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The Arbitron Airport Television Study

Getting TV Commercials Out of the House and in Front of Affluent Consumers

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Introduction

Welcome to the third installment of Arbitron's ongoing series examining the buying power of airline travelers and the media that target these elite consumers.

The first installment in our series, *The Arbitron Airport Advertising Study* (published in 2004), was the first comprehensive analysis of the airport media audience and its consumer profile. The study focused on the effectiveness of airport terminal billboards and signage to market to affluent consumers while they are in transit. Our second report, *The Arbitron In-Flight Media Study* (published in 2006) focused exclusively on the cream of the airport crop, namely, frequent flyers.



This current study, *The Arbitron Airport Television Study*, examines another valuable marketing opportunity in the airport terminal—the CNN Airport Network. CNN programs a special network exclusively for airline travelers. The programming is available on monitors positioned near the gates at most major U.S. airports.

The research shows that airline travelers, and particularly frequent flyers, present a challenge to brands looking to communicate a complex TV-quality message to this choice consumer segment:

1. Travelers, by their very nature, are busy people on the go. Our research shows they spend less time watching television at home than the average consumer.
2. When airline travelers do watch TV at home, many of them are likely to use digital video recording (DVR) devices such as TiVo® or DVR services available through cable and satellite TV providers. DVRs give travelers the freedom they need to watch TV programs on their own schedule, but the downside for advertisers is that the technology also allows them to save their valuable time by fast-forwarding through commercials.
3. Airline travelers are heavy users of on-demand video such as Video On Demand (VOD), online video (streaming media) and portable video downloads. While these new media choices give travelers more programming options, they also further limit their exposure to traditional TV campaigns.

Out-of-home (OOH) advertising, in its many forms, has proved to be an effective way to reach these elusive consumers. Instead of relying on the medium to bring the consumer to the message, OOH campaigns put the message in the path of the consumer as they go about their day. The trade-off has often been the limited ability to deliver the kind of complex message we have historically relied on television to convey. There is a personal connection that is made through directly talking to the consumer and showing the attributes of the product in action. The key is to combine the best qualities of OOH marketing with the intensity of a slickly produced television spot. One solution is place-based television networks and digital video advertising.

This report examines the CNN Airport Network's ability to place TV-quality messages in the path of affluent consumers while they are in a captive environment. Airport-based TV programming allows advertisers to extend the reach and effectiveness of the television campaigns beyond the home without needing to alter their precisely crafted creative vision.



Definition of Terms

Throughout this summary we will refer to the following terms:

Airline Traveler¹:

An American who has taken at least one round-trip flight in the past 12 months.

Designated Market Area (DMA)[®]:

A geographic classification defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

Frequent Flyer²:

An American who has taken four or more round-trip flights in the past 12 months.

How the Study Was Conducted

A total of 1,855 people were interviewed between January 17 to February 18, 2007 to investigate America's airline travel habits, media exposure, Internet usage and interest in consumer goods and services. Telephone interviews were conducted with respondents age 18 and over chosen at random from a national sample of Arbitron's Fall 2006 survey diarykeepers. In certain geographic areas (representing four percent of the national population), a sample of Arbitron diarykeepers was not available for the survey, and a supplemental sample was interviewed through random digit dialing.

This report also contains information from Scarborough Research, the gold standard for consumer shopping behavior research. Scarborough interviews 200,000 consumers for its national survey covering more than 75 DMAs. In each local market, Scarborough asks which airport the consumer utilizes most often; as a result, Scarborough subscribers can analyze the local shopping and consumer profiles of specific airports.

¹ Scarborough Research defines an Airline Traveler as an American age 18+ who has taken at least one round-trip flight in the past 12 months.

² Scarborough Research defines a Frequent Flyer as an American age 18+ who has taken five or more round-trip flights in the past 12 months.



Significant Highlights

- Nearly half of American adults are exposed to airport media each year.** Forty-six percent of Americans age 18 or older (an estimated 102 million people) have taken at least one round-trip airline flight in the past year.
- Airline travelers are exposed to airport media with considerable frequency.** Fifty-four percent of adults who have used airline travel in the past year have flown in the past three months, meaning half of airline travelers are exposed to airport media on a quarterly basis. More than one in 10 annual airline travelers are exposed to airport media in an average week.
- Frequent flyers account for nearly three-quarters of all airline flights taken in the past year.** Even though frequent flyers make up just 24% of airline travelers overall, frequent fliers account for 72% of all trips taken in the past year and a majority of airport advertising impressions.
- Travelers spend a significant amount of time in the airport terminal waiting to board their plane.** Sixty-five percent of airline travelers spend more than 30 minutes in the airport terminal (after passing through security). Nearly one in three (30%) spend longer than one hour waiting to board their plane.
- Airline travelers are over 50% more likely to have an annual household income of \$100,000 or more than the average American.** Twenty-three percent of airline travelers have an annual household income of \$100,000 or more per year, compared with only 15% of average Americans. Frequent flyers—identified as those who take four or more airline trips per year in Scarborough findings—are the most affluent travelers, with 43% having an annual household income of \$100,000 or more. Fifty-four percent of frequent flyers live in a household making at least \$75,000 per year, compared to only 30% of average Americans.
- Nearly two-thirds of airline travelers watch the CNN Airport Network.** Sixty-three percent of airline travelers age 18 and older said they spent time watching the CNN Airport Network while waiting for their most recent flight. Over three-quarters (77%) of frequent flyers watched CNN Airport Network programming during their most recent airport visit.
- Airline passengers rely on the CNN Airport Network to keep them up to date on current events while they are traveling.** Nearly 80% of CNN Airport Network viewers agree the news network makes them feel current and informed while they travel, and over half (56%) consider the CNN Airport Network one of their primary sources of news while traveling.
- Airline travelers spend less time with television and more time online.** Airline travelers spend 18% less time per week watching television compared to average Americans age 18 or older. Frequent flyers spend 24% less time with TV.

- **Time-shifting television programming is more common among airline travelers.** Digital video recorders (DVRs), such as TiVo, allow users to readily record programs to watch at a later date and fast-forward through commercials when the programming is viewed. One in three (30%) airline travelers and 41% of frequent flyers own a DVR; only 24% of average Americans age 18 or older use such a device.
- **Frequent flyers are passionate about trying new products and services.** Frequent flyers are trailblazers. Seventeen percent of frequent flyers classify themselves as “early adopters,” meaning that they are the first of their family and friends to try a new product or service. Only 9% of average Americans consider themselves this adventurous.
- **Cutting-edge devices, such as BlackBerry[®], TiVo and iPod[®], are connecting with consumers at the airport.** Frequent flyers are two and a half times more likely than the average consumer to own a portable wireless hand-held Internet device, such as a BlackBerry. They are 71% more likely to use a digital video recorder (such as a TiVo), 74% more likely to own a portable digital audio player (such as an iPod) and 31% more likely to have a portable digital audio/video player (such as a video iPod).



