

Millennials' Flight Tickets Purchase Habits

Opeepl 2017



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Introduction

400
respondents

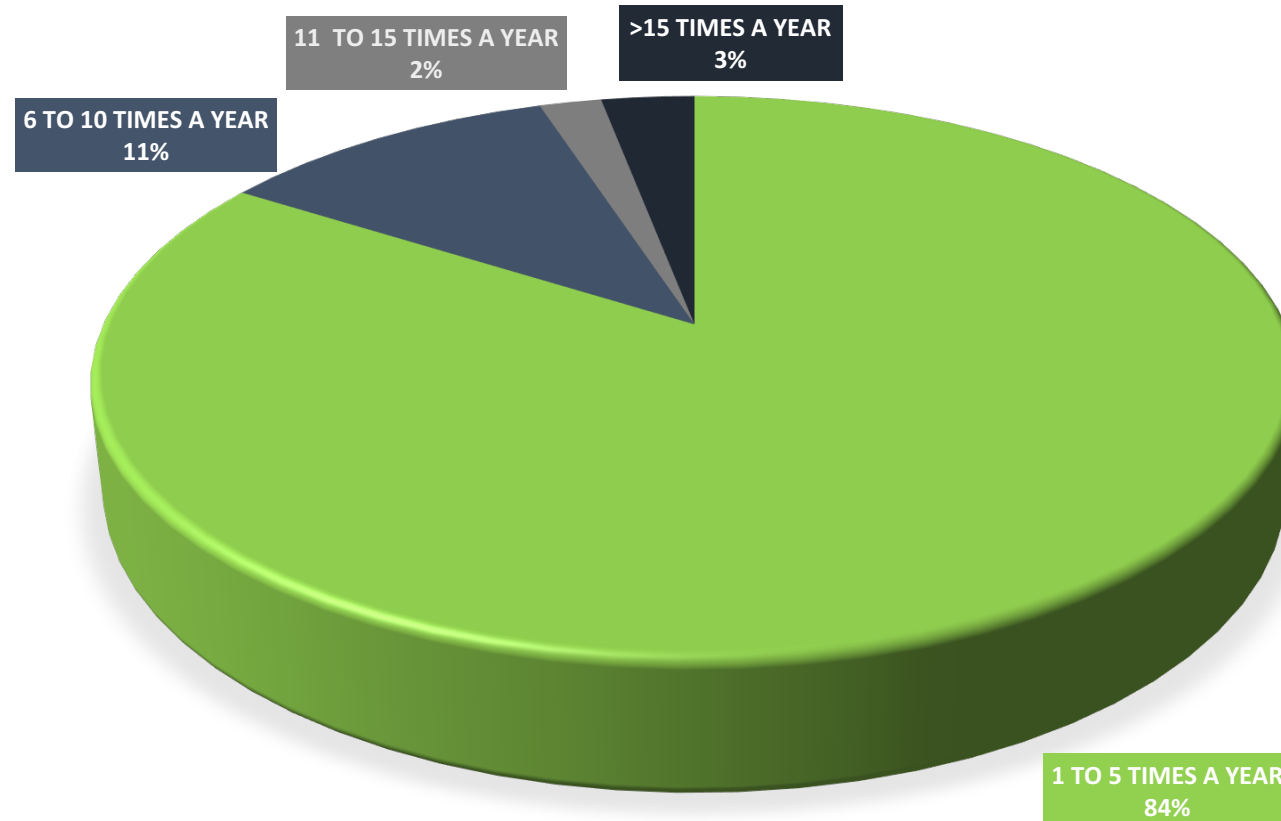
Men and
women
aged 18-29

Norway
Sweden
Denmark
Finland

The report is based on the survey that Opeepl conducted in October 2017. Scandinavian consumers from Norway, Sweden, Denmark and Finland aged 18-29 participated in the research. 100 respondents in each country were surveyed about their purchase habits with regard to flight tickets.

