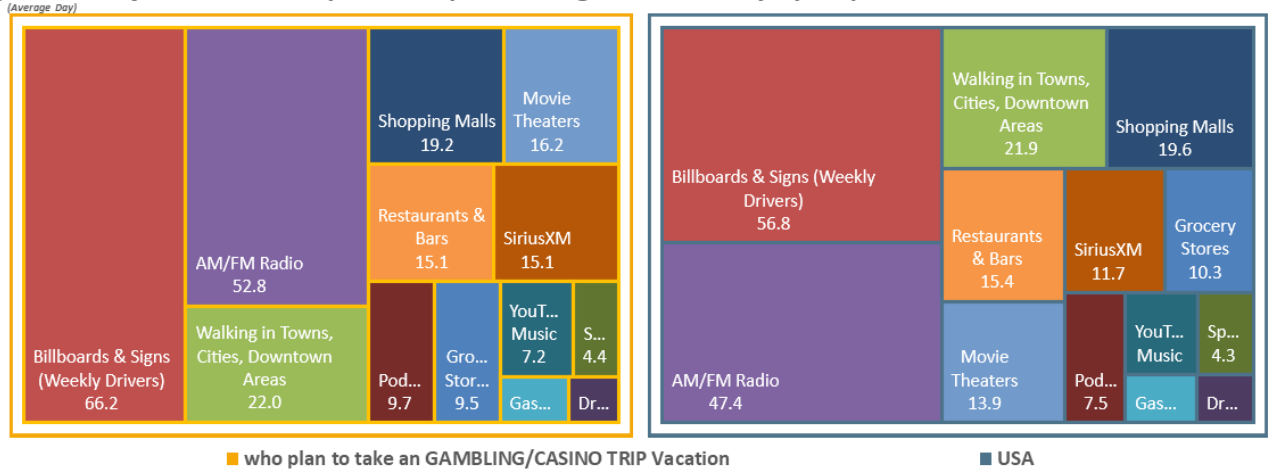
GAMBLING/CASINO

18,265,525 or 88.6% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

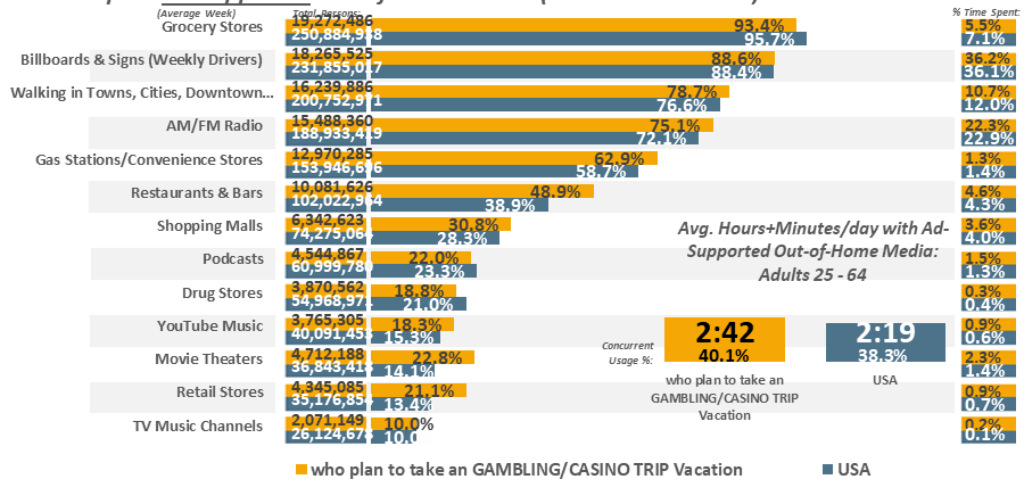
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



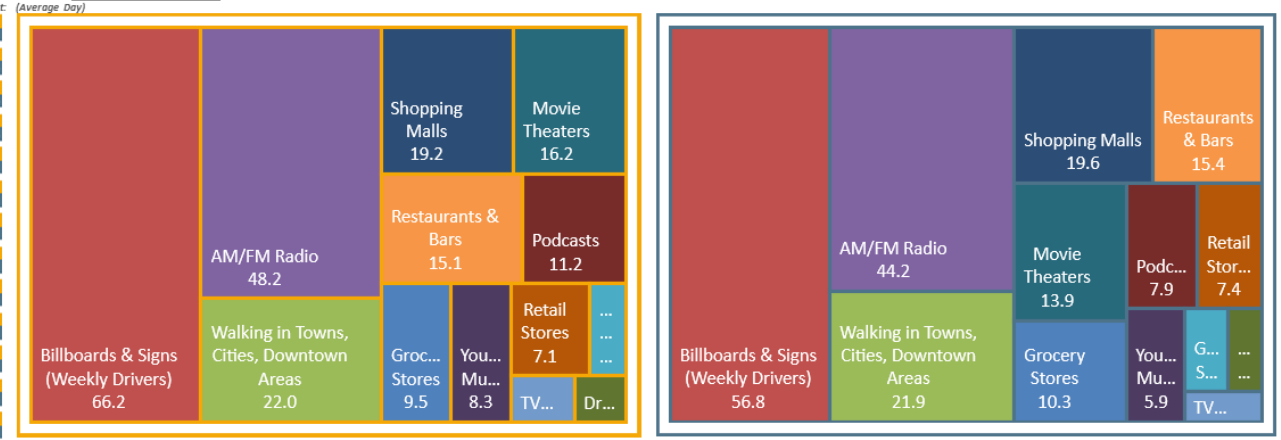
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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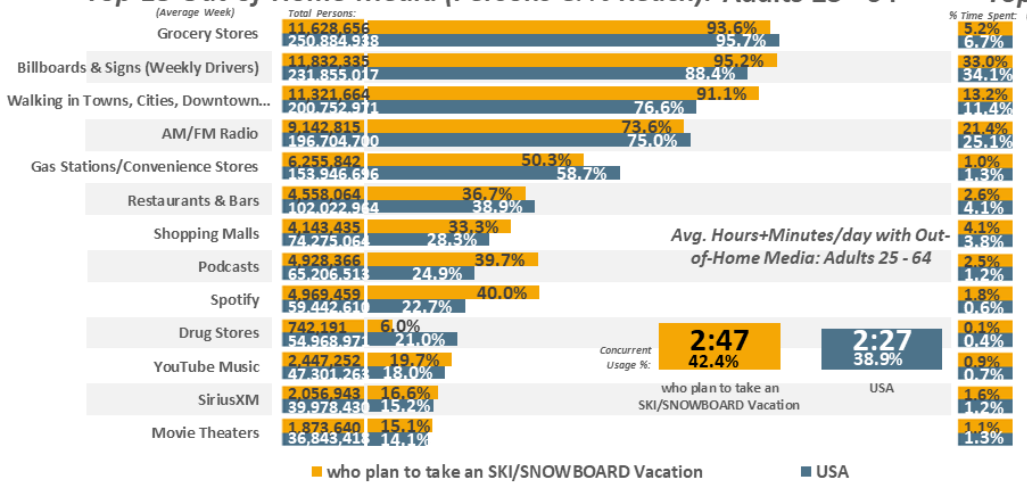
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Types of vacations plan to take next 12 months: Gambling/casino trip

