

	Total	Region							Gender		Age			Age Fine						Age Gender					Education			Household Income				Flights				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer
Sample Size	1506	202	151	101	98	502	354	98	737	769	436	525	545	178	258	248	277	249	295	204	278	255	232	248	289	634	476	396	470	496	298	243	718	470	208	110

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1. Thinking over the past 2 years, approximately how many flights would you have taken within Canada and the US?

	Total	Region							Gender		Age			Age Fine						Age Gender					Education			Household Income				Flights					
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
No flights in the past 2 years	48%	39%	35%	40%	49%	46%	62%	45%	44%	51%	40%	49%	52%	42%	39%	46%	53%	47%	56%	35%	45%	50%	45%	54%	54%	58%	49%	30%	66%	45%	24%	47%	100%				
One or two flights	31%	30%	35%	33%	33%	32%	27%	36%	32%	31%	37%	29%	29%	39%	35%	32%	27%	31%	27%	38%	32%	27%	36%	27%	30%	28%	31%	35%	24%	35%	36%	33%		100%			
Three to five	14%	23%	15%	22%	10%	14%	8%	10%	16%	12%	14%	14%	13%	10%	17%	14%	14%	13%	13%	17%	16%	15%	12%	13%	11%	10%	13%	21%	7%	15%	24%	13%			100%		
Six to 10	4%	3%	10%	5%	8%	4%	1%	5%	4%	4%	5%	4%	4%	6%	4%	4%	3%	4%	3%	5%	4%	4%	4%	3%	2%	4%	7%	2%	3%	9%	4%						54%
More than 10 flights in the past 2 years	3%	4%	5%	1%		4%	1%	3%	4%	2%	4%	3%	3%	3%	5%	3%	3%	4%	2%	6%	3%	4%	3%	3%	1%	2%	2%	7%	1%	3%	7%	2%					46%

Q2. And, in that past 2-year time period, which of the following airlines have you flown with in Canada and the U.S.?

Sample Size	788	123	94	61	46	272	128	53	414	373	261	266	261	103	158	134	132	131	130	134	152	129	128	114	132	266	245	277	159	274	227	128	-	470	208	110
Air Canada	66%	66%	59%	53%	51%	67%	73%	75%	69%	63%	72%	63%	65%	73%	70%	66%	59%	64%	66%	78%	61%	70%	65%	64%	61%	61%	62%	75%	60%	66%	72%	66%		56%	78%	87%
WestJet	49%	64%	80%	80%	62%	42%	16%	58%	48%	51%	49%	53%	46%	38%	56%	56%	49%	49%	43%	48%	48%	47%	50%	60%	45%	43%	51%	54%	48%	50%	52%	45%		39%	59%	73%
Alaska Airlines	3%	10%	5%			1%	1%		4%	1%	2%	3%	2%	1%	3%	2%	5%	1%	3%	4%	4%	3%	1%	2%	1%	1%	5%	2%	1%	3%	4%	1%		1%	4%	7%
American Airlines	8%	6%	8%			11%	10%	4%	9%	7%	11%	8%	6%	12%	11%	7%	9%	6%	6%	13%	9%	5%	9%	6%	6%	5%	9%	10%	6%	6%	12%	9%		5%	9%	19%
Delta	10%	10%	13%	9%	14%	10%	10%	5%	10%	10%	13%	8%	9%	14%	12%	9%	7%	8%	10%	11%	9%	9%	14%	7%	8%	6%	10%	13%	5%	13%	11%	8%		5%	14%	25%
JetBlue	2%		1%			4%			1%	2%	2%	1%	1%		4%	1%	2%	2%	1%	3%	1%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	3%		2%	2%	2%
Southwest	2%	2%	2%			3%			2%	2%	2%	2%	2%		3%	1%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%		3%	3%	2%	2%	1%		1%	2%	6%
United	11%	13%	16%	2%	7%	11%	10%	10%	14%	8%	12%	10%	12%	4%	17%	8%	11%	11%	13%	15%	12%	15%	8%	7%	9%	7%	10%	15%	8%	8%	17%	11%		5%	14%	31%
None of these airlines	9%	6%	2%	3%	13%	10%	15%	3%	9%	8%	5%	10%	11%	2%	7%	9%	12%	12%	10%	3%	12%	11%	7%	8%	10%	11%	9%	6%	8%	9%	6%	12%		11%	6%	1%

Q3. [Air Canada] How would you describe your overall experience?

