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

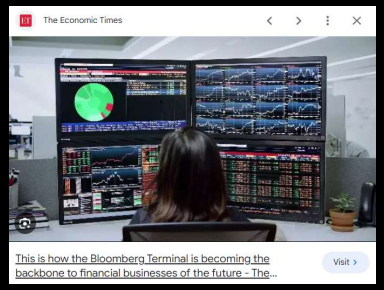
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX 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!

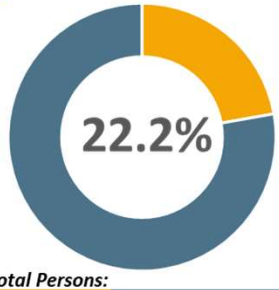
HUBBARD BROADCASTING INC. HB INC.

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

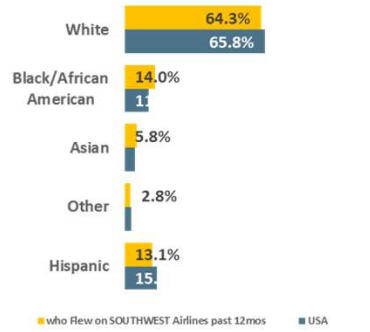
Total Persons:

58,237,301	203,937,199

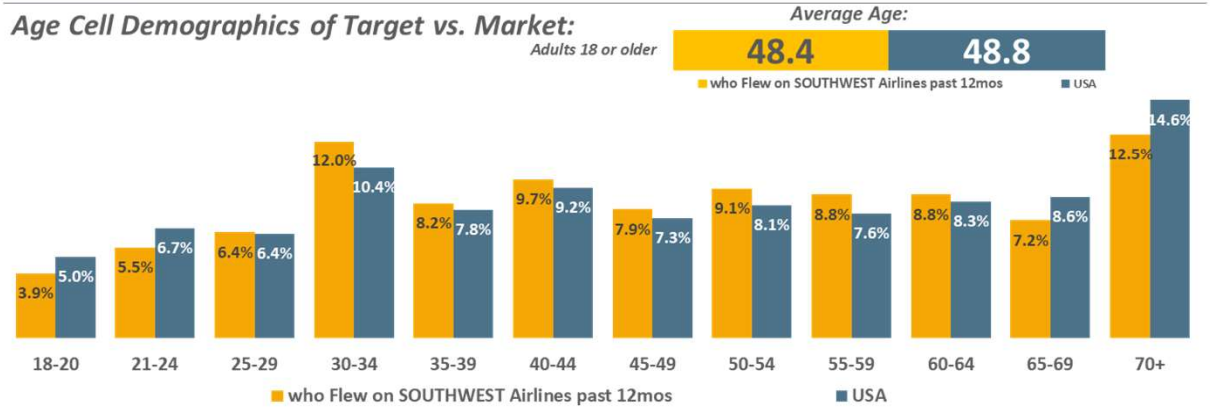
Gender of Target vs. Market: Adults 18 or older

	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...

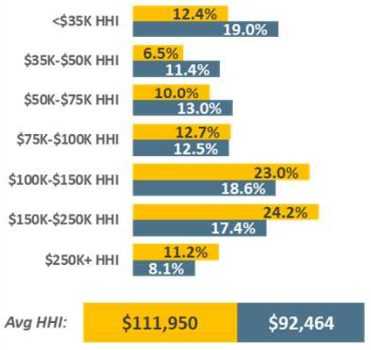
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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

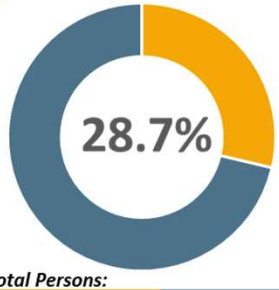
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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



28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 48.9 years old (1.2% older than average) and have a $127,449 (19.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

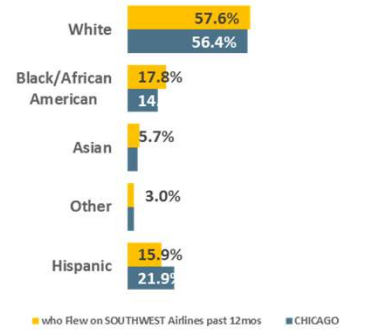
Total Persons:

who Flew on SOUTHWEST Airlines past 12mos	Remainder of CHICAGO DMA
2,170,812	5,395,154

Gender of Target vs. Market: Adults 18 or older

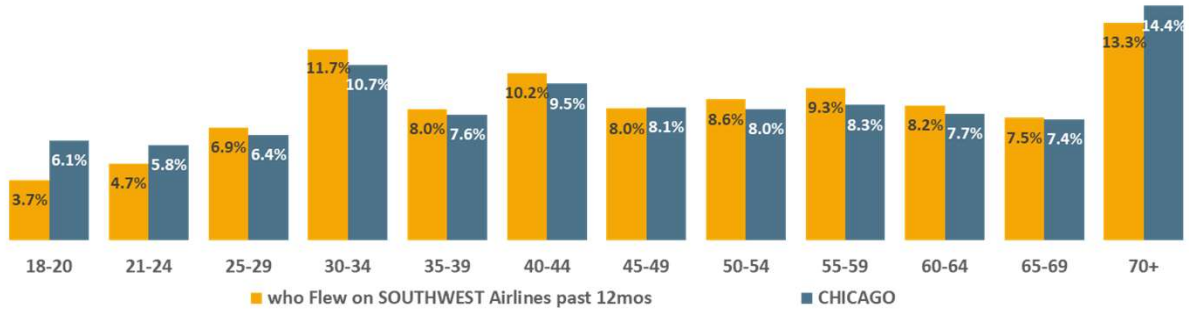
	Men	Men	Women	Women
%M vs. %F:	44.8%	48.3%	55.2%	51.7%
Average Age:	49.9	48.4	48.0	48.3
# Persons:	971,940	3,657,365	1,198,872	3,908,601

Ethnicity of Target vs. Market:

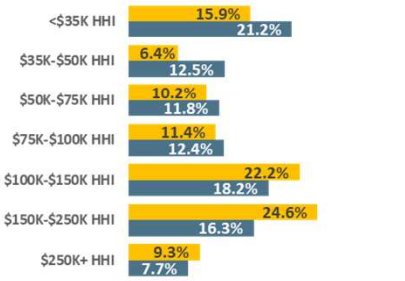


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:* 48.9	48.3



HHI of Target vs. Market:



Avg HHI:	$127,449	$106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

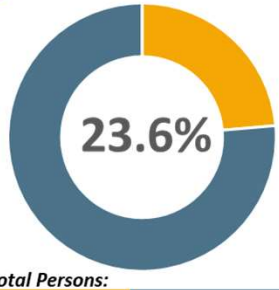
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 45.7 years old (4.1% younger than average) and have a $165,281 (24.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



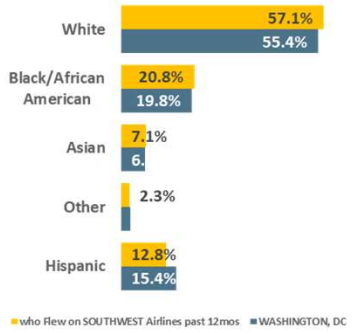
Total Persons:

1,344,665	4,346,681

Gender of Target vs. Market: Adults 18 or older

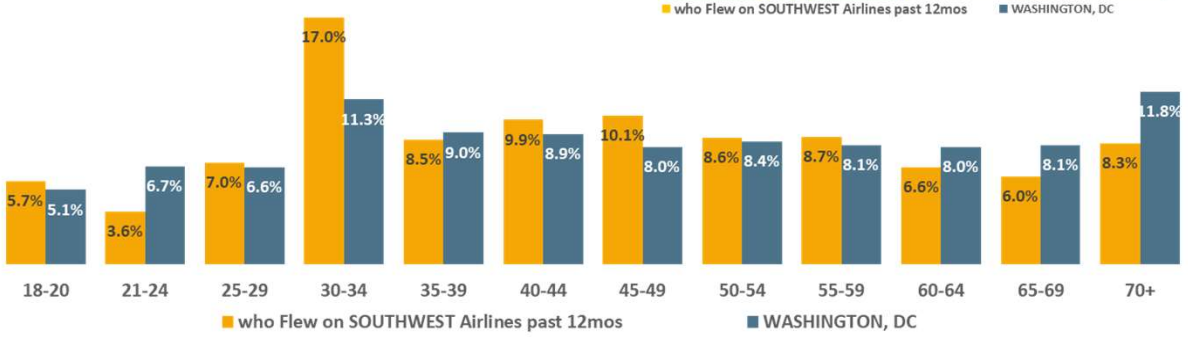
	Men	Men	Women	Women
%M vs. %F:	52.6%	47.9%	47.4%	52.1%
Average Age:	46.2	47.8	45.0	47.5
# Persons:	707,604	2,723,517	637,061	2,967,829

Ethnicity of Target vs. Market:

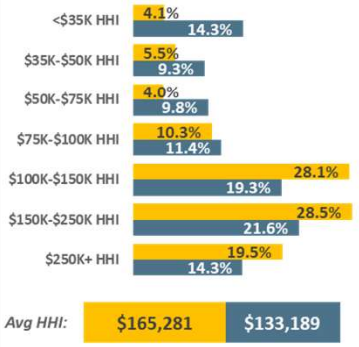


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 45.7	47.6
	who Flew on SOUTHWEST Airlines past 12mos	WASHINGTON, DC



HHI of Target vs. Market:



Avg HHI:	$165,281	$133,189

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

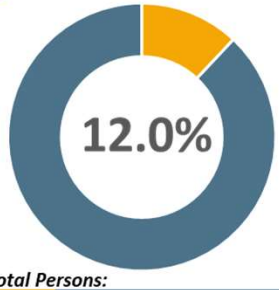
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 45.3 years old (6.1% younger than average) and have a $149,885 (22.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

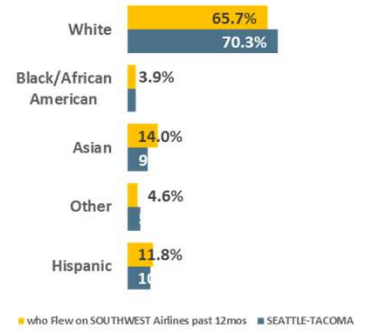
Total Persons:



Gender of Target vs. Market: Adults 18 or older

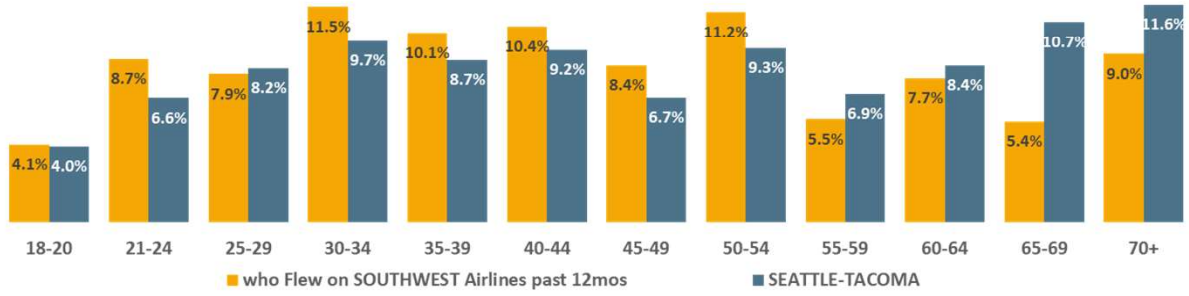
	Men	Men	Women	Women
%M vs. %F:	49.5%	49.5%	50.5%	50.5%
Average Age:	45.6	48.3	45.0	48.3
# Persons:	267,580	2,231,123	273,051	2,273,477

Ethnicity of Target vs. Market:

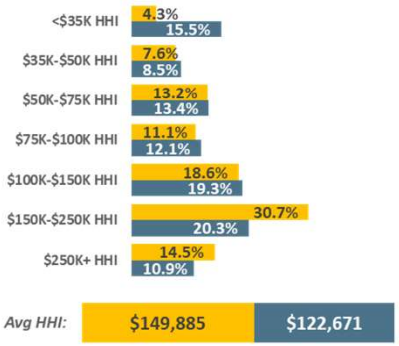


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	45.3	48.3
	who Flew on SOUTHWEST Airlines past 12mos	SEATTLE-TACOMA



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

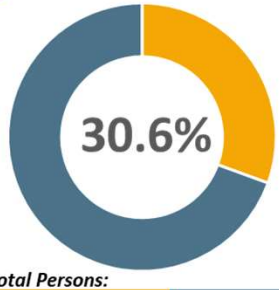
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Typical Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 50.2 years old (1.5% older than average) and have a $120,336 (21.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

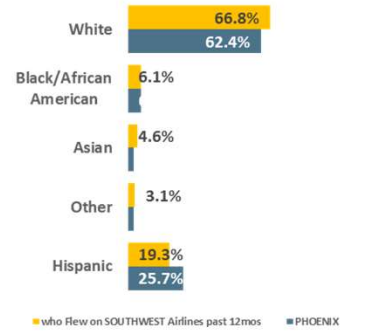
Total Persons:

1,425,928	3,240,239

Gender of Target vs. Market: Adults 18 or older

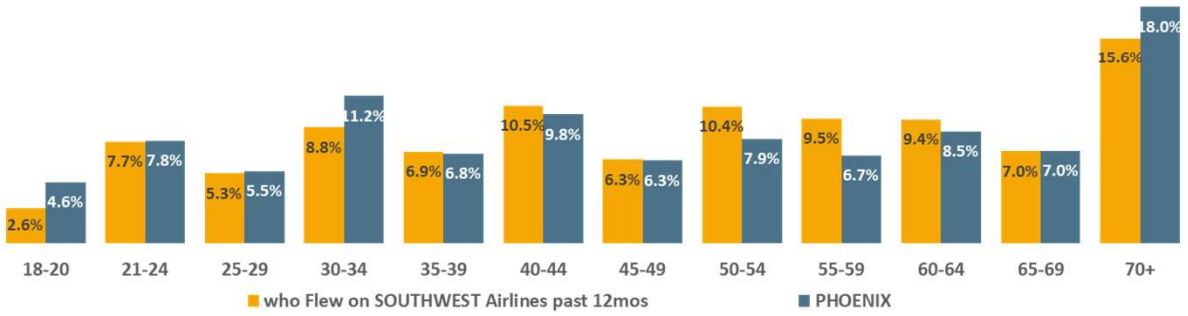
	Men	Men	Women	Women
%M vs. %F:	51.4%	49.0%	48.6%	51.0%
Average Age:	49.9	49.2	50.5	49.7
# Persons:	733,588	2,284,310	692,340	2,381,857

Ethnicity of Target vs. Market:

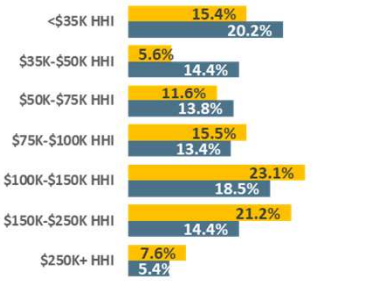


Age Cell Demographics of Target vs. Market:

Average Age:	who Flew on SOUTHWEST Airlines past 12mos	PHOENIX
Adults 18 or older	50.2	49.4



HHI of Target vs. Market:



Avg HHI:	$120,336	$98,906

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

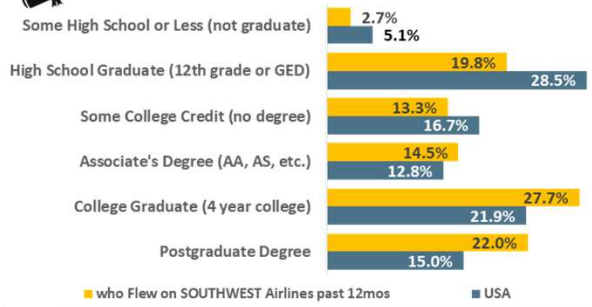
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

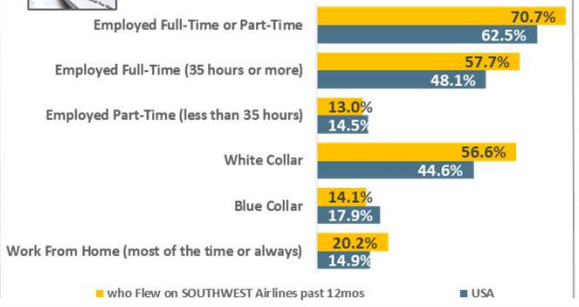


22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 34.9% more likely to be a college graduate, 20.1% more likely to work full-time, 10.9% more likely to be married, .8% less likely to be a parent of 1 or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

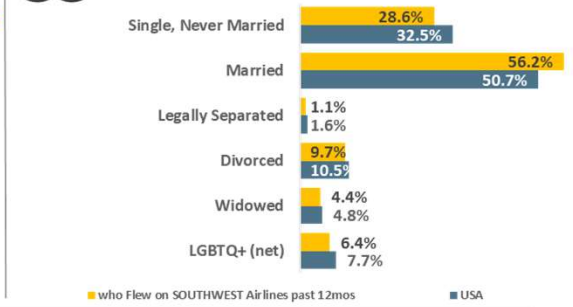
Education Levels: Adults 18 or older



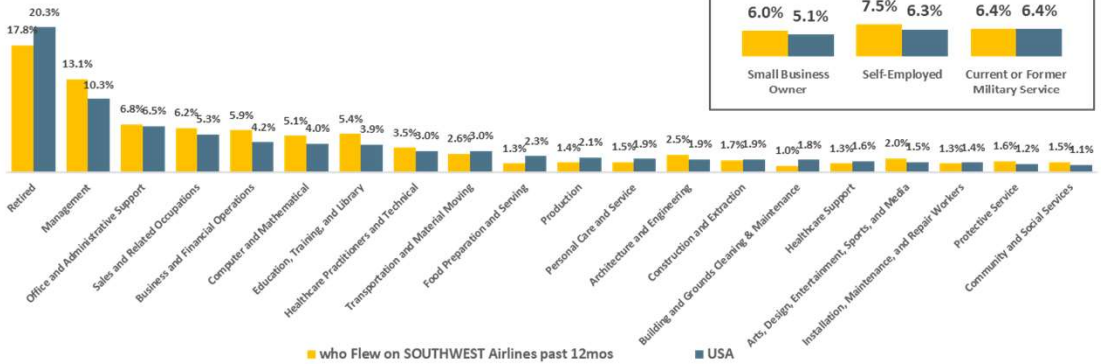
Employment: Adults 18 or older



Marital Status: Adults 18 or older

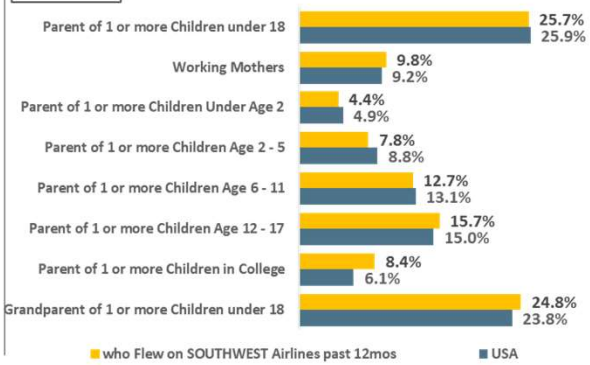


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

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

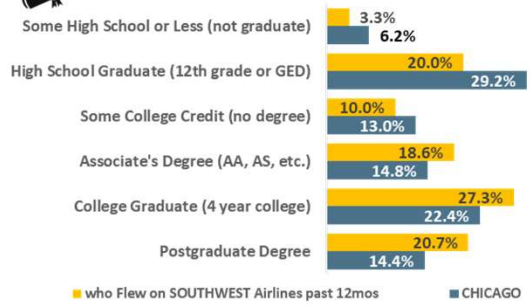
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

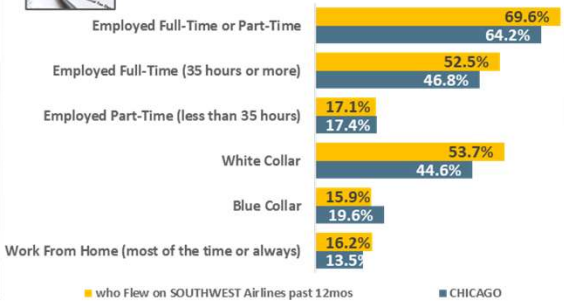


28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 30.5% more likely to be a college graduate, 12.2% more likely to work full-time, 17.4% more likely to be married, 3.5% less likely to be a parent of 1 or more children under 18.

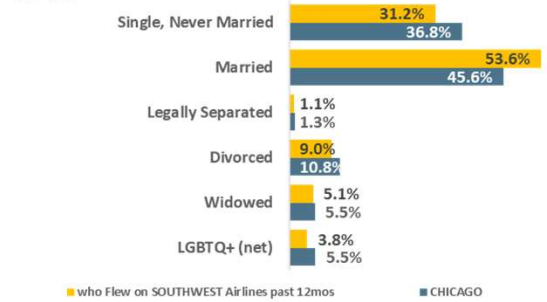
Education Levels: Adults 18 or older



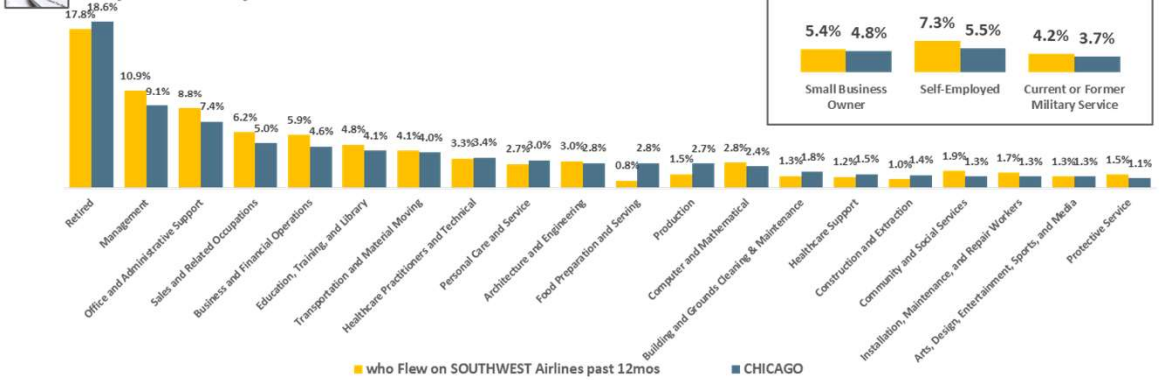
Employment: Adults 18 or older



Marital Status: Adults 18 or older

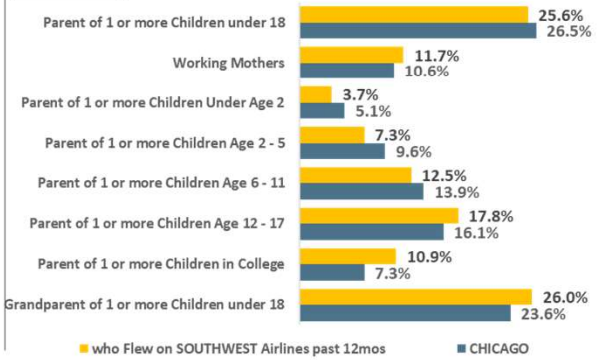


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

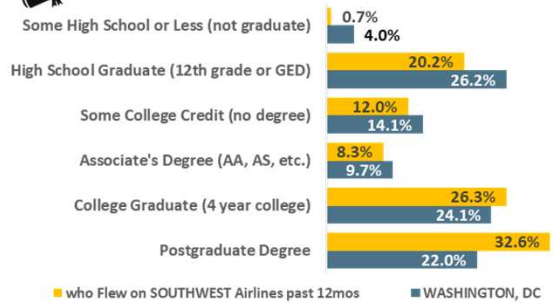
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

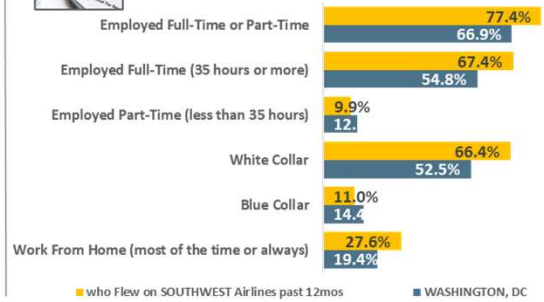


23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 28.% more likely to be a college graduate, 23.1% more likely to work full-time, 6.9% more likely to be married, 1.1% less likely to be a parent of 1 or more children under 18.

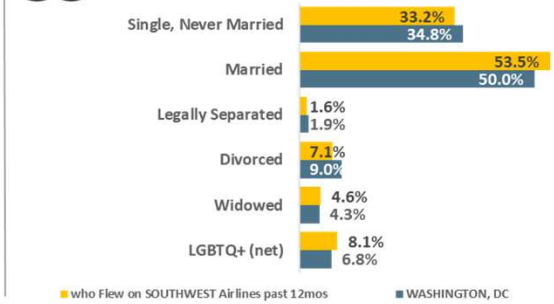
Education Levels: Adults 18 or older



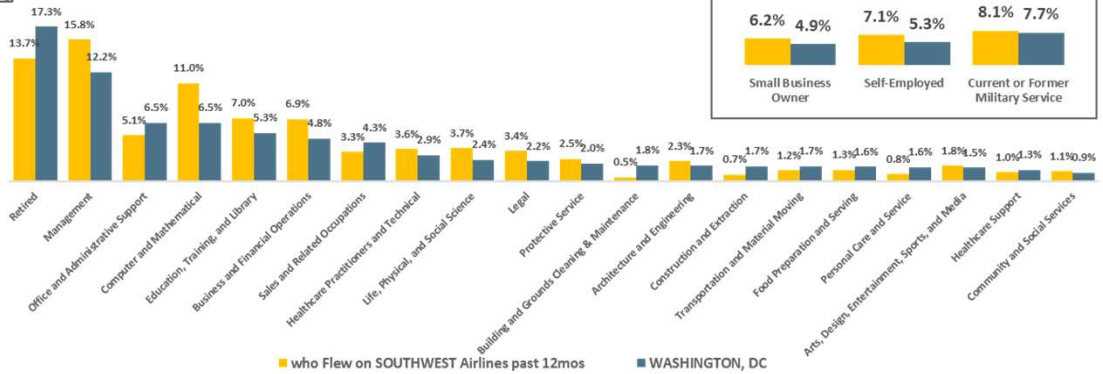
Employment: Adults 18 or older



Marital Status: Adults 18 or older

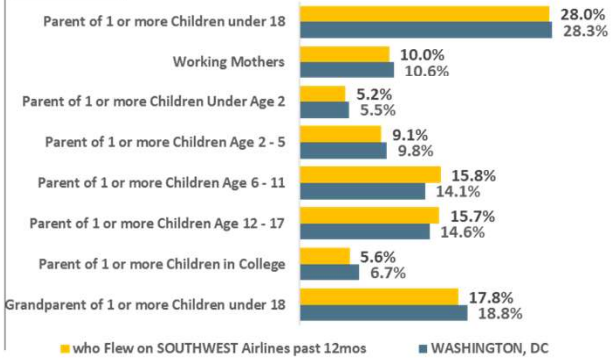


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

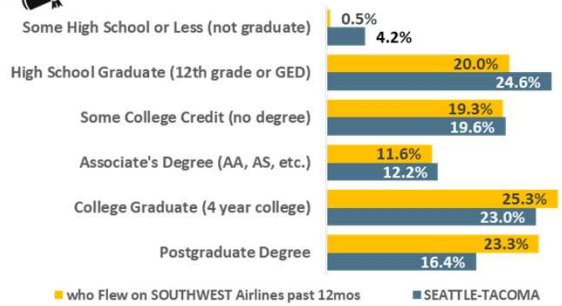
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

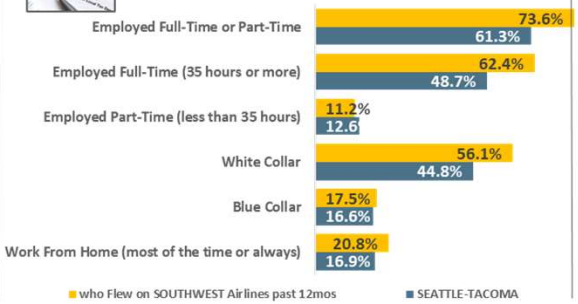


12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 23.5% more likely to be a college graduate, 28.1% more likely to work full-time, 7.% more likely to be married, 15.1% more likely to be a parent of 1 or more children under 18.

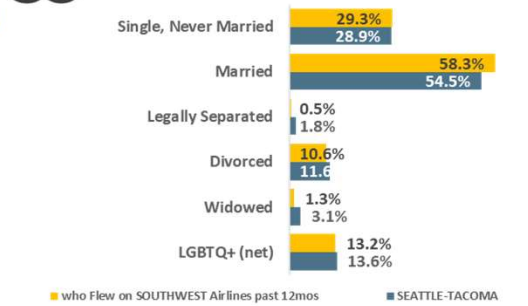
Education Levels: Adults 18 or older



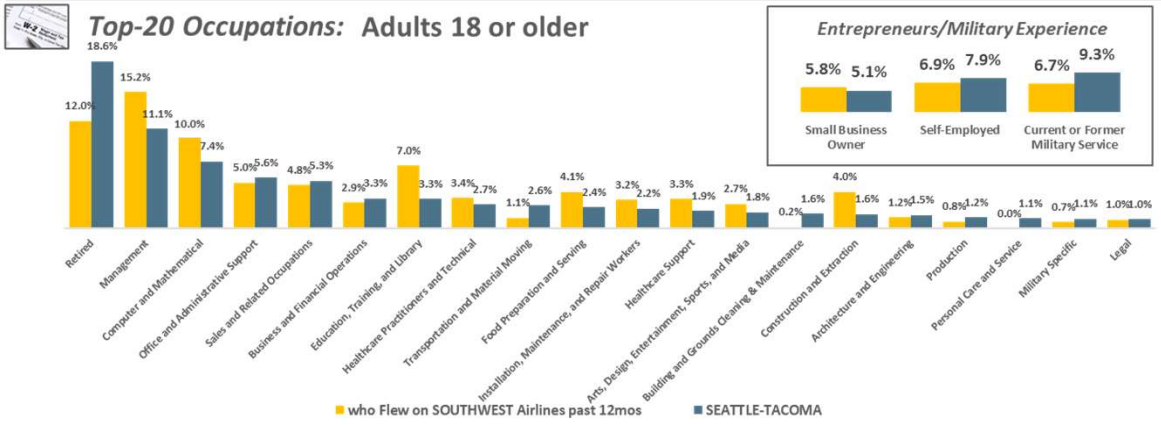
Employment: Adults 18 or older



Marital Status: Adults 18 or older

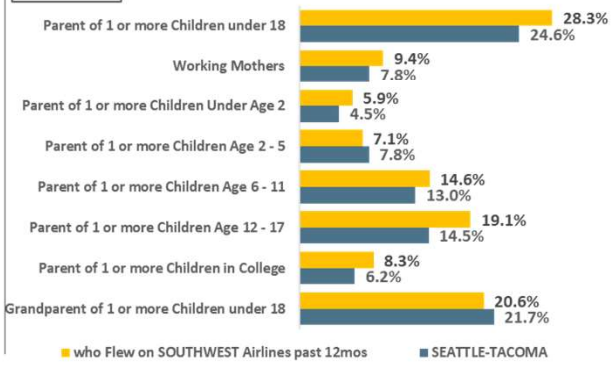


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

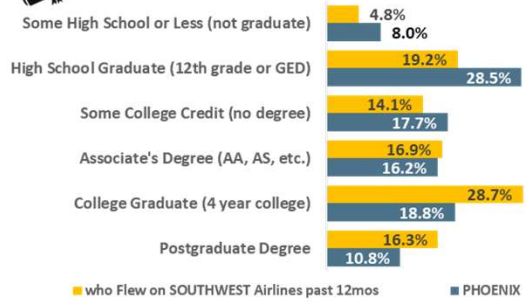
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

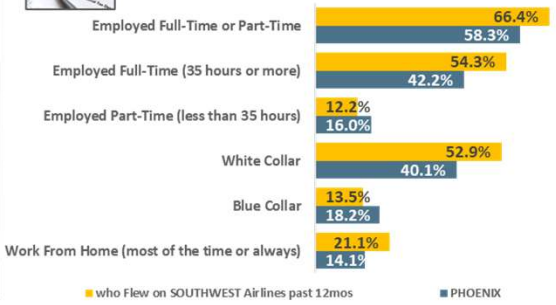


30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 52.2% more likely to be a college graduate, 28.6% more likely to work full-time, 15.6% more likely to be married, 7.% less likely to be a parent of 1 or more children under 18.

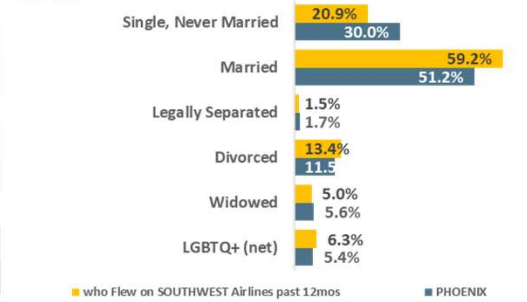
Education Levels: Adults 18 or older



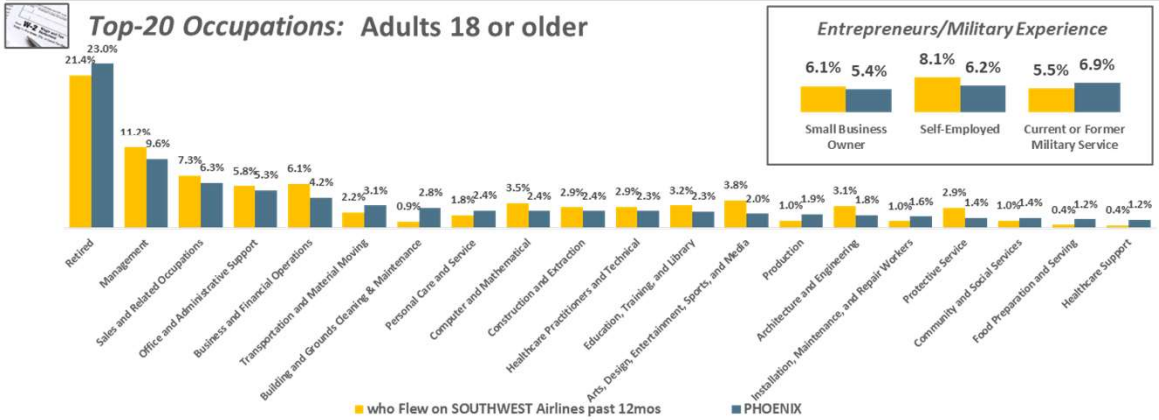
Employment: Adults 18 or older



Marital Status: Adults 18 or older

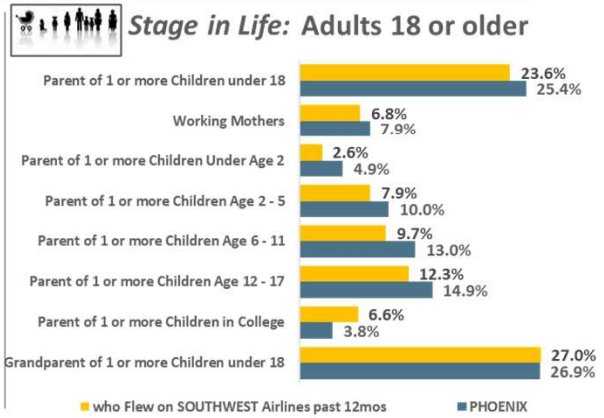


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

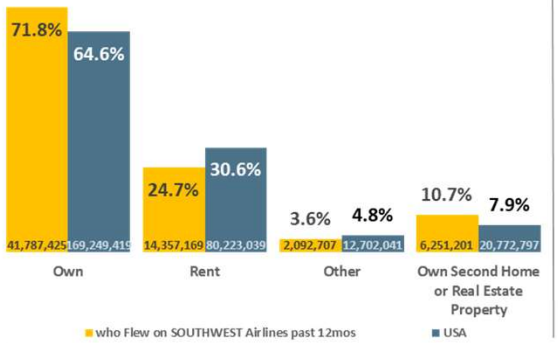
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

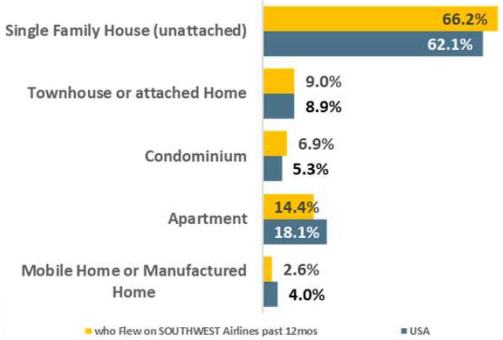


22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 11.1% more likely to own their home, 25.7% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 3.8% more likely to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

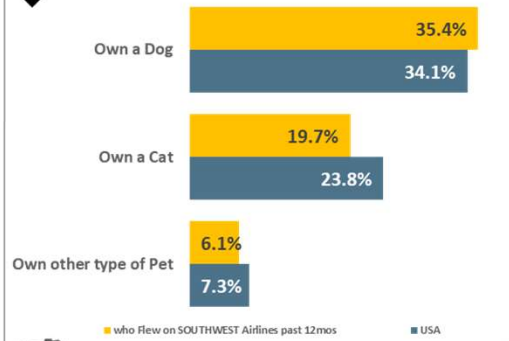
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



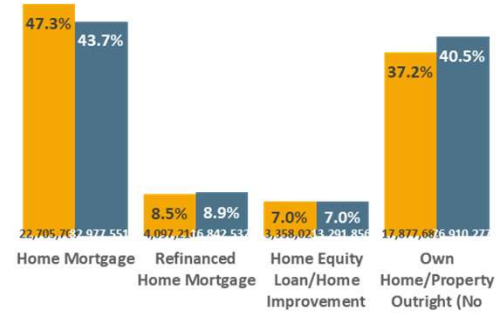
Pets in Home: Adults 18 or older



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*

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

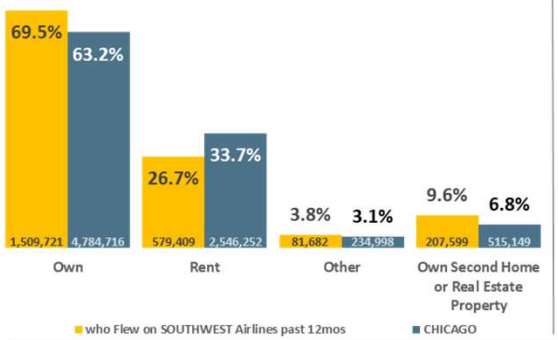
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

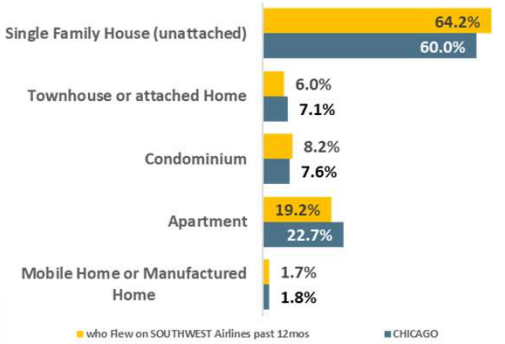


28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 10.% more likely to own their home, 4.9% more likely to own a higher valued home, 7.% more likely to have a single-family home, 18.3% more likely to have a dog.

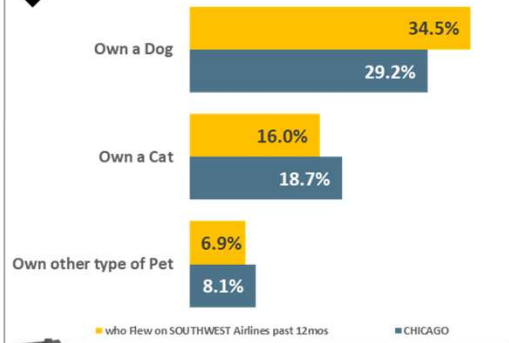
Own/Rent/Other: Adults 18 or older



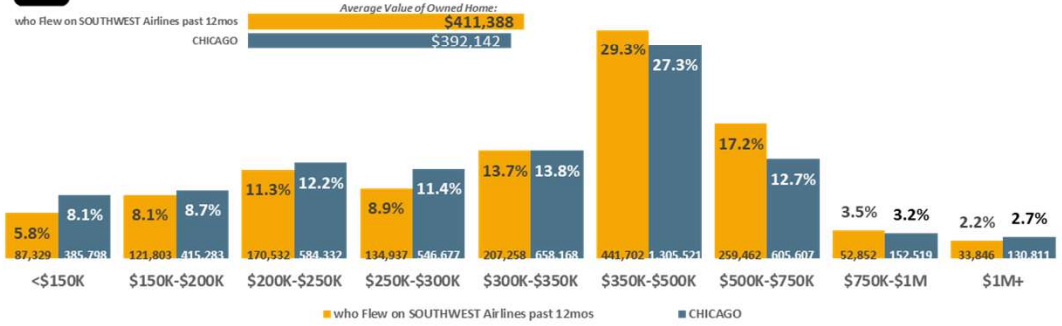
Type of Home: Adults 18 or older



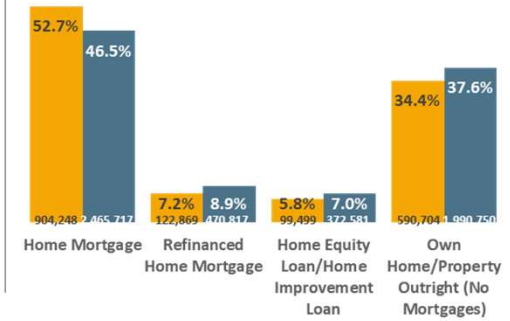
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

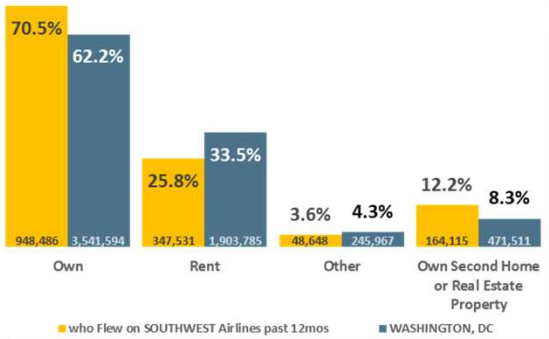
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

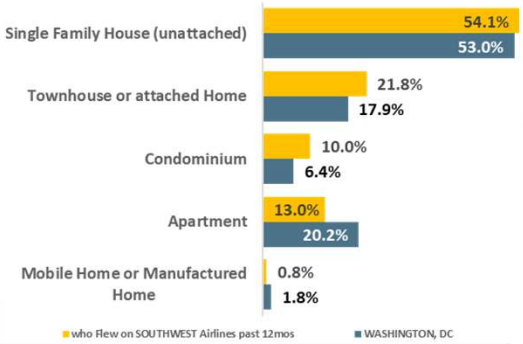


23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 13.4% more likely to own their home, 5.8% more likely to own a higher valued home, 2.% more likely to have a single-family home, 6.5% more likely to have a dog.

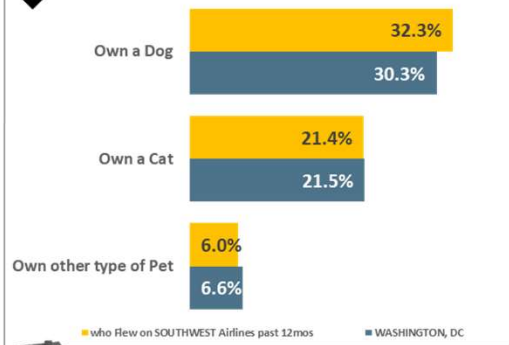
Own/Rent/Other: Adults 18 or older



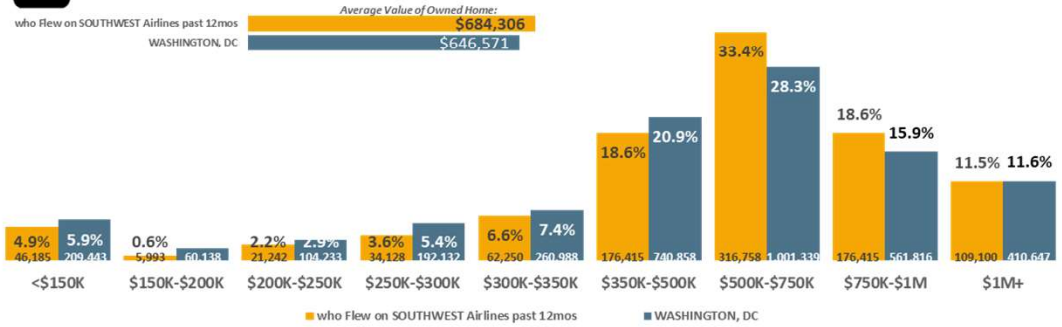
Type of Home: Adults 18 or older



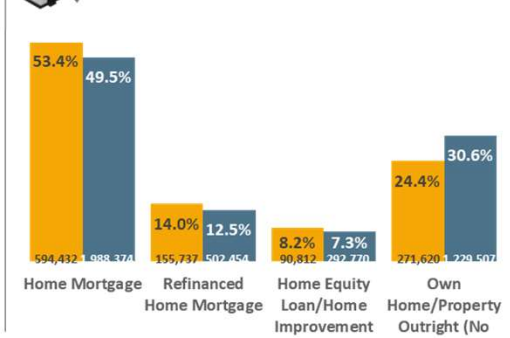
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

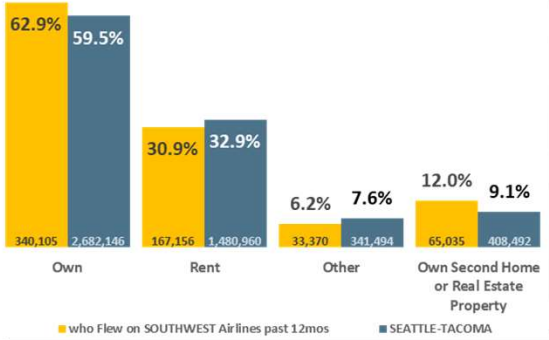
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

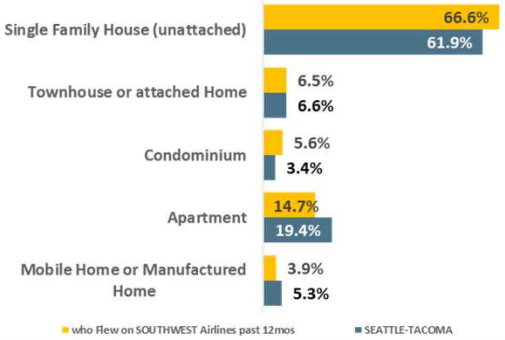


12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 5.7% more likely to own their home, 2.3% more likely to own a higher valued home, 7.6% more likely to have a single-family home, 9.6% less likely to have a dog.

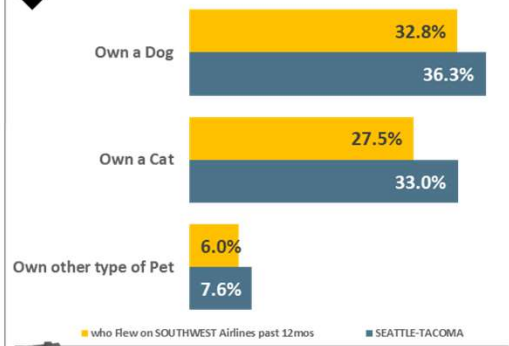
Own/Rent/Other: Adults 18 or older



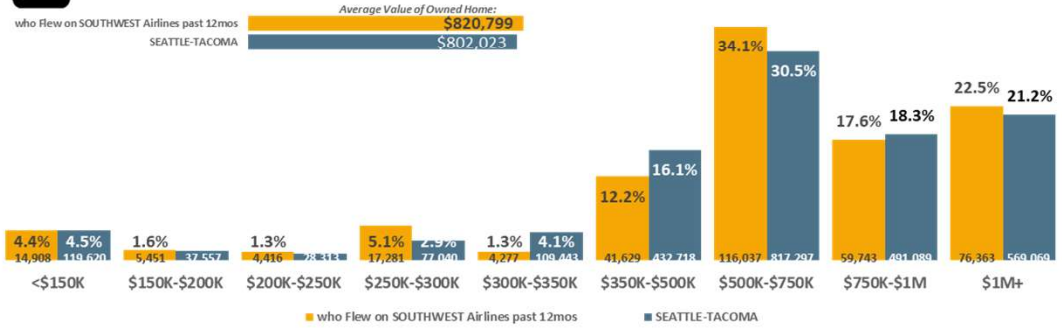
Type of Home: Adults 18 or older



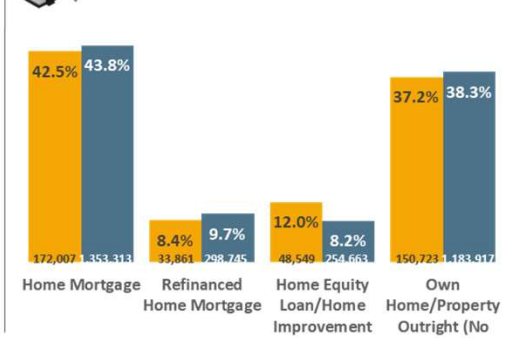
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

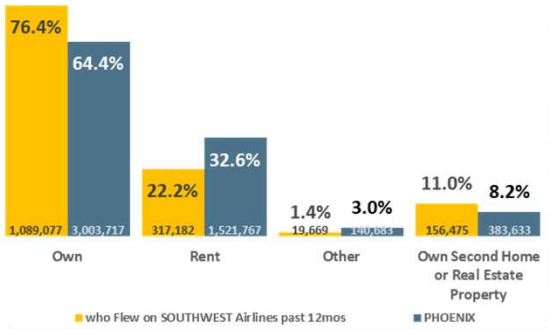
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

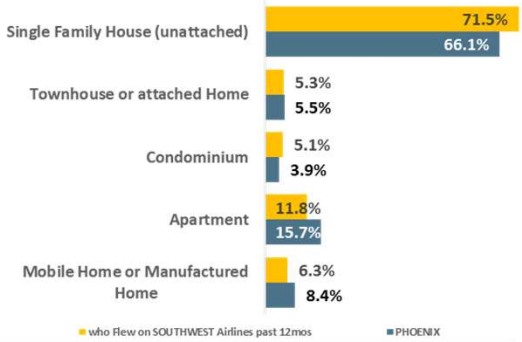


30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 18.6% more likely to own their home, 7.7% more likely to own a higher valued home, 8.1% more likely to have a single-family home, 1.3% more likely to have a dog.

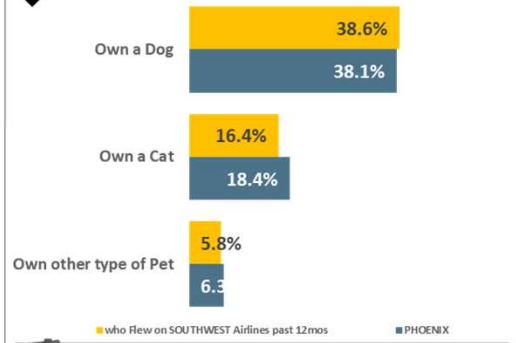
Own/Rent/Other: Adults 18 or older



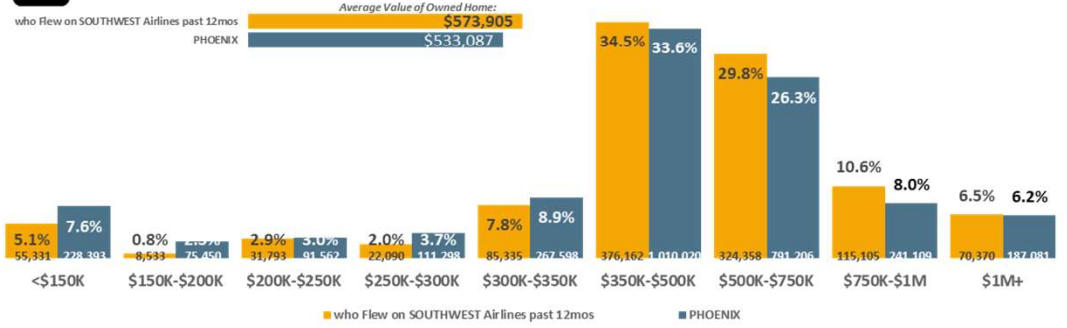
Type of Home: Adults 18 or older



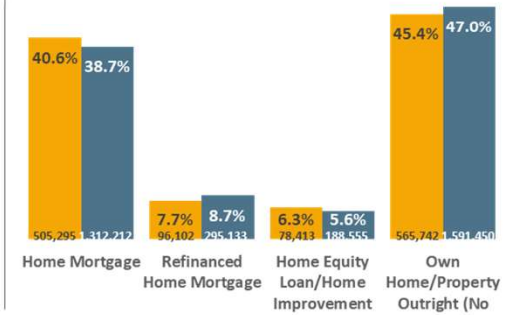
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

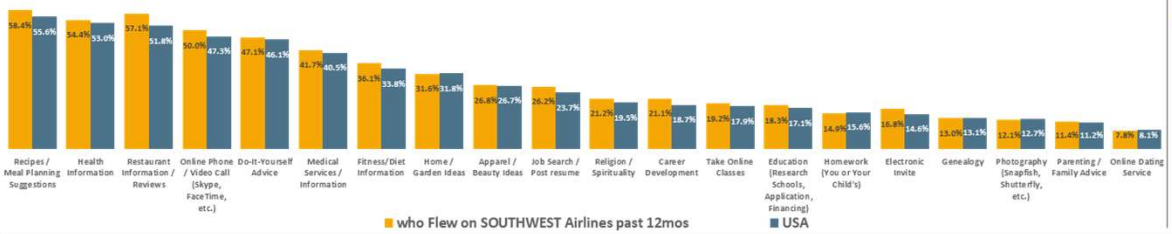
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

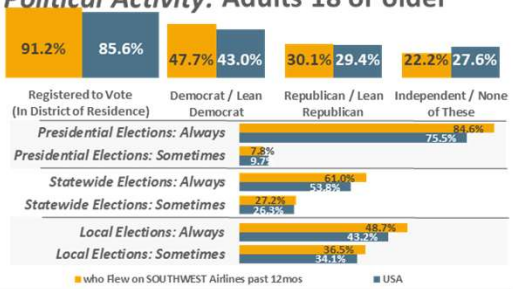


22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 2.1% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 44.1% more likely to belong to a gym, 77.2% more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

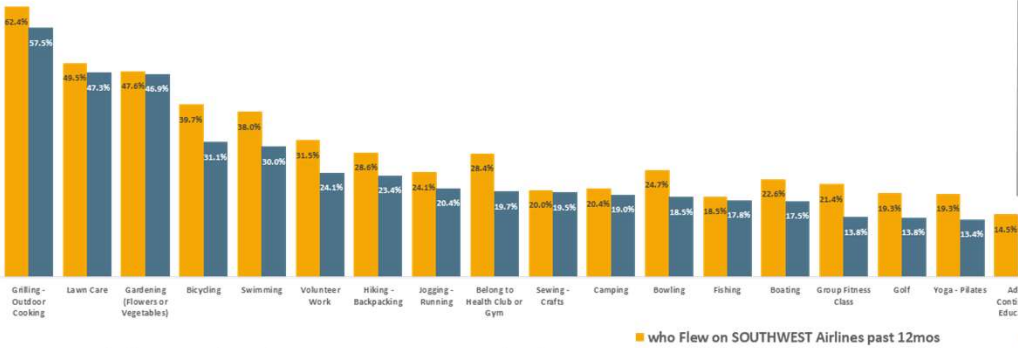
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



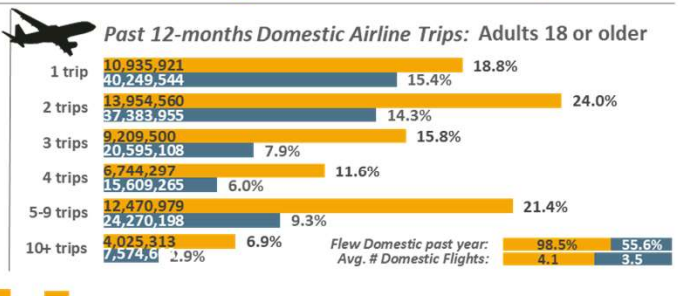
Political Activity: Adults 18 or older



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*

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

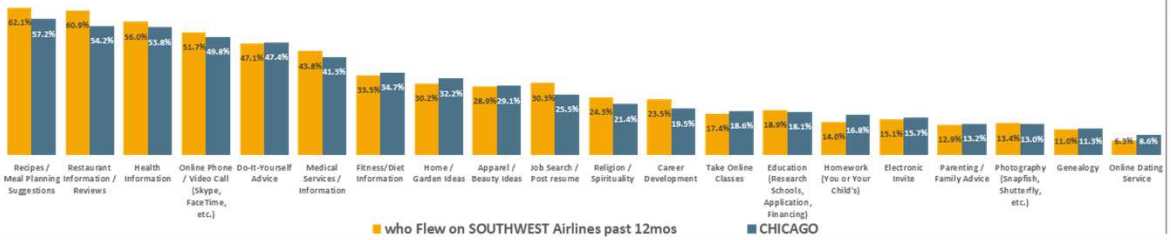
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

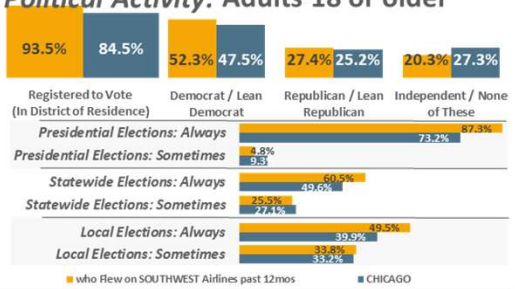


28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are .6% less likely to look up D-I-Y advice online, 23.9% more likely to always vote in local elections, 38.6% more likely to belong to a gym, 84.4% more likely to fly domestic past yr.

