

	Total	Region				Gender		Age						Age Gender						Education			Household Income				Flights						
		Northeast	Midwest	South	West	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	1533	311	410	508	304	739	794	456	542	535	160	296	389	153	260	275	206	283	270	250	279	265	633	475	425	772	477	187	96	775	368	238	152

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 U.S.?

	Total	Region				Gender		Age						Age Gender						Education			Household Income				Flights							
		Northeast	Midwest	South	West	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	51%	45%	59%	52%	45%	48%	53%	40%	47%	63%	40%	40%	46%	52%	61%	64%	35%	42%	64%	45%	52%	61%	64%	51%	30%	65%	38%	18%	56%	100%				
One or two flights	24%	27%	20%	23%	27%	22%	26%	24%	26%	22%	25%	23%	27%	24%	22%	22%	21%	25%	20%	26%	27%	28%	21%	27%	26%	19%	30%	26%	25%		100%			
Three to five	16%	14%	14%	16%	17%	18%	14%	19%	17%	11%	17%	11%	17%	18%	11%	11%	22%	22%	10%	17%	13%	12%	11%	13%	23%	11%	20%	24%	14%		100%			
Six to 10	6%	7%	4%	5%	8%	8%	4%	9%	6%	3%	8%	9%	7%	4%	4%	4%	3%	12%	7%	9%	6%	2%	3%	6%	11%	3%	6%	20%	4%					60%
More than 10 flights in the past 2 years	4%	7%	2%	4%	3%	5%	3%	8%	3%	1%	6%	9%	4%	3%	1%	1%	10%	4%	1%	6%	3%	0%	1%	3%	9%	1%	6%	12%	1%					40%

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

	Total	Region				Gender		Age						Age Gender						Education			Household Income				Flights						
		Northeast	Midwest	South	West	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	758	165	176	235	165	382	376	273	286	200	96	177	212	74	100	100	135	152	96	138	134	104	226	234	299	267	296	153	42	775	368	238	152
Alaska Airlines	13%	13%	5%	7%	28%	12%	14%	20%	10%	9%	19%	20%	13%	3%	9%	8%	23%	6%	8%	17%	15%	10%	11%	13%	15%	7%	13%	22%	29%		7%	9%	36%
American Airlines	41%	45%	34%	44%	38%	45%	37%	50%	43%	26%	43%	53%	46%	33%	32%	20%	56%	46%	29%	44%	39%	24%	36%	35%	49%	31%	43%	57%	27%		25%	52%	62%
Delta	41%	41%	44%	42%	36%	44%	37%	49%	39%	31%	47%	51%	41%	34%	39%	26%	54%	39%	38%	45%	39%	24%	38%	37%	45%	41%	39%	47%	28%		30%	41%	66%
JetBlue	18%	36%	6%	15%	15%	20%	15%	22%	21%	7%	19%	24%	24%	13%	9%	5%	26%	23%	8%	18%	19%	6%	15%	18%	20%	14%	18%	25%	16%		11%	18%	35%
Southwest	43%	34%	44%	46%	44%	43%	43%	42%	46%	40%	33%	47%	46%	44%	35%	45%	42%	43%	43%	42%	49%	37%	35%	49%	44%	41%	44%	43%	46%		34%	45%	62%
United	35%	39%	34%	33%	37%	35%	35%	41%	33%	31%	40%	41%	35%	28%	34%	27%	41%	31%	34%	41%	36%	28%	25%	35%	43%	28%	37%	46%	28%		21%	40%	64%
Air Canada	10%	15%	5%	7%	12%	11%	9%	15%	11%	1%	13%	16%	13%	4%	1%	2%	19%	9%	2%	11%	13%	1%	6%	9%	13%	6%	11%	18%	1%		1%	9%	32%
WestJet	3%	6%	1%	2%	4%	3%	3%	6%	3%	6%	2%	7%	4%	1%	1%	9%	1%	1%	4%	5%	1%	1%	4%	4%	1%	4%	6%	1%		1%	1%	13%	
None of these airlines	4%	4%	4%	2%	5%	3%	4%	2%	3%	7%	3%	1%	4%	3%	7%	7%	2%	4%	3%	2%	3%	10%	6%	3%	3%	4%	3%	4%	5%		6%	2%	