Air travel frequency

| How often do you travel by plane? |

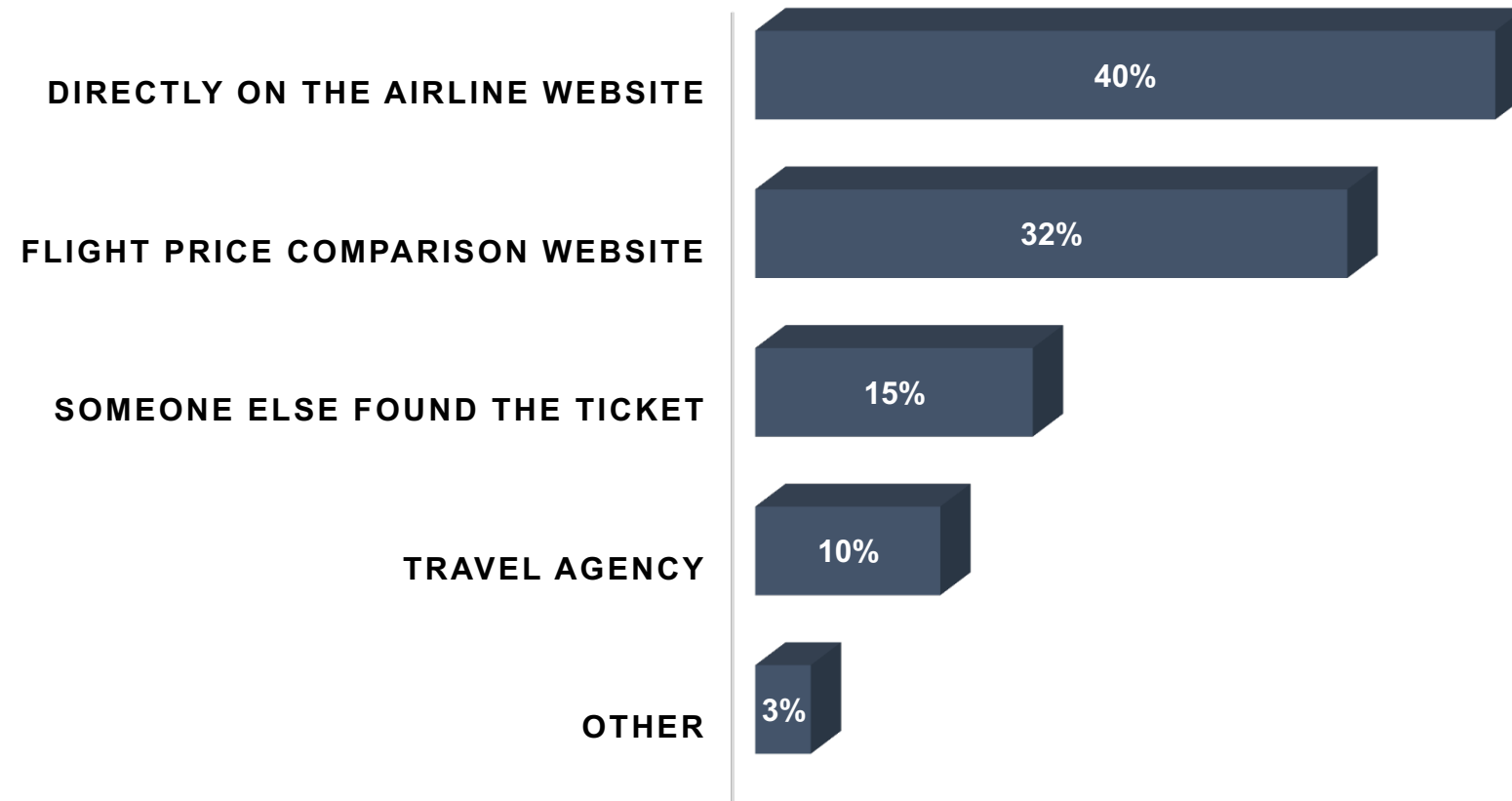


Note
Only respondents flying minimum once a year participate



Way of finding flight tickets

| Last time you bought a flight ticket, how did you find it? |



Most popular flight price comparison websites

| Which flight price comparison website did you use last time you bought a flight ticket? |

