

JCDecaux Airport unveils air passenger survey: Observatoire du passager aérien

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Paris, March 20, 2008 - JCDecaux Airport, a subsidiary of JCDecaux SA, the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry and world leader in transport advertising, has published a survey of people travelling by air: the *Observatoire du passager aérien*.

This air passenger survey is based on the results of research carried out by Simm* published at the end of 2007.

This research analyses the consumer trends and behaviour of French people aged 15+ looking at more than 7,000 brands/labels and their media consumption.

Using this research as a basis for its own survey, JCDecaux Airport has identified key indicators of the profile and consumption behaviour of people travelling by air.

Air passengers are characterised by a high AB (managerial and professional) socio-economic profile, more than 1 out of every 2 people travelling by air have an AB profile.

The study highlights the **particularly interesting and innovative consumption behaviour** of this target audience through the following main market segments:

- Personal care/Beauty
- Automobile
- Clothing/Accessories
- Banks
- Beverages
- Sport

The survey provides an analysis of four air passenger profiles:

- **The male "Frequent Flyer"**: men who regularly travel by air, chiefly for professional reasons,
- **The female air passenger**: women aged 25 to 49 who fly for reasons of a professional or private nature,
- **Young working people**: young people aged 25 to 34 who fly with friends or with their partner/spouse,
- **The Baby Boomer**: pre-senior citizens aged 55 to 64 who chiefly fly with their partner/spouse.

These different categories of air traveller express strong affinity with new forms of communication (online shopping, downloading of data, etc.) and with all types of products promoting modern, fast-paced lifestyles.

*: Survey carried out by TNS Secodip with a sample of 10,000 people aged 15 +

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Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport said:
“Through this survey, JCDecaux Airport shows that air passengers are active consumers who are early adopters of new technology and opinion leaders. A large number of brands have confirmed this by putting air travellers and the values they represent at the very heart of their advertising campaigns.”

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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