Key Findings



A. Airport Media Reach

- Nearly half of American adults are exposed to airport media each year.** Forty-six percent of Americans age 18 or older (an estimated 102 million people) have taken at least one round-trip airline flight in the past year.*
- New York is the #1 home DMA® for airline travel in the past 12 months.** The New York DMA is home to the most airline travelers in the United States, with more than eight million New Yorkers flying in the past year.
(for more information please see Appendix A)
- New York is the #1 home DMA for frequent flyers.** The New York DMA is host to the most frequent flyers in the United States, with more than one million of them calling New York home. Los Angeles follows closely, with 973,549.
(for more information please see Appendix A)
- The Top 10 DMAs for frequent flyers are home to 43% of all frequent flyers.** The DMAs that are home to the most frequent flyers account for 30% of the United States population but contain 43% of all frequent flyers.
- Most frequent flyers use more than one airport in their home DMA.** Airline travelers in major cities use multiple airports for departure. For example, over half (56%) of frequent flyers in the New York DMA have flown out of both JFK and LaGuardia airports in the past year, and 27% have used all three major New York airports for outbound flights (JFK, LaGuardia and Newark).¹

New York DMA Airports Used for Departure in Past 12 Months

Airports	Airline Travelers in New York DMA <i>(at least 1 round-trip flight per year)</i>		Frequent Flyers in New York DMA <i>(5+ round-trip flights per year)*</i>	
	Percent	Amount	Percent	Amount
John F. Kennedy International (NY)	53%	4,407,525	73%	892,378
Newark Liberty International (NJ)	41%	3,450,280	56%	684,057
LaGuardia (NY)	40%	3,351,729	63%	762,147
Other Airports ²	22%	1,863,058	45%	544,679

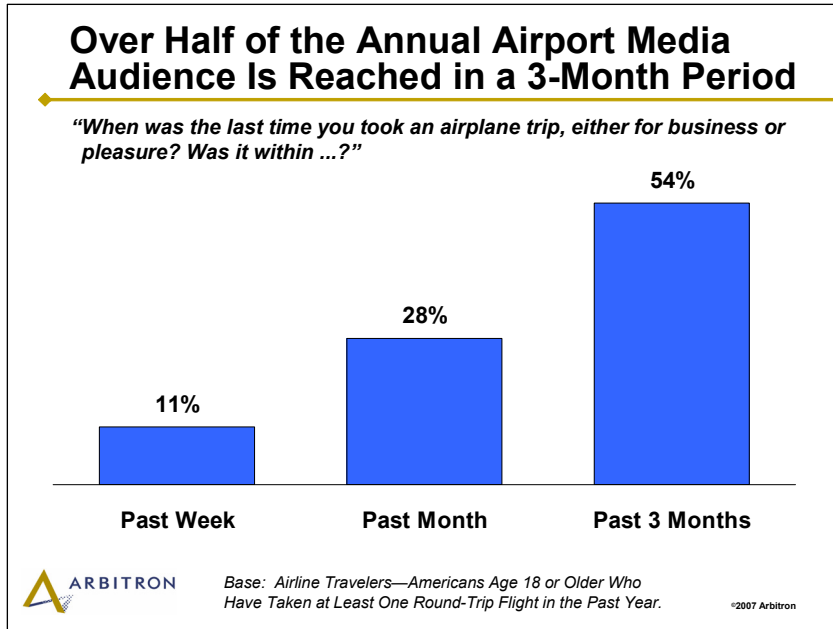
Source: Scarborough USA+ Release 2, 2006, New York, Sep05-Aug06, Adults 18+

¹ For detailed information on the top DMA's for airline travel, please see Appendix A in this document. A breakdown of airport usage for each of the top 75 DMAs is available through Scarborough Research.

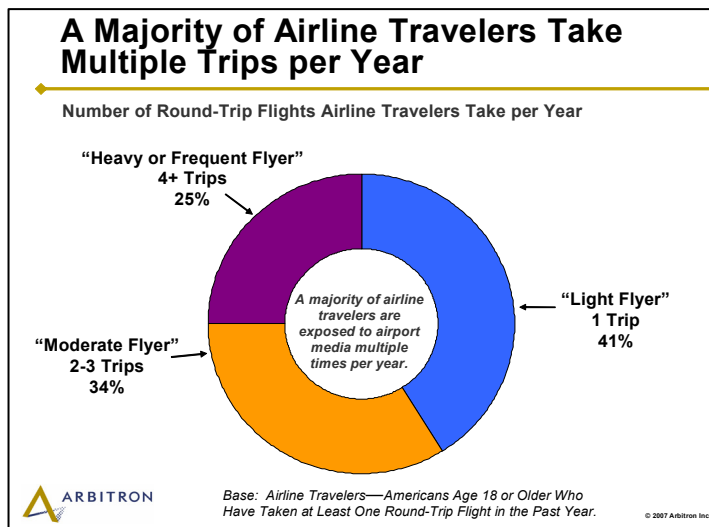
² Includes Long Island MacArthur (NY), Philadelphia International (PA), Westchester County (NJ), Atlantic City International (NJ), Bradley International (CT), Stewart International (NY), Lehigh Valley International (PA).

B. Airport Media Frequency

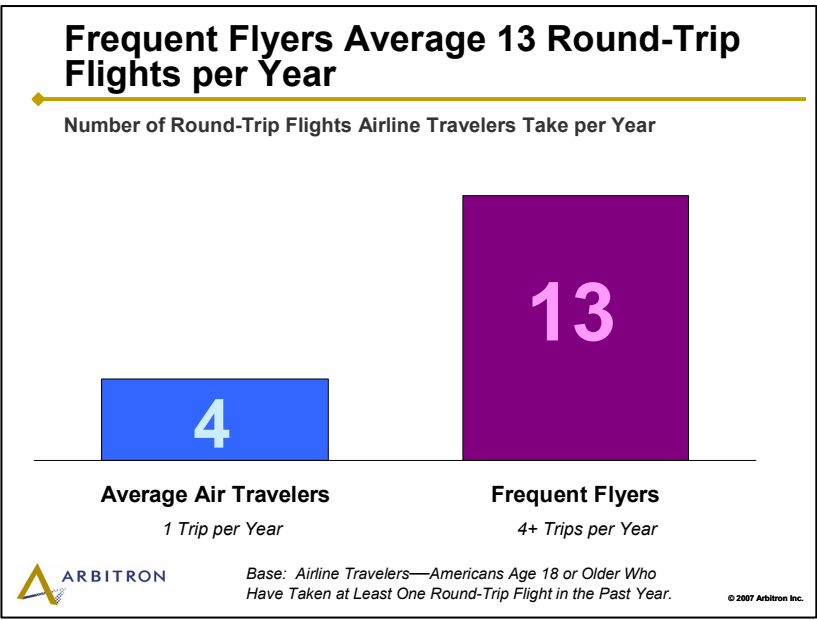
6. **Airline travelers are exposed to airport media with considerable frequency.** Fifty-four percent of adults who have used airline travel in the past year have flown in the past three months, meaning over half of airline travelers are exposed to airport media on a quarterly basis. More than one in 10 annual airline travelers are exposed to airport media in an average week.



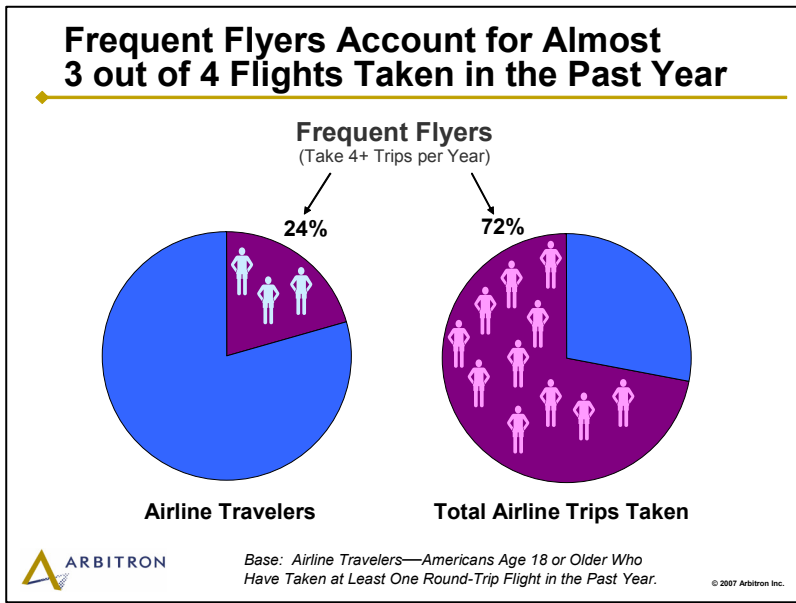
7. **One-quarter of airline travelers are frequent flyers—taking four or more flights per year.** Twenty-five percent of airline travelers are frequent flyers who take four or more flights each year; one-third (34%) of air passengers are “moderate” travelers taking two or three flights, and 41% are “light” flyers taking only one trip per year.



