

AIR TRAVEL USAGE & ATTITUDE SURVEY

May 2007

Research Methodology

Research Type

- Quantitative

Research Method

- CATI (Computer Aided Telephone Interview)

Sample Size

- 400

Cities

- İstanbul(231), Ankara (92), Izmir (77)

Fieldwork Date

- 16-24 May 2007

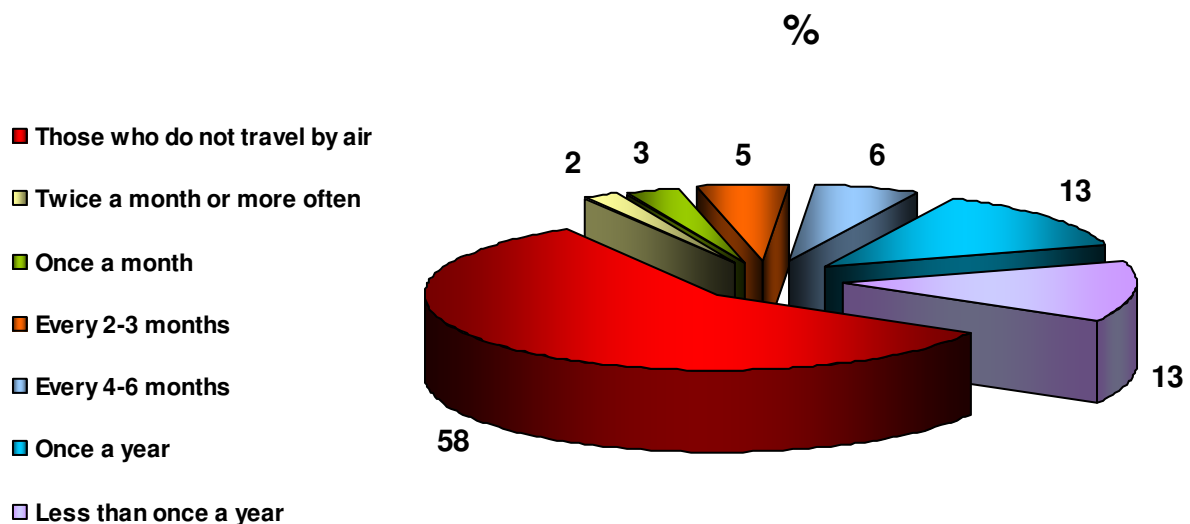
Air Travel

By the appearance of the private airlines, the air travel market is now very dynamic and has a different range of prices and services

Airline travel once that was a luxury is now a lot more accessible to many people as a result of private companies entering the market.

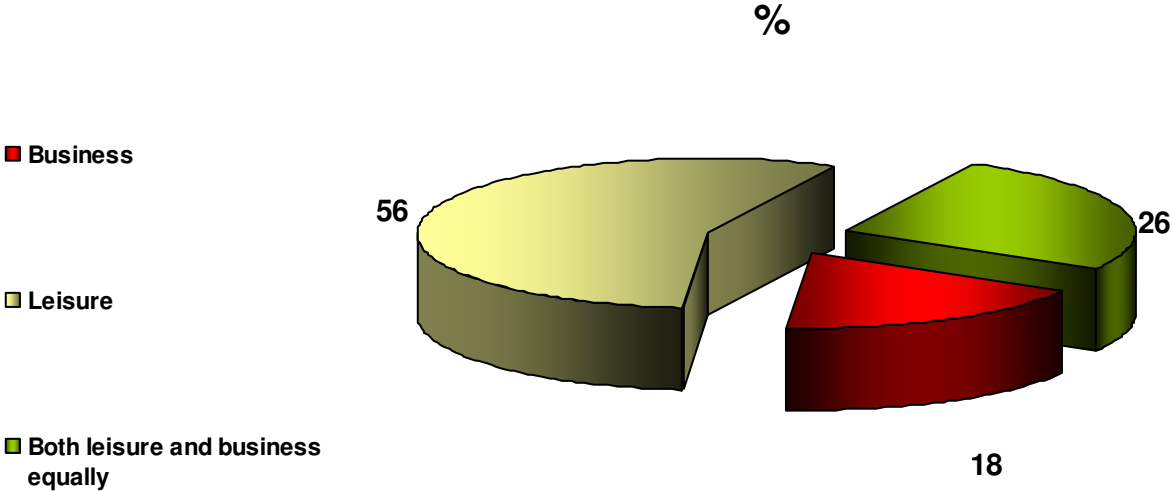
Budget air travel usage and attitude research had been done in three big cities with people aged 14 to 65.

