

# Airport Express Passenger Profile Highlights



Updated on 20 March 2009

Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

- **JCDecaux conducted a survey in October 2008 to study:**
    - Profile of Airport Express passengers
    - Travel patterns
    - Passengers' perceptions and awareness towards AEL advertising
  - **Respondents:**
    - **Over 300 respondents** of local and international travelers who have traveled by Airport Express **in the past 12 months** and **aged 18-60** were interviewed face-to-face in different locations at Hong Kong Station
-

- **On-target Reach to Global Elite Travelers:**
  - **Highly Educated:**
    - **91%** have **tertiary or above** education level
  - **PMEB Mainly:**
    - **73%** are **PMEB\*** who have significant influences in corporate decision making
  - **Affluent with High Purchasing Power:**
    - **Over 53%** have a monthly personal income of **HK\$40,000 or above**, and **18%** earned **HK\$100,000 or above a month**

---

\* PMEB: Professional/ Manager/ Executive/Business Owner

- **On-target Reach to Frequent Travelers:**
    - Respondents took an average of **6.1 business trips and 2.7 leisure trips** in the past 12 months
    - **57% travelled by air 3 times or above** in the past 12 months for business trip
    - **40% travelled by air 3 times or above** in the past 12 months for leisure trip
-

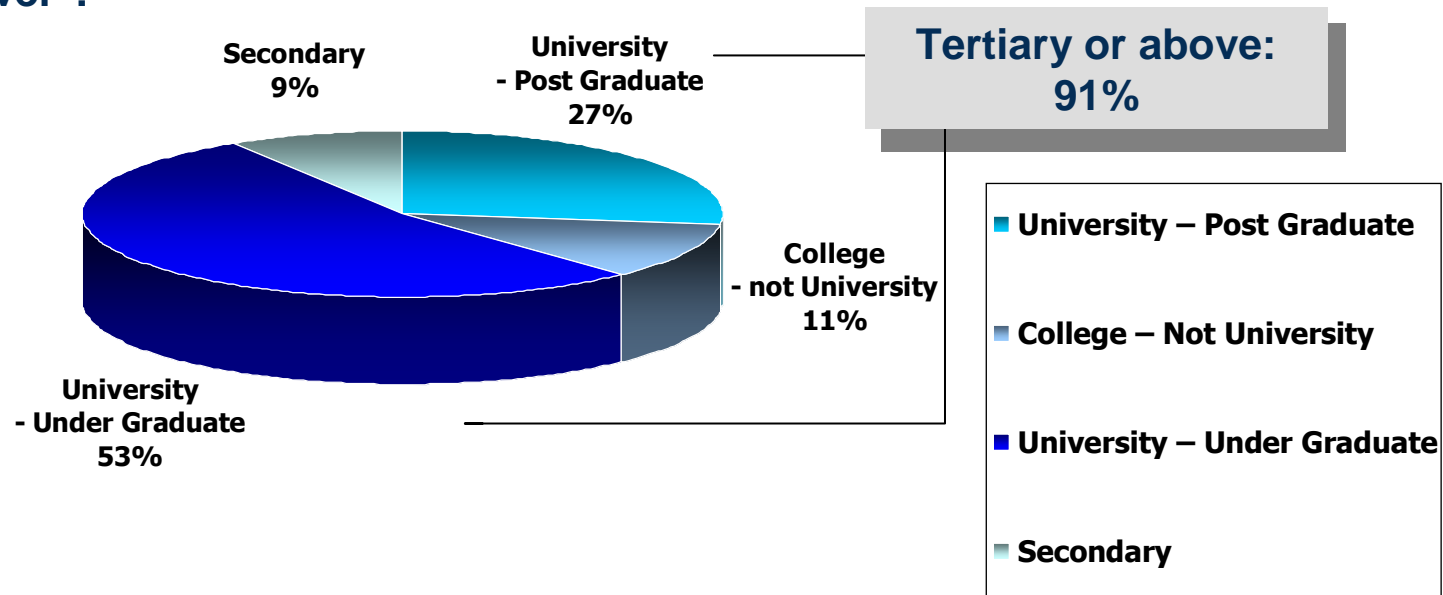
- **Positive and Receptive for Airport Express Advertising:**
    - **87%** accepted that “Brands advertised in the Airport Express are **premium.**”
    - **86%** accepted that “Ads in the Airport Express are **informative.**”
    - **67%** accepted that “**I want to own the products** advertised in the Airport Express.”
-

