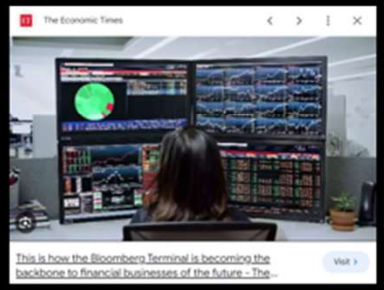
USA-5 DMAs - P18+ who Plan to take a SKI or SNOWBOARD Vacation in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, PHOENIX, and MINNEAPOLIS-ST. PAUL, DMA P18+ who Plan to Take a SKI or SNOWBOARD Vacation in the next 12 months as of AUGUST 2024!





VAIL RESORTS CHI

VAIL RESORTS WDC

VAIL RESORTS SEA

VAIL RESORTS PHO

VAIL RESORTS MSP

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

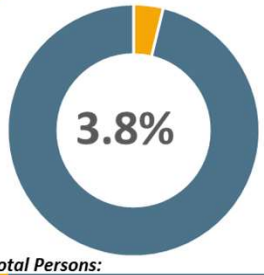
HUBBARD BROADCASTING INC. HB INC.

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

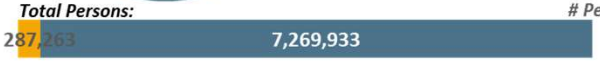


3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Typical Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 37.7 years old (22.1% younger than average) and have a $159,530 (55.7% higher than average) annual household income.

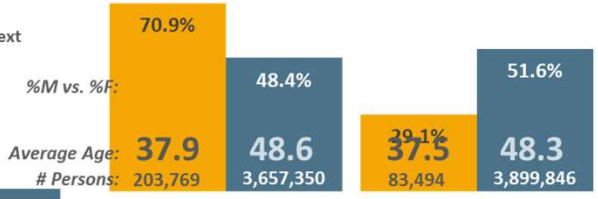
Percent of Market: Adults 18 or older



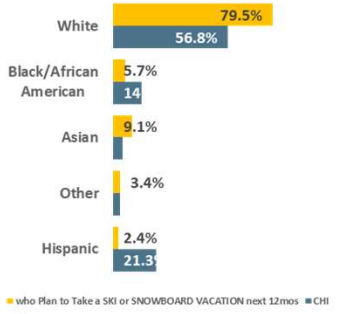
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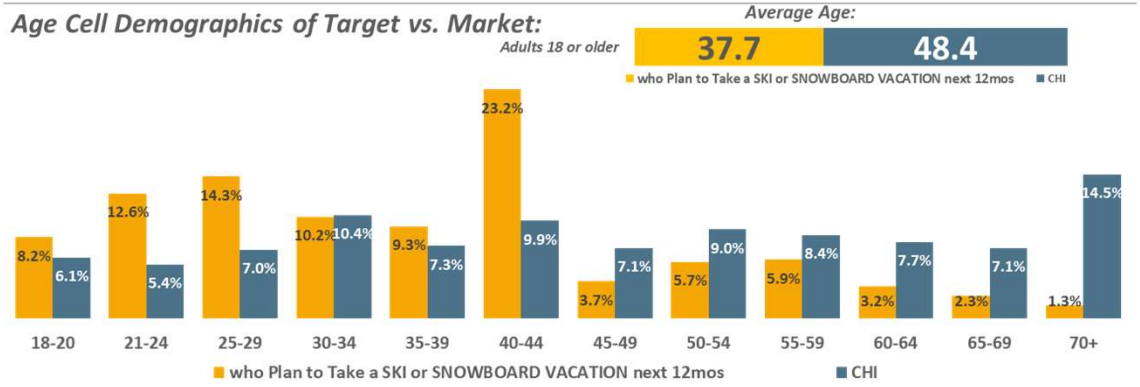
Gender of Target vs. Market: Adults 18 or older



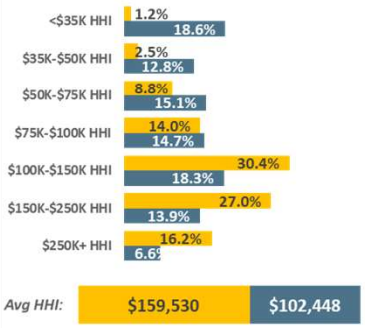
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



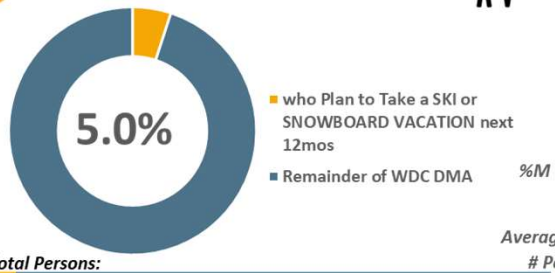
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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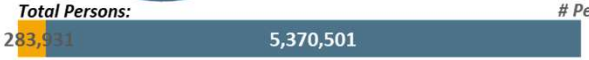
Types of vacations plan to take next 12 months: Ski vacation

5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Typical Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 37.7 years old (21.4% younger than average) and have a $163,972 (27.8% higher than average) annual household income.

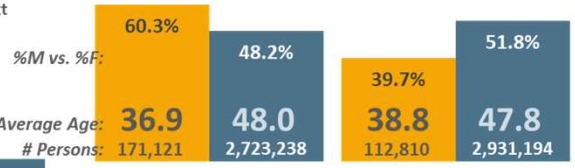
Percent of Market: Adults 18 or older



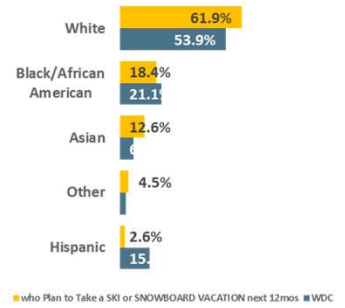
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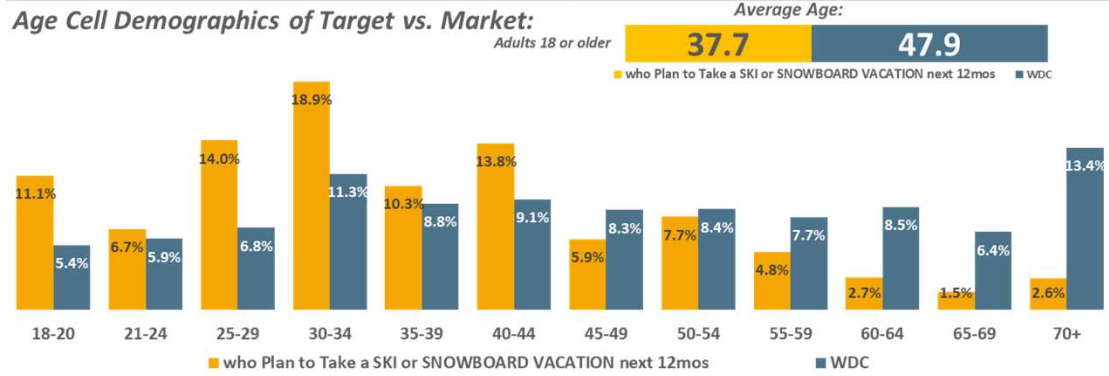
Gender of Target vs. Market: Adults 18 or older



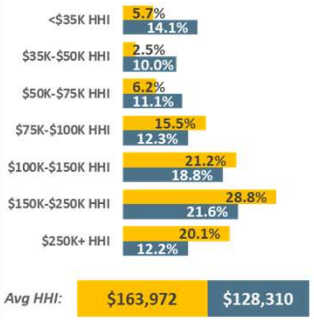
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

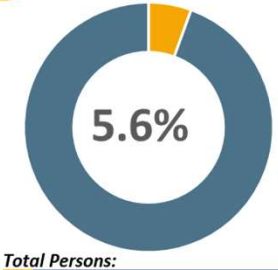
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Types of vacations plan to take next 12 months: Ski vacation

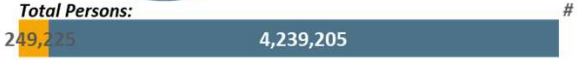


5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Typical Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 42. years old (13.% younger than average) and have a $184,476 (55.6% higher than average) annual household income.

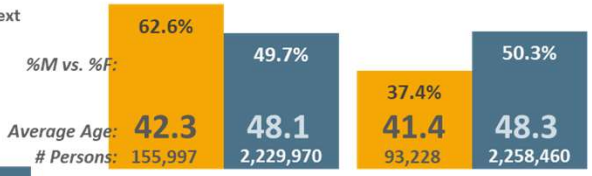
Percent of Market: Adults 18 or older



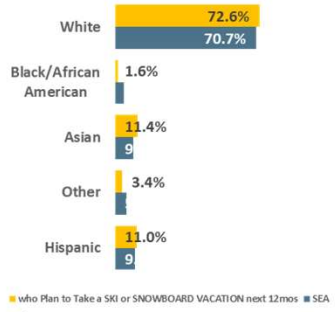
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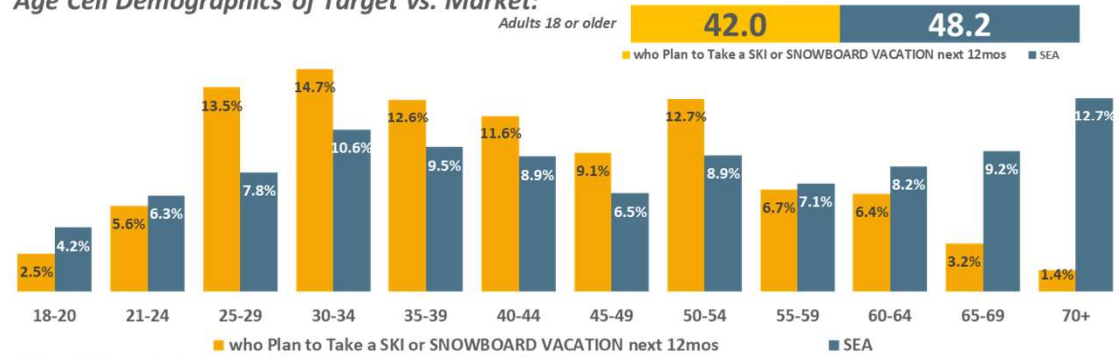
Gender of Target vs. Market: Adults 18 or older



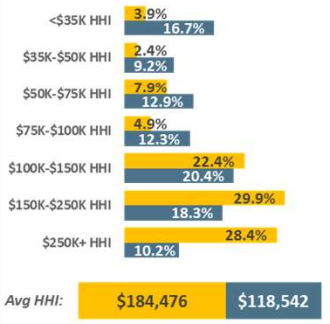
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

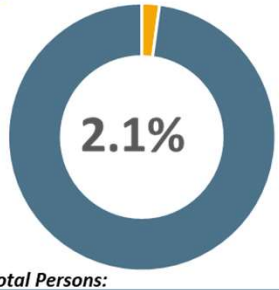
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Types of vacations plan to take next 12 months: Ski vacation



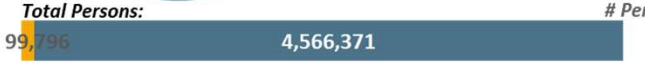
2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Typical Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 44.8 years old (9.4% younger than average) and have a $168,988 (70.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

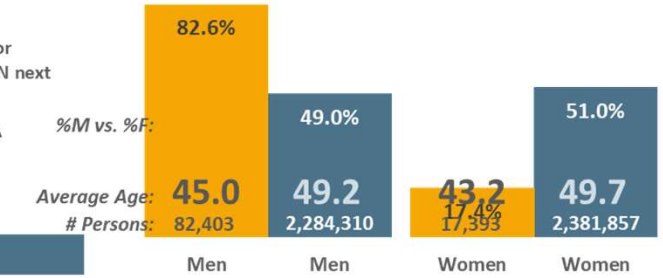


- who Plan to Take a SKI or SNOWBOARD VACATION next 12mos
- Remainder of PHO DMA

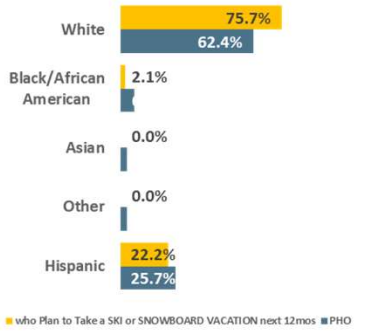
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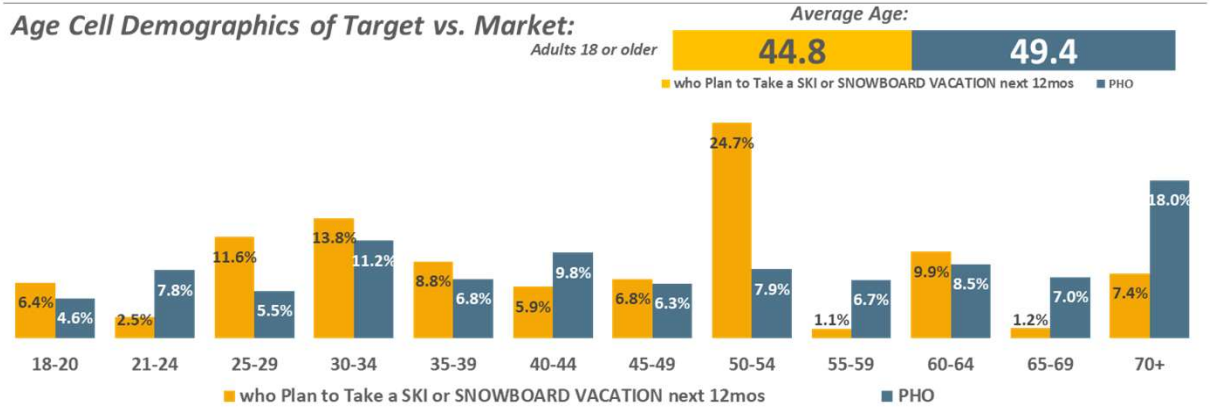
Gender of Target vs. Market: Adults 18 or older



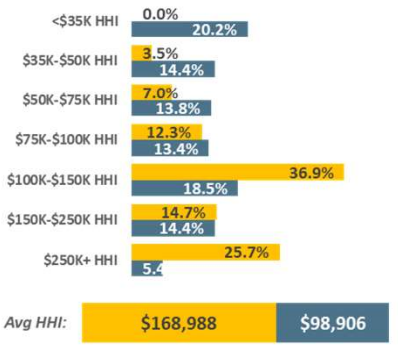
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

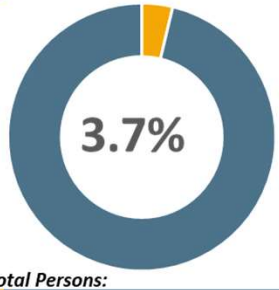
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Types of vacations plan to take next 12 months: Ski vacation

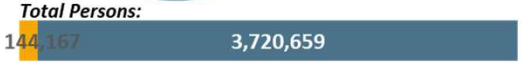


3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Typical Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 44.6 years old (8.7% younger than average) and have a $140,551 (31.3% higher than average) annual household income.

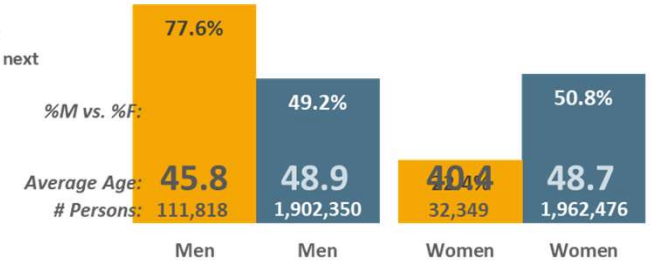
Percent of Market: Adults 18 or older



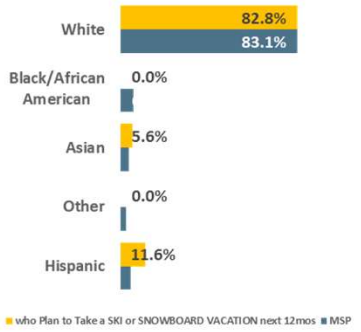
Total Persons:



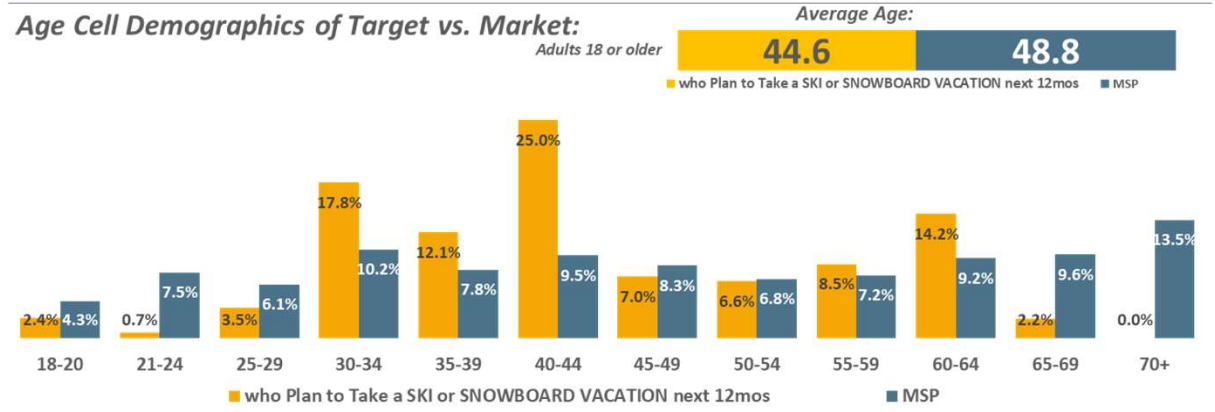
Gender of Target vs. Market: Adults 18 or older



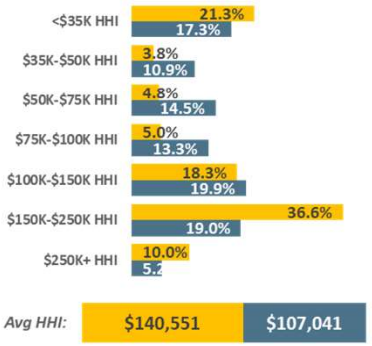
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

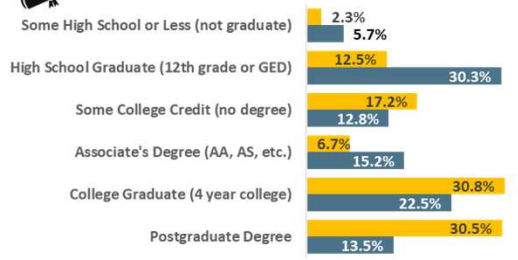
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Types of vacations plan to take next 12 months: Ski vacation

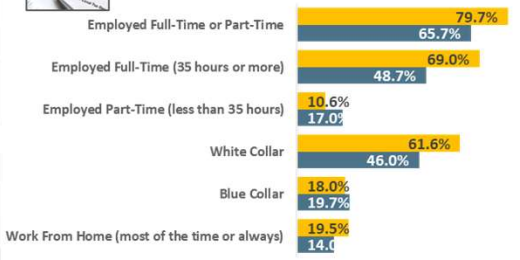


3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 70.1% more likely to be a college graduate, 41.7% more likely to work full-time, 10.6% less likely to be married, 31.3% more likely to be a parent of 1 or more children under 1

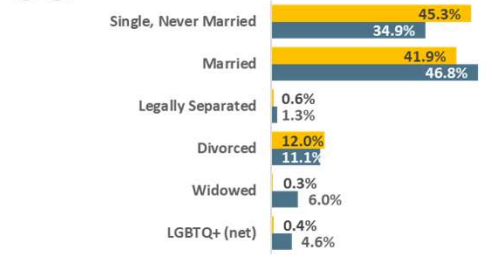
Education Levels: Adults 18 or older



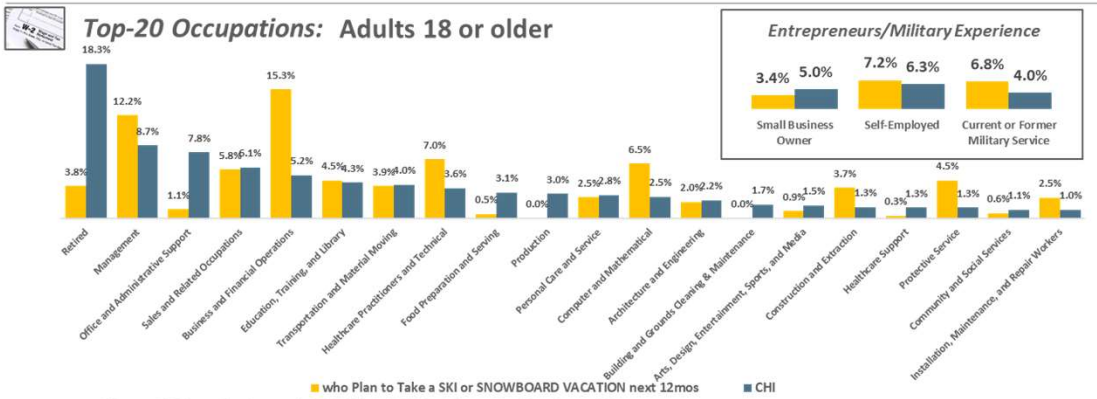
Employment: Adults 18 or older



Marital Status: Adults 18 or older

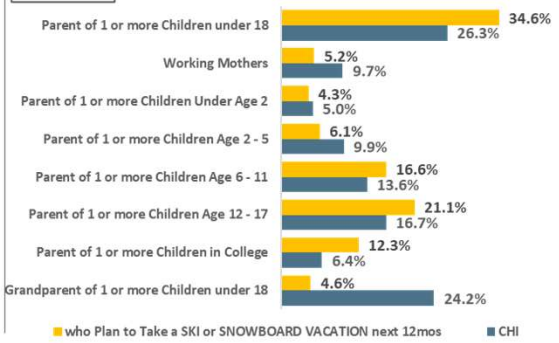


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

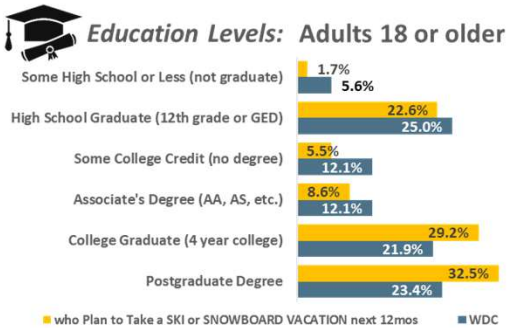


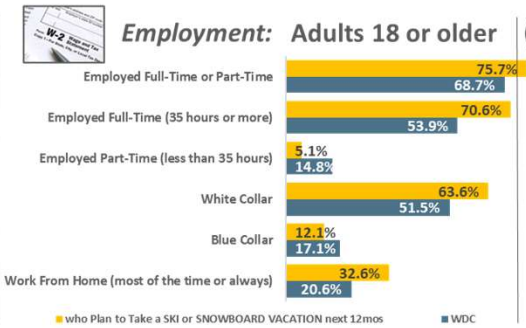
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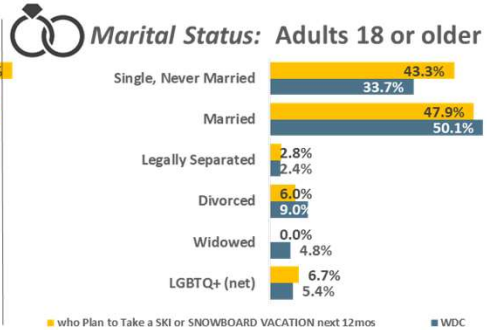
Types of vacations plan to take next 12 months: Ski vacation

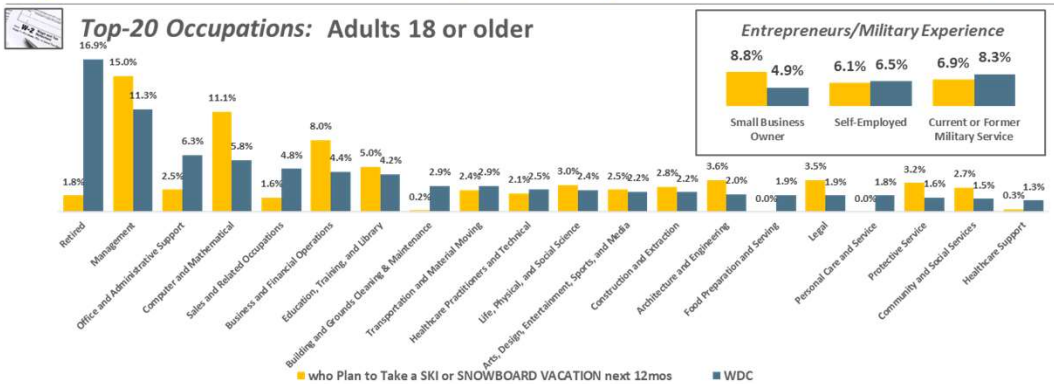


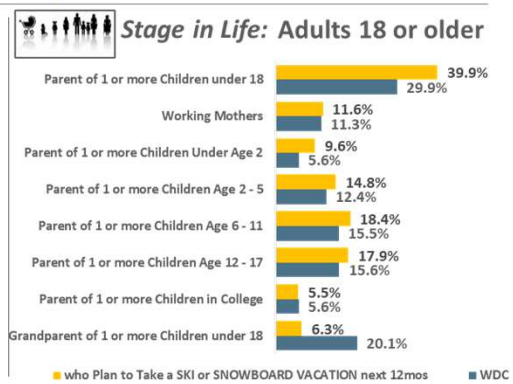
5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 36.3% more likely to be a college graduate, 30.9% more likely to work full-time, 4.4% less likely to be married, 33.2% more likely to be a parent of 1 or more children under 18











WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

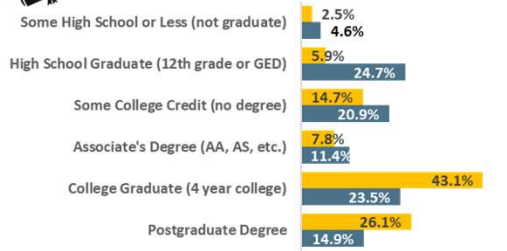
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Types of vacations plan to take next 12 months: Ski vacation

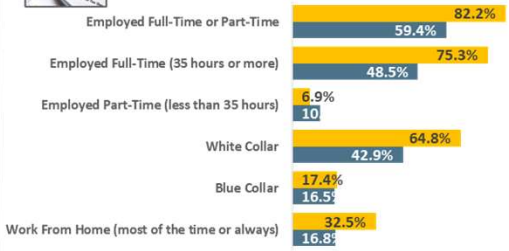


5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 80.2% more likely to be a college graduate, 55.2% more likely to work full-time, 9.9% more likely to be married, 20.% more likely to be a parent of 1 or more children under 18.

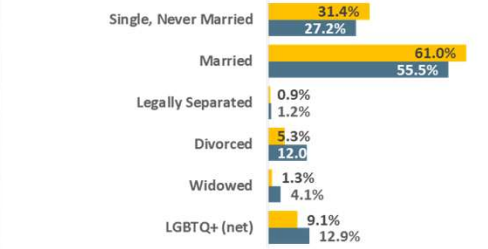
Education Levels: Adults 18 or older



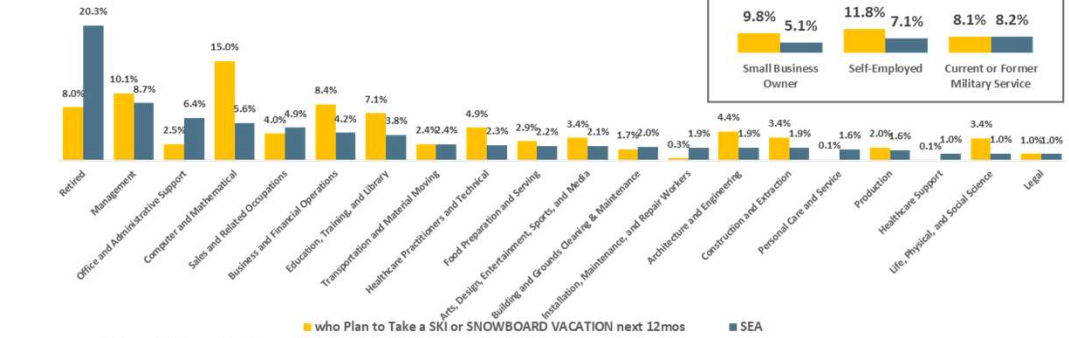
Employment: Adults 18 or older



Marital Status: Adults 18 or older

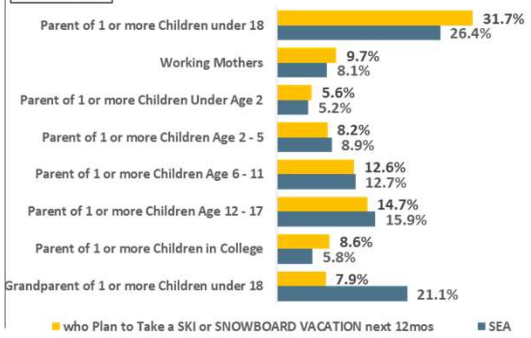


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

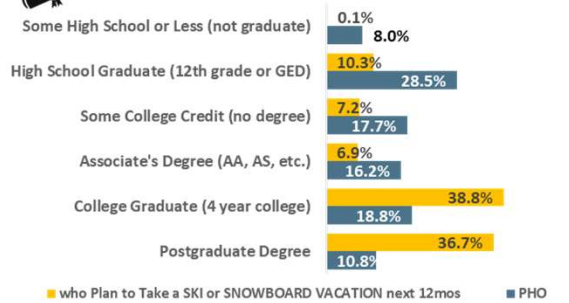
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Types of vacations plan to take next 12 months: Ski vacation

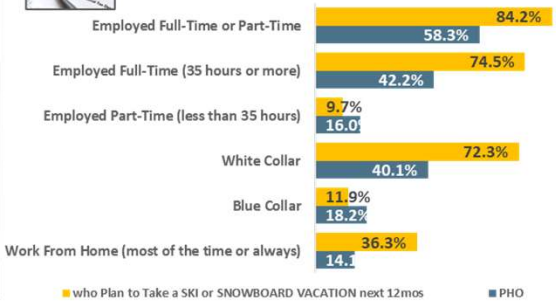


2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 155.2% more likely to be a college graduate, 76.5% more likely to work full-time, 26.3% less likely to be married, 62.1% less likely to be a parent of 1 or more children under

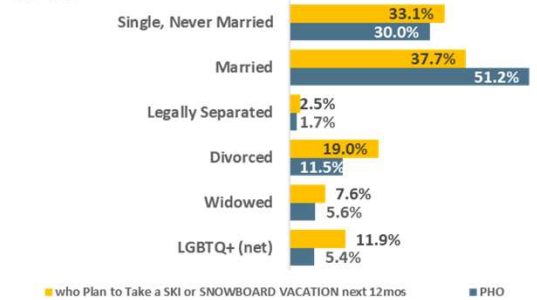
Education Levels: Adults 18 or older



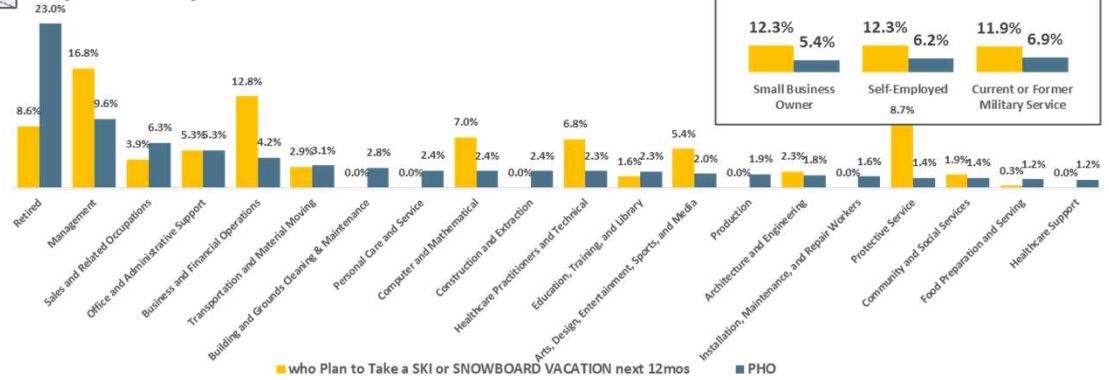
Employment: Adults 18 or older



Marital Status: Adults 18 or older

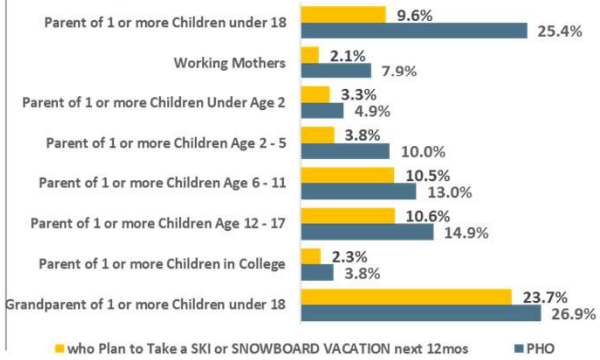


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

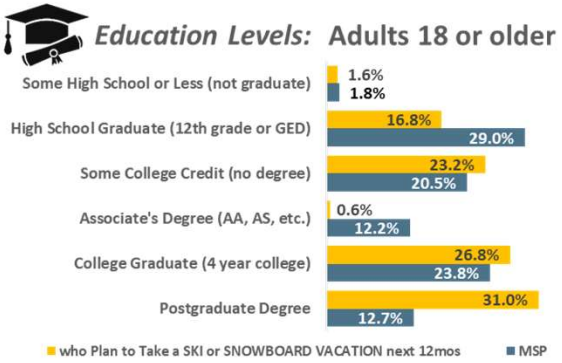
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Types of vacations plan to take next 12 months: Ski vacation

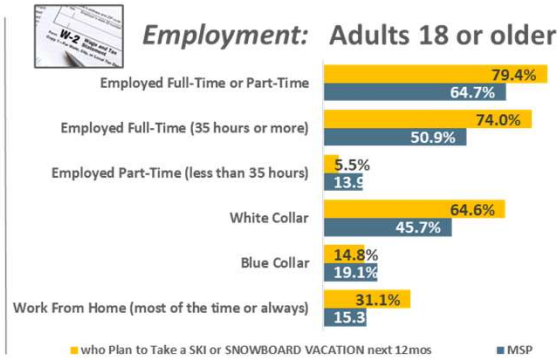


3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 58.2% more likely to be a college graduate, 45.4% more likely to work full-time, 4.6% less likely to be married, 71.% more likely to be a parent of 1 or more children under 18.

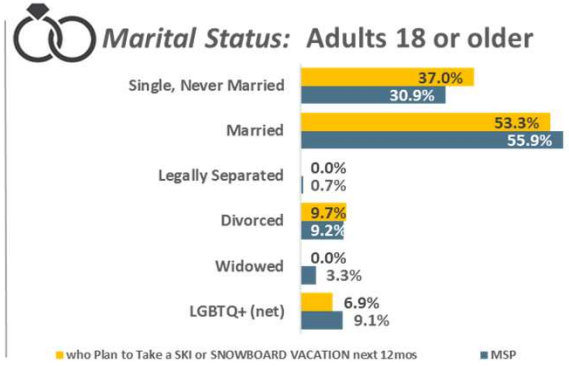
Education Levels: Adults 18 or older



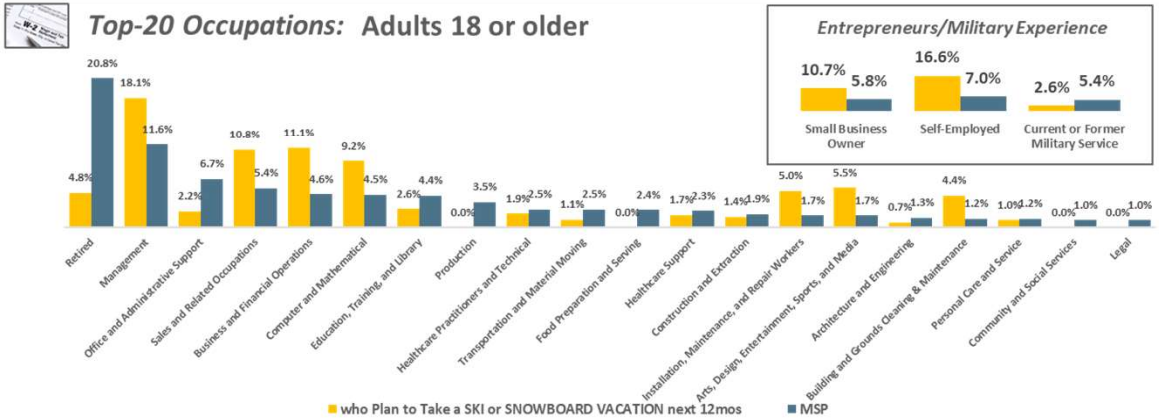
Employment: Adults 18 or older



Marital Status: Adults 18 or older

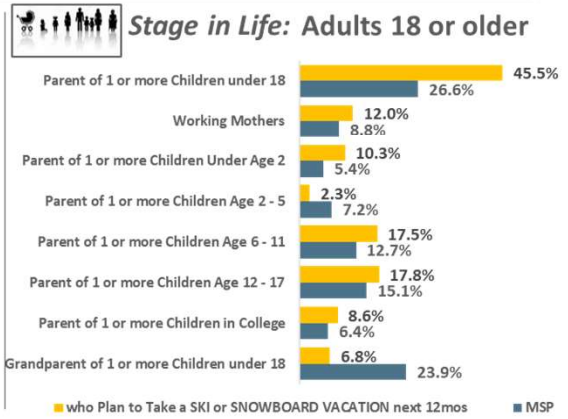


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

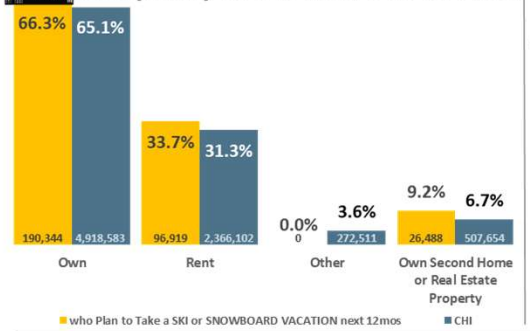
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Types of vacations plan to take next 12 months: Ski vacation

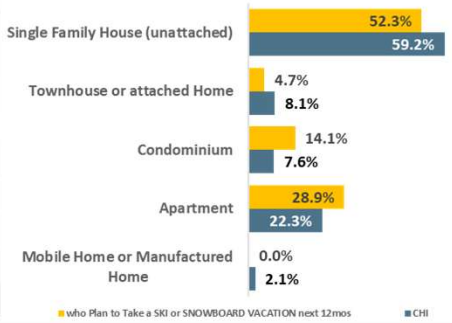


3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 1.8% more likely to own their home, 42.3% more likely to own a higher valued home, 11.7% less likely to have a single-family home, 6.7% more likely to have a dog.

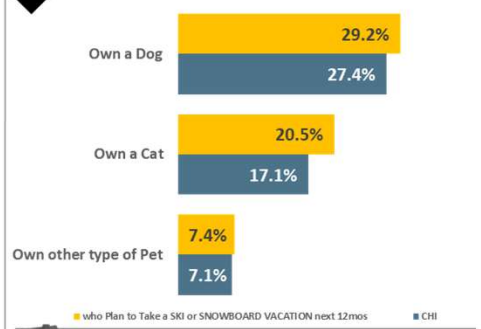
Own/Rent/Other: Adults 18 or older



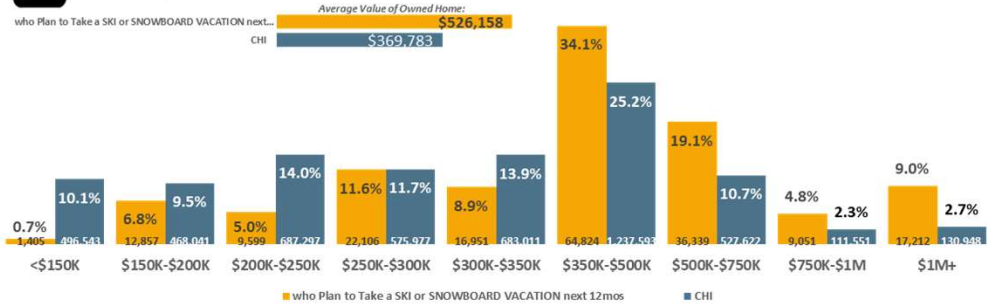
Type of Home: Adults 18 or older



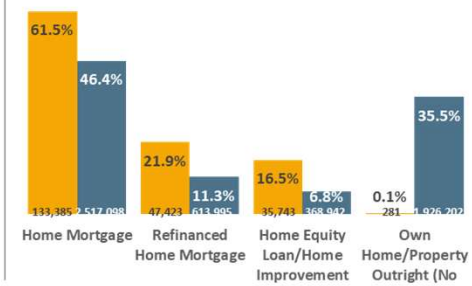
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



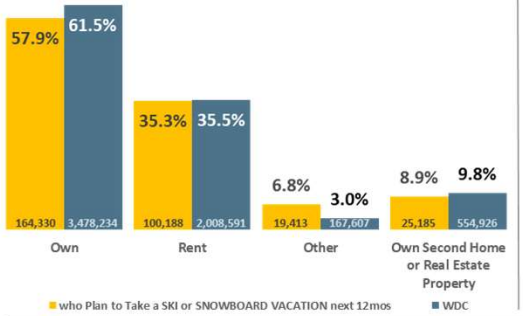
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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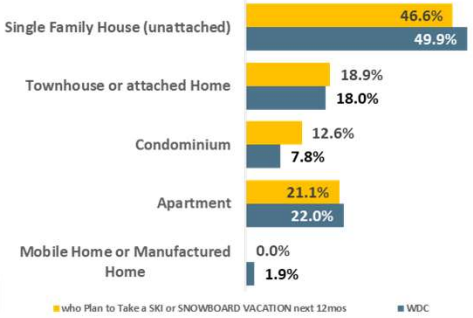
Types of vacations plan to take next 12 months: Ski vacation

5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 5.9% less likely to own their home, 34.7% more likely to own a higher valued home, 6.5% less likely to have a single-family home, 6.2% more likely to have a dog.

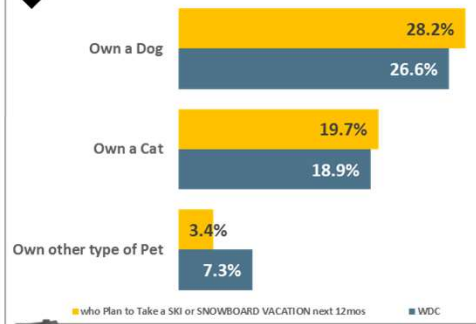
Own/Rent/Other: Adults 18 or older



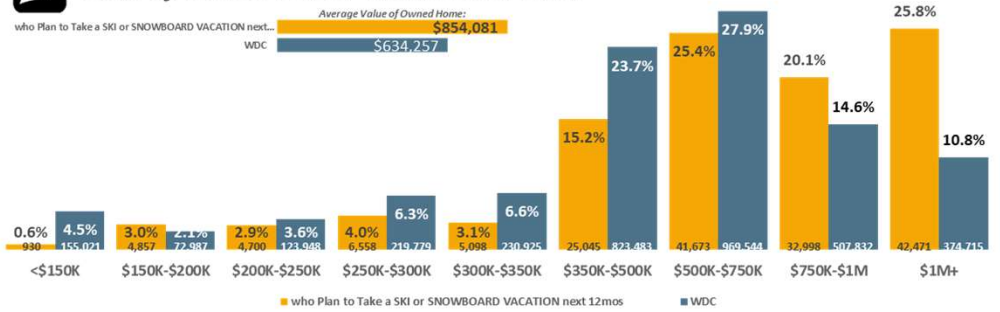
Type of Home: Adults 18 or older



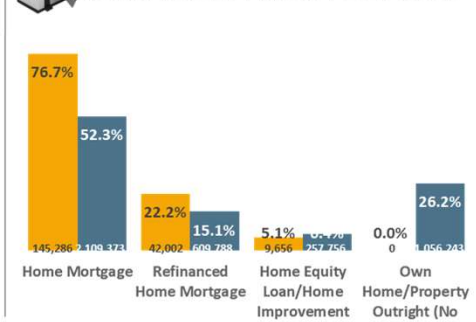
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

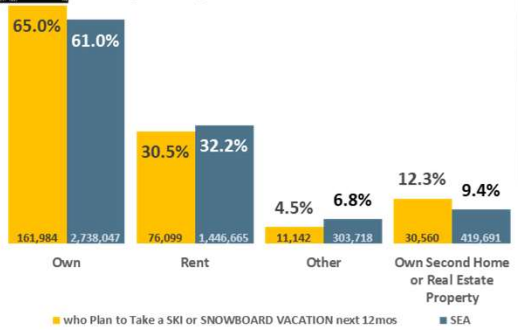
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Types of vacations plan to take next 12 months: Ski vacation

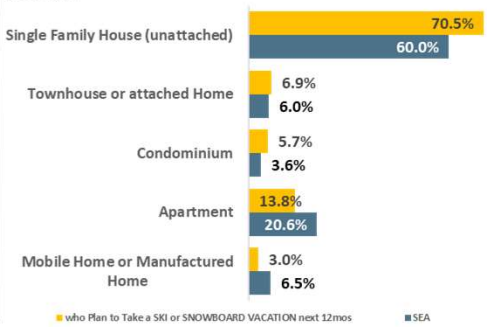


5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 6.5% more likely to own their home, 38.% more likely to own a higher valued home, 17.5% more likely to have a single-family home, 5.7% more likely to have a dog.

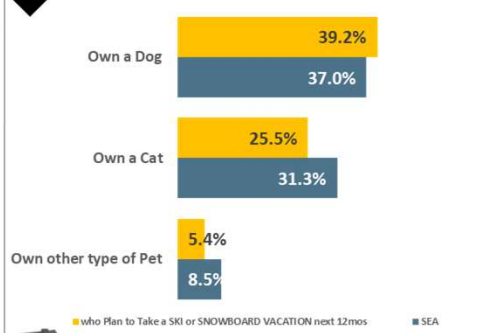
Own/Rent/Other: Adults 18 or older



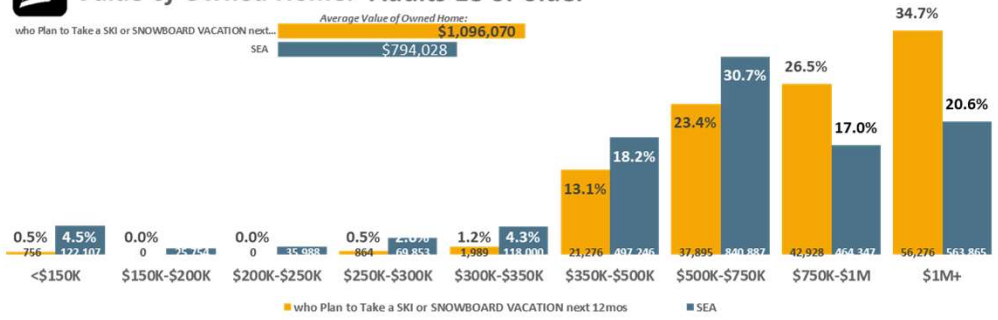
Type of Home: Adults 18 or older



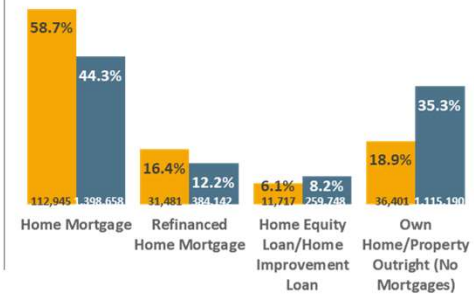
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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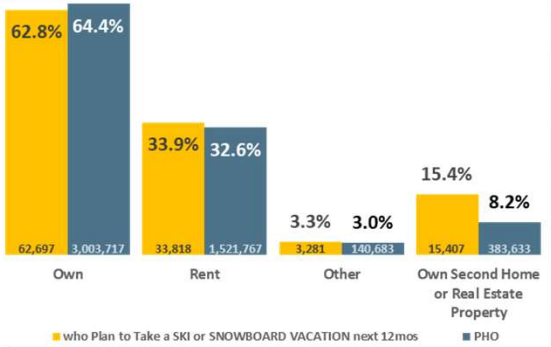
Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS

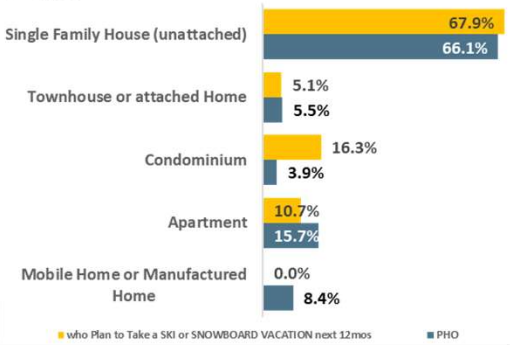
PHO

2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 2.4% less likely to own their home, 28.9% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 2.1% less likely to have a dog.

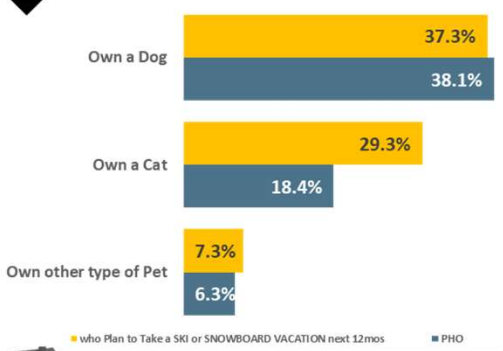
Own/Rent/Other: Adults 18 or older



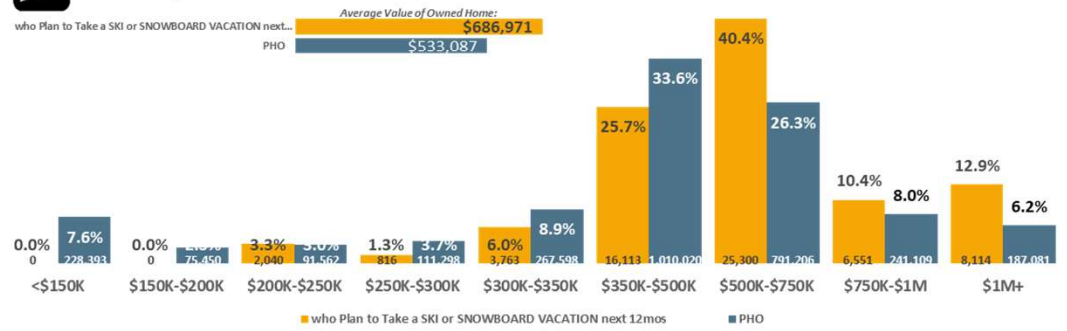
Type of Home: Adults 18 or older



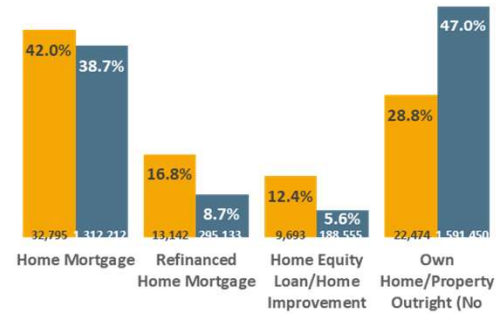
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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

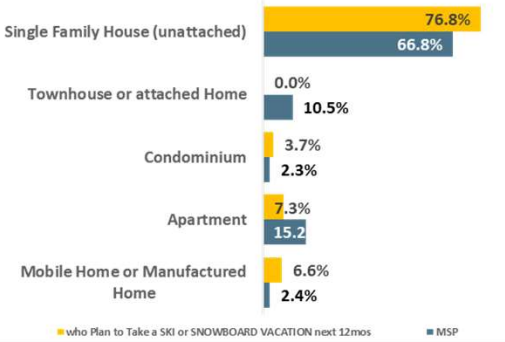
VAIL RESORTS MSP

3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 9.% more likely to own their home, 43.8% more likely to own a higher valued home, 14.9% more likely to have a single-family home, 4.7% more likely to have a dog.

