think with Google

Top 5 Fastest Rising Cities and Audiences Most Likely to Be Interested*

Reykjavik	Havana	Toronto	Mexico City	Tokyo
1	**2**	**3**	**4**	**5**
Female, 25-34, not parents	Male, 35-44, not parents	Male, 25-34, not parents	Male, 35-44, as likely to be parents as not	Male, 25-34, not parents
In New York	In Florida	In Michigan	In Texas or California	In Hawaii
Interested in hiking	86% are movie lovers	Hockey fans	Interested in Football	76% are technophiles
Fans of KLM Royal Dutch Airlines[1]	Fans of JetBlue[2]	Fans of Air Canada[3]	Fans of United Airlines[4]	Fans of Cathay Pacific[5]

*Destinations on Google Data, Mar. 2016, U.S. Any of the following might be true.

SOURCING

1 Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Reykjavik. Benchmark audience defined as men and women in the U.S., 18-65+.

2 Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Havana. Benchmark audience defined as men and women in the U.S., 18-65+.

3 Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Toronto. Benchmark audience defined as men and women in the U.S., 18-65+.

4 Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Mexico City. Benchmark audience defined as men and women in the U.S., 18-65+.

5 Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Tokyo. Benchmark audience defined as men and women in the U.S., 18-65+.