# USA+4 More DMAs - P18+ who Flew On SOUTHWEST Airlines in the past 12 mos!

# Complete Demographic & Media Use Profiles

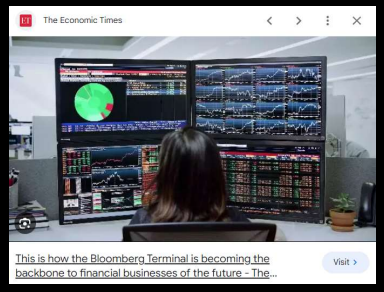








Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI and WEST PALM BEACH DMA P18+ who Flew On SOUTWEST AIRLINES in the past 12 months as of SEPTEMBER 2024!




**P18+**

FRANKLIN TEMPLETON

Invest With Confidence T.RowePrice

GEODE Capital Management

ELLIOTT

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

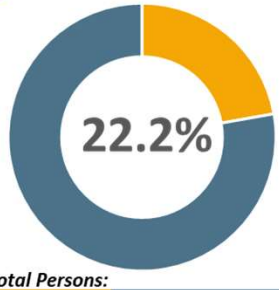
HUBBARD BROADCASTING INC. HB INC.

*Airlines used for domestic/foreign travel past 12 months: Southwest*




22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 48.4 years old (.9% younger than average) and have a $111,950 (21.1% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older




- who Flew on SOUTHWEST Airlines past 12mos
- Remainder of USA DMAs

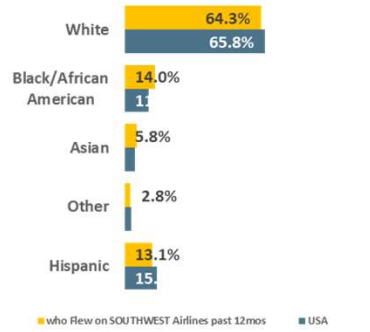
***Total Persons:***

| 58,237,301 | 203,937,199 |
|---|---|

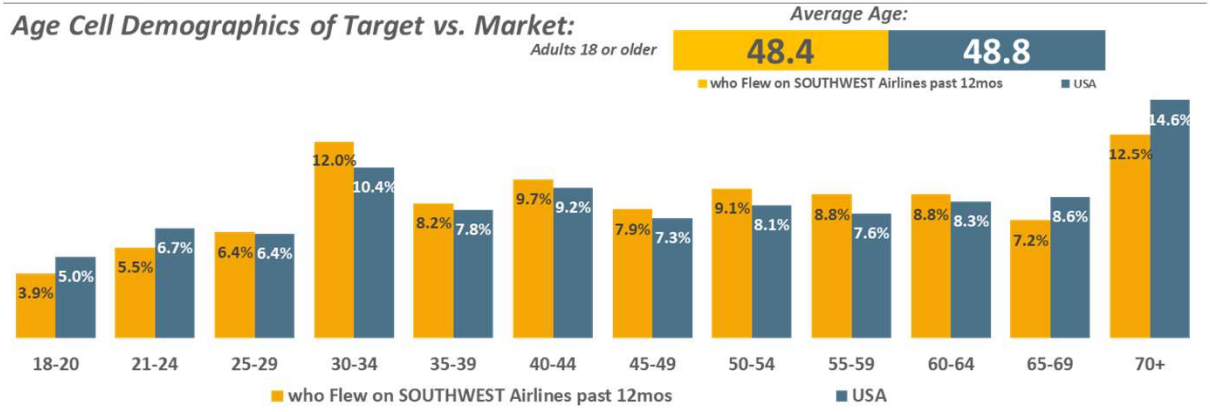
## *Gender of Target vs. Market:* Adults 18 or older

| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 49.5% | 48.6% | 50.5% | 51.4% |
| *Average Age:* | 48.8 | 48.9 | 47.9 | 48.8 |
| *# Persons:* | 28,809,102 | 127,356,8... | 29,428,199 | 134,817,6... |

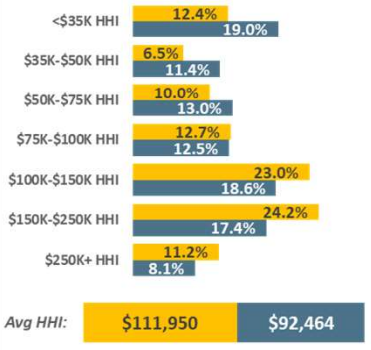
## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,136*

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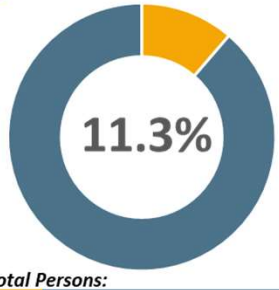
*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*




11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 47.5 years old (2.7% younger than average) and have a $117,418 (9.7% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older




- who Flew on SOUTHWEST Airlines past 12mos
- Remainder of MINNEAPOLIS-ST. PAUL DMA

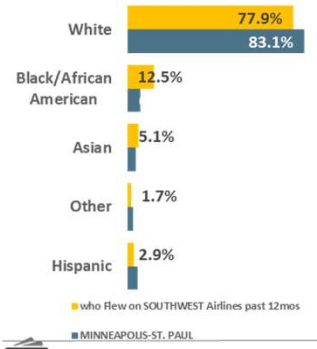
***Total Persons:***




## *Gender of Target vs. Market:* Adults 18 or older

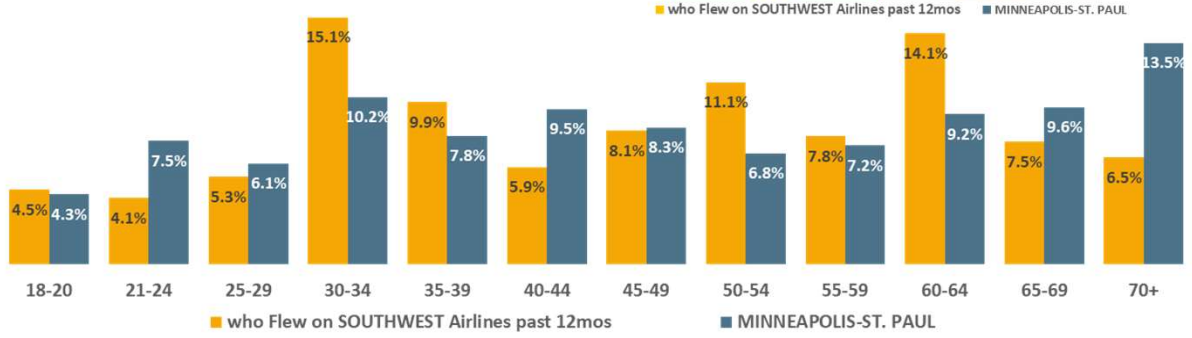
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 46.7% | 49.2% | 53.3% | 50.8% |
| *Average Age:* | 46.9 | 48.9 | 48.1 | 48.7 |
| *# Persons:* | 203,960 | 1,902,350 | 233,134 | 1,962,476 |

## *Ethnicity of Target vs. Market:*

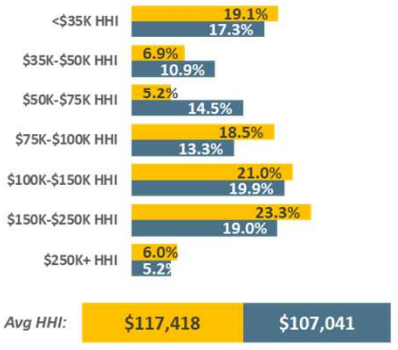



## *Age Cell Demographics of Target vs. Market:*

| *Adults 18 or older* | *Average Age:* 47.5 | 48.8 |
|---|---|---|




## *HHI of Target vs. Market:*




| *Avg HHI:* | $117,418 | $107,041 |
|---|---|---|

*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

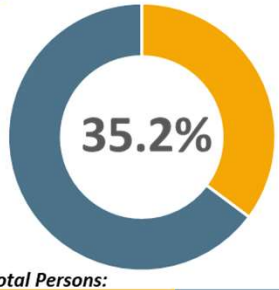
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 49.2 years old (.5% younger than average) and have a $123,125 (30.4% higher than average) annual household income.

## Percent of Market: Adults 18 or older




- who Flew on SOUTHWEST Airlines past 12mos
- Remainder of ST. LOUIS DMA

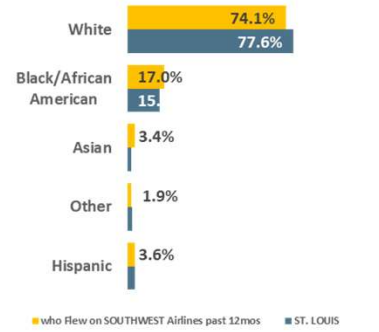
**Total Persons:**

| who Flew on SOUTHWEST Airlines past 12mos | Remainder of ST. LOUIS DMA |
|---|---|
| 882,644 | 1,625,266 |

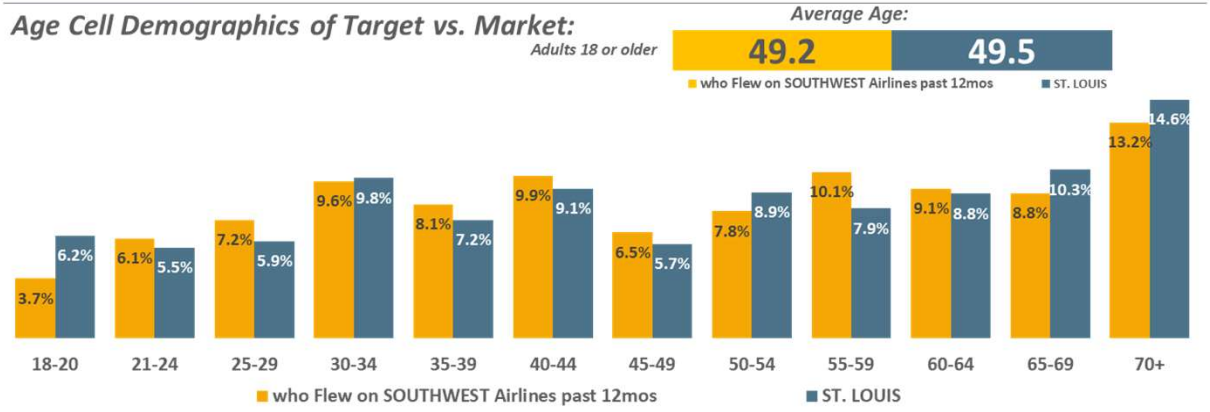
## Gender of Target vs. Market: Adults 18 or older

| | Men | Men | Women | Women |
|---|---|---|---|---|
| %M vs. %F: | 51.2% | 48.3% | 48.8% | 51.7% |
| Average Age: | 50.4 | 49.3 | 48.0 | 49.7 |
| # Persons: | 451,634 | 1,212,126 | 431,010 | 1,295,784 |

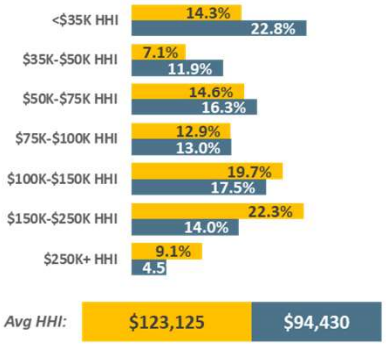
## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




| Avg HHI: | $123,125 | $94,430 |
|---|---|---|

*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

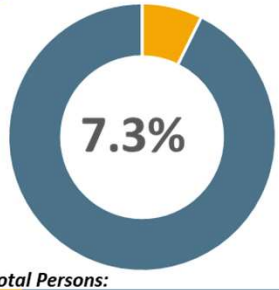
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 45.9 years old (6.% younger than average) and have a $136,631 (42.9% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older

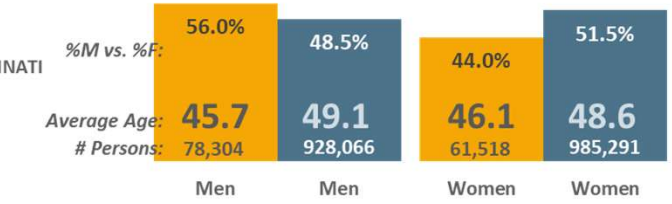



- who Flew on SOUTHWEST Airlines past 12mos
- Remainder of CINCINNATI DMA

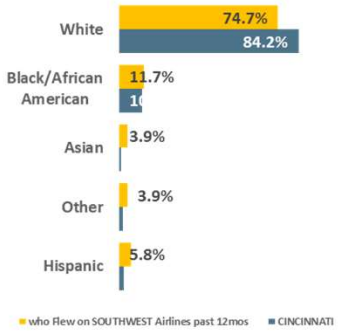
***Total Persons:***




## *Gender of Target vs. Market:* Adults 18 or older

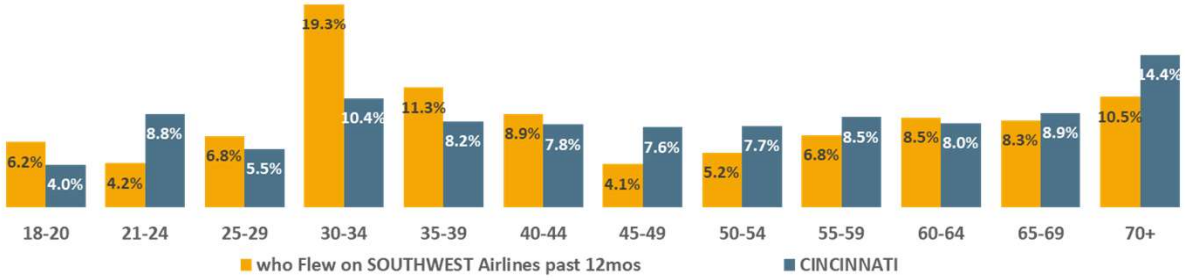



## *Ethnicity of Target vs. Market:*

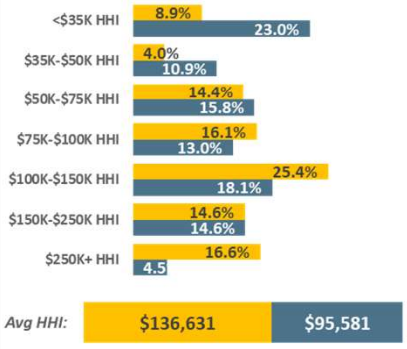



## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

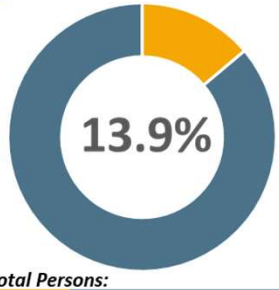
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*Airlines used for domestic/foreign travel past 12 months: Southwest*



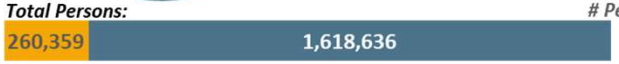

13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 55. years old (2.6% older than average) and have a $118,187 (21.9% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older

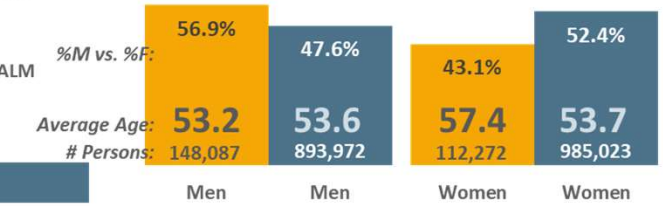



- who Flew on SOUTHWEST Airlines past 12mos
- Remainder of WEST PALM BEACH DMA

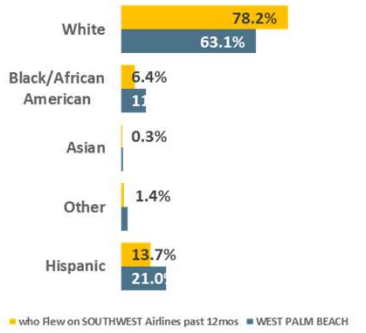
***Total Persons:***



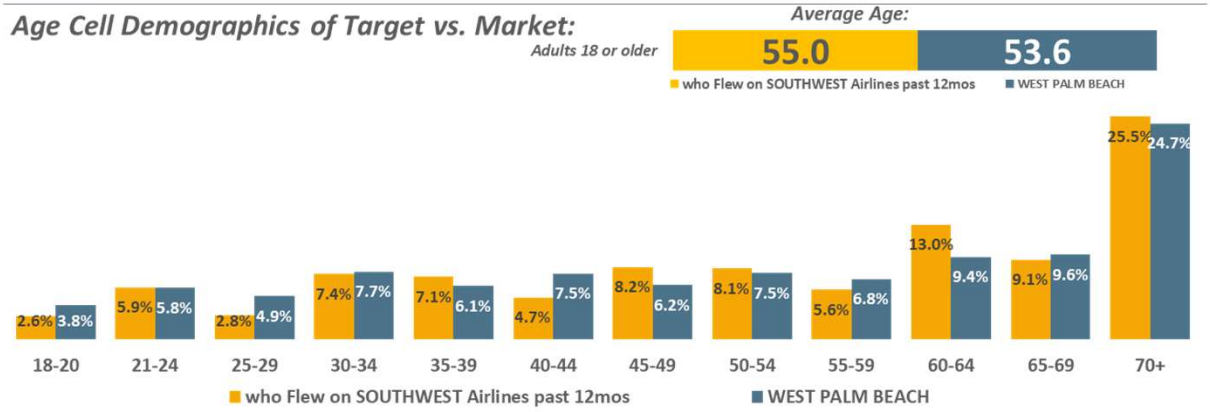

## *Gender of Target vs. Market:* Adults 18 or older



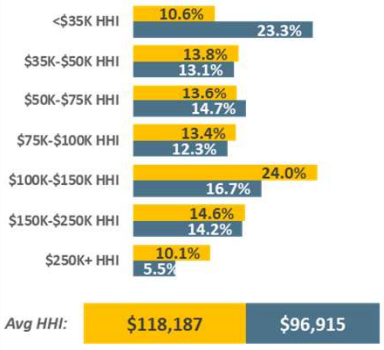

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

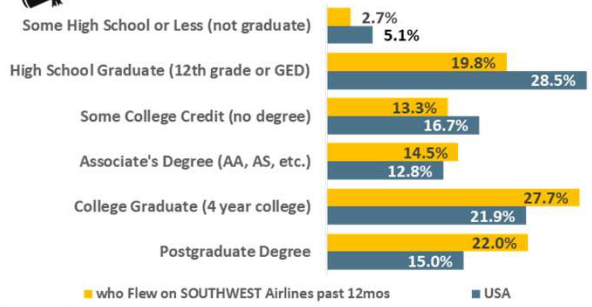
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

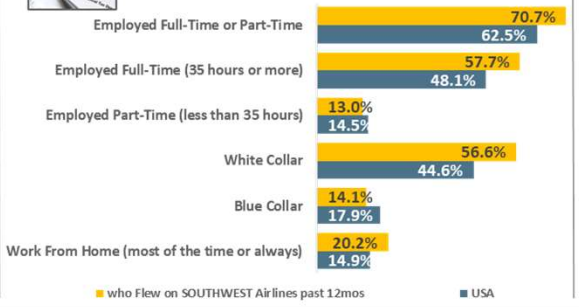



22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 34.9% more likely to be a college graduate, 20.1% more likely to work full-time, 10.9% more likely to be married, .8% less likely to be a parent of 1 or more children under 18.

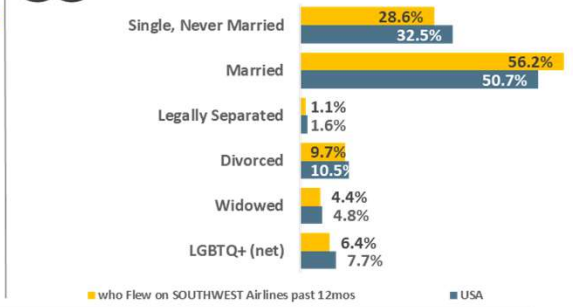
## Education Levels: Adults 18 or older



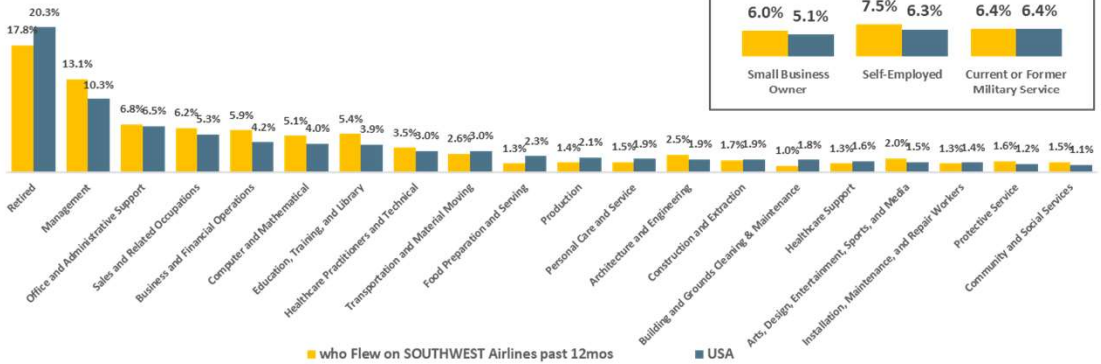

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



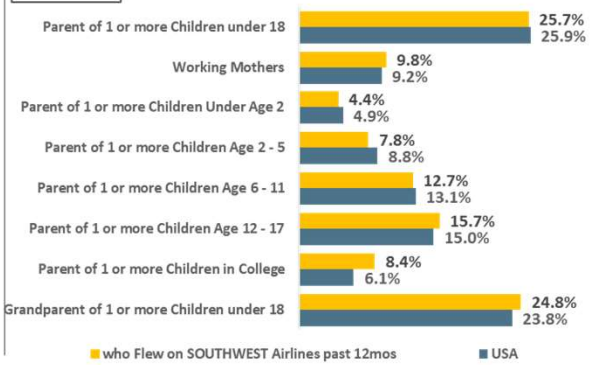

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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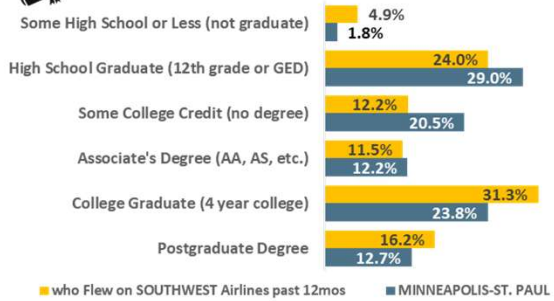
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*

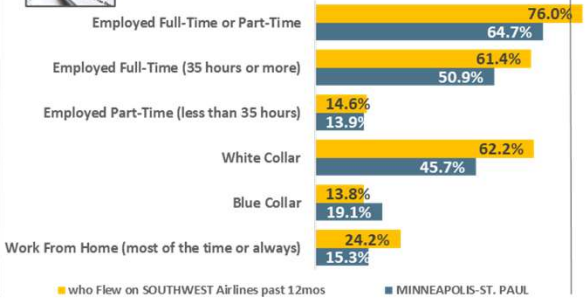



11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 29.9% more likely to be a college graduate, 20.8% more likely to work full-time, 1.3% less likely to be married, 4.8% more likely to be a parent of 1 or more children under 18.

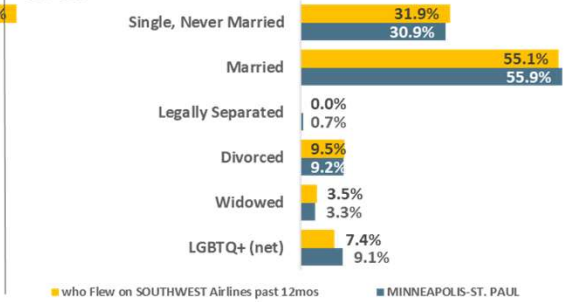
## Education Levels: Adults 18 or older



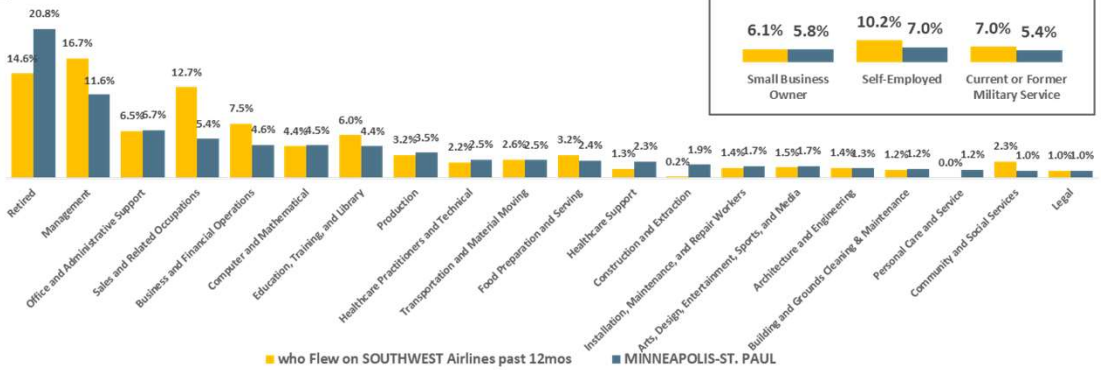

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



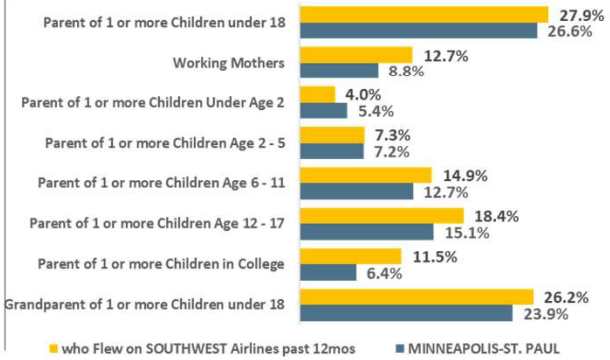

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

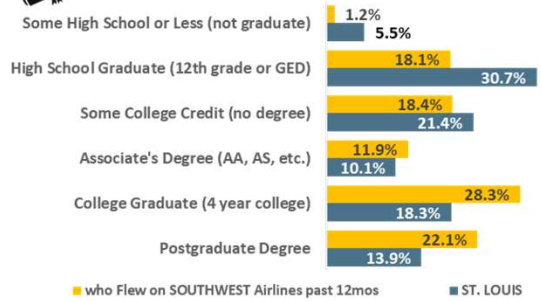
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

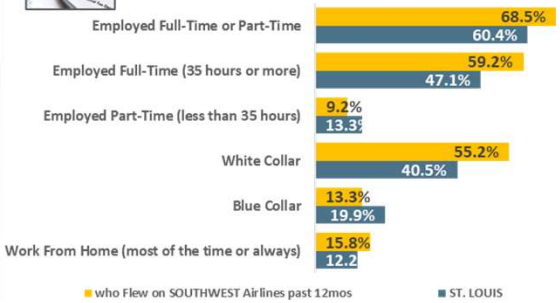



35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 56.5% more likely to be a college graduate, 25.9% more likely to work full-time, 14.2% more likely to be married, 5.7% more likely to be a parent of 1 or more children under 18.

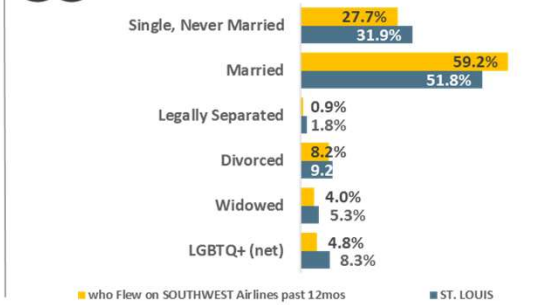
## Education Levels: Adults 18 or older



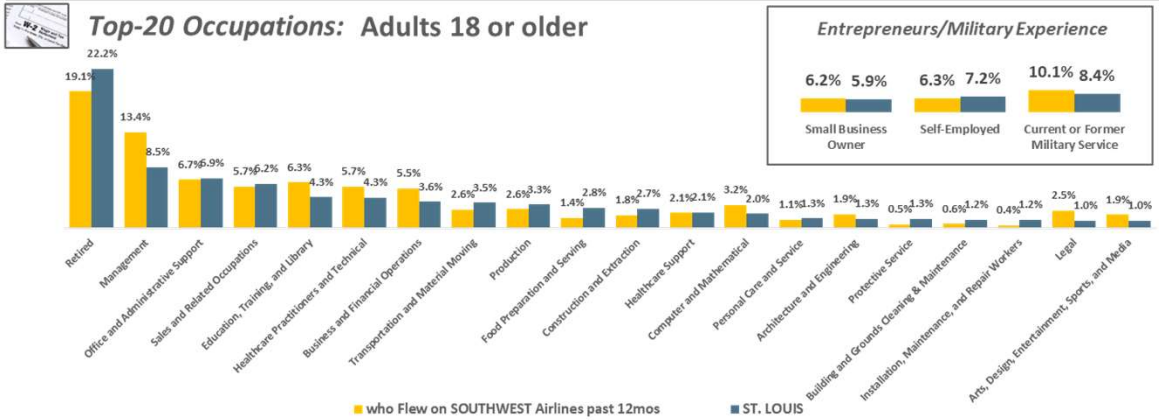

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



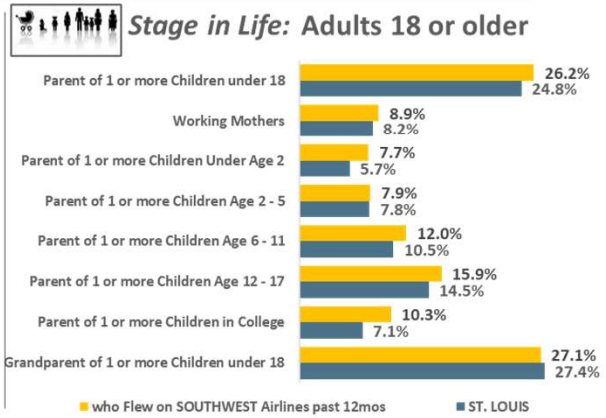

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

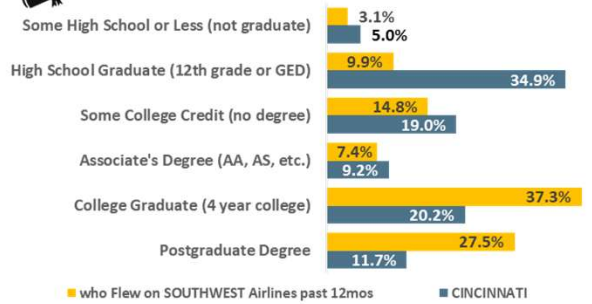
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

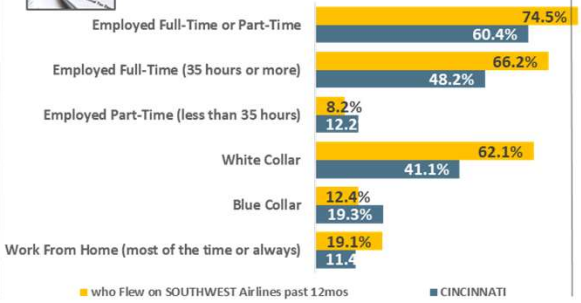



7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 102.9% more likely to be a college graduate, 37.5% more likely to work full-time, 25.7% more likely to be married, .5% more likely to be a parent of 1 or more children under 18.

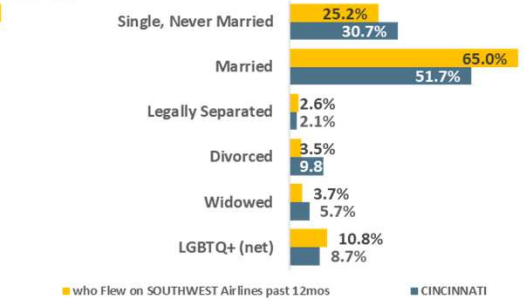
## Education Levels: Adults 18 or older



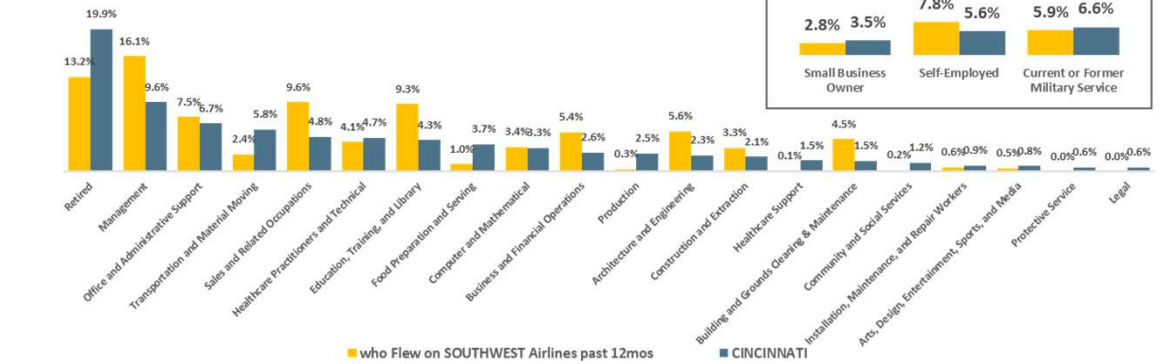

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



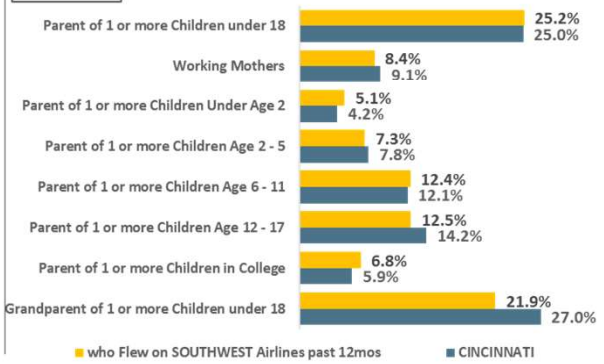

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older





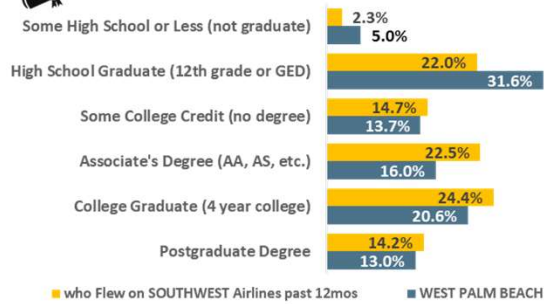
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

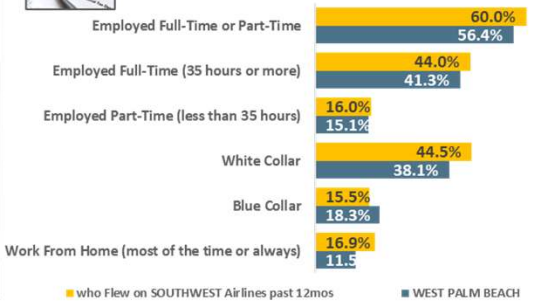



13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 14.7% more likely to be a college graduate, 6.6% more likely to work full-time, 17.7% more likely to be married, 27.9% less likely to be a parent of 1 or more children under 18.

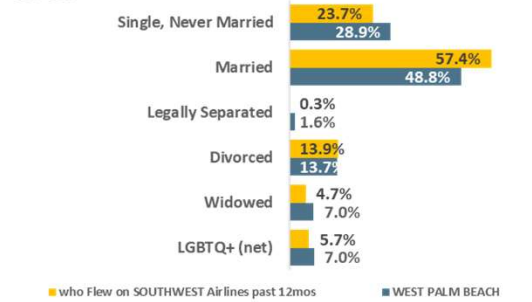
## Education Levels: Adults 18 or older



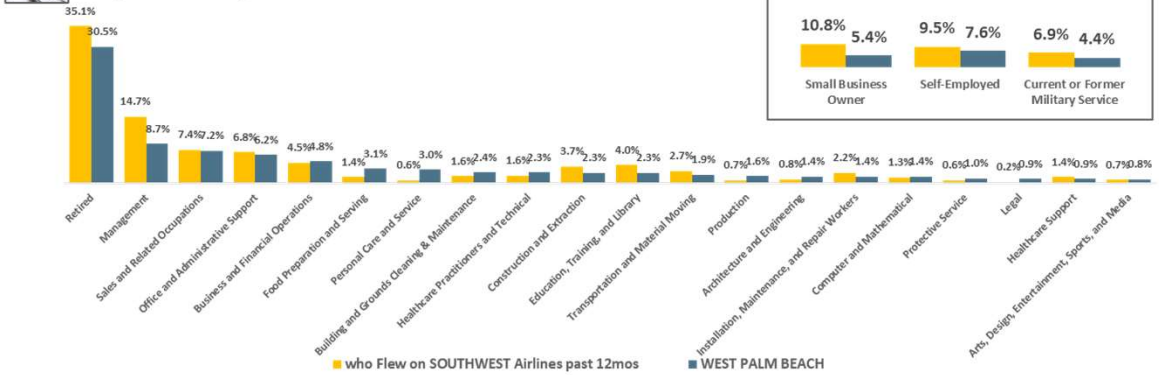

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



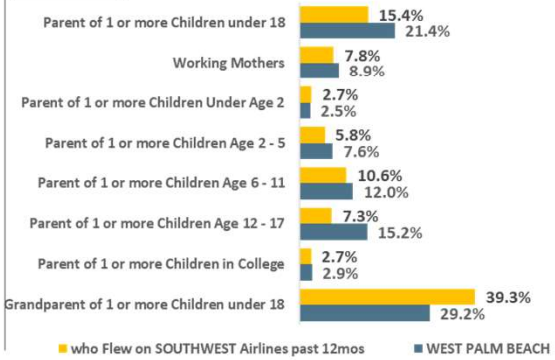

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

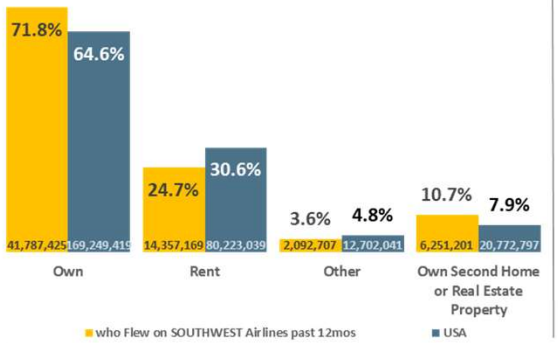
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

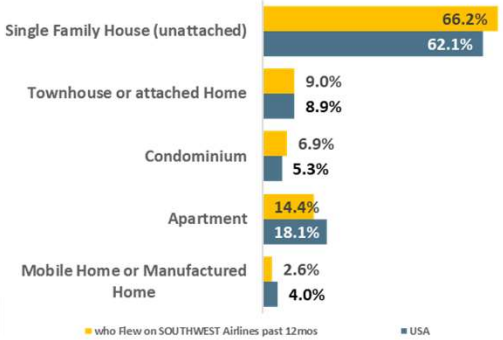



22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 11.1% more likely to own their home, 25.7% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 3.8% more likely to have a dog.

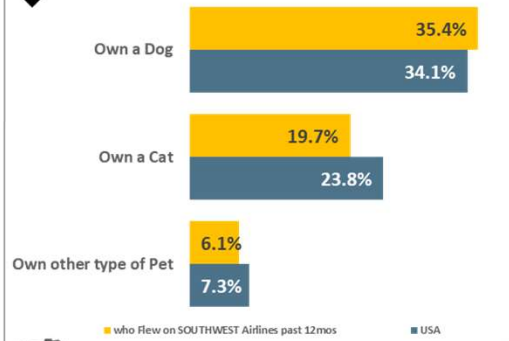
## *Own/Rent/Other:* Adults 18 or older




## *Type of Home:* Adults 18 or older



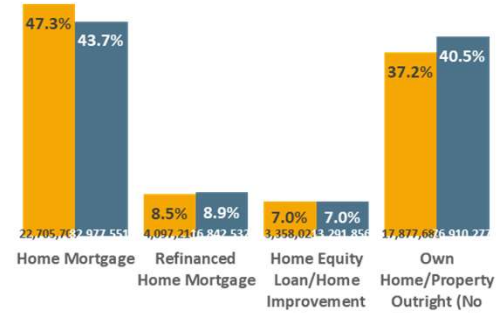

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,136*

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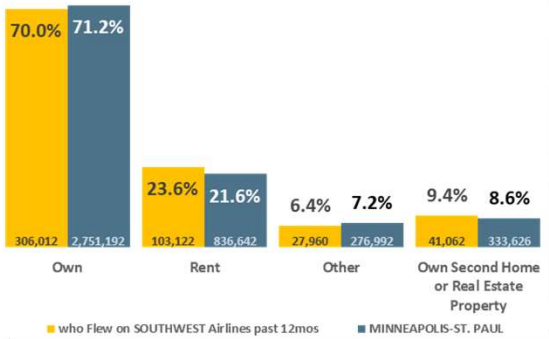
*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*

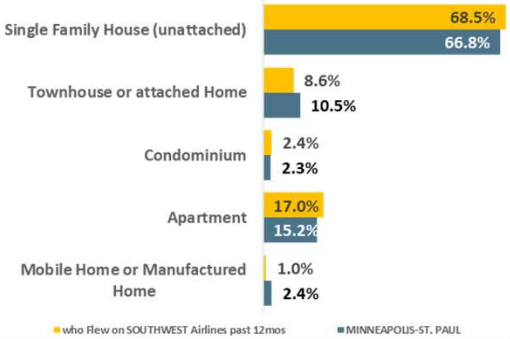



11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 1.7% less likely to own their home, 9.% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 2.2% less likely to have a dog.

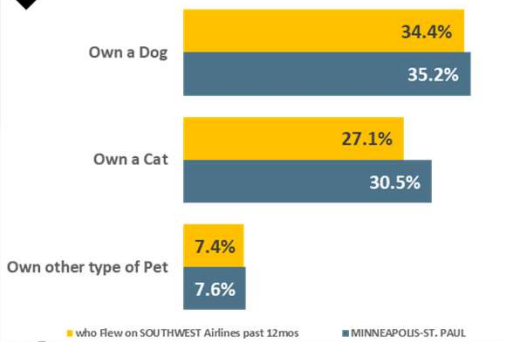
## *Own/Rent/Other:* Adults 18 or older



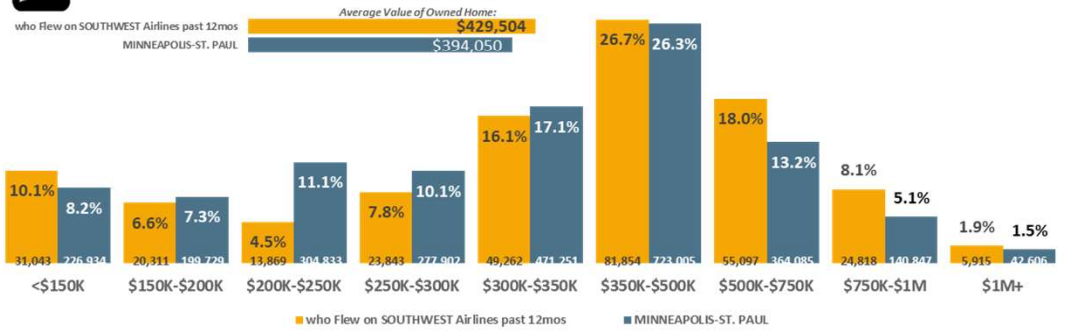

## *Type of Home:* Adults 18 or older



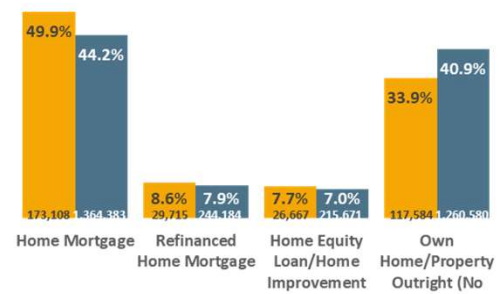

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

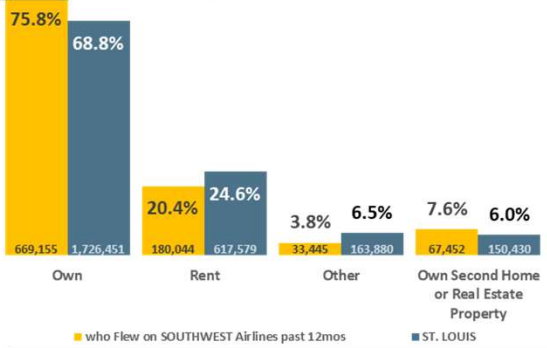
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

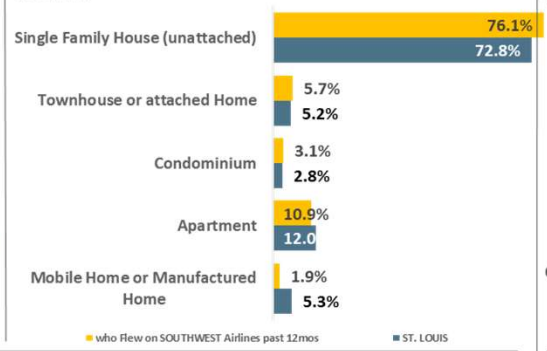



35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 10.1% more likely to own their home, 21.2% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 2.4% less likely to have a dog.

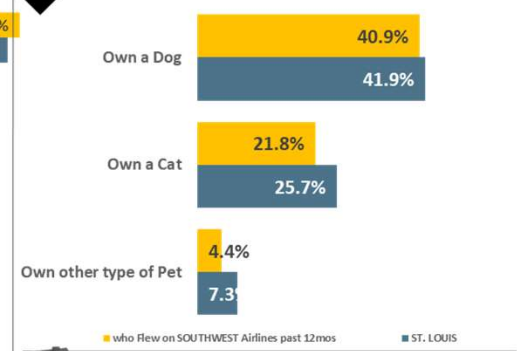
## *Own/Rent/Other:* Adults 18 or older



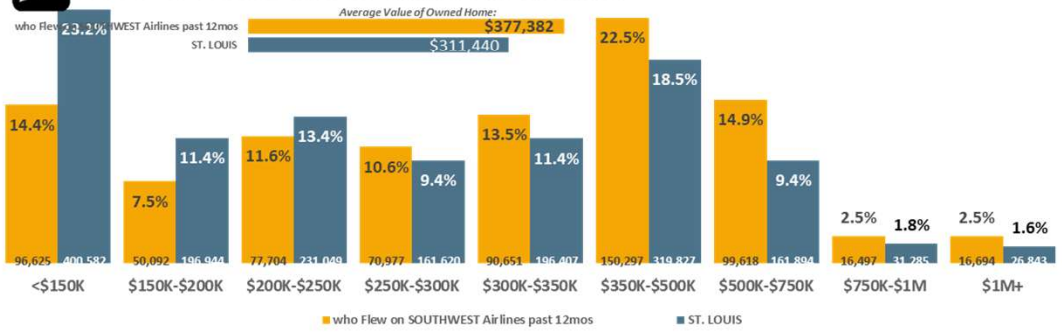

## *Type of Home:* Adults 18 or older



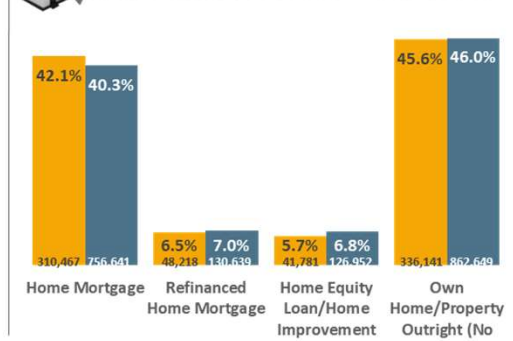

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

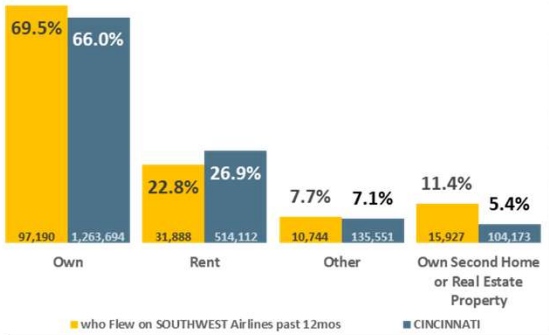
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

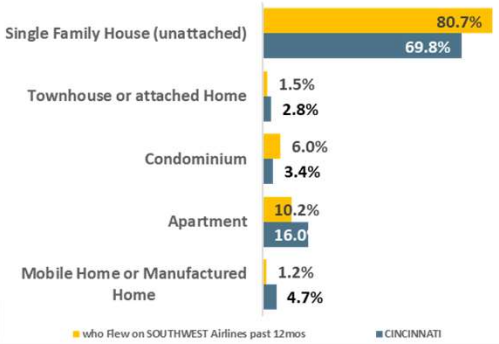



7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 5.2% more likely to own their home, 19.7% more likely to own a higher valued home, 15.5% more likely to have a single-family home, 2.5% less likely to have a dog.

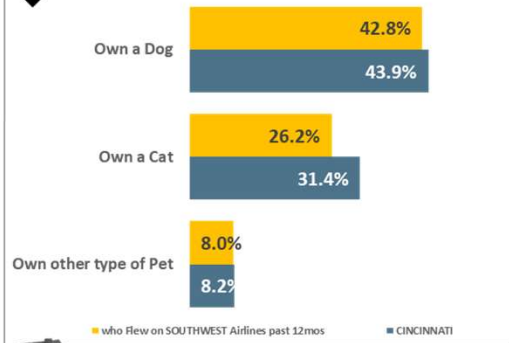
## *Own/Rent/Other:* Adults 18 or older



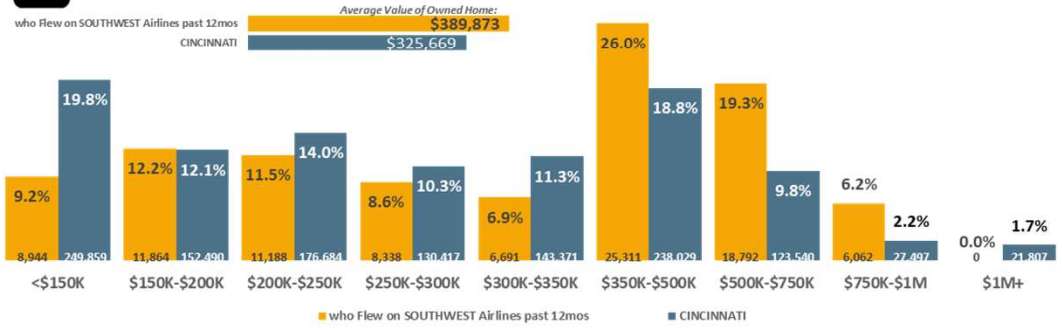

## *Type of Home:* Adults 18 or older



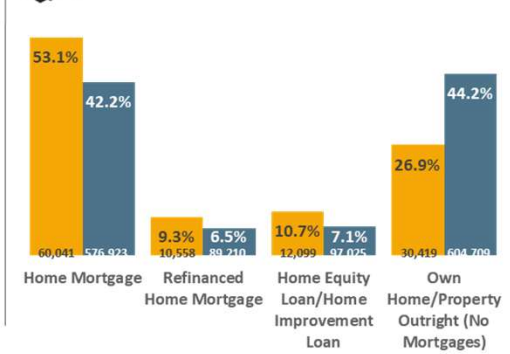

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

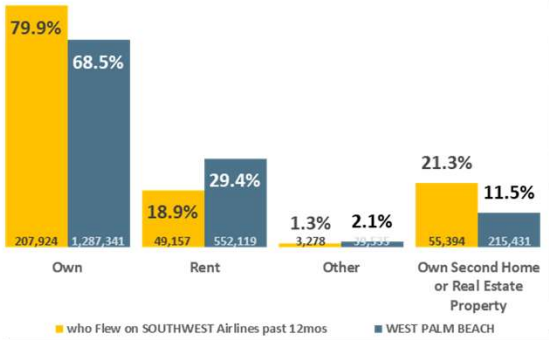
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

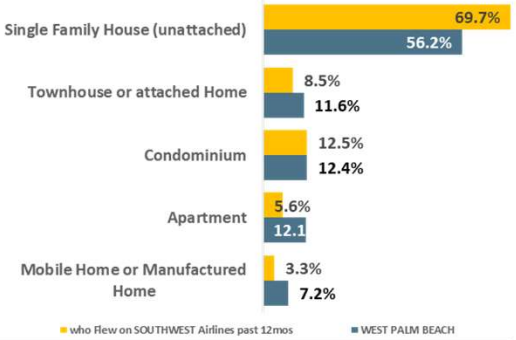



13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 16.6% more likely to own their home, 18.3% more likely to own a higher valued home, 24.% more likely to have a single-family home, 4.4% less likely to have a dog.

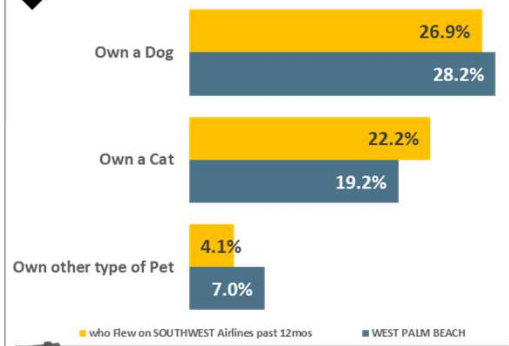
## *Own/Rent/Other:* Adults 18 or older



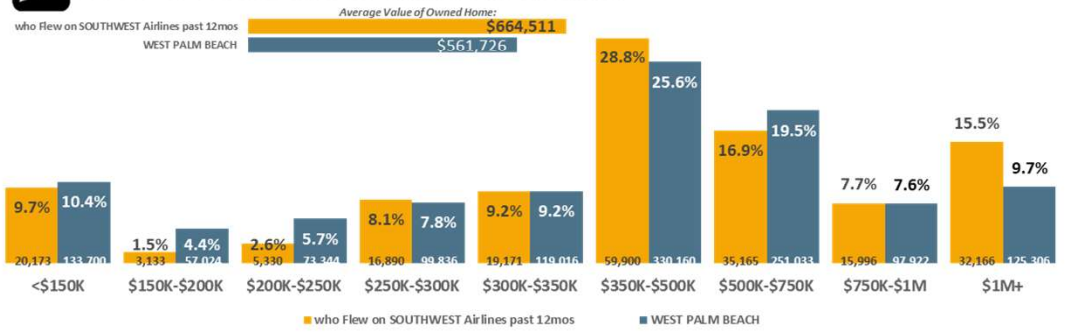

## *Type of Home:* Adults 18 or older



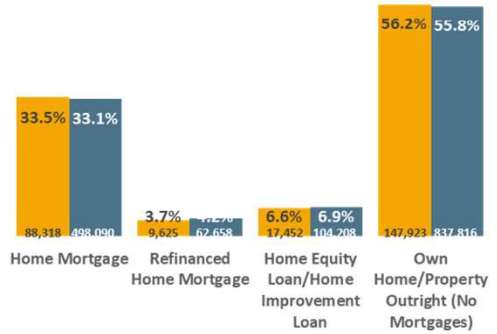

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

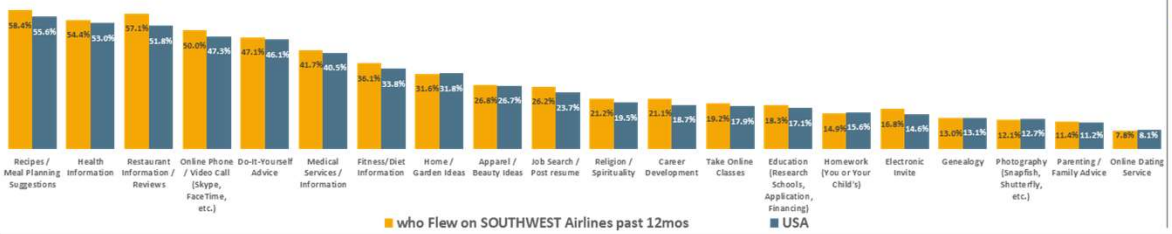
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

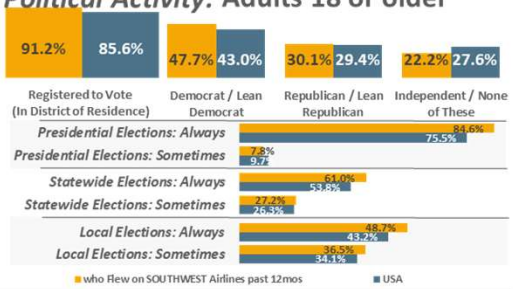



22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 2.1% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 44.1% more likely to belong to a gym, 77.2% more likely to fly domestic past yr.

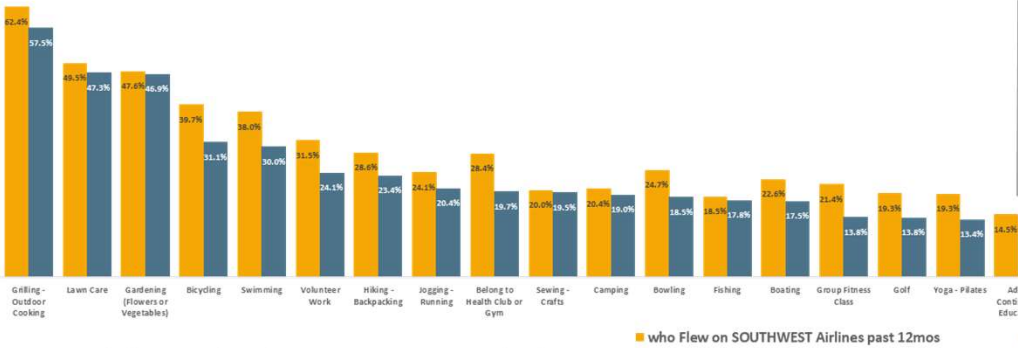
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



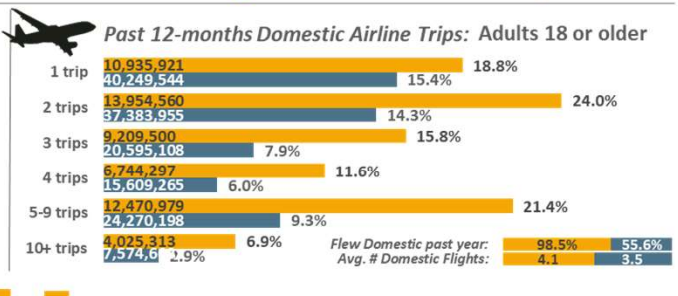

## *Political Activity:* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,136*

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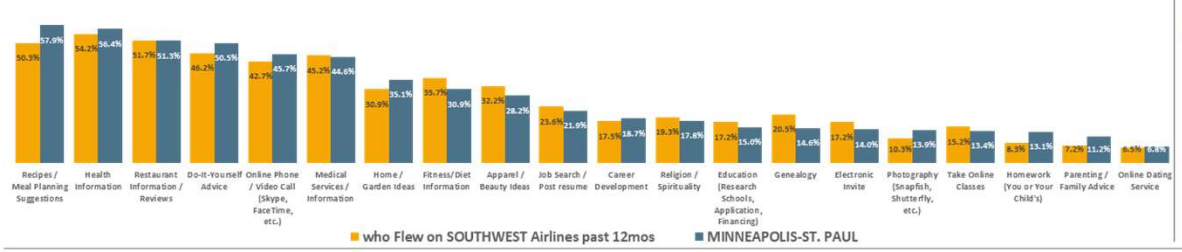
*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*

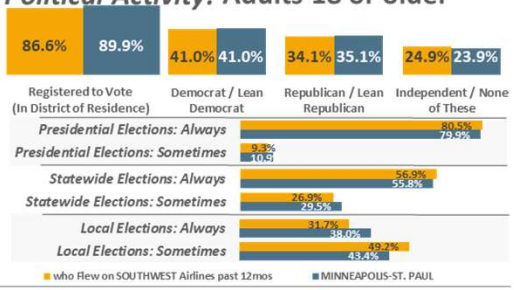



11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 8.6% less likely to look up D-I-Y advice online, 16.5% less likely to always vote in local elections, 30.2% more likely to belong to a gym, 67.6% more likely to fly domestic past yr.