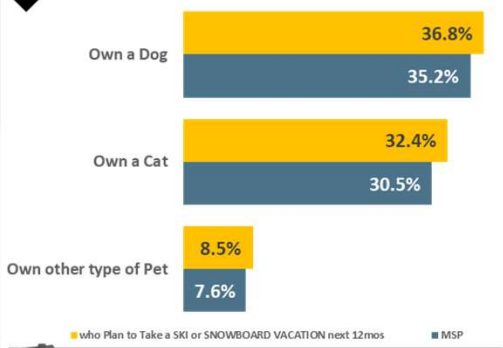
Own/Rent/Other: Adults 18 or older



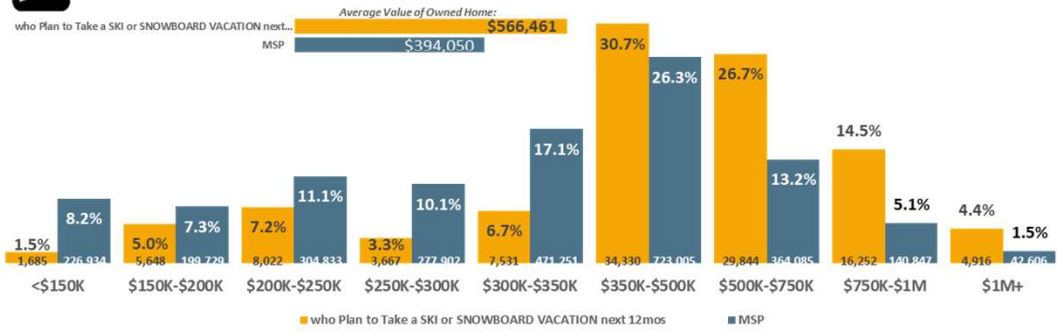
Type of Home: Adults 18 or older



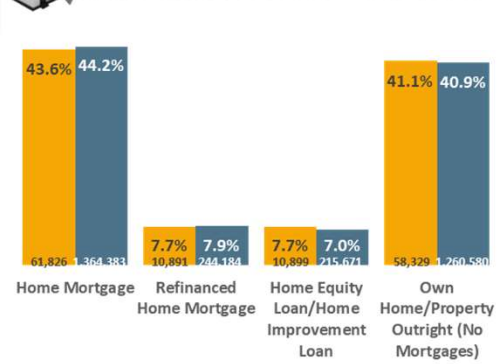
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

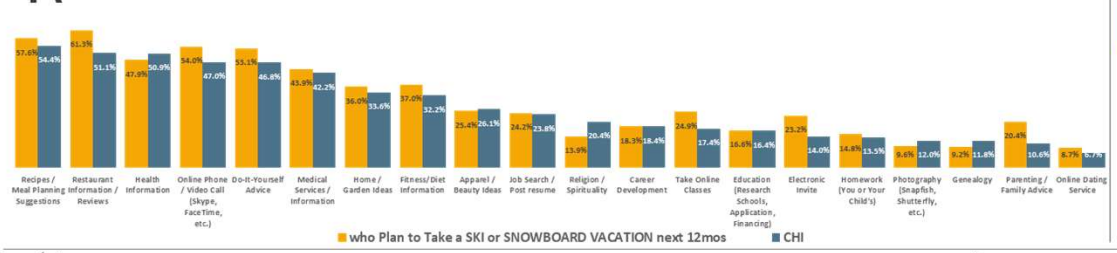
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Types of vacations plan to take next 12 months: Ski vacation

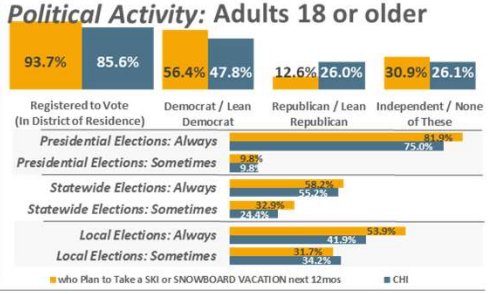


3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 13.3% more likely to look up D-I-Y advice online, 28.6% more likely to always vote in local elections, 102.1% more likely to belong to a gym, 70.8% more likely to fly domestic

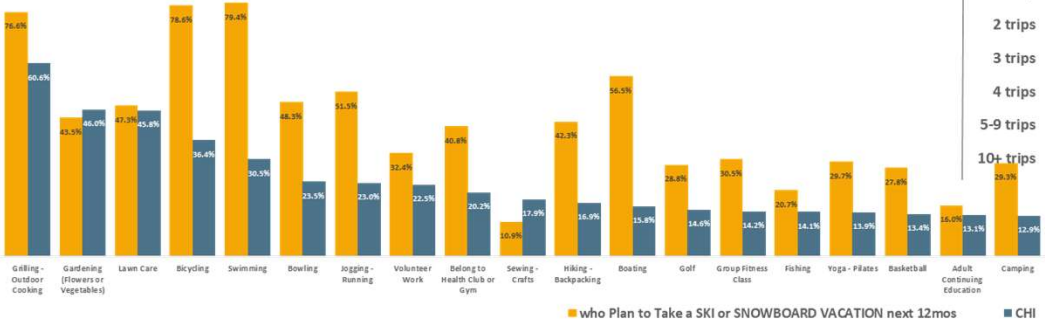
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



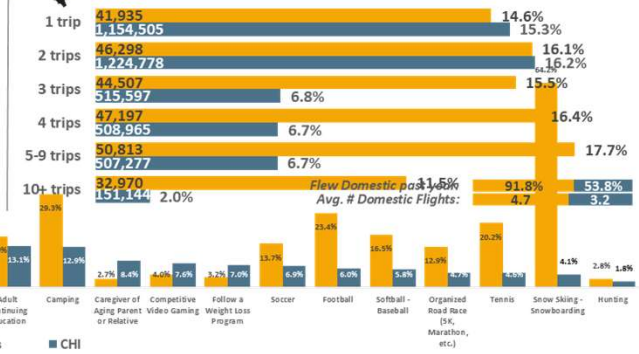
Political Activity: Adults 18 or older



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



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



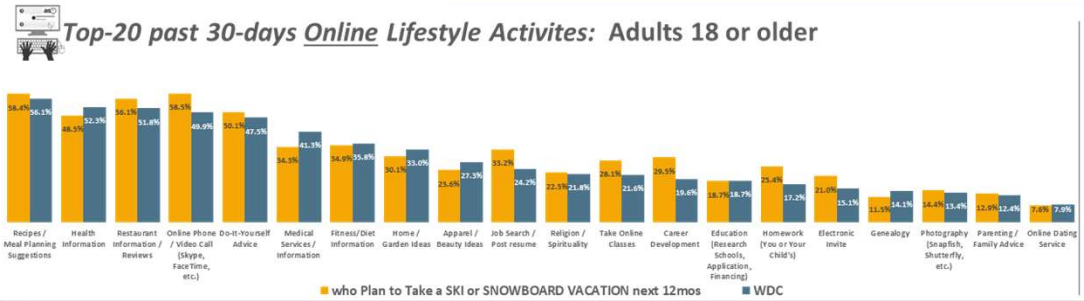
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

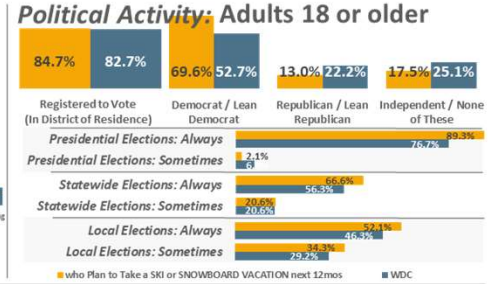
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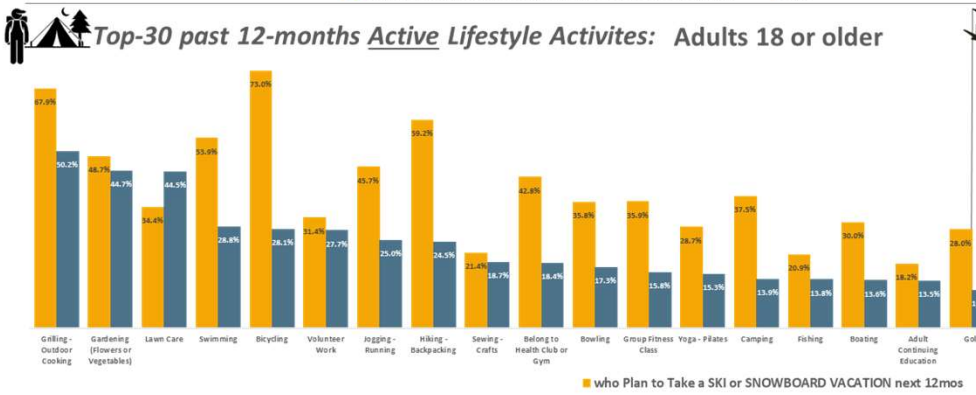
Types of vacations plan to take next 12 months: Ski vacation

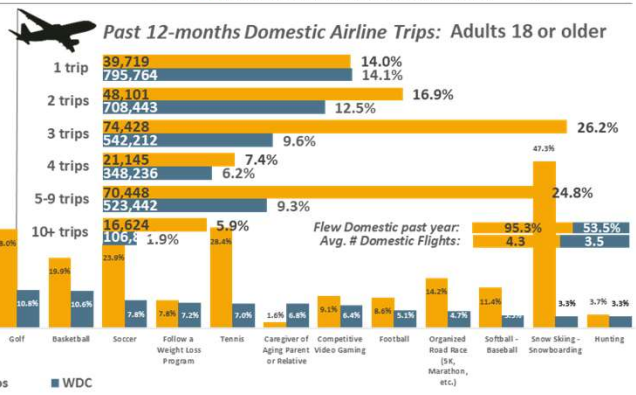


5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 5.4% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 132.5% more likely to belong to a gym, 78.1% more likely to fly domestic p









WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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

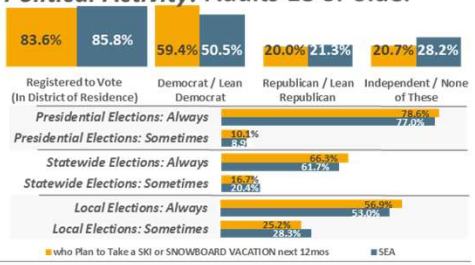


5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 6.2% more likely to look up D-I-Y advice online, 7.5% more likely to always vote in local elections, 94.6% more likely to belong to a gym, 41.1% more likely to fly domestic pas

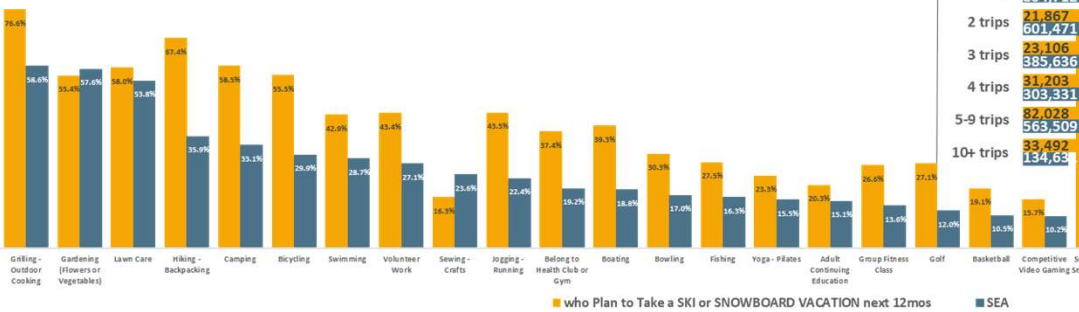
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



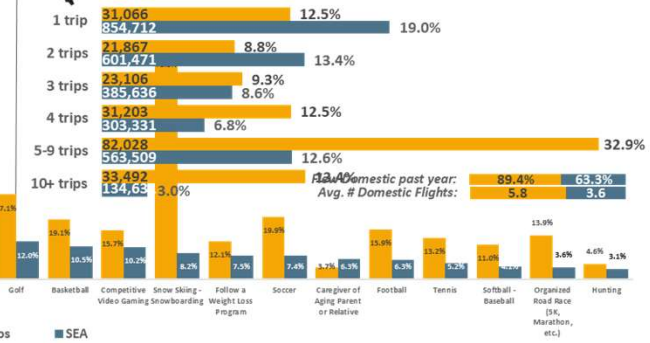
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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

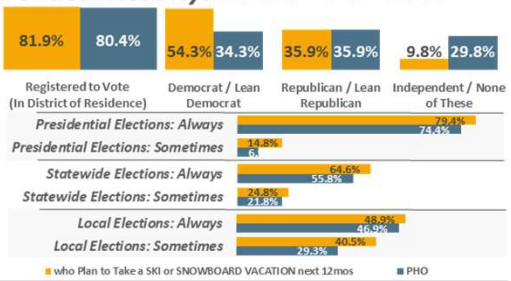


2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 40.5% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 216.8% more likely to belong to a gym, 88.3% more likely to fly domestic p

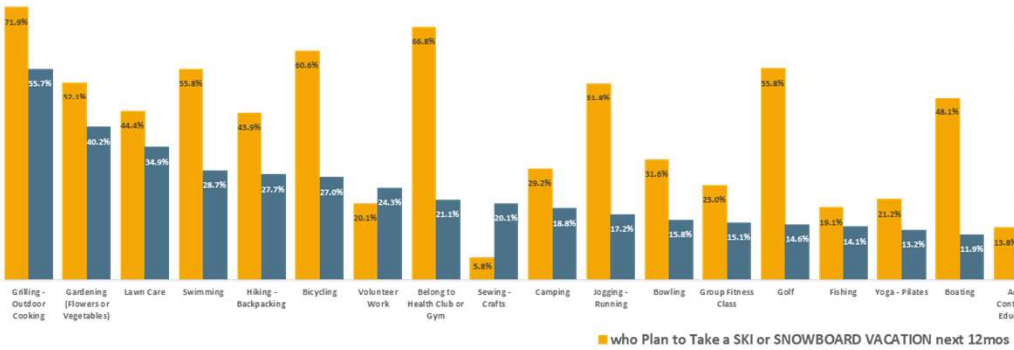
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



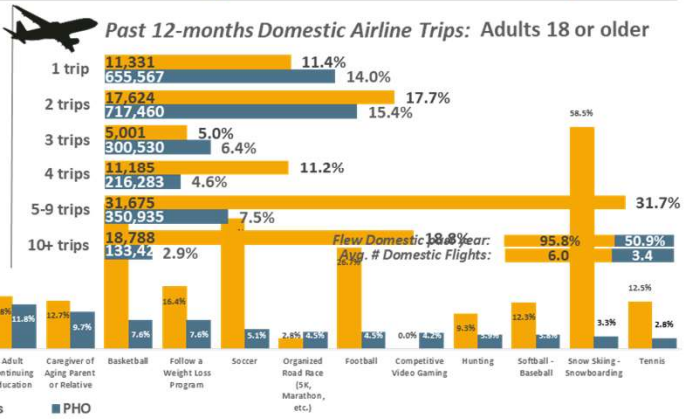
Political Activity: Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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

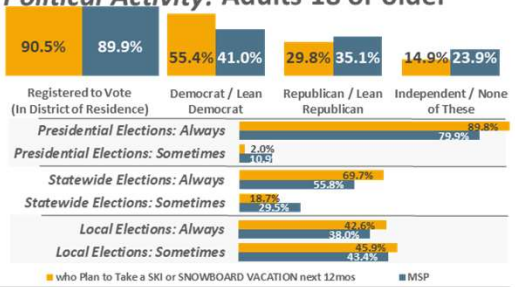


3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 4.% more likely to look up D-I-Y advice online, 12.3% more likely to always vote in local elections, 16.4% more likely to belong to a gym, 28.3% more likely to fly domestic pas

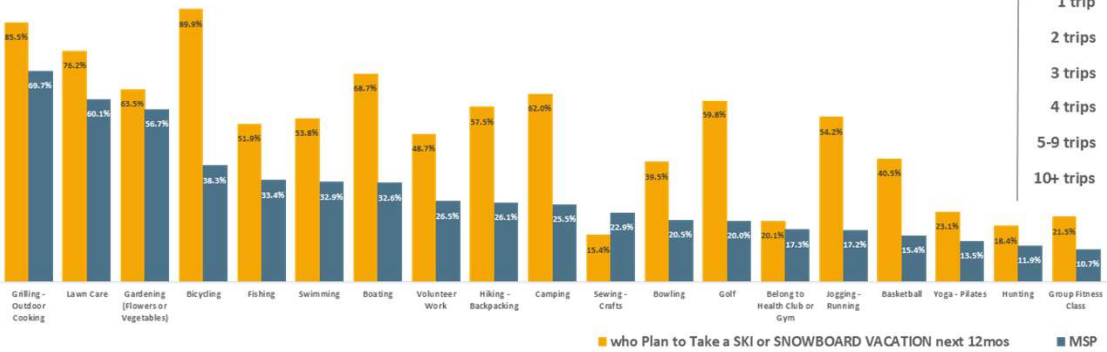
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



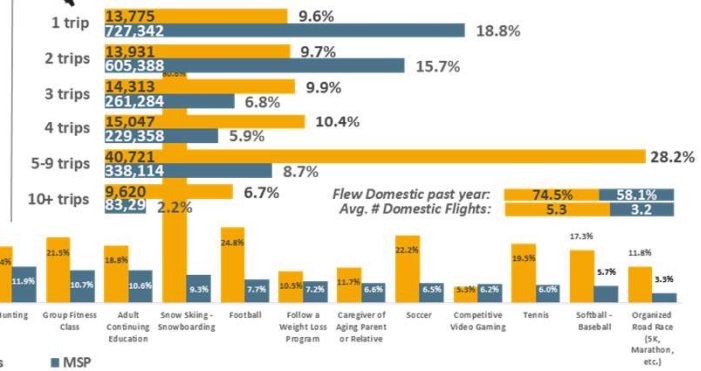
Political Activity: Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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



3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 5.7% more likely to use QSRs past mo., 25.5% more likely to use Sit-Down Restaurants past mo., 35.% more likely to use Casinos past yr., 94.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



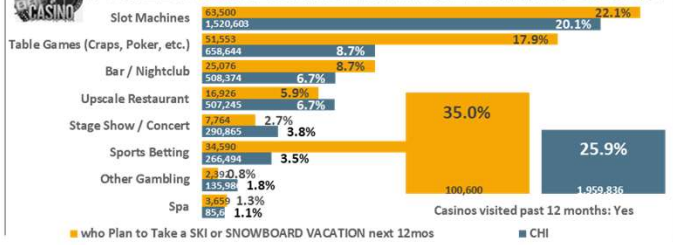
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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



5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 2.6% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 17.5% more likely to use Casinos past yr., 59.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.8% 260,780 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 6.4 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 85.7% 243,420 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

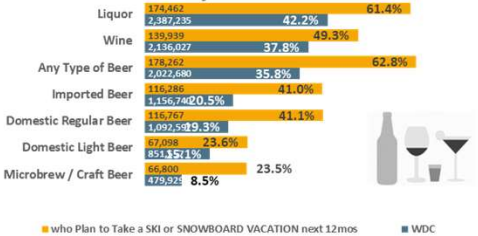


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Plan to Take a SKI or SNOWBOARD VACATION.. 84,715 29.8%

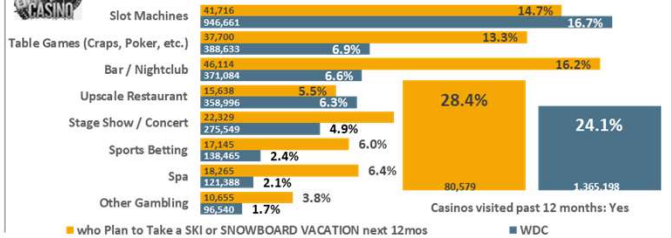
WDC 1,438,719 25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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



5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 4.7% more likely to use QSRs past mo., 24.1% more likely to use Sit-Down Restaurants past mo., 25.9% less likely to use Casinos past yr., 42.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

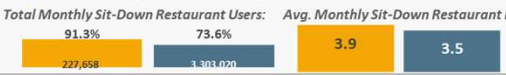


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

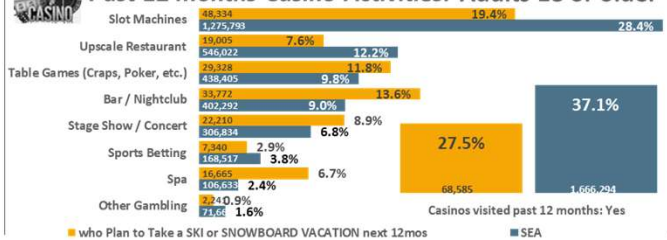


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





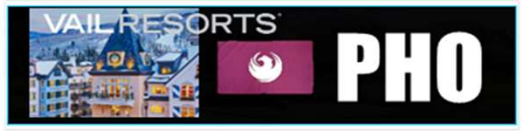
Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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



2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 6.% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 40.6% more likely to use Casinos past yr., 77.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.2% 95,055 | 89.9% 4,193,411

Avg. Monthly QSR Meals: 6.6 | 7.2

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



Total Monthly Sit-Down Restaurant Users: 86.3% 86,113 | 77.2% 3,604,375

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Plan to Take a SKI or SNOWBOARD VACATION... 17,912 17.9%

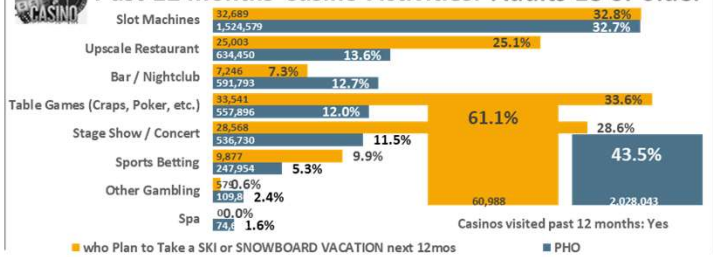
PHO 770,388 16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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



3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 10.% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 44.9% more likely to use Casinos past yr., 80.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



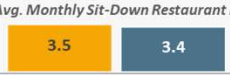
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

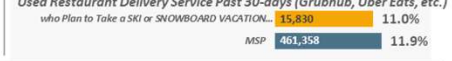


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

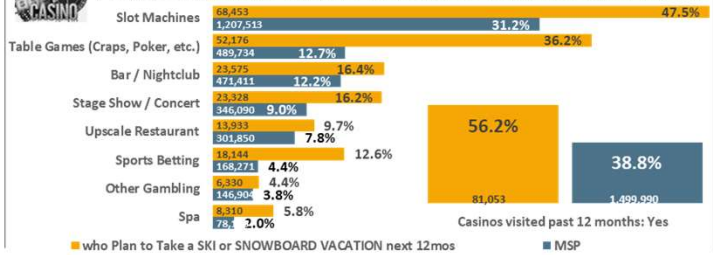


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



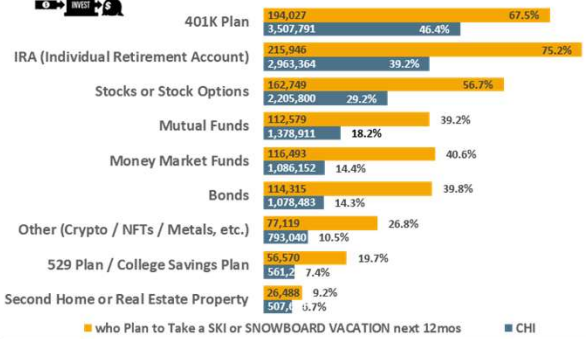
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Types of vacations plan to take next 12 months: Ski vacation

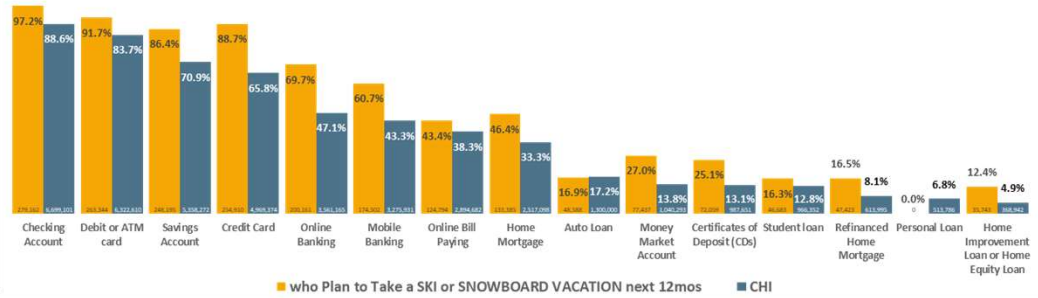


3.8% or 287,263 of CHI DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 45.5% more likely to have a 401K, 1.7% less likely to have an Auto Loan, 202.1% more likely to Invest/Trade Stocks Online, 21.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



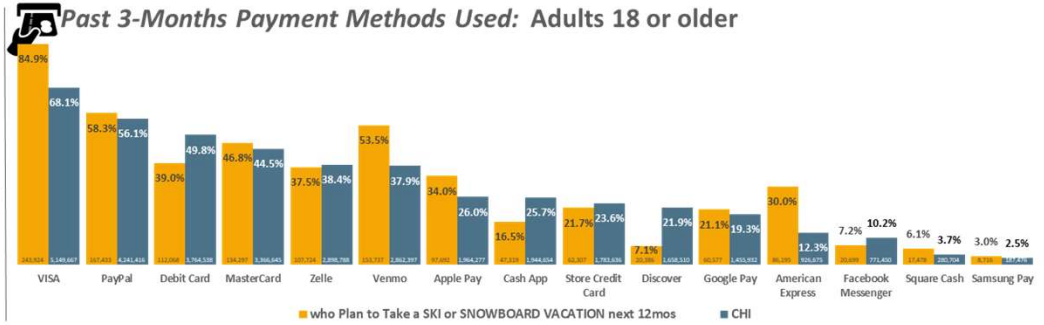
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

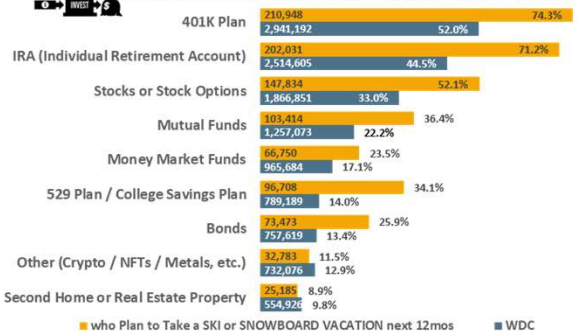


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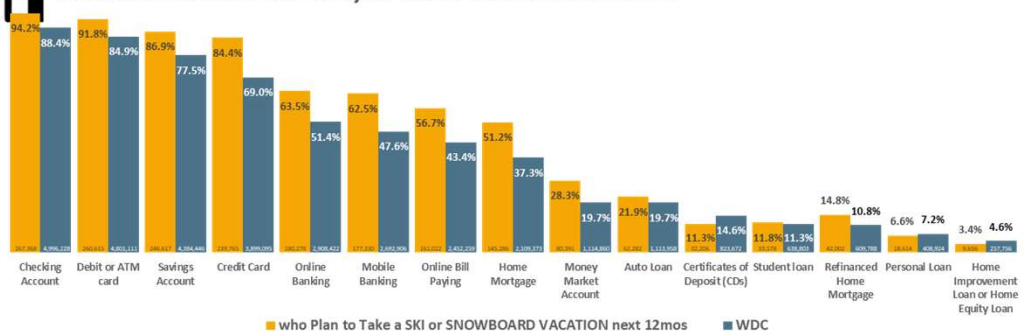
Types of vacations plan to take next 12 months: Ski vacation

5.% or 283,931 of WDC DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 42.8% more likely to have a 401K, 11.3% more likely to have an Auto Loan, 74.2% more likely to Invest/Trade Stocks Online, 10.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

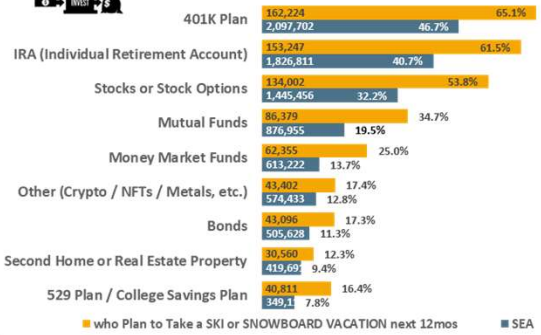
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Types of vacations plan to take next 12 months: Ski vacation

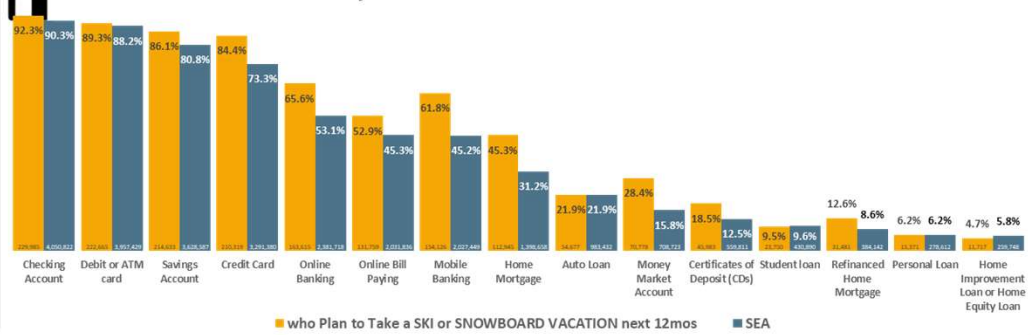


5.6% or 249,225 of SEA DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 39.3% more likely to have a 401K, .1% more likely to have an Auto Loan, 76.2% more likely to Invest/Trade Stocks Online, 16.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



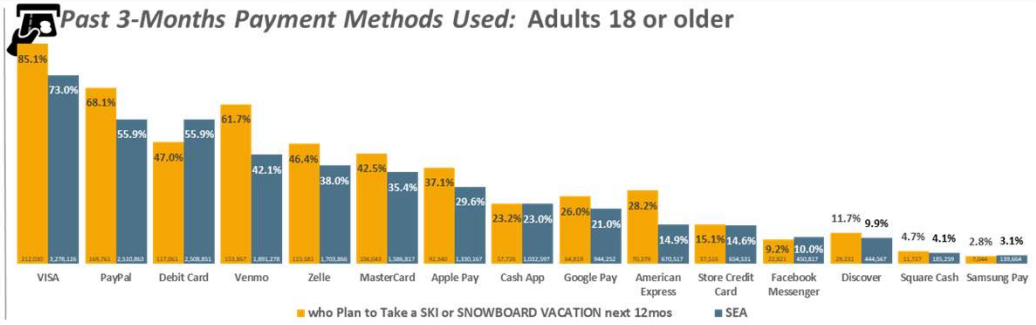
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

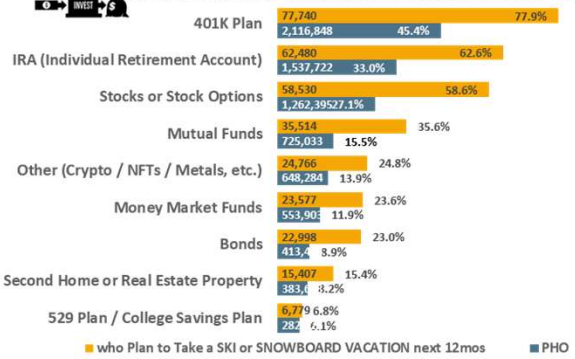
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Types of vacations plan to take next 12 months: Ski vacation

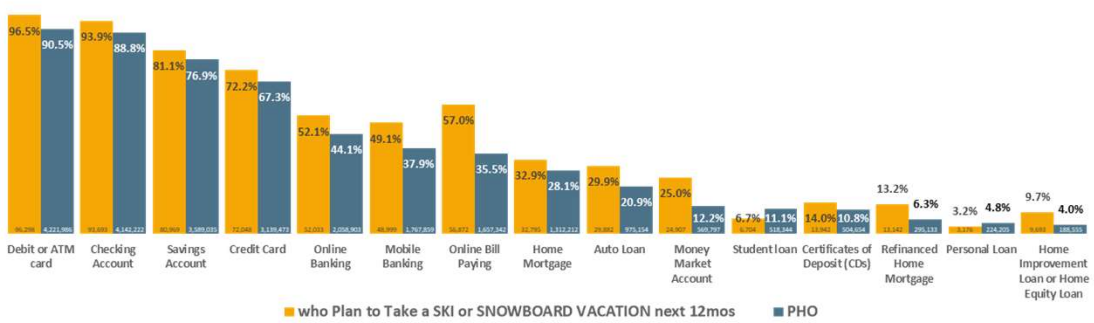


2.1% or 99,796 of PHO DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 71.7% more likely to have a 401K, 43.3% more likely to have an Auto Loan, 69.4% more likely to Invest/Trade Stocks Online, 5.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



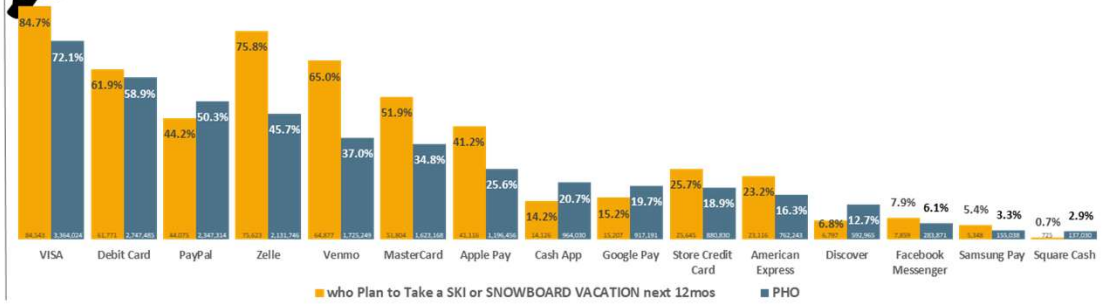
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

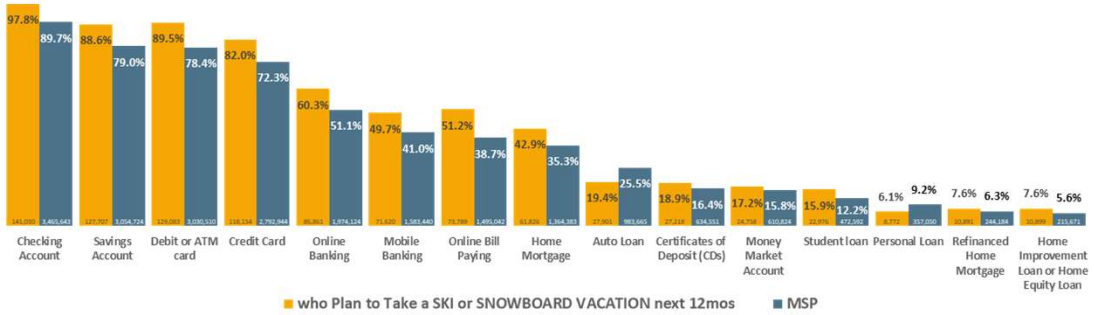


3.7% or 144,167 of MSP DMA Adults 18 or older Plan to Take a SKI or SNOWBOARD VACATION next 12mos. Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos are 44.6% more likely to have a 401K, 24.% less likely to have an Auto Loan, 141.4% more likely to Invest/Trade Stocks Online, 17.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



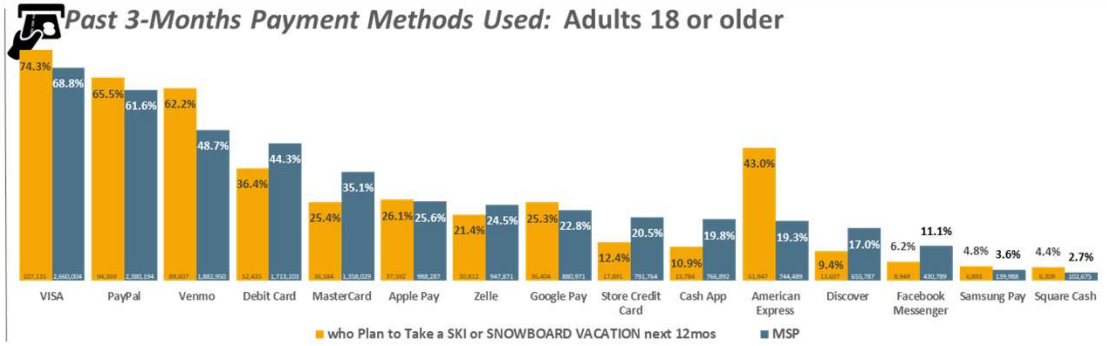
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

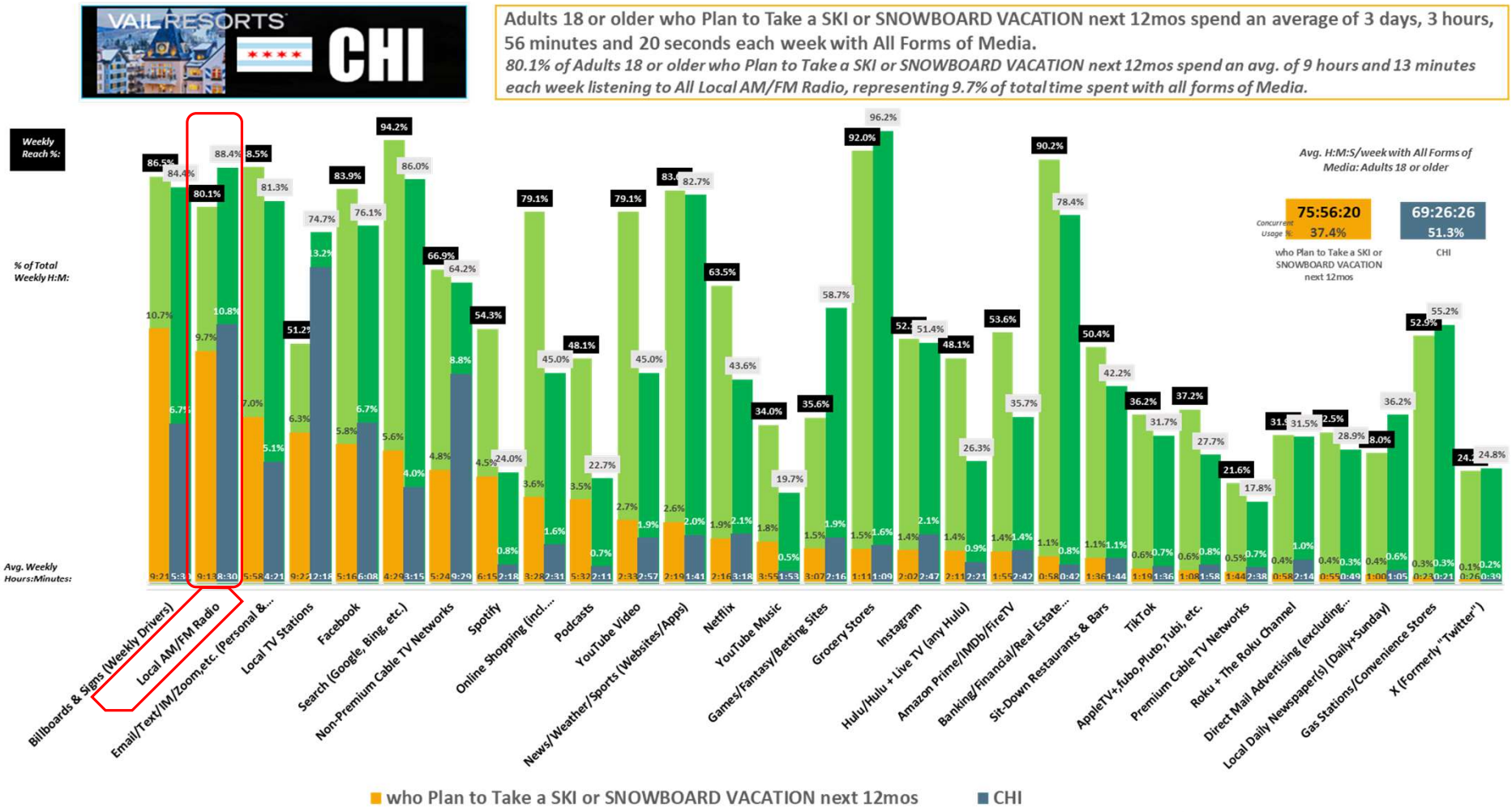


Past 3-Months Payment Methods Used: Adults 18 or older



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

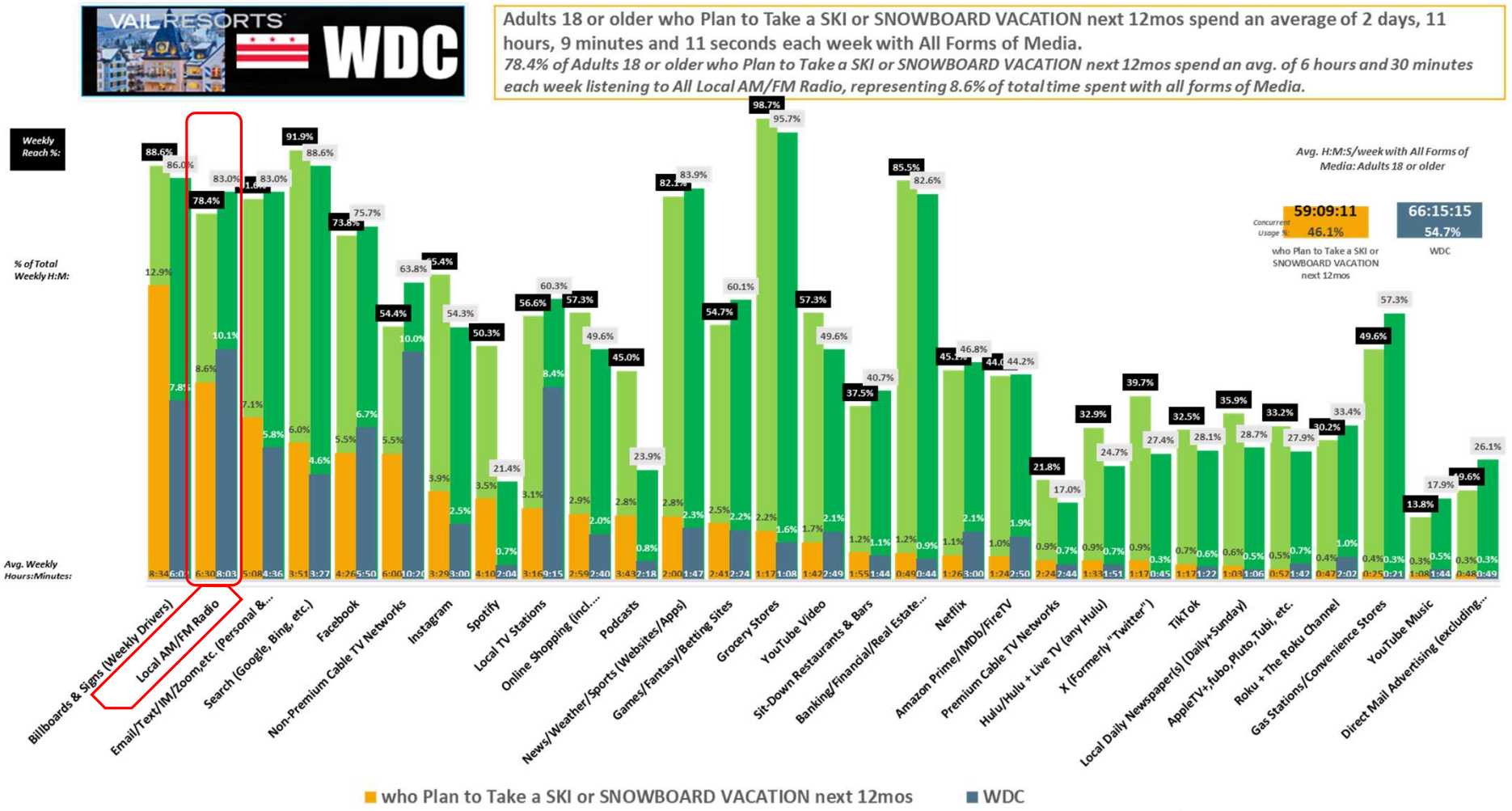


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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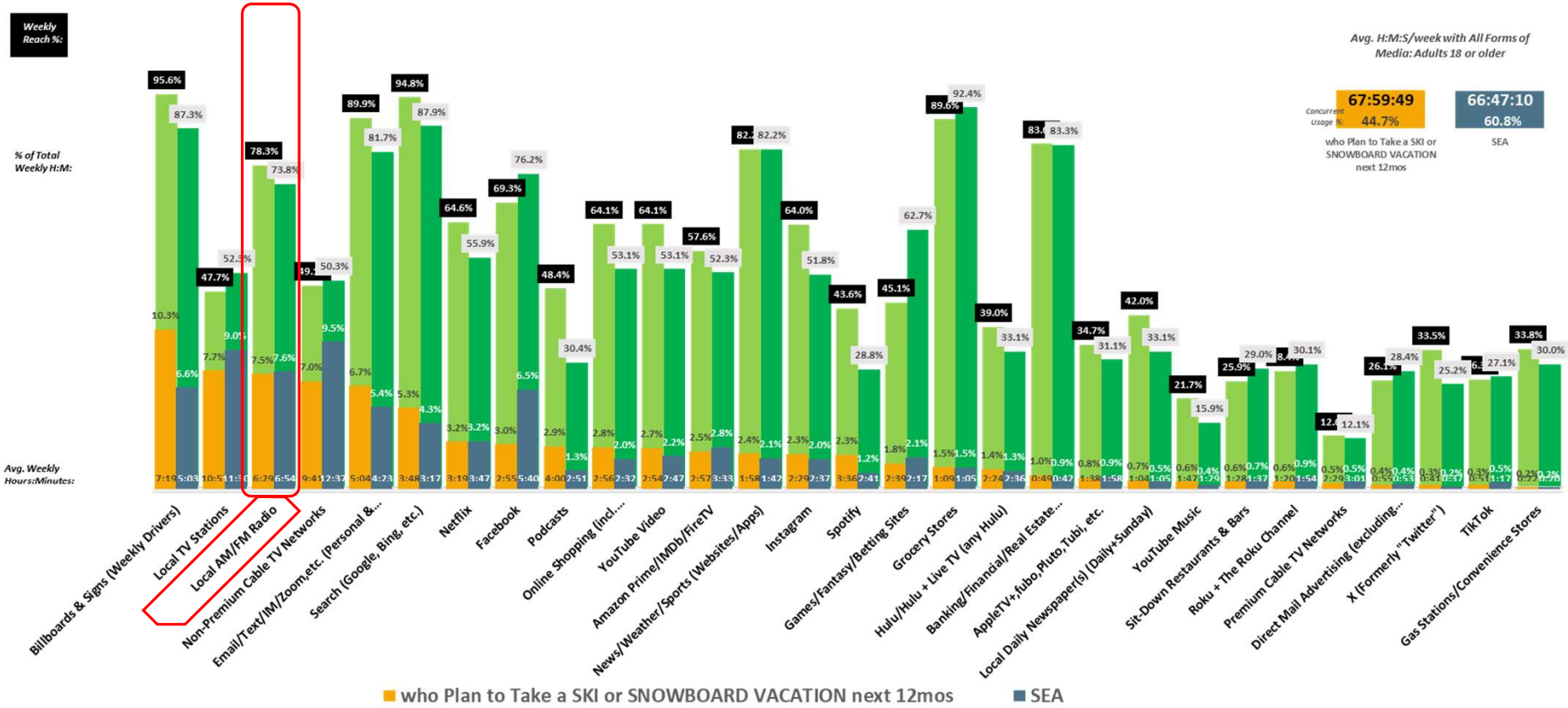
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Types of vacations plan to take next 12 months: Ski vacation



Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 2 days, 19 hours, 59 minutes and 49 seconds each week with All Forms of Media.

78.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an avg. of 6 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.

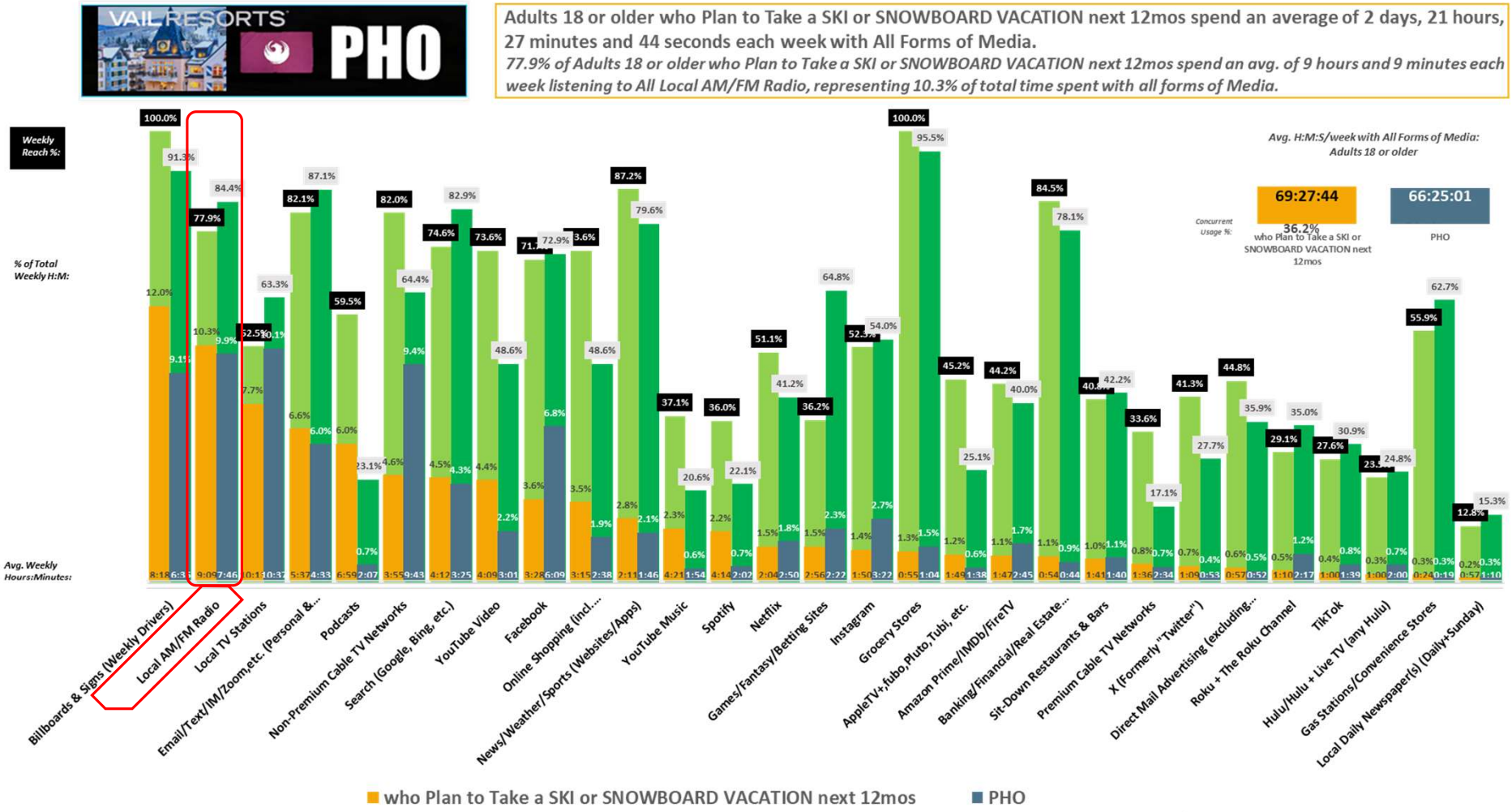


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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

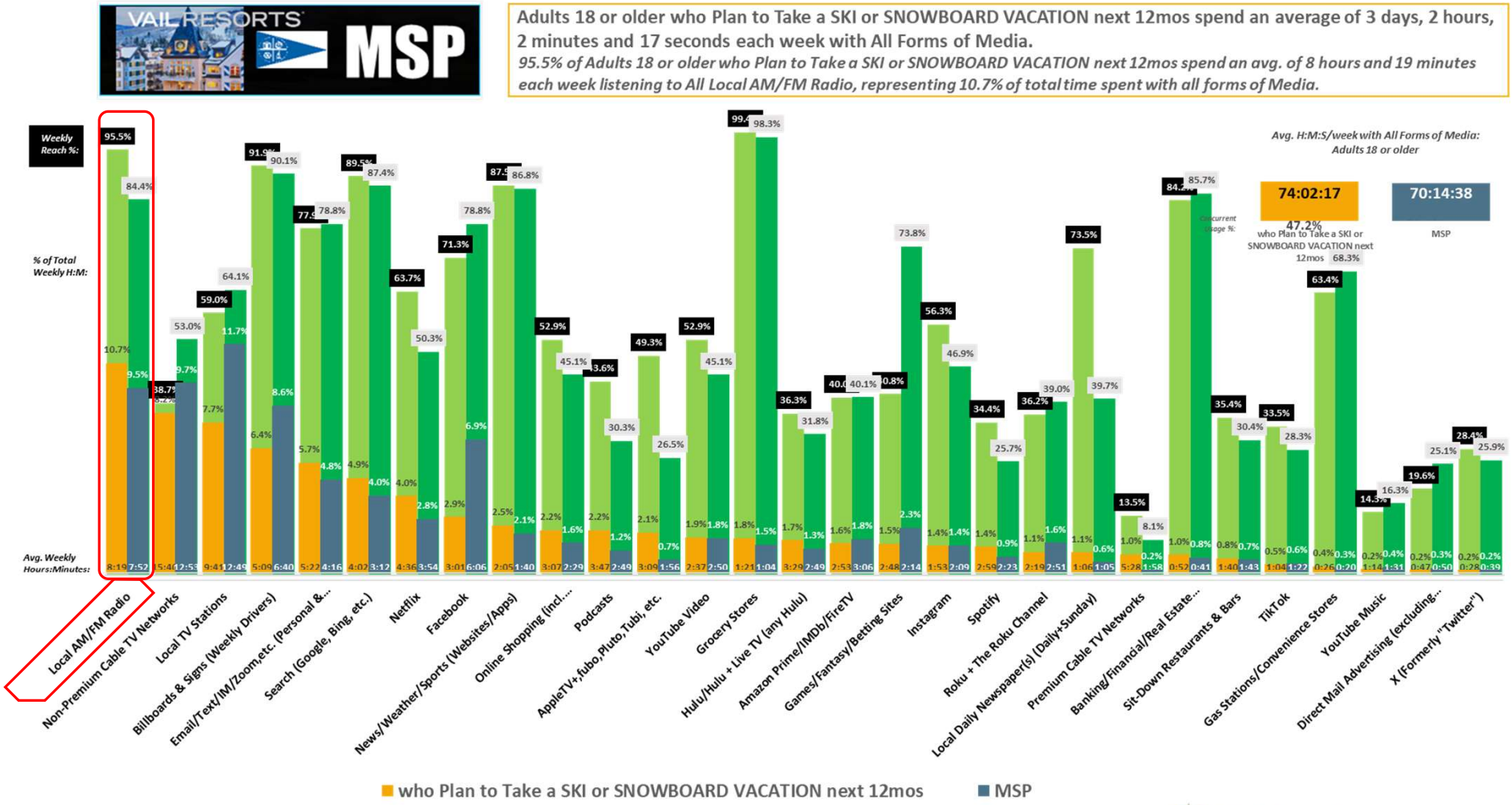


PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

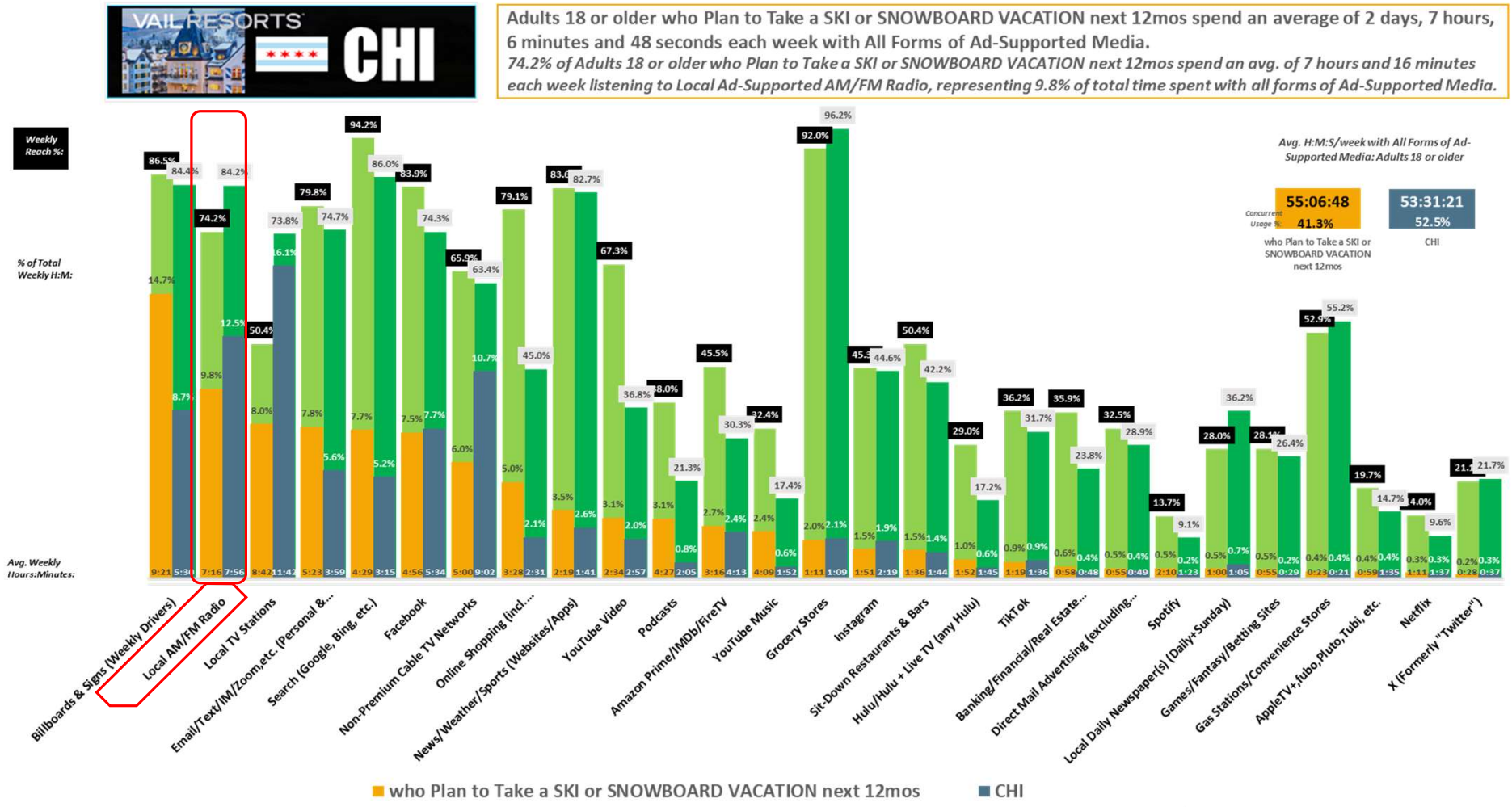


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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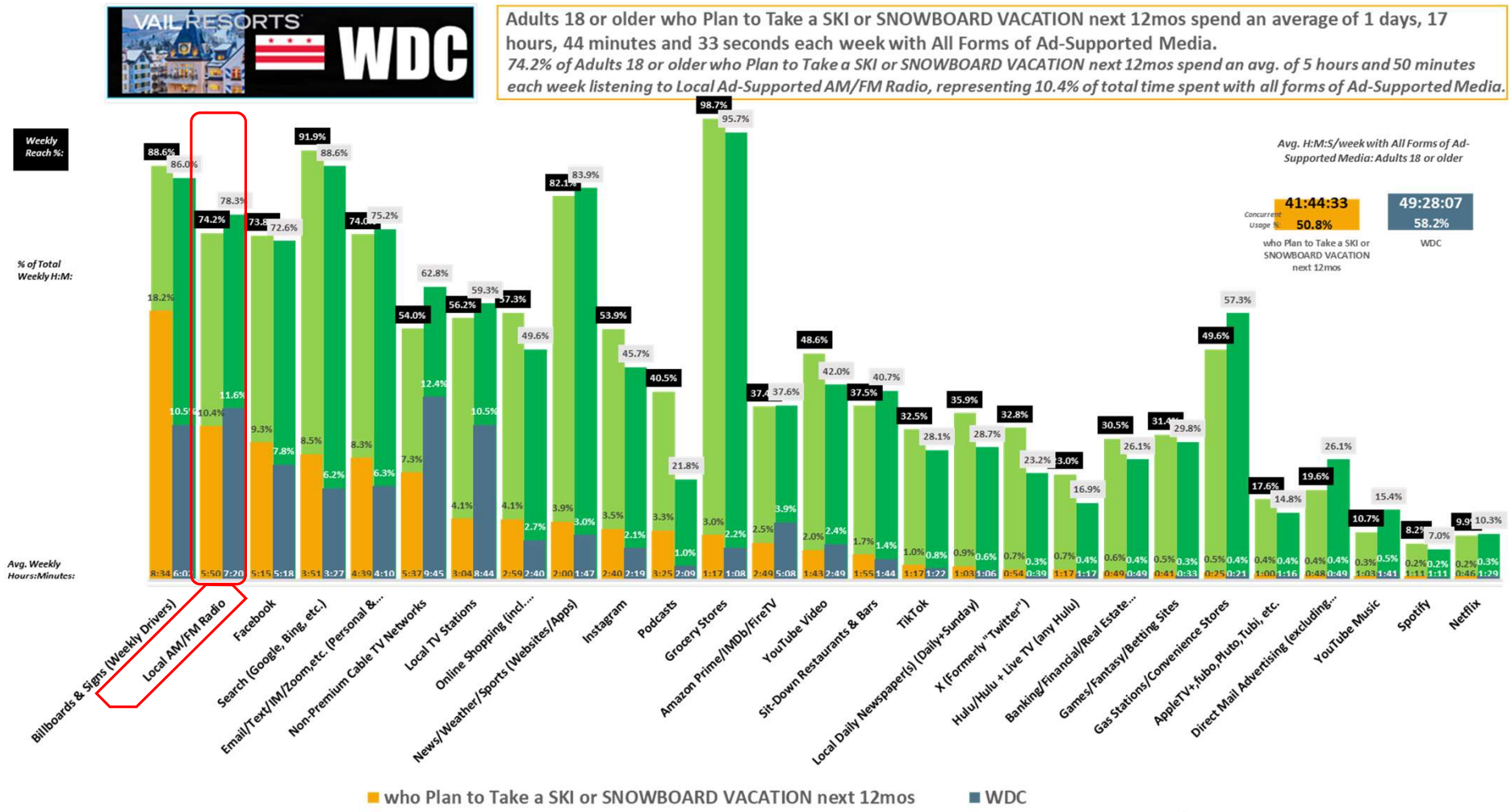
Types of vacations plan to take next 12 months: Ski vacation



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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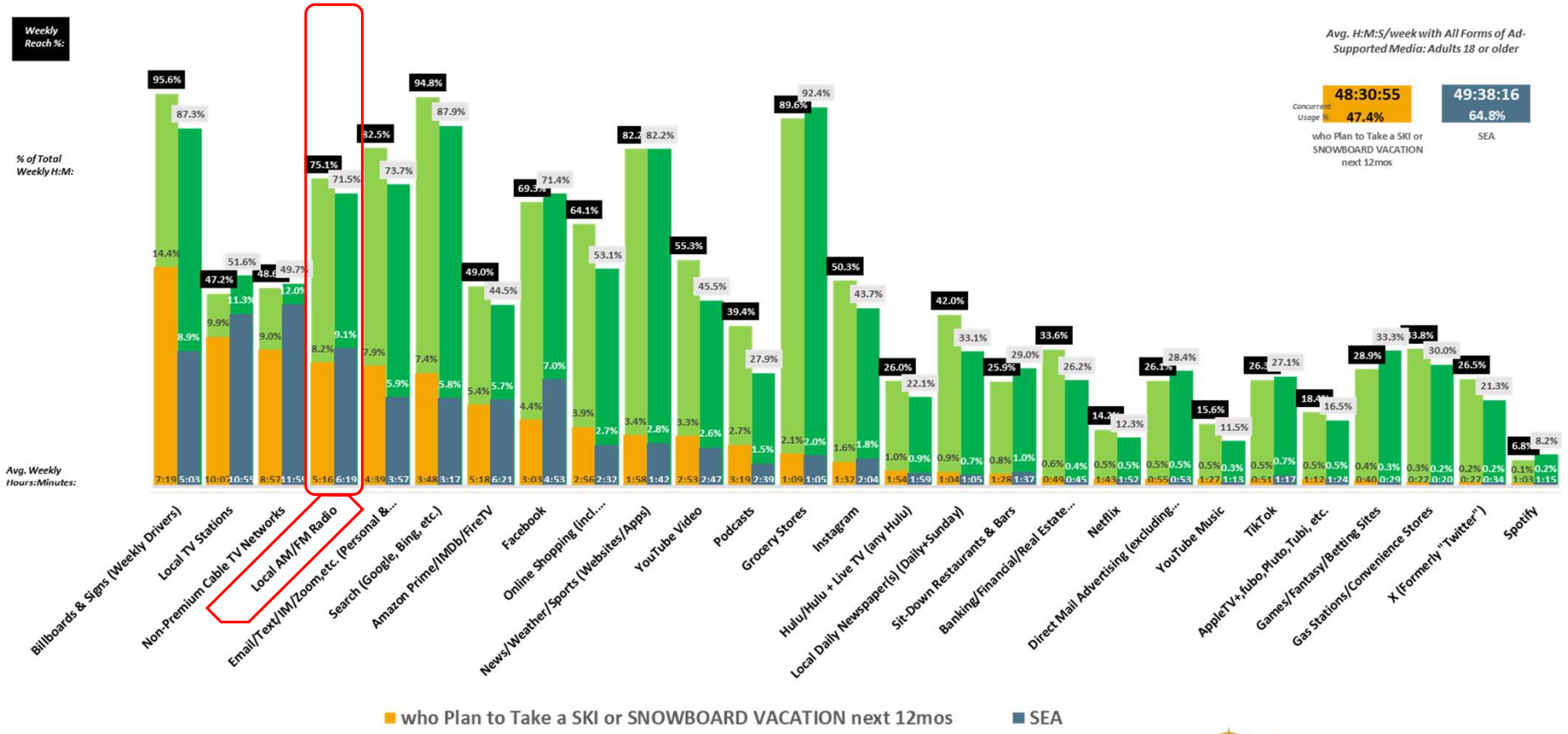
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Types of vacations plan to take next 12 months: Ski vacation



Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 2 days, 0 hours, 30 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

75.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an avg. of 5 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported Media.