8. **The average frequent flyer takes 13 flights per year.** The airline travelers average four round-trip flights per year overall, but those avid travelers we've categorized as frequent flyers take approximately 13 round trips annually.

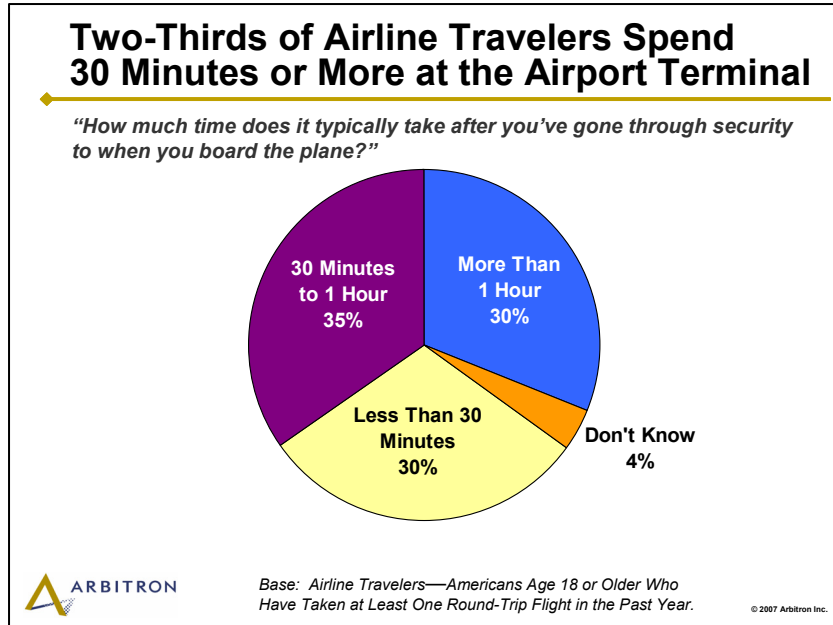


9. **Frequent flyers account for nearly three-quarters of all airline flights taken in the past year.** Even though frequent flyers make up just 24% of airline travelers, they account for 72% of all trips taken in the past year and a majority of airport advertising impressions.



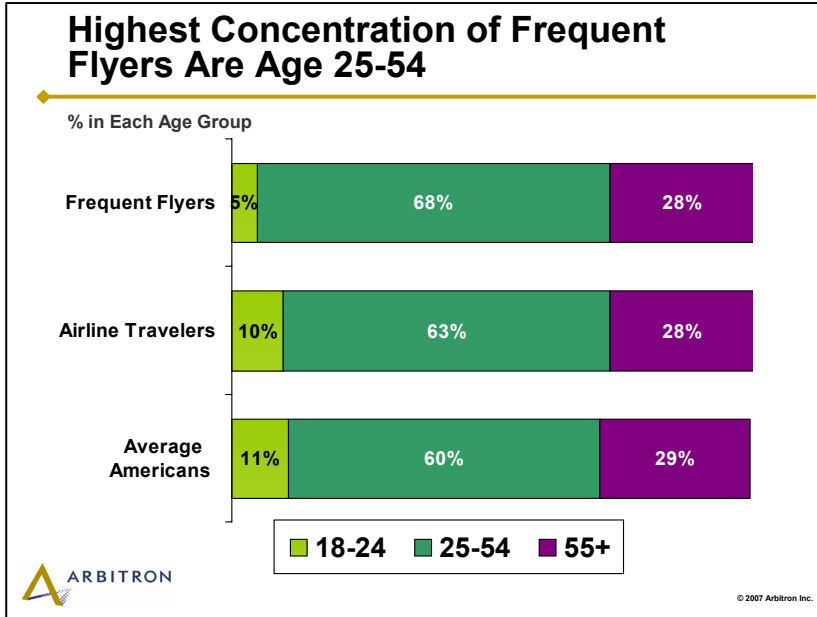
C. Length of Exposure (Time Spent)

- 10. Travelers spend a significant amount of time in the airport terminal waiting to board their plane.** Sixty-five percent of airline travelers spend more than 30 minutes in the airport terminal (after passing through security). Nearly one in three (30%) spend over one hour waiting to board their plane.

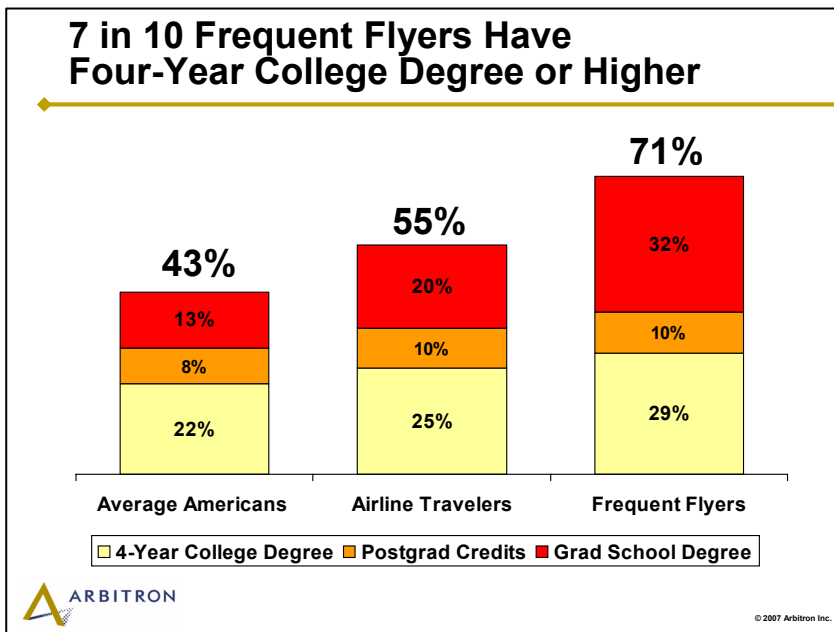


D. Airline Traveler Profile

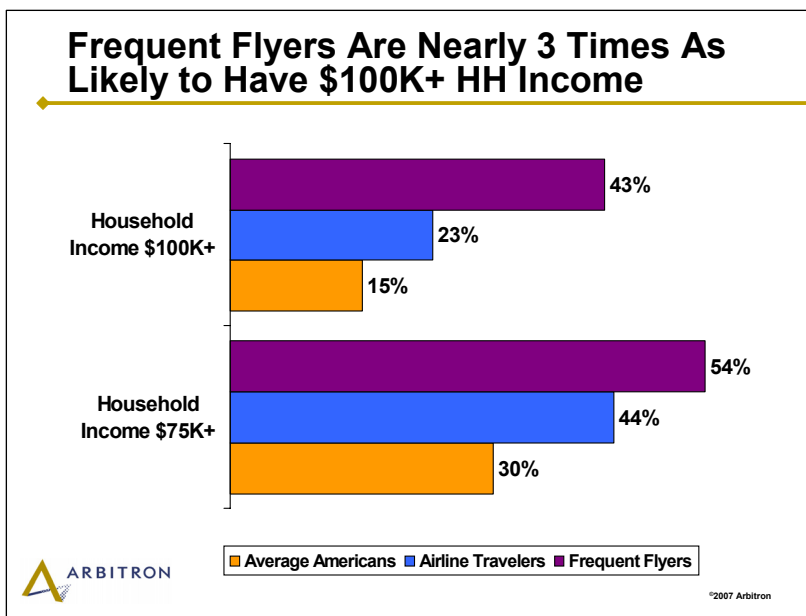
11. **Persons 25 to 54 years old are the largest segment of frequent flyers.** Sixty-eight percent are between 25 and 54 years old, making the airport an excellent place to target this valuable demographic.



