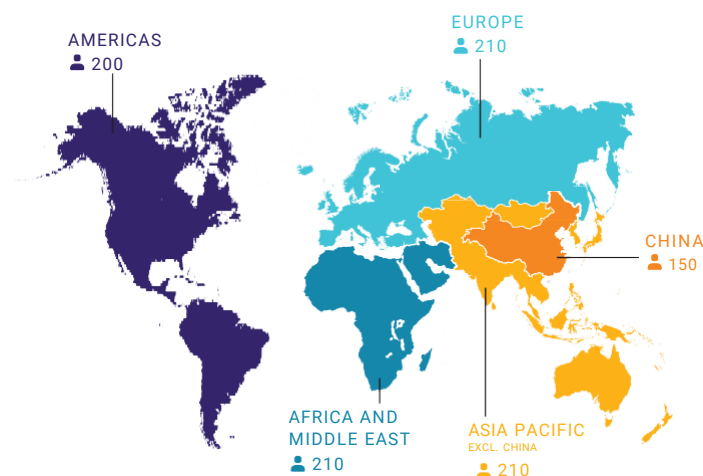


# THE AIRPORT SENTIMENT TRACKER

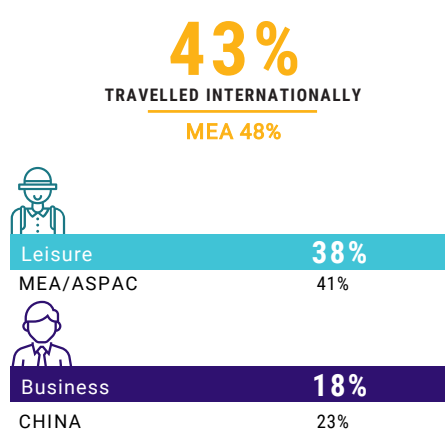
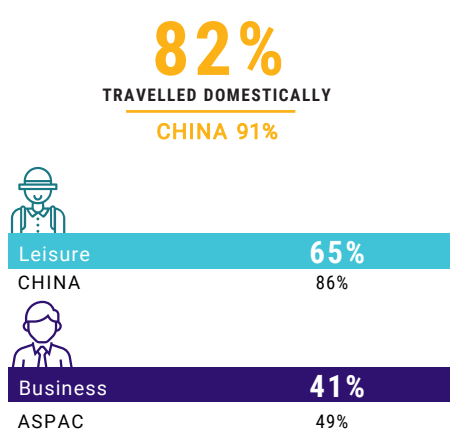
NOV 2020



**980 Air Travellers Surveyed,** through Attest consumer research online platform, who have:

- Flown at least once in the last 3 months (i.e. between July and Sept.2020),
- Whether domestically or internationally,
- Whether for leisure or for business.

## 1 DOMESTIC LEISURE TRAVEL SPEARHEADED THE AIR TRANSPORT RECOVERY especially in China



## 2 AIRPLANE IS SEEN AS THE SAFEST NON-PERSONAL MEANS OF TRANSPORT

- #1 CAR/ VAN 82%
- #2 AIRPLANE 74%**
- #3 BICYCLE 72%
- #4 METRO / TRAMWAY 68%
- #5 TRAIN 63%
- #6 TAXI 63%
- #7 SHARED VEHICLE 62%
- #8 BUS 60%



## 3 PASSENGERS STILL ENJOY THE AIRPORT EXPERIENCE... AND ARE IN A MORE ALERT AND ATTENTIVE MINDSET

**56%**  
DID NOT CHANGE ANYTHING  
IN THEIR BEHAVIOUR

**78%**  
STILL HAD AN ENJOYABLE EXPERIENCE

- 80%** WERE MORE ATTENTIVE TO THE TERMINAL ENVIRONMENT
- 79%** WERE MORE FOCUSED ON THEIR JOURNEY
- 74%** PAID MORE ATTENTION TO SCREENS
- 70%** WERE MORE EXCITED TO TRAVEL

## 4 SHOPPING IS STILL AN IMPORTANT PART OF THE AIRPORT EXPERIENCE

	Browsed & Purchased	Browsed & did not Purchase	Total Visitors
BEAUTY (Fragrances, Cosmetics, etc.)	49%	22%	71%
FASHION & ACCESSORIES	47%	24%	70%
CONFECTIONERY	51%	19%	70%
ELECTRONICS	42%	28%	67%
JEWELLERY & WATCHES	40%	28%	61%
ALCOHOL	40%	22%	22%
TOBACCO (alternative tobacco & other nicotine products)	38%	20%	58%

For more information, please contact:

Louissette Andrieu  
Marketing and Business Development Project Manager  
[Louissette.Andrieu@jcdecaux.com](mailto:Louissette.Andrieu@jcdecaux.com)

Tim Green  
Head of Insight, JCDecaux OneWorld  
[Tim.Green@jcdecaux.com](mailto:Tim.Green@jcdecaux.com)