

USA+4 More DMAs – P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who Flew One or More Trips on **DELTA Airlines** in the past 12 months as of **March 31, 2026**.



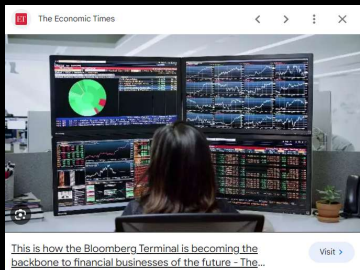
DELTA

P18+

Vanguard BlackRock

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

Flew One or More Trips on DELTA Airlines in the past 12 months





21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos.
Typical Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 46.1 years old (5.5% younger than average) and have a \$125,828 (28.% higher than average) annual household income.

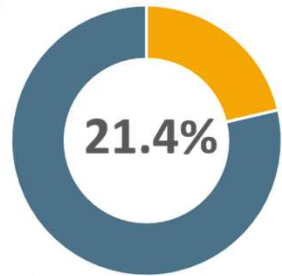


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Flew One or More Trips on DELTA Airlines in the past 12mos
■ Remainder of USA DMAs

Total Persons:

58,364,677

214,809,823

Average Age:

46.1

Persons:

31,538,046

48.8

134,358,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

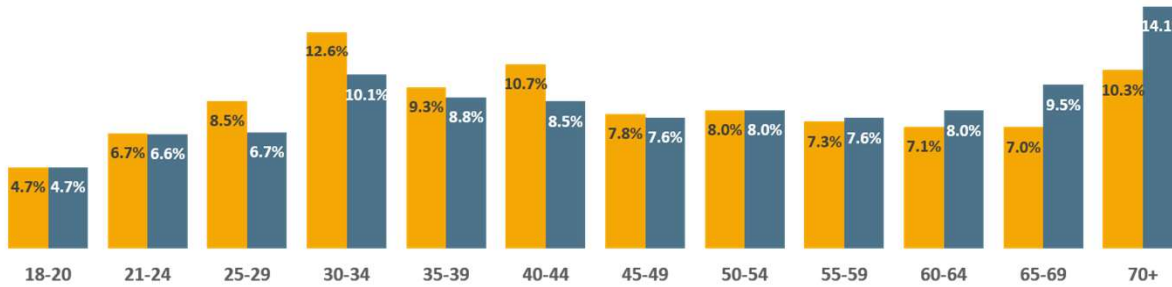
Average Age:

Adults 18 or older

46.1

48.8

■ who Flew One or More Trips on DELTA Airlines in the past 12mos ■ USA



■ who Flew One or More Trips on DELTA Airlines in the past 12mos

■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection

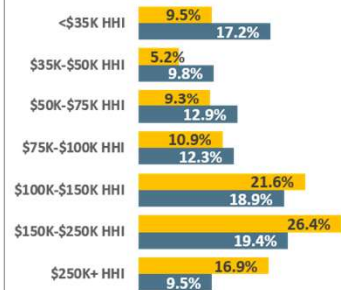
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$125,828

\$98,335

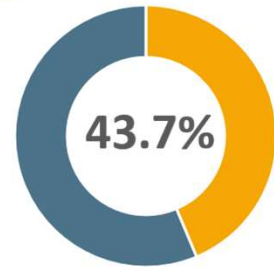
Flew One or More Trips on DELTA Airlines in the past 12 months



43.7% or 1,707,819 of MSP DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Typical Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 46.5 years old (4.9% younger than average) and have a \$143,964 (25.8% higher than average) annual household...



Percent of Market: Adults 18 or older



- who Flew One or More Trips on DELTA Airlines in the past 12mos
- Remainder of MSP DMA

Total Persons:

1,707,819

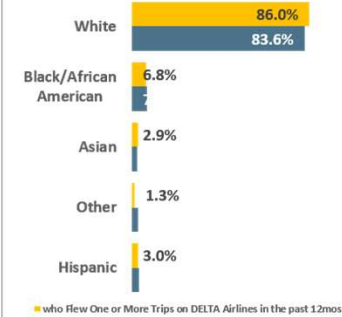
2,202,144



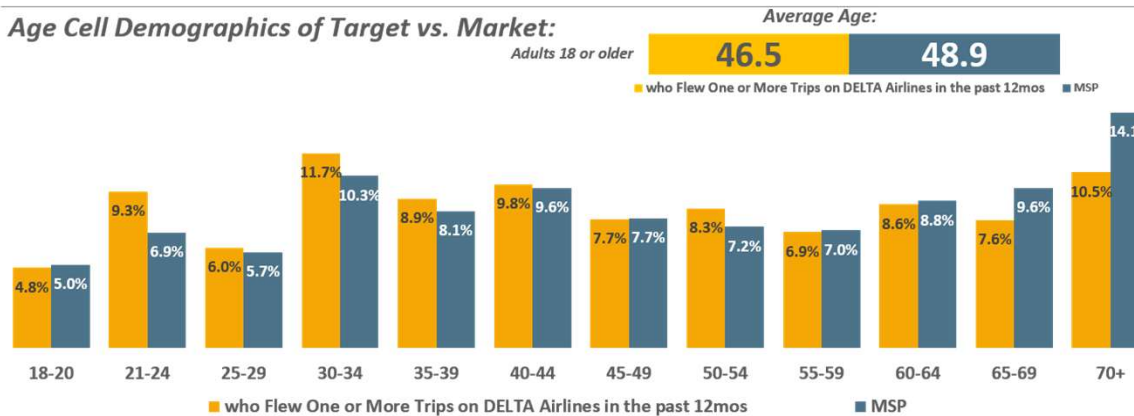
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	55.2%	49.8%	44.8%	50.2%
Average Age:	46.3	48.9	46.9	49.0
# Persons:	943,237	1,948,052	764,582	1,961,911

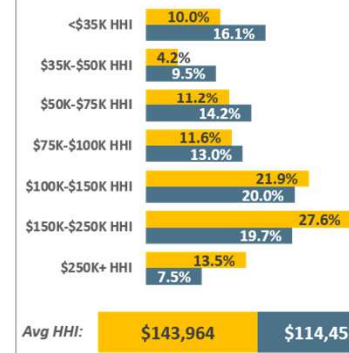
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$143,964 \$114,452



14.5% or 364,042 of ST. LOUIS DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Typical Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 46.8 years old (5.5% younger than average) and have a \$141,768 (36.4% higher than average) annual household...

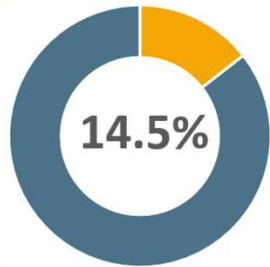


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Flew One or More Trips on DELTA Airlines in the past 12mos

Remainder of ST. LOUIS DMA

Total Persons:

364,042 2,152,352

	Men	Men	Women	Women
%M vs. %F:	55.2%	48.7%	44.8%	51.3%
Average Age:	49.2	49.7	43.7	49.3
# Persons:	201,117	1,225,116	162,925	1,291,278

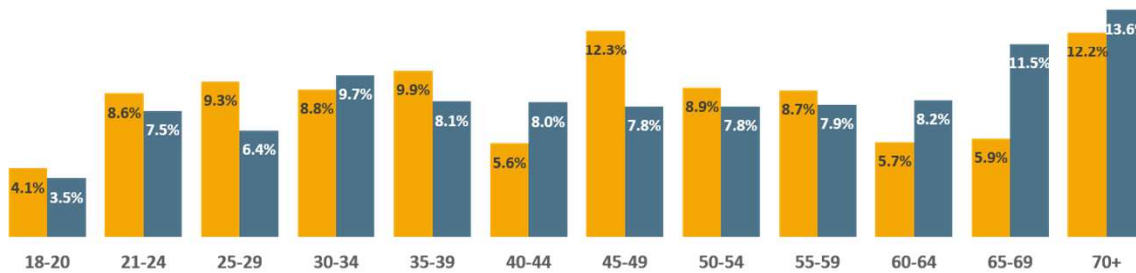
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

46.8 49.5

who Flew One or More Trips on DELTA Airlines in the past 12mos ST. LOUIS



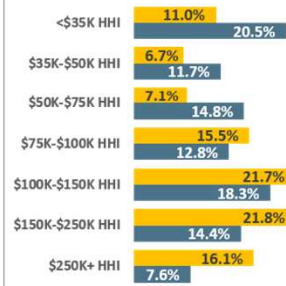
who Flew One or More Trips on DELTA Airlines in the past 12mos

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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ST. LOUIS

HHI of Target vs. Market:



Avg HHI: \$141,768 \$103,944

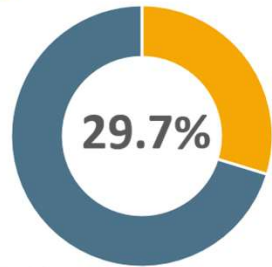
Flew One or More Trips on DELTA Airlines in the past 12 months



29.7% or 577,803 of CIN DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Typical Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 50.7 years old (4.2% older than average) and have a \$143,053 (38.2% higher than average) annual household income.



Percent of Market: Adults 18 or older



- who Flew One or More Trips on DELTA Airlines in the past 12mos
- Remainder of CIN DMA

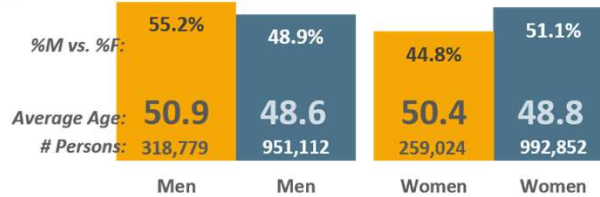
Total Persons:

577,803

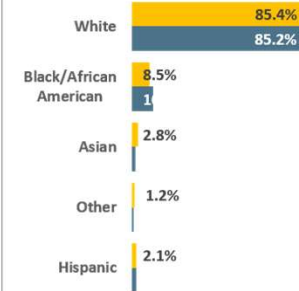
1,366,161



Gender of Target vs. Market: Adults 18 or older

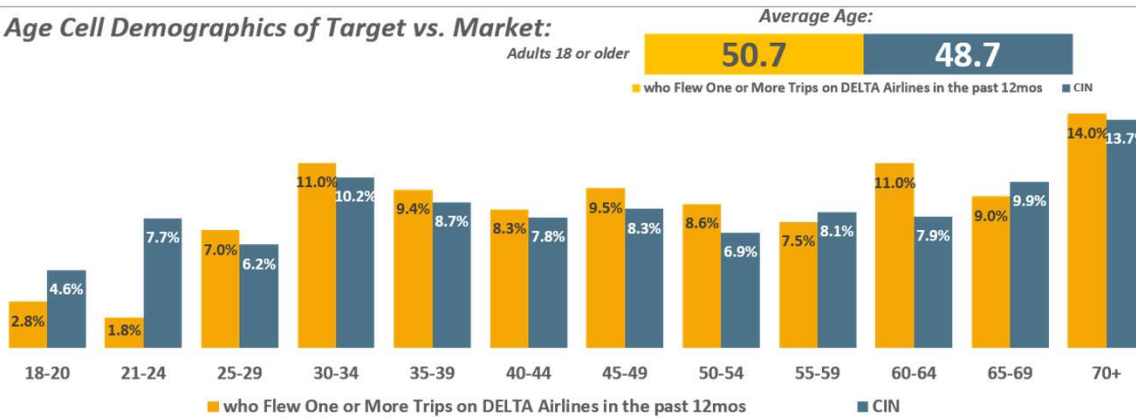


Ethnicity of Target vs. Market:

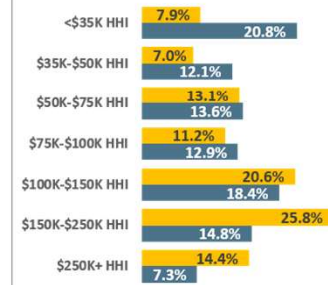


who Flew One or More Trips on DELTA Airlines in the past 12mos CIN

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



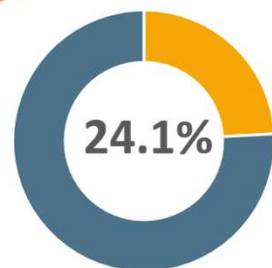
Avg HHI: \$143,053 \$103,481



24.1% or 468,800 of WPB DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Typical Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 52.2 years old (1.9% younger than average) and have a \$139,440 (32.3% higher than average) annual household...



Percent of Market: Adults 18 or older



- who Flew One or More Trips on DELTA Airlines in the past 12mos
- Remainder of WPB DMA

Total Persons:

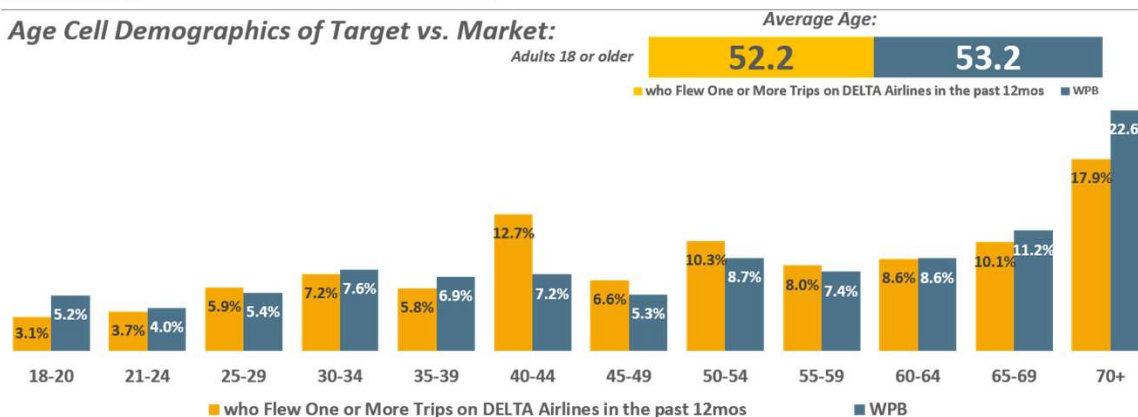
468,800 1,475,198



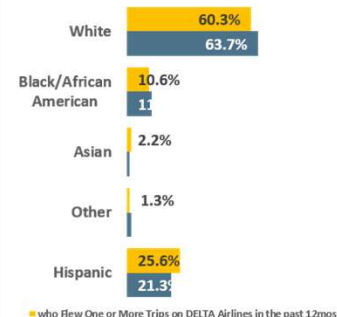
Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	50.9%	48.5%	49.1%	51.5%
Average Age:	51.5	53.3	53.4	53.2
# Persons:	238,779	941,910	230,021	1,002,088
	Men	Men	Women	Women

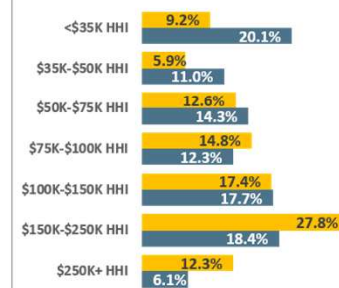
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



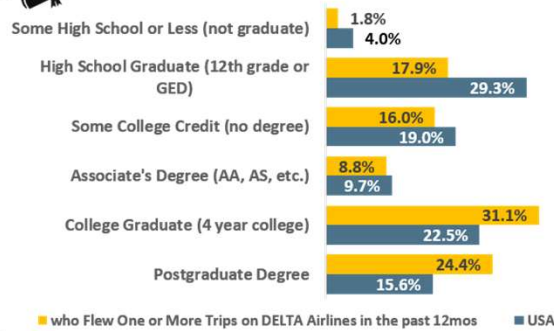
Avg HHI: \$139,440 \$105,392



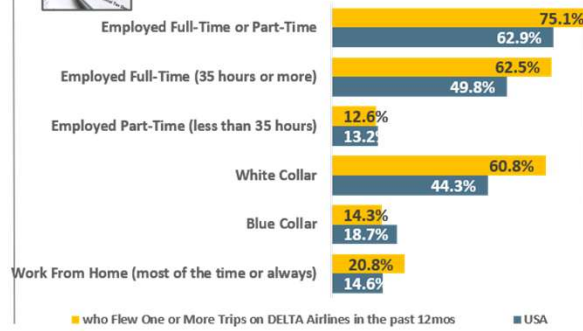
21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 45.7% more likely to be a college graduate, 25.6% more likely to work full-time, 8.7% more likely to be married, 15.1% more likely to be a parent of 1 or more children u



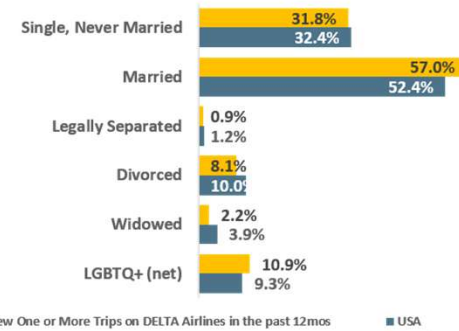
Education Levels: Adults 18 or older



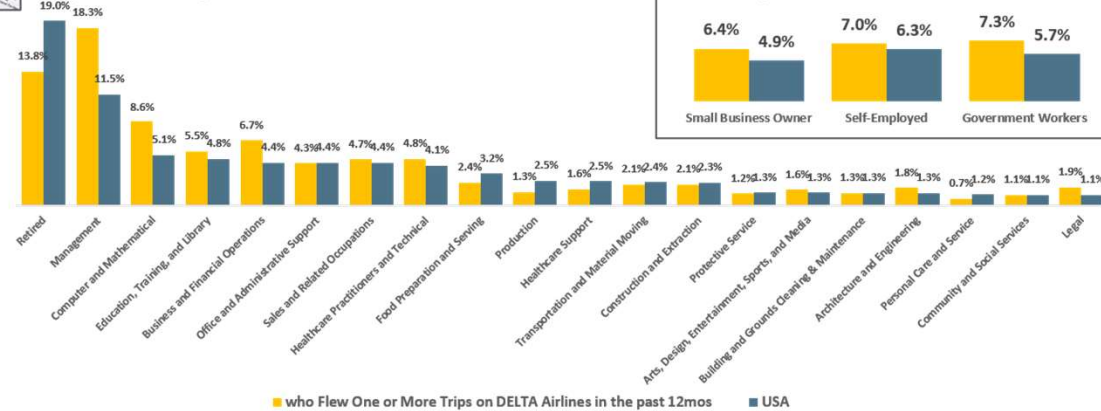
Employment: Adults 18 or older



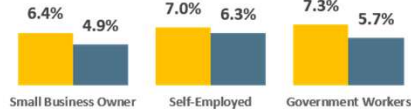
Marital Status: Adults 18 or older



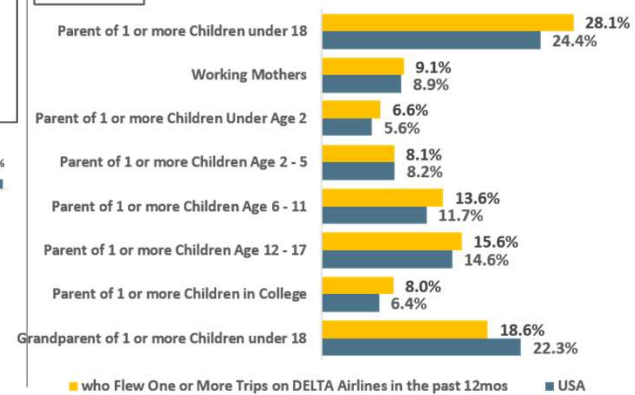
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

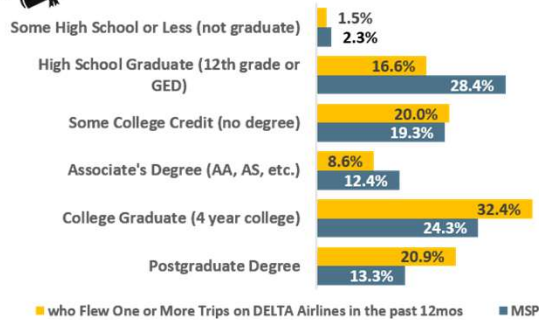




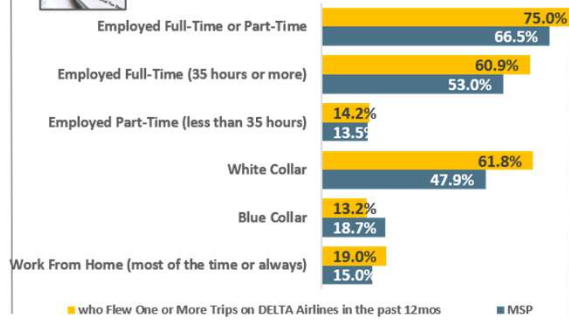
43.7% or 1,707,819 of MSP DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 41.7% more likely to be a college graduate, 14.8% more likely to work full-time, 9.8% more likely to be married, 6.4% more likely to be a parent of 1 or more children un



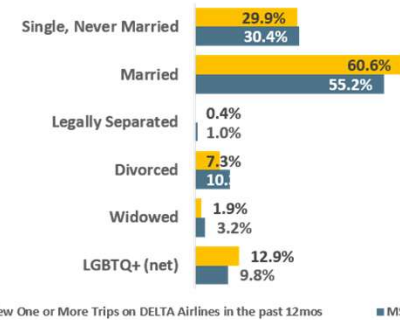
Education Levels: Adults 18 or older



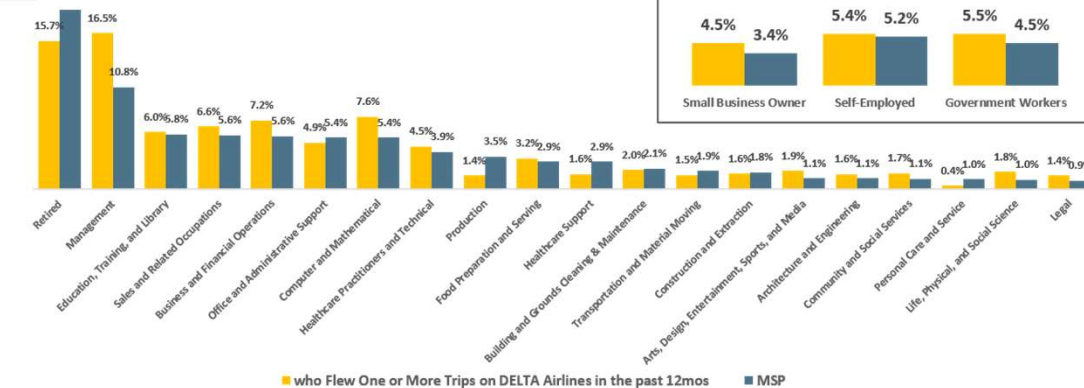
Employment: Adults 18 or older



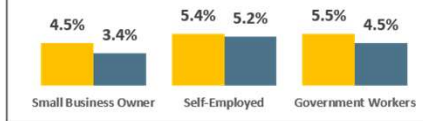
Marital Status: Adults 18 or older



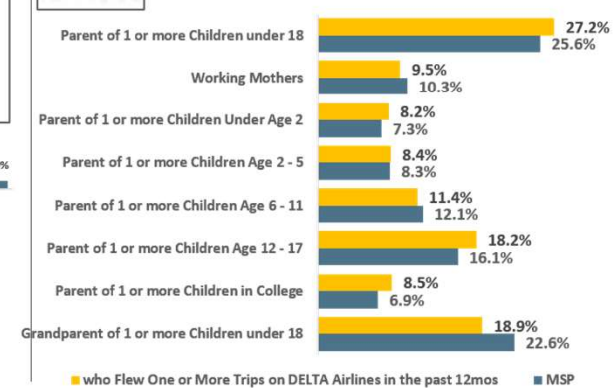
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

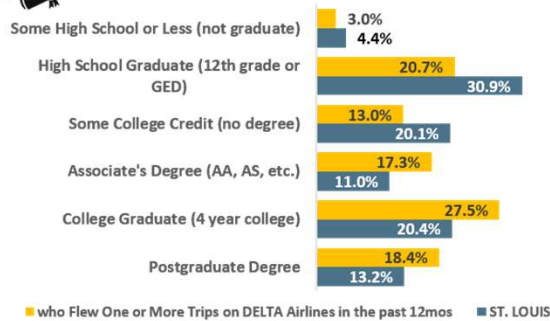




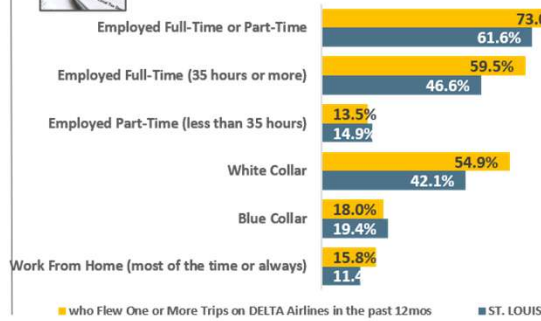
14.5% or 364,042 of ST. LOUIS DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12 months. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 36.7% more likely to be a college graduate, 27.5% more likely to work full-time, 12.8% more likely to be married, 1.7% less likely to be a parent of 1 or more children u



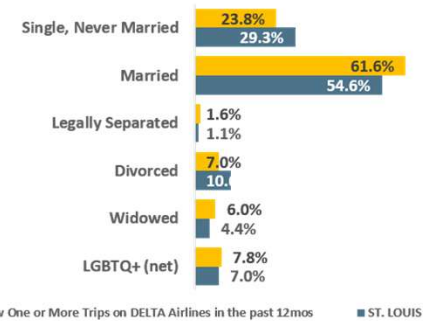
Education Levels: Adults 18 or older



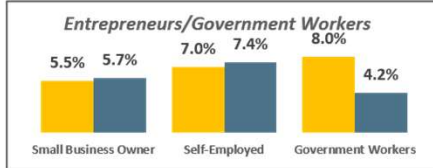
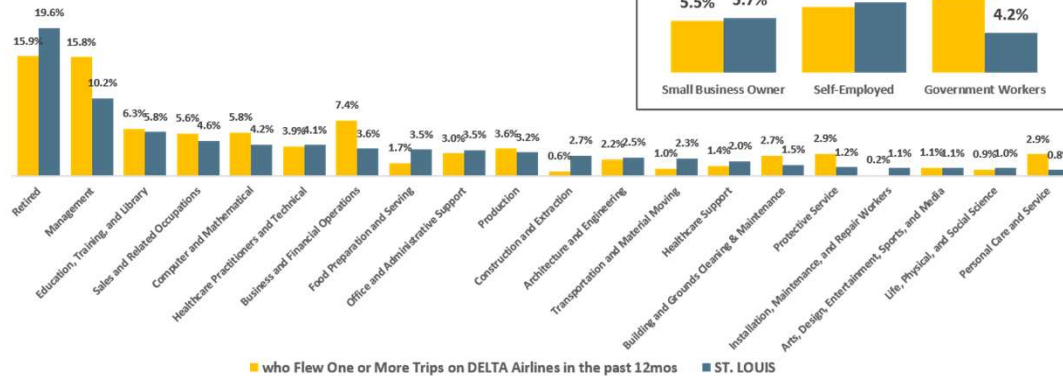
Employment: Adults 18 or older



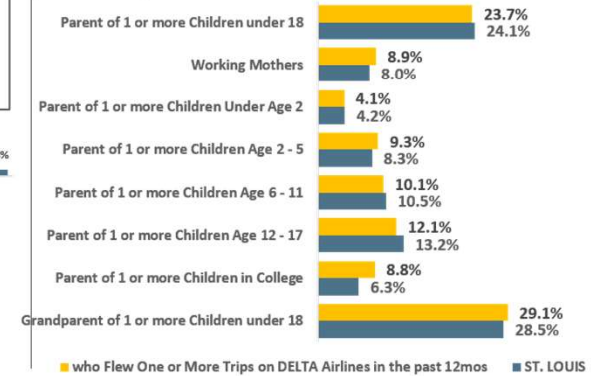
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

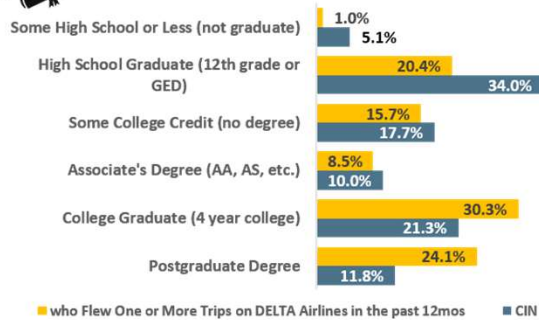




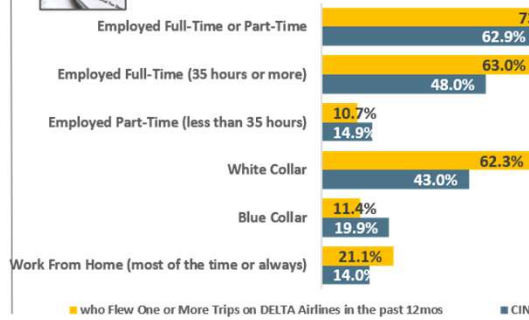
29.7% or 577,803 of CIN DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 64.% more likely to be a college graduate, 31.% more likely to work full-time, 22.9% more likely to be married, 21.8% more likely to be a parent of 1 or more children un



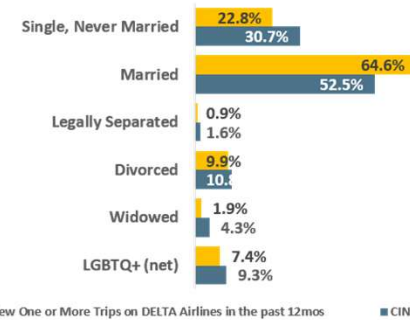
Education Levels: Adults 18 or older



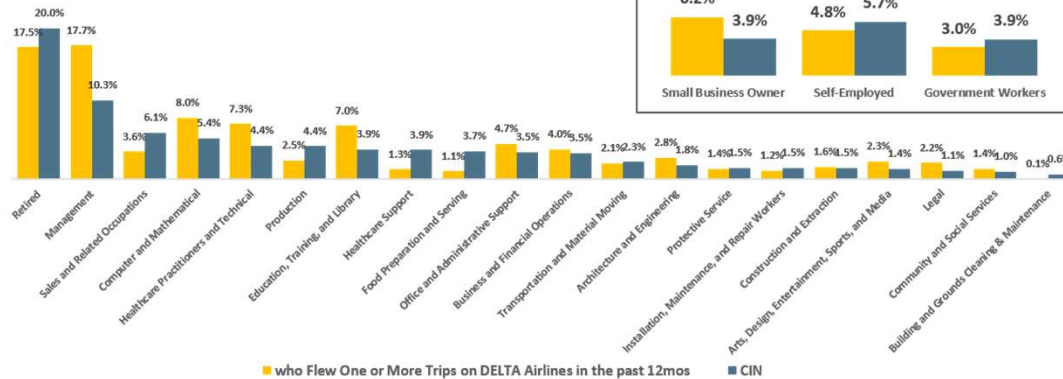
Employment: Adults 18 or older



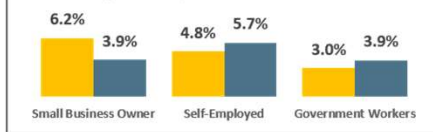
Marital Status: Adults 18 or older



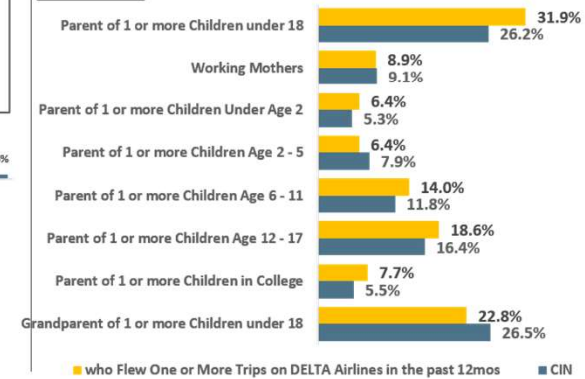
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

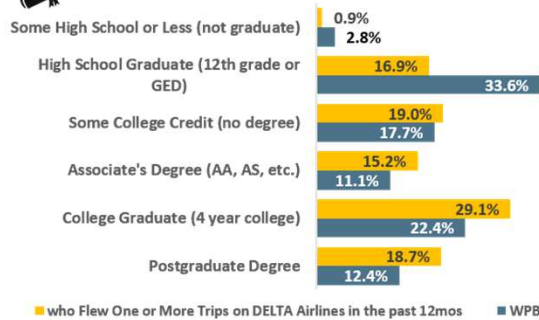




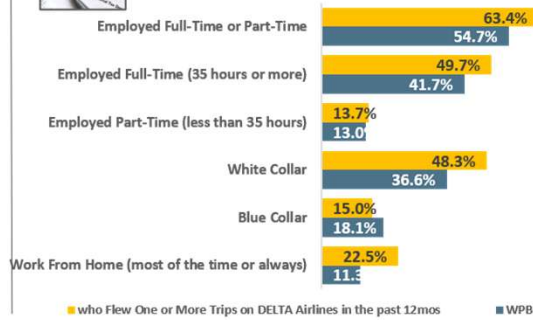
24.1% or 468,800 of WPB DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 37.5% more likely to be a college graduate, 19.% more likely to work full-time, 12.4% more likely to be married, 19.6% more likely to be a parent of 1 or more children u



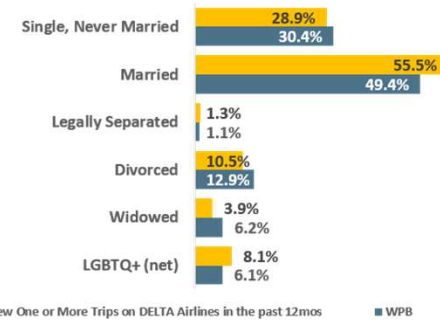
Education Levels: Adults 18 or older



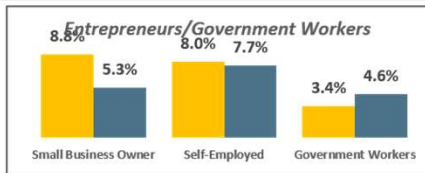
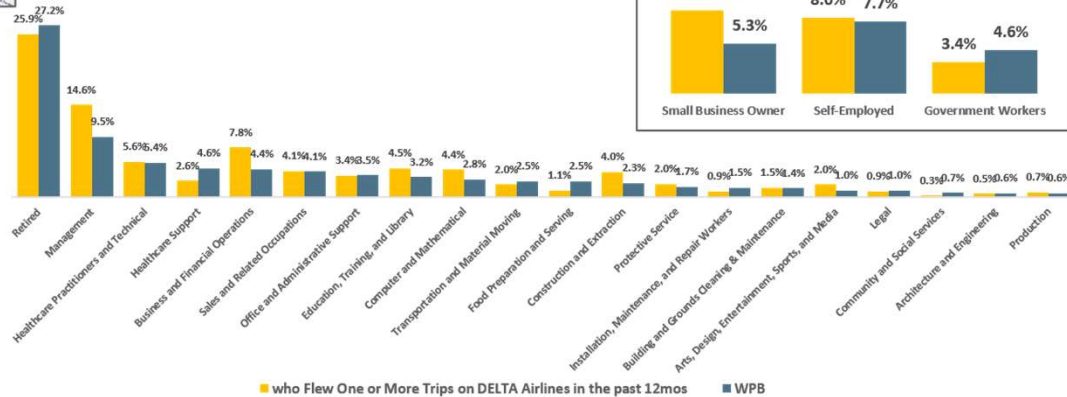
Employment: Adults 18 or older



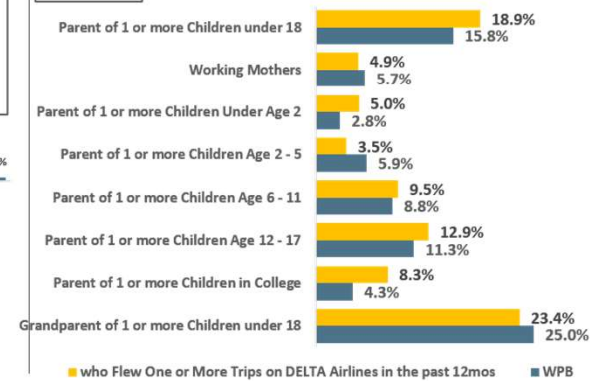
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

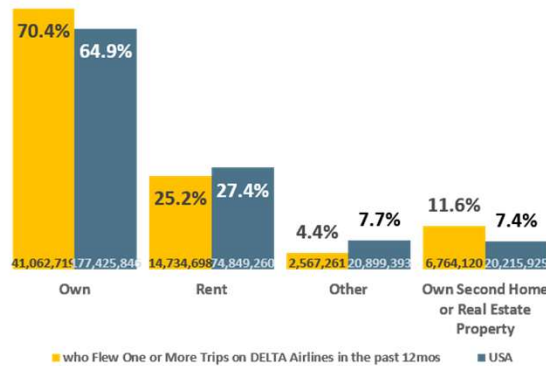




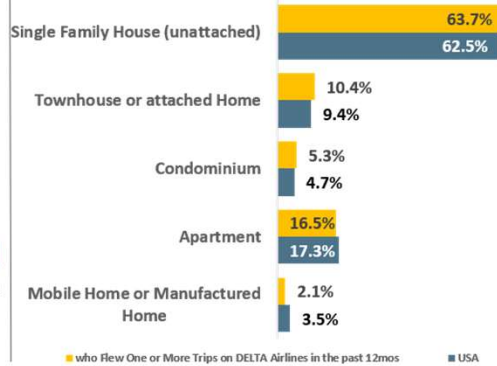
21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 8.3% more likely to own their home, 44.3% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 6.9% more likely to have a dog.



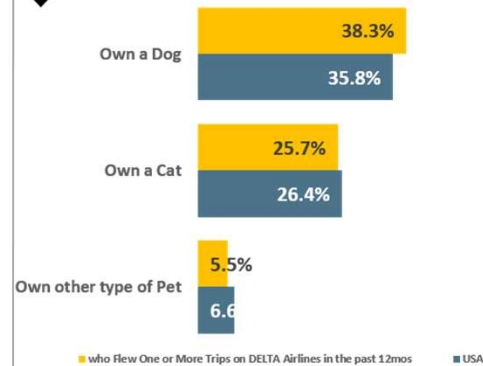
Own/Rent/Other: Adults 18 or older



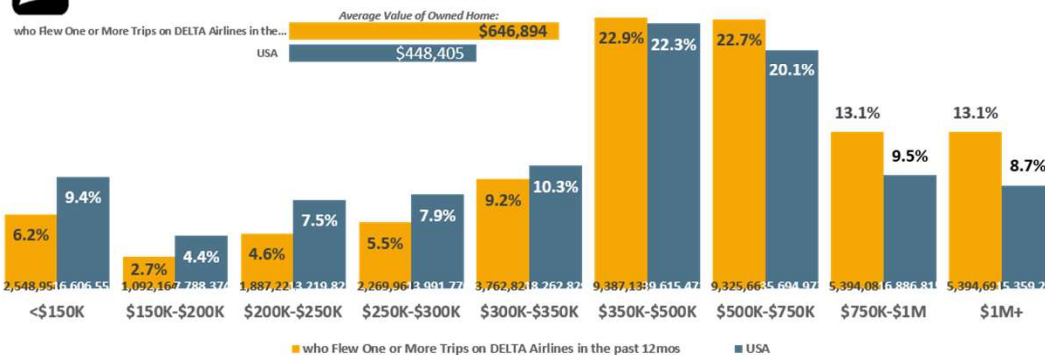
Type of Home: Adults 18 or older



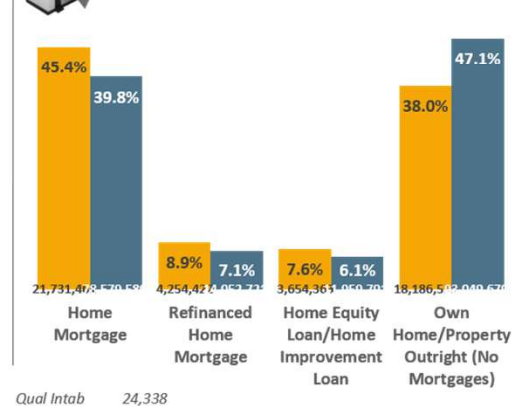
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



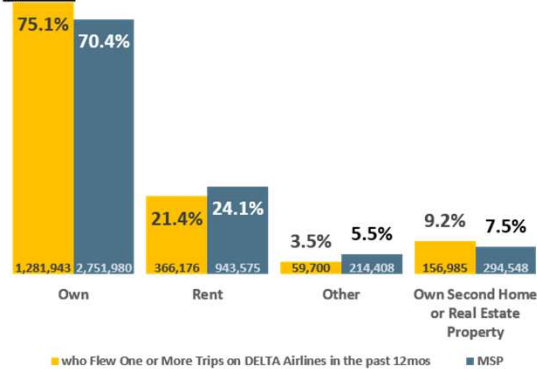
Home Loans: Adults 18 or older



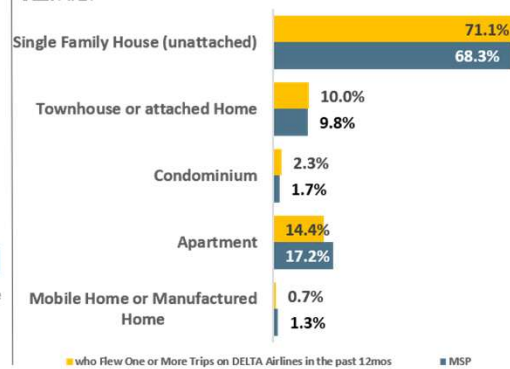


43.7% or 1,707,819 of MSP DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 6.6% more likely to own their home, 16.1% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 7.6% more likely to have a dog.

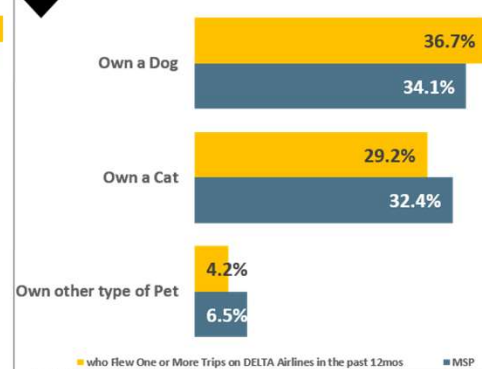
Own/Rent/Other: Adults 18 or older



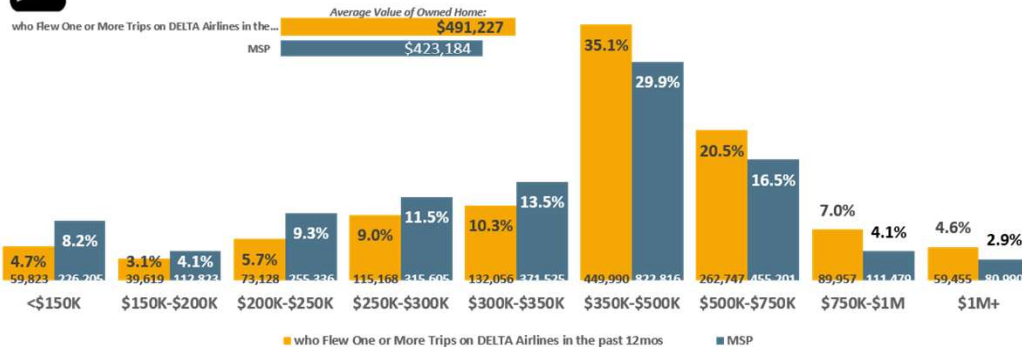
Type of Home: Adults 18 or older



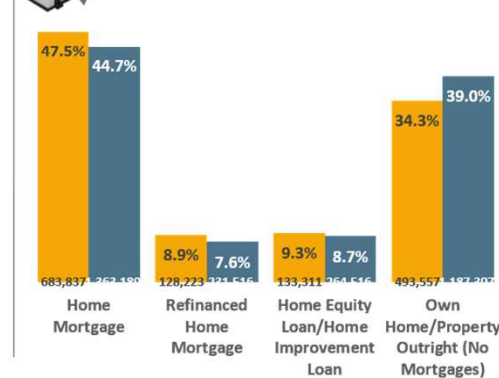
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

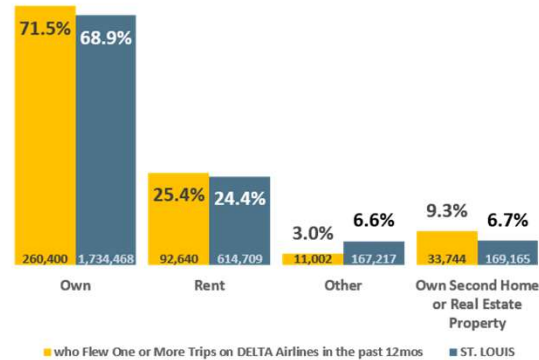




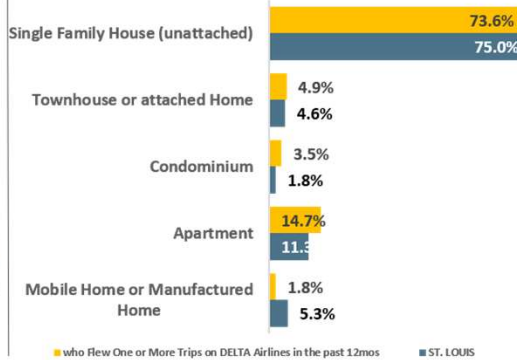
14.5% or 364,042 of ST. LOUIS DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 3.8% more likely to own their home, 52.7% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 13.2% more likely to have a dog.



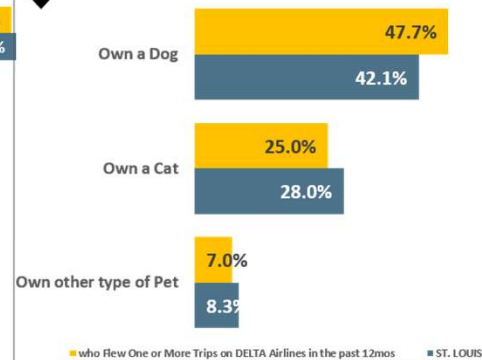
Own/Rent/Other: Adults 18 or older



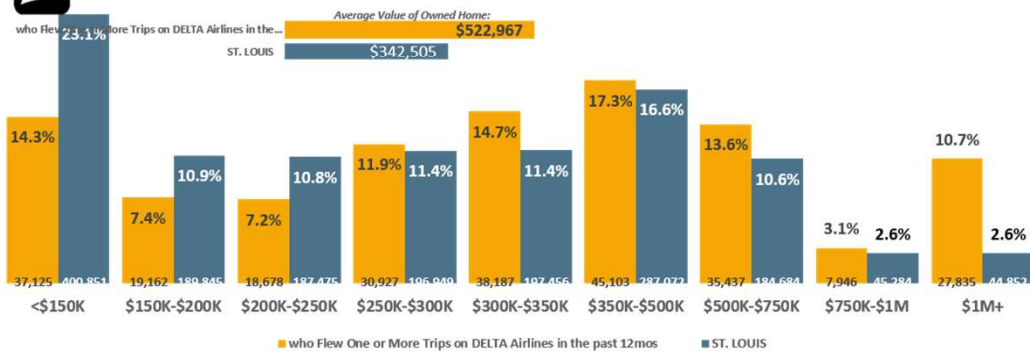
Type of Home: Adults 18 or older



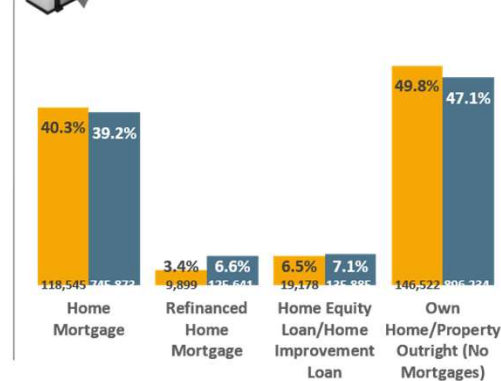
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



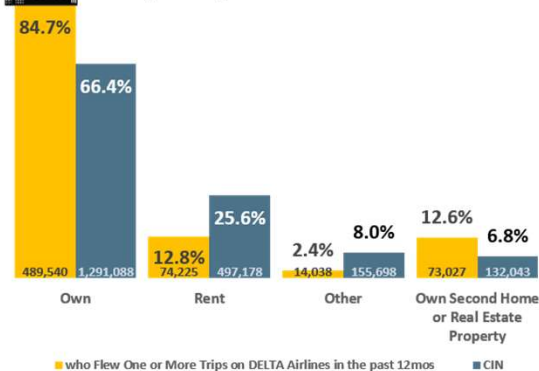
Home Loans: Adults 18 or older



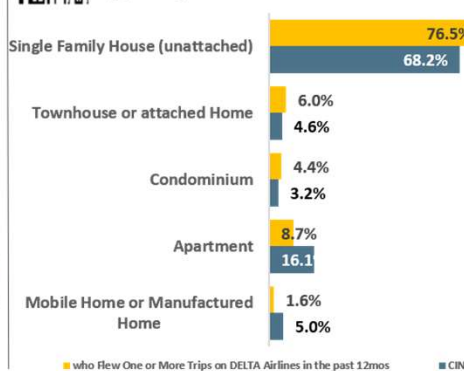


29.7% or 577,803 of CIN DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 27.6% more likely to own their home, 17.9% more likely to own a higher valued home, 12.2% more likely to have a single-family home, 3.6% more likely to have a dog.

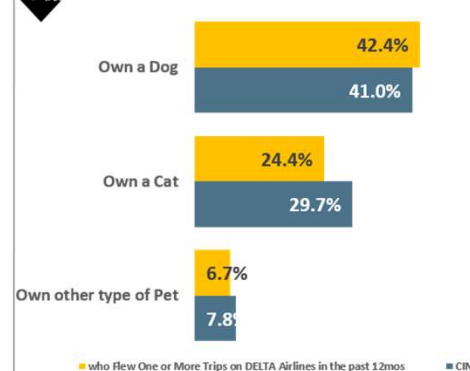
Own/Rent/Other: Adults 18 or older



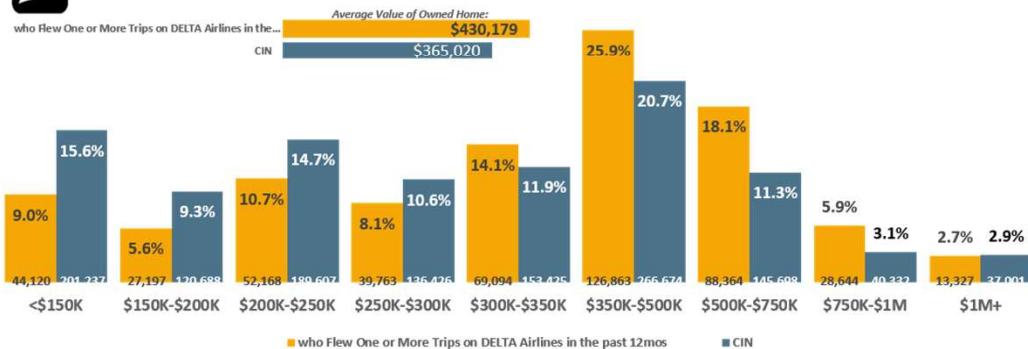
Type of Home: Adults 18 or older



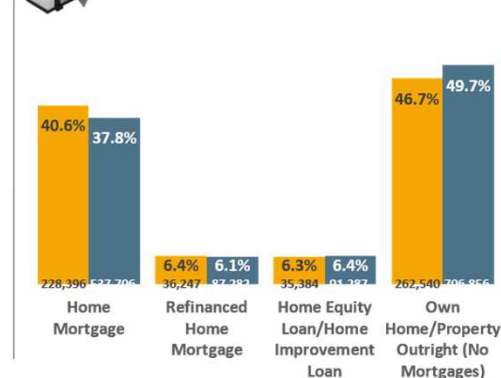
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



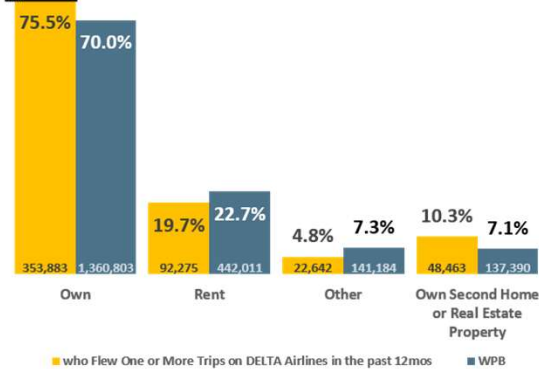
Home Loans: Adults 18 or older



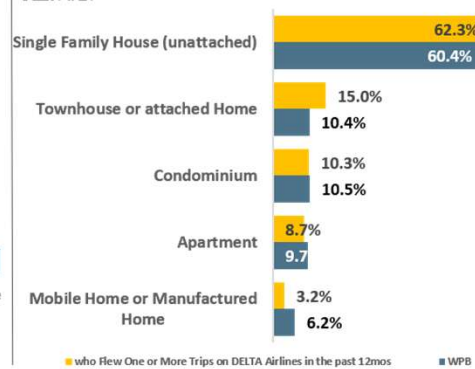


24.1% or 468,800 of WPB DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 7.8% more likely to own their home, 24.9% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 7.1% more likely to have a dog.

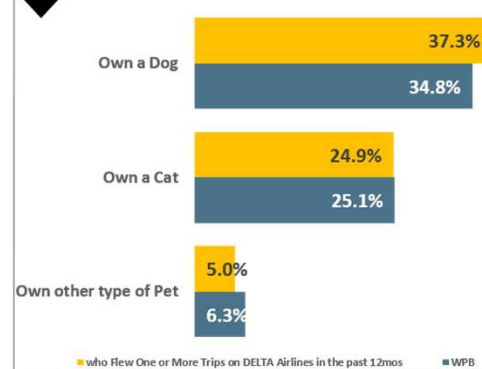
Own/Rent/Other: Adults 18 or older



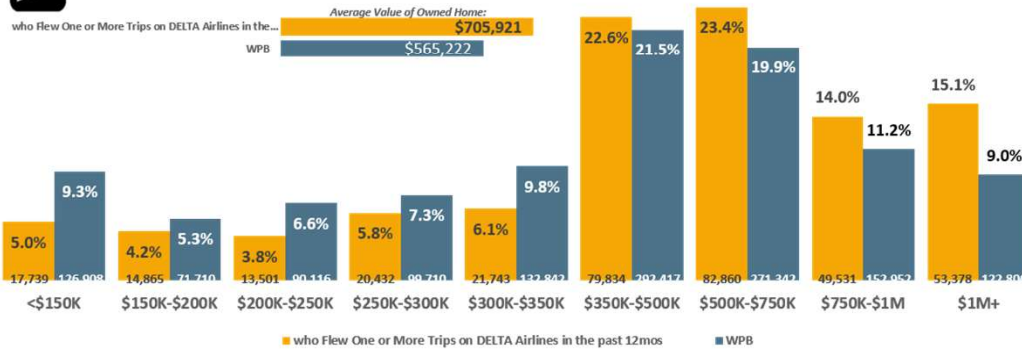
Type of Home: Adults 18 or older



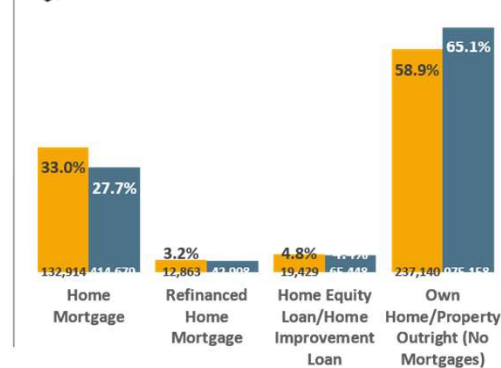
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

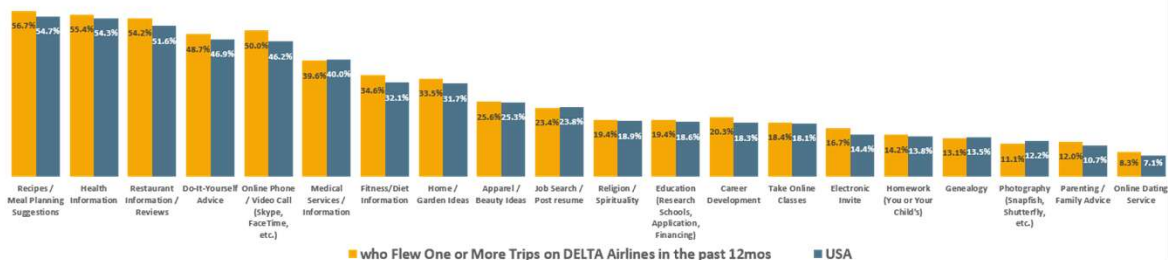




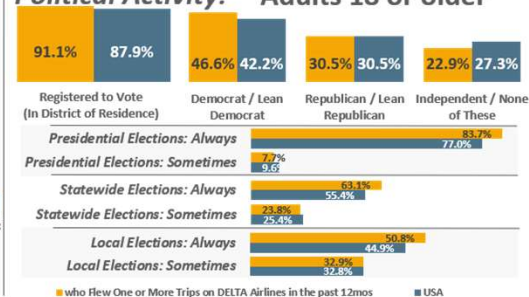
21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 3.8% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 46.9% more likely to belong to a gym, 62.4% more likely to fly dome



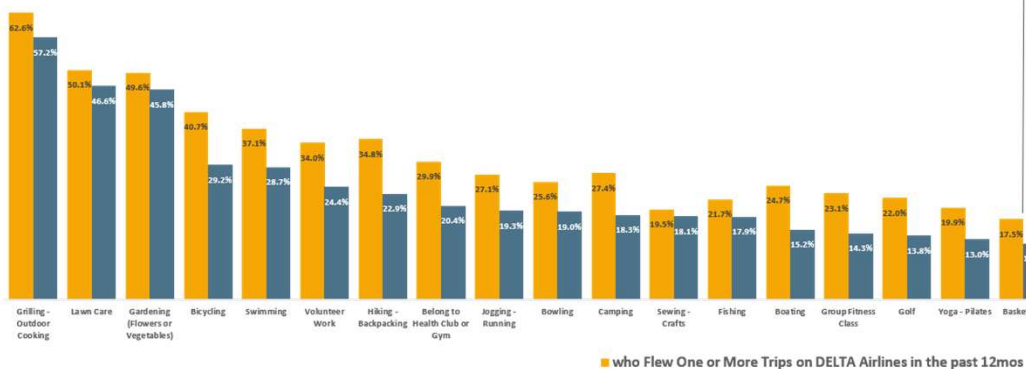
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



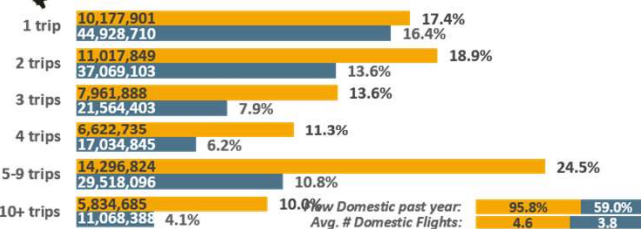
Political Activity: Adults 18 or older



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



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



New Domestic past year: 95.8%
Avg. # Domestic Flights: 4.6

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

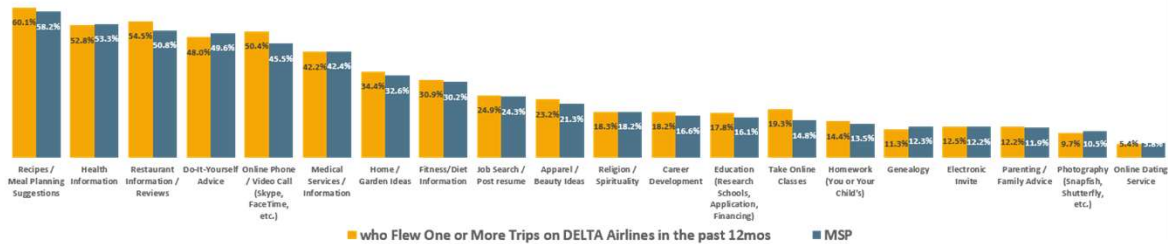
Flew One or More Trips on DELTA Airlines in the past 12 months



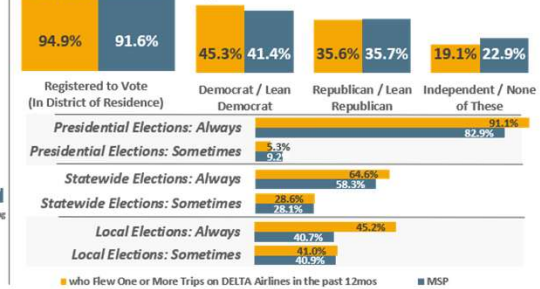
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 Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 3.2% less likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 45.6% more likely to belong to a gym, 72.1% more likely to fly dome



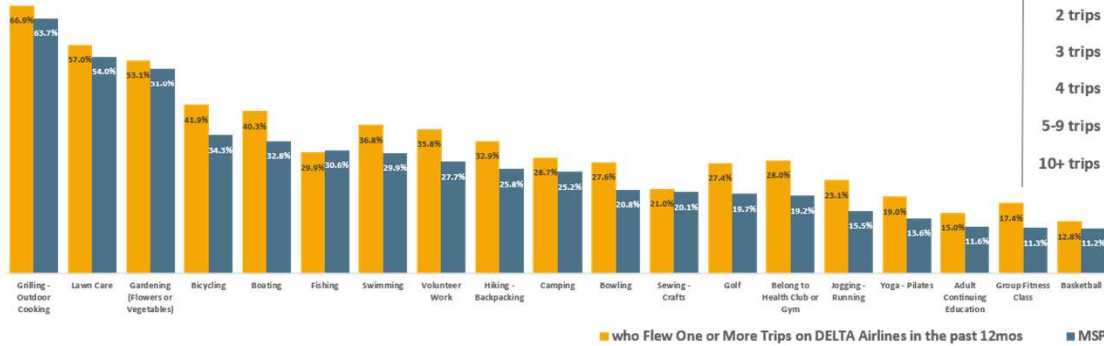
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



