

Cyber Survey Pinpoints Airport Internet User Demographics

For the first time, a survey by San Diego-based **CIC Research** has identified demographics of travelers who use the ever-growing number of "Cyberbooths" in airline lounges and other airport locations. Cyberbooths offer Internet and e-mail access.

The survey asked travelers to rate their airline of preference. More than 15 percent were undecided, but 41 percent of respondents indicated **American Airlines** [AMR], **Delta Air Lines** [DAL] **United Airlines** [UAL] as their carrier of choice.

Of those who prefer United, 23.3 percent spend more than \$10,000 per year on travel (see box, right). Yet a larger percentage of travelers who prefer American take more than 10 business trips per year — 29.3 percent, compared to 28.3 percent of the travelers who prefer United.

Addison Schonland, director of aviation, tourism and marketing for CIC Research said that the survey was targeted at the person who uses electronic technology and travels. "They are the kind of travelers that are hard to communicate with because they travel so much and are senior enough that they are typically shielded from mail and phone surveys," said Schonland.

CIC Research polled 5,911 users of the ATCOM/INFO network of over 230 kiosks across the U.S. during an eight-week period. For complete survey results, visit the CIC website at <http://www.cicresearch.com/atcom/profile.htm>. <<Addison Schonland, 619/637-4000>> →

Typical Cyberbooth User
by Preferred Airline

Favorite Airline: (percent)	American 19.4%	Delta 13.7%	United 8.7%
Demographics			
Age 35-49	34.8%	30.4%	28.5%
Prof/Mgr/Exec occupation	54.7%	46.6%	52.5%
Income >\$60K/yr	44.0%	28.0%	29.6%
Gold credit card	52.4%	46.6%	53.5%
Travel Characteristics			
Business travel >10 trips/yr.	29.3%	22.0%	28.3%
Airline club member	33.0%	30.5%	33.9%
Elite level flyer	26.6%	20.6%	26.9%
Spend >\$10K/yr on travel	20.5%	17.8%	23.2%
Internet Characteristics			
Would buy online	46.9%	47.5%	45.1%
Web access at home and work	53.7%	49.3%	56.7%
Communications Characteristics			
Cellphone user	64.2%	55.7%	50.3%
Pager user	53.1%	44.3%	40.6%
E-mail user	77.1%	75.7%	85.7%
Laptop user	53.7%	50.1%	52.4%
AT&T customer	60.6%	62.7%	60.7%

Source: CIC Research

• **Japan Airlines has launched a website** geared to North Americans at <http://www.japanair.com>. The site is constructed of four sections: one describes what each class of service JAL offers and includes a list of the variety of meals that can be requested for those with special dietary needs; the second section provides information about JAL Mileage Bank, the carrier's frequent flyer program; a third section is entitled "The JAL Journey" and features a seat availability calendar, airport maps, aircraft configurations, route maps and Japan and Hong Kong tourist office sites. A final section called "The Company" gives information about JAL's history. ■

MARKETING NEWS

• **Canadian Airlines is providing business-class passengers** with a free 3-minute call on an in-flight phone through Dec. 12, 1997. In the agreement between Canadian, AT&T Wireless Services and Rogers Cantel, digital phones have been installed in 48 of Canadian's narrowbody aircraft. They will permit customers to send and receive calls, and transmit facsimiles and e-mail messages anywhere in the world. ■

• **All Nippon is awarding double mileage** to members of Delta's and US Airways' frequent flyer programs on flights between the U.S. and Japan between Dec. 1 and Feb. 28. ■