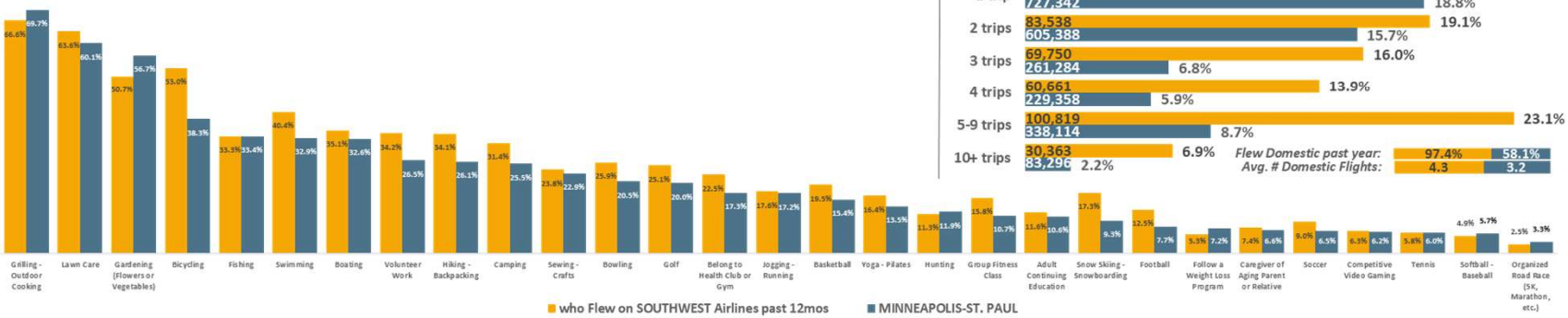
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

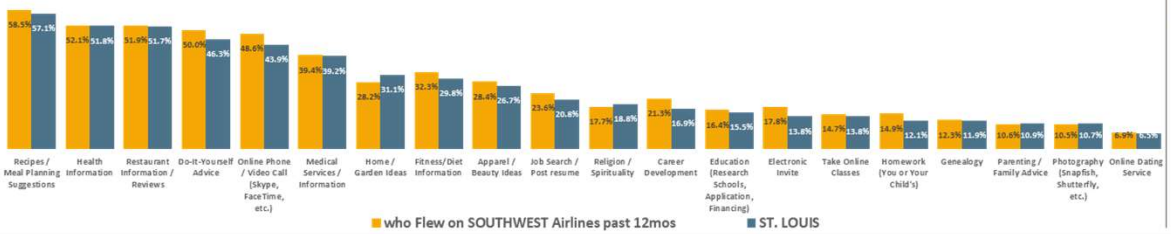
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

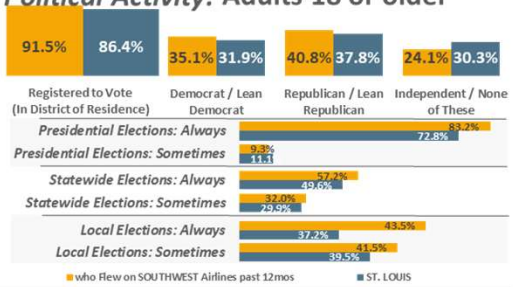



35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 8.% more likely to look up D-I-Y advice online, 16.8% more likely to always vote in local elections, 49.7% more likely to belong to a gym, 106.4% more likely to fly domestic past yr.

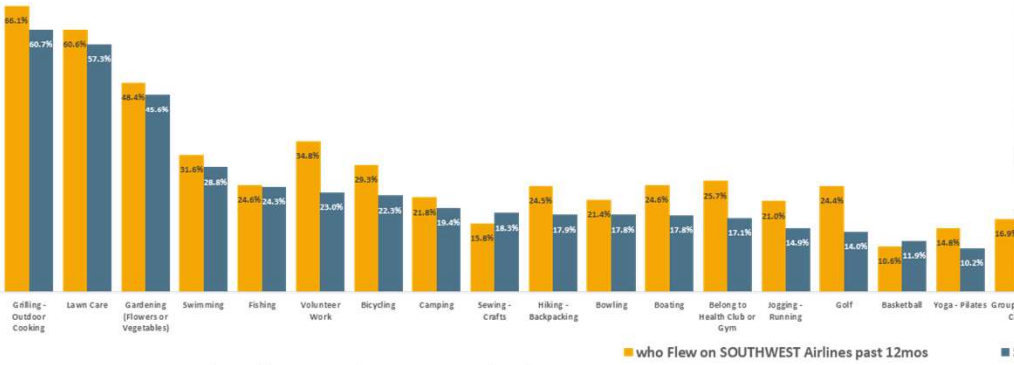
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



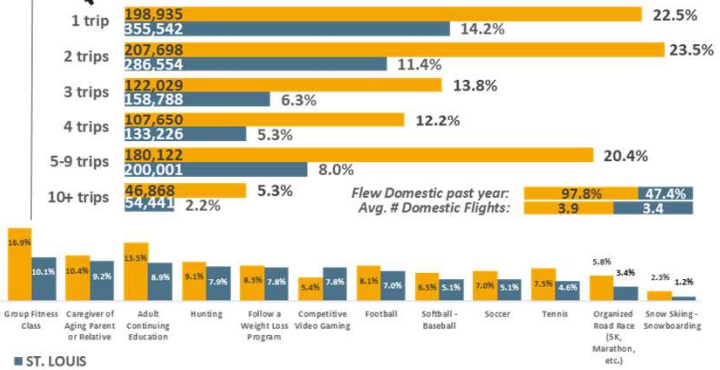

## *Political Activity:* Adults 18 or older




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




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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

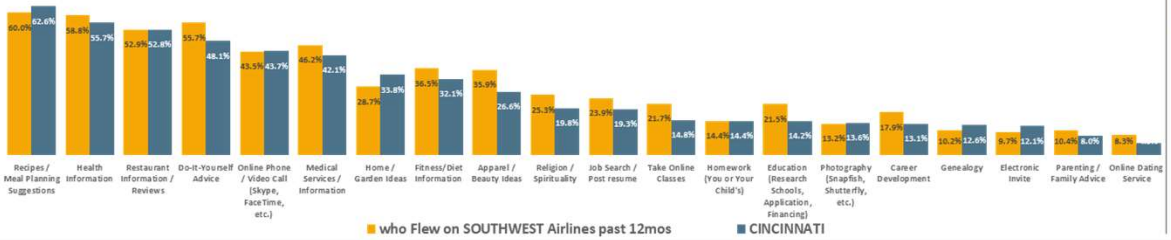
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

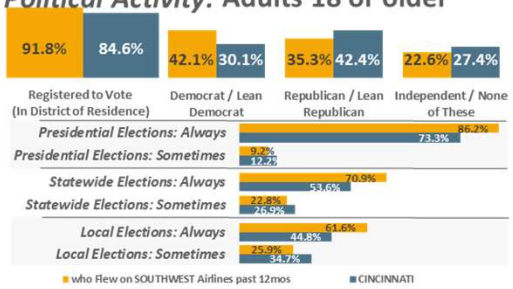



7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 16.% more likely to look up D-I-Y advice online, 37.4% more likely to always vote in local elections, 63.7% more likely to belong to a gym, 107.7% more likely to fly domestic past yr.

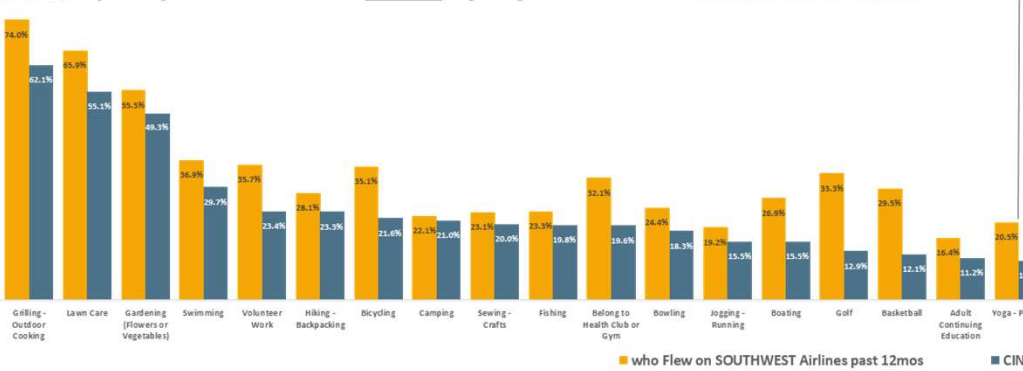
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



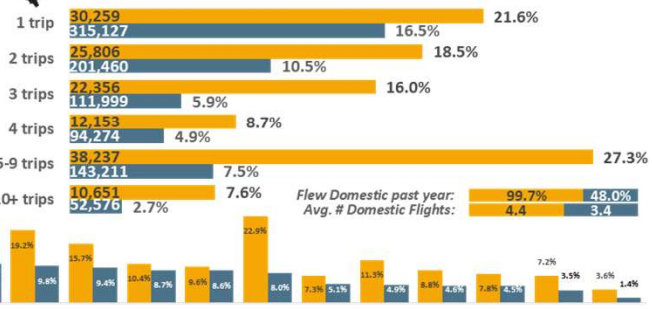

## *Political Activity:* Adults 18 or older




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




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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

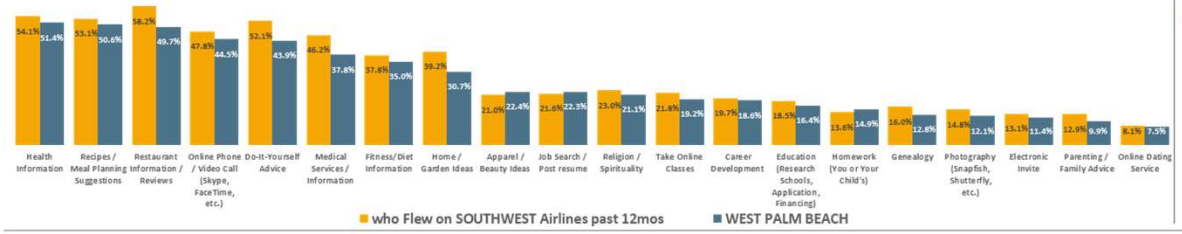
*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Airlines used for domestic/foreign travel past 12 months: Southwest*

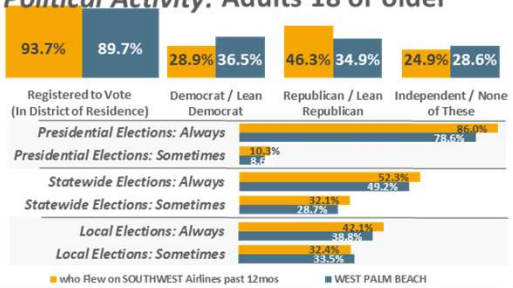



13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 18.8% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 91.9% more likely to belong to a gym, 66.4% more likely to fly domestic past yr.

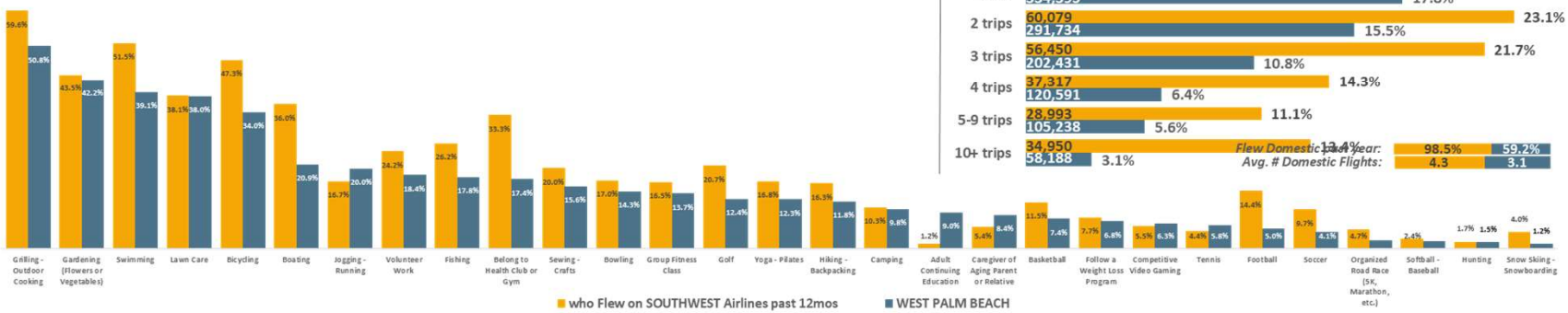
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*




22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 5.% more likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 28.9% more likely to use Casinos past yr., 38.2% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 92.1% 87.7% — 53,609,299 — 229,822,149

*Avg. Monthly QSR Meals:* 6.9 — 6.3

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






*Total Monthly Sit-Down Restaurant Users:* 84.6% 74.7% — 49,261,213 — 195,761,148

*Avg. Monthly Sit-Down Restaurant Meals:* 4.6 — 4.0

## *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 Flew on SOUTHWEST Airlines past 12mos* 23.6%

*USA* 18.6%

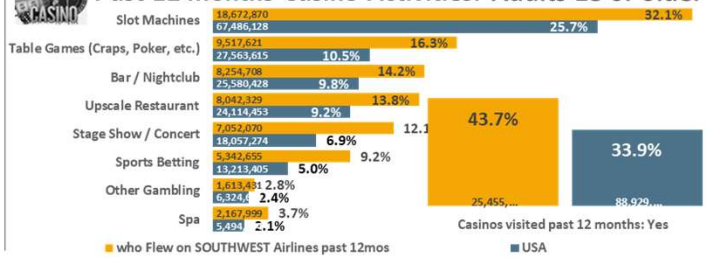
## *Drank Past 30-days:* Adults 18 or older








## *Past 12 months Casino Activities:* Adults 18 or older




## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,136*

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*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*




11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 1.2% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 24.5% more likely to use Casinos past yr., 13.3% 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:*



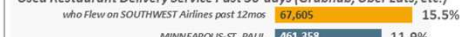

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

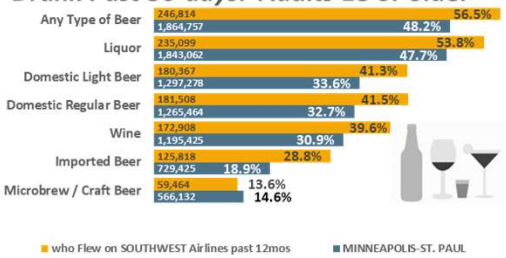





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

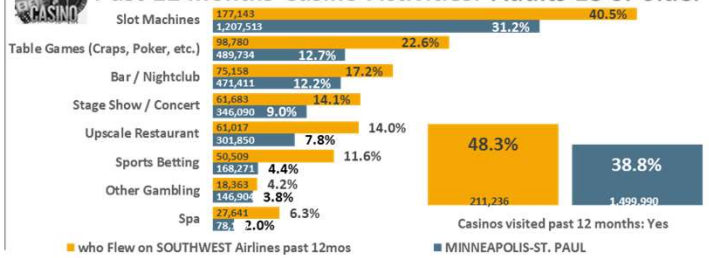



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older



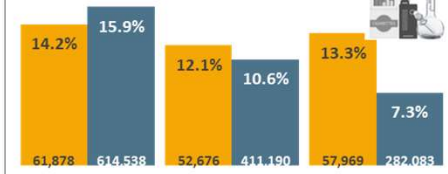






## *Used Past 30-days:* Adults 18 or older






*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*




35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 3.7% more likely to use QSRs past mo., 18.2% more likely to use Sit-Down Restaurants past mo., 32.1% more likely to use Casinos past yr., 46.7% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

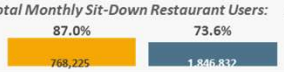



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*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)*

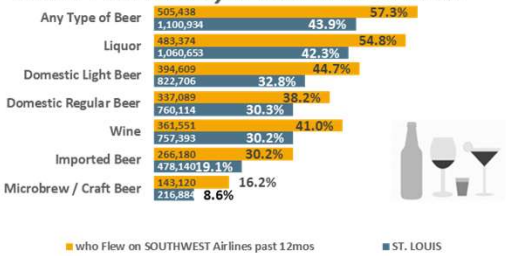





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

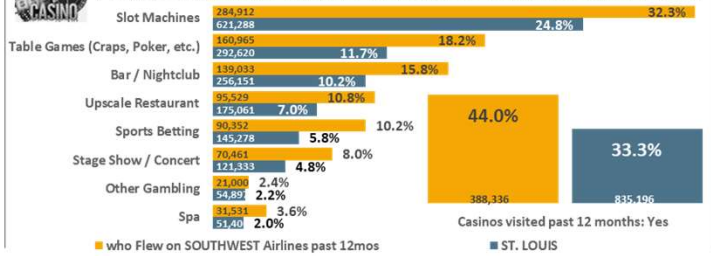



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*




7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 8.6% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 19.5% more likely to use Casinos past yr., 38.2% 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)*

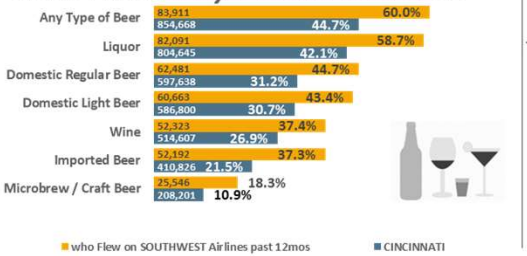





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*



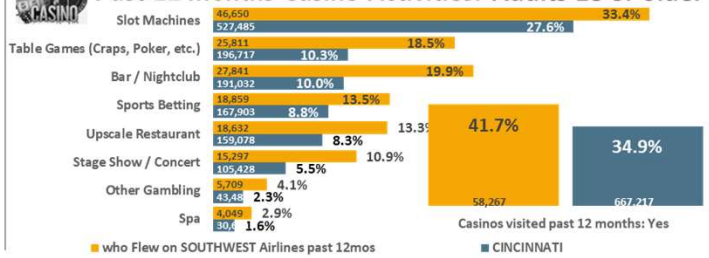

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older



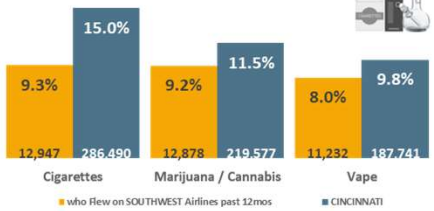







## *Used Past 30-days:* Adults 18 or older







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*Airlines used for domestic/foreign travel past 12 months: Southwest*




13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 7.4% more likely to use QSRs past mo., 13.7% more likely to use Sit-Down Restaurants past mo., 42.1% more likely to use Casinos past yr., 39.% 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

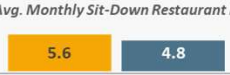





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

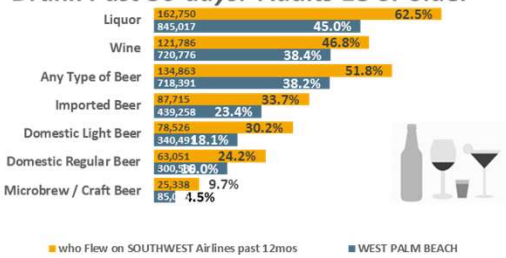





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

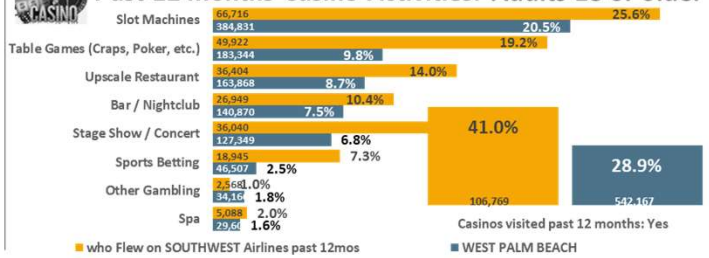



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*

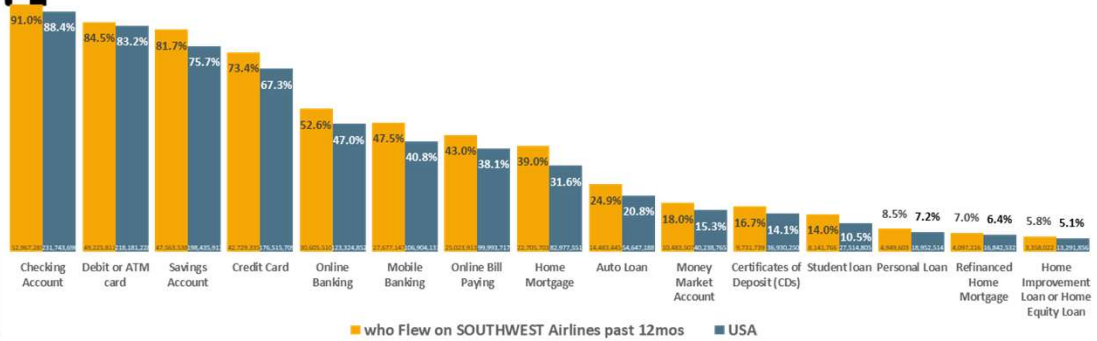



22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 24.7% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, 5.4% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



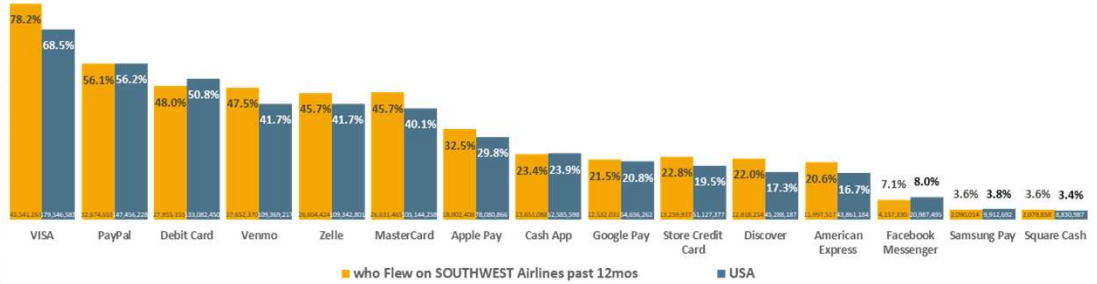

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

*Airlines used for domestic/foreign travel past 12 months: Southwest*

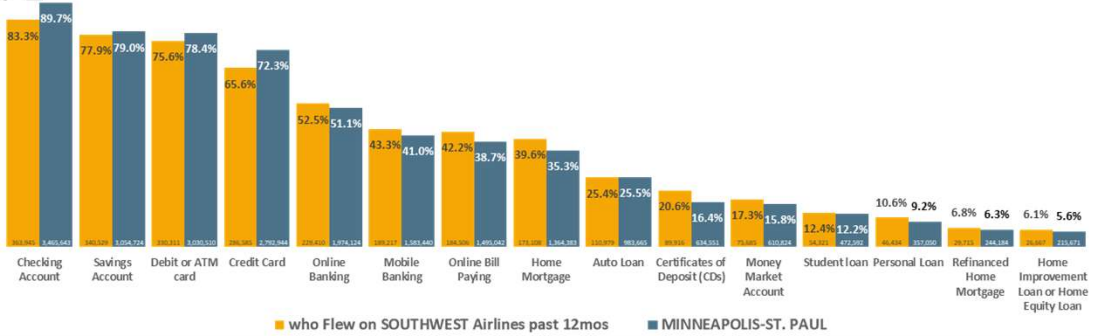



11.3% or 437,094 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 14.2% more likely to have a 401K, .2% less likely to have an Auto Loan, 7.2% more likely to Invest/Trade Stocks Online, 8.8% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



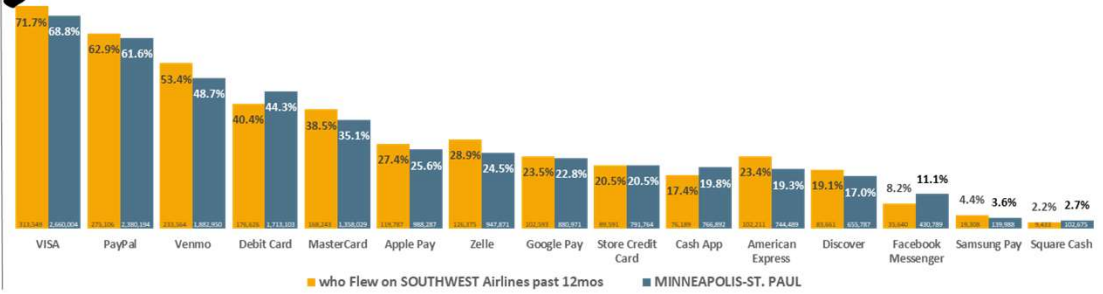

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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





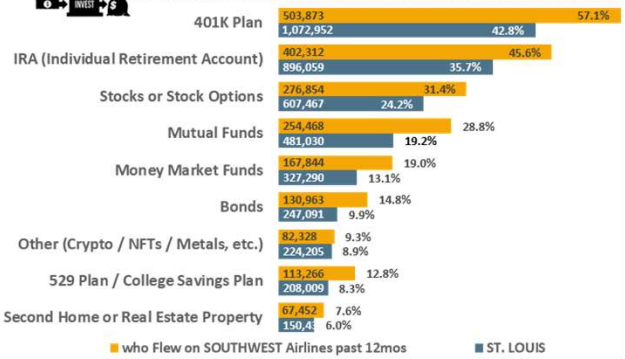
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

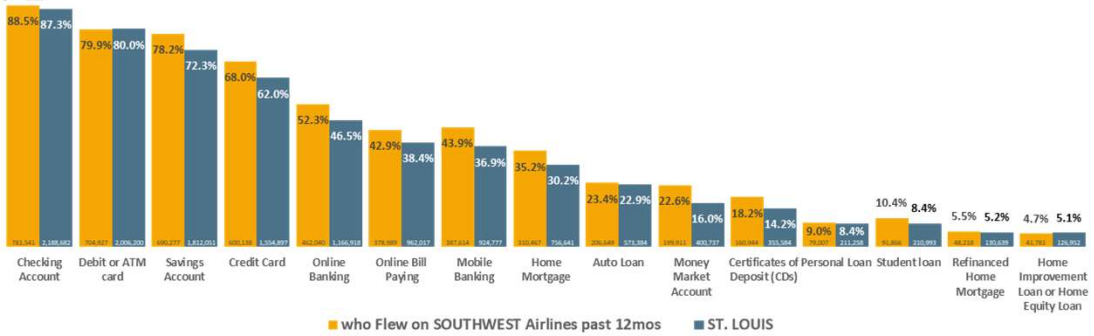



35.2% or 882,644 of ST. LOUIS DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 33.4% more likely to have a 401K, 2.4% more likely to have an Auto Loan, 45.1% more likely to Invest/Trade Stocks Online, 7.8% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



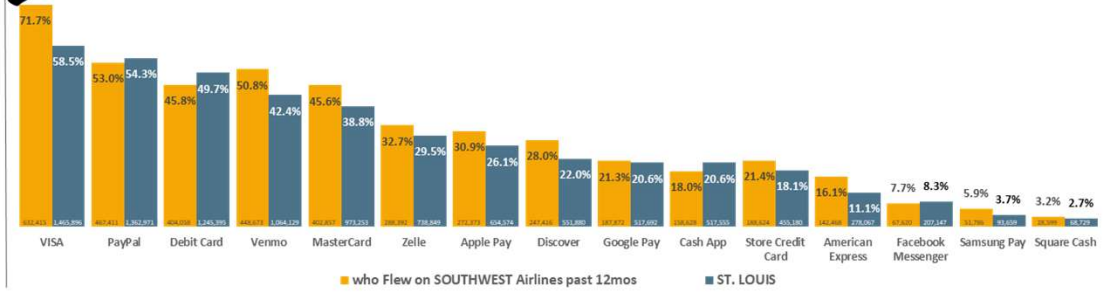

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*

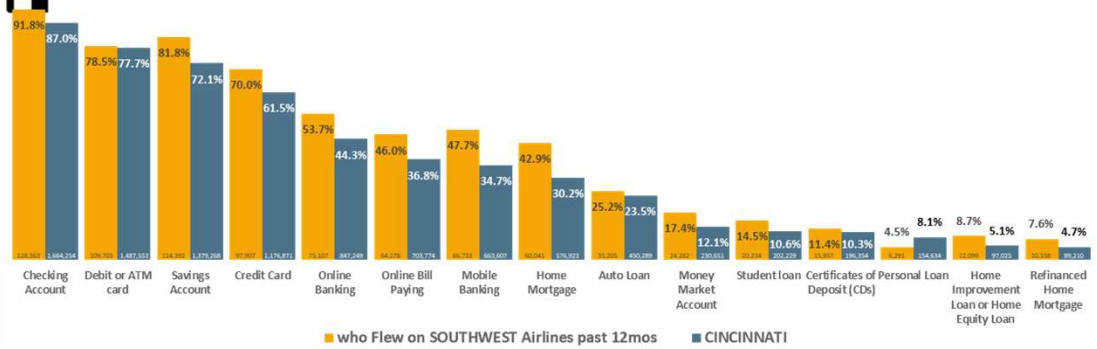



7.3% or 139,822 of CINCINNATI DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 34.4% more likely to have a 401K, 7.% more likely to have an Auto Loan, 44.% more likely to Invest/Trade Stocks Online, 18.9% less likely to pay with their Debit Card.

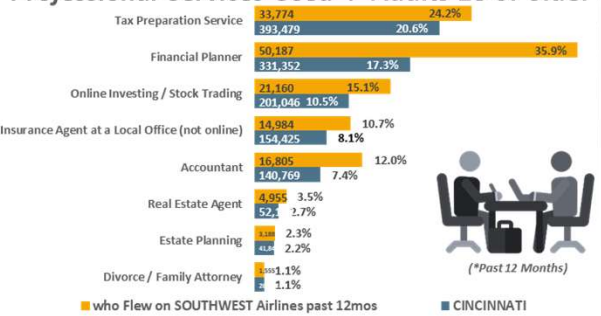
## *Investments Owned:* Adults 18 or older




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



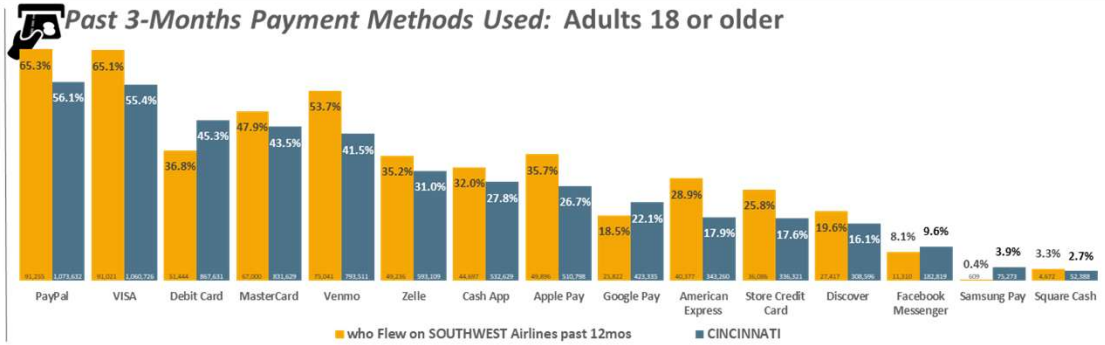

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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





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*Airlines used for domestic/foreign travel past 12 months: Southwest*

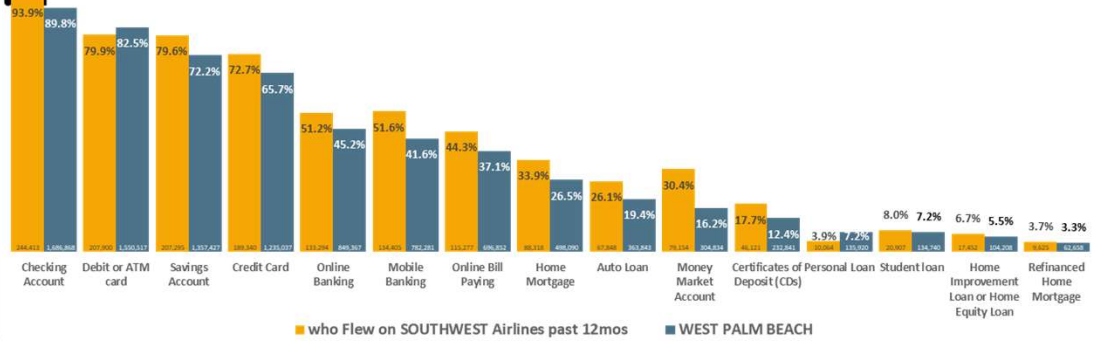



13.9% or 260,359 of WEST PALM BEACH DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 38.2% more likely to have a 401K, 34.6% more likely to have an Auto Loan, 67.2% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



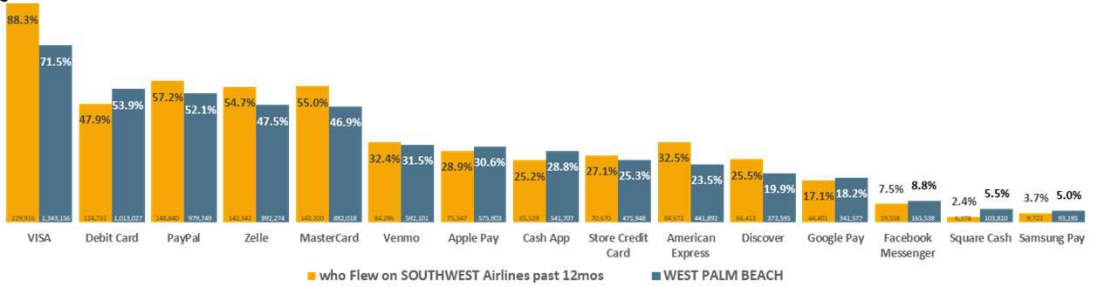

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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





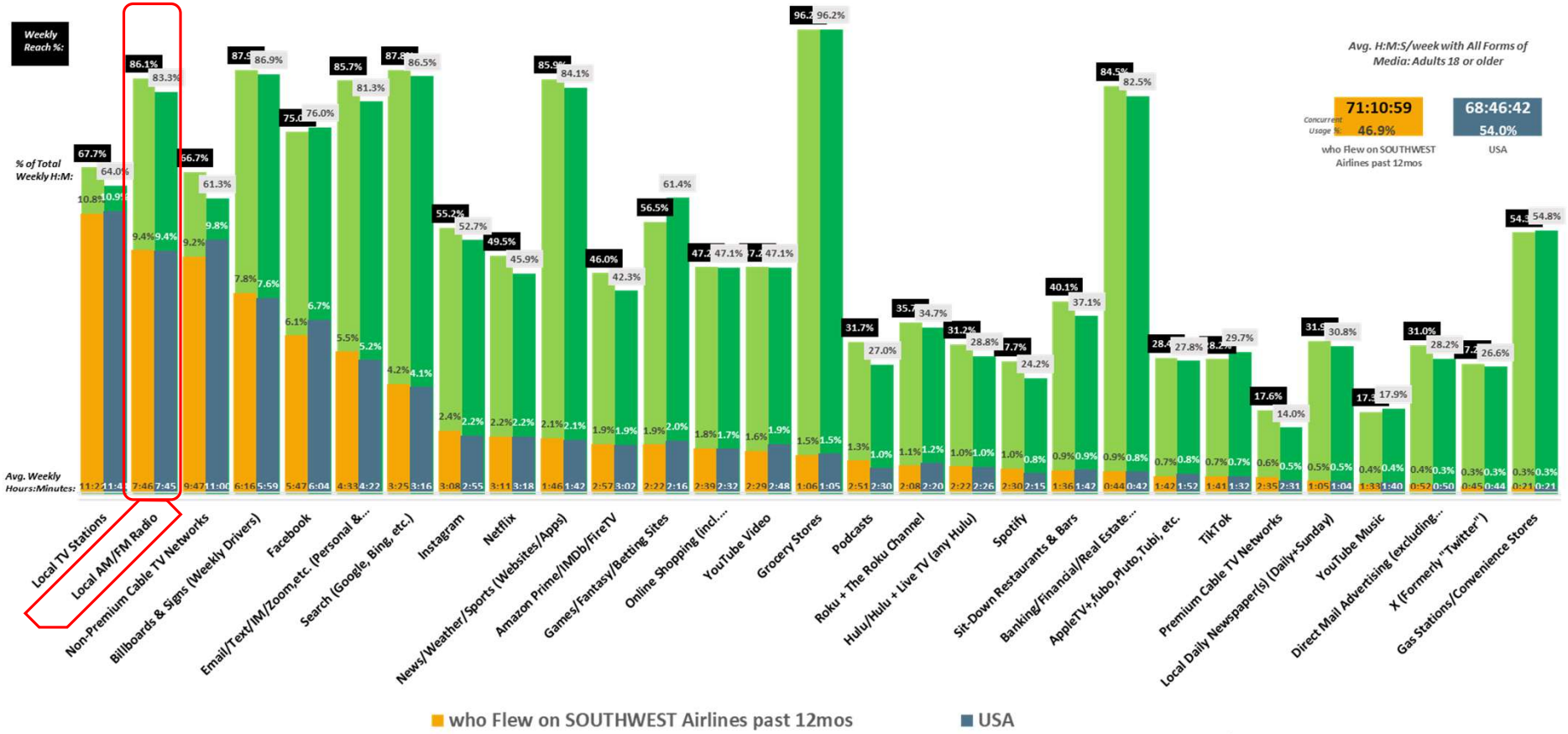
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




**Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 2 days, 23 hours, 10 minutes and 59 seconds each week with All Forms of Media.**

***86.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.***

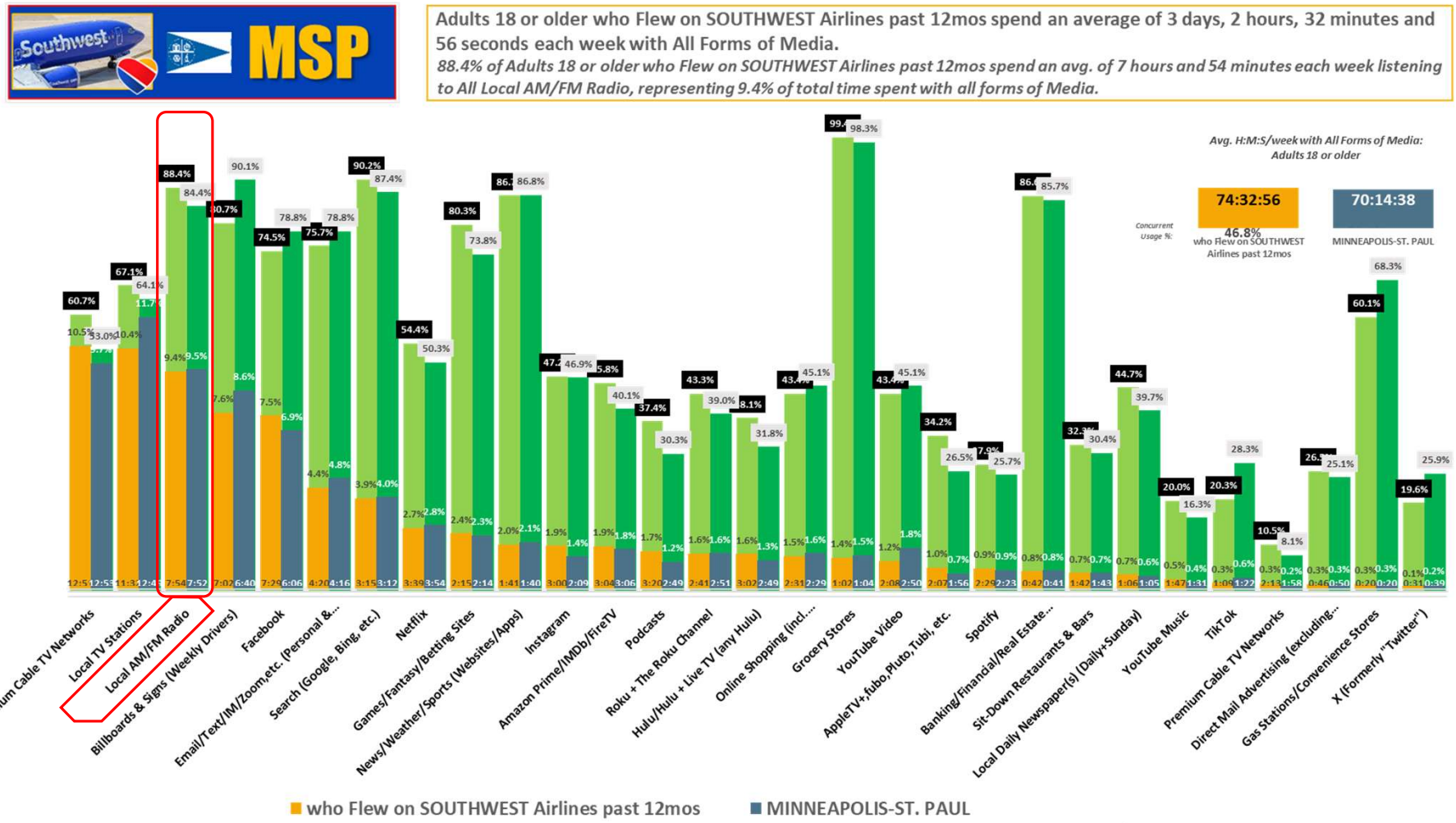



*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*

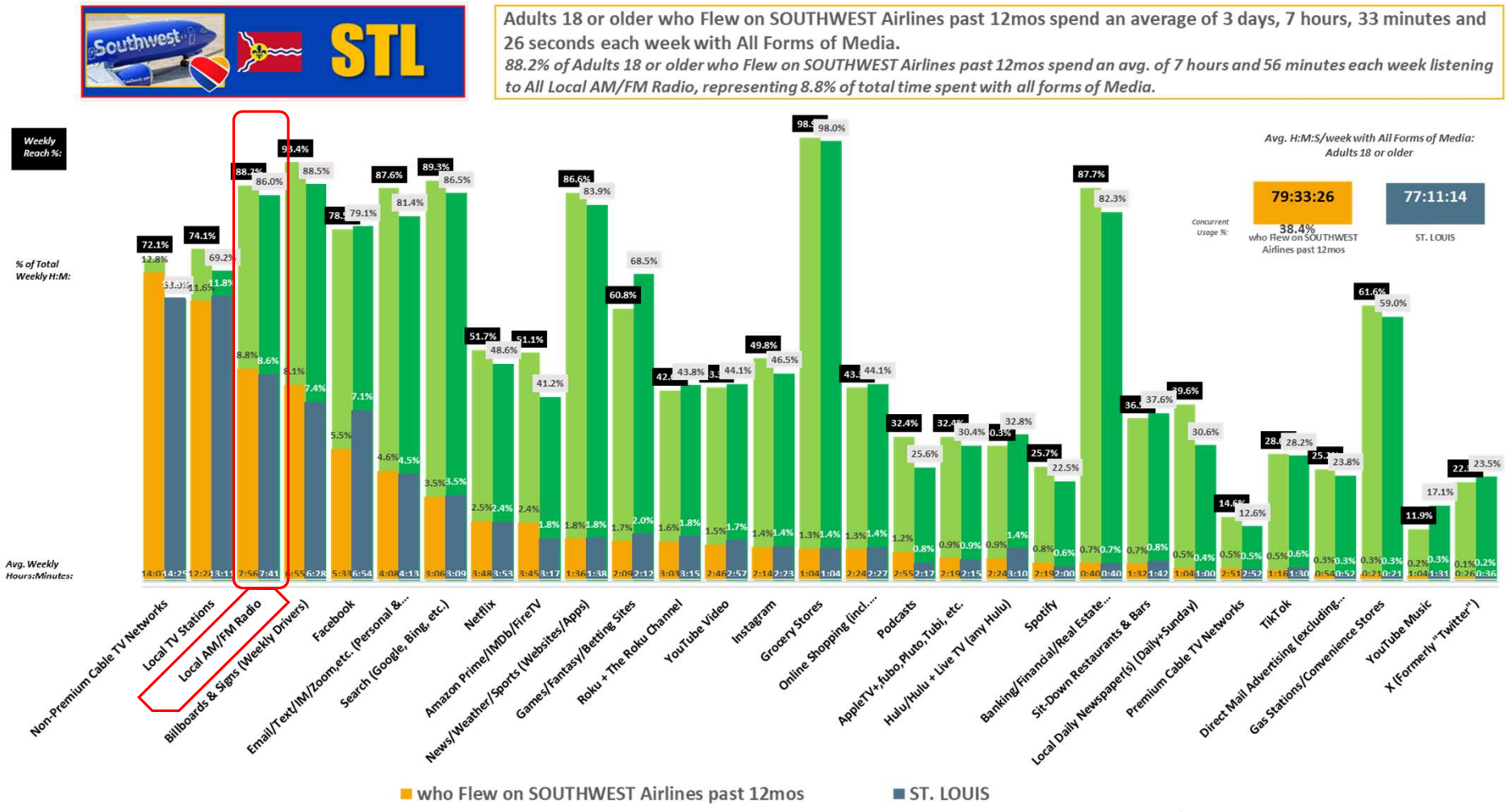



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Airlines used for domestic/foreign travel past 12 months: Southwest




ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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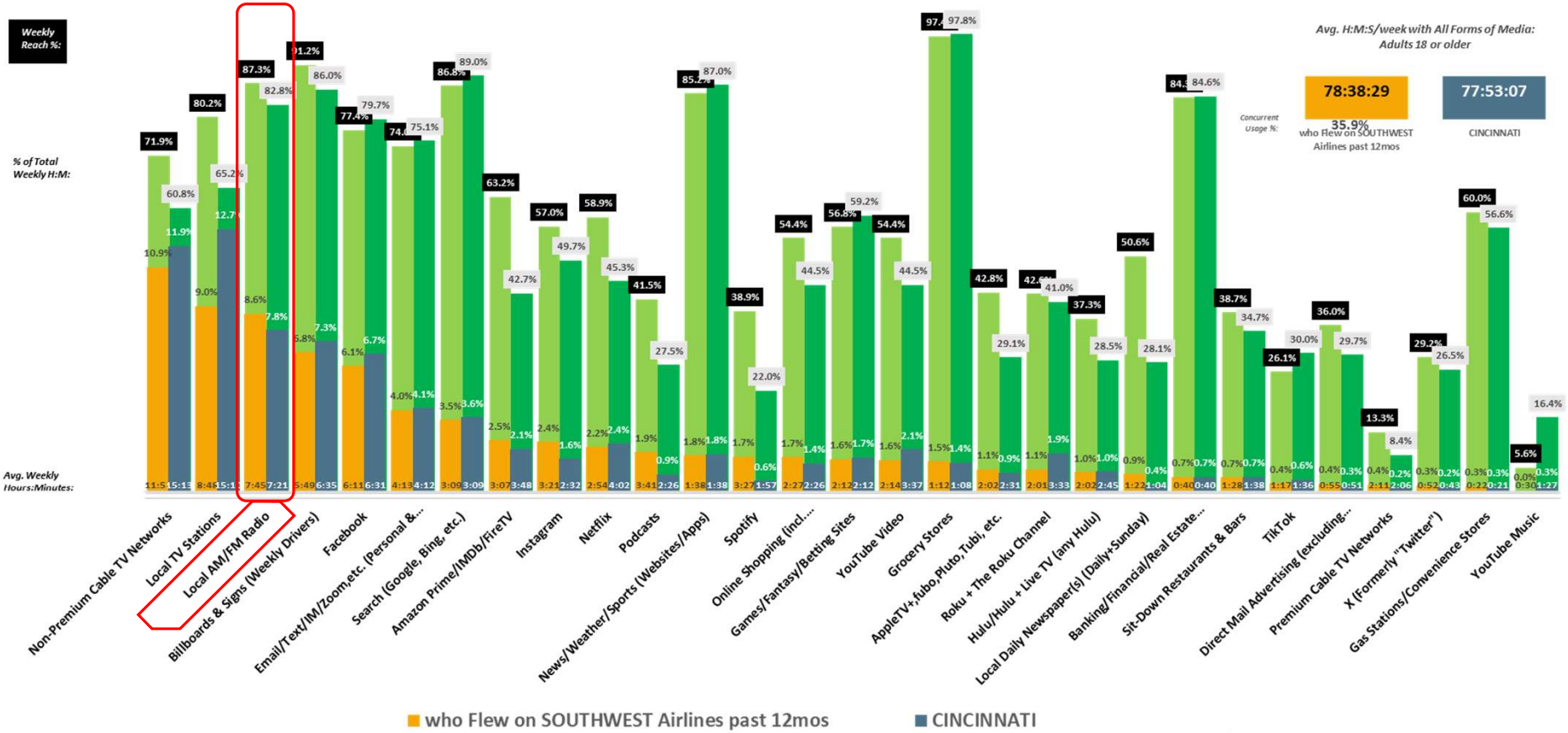
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Airlines used for domestic/foreign travel past 12 months: Southwest




**Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 3 days, 6 hours, 38 minutes and 29 seconds each week with All Forms of Media.**

***87.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.***




CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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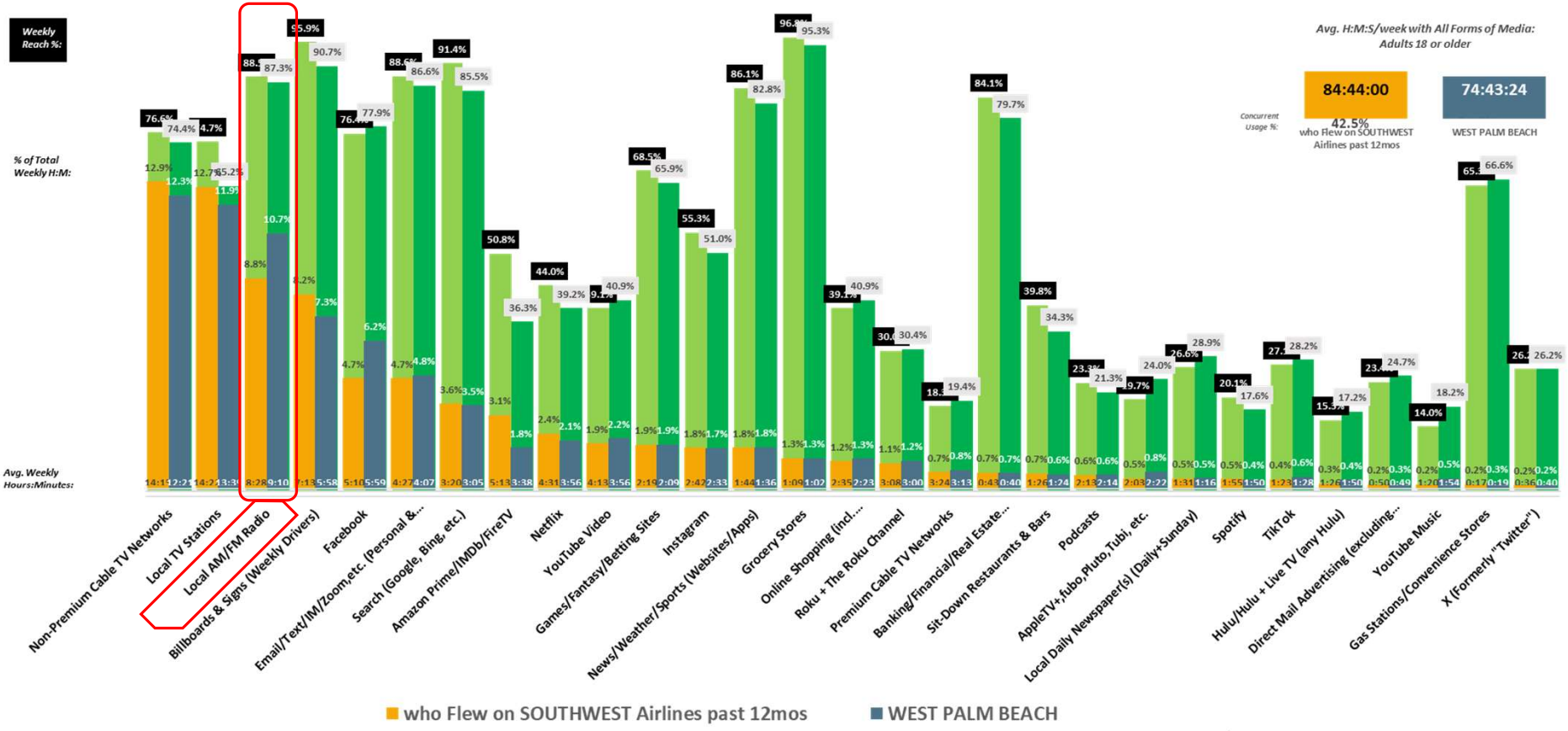
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




**Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 3 days, 12 hours, 44 minutes and 0 seconds each week with All Forms of Media.**

***88.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.***

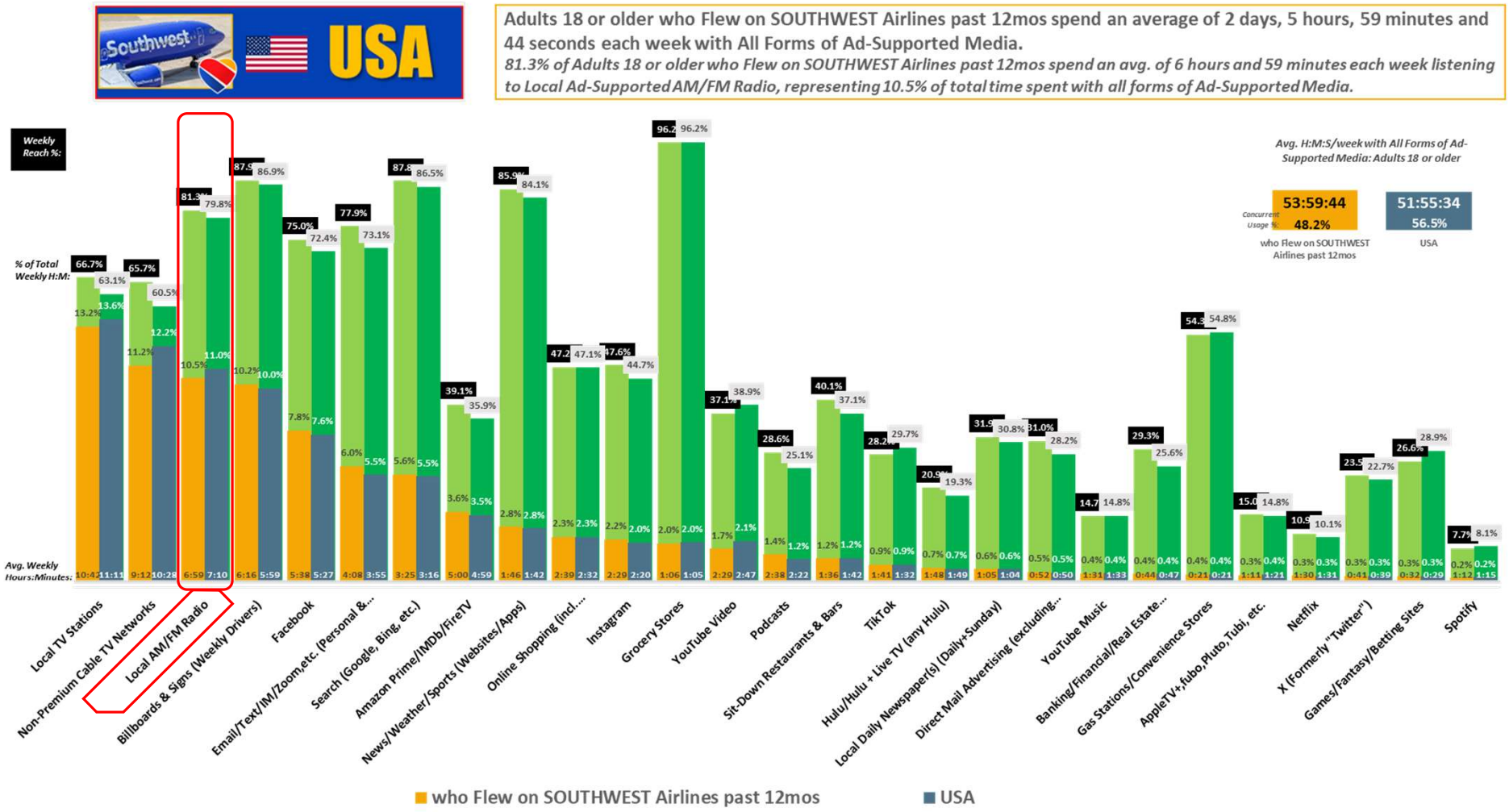



*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*

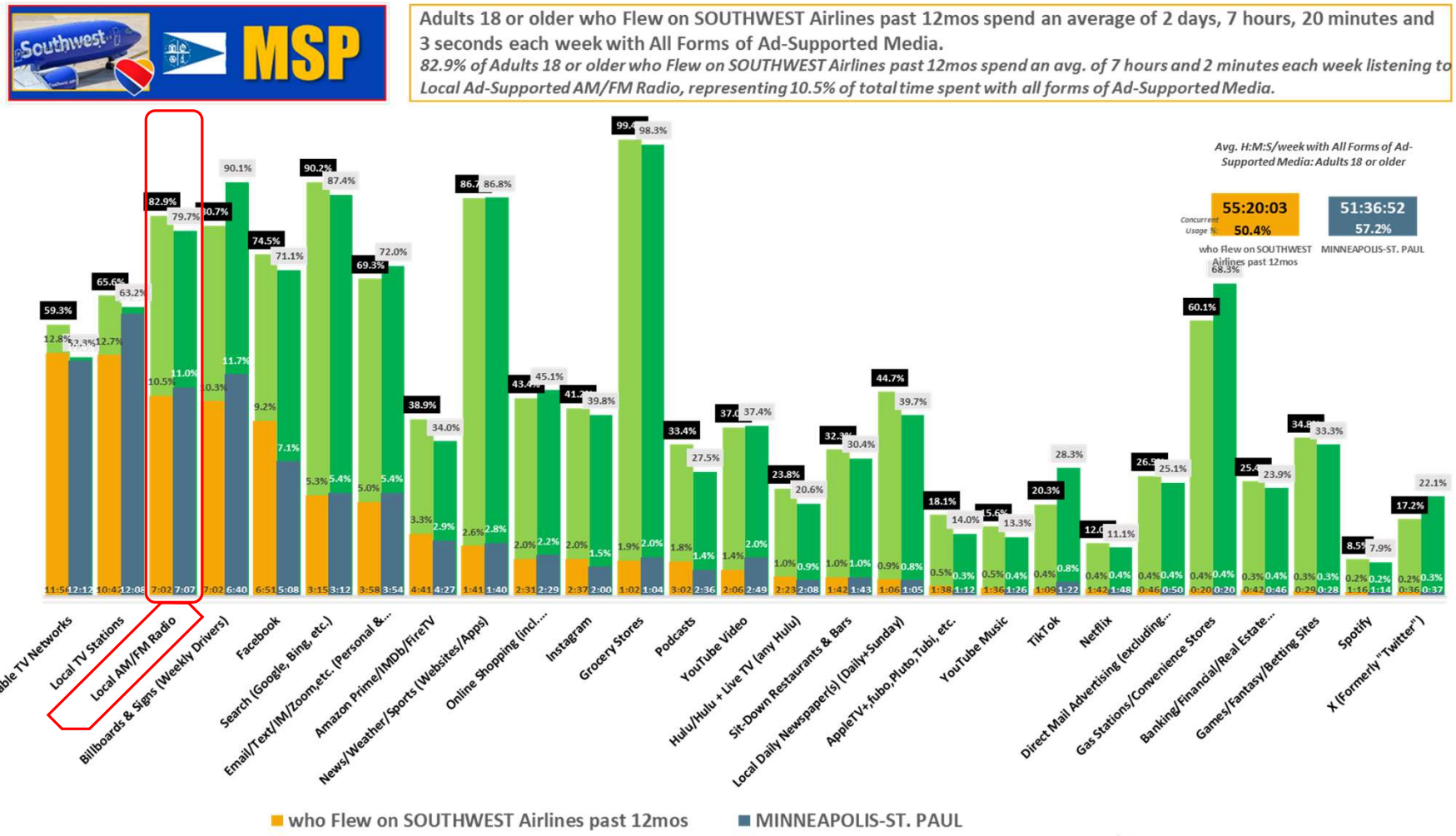



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Airlines used for domestic/foreign travel past 12 months: Southwest