12. **Airline travelers are highly educated.** Nearly 60% of all airline travelers have a college degree or higher, compared with only 43% of average Americans. Among frequent flyers, the likelihood of higher education soars to 71%.



13. Airline travelers are over 50% more likely to have an annual household income of \$100,000 or more than the average American. Twenty-three percent 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. Fifty-four percent live in a household making at least \$75,000 per year, compared to only 30% of average Americans.



14. Airline travelers are at home in high-end houses. Airline travelers are 64% more likely to live in a home valued at \$1 million or more, compared to average Americans. Frequent flyers are over one and a quarter times more likely than the average person to own a second home.

	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Market Value of Owned Home		
\$250,000+	134	176
\$500,000+	149	230
\$1,000,000+	164	308*
Household owns a second home	140	226

***How to read:** A frequent flyer is 208% more likely than a typical consumer to own a house with a market value of \$1 million or more.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

15. Airline travelers are politically charged. Airline travelers are 11% more likely than the average American age 18 or older to always vote in statewide elections and Frequent flyers are 19% more likely to always vote in presidential races.

	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Registered to Vote	104	108*
Always Vote In Elections		
Presidential	109	119
State	111	123
Local	106	113

***How to read:** A frequent flyer is 8% more likely than a typical consumer to be registered to vote.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

16. Frequent flyers are twice as likely to get LASIK eye surgery as average Americans. Frequent flyers are 100% more likely than the average American age 18 or older to have had elective corrective eye surgery in the past three years. They are also 82% more likely to have had cosmetic or reconstructive surgery during that same time period.

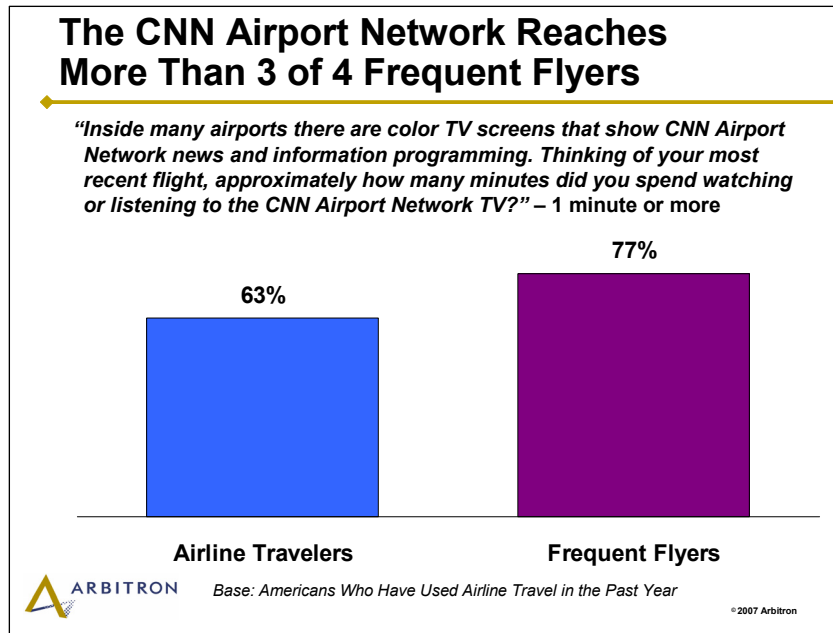
	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Household Member Received Treatment for Condition in the Past Three Years		
LASIK eye surgery	140	200*
Cosmetic/reconstructive surgery	130	182
Psychiatric care	89	109
Maternity care	103	103
Cardiac care	93	88
Bought Medication for These Ailments in the Past Year		
Impotence	123	146
Skin care/sun protection	121	137
Cold or flu	110	118
Allergy	105	112
Overweight	104	107
Smoking addiction	96	103

***How to read:** A frequent flyer is 100% more likely than a typical consumer to have had LASIK eye surgery in the past three years.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

G. Engagement with CNN Airport Network

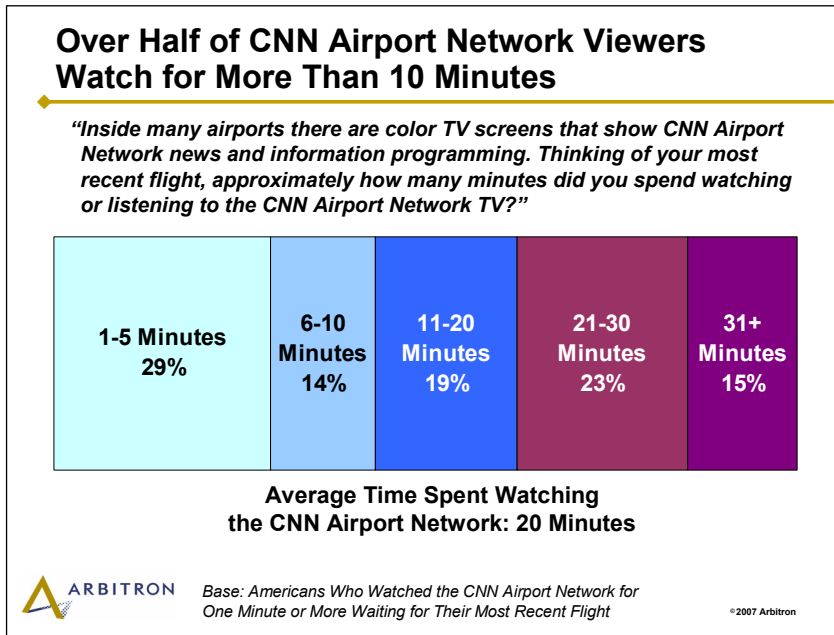
17. **Nearly two-thirds of airline travelers watch the CNN Airport Network.** Sixty-three percent of airline travelers age 18 and older said they spent time watching the CNN Airport Network while waiting for their most recent flight. Over three-quarters (77%) of frequent flyers watched CNN Airport Network programming during their most recent airport visit.



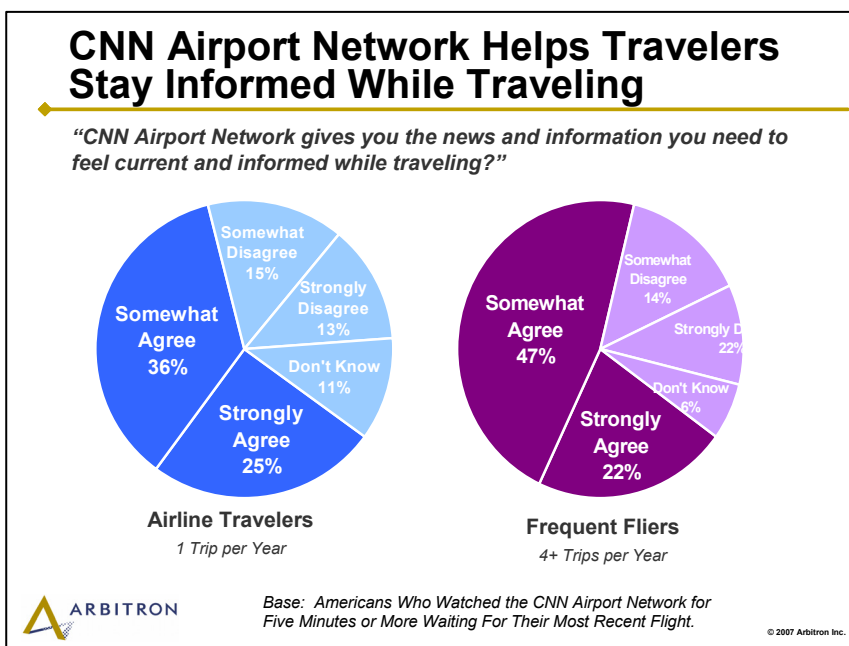
PERSPECTIVE:

Arbitron conducted a separate national telephone survey in December 2006 that focused on the out-of-home television viewing habits of Americans. *The study found that 32% of American adults age 18 or older watched television outside their home in the past week.*

- 18. The average time spent watching the CNN Airport Network is 20 minutes.** Seventy-one percent of CNN Airport Network viewers watched for over five minutes while waiting to board their most recent flight, and over half (57%) watched for more than 10 minutes.

