

Demographics

Aviation *for* Women[®]

The official publication of *Women in Aviation, International*[®]



Education and Income

Women in Aviation, International (WAI) is a non-profit organization that encourages the advancement of women in all aviation career fields and interests.

WAI has about 7,000 members and over 70 chapters.

Aviation for Women magazine has an average distribution of 8,000 copies per issue.

26% of our members pass their magazine on to one or more readers.

Highest Education Level	Percentage
Some High School	0
High School Grad	2
Some College	19
College Graduate	37
Some post-grad study	11
Master's Degree	22
Doctoral or Profession	5
Technical School or specialized training	4

79% of our members have a college degree or higher

Income Level	Percentage
Under \$25,000	13
\$25,000 – 49,999	15
\$50,000 – 99,999	33
\$100,000 – 149,999	23
\$150,000 – 199,999	8
\$200,000 +	8

72% of our members have incomes over \$50,000

Gender:

Female – 96%

Male – 4%

Marital Status:

Married – 47%

Single – 53%

Employed In:

Aviation – 54%

Aerospace – 8%

Education – 6%

Other – 32%



Spending and Age

Purchase Plans	Percentage
Travel	74
Pilot Supplies	74
Books	46
Aircraft parts	43
Higher Education	41
Food/Entertainment at WAI Conference	37
Aircraft	35
Insurance	30
Financial Institutions	28
Cosmetics/skin care	28
Household products	22
Jewelers	18
Automobile	7

Our members have buying power and the willingness to buy. 79% of our members are responsible for purchasing decisions within their companies or organizations.

Age	Percentage
65+	5
55-64	15
45-54	23
35-44	24
25-34	21
18-24	13
Under 18	.5

68% of our members are 25-54.



Ratings and Certifications

Pilot Ratings

Percentage

Airplane	86
Instrument	74
Multi-engine	53
Sea	14
Rotorcraft	7
Glider	6
Lighter than air	.5
Powered parachute	.5
Weight shift control	.5

Future Education:

15% of our members plan to attend a flight training institution, college/university or technical school within the next two years.

23% currently attend.



Pilot Certifications

Percentage

Private	58
Commercial	46
CFI	30
ATP	27
CFII	26
Sport	1
CFIS	1

Technical Certifications

Percentage

Pilot	70
Maintenance	6
Air traffic controller	2
Avionics technician	1
Other	12
None	19

Ratings held by those who are maintenance certified:

A&P – 88%

IA – 13%

Other – 29%

Source: 2008 WAI Member Survey