



AMERICAN AIRLINES

Monthly Passenger Reach 4,200,000
Basic Demographics
Average Age 48
Average Household Income \$273,800
Men 56%
Women 44%
Married 84%
Education
College Degree or More 73%
Post Graduate Degree/Study 31%
Job Title
Owner/Partner/Company Officer 27%
Professional/Managerial 76%
C Suite 27%
Income / Lifestyle
Household Income \$150,000+ 58%
Personal Income \$100,000+ 50%
Owns Principal Residence 93%
Value of Principle Residence \$500,000+ 32%
Average Value of HH Net Worth \$1,231,600
Internet use on Mobile/Smartphone 73%
Heavy Mobile/Smartphone Internet User in Past 30 Days 38%
Owns Imported Vehicle/Bought or Leased New 60%
Owns Luxury Vehicle/Bought or Leased New 15%
Spent \$1,000+ on Jewelry/Watches in Past 12 Months 27%
Travel / Entertainment
Business Travel in Past Year 65%
Leisure Travel in Past Year 94%
Used Internet to Obtain Travel Information 70%
\$10,000+ on Business Travel in Past Year 22%
\$3,000+ on Leisure Travel in Past Year 60%
Heavy users of Leisure, Entertainment and Dining 54%
5+ Foreign Round Trips in Past Year 10%
Average Commercial Airline Round Trips in Past Year 14
Average Hotel/Motel Nights in Past Year 29
Source: 2010 Mendelsohn Affluent HOH Survey, HHI \$100k+
About American Airlines

American Airlines, American Eagle and AmericanConnection® serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The combined network fleet numbers more than 900 aircraft.

American Airlines is a founding member of the oneworld® Alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own.

Together, its members serve nearly 700 destinations in more than 130 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation.

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American Airlines Demographic Information

{ 2013 GfK MRI DOUBLEBASE }
\$100k+ HH INCOME 2013 IPSOS MENDELSON AFFLUENT SURVEY

Audience

AVERAGE ISSUE AUDIENCE 1,356,000
 AVERAGE 2 ISSUE AUDIENCE 2,712,000

Base Demographics

MEDIAN AGE 47
 MEDIAN HOUSEHOLD INCOME \$113,094
 MEN 62%
 WOMEN 38%
 MARRIED 68%

Education

COLLEGE DEGREE OR MORE 55%
 POST GRADUATE DEGREE/STUDY 22%

Job title

PROFESSIONAL/MANAGERIAL 46%

Income/Lifestyle

HOUSEHOLD INCOME \$100,000+ 56%
 PERSONAL INCOME \$75,000+ 41%
 OWN HOME 72%
 HOME VALUE \$200,000+ 52%
 DECISION MAKER FOR VEHICLE BOUGHT/LEASED NEW 58%
 DECISION MAKER FOR HOME COMPUTER PURCHASE 53%
 USED WI-FI ACCESS OUTSIDE HOME IN PAST 30 DAYS 53%

Travel/Entertainment

HOTEL STAY IN PAST 12 MONTHS 68%
 5+ BUSINESS HOTEL/MOTEL NIGHTS IN PAST 12 MONTHS 26%
 3+ FOREIGN TRIPS BY PLANE IN PAST THREE YEARS 21%

\$100k+ HH INCOME 2013 IPSOS MENDELSON AFFLUENT SURVEY

Education

COLLEGE DEGREE OR MORE 76%
 POST GRADUATE STUDIES 36%

Base Demographics

MEDIAN AGE 50
 MEDIAN HH INCOME \$174,000
 MEN 63%
 WOMEN 37%
 MARRIED 71%

Income/LIFESTYLE

HOUSEHOLD INCOME \$150,000+ 65%
 PERSONAL INCOME \$100,000+ 53%
 PRINCIPLE RESIDENCE \$500,000+ 30%
 AVERAGE VALUE OF HH NET WORTH \$1,415,100
 INTERNET USE ON MOBILE/SMARTPHONE 79%
 SPENT \$1,000+ ON JEWELRY/WATCHES IN PAST 12 MONTHS 25%

37% WOMEN

71% MARRIED

63% MEN

Job Title

OWNER/PARTNER / COMPANY OFFICER 31%
 PROFESSIONAL / MANAGERIAL 70%

Travel/Entertainment

BUSINESS TRAVEL IN PAST YEAR 57%
 LEISURE TRAVEL IN PAST YEAR 94%
 \$3,000+ ON LEISURE TRAVEL IN PAST YEAR 63%
 HEAVY USERS OF LEISURE, ENTERTAINMENT AND DINING 48%
 AVERAGE COMMERCIAL AIRLINES ROUND TRIPS IN PAST YEAR 13
 AVERAGE HOTEL/MOTEL NIGHTS IN PAST YEAR 28

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