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

	Total	Region				Gender		Age						Age Gender						Education			Household Income				Flights						
		Northeast	Midwest	South	West	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	101	18	10	18	45	47	54	53	30	18	18	35	28	2	9	8	30	9	7	23	20	11	26	32	44	19	39	34	9	-	25	21	55
Excellent - look forward to flying them again	47%	33%	60%	57%	47%	48%	46%	36%	71%	39%	50%	39%		54%	91%	47%	23%	78%	44%	42%	67%	50%	38%	53%	34%	45%	60%	37%		48%	47%	47%	
Good	30%	55%	11%	21%	27%	29%	31%	31%	38%	15%	35%	28%	37%	53%	20%	9%	29%	36%	22%	33%	39%	10%	26%	32%	31%	39%	34%	21%	25%		36%	23%	30%
Average	18%	12%	29%	12%	21%	15%	21%	17%	23%	14%	26%	13%	24%		26%		13%	31%		23%	23%	20%	23%	14%	26%	15%	12%	38%		15%	26%	17%	
Terrible - want to avoid this airline in the future	4%			9%	4%	9%		3%	3%				47%				11%	10%				4%	7%	2%		5%	7%				4%	6%	
Top2Box	78%	88%	71%	78%	75%	76%	79%	77%	74%	86%	74%	78%	76%	53%	74%	100%	76%	59%	100%	77%	81%	77%	76%	70%	84%	74%	80%	81%	62%		85%	70%	77%
Bottom2Box	4%			9%	4%	9%		6%	3%				47%				11%	10%				4%	7%	2%		5%	7%				4%	6%	

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

	Total	Region				Gender		Age						Age Gender						Education			Household Income				Flights						
		Northeast	Midwest	South	West	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	310	71	64	103	62	172	138	135	122	53	41	94	97	25	33	20	75	69	28	61	53	25	81	82	147	83	128	88	12	-	93	123	95
Excellent - look forward to flying them again	25%	30%	19%	22%	29%	30%	18%	36%	18%	13%	37%	36%	20%	11%	12%	14%	49%	18%	11%	20%	18%	14%	30%	21%	24%	18%	24%	34%	15%		19%	18%	40%
Good	39%	27%	46%	41%	41%	41%	36%	33%	41%	47%	33%	33%	40%	45%	42%	56%	31%	48%	52%	36%	32%	43%	46%	44%	32%	41%	43%	29%	48%		32%	48%	33%
Average	30%	34%	25%	33%	24%	23%	39%	24%	34%	35%	23%	25%	34%	35%	41%	26%	13%	29%	34%	38%	41%	36%	22%	28%	36%	34%	29%	18%		44%	27%	21%	
Poor	5%	9%	7%	4%	3%	4%	7%	5%	6%	5%	6%	5%	6%	3%	5%	4%	5%	3%	6%	8%	6%	3%	4%	7%	7%	3%	6%	20%		5%	6%	5%	
Terrible - want to avoid this airline in the future	1%	3%	1%	2%	1%	1%		1%	1%				5%				2%	2%						3%			1%				1%	1%	1%
Top2Box	64%	57%	65%	63%	70%	71%	54%	69%	59%	60%	71%	69%	60%	57%	54%	70%	80%	66%	63%	56%	51%	57%	76%	65%	57%	59%	67%	63%	62%		51%	66%	73%
Bottom2Box	6%	9%	10%	4%	5%	6%	7%	7%	7%	5%	6%	7%	6%	8%	5%	4%	7%	5%	3%	6%	8%	6%	3%	8%	7%	7%	3%	8%	20%		5%	7%	6%

