USA –P18+ Users of 5 Different DOMESTIC AIRLINES to MEXICO past 12mos!

Complete Demographic & Media Use Profiles

American Airlines

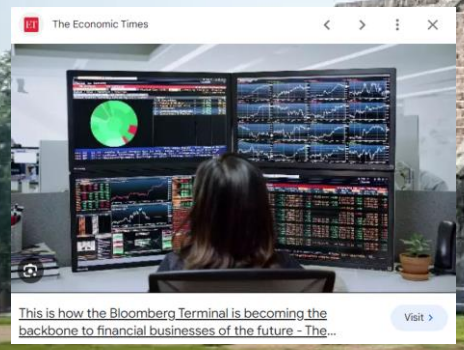
DELTA

jetBlue

Southwest

UNITED

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 12mo Fliers to MEXICO on AMERICAN, DELTA, JETBLUE, SOUTHWEST, AND UNITED Airlines as of April 2024!



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

[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: American
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Delta
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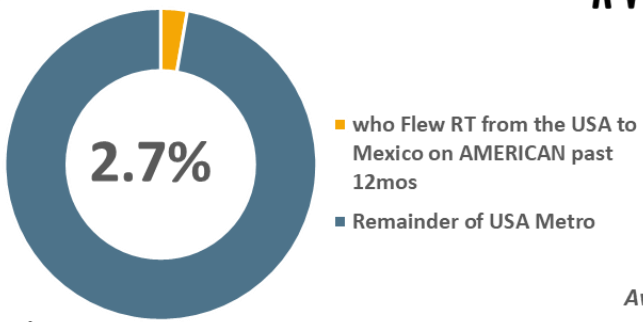
HUBBARD BROADCASTING INC. HB INC.

2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Typical Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are 46.5 years old (4.8% younger than average) and have a $119,830 (33.6% higher than average) annual household …

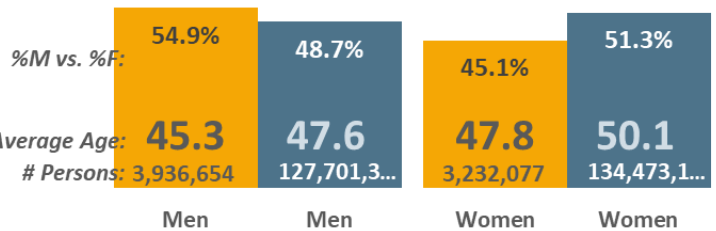
Percent of Market: Adults 18 or older



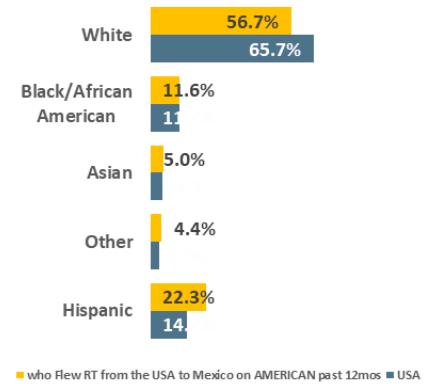
Total Persons:



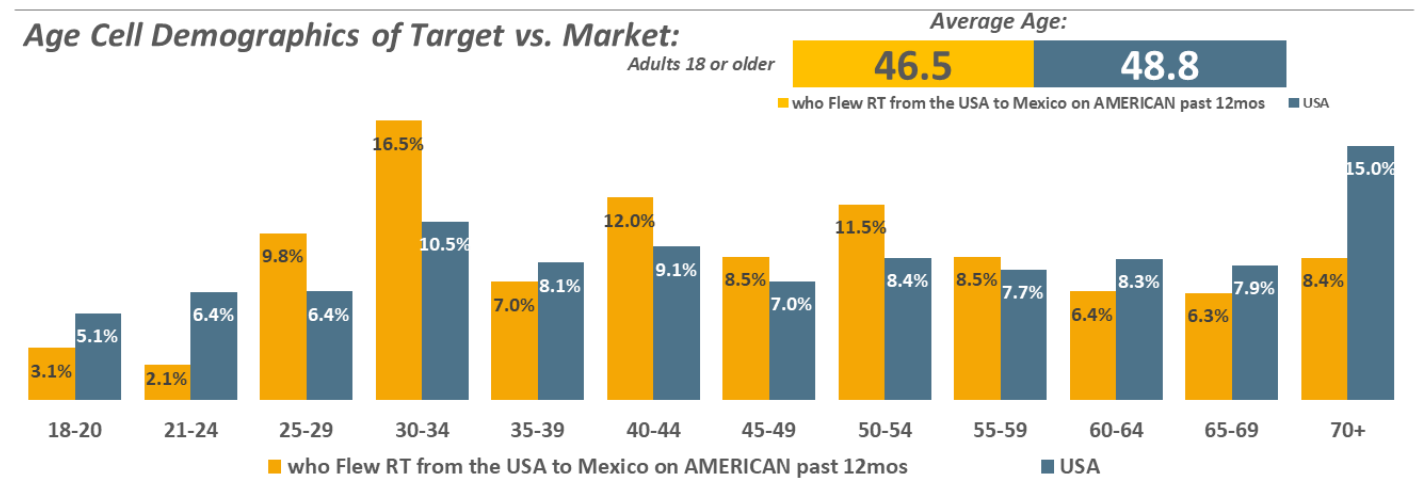
Gender of Target vs. Market: Adults 18 or older



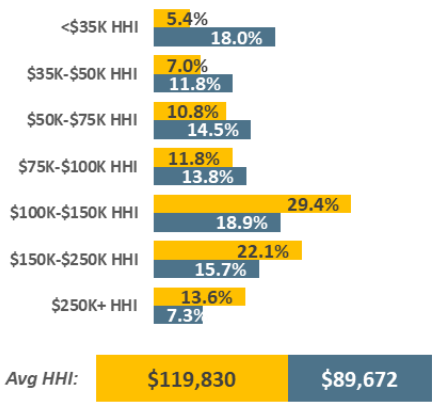
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $119,830 | $89,672

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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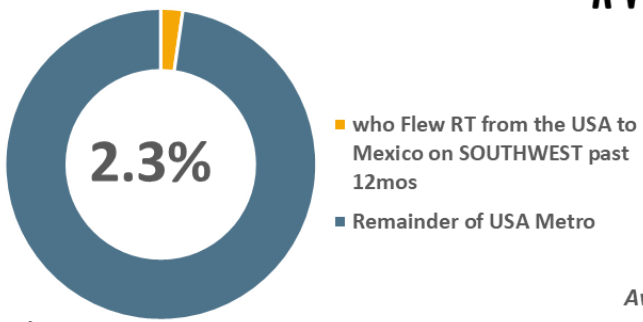
2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Typical Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 48.6 years old (.5% younger than average) and have a $123,891 (38.2% higher than average) annual household…

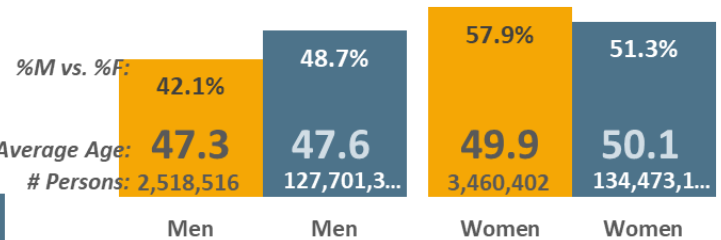
Percent of Market: Adults 18 or older



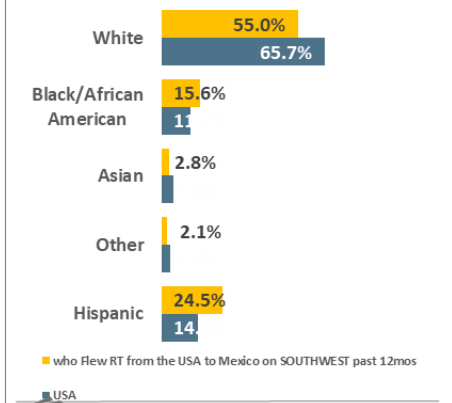
Total Persons:



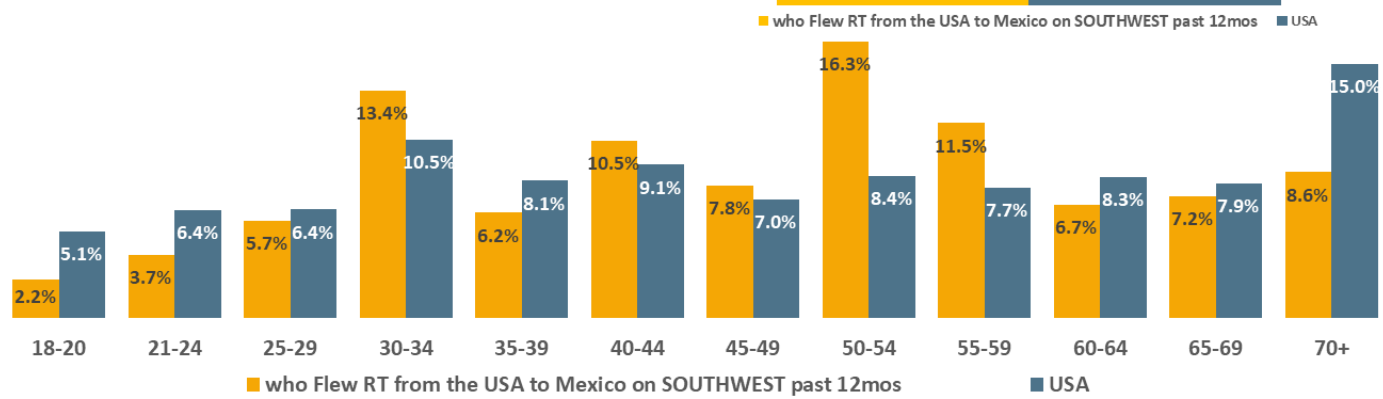
Gender of Target vs. Market: Adults 18 or older



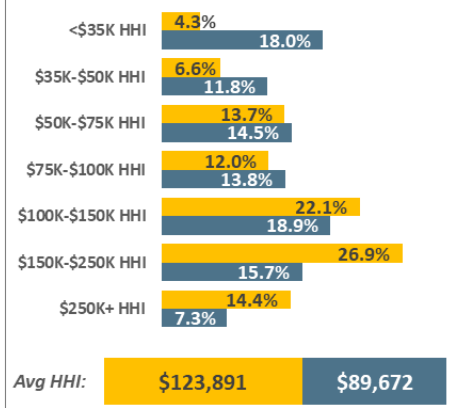
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,891 | $89,672

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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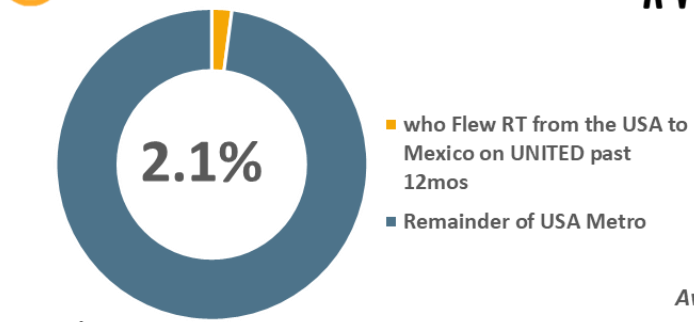
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Southwest

2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos.
Typical Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 45.2 years old (7.5% younger than average) and have a $123,684 (37.9% higher than average) annual household income.

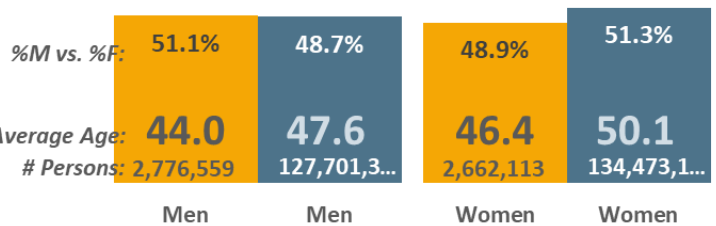
Percent of Market: Adults 18 or older



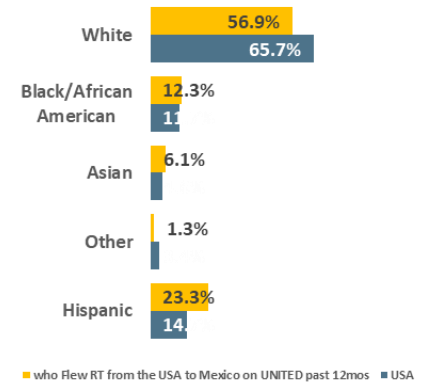
Total Persons:



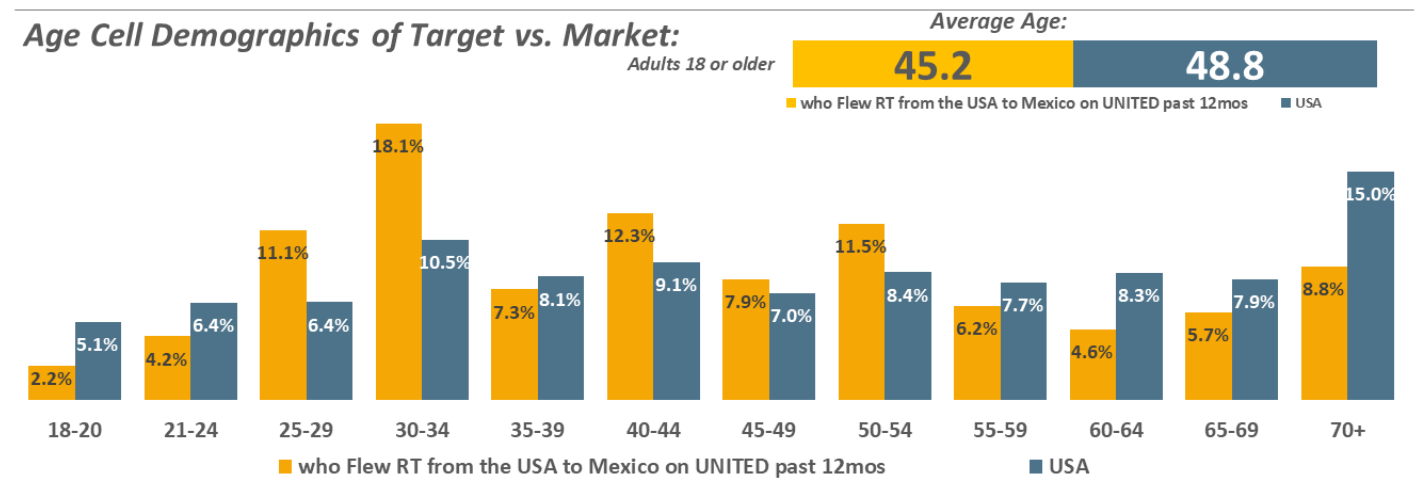
Gender of Target vs. Market: Adults 18 or older



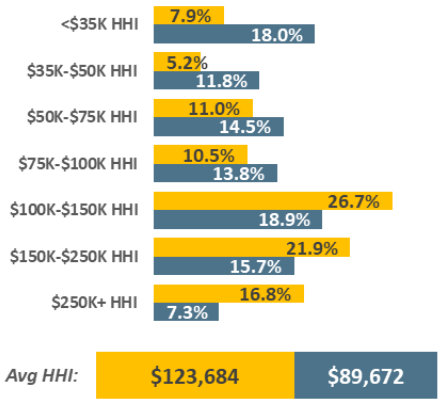
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,684 | $89,672

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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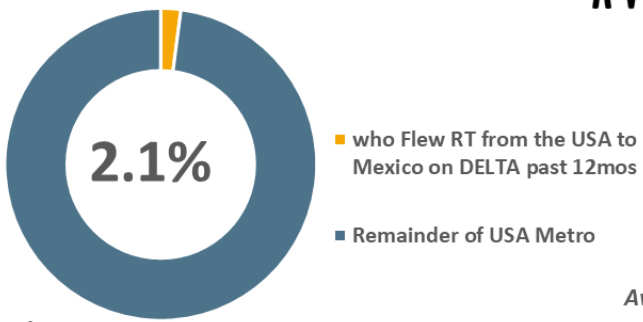
DELTA

2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos.
Typical Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are 46.2 years old (5.4% younger than average) and have a $129,713 (44.7% higher than average) annual household income.

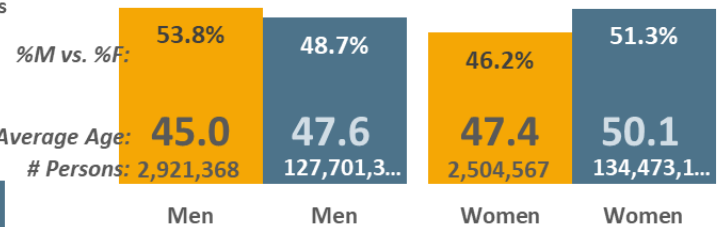
Percent of Market: Adults 18 or older



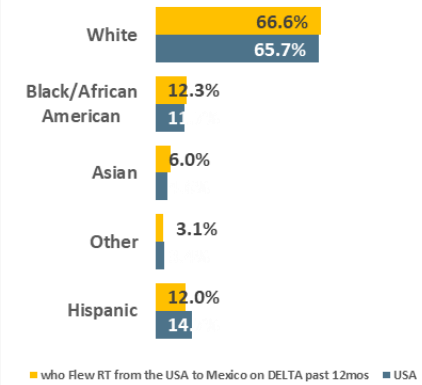
Total Persons:



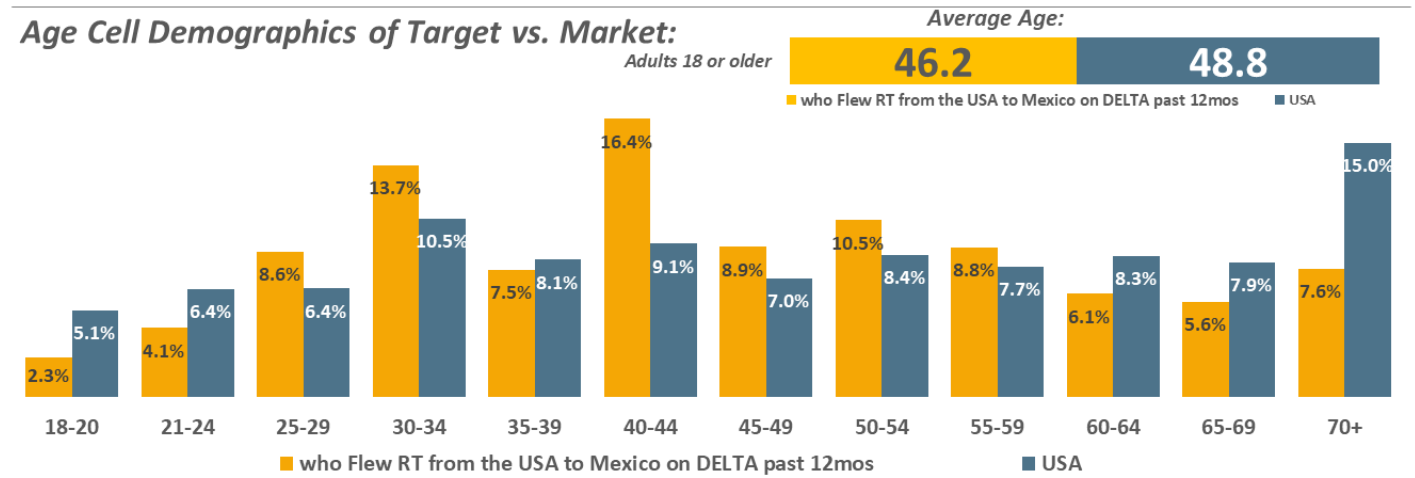
Gender of Target vs. Market: Adults 18 or older



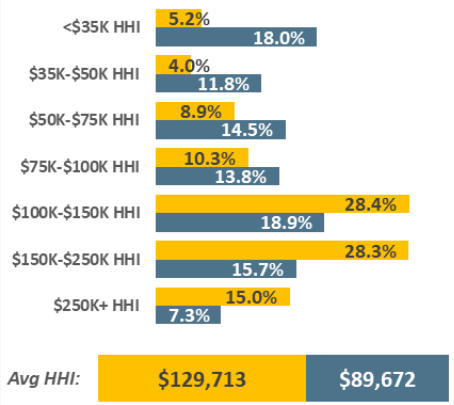
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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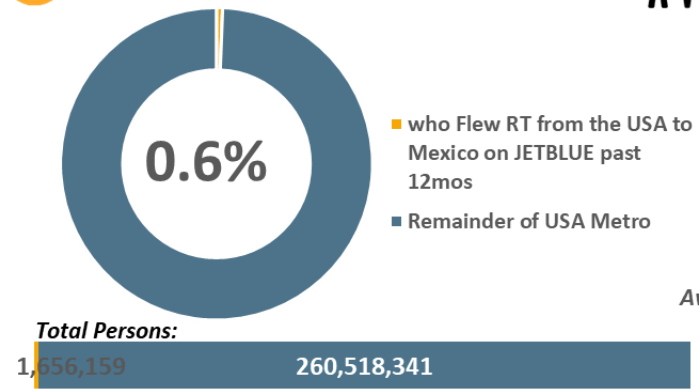
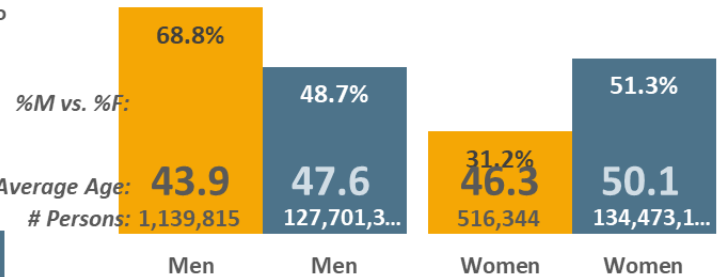
.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos.
Typical Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 45.1 years old (7.7% younger than average) and have a $132,984 (48.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

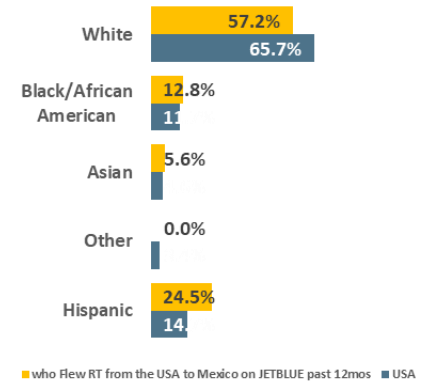


Total Persons:

Gender of Target vs. Market: Adults 18 or older

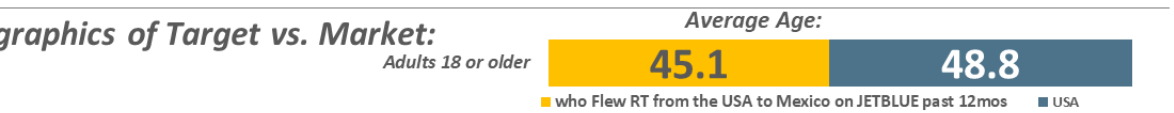


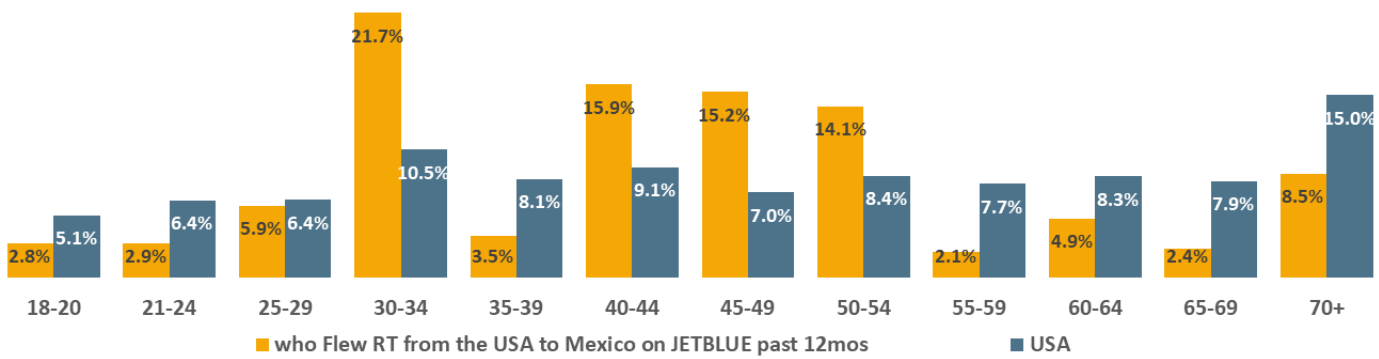
Ethnicity of Target vs. Market:



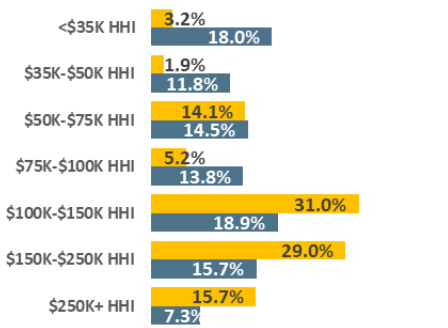
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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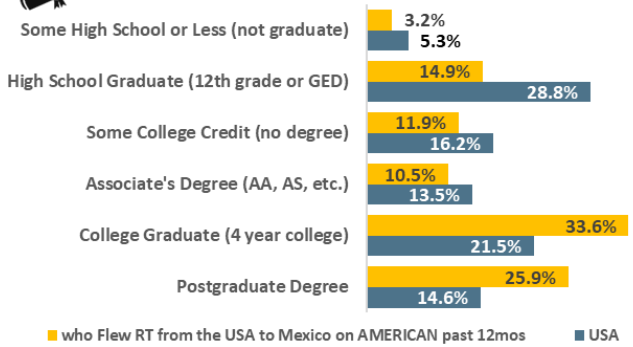
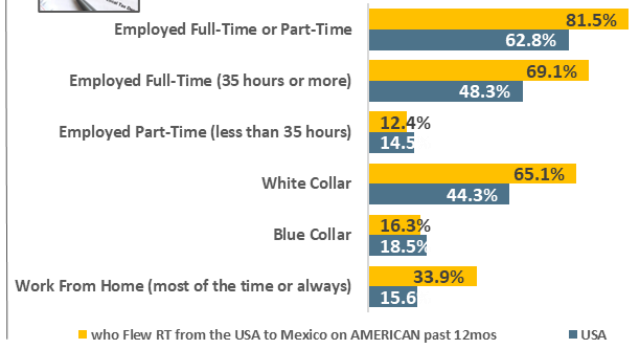
American Airlines

2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are 64.7% more likely to be a college graduate, 43.1% more likely to work full-time, 25.3% more likely to be married, 10.9% more likely to be a parent of 1 or more children under

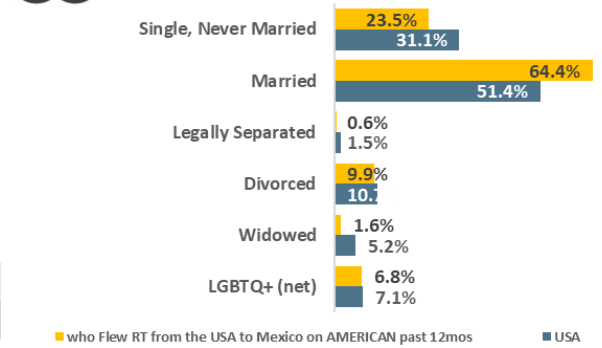
Education Levels: Adults 18 or older



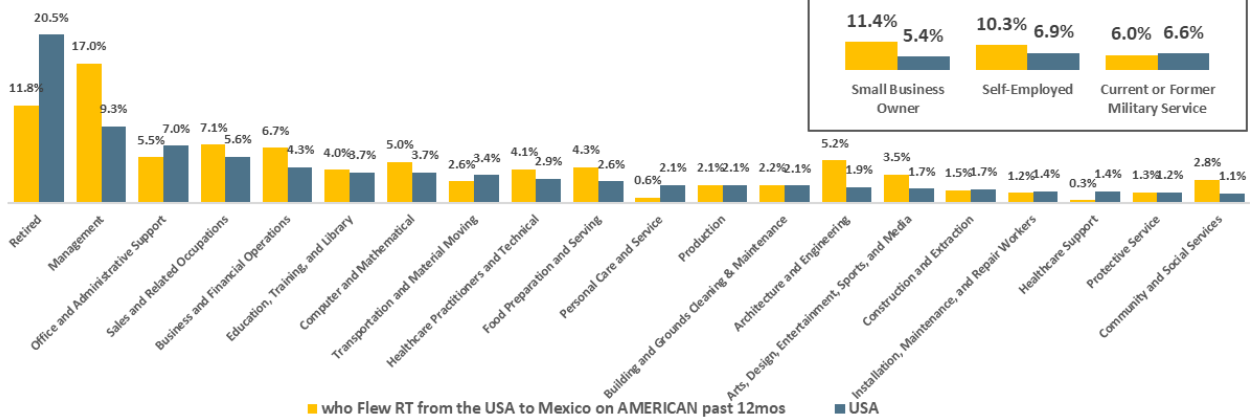
Employment: Adults 18 or older



Marital Status: Adults 18 or older

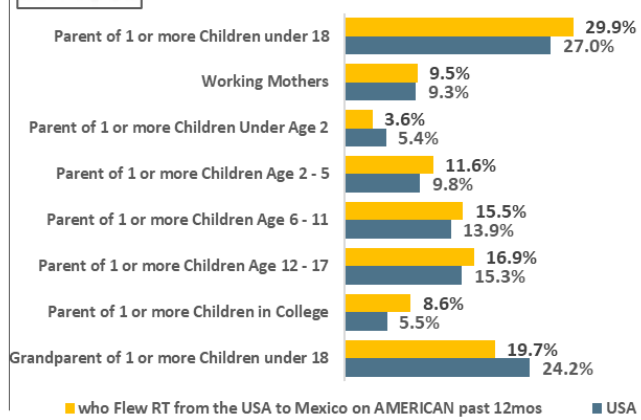


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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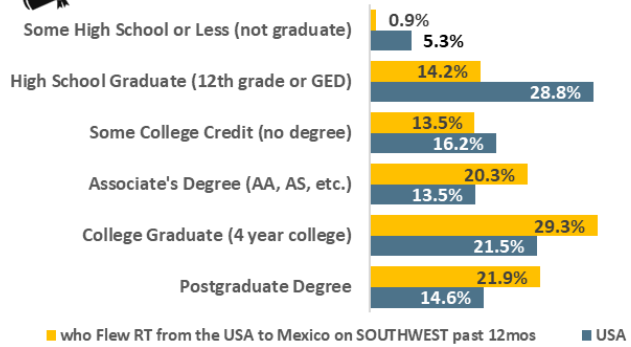
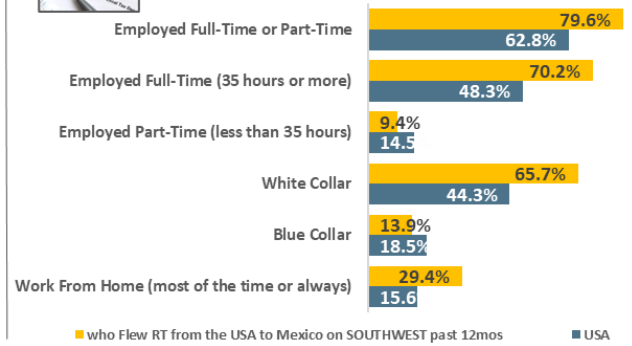
2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 41.5% more likely to be a college graduate, 45.3% more likely to work full-time, 18.4% more likely to be married, 3.6% more likely to be a parent of 1 or more children under

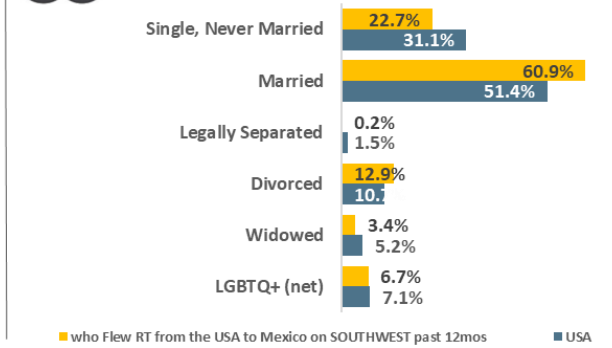
Education Levels: Adults 18 or older



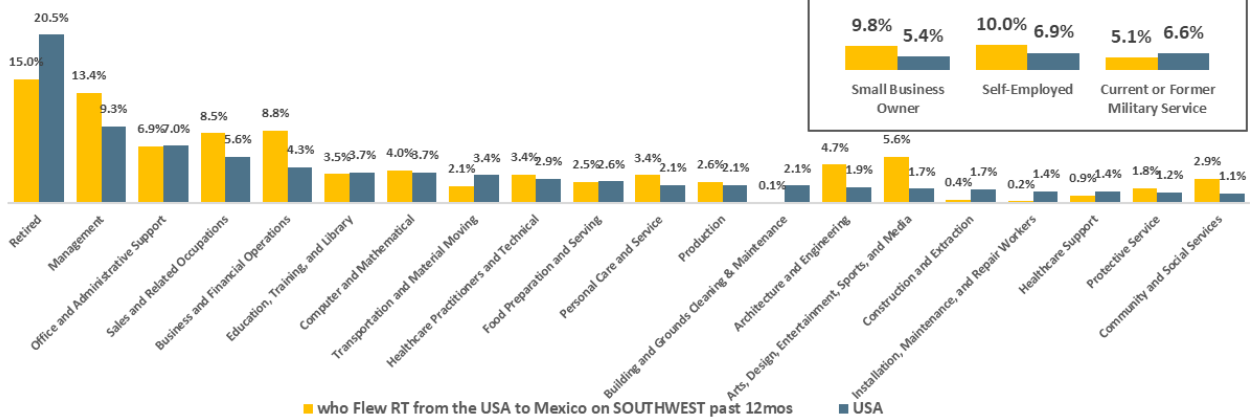
Employment: Adults 18 or older



Marital Status: Adults 18 or older

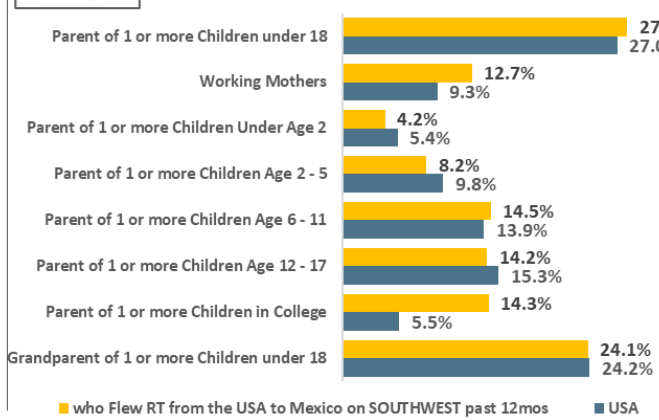


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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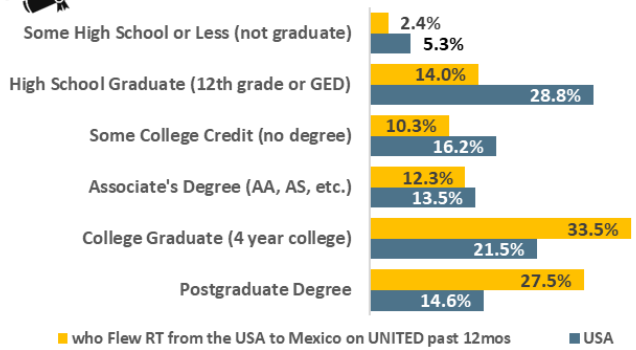
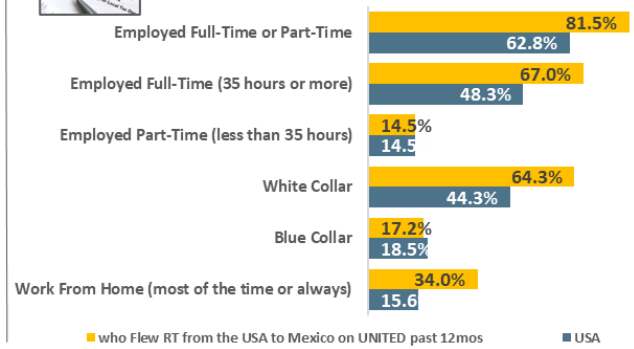
UNITED

2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 69.% more likely to be a college graduate, 38.7% more likely to work full-time, 9.% more likely to be married, 9.2% less likely to be a parent of 1 or more children under 18.

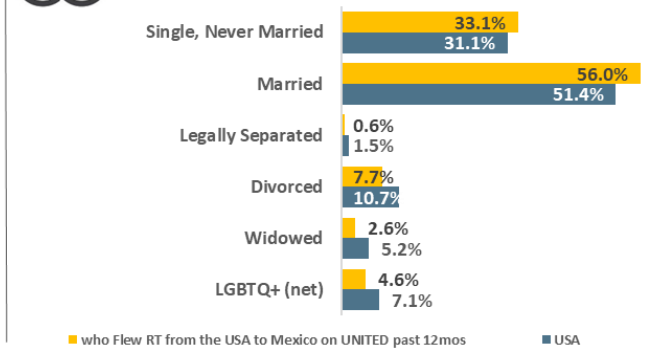
Education Levels: Adults 18 or older



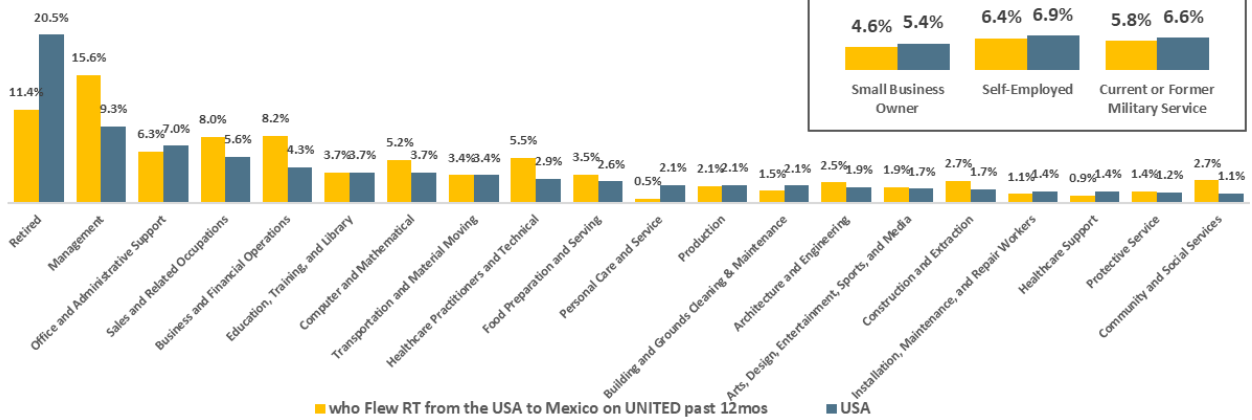
Employment: Adults 18 or older



Marital Status: Adults 18 or older

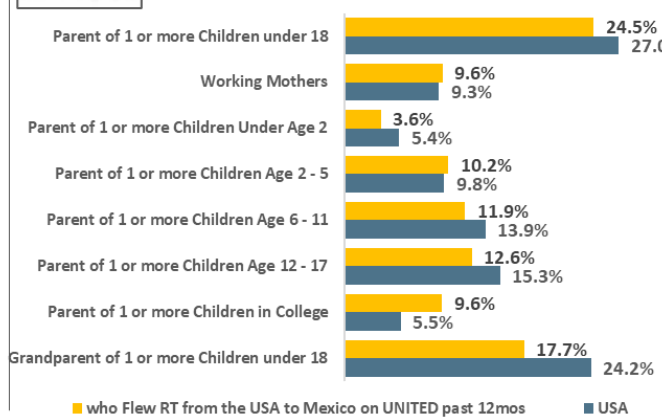


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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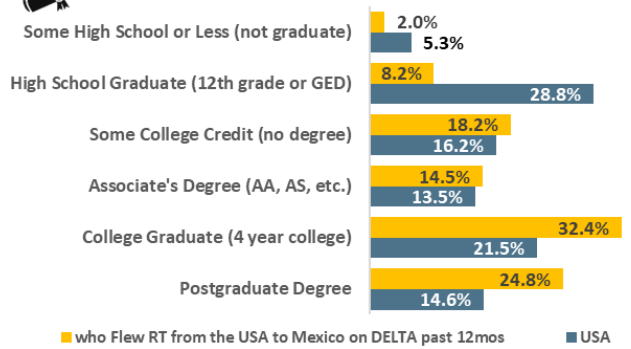
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

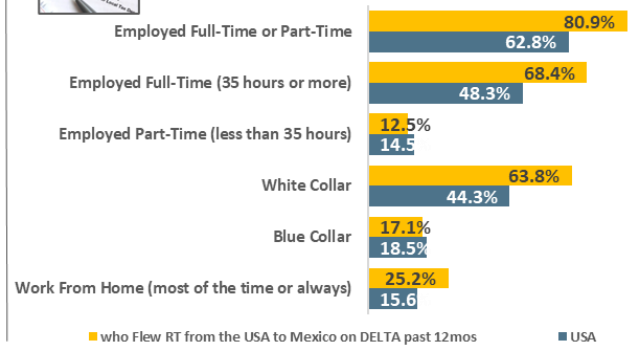
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: United

2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are 58.2% more likely to be a college graduate, 41.7% more likely to work full-time, 16.1% more likely to be married, 9.9% less likely to be a parent of 1 or more children under 18.

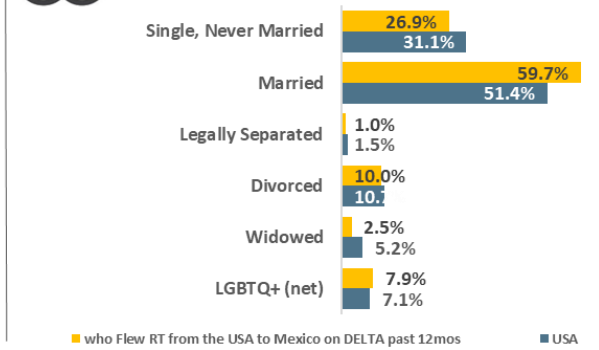
Education Levels: Adults 18 or older



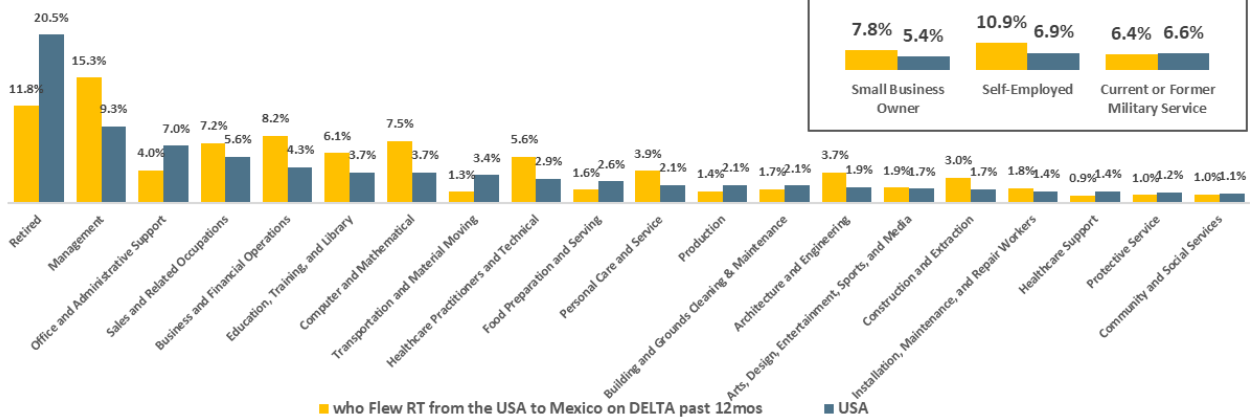
Employment: Adults 18 or older



Marital Status: Adults 18 or older

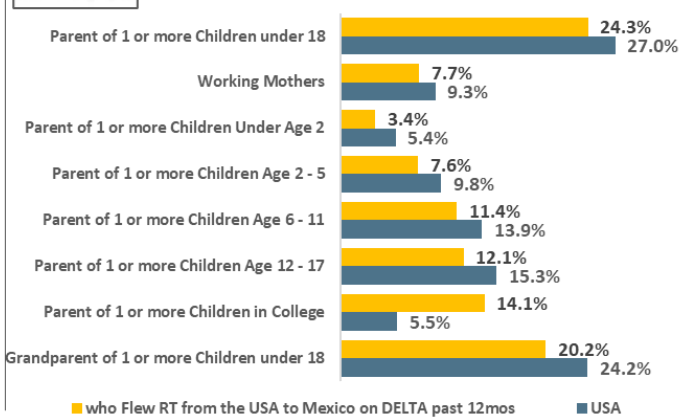


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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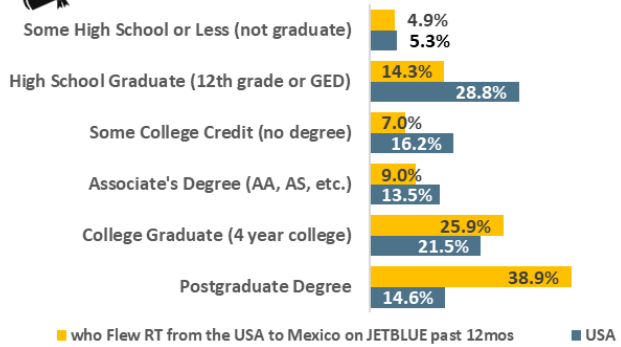
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

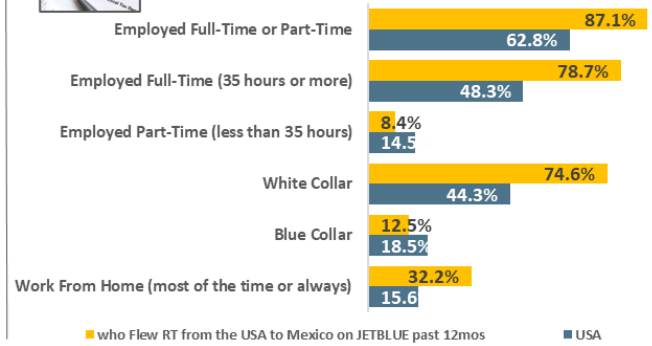
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Delta

.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 79.2% more likely to be a college graduate, 63.1% more likely to work full-time, 29.3% more likely to be married, 21.9% more likely to be a parent of 1 or more children under

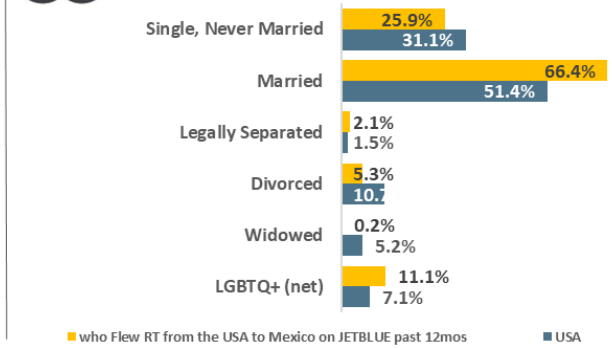
Education Levels: Adults 18 or older



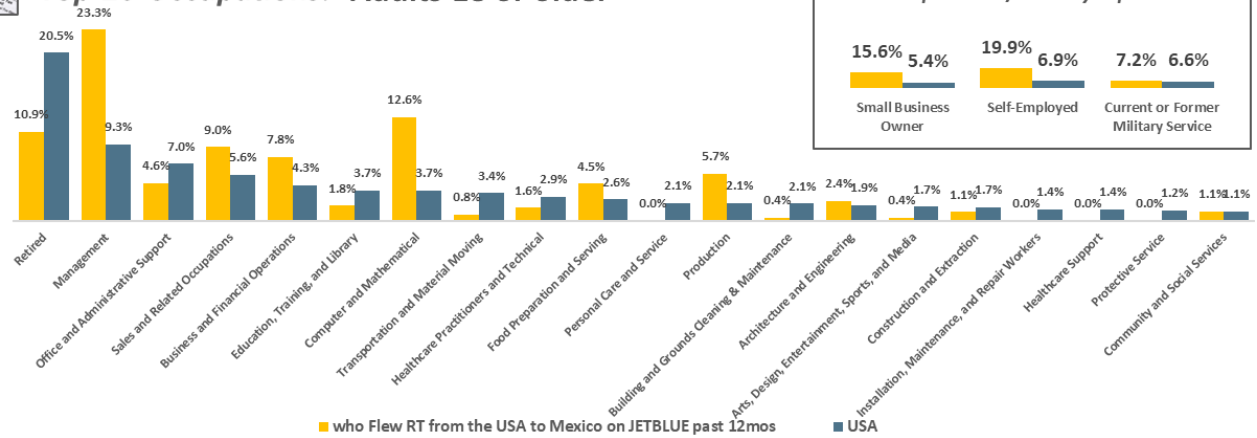
Employment: Adults 18 or older



Marital Status: Adults 18 or older

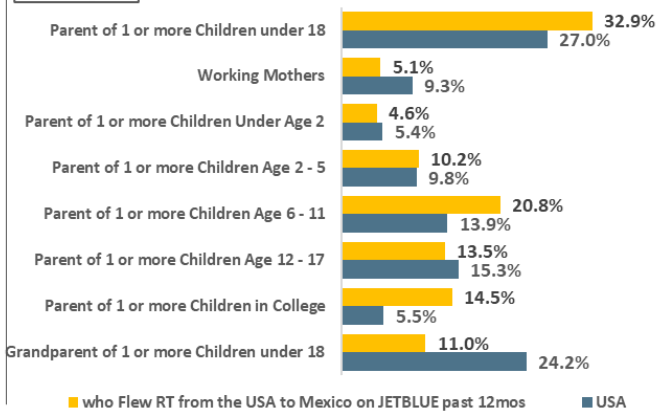


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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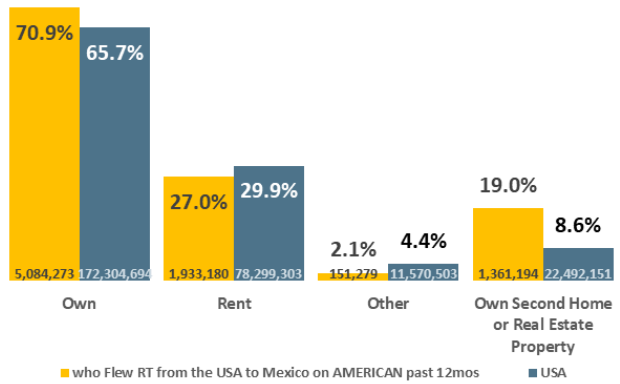
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: JetBlue

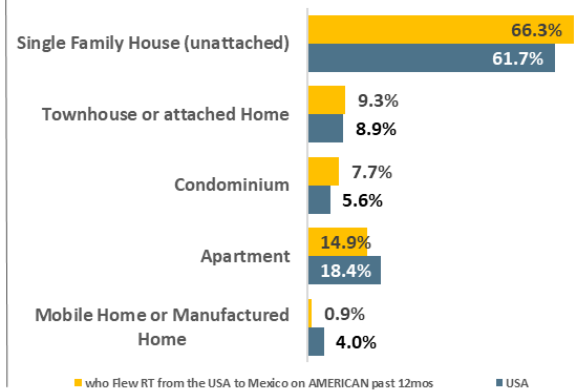
American Airlines

2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are 7.9% more likely to own their home, 30.8% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 11.8% more likely to have a dog.

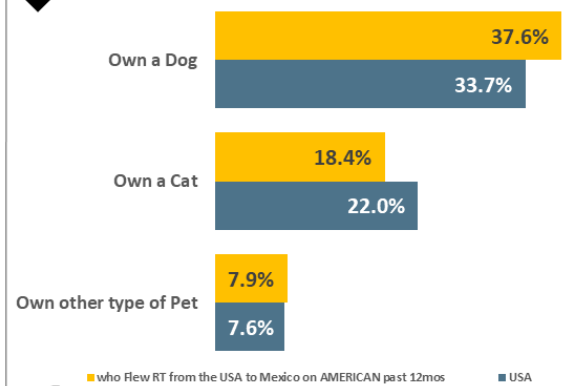
Own/Rent/Other: Adults 18 or older



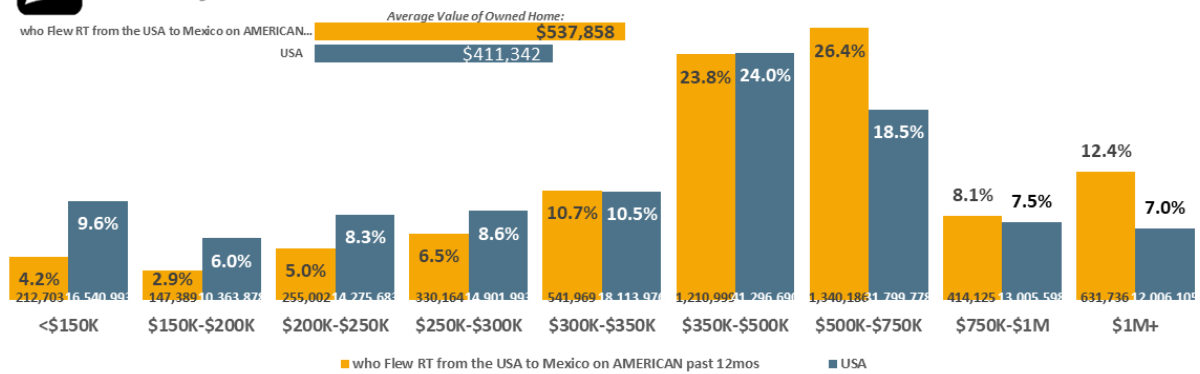
Type of Home: Adults 18 or older



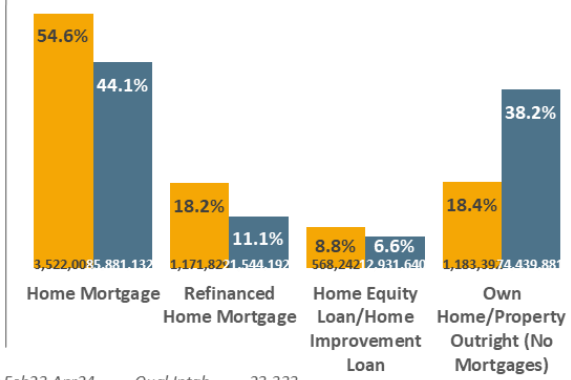
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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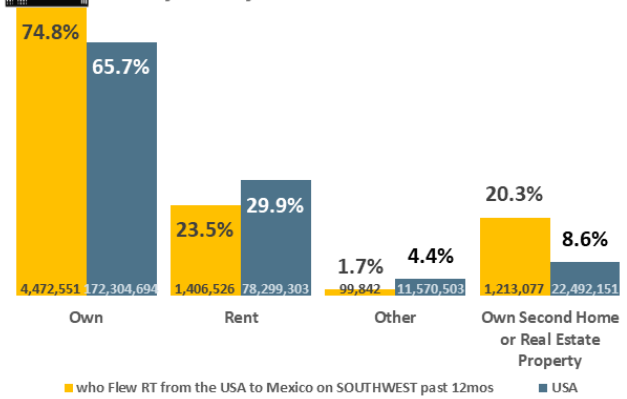
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

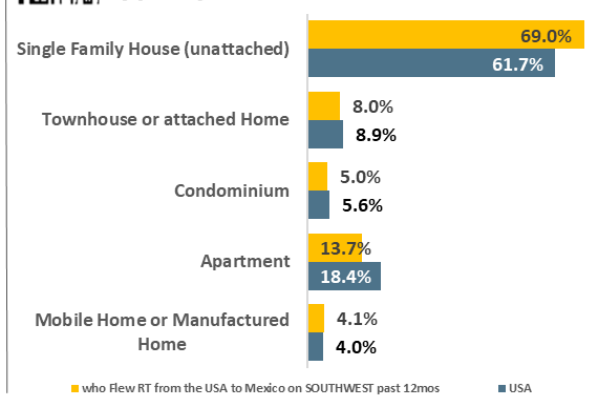
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: American

2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 13.8% more likely to own their home, 15.7% more likely to own a higher valued home, 11.8% more likely to have a single-family home, 38.2% more likely to have a dog.

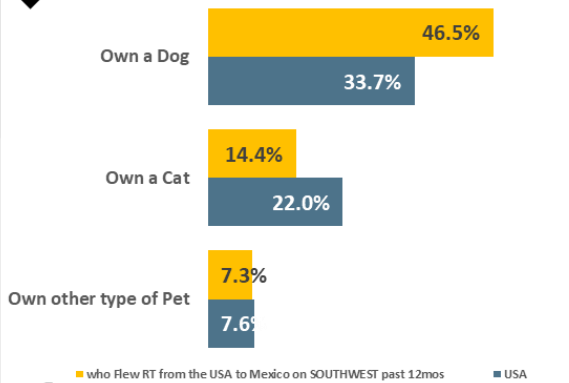
Own/Rent/Other: Adults 18 or older



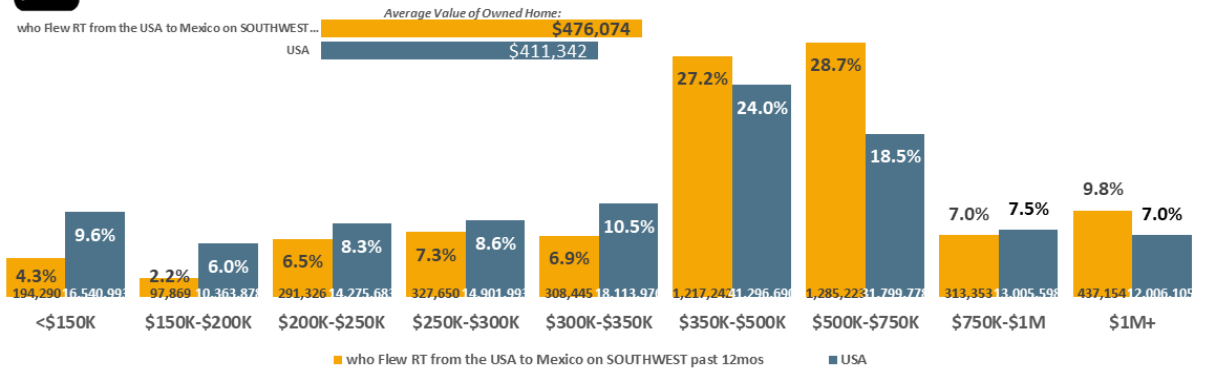
Type of Home: Adults 18 or older



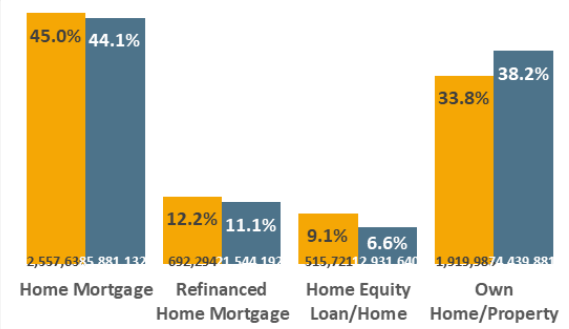
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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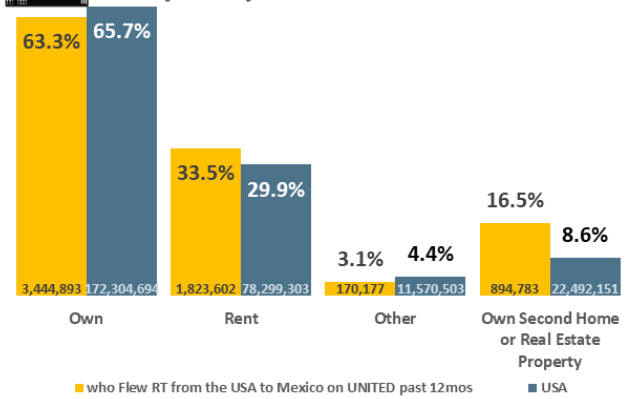
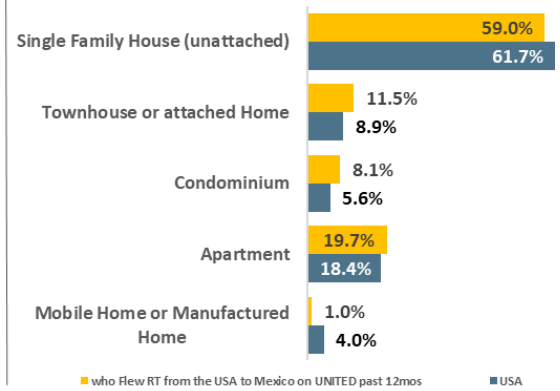
UNITED

2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 3.6% less likely to own their home, 15.8% more likely to own a higher valued home, 4.3% less likely to have a single-family home, 4.9% more likely to have a dog.

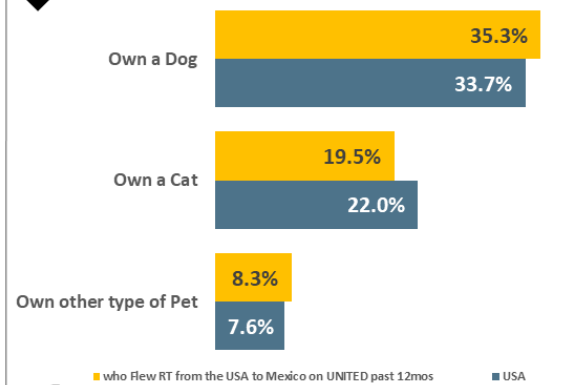
Own/Rent/Other: Adults 18 or older



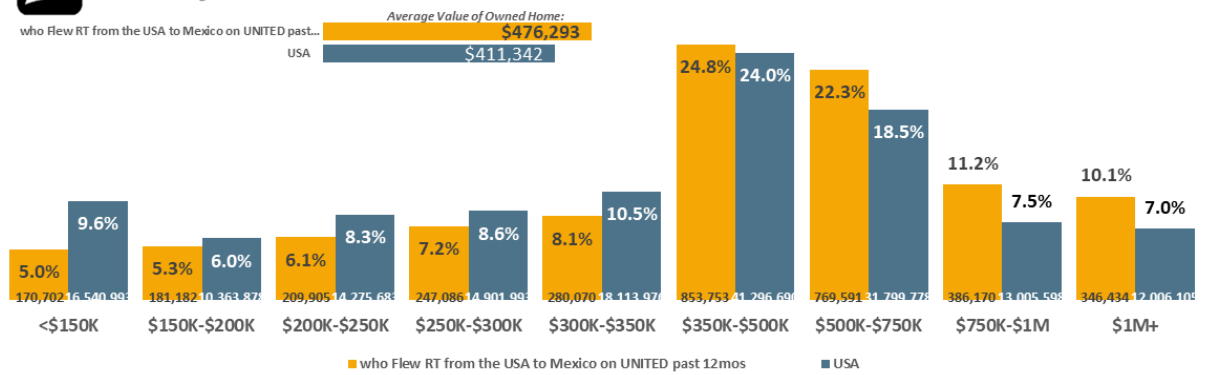
Type of Home: Adults 18 or older



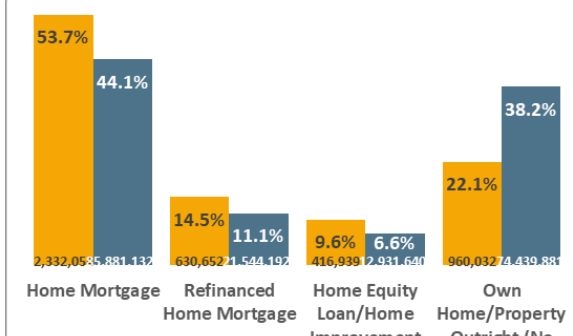
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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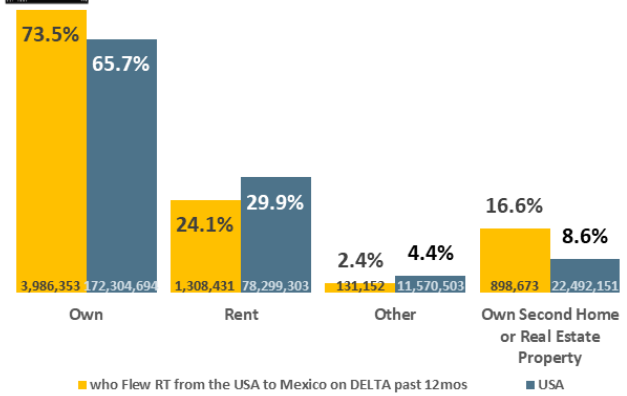
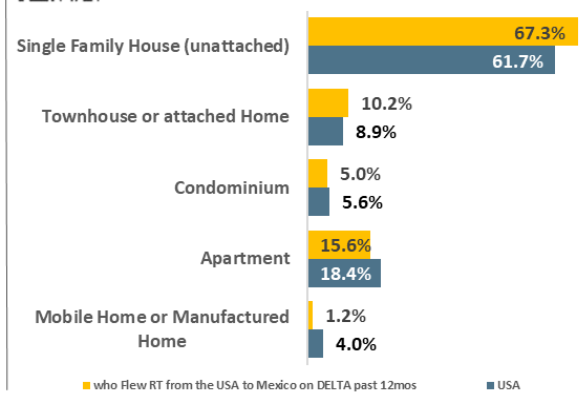
2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are 11.8% more likely to own their home, 28.9% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 5.% more likely to have a dog.