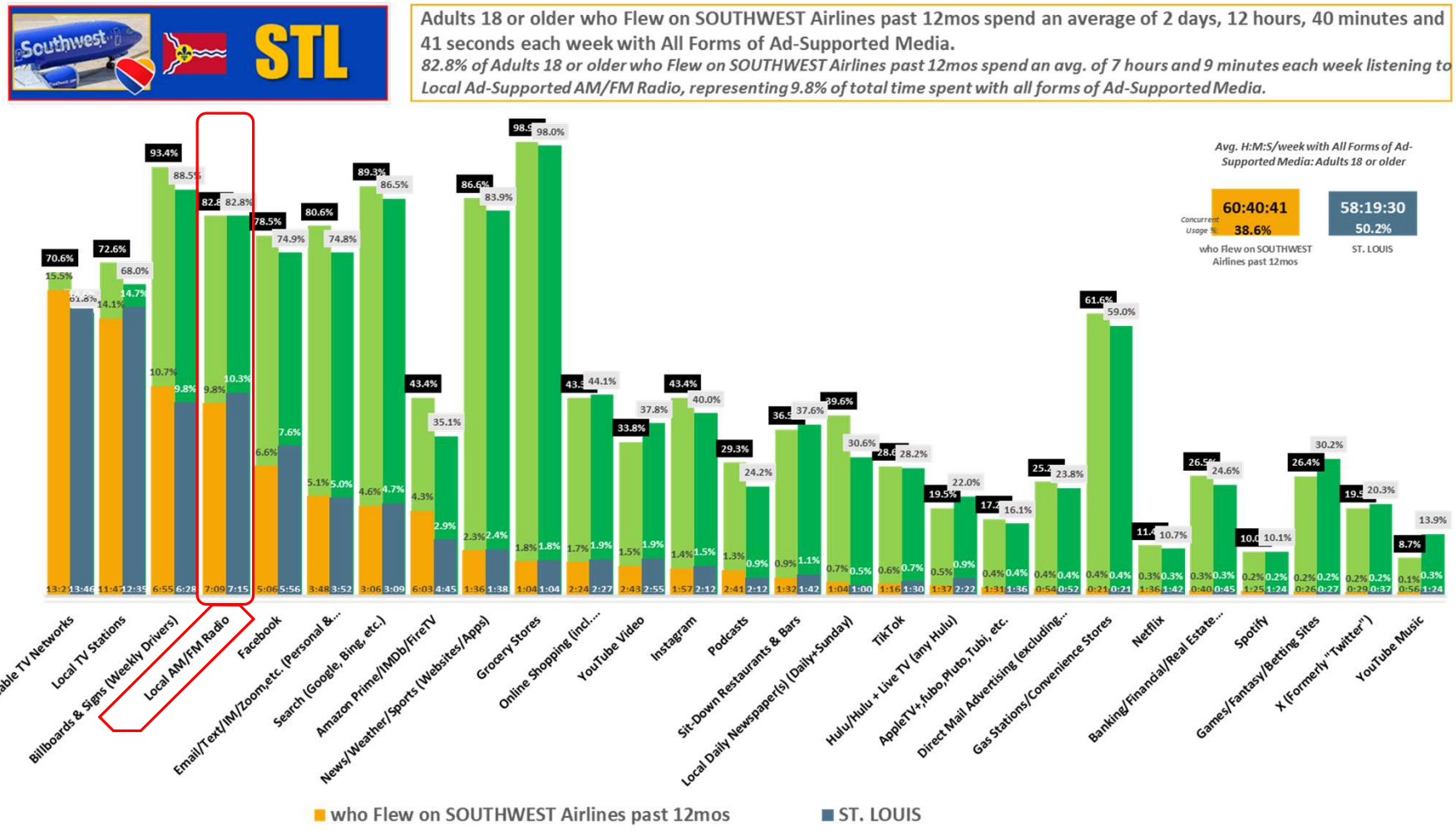



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Airlines used for domestic/foreign travel past 12 months: Southwest

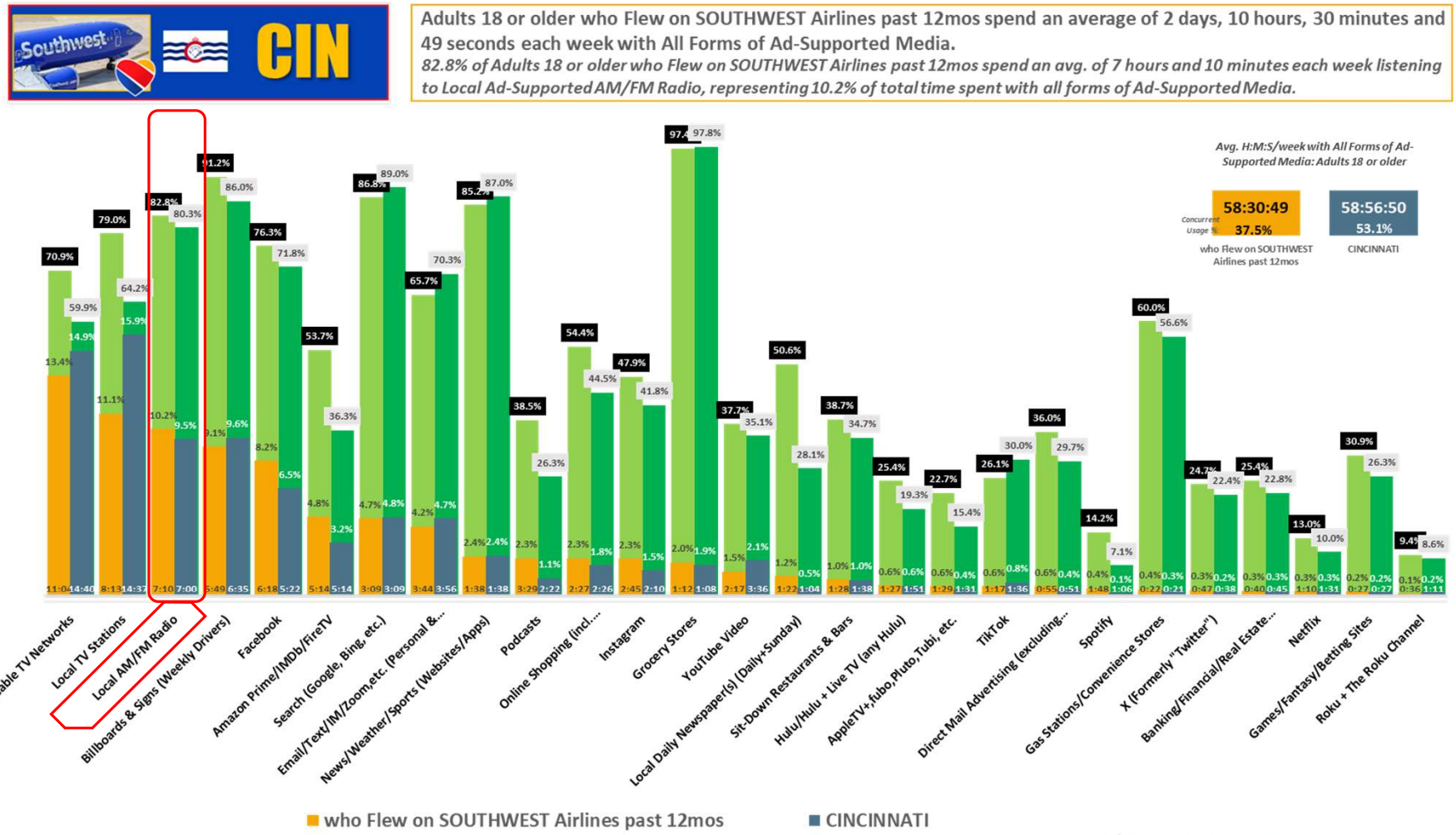



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Airlines used for domestic/foreign travel past 12 months: Southwest




CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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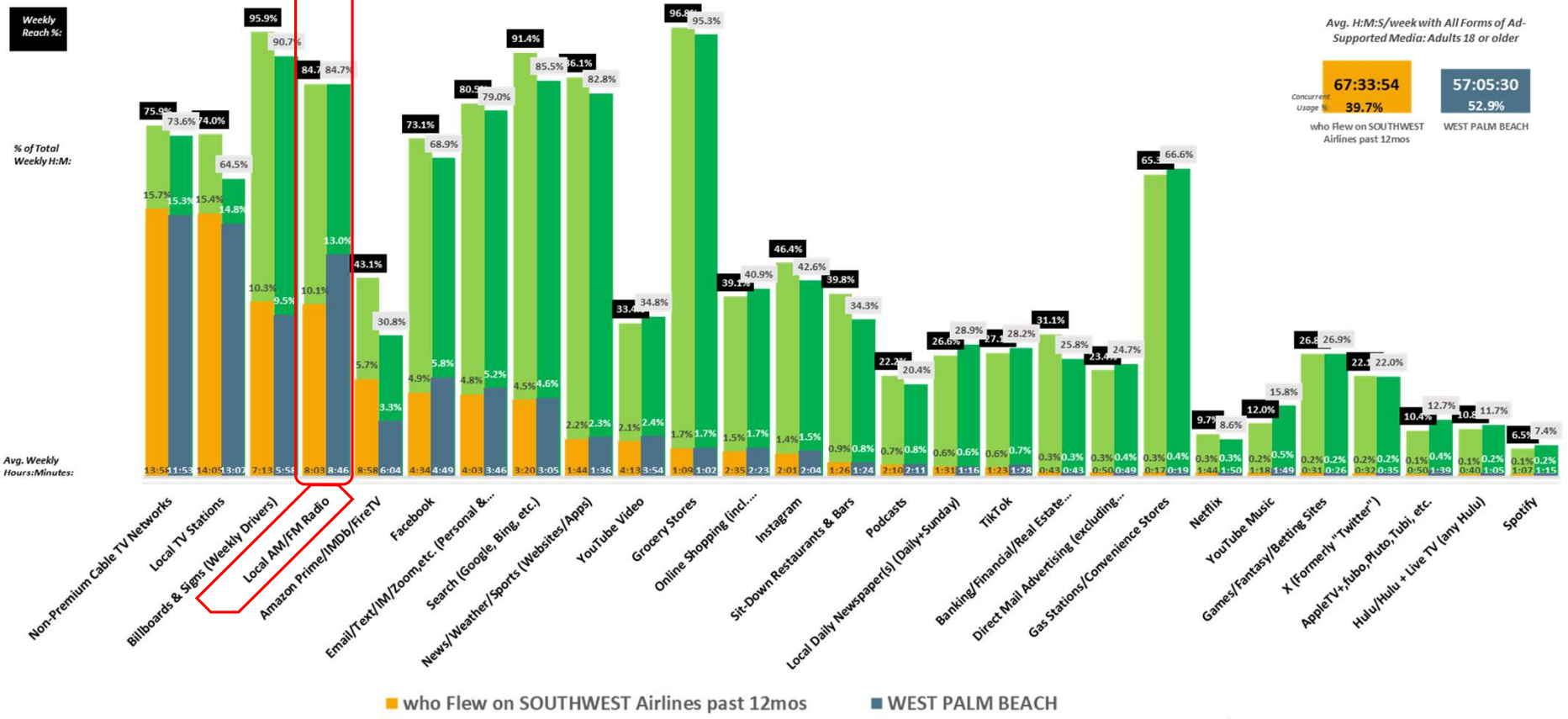
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Airlines used for domestic/foreign travel past 12 months: Southwest




**Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 2 days, 19 hours, 33 minutes and 54 seconds each week with All Forms of Ad-Supported Media.**

***84.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.***




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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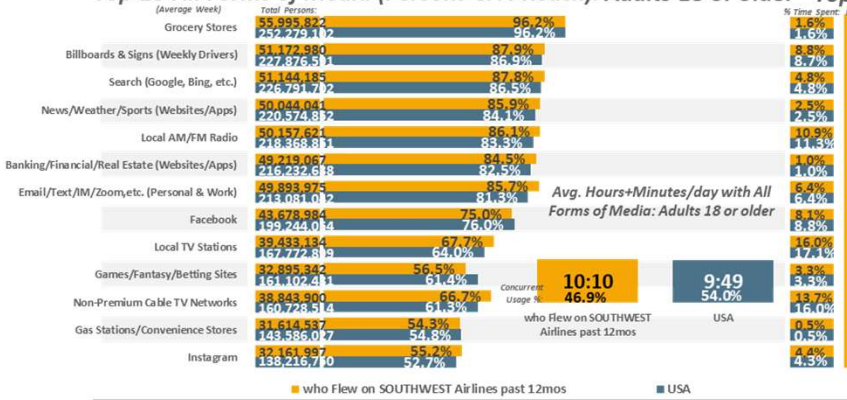
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

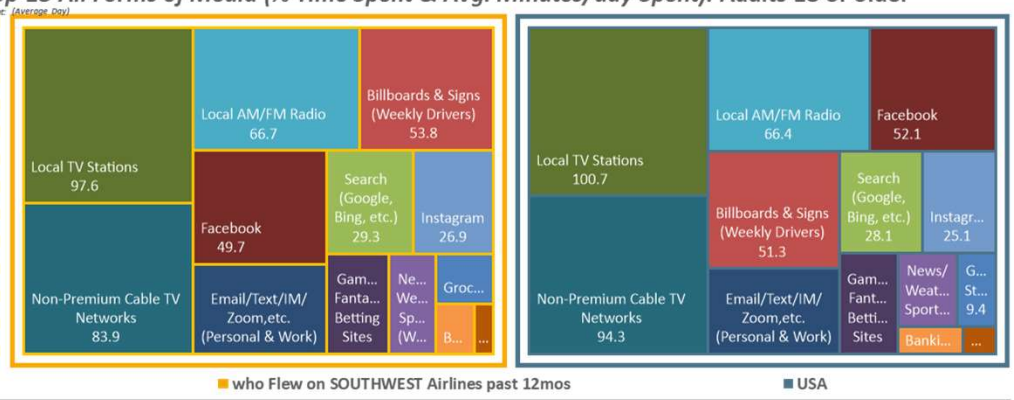



Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

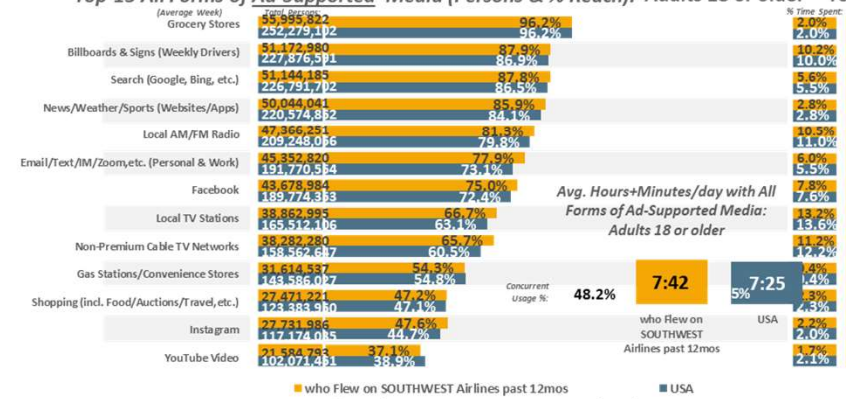
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



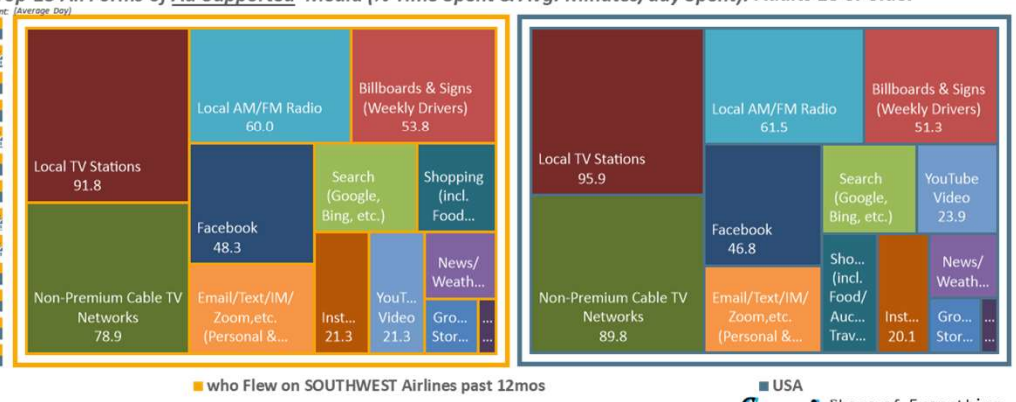

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

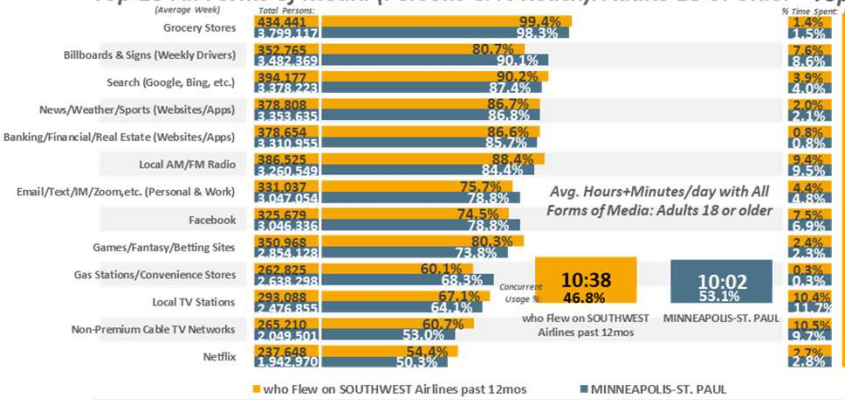
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

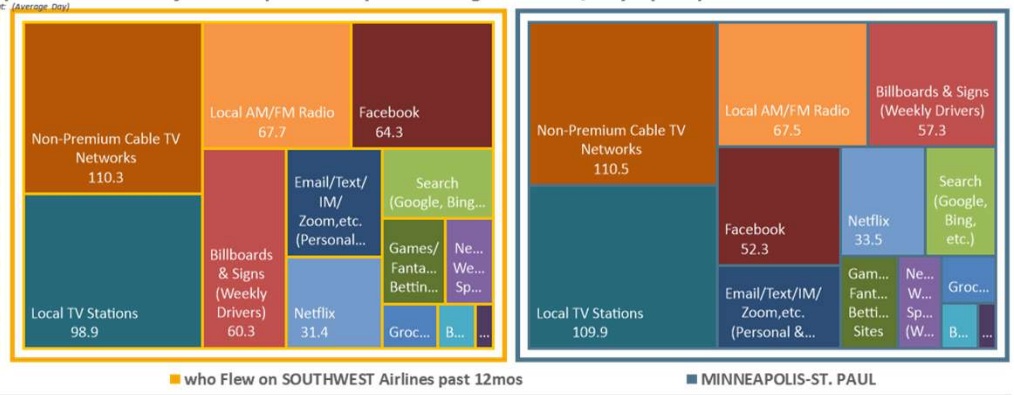



Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

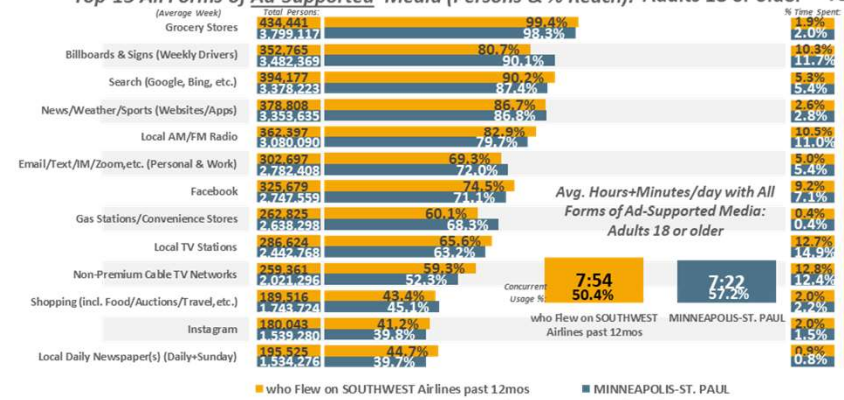
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



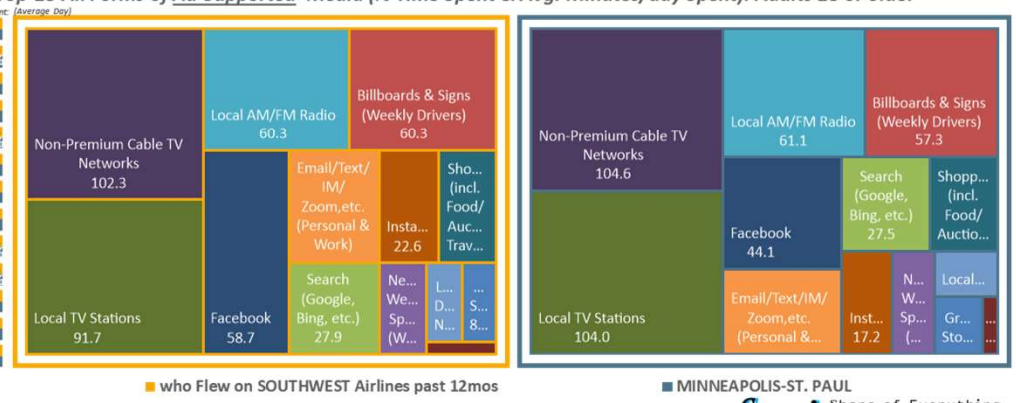

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

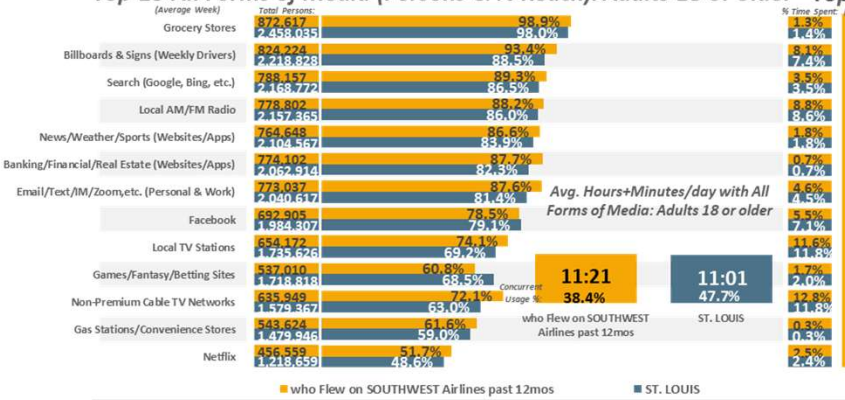
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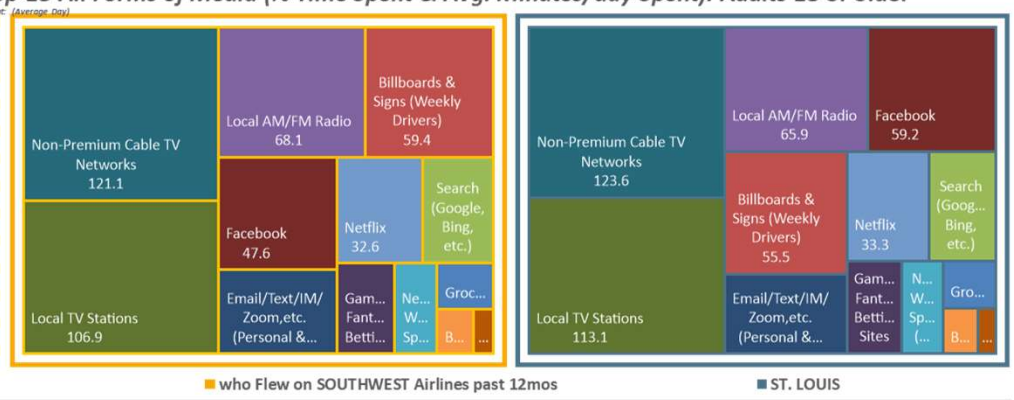
*Airlines used for domestic/foreign travel past 12 months: Southwest*

Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

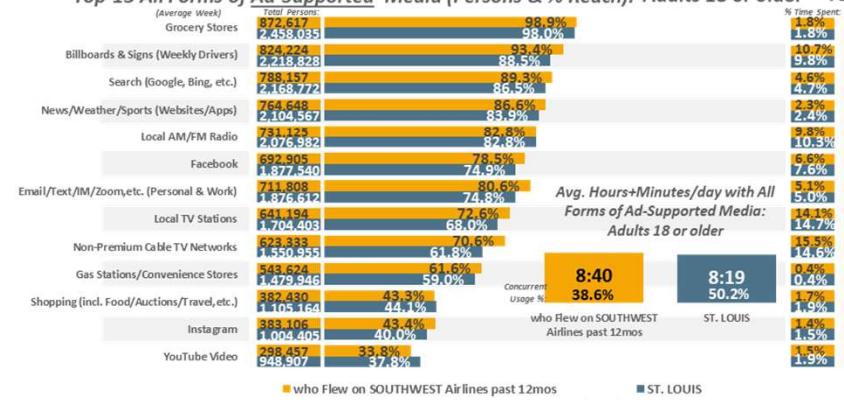
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



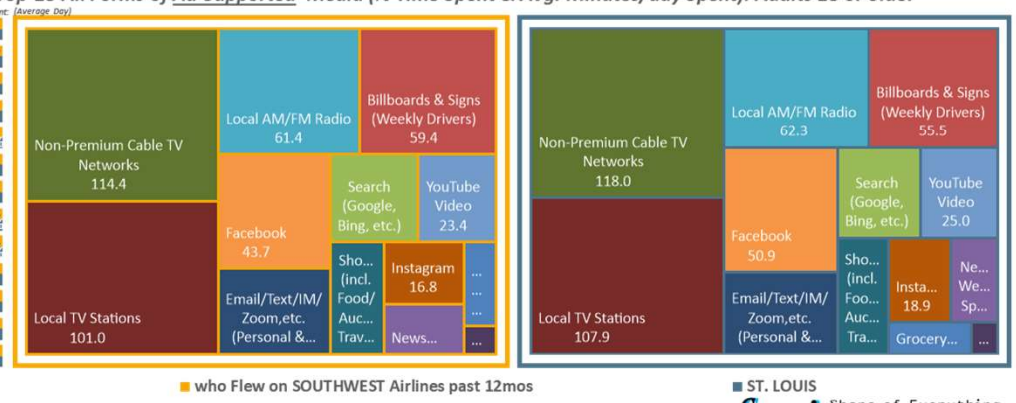

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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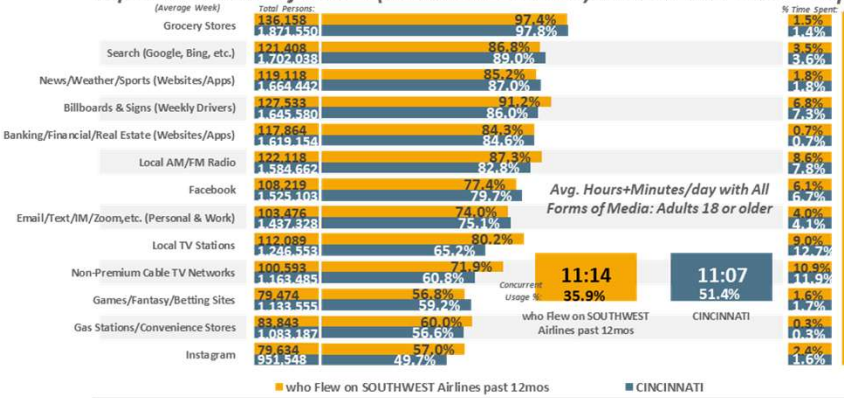
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

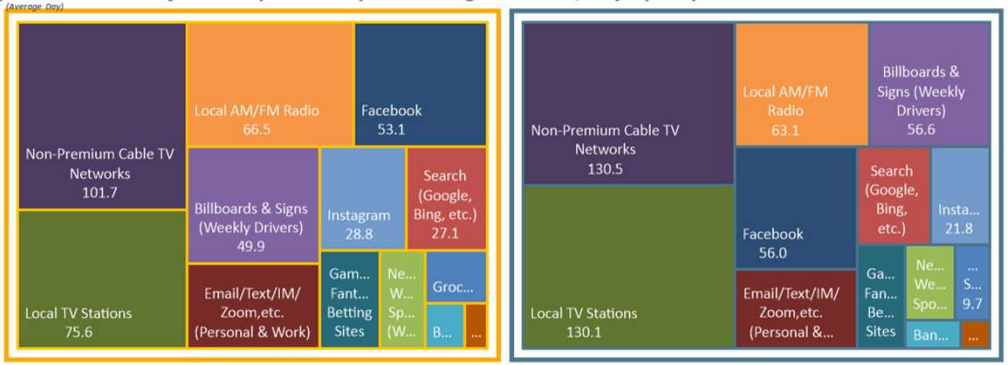



Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

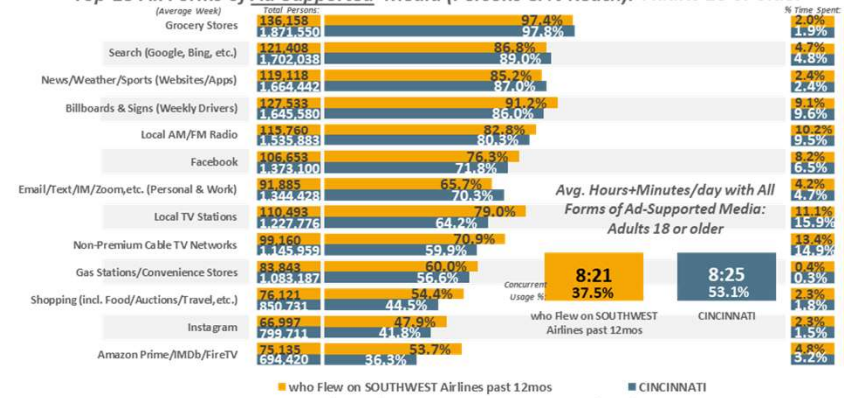
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



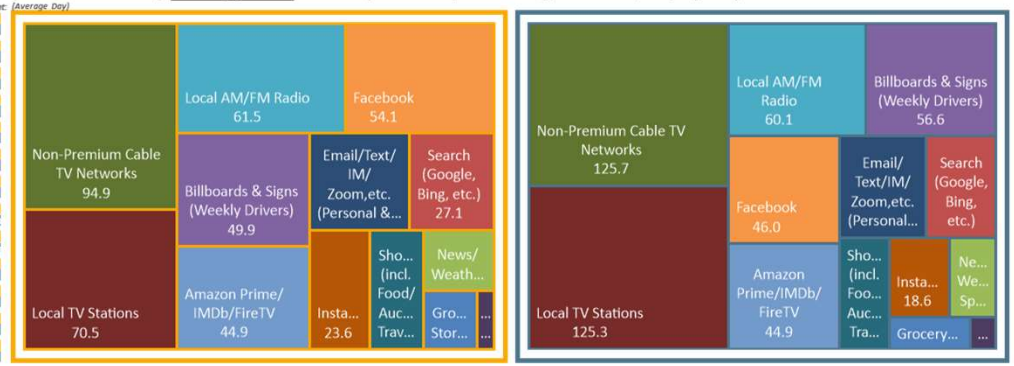

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

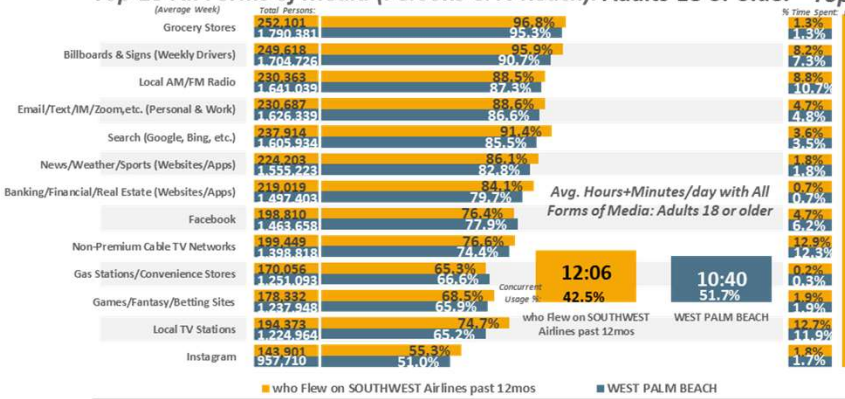
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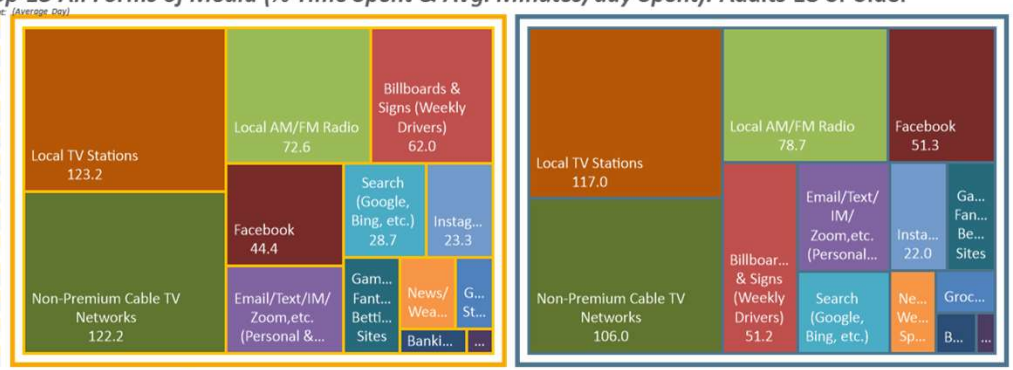
*Airlines used for domestic/foreign travel past 12 months: Southwest*

Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 9 hours and 39 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

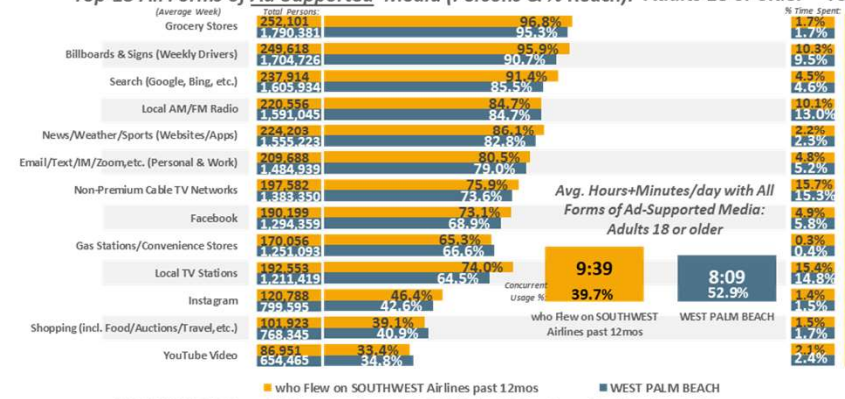
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



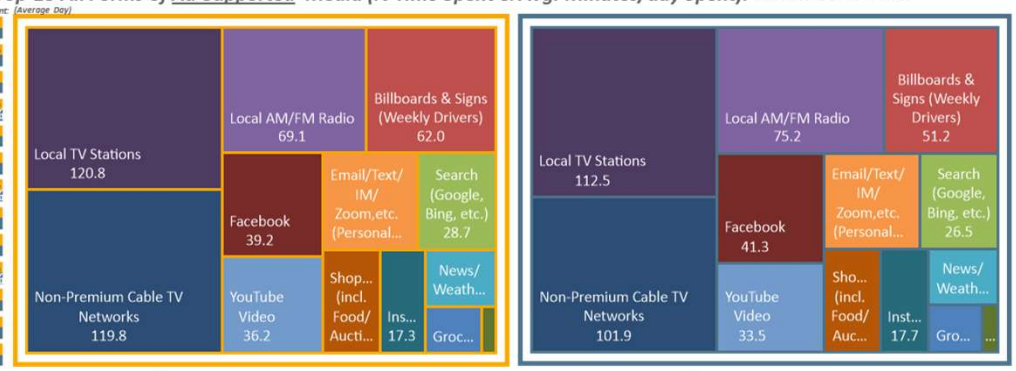

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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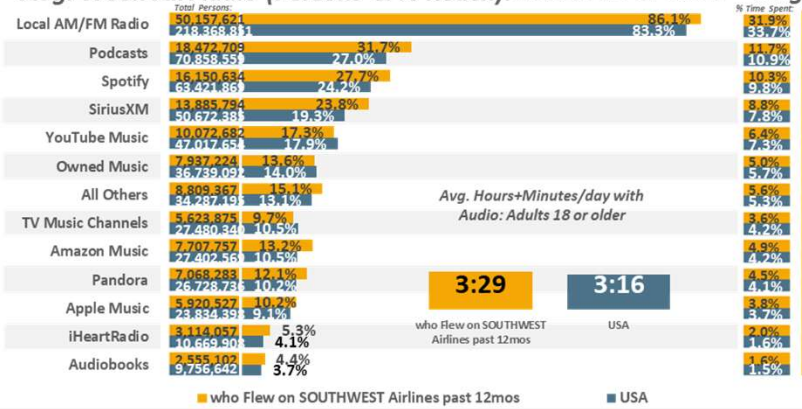
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

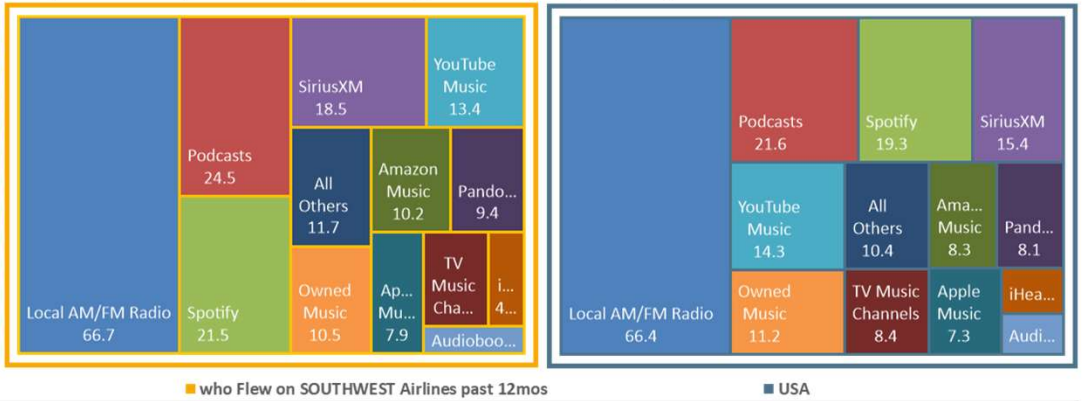



47,366,251 or 81.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

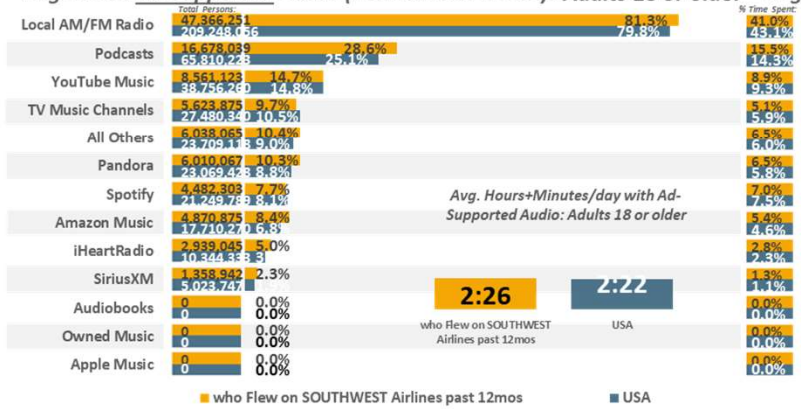
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



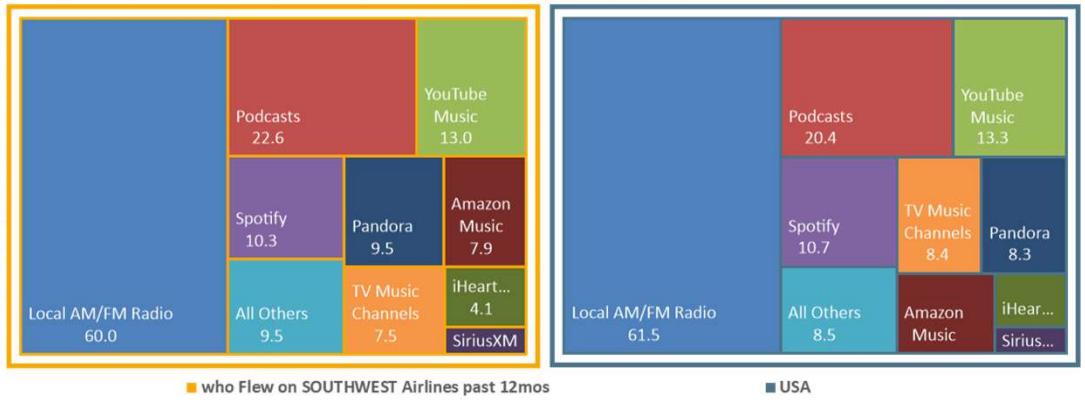

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24*

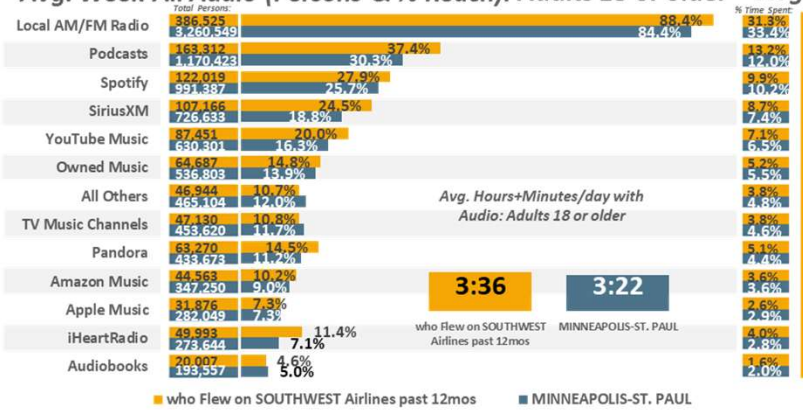
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

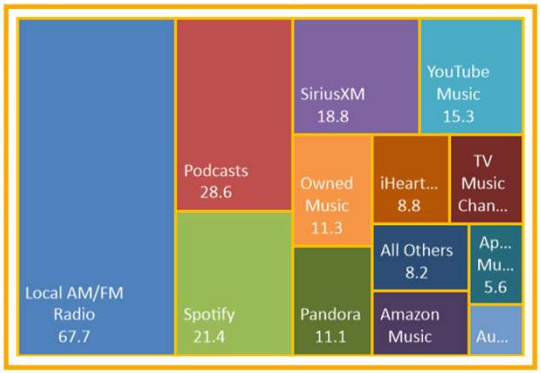


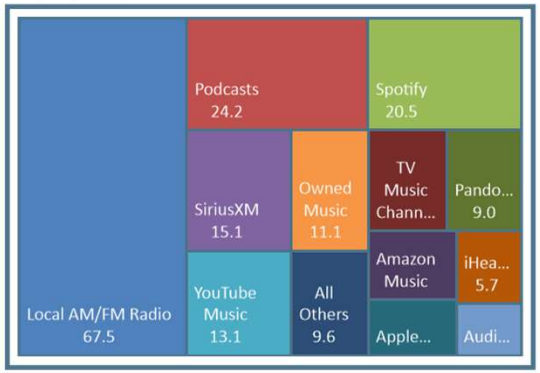

362,397 or 82.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

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

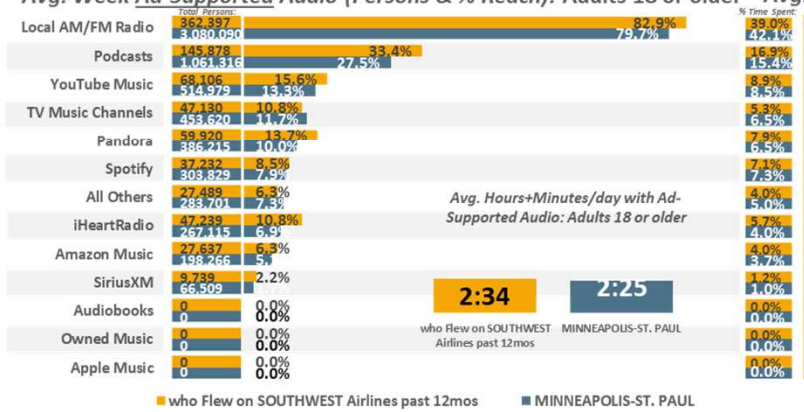



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

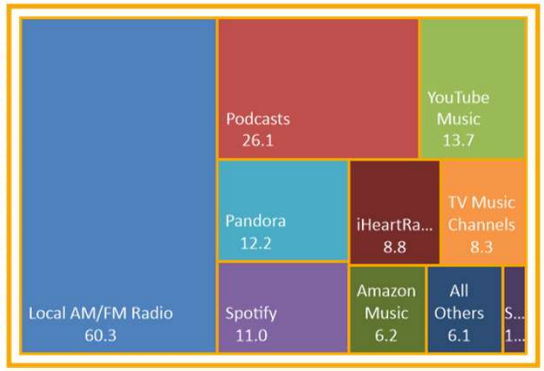


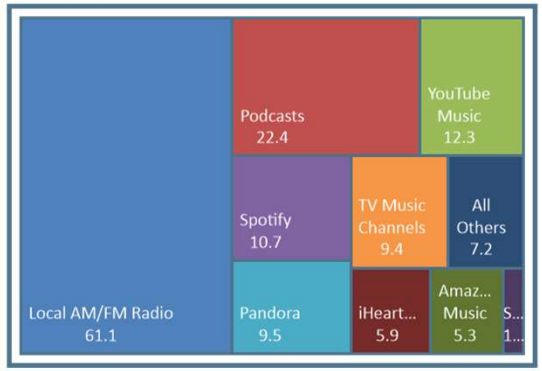




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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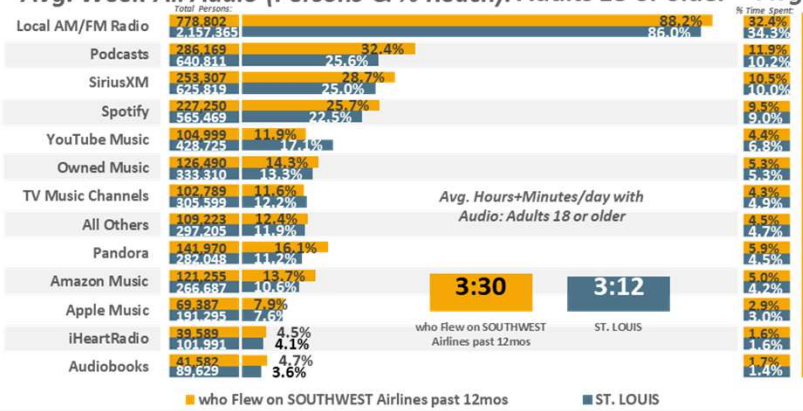
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

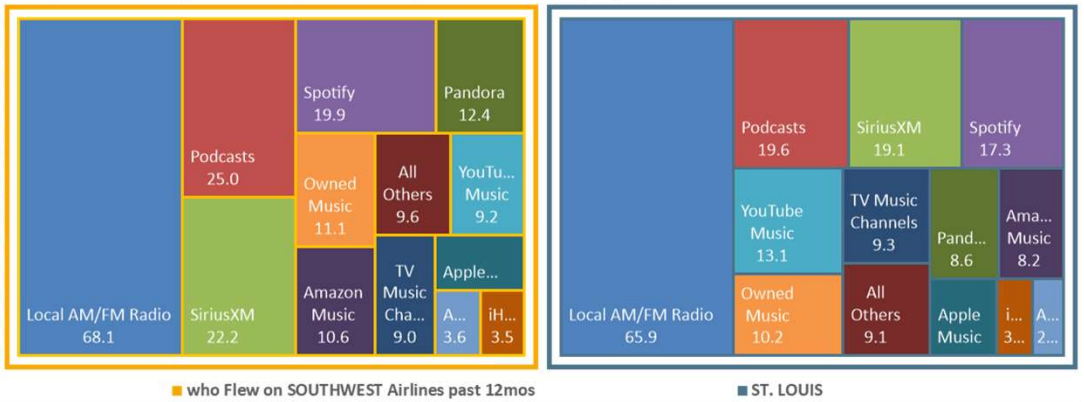



731,125 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

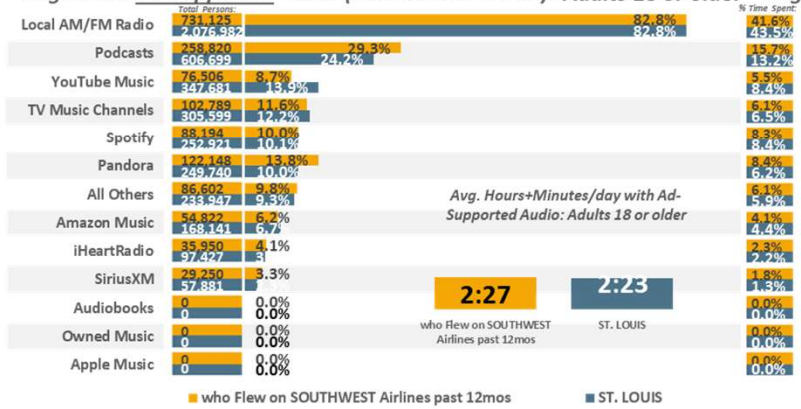
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



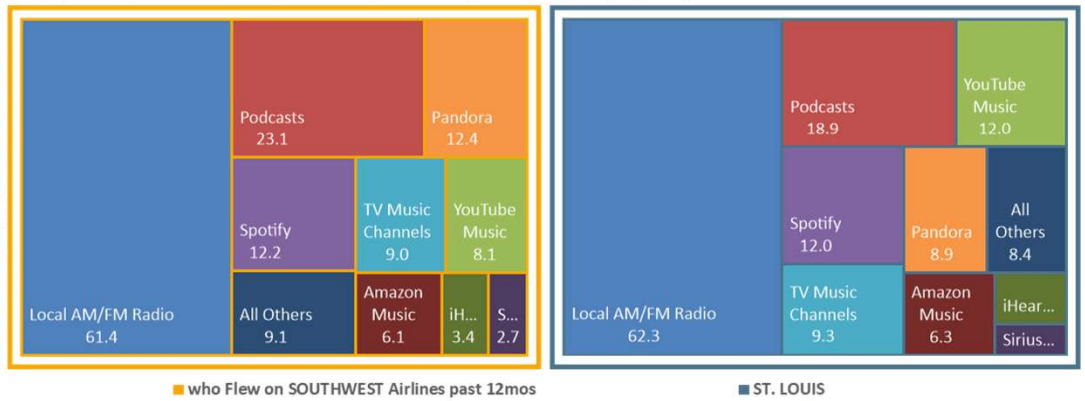

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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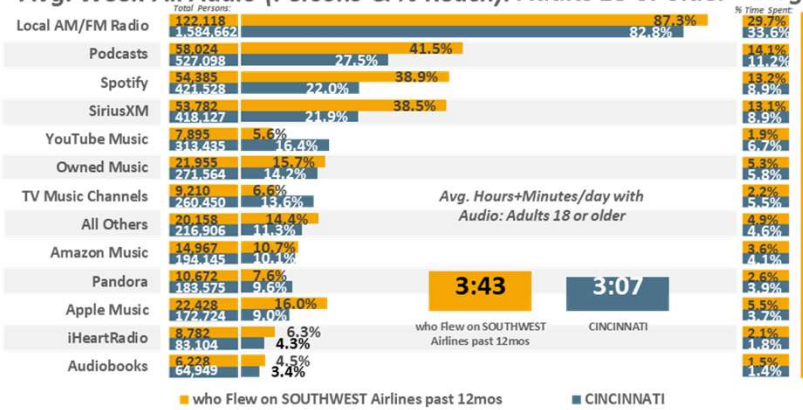
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

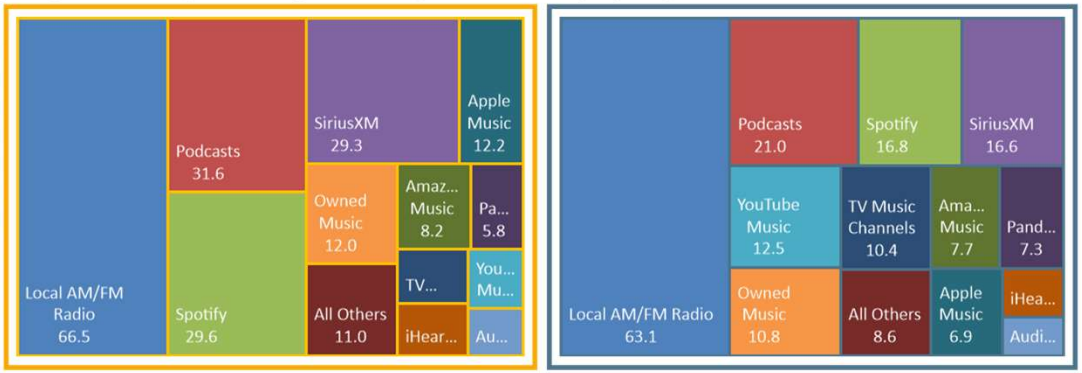



115,760 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

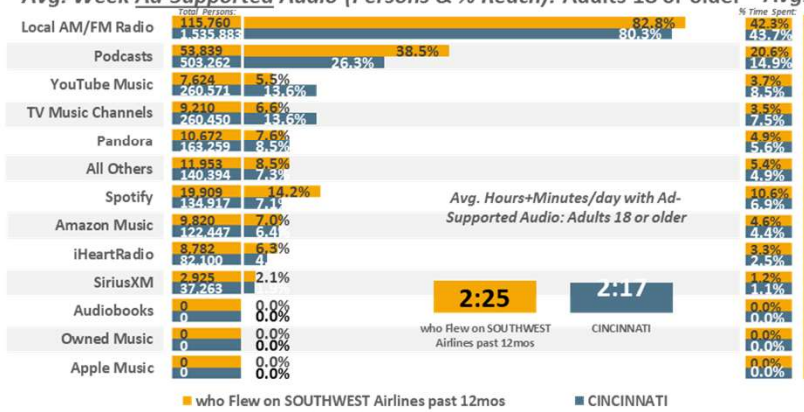
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



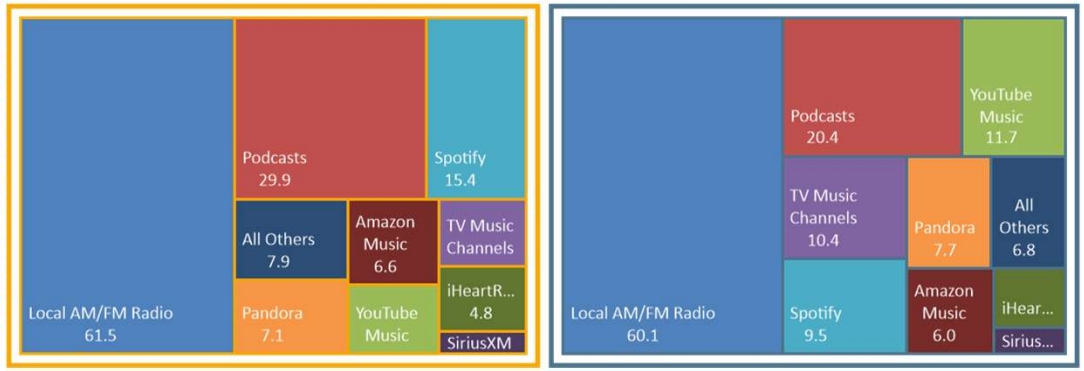

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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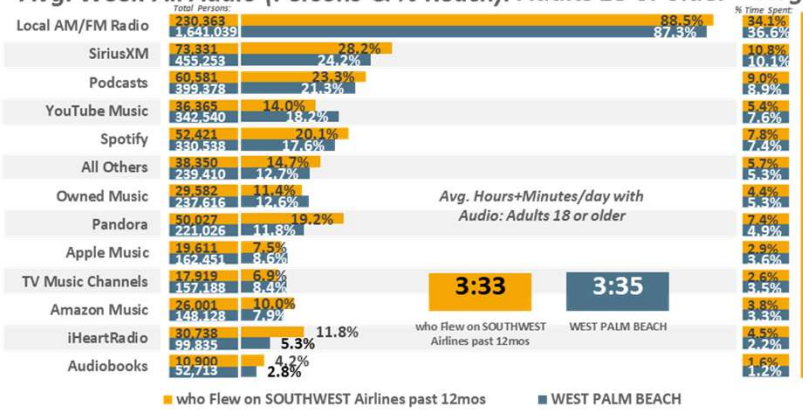
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