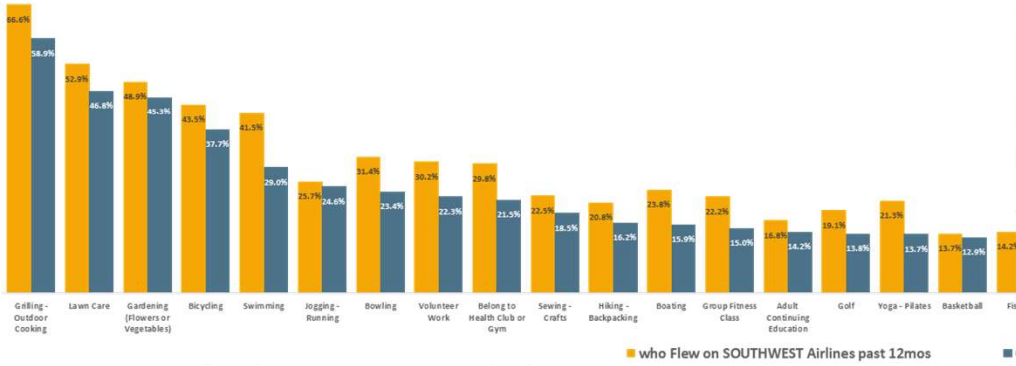
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



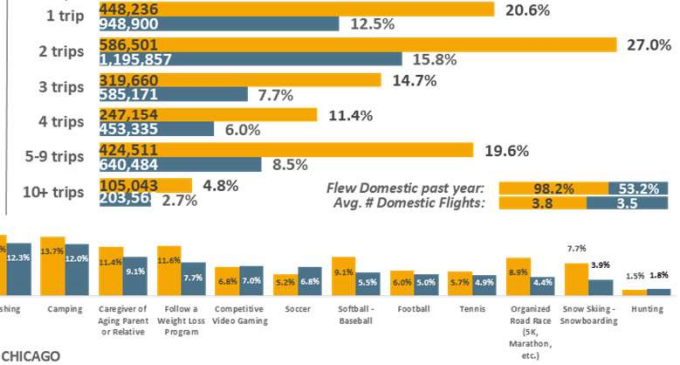
Political Activity: Adults 18 or older



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



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



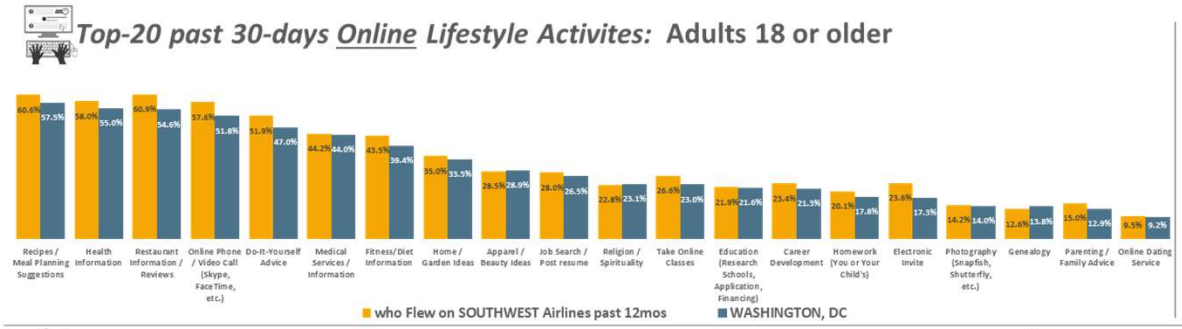
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

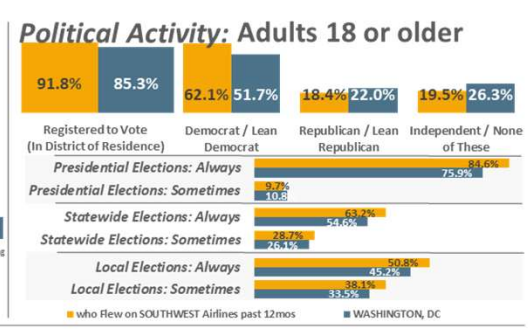
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

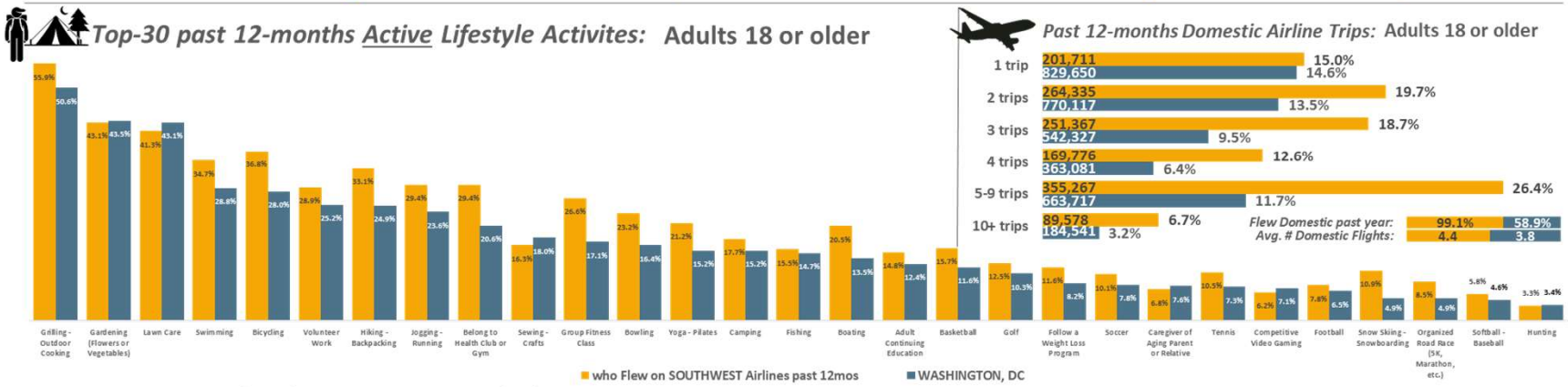
Airlines used for domestic/foreign travel past 12 months: Southwest



23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 10.4% more likely to look up D-I-Y advice online, 12.2% more likely to always vote in local elections, 42.8% more likely to belong to a gym, 68.1% more likely to fly domestic past yr.







WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

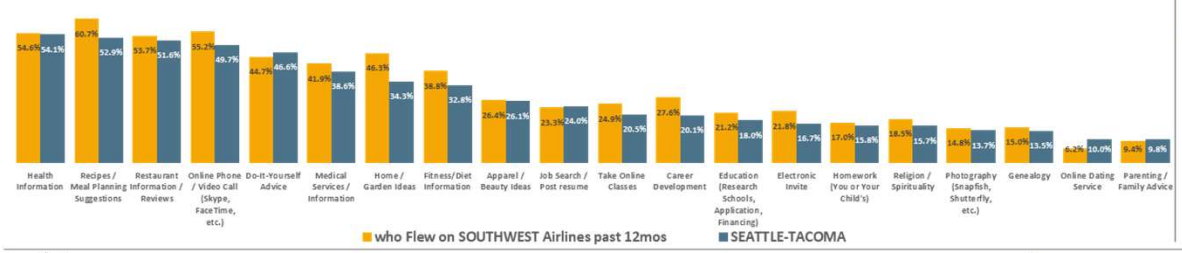
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

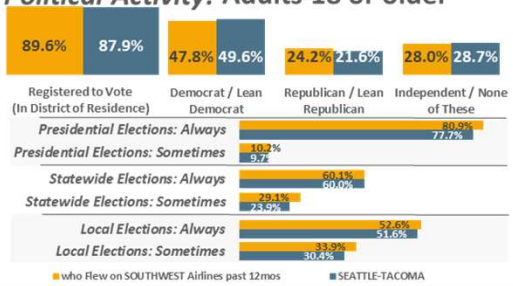


12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 4.1% less likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 10.7% more likely to belong to a gym, 53.9% more likely to fly domestic past yr.

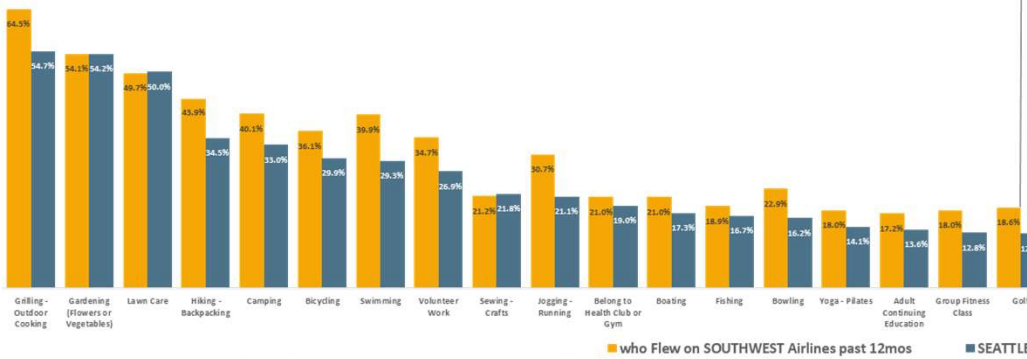
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



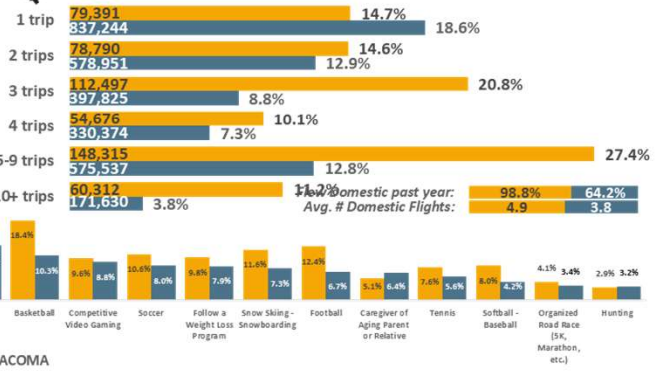
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

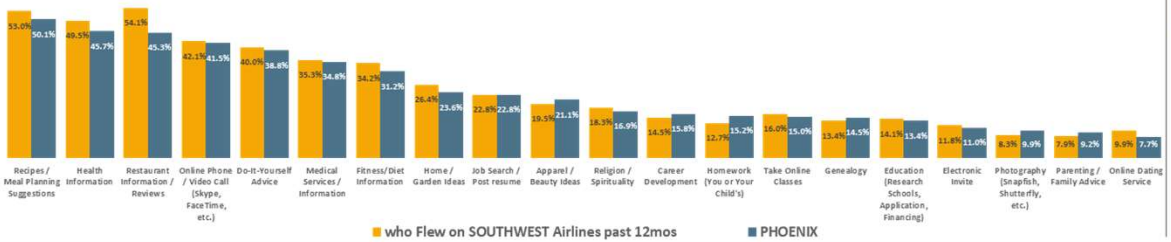
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

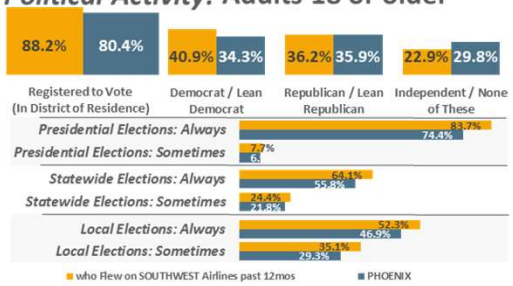


30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 3.1% more likely to look up D-I-Y advice online, 11.6% more likely to always vote in local elections, 45.2% more likely to belong to a gym, 94.2% more likely to fly domestic past yr.

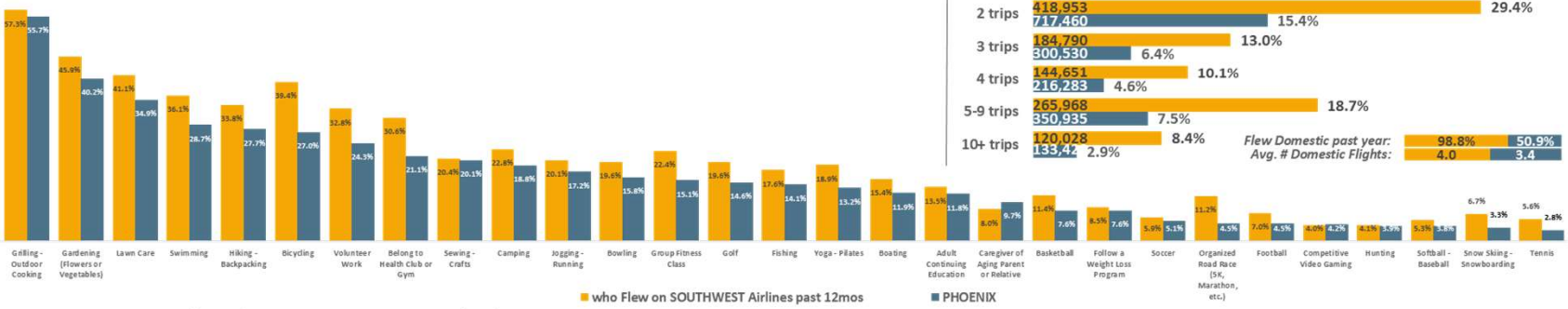
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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



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%

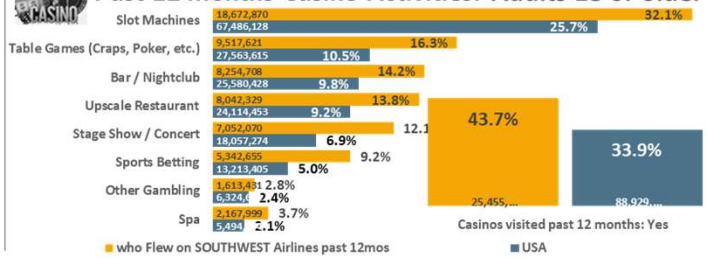
USA 18.6%

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*

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

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

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



28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 6.% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 42.6% more likely to use Casinos past yr., 45.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

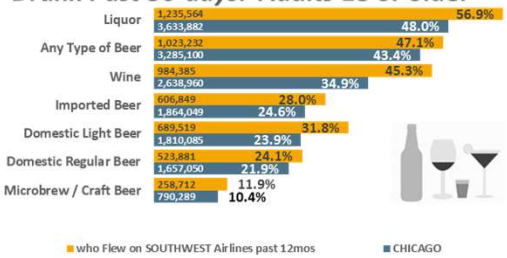
(Sit-Down Restaurants Used Past 30-days)



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

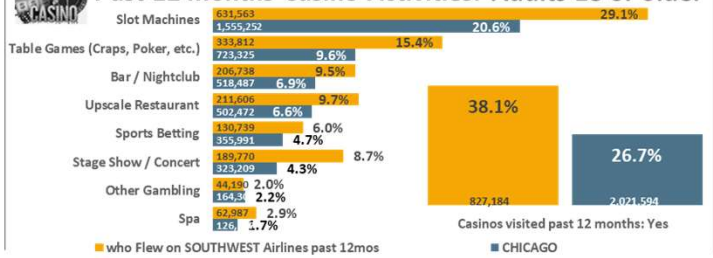


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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



23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 2.9% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 38.9% more likely to use Casinos past yr., 45.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



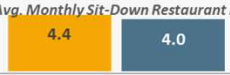
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

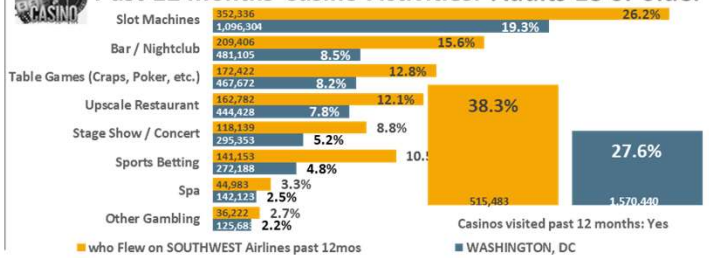


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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



12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 6.8% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 20.5% 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.)

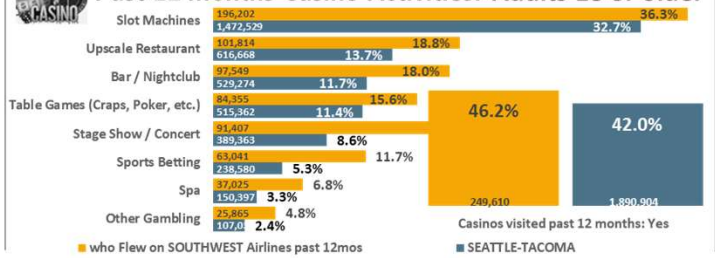
who Flew on SOUTHWEST Airlines past 12mos	120,708	22.3%
SEATTLE-TACOMA	784,696	17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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



30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 1.6% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 27.7% more likely to use Casinos past yr., 32.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



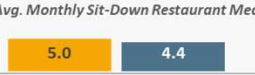
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

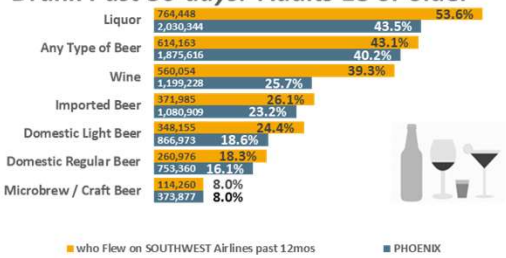
(Sit-Down Restaurants Used Past 30-days)



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

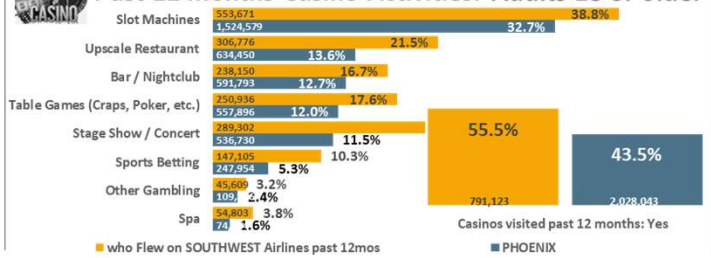


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

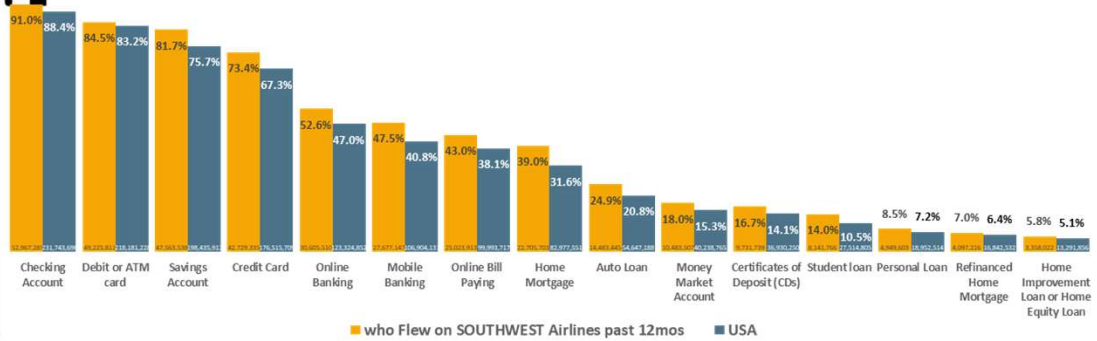


22.2% or 58,237,301 of USA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 24.7% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, 5.4% less likely to pay with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

Investments Owned: Adults 18 or older



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

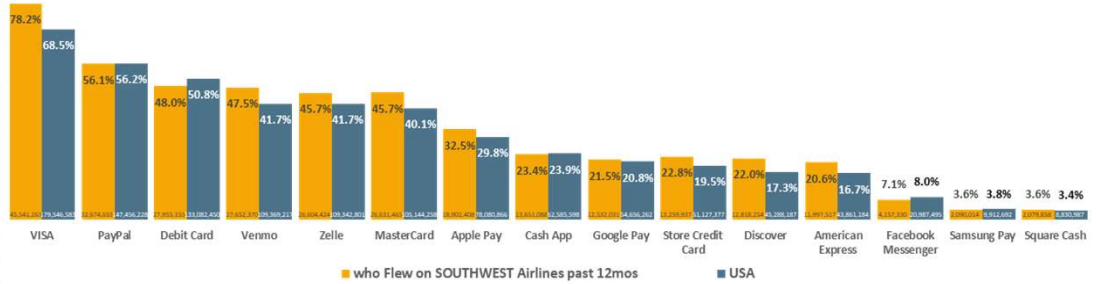


Professional Services Used:* Adults 18 or older



*(*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

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

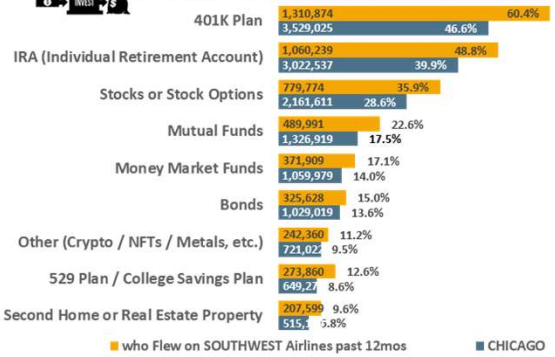
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

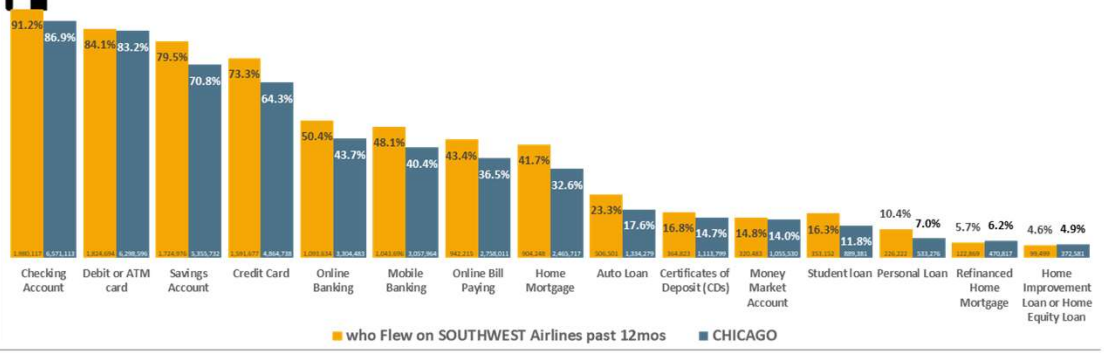


28.7% or 2,170,812 of CHICAGO DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos.
Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 29.5% more likely to have a 401K, 32.3% more likely to have an Auto Loan, 36.5% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

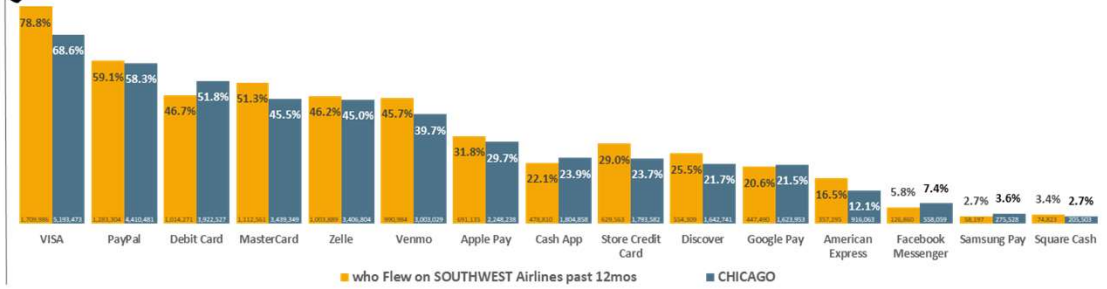


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

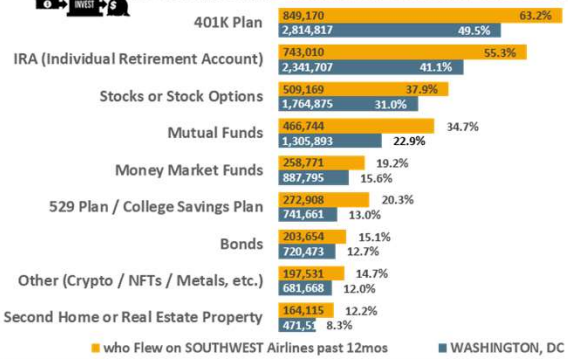
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

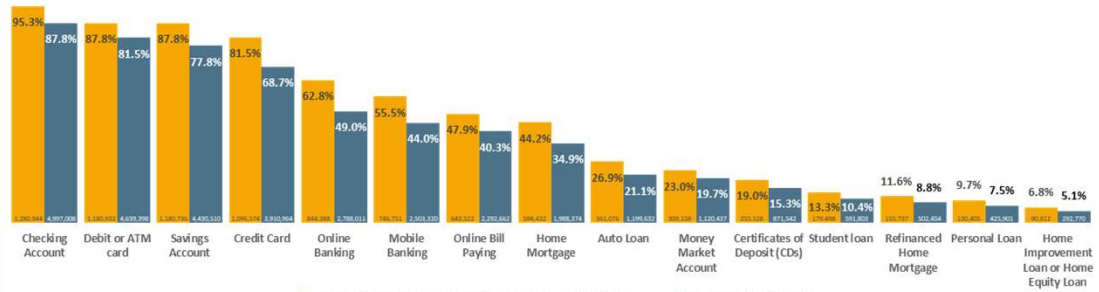


23.6% or 1,344,665 of WASHINGTON, DC DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 27.7% more likely to have a 401K, 27.4% more likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



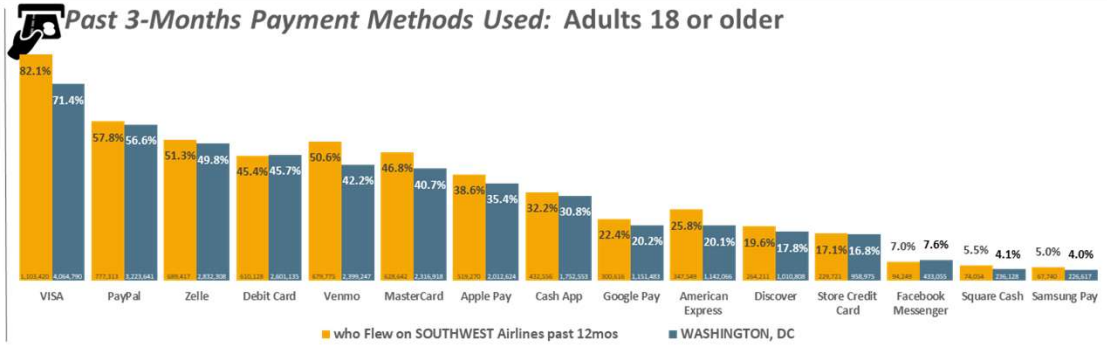
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

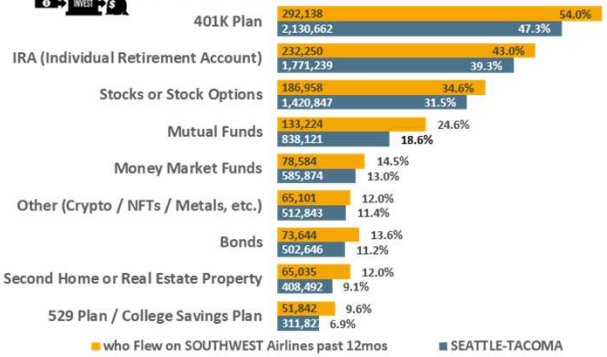
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

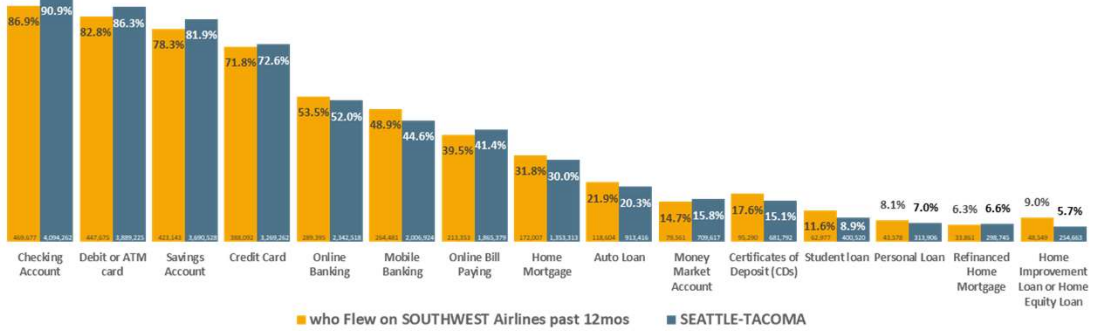


12.% or 540,631 of SEATTLE-TACOMA DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 14.2% more likely to have a 401K, 8.2% more likely to have an Auto Loan, 12.8% more likely to Invest/Trade Stocks Online, 17.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



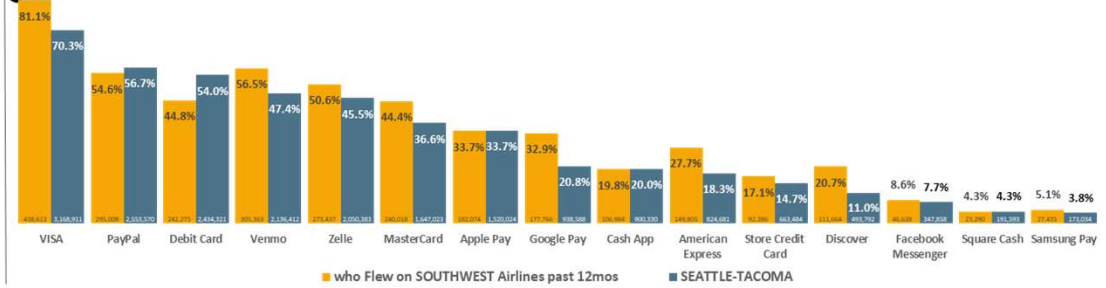
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

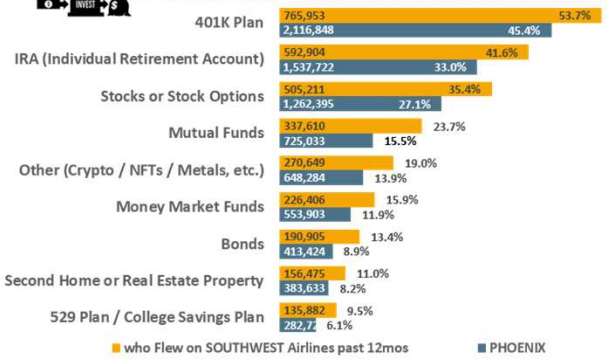
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

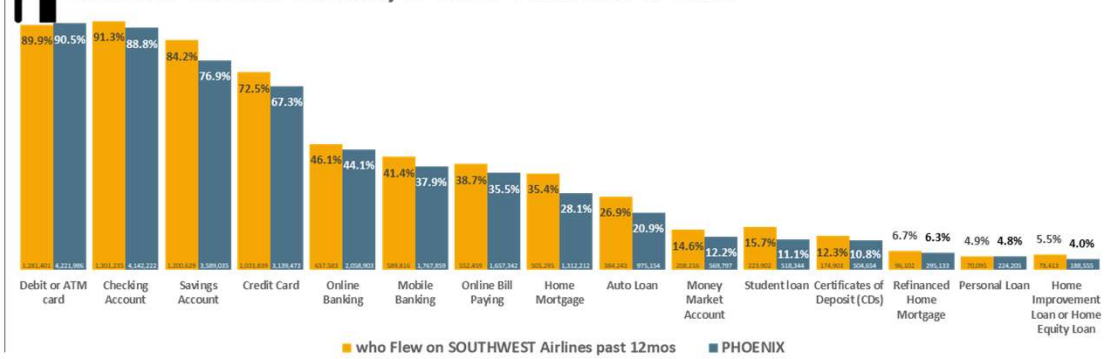


30.6% or 1,425,928 of PHOENIX DMA Adults 18 or older Flew on SOUTHWEST Airlines past 12mos. Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos are 18.4% more likely to have a 401K, 28.9% more likely to have an Auto Loan, 27.8% more likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

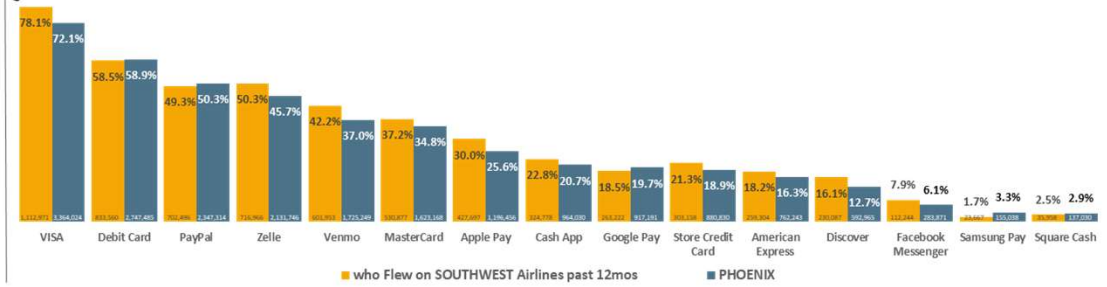


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

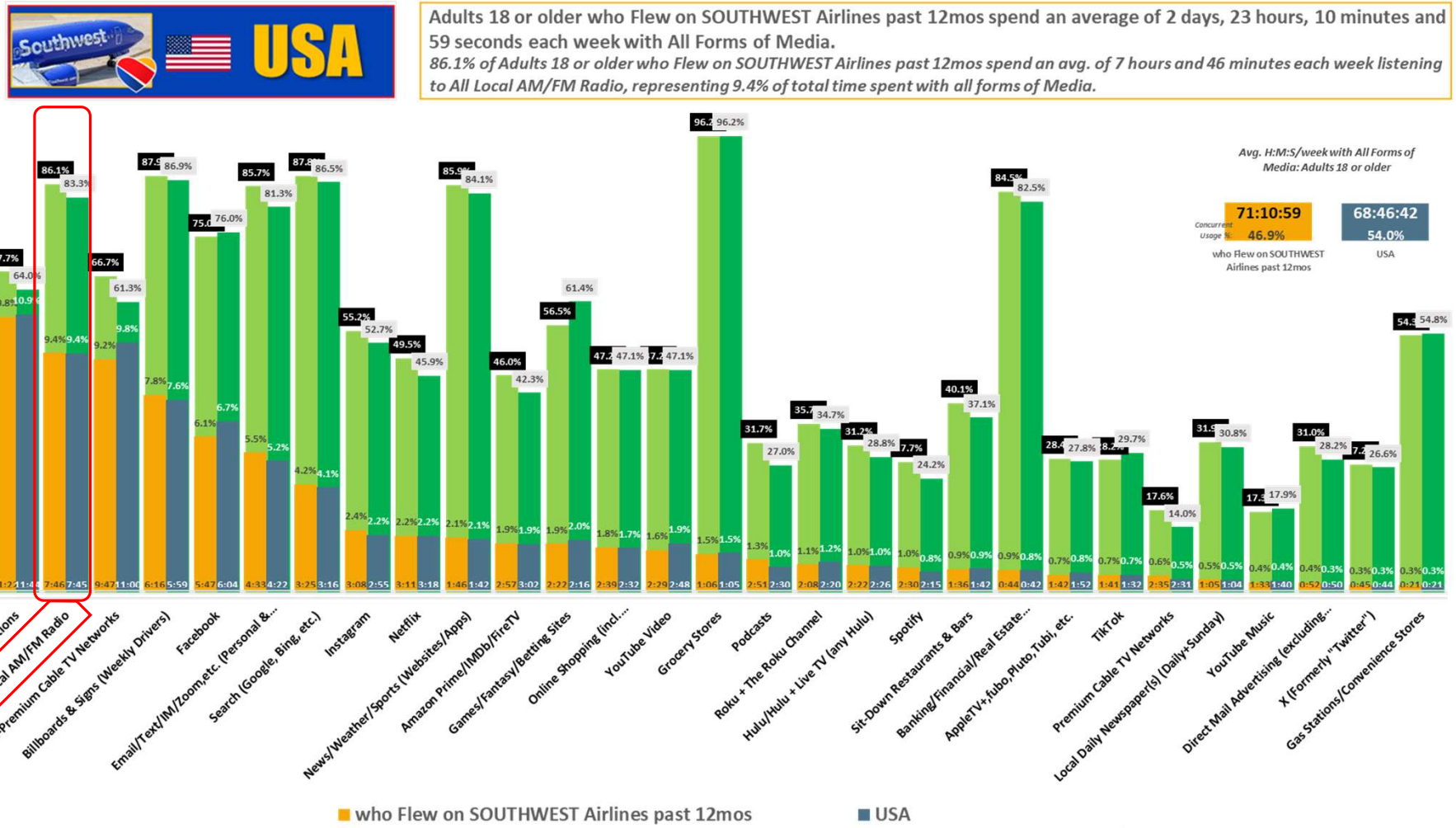
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

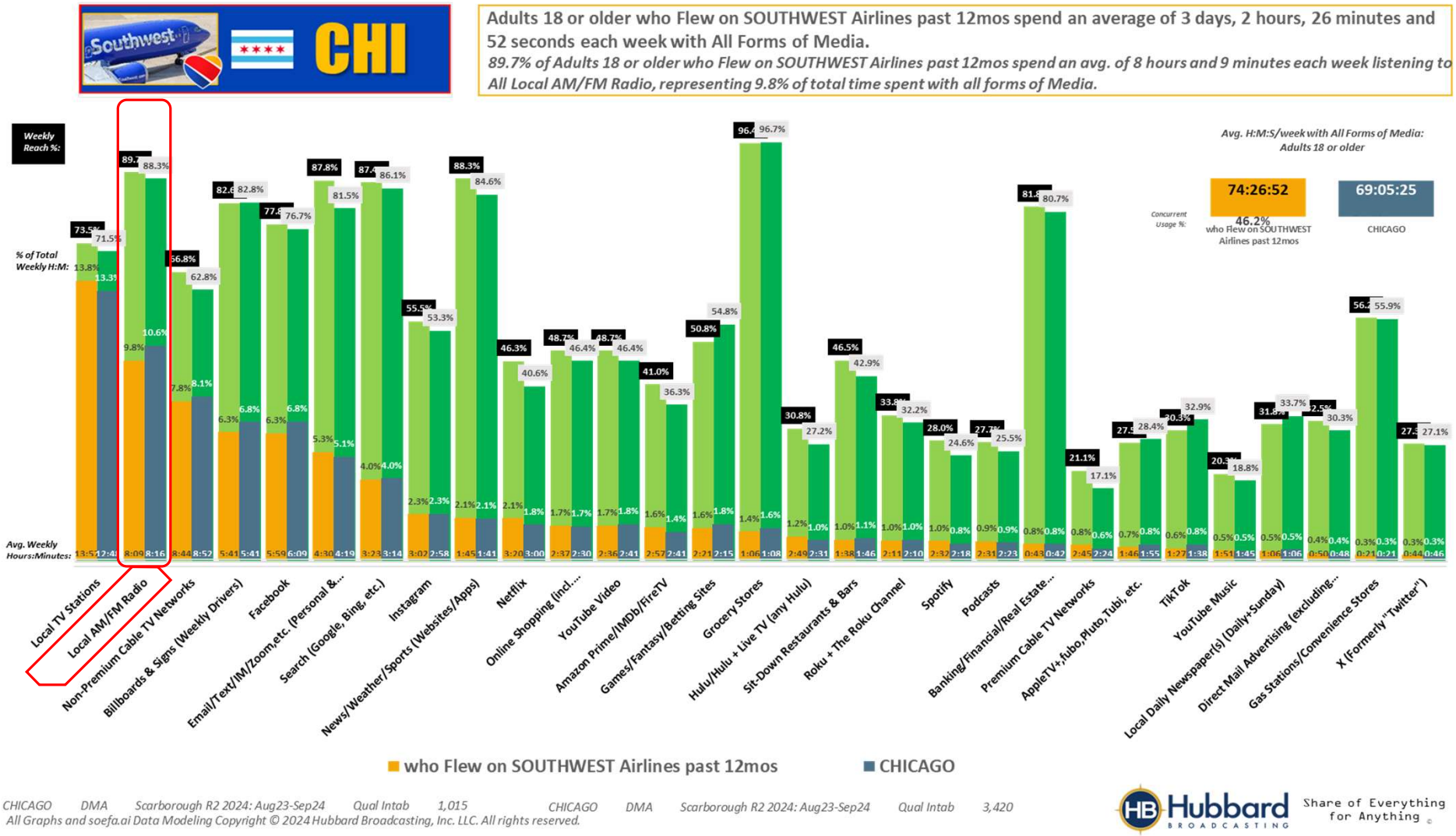


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

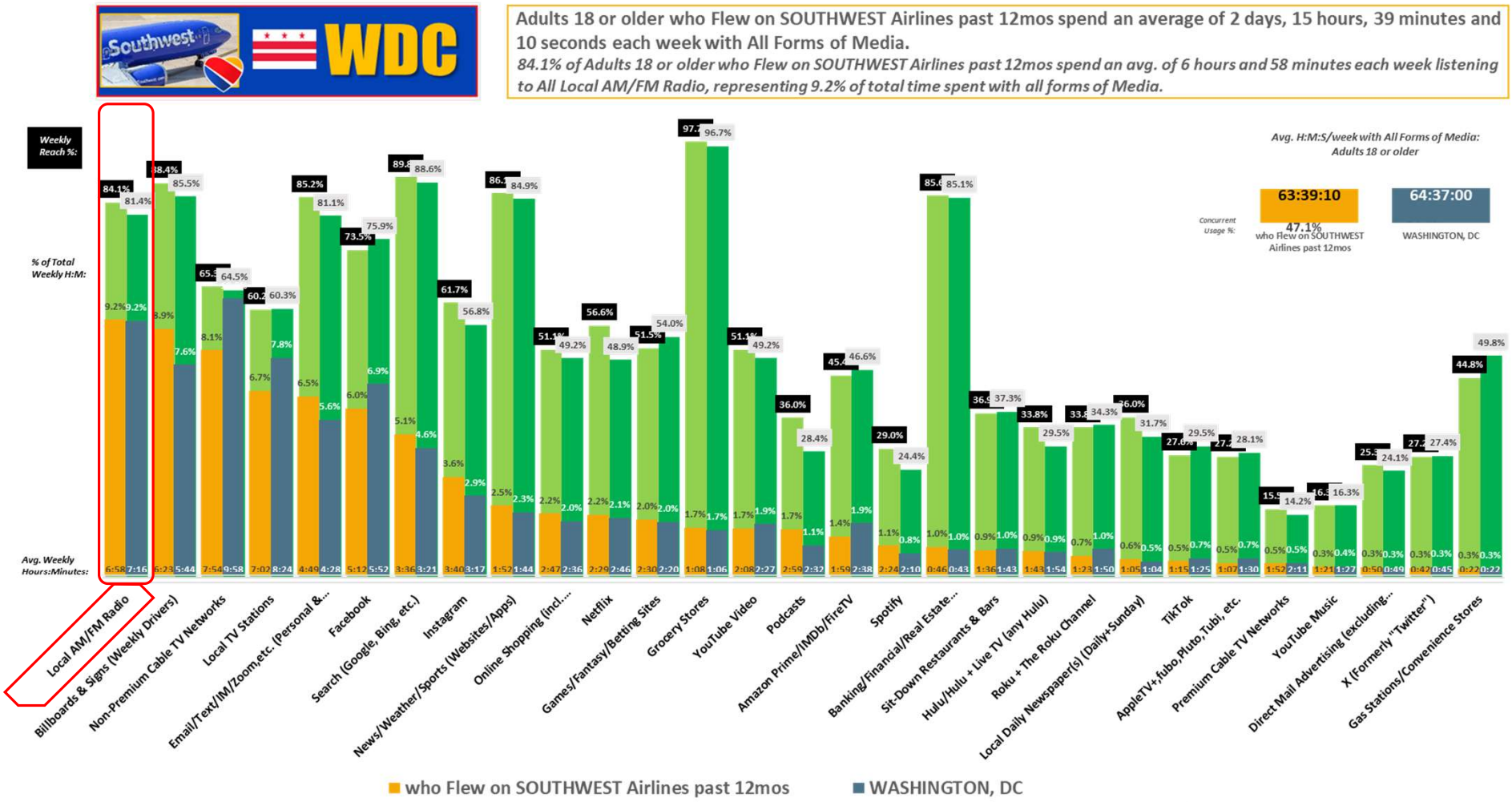


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

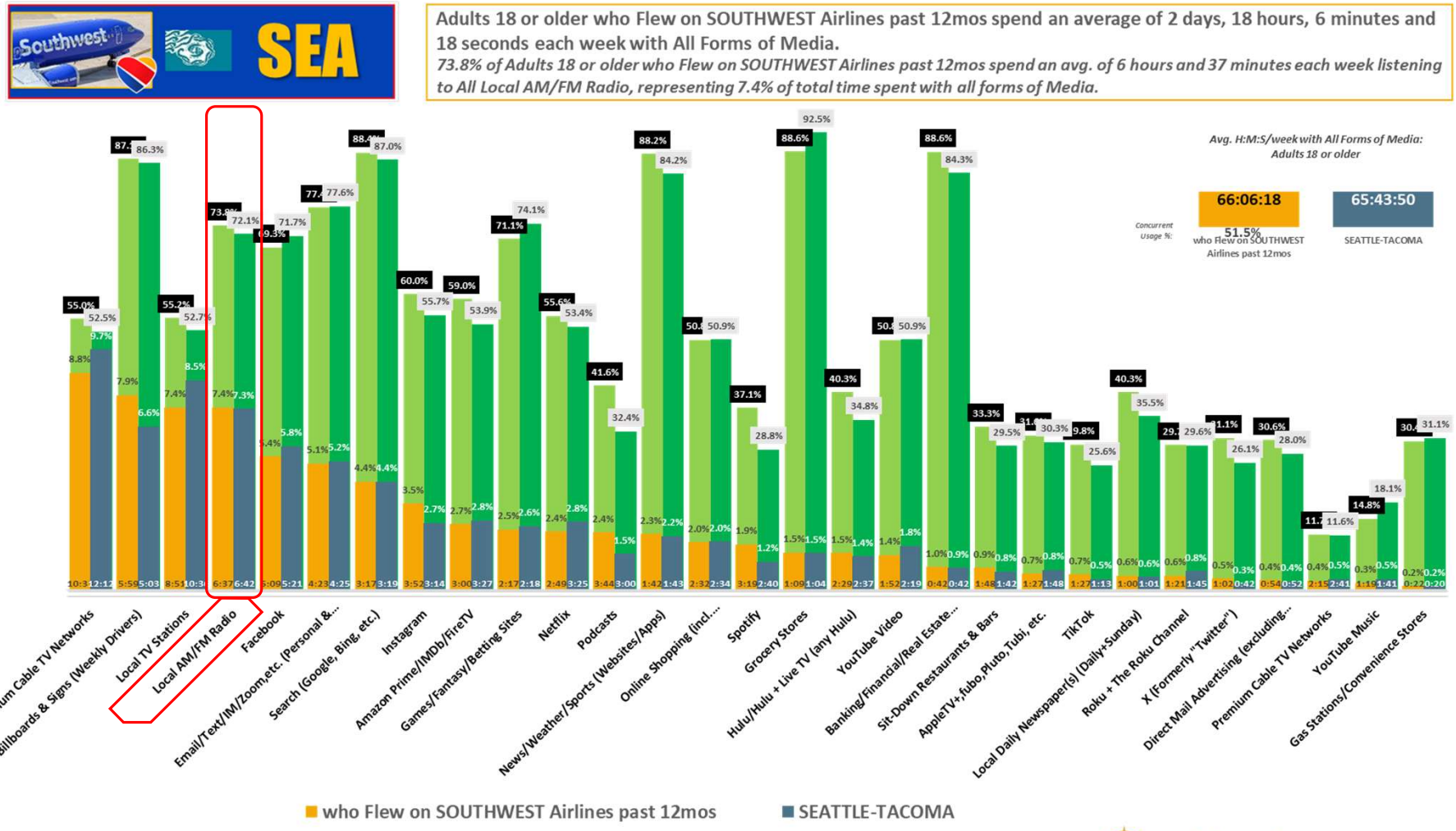


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

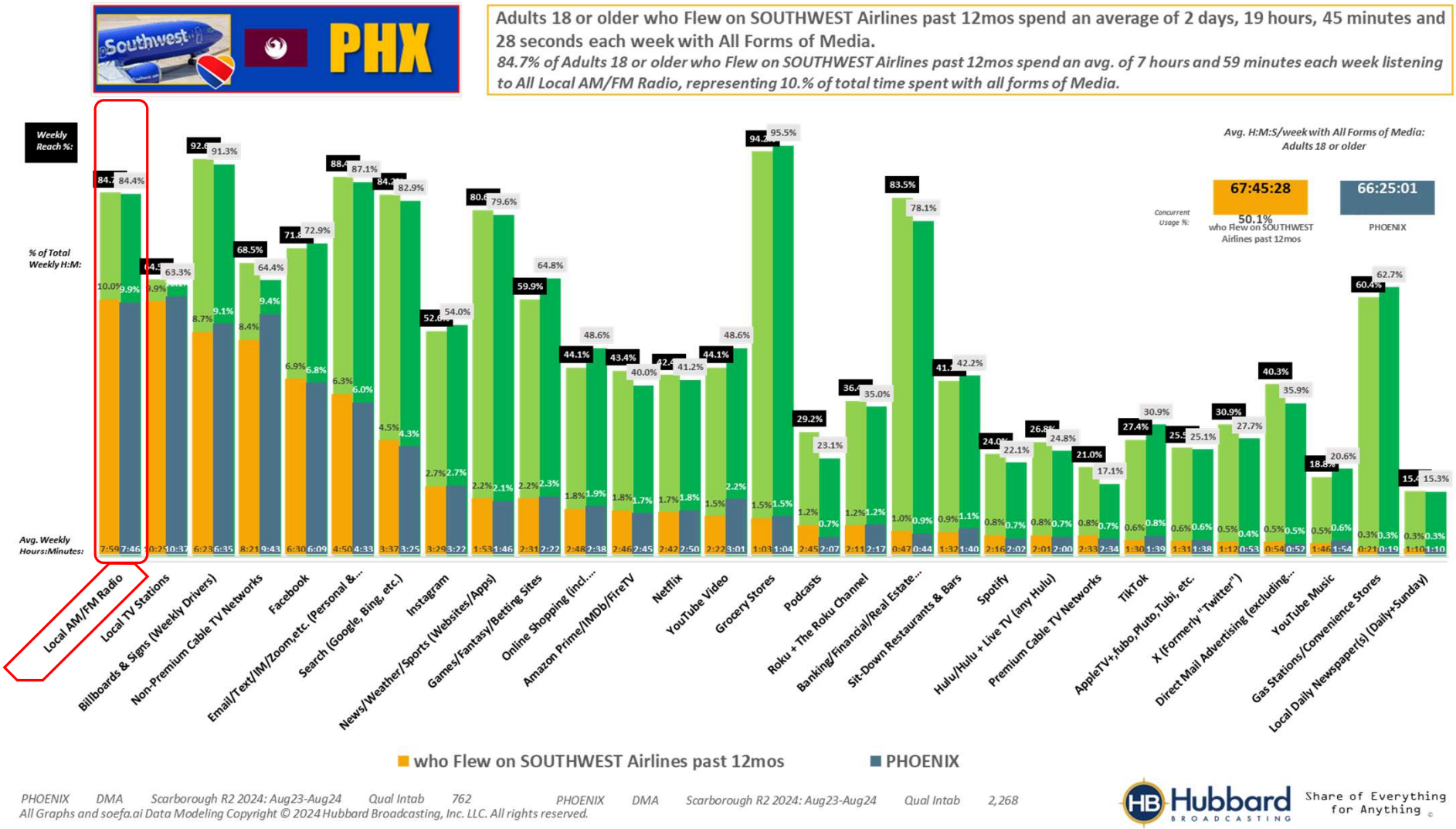


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

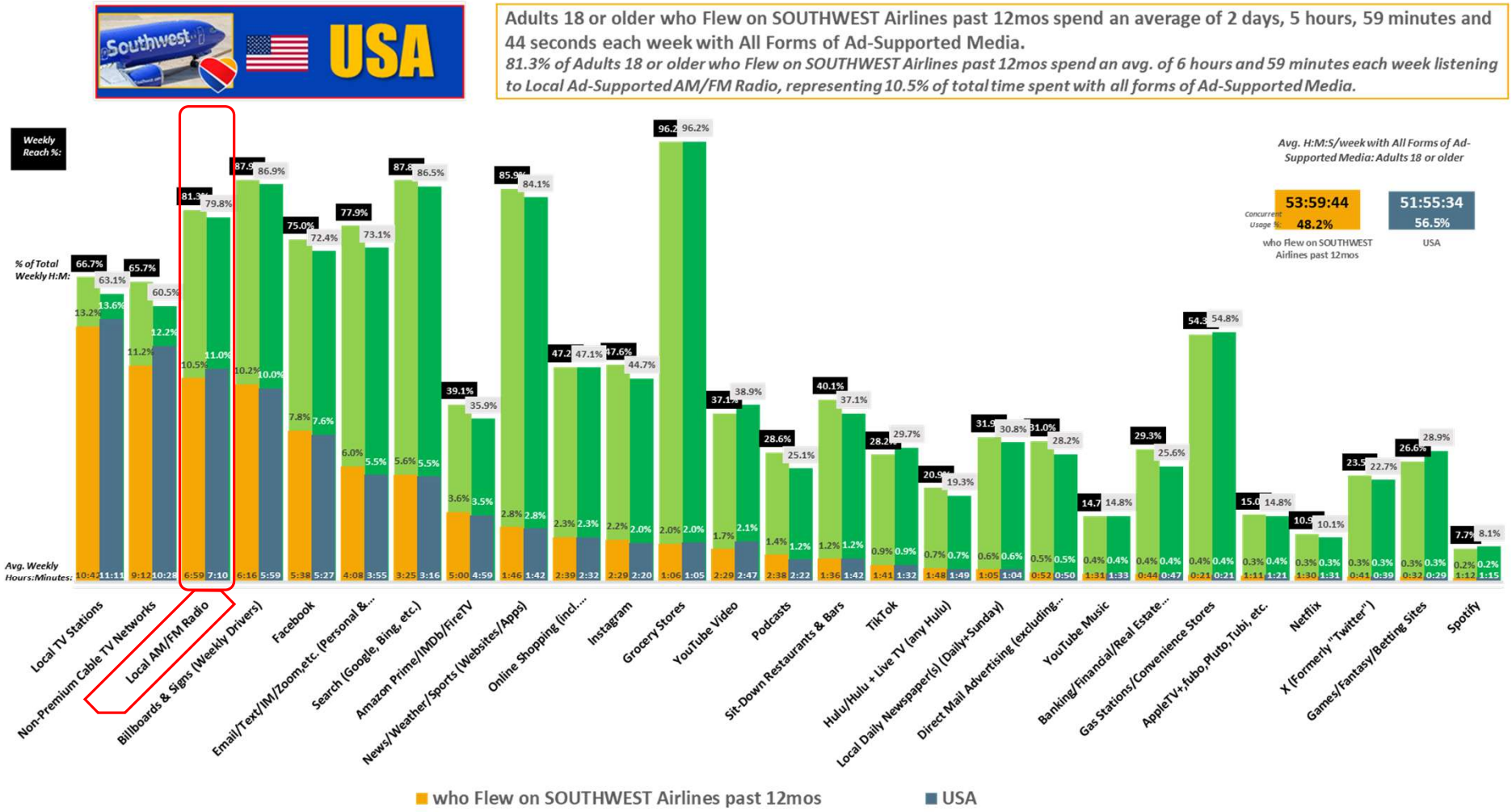


PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

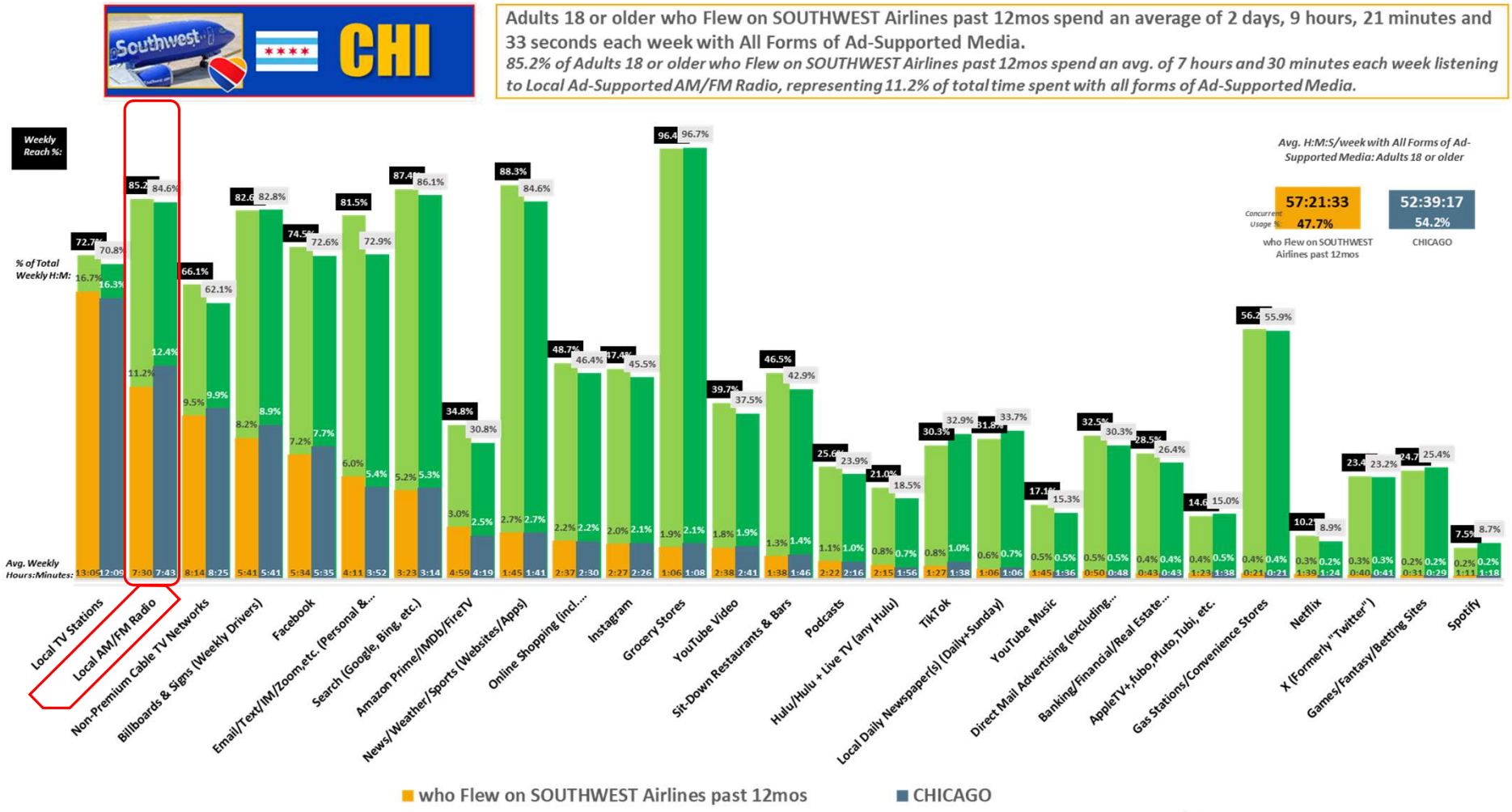


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,136 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

