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CONSUMERS & BRANDS

Airlines: easyJet 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 easyJet 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 easyJet 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⁽¹⁾

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

CHAPTER 01

Management summary

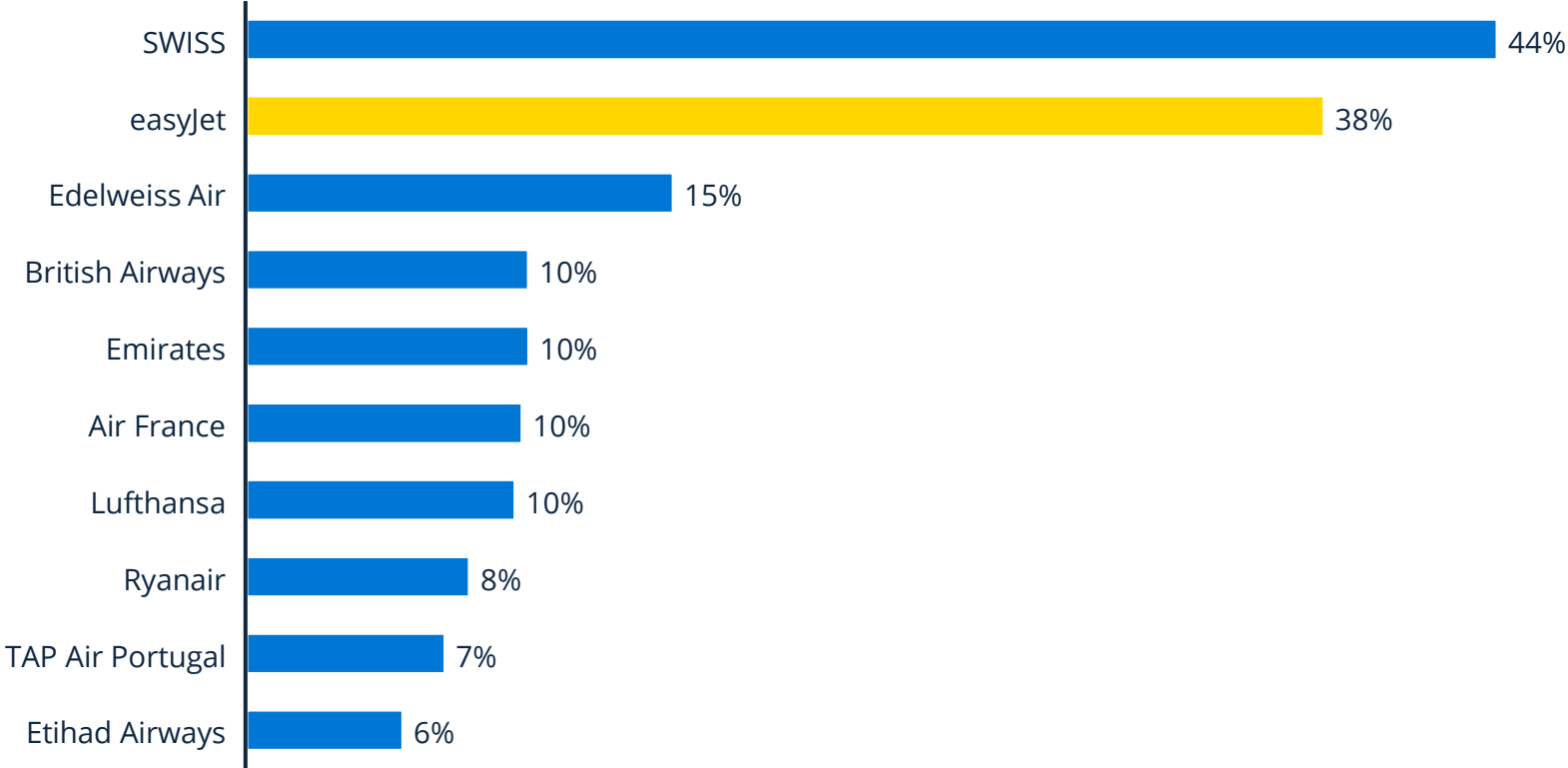
- Brand usage
- Key insights



easyJet is the second most used airline in Switzerland after SWISS and has a user share of 38%