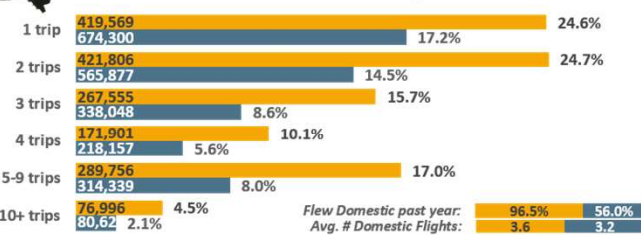
Political Activity: Adults 18 or older



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



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



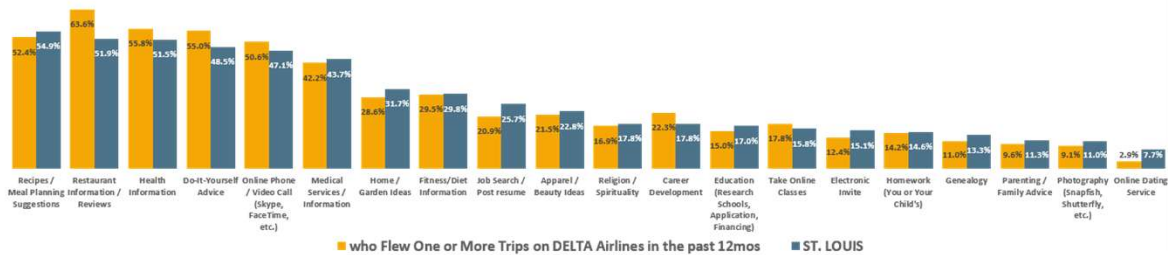
Flew Domestic past year: 96.5%
 Avg. # Domestic Flights: 3.6



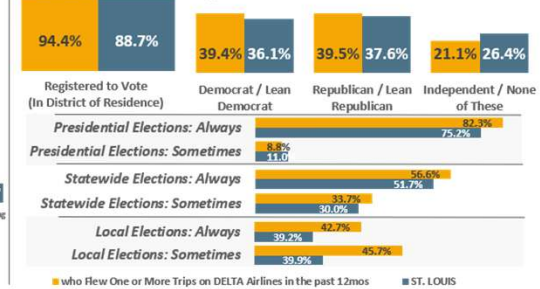
14.5% or 364,042 of ST. LOUIS DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 13.3% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 78.5% more likely to belong to a gym, 83.3% more likely to fly dome



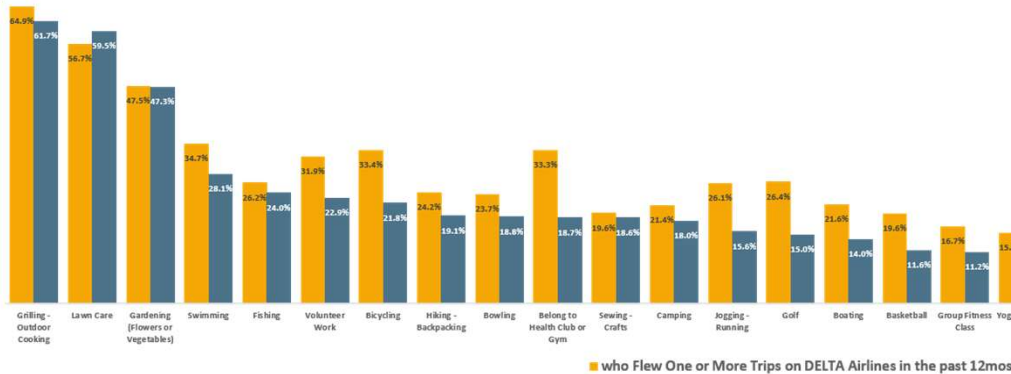
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



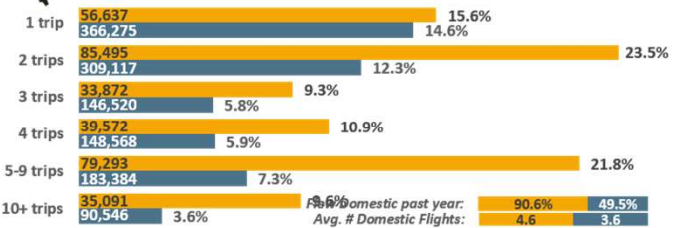
Political Activity: Adults 18 or older



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



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



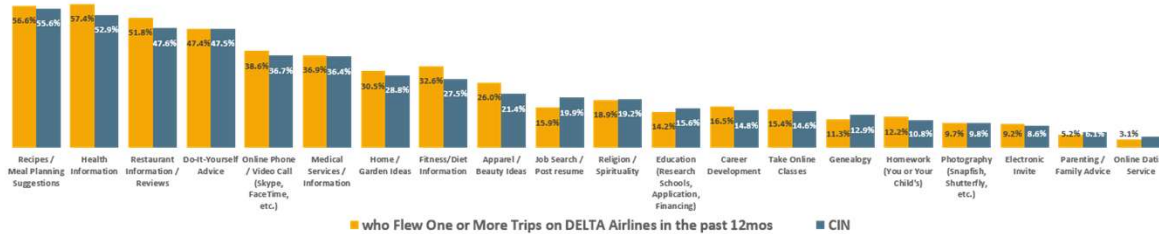
Domestic past year: 90.6%
Avg. # Domestic Flights: 4.6



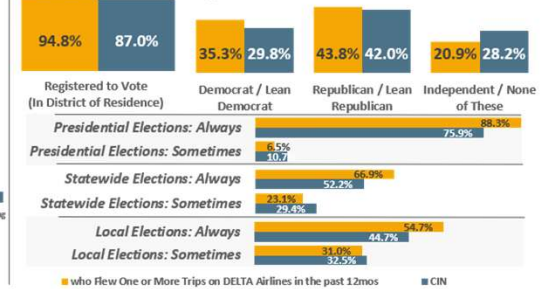
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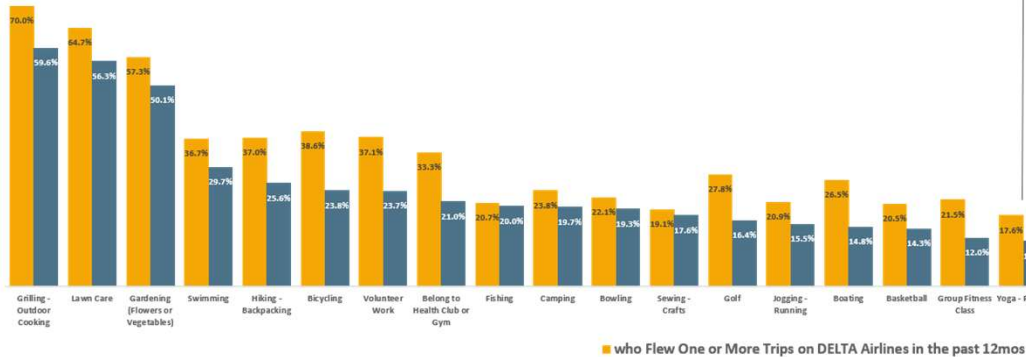
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



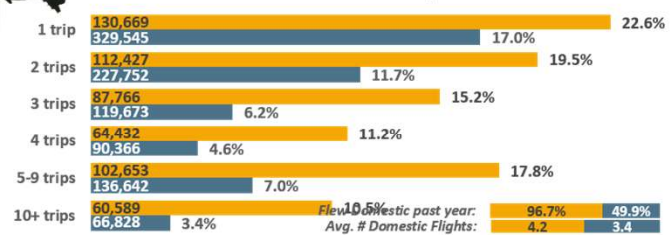
Political Activity: Adults 18 or older



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



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



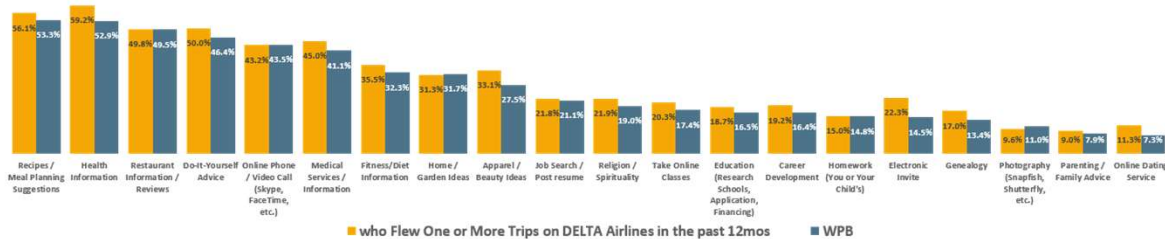
Flew Domestic past year: 96.7% vs 49.9%
Avg. # Domestic Flights: 4.2 vs 3.4



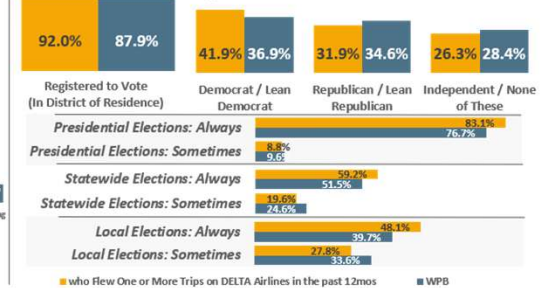
24.1% or 468,800 of WPB DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 7.9% more likely to look up D-I-Y advice online, 21.% more likely to always vote in local elections, 61.2% more likely to belong to a gym, 62.2% more likely to fly domes



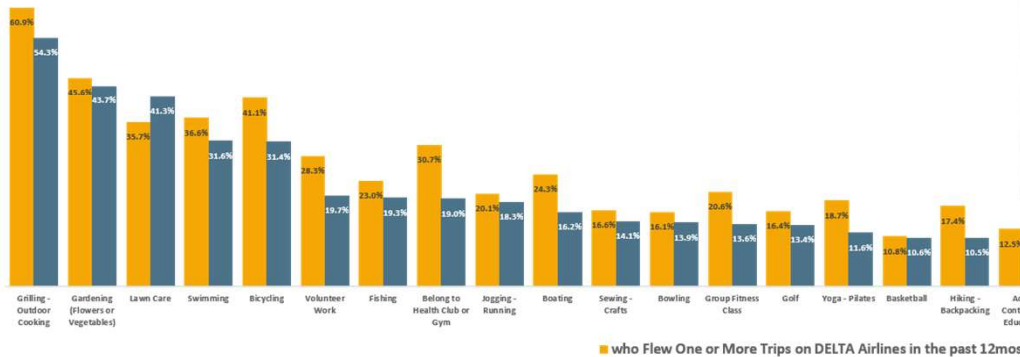
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



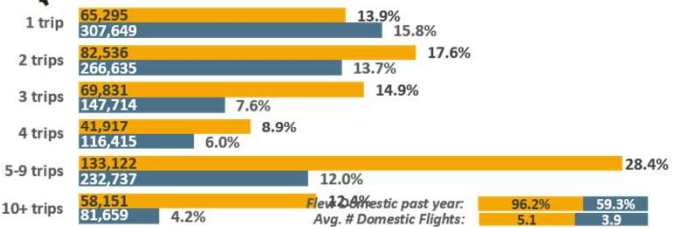
Political Activity: Adults 18 or older



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



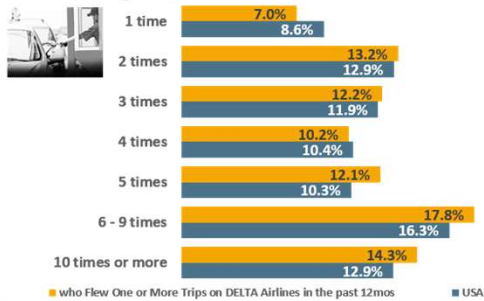
Past 12-months Domestic Airline Trips: Adults 18 or older





21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 4.1% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 21.6% more likely to use Casinos past yr., 4% less likely to smoke cigare

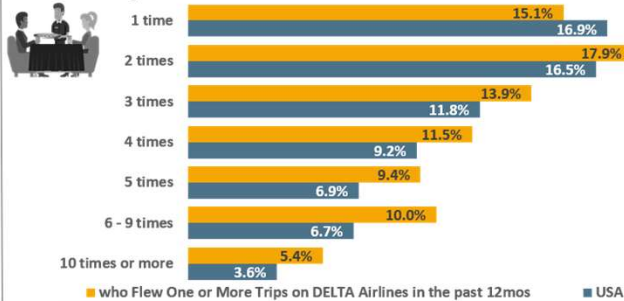
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.7%
50,613,939

Avg. Monthly QSR Meals: 6.0
227,580,847

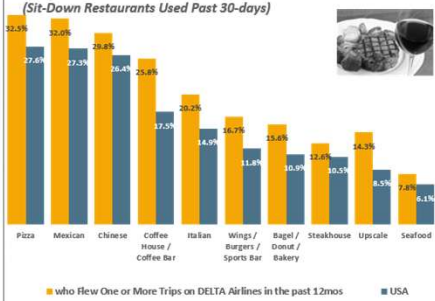
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 83.2%
48,565,710

Avg. Monthly Sit-Down Restaurant Meals: 4.1
195,235,468

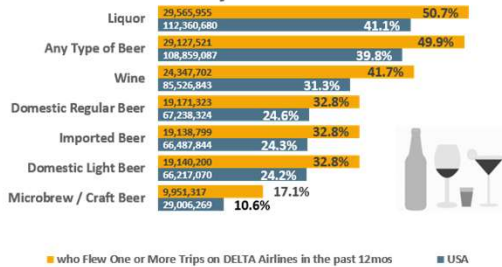
Top-10 Cuisines: Adults 18 or older



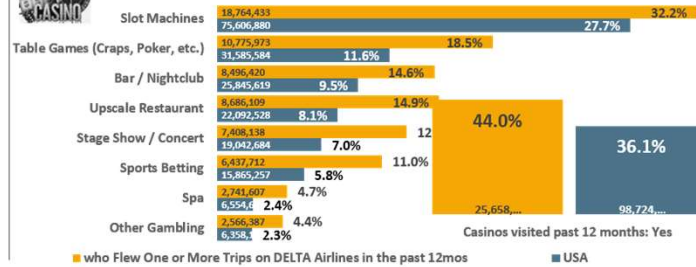
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Flew One or More Trips on DELTA Airlines in the... 14,212,066

USA 19.9%

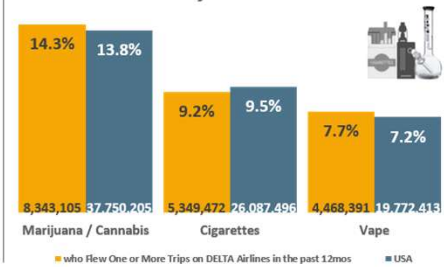
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



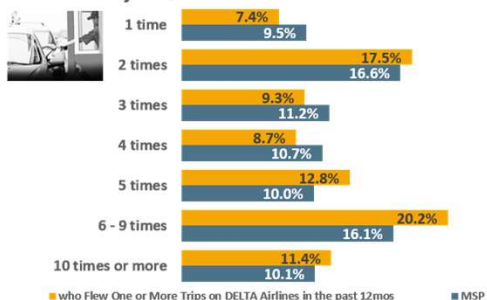
Used Past 30-days: Adults 18 or older





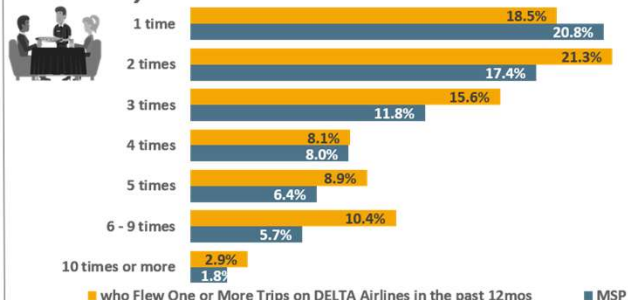
43.7% or 1,707,819 of MSP DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 3.7% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 12.9% more likely to use Casinos past yr., 30.5% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



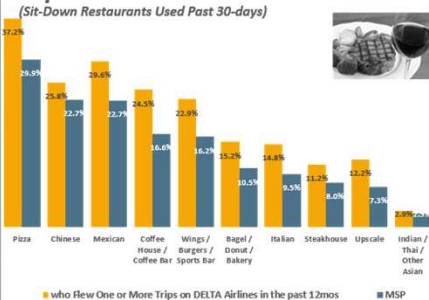
Total Monthly QSR Users: 87.2% (1,489,389) vs 84.1% (3,289,281)
Avg. Monthly QSR Meals: 5.6 vs 5.2

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



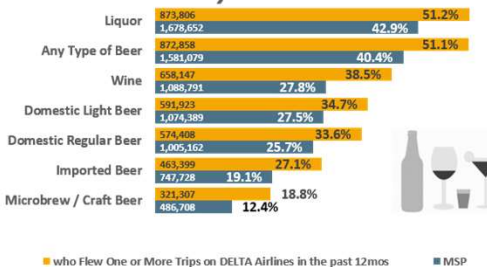
Total Monthly Sit-Down Restaurant Users: 85.6% (1,462,062) vs 71.9% (2,812,700)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.1

Top-10 Cuisines: Adults 18 or older

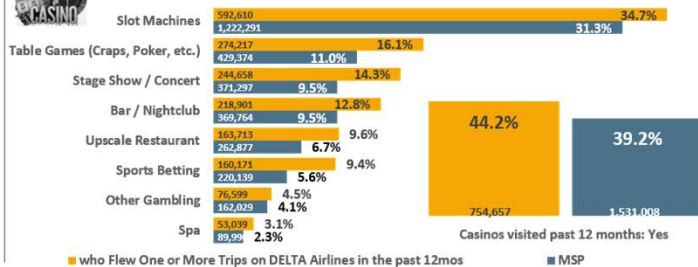


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 16.4% (280,596) vs 13.3% (518,071)

Drank Past 30-days: Adults 18 or older

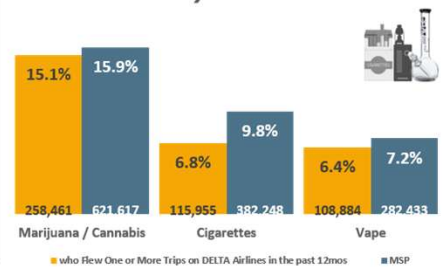


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
44.2% (754,657) vs 39.2% (1,451,008)

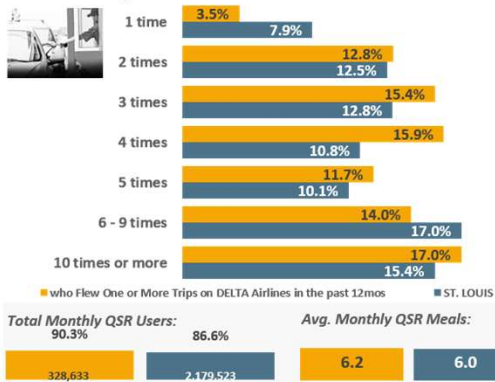
Used Past 30-days: Adults 18 or older



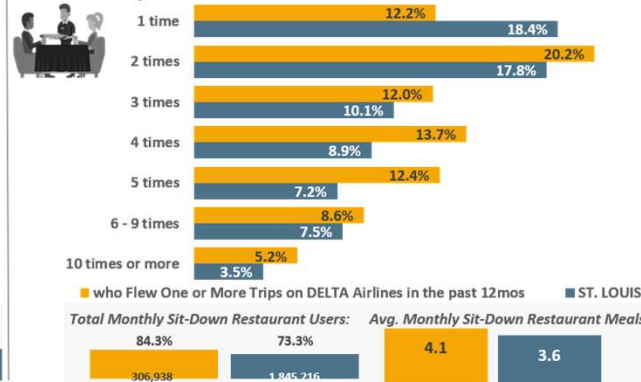


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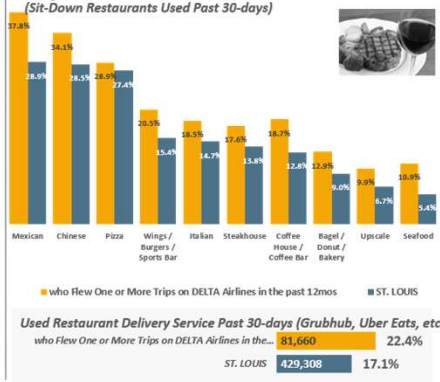
Past 30-days QSR Users: Adults 18 or older



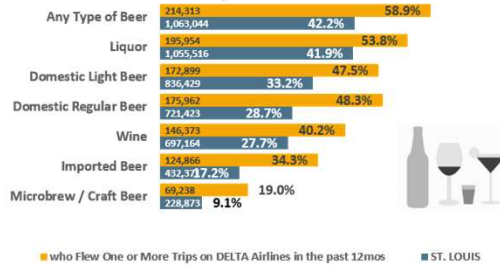
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



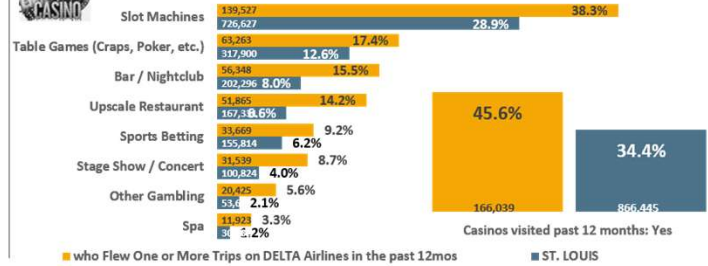
Top-10 Cuisines: Adults 18 or older



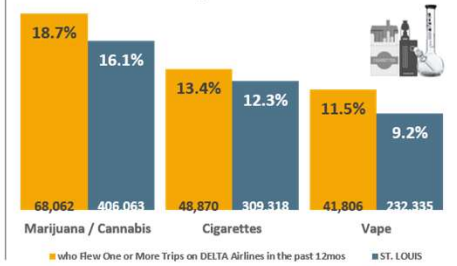
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



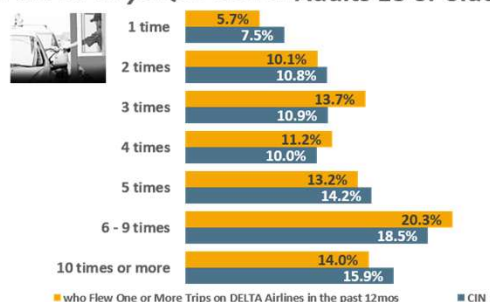
Used Past 30-days: Adults 18 or older





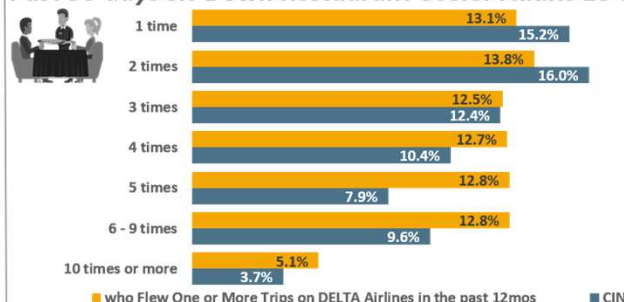
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Past 30-days QSR Users: Adults 18 or older



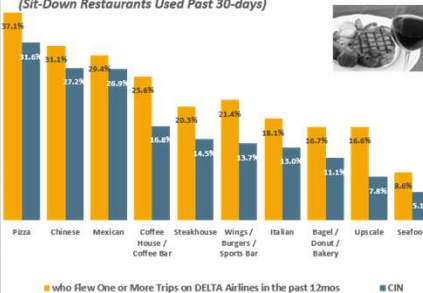
Total Monthly QSR Users: 88.1% (508,818) vs 87.7% (1,705,878)
Avg. Monthly QSR Meals: 6.1 vs 6.3

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



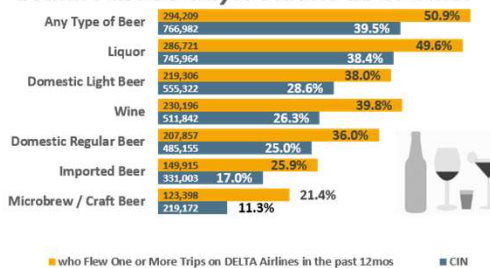
Total Monthly Sit-Down Restaurant Users: 82.9% (478,747) vs 75.2% (1,492,672)
Avg. Monthly Sit-Down Restaurant Meals: 4.4 vs 3.9

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

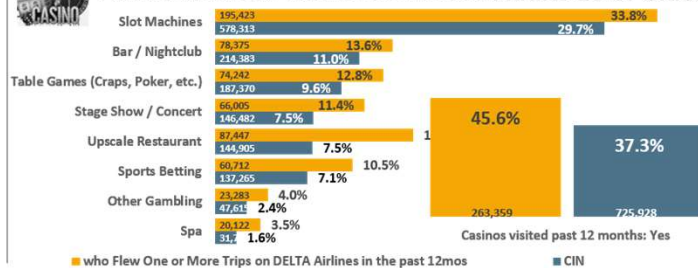


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Flew One or More Trips on DELTA Airlines in the... 20.9% (120,485)
CIN 21.2% (412,644)

Drank Past 30-days: Adults 18 or older

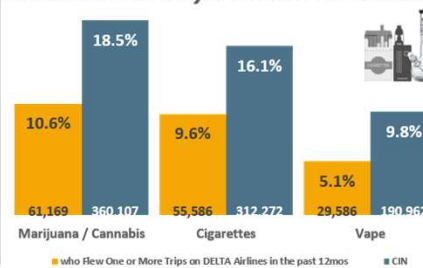


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
263,359 vs 725,928

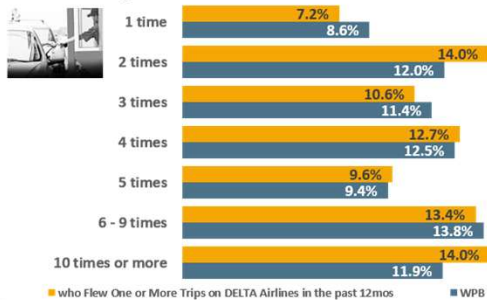
Used Past 30-days: Adults 18 or older





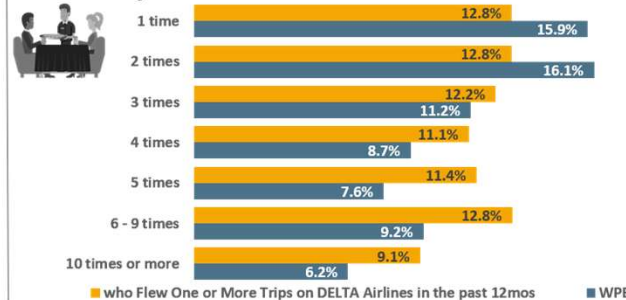
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Past 30-days QSR Users: Adults 18 or older



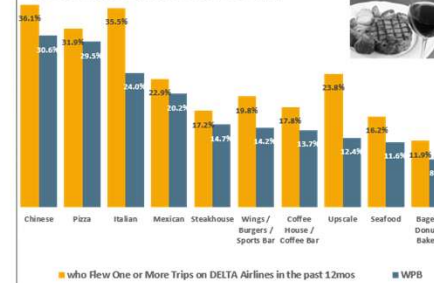
Total Monthly QSR Users: 81.5%
 Total Monthly Sit-Down Restaurant Users: 79.4%
 Avg. Monthly QSR Meals: 5.9
 Avg. Monthly Sit-Down Restaurant Meals: 5.6

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



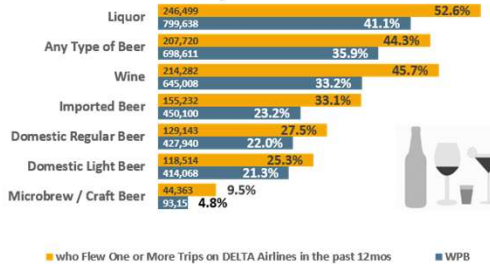
Total Monthly Sit-Down Restaurant Users: 82.2%
 Total Monthly Sit-Down Restaurant Users: 75.0%
 Avg. Monthly Sit-Down Restaurant Meals: 5.0
 Avg. Monthly Sit-Down Restaurant Meals: 4.2

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

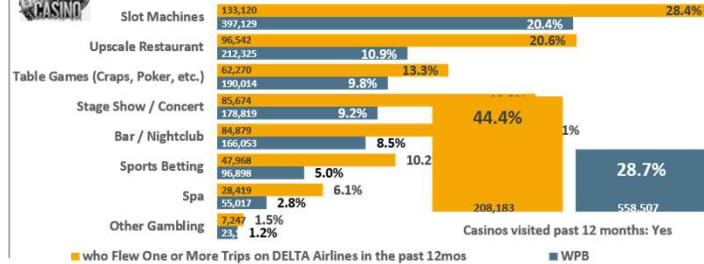


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Flew One or More Trips on DELTA Airlines in the... 110,070 23.5%
 WPB 387,595 19.9%

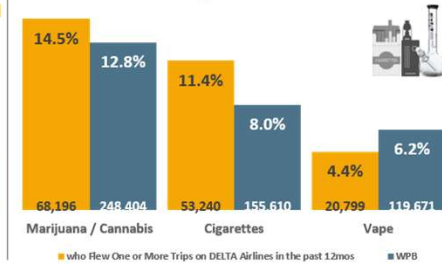
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

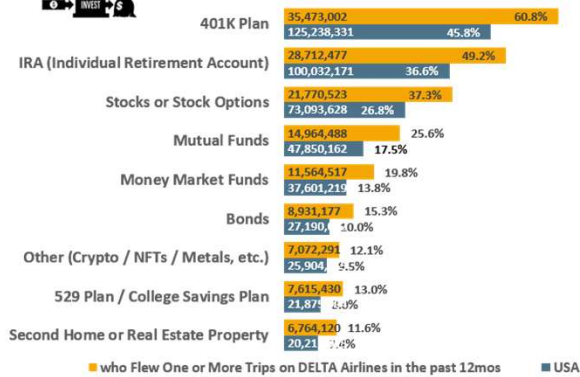




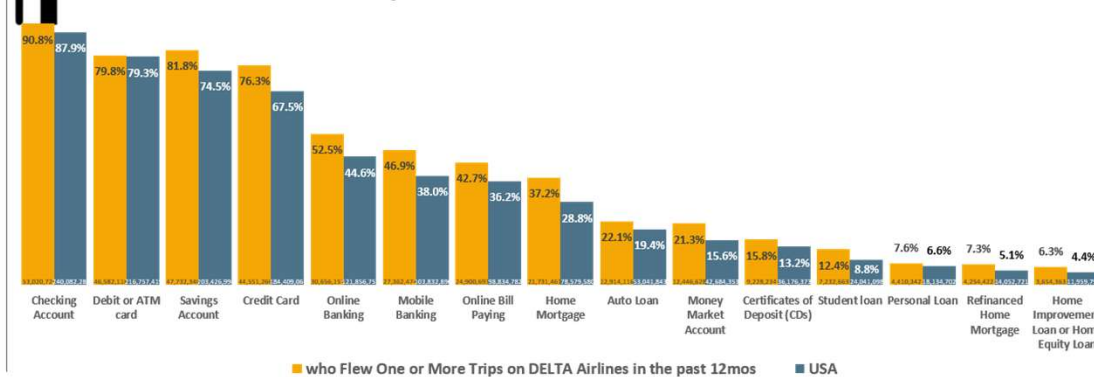
21.4% or 58,364,677 of USA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 32.6% more likely to have a 401K, 14.% more likely to have an Auto Loan, 56.1% more likely to Invest/Trade Stocks Online, 13.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



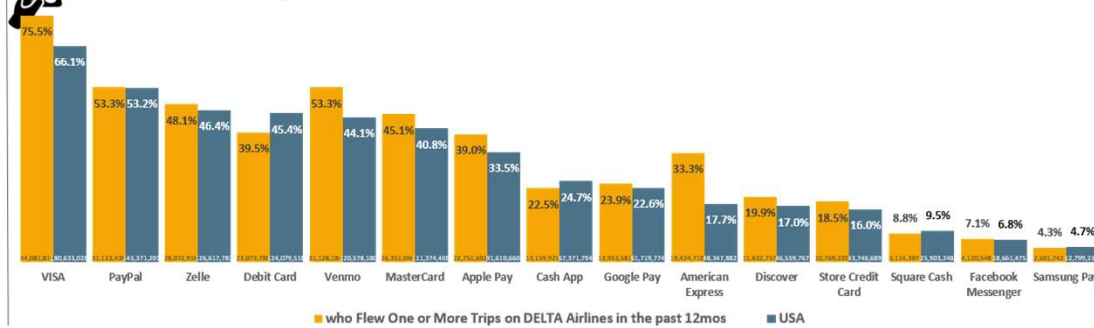
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

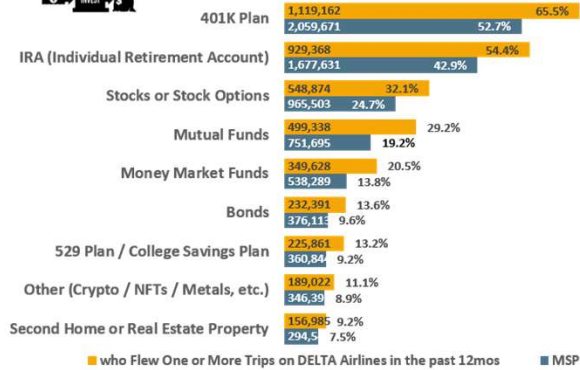




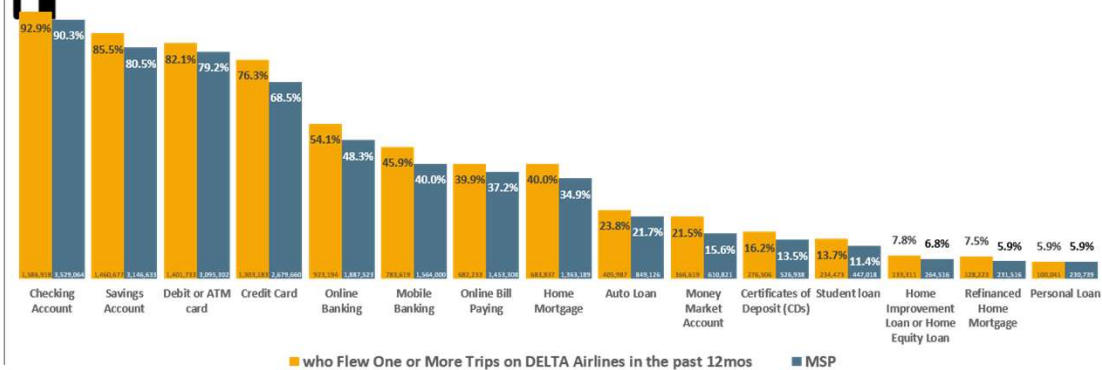
43.7% or 1,707,819 of MSP DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 24.4% more likely to have a 401K, 9.5% more likely to have an Auto Loan, 46.5% more likely to Invest/Trade Stocks Online, 13.6% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



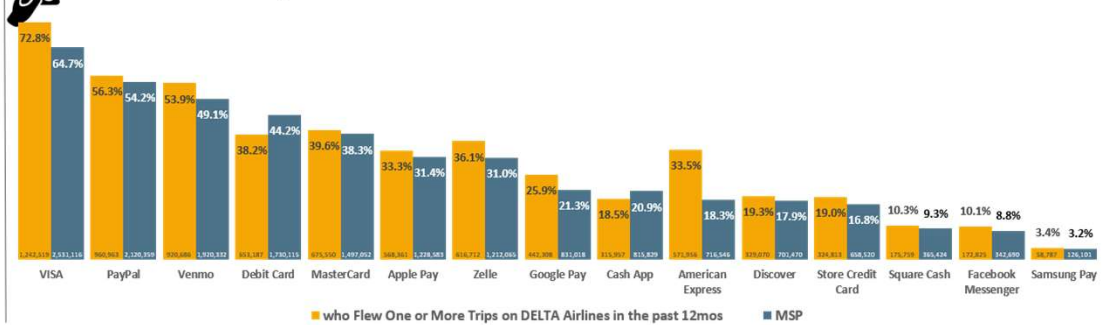
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

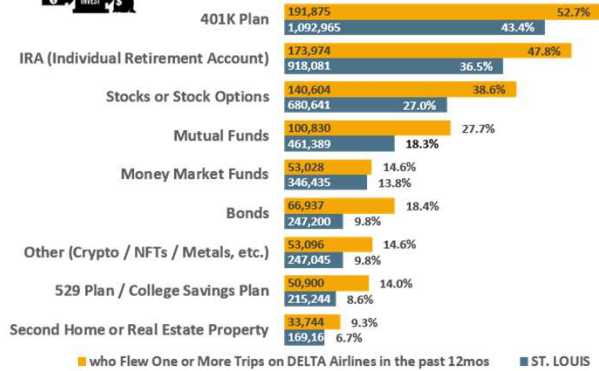




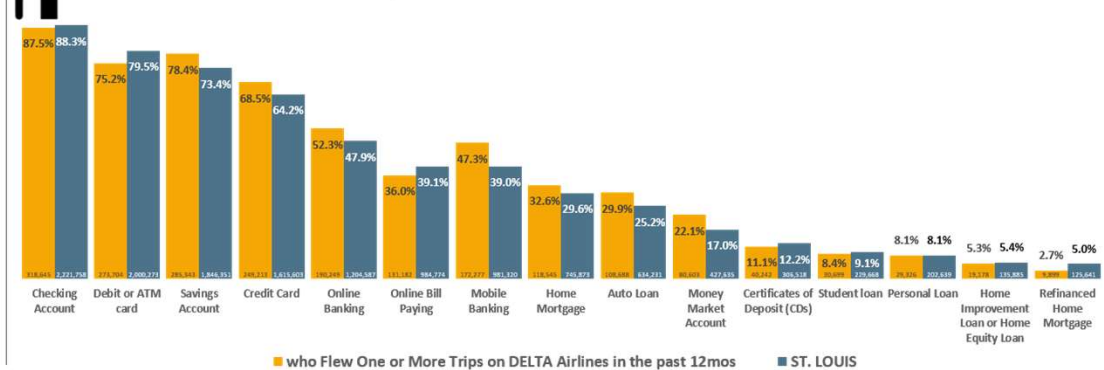
14.5% or 364,042 of ST. LOUIS DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past... Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 21.3% more likely to have a 401K, 18.5% more likely to have an Auto Loan, 32.4% more likely to Invest/Trade Stocks Online, 14.% less likely to pay with their Debit Card.



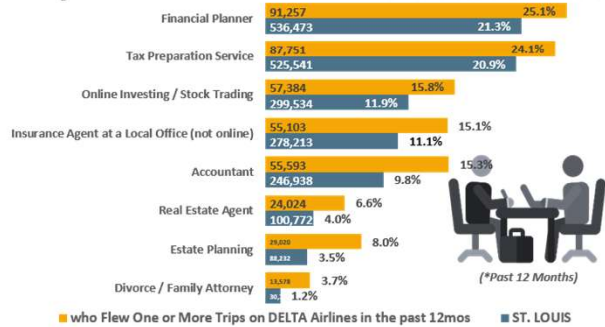
Investments Owned: Adults 18 or older



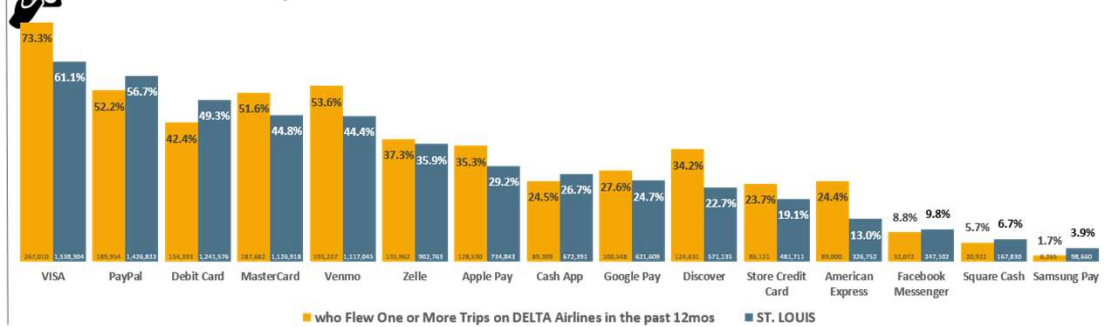
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

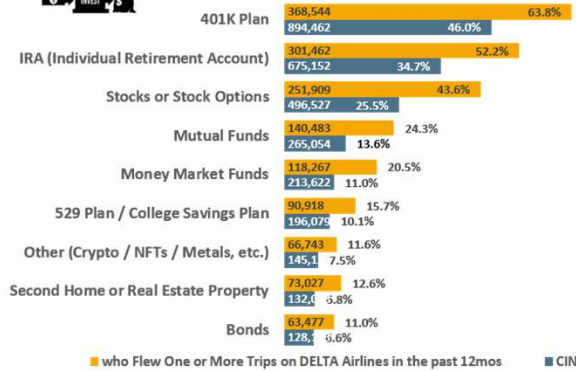




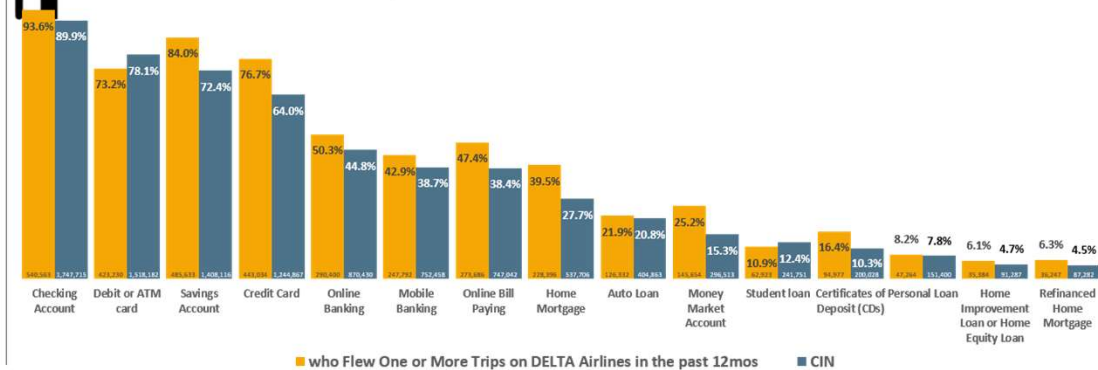
29.7% or 577,803 of CIN DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 38.6% more likely to have a 401K, 5.5% more likely to have an Auto Loan, 72.2% more likely to Invest/Trade Stocks Online, 26.6% less likely to pay with their Debit Card.



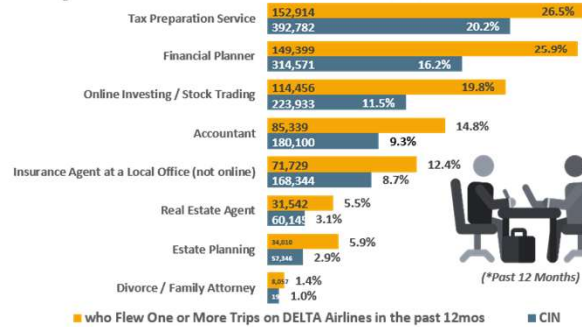
Investments Owned: Adults 18 or older



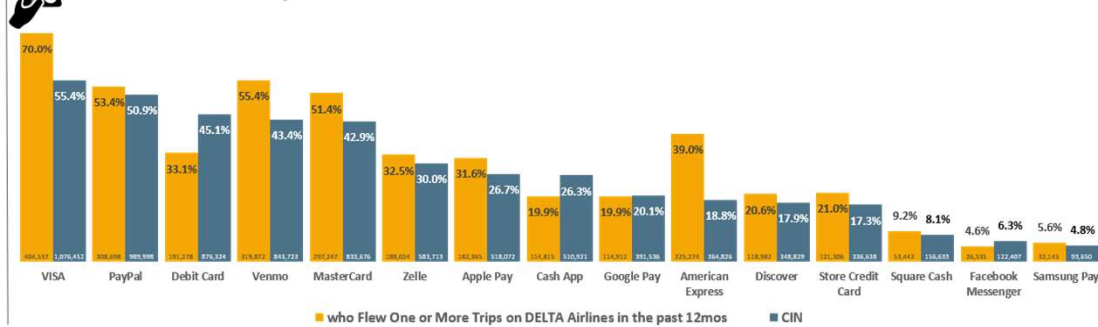
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

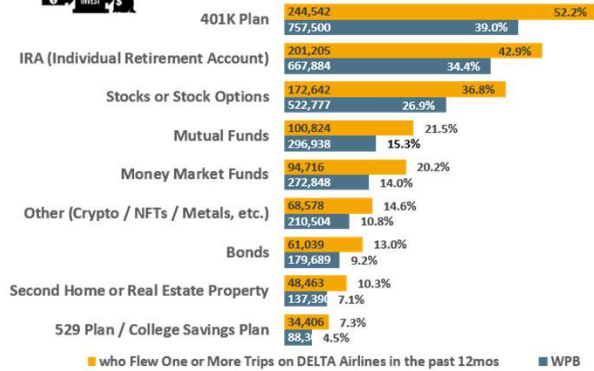




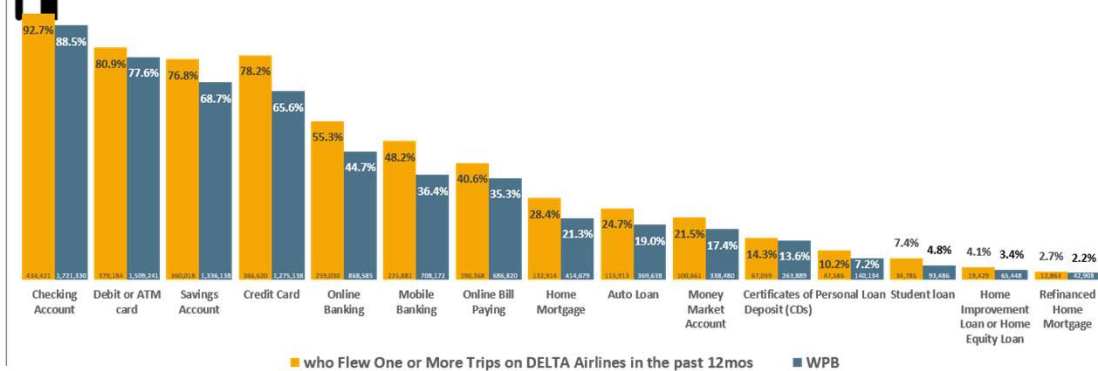
24.1% or 468,800 of WPB DMA Adults 18 or older Flew One or More Trips on DELTA Airlines in the past 12mos. Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos are 33.9% more likely to have a 401K, 30.% more likely to have an Auto Loan, 21.% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



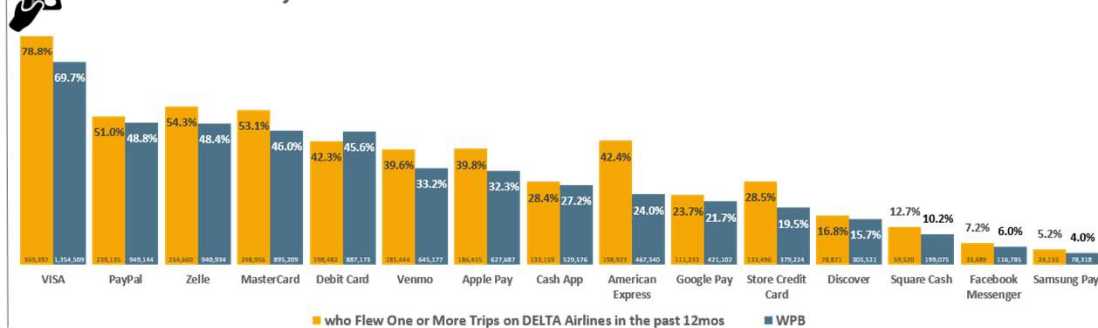
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



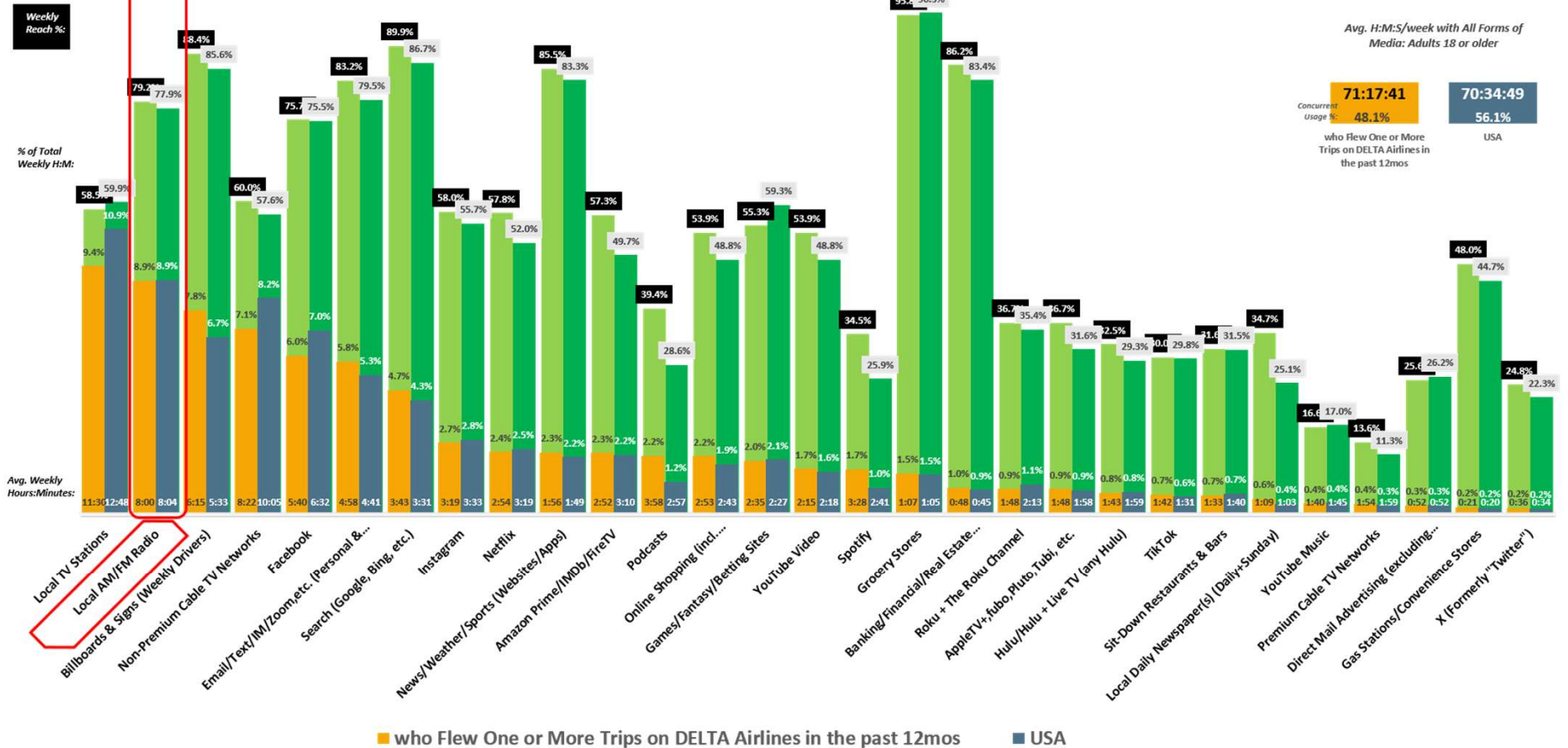
Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 23 hours, 17 minutes and 41 seconds each week with All Forms of Media.

79.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338
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Flew One or More Trips on DELTA Airlines in the past 12 months

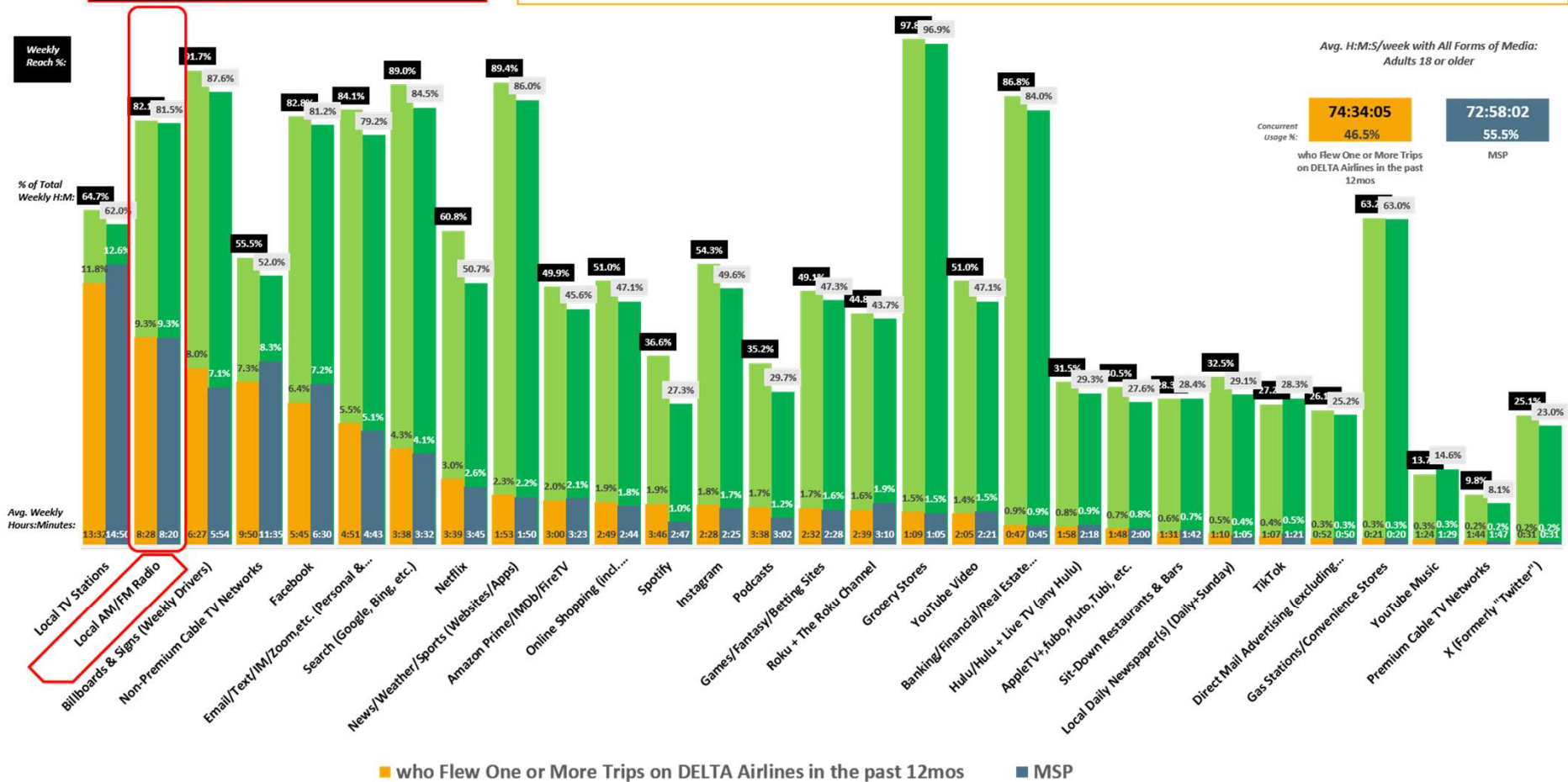


Share of Everything for Anything



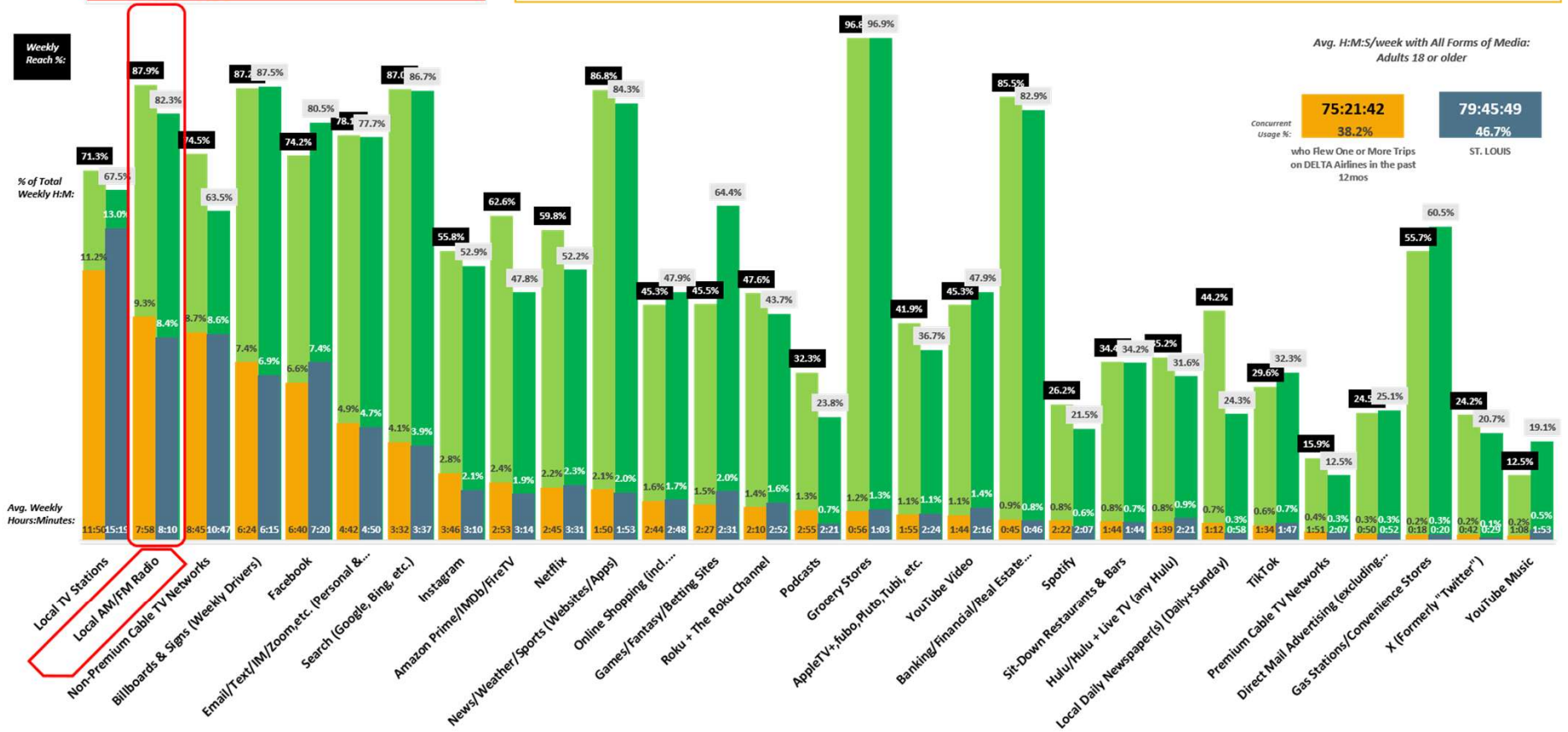
Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 3 days, 2 hours, 34 minutes and 5 seconds each week with All Forms of Media.

82.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.





Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 3 days, 3 hours, 21 minutes and 42 seconds each week with All Forms of Media.
 87.9% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



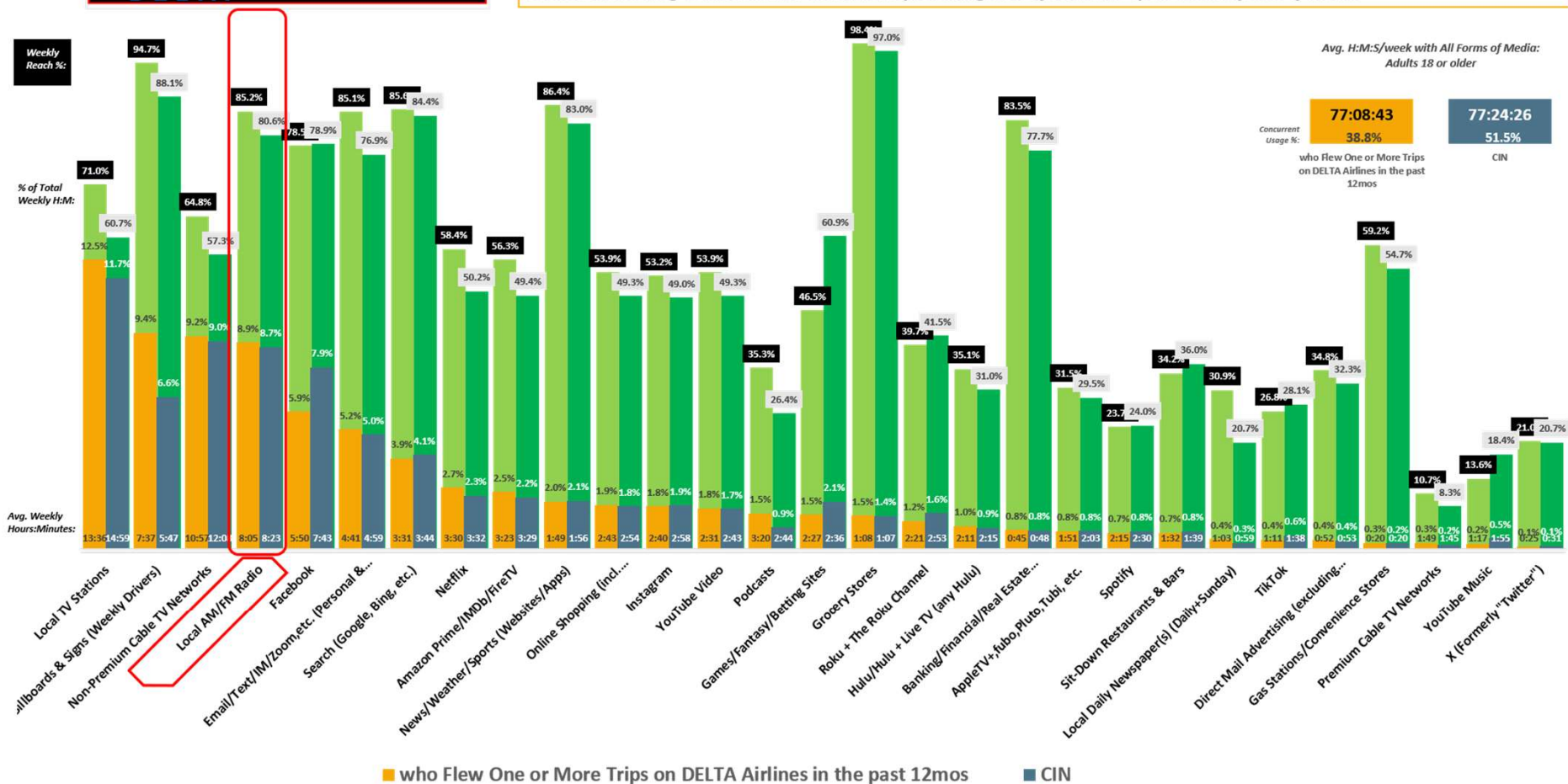
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 75:21:42 38.2%
 79:45:49 46.7%
 who Flew One or More Trips on DELTA Airlines in the past 12mos
 ST. LOUIS

who Flew One or More Trips on DELTA Airlines in the past 12mos ST. LOUIS



Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 3 days, 5 hours, 8 minutes and 43 seconds each week with All Forms of Media.
 85.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

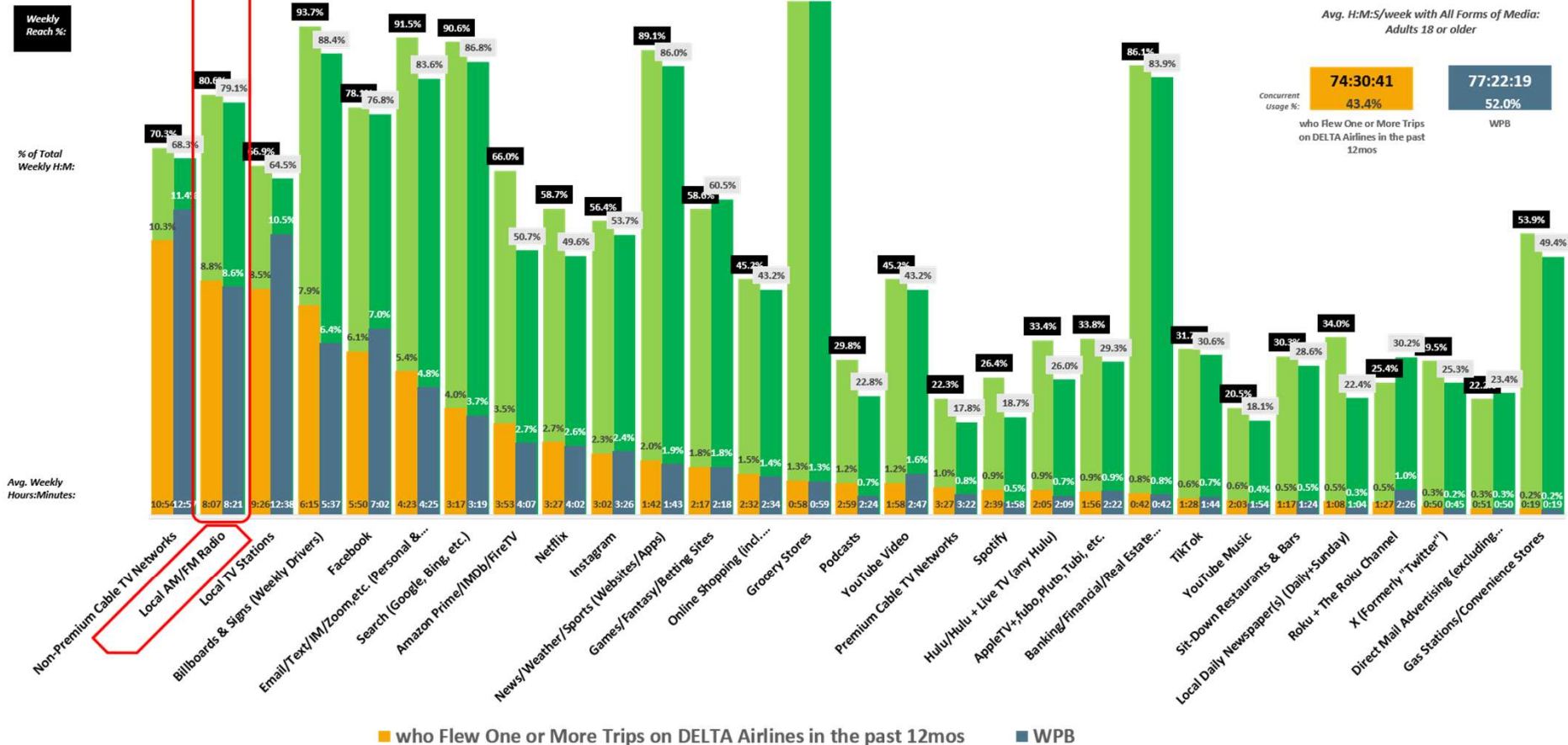


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 77:08:43 38.8%
 77:24:26 51.5%
 who Flew One or More Trips on DELTA Airlines in the past 12mos
 CIN



Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 3 days, 2 hours, 30 minutes and 41 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:

74:30:41
43.4%

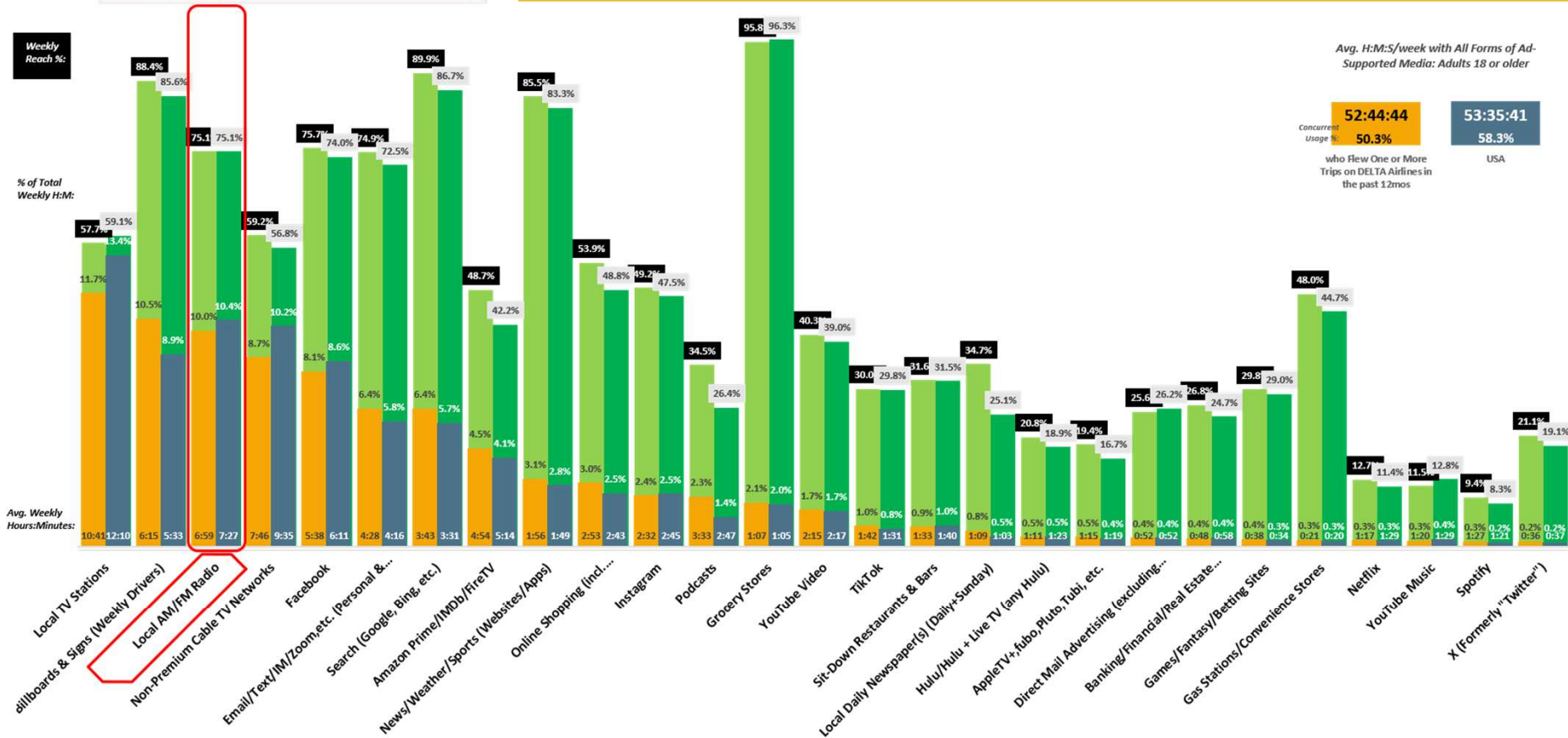
77:22:19
52.0%

who Flew One or More Trips on DELTA Airlines in the past 12mos

WPB



Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 4 hours, 44 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 75.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported



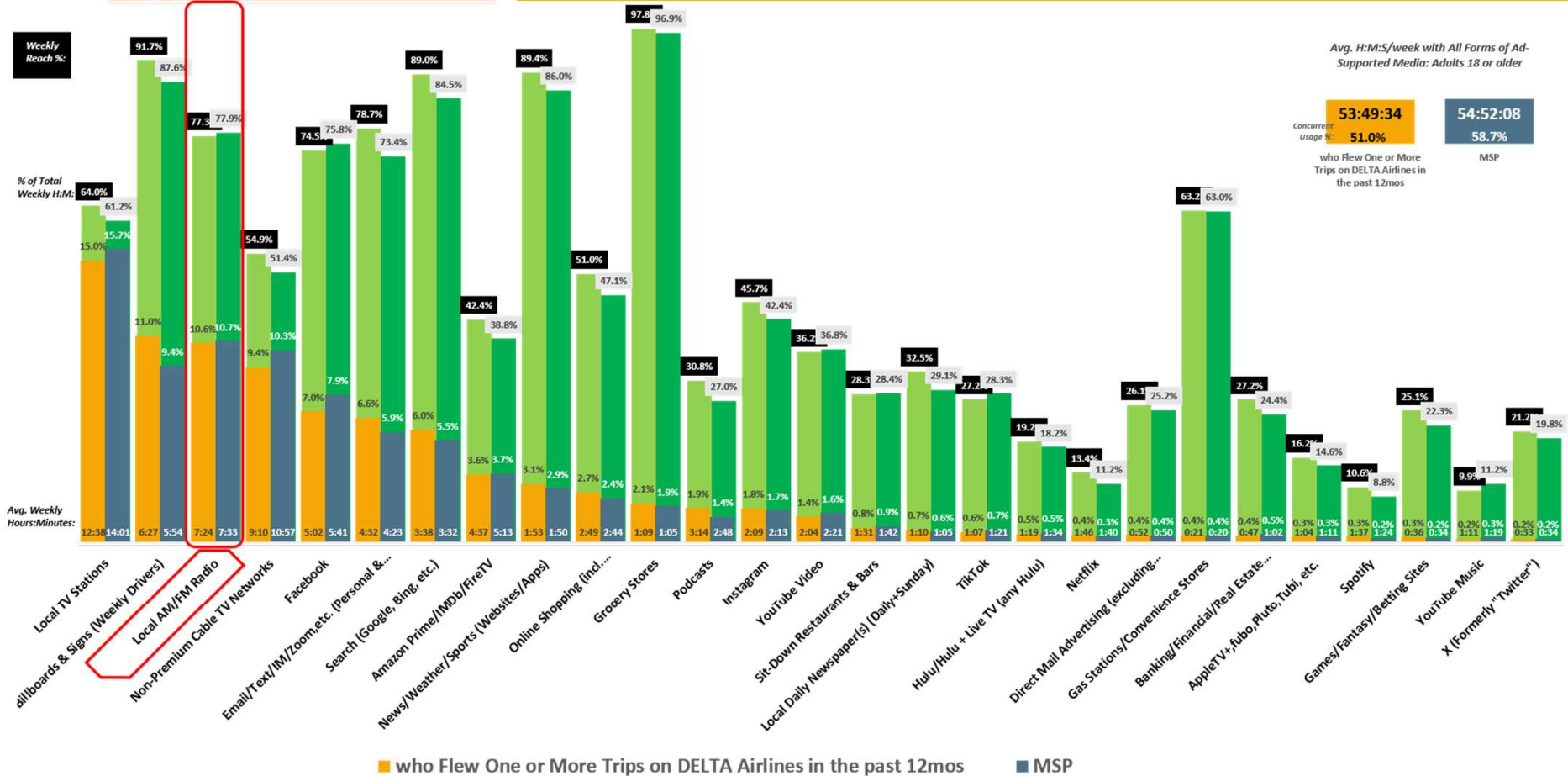
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

52:44:44
 Concurrent Usage % **50.3%**
 who Flew One or More Trips on DELTA Airlines in the past 12mos

53:35:41
 58.3%
 USA

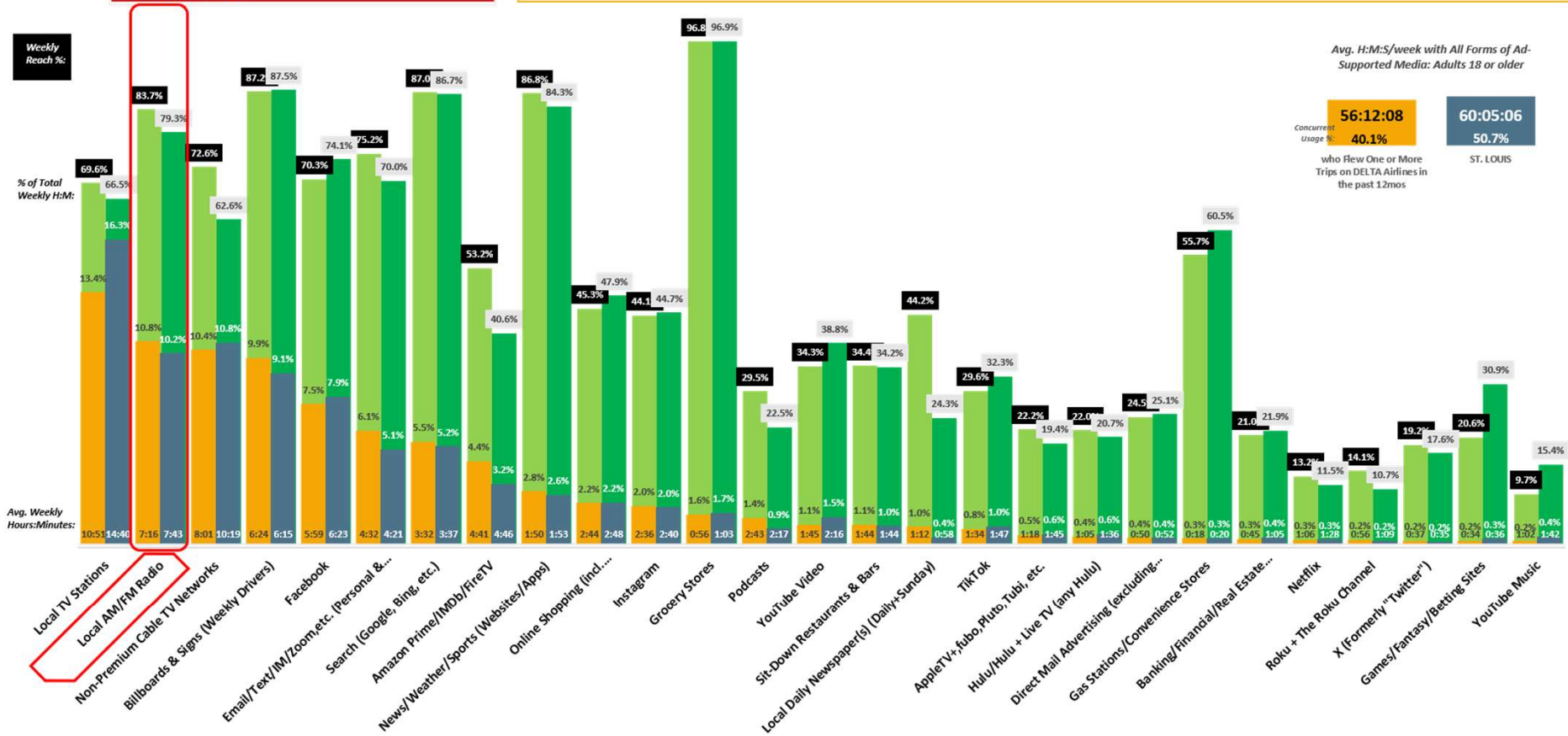


Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 5 hours, 49 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 77.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported





Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 8 hours, 12 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
 83.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 40.1%

56:12:08

60:05:06

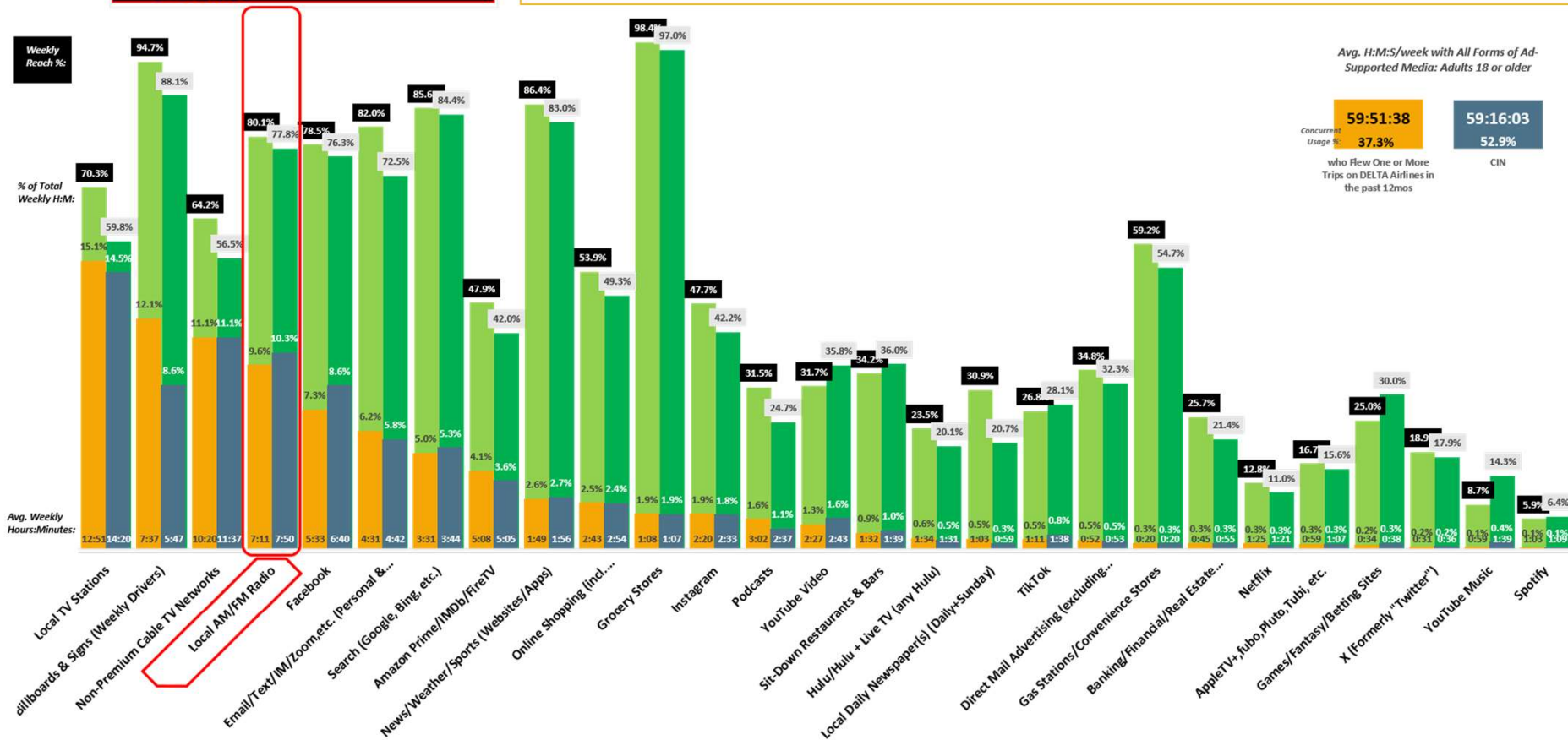
who Flew One or More Trips on DELTA Airlines in the past 12mos

ST. LOUIS

who Flew One or More Trips on DELTA Airlines in the past 12mos ST. LOUIS

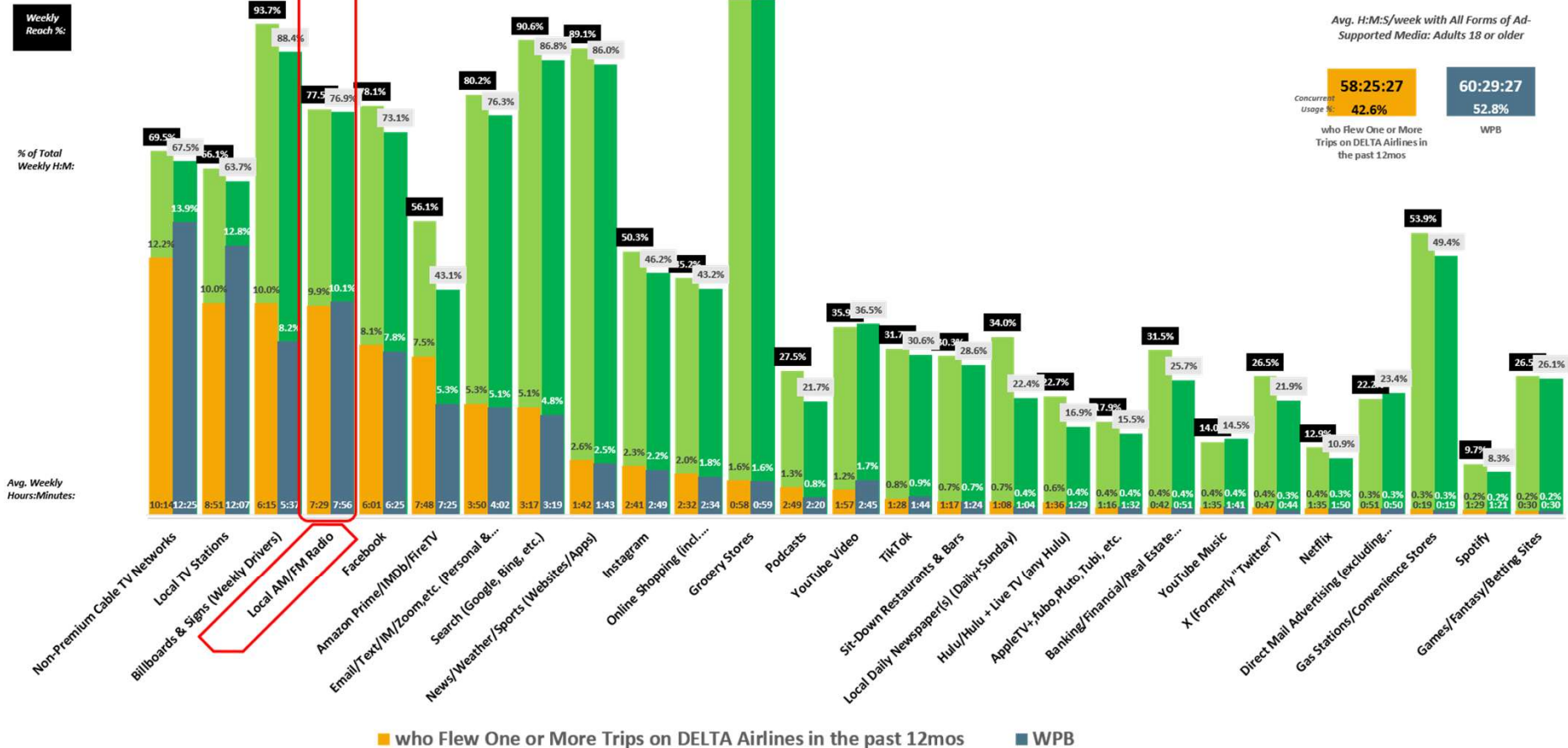


Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 11 hours, 51 minutes and 38 seconds each week with All Forms of Ad-Supported Media.
 80.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported





Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 2 days, 10 hours, 25 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported

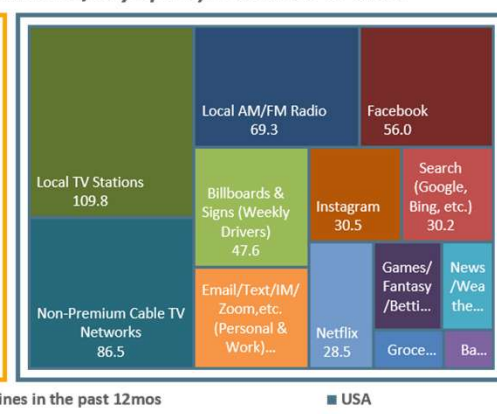
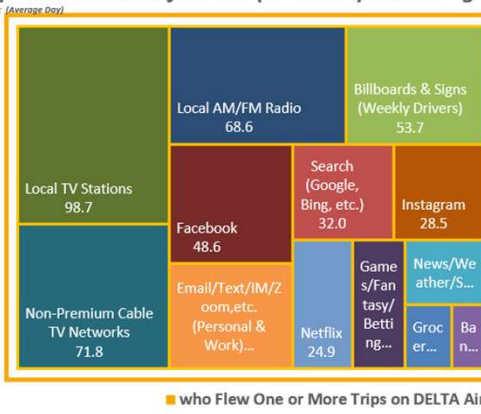
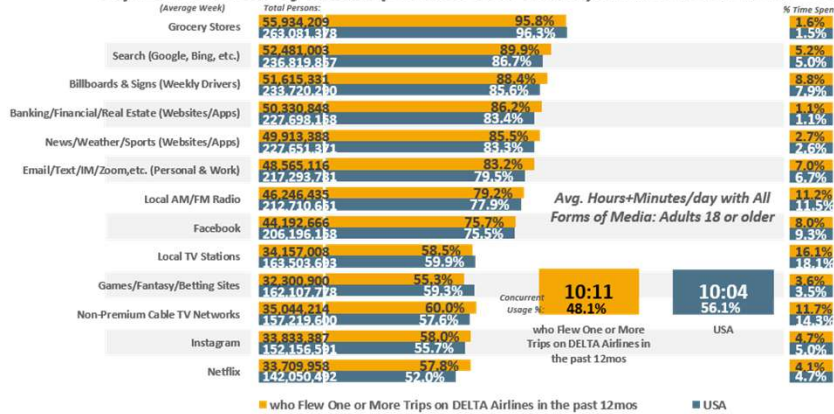




Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 60. minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

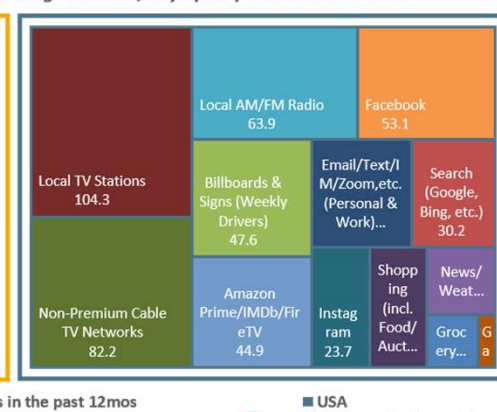
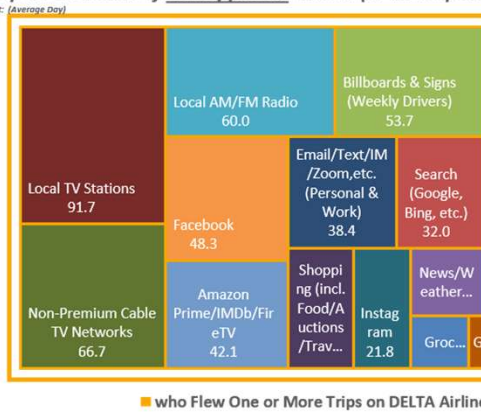
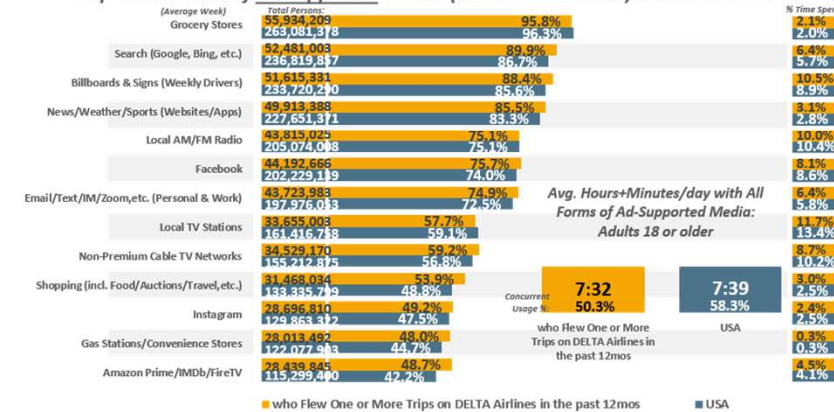
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

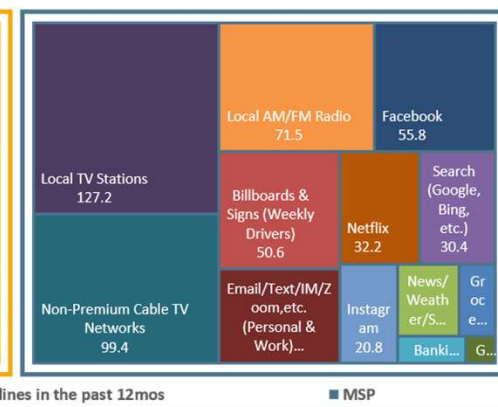
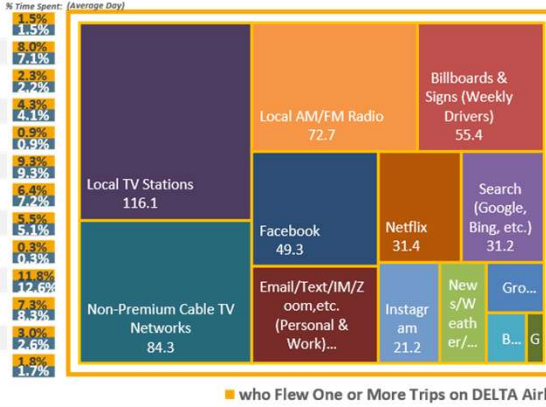
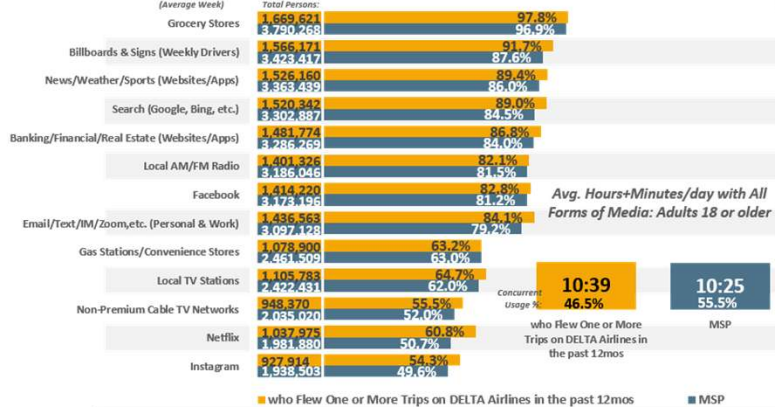




Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day.(Local Radio delivers 10.6% of Time with Ad-Supported Media.)

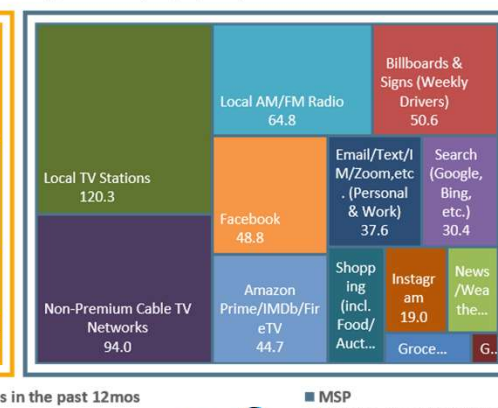
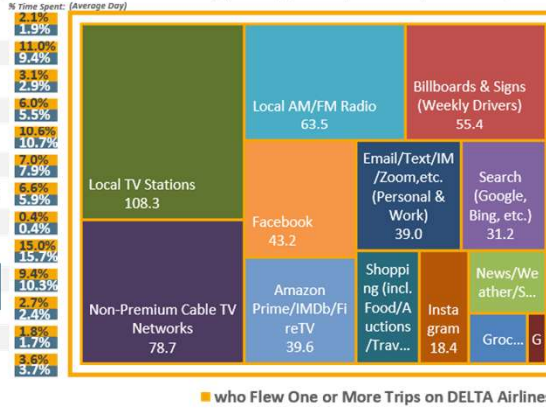
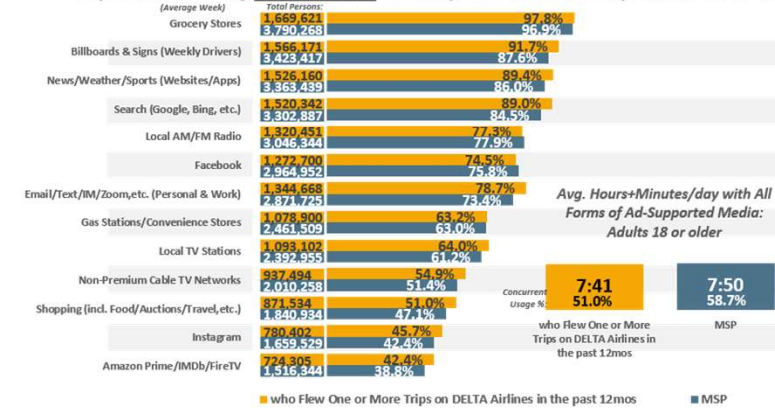
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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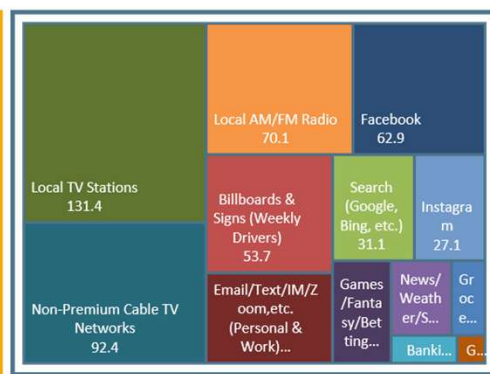
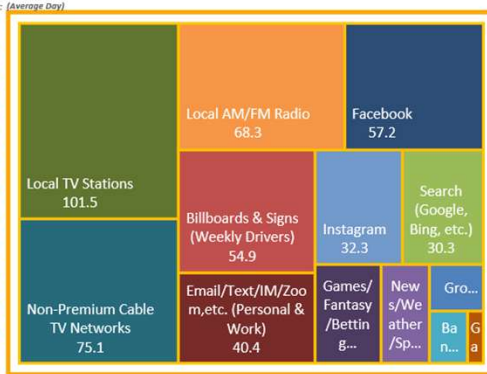
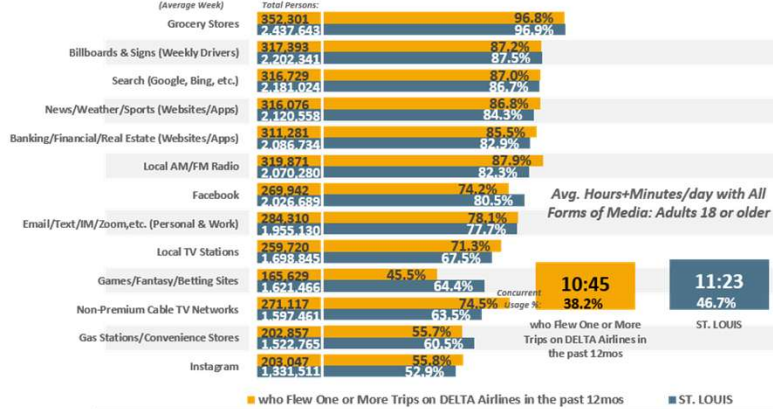
Flew One or More Trips on DELTA Airlines in the past 12 months



Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

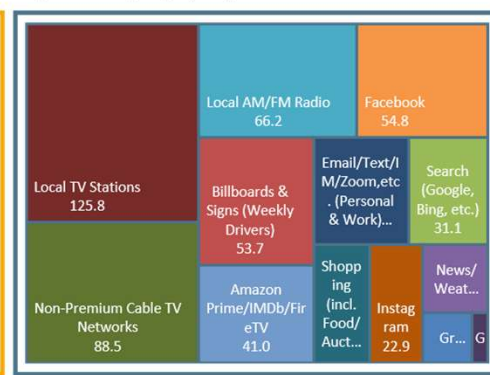
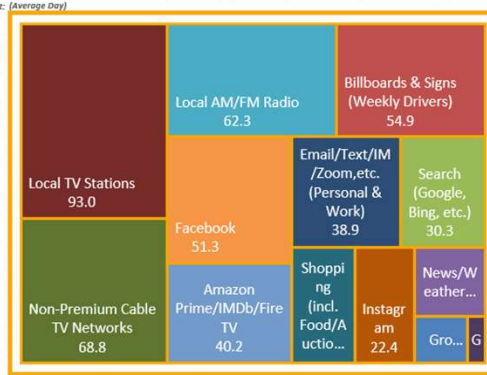
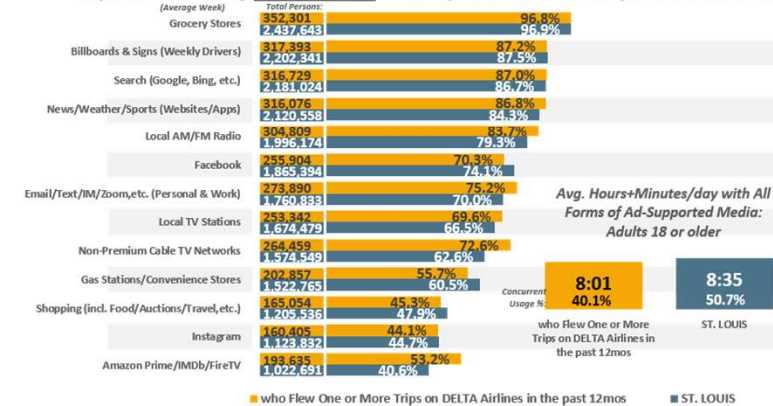
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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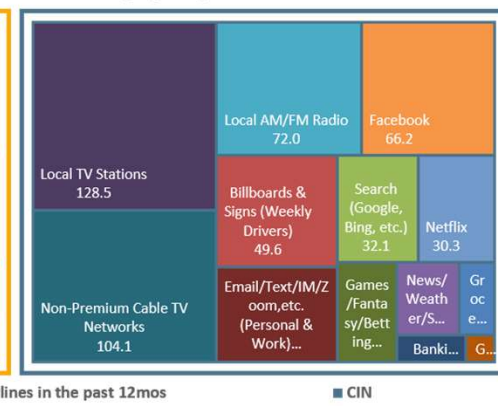
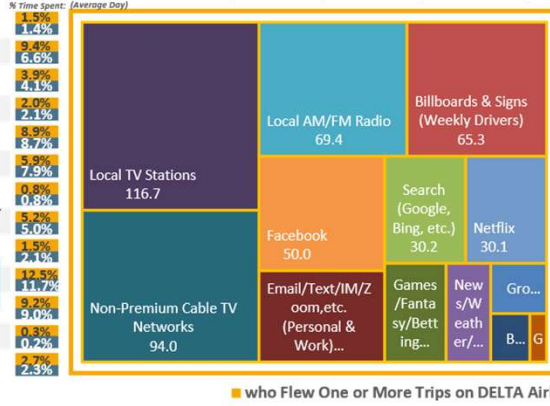
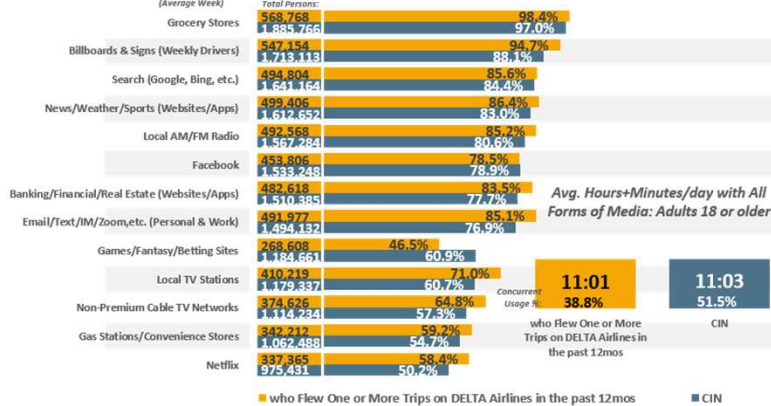
Flew One or More Trips on DELTA Airlines in the past 12 months



Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

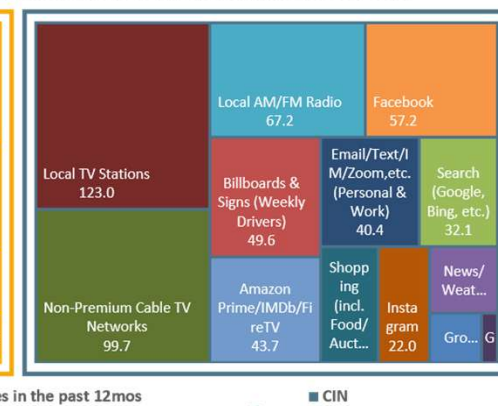
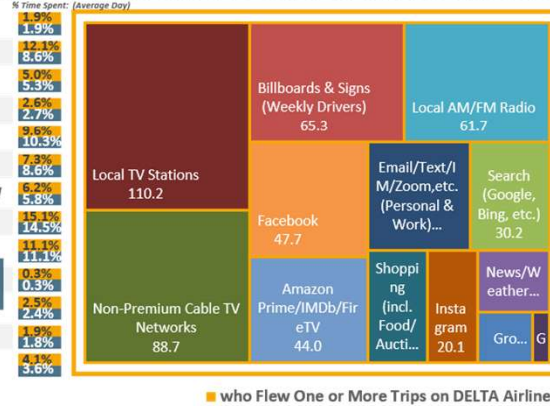
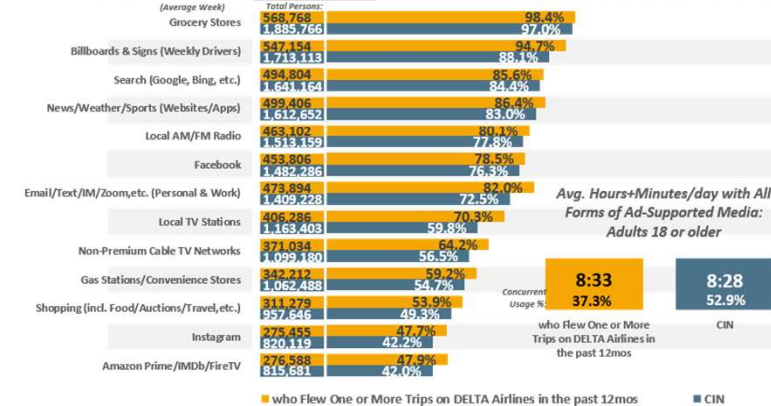
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

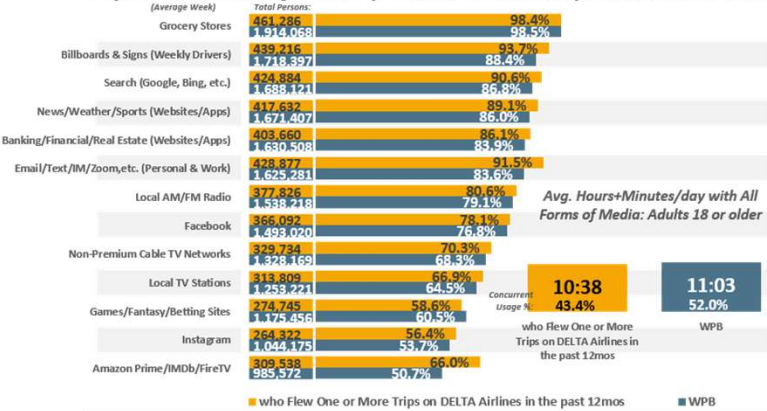
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



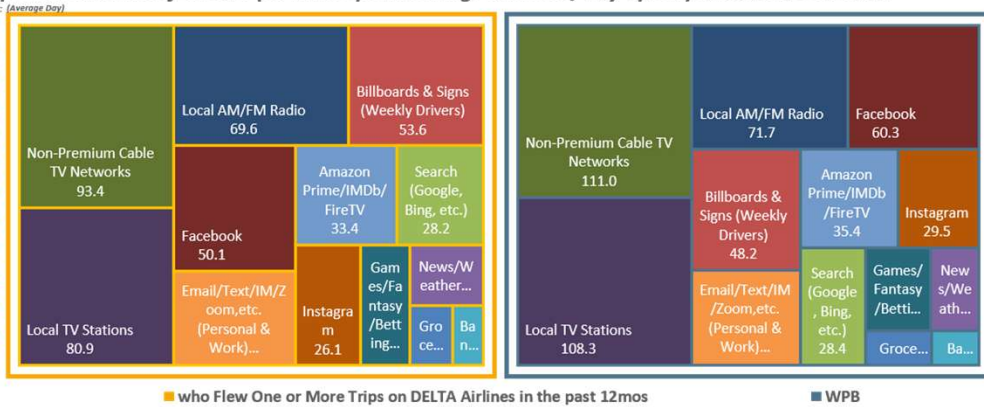


Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

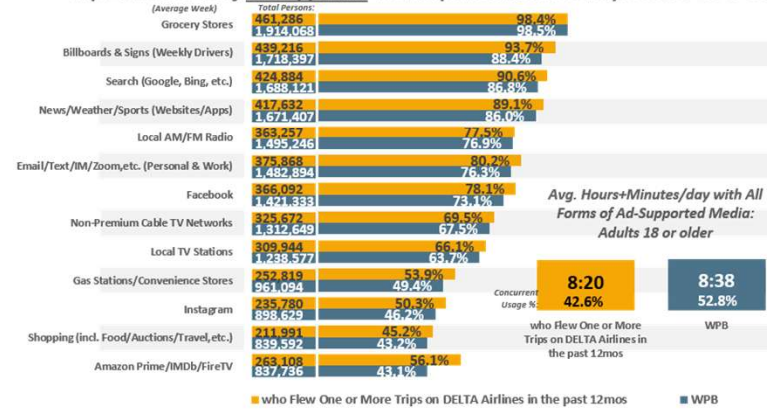
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



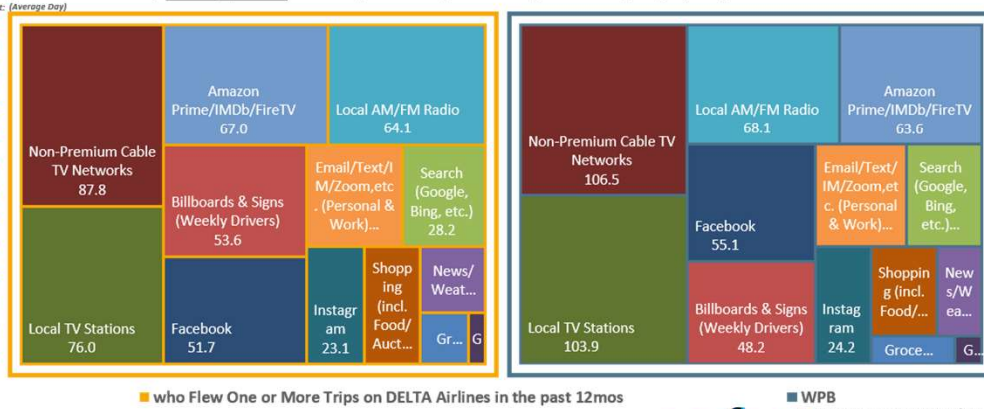
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 637
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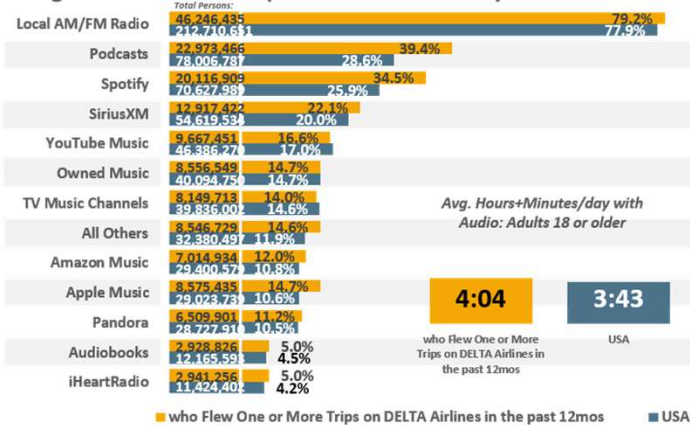
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

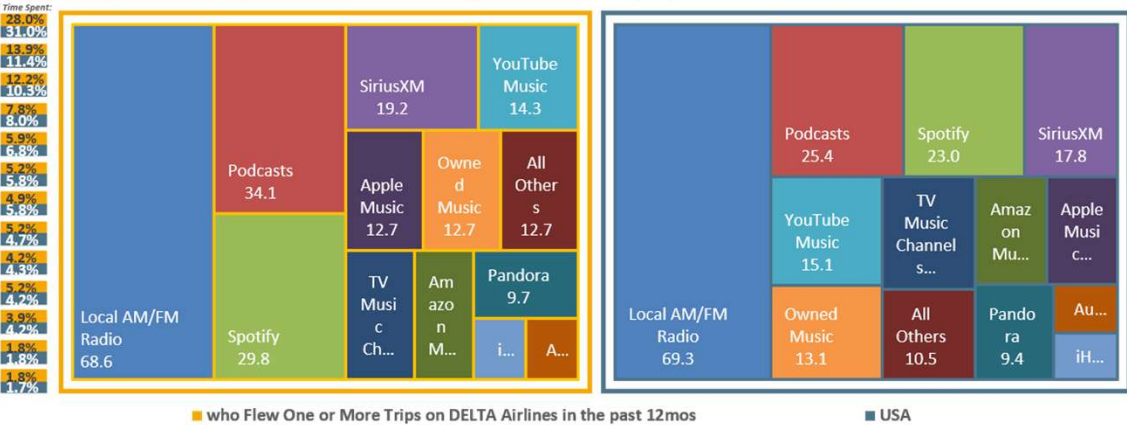


43,815,025 or 75.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

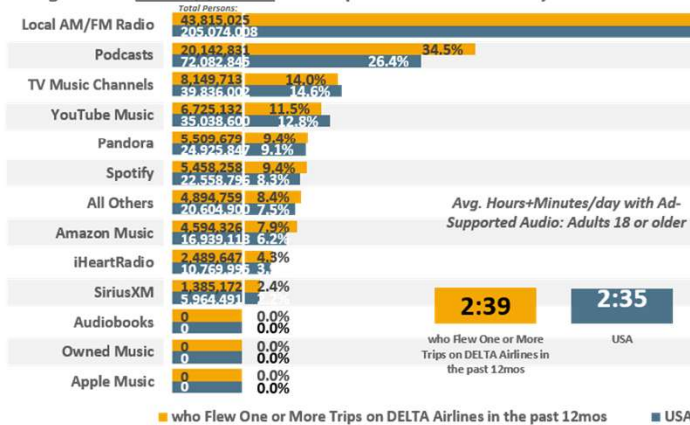
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



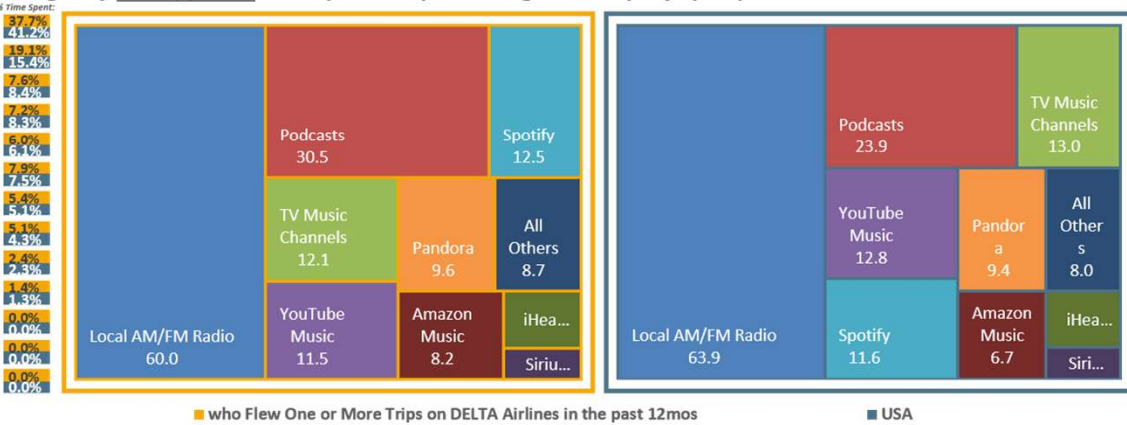
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan 25-Mar26 Qual Intab 5,541
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

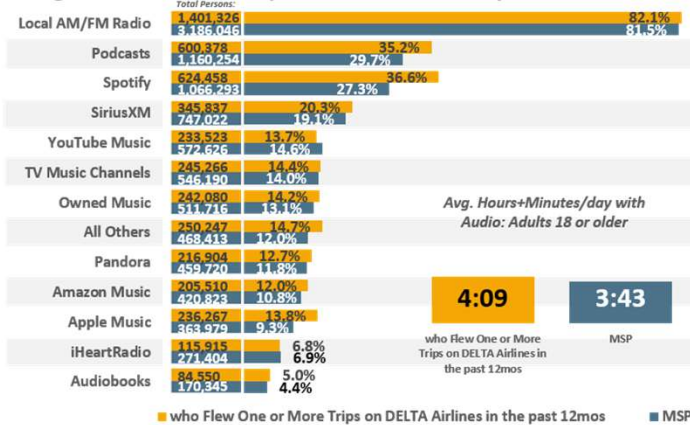
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

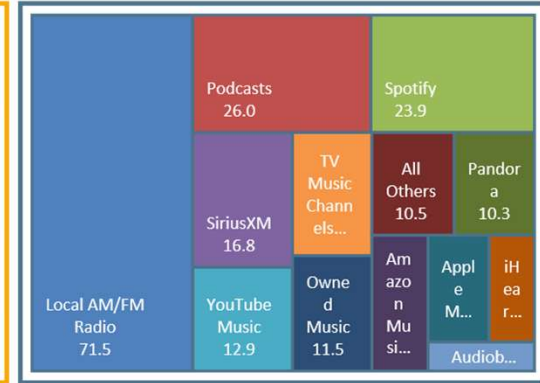
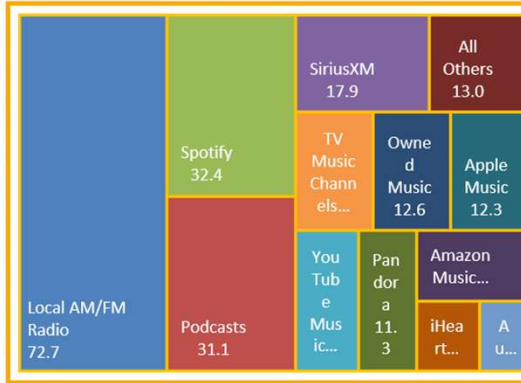


1,320,451 or 77.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

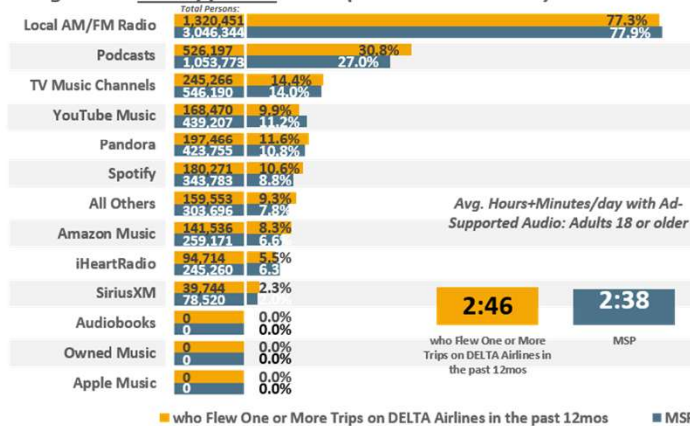
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



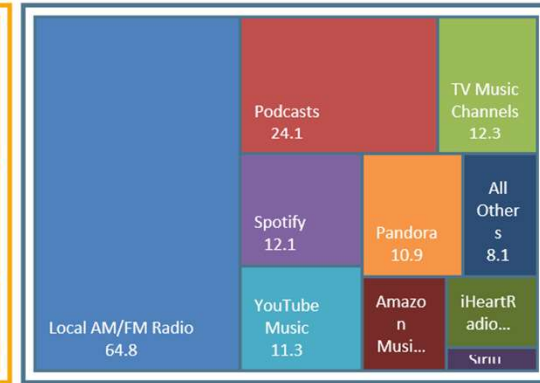
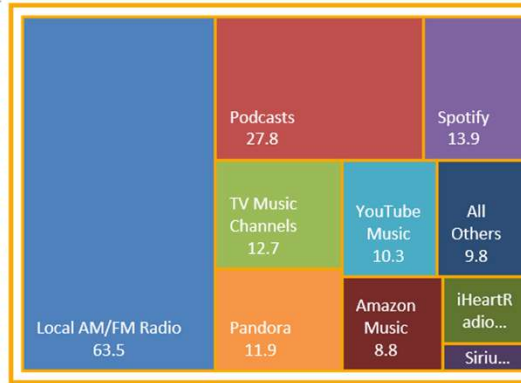
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



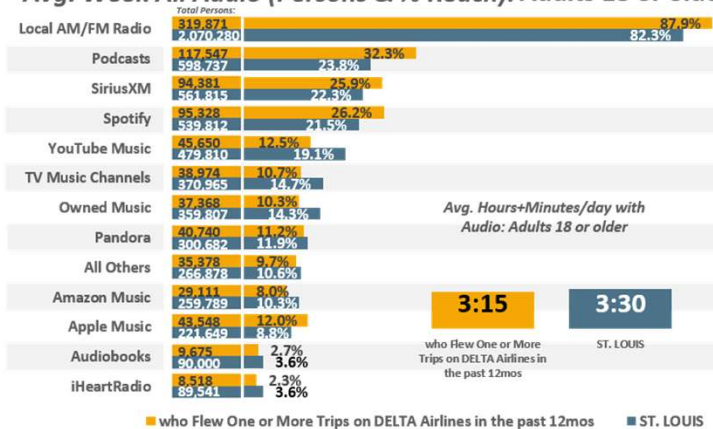
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



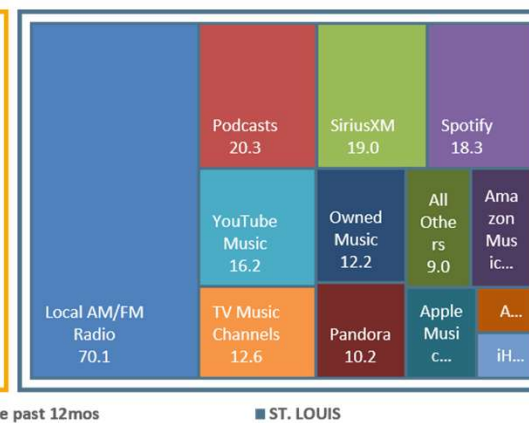
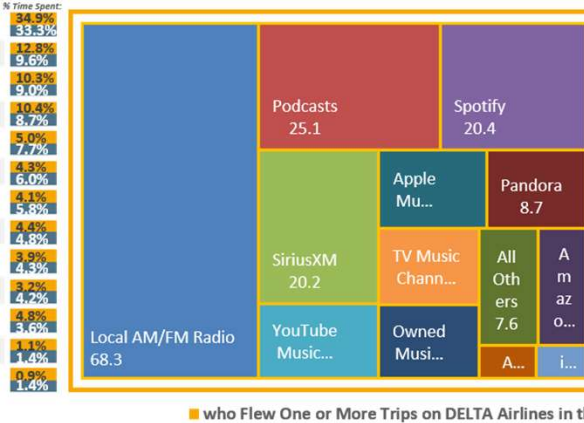


304,809 or 83.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

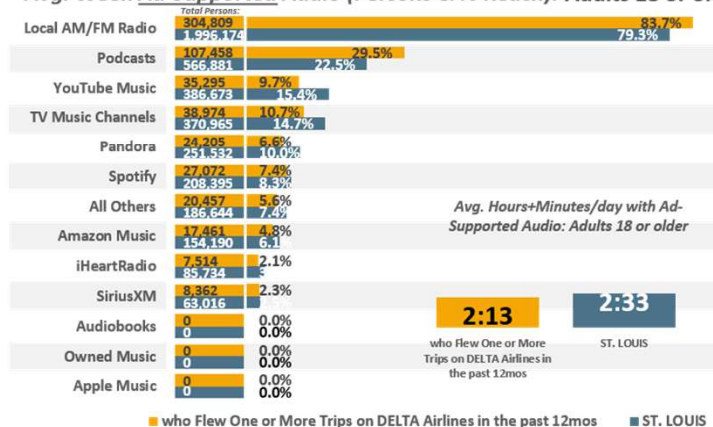
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



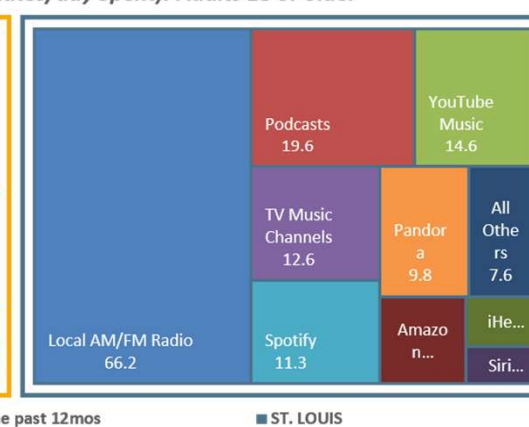
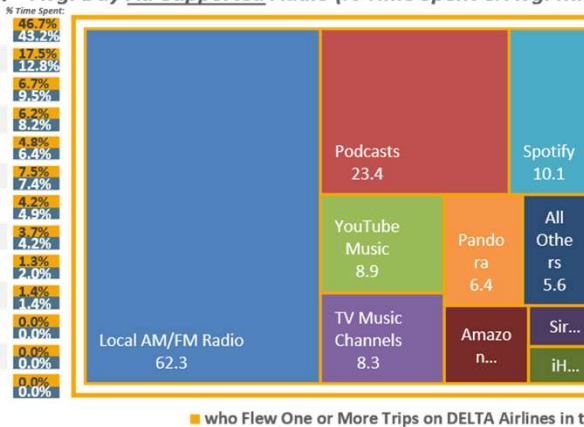
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 288
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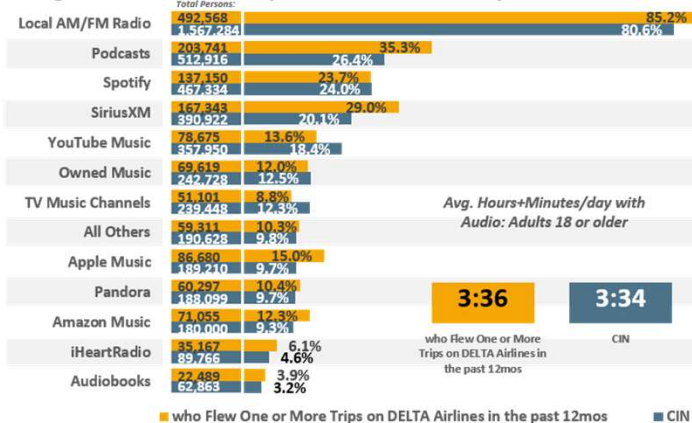
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