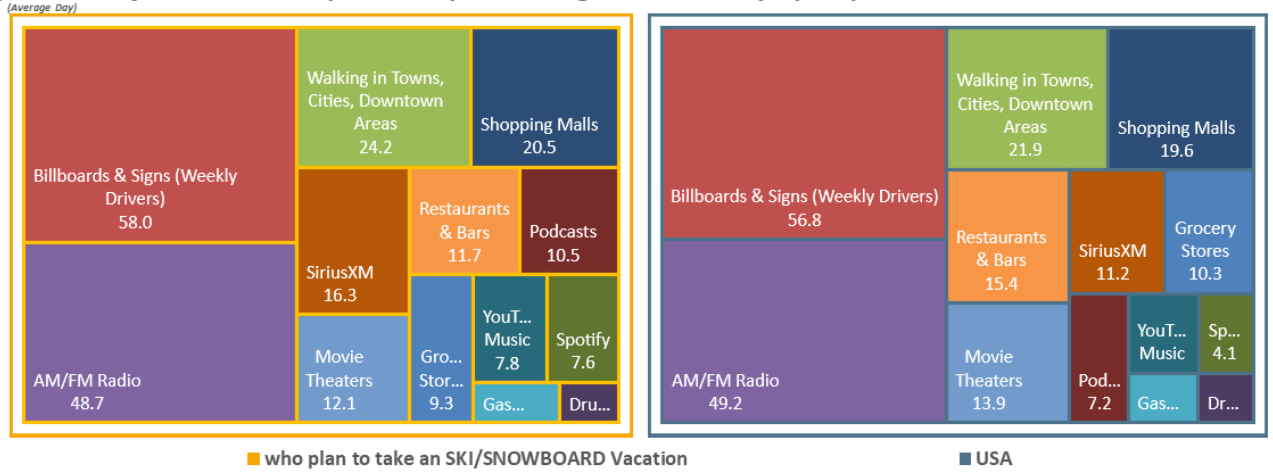
SKI/SNOWBOARD

11,832,335 or 95.2% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation spend an average of 58. minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

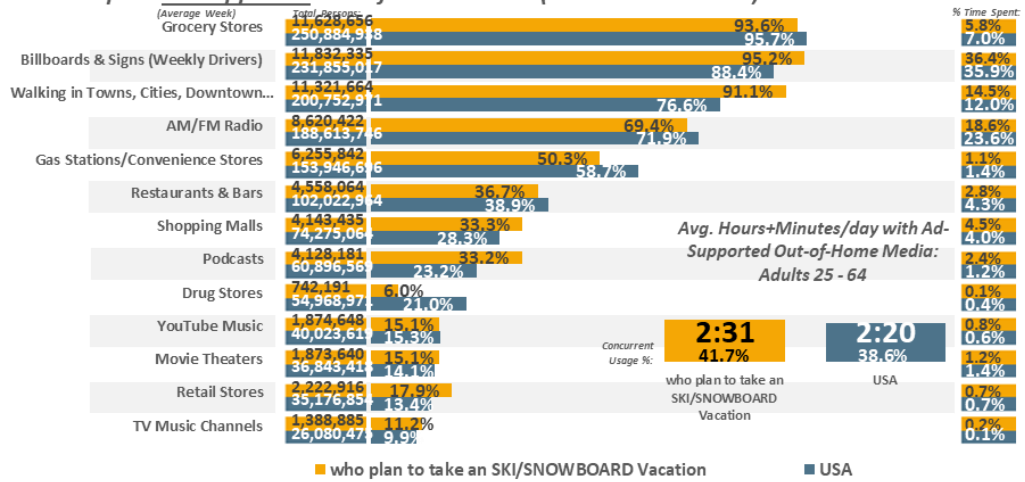
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



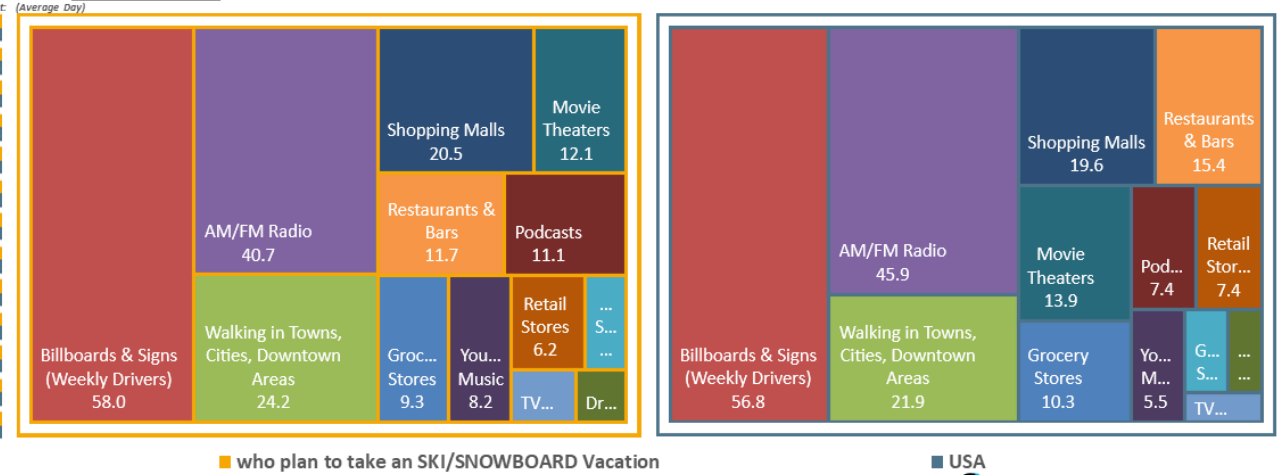
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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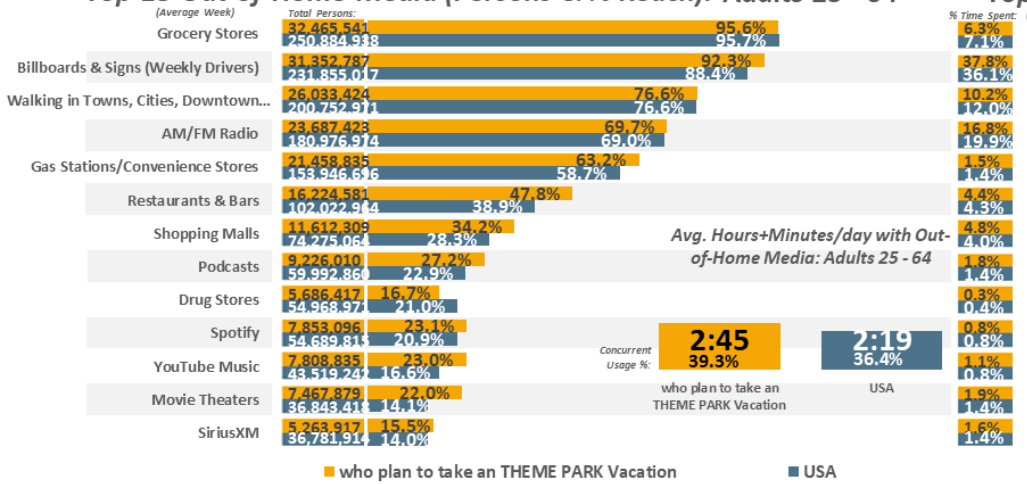
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Types of vacations plan to take next 12 months: Ski vacation