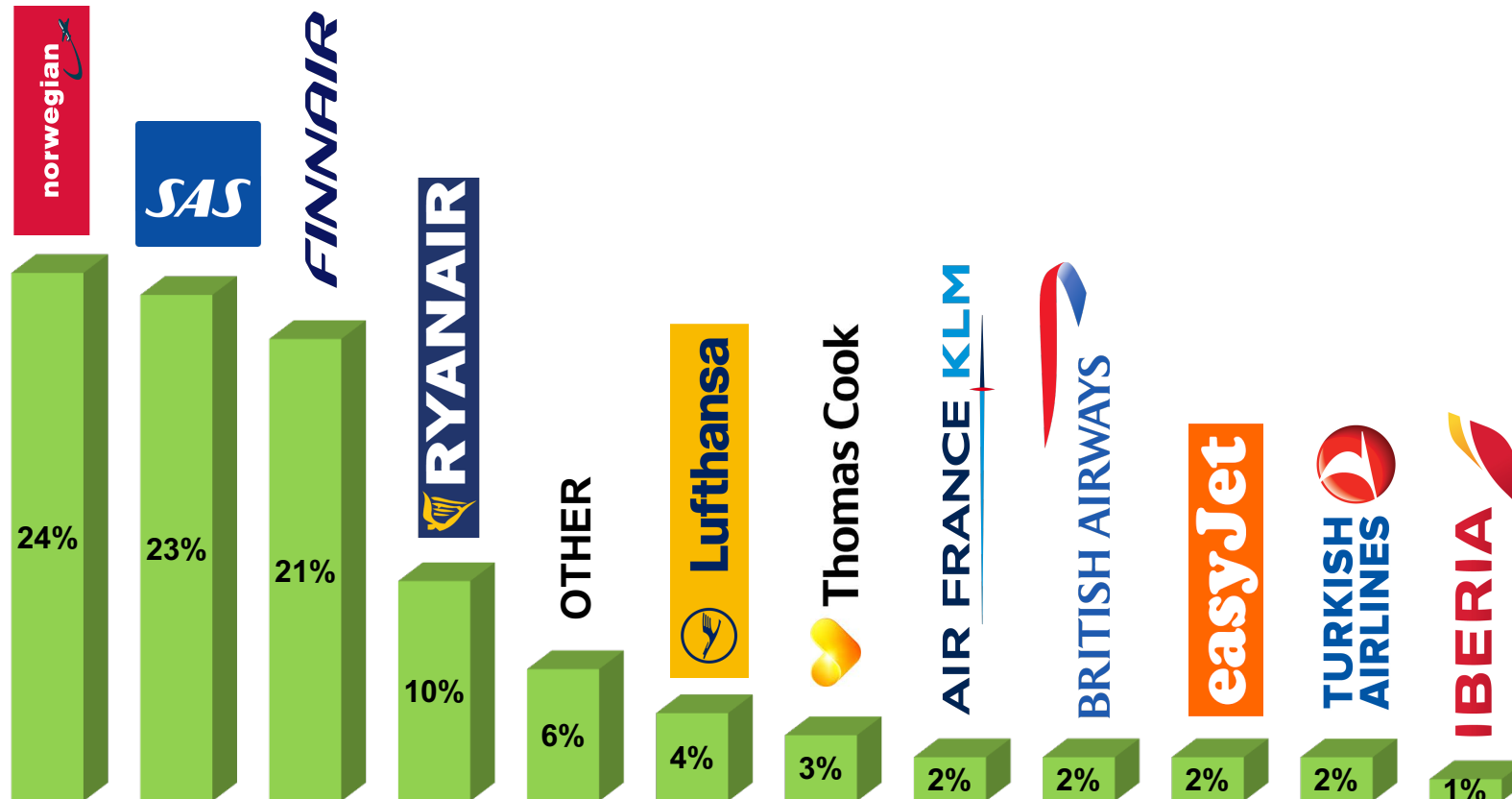


Note

Data from the respondents who found a flight ticket on a flight price comparison website last time they bought a flight

