

# Expedia Customers in the UK



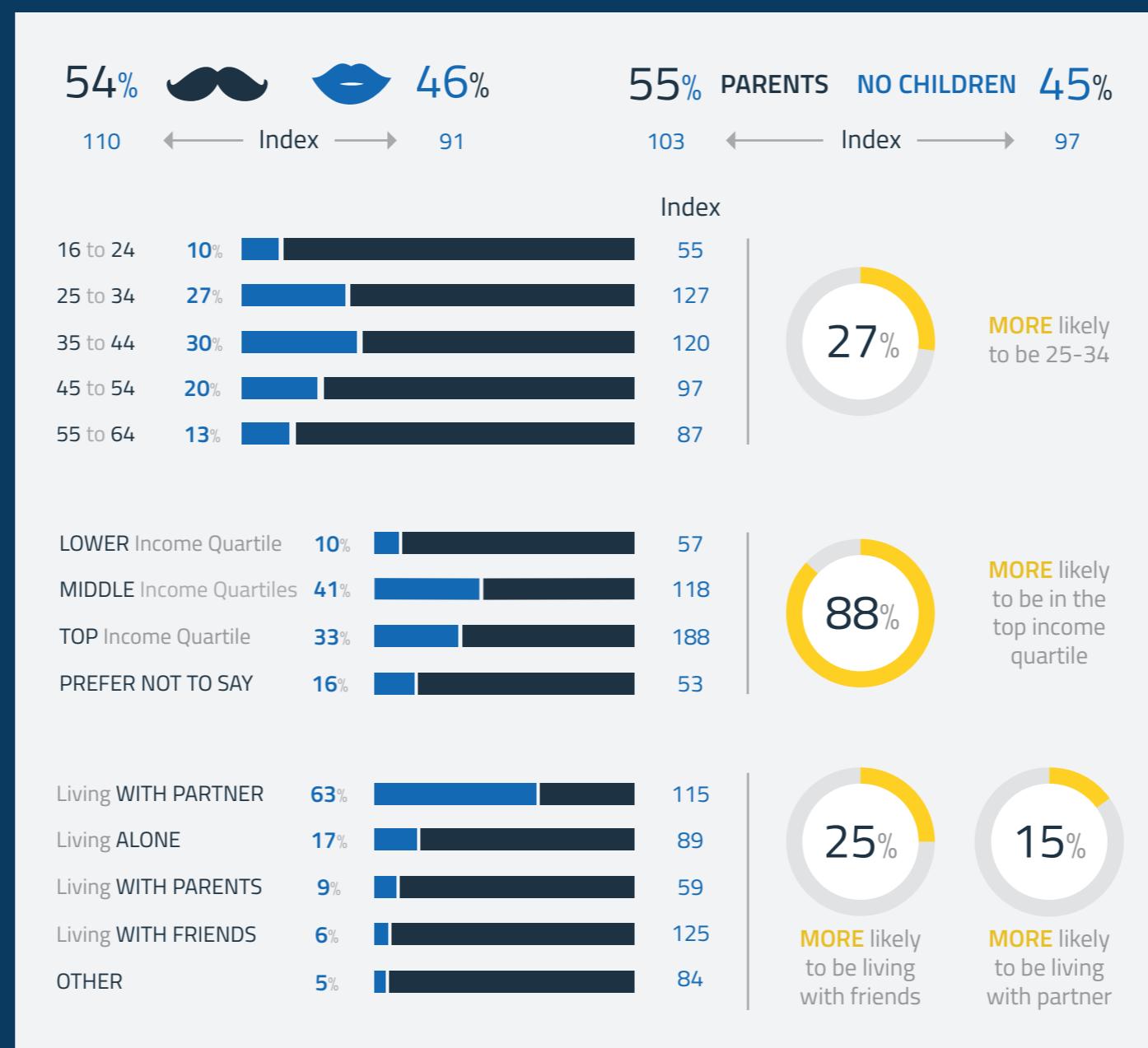
## AUDIENCE SIZE



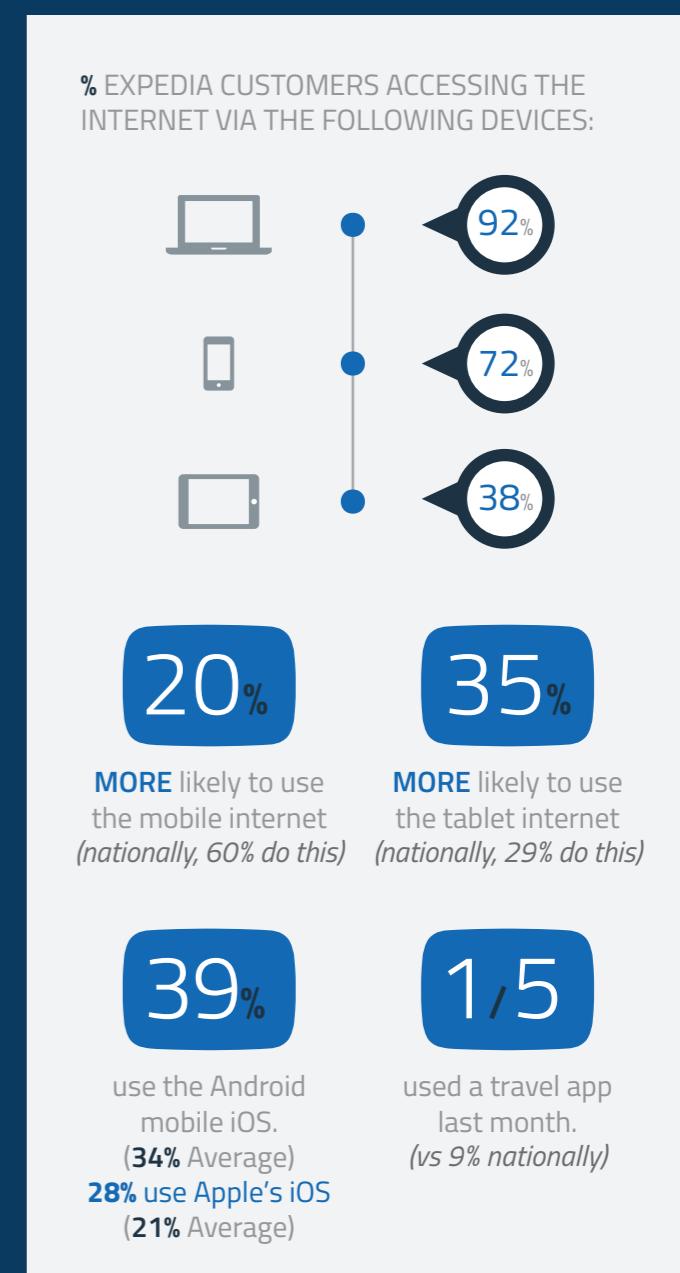