Sample Size	523	77	57	35	22	182	91	39	287	236	187	166	169	75	111	88	78	84	85	104	93	90	82	73	80	162	152	208	95	181	163	84	303	220	181	342
Excellent - look forward to flying them again	10%	2%	4%	13%	20%	10%	16%	9%	9%	11%	8%	10%	11%	5%	10%	7%	13%	8%	14%	8%	8%	10%	8%	12%	12%	7%	7%	13%	7%	13%	7%	10%		11%	7%	10%
Good	41%	40%	31%	42%	24%	44%	48%	31%	43%	39%	41%	44%	37%	49%	36%	47%	41%	36%	38%	38%	46%	44%	45%	42%	29%	43%	45%	36%	45%	43%	36%	40%		43%	38%	40%
Average	33%	41%	38%	34%	46%	29%	23%	45%	33%	32%	33%	32%	34%	36%	31%	30%	33%	34%	33%	37%	32%	31%	29%	31%	37%	34%	36%	29%	36%	27%	37%	35%		31%	37%	32%
Poor	10%	10%	14%	5%	4%	10%	8%	13%	9%	12%	13%	5%	12%	6%	17%	6%	5%	15%	9%	13%	6%	7%	12%	5%	17%	11%	8%	11%	7%	13%	11%	6%		1%	11%	7%
Terrible - want to avoid this airline in the future	6%	7%	14%	5%	5%	6%	5%	2%	7%	6%	5%	9%	6%	4%	5%	9%	8%	6%	6%	4%	8%	8%	6%	9%	4%	5%	3%	10%	6%	3%	9%	8%		4%	8%	11%
Top2Box	50%	42%	34%	55%	44%	54%	64%	40%	51%	49%	49%	54%	48%	53%	46%	54%	55%	45%	52%	46%	54%	54%	53%	54%	42%	50%	52%	49%	52%	57%	43%	50%		54%	44%	50%
Bottom2Box	17%	17%	28%	11%	9%	16%	13%	15%	15%	18%	18%	14%	18%	11%	22%	16%	12%	21%	15%	17%	14%	15%	18%	15%	21%	16%	11%	21%	12%	16%	21%	15%		15%	19%	18%

Q3.[WestJet]How would you describe your overall experience?

Sample Size	388	77	74	48	30	115	20	29	197	191	128	140	120	39	89	75	65	64	55	64	72	61	64	68	59	114	124	150	77	136	118	58	228	160	135	253
Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights					
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Excellent - look forward to flying them again	35%	28%	42%	52%	48%	35%	10%	28%	30%	40%	34%	29%	43%	28%	36%	27%	32%	45%	41%	22%	31%	36%	45%	27%	50%	41%	29%	35%	39%	35%	32%	34%		35%	37%	31%
Good	42%	44%	32%	40%	37%	45%	63%	42%	45%	39%	44%	44%	38%	55%	39%	38%	51%	35%	42%	52%	39%	45%	36%	49%	31%	38%	45%	43%	39%	40%	43%	51%		41%	42%	46%
Average	19%	21%	21%	8%	15%	18%	16%	26%	20%	18%	20%	22%	15%	17%	22%	29%	15%	18%	11%	24%	24%	11%	16%	20%	19%	20%	19%	19%	17%	22%	20%	15%		19%	18%	21%
Poor	3%	5%	4%				1%	8%	4%	5%	2%	2%	4%	3%		3%	7%	1%	3%	3%	2%	6%	6%	2%	3%		6%	3%	3%	2%	6%			4%	2%	2%
Terrible - want to avoid this airline in the future	1%	2%					4%		1%	0%		1%	1%				1%		3%			2%				2%		2%	1%				1%	1%		
Top2Box	77%	72%	75%	92%	85%	80%	73%	71%	75%	80%	78%	73%	81%	83%	75%	64%	83%	80%	83%	74%	70%	81%	82%	76%	81%	80%	73%	78%	79%	75%	75%	85%		76%	79%	77%
Bottom2Box	4%	7%	4%			1%	11%	4%	5%	2%	2%	5%	4%		3%	7%	2%	3%	6%	2%	6%	8%	2%	4%		8%	3%	5%	3%	6%			5%	3%	2%	2%

Q3.[Incl all flyers: Air Canada]How would you describe your overall experience?

