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CONSUMERS & BRANDS

# Airlines: TAP Air Portugal customers in Switzerland

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 TAP Air Portugal customers in Switzerland: 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 TAP Air Portugal customers in Switzerland ("brand users") against Swiss airline customers in general ("category users"), and the overall Swiss 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 Switzerland)
- 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

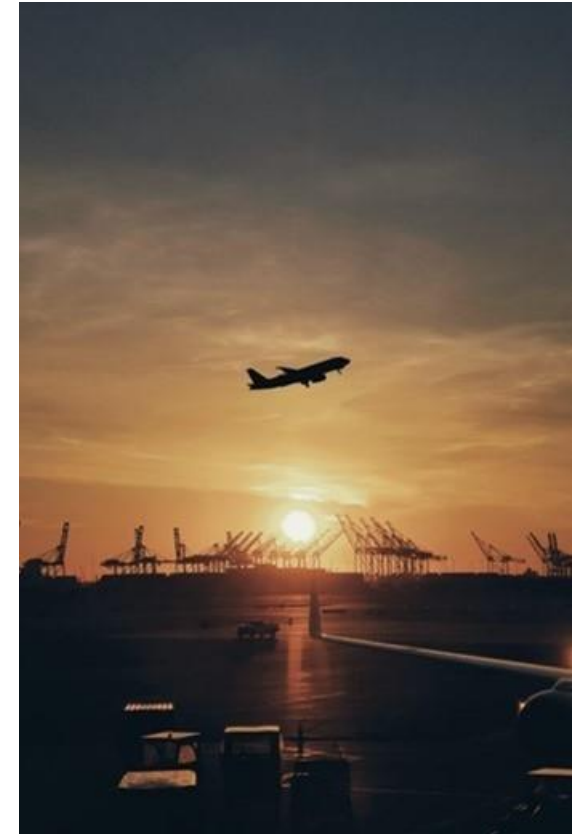
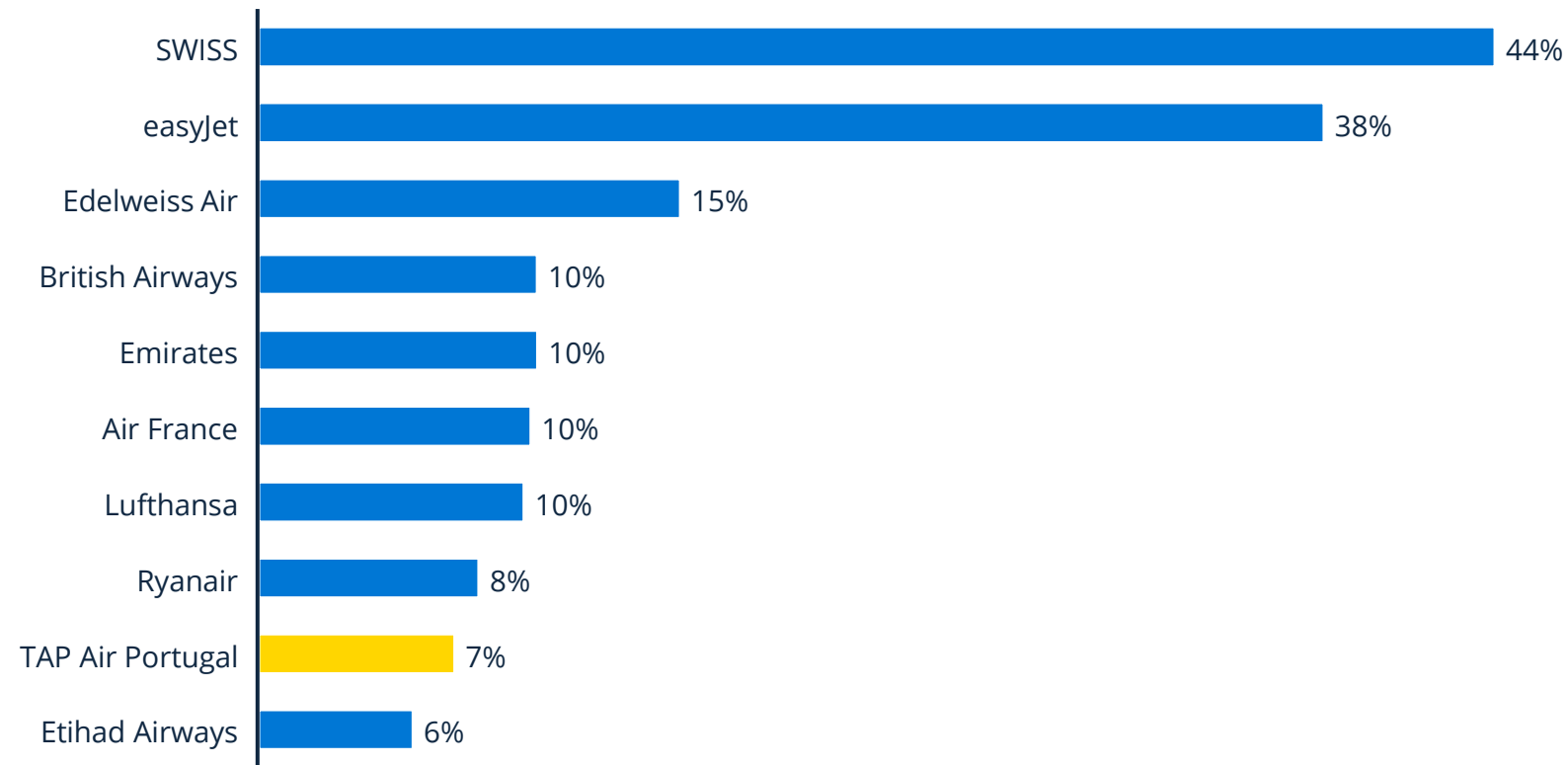
- Brand usage
- Key insights



