

# Precision landing at your target groups

Lufthansa target groups | Facts and figures

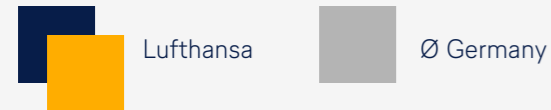


**Lufthansa** Ambient Media

# 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.

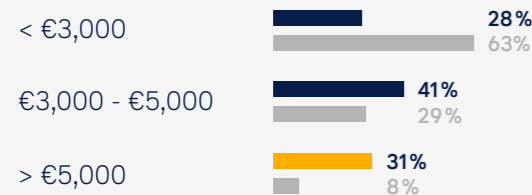
## Colour legend



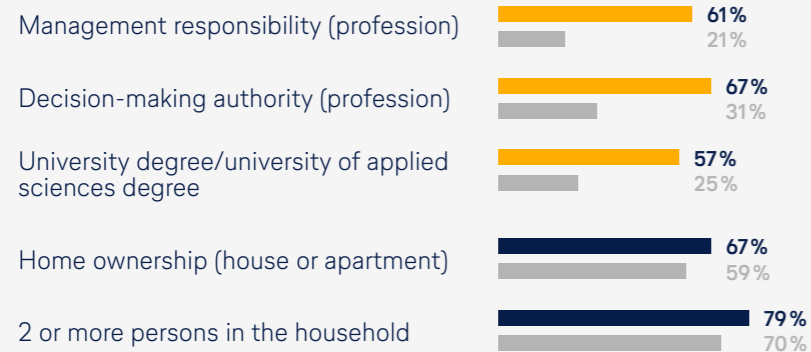
## Age



## Household net income



## Profile



**47%**  
18%

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

**26%**  
5%

**Profession**  
Decision-making authority in IT

**60%**  
42%

**Sole decision-maker**  
in the household about holidays

**28%**  
12%

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

**20%**  
9%

**Investments**  
Interest in making investments

**91%**  
66%

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



**23%**  
12%

**Accessoires**  
Probability of a jewellery purchase in the next 12 months

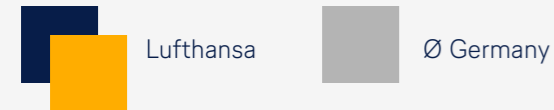
**67%**  
29%

**Mobility**  
Probability of a car purchase in the next 12 months

# 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.

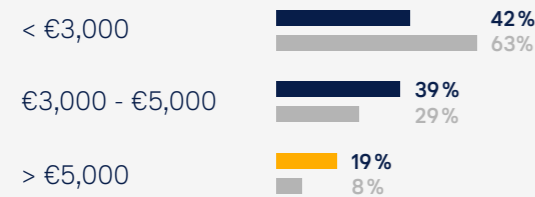
## Colour legend



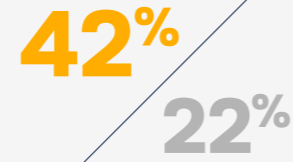
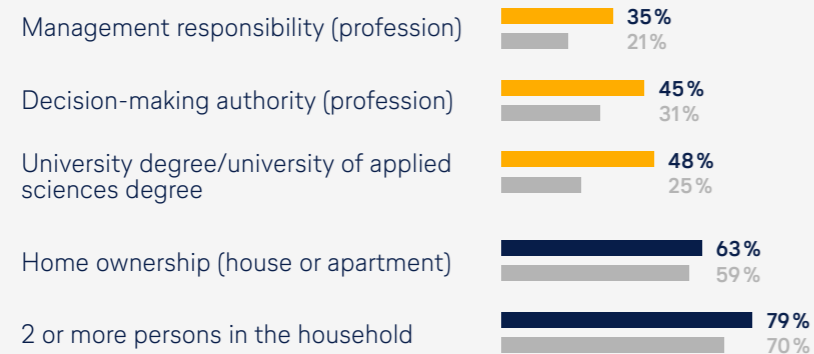
## Age



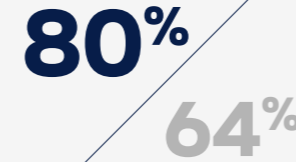
## Household net income



## Profile



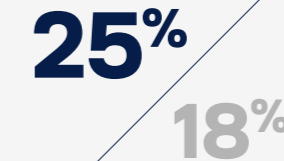
**Ownership of share portfolios**  
(online + offline)



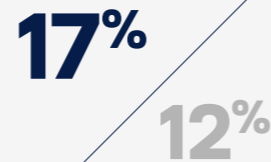
**Finance**  
Interest in investment products  
(equities, ETFs, time deposits, etc.)