# Profile of Airport Express Passengers

---

# Airport Express Passengers are Highly Educated

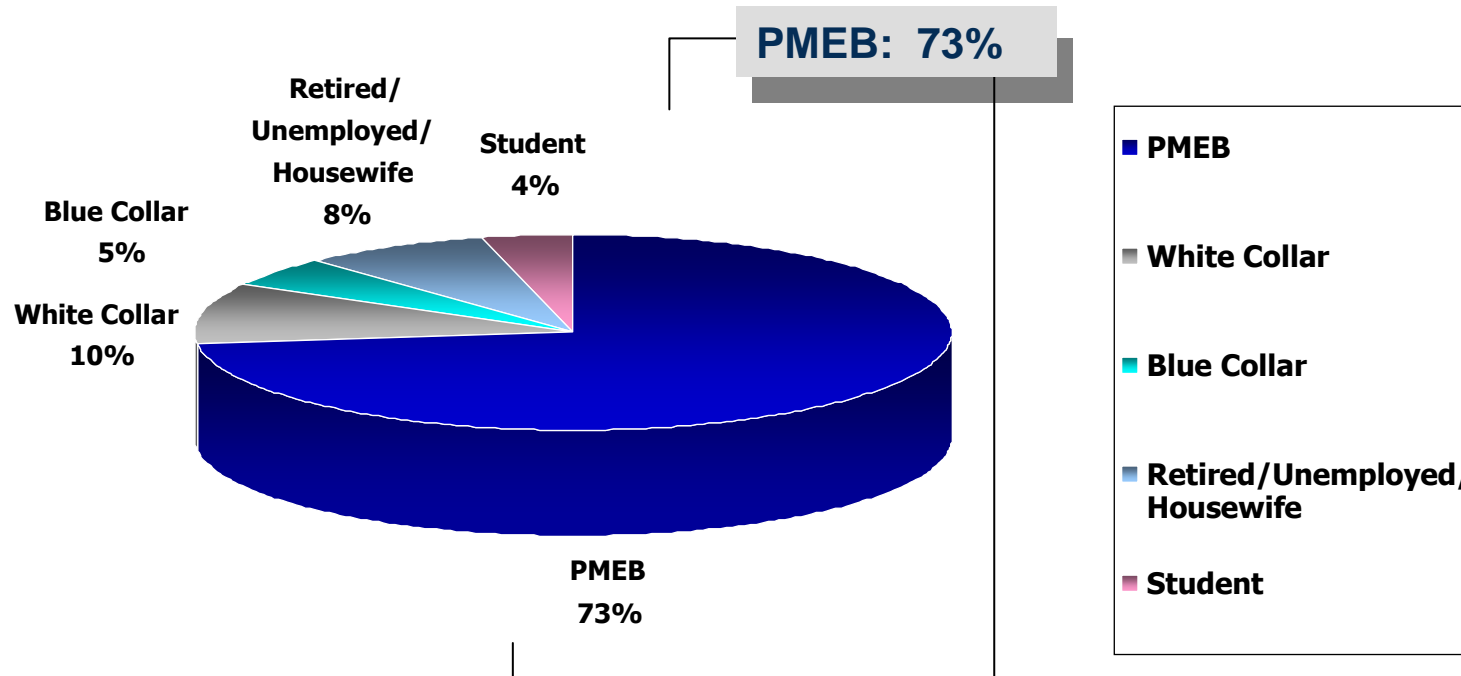
- **Age\*** : 62% Aged 30-49  
25% Aged 18-29  
13% Aged 50+
- **Gender** : 51% Male; 49% Female
- **Education Level** :