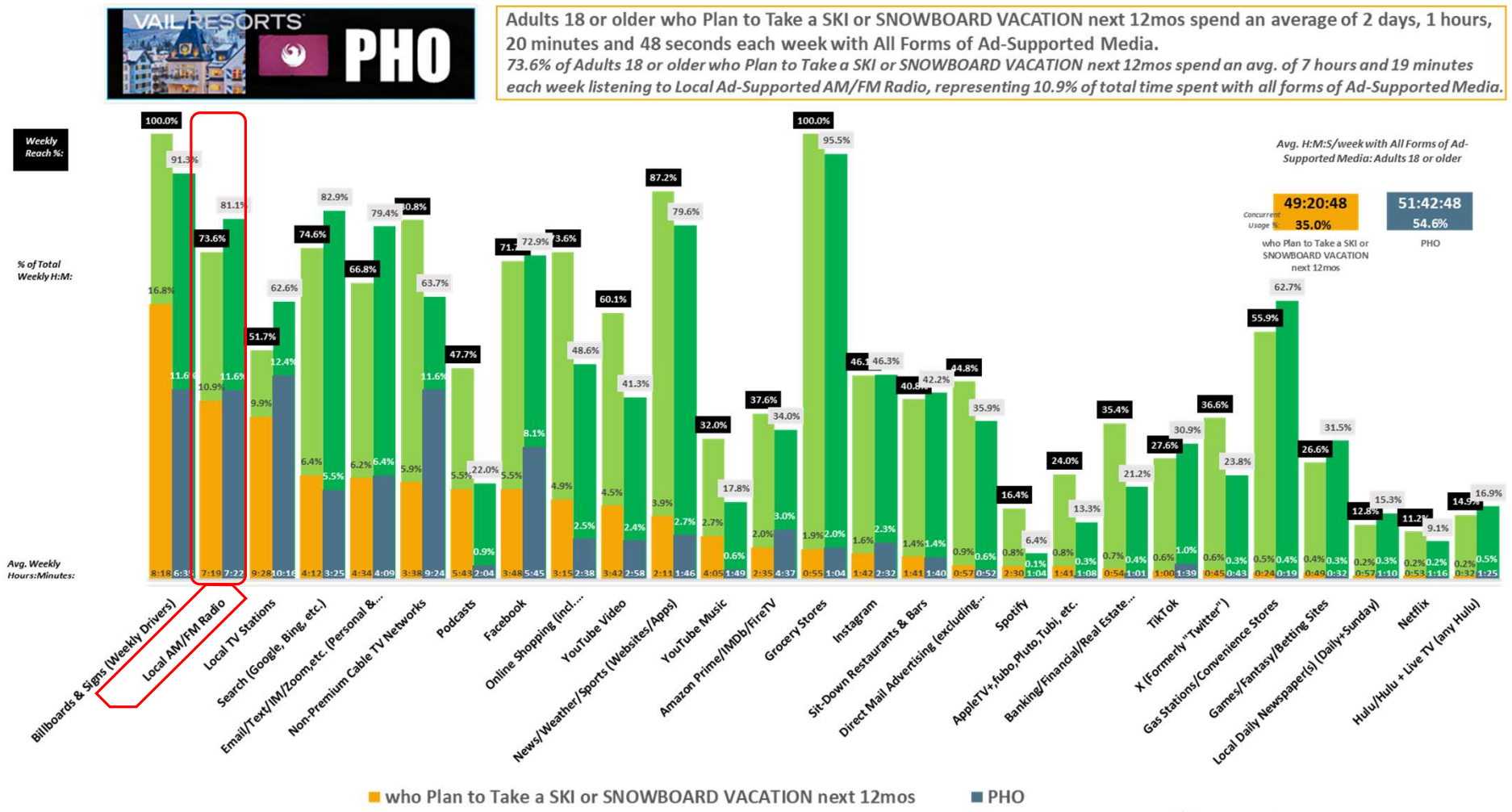


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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

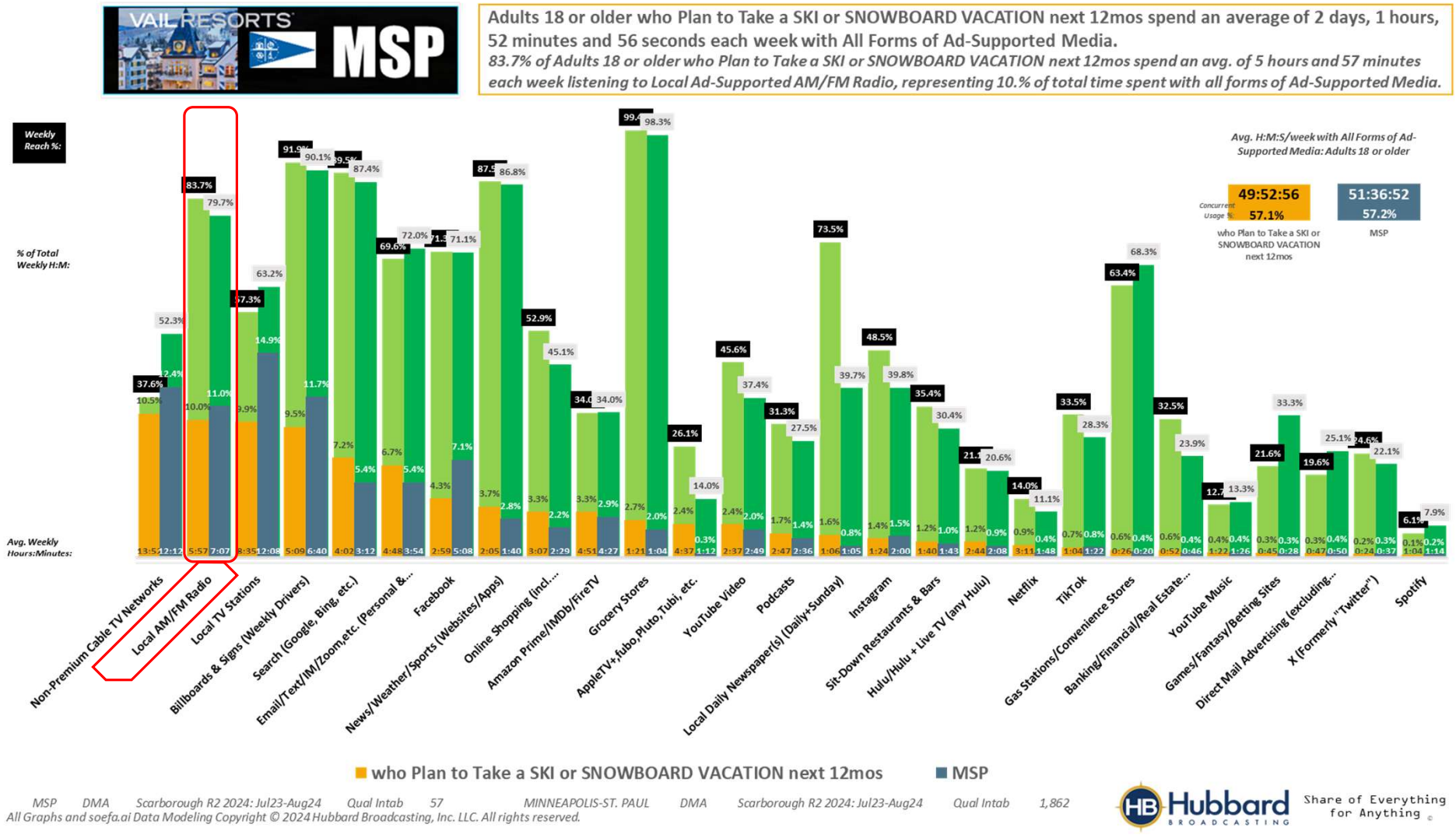


PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

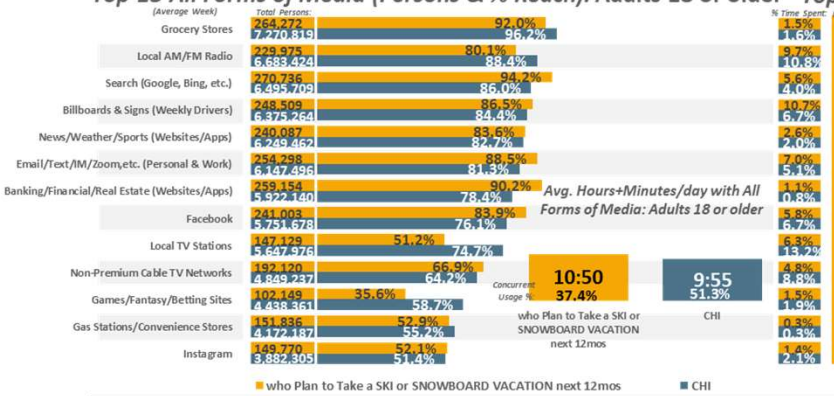


Types of vacations plan to take next 12 months: Ski vacation

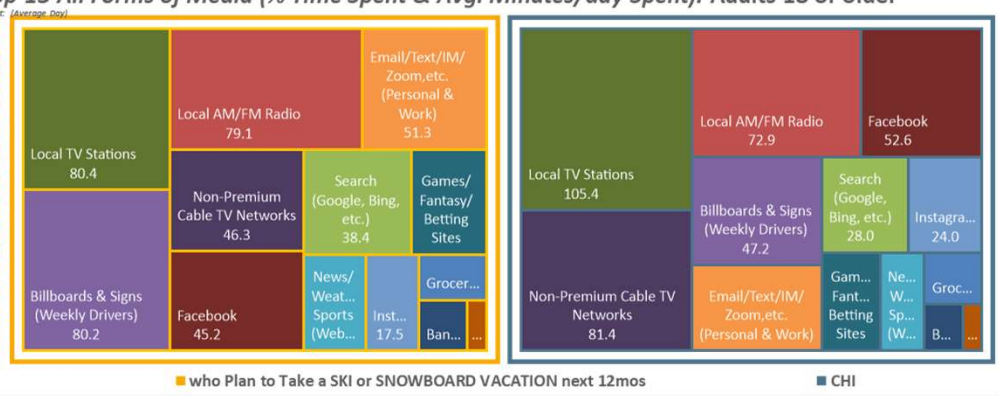


Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

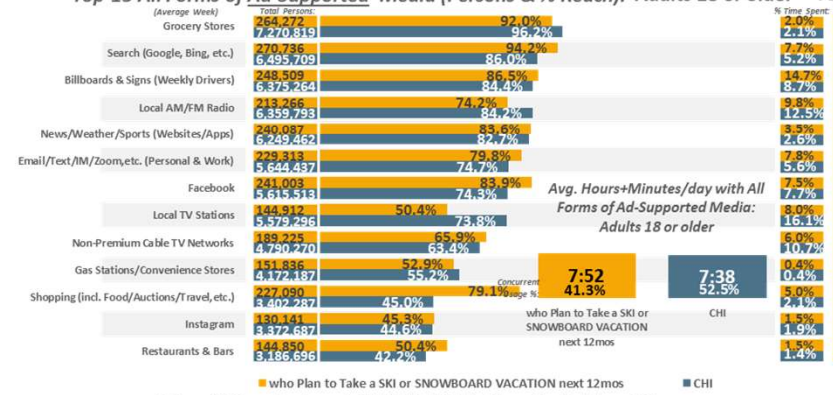
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



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



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

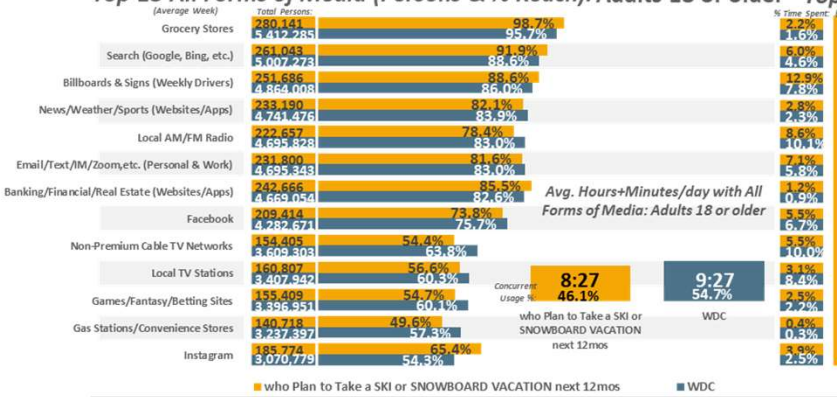
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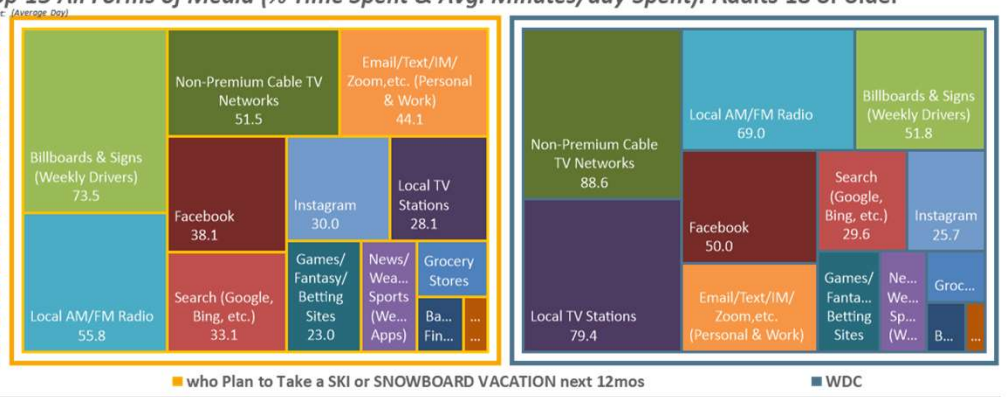
Types of vacations plan to take next 12 months: Ski vacation

Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 5 hours and 57 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 50.1 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

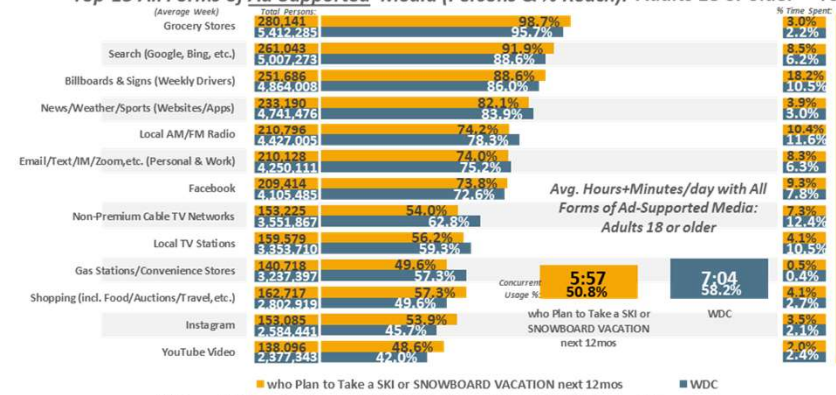
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



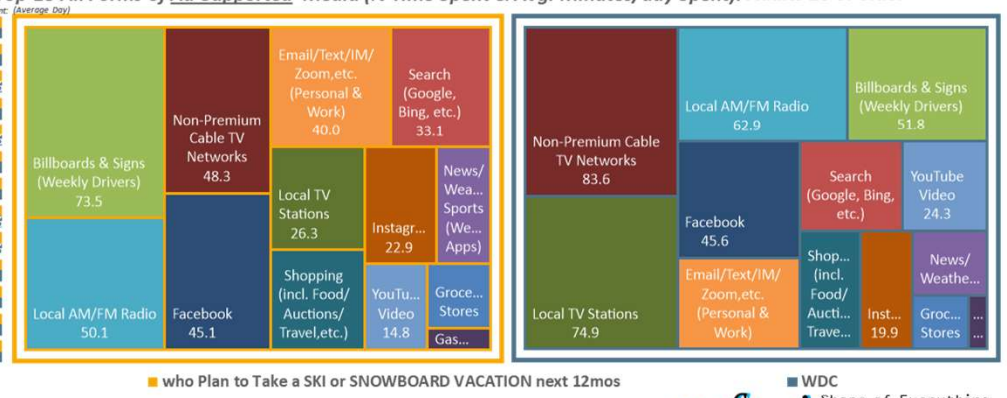
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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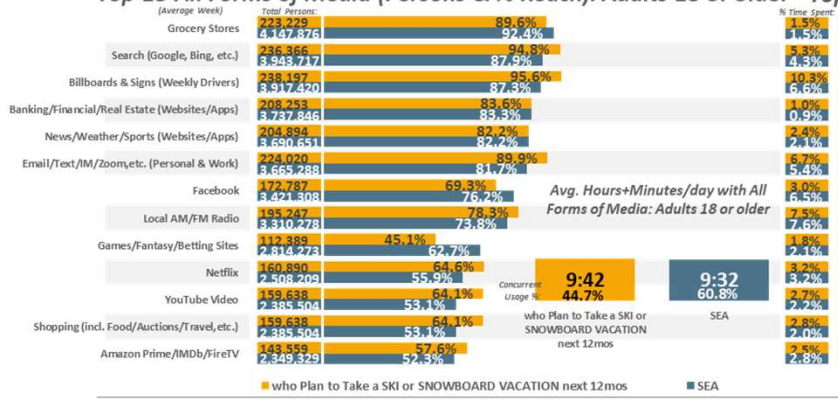
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Types of vacations plan to take next 12 months: Ski vacation

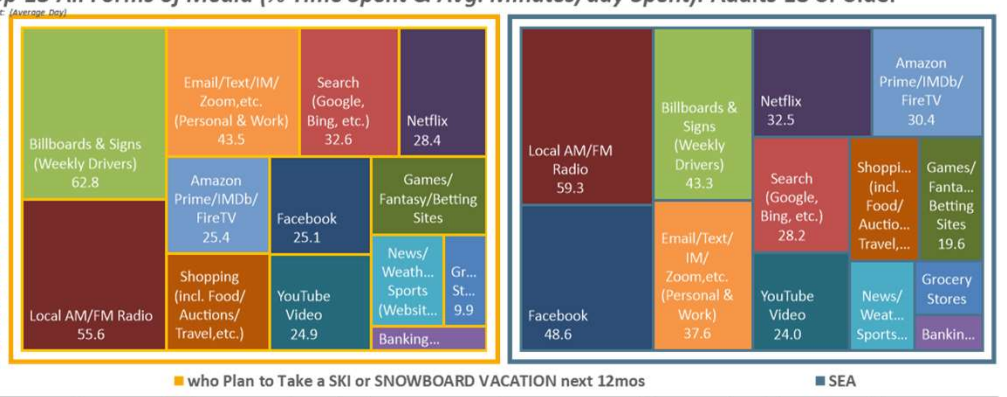


Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 45.2 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

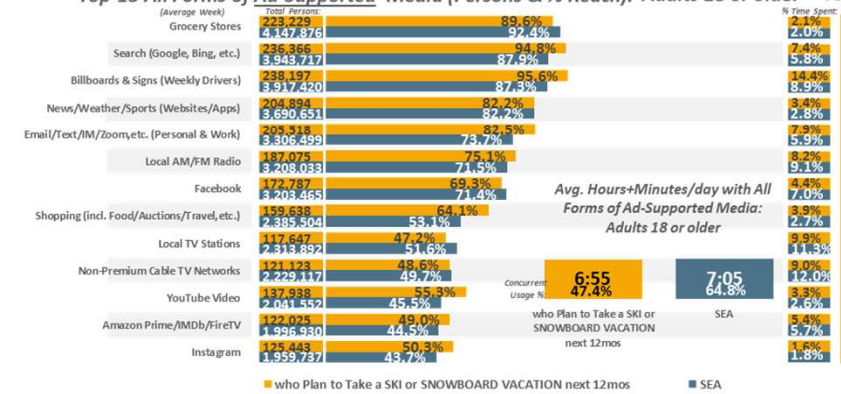
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



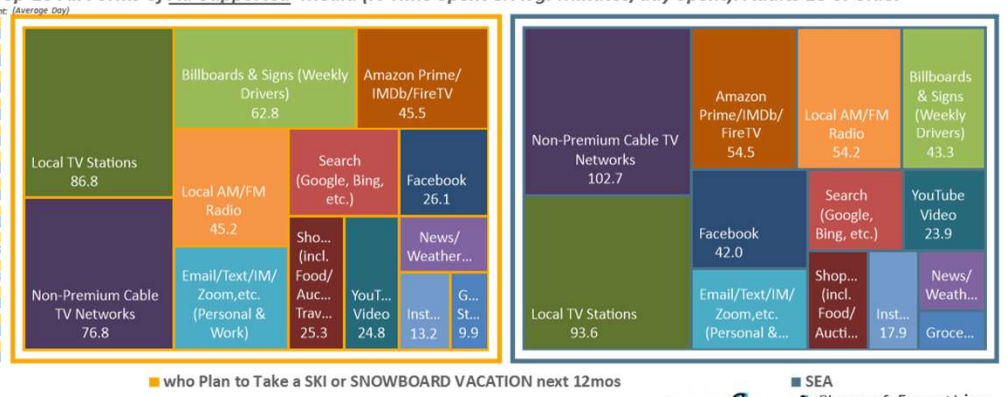
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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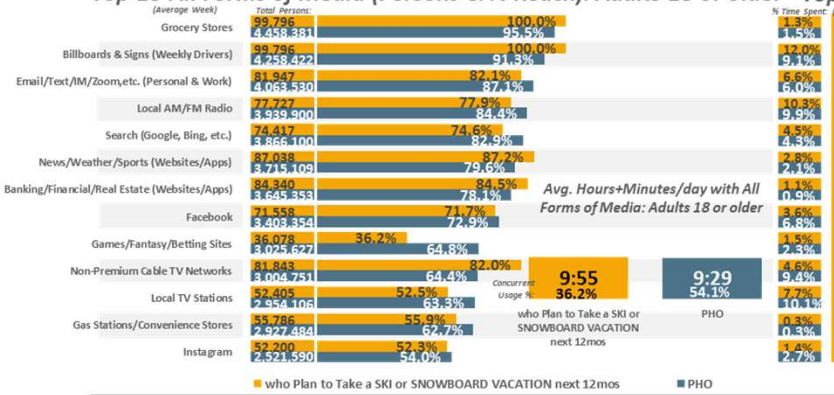
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Types of vacations plan to take next 12 months: Ski vacation

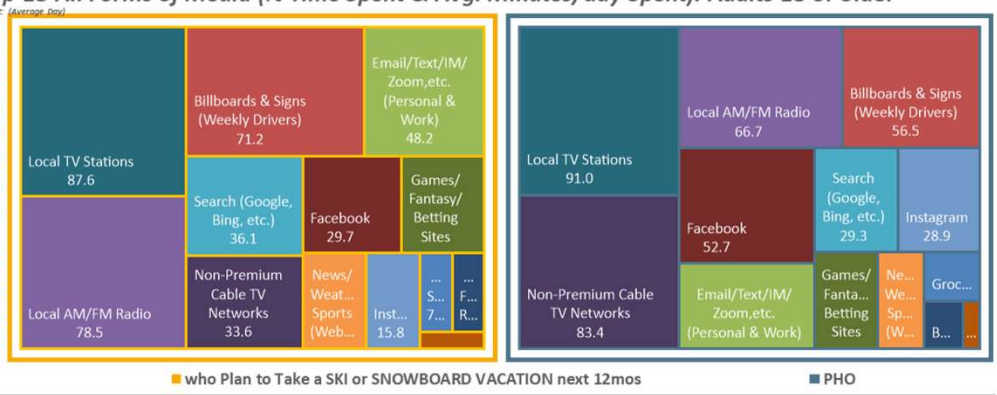


Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 73.6% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

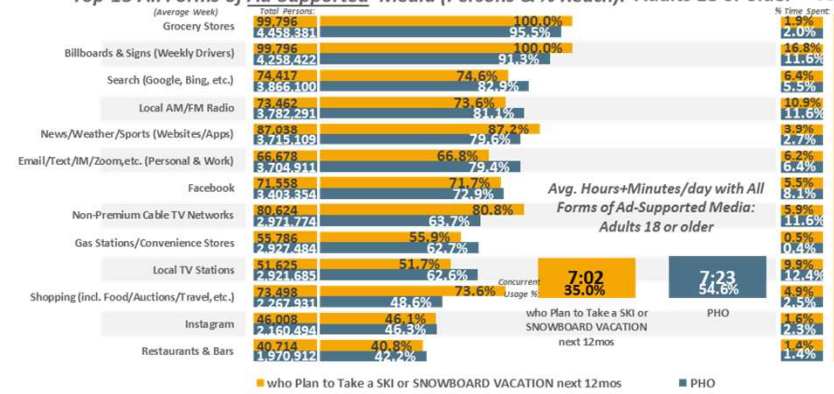
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



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



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

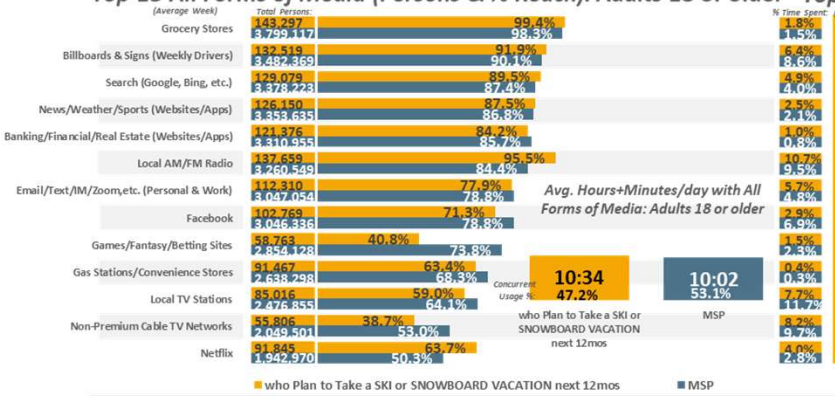
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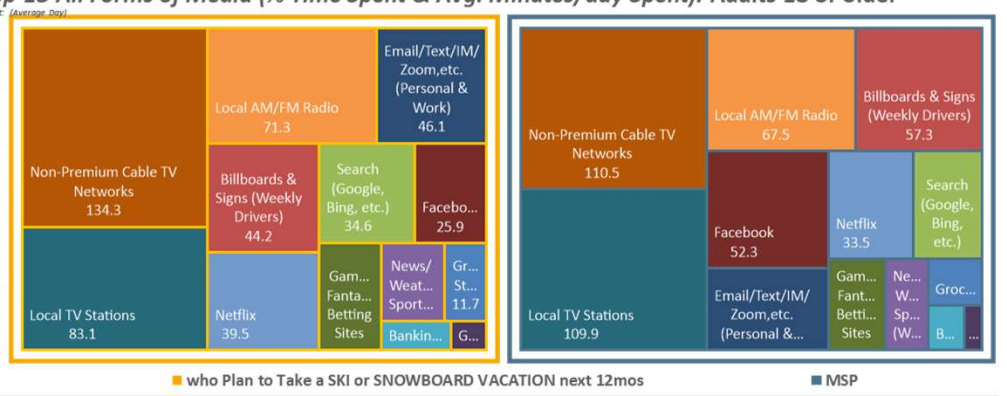
Types of vacations plan to take next 12 months: Ski vacation

Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 51.1 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

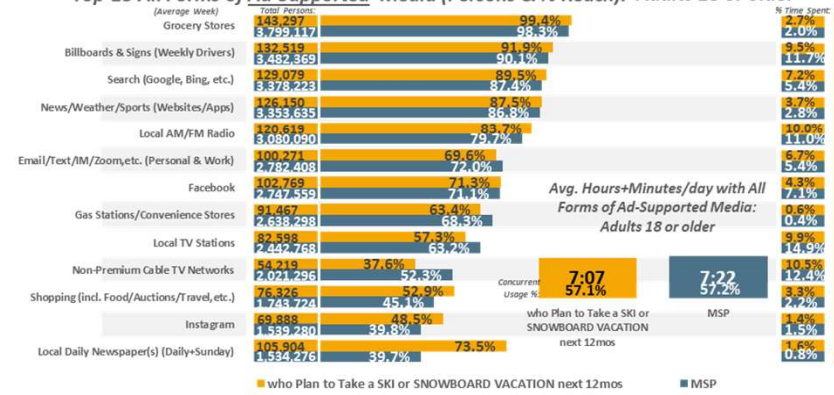
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



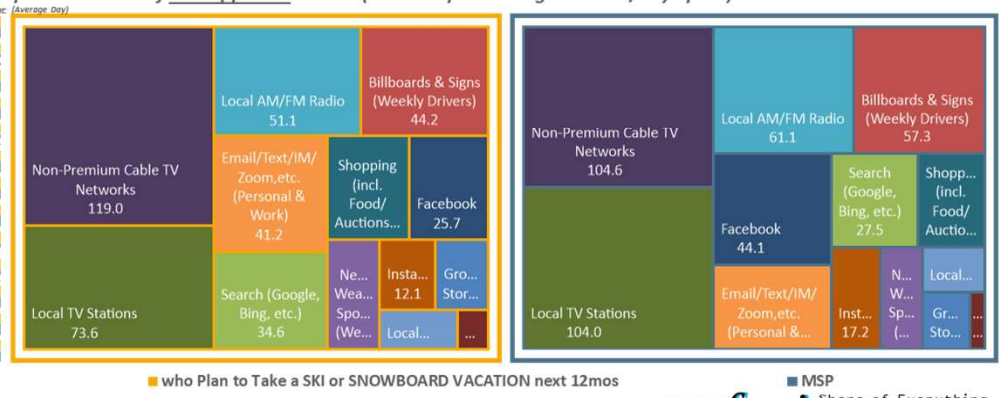
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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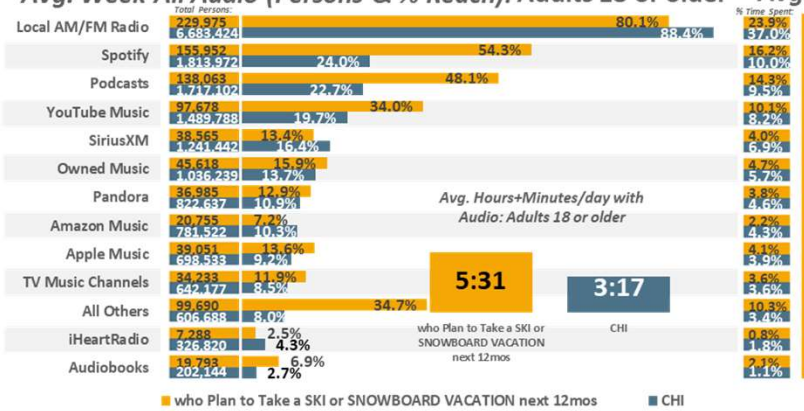
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Types of vacations plan to take next 12 months: Ski vacation

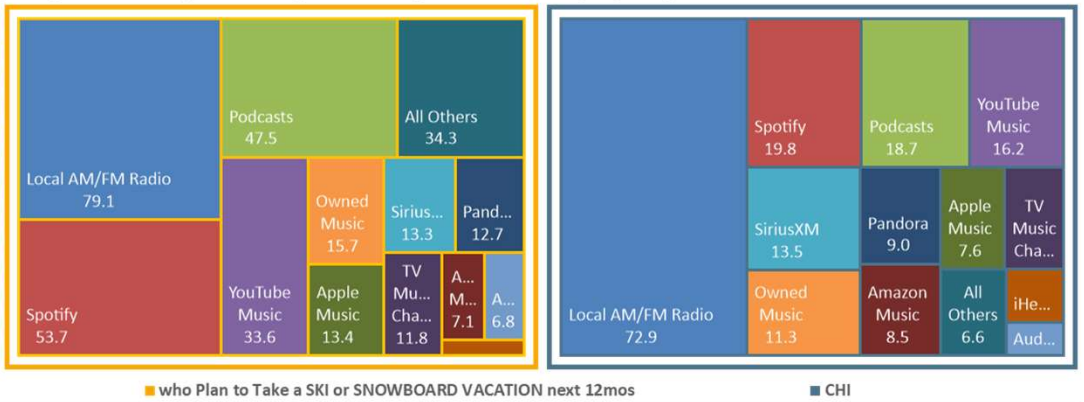


213,266 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Audio.

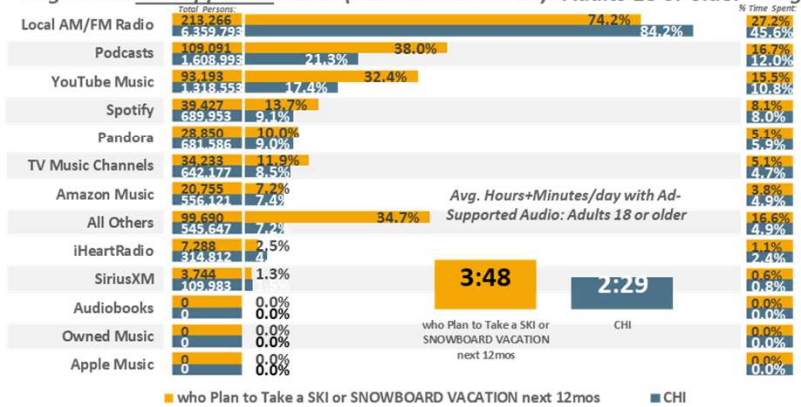
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



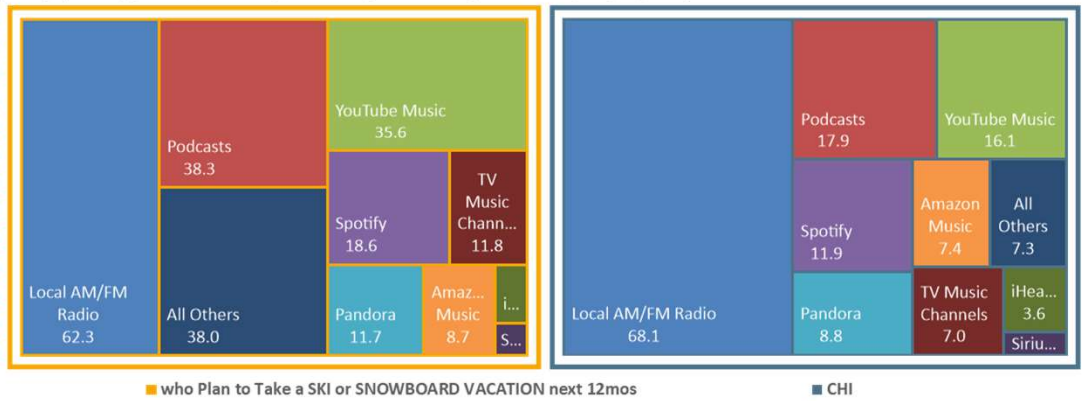
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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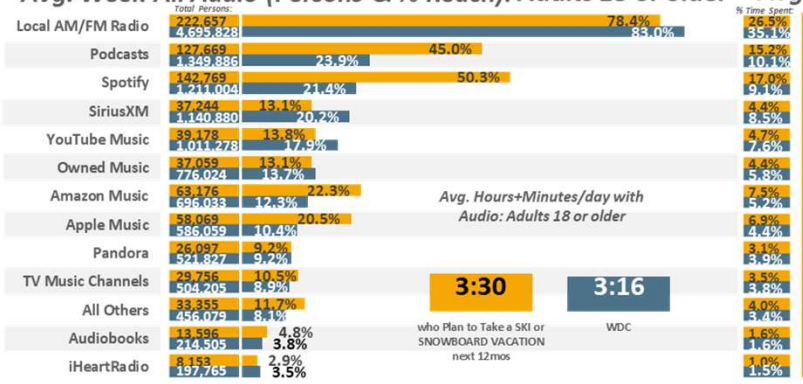
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Types of vacations plan to take next 12 months: Ski vacation

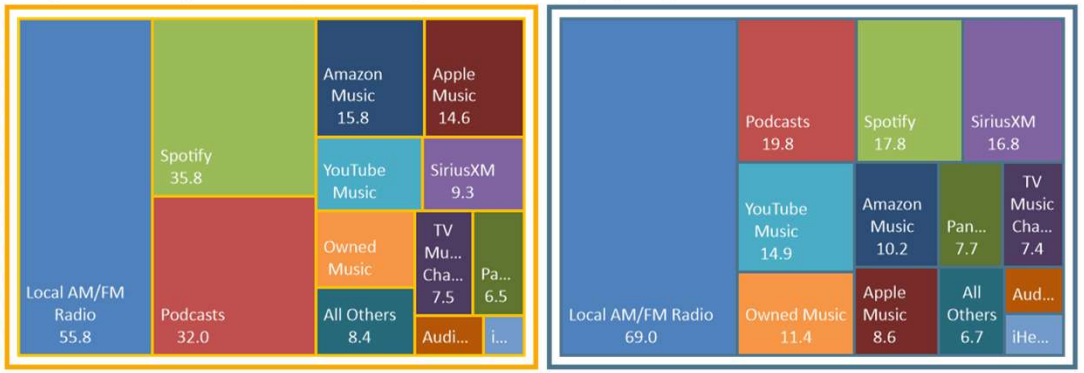


210,796 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

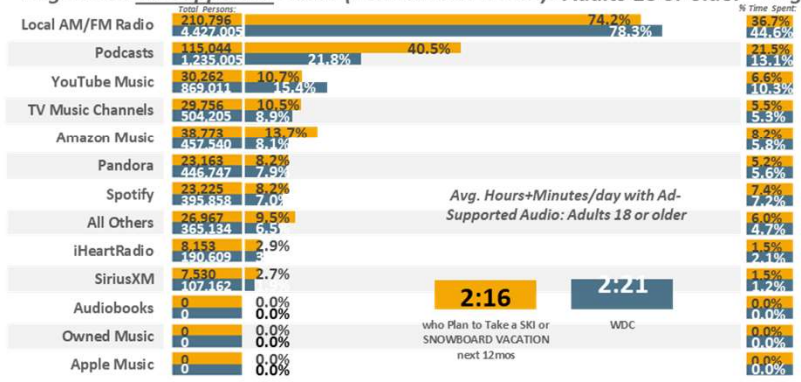
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



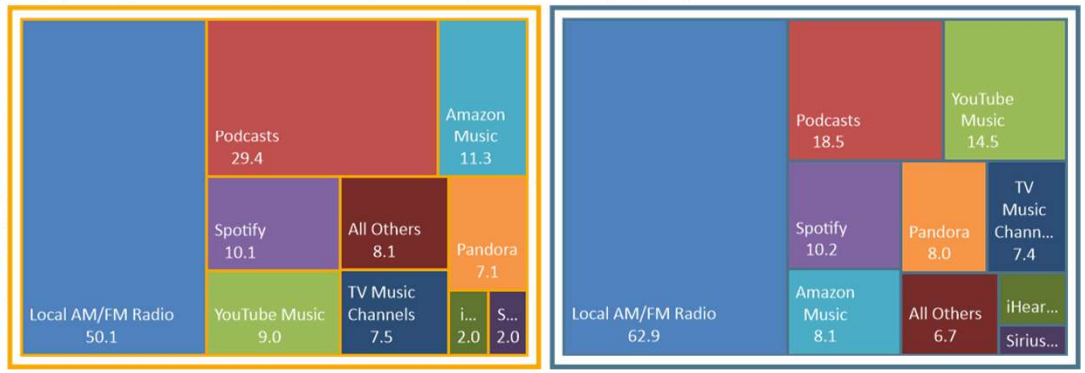
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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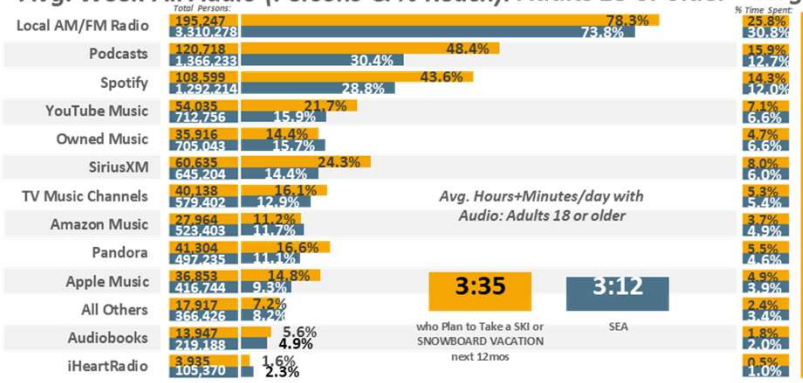
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Types of vacations plan to take next 12 months: Ski vacation

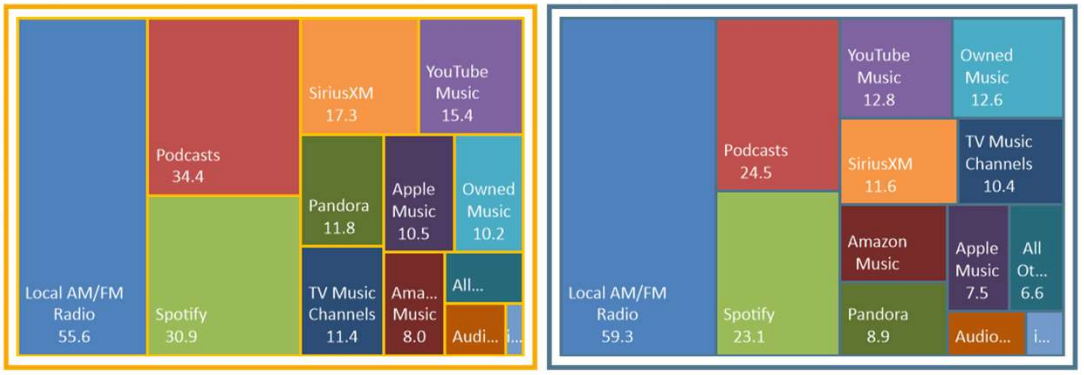


187,075 or 75.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

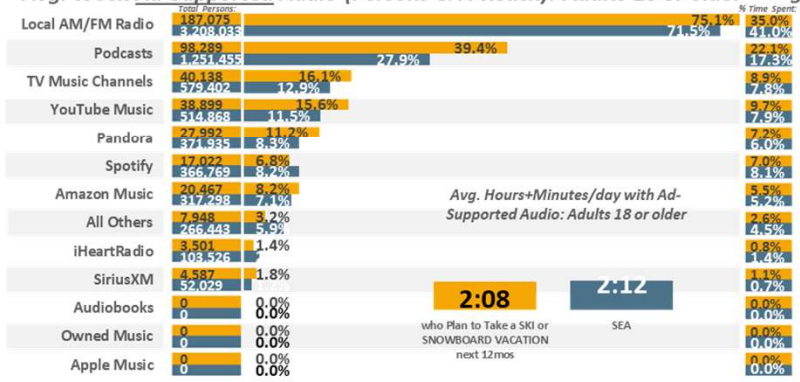
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



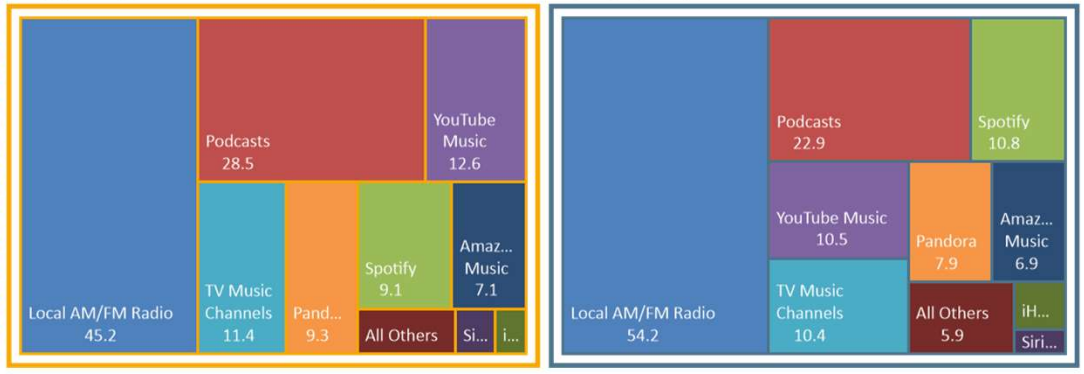
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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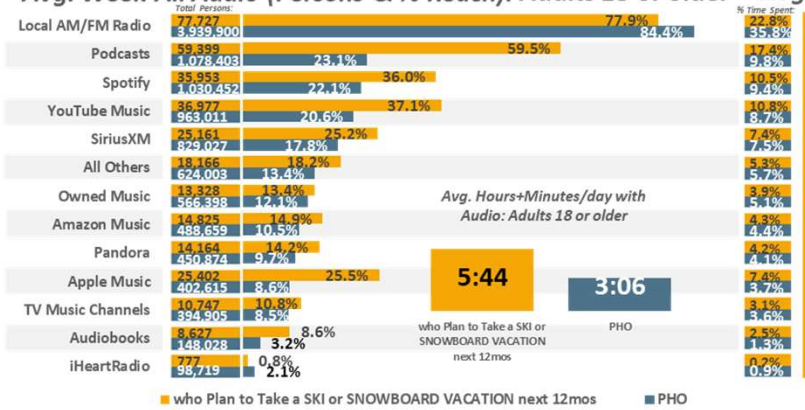
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Types of vacations plan to take next 12 months: Ski vacation

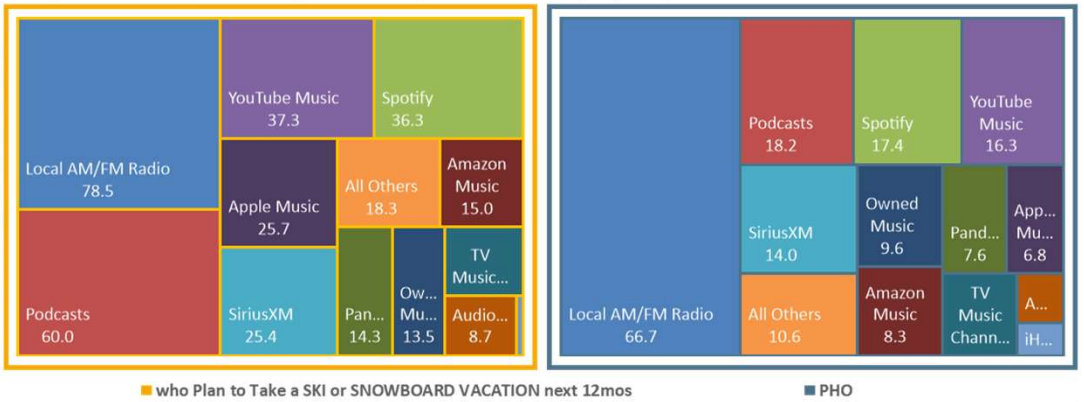


73,462 or 73.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

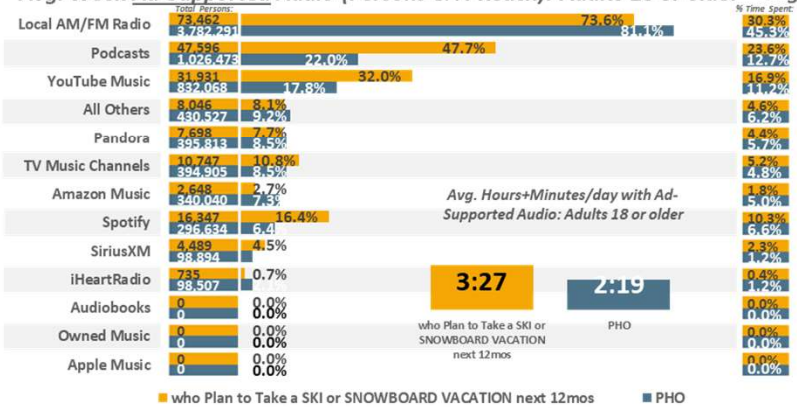
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



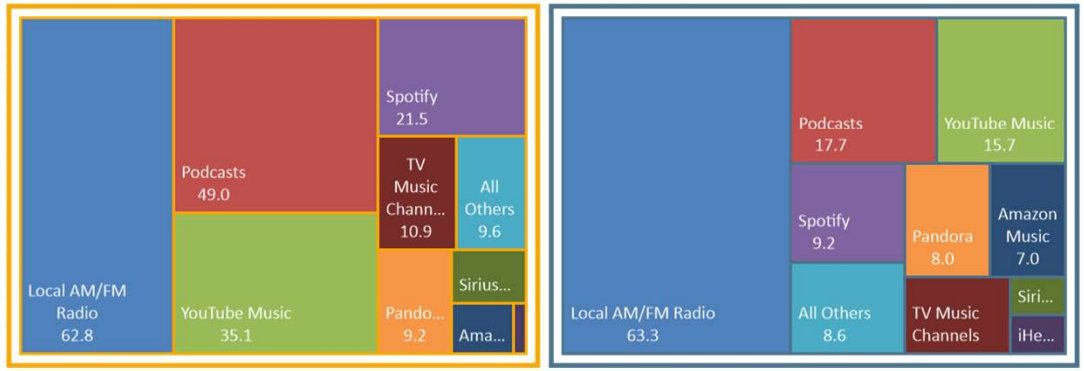
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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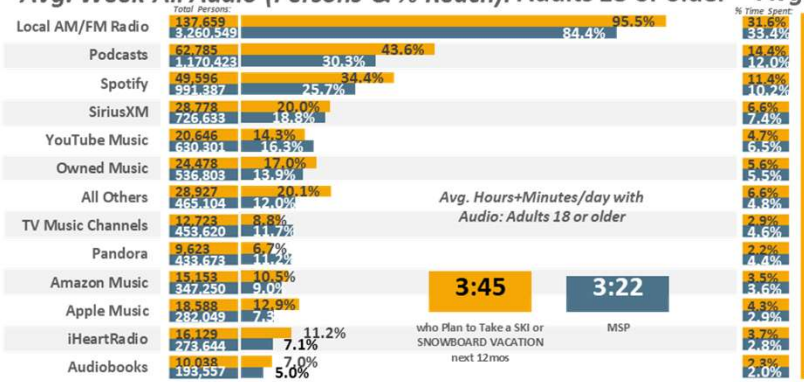
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Types of vacations plan to take next 12 months: Ski vacation

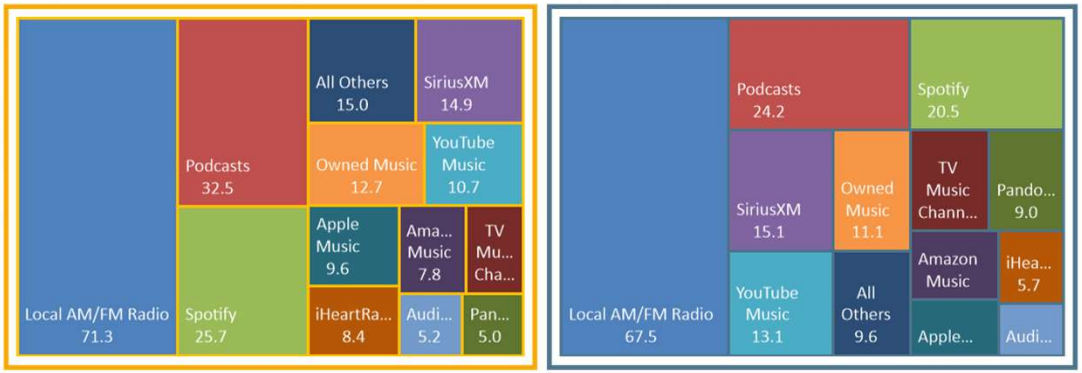
VAIL RESORTS MSP

120,619 or 83.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

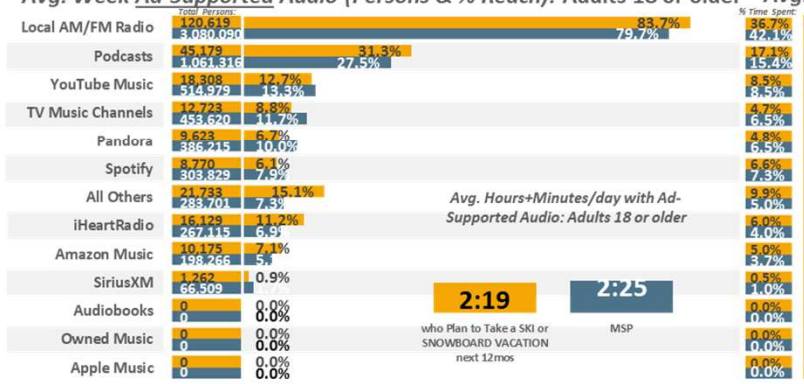
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



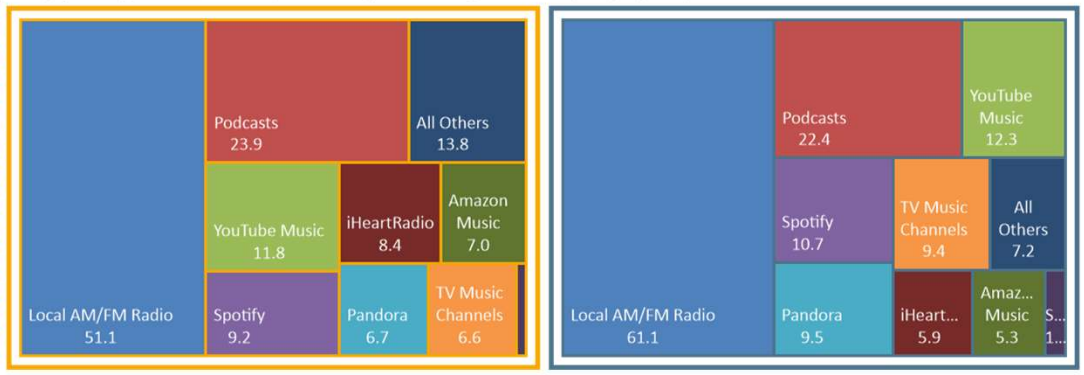
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

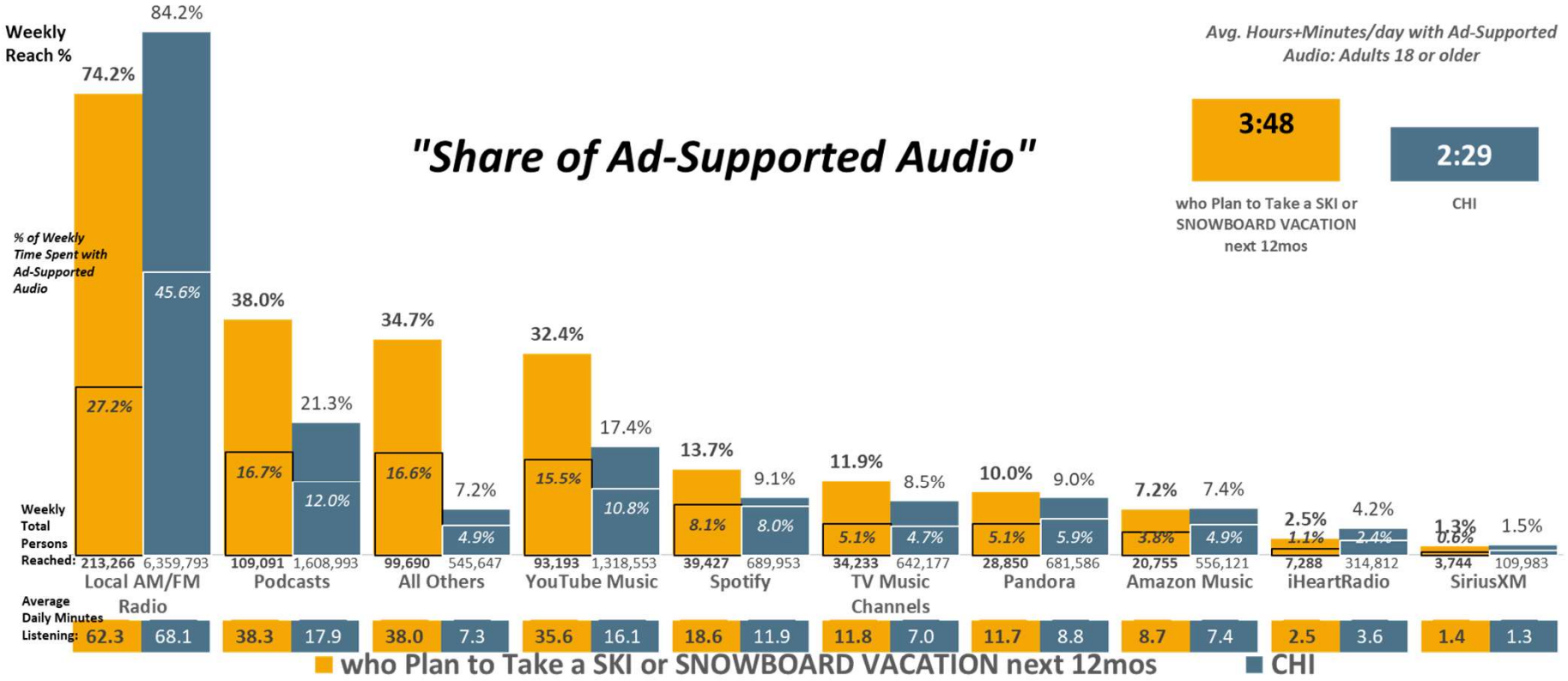
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Types of vacations plan to take next 12 months: Ski vacation



213,266 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Audio.



