

Precise landing with your target group

Lufthansa target groups | Facts and figures



Lufthansa Ambient Media

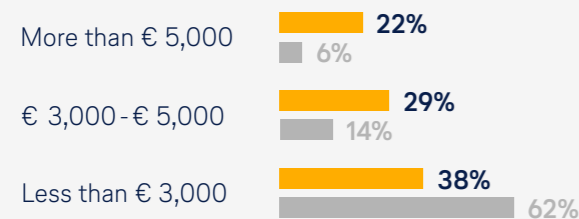
First & Business Class

Compared to the national average, our current Lufthansa customers with experiences in First & Business Class have an above-average income and are much more interested in products from the areas of finance and luxury goods.

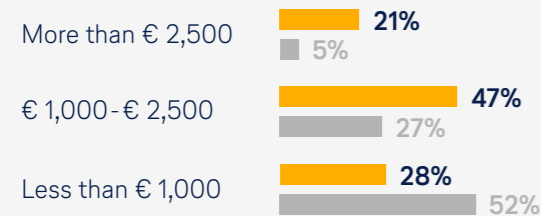
Colour legend

■ Ø Lufthansa
 ■ Ø Germany

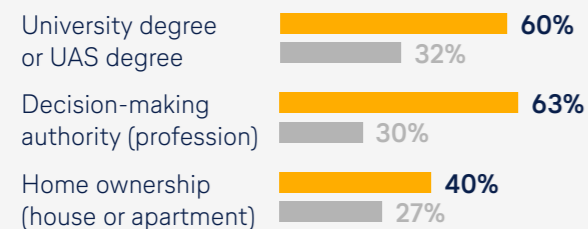
Net household income (freely disposable)*



Holiday budget (per person)*



Profile



47% / 30%

Mobility

Interest in the future purchase of a fully electric or hybrid vehicle

66% / 29%

Financial products

Possession of investment products (shares, ETFs and equity funds)

32% / 5%

Watches / Smartwatches

Purchase in the last 12 months

33% / 9%

Luxury goods

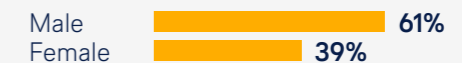
Jewellery purchase in the last 12 months (necklace, bracelet, rings, earrings)

28% / 4%

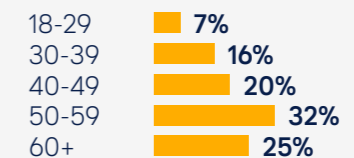
Accessoires

Purchase of e.g. handbags, sunglasses or hats in the last 12 months

Gender



Age



* less the percentage of respondents who did not provide any information

Source: YouGov April 2024

The figures refer to people who have flown with Lufthansa at least once in the past 12 months and travelled in Business or First Class at least once.

Premium Economy & Economy Class

Compared to the national average, our current Lufthansa customers with experiences in Premium Economy & Economy Class are much more interested in products from the areas of finance, luxury goods and mobility.

38% / **30%**

Mobility
Interest in the future purchase of a fully electric or hybrid vehicle

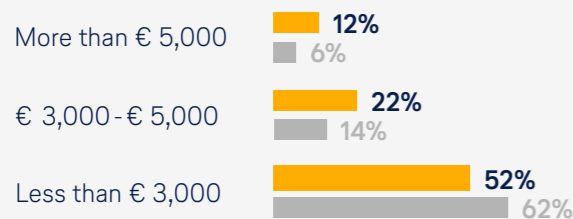
15% / **9%**

Luxury goods
Jewellery purchase in the last 12 months (necklace, bracelet, rings, earrings)