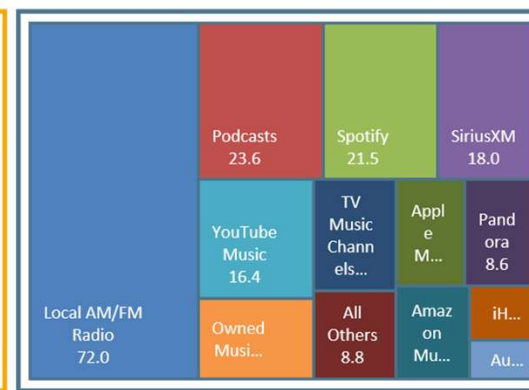
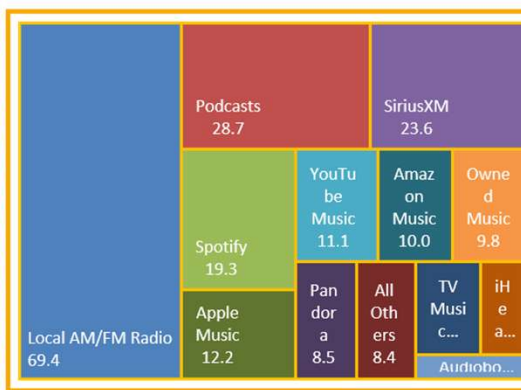


463,102 or 80.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

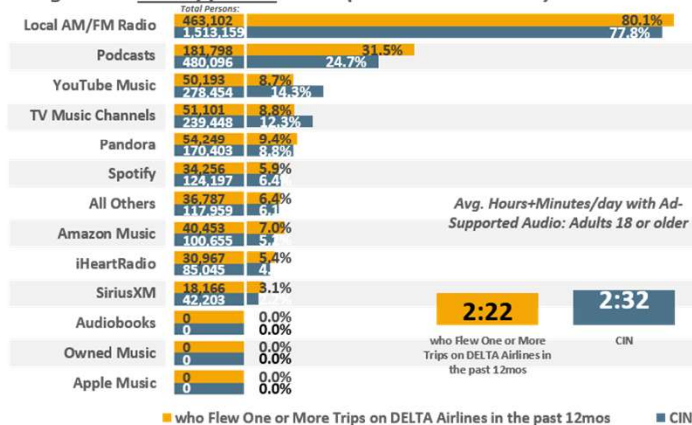
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



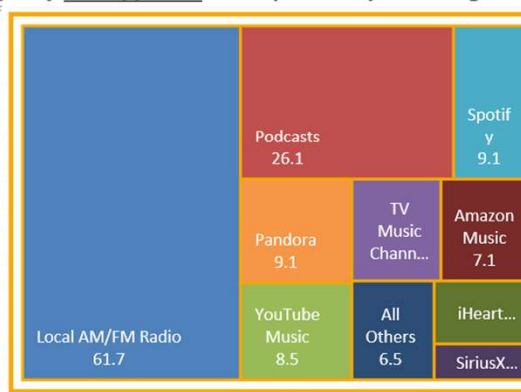
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



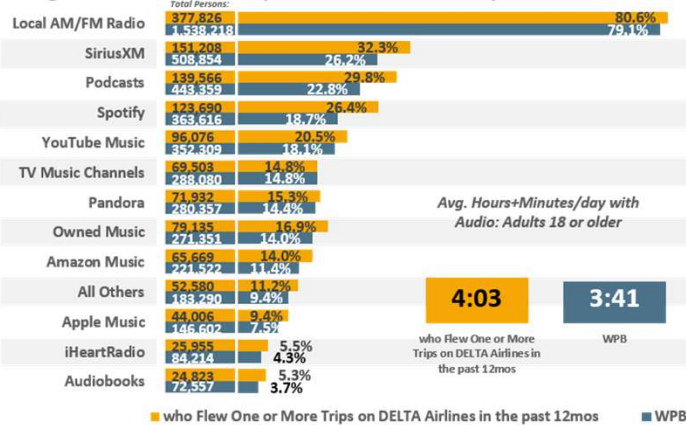
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



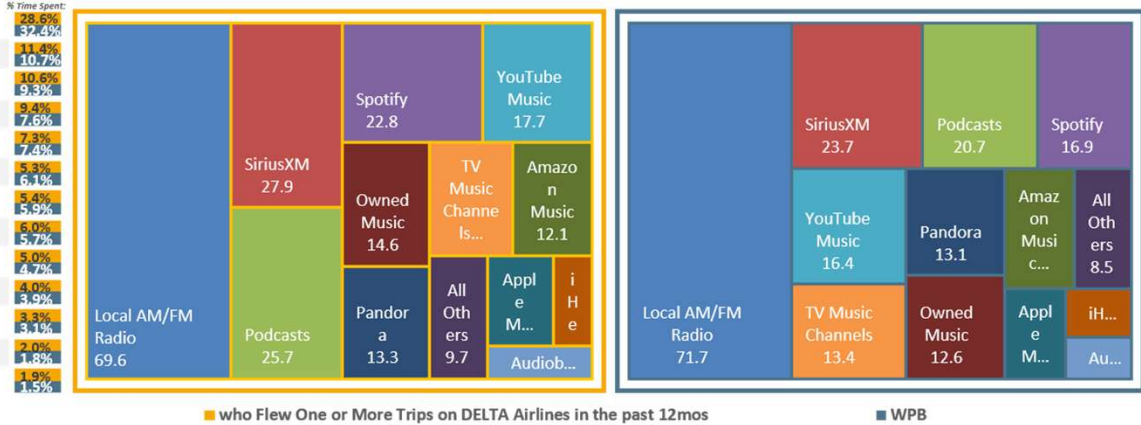


363,257 or 77.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

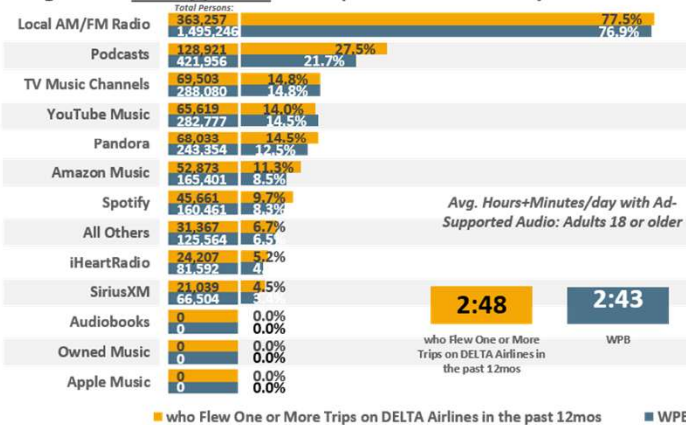
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



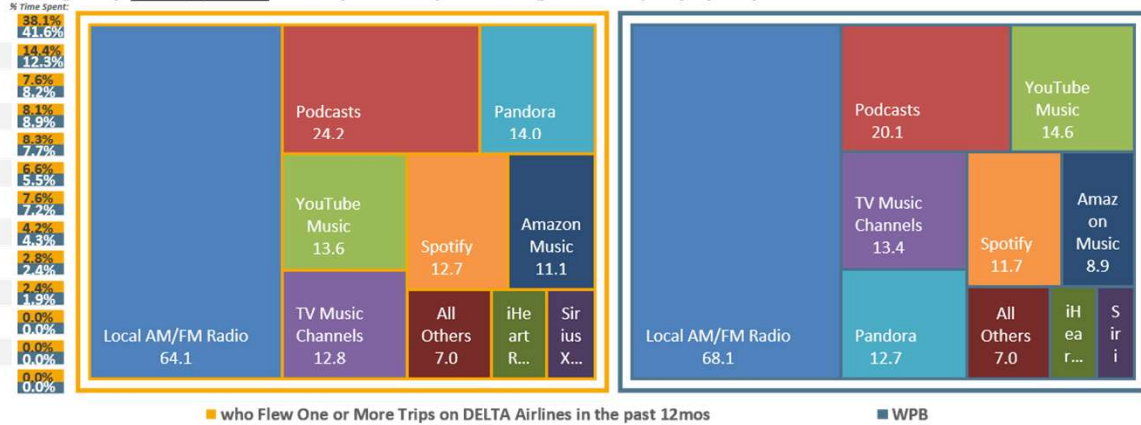
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

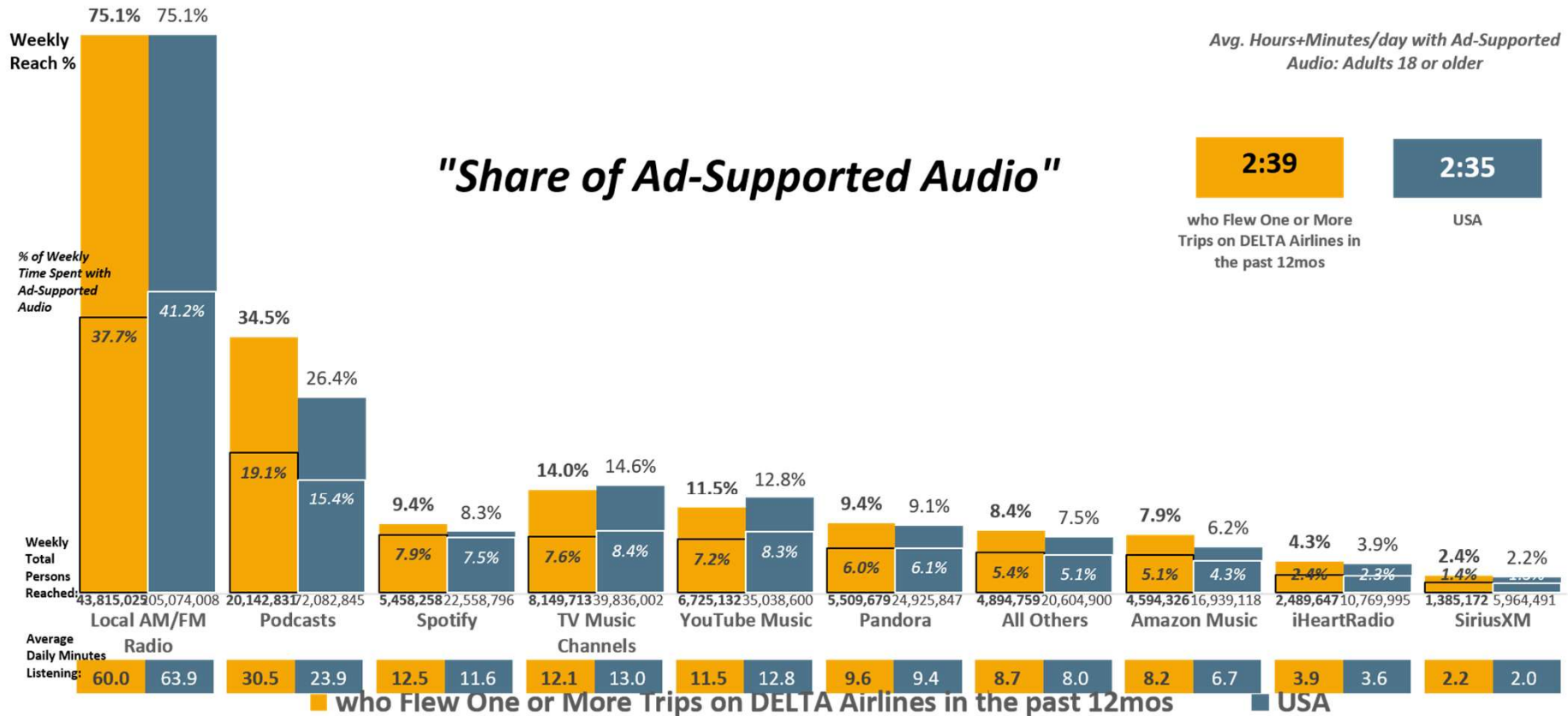


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





43,815,025 or 75.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.





1,320,451 or 77.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.3% 77.9%

Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"

2:46

2:38

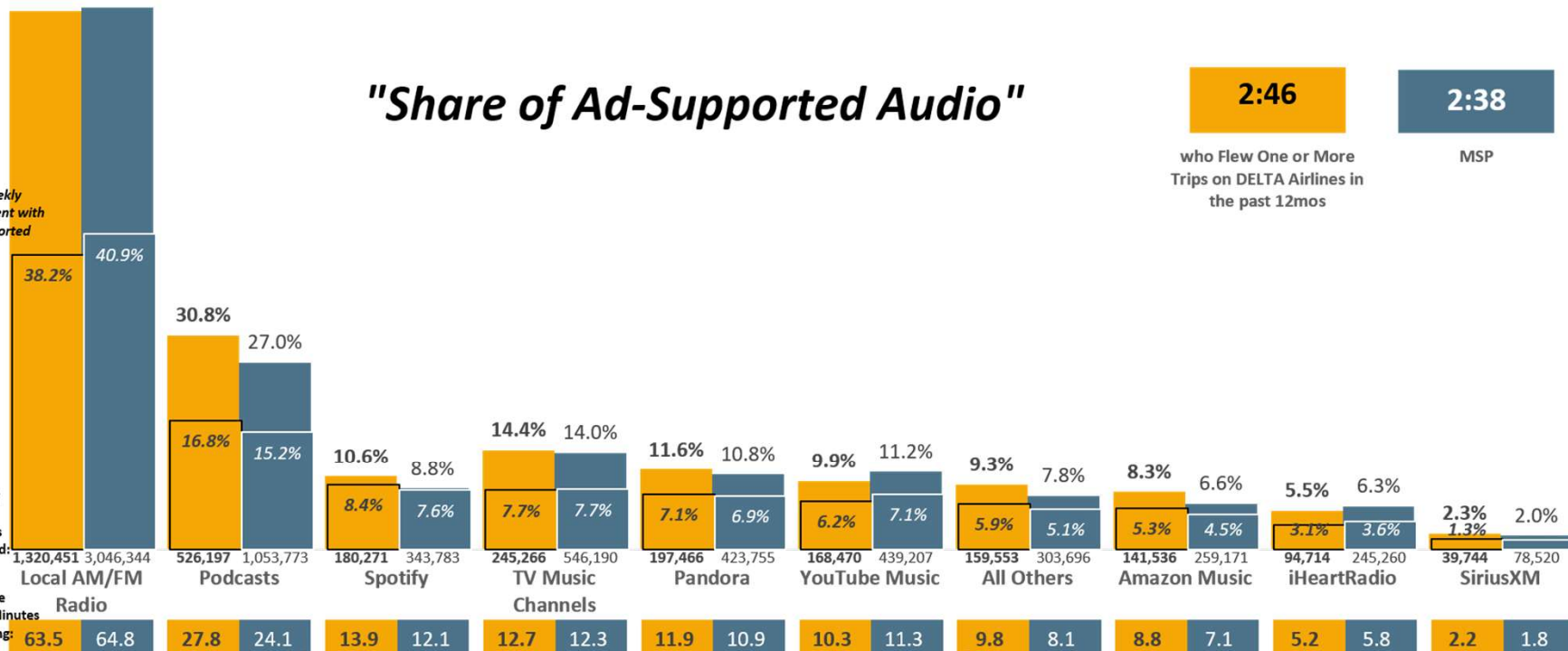
who Flew One or More
Trips on DELTA Airlines in
the past 12mos

MSP

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached:

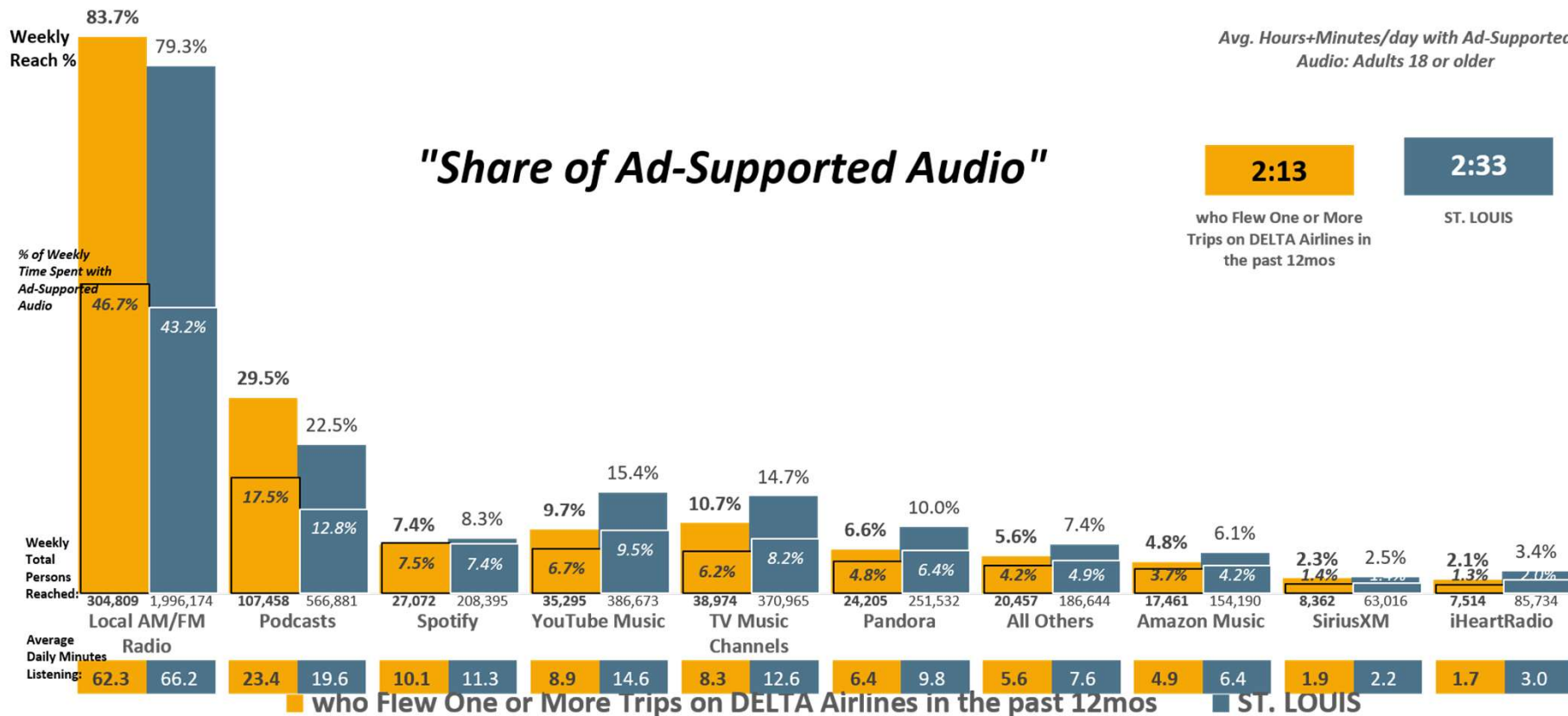
Average
Daily Minutes
Listening:



who Flew One or More Trips on DELTA Airlines in the past 12mos MSP

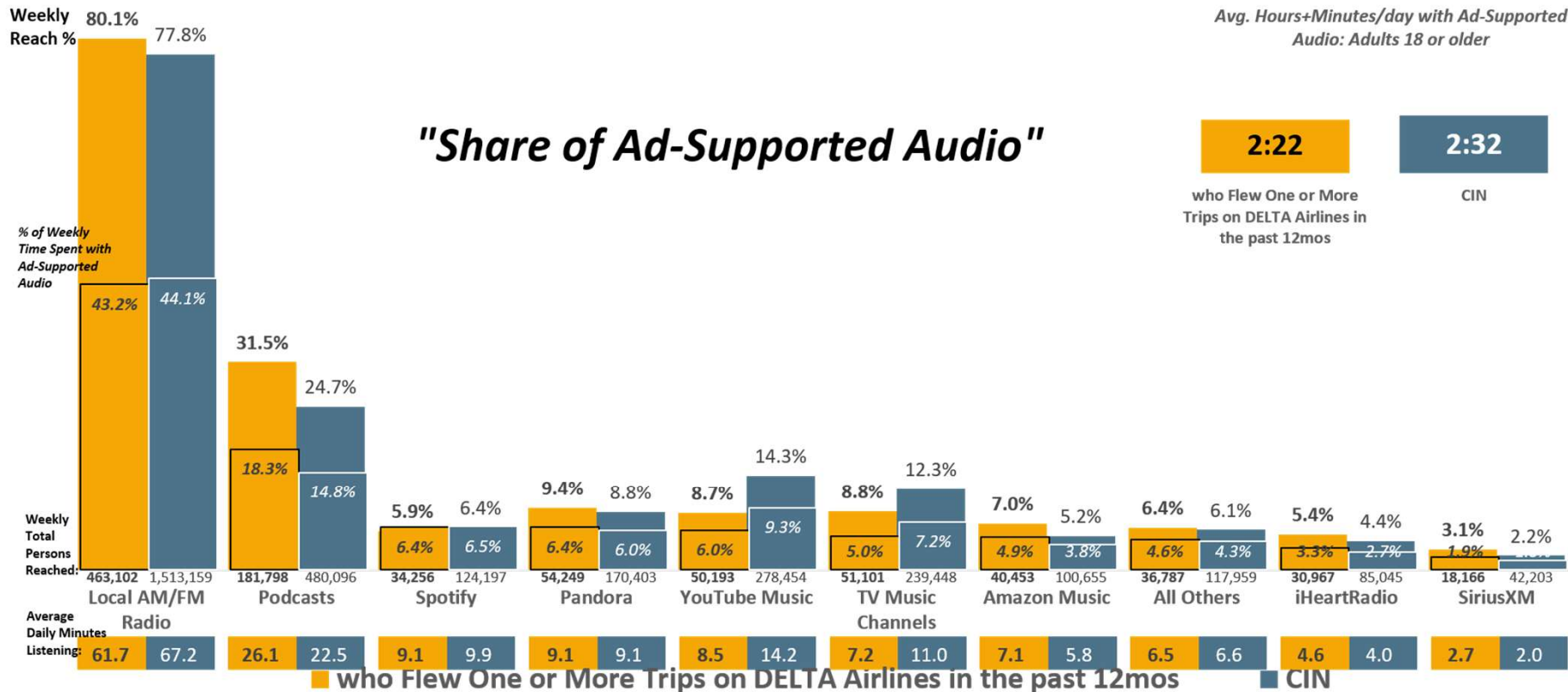


304,809 or 83.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.





463,102 or 80.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.





363,257 or 77.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.5% 76.9%

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

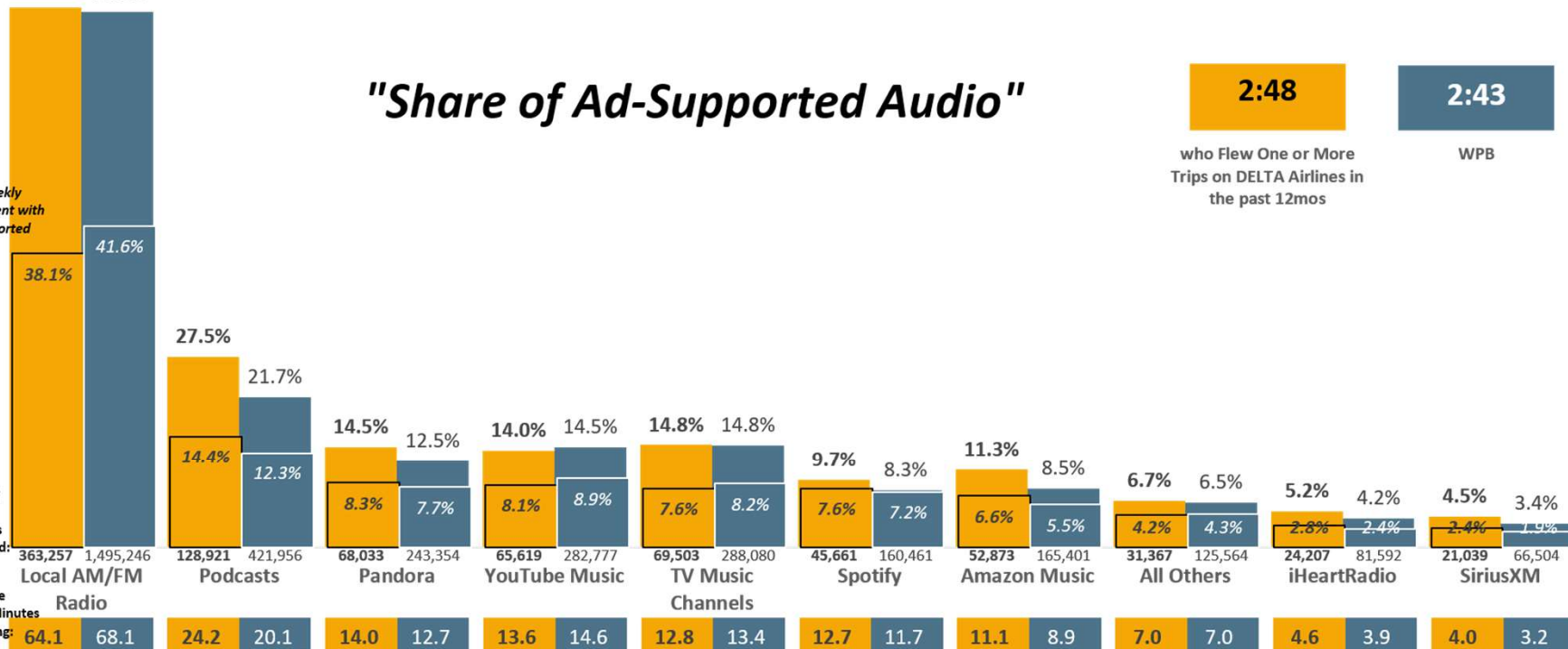
"Share of Ad-Supported Audio"



% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

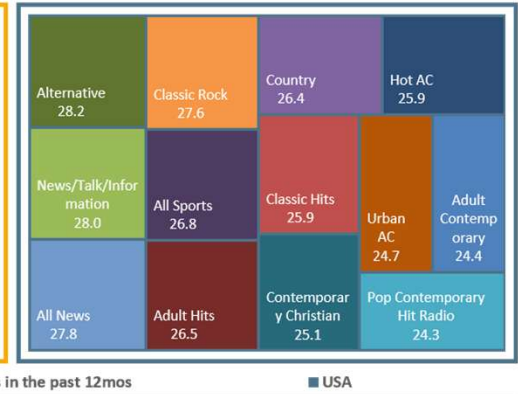
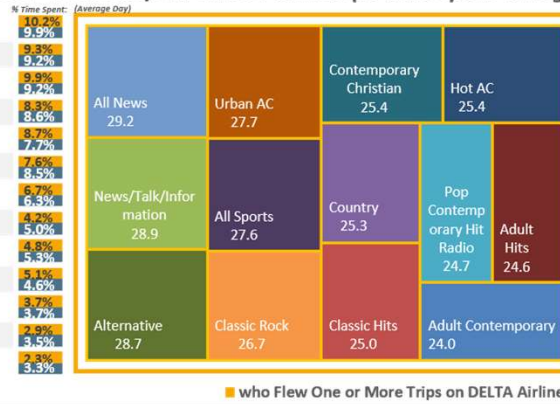
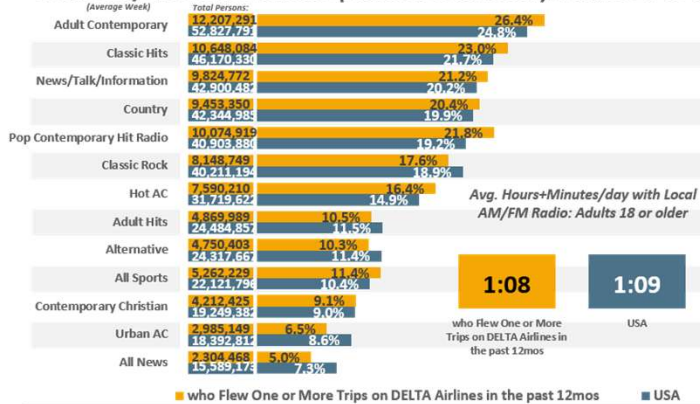


■ who Flew One or More Trips on DELTA Airlines in the past 12mos ■ WPB

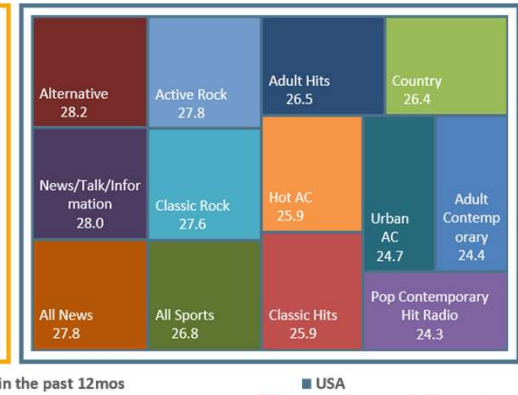
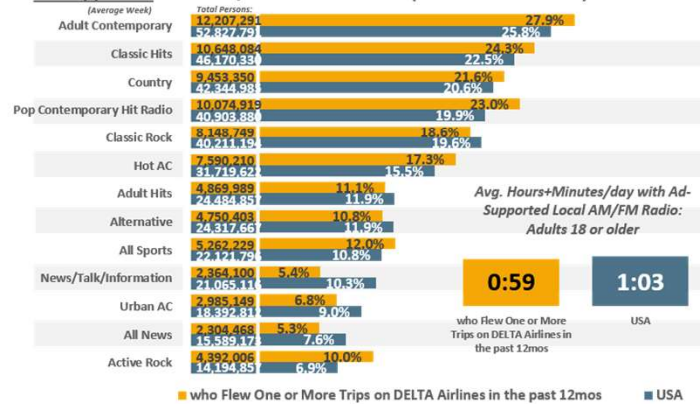


43,815,025 or 75.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Roc

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

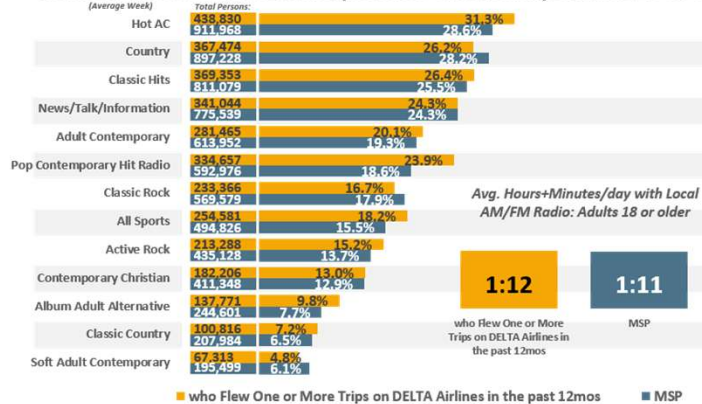
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Flew One or More Trips on DELTA Airlines in the past 12 months

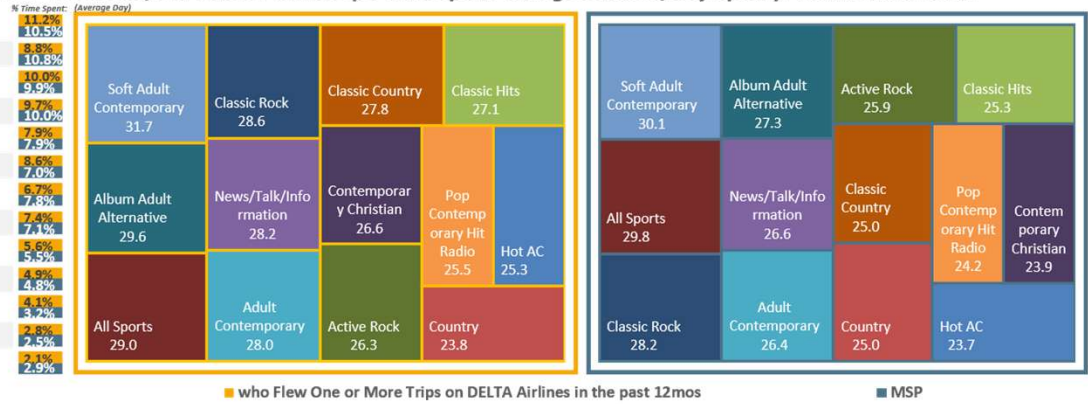


1,320,451 or 77.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Pop Contemporary Hit Radio, and Adult Contemporary.

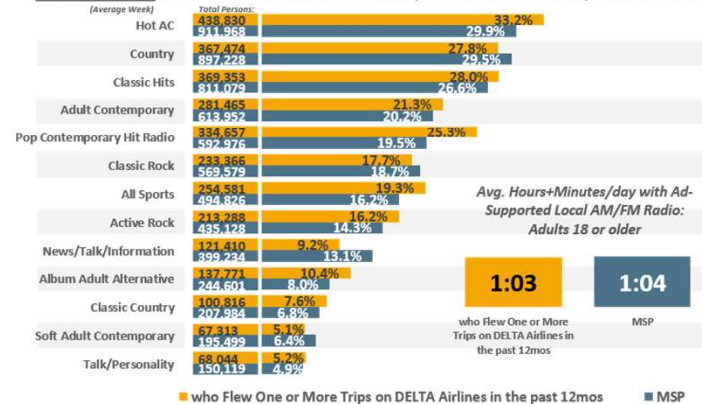
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



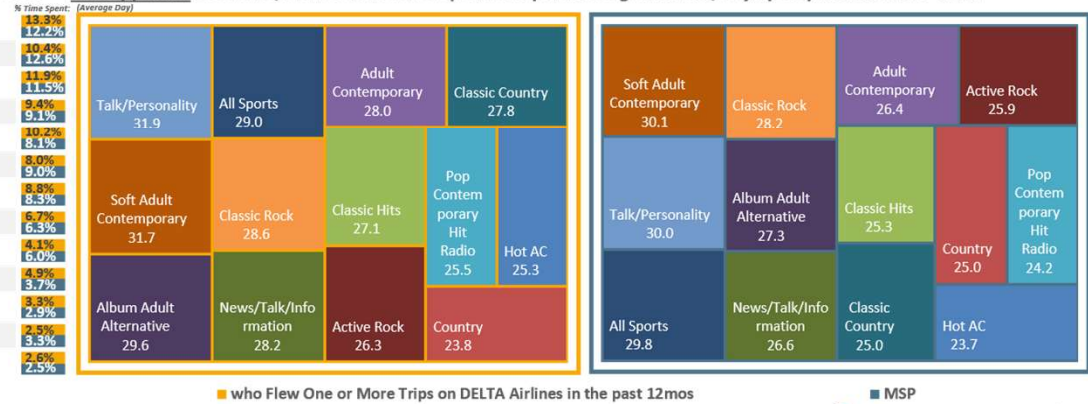
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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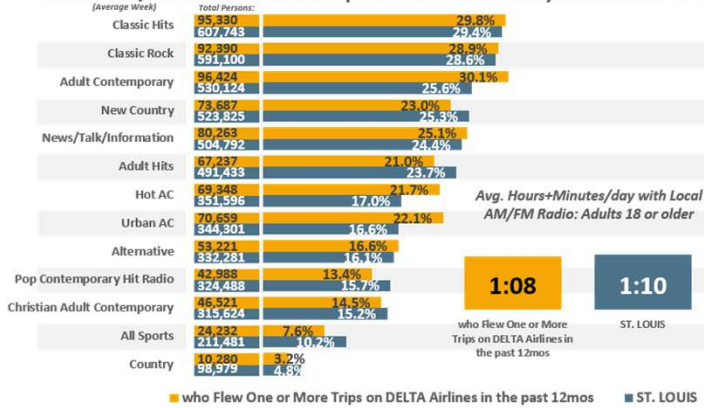
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

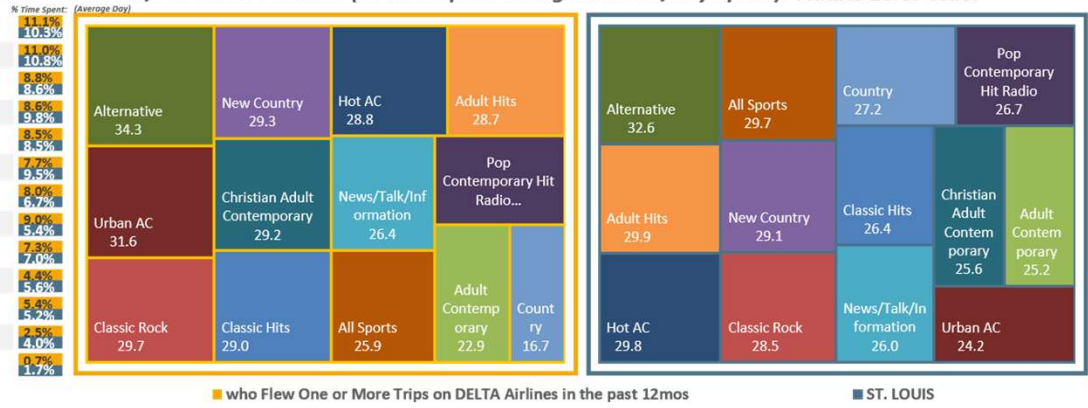


304,809 or 83.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, New Country, and Urban AC.

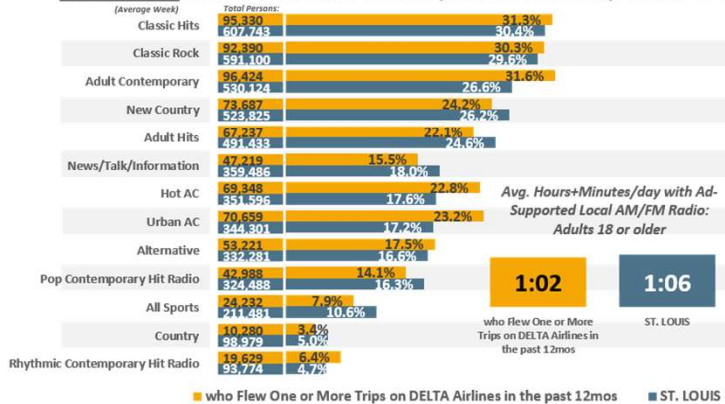
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



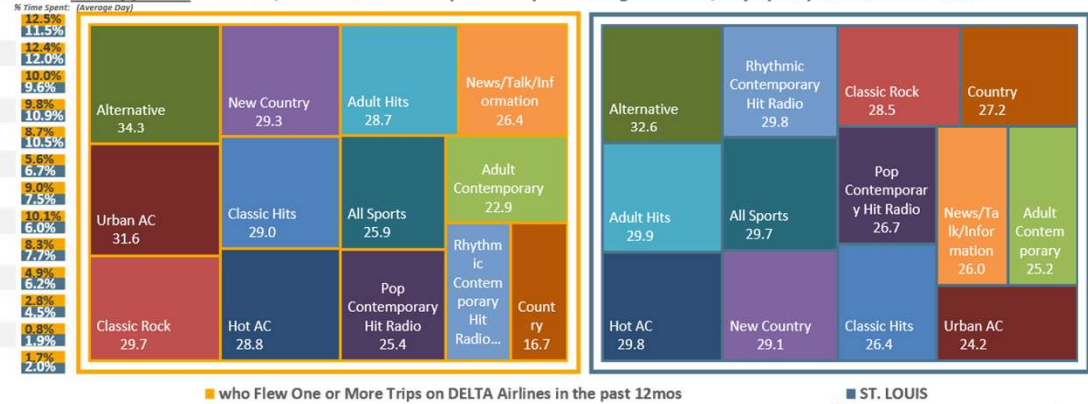
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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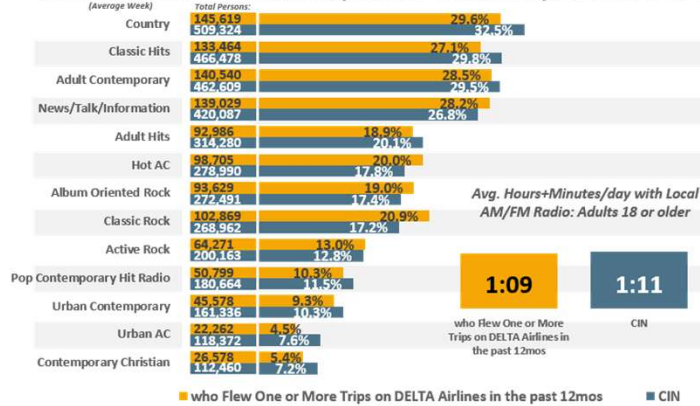
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

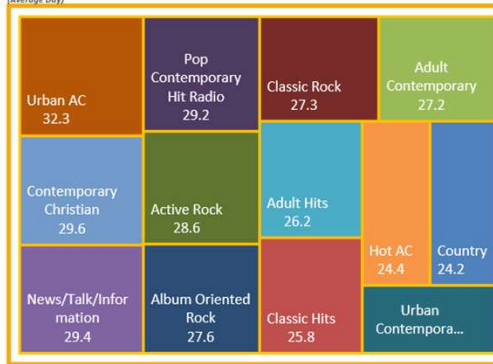


463,102 or 80.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Classic Rock, and Hot AC.

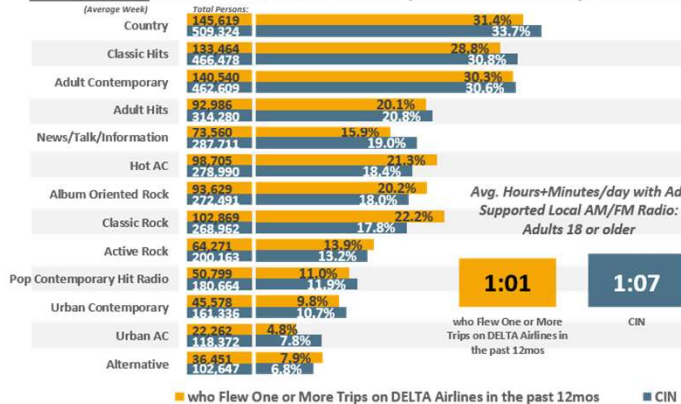
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



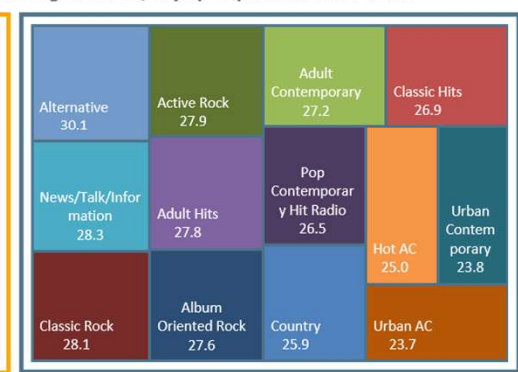
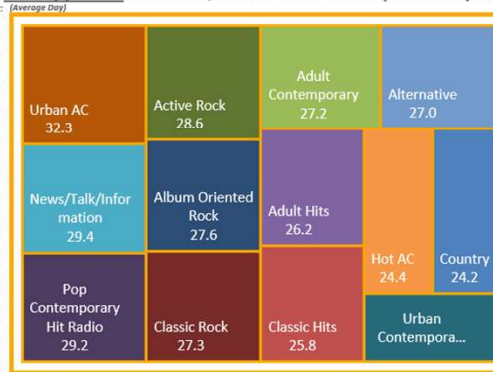
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



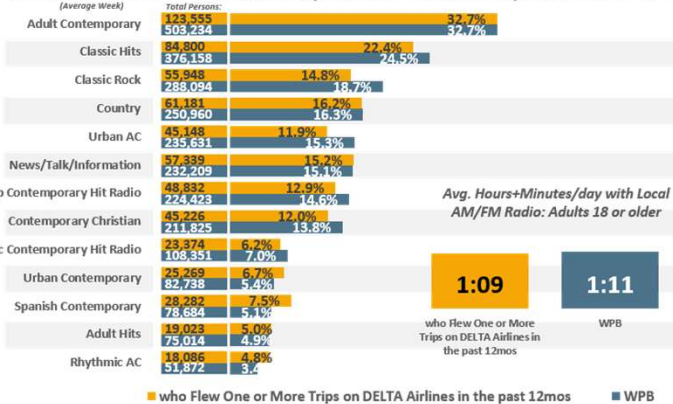
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



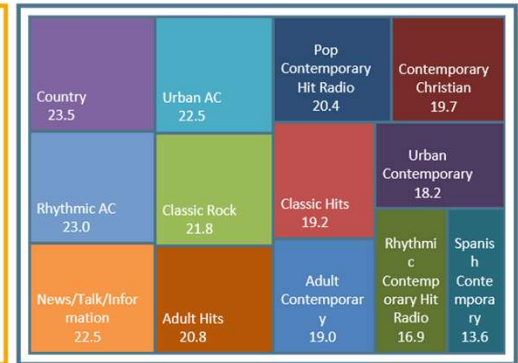
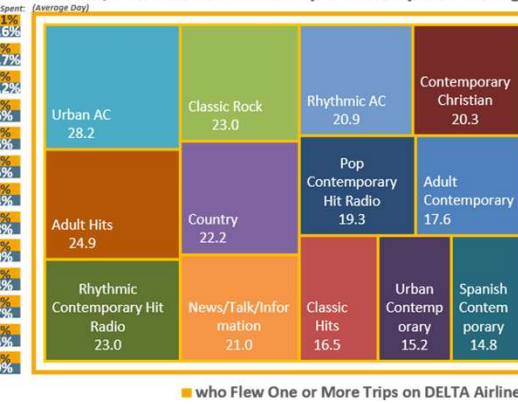


363,257 or 77.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

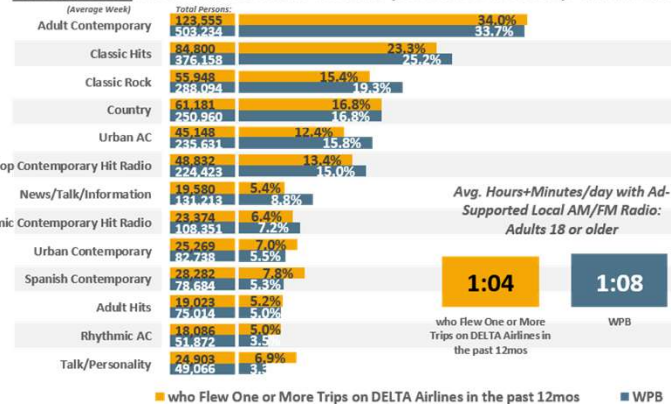
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



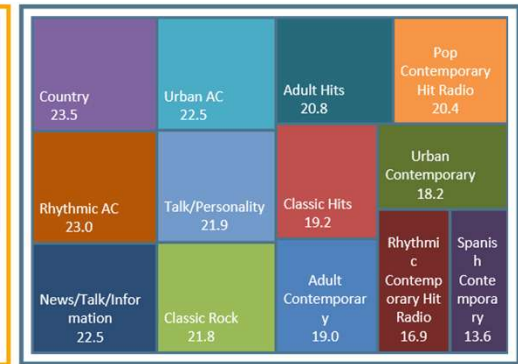
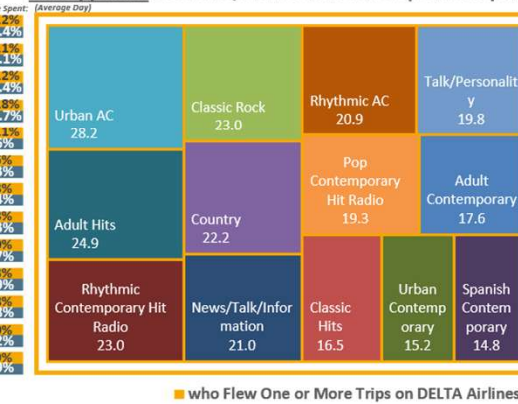
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

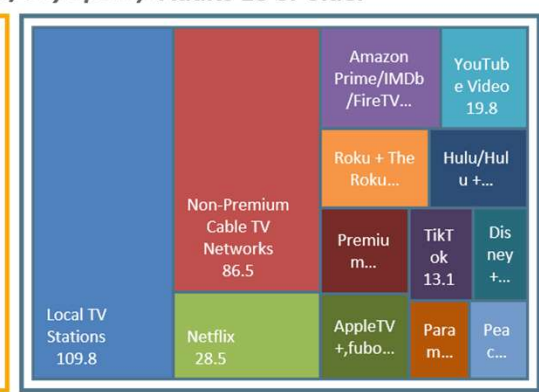
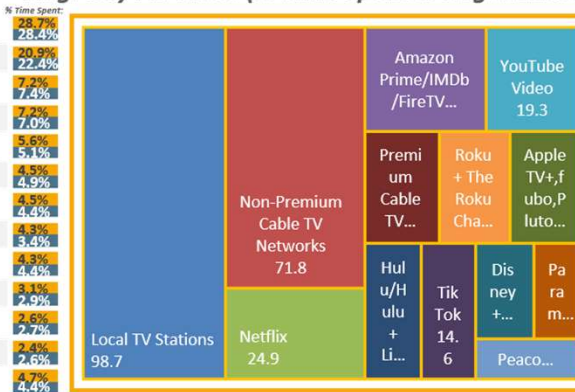
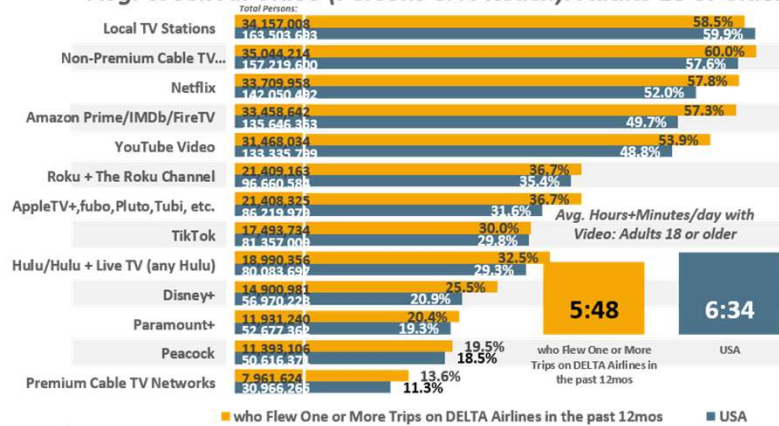




33,655,003 or 57.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

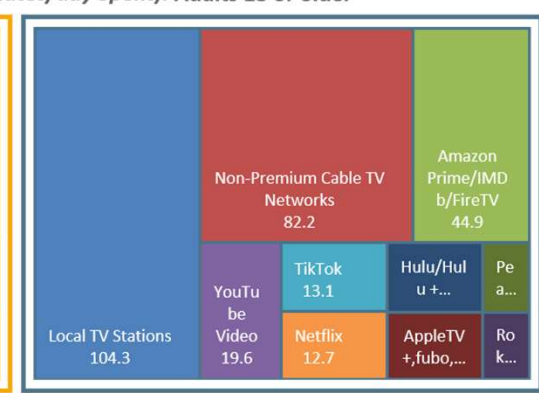
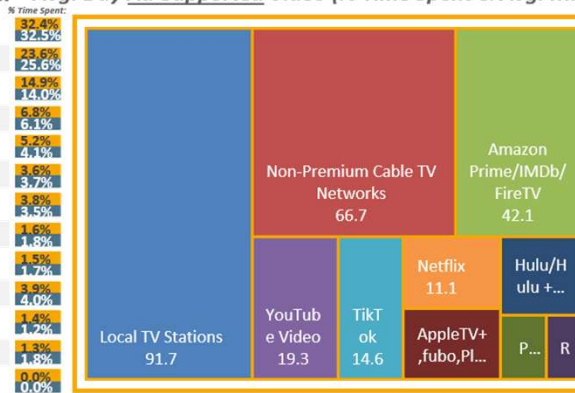
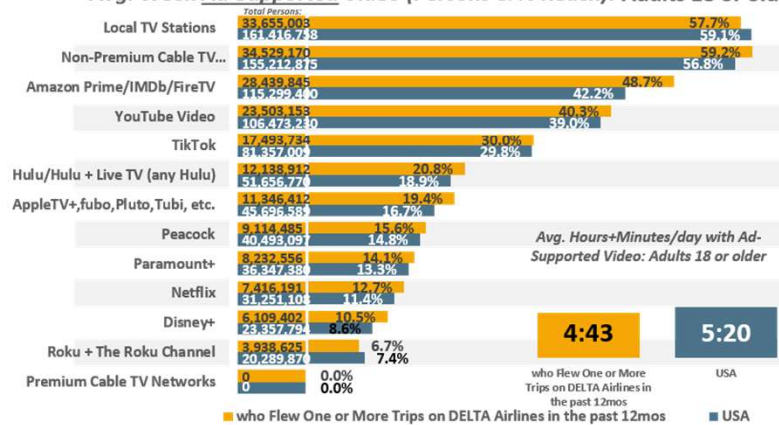
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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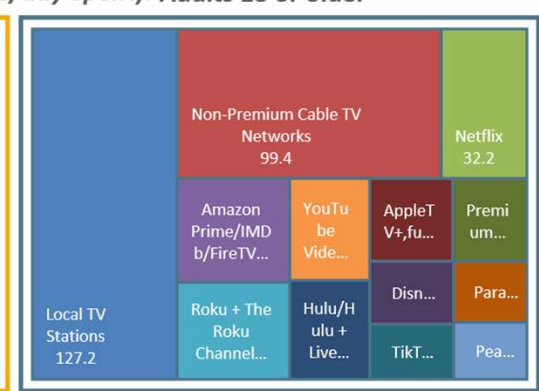
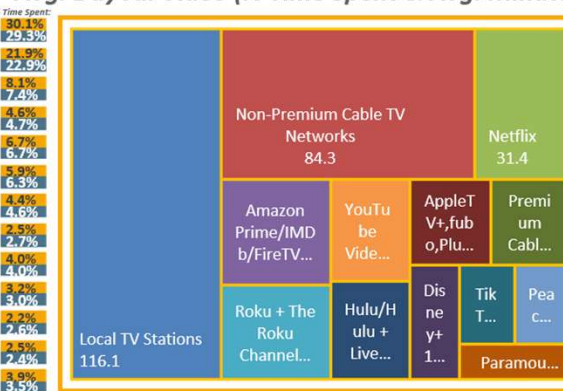
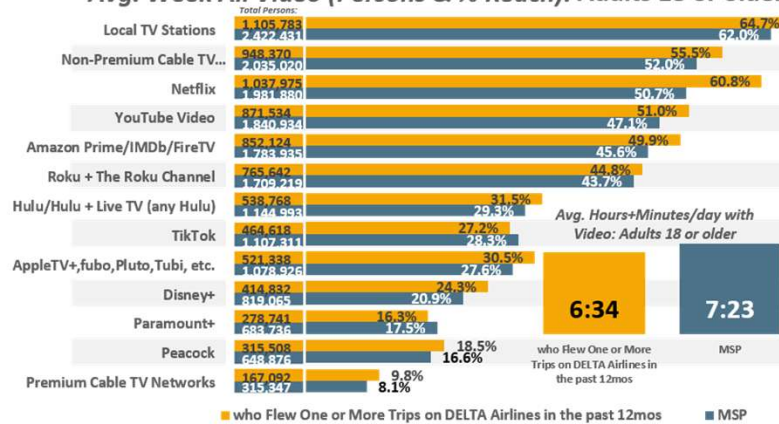
Flew One or More Trips on DELTA Airlines in the past 12 months



1,093,102 or 64.% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 108.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

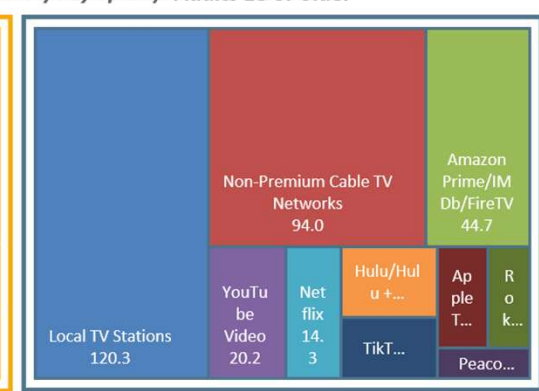
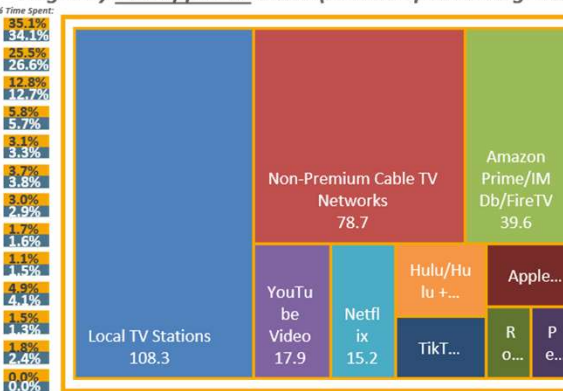
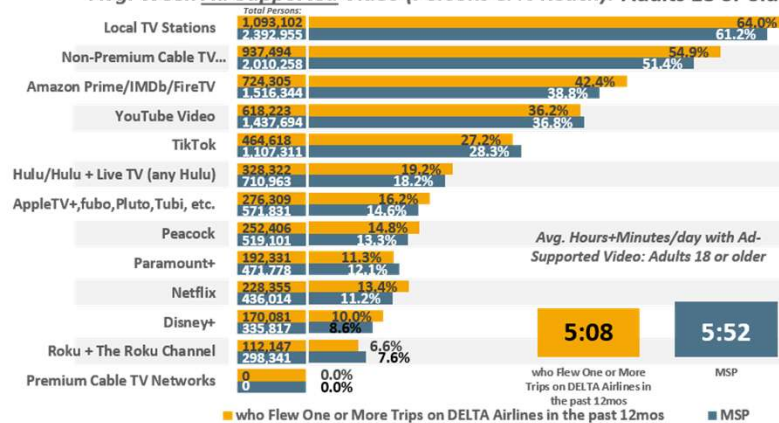
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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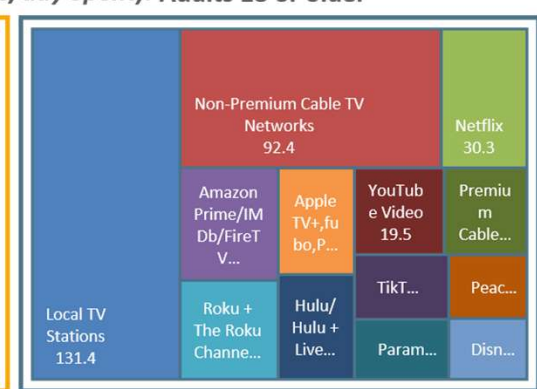
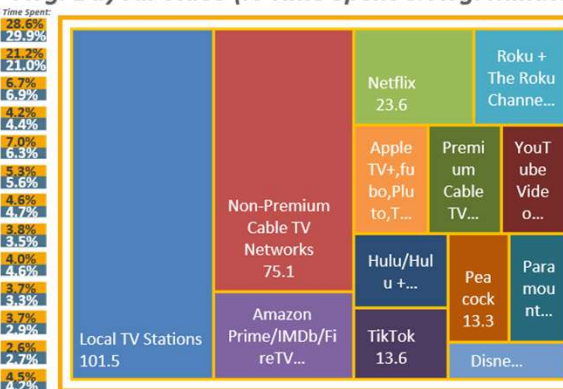
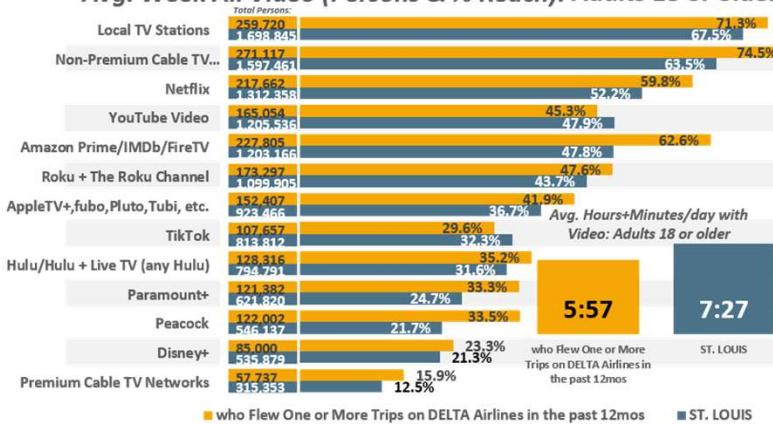
Flew One or More Trips on DELTA Airlines in the past 12 months



253,342 or 69.6% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

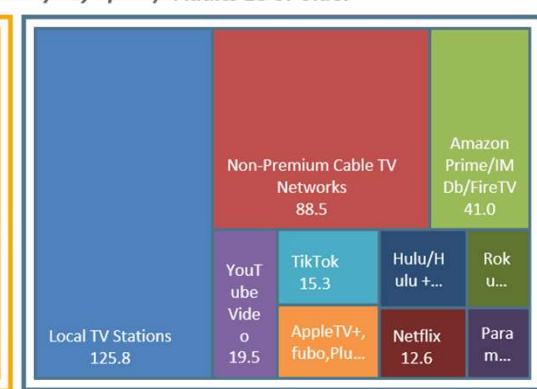
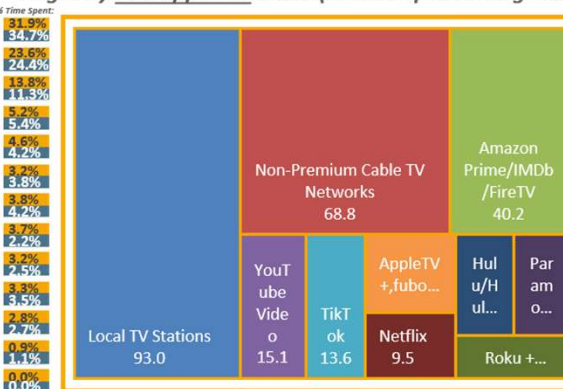
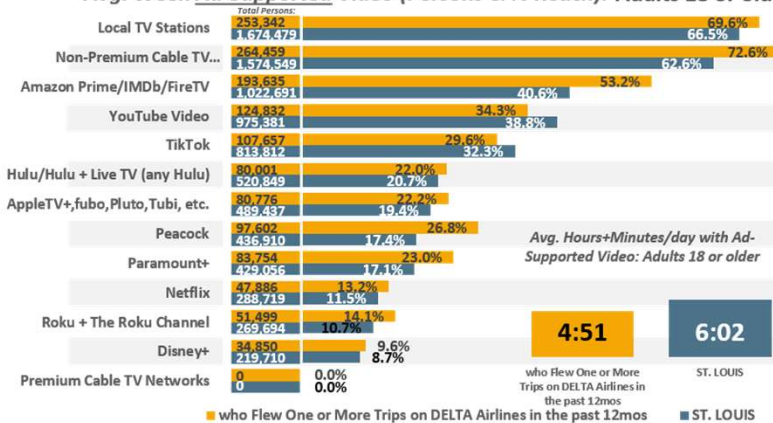
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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Flew One or More Trips on DELTA Airlines in the past 12 months

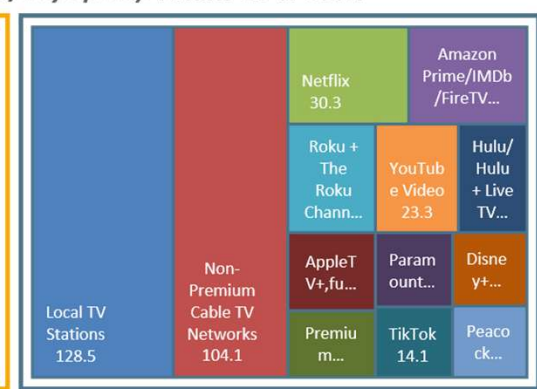
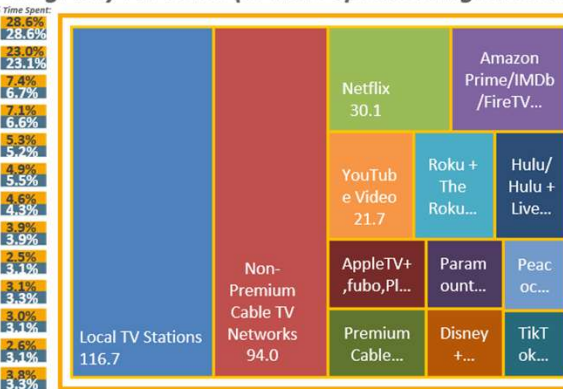
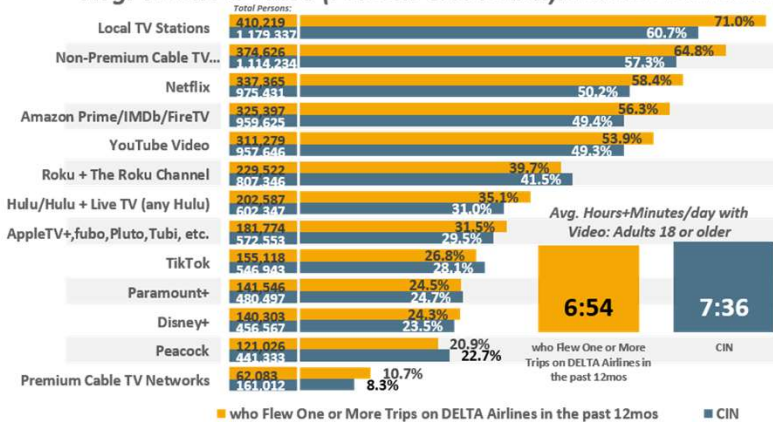
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406,286 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

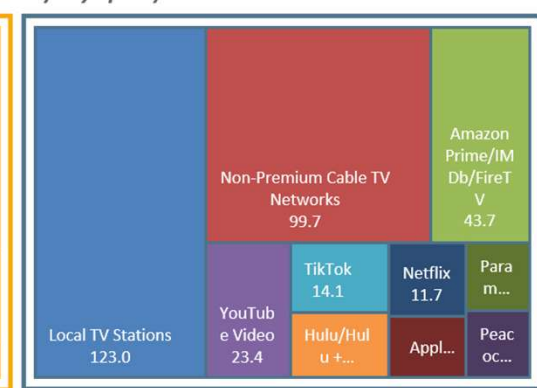
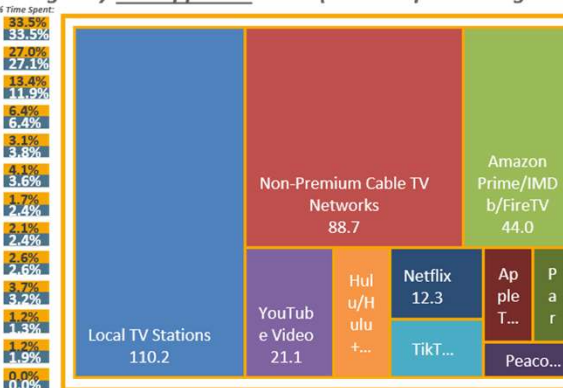
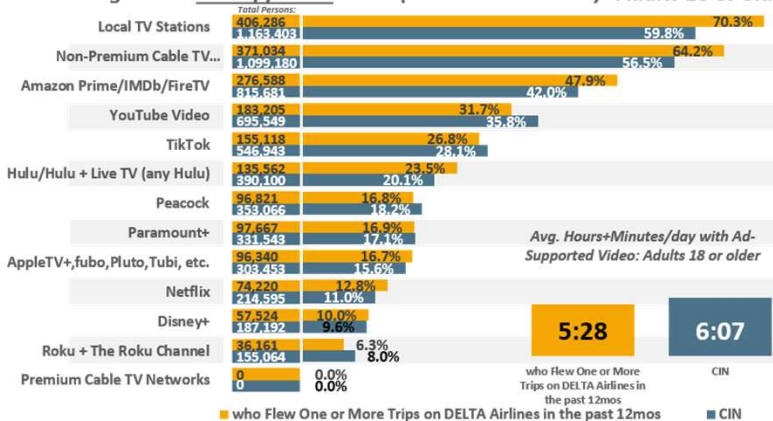
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

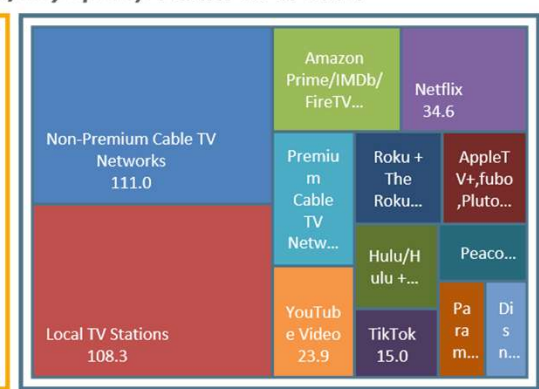
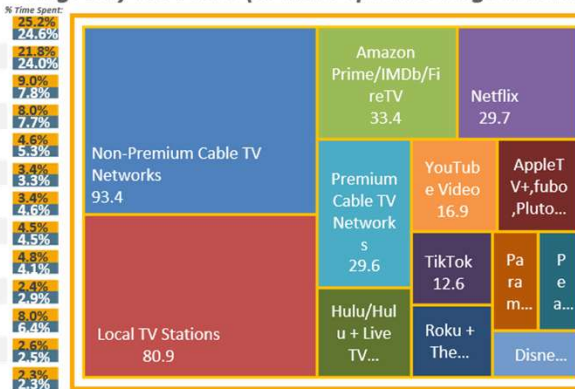
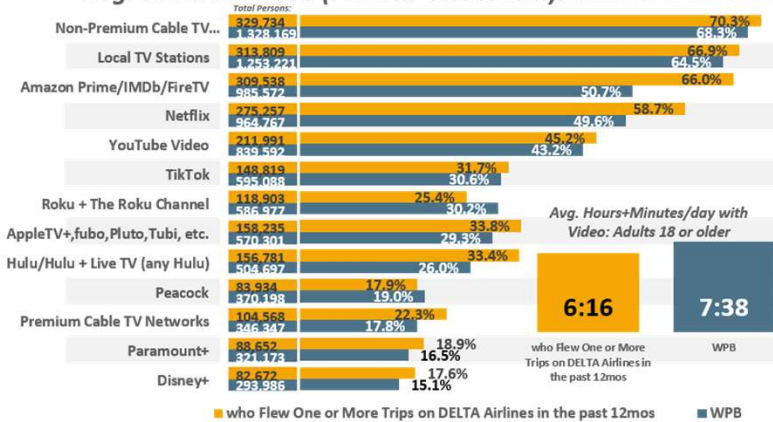




309,944 or 66.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 24.3% of all time spent daily with Ad-Supported Video.

