Expedia Customers in the UK



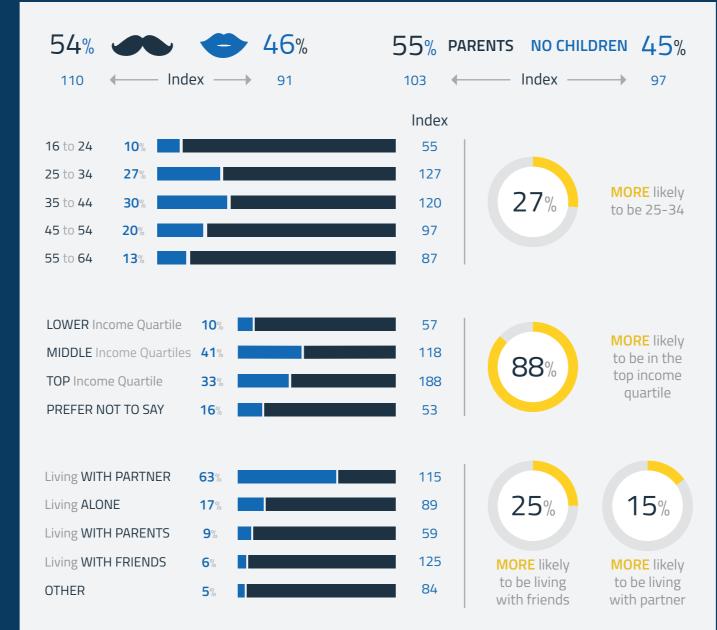




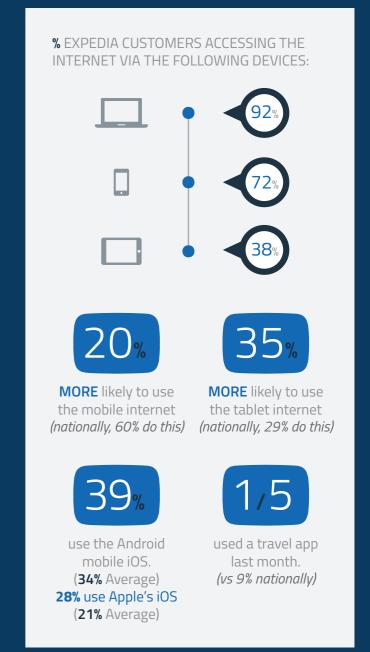
PURCHASE **DRIVERS**



BY **DEMOGRAPHICS**



BY **DEVICE**



ATTITUDES AND **INTERESTS**

7_{in}10 **25**% MORE likely to agree they are interested in other cultures and countries (86% say this) Just over

adventurous

say they regularly inform friends & family about new products & services (vs 45% nationally)

MORE likely to seek an expert opinion when making a purchase (48% do this) say that they regularly

try new foods from other countries (over-indexing by 30%)

think that other say that they like to explore the world people see them as around them

(over-indexing by 40%) (over-indexing by 30%)

MORE likely to opt in for personalized loyalty rewards from brands (just over 50% say this)

HALF

25%

say they tend to buy the premium version of a product (vs a third nationally)

BRAND INTERACTIONS

30%

MORE likely to have visited a branded website in the last month. 6 in 10 did this.

have "liked" a brand or product (vs a QUARTER nationally)

left a review on a brand's website last month (vs 11% nationally) 9% downloaded a branded app (vs 6% nationally)

SECOND-SCREENING



JUST OVER 3/4 have second-screened via any device while watching television. 4% ahead of all internet users

25% MORE LIKELY to have second-screened via a mobile (more than 4 in 10 have done this). 28% MORE LIKELY to have done so via a tablet (nearly a quarter have done this)



1 in 4 second-screeners are looking for information related to what they're watching (vs 15% nationally)

A THIRD are searching for things to buy (vs a quarter nationally)

ONLINE BEHAVIORS











82% Watched a video clip online last month (vs 74% nationally)



uploaded a photo last month (vs 50% nationally). A THIRD did the same with a video (vs a quarter

1 in 2 look at consumer

reviews when researching

products (vs 40% nationally).

25% MORE likely to use

Answers or Quora

(15% do this).

nationally)

Q&A sites such as Yahoo



6 in 10

MORE likely to search online for products or services to buy (87% have done this)

% WHO HAVE VISITED THE FOLLOWING WEBSITES IN THE LAST MONTH:

93% Google* (vs 85% nationally) **53**% YAHOO!

43%

90% amazon

20%

12%

Siscovery

You Tube 72% 20% bing

82%

68% **15**% Aol. 11%

80%

BBC

facebook. 71% **15**% flickr

78%

9%

SOCIAL

MORE likely to follow their favorite brands. lust over a third do this

NEARLY

FOLLOW brands they are considering purchasing from (3 points ahead of average)

MORE likely to use social networking apps each month (4 in 10 do this)

ACTIVE USAGE OF SOCIAL PLATFORMS:

12% **61**% 33% 28% 54% 24% 22% 10% Average

6%

7% Average 5% Average 4% Average

INFLUENCE



posted online opinions about travel/holidays in the last month - a FIFTH have done this (vs a tenth nationally)

as likely to have



likely to talk about products in the review section of a retail site (27%, vs 19% average), via email (16%, vs 13% average) and on a social network (16%, vs 11% average)



say other people regularly ask their opinions about travel/holidays - TWICE the national average



23%



wrote something on a personal blog in last month (vs 17% average) blogged about travel (vs 3% nationally)

Expedia Customers comprise those who are: Committed (they have booked a holiday online in the past twelve months, are aware of the Expedia website, have bought from Expedia in the last twelve months and say that Expedia would be their first choice in terms of travel brands). Switchers (they have booked a holiday online in the past twelve months, are aware of the Expedia website, have bought from Expedia in the last twelve months and say that they would seriously consider Expedia, or might consider it, for travel purchases). // Active users of social networks are defined as those who say they have used or contributed to them in the last month. // Urban/Suburban/Rural definitions are based on responses to the following question: Which of the following best describes the location of your household? Urban environment / Suburban environment / Rural environment. // Except for the first "Audience Size" figure, which is sourced from Expedia, all figures are taken from GlobalWebIndex's Q3 2013 wave of online research among 7,582 adults aged 16-64 in the UK. 551 of these respondents qualify as "Expedia Customers". All comparisons are based on contrasting Expedia Customers with the national average in the UK.

