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CONSUMERS & BRANDS

# Airlines: ANA customers in Japan

Consumer Insights report

**Consumer** Insights  
by **statista** 

May 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of ANA customers in Japan: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark ANA customers in Japan (“brand users”) against Japanese airline customers in general (“category users”), and the overall Japanese consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology <sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Japan)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Consumer Insights Global](#) as of May 2024

## CHAPTER 01

# Management summary

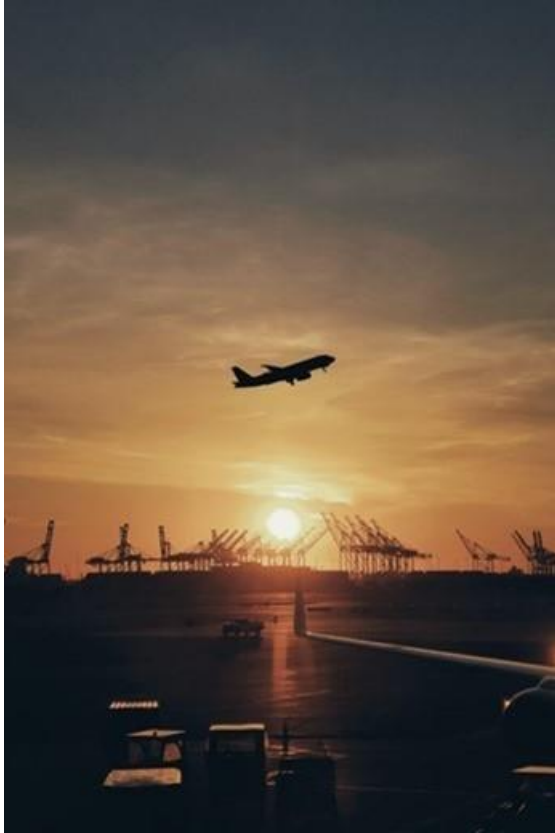
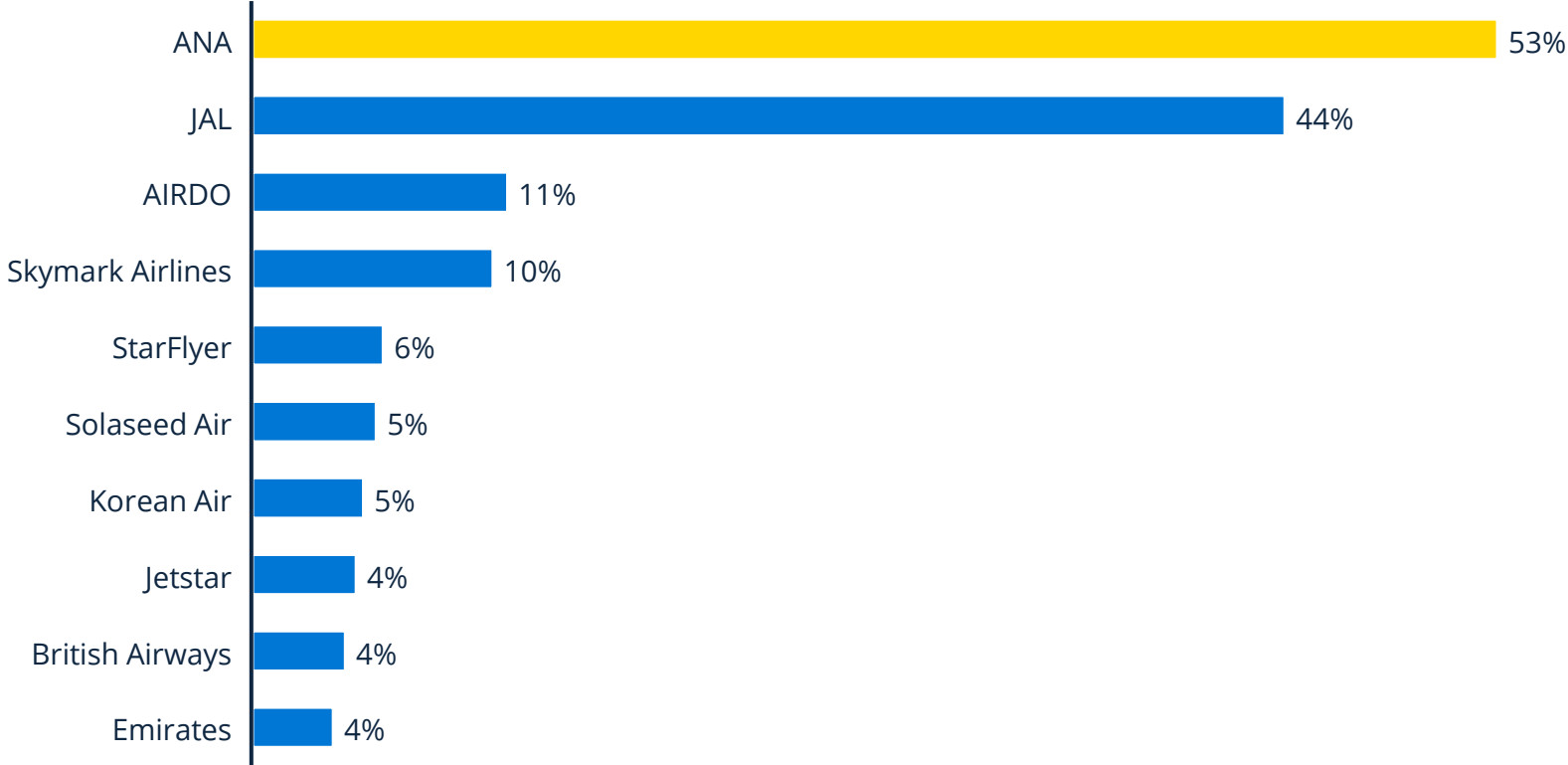
- Brand usage
- Key insights