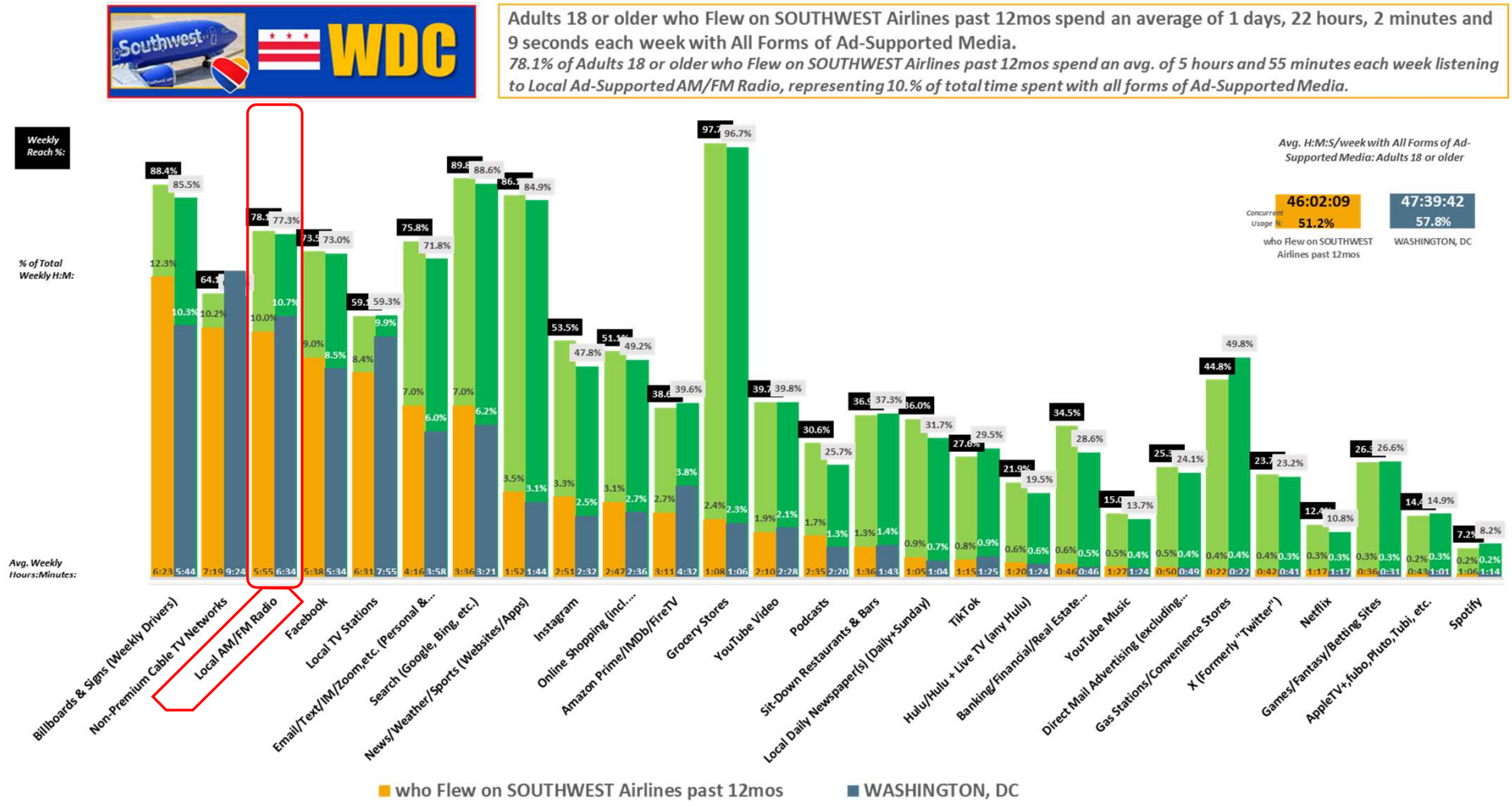


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

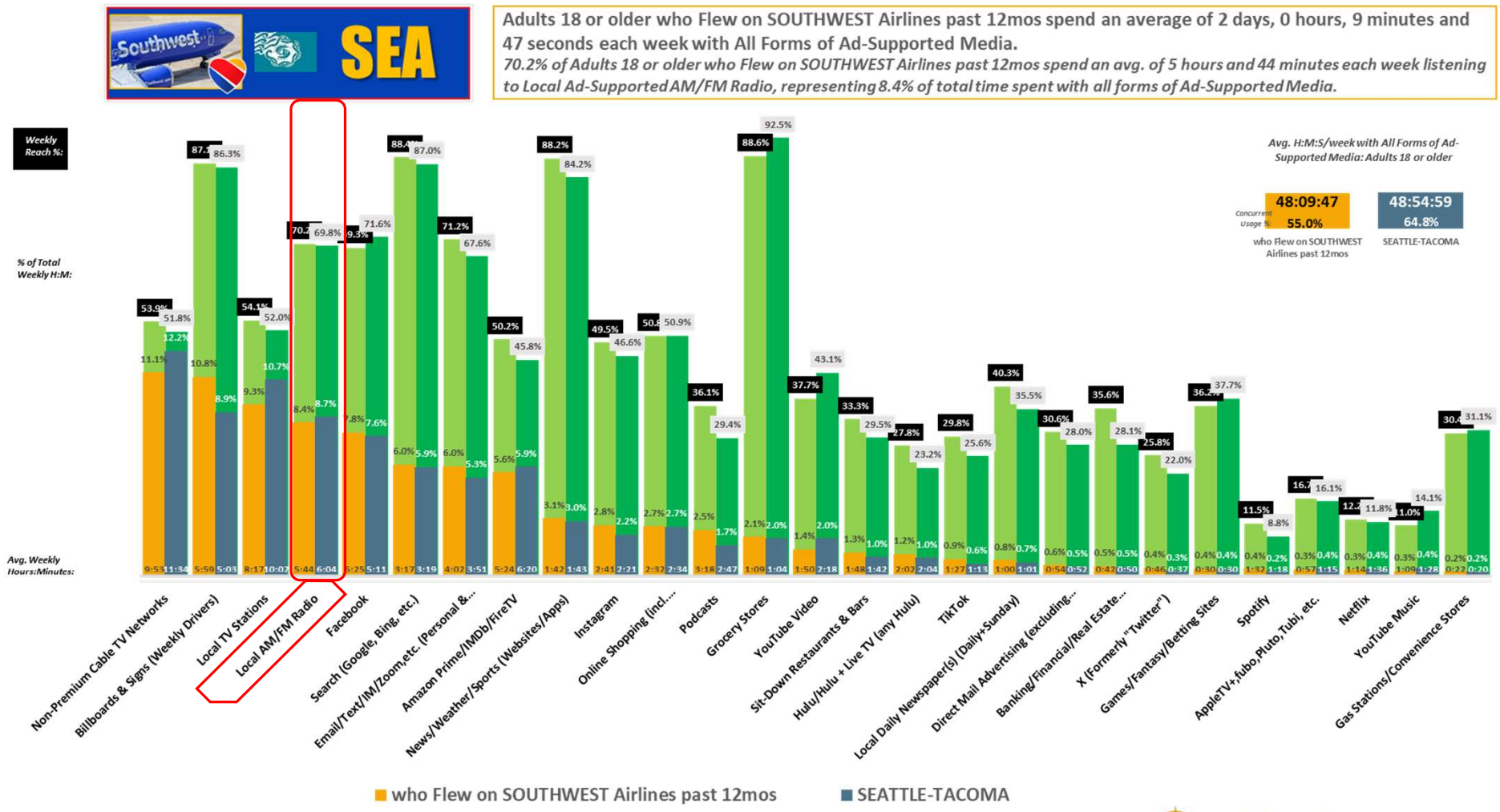


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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

Hubbard BROADCASTING Share of Everything for Anything ©

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

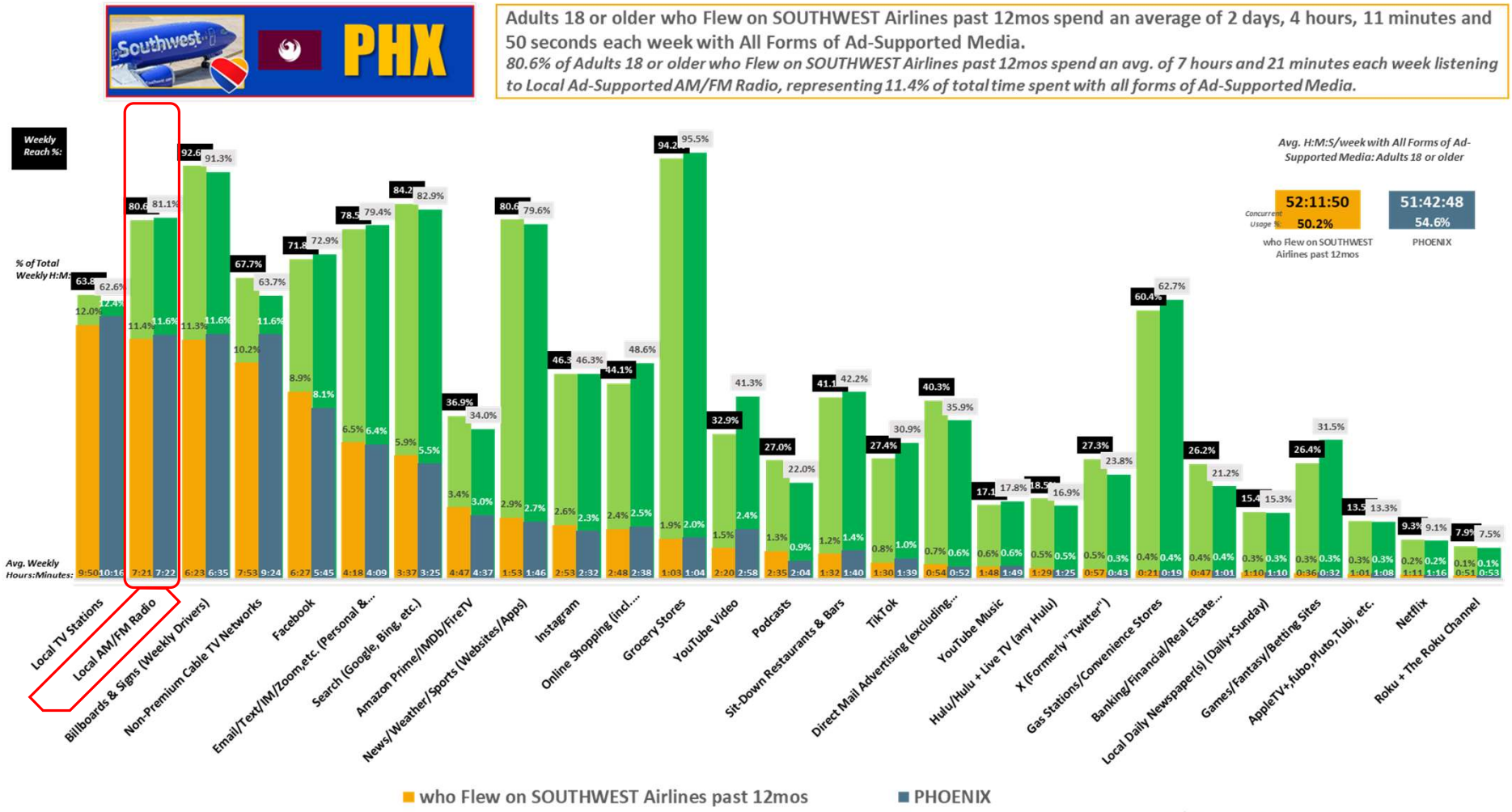


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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

Hubbard BROADCASTING Share of Everything for Anything ©

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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

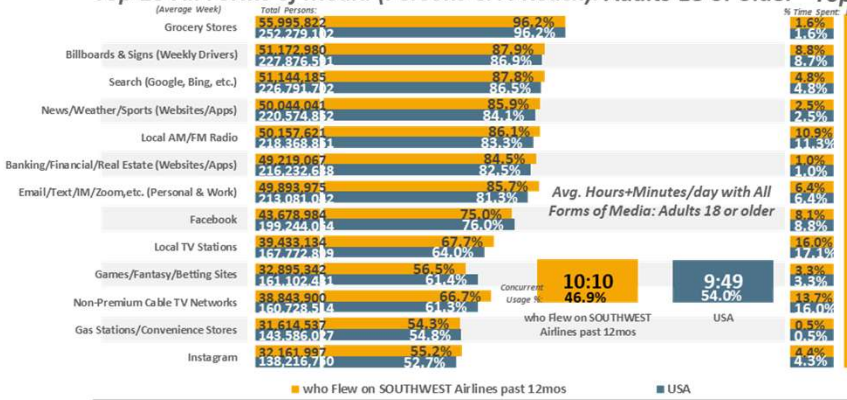
Hubbard BROADCASTING Share of Everything for Anything ©

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

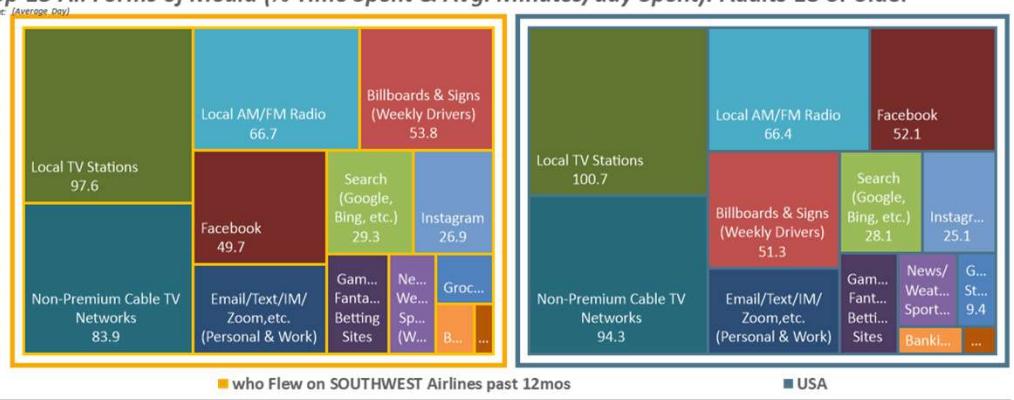


Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

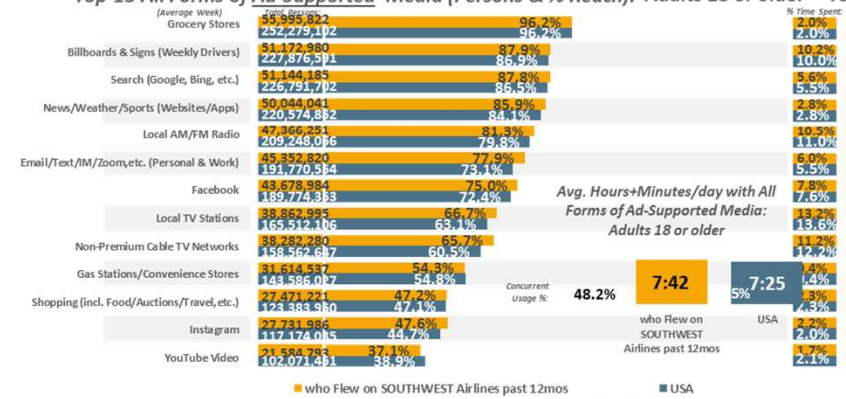
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



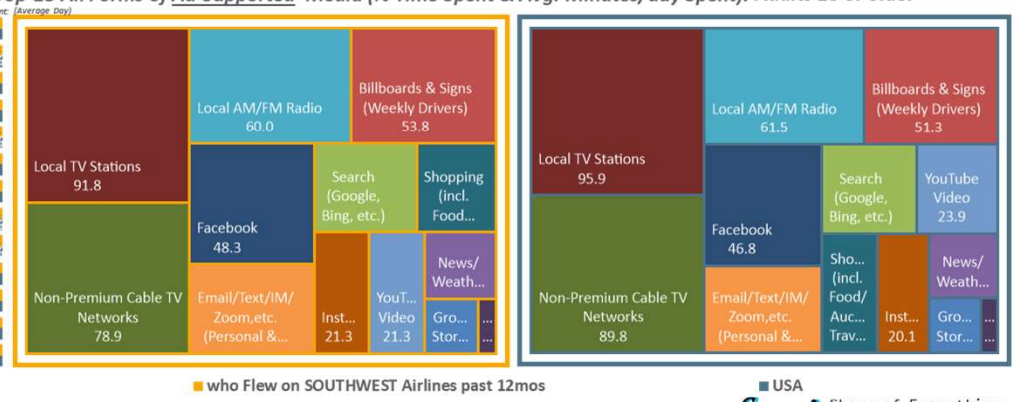
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

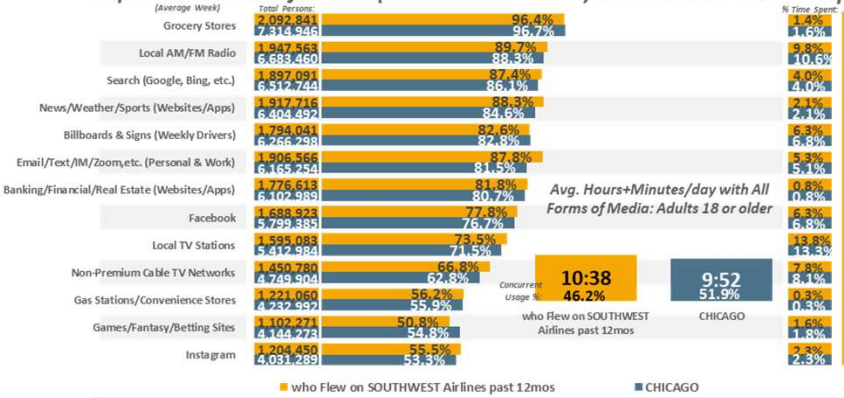
soefa.ai Share of Everything for Anything ©

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

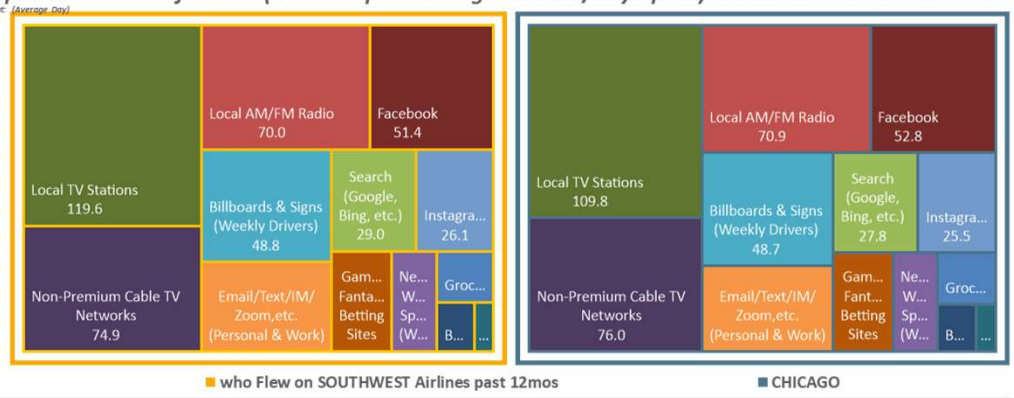


Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

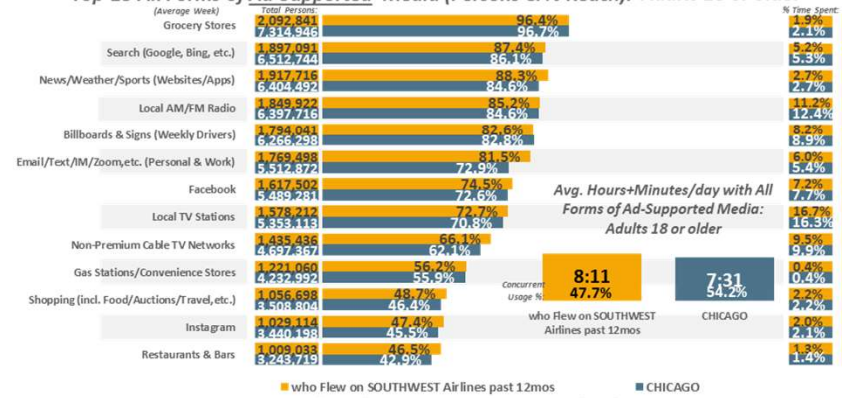
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



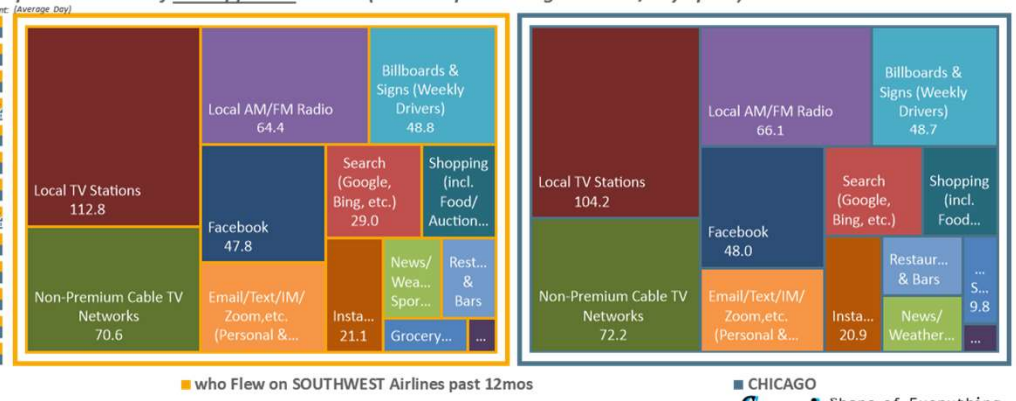
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

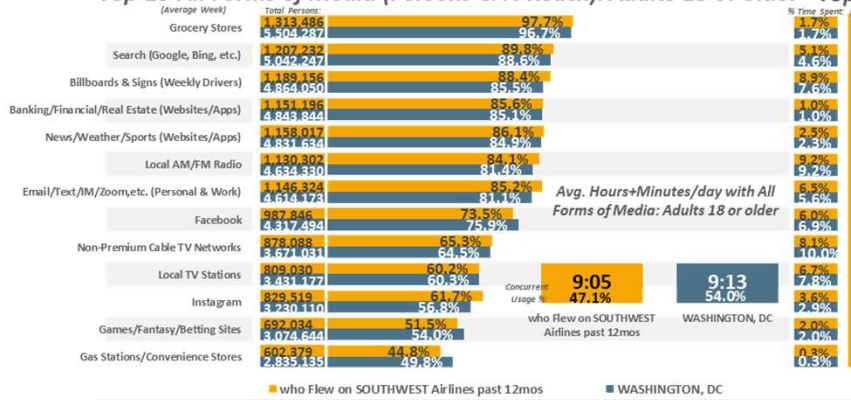
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

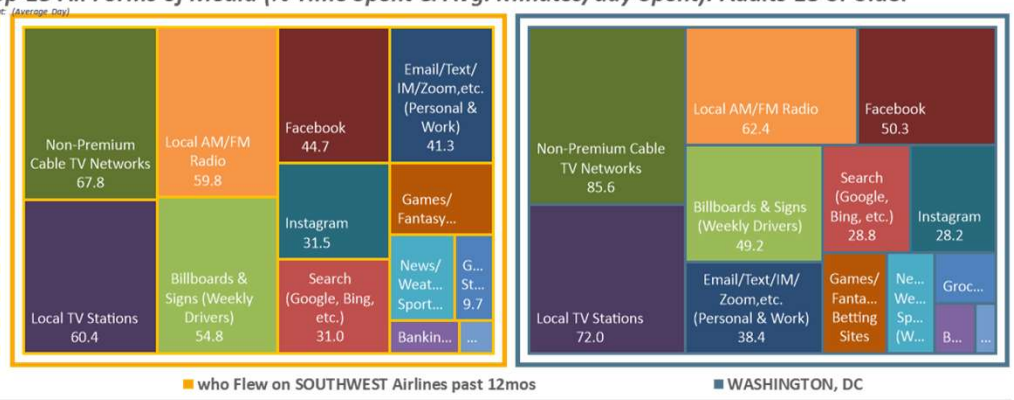
Airlines used for domestic/foreign travel past 12 months: Southwest

Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

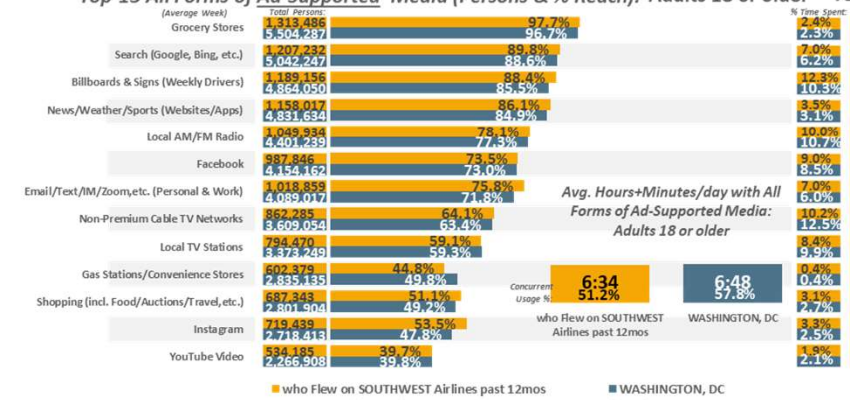
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



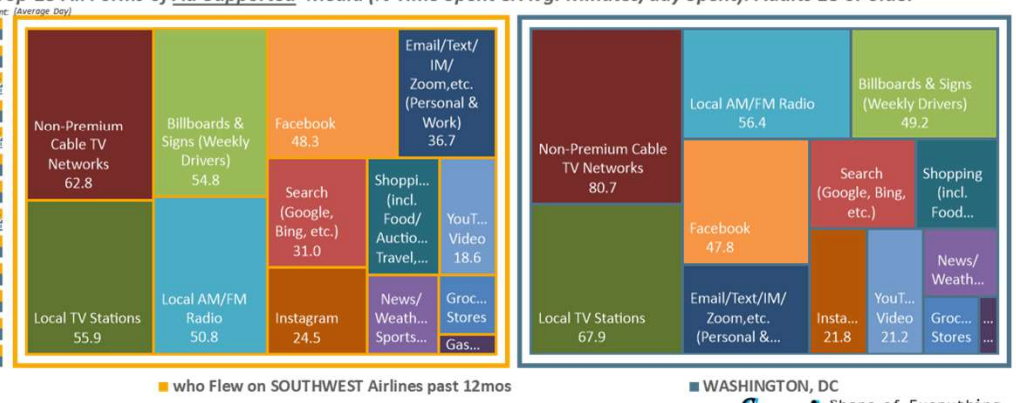
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

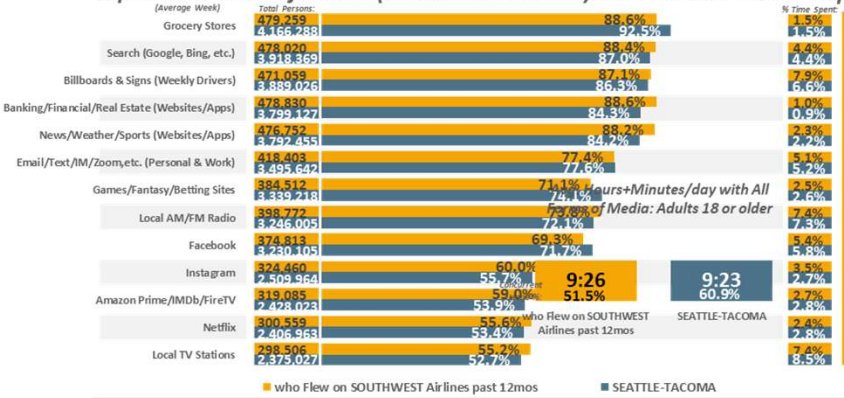
soefa.ai Share of Everything for Anything

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

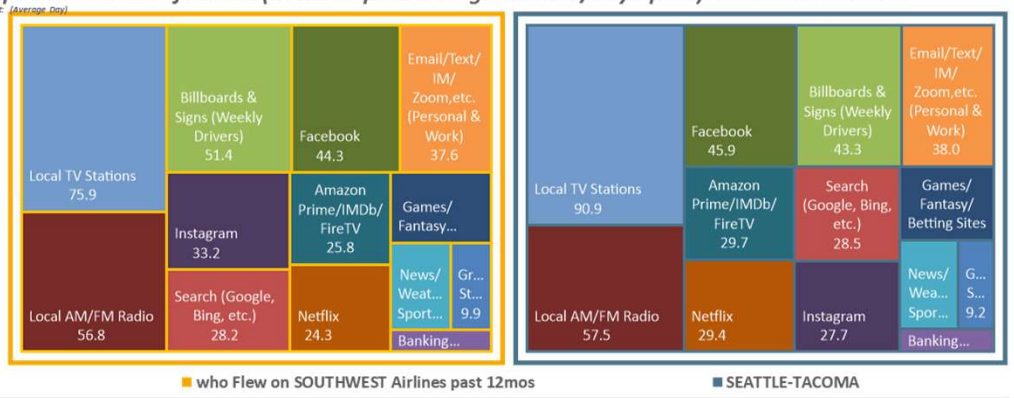


Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 70.2% listen to Local AM/FM Radio for an avg. of 49.2 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

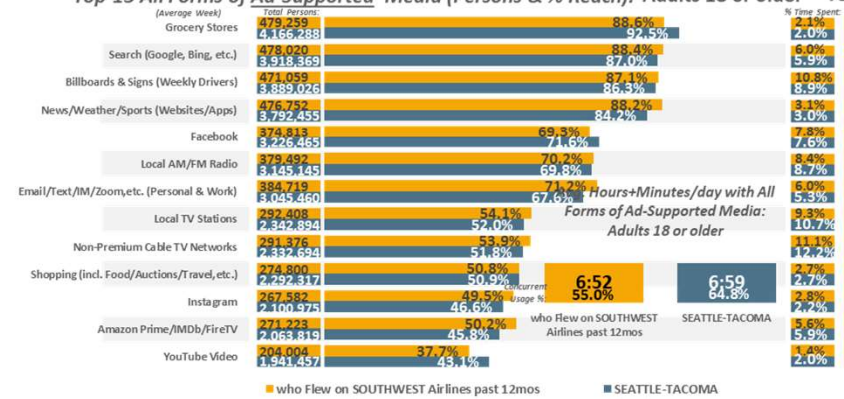
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



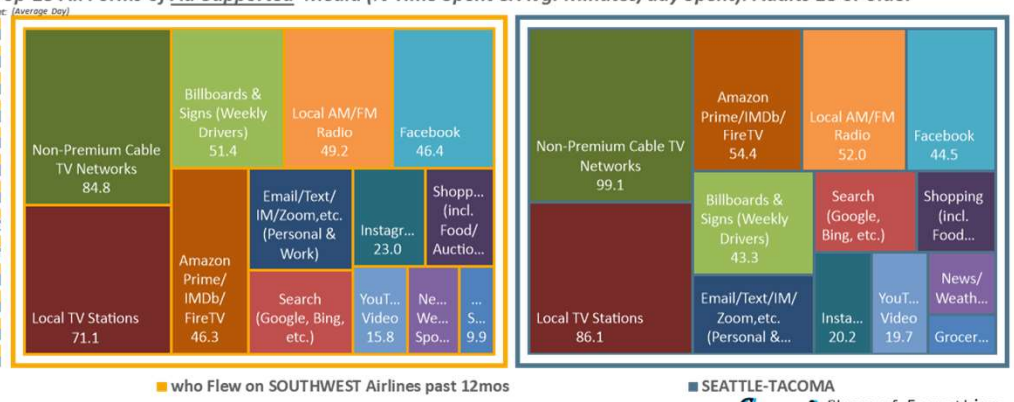
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

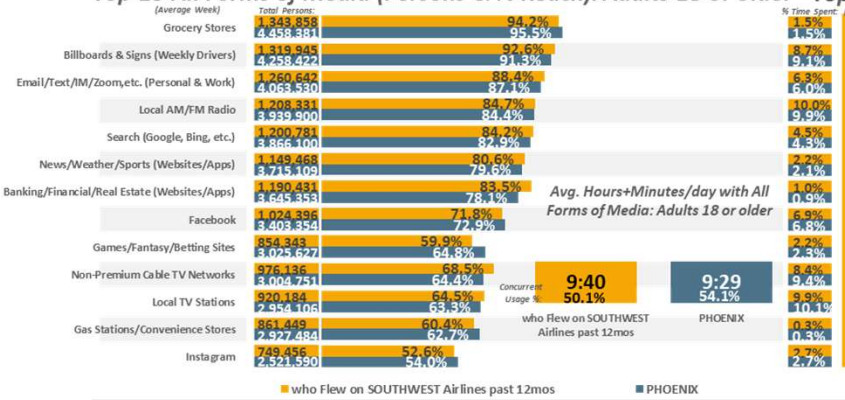
soefa.ai Share of Everything for Anything

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

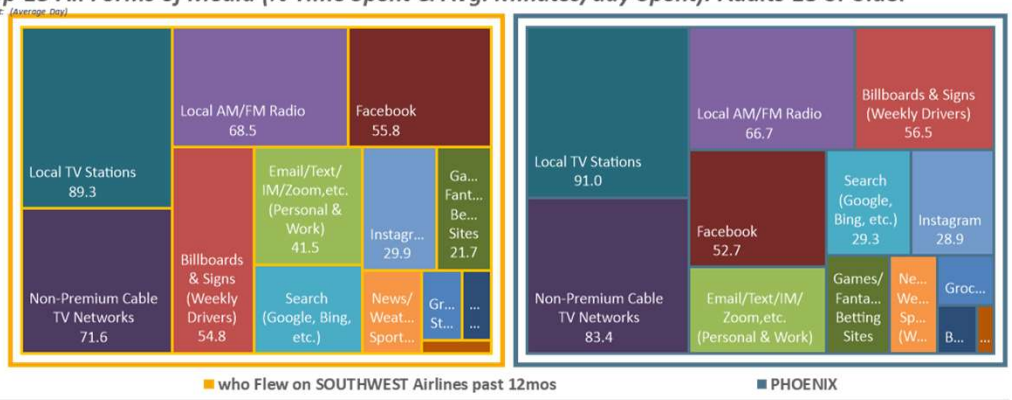


Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

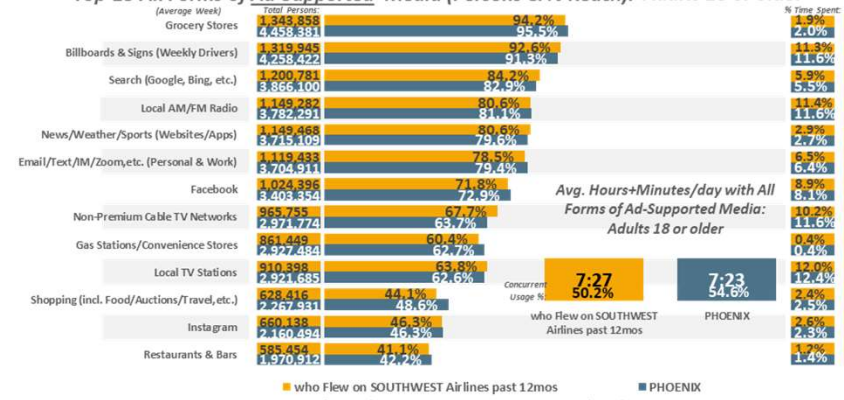
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



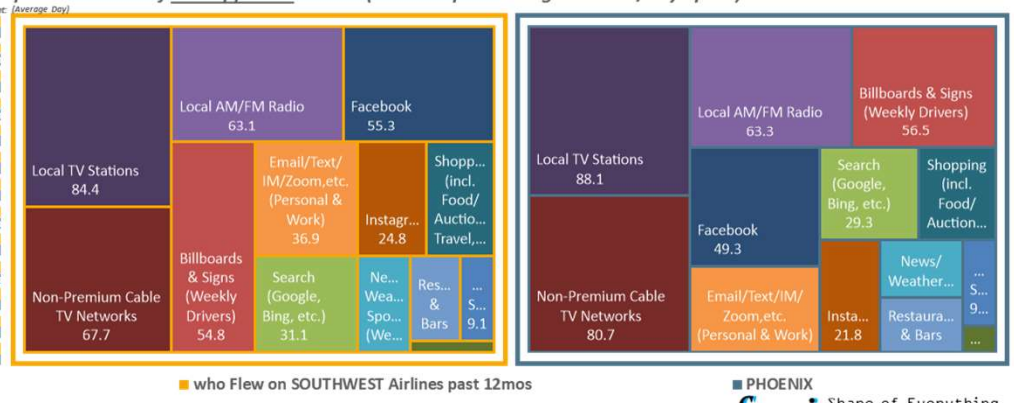
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

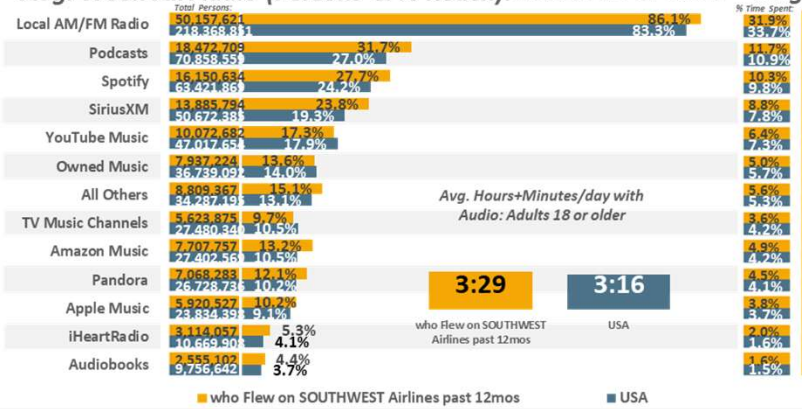
soefa.ai Share of Everything for Anything ©

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

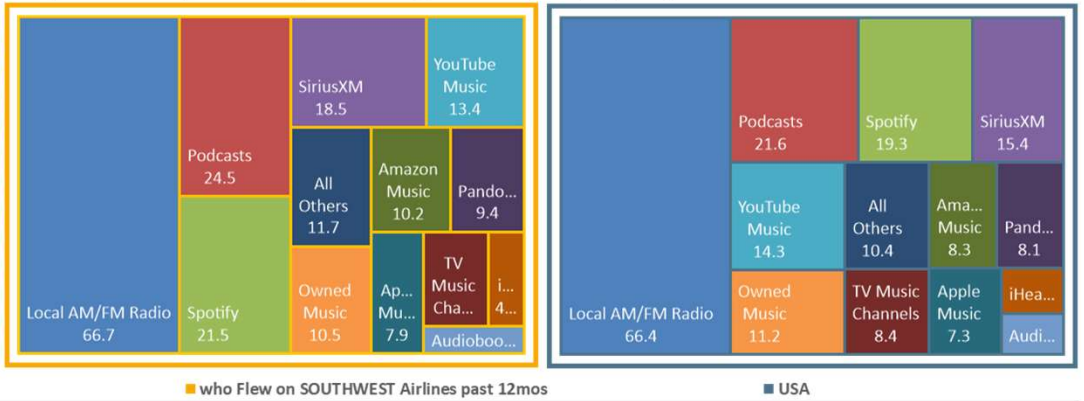


47,366,251 or 81.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

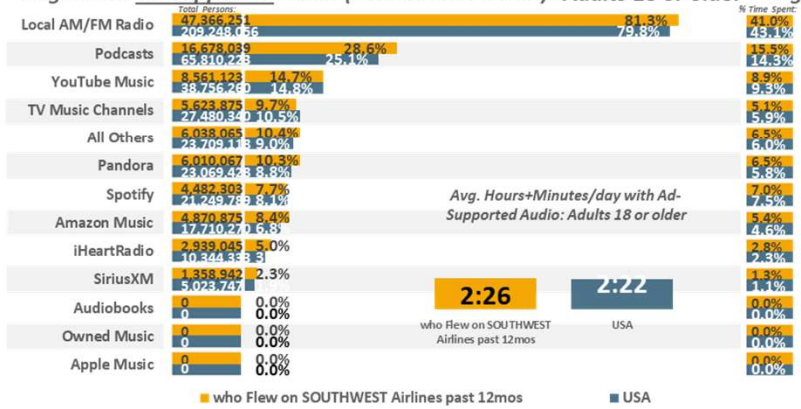
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



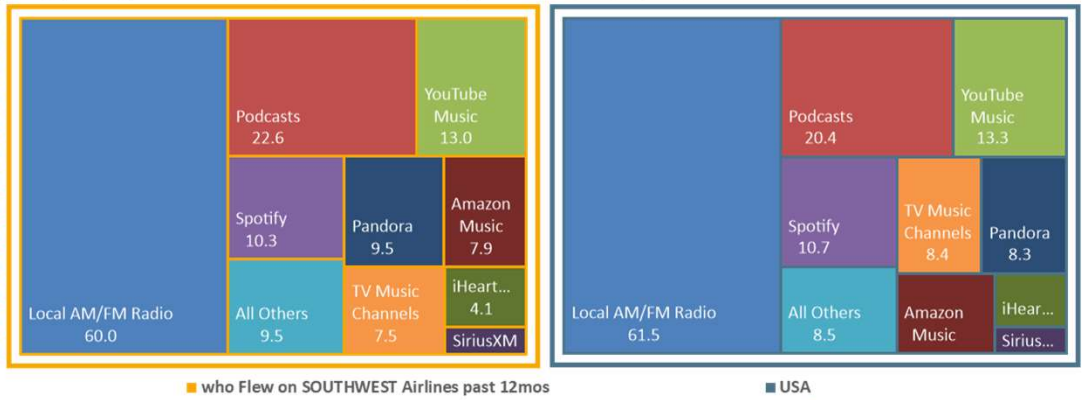
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

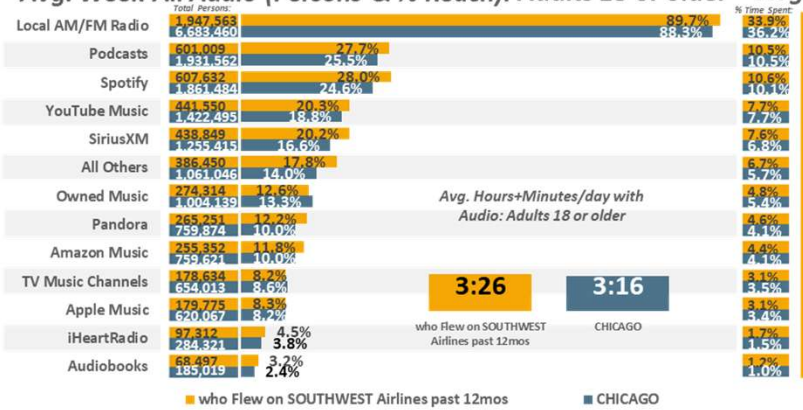
soefa.ai Share of Everything for Anything ©

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

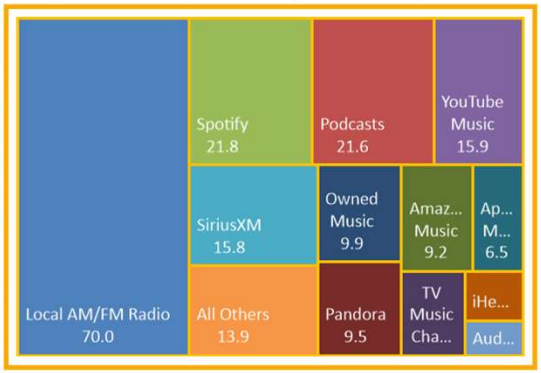


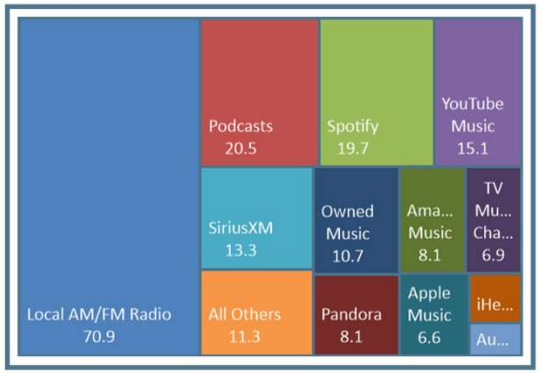
1,849,922 or 85.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

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

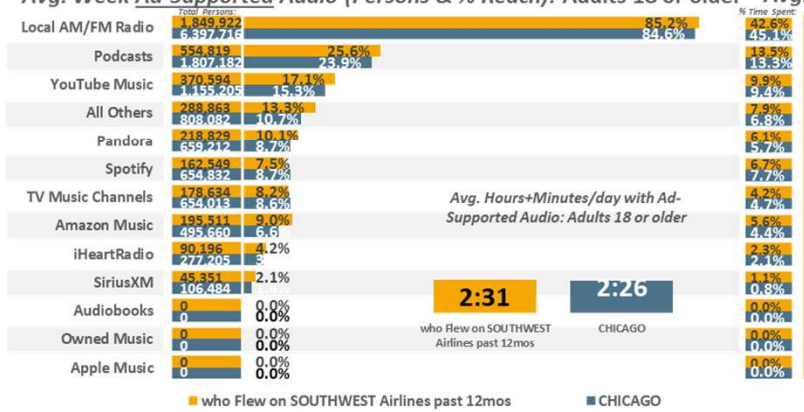


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

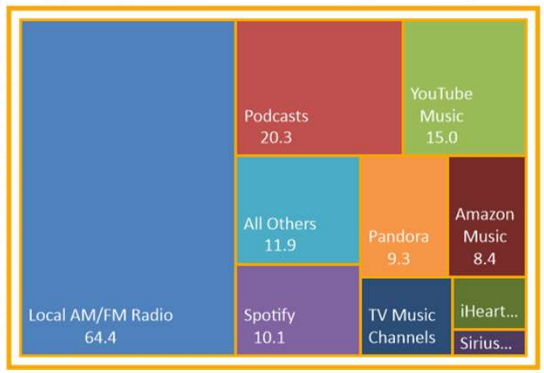


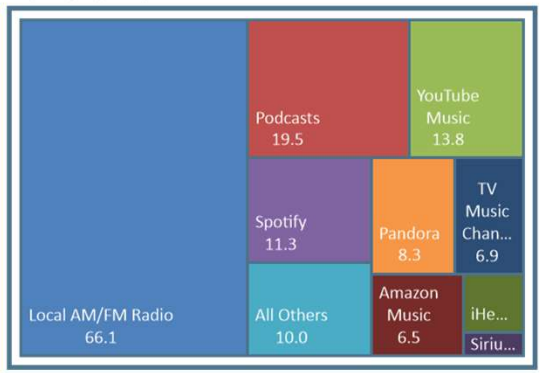


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

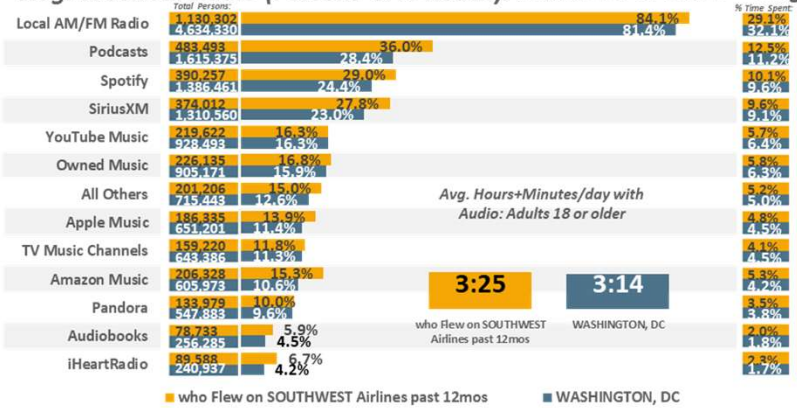
soefa.ai Share of Everything for Anything ©

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

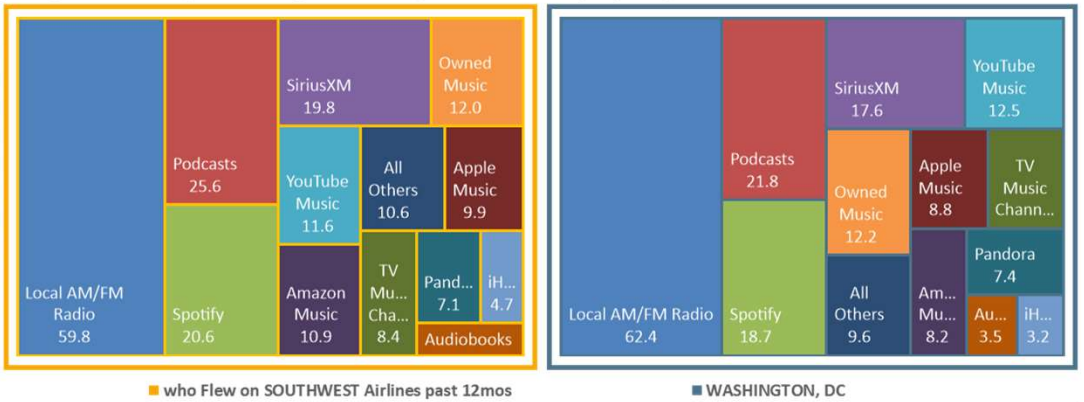


1,049,934 or 78.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

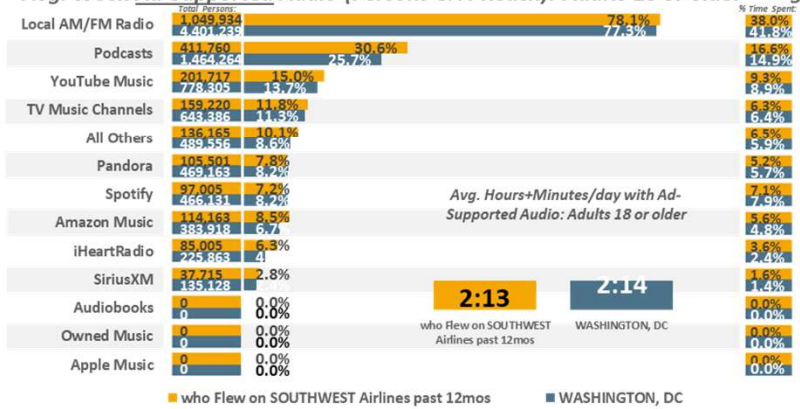
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



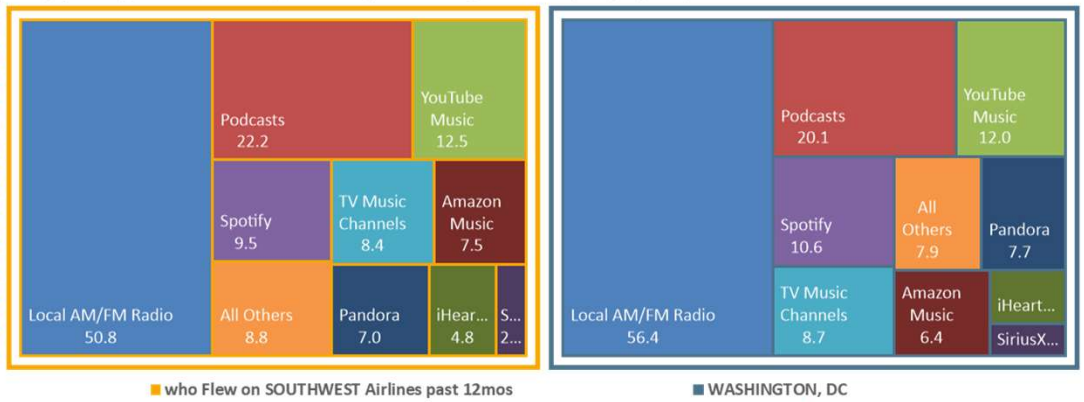
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

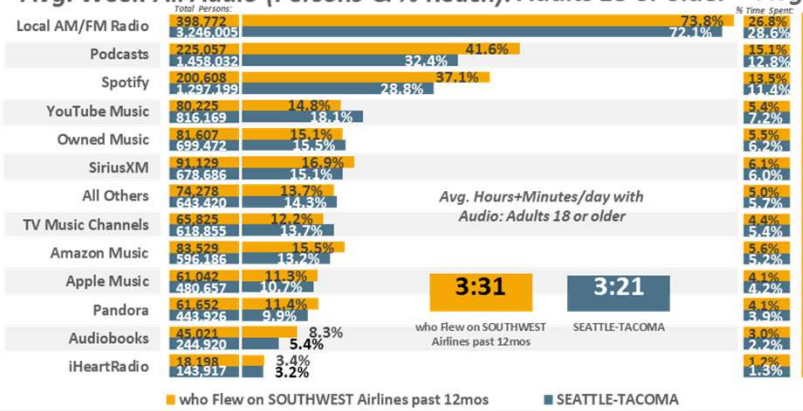
soefa.ai Share of Everything for Anything ©

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

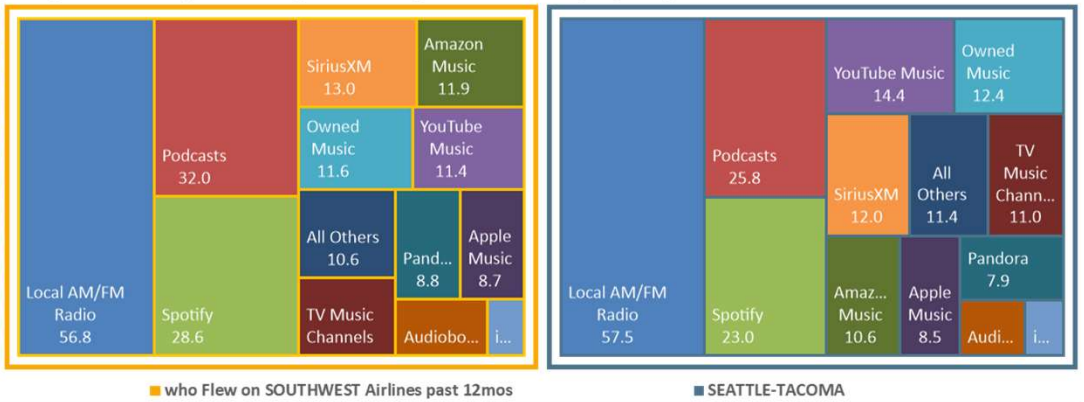


379,492 or 70.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

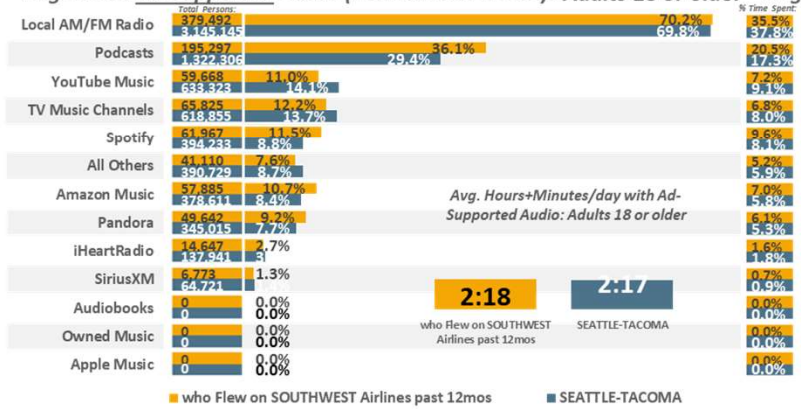
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



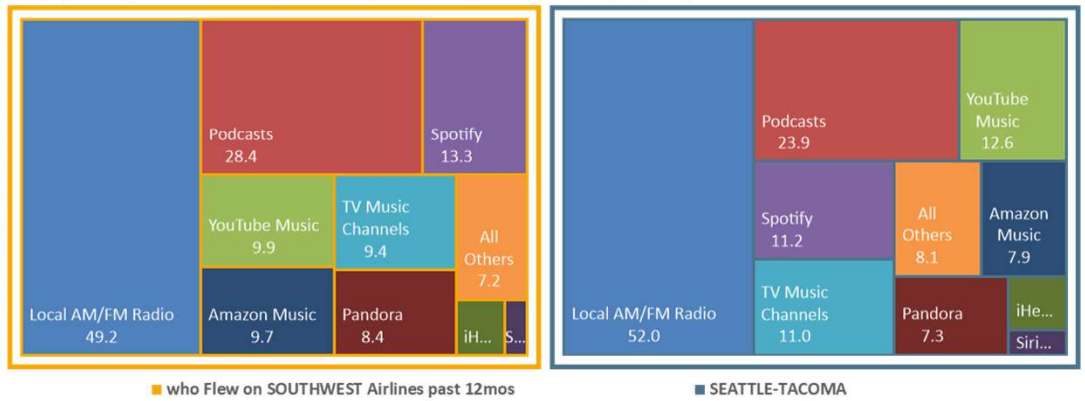
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

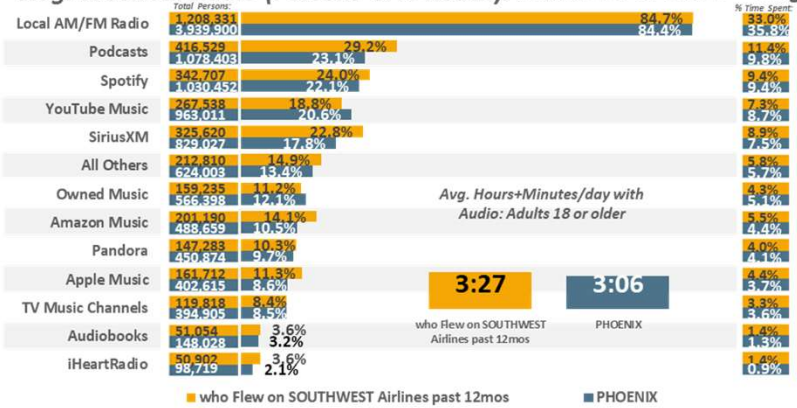
soefa.ai Share of Everything for Anything ©

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

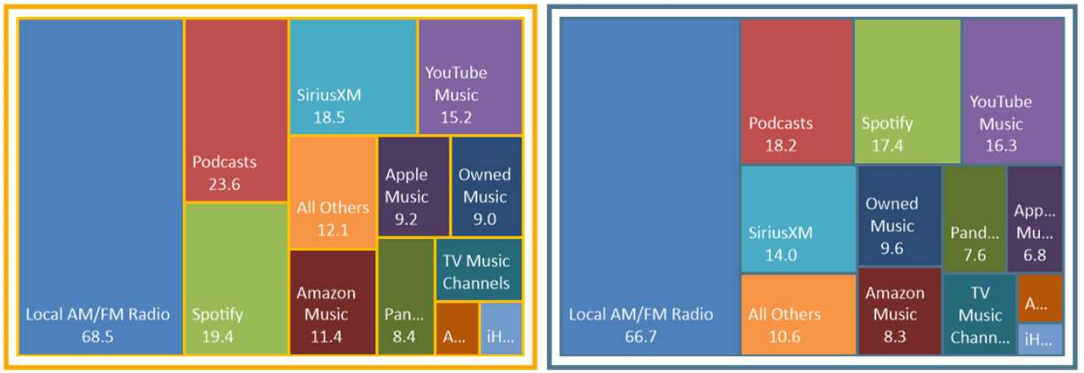


1,149,282 or 80.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

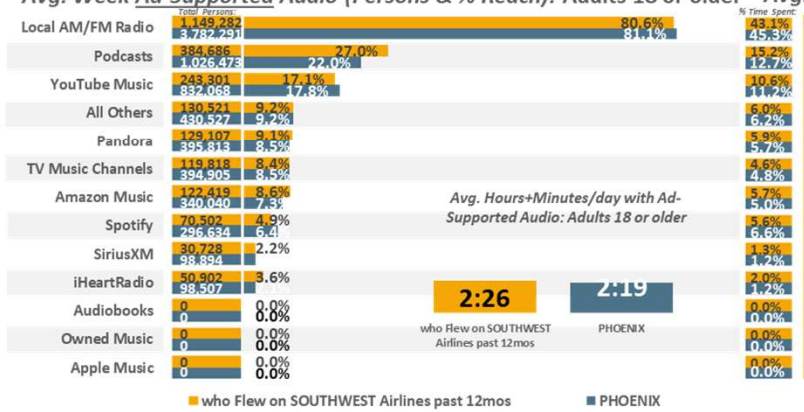
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



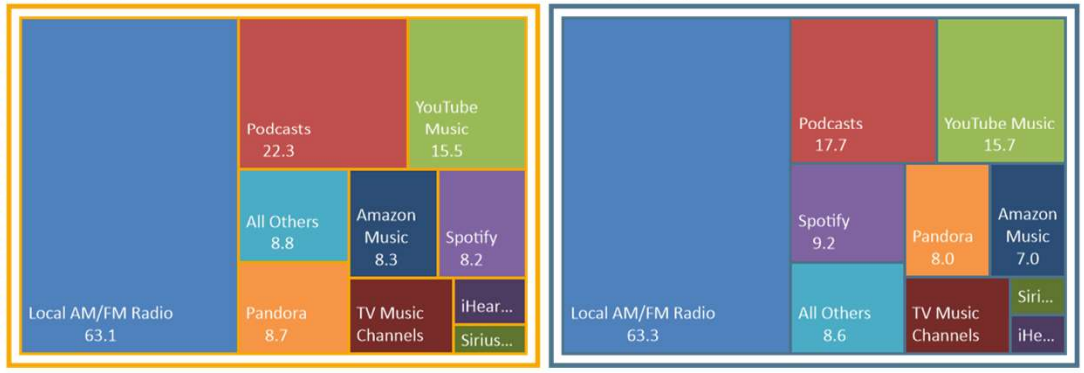
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

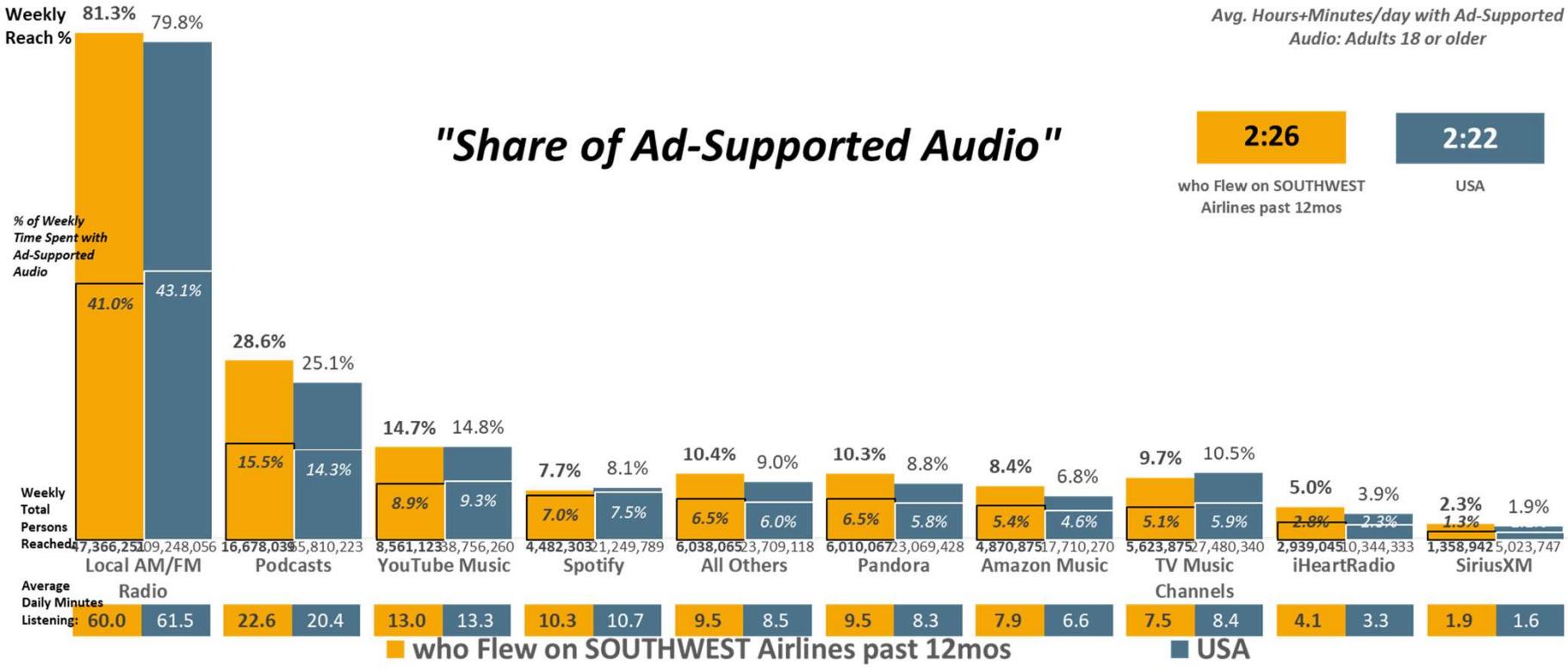
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

