

**BEST INFLIGHT  
4 YEARS IN A ROW  
1998, 1999, 2000, 2001**

<i>Audience Per Issue</i>	1,660,000
<i>Readers Per Copy</i>	4.6
<i>Median Age</i>	41.1
<i>Median Household Income (HHI)</i>	\$90,328
<i>Median Personal Income (IEI)</i>	\$54,955
<i>Median Value of Home</i>	\$181,998

US AIRWAYS  
**ATTACHÉ**  
IS GROWING RAPIDLY ...  
47 PERCENT READERSHIP  
GROWTH SINCE FALL 1999

Demographics	U.S. Adults Comp %	US Airways Attaché Comp%	Index
Men .....	48.0%	48.9%	102
Women .....	52.1%	51.2%	98
Married .....	57.0%	66.6%	117
Single .....	43.0%	33.4%	78
<b>Age</b>			
Age 18-49 .....	63.4%	75.6%	119
Age 25-54 .....	58.8%	74.0%	126
Age 35-49 .....	31.7%	42.6%	134
Age 35-54 .....	40.4%	51.7%	128
<b>Education</b>			
College Educated .....	50.9%	79.4%	156
Graduated College or Further .....	23.8%	54.6%	230
Post-Graduate Degree .....	7.9%	23.4%	298
<b>Employment</b>			
Full-Time Employment .....	54.1%	74.4%	137
Professional/Managerial .....	20.3%	51.6%	254
Top Management .....	4.0%	11.7%	292
<b>Home Ownership</b>			
Owns a Home .....	70.7%	73.5%	104
Value of Owned Home: \$200,000+ .....	21.5%	31.9%	149
Value of Owned Home: \$500,000+ .....	3.1%	7.0%	224
<b>Affluence</b>			
HHI \$75,000+ .....	29.4%	59.5%	202
HHI \$100,000+ .....	16.8%	44.0%	262
HHI \$150,000+ .....	6.1%	21.1%	346
IEI \$50,000+ .....	16.4%	46.9%	286
IEI \$75,000+ .....	6.6%	26.6%	403
IEI \$100,000+ .....	3.4%	17.7%	524
IEI \$150,000+ .....	1.2%	7.1%	582

Source: MRI Doublebase 2003

08/26