



MORNING CONSULT

Morning Consult
National Tracking Poll #161209
December 16-19, 2016

Crosstabulation Results

Methodology:

This poll was conducted from December 16-19, 2016, among a national sample of 1562 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



Table Index

1	Table BRD1: <i>Are you planning on traveling outside of your current state of residence for winter holidays, such as Christmas and New Years?</i>	4
2	Table BRD2: <i>And how do you plan on traveling?</i>	7
3	Table BRD3: <i>Have you traveled on an airplane for any reason in the last 12 months?</i>	10
4	Table BRD4_1: <i>How important are each of the following when selecting a flight to purchase? Price of the flight</i>	13
5	Table BRD4_2: <i>How important are each of the following when selecting a flight to purchase? Cost of additional fees, such as checked baggage</i>	16
6	Table BRD4_3: <i>How important are each of the following when selecting a flight to purchase? Departure time of the flight</i>	19
7	Table BRD4_4: <i>How important are each of the following when selecting a flight to purchase? Arrival time of the flight</i>	22
8	Table BRD4_5: <i>How important are each of the following when selecting a flight to purchase? Airline providing the flight</i>	25
9	Table BRD4_6: <i>How important are each of the following when selecting a flight to purchase? The airport you depart and arrive from</i>	28
10	Table BRD4_7: <i>How important are each of the following when selecting a flight to purchase? Loyalty programs or elite status</i>	31
11	Table BRD5_1: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following American Airlines</i>	34
12	Table BRD5_2: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following Delta Airlines</i>	37
13	Table BRD5_3: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following United Airlines</i>	40
14	Table BRD5_4: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following Southwest Airlines</i>	43
15	Table BRD5_5: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following JetBlue</i>	46
16	Table BRD5_6: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following Spirit</i>	49
17	Table BRD5_7: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following Frontier</i>	52
18	Table BRD5_8: <i>Please indicate if you have a favorable or unfavorable opinion of each of the following Virgin America</i>	55

19	Table BRD5_9: Please indicate if you have a favorable or unfavorable opinion of each of the following Alaska Airlines	58
20	Table BRD6: Which of the following statements come closest to your view, even if neither is exactly right?	61
21	Table BRD7_1: How important do you consider each of the following when flying? Boarding order . . .	65
22	Table BRD7_2: How important do you consider each of the following when flying? Choosing your own seat	68
23	Table BRD7_3: How important do you consider each of the following when flying? Leg room	71
24	Table BRD7_4: How important do you consider each of the following when flying? Food services for snacks and beverages	74
25	Table BRD7_5: How important do you consider each of the following when flying? Food services for meals on longer flights	77
26	Table BRD7_6: How important do you consider each of the following when flying? Reclining seats . . .	80
27	Table BRD7_7: How important do you consider each of the following when flying? Inflight entertainment via seat-back screens	83
28	Table BRD7_8: How important do you consider each of the following when flying? Power outlets . . .	86
29	Table BRD7_9: How important do you consider each of the following when flying? Wi-Fi	89
30	Table BRD7_10: How important do you consider each of the following when flying? Overhead storage for carry-on luggage	92
31	Table BRD8: How much have you seen, read or heard recently about United Airlines announcement of a new Basic Economy fare class?	95
32	Table BRD9: As you may know, United Airlines recently announced a new Basic Economy fare class. Basic economy tickets will have a lower fare price than regular economy tickets, but will have additional restrictions on passengers. Some of these restrictions include not being able to select a specific seat, carry-on luggage stored in overhead bins will not be permitted and passengers will board in the last boarding group. Knowing this, do you have a more or less favorable view of United Airlines?	98
33	Table BRD10: How likely are you to purchase a Basic Economy fare class, which will have a lower price than regular economy tickets, but will come with additional restrictions?	101
34	Summary Statistics of Survey Respondent Demographics	104

Crosstabulation Results by Respondent Demographics

Table BRD1: Are you planning on traveling outside of your current state of residence for winter holidays, such as Christmas and New Years?

Demographic	Yes		No		Not sure yet		Total N
All Adults	19%	(302)	72%	(1131)	8%	(128)	1562
Gender: Male	25%	(188)	66%	(498)	9%	(65)	752
Gender: Female	14%	(114)	78%	(633)	8%	(63)	810
Age: 18-29	30%	(98)	59%	(194)	11%	(38)	330
Age: 30-44	22%	(91)	68%	(273)	10%	(40)	404
Age: 45-54	13%	(42)	81%	(251)	6%	(18)	311
Age: 55-64	12%	(27)	79%	(185)	9%	(22)	234
Age: 65+	16%	(44)	81%	(228)	4%	(10)	282
PID: Dem (no lean)	25%	(124)	68%	(346)	7%	(36)	506
PID: Ind (no lean)	11%	(69)	79%	(472)	10%	(59)	600
PID: Rep (no lean)	24%	(109)	69%	(314)	7%	(33)	456
PID/Gender: Dem Men	33%	(78)	59%	(138)	7%	(17)	234
PID/Gender: Dem Women	17%	(46)	76%	(207)	7%	(19)	272
PID/Gender: Ind Men	15%	(43)	73%	(204)	12%	(34)	281
PID/Gender: Ind Women	8%	(26)	84%	(268)	8%	(25)	319
PID/Gender: Rep Men	28%	(67)	66%	(156)	6%	(14)	237
PID/Gender: Rep Women	19%	(42)	72%	(158)	9%	(19)	219
Tea Party: Supporter	27%	(103)	64%	(247)	9%	(33)	383
Tea Party: Not Supporter	17%	(200)	75%	(877)	8%	(95)	1172
Ideo: Liberal (1-3)	26%	(119)	69%	(319)	6%	(27)	464
Ideo: Moderate (4)	17%	(61)	72%	(257)	11%	(41)	359
Ideo: Conservative (5-7)	22%	(109)	71%	(358)	7%	(36)	503
Educ: < College	16%	(176)	76%	(841)	8%	(94)	1112
Educ: Bachelors degree	23%	(67)	70%	(206)	8%	(22)	295
Educ: Post-grad	38%	(59)	54%	(84)	8%	(12)	155
Income: Under 50k	15%	(144)	76%	(733)	9%	(87)	964
Income: 50k-100k	24%	(100)	70%	(295)	7%	(29)	424
Income: 100k+	34%	(58)	60%	(103)	7%	(12)	174
Ethnicity: White	19%	(239)	74%	(924)	6%	(80)	1242

Continued on next page

Table BRD1: Are you planning on traveling outside of your current state of residence for winter holidays, such as Christmas and New Years?

Demographic	Yes	No	Not sure yet	Total N
All Adults	19% (302)	72% (1131)	8% (128)	1562
Ethnicity: Hispanic	30% (70)	58% (137)	11% (27)	234
Ethnicity: Afr. Am.	21% (40)	66% (126)	13% (25)	191
Ethnicity: Other	18% (24)	63% (81)	19% (24)	129
Relig: Protestant	21% (73)	73% (253)	6% (22)	348
Relig: Roman Catholic	28% (95)	63% (211)	9% (30)	337
Relig: Ath./Agn./None	15% (66)	74% (312)	11% (46)	424
Relig: Something Else	20% (51)	76% (196)	4% (11)	258
Relig: Evangelical	22% (101)	71% (327)	7% (33)	460
Relig: Non-Evang. Catholics	20% (85)	71% (296)	9% (38)	419
Relig: All Christian	21% (186)	71% (623)	8% (71)	879
Relig: All Non-Christian	17% (116)	75% (509)	8% (57)	682
Community: Urban	25% (105)	66% (277)	9% (40)	422
Community: Suburban	18% (121)	75% (490)	7% (45)	657
Community: Rural	16% (76)	75% (364)	9% (43)	483
Employ: Private Sector	28% (123)	66% (287)	6% (27)	437
Employ: Government	30% (28)	63% (59)	8% (7)	93
Employ: Self-Employed	27% (36)	67% (90)	6% (9)	134
Employ: Homemaker	9% (14)	81% (123)	10% (15)	151
Employ: Student	32% (27)	56% (47)	11% (9)	83
Employ: Retired	13% (42)	82% (261)	4% (14)	317
Employ: Unemployed	8% (14)	77% (138)	15% (27)	179
Employ: Other	12% (20)	76% (127)	12% (21)	167
Job Type: White-collar	28% (134)	67% (320)	5% (25)	479
Job Type: Blue-collar	19% (125)	74% (493)	7% (47)	665
Job Type: Don't Know	11% (44)	76% (318)	13% (56)	418
Military HH: Yes	26% (70)	66% (174)	8% (21)	266
Military HH: No	18% (233)	74% (957)	8% (107)	1296
RD/WT: Right Direction	28% (132)	62% (296)	10% (45)	473
RD/WT: Wrong Track	16% (170)	77% (835)	8% (83)	1089
Obama Job: Approve	23% (189)	68% (562)	9% (75)	826
Obama Job: Disapprove	17% (107)	77% (483)	6% (36)	626

Continued on next page

Table BRD1: Are you planning on traveling outside of your current state of residence for winter holidays, such as Christmas and New Years?

Demographic	Yes	No	Not sure yet	Total N
All Adults	19% (302)	72% (1131)	8% (128)	1562
#1 Issue: Economy	23% (120)	67% (343)	10% (50)	513
#1 Issue: Security	18% (52)	76% (224)	6% (17)	293
#1 Issue: Health Care	16% (37)	77% (178)	8% (18)	232
#1 Issue: Medicare / Social Security	14% (26)	83% (156)	3% (7)	189
#1 Issue: Women's Issues	31% (28)	59% (54)	11% (10)	92
#1 Issue: Education	21% (22)	68% (70)	10% (10)	102
#1 Issue: Energy	12% (7)	75% (46)	14% (8)	61
#1 Issue: Other	13% (11)	76% (62)	11% (9)	81
2016 Vote: Democrat Hillary Clinton	23% (102)	69% (304)	7% (31)	438
2016 Vote: Republican Donald Trump	22% (114)	70% (353)	8% (40)	507
2016 Vote: Someone else	16% (20)	75% (95)	9% (11)	127
2012 Vote: Barack Obama	22% (113)	71% (370)	7% (36)	518
2012 Vote: Mitt Romney	22% (81)	71% (262)	7% (26)	369
2012 Vote: Other	7% (4)	83% (52)	9% (6)	62
2012 Vote: Didn't Vote	17% (104)	73% (445)	10% (61)	610
4-Region: Northeast	21% (59)	73% (209)	6% (17)	285
4-Region: Midwest	15% (49)	79% (267)	6% (20)	336
4-Region: South	24% (136)	66% (382)	10% (60)	578
4-Region: West	16% (58)	75% (273)	9% (32)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2: And how do you plan on traveling?