\*Respondents aged 18 or above were interviewed  
Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

# Airport Express Passengers are Mainly PMEB

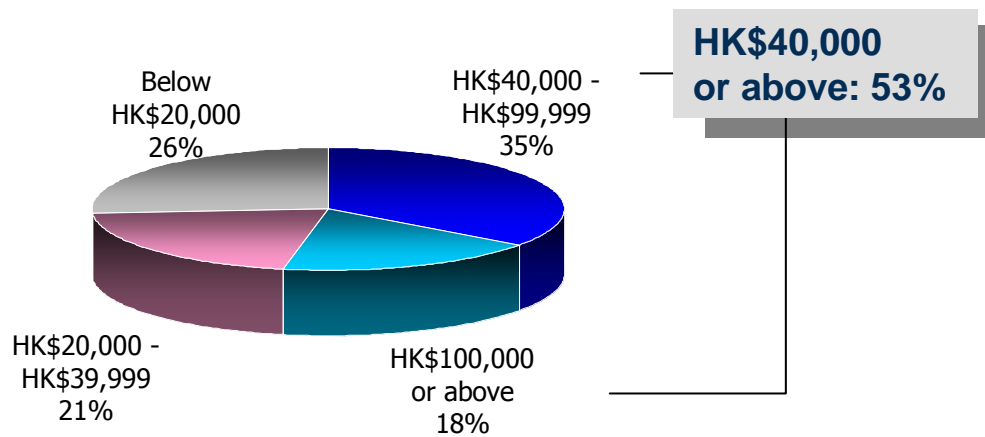
- Occupation :



\*PMEB – Professional, Manager, Executive and Business Owners  
Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

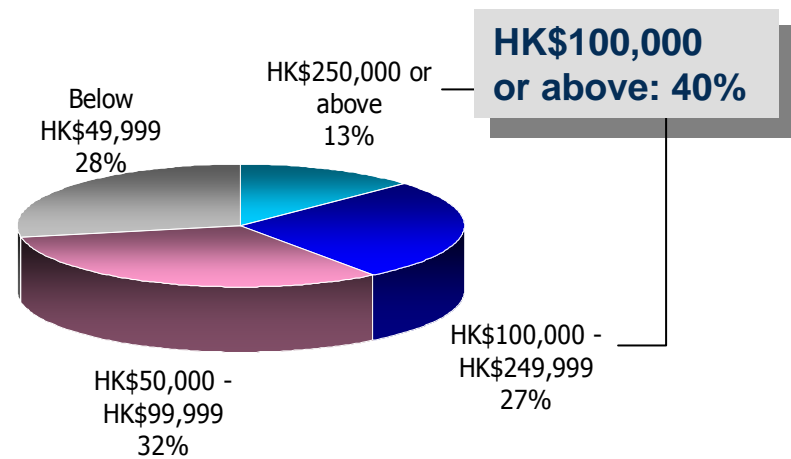
# Airport Express Passengers are Affluent Group with High Purchasing Power

- Monthly Personal Income :



Mean=HK\$63,399

- Monthly Household Income :