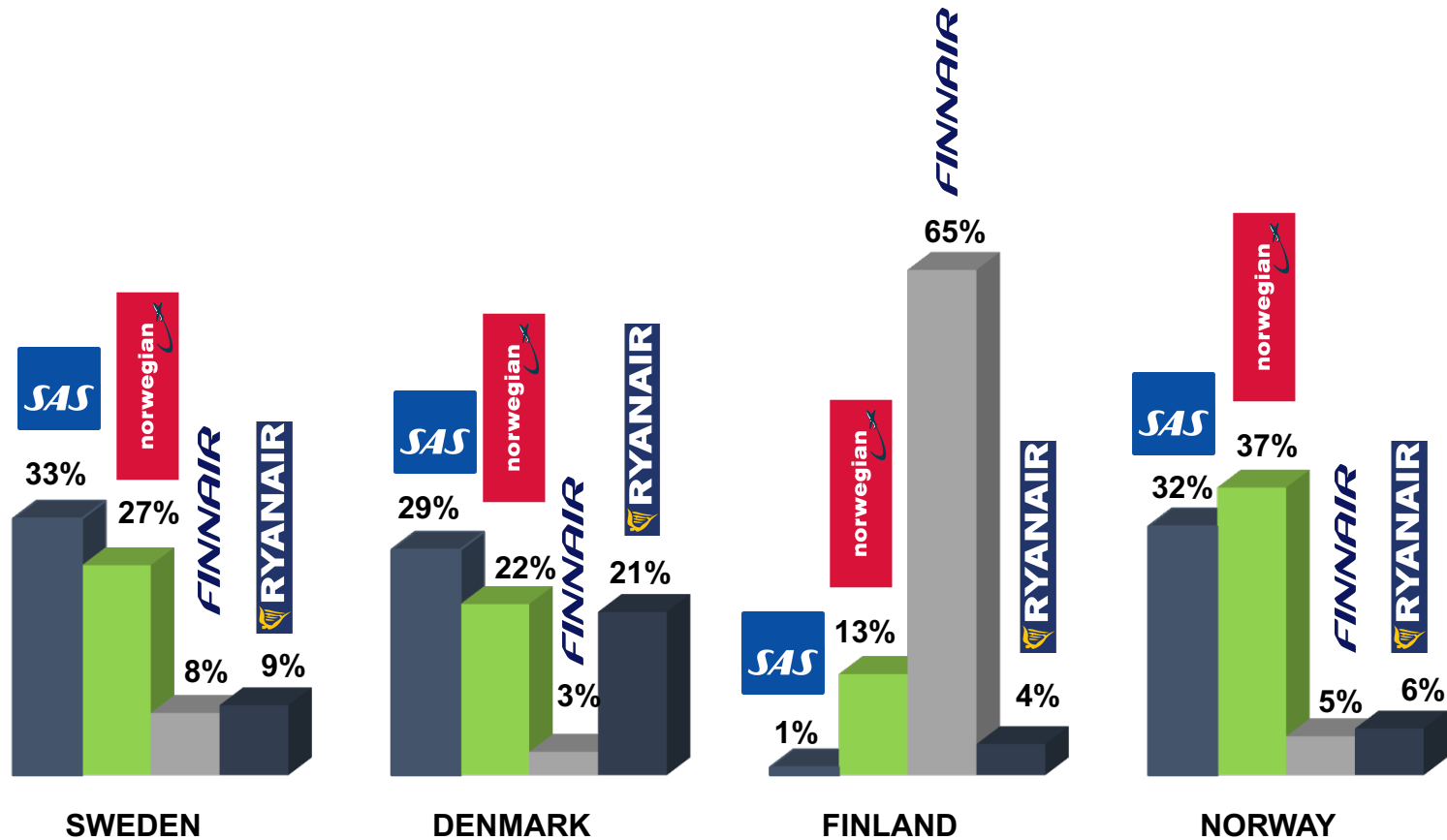
Most popular airlines

| Which airline did you use last time you travelled by plane? |



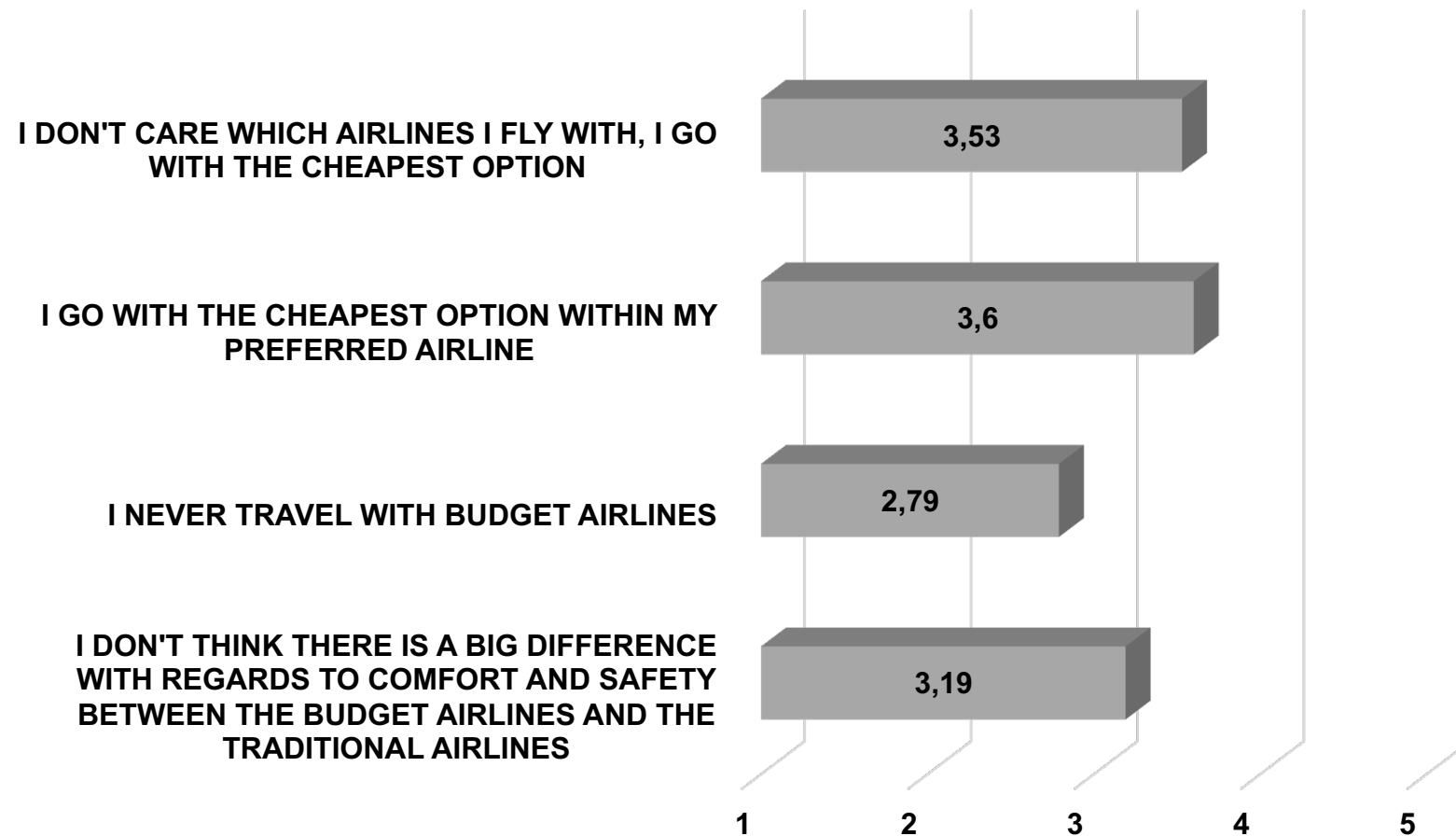
Most popular airlines by country

| Which airline did you use last time you travelled by plane? |