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

Sample Size	307	69	80	104	63	168	139	135	111	61	45	89	86	25	35	26	73	59	36	62	52	25	85	86	136	109	116	71	12	-	109	98	100
Total	Region				Gender		Age			Age_Fine					Age Gender					Education				Household Income				Flights					
	Northeast	Midwest	South	West	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	33%	22%	29%	43%	30%	35%	31%	32%	39%	25%	28%	34%	38%	42%	26%	23%	34%	41%	26%	29%	37%	23%	42%	31%	28%	33%	31%	35%	46%		37%	25%	37%
Good	38%	45%	40%	33%	37%	41%	33%	40%	30%	47%	38%	41%	27%	42%	50%	44%	42%	38%	47%	38%	22%	47%	41%	32%	39%	38%	38%	39%	26%		30%	45%	40%
Average	22%	23%	30%	17%	24%	21%	25%	20%	22%	27%	17%	24%	16%	24%	31%	22%	16%	25%	18%	29%	30%	15%	22%	27%	20%	23%	23%	28%		25%	26%	17%	
Poor	5%	10%	1%	5%	5%	2%	10%	7%	8%	1%	7%	7%	8%				2%	3%	2%	15%		2%	11%	4%	7%	8%	1%			8%	4%	5%	
Terrible - want to avoid this airline in the future	1%			1%	3%	2%	1%	1%	2%			2%	3%				2%	2%					3%	1%	2%		2%			1%	1%	1%	
Top2Box	71%	67%	69%	77%	67%	76%	64%	72%	69%	72%	66%	75%	65%	84%	76%	67%	76%	78%	74%	67%	59%	70%	83%	64%	68%	71%	69%	74%	72%		67%	69%	77%
Bottom2Box	7%	10%	1%	7%	9%	3%	11%	8%	8%	1%	7%	9%	11%		2%	2%	6%	2%	15%	11%		2%	14%	5%	9%	8%	3%			9%	5%	6%	

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

Sample Size	135	58	12	36	26	78	57	60	61	14	18	42	52	10	9	5	35	35	8	25	26	7	34	41	60	36	54	38	7	-	40	42	53
Total	Region				Gender		Age			Age_Fine					Age Gender					Education				Household Income				Flights					
	Northeast	Midwest	South	West	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	51%	47%	48%	59%	46%	49%	53%	60%	47%	27%	73%	55%	43%	67%	25%	31%	56%	45%	28%	66%	48%	25%	49%	65%	41%	37%	55%	54%	69%		46%	44%	59%
Good	33%	31%	31%	32%	40%	34%	32%	30%	31%	57%	22%	33%	34%	15%	68%	39%	33%	29%	63%	26%	33%	51%	27%	22%	44%	34%	32%	35%	31%		35%	31%	33%
Average	12%	16%	22%	7%	11%	12%	13%	7%	16%	16%	5%	8%	18%	8%	8%	30%	6%	18%	9%	8%	14%	24%	15%	9%	13%	22%	8%	11%		13%	22%	3%	
Poor	2%	3%			3%	2%	2%	3%	2%			4%	2%				5%						4%	2%	2%	4%				2%		4%	
Terrible - want to avoid this airline in the future	2%	4%		2%		4%			5%				4%	10%			8%					9%			6%	2%				5%	2%		
Top2Box	84%	78%	78%	91%	86%	83%	85%	90%	77%	84%	95%	88%	76%	82%	92%	70%	89%	74%	91%	92%	81%	76%	76%	87%	86%	71%	87%	89%	100%		81%	75%	93%
Bottom2Box	4%	7%		2%	3%	6%	2%	3%	7%		4%	6%	10%			5%	8%				9%	9%	4%	2%	7%	6%				7%	4%	4%	

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

Sample Size	325	56	77	105	74	163	162	115	130	80	32	83	98	33	35	45	56	65	42	58	65	39	80	114	131	110	130	65	20	-	125	106	94
Total	Region				Gender		Age			Age_Fine					Age Gender					Education				Household Income				Flights					
	Northeast	Midwest	South	West	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	45%	47%	42%	46%	43%	44%	45%	45%	37%	56%	41%	47%	36%	42%	46%	64%	44%	42%	47%	46%	33%	65%	51%	44%	41%	43%	45%	47%	41%		46%	37%	51%
Good	42%	28%	49%	44%	40%	42%	42%	36%	51%	34%	29%	38%	53%	45%	38%	32%	35%	50%	38%	37%	53%	29%	38%	42%	43%	42%	40%	39%		47%	44%	32%	
Average	12%	20%	7%	10%	14%	12%	12%	18%	8%	10%	30%	13%	8%	9%	18%	4%	20%	4%	14%	16%	12%	6%	10%	11%	15%	13%	11%	20%		7%	17%	14%	
Poor	1%	1%	1%		3%	2%	1%	1%	2%		1%	2%	5%				1%	3%			1%		3%	1%	1%	2%				1%	2%	2%	
Terrible - want to avoid this airline in the future	0%	3%					1%	1%	1%			1%									1%	1%			1%	1%						2%	
Top2Box	86%	76%	92%	90%	83%	86%	86%	81%	89%	90%	70%	85%	89%	87%	82%	96%	79%	82%	86%	82%	85%	94%	89%	87%	84%	86%	86%	80%		83%	81%	83%	
Bottom2Box	2%	4%	1%		3%	2%	2%	1%	3%		2%	2%	5%			1%	3%			1%	2%	1%	3%	1%	1%	2%	1%			1%	2%	3%	