Sample Size	788	123	94	61	46	272	128	53	414	373	261	266	261	103	158	134	132	131	130	134	152	129	128	114	132	266	245	277	159	274	227	128	-	470	208	110
Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights					
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Excellent - look forward to flying them again	6%	1%	2%	7%	10%	7%	12%	7%	6%	7%	6%	6%	7%	3%	7%	5%	8%	5%	9%	6%	5%	7%	5%	8%	7%	4%	5%	10%	4%	9%	5%	7%		6%	5%	9%
Good	27%	27%	18%	22%	12%	29%	35%	23%	29%	24%	29%	28%	24%	36%	25%	31%	24%	23%	25%	30%	28%	31%	29%	27%	18%	26%	28%	27%	27%	29%	26%	26%	24%	24%	29%	35%
Average	22%	27%	22%	18%	24%	20%	17%	34%	23%	20%	24%	20%	22%	26%	22%	20%	22%	22%	29%	20%	21%	19%	20%	22%	21%	23%	22%	21%	18%	26%	23%		17%	29%	27%	
Poor	7%	6%	8%	3%	2%	7%	6%	10%	6%	7%	9%	3%	8%	5%	12%	4%	3%	9%	6%	10%	3%	5%	8%	3%	11%	6%	5%	9%	4%	8%	8%	4%		6%	8%	6%
Terrible - want to avoid this airline in the future	4%	5%	8%	3%	2%	4%	3%	2%	5%	4%	3%	5%	4%	3%	4%	6%	5%	4%	4%	3%	5%	6%	4%	6%	2%	3%	2%	7%	3%	2%	7%	6%		2%	6%	10%
Not flown Air Canada	34%	34%	41%	47%	49%	33%	27%	25%	31%	37%	28%	37%	35%	27%	30%	34%	41%	36%	34%	22%	39%	30%	35%	36%	39%	39%	38%	25%	40%	34%	28%	34%	44%	22%	13%	
Top2Box	33%	28%	20%	30%	22%	36%	47%	30%	36%	31%	35%	34%	31%	39%	33%	36%	32%	29%	34%	36%	33%	38%	34%	35%	25%	31%	33%	37%	31%	38%	31%	33%	31%	31%	35%	44%
Bottom2Box	11%	11%	16%	6%	5%	11%	9%	11%	11%	11%	13%	9%	12%	8%	16%	10%	7%	13%	10%	13%	8%	11%	12%	9%	13%	10%	7%	16%	7%	11%	15%	10%		8%	15%	16%

Q3.[Incl all flyers: WestJet]How would you describe your overall experience?

Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights					
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Excellent - look forward to flying them again	17%	18%	34%	42%	30%	15%	2%	16%	14%	21%	17%	15%	20%	11%	20%	15%	16%	22%	18%	11%	15%	17%	23%	16%	22%	18%	15%	19%	19%	18%	16%	16%		14%	22%	23%
Good	21%	28%	26%	32%	23%	19%	10%	25%	21%	20%	22%	23%	18%	21%	22%	21%	25%	17%	18%	25%	19%	21%	18%	29%	14%	17%	23%	23%	19%	20%	22%	23%		16%	24%	34%
Average	9%	13%	17%	6%	9%	8%	2%	15%	10%	9%	10%	12%	7%	6%	12%	16%	7%	9%	5%	12%	12%	5%	8%	12%	8%	9%	9%	10%	8%	11%	10%	7%		7%	11%	16%
Poor	2%	3%	3%			1%	1%	2%	2%	1%	1%	2%	1%		2%	4%	1%	1%	1%	1%	3%	3%	1%	2%		3%	2%	1%	1%	3%			2%	1%	1%	
Terrible - want to avoid this airline in the future	0%	1%					1%	0%	0%		0%	1%					1%		1%			1%				1%		1%	0%				0%	0%		
Not flown Air Canada	51%	36%	20%	20%	38%	58%	84%	42%	52%	49%	51%	47%	54%	62%	44%	44%	51%	51%	57%	52%	52%	53%	50%	40%	55%	57%	49%	46%	52%	50%	48%	55%		61%	41%	25%
Top2Box	38%	46%	60%	74%	52%	34%	12%	41%	36%	41%	38%	39%	37%	31%	43%	36%	41%	39%	36%	35%	33%	38%	41%	46%	36%	34%	37%	42%	38%	37%	39%	38%		30%	46%	58%
Bottom2Box	2%	4%	3%			1%	2%	2%	3%	1%	1%	3%	2%		2%	4%	1%	1%	2%	1%	3%	4%	1%	2%		4%	2%	2%	1%	3%			2%	2%	2%	2%

Q4.[Air Canada]What were the reasons for your poor experience?