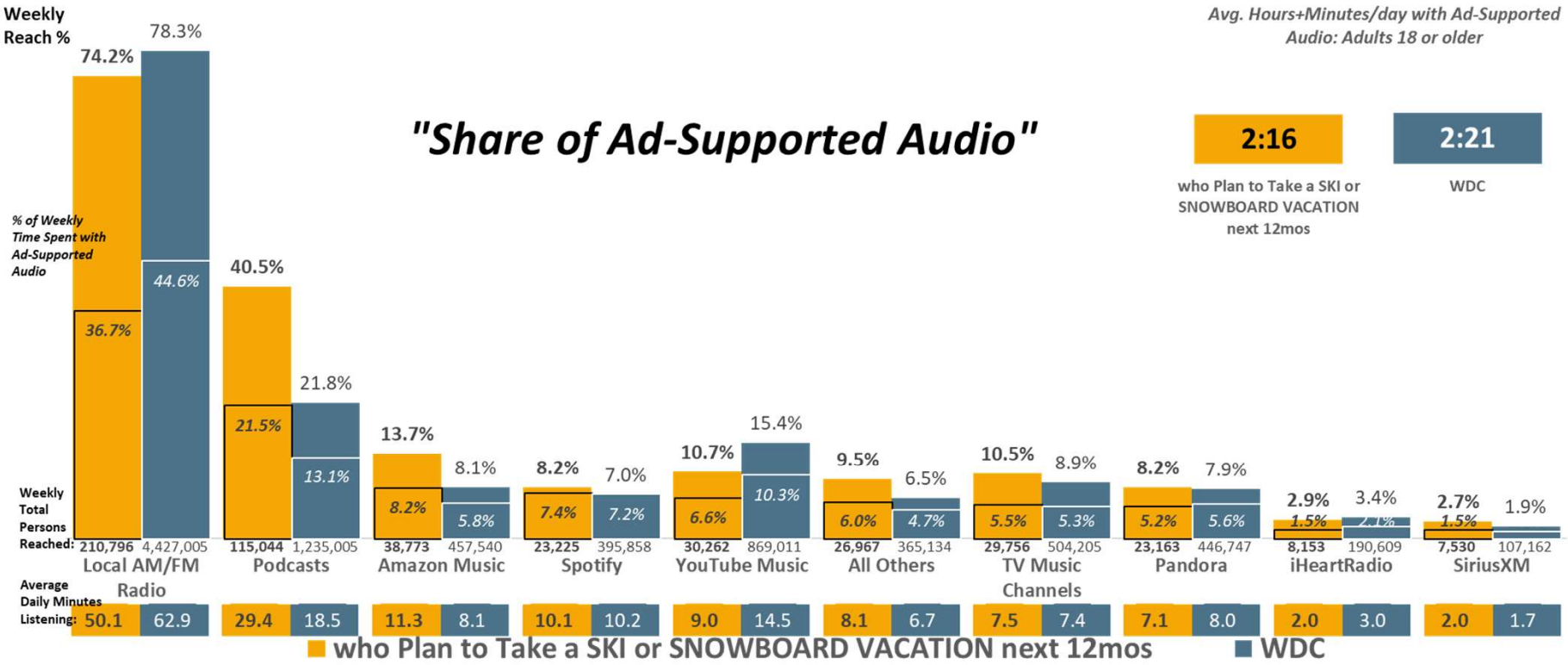
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

210,796 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

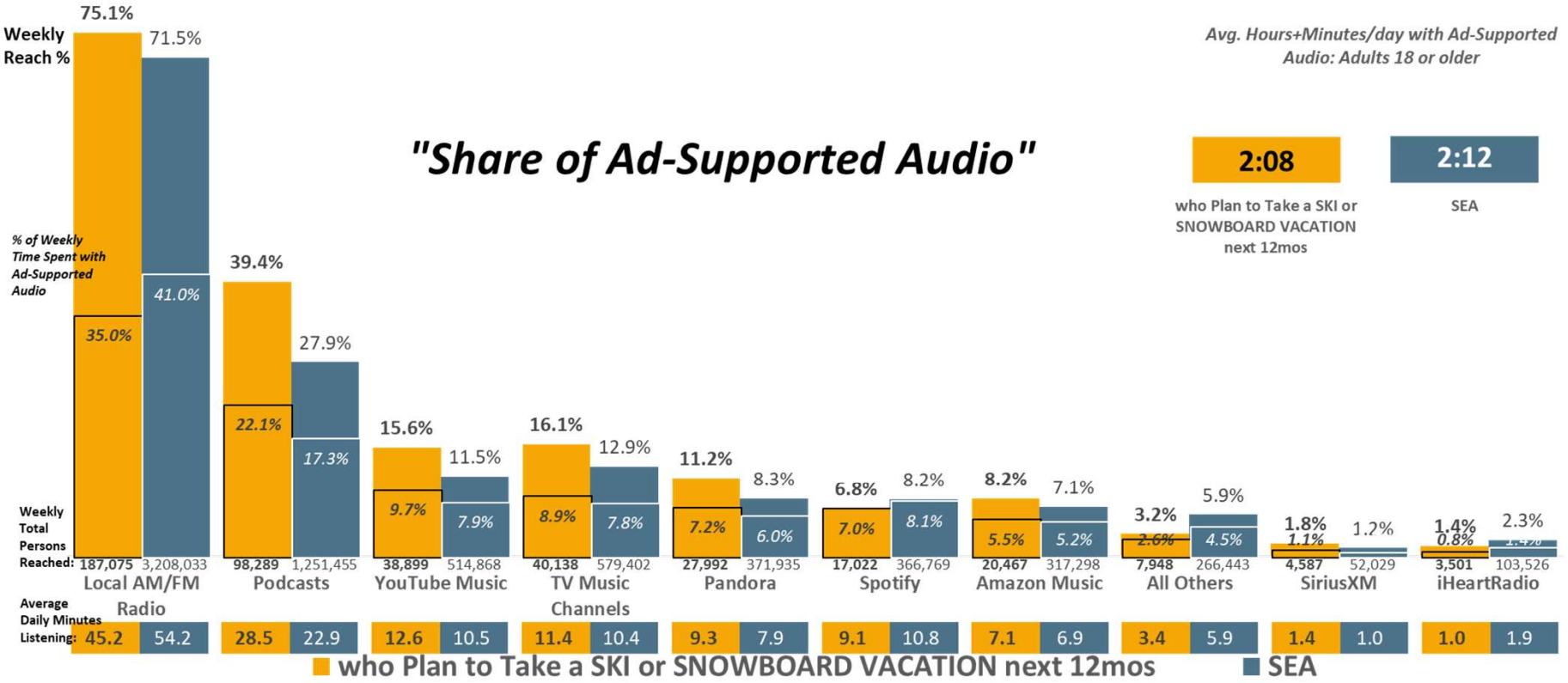
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Types of vacations plan to take next 12 months: Ski vacation



187,075 or 75.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	TV Music Channels	Pandora	Spotify	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach %	75.1%	39.4%	15.6%	16.1%	11.2%	6.8%	8.2%	3.2%	1.8%	1.4%
	71.5%	27.9%	11.5%	12.9%	8.3%	8.2%	7.1%	5.9%	1.2%	2.3%
% of Weekly Time Spent with Ad-Supported Audio	35.0%	22.1%	9.7%	8.9%	7.2%	7.0%	5.5%	2.6%	1.1%	0.8%
	41.0%	17.3%	7.9%	7.8%	6.0%	8.1%	5.2%	4.5%		
Weekly Total Persons Reached:	187,075	98,289	38,899	40,138	27,992	17,022	20,467	7,948	4,587	3,501
	3,208,033	1,251,455	514,868	579,402	371,935	366,769	317,298	266,443	52,029	103,526
Average Daily Minutes Listening:	45.2	28.5	12.6	11.4	9.3	9.1	7.1	3.4	1.4	1.0
	54.2	22.9	10.5	10.4	7.9	10.8	6.9	5.9	1.0	1.9

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

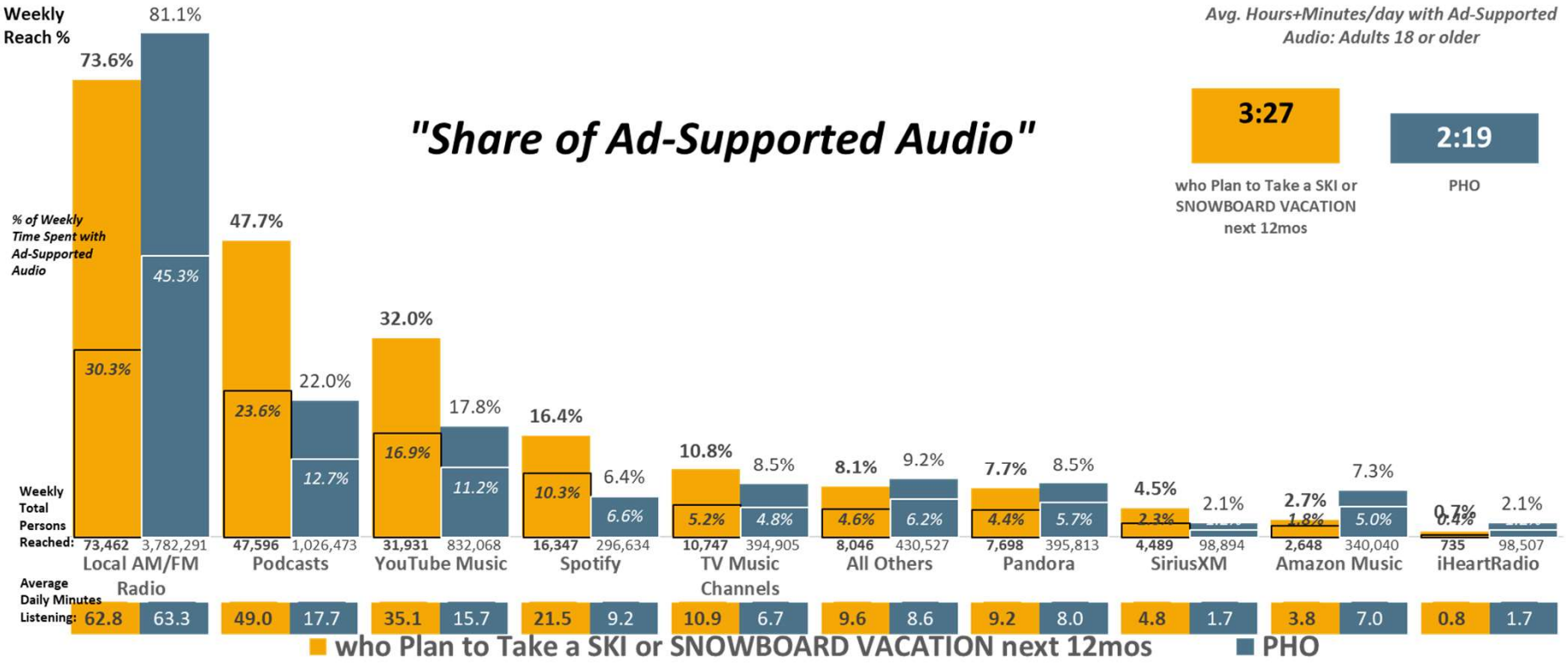
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Types of vacations plan to take next 12 months: Ski vacation



73,462 or 73.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.



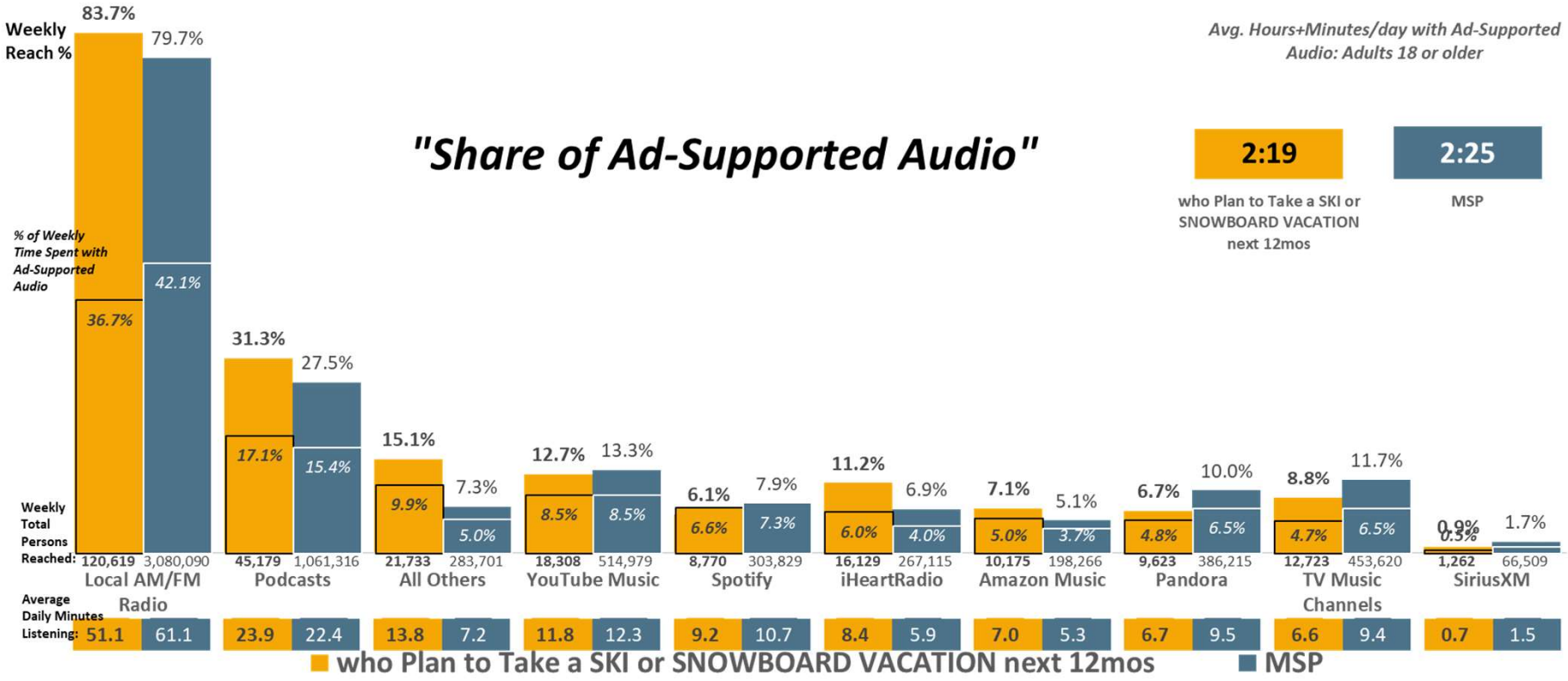
PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

120,619 or 83.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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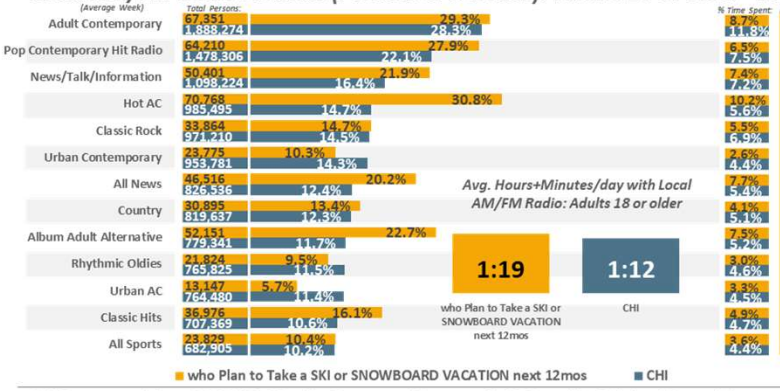
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Types of vacations plan to take next 12 months: Ski vacation



213,266 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, and Album Adult Alternative

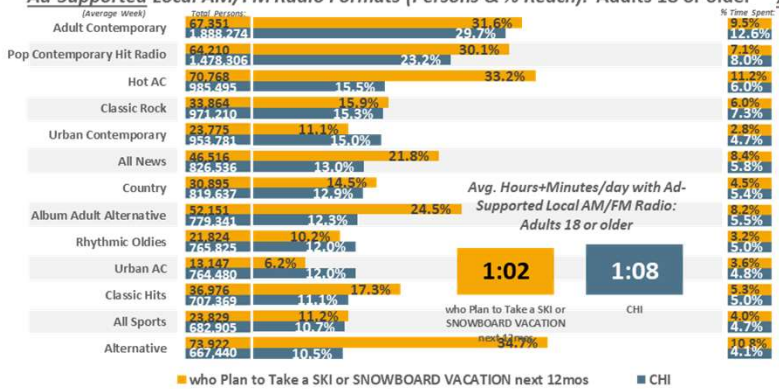
Local AM/FM Radio Formats (Persons & % Reach): **Adults 18 or older**



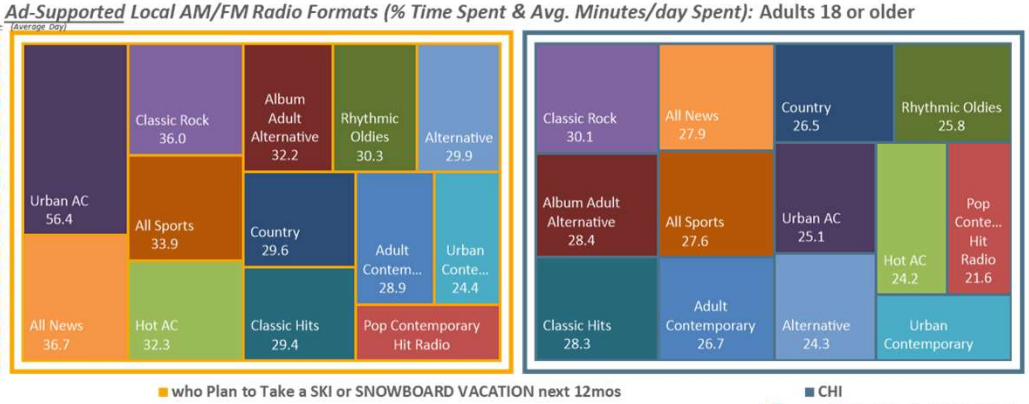
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

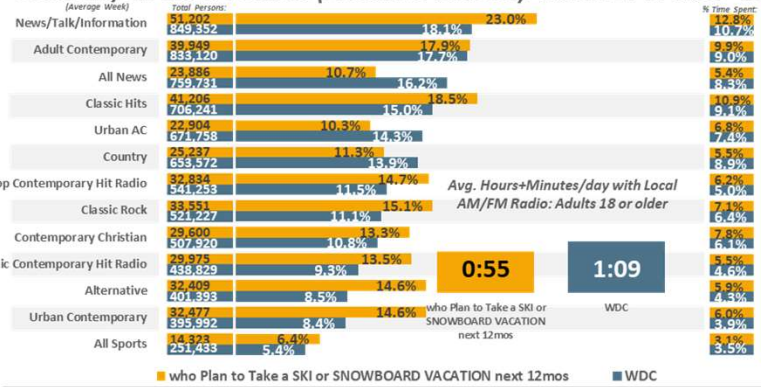
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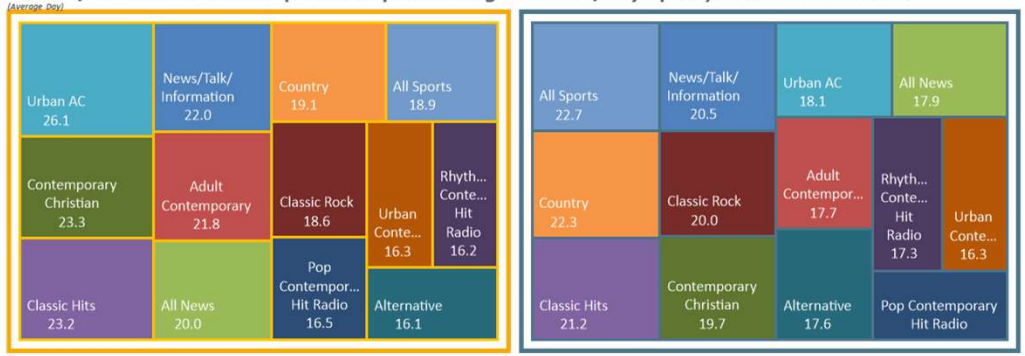
Types of vacations plan to take next 12 months: Ski vacation

210,796 or 74.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Urban Contempora

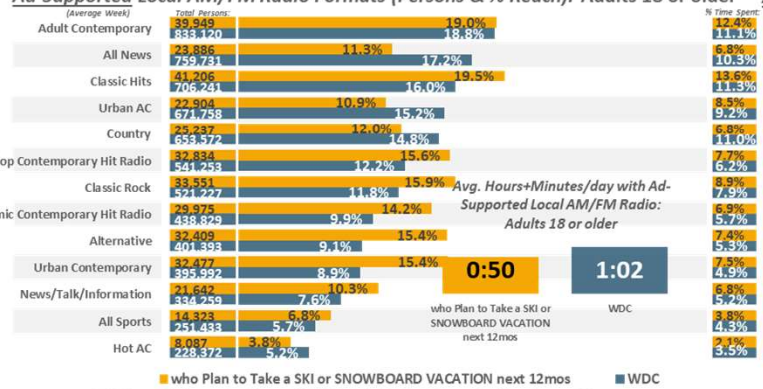
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



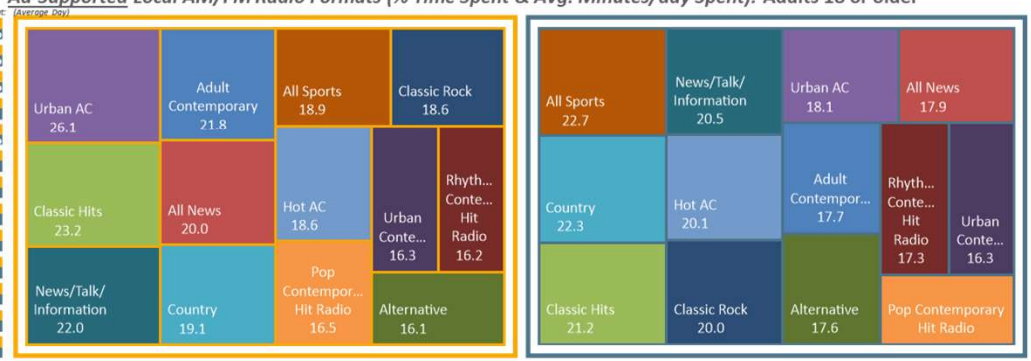
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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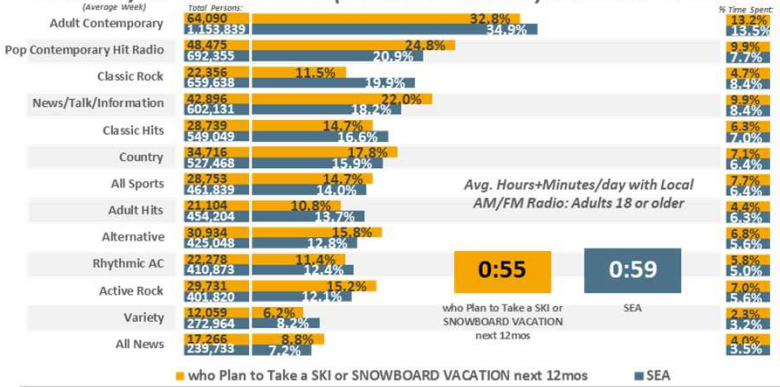
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Types of vacations plan to take next 12 months: Ski vacation

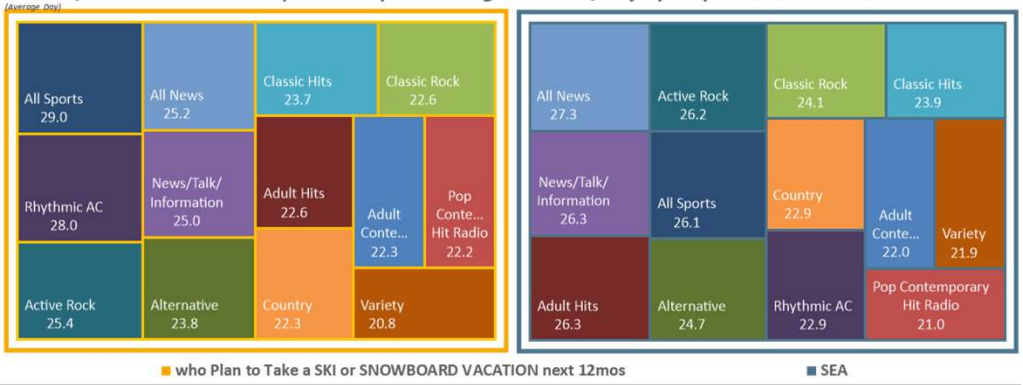


187,075 or 75.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Active Rock.

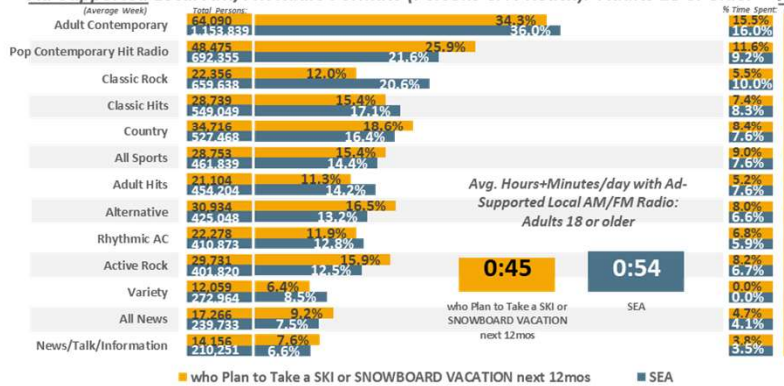
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



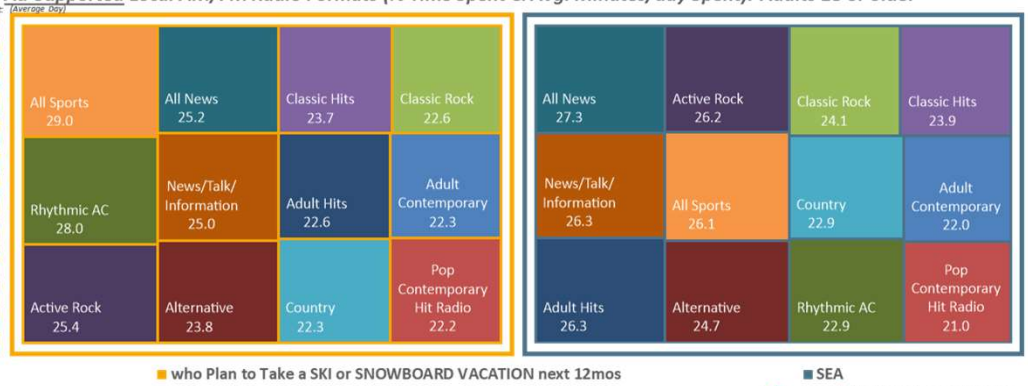
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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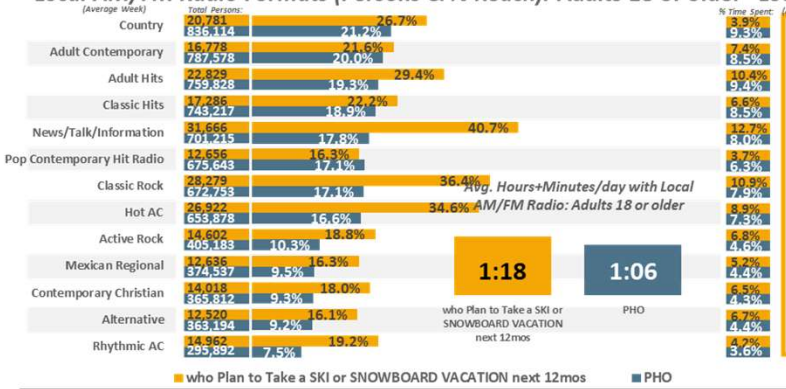
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Types of vacations plan to take next 12 months: Ski vacation

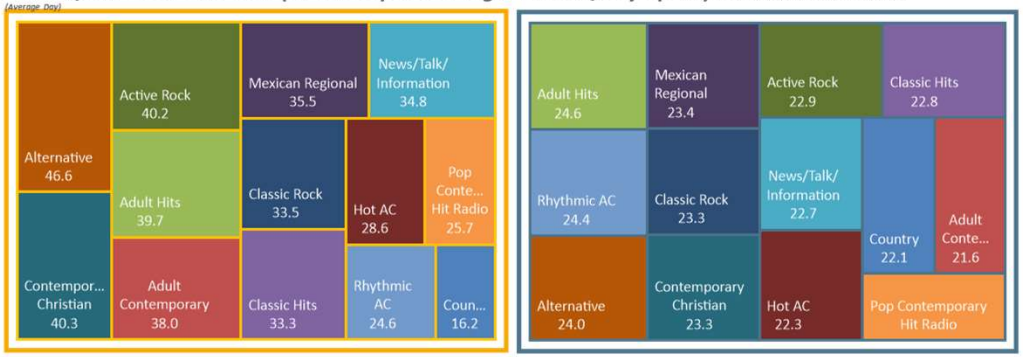
VAIL RESORTS PHO

73,462 or 73.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Hot AC, Adult Hits, Country, and Classic Hits.

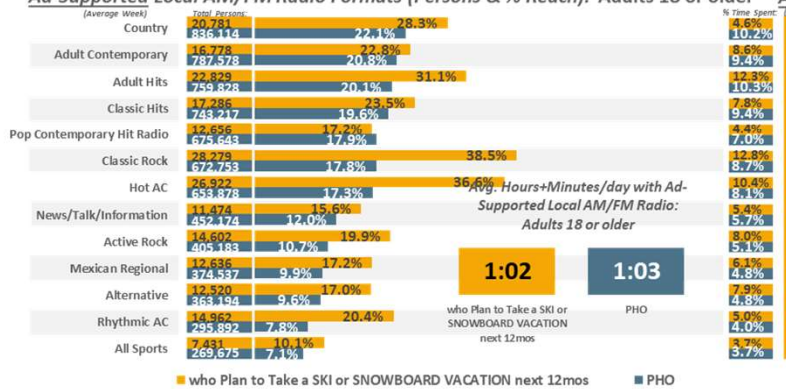
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



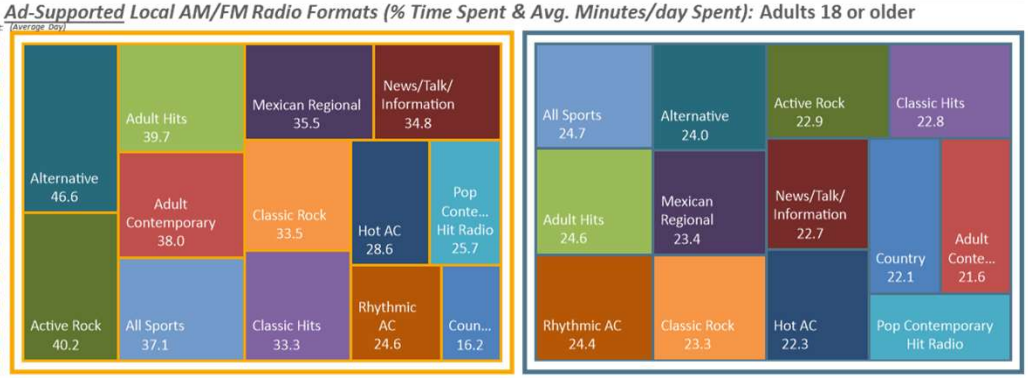
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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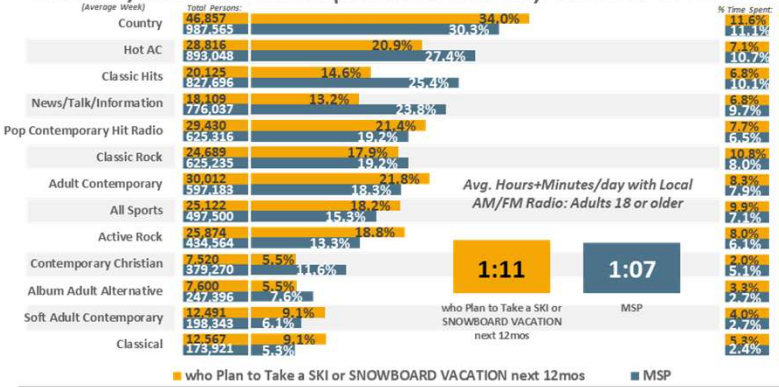
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Types of vacations plan to take next 12 months: Ski vacation



120,619 or 83.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, and Active Rock.

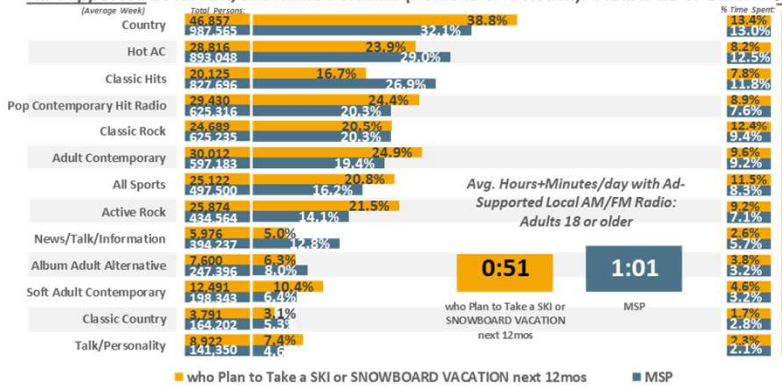
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



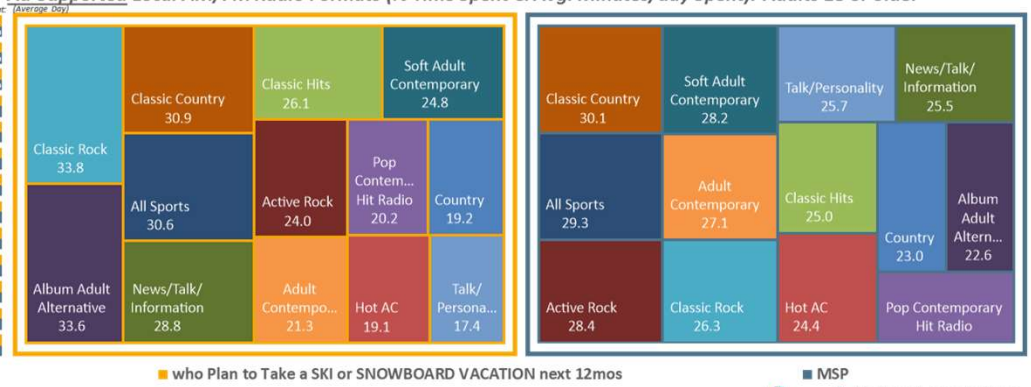
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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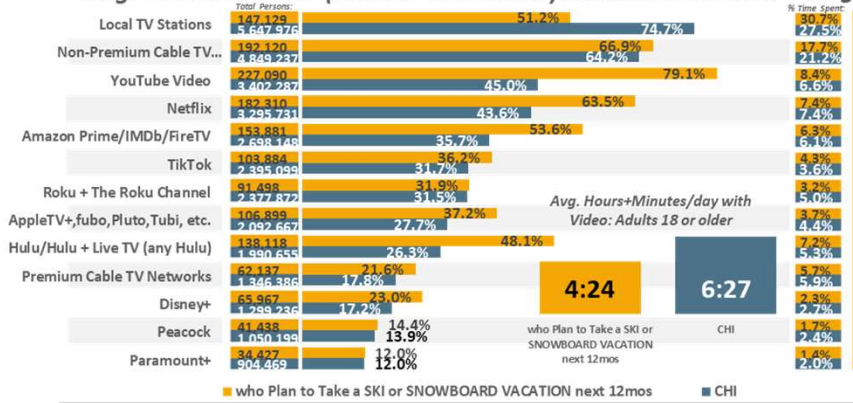
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Types of vacations plan to take next 12 months: Ski vacation

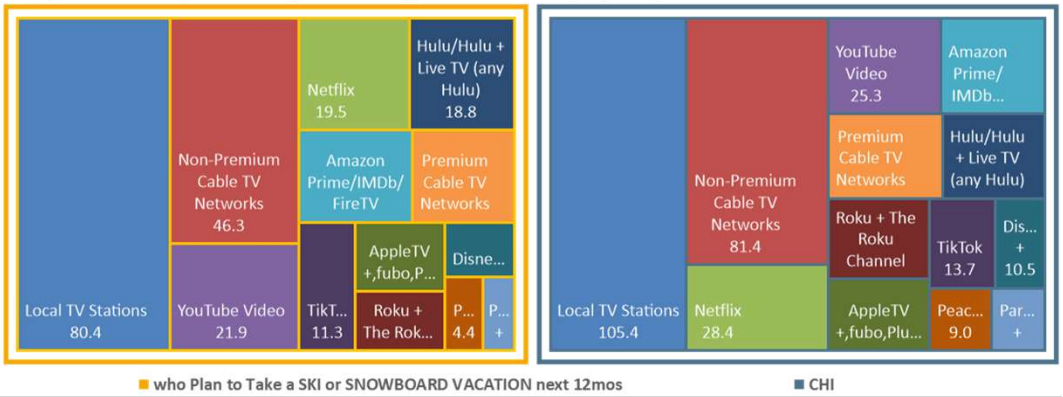


144,912 or 50.4% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

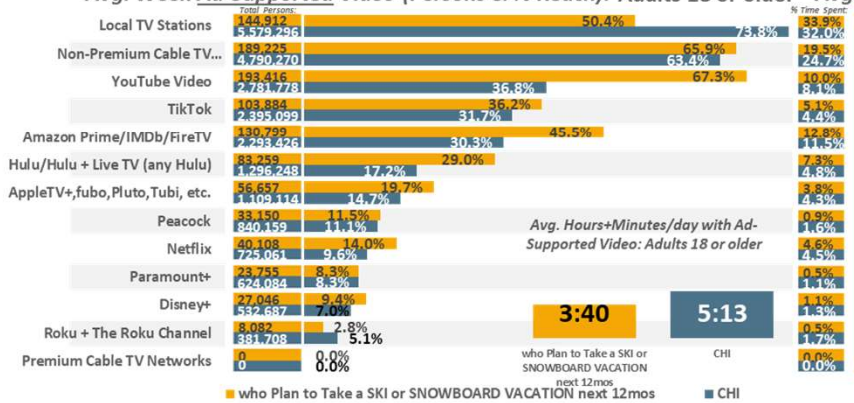
Avg. Week All Video (Persons & % Reach): Adults 18 or older



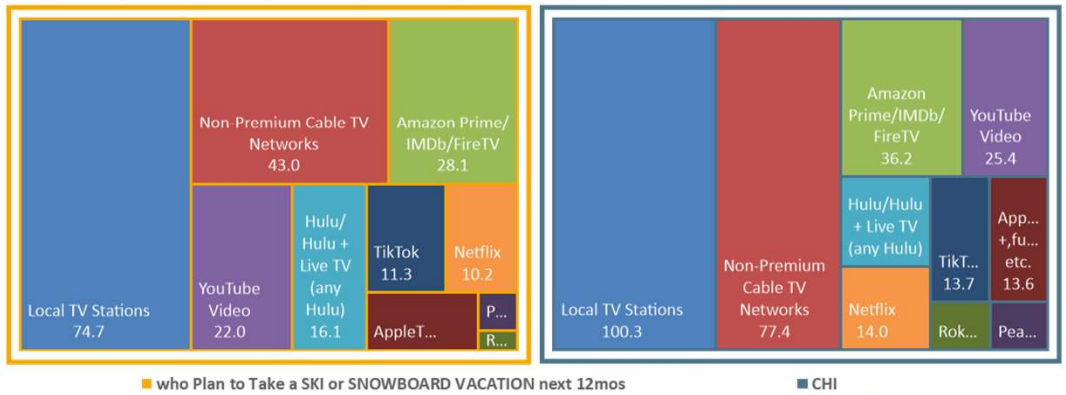
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

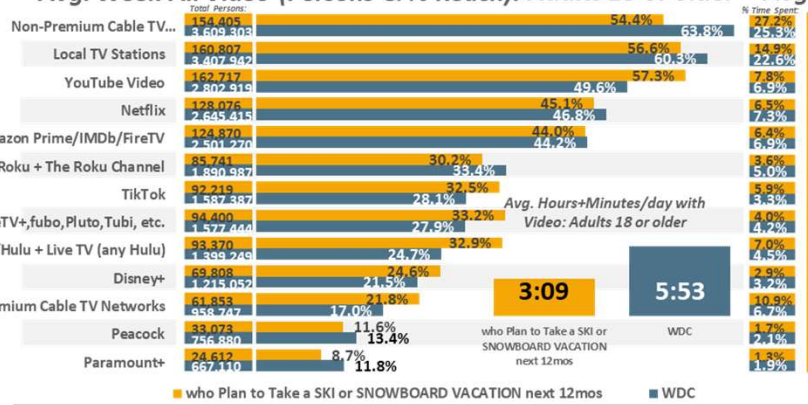
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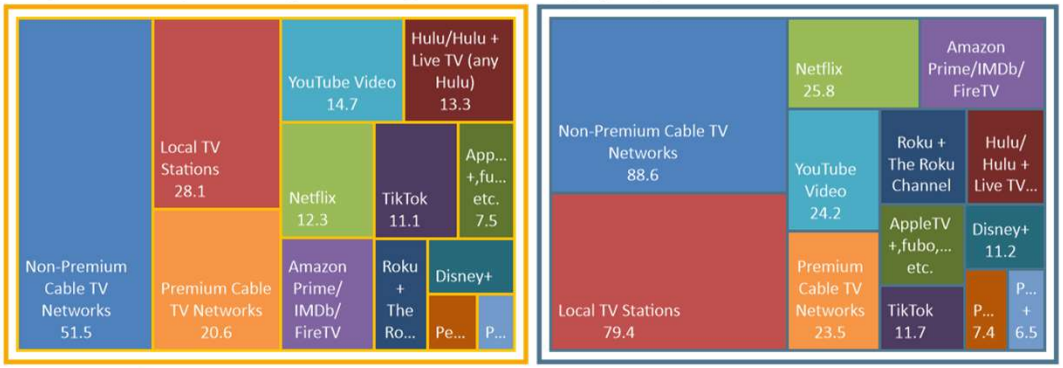
Types of vacations plan to take next 12 months: Ski vacation

159,579 or 56.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 26.3 minutes every day representing 16.6% of all time spent daily with Ad-Supported Video.

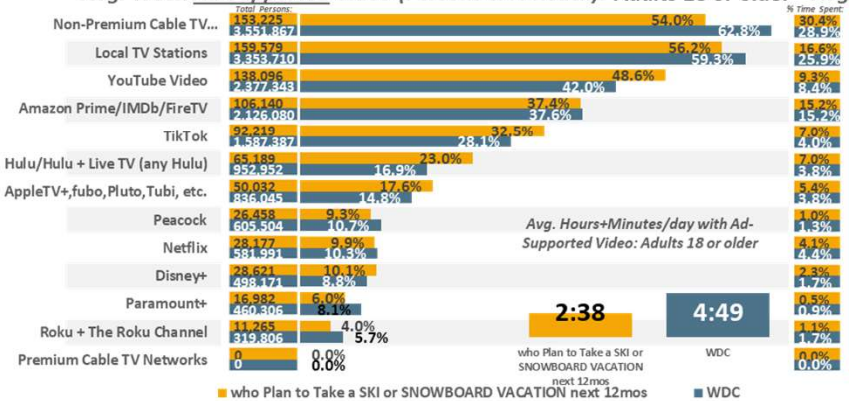
Avg. Week All Video (Persons & % Reach): Adults 18 or older



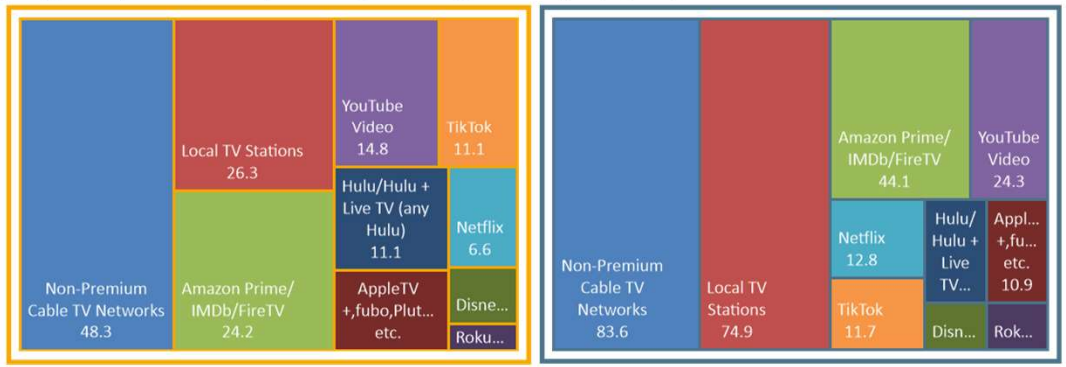
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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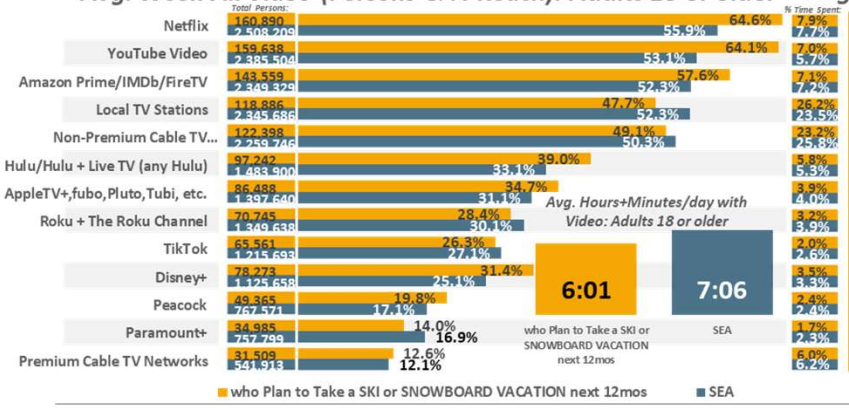
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Types of vacations plan to take next 12 months: Ski vacation

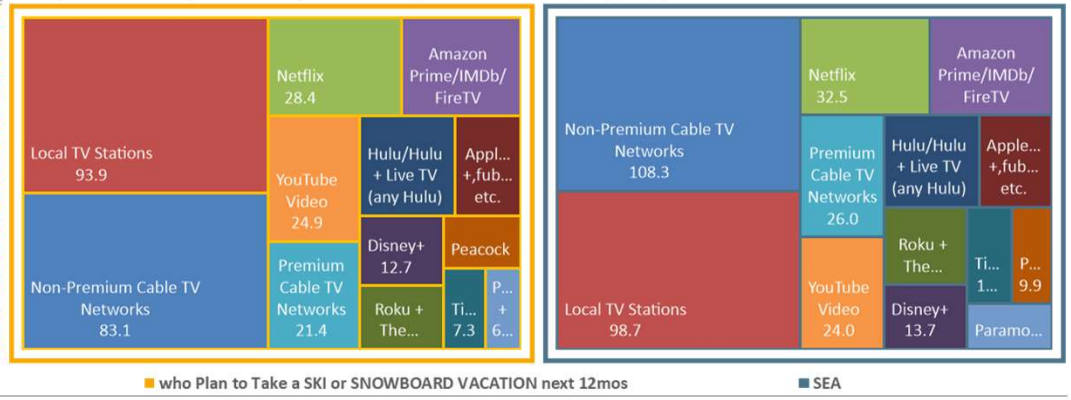


117,647 or 47.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 86.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

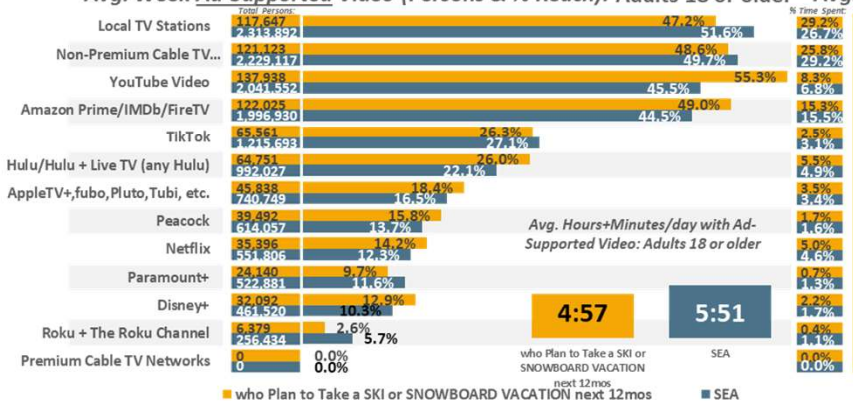
Avg. Week All Video (Persons & % Reach): Adults 18 or older



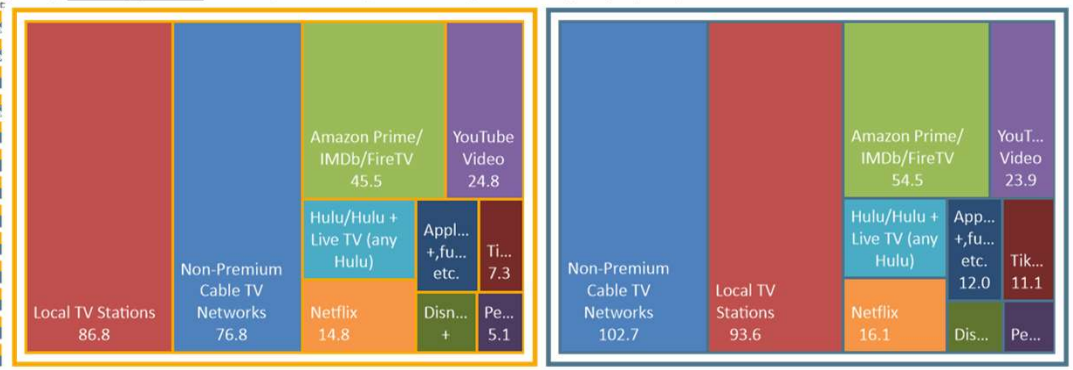
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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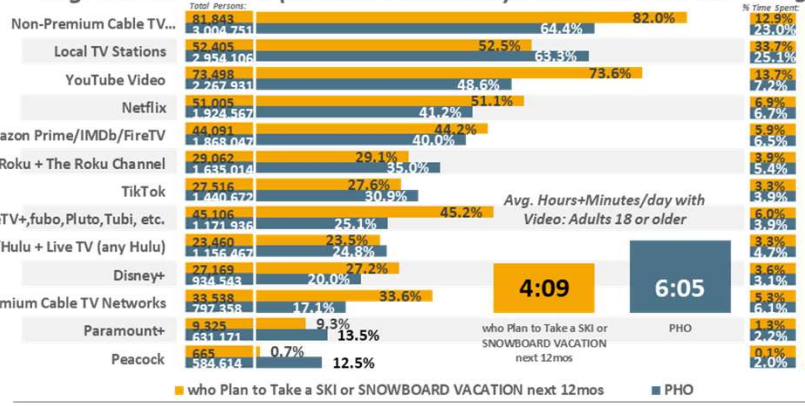
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Types of vacations plan to take next 12 months: Ski vacation

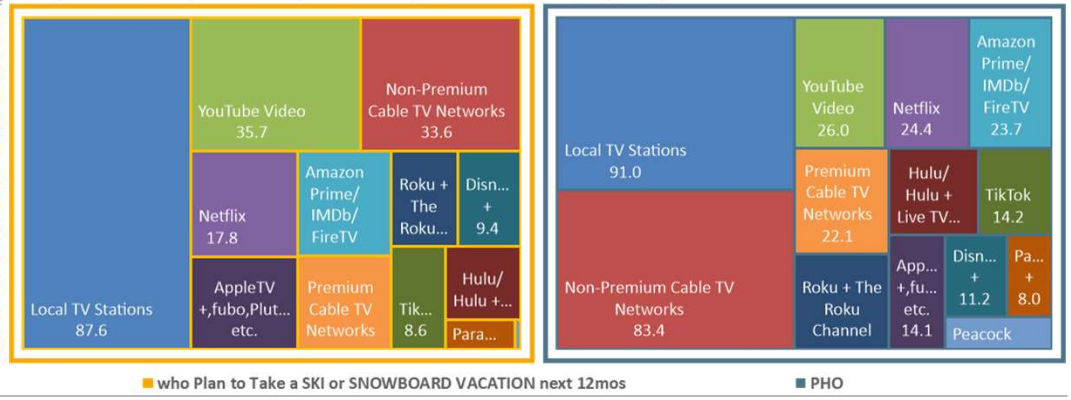


51,625 or 51.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

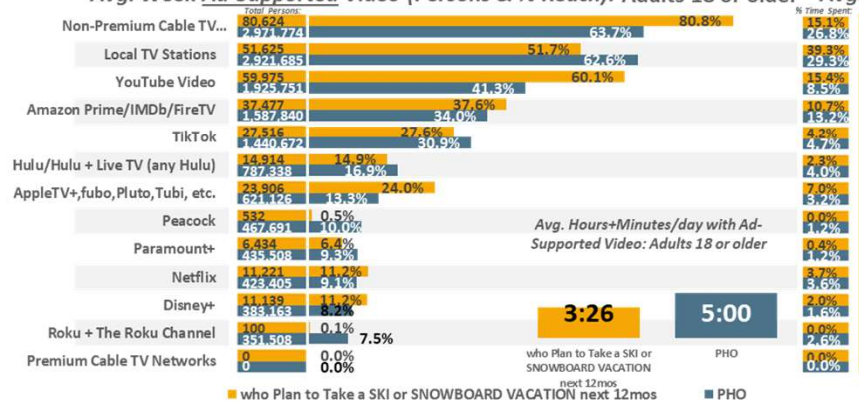
Avg. Week All Video (Persons & % Reach): Adults 18 or older



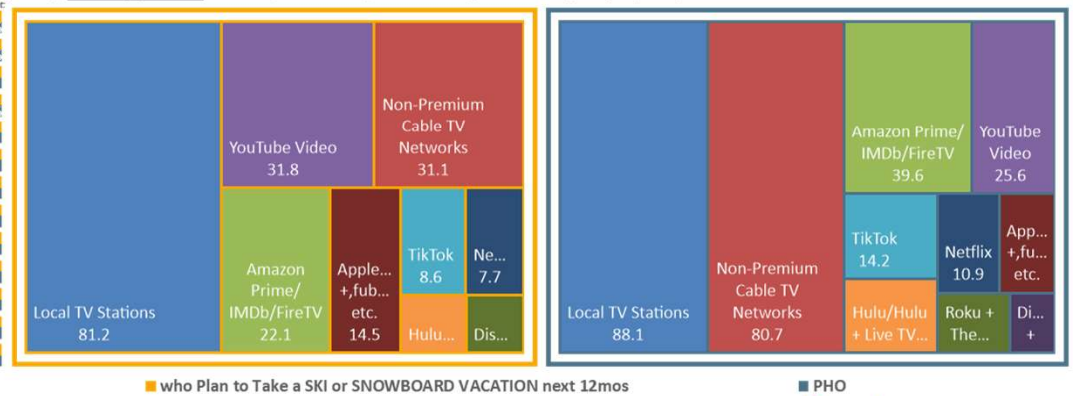
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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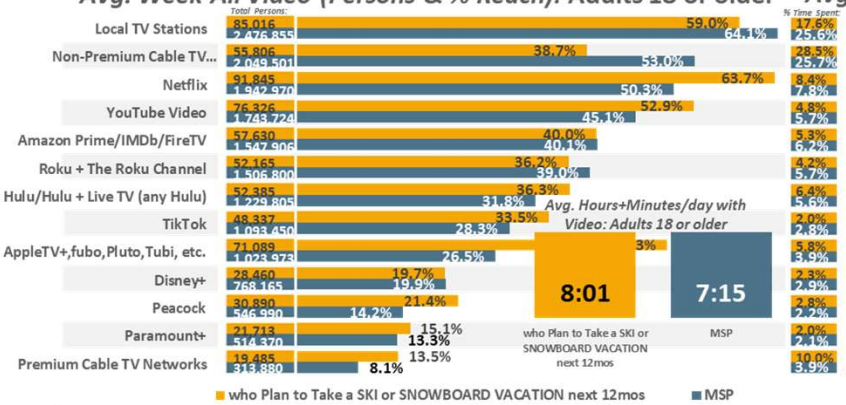
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Types of vacations plan to take next 12 months: Ski vacation

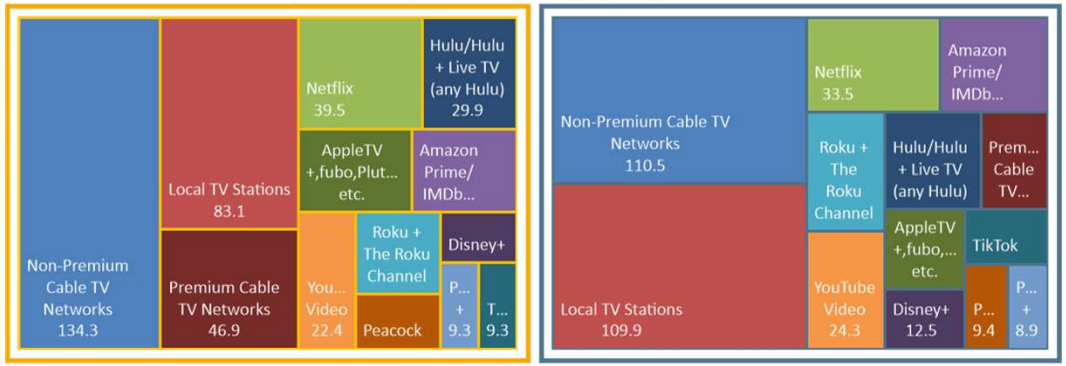
VAIL RESORTS MSP

82,598 or 57.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.

