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CONSUMERS & BRANDS

Airlines: Emirates 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 Emirates 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 Emirates 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

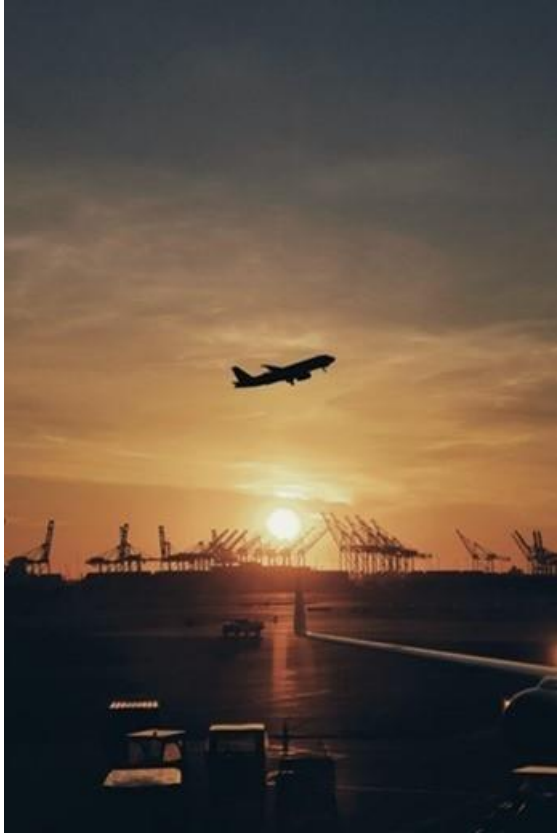
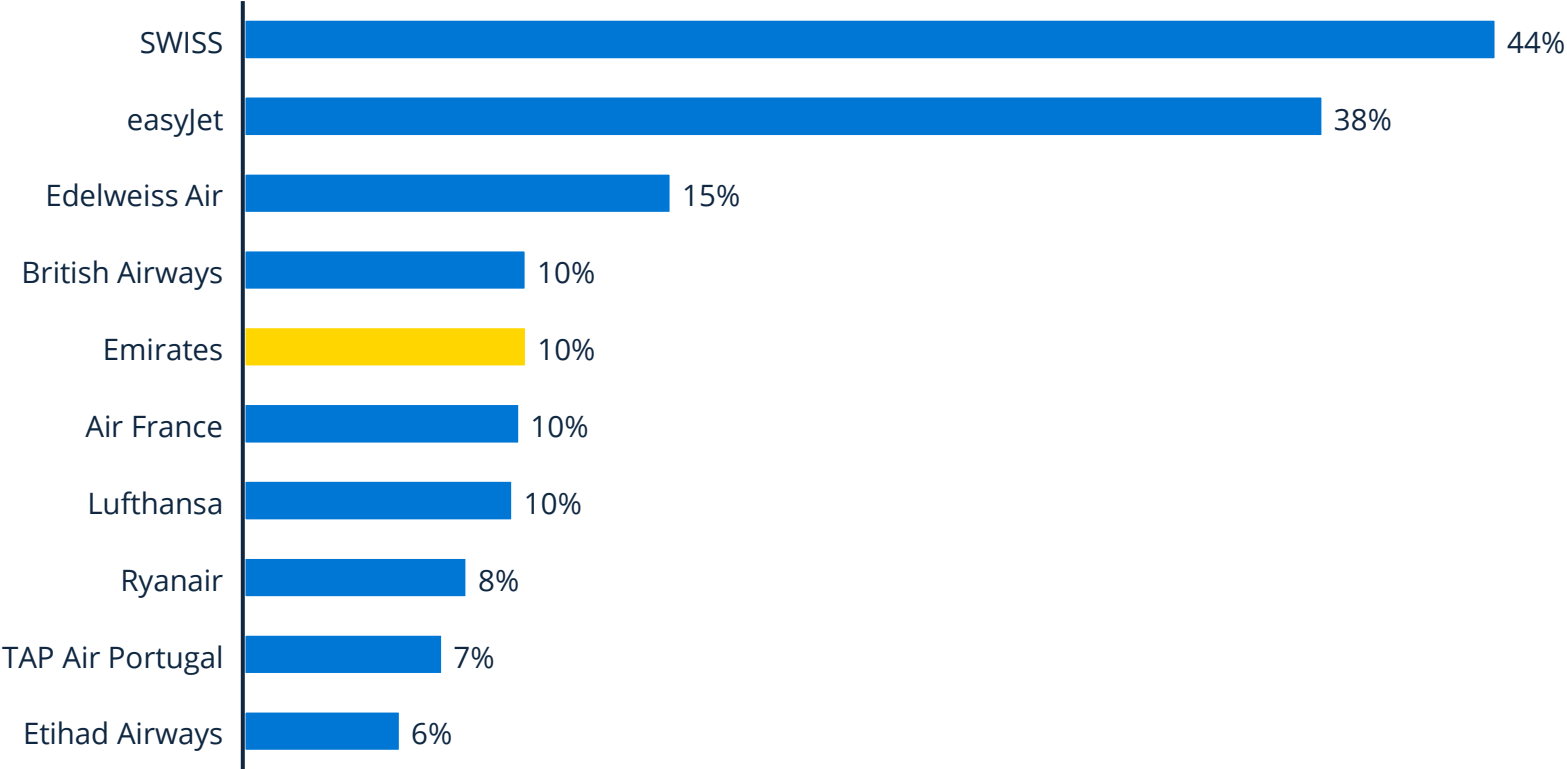
- Brand usage
- Key insights