Management summary: brand usage and competition

Top 10 most used airlines in Switzerland



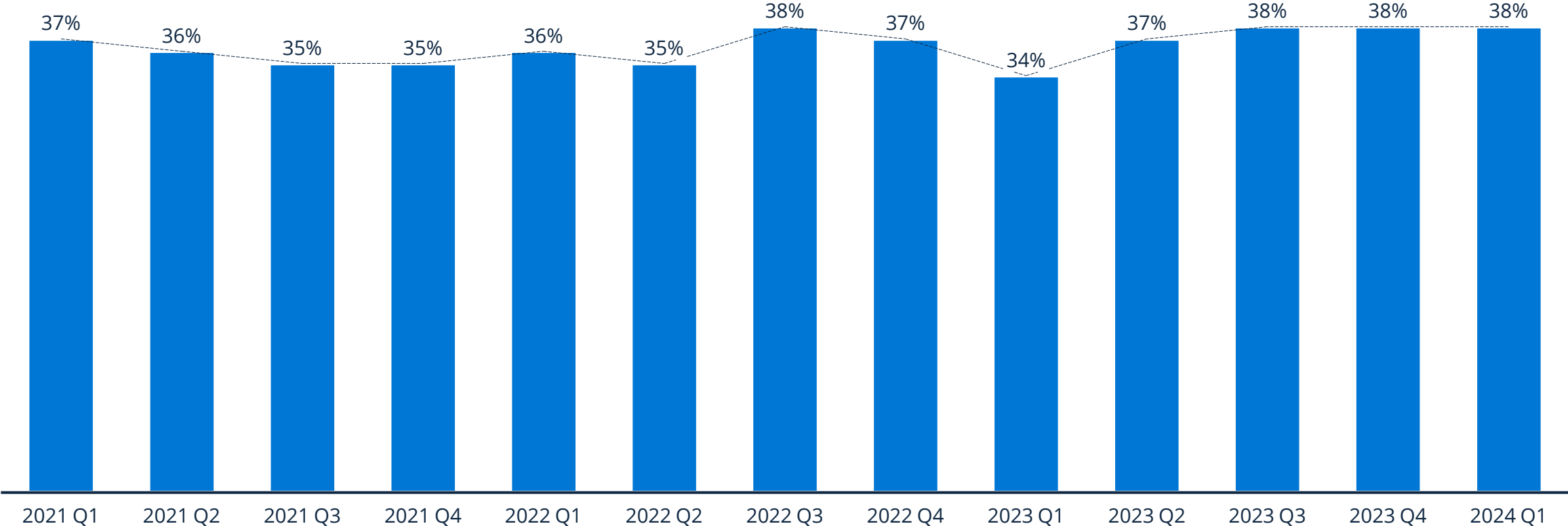
4 Notes: "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=796 airline customers

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

The share of airline customers using easyJet grew by 1 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of airline customers using easyJet



5 Notes: "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=145 - 340 easyJet customers, n=422 - 917 airline customers

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

easyJet customers in Switzerland

Management summary: key insights

Demographic profile

easyJet has a high share of customers that are part of Generation Z compared to the total online population.

There is a fairly even split of male and female easyJet customers.

Compared to the average consumer, easyJet customers are less likely to have a low income.

36% of easyJet customers live in small towns.

Consumer lifestyle

Having a good time is more important to easyJet customers than to other airline customers.

easyJet customers are more likely to be interested in traveling than the average consumer.

easyJet customers are more likely to have traveling as a hobby than the average consumer.

Consumer attitudes

40% of easyJet customers state that when traveling, they always look for the cheapest offer.

40% of easyJet customers are in the early majority of innovation adopter types.

A relatively high share of easyJet customers think that unemployment is an issue that needs to be addressed.

Marketing touchpoints

TikTok is more popular among easyJet customers than the average airline customer.

easyJet customers remember seeing ads in video games more often than other airline customers.