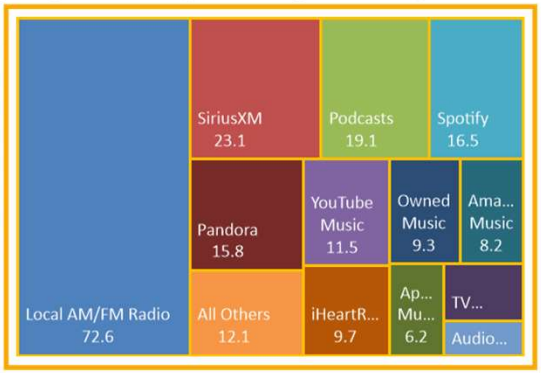


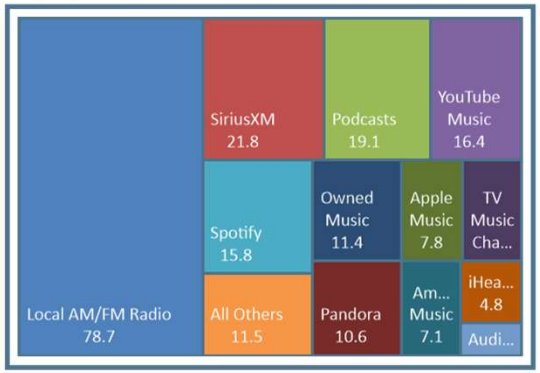

220,556 or 84.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

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

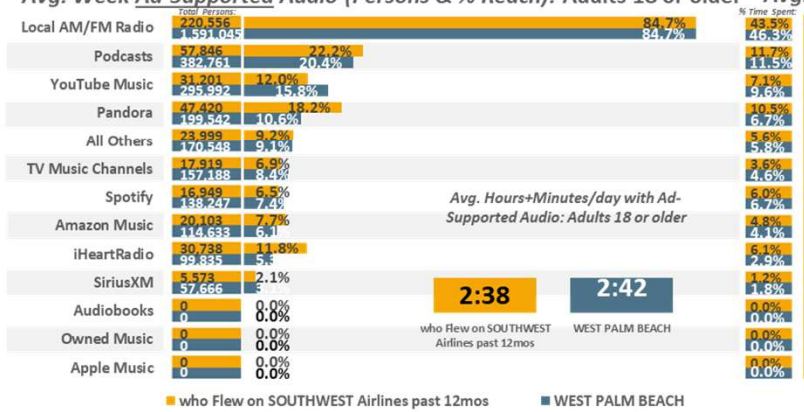



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

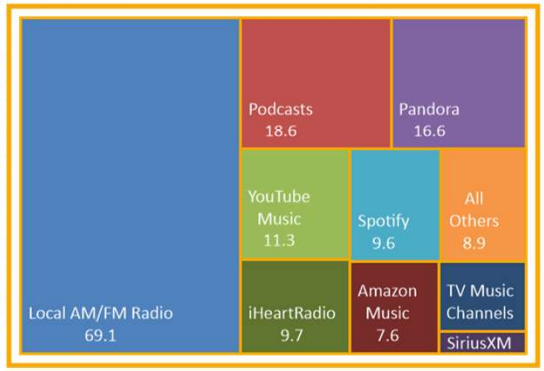


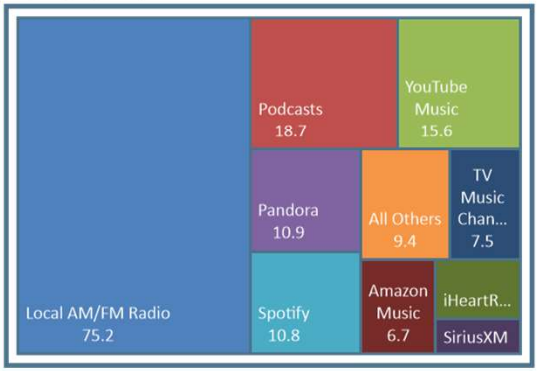




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

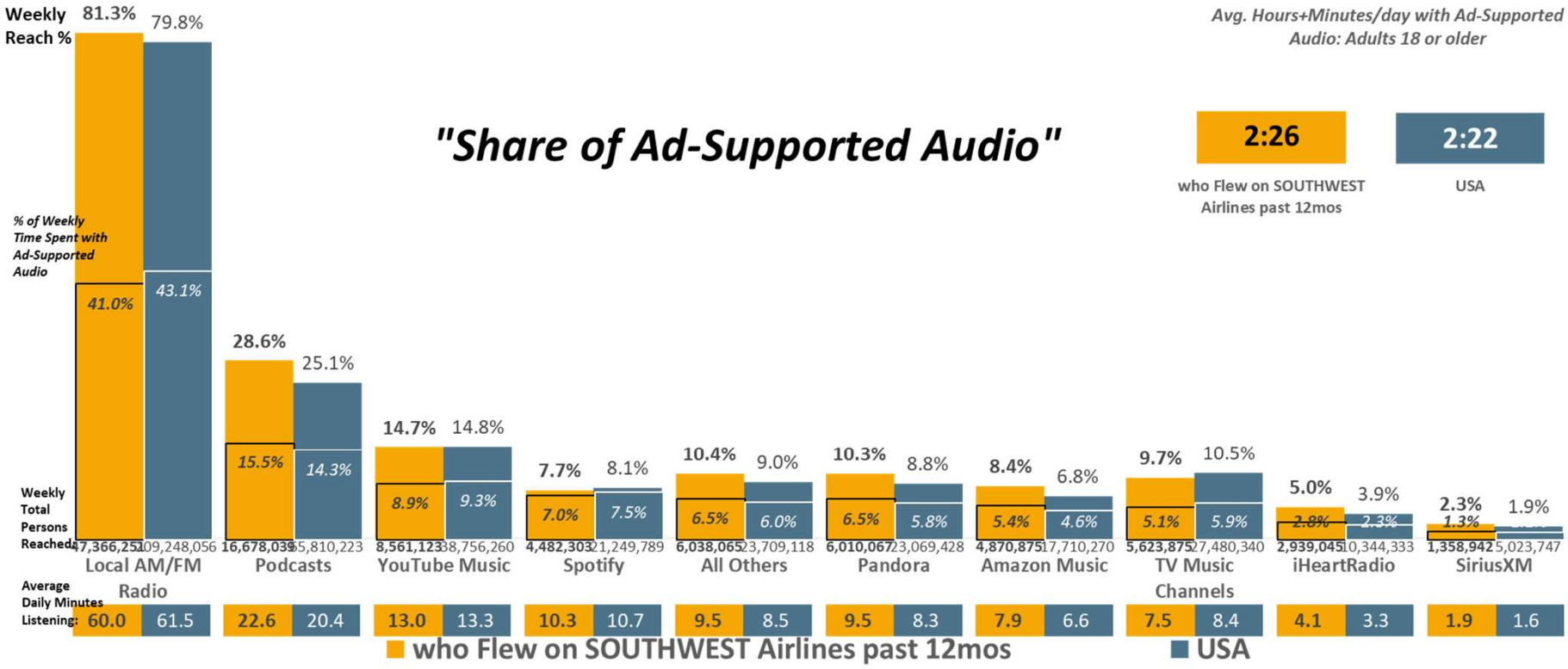
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




47,366,251 or 81.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136

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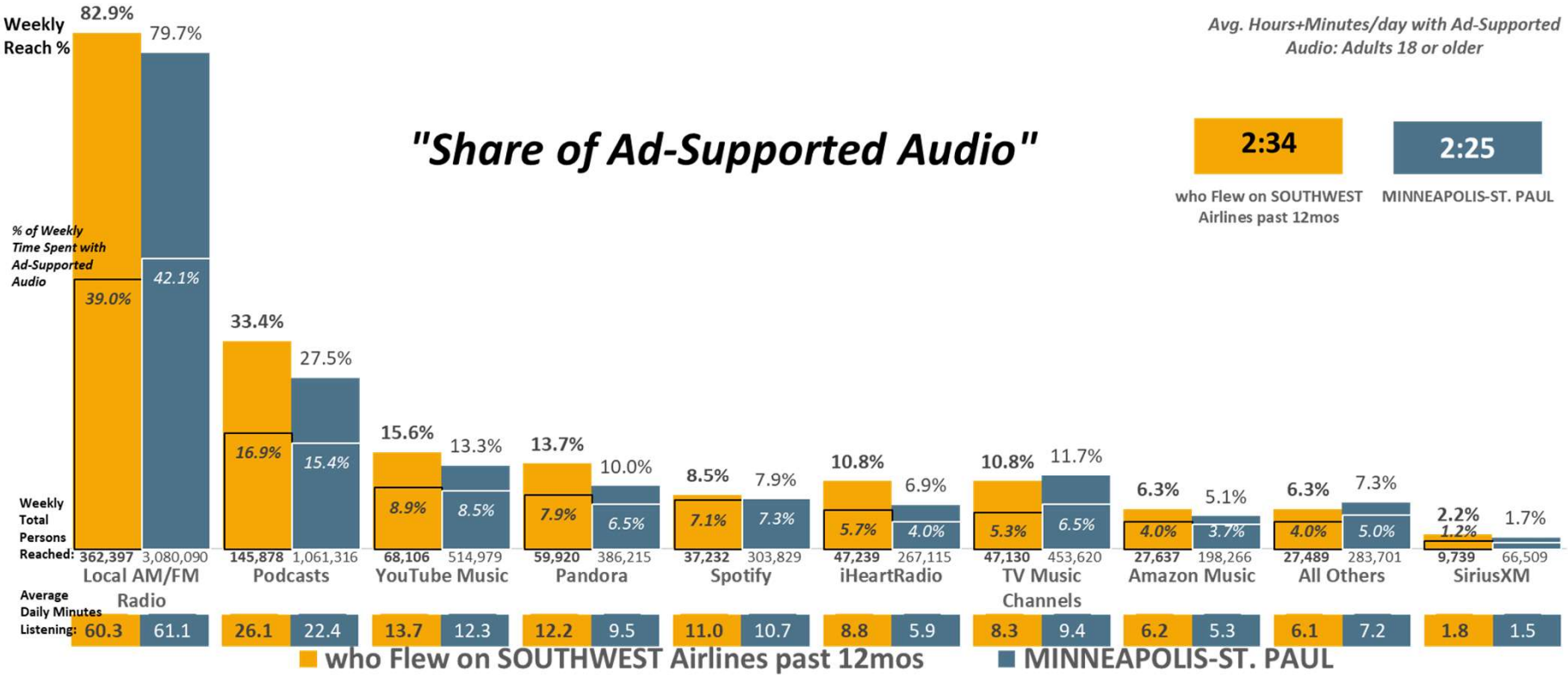
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Airlines used for domestic/foreign travel past 12 months: Southwest




362,397 or 82.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



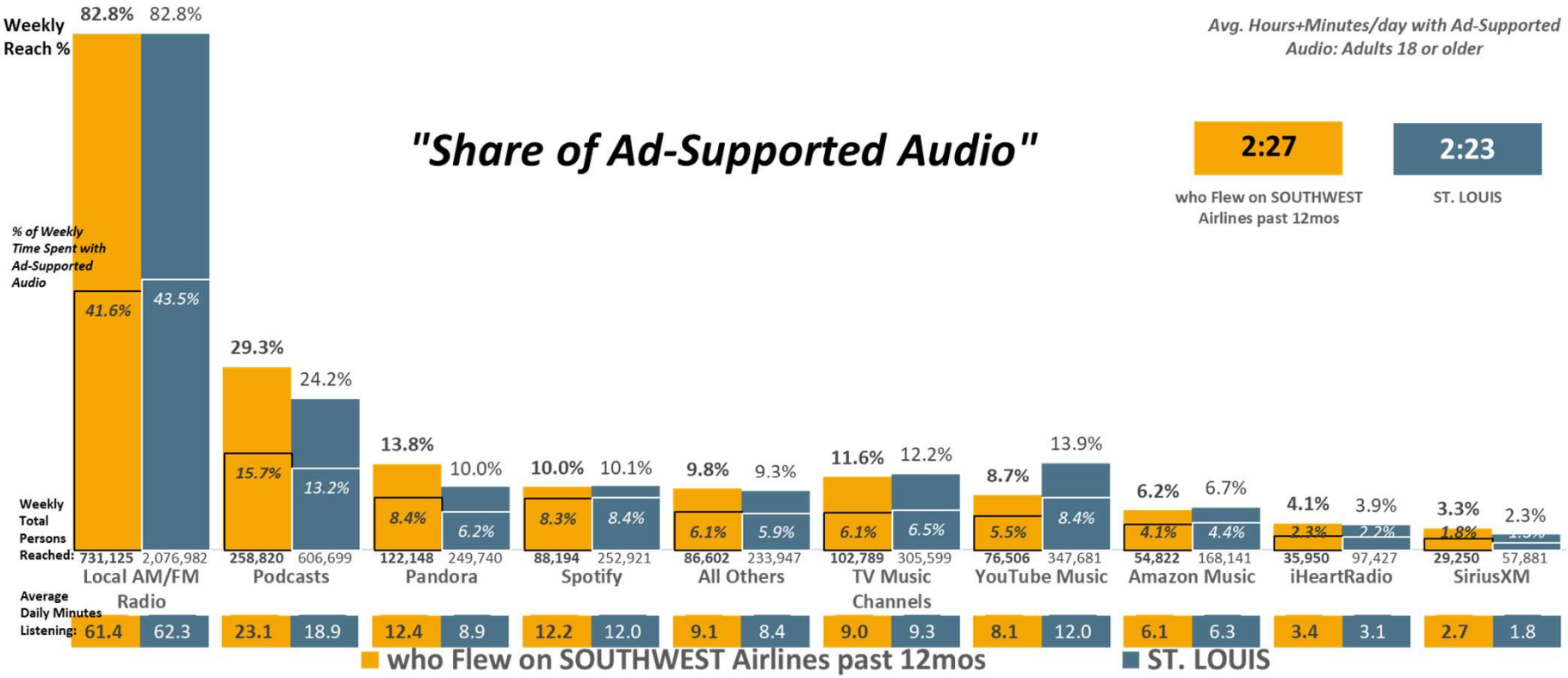

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Airlines used for domestic/foreign travel past 12 months: Southwest

731,125 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.




ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

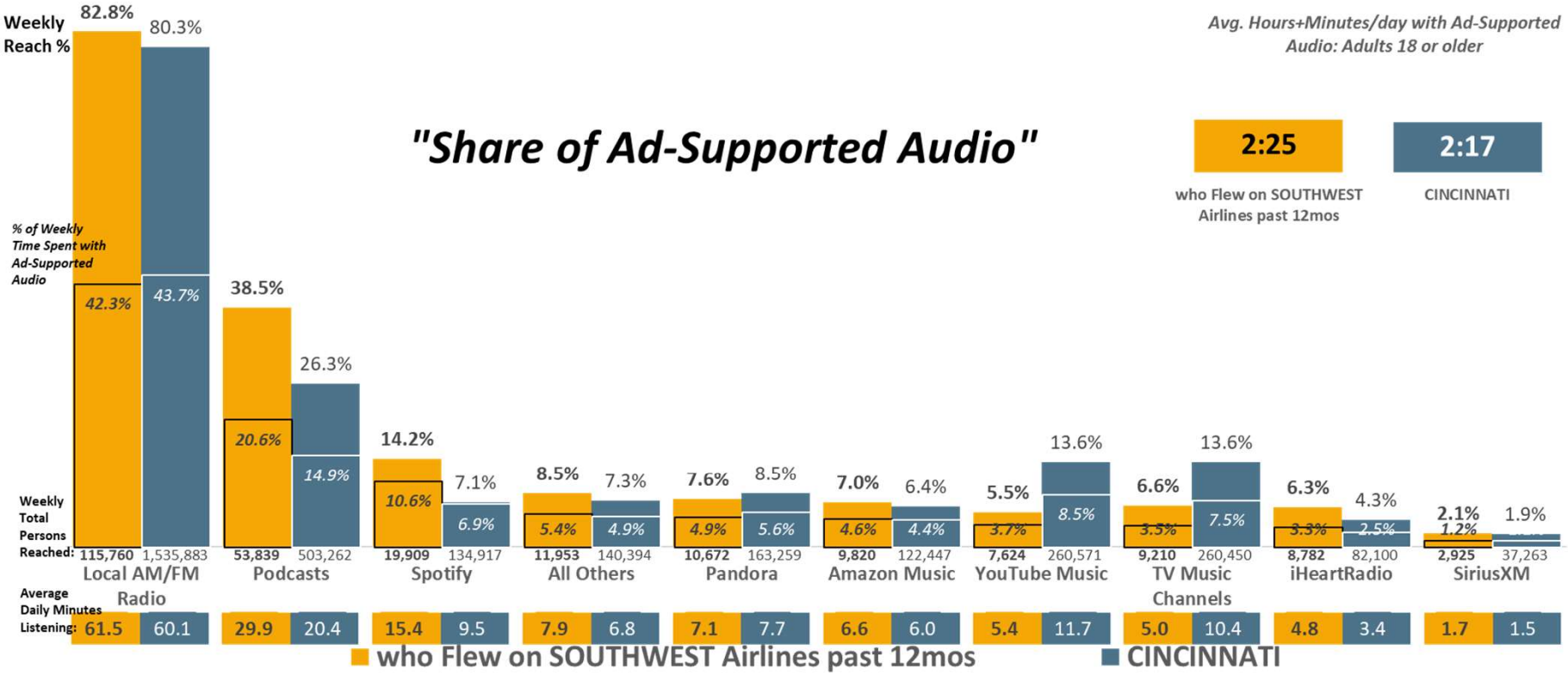
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Airlines used for domestic/foreign travel past 12 months: Southwest




115,760 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.




CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

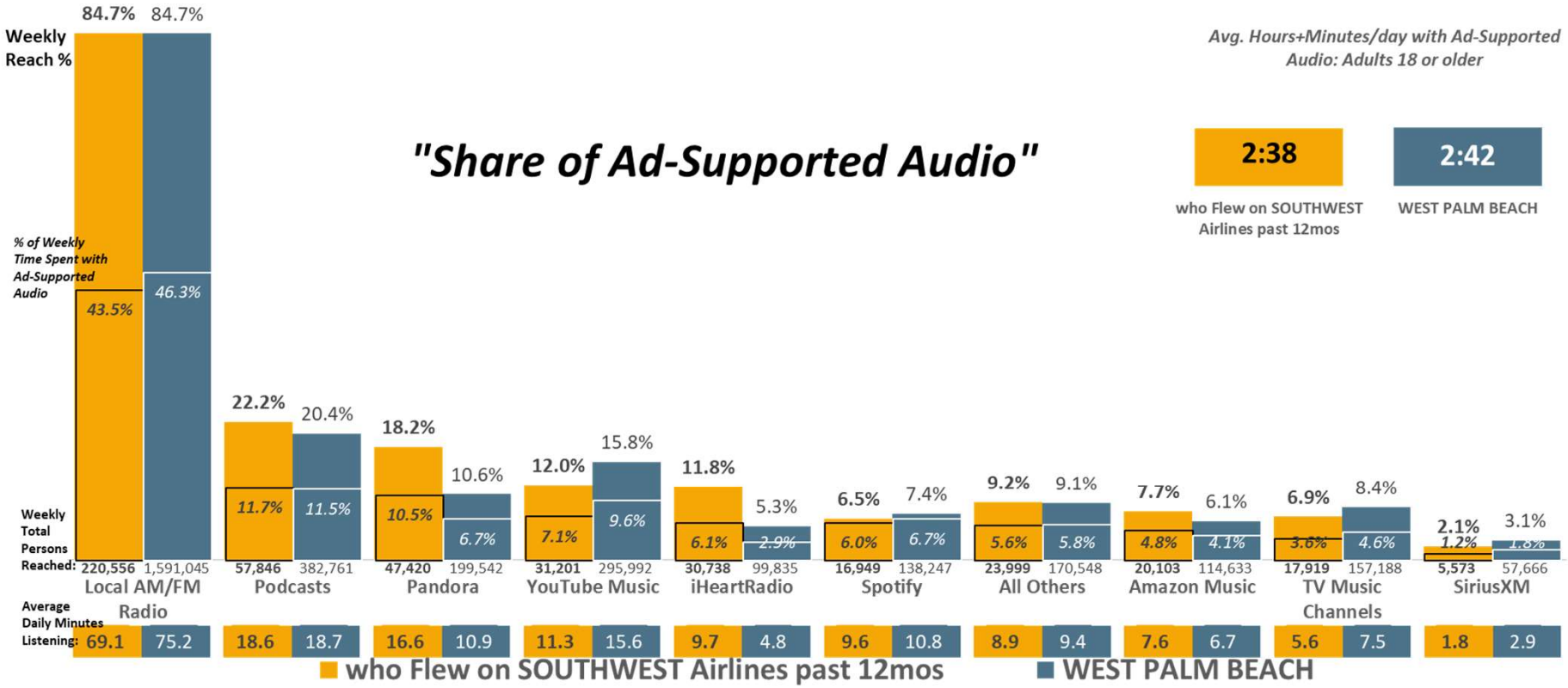
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Airlines used for domestic/foreign travel past 12 months: Southwest




220,556 or 84.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.




WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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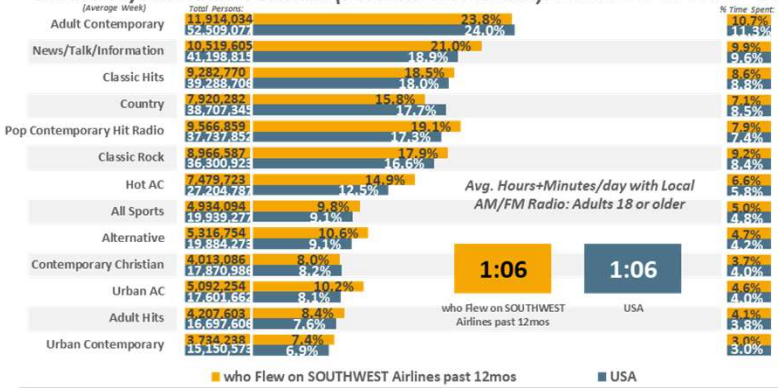
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Airlines used for domestic/foreign travel past 12 months: Southwest

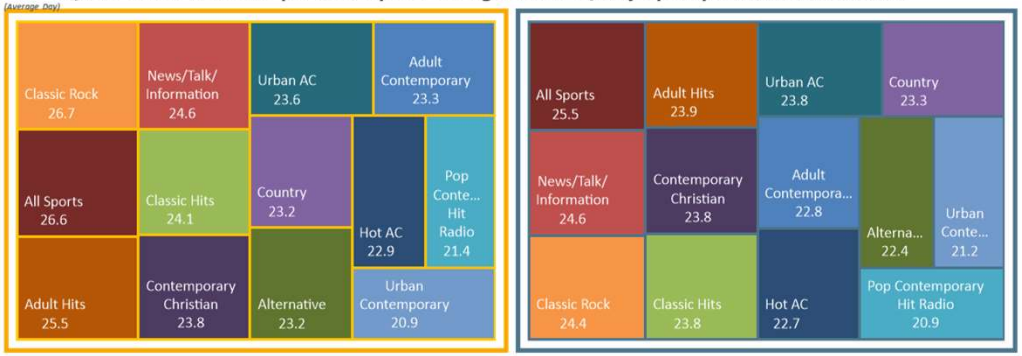



47,366,251 or 81.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

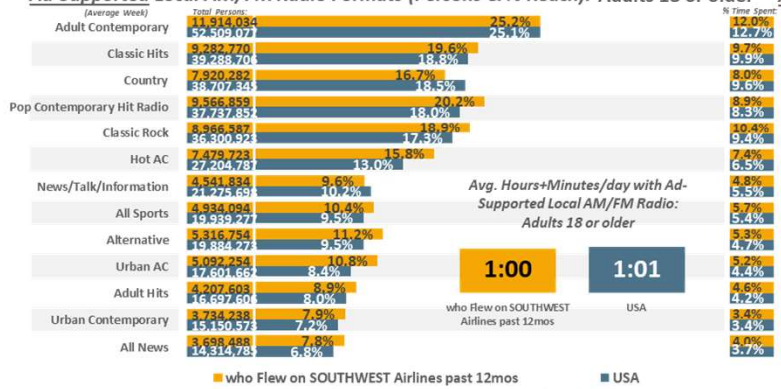
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



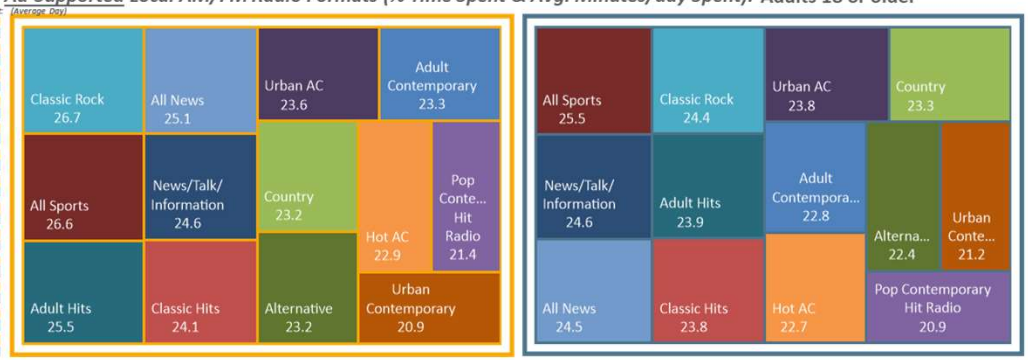

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA  USA Projection  Scarborough R1 2024: Jan23-Aug24  Qual Intab  5,136*

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*USA Projection  Scarborough R1 2024: Jan23-Aug24  Qual Intab  23,243*

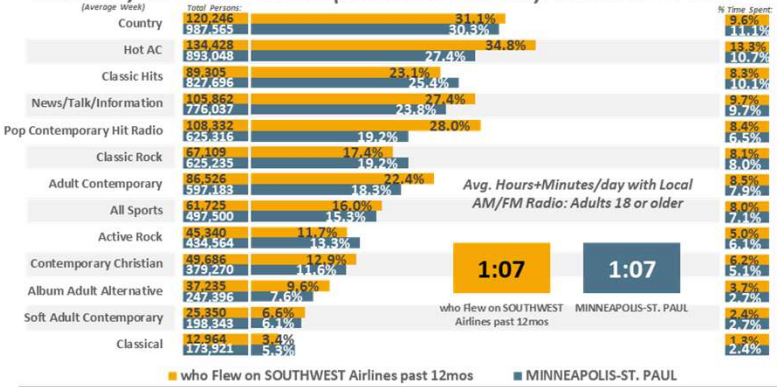
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

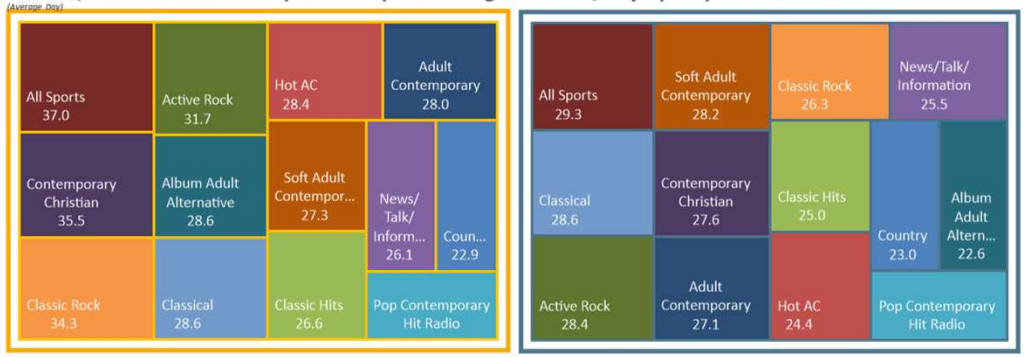



362,397 or 82.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

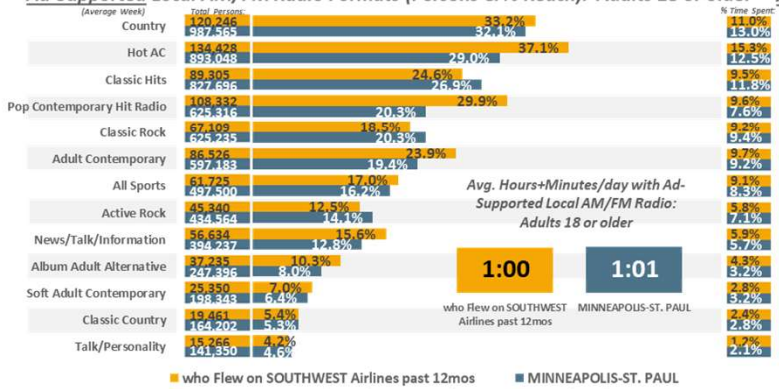
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



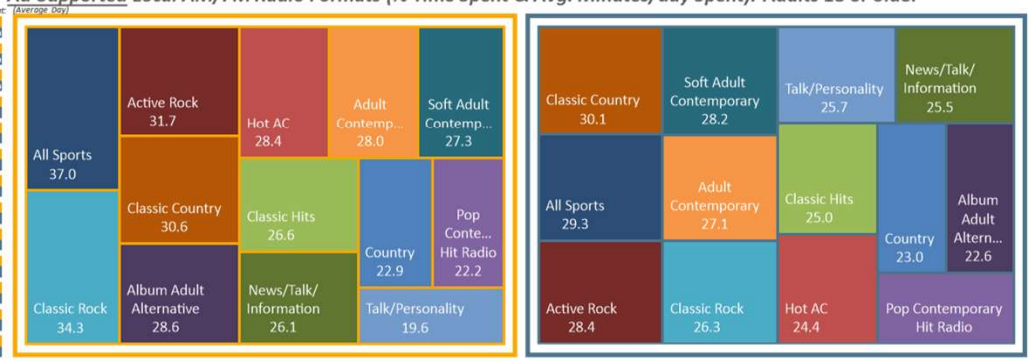

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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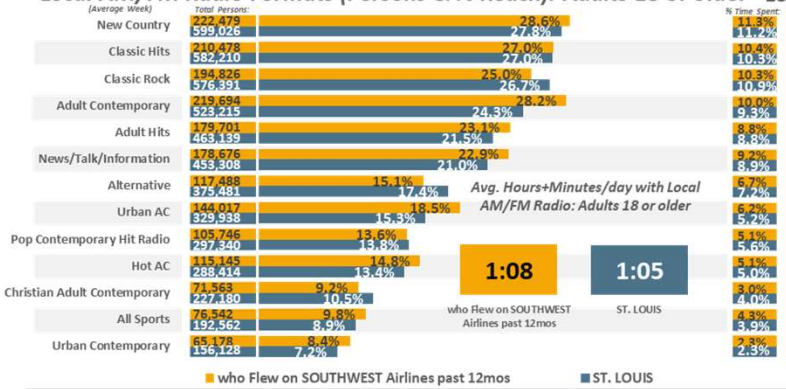
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

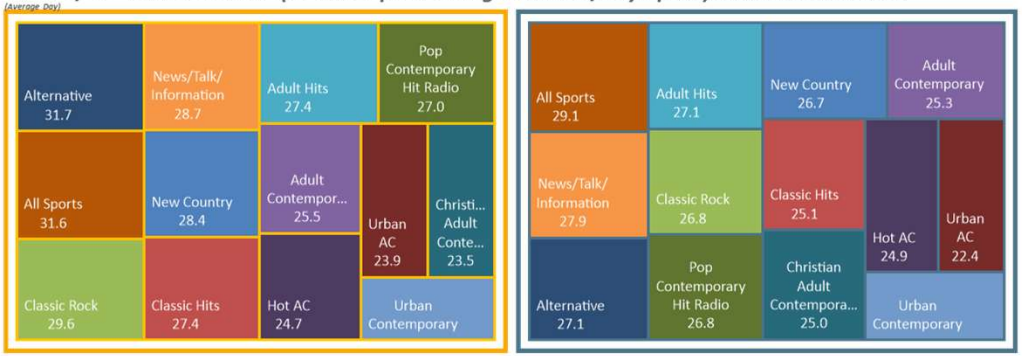



731,125 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Classic Hits, Classic Rock, and Adult Hits.

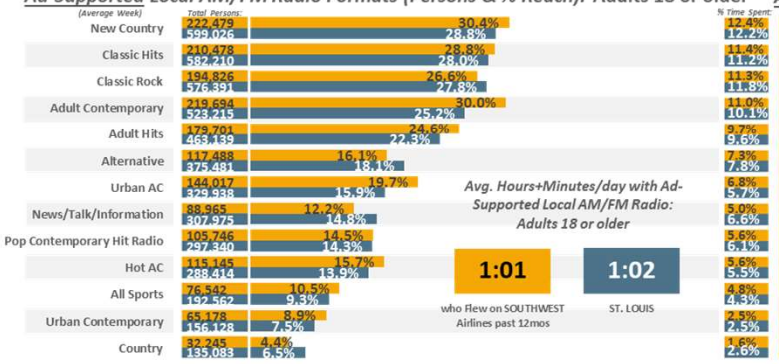
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



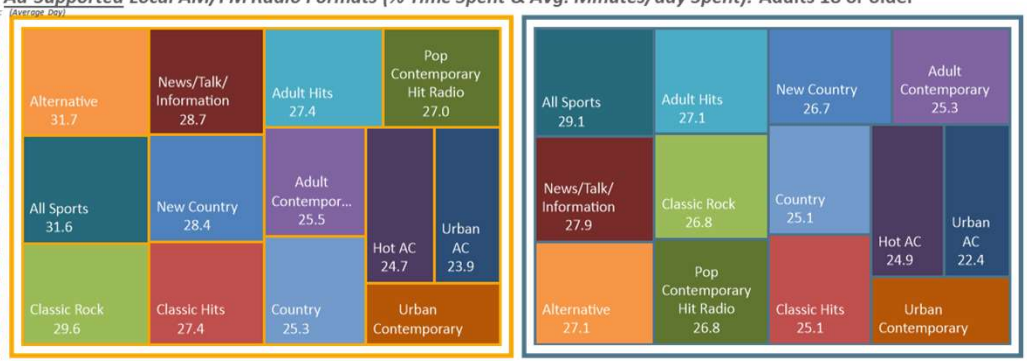

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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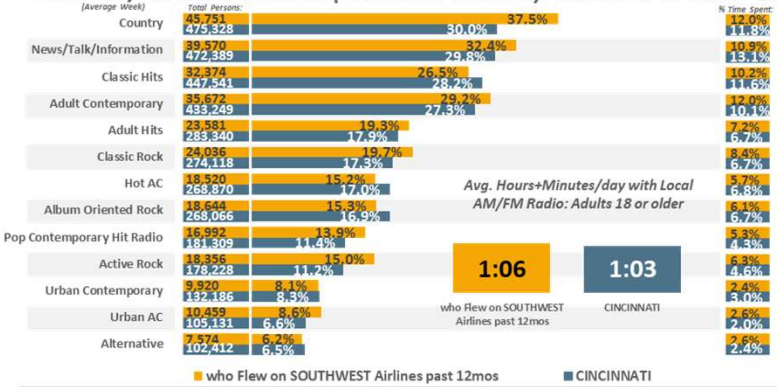
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

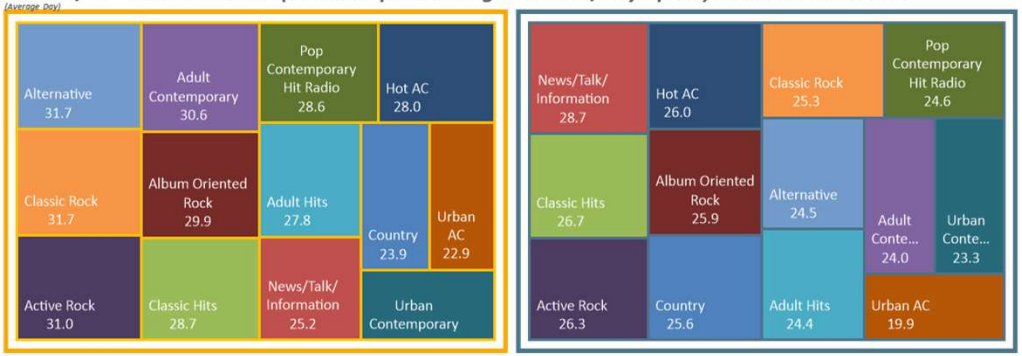



115,760 or 82.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Classic Rock.

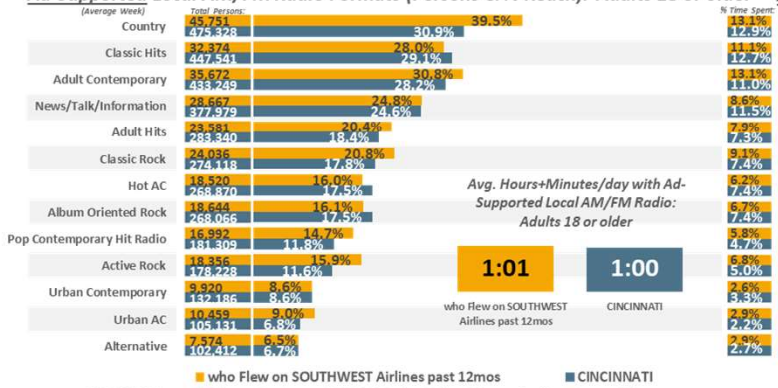
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



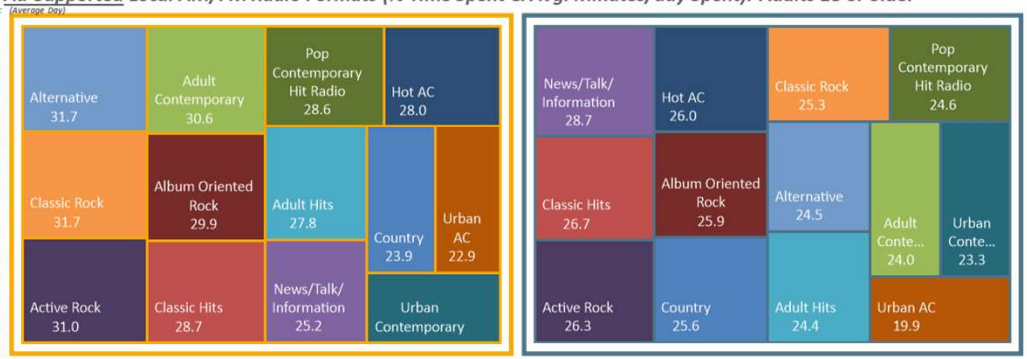

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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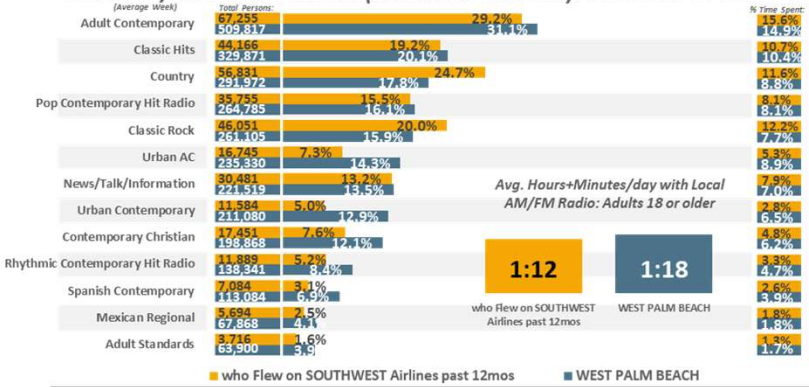
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

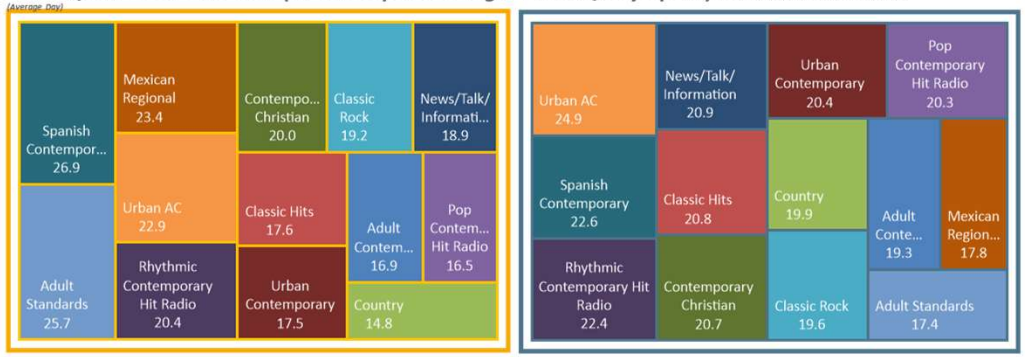



220,556 or 84.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



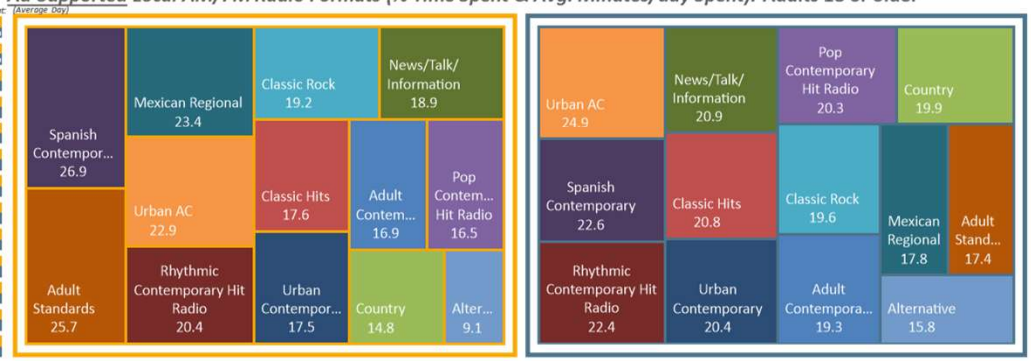

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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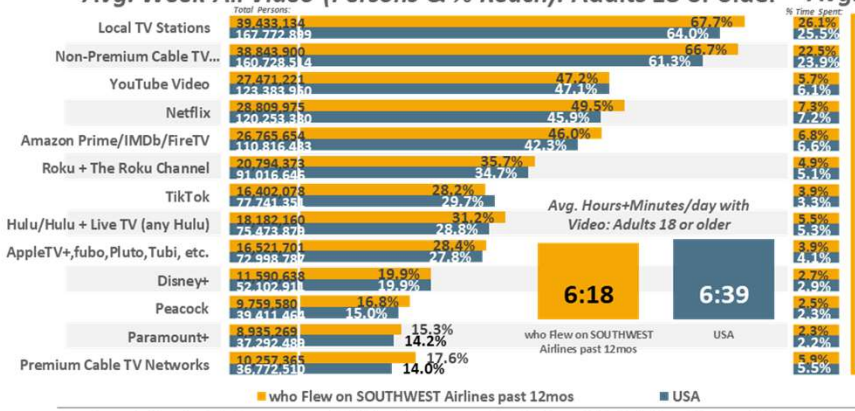
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

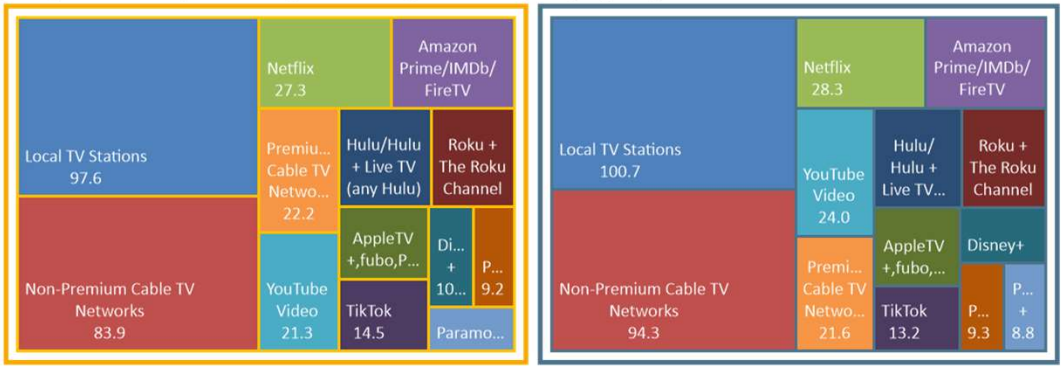



38,862,995 or 66.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

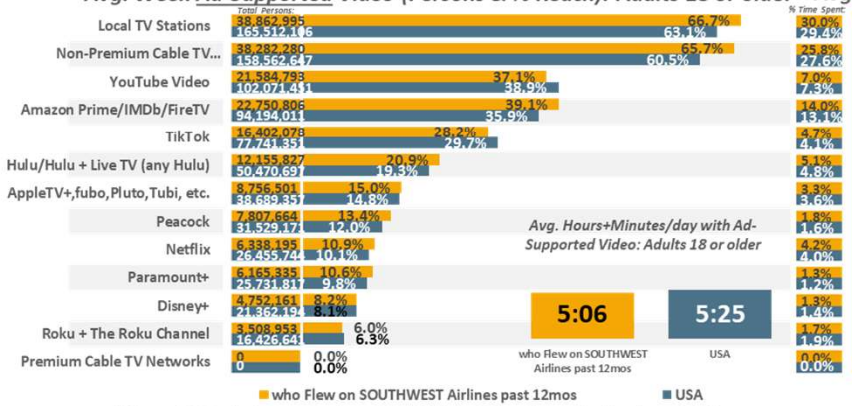
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



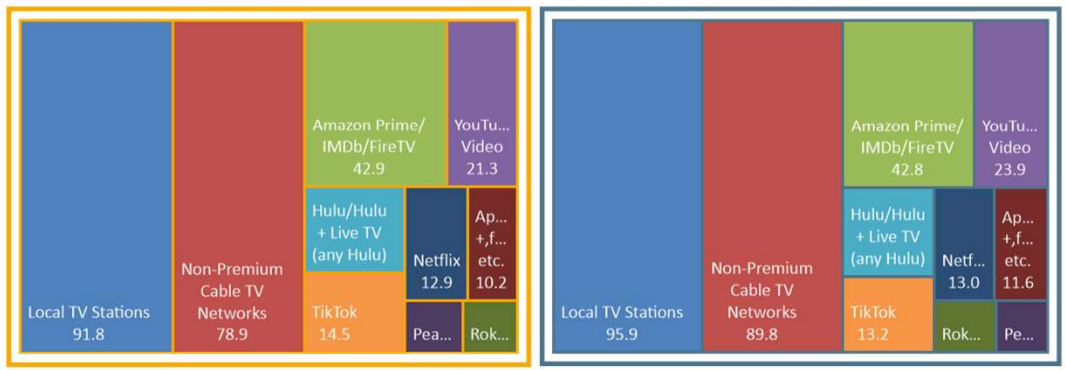

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

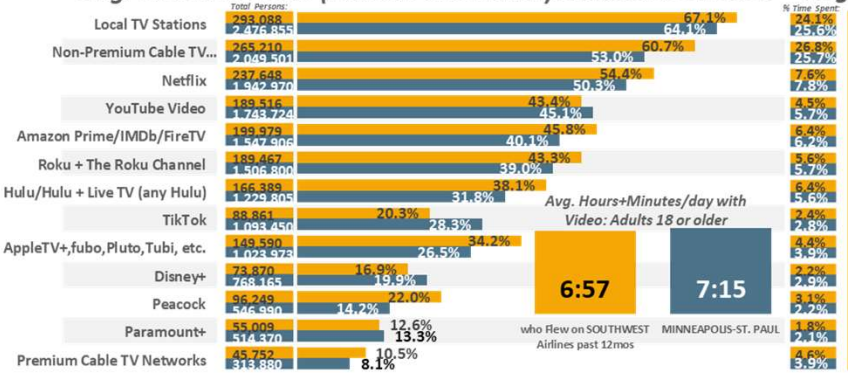
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

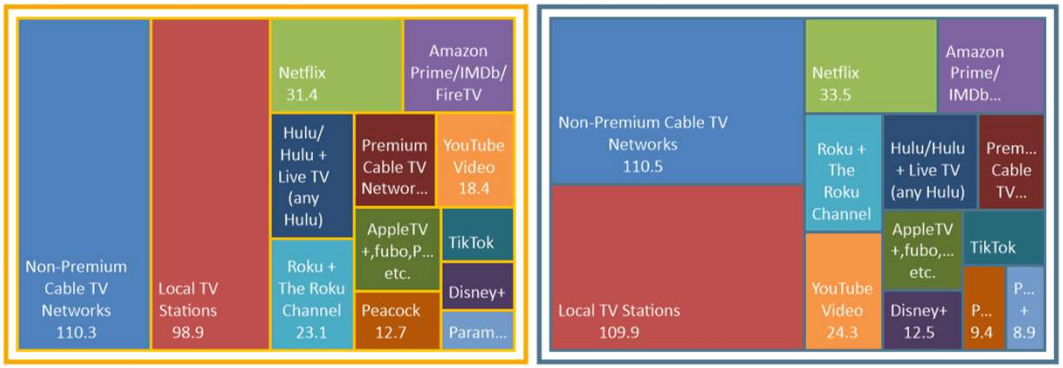



286,624 or 65.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

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

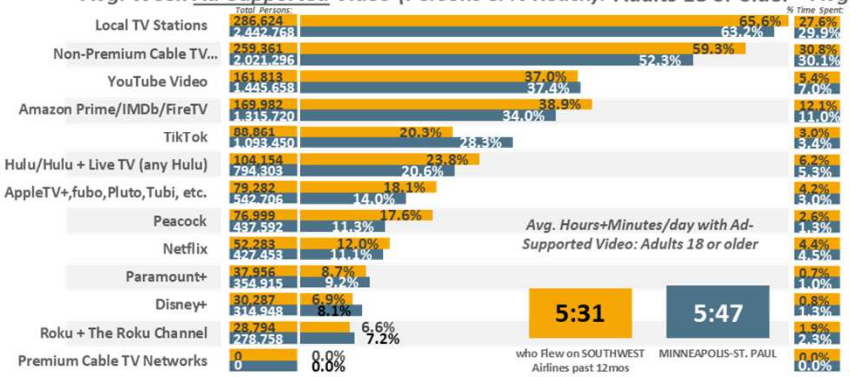



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

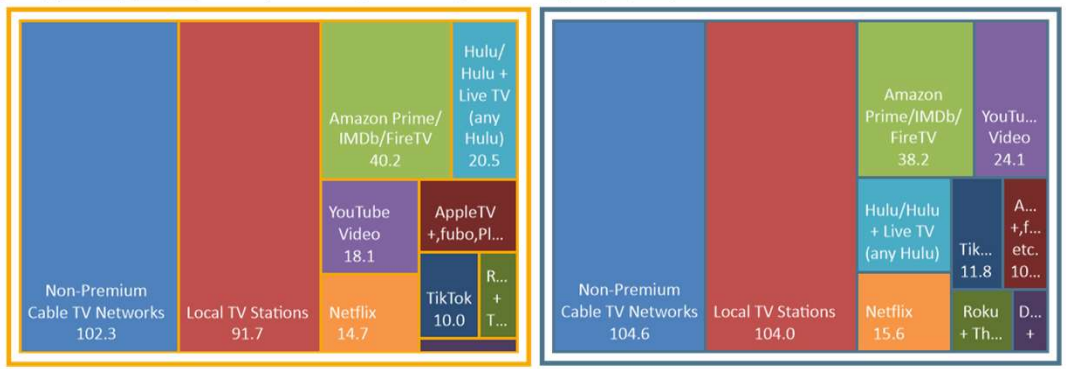



who Flew on SOUTHWEST Airlines past 12mos ■ MINNEAPOLIS-ST. PAUL

## *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




who Flew on SOUTHWEST Airlines past 12mos ■ MINNEAPOLIS-ST. PAUL

*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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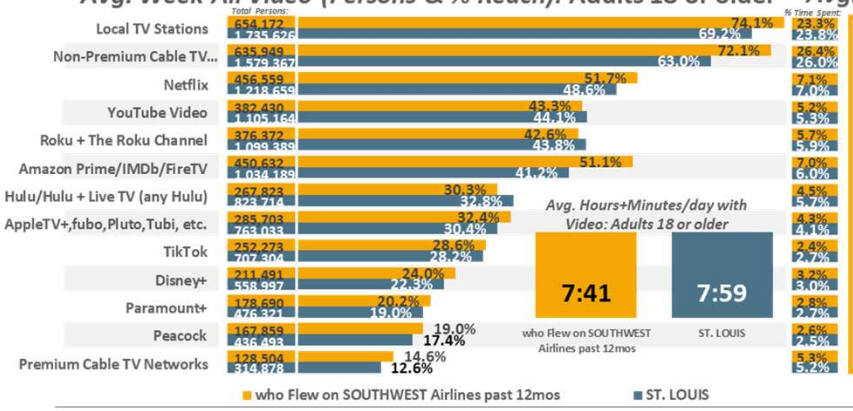
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

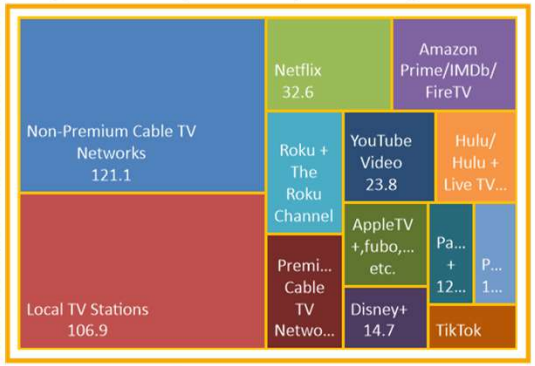


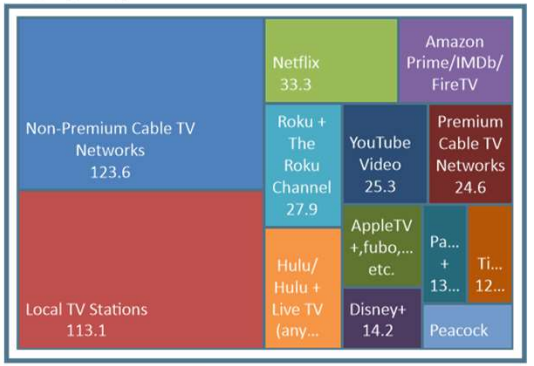

641,194 or 72.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

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

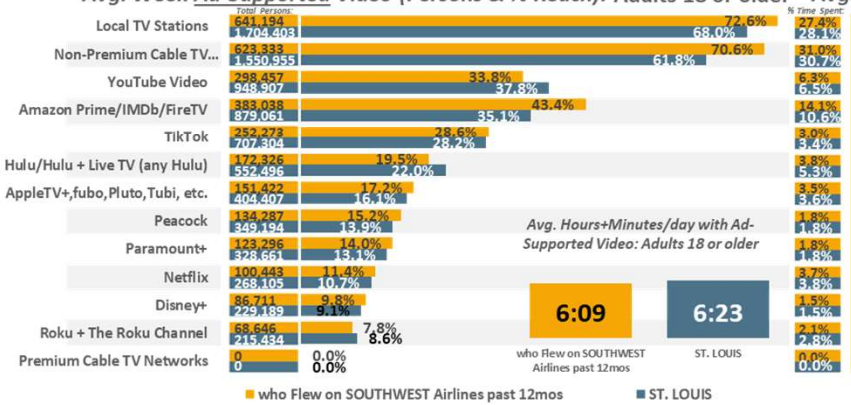



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

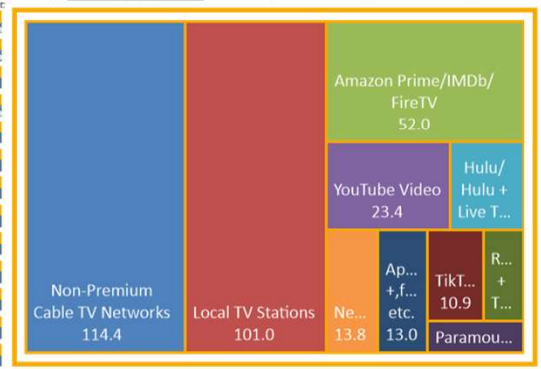


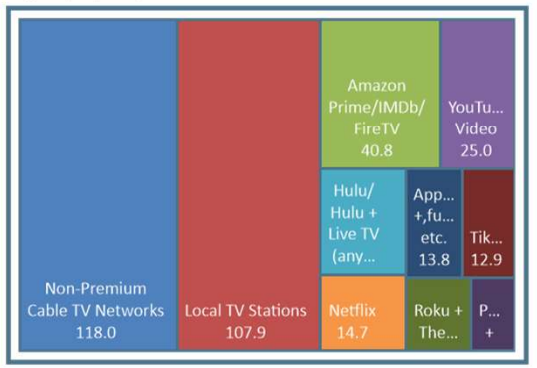




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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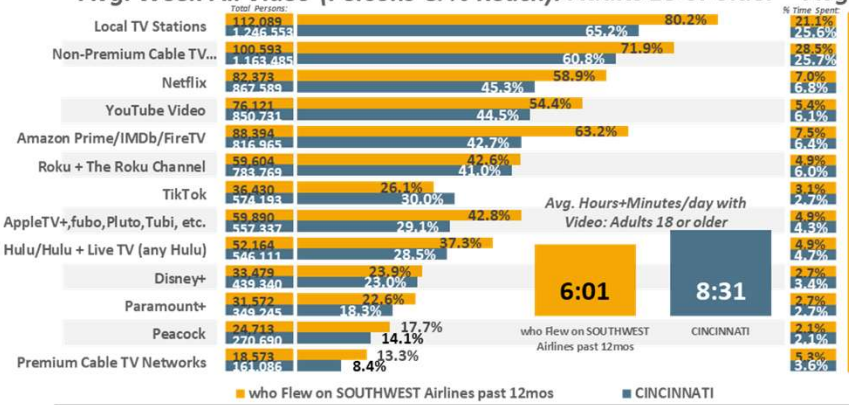
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

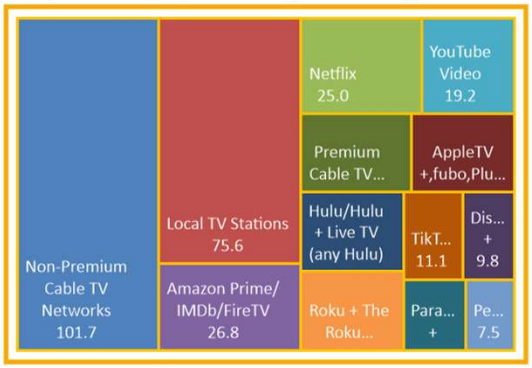


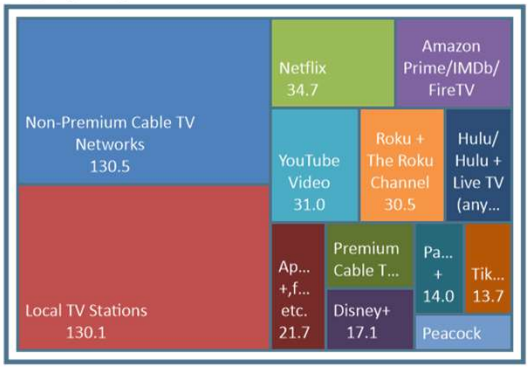

110,493 or 79.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 70.5 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

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

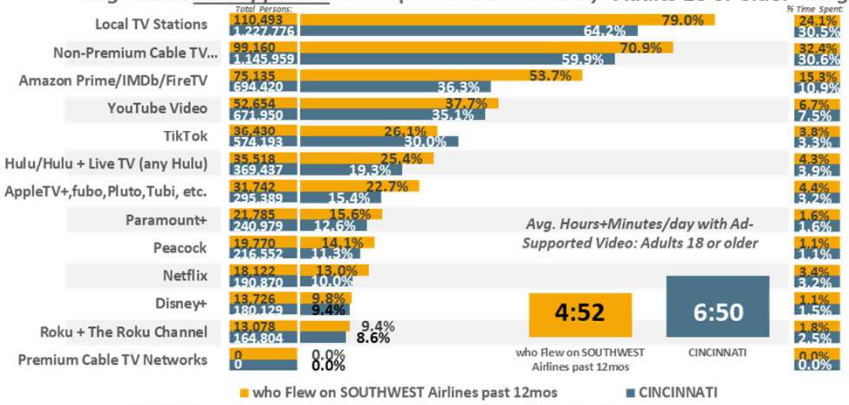



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

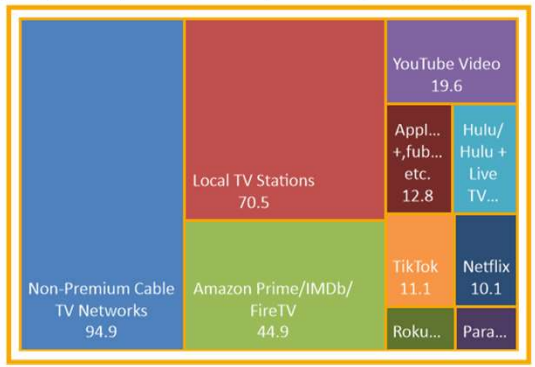


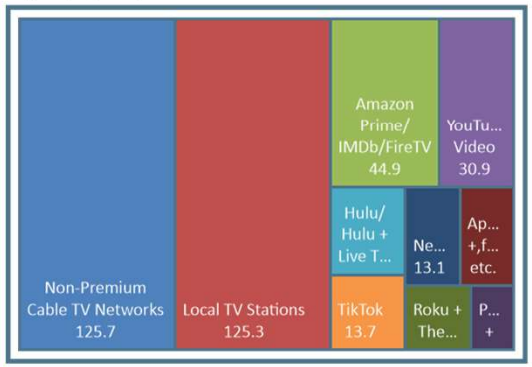




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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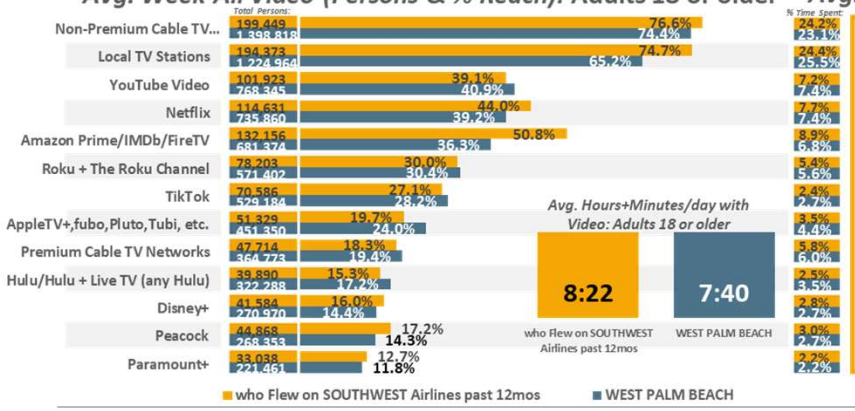
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