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

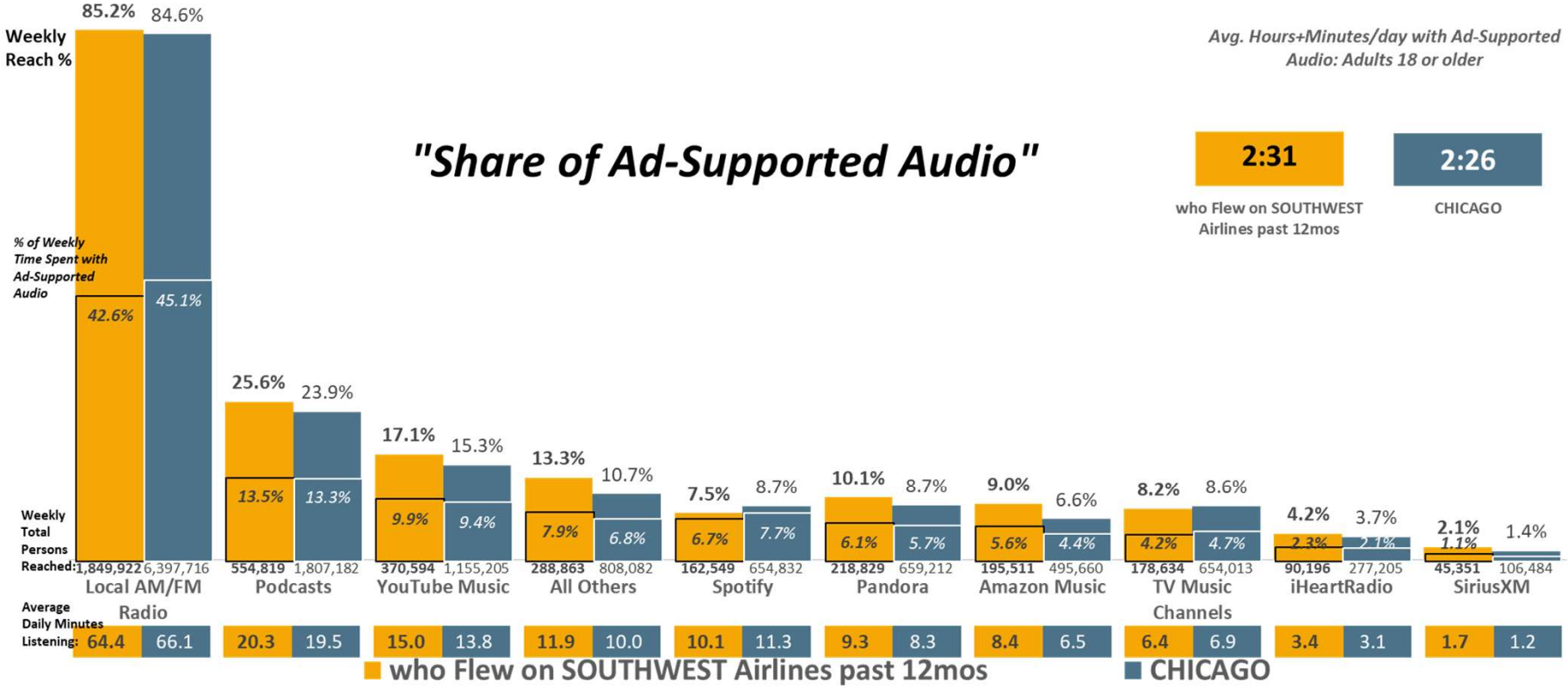
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,849,922 or 85.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

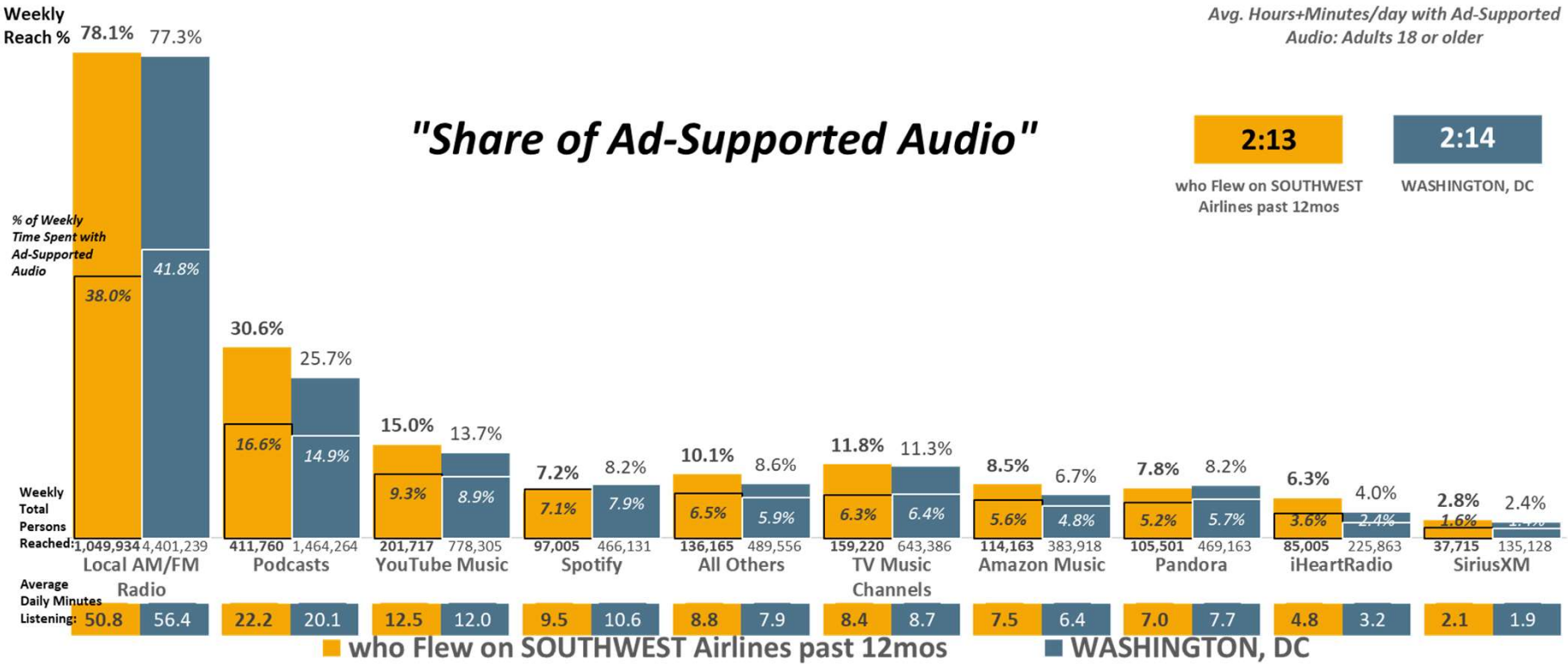
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



1,049,934 or 78.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

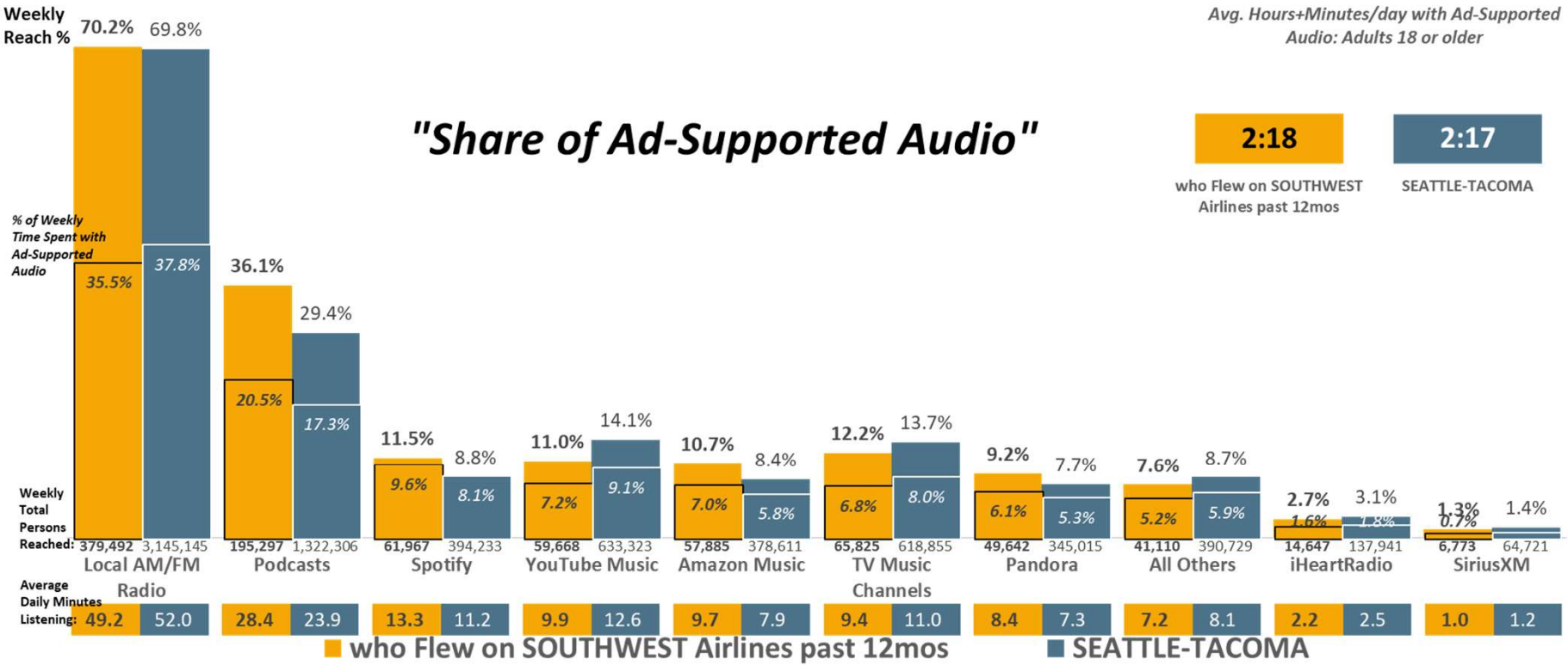
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



379,492 or 70.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	Amazon Music	TV Music Channels	Pandora	All Others	iHeartRadio	SiriusXM
Weekly Reach %	70.2% / 69.8%	36.1% / 29.4%	11.5% / 8.8%	11.0% / 14.1%	10.7% / 8.4%	12.2% / 13.7%	9.2% / 7.7%	7.6% / 8.7%	2.7% / 3.1%	1.3% / 1.4%
% of Weekly Time Spent with Ad-Supported Audio	35.5% / 37.8%	20.5% / 17.3%	9.6% / 8.1%	7.2% / 9.1%	7.0% / 5.8%	6.8% / 8.0%	6.1% / 5.3%	5.2% / 5.9%	1.6% / 1.8%	0.7% / 1.0%
Weekly Total Persons Reached:	379,492 / 3,145,145	195,297 / 1,322,306	61,967 / 394,233	59,668 / 633,323	57,885 / 378,611	65,825 / 618,855	49,642 / 345,015	41,110 / 390,729	14,647 / 137,941	6,773 / 64,721
Average Daily Minutes Listening:	49.2 / 52.0	28.4 / 23.9	13.3 / 11.2	9.9 / 12.6	9.7 / 7.9	9.4 / 11.0	8.4 / 7.3	7.2 / 8.1	2.2 / 2.5	1.0 / 1.2

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

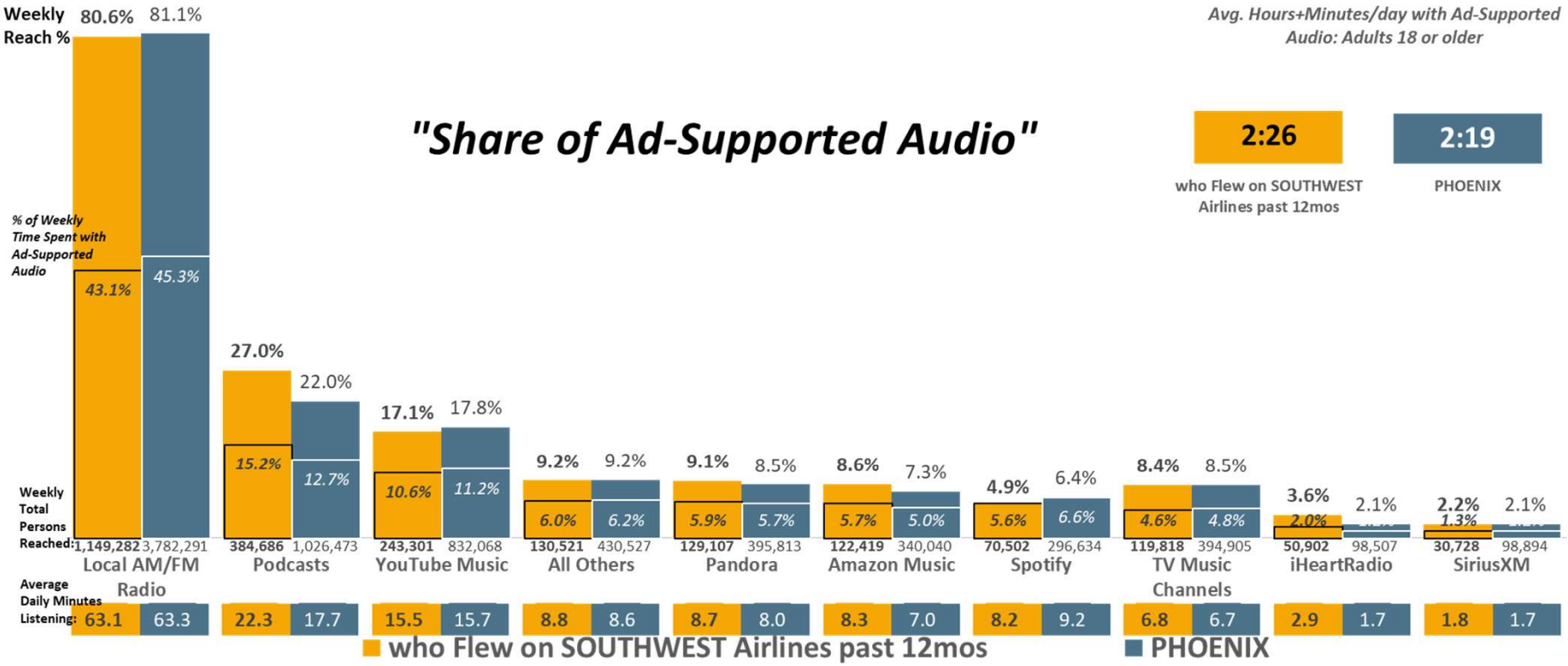
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



1,149,282 or 80.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

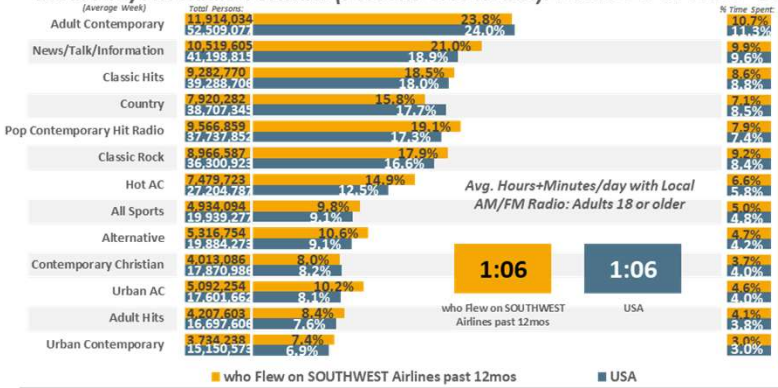
soefa.ai Share of Everything for Anything ©

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

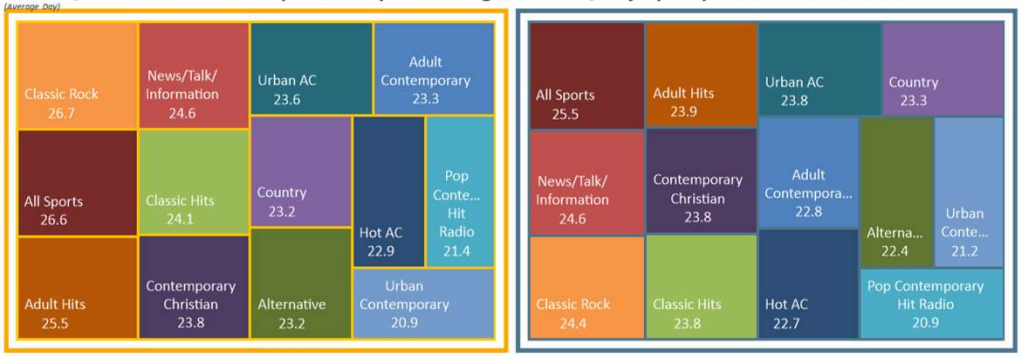


47,366,251 or 81.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

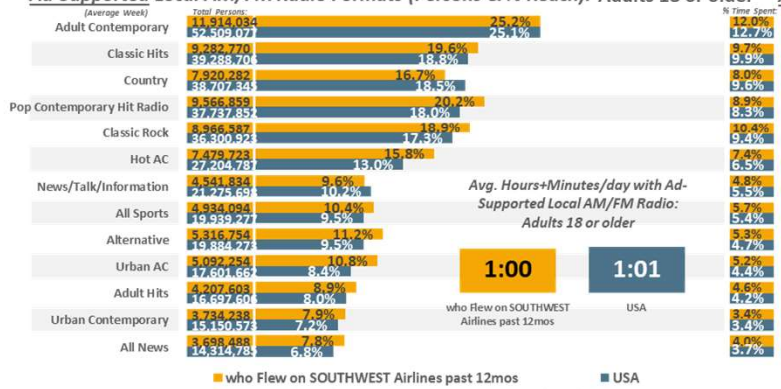
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



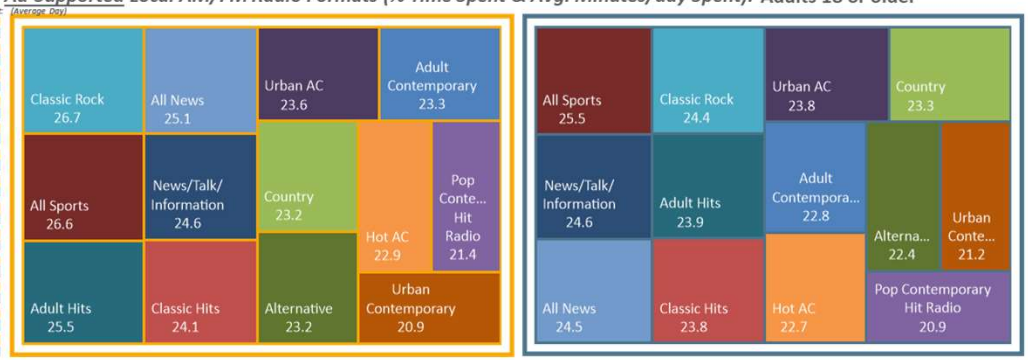
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

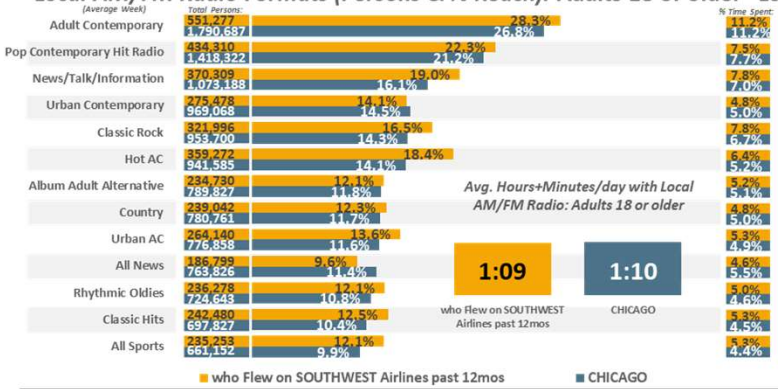
soefa.ai Share of Everything for Anything ©

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

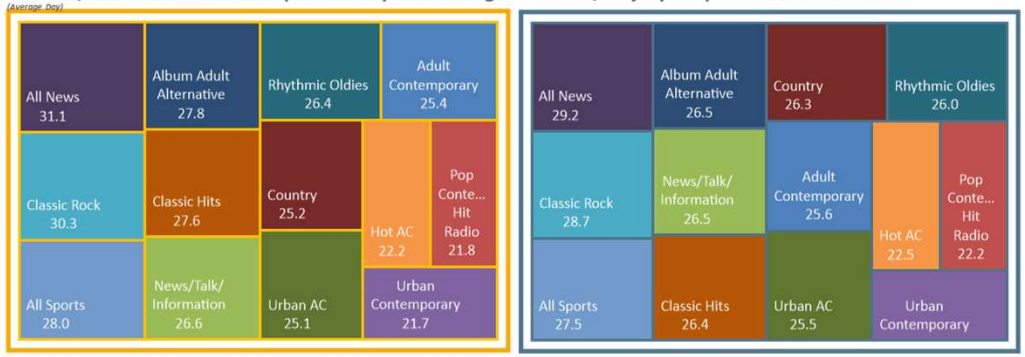


1,849,922 or 85.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Urban Contemporary.

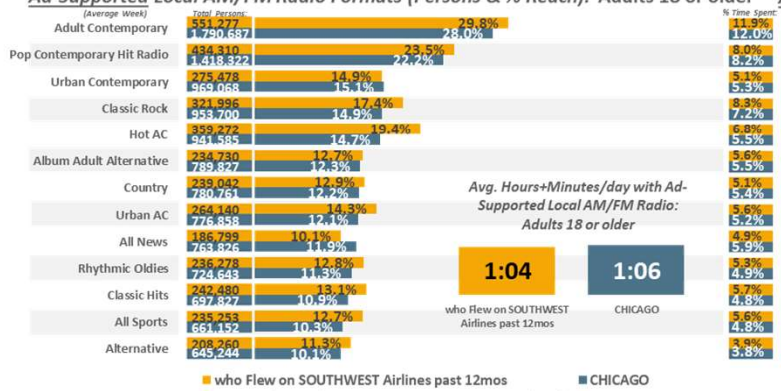
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



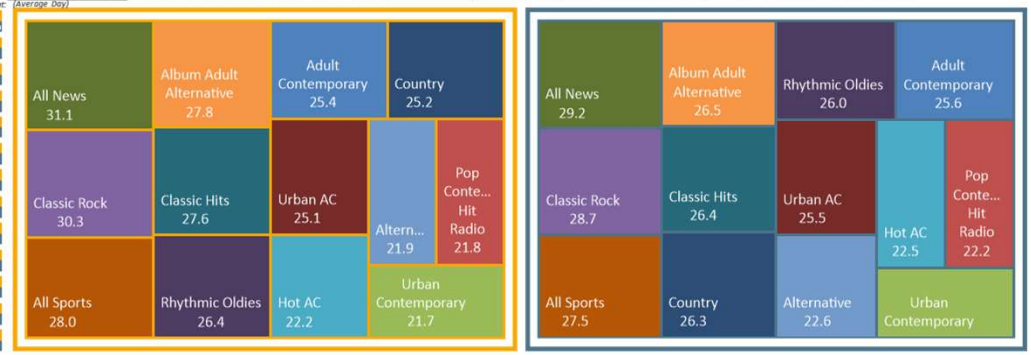
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

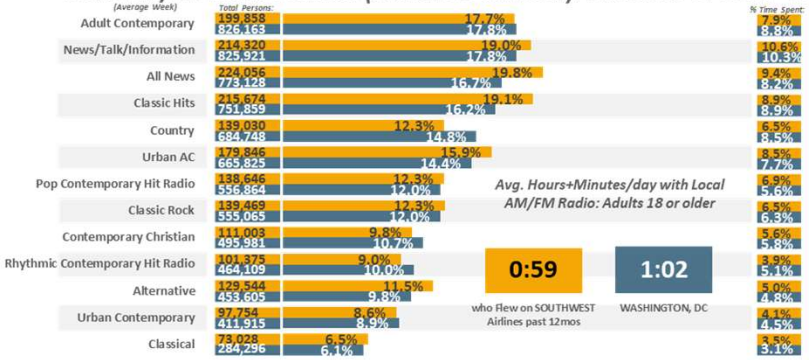
soefa.ai Share of Everything for Anything

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

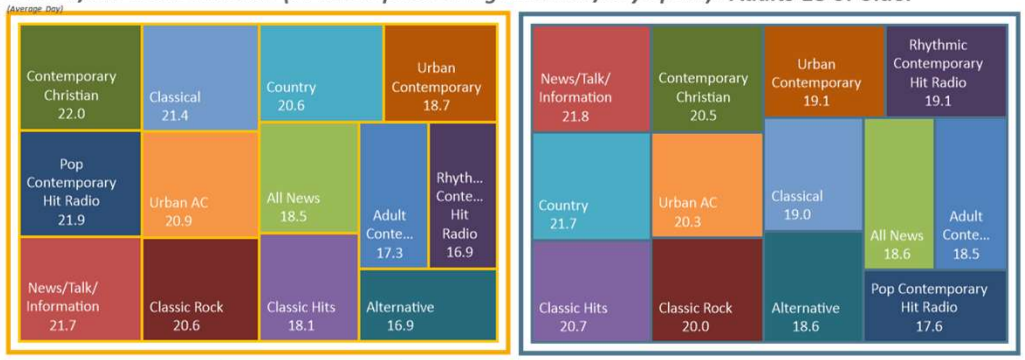


1,049,934 or 78.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Adult Contemporary, Urban AC, and Classic Rock.

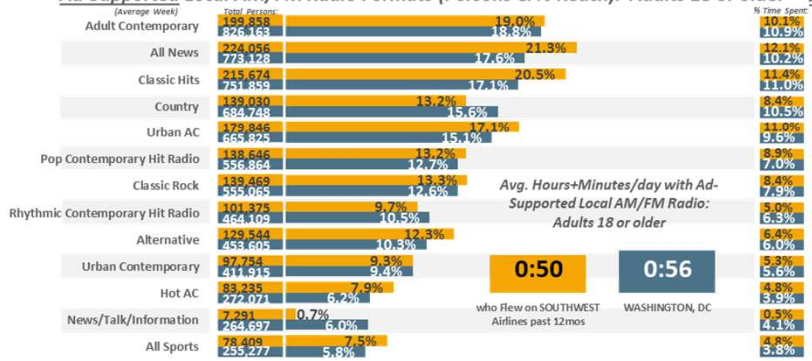
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



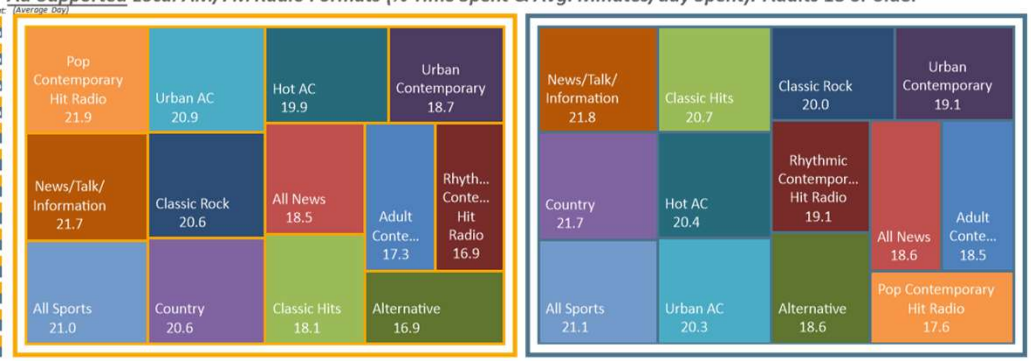
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

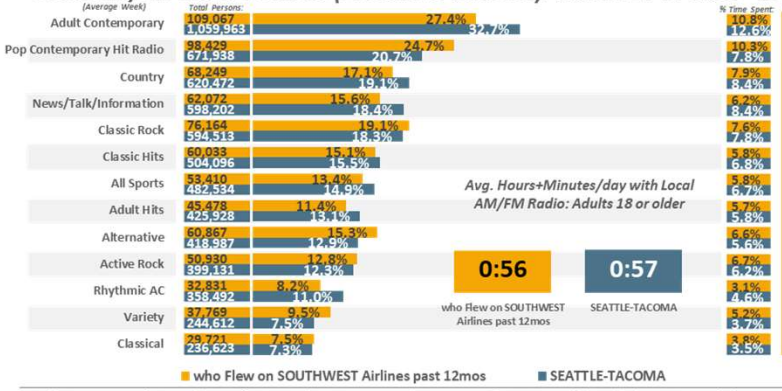
soefa.ai Share of Everything for Anything

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

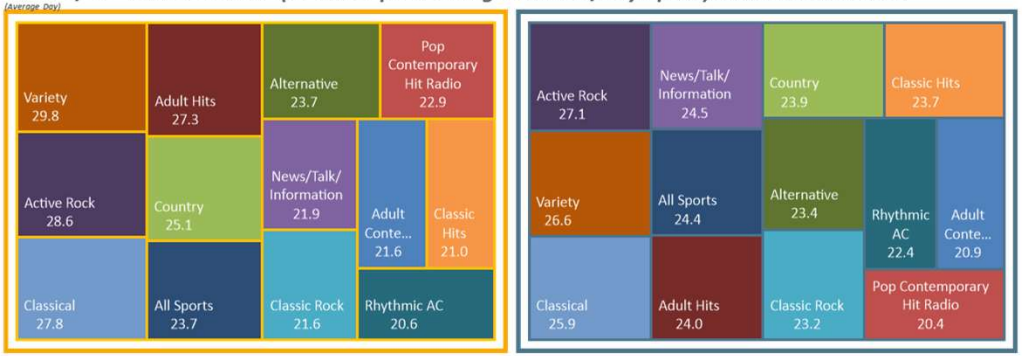


379,492 or 70.2% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Alternative.

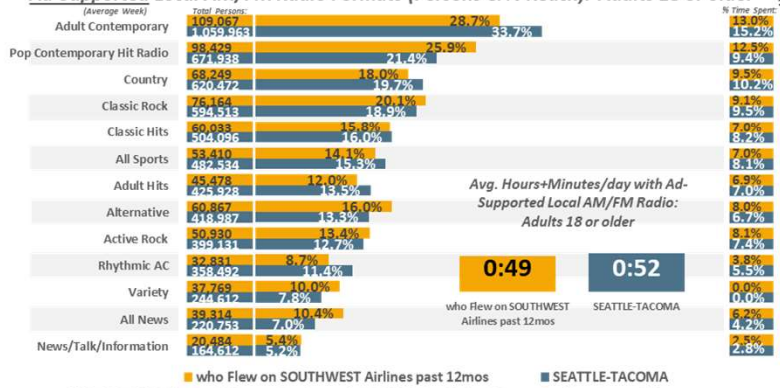
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



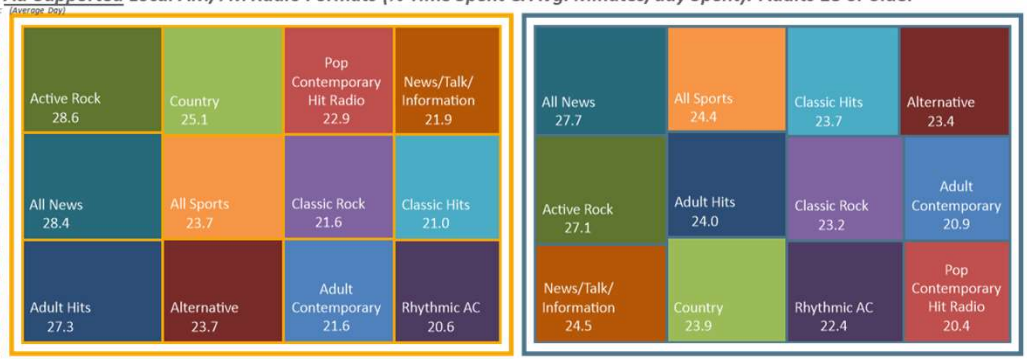
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

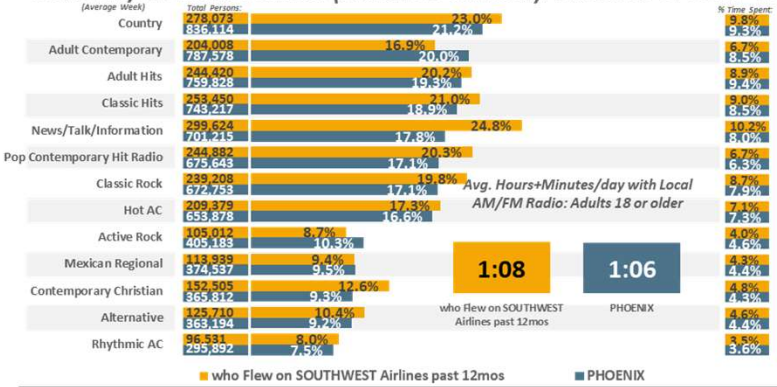
soefa.ai Share of Everything for Anything ©

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

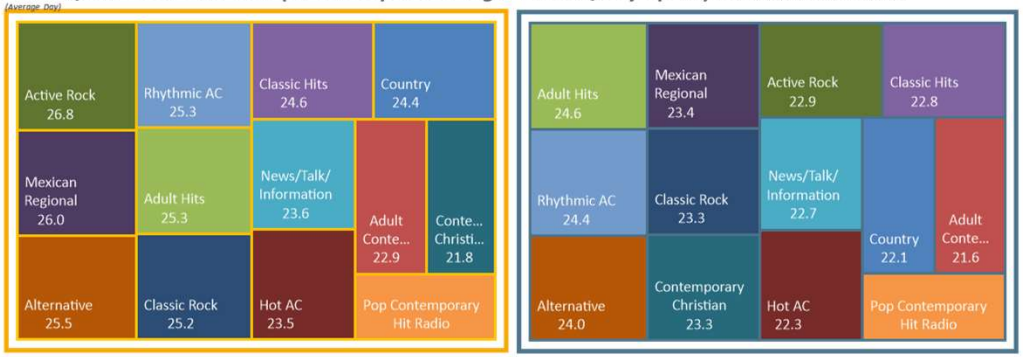


1,149,282 or 80.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Pop Contemporary Hit Radio, Adult Hits, and Classic Rock.

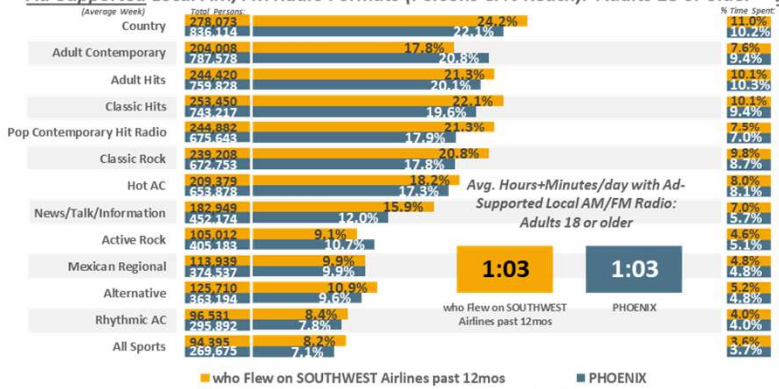
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



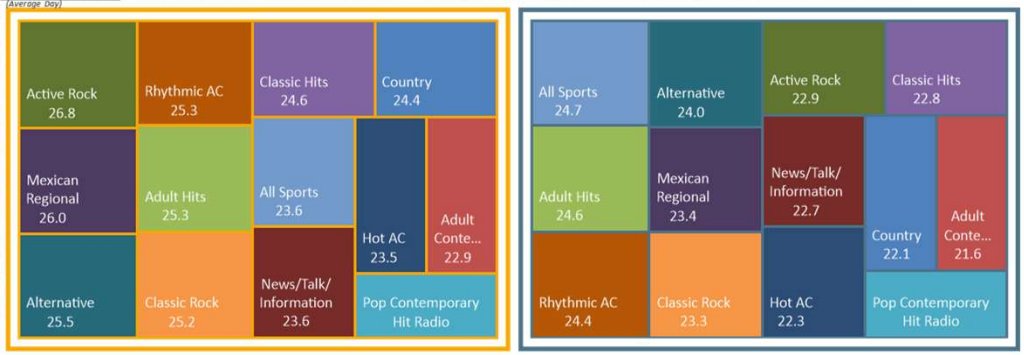
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

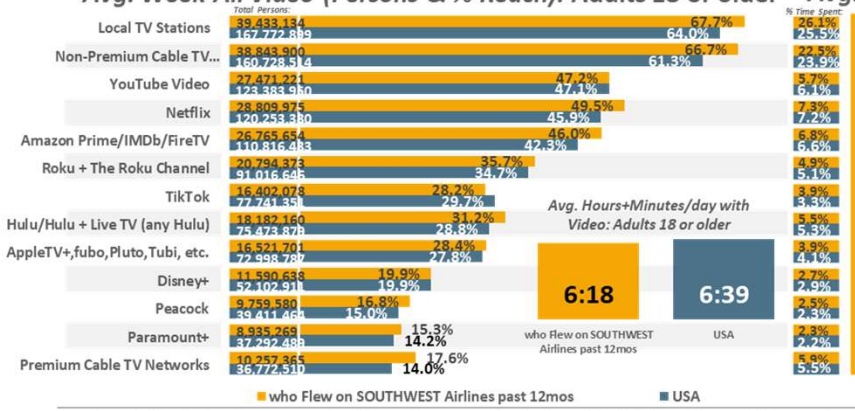
soefa.ai Share of Everything for Anything

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

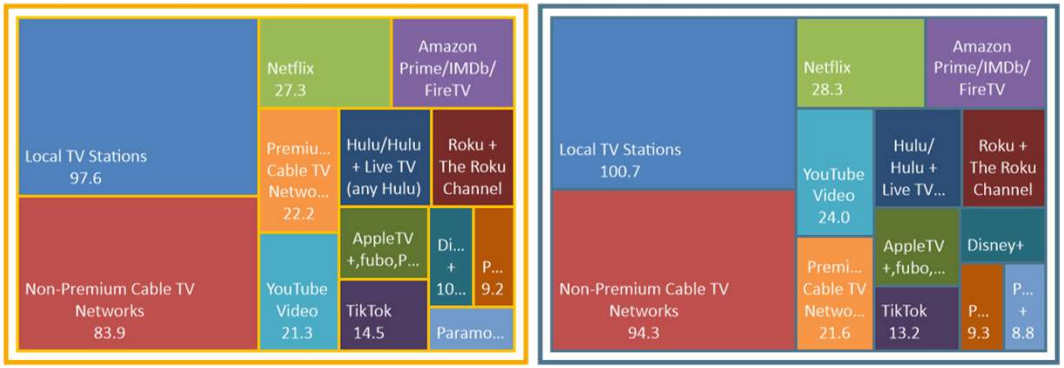


38,862,995 or 66.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

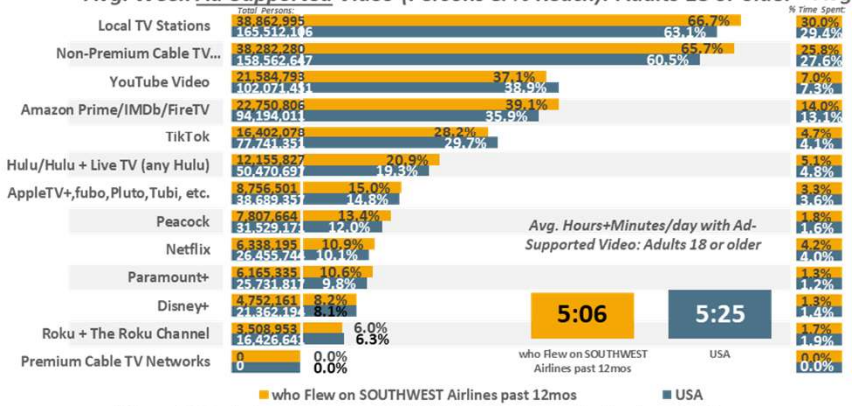
Avg. Week All Video (Persons & % Reach): Adults 18 or older



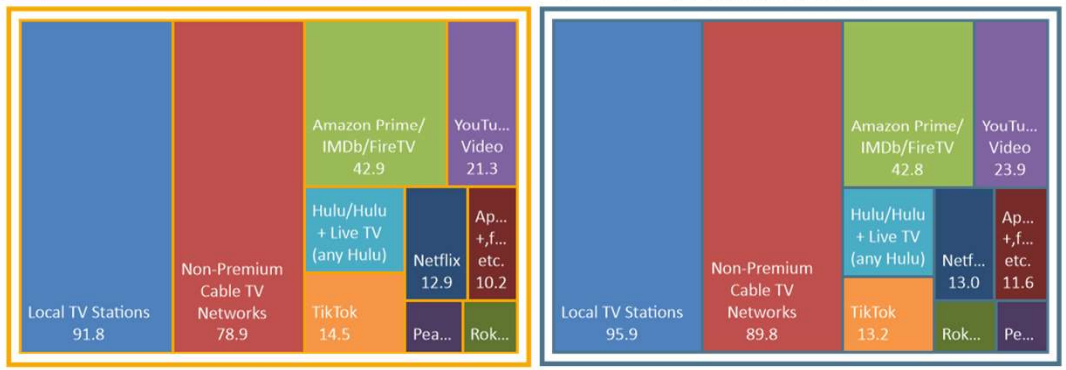
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

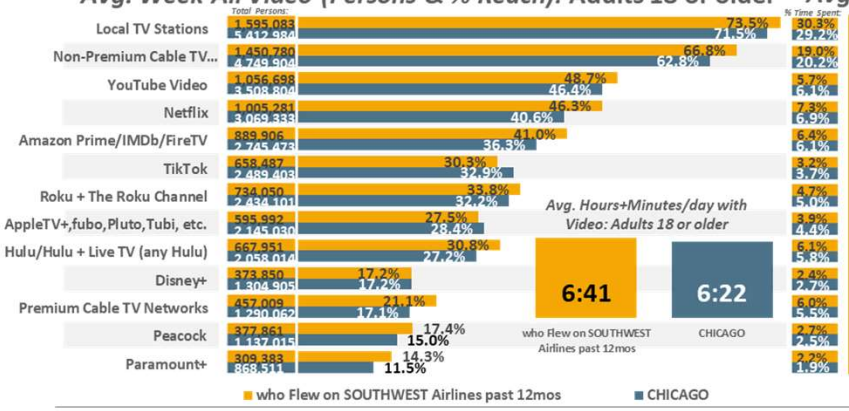
soefa.ai Share of Everything for Anything ©

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

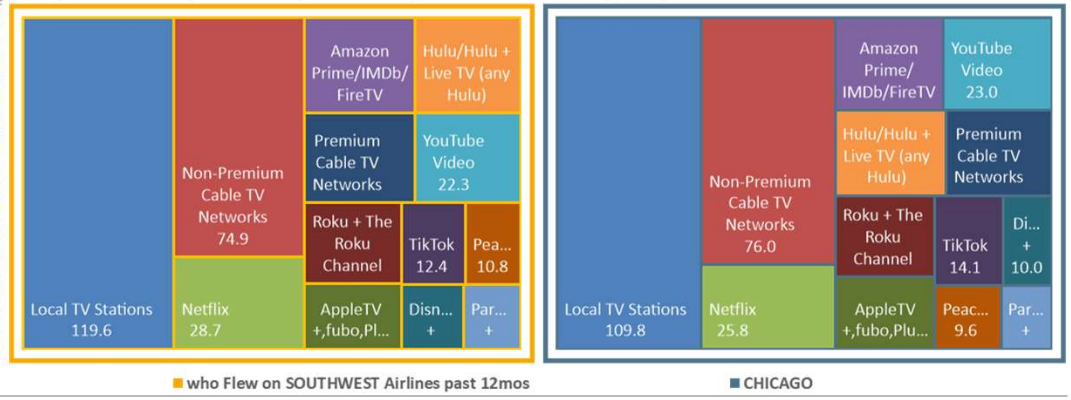


1,578,212 or 72.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 112.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

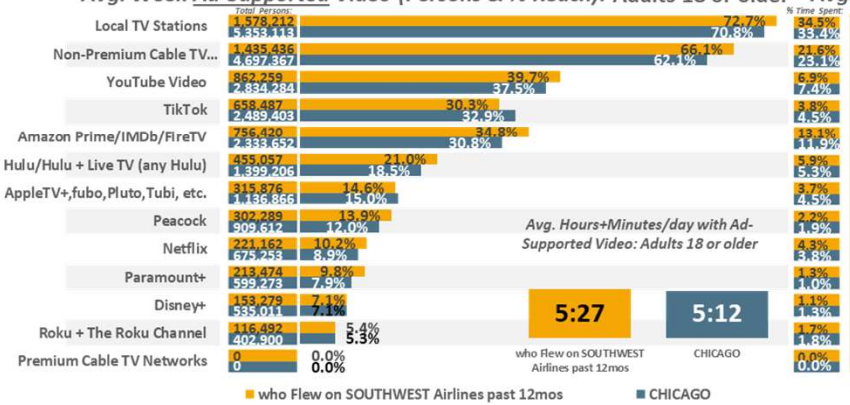
Avg. Week All Video (Persons & % Reach): Adults 18 or older



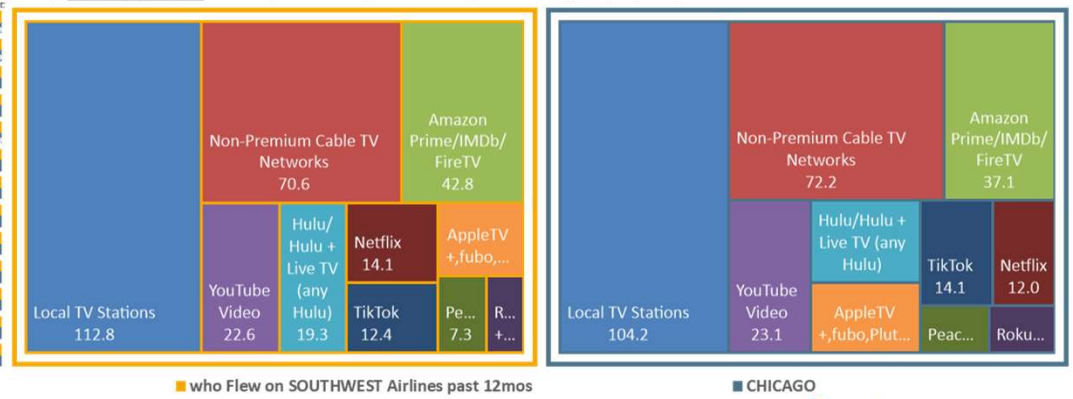
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

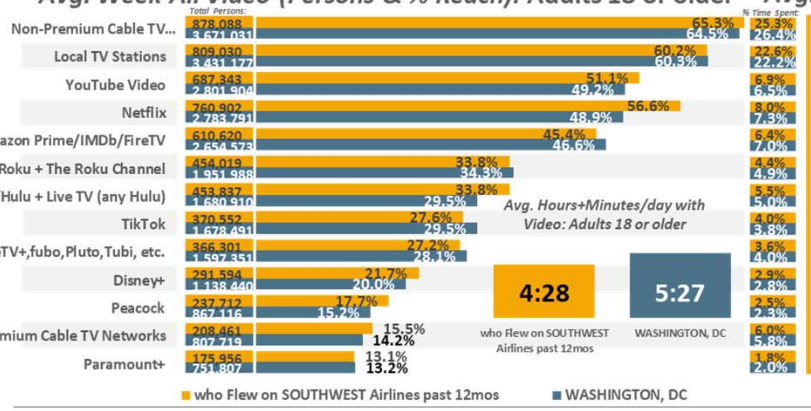
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

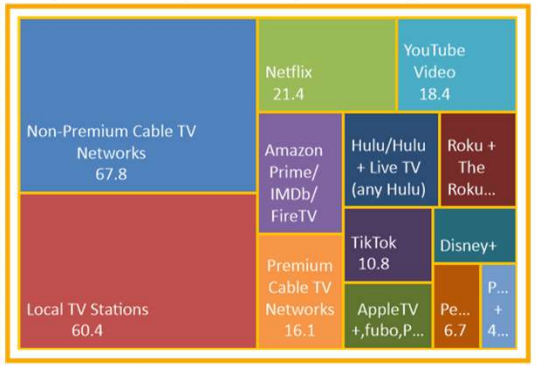
soefa.ai Share of Everything for Anything ©

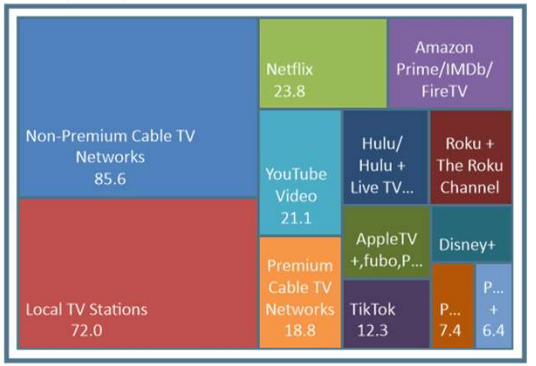
Airlines used for domestic/foreign travel past 12 months: Southwest

794,470 or 59.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

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

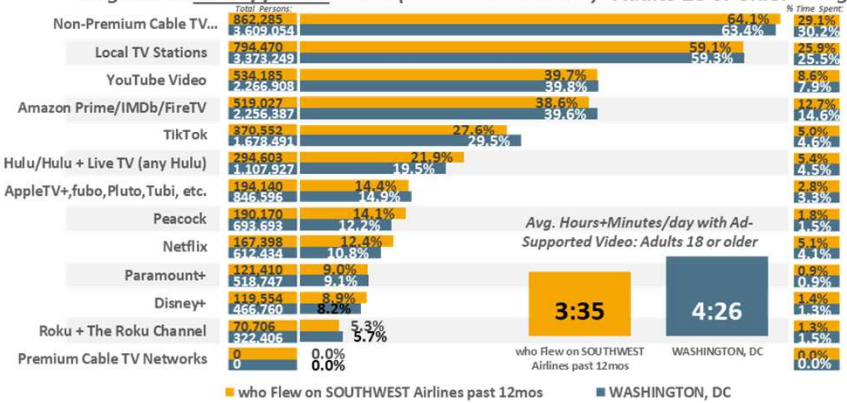




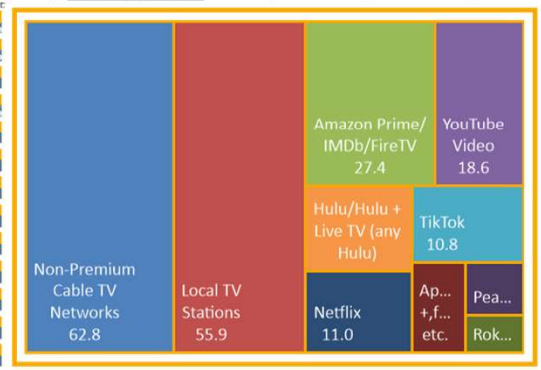


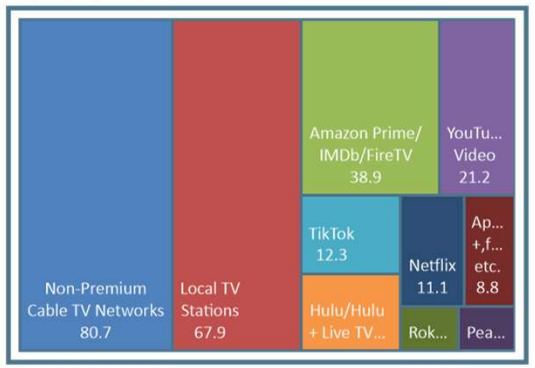
■ who Flew on SOUTHWEST Airlines past 12mos ■ WASHINGTON, DC

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 ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

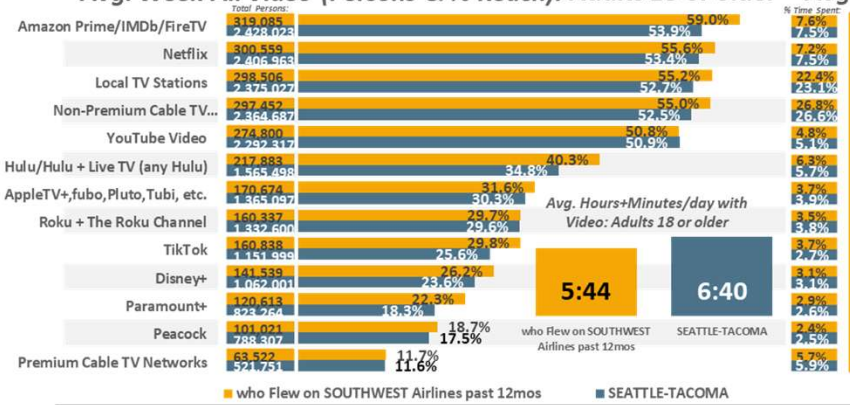
soefa.ai Share of Everything for Anything ©

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

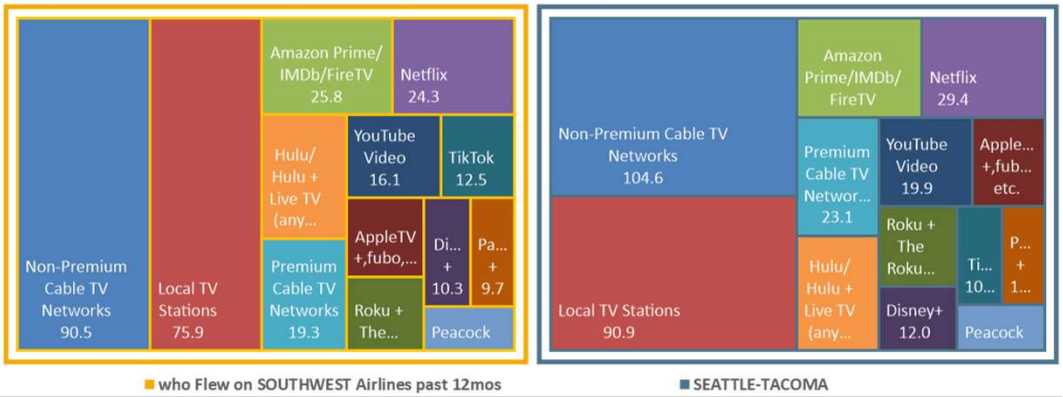


292,408 or 54.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 71.1 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

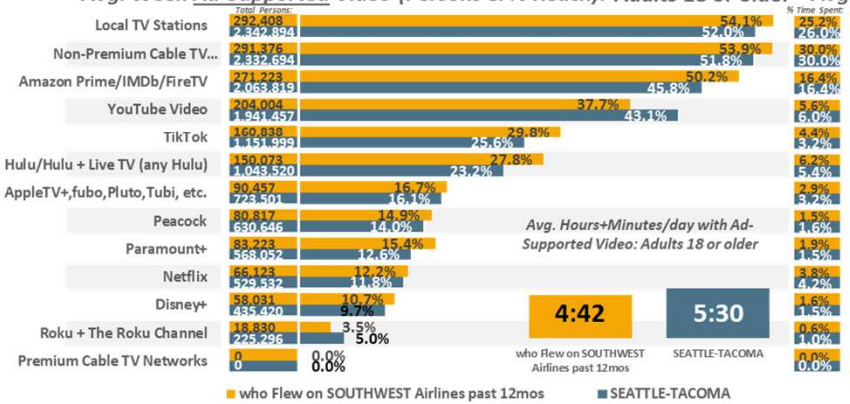
Avg. Week All Video (Persons & % Reach): Adults 18 or older



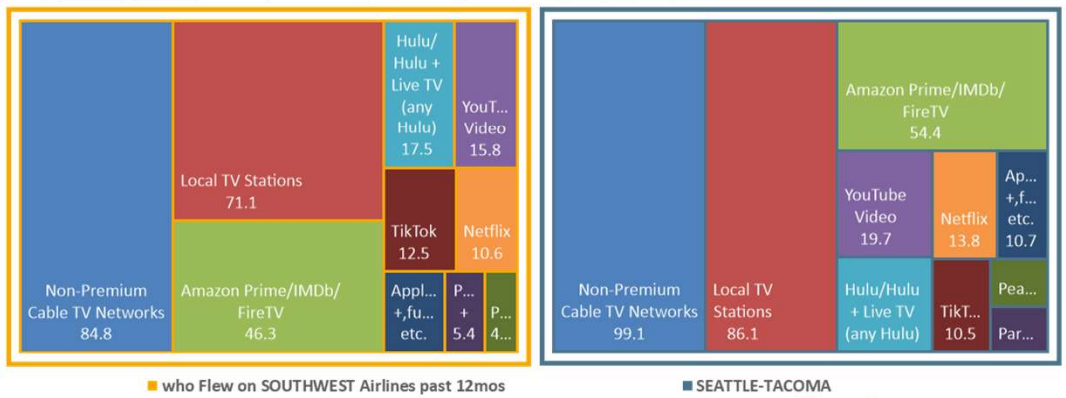
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

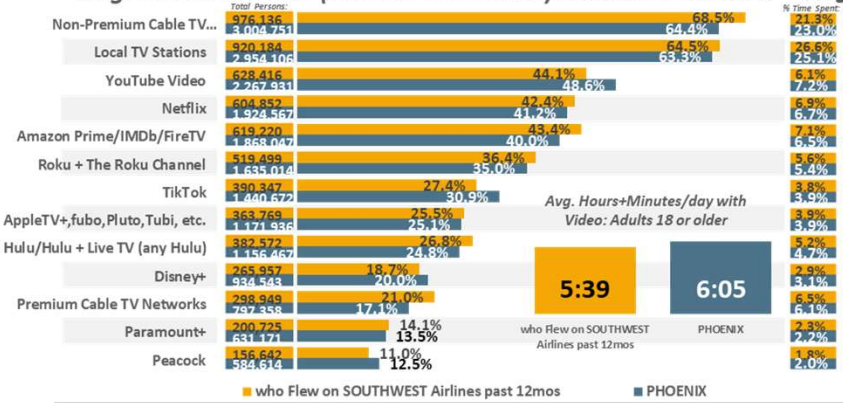
soefa.ai Share of Everything for Anything ©