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

Sample Size	267	65	63	81	62	135	133	111	95	62	39	72	74	20	35	27	55	47	33	56	48	29	57	82	129	75	110	71	12	-	76	94	98
Total	Region				Gender		Age			Age_Fine					Age Gender					Education				Household Income				Flights					
	Northeast	Midwest	South	West	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	19%	19%	12%	24%	17%	22%	16%	25%	19%	7%	18%	29%	22%	9%	6%	8%	33%	22%	4%	18%	16%	11%	25%	16%	18%	10%	18%	29%	19%		17%	9%	30%
Good	37%	32%	51%	31%	40%	37%	37%	28%	50%	33%	26%	30%	49%	55%	27%	41%	28%	49%	37%	29%	51%	29%	44%	46%	29%	41%	41%	30%	17%		43%	41%	29%
Average	32%	36%	26%	30%	36%	31%	33%	31%	26%	43%	40%	27%	28%	20%	47%	37%	30%	20%	49%	32%	33%	36%	26%	23%	41%	36%	30%	27%	57%		30%	40%	27%
Poor	6%	6%	6%	7%	5%	6%	6%	9%	3%	5%	11%	8%	1%	8%	7%	3%	6%	5%	6%	12%		5%		8%	7%	9%	3%	7%	6%		4%	7%	6%
Terrible - want to avoid this airline in the future	6%	7%	4%	9%	2%	4%	8%	6%	2%	11%	5%	7%		9%	12%	10%	3%	4%	4%	9%		20%	6%	7%	5%	3%	7%	7%		6%	4%	7%	
Top2Box	56%	51%	63%	55%	57%	60%	53%	54%	69%	41%	44%	59%	71%	63%	33%	50%	61%	71%	41%	47%	67%	40%	68%	62%	47%	52%	59%	59%	36%		59%	50%	60%
Bottom2Box	12%	13%	10%	15%	7%	9%	14%	15%	4%	17%	16%	15%	1%	17%	19%	13%	9%	9%	10%	21%		24%	6%	15%	12%	12%	10%	14%	6%		10%	11%	14%

Q4.[Alaska Airlines]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	4	-	-	2	2	4	-	3	1	-	-	3	-	1	-	-	3	1	-	-	-	-	1	2	1	-	2	2	-	-	-	1	3	
Total	Region				Gender		Age			Age_Fine						Age Gender					Education			Household Income				Flights						
	Northeast	Midwest	South	West	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)	78%			51%	100%	78%		100%							100%								100%	100%		52%	100%						100%	
Significant delay/late flight (not due to weather)	100%			100%	100%	100%		100%	100%						100%	100%							100%	100%		100%	100%						100%	100%
Bumped from a flight	78%			51%	100%	78%		100%							100%								100%	100%		52%	100%						100%	
Lost or damaged luggage	78%			51%	100%	78%		100%							100%								100%	100%		52%	100%						100%	
Poor in-flight service	33%				59%	33%			42%						42%								59%			59%								42%
Lack of legroom/cabin space	33%				59%	33%			42%						42%								59%			59%								42%

Q4.[American Airlines]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	19	6	4	5	4	10	9	9	8	2	2	6	6	2	2	1	5	4	1	3	4	2	2	6	11	6	4	7	2	-	5	9	6	
Total	Region				Gender		Age			Age_Fine						Age Gender					Education			Household Income				Flights						
	Northeast	Midwest	South	West	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)	7%				35%	14%		16%							26%								22%				21%							24%
Significant delay/late flight (not due to weather)	60%	79%	31%	50%	75%	45%	75%	53%	35%						100%	38%	43%	100%	78%	100%		100%	52%	56%	75%	40%	57%	69%		32%	71%	67%		
Bumped from a flight	4%			16%				9%							32%									7%	14%								16%	
Lost or damaged luggage	19%	19%	19%		40%	9%	29%	13%	31%						18%	27%	42%						32%	15%		45%		69%		17%	19%	19%		
Poor in-flight service	42%	70%	54%	31%	14%	71%	33%	45%	65%	30%	34%	60%			100%	12%	21%		66%	64%	100%	100%	12%	48%	78%	28%	31%		50%	49%	24%			
Lack of legroom/cabin space	48%	75%	69%	34%	37%	59%	40%	51%	65%	68%	29%	34%	100%		30%	57%		56%	46%	100%	100%	66%	28%	48%	85%	29%	31%		53%	53%	35%			
Poor customer service during booking/check-in/at the gate	56%	79%	41%	33%	65%	37%	75%	57%	60%	35%	30%	67%	61%	58%	100%	30%	33%	100%	100%	83%	100%	37%	58%	62%	67%	27%	100%		15%	85%	47%			
Other passengers ruined the experience	4%	11%			7%		8%								13%								6%	12%								8%		