Mean=HK\$129,366

Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

## Airport Express Passengers are Frequent Travelers

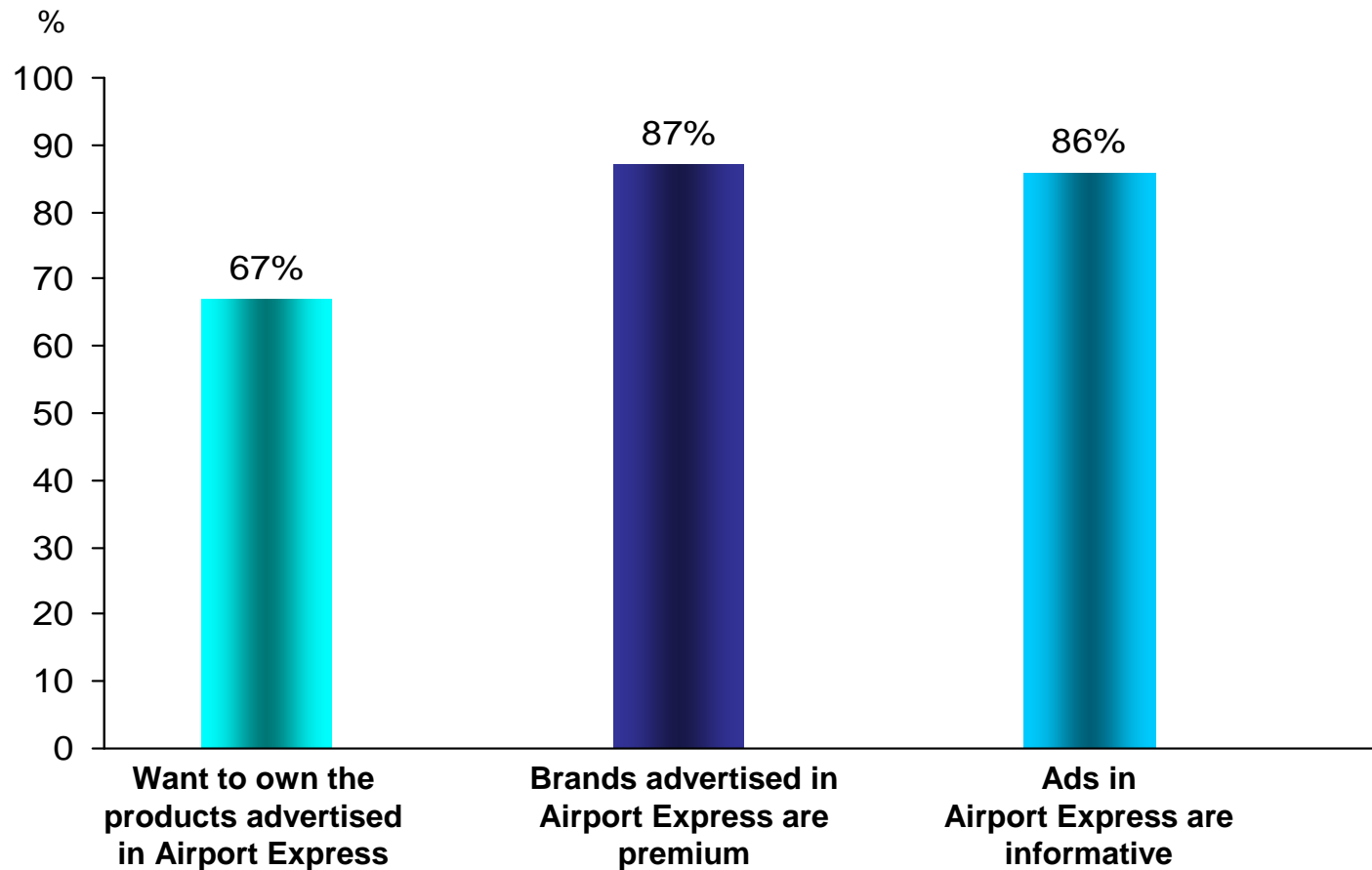
- **Purpose of Riding Airport Express\*** : **43%** for Business Trip  
: **30%** for Leisure Trip
- **Frequency of Business Trips by Air** : **57%** for **3 Times or above** in the Past 12 Mths  
: Average **6.1 Times** in the Past 12 Mths
- **Frequency of Leisure Trips by Air** : **40%** for **3 Times or above** in the Past 12 Mths  
: Average **2.7 Times** in the Past 12 Mths

---

\*For those riding to Airport Station in the recent trip  
Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

# General Perceptions towards AEL Advertising

## Positive and Receptive about Airport Express Advertising



Source: Airport Express Advertising Study 2008 (Oct 2008)  
Conducted by Synovate

Don't miss this Great Advertising Opportunity to get your Targeted Advertising Site, the Airport Express.  
Take Action Now!

***Please contact our sales team at  
(852) 2111 0111 or email us at  
[info@jcdecaux.com.hk](mailto:info@jcdecaux.com.hk)***

---