Sample Size	87	14	16	5	2	28	11	5	44	43	33	23	31	8	25	14	10	17	13	18	13	14	15	11	17	26	17	44	12	29	34	12	39	30	17	
Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights					
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Cancelled flight (not due to weather)	12%		3%	17%		18%	30%		14%	11%	21%	11%	4%	39%	16%		28%		9%	31%	4%		9%	20%	7%	15%	9%	13%	23%	18%	6%	7%		4%	19%	21%
Significant delay/late flight (not due to weather)	38%	12%	20%	28%		41%	59%	87%	38%	37%	41%	35%	36%	67%	32%	41%	27%	25%	52%	50%	20%	39%	29%	53%	34%	45%	38%	33%	61%	42%	32%	23%		38%	41%	32%
Bumped from a flight	6%	8%	11%			8%			4%	9%	11%		6%		15%			4%	9%	6%		5%	17%		7%	5%		10%	10%	4%	7%	6%		5%	9%	7%
Lost or damaged luggage	25%	19%	39%			19%	29%	32%	28%	22%	46%	6%	17%	67%	40%		15%	14%	20%	44%	11%	23%	49%		12%	20%	28%	27%	23%	18%	35%	17%		21%	20%	42%
Poor in-flight service	53%	62%	39%	15%	100%	64%	44%	32%	45%	61%	52%	53%	54%	69%	46%	52%	55%	56%	50%	36%	49%	51%	70%	58%	55%	60%	31%	57%	29%	49%	58%	69%		59%	51%	42%
Lack of legroom/cabin space	52%	55%	43%	39%		53%	74%	32%	55%	48%	57%	49%	49%	87%	47%	61%	32%	50%	47%	64%	51%	48%	47%	46%	50%	46%	36%	61%	51%	52%	55%	42%		49%	57%	49%
Poor customer service during booking/check-in/at the gate	61%	44%	56%	39%	100%	70%	46%	86%	55%	67%	63%	65%	55%	81%	57%	65%	66%	59%	51%	57%	56%	53%	70%	76%	57%	71%	41%	62%	47%	64%	54%	86%		61%	55%	70%
Other passengers ruined the experience	7%	11%	4%		52%	10%			8%	5%	5%	16%	2%	21%		27%			5%	9%	11%	5%		21%		9%		8%	6%	6%	9%	5%		10%		18%

Q4.[WestJet]What were the reasons for your poor experience?

Sample Size	14	5	3	-	-	2	2	1	10	4	3	7	5	-	3	5	2	2	3	1	4	5	1	3	-	-	10	4	4	4	7	-	-	9	4	1	
Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights						
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer		
Cancelled flight (not due to weather)	5%						32%				20%		11%						50%								8%		22%						9%		
Significant delay/late flight (not due to weather)	13%	24%	20%						6%	32%		18%	14%					23%		22%			14%				12%	16%				29%			14%	18%	
Bumped from a flight	16%						36%	100%	21%			19%	18%					25%		49%							22%		37%	22%					24%		
Poor in-flight service	36%	58%	38%				32%		19%	80%	43%	48%	15%		43%	48%	50%		24%		32%	15%	100%	72%			40%	26%	42%		54%			56%			
Lack of legroom/cabin space	36%	28%	58%			49%	32%		42%	20%		30%	62%			24%	50%	51%	69%		32%	62%		28%			44%	16%	42%	18%	43%			31%	62%		
Poor customer service during booking/check-in/at the gate	20%	28%	42%						28%		57%		30%		57%				47%	100%		30%					29%		20%	54%			8%	58%			
Other passengers ruined the experience	26%	28%	38%			51%			35%			40%	20%					31%		67%	20%						13%	58%		24%	41%			25%		100%	

Q5.Let's think about the last 10 years. Based on your experiences and general perceptions of the airline industry, would you say the quality of service on airlines in the U.S. and Canada has improved or worsened, overall, in the last 10 years?