Q4.[Delta]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	21	6	1	8	6	5	15	11	9	1	3	8	9	-	-	1	1	3	1	9	6	-	2	12	7	10	9	2	-	-	9	5	6
Total	Region				Gender		Age			Age_Fine						Age Gender					Education			Household Income				Flights					
	Northeast	Midwest	South	West	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)	16%	36%			17%		22%	21%	11%						30%	11%							19%	16%	11%	26%				11%			37%
Significant delay/late flight (not due to weather)	57%	55%	100%	33%	83%	63%	55%	65%	51%						52%	70%	51%					100%	59%		60%	46%				50%	61%	63%	
Bumped from a flight	18%	36%			23%	26%	15%	34%							48%								30%			26%						59%	
Lost or damaged luggage	28%	36%			29%	23%	26%	29%	34%	23%					48%	23%							48%			51%	71%			23%		59%	
Poor in-flight service	30%	18%			29%	48%	26%	32%	38%	23%					52%	33%	23%						39%	24%		55%	71%			23%	31%	41%	
Lack of legroom/cabin space	30%	27%	100%	33%	23%	36%	28%	47%	7%	100%					66%	7%		100%	100%				31%	38%	25%	21%	100%			7%	11%	82%	
Poor customer service during booking/check-in/at the gate	40%	27%	100%	38%	48%	63%	32%	52%	22%	100%	100%	33%	22%		100%	100%	41%	100%	45%	11%			55%	24%	29%	38%	100%		23%	70%	41%		
Other passengers ruined the experience	7%				19%		26%								15%								12%		14%							28%	

Q4.[JetBlue]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	6	4	-	1	1	5	1	2	4	-	-	2	3	1	-	-	2	3	-	-	1	-	3	2	1	3	3	-	-	-	3	1	2
Total	Region				Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights				
	Northeast	Midwest	South	West	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)	20%	30%				100%		28%			36%											64%			38%								54%
Significant delay/late flight (not due to weather)	67%	100%			58%	100%	40%	77%		40%	100%				40%	68%					68%	100%		100%	38%				100%				54%
Bumped from a flight	16%		100%		20%			23%				100%					32%					32%			30%							100%	
Lost or damaged luggage	37%	30%		100%	22%	100%	60%	28%		60%	36%				60%								64%	100%		70%							100%
Poor in-flight service	49%	47%			100%	36%	100%	28%		100%	36%				100%						100%	100%		25%	70%				25%				100%
Lack of legroom/cabin space	37%	30%		100%	22%	100%	60%	28%		60%	36%				60%							64%	100%		70%								100%
Poor customer service during booking/check-in/at the gate	17%			100%	22%		60%			60%					60%								100%		32%								46%

Q4.[Southwest]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	5	2	1	-	2	3	2	2	4	-	-	2	2	1	-	-	1	2	-	1	2	-	1	3	1	1	3	1	-	-	1	2	3	
Total	Region				Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights					
	Northeast	Midwest	South	West	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		
Lost or damaged luggage	14%		100%		26%			19%			31%						34%					24%		52%							100%			
Poor in-flight service	55%	32%	100%		62%	76%	29%		76%		61%	100%				100%				44%		71%	51%	52%	46%	100%				100%				72%
Lack of legroom/cabin space	69%	100%		62%	74%	63%	100%	57%		100%	30%	100%			100%	66%			100%	44%		100%	47%	100%	48%	72%	100%				43%	100%		
Poor customer service during booking/check-in/at the gate	72%	32%	100%	100%	76%	66%		100%			100%	100%			100%					100%		100%	51%	52%	74%	100%			100%	57%			72%	
Other passengers ruined the experience	13%	31%			24%		45%			45%					100%								49%	48%									43%	

Q4.[United]You indicated you had a negative experience on one or more airlines in the last two years. What were the reasons for your poor experience?