# With a user share of 53%, ANA is the most used airline in Japan

Management summary: brand usage and competition

## Top 10 most used airlines in Japan



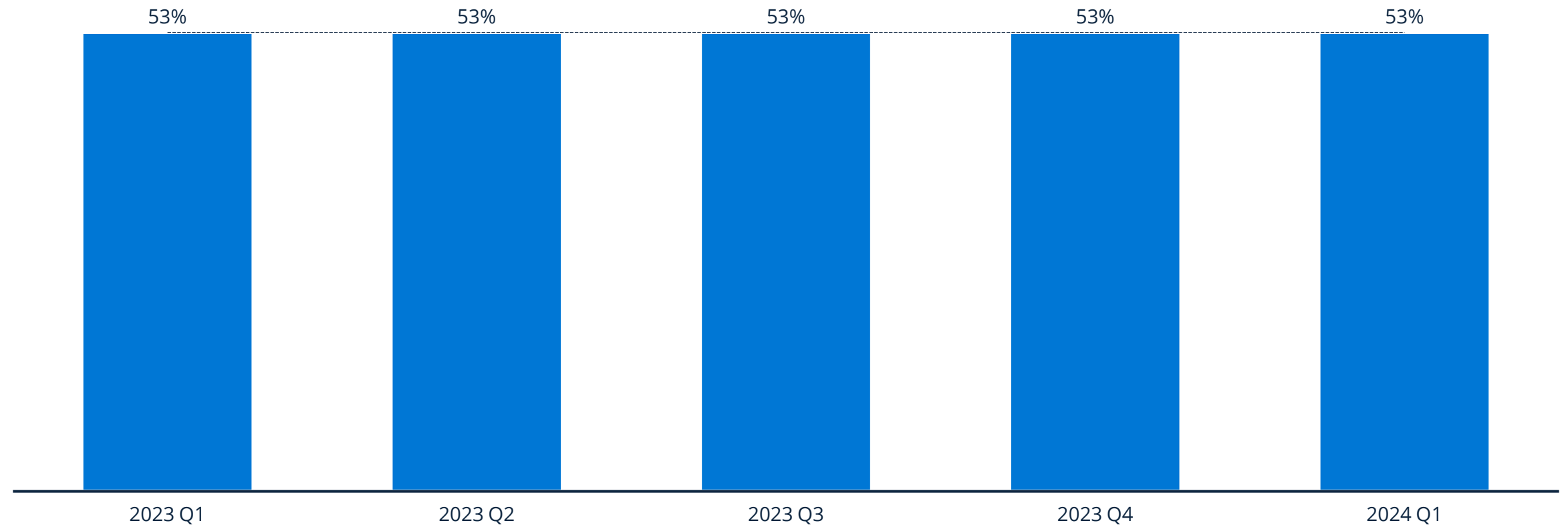
4 Notes: "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=322 airline customers

Sources: [Consumer Insights Global](#) as of May 2024

# The current share of airline customers using ANA is fairly similar to Q1 of 2023

Management summary: brand usage timeline

## Timeline of airline customers using ANA



5 **Notes:** "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=44 - 177 ANA customers, n=83 - 337 airline customers

**Sources:** [Consumer Insights Global](#) as of May 2024



# ANA customers in Japan

Management summary: key insights

## Demographic profile

42% of ANA customers are part of Generation X.

ANA is more popular among male airline customers than female airline customers.

ANA has a smaller share of customers with a low income than other airlines.

ANA customers and airline customers in general are relatively likely to live in large cities.

## Consumer lifestyle

Having a good time is less important to ANA customers than to other airline customers.

Sports is a relatively prevalent interest of ANA customers.

Outdoor activities are a relatively popular hobby among ANA customers.

## Consumer attitudes

53% of ANA customers state that they want to experience something unique during their travels.

14% of ANA customers are innovators or early adopters of new products.

A relatively high share of ANA customers think that defense & foreign affairs are issues that need to be addressed.

## Marketing touchpoints

mixi is more popular among ANA customers than the average airline customer.