CHAPTER 02

Demographic profile

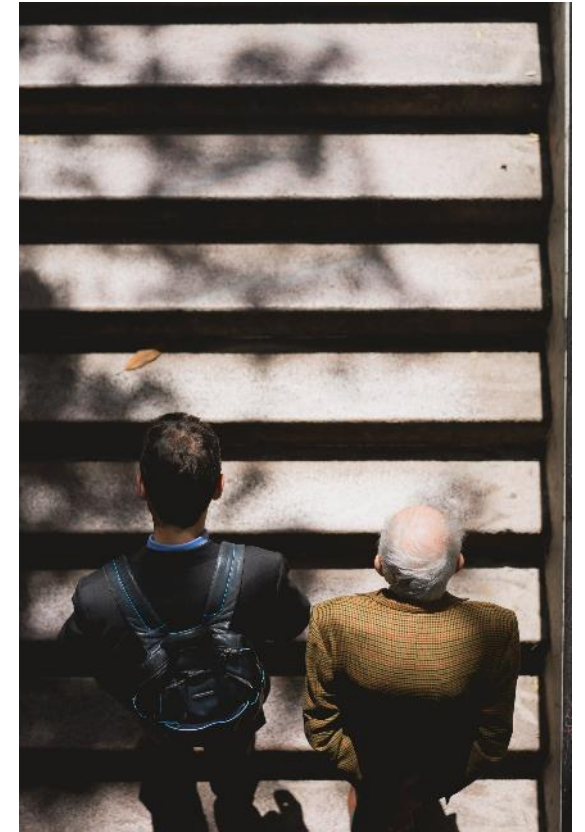
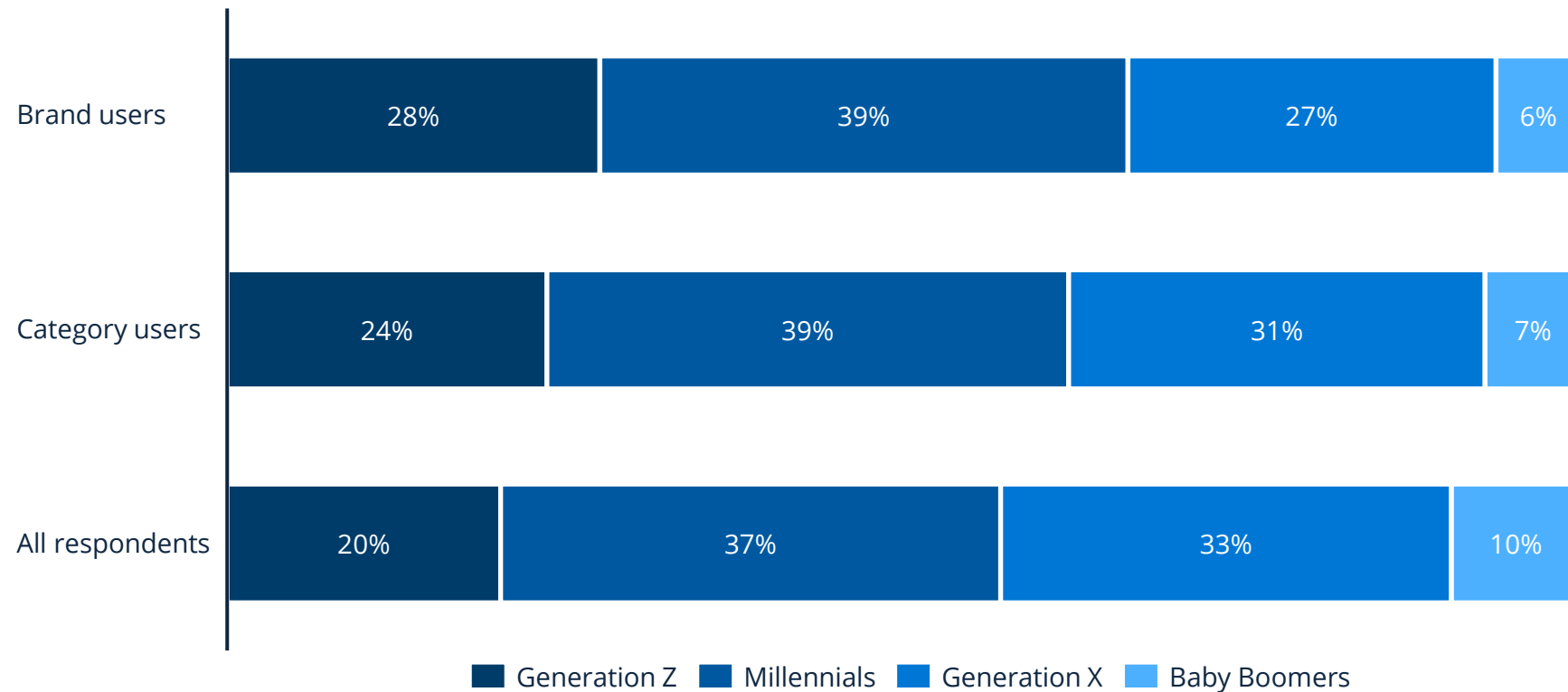
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



easyJet has a high share of customers that are part of Generation Z compared to the total online population