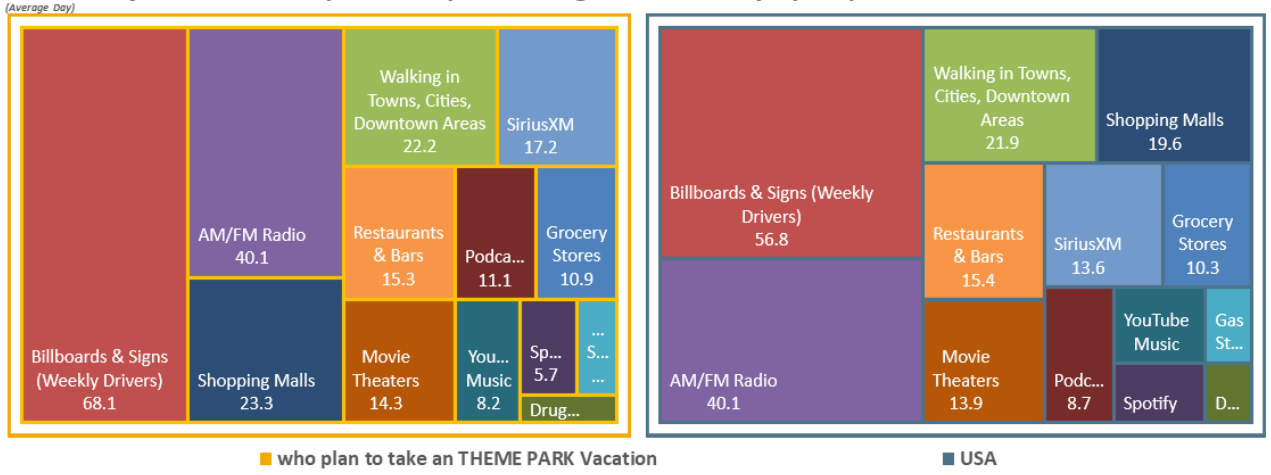
THEME PARK

31,352,787 or 92.3% of Adults 25 - 64 who plan to take an THEME PARK Vacation spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

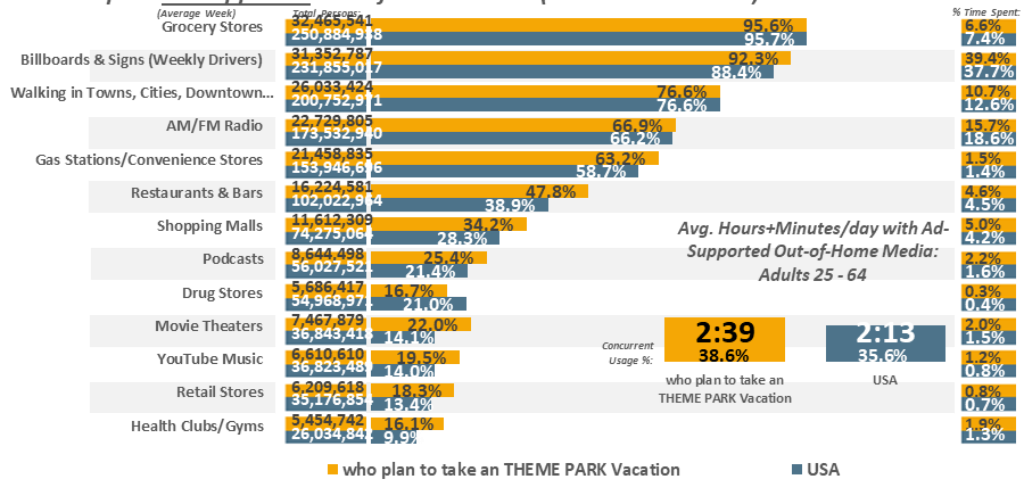
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