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

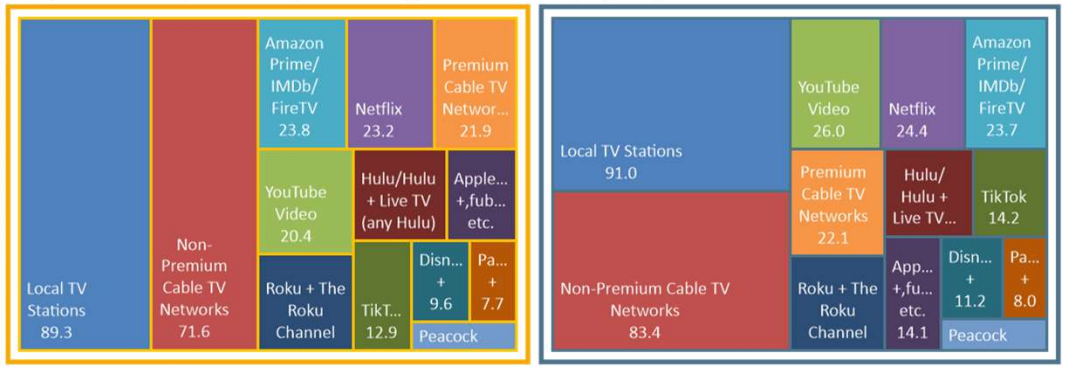


910,398 or 63.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

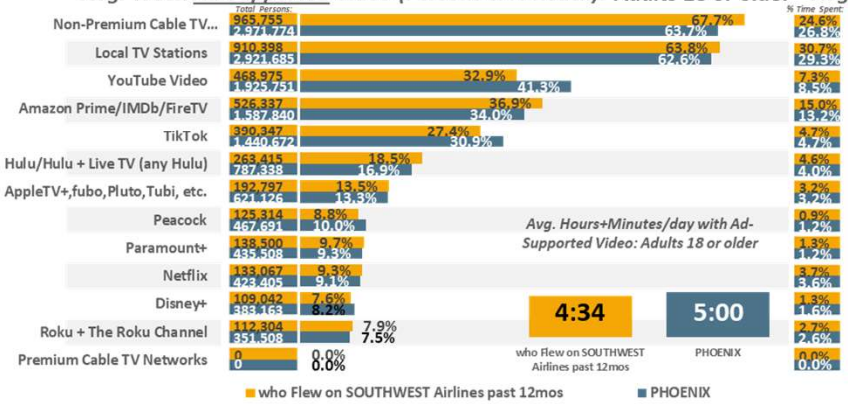
Avg. Week All Video (Persons & % Reach): Adults 18 or older



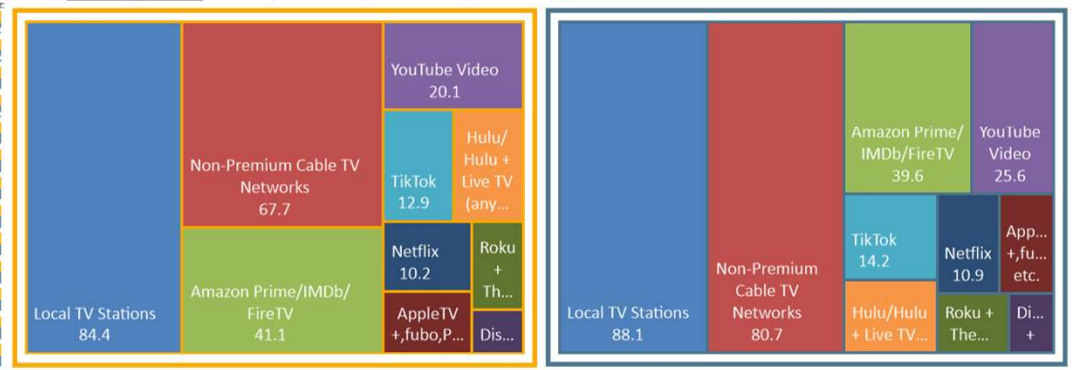
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

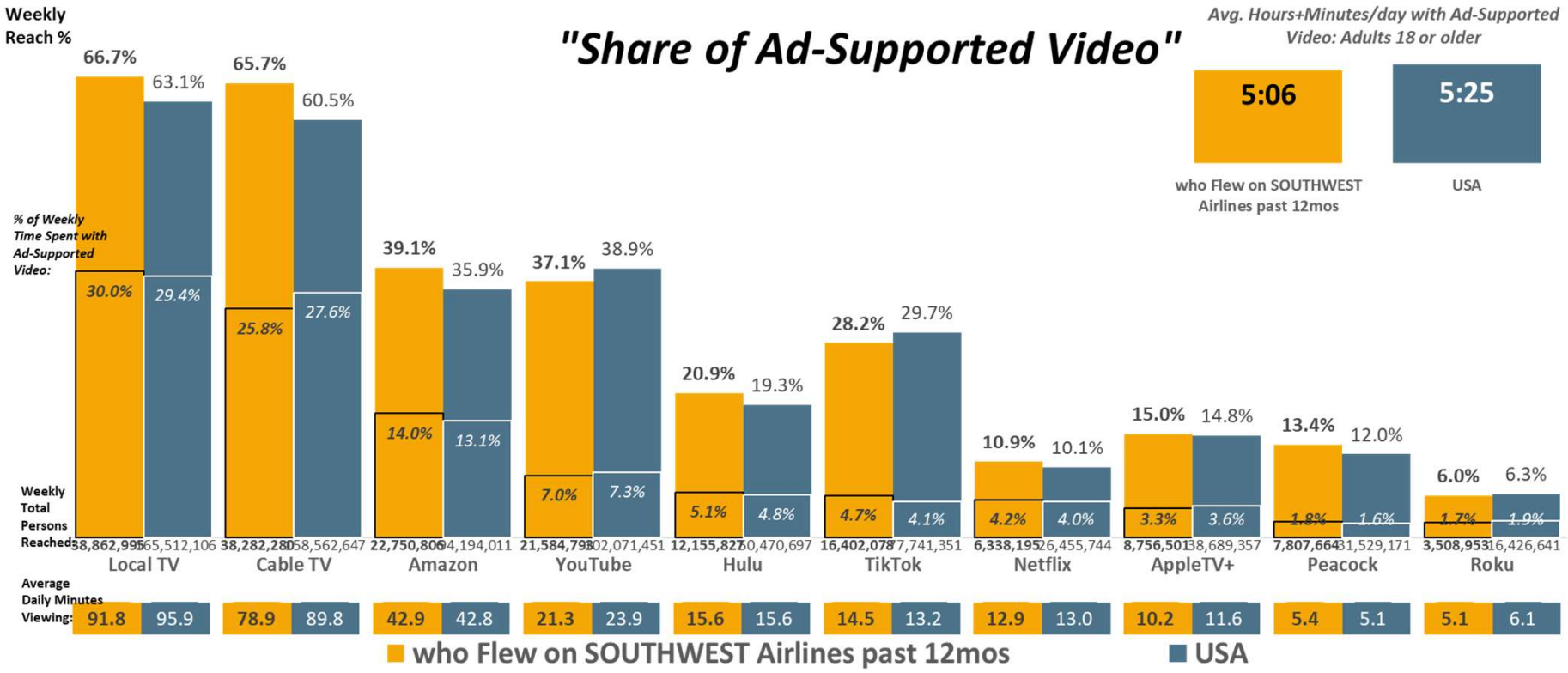
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

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

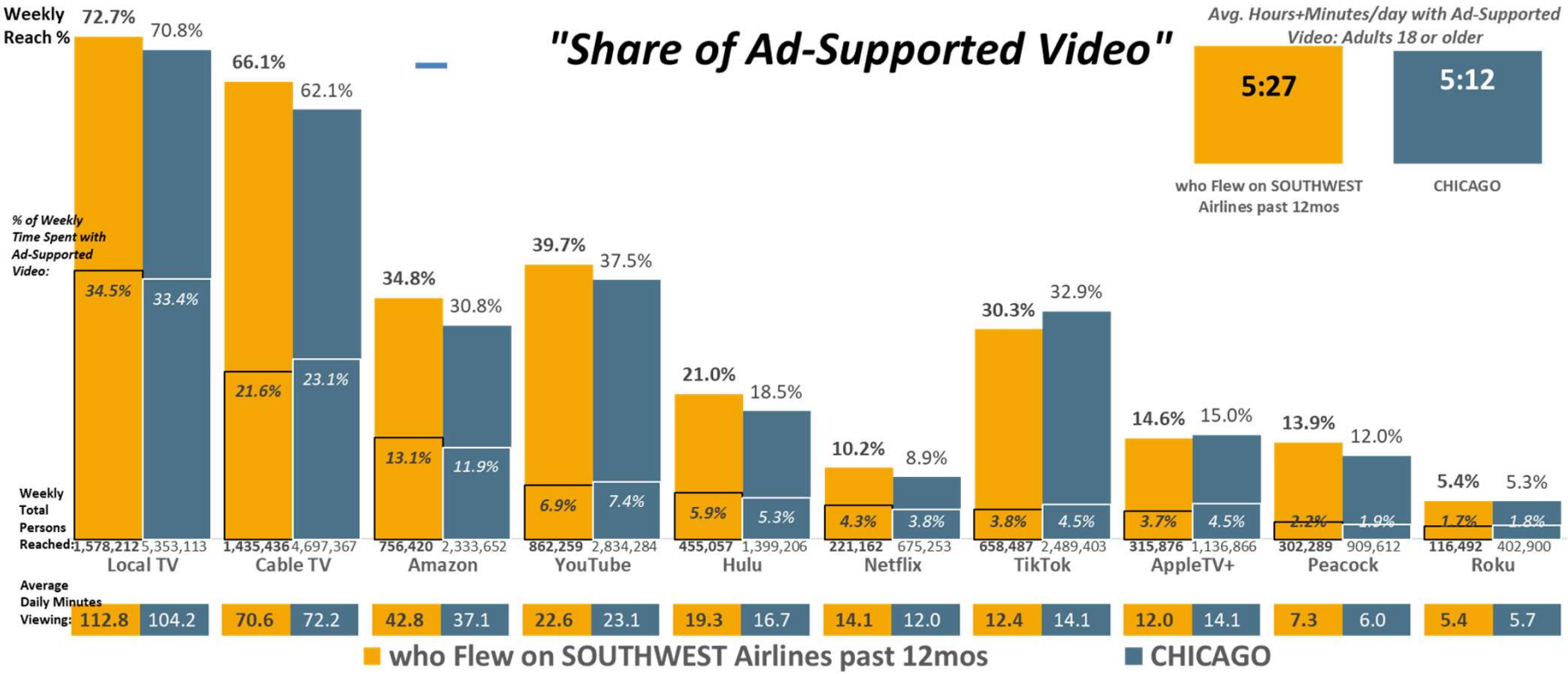
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,578,212 or 72.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 112.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.



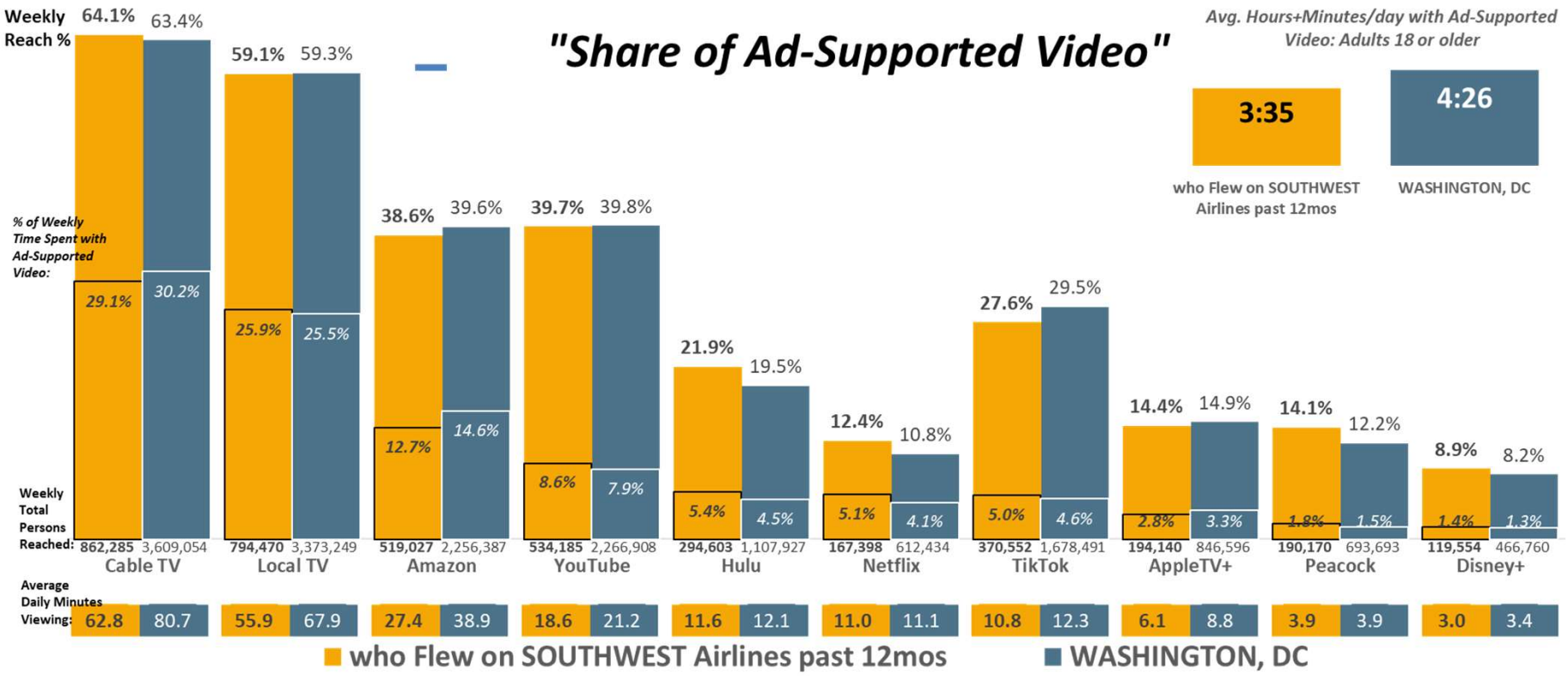
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

soefa.ai Share of Everything for Anything ©

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

794,470 or 59.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

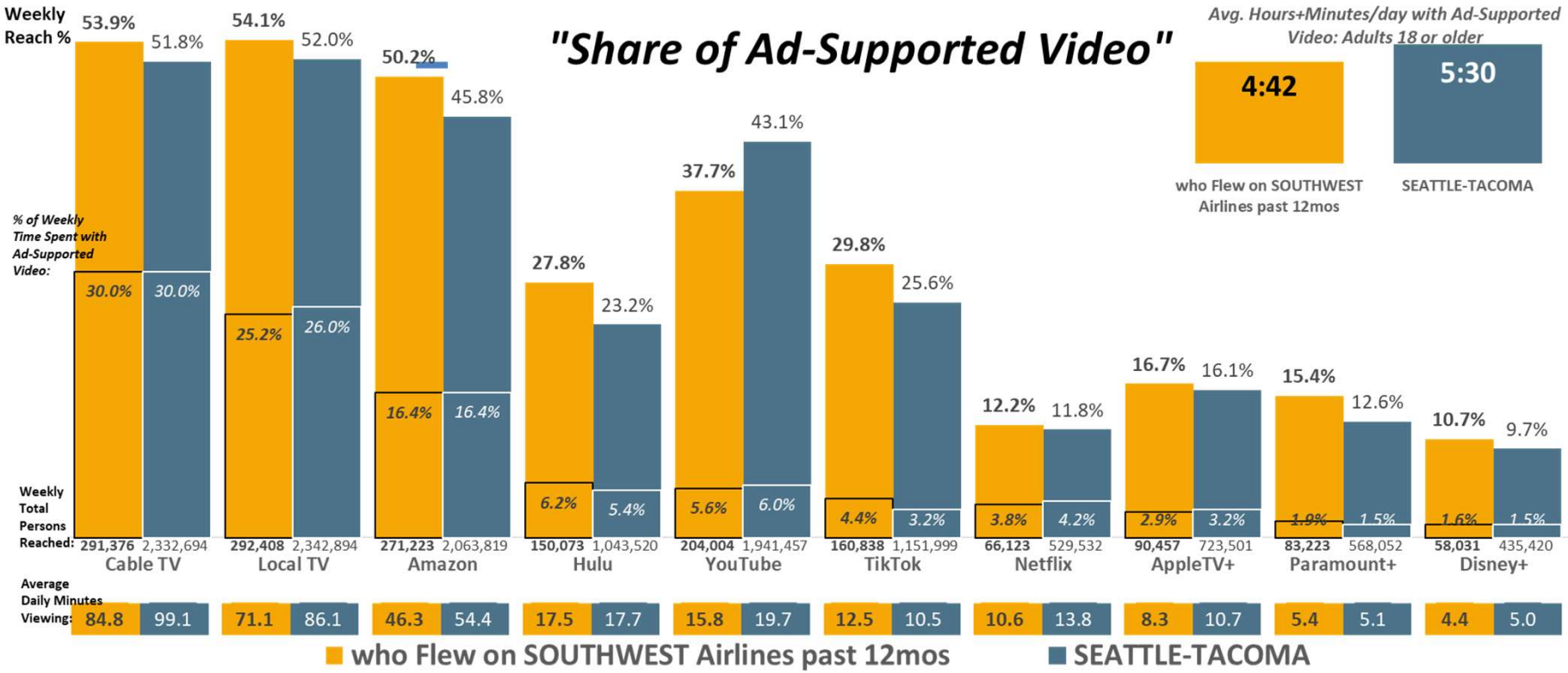
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



292,408 or 54.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 71.1 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

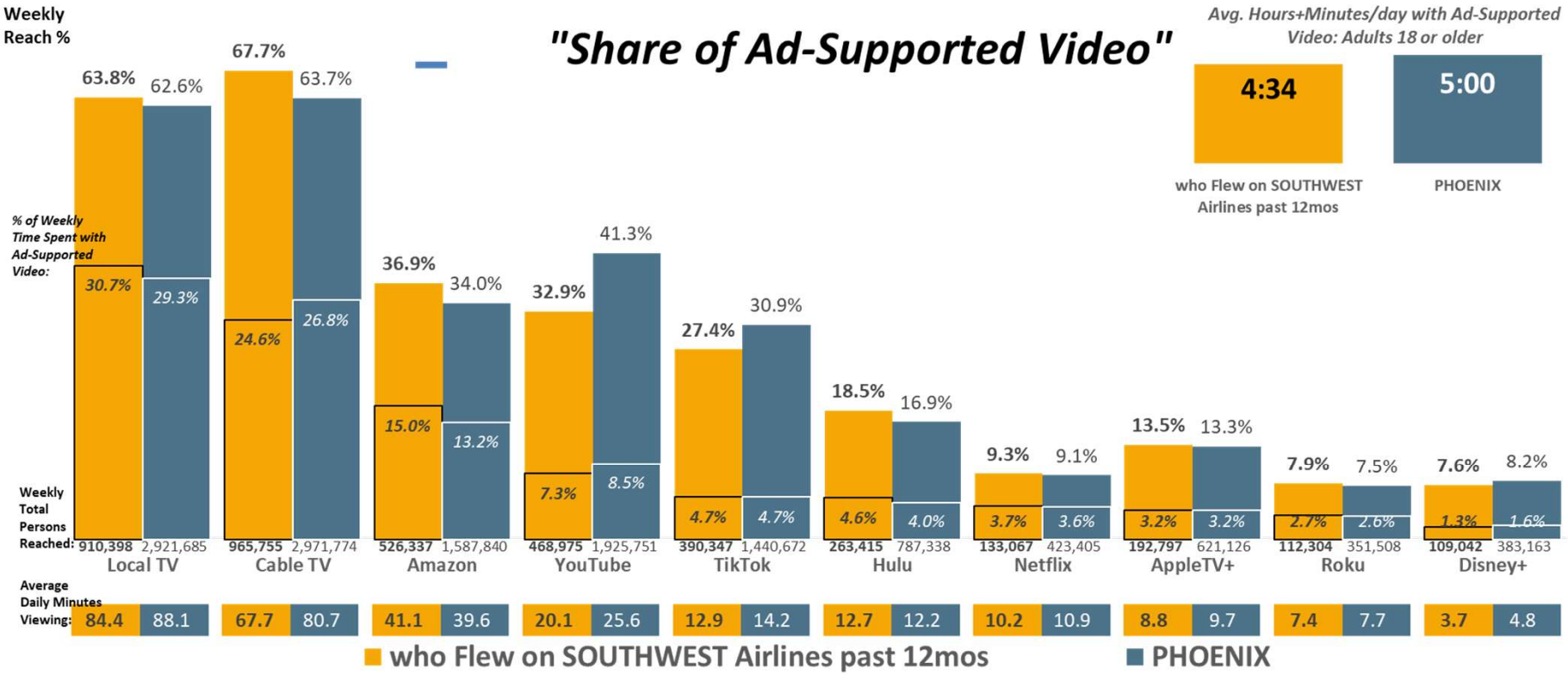
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



910,398 or 63.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

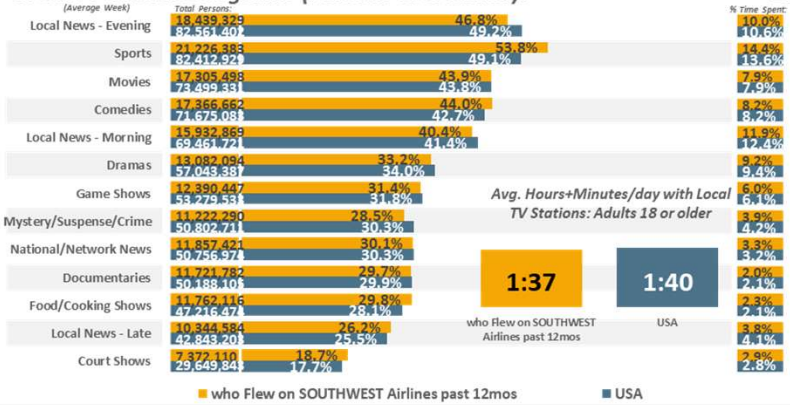
soefa.ai Share of Everything for Anything ©

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

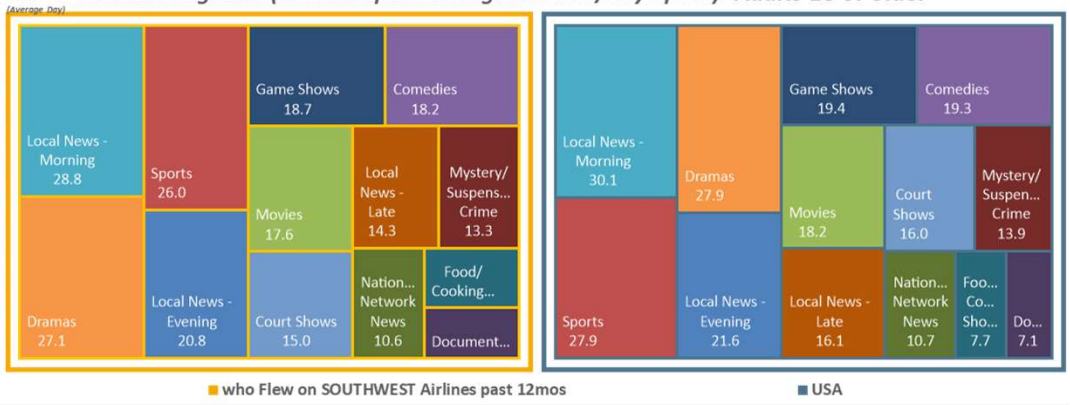


38,862,995 or 66.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

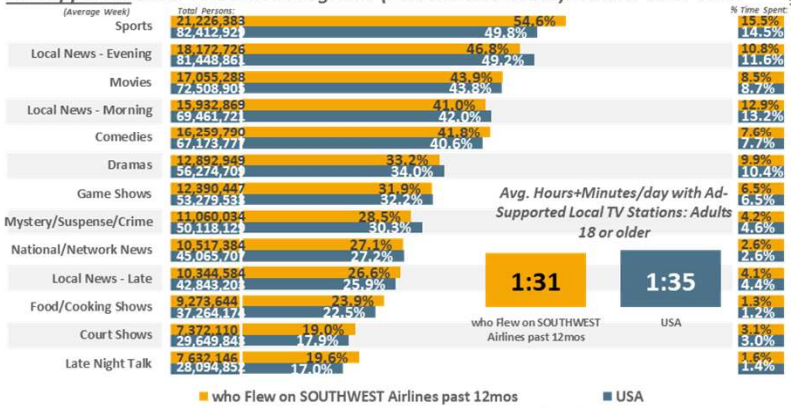
Local TV Station Programs (Persons & % Reach): Adults 18 or older



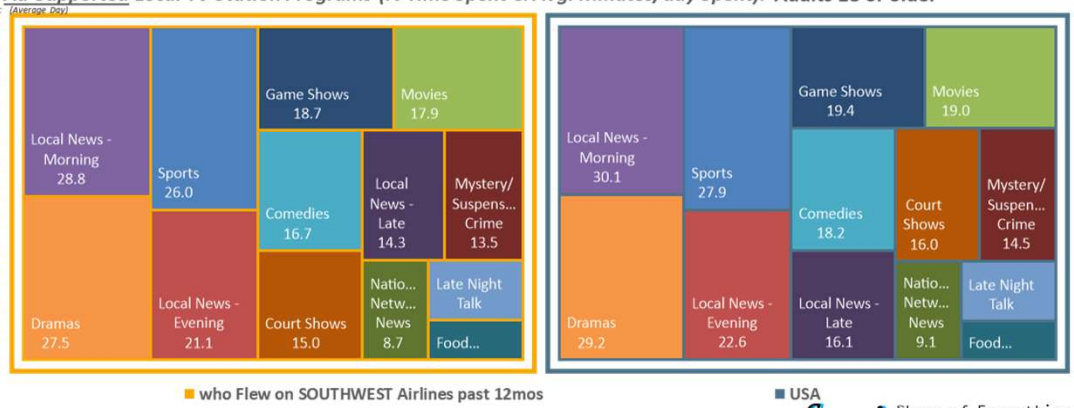
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

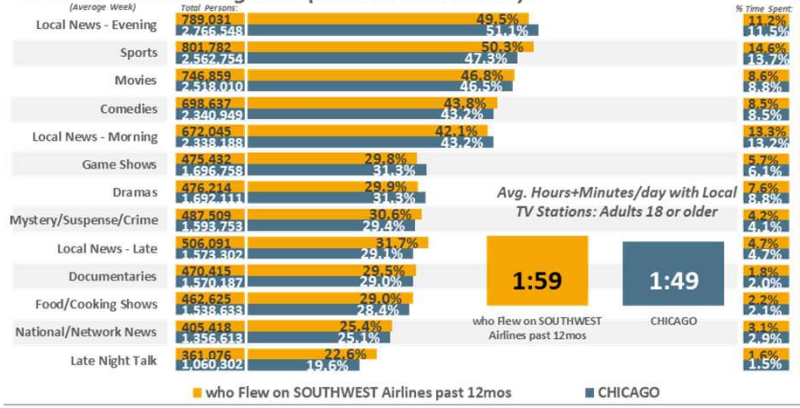
soefa.ai Share of Everything for Anything ©

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

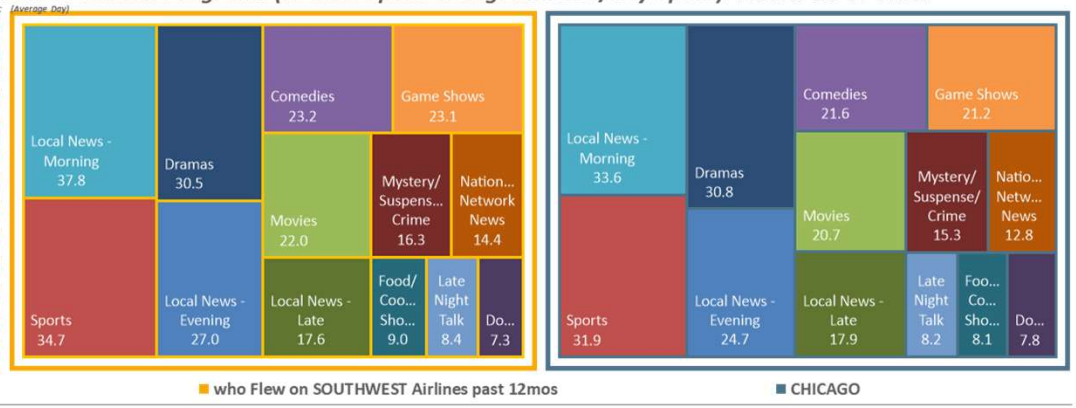


1,578,212 or 72.7% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News - Late.

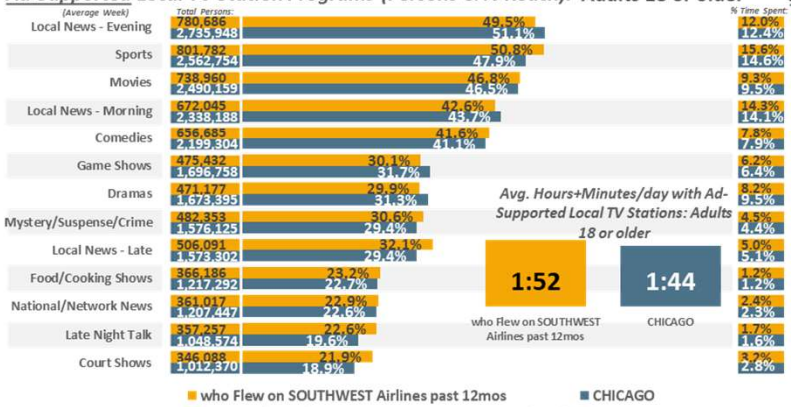
Local TV Station Programs (Persons & % Reach): Adults 18 or older



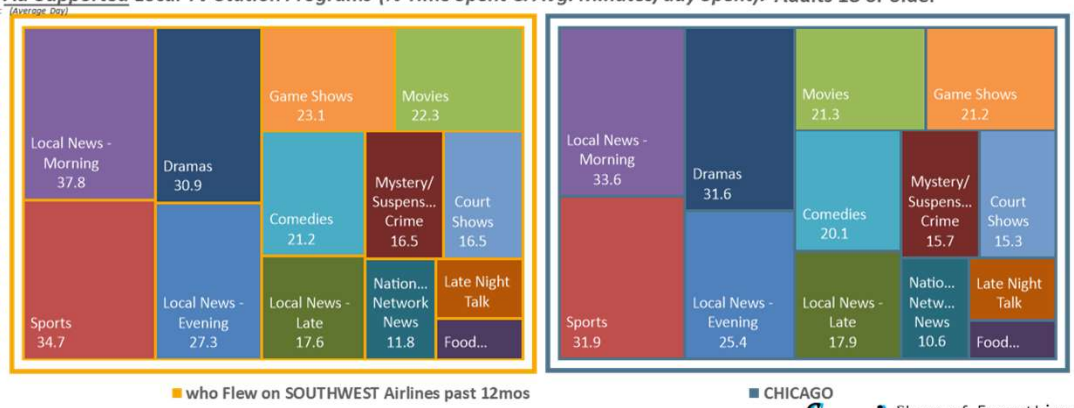
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

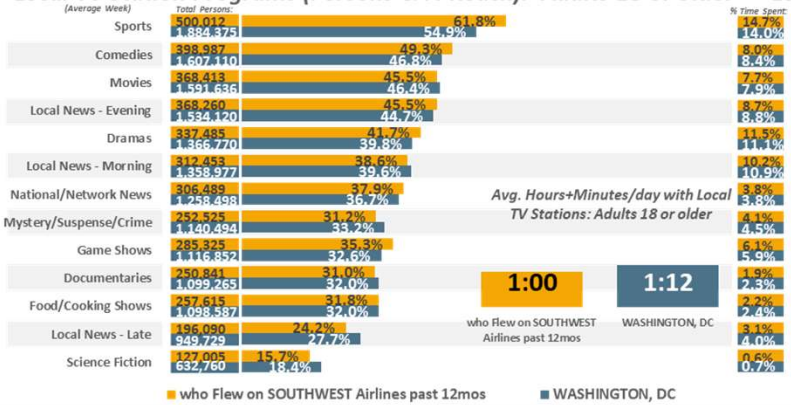
soefa.ai Share of Everything for Anything ©

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

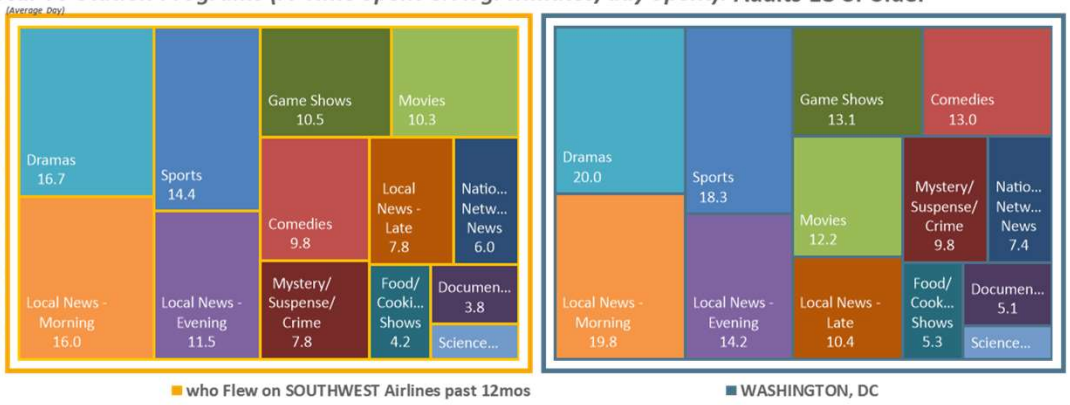


794,470 or 59.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Dramas, and Local News - Morning.

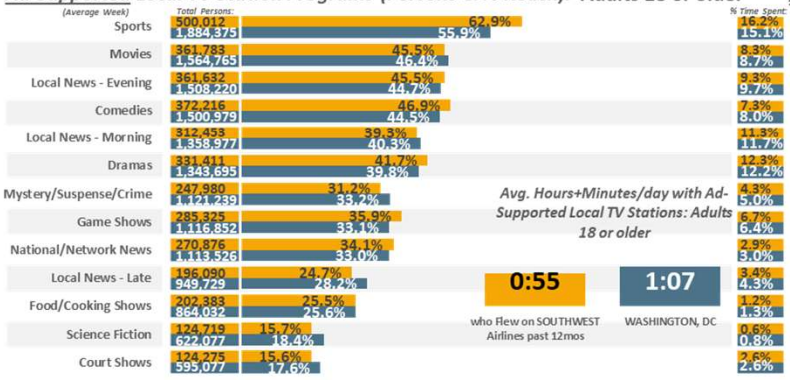
Local TV Station Programs (Persons & % Reach): Adults 18 or older



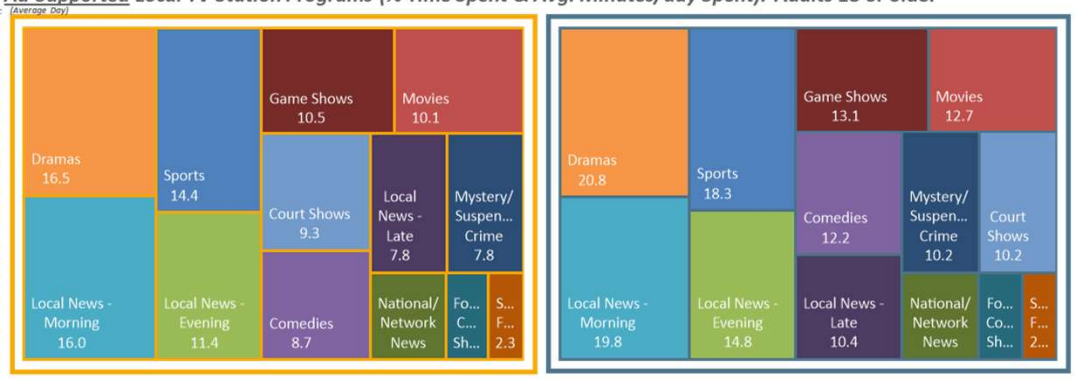
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

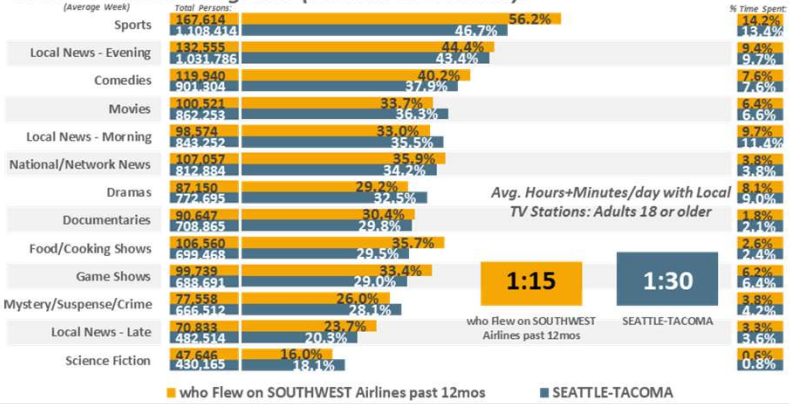
soefa.ai Share of Everything for Anything ©

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

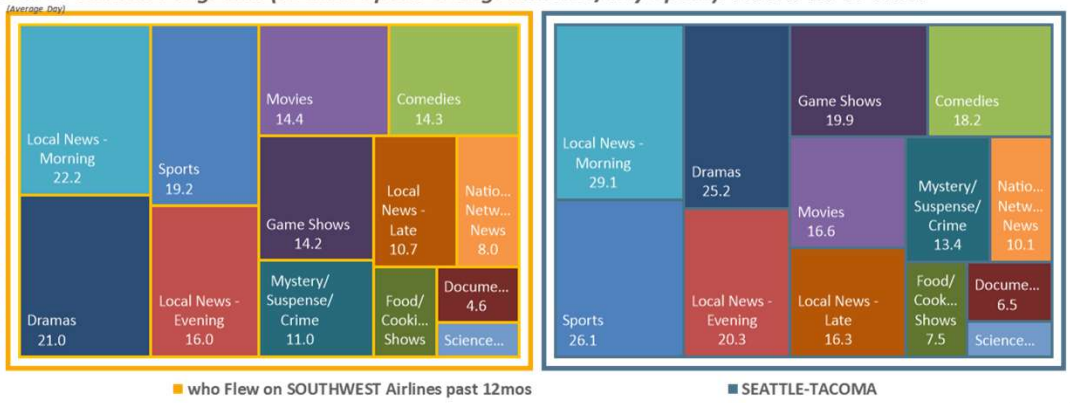


292,408 or 54.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Local News - Morning, and Movies.

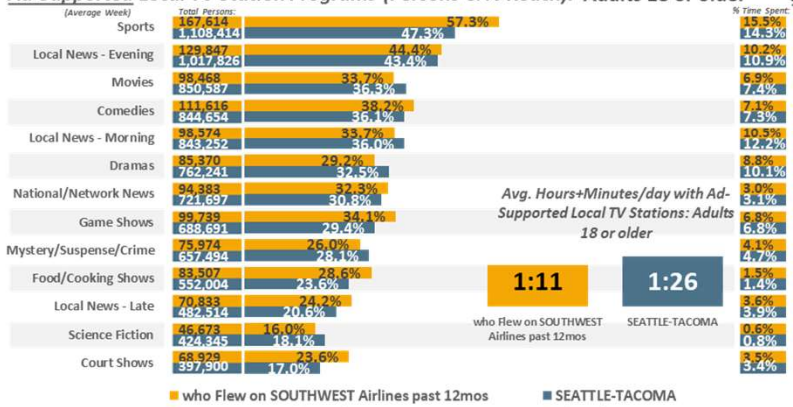
Local TV Station Programs (Persons & % Reach): Adults 18 or older



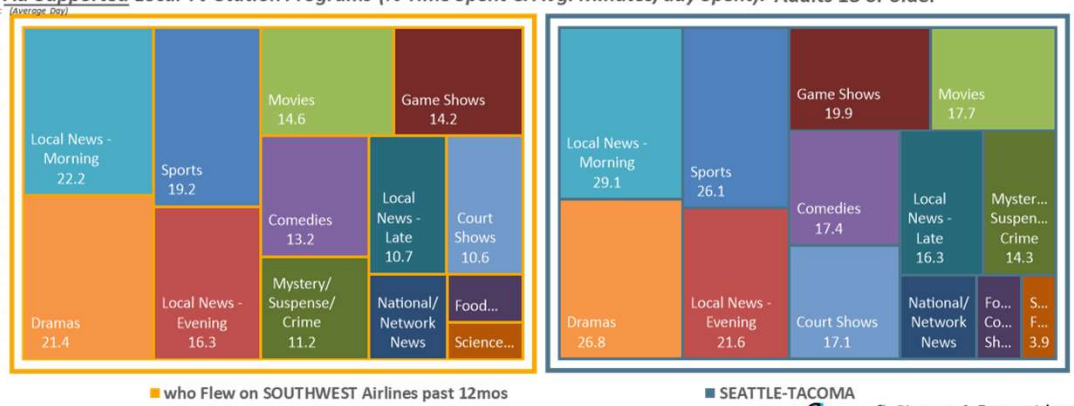
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

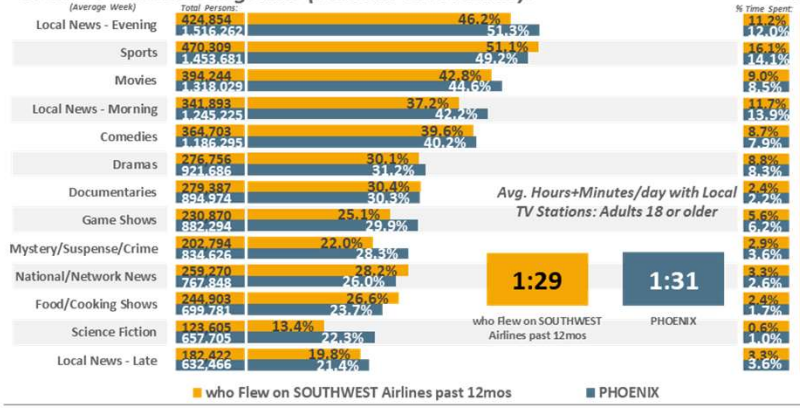
soefa.ai Share of Everything for Anything ©

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

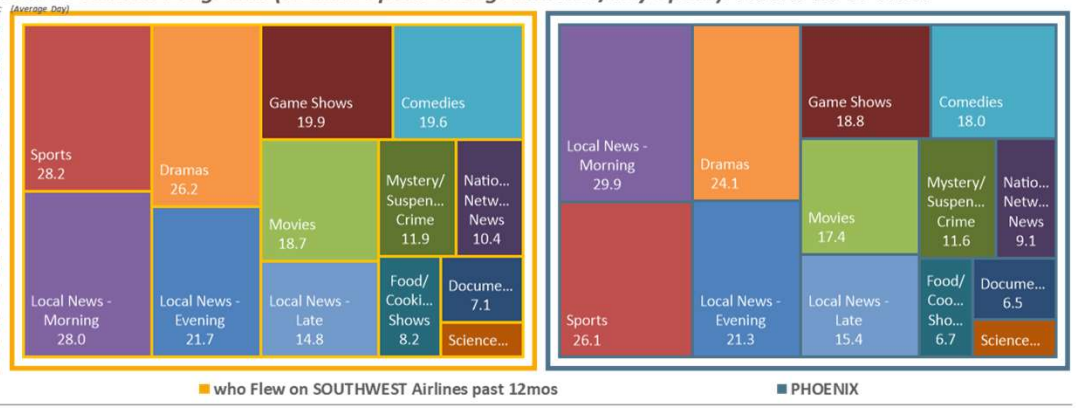


910,398 or 63.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

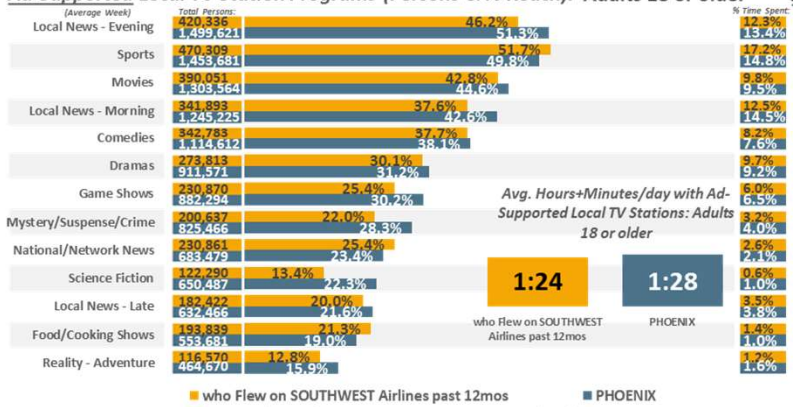
Local TV Station Programs (Persons & % Reach): Adults 18 or older



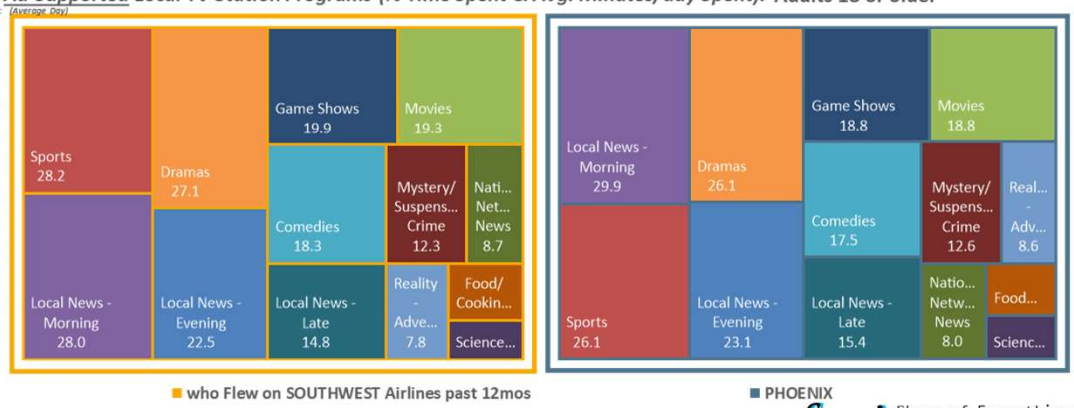
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

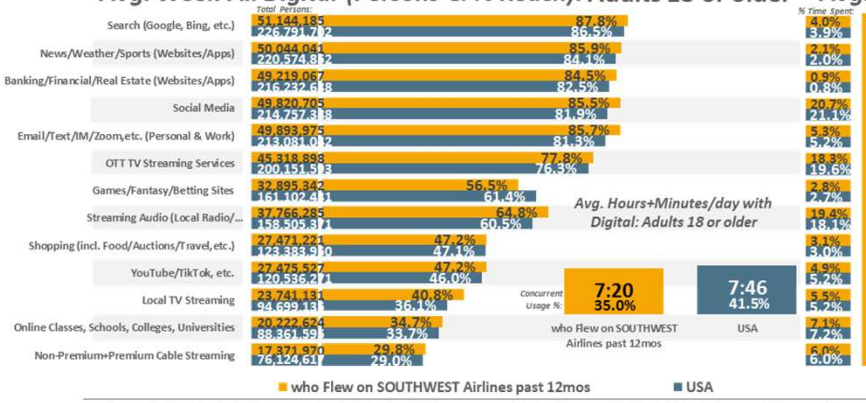
soefa.ai Share of Everything for Anything ©

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

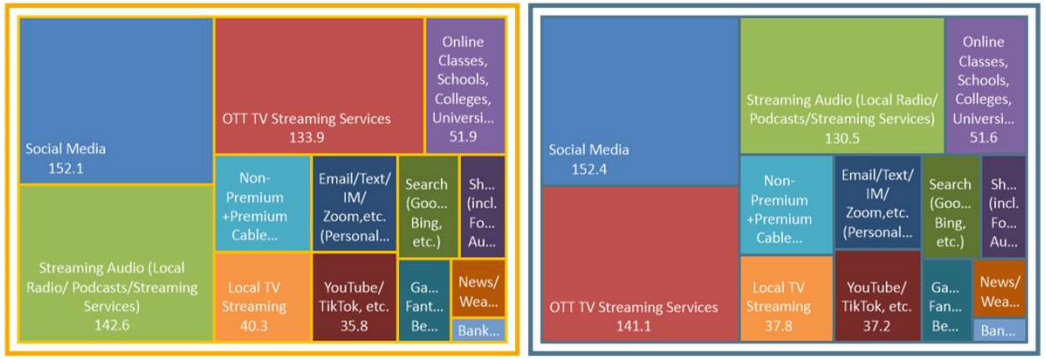


44,778,190 or 76.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 136.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

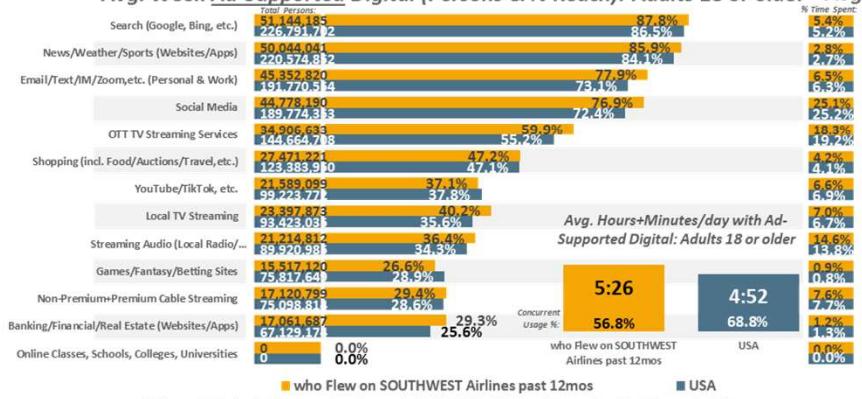
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



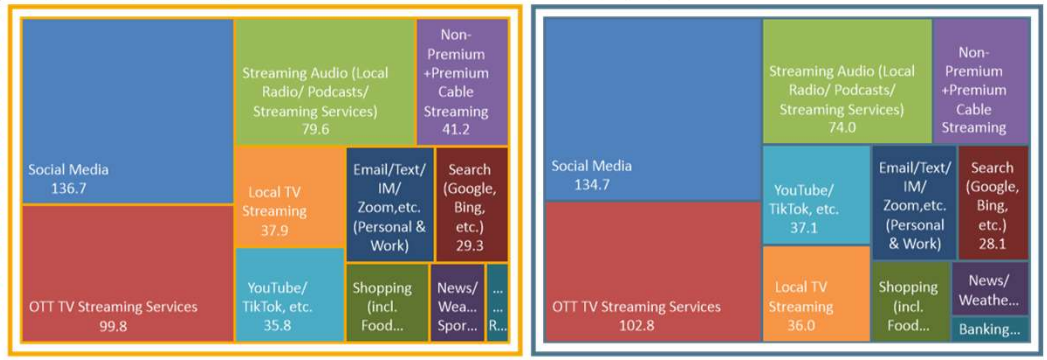
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

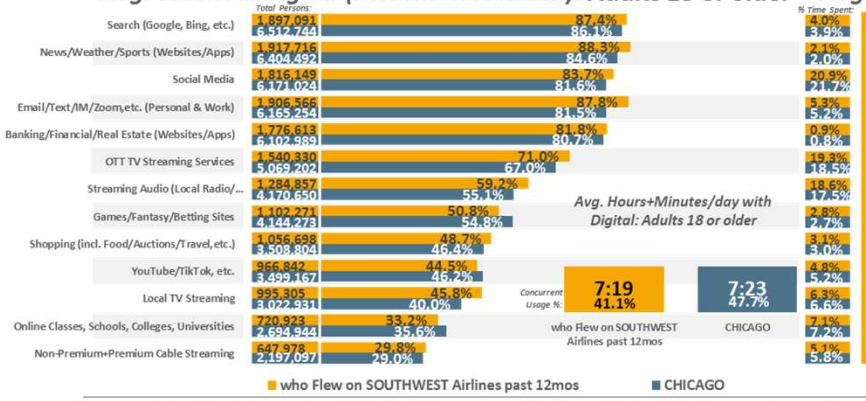
soefa.ai Share of Everything for Anything ©

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

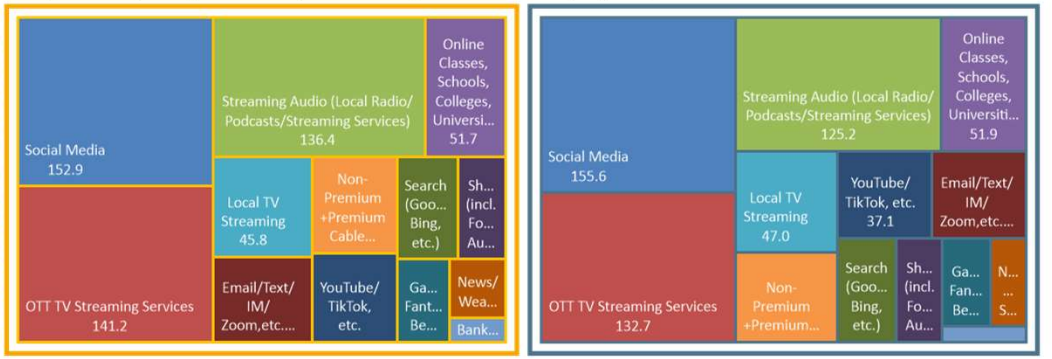


1,617,502 or 74.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 136.1 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

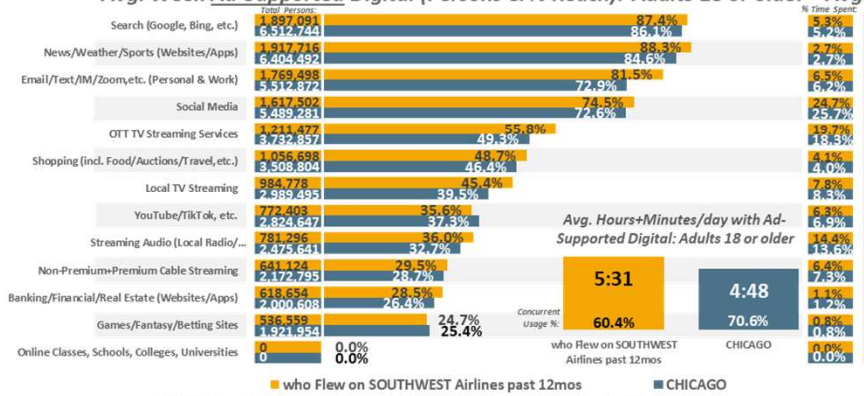
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



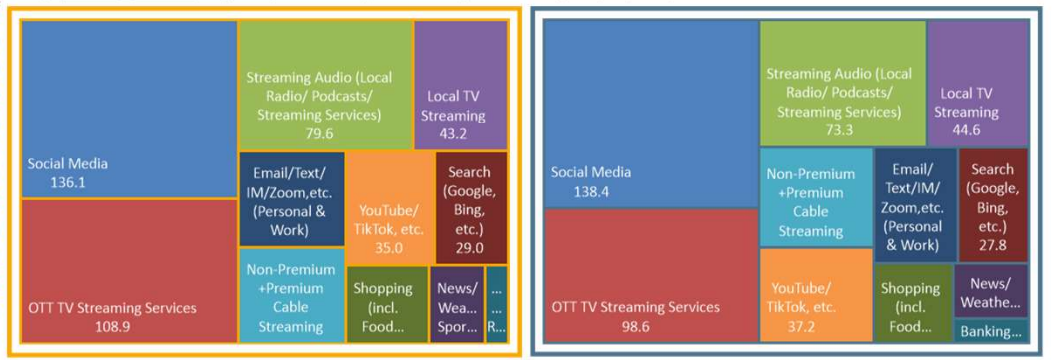
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

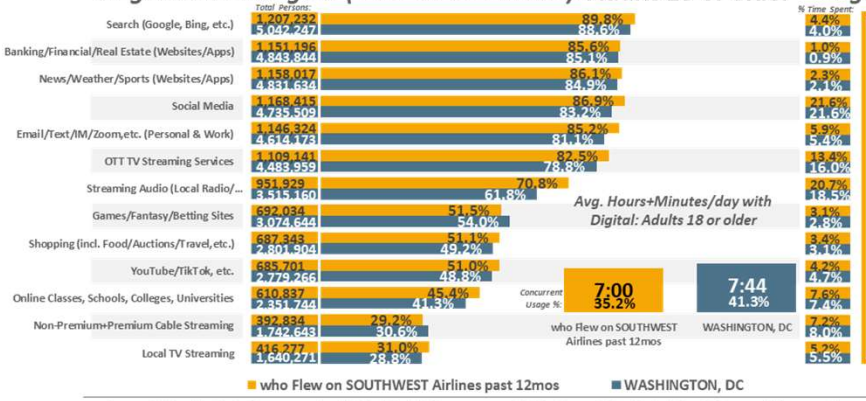
soefa.ai Share of Everything for Anything ©

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

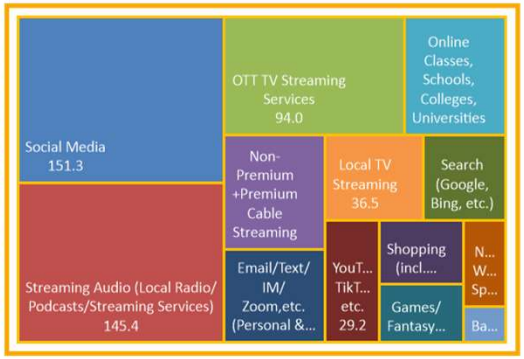


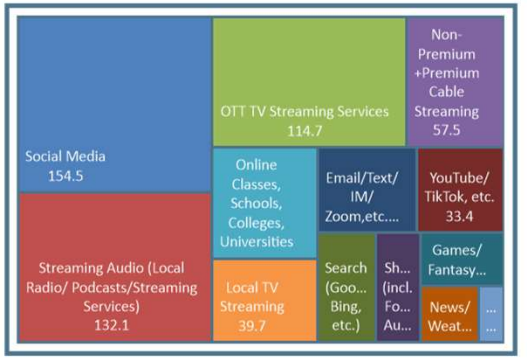
1,056,291 or 78.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 136.8 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

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

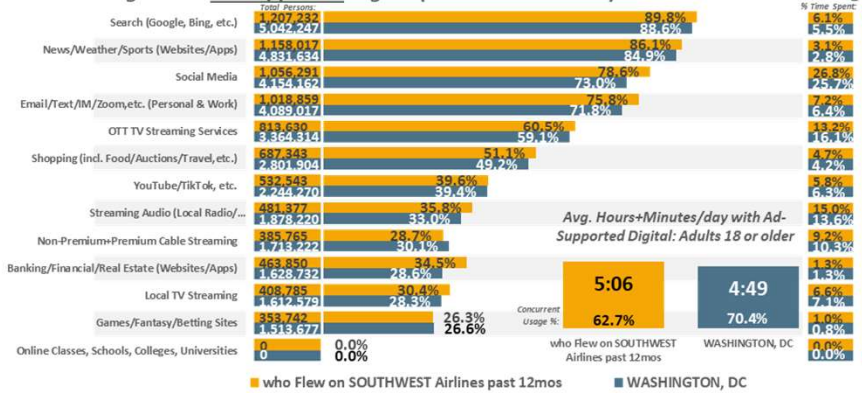


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

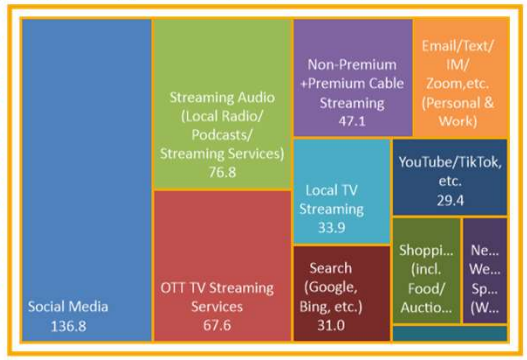


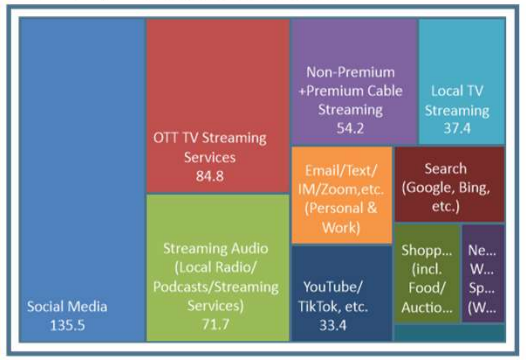


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

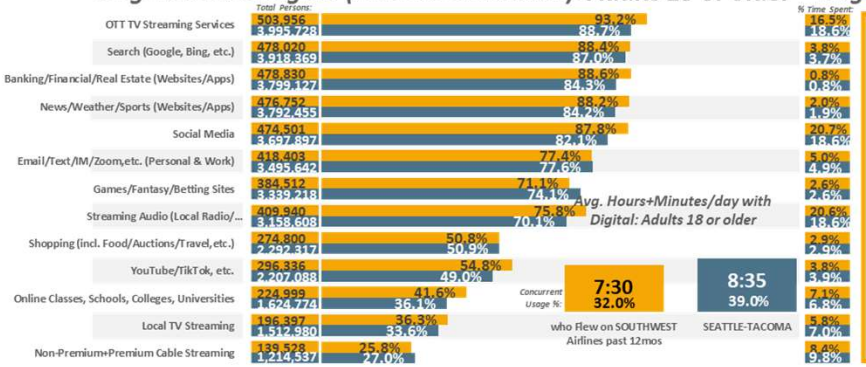
soefa.ai Share of Everything for Anything ©