# TAP Air Portugal is the ninth most used airline in Switzerland with SWISS in first place

Management summary: brand usage and competition

## Top 10 most used airlines in Switzerland



4 **Notes:** "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=796 airline customers

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



# TAP Air Portugal customers in Switzerland

Management summary: key insights

## Demographic profile

TAP Air Portugal is more popular among Millennials than other airlines.

There is a fairly even split of male and female TAP Air Portugal customers.

TAP Air Portugal has a larger share of customers with a low income than other airlines.

TAP Air Portugal customers are more likely to live in medium-sized towns than airline customers in general.

## Consumer lifestyle

Making their own decisions is less important to TAP Air Portugal customers than to other airline customers.

Food and dining are relatively prevalent interests of TAP Air Portugal customers.

DIY and arts & crafts are relatively popular hobbies among TAP Air Portugal customers.

## Consumer attitudes

It stands out that 43% of TAP Air Portugal customers always look for the cheapest offer when traveling.

41% of TAP Air Portugal customers are in the early majority of innovation adopter types.

A relatively high share of TAP Air Portugal customers think that climate change is an issue that needs to be addressed.

## Marketing touchpoints

Facebook is more popular among TAP Air Portugal customers than the average airline customer.

TAP Air Portugal customers remember seeing ads on blogs and forums more often than other airline customers.