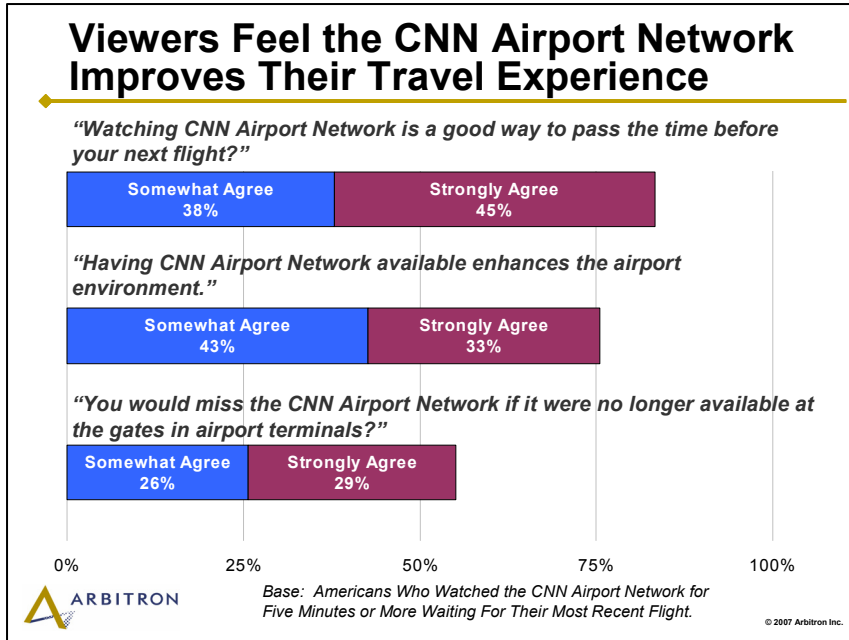


- 19. Airline passengers rely on the CNN Airport Network to keep them up to date on current events while they are traveling.** Nearly 80% of CNN Airport Network viewers agree the news network makes them feel current and informed while they travel, and over half (56%) consider the CNN Airport Network one of their primary sources of news while traveling.



20.

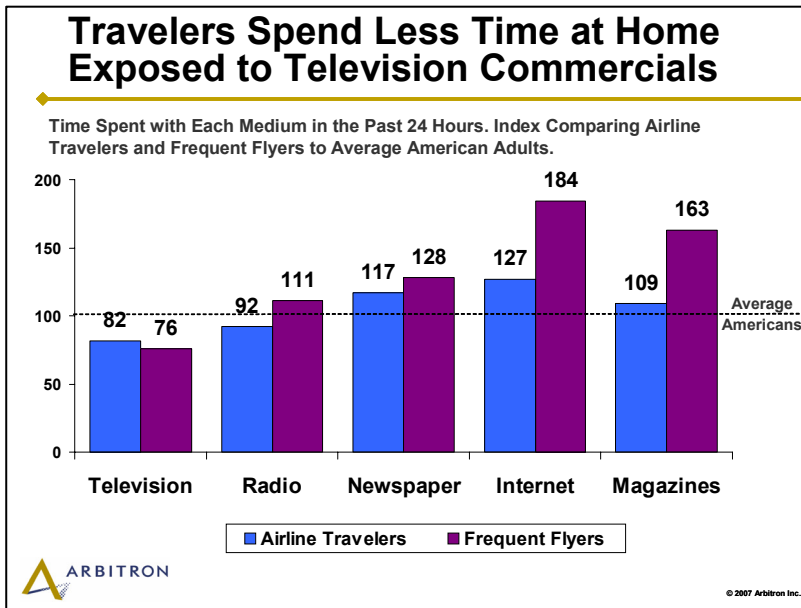
21. Travelers have a very positive attitude toward the CNN Airport Network. Over 80% of CNN Airport Network viewers agree the network is a good way to pass the time while at the airport; three out of four feel the network enhances the airport environment; and over half (55%) would miss the CNN Airport Network programming if it were no longer available.



F. The On-Demand Lifestyle

22. Airline travelers spend less time with television and more time online. Airline travelers spend 18% less time per week watching television compared to average Americans age 18 or older. Frequent flyers spend 24% less time with TV.

Translated into real time, airline travelers spend roughly 2 hours and 41 minutes with TV per day compared to the average American, who spends closer to 3 hours and 16 minutes per day. Moreover, airline travelers spend 215 fewer hours per year with TV than an average American. Frequent flyers only spend 2 hours and 29 minutes watching TV per day, making their annual time spent approximately 288 fewer hours than the average American.

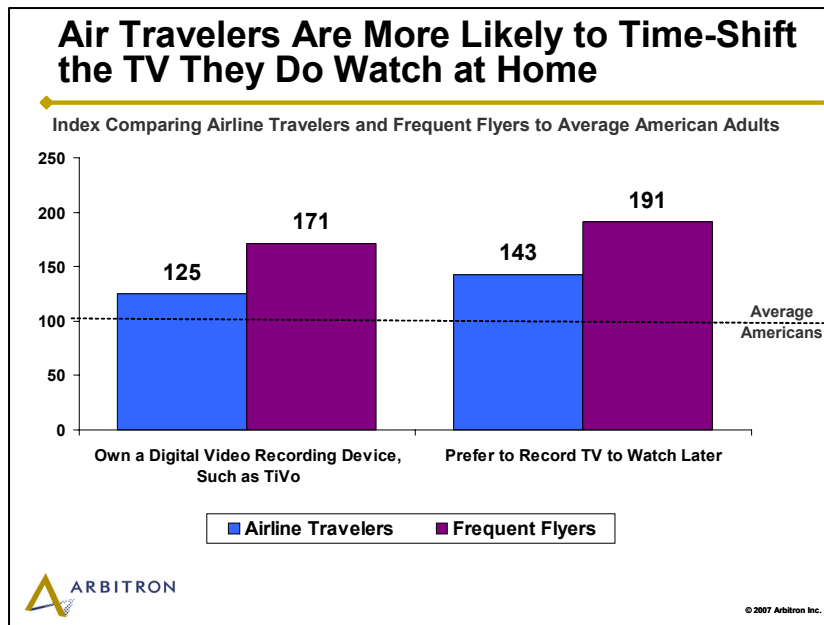


Medium	Average Americans	Airline Travelers	Frequent Flyers
Television	3:16	2:41	2:29
Radio	2:22	2:10	2:37
Newspaper	0:35	0:41	0:44
Internet	1:28	1:52	2:42
Magazines	0:26	0:28	0:42

Time displayed in hours:minutes

23. Time-shifting television programming is more common among airline travelers.

Digital video recorders (DVRs), such as TiVo, allow users to readily record programs to watch at a later date and fast-forward through commercials when the programming is viewed. One in three (30%) airline travelers and 41% of frequent flyers own a DVR; only 24% of average Americans age 18 or older use such a device. Thirty-three percent of airline travelers prefer to watch recorded TV shows versus programming airing at regularly scheduled times; 44% of frequent flyers also prefer to watch TV at their convenience; only 23% of average American share their viewing preference.