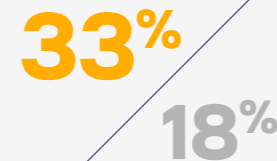
**Investments**  
Interest in making  
investments



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



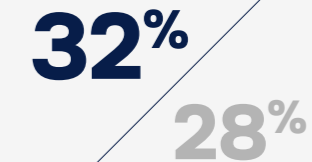
**Accessoires**  
Probability of a jewellery  
purchase in the next 12 months



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



**Mobility**  
Probability of a car purchase  
in the next 12 months



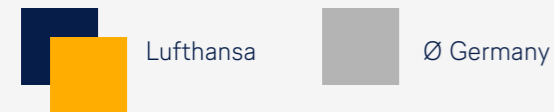
**Interest**  
Interest in technologies



# 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.

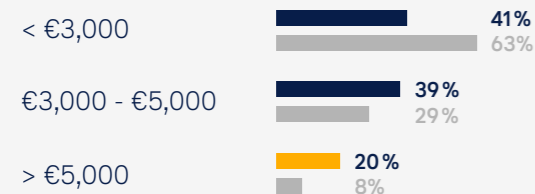
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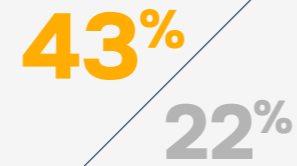
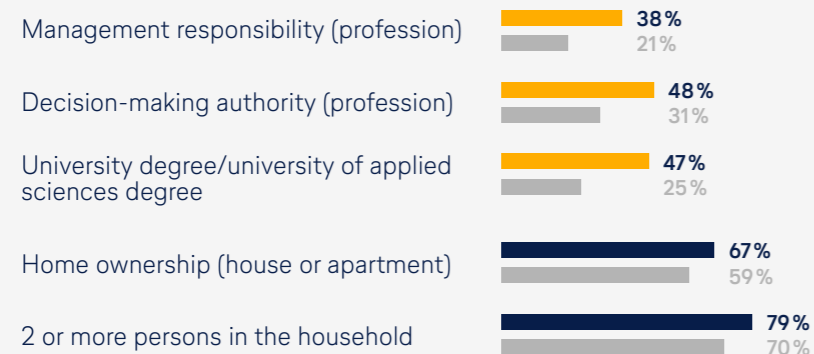
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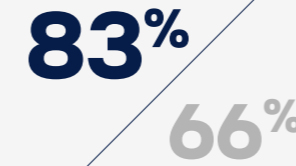
## Household net income



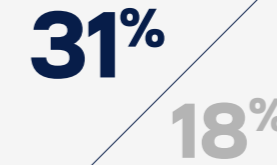
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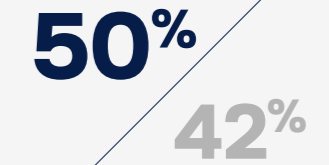
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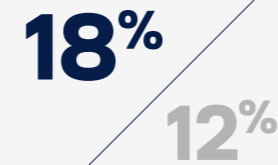
**Finance**  
Interest in investment products  
(equities, ETFs, time deposits, etc.)



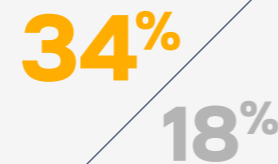
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Probability of switching insurance products/  
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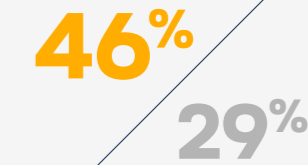
**Sole decision-maker**  
in the household about holidays



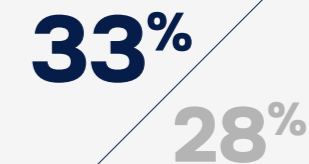
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Probability of a jewellery  
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**Consumer electronics**  
Probability to purchase  
consumer electronics  
in the next 12 months



**Mobility**  
Probability of a car purchase  
in the next 12 months



**Interest**  
Interest in technologies

Source: YouGov, November 2018  
The figures refer to passengers who have flown with Lufthansa  
at least once in the past 12 months.

Aim your target group with Lufthansa

**[lufthansa.com/media](https://lufthansa.com/media)**



**Lufthansa** Ambient Media