Sample Size	1506	202	151	101	98	502	354	98	737	769	436	525	545	178	258	248	277	249	295	204	278	255	232	248	289	634	476	396	470	496	298	243	718	470	208	110
Total	Region								Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights					
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Improved over the last 10 years	9%	7%	10%	9%	3%	8%	13%	6%	9%	9%	14%	7%	7%	16%	12%	7%	8%	10%	5%	14%	7%	8%	13%	8%	7%	9%	9%	9%	10%	8%	9%	8%	8%	11%	8%	10%
Stayed the same	26%	20%	23%	28%	35%	28%	29%	25%	31%	22%	33%	31%	17%	35%	31%	35%	27%	15%	20%	36%	35%	22%	30%	26%	13%	24%	29%	27%	23%	29%	30%	24%	20%	33%	32%	28%
Worsened over the last 10 years	44%	57%	54%	36%	40%	46%	30%	51%	44%	45%	35%	42%	54%	30%	38%	40%	45%	56%	53%	36%	42%	54%	34%	43%	55%	38%	44%	56%	37%	45%	54%	46%	38%	46%	56%	59%
Not sure/Can't say	20%	16%	14%	26%	21%	18%	28%	18%	16%	24%	19%	20%	21%	19%	19%	19%	21%	19%	22%	14%	17%	16%	24%	23%	25%	29%	18%	8%	32%	16%	8%	21%	34%	9%	5%	3%

Q6. When you book a flight for personal reasons, which of the following statements more closely reflects your overall approach?

Sample Size	788	123	94	61	46	272	128	53	414	373	261	266	261	103	158	134	132	131	130	134	152	129	128	114	132	266	245	277	159	274	227	128	-	470	208	110
Total	Region								Gender		Age			Age_Fine						Age Gender						Education			Household Income				Flights			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
I'm willing to pay more for air fare in order to secure a better overall flying experience	58%	54%	55%	44%	53%	62%	62%	46%	58%	57%	49%	60%	65%	38%	56%	55%	64%	67%	63%	50%	59%	66%	47%	61%	64%	60%	54%	59%	57%	55%	59%	61%		55%	62%	61%
I'm willing to tolerate a poor overall flying experience if it means I get the cheapest possible ticket	42%	46%	45%	56%	47%	38%	38%	54%	42%	43%	51%	40%	35%	62%	44%	45%	36%	33%	37%	50%	41%	34%	53%	39%	36%	40%	46%	41%	43%	45%	41%	39%		45%	38%	39%

Q7. Thinking about the airline industry in Canada and the U.S. as a whole, based on whatever you've seen or heard, which of the following statements is closer to your own opinion?

Sample Size	1506	202	151	101	98	502	354	98	737	769	436	525	545	178	258	248	277	249	295	204	278	255	232	248	289	634	476	396	470	496	298	243	718	470	208	110
Total	Region								Gender		Age			Age_Fine						Age Gender						Education			Household Income				Flights			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
The airline industry is working well - there is competition between airlines, leading to the most favourable combination	35%	27%	29%	39%	40%	32%	47%	30%	31%	39%	42%	34%	30%	51%	36%	32%	37%	30%	30%	31%	34%	29%	52%	35%	31%	38%	34%	32%	39%	34%	30%	36%	36%	36%	31%	36%
The airline industry is broken - airlines operate like a cartel, with minimal competition leading to poor prices and ser	65%	73%	71%	61%	60%	68%	53%	70%	69%	61%	58%	66%	70%	49%	64%	68%	63%	70%	70%	69%	66%	71%	48%	65%	69%	62%	66%	68%	61%	66%	70%	64%	64%	64%	69%	64%

Q8. Adjusted for inflation, air fares have dropped over the last 20 years or so. Some say this is an improvement because it makes air travel more accessible others say the decrease is offset by extra fees, which is closer to your opinion?