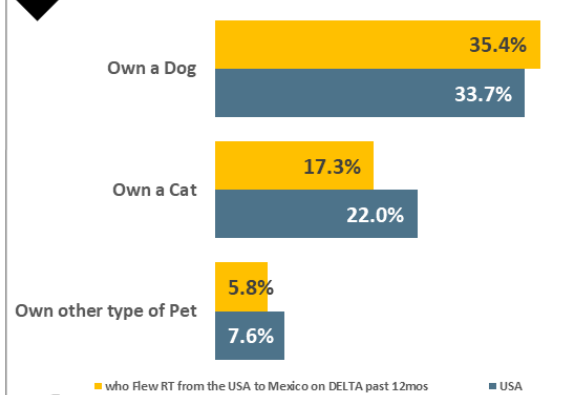
Own/Rent/Other: Adults 18 or older



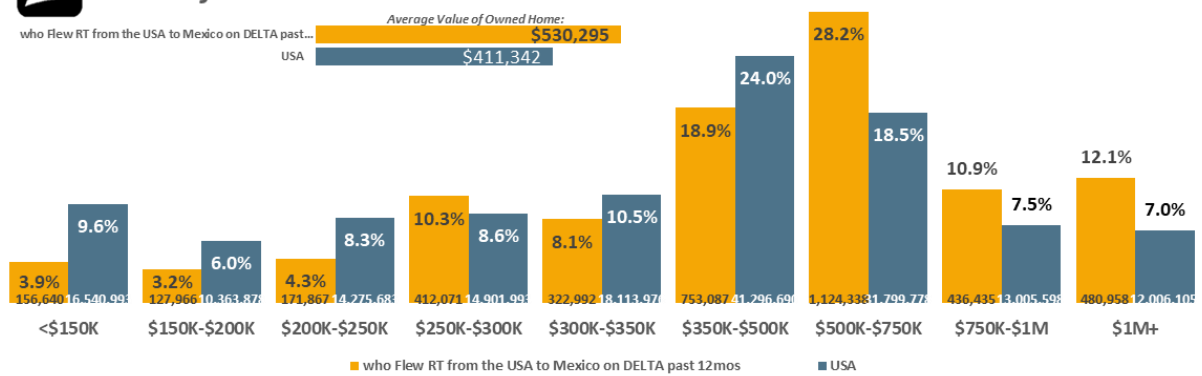
Type of Home: Adults 18 or older



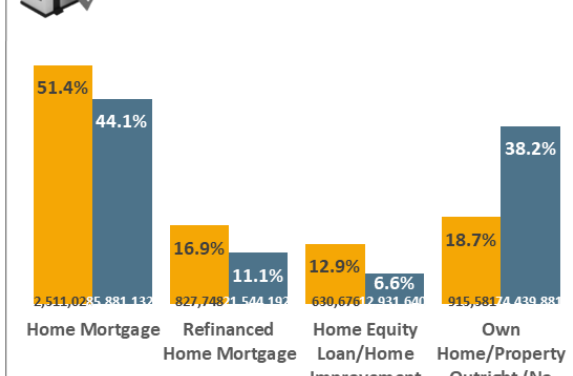
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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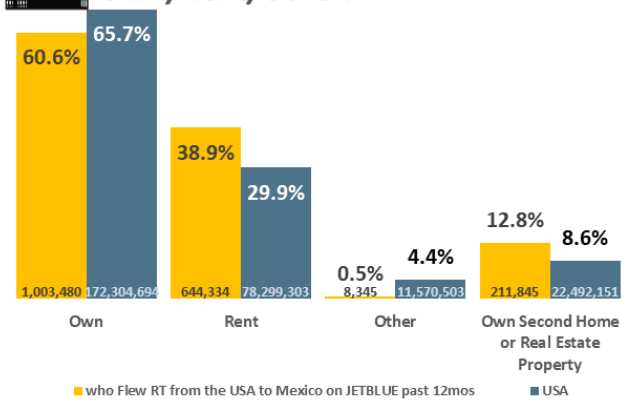
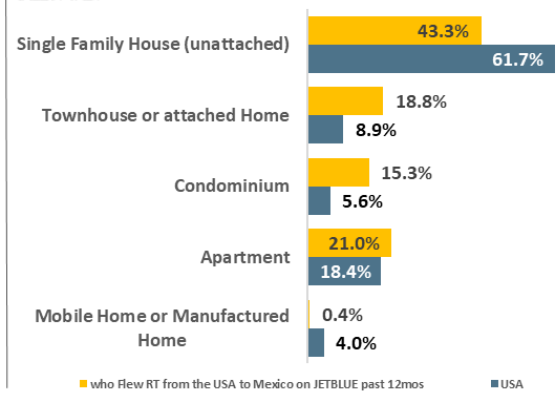
.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 7.8% less likely to own their home, 29.6% more likely to own a higher valued home, 29.8% less likely to have a single-family home, 16.9% more likely to have a dog.

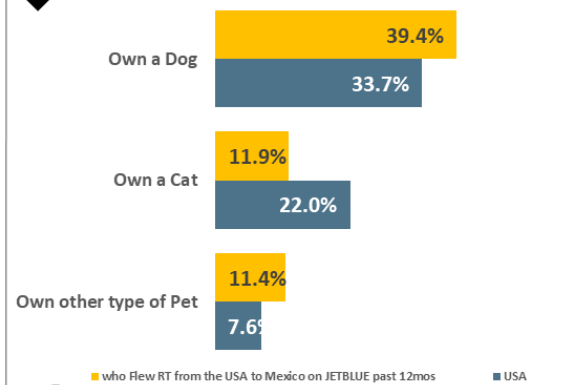
Own/Rent/Other: Adults 18 or older



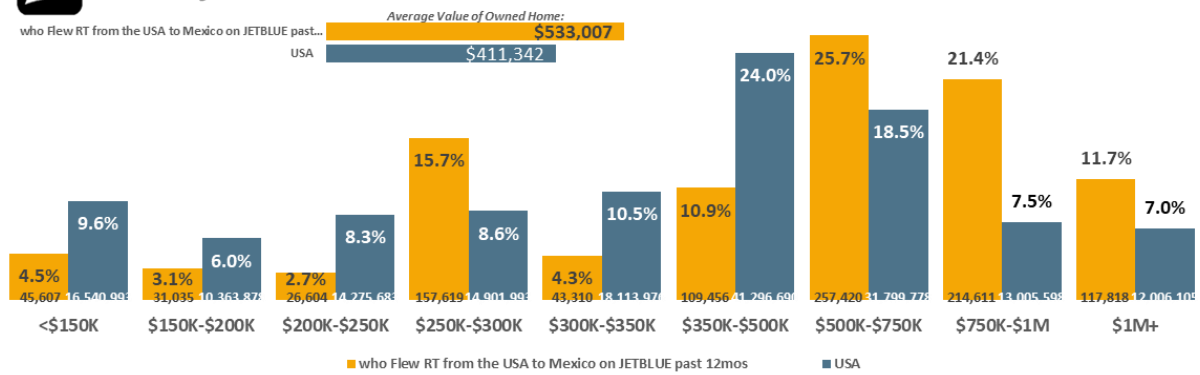
Type of Home: Adults 18 or older



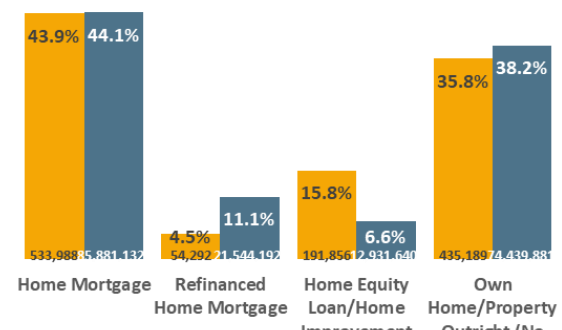
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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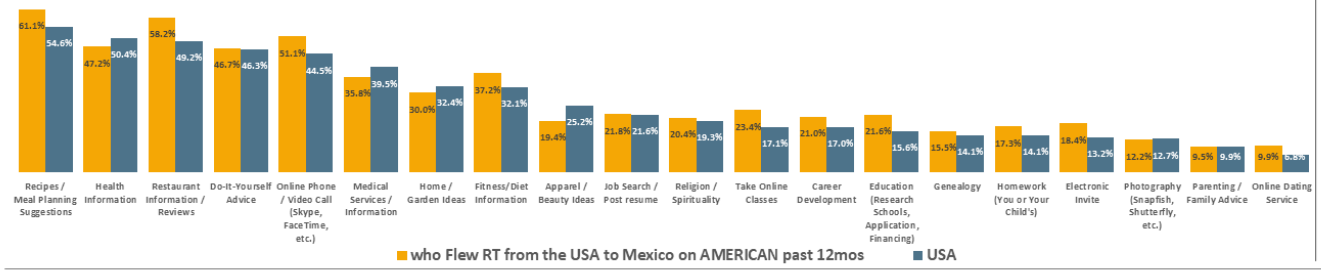
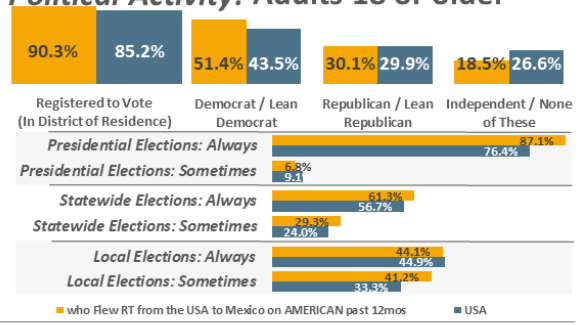
2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are .9% more likely to look up D-I-Y advice online, 1.7% less likely to always vote in local elections, 105.8% more likely to belong to a gym, 67.5% more likely to fly domestic p

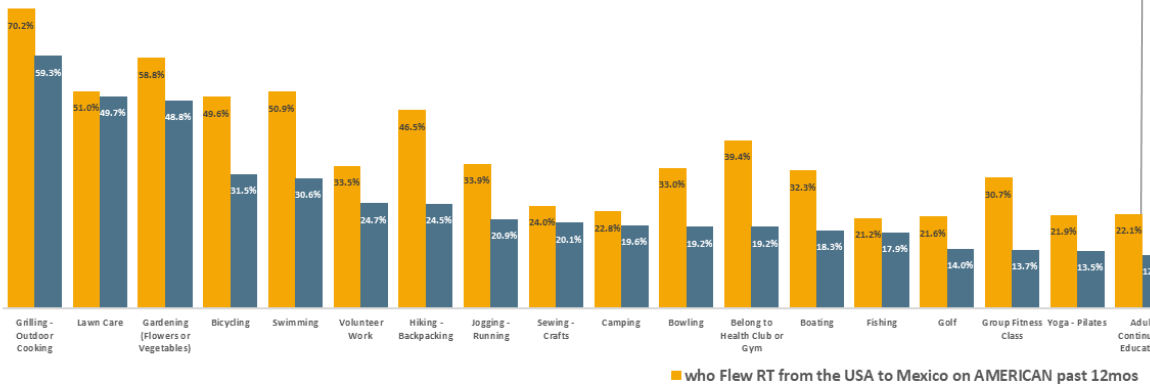
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



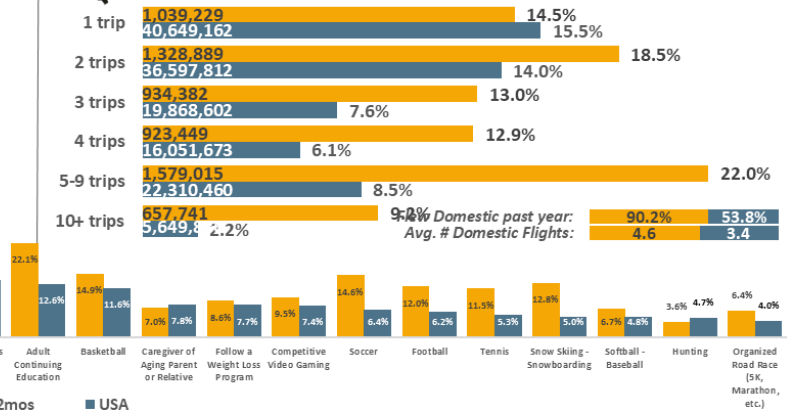
Political Activity: Adults 18 or older



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: Feb23-Apr24 Qual Intab 1,354

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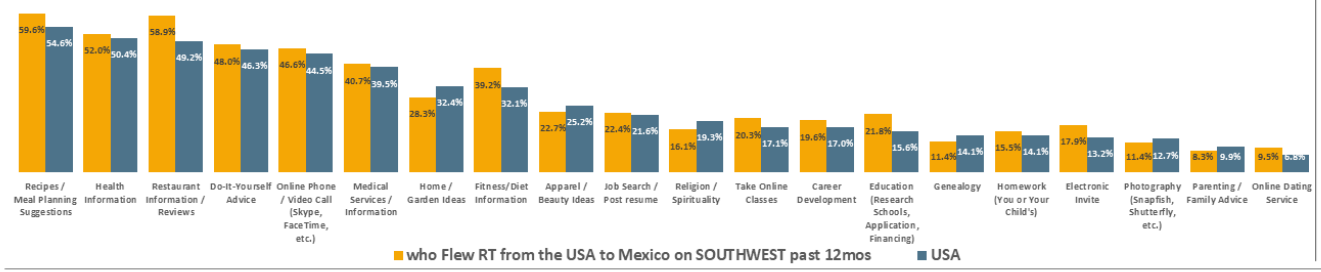
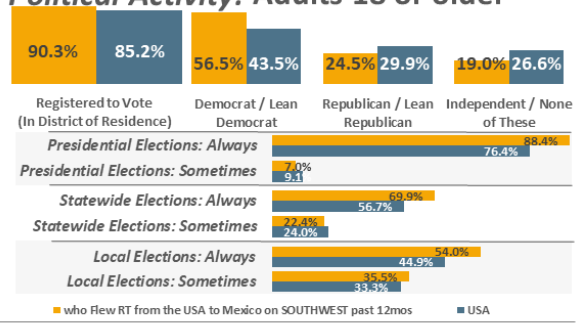
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: American

2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 3.6% more likely to look up D-I-Y advice online, 20.5% more likely to always vote in local elections, 89.5% more likely to belong to a gym, 76.8% more likely to fly domestic

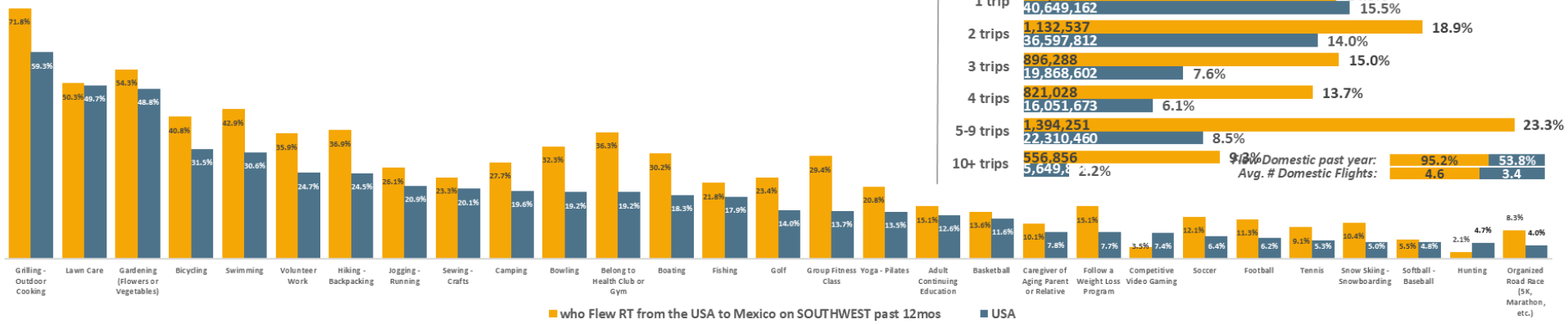
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24* *Qual Intab* *1,354*

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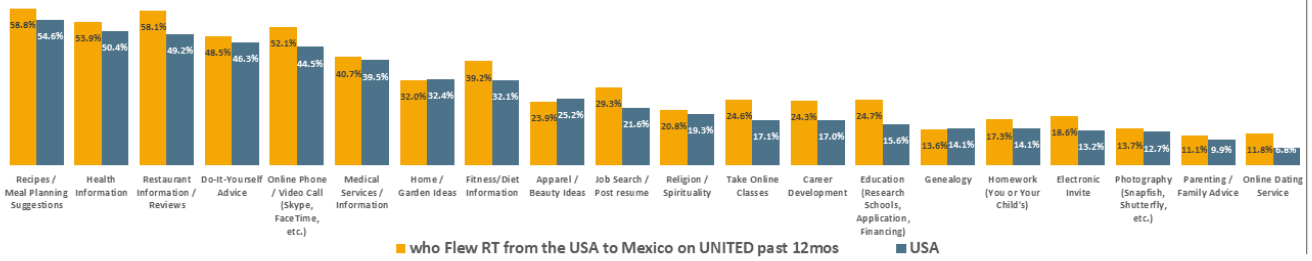
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Southwest

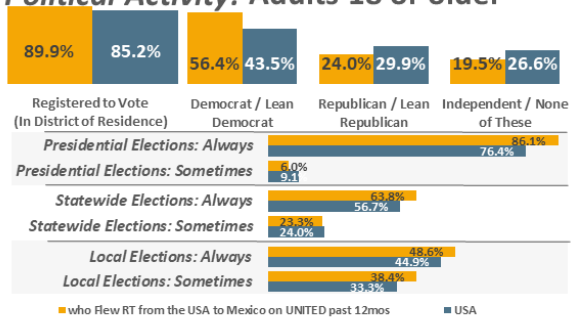
UNITED

2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 4.8% more likely to look up D-I-Y advice online, 8.3% more likely to always vote in local elections, 79.8% more likely to belong to a gym, 71.7% more likely to fly domestic pas

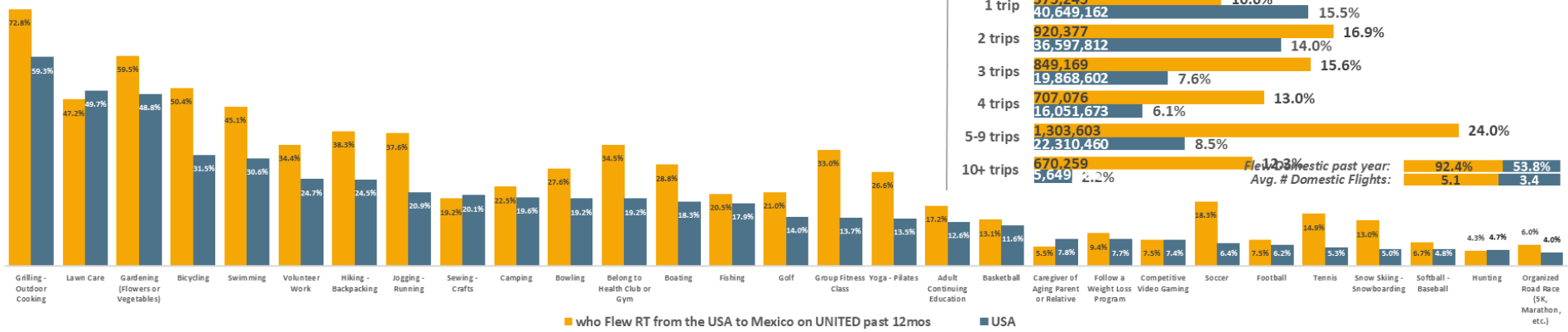
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24 Qual Intab 1,354

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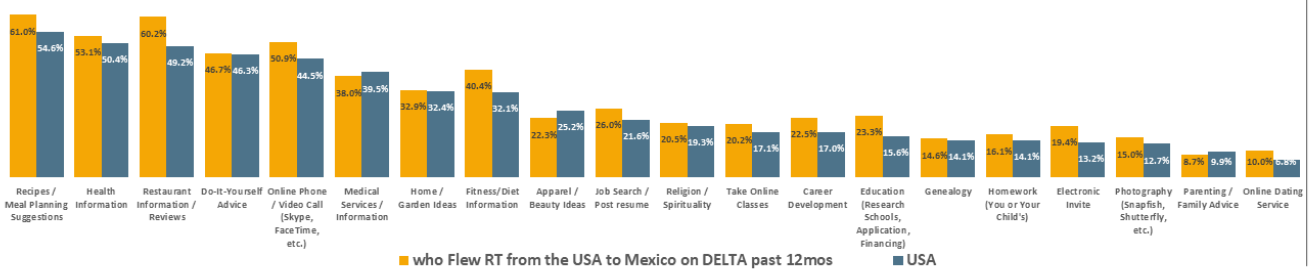
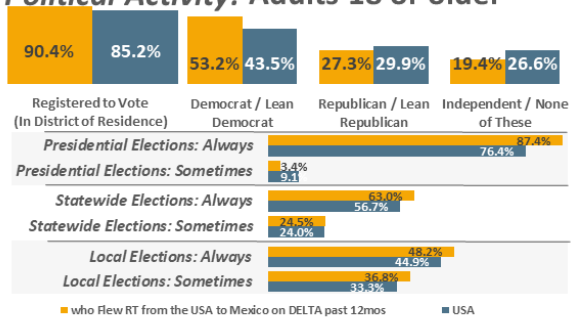
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: United

2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are .9% more likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 71.2% more likely to belong to a gym, 68.% more likely to fly domestic past y

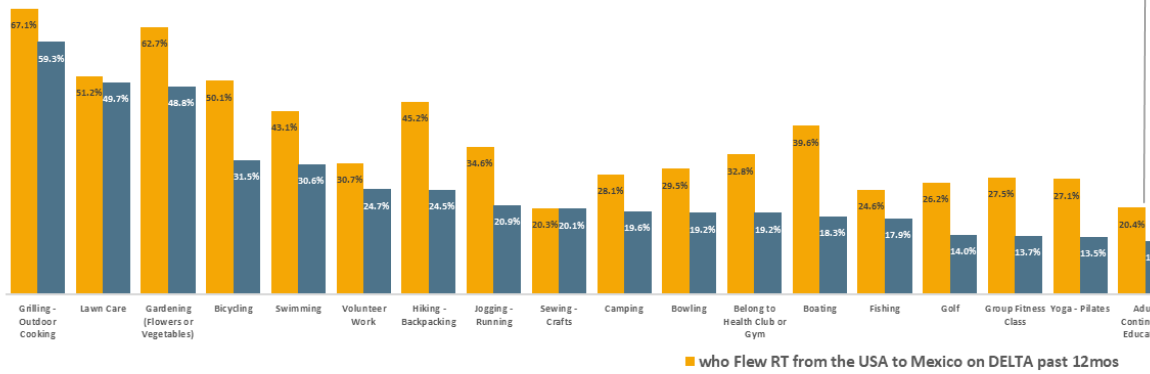
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



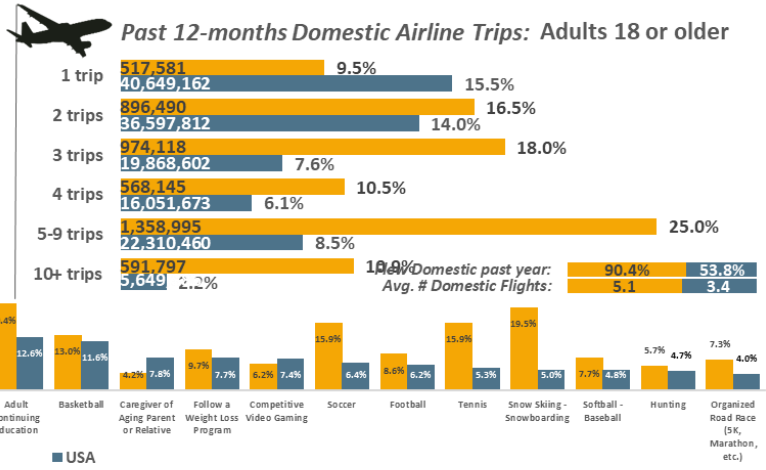
Political Activity: Adults 18 or older



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: Feb23-Apr24 Qual Intab 1,354

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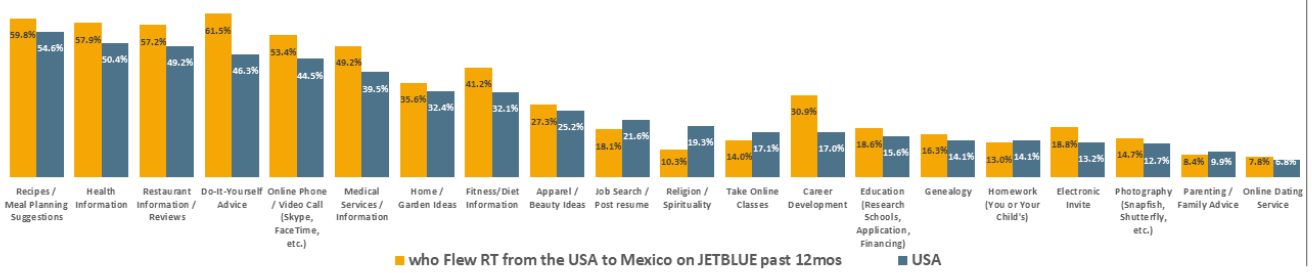
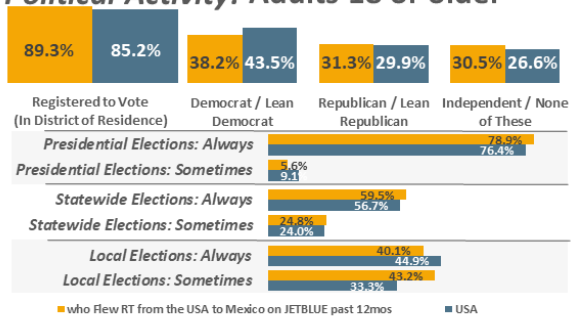
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Delta

.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 32.7% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 121.7% more likely to belong to a gym, 77.2% more likely to fly domestic

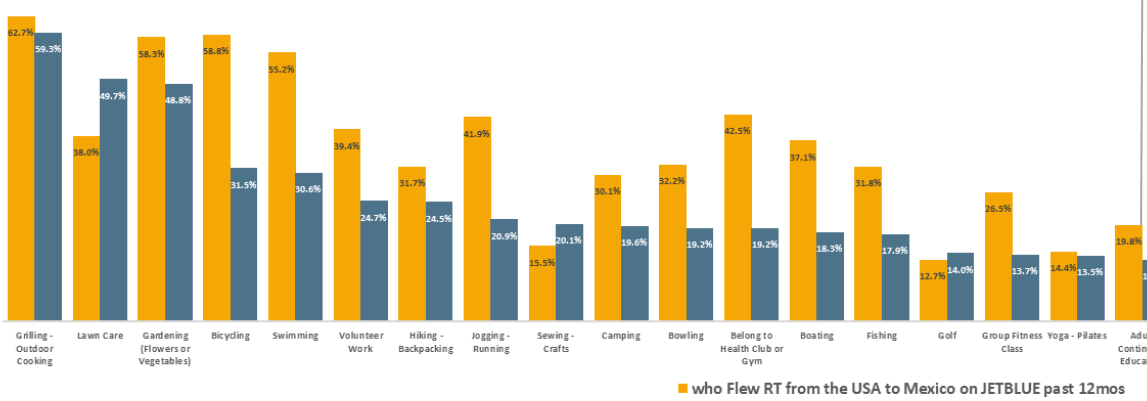
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



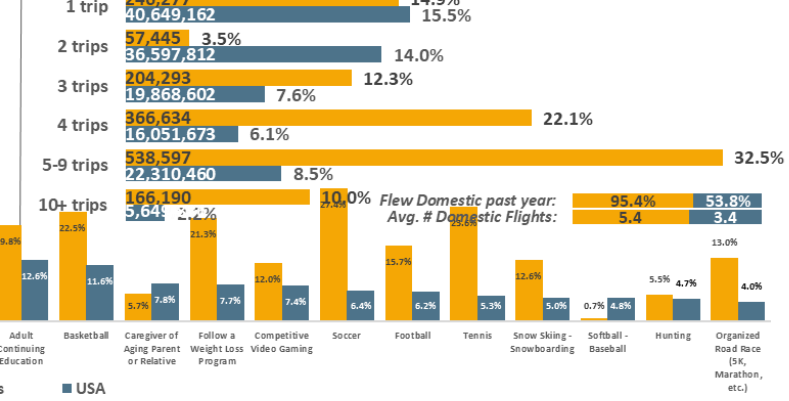
Political Activity: Adults 18 or older



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: Feb23-Apr24 Qual Intab 1,354

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American Airlines

2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are 4.3% more likely to use QSRs past mo., 18.9% more likely to use Sit-Down Restaurants past mo., 35.2% more likely to use Casinos past yr., 56.8% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.5% 6,628,743 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 7.6 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 90.5% 6,484,912 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 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 RT from the USA to Mexico on AMERICAN... 1,274,299 17.8%

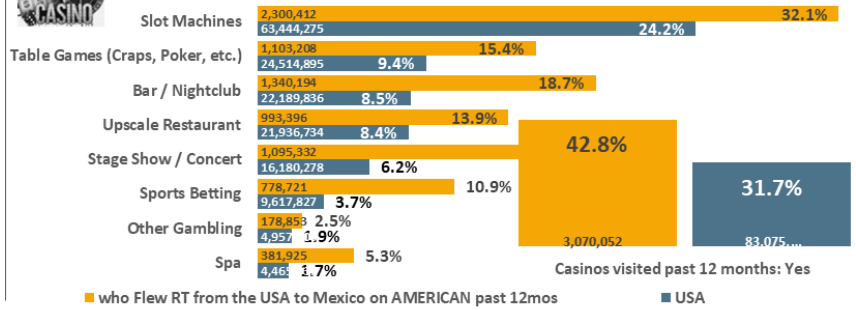
USA 17.4%

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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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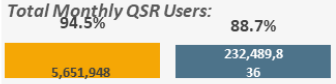
2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 6.6% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 59.% more likely to use Casinos past yr., 74.% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



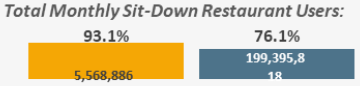
Avg. Monthly QSR Meals:



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

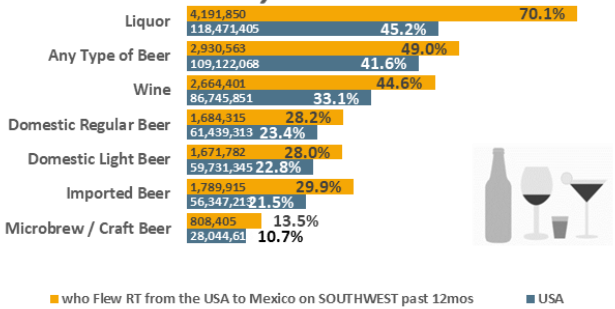
(Sit-Down Restaurants Used Past 30-days)



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

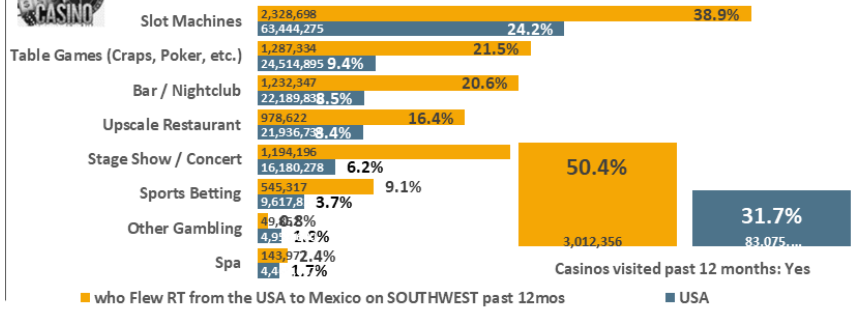


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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UNITED

2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 3.5% more likely to use QSRs past mo., 23.6% more likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 57.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Flew RT from the USA to Mexico on UNITED past 12mos	USA
1 time	6.5%	8.4%
2 times	6.1%	10.4%
3 times	10.3%	11.0%
4 times	5.9%	10.6%
5 times	12.7%	10.4%
6 - 9 times	26.0%	20.8%
10 times or more	24.4%	17.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
91.8%	88.7%	7.6	6.4
4,991,895	232,489,8 36		

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



	who Flew RT from the USA to Mexico on UNITED past 12mos	USA
1 time	9.2%	15.9%
2 times	14.8%	16.1%
3 times	17.4%	13.3%
4 times	13.8%	9.6%
5 times	9.0%	7.5%
6 - 9 times	20.5%	8.7%
10 times or more	9.4%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
94.0%	76.1%	5.2	4.0
5,114,443	199,395,8 18		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Flew RT from the USA to Mexico on UNITED past 12mos	USA
Mexican	56.5%	33.5%
Pizza	40.1%	32.7%
Chinese	47.0%	32.1%
Coffee House / Coffee Bar	42.0%	21.1%
Italian	32.2%	17.6%
Indian / Thai / Other Asian	29.4%	16.5%
Wings / Burgers / Sports Bar	25.9%	15.1%
Bagel / Donut / Bakery	26.3%	13.8%
Upscale	35.0%	13.4%
Steakhouse	17.6%	11.8%

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

who Flew RT from the USA to Mexico on UNITED past...		*USA*	
1,113,535	20.5%	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older



	who Flew RT from the USA to Mexico on UNITED past 12mos		USA	
Liquor	3,644,576	67.0%	118,471,405	45.2%
Any Type of Beer	3,270,398	60.1%	109,122,068	41.6%
Wine	2,799,435	51.5%	86,745,851	33.1%
Domestic Regular Beer	1,574,592	29.0%	61,439,313	23.4%
Domestic Light Beer	1,763,278	32.4%	59,731,345	22.8%
Imported Beer	2,039,838	37.5%	56,347,212	21.5%
Microbrew / Craft Beer	1,092,939	20.1%	28,044,61	10.7%

Past 12 months Casino Activities: Adults 18 or older



	who Flew RT from the USA to Mexico on UNITED past 12mos		USA	
Slot Machines	1,717,550	31.6%	63,444,275	24.2%
Table Games (Craps, Poker, etc.)	907,584	16.7%	24,514,895	9.4%
Bar / Nightclub	981,299	18.0%	22,189,836	8.5%
Upscale Restaurant	693,806	12.8%	21,936,734	8.4%
Stage Show / Concert	613,452	11.3%	16,180,278	6.2%
Sports Betting	429,133	7.9%	9,617,827	3.7%
Other Gambling	[illegible]	[illegible]	4,957	1.9%
Spa	308,647	5.7%	4,46	1.7%

Casinos visited past 12 months: Yes		*Casinos visited past 12 months: No*	
40.0%		31.7%	
2,174,160		83,075,...	

Used Past 30-days: Adults 18 or older



	who Flew RT from the USA to Mexico on UNITED past 12mos		USA	
Marijuana / Cannabis	14.7%		14.7%	
	492,348		38,601,407	
Cigarettes	4.2%		9.7%	
	401,827		25,518,011	
Vape	4.3%		5.5%	
	130,459		14,343,439	

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are 2.3% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 46.7% more likely to use Casinos past yr., 59.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.7% 4,921,147 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 6.5 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 90.9% 4,929,800 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 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 RT from the USA to Mexico on DELTA past... 1,033,270 19.0%

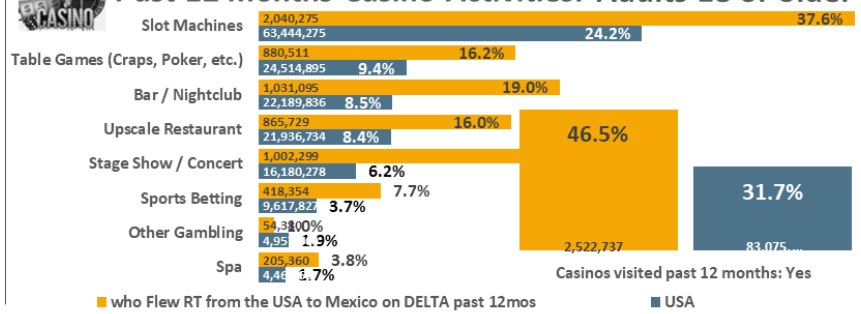
USA 17.4%

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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,354*

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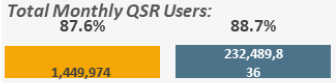
jetBlue

.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 1.3% less likely to use QSRs past mo., 25.6% more likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 36.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

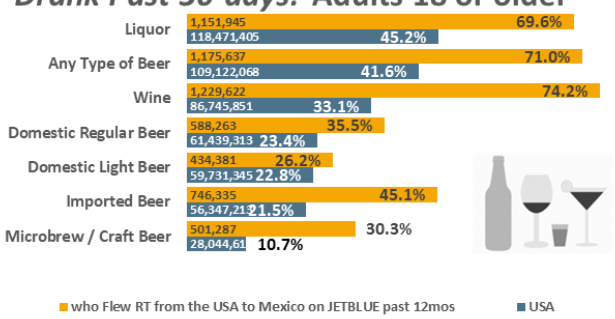
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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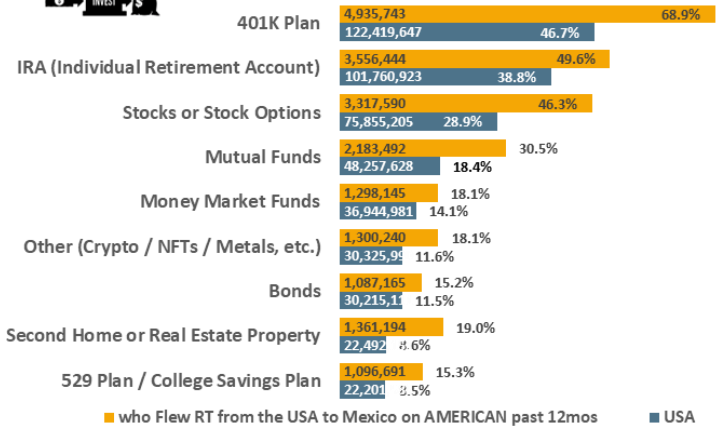
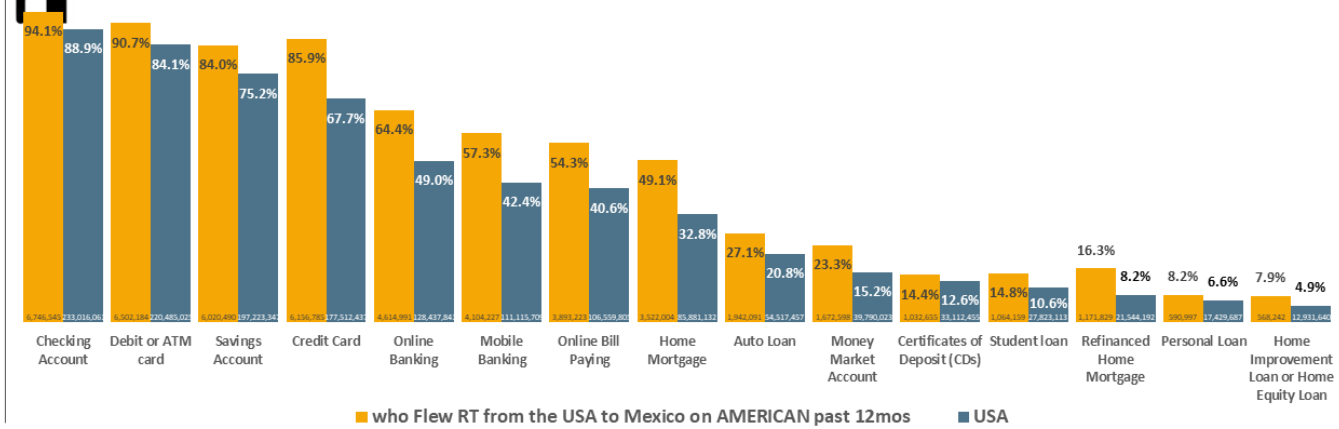
American Airlines

2.7% or 7,168,731 of USA Adults 18 or older Flew RT from the USA to Mexico on AMERICAN past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos are 47.5% more likely to have a 401K, 30.3% more likely to have an Auto Loan, 96.5% more likely to Invest/Trade Stocks Online, 9.1% less likely to pay with their Debit Card.

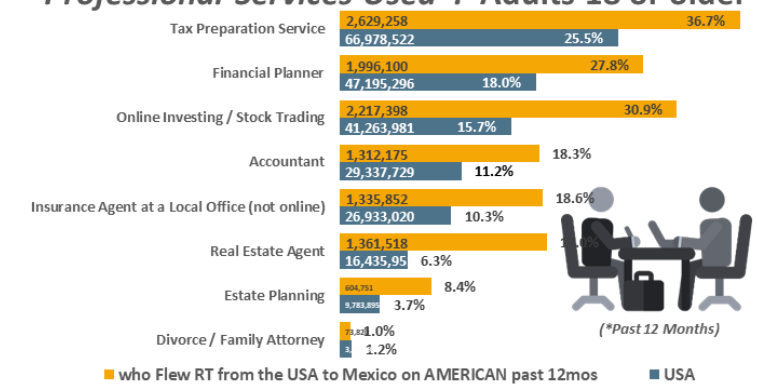
Investments Owned: Adults 18 or older



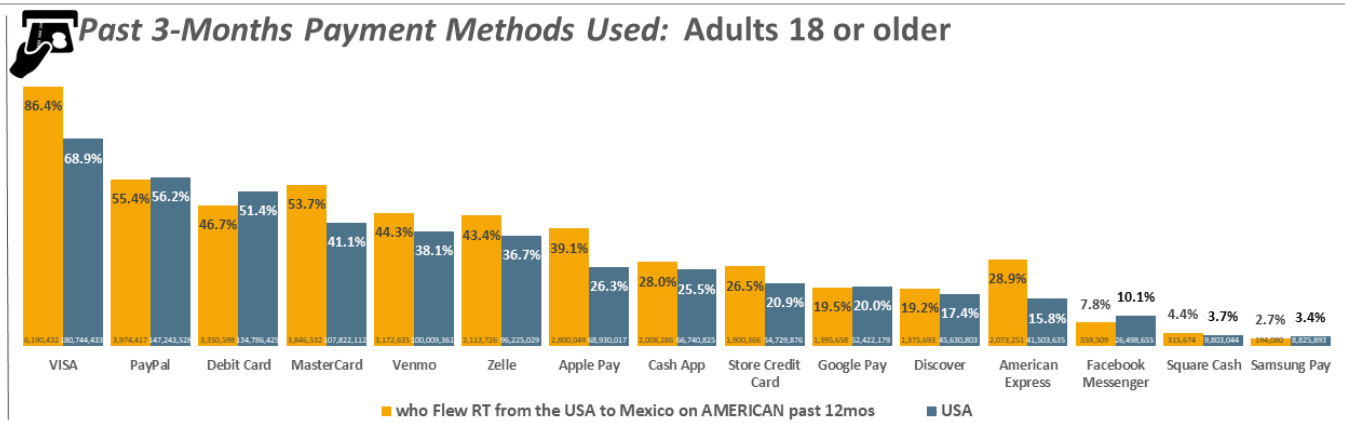
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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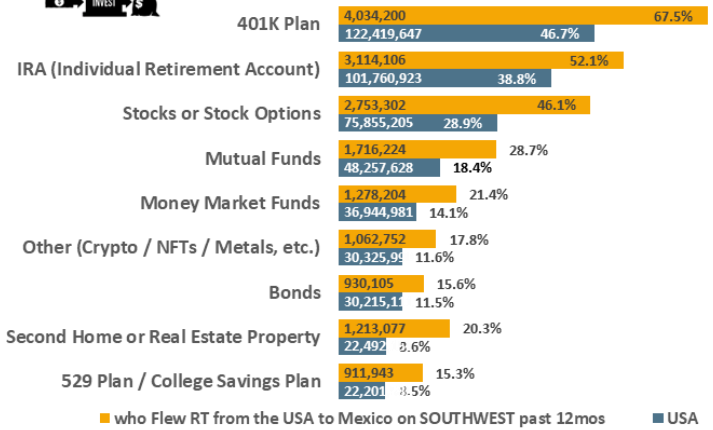
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

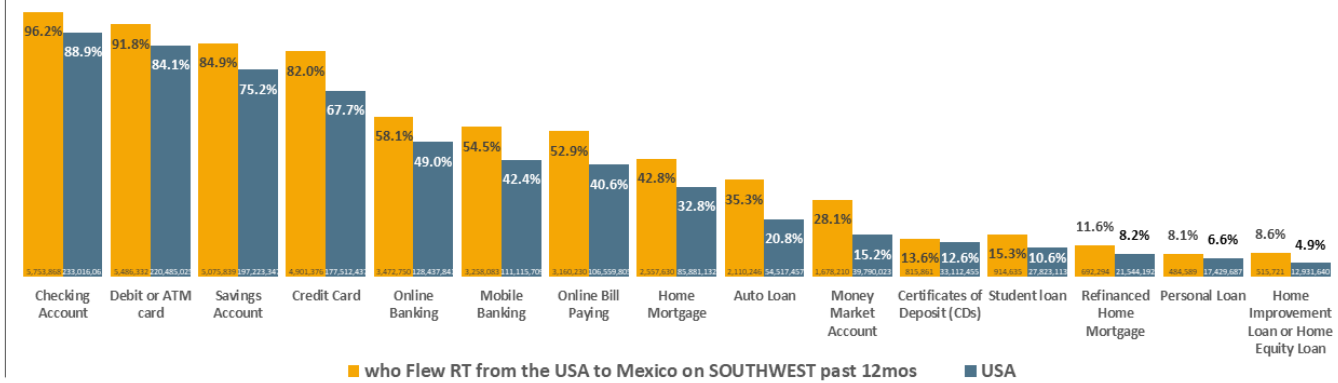
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: American

2.3% or 5,978,919 of USA Adults 18 or older Flew RT from the USA to Mexico on SOUTHWEST past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos are 44.5% more likely to have a 401K, 69.7% more likely to have an Auto Loan, 76.6% more likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

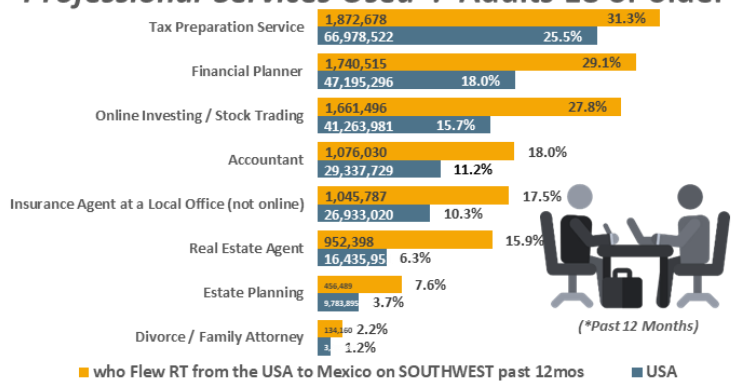
Investments Owned: Adults 18 or older



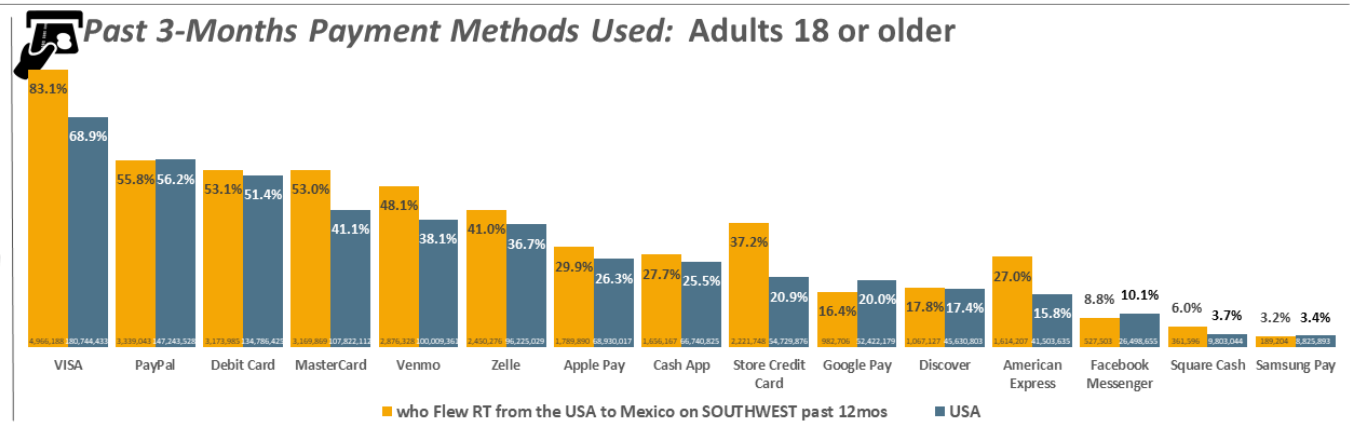
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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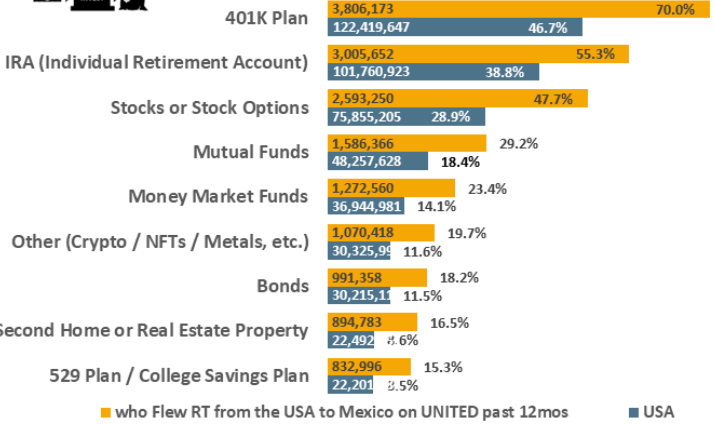
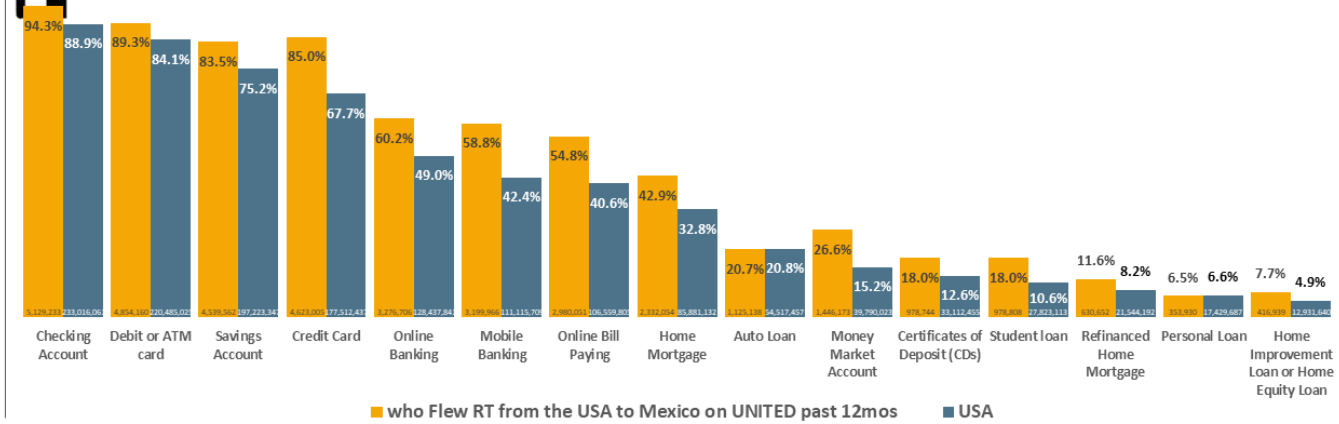
2.1% or 5,438,672 of USA Adults 18 or older Flew RT from the USA to Mexico on UNITED past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos are 49.9% more likely to have a 401K, .5% less likely to have an Auto Loan, 90.8% more likely to Invest/Trade Stocks Online, 3.9% more likely to pay with their Debit Card.

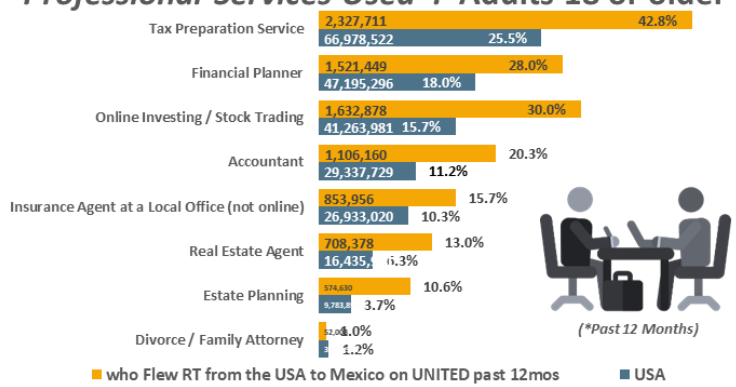
Investments Owned: Adults 18 or older



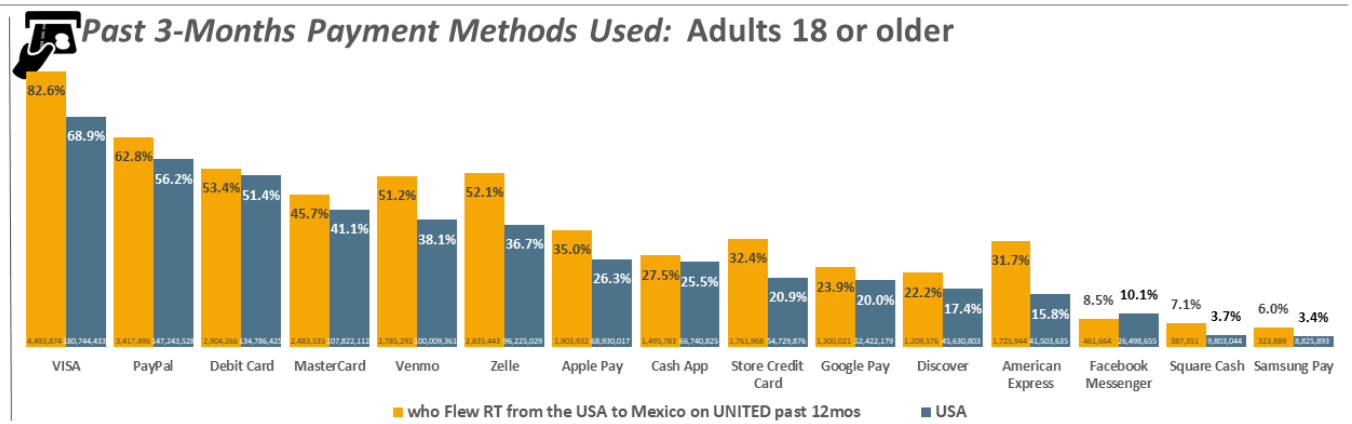
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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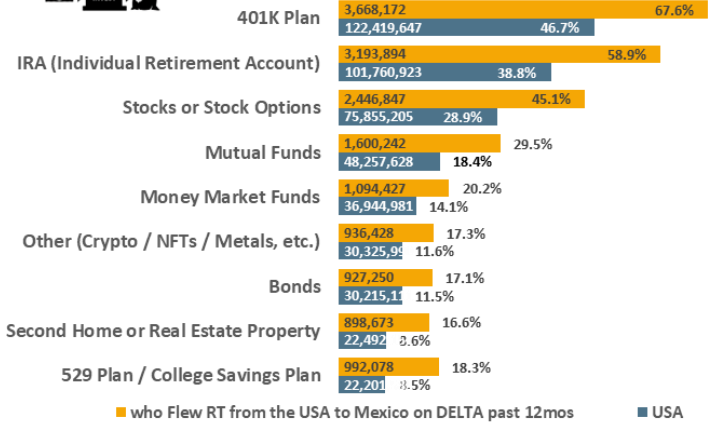
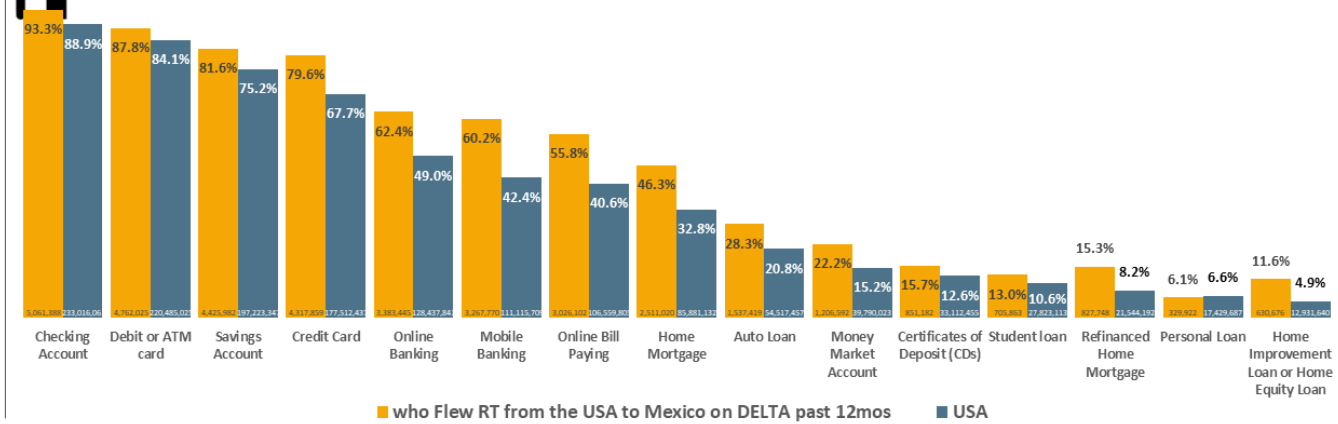
2.1% or 5,425,936 of USA Adults 18 or older Flew RT from the USA to Mexico on DELTA past 12mos.
Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos are 44.8% more likely to have a 401K, 36.3% more likely to have an Auto Loan, 59.% more likely to Invest/Trade Stocks Online, 8.2% less likely to pay with their Debit Card.

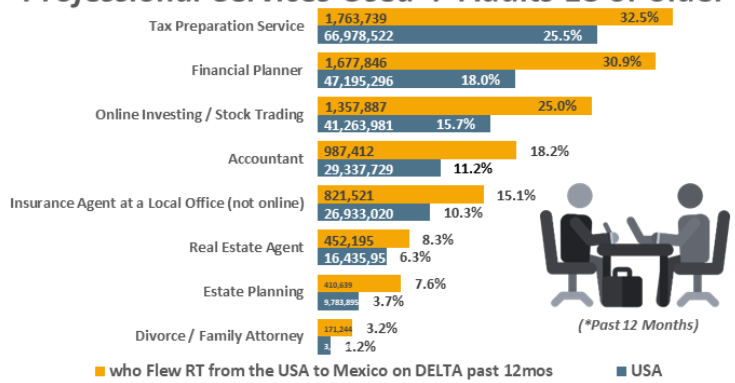
Investments Owned: Adults 18 or older



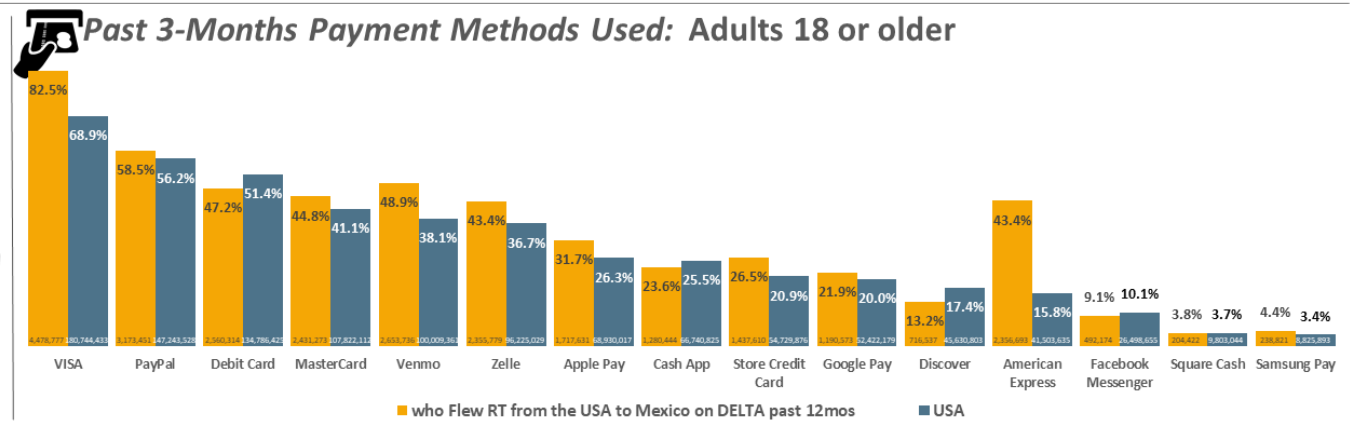
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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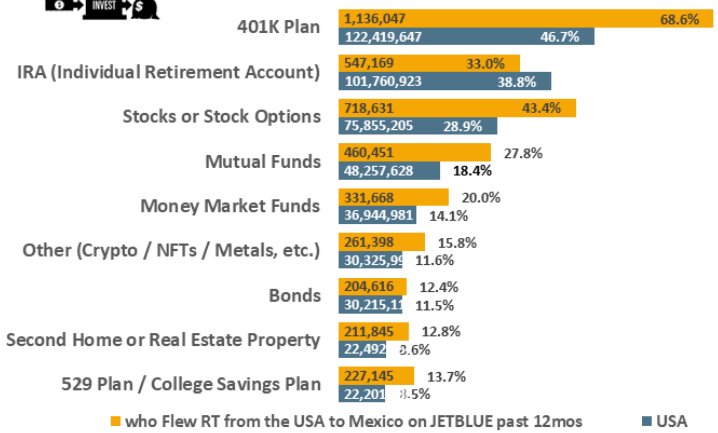
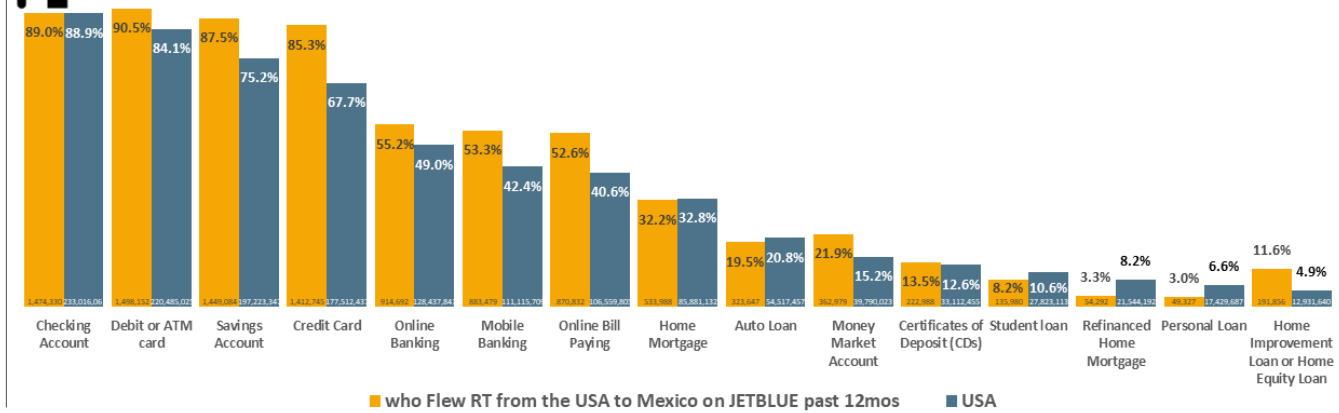
jetBlue

.6% or 1,656,159 of USA Adults 18 or older Flew RT from the USA to Mexico on JETBLUE past 12mos. Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos are 46.9% more likely to have a 401K, 6.% less likely to have an Auto Loan, 42.3% more likely to Invest/Trade Stocks Online, 17.2% more likely to pay with their Debit Card.