The research shows that, 42% of the respondents travel by air even though the frequency of traveling differs. Also, more of the men travel by air than females.



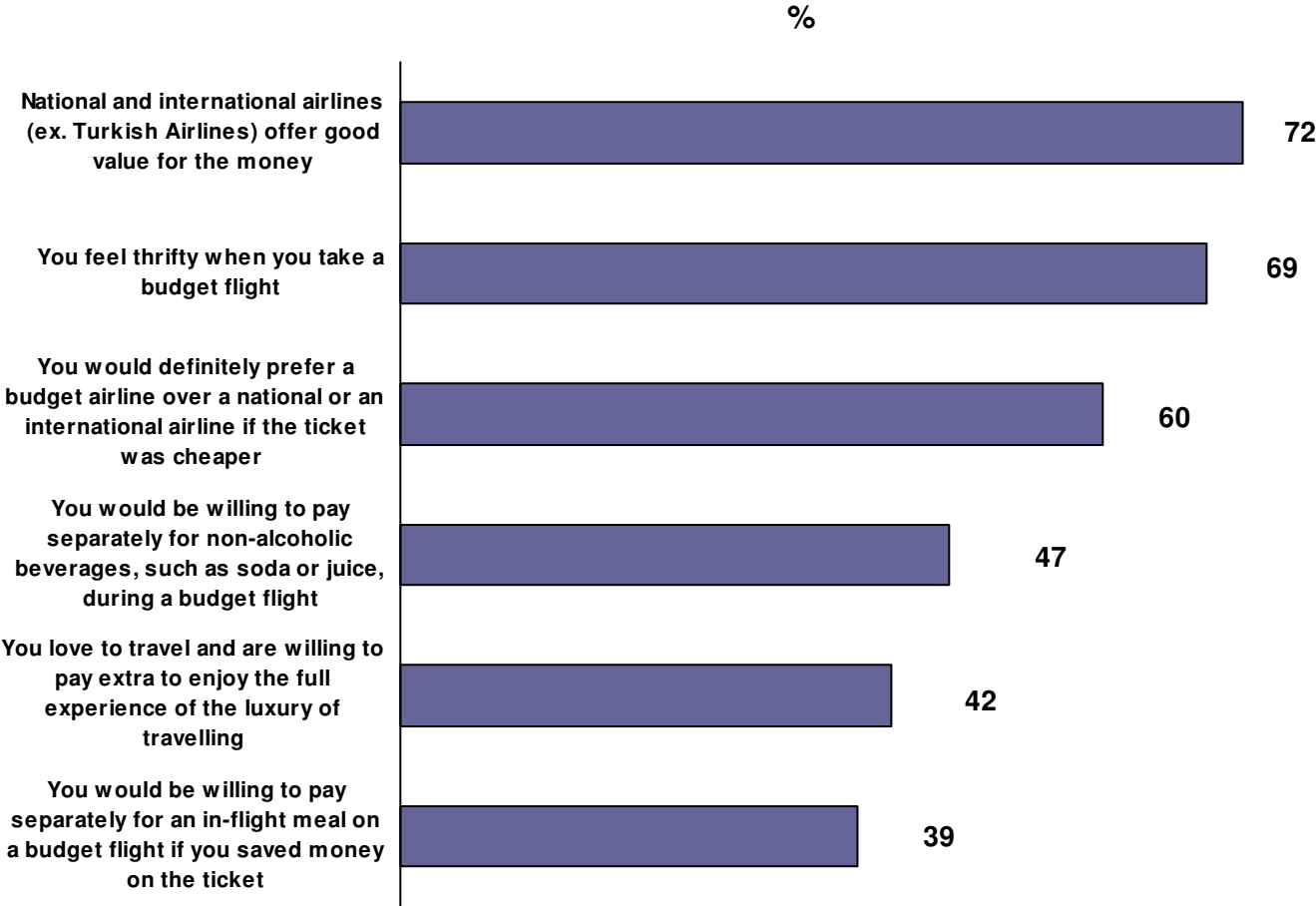
Airline Travel

The main reason of using airline travel is to arrive the destination the fastest way possible. 1/4th of those who use airline travel use it for both leisure and business equally. 56% prefer airline travel only for leisure. The majority of people who use airline travel for business are men.



Thoughts on airline travel ...