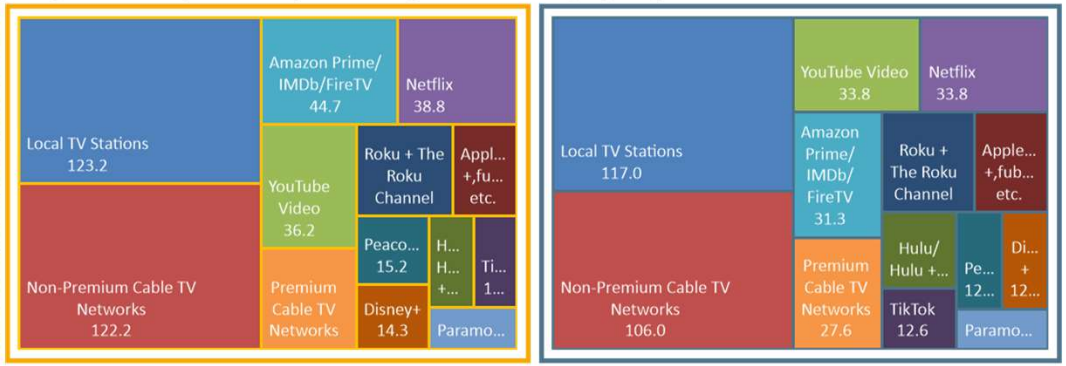



192,553 or 74.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 120.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

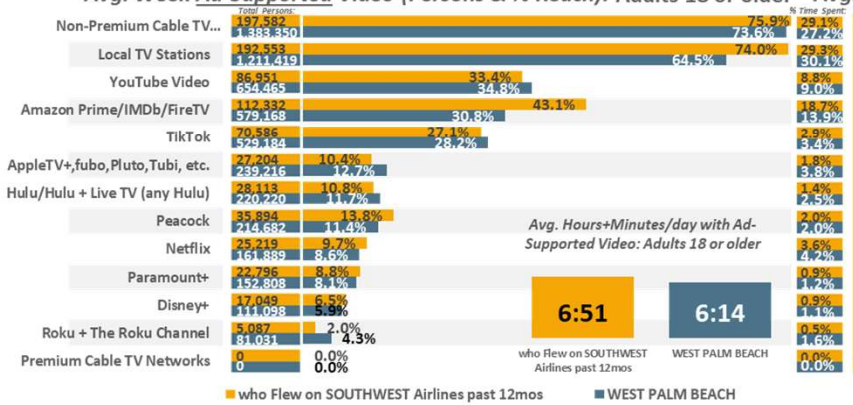
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



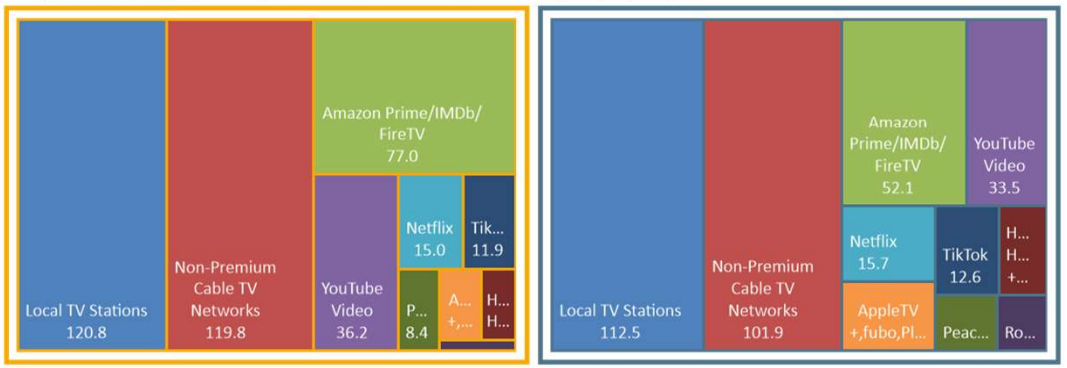

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

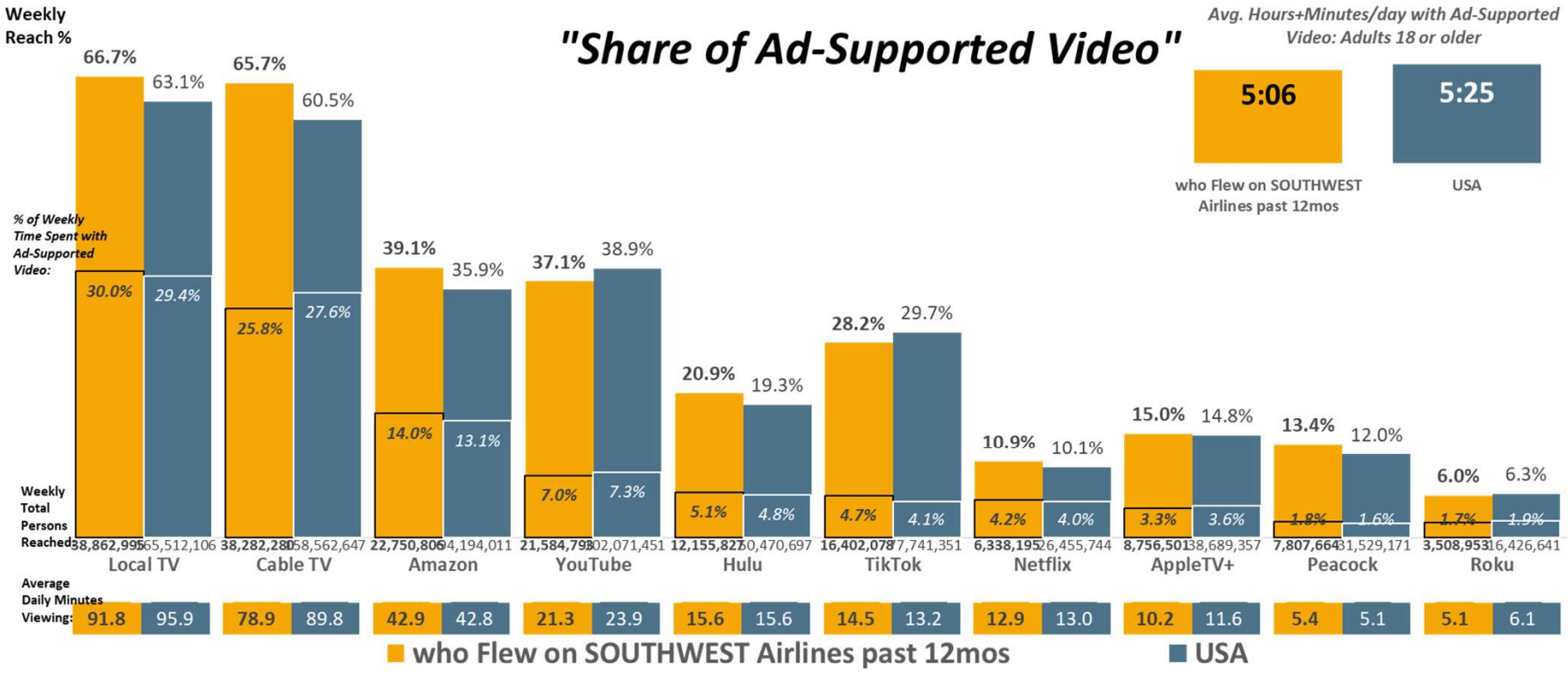
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




38,862,995 or 66.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136

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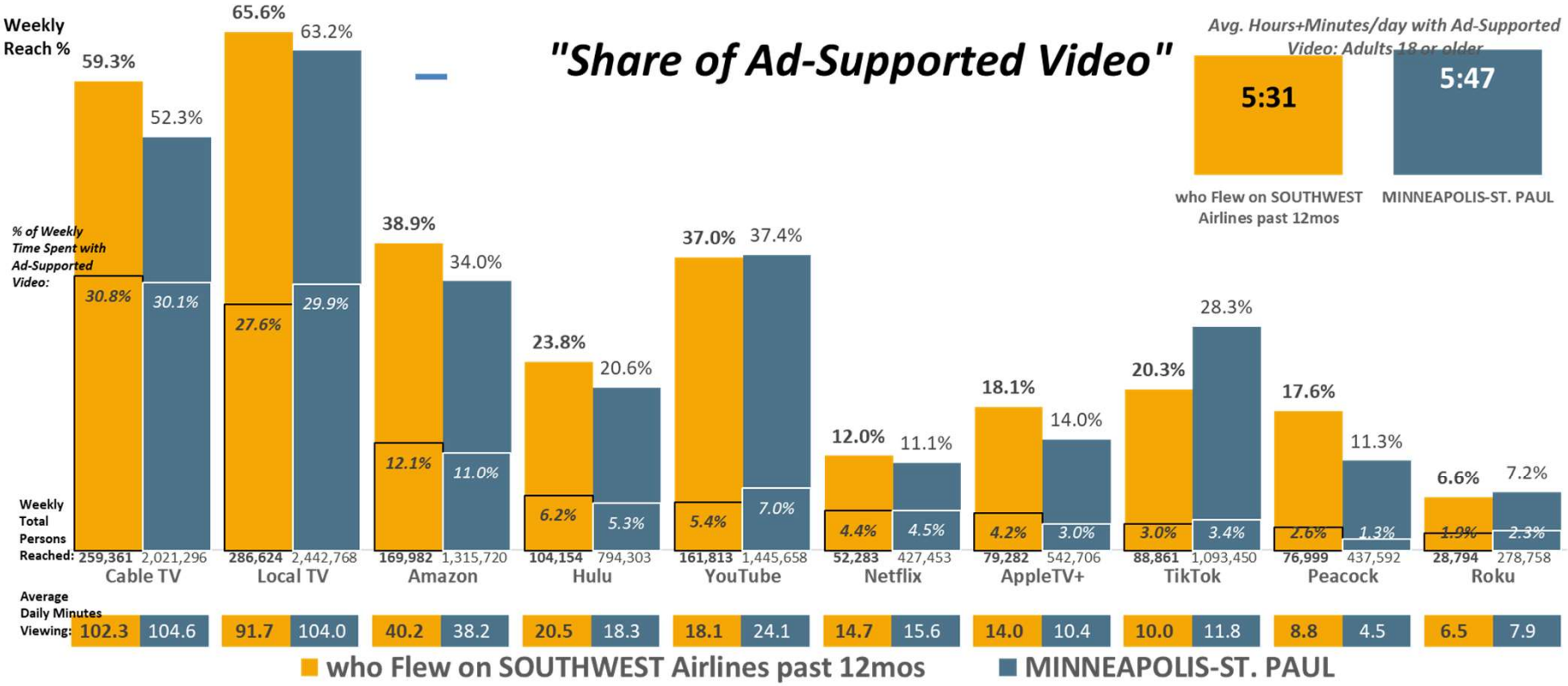
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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*Airlines used for domestic/foreign travel past 12 months: Southwest*




286,624 or 65.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



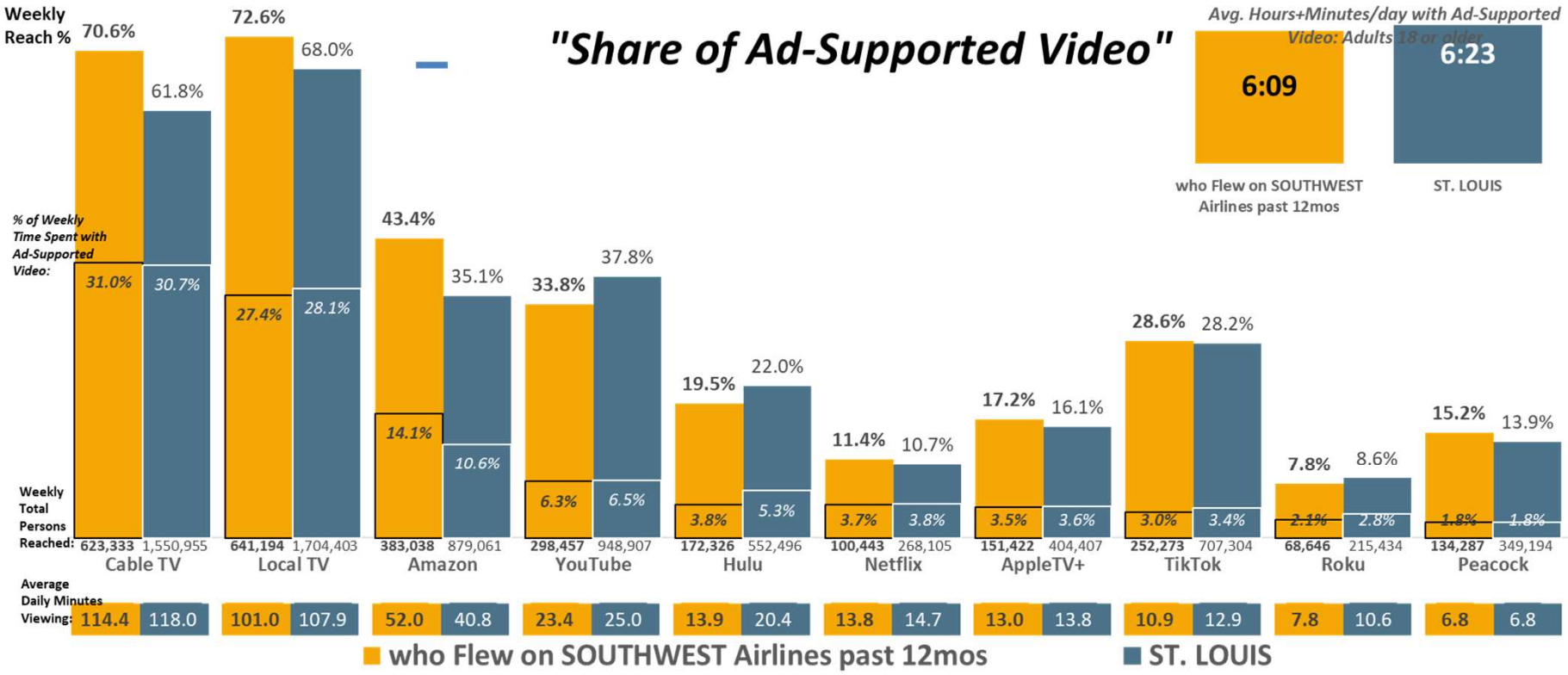

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Airlines used for domestic/foreign travel past 12 months: Southwest

641,194 or 72.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.




ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

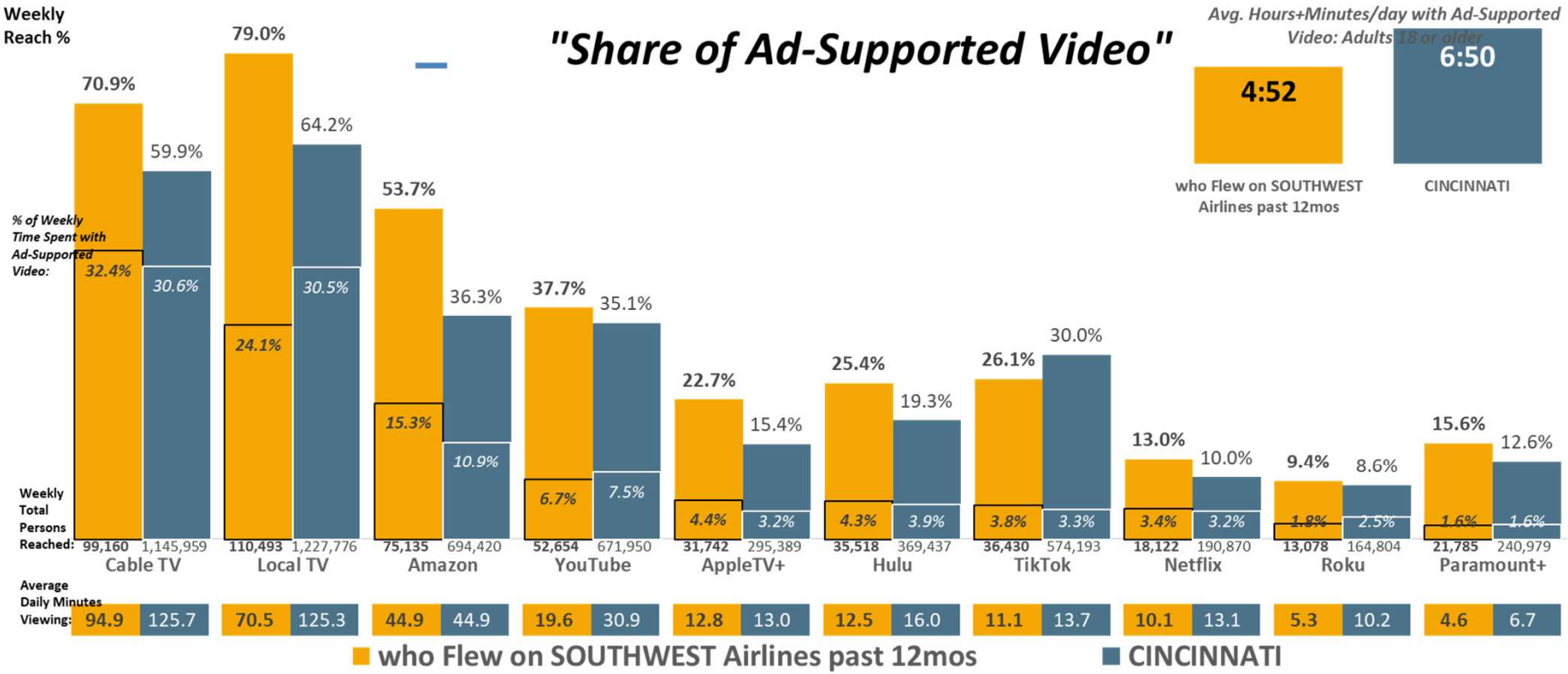
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Airlines used for domestic/foreign travel past 12 months: Southwest




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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

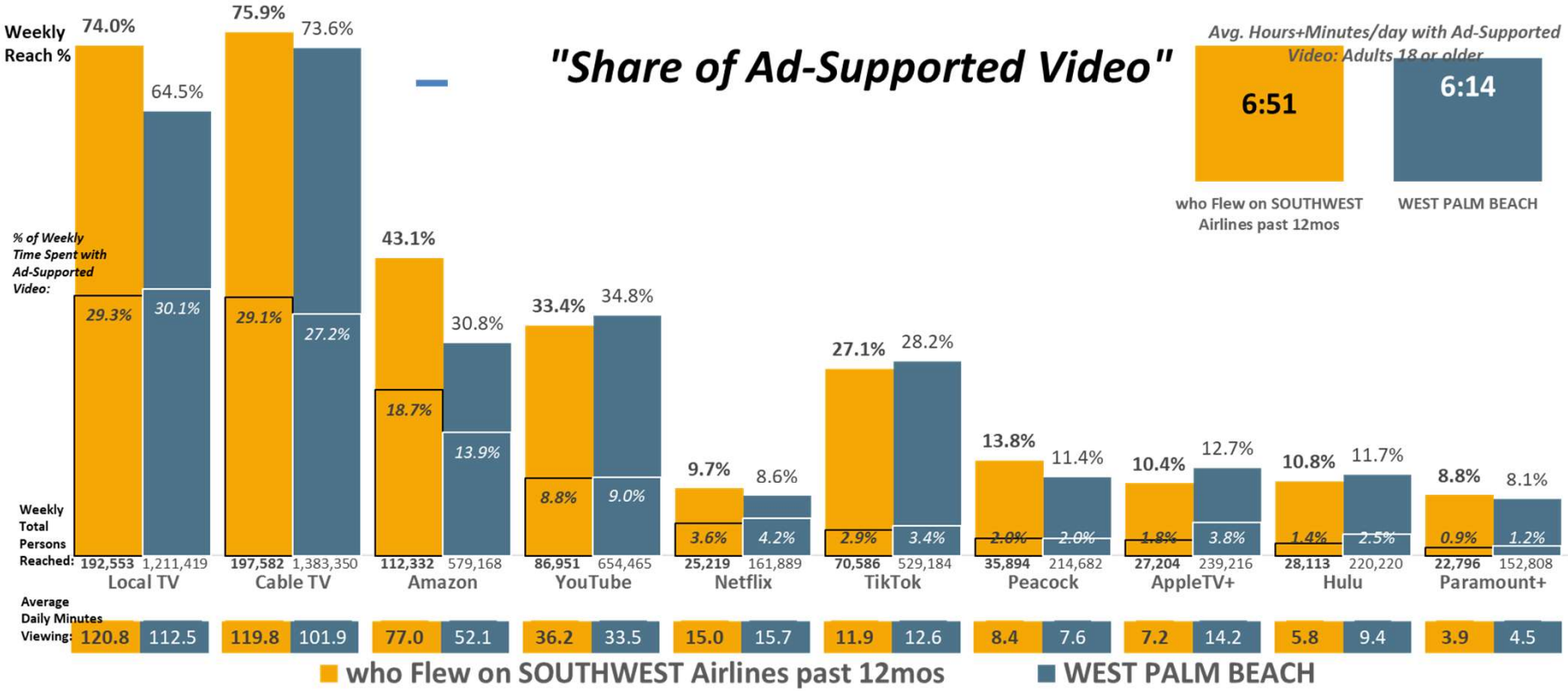
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Airlines used for domestic/foreign travel past 12 months: Southwest




192,553 or 74.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 120.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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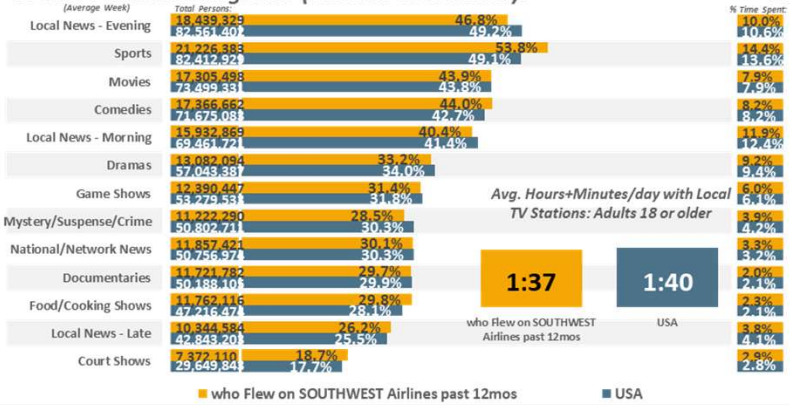
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

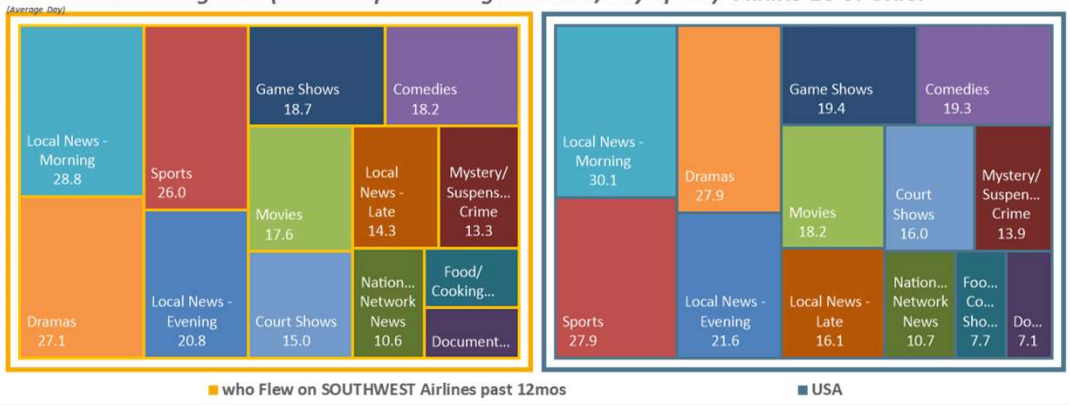



38,862,995 or 66.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

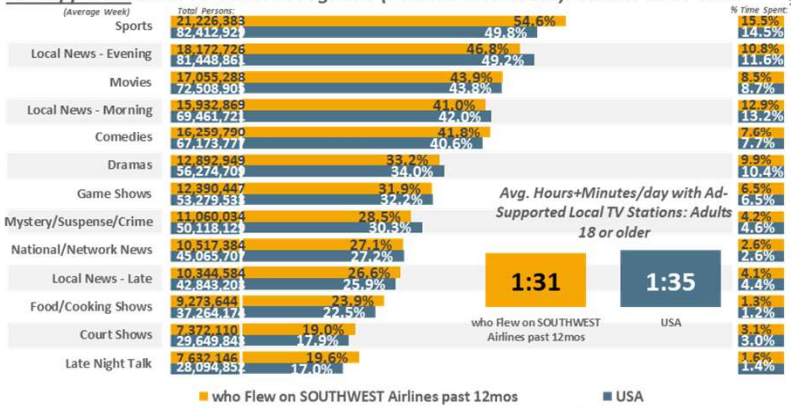
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



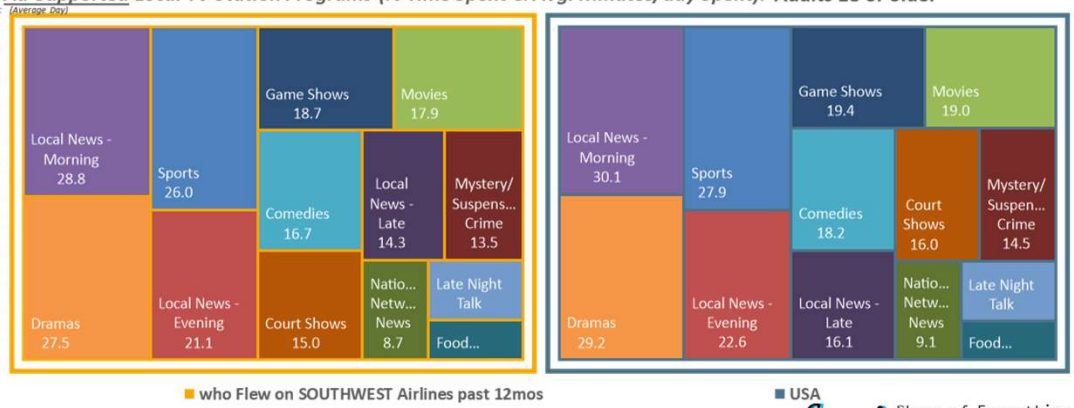

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

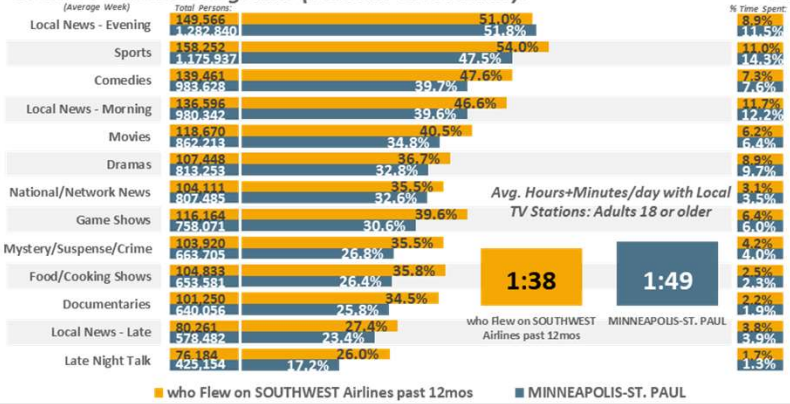
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

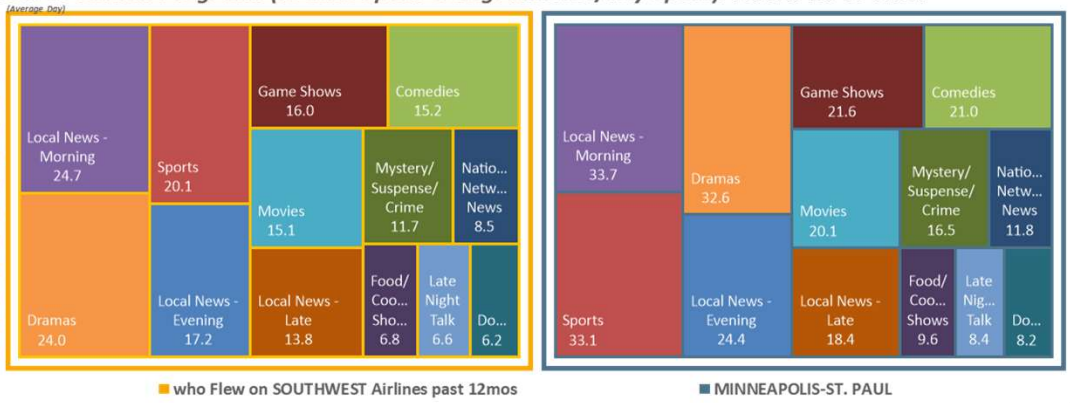



286,624 or 65.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

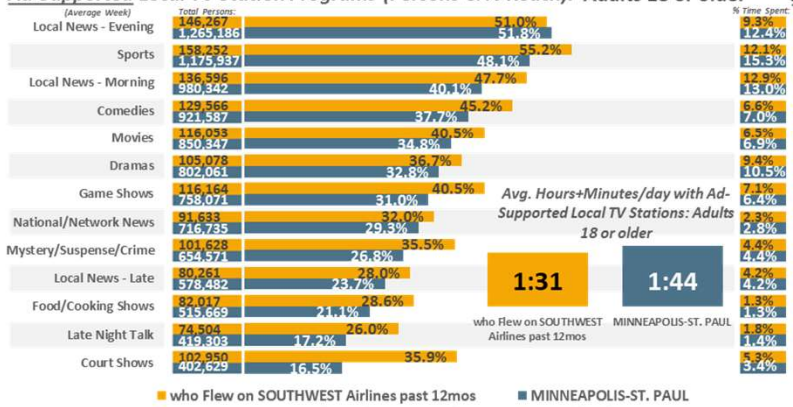
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



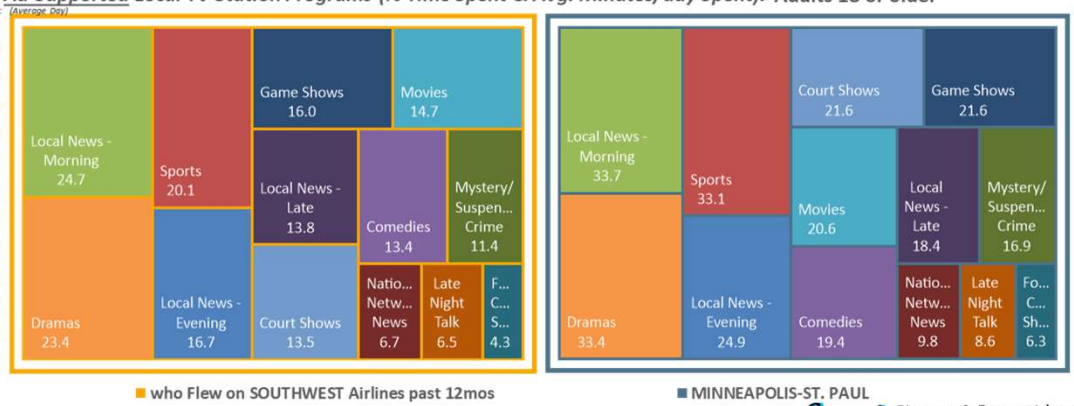

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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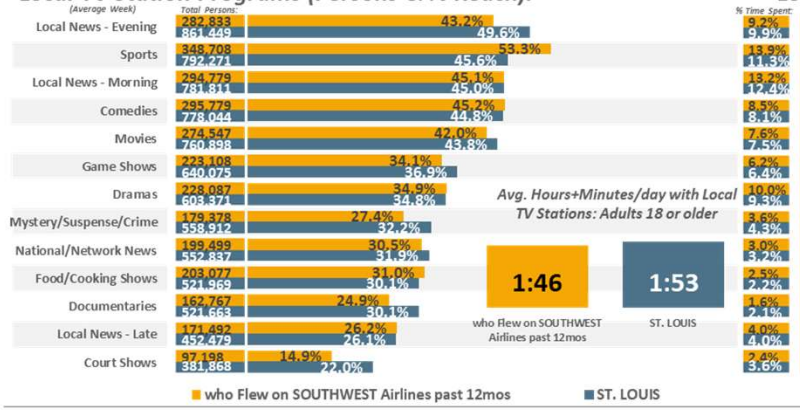
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

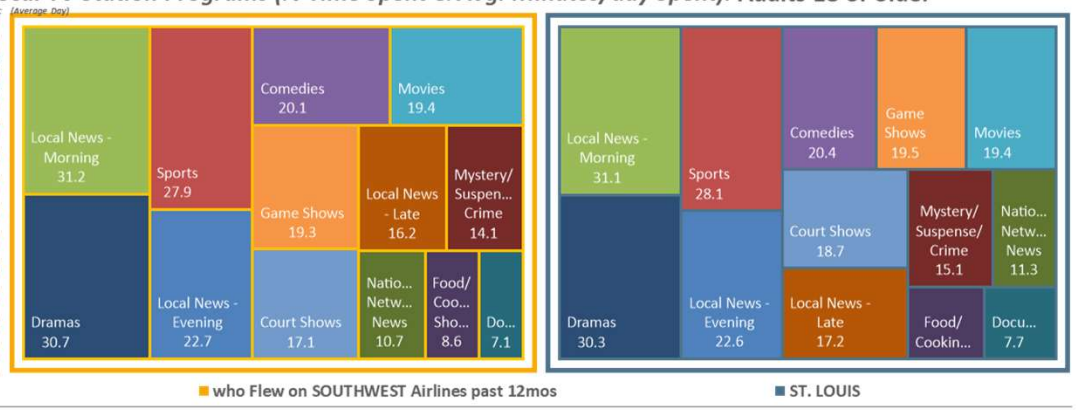



641,194 or 72.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

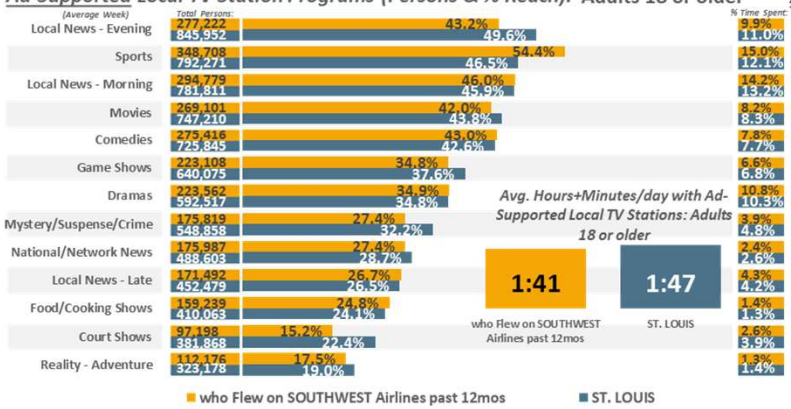
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



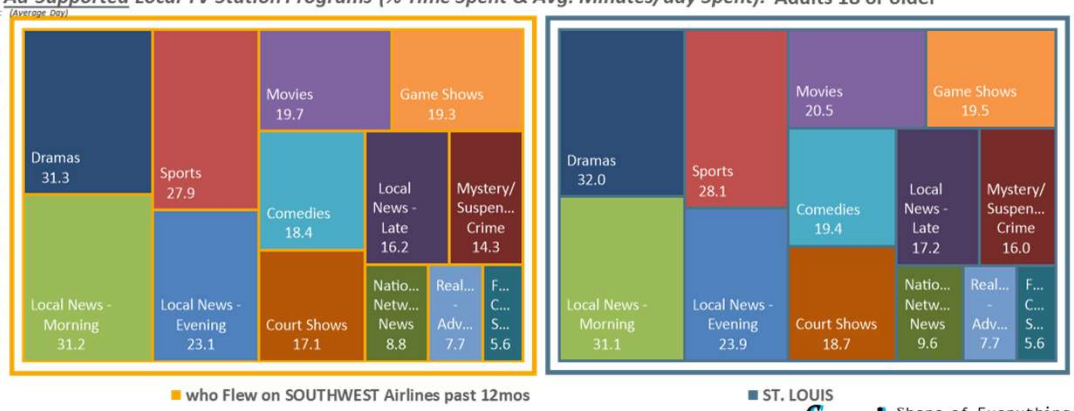

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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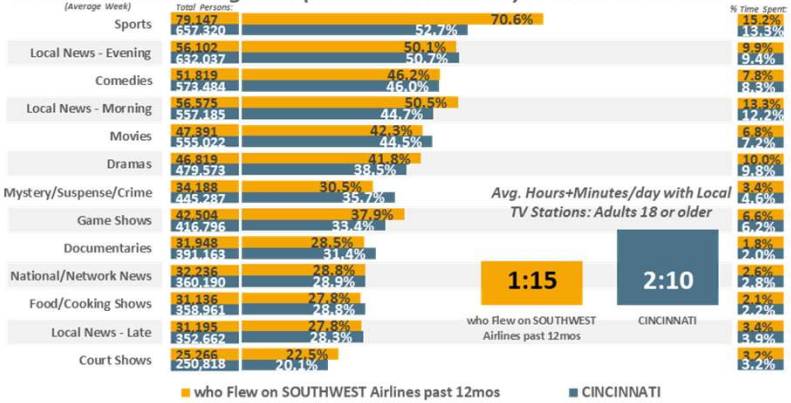
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

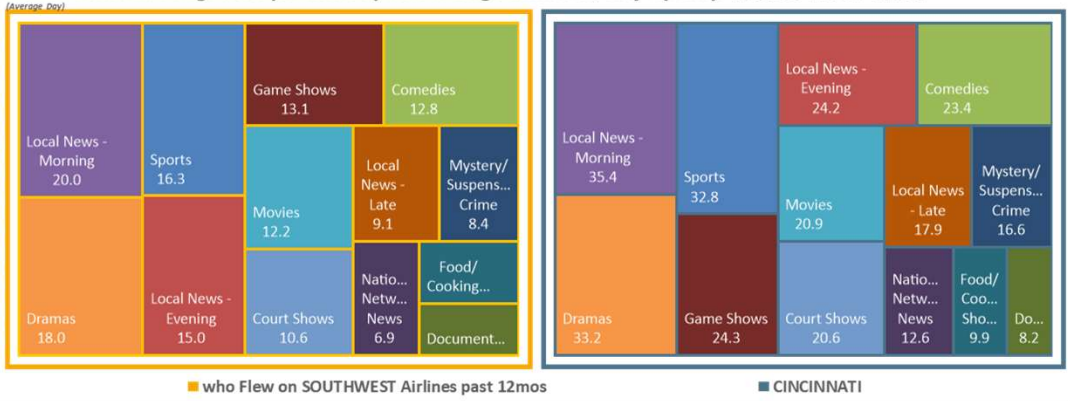



110,493 or 79.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

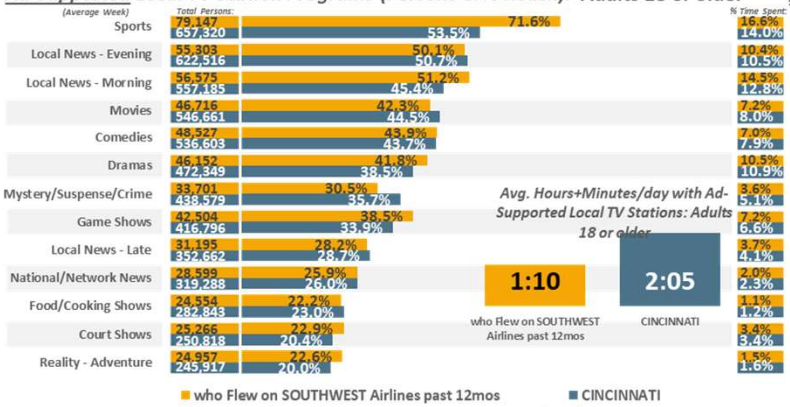
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



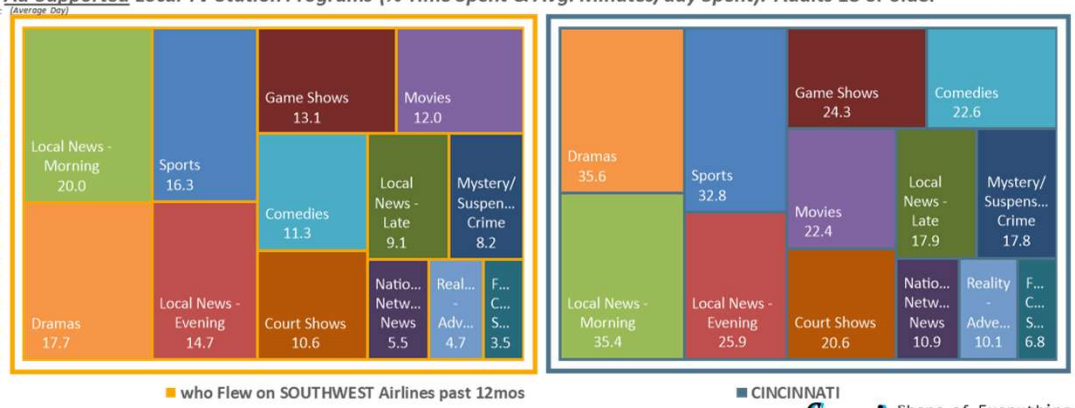

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161

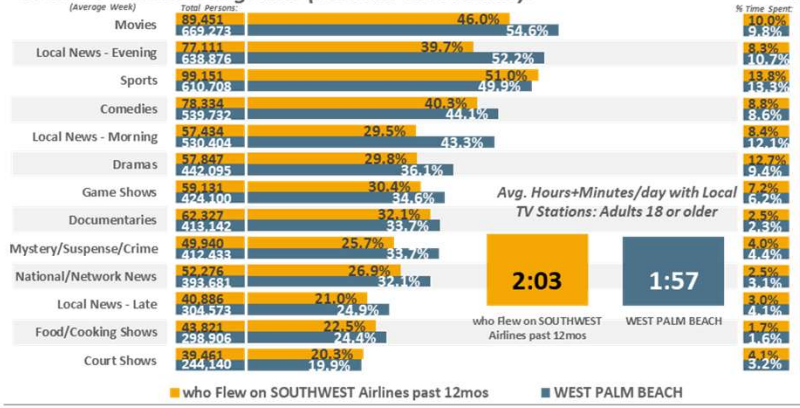
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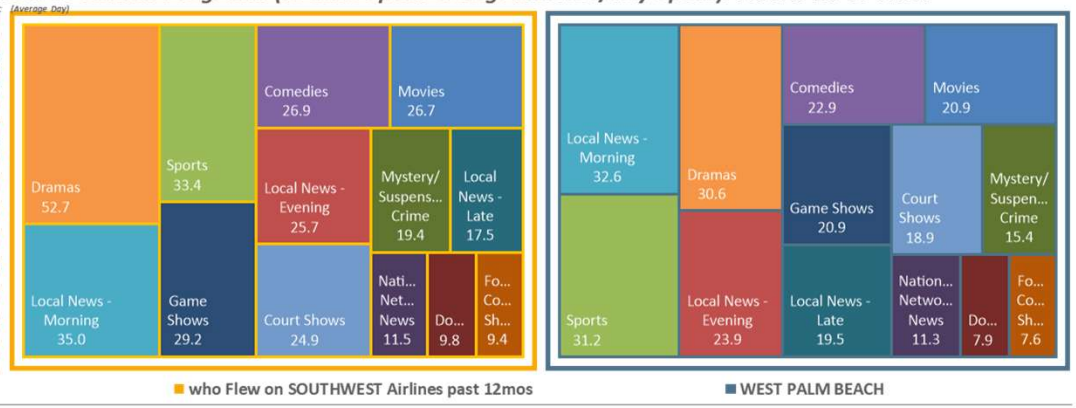
*Airlines used for domestic/foreign travel past 12 months: Southwest*

192,553 or 74.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Game Shows, and Local News - Morning.

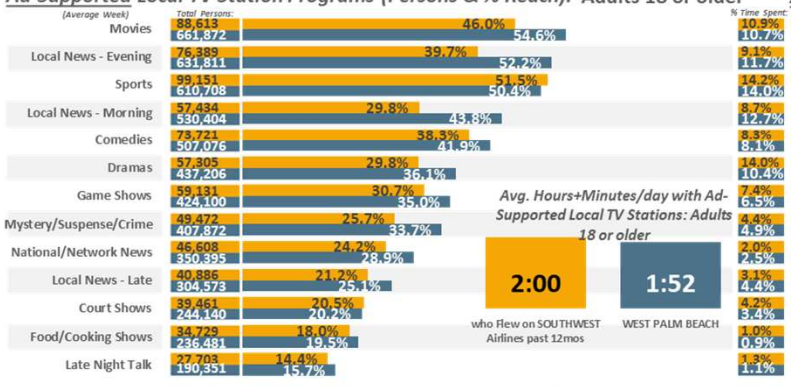
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



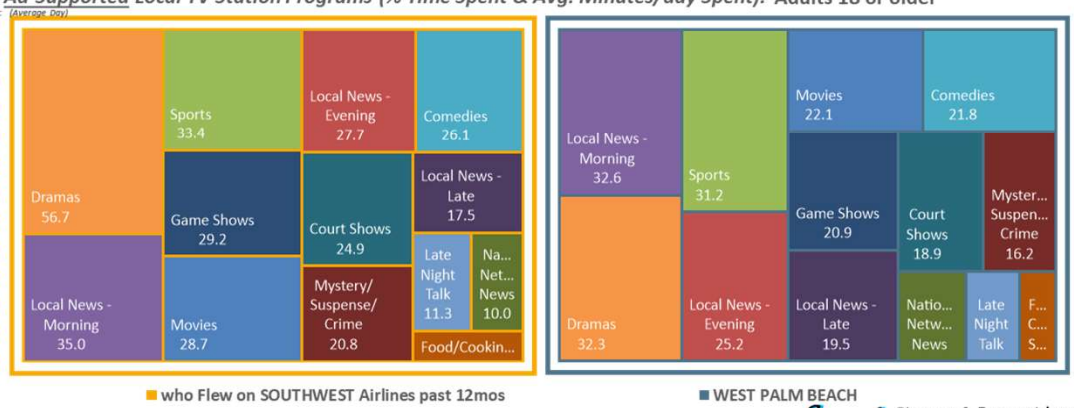

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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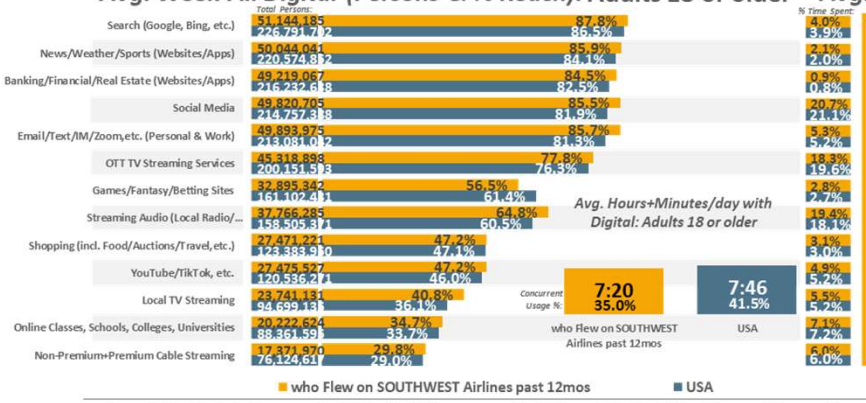
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

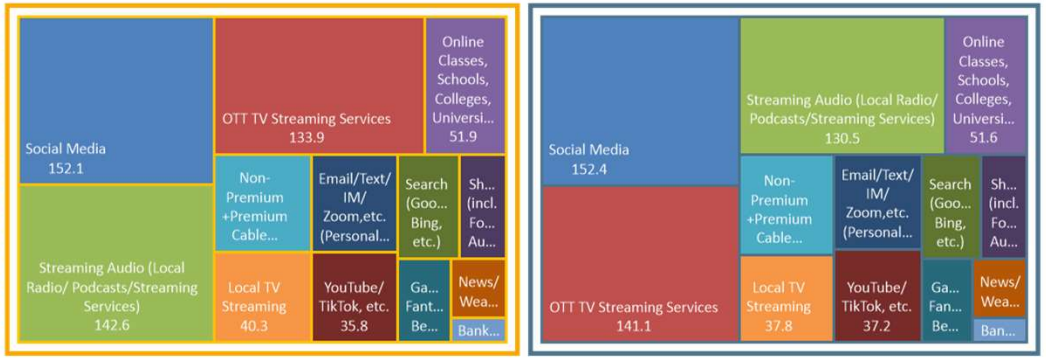



44,778,190 or 76.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 136.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

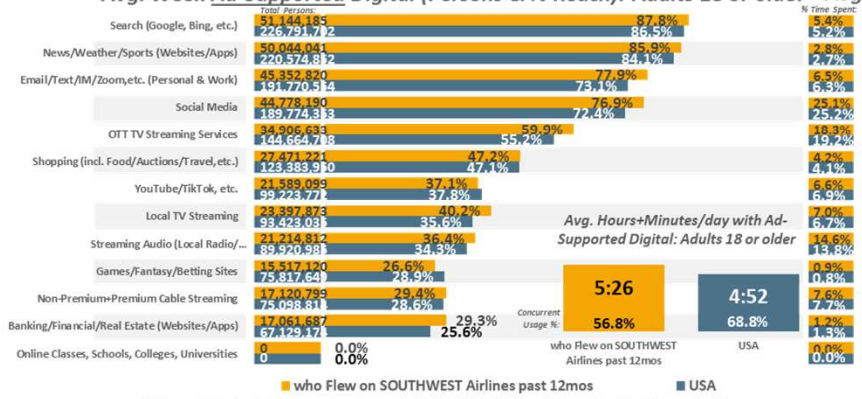
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



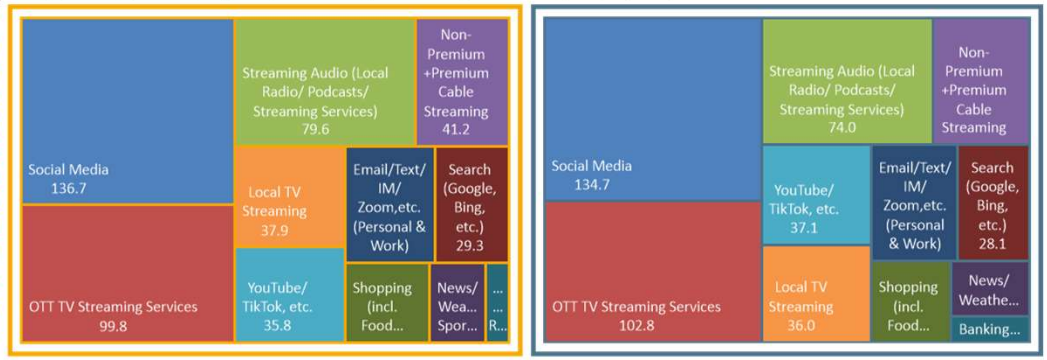

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

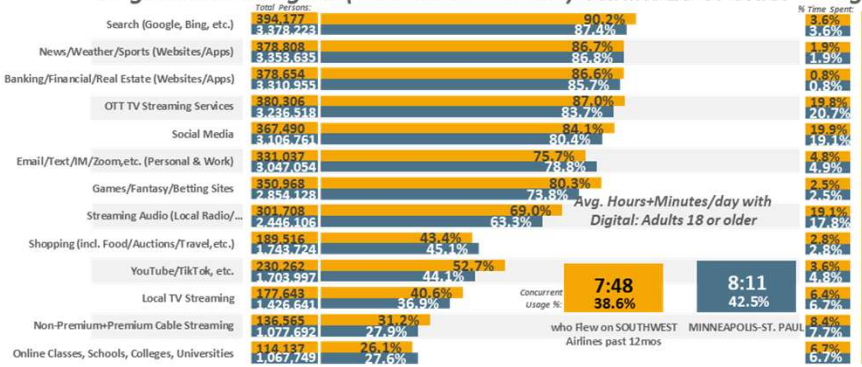
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

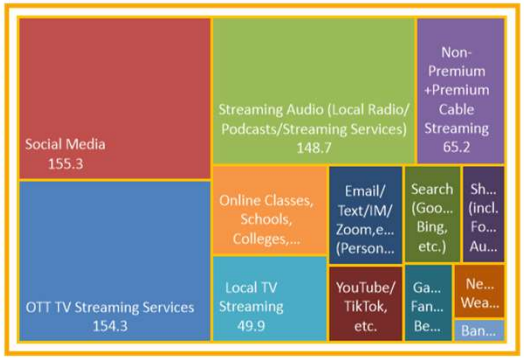


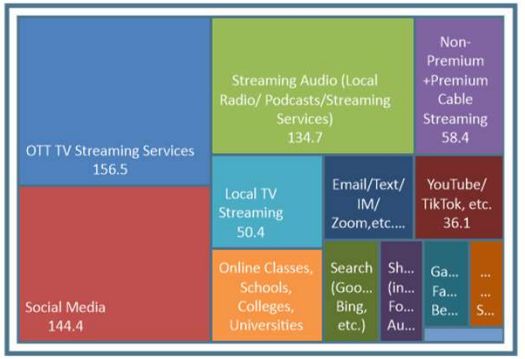

334,389 or 76.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 141.3 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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

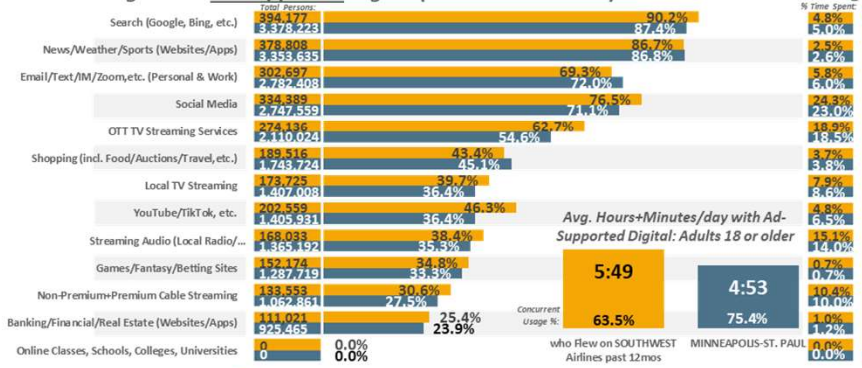



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

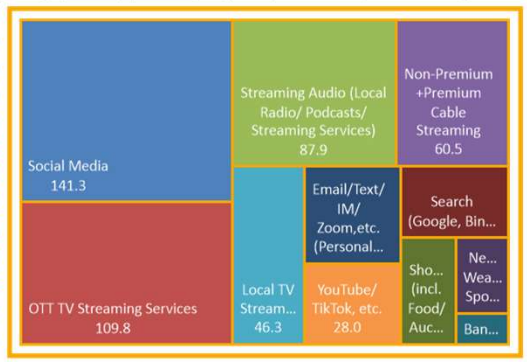


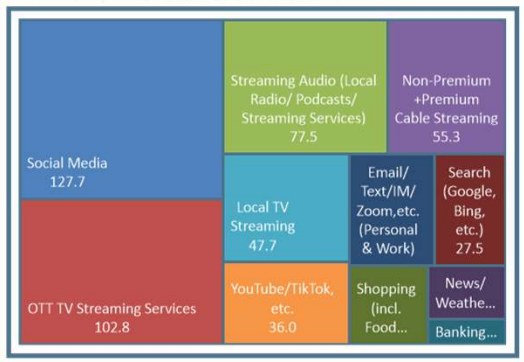




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

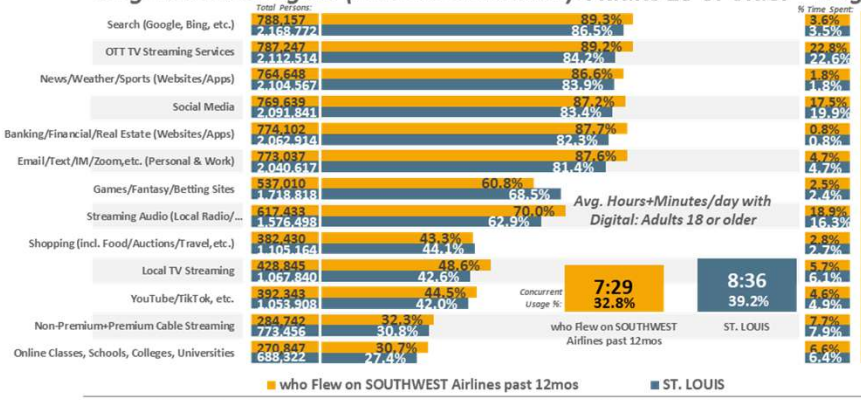
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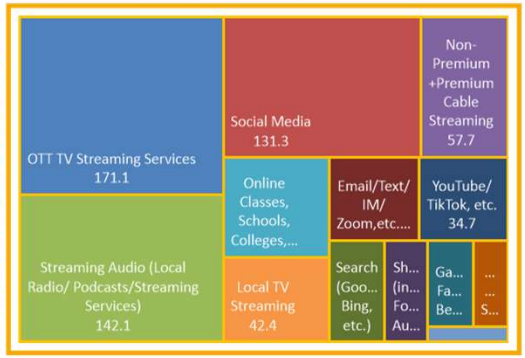
*Airlines used for domestic/foreign travel past 12 months: Southwest*

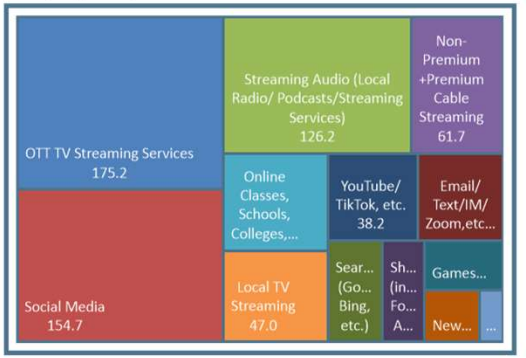
699,037 or 79.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 119.3 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

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

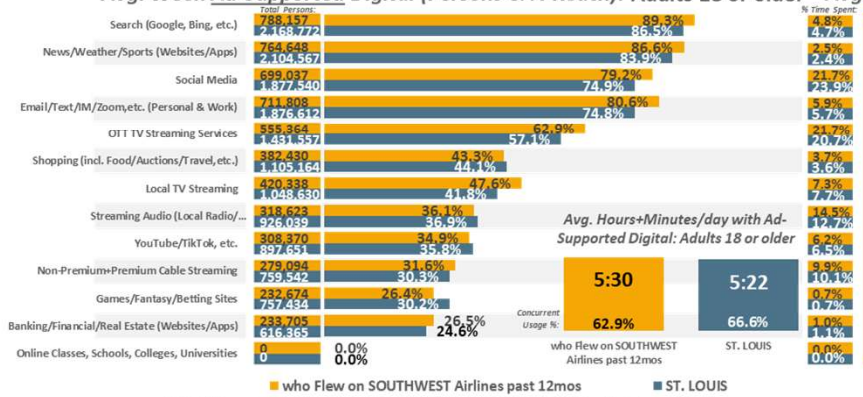



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

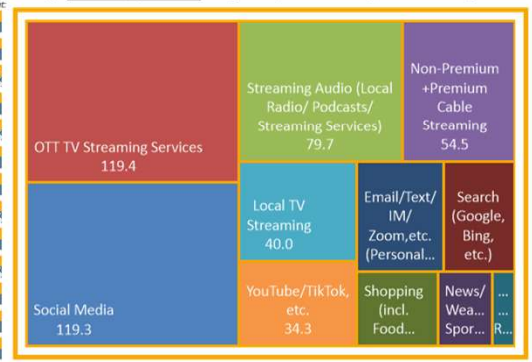


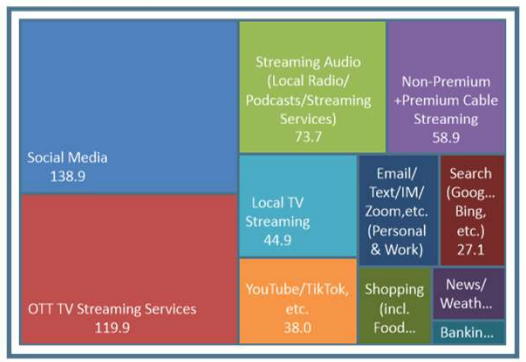




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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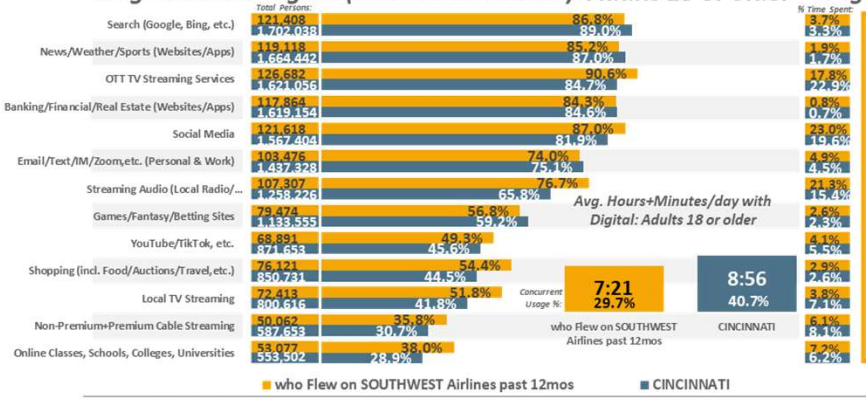
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

