

Precision landing at your target groups

Lufthansa target groups | Facts and figures

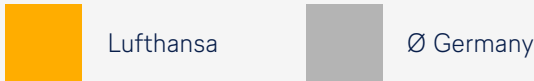


Lufthansa Ambient Media

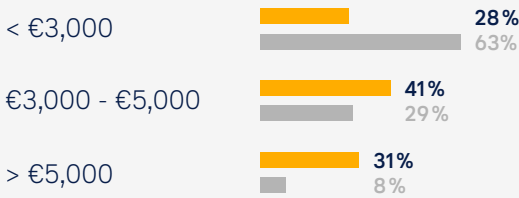
First & Business Class

Bring your brand directly into contact with a target group with purchasing power: our guests in First & Business Class have an above-average income and great personal interests in the areas of finance, luxury goods and mobility.

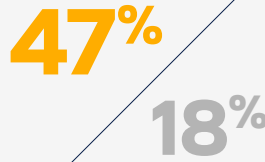
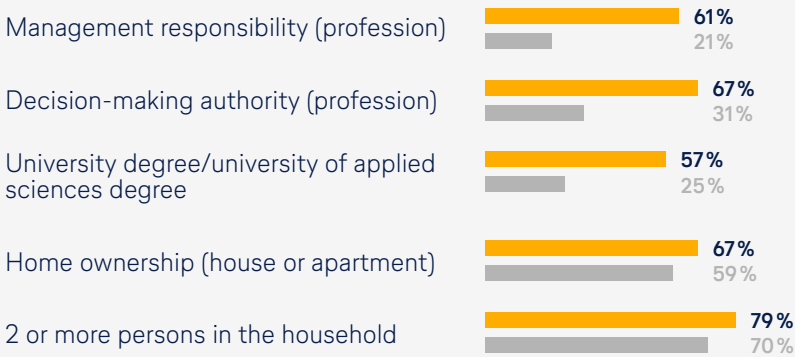
Colour legend



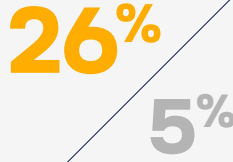
Household net income



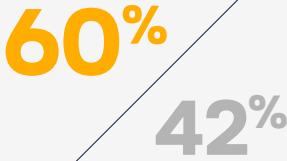
Profile



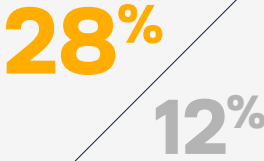
Consumer electronics
Probability to purchase consumer electronics in the next 12 months



Profession
Decision-making authority in IT



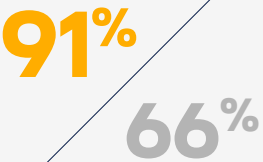
Sole decision-maker
in the household about holidays



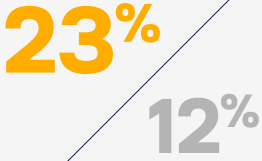
Luxury goods
Probability to purchase a watch in the next 12 months



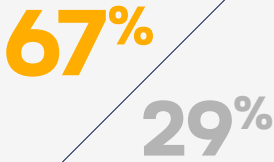
Investments
Interest in making investments



Finance
Interest in investment products (equities, ETFs, time deposits, etc.)



Accessoires
Probability of a jewellery purchase in the next 12 months



Mobility
Probability of a car purchase in the next 12 months

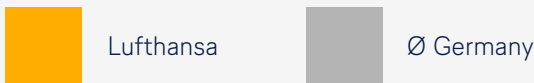


Source: YouGov November 2018
The figures refer to passengers who have travelled with Lufthansa at least once in the past 12 months and have flown at least 50% of the flights in Business or First Class.

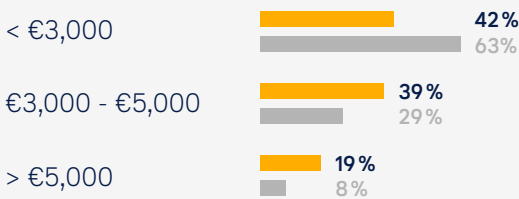
Premium Economy & Economy Class

A high-income target group with pronounced interests: compared to the national average, Lufthansa passengers in the Premium Economy & Economy Class are much more interested in products from the areas of finance, consumer electronics and mobility.