Sample Size	31	8	7	12	4	12	19	17	4	10	6	11	1	3	7	4	5	4	3	12	-	7	3	12	16	9	11	10	1	-	8	10	13
Total	Region				Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights				
	Northeast	Midwest	South	West	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)	19%	25%		12%	48%	7%	28%	26%	20%	7%	27%	26%		24%	11%			20%		37%		11%		49%	9%	31%	16%				31%		27%
Significant delay/late flight (not due to weather)	64%	57%	56%	56%	100%	61%	65%	63%	61%	66%	55%	67%	100%	51%	61%	77%	35%	61%	100%	74%		50%	28%	61%	73%	78%	52%	68%			59%	71%	61%
Bumped from a flight	11%	15%	16%	12%		19%	6%	16%	19%		12%	18%				32%	19%			10%			16%	10%		25%			100%			16%	14%
Lost or damaged luggage	14%	29%	11%	11%		11%	16%	5%	20%	26%		8%		24%	23%	31%		20%	15%	7%		31%	26%	7%	17%	9%	7%	26%		6%	6%	24%	
Poor in-flight service	52%	73%	28%	43%	67%	41%	59%	51%	39%	58%	46%	55%		49%	77%	23%	52%	39%	26%	51%		74%	72%	39%	58%	50%	68%	40%		62%	63%	38%	
Lack of legroom/cabin space	53%	39%	44%	70%	35%	62%	47%	48%	59%	57%	56%	44%		73%	76%	23%	84%	59%	33%	34%		69%	26%	44%	65%	78%	40%	41%	100%		47%	47%	61%
Poor customer service during booking/check-in/at the gate	41%	46%	26%	38%	52%	36%	44%	45%		51%	58%	37%		69%	17%	51%		59%	42%		47%	46%	28%	49%	24%	60%	29%	100%		20%	49%	47%	
Other passengers ruined the experience	5%	9%		6%		5%	4%	4%		8%	6%				23%	14%					12%	26%		4%	17%						11%		7%

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	1533	311	410	508	304	739	794	456	542	535	160	296	389	153	260	275	206	263	270	250	279	265	633	475	425	772	477	187	96	775	368	238	152
Total	Region				Gender		Age			Age_Fine						Age Gender					Education				Household Income				Flights				
	Northeast	Midwest	South	West	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	15%	17%	13%	14%	18%	19%	13%	27%	16%	5%	26%	28%	17%	13%	7%	4%	37%	18%	4%	18%	13%	6%	15%	15%	18%	12%	18%	28%	12%	7%	15%	25%	42%
Stayed the same	27%	30%	28%	25%	25%	29%	25%	30%	33%	17%	29%	31%	30%	39%	16%	18%	27%	39%	20%	33%	27%	14%	25%	27%	28%	24%	31%	29%	23%	17%	43%	32%	29%
Worsened over the last 10 years	38%	35%	39%	37%	43%	36%	41%	24%	34%	56%	22%	25%	34%	33%	57%	55%	21%	30%	54%	26%	37%	58%	33%	39%	46%	37%	40%	38%	40%	42%	34%	40%	26%
Not sure/Can't say	19%	17%	20%	24%	14%	17%	22%	19%	18%	22%	23%	16%	19%	16%	20%	23%	15%	13%	22%	22%	22%	22%	28%	19%	8%	27%	11%	5%	26%	33%	8%	3%	3%

Q6. When you book a flight for personal reasons (i.e. not a business trip), which of the following statements more closely reflects your overall approach?

Sample Size	758	165	176	235	165	382	376	273	286	200	96	177	212	74	100	100	135	152	96	138	134	104	226	234	299	267	296	153	42	-	368	238	152
Total	Region				Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights						
	Northeast	Midwest	South	West	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	60%	52%	59%	67%	57%	58%	63%	59%	62%	60%	51%	62%	64%	57%	68%	51%	60%	56%	59%	57%	70%	61%	65%	61%	56%	58%	59%	64%	70%		58%	60%	66%
I'm willing to tolerate a poor overall flying experience if it means I get the cheapest possible ticket	40%	48%	41%	33%	43%	42%	37%	41%	38%	40%	49%	38%	36%	43%	32%	49%	40%	44%	41%	43%	30%	39%	35%	39%	44%	42%	41%	36%	30%		42%	40%	34%