## CHAPTER 02

# Demographic profile

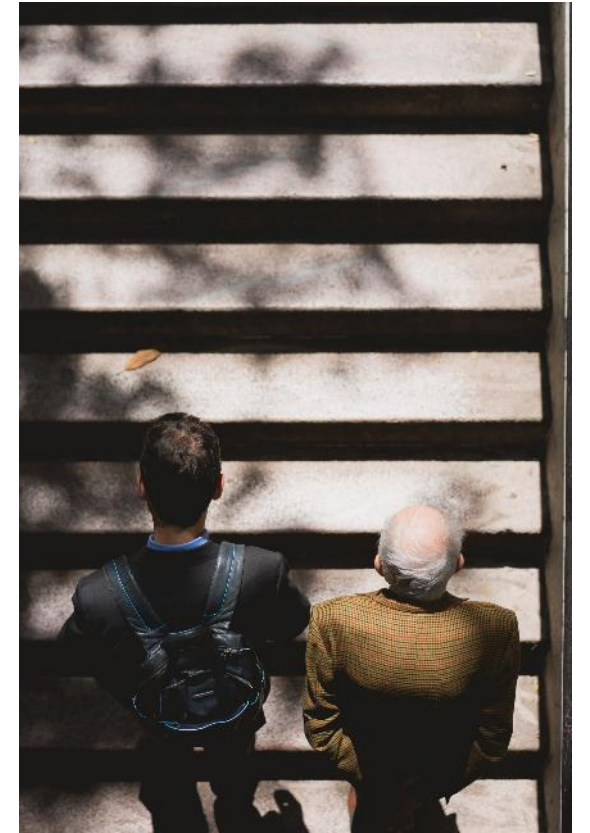
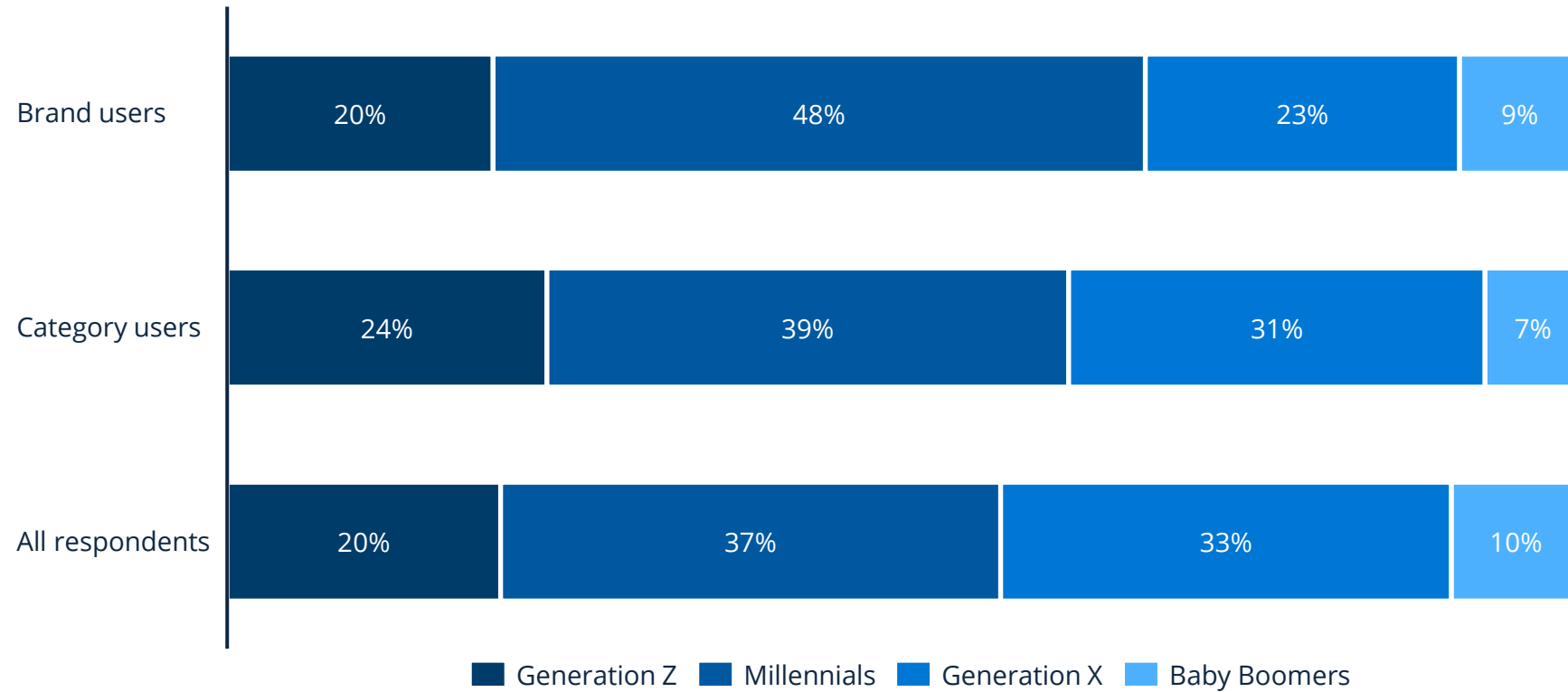
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# TAP Air Portugal is more popular among Millennials than other airlines

Demographic profile: generations

## Age of consumers in Switzerland



7 Notes: "How old are you?"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=56 TAP Air Portugal customers, n=796 airline customers, n=10,268 all respondents