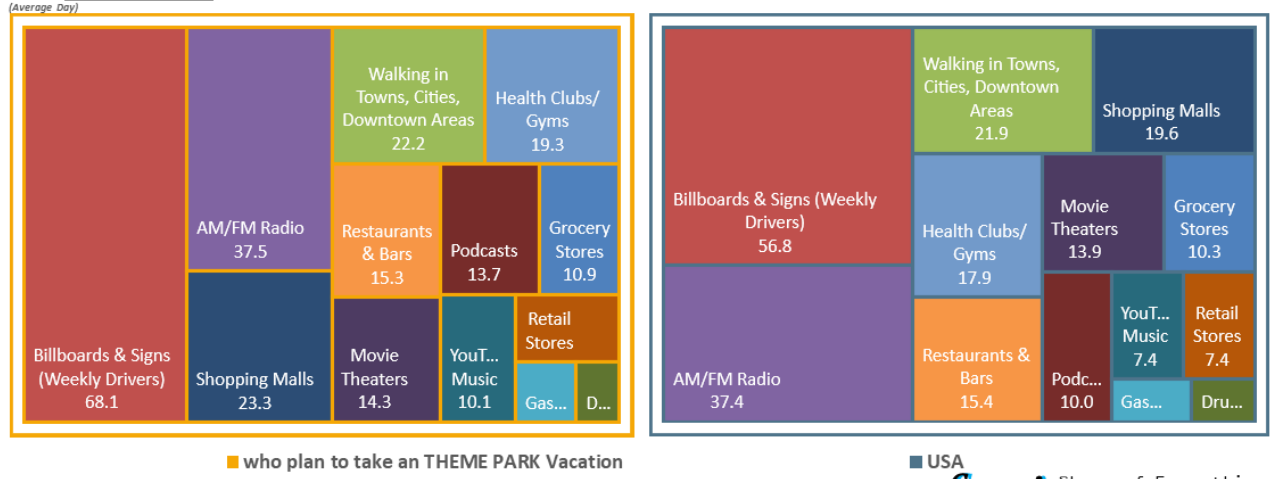
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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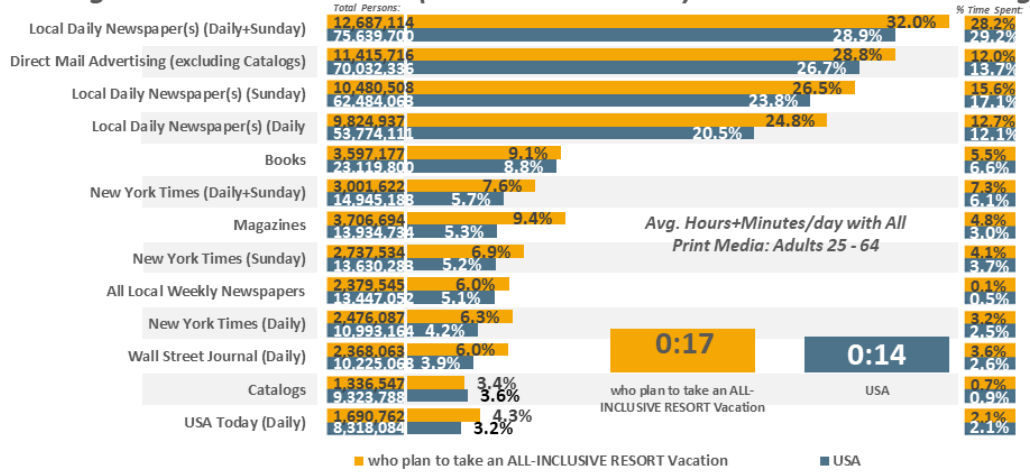
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Types of vacations plan to take next 12 months: Theme park vacation

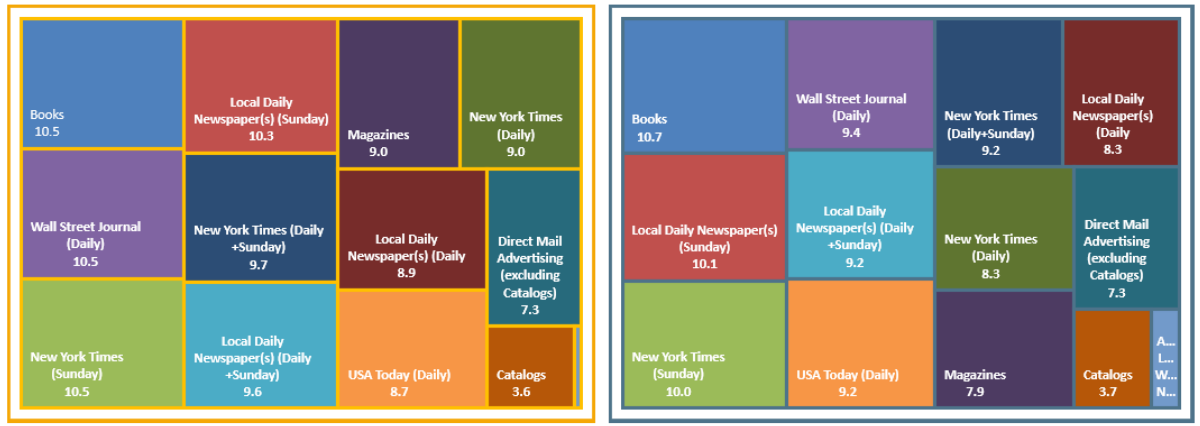
ALL-INCLUSIVE RESORT

12,687,114 or 32.% of Adults 25 - 64 who plan to take an ALL-INCLUSIVE RESORT Vacation read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

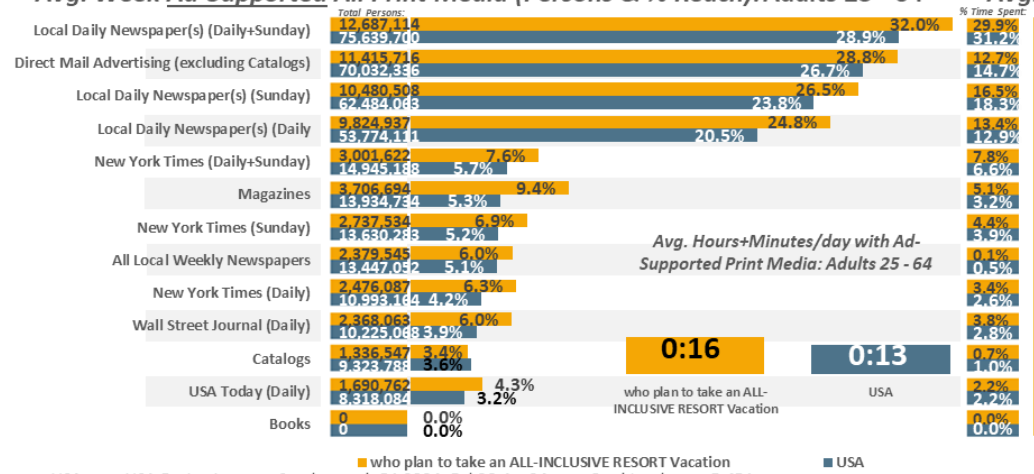
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