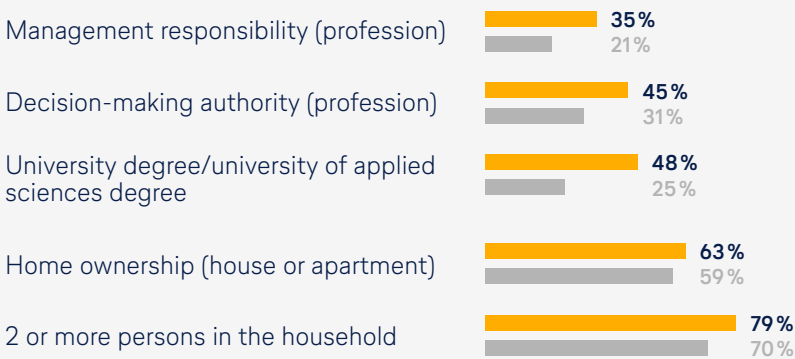
Colour legend



Household net income



Profile



42%
22%

Ownership of share portfolios
(online + offline)

80%
64%

Finance
Interest in investment products
(equities, ETFs, time deposits, etc.)

14%
9%

Investments
Interest in making
investments

25%
18%

Insurances
Probability of switching insurance products/
new contracts of insurance products in the
next 12 months

17%
12%

Accessoires
Probability of a jewellery
purchase in the next 12 months

33%
18%

Consumer electronics
Probability to purchase
consumer electronics
in the next 12 months



39%
29%

Mobility
Probability of a car purchase
in the next 12 months

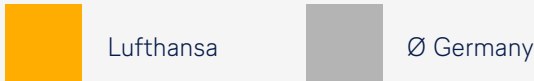
32%
28%

Interest
Interest in technologies

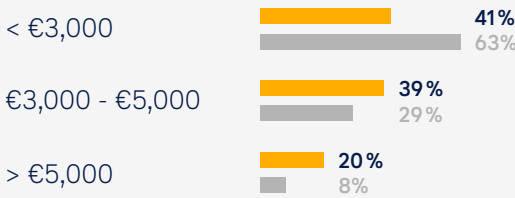
All passenger classes

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 mobility, consumer electronics and finance.

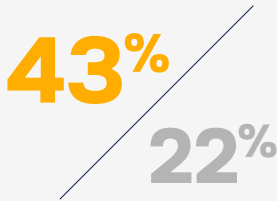
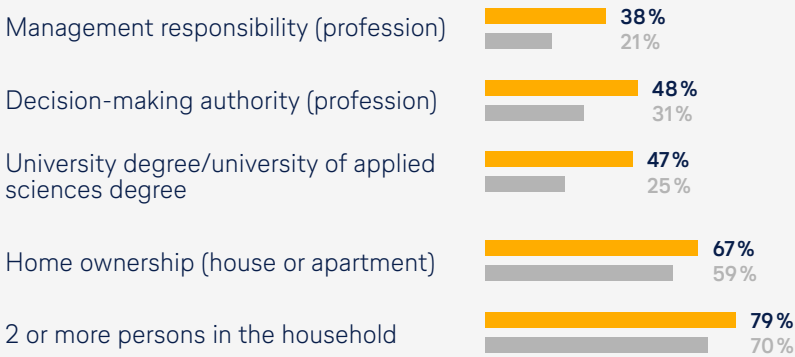
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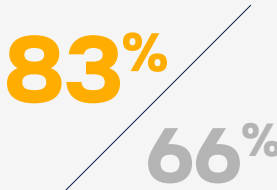
Household net income



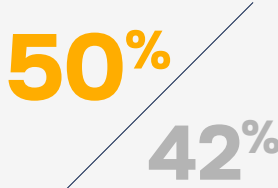
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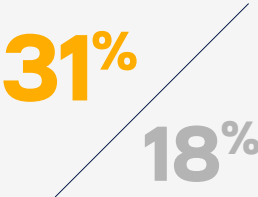
Ownership of share portfolios
(online + offline)



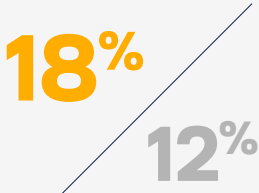
Finance
Interest in investment products
(equities, ETFs, time deposits, etc.)



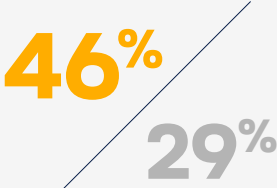
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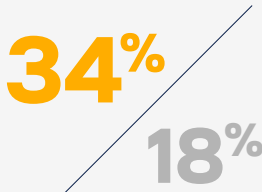
Insurances
Probability of switching insurance products/
new contracts of insurance products in the
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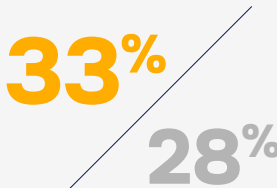
Accessoires
Probability of a jewellery
purchase in the next 12 months



Mobility
Probability of a car purchase
in the next 12 months



Consumer electronics
Probability to purchase
consumer electronics
in the next 12 months



Interest
Interest in technologies



Aim your target group with Lufthansa

lufthansa.com/media



Lufthansa Ambient Media