With a user share of 10%, Emirates is one of the top 5 airlines in Switzerland

Management summary: brand usage and competition

Top 10 most used airlines in Switzerland



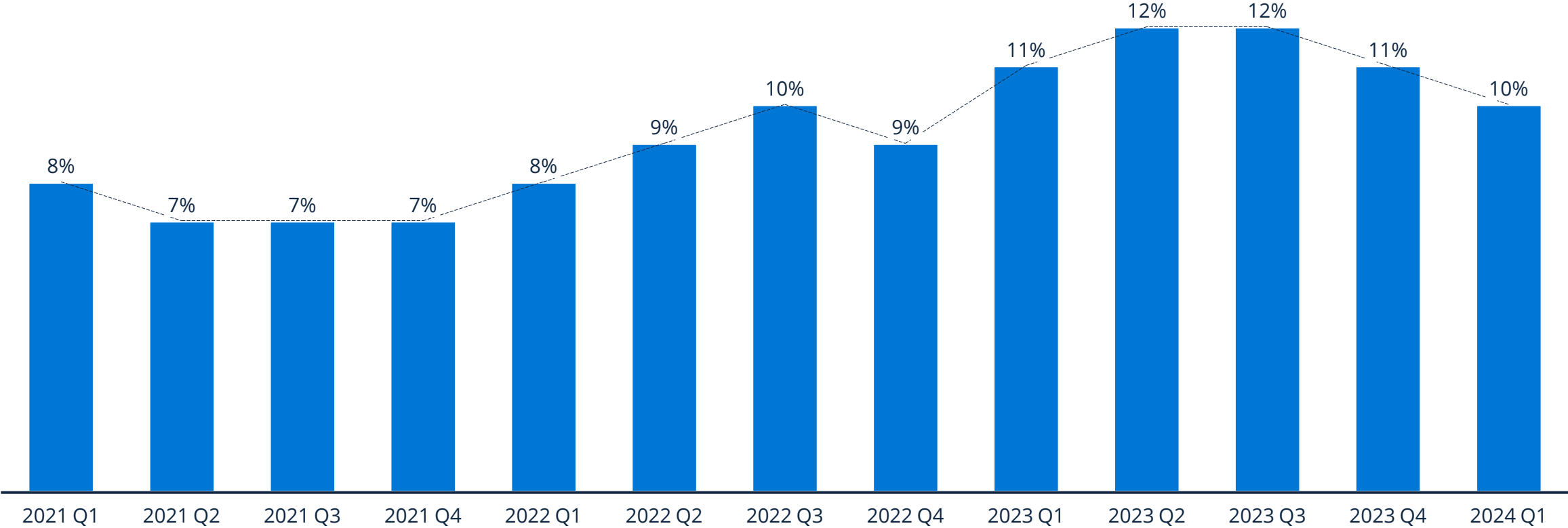
4 Notes: "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=796 airline customers

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

The share of airline customers using Emirates grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of airline customers using Emirates



5 Notes: "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=39 - 95 Emirates customers, n=422 - 917 airline customers

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

Emirates customers in Switzerland

Management summary: key insights

Demographic profile

Emirates is more popular among Generation X than other airlines.

Compared to other airlines, Emirates has a relatively high share of male customers.

Emirates has a larger share of customers with a high income than other airlines.

Emirates customers are more likely to live in large cities than airline customers in general.

Consumer lifestyle

Success and career advancement are relatively important to Emirates customers.

Finance and economy are relatively prevalent interests of Emirates customers.

Sports and fitness are relatively popular hobbies among Emirates customers.

Consumer attitudes

It stands out that 35% of Emirates customers say that when it comes to traveling, sustainability is important to them.

39% of Emirates customers are innovators or early adopters of new products.

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

Marketing touchpoints

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

Emirates customers remember seeing ads on video streaming services more often than other airline customers.