Demographic	Driving		Flying domestically	Flying inter-nationally	Going on a cruise	Other	Dont Know/ No Opinion	Total N
	Driving less than 5 hours	more than 5 hours						
All Adults	29% (124)	31% (132)	23% (98)	3% (14)	1% (3)	2% (9)	12% (50)	431
Gender: Male	31% (80)	32% (81)	22% (55)	4% (9)	1% (2)	2% (4)	9% (23)	254
Gender: Female	25% (45)	29% (51)	24% (42)	3% (5)	1% (2)	3% (5)	15% (27)	177
Age: 18-29	23% (31)	33% (45)	24% (32)	5% (6)	1% (1)	1% (1)	14% (20)	136
Age: 30-44	39% (51)	25% (33)	19% (25)	2% (3)	1% (1)	2% (3)	12% (16)	131
Age: 45-54	25% (15)	30% (18)	27% (16)	5% (3)	1% (1)	3% (2)	9% (5)	60
Age: 65+	19% (10)	44% (24)	24% (13)	— (0)	— (0)	3% (2)	9% (5)	54
PID: Dem (no lean)	27% (43)	27% (44)	33% (54)	3% (5)	1% (2)	2% (3)	7% (11)	160
PID: Ind (no lean)	30% (38)	25% (32)	18% (24)	2% (3)	1% (1)	4% (5)	20% (26)	128
PID: Rep (no lean)	30% (44)	39% (56)	14% (21)	4% (6)	1% (1)	1% (1)	10% (14)	143
PID/Gender: Dem Men	25% (24)	31% (30)	31% (30)	3% (3)	1% (1)	2% (2)	7% (6)	95
PID/Gender: Dem Women	30% (19)	21% (14)	37% (24)	3% (2)	2% (1)	1% (1)	7% (4)	65
PID/Gender: Ind Men	40% (30)	24% (18)	16% (13)	3% (3)	— (0)	2% (2)	15% (11)	77
PID/Gender: Ind Women	15% (8)	27% (14)	22% (11)	— (0)	2% (1)	7% (3)	28% (14)	51
PID/Gender: Rep Men	32% (26)	40% (33)	16% (13)	4% (3)	1% (1)	1% (1)	6% (5)	81
PID/Gender: Rep Women	29% (18)	39% (24)	12% (7)	5% (3)	— (0)	1% (1)	14% (9)	61
Tea Party: Supporter	32% (44)	35% (48)	17% (23)	5% (6)	— (0)	2% (2)	9% (12)	136
Tea Party: Not Supporter	27% (81)	28% (84)	25% (74)	2% (7)	1% (3)	2% (7)	13% (38)	295
Ideo: Liberal (1-3)	32% (46)	28% (40)	27% (39)	3% (4)	2% (3)	2% (2)	7% (11)	145
Ideo: Moderate (4)	26% (26)	29% (29)	25% (25)	5% (5)	— (0)	3% (3)	13% (13)	102
Ideo: Conservative (5-7)	29% (41)	41% (59)	18% (25)	3% (4)	1% (1)	1% (1)	9% (13)	145
Educ: < College	29% (79)	30% (82)	19% (50)	3% (8)	— (1)	3% (8)	16% (43)	271
Educ: Bachelors degree	28% (25)	35% (31)	30% (27)	2% (2)	2% (2)	1% (1)	3% (3)	89
Educ: Post-grad	30% (21)	28% (19)	28% (20)	6% (4)	1% (1)	1% (1)	6% (4)	71
Income: Under 50k	29% (67)	29% (67)	19% (44)	2% (4)	— (1)	3% (7)	18% (41)	232
Income: 50k-100k	28% (37)	36% (46)	27% (35)	4% (5)	1% (1)	— (1)	4% (5)	129
Income: 100k+	30% (21)	27% (19)	26% (18)	6% (5)	2% (2)	3% (2)	5% (4)	70
Ethnicity: White	31% (100)	31% (98)	22% (70)	4% (12)	1% (3)	1% (4)	10% (32)	319
Ethnicity: Hispanic	28% (27)	28% (27)	27% (26)	4% (4)	1% (1)	2% (2)	11% (10)	97

Continued on next page

Table BRD2: And how do you plan on traveling?

Demographic	Driving		Flying domestically	Flying inter-nationally	Going on a cruise	Other	Dont Know/ No Opinion	Total N
	Driving less than 5 hours	Driving more than 5 hours						
All Adults	29% (124)	31% (132)	23% (98)	3% (14)	1% (3)	2% (9)	12% (50)	431
Ethnicity: Afr. Am.	24% (16)	36% (23)	29% (18)	— (0)	— (0)	3% (2)	9% (6)	65
Relig: Protestant	37% (35)	38% (36)	17% (16)	1% (1)	— (0)	2% (1)	6% (5)	95
Relig: Roman Catholic	30% (37)	24% (30)	29% (36)	4% (5)	1% (2)	3% (3)	10% (12)	125
Relig: Ath./Agn./None	26% (29)	31% (34)	22% (24)	2% (2)	— (0)	1% (1)	19% (21)	112
Relig: Something Else	16% (10)	36% (22)	24% (15)	9% (6)	2% (1)	4% (2)	10% (6)	61
Relig: Evangelical	38% (50)	29% (39)	21% (28)	2% (3)	1% (2)	3% (4)	5% (7)	134
Relig: Non-Evang. Catholics	29% (35)	30% (37)	25% (30)	2% (3)	1% (1)	2% (3)	12% (15)	123
Relig: All Christian	33% (86)	30% (76)	23% (58)	2% (6)	1% (2)	3% (7)	9% (22)	257
Relig: All Non-Christian	22% (39)	32% (56)	23% (39)	4% (8)	1% (1)	2% (3)	16% (27)	173
Community: Urban	25% (37)	31% (44)	26% (38)	5% (7)	1% (2)	2% (3)	10% (15)	145
Community: Suburban	31% (52)	30% (49)	22% (36)	3% (5)	1% (2)	3% (5)	10% (17)	166
Community: Rural	30% (36)	32% (38)	20% (24)	1% (1)	— (0)	1% (1)	16% (19)	119
Employ: Private Sector	35% (52)	27% (41)	28% (43)	3% (5)	2% (3)	1% (1)	3% (5)	150
Employ: Retired	17% (9)	44% (24)	26% (14)	— (0)	— (0)	1% (1)	12% (7)	56
Job Type: White-collar	30% (48)	34% (55)	23% (37)	4% (7)	2% (3)	2% (4)	3% (5)	159
Job Type: Blue-collar	34% (58)	36% (61)	19% (32)	1% (2)	— (0)	1% (1)	10% (16)	171
Job Type: Don't Know	18% (18)	16% (16)	28% (28)	5% (5)	— (0)	4% (4)	29% (29)	100
Military HH: Yes	34% (31)	35% (32)	16% (15)	2% (2)	1% (1)	3% (3)	8% (7)	91
Military HH: No	28% (94)	29% (100)	24% (83)	3% (11)	1% (3)	2% (6)	13% (43)	340
RD/WT: Right Direction	29% (52)	30% (53)	21% (38)	6% (11)	1% (2)	2% (4)	10% (17)	177
RD/WT: Wrong Track	29% (72)	31% (78)	24% (60)	1% (2)	1% (2)	2% (6)	13% (33)	253
Obama Job: Approve	26% (68)	28% (74)	28% (75)	5% (12)	1% (3)	3% (7)	10% (27)	264
Obama Job: Disapprove	37% (52)	38% (54)	16% (22)	1% (2)	— (0)	1% (1)	8% (11)	143
#1 Issue: Economy	35% (59)	31% (53)	21% (35)	2% (3)	1% (2)	1% (1)	10% (16)	170
#1 Issue: Security	24% (16)	32% (22)	29% (20)	5% (4)	— (0)	3% (2)	8% (5)	69
#1 Issue: Health Care	16% (8)	37% (20)	28% (15)	4% (2)	— (0)	1% (1)	14% (7)	54
2016 Vote: Democrat Hillary Clinton	28% (38)	24% (32)	35% (47)	3% (3)	1% (2)	3% (4)	5% (7)	134
2016 Vote: Republican Donald Trump	36% (55)	38% (59)	13% (21)	4% (7)	1% (1)	1% (1)	7% (11)	154

Continued on next page

Table BRD2: *And how do you plan on traveling?*

Demographic	Driving less than 5 hours	Driving more than 5 hours	Flying domestically	Flying inter-nationally	Going on a cruise	Other	Dont Know/ No Opinion	Total N
All Adults	29% (124)	31% (132)	23% (98)	3% (14)	1% (3)	2% (9)	12% (50)	431
2012 Vote: Barack Obama	29% (42)	30% (45)	28% (41)	3% (5)	1% (2)	3% (4)	6% (9)	149
2012 Vote: Mitt Romney	34% (36)	39% (42)	15% (16)	2% (2)	— (0)	1% (1)	8% (8)	107
2012 Vote: Didn't Vote	26% (42)	25% (41)	24% (40)	4% (7)	1% (2)	2% (4)	18% (30)	165
4-Region: Northeast	36% (27)	25% (19)	27% (20)	4% (3)	— (0)	— (0)	8% (6)	76
4-Region: Midwest	36% (25)	17% (12)	23% (16)	3% (2)	1% (1)	3% (2)	16% (11)	69
4-Region: South	26% (51)	40% (78)	17% (33)	3% (5)	1% (2)	1% (3)	12% (23)	196
4-Region: West	23% (21)	26% (24)	31% (28)	3% (3)	1% (1)	5% (4)	11% (10)	90

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3: Have you traveled on an airplane for any reason in the last 12 months?

Demographic	Yes	No	Don't Know / No Opinion	Total N
All Adults	34% (534)	64% (992)	2% (35)	1562
Gender: Male	40% (298)	58% (434)	3% (20)	752
Gender: Female	29% (236)	69% (558)	2% (16)	810
Age: 18-29	39% (128)	56% (186)	5% (17)	330
Age: 30-44	39% (159)	58% (235)	3% (10)	404
Age: 45-54	28% (89)	71% (220)	1% (2)	311
Age: 55-64	29% (69)	68% (160)	2% (5)	234
Age: 65+	32% (91)	68% (191)	— (1)	282
PID: Dem (no lean)	39% (200)	59% (298)	2% (8)	506
PID: Ind (no lean)	28% (166)	69% (412)	4% (22)	600
PID: Rep (no lean)	37% (169)	62% (281)	1% (6)	456
PID/Gender: Dem Men	45% (106)	52% (122)	3% (6)	234
PID/Gender: Dem Women	35% (94)	65% (176)	1% (2)	272
PID/Gender: Ind Men	32% (89)	65% (182)	3% (9)	281
PID/Gender: Ind Women	24% (76)	72% (230)	4% (13)	319
PID/Gender: Rep Men	43% (103)	55% (130)	2% (4)	237
PID/Gender: Rep Women	30% (66)	69% (151)	1% (2)	219
Tea Party: Supporter	38% (145)	62% (236)	1% (2)	383
Tea Party: Not Supporter	33% (389)	64% (750)	3% (32)	1172
Ideo: Liberal (1-3)	44% (203)	54% (250)	2% (11)	464
Ideo: Moderate (4)	34% (123)	64% (229)	2% (7)	359
Ideo: Conservative (5-7)	34% (172)	65% (326)	1% (5)	503
Educ: < College	25% (273)	73% (809)	3% (29)	1112
Educ: Bachelors degree	55% (162)	43% (128)	2% (5)	295
Educ: Post-grad	64% (99)	36% (55)	1% (1)	155
Income: Under 50k	25% (239)	73% (700)	3% (25)	964
Income: 50k-100k	41% (173)	58% (245)	2% (6)	424
Income: 100k+	70% (122)	27% (48)	2% (4)	174
Ethnicity: White	34% (427)	64% (791)	2% (25)	1242
Ethnicity: Hispanic	44% (104)	51% (120)	4% (10)	234

Continued on next page

Table BRD3: Have you traveled on an airplane for any reason in the last 12 months?