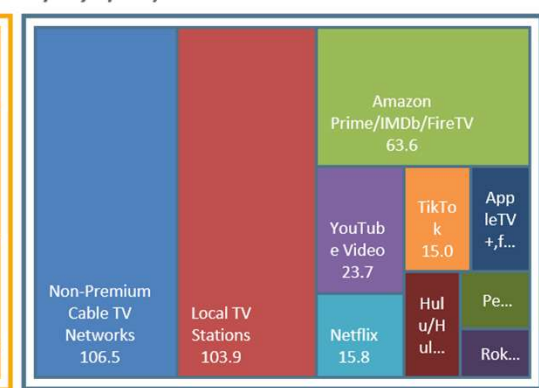
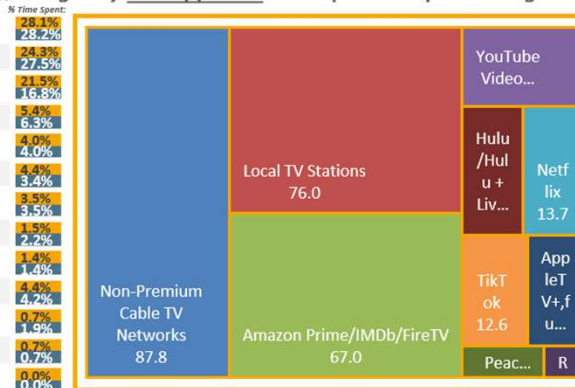
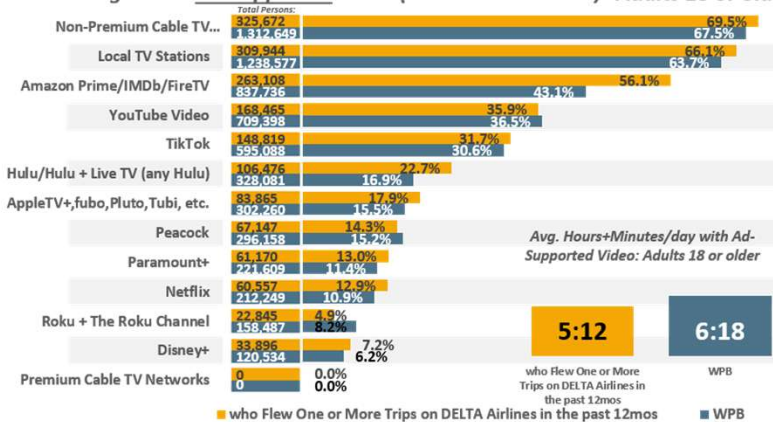
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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Flew One or More Trips on DELTA Airlines in the past 12 months

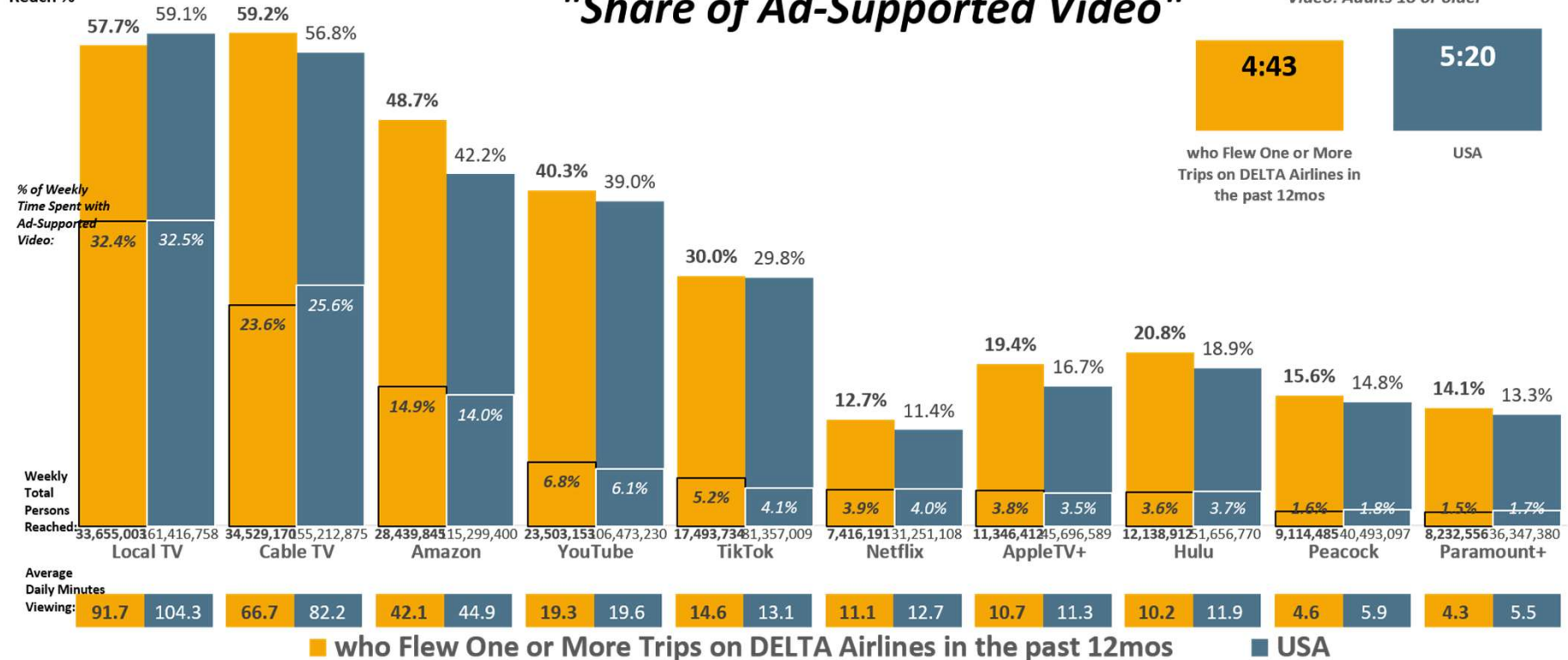


33,655,003 or 57.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older



■ who Flew One or More Trips on DELTA Airlines in the past 12mos

■ USA

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

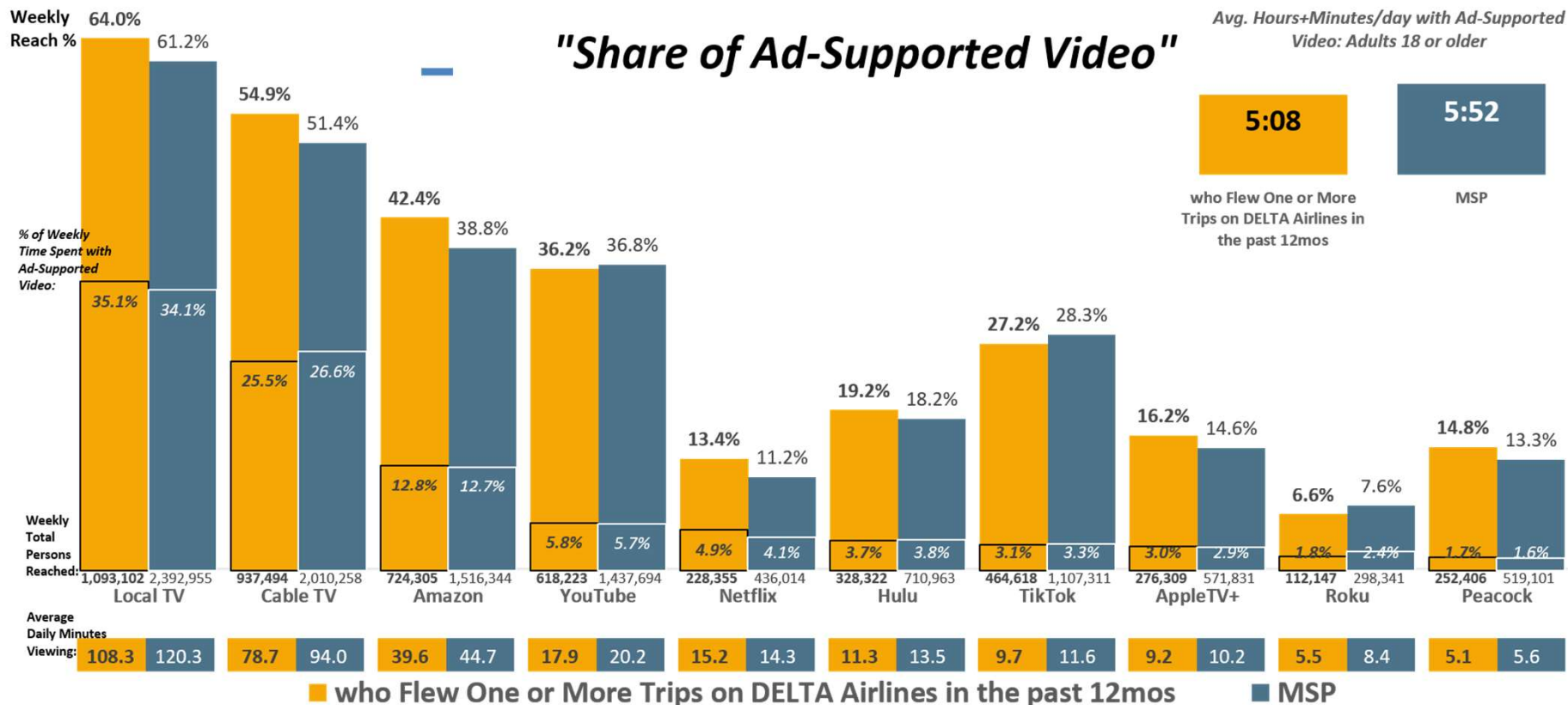
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months



1,093,102 or 64.0% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 108.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

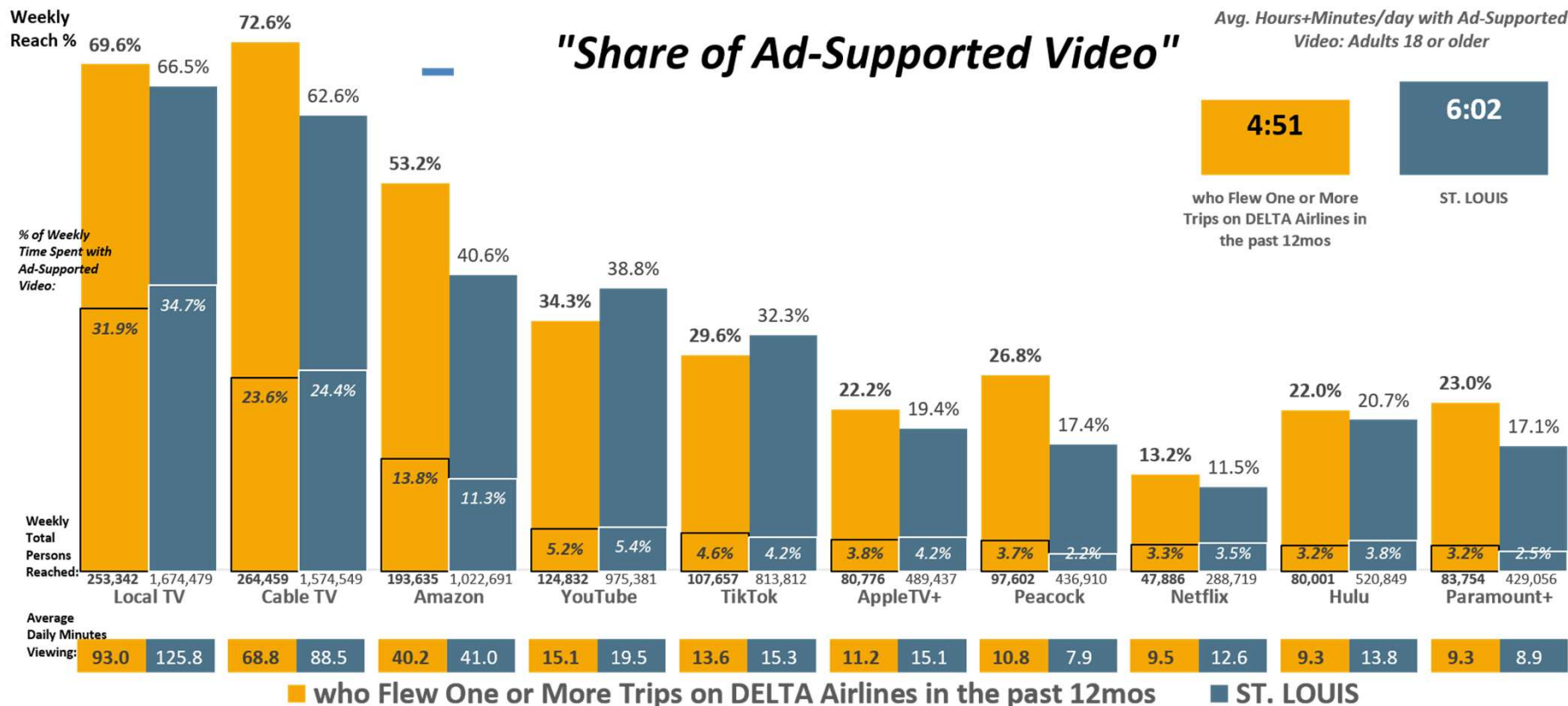
"Share of Ad-Supported Video"





253,342 or 69.6% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

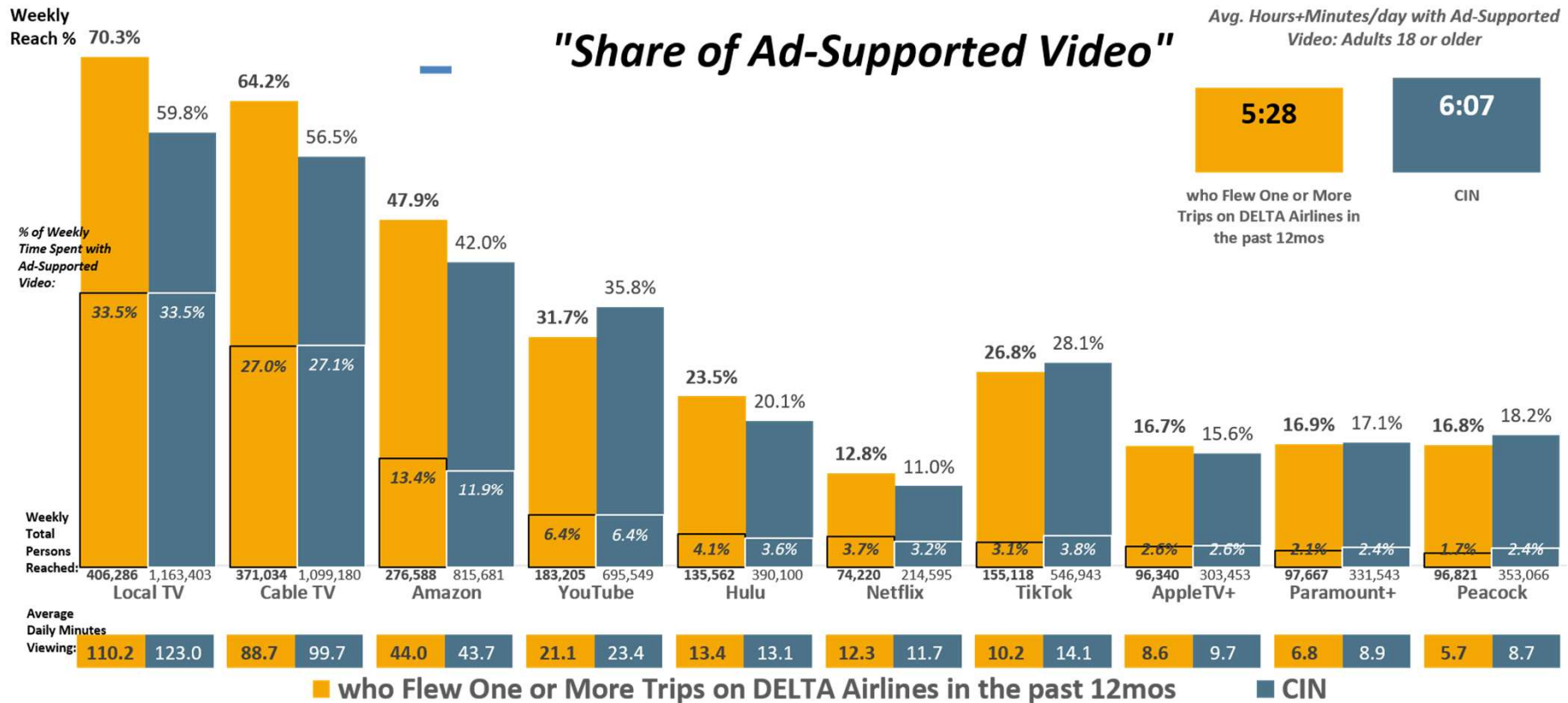
"Share of Ad-Supported Video"





406,286 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

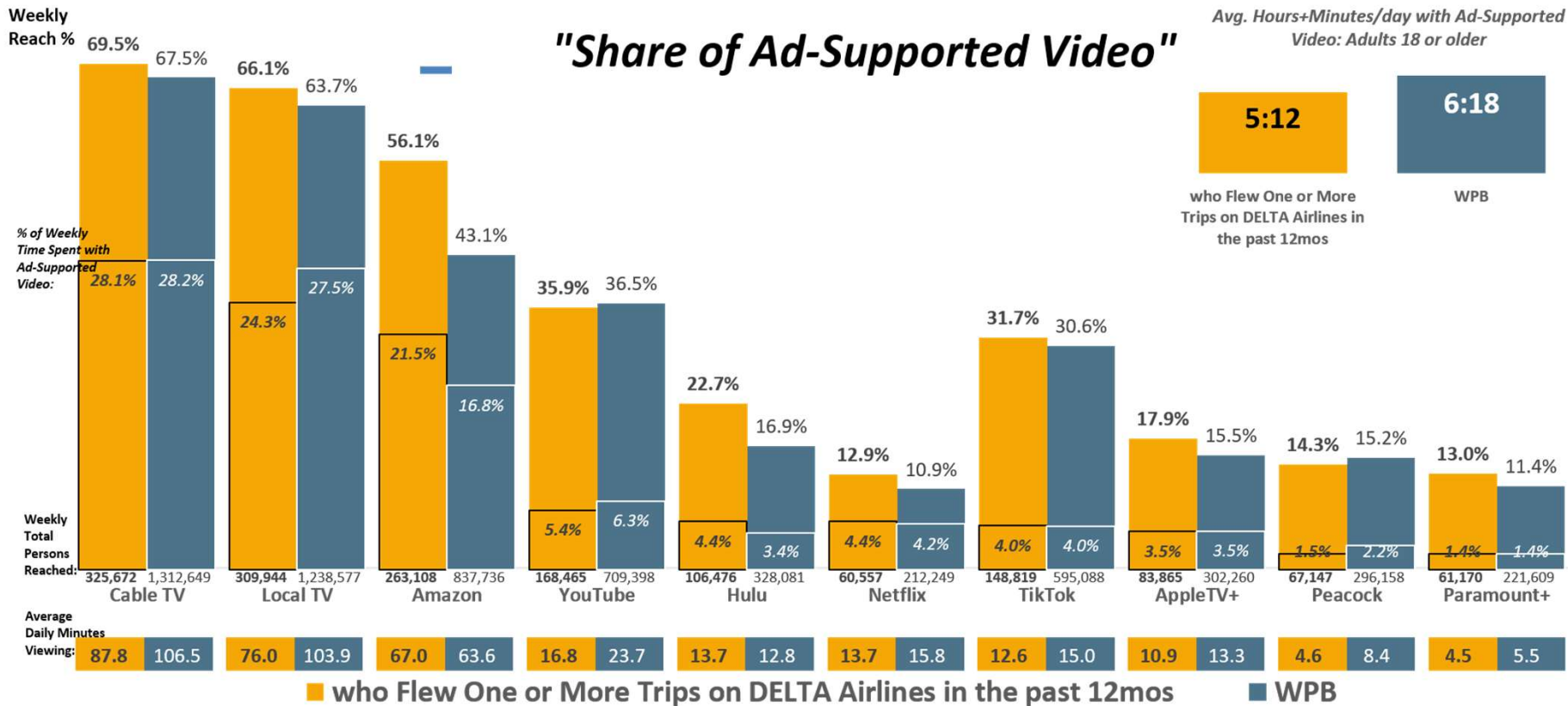
"Share of Ad-Supported Video"





309,944 or 66.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 24.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older

5:12

who Flew One or More Trips on DELTA Airlines in the past 12mos

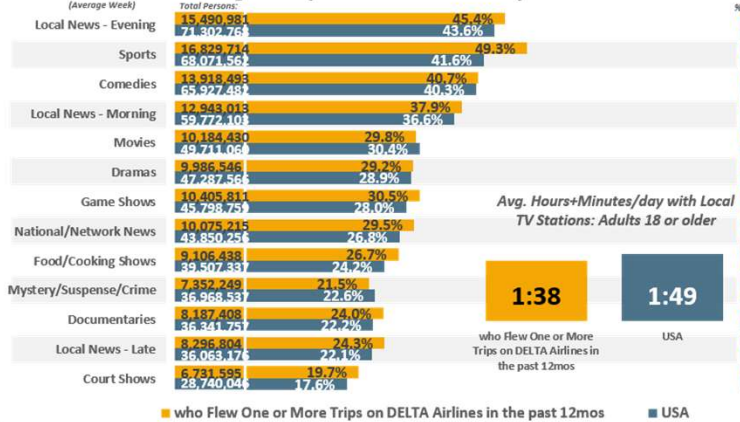
6:18

WPB

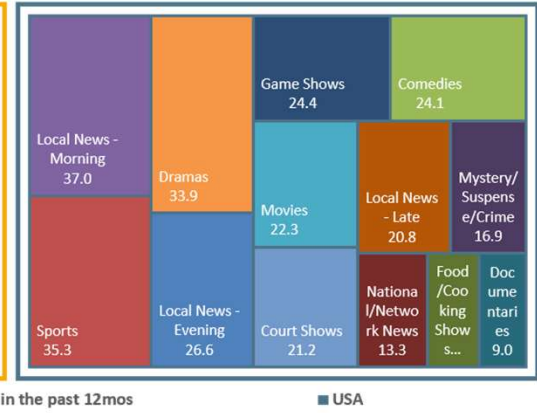
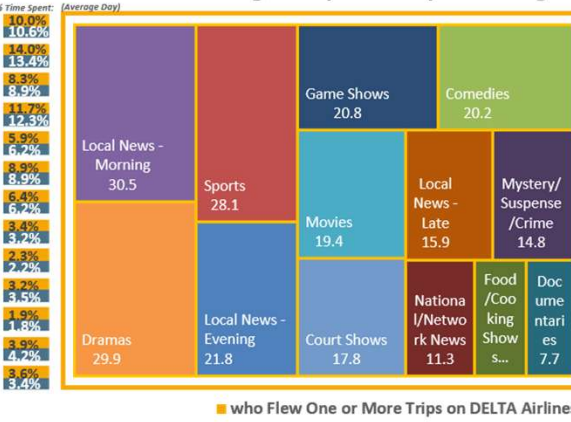


33,655,003 or 57.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

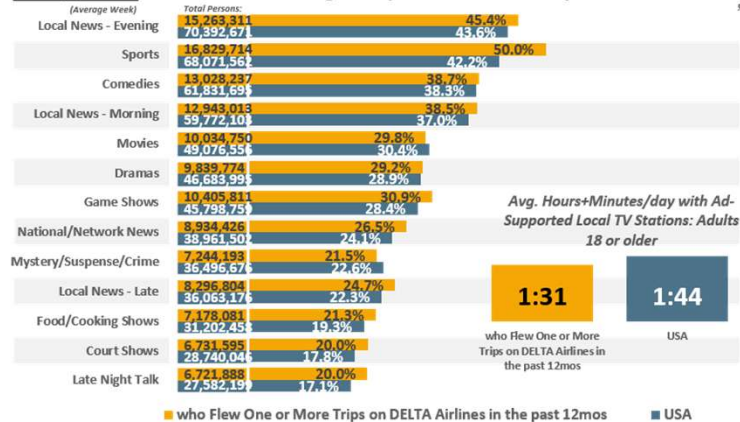
Local TV Station Programs (Persons & % Reach): Adults 18 or older



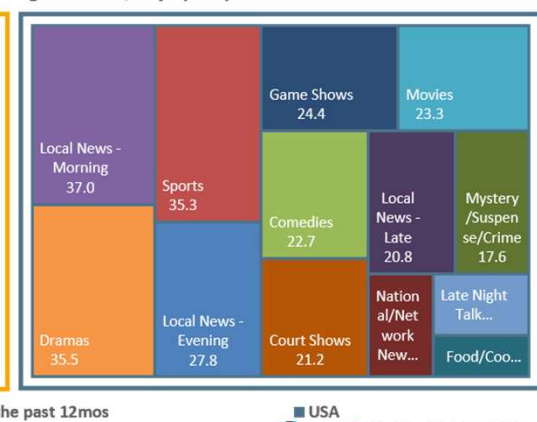
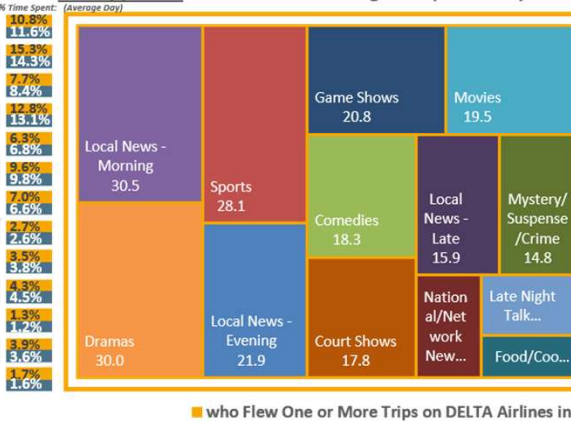
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

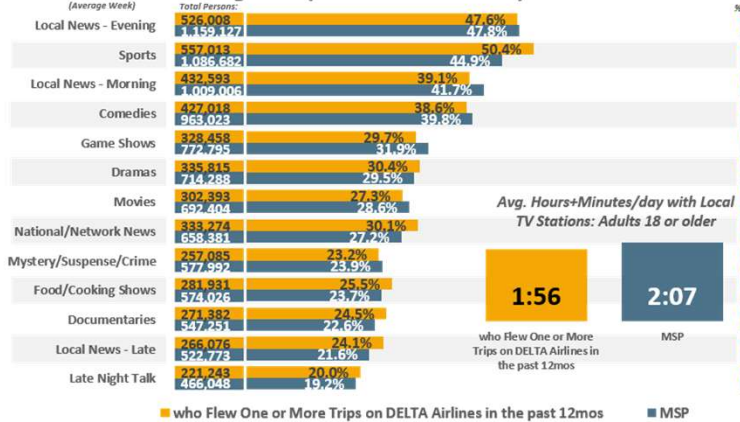
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Flew One or More Trips on DELTA Airlines in the past 12 months

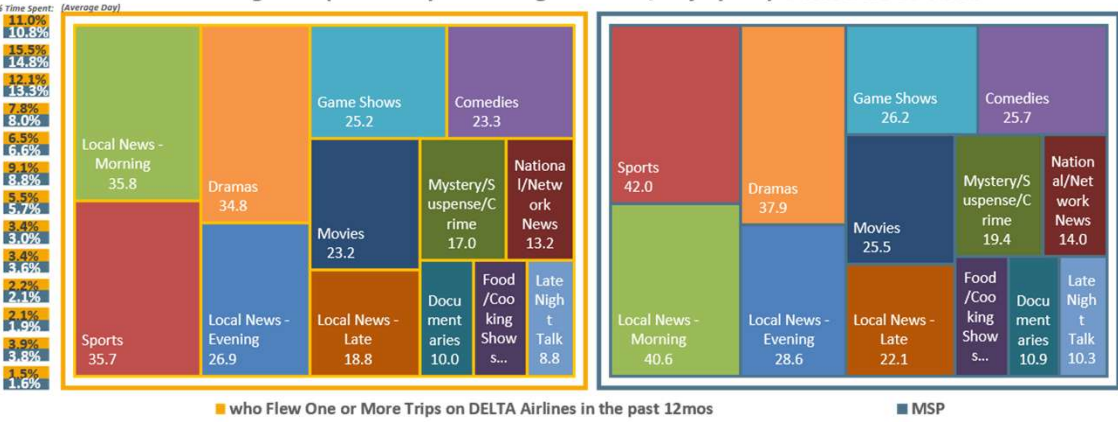


1,093,102 or 64.% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Game Shows.

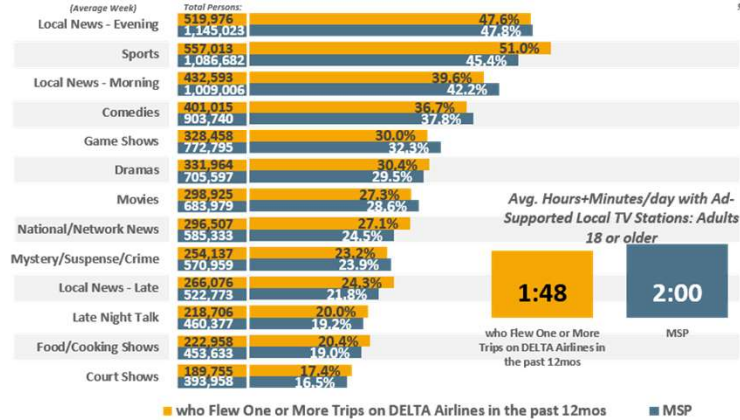
Local TV Station Programs (Persons & % Reach): Adults 18 or older



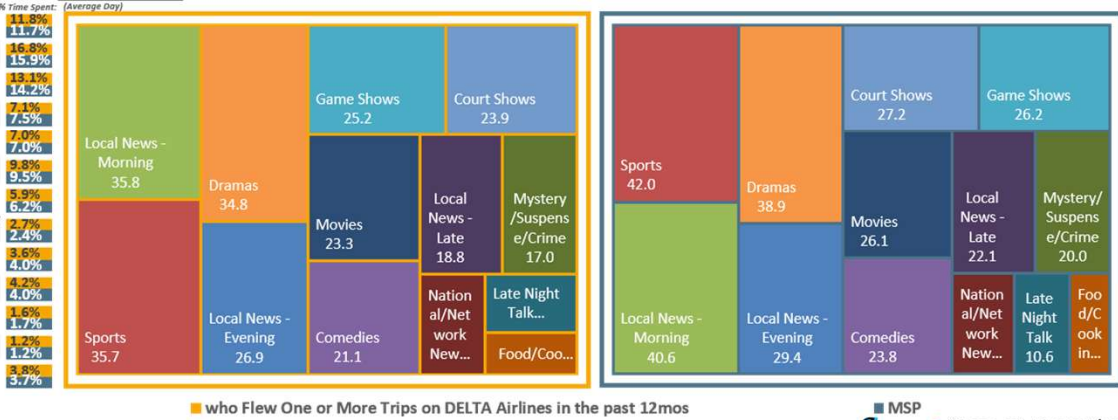
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

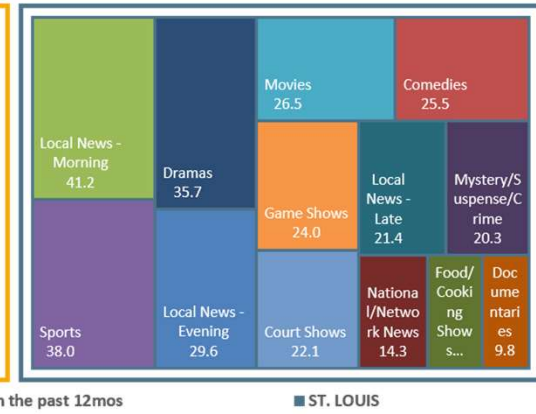
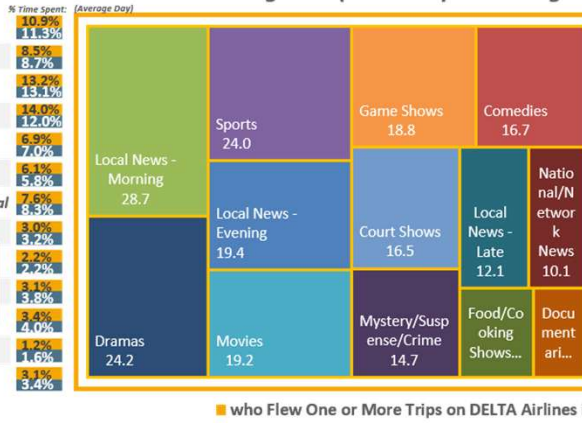


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

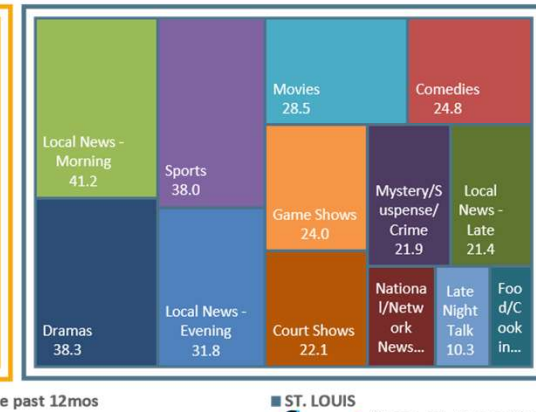
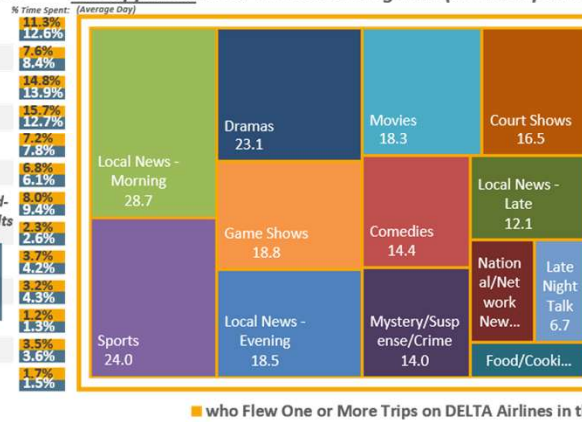




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



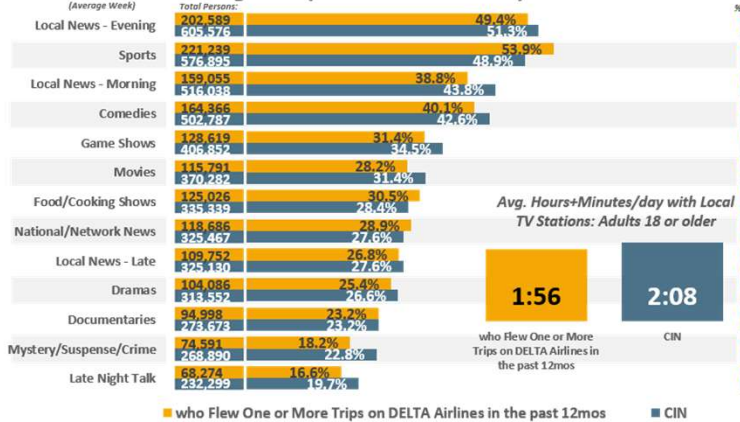
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Flew One or More Trips on DELTA Airlines in the past 12 months

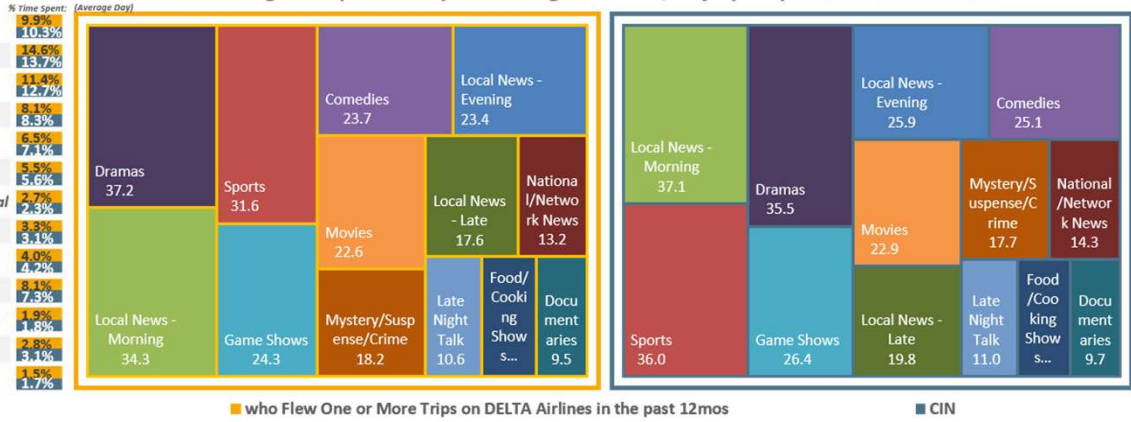


406,286 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

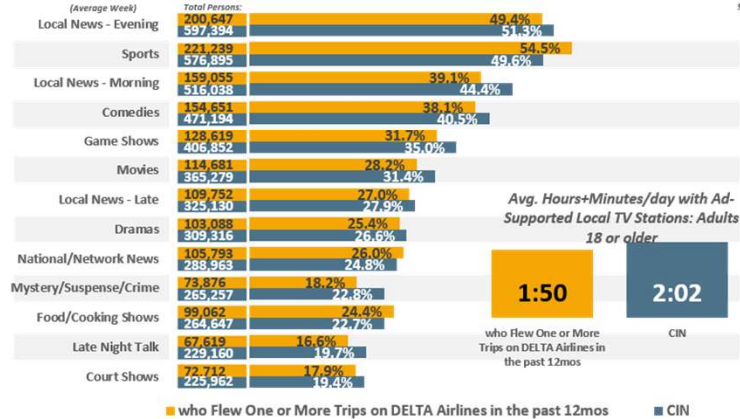
Local TV Station Programs (Persons & % Reach): Adults 18 or older



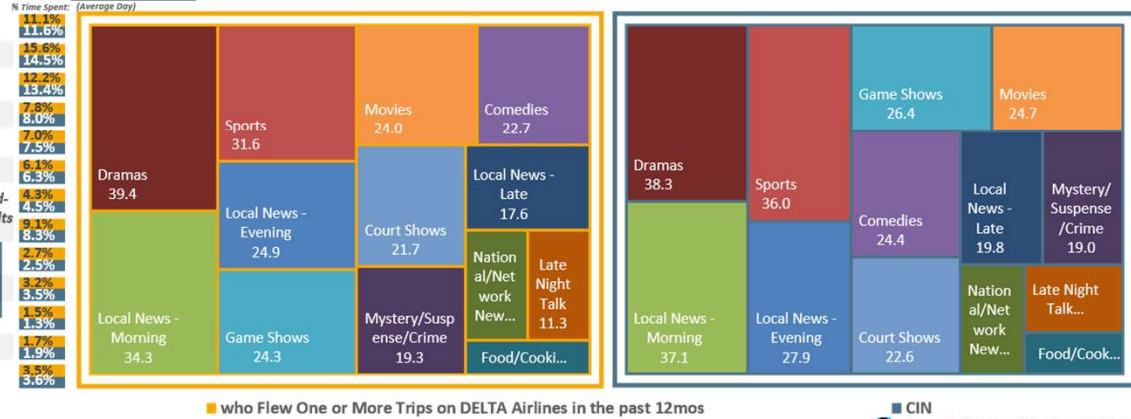
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



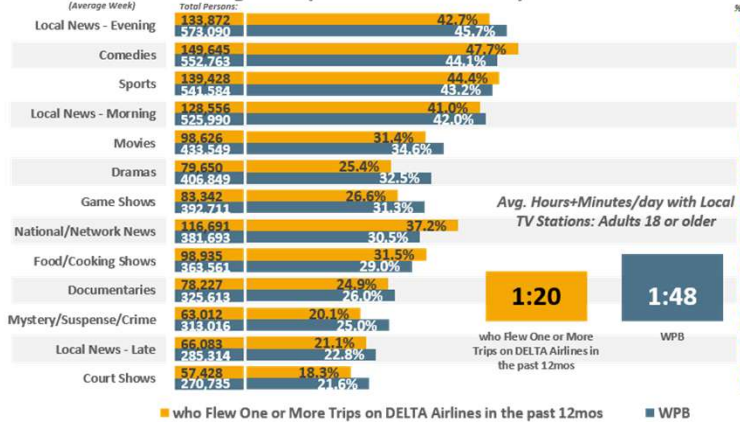
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



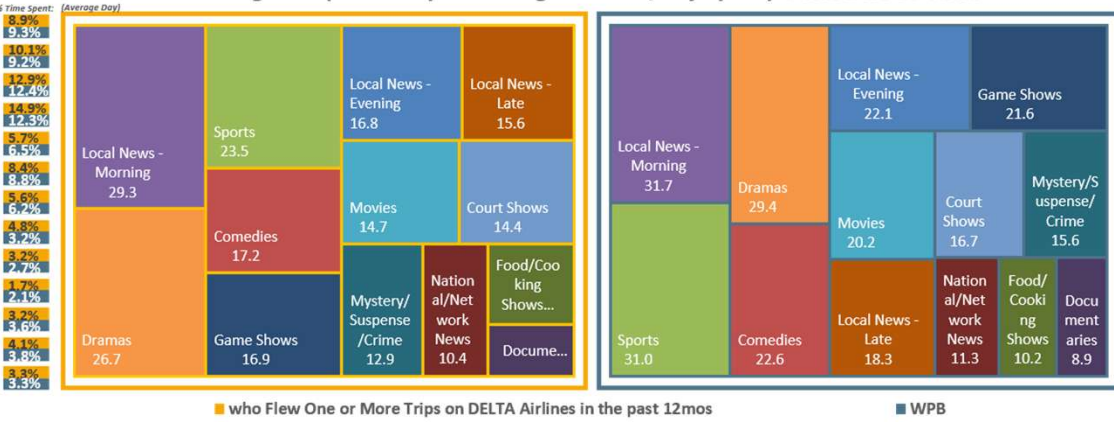


309,944 or 66.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, National/Network News, and Mov

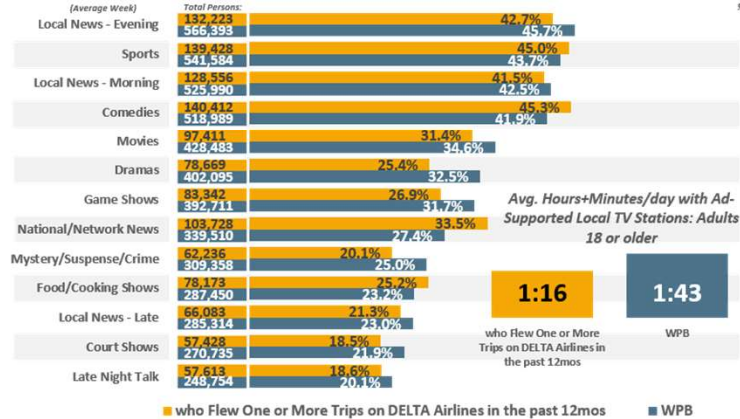
Local TV Station Programs (Persons & % Reach): Adults 18 or older



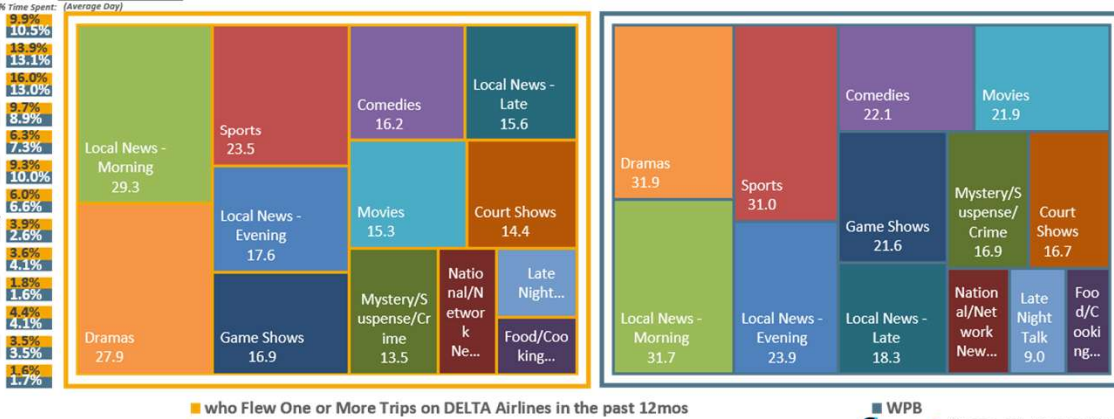
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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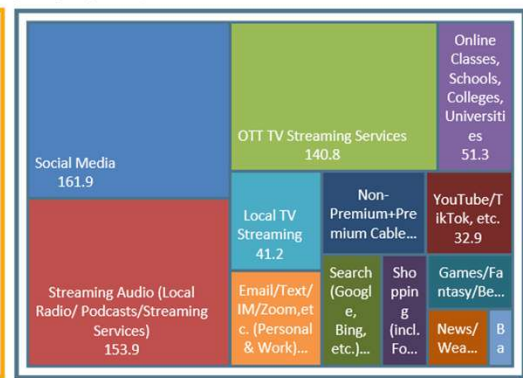
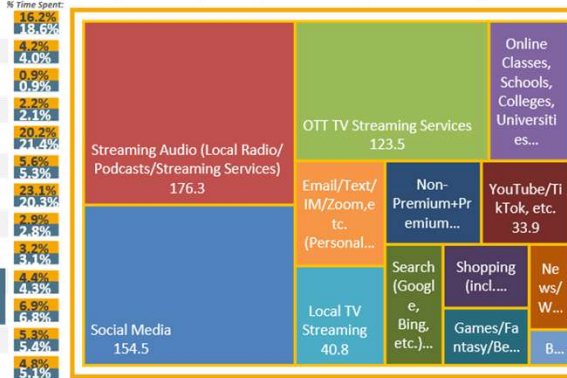
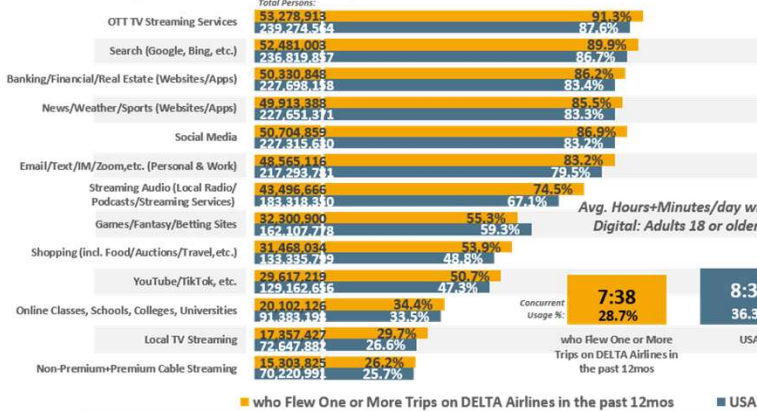
Flew One or More Trips on DELTA Airlines in the past 12 months



44,828,729 or 76.8% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Social Media for an average of 136.6 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

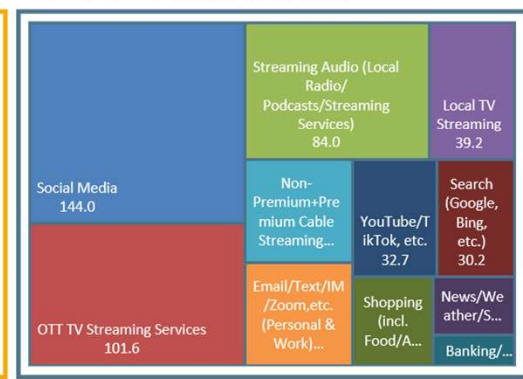
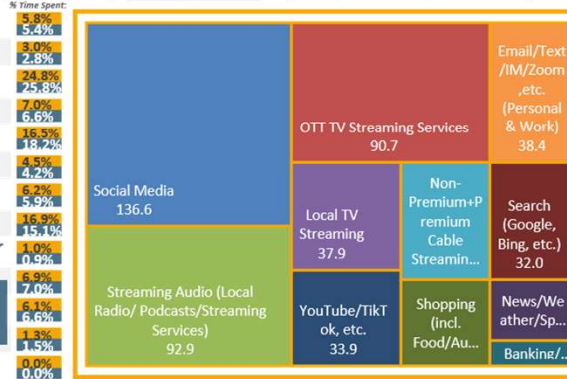
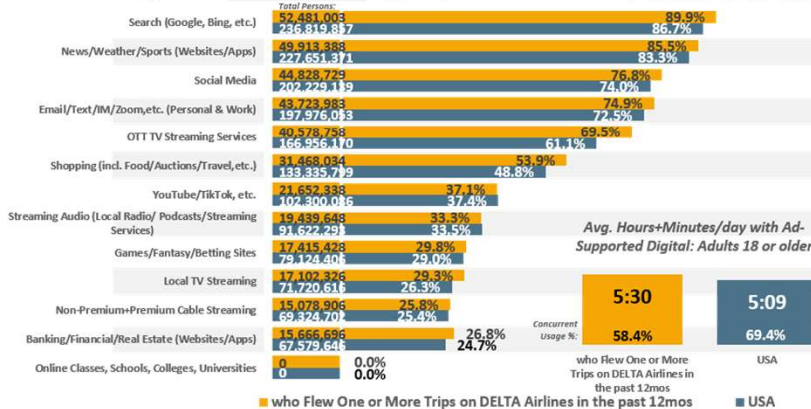
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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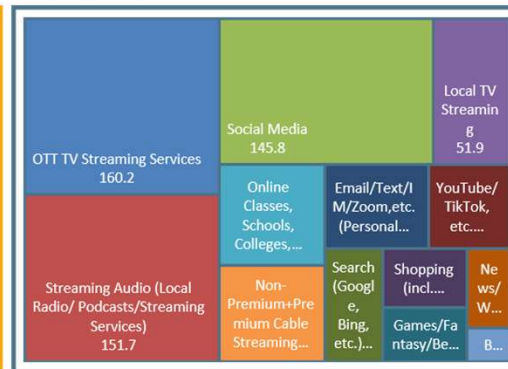
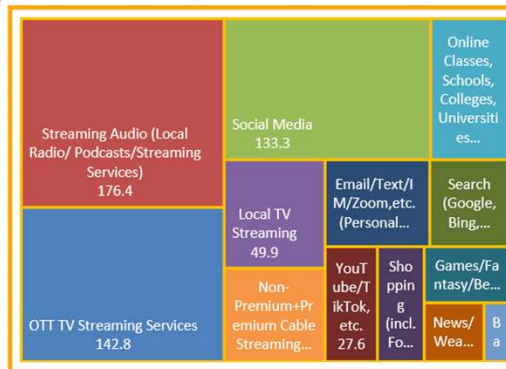
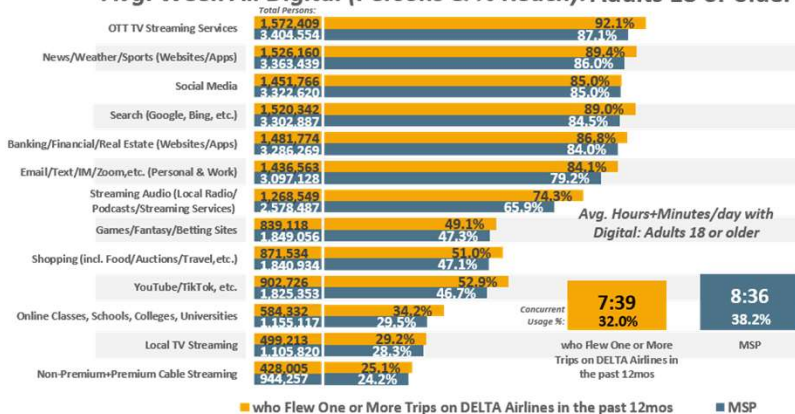
Flew One or More Trips on DELTA Airlines in the past 12 months



1,272,700 or 74.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Social Media for an average of 116.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

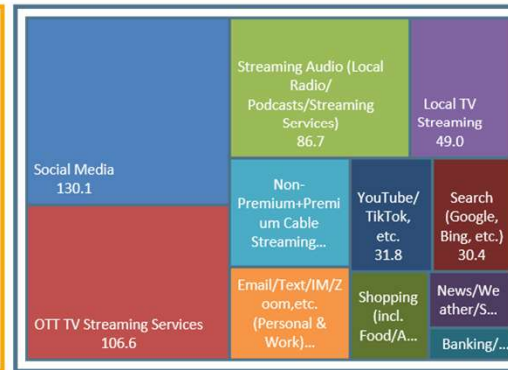
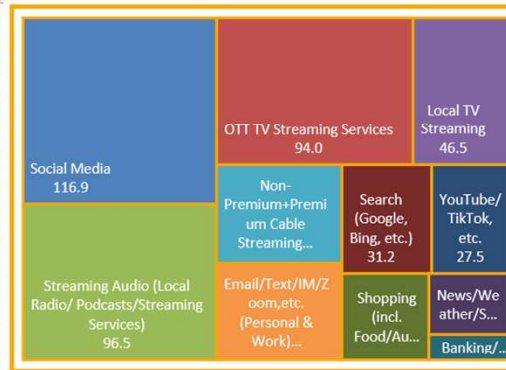
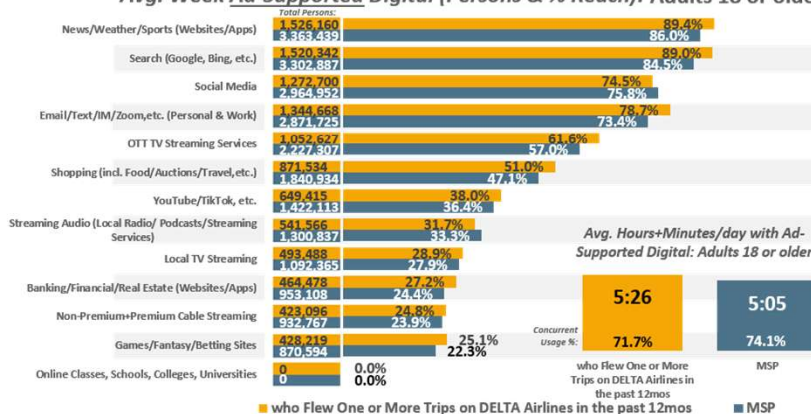
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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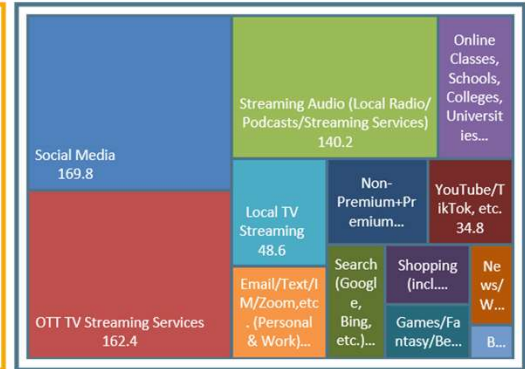
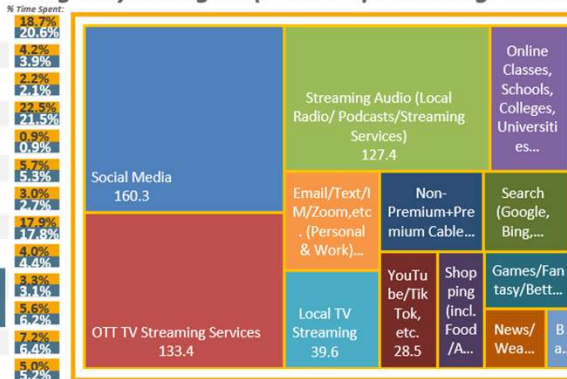
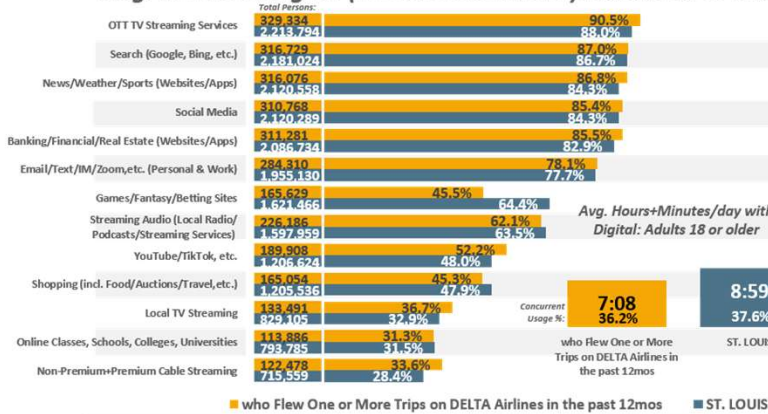
Flew One or More Trips on DELTA Airlines in the past 12 months