ANA customers remember seeing ads on search engines more often than the average consumer.

## CHAPTER 02

# Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

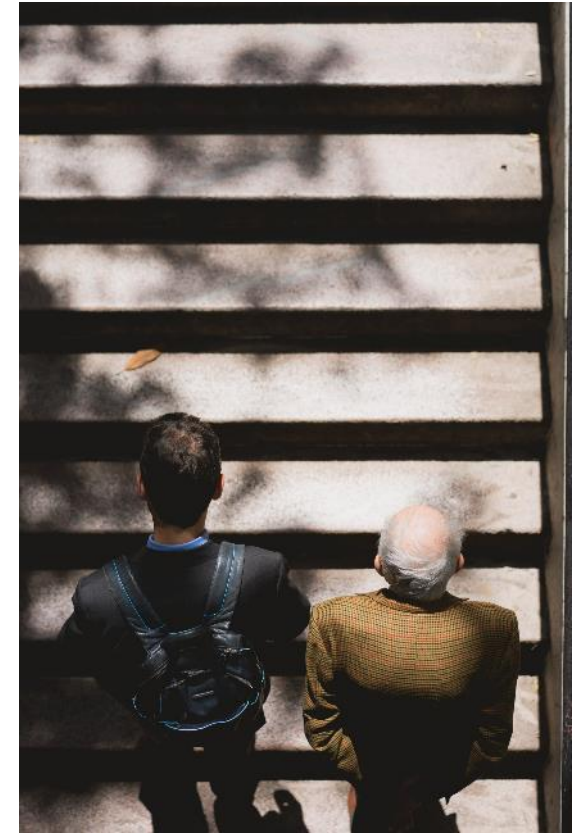
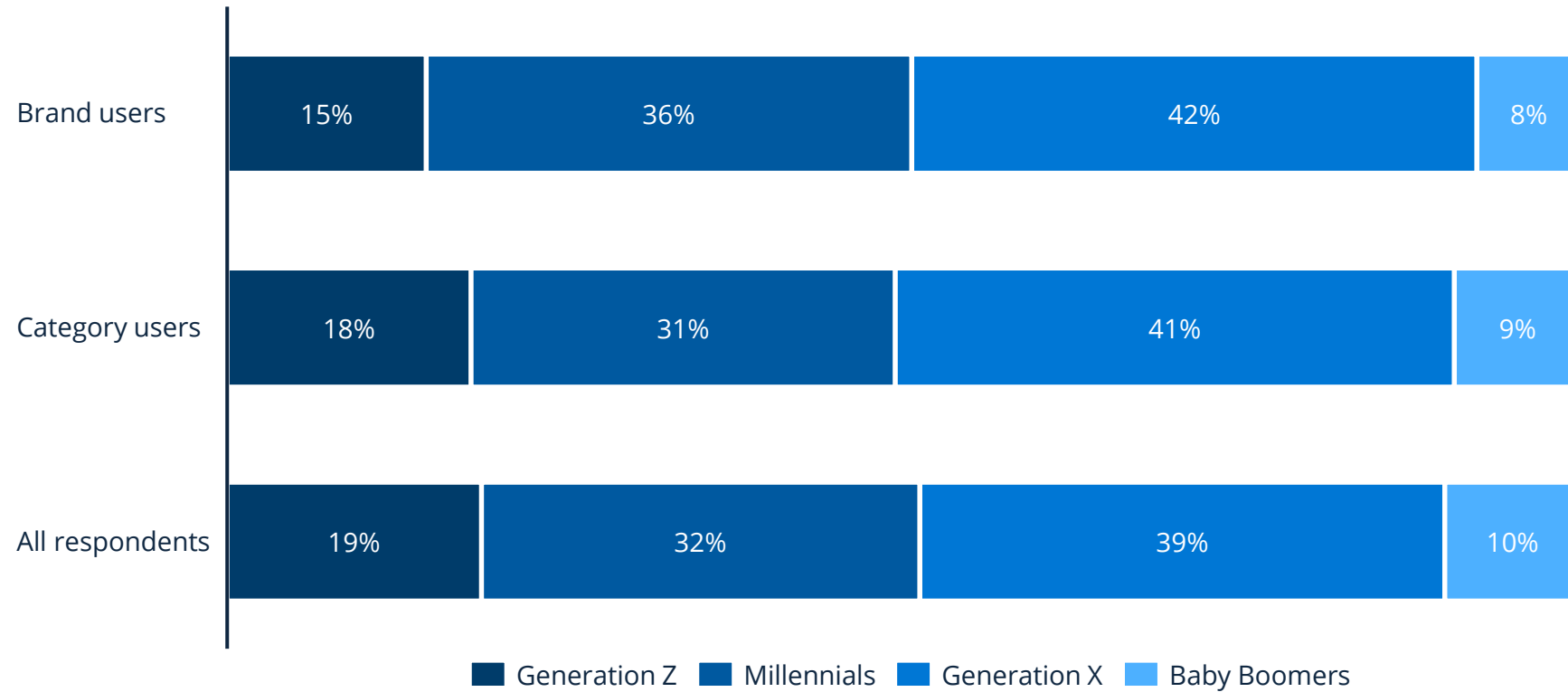