Demographic profile: generations

Age of consumers in Switzerland

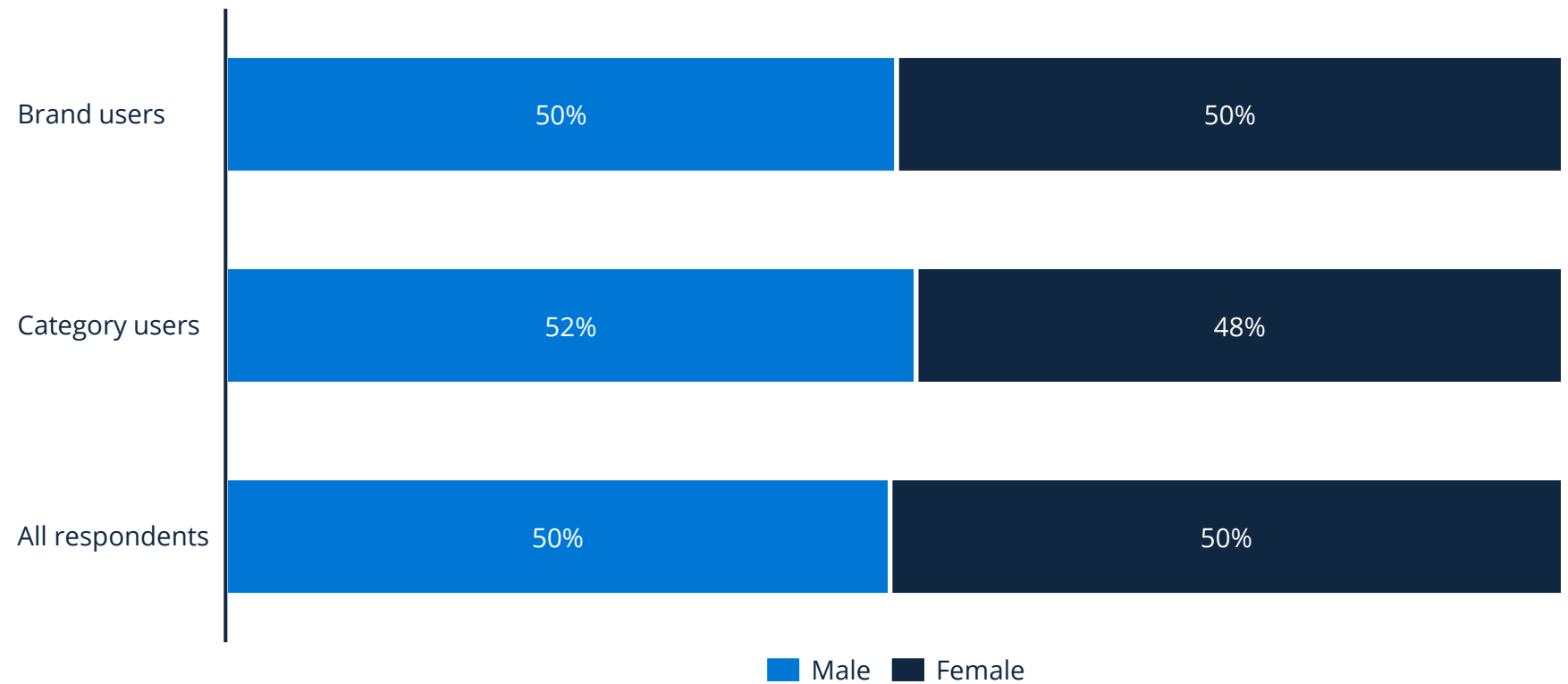


There is a fairly even split of male and female easyJet customers

Demographic profile: gender



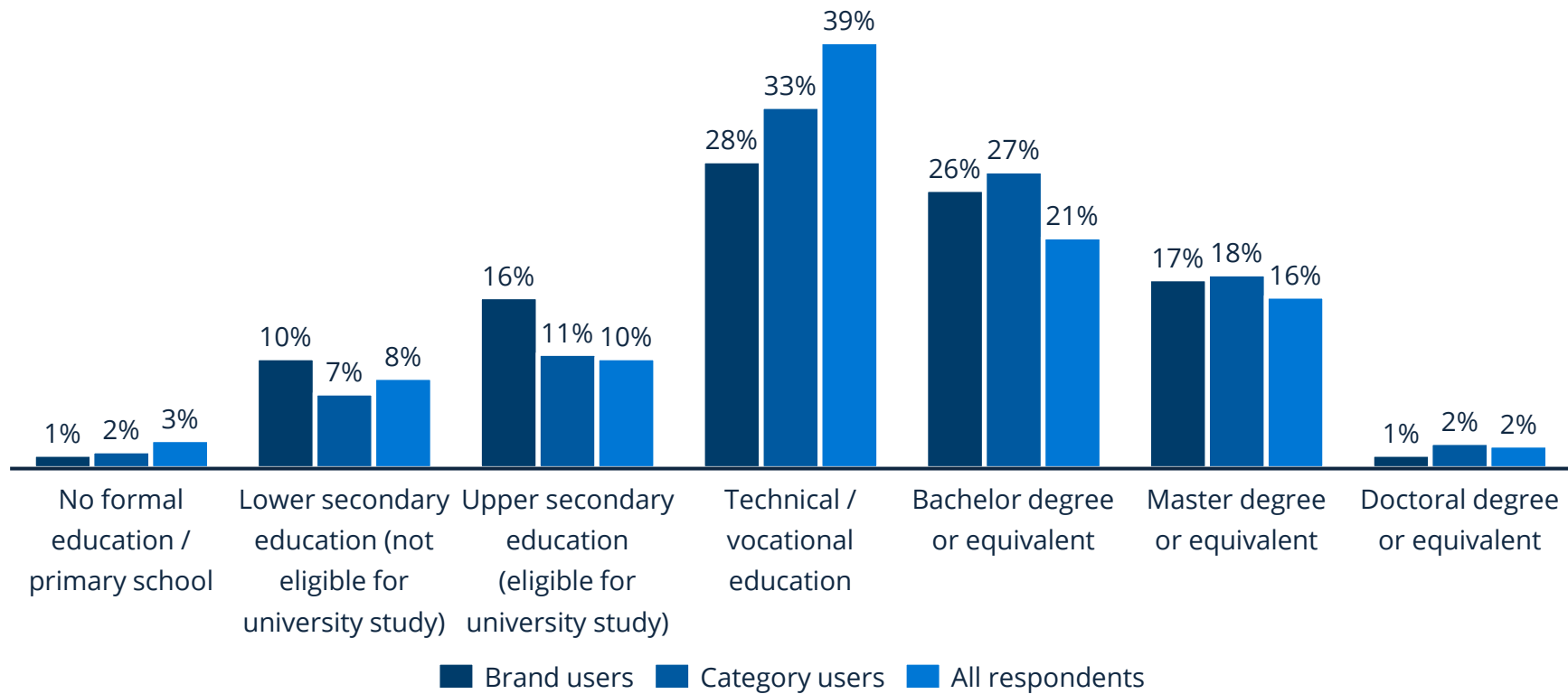
Gender of consumers in Switzerland



