



VIEWER PROFILE	MALE	53%
	FEMALE	47%
AGE	18 TO 49	67%
	25 TO 54	70%
	35 TO 49	37%
MARITAL STATUS	MARRIED	66%
	SINGLE	35%
EDUCATION	COLLEGE EDUCATED	78%
	GRADUATED COLLEGE PLUS	47%
	POST GRADUATE DEGREE	16%
OCCUPATION	EMPLOYED FULL TIME	71%
	PROFESSIONAL/MANAGERIAL	43%
	TOP MANAGEMENT	12%
HOUSEHOLD INCOME	HHI \$75,000+	61%
	HHI \$100,000+	46%
TRAVEL PATTERNS	20+ NIGHTS IN HOTELS	53%
	FREQUENT FLYER MEMBERS	48%
	OWN A VALID PASSPORT	78%
	7+ CAR RENTALS IN YEAR	29%

AIRLINE PROFILE

DELTA AIR LINES (NYSE: DAL) OFFERS CUSTOMERS SERVICE TO MORE DESTINATIONS THAN ANY OTHER GLOBAL AIRLINE WITH DELTA AND DELTA CONNECTION CARRIER SERVICE TO 311 DESTINATIONS IN 52 COUNTRIES.

WITH MORE THAN 60 NEW INTERNATIONAL ROUTES ADDED IN THE LAST YEAR, DELTA IS ADDING INTERNATIONAL FLIGHTS AT A FASTER RATE THAN ANY OTHER MAJOR U.S. AIRLINE AND IS A LEADER ACROSS THE ATLANTIC WITH FLIGHTS TO 32 TRANSATLANTIC DESTINATIONS.

DELTA IS A FOUNDING MEMBER OF SKYTEAM, A GLOBAL AIRLINE ALLIANCE THAT PROVIDES CUSTOMERS WITH EXTENSIVE WORLDWIDE DESTINATIONS, FLIGHTS, AND SERVICES. INCLUDING ITS SKYTEAM AND WORLDWIDE CODESHARE PARTNERS, DELTA OFFERS FLIGHTS TO 462 WORLDWIDE DESTINATIONS IN 98 COUNTRIES.