# 42% of ANA customers are part of Generation X

Demographic profile: generations

## Age of consumers in Japan

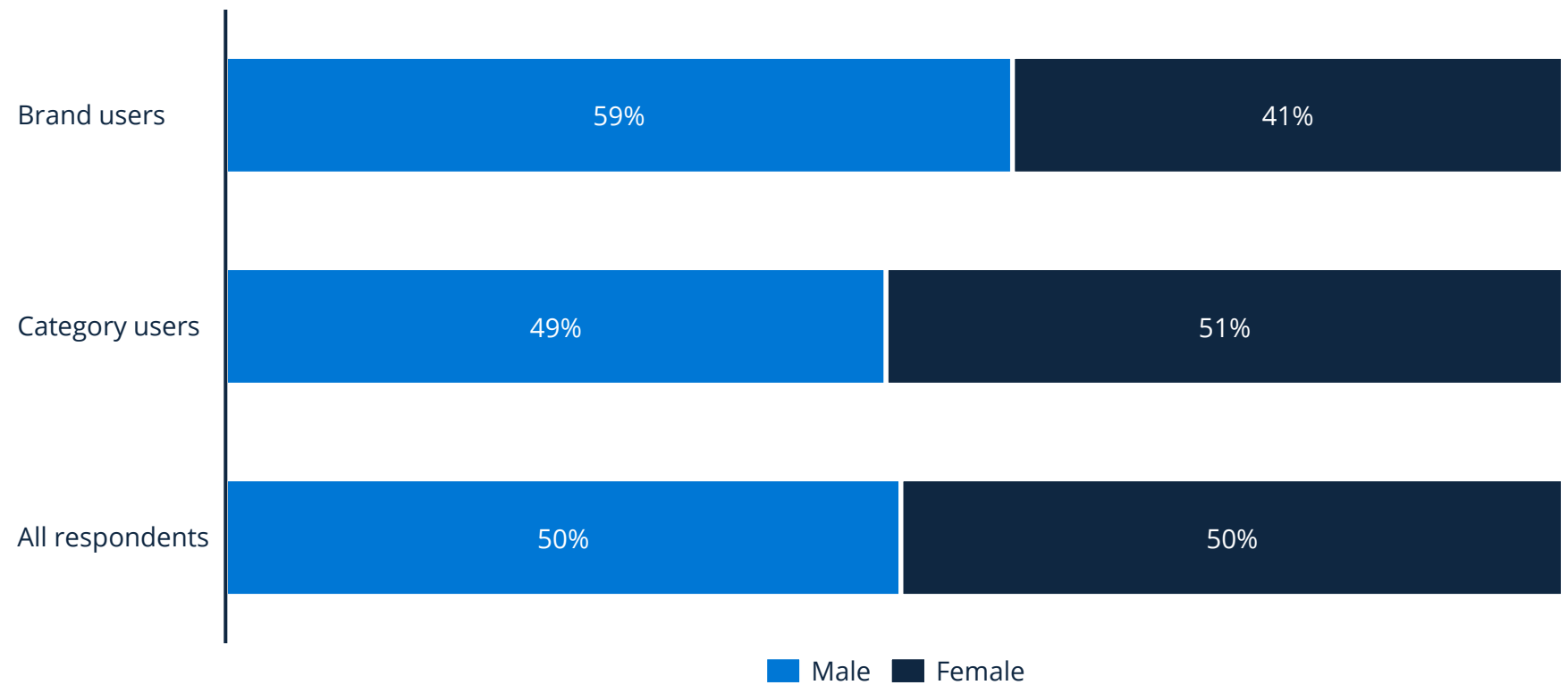


# ANA is more popular among male airline customers than female airline customers

Demographic profile: gender



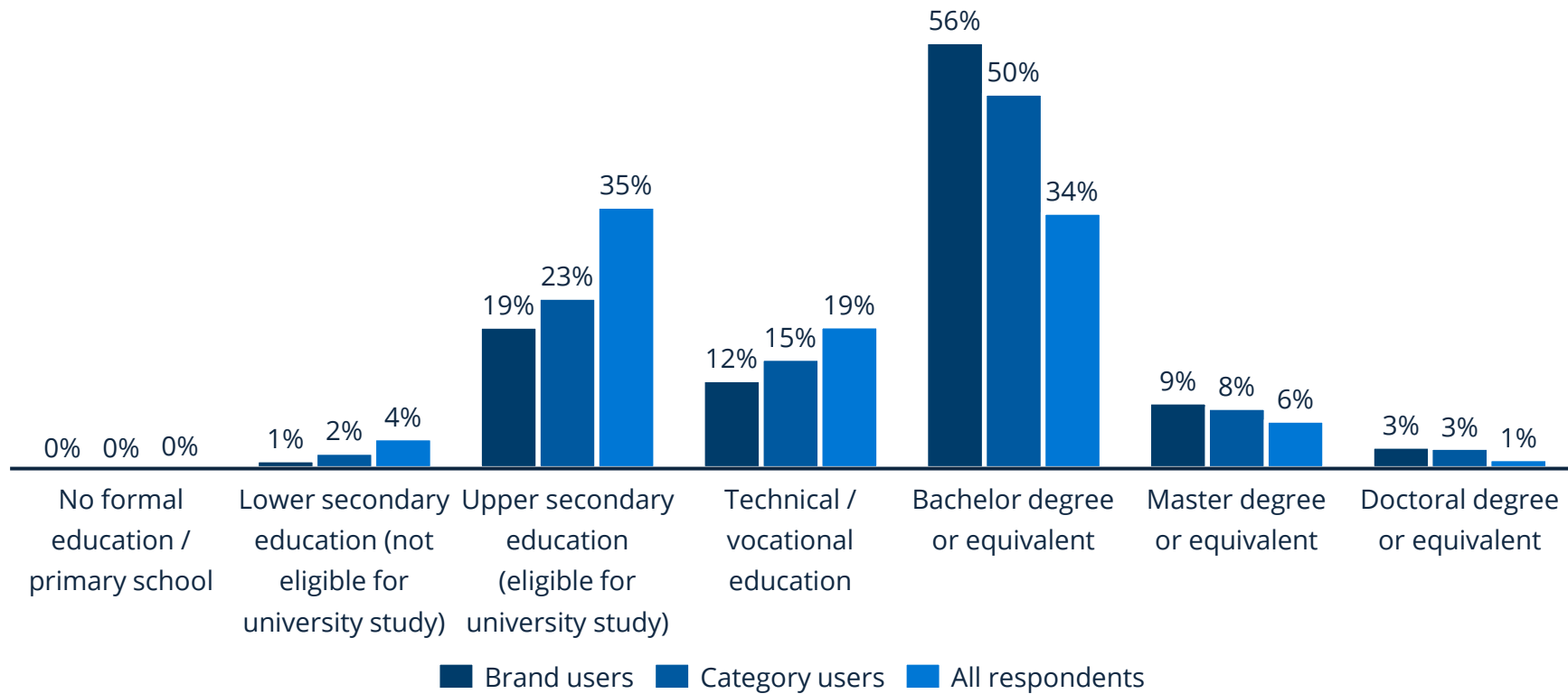
Gender of consumers in Japan



