

AIRLINE TRAVELERS HAVE HIGHER HOUSEHOLD INCOMES

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BY JASMINE BRANDON



Why use in-flight advertising? Airline travelers are over 50% more likely to have an annual household income of \$100,000 or more than the average American. 23% of airline travelers have an annual household income of \$100,000 or more per year, compared with only 15% of average Americans.

Frequent flyers – those who take four or more airline trips per year – are the most affluent travelers, with 43% having an annual household income of \$100,000 or more. 54% live in a household making at least \$75,000 per year, compared to only 30% of average Americans.

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