255,904 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Social Media for an average of 132. minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

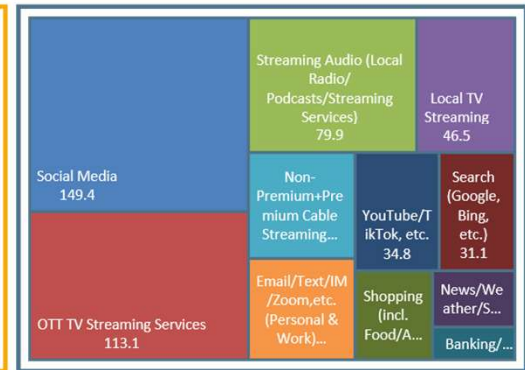
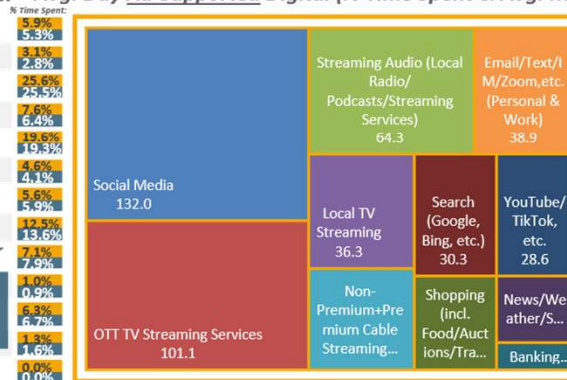
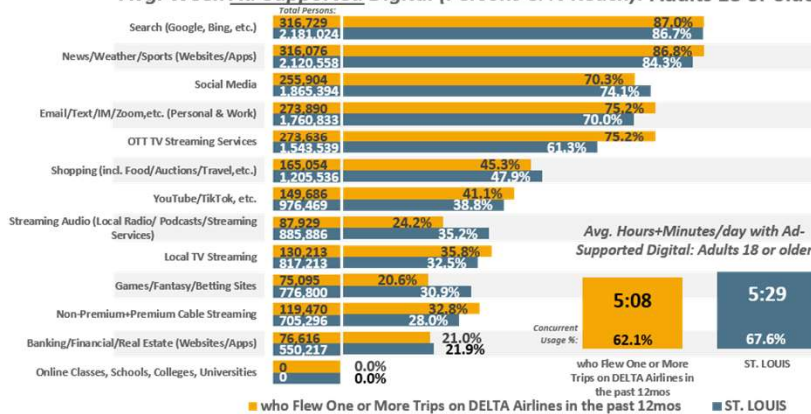
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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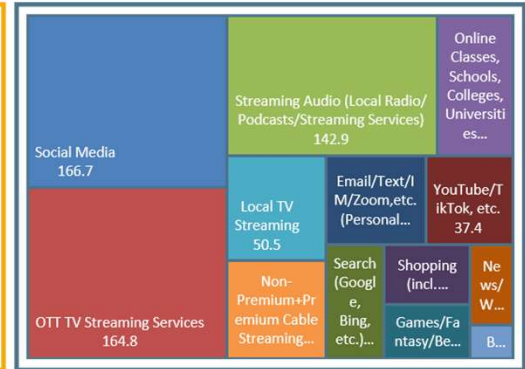
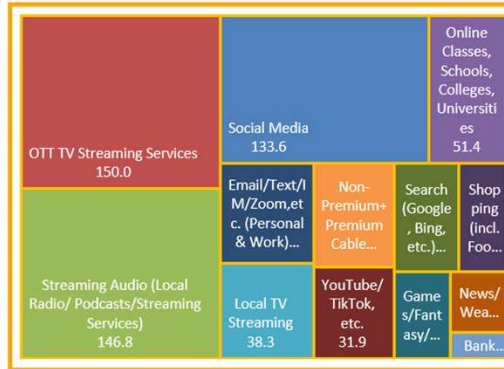
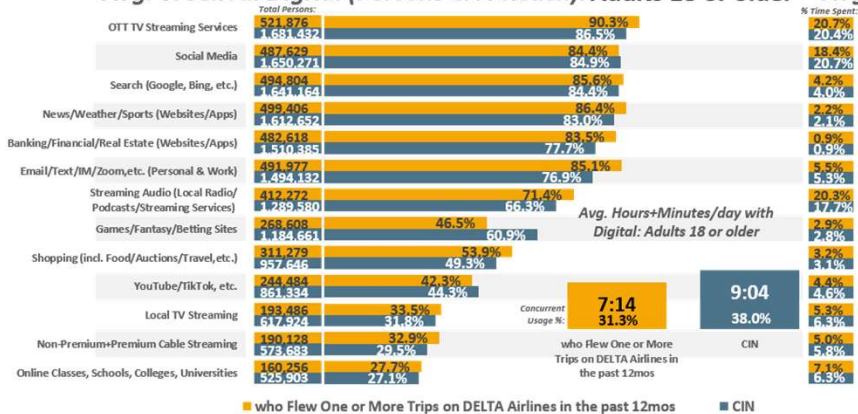
Flew One or More Trips on DELTA Airlines in the past 12 months



455,339 or 78.8% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Social Media for an average of 124.7 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

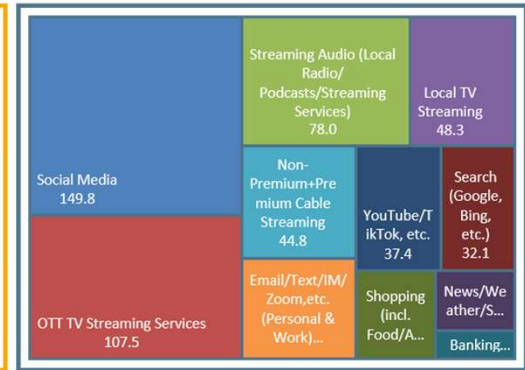
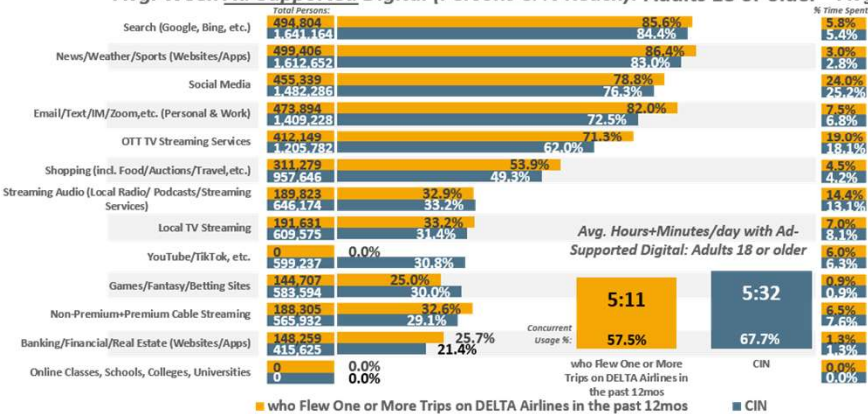
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

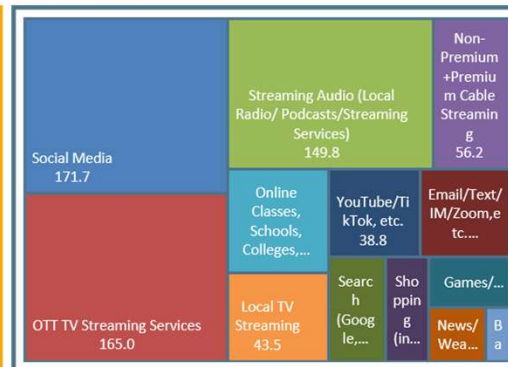
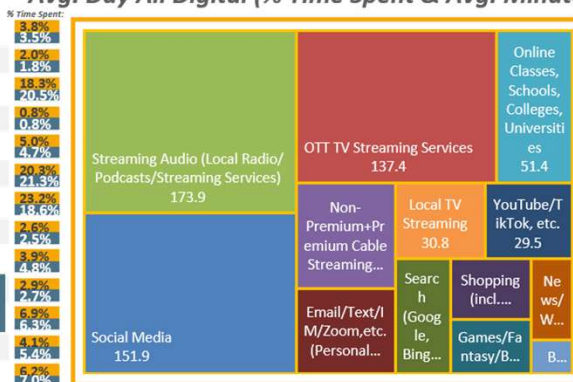
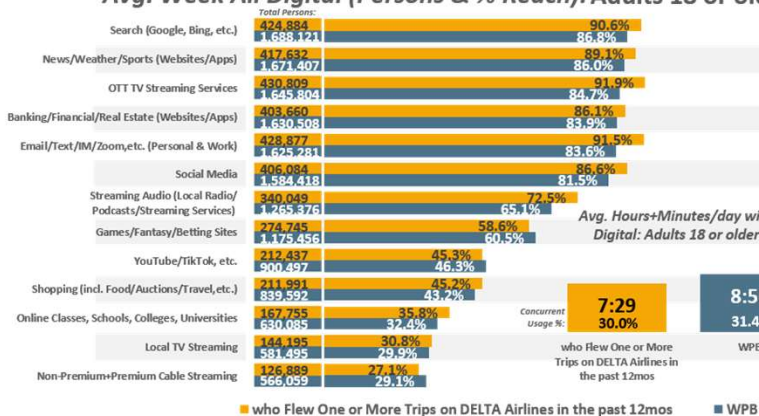




377,579 or 80.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Social Media for an average of 141.3 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

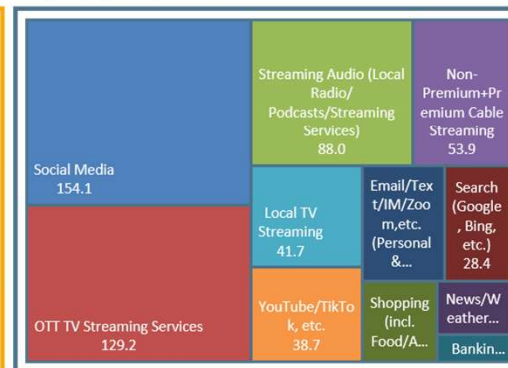
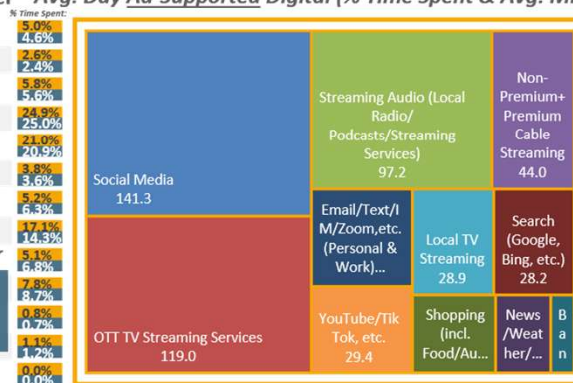
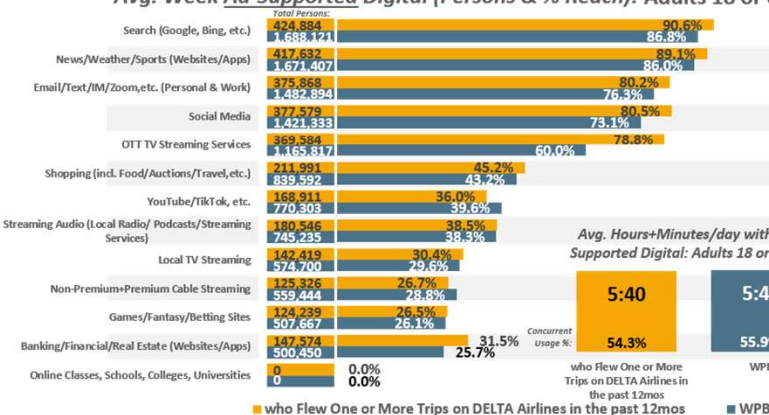
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 637
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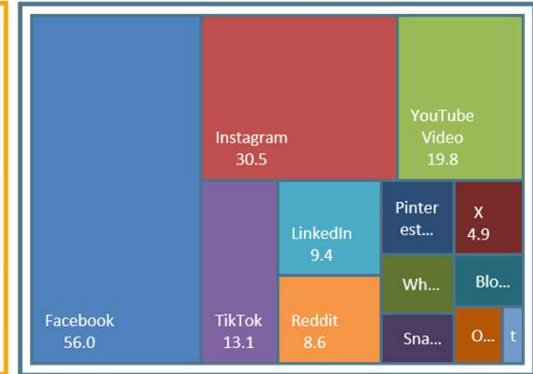
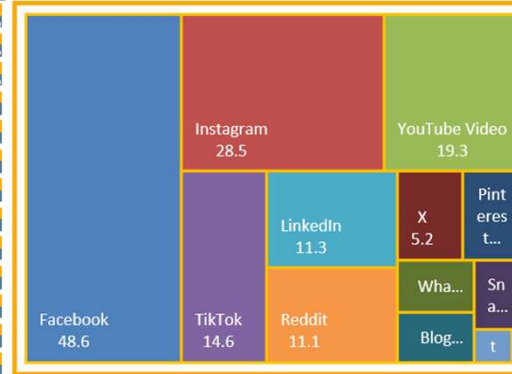
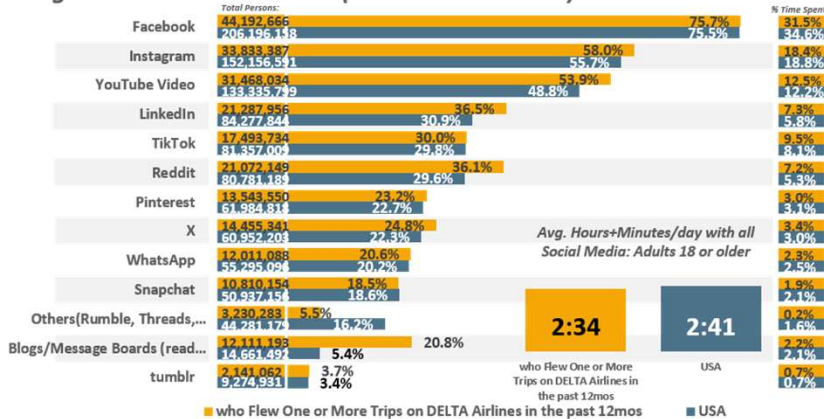
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Flew One or More Trips on DELTA Airlines in the past 12 months

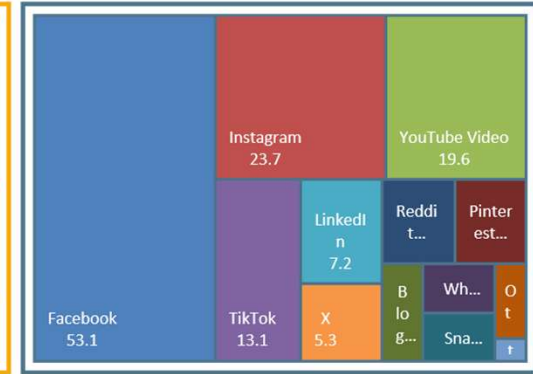
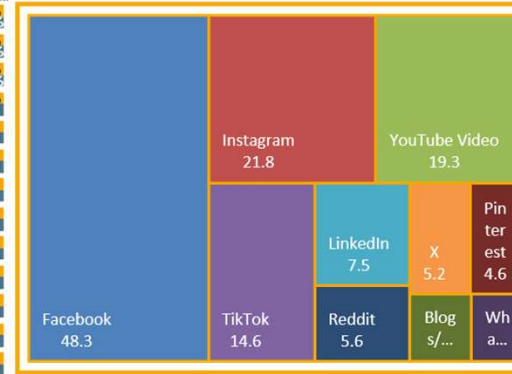
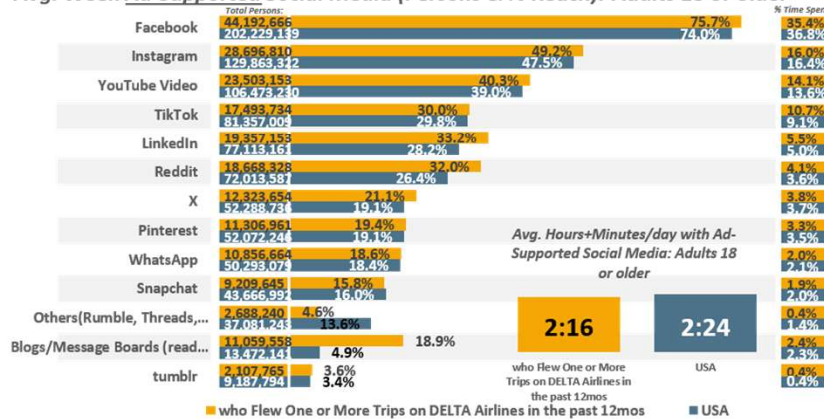


44,192,666 or 75.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

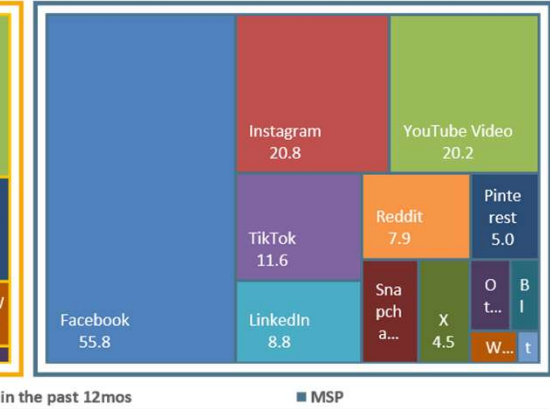
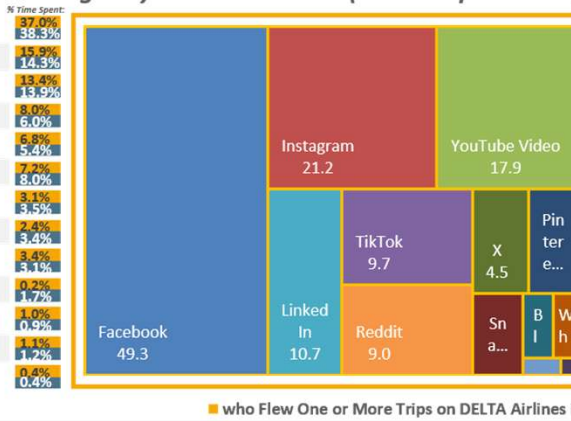
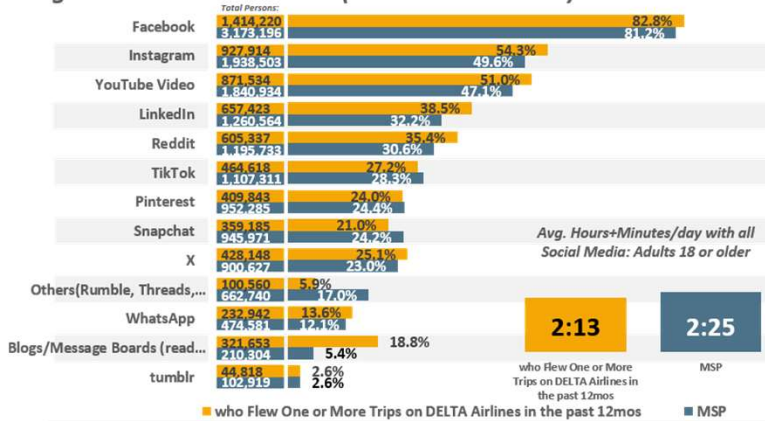
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Flew One or More Trips on DELTA Airlines in the past 12 months

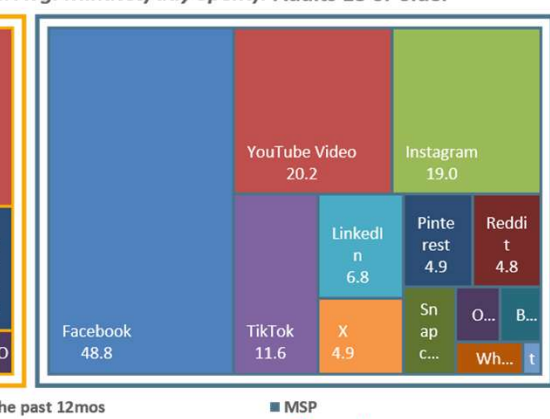
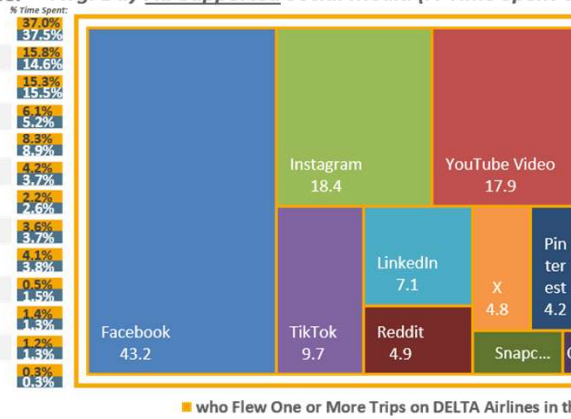
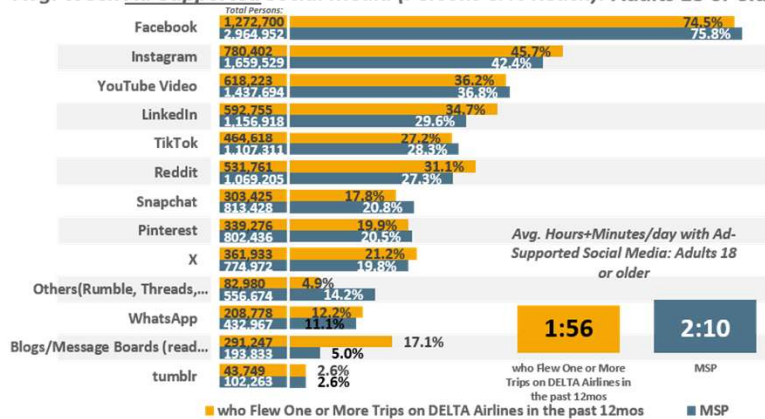


1,272,700 or 74.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 43.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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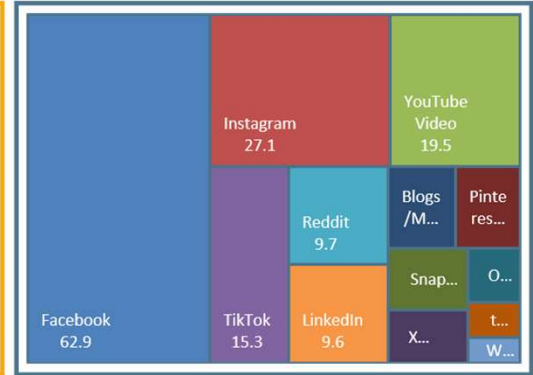
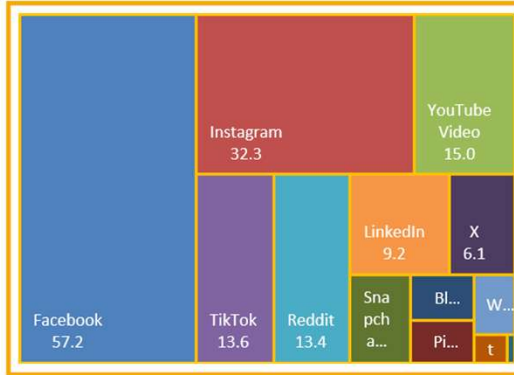
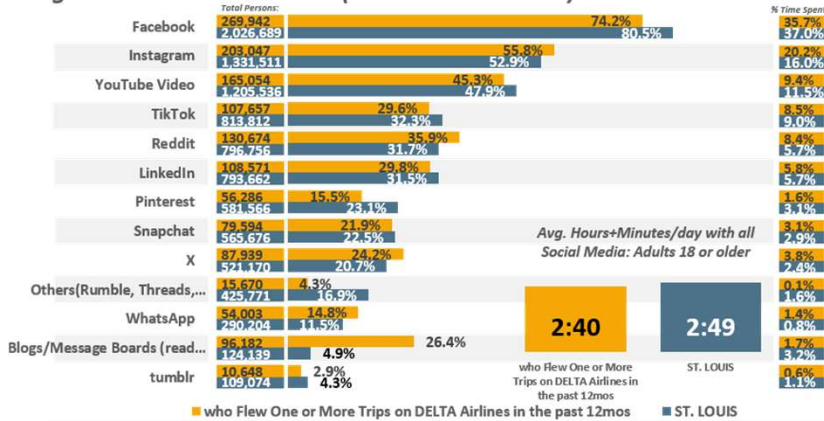
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Flew One or More Trips on DELTA Airlines in the past 12 months

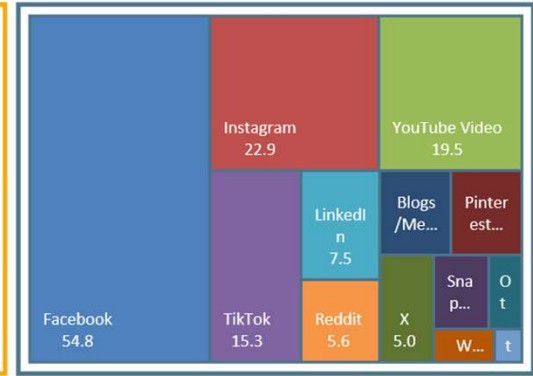
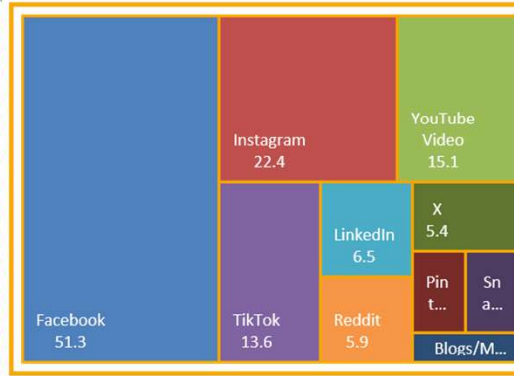
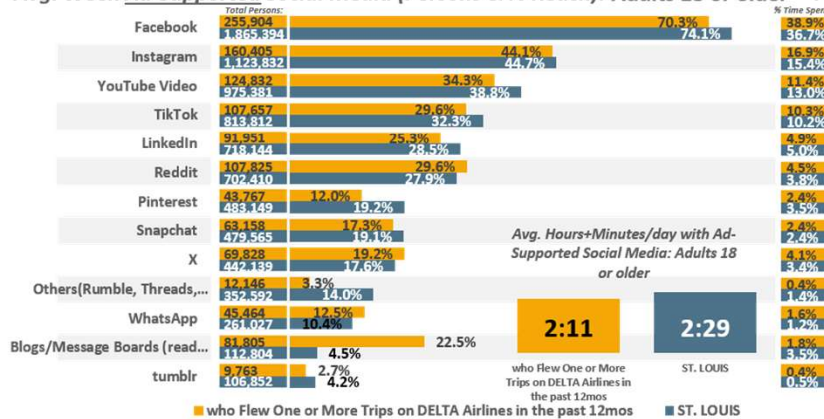


255,904 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 51.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

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**



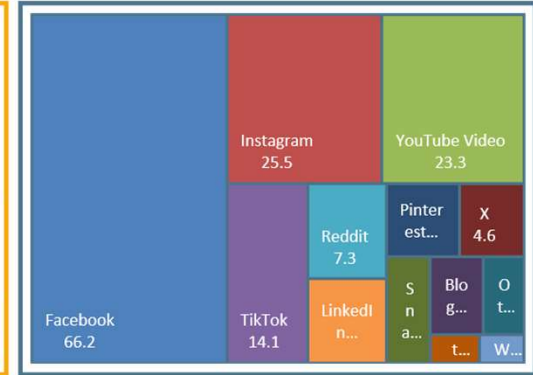
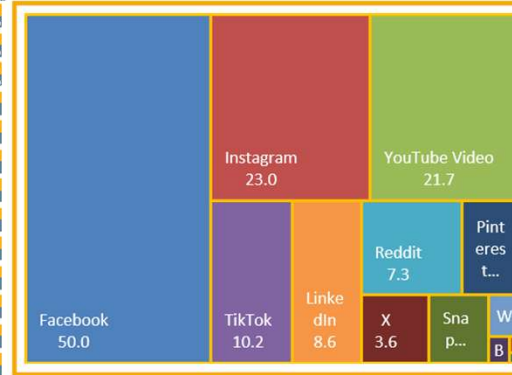
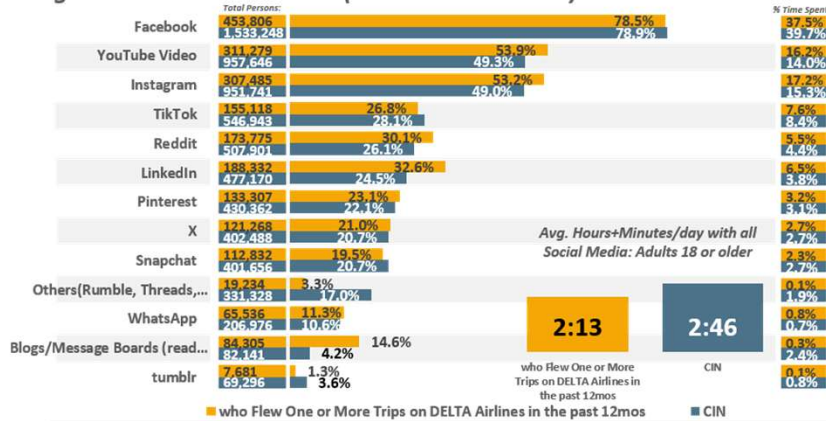
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



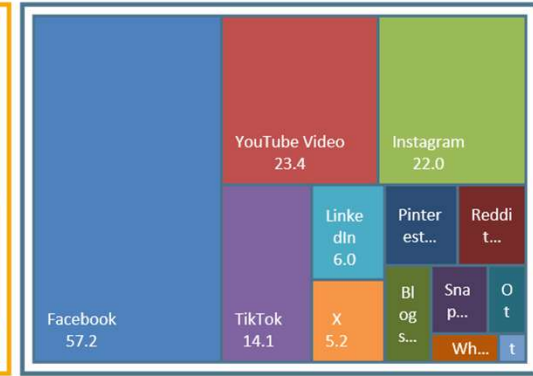
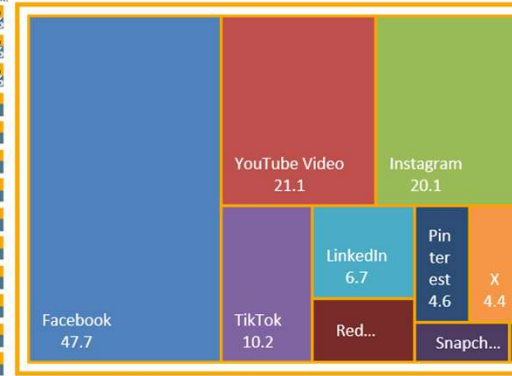
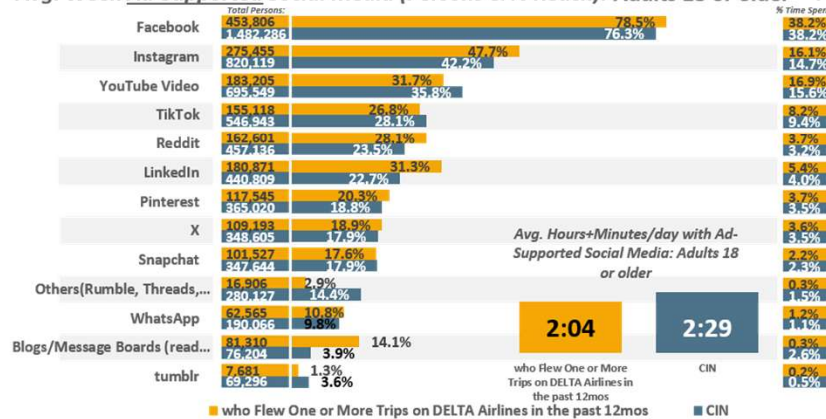


453,806 or 78.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 47.7 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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**



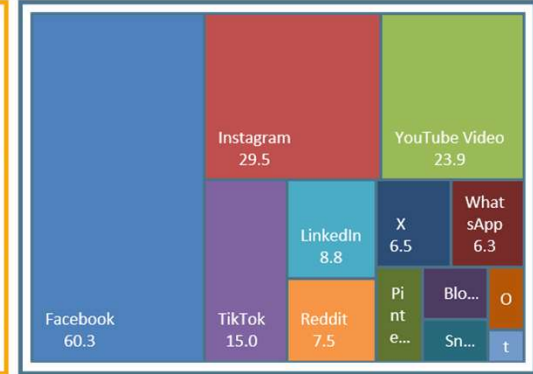
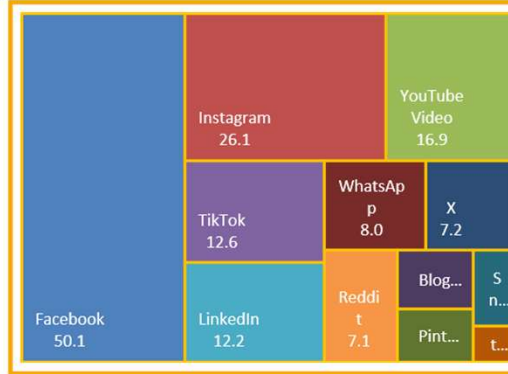
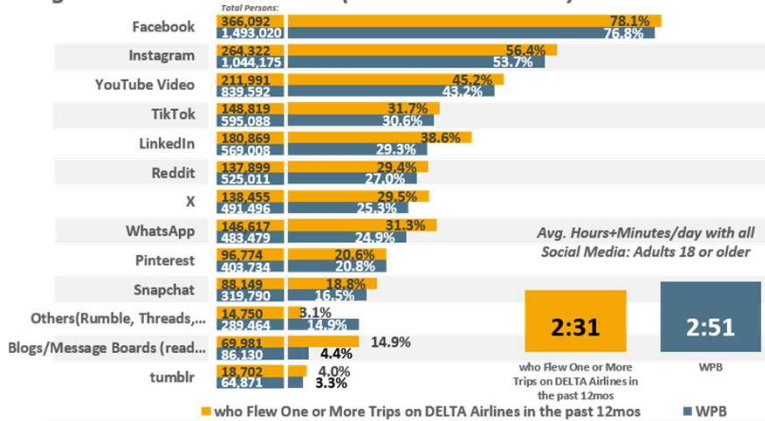
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



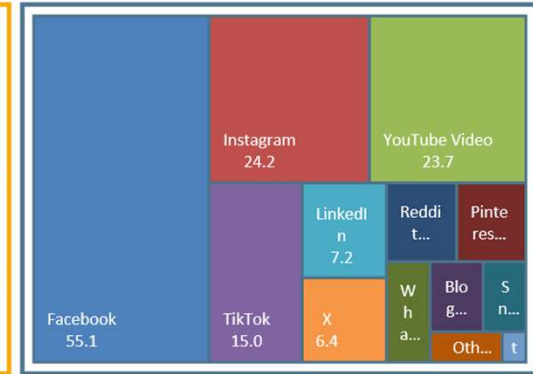
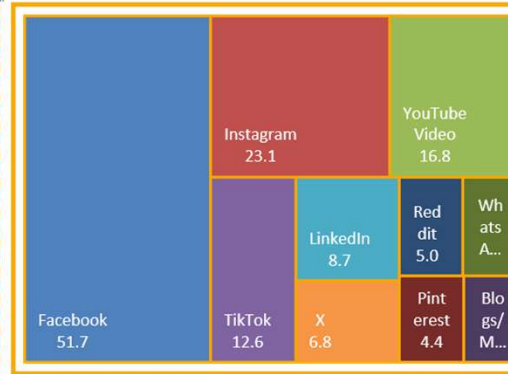
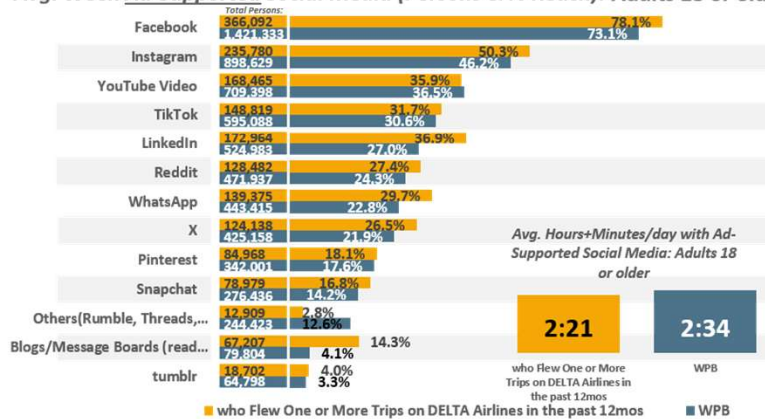


366,092 or 78.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 51.7 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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**



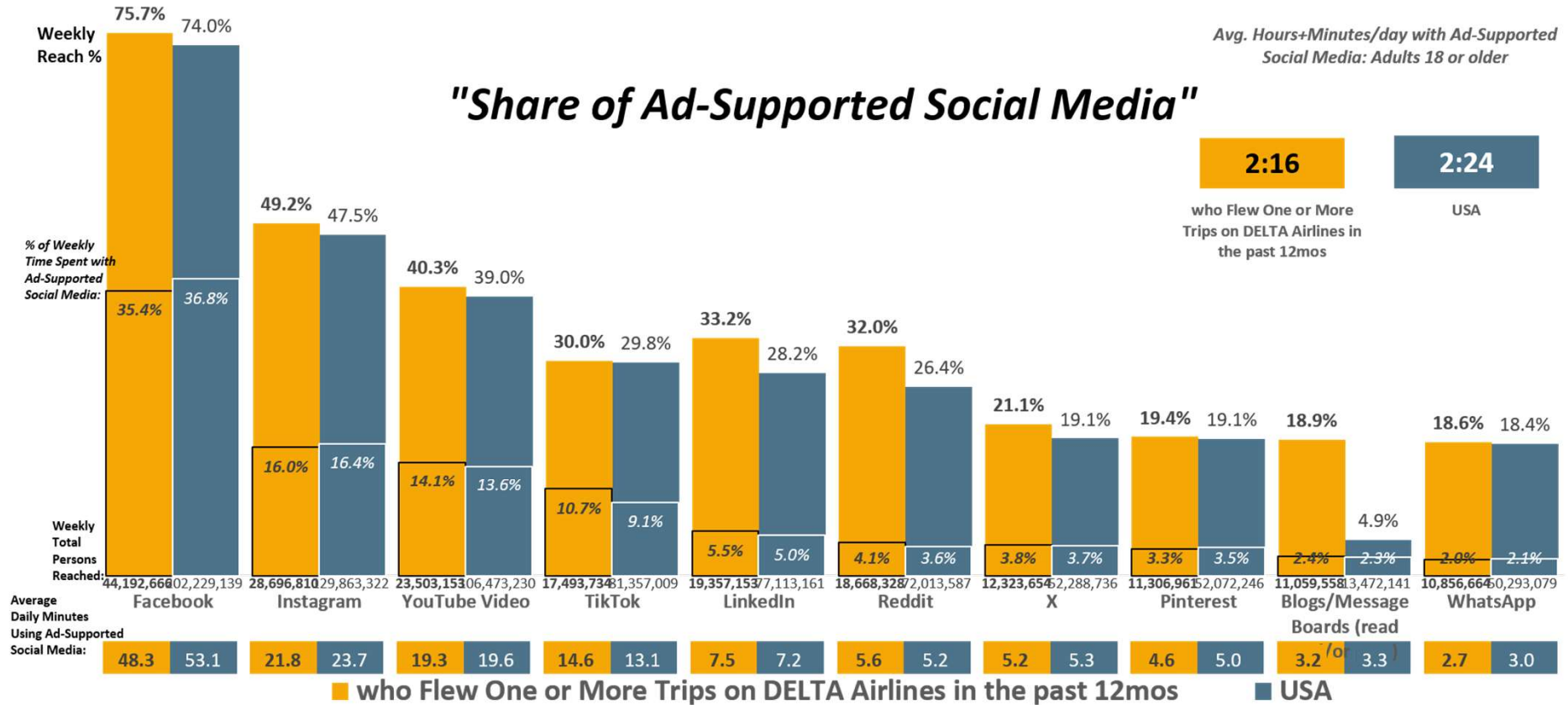
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





44,192,666 or 75.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

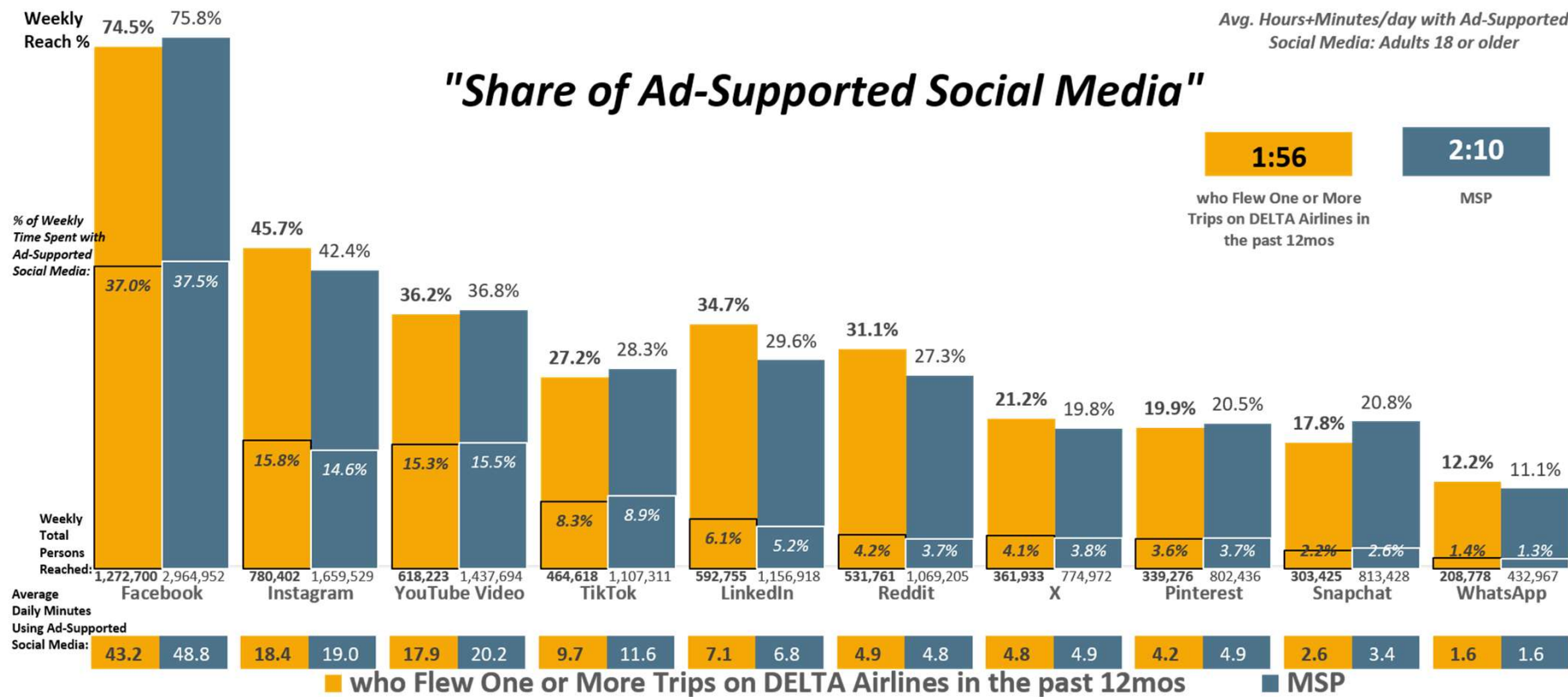
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months



1,272,700 or 74.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 43.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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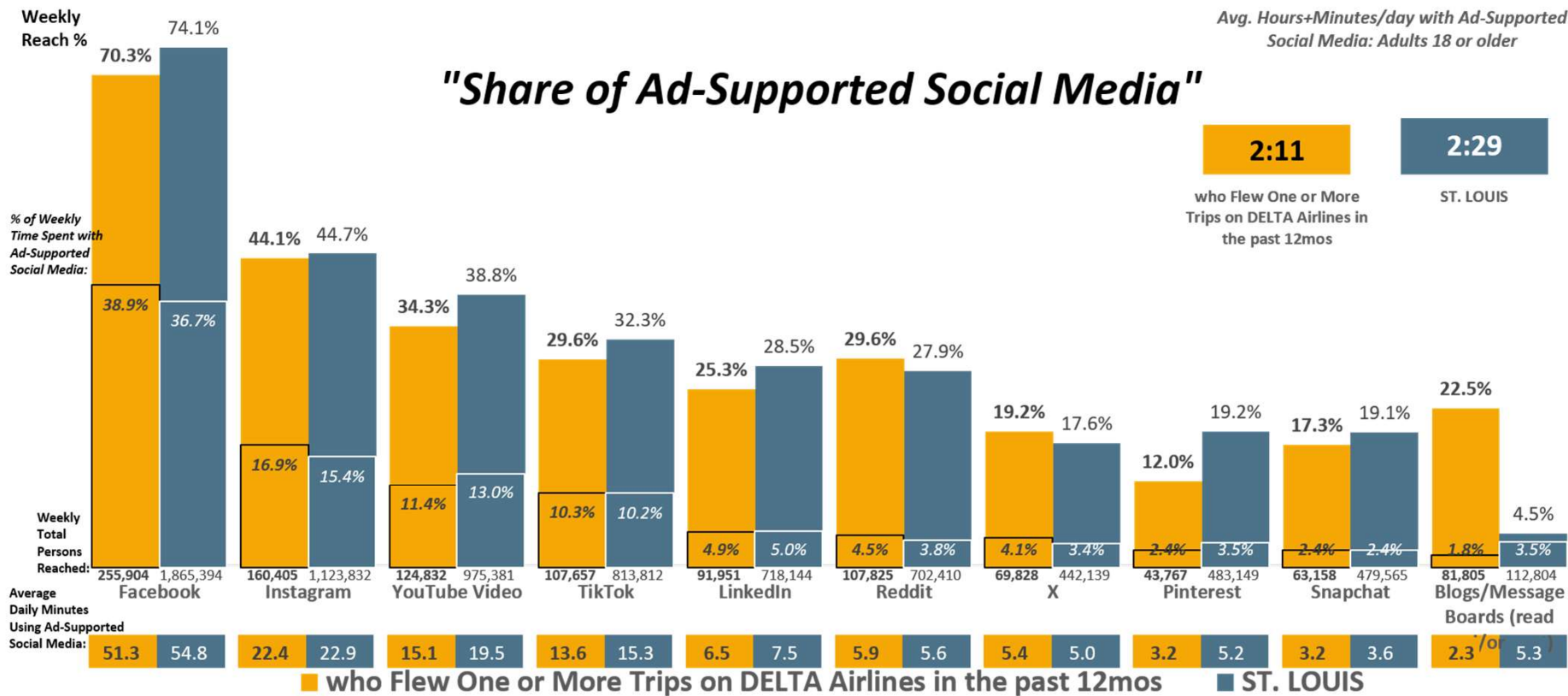
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Flew One or More Trips on DELTA Airlines in the past 12 months



255,904 or 70.3% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 51.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

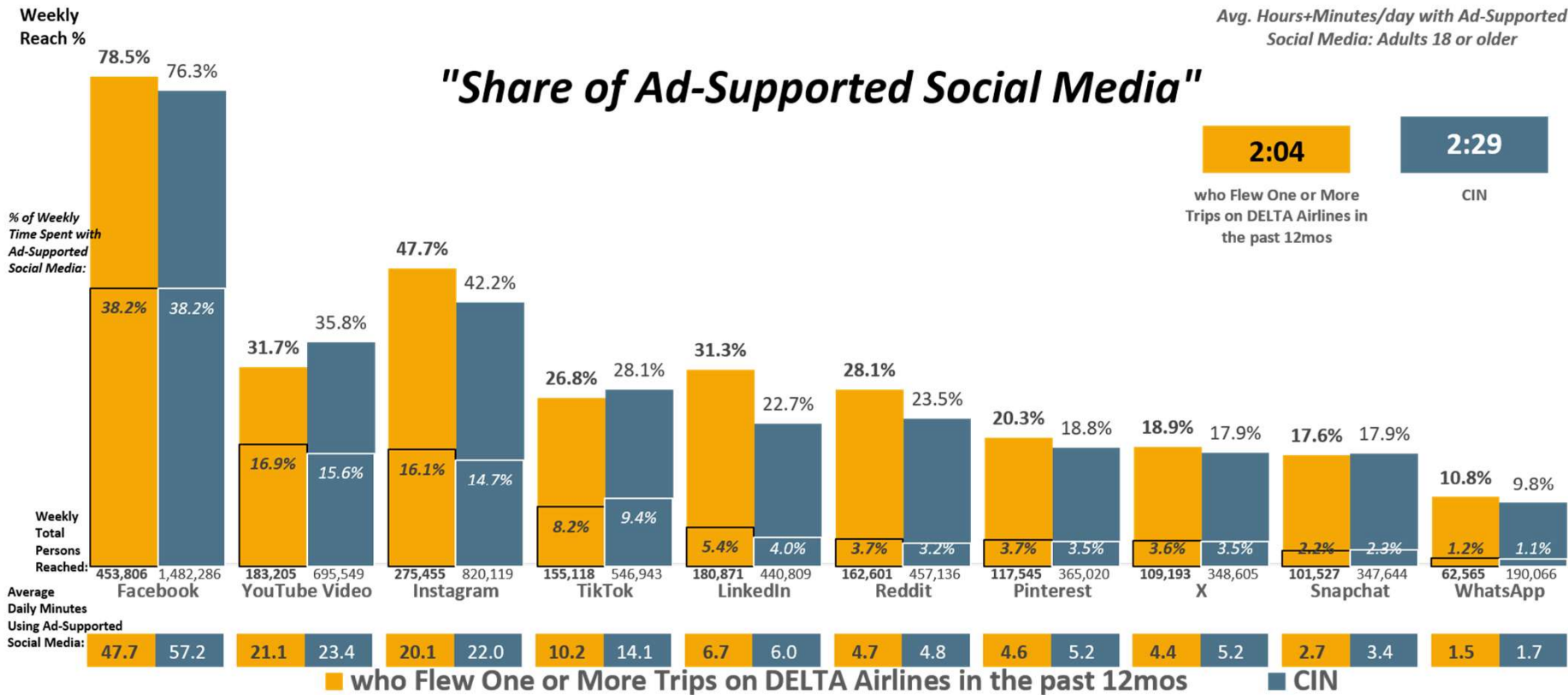
"Share of Ad-Supported Social Media"





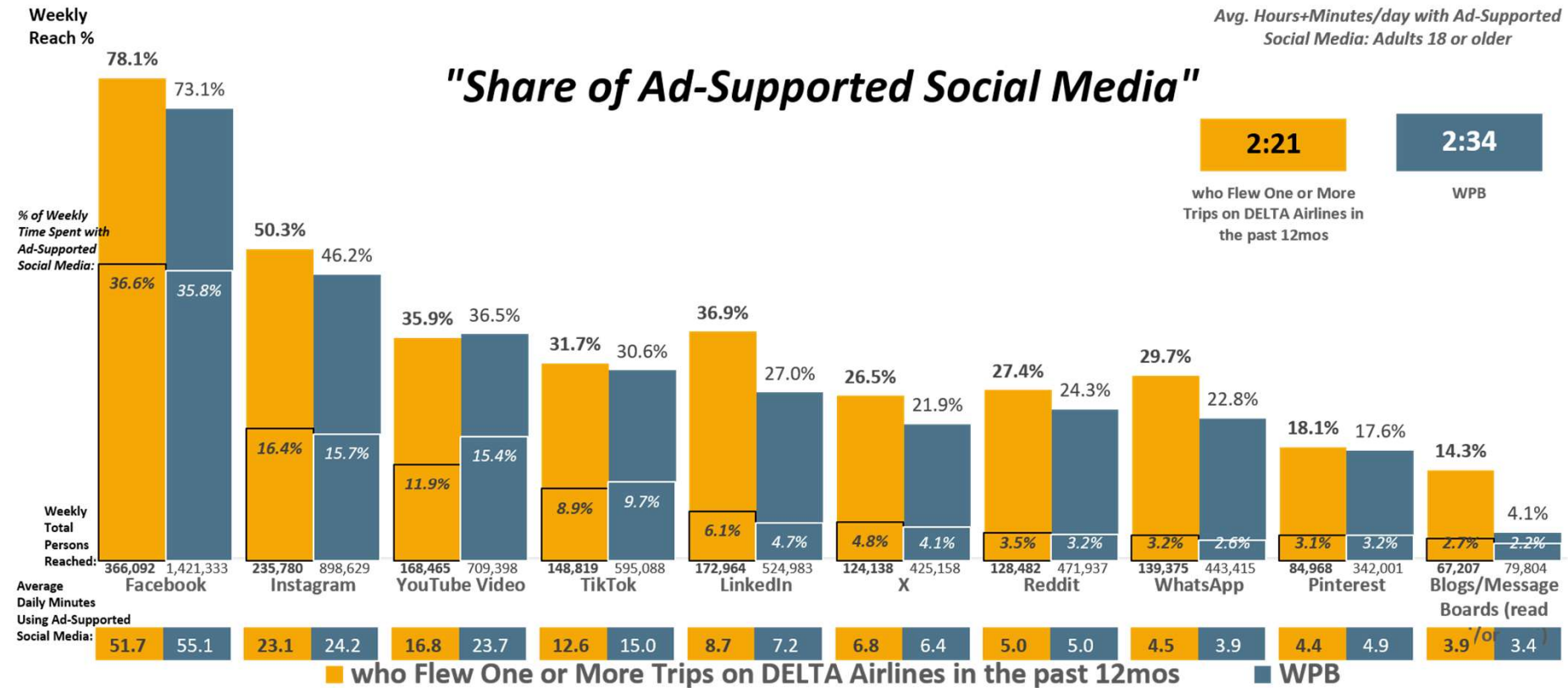
453,806 or 78.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 47.7 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





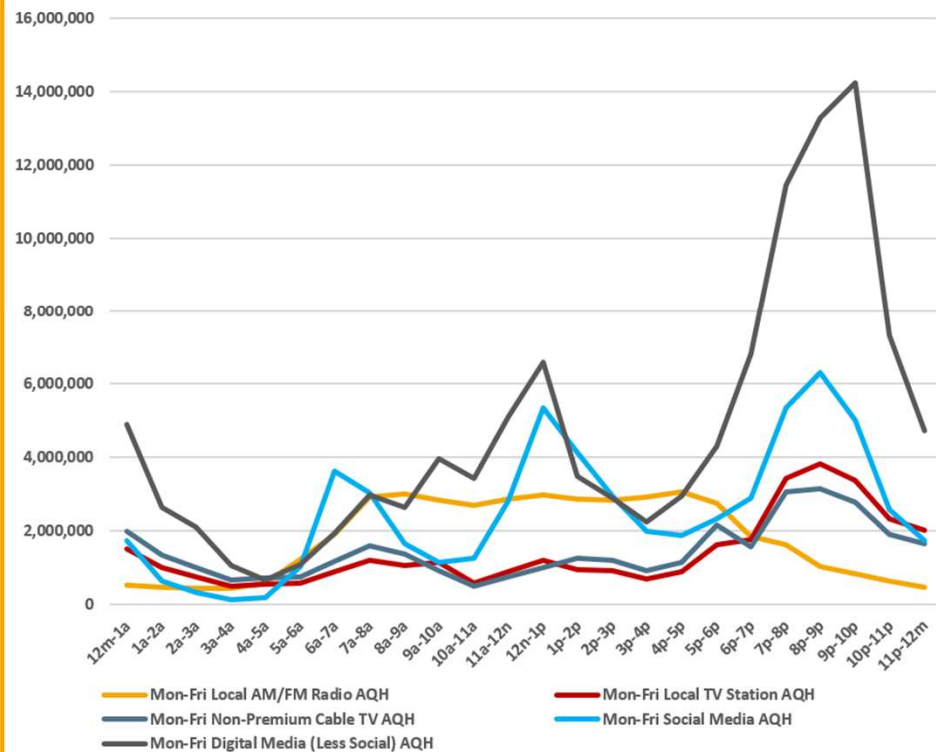
366,092 or 78.1% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos use Ad-Supported Facebook for an average of 51.7 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



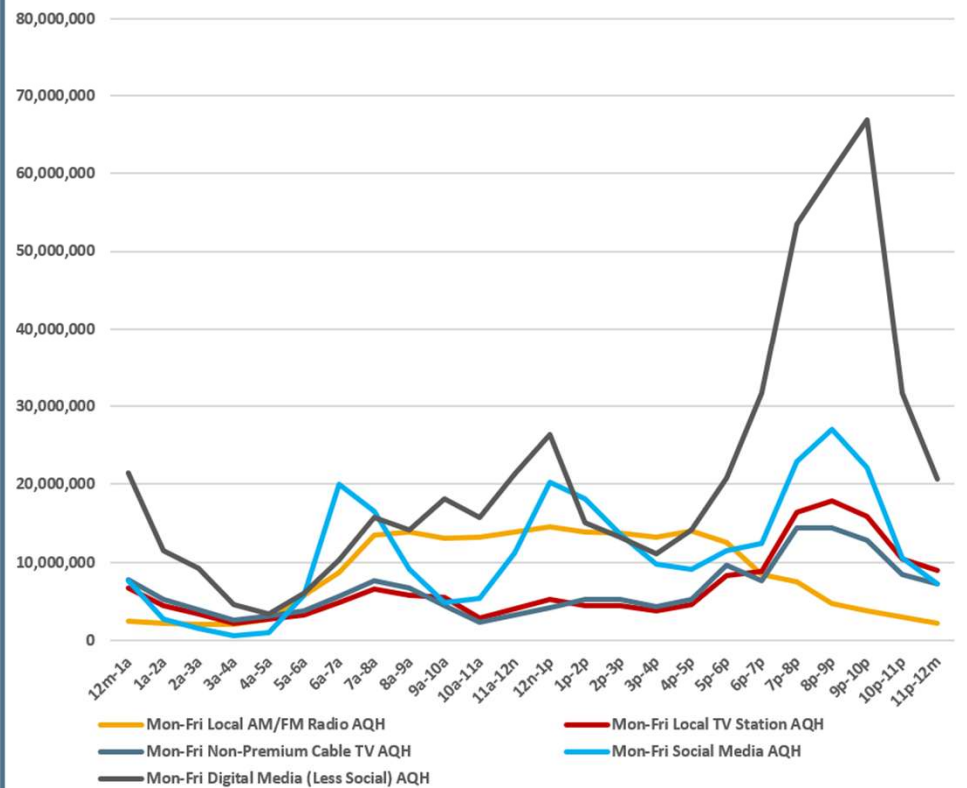


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,794,020; Local Radio: 2,734,106; Social Media: 2,694,788; Non-Prem. Cable: 1,196,424; Local TV: 1,061,943 reaching Adults 18 or older who Flew One or More Trips on DELT

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Flew One or More Trips on DELTA
Airlines in the past 12mos



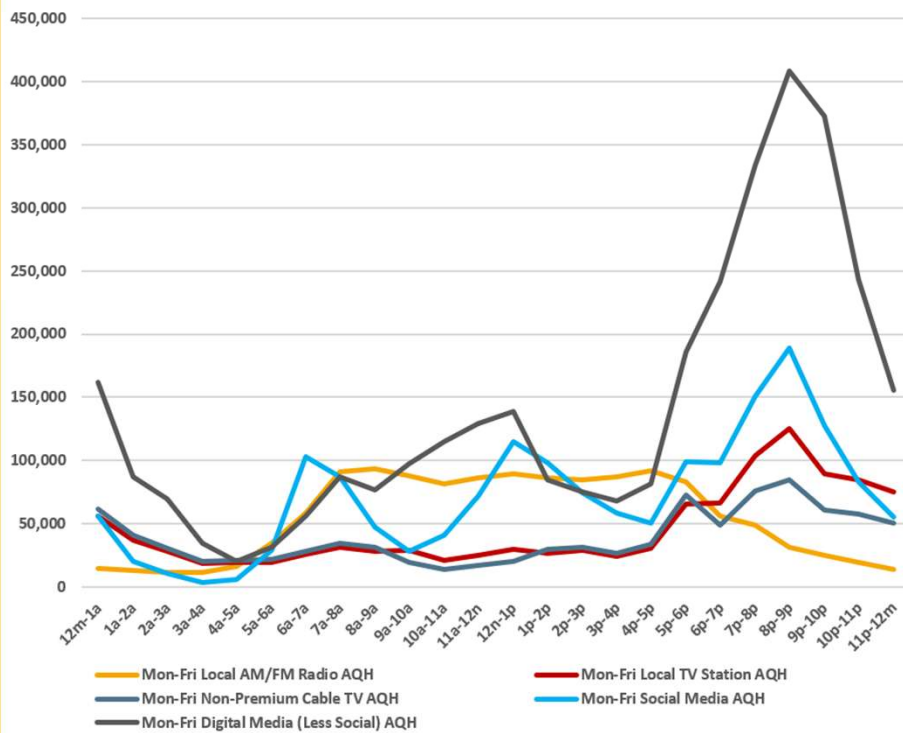
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