# A relatively high share of ANA customers have a college degree

Demographic profile: education

## Consumer's level of education in Japan

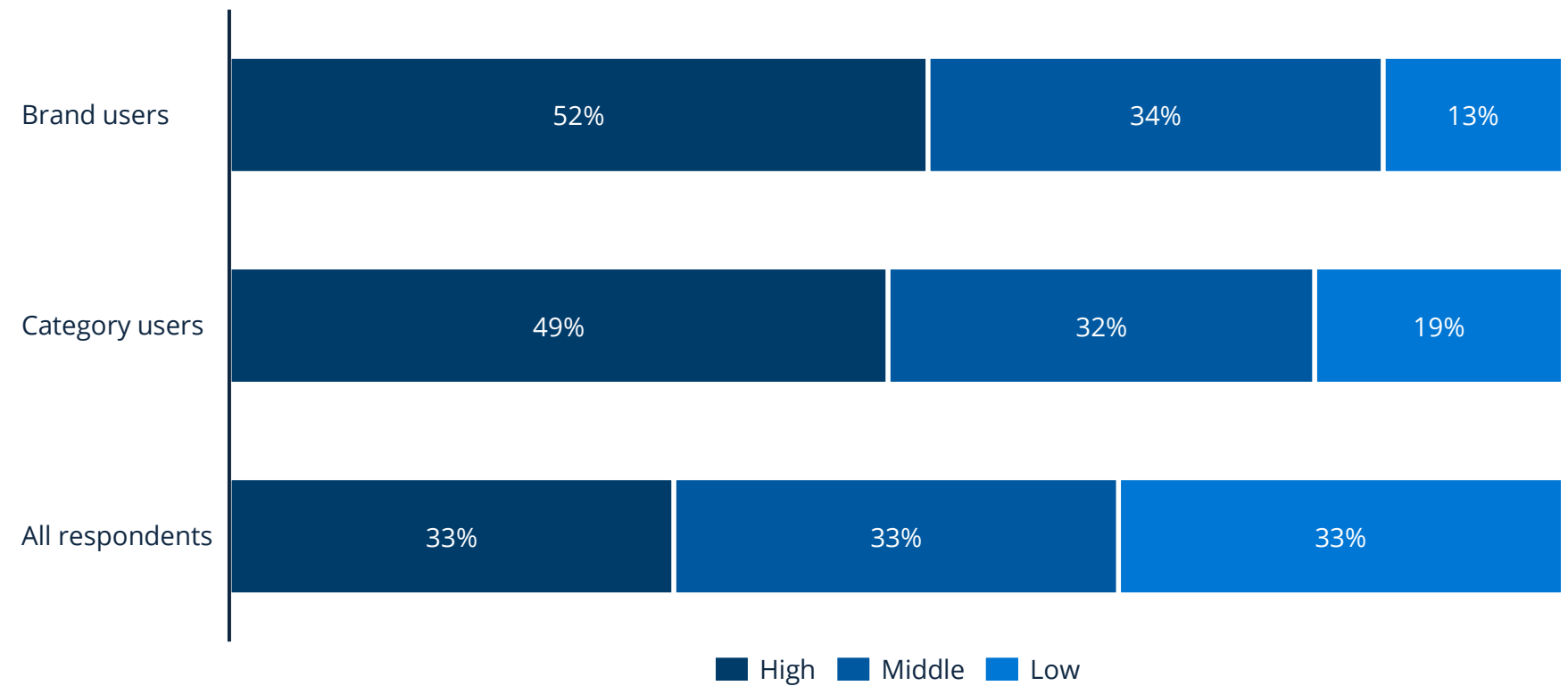


# ANA has a smaller share of customers with a low income than other airlines

Demographic profile: income



Share of consumers in Japan in the high, middle, and low thirds of monthly household gross income