	Average Americans	Airline Travelers	Frequent Flyers
Own a digital video recording device, such as TiVo	24%	30%	41%
Prefer to record TV to watch at a later time	23%	33%	44%

24. Airline travelers live the on-demand lifestyle. Frequent flyers are twice as likely to be heavy consumers of on-demand media and devices compared to the average American. In 2005, Arbitron constructed a scale to represent the level of control that consumers exercise in their own media usage. This scale assigned values to each respondent based upon their ownership of the on-demand devices and their media behaviors. The goal of this scale is to determine the demographic groups that are most invested in the new on-demand lifestyle and to provide insight into developing marketing plans that accommodate their shifting media habits.

On-Demand Behavior	Average Americans	Airline Travelers	Index	Frequent Flyers	Index
Have ever watched Video On Demand*	12%	15%	128	26%	215
Own a digital video recording device, such as TiVo	24%	30%	127	41%	169
Own a portable DVD player	26%	32%	123	27%	105
Own a portable audio MP3 player, such as an iPod®	27%	36%	132	47%	173
Own a portable device that plays both video and audio files	13%	17%	127	17%	132
Watch clips of TV show on cell phone	3%	4%	129	5%	147
First to try new products or services	9%	10%	110	17%	184
Own 20 or more DVDs	50%	56%	111	57%	114
Subscribe to an online DVD rental service	11%	13%	117	20%	176
Prefer to record TV to watch at a later time	23%	33%	143	44%	191
Listened to online radio in the past month	19%	28%	151	28%	148
Watched online video in the past month	20%	35%	179	46%	234
Own a hand-held wireless Internet device, such as a BlackBerry®	6%	10%	158	21%	344
Try new products or services before most	14%	14%	99	16%	112
Spend 7+ hours on the Internet per week	35%	44%	126	55%	157
Have made a purchase online	53%	72%	137	86%	163

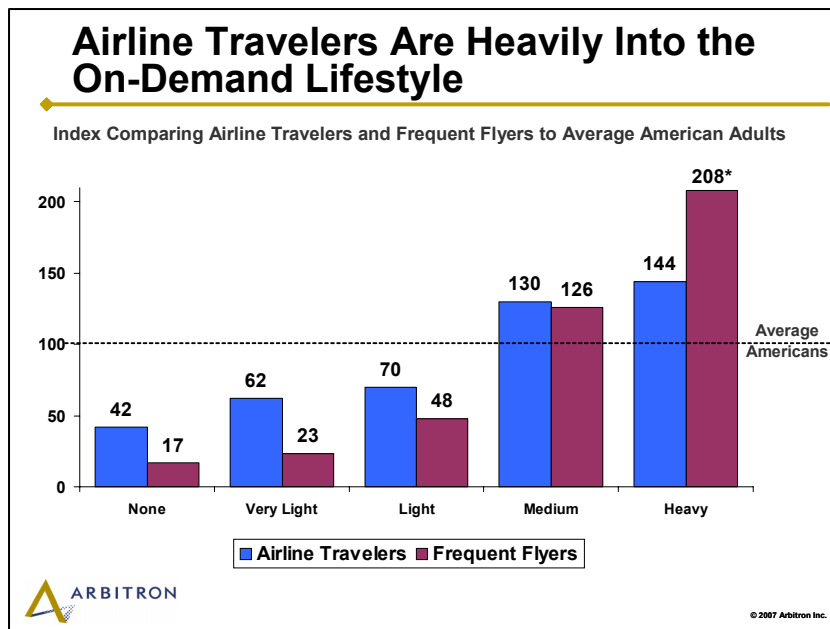
***How to read:** Twelve percent (12%) of average Americans age 18 or older have ever watched Video On Demand (VOD) programming through their cable or satellite TV provider, compared to 15% of airline travelers and 26% of frequent flyers. Therefore, airline travelers are 28% *more likely than* average Americans to have watched VOD programming, and frequent flyers are more than *twice as likely* to have watched VOD content.

25. Frequent flyers are more than twice as likely to be heavy on-demand media users compared to average Americans. In 2005, Arbitron constructed a scale to represent the level of control that consumers exercise in their own media usage. This scale assigned values to each respondent based upon their ownership of the on-demand devices and their media behaviors.

The goal of this scale is to determine the demographic groups that are most invested in the new on-demand lifestyle and to provide insight into developing marketing plans that accommodate their shifting media habits.

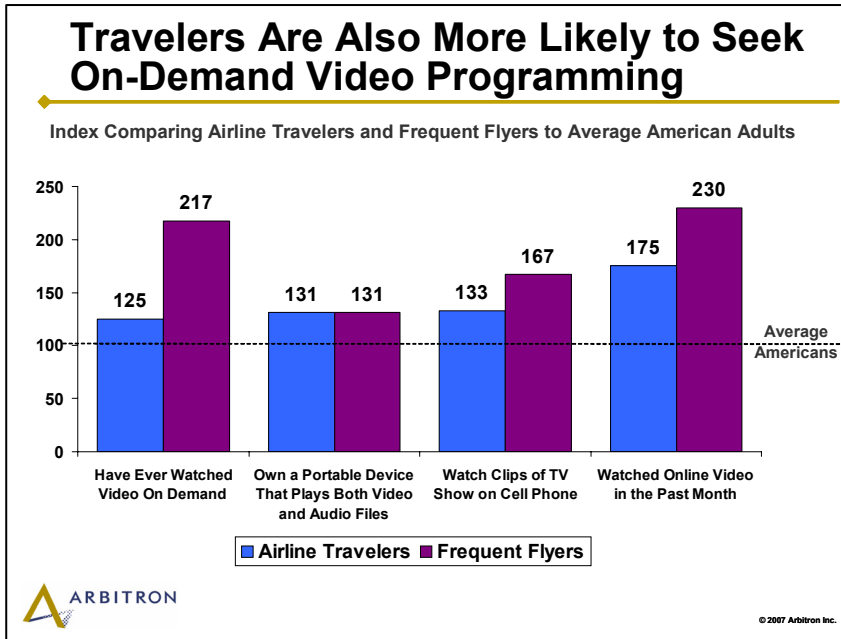
Based upon this scale, we have categorized consumers into five groups: Heavy, Medium, Light, Very Light, and None. The Heavy category represents consumers who own multiple on-demand devices (TiVo/DVR, iPod, portable DVD player, etc.) The Medium category represents consumers who demonstrate some on-demand media behavior but do not necessarily own one or more of the on-demand devices. The Light and Very Light categories represent consumers who show only a few on-demand media behaviors. The last category (None) represents those who exhibit no on-demand media behavior.

When evaluated on this scale, airline travelers, and particularly frequent flyers, showed a strong preference for on-demand media. Airline travelers are 44% more likely than the average American age 18 or older to be a heavy on-demand user, and frequent flyers proved to be more than twice as likely to engage in multiple on-demand behaviors as the average person.



***How to read:** A frequent flyer is 108% more likely than a typical person to have engaged in multiple on-demand media behaviors.

26. Airline travelers like to watch television and video programming on their own schedule. The hectic schedules of airline travelers, particularly frequent flyers, make new on-demand media choices, such as Video On Demand (VOD), online video (streaming media) and portable video downloads very appealing. The downside for advertisers is that many of these new media choices provide news and entertainment while limiting the viewer's commercial exposure.



	Average Americans	Airline Travelers	Frequent Flyers
Have ever watched Video On Demand	12%	15%	26%
Own a portable device that plays both video and audio files	13%	17%	17%
Watch clips of TV show on cell phone	3%	4%	5%
Watched online video in the past month	20%	35%	46%

Video on CNN.com

More than one in four (27%) frequent flyers have ever watched video on CNN.com; 17% have viewed clips on the site in the past month; and one in 10 (10%) have watched video content on CNN.com in the past week.