CHAPTER 02

Demographic profile

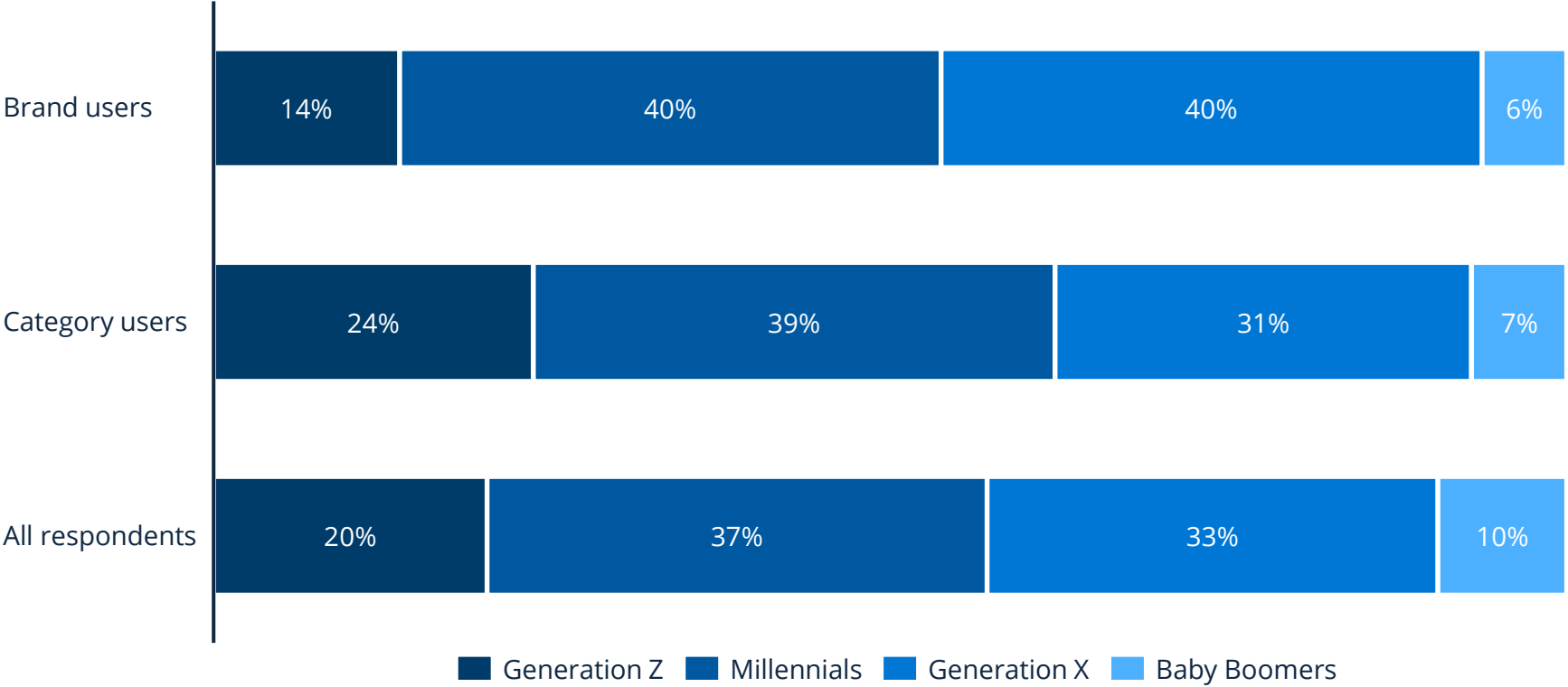
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Emirates is more popular among Generation X than other airlines

Demographic profile: generations

Age of consumers in Switzerland



8 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=80 Emirates customers, n=796 airline customers, n=10,268 all respondents