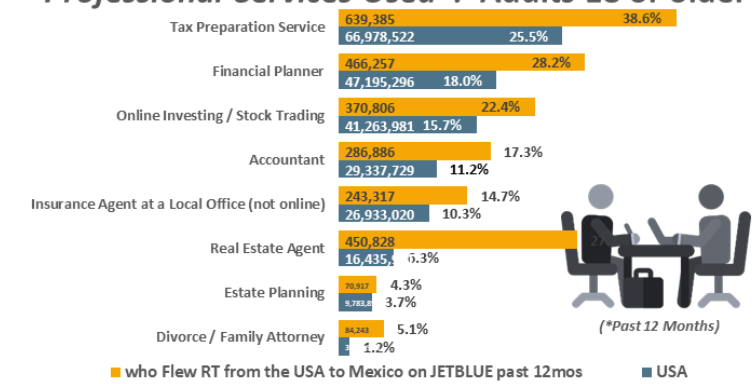
Investments Owned: Adults 18 or older



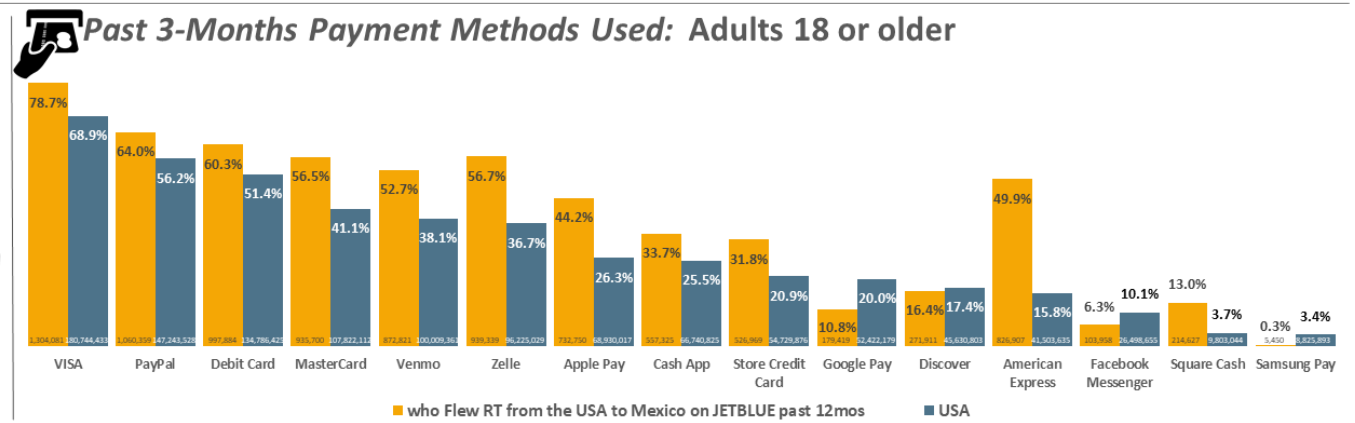
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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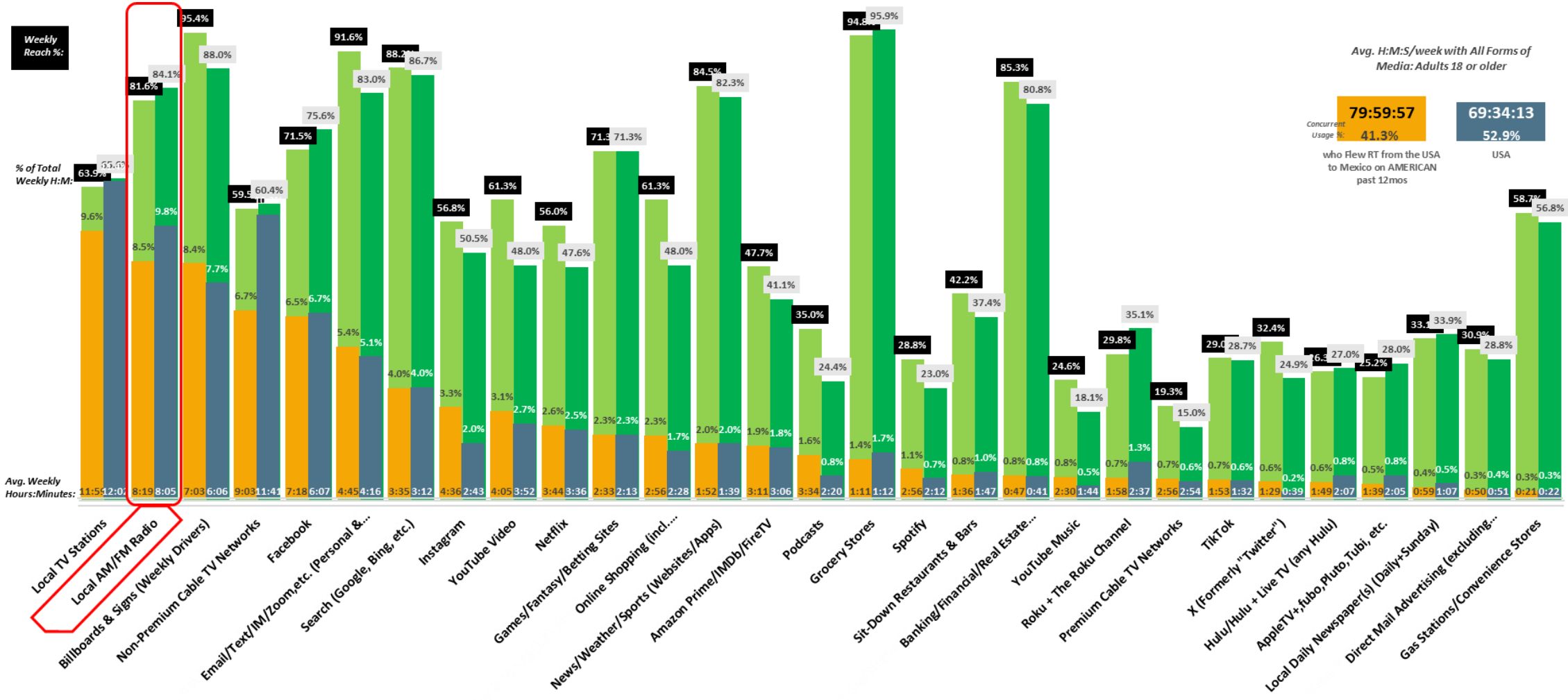
American Airlines

Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an average of 3 days, 7 hours, 59 minutes and 57 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



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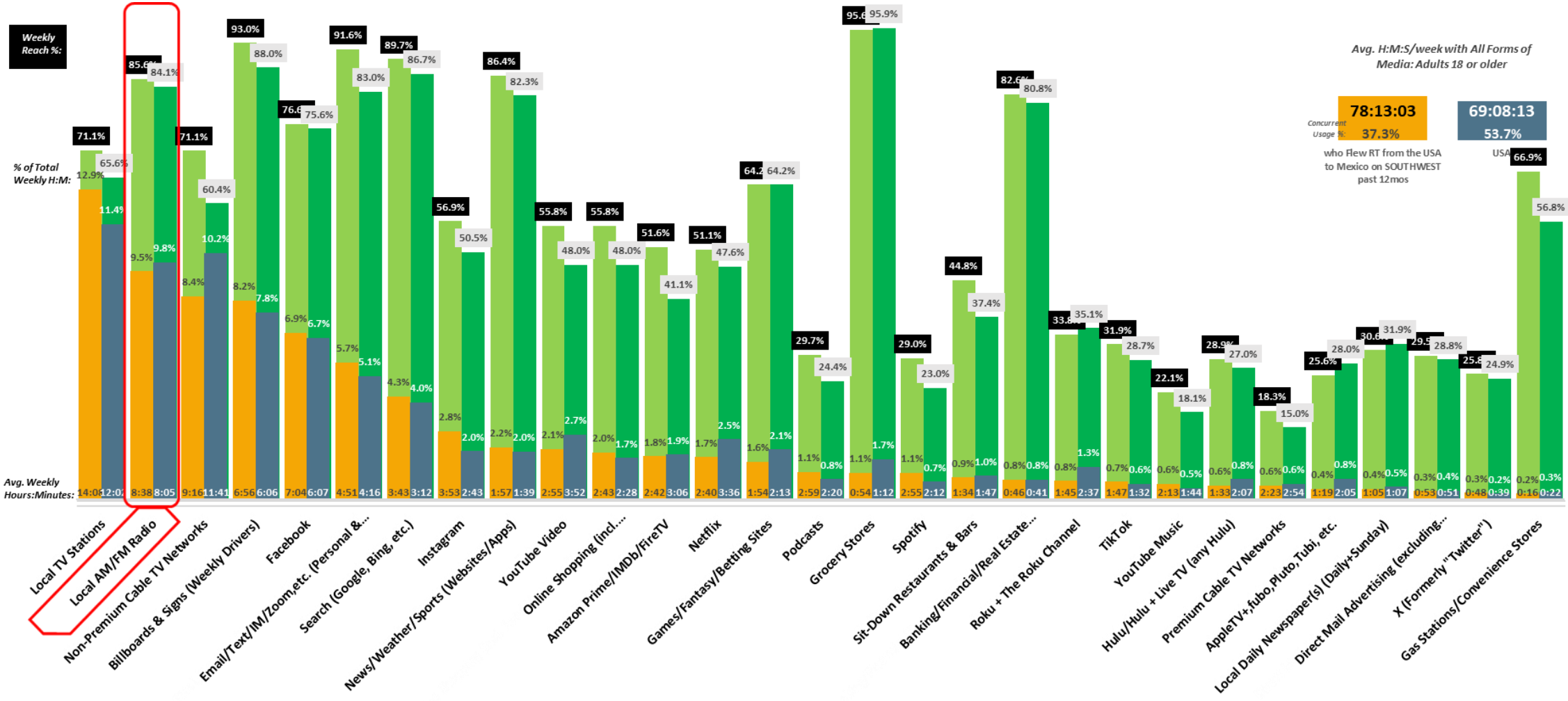
Southwest®

Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an average of 3 days, 6 hours, 13 minutes and 3 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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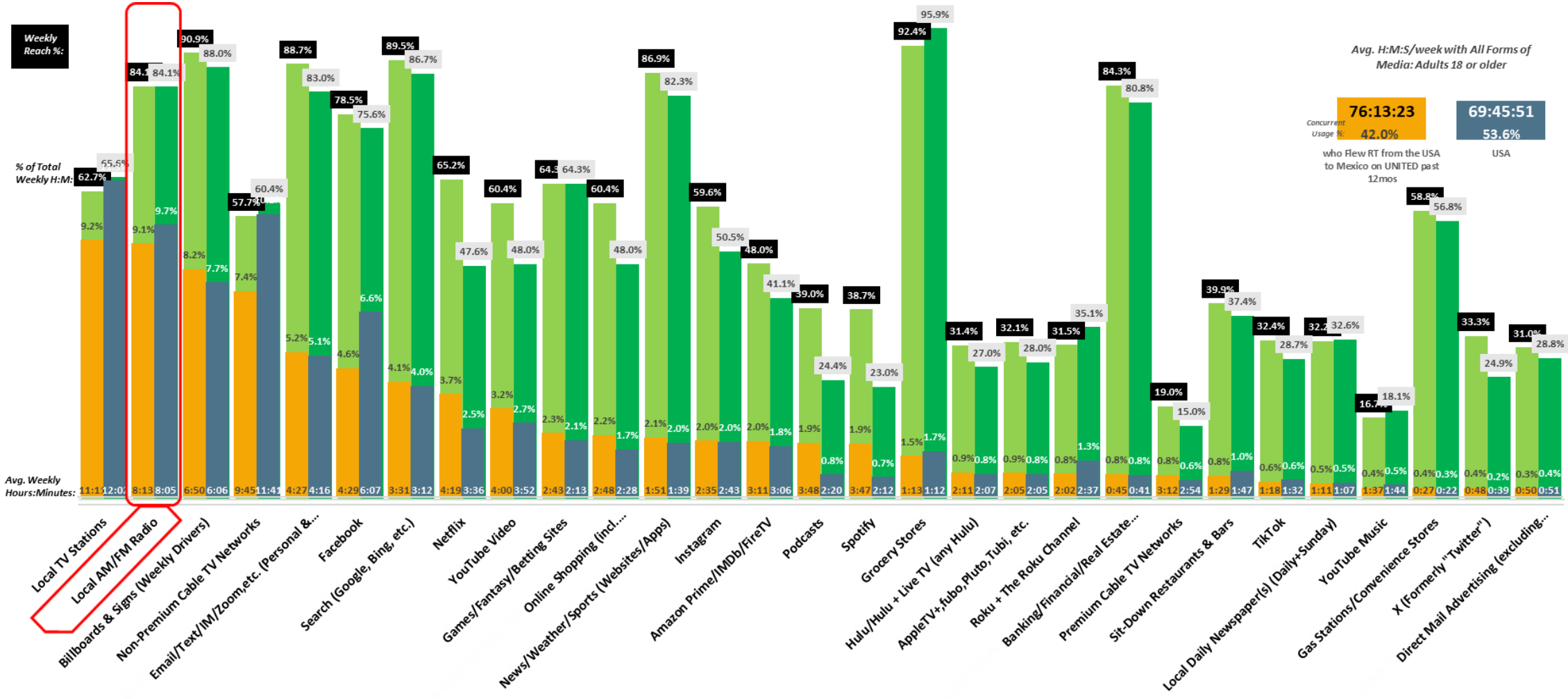
Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an average of 3 days, 4 hours, 13 minutes and 23 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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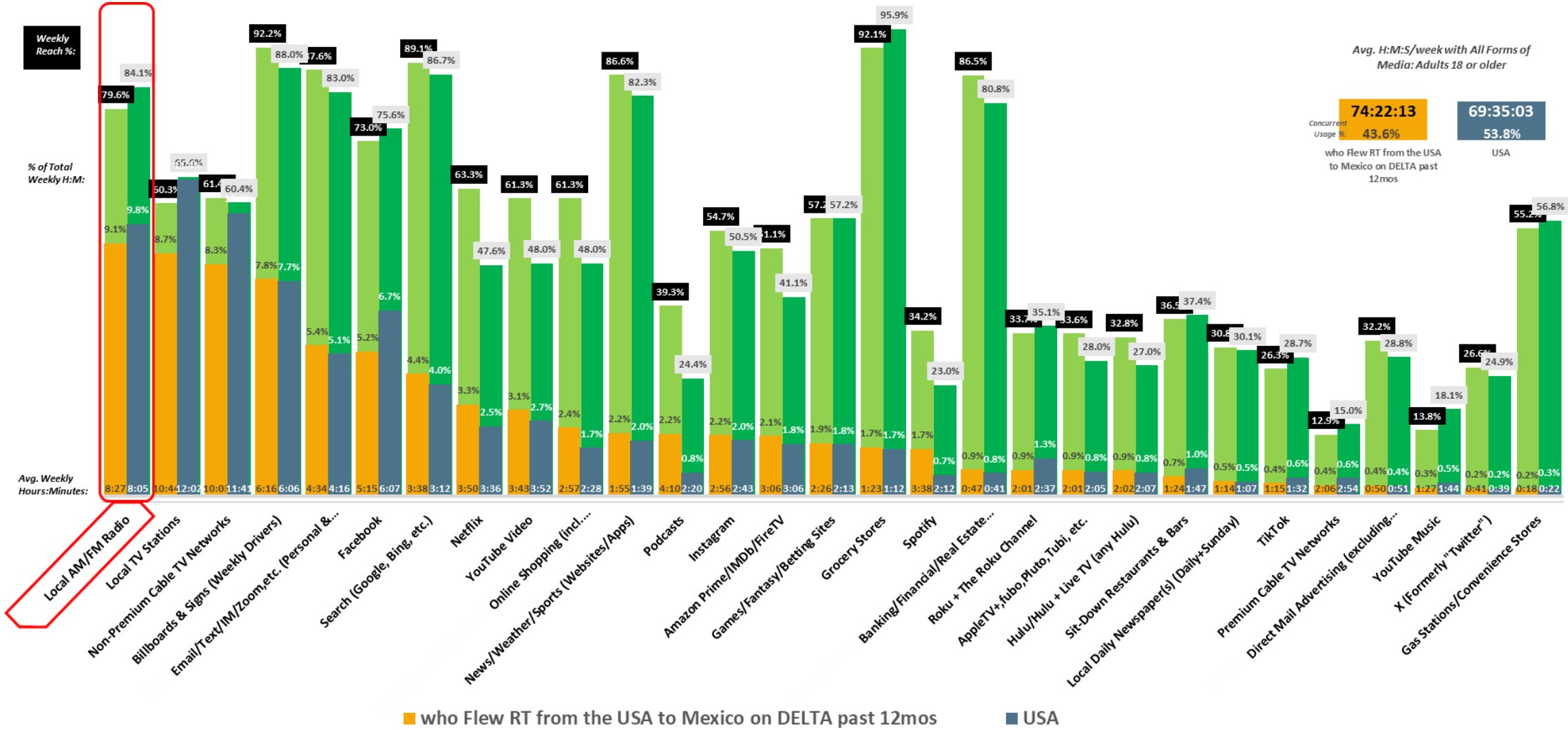
Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an average of 3 days, 2 hours, 22 minutes and 13 seconds each week with All Forms of Media.

79.6% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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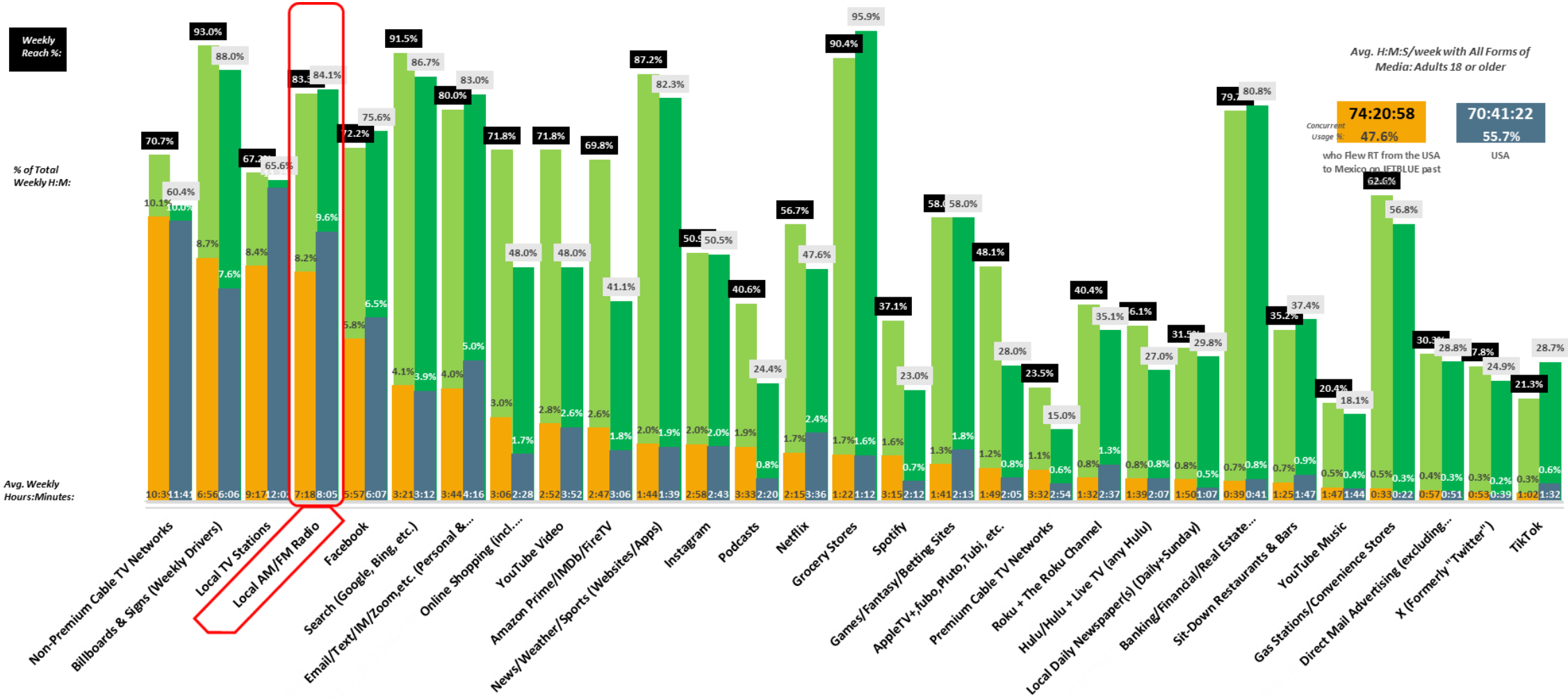
jetBlue

Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an average of 3 days, 2 hours, 20 minutes and 58 seconds each week with All Forms of Media.

83.3% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



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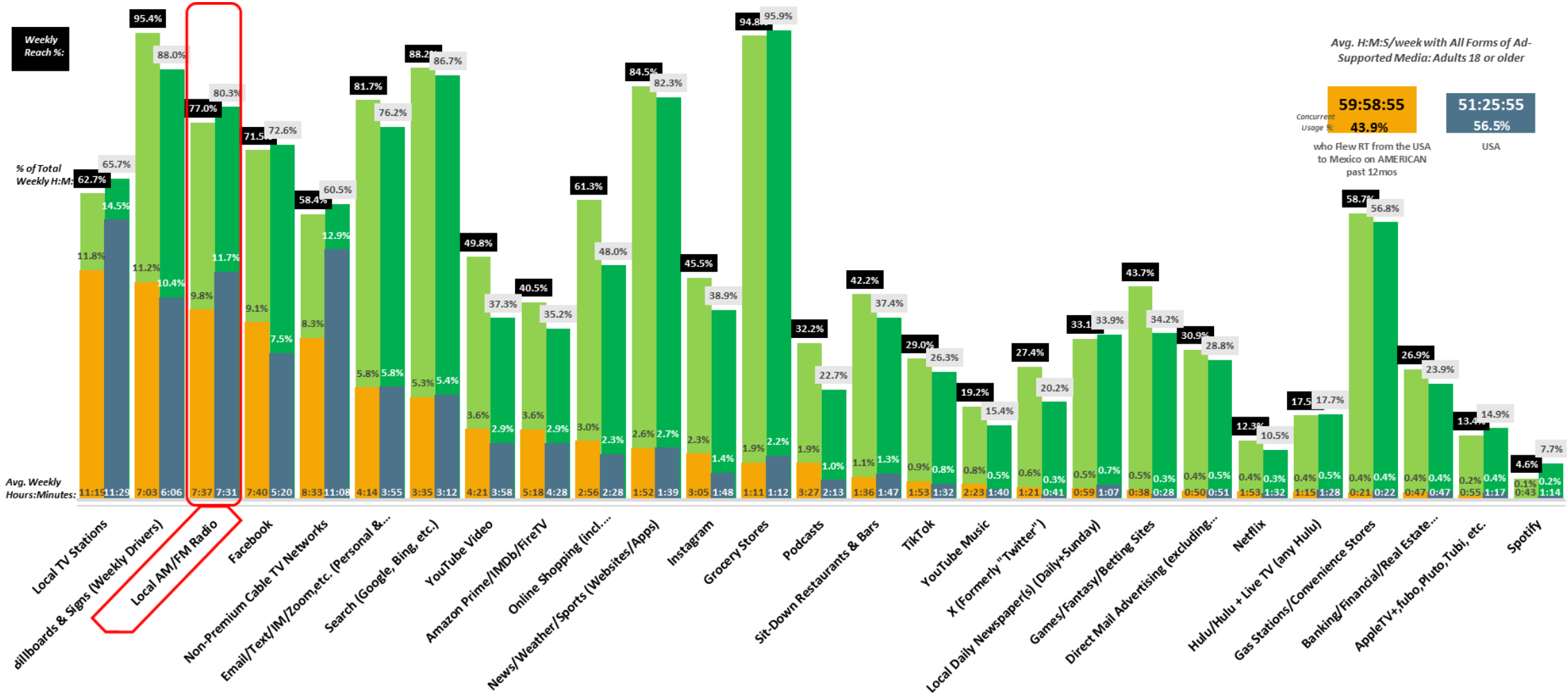
American Airlines

Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an average of 2 days, 11 hours, 58 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

77.% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



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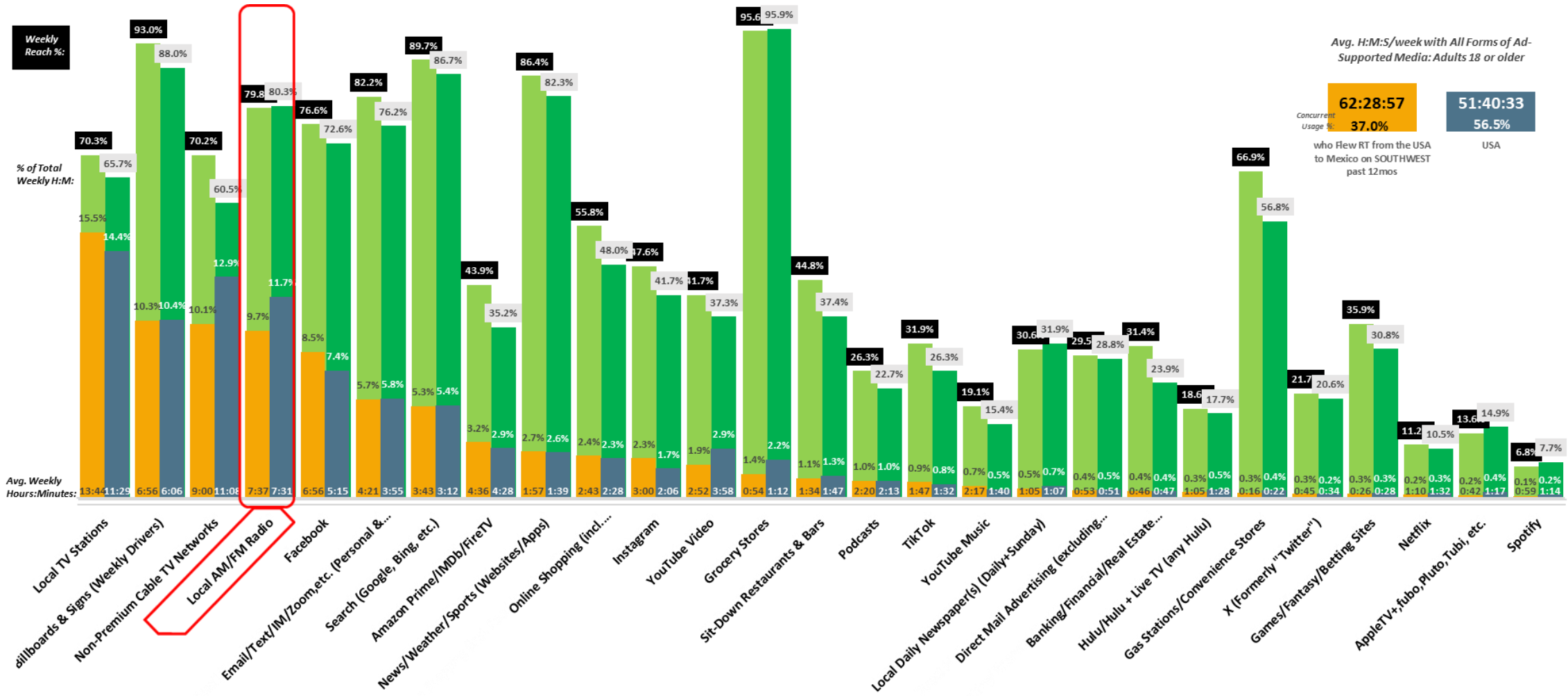
Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an average of 2 days, 14 hours, 28 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Medi



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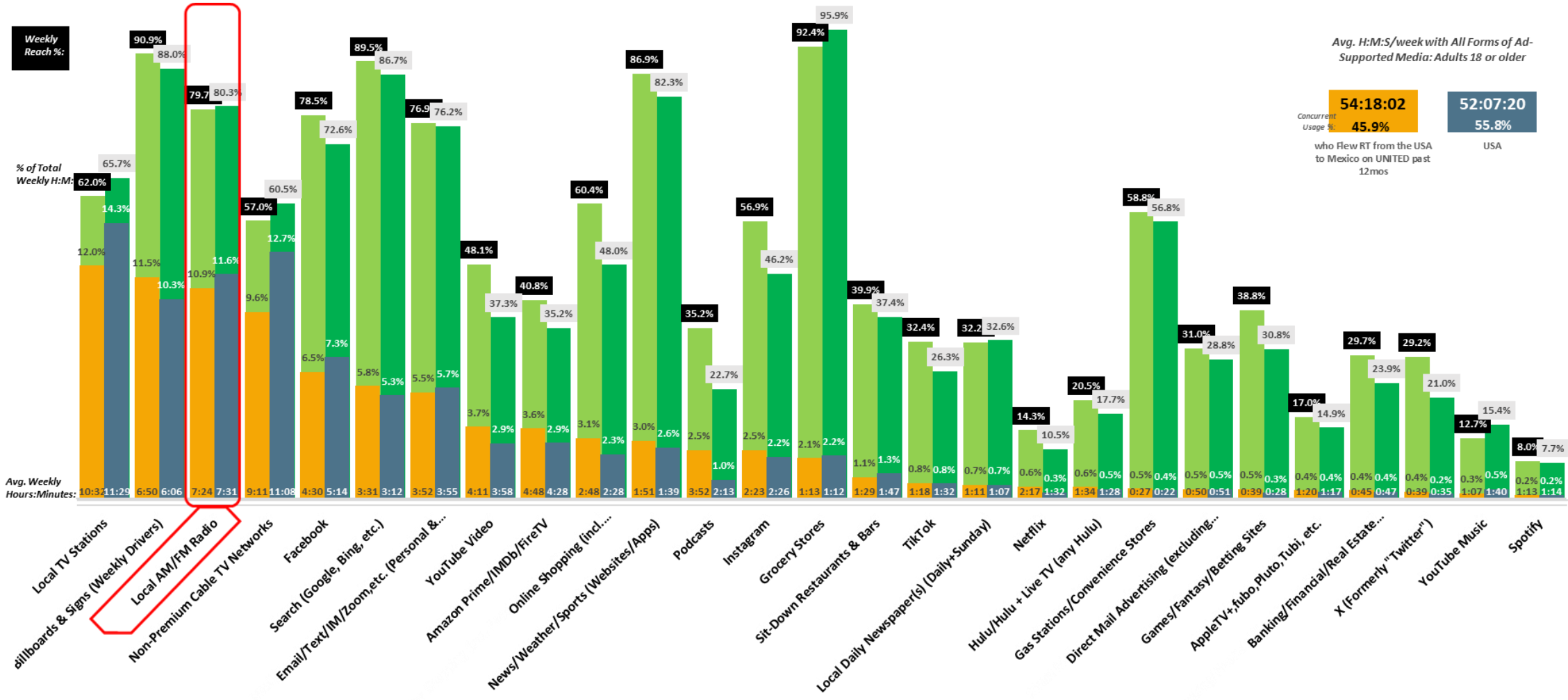
Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an average of 2 days, 6 hours, 18 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

79.7% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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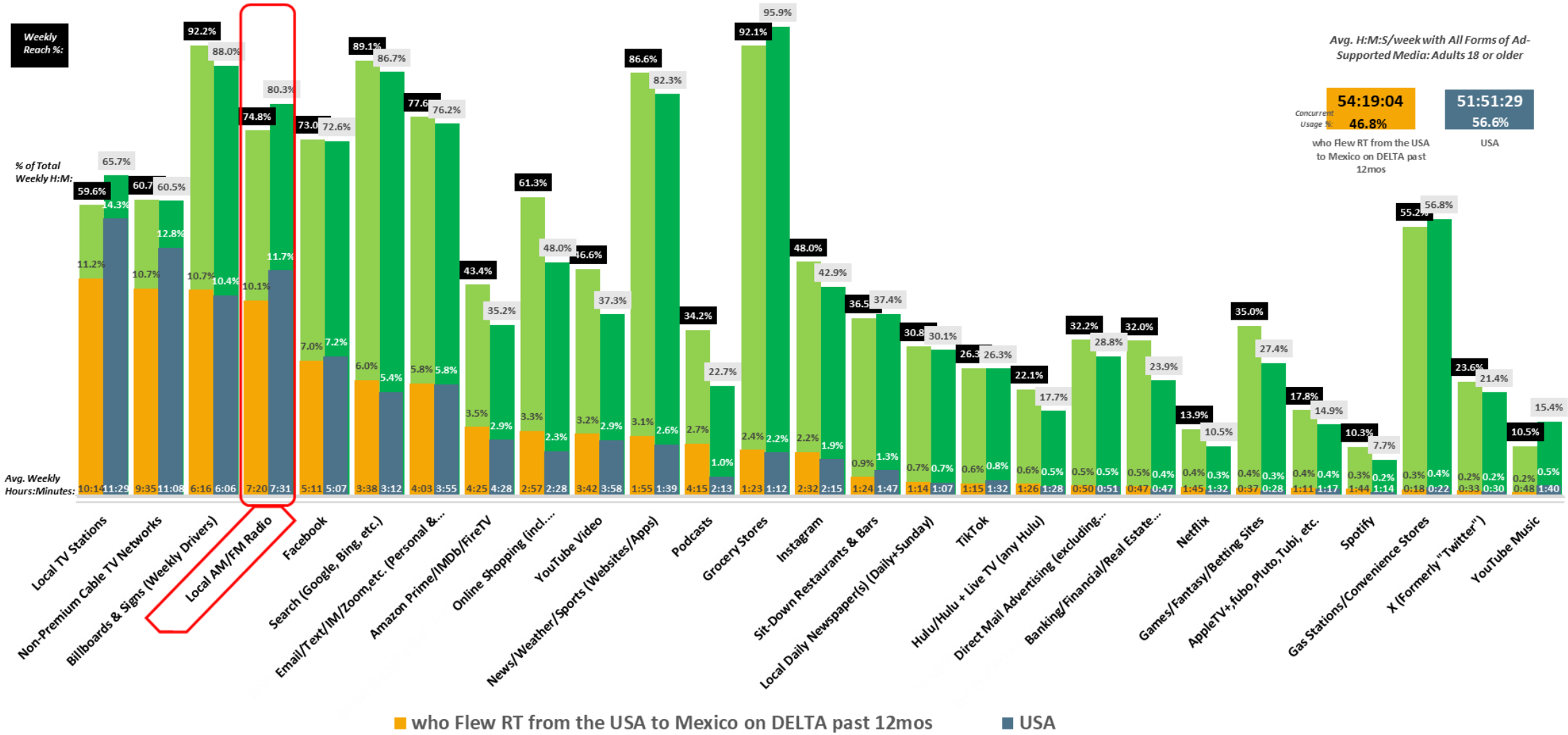
Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an average of 2 days, 6 hours, 19 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

74.8% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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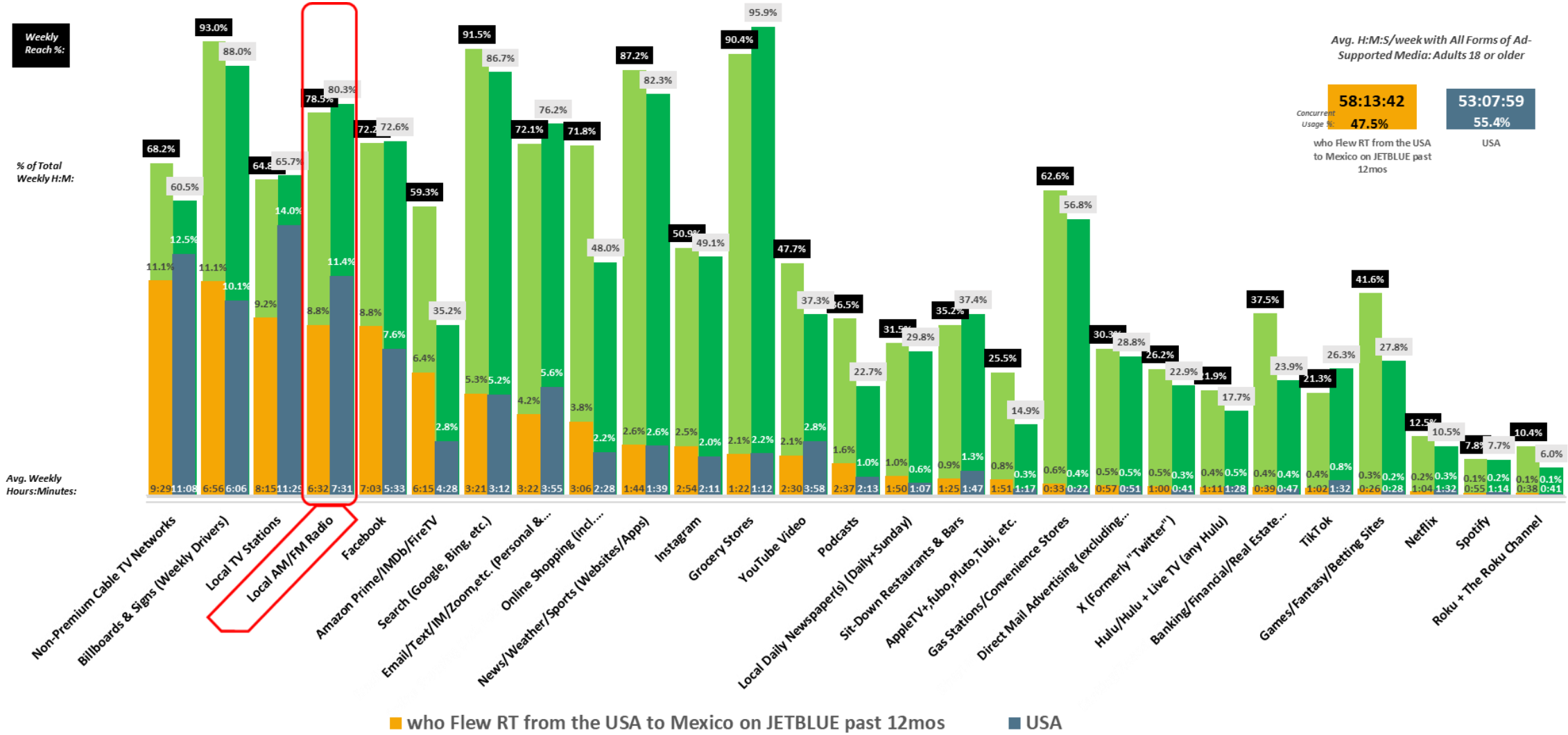
jetBlue

Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an average of 2 days, 10 hours, 13 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

78.5% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an avg. of 6 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



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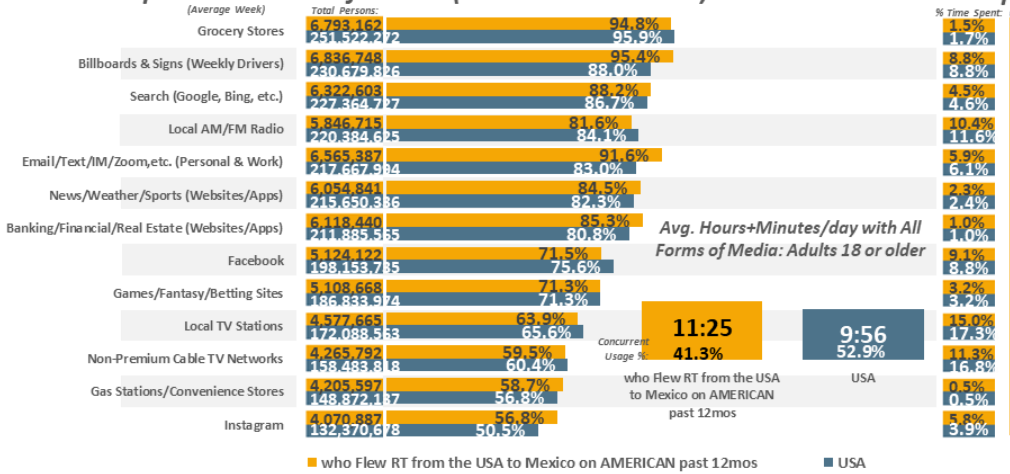
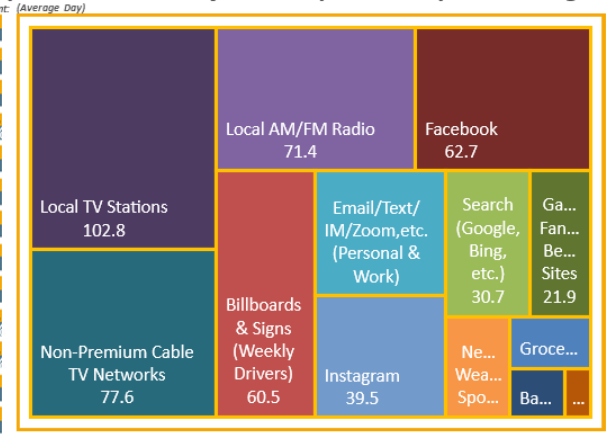
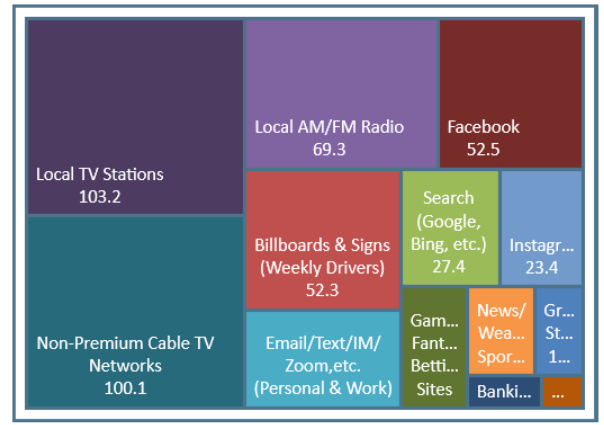
Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

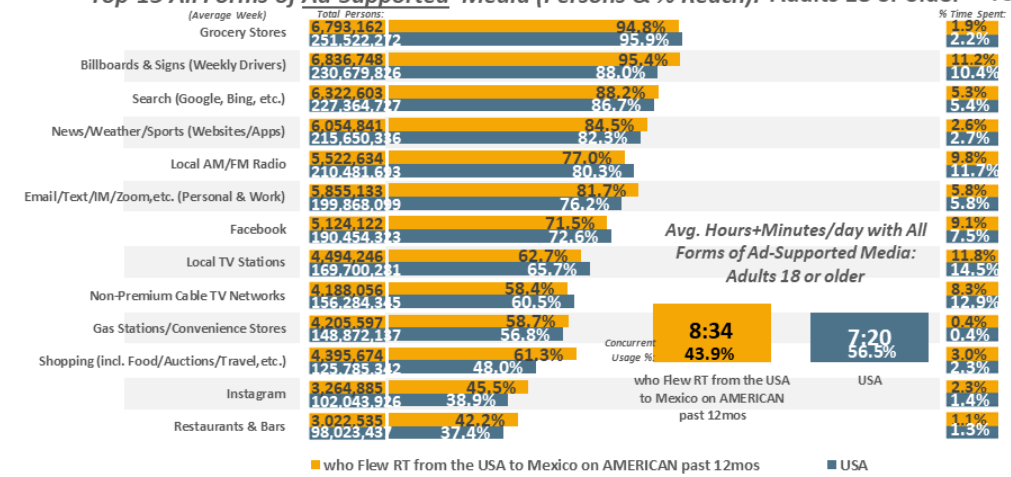
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

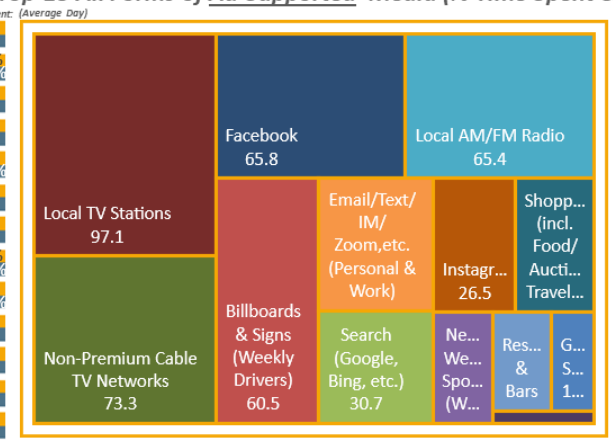


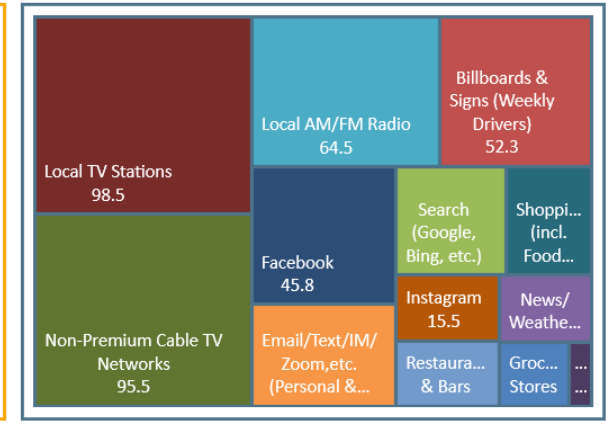




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







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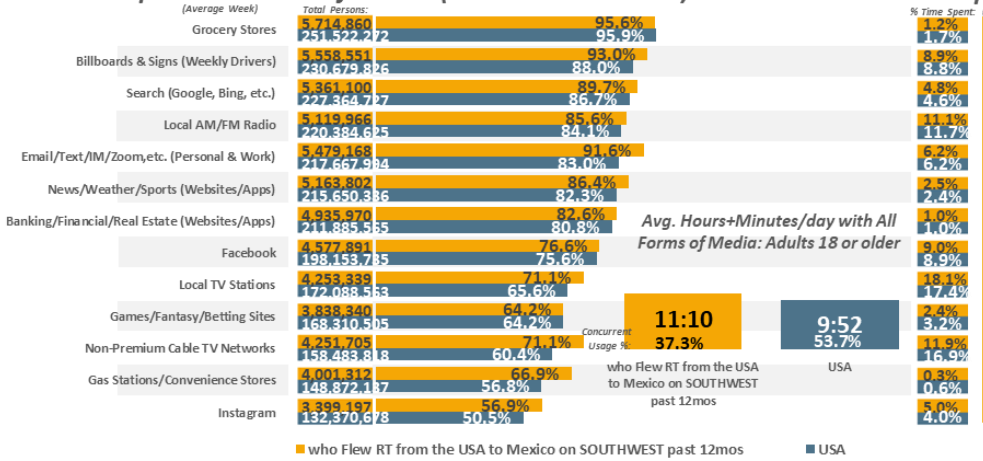
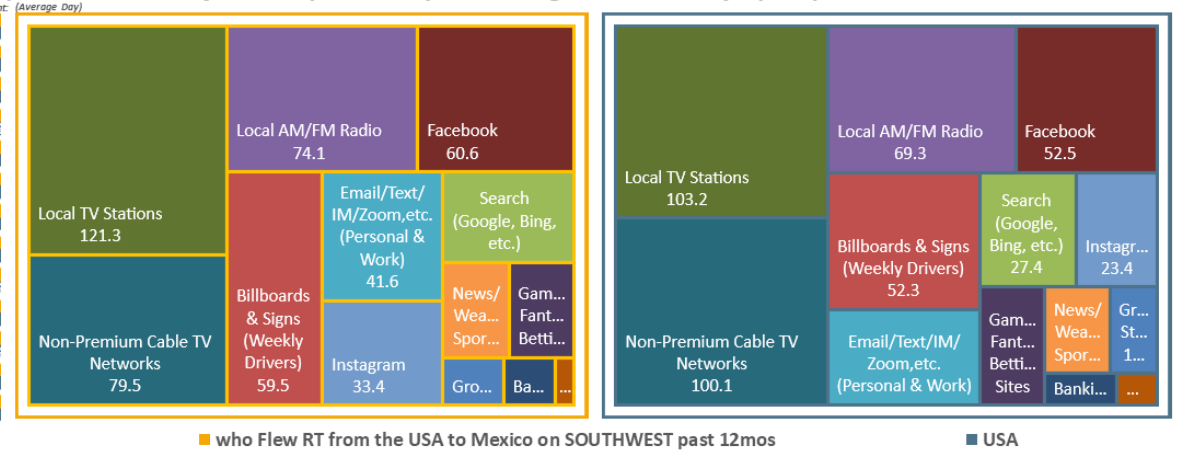
Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

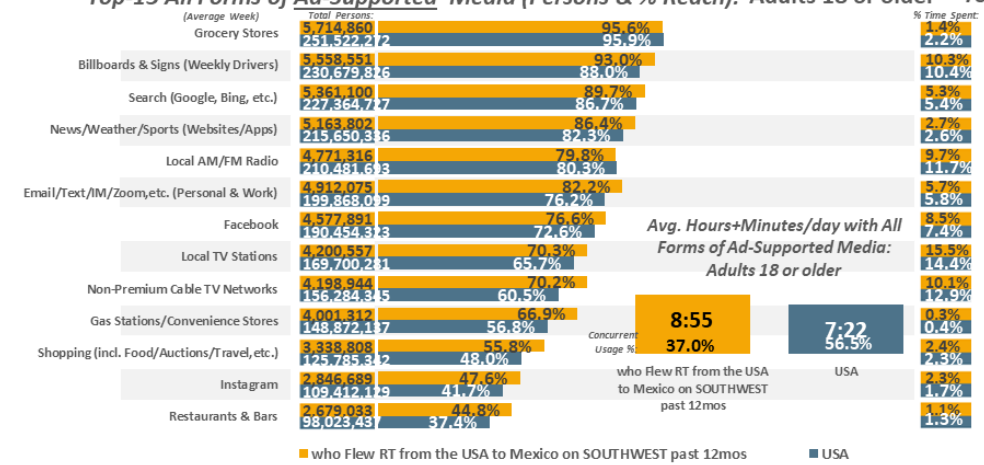
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



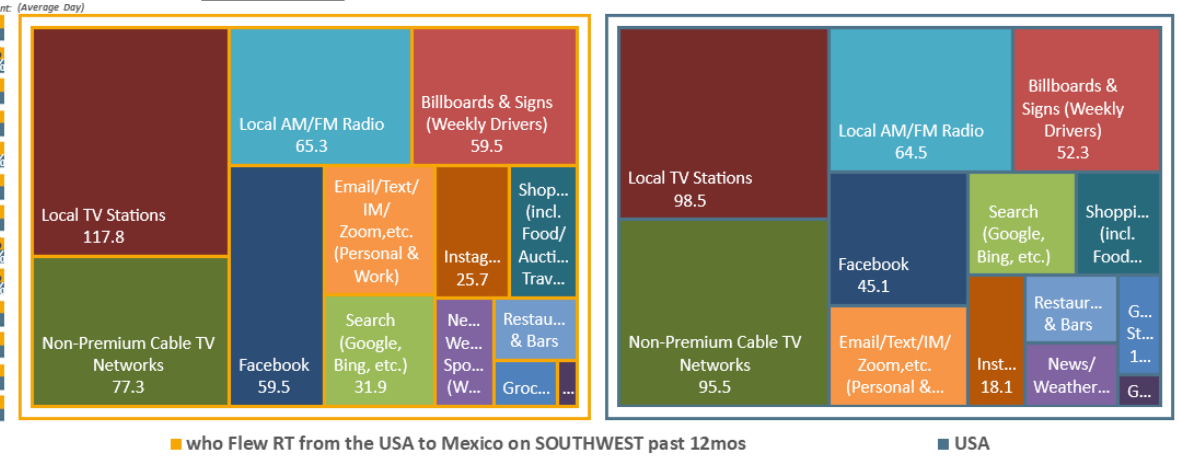
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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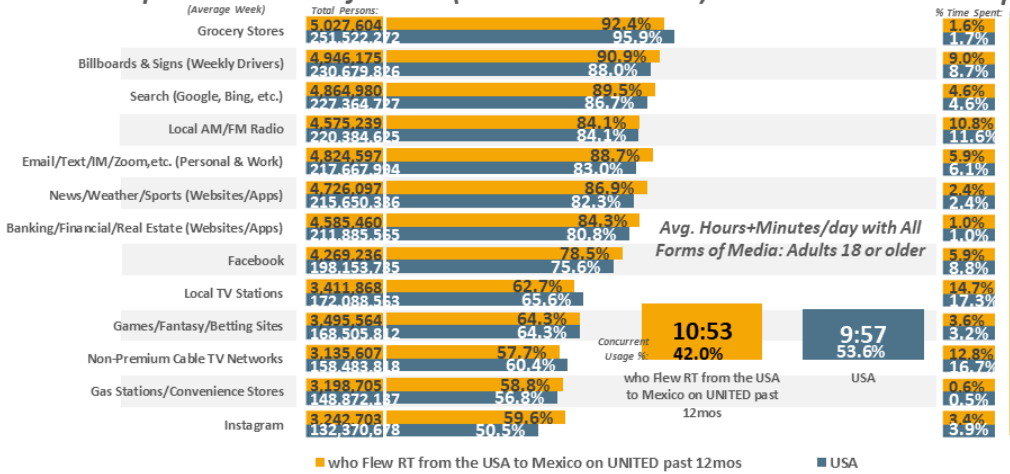
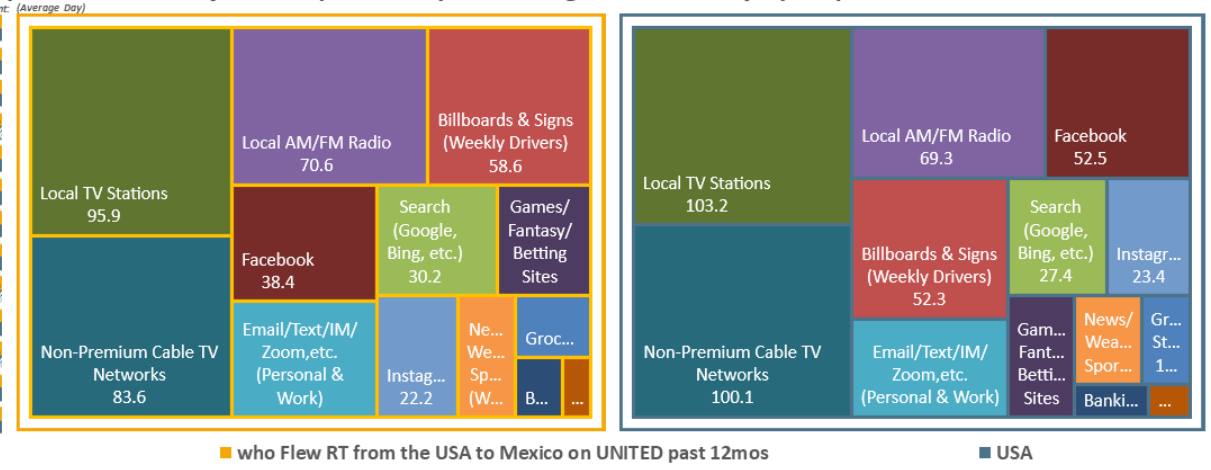
Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

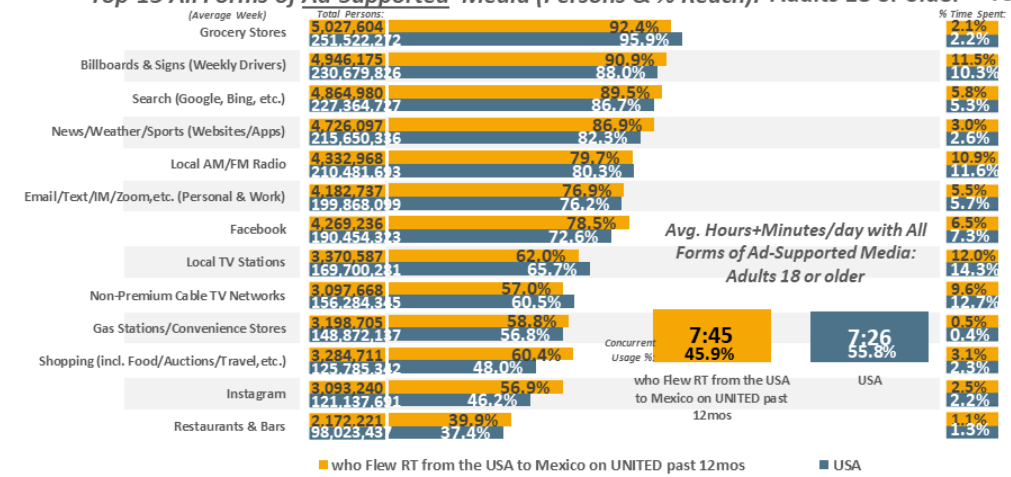
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



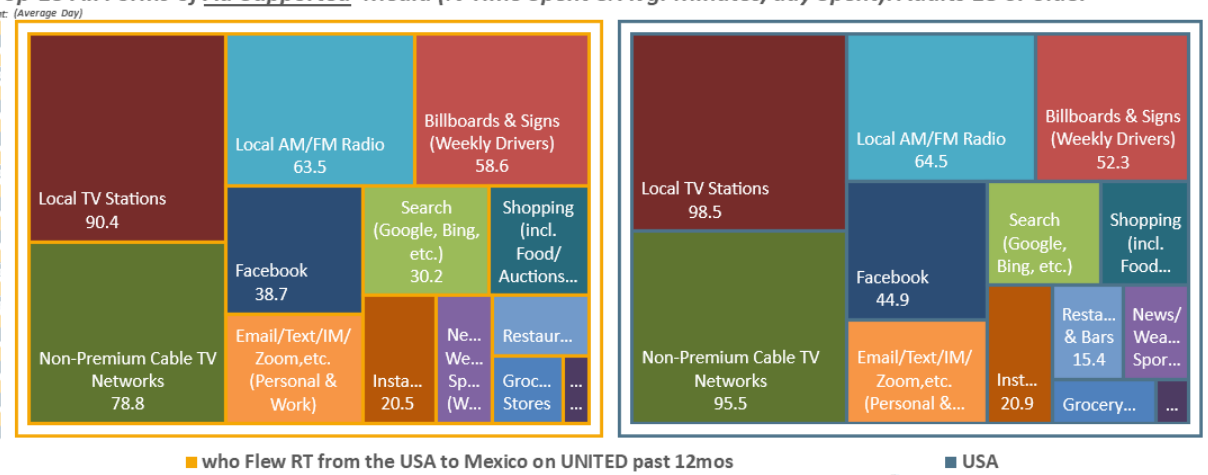
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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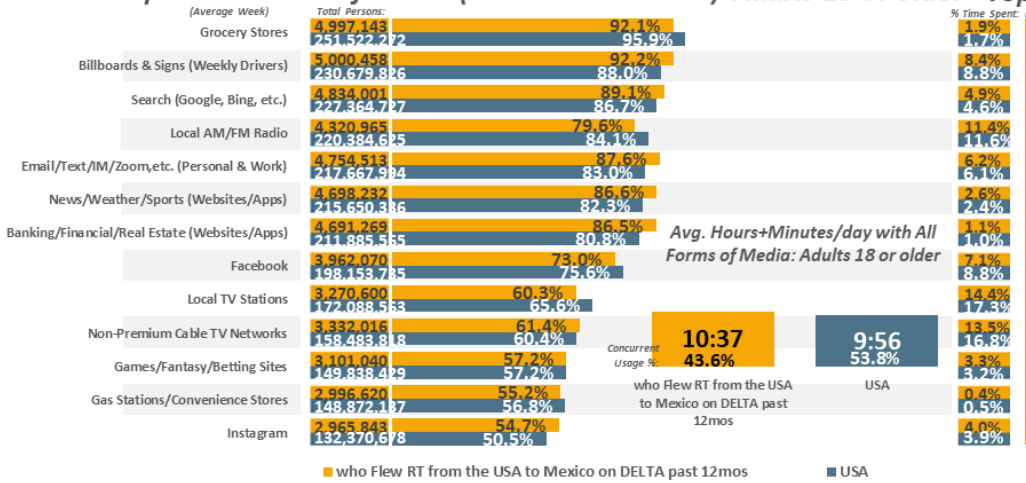
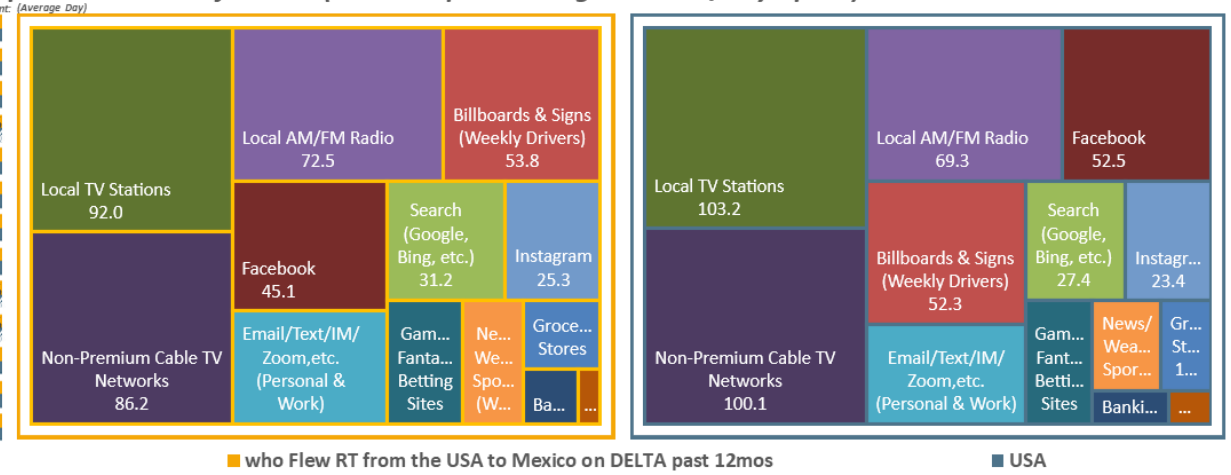
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: United

Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

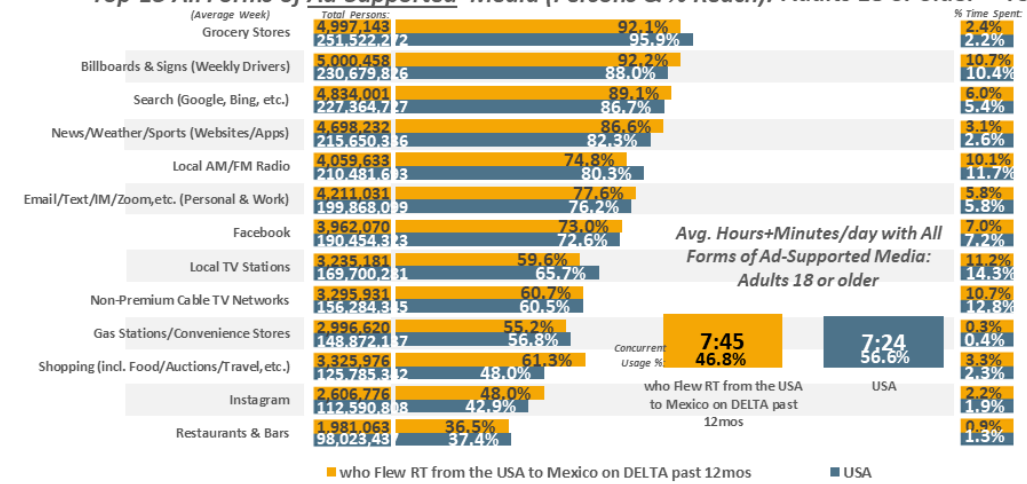
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



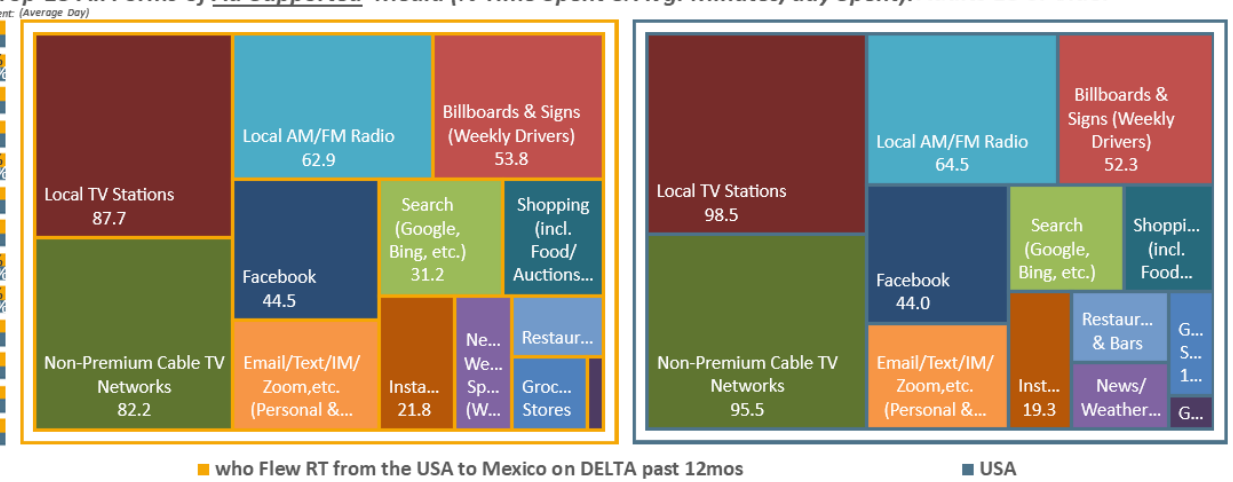
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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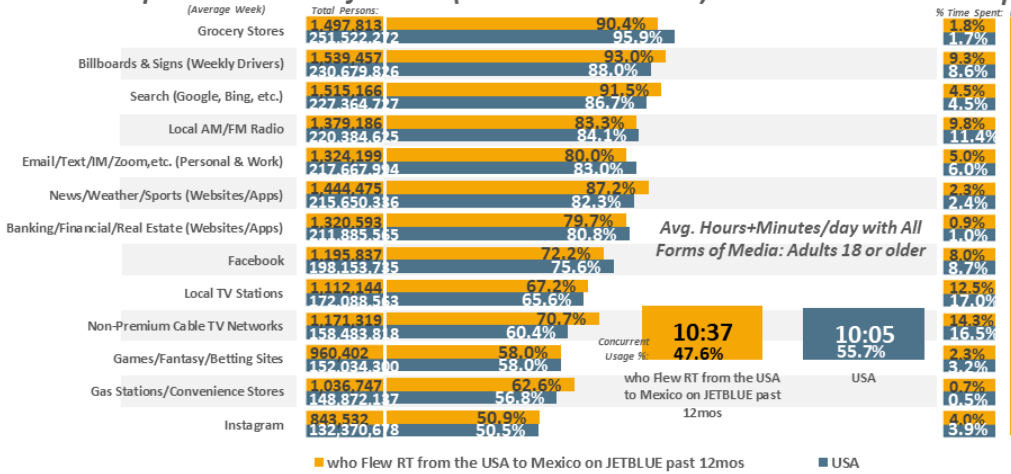
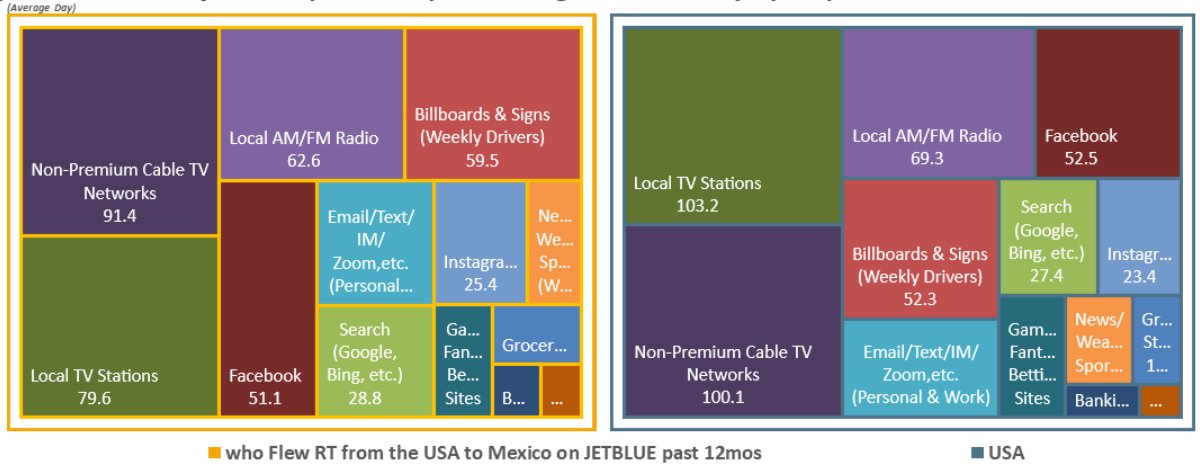
Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 56.1 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

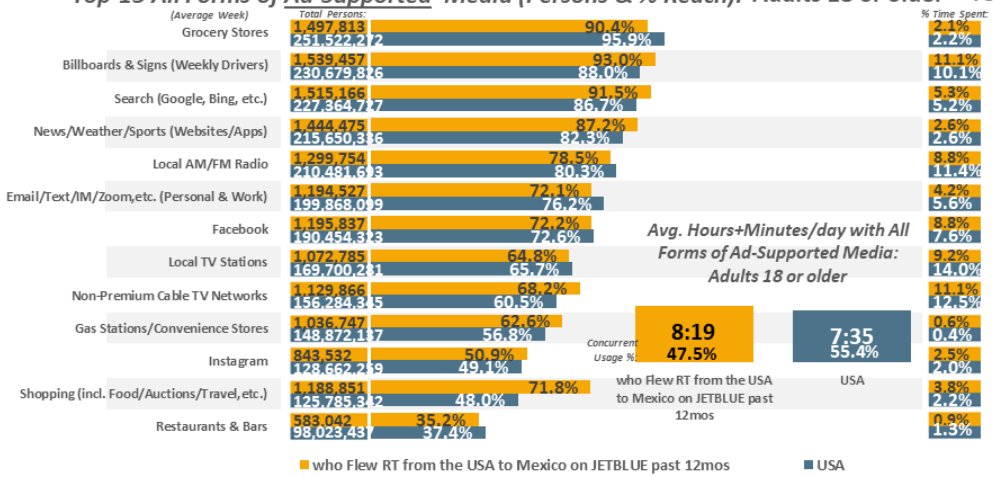
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



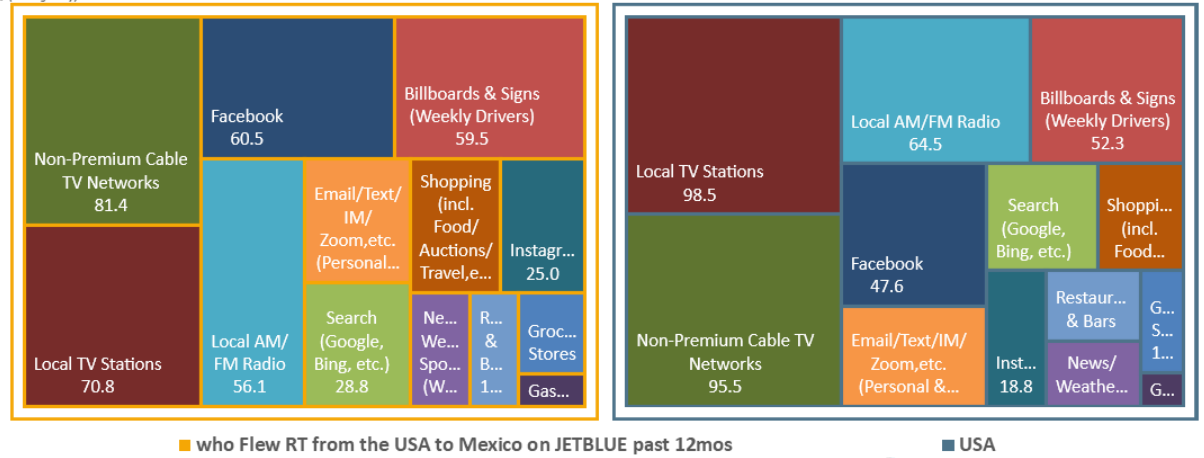
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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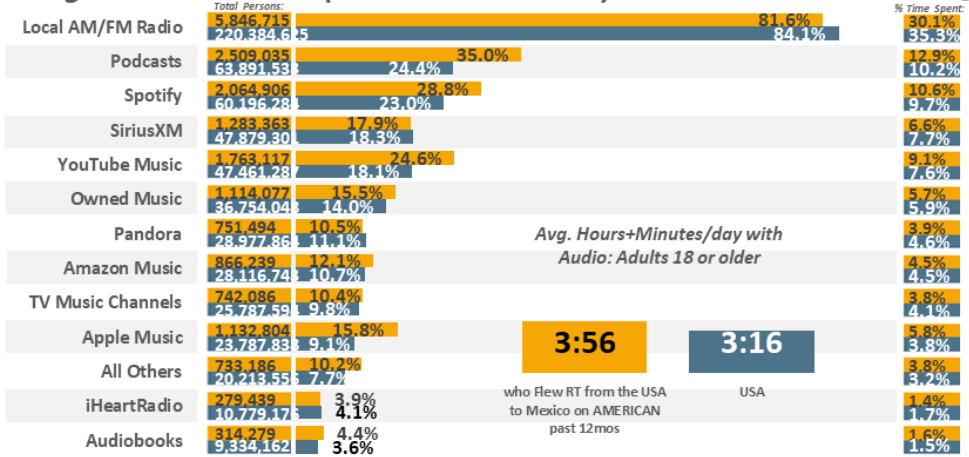
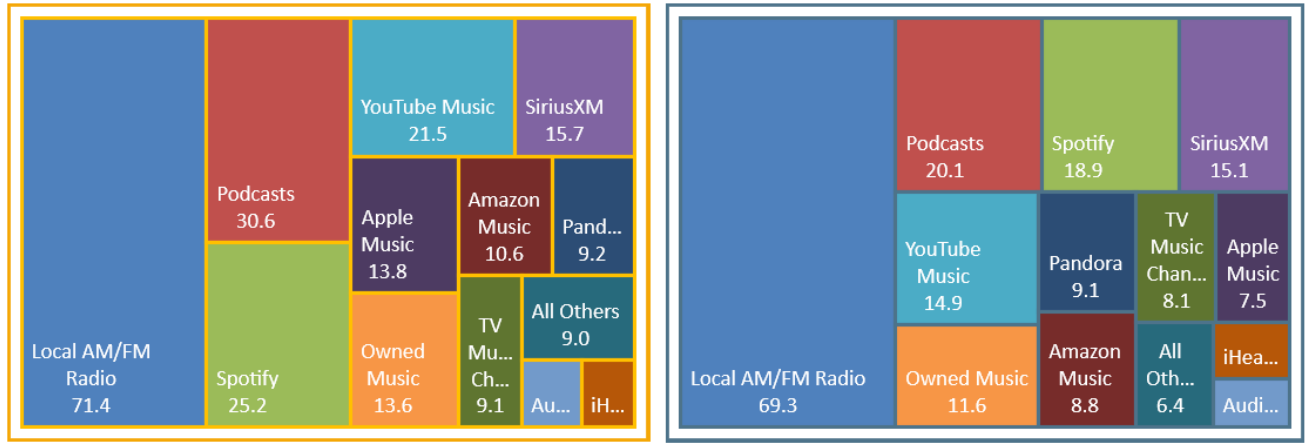
American Airlines