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

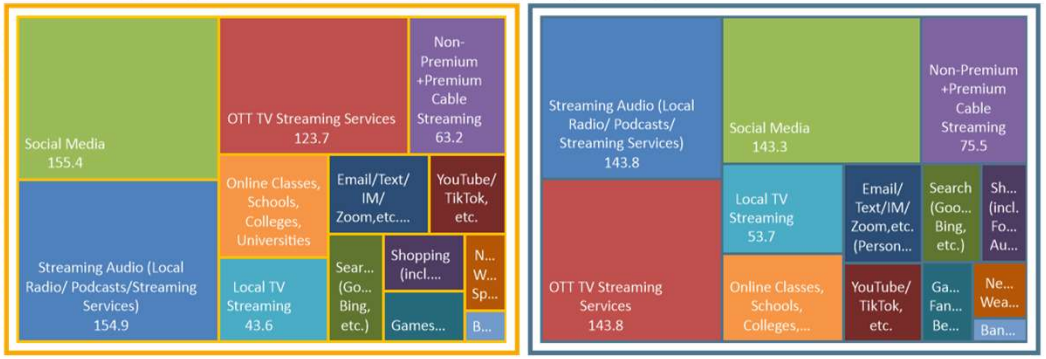


407,898 or 75.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 133.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

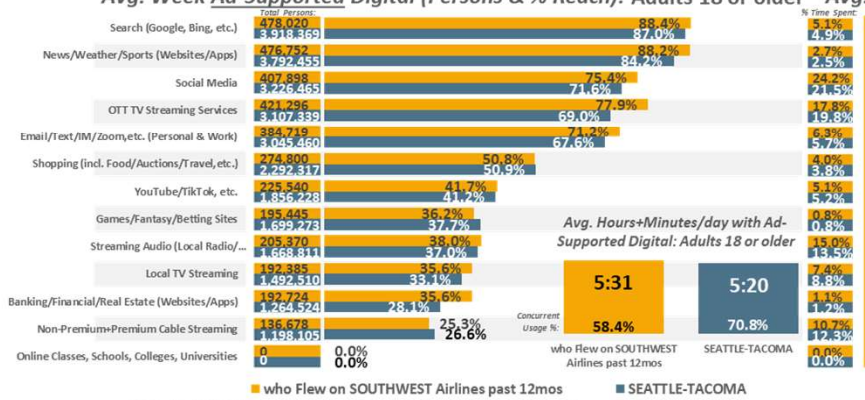
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



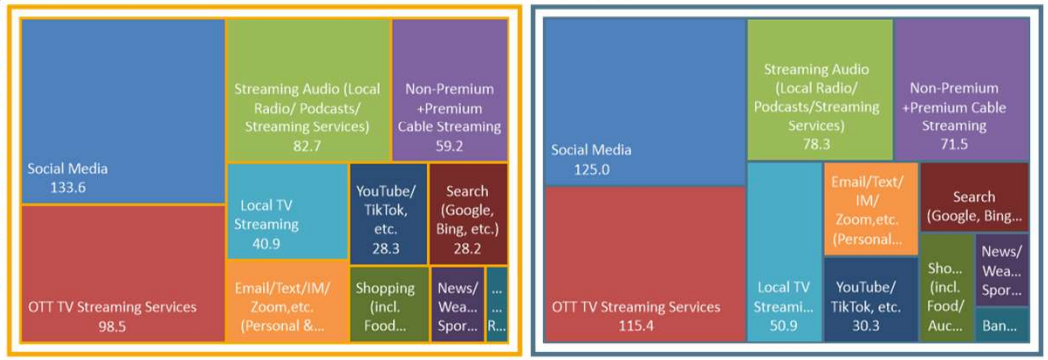
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

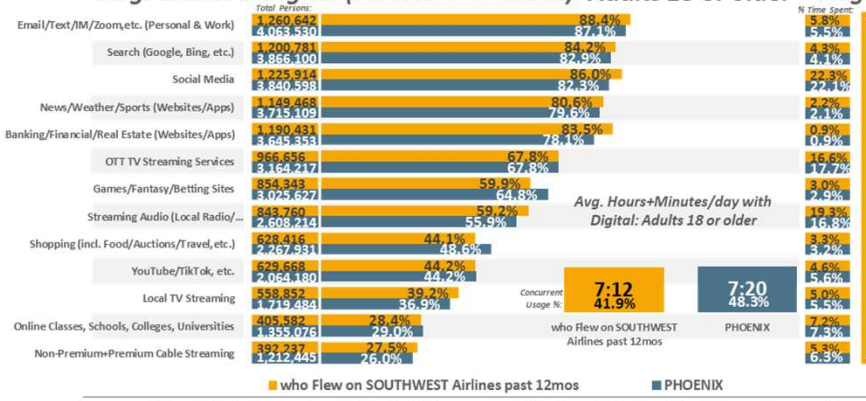
soefa.ai Share of Everything for Anything ©

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

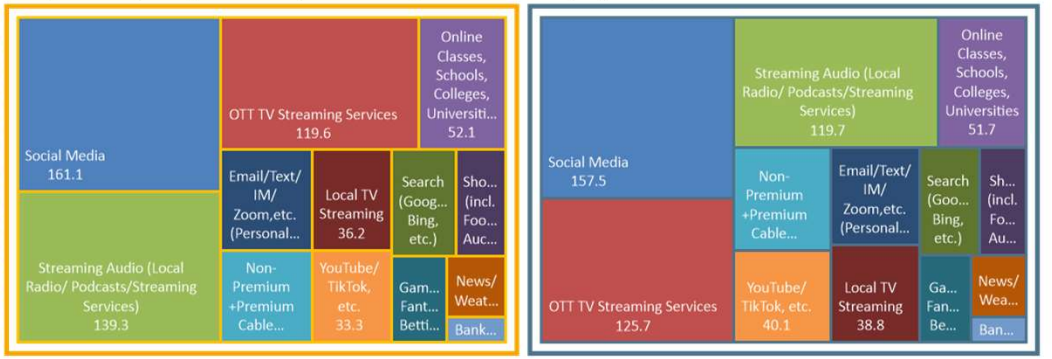


1,125,556 or 78.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Social Media for an average of 147.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

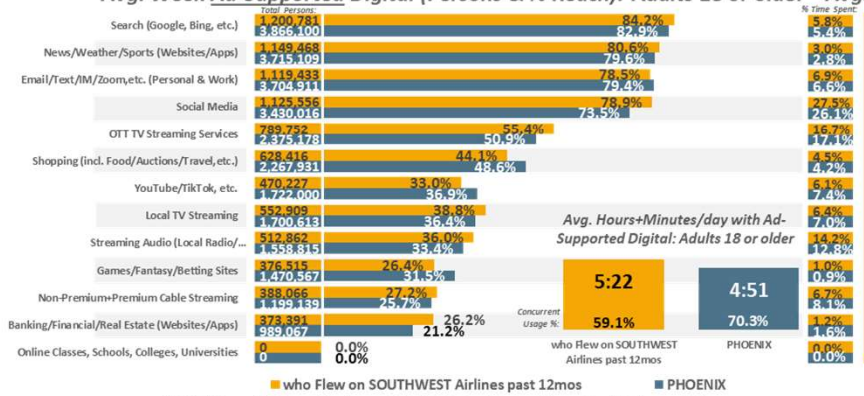
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



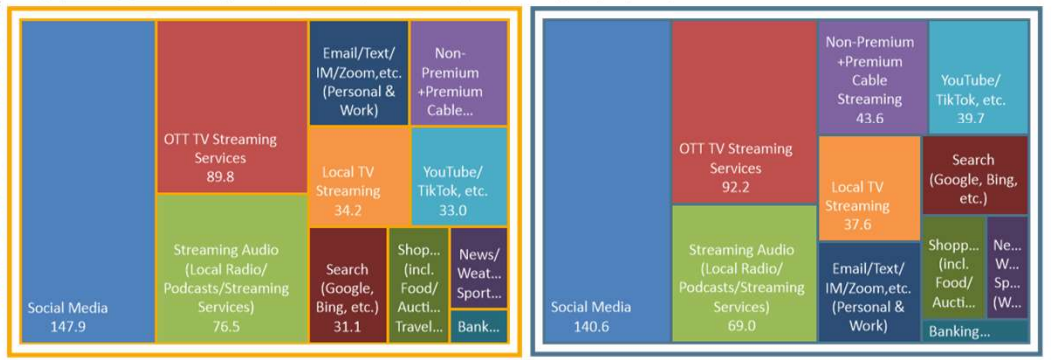
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

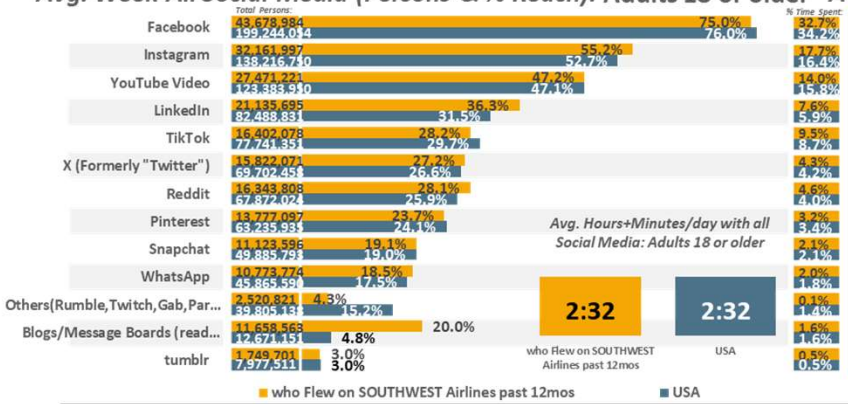
soefa.ai Share of Everything for Anything ©

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

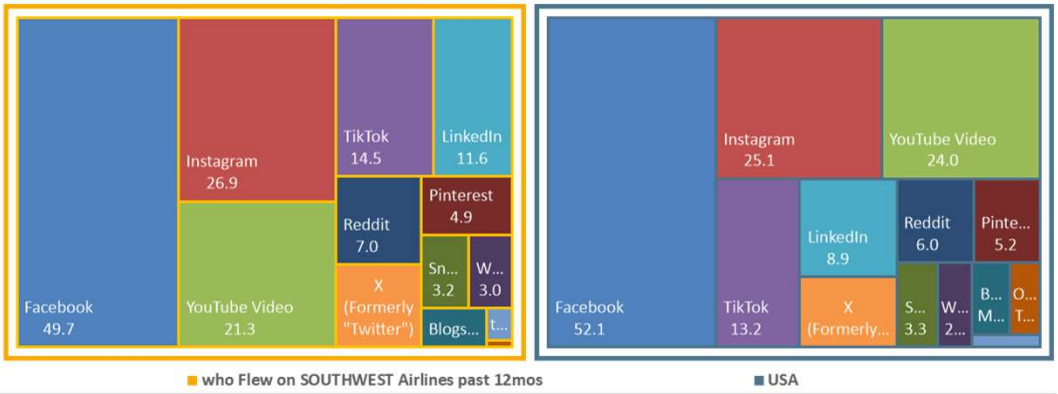


43,678,984 or 75.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

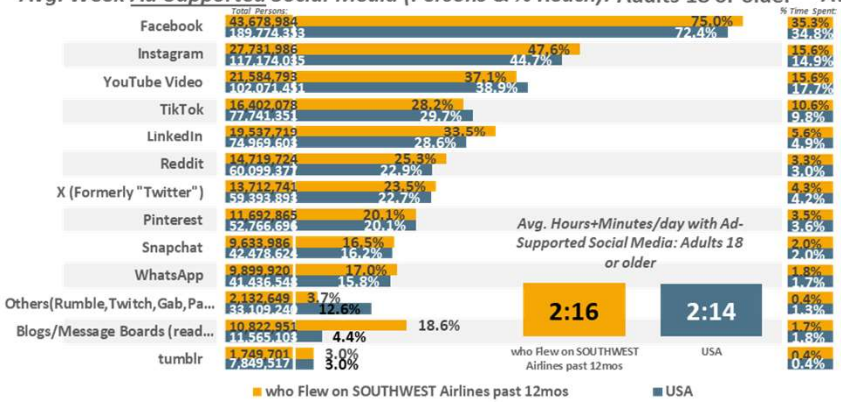
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



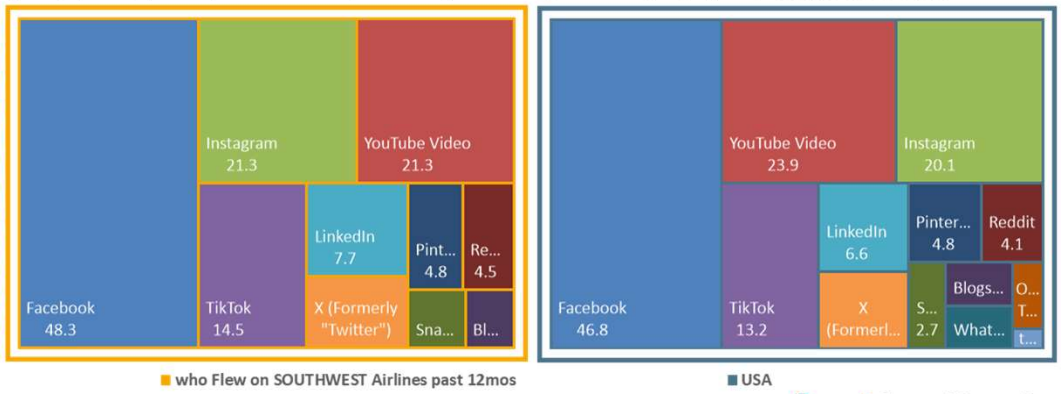
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

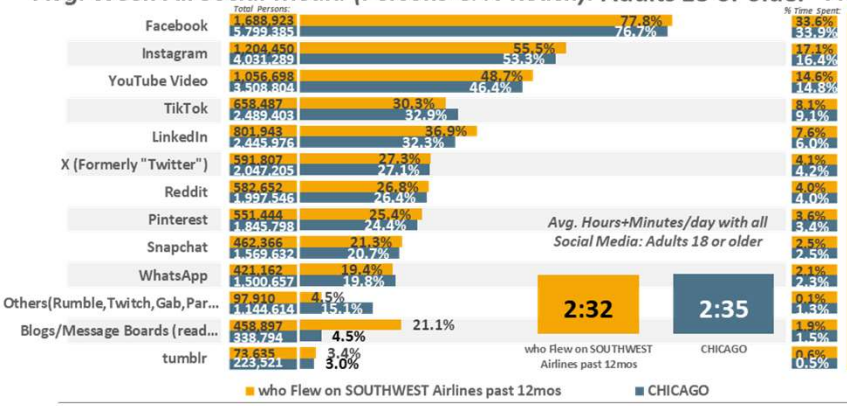
soefa.ai Share of Everything for Anything ©

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

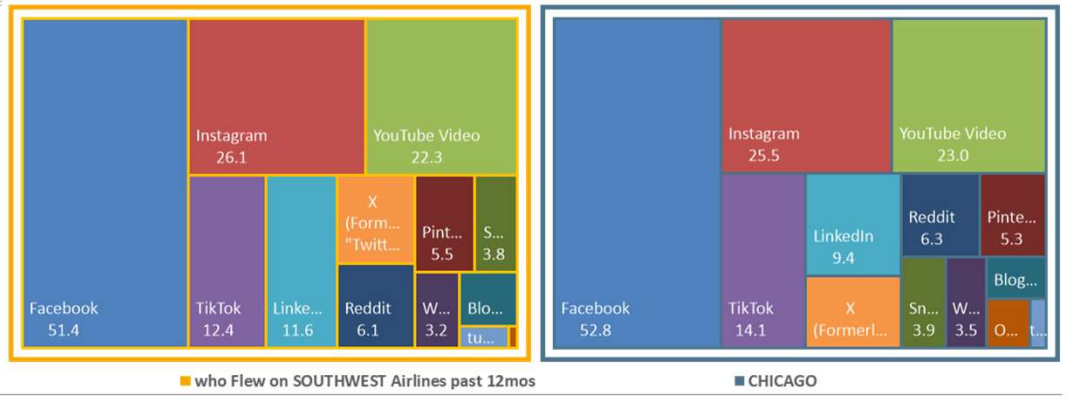


1,617,502 or 74.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 47.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

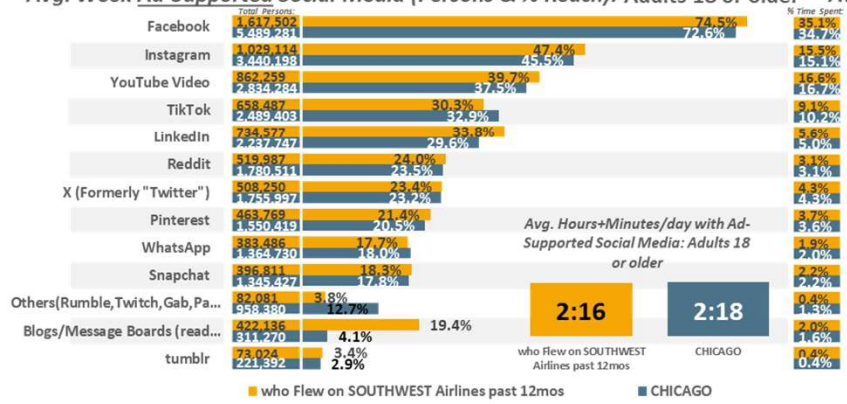
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



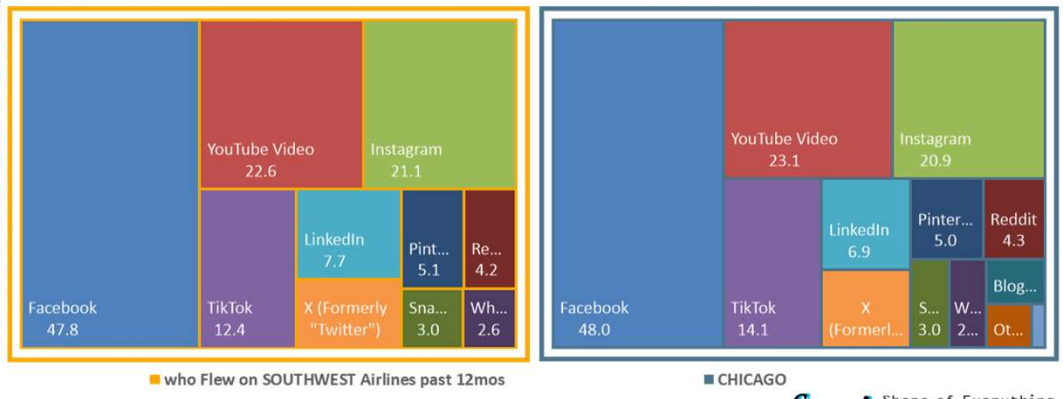
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

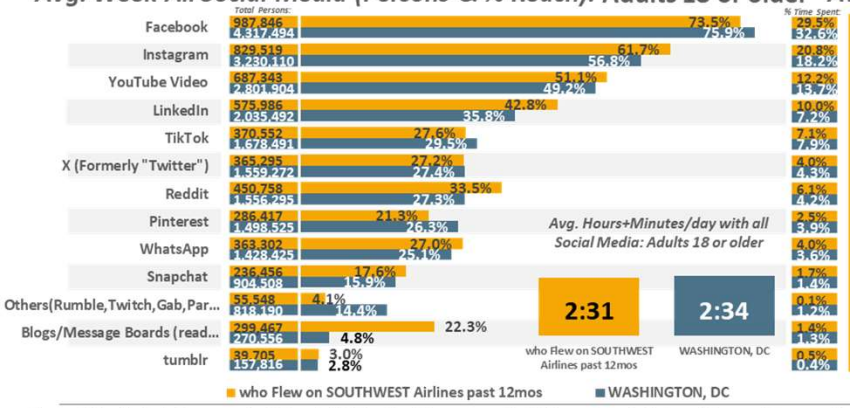
soefa.ai Share of Everything for Anything ©

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

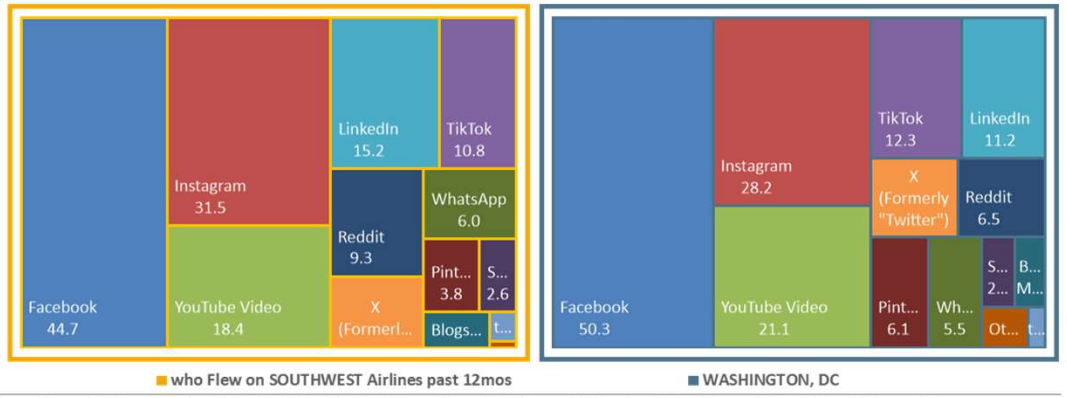


987,846 or 73.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

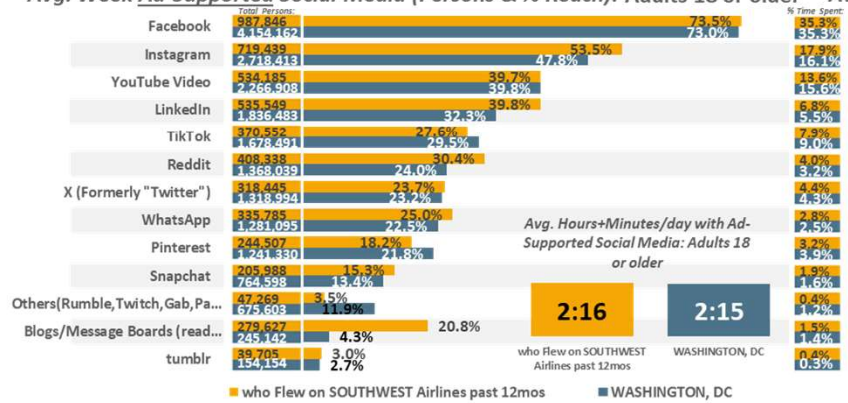
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



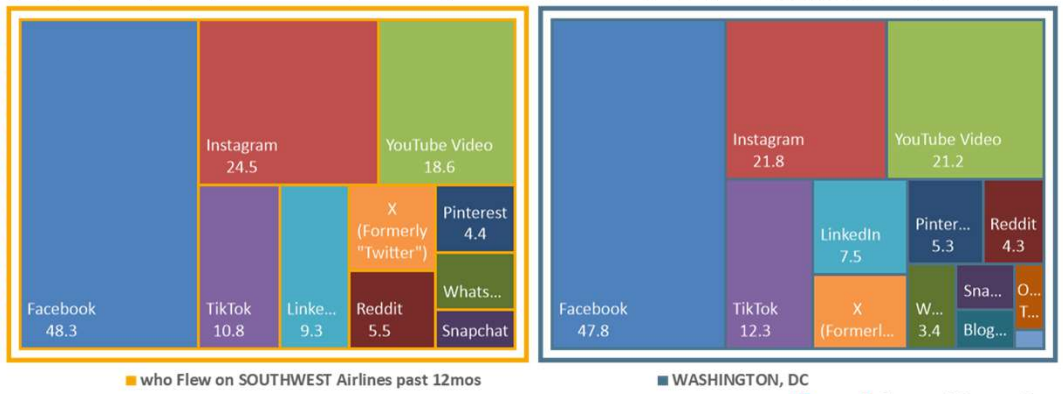
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

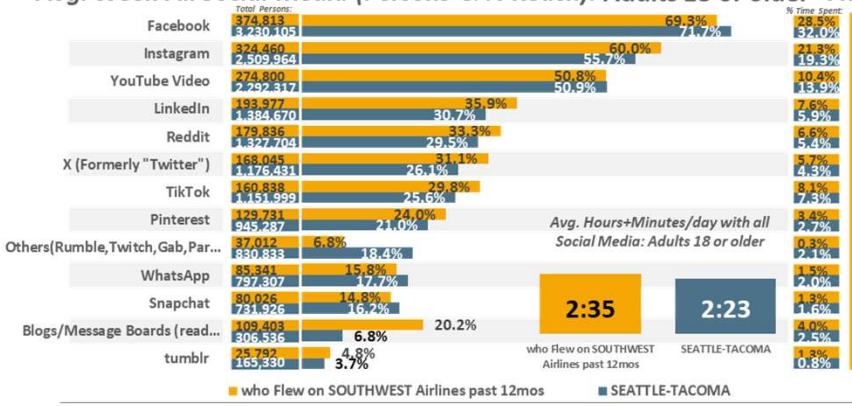
soefa.ai Share of Everything for Anything ©

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

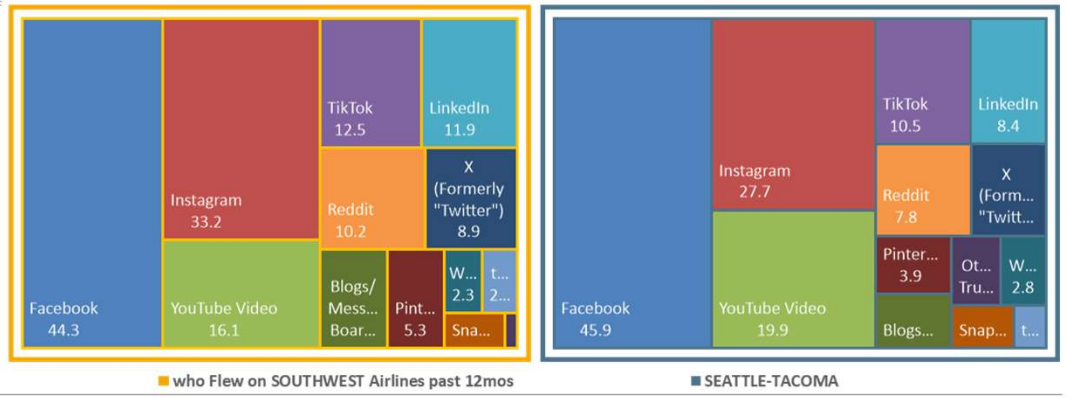


374,813 or 69.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 46.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

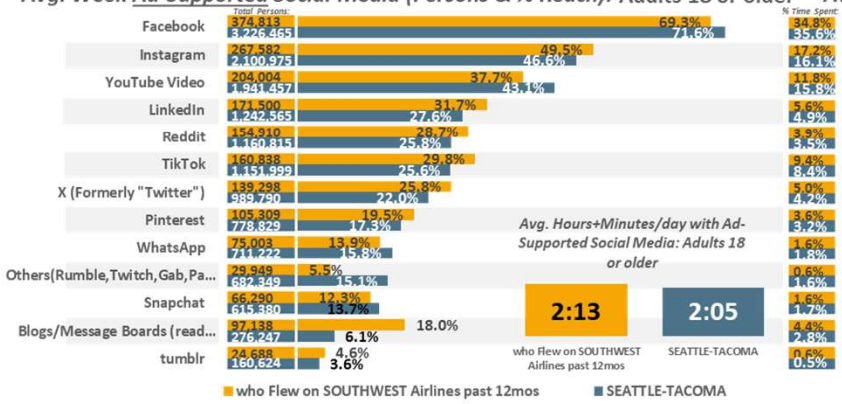
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



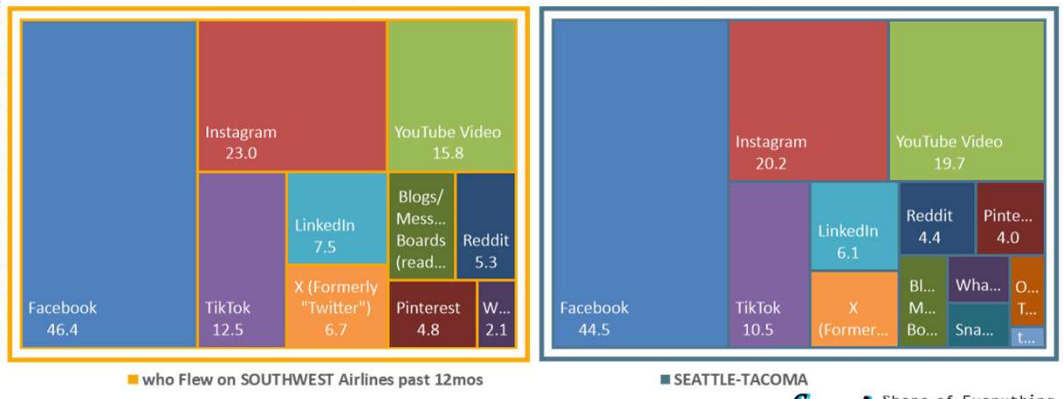
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

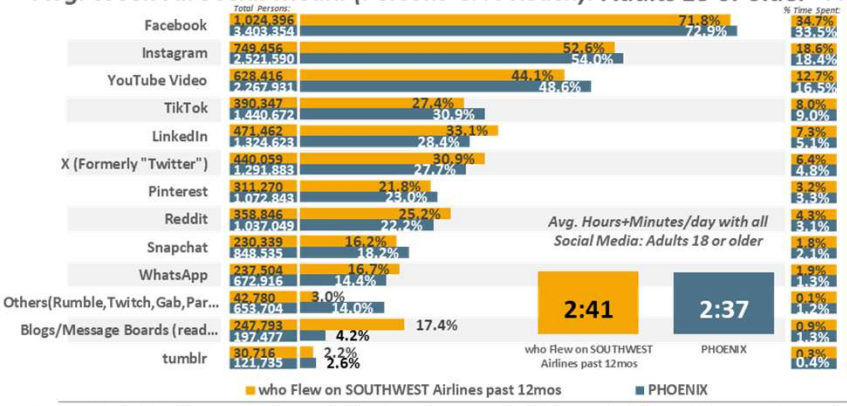
soefa.ai Share of Everything for Anything ©

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

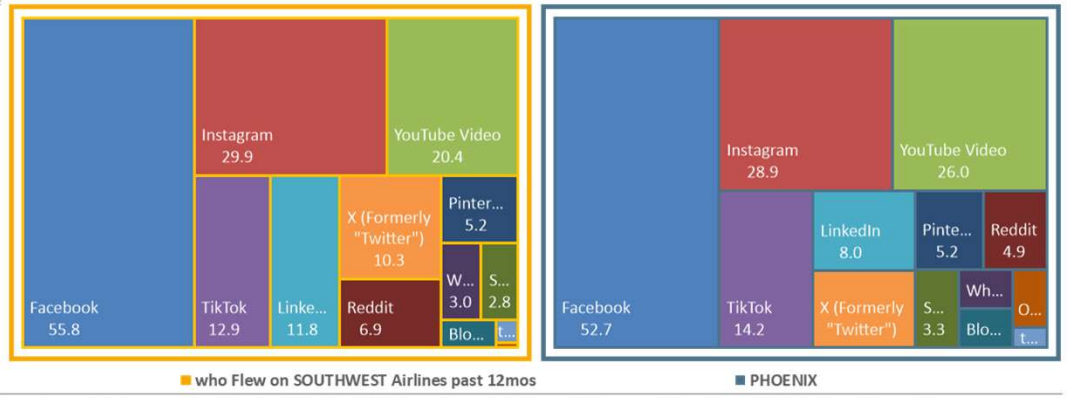


1,024,396 or 71.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

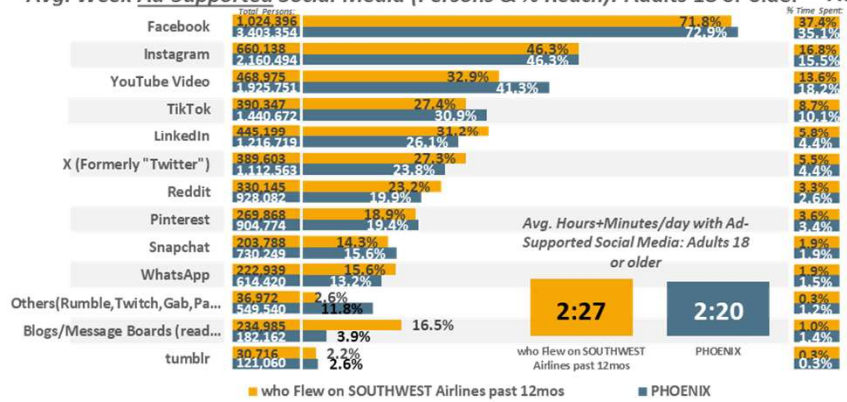
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



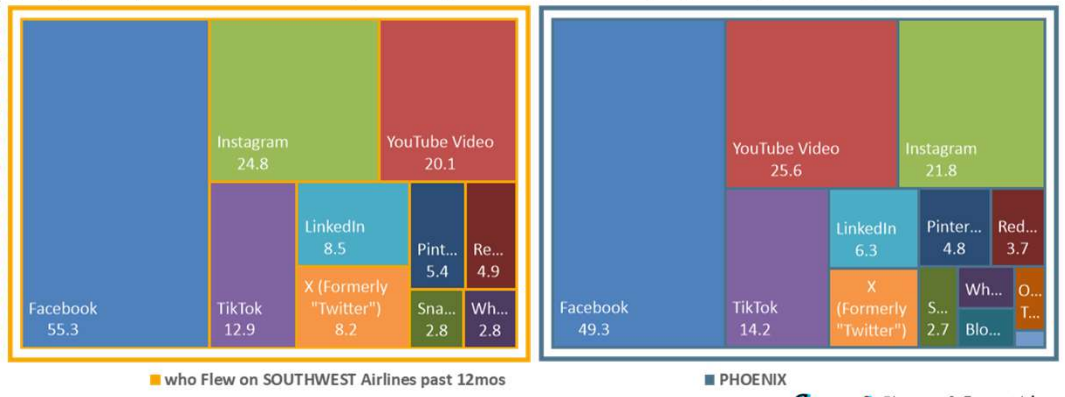
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

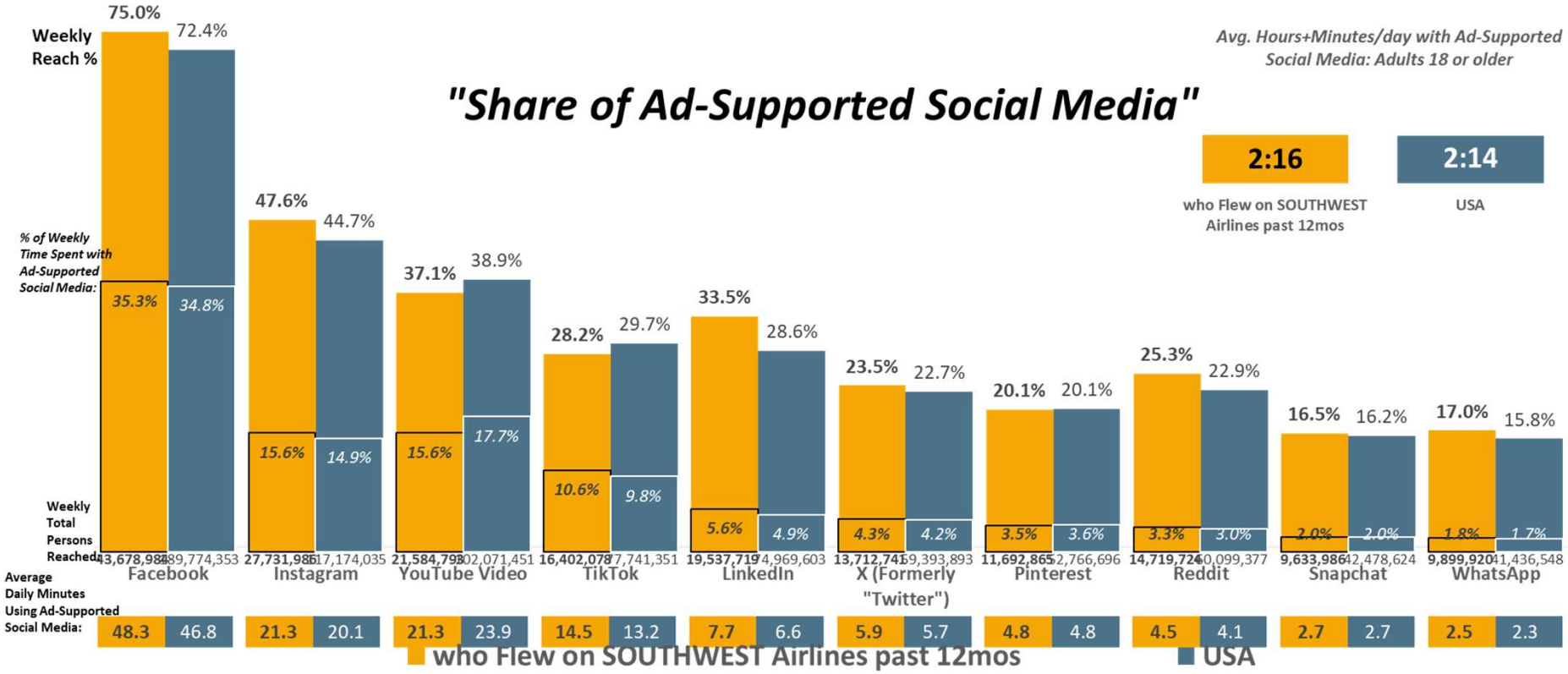
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

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

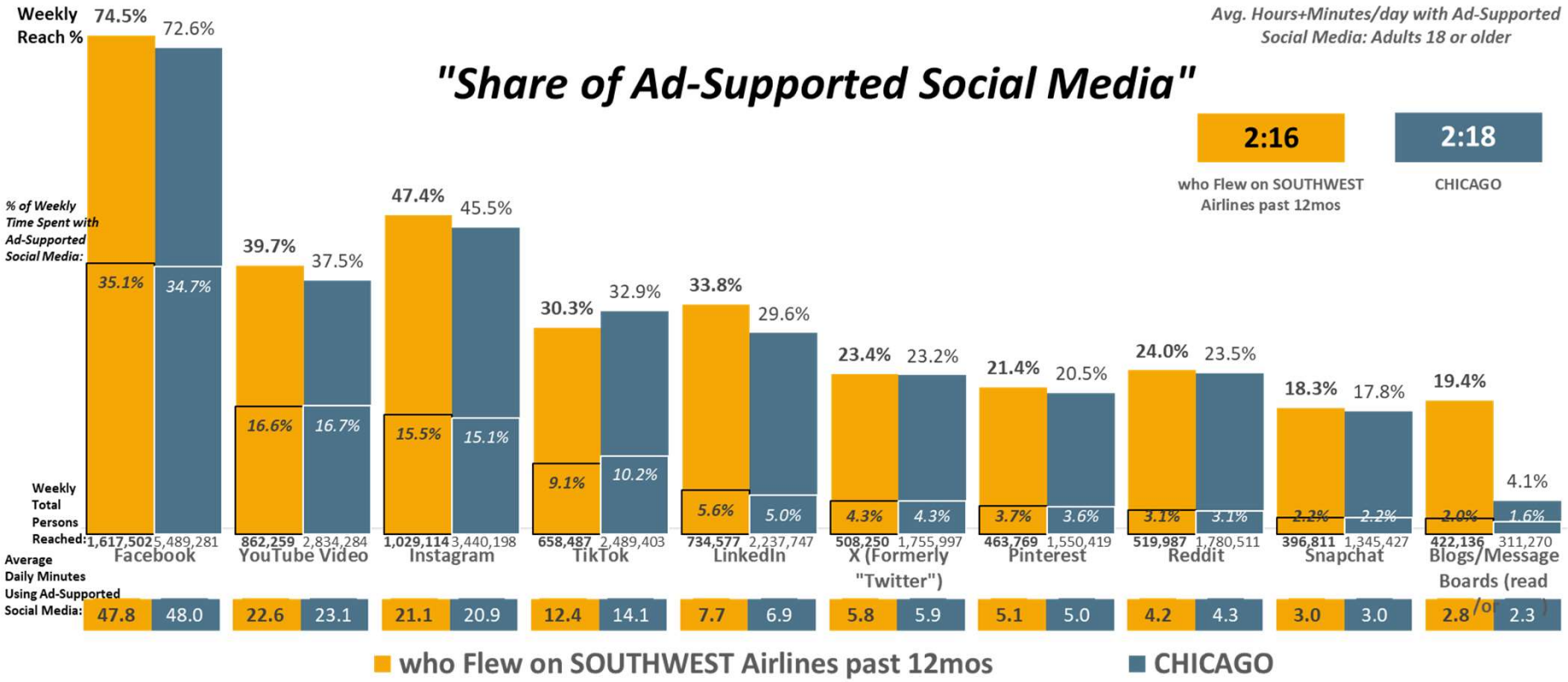
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,617,502 or 74.5% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 47.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

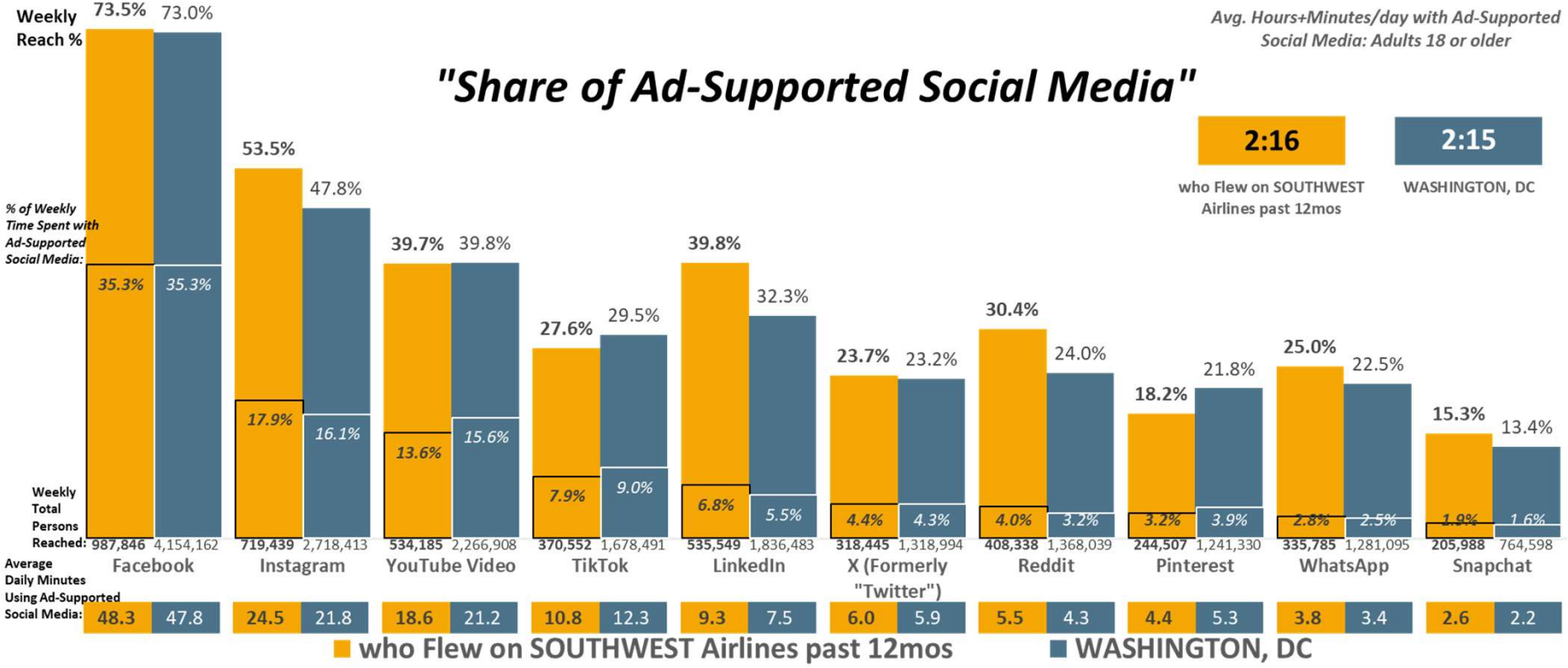
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



987,846 or 73.5% 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.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

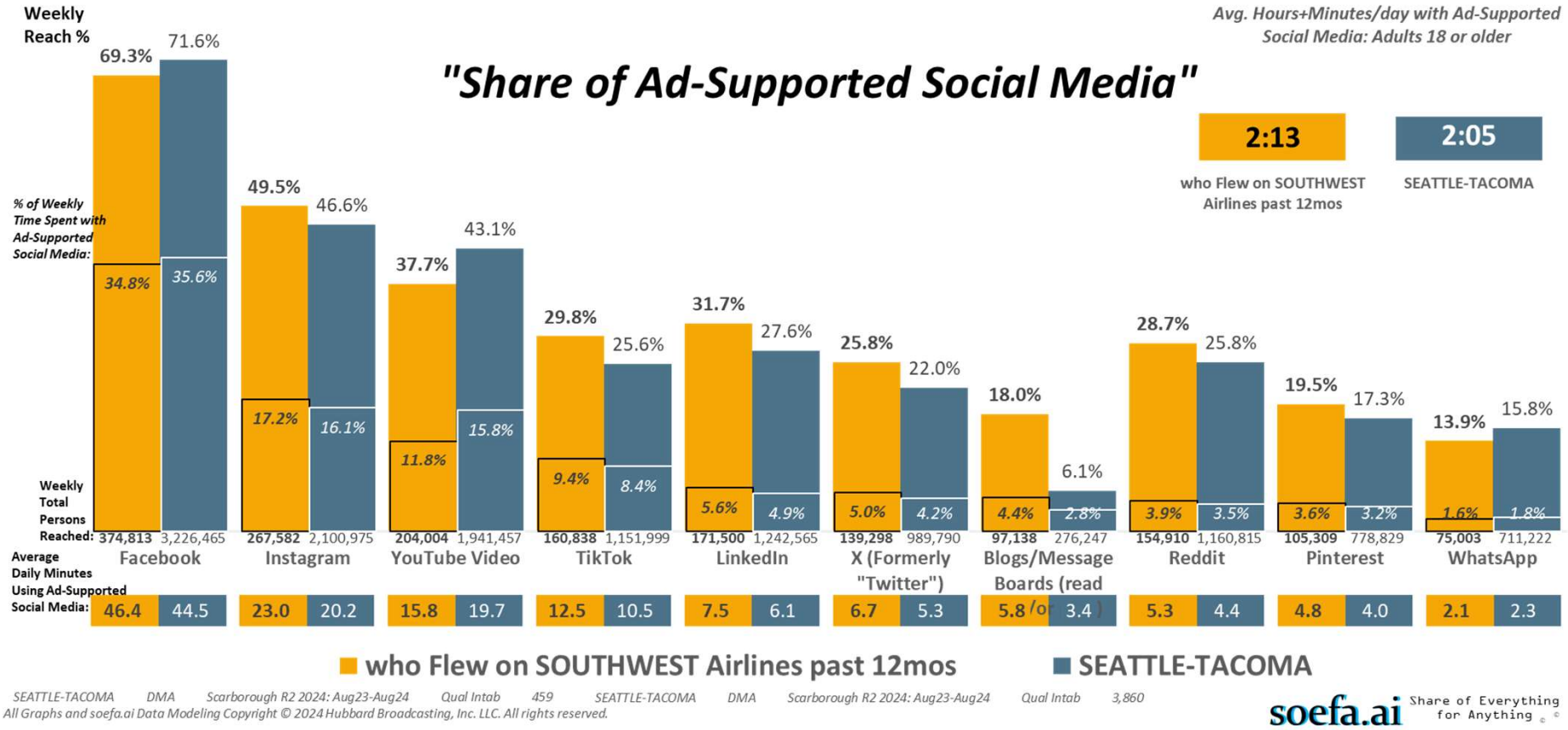
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



374,813 or 69.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 46.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

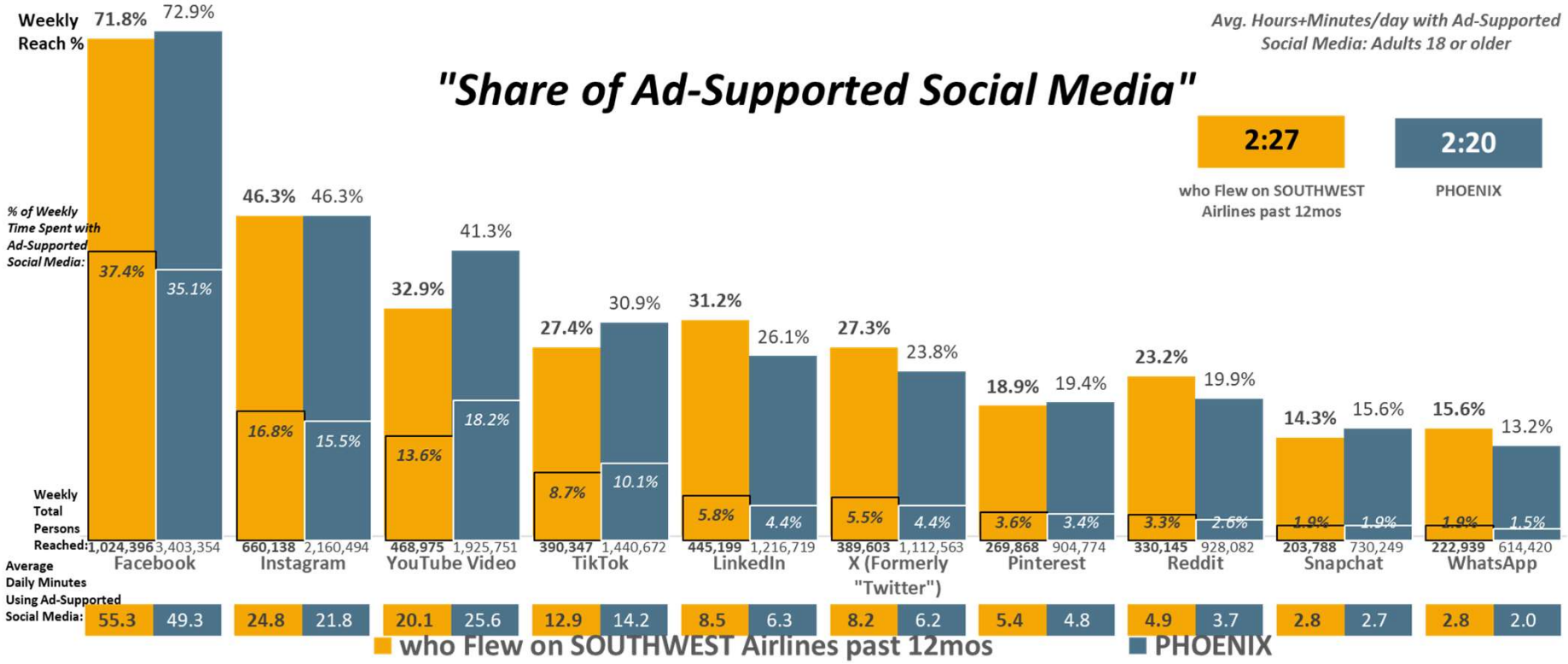
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



1,024,396 or 71.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

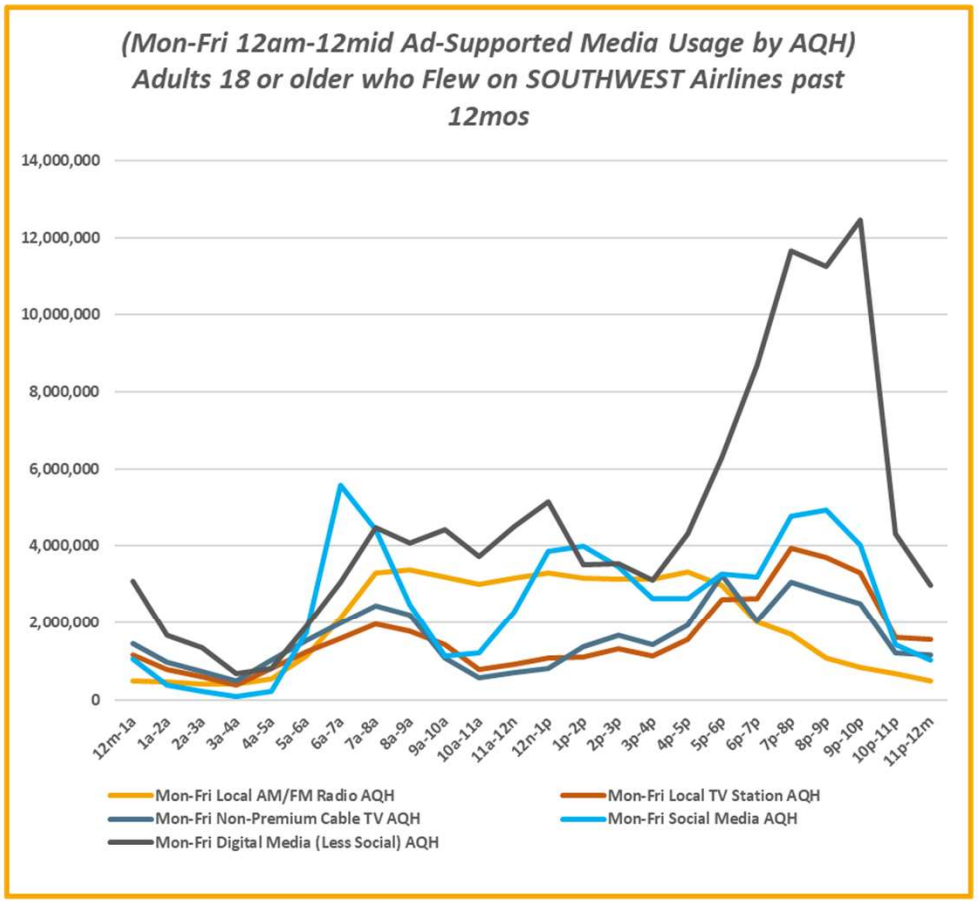
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

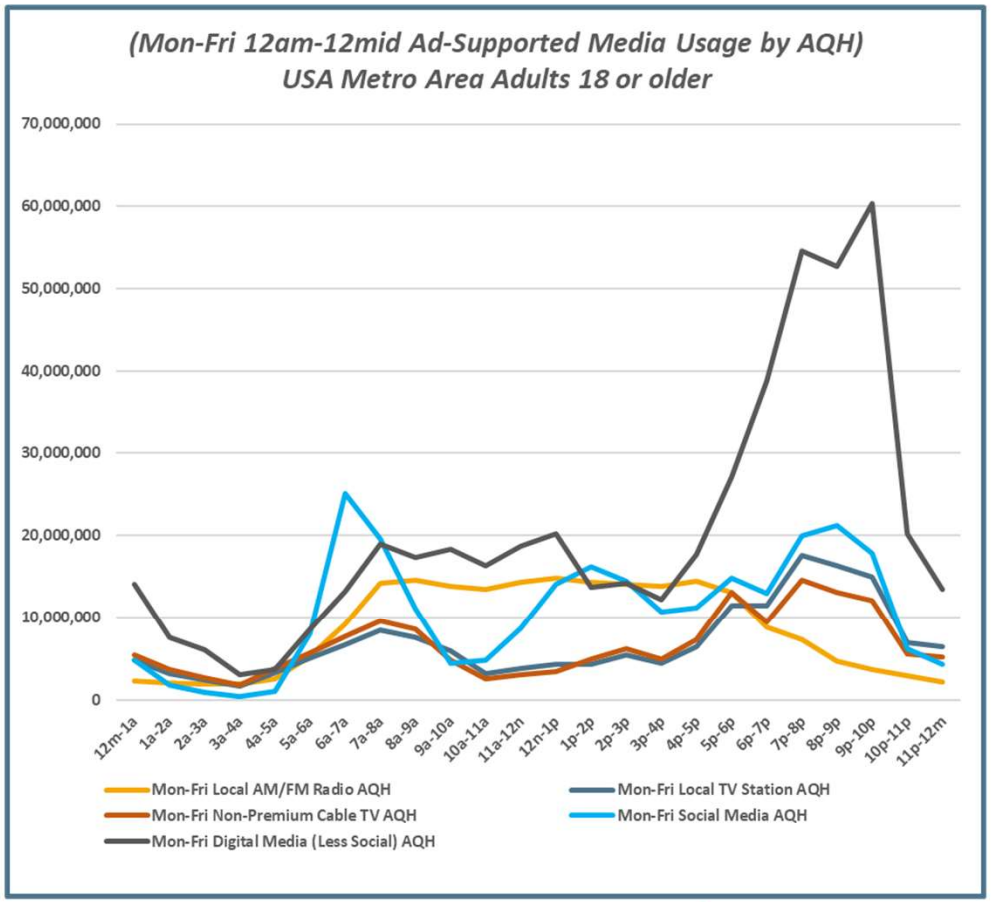
soefa.ai Share of Everything for Anything ©

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: 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

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

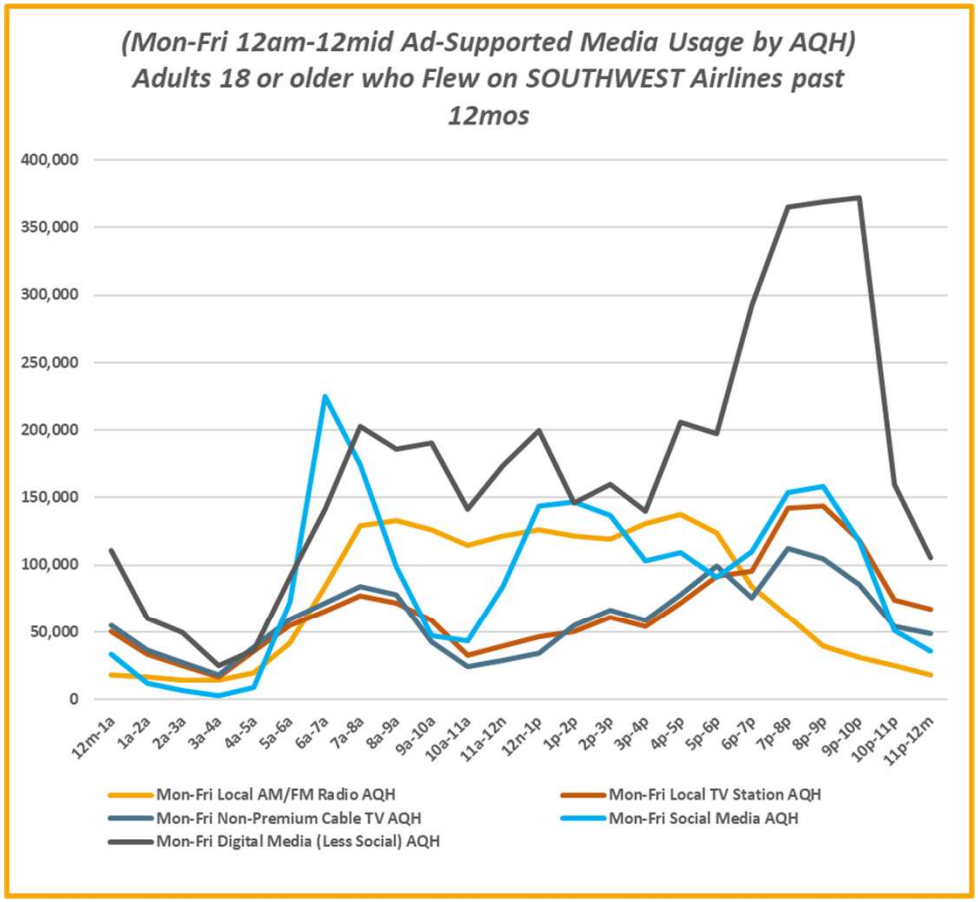
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