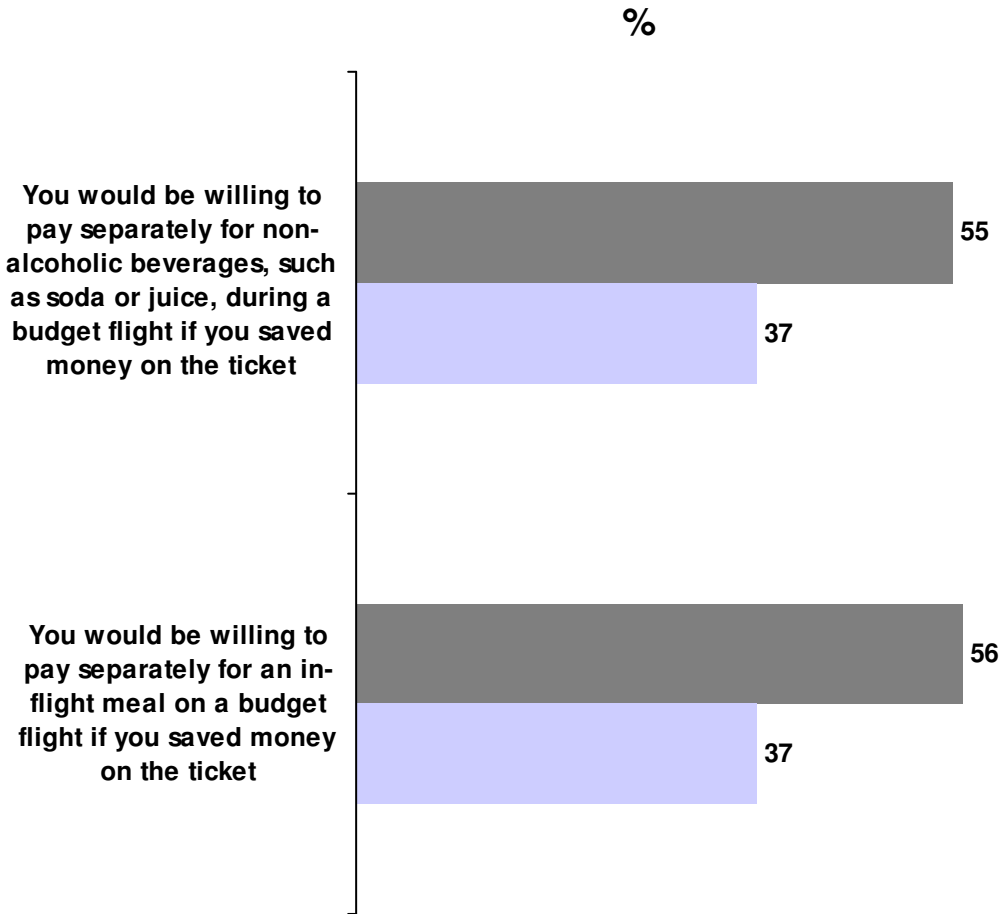
Because of the economic circumstances, budget airlines who sell cheaper tickets are preferred more than the national/international airlines. Even though the preference of the majority is budget airlines, almost 3 out of 4 people also think that the national/international airlines offer good value for the money.



Thoughts on airline travel ...

As much as they have the same point of view about airline companies, when it comes to paying extra for drinks and food on a budget airline flight male and female point of views change. Men are more likely to pay extra for drinks & food than women.

If I economized by flying with a budget airline

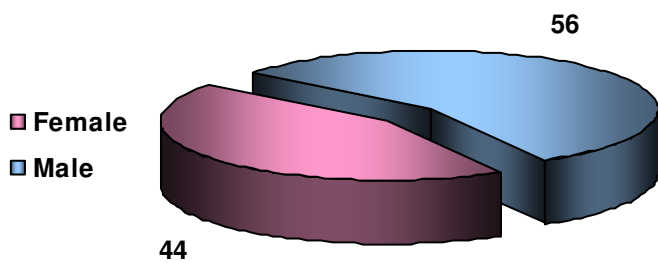


Airline Passenger Profile

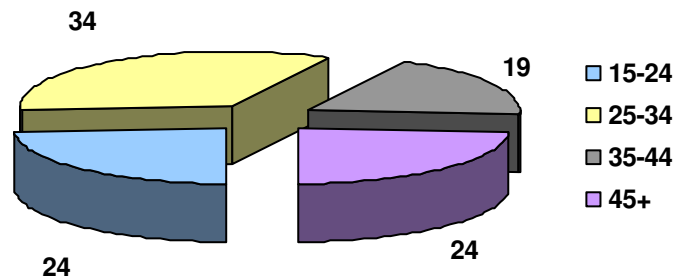
Males are slightly more inclined to prefer airline travel than females. Females mostly use air travel for leisure.