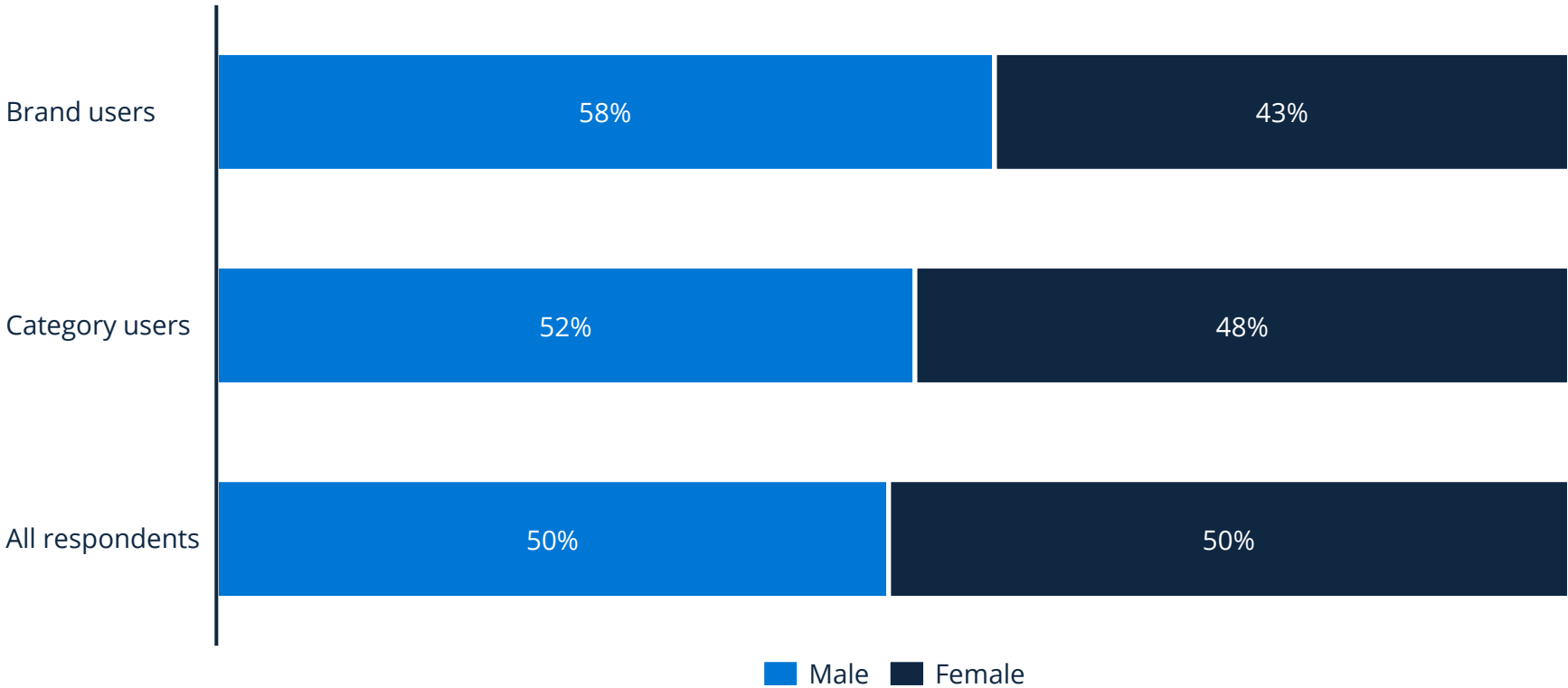
Sources: [Consumer Insights Global](#) as of May 2024

Compared to other airlines, Emirates has a relatively high share of male customers

Demographic profile: gender