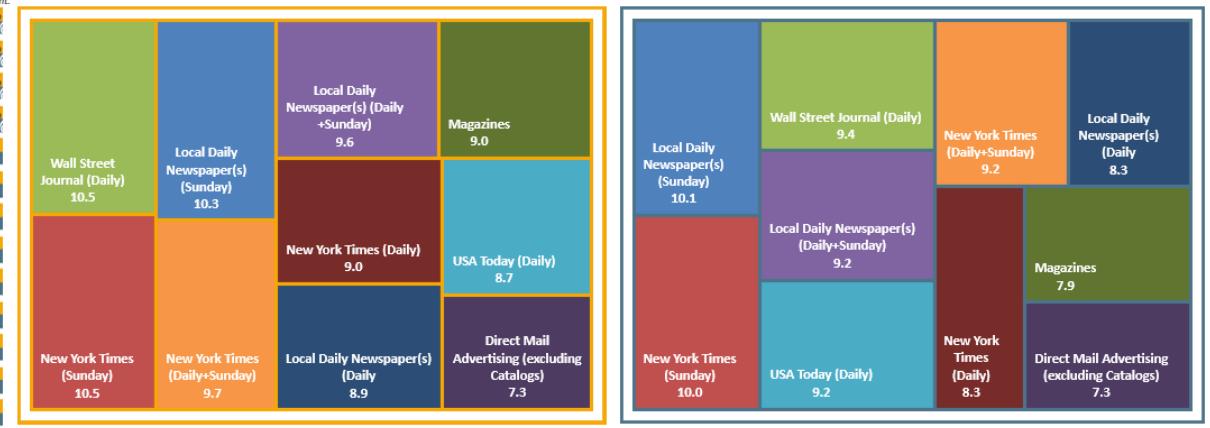
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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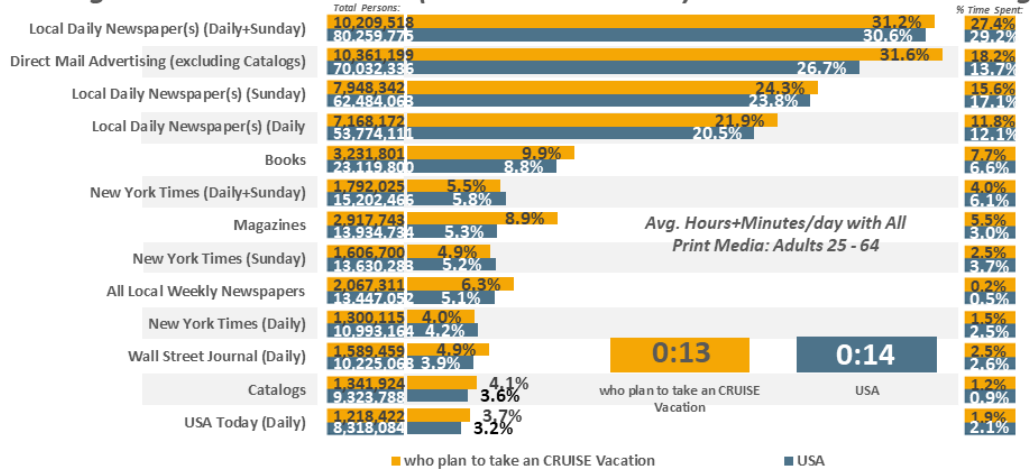
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Types of vacations plan to take next 12 months: All-inclusive resort

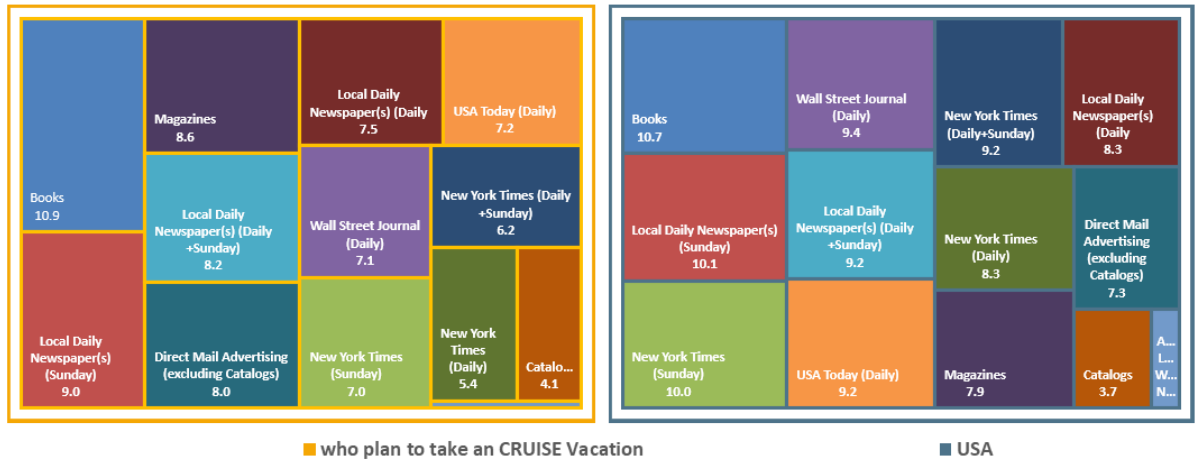
CRUISE

10,209,518 or 31.2% of Adults 25 - 64 who plan to take an CRUISE Vacation read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

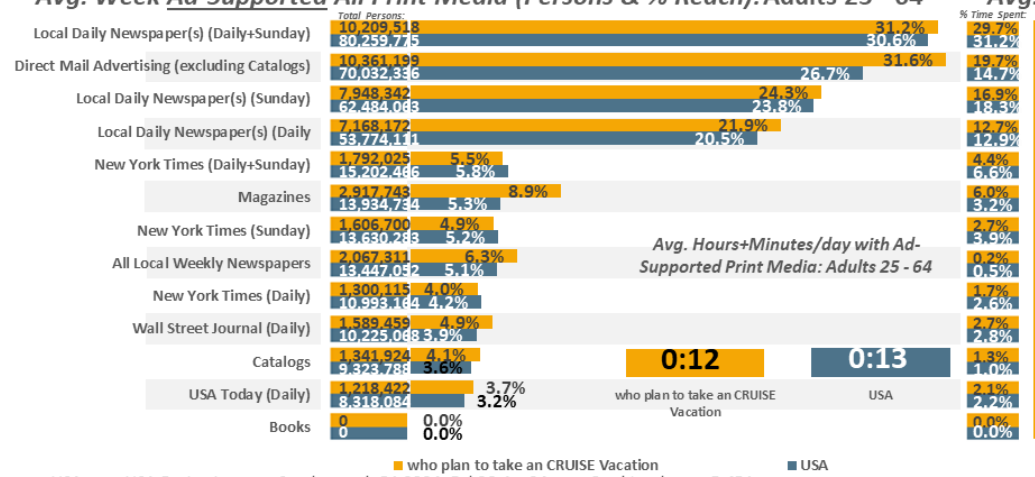
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