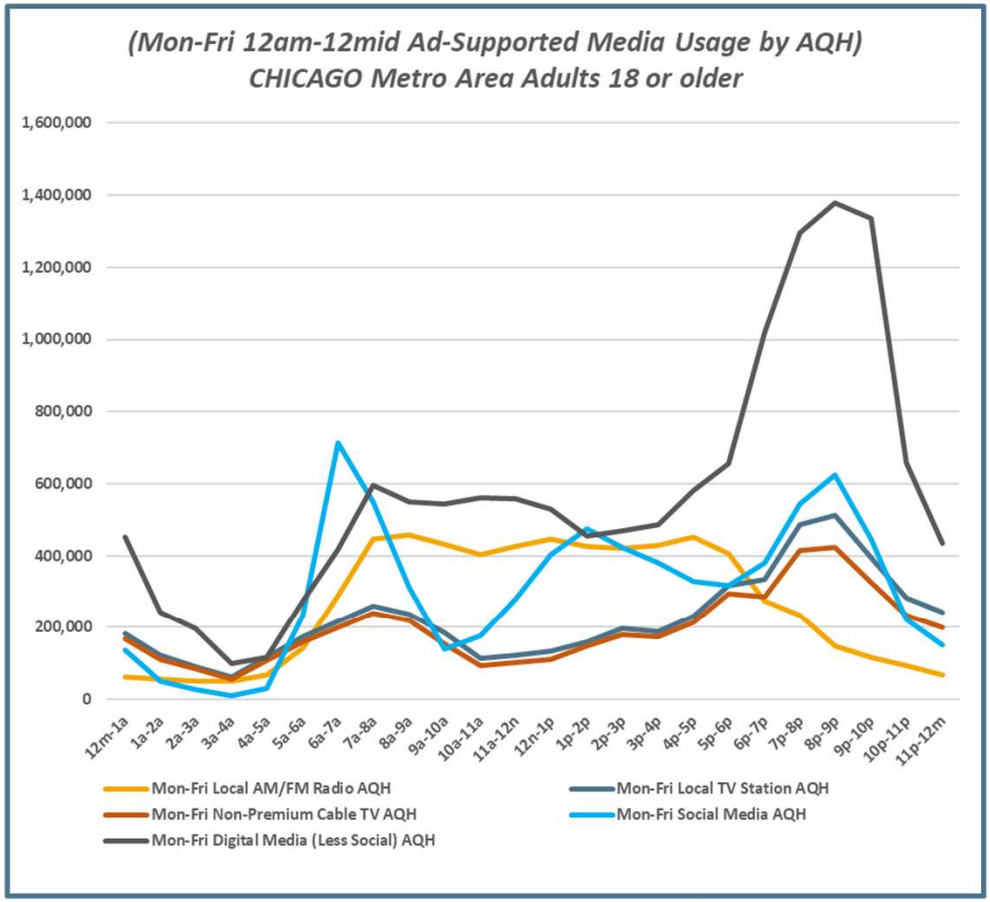
soefa.ai Share of Everything for Anything ©

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: 182,785; Local Radio: 119,298; Social Media: 116,467; Local TV: 62,769; Non-Prem. Cable: 61,141 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

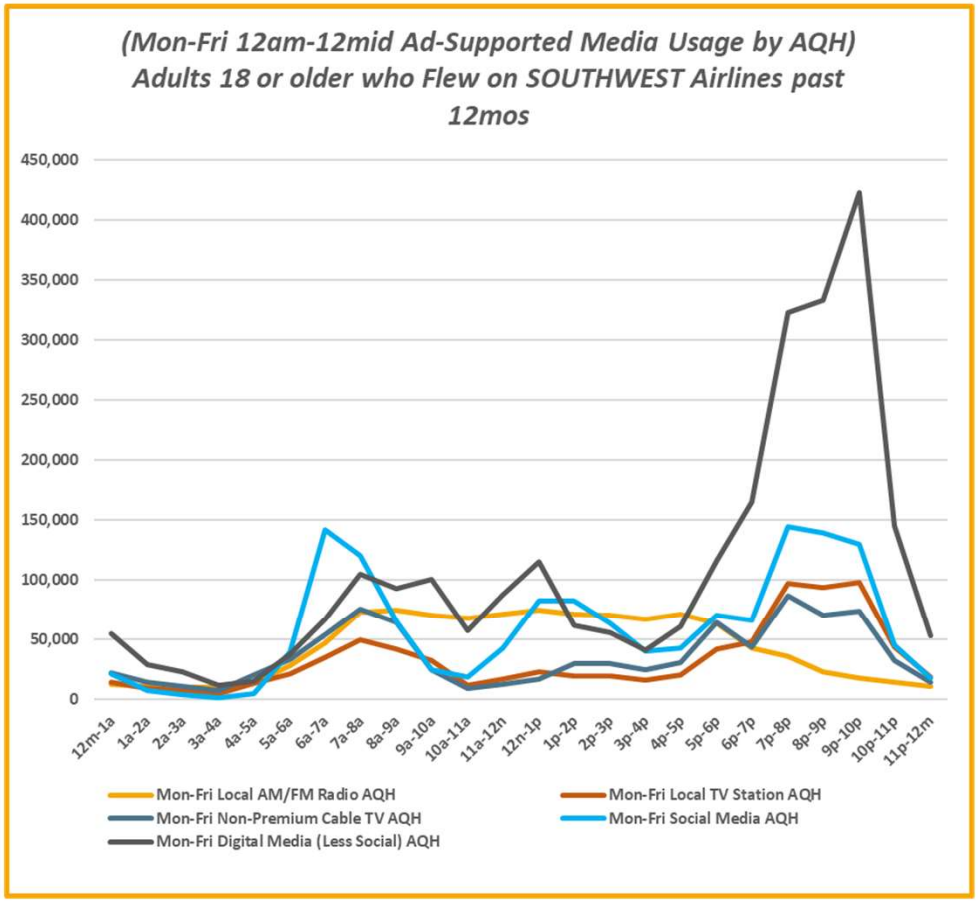
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

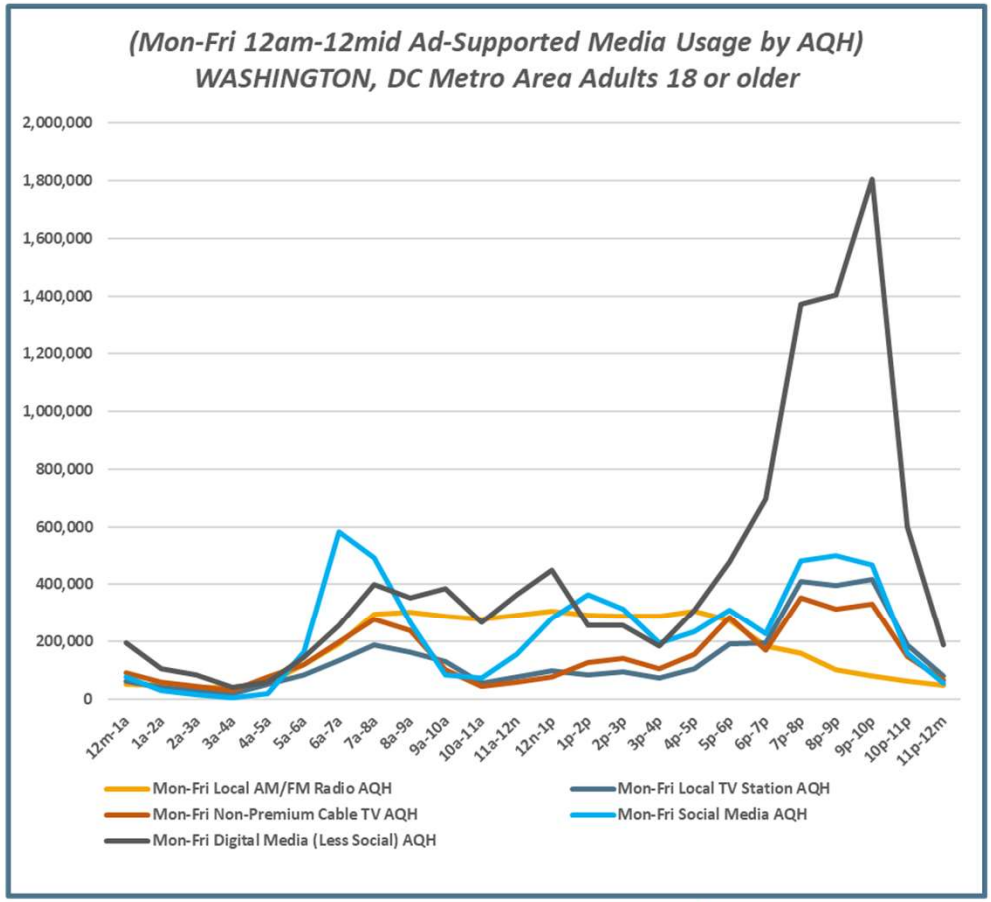
soefa.ai Share of Everything for Anything ©

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: 86,753; Local Radio: 66,460; Social Media: 66,210; Non-Prem. Cable: 36,761; Local TV: 28,831 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

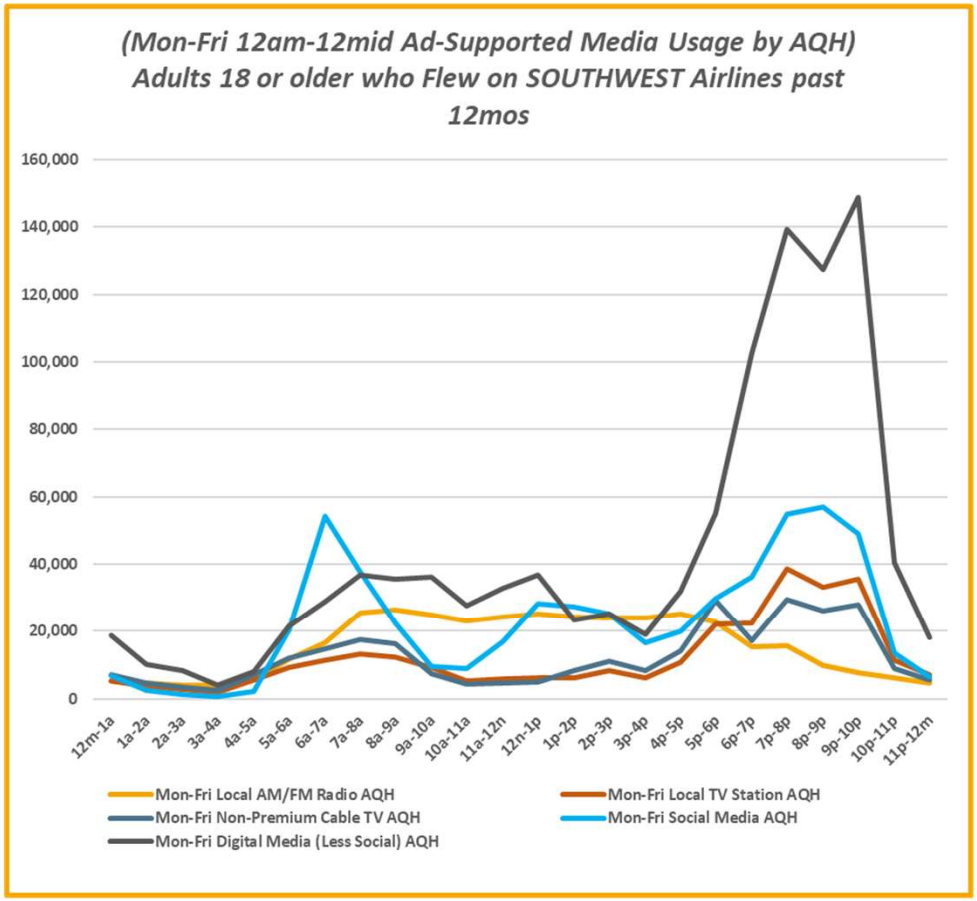
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

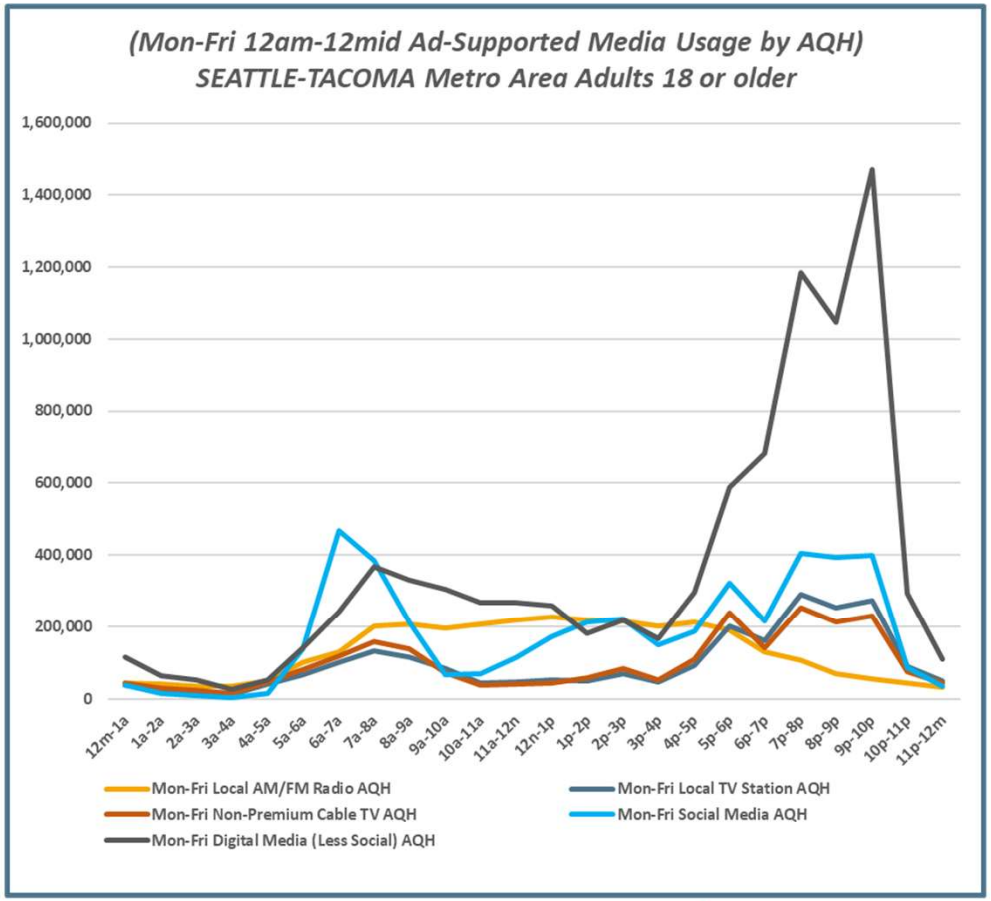
soefa.ai Share of Everything for Anything ©

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: 37,813; Social Media: 25,587; Local Radio: 23,096; Non-Prem. Cable: 12,067; Local TV: 10,708 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

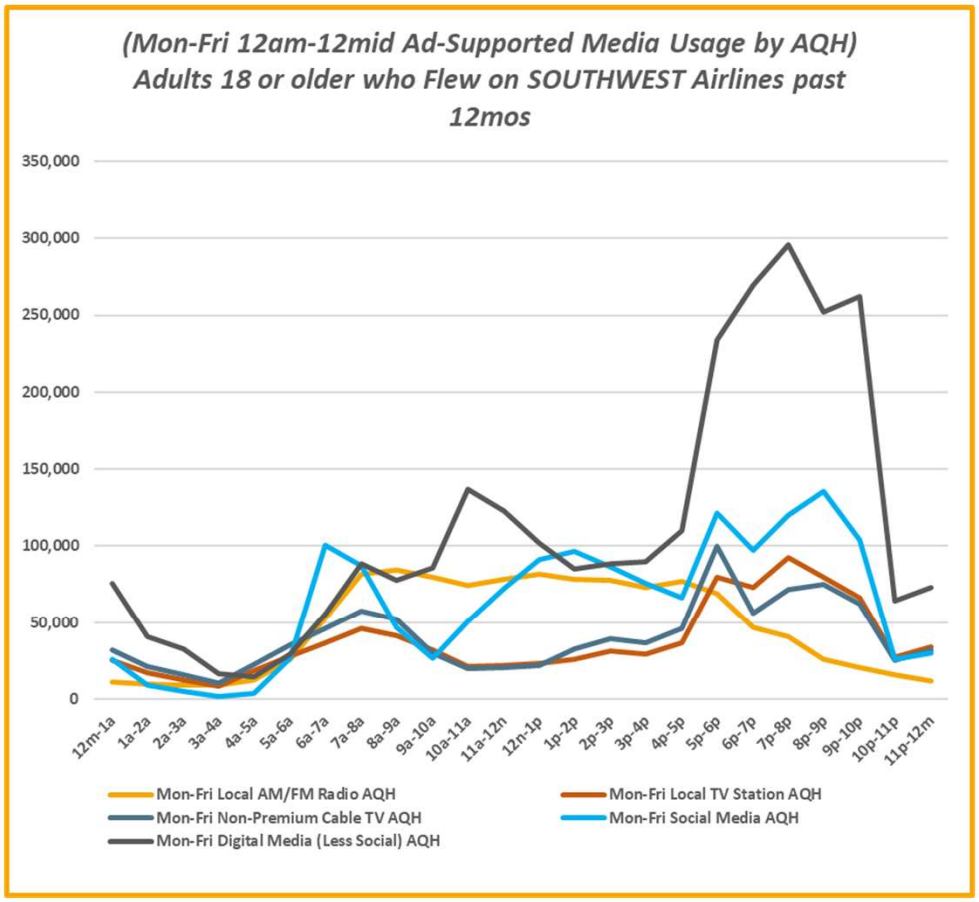
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

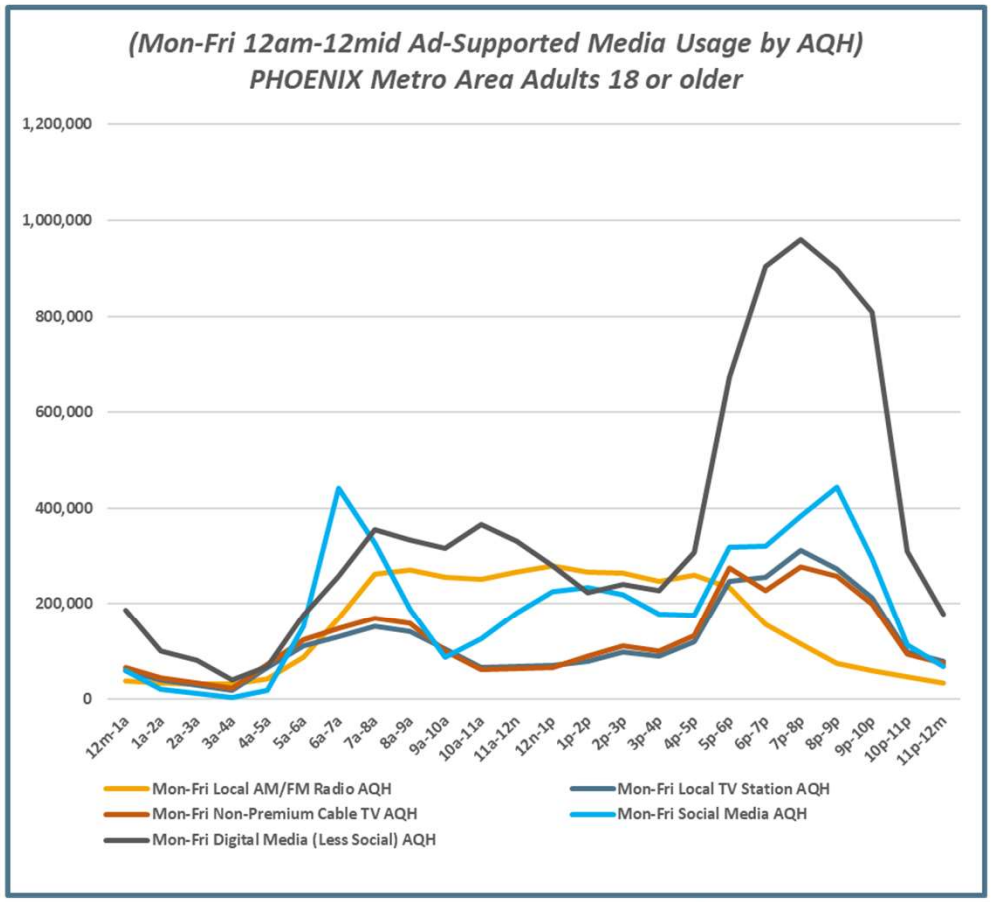
soefa.ai Share of Everything for Anything ©

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: 118,951; Social Media: 78,492; Local Radio: 73,592; Non-Prem. Cable: 43,120; Local TV: 38,421 reaching Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

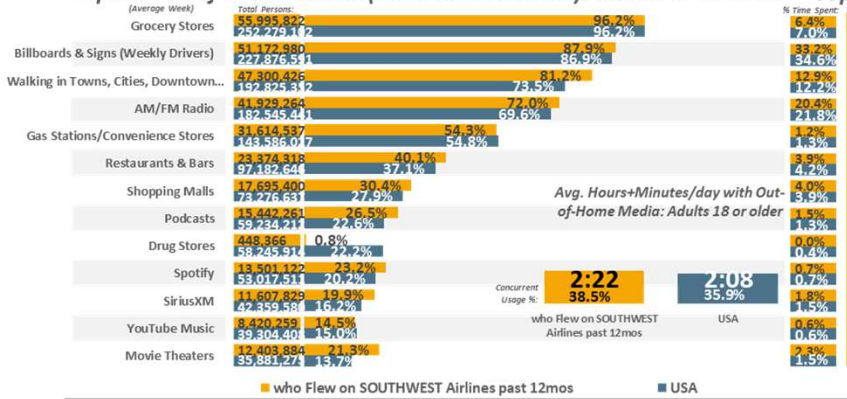
soefa.ai Share of Everything for Anything ©

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

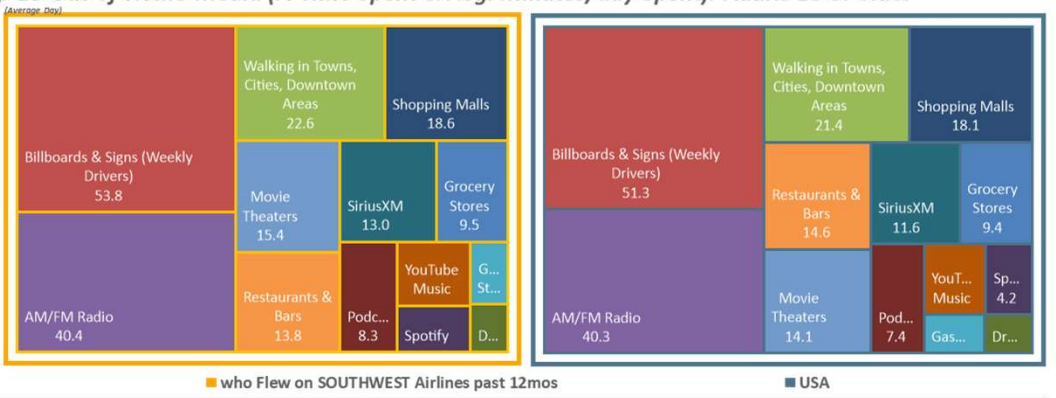


51,172,980 or 87.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

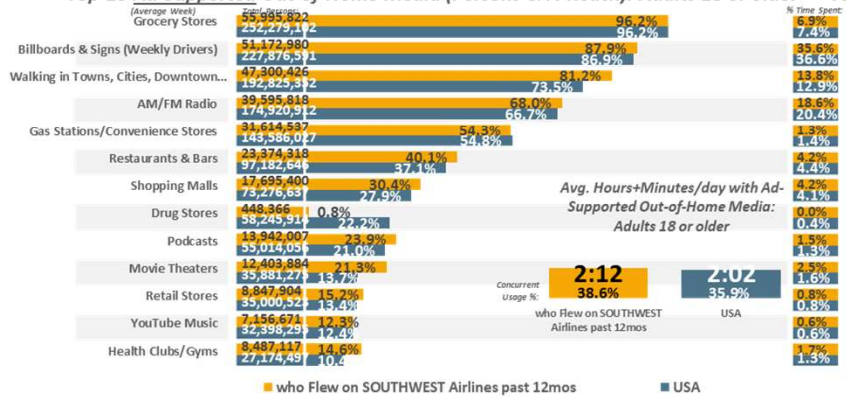
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



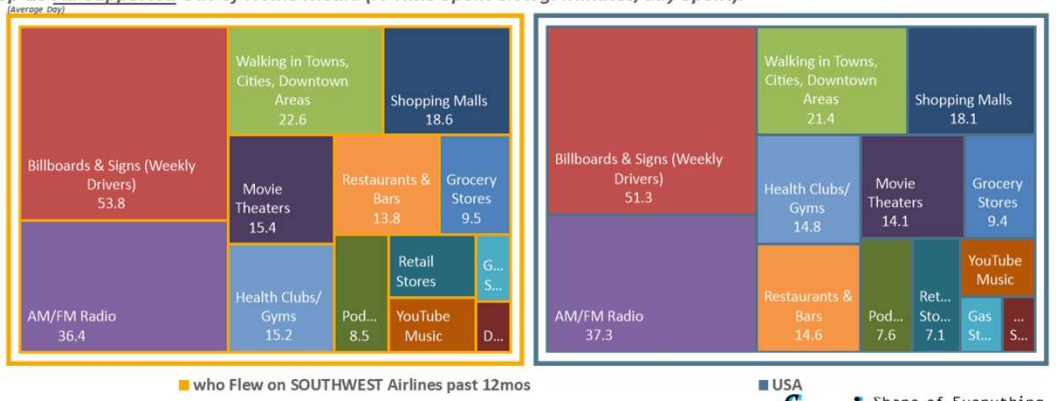
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

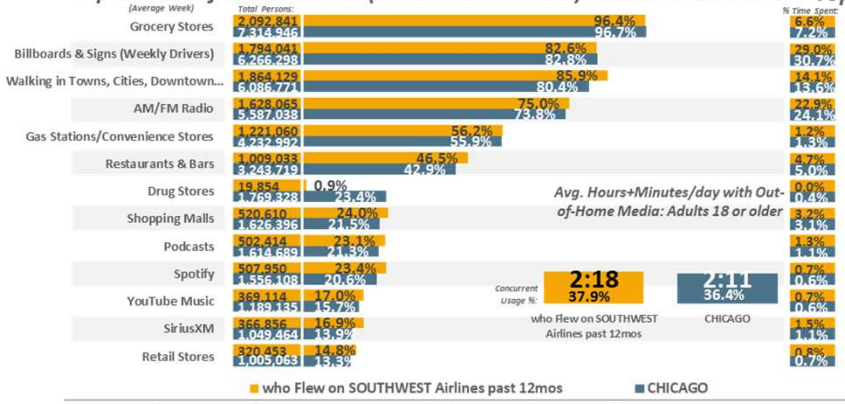
soefa.ai Share of Everything for Anything ©

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

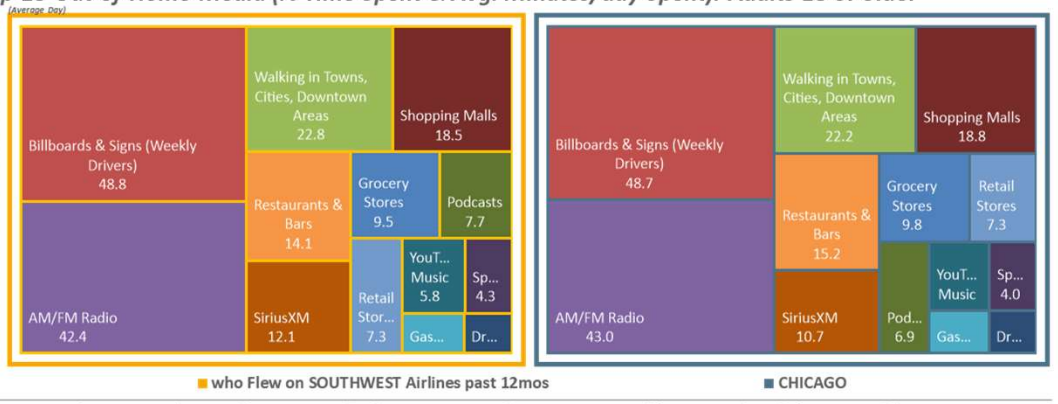


1,794,041 or 82.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes/day.

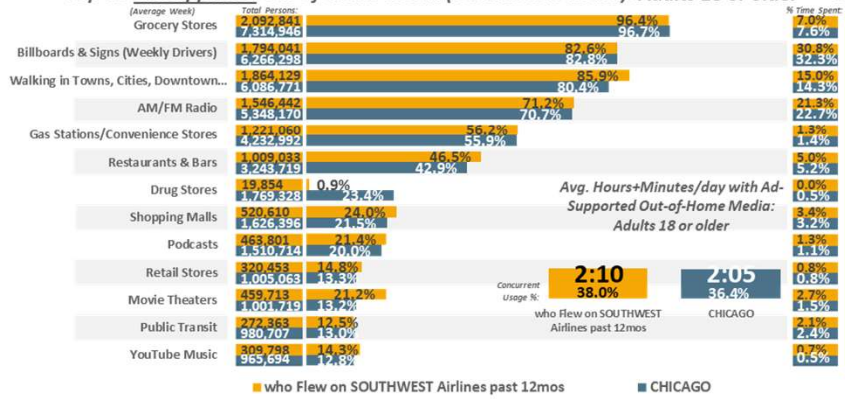
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



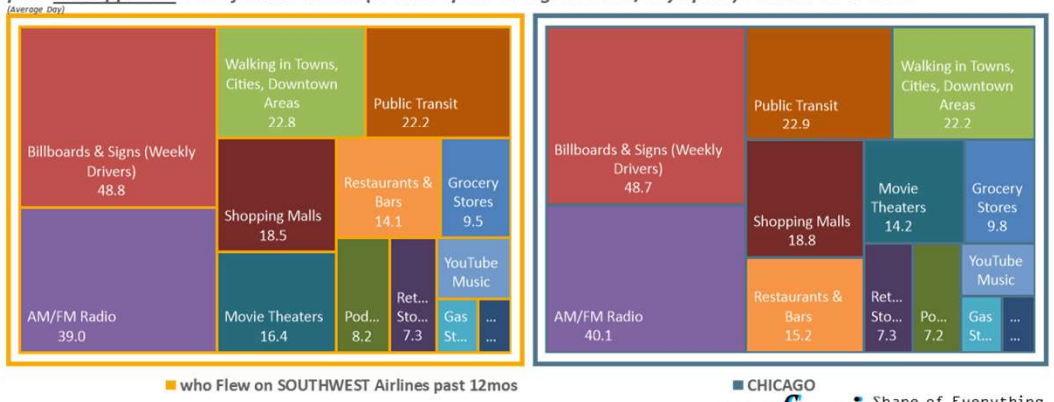
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

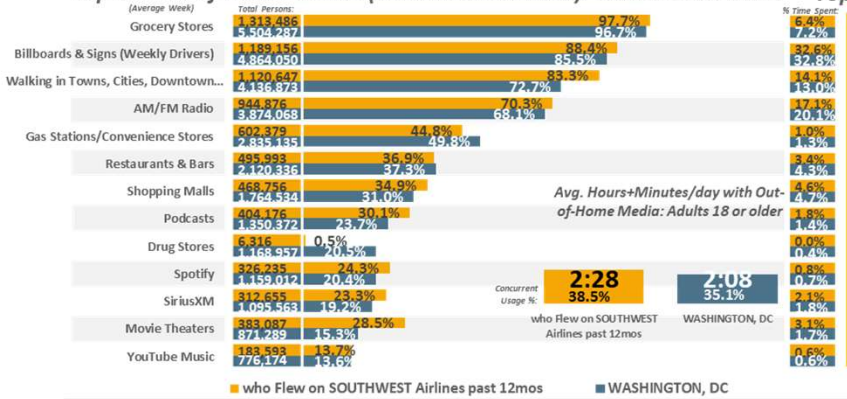
soefa.ai Share of Everything for Anything ©

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

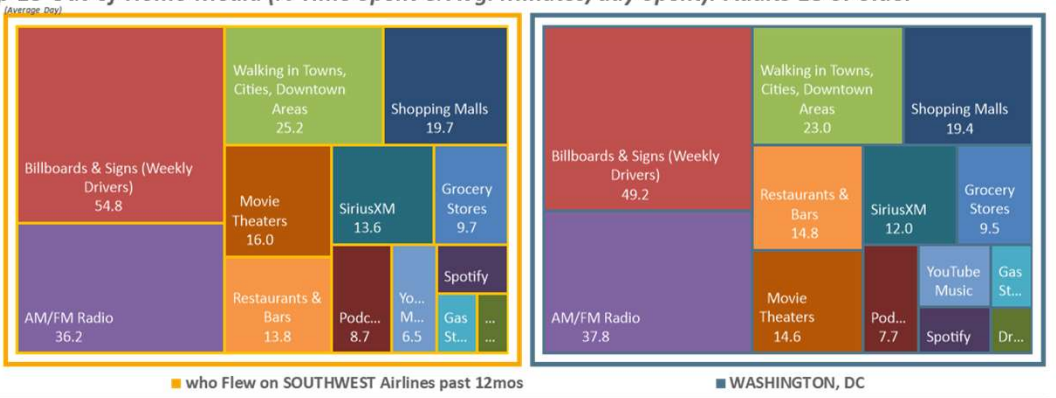


1,189,156 or 88.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 30.8 minutes/day.

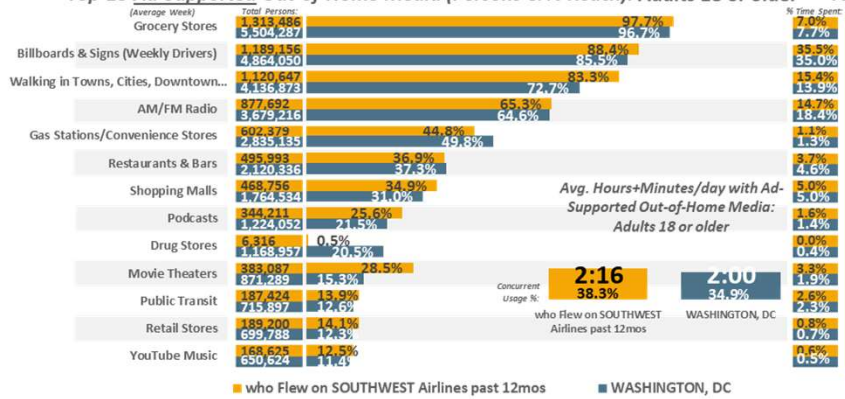
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



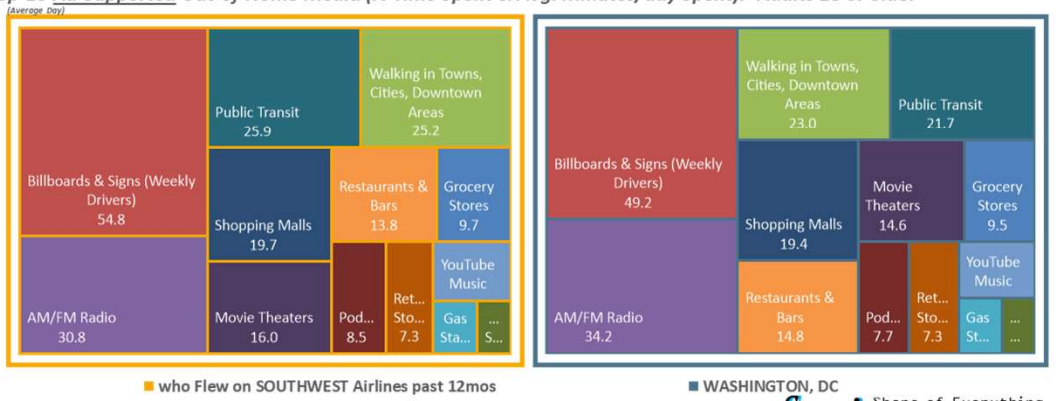
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

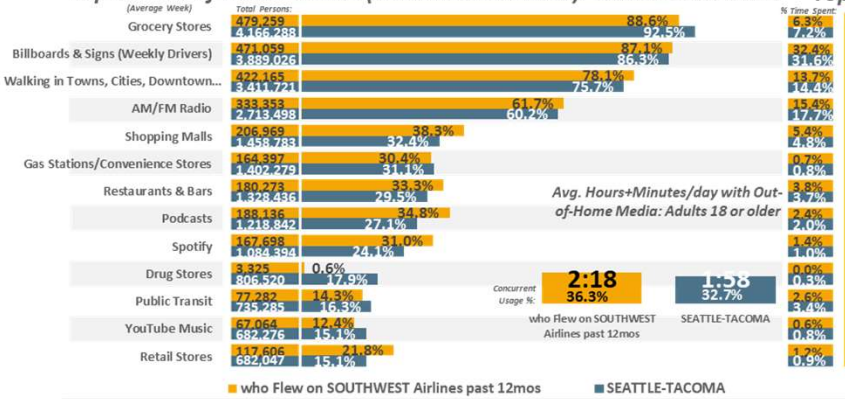
soefa.ai Share of Everything for Anything ©

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

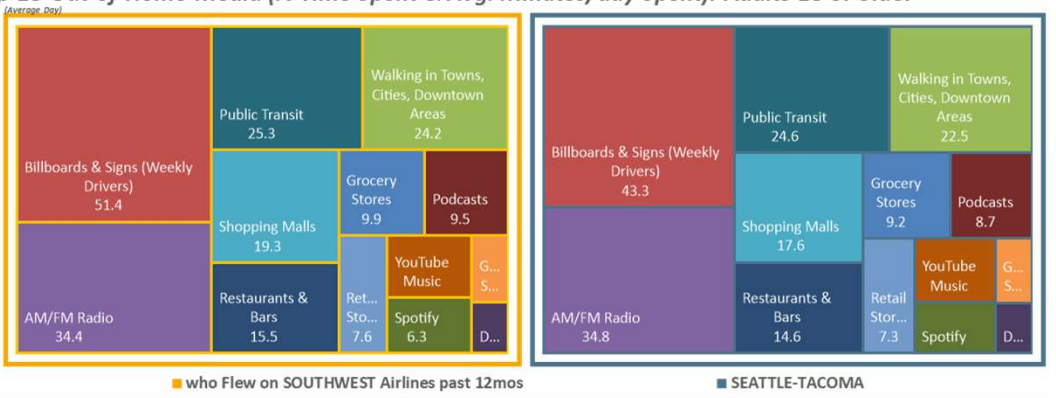


471,059 or 87.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 51.4 minutes per day driving, seeing Billboards and Signs. 58.7% Listen to Local Radio Stations Out-of-Home for an average of 29.8 minutes/day.

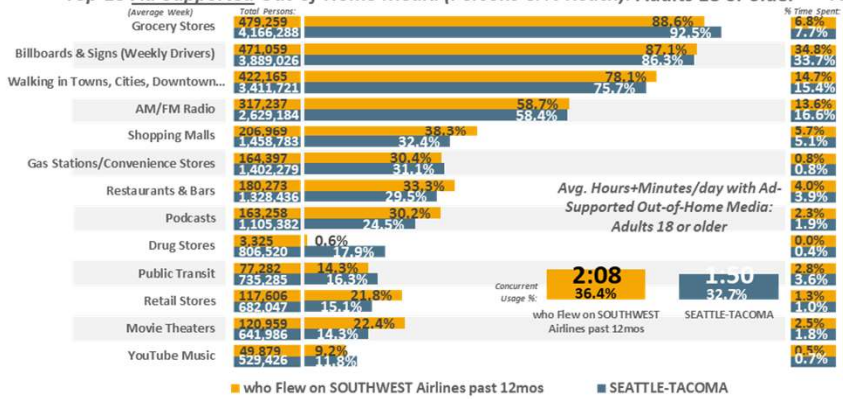
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



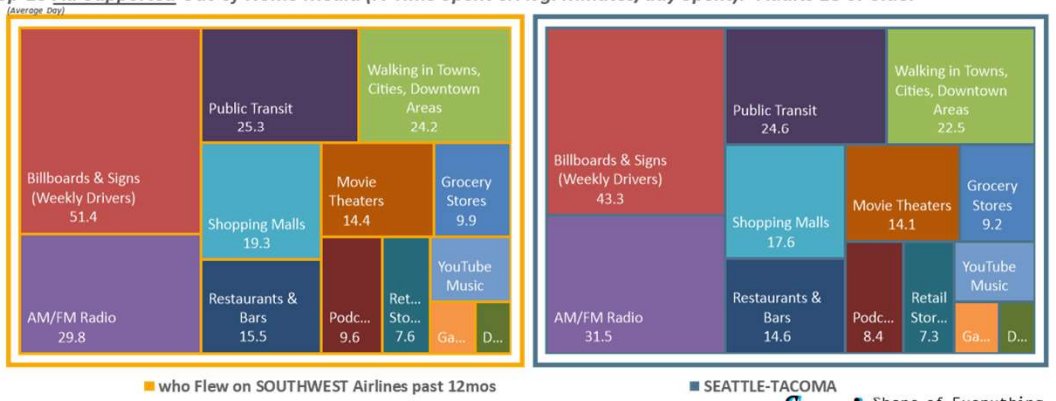
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

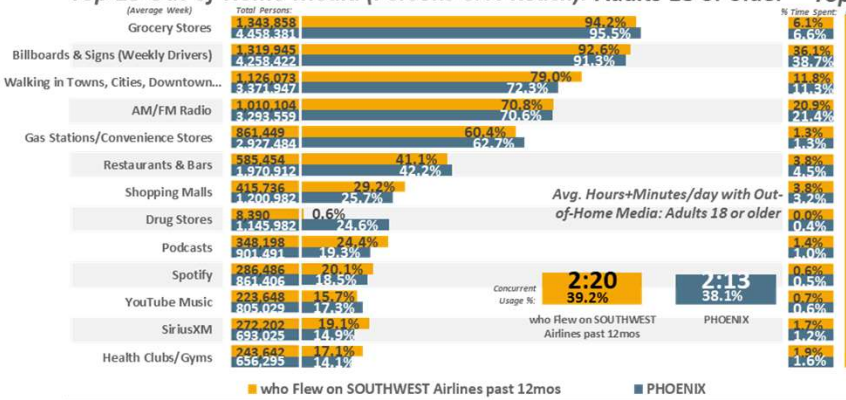
soefa.ai Share of Everything for Anything ©

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

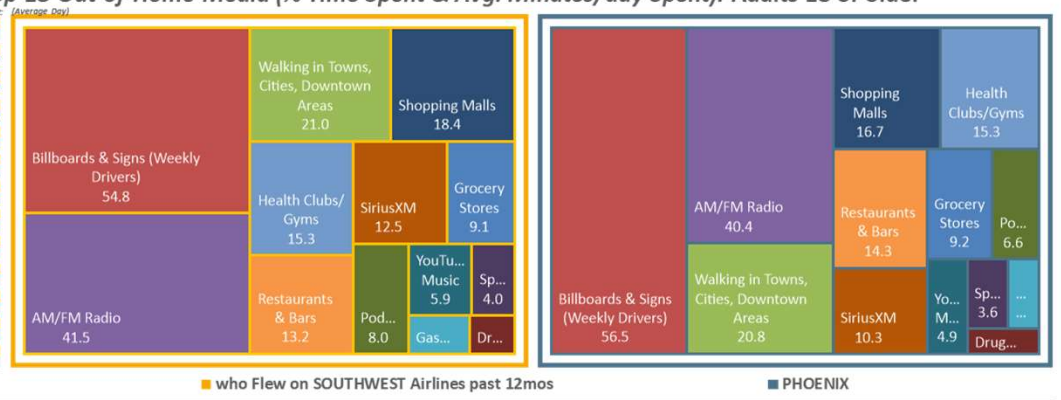


1,319,945 or 92.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

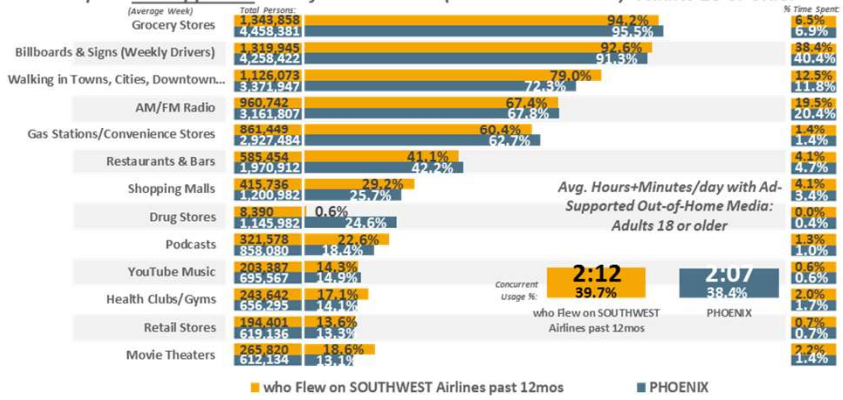
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



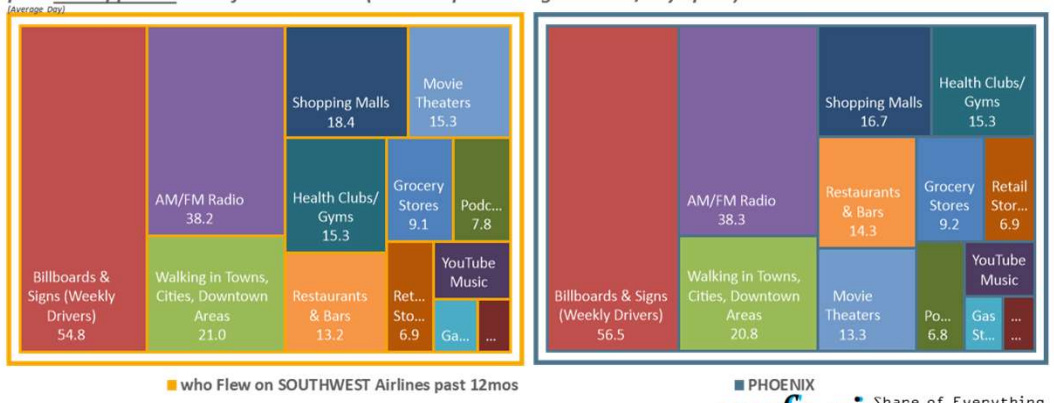
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

soefa.ai Share of Everything for Anything ©

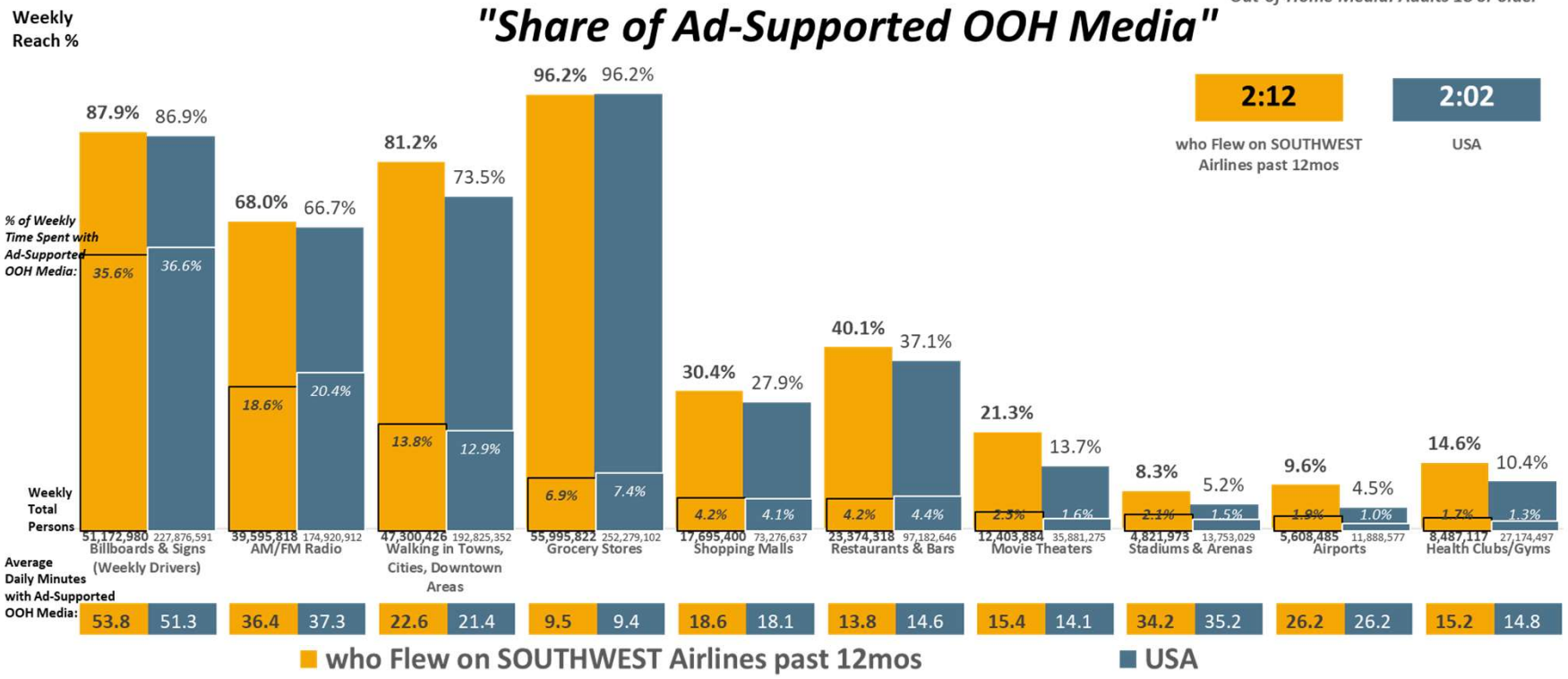
Airlines used for domestic/foreign travel past 12 months: Southwest



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

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

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

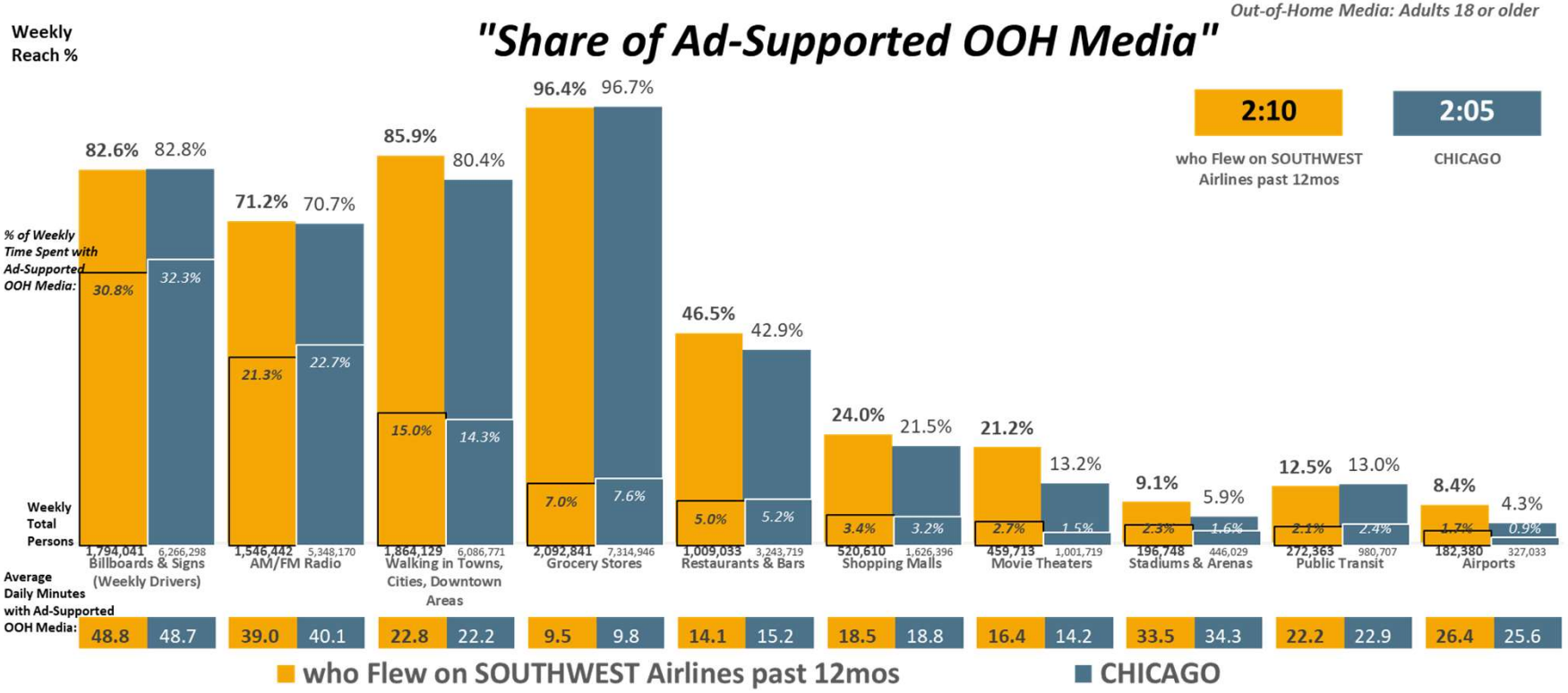
soefa.ai Share of Everything for Anything ©

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



1,794,041 or 82.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

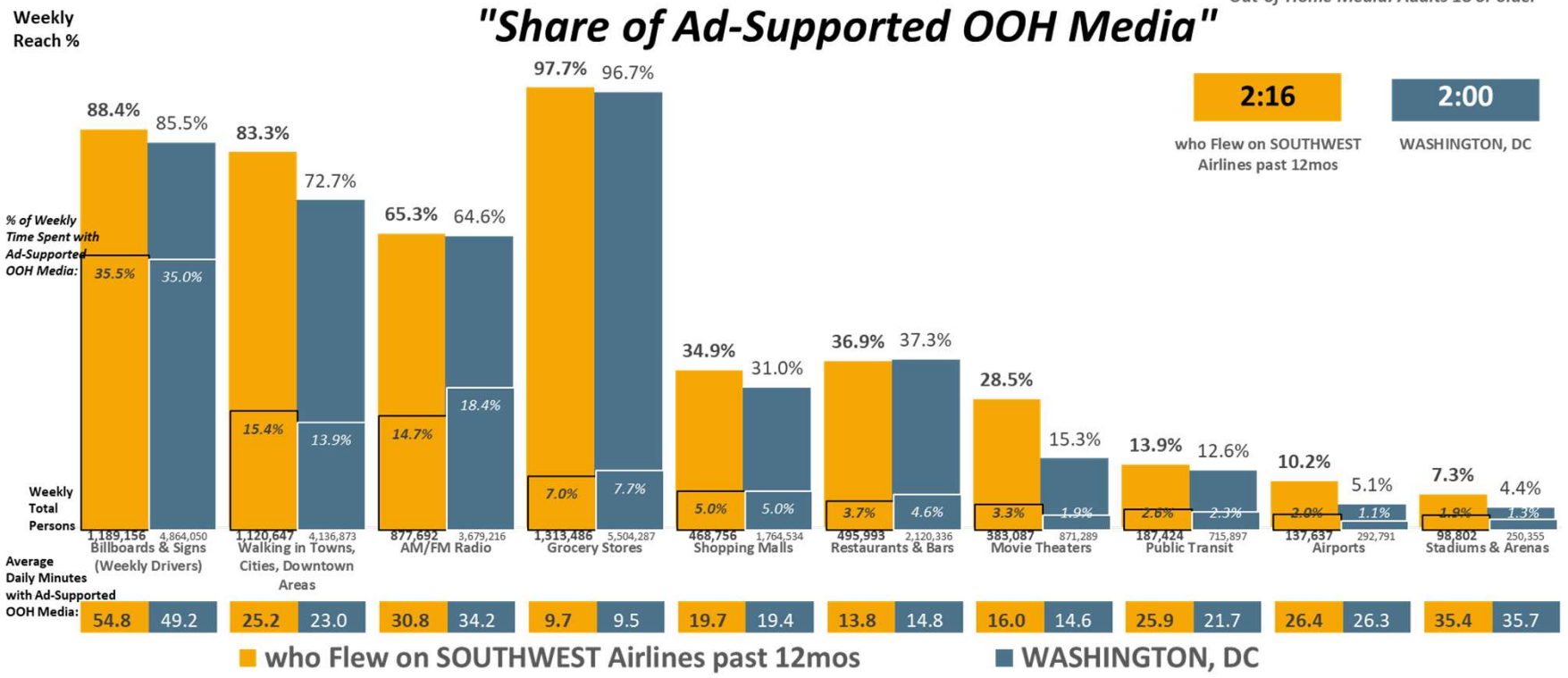
soefa.ai Share of Everything for Anything ©

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



1,189,156 or 88.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 35.5% 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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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

soefa.ai Share of Everything for Anything ©

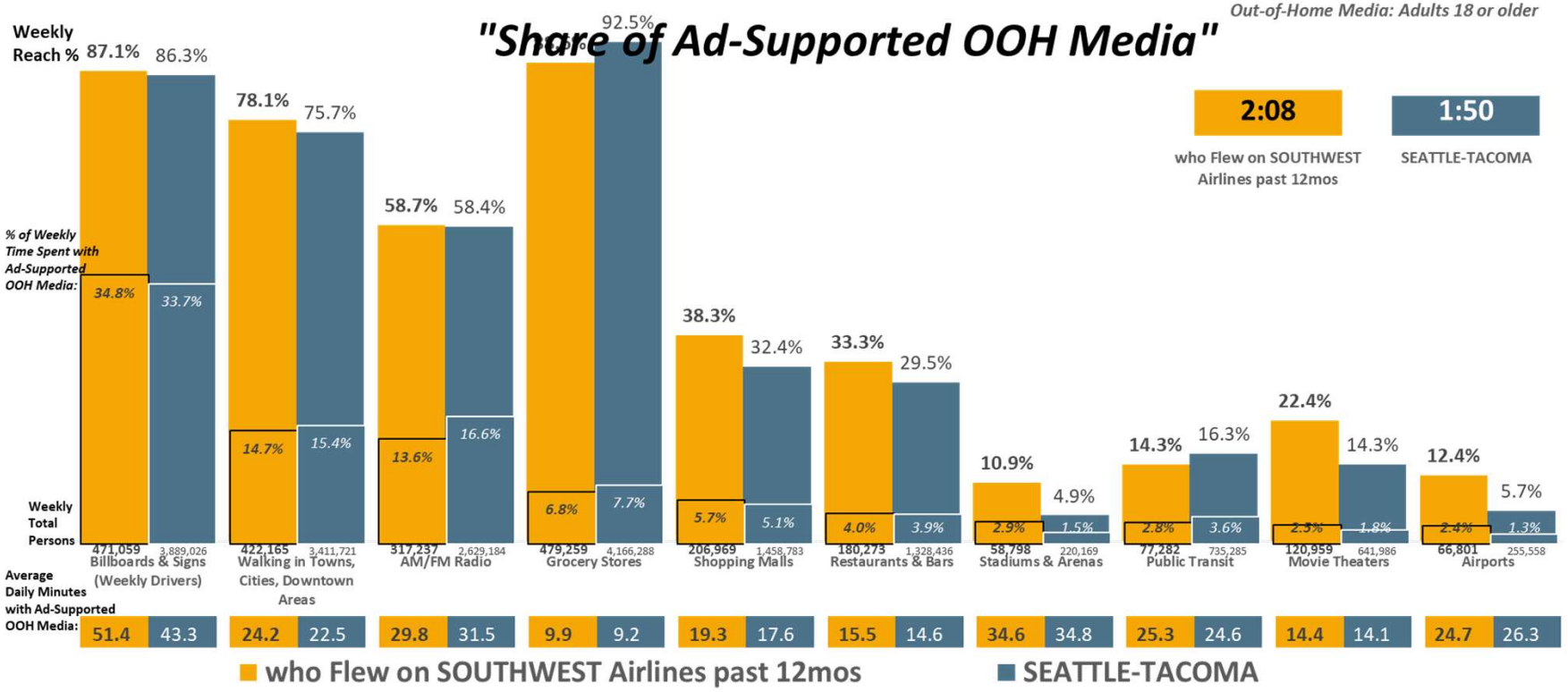
Airlines used for domestic/foreign travel past 12 months: Southwest



471,059 or 87.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 51.4 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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

soefa.ai Share of Everything for Anything ©

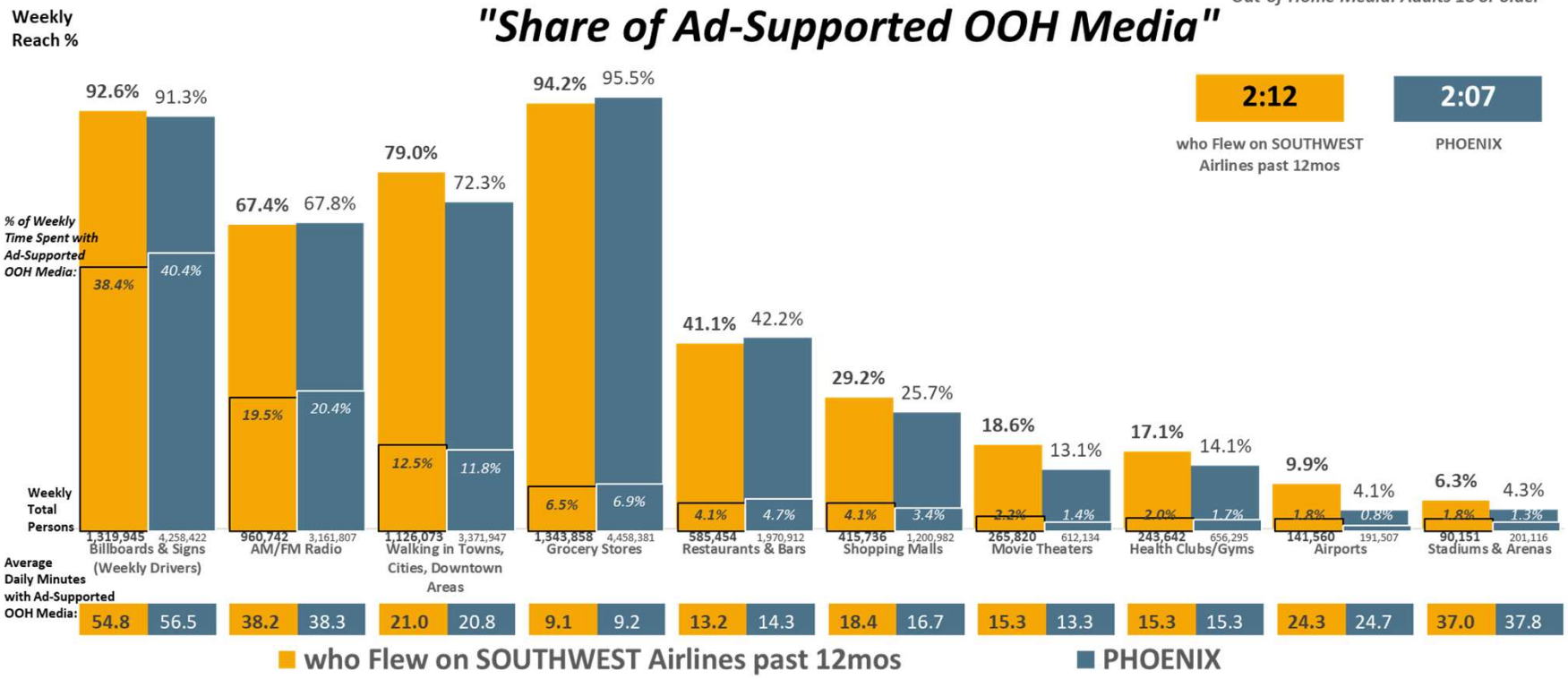
Airlines used for domestic/foreign travel past 12 months: Southwest



1,319,945 or 92.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 38.4% 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"



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

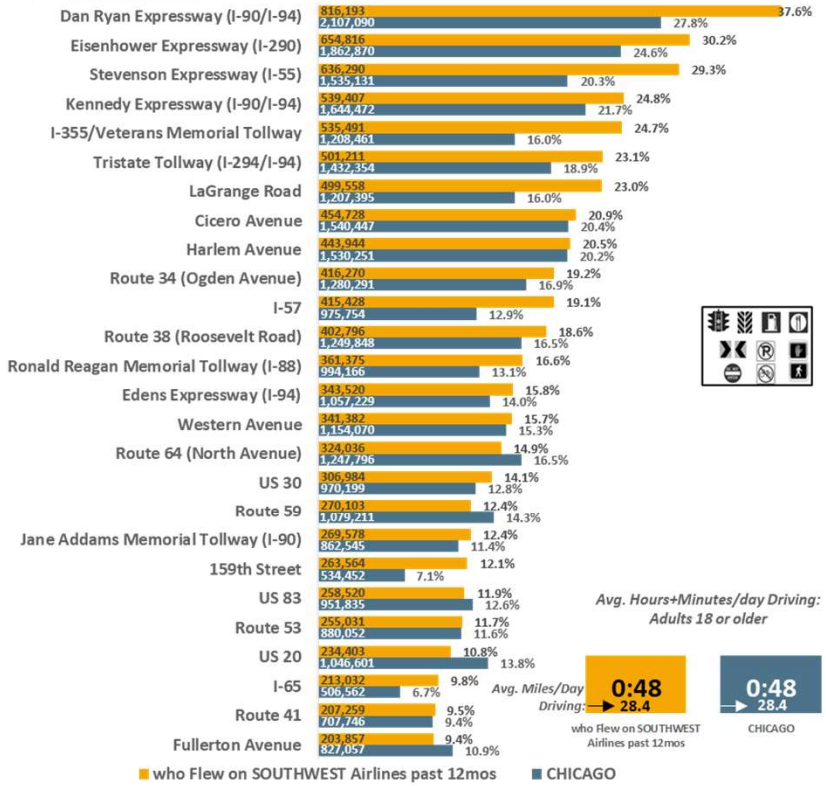
soefa.ai Share of Everything for Anything ©

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



1,794,041 or 82.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 48.8 minutes per day driving an average of 28.4 miles each day and are 54.4% more likely to use I-355/Veterans Memorial Tollway than the Metro average.