Demographic	Yes		No		Don't Know / No Opinion		Total N
All Adults	34%	(534)	64%	(992)	2%	(35)	1562
Ethnicity: Afr. Am.	36%	(68)	64%	(122)	—	(0)	191
Ethnicity: Other	30%	(39)	61%	(79)	8%	(11)	129
Relig: Protestant	34%	(119)	65%	(228)	—	(1)	348
Relig: Roman Catholic	46%	(156)	51%	(172)	3%	(9)	337
Relig: Ath./Agn./None	30%	(126)	67%	(282)	4%	(16)	424
Relig: Something Else	32%	(84)	66%	(170)	2%	(4)	258
Relig: Evangelical	33%	(151)	66%	(304)	1%	(6)	460
Relig: Non-Evang. Catholics	41%	(174)	56%	(237)	2%	(9)	419
Relig: All Christian	37%	(324)	61%	(540)	2%	(14)	879
Relig: All Non-Christian	31%	(210)	66%	(452)	3%	(20)	682
Community: Urban	39%	(165)	59%	(247)	2%	(9)	422
Community: Suburban	39%	(254)	59%	(389)	2%	(14)	657
Community: Rural	24%	(115)	74%	(356)	3%	(12)	483
Employ: Private Sector	52%	(229)	47%	(206)	1%	(3)	437
Employ: Government	47%	(44)	52%	(48)	2%	(1)	93
Employ: Self-Employed	41%	(55)	57%	(77)	2%	(3)	134
Employ: Homemaker	20%	(30)	75%	(114)	5%	(7)	151
Employ: Student	40%	(33)	60%	(49)	1%	(1)	83
Employ: Retired	27%	(85)	72%	(227)	1%	(4)	317
Employ: Unemployed	16%	(30)	79%	(142)	4%	(8)	179
Employ: Other	18%	(29)	77%	(129)	5%	(9)	167
Job Type: White-collar	51%	(244)	48%	(229)	1%	(6)	479
Job Type: Blue-collar	30%	(197)	69%	(461)	1%	(6)	665
Job Type: Don't Know	22%	(93)	72%	(302)	6%	(23)	418
Military HH: Yes	43%	(115)	55%	(147)	1%	(3)	266
Military HH: No	32%	(419)	65%	(845)	2%	(32)	1296
RD/WT: Right Direction	42%	(198)	56%	(265)	2%	(11)	473
RD/WT: Wrong Track	31%	(337)	67%	(727)	2%	(25)	1089
Obama Job: Approve	40%	(334)	57%	(471)	3%	(21)	826
Obama Job: Disapprove	30%	(188)	69%	(433)	1%	(5)	626

Continued on next page

Table BRD3: Have you traveled on an airplane for any reason in the last 12 months?

Demographic	Yes		No		Don't Know / No Opinion		Total N
All Adults	34%	(534)	64%	(992)	2%	(35)	1562
#1 Issue: Economy	41%	(210)	57%	(294)	2%	(9)	513
#1 Issue: Security	29%	(85)	70%	(204)	1%	(4)	293
#1 Issue: Health Care	31%	(73)	64%	(149)	4%	(10)	232
#1 Issue: Medicare / Social Security	25%	(47)	73%	(138)	2%	(3)	189
#1 Issue: Women's Issues	43%	(40)	55%	(50)	2%	(2)	92
#1 Issue: Education	38%	(39)	60%	(61)	2%	(2)	102
#1 Issue: Energy	38%	(23)	61%	(37)	2%	(1)	61
#1 Issue: Other	23%	(19)	71%	(58)	6%	(5)	81
2016 Vote: Democrat Hillary Clinton	43%	(189)	55%	(240)	2%	(9)	438
2016 Vote: Republican Donald Trump	36%	(184)	63%	(319)	1%	(5)	507
2016 Vote: Someone else	47%	(60)	50%	(63)	3%	(4)	127
2012 Vote: Barack Obama	43%	(224)	56%	(290)	1%	(4)	518
2012 Vote: Mitt Romney	38%	(139)	62%	(227)	1%	(3)	369
2012 Vote: Other	26%	(16)	69%	(43)	5%	(3)	62
2012 Vote: Didn't Vote	25%	(155)	70%	(430)	4%	(25)	610
4-Region: Northeast	41%	(117)	58%	(164)	1%	(3)	285
4-Region: Midwest	31%	(103)	67%	(227)	2%	(6)	336
4-Region: South	31%	(179)	66%	(380)	3%	(19)	578
4-Region: West	37%	(134)	61%	(221)	2%	(7)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_1: How important are each of the following when selecting a flight to purchase?
 Price of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	71% (1111)	12% (194)	3% (52)	3% (39)	11% (166)	1562
Gender: Male	66% (499)	17% (130)	5% (34)	3% (22)	9% (67)	752
Gender: Female	76% (612)	8% (64)	2% (18)	2% (17)	12% (99)	810
Age: 18-29	68% (224)	13% (42)	5% (16)	3% (9)	12% (39)	330
Age: 30-44	64% (260)	14% (58)	5% (19)	5% (19)	12% (48)	404
Age: 45-54	71% (222)	13% (42)	3% (10)	— (1)	12% (37)	311
Age: 55-64	77% (179)	9% (20)	2% (4)	3% (6)	11% (25)	234
Age: 65+	80% (226)	12% (33)	1% (3)	1% (4)	6% (17)	282
PID: Dem (no lean)	73% (368)	11% (53)	6% (29)	2% (10)	9% (45)	506
PID: Ind (no lean)	68% (410)	12% (70)	3% (16)	3% (20)	14% (84)	600
PID: Rep (no lean)	73% (333)	16% (71)	1% (6)	2% (9)	8% (37)	456
PID/Gender: Dem Men	68% (158)	16% (37)	7% (16)	4% (9)	6% (15)	234
PID/Gender: Dem Women	77% (210)	6% (17)	5% (14)	— (1)	11% (31)	272
PID/Gender: Ind Men	65% (183)	15% (41)	5% (14)	3% (7)	13% (36)	281
PID/Gender: Ind Women	71% (227)	9% (29)	1% (2)	4% (13)	15% (48)	319
PID/Gender: Rep Men	67% (158)	22% (53)	2% (4)	2% (6)	7% (17)	237
PID/Gender: Rep Women	80% (175)	8% (18)	1% (2)	2% (3)	9% (20)	219
Tea Party: Supporter	71% (272)	12% (46)	4% (17)	2% (7)	11% (41)	383
Tea Party: Not Supporter	71% (836)	12% (146)	3% (35)	3% (32)	11% (124)	1172
Ideo: Liberal (1-3)	73% (338)	15% (70)	4% (17)	2% (9)	6% (29)	464
Ideo: Moderate (4)	70% (251)	13% (47)	6% (21)	3% (11)	8% (30)	359
Ideo: Conservative (5-7)	76% (384)	12% (63)	2% (12)	1% (7)	7% (37)	503
Educ: < College	69% (765)	11% (117)	3% (38)	3% (35)	14% (156)	1112
Educ: Bachelors degree	76% (224)	18% (54)	3% (8)	1% (2)	2% (7)	295
Educ: Post-grad	79% (122)	15% (23)	3% (5)	1% (2)	2% (3)	155
Income: Under 50k	68% (659)	11% (105)	3% (27)	3% (30)	15% (143)	964
Income: 50k-100k	77% (325)	13% (57)	4% (18)	2% (7)	4% (17)	424
Income: 100k+	73% (128)	18% (32)	4% (7)	1% (1)	4% (7)	174

Continued on next page

Table BRD4_1: How important are each of the following when selecting a flight to purchase?
Price of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	71% (1111)	12% (194)	3% (52)	3% (39)	11% (166)	1562
Ethnicity: White	72% (898)	13% (160)	3% (33)	2% (29)	10% (123)	1242
Ethnicity: Hispanic	70% (164)	14% (32)	6% (13)	4% (9)	7% (15)	234
Ethnicity: Afr. Am.	72% (137)	9% (16)	3% (6)	3% (6)	13% (25)	191
Ethnicity: Other	59% (76)	14% (18)	10% (13)	4% (5)	14% (18)	129
Relig: Protestant	79% (276)	11% (37)	2% (6)	1% (3)	7% (25)	348
Relig: Roman Catholic	73% (247)	13% (44)	5% (18)	3% (9)	6% (19)	337
Relig: Ath./Agn./None	66% (280)	13% (53)	3% (12)	4% (16)	15% (62)	424
Relig: Something Else	65% (167)	16% (40)	4% (11)	2% (6)	13% (33)	258
Relig: Evangelical	77% (353)	10% (44)	3% (14)	2% (11)	8% (38)	460
Relig: Non-Evang. Catholics	74% (311)	13% (56)	3% (14)	1% (6)	8% (32)	419
Relig: All Christian	75% (664)	11% (100)	3% (28)	2% (17)	8% (70)	879
Relig: All Non-Christian	66% (447)	14% (94)	3% (23)	3% (22)	14% (95)	682
Community: Urban	66% (278)	16% (66)	5% (21)	2% (10)	11% (47)	422
Community: Suburban	79% (516)	11% (71)	2% (14)	3% (19)	6% (36)	657
Community: Rural	66% (317)	12% (56)	4% (17)	2% (10)	17% (83)	483
Employ: Private Sector	72% (314)	16% (72)	4% (19)	1% (6)	6% (27)	437
Employ: Government	75% (70)	17% (16)	1% (1)	3% (3)	4% (3)	93
Employ: Self-Employed	75% (101)	15% (20)	— (1)	1% (1)	8% (11)	134
Employ: Homemaker	68% (103)	12% (18)	1% (2)	2% (3)	16% (25)	151
Employ: Student	65% (54)	11% (10)	9% (7)	4% (4)	10% (8)	83
Employ: Retired	77% (243)	12% (37)	1% (4)	4% (11)	7% (22)	317
Employ: Unemployed	65% (116)	5% (10)	7% (12)	6% (10)	17% (31)	179
Employ: Other	66% (110)	7% (12)	4% (6)	— (0)	23% (39)	167
Job Type: White-collar	73% (351)	16% (79)	3% (14)	2% (9)	5% (26)	479
Job Type: Blue-collar	73% (484)	13% (87)	3% (21)	2% (14)	9% (59)	665
Job Type: Don't Know	66% (276)	7% (29)	4% (16)	4% (16)	19% (81)	418
Military HH: Yes	74% (195)	14% (38)	3% (8)	2% (6)	7% (18)	266
Military HH: No	71% (916)	12% (155)	3% (44)	3% (33)	11% (148)	1296
RD/WT: Right Direction	66% (314)	18% (85)	4% (19)	3% (15)	9% (40)	473
RD/WT: Wrong Track	73% (797)	10% (109)	3% (33)	2% (24)	12% (126)	1089