16% of easyJet customers have an upper secondary education with the permission to go to university

Demographic profile: education

Consumer's level of education in Switzerland

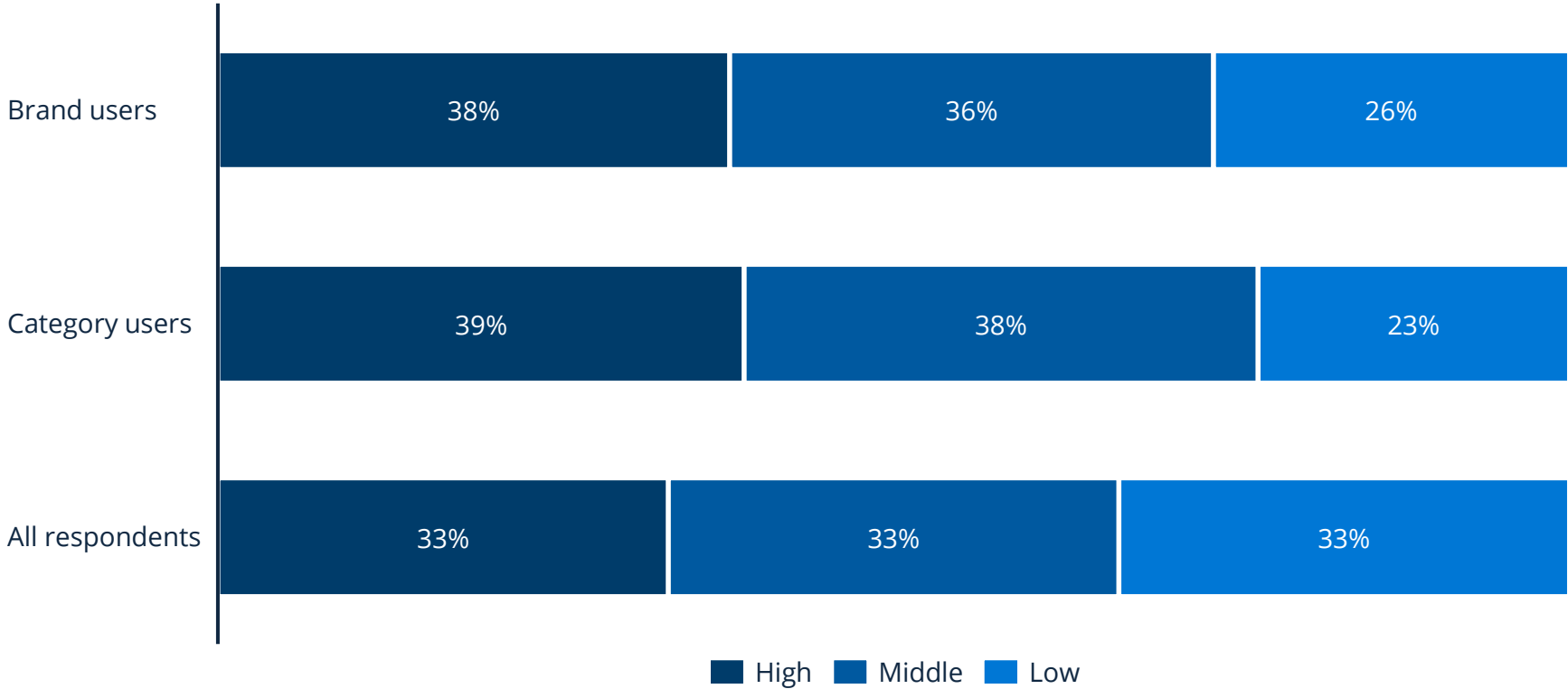


Compared to the average consumer, easyJet customers are less likely to have a low income