5,522,634 or 77.7% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

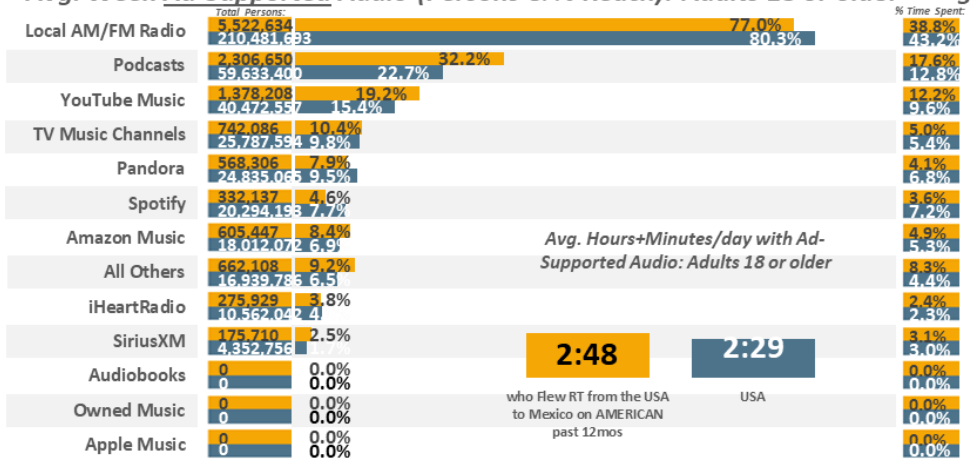
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



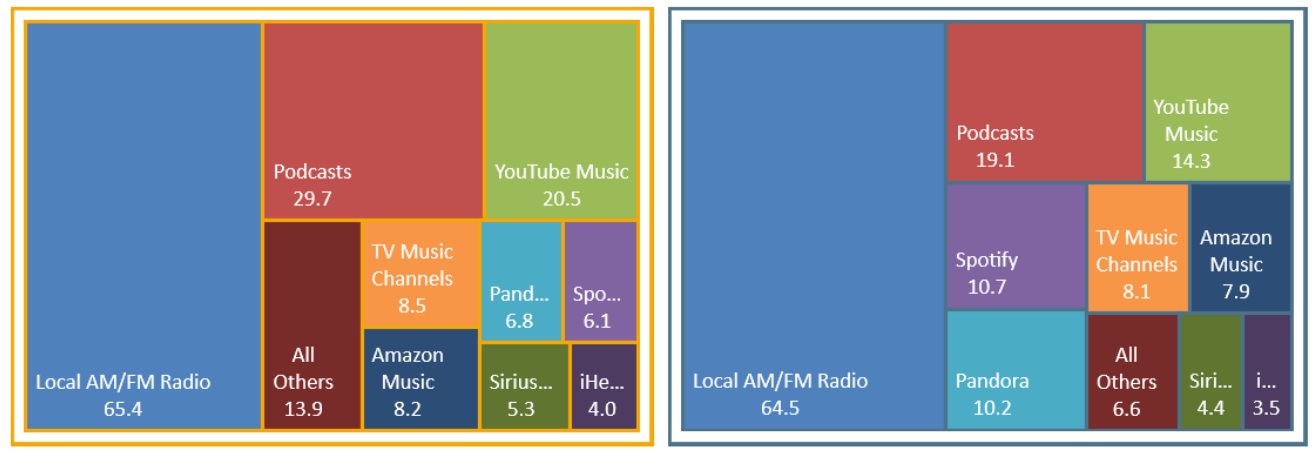
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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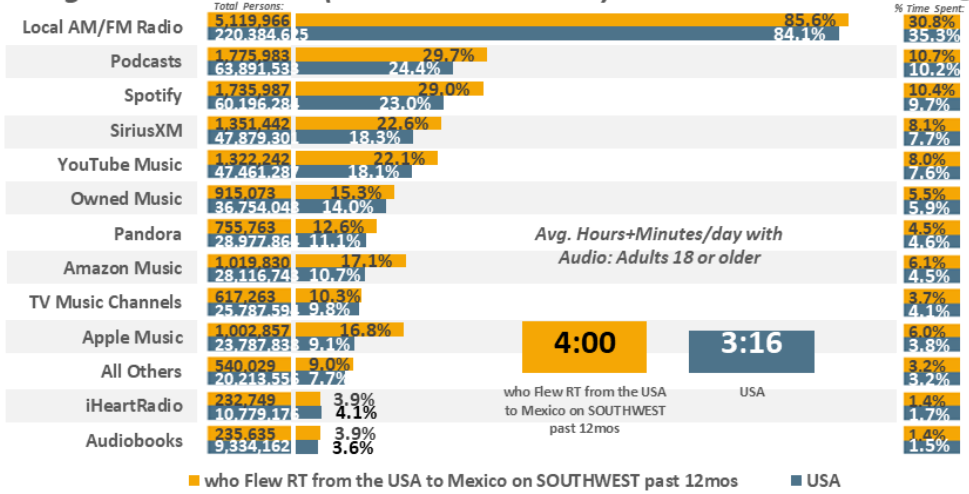
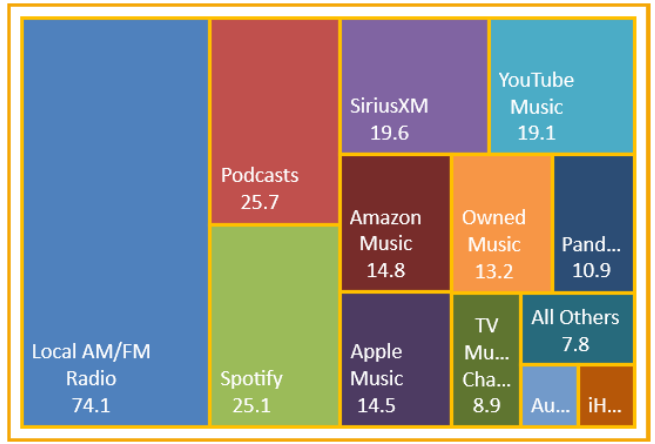
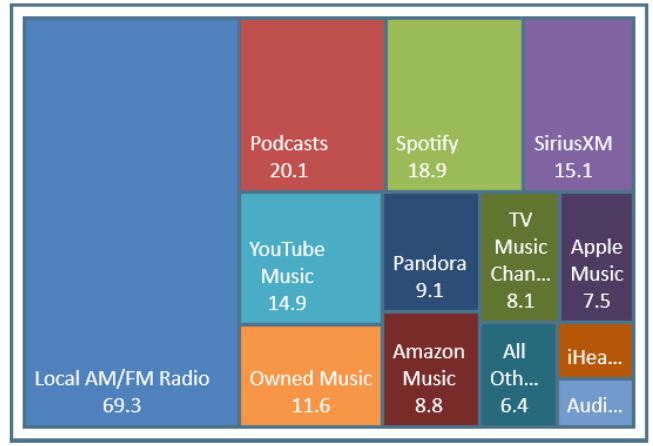
4,771,316 or 79.8% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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

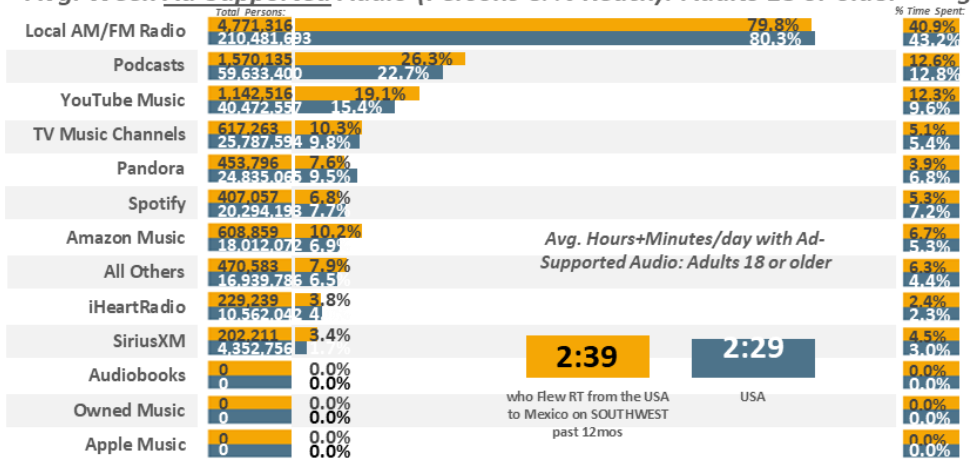


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

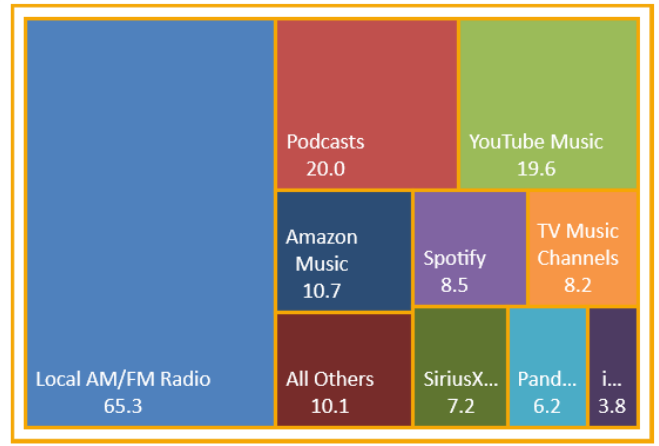


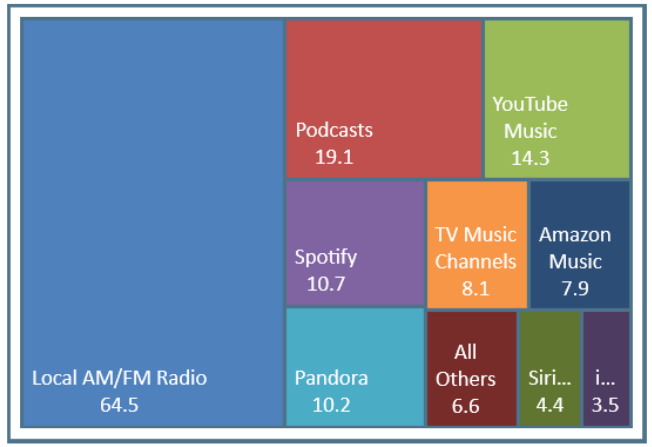


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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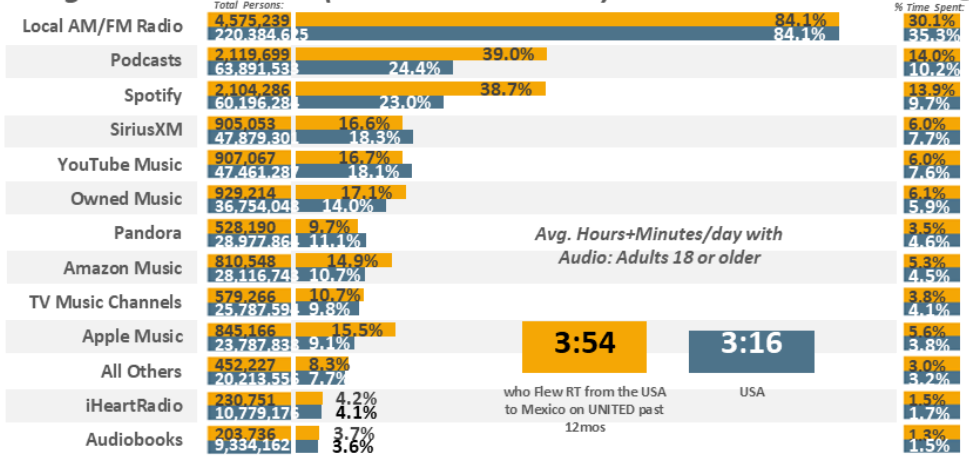
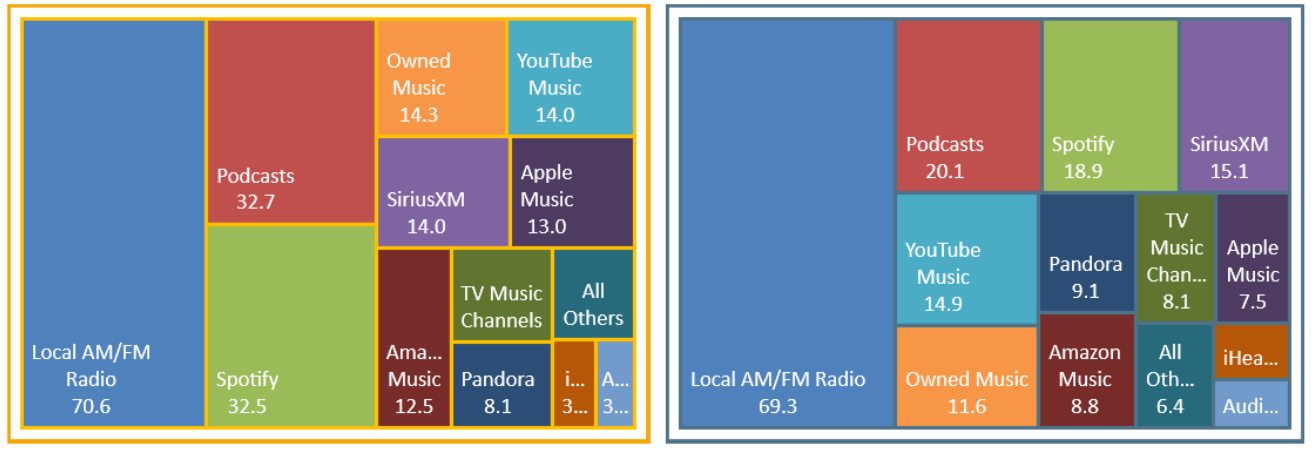
4,332,968 or 79.7% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

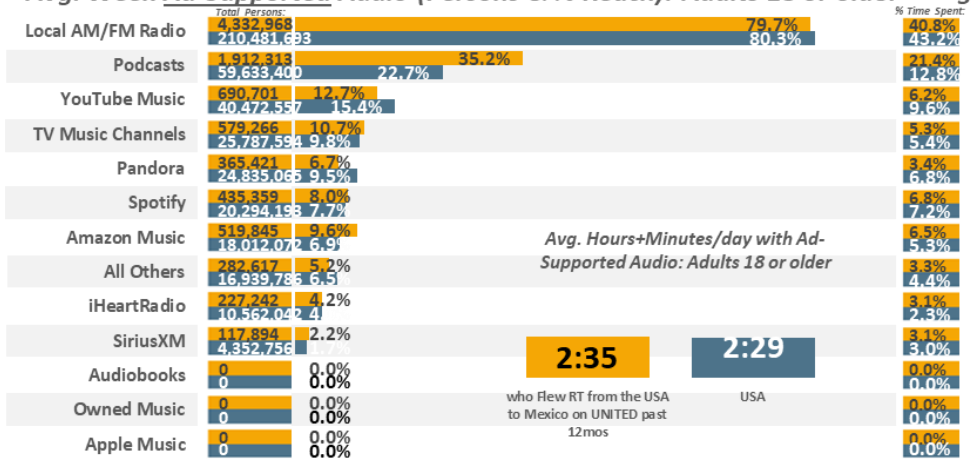
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



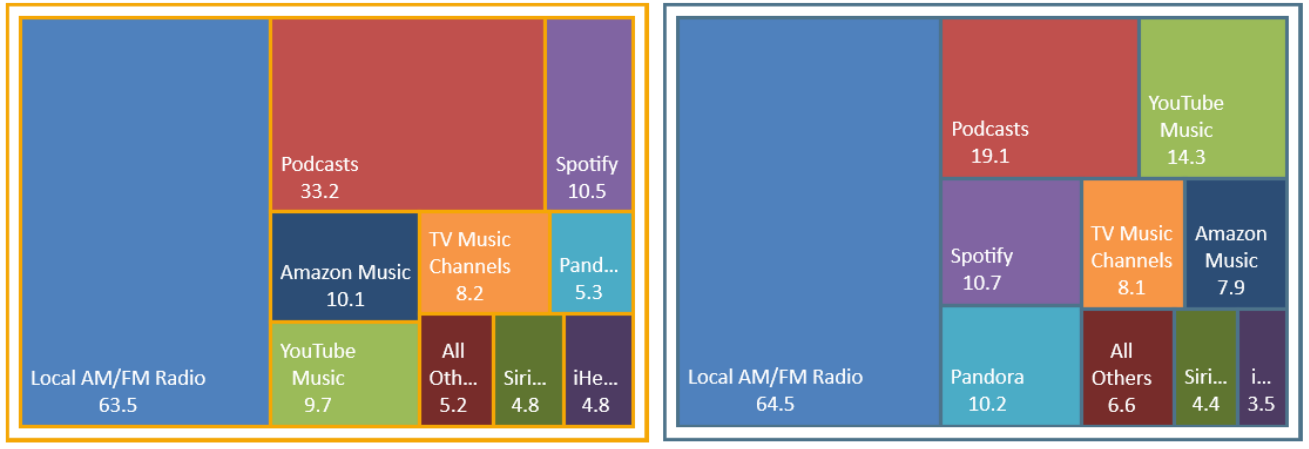
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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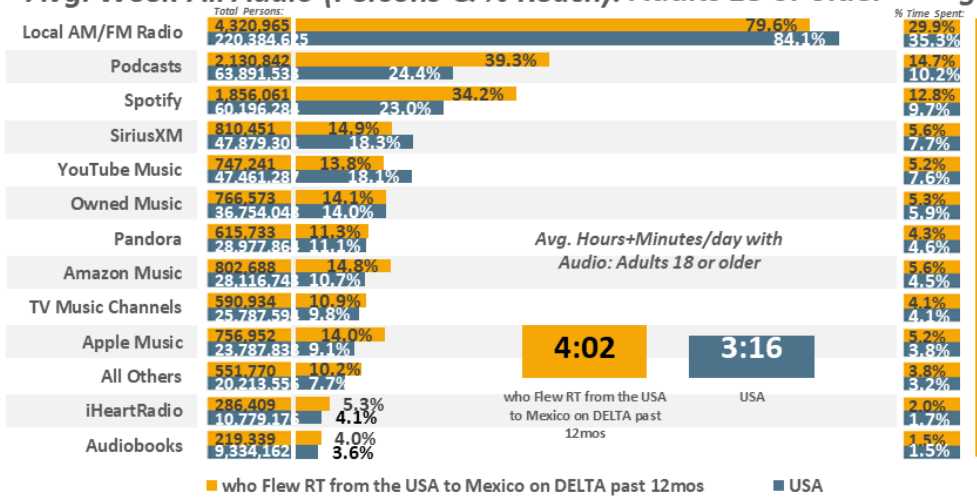
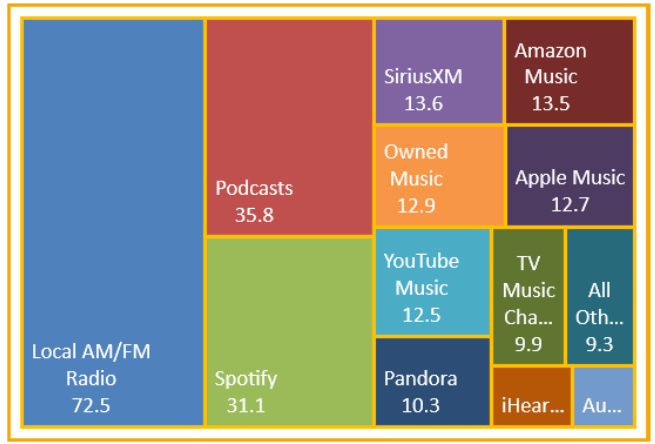
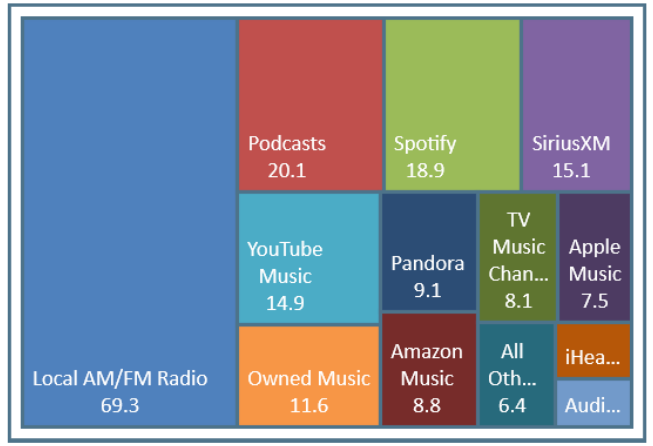
4,059,633 or 74.8% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

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

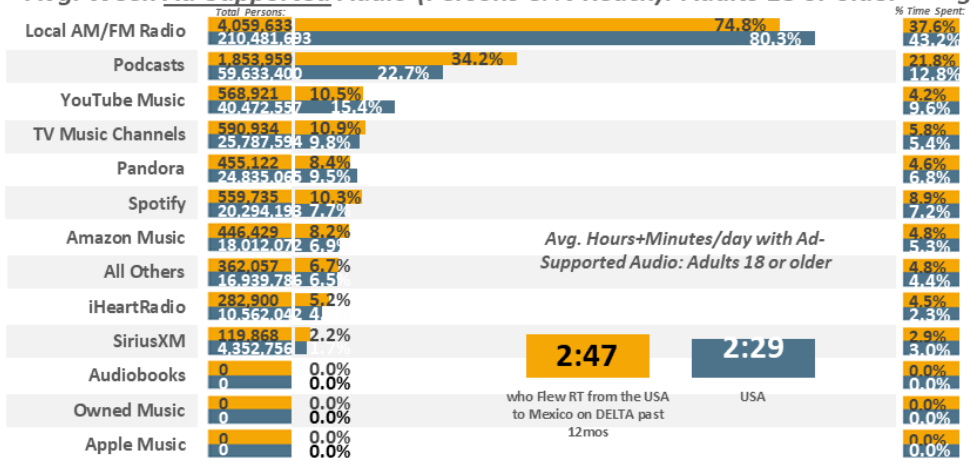


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

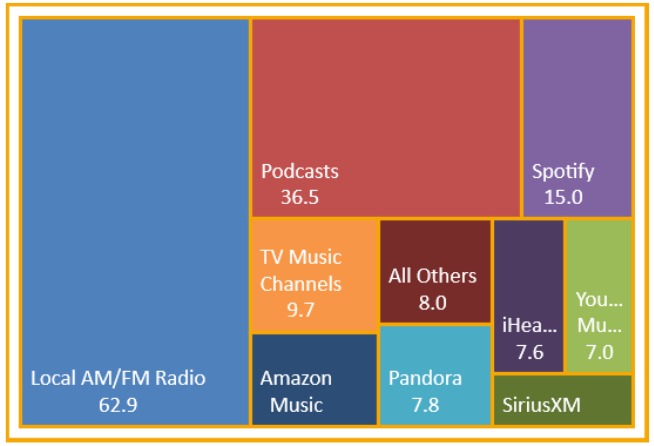


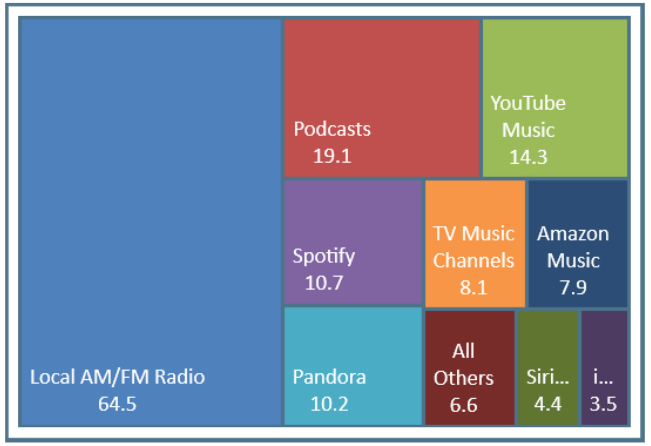


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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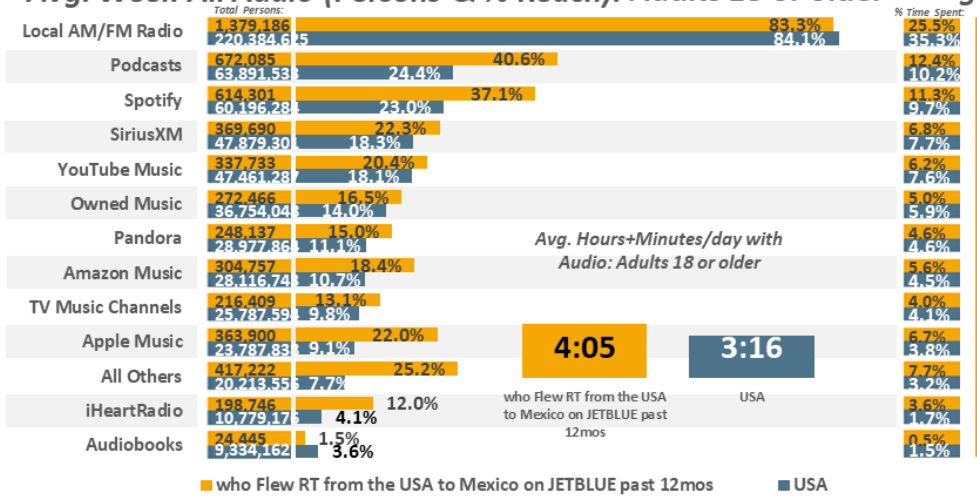
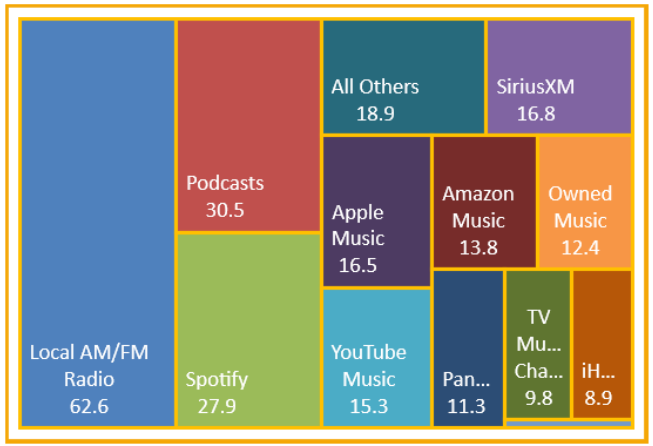
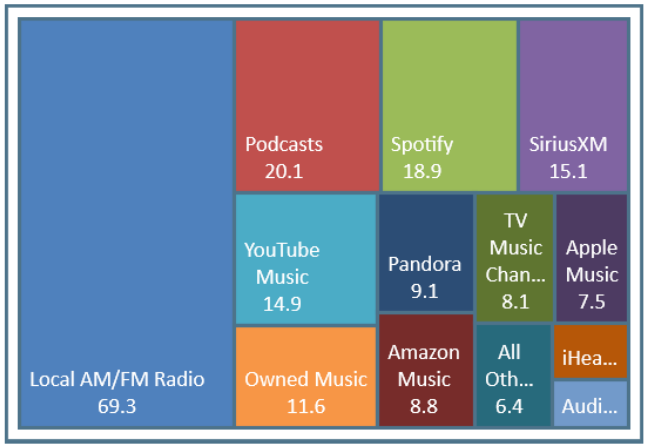
1,299,754 or 78.5% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

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

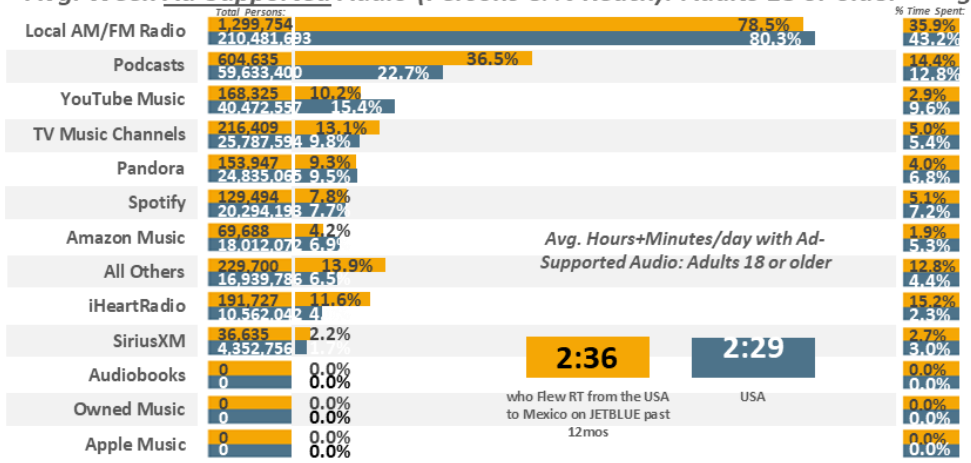


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

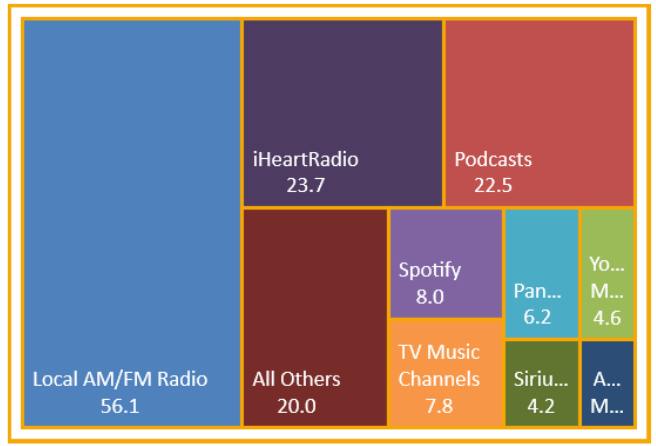


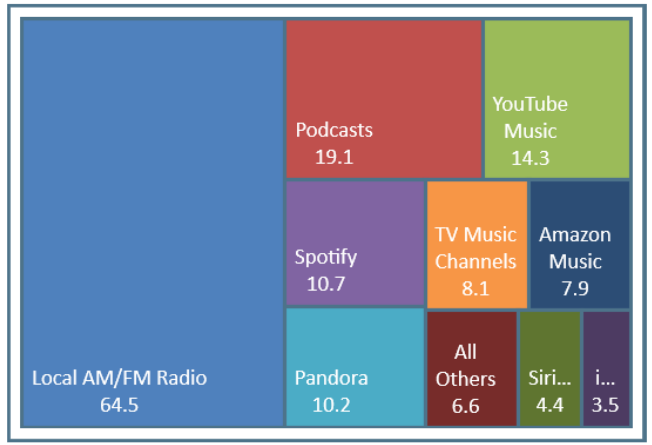


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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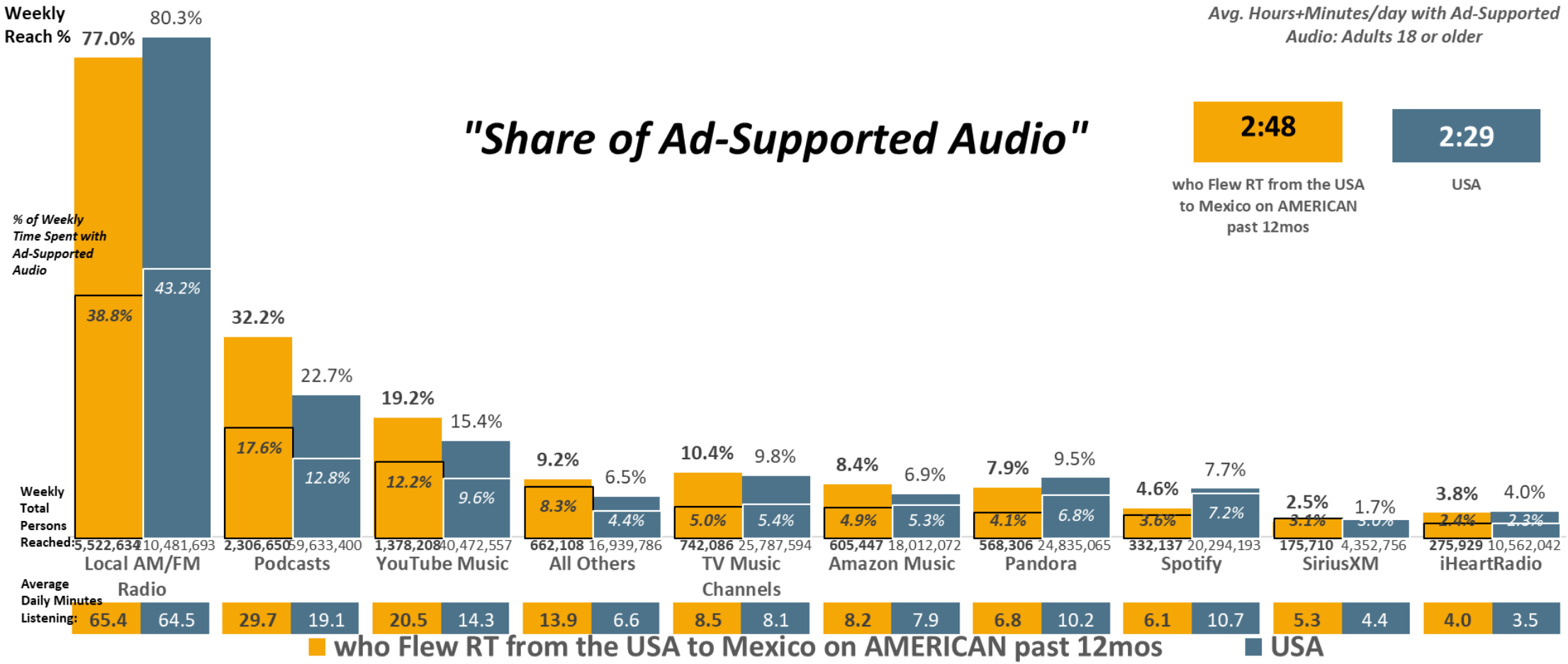
American Airlines

5,522,634 or 77.7% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



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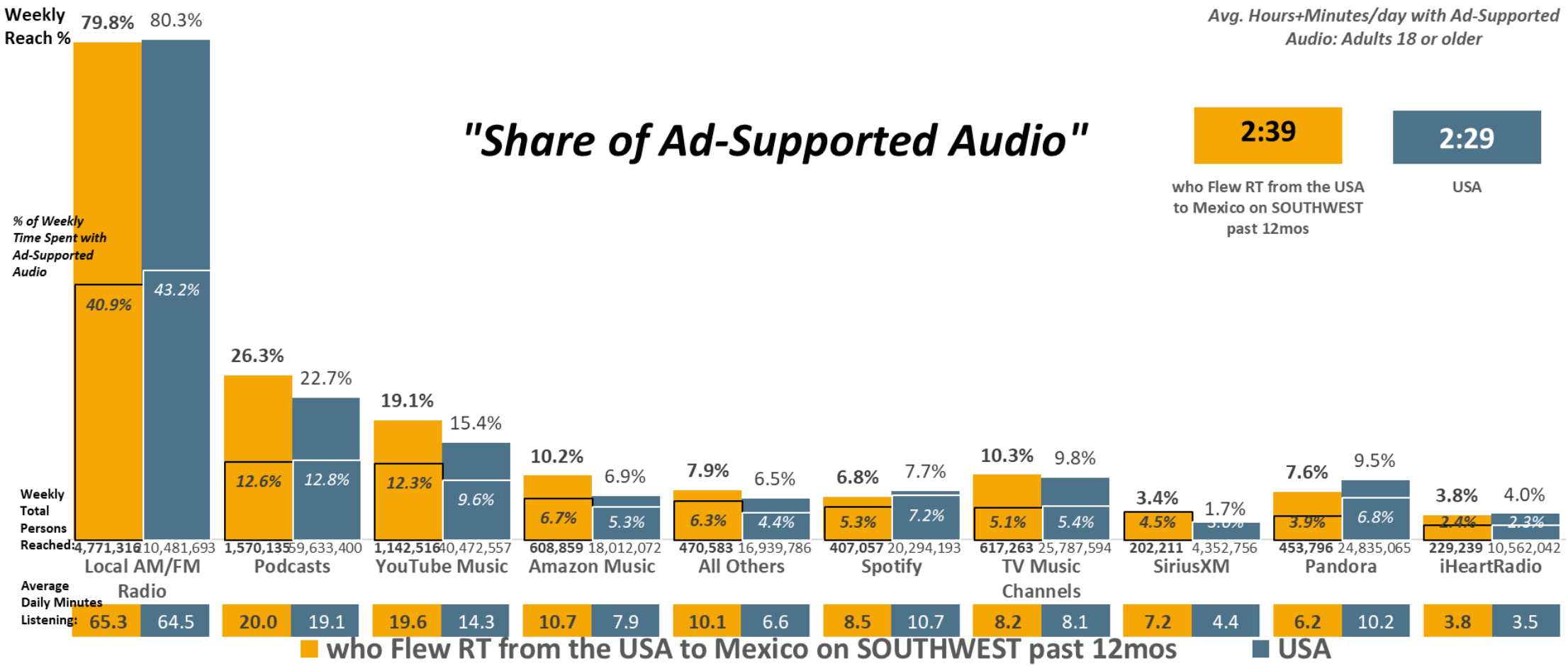
Southwest

4,771,316 or 79.8% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



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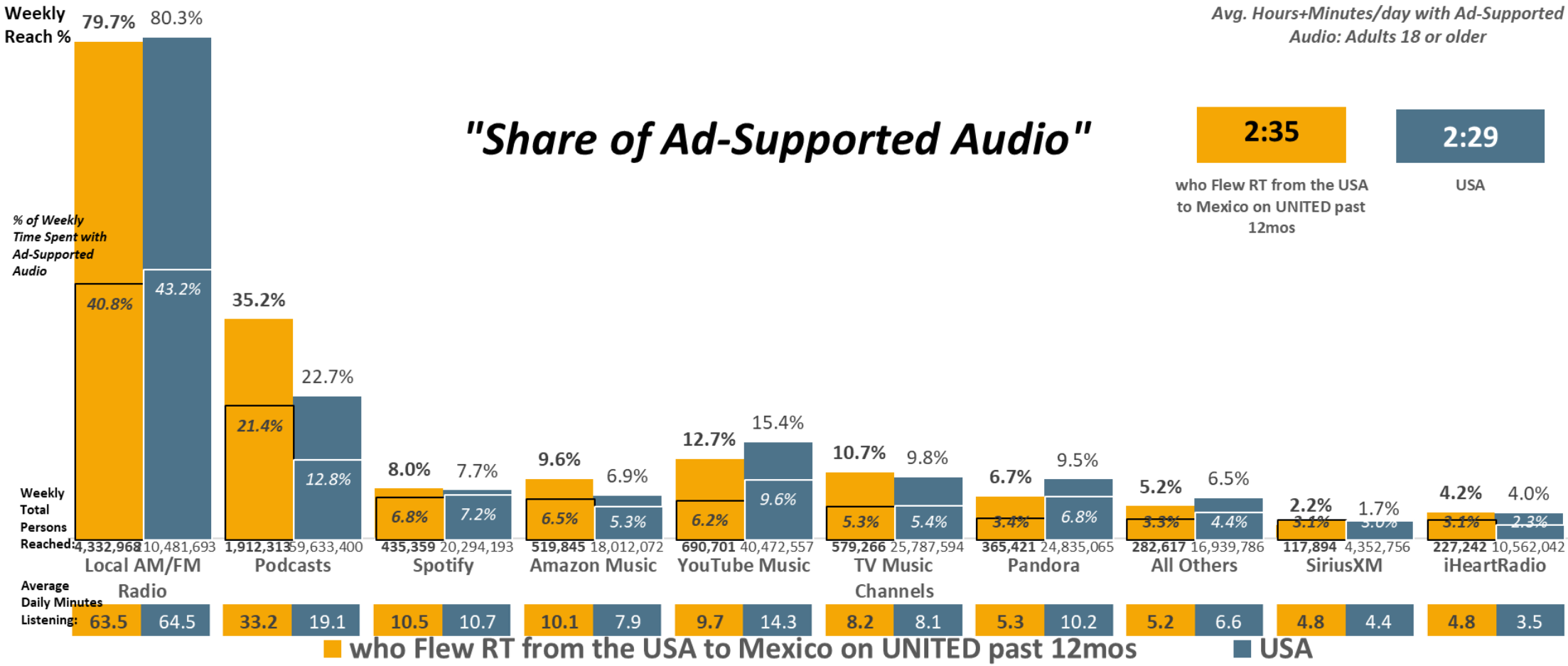
UNITED

4,332,968 or 79.7% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



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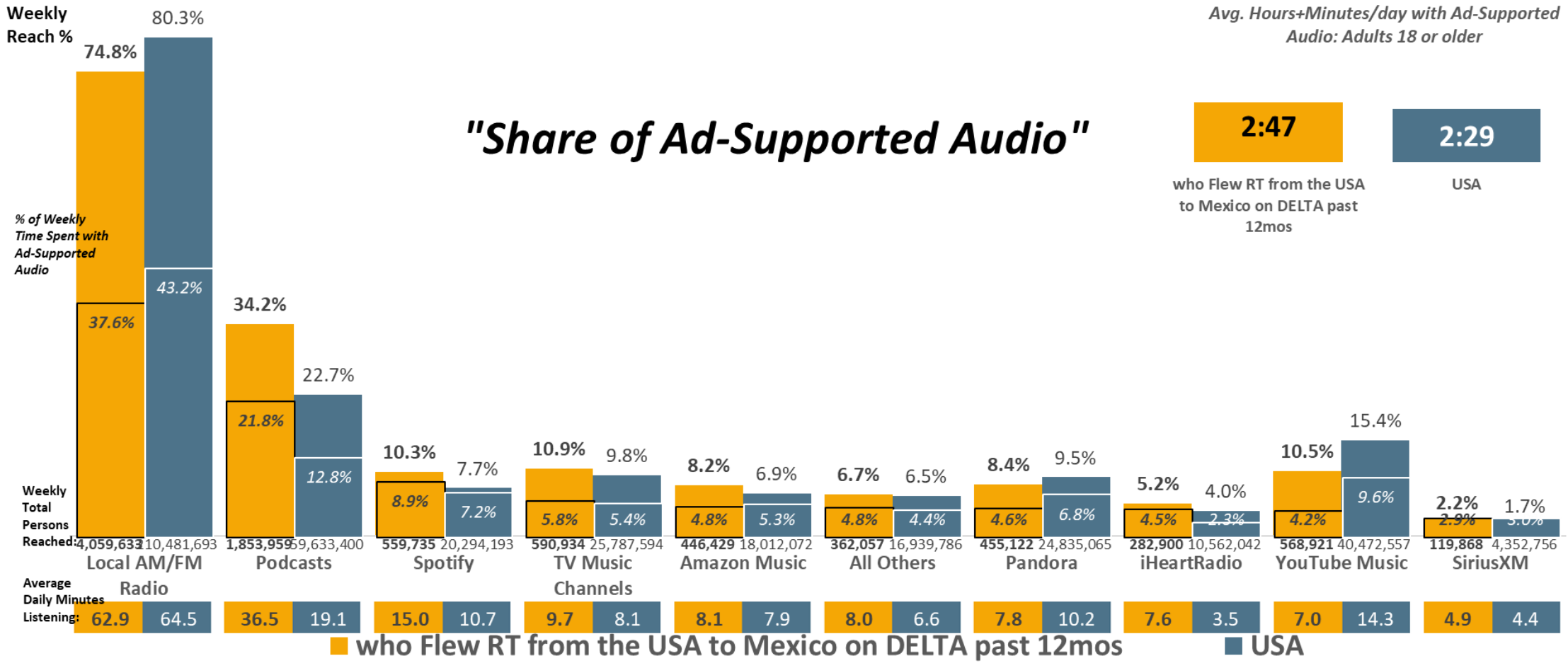
4,059,633 or 74.8% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



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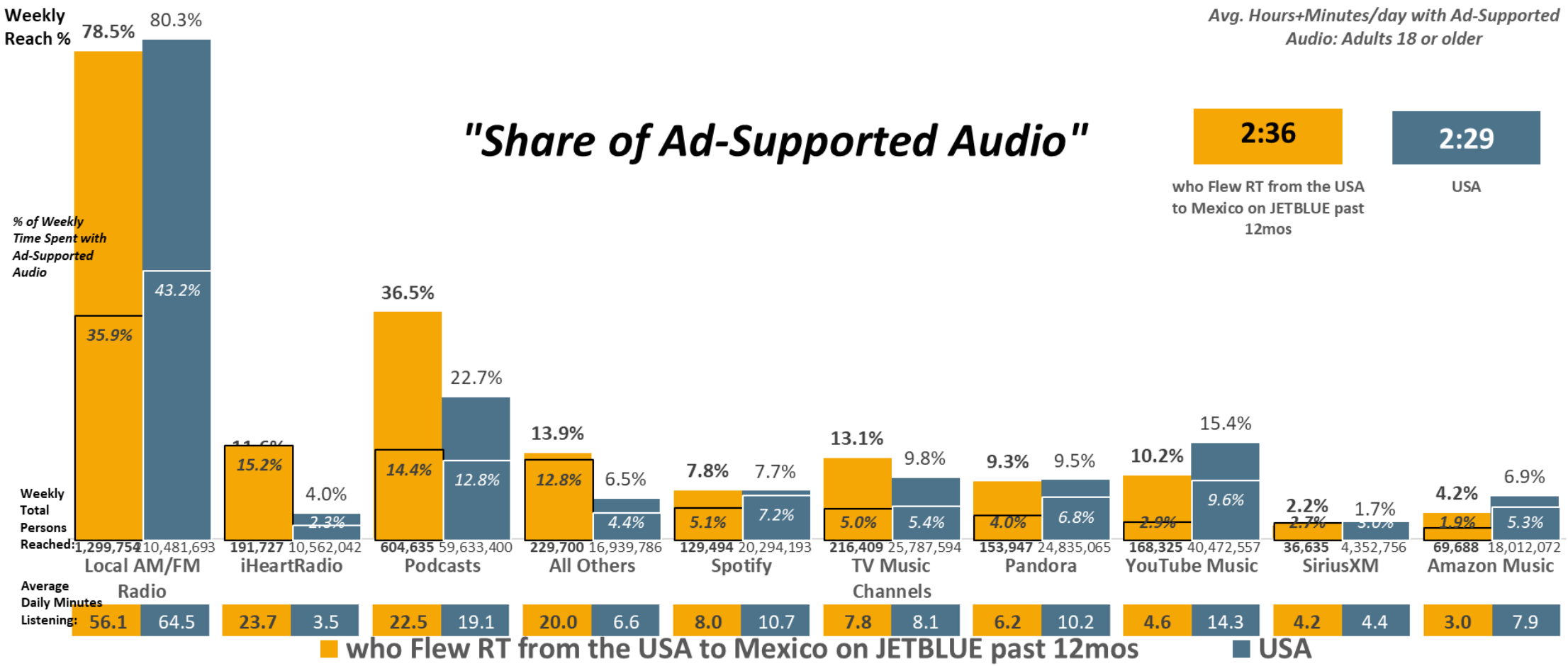
jetBlue

1,299,754 or 78.5% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



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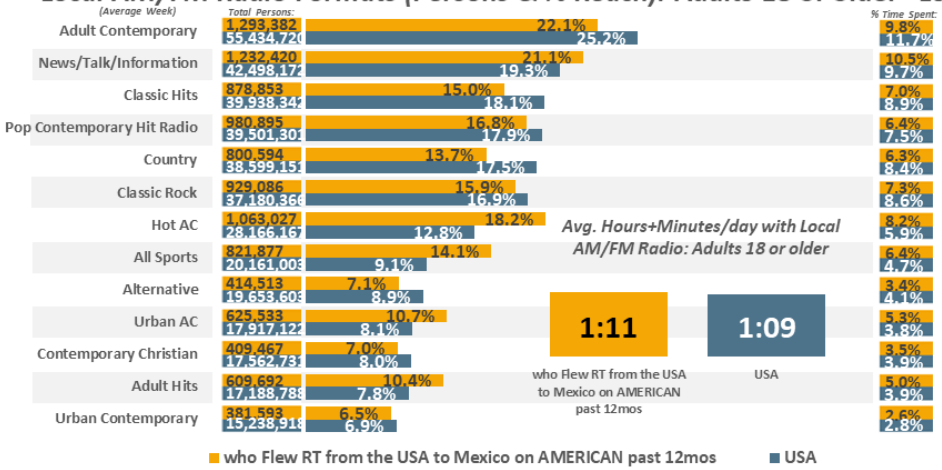
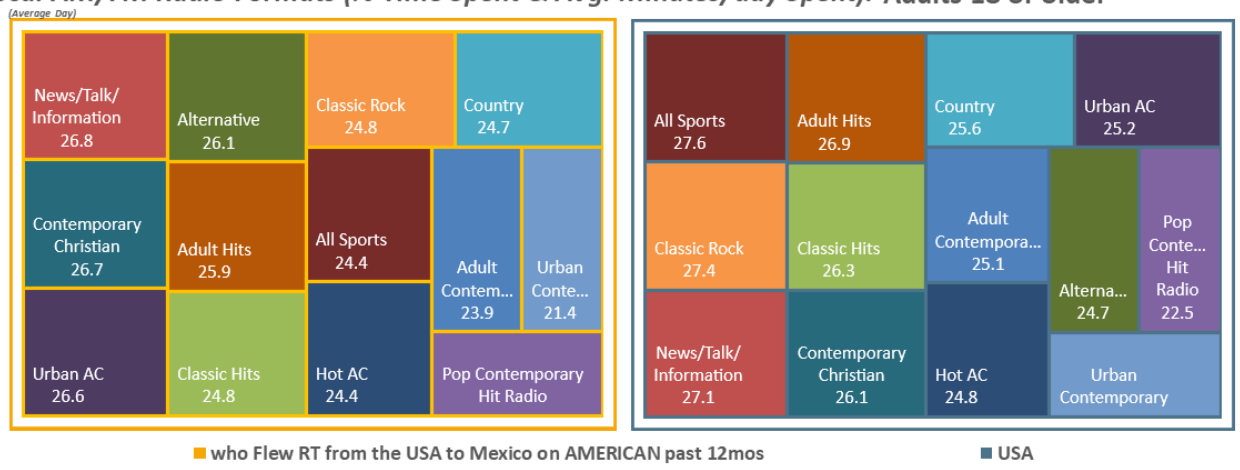
5,522,634 or 77.% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

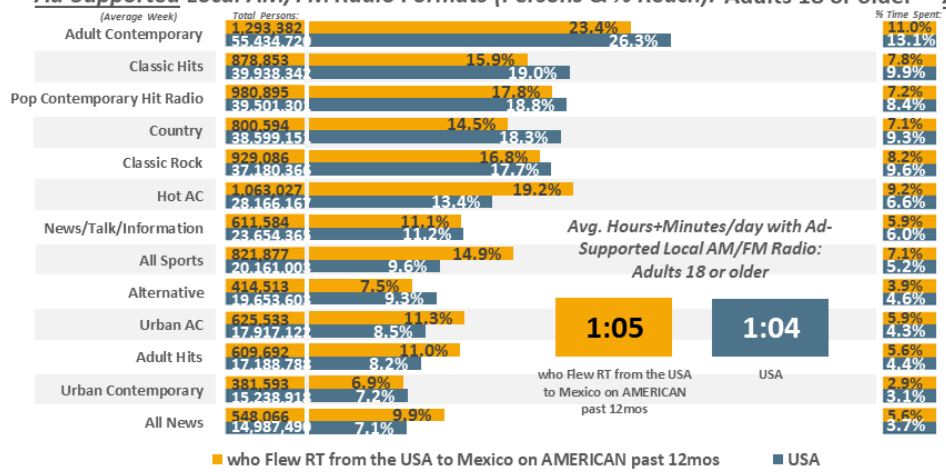
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



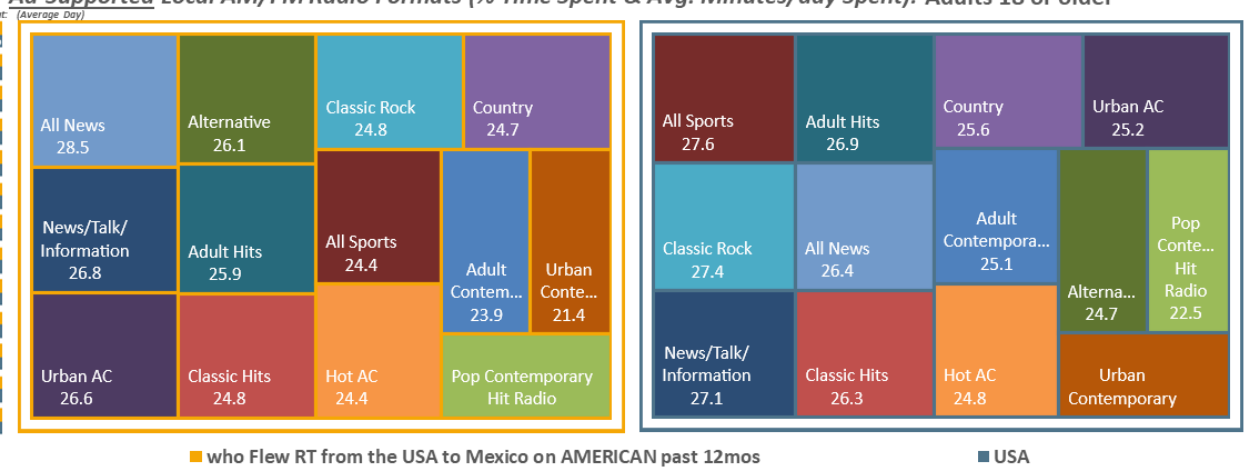
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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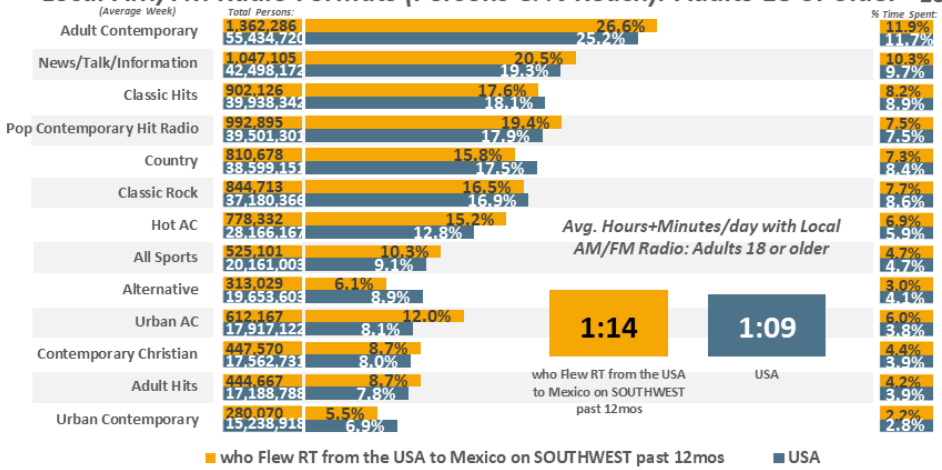
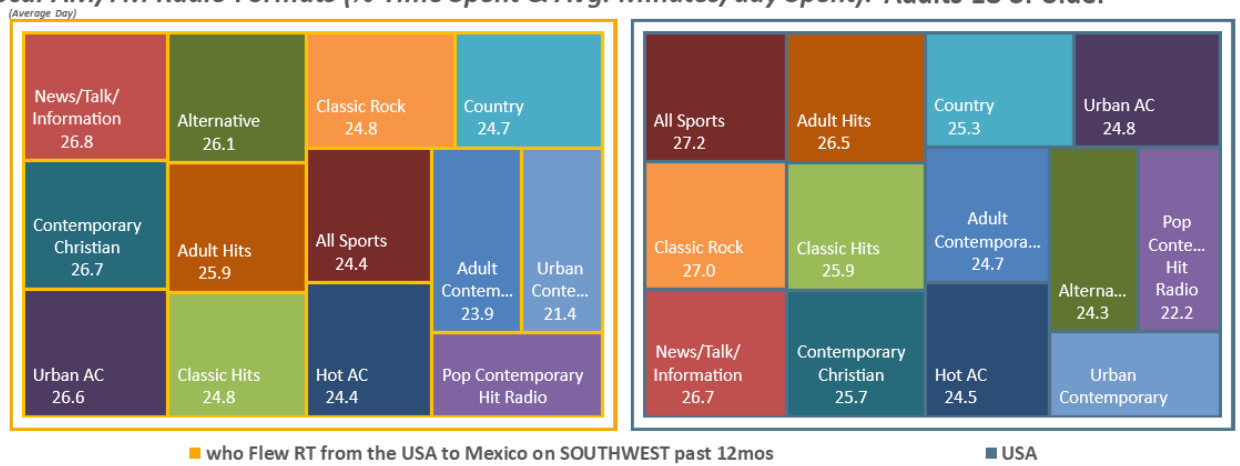
4,771,316 or 79.8% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

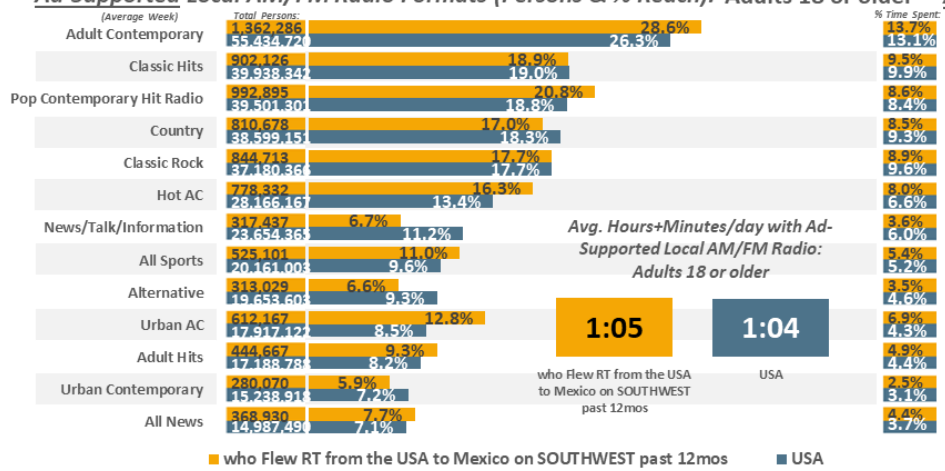
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



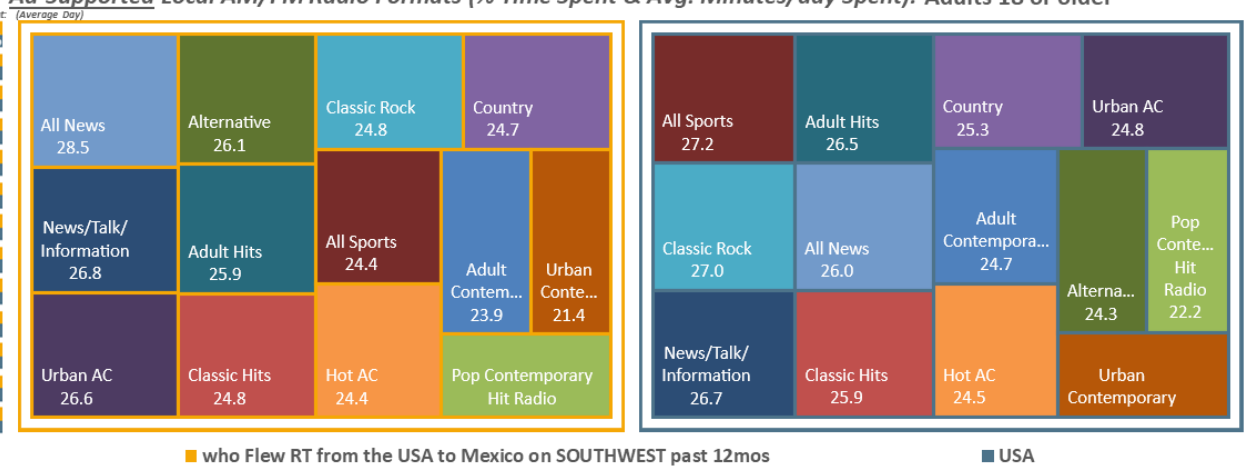
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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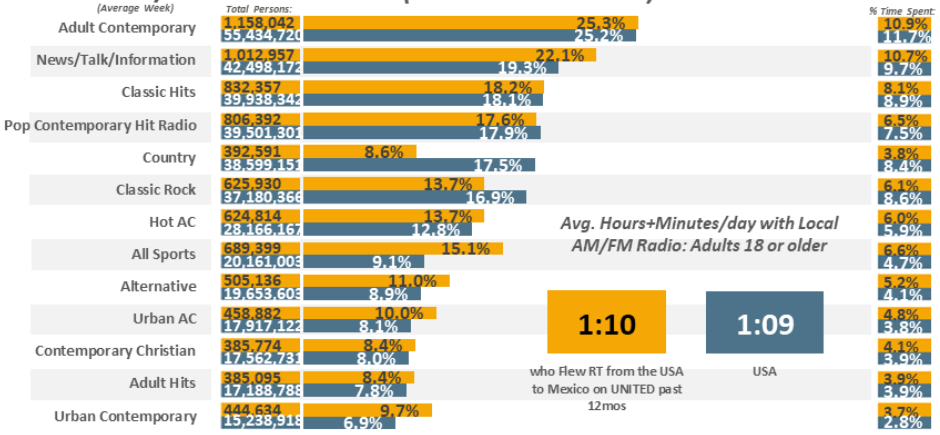
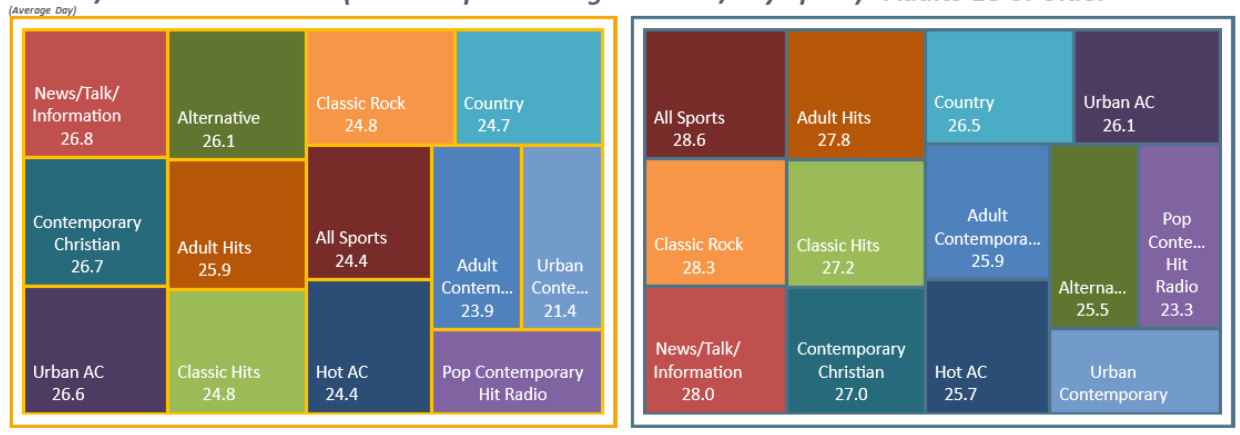
4,332,968 or 79.7% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, All Sports, and Classic Rock.