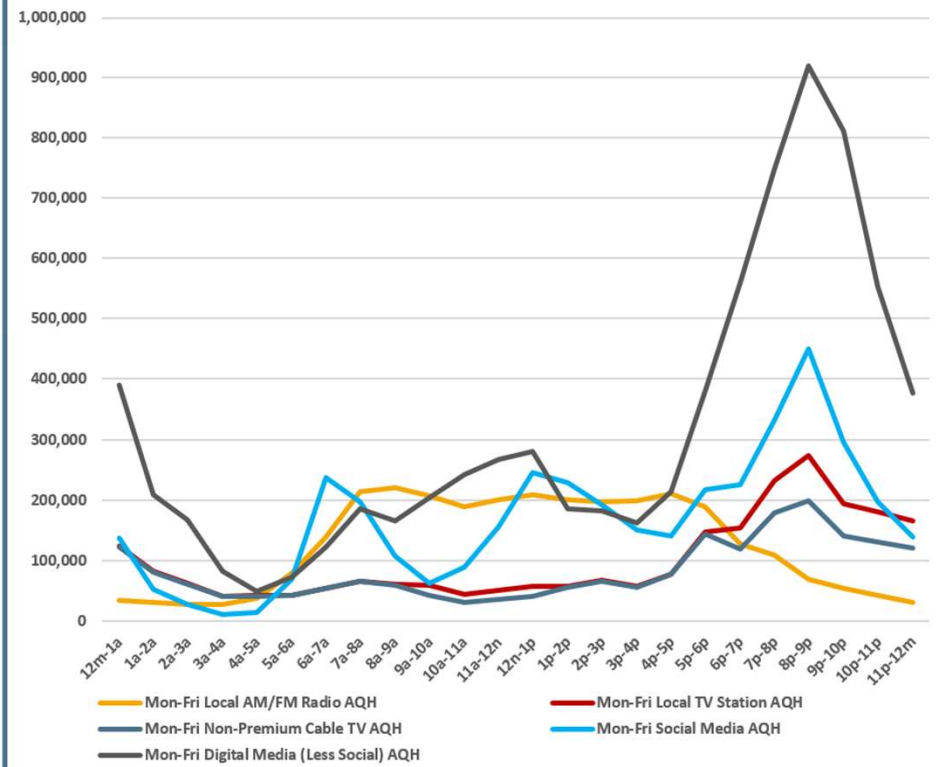


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 110,606;
Local Radio: 82,917; Social Media: 74,880; Local TV: 33,447; Non-Prem. Cable: 31,517
reaching Adults 18 or older who Flew One or More Trips on DELTA Airlines in

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Flew One or More Trips on DELTA
Airlines in the past 12mos



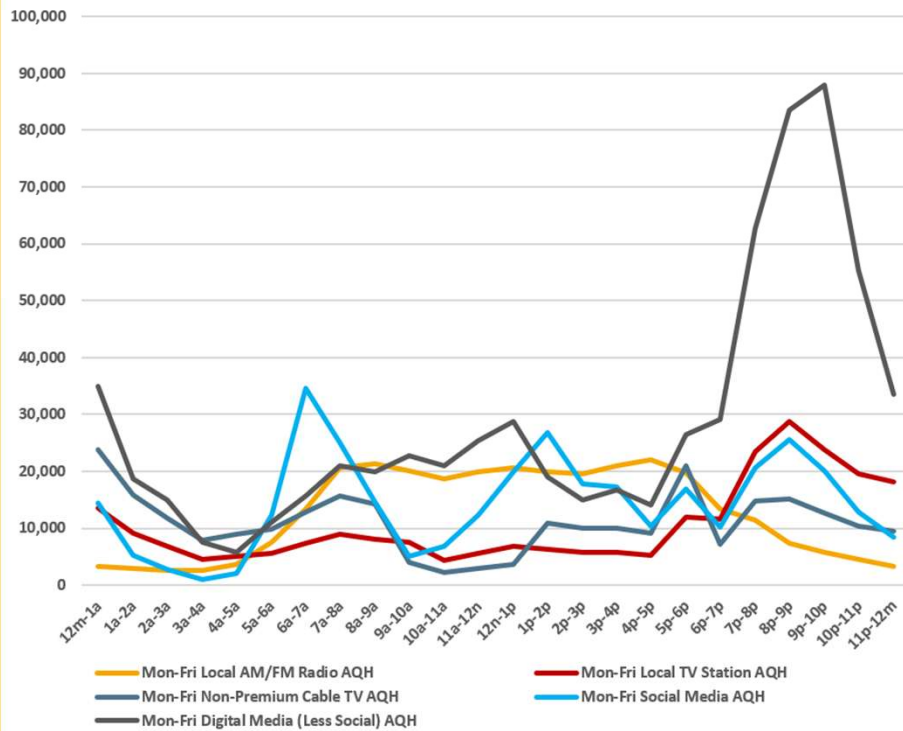
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



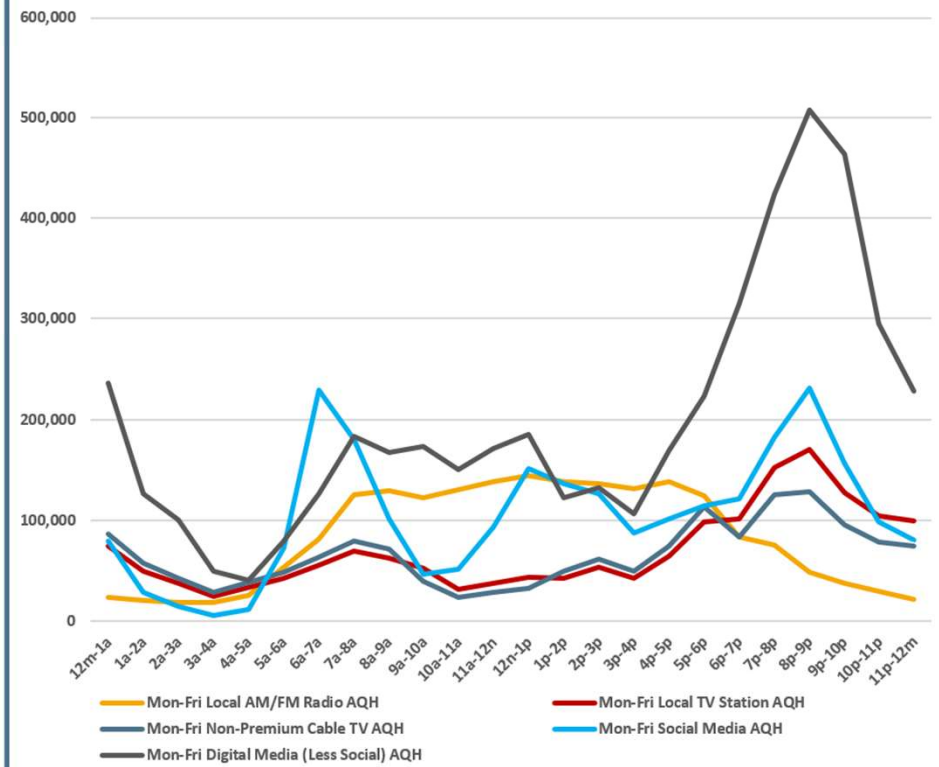


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,104; Local Radio: 19,225; Social Media: 16,744; Non-Prem. Cable: 9,539; Local TV: 7,315 reaching Adults 18 or older who Flew One or More Trips on DELTA Airlines in the

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos



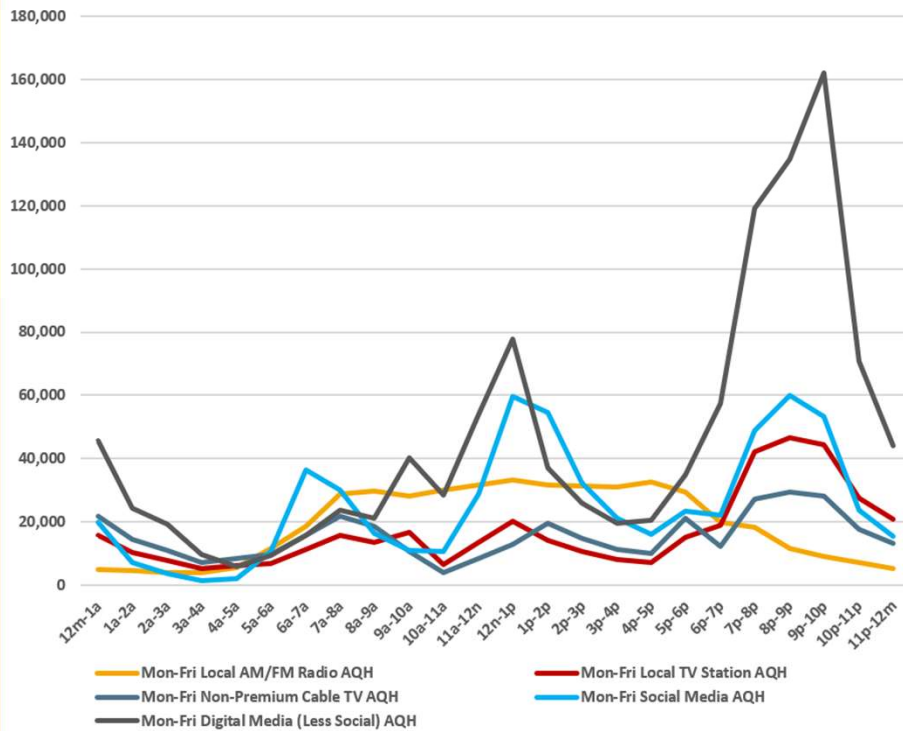
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



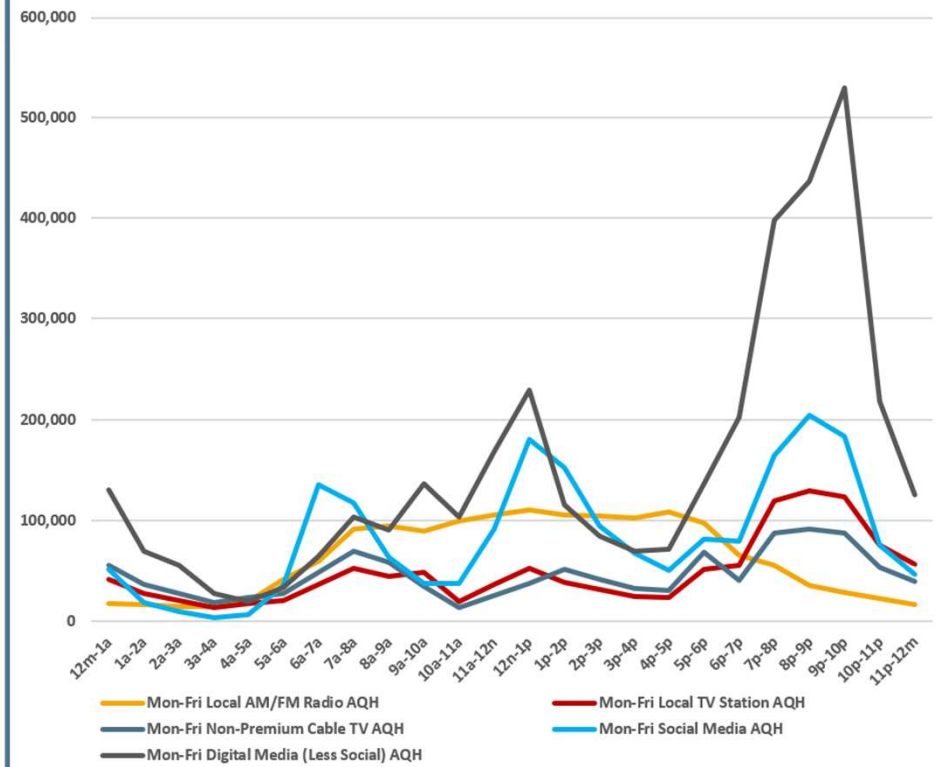


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,123; Local Radio: 28,943; Social Media: 27,962; Non-Prem. Cable: 14,016; Local TV: 13,241 reaching Adults 18 or older who Flew One or More Trips on DELTA Airlines in t

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos



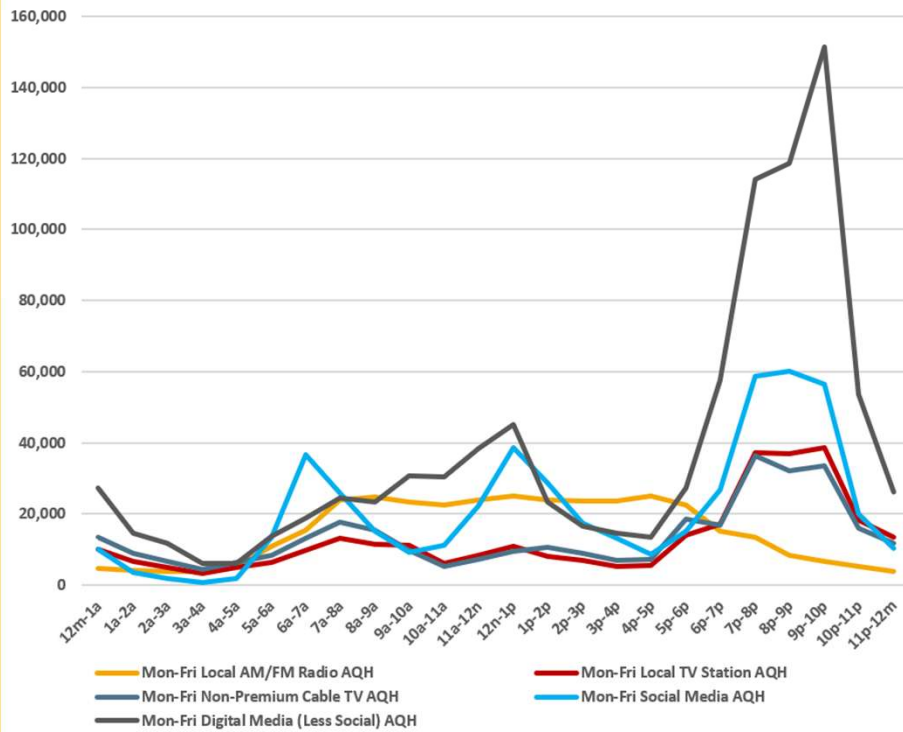
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



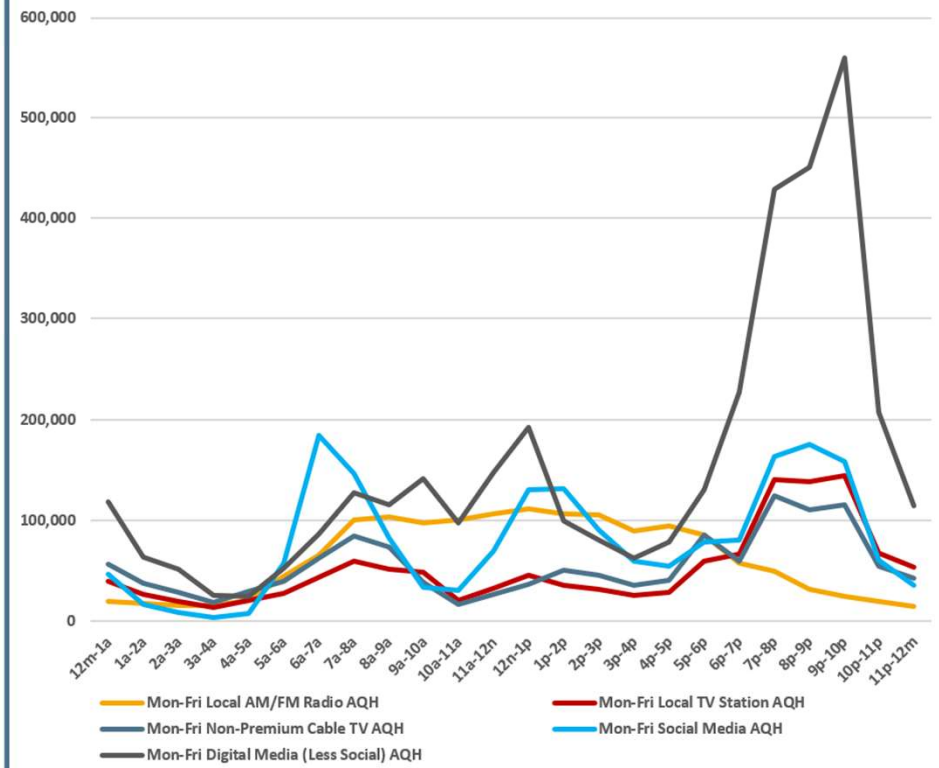


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,006;
Local Radio: 22,516; Social Media: 20,677; Non-Prem. Cable: 11,356; Local TV: 9,885
reaching Adults 18 or older who Flew One or More Trips on DELTA Airlines in th

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Flew One or More Trips on DELTA
Airlines in the past 12mos



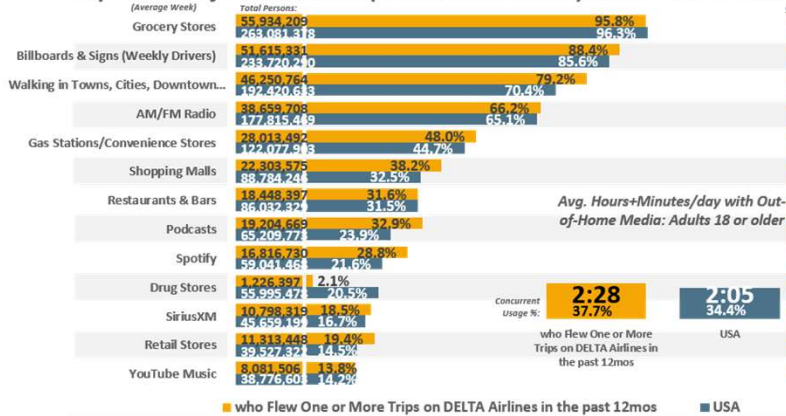
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



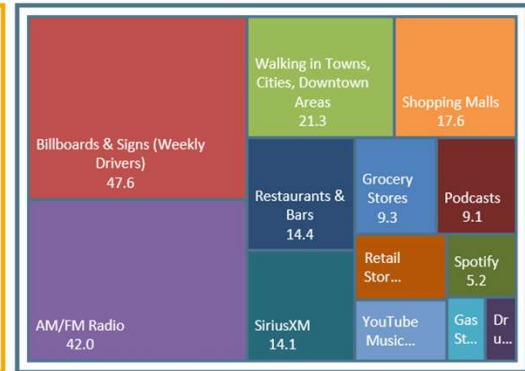
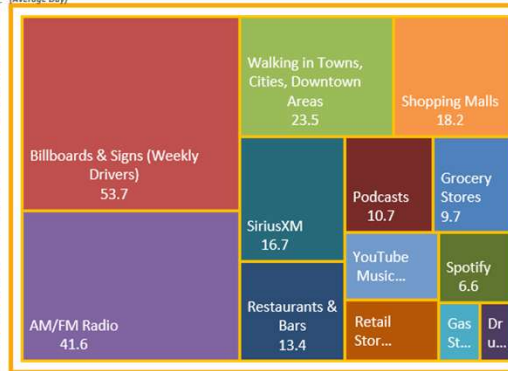


51,615,331 or 88.4% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 36.3

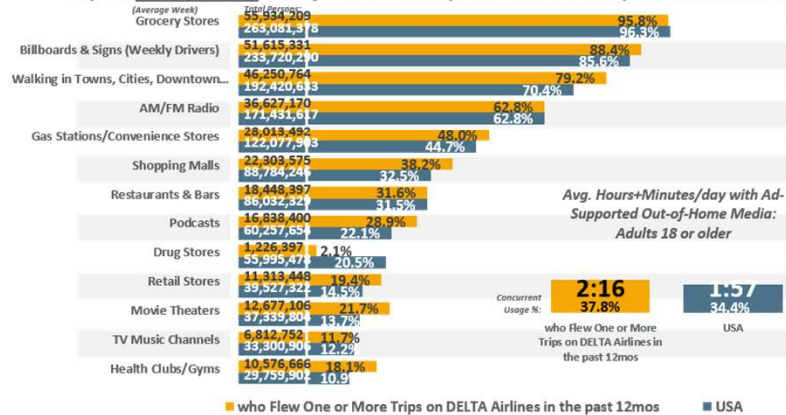
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



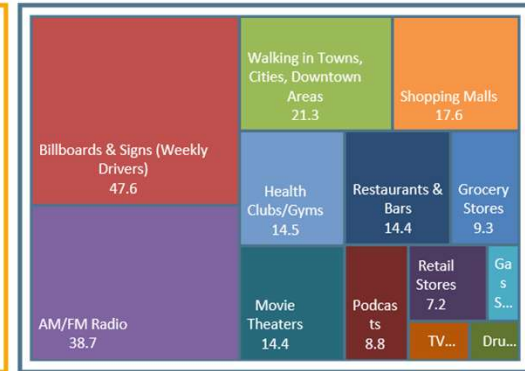
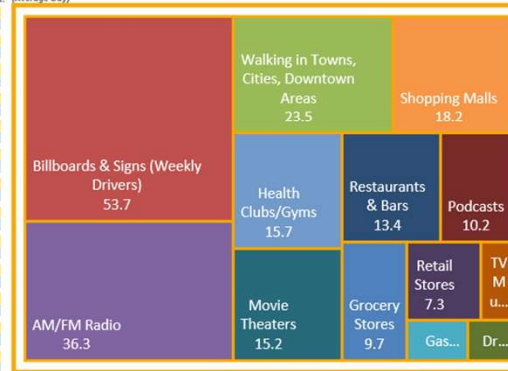
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

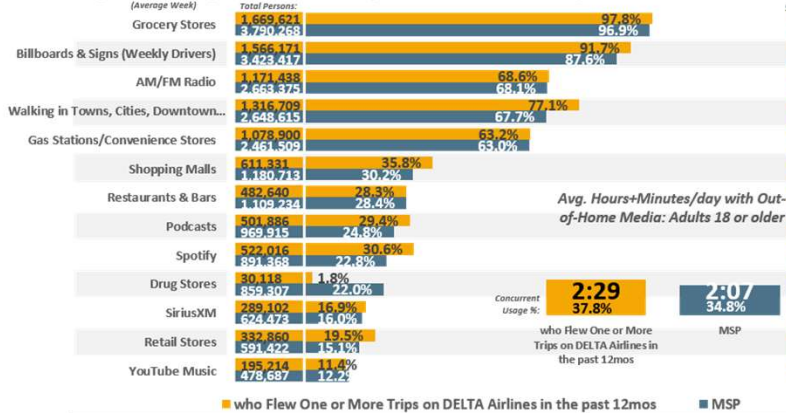
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

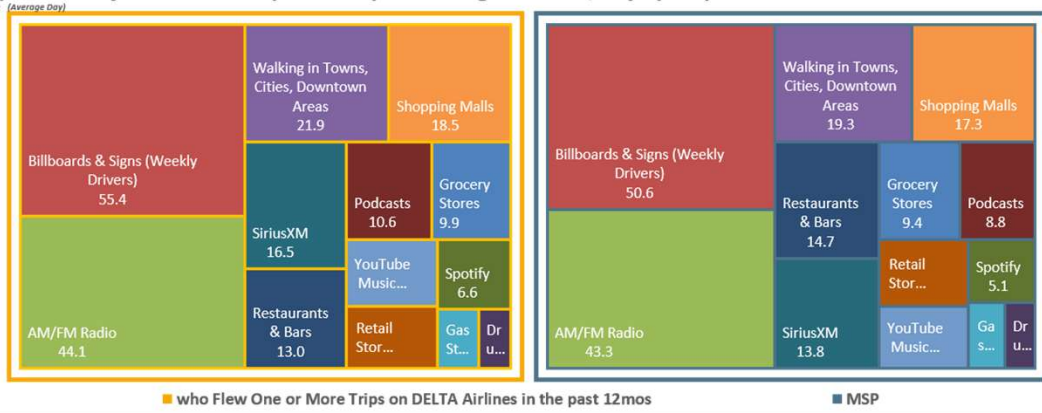


1,566,171 or 91.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 38.5

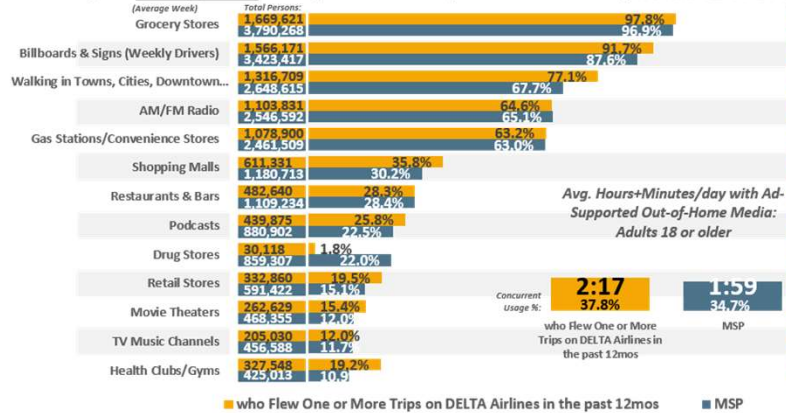
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



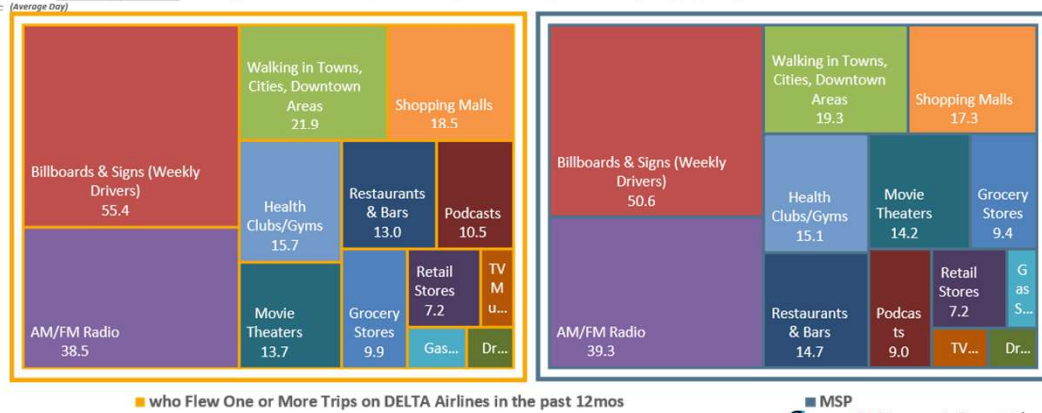
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884
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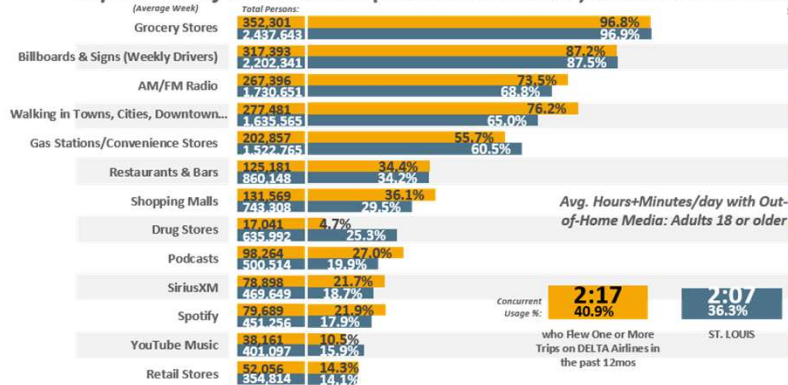
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

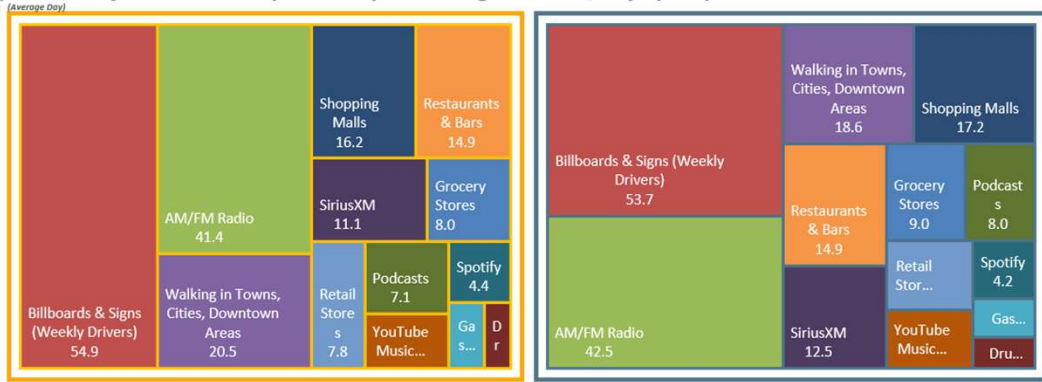


317,393 or 87.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 37.8 min

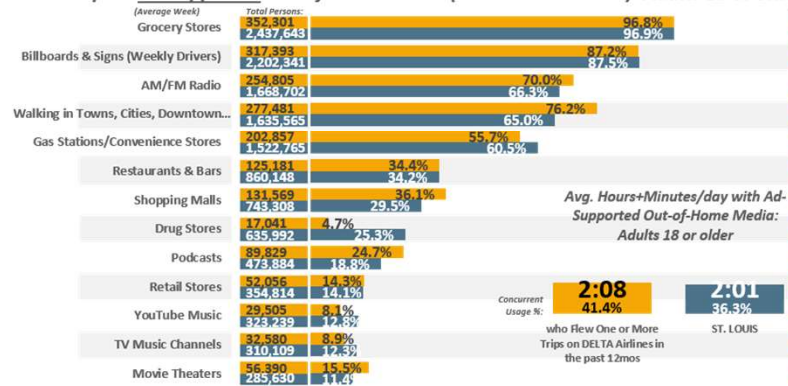
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



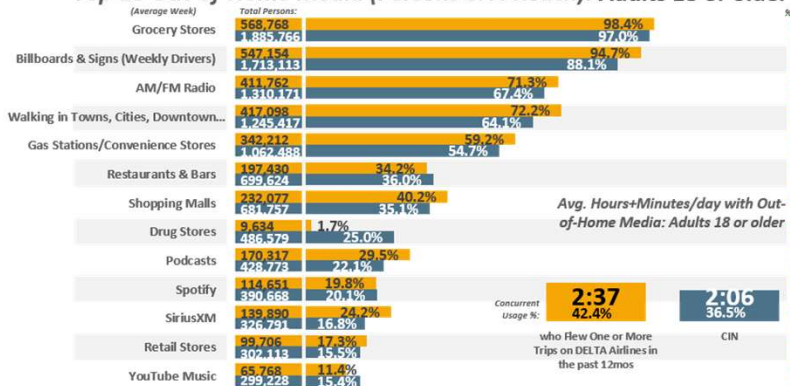
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



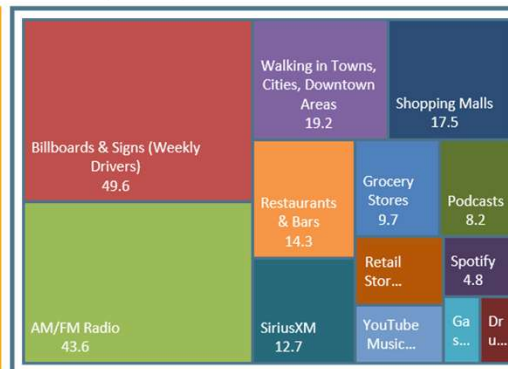


547,154 or 94.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 37.4 min

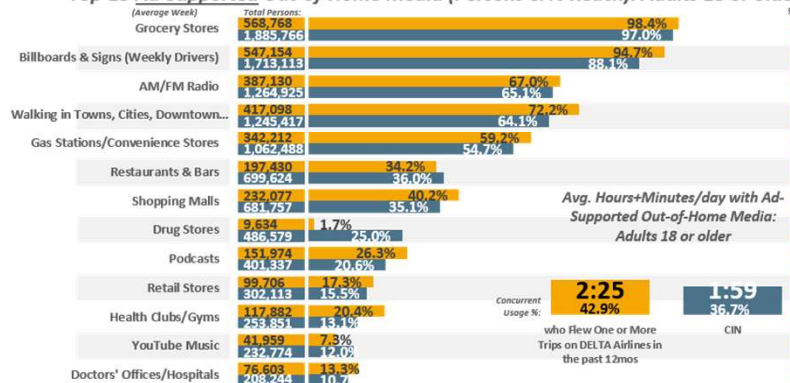
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



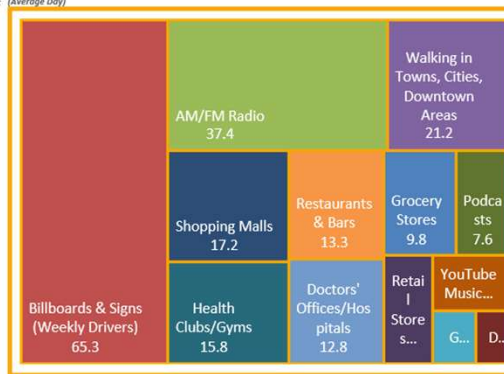
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



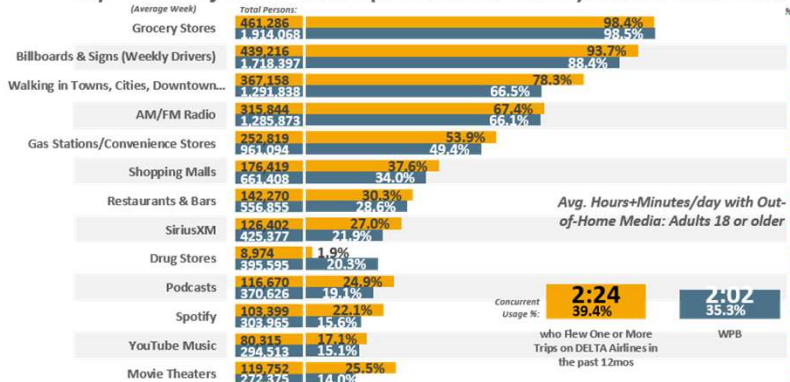
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



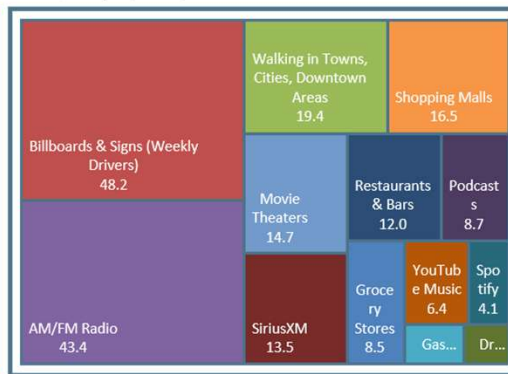
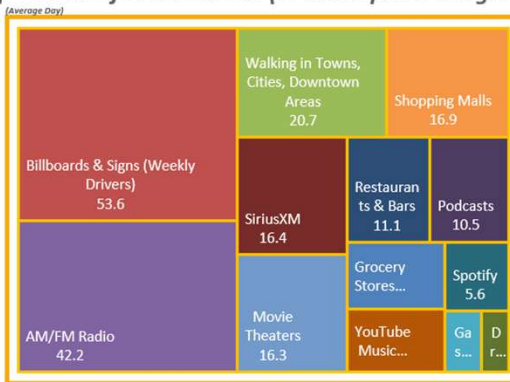


439,216 or 93.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 38.9 mi

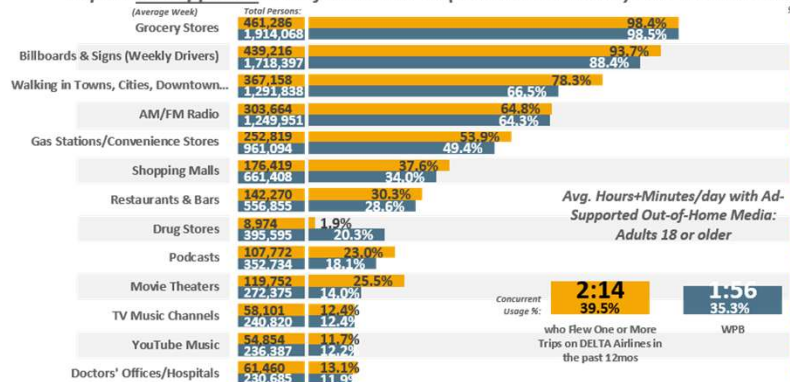
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



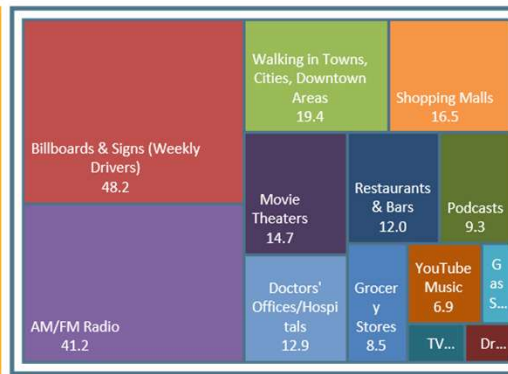
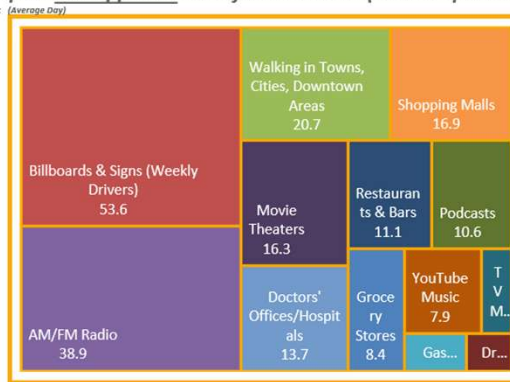
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 637
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Flew One or More Trips on DELTA Airlines in the past 12 months

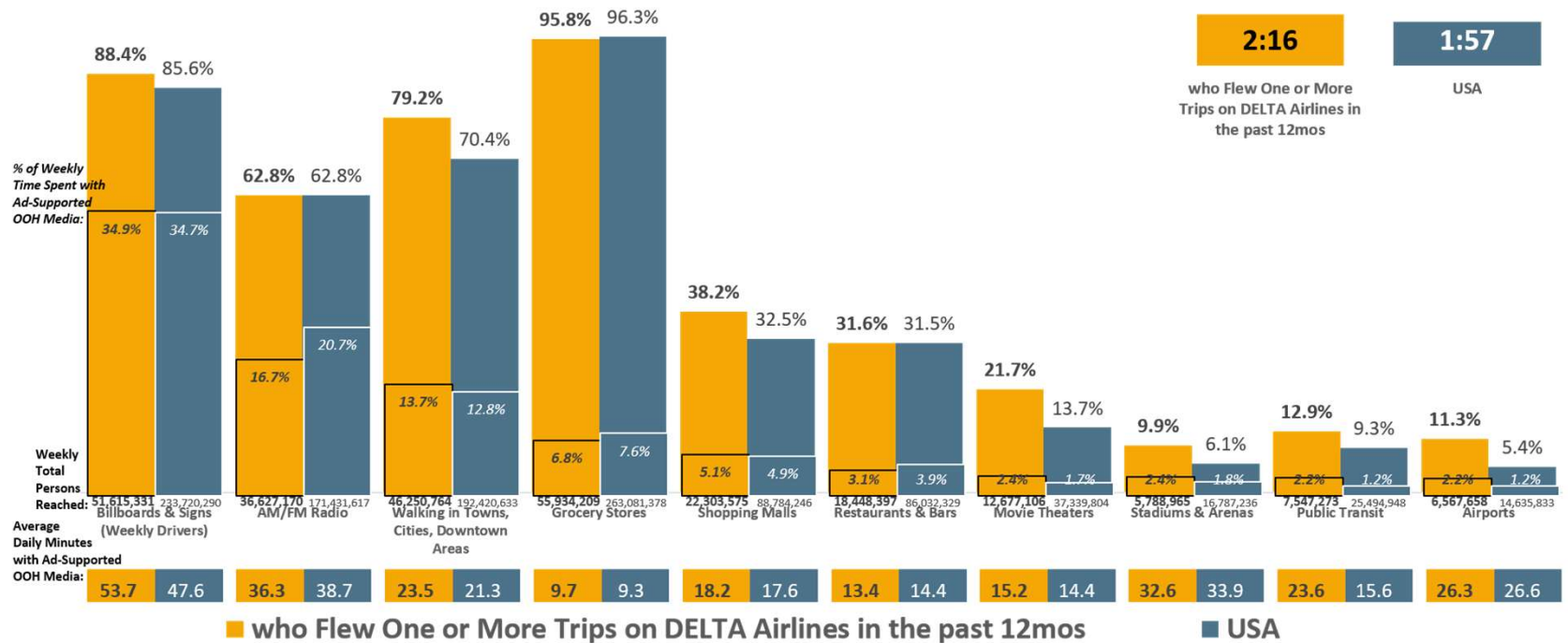


51,615,331 or 88.4% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 53.7 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,541
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

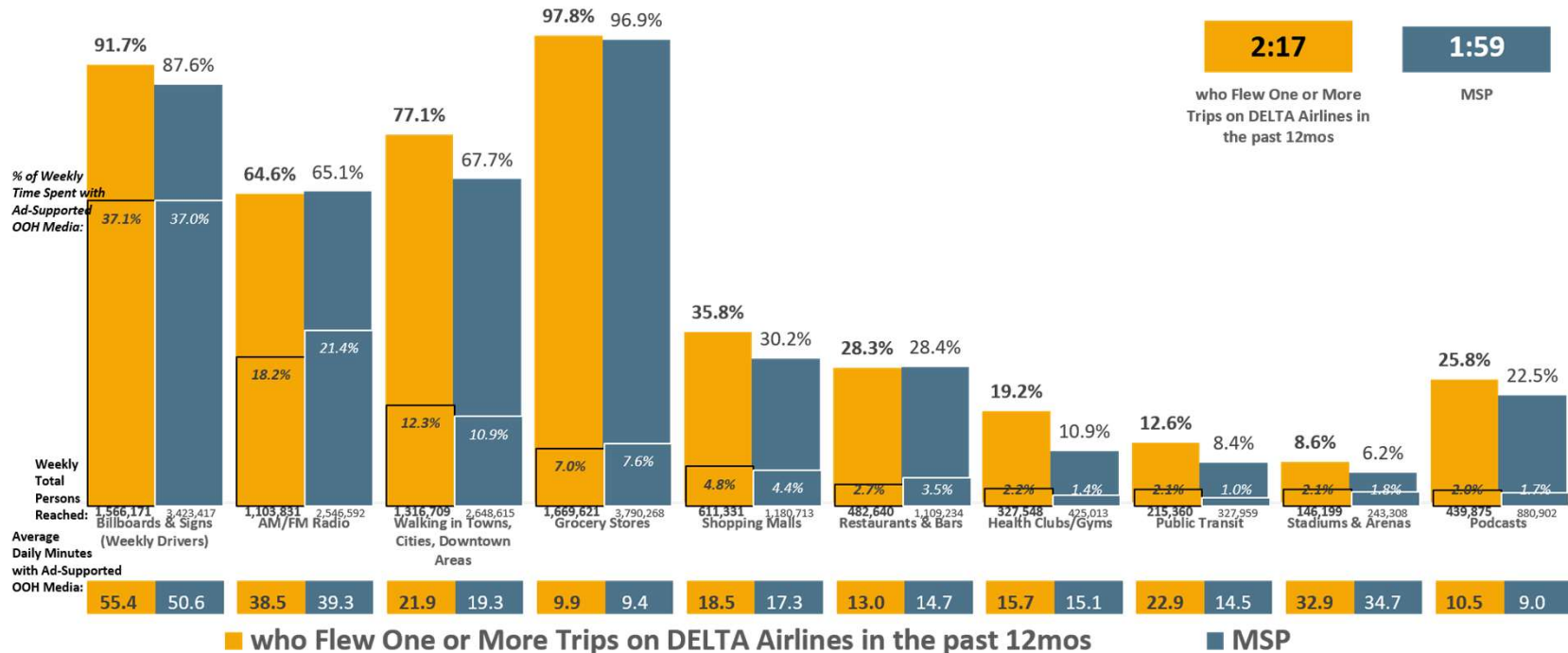


1,566,171 or 91.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:17

who Flew One or More Trips on DELTA Airlines in the past 12mos

1:59

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 884 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

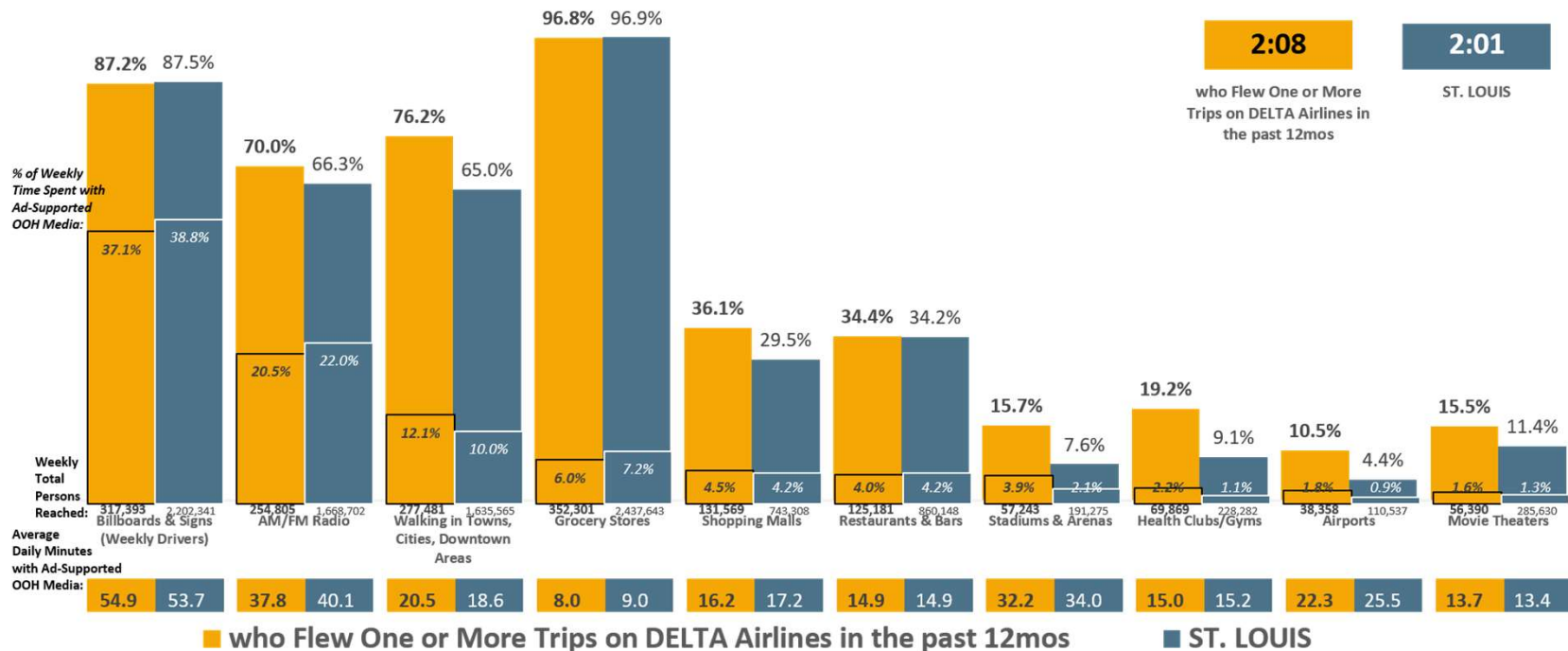


317,393 or 87.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 288
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

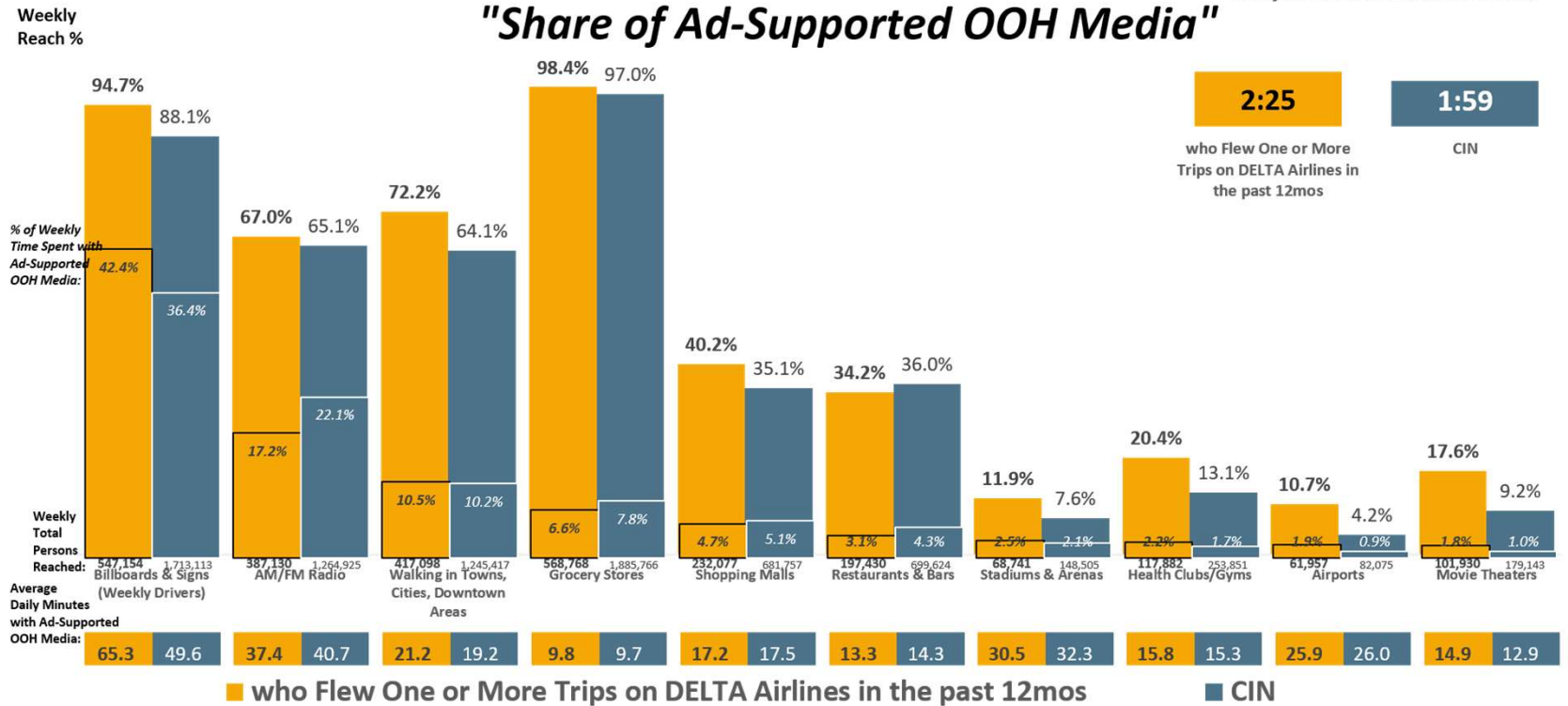
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months



547,154 or 94.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 42.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



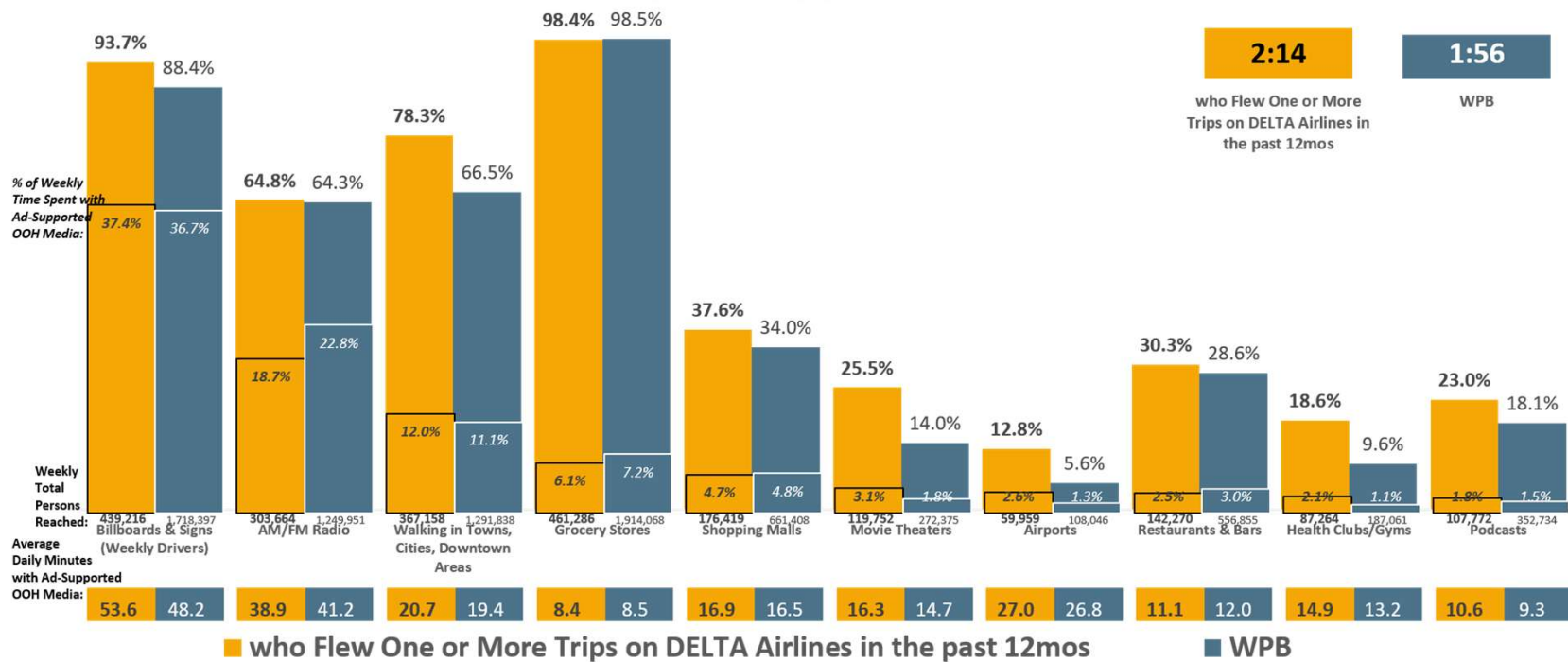


439,216 or 93.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 637 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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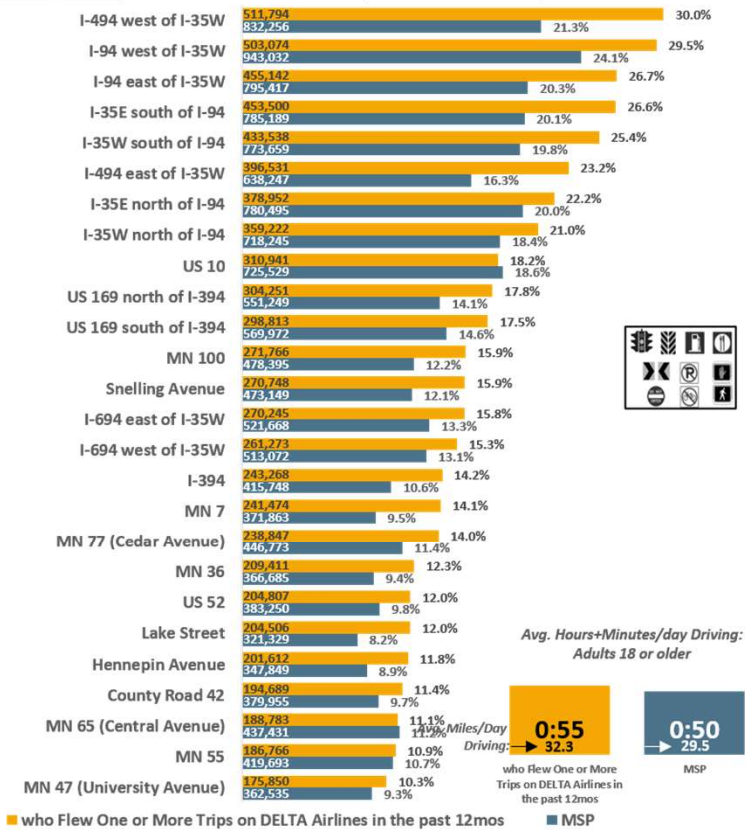
soefa.ai Share of Everything for Anything

Flew One or More Trips on DELTA Airlines in the past 12 months

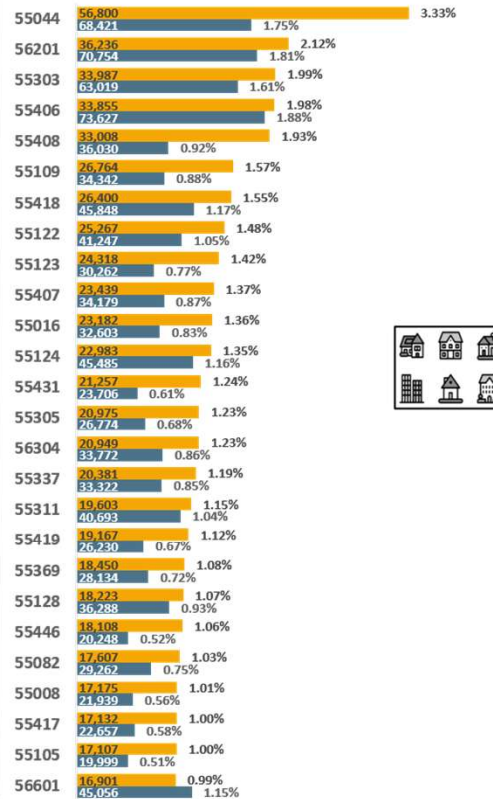


1,566,171 or 91.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 55.4 minutes per day driving an average of 32.3 miles each day and are 48.7% more likely to use MN 7 than the Metro average.