Airline passengers mostly have high level of education (1/4th of them have a university degree or upper, while almost half of them have a high school degree.)
1/3rd of them are self-employed and half of them are paid workers.

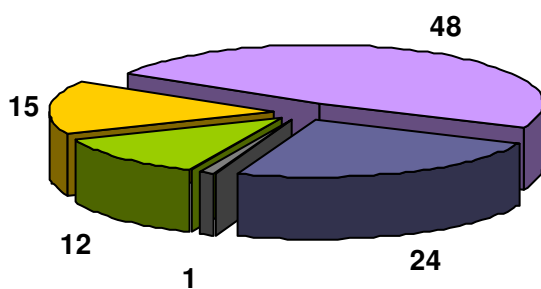
Gender



Age

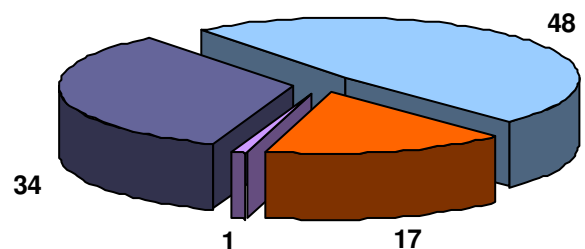


Education



- Uneducated
- Primary school degree
- Secondary school degree
- High school degree
- University degree or upper

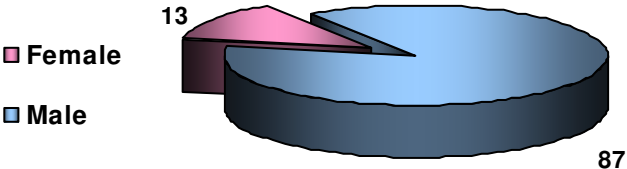
Work Status



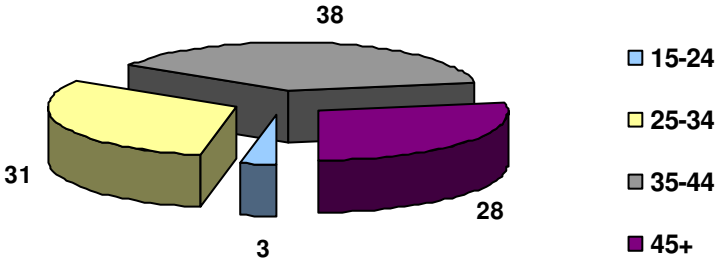
- Self employed
- Paid
- Nonworking
- Other

Demographic Profile of Business Travellers

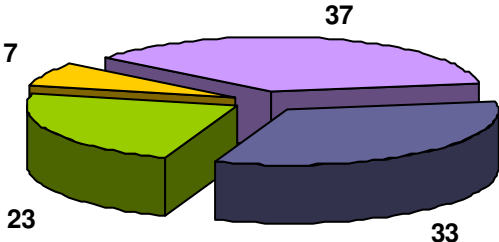
Gender



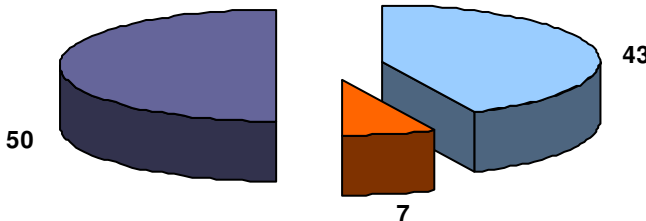
Age



Education



Work Status

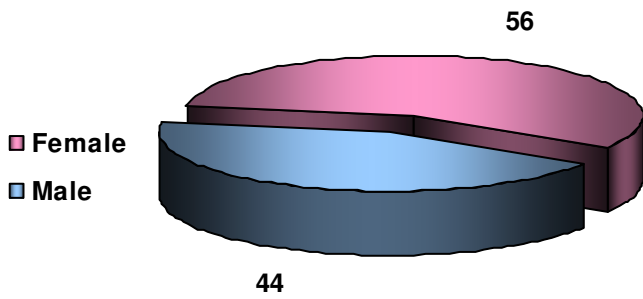


- Primary school degree
- Secondary school degree
- High school degree
- University degree or upper