Continued on next page

Table BRD4_1: How important are each of the following when selecting a flight to purchase?*Price of the flight*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	71% (1111)	12% (194)	3% (52)	3% (39)	11% (166)	1562
Obama Job: Approve	72% (592)	13% (106)	4% (35)	3% (21)	9% (73)	826
Obama Job: Disapprove	75% (469)	13% (79)	2% (10)	2% (11)	9% (58)	626
#1 Issue: Economy	71% (365)	15% (77)	2% (12)	2% (12)	9% (47)	513
#1 Issue: Security	72% (209)	14% (40)	2% (6)	1% (3)	12% (34)	293
#1 Issue: Health Care	73% (168)	8% (18)	5% (12)	5% (11)	10% (23)	232
#1 Issue: Medicare / Social Security	77% (146)	11% (22)	— (1)	3% (6)	7% (14)	189
#1 Issue: Women's Issues	73% (67)	11% (10)	5% (4)	3% (3)	7% (7)	92
#1 Issue: Education	62% (64)	14% (15)	7% (7)	1% (1)	15% (15)	102
#1 Issue: Energy	72% (44)	8% (5)	6% (4)	1% (1)	13% (8)	61
#1 Issue: Other	60% (49)	9% (7)	7% (6)	2% (2)	22% (18)	81
2016 Vote: Democrat Hillary Clinton	73% (320)	12% (53)	4% (19)	2% (10)	8% (35)	438
2016 Vote: Republican Donald Trump	74% (375)	14% (72)	2% (11)	2% (8)	8% (41)	507
2016 Vote: Someone else	77% (98)	11% (14)	3% (4)	3% (3)	5% (7)	127
2012 Vote: Barack Obama	74% (382)	14% (73)	4% (23)	2% (12)	6% (29)	518
2012 Vote: Mitt Romney	74% (274)	14% (53)	2% (8)	2% (6)	8% (29)	369
2012 Vote: Other	80% (49)	9% (6)	3% (2)	— (0)	8% (5)	62
2012 Vote: Didn't Vote	66% (404)	10% (62)	3% (20)	3% (21)	17% (103)	610
4-Region: Northeast	71% (203)	13% (38)	3% (8)	3% (9)	10% (27)	285
4-Region: Midwest	74% (250)	10% (35)	2% (7)	3% (9)	11% (36)	336
4-Region: South	69% (397)	12% (71)	4% (21)	2% (14)	13% (75)	578
4-Region: West	72% (262)	14% (50)	4% (16)	2% (7)	8% (28)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRD4_2: How important are each of the following when selecting a flight to purchase?
Cost of additional fees, such as checked baggage**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	58% (910)	21% (334)	6% (99)	3% (47)	11% (171)	1562
Gender: Male	53% (395)	27% (203)	8% (63)	3% (21)	9% (69)	752
Gender: Female	64% (515)	16% (130)	4% (36)	3% (26)	13% (102)	810
Age: 18-29	59% (195)	17% (56)	7% (24)	4% (13)	13% (42)	330
Age: 30-44	52% (208)	23% (95)	10% (41)	3% (14)	12% (47)	404
Age: 45-54	59% (184)	21% (66)	6% (19)	1% (4)	12% (38)	311
Age: 55-64	58% (135)	23% (55)	4% (10)	3% (6)	12% (28)	234
Age: 65+	66% (187)	22% (62)	2% (6)	4% (11)	6% (16)	282
PID: Dem (no lean)	63% (321)	18% (93)	6% (32)	2% (13)	9% (47)	506
PID: Ind (no lean)	54% (323)	21% (127)	6% (38)	4% (23)	15% (89)	600
PID: Rep (no lean)	58% (266)	25% (114)	6% (29)	3% (12)	8% (36)	456
PID/Gender: Dem Men	56% (132)	24% (55)	9% (20)	4% (9)	7% (17)	234
PID/Gender: Dem Women	70% (189)	14% (38)	4% (12)	1% (3)	11% (30)	272
PID/Gender: Ind Men	48% (136)	26% (74)	9% (26)	3% (8)	13% (38)	281
PID/Gender: Ind Women	58% (187)	17% (53)	4% (12)	5% (15)	16% (52)	319
PID/Gender: Rep Men	53% (127)	31% (74)	7% (17)	2% (4)	6% (15)	237
PID/Gender: Rep Women	64% (140)	18% (39)	5% (12)	4% (8)	9% (20)	219
Tea Party: Supporter	60% (229)	20% (77)	7% (25)	3% (11)	11% (42)	383
Tea Party: Not Supporter	58% (678)	22% (254)	6% (74)	3% (37)	11% (129)	1172
Ideo: Liberal (1-3)	60% (276)	25% (118)	7% (30)	2% (9)	7% (30)	464
Ideo: Moderate (4)	59% (213)	20% (73)	8% (30)	4% (13)	8% (30)	359
Ideo: Conservative (5-7)	60% (301)	23% (117)	6% (30)	3% (17)	7% (38)	503
Educ: < College	60% (663)	17% (186)	6% (67)	3% (35)	14% (160)	1112
Educ: Bachelors degree	54% (159)	34% (101)	7% (21)	2% (6)	3% (8)	295
Educ: Post-grad	57% (88)	30% (47)	7% (12)	4% (6)	2% (3)	155
Income: Under 50k	58% (560)	17% (167)	6% (54)	4% (36)	15% (148)	964
Income: 50k-100k	62% (262)	25% (105)	7% (31)	2% (10)	4% (17)	424
Income: 100k+	51% (88)	36% (62)	8% (14)	1% (2)	4% (7)	174

Continued on next page

Table BRD4_2: How important are each of the following when selecting a flight to purchase?
 Cost of additional fees, such as checked baggage

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	58% (910)	21% (334)	6% (99)	3% (47)	11% (171)	1562
Ethnicity: White	58% (726)	23% (280)	6% (71)	3% (41)	10% (124)	1242
Ethnicity: Hispanic	64% (149)	17% (39)	8% (20)	3% (7)	8% (19)	234
Ethnicity: Afr. Am.	62% (119)	15% (29)	6% (12)	3% (5)	14% (27)	191
Ethnicity: Other	51% (65)	20% (25)	13% (17)	1% (2)	15% (20)	129
Relig: Protestant	62% (216)	23% (81)	4% (12)	3% (10)	8% (28)	348
Relig: Roman Catholic	58% (194)	24% (81)	9% (29)	4% (12)	6% (20)	337
Relig: Ath./Agn./None	54% (229)	19% (79)	8% (34)	4% (15)	16% (67)	424
Relig: Something Else	56% (144)	23% (60)	6% (16)	2% (4)	13% (33)	258
Relig: Evangelical	64% (294)	21% (96)	4% (20)	3% (13)	8% (37)	460
Relig: Non-Evang. Catholics	58% (243)	24% (99)	7% (29)	3% (14)	8% (34)	419
Relig: All Christian	61% (537)	22% (195)	6% (50)	3% (27)	8% (71)	879
Relig: All Non-Christian	55% (373)	20% (139)	7% (50)	3% (19)	15% (101)	682
Community: Urban	54% (229)	22% (95)	9% (37)	2% (9)	13% (53)	422
Community: Suburban	62% (409)	24% (157)	5% (33)	3% (22)	5% (36)	657
Community: Rural	56% (272)	17% (82)	6% (29)	3% (17)	17% (83)	483
Employ: Private Sector	55% (242)	28% (120)	9% (38)	2% (9)	6% (27)	437
Employ: Government	59% (55)	31% (29)	3% (3)	4% (4)	3% (3)	93
Employ: Self-Employed	56% (76)	29% (39)	2% (3)	3% (4)	9% (13)	134
Employ: Homemaker	63% (95)	14% (20)	6% (10)	1% (2)	16% (24)	151
Employ: Student	57% (47)	16% (14)	10% (8)	5% (4)	12% (10)	83
Employ: Retired	64% (202)	21% (66)	5% (15)	4% (12)	7% (22)	317
Employ: Unemployed	53% (95)	16% (28)	6% (10)	6% (11)	19% (35)	179
Employ: Other	59% (98)	10% (17)	7% (12)	1% (1)	23% (39)	167
Job Type: White-collar	56% (269)	28% (136)	8% (39)	2% (10)	5% (25)	479
Job Type: Blue-collar	61% (403)	21% (142)	6% (39)	3% (19)	9% (62)	665
Job Type: Don't Know	57% (238)	13% (56)	5% (21)	4% (18)	20% (84)	418
Military HH: Yes	58% (154)	26% (68)	6% (15)	4% (11)	6% (17)	266
Military HH: No	58% (757)	20% (265)	6% (84)	3% (36)	12% (154)	1296
RD/WT: Right Direction	54% (254)	26% (124)	7% (35)	4% (18)	9% (41)	473
RD/WT: Wrong Track	60% (656)	19% (209)	6% (64)	3% (30)	12% (130)	1089