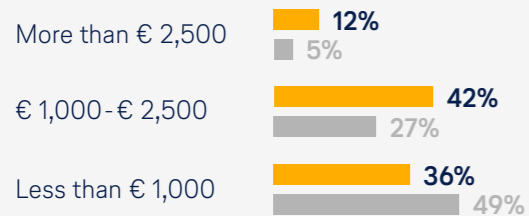
Colour legend

■ Ø Lufthansa ■ Ø Germany

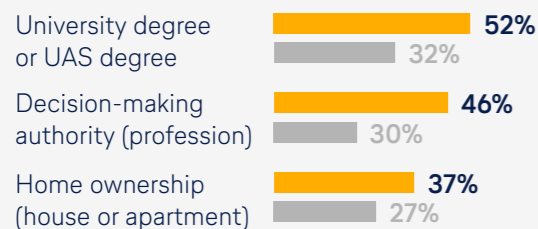
Net household income (freely disposable)*



Holiday budget (per person)*



Profile



57% / **29%**

Financial products
Possession of investment products (shares, ETFs and equity funds)

12% / **5%**

Watches / Smartwatches
Purchase in the last 12 months



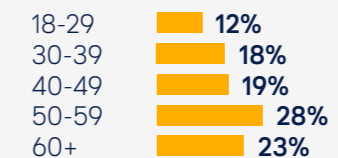
12% / **4%**

Accessoires
Purchase of e.g. handbags, sunglasses or hats in the last 12 months

Gender



Age



* less the percentage of respondents who did not provide any information

Source: YouGov April 2024
The figures refer to people who have flown with Lufthansa at least once in the past 12 months and travelled in Premium Economy or Economy Class at least once.

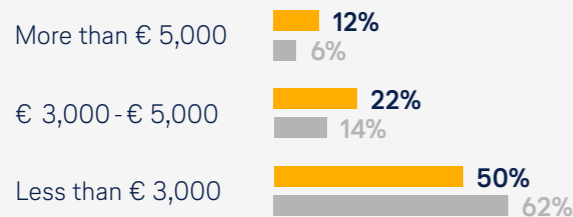
All passenger classes

Your advertising objectives are in good hands here: the personal interests of high-income Lufthansa passengers are much more pronounced than the German average in the areas of luxury goods and finance.

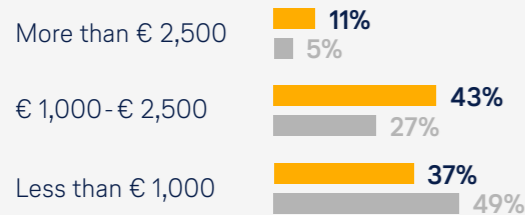
Colour legend

■ ∅ Lufthansa ■ ∅ Germany

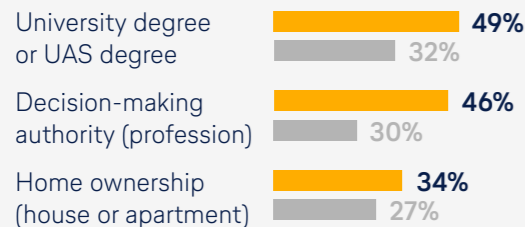
Net household income (freely disposable)*



Holiday budget (per person)*



Profile



51% / 29%

Financial products
Possession of investment products (shares, ETFs and equity funds)

13% / 5%

Watches / Smartwatches
Purchase in the last 12 months

36% / 30%

Mobility
Interest in the future purchase of a fully electric or hybrid vehicle

18% / 9%

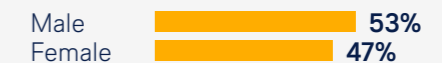
Luxury goods
Jewellery purchase in the last 12 months (necklace, bracelet, rings, earrings)

12% / 4%

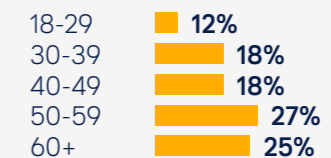
Accessoires
Purchase of e.g. handbags, sunglasses or hats in the last 12 months



Gender



Age



* less the percentage of respondents who did not provide any information

Source: YouGov April 2024
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Meet your target group with Lufthansa

lufthansa.com/media



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