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

Sample Size	1533	311	410	508	304	739	794	456	542	535	160	296	389	153	260	275	206	263	270	250	279	265	633	475	425	772	477	187	96	775	368	238	152
Total	Region				Gender		Age			Age_Fine					Age Gender					Education			Household Income				Flights						
	Northeast	Midwest	South	West	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	42%	40%	39%	44%	42%	45%	39%	52%	46%	29%	57%	49%	46%	48%	31%	27%	63%	46%	30%	42%	46%	28%	45%	38%	41%	40%	44%	47%	35%	36%	47%	45%	54%
The airline industry is broken - airlines operate like a cartel, with minimal competition leading to poor prices and ser	58%	60%	61%	56%	58%	55%	61%	48%	54%	71%	43%	51%	54%	52%	69%	73%	37%	54%	70%	58%	54%	72%	55%	62%	59%	60%	56%	53%	65%	64%	53%	55%	46%

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						
	Northeast	Midwest	South	West	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	47%	48%	46%	50%	41%	48%	46%	59%	51%	32%	57%	59%	51%	53%	34%	31%	62%	52%	33%	55%	51%	32%	53%	42%	43%	47%	47%	46%	46%	43%	52%	47%	55%
Lower prices are not much of an improvement	53%	52%	54%	50%	59%	52%	54%	41%	49%	68%	43%	41%	49%	47%	66%	69%	38%	48%	67%	45%	49%	68%	47%	58%	57%	53%	53%	54%	54%	57%	48%	53%	45%

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						
	Northeast	Midwest	South	West	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	66%	66%	68%	66%	66%	64%	68%	60%	65%	73%	67%	56%	67%	60%	75%	72%	57%	62%	71%	62%	68%	76%	67%	65%	67%	69%	63%	61%	69%	70%	63%	62%	59%
These are isolated incidents that have been overblown by the media	34%	34%	32%	34%	34%	36%	32%	40%	35%	27%	33%	44%	33%	40%	25%	28%	43%	38%	29%	38%	32%	24%	33%	35%	33%	31%	37%	39%	31%	30%	37%	38%	41%

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					
		Northeast	Midwest	South	West	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
Governments should regulate the airline industry more strictly to prevent situations like these	41%	47%	40%	38%	41%	41%	46%	38%	39%	45%	47%	40%	35%	45%	33%	46%	37%	42%	46%	40%	36%	45%	37%	40%	42%	36%	44%	47%	40%	36%	45%	48%
Market forces will punish airlines that provide poor service - governments should stay out	59%	53%	60%	62%	59%	59%	54%	62%	61%	55%	53%	60%	65%	55%	67%	54%	63%	58%	54%	60%	64%	55%	63%	60%	58%	64%	56%	53%	60%	64%	55%	51%

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						
		Northeast	Midwest	South	West	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
Fares would go up a lot	32%	33%	28%	30%	36%	30%	33%	32%	35%	28%	25%	36%	37%	31%	28%	29%	31%	33%	26%	33%	37%	31%	29%	34%	33%	31%	32%	35%	30%	29%	30%	34%	42%
Fares would go up a little	36%	31%	37%	38%	38%	38%	35%	38%	35%	37%	45%	34%	35%	34%	37%	37%	41%	38%	37%	35%	32%	37%	31%	37%	44%	35%	37%	42%	37%	31%	45%	42%	36%
No effect - fares would not change	32%	35%	35%	32%	25%	32%	32%	31%	30%	35%	30%	31%	28%	35%	34%	29%	29%	37%	32%	31%	32%	40%	30%	23%	34%	31%	23%	33%	39%	25%	24%	22%	

Q12. And, suppose air fares increased by 10% 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					
		Northeast	Midwest	South	West	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
Worth it to have better protection for air travellers	56%	62%	50%	56%	59%	55%	58%	60%	57%	52%	59%	61%	59%	54%	56%	49%	62%	56%	48%	59%	58%	57%	57%	56%	56%	56%	57%	58%	53%	57%	65%	62%
Not worth it, better to keep air fares as low as possible	44%	38%	50%	44%	41%	45%	40%	43%	48%	41%	39%	41%	46%	44%	51%	38%	44%	52%	41%	42%	43%	43%	43%	44%	44%	44%	43%	42%	47%	43%	35%	38%