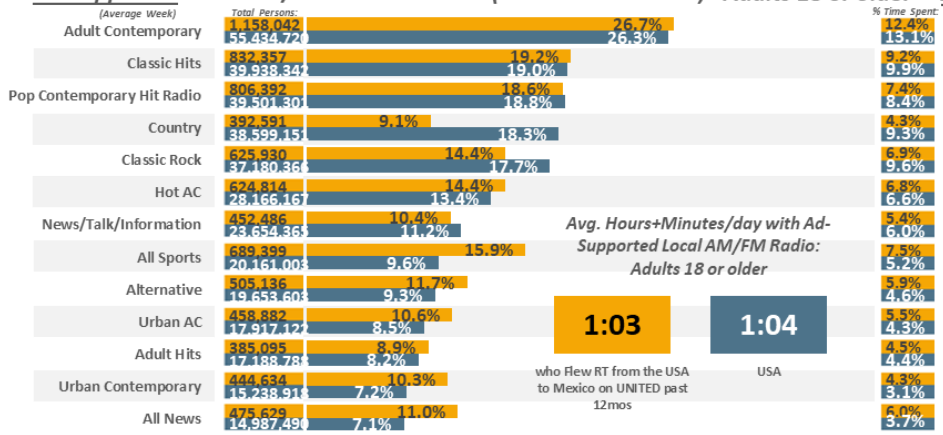
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



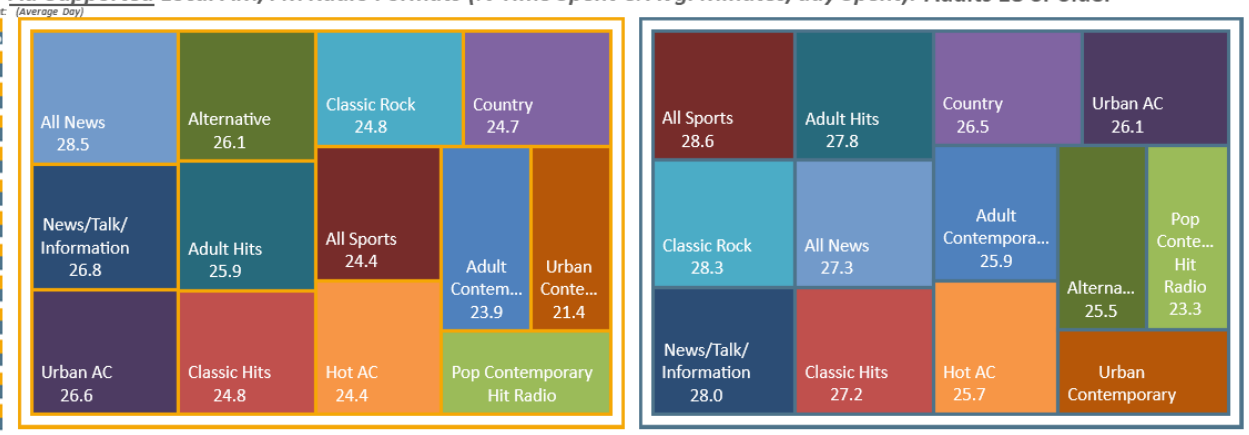
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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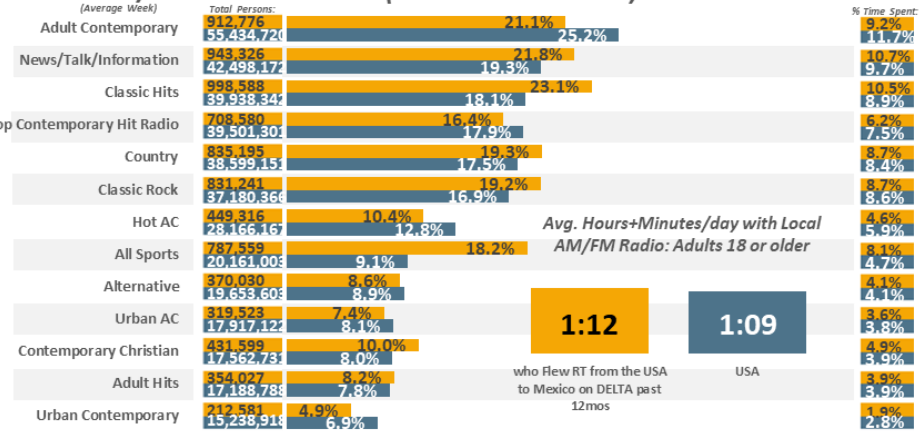
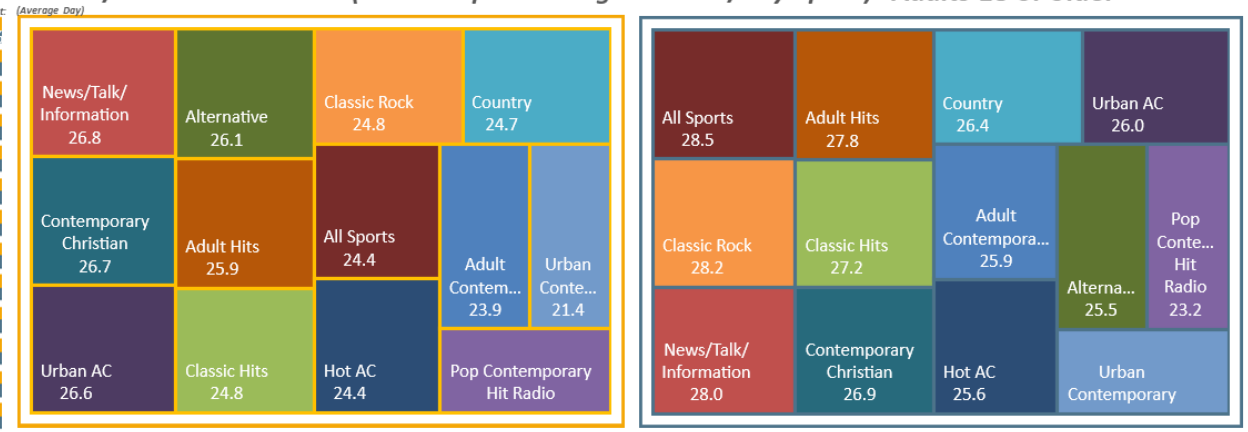
4,059,633 or 74.8% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and All Sports.

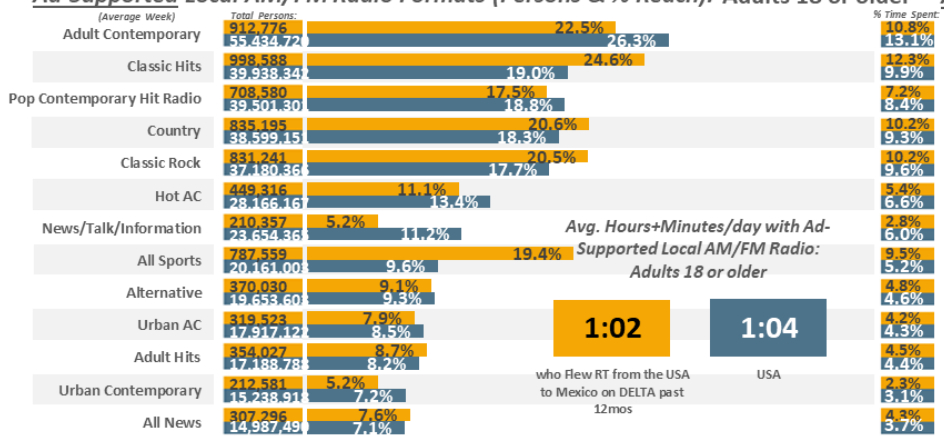
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



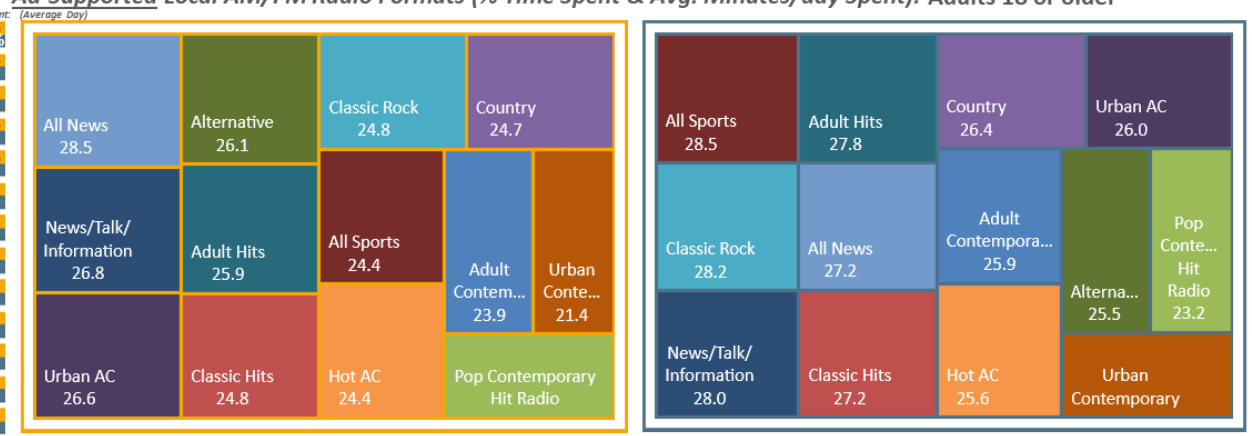
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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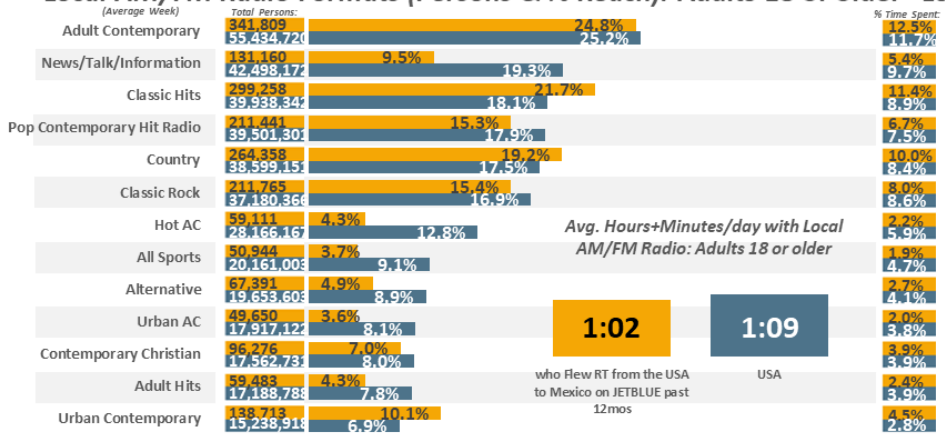
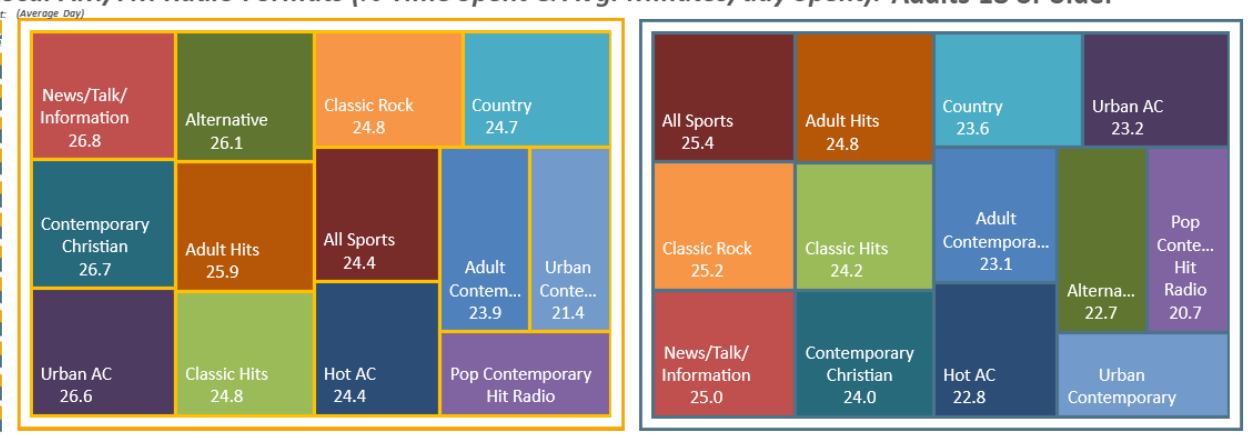
1,299,754 or 78.5% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Spanish Contemporary.

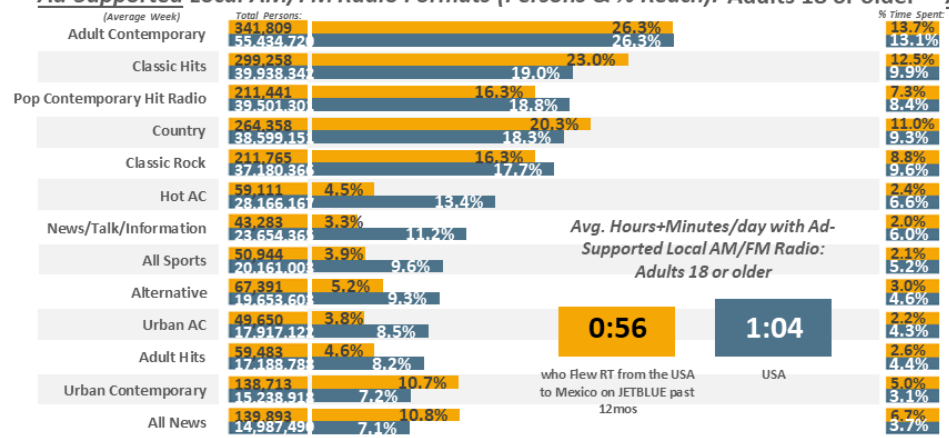
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



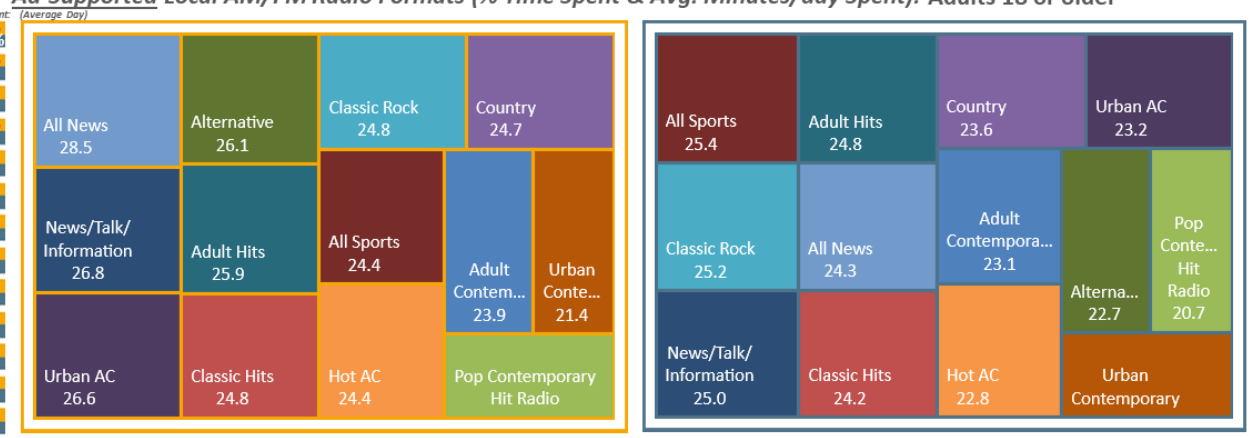
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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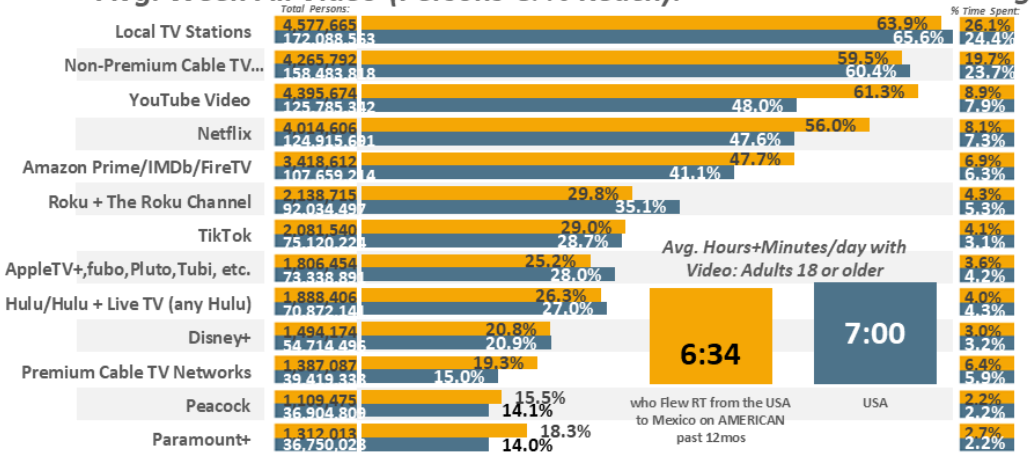
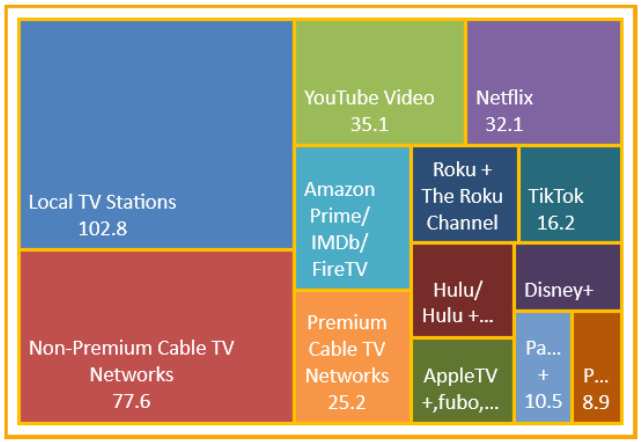
American Airlines

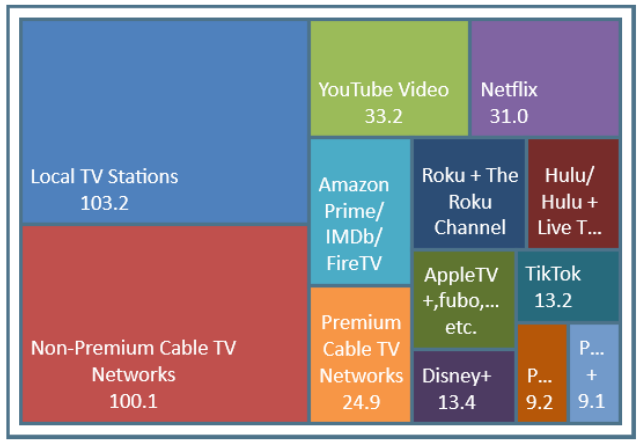
4,494,246 or 62.7% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos watch Ad-Supported Local TV Stations for an average of 97.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

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

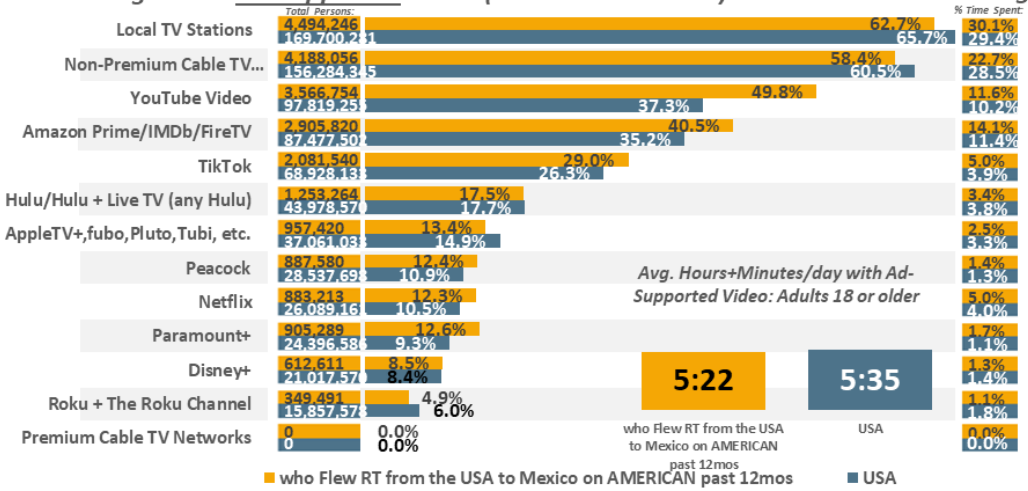


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

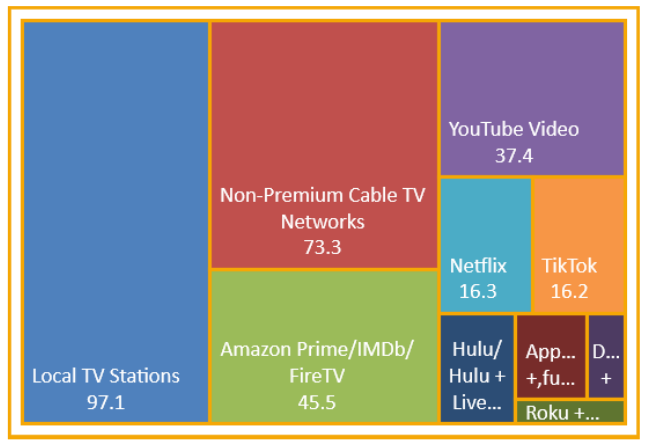


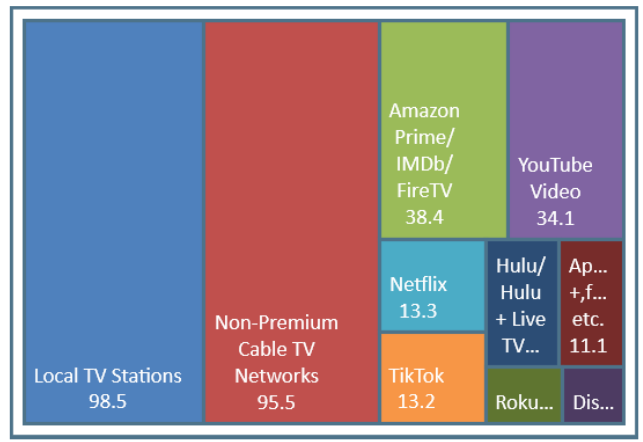


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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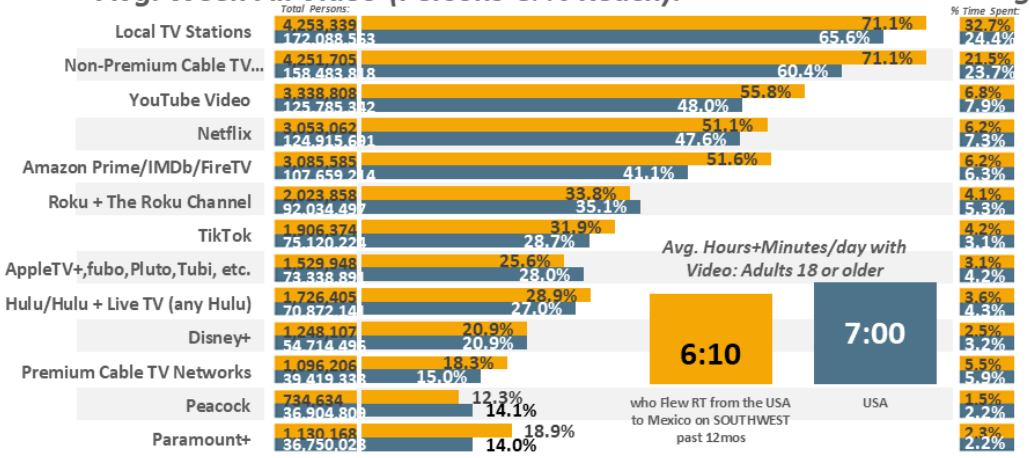
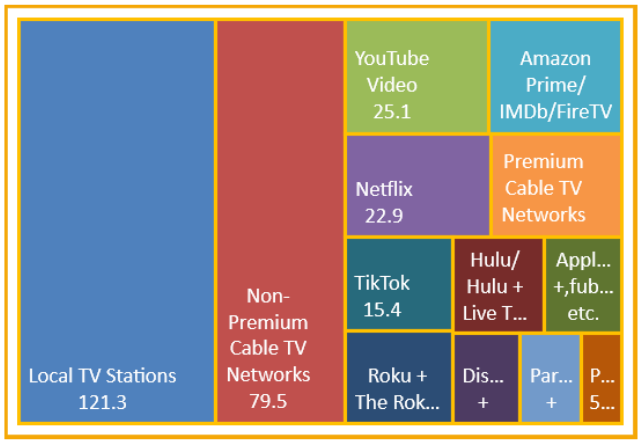
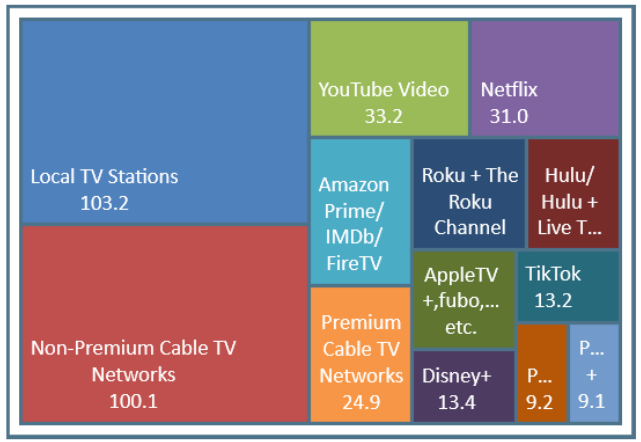
4,200,557 or 70.3% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

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

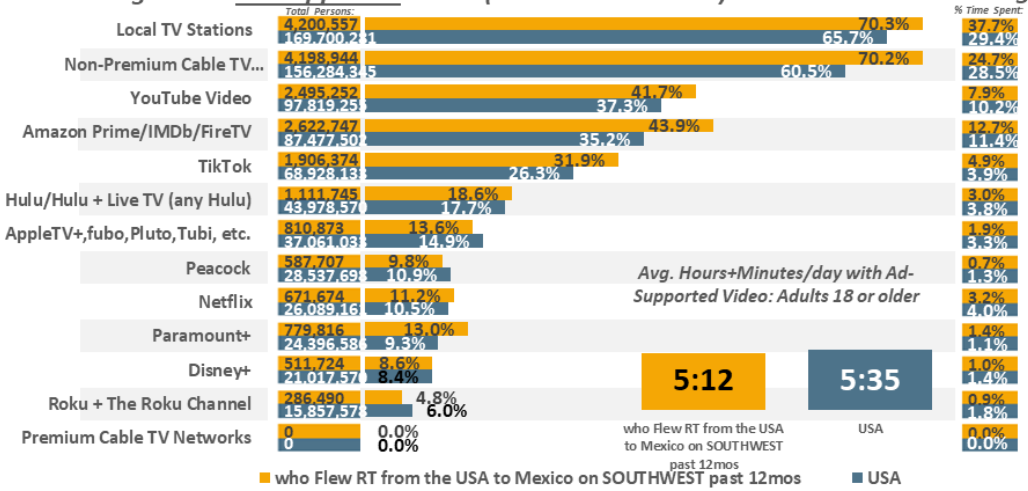


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

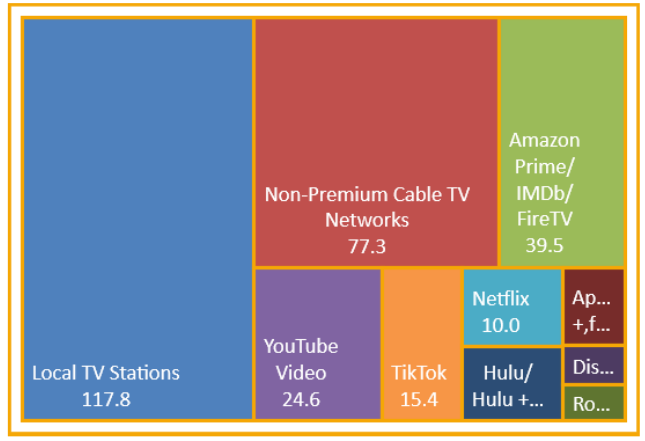


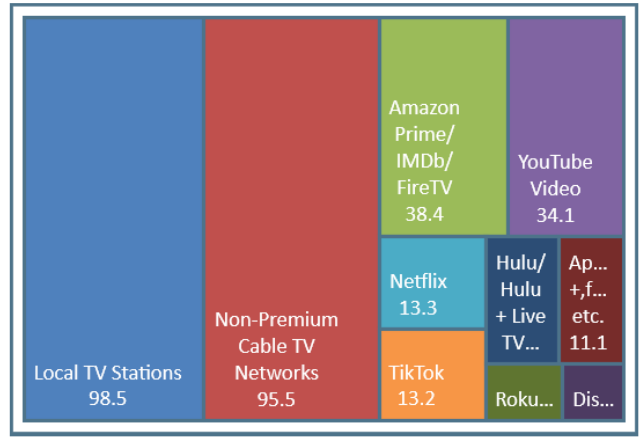


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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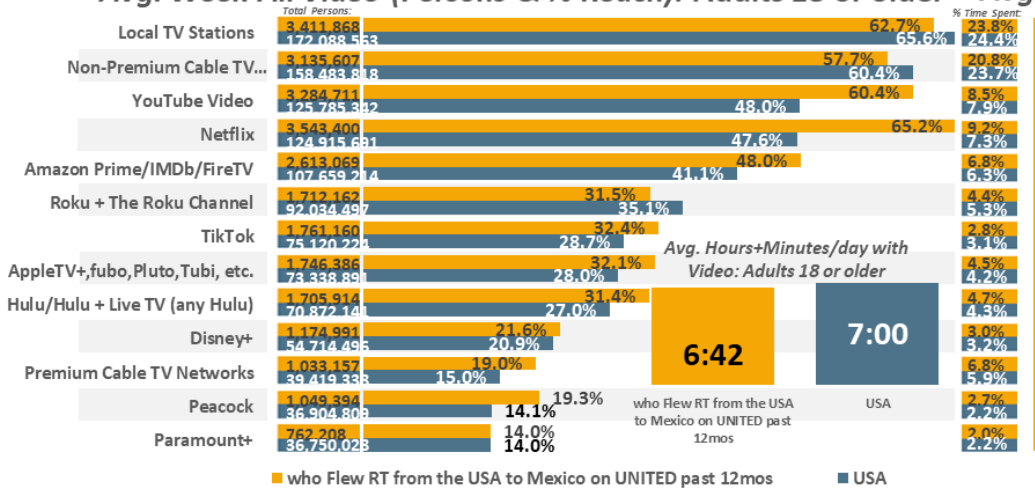
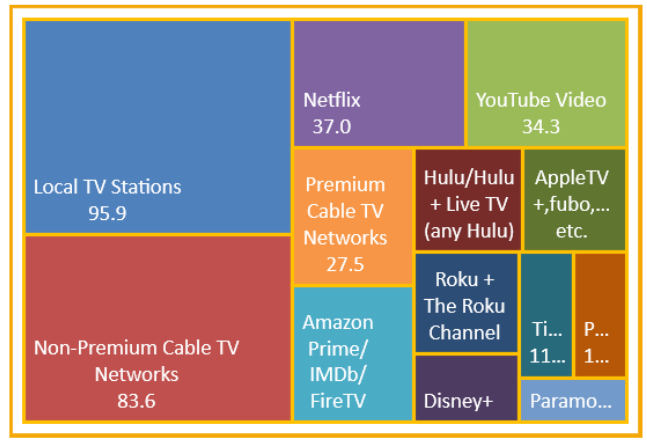
UNITED

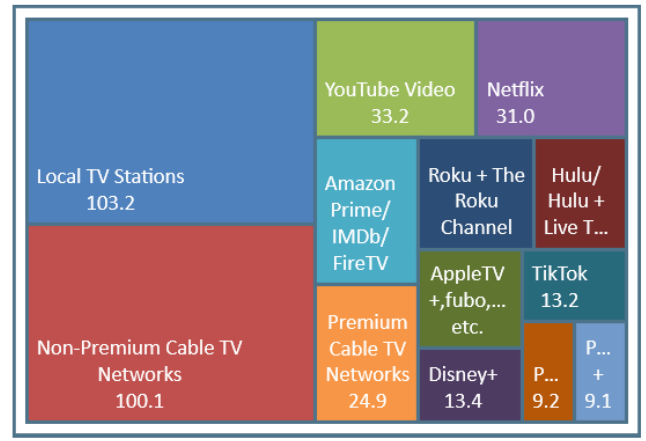
3,370,587 or 62.4% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos watch Ad-Supported Local TV Stations for an average of 90.4 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

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

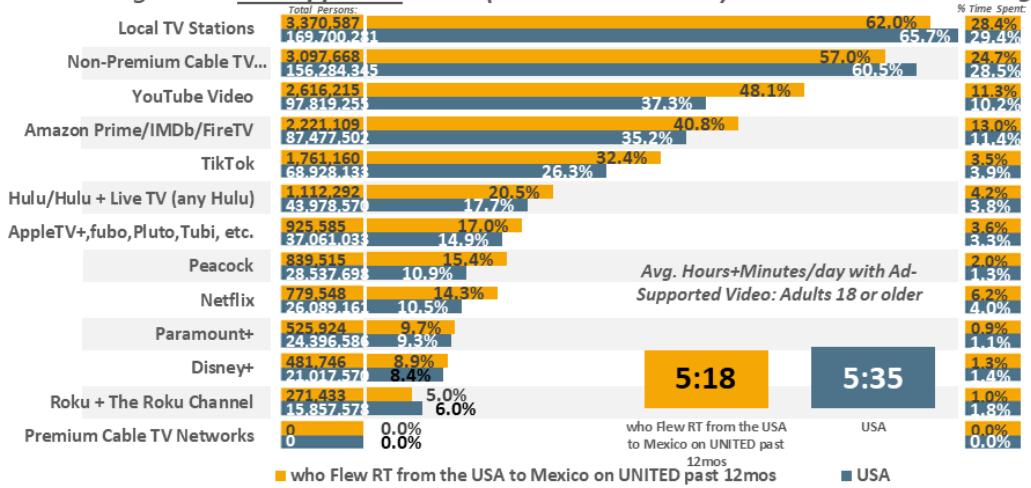


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

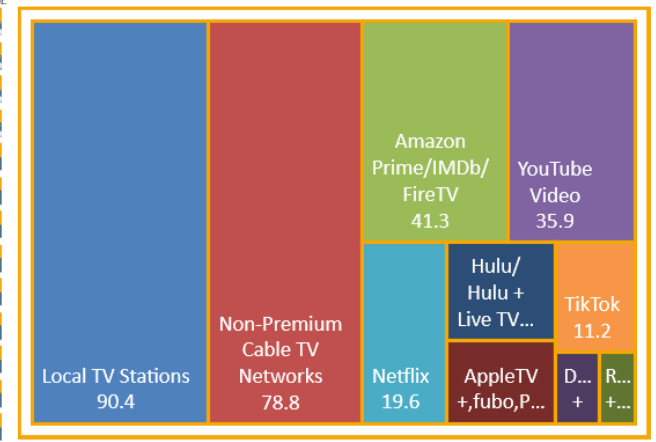


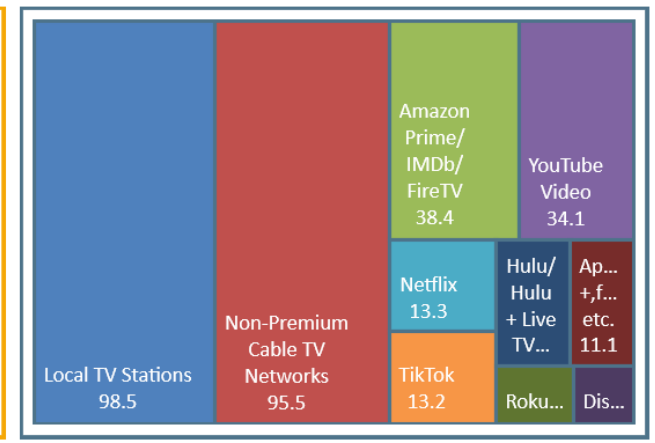


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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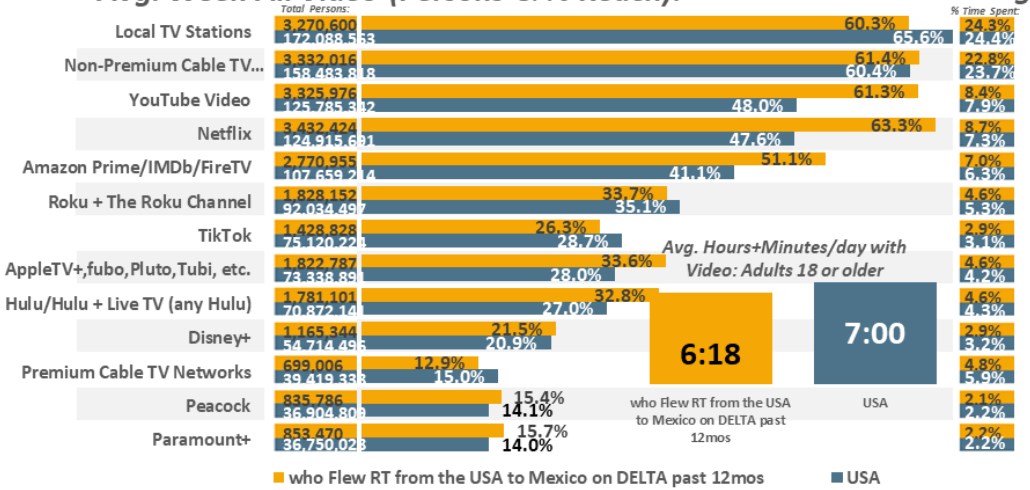
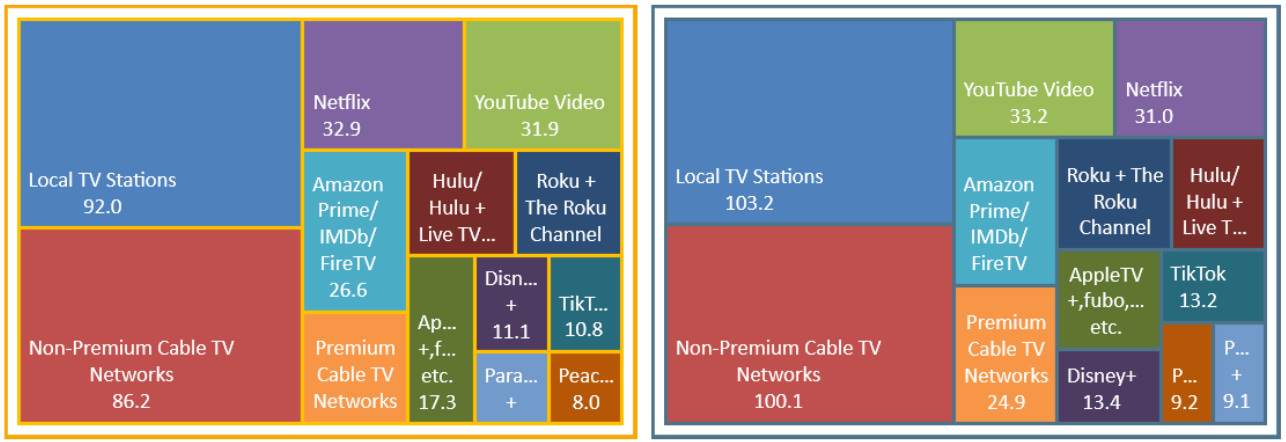
3,235,181 or 59.6% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos watch Ad-Supported Local TV Stations for an average of 87.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

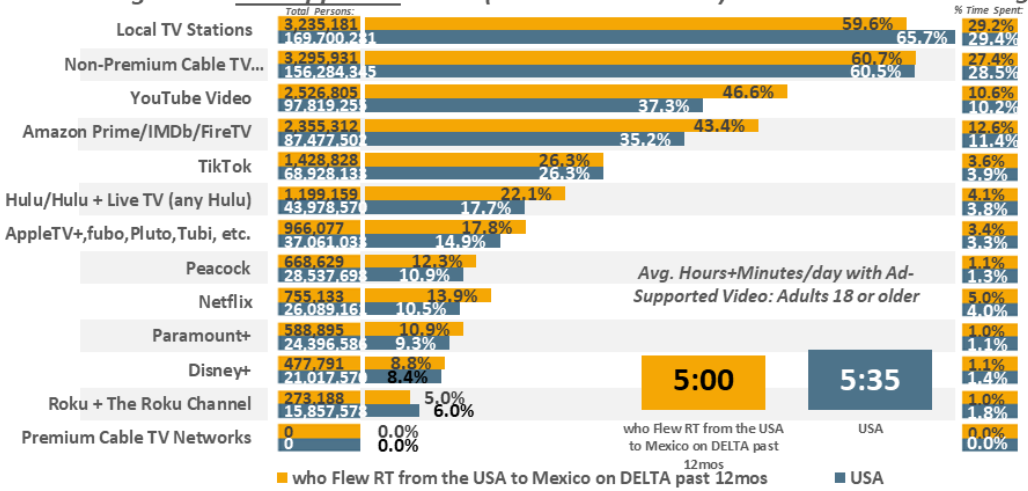
Avg. Week All Video (Persons & % Reach): Adults 18 or older



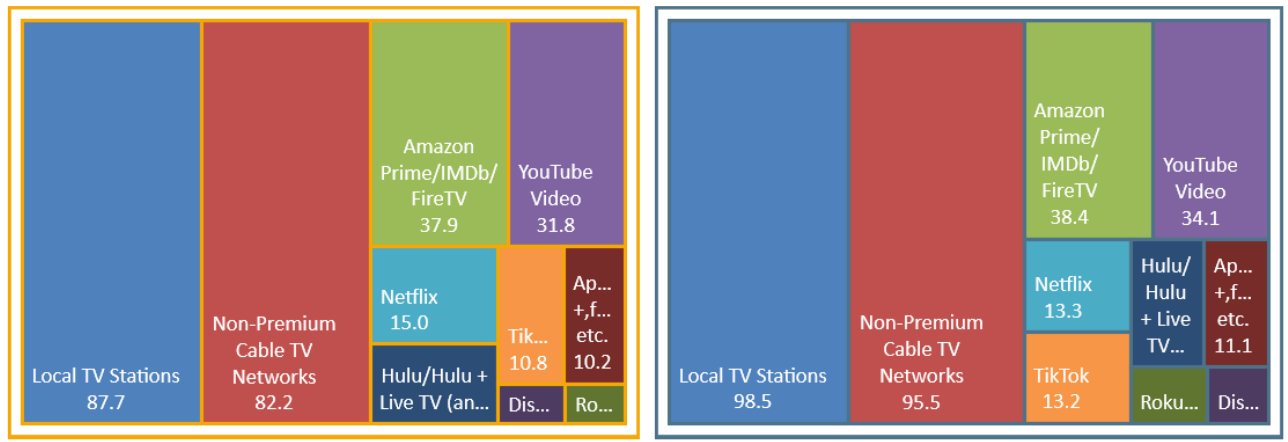
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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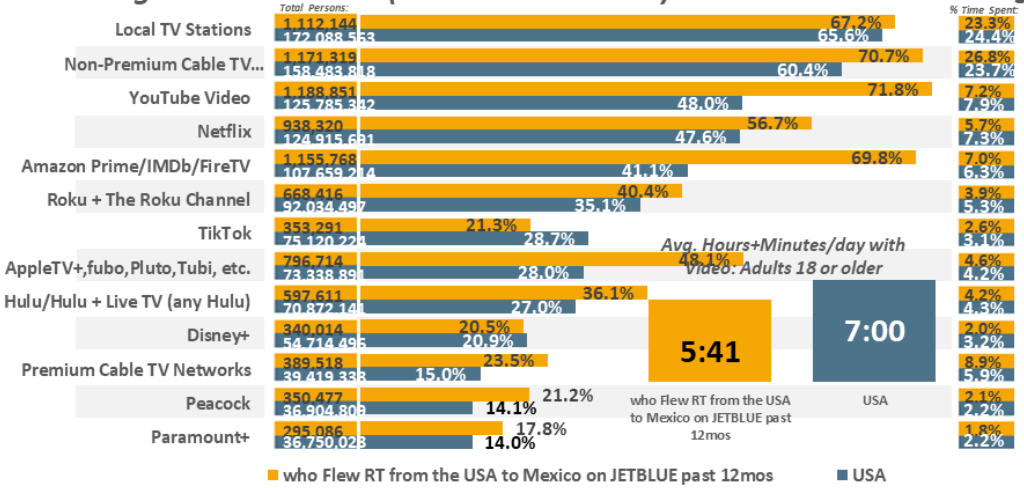
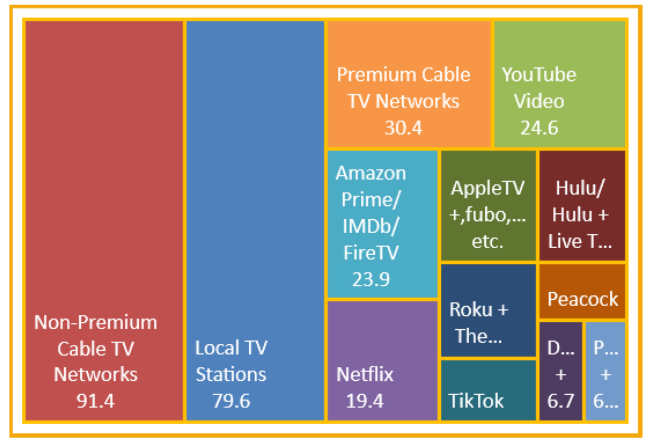
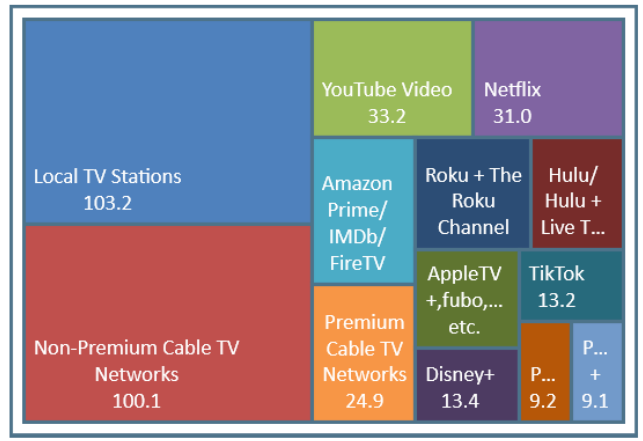
1,072,785 or 64.8% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos watch Ad-Supported Local TV Stations for an average of 70.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

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

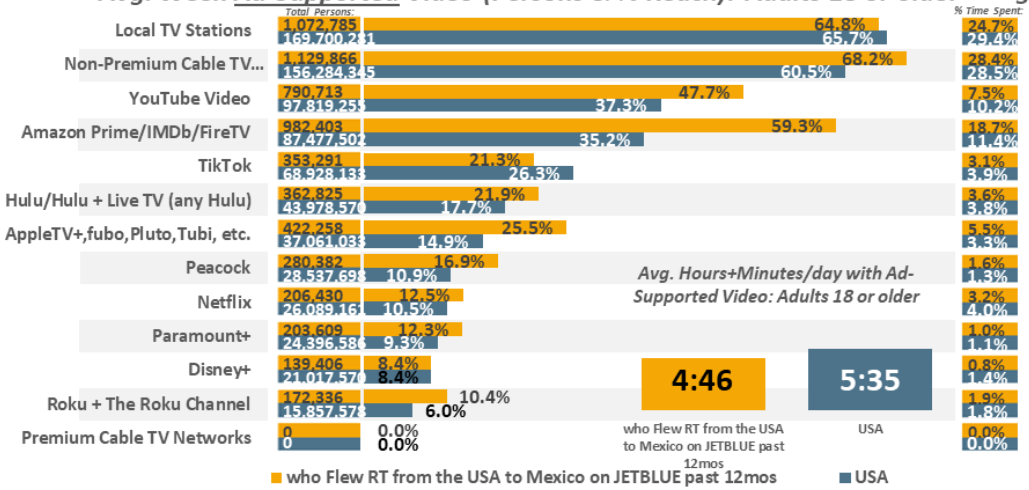


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

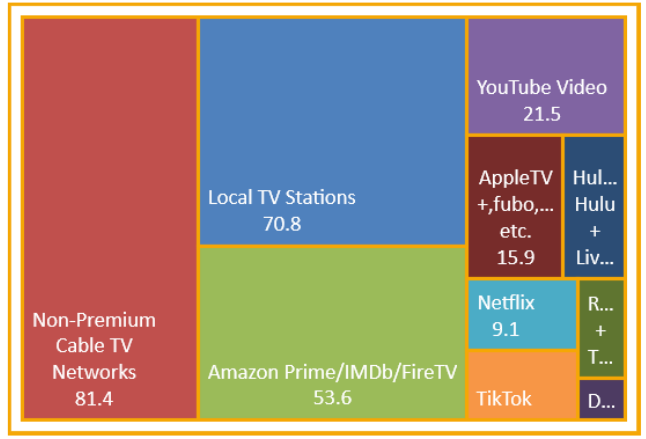


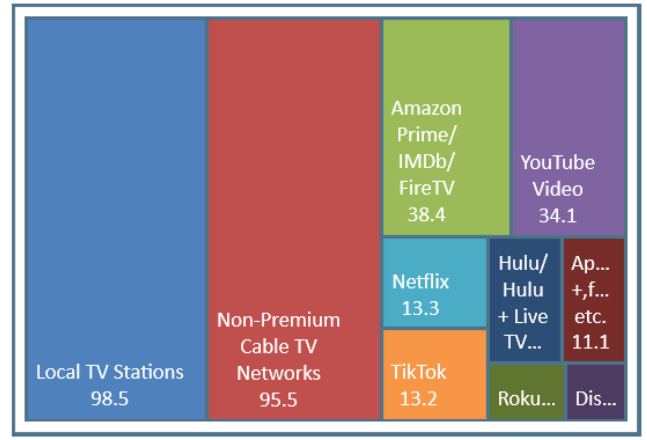


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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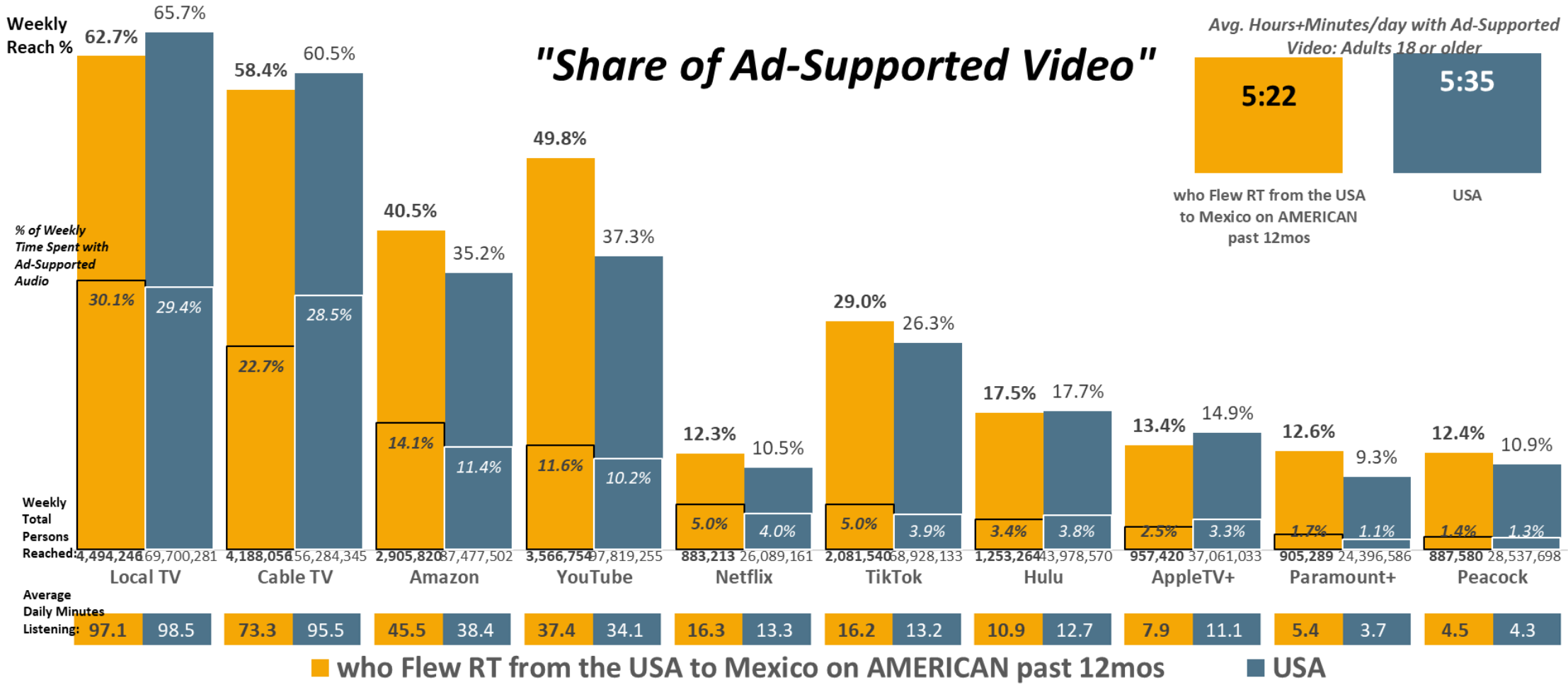
American Airlines

4,494,246 or 62.7% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos watch Ad-Supported Local TV Stations for an average of 97.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



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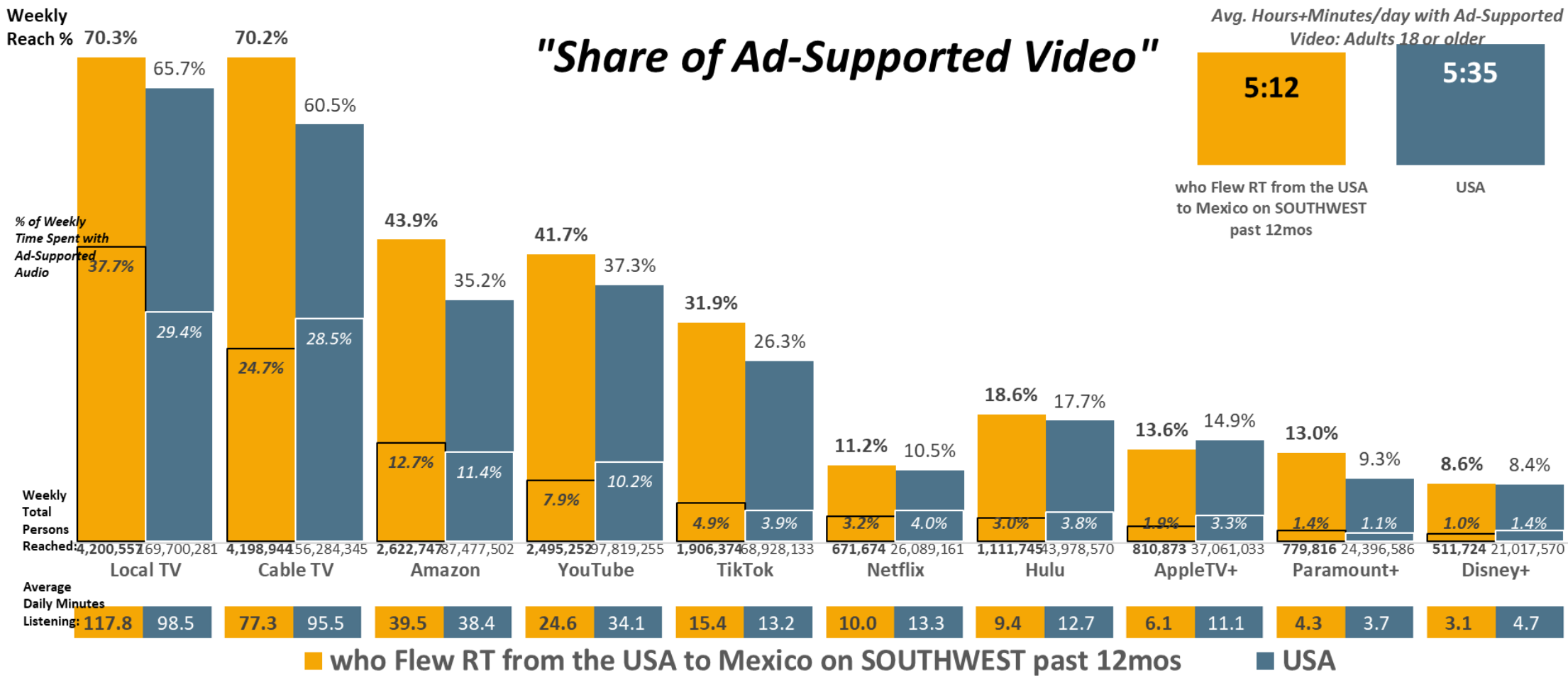
4,200,557 or 70.3% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.



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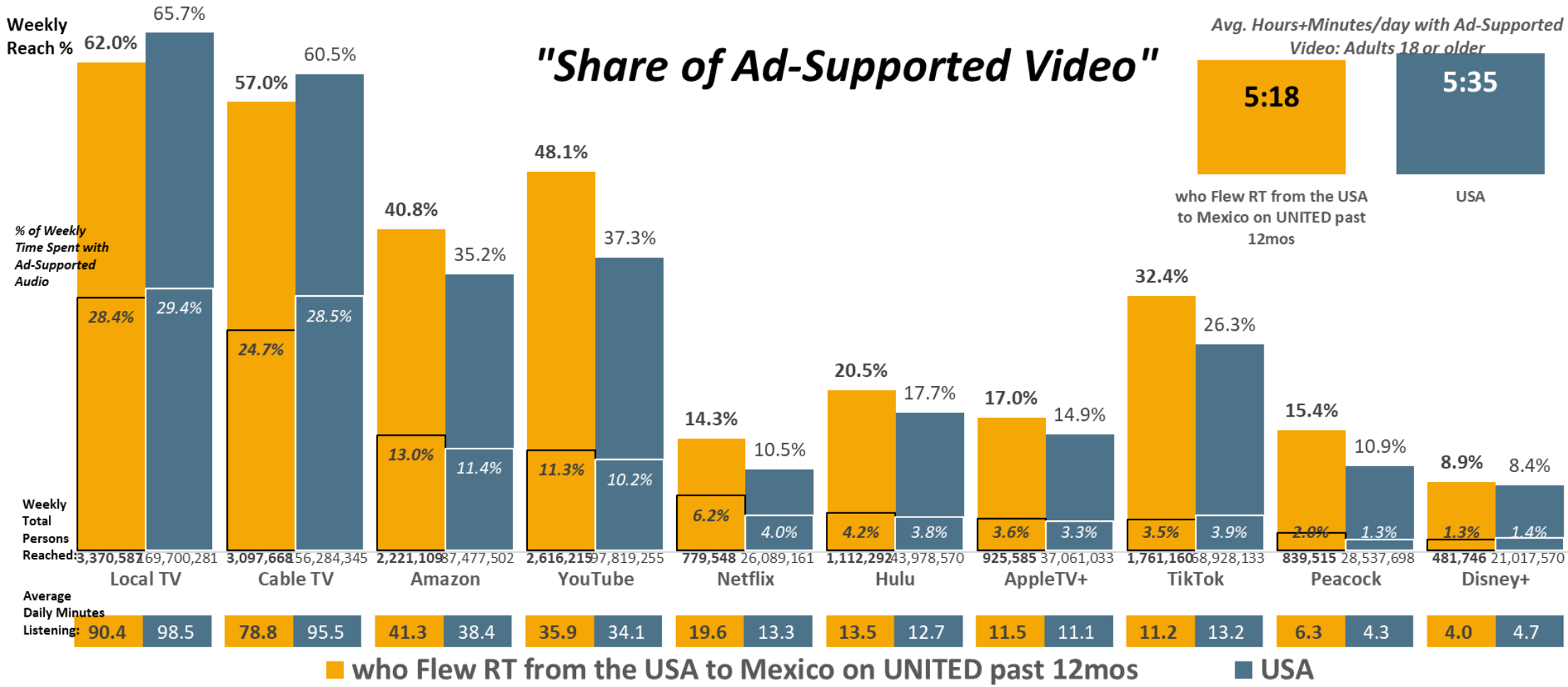

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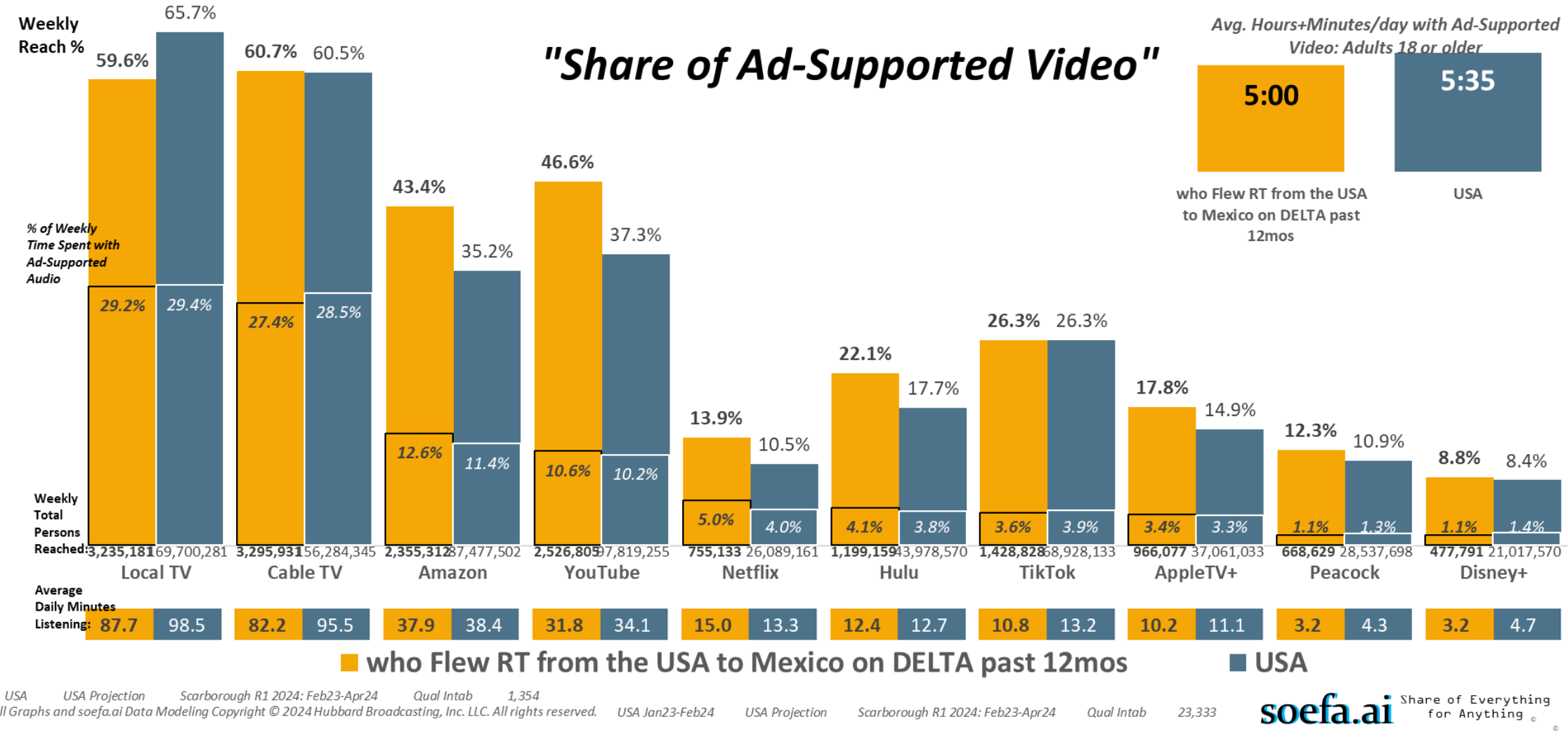

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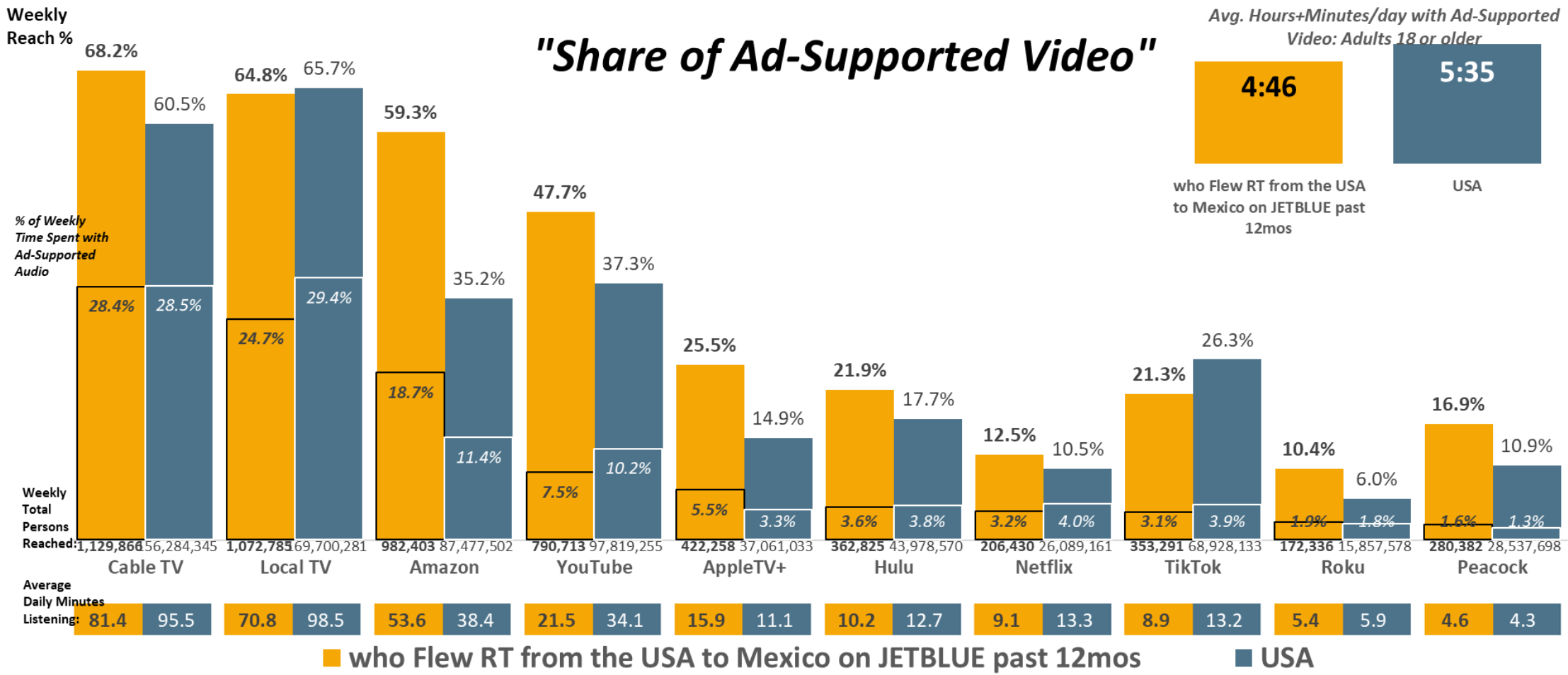
jetBlue

1,072,785 or 64.8% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos watch Ad-Supported Local TV Stations for an average of 70.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



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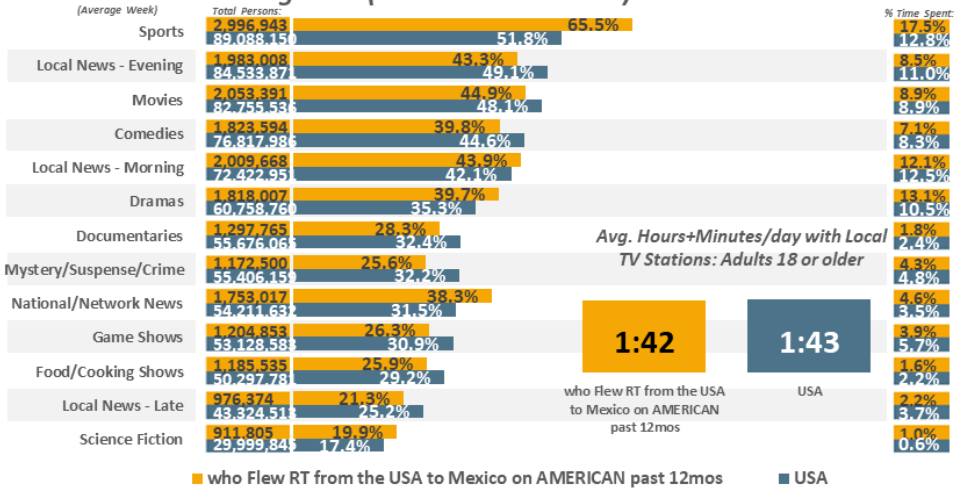
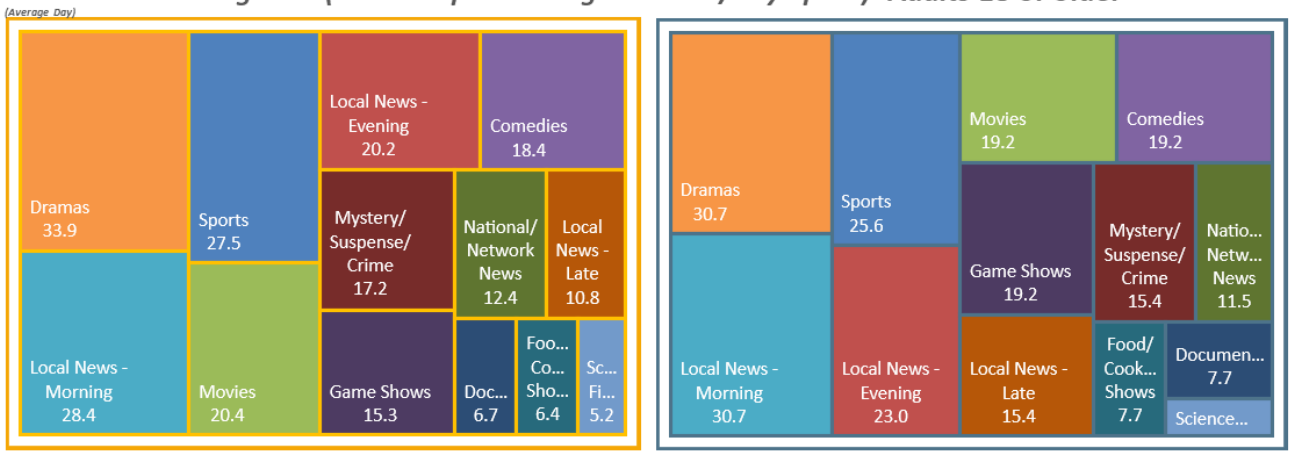
American Airlines

4,494,246 or 62.7% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Local News - Evening, Dramas, and Comedies.