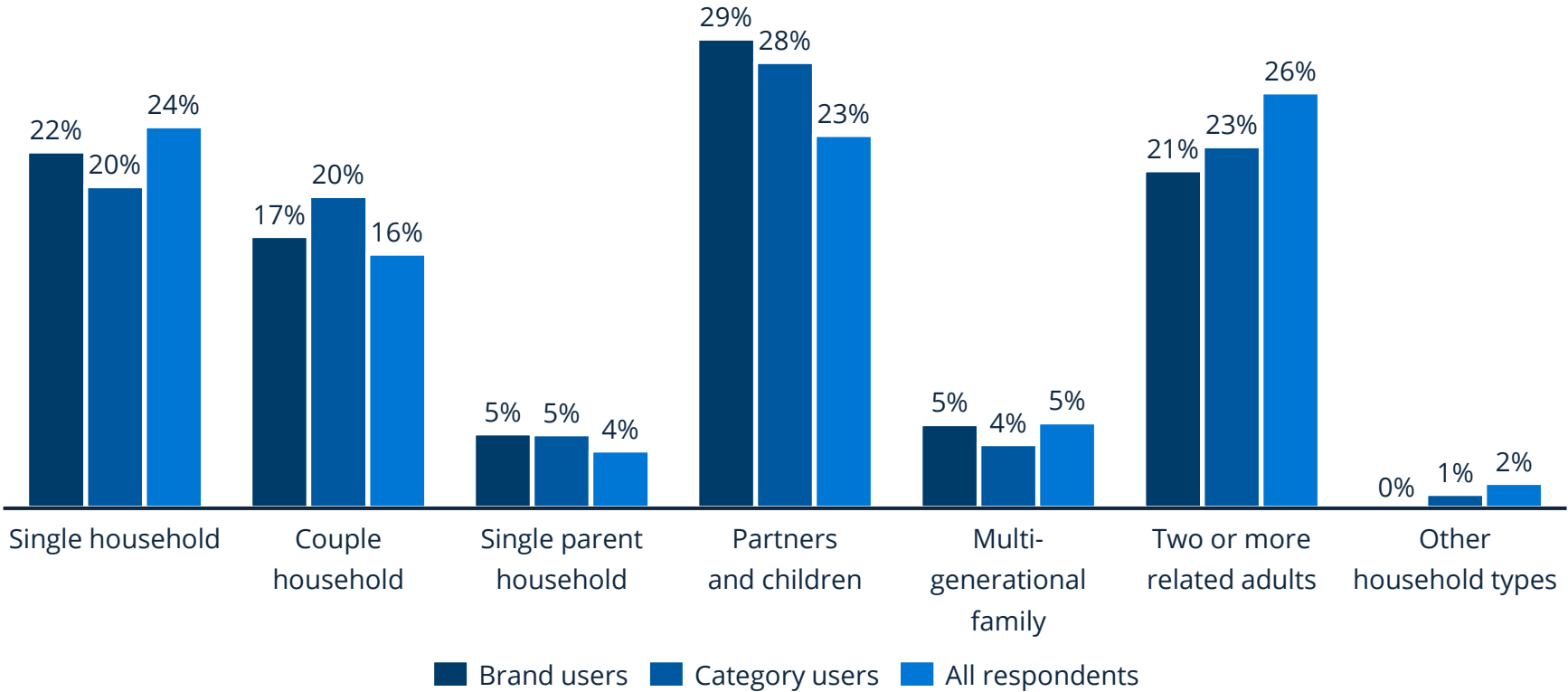




# 29% of ANA customers live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Japan live



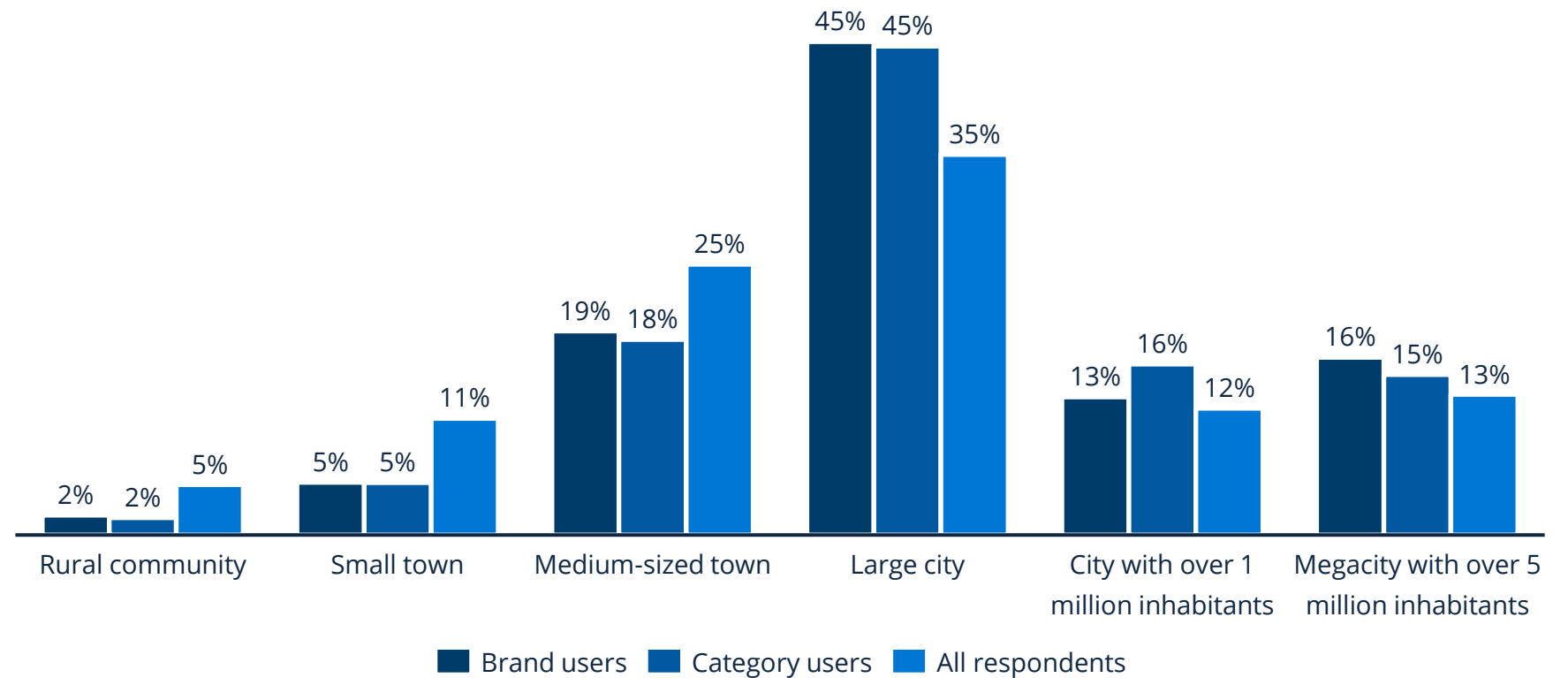
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=170 ANA customers, n=322 airline customers, n=12,182 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