Continued on next page

**Table BRD4_2: How important are each of the following when selecting a flight to purchase?
Cost of additional fees, such as checked baggage**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	58% (910)	21% (334)	6% (99)	3% (47)	11% (171)	1562
Obama Job: Approve	59% (490)	21% (177)	7% (56)	3% (23)	10% (80)	826
Obama Job: Disapprove	60% (377)	22% (141)	6% (37)	3% (17)	9% (56)	626
#1 Issue: Economy	56% (285)	26% (132)	6% (31)	3% (16)	10% (50)	513
#1 Issue: Security	61% (177)	22% (64)	6% (16)	1% (4)	11% (31)	293
#1 Issue: Health Care	60% (138)	16% (38)	9% (22)	3% (7)	12% (28)	232
#1 Issue: Medicare / Social Security	63% (119)	21% (39)	3% (6)	5% (9)	8% (16)	189
#1 Issue: Women's Issues	63% (58)	18% (16)	9% (8)	3% (3)	7% (7)	92
#1 Issue: Education	56% (57)	18% (18)	7% (7)	4% (5)	14% (15)	102
#1 Issue: Energy	57% (35)	22% (13)	5% (3)	3% (2)	13% (8)	61
#1 Issue: Other	51% (41)	15% (12)	8% (6)	4% (3)	22% (18)	81
2016 Vote: Democrat Hillary Clinton	63% (277)	19% (84)	5% (23)	3% (13)	9% (40)	438
2016 Vote: Republican Donald Trump	59% (298)	25% (125)	6% (31)	3% (13)	8% (41)	507
2016 Vote: Someone else	62% (79)	22% (28)	8% (10)	3% (3)	5% (7)	127
2012 Vote: Barack Obama	61% (318)	23% (118)	7% (35)	3% (14)	6% (33)	518
2012 Vote: Mitt Romney	56% (208)	28% (102)	6% (21)	3% (11)	7% (26)	369
2012 Vote: Other	62% (38)	19% (12)	9% (6)	1% (1)	8% (5)	62
2012 Vote: Didn't Vote	56% (344)	17% (101)	6% (37)	4% (21)	17% (107)	610
4-Region: Northeast	57% (162)	23% (65)	5% (13)	5% (15)	11% (30)	285
4-Region: Midwest	59% (199)	23% (76)	6% (21)	2% (6)	10% (33)	336
4-Region: South	58% (333)	19% (113)	7% (42)	3% (15)	13% (75)	578
4-Region: West	60% (217)	22% (80)	6% (22)	3% (11)	9% (33)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_3: How important are each of the following when selecting a flight to purchase?
Departure time of the flight

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Adults	47%	(729)	31%	(478)	9%	(134)	3%	(52)	11%	(169)	1562
Gender: Male	45%	(339)	33%	(246)	10%	(74)	3%	(20)	10%	(73)	752
Gender: Female	48%	(391)	29%	(232)	7%	(60)	4%	(31)	12%	(96)	810
Age: 18-29	47%	(157)	26%	(84)	11%	(36)	4%	(12)	12%	(41)	330
Age: 30-44	41%	(165)	34%	(138)	9%	(35)	4%	(17)	12%	(50)	404
Age: 45-54	51%	(157)	28%	(86)	8%	(26)	2%	(5)	12%	(38)	311
Age: 55-64	48%	(111)	30%	(71)	8%	(19)	3%	(6)	12%	(27)	234
Age: 65+	49%	(139)	35%	(99)	6%	(18)	4%	(12)	5%	(14)	282
PID: Dem (no lean)	51%	(257)	28%	(143)	9%	(47)	2%	(12)	9%	(47)	506
PID: Ind (no lean)	43%	(258)	29%	(175)	10%	(58)	4%	(24)	14%	(84)	600
PID: Rep (no lean)	47%	(215)	35%	(160)	6%	(29)	3%	(15)	8%	(38)	456
PID/Gender: Dem Men	50%	(118)	27%	(62)	12%	(28)	3%	(6)	8%	(20)	234
PID/Gender: Dem Women	51%	(139)	30%	(80)	7%	(20)	2%	(6)	10%	(27)	272
PID/Gender: Ind Men	39%	(110)	33%	(91)	12%	(35)	3%	(10)	13%	(35)	281
PID/Gender: Ind Women	46%	(148)	26%	(84)	7%	(23)	5%	(15)	15%	(49)	319
PID/Gender: Rep Men	47%	(111)	39%	(92)	5%	(11)	2%	(5)	8%	(18)	237
PID/Gender: Rep Women	47%	(104)	31%	(67)	8%	(18)	5%	(10)	9%	(20)	219
Tea Party: Supporter	48%	(185)	30%	(113)	9%	(33)	2%	(8)	12%	(44)	383
Tea Party: Not Supporter	46%	(543)	31%	(361)	8%	(99)	4%	(44)	11%	(124)	1172
Ideo: Liberal (1-3)	46%	(214)	34%	(157)	11%	(50)	2%	(10)	7%	(33)	464
Ideo: Moderate (4)	48%	(172)	30%	(107)	11%	(38)	4%	(13)	8%	(29)	359
Ideo: Conservative (5-7)	47%	(238)	36%	(180)	6%	(31)	3%	(15)	8%	(39)	503
Educ: < College	46%	(511)	27%	(298)	9%	(99)	4%	(45)	14%	(159)	1112
Educ: Bachelors degree	45%	(132)	43%	(128)	8%	(25)	1%	(4)	2%	(6)	295
Educ: Post-grad	55%	(86)	33%	(52)	7%	(11)	2%	(3)	3%	(4)	155
Income: Under 50k	44%	(429)	27%	(265)	9%	(86)	4%	(42)	15%	(142)	964
Income: 50k-100k	50%	(211)	35%	(147)	8%	(35)	2%	(9)	5%	(21)	424
Income: 100k+	51%	(89)	38%	(66)	7%	(13)	—	(1)	3%	(6)	174

Continued on next page

Table BRD4_3: How important are each of the following when selecting a flight to purchase?
Departure time of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	47% (729)	31% (478)	9% (134)	3% (52)	11% (169)	1562
Ethnicity: White	46% (568)	33% (404)	8% (103)	4% (45)	10% (122)	1242
Ethnicity: Hispanic	58% (136)	21% (48)	10% (24)	3% (8)	7% (17)	234
Ethnicity: Afr. Am.	55% (104)	21% (41)	6% (12)	3% (6)	14% (27)	191
Ethnicity: Other	45% (57)	25% (33)	15% (19)	— (0)	15% (20)	129
Relig: Protestant	45% (157)	37% (129)	9% (30)	2% (6)	7% (25)	348
Relig: Roman Catholic	55% (186)	27% (92)	8% (28)	4% (13)	5% (17)	337
Relig: Ath./Agn./None	38% (161)	29% (123)	12% (49)	5% (22)	16% (69)	424
Relig: Something Else	43% (111)	34% (87)	8% (20)	2% (5)	13% (34)	258
Relig: Evangelical	54% (247)	29% (135)	6% (28)	3% (14)	8% (35)	460
Relig: Non-Evang. Catholics	50% (210)	31% (132)	9% (37)	3% (10)	7% (30)	419
Relig: All Christian	52% (457)	30% (267)	7% (65)	3% (25)	7% (66)	879
Relig: All Non-Christian	40% (272)	31% (211)	10% (69)	4% (27)	15% (103)	682
Community: Urban	51% (214)	26% (109)	9% (38)	3% (11)	12% (51)	422
Community: Suburban	47% (310)	34% (224)	10% (64)	3% (23)	5% (36)	657
Community: Rural	43% (206)	30% (145)	7% (32)	4% (18)	17% (82)	483
Employ: Private Sector	46% (202)	37% (163)	9% (39)	1% (4)	7% (29)	437
Employ: Government	55% (52)	33% (31)	4% (4)	4% (3)	4% (3)	93
Employ: Self-Employed	41% (56)	35% (47)	12% (16)	2% (3)	9% (12)	134
Employ: Homemaker	48% (73)	24% (37)	7% (11)	3% (5)	17% (25)	151
Employ: Student	41% (34)	29% (24)	14% (11)	6% (5)	10% (8)	83
Employ: Retired	46% (147)	33% (105)	8% (25)	5% (15)	8% (25)	317
Employ: Unemployed	46% (82)	23% (40)	9% (16)	7% (13)	16% (28)	179
Employ: Other	50% (83)	18% (30)	8% (13)	2% (3)	23% (38)	167
Job Type: White-collar	46% (221)	37% (176)	10% (49)	2% (11)	5% (22)	479
Job Type: Blue-collar	47% (311)	32% (213)	9% (57)	3% (20)	10% (64)	665
Job Type: Don't Know	47% (197)	21% (89)	7% (28)	5% (21)	20% (83)	418
Military HH: Yes	47% (124)	35% (92)	11% (28)	2% (4)	7% (18)	266
Military HH: No	47% (606)	30% (386)	8% (106)	4% (48)	12% (151)	1296
RD/WT: Right Direction	50% (236)	30% (143)	7% (32)	3% (16)	10% (46)	473
RD/WT: Wrong Track	45% (493)	31% (335)	9% (102)	3% (36)	11% (123)	1089

Continued on next page

Table BRD4_3: How important are each of the following when selecting a flight to purchase?
Departure time of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	47% (729)	31% (478)	9% (134)	3% (52)	11% (169)	1562
Obama Job: Approve	50% (411)	30% (247)	9% (71)	2% (21)	9% (78)	826
Obama Job: Disapprove	45% (281)	34% (214)	8% (51)	4% (23)	9% (58)	626
#1 Issue: Economy	46% (237)	34% (176)	7% (37)	3% (15)	9% (47)	513
#1 Issue: Security	49% (143)	31% (91)	7% (21)	2% (5)	11% (33)	293
#1 Issue: Health Care	48% (112)	26% (61)	9% (22)	5% (12)	11% (25)	232
#1 Issue: Medicare / Social Security	49% (92)	29% (55)	8% (15)	4% (7)	10% (19)	189
#1 Issue: Women's Issues	42% (38)	33% (30)	15% (14)	5% (4)	6% (5)	92
#1 Issue: Education	44% (45)	33% (34)	7% (7)	1% (1)	15% (15)	102
#1 Issue: Energy	48% (29)	24% (15)	12% (8)	1% (1)	15% (9)	61
#1 Issue: Other	40% (32)	19% (16)	14% (12)	8% (6)	19% (16)	81
2016 Vote: Democrat Hillary Clinton	50% (218)	30% (132)	9% (38)	3% (14)	8% (35)	438
2016 Vote: Republican Donald Trump	48% (242)	33% (169)	7% (34)	4% (18)	9% (43)	507
2016 Vote: Someone else	43% (55)	40% (50)	10% (13)	2% (3)	5% (7)	127
2012 Vote: Barack Obama	50% (257)	33% (169)	9% (46)	2% (12)	7% (34)	518
2012 Vote: Mitt Romney	45% (167)	38% (139)	7% (26)	3% (10)	7% (26)	369
2012 Vote: Other	42% (26)	35% (22)	4% (3)	11% (7)	8% (5)	62
2012 Vote: Didn't Vote	45% (277)	24% (148)	10% (59)	4% (23)	17% (103)	610
4-Region: Northeast	54% (154)	24% (67)	9% (25)	4% (11)	10% (28)	285
4-Region: Midwest	47% (157)	33% (111)	7% (25)	2% (7)	11% (36)	336
4-Region: South	42% (241)	34% (196)	8% (47)	3% (17)	13% (76)	578
4-Region: West	49% (177)	28% (103)	10% (37)	5% (17)	8% (29)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_4: How important are each of the following when selecting a flight to purchase?
Arrival time of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	48% (744)	30% (472)	8% (121)	4% (59)	11% (167)	1562
Gender: Male	47% (354)	31% (231)	10% (75)	3% (25)	9% (66)	752
Gender: Female	48% (390)	30% (240)	6% (46)	4% (34)	12% (100)	810
Age: 18-29	50% (164)	27% (89)	8% (25)	3% (10)	13% (41)	330
Age: 30-44	46% (184)	29% (119)	9% (37)	4% (16)	12% (49)	404
Age: 45-54	48% (150)	29% (90)	6% (20)	4% (13)	12% (38)	311
Age: 55-64	47% (110)	29% (68)	10% (22)	3% (7)	11% (25)	234
Age: 65+	48% (134)	37% (106)	6% (17)	4% (12)	5% (13)	282
PID: Dem (no lean)	52% (261)	28% (139)	8% (43)	3% (17)	9% (46)	506
PID: Ind (no lean)	44% (264)	29% (175)	9% (51)	5% (30)	13% (79)	600
PID: Rep (no lean)	48% (219)	34% (157)	6% (27)	3% (12)	9% (41)	456
PID/Gender: Dem Men	54% (126)	23% (54)	12% (27)	4% (10)	7% (16)	234
PID/Gender: Dem Women	49% (135)	31% (85)	6% (16)	3% (7)	11% (30)	272
PID/Gender: Ind Men	40% (111)	32% (90)	13% (36)	4% (11)	12% (33)	281
PID/Gender: Ind Women	48% (153)	27% (86)	5% (15)	6% (19)	15% (47)	319
PID/Gender: Rep Men	49% (116)	37% (87)	5% (12)	2% (4)	7% (17)	237
PID/Gender: Rep Women	47% (102)	32% (70)	7% (15)	3% (7)	11% (24)	219
Tea Party: Supporter	49% (189)	30% (114)	7% (26)	3% (11)	11% (43)	383
Tea Party: Not Supporter	47% (553)	30% (354)	8% (95)	4% (48)	10% (122)	1172
Ideo: Liberal (1-3)	49% (228)	33% (151)	9% (42)	3% (14)	6% (28)	464
Ideo: Moderate (4)	50% (178)	28% (99)	10% (37)	4% (16)	8% (30)	359
Ideo: Conservative (5-7)	46% (232)	36% (182)	6% (29)	4% (18)	8% (42)	503
Educ: < College	47% (525)	26% (292)	8% (87)	5% (50)	14% (157)	1112
Educ: Bachelors degree	46% (137)	43% (128)	7% (20)	2% (5)	2% (5)	295
Educ: Post-grad	53% (82)	34% (52)	9% (13)	2% (4)	3% (4)	155
Income: Under 50k	46% (439)	27% (257)	8% (80)	5% (45)	15% (143)	964
Income: 50k-100k	50% (211)	36% (151)	7% (31)	3% (12)	4% (18)	424
Income: 100k+	54% (94)	36% (63)	5% (10)	1% (2)	3% (6)	174