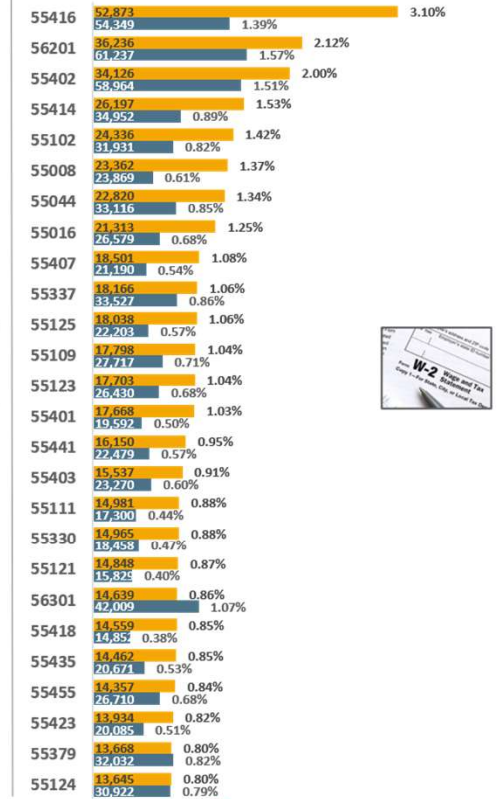
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



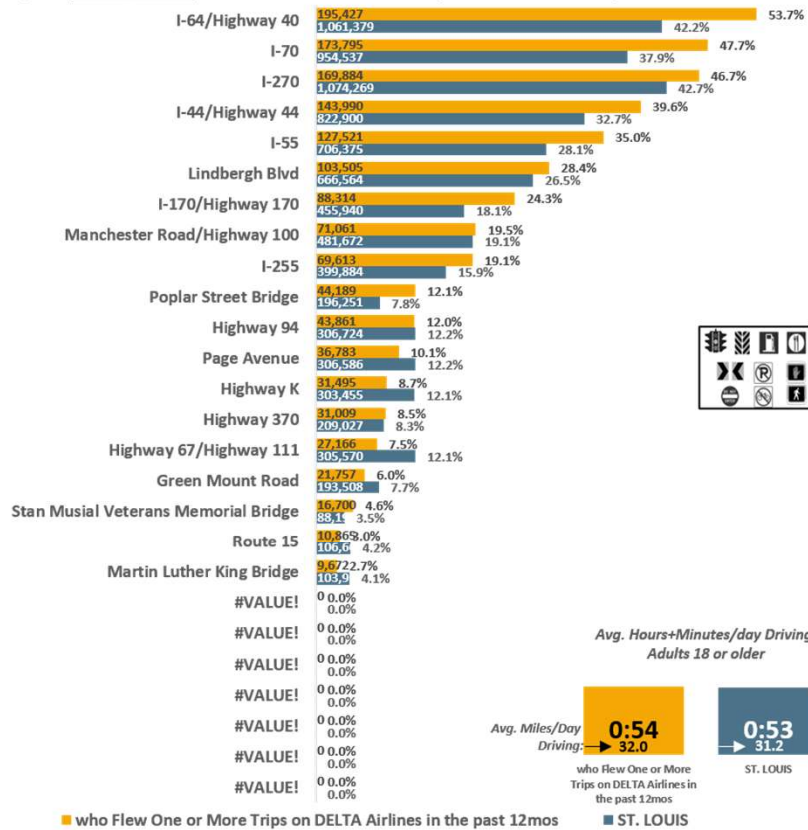
Top-26 Employment Zip Codes: Adults 18 or older



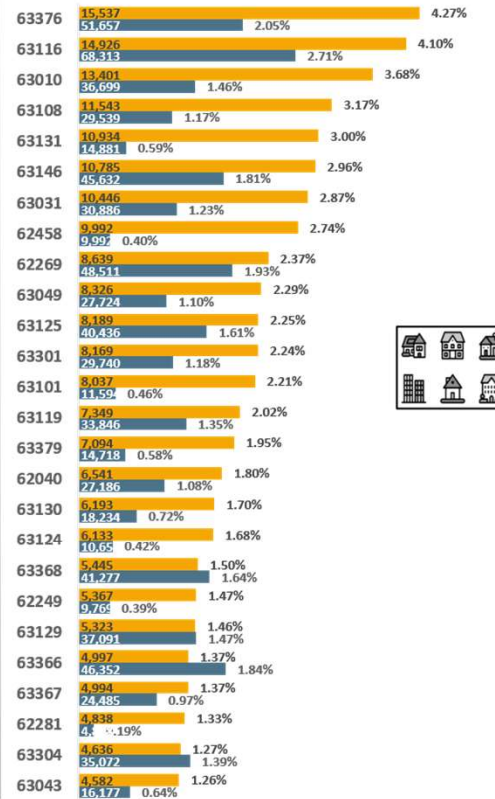


317,393 or 87.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 54.9 minutes per day driving an average of 32. miles each day and are 55.6% more likely to use Poplar Street Bridge than the Metro av

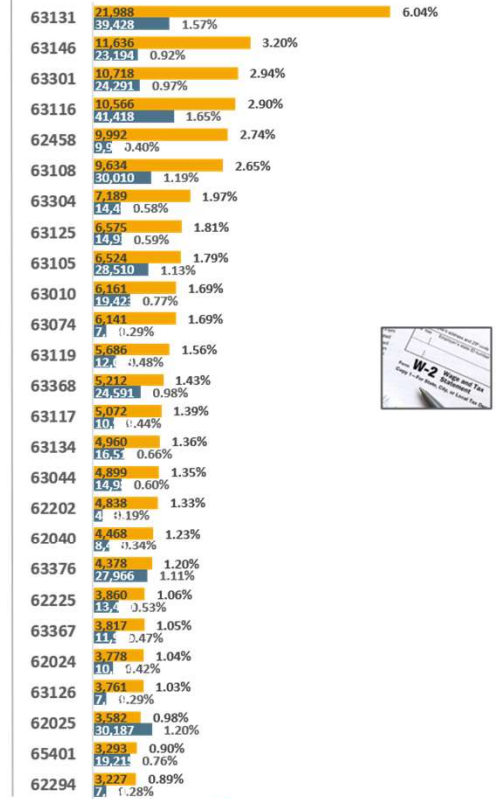
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

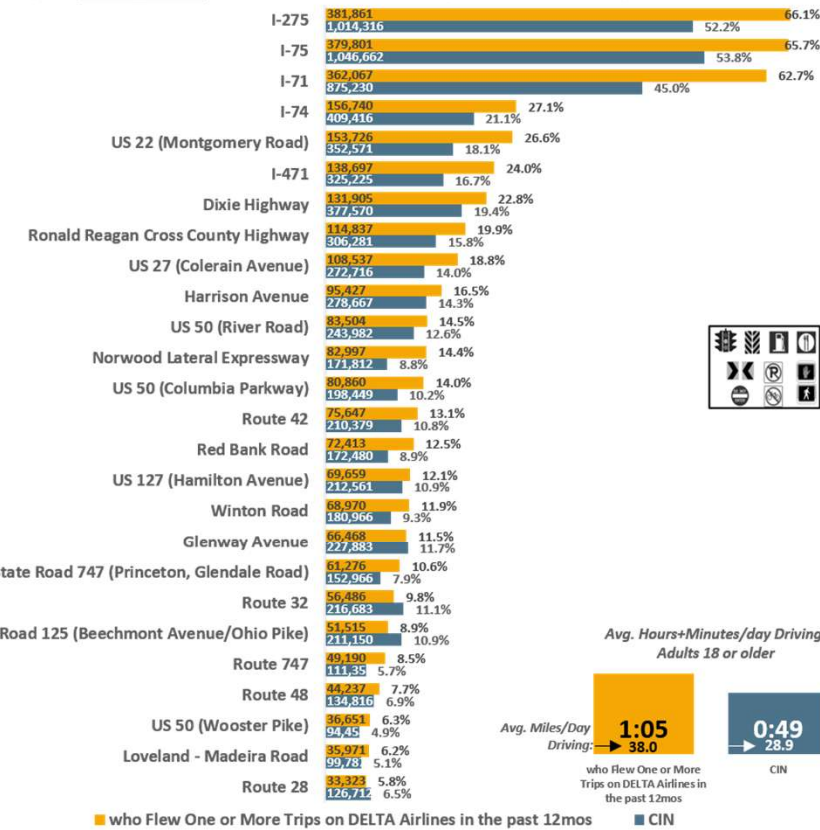


soefa.ai Share of Everything for Anything



547,154 or 94.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 62.5% more likely to use Norwood Lateral Expressway than the Me

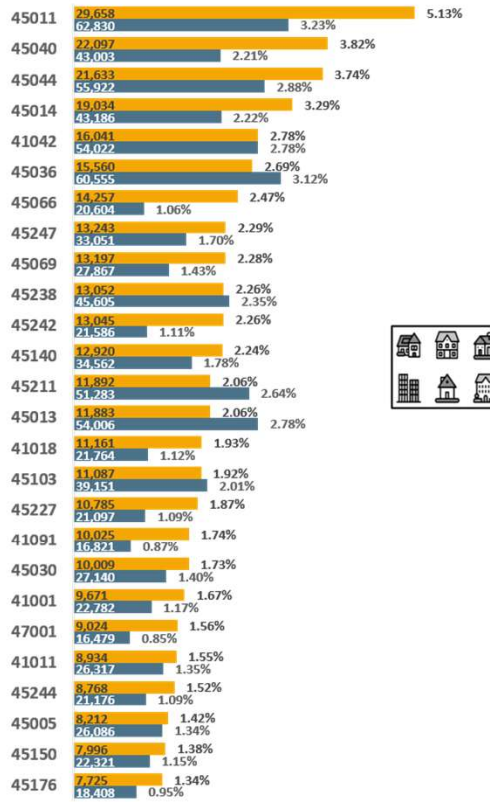
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



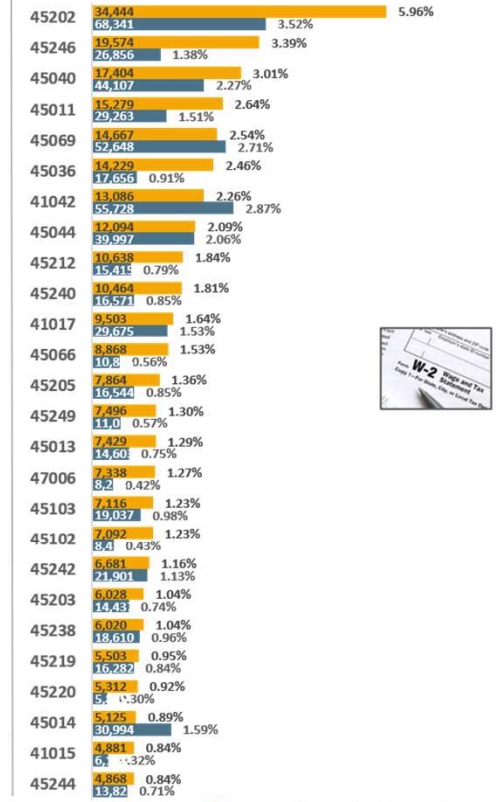
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

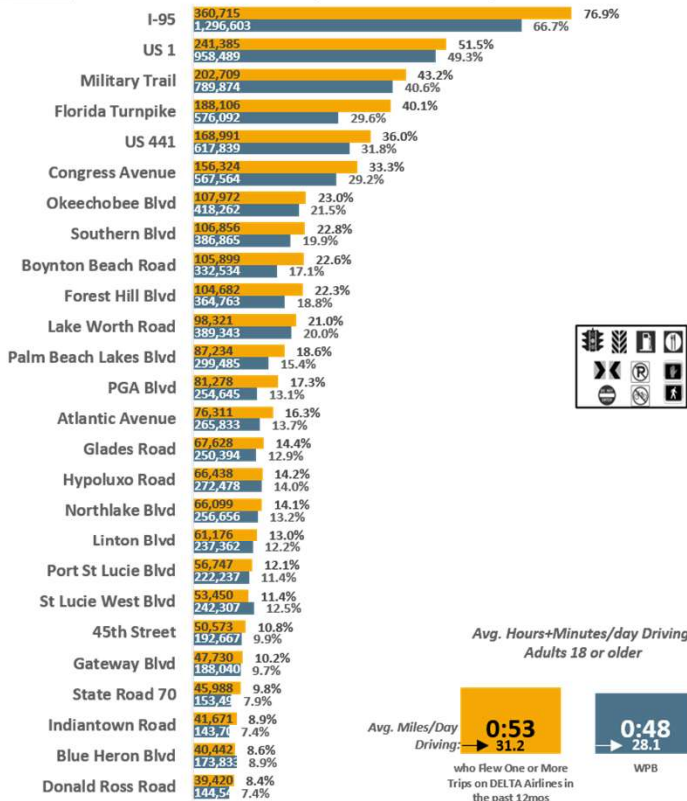


soefa.ai Share of Everything for Anything



439,216 or 93.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 35.4% more likely to use Florida Turnpike than the Metro avera

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

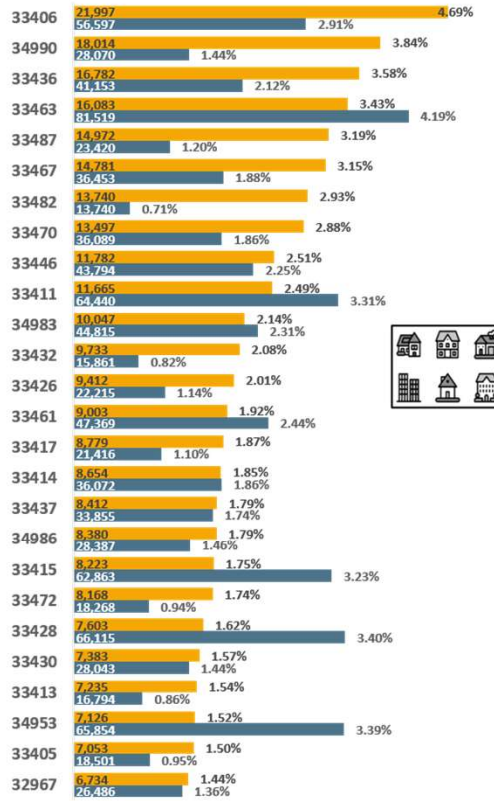


Avg. Hours+Minutes/day Driving:
Adults 18 or older

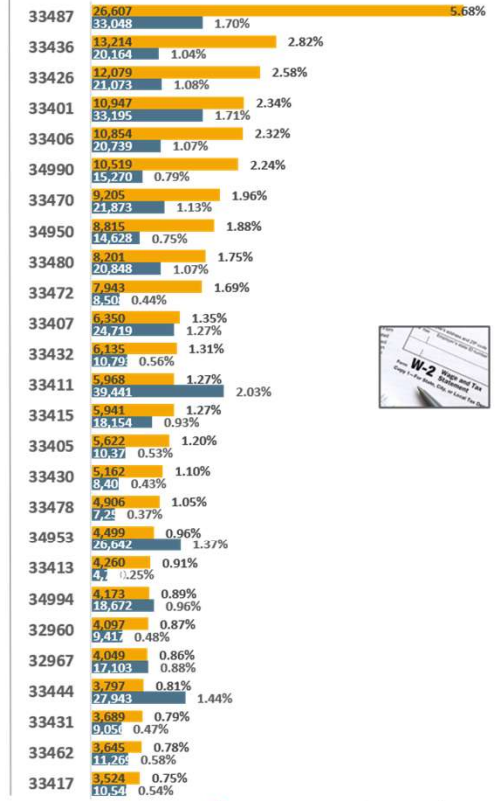


who Flew One or More Trips on DELTA Airlines in the past 12mos WPB

Top-26 Residential Zip Codes: Adults 18 or older

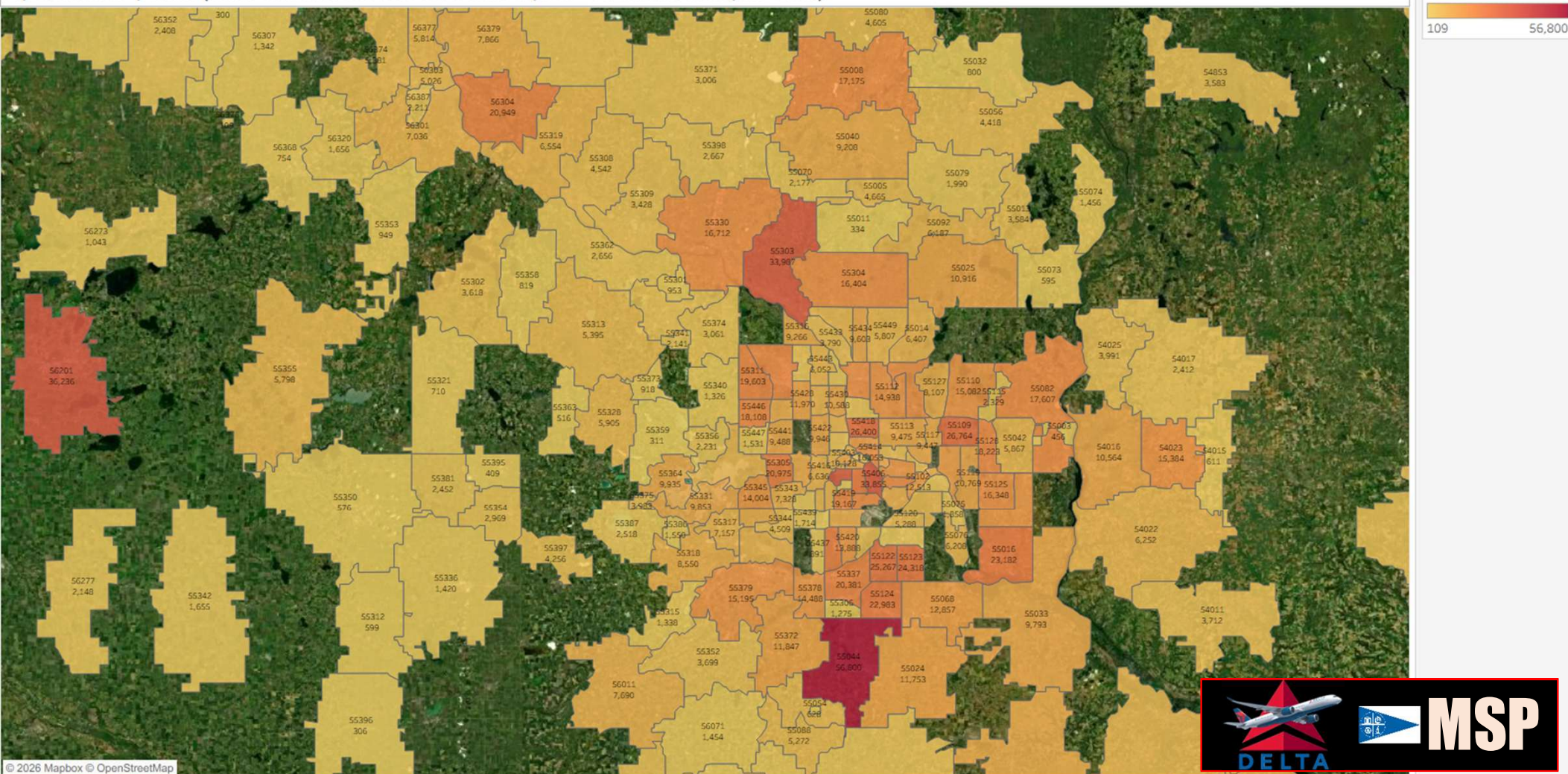


Top-26 Employment Zip Codes: Adults 18 or older

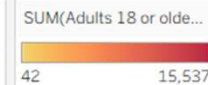
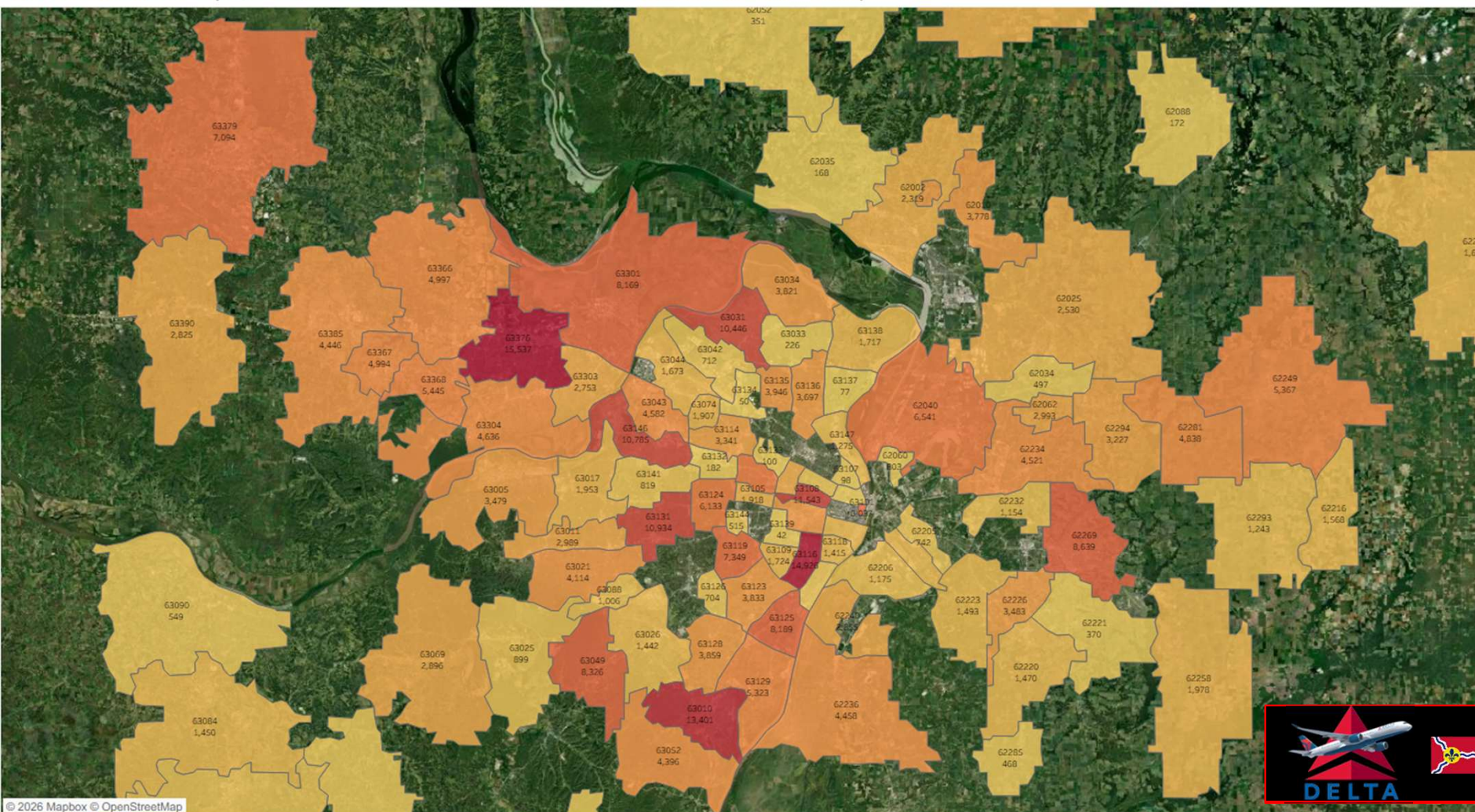


soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos)



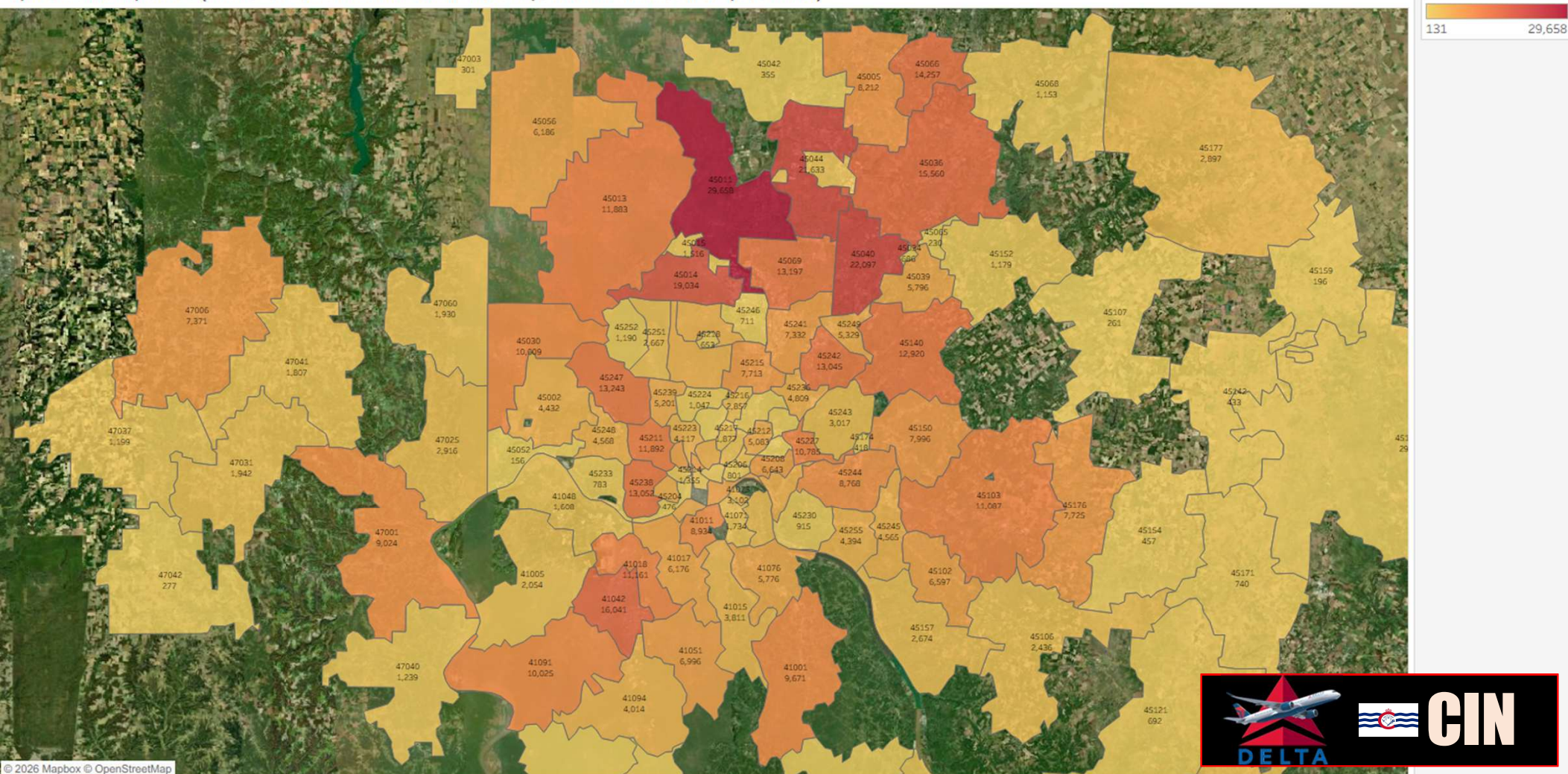
Top Residential Zip Codes: (Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos)



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Top Residential Zip Codes: (Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos)



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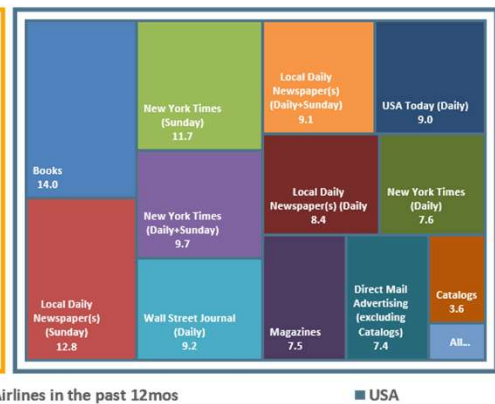
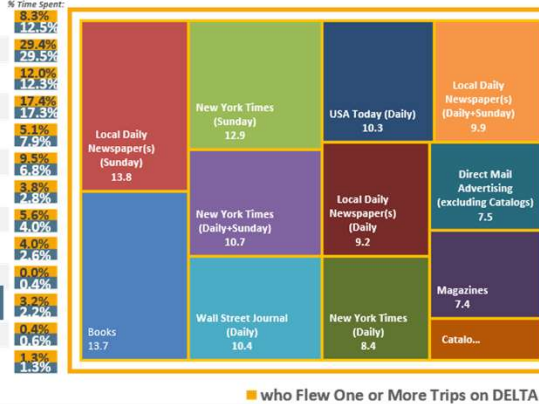
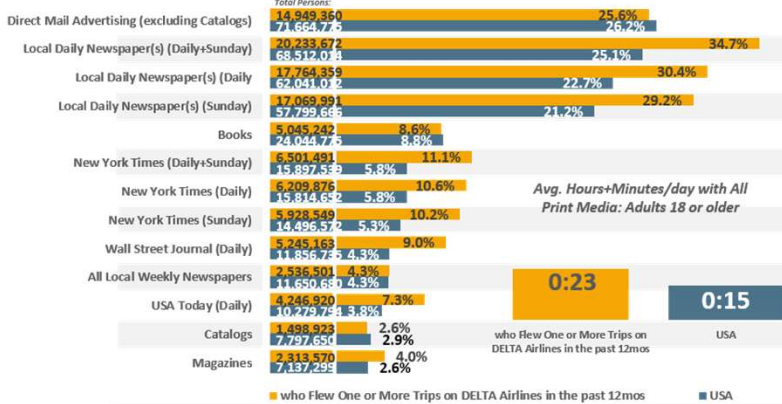
SUM(Adults 18 or olde...



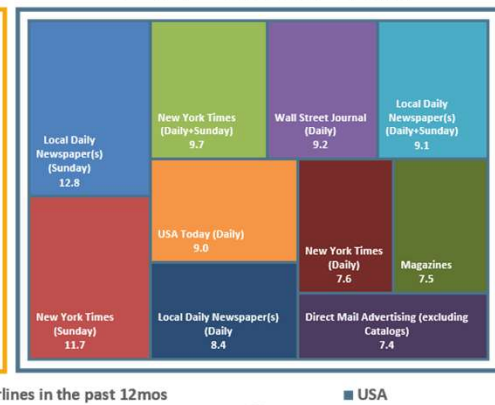
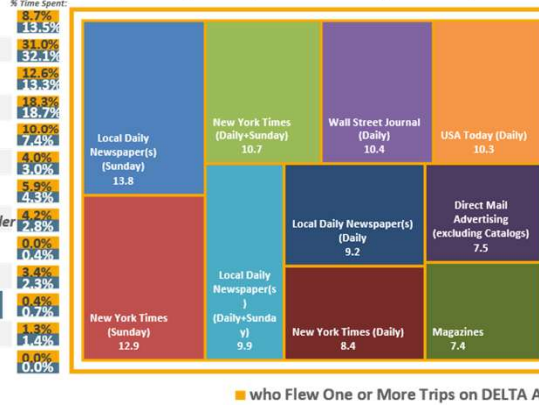
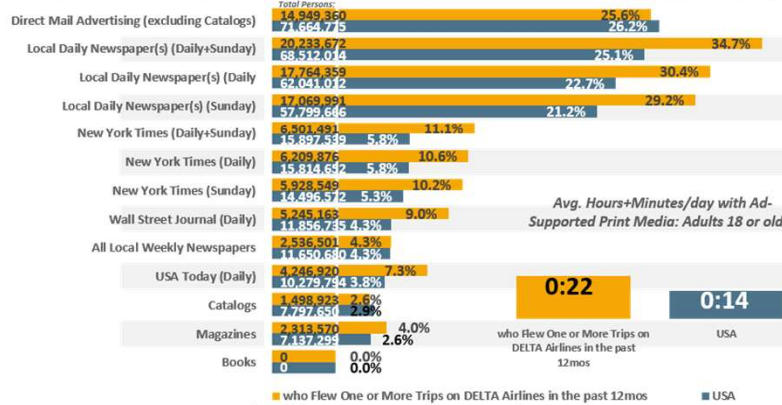


20,233,672 or 34.7% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.% of all time spent daily with All forms of Print

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**



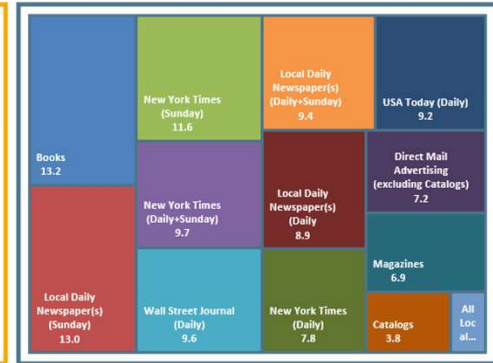
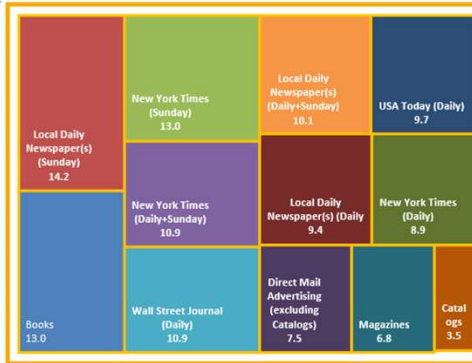
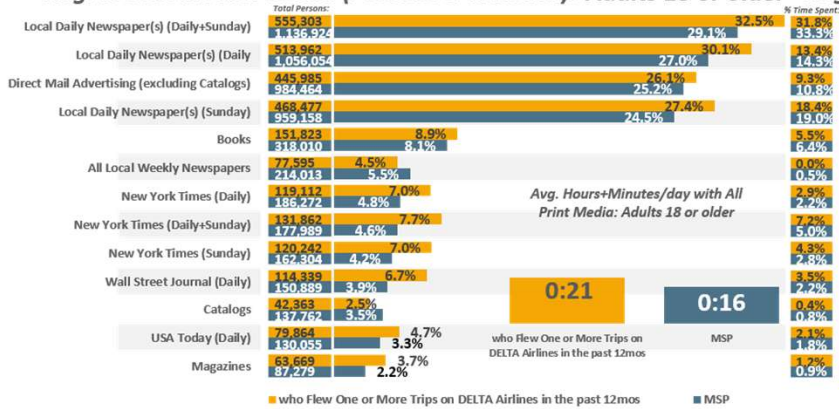
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



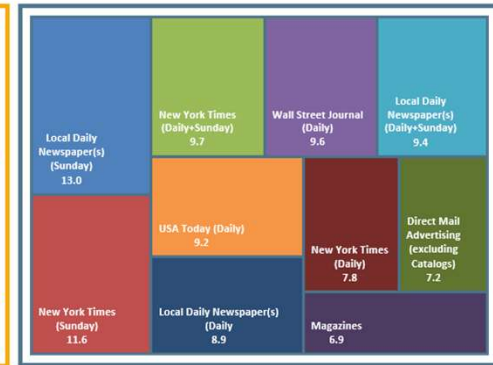
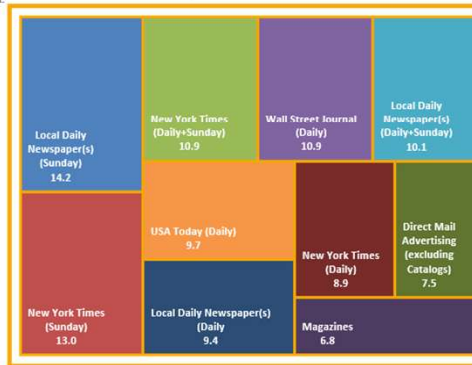
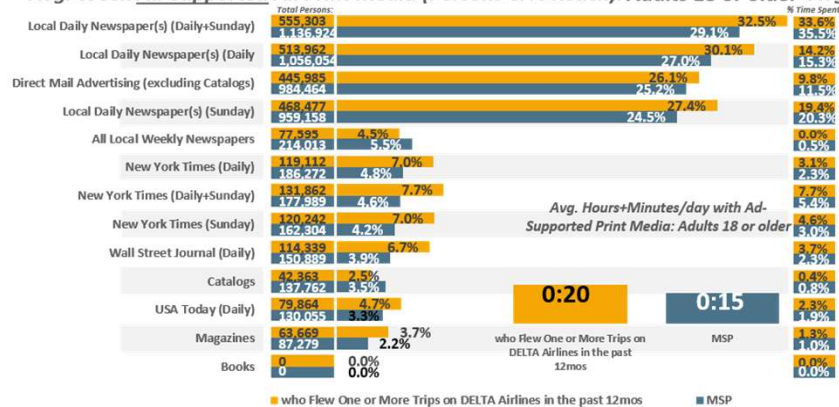


555,303 or 32.5% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.6% of all time spent daily with All forms of Print

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**



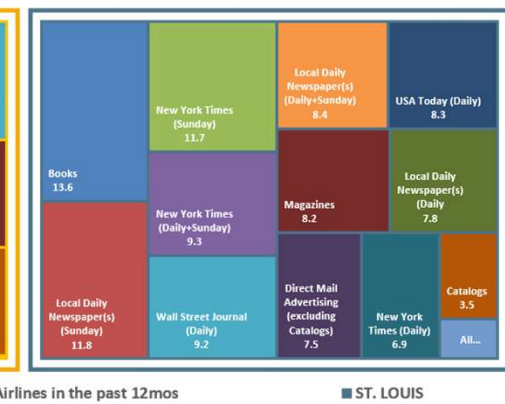
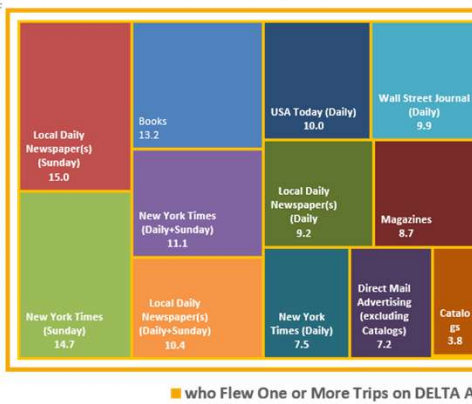
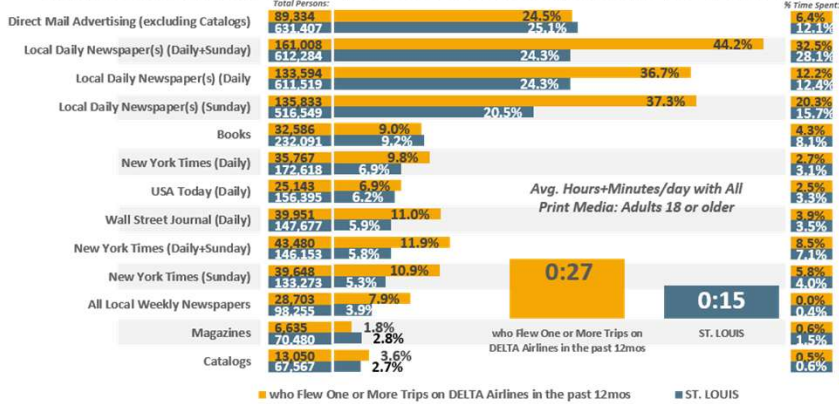
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



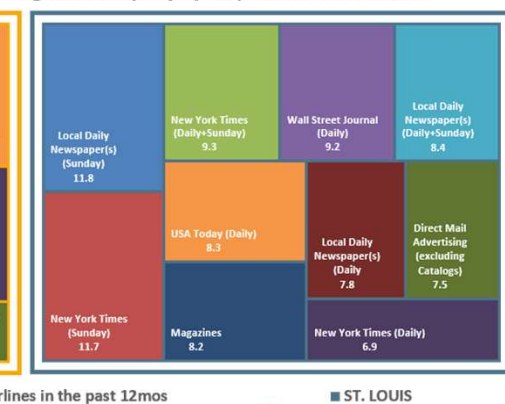
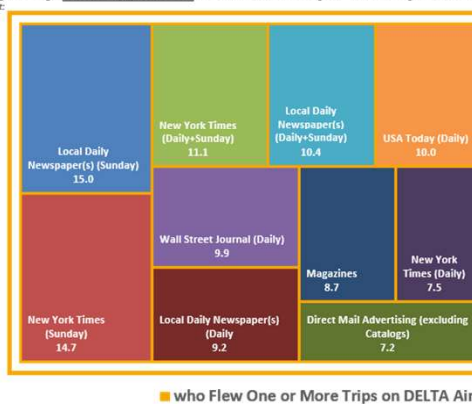
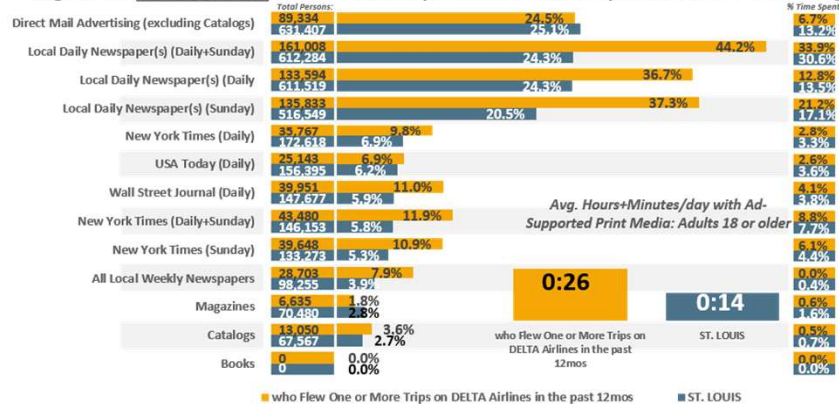


161,008 or 44.2% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 33.9% of all time spent daily with All forms of Print

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**



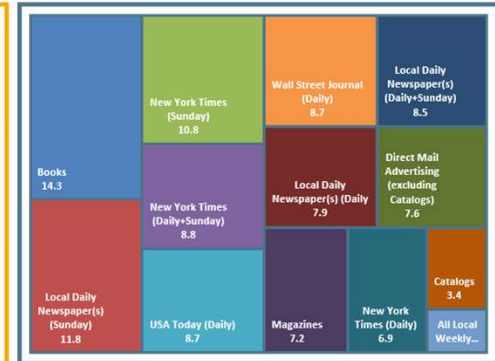
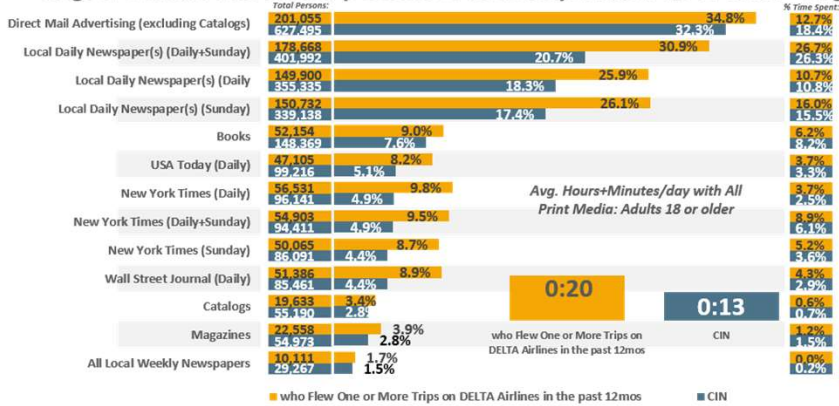
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



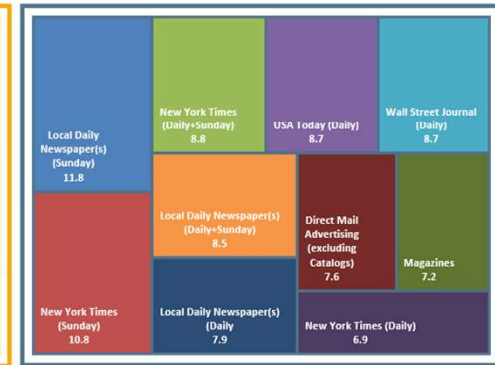
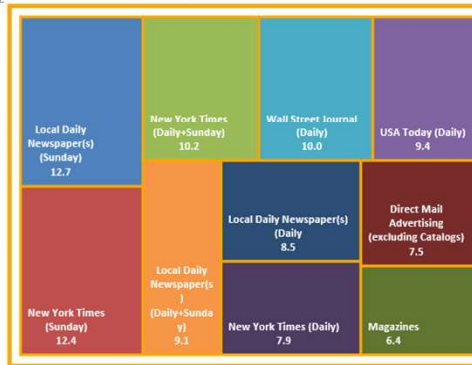
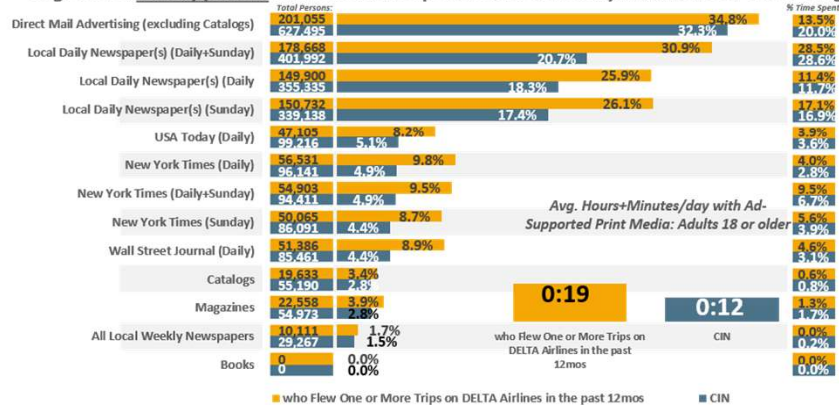


178,668 or 30.9% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.5% of all time spent daily with All forms of Print

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**



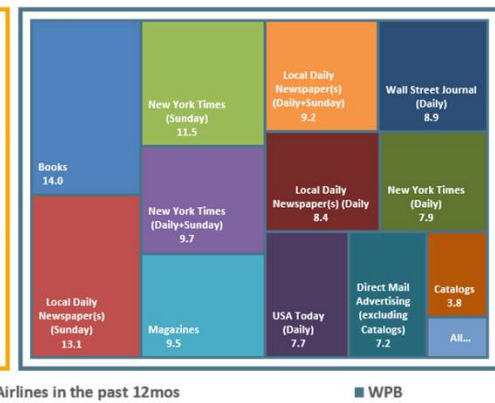
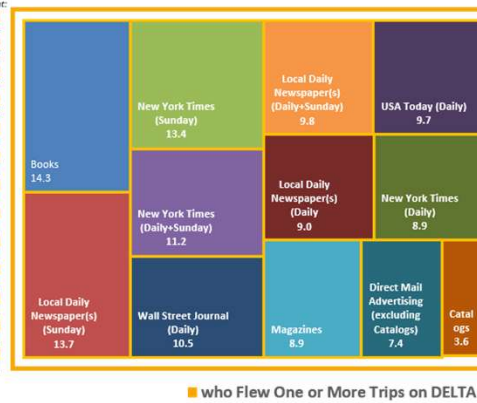
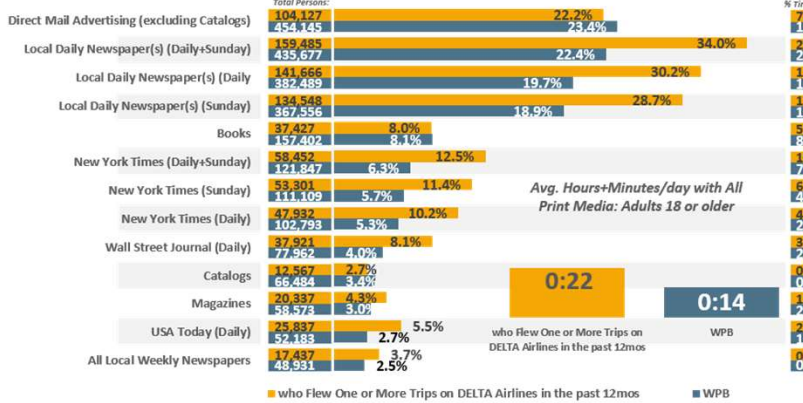
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



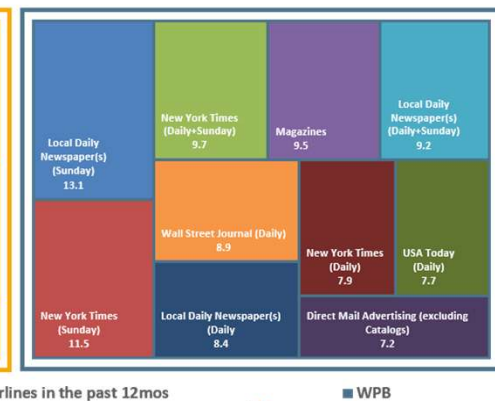
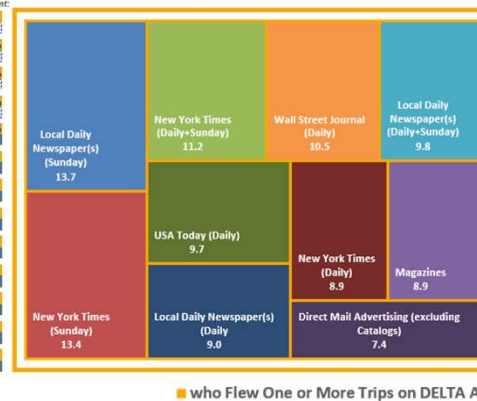
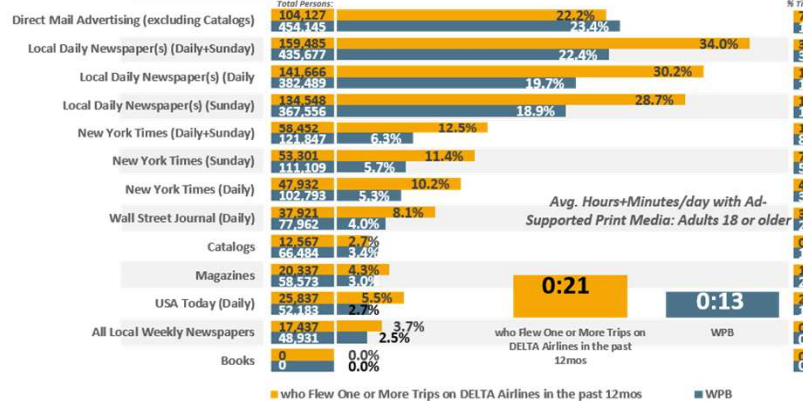


159,485 or 34.% of Adults 18 or older who Flew One or More Trips on DELTA Airlines in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.7% of all time spent daily with All forms of Print M

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**



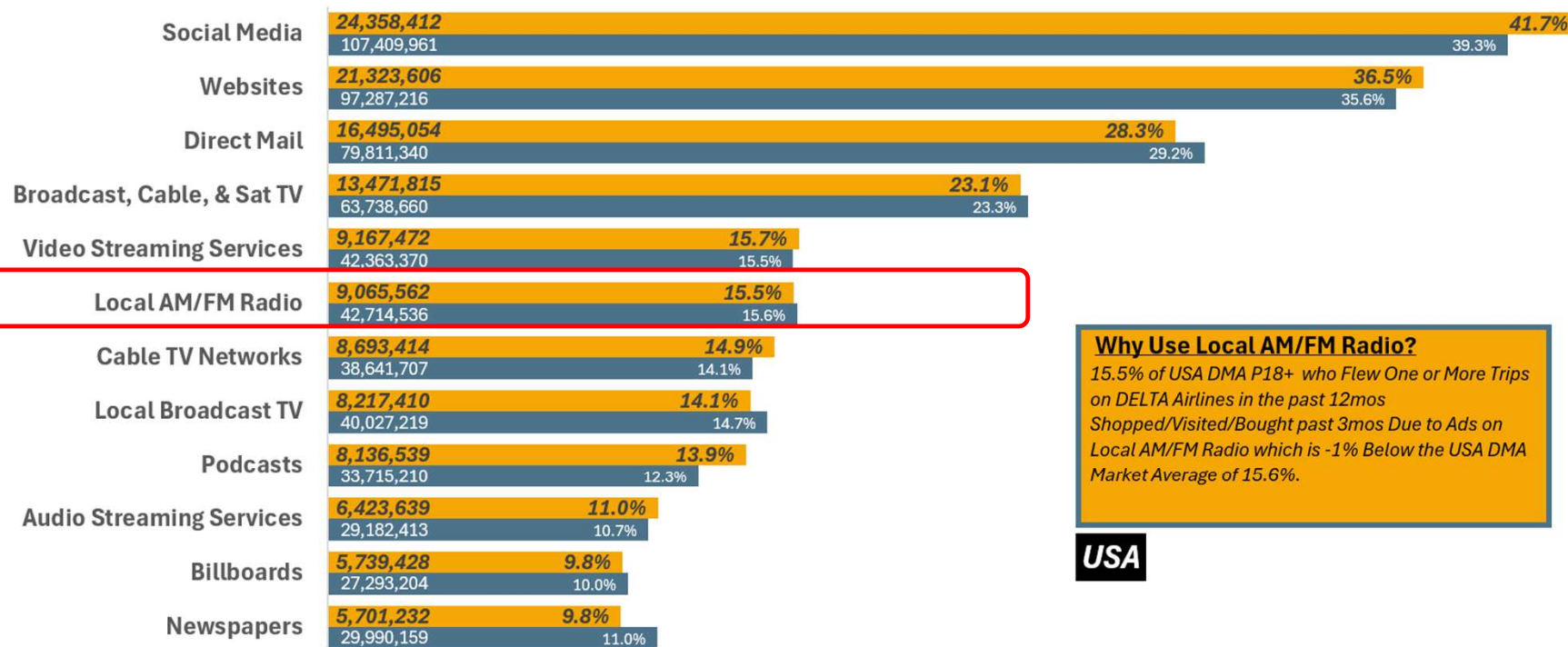
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.5% of USA DMA P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5541
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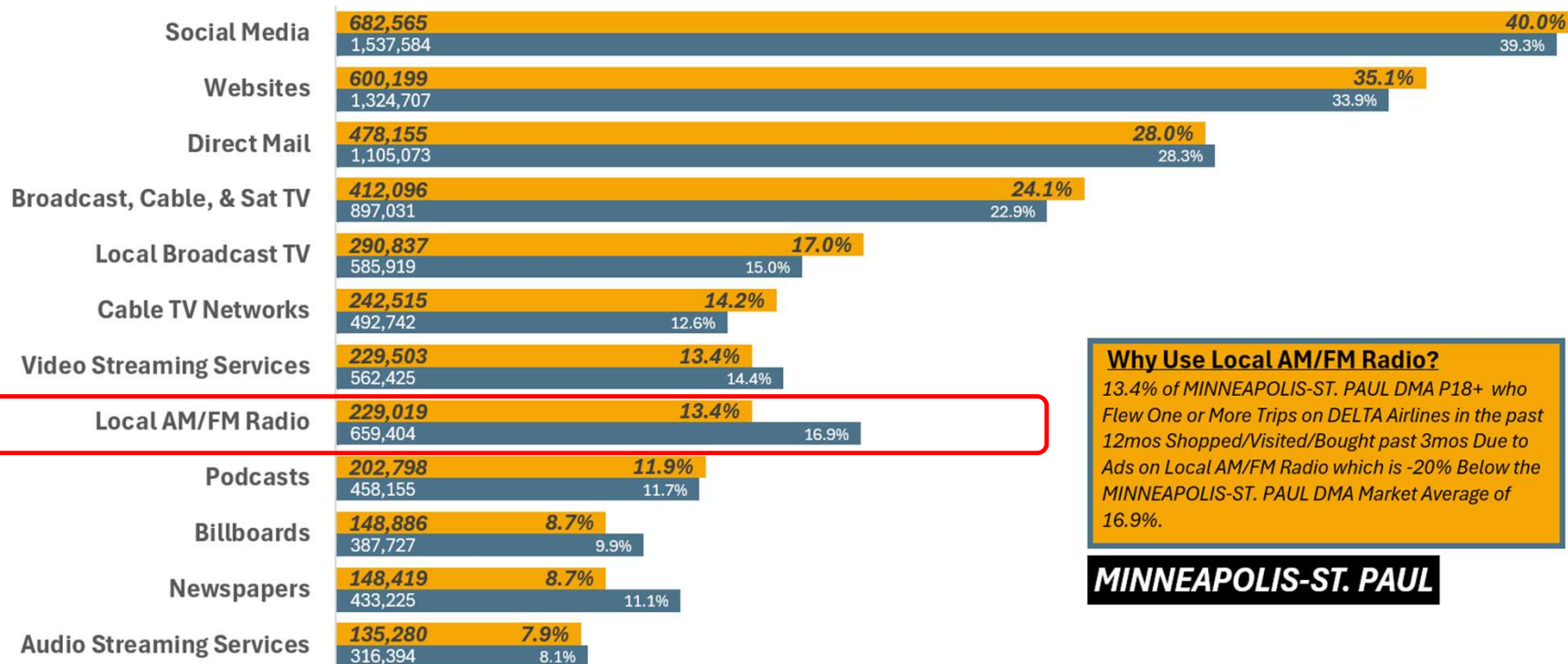
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for Anything ®

Flew One or More Trips on DELTA Airlines in the past 12 months



"Advertising Actions"

**P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.4% of MINNEAPOLIS-ST. PAUL DMA P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 884
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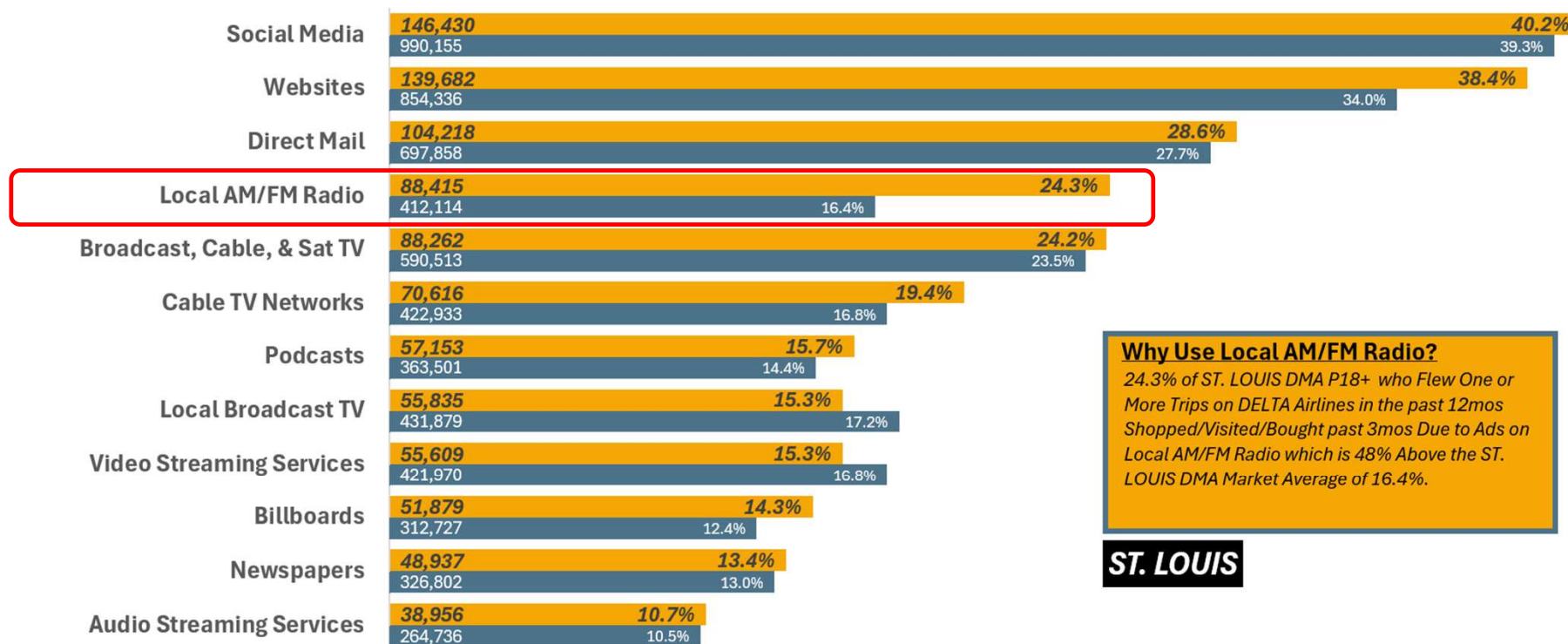
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Flew One or More Trips on DELTA Airlines in the past 12 months



"Advertising Actions"

P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.3% of ST. LOUIS DMA P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 288
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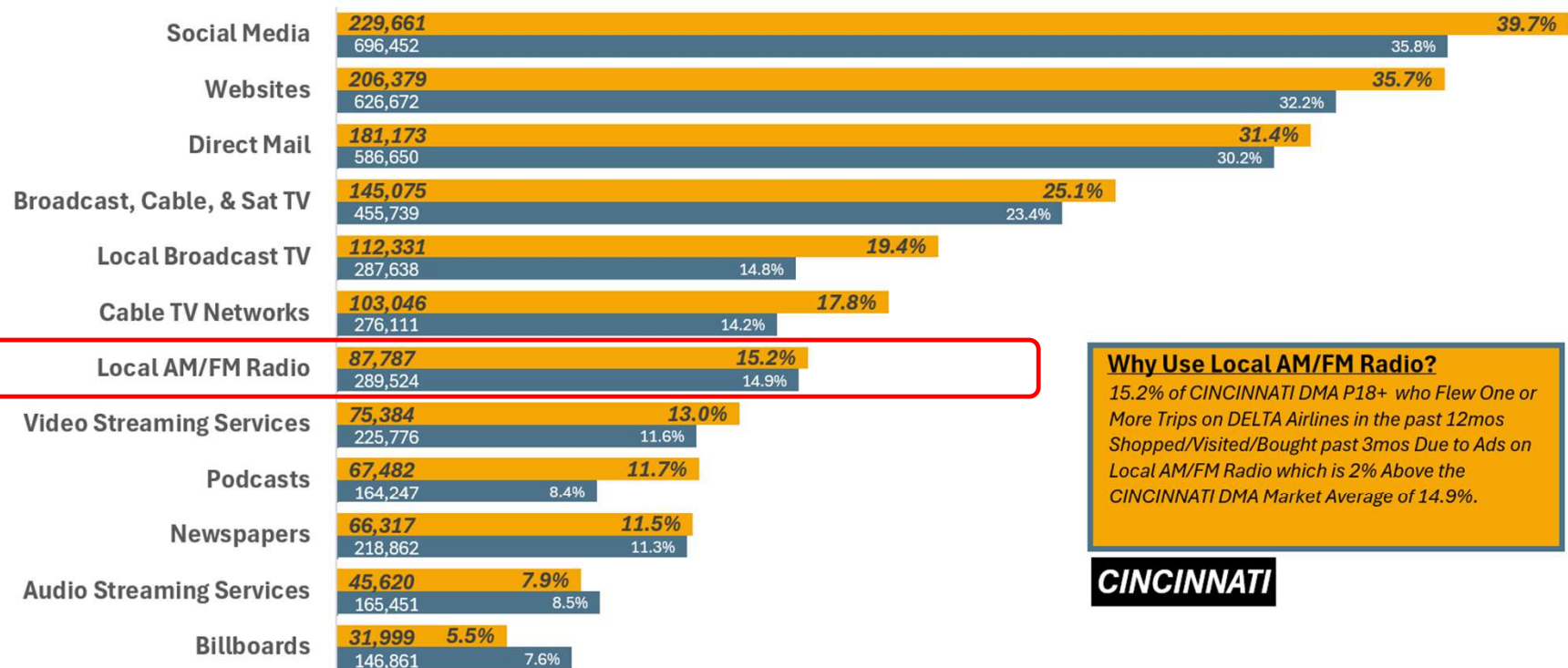
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Flew One or More Trips on DELTA Airlines in the past 12 months



"Advertising Actions"

**P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.2% of CINCINNATI DMA P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 614
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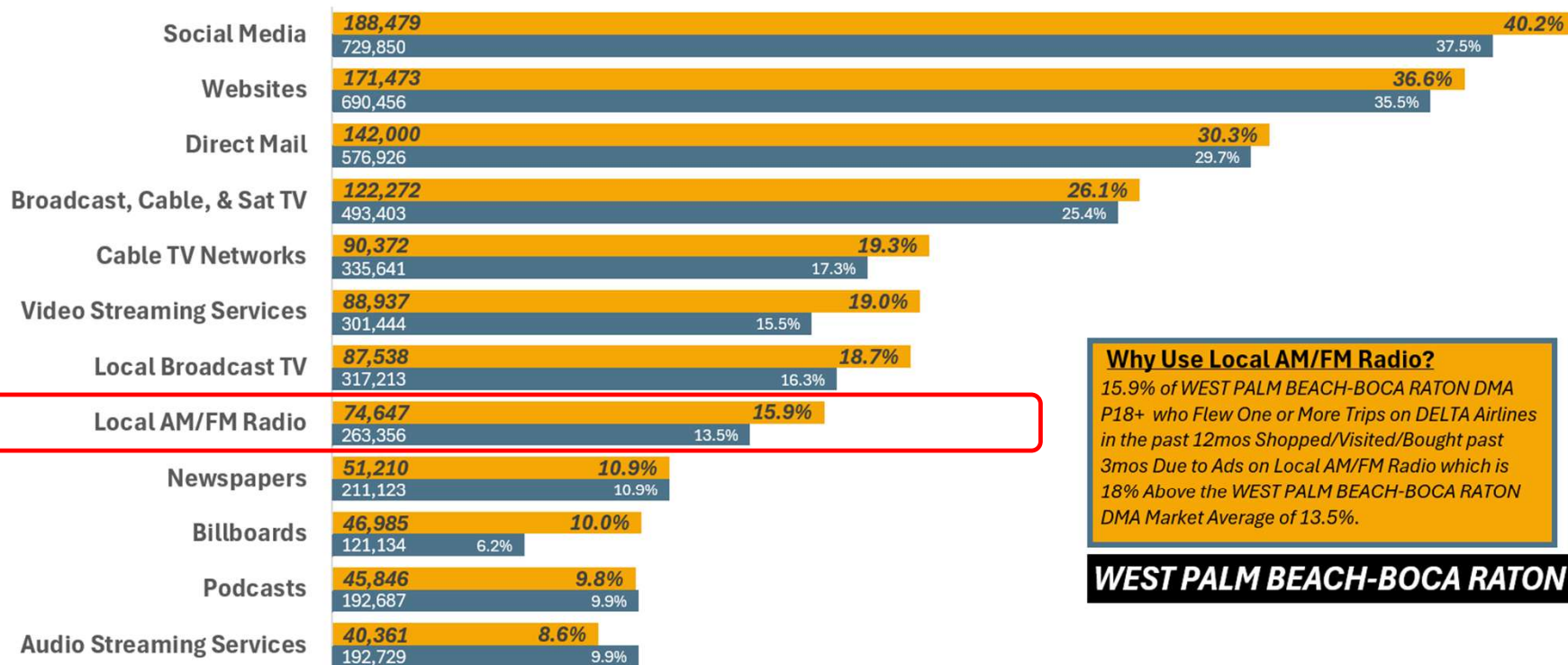
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Flew One or More Trips on DELTA Airlines in the past 12 months



"Advertising Actions"

**P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Flew One or More Trips on DELTA Airlines in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 637

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Flew One or More Trips on DELTA Airlines in the past 12 months