## PURCHASE DRIVERS



## BY DEMOGRAPHICS



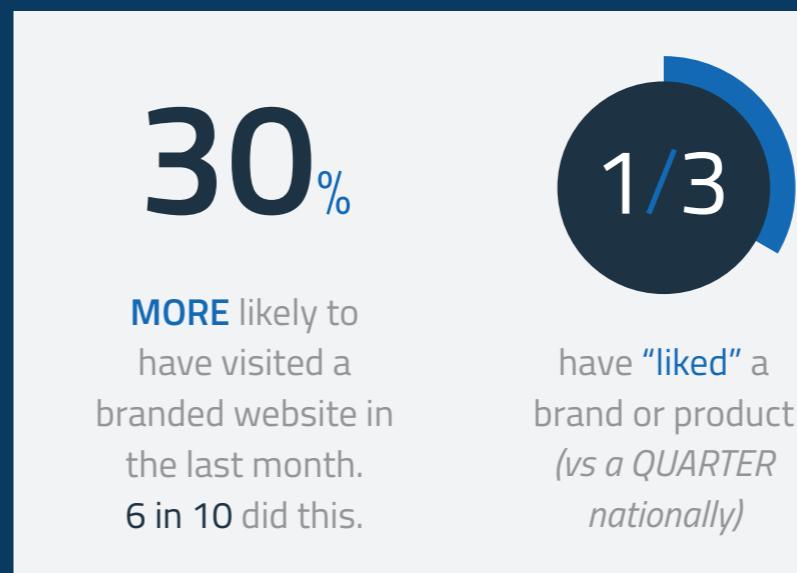