Continued on next page

Table BRD4_4: How important are each of the following when selecting a flight to purchase?
Arrival time of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	48% (744)	30% (472)	8% (121)	4% (59)	11% (167)	1562
Ethnicity: White	46% (574)	33% (407)	7% (89)	4% (48)	10% (125)	1242
Ethnicity: Hispanic	61% (143)	20% (47)	8% (20)	4% (9)	7% (15)	234
Ethnicity: Afr. Am.	58% (112)	18% (34)	7% (14)	3% (6)	13% (25)	191
Ethnicity: Other	45% (58)	24% (31)	14% (18)	4% (5)	13% (17)	129
Relig: Protestant	46% (159)	38% (131)	8% (28)	2% (7)	7% (23)	348
Relig: Roman Catholic	54% (183)	27% (92)	9% (30)	4% (14)	5% (17)	337
Relig: Ath./Agn./None	41% (174)	29% (123)	9% (38)	6% (25)	15% (64)	424
Relig: Something Else	44% (113)	33% (85)	6% (16)	4% (9)	14% (35)	258
Relig: Evangelical	55% (251)	27% (124)	7% (32)	3% (14)	8% (39)	460
Relig: Non-Evang. Catholics	49% (205)	33% (140)	8% (35)	3% (11)	7% (28)	419
Relig: All Christian	52% (456)	30% (264)	8% (68)	3% (25)	8% (67)	879
Relig: All Non-Christian	42% (287)	30% (208)	8% (53)	5% (34)	15% (99)	682
Community: Urban	51% (216)	26% (110)	10% (42)	2% (8)	11% (47)	422
Community: Suburban	48% (316)	34% (224)	8% (53)	4% (26)	6% (37)	657
Community: Rural	44% (212)	28% (137)	5% (26)	5% (24)	17% (83)	483
Employ: Private Sector	50% (221)	34% (148)	8% (33)	2% (8)	6% (28)	437
Employ: Government	48% (44)	40% (37)	4% (4)	5% (5)	4% (3)	93
Employ: Self-Employed	46% (62)	35% (47)	8% (11)	1% (2)	9% (12)	134
Employ: Homemaker	49% (74)	24% (37)	6% (9)	4% (6)	17% (26)	151
Employ: Student	43% (36)	29% (24)	12% (10)	5% (4)	11% (9)	83
Employ: Retired	47% (149)	33% (105)	8% (26)	6% (19)	6% (18)	317
Employ: Unemployed	47% (84)	20% (36)	9% (16)	7% (13)	17% (31)	179
Employ: Other	44% (73)	23% (38)	8% (13)	2% (3)	23% (39)	167
Job Type: White-collar	46% (220)	38% (183)	8% (39)	2% (11)	5% (25)	479
Job Type: Blue-collar	48% (320)	30% (200)	9% (62)	3% (20)	10% (63)	665
Job Type: Don't Know	49% (204)	21% (88)	5% (20)	7% (28)	19% (78)	418
Military HH: Yes	47% (126)	36% (95)	7% (19)	3% (7)	7% (20)	266
Military HH: No	48% (618)	29% (376)	8% (103)	4% (52)	11% (147)	1296
RD/WT: Right Direction	49% (234)	31% (145)	7% (34)	4% (19)	9% (40)	473
RD/WT: Wrong Track	47% (509)	30% (326)	8% (87)	4% (40)	12% (126)	1089

Continued on next page

Table BRD4_4: How important are each of the following when selecting a flight to purchase?
Arrival time of the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	48% (744)	30% (472)	8% (121)	4% (59)	11% (167)	1562
Obama Job: Approve	51% (425)	28% (233)	8% (70)	3% (27)	9% (72)	826
Obama Job: Disapprove	45% (283)	34% (213)	7% (45)	4% (26)	9% (59)	626
#1 Issue: Economy	51% (260)	30% (154)	7% (36)	3% (16)	9% (46)	513
#1 Issue: Security	48% (141)	32% (94)	6% (19)	3% (9)	10% (30)	293
#1 Issue: Health Care	44% (103)	28% (65)	12% (28)	5% (12)	11% (25)	232
#1 Issue: Medicare / Social Security	51% (97)	32% (60)	4% (8)	5% (9)	7% (14)	189
#1 Issue: Women's Issues	41% (37)	32% (30)	14% (13)	5% (5)	7% (7)	92
#1 Issue: Education	45% (46)	32% (32)	3% (3)	4% (4)	16% (17)	102
#1 Issue: Energy	48% (29)	28% (17)	9% (5)	1% (1)	15% (9)	61
#1 Issue: Other	36% (29)	24% (19)	11% (9)	5% (4)	24% (19)	81
2016 Vote: Democrat Hillary Clinton	51% (225)	30% (129)	7% (32)	4% (17)	8% (35)	438
2016 Vote: Republican Donald Trump	47% (240)	35% (178)	6% (30)	4% (21)	8% (39)	507
2016 Vote: Someone else	46% (58)	34% (43)	12% (15)	2% (3)	6% (7)	127
2012 Vote: Barack Obama	51% (264)	30% (158)	10% (53)	3% (15)	6% (29)	518
2012 Vote: Mitt Romney	44% (164)	40% (148)	5% (19)	3% (12)	7% (27)	369
2012 Vote: Other	47% (29)	26% (16)	8% (5)	11% (7)	8% (5)	62
2012 Vote: Didn't Vote	47% (285)	25% (150)	7% (44)	4% (26)	17% (105)	610
4-Region: Northeast	54% (155)	26% (75)	5% (14)	5% (14)	10% (27)	285
4-Region: Midwest	46% (155)	32% (108)	8% (28)	3% (11)	10% (35)	336
4-Region: South	45% (262)	31% (181)	7% (40)	3% (18)	13% (76)	578
4-Region: West	47% (171)	30% (108)	11% (39)	4% (16)	8% (29)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_5: How important are each of the following when selecting a flight to purchase?
Airline providing the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	40% (631)	32% (498)	12% (193)	4% (66)	11% (174)	1562
Gender: Male	38% (289)	33% (251)	14% (106)	4% (32)	10% (74)	752
Gender: Female	42% (343)	31% (247)	11% (87)	4% (34)	12% (100)	810
Age: 18-29	41% (136)	31% (103)	11% (35)	4% (14)	13% (42)	330
Age: 30-44	36% (147)	33% (133)	14% (55)	5% (20)	12% (49)	404
Age: 45-54	41% (128)	31% (96)	13% (40)	2% (7)	13% (41)	311
Age: 55-64	42% (99)	28% (66)	15% (35)	3% (8)	11% (26)	234
Age: 65+	43% (121)	36% (100)	10% (28)	6% (17)	6% (16)	282
PID: Dem (no lean)	48% (243)	27% (139)	11% (57)	4% (20)	9% (47)	506
PID: Ind (no lean)	35% (210)	32% (190)	13% (80)	5% (31)	15% (88)	600
PID: Rep (no lean)	39% (178)	37% (170)	12% (55)	3% (15)	8% (39)	456
PID/Gender: Dem Men	43% (101)	32% (74)	12% (27)	5% (11)	9% (20)	234
PID/Gender: Dem Women	52% (142)	24% (65)	11% (30)	3% (9)	10% (27)	272
PID/Gender: Ind Men	34% (96)	31% (88)	16% (46)	5% (13)	14% (38)	281
PID/Gender: Ind Women	36% (115)	32% (102)	11% (34)	6% (18)	16% (50)	319
PID/Gender: Rep Men	39% (92)	38% (89)	14% (33)	3% (8)	6% (15)	237
PID/Gender: Rep Women	39% (86)	37% (80)	10% (23)	3% (7)	11% (23)	219
Tea Party: Supporter	41% (157)	32% (122)	12% (46)	4% (17)	11% (41)	383
Tea Party: Not Supporter	40% (472)	32% (374)	12% (145)	4% (49)	11% (132)	1172
Ideo: Liberal (1-3)	46% (214)	31% (143)	14% (63)	2% (9)	7% (35)	464
Ideo: Moderate (4)	41% (147)	32% (113)	14% (51)	6% (22)	7% (27)	359
Ideo: Conservative (5-7)	36% (183)	38% (192)	13% (65)	4% (19)	9% (44)	503
Educ: < College	42% (463)	28% (307)	11% (126)	5% (52)	15% (163)	1112
Educ: Bachelors degree	39% (114)	41% (122)	15% (45)	3% (8)	2% (6)	295
Educ: Post-grad	35% (54)	44% (69)	14% (22)	3% (5)	3% (5)	155
Income: Under 50k	42% (403)	26% (253)	11% (109)	5% (52)	15% (147)	964
Income: 50k-100k	38% (163)	40% (168)	14% (59)	3% (13)	5% (22)	424
Income: 100k+	37% (65)	44% (77)	15% (25)	— (1)	3% (6)	174