Total	Region								Gender		Age			Age_Fine						Age Gender						Education			Household Income				Flights			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
Lower prices are a major improvement	37%	38%	38%	53%	45%	33%	39%	36%	37%	38%	51%	39%	24%	58%	46%	42%	35%	27%	22%	48%	41%	22%	53%	36%	26%	41%	35%	33%	40%	36%	33%	37%	37%	39%	35%	31%
Lower prices are not much of an improvement	63%	62%	62%	47%	55%	67%	61%	64%	63%	62%	49%	61%	76%	42%	54%	58%	65%	73%	78%	52%	59%	78%	47%	64%	74%	59%	65%	67%	60%	64%	67%	63%	63%	61%	65%	69%

Q9. There have been some highly publicized stories about negative passenger experiences on airlines, man was forcibly removed from a flight, a child bumped from an over-booked flight. Which of the following statements is closer to your opinion?

Total	Region								Gender		Age			Age_Fine						Age Gender						Education			Household Income				Flights			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer	
These stories show airlines have a serious problem with customer service	76%	77%	71%	75%	75%	78%	71%	84%	73%	78%	71%	74%	81%	74%	69%	72%	77%	83%	79%	66%	74%	77%	75%	75%	84%	77%	76%	73%	78%	75%	74%	74%	79%	73%	76%	67%
These are isolated incidents that have been overblown by the media	24%	23%	29%	25%	25%	22%	29%	16%	27%	22%	29%	26%	19%	26%	31%	28%	23%	17%	21%	34%	26%	23%	25%	25%	16%	23%	24%	27%	22%	25%	26%	26%	21%	27%	24%	33%

Q10. Some say these horror stories mean gov'ts should implement stricter regulations on the airline industry. Others say the bad publicity of these stories will lead the market to punish these airlines. Which is closer to your opinion?

	Total	Region							Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer
Governments should regulate the airline industry more strictly to prevent situations like these	63%	70%	54%	58%	61%	60%	66%	76%	62%	64%	65%	61%	64%	66%	64%	60%	63%	64%	64%	64%	61%	62%	65%	62%	66%	65%	62%	63%	68%	61%	60%	63%	64%	63%	67%	53%
Market forces will punish airlines that provide poor service - governments should stay out	37%	30%	46%	42%	39%	40%	34%	24%	38%	36%	35%	39%	36%	34%	36%	40%	37%	36%	36%	36%	39%	38%	35%	38%	34%	35%	38%	37%	32%	39%	40%	37%	36%	37%	33%	47%

Q11. Suppose the federal government did introduce new regulations on the airline industry - such as a ban on involuntary bumping. What effect, if any, do you think that would have on air fares?

	Total	Region							Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer
Fares would go up a lot	23%	21%	24%	19%	25%	25%	19%	27%	20%	25%	26%	24%	18%	31%	23%	29%	20%	18%	23%	22%	15%	30%	26%	21%	23%	23%	21%	23%	22%	22%	24%	23%	24%	19%	27%
Fares would go up a little	39%	41%	39%	46%	34%	37%	40%	41%	41%	37%	38%	40%	39%	41%	36%	40%	37%	40%	38%	43%	40%	38%	36%	37%	35%	42%	41%	38%	39%	41%	39%	38%	38%	45%	41%
No effect - fares would not change	38%	38%	37%	35%	41%	39%	41%	32%	39%	38%	35%	36%	43%	27%	41%	31%	41%	45%	42%	39%	35%	44%	32%	38%	42%	34%	38%	39%	39%	37%	36%	40%	38%	36%	33%

Q12. Suppose air fares increased by 10 per cent as a result of new government regulations - such as a ban on involuntary bumping and a limit on how much airlines can charge in fees. In your opinion, would that be:

	Total	Region							Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	None	Occasional Flyer	Moderate Flyer	Frequent Flyer
Worth it to have better protection for air travellers	57%	60%	49%	58%	58%	56%	59%	64%	54%	61%	54%	54%	64%	59%	50%	54%	54%	63%	64%	49%	55%	56%	58%	53%	70%	58%	53%	62%	60%	56%	53%	59%	58%	58%	56%	49%
Not worth it, better to keep air fares as low as possible	43%	40%	51%	42%	42%	44%	41%	36%	46%	39%	46%	46%	36%	41%	50%	46%	46%	37%	36%	51%	45%	44%	42%	47%	30%	42%	47%	38%	40%	44%	47%	41%	42%	42%	44%	51%