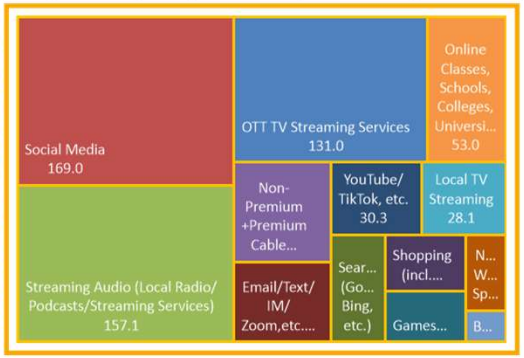


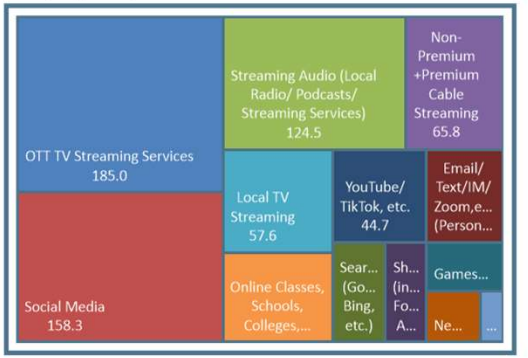

106,653 or 76.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 148.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

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

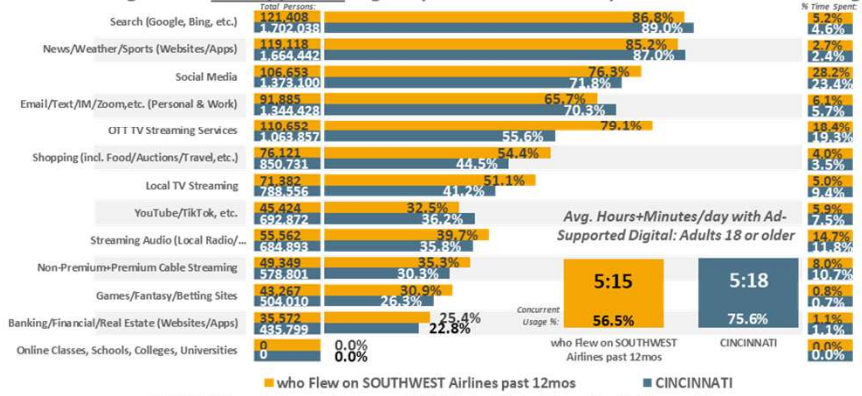



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

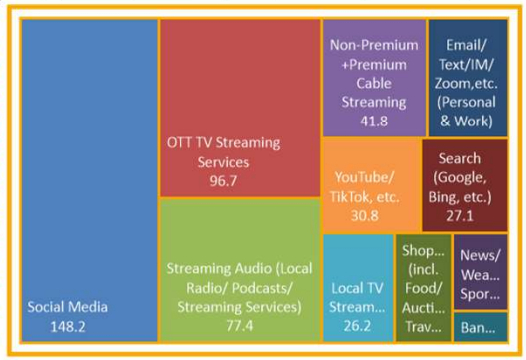


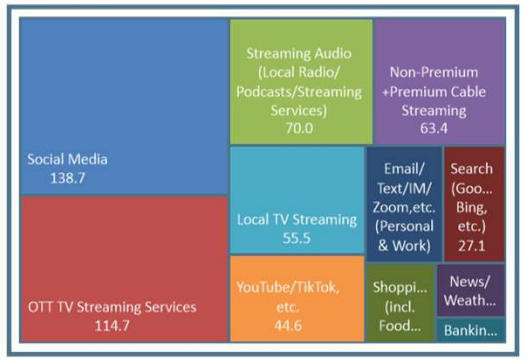




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

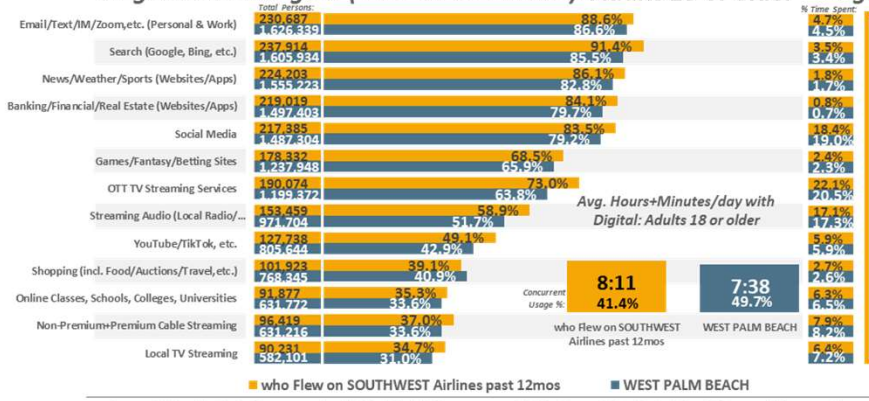
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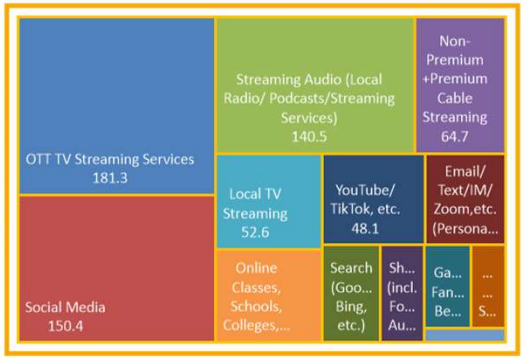
*Airlines used for domestic/foreign travel past 12 months: Southwest*

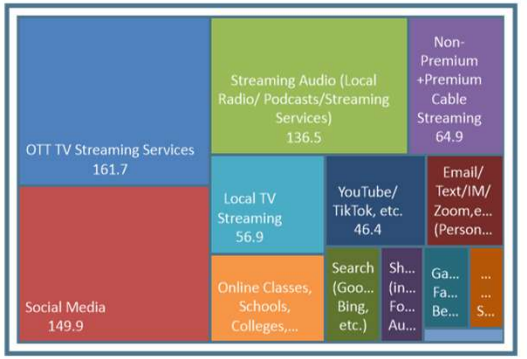
190,199 or 73.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 131.6 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

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



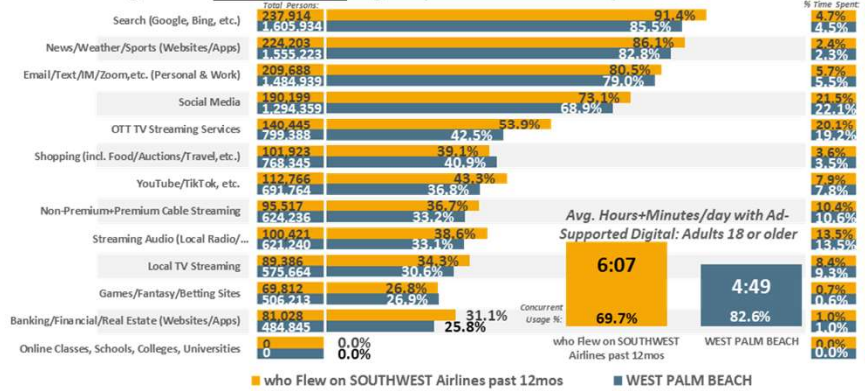

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



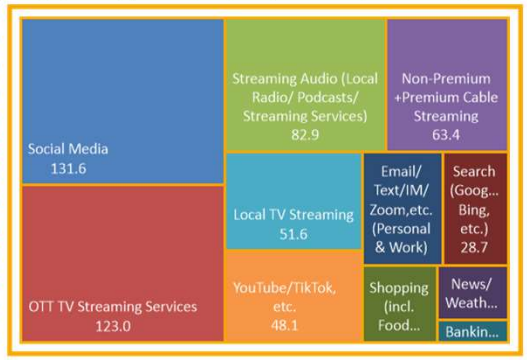



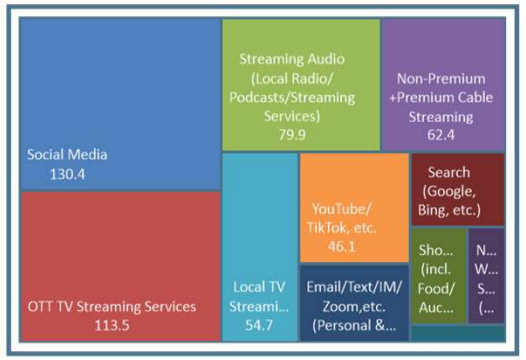

■ who Flew on SOUTHWEST Airlines past 12mos ■ WEST PALM BEACH

## *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




■ who Flew on SOUTHWEST Airlines past 12mos ■ WEST PALM BEACH

*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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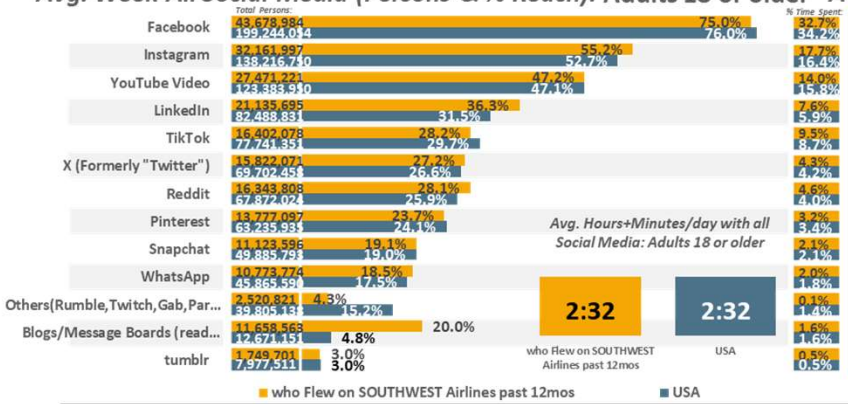
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

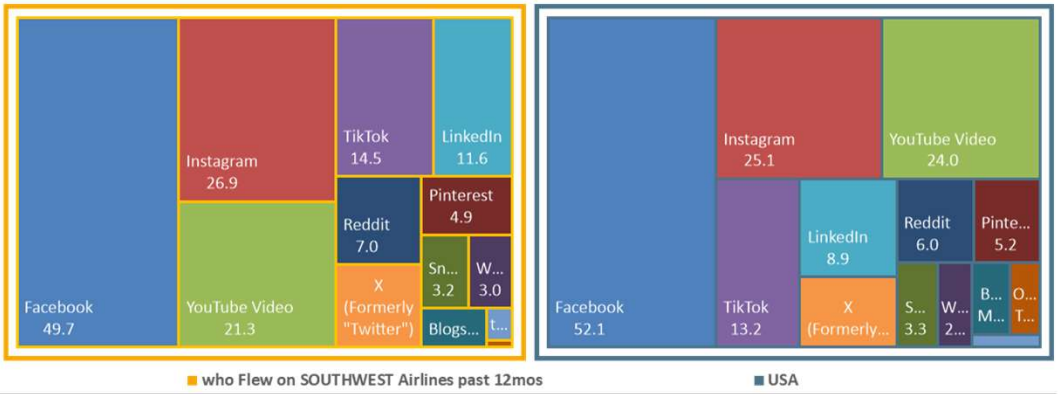



43,678,984 or 75.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

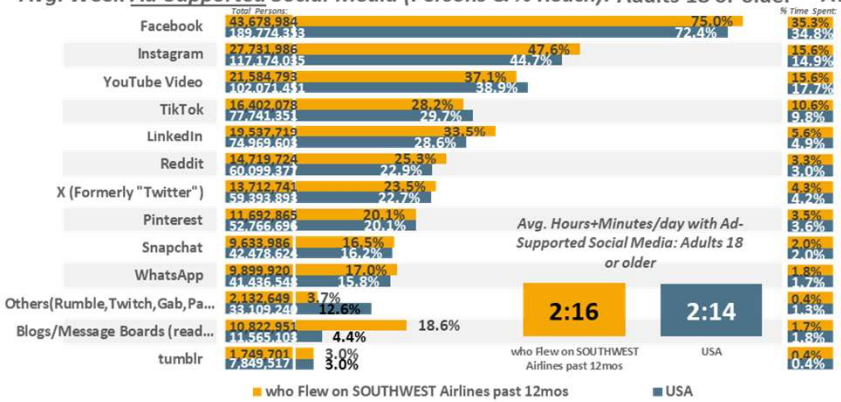
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



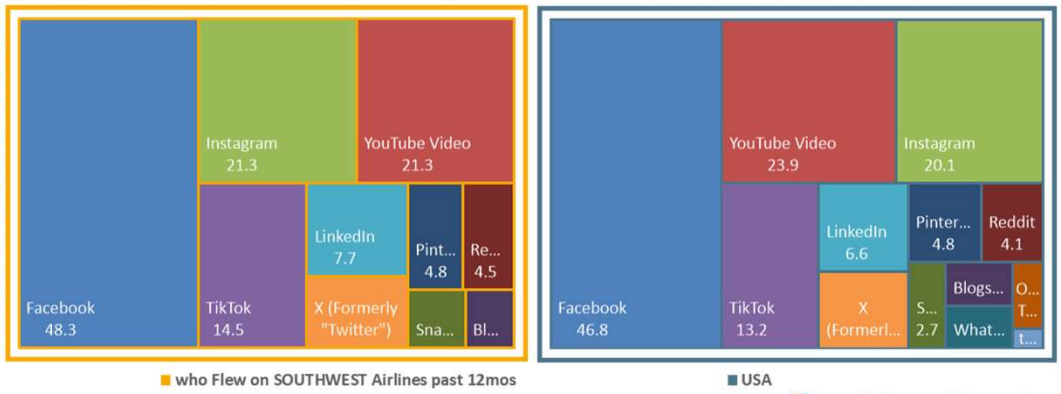

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

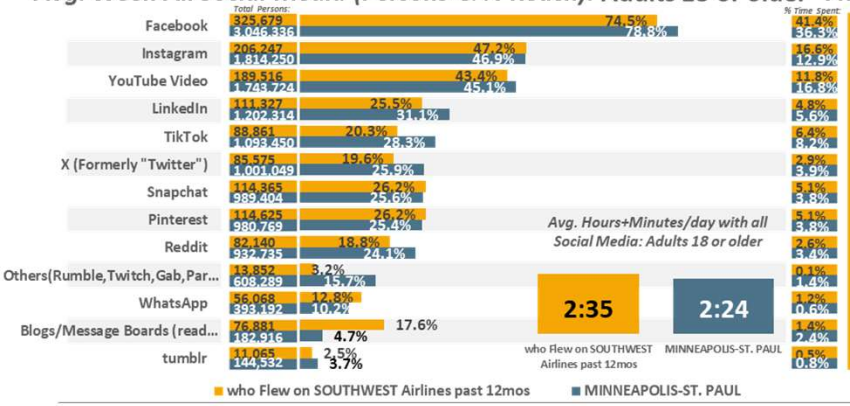
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

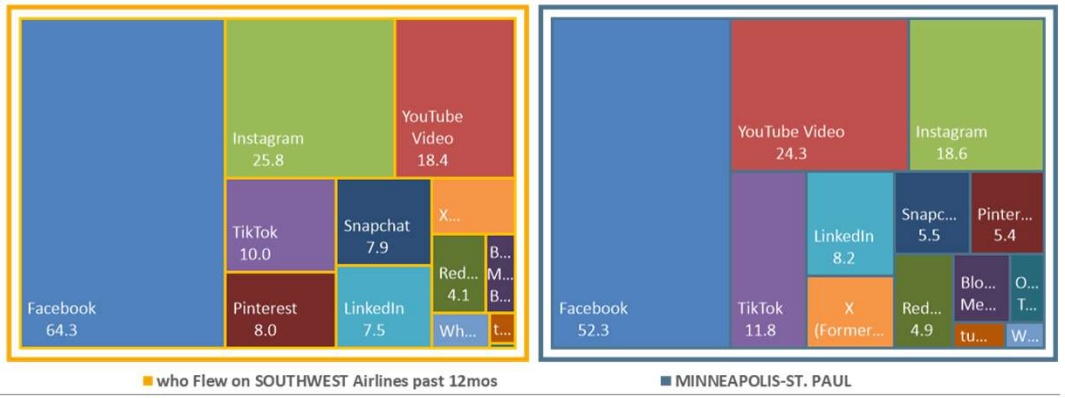



325,679 or 74.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 58.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

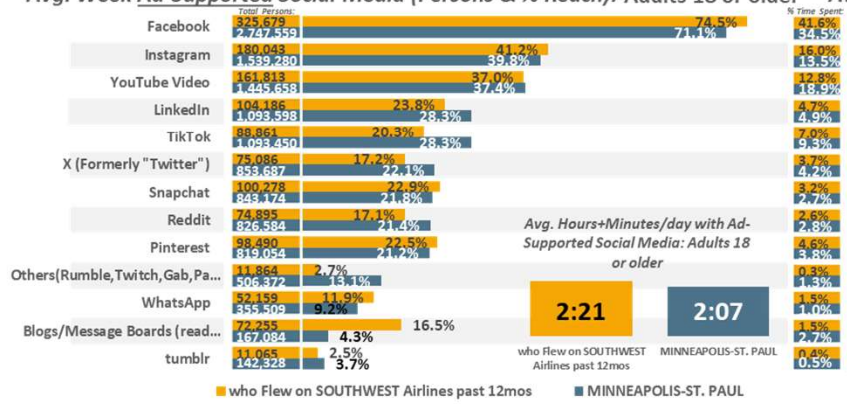
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



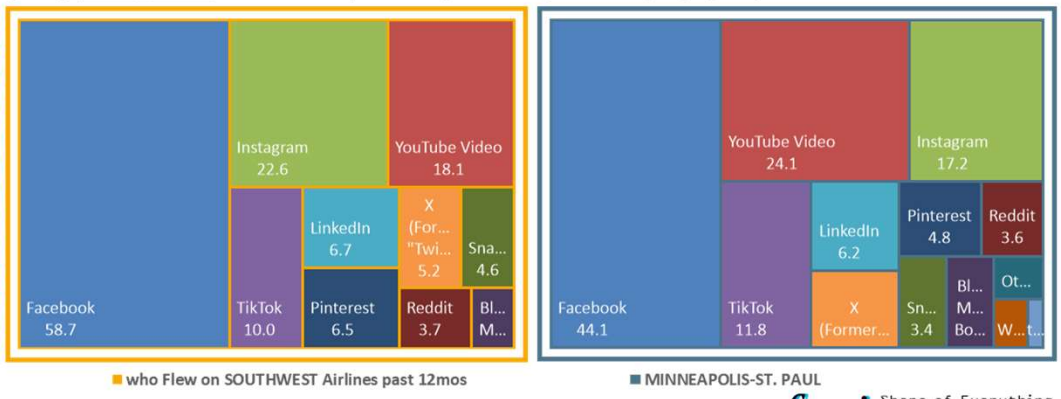

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

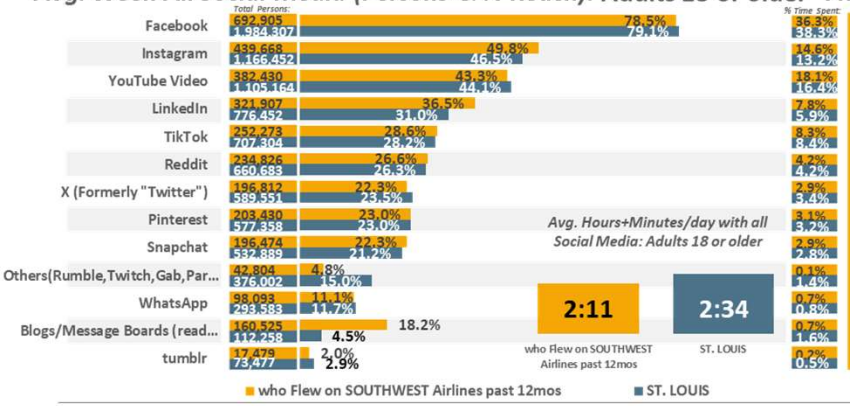
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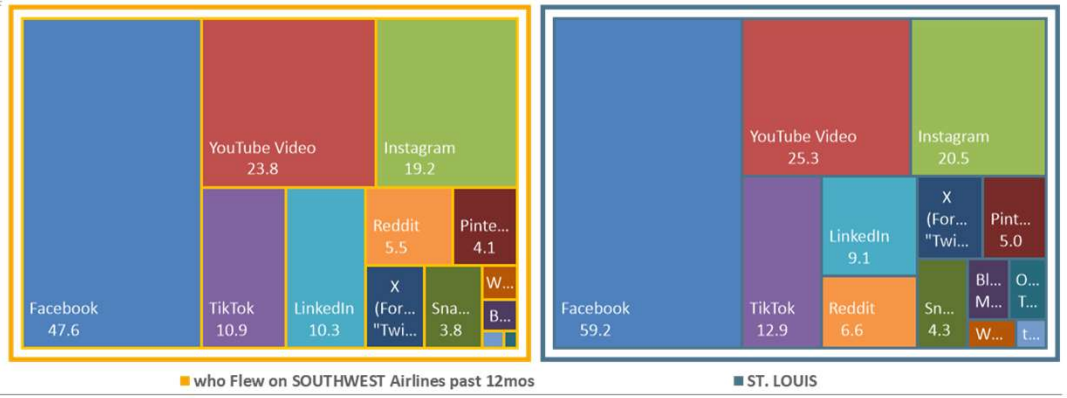
*Airlines used for domestic/foreign travel past 12 months: Southwest*

692,905 or 78.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

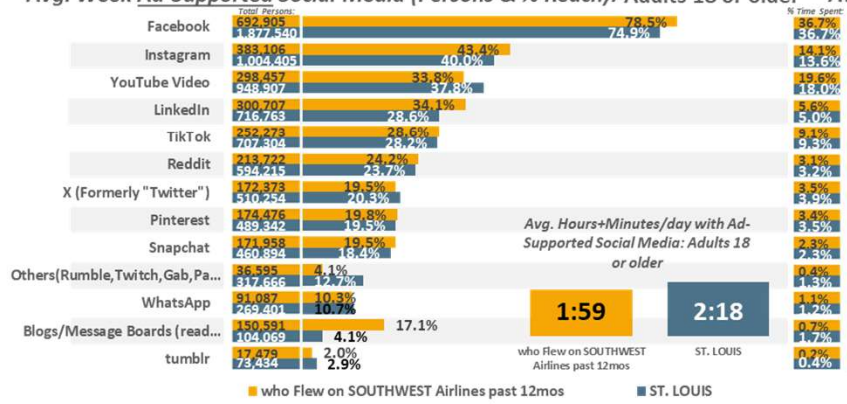
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



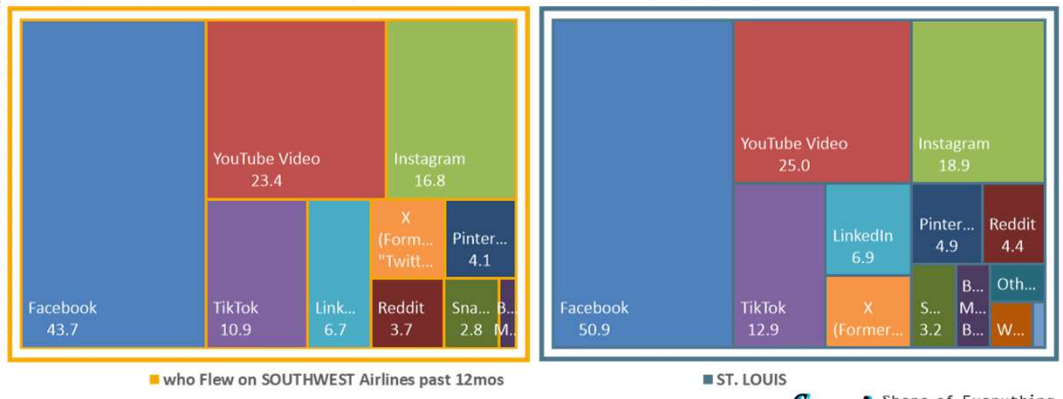

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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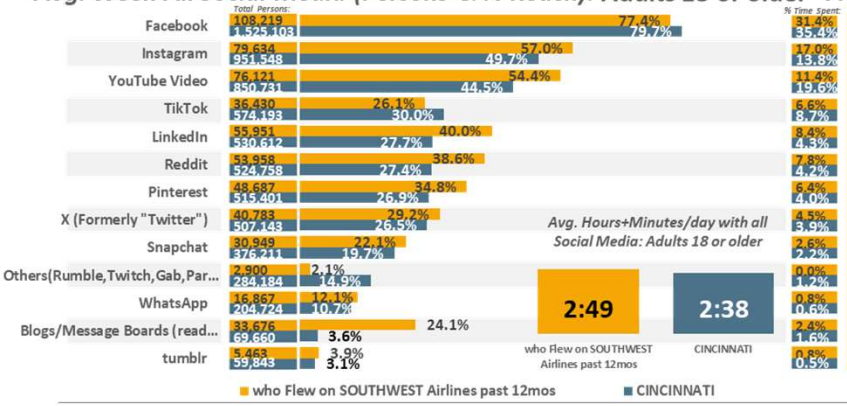
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

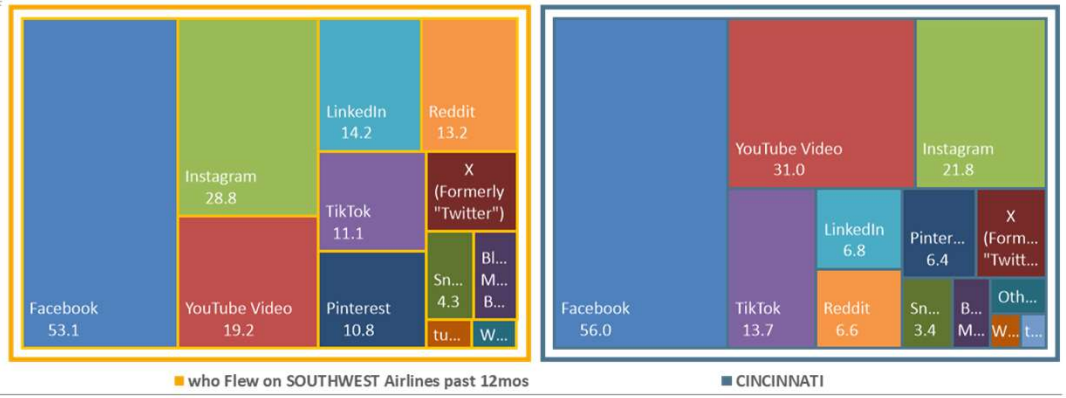



106,653 or 76.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 54.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

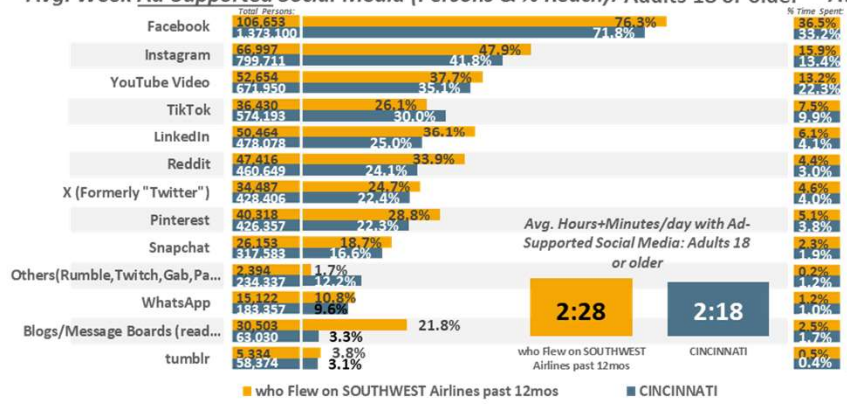
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



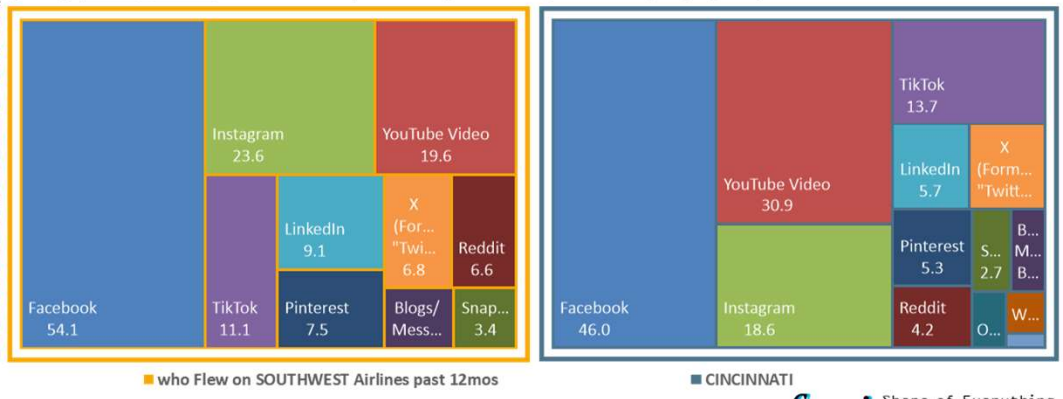

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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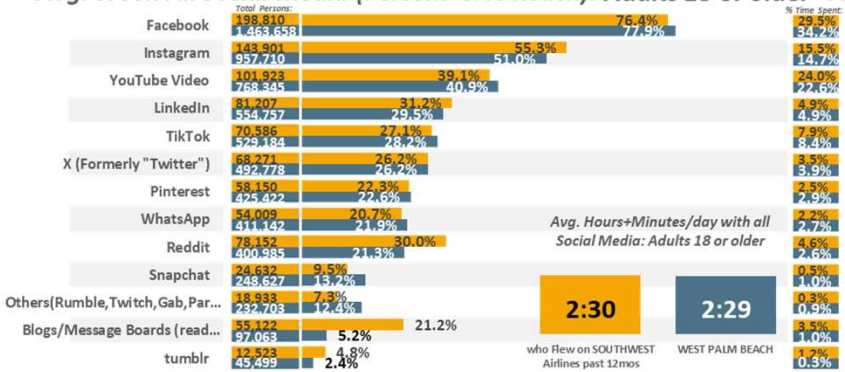
soefa.ai Share of Everything for Anything ©

*Airlines used for domestic/foreign travel past 12 months: Southwest*

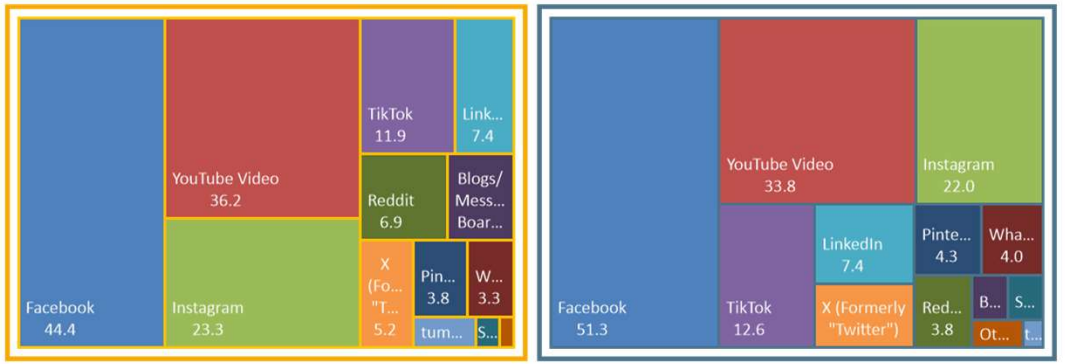



190,199 or 73.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 39.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

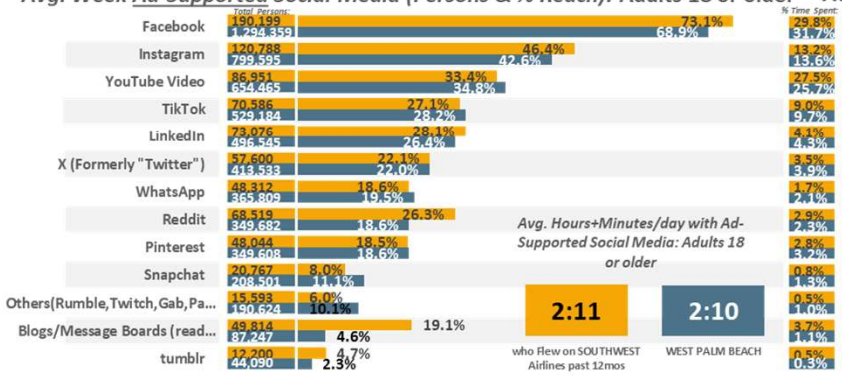
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



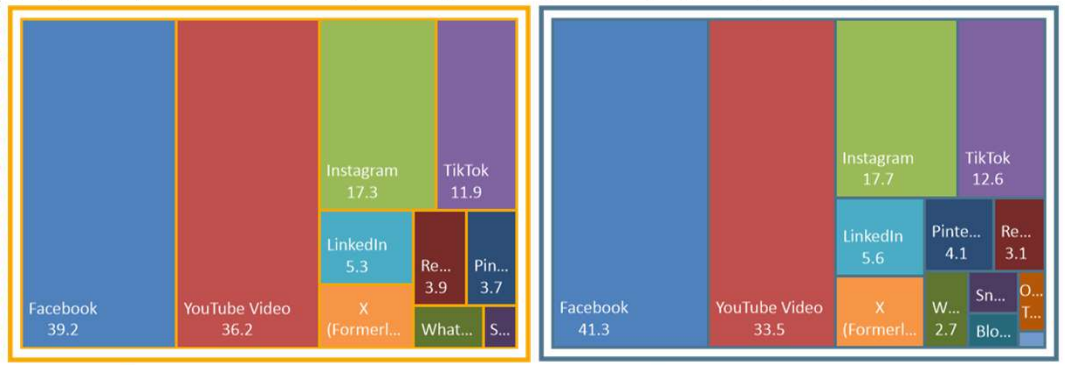

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

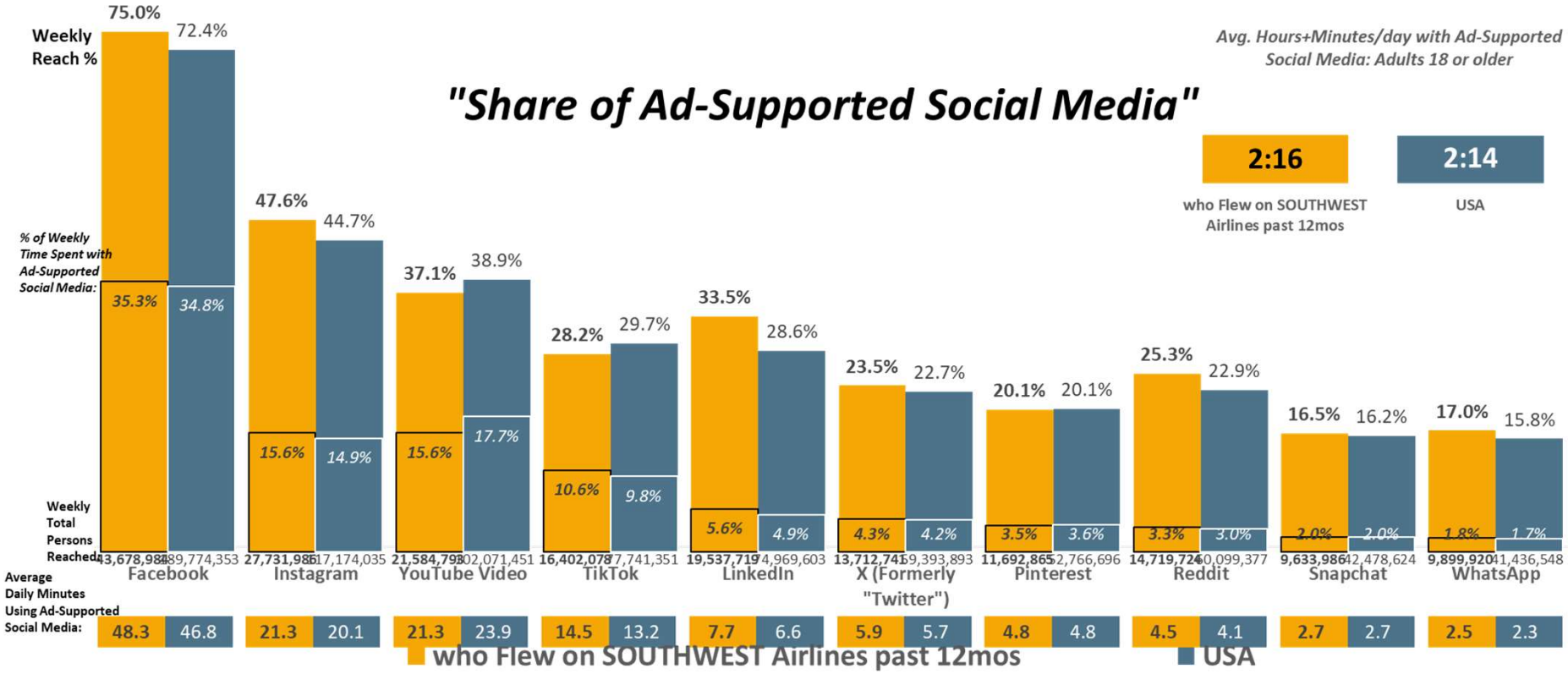
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




43,678,984 or 75.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136

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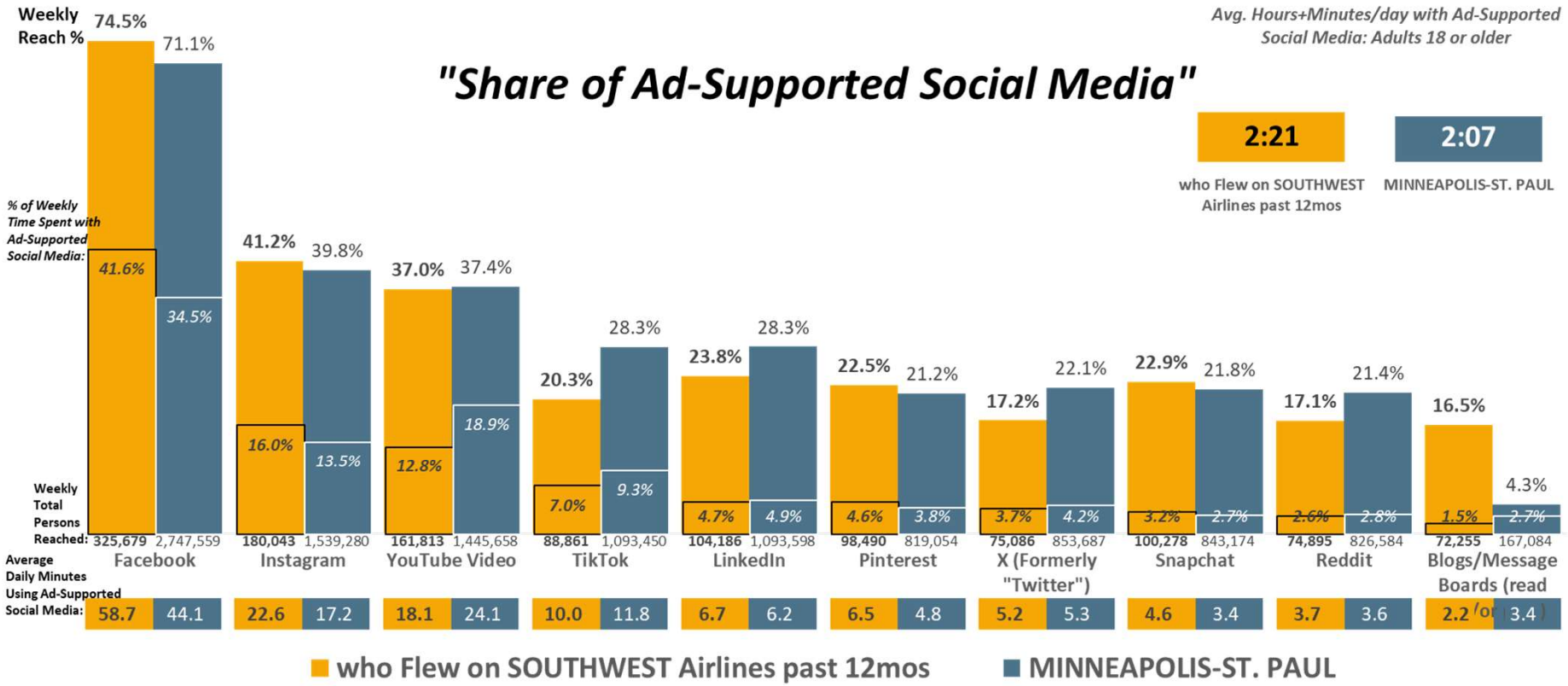
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Airlines used for domestic/foreign travel past 12 months: Southwest




325,679 or 74.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 58.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.



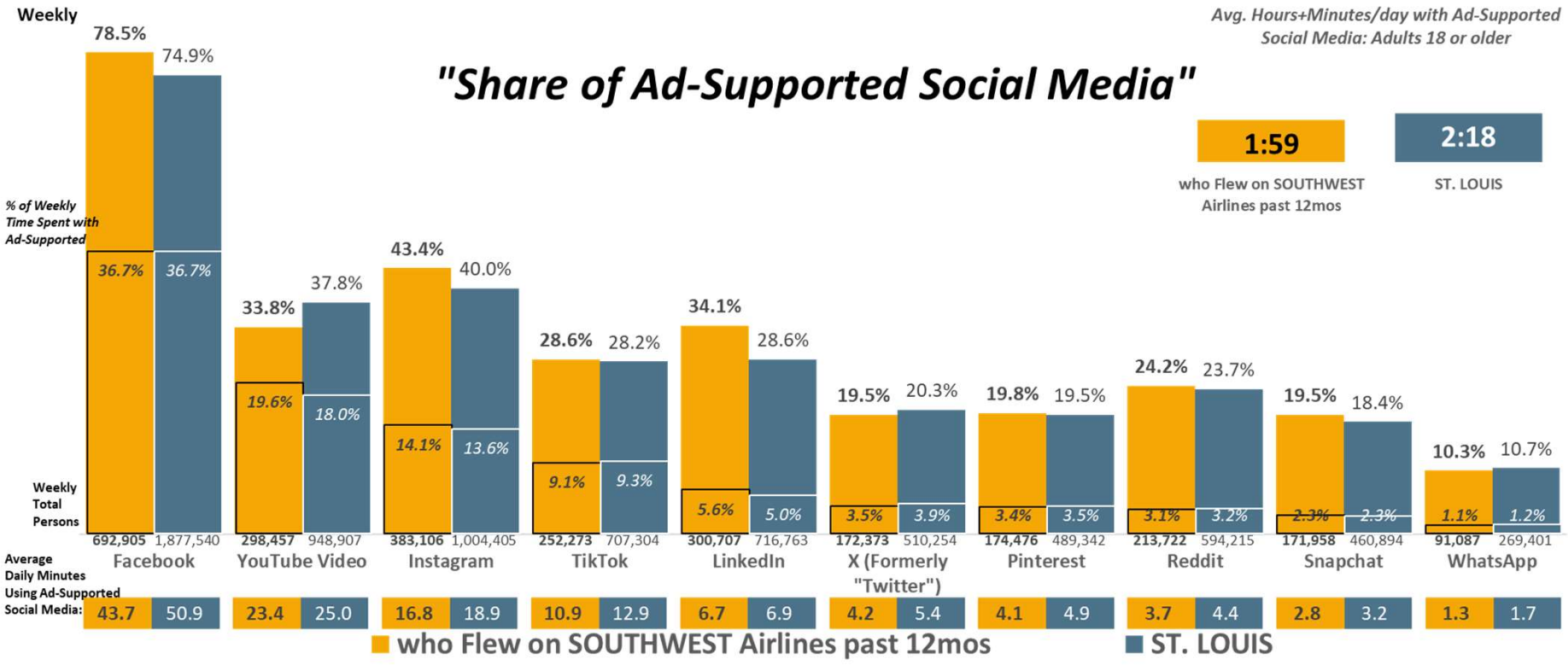

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Airlines used for domestic/foreign travel past 12 months: Southwest

692,905 or 78.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.




ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

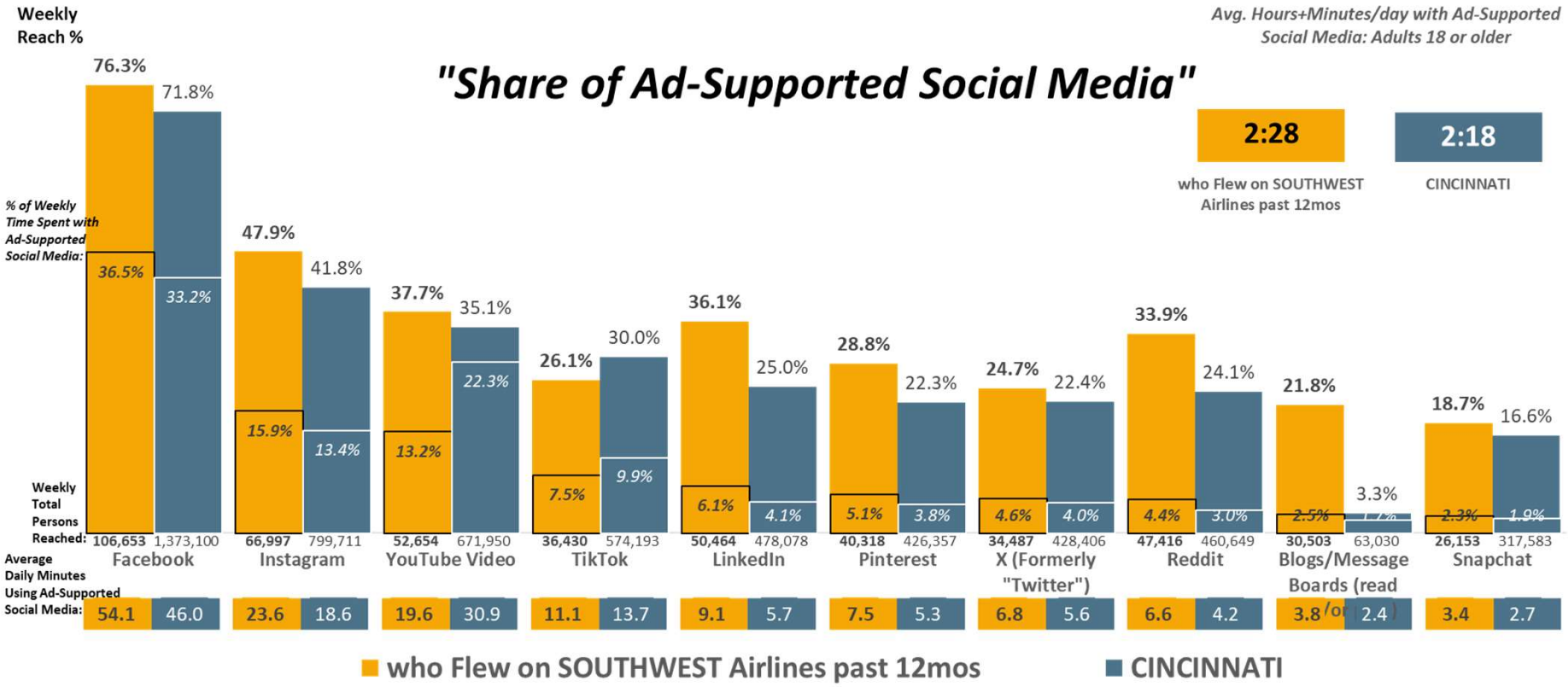
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Airlines used for domestic/foreign travel past 12 months: Southwest




106,653 or 76.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 54.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



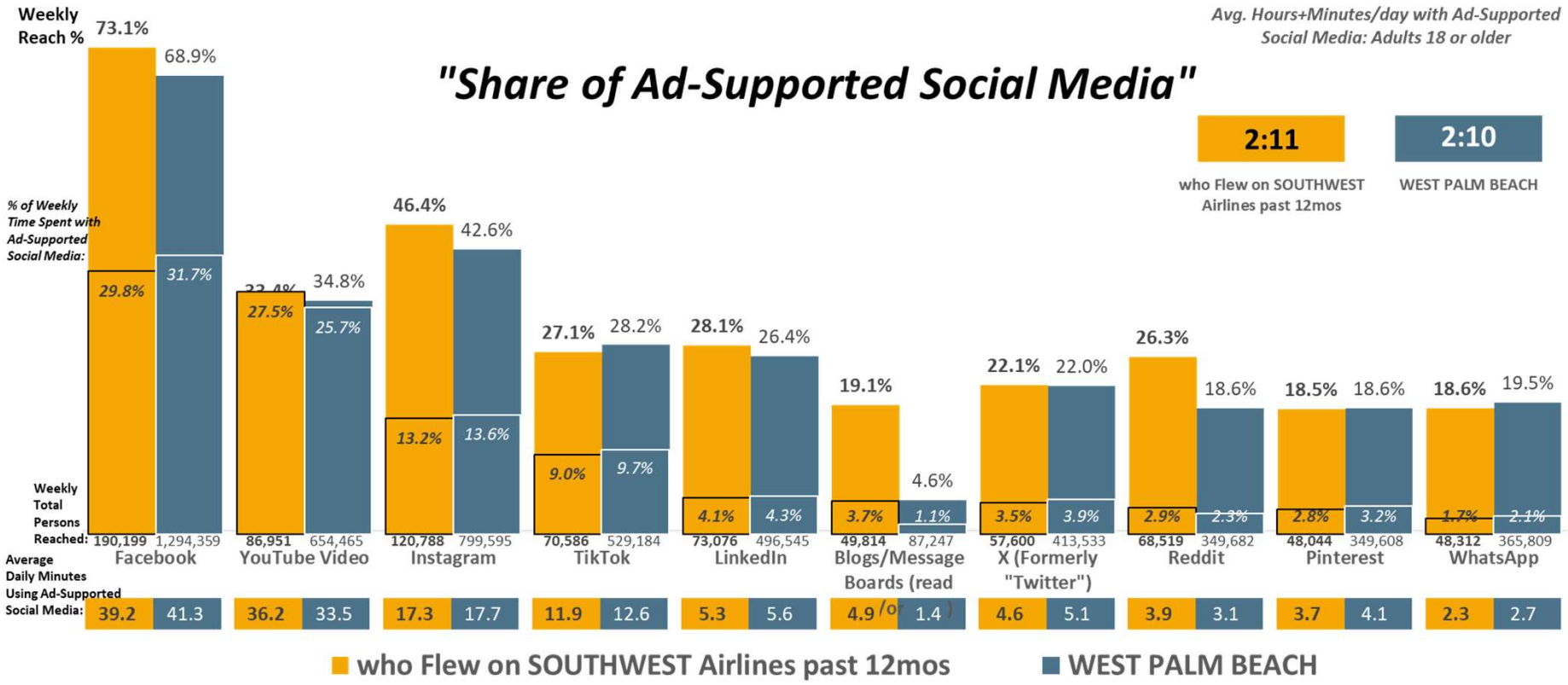

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Airlines used for domestic/foreign travel past 12 months: Southwest

190,199 or 73.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 39.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.




WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

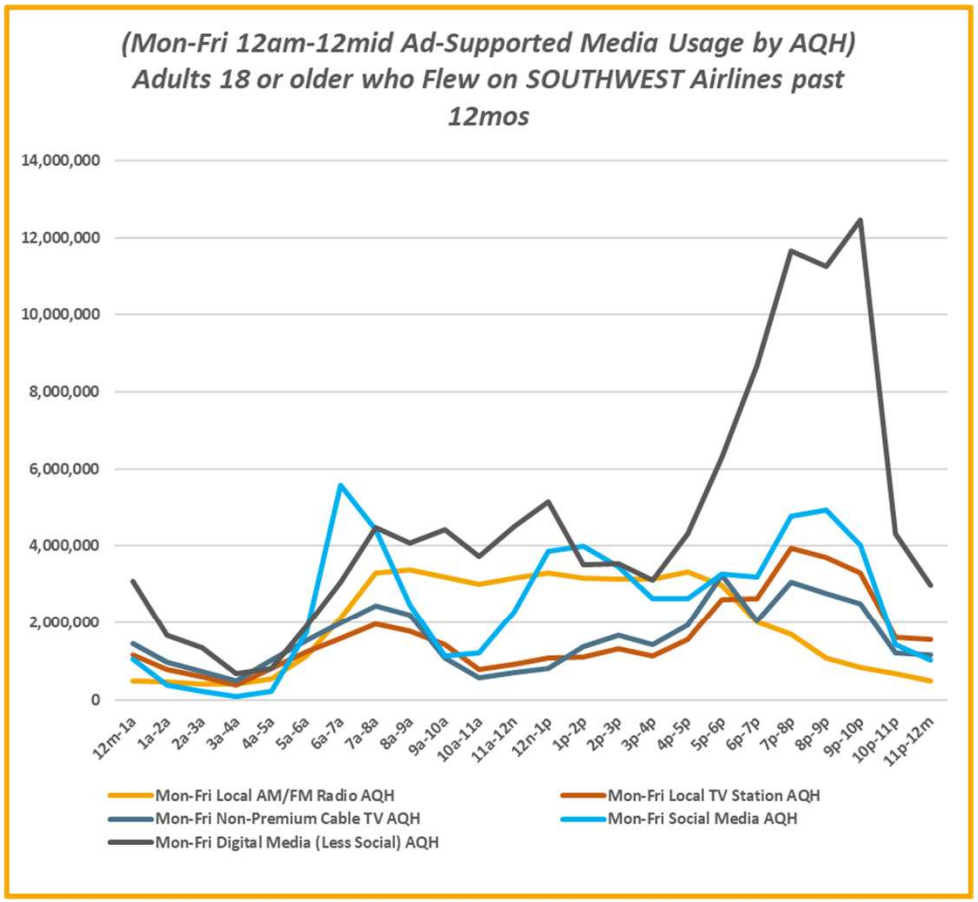
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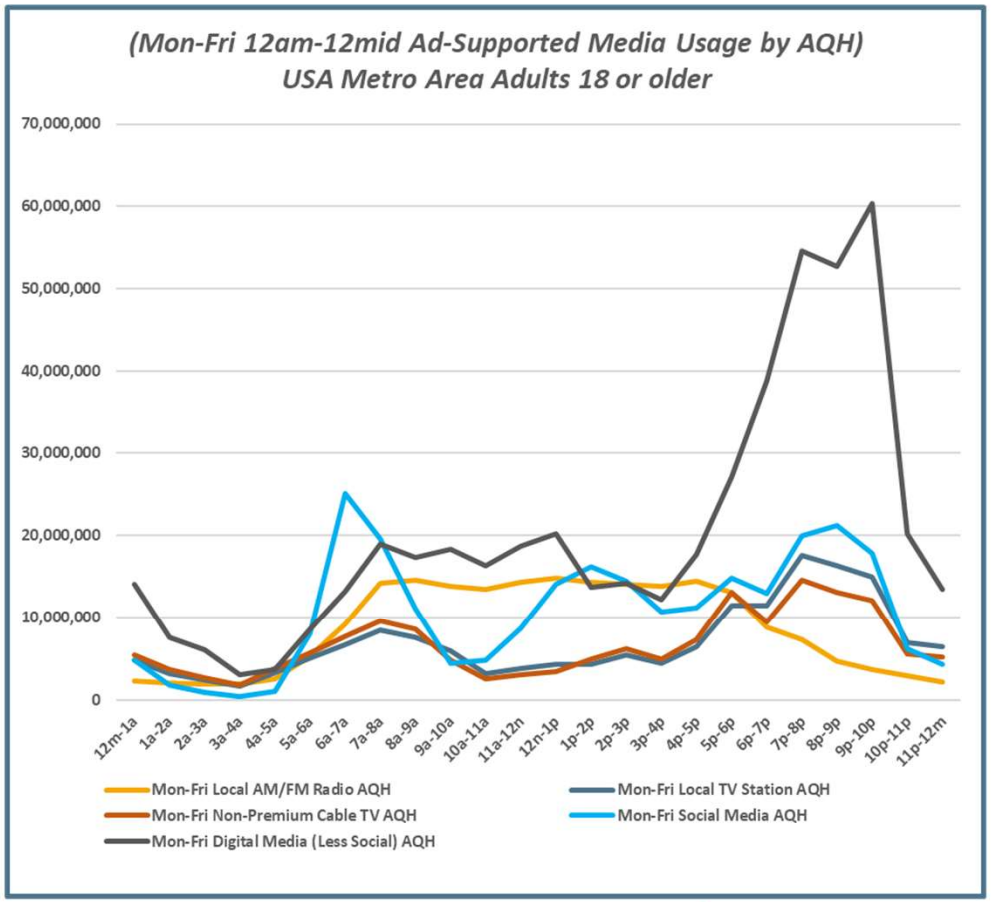
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Airlines used for domestic/foreign travel past 12 months: Southwest




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,530,709; Social Media: 3,085,835; Local Radio: 3,015,999; Non-Prem. Cable: 1,648,824; Local TV: 1,524,474 reaching Adults 18 or older who Flew on SOUTHWEST Airlines pas




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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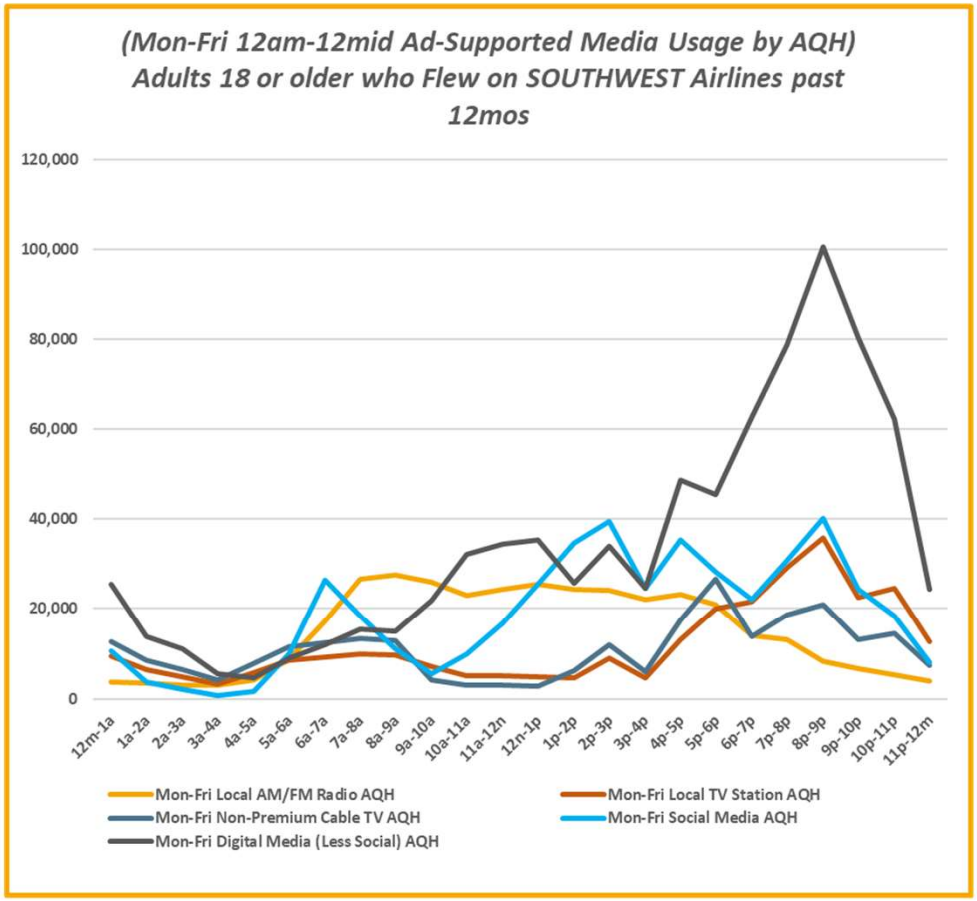
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

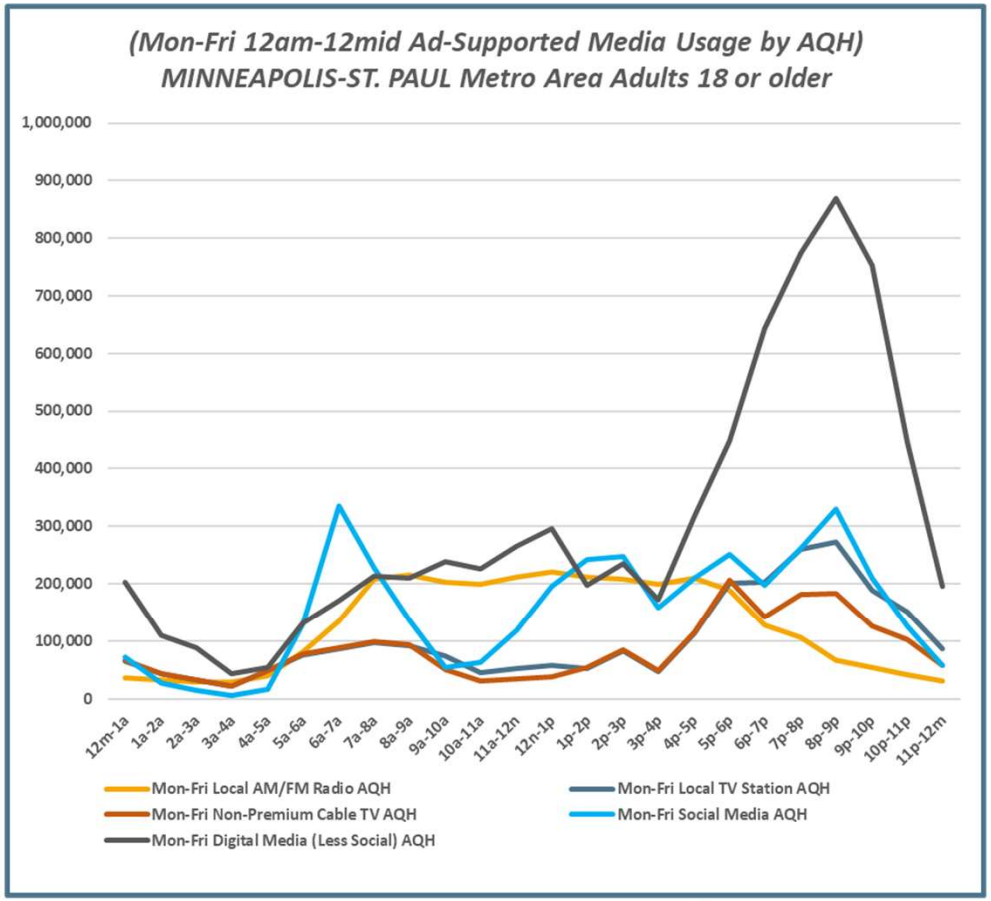
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,390; Local Radio: 23,017; Social Media: 22,911; Non-Prem. Cable: 10,289; Local TV: 9,514 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

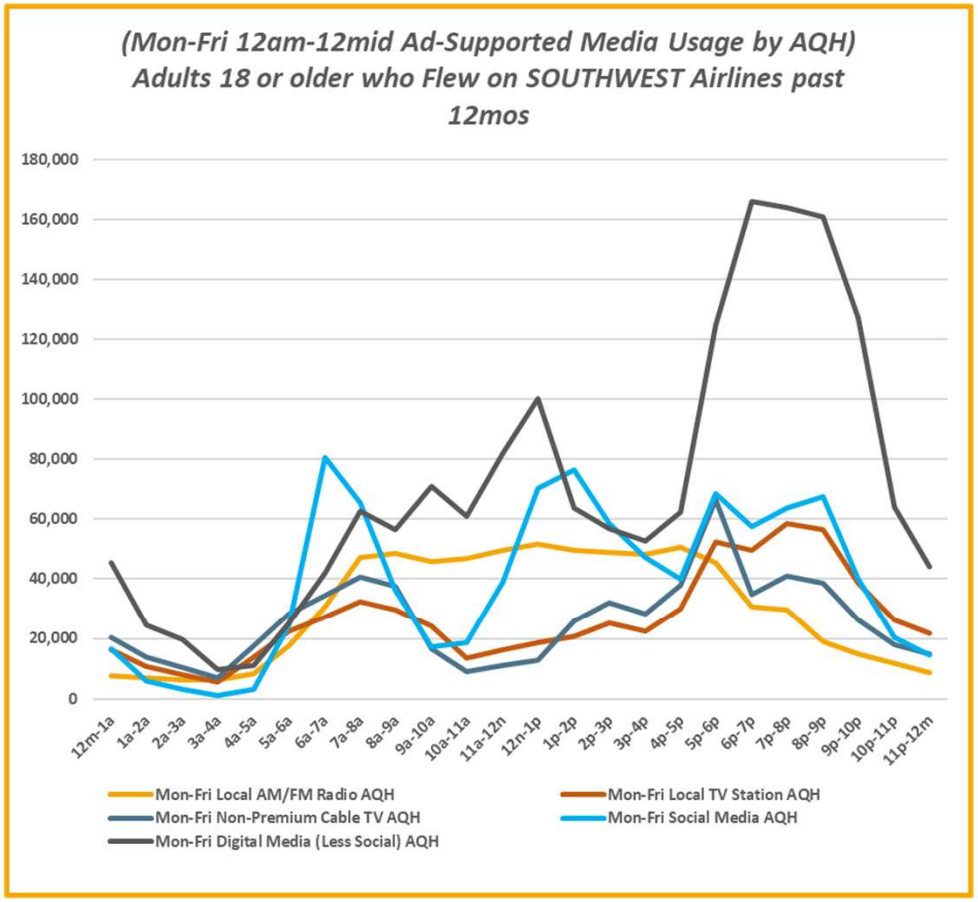
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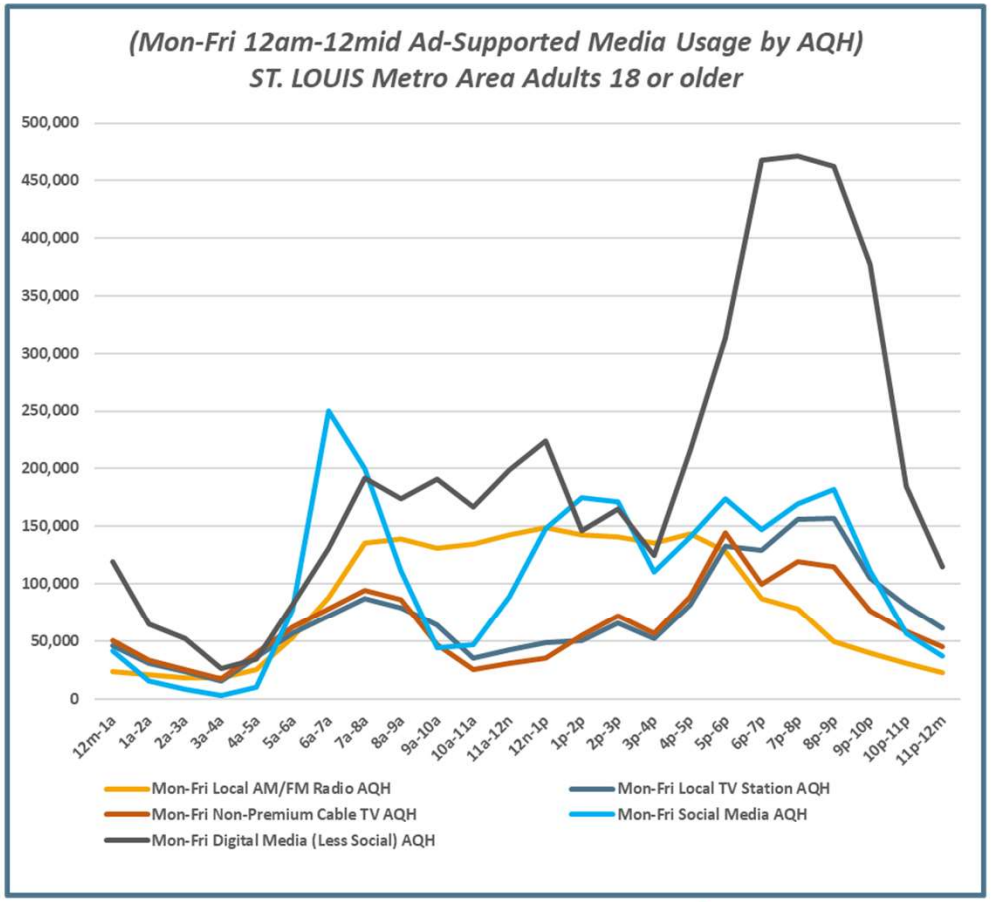
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 77,063; Social Media: 52,039; Local Radio: 45,735; Non-Prem. Cable: 29,811; Local TV: 27,867 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

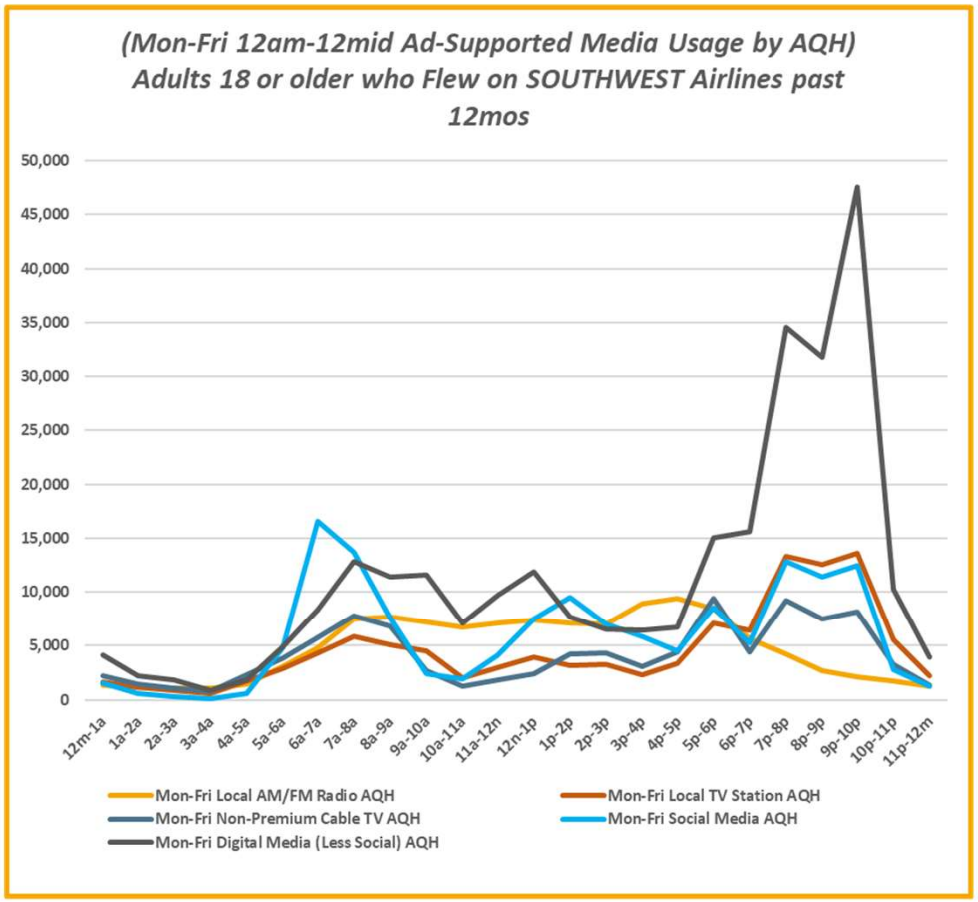
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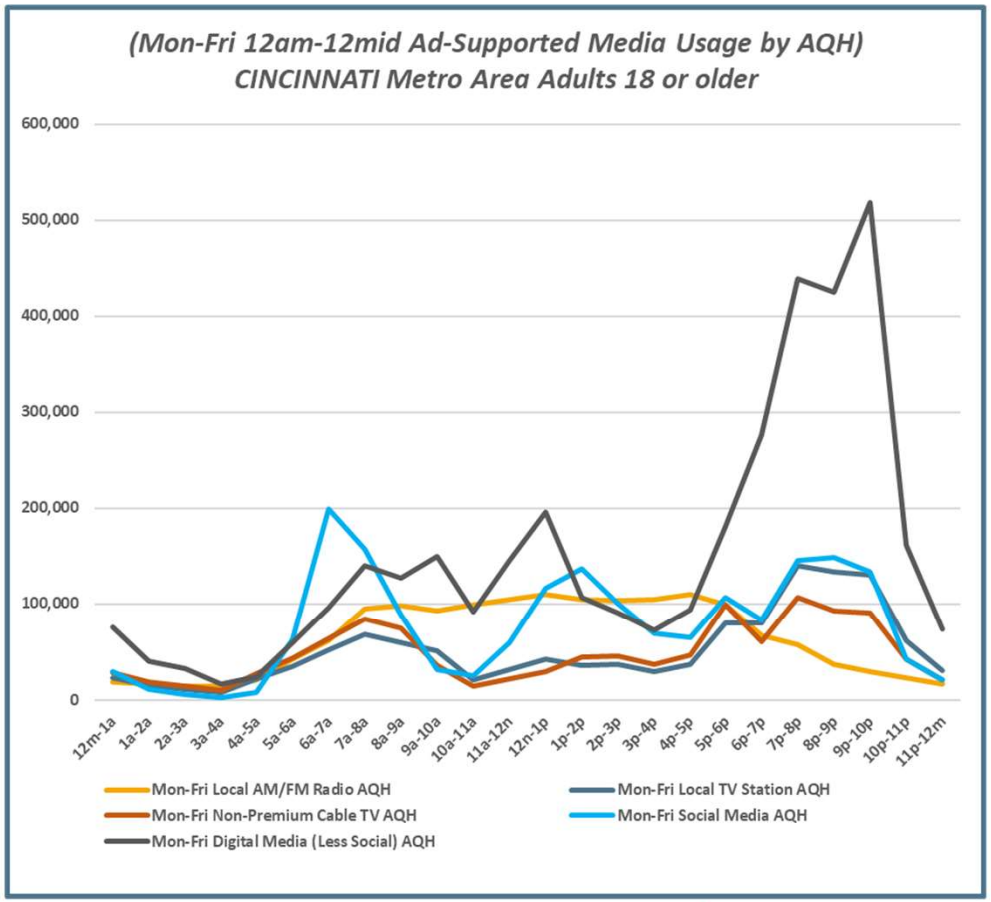
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,057; Local Radio: 7,277; Social Media: 7,258; Non-Prem. Cable: 4,479; Local TV: 4,194 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

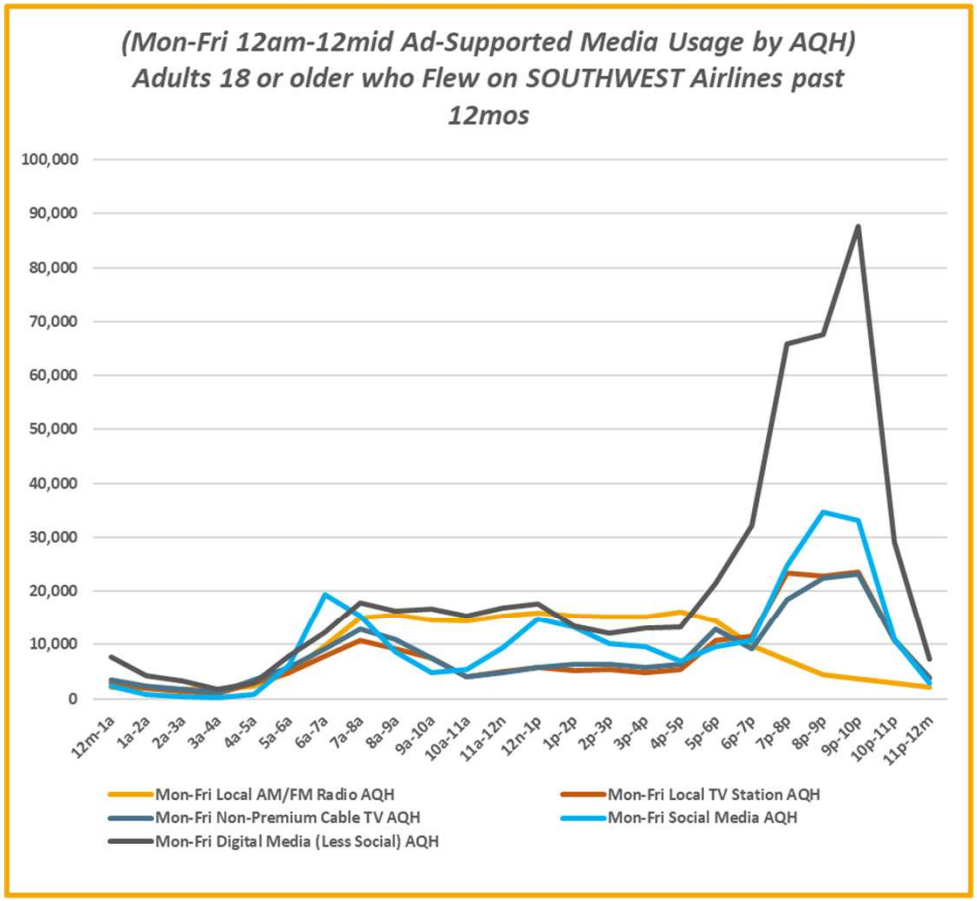
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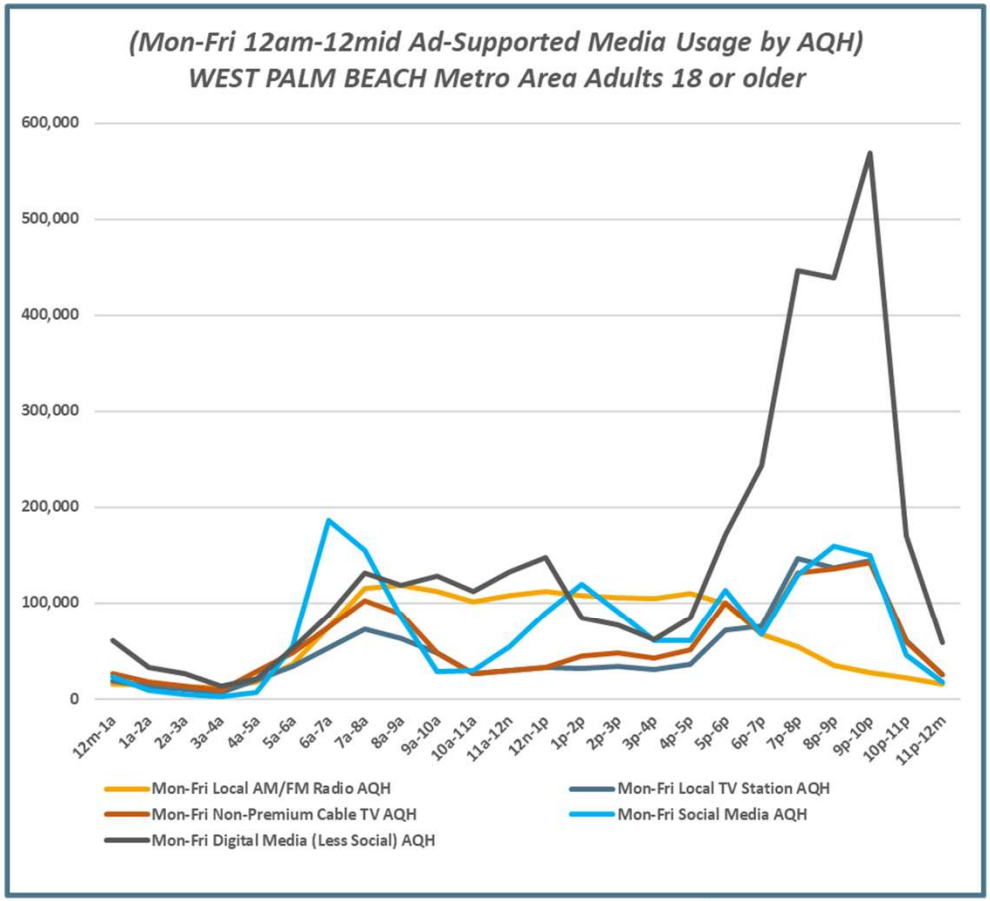
soefa.ai Share of Everything for Anything ©

*Airlines used for domestic/foreign travel past 12 months: Southwest*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,785; Local Radio: 14,311; Social Media: 10,612; Non-Prem. Cable: 7,800; Local TV: 7,167 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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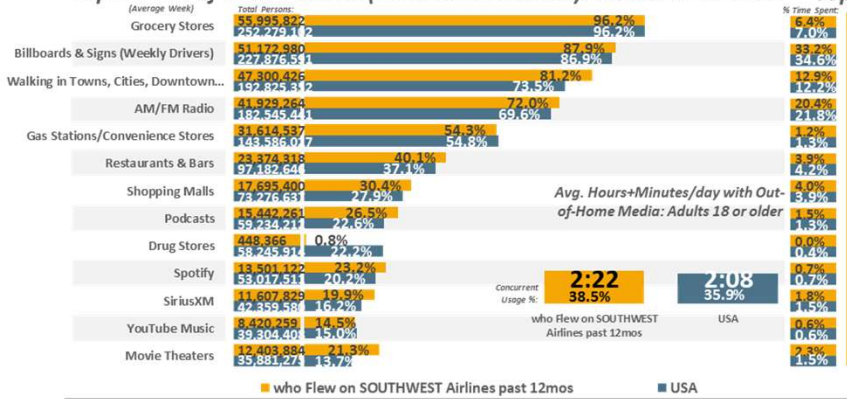
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

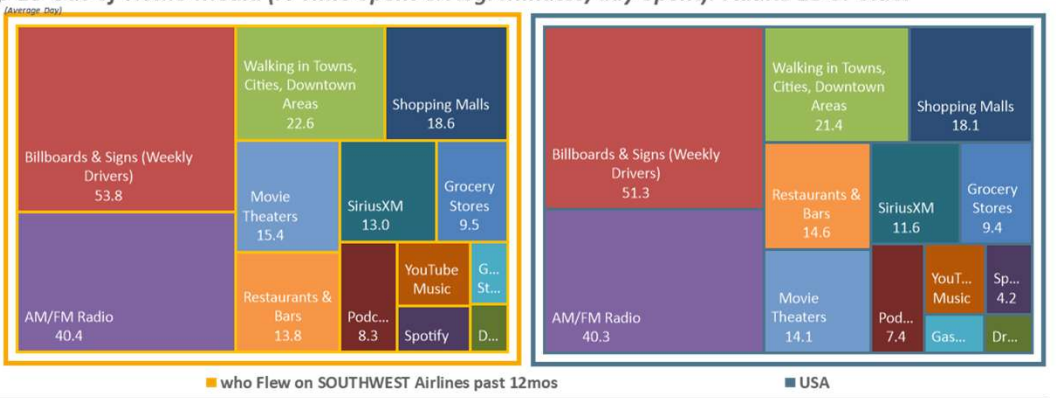



51,172,980 or 87.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

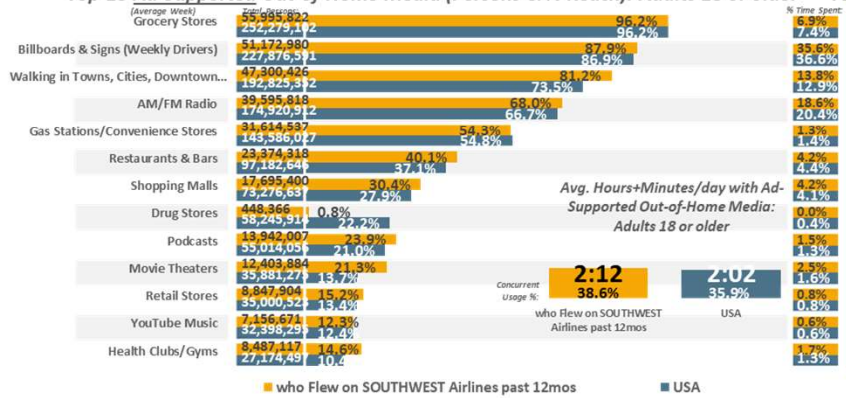
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



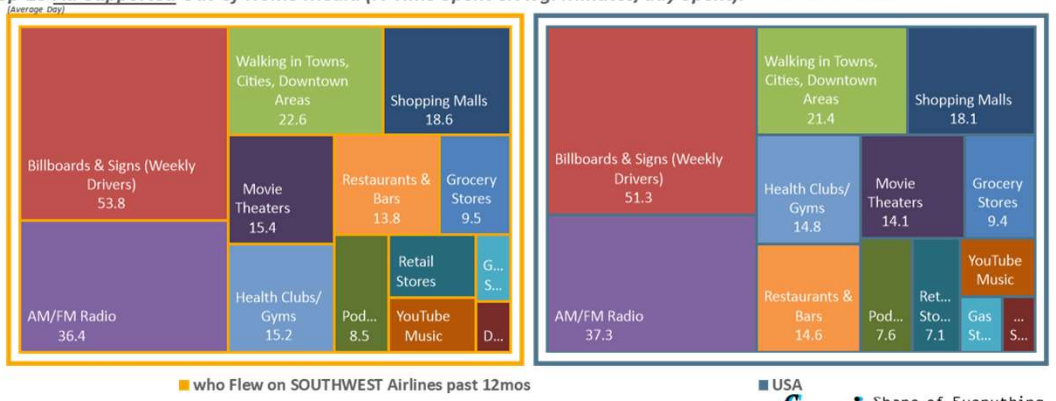

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

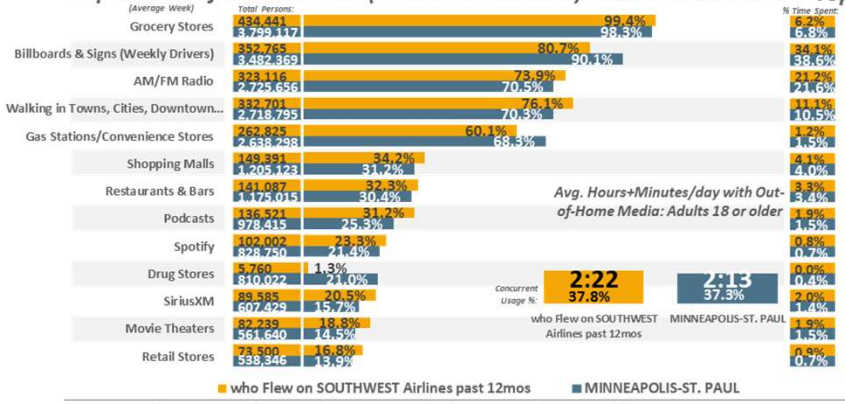
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

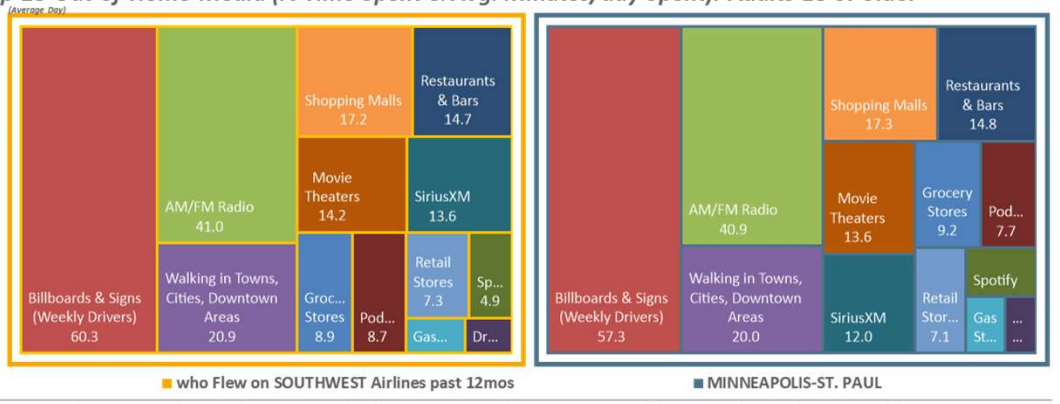



352,765 or 80.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

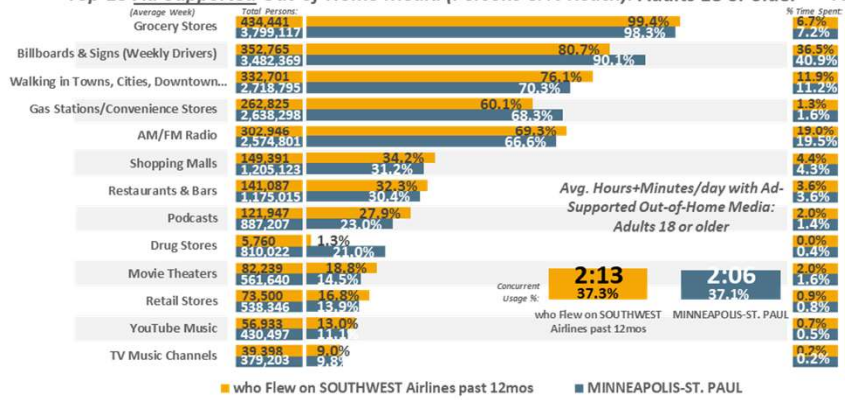
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



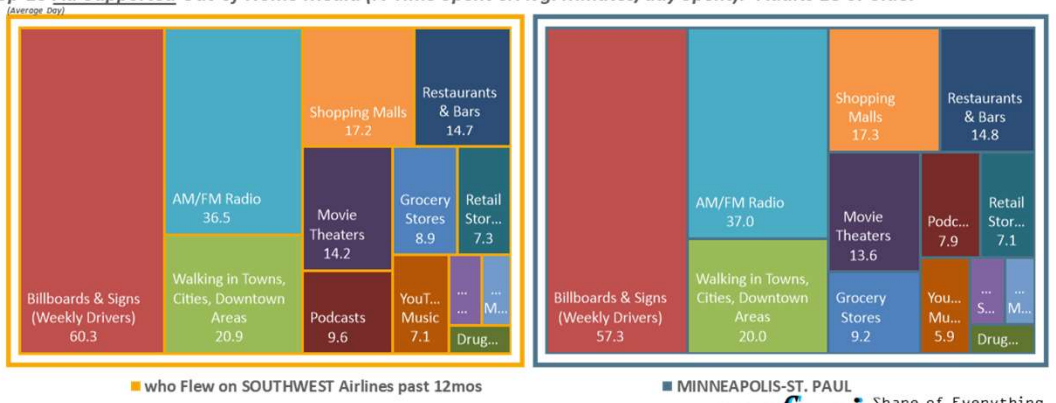

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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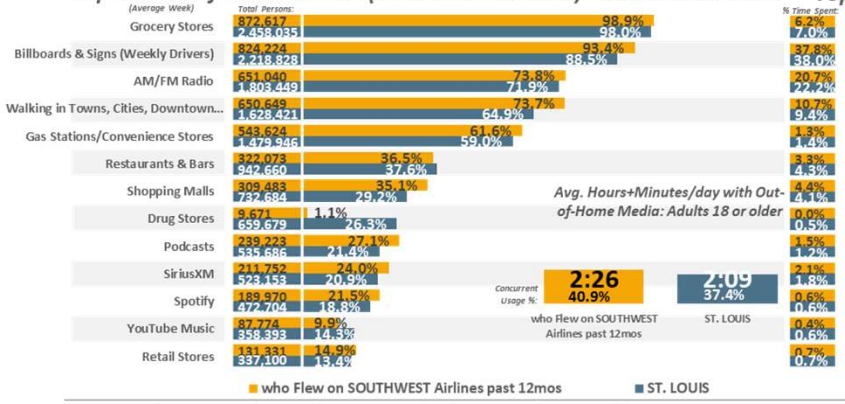
soefa.ai Share of Everything for Anything ©

*Airlines used for domestic/foreign travel past 12 months: Southwest*

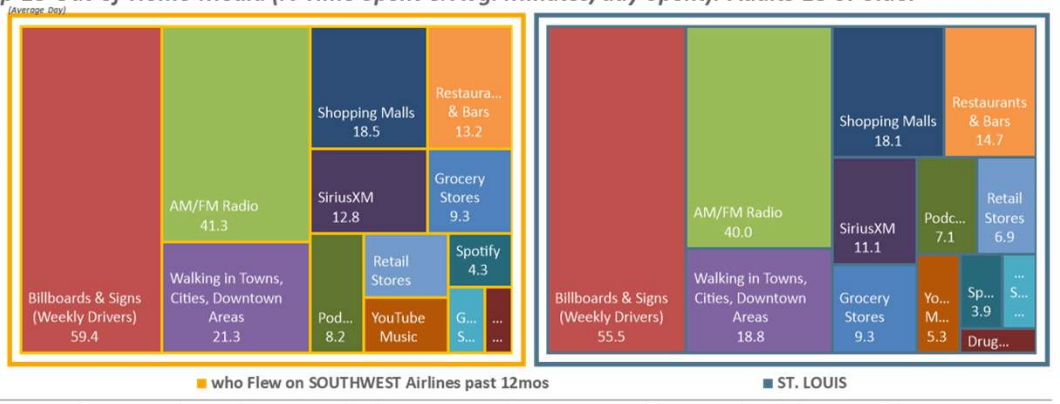



824,224 or 93.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day.

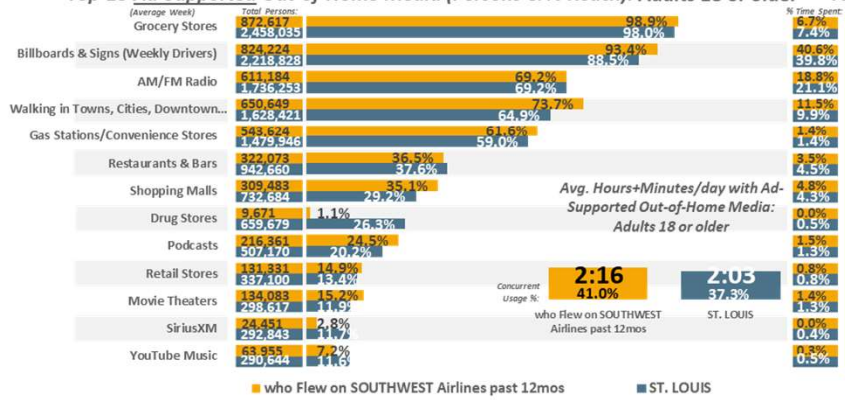
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



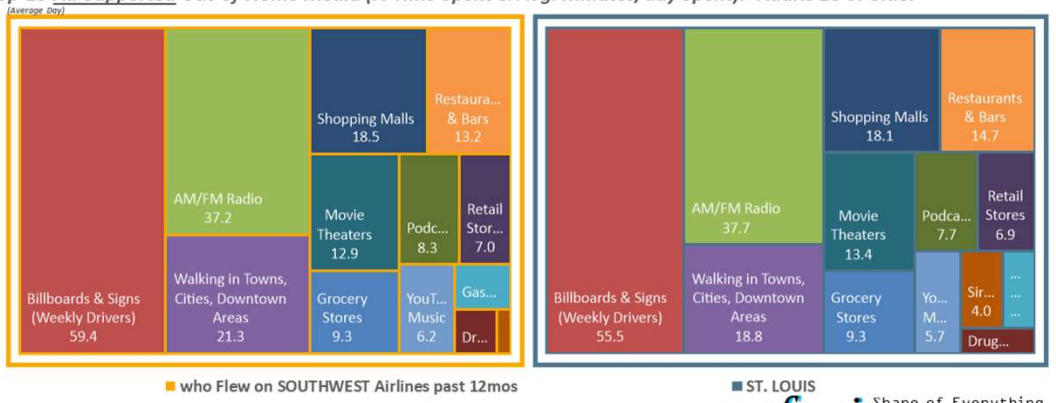

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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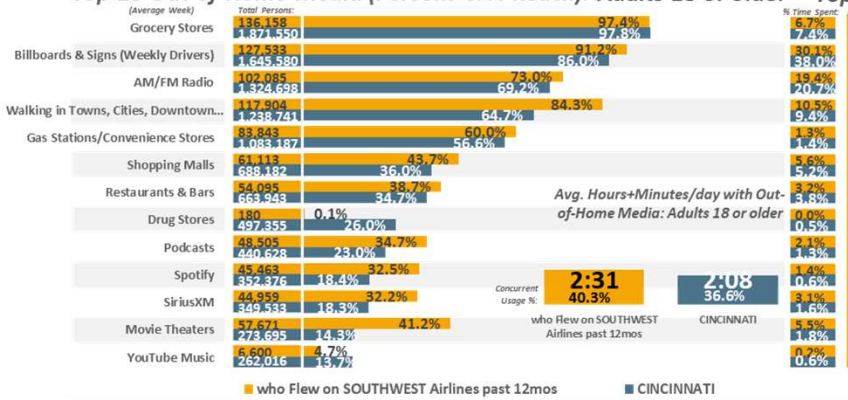
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

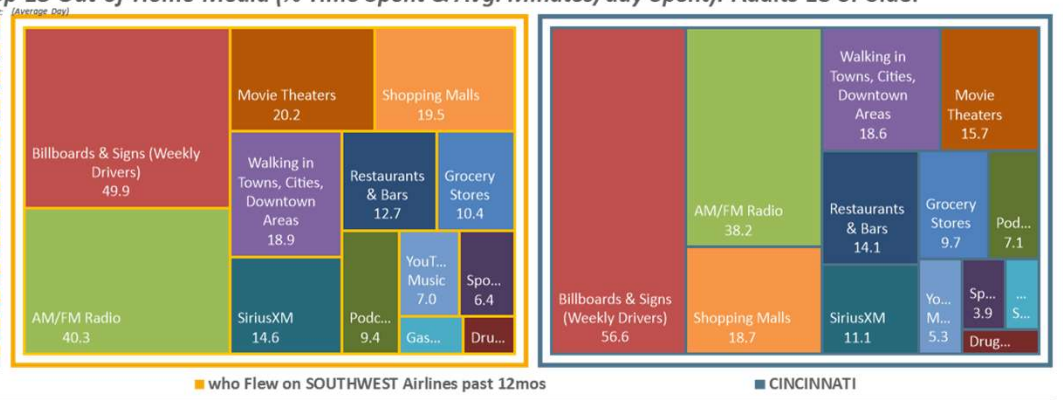



127,533 or 91.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minutes/day.

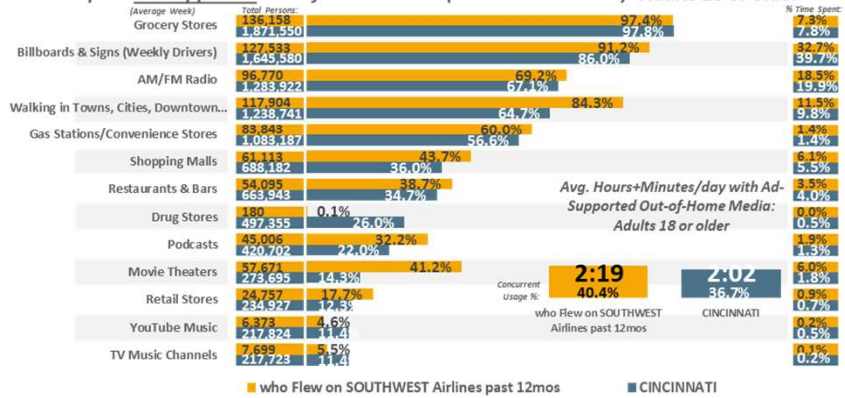
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



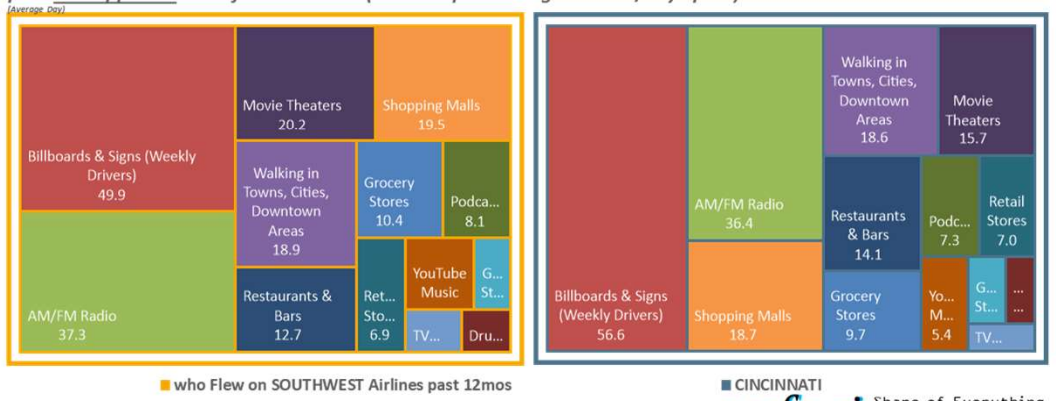

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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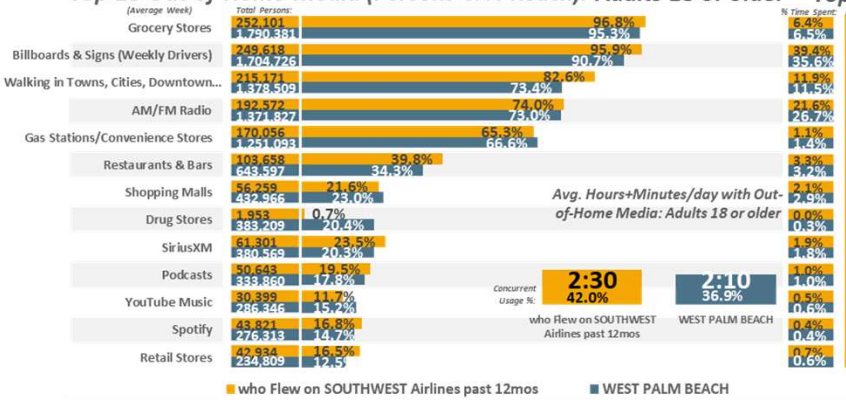
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

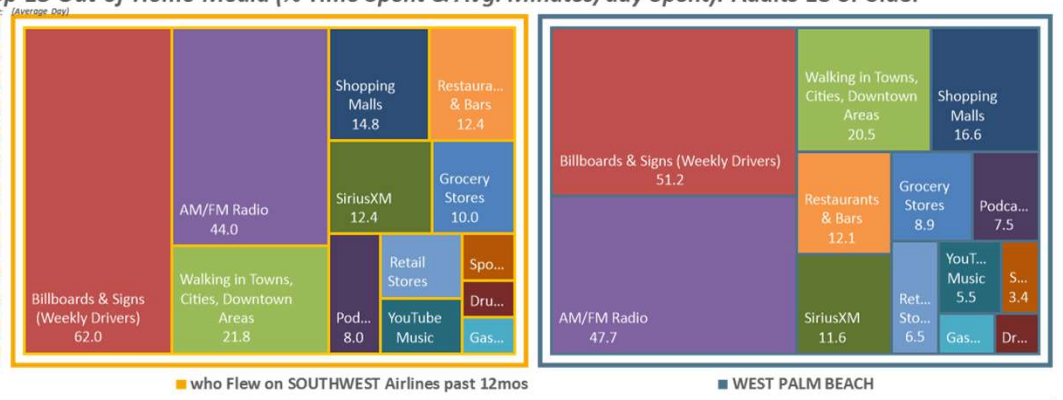



249,618 or 95.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 62. minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day.

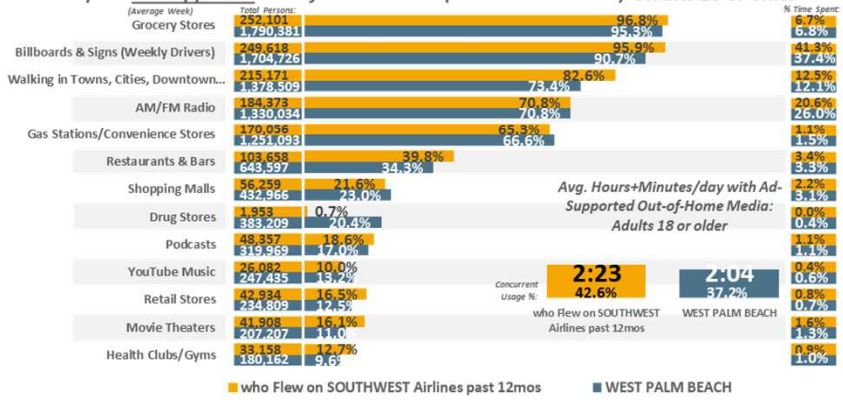
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



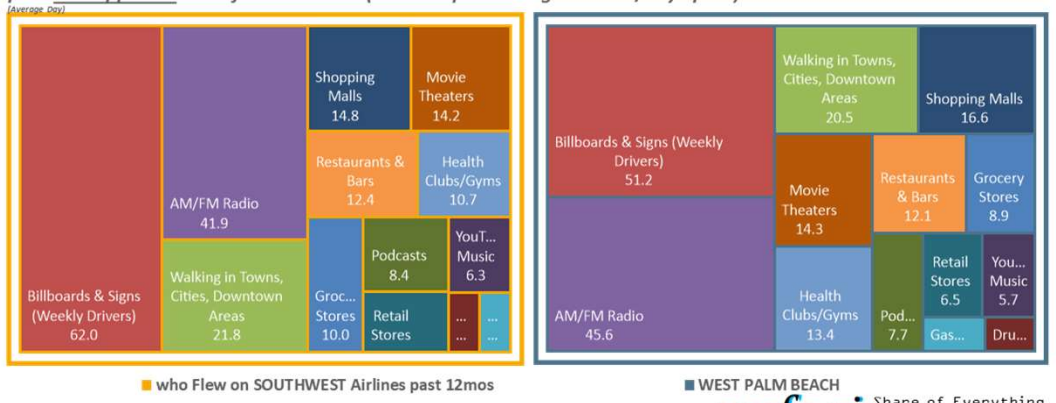

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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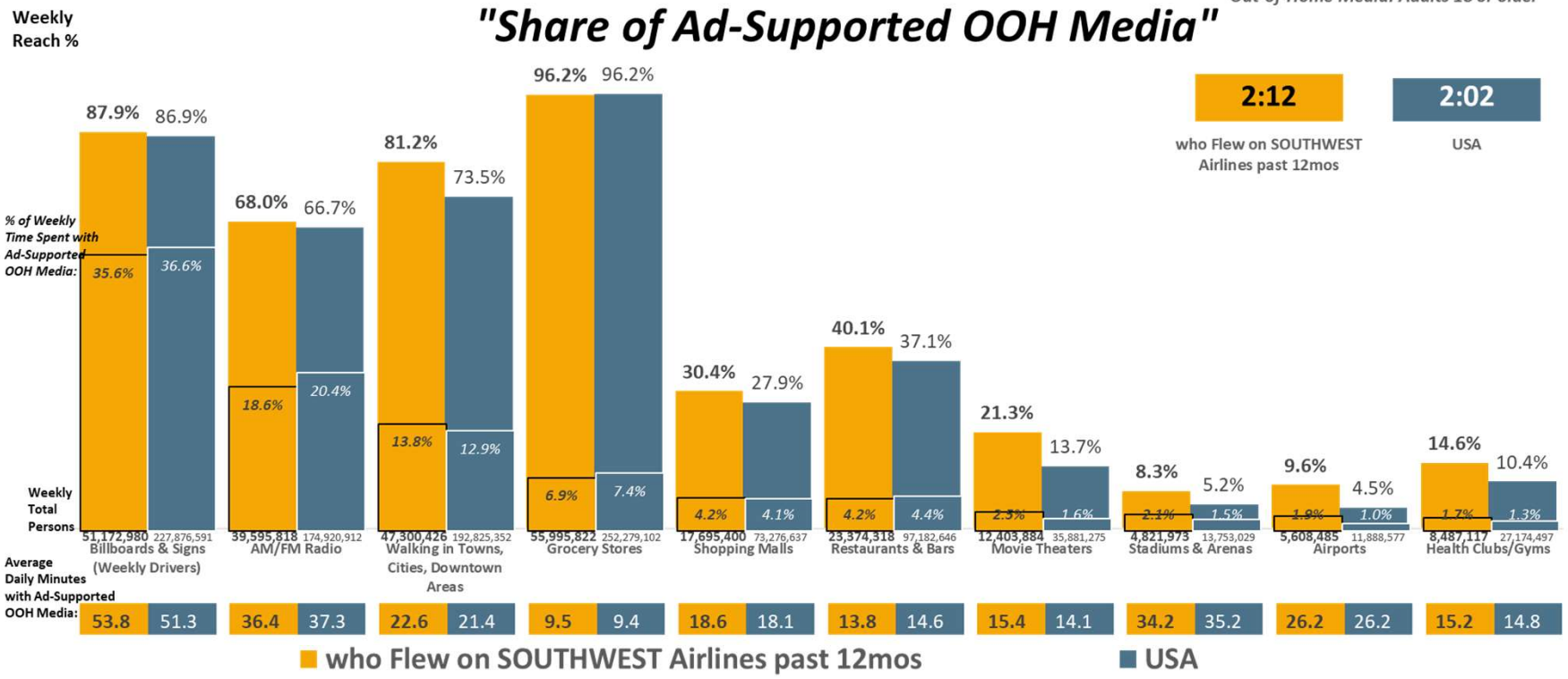
*Airlines used for domestic/foreign travel past 12 months: Southwest*




51,172,980 or 87.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 35.6% 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"*




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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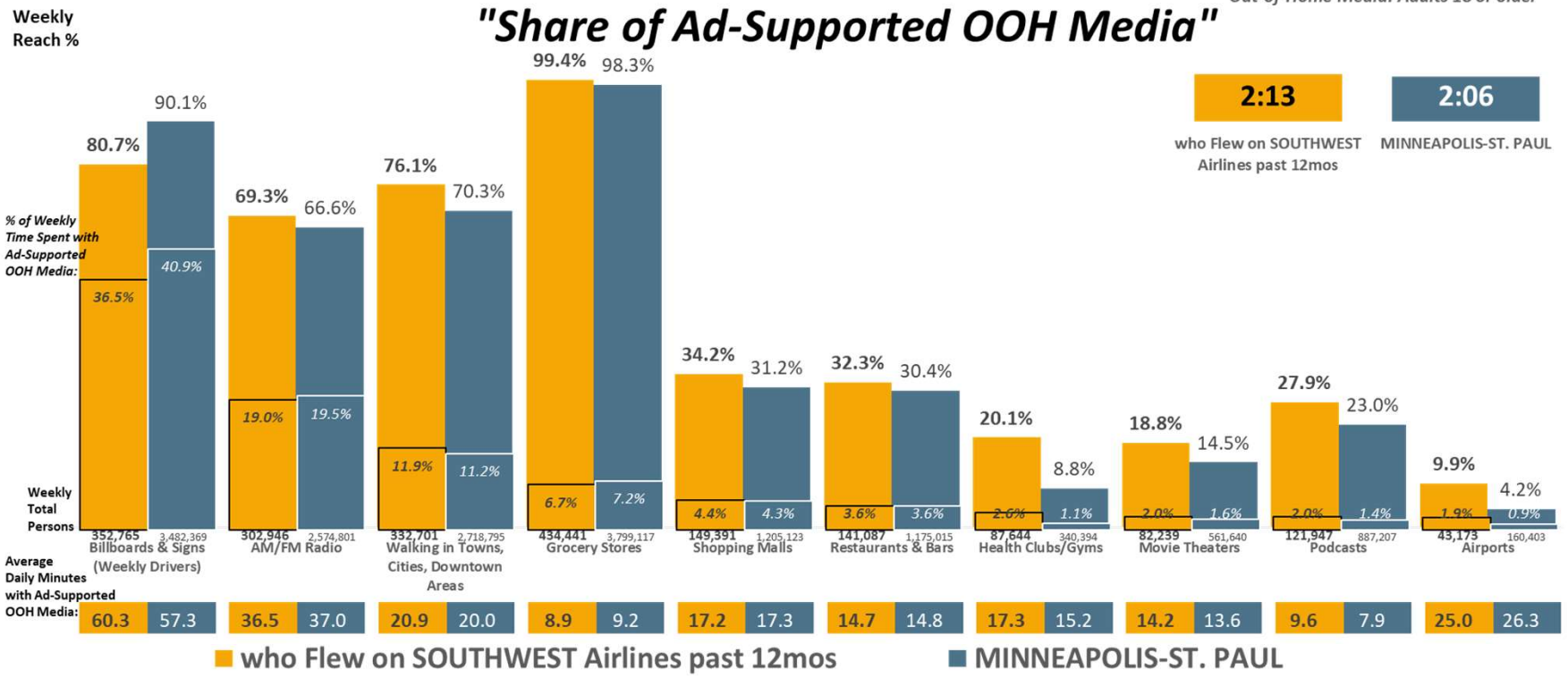
*Airlines used for domestic/foreign travel past 12 months: Southwest*




352,765 or 80.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 36.5% 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"




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862*

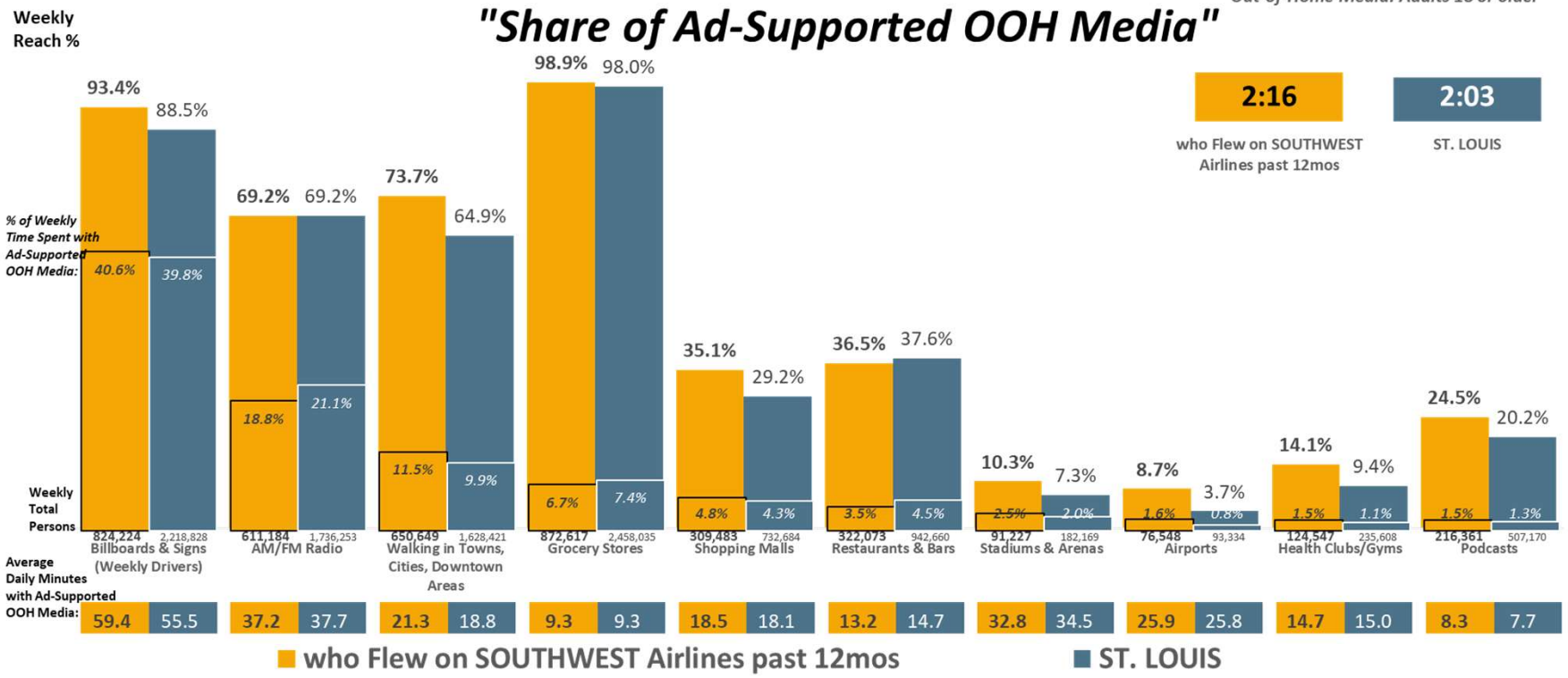
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

824,224 or 93.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 40.6% 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*




ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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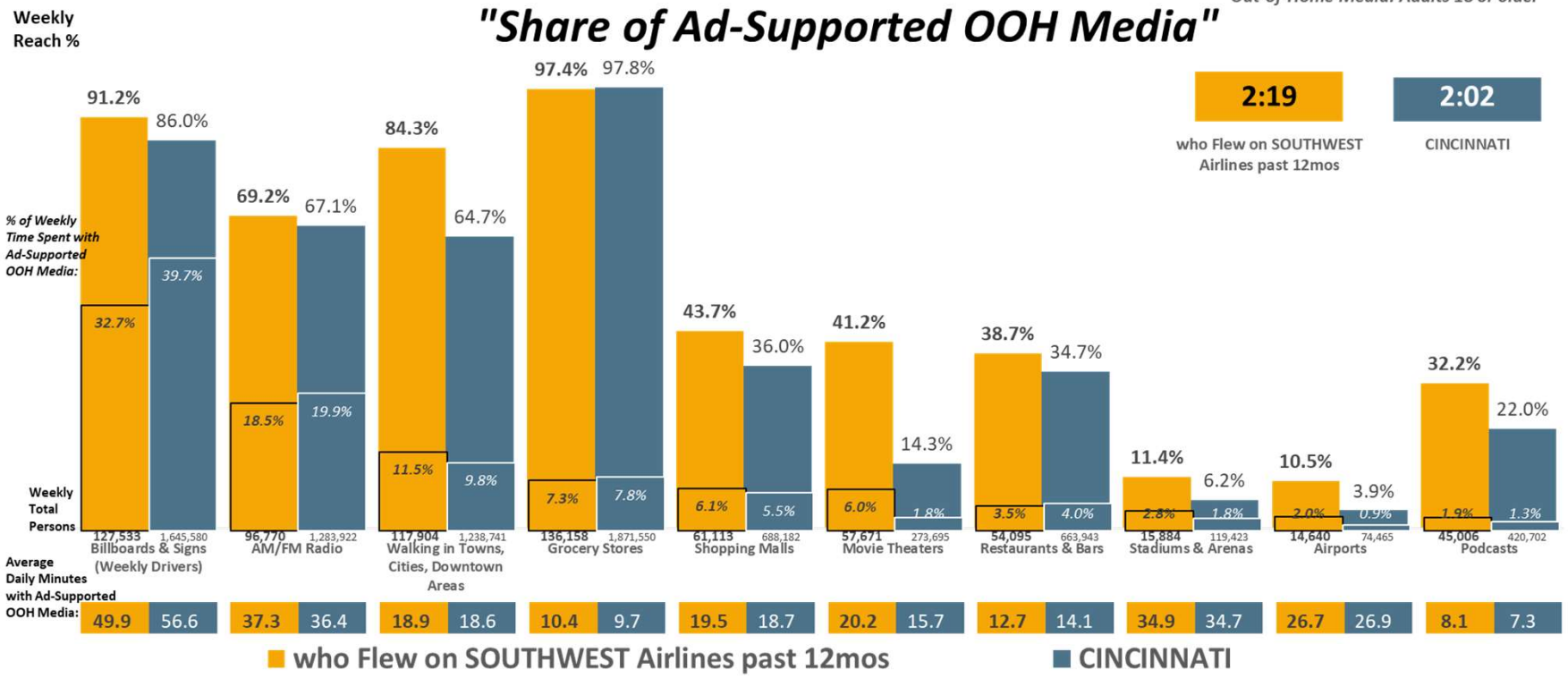
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Airlines used for domestic/foreign travel past 12 months: Southwest




127,533 or 91.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 32.7% 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*




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879*

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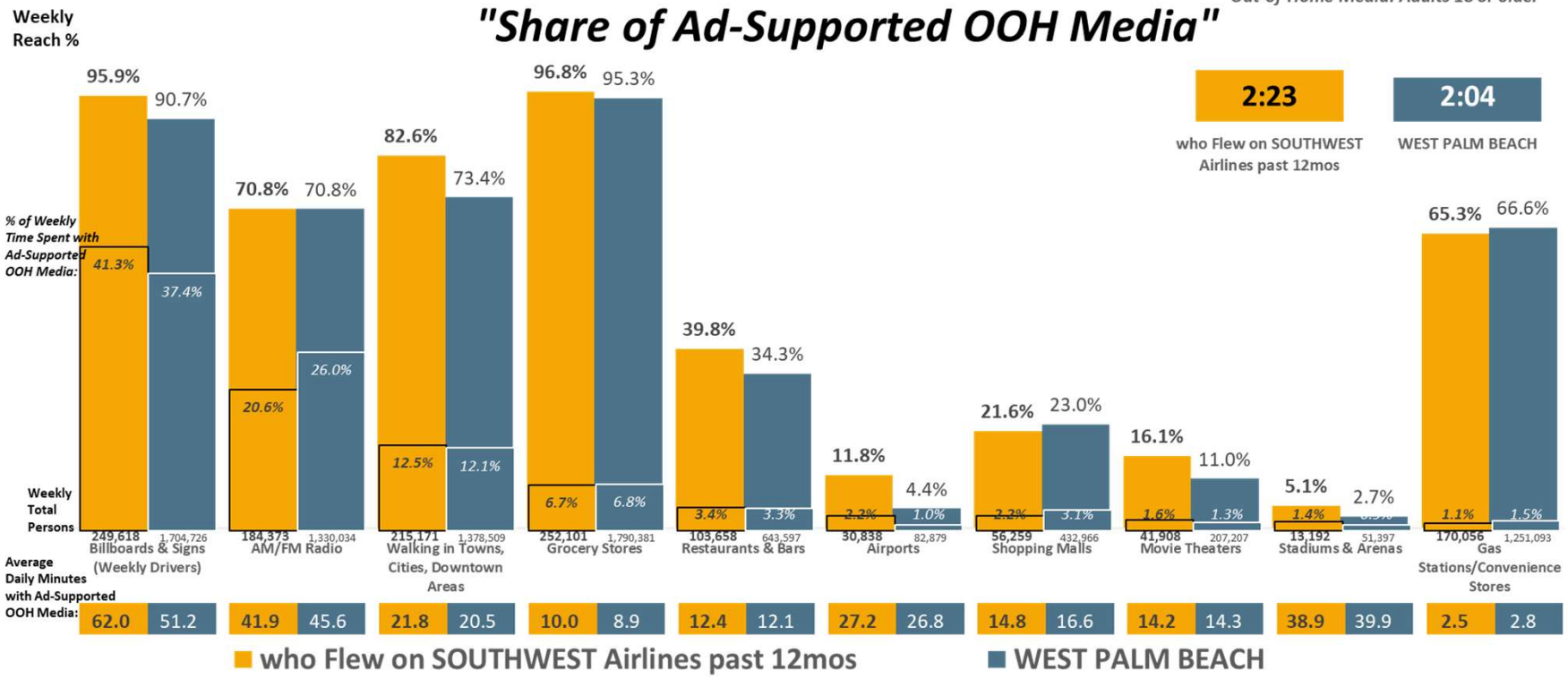
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

249,618 or 95.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 41.3% 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"




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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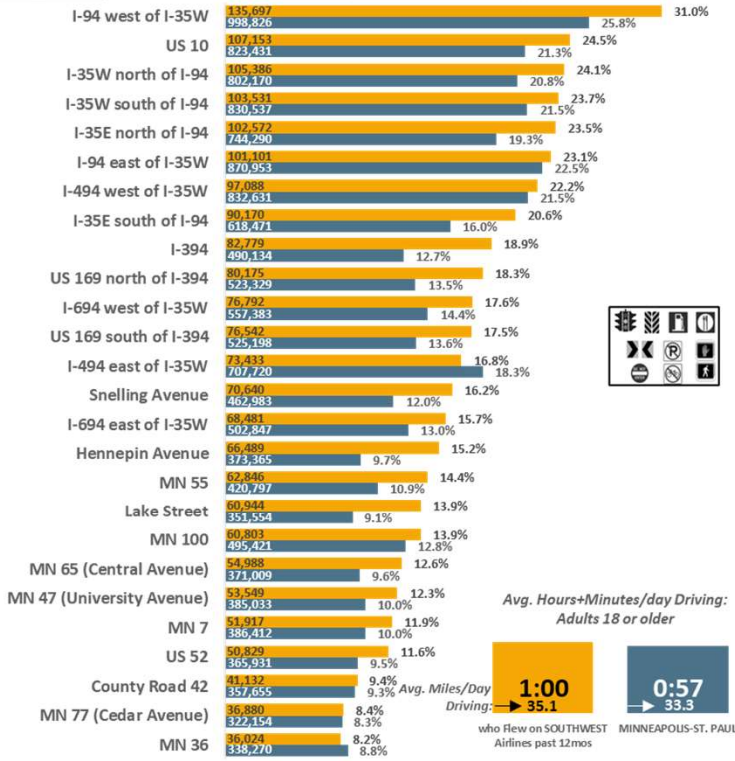
soefa.ai Share of Everything for Anything

*Airlines used for domestic/foreign travel past 12 months: Southwest*

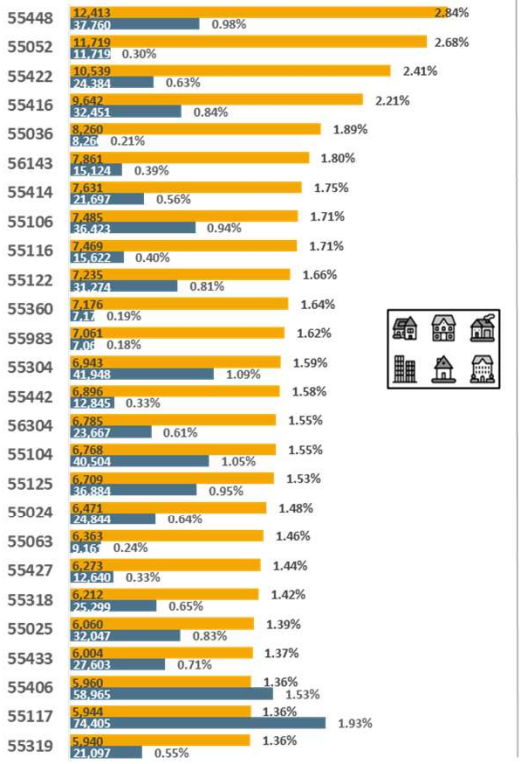



352,765 or 80.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 57.5% more likely to use Hennepin Avenue than the Metro average.