G. The Consumer Habits of Airline Travelers

Scarborough shows that airline travelers—particularly frequent flyers—are discerning shoppers. Scarborough Research, the gold standard for consumer-shopping-behavior research, tracks the exclusive behavior of airline travelers and frequent flyers in its national survey of 200,000 consumers. Scarborough defines an *airline traveler* as someone who takes at least one round-trip flight per year and a *frequent flyer* as someone who takes four or more round-trip flights annually. In each market, Scarborough asks which airport the consumer utilizes most often; as a result, Scarborough can analyze the local shopping and consumer profiles of specific airports. Below we have included some highlights of the consumer shopping data from Scarborough, along with tables showing buying power indexes.

The indexes compare buying and shopping patterns of airline passengers to the country overall. An index of 100 indicates that airline passengers show virtually the identical buying and shopping pattern as the country overall. An index higher than 100 indicates that airline passengers are more likely than the norm to buy the product or service. As an example (see table below), frequent flyers have an index of 179 for using online banking. This indicates that those taking four or more round-trip flights per year are *79% more likely* to bank online than the typical consumer.

27. Financial services are paramount for airline travelers. Airline travelers are affluent and take an active role in planning their finances. Here are just a few banking services widely used by air travelers.

Financial Service Household Has/Uses	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Keogh plan	169	357*
Money market account	136	191
Online banking	136	179
Individual retirement account (IRA)	131	173
Home equity loan	129	166
Auto loan	115	131
Certificates of deposit (CDs)	117	121

***How to read:** A frequent flyer is 257% more likely than a typical consumer to have a Keogh plan.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

28. Airline travelers remain a strong target for business-to-business advertisers.

Airline travelers, particularly frequent flyers, tend to be corporate decision makers. A large portion of airport advertising is currently targeted toward these administrators—with good reason.

Participated in Purchasing Decisions in the Past Year	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Business travel or convention arrangements	173	476*
Company health care programs	149	329
Overnight delivery services	147	295
Information technologies (network/Internet)	150	292
Company gifts—customers/employees	148	279
Office furniture	142	264
Computer hardware/software	146	260
Telephone and communication equipment	142	252
Office equipment (photocopier, fax)	143	251
Telephone and communication services	139	243
Office supplies	132	189

***How to read:** A frequent flyer is 376% *more likely than* a typical consumer to have participated in the business travel or convention arrangement decisions in their company in the past year.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

29. Luxury automobile enthusiasts congregate at the airports. Air travelers are the upscale car buyers in the United States.

	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Brand/Model of Vehicle Currently Leased/Owned		
BMW (BMW)	161	320
Cadillac (GM)	104	116
Ferrari (Fiat)	201	502
Hummer (GM)	145	562
Infiniti (Nissan)	160	357
Jaguar (Ford)	146	240
Lexus (Toyota)	155	319
Mercedes-Benz (Daimler)	157	287
Rolls Royce (BMW)/Bentley (VW)	195	286
Sterling (Honda)/ Land Rover (Ford)	160	347
Household Plans to Lease/Buy		
New luxury vehicle	150	366*
New sport utility vehicle	128	210
New van or minivan	129	138
Household Plans to Pay		
\$45,000+ for new vehicle	133	433

***How to read:** A frequent flyer is 266% *more likely than* a typical consumer to buy or lease a new luxury vehicle in the next year.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

30. Airline travelers—are by every definition—travelers. Airline travelers, and especially frequent flyers, are frequent hotel guests and rental car drivers.

Hotel and Rental Car Company Usage	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Hotels Stayed at in the Past Year		
Westin	189	621
Loews	179	606
Four Points by Sheraton	182	579
Hyatt	183	569
Doubletree	177	521
Sheraton	183	506
Hilton	179	486
Marriott International	177	452
Courtyard by Marriott	171	422
Embassy Suites	170	419
Radisson	163	383
Any upscale hotel	173	326
Rental Car Companies Used in the Past Year		
Alamo Rent A Car	200	459*
Avis Rent A Car Systems, LLC	189	510
Budget Rent A Car	189	386
Dollar Rent A Car	200	458
Enterprise Rent-A-Car	141	229
Hertz Rent A Car	190	501
National Car Rental	197	588
Thrifty Car Rental	195	537
Any rental car company	169	279

***How to read:** A frequent flyer is 359% *more likely than* a typical consumer to have rented a car from Alamo.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

31. Airline travelers are frequent vacationers, too. Airline travelers aren't all about business; their destinations also include recreational activities, such as cruises, amusement parks, casinos and sporting events.

Recreational Activities	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Cruise Lines Used in the Past Three Years		
Carnival Cruise Lines	173	206
Celebrity Cruises	181	247
Disney Cruise Line	179	275
Holland America Line	186	267
Norwegian Cruise Line	180	206
Princess Cruises	187	225
Royal Caribbean International	175	216
Places Visited in the Past Year		
Disney World (Orlando)	165	236*
Disneyland (Anaheim)	146	227
Universal's Islands of Adventure	153	255
SeaWorld	148	203
Six Flags	119	140
Universal Studios Hollywood	145	234
Universal Studios Florida	157	243
Any casino	128	158
Any professional sports event	132	173

***How to read:** A frequent flyer is 359% more likely than a typical consumer to have visited Disney World in the past year.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

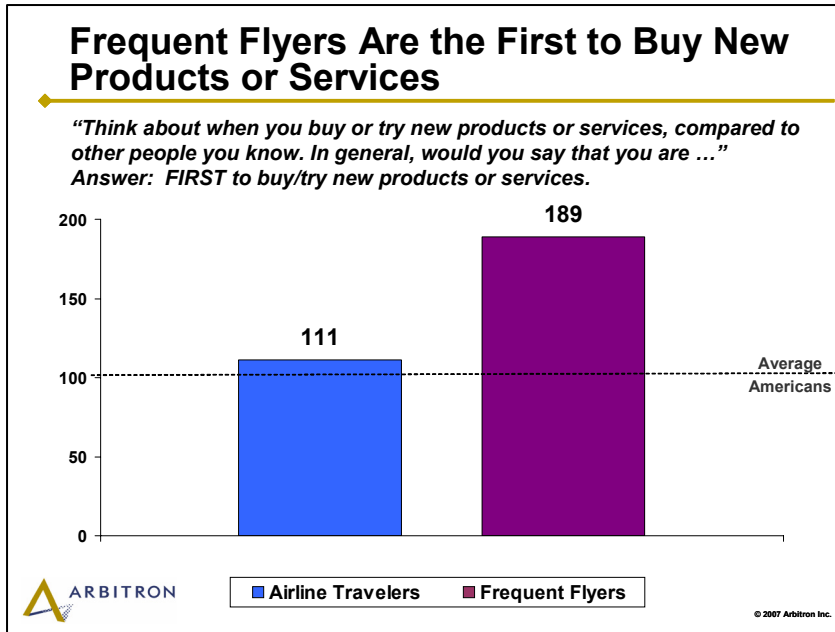
32. Airline travelers are avid moviegoers. Airline travelers see more movies in the theater than average Americans age 18 or older, and they are more likely to see a film within the first two weeks of release.

Number Of Movies Seen in a Theater in the Past Month	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
1 movie	130	155
2 movies	141	185
3+ movies	136	203*
Usually see a new movie opening weekend	107	114
Usually see a new movie after opening weekend, but within first two weeks	123	130

***How to read:** A frequent flyer is 103% more likely than a typical consumer to have seen three or more movies in the theater in the past month.

