

ALASKA AIRLINES

ENPLANEMENTS (average total passenger boardings per month): 1,562,482 passengers

READERSHIP *Plog Research* (61% readership)—
951,300 average readers per month



Alaska Airlines operates a fleet of 116 Boeing 737 aircraft, with an average age of 7.5 years—one of the youngest, most comfortable and passenger-friendly fleets in the air. Nearly all of Alaska Airlines’ passengers originate in the continental United States — primarily along the West Coast. The native Alaskan on the tail attests to the airline’s strong 78-year heritage, and the Alaska Spirit and commitment to service continues to be recognized and appreciated by passengers all around its North American route system.

PASSENGER PROFILE

AVERAGE AGE 49.1

GENDER

Male 49%
Female 51%

MARITAL STATUS

Married 68%
Single 32%

EDUCATION

Attended College 90%
Graduated College 66%

HOUSEHOLD INCOME

\$50,000–100,000 35%
\$100,001–150,000 23%
\$150,001 or more 23%
Average \$103,400

EMPLOYMENT

Professional/Managerial 46%

REASON FOR TRAVEL

Business 46%
Vacation 45%

TRAVEL FREQUENCY

Number of round trips in the last year 6.5
Nights away from home in the last year 42.3
Staying in hotel/resort/rental home 67%