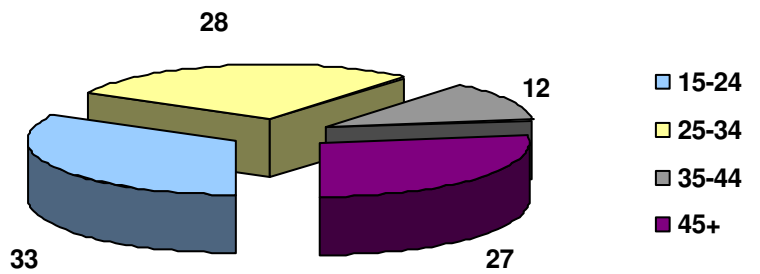
- Self-employed
- Paid
- Nonworking
- Other

Demographic Profile of Leisure Travellers

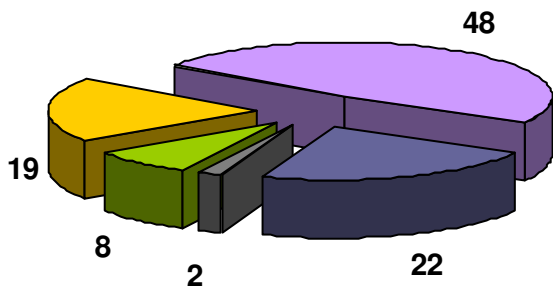
Gender



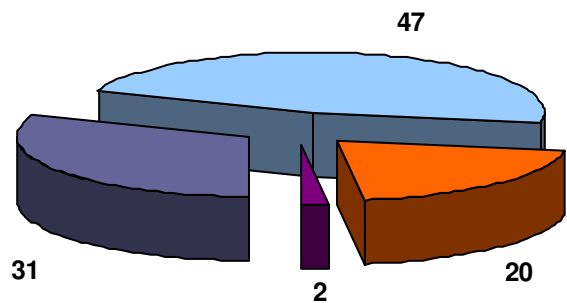
Age



Education



Work Status



- Uneducated
- Primary school degree
- Secondary school degree
- High school degree
- University degree or upper

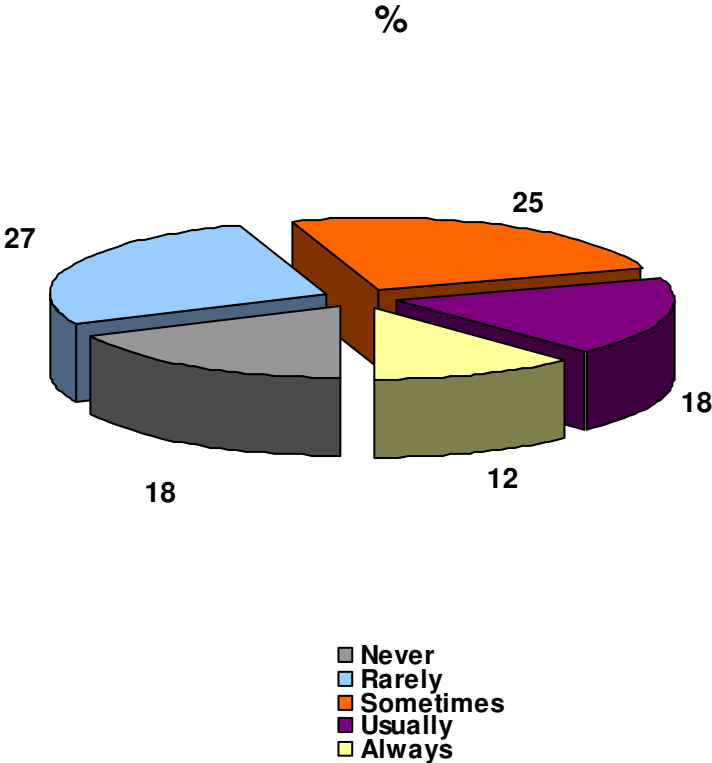
- Self-employed
- Paid
- Nonworking
- Other

Usage Frequency of Budget Airlines

1/5th of the passengers prefer flying with a budget airline.

12% of the passengers “always” prefer a budget airline while 18% of them “usually” prefer a budget airline when they are travelling.

When we analyze the demographics of the people who “always”, “usually” or “sometimes” prefer a budget airline, we see that almost half of these passengers are aged 29 and below, meaning these airlines have a younger passenger profile.



Factors affecting the choice of an airline to travel with

Airline companies that are known to have good technical maintenance service are usually the ones that passengers prefer the most.

The good reputation of the airline company is another factor that is very important during the decision making.

Other factors that shape the passengers' decision are flight attendants' geniality, kindness and interest in themselves.