Gender of consumers in Switzerland



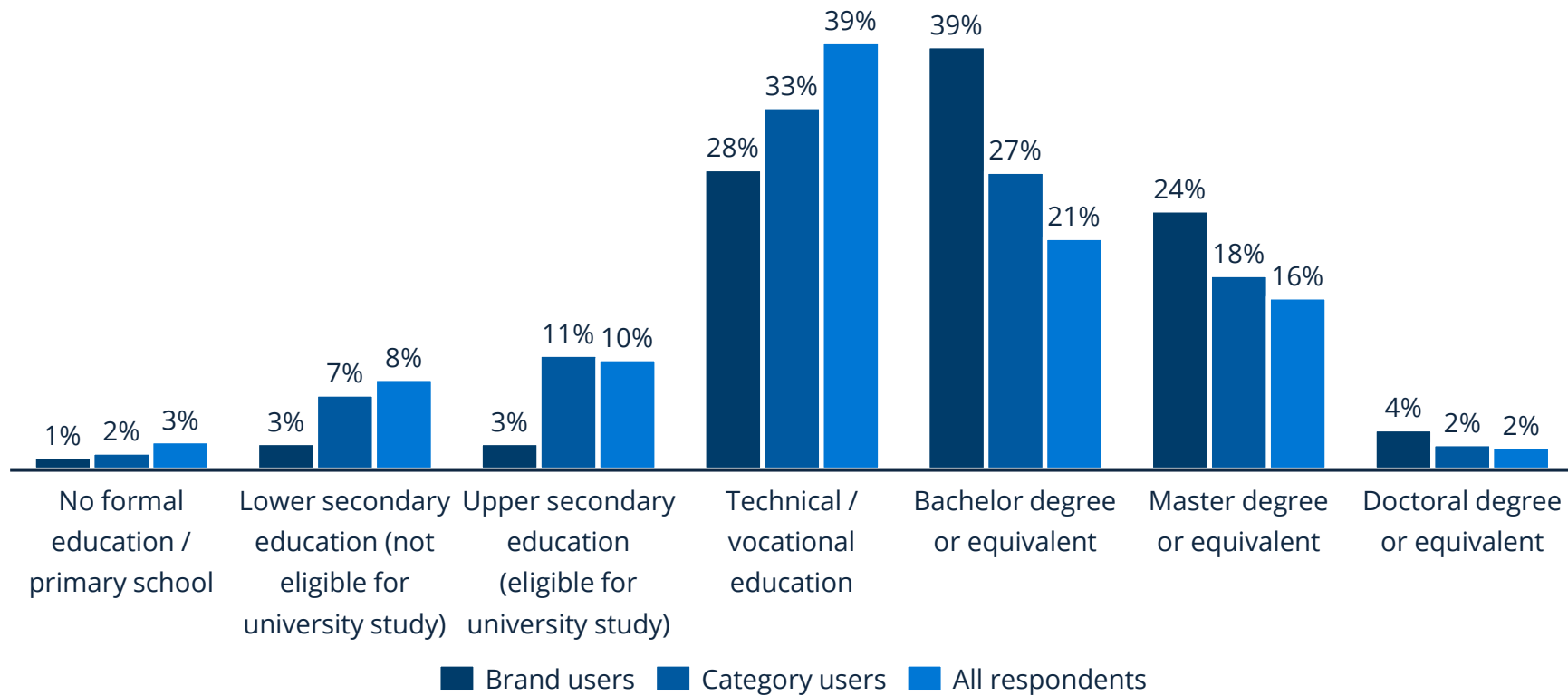
9 Notes: "What is your gender?"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=80 Emirates customers, n=796 airline customers, n=10,268 all respondents