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

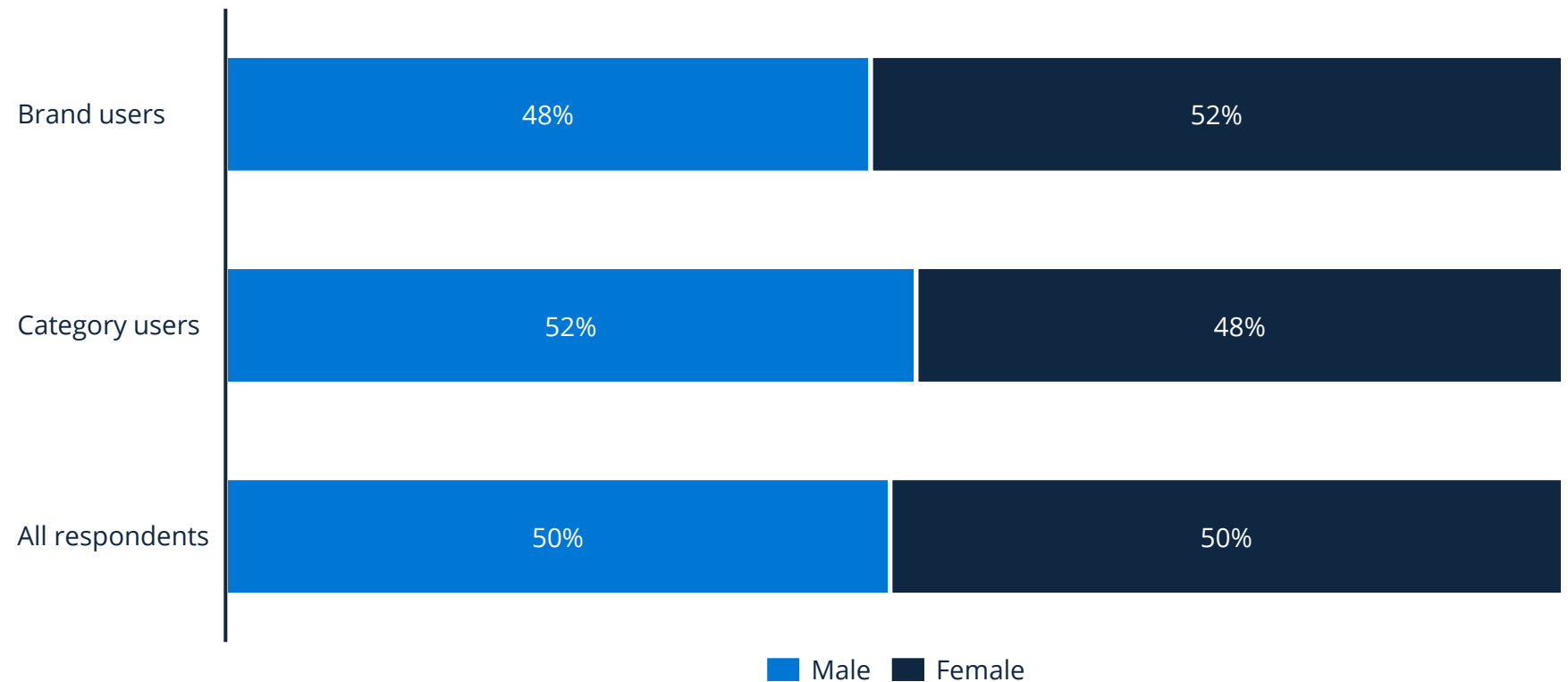


# There is a fairly even split of male and female TAP Air Portugal customers

Demographic profile: gender



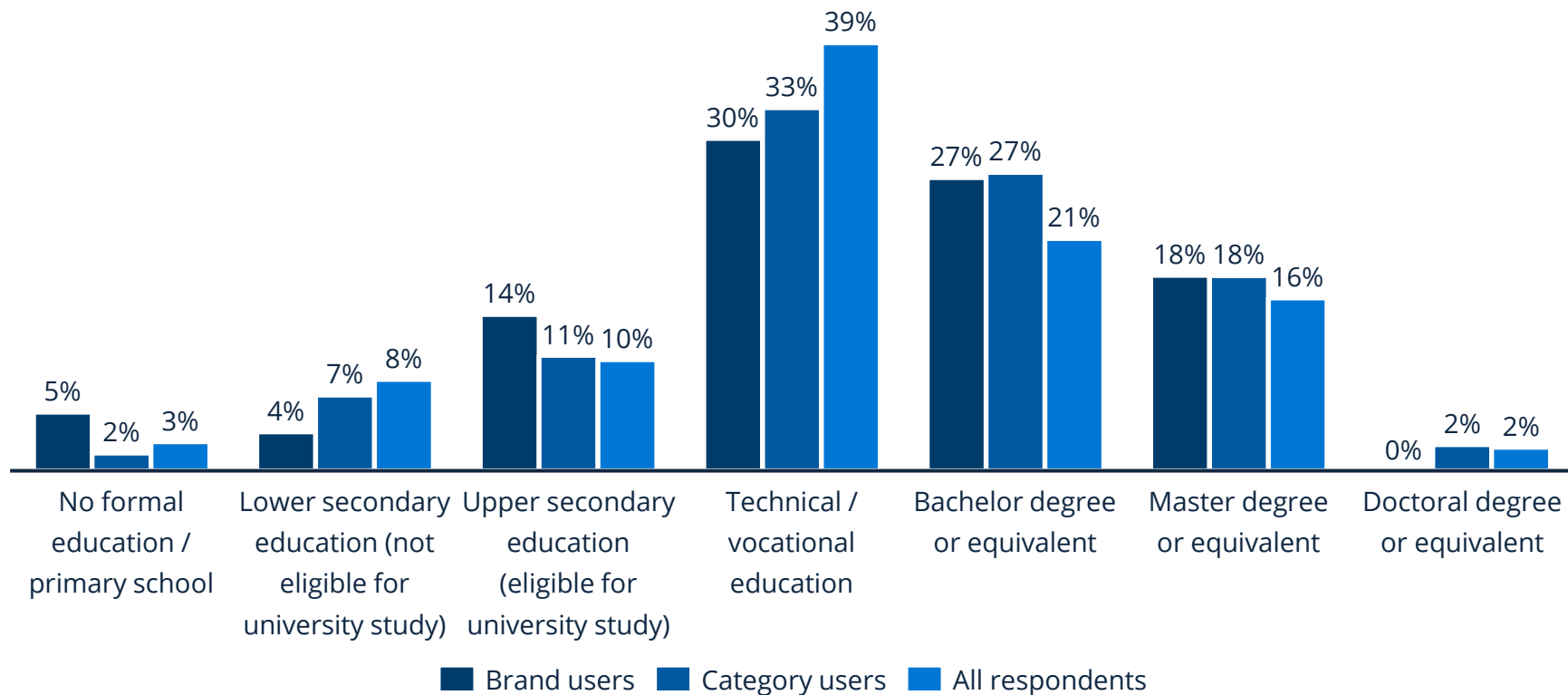
Gender of consumers in Switzerland



# 14% of TAP Air Portugal customers have an upper secondary education with the