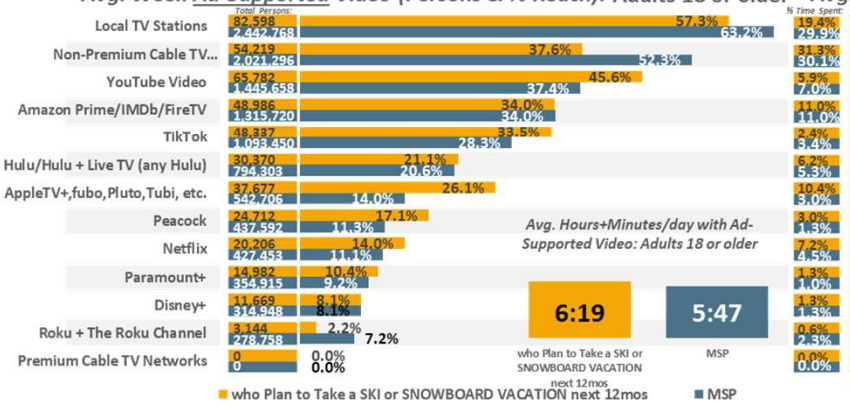
Avg. Week All Video (Persons & % Reach): Adults 18 or older



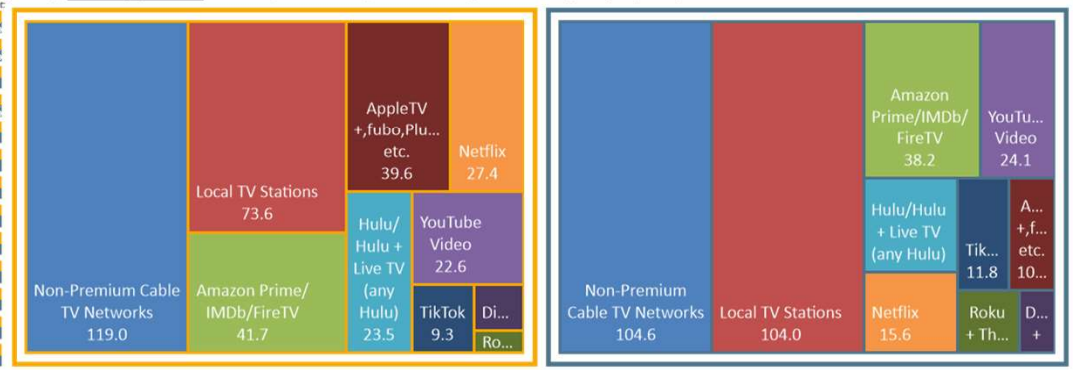
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

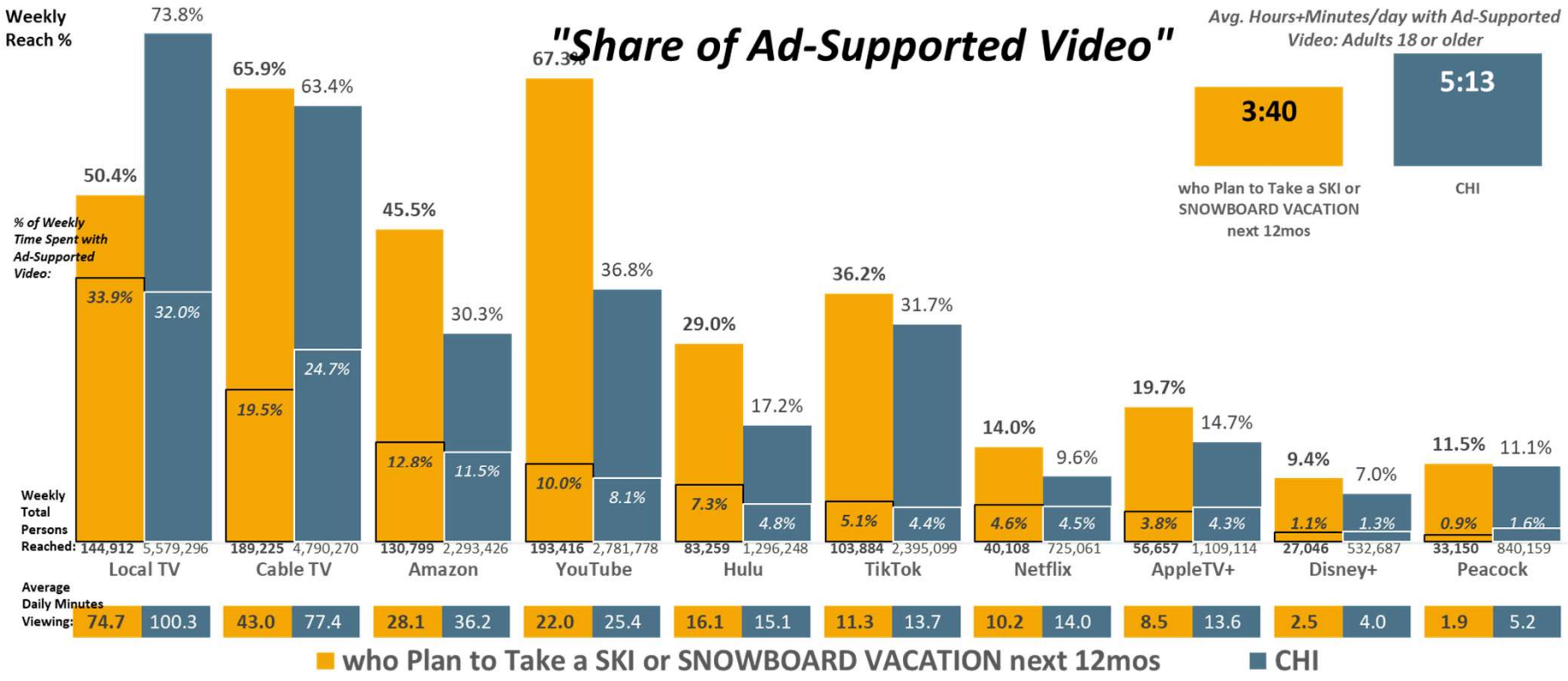
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Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS — CHI

144,912 or 50.4% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



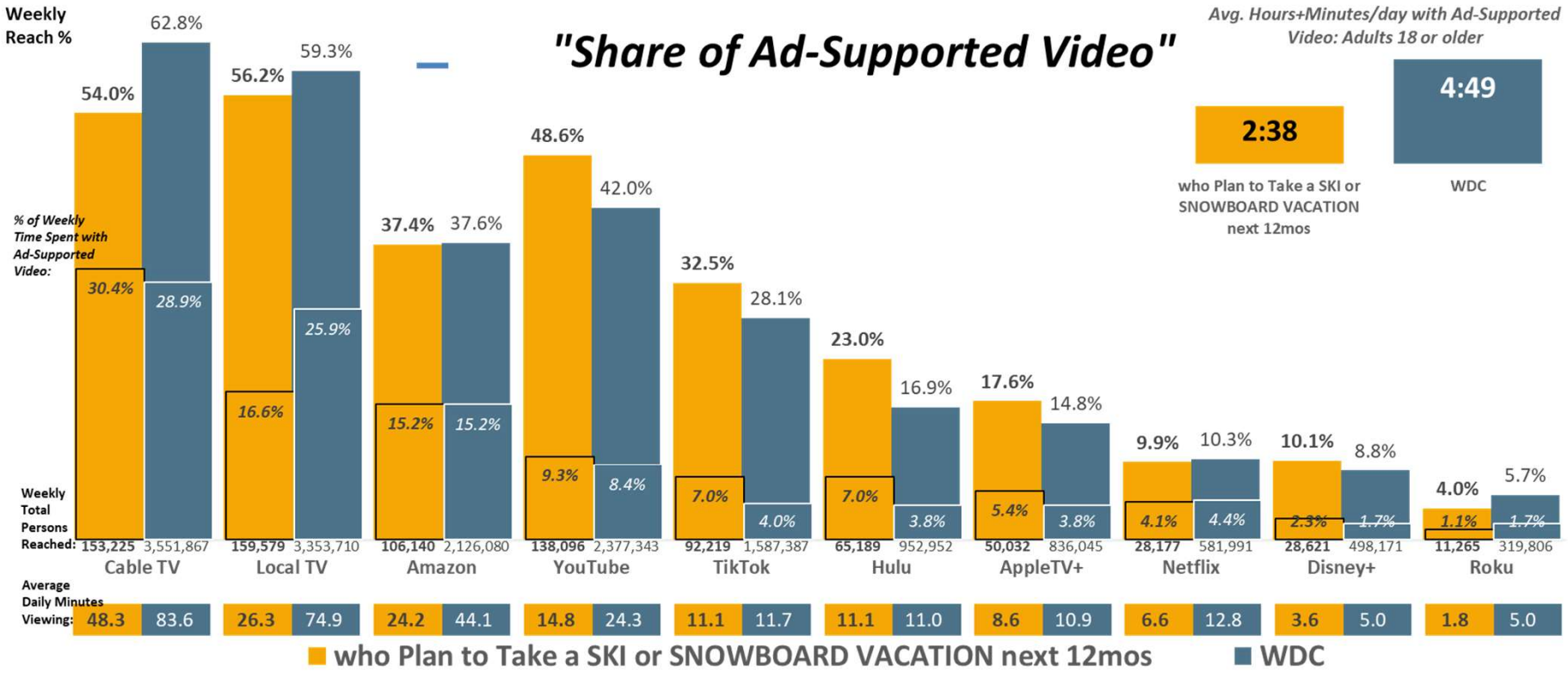
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

159,579 or 56.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 26.3 minutes every day representing 16.6% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

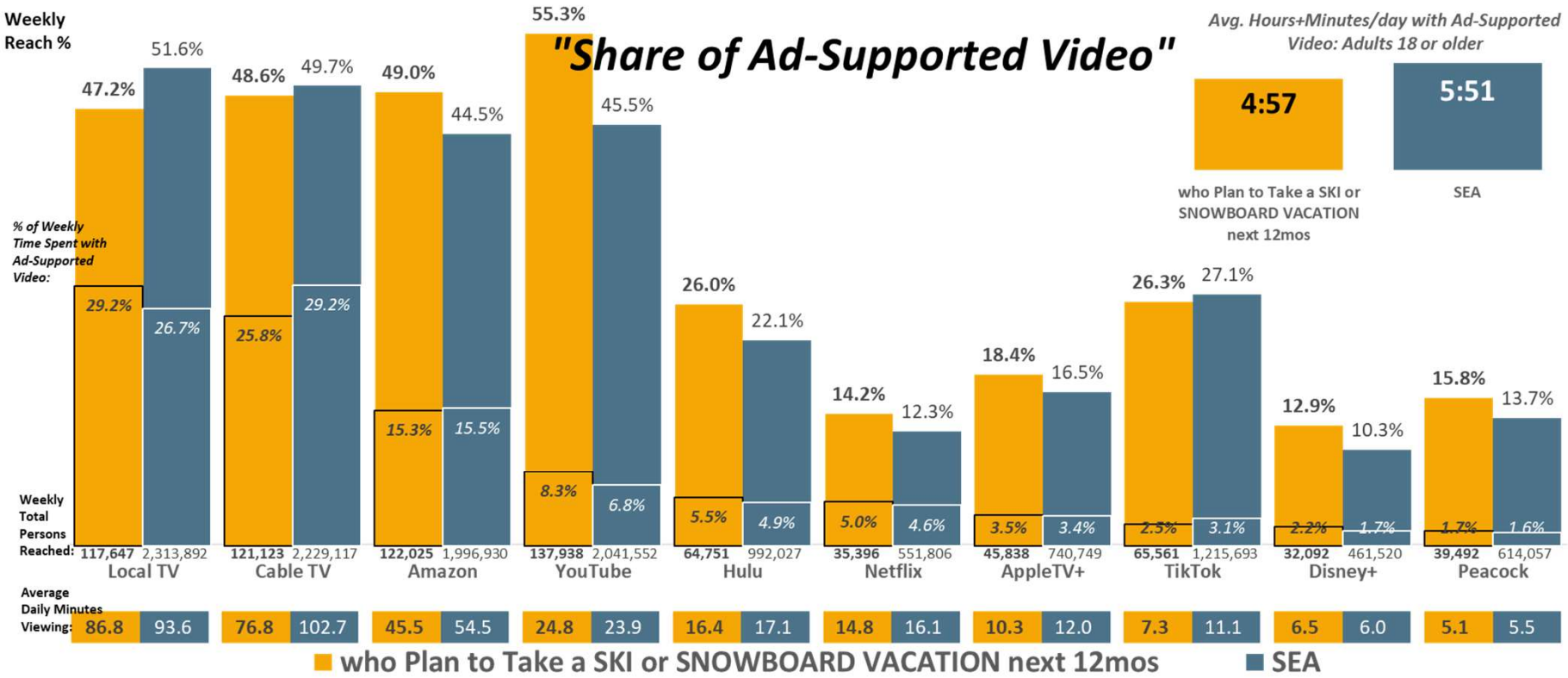
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Types of vacations plan to take next 12 months: Ski vacation



117,647 or 47.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 86.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

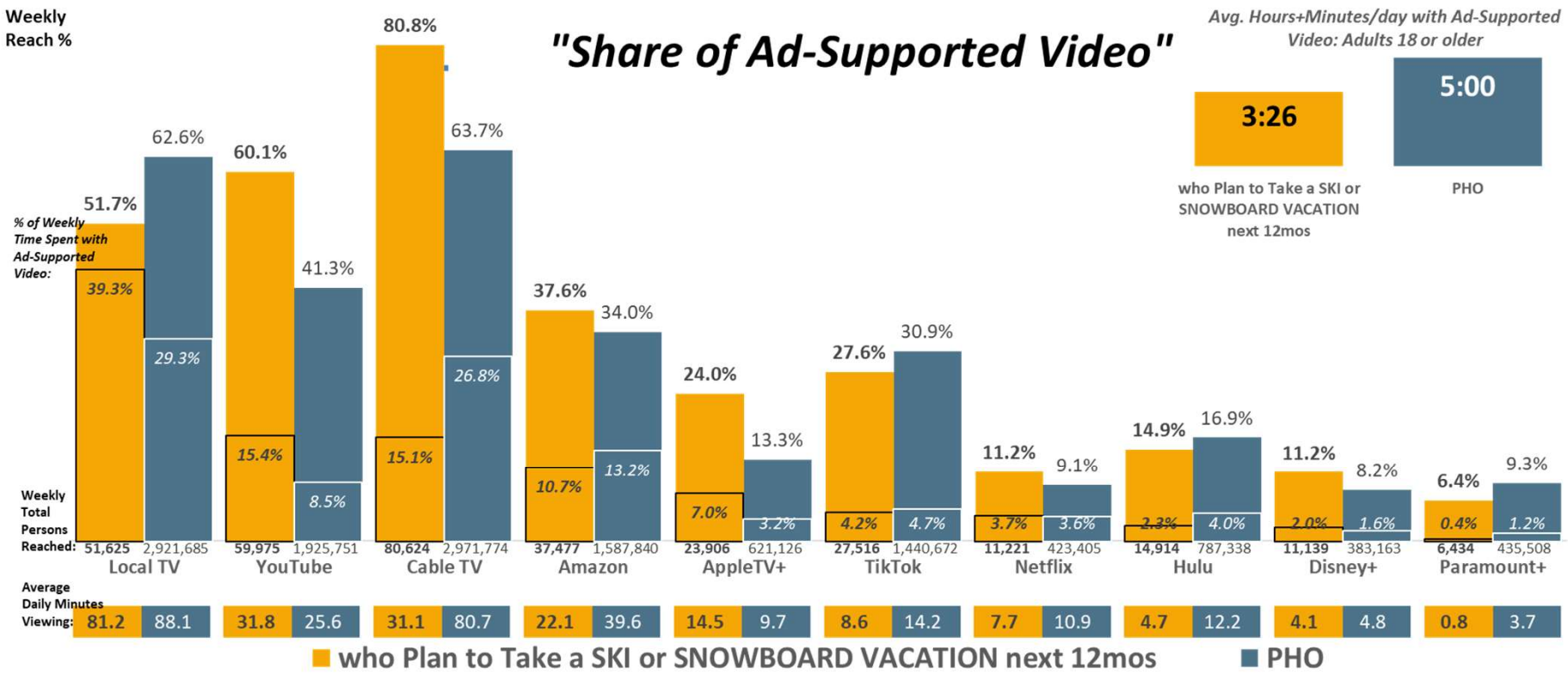
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Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS PHO

51,625 or 51.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

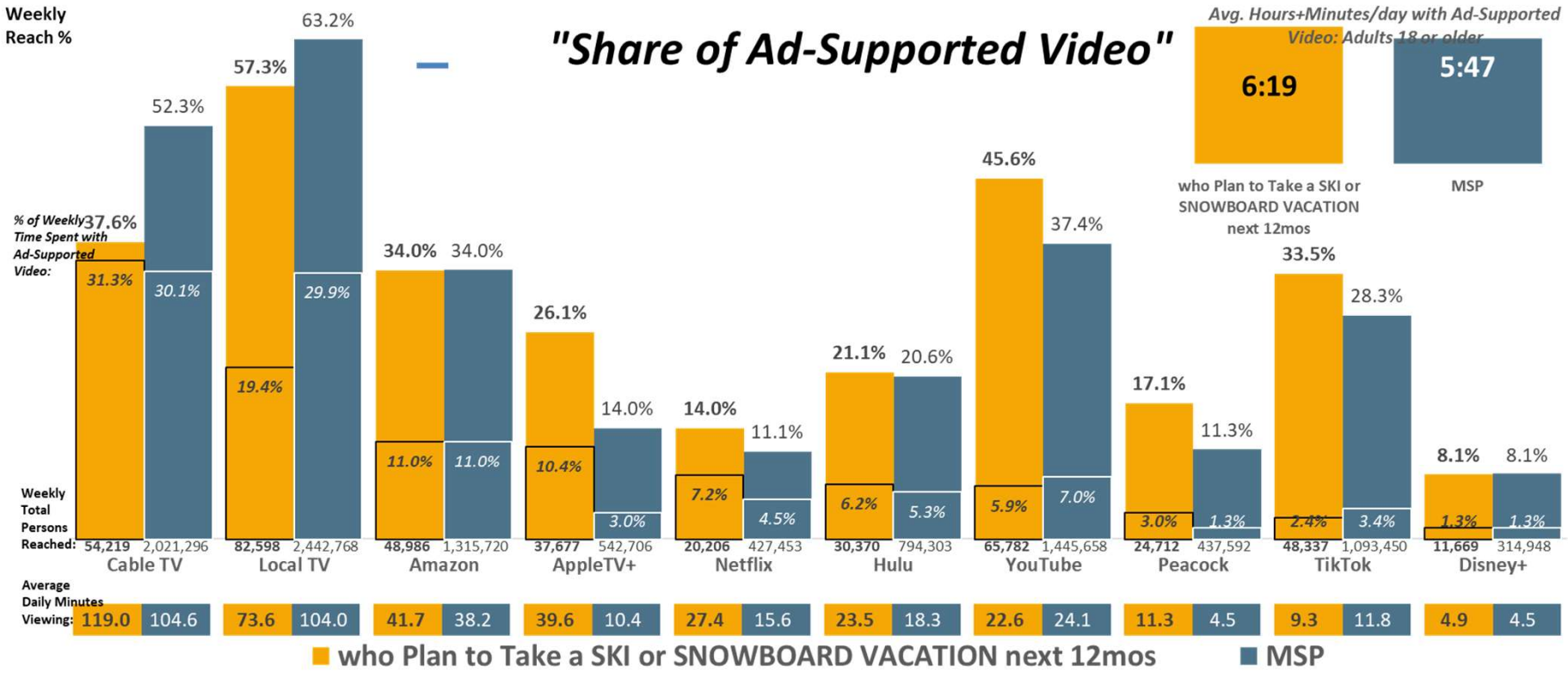
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Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS MSP

82,598 or 57.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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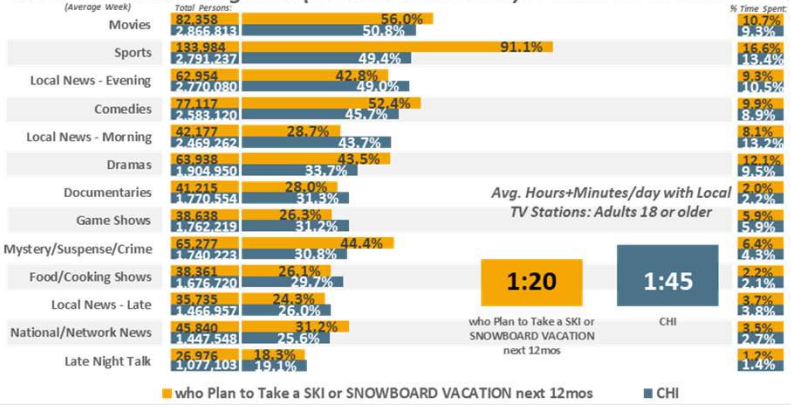
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Types of vacations plan to take next 12 months: Ski vacation

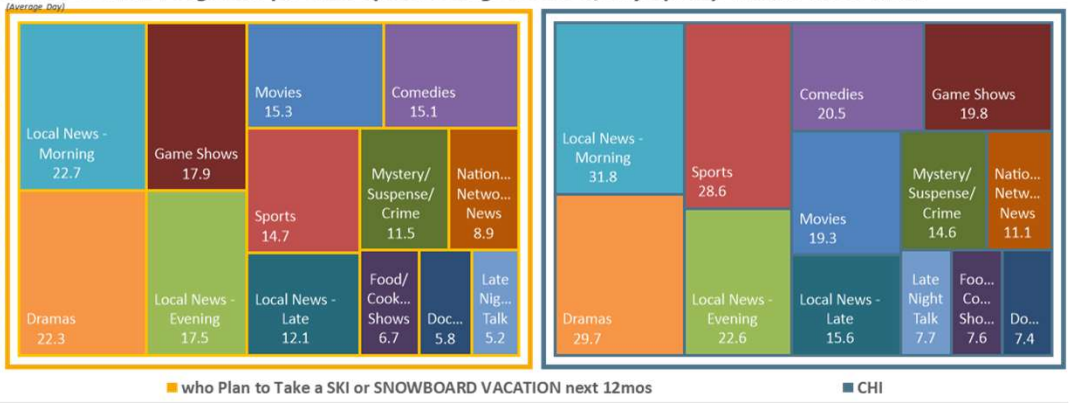


144,912 or 50.4% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Mystery/Suspense/Crime, Dramas, and Local News - Evening.

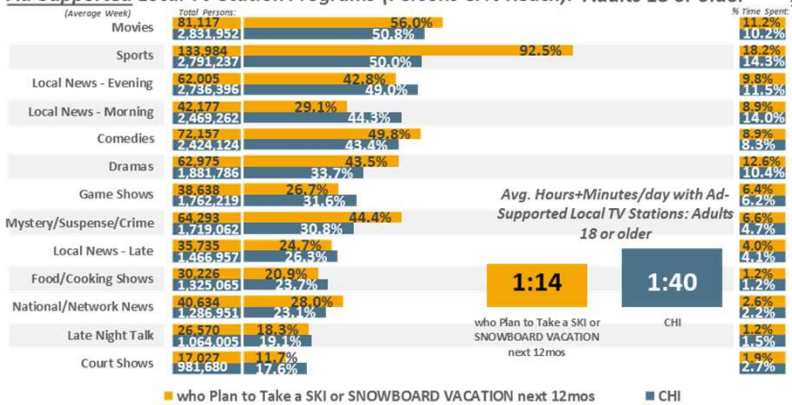
Local TV Station Programs (Persons & % Reach): Adults 18 or older



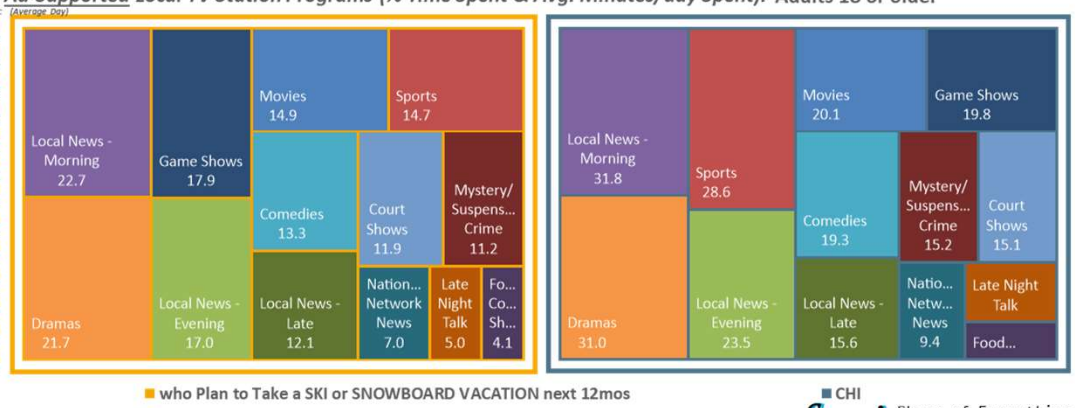
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

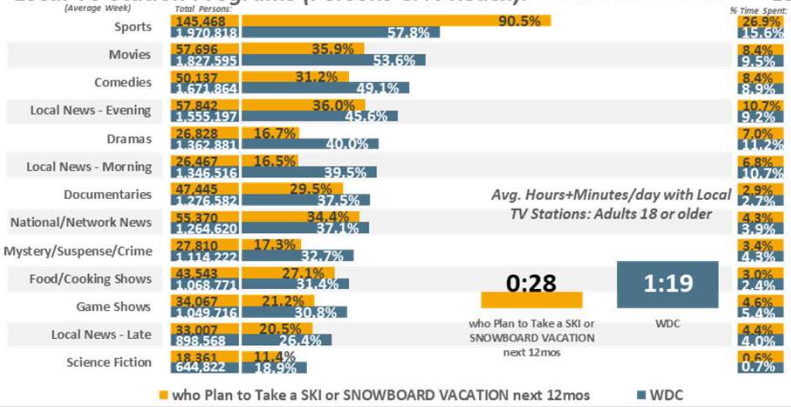
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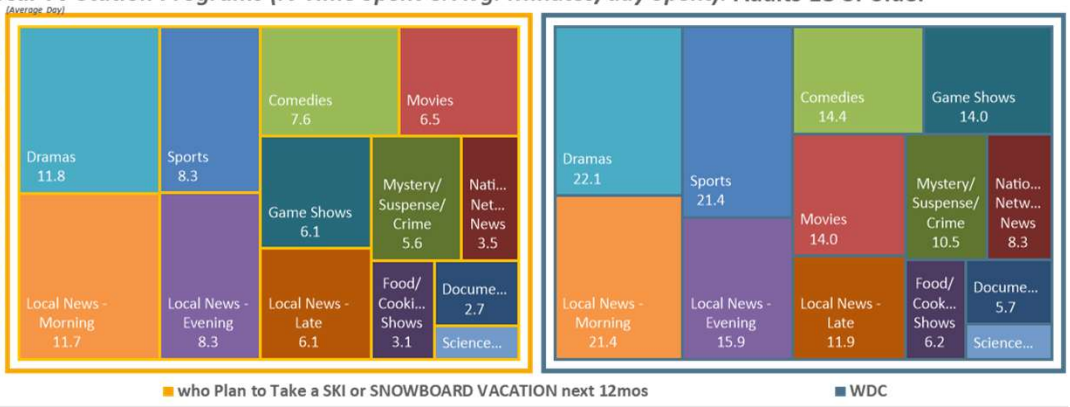
Types of vacations plan to take next 12 months: Ski vacation

159,579 or 56.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, National/Network News, Comedies, and Food/Cooking Shows.

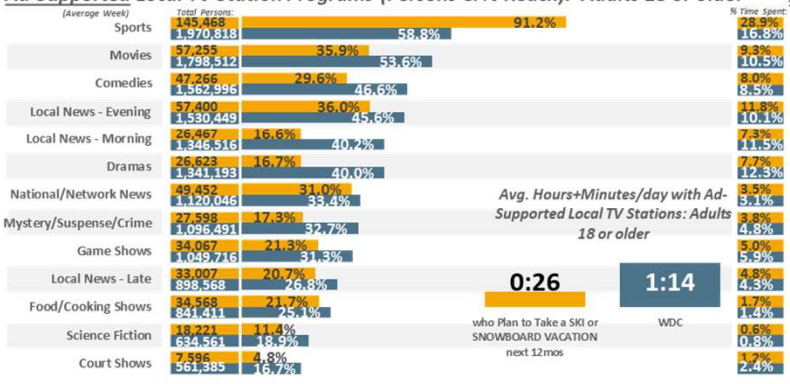
Local TV Station Programs (Persons & % Reach): Adults 18 or older



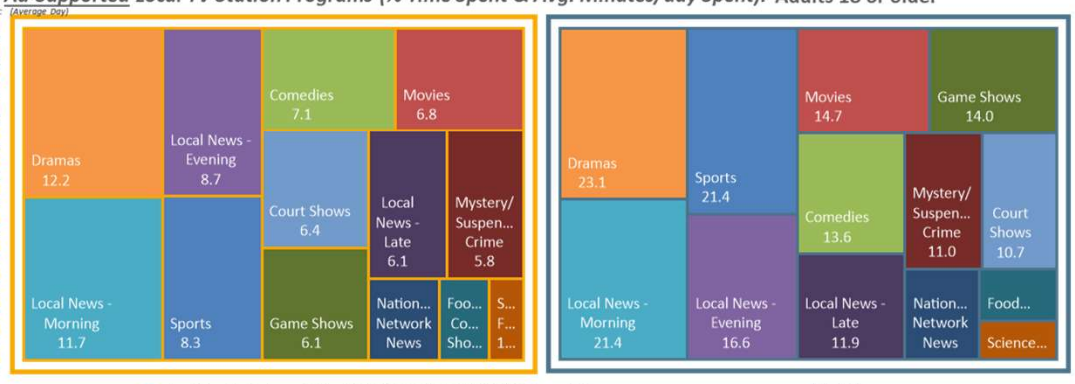
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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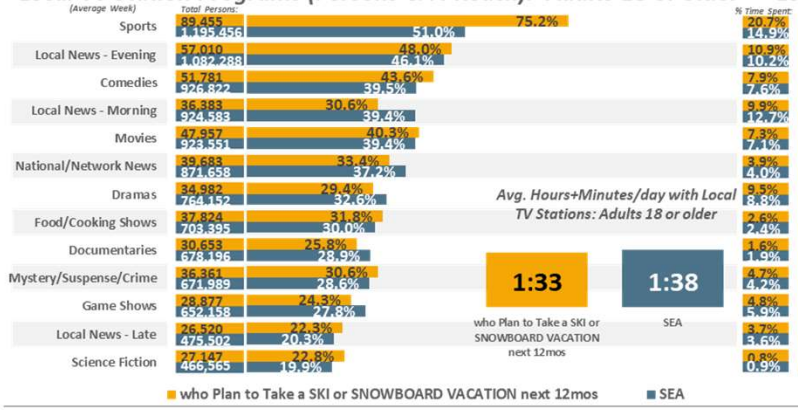
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Types of vacations plan to take next 12 months: Ski vacation

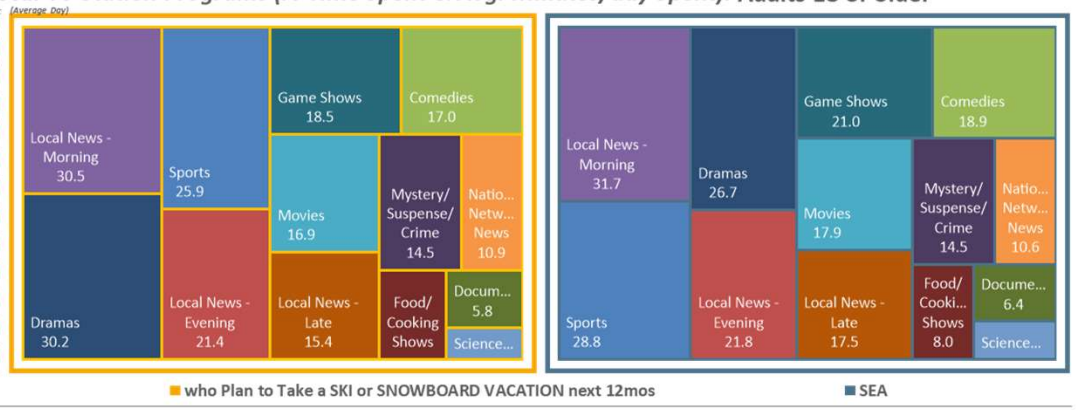
VAIL RESORTS SEA

117,647 or 47.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Mystery/Suspense/Crime.

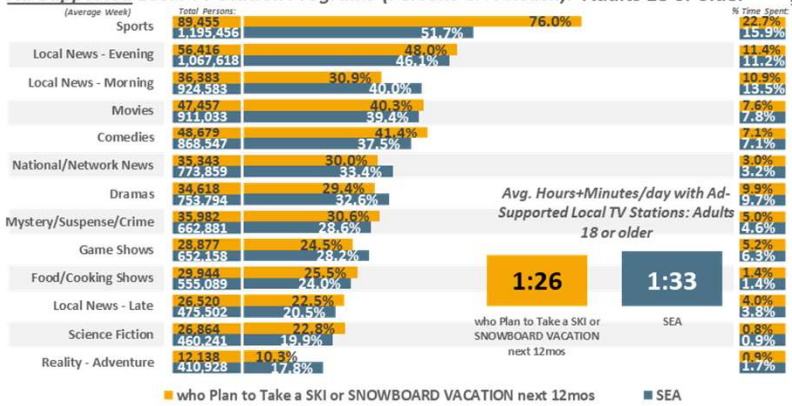
Local TV Station Programs (Persons & % Reach): Adults 18 or older



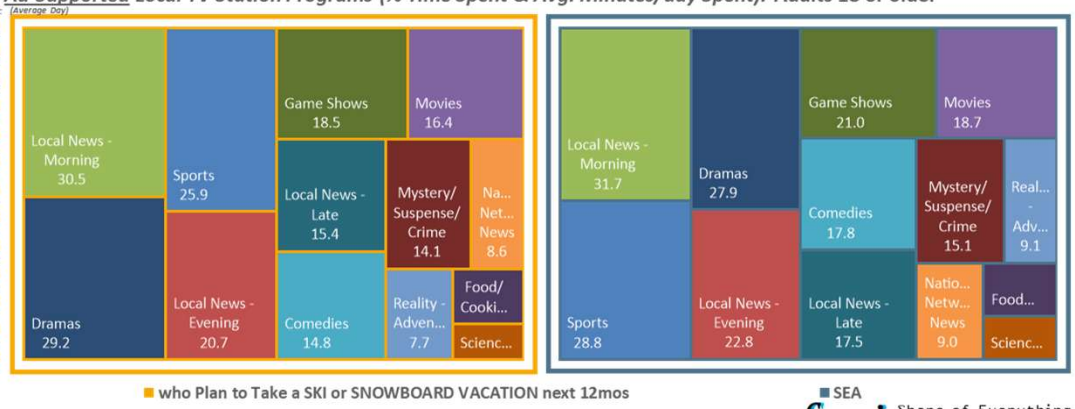
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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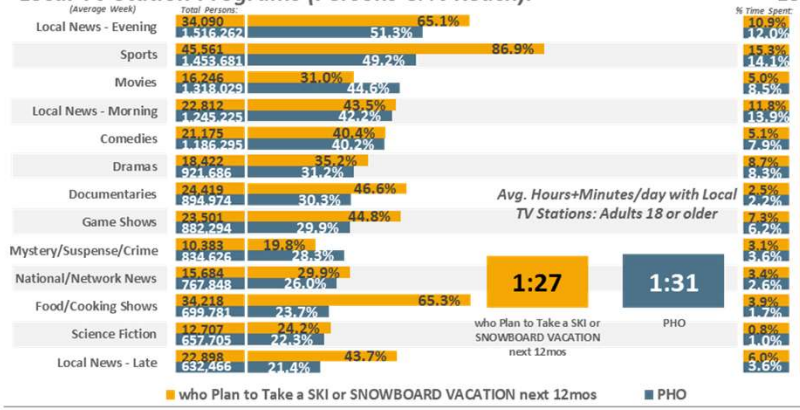
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Types of vacations plan to take next 12 months: Ski vacation

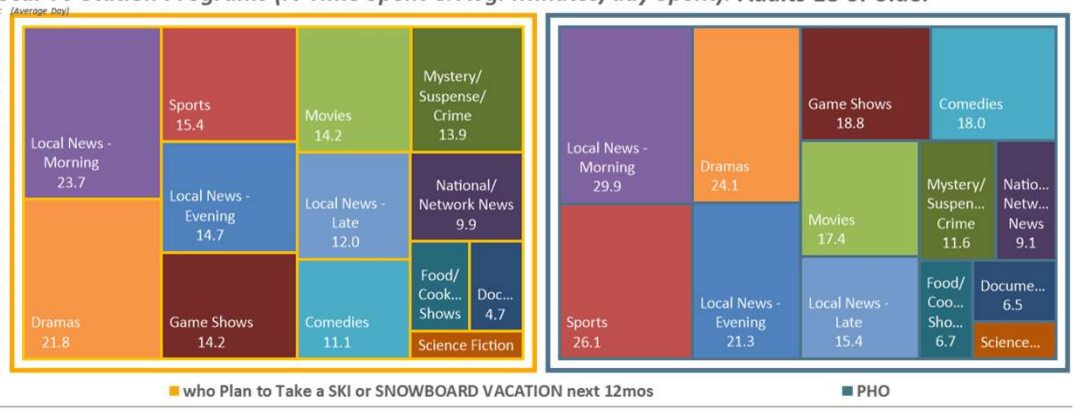
VAIL RESORTS PHO

51,625 or 51.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Food/Cooking Shows, Game Shows, Local News - Late, and Local News - Mo

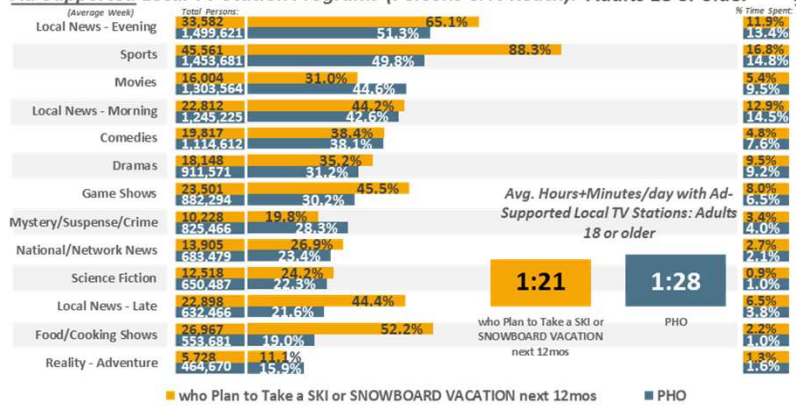
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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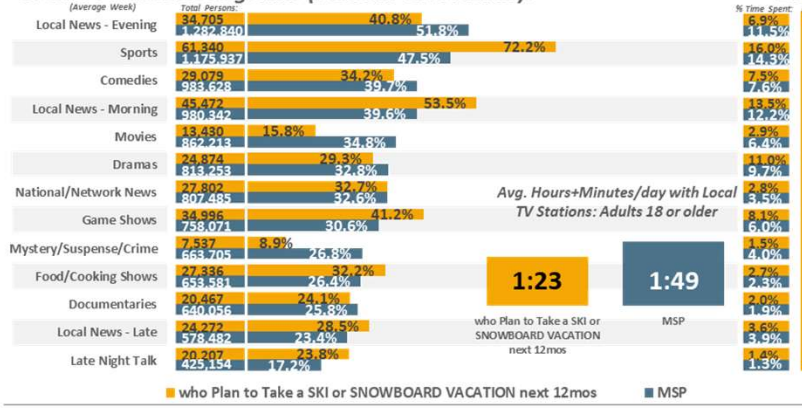
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Types of vacations plan to take next 12 months: Ski vacation

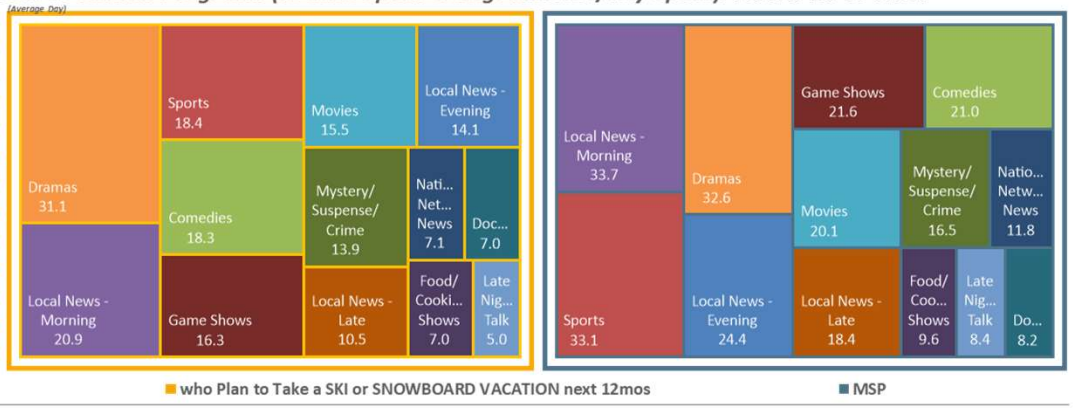


82,598 or 57.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Game Shows, Local News - Evening, Comedies, and National/Network News.

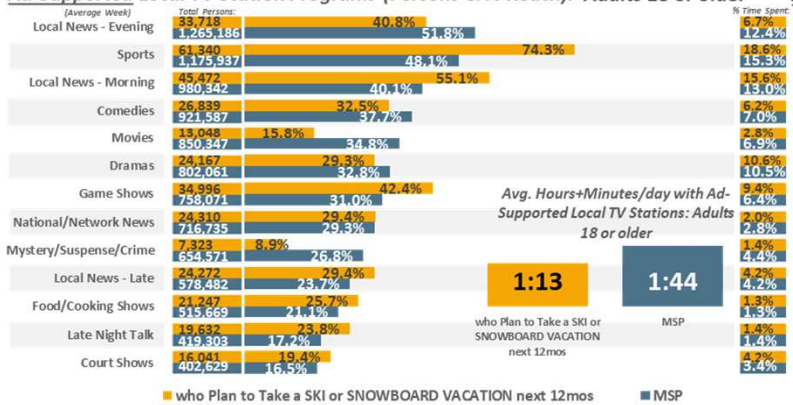
Local TV Station Programs (Persons & % Reach): Adults 18 or older



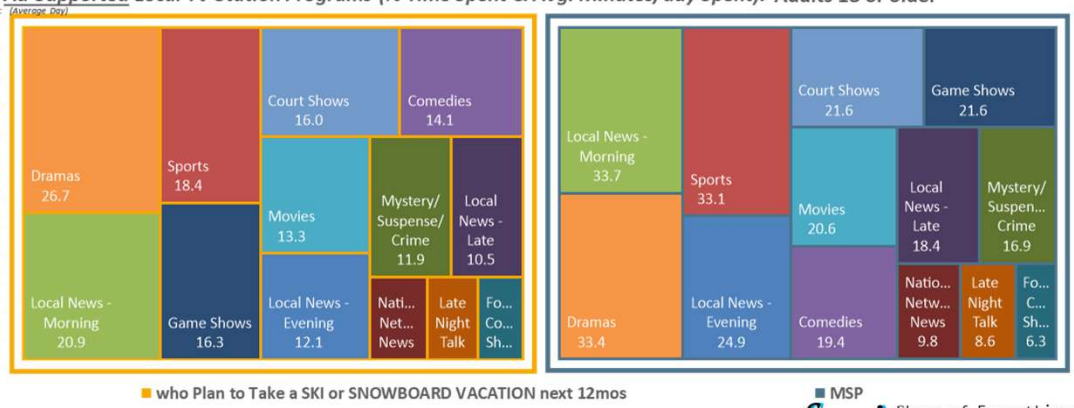
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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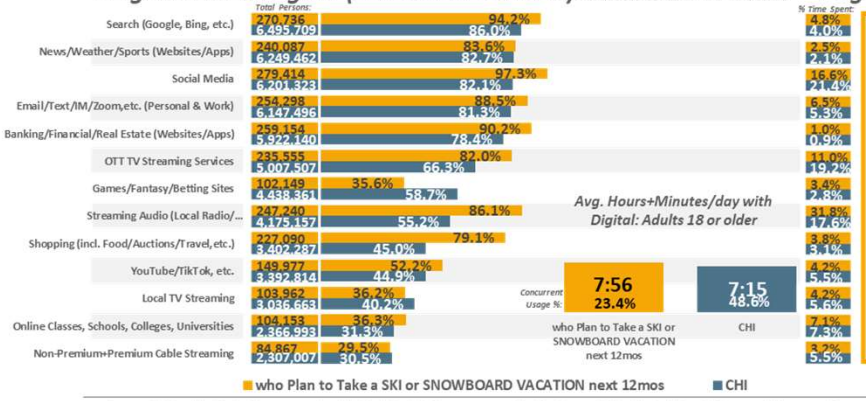
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Types of vacations plan to take next 12 months: Ski vacation

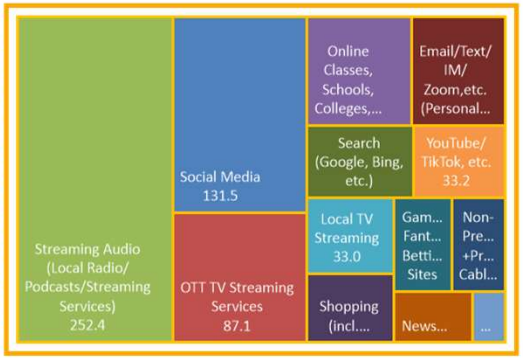
VAIL RESORTS — CHI

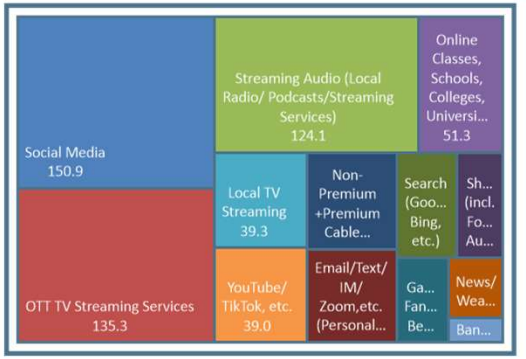
253,080 or 88.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Social Media for an average of 119.1 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

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

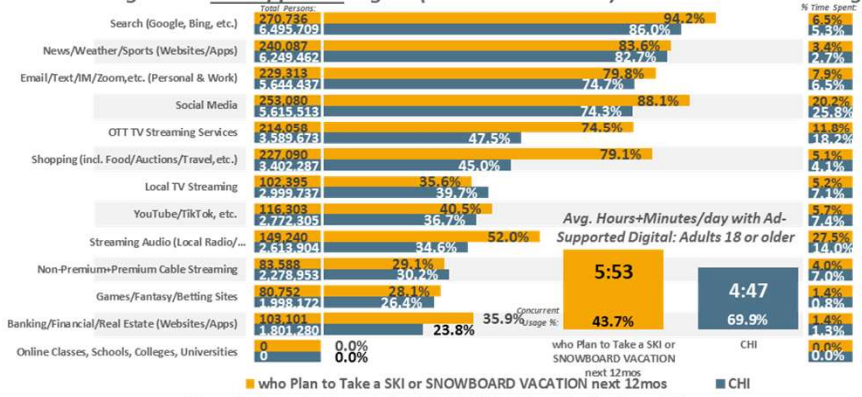


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

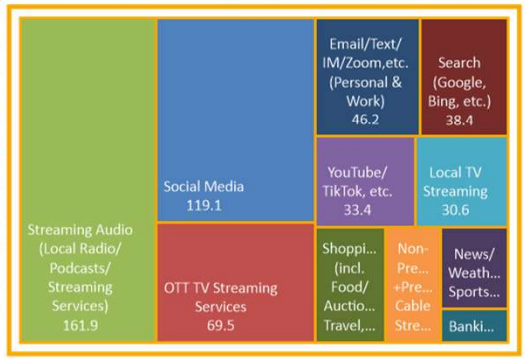


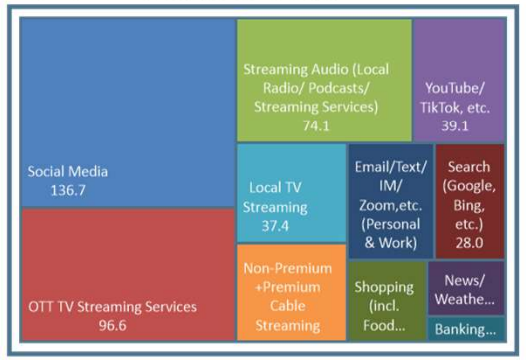


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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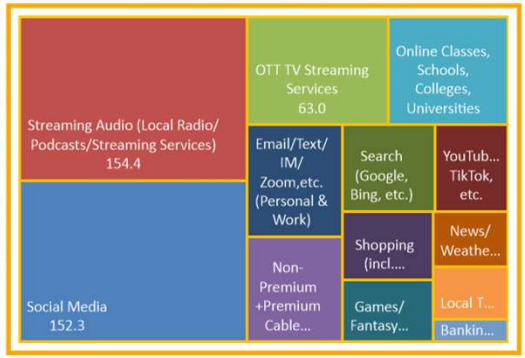
Types of vacations plan to take next 12 months: Ski vacation

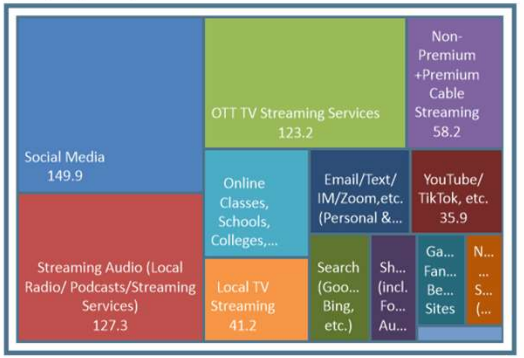
219,081 or 77.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Social Media for an average of 130.8 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

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

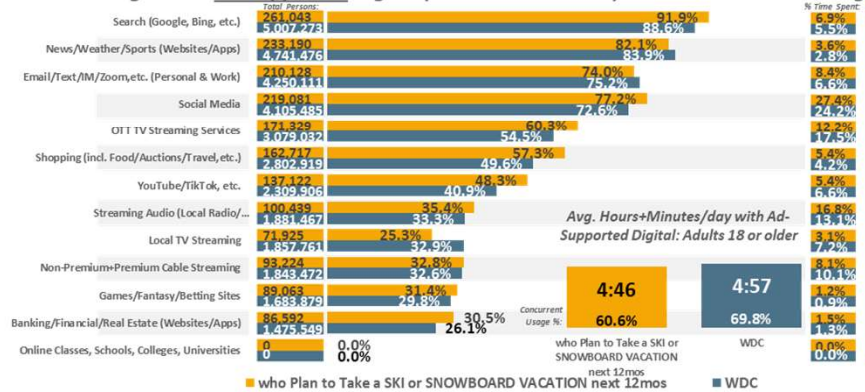


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

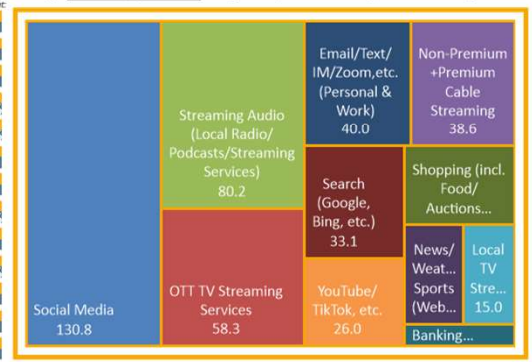


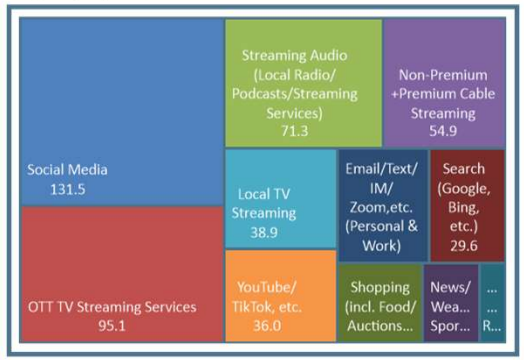


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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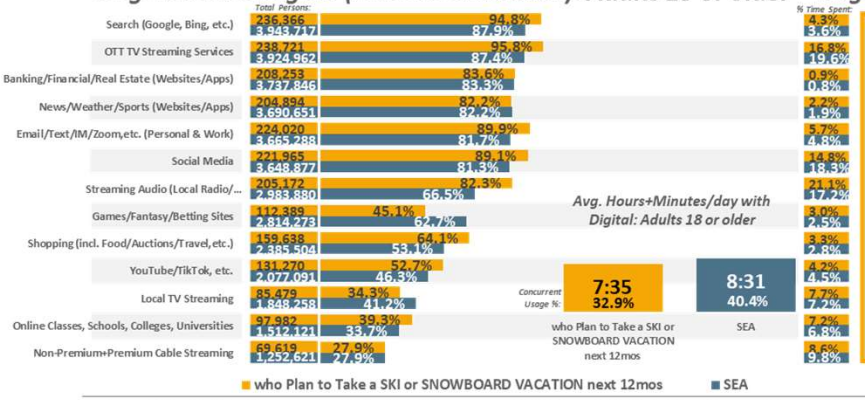
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Types of vacations plan to take next 12 months: Ski vacation

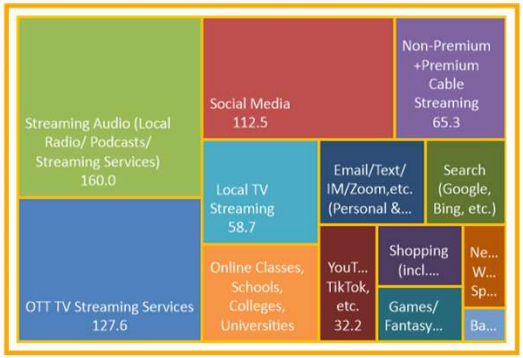


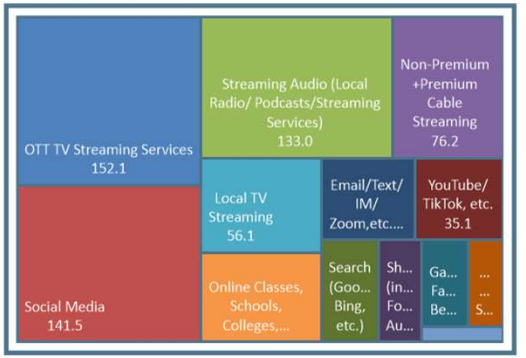
182,100 or 73.1% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Social Media for an average of 92.3 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

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

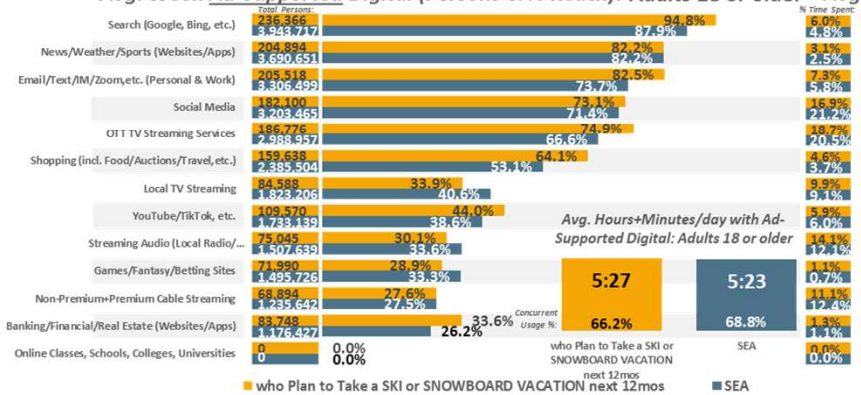


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



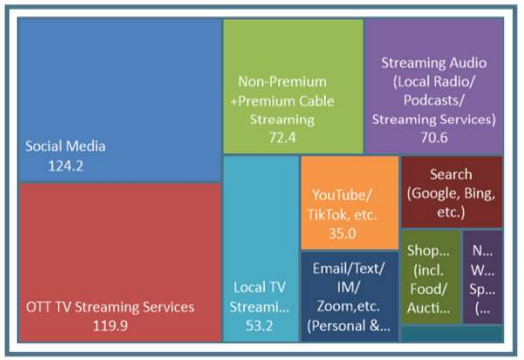


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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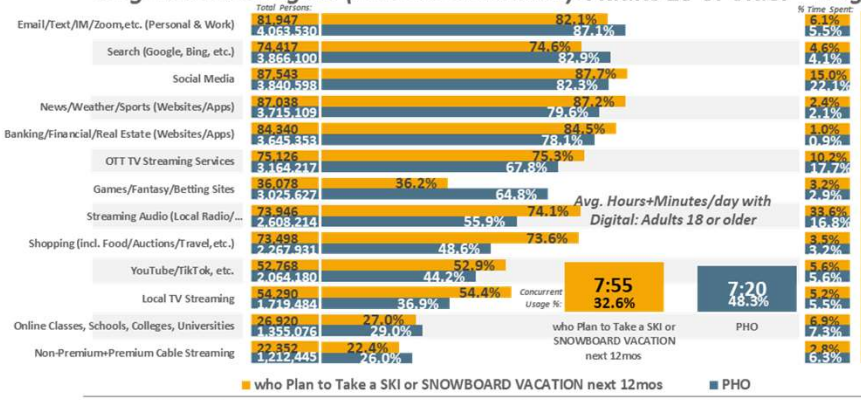
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Types of vacations plan to take next 12 months: Ski vacation

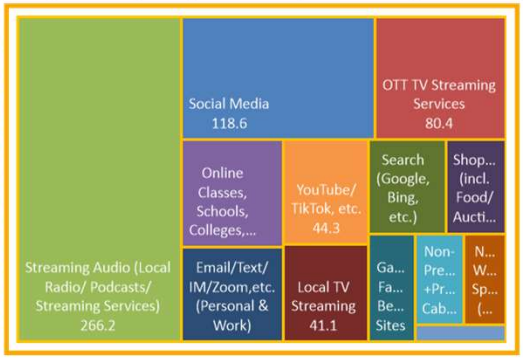


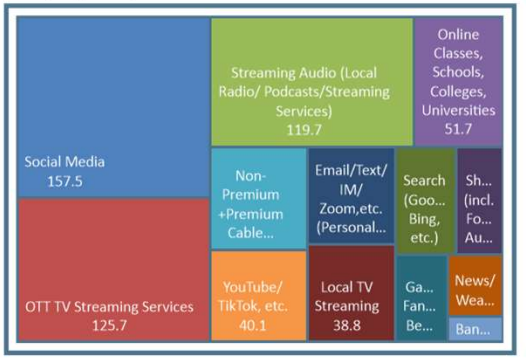
80,427 or 80.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Social Media for an average of 109. minutes every day representing 20.3% of all time spent daily with Ad-Supported Digital Media.

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

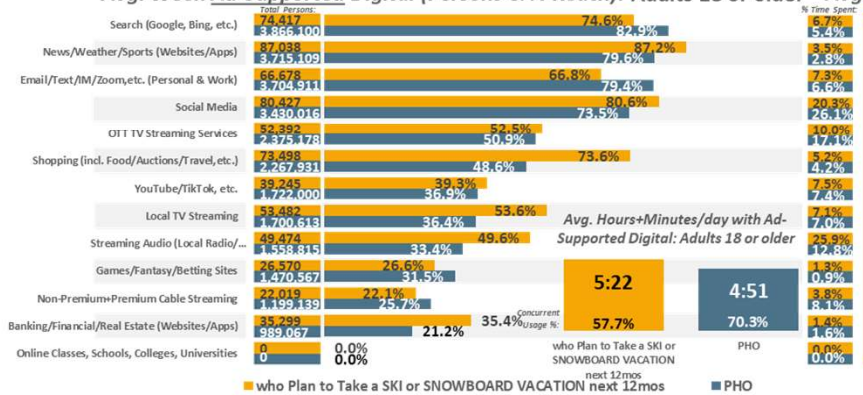


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

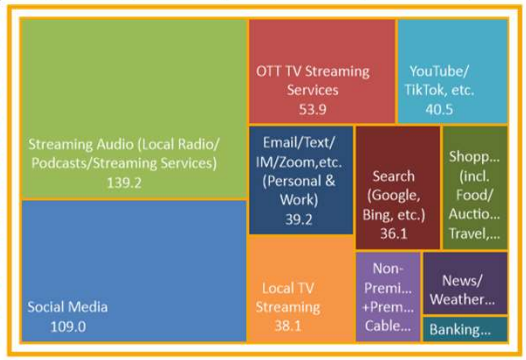


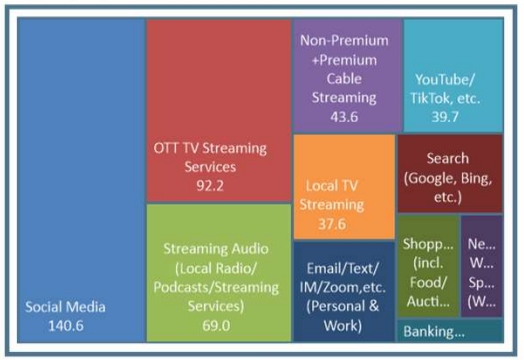


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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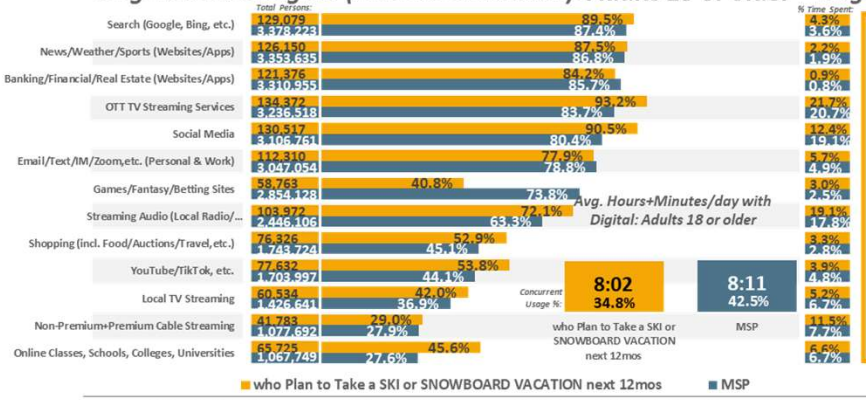
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Types of vacations plan to take next 12 months: Ski vacation

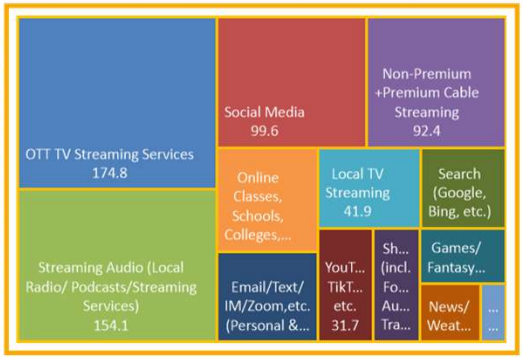


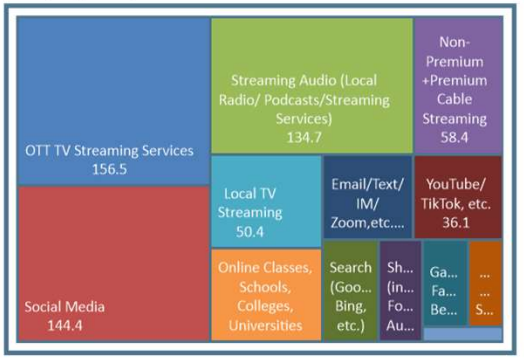
117,123 or 81.2% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Social Media for an average of 89.4 minutes every day representing 14.5% of all time spent daily with Ad-Supported Digital Media.