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

A relatively high share of Emirates customers have a college degree

Demographic profile: education

Consumer's level of education in Switzerland

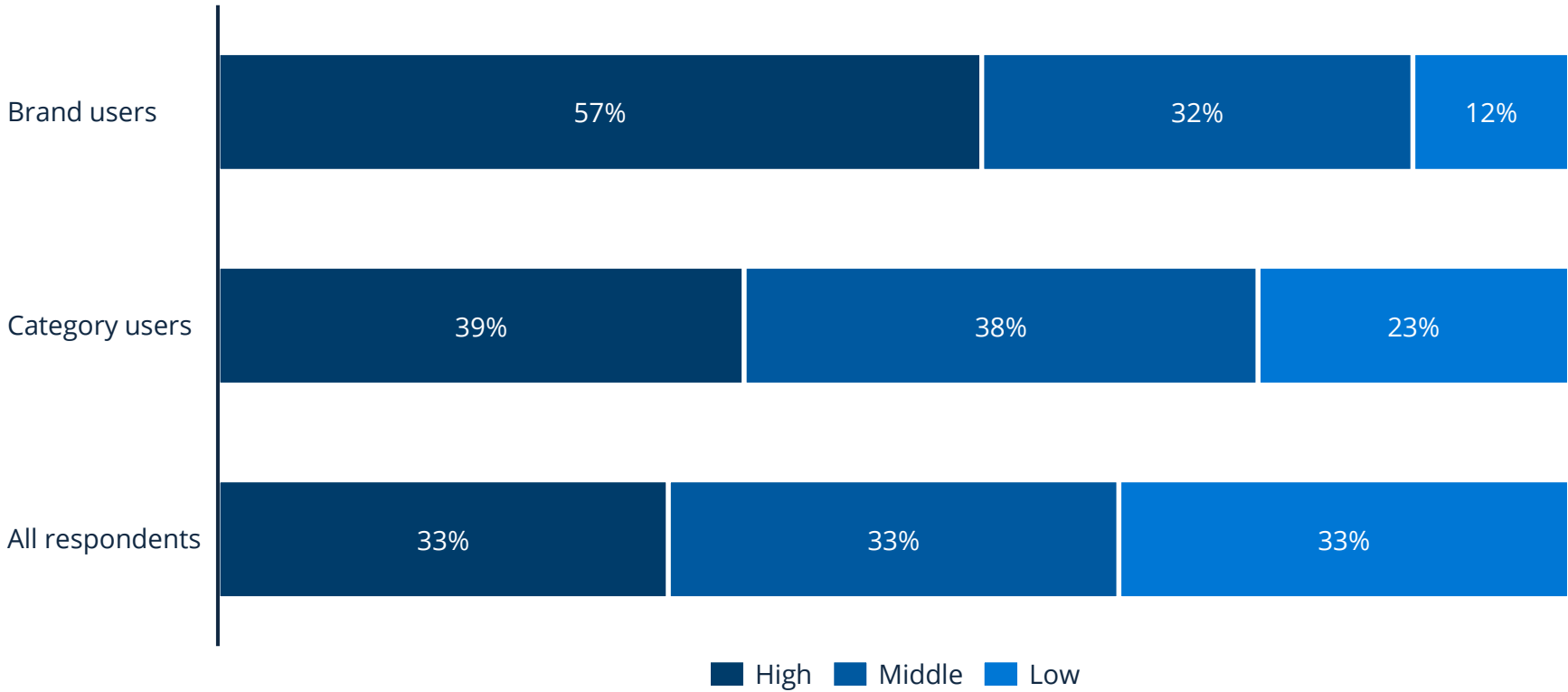


Emirates has a larger share of customers with a high income than other airlines

Demographic profile: income



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

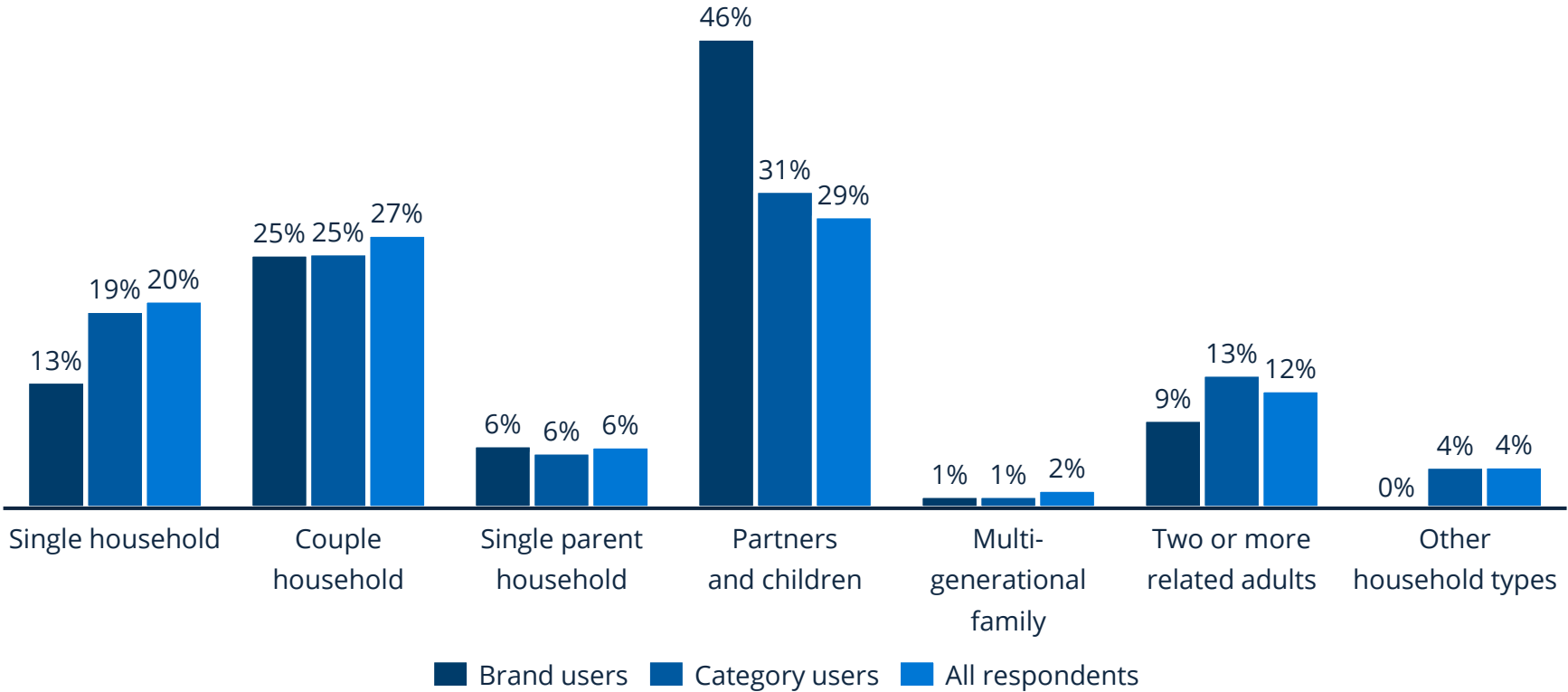


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=80 Emirates customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Compared to other airline customers, Emirates customers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Switzerland live