Flying cheap

| To what extent do you agree or disagree with the following statements?|

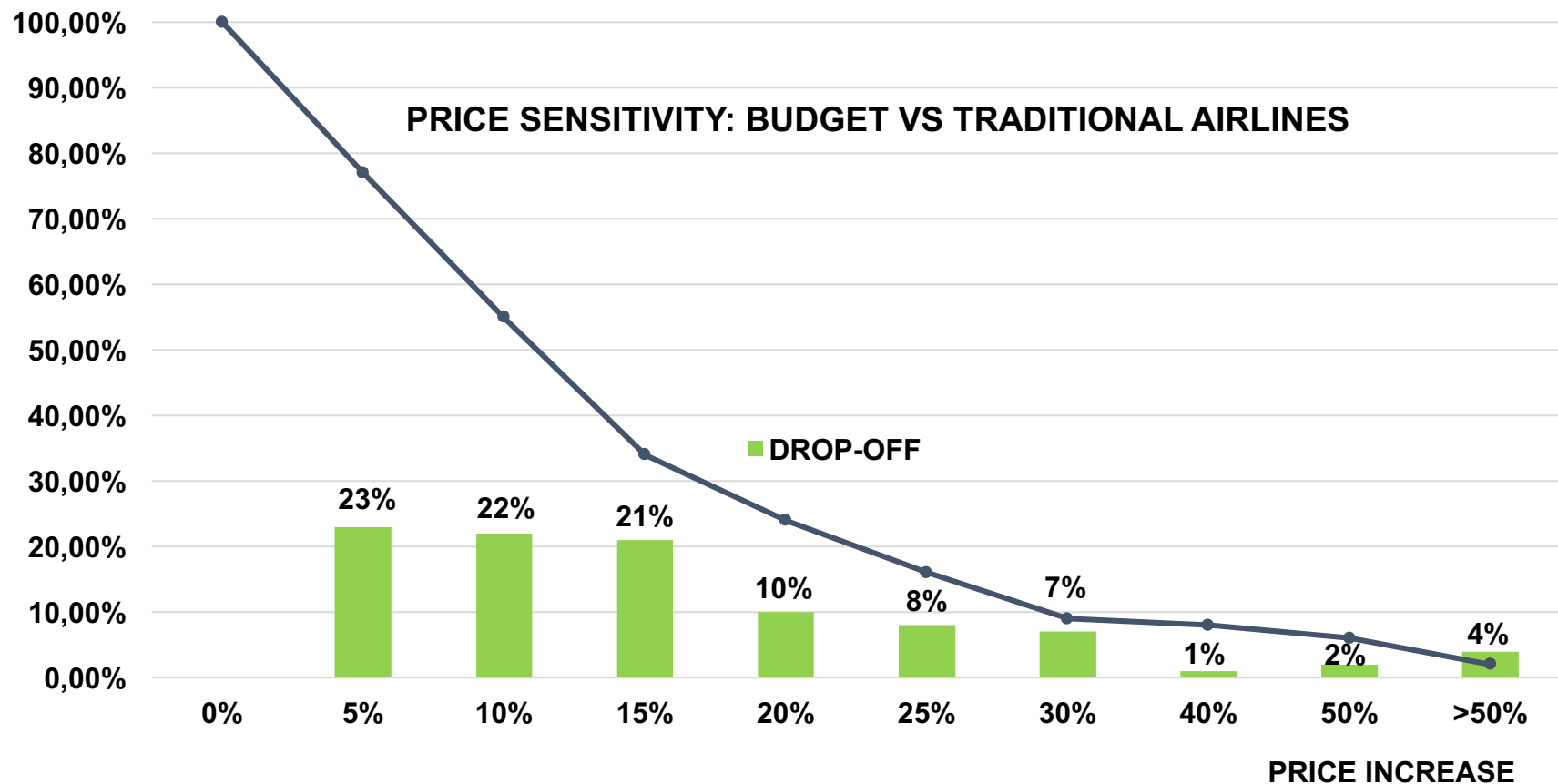


Note
Respondents were asked to rate their agreement to the submitted statements on the scale 1-5, where 1 is 'Strongly disagree' and 5 is 'Strongly agree'



Price sensitivity: budget vs traditional airlines

| How much more would you be willing to pay for a flight ticket to be able to travel with your preferred airline instead of the budget airline? |