## BY DEVICE



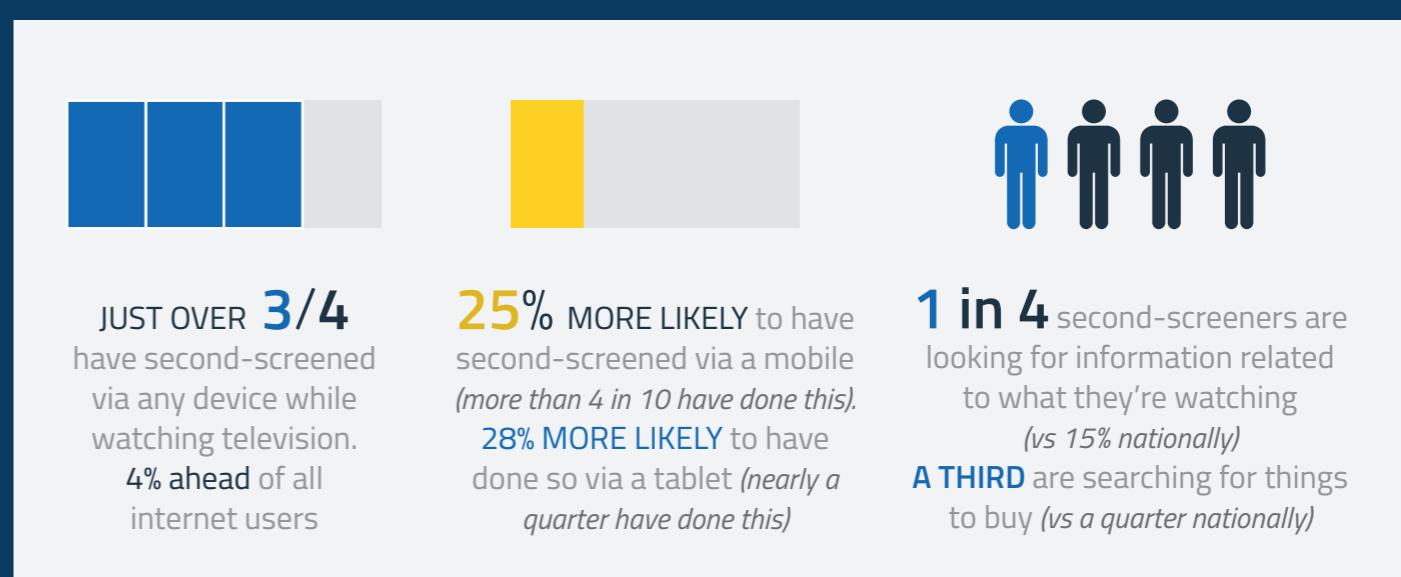
## ATTITUDES AND INTERESTS



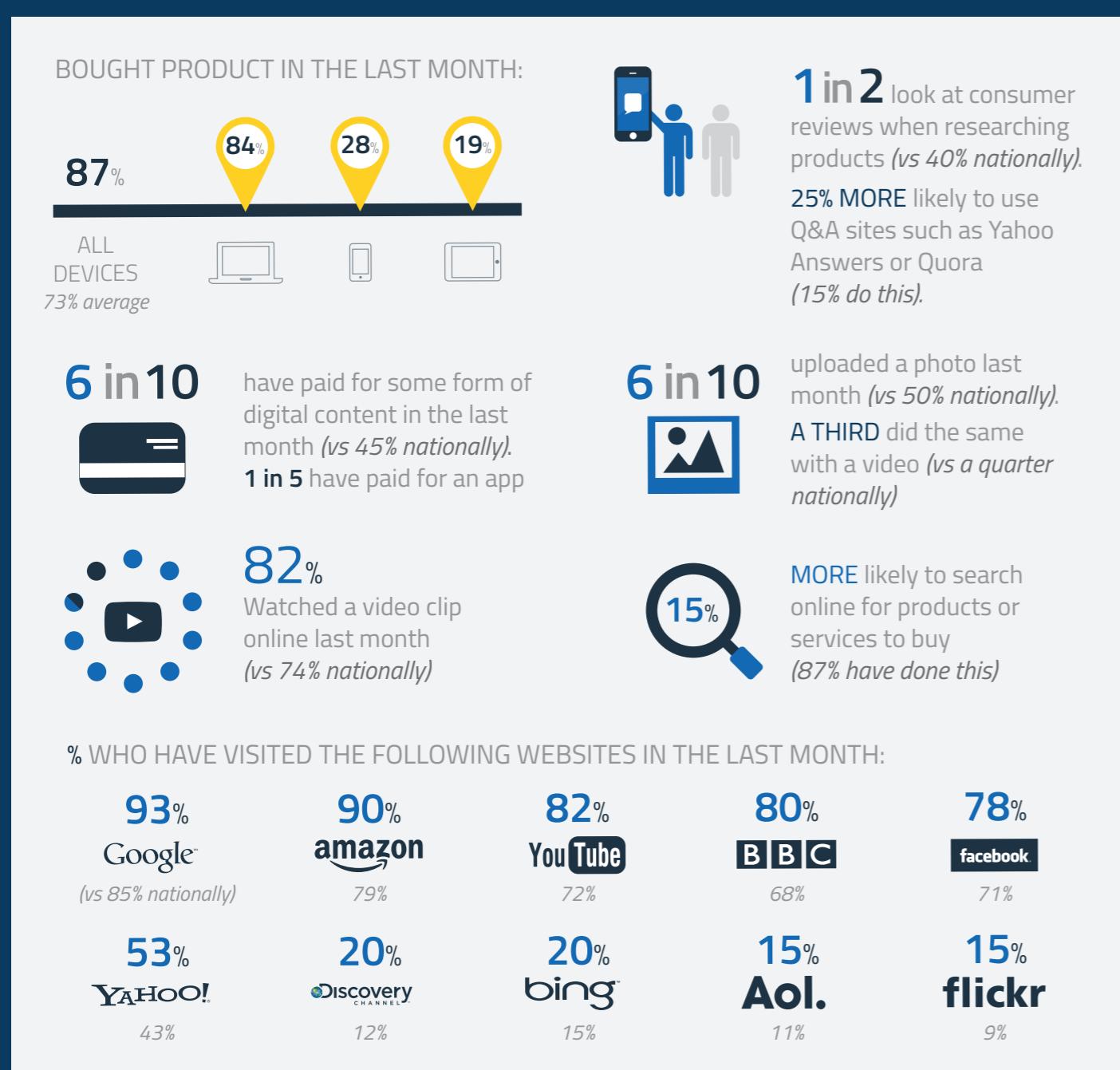