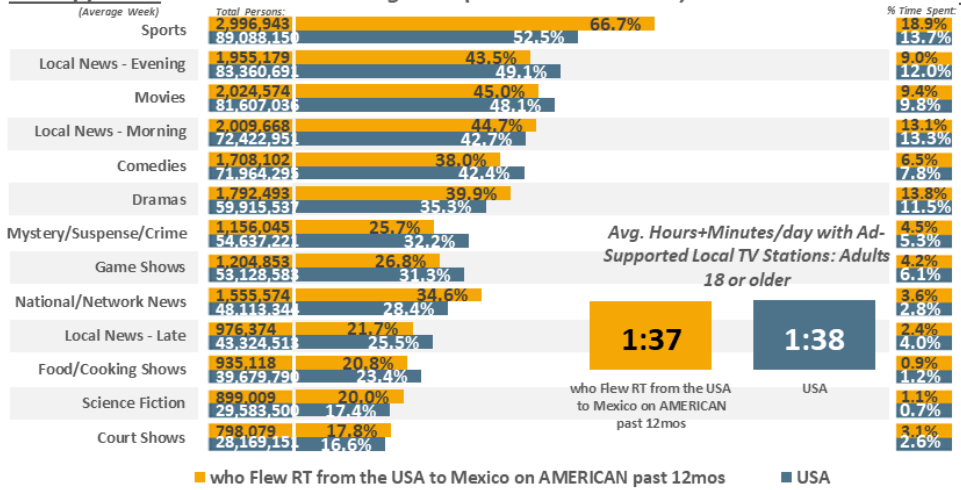
Local TV Station Programs (Persons & % Reach): Adults 18 or older



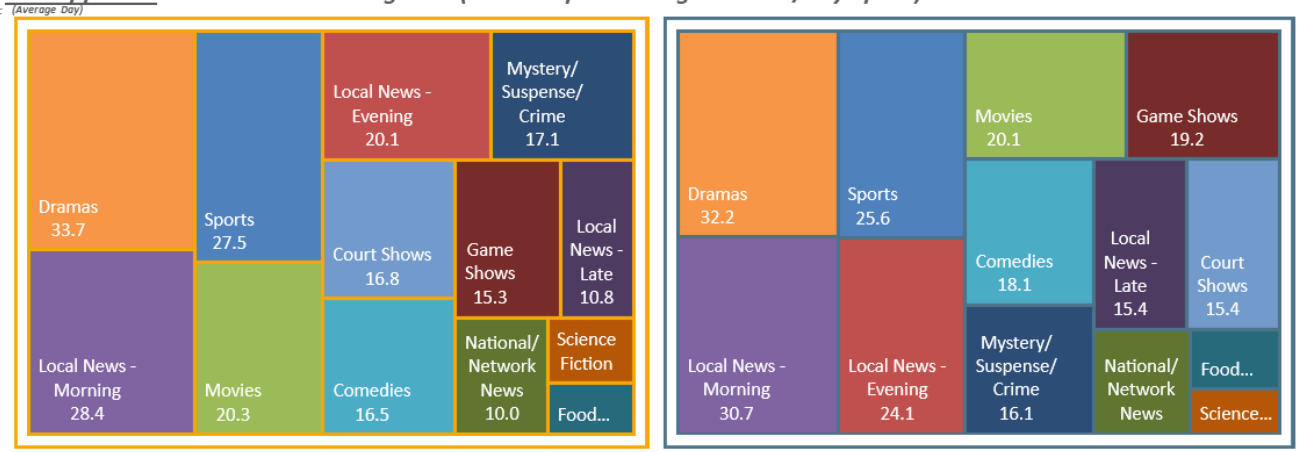
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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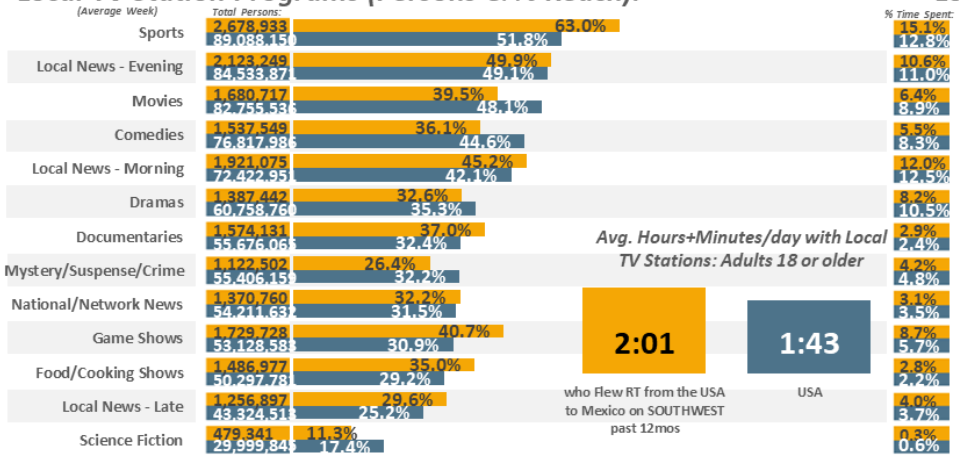
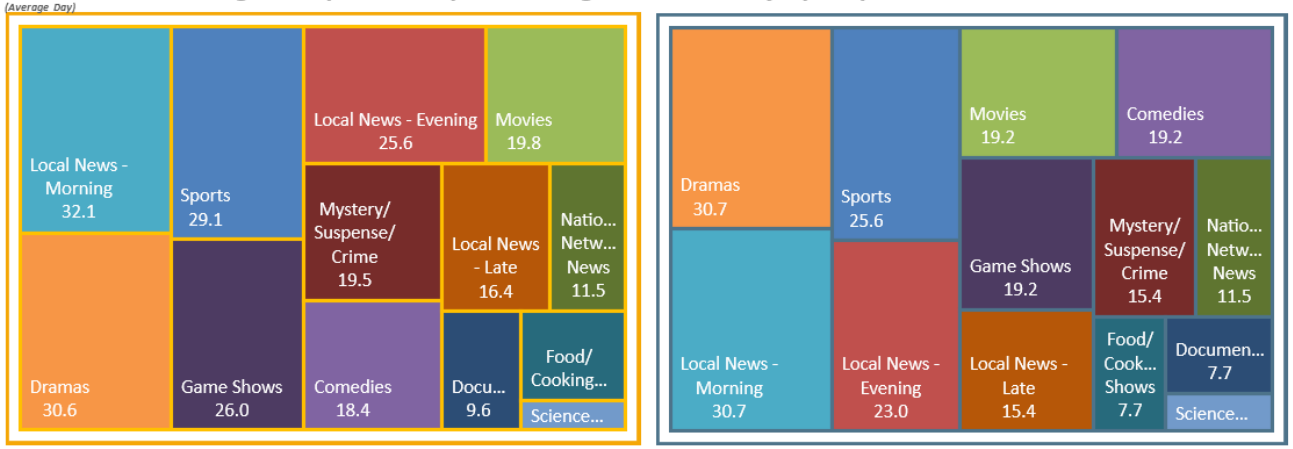
4,200,557 or 70.3% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and Comedies.

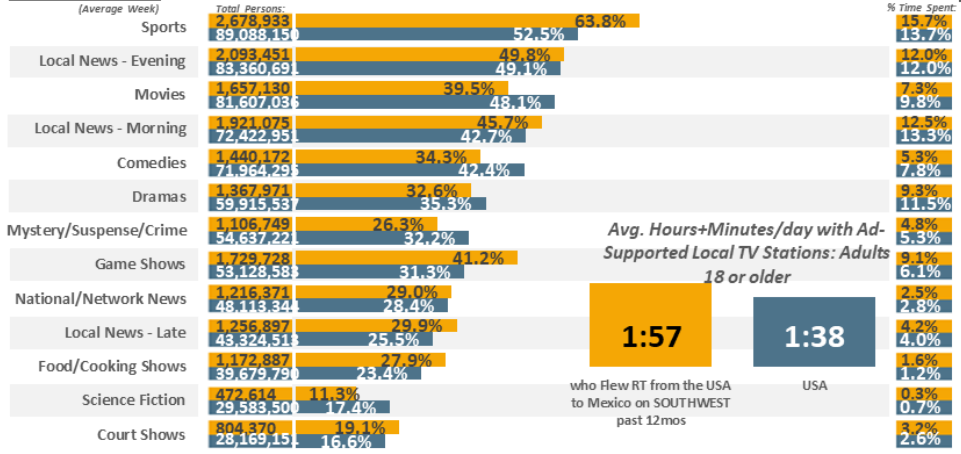
Local TV Station Programs (Persons & % Reach): Adults 18 or older



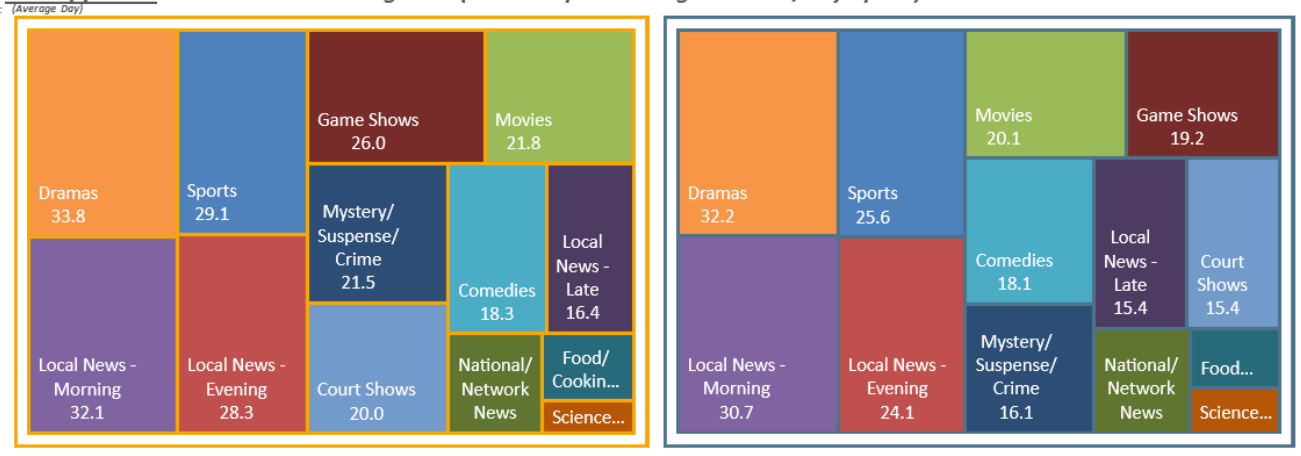
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 1,354

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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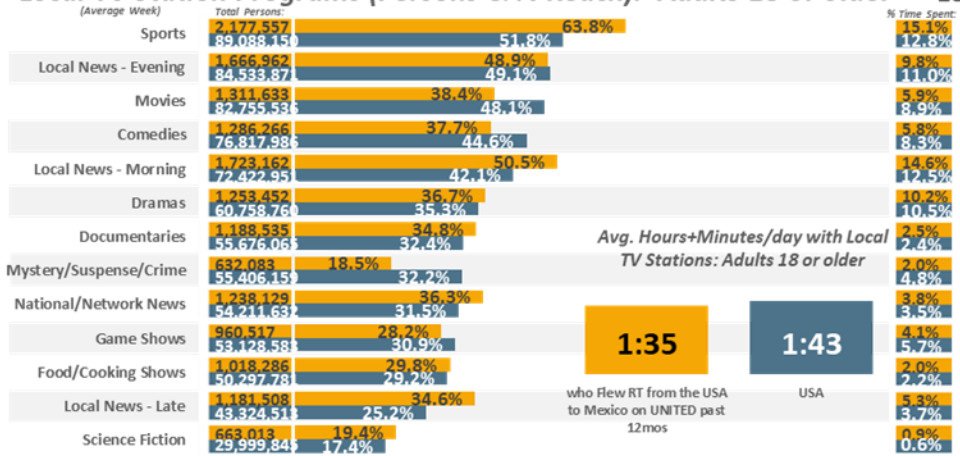
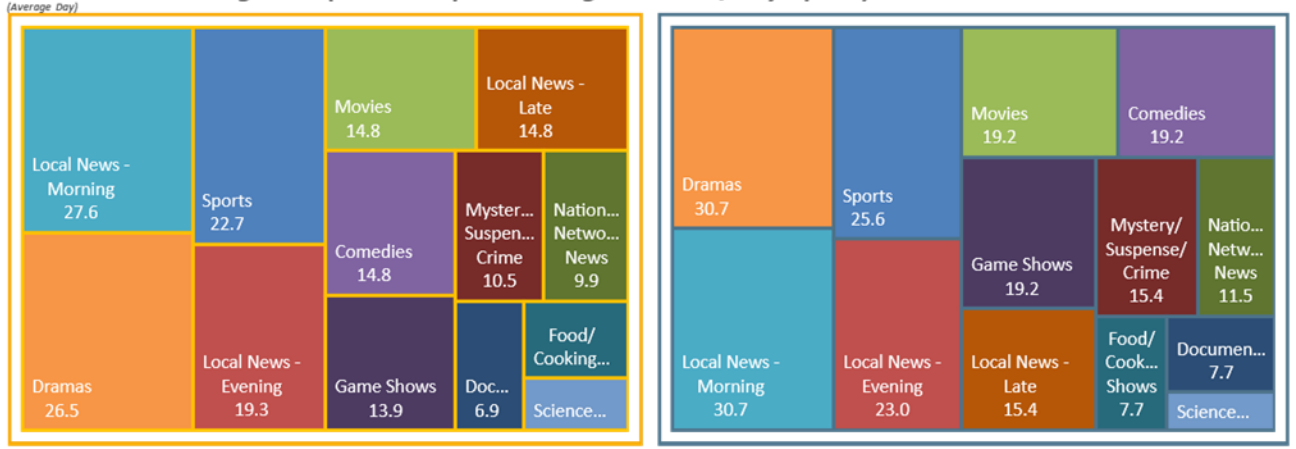
UNITED

3,370,587 or 62.% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Dramas, and Comedies.

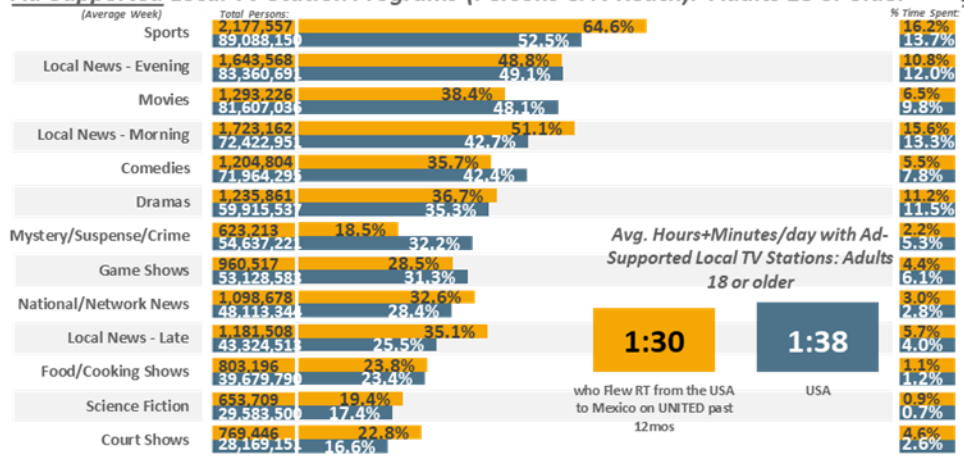
Local TV Station Programs (Persons & % Reach): Adults 18 or older



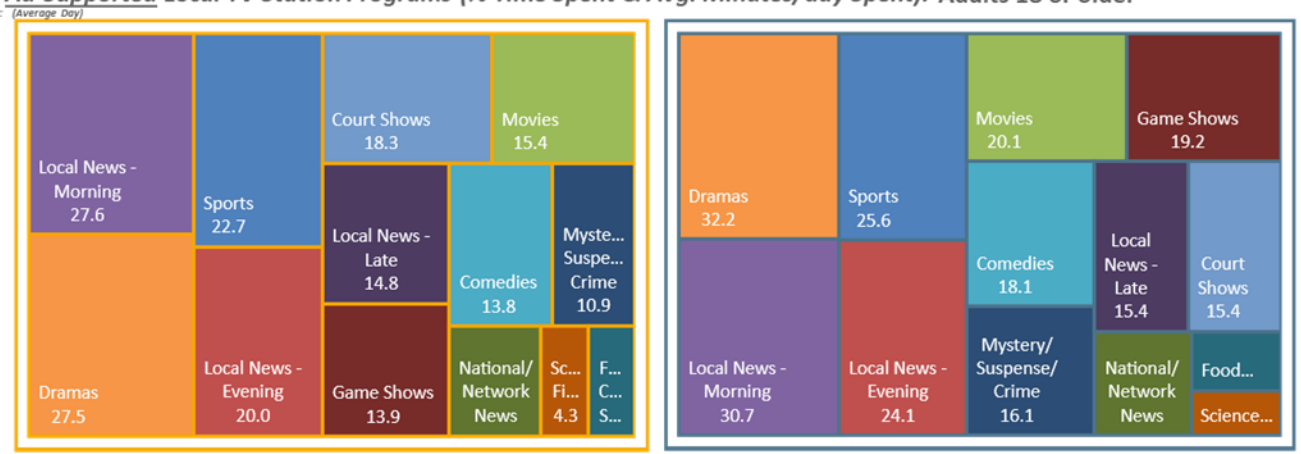
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24* *Qual Intab* *1,354*

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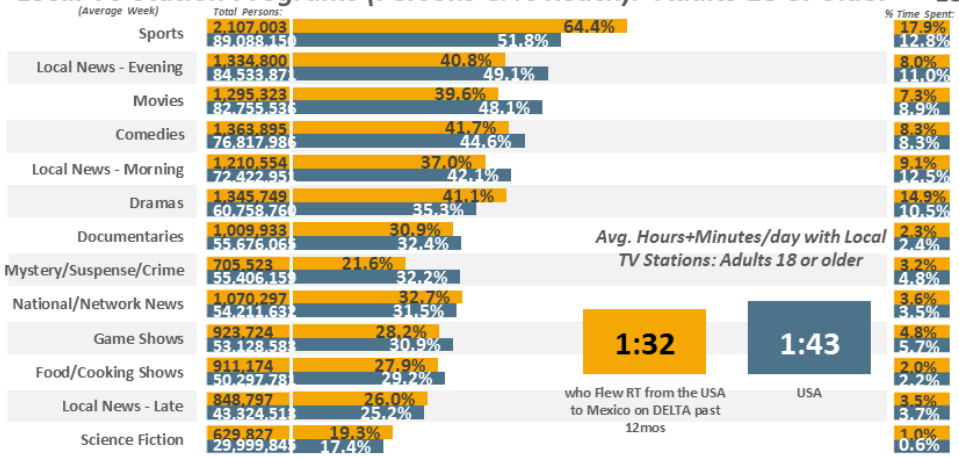
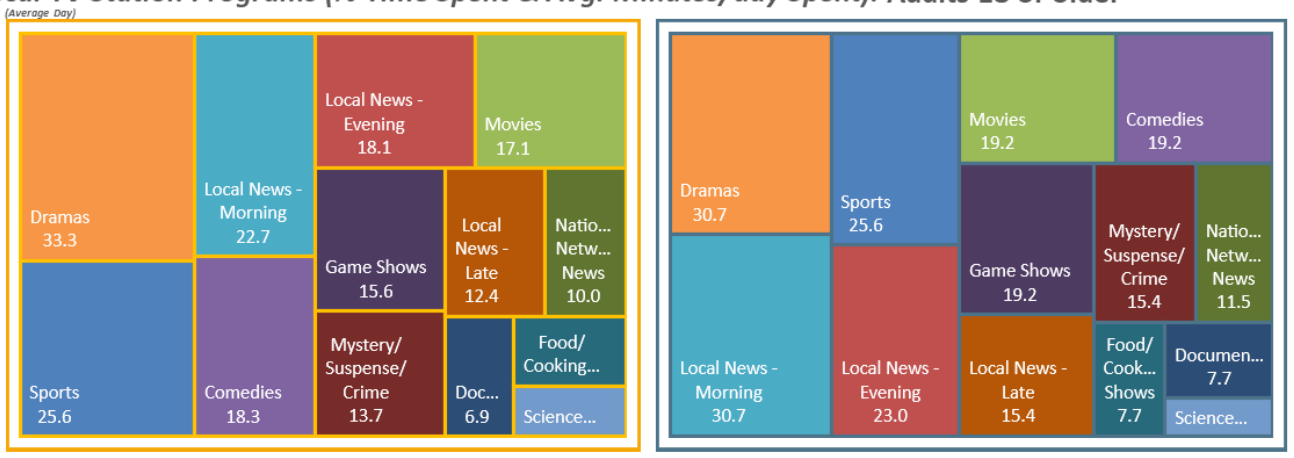
3,235,181 or 59.6% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Local News - Evening, Comedies, Movies, and Local News - Morning.

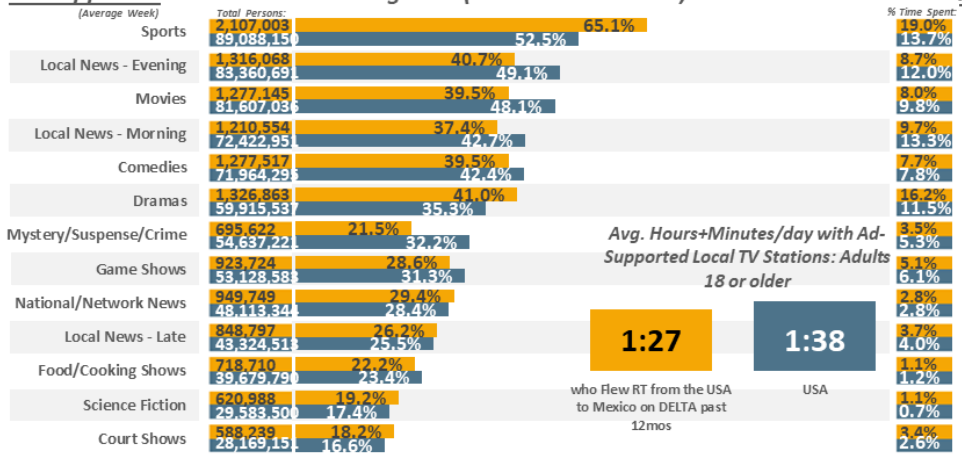
Local TV Station Programs (Persons & % Reach): Adults 18 or older



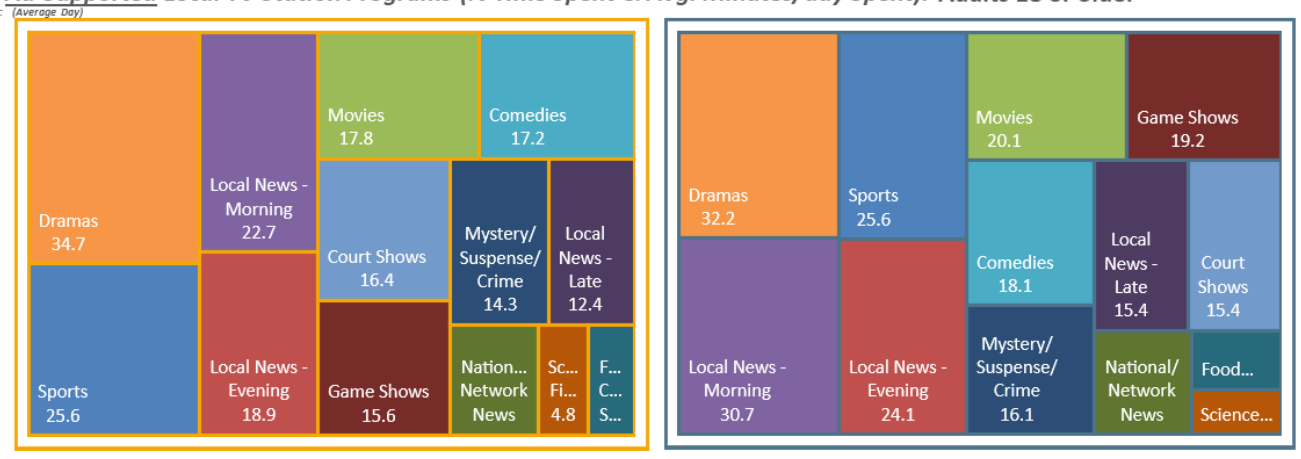
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,354

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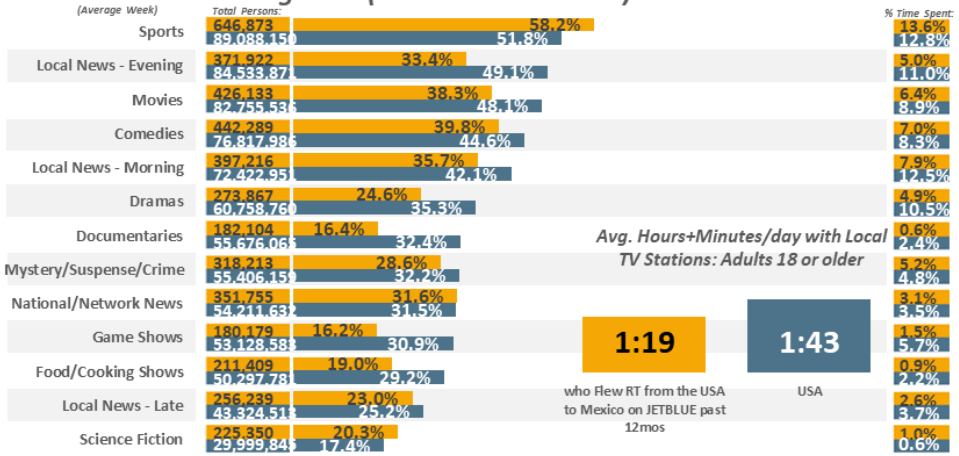
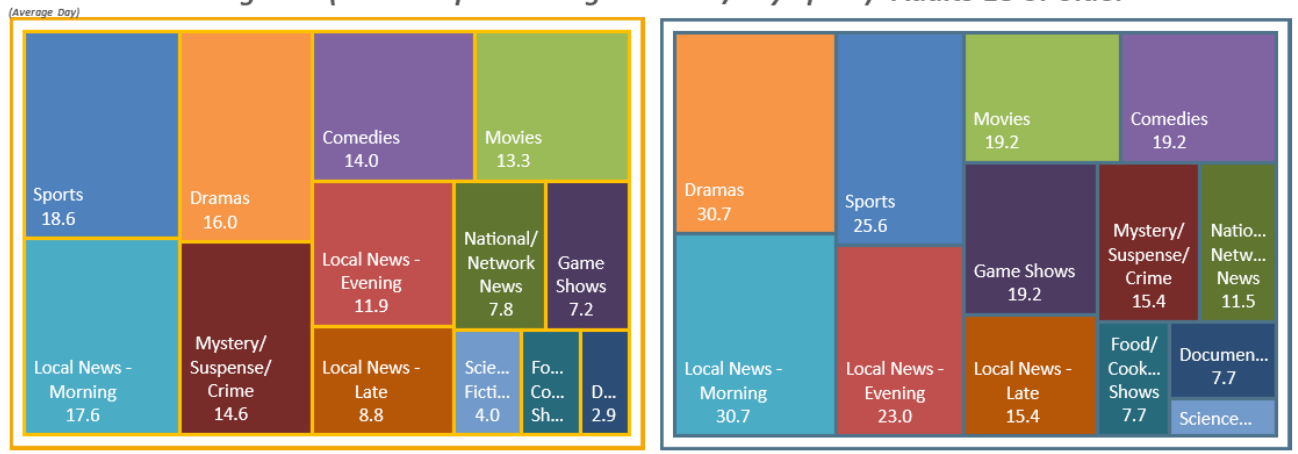
1,072,785 or 64.8% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Mystery/Suspense/Crime

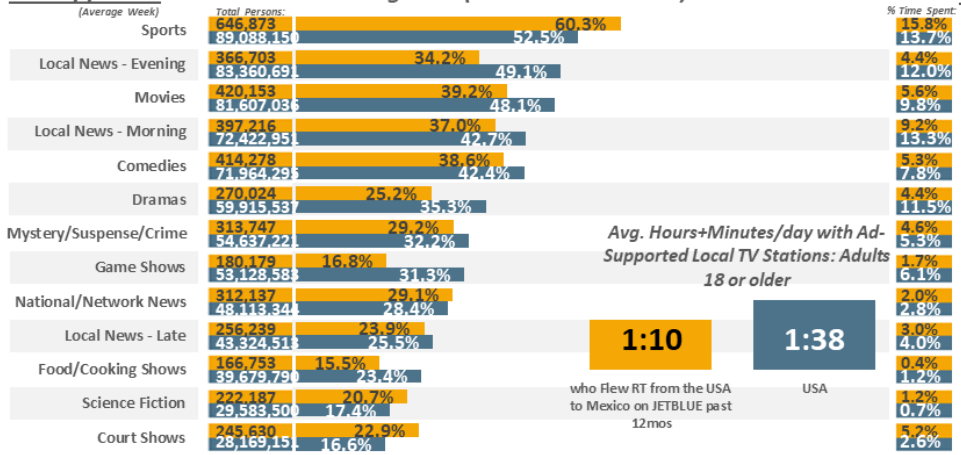
Local TV Station Programs (Persons & % Reach): Adults 18 or older



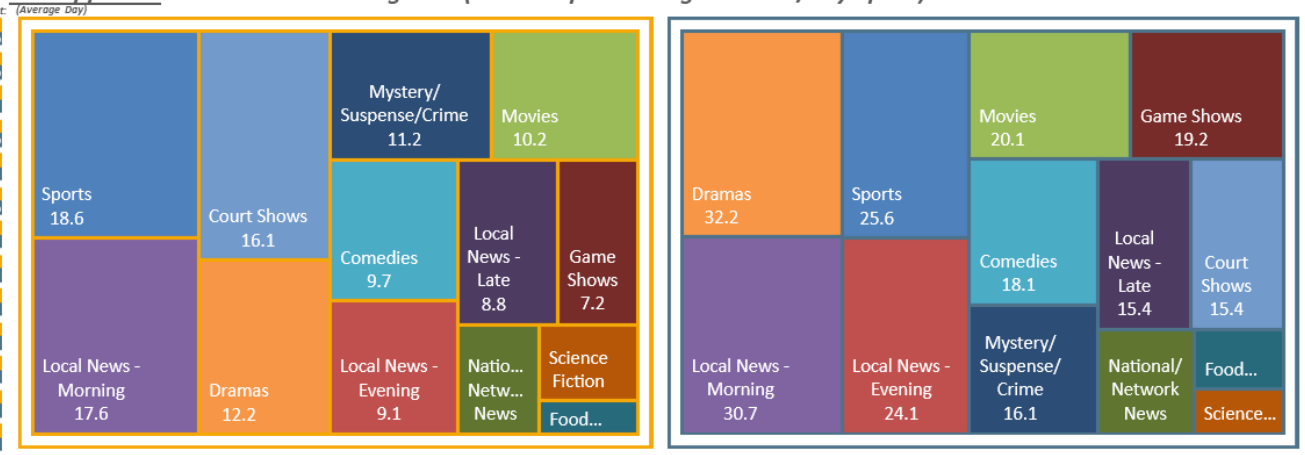
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24* *Qual Intab* *1,354*

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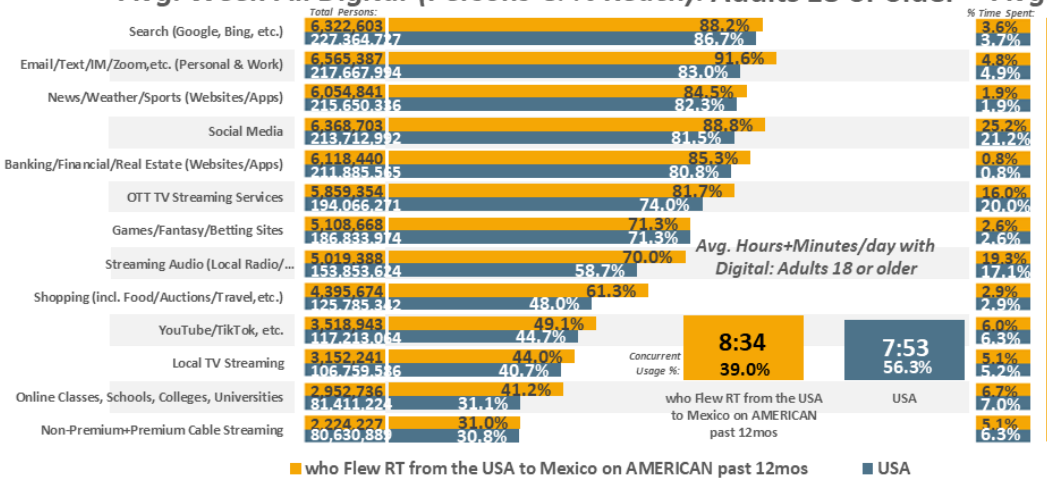
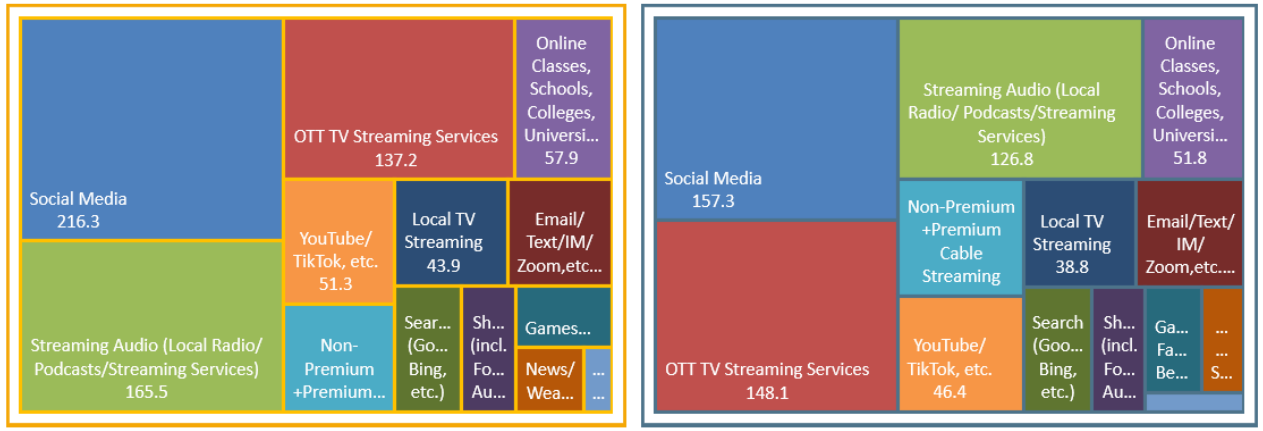
5,904,654 or 82.4% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

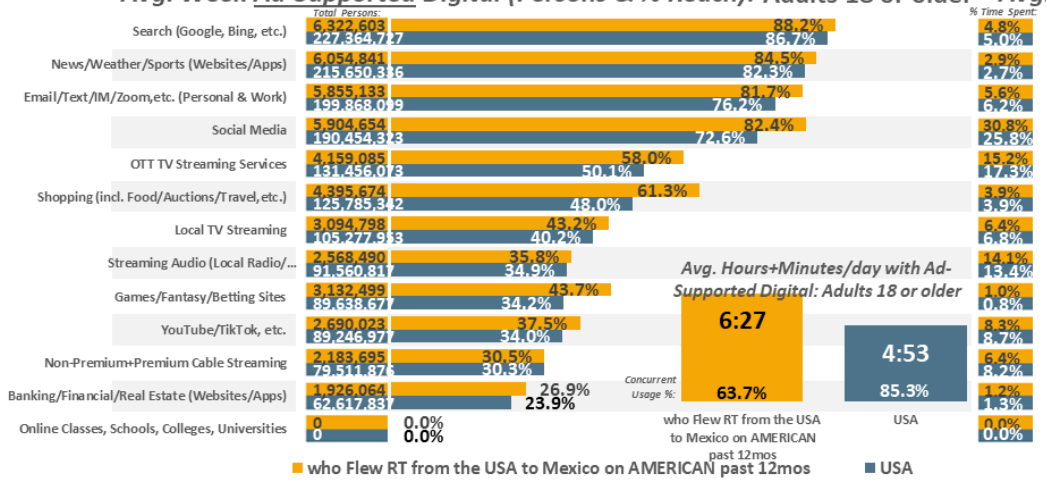
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



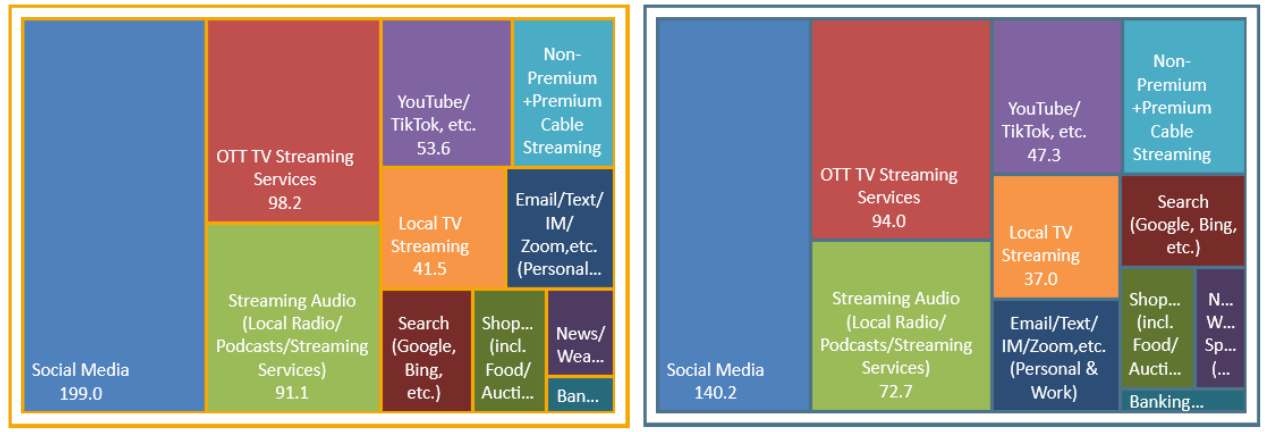
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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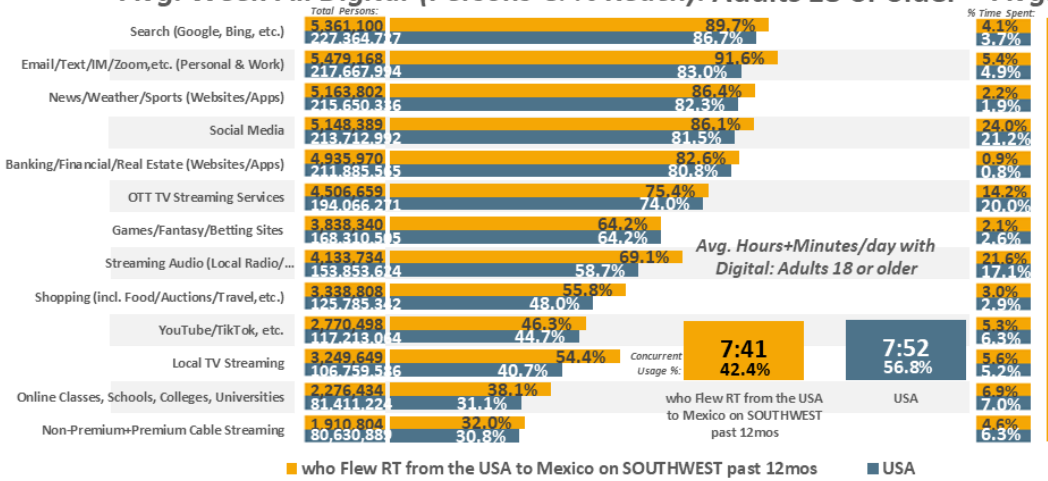
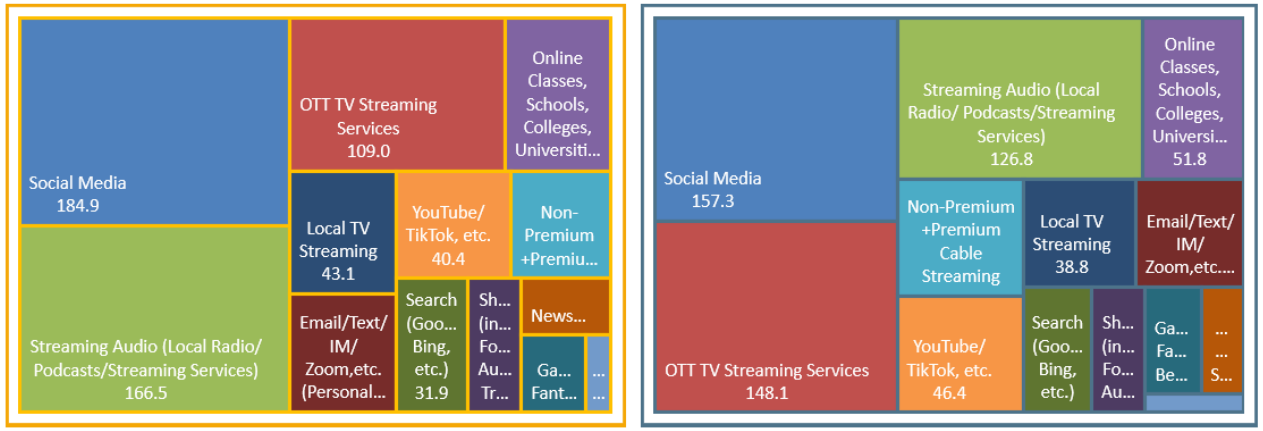
4,648,590 or 77.7% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

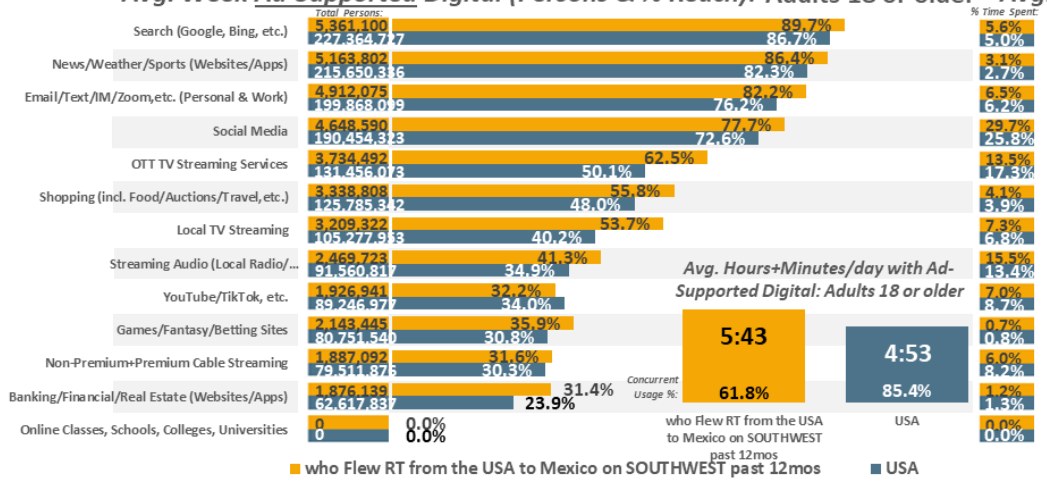
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



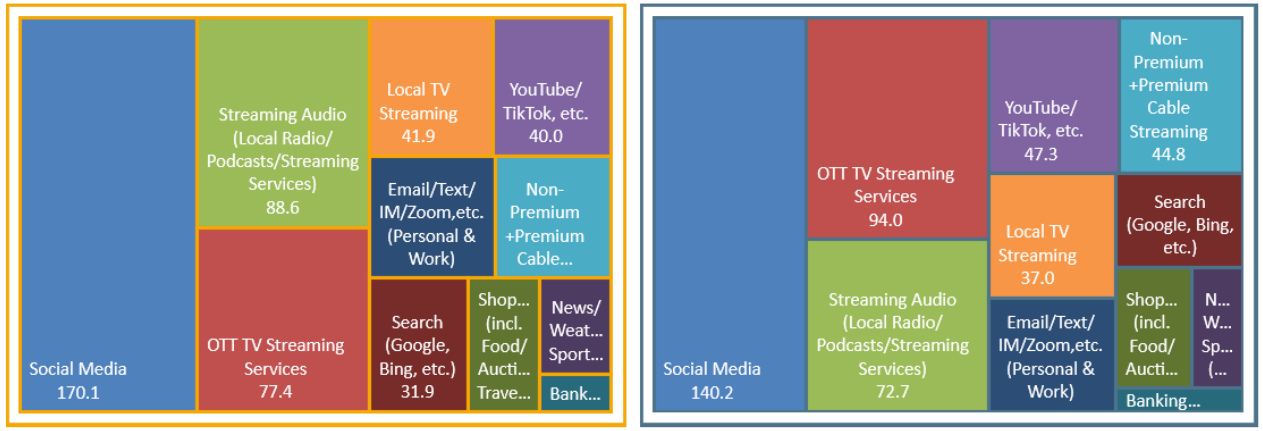
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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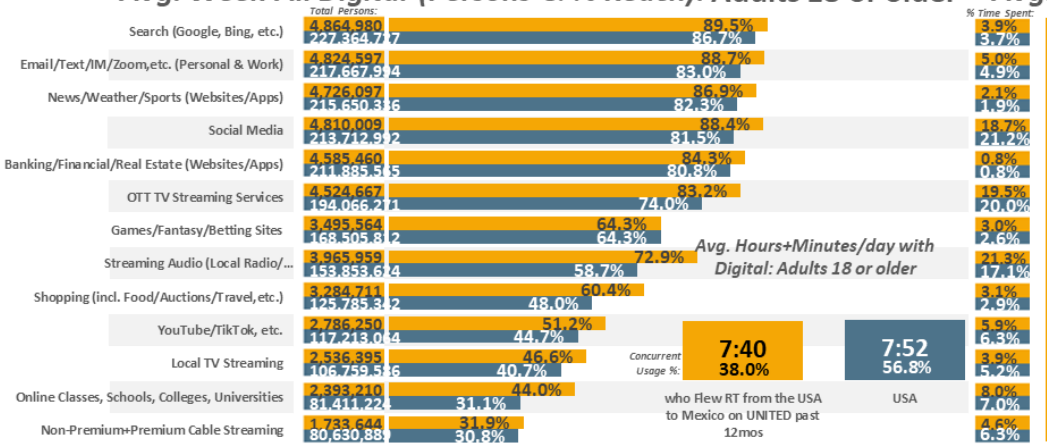
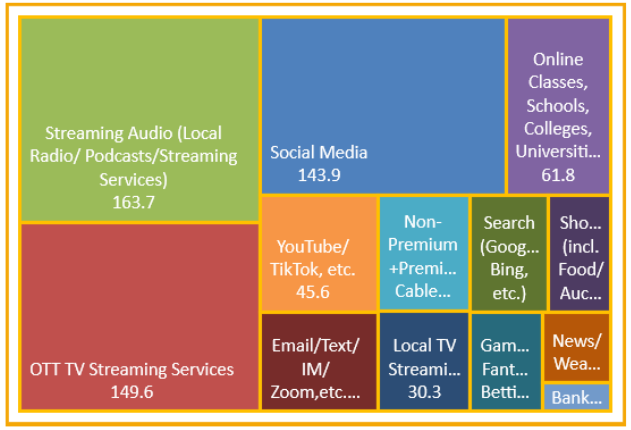
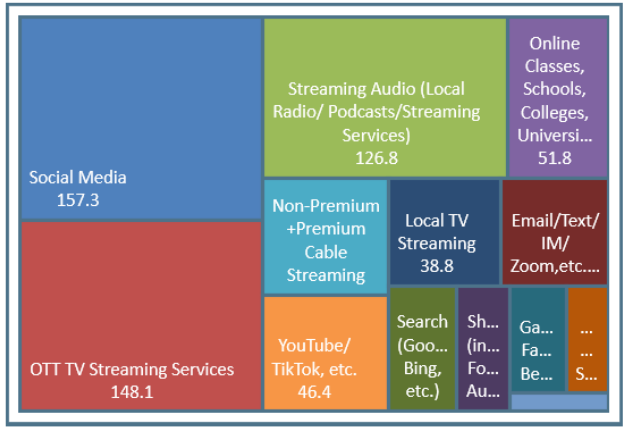
4,468,119 or 82.2% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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

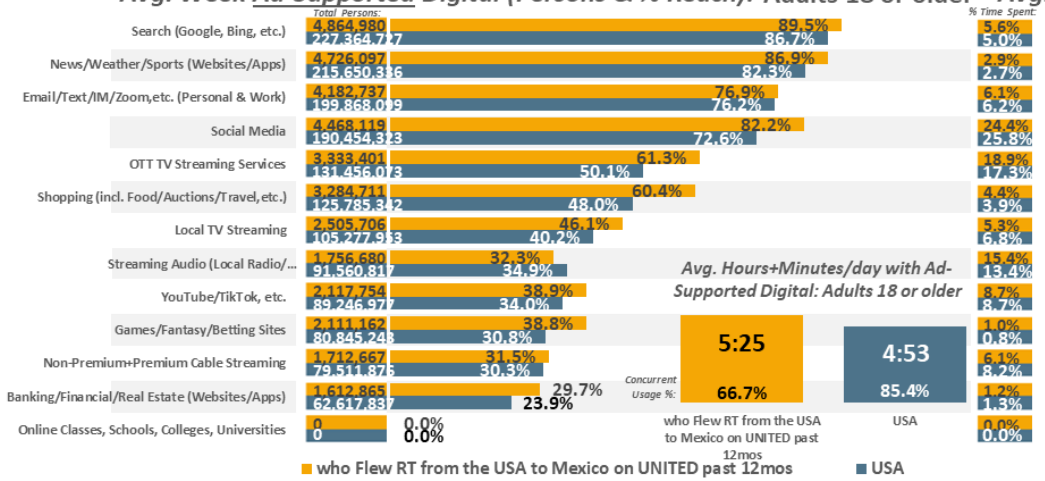


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

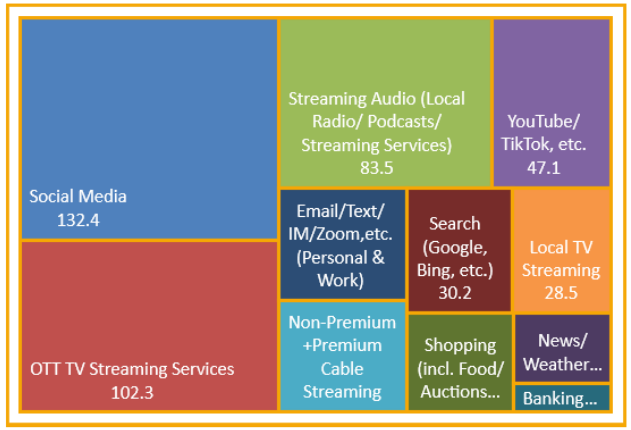


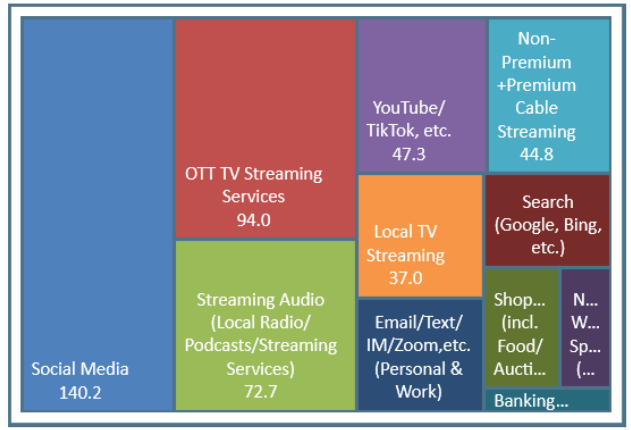


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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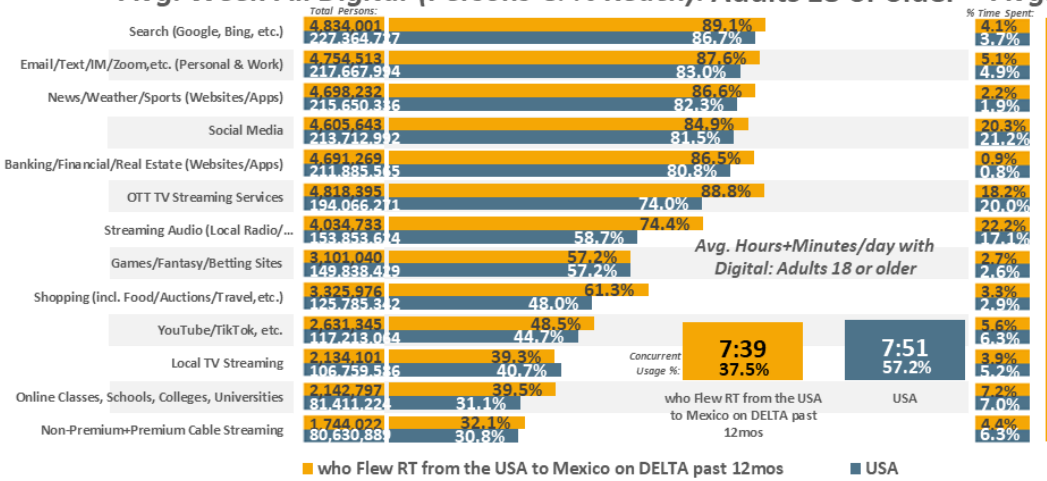
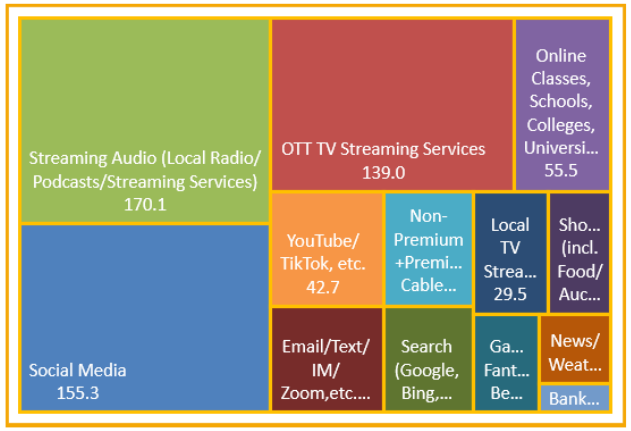
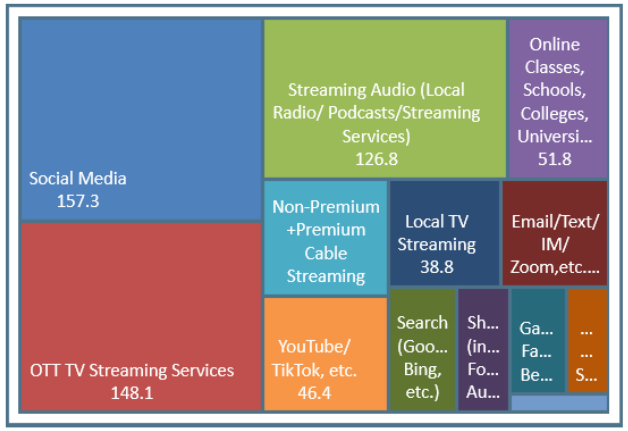
4,241,258 or 78.2% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

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



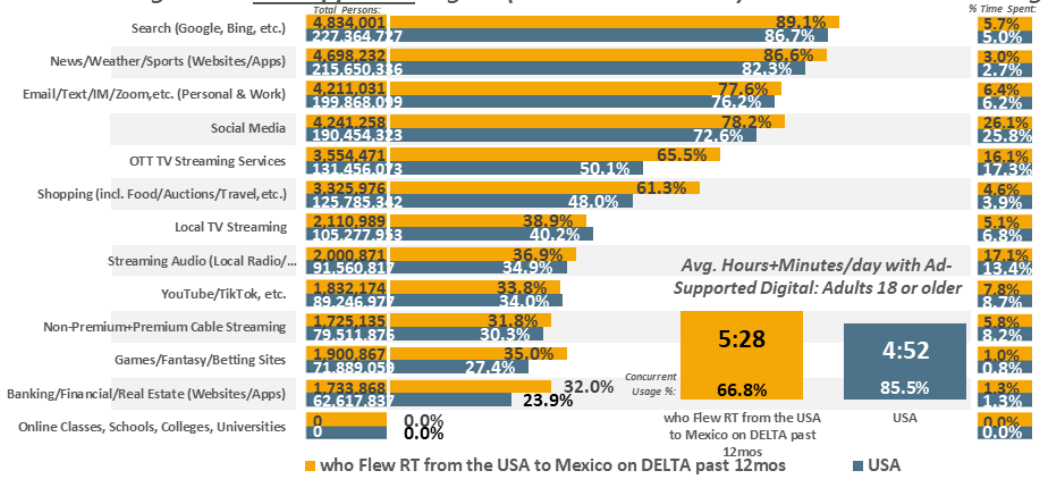
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



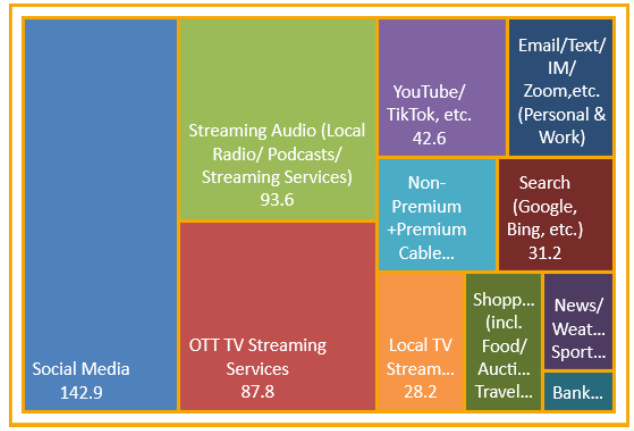


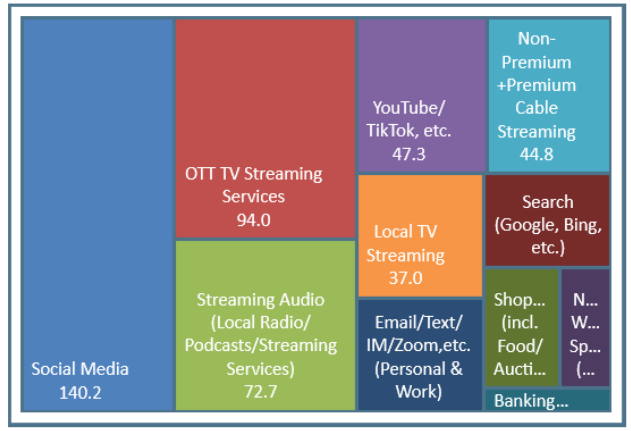
who Flew RT from the USA to Mexico on DELTA past 12mos ■ USA

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



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





who Flew RT from the USA to Mexico on DELTA past 12mos ■ USA

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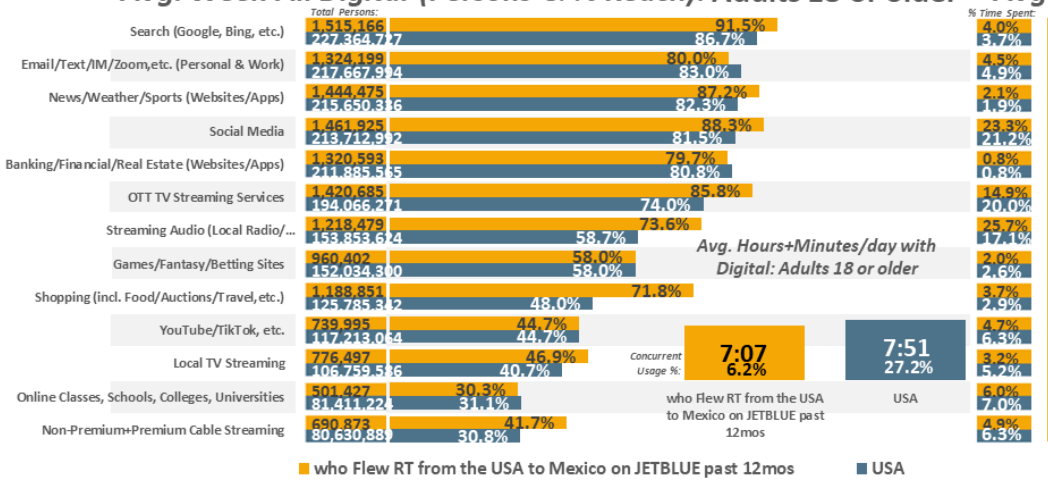
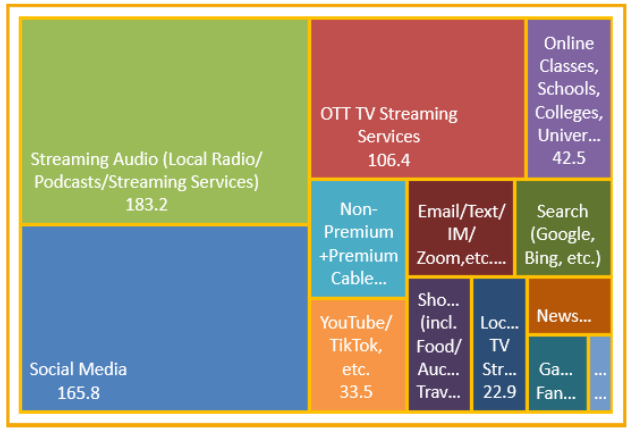
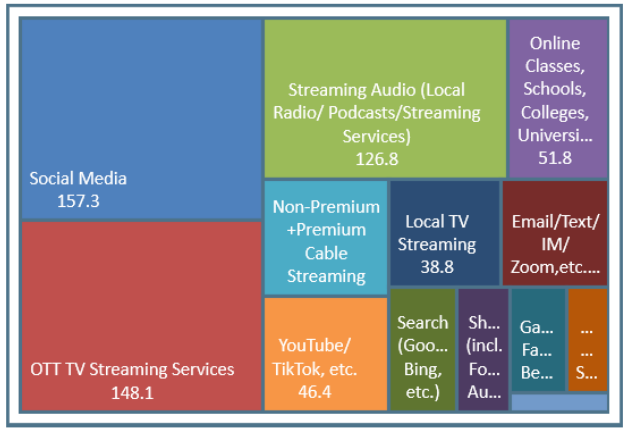
1,341,326 or 81.% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos use Ad-Supported Social Media for an average of 152.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

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



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

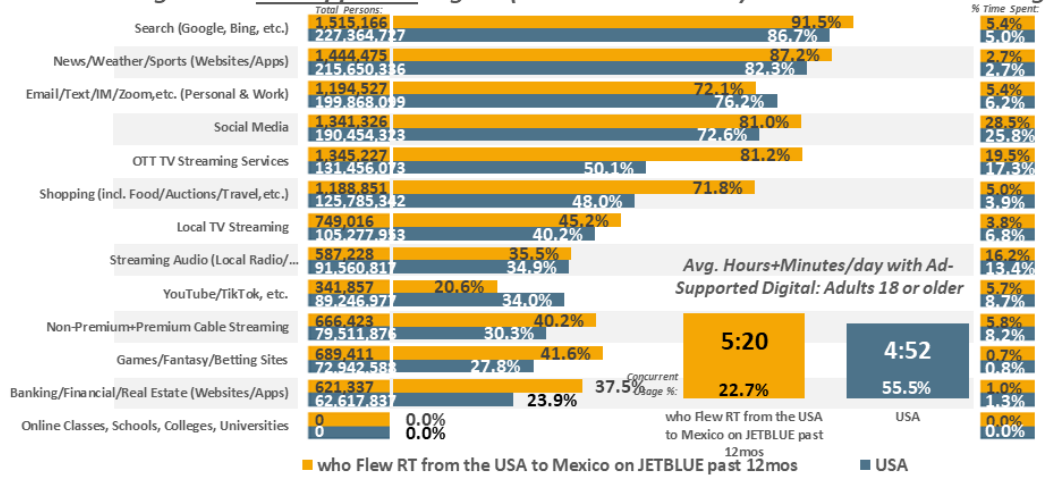




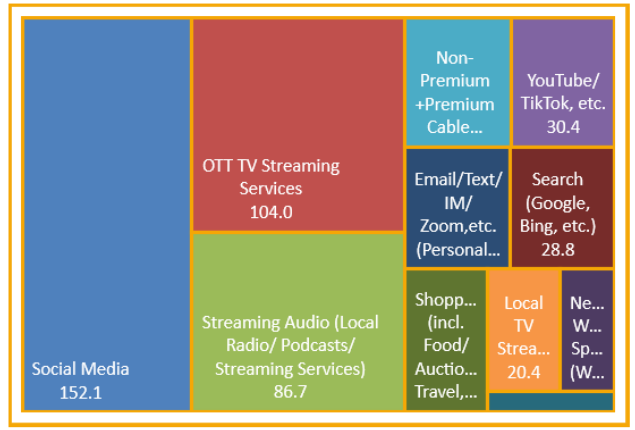
who Flew RT from the USA to Mexico on JETBLUE past 12mos ■ USA

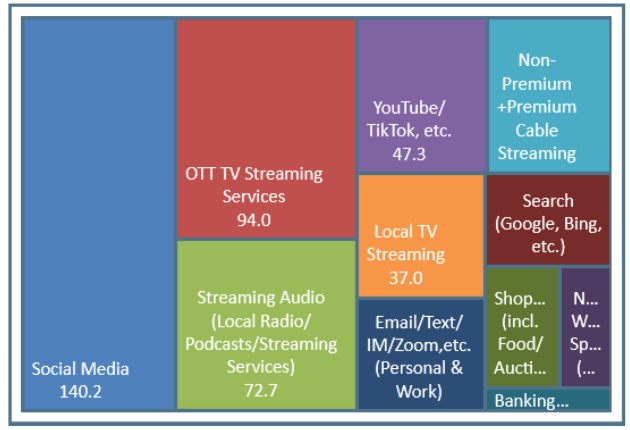
who Flew RT from the USA to Mexico on JETBLUE past 12mos ■ USA