permission to go to university

Demographic profile: education

## Consumer's level of education in Switzerland

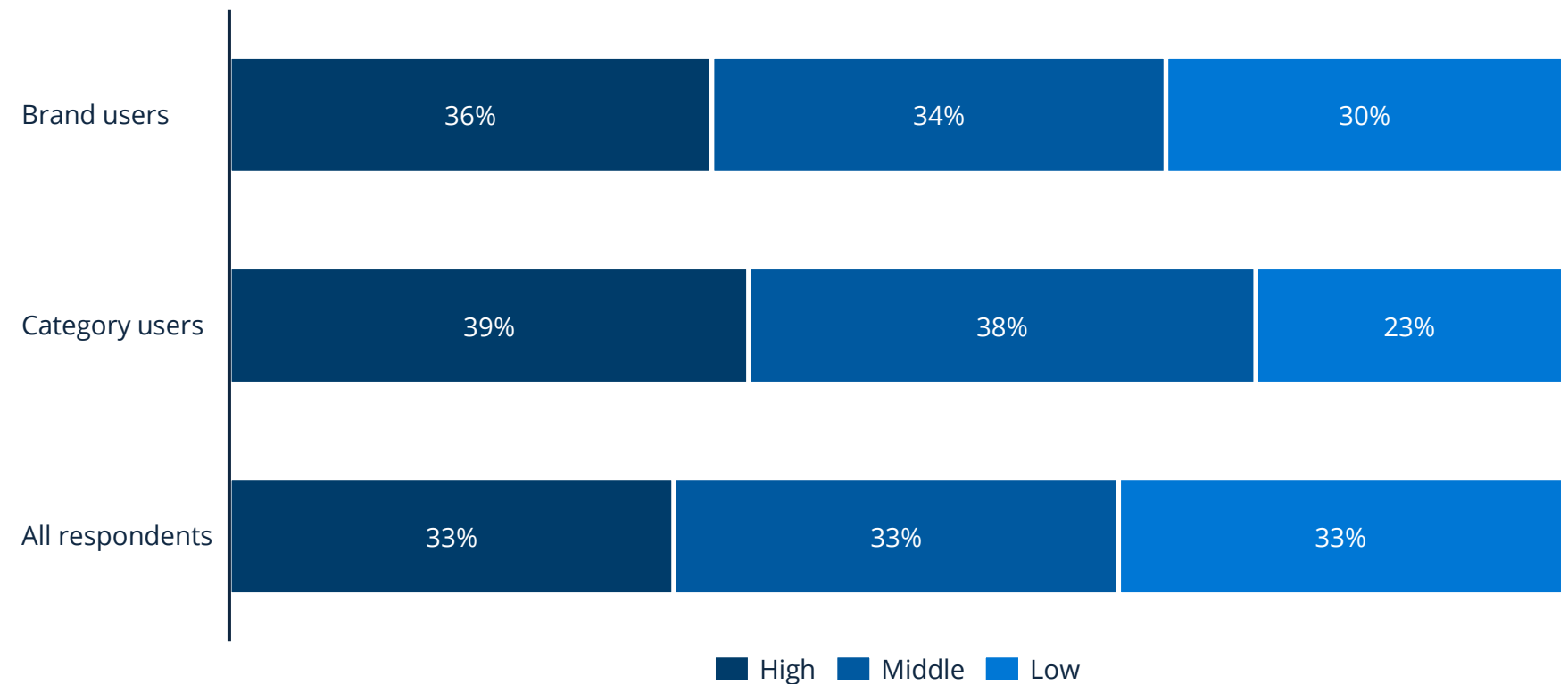


# TAP Air Portugal has a larger share of customers with a low income than other airlines

Demographic profile: income



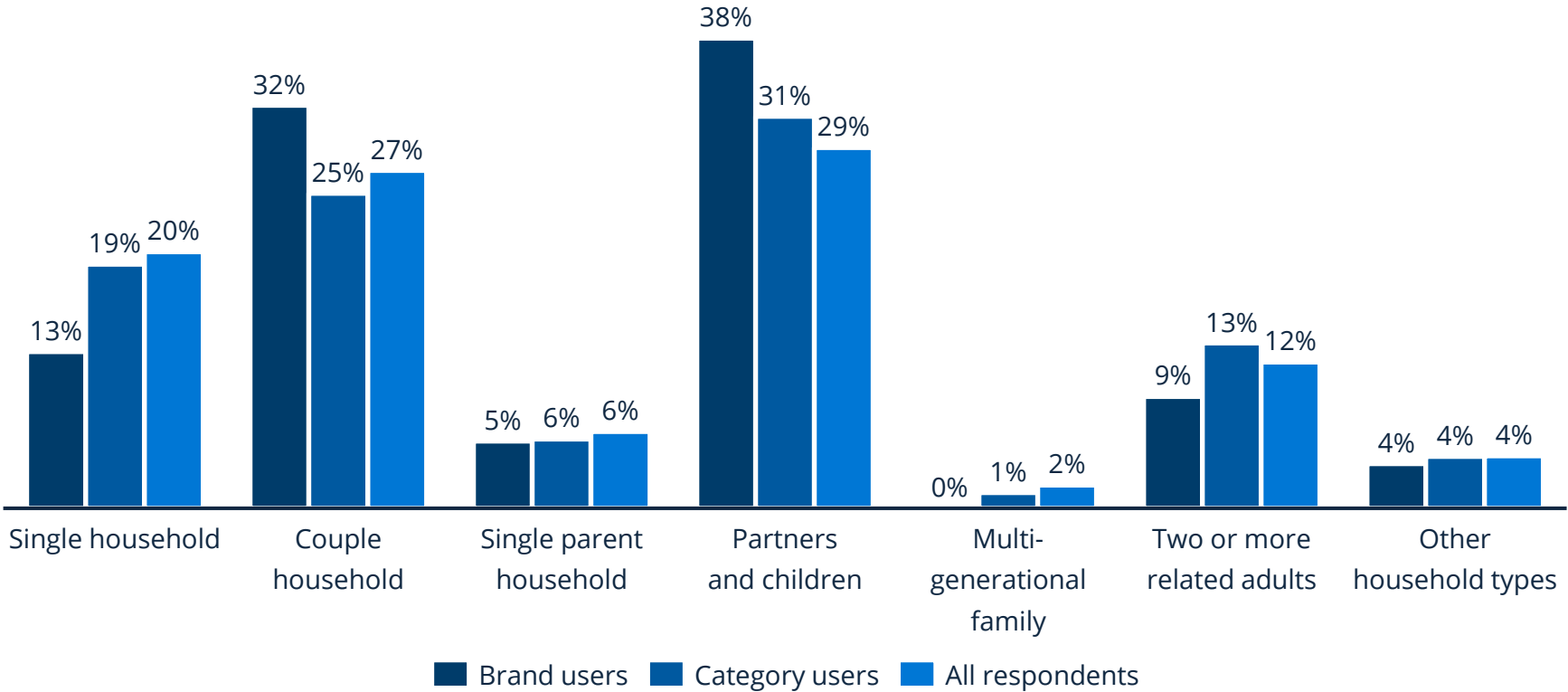
Share of consumers in Switzerland in the high, middle, and low thirds of monthly household gross income



# Compared to other airline customers, TAP Air Portugal customers are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Switzerland live



11 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=56 TAP Air Portugal customers, n=796 airline customers, n=10,268 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