Continued on next page

Table BRD4_5: How important are each of the following when selecting a flight to purchase?
Airline providing the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	40% (631)	32% (498)	12% (193)	4% (66)	11% (174)	1562
Ethnicity: White	39% (479)	33% (412)	13% (164)	5% (60)	10% (127)	1242
Ethnicity: Hispanic	50% (116)	31% (73)	6% (15)	7% (17)	5% (12)	234
Ethnicity: Afr. Am.	56% (106)	20% (39)	7% (12)	2% (4)	15% (29)	191
Ethnicity: Other	35% (45)	36% (47)	13% (17)	1% (2)	14% (18)	129
Relig: Protestant	39% (135)	38% (132)	13% (47)	3% (9)	7% (25)	348
Relig: Roman Catholic	45% (153)	32% (108)	12% (39)	5% (17)	6% (20)	337
Relig: Ath./Agn./None	35% (149)	30% (127)	12% (52)	7% (28)	16% (68)	424
Relig: Something Else	37% (95)	32% (82)	15% (39)	3% (7)	13% (34)	258
Relig: Evangelical	47% (216)	31% (142)	10% (47)	3% (16)	8% (39)	460
Relig: Non-Evang. Catholics	41% (171)	35% (147)	13% (55)	3% (14)	8% (32)	419
Relig: All Christian	44% (387)	33% (289)	12% (102)	3% (30)	8% (71)	879
Relig: All Non-Christian	36% (244)	31% (209)	13% (91)	5% (36)	15% (102)	682
Community: Urban	44% (187)	30% (127)	10% (43)	4% (15)	12% (50)	422
Community: Suburban	39% (259)	38% (249)	13% (86)	4% (25)	6% (38)	657
Community: Rural	38% (186)	25% (122)	13% (64)	5% (25)	18% (85)	483
Employ: Private Sector	38% (166)	40% (174)	14% (60)	2% (9)	7% (29)	437
Employ: Government	45% (42)	36% (34)	9% (8)	6% (6)	4% (3)	93
Employ: Self-Employed	36% (49)	34% (46)	19% (25)	1% (1)	10% (13)	134
Employ: Homemaker	35% (53)	31% (48)	13% (19)	4% (5)	17% (26)	151
Employ: Student	34% (28)	38% (31)	10% (8)	5% (4)	14% (11)	83
Employ: Retired	43% (137)	32% (101)	11% (34)	7% (21)	8% (24)	317
Employ: Unemployed	45% (81)	20% (35)	11% (19)	9% (16)	16% (28)	179
Employ: Other	45% (75)	18% (29)	12% (20)	2% (4)	23% (39)	167
Job Type: White-collar	39% (187)	39% (185)	14% (66)	4% (20)	5% (22)	479
Job Type: Blue-collar	40% (264)	32% (214)	14% (96)	4% (24)	10% (67)	665
Job Type: Don't Know	43% (180)	24% (100)	7% (31)	5% (22)	20% (85)	418
Military HH: Yes	39% (103)	33% (89)	15% (41)	5% (12)	8% (22)	266
Military HH: No	41% (528)	32% (410)	12% (152)	4% (53)	12% (152)	1296
RD/WT: Right Direction	42% (201)	31% (144)	13% (59)	5% (26)	9% (43)	473
RD/WT: Wrong Track	40% (430)	32% (354)	12% (134)	4% (40)	12% (131)	1089

Continued on next page

Table BRD4_5: How important are each of the following when selecting a flight to purchase?
Airline providing the flight

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	40% (631)	32% (498)	12% (193)	4% (66)	11% (174)	1562
Obama Job: Approve	45% (374)	30% (248)	12% (99)	4% (31)	9% (74)	826
Obama Job: Disapprove	37% (229)	36% (225)	14% (85)	4% (26)	10% (62)	626
#1 Issue: Economy	36% (186)	37% (188)	13% (65)	4% (22)	10% (51)	513
#1 Issue: Security	46% (134)	30% (89)	11% (32)	2% (5)	11% (33)	293
#1 Issue: Health Care	38% (88)	32% (75)	13% (30)	6% (15)	10% (24)	232
#1 Issue: Medicare / Social Security	46% (88)	31% (58)	9% (17)	6% (11)	8% (15)	189
#1 Issue: Women's Issues	42% (39)	29% (26)	19% (18)	2% (2)	7% (7)	92
#1 Issue: Education	42% (42)	31% (31)	11% (11)	1% (1)	16% (16)	102
#1 Issue: Energy	50% (30)	14% (9)	20% (12)	1% (1)	15% (9)	61
#1 Issue: Other	29% (24)	26% (21)	10% (8)	11% (9)	23% (19)	81
2016 Vote: Democrat Hillary Clinton	46% (202)	30% (133)	12% (51)	4% (16)	8% (35)	438
2016 Vote: Republican Donald Trump	38% (191)	36% (183)	13% (66)	5% (26)	8% (41)	507
2016 Vote: Someone else	37% (46)	38% (48)	18% (23)	2% (2)	5% (7)	127
2012 Vote: Barack Obama	45% (233)	32% (167)	14% (71)	3% (16)	6% (32)	518
2012 Vote: Mitt Romney	34% (125)	42% (154)	14% (50)	3% (13)	7% (27)	369
2012 Vote: Other	41% (25)	27% (16)	11% (7)	13% (8)	9% (6)	62
2012 Vote: Didn't Vote	40% (246)	26% (161)	11% (65)	5% (29)	18% (109)	610
4-Region: Northeast	47% (135)	29% (83)	9% (25)	4% (12)	11% (31)	285
4-Region: Midwest	37% (124)	33% (110)	16% (55)	3% (11)	11% (37)	336
4-Region: South	38% (221)	33% (189)	12% (67)	4% (24)	13% (77)	578
4-Region: West	42% (151)	32% (116)	13% (47)	5% (19)	8% (29)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_6: How important are each of the following when selecting a flight to purchase?
The airport you depart and arrive from

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	55% (856)	24% (377)	7% (115)	3% (42)	11% (172)	1562
Gender: Male	51% (380)	27% (203)	10% (76)	3% (20)	10% (72)	752
Gender: Female	59% (475)	21% (174)	5% (39)	3% (22)	12% (100)	810
Age: 18-29	47% (156)	26% (87)	9% (31)	4% (12)	13% (44)	330
Age: 30-44	48% (195)	28% (112)	8% (34)	4% (15)	12% (48)	404
Age: 45-54	57% (177)	22% (68)	7% (23)	1% (5)	12% (39)	311
Age: 55-64	56% (132)	23% (55)	8% (18)	2% (5)	10% (24)	234
Age: 65+	69% (196)	20% (55)	3% (9)	2% (5)	6% (17)	282
PID: Dem (no lean)	58% (292)	22% (110)	9% (46)	3% (14)	9% (43)	506
PID: Ind (no lean)	51% (307)	24% (143)	6% (38)	3% (20)	15% (91)	600
PID: Rep (no lean)	56% (256)	27% (124)	7% (30)	2% (8)	8% (38)	456
PID/Gender: Dem Men	52% (121)	26% (60)	12% (29)	3% (7)	7% (16)	234
PID/Gender: Dem Women	63% (171)	18% (50)	6% (17)	2% (7)	10% (27)	272
PID/Gender: Ind Men	48% (134)	25% (71)	10% (28)	3% (8)	14% (39)	281
PID/Gender: Ind Women	54% (173)	23% (72)	3% (10)	4% (13)	16% (52)	319
PID/Gender: Rep Men	53% (125)	30% (72)	8% (19)	2% (5)	7% (17)	237
PID/Gender: Rep Women	60% (132)	24% (52)	5% (11)	1% (3)	10% (21)	219
Tea Party: Supporter	54% (205)	24% (92)	9% (33)	2% (9)	11% (44)	383
Tea Party: Not Supporter	55% (646)	24% (283)	7% (82)	3% (33)	11% (127)	1172
Ideo: Liberal (1-3)	58% (270)	26% (119)	7% (34)	2% (8)	7% (33)	464
Ideo: Moderate (4)	55% (197)	25% (89)	9% (33)	4% (14)	7% (26)	359
Ideo: Conservative (5-7)	56% (284)	26% (132)	7% (36)	2% (11)	8% (40)	503
Educ: < College	53% (592)	21% (232)	8% (88)	3% (37)	15% (163)	1112
Educ: Bachelors degree	59% (174)	32% (95)	6% (17)	1% (3)	2% (6)	295
Educ: Post-grad	58% (89)	32% (50)	7% (10)	1% (1)	3% (4)	155
Income: Under 50k	52% (506)	21% (205)	8% (75)	3% (31)	15% (147)	964
Income: 50k-100k	59% (251)	26% (111)	8% (32)	2% (10)	5% (20)	424
Income: 100k+	56% (98)	35% (61)	5% (8)	1% (1)	3% (6)	174

Continued on next page

Table BRD4_6: How important are each of the following when selecting a flight to purchase?
 The airport you depart and arrive from