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



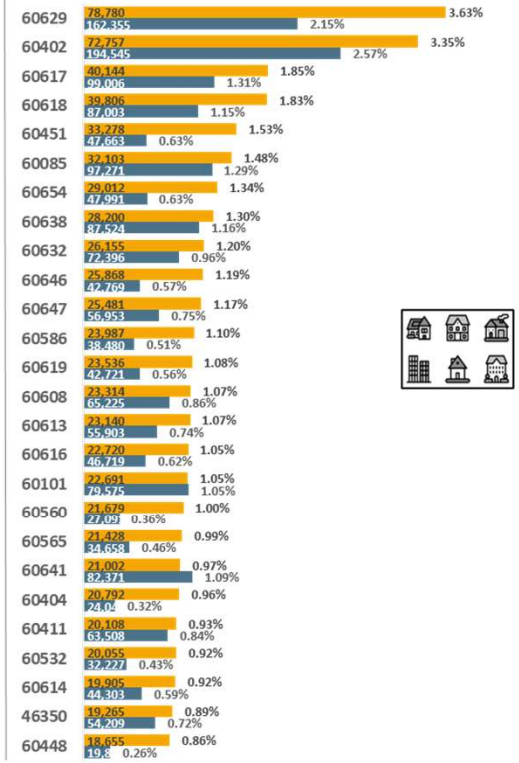
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.4

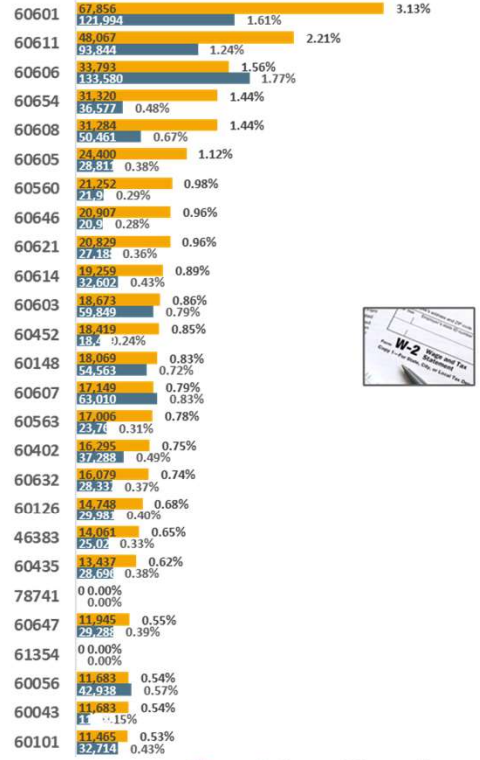
0:48 → 28.4 who Flew on SOUTHWEST Airlines past 12mos

0:48 → 28.4 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

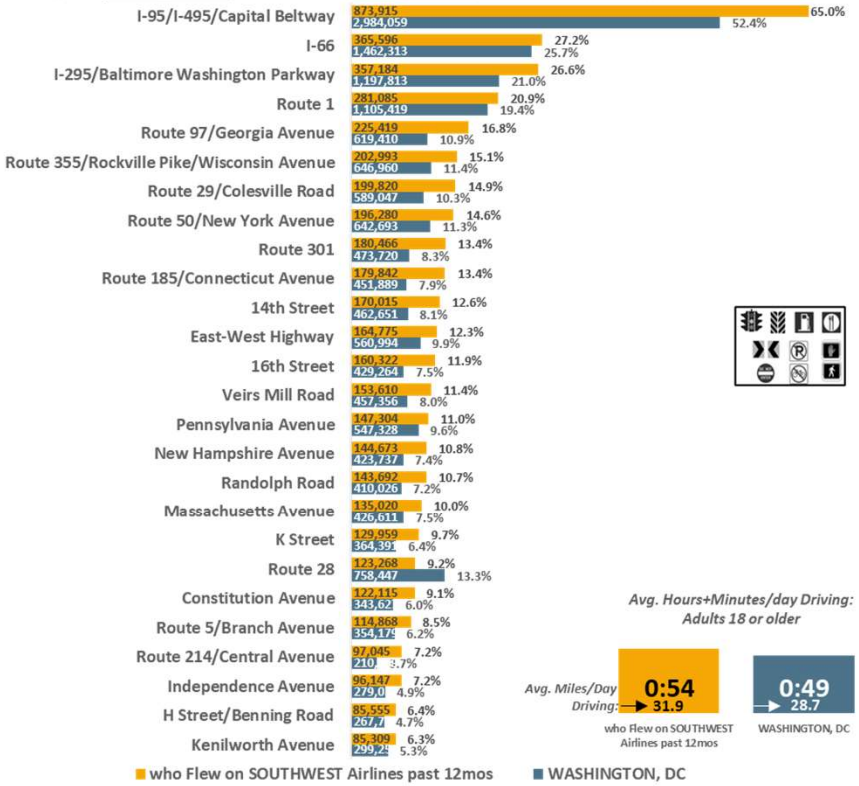
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



1,189,156 or 88.4% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 68.4% more likely to use Route 185/Connecticut Avenue than the Metro average.

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



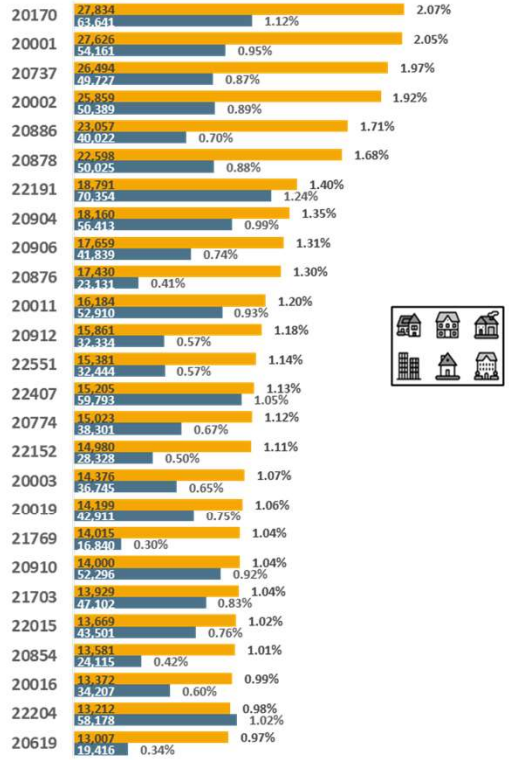
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 31.9

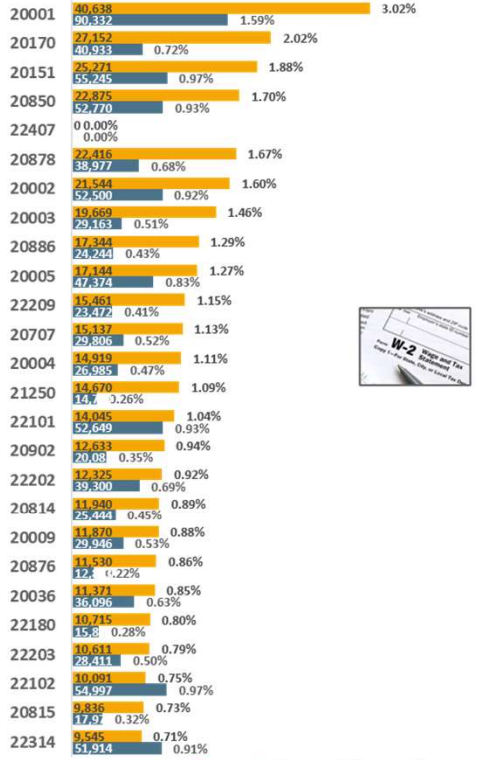
0:54 who Flew on SOUTHWEST Airlines past 12mos

0:49 → 28.7 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

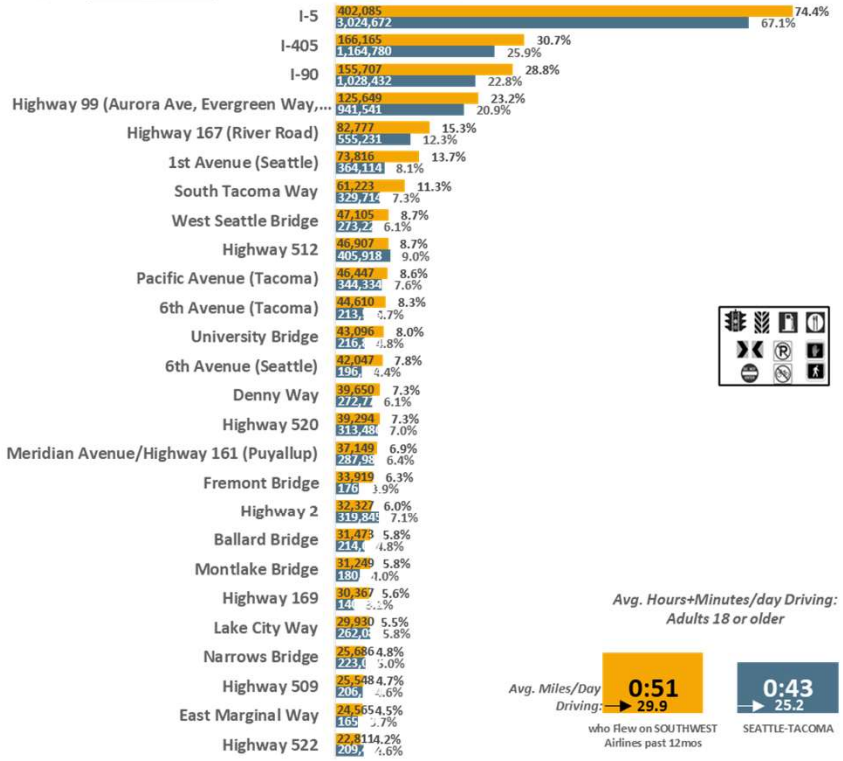
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



471,059 or 87.1% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 51.4 minutes per day driving an average of 29.9 miles each day and are 78.3% more likely to use 6th Avenue (Seattle) than the Metro average.

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



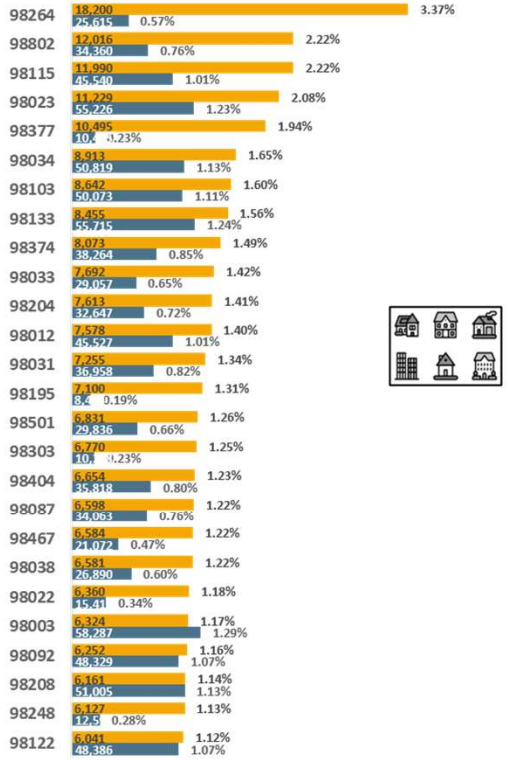
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 29.9

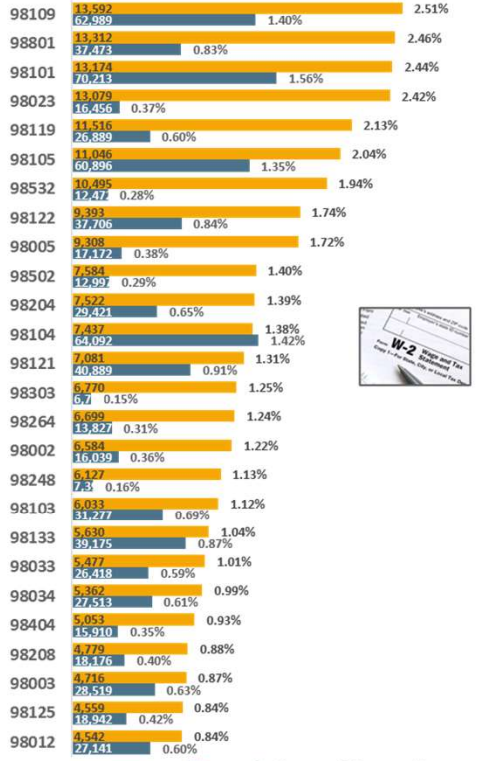
0:51 who Flew on SOUTHWEST Airlines past 12mos

0:43 → 25.2 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

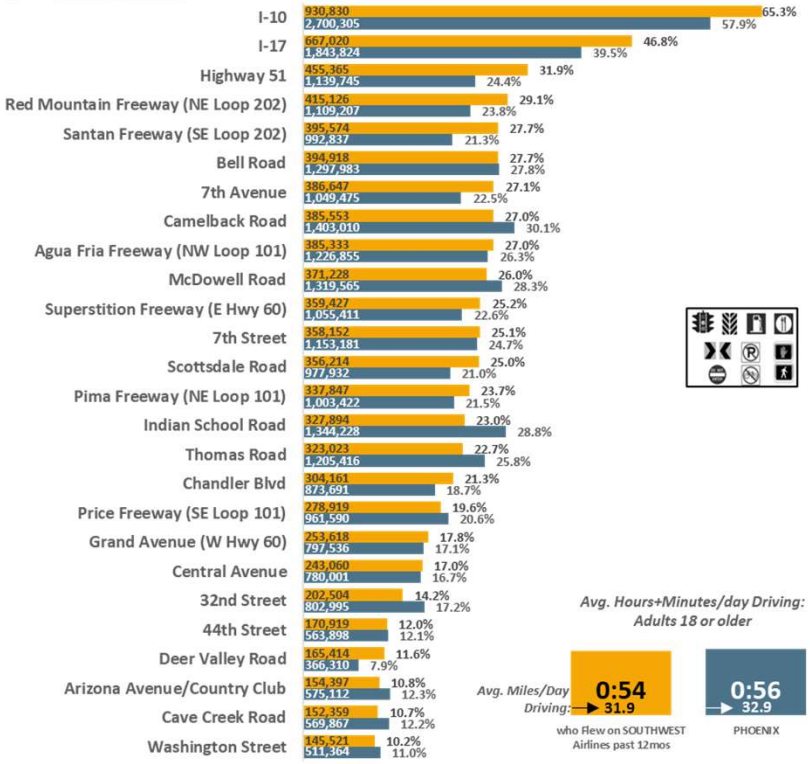
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



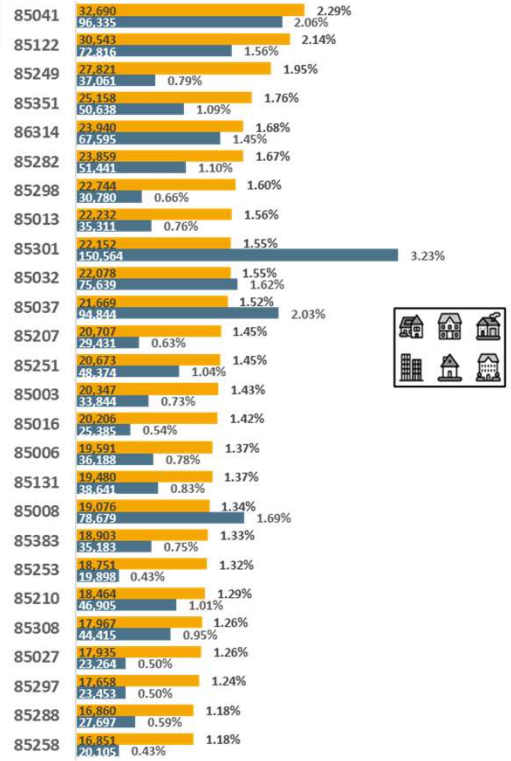
1,319,945 or 92.6% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 30.7% more likely to use Highway 51 than the Metro average.

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

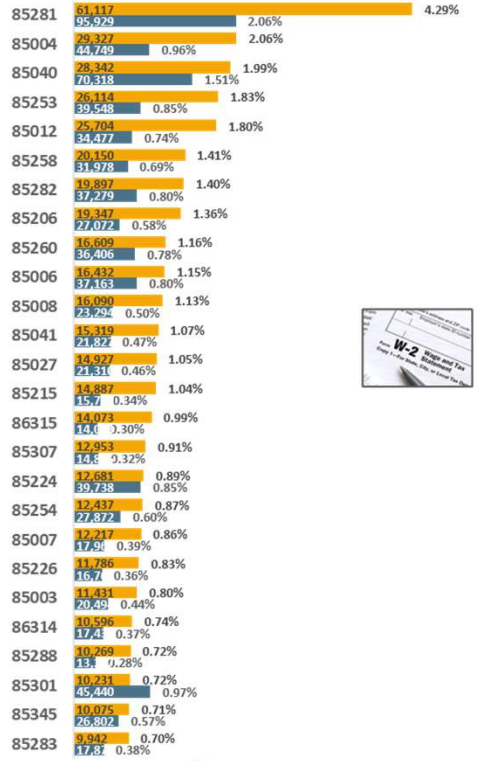


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



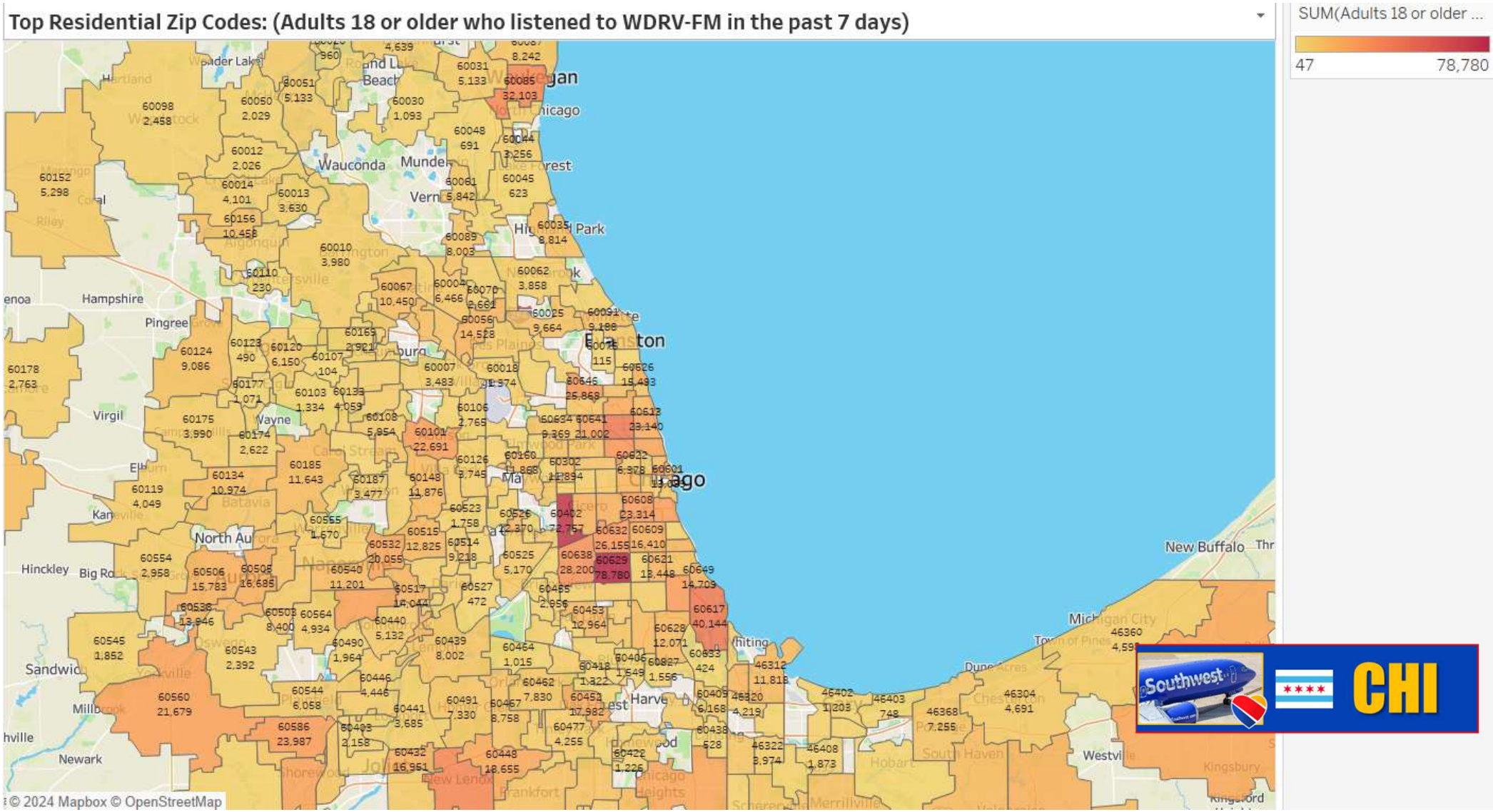
soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

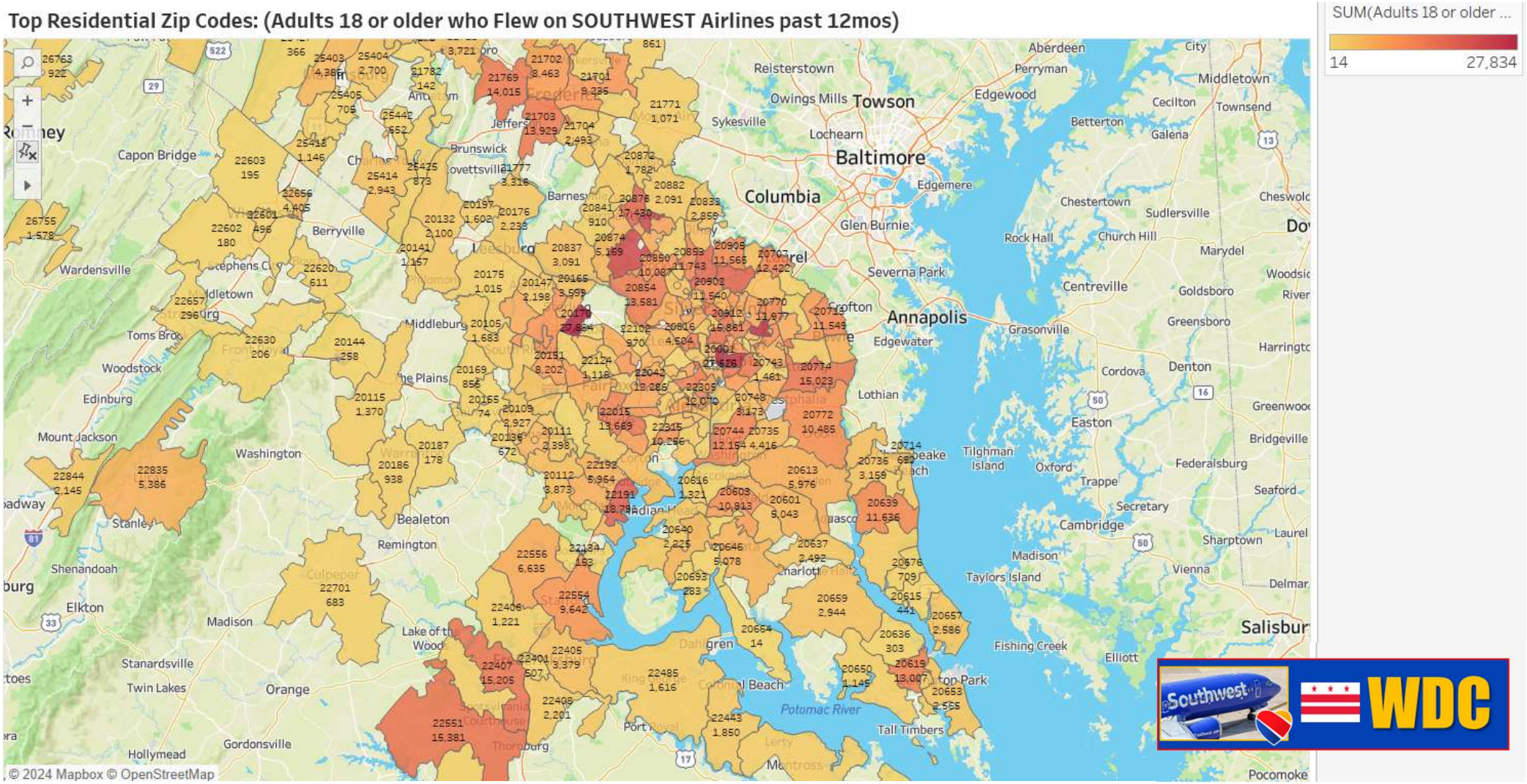
Airlines used for domestic/foreign travel past 12 months: Southwest

Top Residential Zip Codes: (Adults 18 or older who listened to WDRV-FM in the past 7 days)



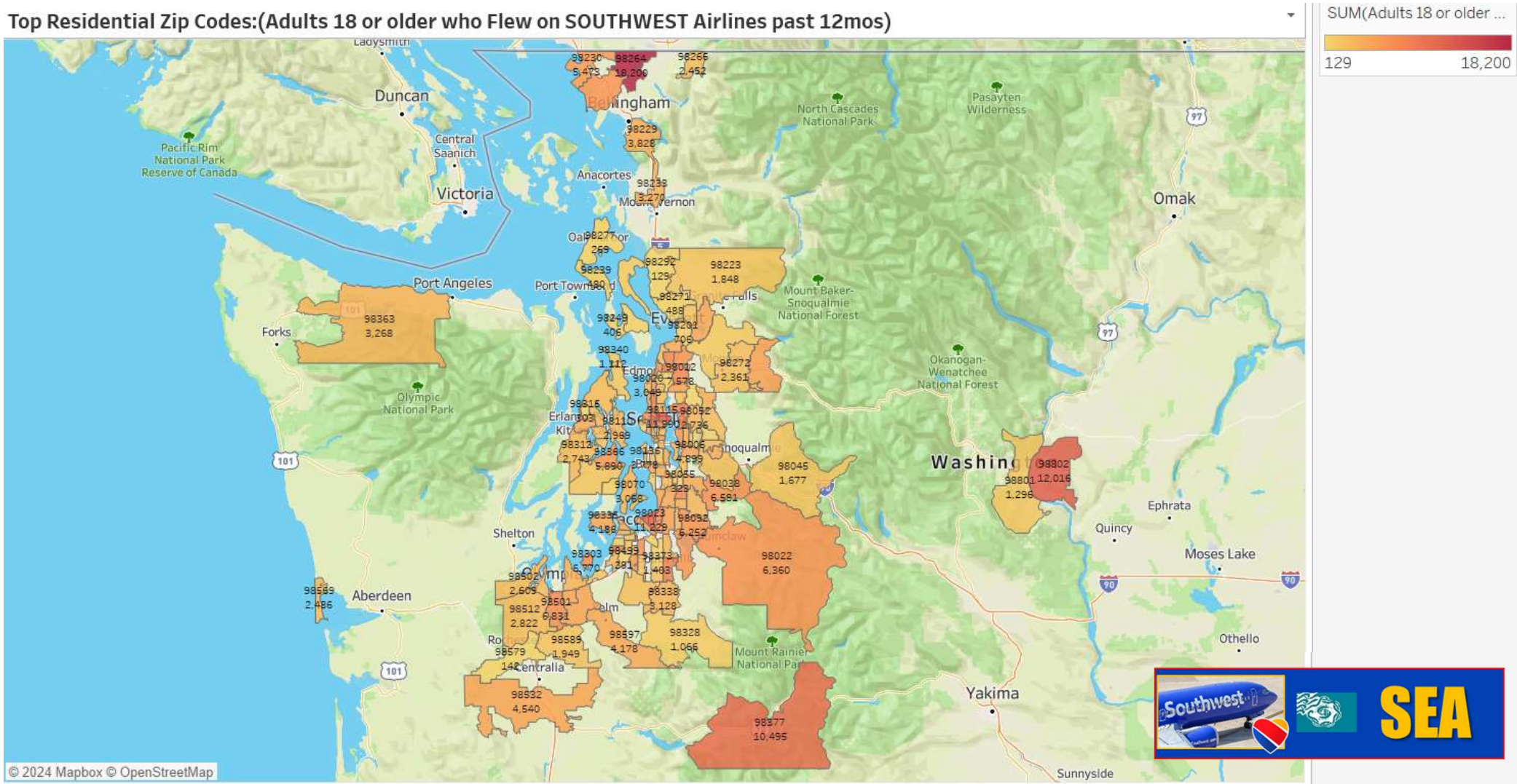
Airlines used for domestic/foreign travel past 12 months: Southwest

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



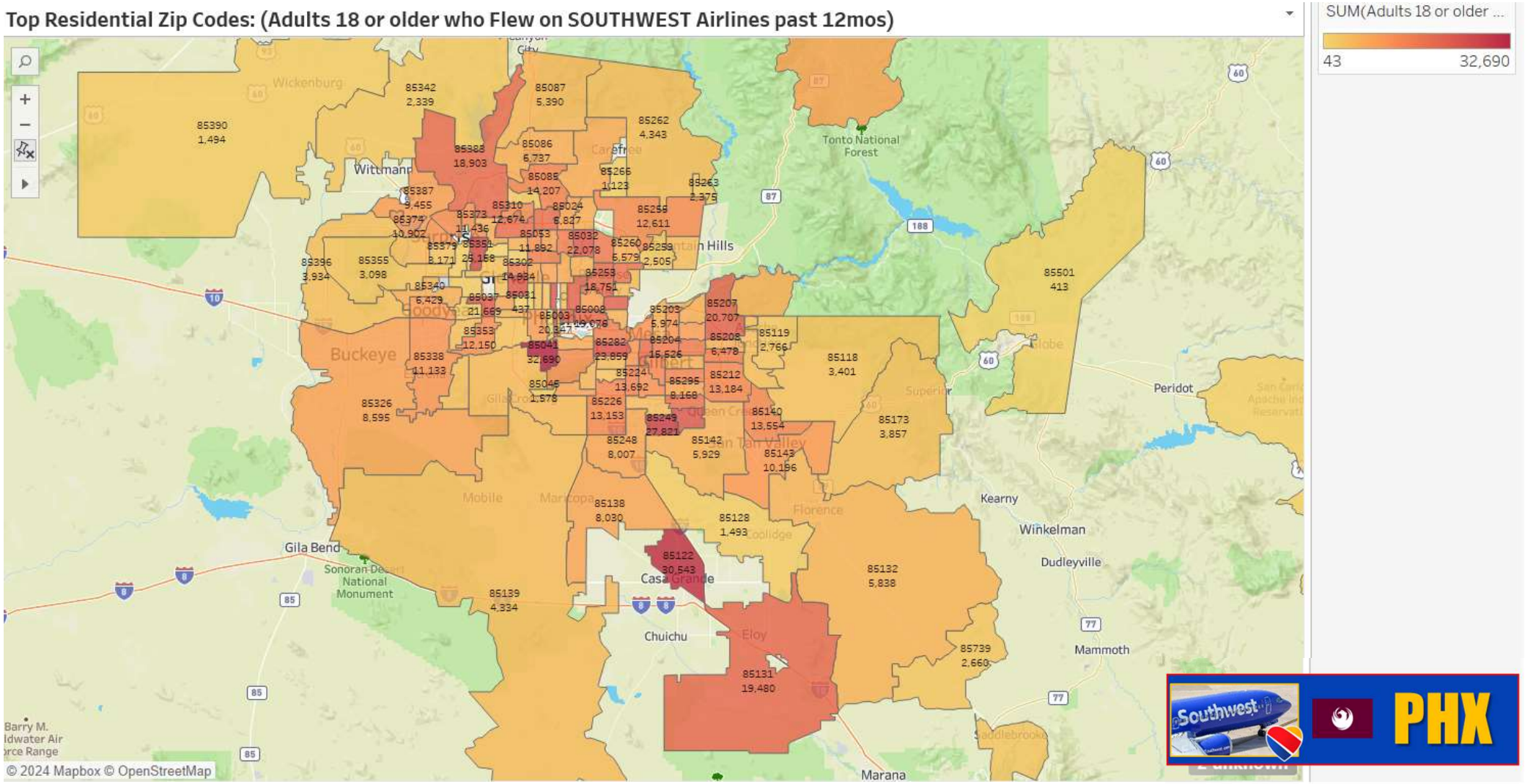
Airlines used for domestic/foreign travel past 12 months: Southwest

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)

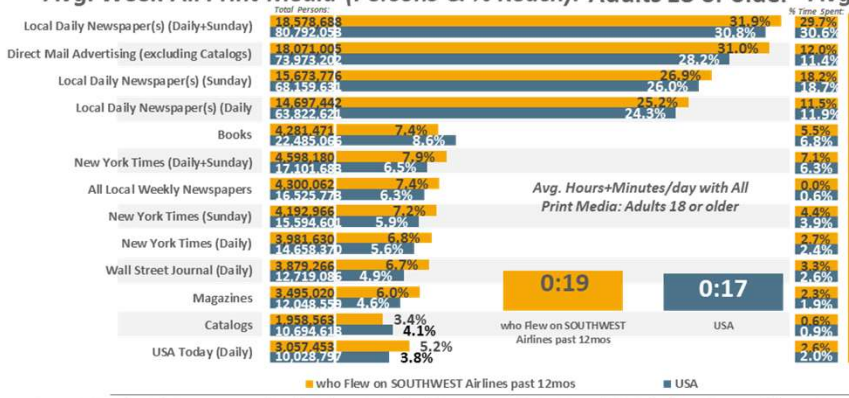


Airlines used for domestic/foreign travel past 12 months: Southwest

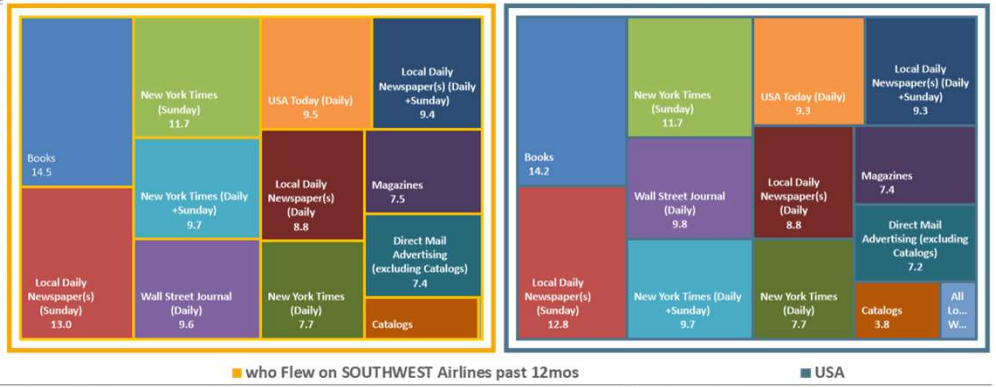


18,578,688 or 31.9% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

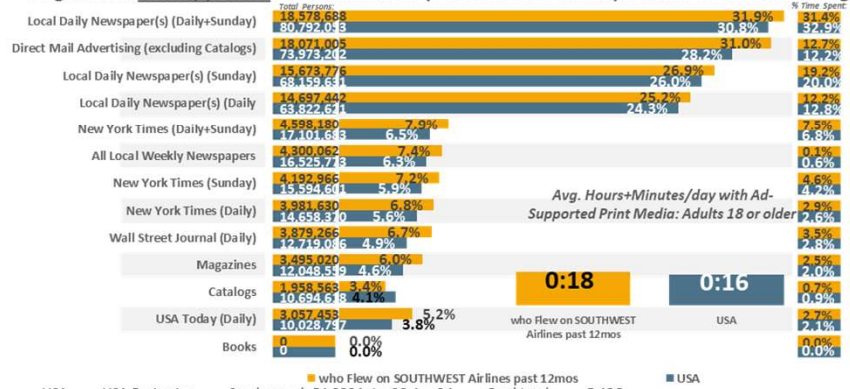
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



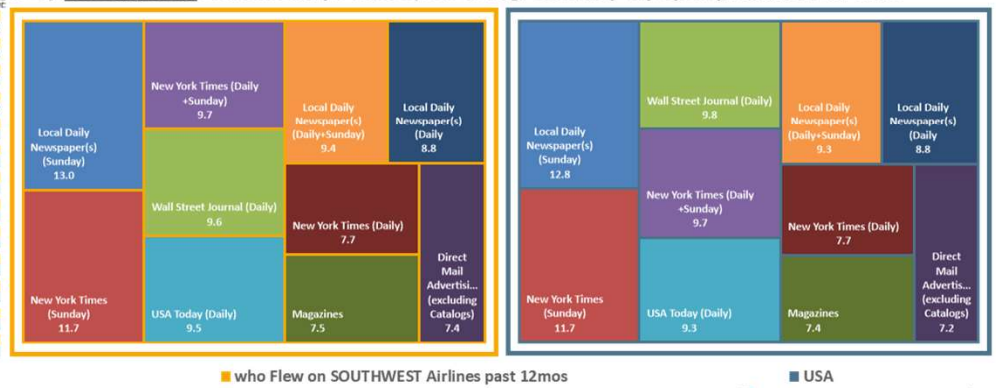
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

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

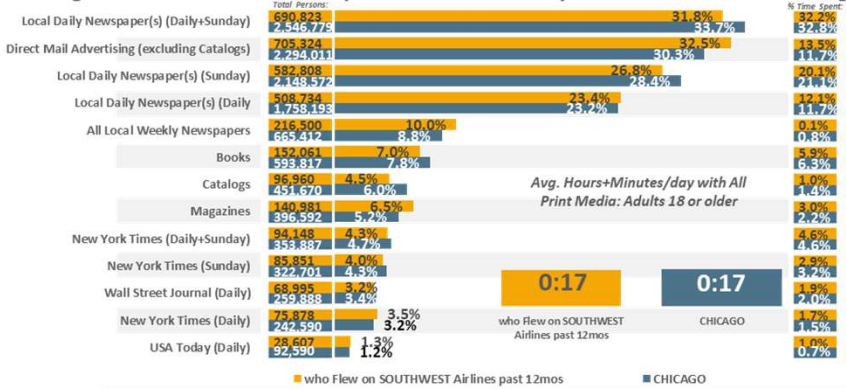
soefa.ai Share of Everything for Anything ©

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

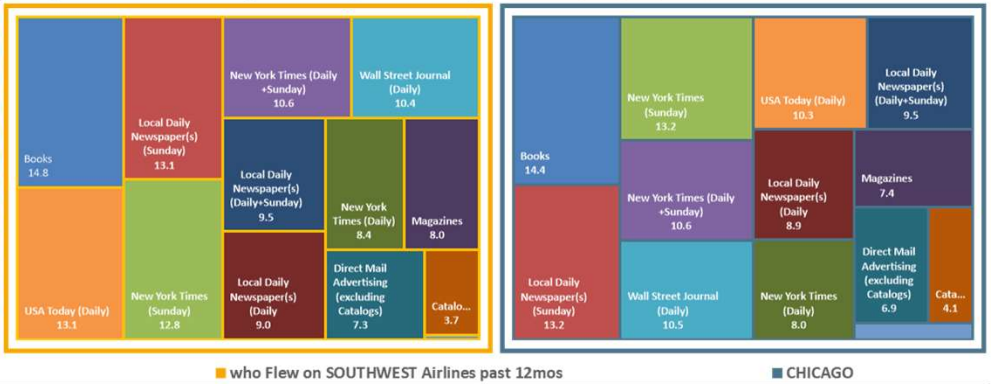


690,823 or 31.8% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

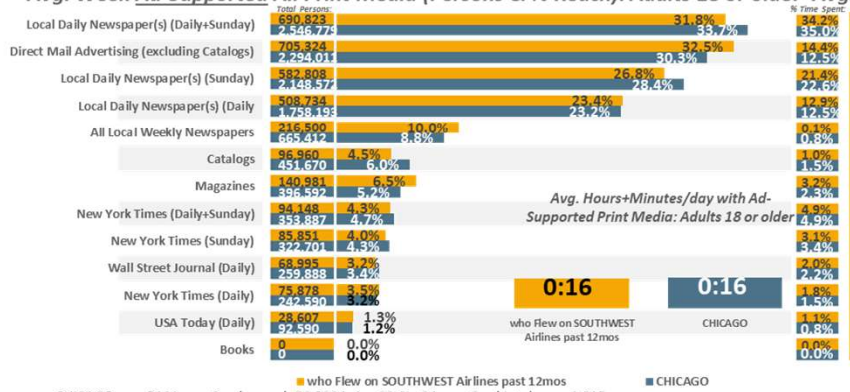
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



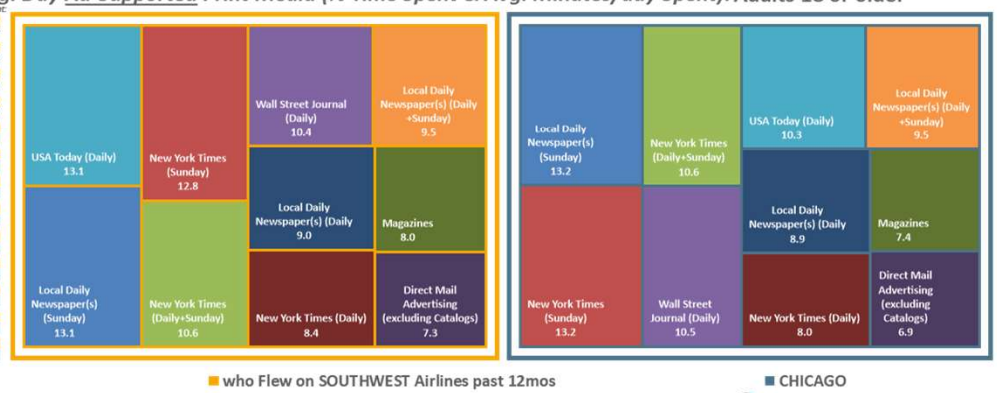
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,015

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

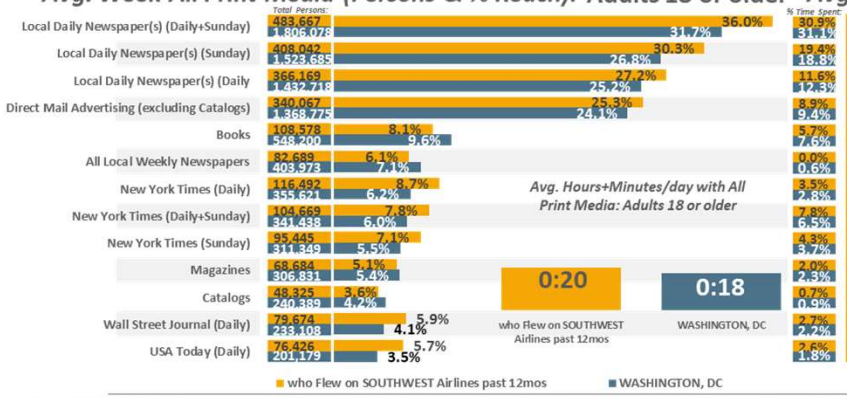
soefa.ai Share of Everything for Anything ©

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

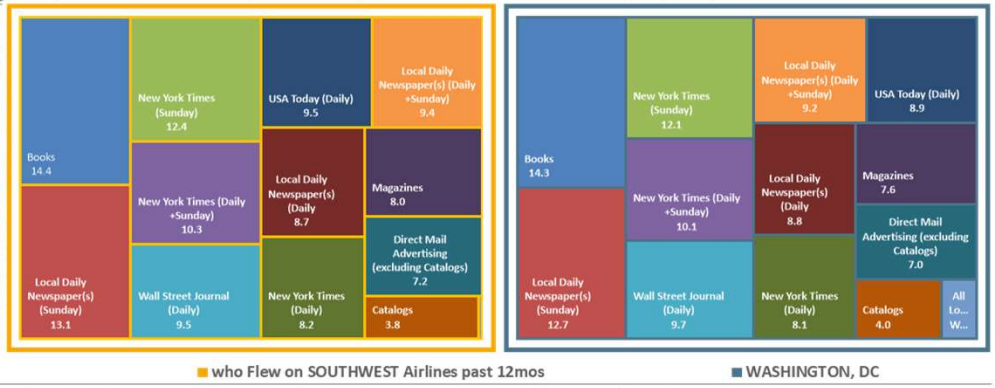


483,667 or 36.% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

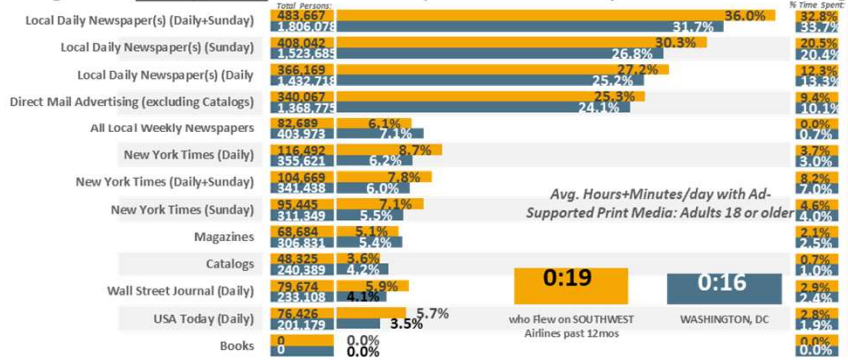
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



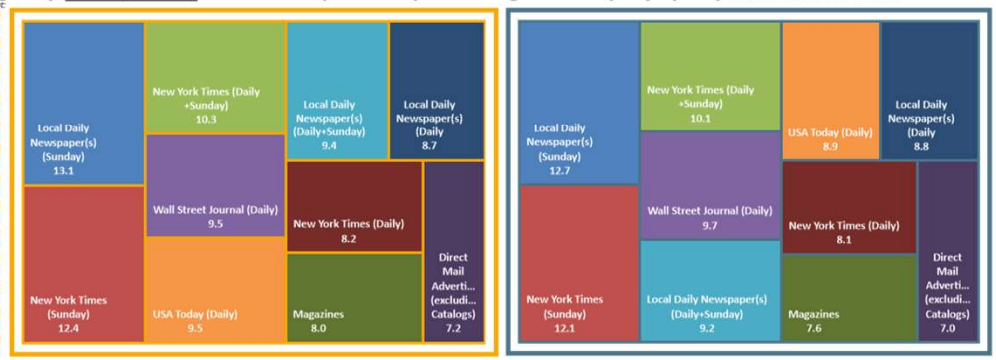
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,341

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

soefa.ai Share of Everything for Anything ©

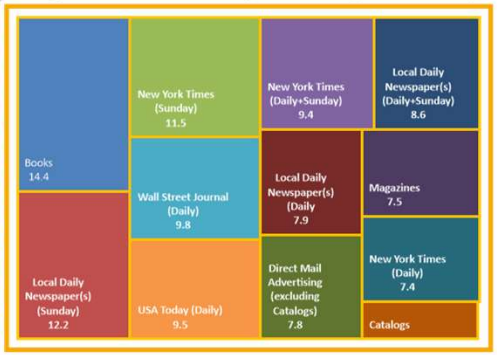
Airlines used for domestic/foreign travel past 12 months: Southwest

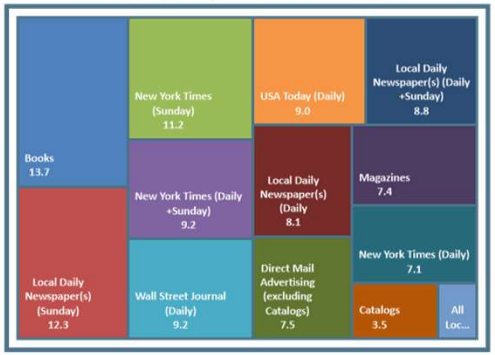


217,645 or 40.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

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

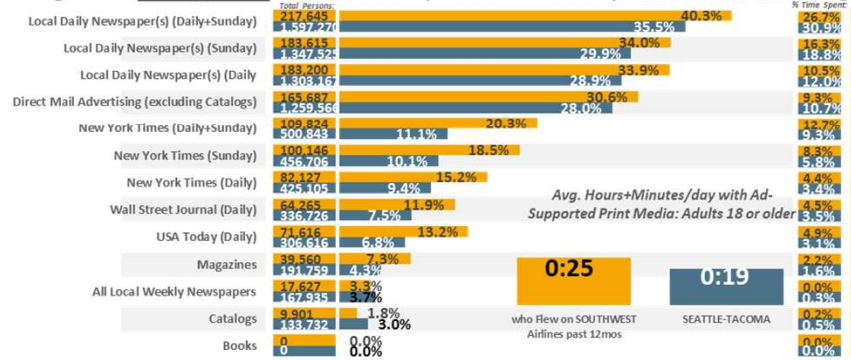


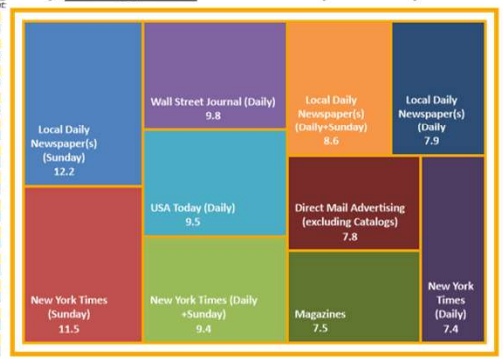


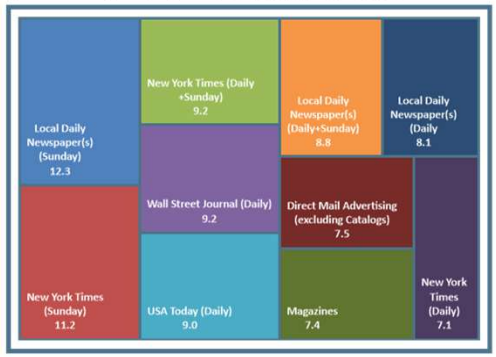


■ who Flew on SOUTHWEST Airlines past 12mos ■ SEATTLE-TACOMA

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







■ who Flew on SOUTHWEST Airlines past 12mos ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 459

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

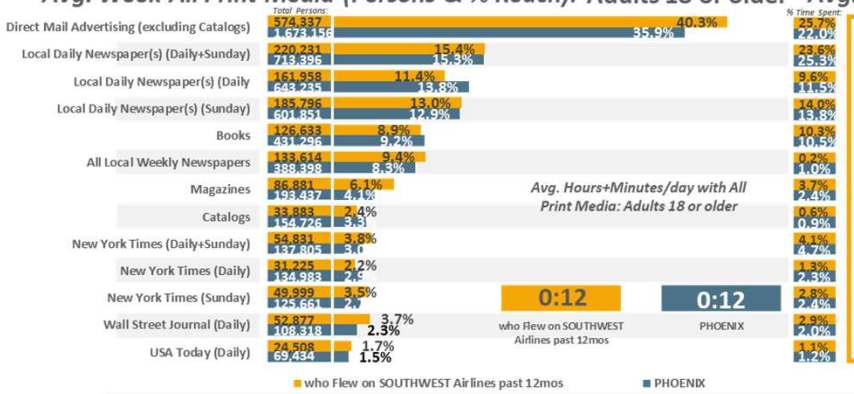
soefa.ai Share of Everything for Anything ©

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

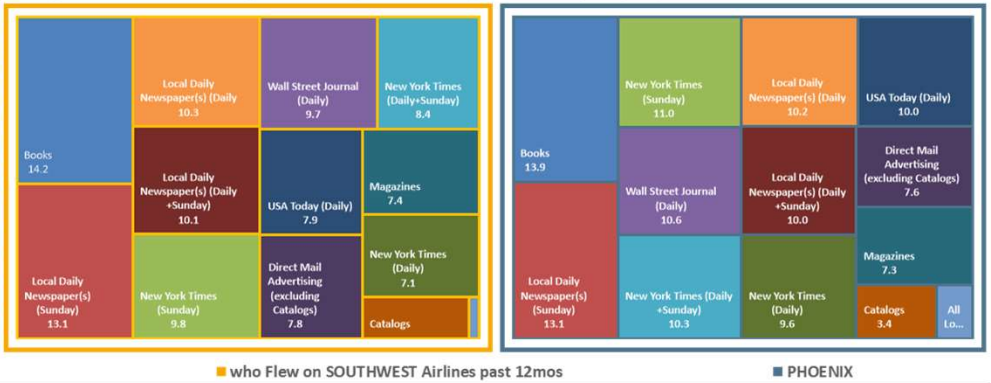


574,337 or 40.3% of Adults 18 or older who Flew on SOUTHWEST Airlines past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

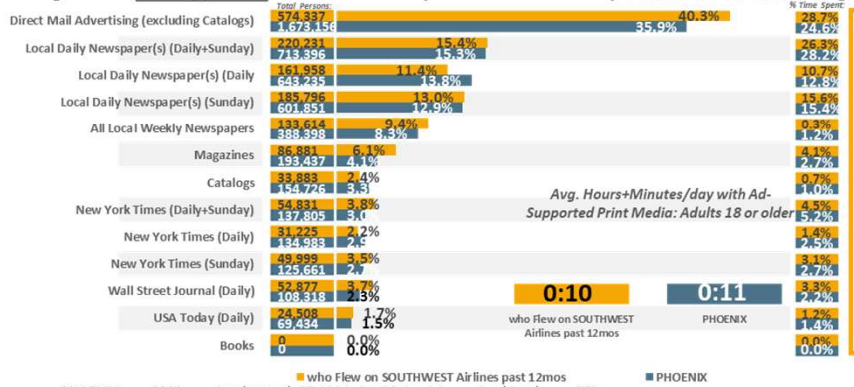
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



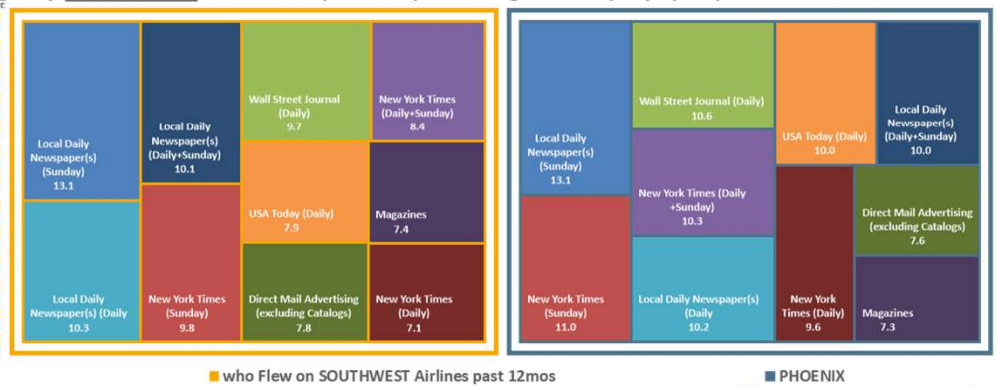
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 762

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

soefa.ai Share of Everything for Anything ©

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