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



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





who Flew RT from the USA to Mexico on JETBLUE past 12mos ■ USA

who Flew RT from the USA to Mexico on JETBLUE past 12mos ■ USA

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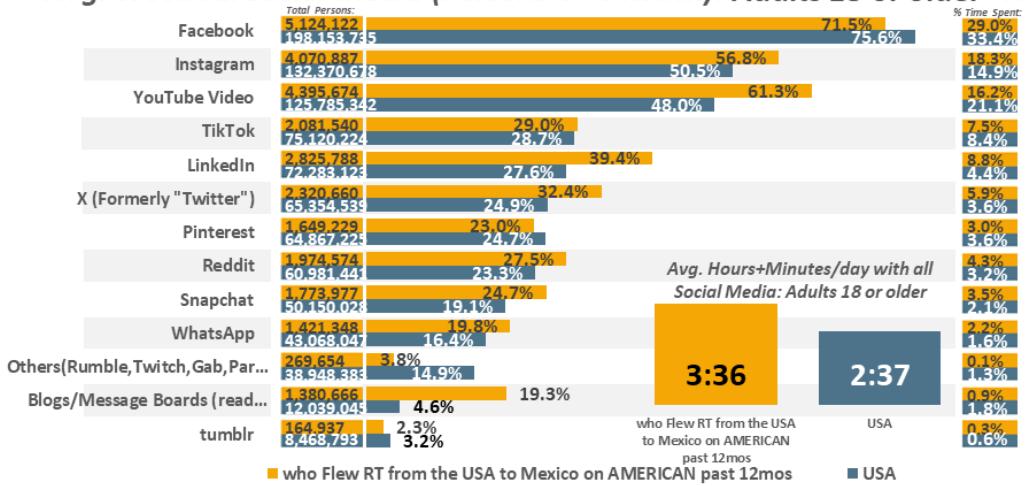
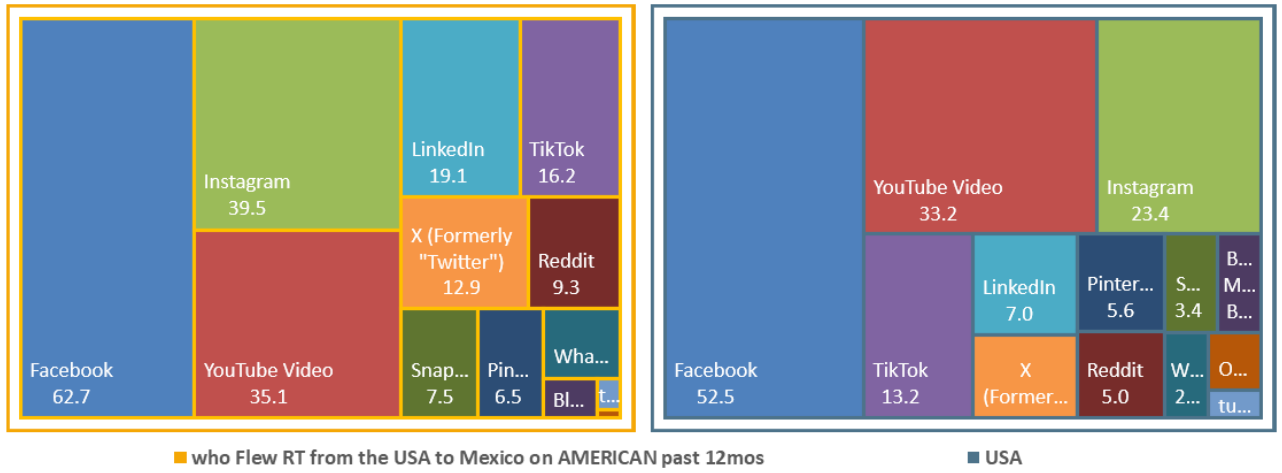
American Airlines

5,124,122 or 71.5% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos use Ad-Supported Facebook for an average of 65.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

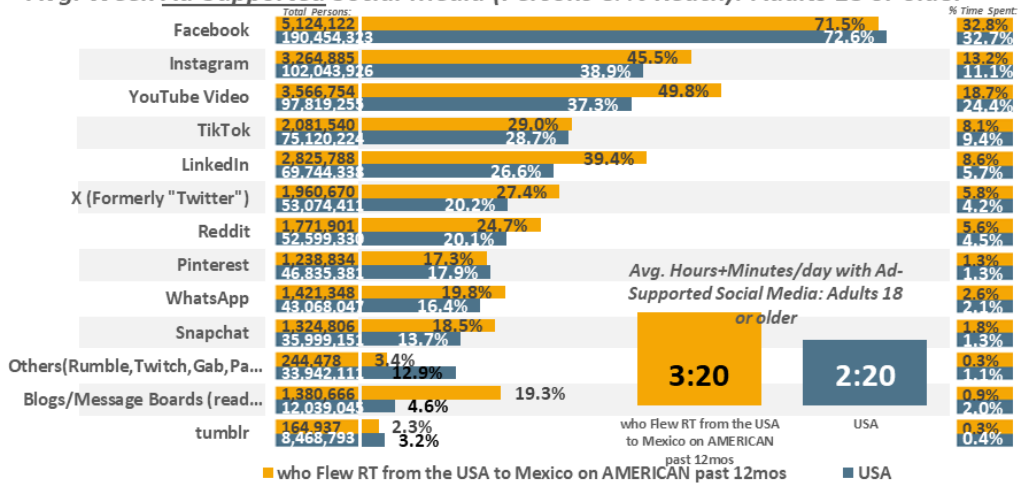
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



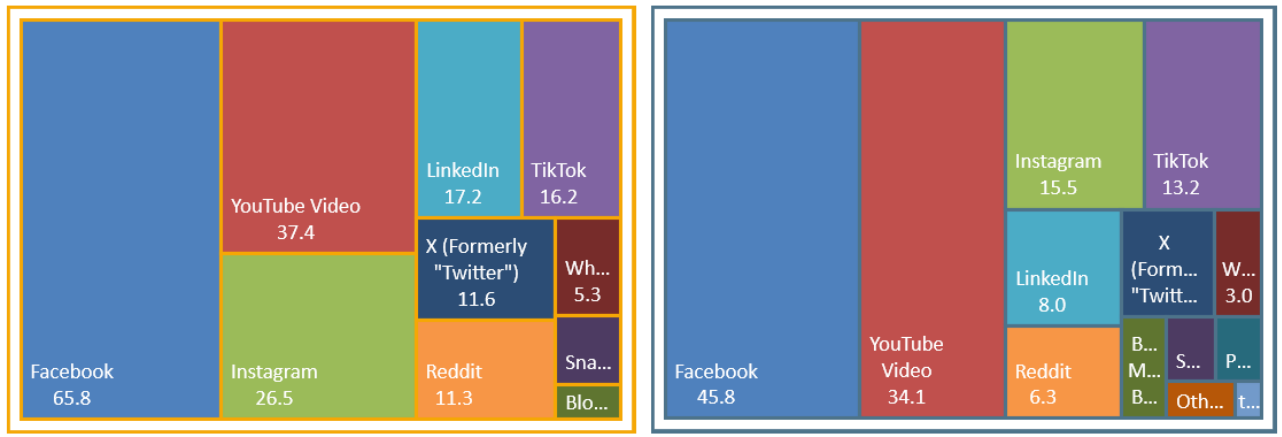
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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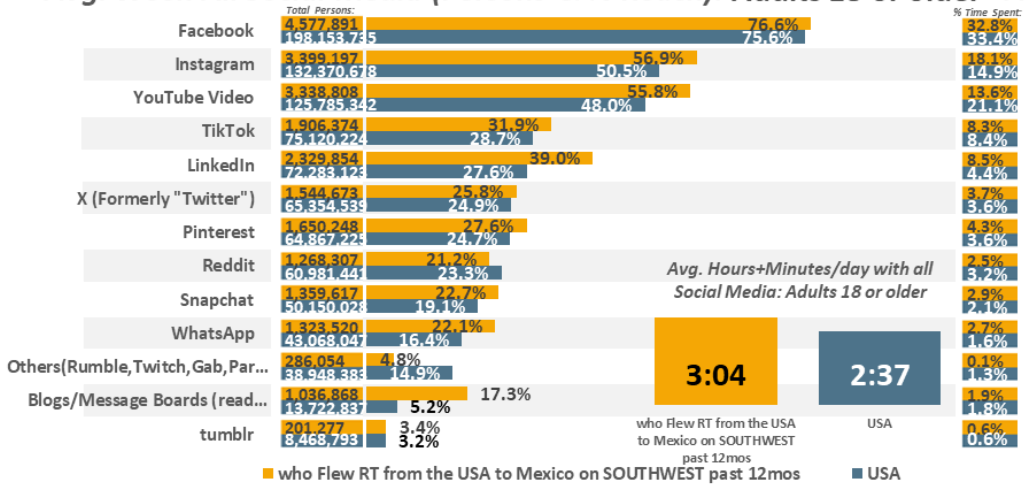
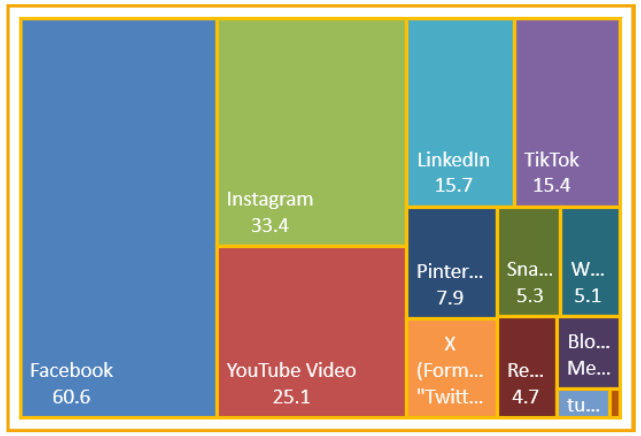
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: American

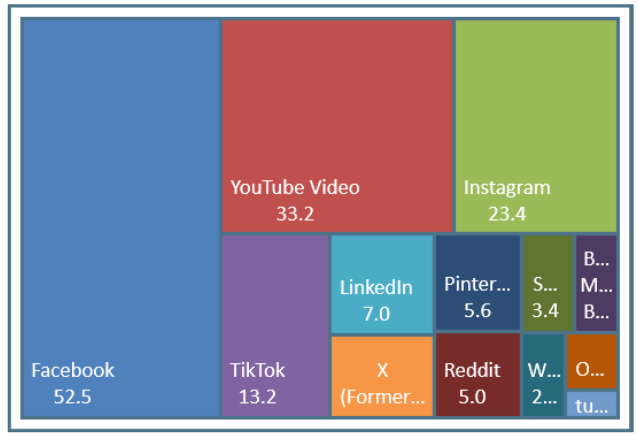
4,577,891 or 76.6% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos use Ad-Supported Facebook for an average of 59.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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

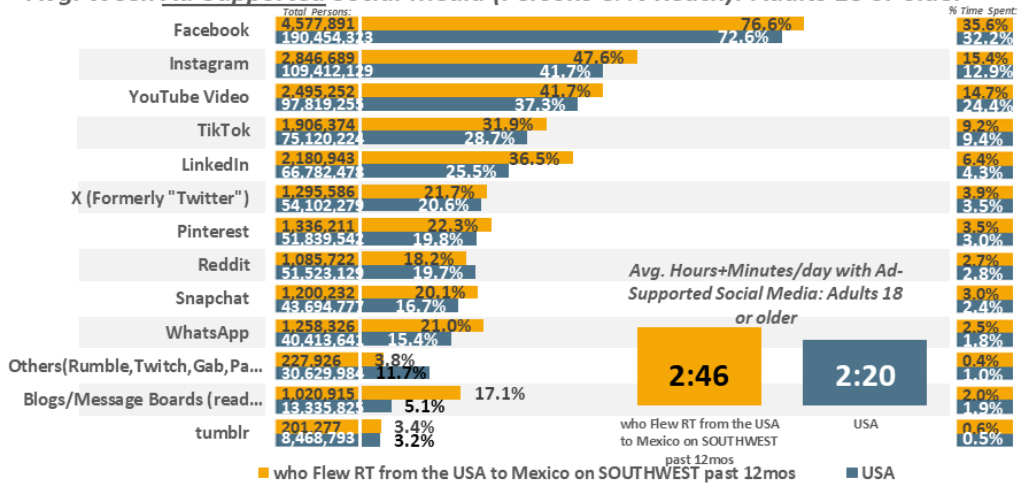


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

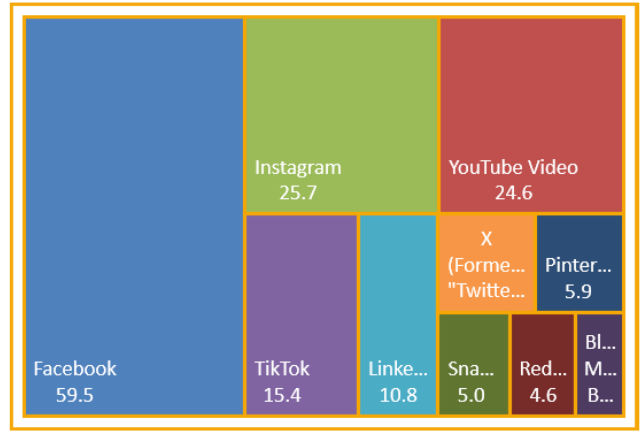


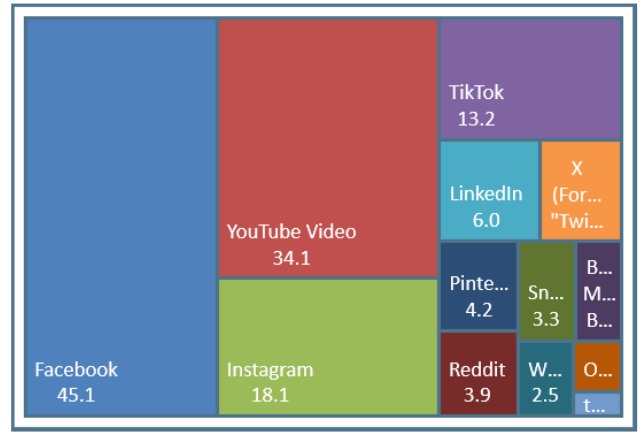


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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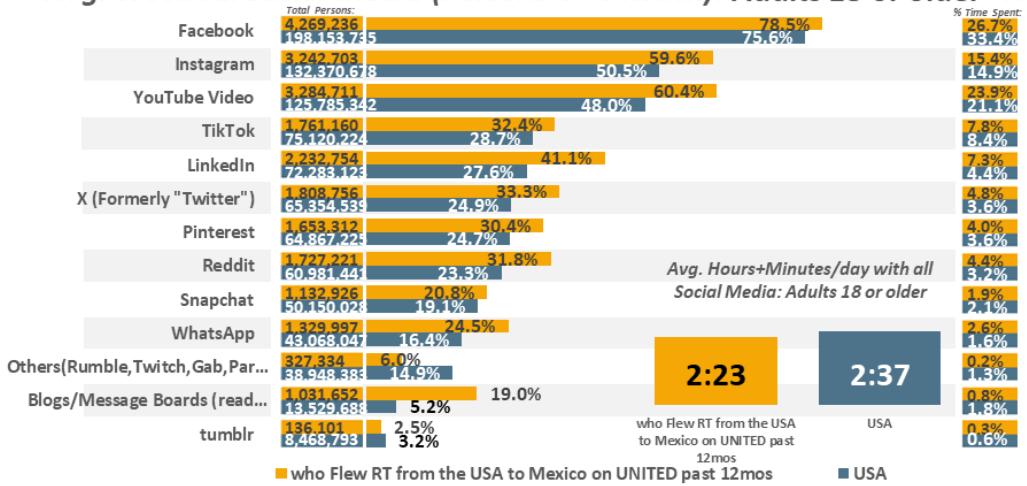
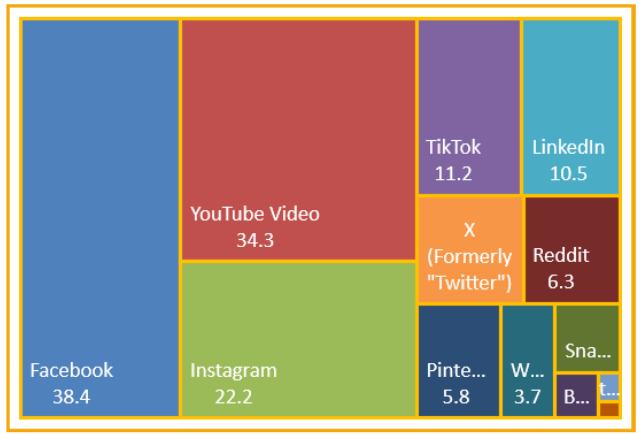
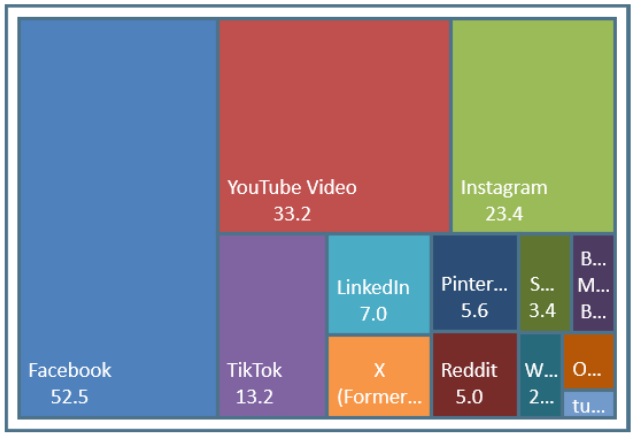
4,269,236 or 78.5% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos use Ad-Supported Facebook for an average of 38.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

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

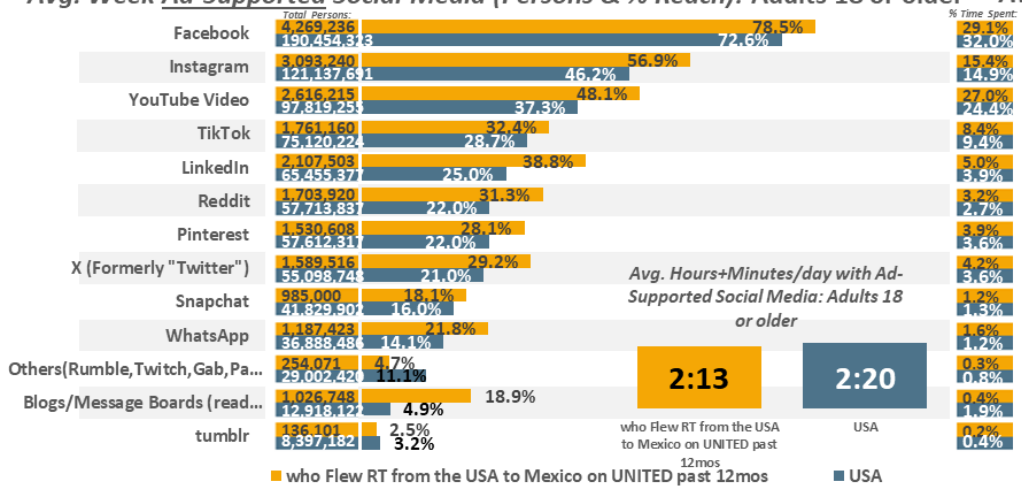


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

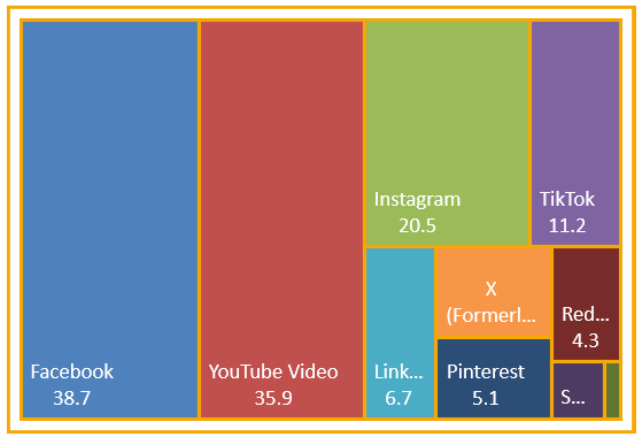


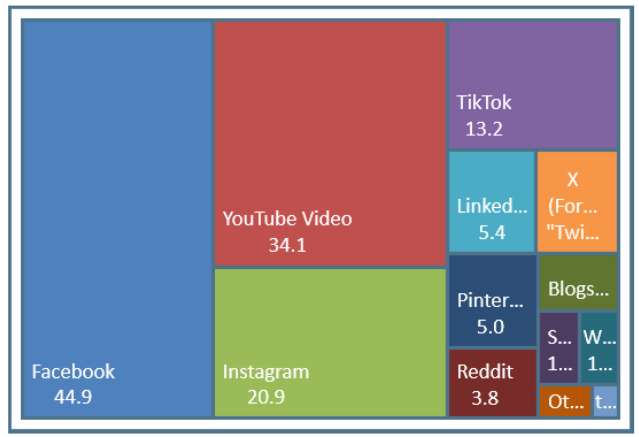


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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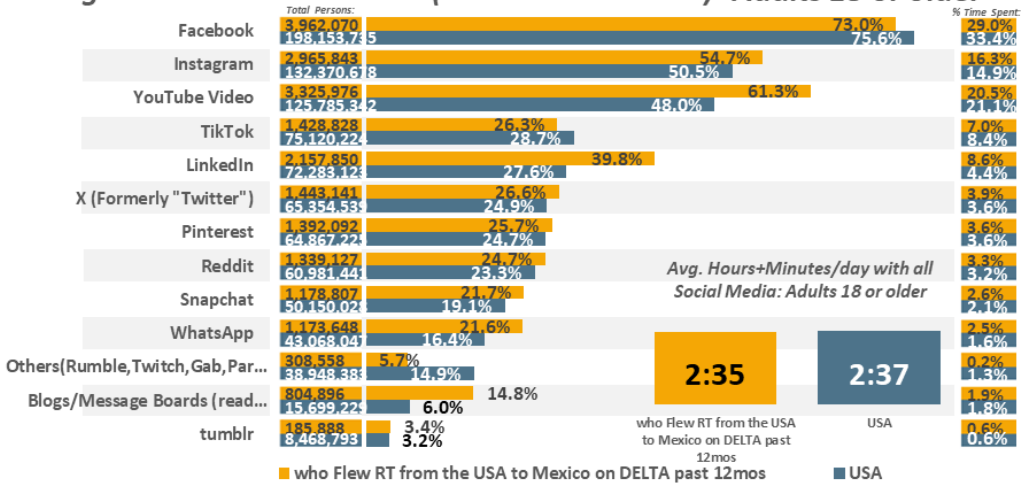
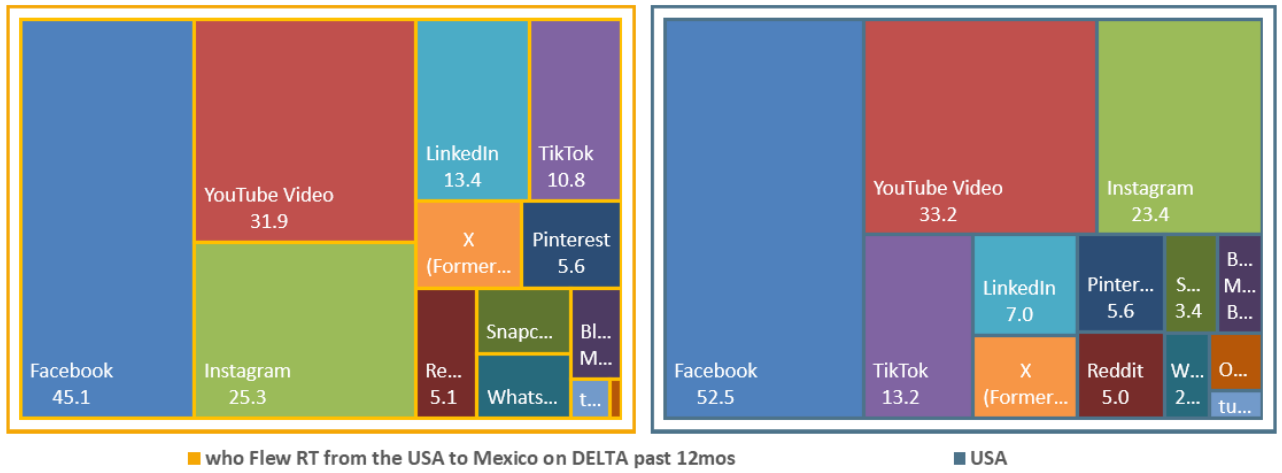
3,962,070 or 73.% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos use Ad-Supported Facebook for an average of 44.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

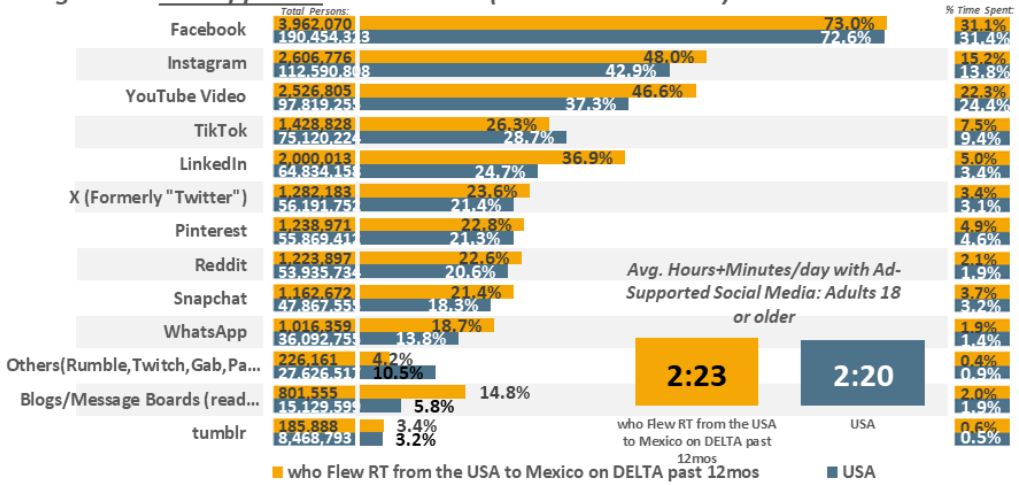
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



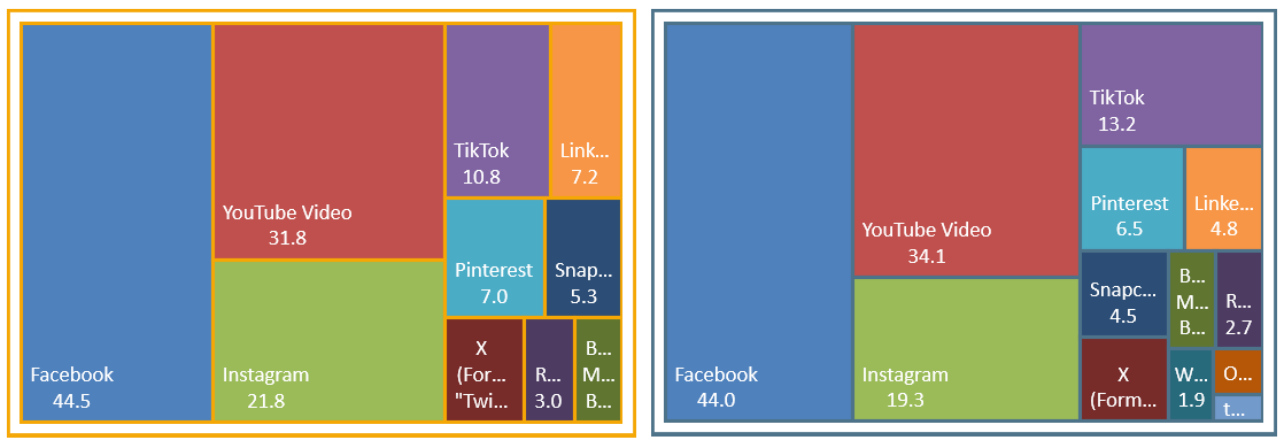
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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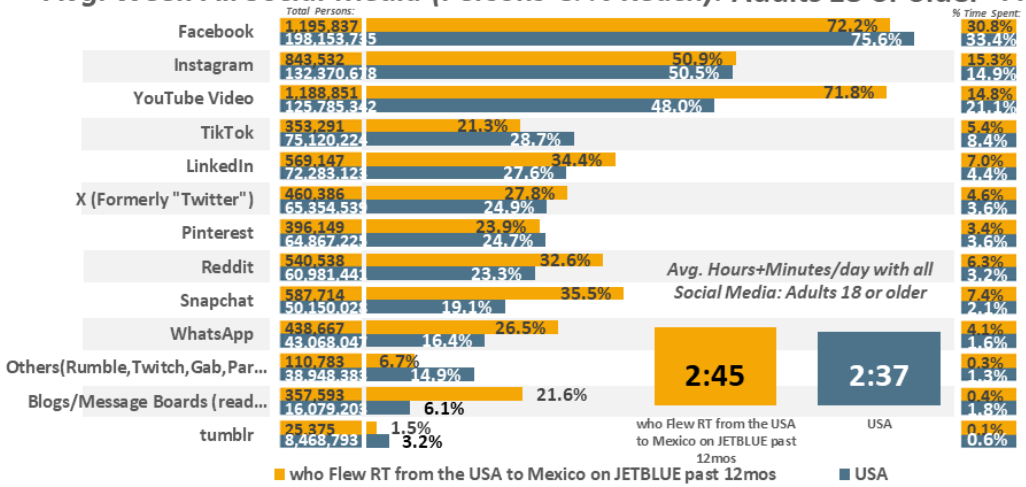
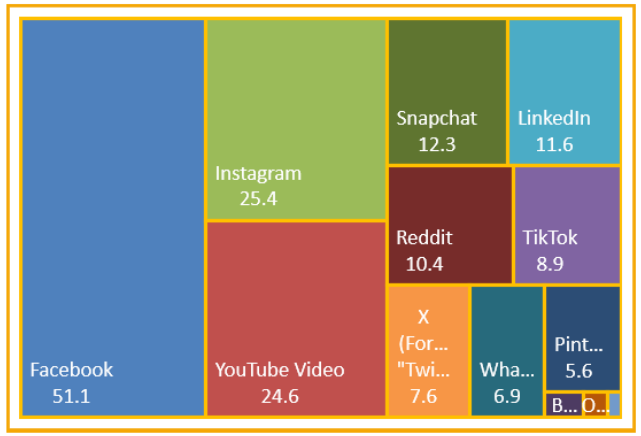
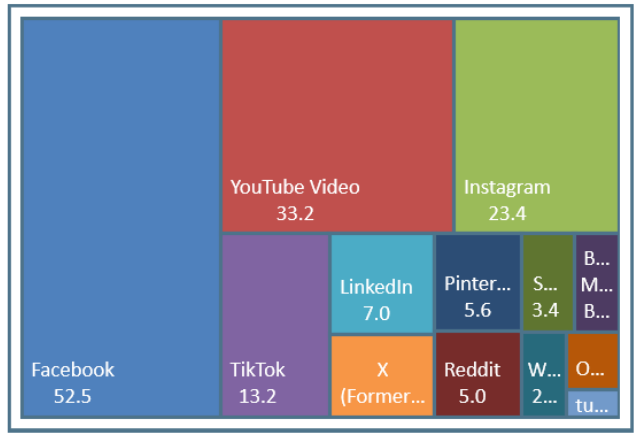
1,195,837 or 72.2% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos use Ad-Supported Facebook for an average of 60.5 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

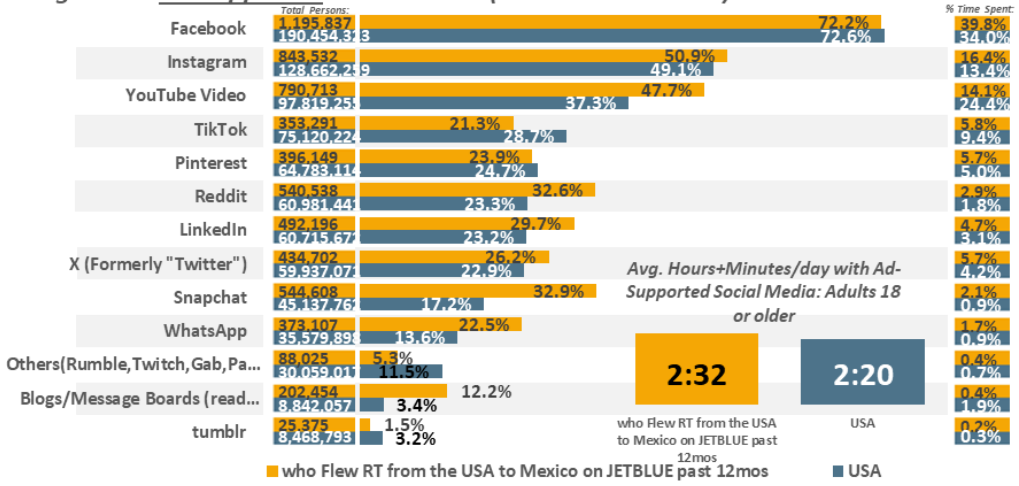
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

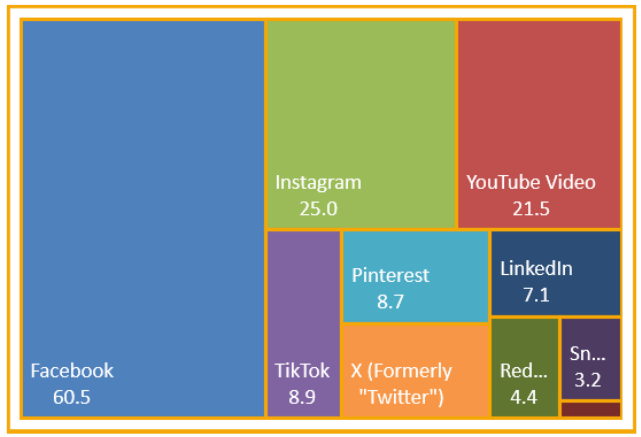


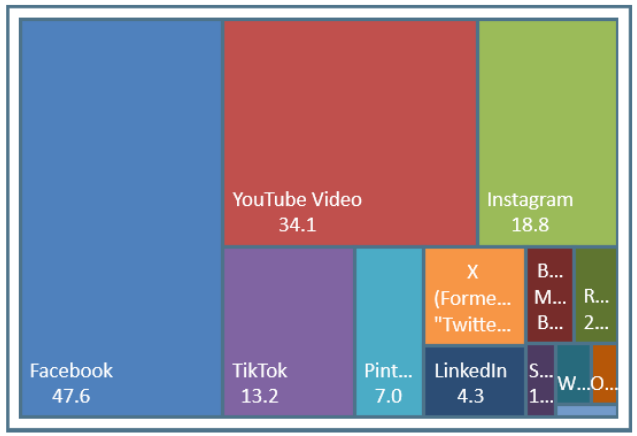




Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older







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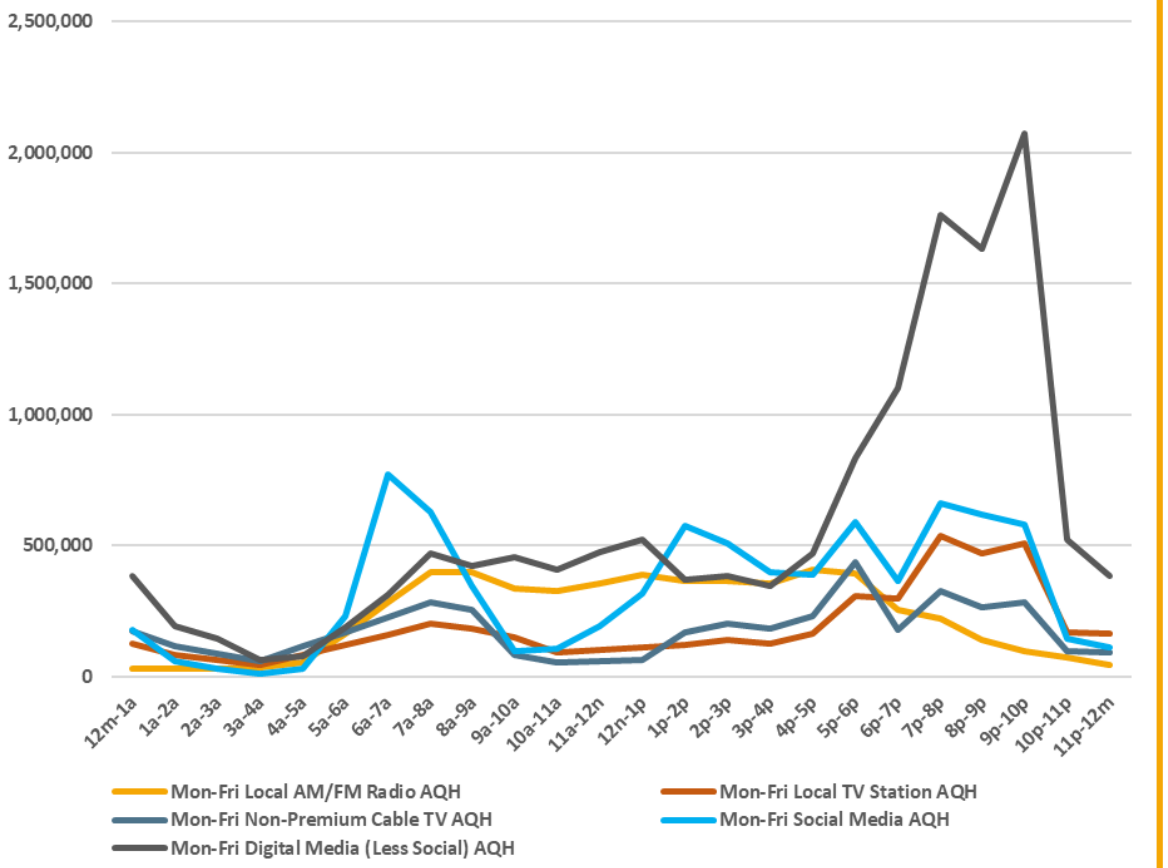
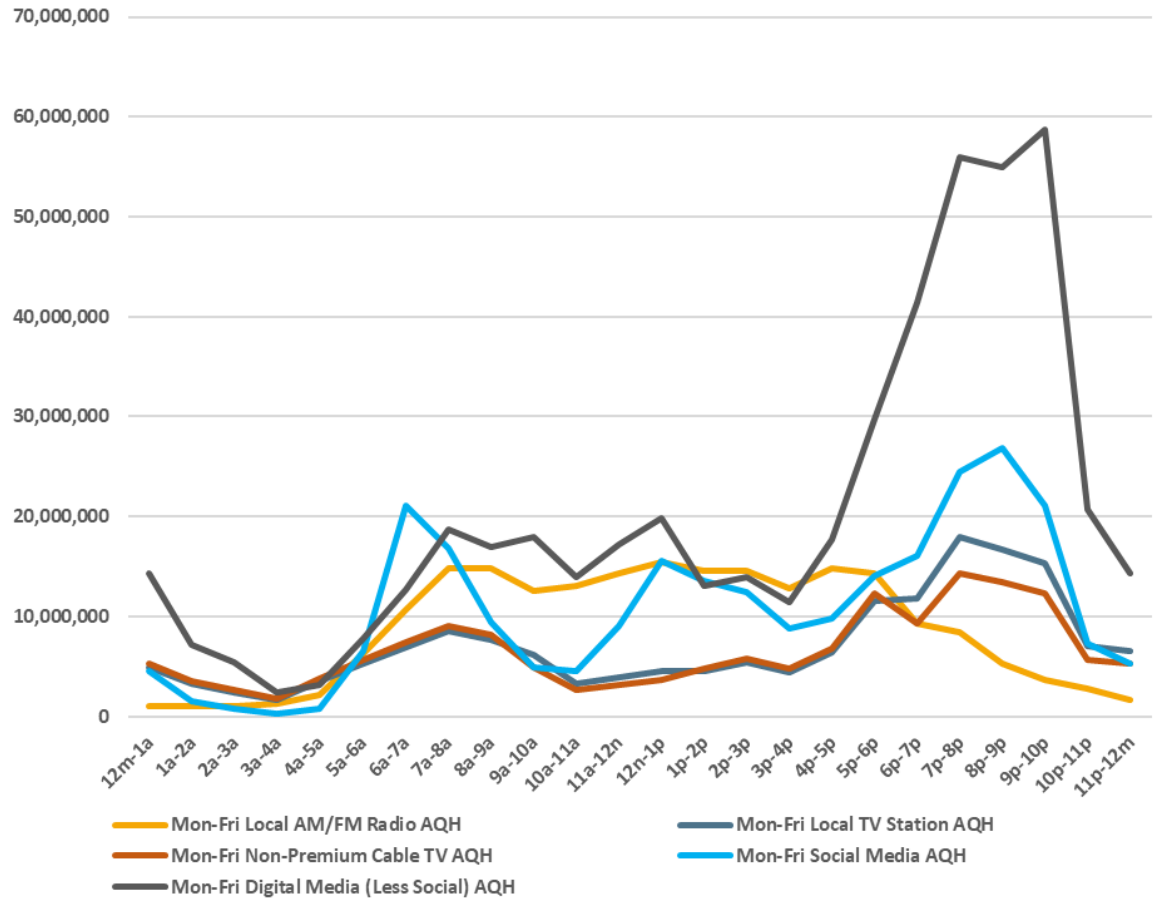
American Airlines

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 504,559; Social Media: 405,342; Local Radio: 354,662; Non-Prem. Cable: 185,551; Local TV: 164,921 reaching Adults 18 or older who Flew RT from the USA to Mexico on AMERIC

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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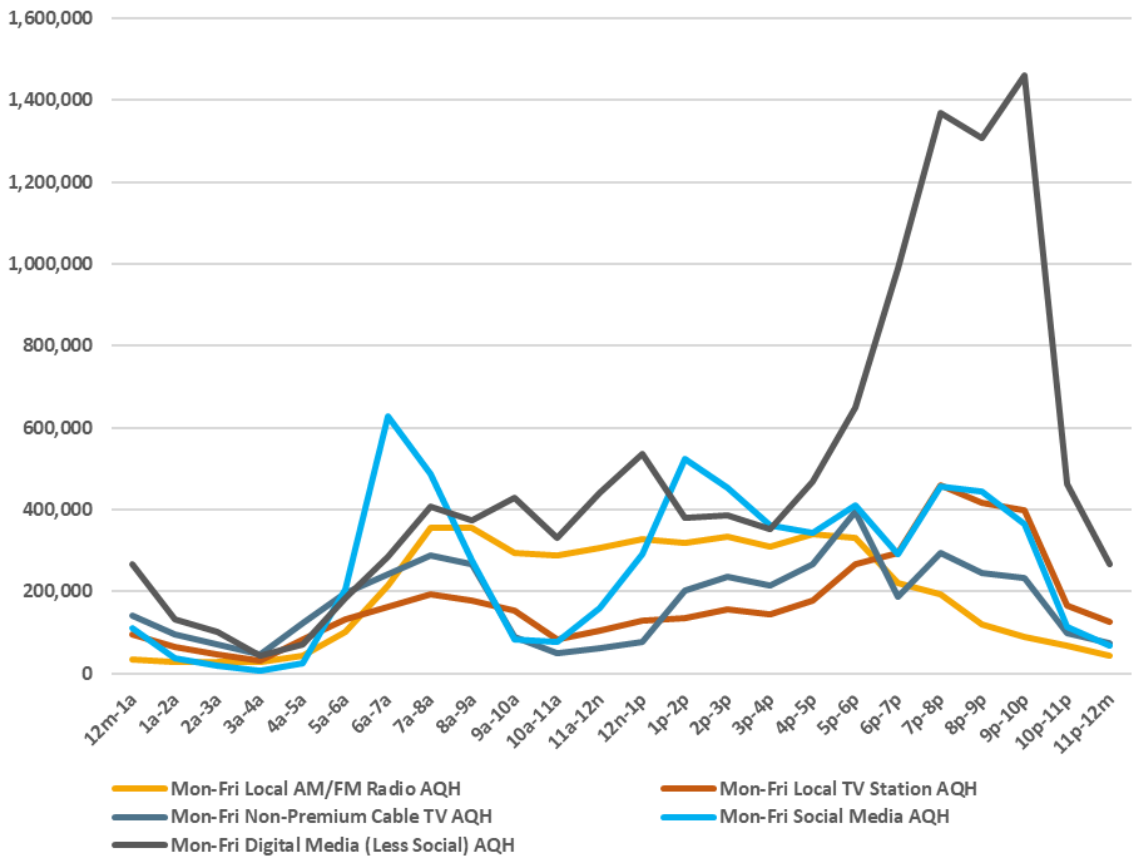
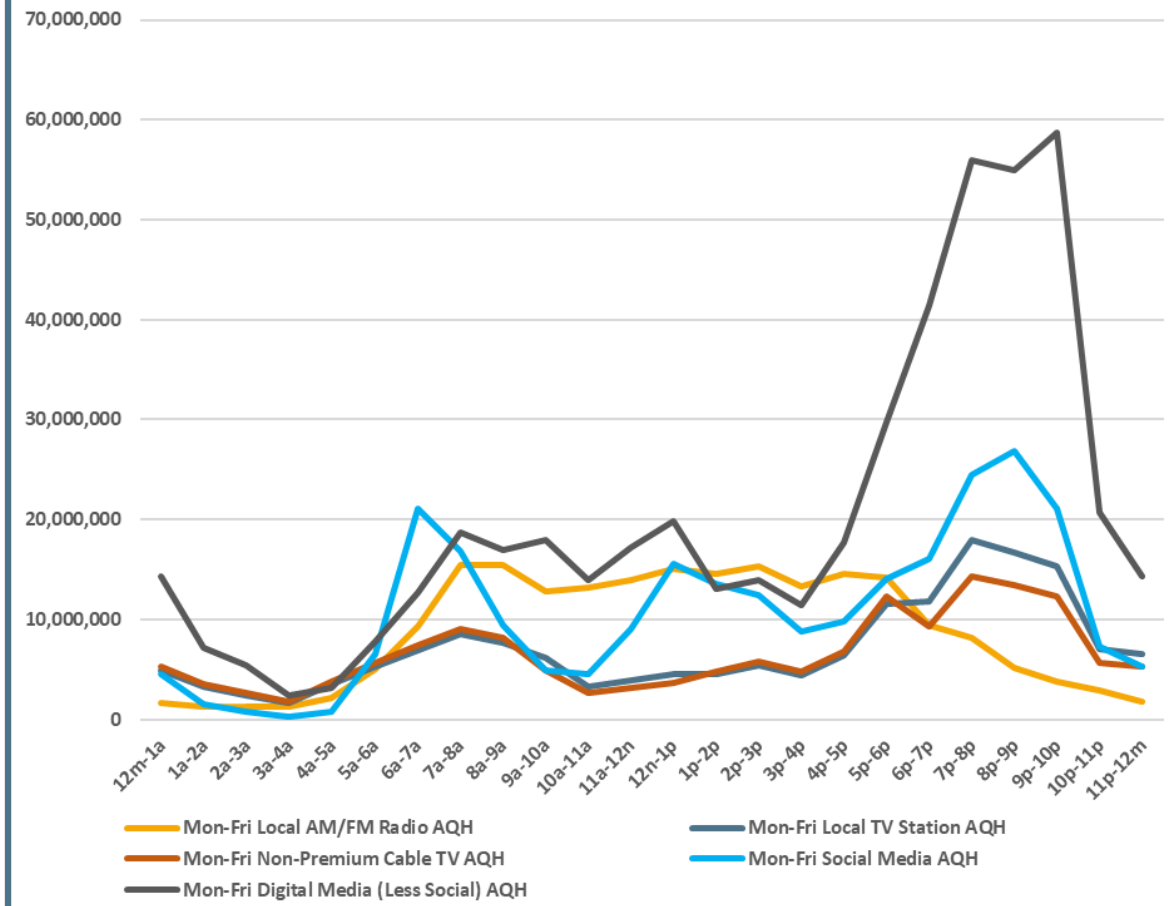
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 463,950; Social Media: 337,379; Local Radio: 307,548; Non-Prem. Cable: 198,383; Local TV: 167,809 reaching Adults 18 or older who Flew RT from the USA to Mexico on SOUTHW

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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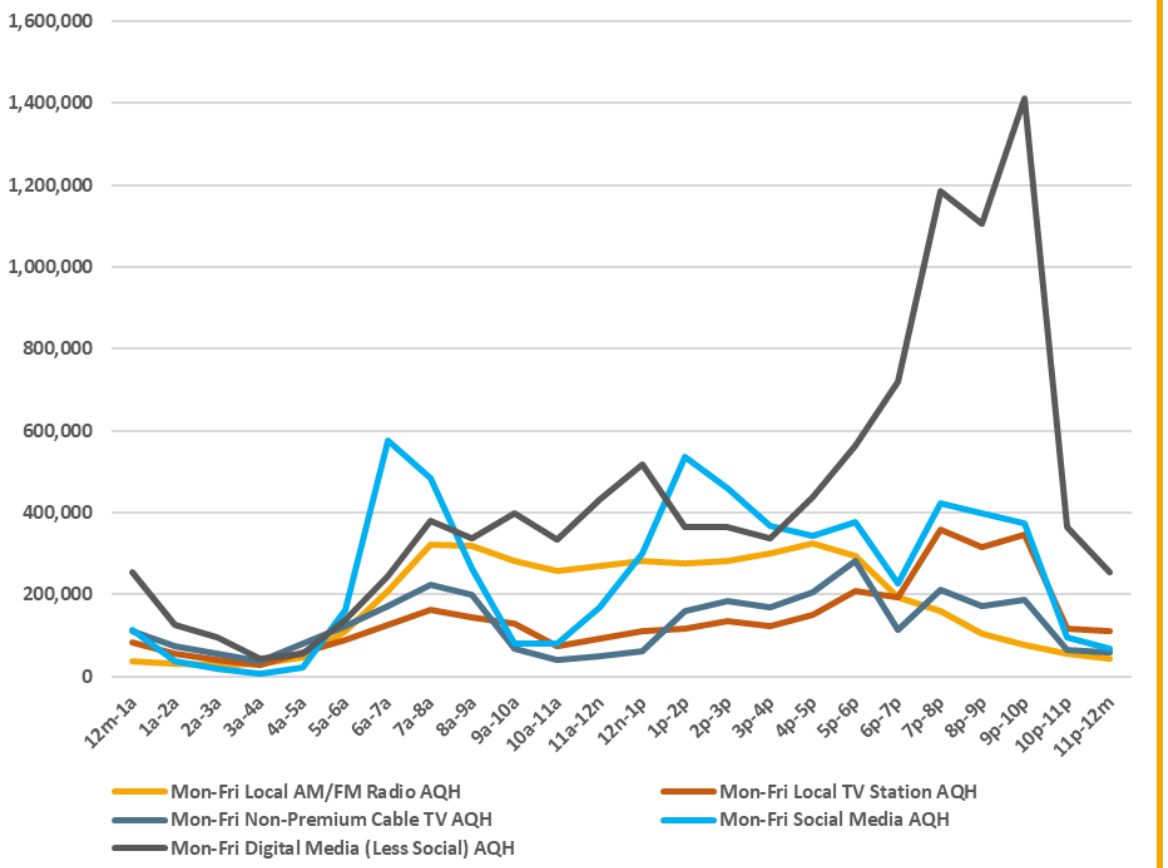
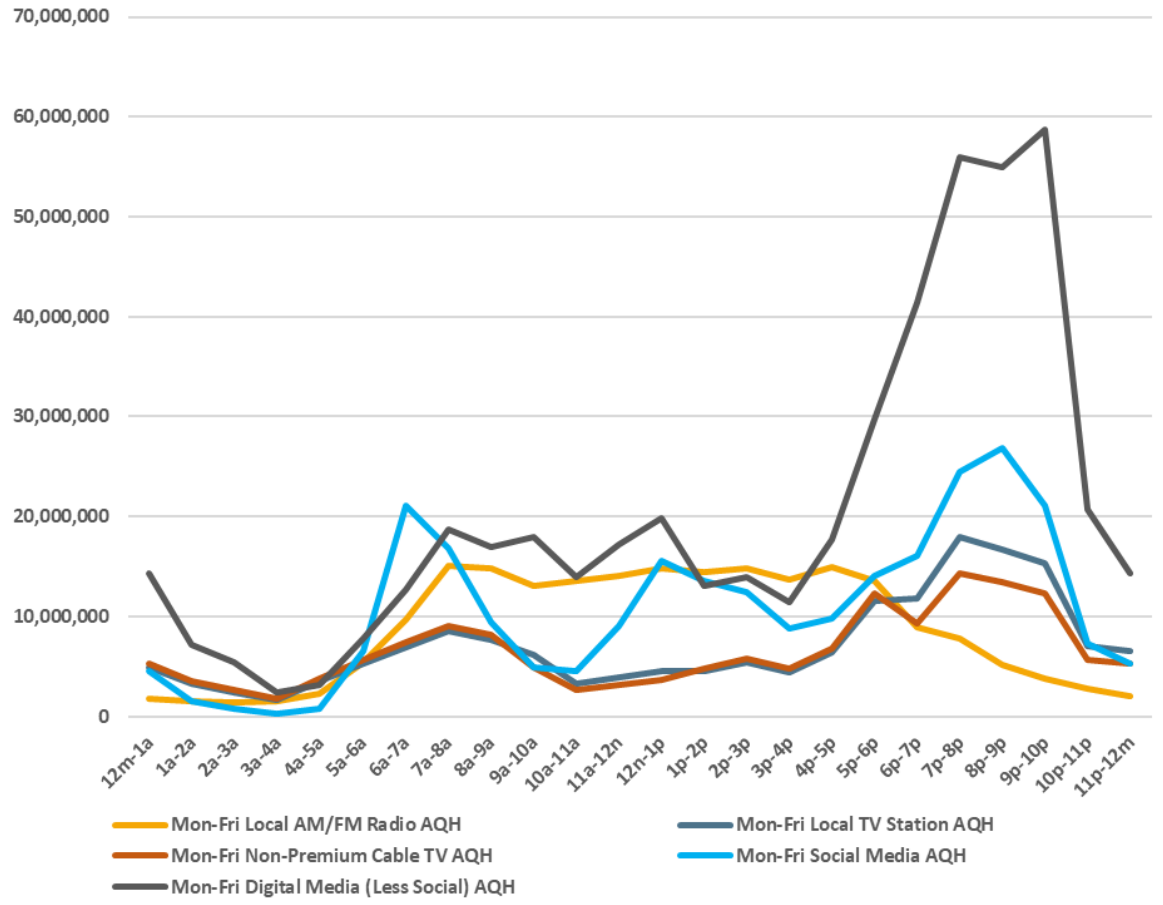
UNITED

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 417,803; Social Media: 328,368; Local Radio: 277,499; Non-Prem. Cable: 148,204; Local TV: 136,050 reaching Adults 18 or older who Flew RT from the USA to Mexico on UNITED

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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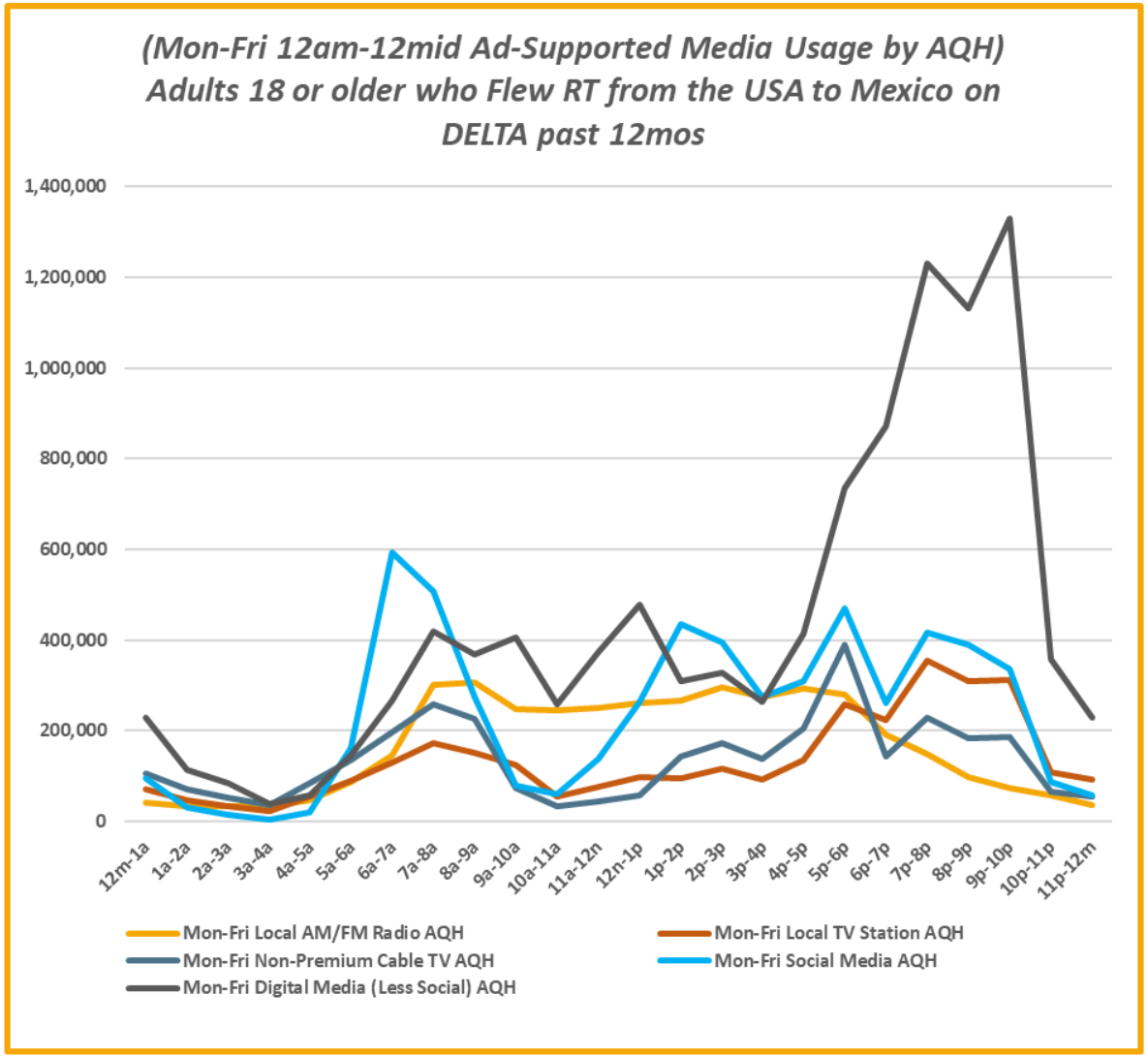
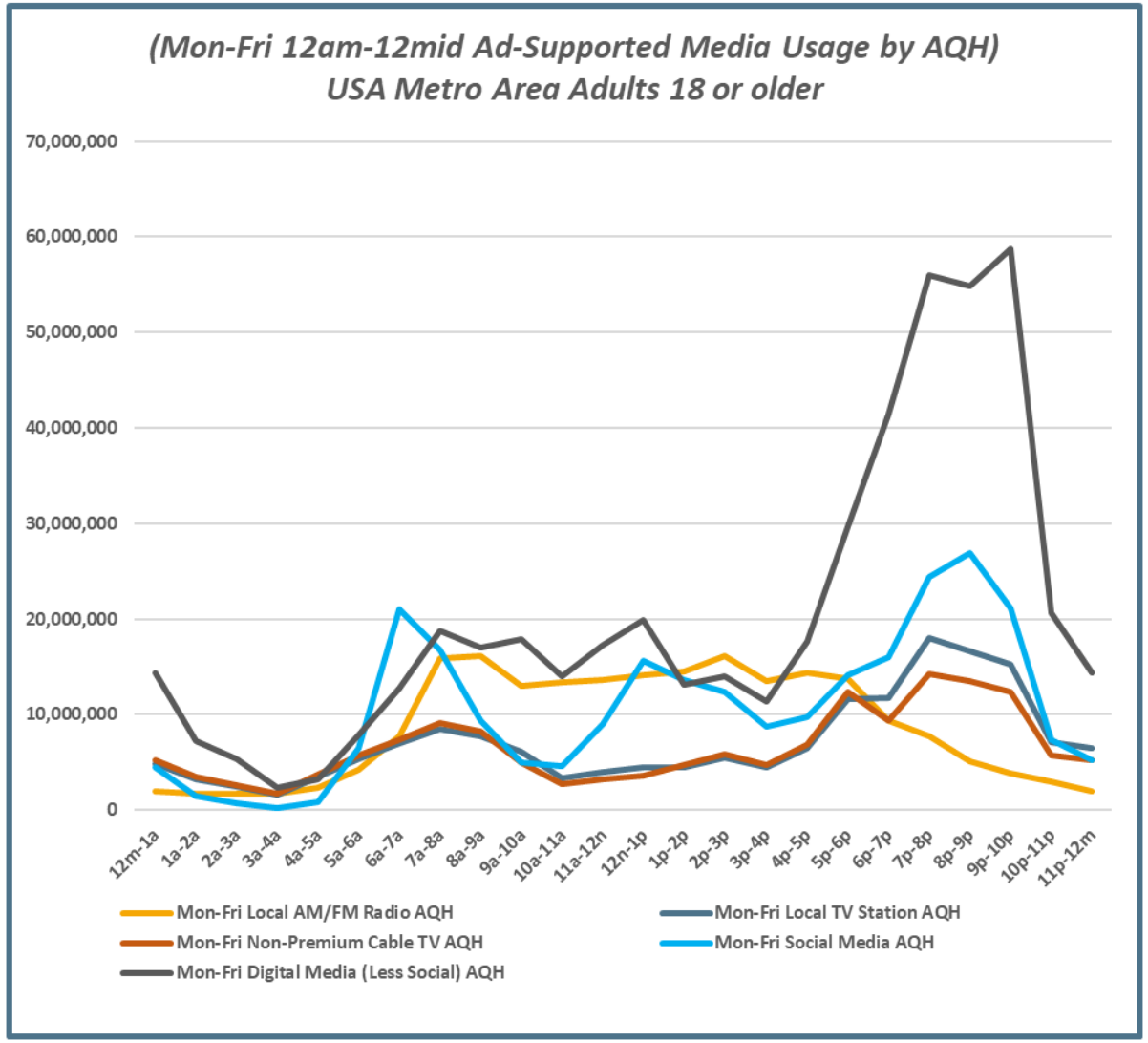
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 422,737; Social Media: 312,466; Local Radio: 258,948; Non-Prem. Cable: 160,818; Local TV: 133,199 reaching Adults 18 or older who Flew RT from the USA to Mexico on DELTA





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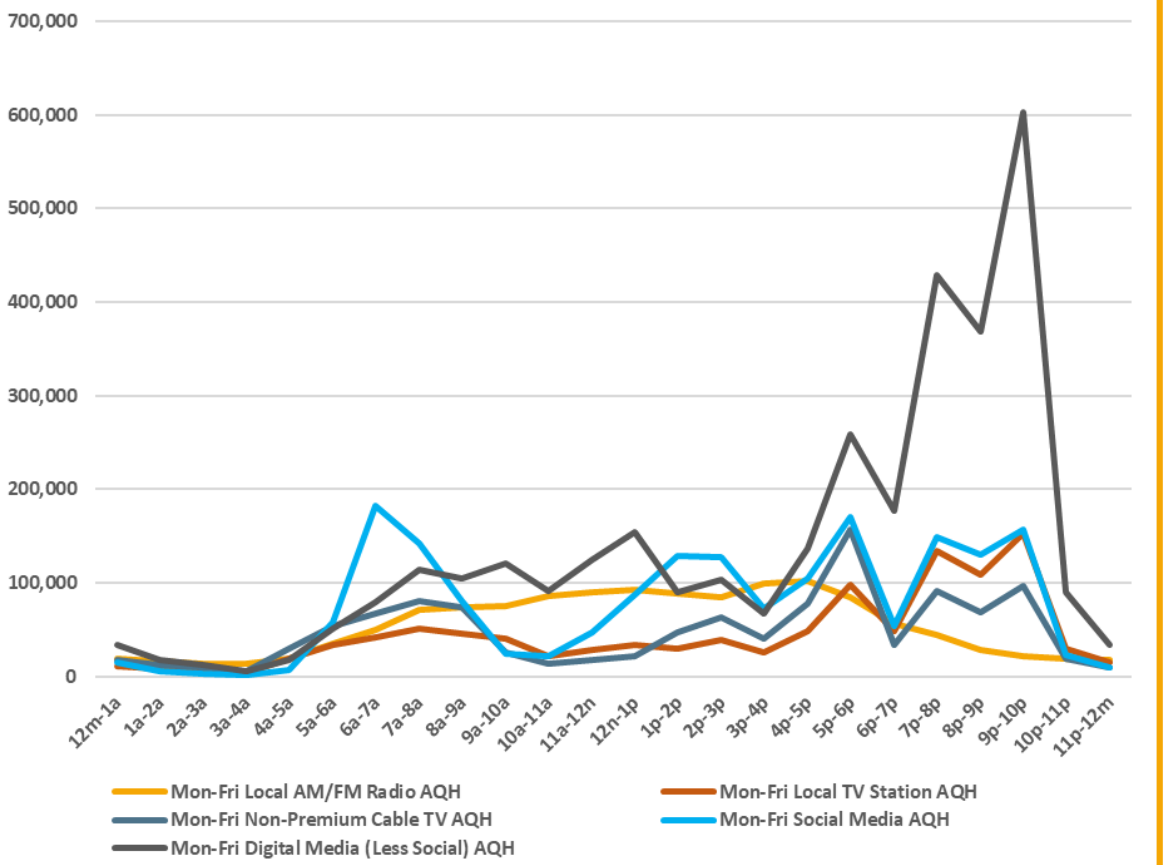
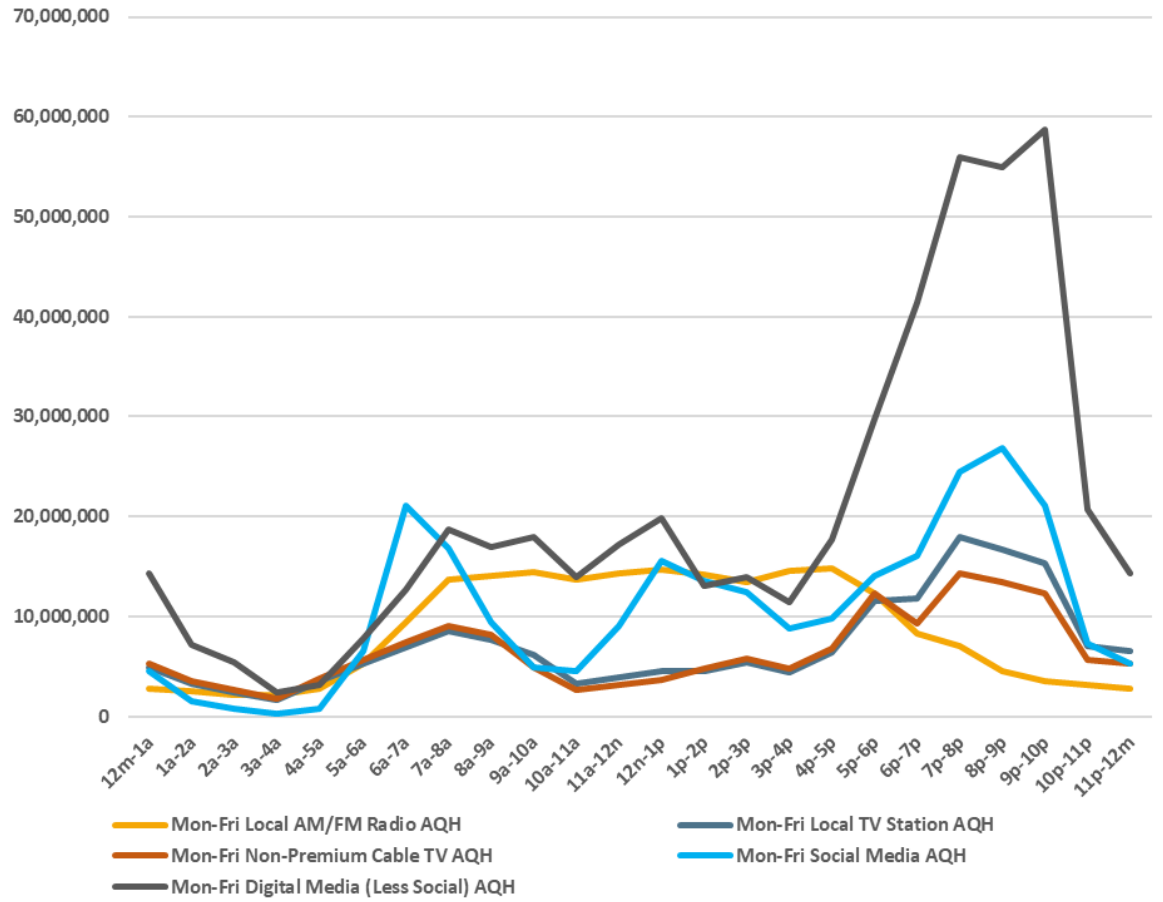
jetBlue