Demographic profile: income



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

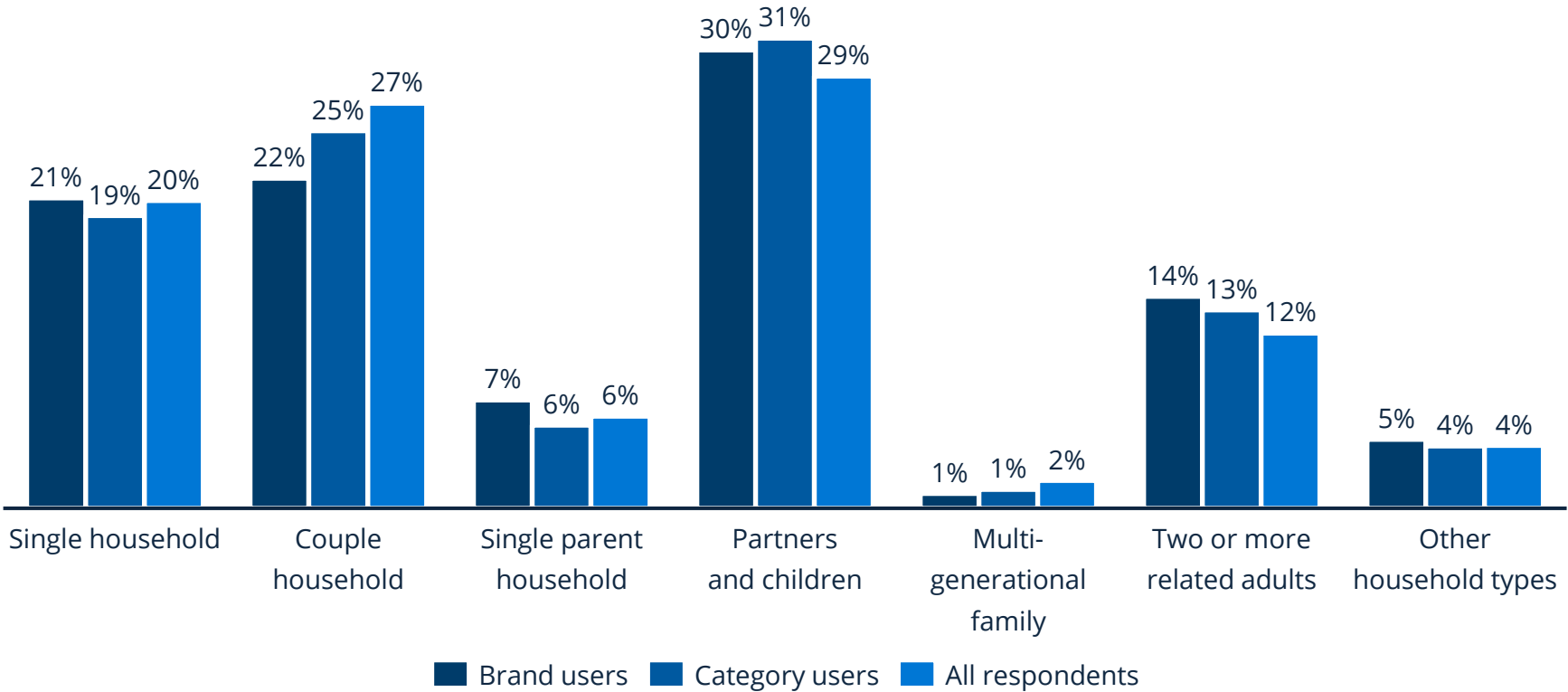


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=305 easyJet customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