# ANA customers and airline customers in general are relatively likely to live in large cities

Demographic profile: type of community



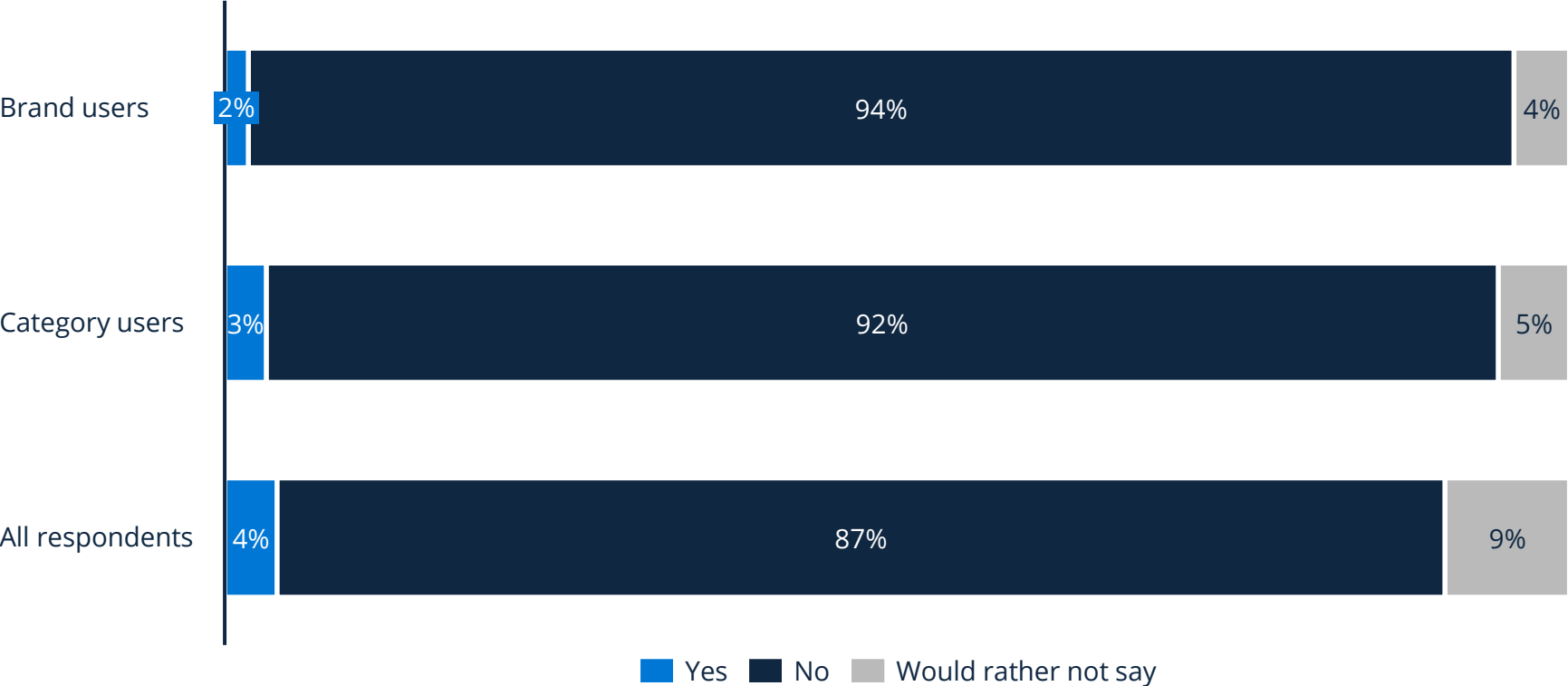
Communities where consumers live in Japan



# 2% of ANA customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Japan





## CHAPTER 03

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed

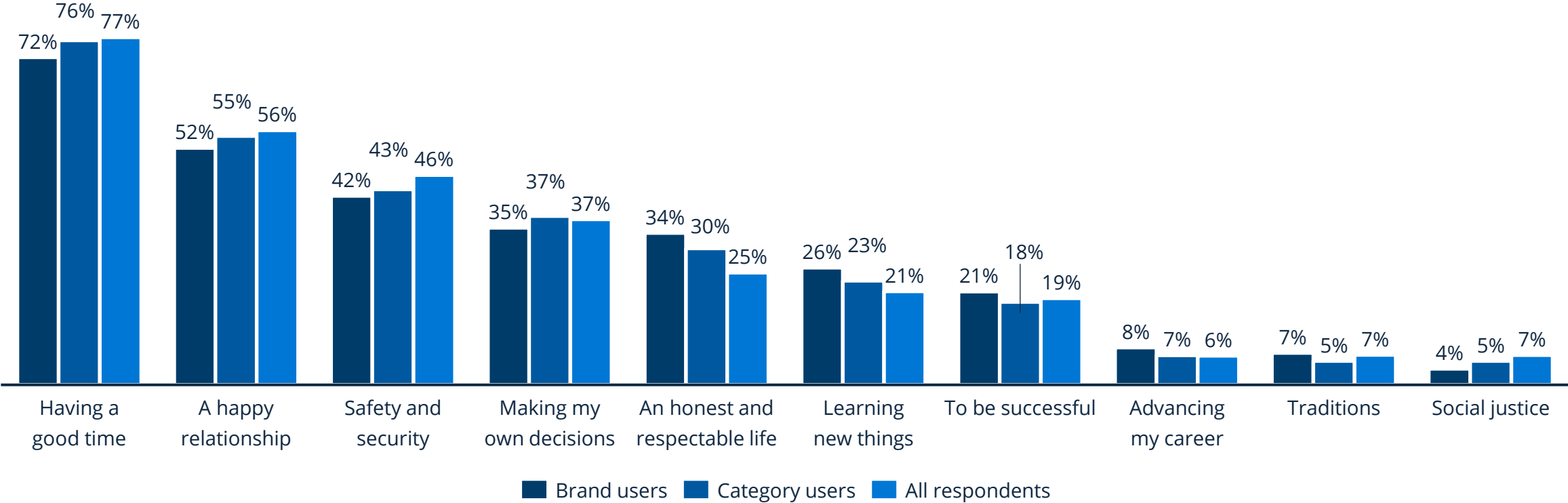




# Having a good time is less important to ANA customers than to other airline customers

Consumer lifestyle: life values

## Most important aspects of life for consumers in Japan



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=170 ANA customers, n=322 airline customers, n=12,182 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

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