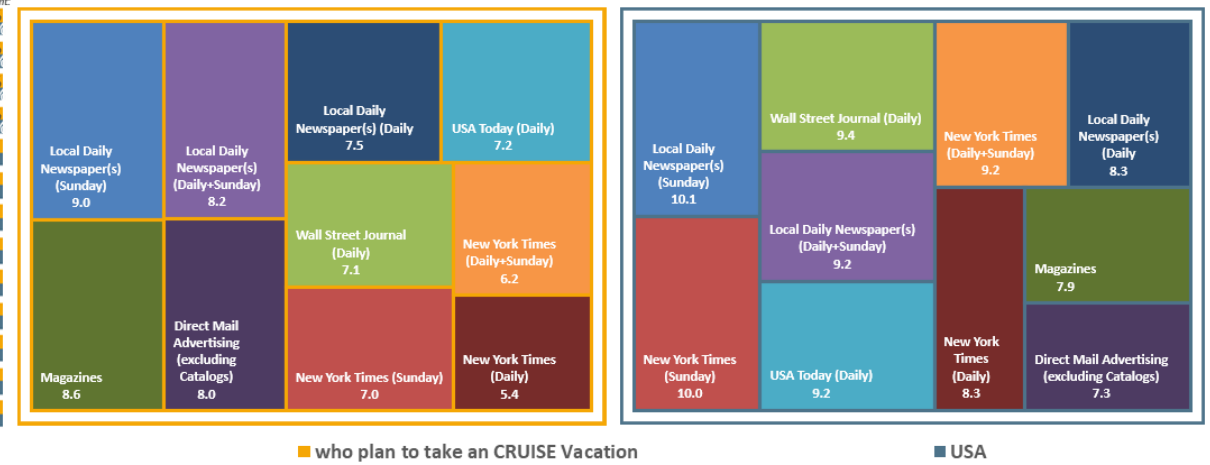
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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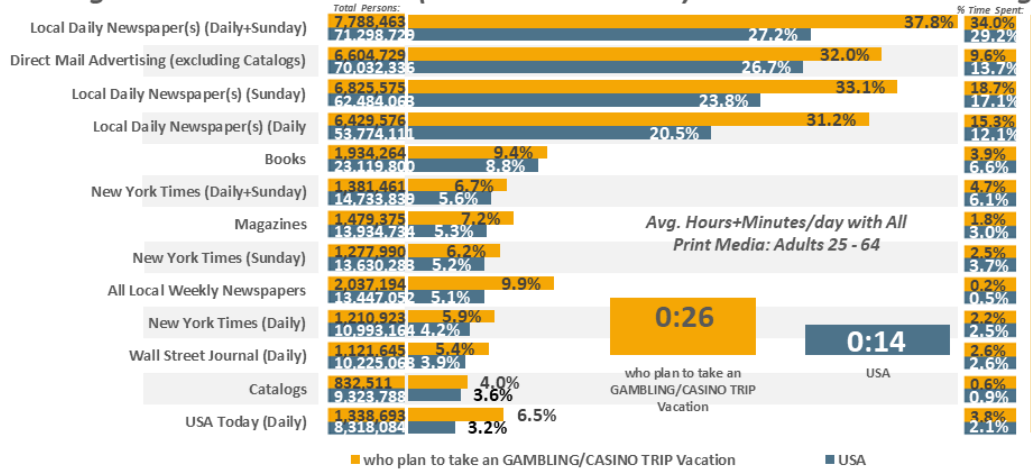
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Types of vacations plan to take next 12 months: Cruise

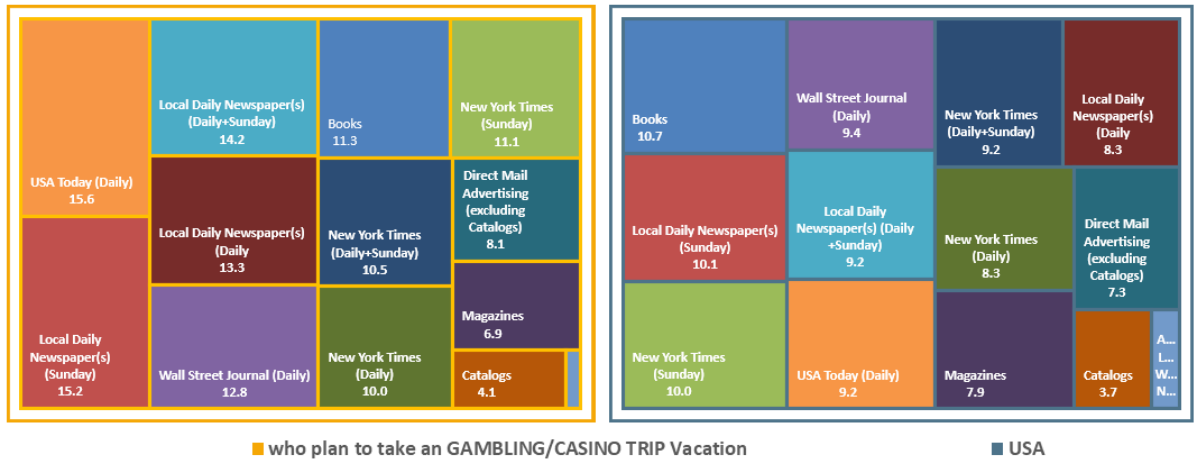
GAMBLING/CASINO

7,788,463 or 37.8% of Adults 25 - 64 who plan to take an GAMBLING/CASINO TRIP Vacation read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.2 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

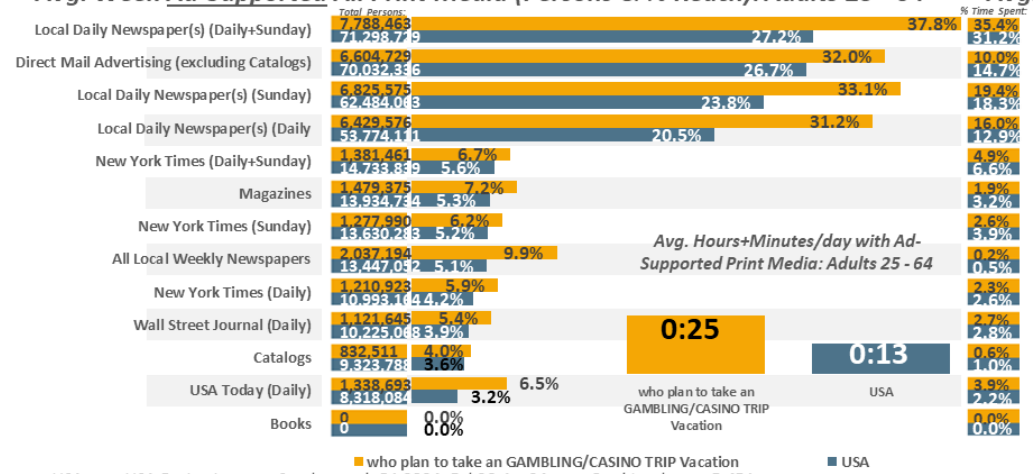
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