21% of easyJet customers live in a single household

Demographic profile: household classification

Type of households in which consumers in Switzerland live



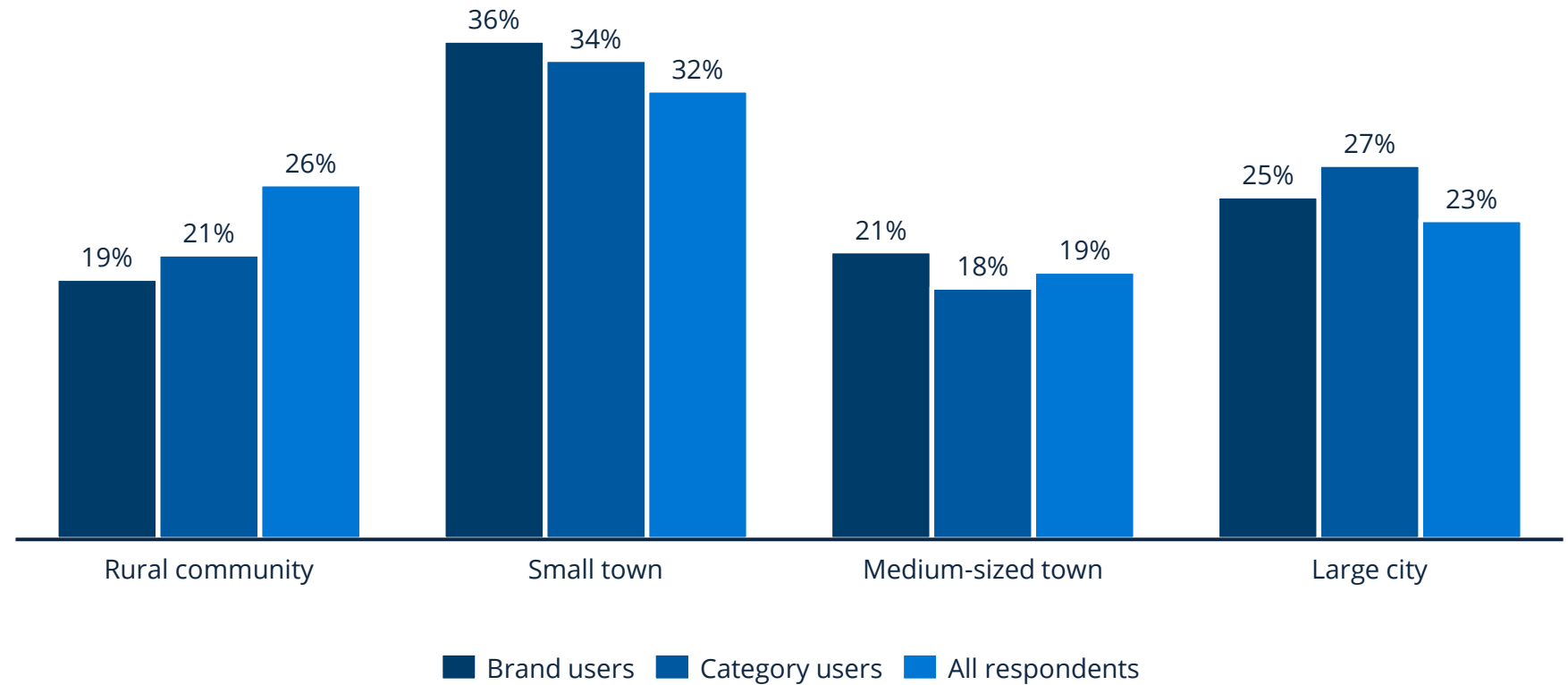
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=305 easyJet customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