## BRAND INTERACTIONS



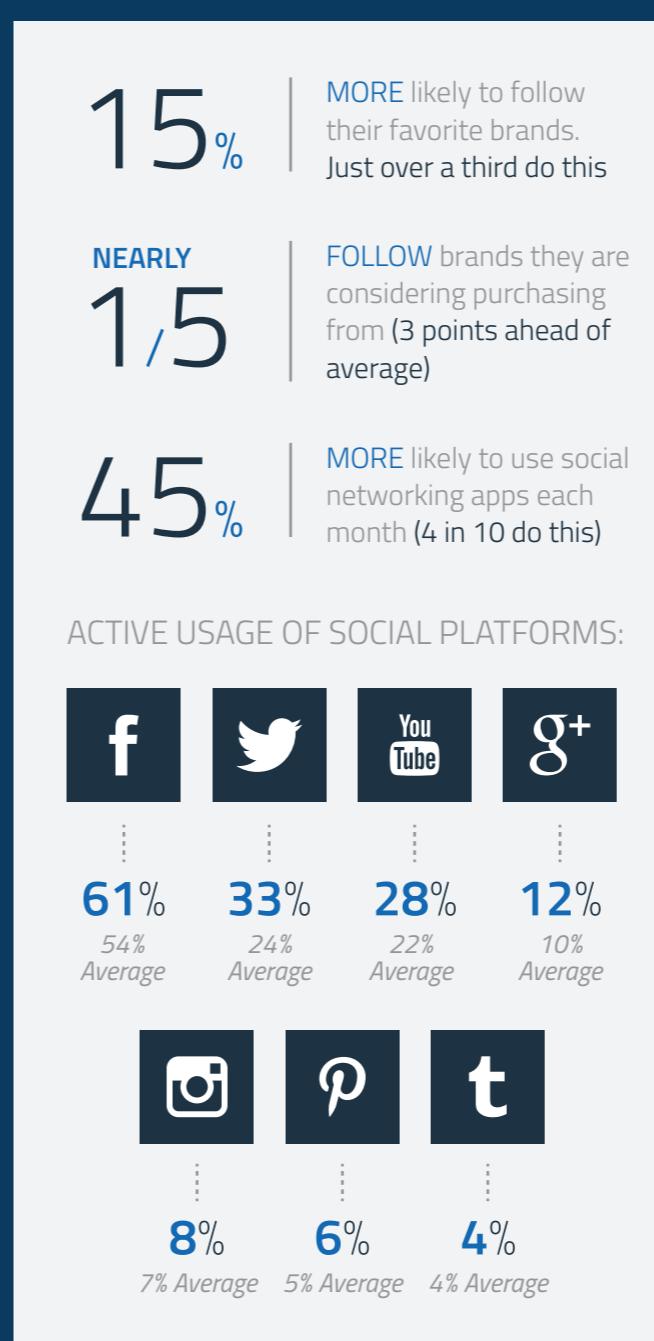
## SECOND-SCREENING



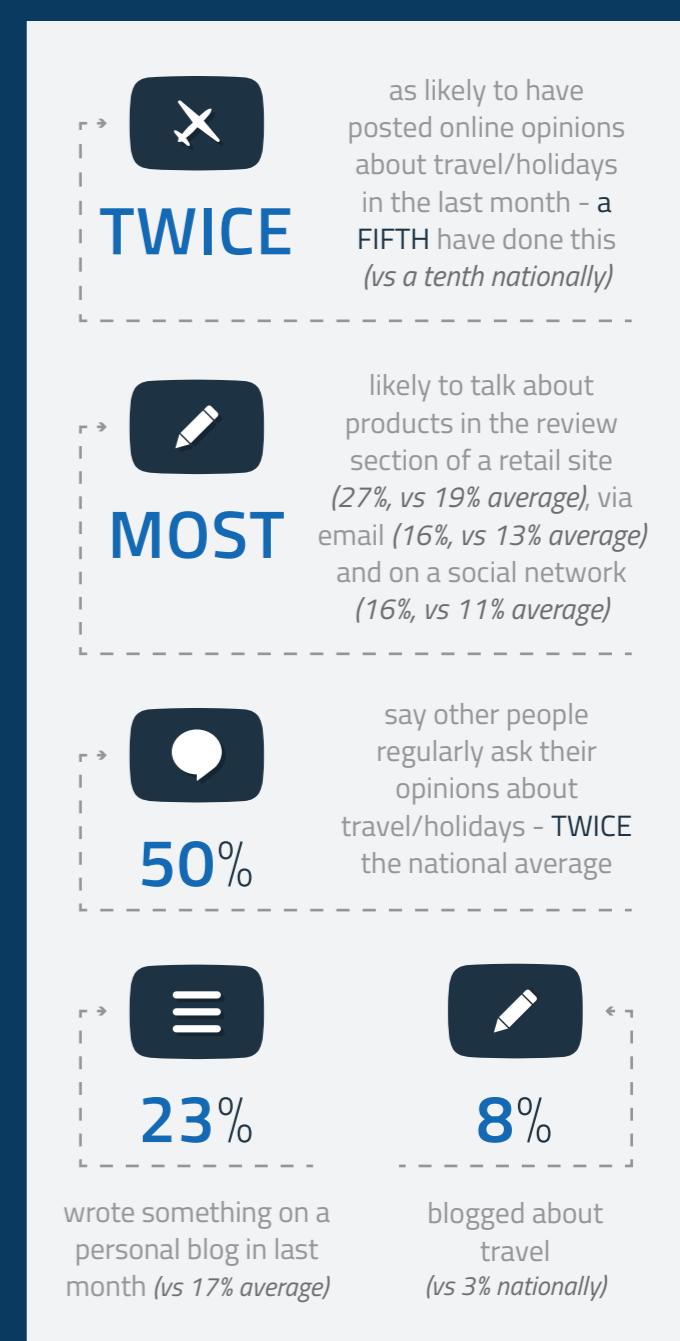
## ONLINE BEHAVIORS



## SOCIAL



## INFLUENCE



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.