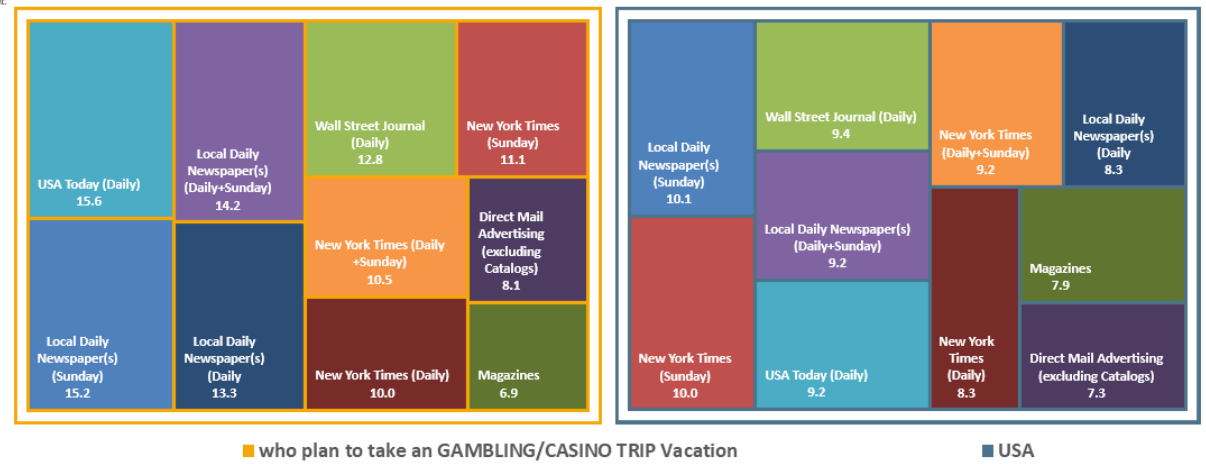
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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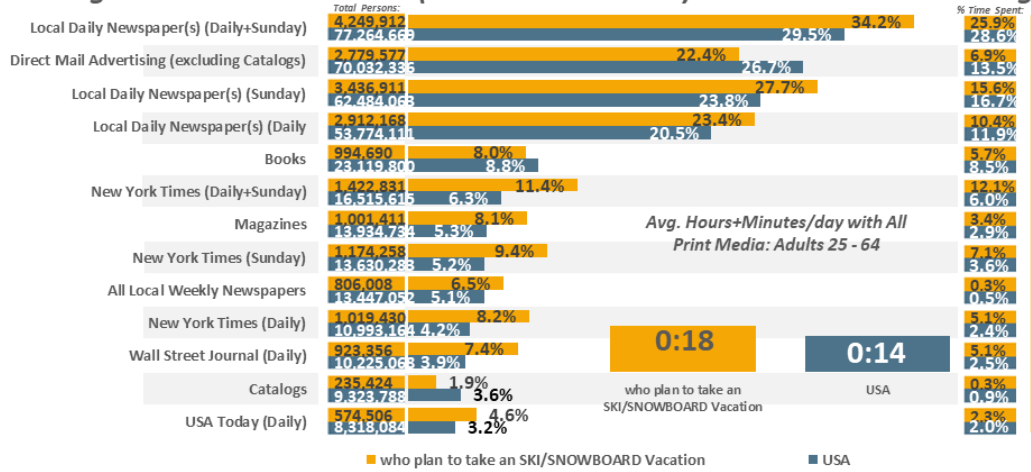
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Types of vacations plan to take next 12 months: Gambling/casino trip

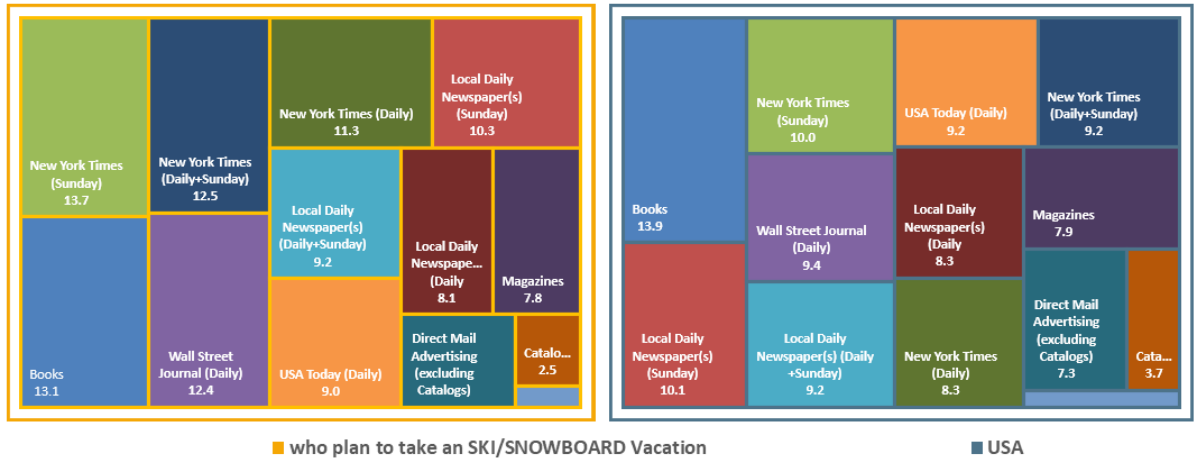
SKI/SNOWBOARD

4,249,912 or 34.2% of Adults 25 - 64 who plan to take an SKI/SNOWBOARD Vacation read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

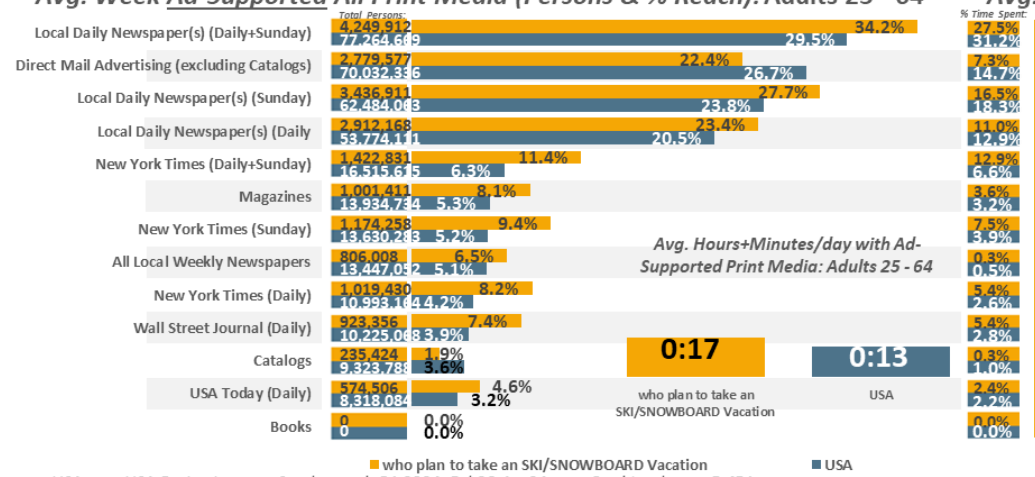
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