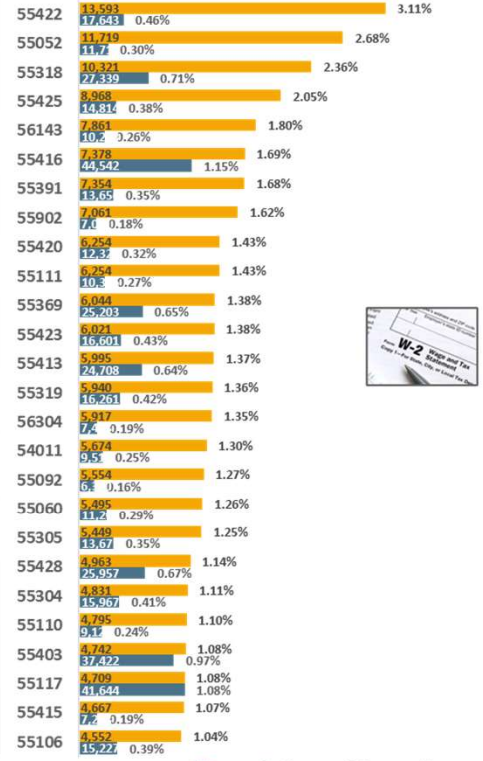
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

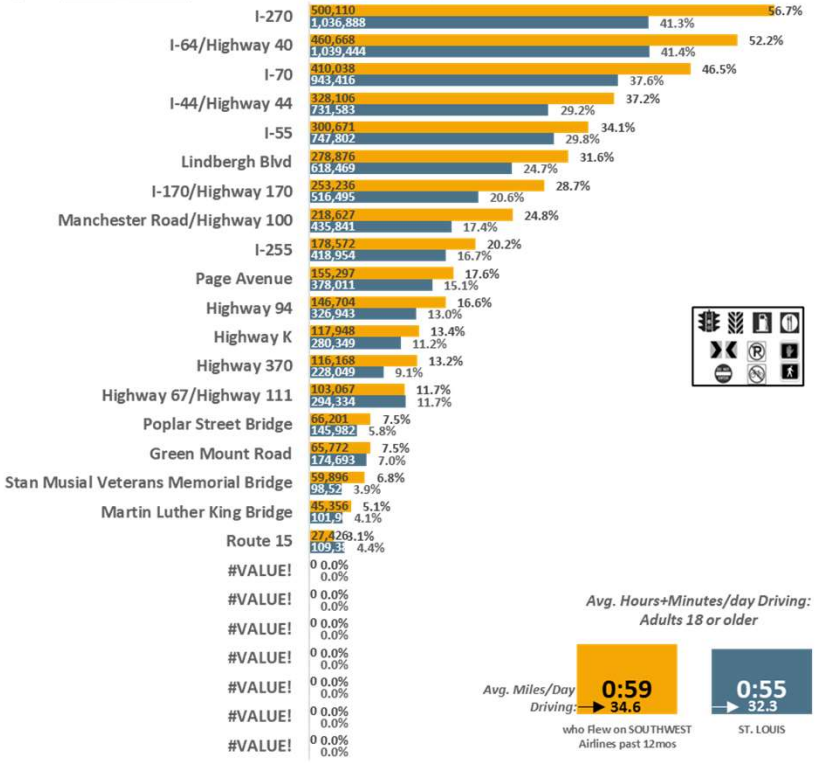
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




824,224 or 93.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 72.7% more likely to use Stan Musial Veterans Memorial Bridge than the Metro averag

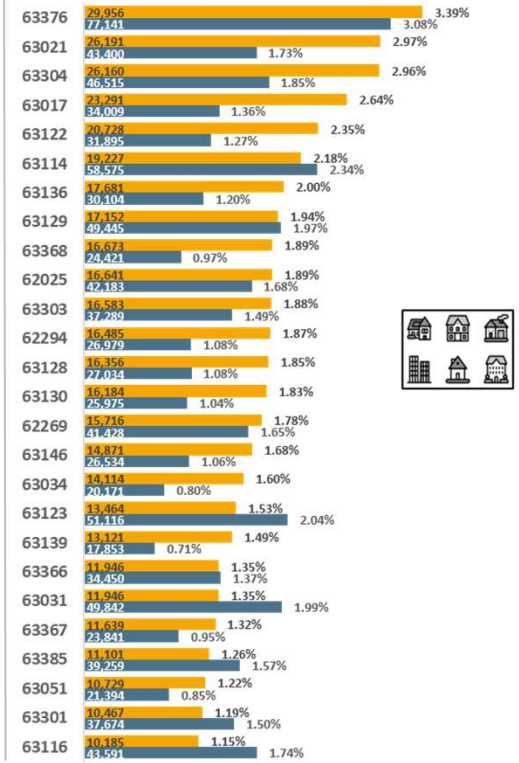
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



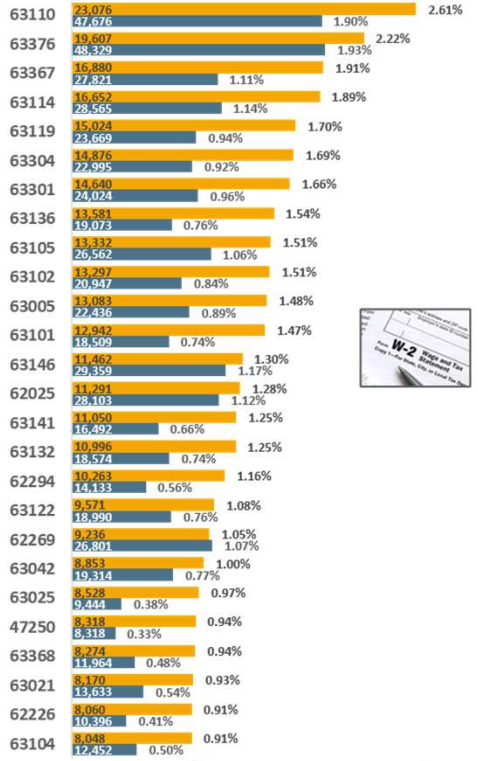

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

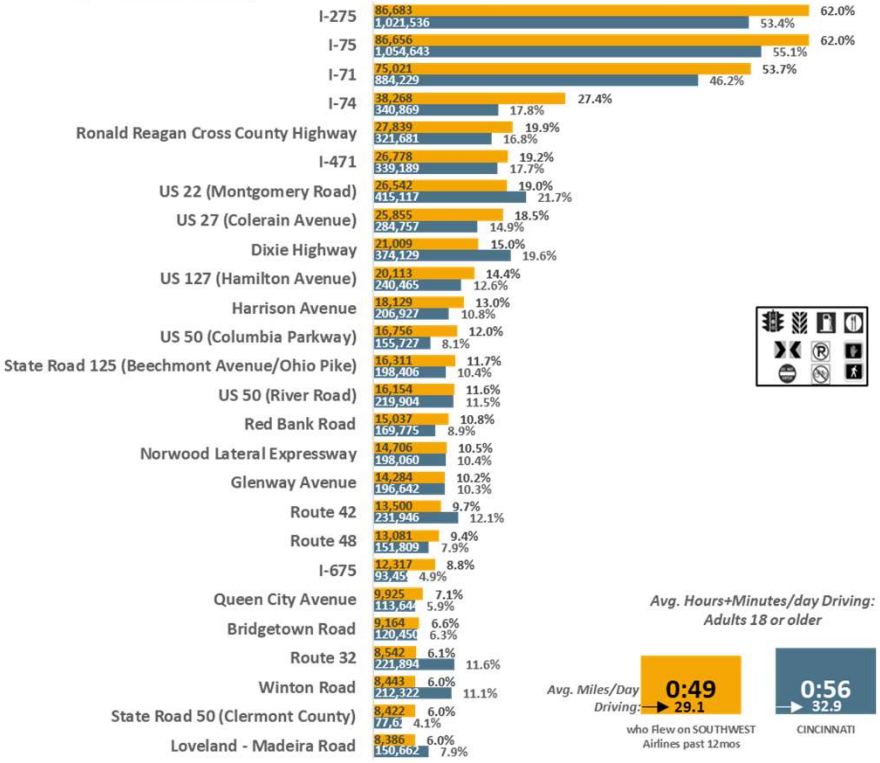
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




127,533 or 91.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 49.9 minutes per day driving an average of 29.1 miles each day and are 53.6% more likely to use I-74 than the Metro average.

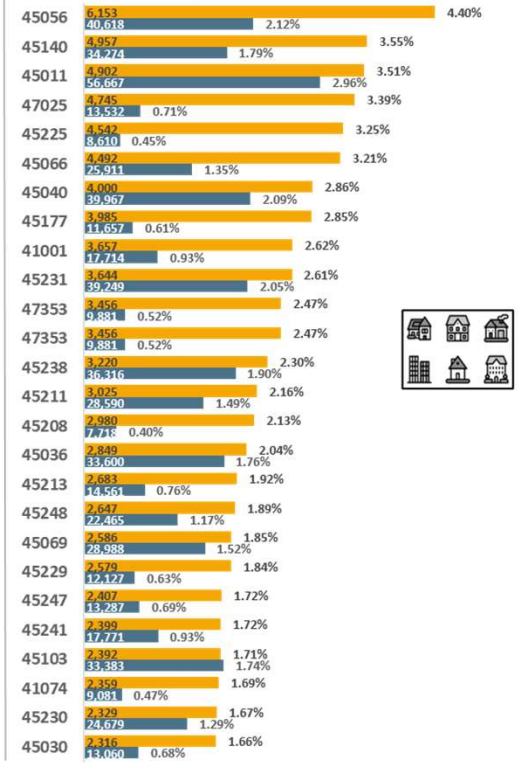
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



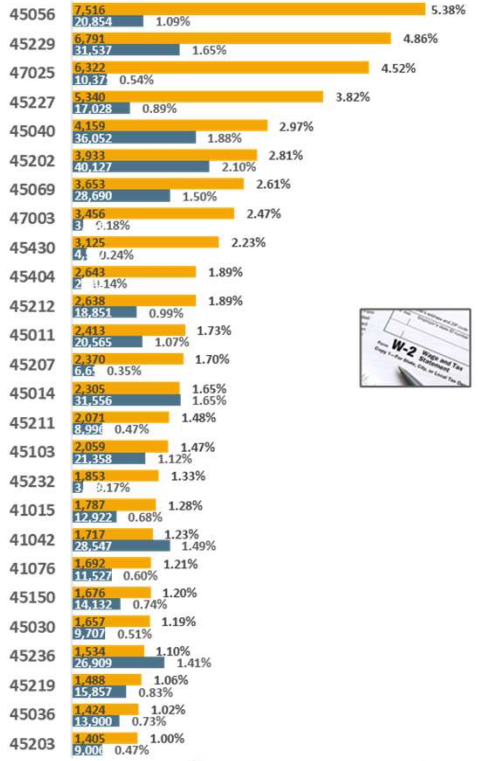

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

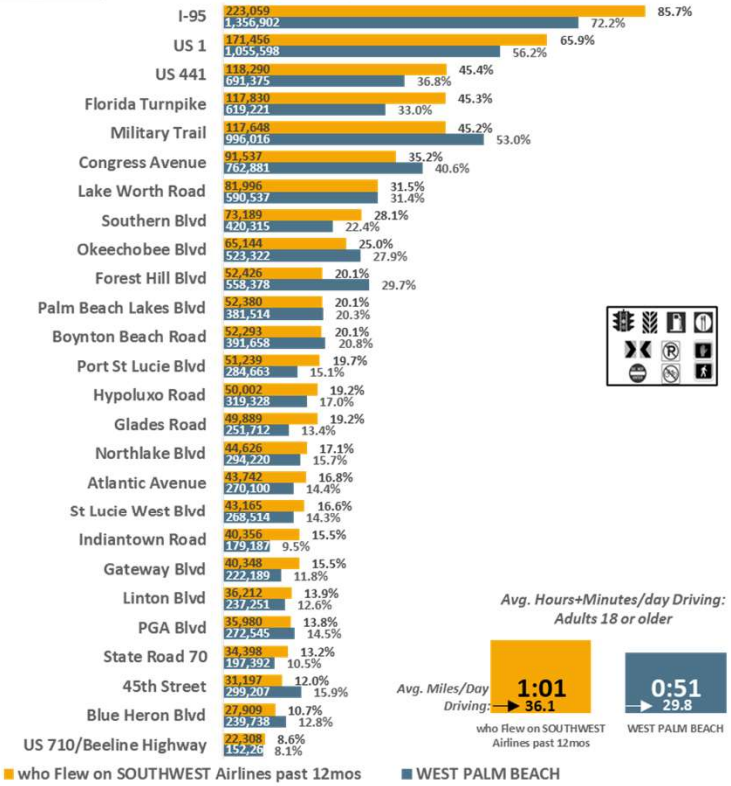
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*Airlines used for domestic/foreign travel past 12 months: Southwest*




249,618 or 95.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 62.5% more likely to use Indiantown Road than the Metro average.

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

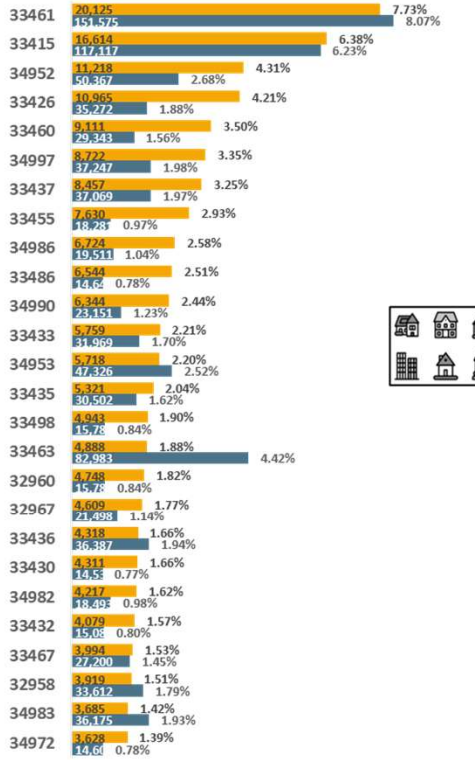



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

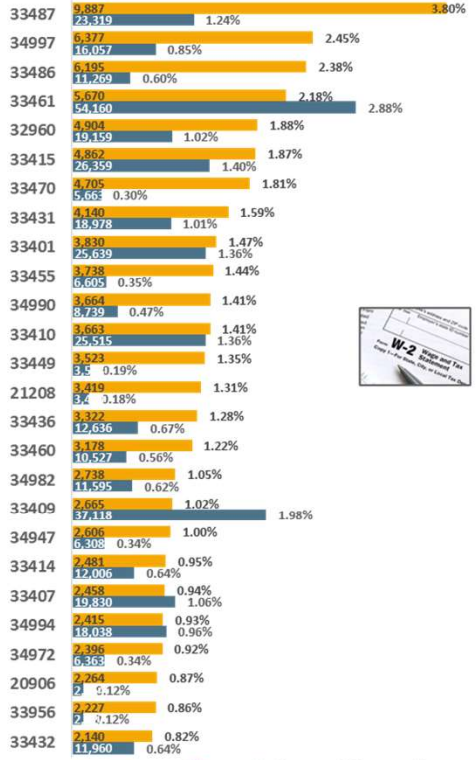
*Avg. Miles/Day Driving:* 1:01 → 36.1 who Flew on SOUTHWEST Airlines past 12mos

0:51 → 29.8 WEST PALM BEACH

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older



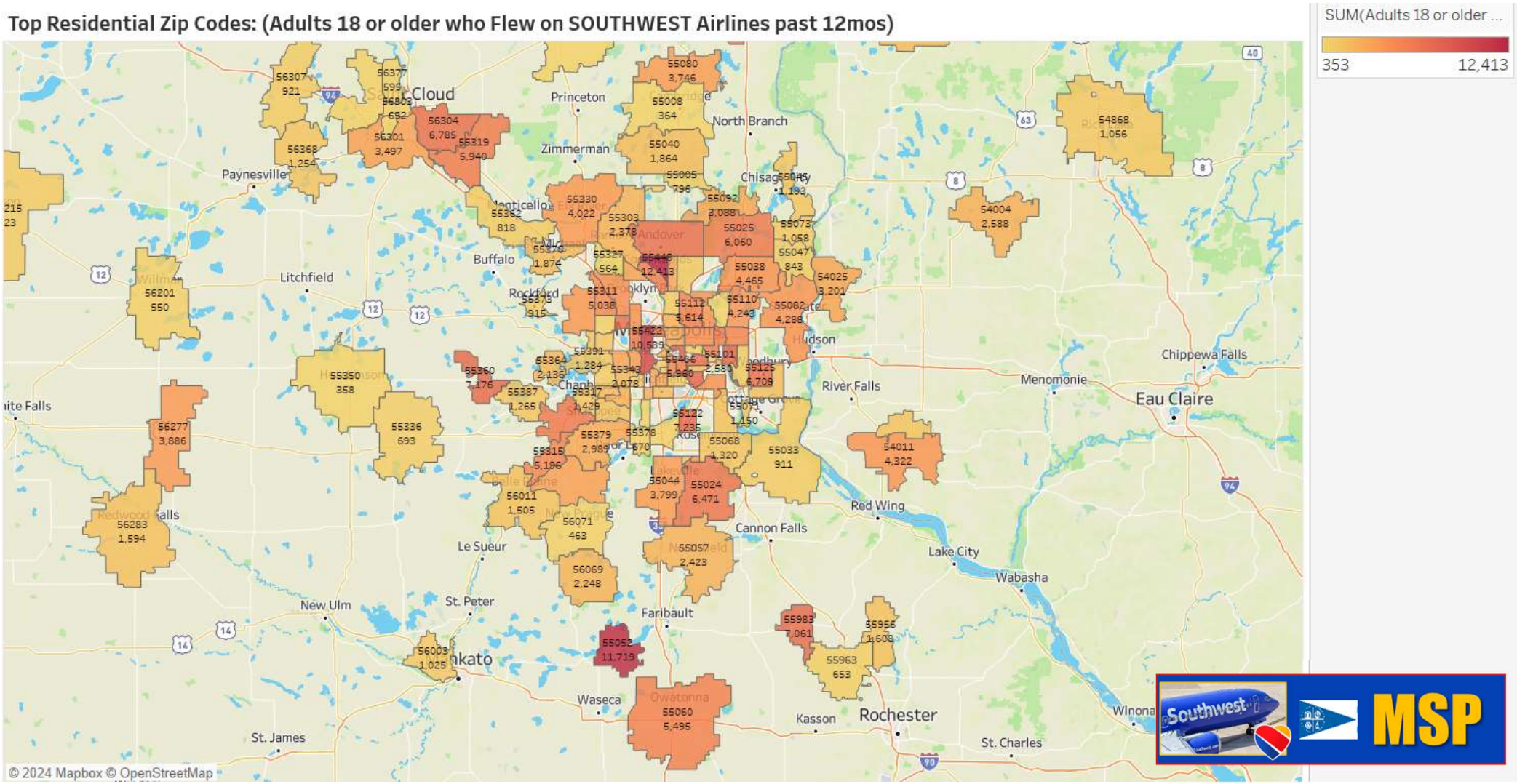

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*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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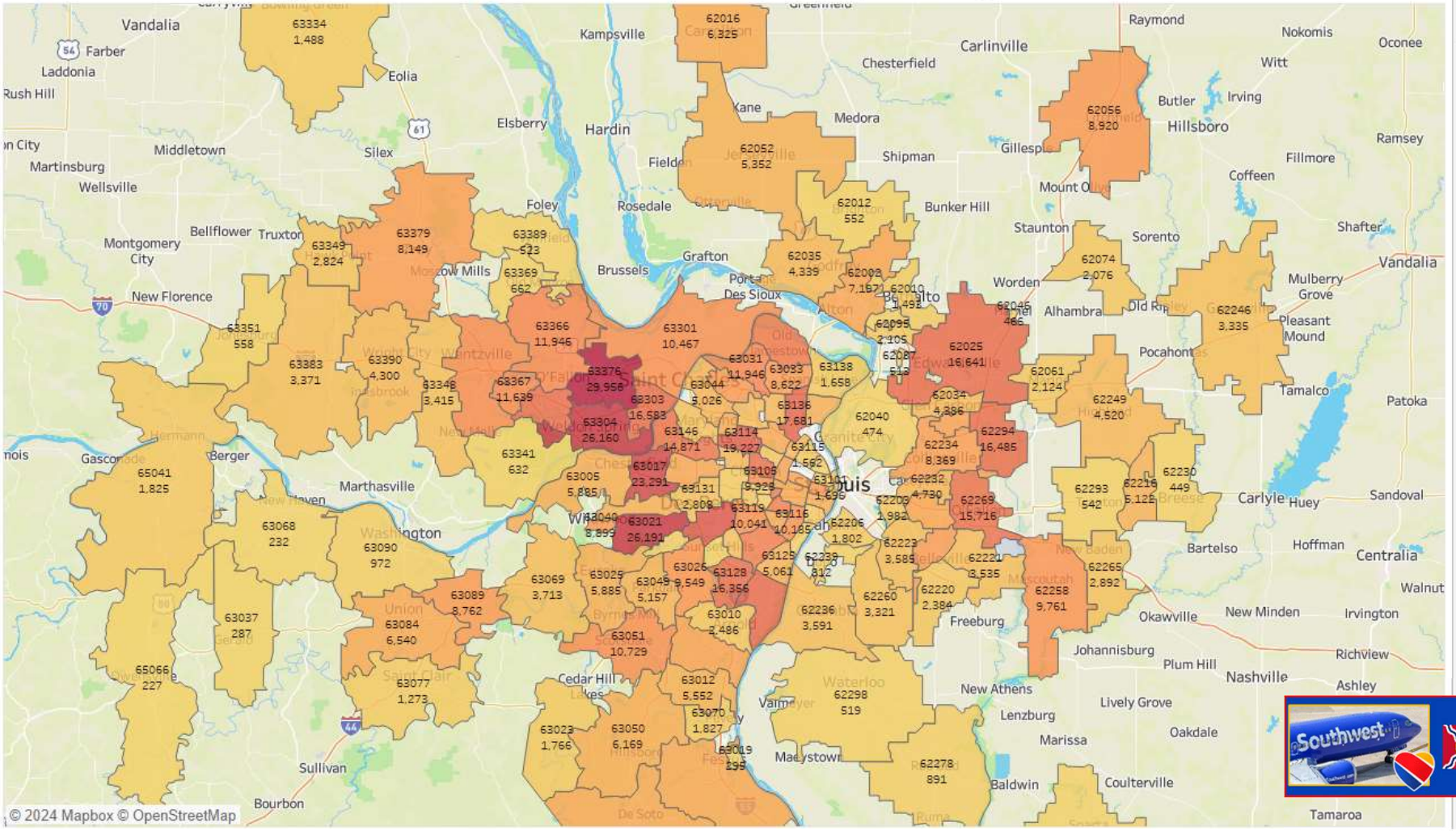
*Airlines used for domestic/foreign travel past 12 months: Southwest*

## Top Residential Zip Codes: (Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos)



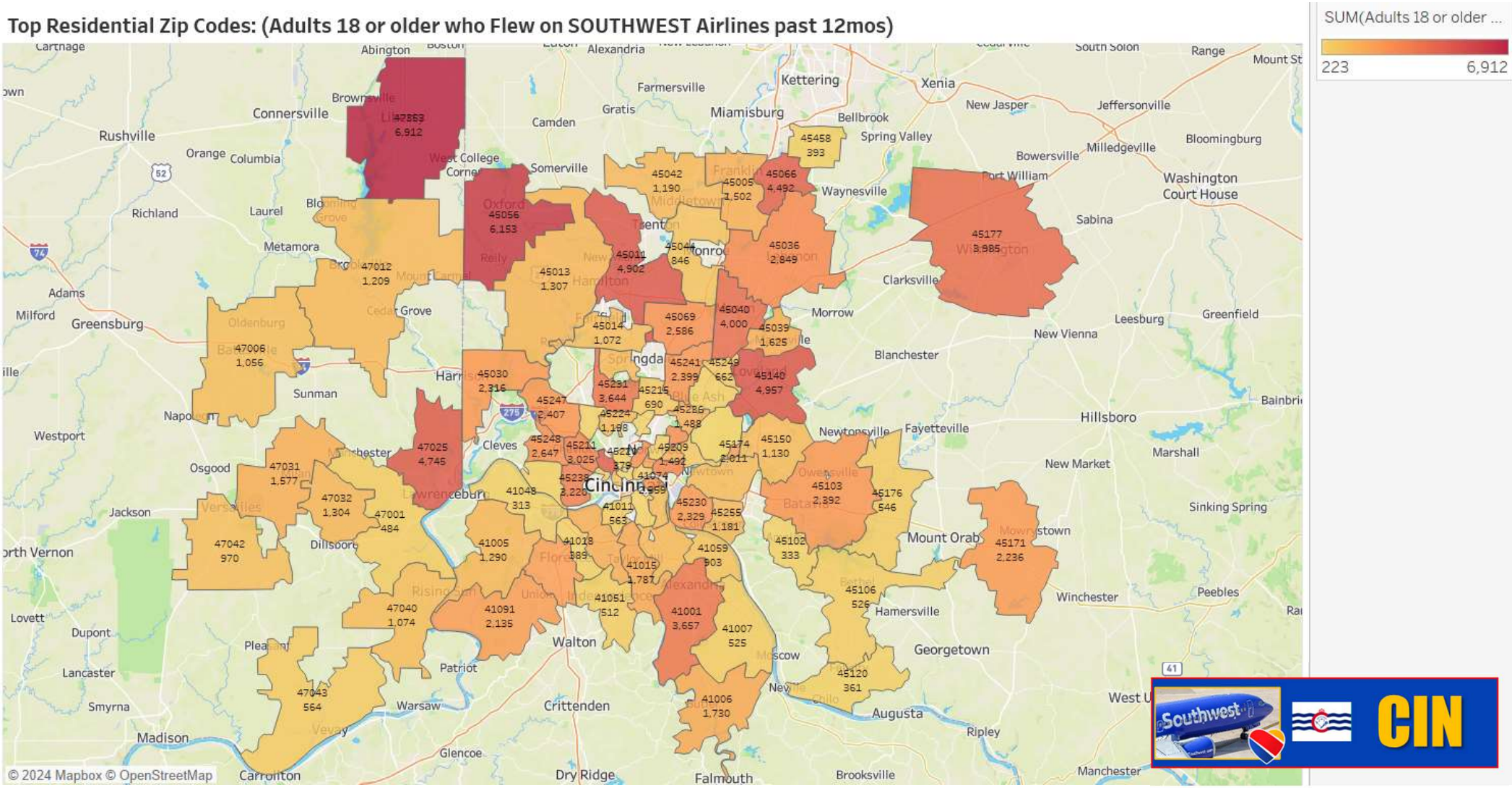

*Airlines used for domestic/foreign travel past 12 months: Southwest*

## Top Residential Zip Codes: (Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos)



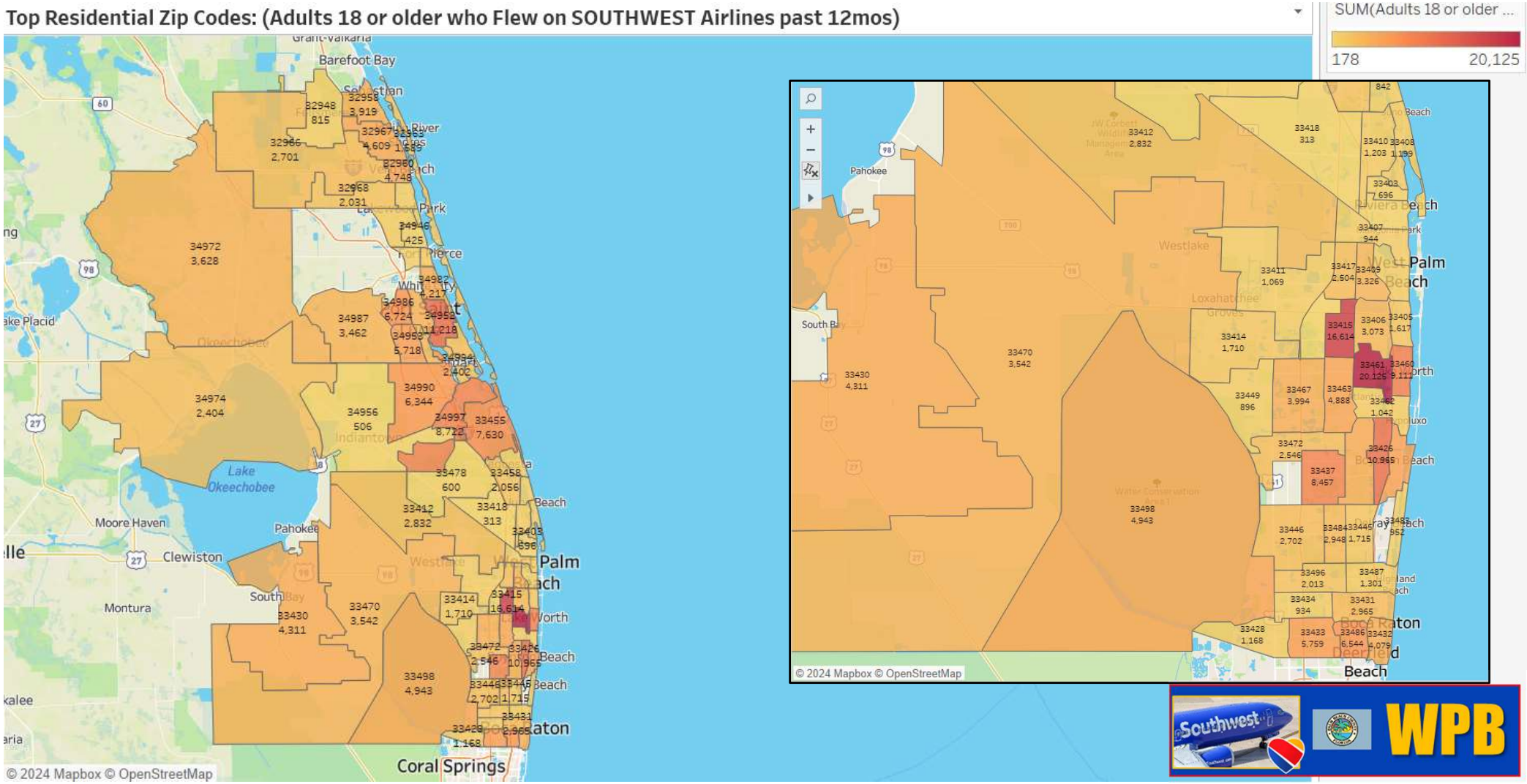

*Airlines used for domestic/foreign travel past 12 months: Southwest*

## Top Residential Zip Codes: (Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos)




*Airlines used for domestic/foreign travel past 12 months: Southwest*

## Top Residential Zip Codes: (Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos)

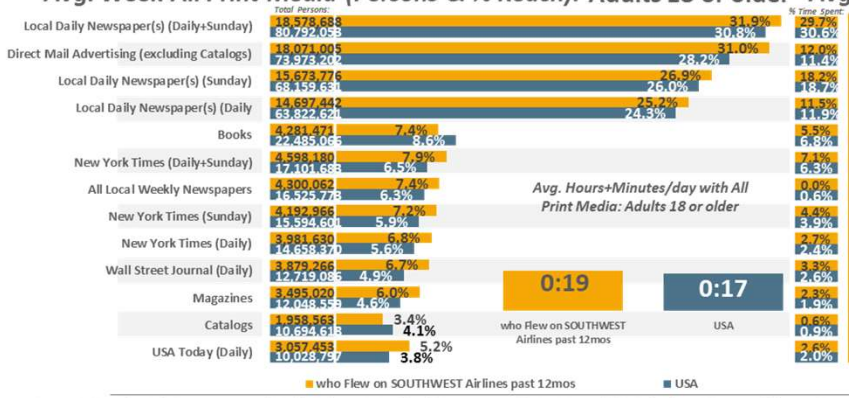



*Airlines used for domestic/foreign travel past 12 months: Southwest*

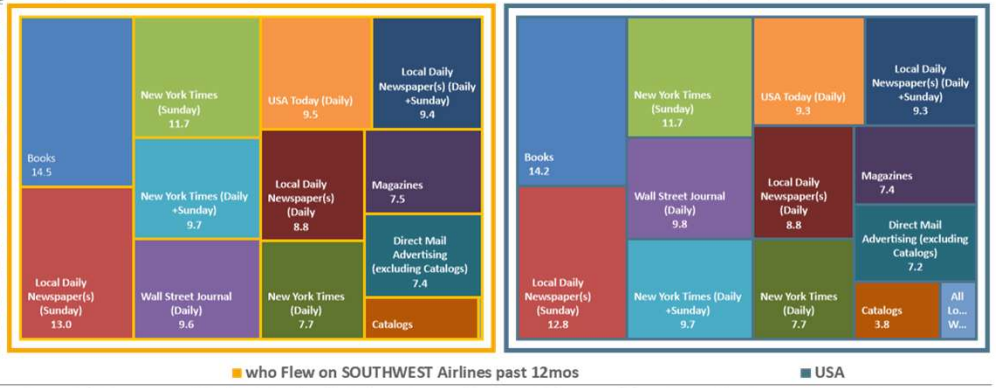



18,578,688 or 31.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

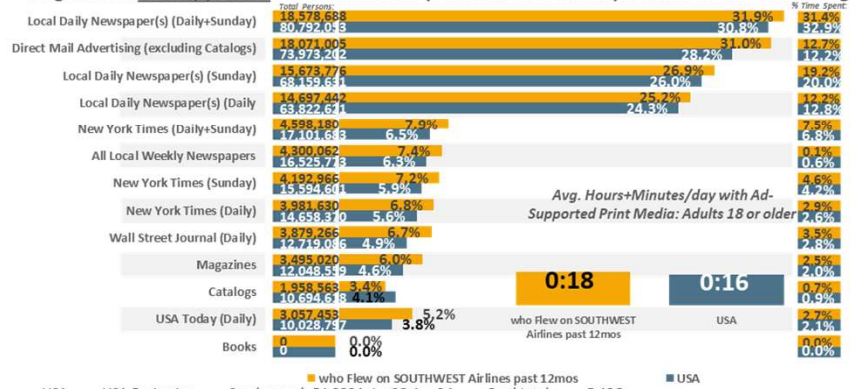
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



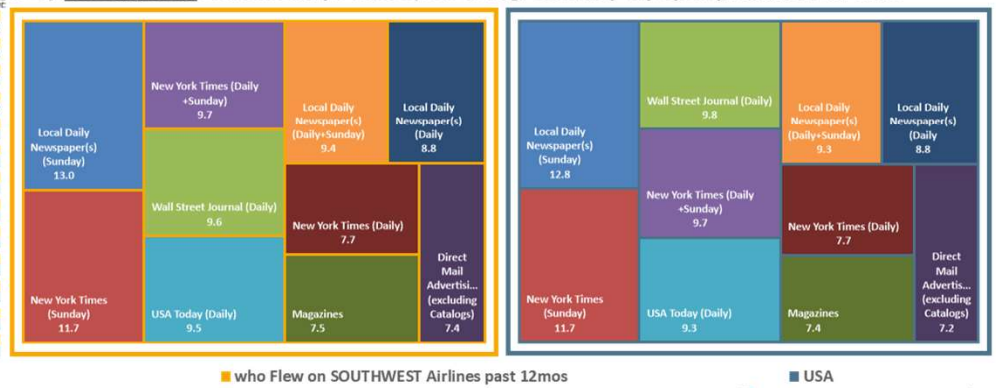

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

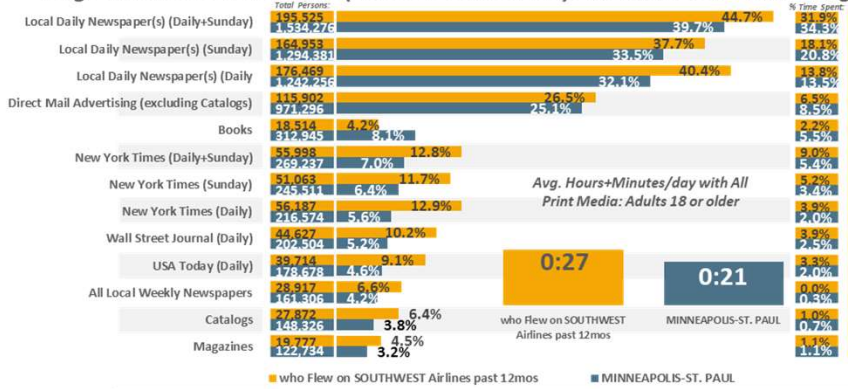
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

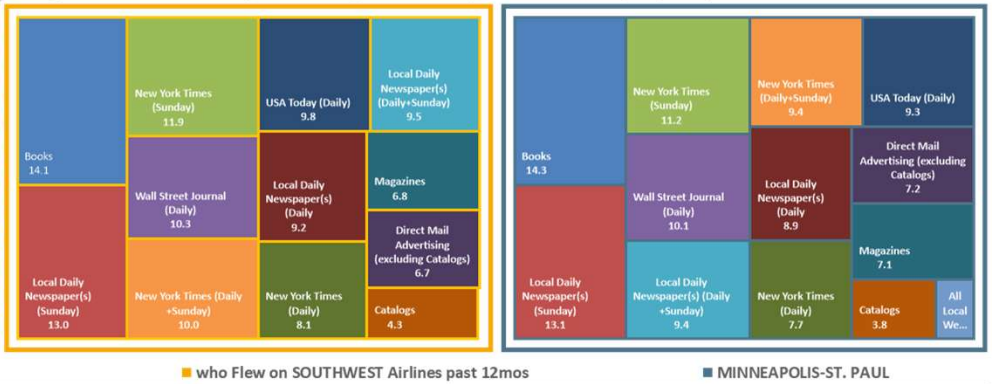



195,525 or 44.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

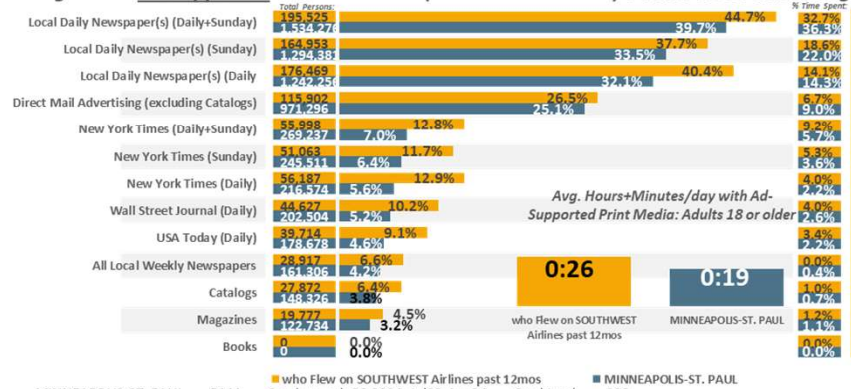
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



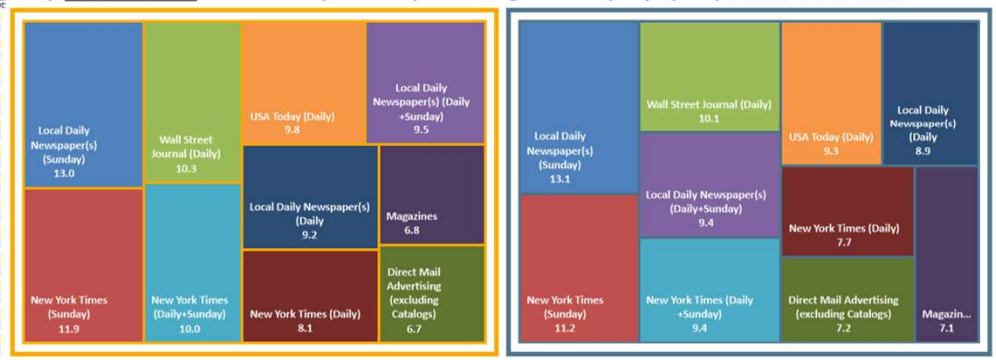

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 233*

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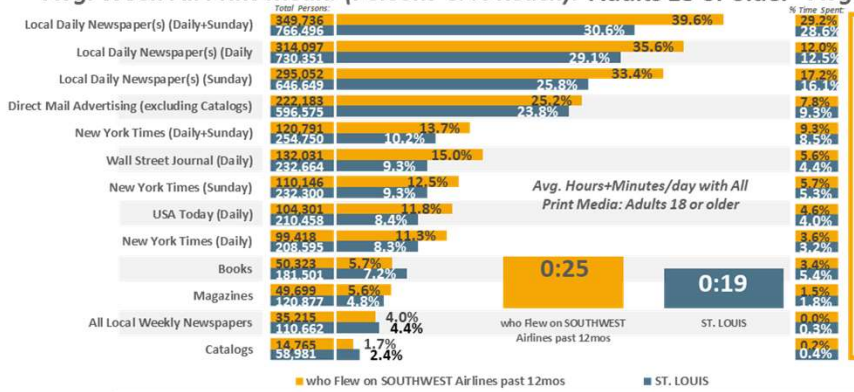
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

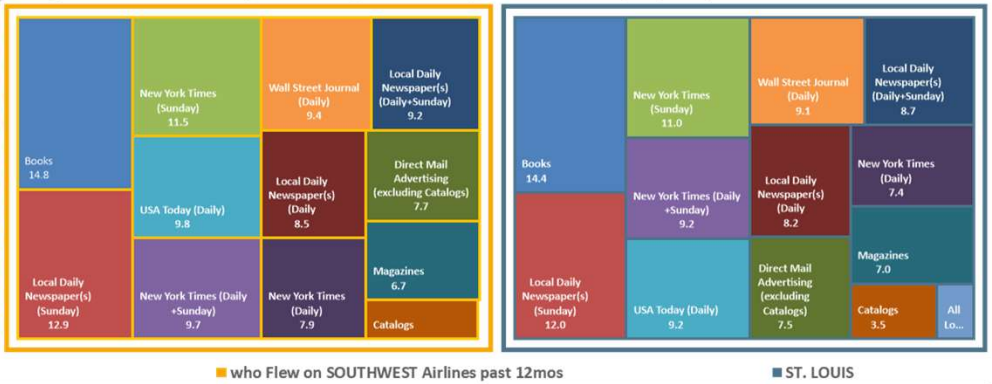



349,736 or 39.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

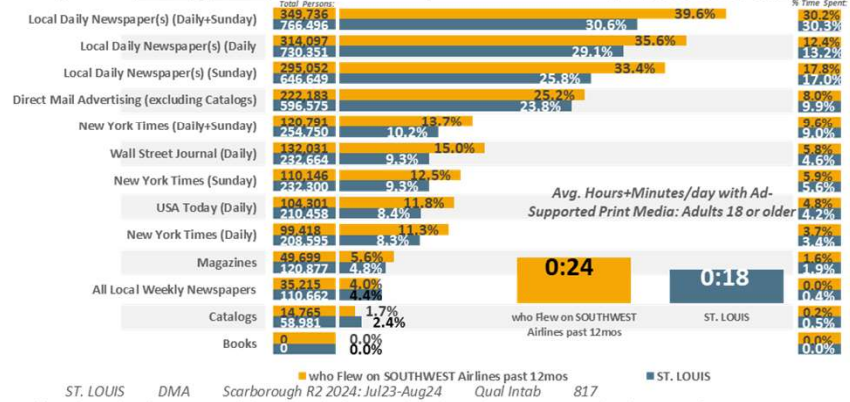
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



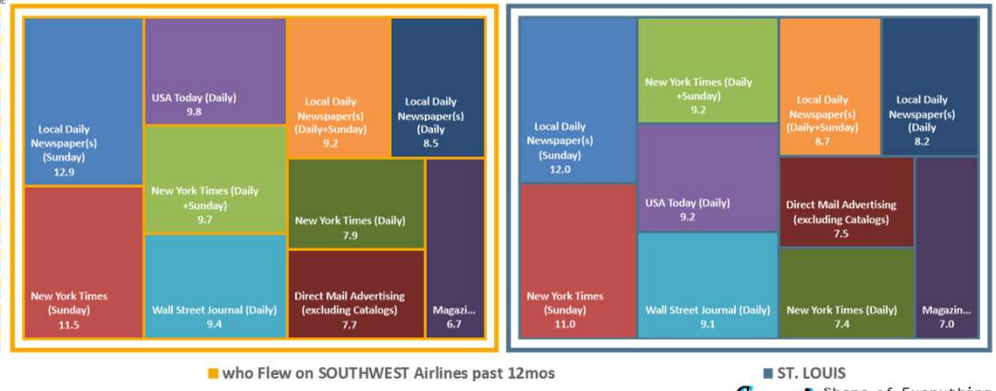

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 817*

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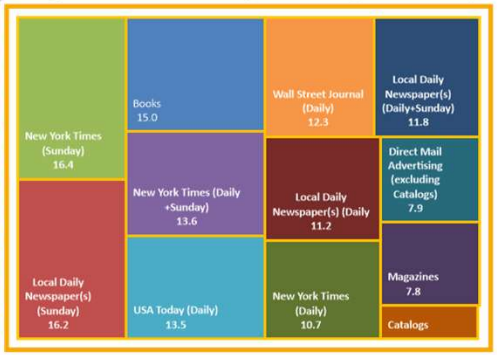
*Airlines used for domestic/foreign travel past 12 months: Southwest*

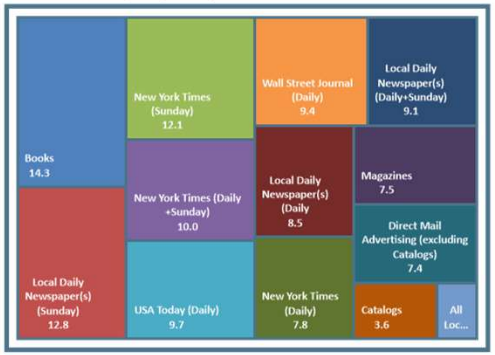



70,762 or 50.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

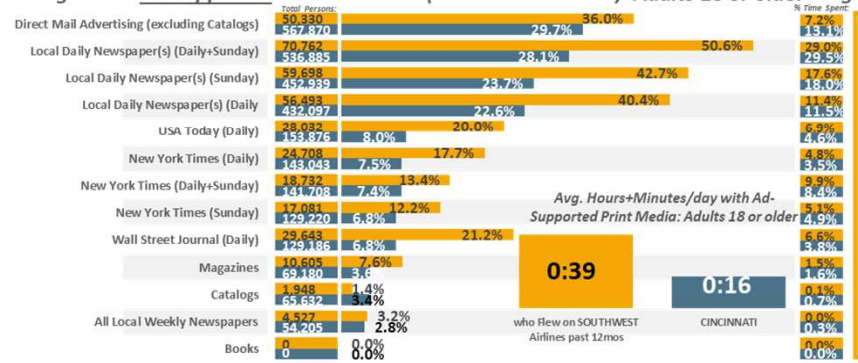
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older

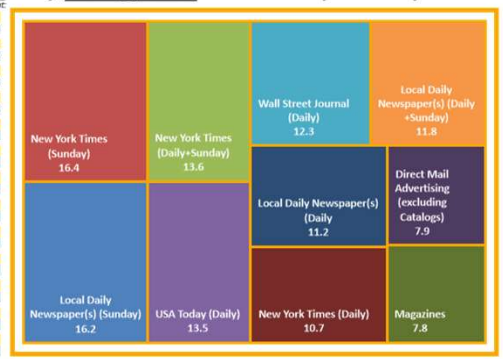


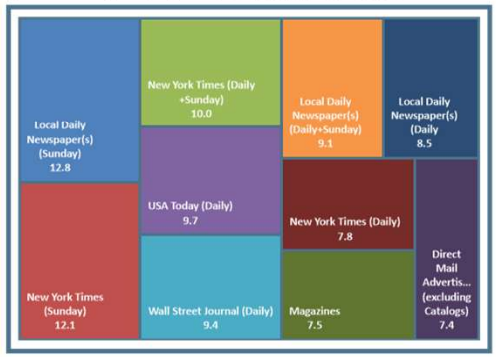




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




*CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 161*

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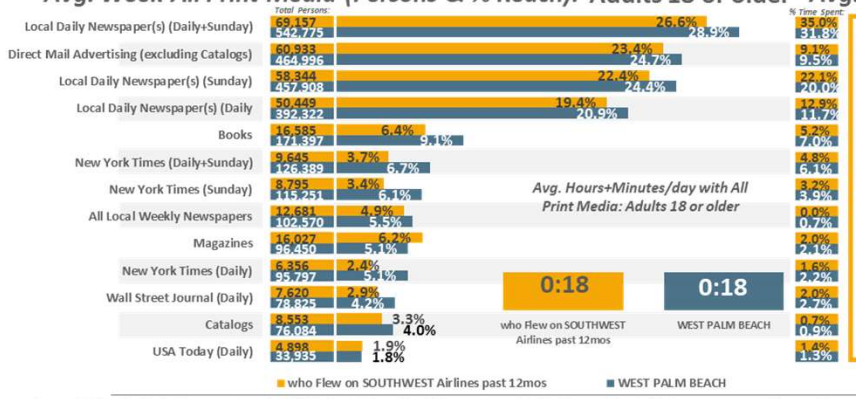
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*Airlines used for domestic/foreign travel past 12 months: Southwest*

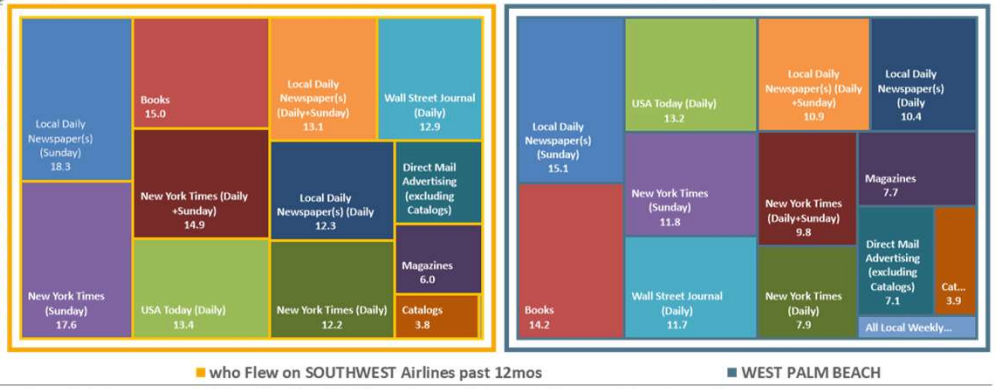



69,157 or 26.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.1 minutes every day representing 36.9% of all time spent daily with All forms of Print Media.

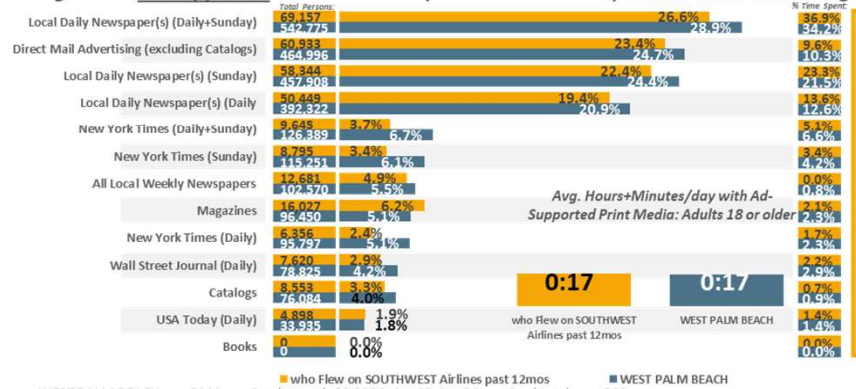
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



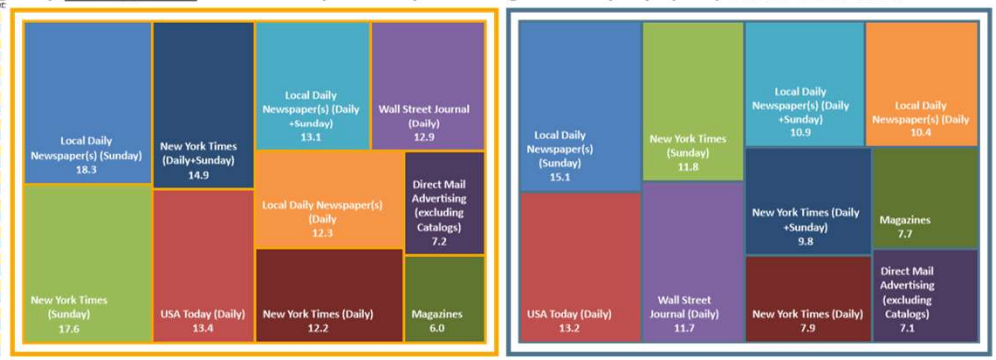

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 348*

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*Airlines used for domestic/foreign travel past 12 months: Southwest*