

# Spirit

SOUTHWEST AIRLINES

## 2008 DEMOGRAPHIC PROFILE

DEMOGRAPHIC PROFILE

AUDIENCE PER ISSUE .....	3,064,500
READERS PER COPY .....	6.4
MEDIAN AGE .....	43.2
MEDIAN HOUSEHOLD INCOME (HHI).....	\$96,938
MEDIAN PERSONAL INCOME (IEI) .....	\$63,320
MEDIAN VALUE OF HOME.....	\$323,144

	U.S. Adults	Southwest Spirit	
Demographics	Comp %	Comp%	Index
Men	48.3%	43.4%	90
Women	51.7%	56.6%	109
Married	56.0%	61.3%	110
Single	44.0%	38.7%	88
<b>Age</b>			
Age 25-54	56.8%	71.9%	127
Age 35-49	29.6%	42.0%	142
Age 35-54	38.9%	52.4%	135
<b>Education</b>			
College Educated	53.2%	76.8%	144
Graduated College or Further	25.8%	48.7%	189
Post-Graduate Degree	8.7%	17.9%	206
<b>Employment</b>			
Professional/Managerial	23.3%	44.7%	192
Top Management	4.5%	11.1%	248
<b>Home Ownership</b>			
Owns a Home	69.6%	76.6%	110
Value of Owned Home: \$300,000+	23.8%	41.0%	172
Value of Owned Home: \$500,000+	9.1%	19.8%	217
<b>Affluence</b>			
HHI \$100,000+	22.8%	48.1%	211
HHI \$150,000+	9.3%	26.2%	282
HHI \$200,000+	4.0%	16.1%	400
IEI \$75,000+	9.9%	34.8%	350
IEI \$100,000+	5.2%	22.8%	438
IEI \$150,000+	1.8%	8.4%	457

Source: 2008 MRI Spring

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