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

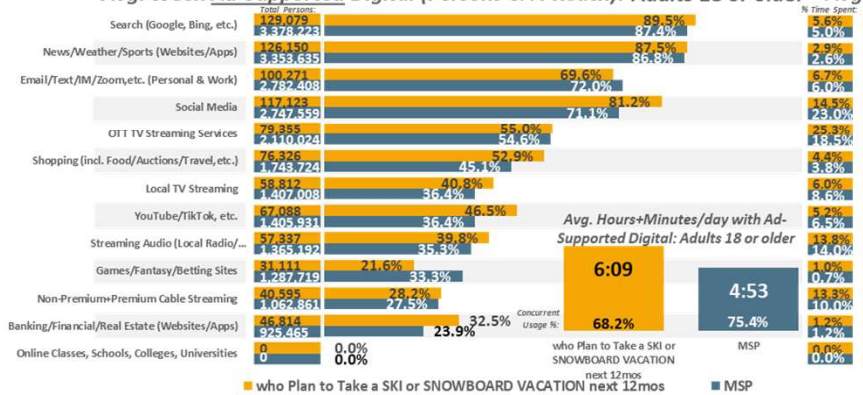


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

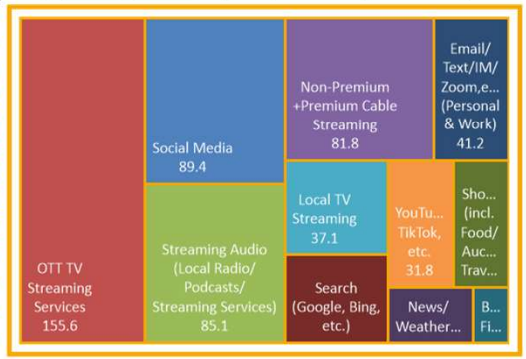


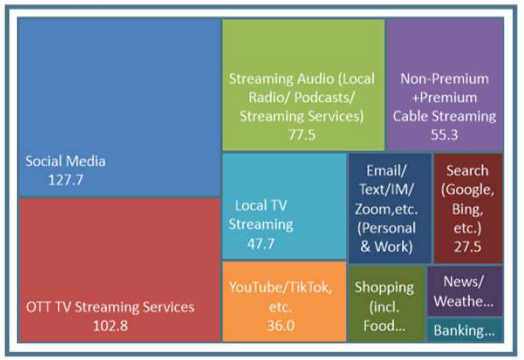


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





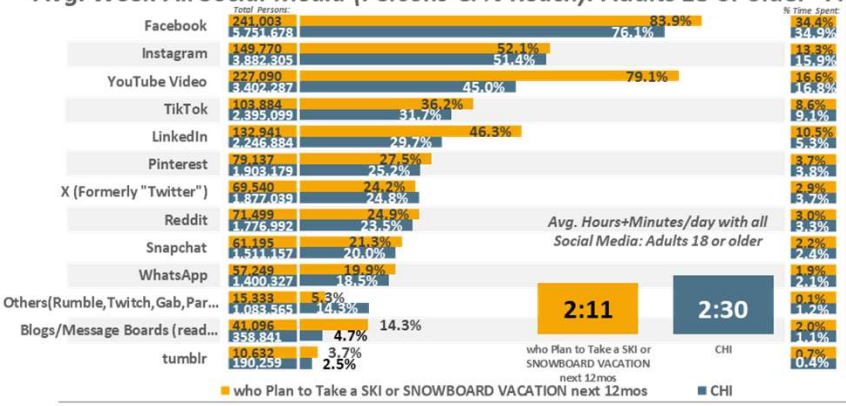
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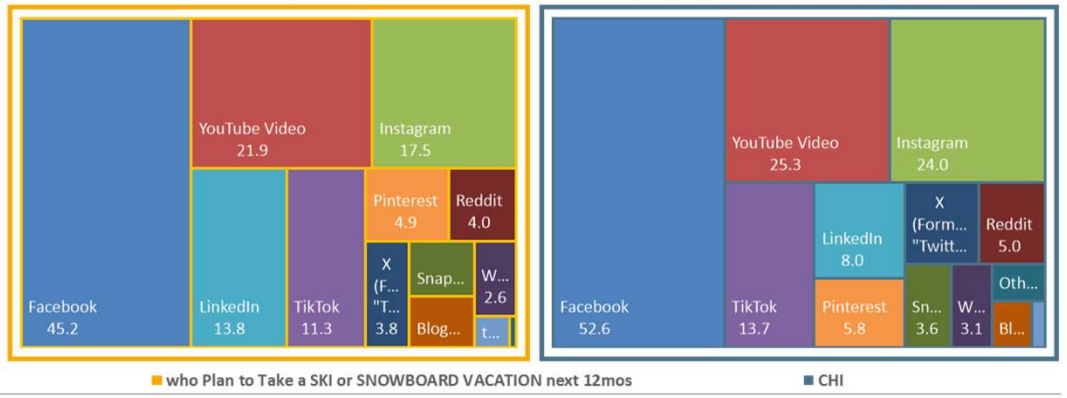
Types of vacations plan to take next 12 months: Ski vacation

241,003 or 83.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 42.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

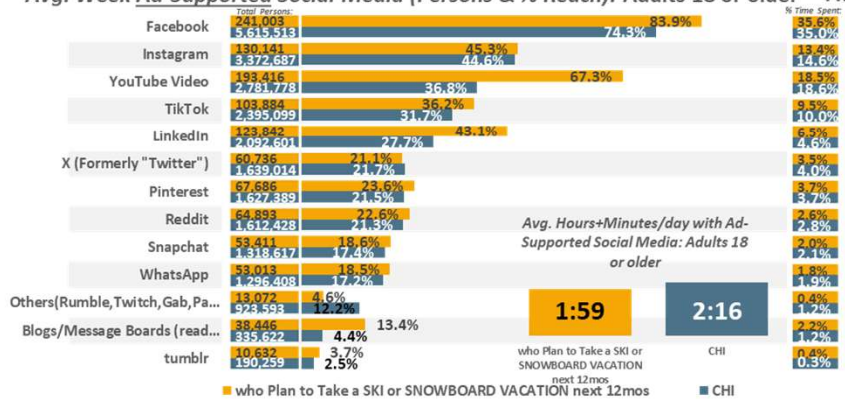
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



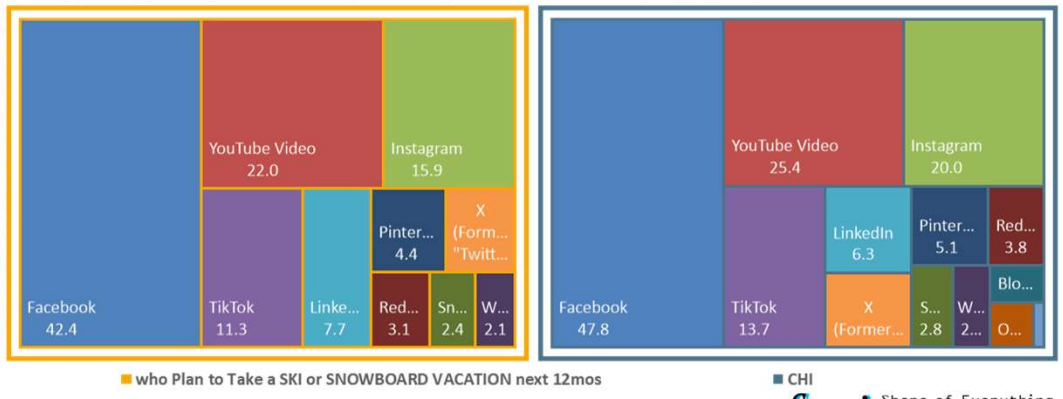
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

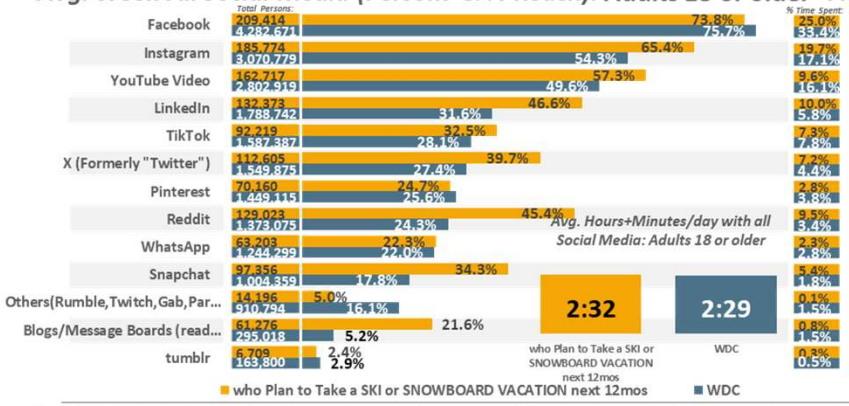
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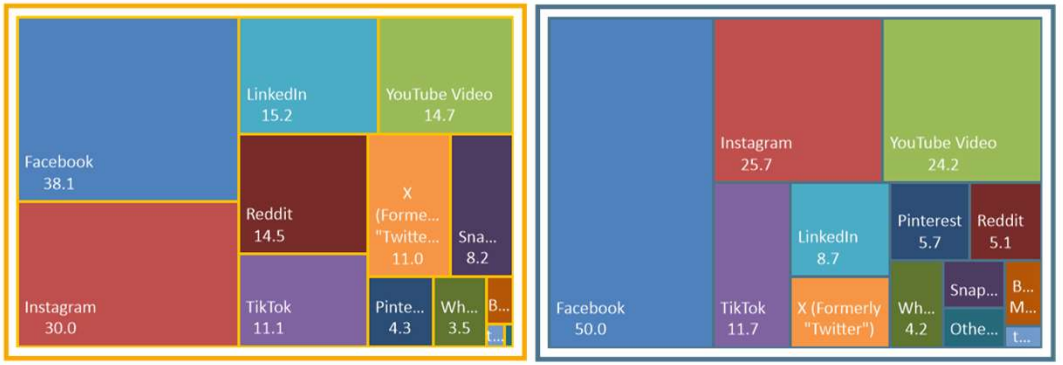
Types of vacations plan to take next 12 months: Ski vacation

209,414 or 73.8% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

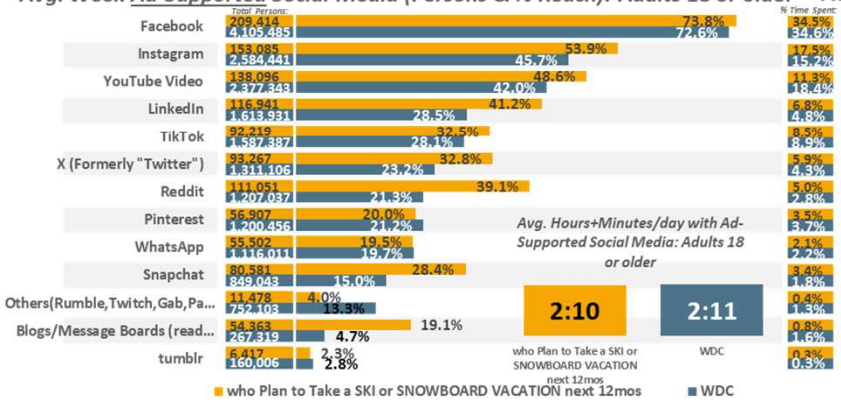
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



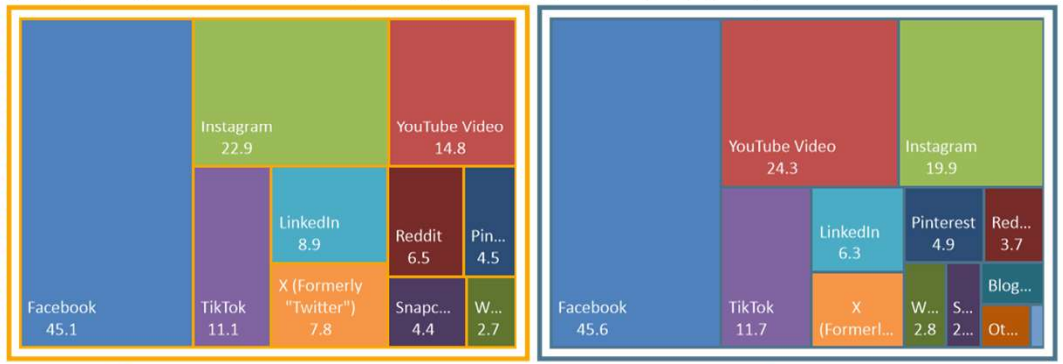
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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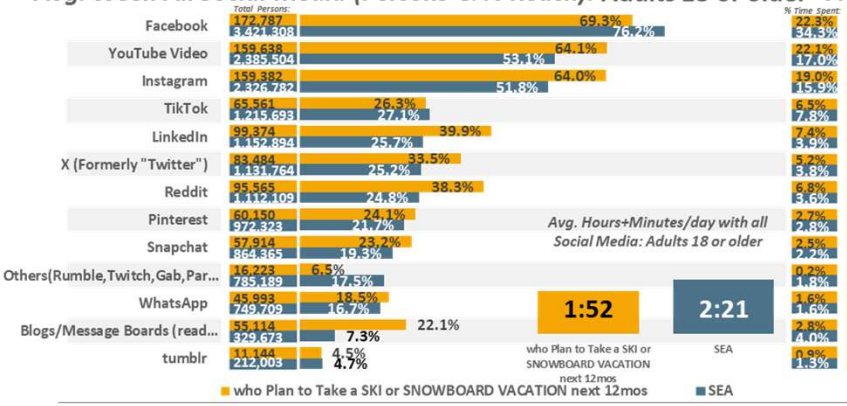
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Types of vacations plan to take next 12 months: Ski vacation

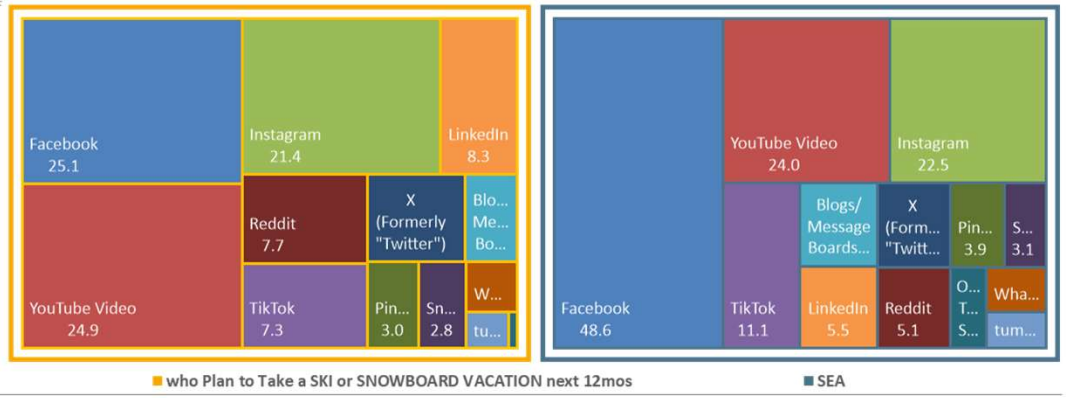
VAIL RESORTS SEA

172,787 or 69.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 26.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

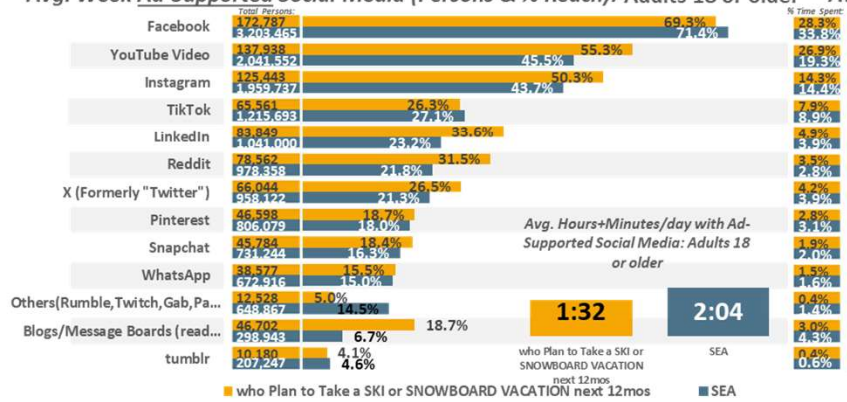
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



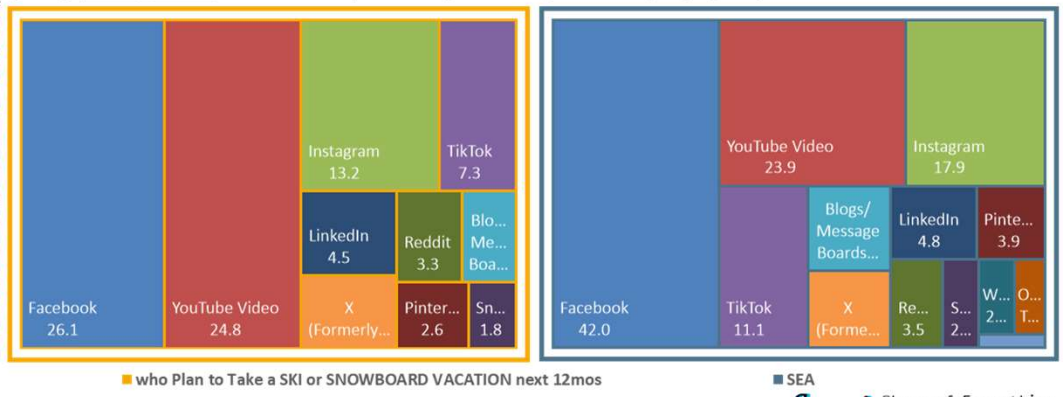
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

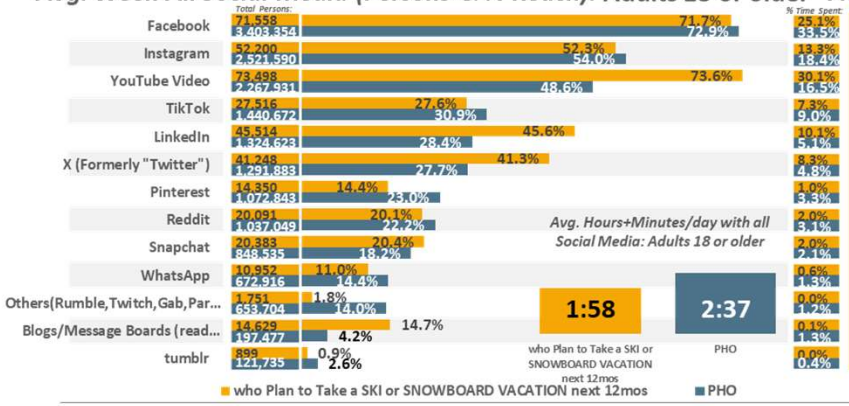
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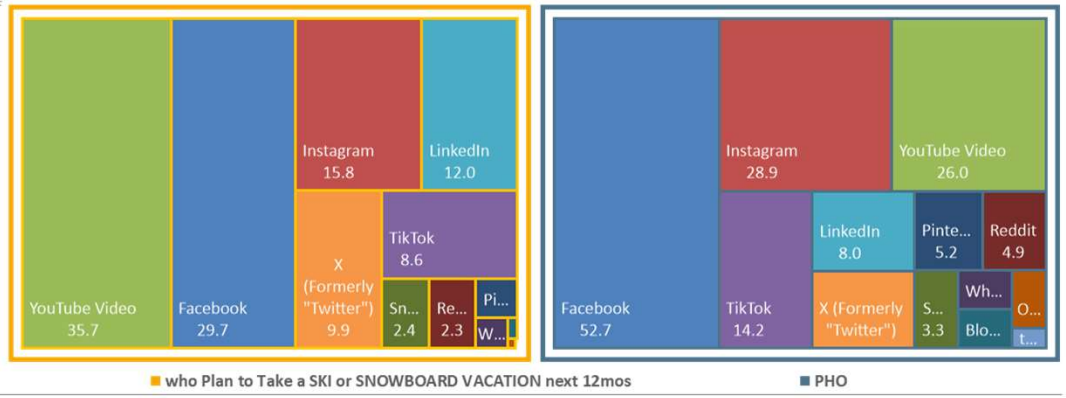
Types of vacations plan to take next 12 months: Ski vacation

71,558 or 71.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 32.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

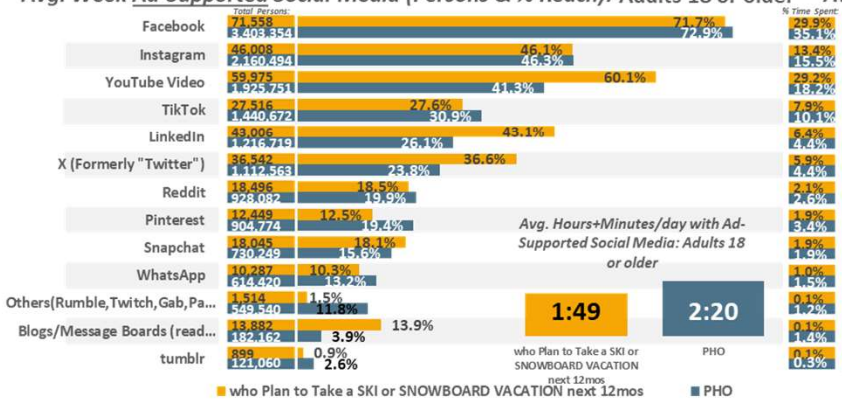
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



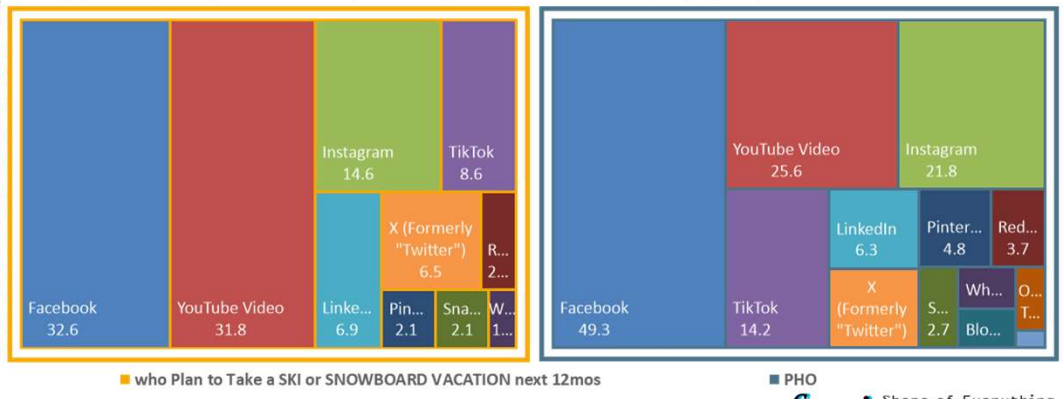
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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

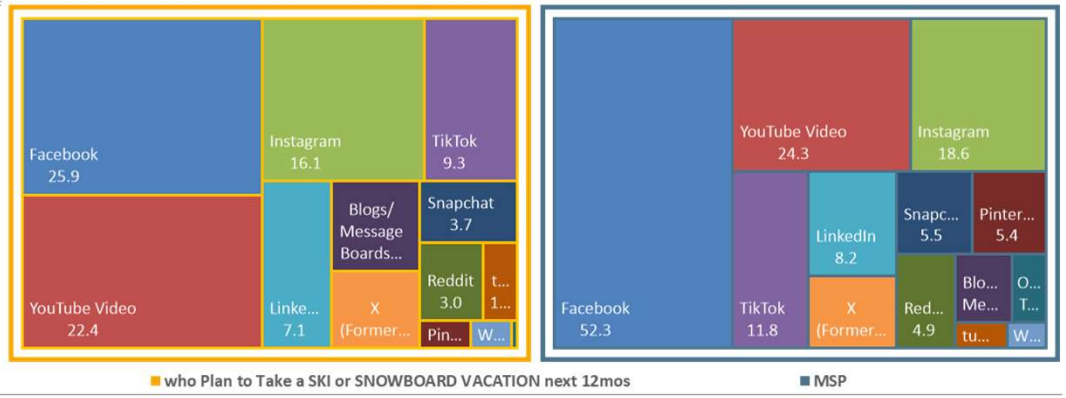


102,769 or 71.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 25.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

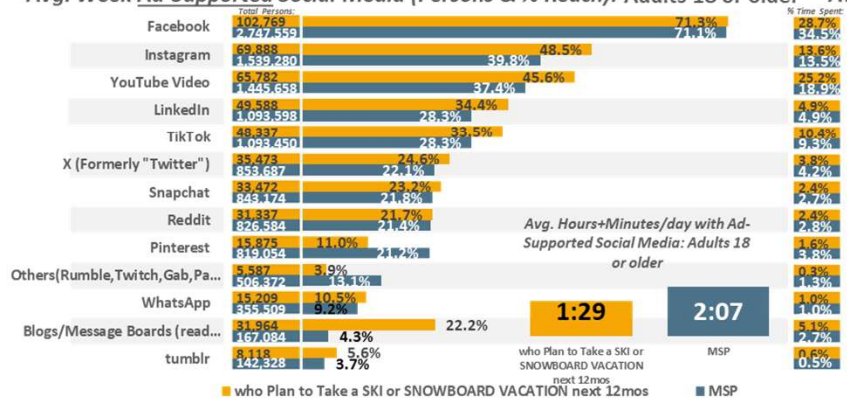
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



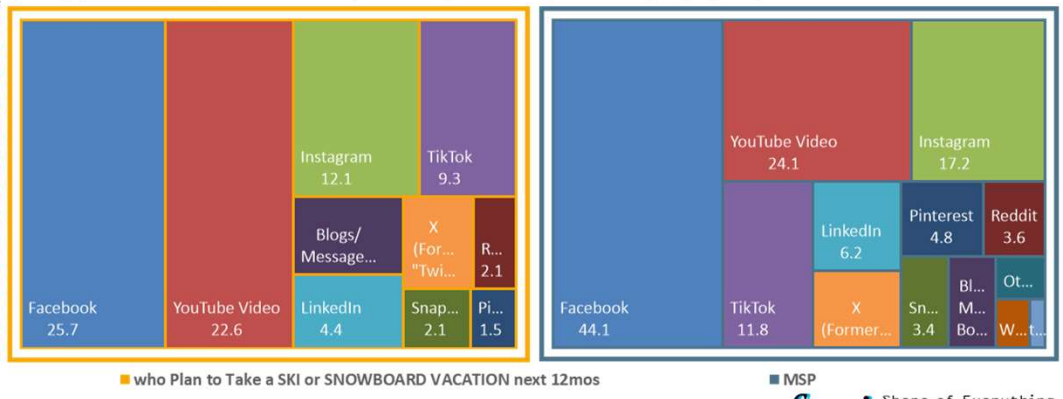
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



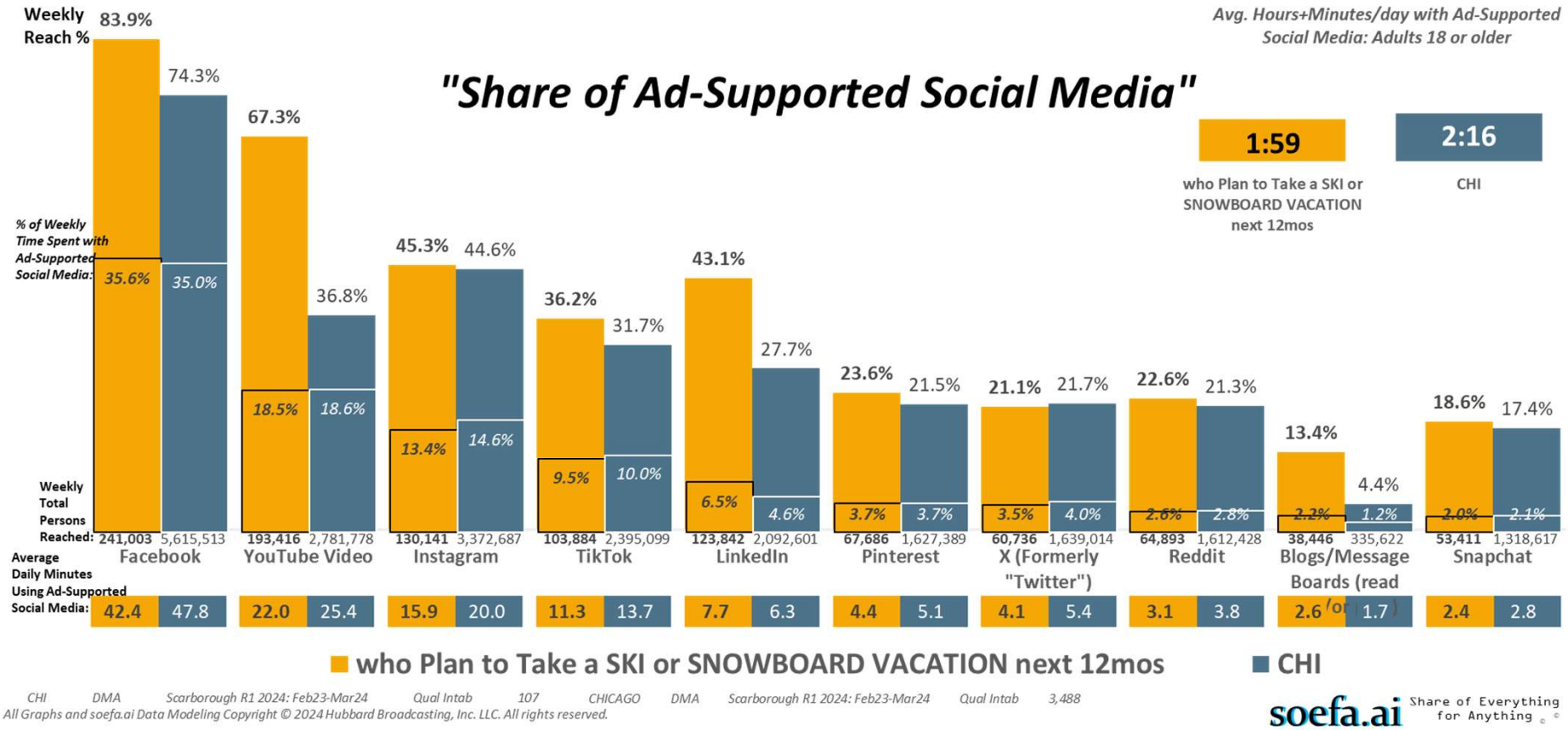
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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

241,003 or 83.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 42.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



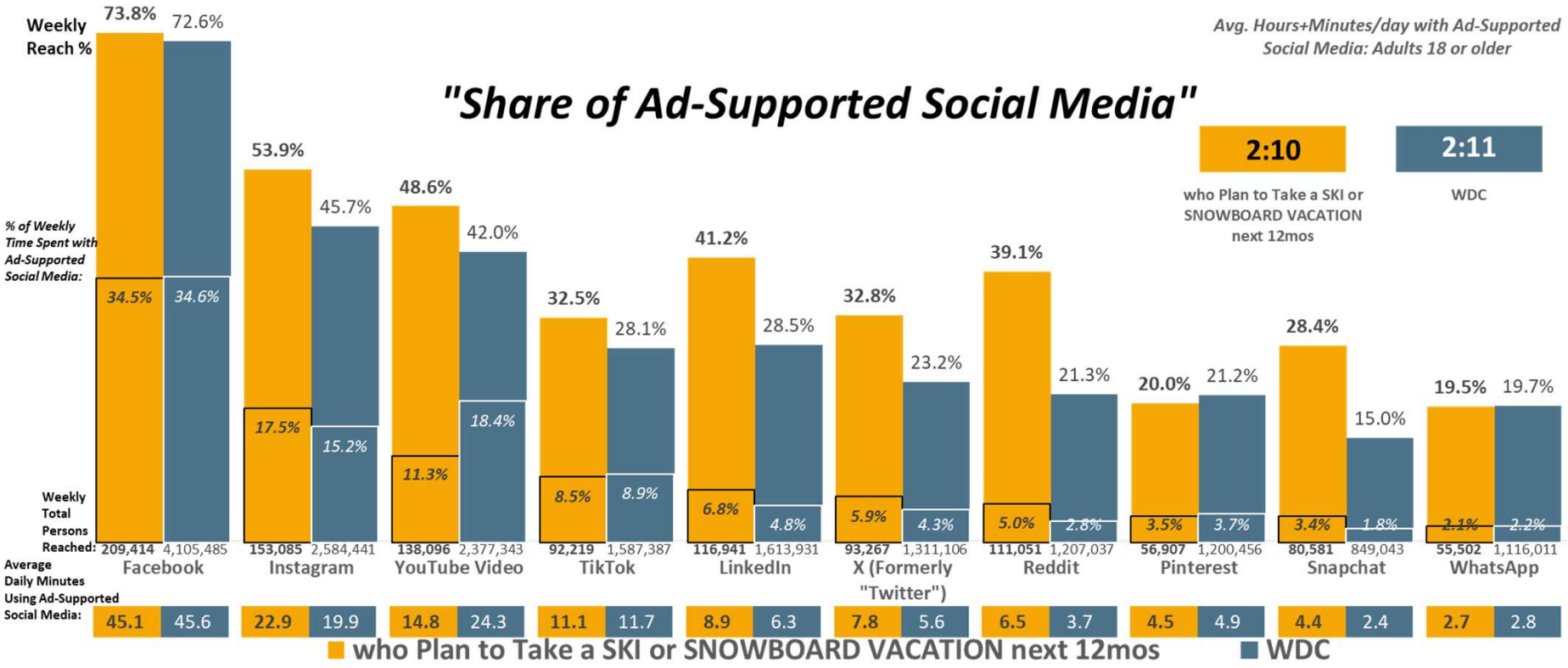
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

209,414 or 73.8% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

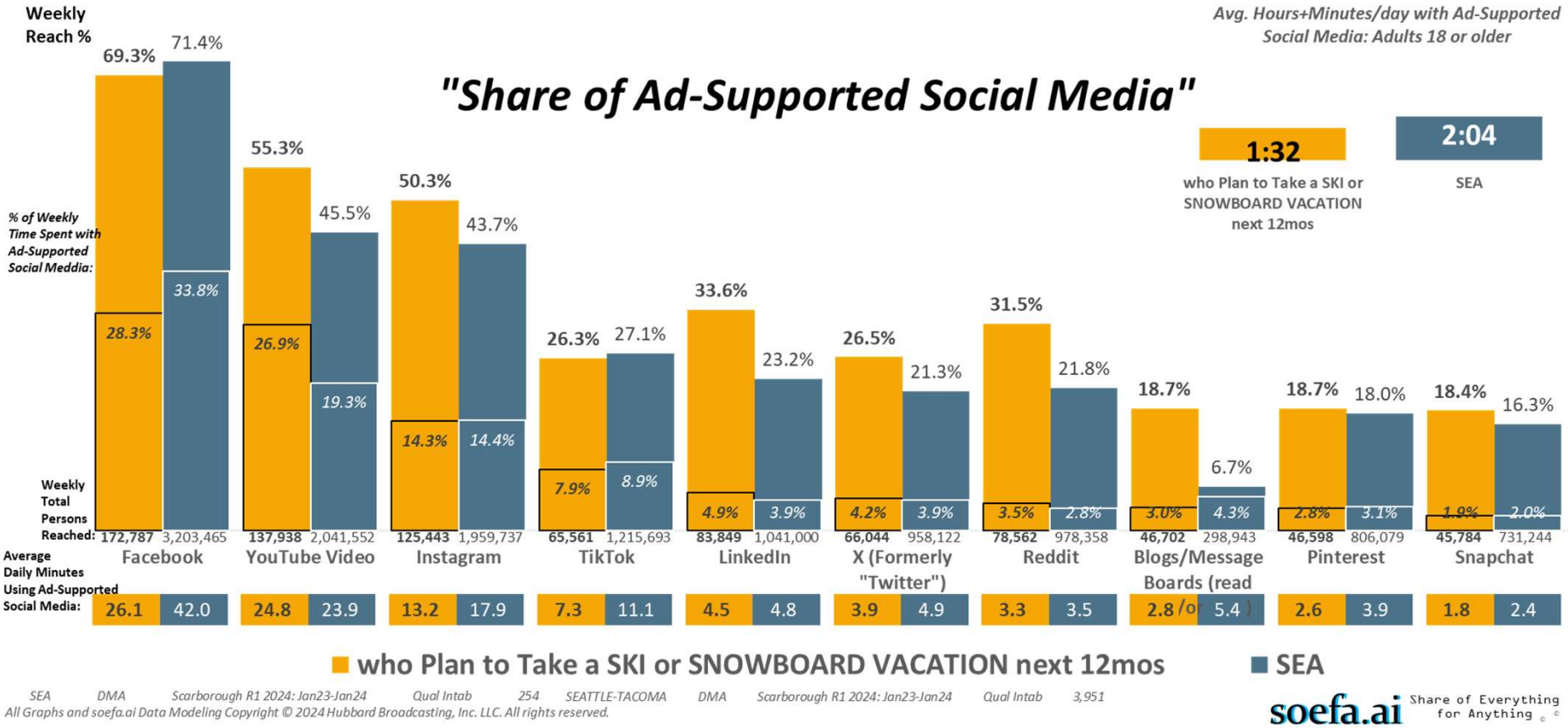
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Types of vacations plan to take next 12 months: Ski vacation



172,787 or 69.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 26.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.



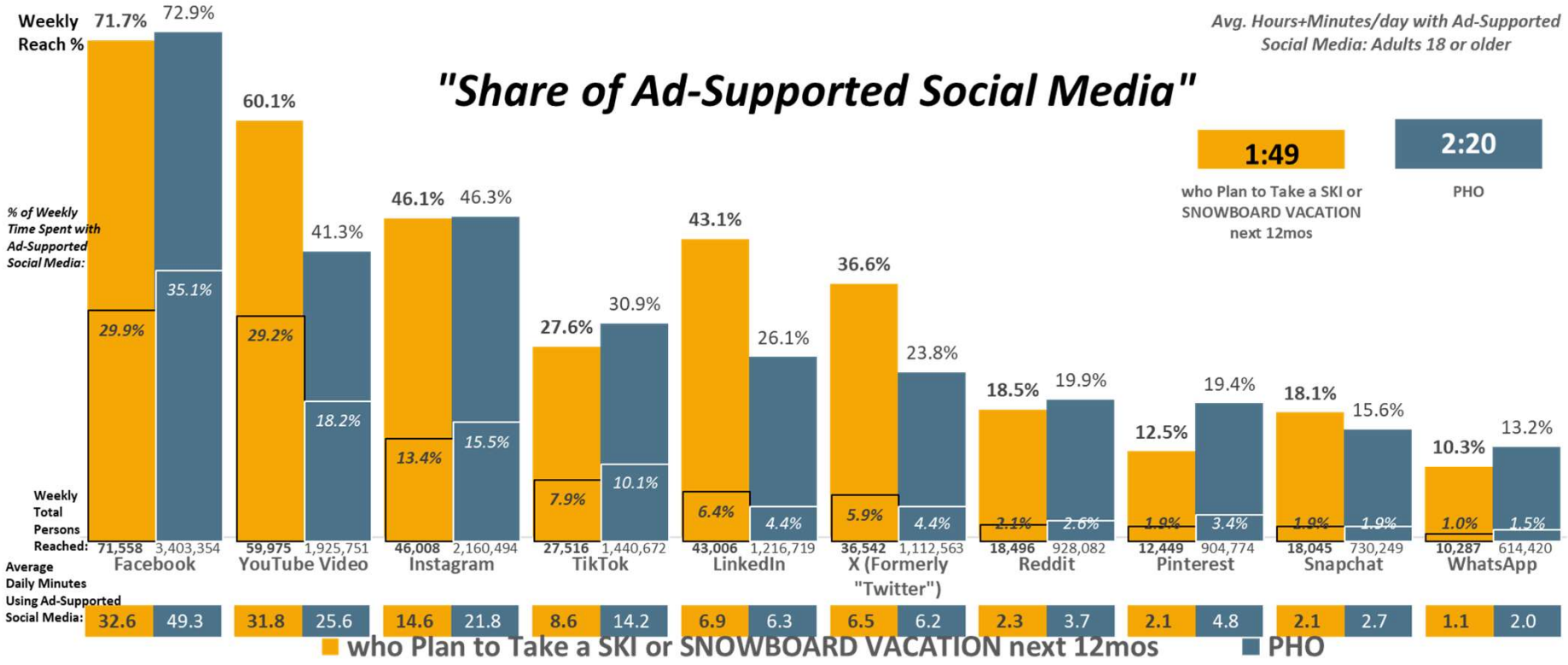
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Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS PHO

71,558 or 71.7% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 32.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

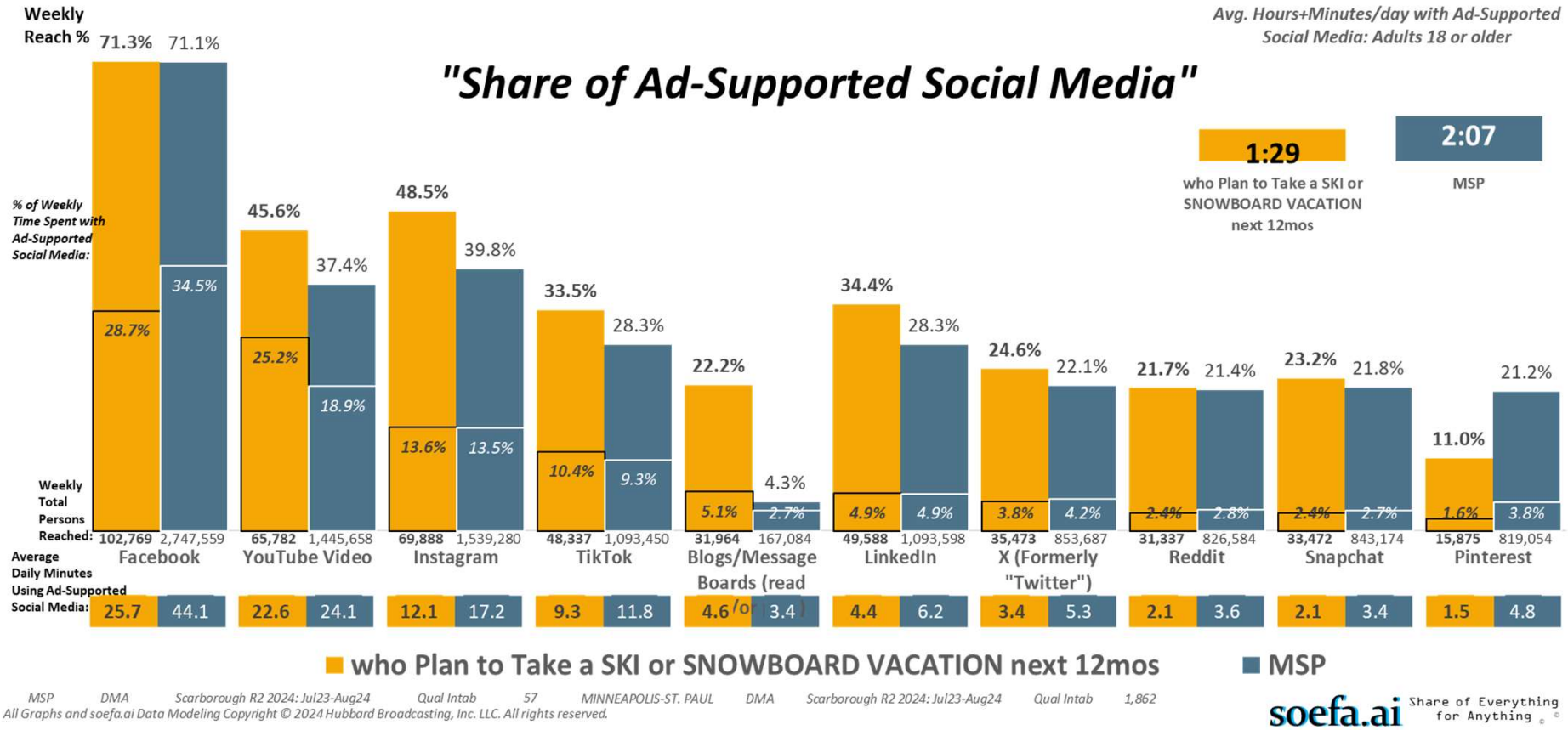
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Types of vacations plan to take next 12 months: Ski vacation

VAIL RESORTS MSP

102,769 or 71.3% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos use Ad-Supported Facebook for an average of 25.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.



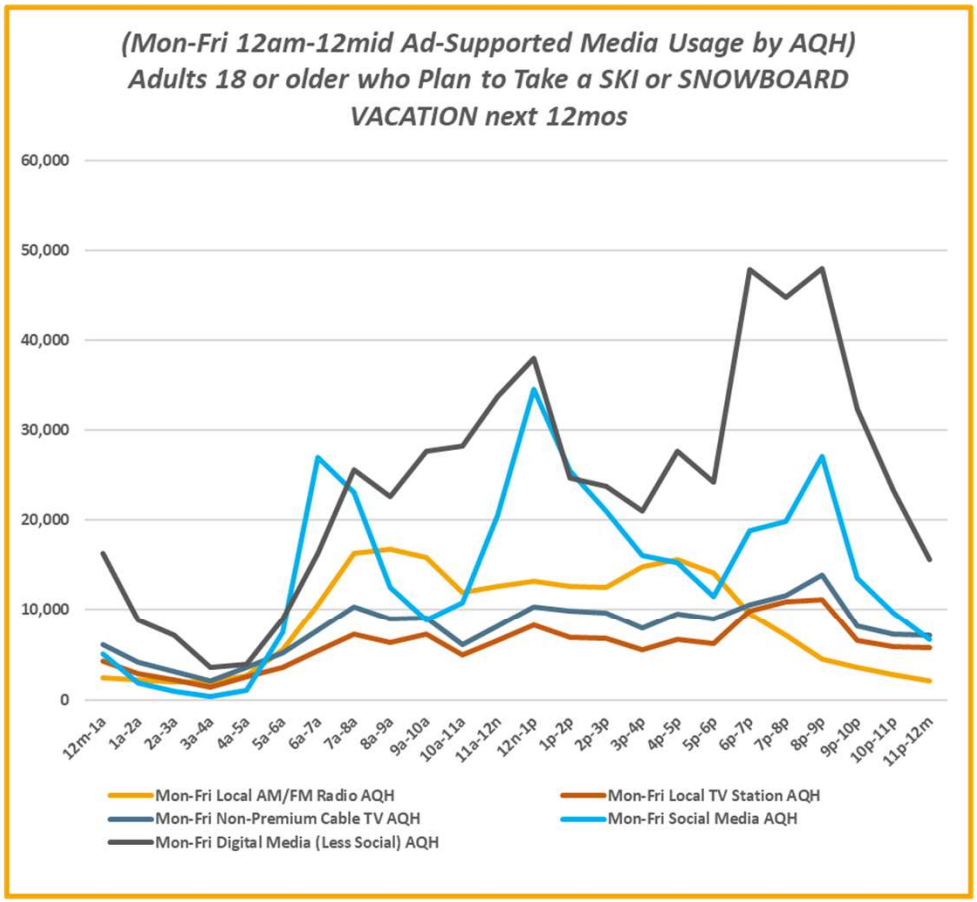
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

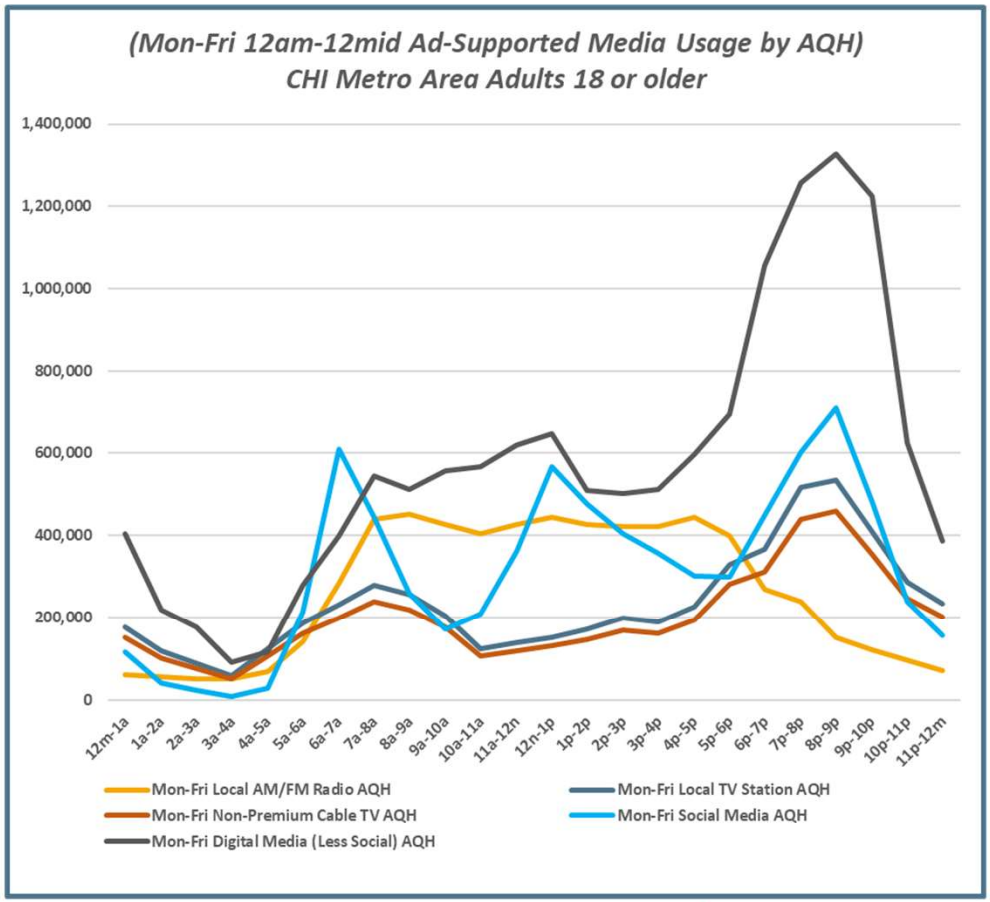
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Types of vacations plan to take next 12 months: Ski vacation

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,820; Social Media: 18,887; Local Radio: 13,587; Non-Prem. Cable: 9,016; Local TV: 6,765 reaching Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 1





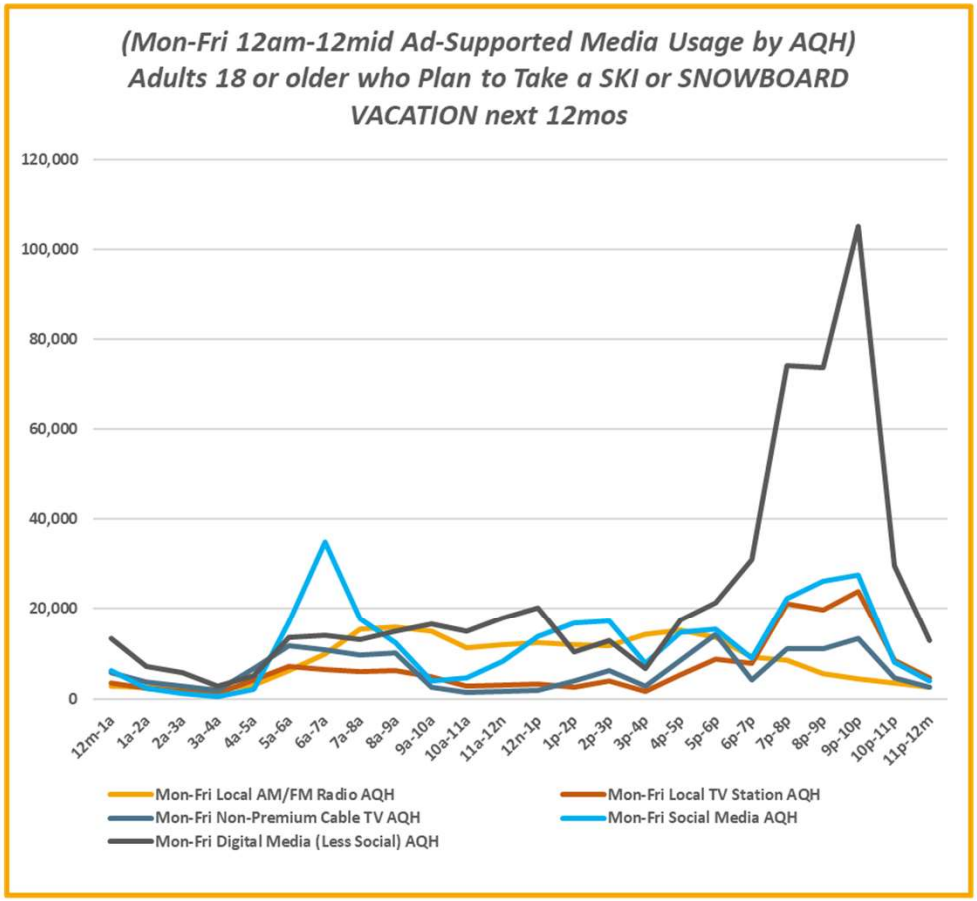
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

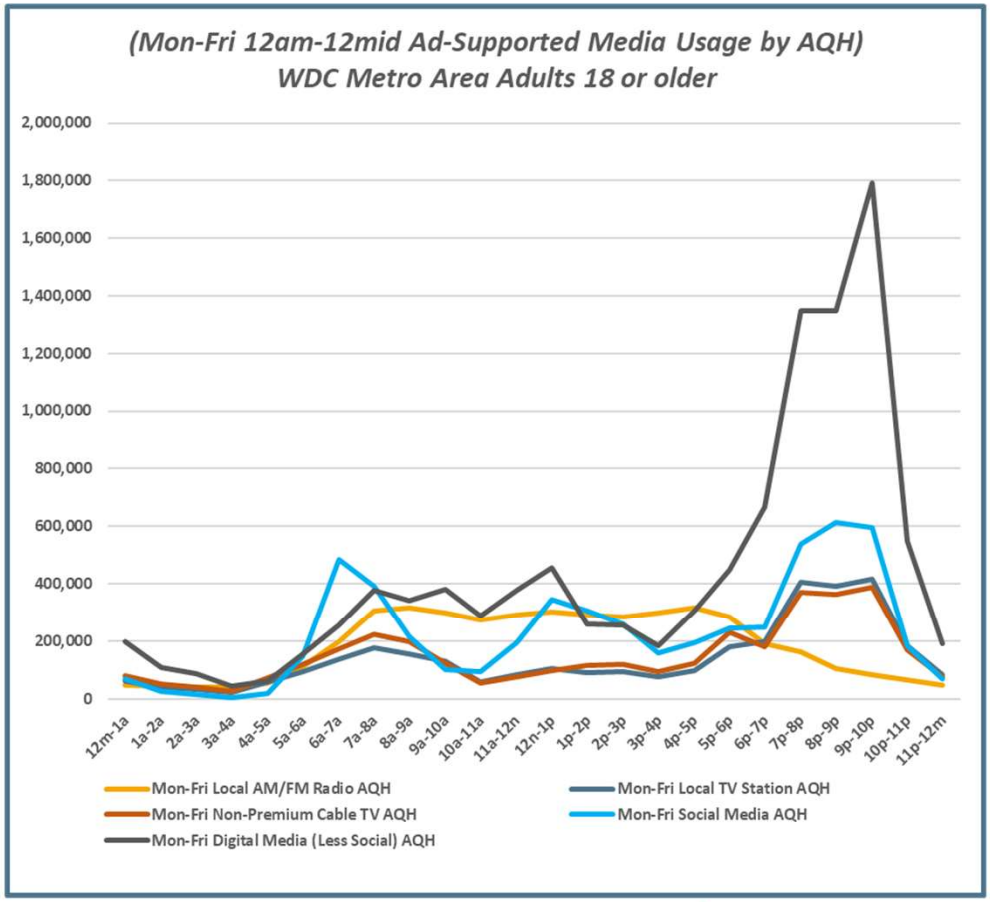
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Types of vacations plan to take next 12 months: Ski vacation

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,260; Social Media: 13,559; Local Radio: 12,913; Non-Prem. Cable: 5,996; Local TV: 4,763 reaching Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 1





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

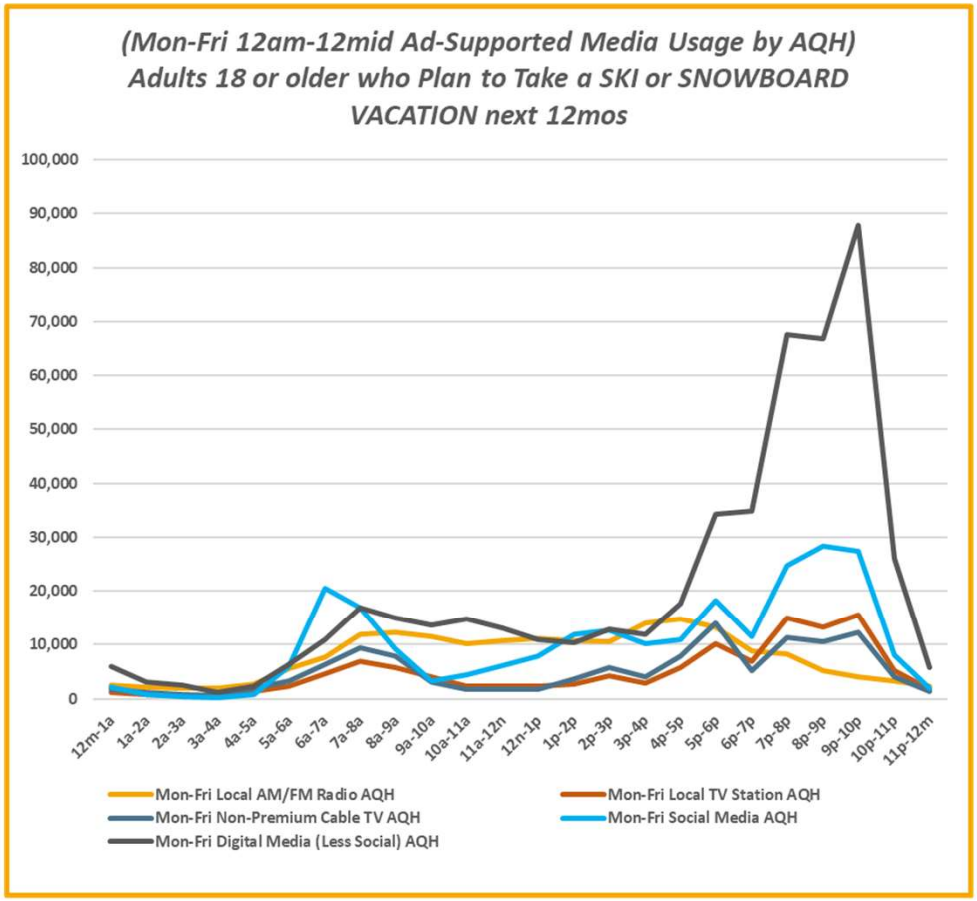
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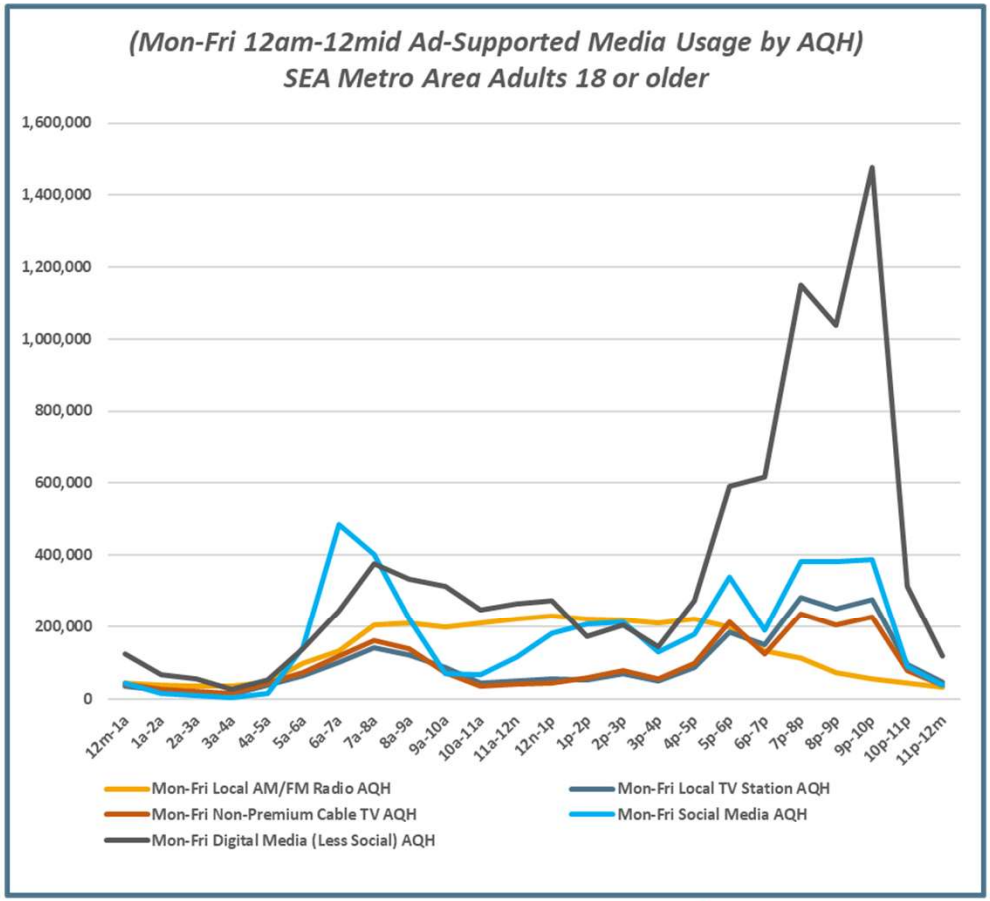
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Types of vacations plan to take next 12 months: Ski vacation



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,692; Local Radio: 11,319; Social Media: 11,036; Non-Prem. Cable: 5,575; Local TV: 4,649 reaching Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 1