36% of easyJet customers live in small towns

Demographic profile: type of community



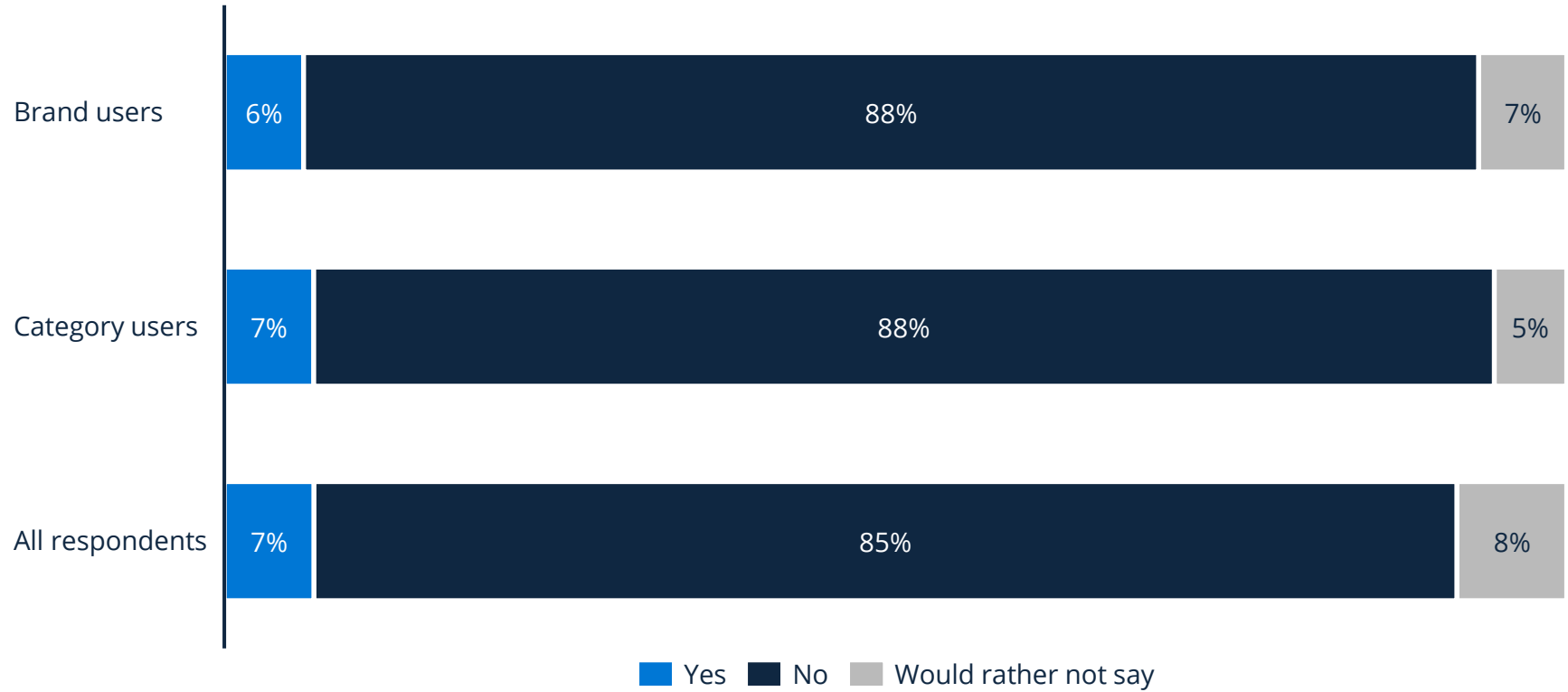
Communities where consumers live in Switzerland



6% of easyJet customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Switzerland



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=305 easyJet customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

CHAPTER 03

Consumer lifestyle

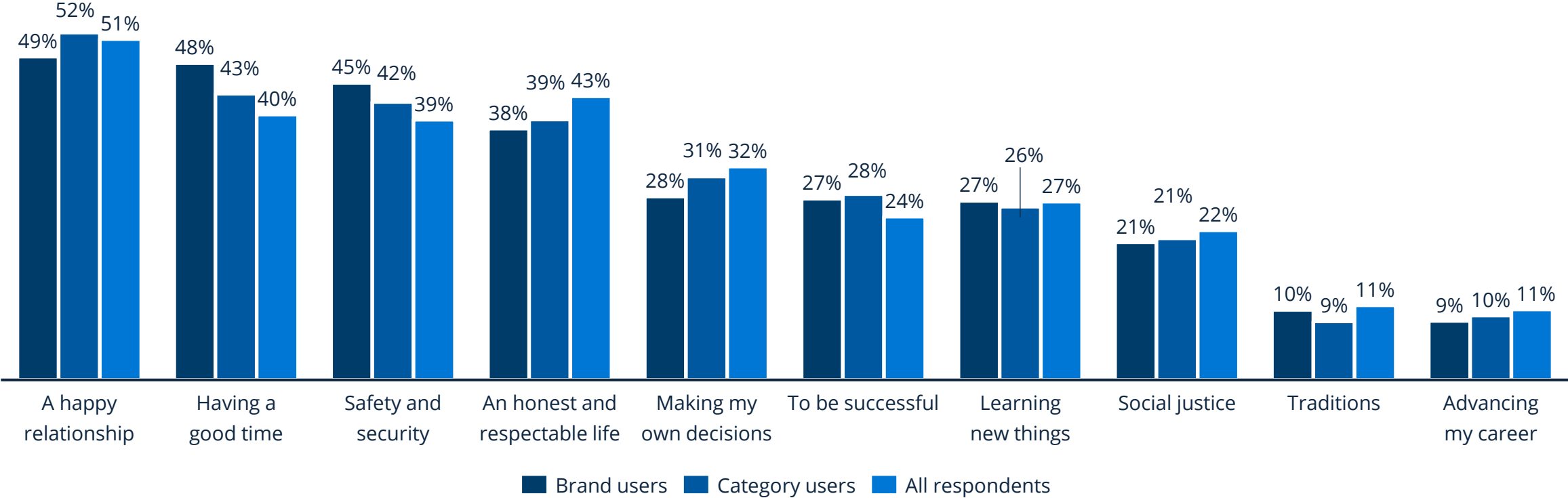
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Having a good time is more important to easyJet customers than to other airline customers

Consumer lifestyle: life values

Most important aspects of life for consumers in Switzerland



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=305 easyJet customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

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