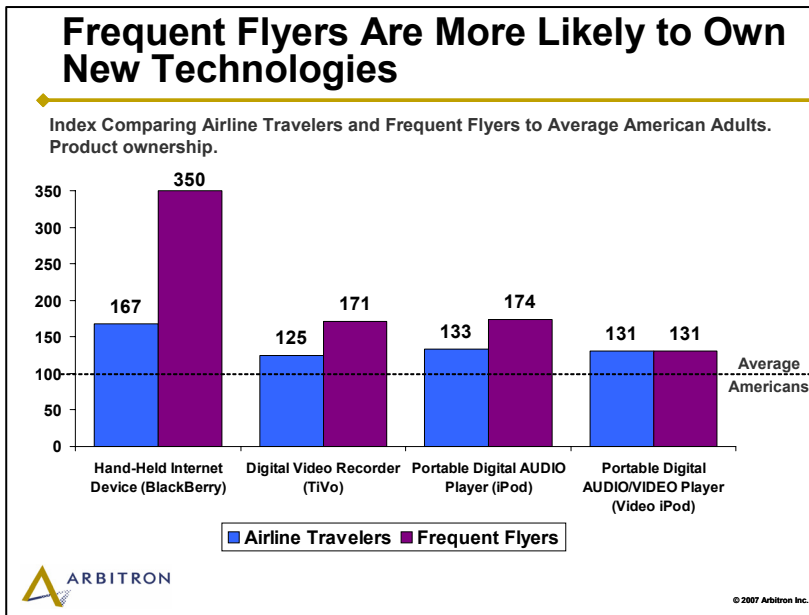
Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

33. Frequent flyers are passionate about trying new products and services. Frequent flyers are trailblazers. Seventeen percent classify themselves as “early adopters,” meaning that they are the first of their family and friends to try a new product or service. Only 9% of average Americans consider themselves this adventurous.



	Average Americans	Airline Travelers	Frequent Flyers
FIRST to buy/try new products or services	9%	10%	17%
Buy/try BEFORE most others	14%	14%	16%
Buy/try at about the SAME time	29%	29%	25%
Buy/try AFTER most others	21%	26%	27%
LAST to buy/try new products or services	22%	19%	13%
Not sure	5%	3%	3%

34. Cutting-edge devices, such as BlackBerry, TiVo and iPod, are connecting with consumers at the airport. Frequent flyers are two and a half times more likely than the average consumer to own a portable wireless hand-held Internet device, such as a BlackBerry. They are 71% more likely to use a digital video recorder (such as TiVo), 74% more likely to own a portable digital audio player (such as an iPod) and 31% more likely to have a portable digital video player (such as a video iPod).



	Average Americans	Airline Travelers	Frequent Flyers
Hand-held wireless device (BlackBerry)	6%	10%	21%
Digital video recorder (TiVo)	24%	30%	41%
Portable digital AUDIO player (iPod)	27%	36%	47%
Portable digital AUDIO/VIDEO player (Video iPod)	13%	17%	17%

35. Home electronic equipment is popular among airline travelers. Manufacturers of high-end home entertainment devices can find their core consumers at the airport.

Home Electronics	Airline Traveler Index <i>(at least 1 round-trip flight per year)</i>	Frequent Flyer Index <i>(5+ round-trip flights per year)</i>
Household Owns		
HD television	130	185
Digital camera	117	135
Spent \$3,000 or More in the Past Year On:		
Television	149	336*
Stereo (audio) system	167	474
Spent \$1,000 or More in the Past Year On:		
Camera	154	283

***How to read:** A frequent flyer is 236% *more likely than* a typical consumer to have bought a television priced at \$3,000 or more in the past year.

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

Media Implications

- 1. Television commercials need to actively pursue their audience.** TV spots have to stop sitting at home hoping consumers will come to them. Instead, commercials need to get out of the house and actively seek out their audience.
- 2. Place-based TV should be part of any serious out-of-home campaign.** Traditional out-of-home creative is highly effective at imprinting a brand's name, logo and central themes, but if an advertiser wants to convey a complex message, nothing beats showing the product in action through well-produced TV creative.
- 3. Out-of-home TV networks are an antidote to the effects of digital video recorders (DVRs).** In order for a TV spot to be effective, it has to be seen. If an advertiser wants to market to DVR users, they need to place their TV creative in an environment that is out of the device's reach.
- 4. Advertisers looking to target affluent consumers should consider airport-based television.** Airline travelers and especially frequent flyers are a highly desirable consumer base. They are upscale professionals with the expendable income to try to buy just about any brand that catches their eye. They are also busy movers and shakers who are hard to pin down, making the airport a key location to connect with these elusive consumers.
- 5. Upscale brands should take advantage of the sophisticated and affluent crowds congregating at the airports.** Advertisers of high-end cars, clothes, jewelry and grooming products should market directly to this audience, for both in-store and online purchases.
- 6. Technology companies marketing consumer entertainment devices should have a strong presence at the airport.** Frequent flyers are early adopters who are interested in cutting-edge technology and hold influence with their friends and family. Marketing at the airport can go a long way toward reaching these influential consumers and starting lucrative word-of-mouth campaigns.



APPENDIX A

Top 10 Home DMAs for Airline Travel*

DMA	% Airline Travelers Who Live in DMA	# Airline Travelers Who Live in DMA	Total Population of DMA
1. New York	8%	8,400,498	15,790,098
2. Los Angeles	7%	6,745,516	13,049,270
3. Chicago	4%	3,685,704	7,131,234
4. San Francisco-Oakland-San Jose	3%	3,274,308	5,115,912
5. Boston	3%	2,798,402	4,783,431
6. Philadelphia	3%	2,763,816	5,945,046
7. Washington, DC	2%	2,313,159	4,559,666
8. Dallas-Fort Worth	2%	2,165,899	4,725,379
9. Seattle-Tacoma	2%	2,048,745	3,464,818
10. Atlanta	2%	1,998,766	4,315,172
Totals	35%	36,194,813	68,880,026

Top 10 Home DMAs for Frequent Flyers

DMA	% Airline Travelers Who Live in DMA	# Airline Travelers Who Live in DMA	Total Population of DMA
1. New York	9%	1,218,857	15,790,098
2. Los Angeles	7%	973,549	13,049,270
3. San Francisco-Oakland-San Jose	5%	673,850	5,115,912
4. Chicago	4%	600,842	7,131,234
5. Washington, DC	4%	579,926	4,559,666
6. Dallas-Fort Worth	3%	433,116	4,725,379
7. Atlanta	3%	415,389	4,315,172
8. Philadelphia	3%	381,599	5,945,046
9. Boston	3%	355,649	4,783,431
10. Denver	2%	331,669	2,823,768
Totals	43%	5,964,446	68,238,976

Source: Scarborough USA+ Release 2, 2006, 12-month, Adults 18+

About Arbitron Inc.

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies in the United States and Europe. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

Arbitron’s marketing and business units are supported by a world-renowned research and technology organization located in Columbia, Maryland. Arbitron has approximately 2,100 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron’s Out-of-Home division provides training, consumer shopping data and audience profiles for out-of-home and outdoor media. Currently, more than 100 outdoor plants, place-based media and thousands of agencies and advertisers utilize Arbitron Out-of-Home consumer shopping data and software. The company is currently working with the industry to develop an outdoor audience ratings service.

Credible third-party measurement helps advertisers justify their investment in the medium. The company’s 50+ years of audience measurement experience help sellers focus on selling the value of their advertising rather than justifying the credibility of their measurement. Arbitron research studies about cinema advertising, the outdoor industry, and traditional and nontraditional media can be found on the company’s Web site at www.arbitron.com and can be downloaded free of charge.

The Arbitron In-Flight Media Study
Exploring Frequent Flyers' Engagement with Airline Magazines and In-Flight TV

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Exploiting an Undiscovered Upscale Medium

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