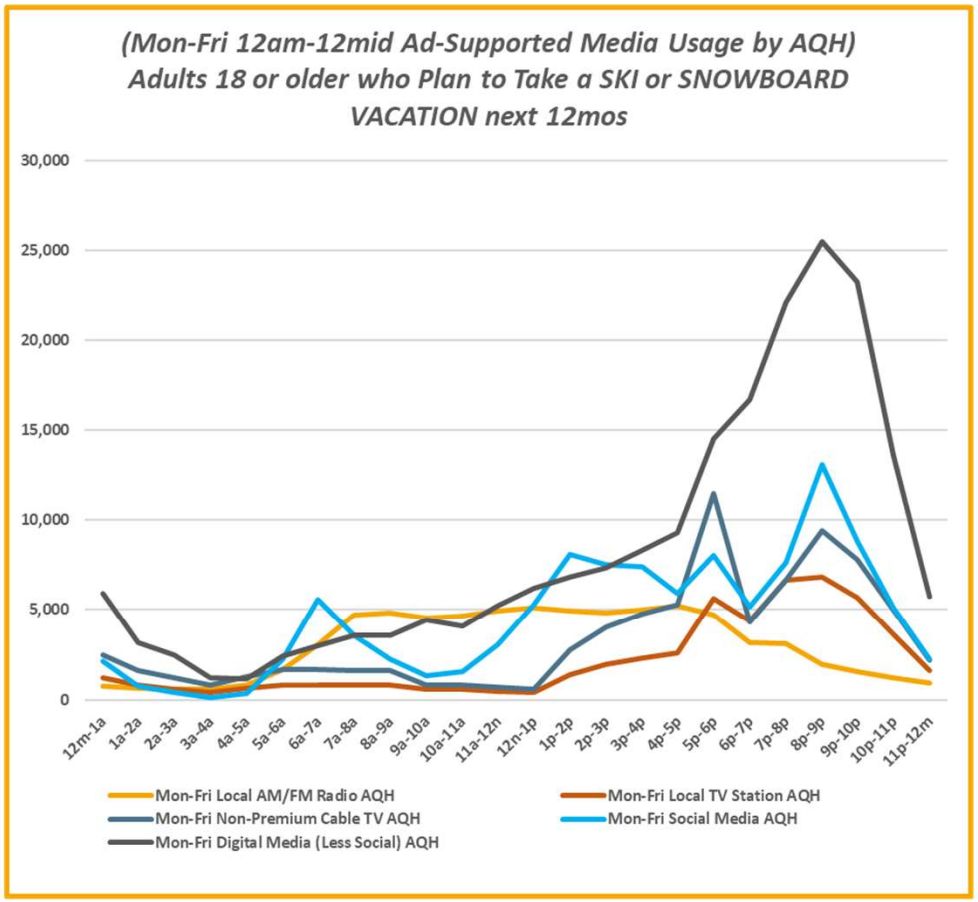
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

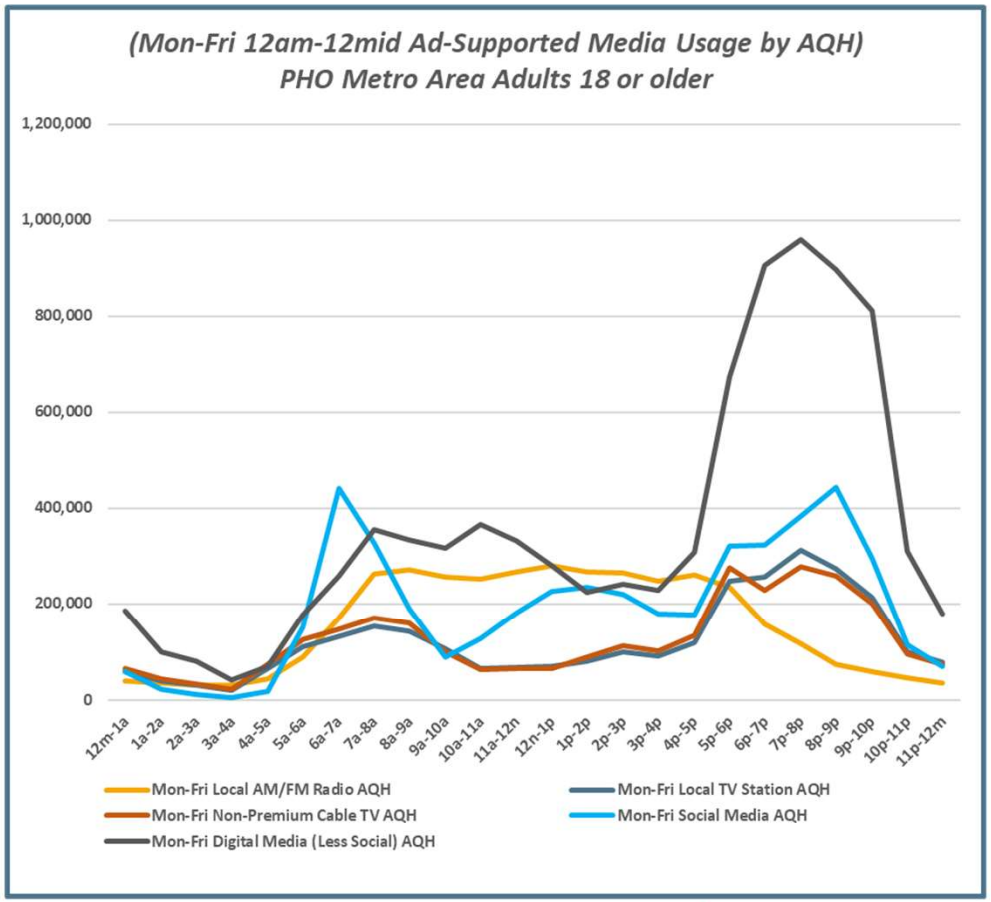
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Types of vacations plan to take next 12 months: Ski vacation

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,157; Social Media: 4,983; Local Radio: 4,597; Non-Prem. Cable: 3,113; Local TV: 1,748 reaching Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mo





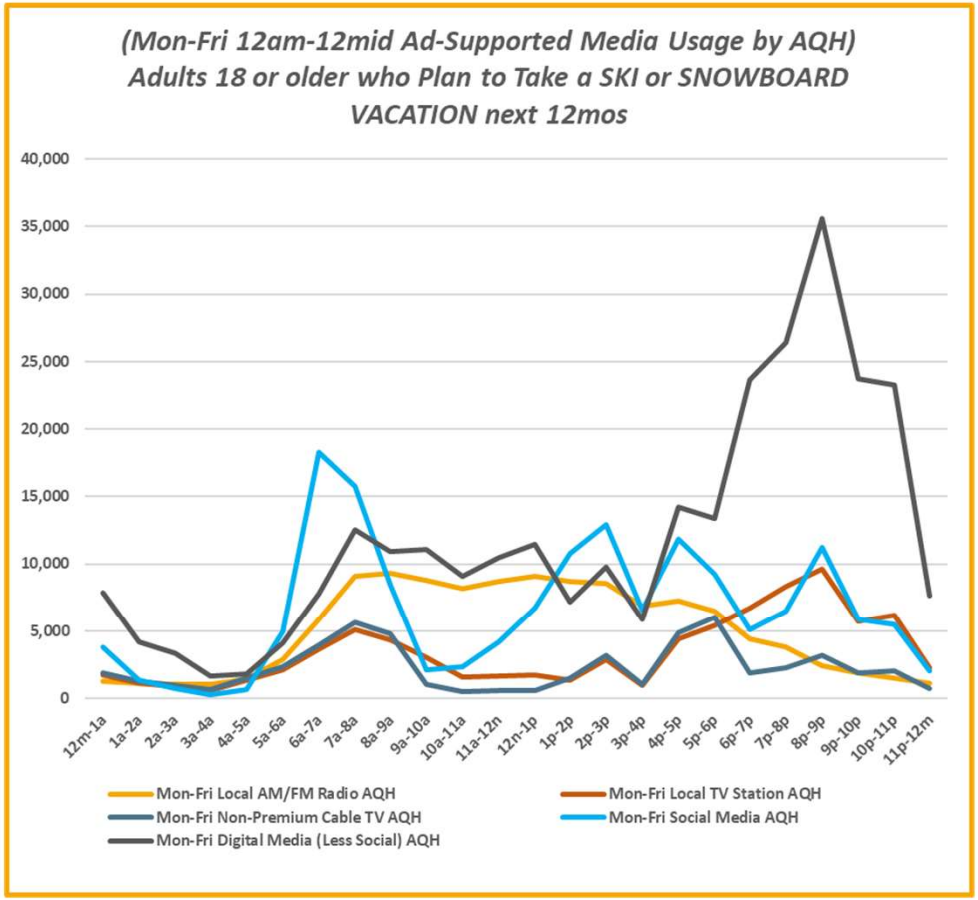
PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

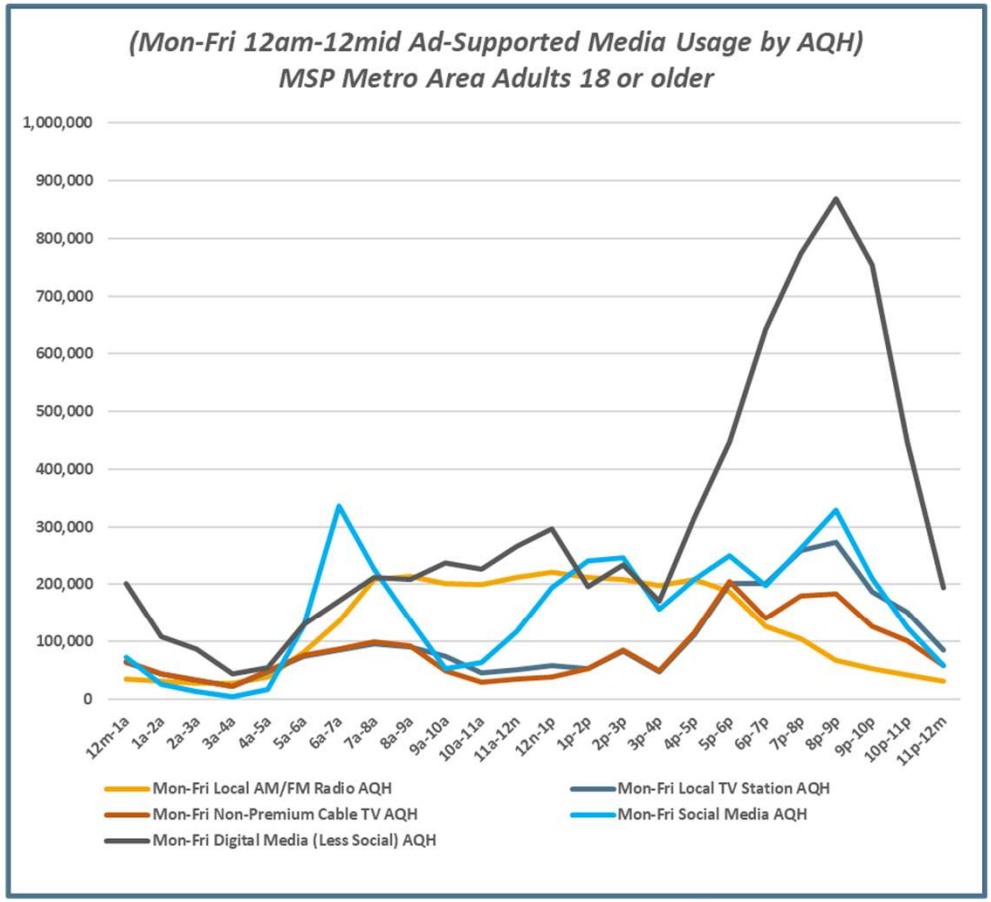
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Types of vacations plan to take next 12 months: Ski vacation

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,331; Social Media: 8,788; Local Radio: 7,782; Local TV: 3,286; Non-Prem. Cable: 2,728 reaching Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12m





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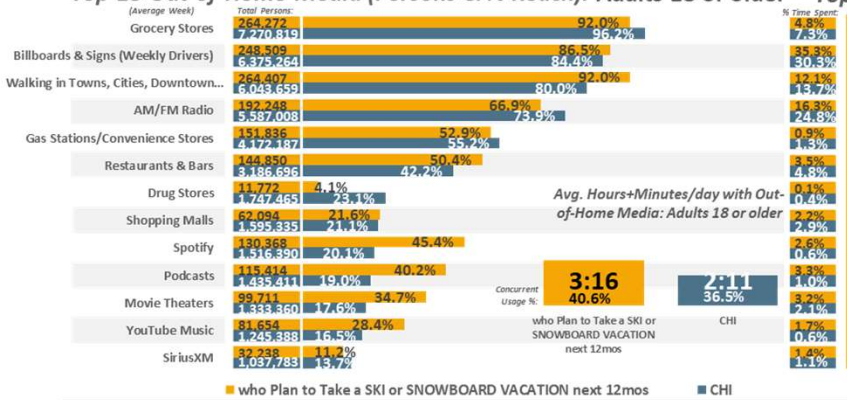
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Types of vacations plan to take next 12 months: Ski vacation

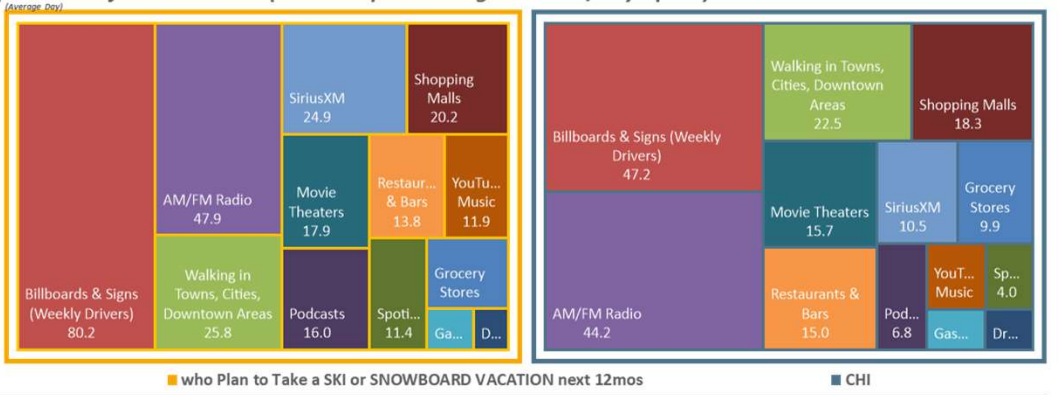
VAIL RESORTS — CHI

248,509 or 86.5% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 80.2 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/d

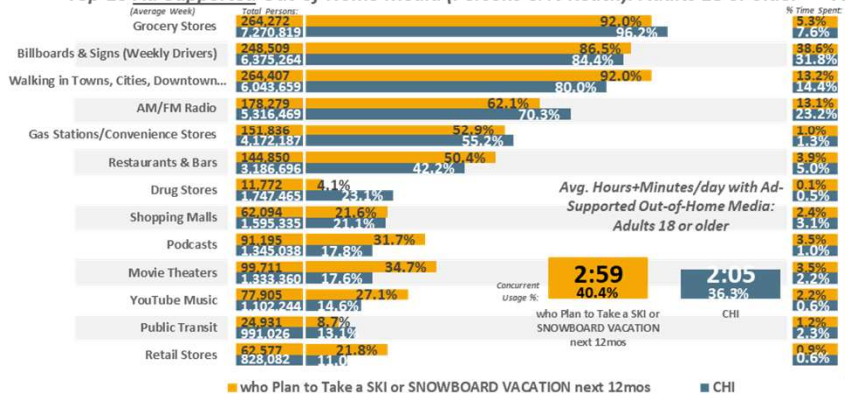
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



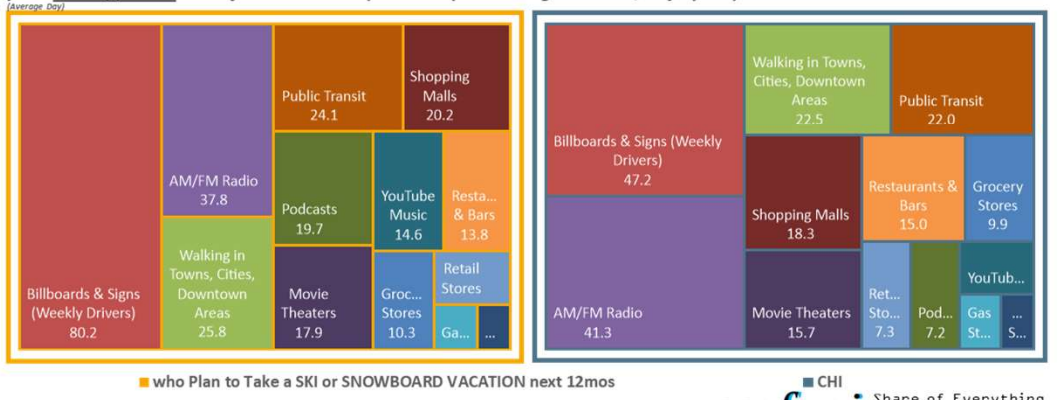
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

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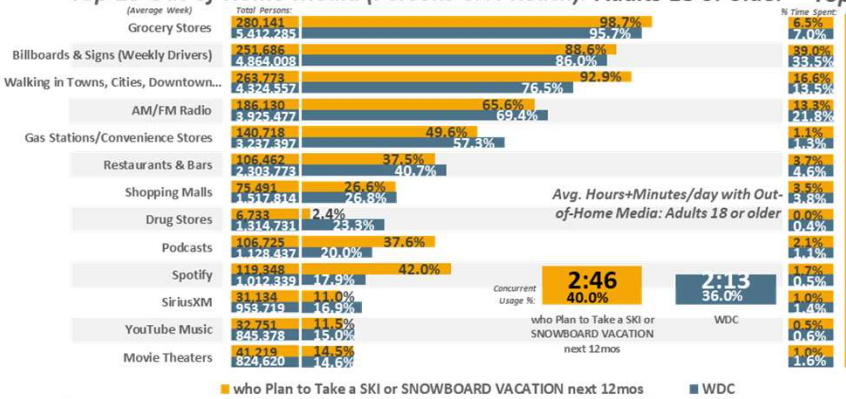
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Types of vacations plan to take next 12 months: Ski vacation

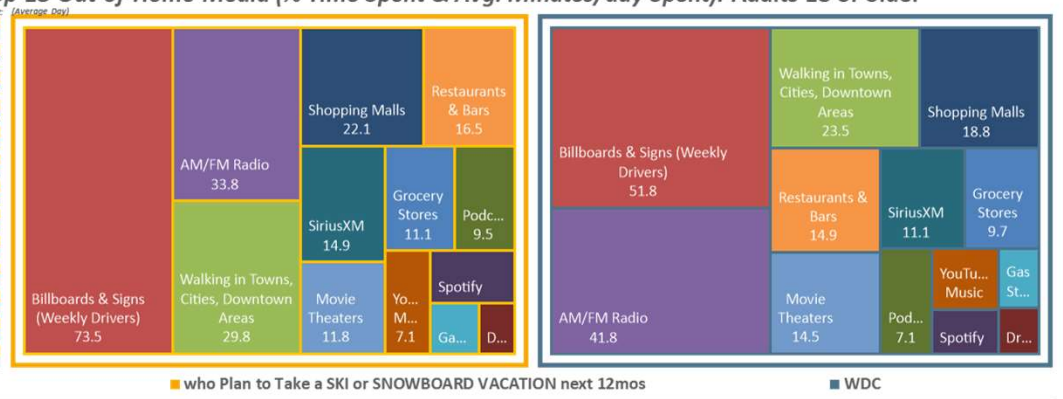


251,686 or 88.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 73.5 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 30.4 minutes/d

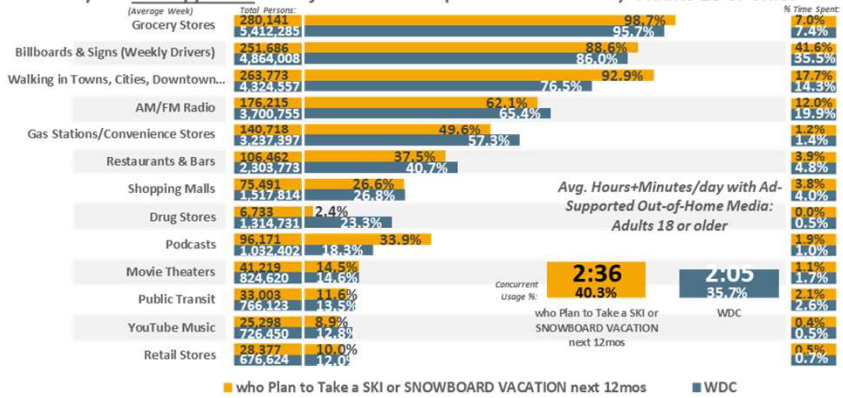
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



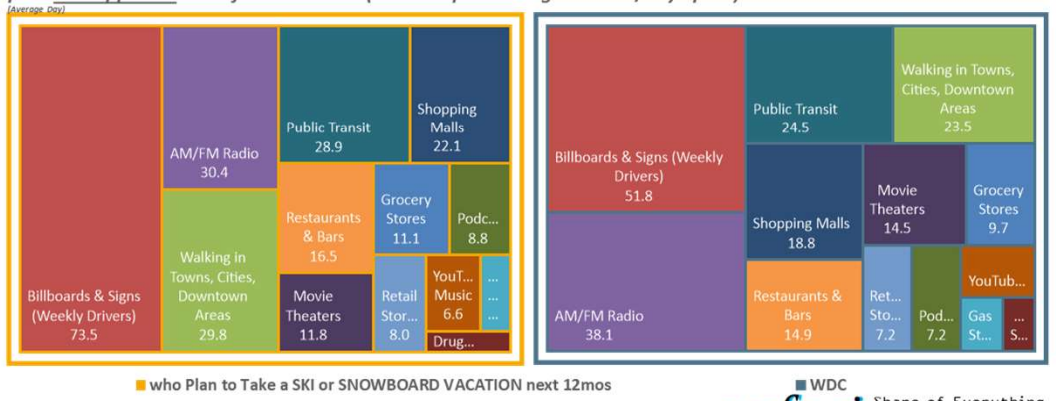
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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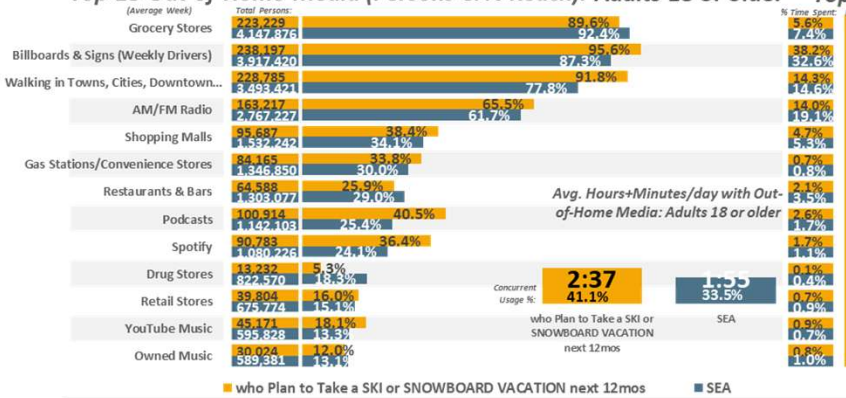
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Types of vacations plan to take next 12 months: Ski vacation

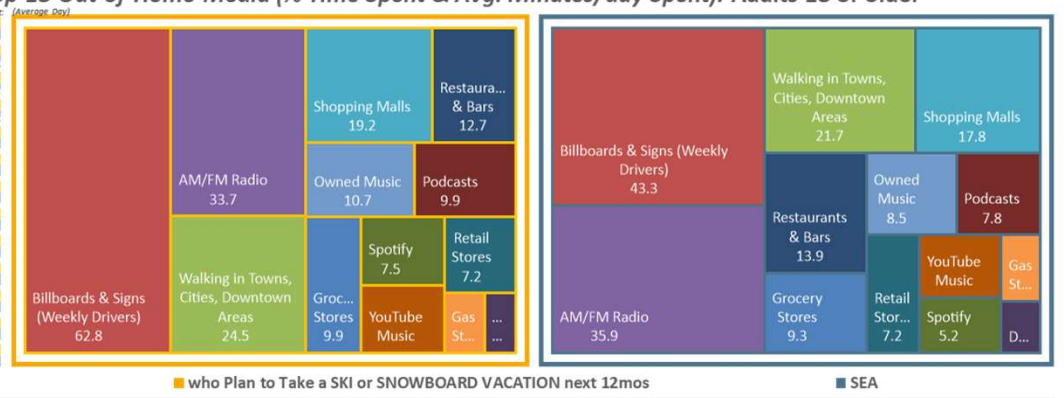


238,197 or 95.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 62.8 minutes per day driving, seeing Billboards and Signs. 62.7% Listen to Local Radio Stations Out-of-Home for an average of 27.4 minutes/d

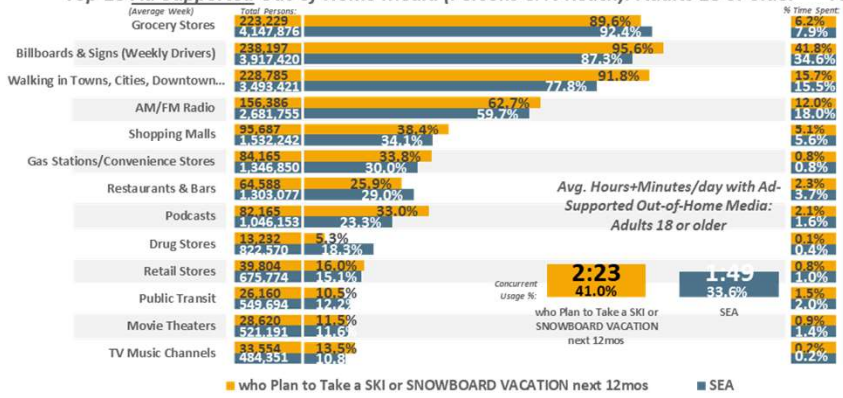
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



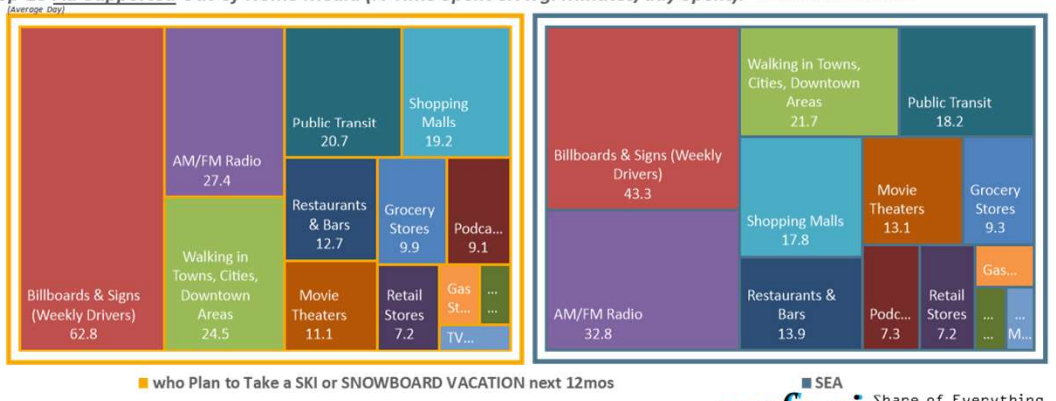
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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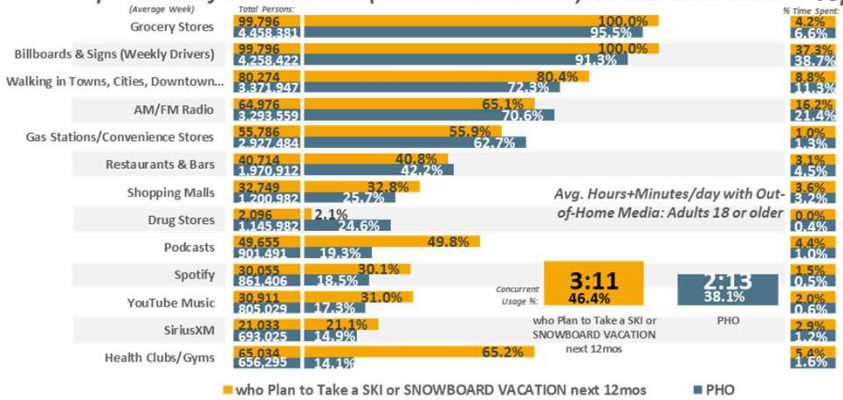
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Types of vacations plan to take next 12 months: Ski vacation

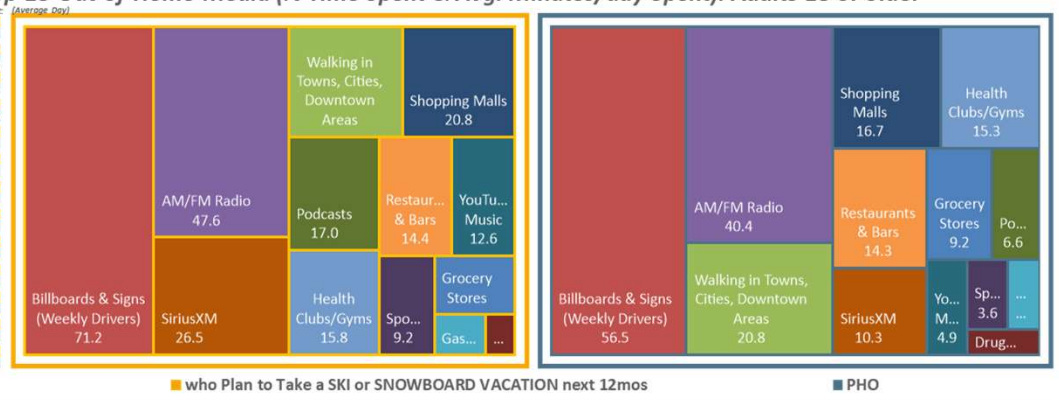
VAIL RESORTS PHO

99,796 or 100.% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 71.2 minutes per day driving, seeing Billboards and Signs. 61.5% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/day

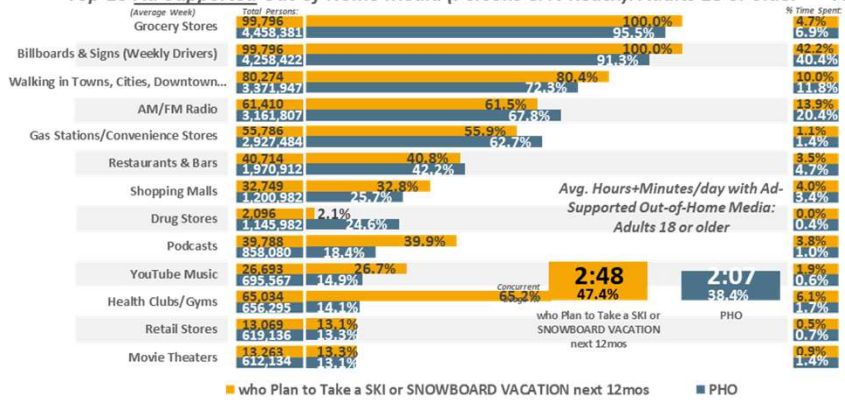
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



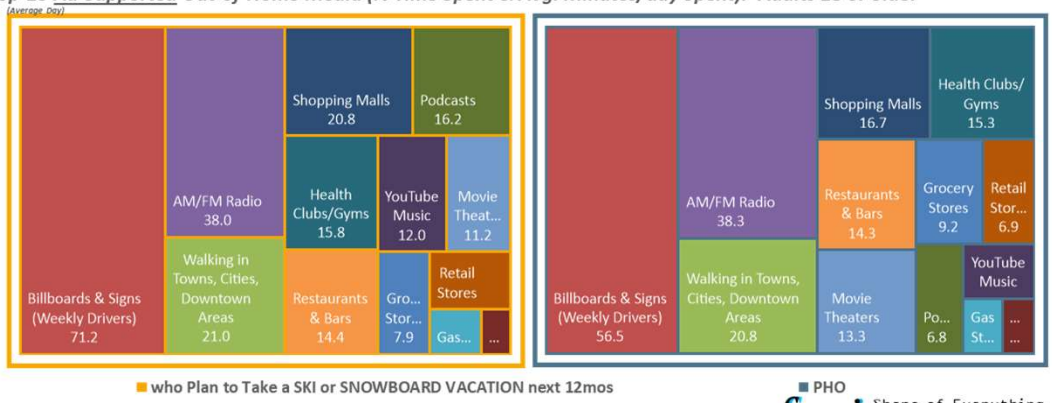
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

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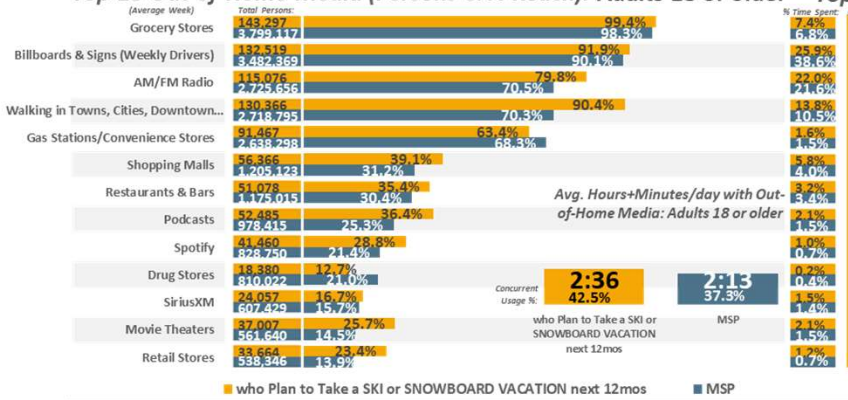
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Types of vacations plan to take next 12 months: Ski vacation

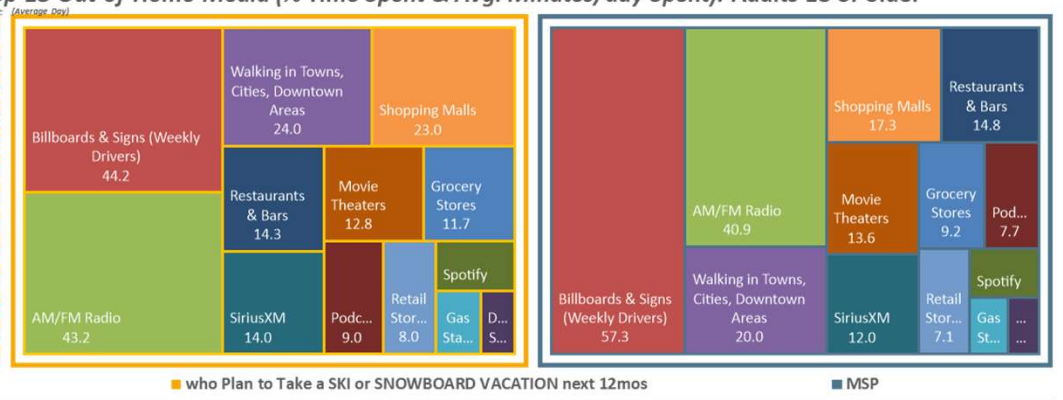


132,519 or 91.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 30.9 minutes/d

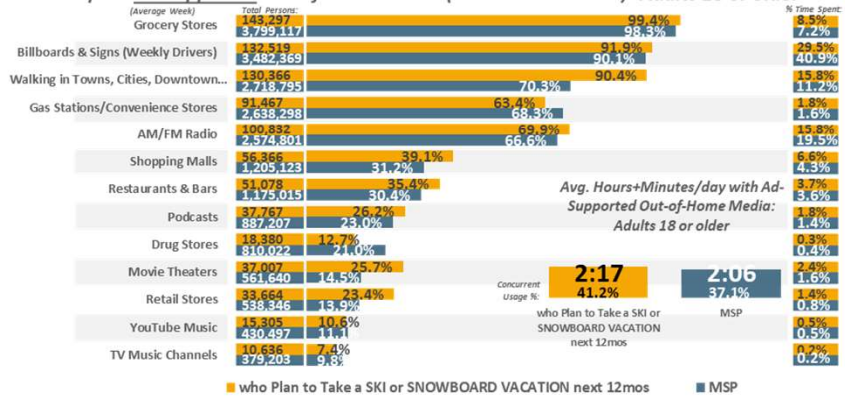
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



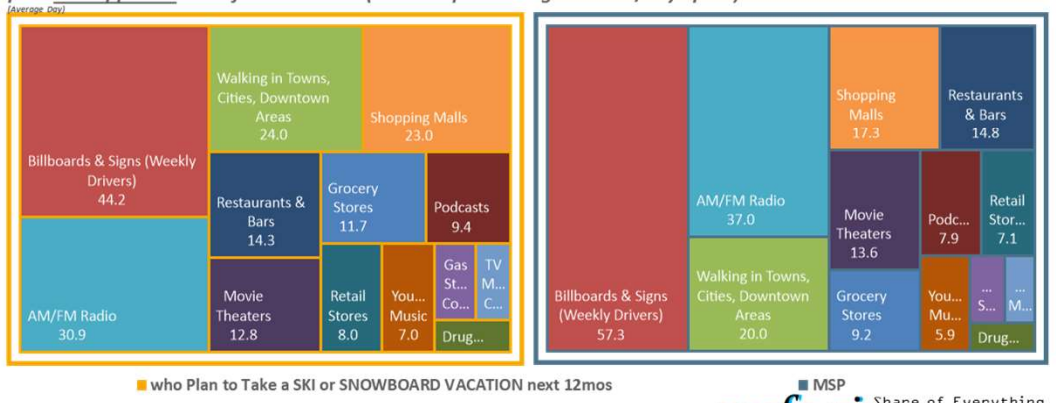
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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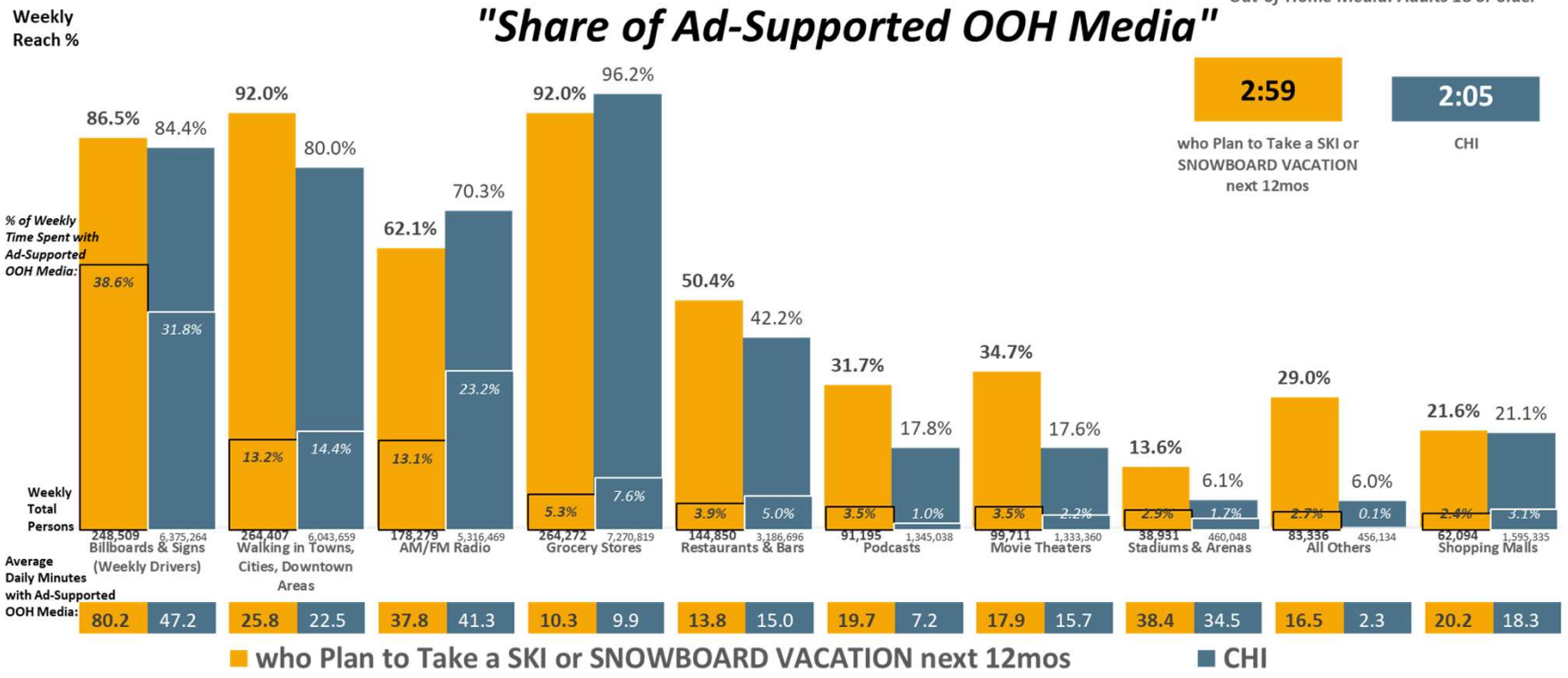
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Types of vacations plan to take next 12 months: Ski vacation

248,509 or 86.5% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 80.2 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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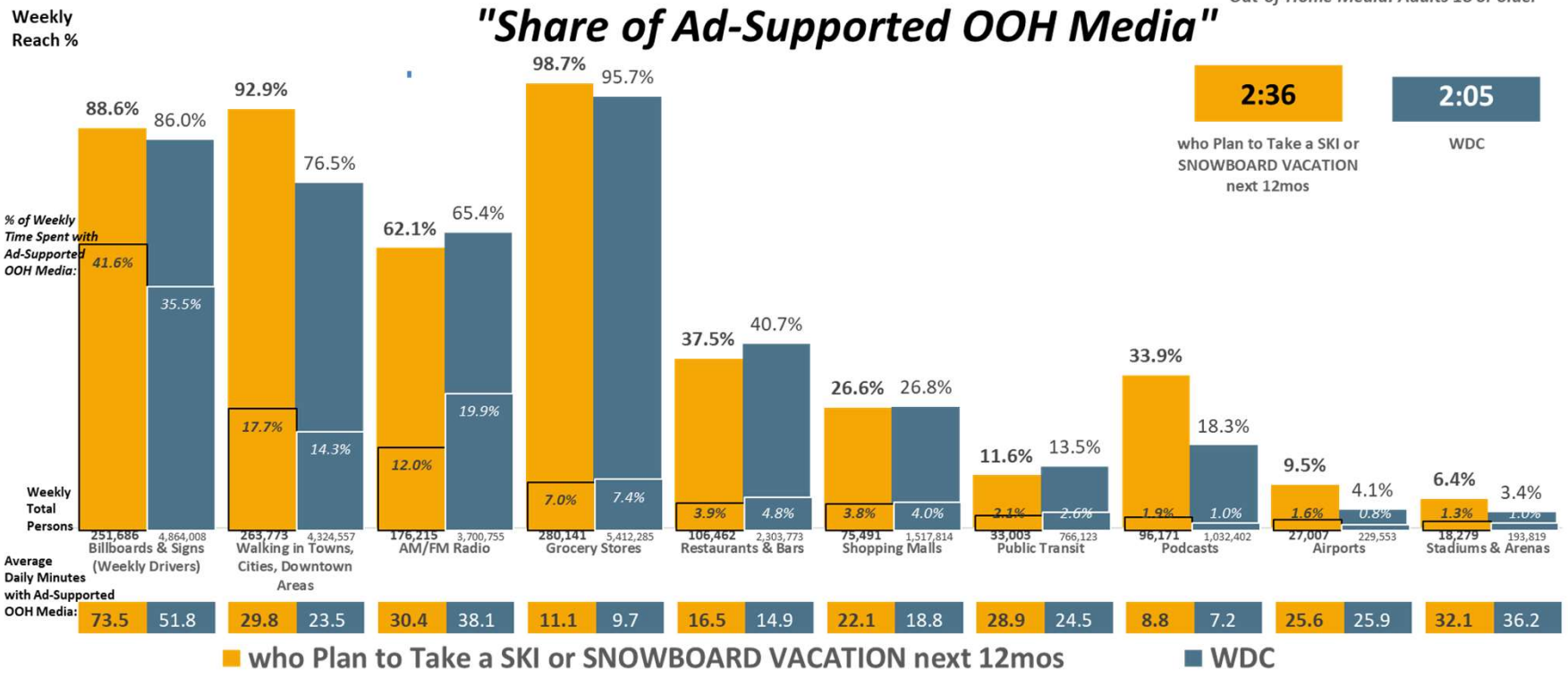
Types of vacations plan to take next 12 months: Ski vacation



251,686 or 88.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 73.5 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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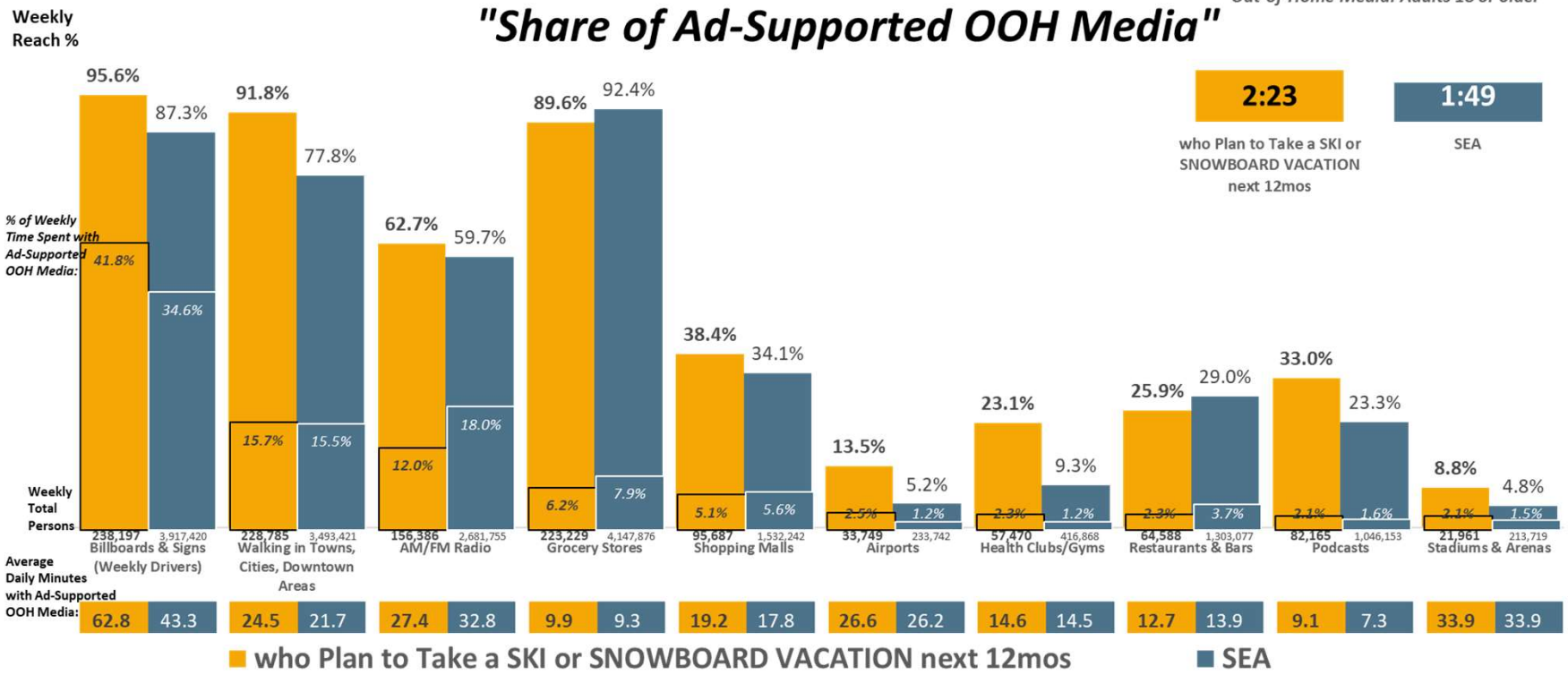
Types of vacations plan to take next 12 months: Ski vacation



238,197 or 95.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 62.8 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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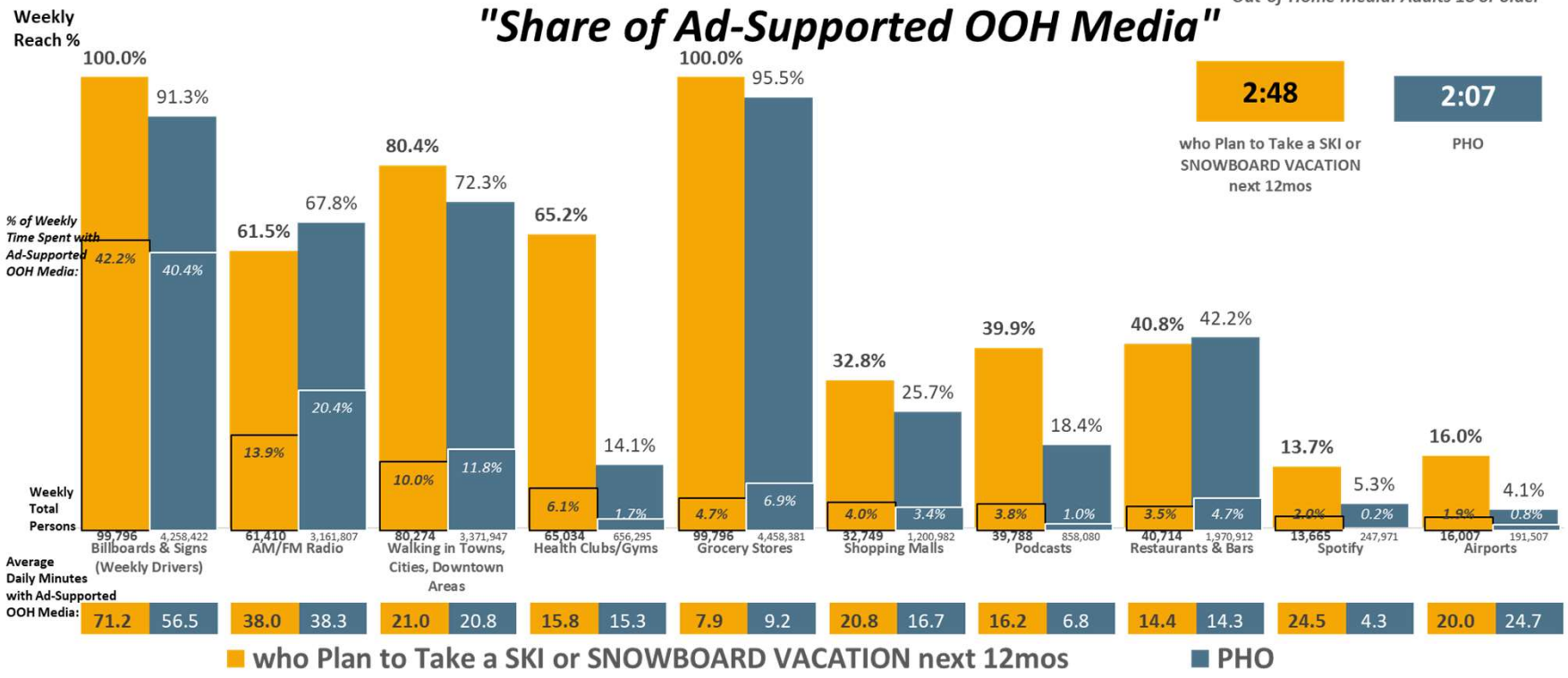
Types of vacations plan to take next 12 months: Ski vacation



99,796 or 100.% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 71.2 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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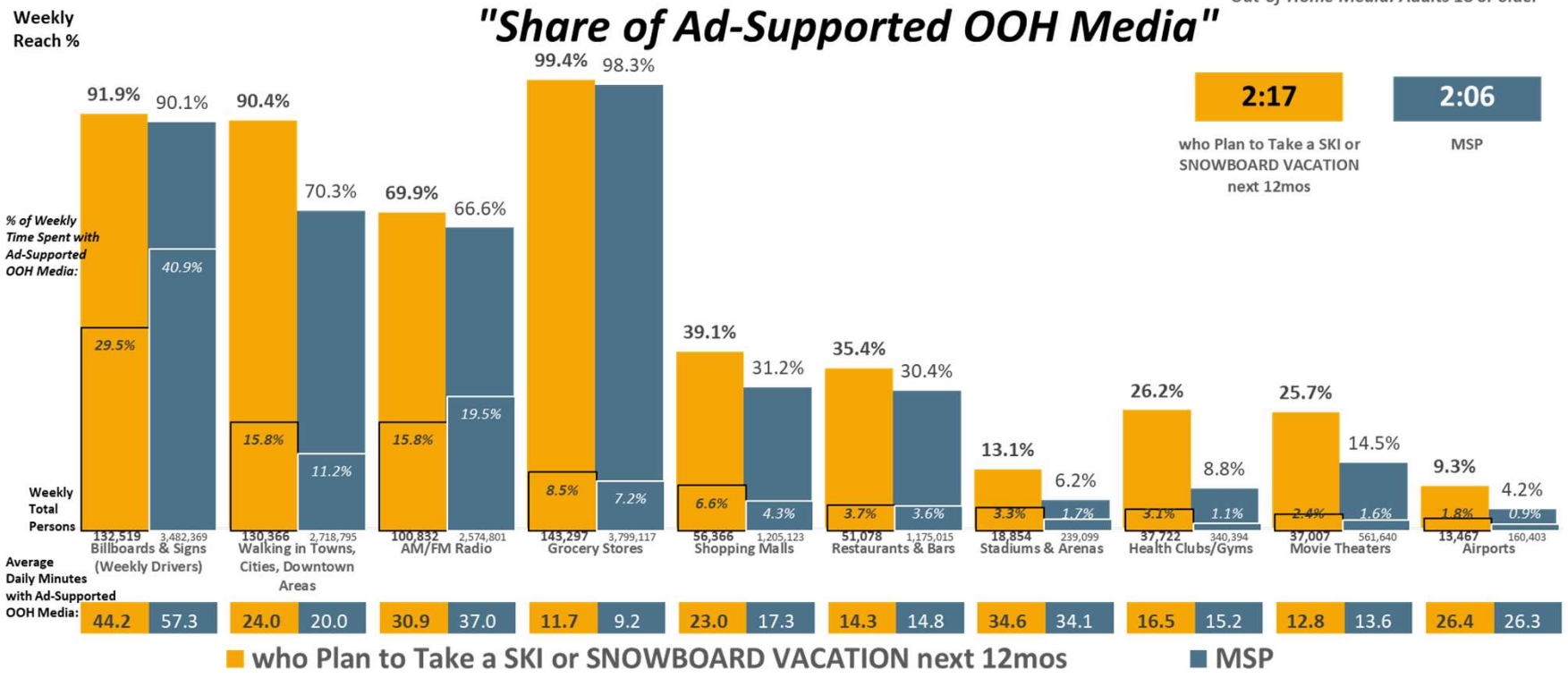
Types of vacations plan to take next 12 months: Ski vacation



132,519 or 91.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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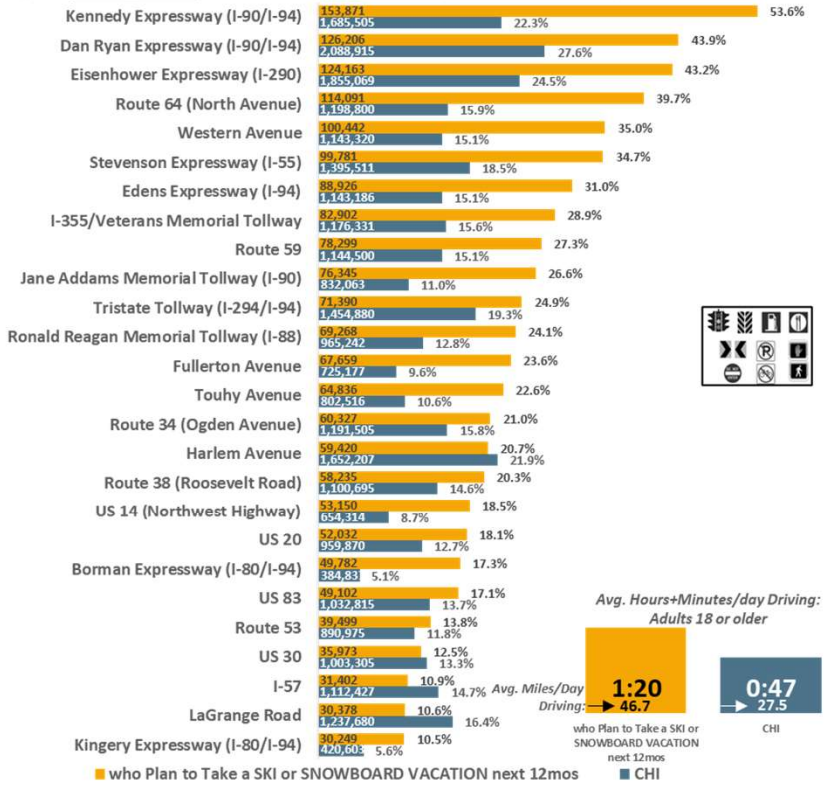
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Types of vacations plan to take next 12 months: Ski vacation



248,509 or 86.5% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 80.2 minutes per day driving an average of 46.7 miles each day and are 150.4% more likely to use Route 64 (North Avenue) than the Metro aver

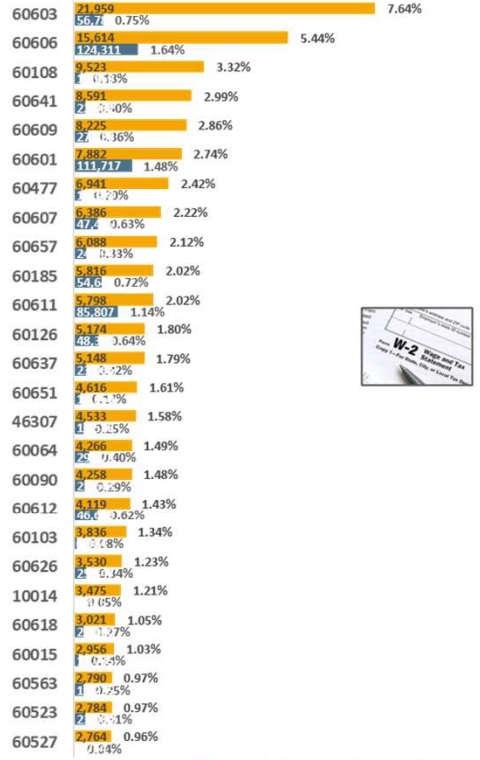
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

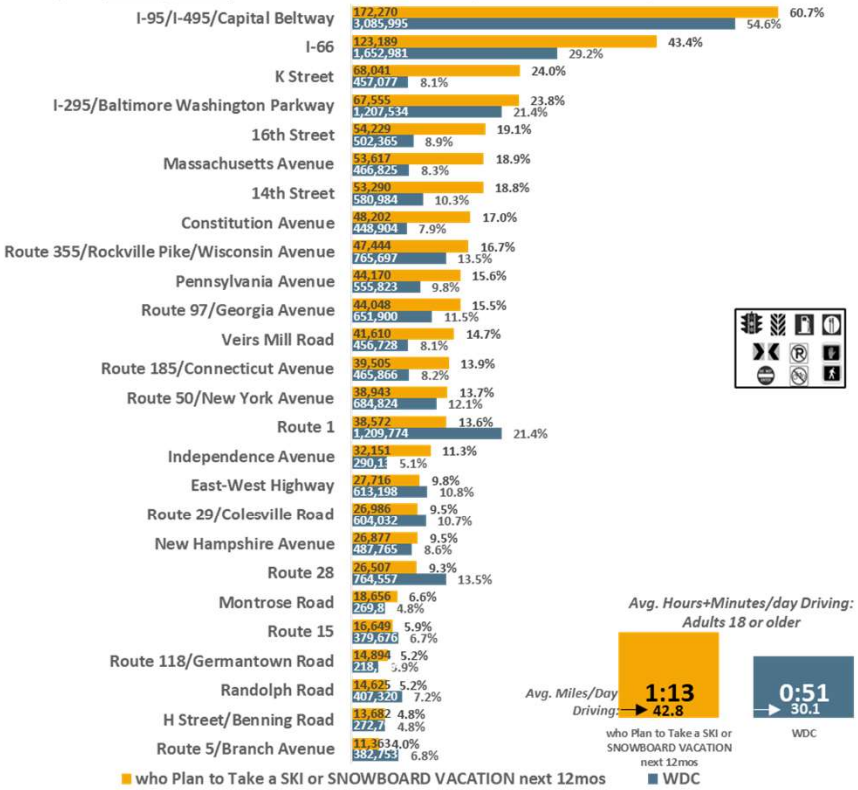
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Types of vacations plan to take next 12 months: Ski vacation

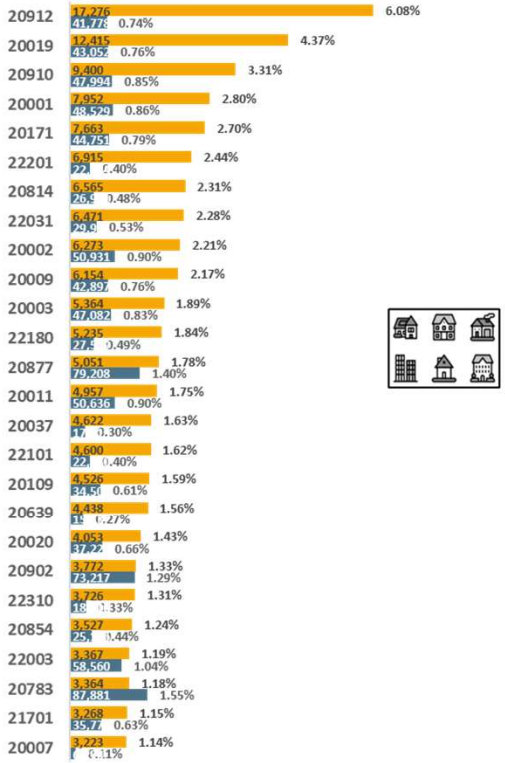


251,686 or 88.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 73.5 minutes per day driving an average of 42.8 miles each day and are 196.5% more likely to use K Street than the Metro average.