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 124,559; Social Media: 95,518; Local Radio: 81,003; Non-Prem. Cable: 55,123; Local TV: 42,418 reaching Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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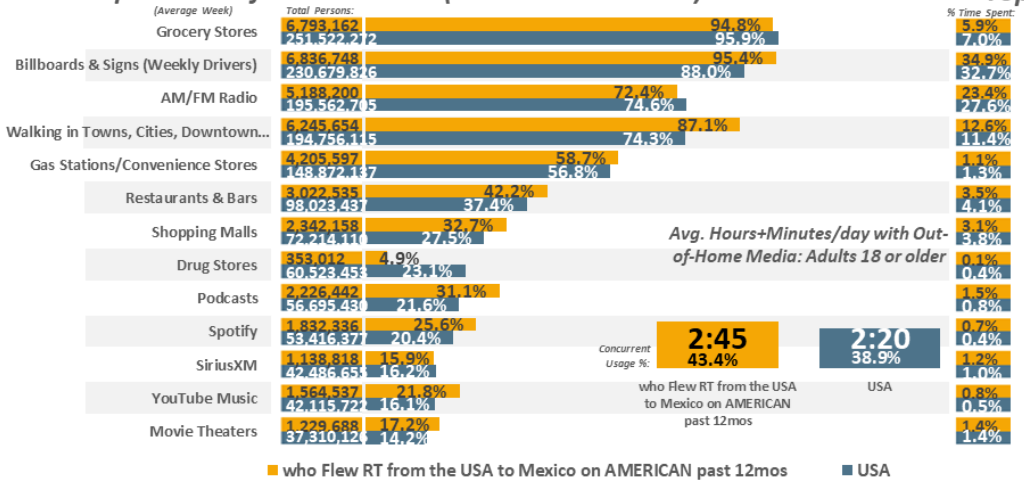
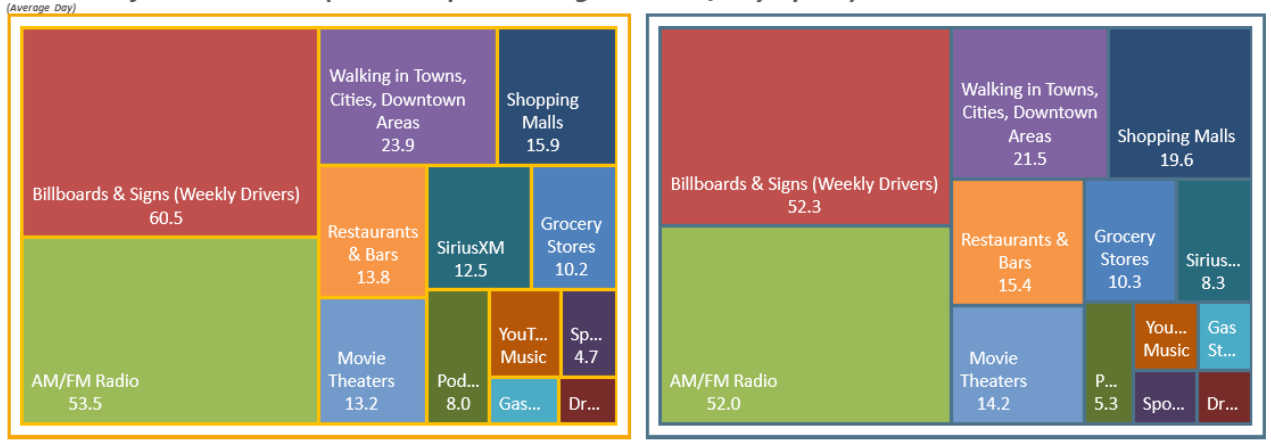
American Airlines

6,836,748 or 95.4% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos spend an average of 60.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 49. minute

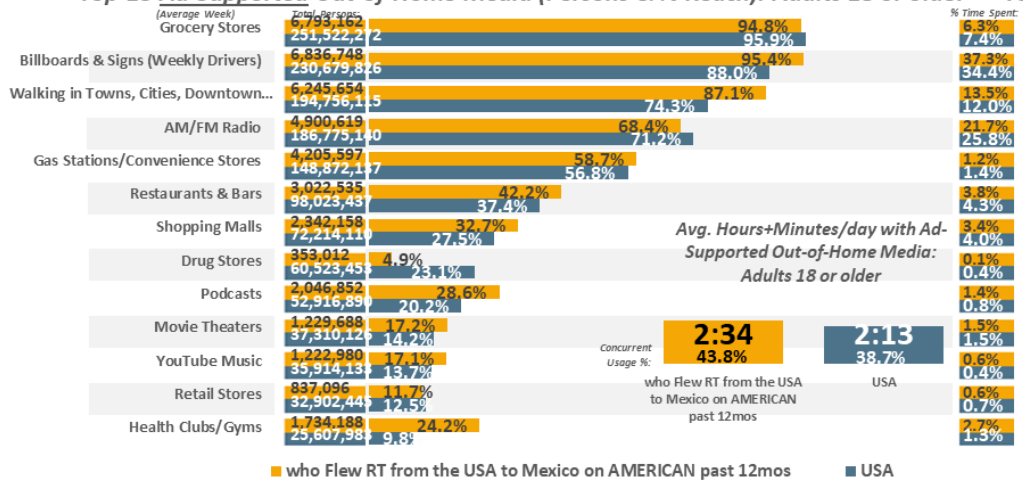
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



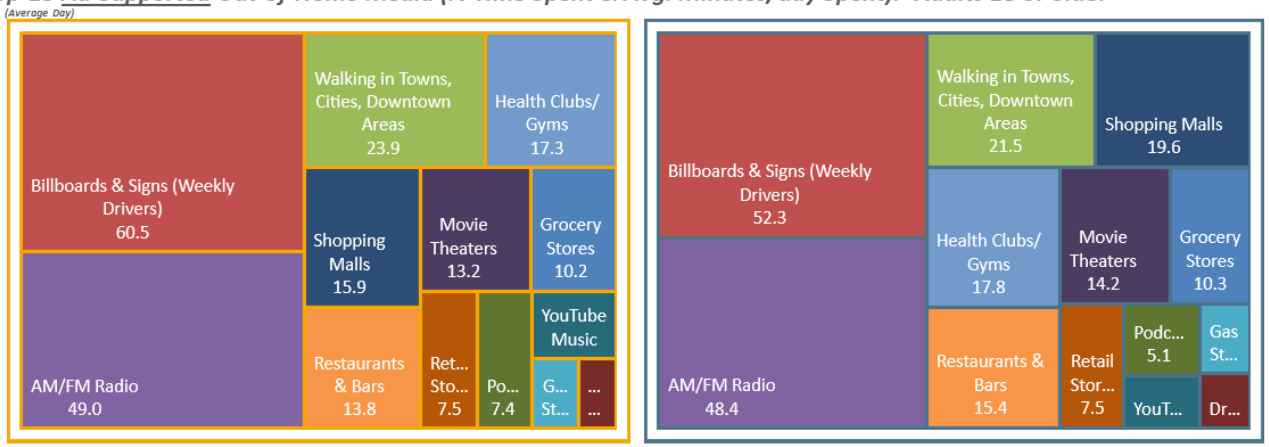
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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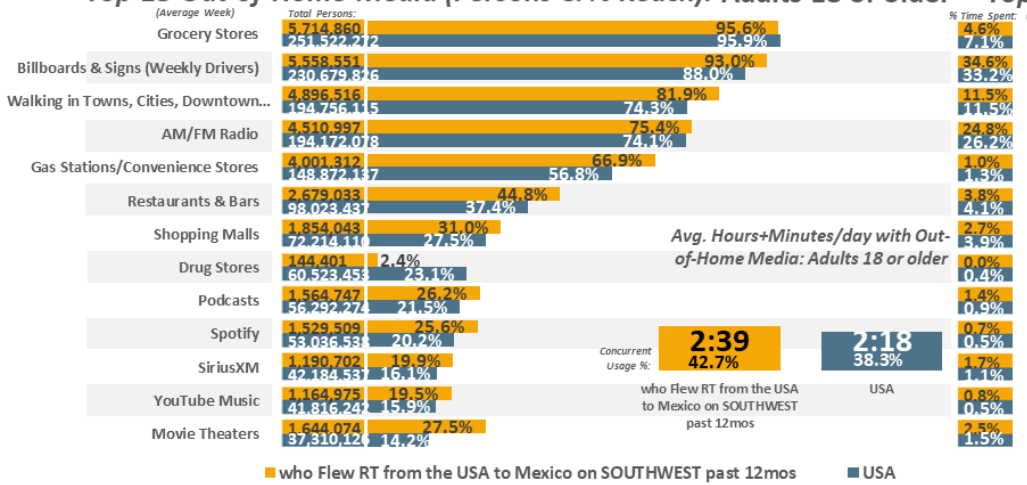
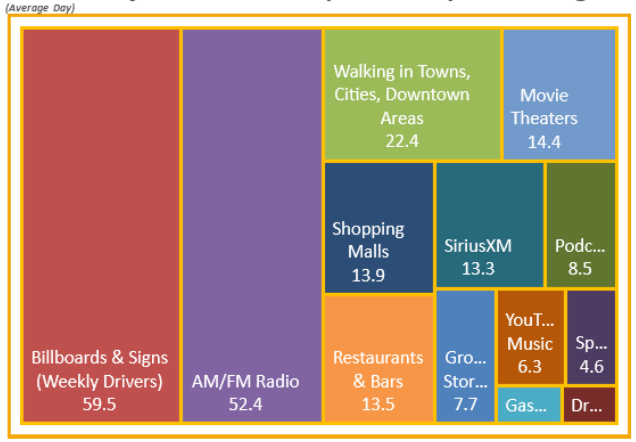
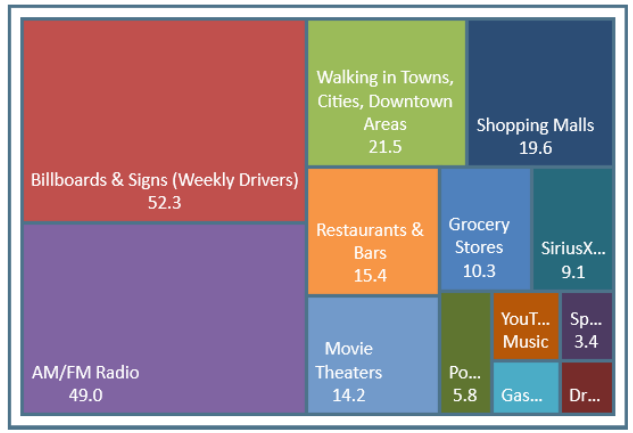
5,558,551 or 93.% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minut

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

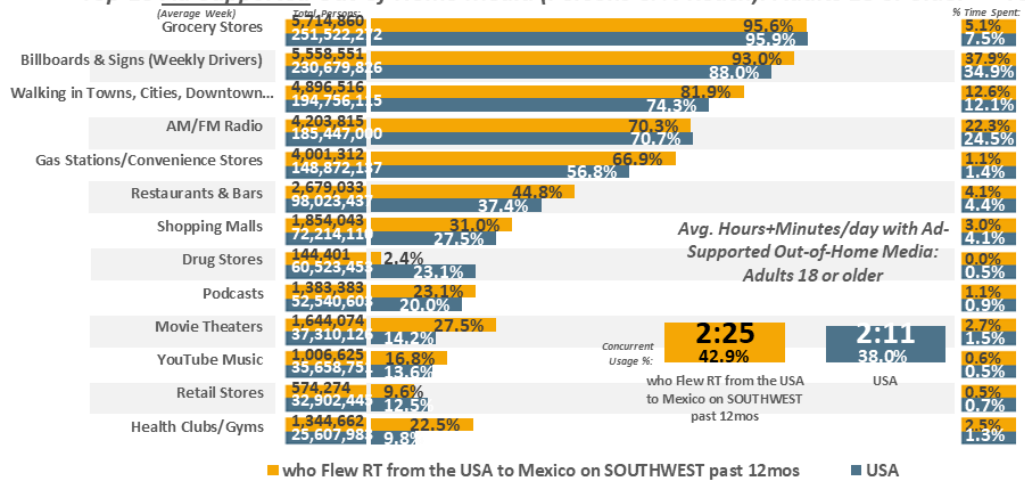


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

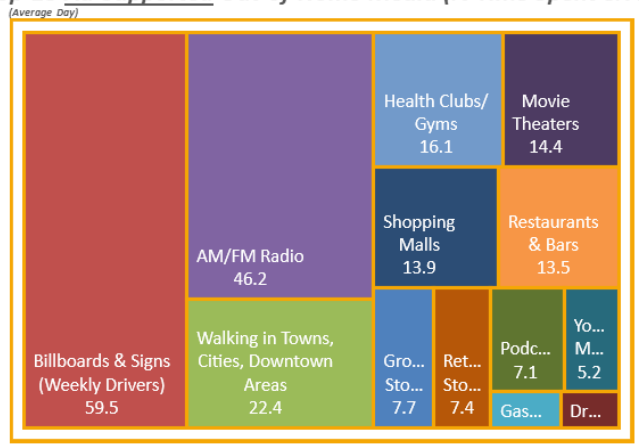


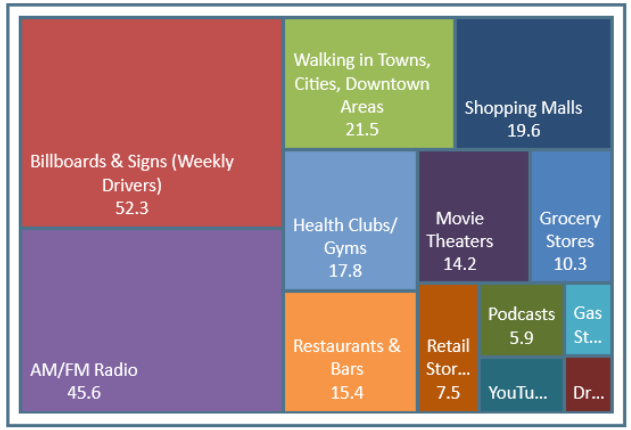


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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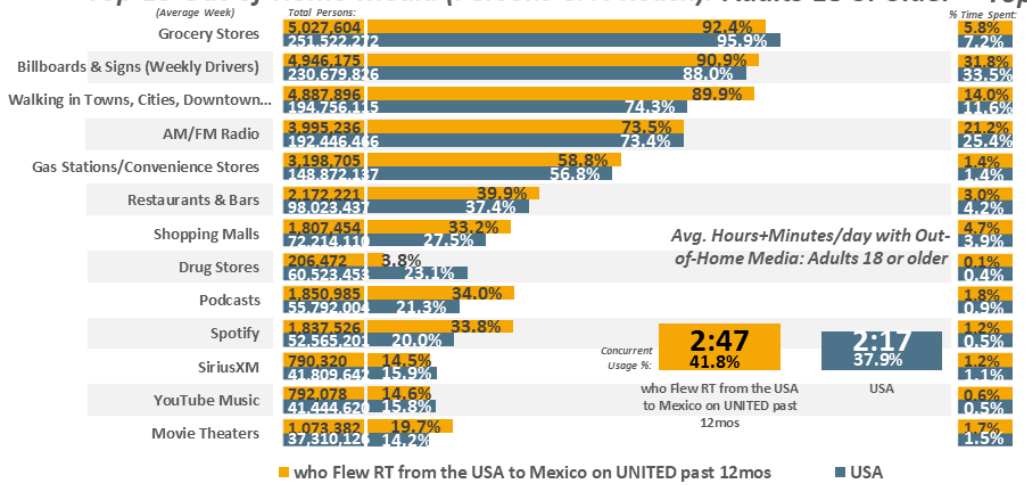
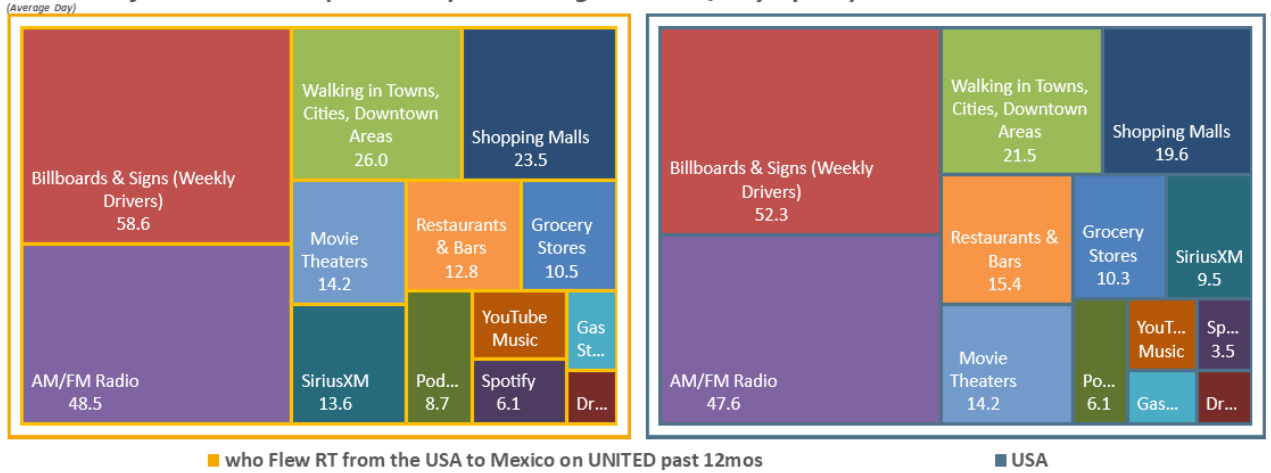
4,946,175 or 90.9% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minutes

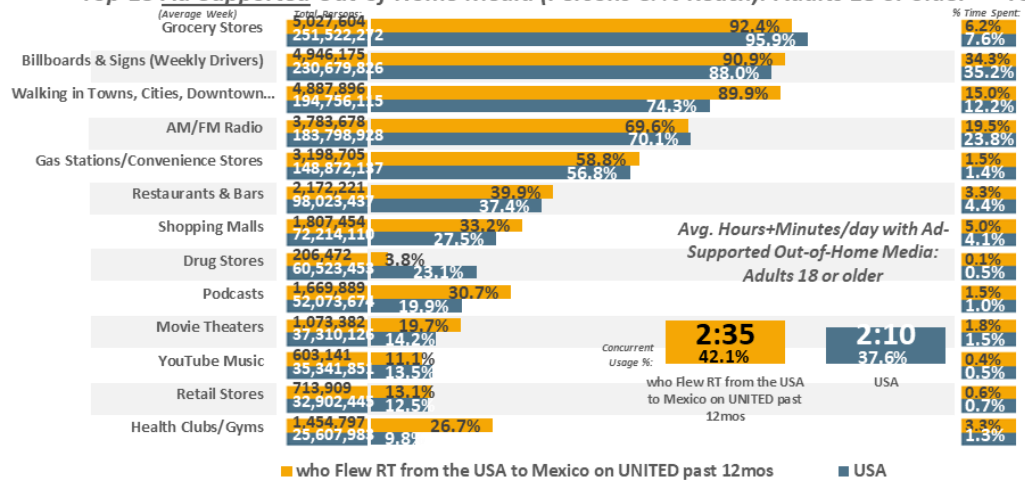
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



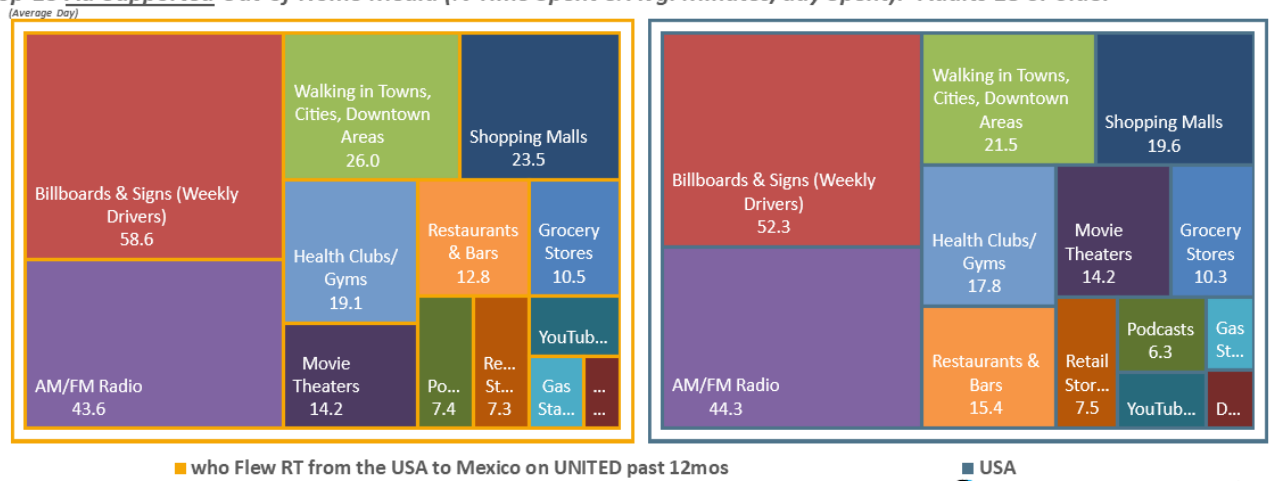
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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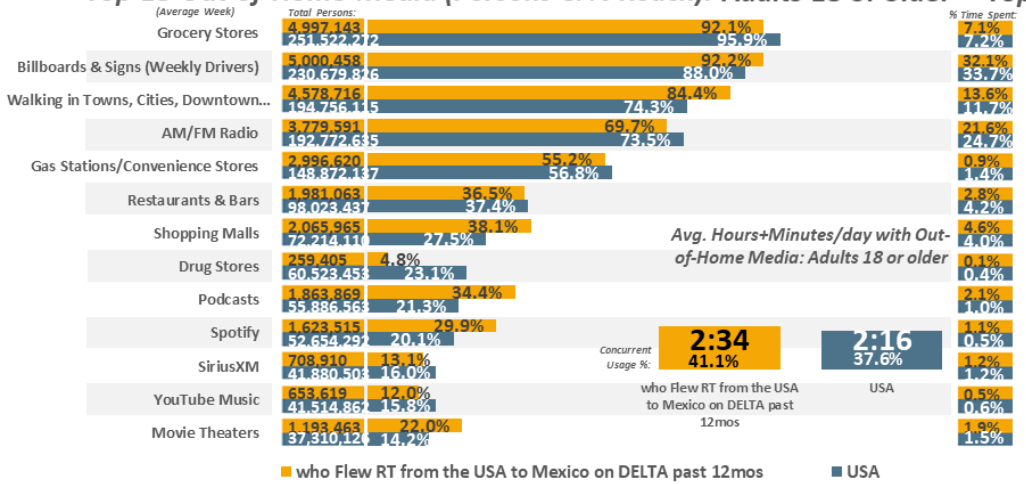
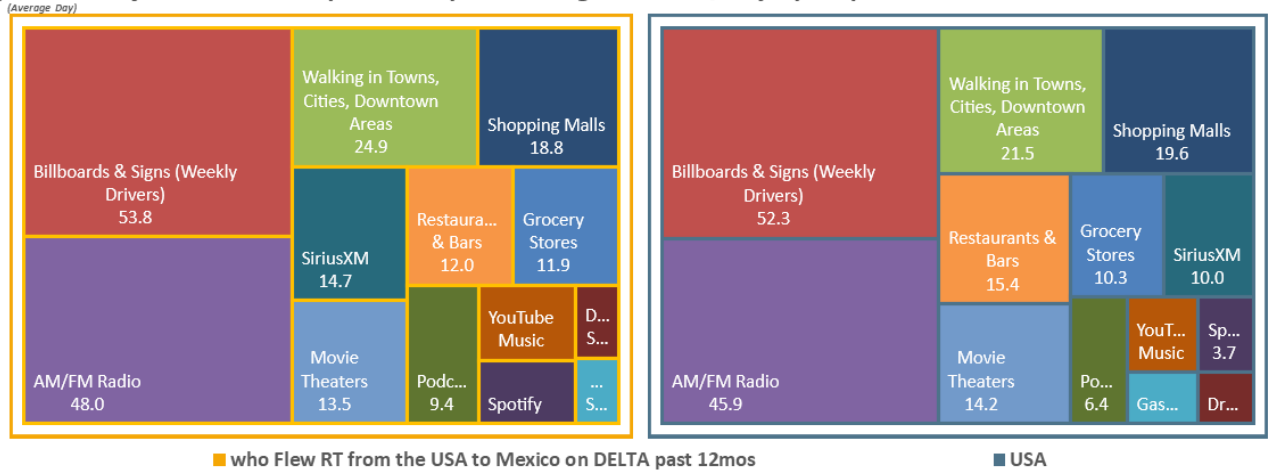
5,000,458 or 92.2% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/

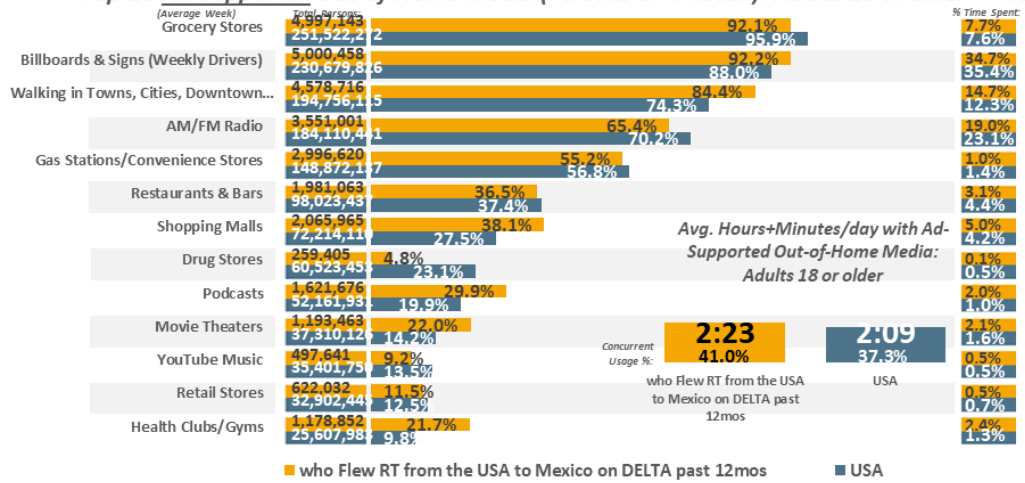
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



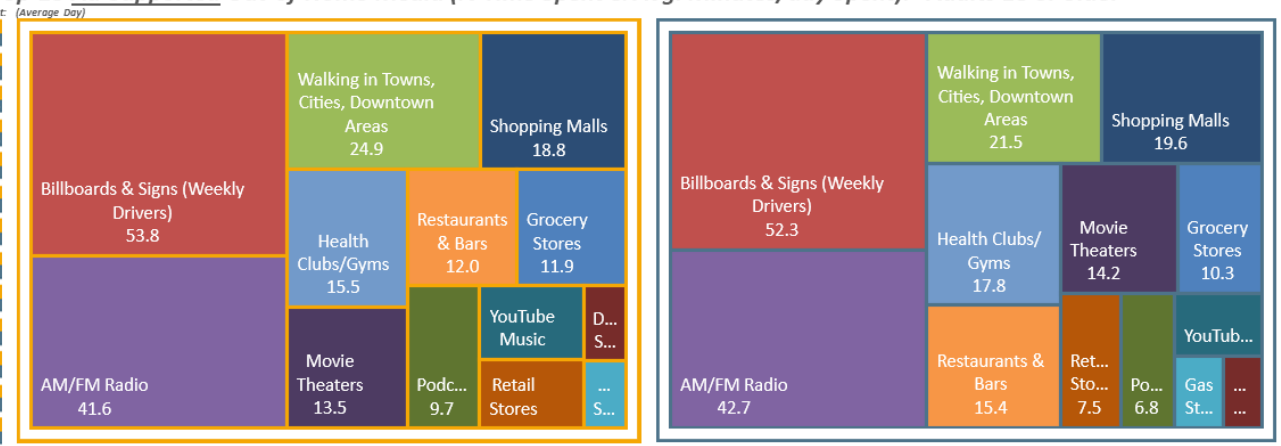
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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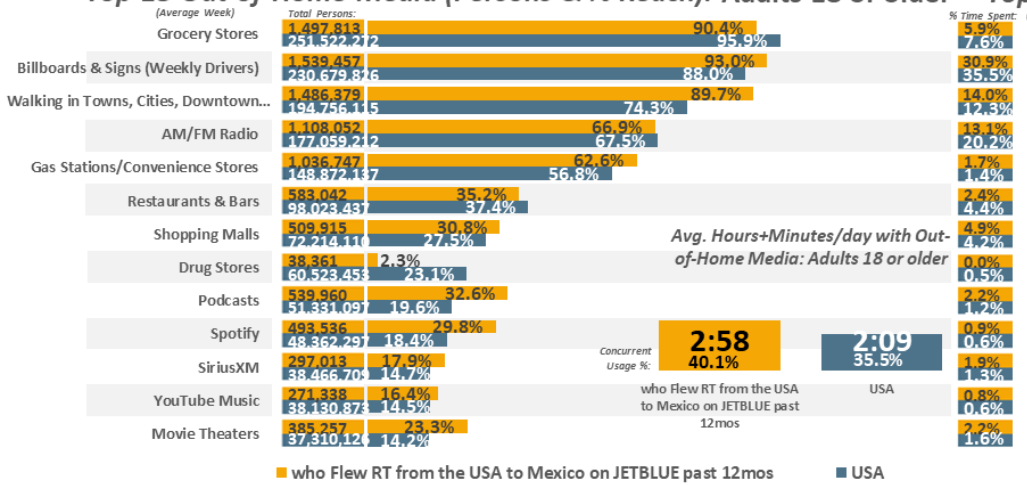
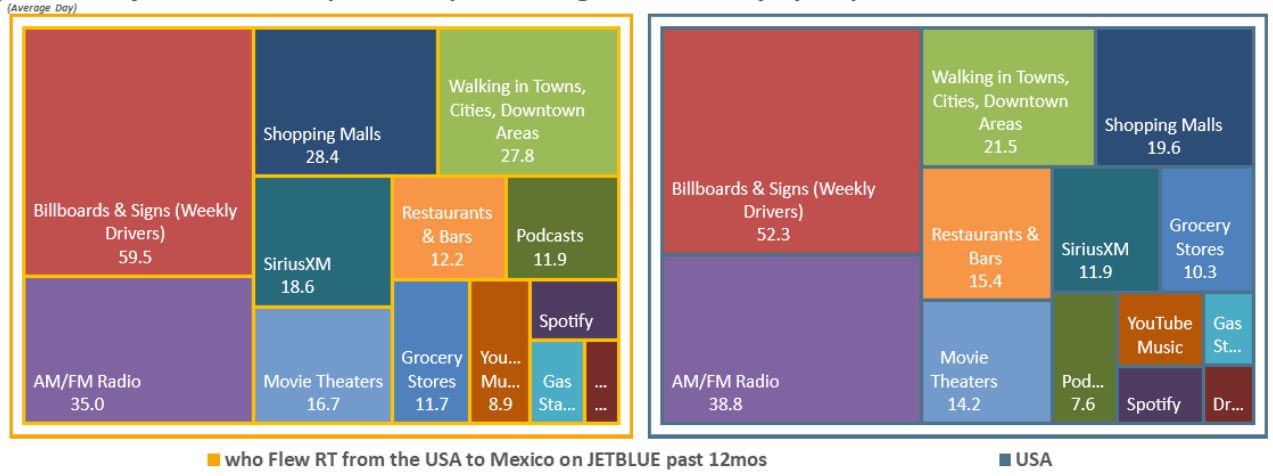
1,539,457 or 93.% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minutes

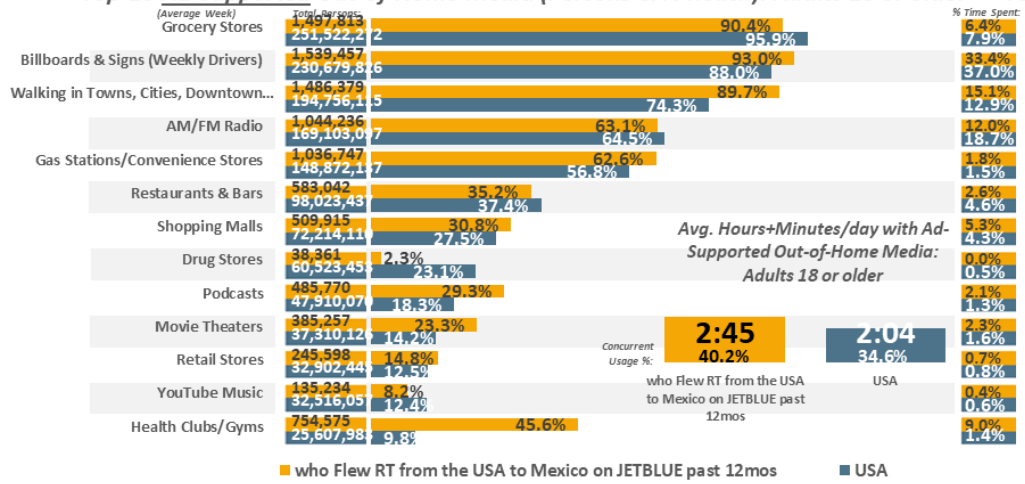
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



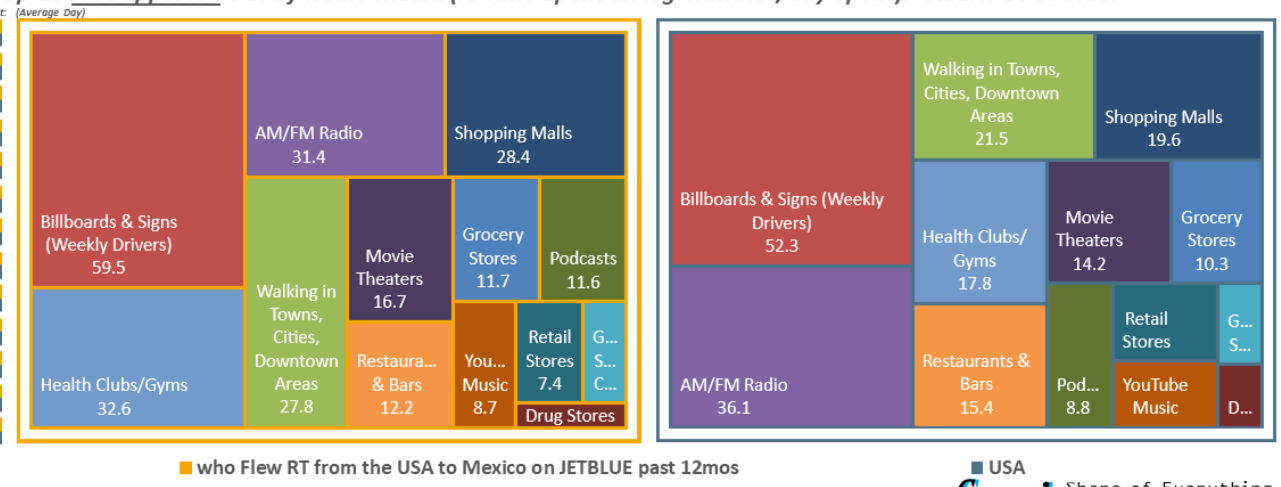
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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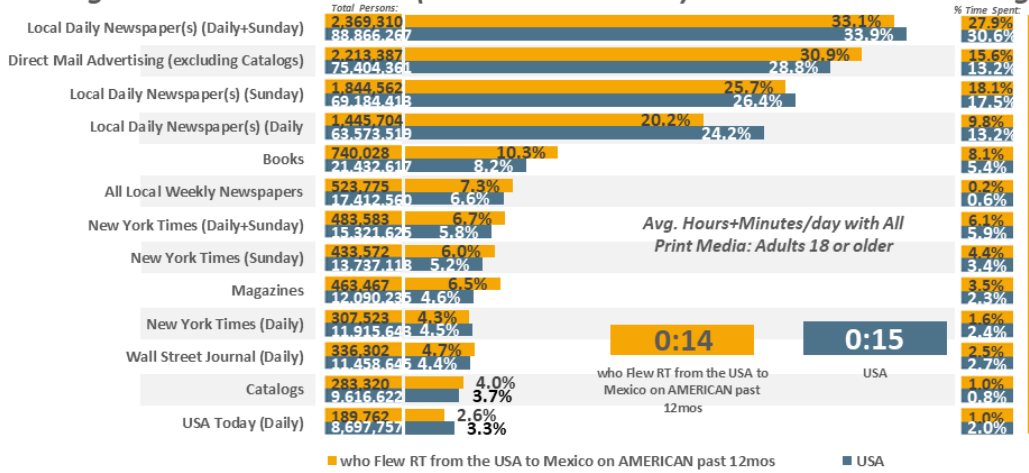
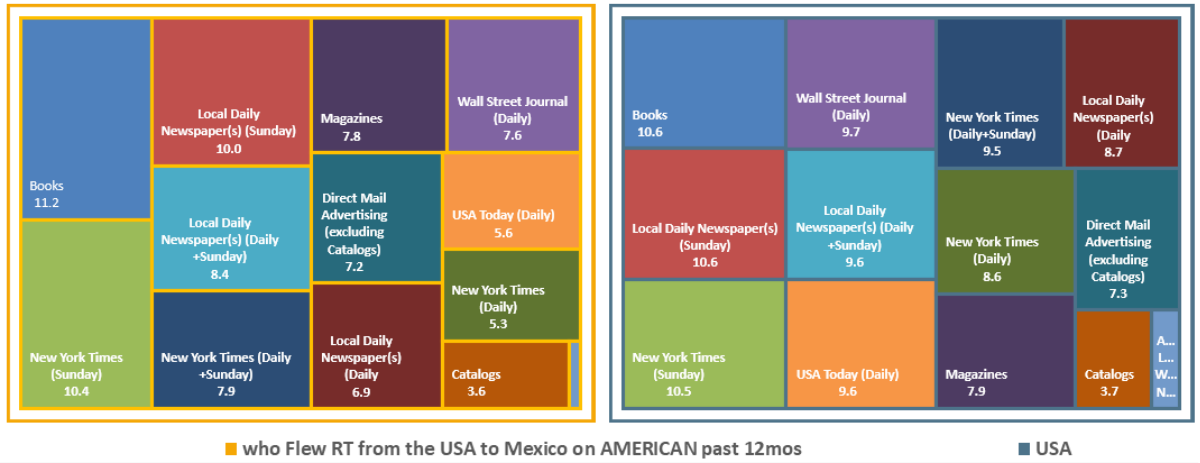
2,369,310 or 33.1% of Adults 18 or older who Flew RT from the USA to Mexico on AMERICAN past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.4% of all time spent daily with All forms of Print Med

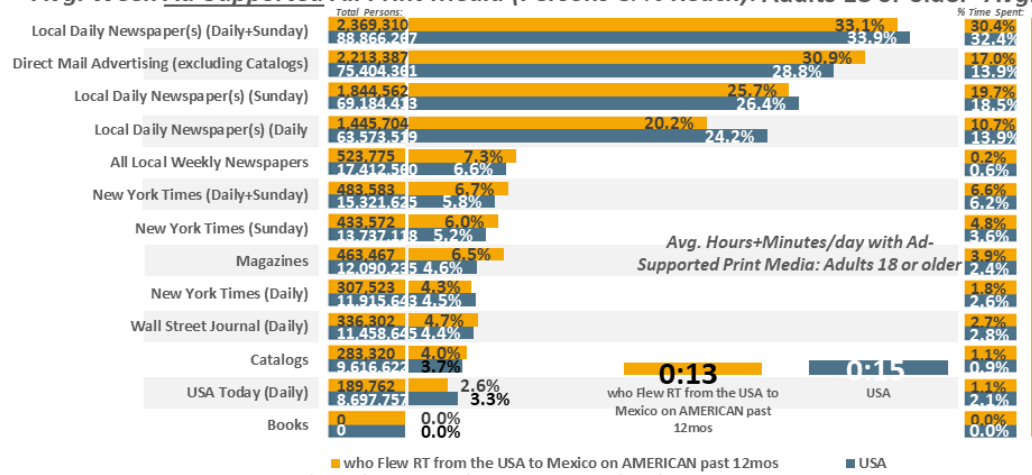
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



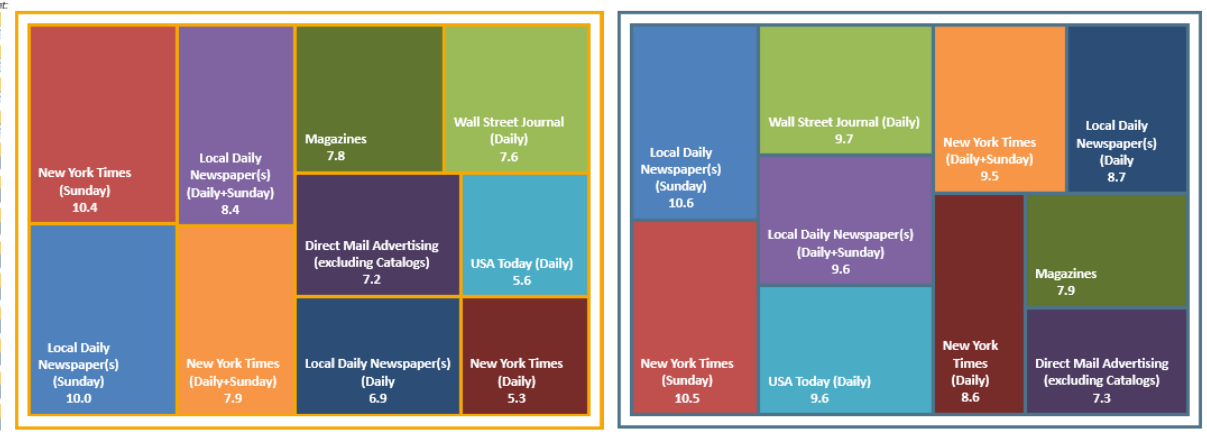
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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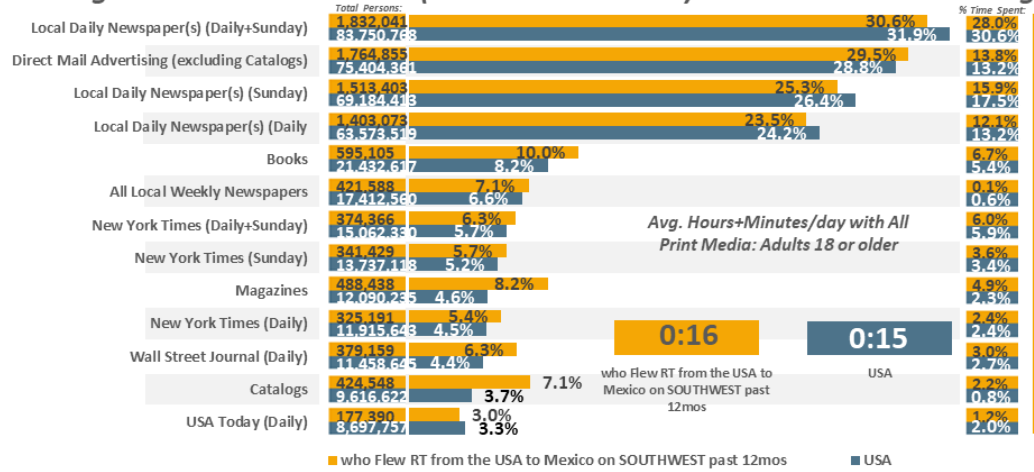
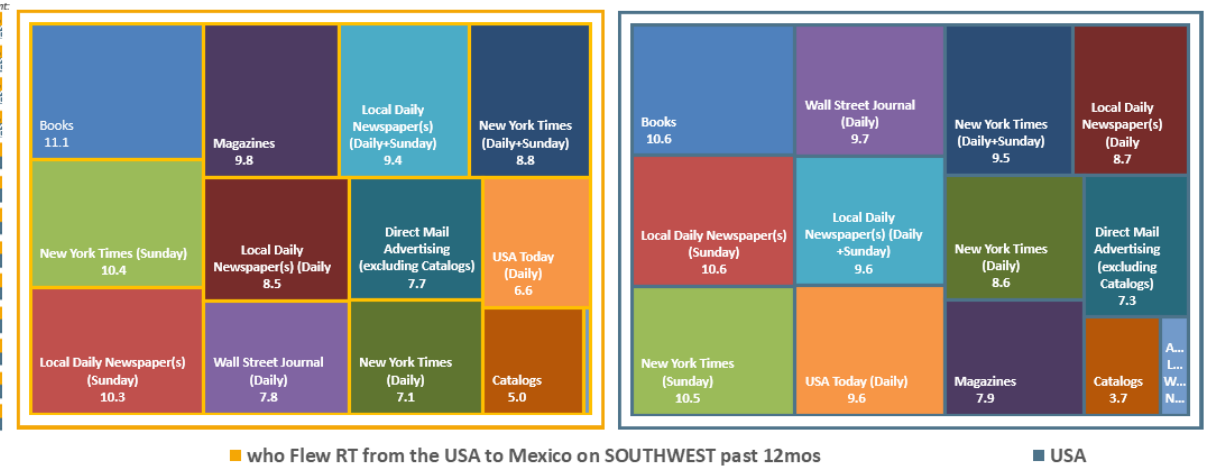
1,832,041 or 30.6% of Adults 18 or older who Flew RT from the USA to Mexico on SOUTHWEST past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.1% of all time spent daily with All forms of Print Me

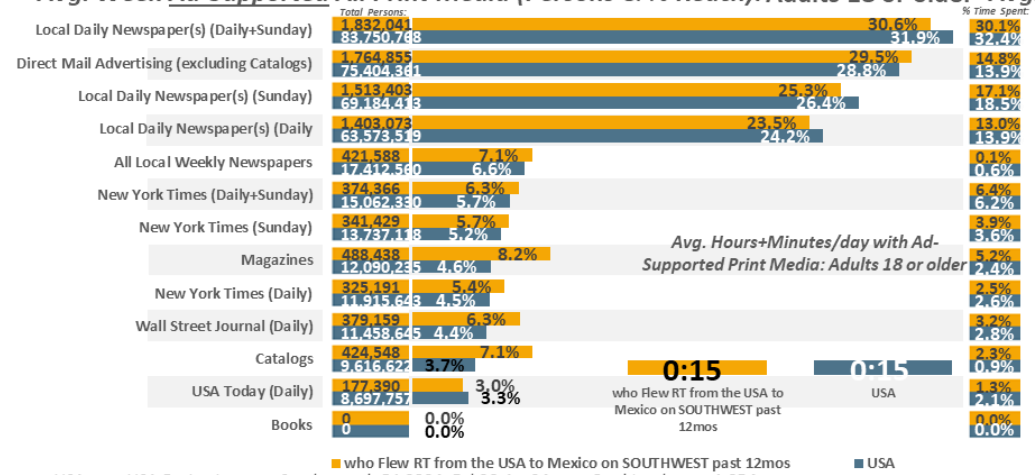
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



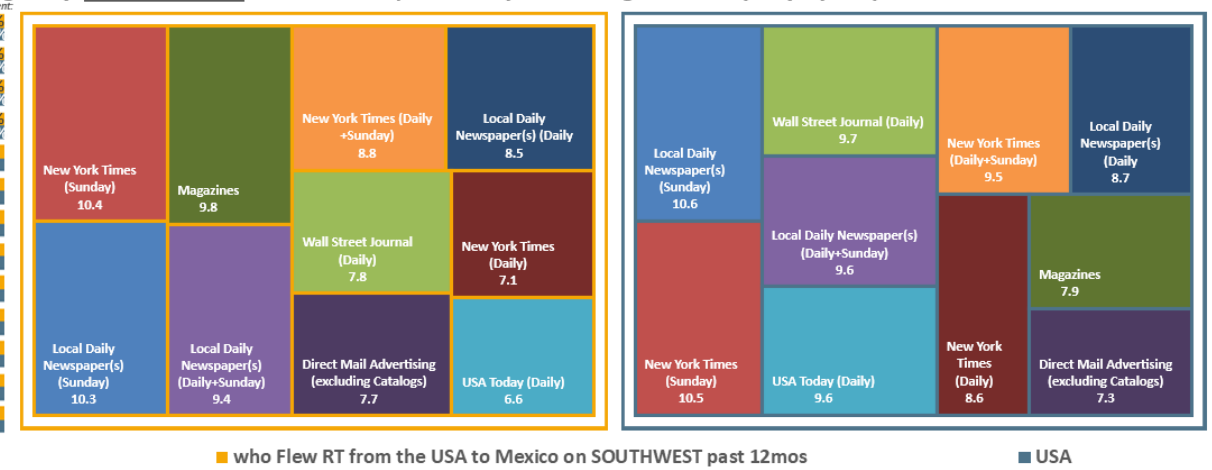
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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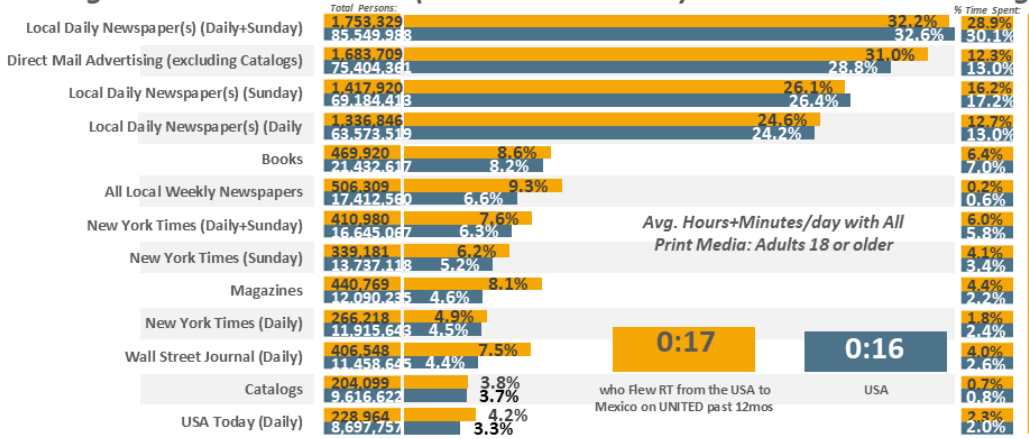
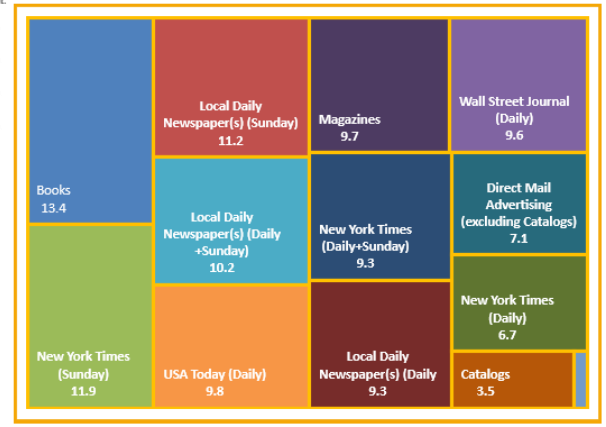
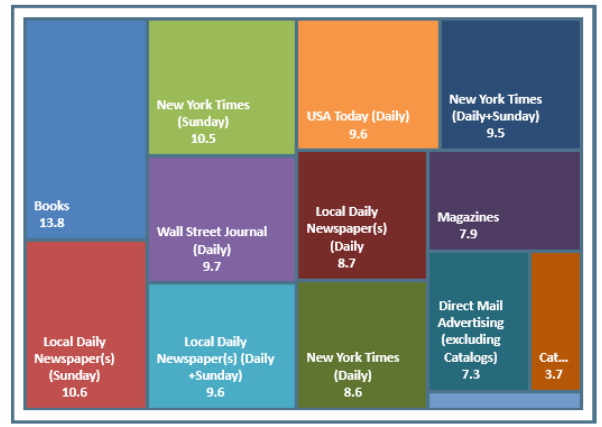
1,753,329 or 32.2% of Adults 18 or older who Flew RT from the USA to Mexico on UNITED past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.9% of all time spent daily with All forms of Print Medi

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

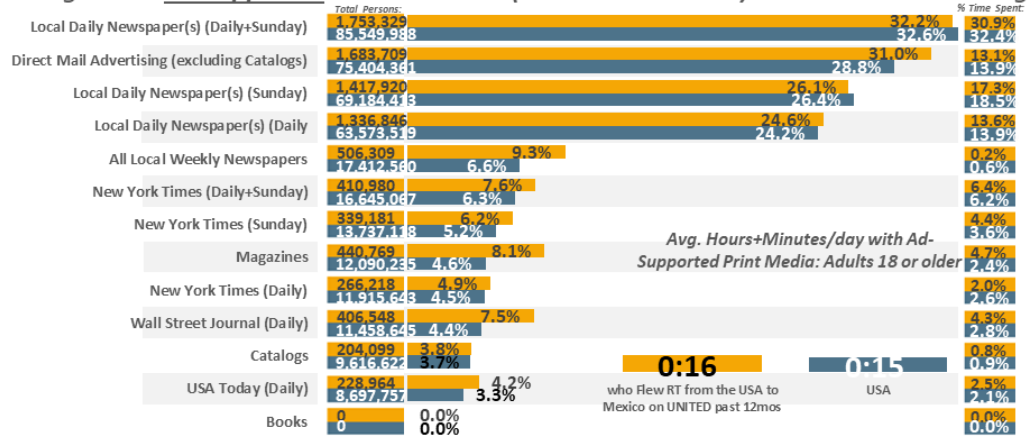


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



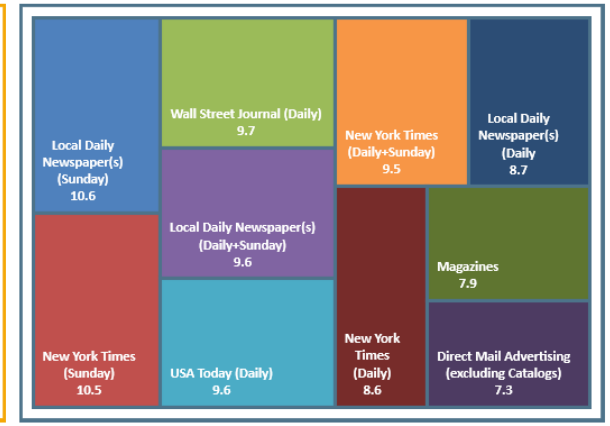


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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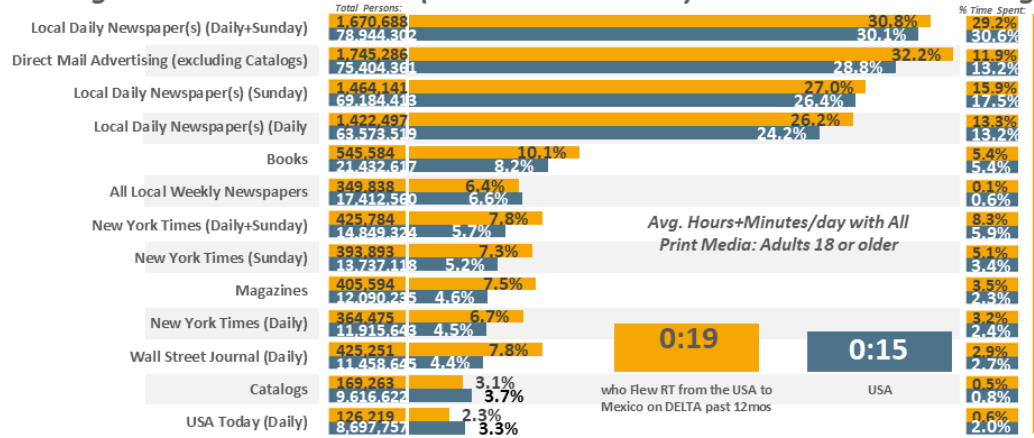
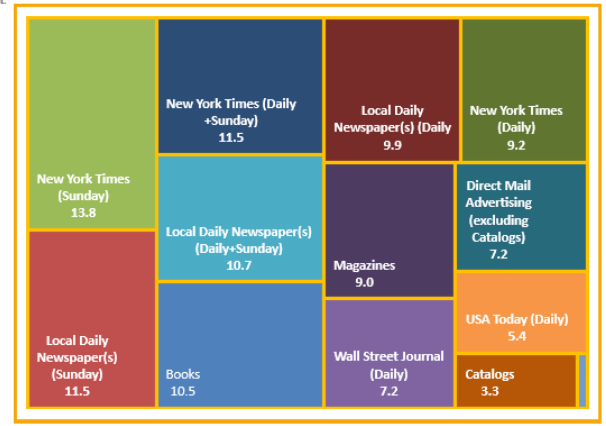
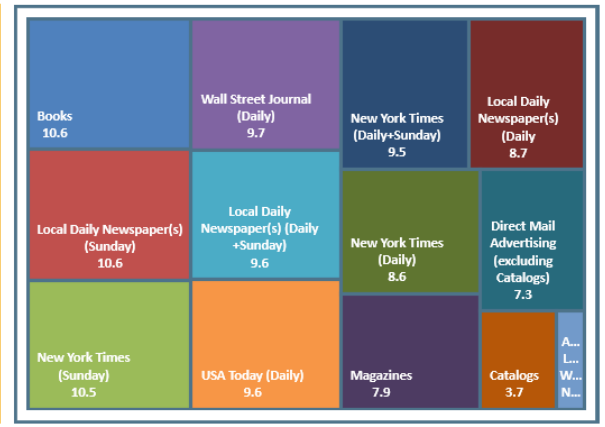
1,670,688 or 30.8% of Adults 18 or older who Flew RT from the USA to Mexico on DELTA past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 30.9% of all time spent daily with All forms of Print Media

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

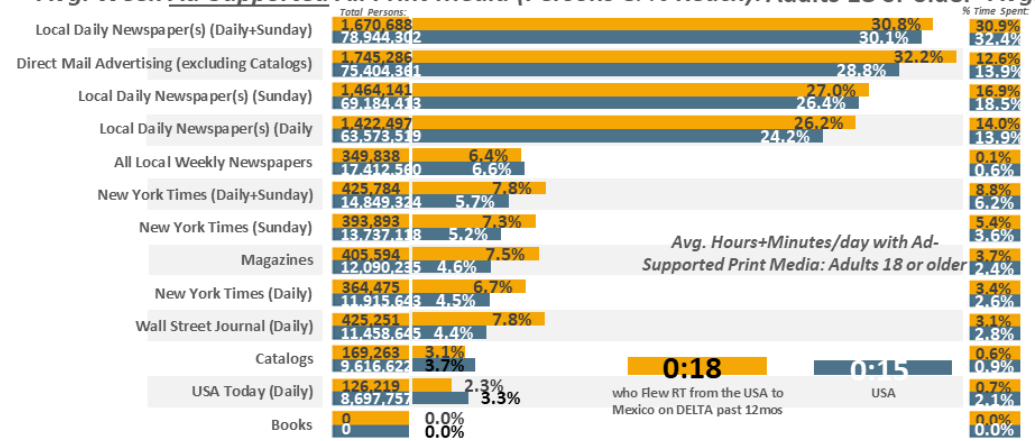


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

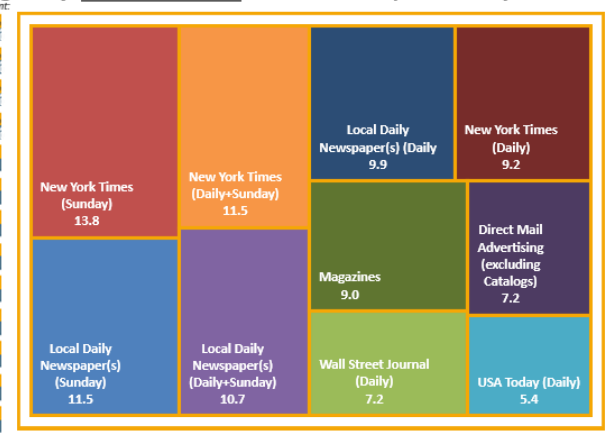


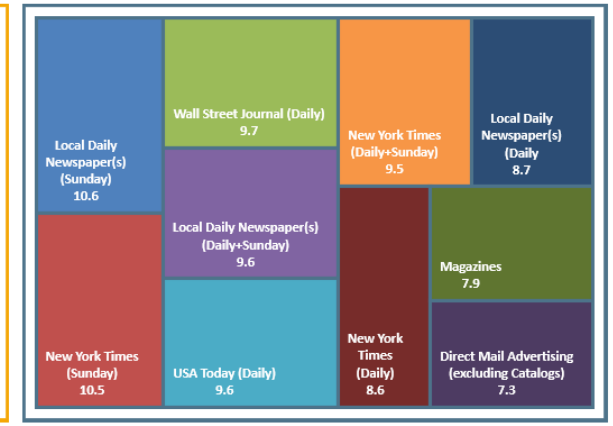


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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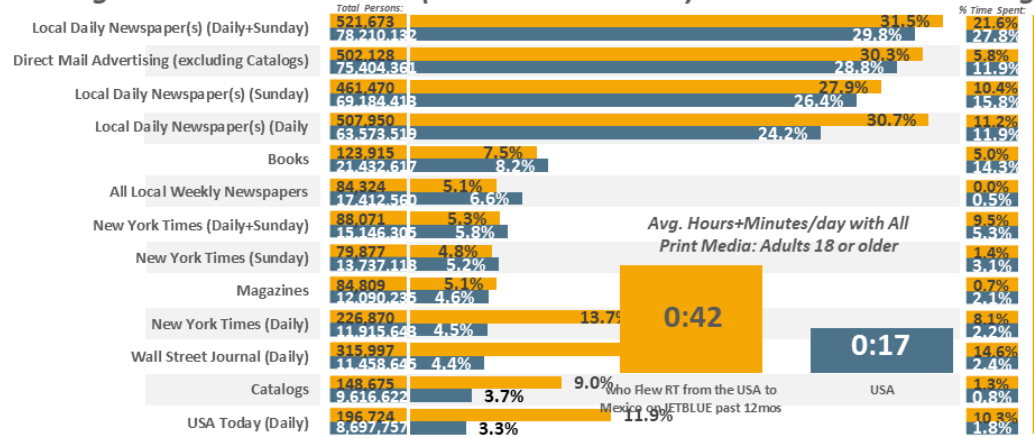
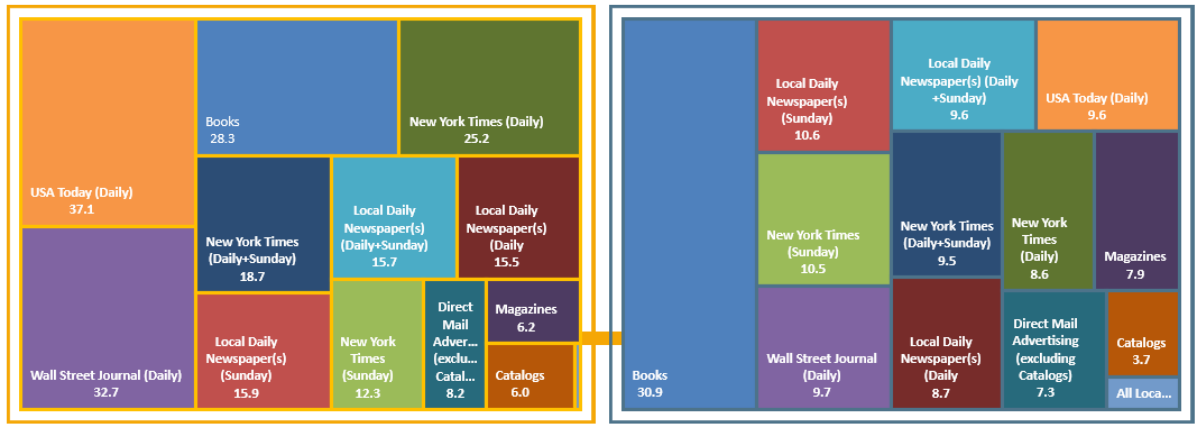
[((Places visited overnight or longer past 12 months: Mexico AND No. of trips outside continental U.S. past 12 months: Any foreign trip) AND Airlines used for domestic/foreign travel past 12 months: Any airline flown)] AND Airlines used for domestic/foreign travel past 12 months: Delta

521,673 or 31.5% of Adults 18 or older who Flew RT from the USA to Mexico on JETBLUE past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.7 minutes every day representing 22.7% of all time spent daily with All forms of Print Media

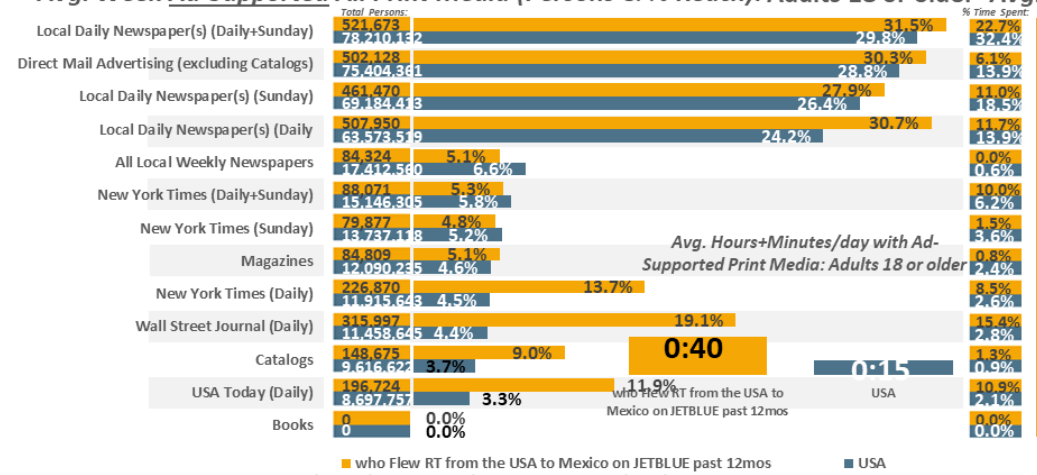
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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