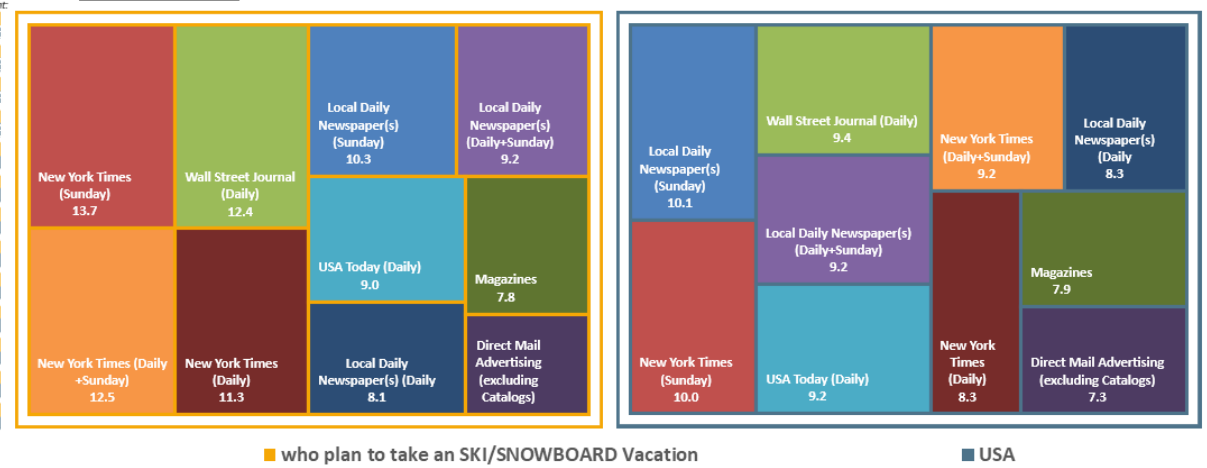
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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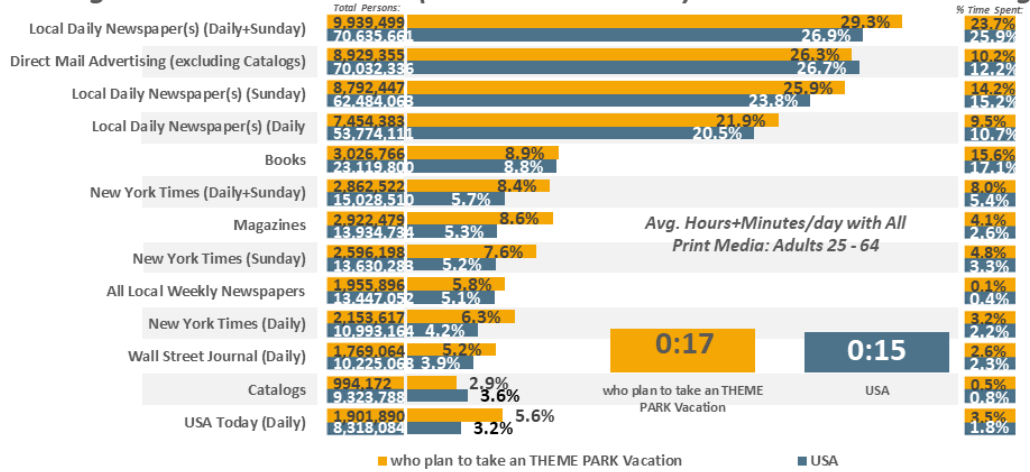
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Types of vacations plan to take next 12 months: Ski vacation

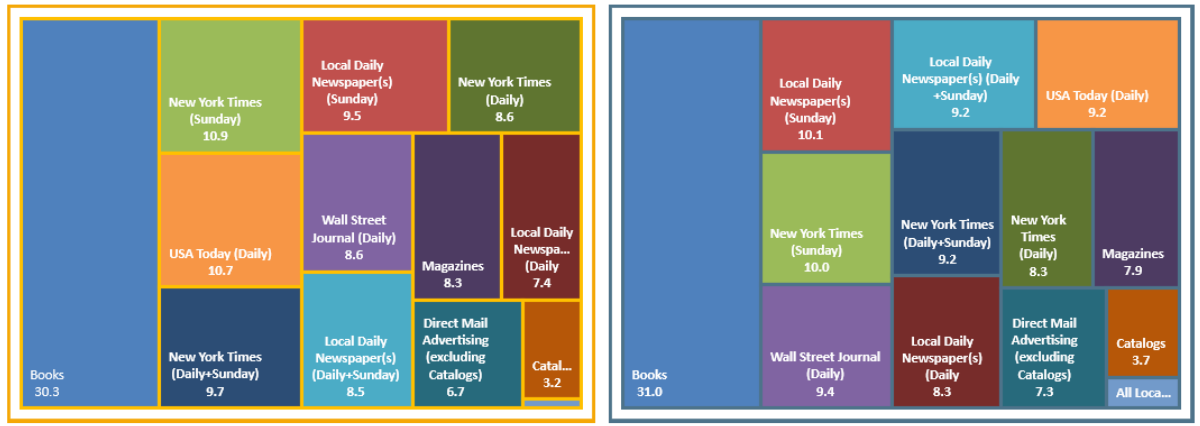
THEME PARK

9,939,499 or 29.3% of Adults 25 - 64 who plan to take an THEME PARK Vacation read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

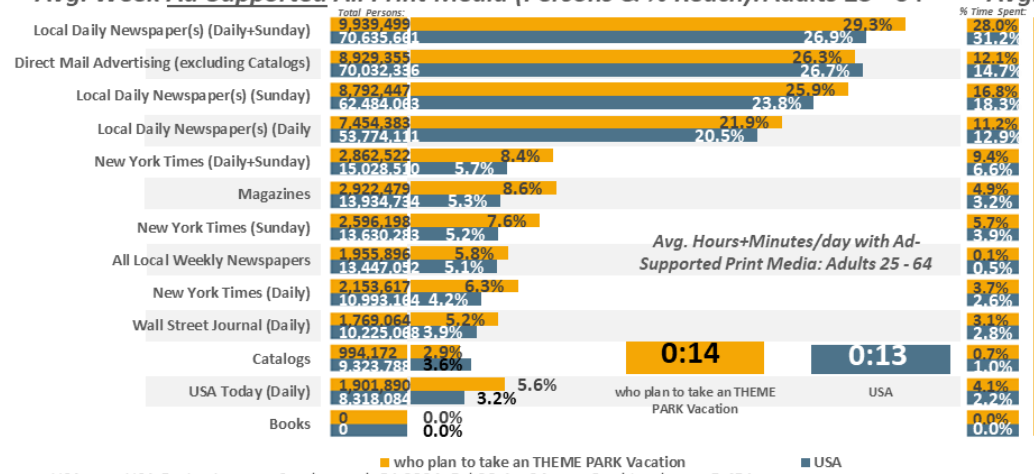
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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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Types of vacations plan to take next 12 months: Theme park vacation