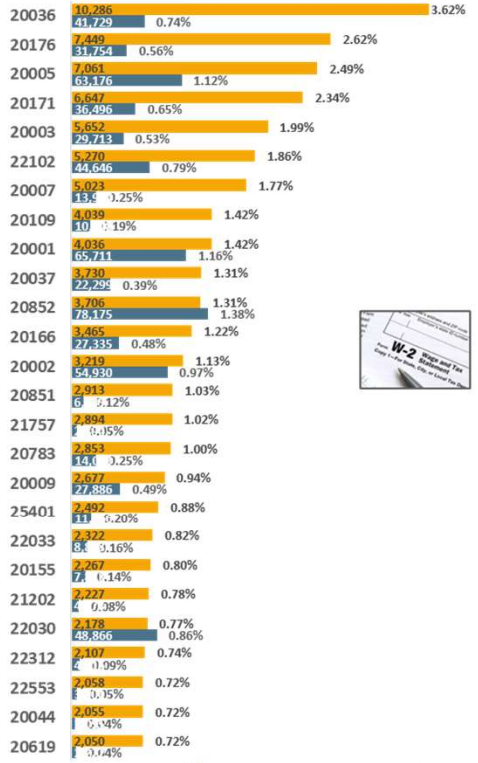
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

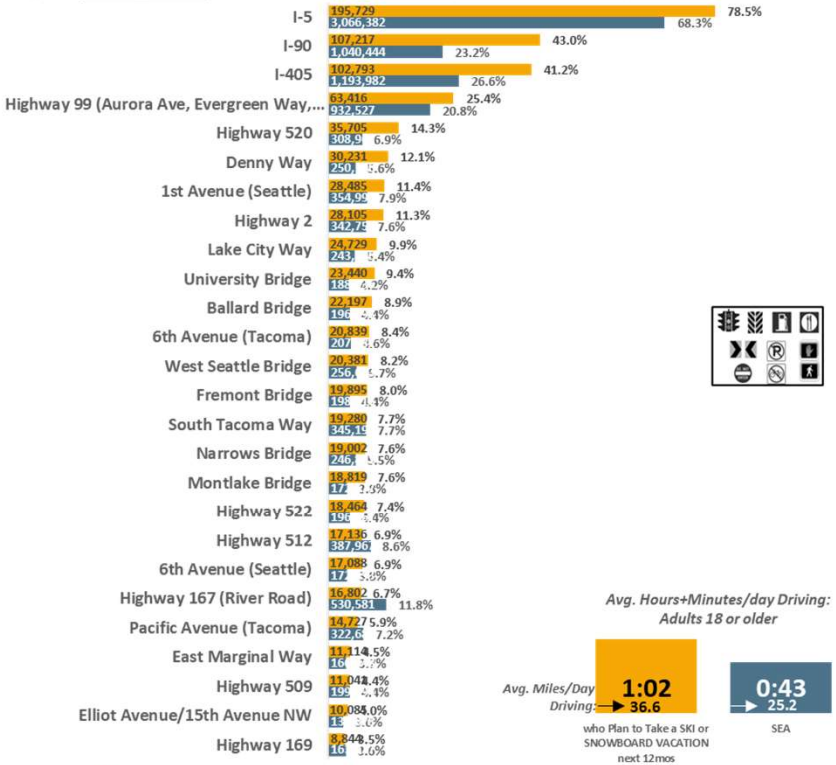
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Types of vacations plan to take next 12 months: Ski vacation



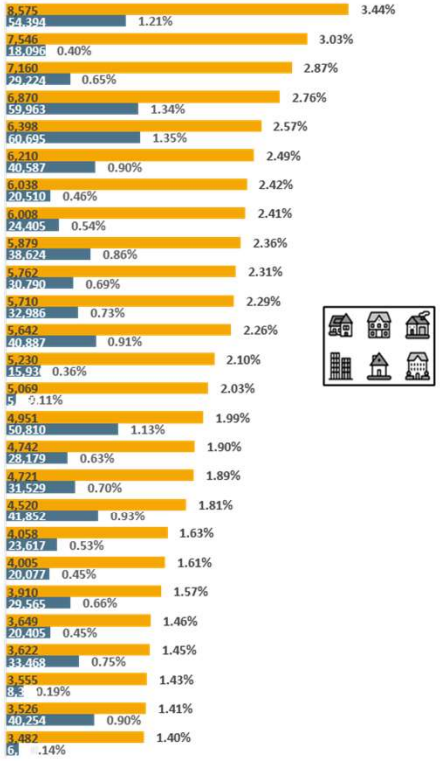
238,197 or 95.6% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 62.8 minutes per day driving an average of 36.6 miles each day and are 123.4% more likely to use University Bridge than the Metro average.

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

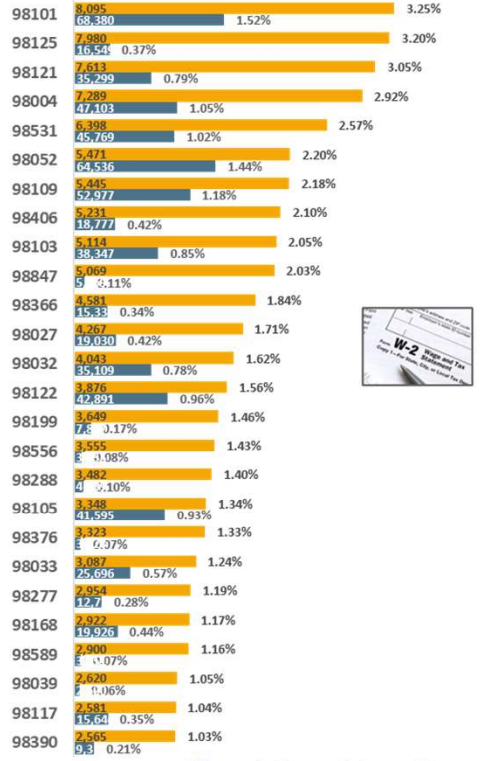


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

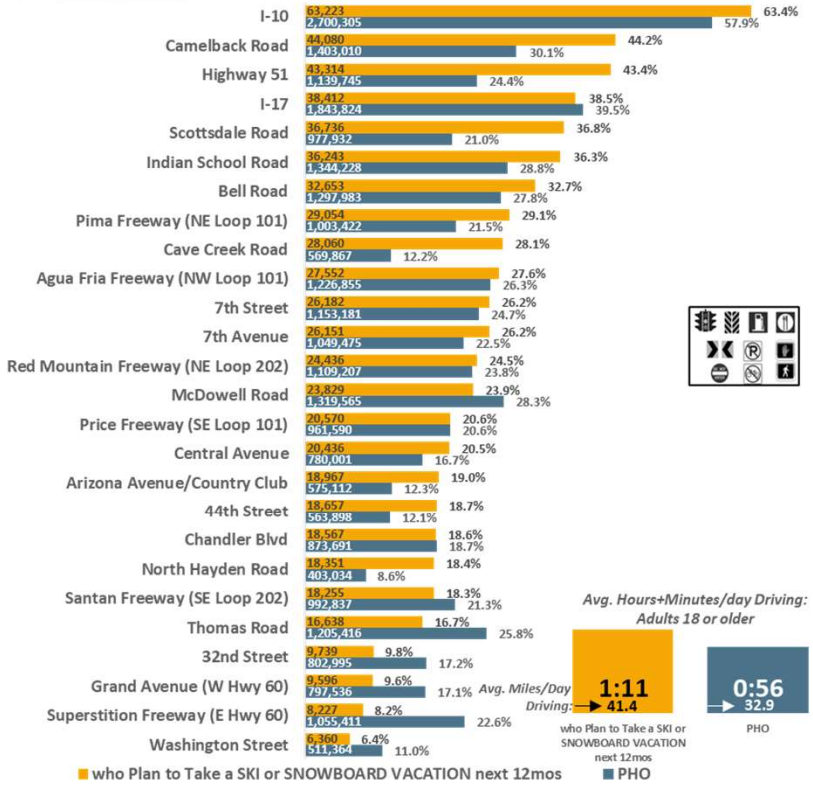
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Types of vacations plan to take next 12 months: Ski vacation

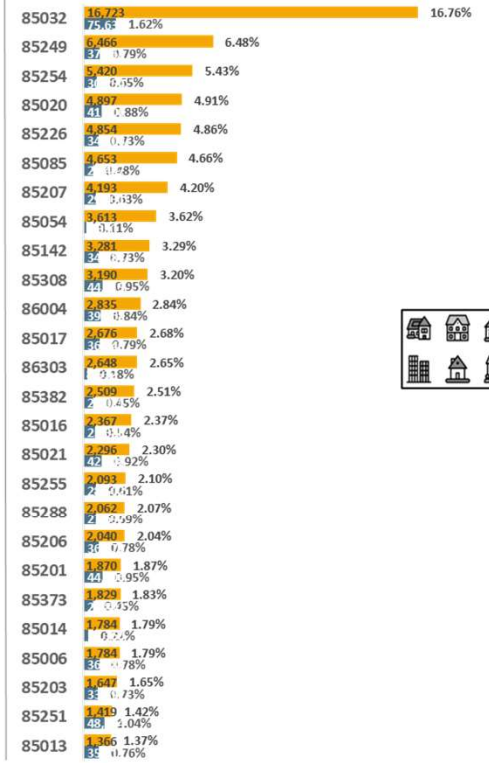


99,796 or 100.% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 71.2 minutes per day driving an average of 41.4 miles each day and are 130.2% more likely to use Cave Creek Road than the Metro average.

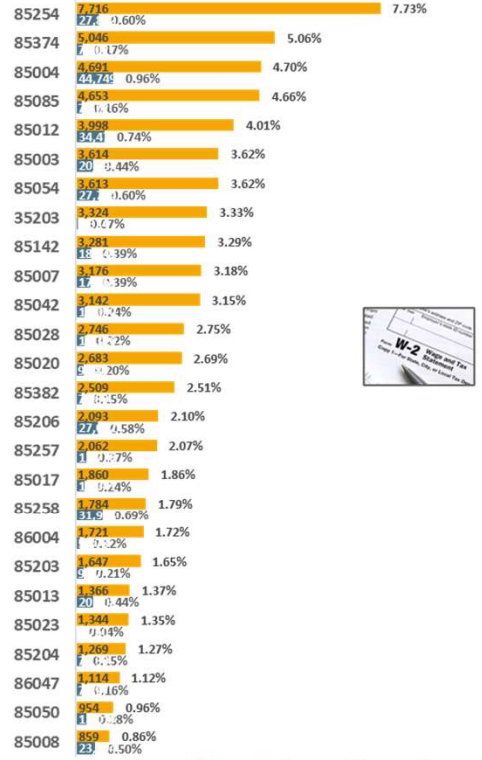
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

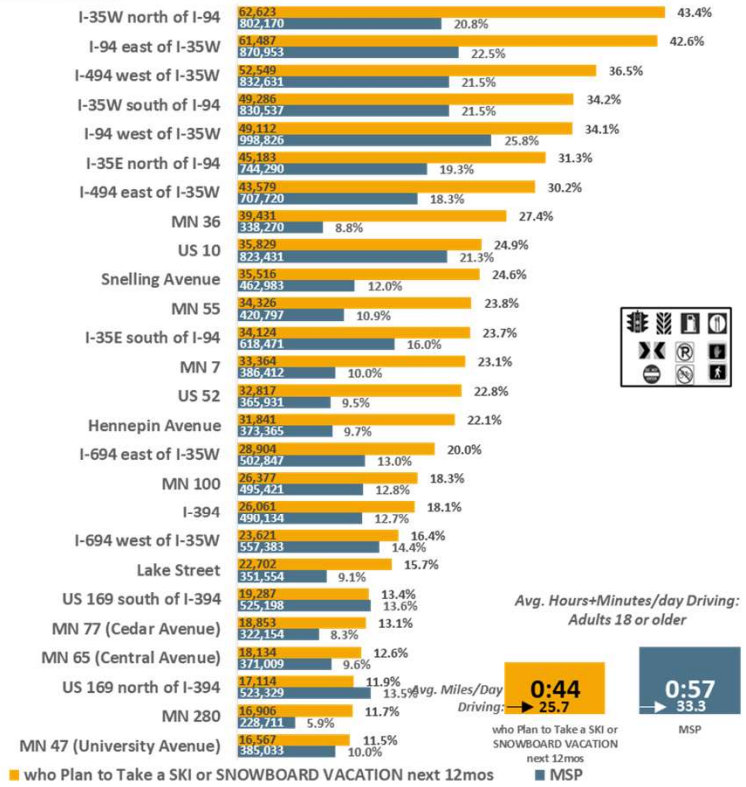
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Types of vacations plan to take next 12 months: Ski vacation



132,519 or 91.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 212.5% more likely to use MN 36 than the Metro average.

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

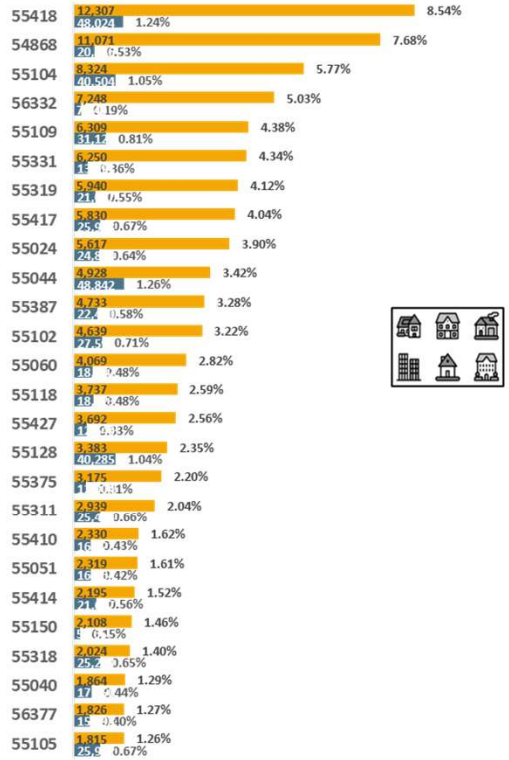


Avg. Hours+Minutes/day Driving: Adults 18 or older

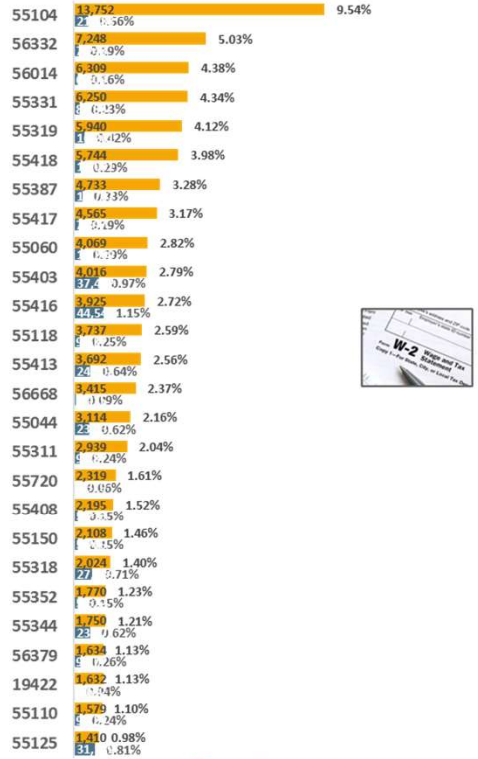
Avg. Miles/Day Driving: 0:44 → 25.7 (who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)

0:57 → 33.3 (MSP)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



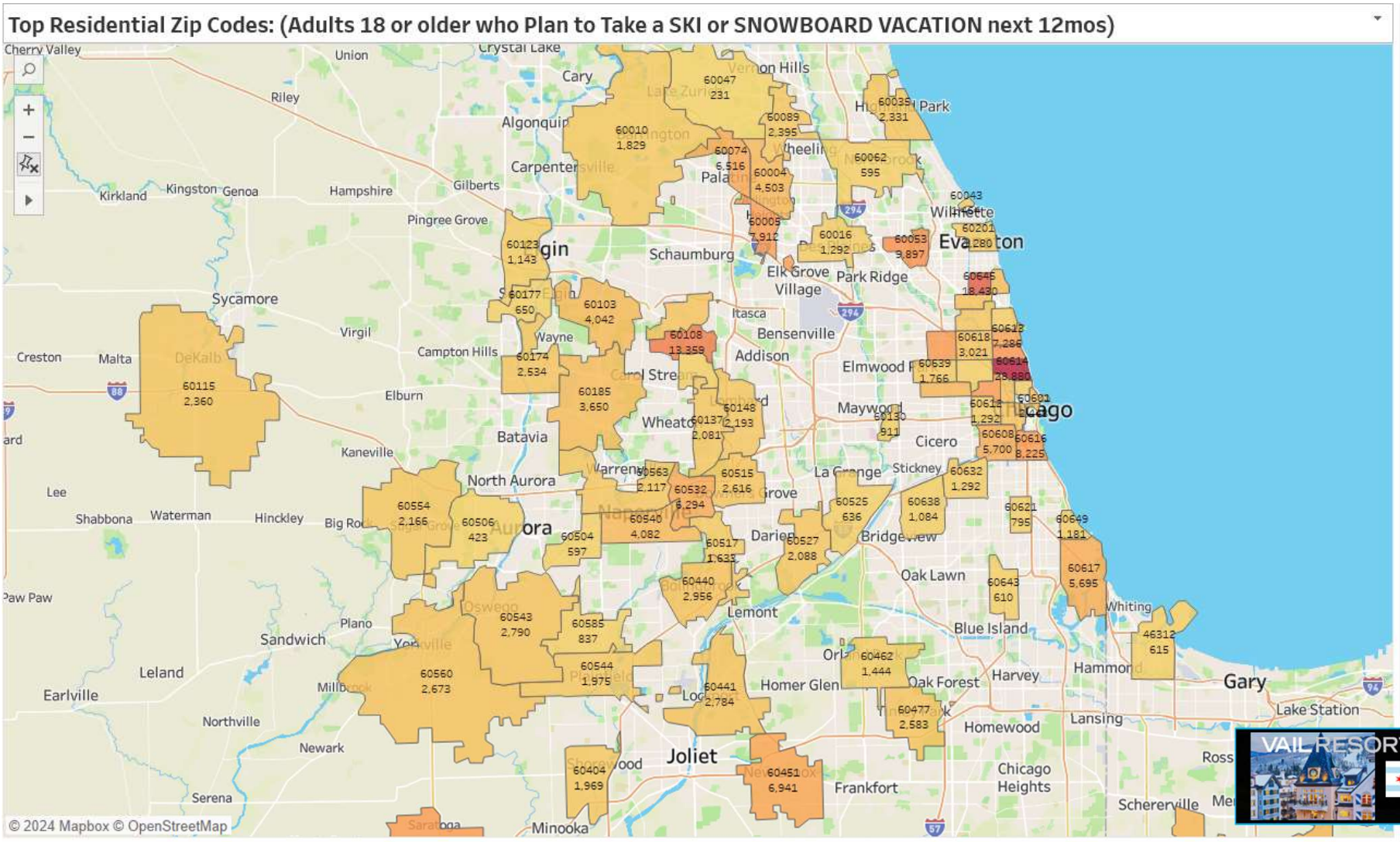
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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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

Top Residential Zip Codes: (Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)

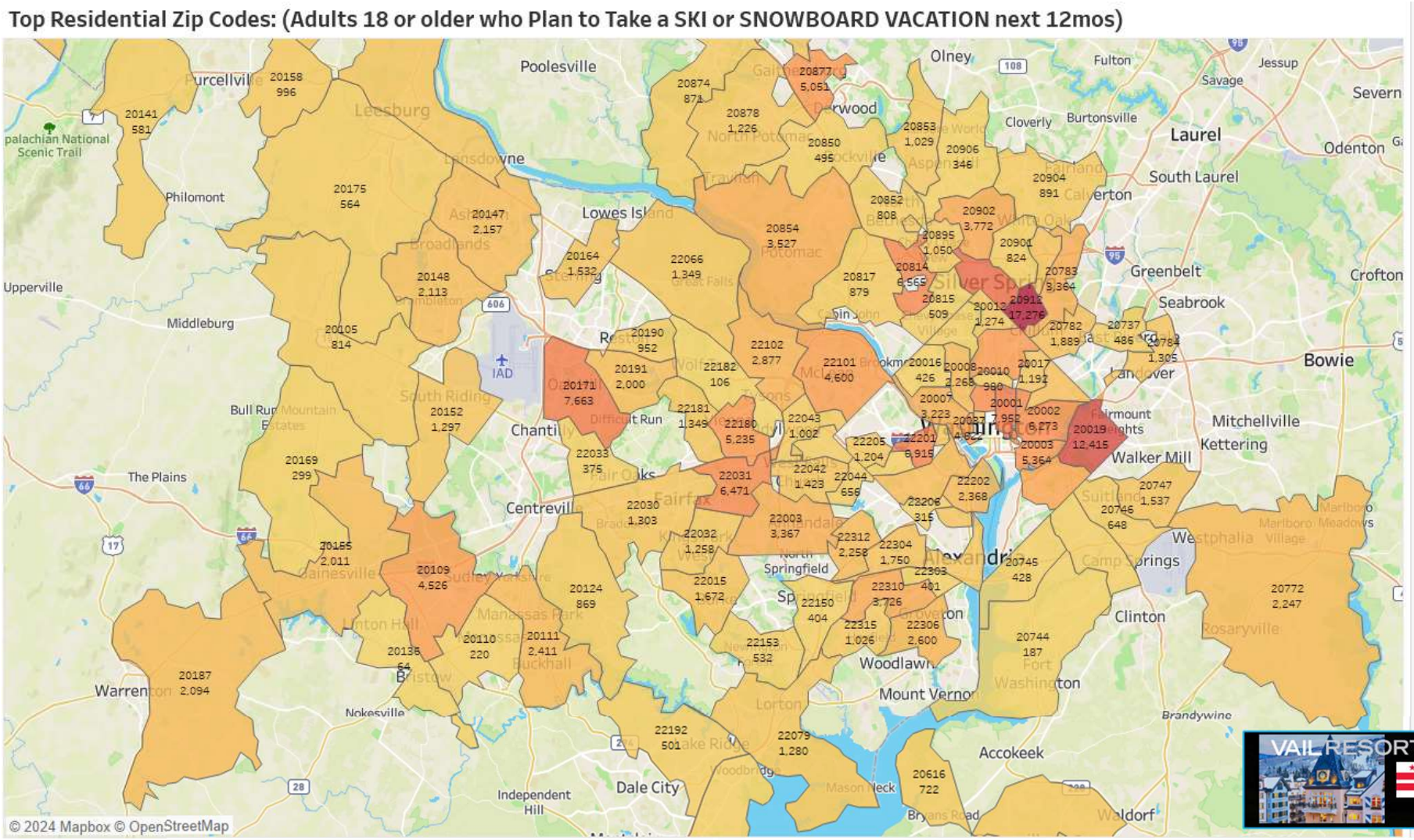


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107
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Types of vacations plan to take next 12 months: Ski vacation

Top Residential Zip Codes: (Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)

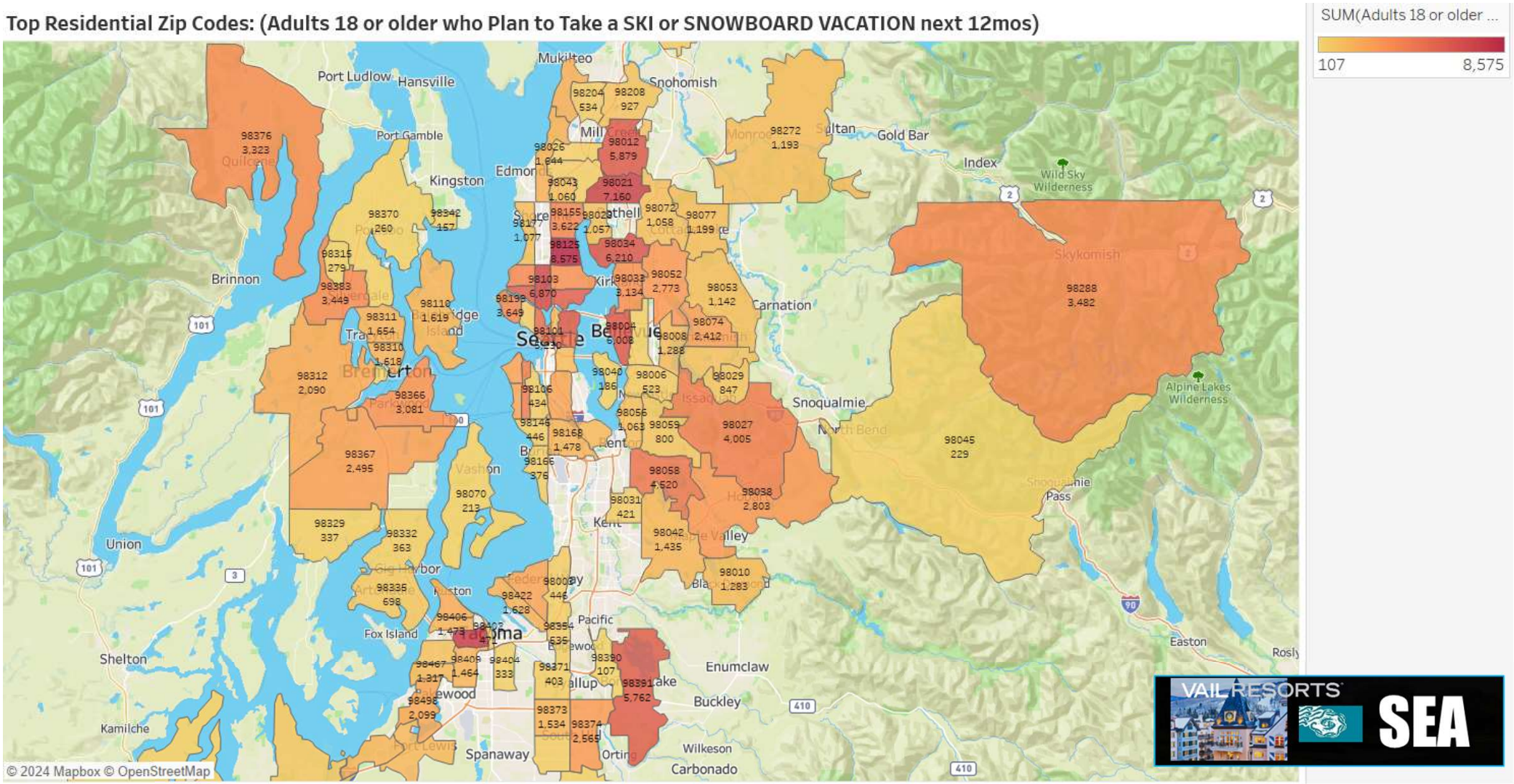


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266
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Types of vacations plan to take next 12 months: Ski vacation

Top Residential Zip Codes: (Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)



VAIL RESORTS SEA

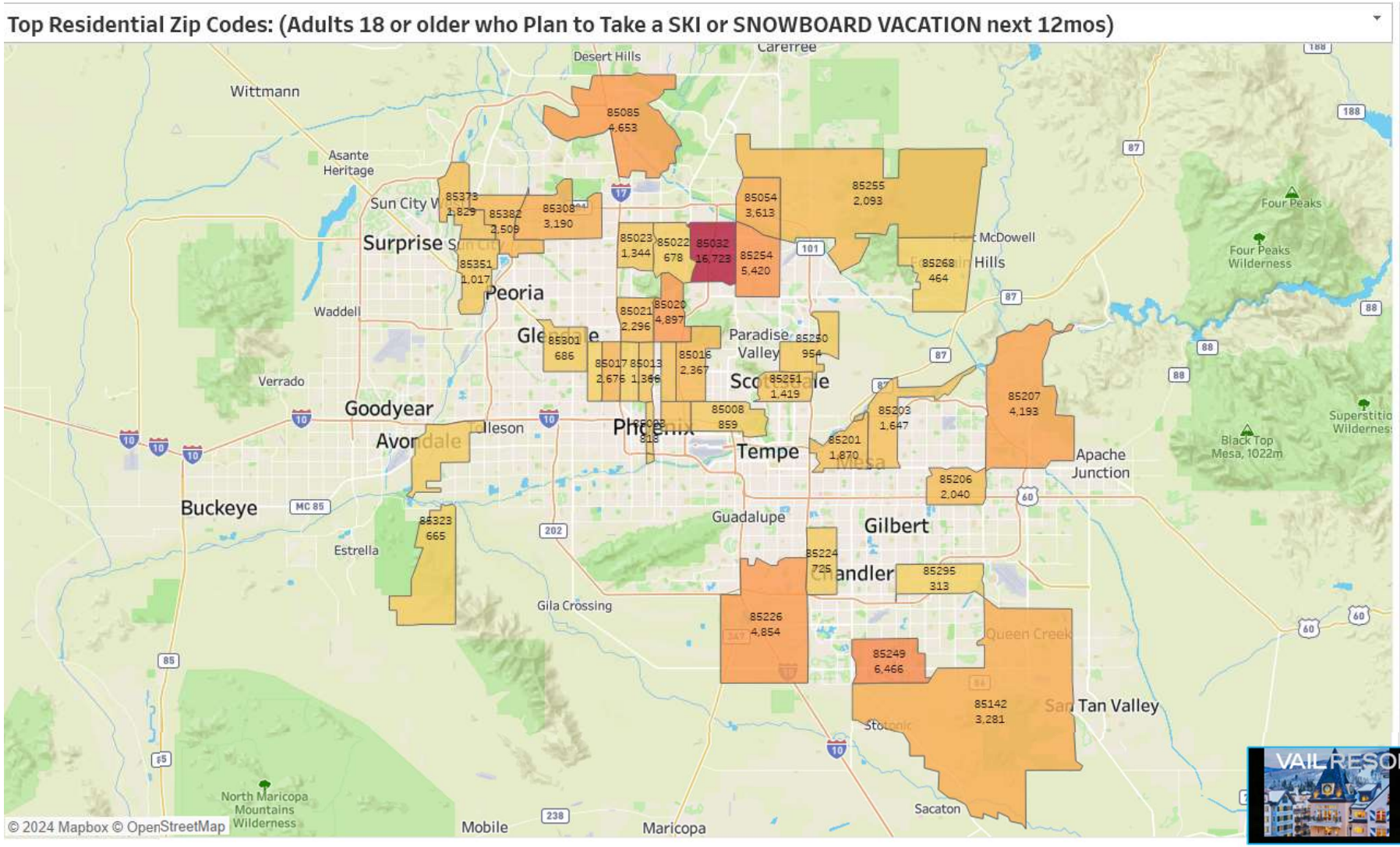
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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

Top Residential Zip Codes: (Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)



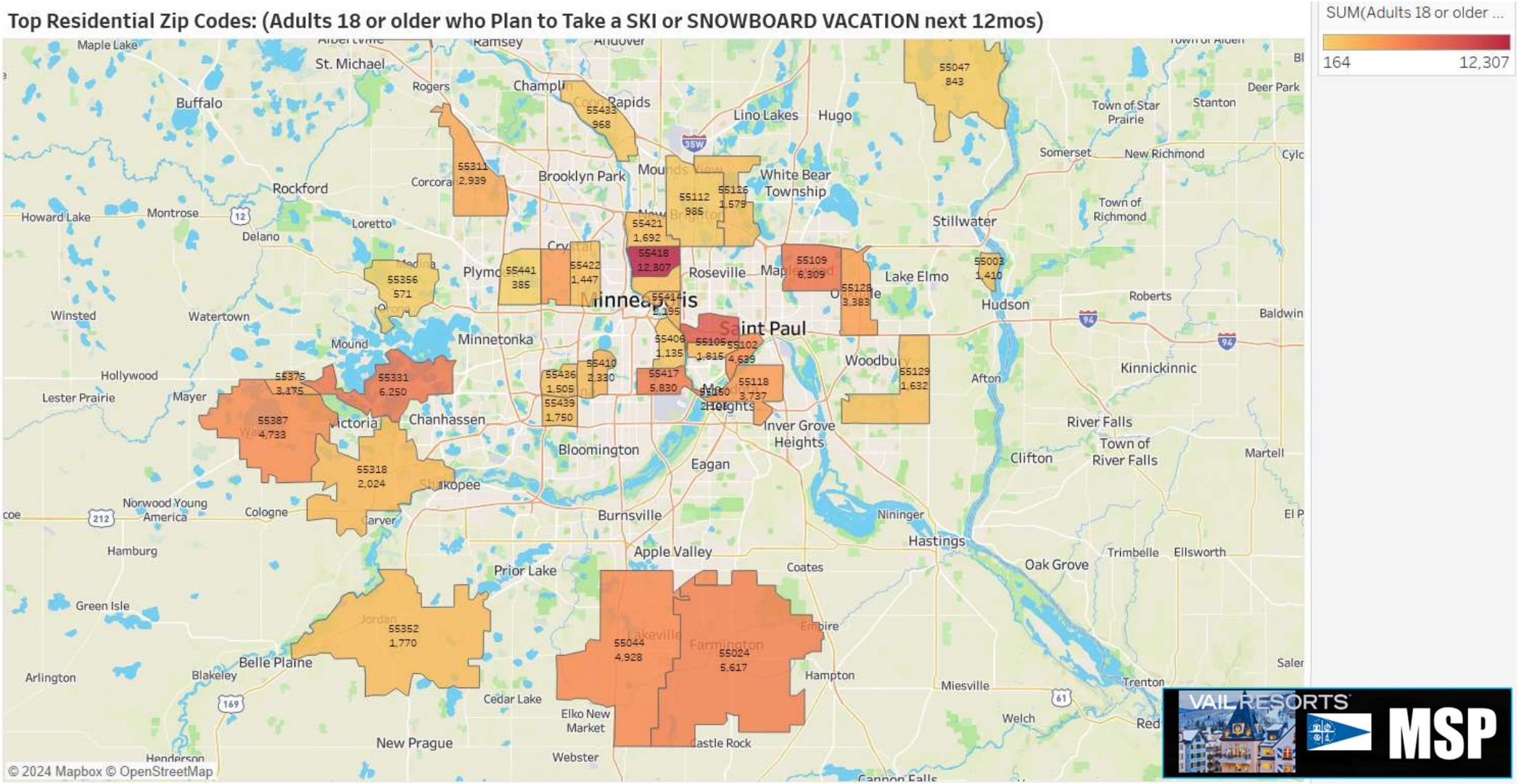
VAIL RESORTS PHO

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

Top Residential Zip Codes: (Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos)

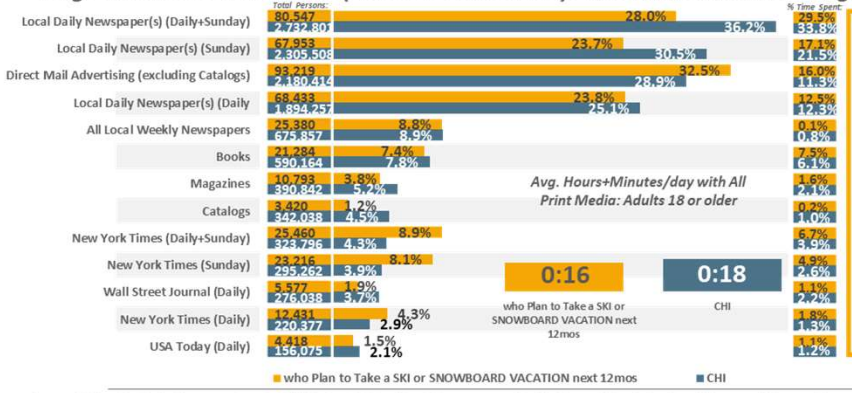


Types of vacations plan to take next 12 months: Ski vacation

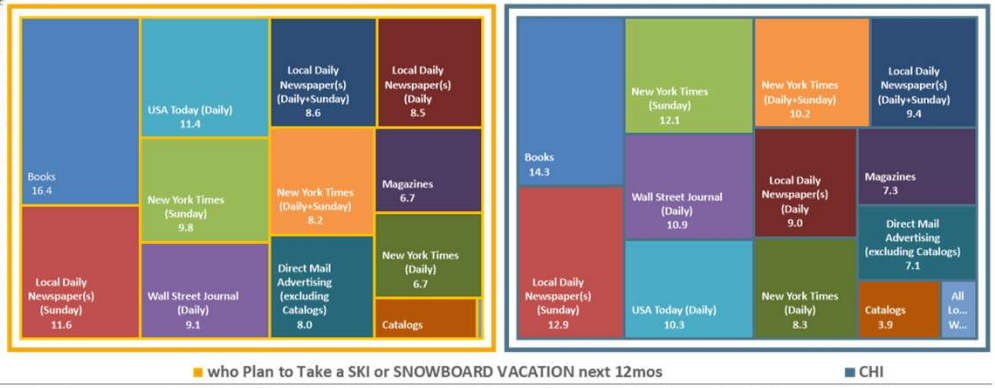


80,547 or 28.% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

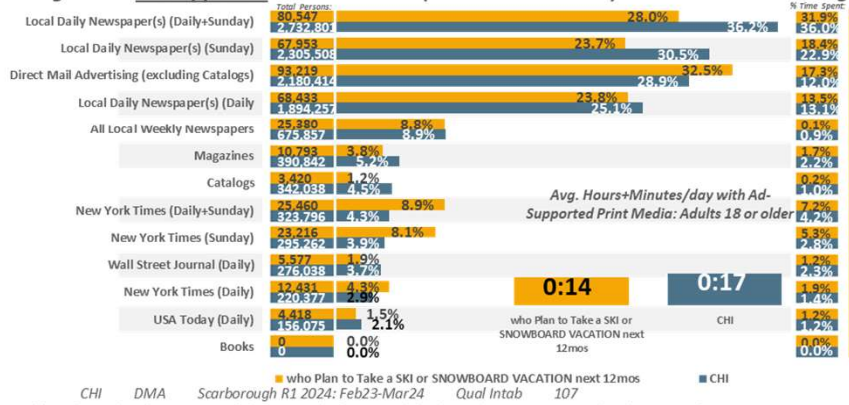
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



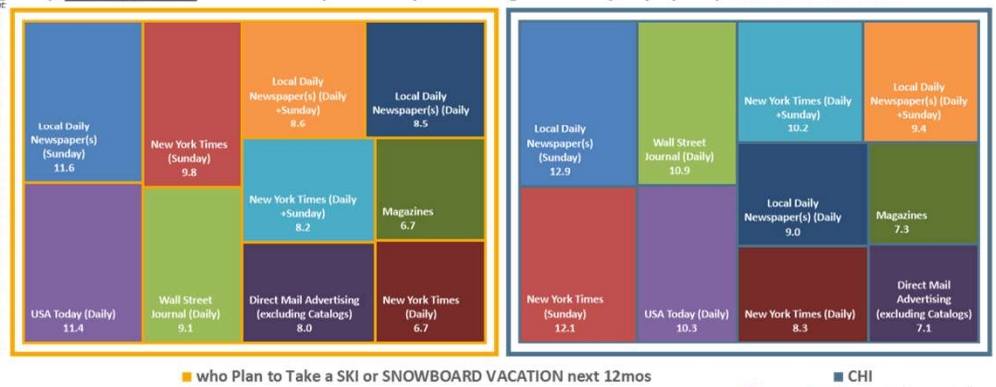
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 107

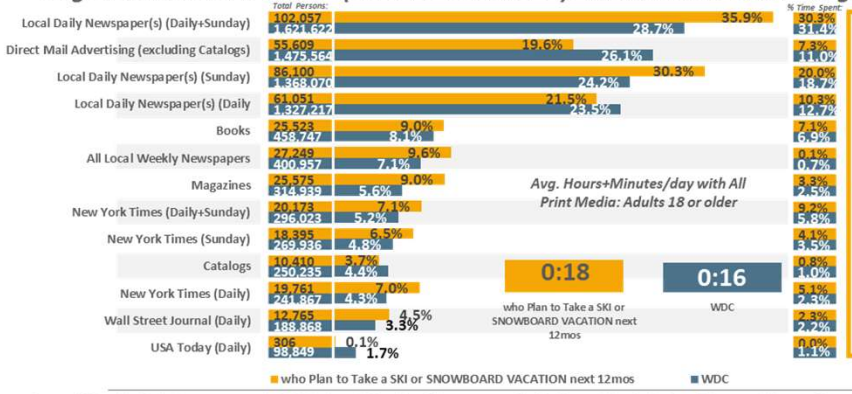
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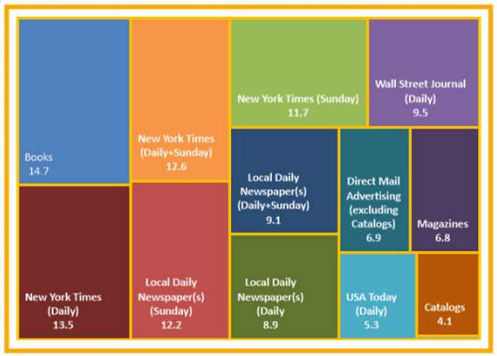
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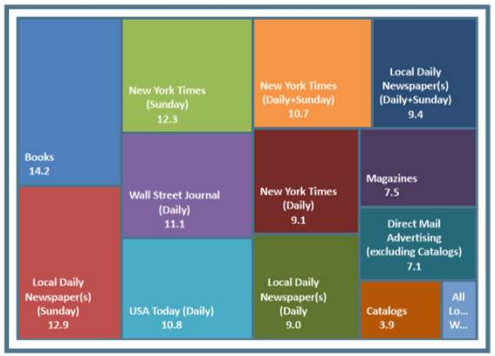
Types of vacations plan to take next 12 months: Ski vacation

102,057 or 35.9% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

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

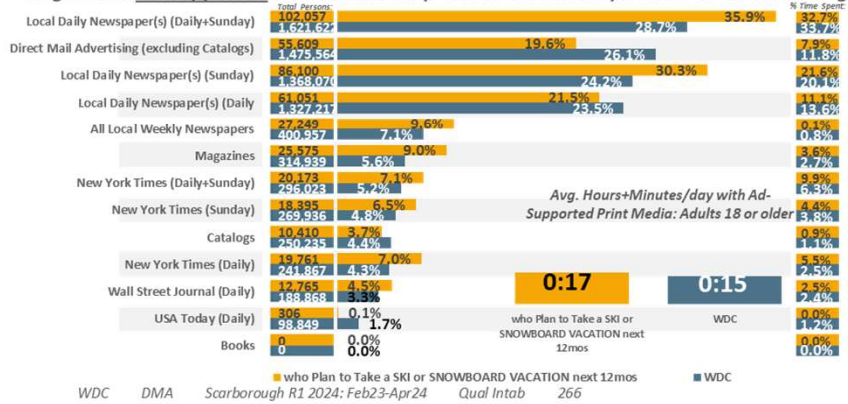


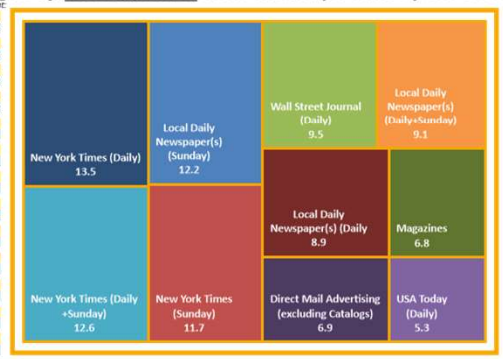


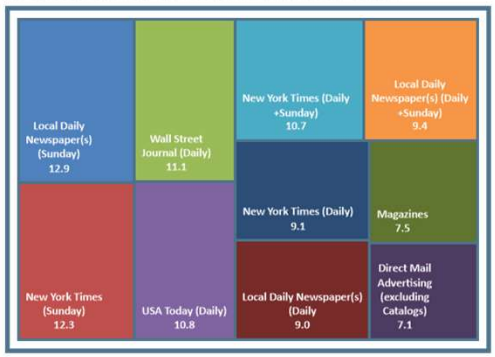


who Plan to Take a SKI or SNOWBOARD VACATION next 12mos ■ WDC

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







who Plan to Take a SKI or SNOWBOARD VACATION next 12mos ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 266

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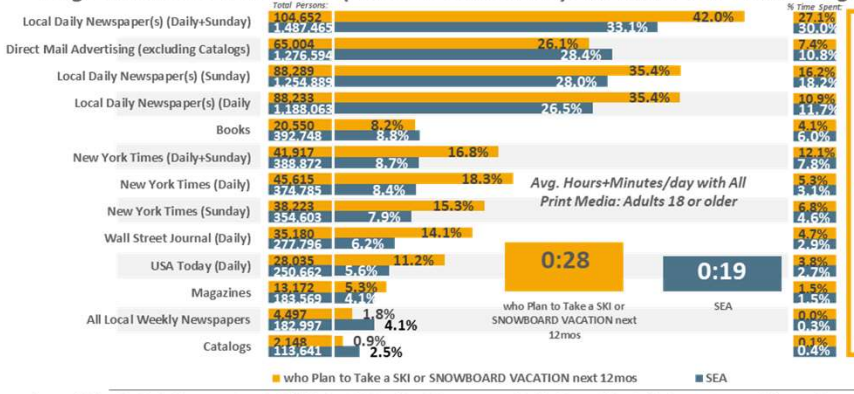
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Types of vacations plan to take next 12 months: Ski vacation

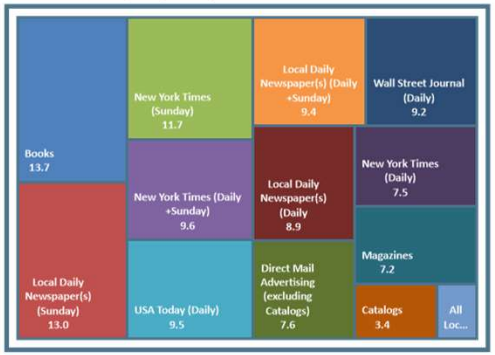
VAIL RESORTS SEA

104,652 or 42.% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

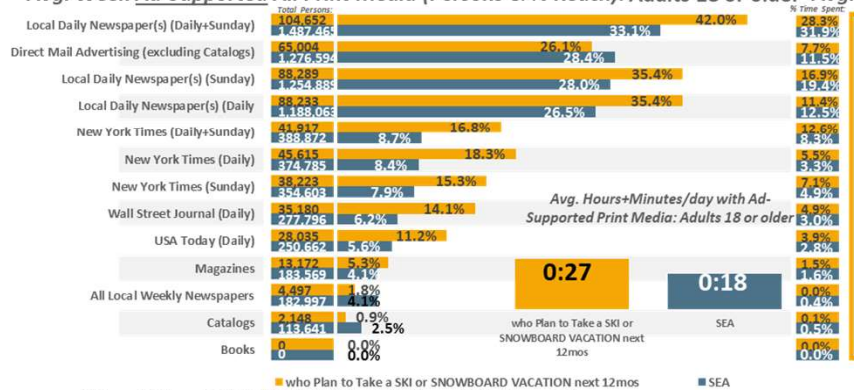
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

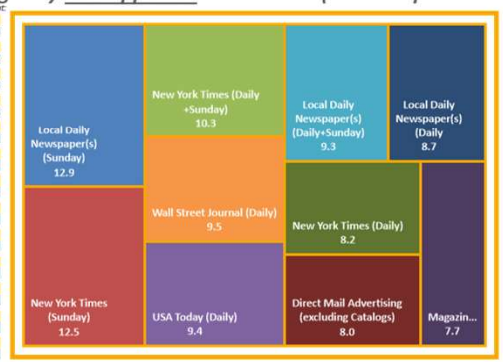


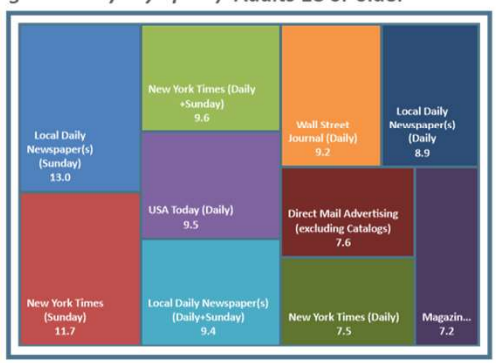




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 254

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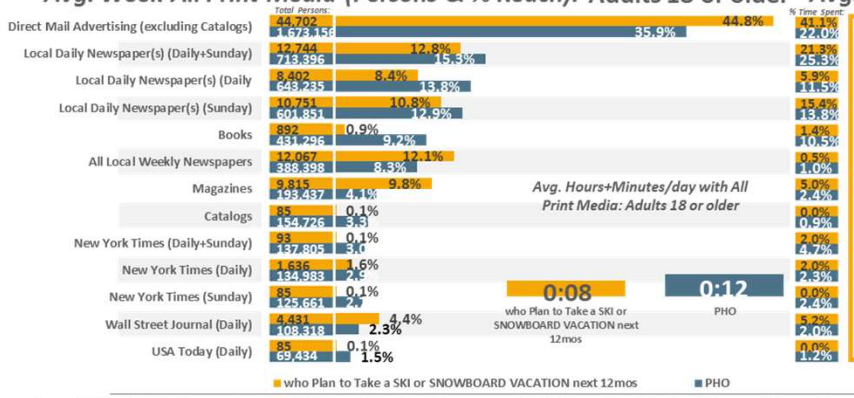
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Types of vacations plan to take next 12 months: Ski vacation

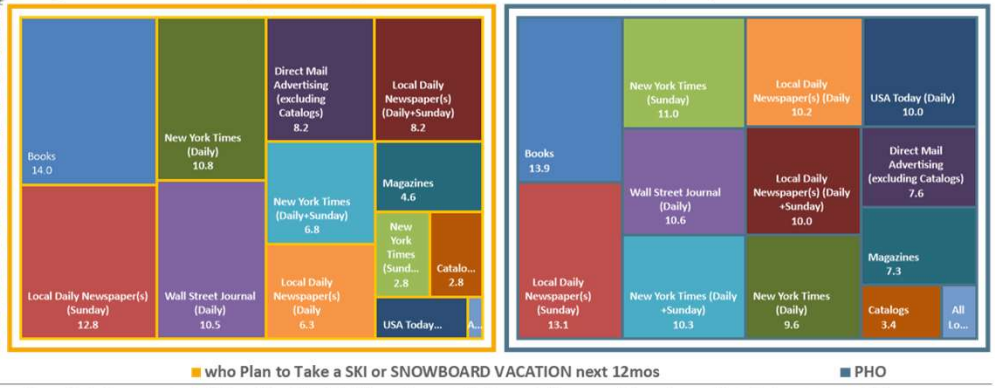


44,702 or 44.8% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 41.7% of all time spent daily with All forms of Print Med

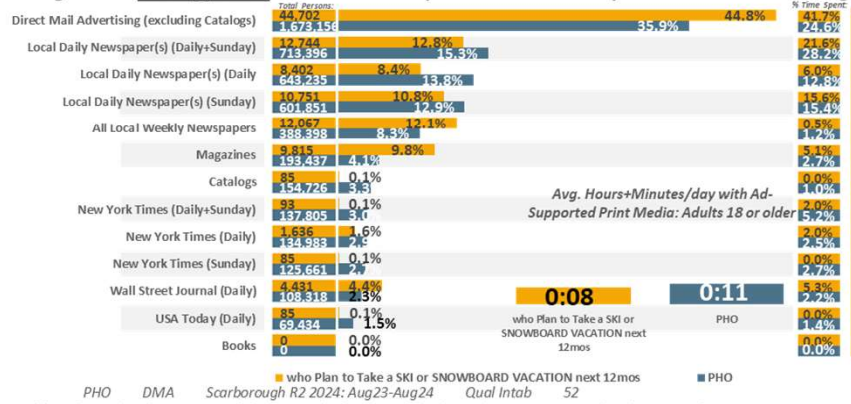
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

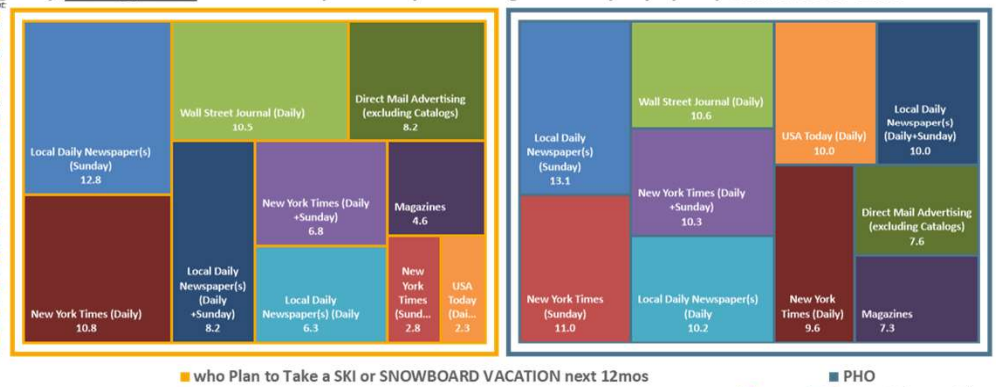


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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





PHO DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 52

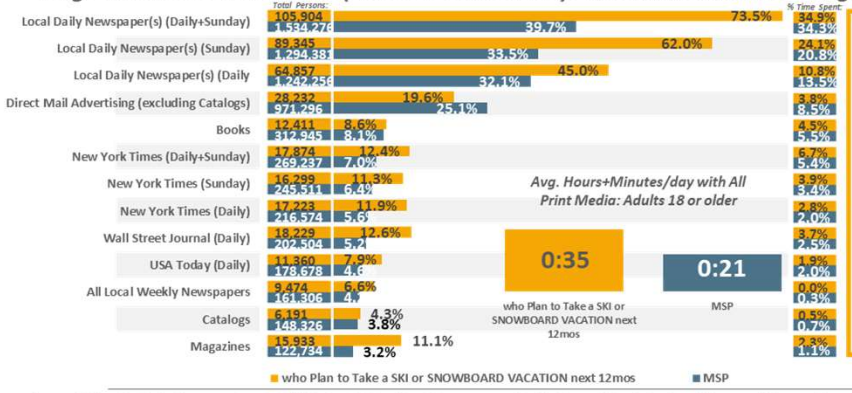
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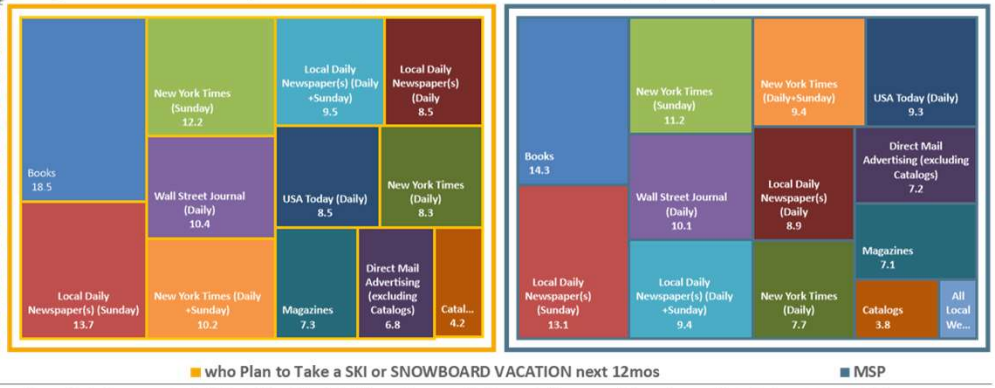
Types of vacations plan to take next 12 months: Ski vacation

105,904 or 73.5% of Adults 18 or older who Plan to Take a SKI or SNOWBOARD VACATION next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

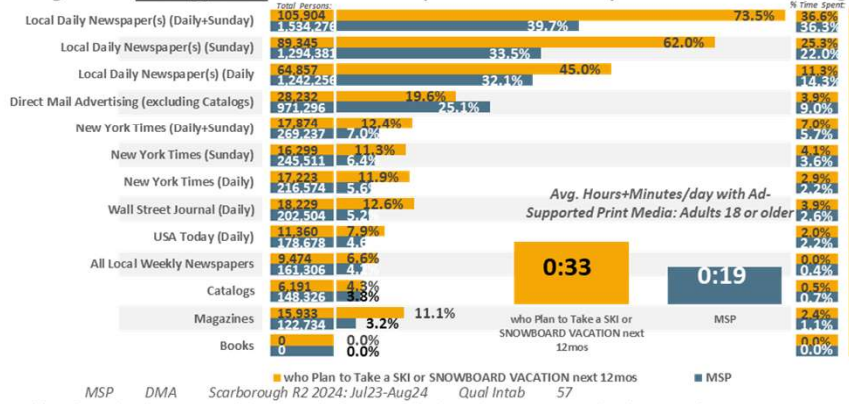
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



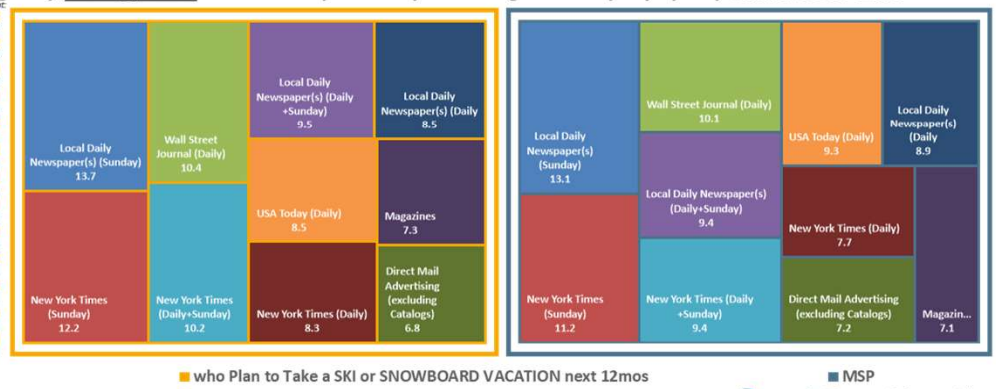
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 57

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