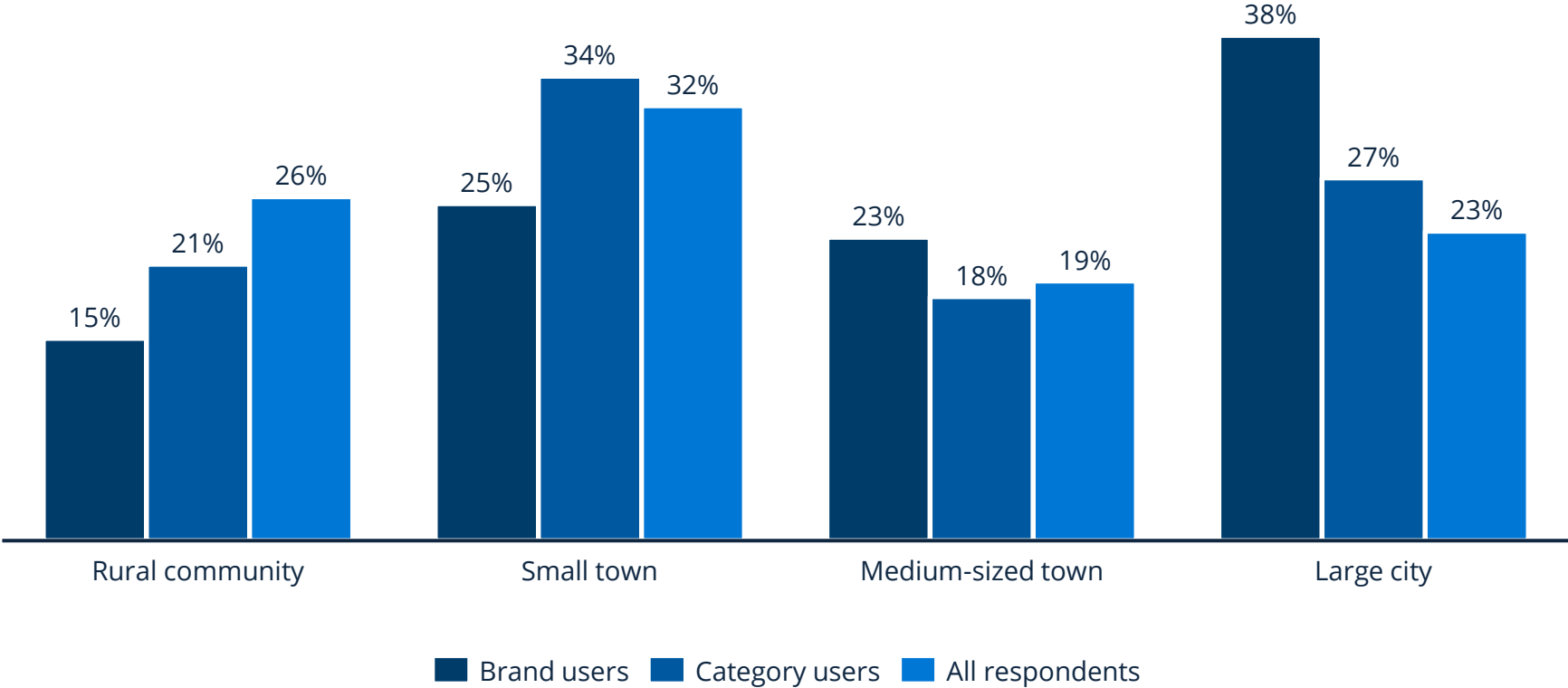
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these airlines have you booked a flight from in the past 12 months?"; Multi Pick; Base: n=80 Emirates customers, n=796 airline customers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Emirates customers are more likely to live in large cities than airline customers in general