Note

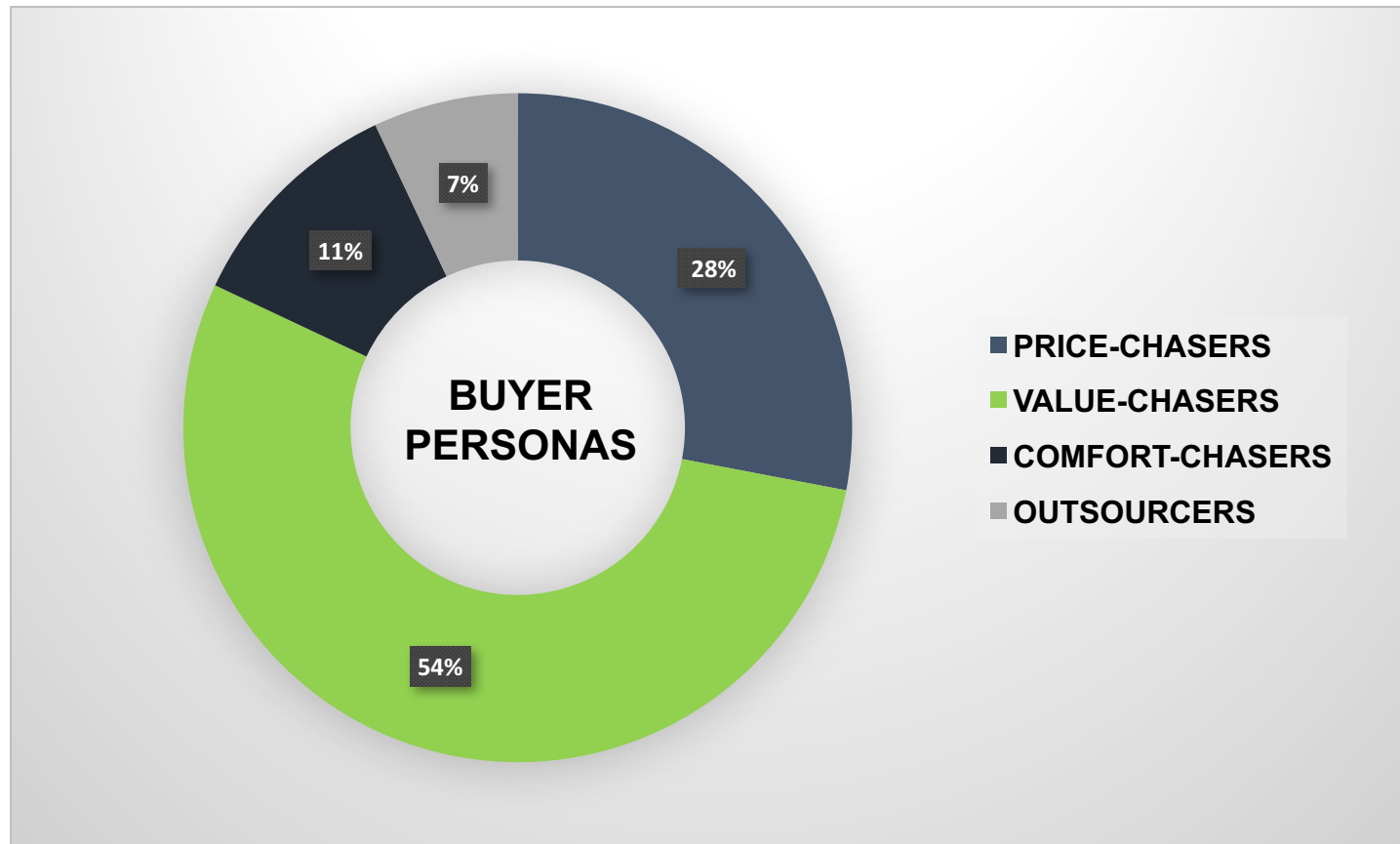
Question is based on an example of a return flight ticket that costs €200 with a budget airline

Note

When the price difference reaches 15% (€30 in the example), 66% of consumers drop off

Buyer personas

| Which statement best describes your way of purchasing flight tickets? |



Price-chasers: always go with the cheapest option

Value-chasers: search for the best value (with regard to safety, comfort, etc) for money

Comfort-chasers: buy tickets based not on price but on safety and comfort

Outsourcers: do not book flight tickets themselves



About the Research

Conducted
by Opeepl

Mobile data
gathering

October
2017

The research was conducted by Opeepl in October 2017 using live dynamic sampling technology.

- **Countries:** Norway, Sweden, Denmark, Finland
- **Number of completes:** 400
- **Initiated:** 2017-10-24
- **Finished:** 2017-10-26
- **Age group:** 18 - 29
- **Gender:** Male, Female



About Opeepl



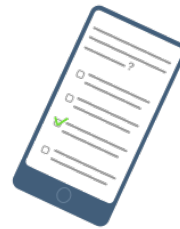
Opeepl is a consumer insights tech company which provides clients with agile and automated insights worldwide. We are working with clients such as Danone, Opera.com and Diageo.

TRUE GLOBAL REACH



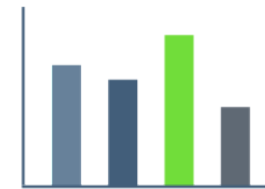
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach.

MOBILE



Opeepl's respondent interface is 100% mobile and ensures the best possible interaction with the respondent in their natural mobile habitat.

INSTANT INSIGHTS



Instant delivery and live reporting gives you solid insights in hours increasing your decision velocity.

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