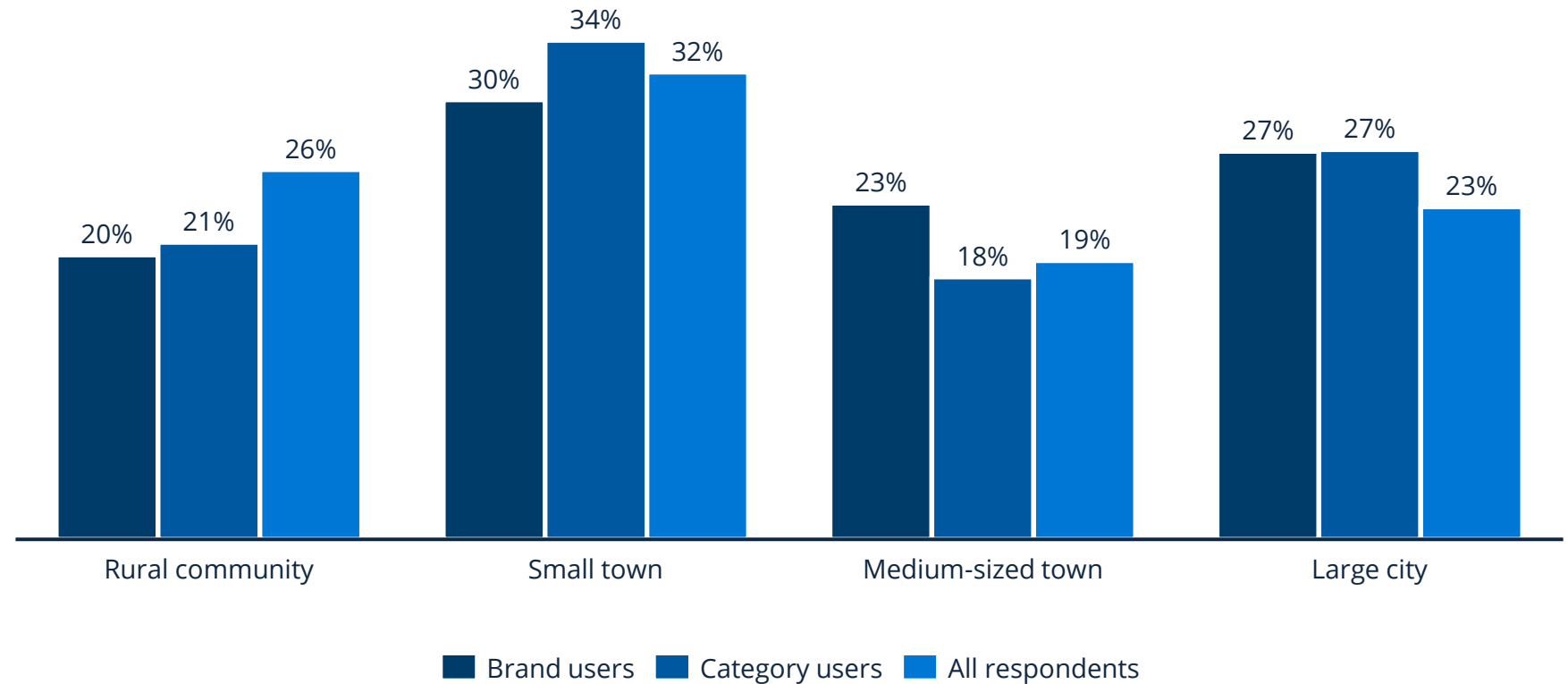


# TAP Air Portugal customers are more likely to live in medium-sized towns than airline customers in general

Demographic profile: type of community



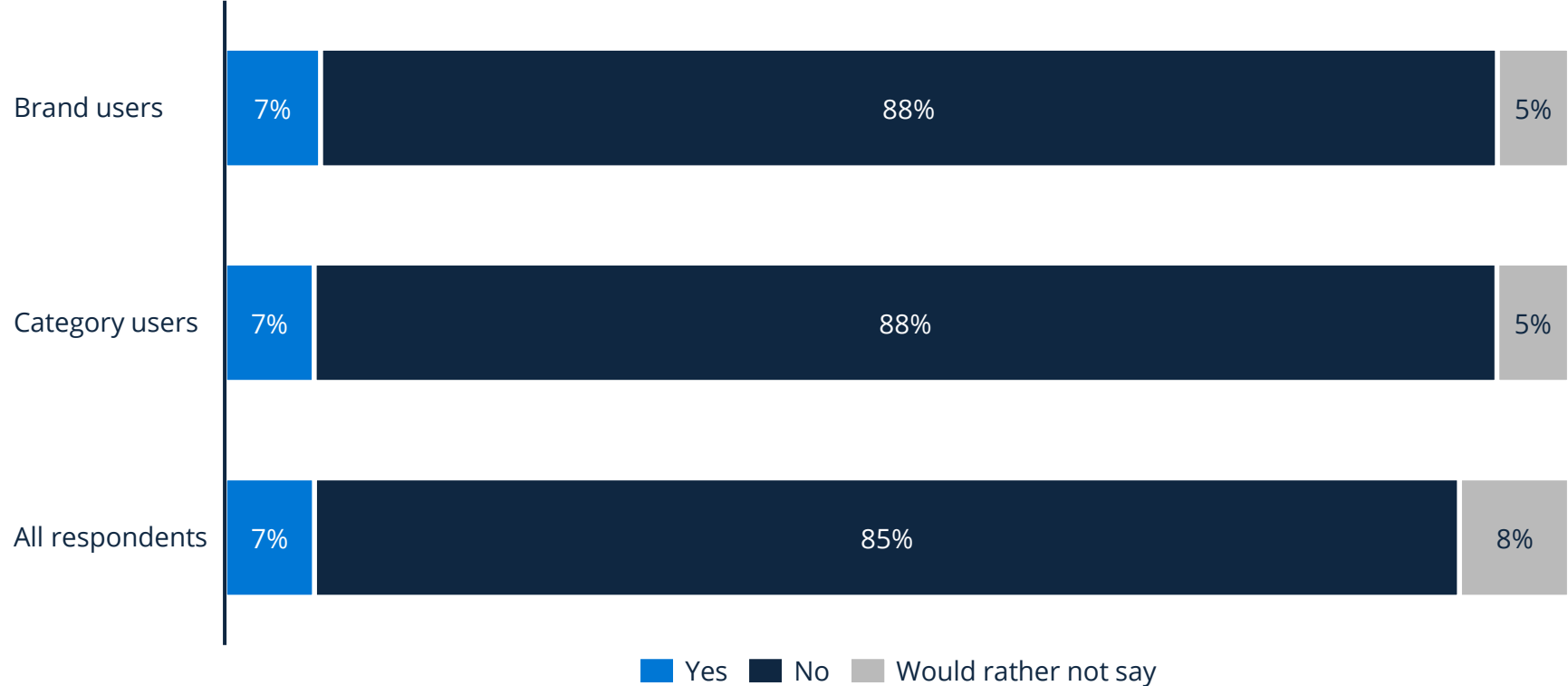
Communities where consumers live in Switzerland



# 7% of TAP Air Portugal customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Switzerland



## CHAPTER 03

# Consumer lifestyle

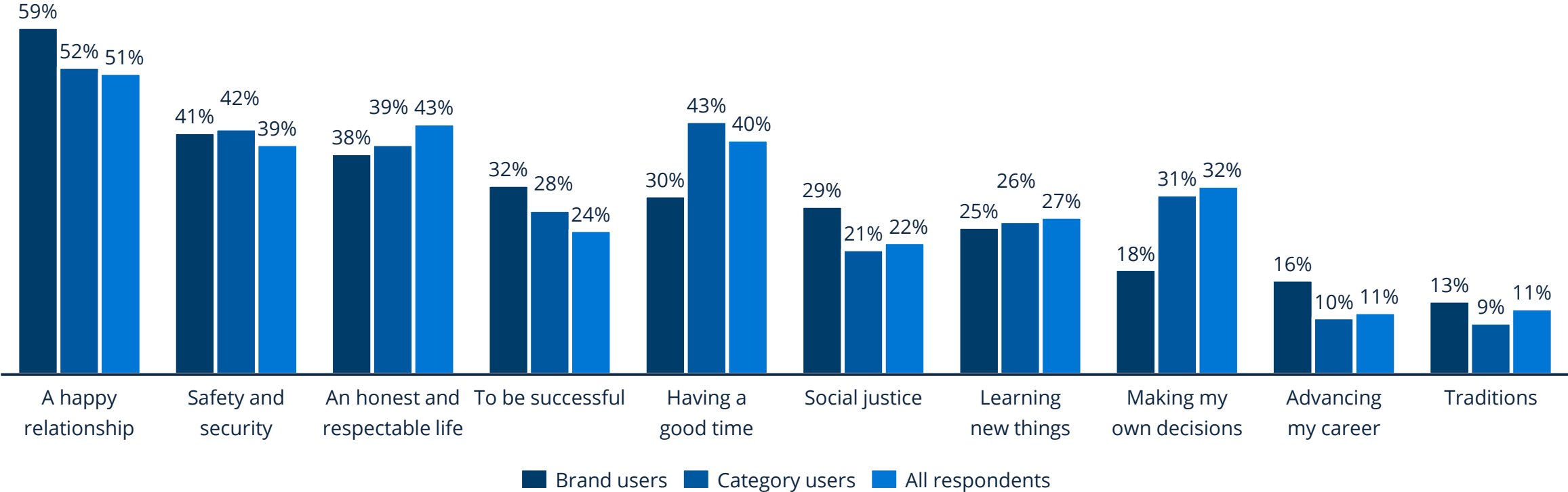
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Making their own decisions is less important to TAP Air Portugal customers than to other airline customers

Consumer lifestyle: life values

## Most important aspects of life for consumers in Switzerland



15 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=56 TAP Air Portugal customers, n=796 airline customers, n=10,268 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024



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