Demographic profile: type of community



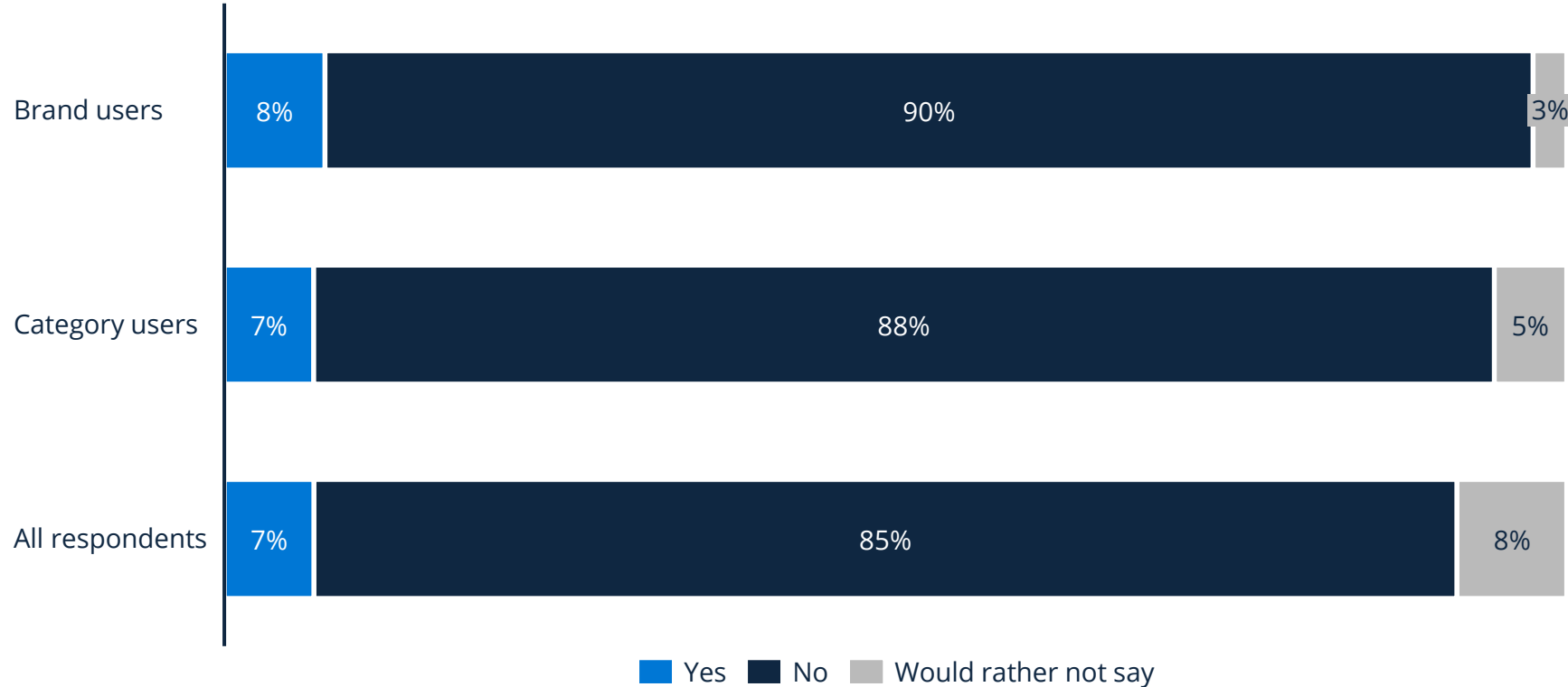
Communities where consumers live in Switzerland



8% of Emirates customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Switzerland



CHAPTER 03

Consumer lifestyle

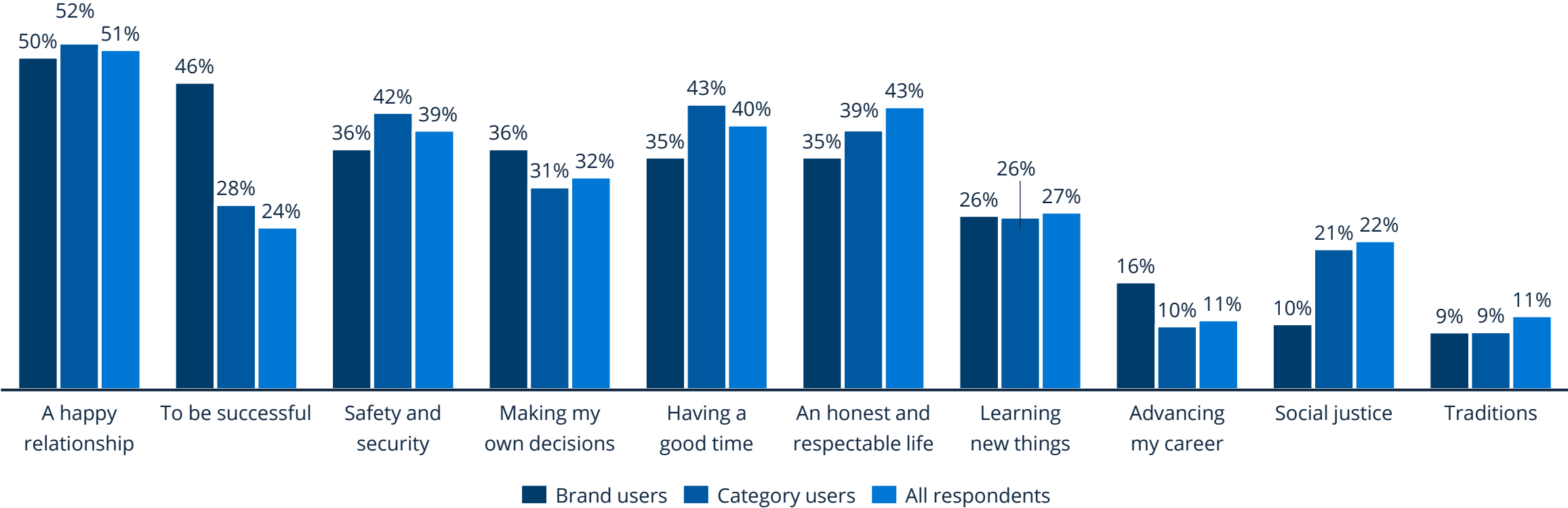
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Success and career advancement are relatively important to Emirates 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=80 Emirates customers, n=796 airline customers, n=10,268 all respondents

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

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