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	55% (856)	24% (377)	7% (115)	3% (42)	11% (172)	1562
Ethnicity: White	55% (685)	25% (309)	7% (83)	3% (38)	10% (126)	1242
Ethnicity: Hispanic	58% (135)	23% (54)	9% (20)	3% (7)	7% (17)	234
Ethnicity: Afr. Am.	58% (110)	17% (33)	10% (20)	2% (3)	13% (25)	191
Ethnicity: Other	48% (61)	27% (34)	9% (12)	— (0)	16% (21)	129
Relig: Protestant	59% (206)	27% (94)	5% (16)	2% (6)	7% (25)	348
Relig: Roman Catholic	59% (198)	26% (88)	8% (27)	2% (5)	5% (18)	337
Relig: Ath./Agn./None	50% (214)	21% (90)	9% (38)	4% (17)	15% (66)	424
Relig: Something Else	50% (128)	26% (67)	9% (22)	3% (7)	13% (33)	258
Relig: Evangelical	58% (266)	25% (114)	5% (24)	3% (14)	9% (42)	460
Relig: Non-Evang. Catholics	59% (248)	25% (105)	7% (31)	1% (4)	7% (31)	419
Relig: All Christian	58% (514)	25% (219)	6% (55)	2% (18)	8% (73)	879
Relig: All Non-Christian	50% (341)	23% (157)	9% (60)	4% (24)	14% (99)	682
Community: Urban	53% (225)	25% (106)	9% (37)	2% (7)	11% (48)	422
Community: Suburban	58% (383)	25% (167)	7% (48)	3% (22)	6% (37)	657
Community: Rural	51% (248)	22% (105)	6% (30)	3% (13)	18% (88)	483
Employ: Private Sector	55% (240)	31% (135)	7% (31)	1% (4)	6% (27)	437
Employ: Government	53% (50)	31% (29)	10% (9)	3% (3)	4% (3)	93
Employ: Self-Employed	59% (79)	23% (31)	7% (10)	1% (2)	9% (12)	134
Employ: Homemaker	54% (81)	22% (33)	5% (7)	2% (4)	17% (26)	151
Employ: Student	40% (33)	33% (27)	8% (6)	6% (5)	14% (11)	83
Employ: Retired	62% (198)	21% (66)	8% (24)	2% (8)	7% (21)	317
Employ: Unemployed	49% (87)	19% (34)	7% (12)	8% (14)	17% (31)	179
Employ: Other	52% (87)	13% (22)	9% (16)	2% (3)	23% (39)	167
Job Type: White-collar	58% (277)	26% (126)	9% (43)	2% (10)	5% (23)	479
Job Type: Blue-collar	55% (367)	26% (176)	7% (46)	2% (13)	9% (63)	665
Job Type: Don't Know	51% (212)	18% (75)	6% (26)	5% (19)	21% (87)	418
Military HH: Yes	55% (146)	30% (80)	4% (11)	2% (5)	9% (24)	266
Military HH: No	55% (710)	23% (297)	8% (104)	3% (37)	11% (149)	1296
RD/WT: Right Direction	56% (265)	23% (110)	9% (44)	3% (12)	9% (42)	473
RD/WT: Wrong Track	54% (591)	24% (266)	7% (71)	3% (30)	12% (131)	1089

Continued on next page

Table BRD4_6: How important are each of the following when selecting a flight to purchase?
The airport you depart and arrive from

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	55% (856)	24% (377)	7% (115)	3% (42)	11% (172)	1562
Obama Job: Approve	57% (471)	23% (193)	8% (67)	3% (24)	9% (72)	826
Obama Job: Disapprove	55% (344)	27% (169)	6% (41)	2% (11)	10% (62)	626
#1 Issue: Economy	52% (265)	29% (147)	8% (40)	2% (13)	9% (48)	513
#1 Issue: Security	59% (172)	23% (68)	5% (15)	1% (3)	12% (34)	293
#1 Issue: Health Care	53% (122)	22% (52)	11% (25)	3% (8)	11% (25)	232
#1 Issue: Medicare / Social Security	69% (130)	16% (31)	5% (9)	3% (5)	7% (14)	189
#1 Issue: Women's Issues	57% (52)	22% (20)	11% (10)	3% (3)	7% (7)	92
#1 Issue: Education	42% (43)	35% (35)	5% (5)	4% (4)	15% (15)	102
#1 Issue: Energy	52% (32)	20% (12)	12% (7)	2% (1)	15% (9)	61
#1 Issue: Other	49% (40)	15% (12)	5% (4)	6% (5)	25% (21)	81
2016 Vote: Democrat Hillary Clinton	61% (267)	23% (99)	6% (28)	3% (13)	7% (31)	438
2016 Vote: Republican Donald Trump	56% (286)	26% (133)	7% (36)	2% (8)	9% (44)	507
2016 Vote: Someone else	58% (74)	28% (36)	6% (8)	2% (3)	5% (7)	127
2012 Vote: Barack Obama	60% (313)	25% (127)	8% (42)	2% (8)	5% (28)	518
2012 Vote: Mitt Romney	57% (211)	28% (103)	6% (21)	2% (6)	8% (29)	369
2012 Vote: Other	67% (42)	17% (11)	5% (3)	3% (2)	8% (5)	62
2012 Vote: Didn't Vote	47% (288)	22% (136)	8% (50)	4% (26)	18% (110)	610
4-Region: Northeast	63% (180)	20% (58)	3% (10)	3% (10)	10% (27)	285
4-Region: Midwest	50% (169)	28% (95)	8% (26)	3% (10)	11% (36)	336
4-Region: South	53% (307)	23% (132)	8% (48)	2% (11)	14% (80)	578
4-Region: West	55% (201)	25% (91)	8% (30)	3% (11)	8% (29)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_7: How important are each of the following when selecting a flight to purchase?
 Loyalty programs or elite status

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Adults	21%	(329)	24%	(367)	28%	(444)	13%	(208)	14%	(214)	1562
Gender: Male	20%	(154)	25%	(190)	30%	(225)	13%	(96)	12%	(87)	752
Gender: Female	22%	(175)	22%	(178)	27%	(219)	14%	(111)	16%	(127)	810
Age: 18-29	24%	(81)	24%	(80)	27%	(88)	10%	(35)	14%	(47)	330
Age: 30-44	22%	(89)	28%	(112)	25%	(101)	13%	(51)	13%	(52)	404
Age: 45-54	19%	(60)	19%	(60)	34%	(107)	11%	(33)	16%	(51)	311
Age: 55-64	21%	(48)	23%	(53)	27%	(62)	15%	(36)	15%	(34)	234
Age: 65+	18%	(51)	22%	(62)	31%	(86)	19%	(53)	11%	(30)	282
PID: Dem (no lean)	29%	(147)	20%	(103)	30%	(150)	11%	(54)	10%	(52)	506
PID: Ind (no lean)	15%	(87)	23%	(140)	28%	(167)	16%	(97)	18%	(109)	600
PID: Rep (no lean)	21%	(94)	27%	(124)	28%	(127)	13%	(57)	12%	(54)	456
PID/Gender: Dem Men	30%	(70)	22%	(51)	28%	(66)	13%	(30)	7%	(17)	234
PID/Gender: Dem Women	29%	(78)	19%	(52)	31%	(84)	9%	(24)	13%	(35)	272
PID/Gender: Ind Men	15%	(41)	23%	(63)	31%	(86)	16%	(44)	16%	(46)	281
PID/Gender: Ind Women	15%	(46)	24%	(77)	25%	(81)	16%	(52)	20%	(63)	319
PID/Gender: Rep Men	18%	(43)	32%	(75)	31%	(73)	9%	(22)	10%	(24)	237
PID/Gender: Rep Women	23%	(51)	23%	(49)	25%	(54)	16%	(35)	14%	(30)	219
Tea Party: Supporter	26%	(99)	27%	(104)	22%	(83)	11%	(43)	14%	(54)	383
Tea Party: Not Supporter	20%	(229)	22%	(263)	31%	(359)	14%	(162)	14%	(158)	1172
Ideo: Liberal (1-3)	25%	(116)	24%	(111)	29%	(136)	14%	(63)	8%	(38)	464
Ideo: Moderate (4)	23%	(83)	23%	(83)	30%	(109)	13%	(48)	10%	(36)	359
Ideo: Conservative (5-7)	18%	(90)	25%	(126)	31%	(154)	14%	(71)	12%	(62)	503
Educ: < College	21%	(237)	21%	(236)	27%	(298)	13%	(146)	17%	(194)	1112
Educ: Bachelors degree	19%	(55)	29%	(86)	34%	(101)	14%	(40)	5%	(13)	295
Educ: Post-grad	24%	(37)	29%	(45)	29%	(45)	14%	(22)	5%	(7)	155
Income: Under 50k	20%	(196)	21%	(201)	27%	(257)	14%	(137)	18%	(174)	964
Income: 50k-100k	20%	(84)	28%	(119)	32%	(136)	13%	(55)	7%	(31)	424
Income: 100k+	28%	(49)	27%	(48)	29%	(51)	9%	(16)	6%	(10)	174

Continued on next page

Table BRD4_7: How important are each of the following when selecting a flight to purchase?
Loyalty programs or elite status

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	21% (329)	24% (367)	28% (444)	13% (208)	14% (214)	1562
Ethnicity: White	19% (241)	24% (293)	29% (358)	15% (185)	13% (166)	1242
Ethnicity: Hispanic	33% (77)	26% (61)	24% (57)	9% (21)	8% (19)	234
Ethnicity: Afr. Am.	31% (58)	19% (36)	29% (56)	8% (15)	14% (26)	191
Ethnicity: Other	22% (29)	30% (39)	24% (30)	6% (8)	18% (23)	129
Relig: Protestant	19% (67)	23% (80)	30% (103)	16% (55)	12% (43)	348
Relig: Roman Catholic	27% (92)	23% (79)	30% (101)	11% (36)	9% (29)	337
Relig: Ath./Agn./None	17% (70)	20% (85)	30% (126)	17% (73)	16% (70)	424
Relig: Something Else	17% (45)	26% (68)	28% (73)	12% (30)	16% (42)	258
Relig: Evangelical	29% (134)	25% (115)	23% (105)	11% (49)	12% (57)	460
Relig: Non-Evang. Catholics	19% (79)	24% (99)	33% (140)	13% (56)	11% (45)	419
Relig: All Christian	24% (214)	24% (214)	28% (245)	12% (104)	12% (102)	879
Relig: All Non-Christian	17% (115)	22% (153)	29% (199)	15% (103)	16% (112)	682
Community: Urban	23% (98)	25% (107)	29% (122)	9% (39)	13% (57)	422
Community: Suburban	20% (134)	25% (164)	30% (197)	15% (102)	9% (60)	657
Community: Rural	20% (97)	20% (96)	26% (125)	14% (67)	20% (97)	483
Employ: Private Sector	23% (100)	28% (122)	29% (125)	13% (56)	8% (35)	437
Employ: Government	26% (24)	24% (22)	29% (27)	11% (11)	10% (9)	93
Employ: Self-Employed	20% (27)	27% (36)	32% (42)	10% (14)	11% (15)	134
Employ: Homemaker	18% (27)	16% (24)	32% (48)	14% (21)	20% (31)	151
Employ: Student	21% (18)	31% (26)	20% (17)	15% (13)	12% (10)	83
Employ: Retired	18% (58)	20% (62)	33% (104)	19% (60)	10% (32)	317
Employ: Unemployed	21% (37)	22% (39)	22% (39)	12% (22)	23% (41)	179
Employ: Other	23% (38)	21% (35)	25% (41)	7% (11)	25% (42)	167
Job Type: White-collar	23% (112)	28% (135)	29% (139)	12% (59)	7% (33)	479
Job Type: Blue-collar	18% (122)	22% (147)	32% (213)	15% (102)	12% (81)	665
Job Type: Don't Know	23% (95)	20% (85)	22% (92)	11% (47)	24% (100)	418
Military HH: Yes	20% (54)	23% (61)	29% (78)	15% (40)	12% (32)	266
Military HH: No	21% (275)	24% (306)	28% (366)	13% (168)	14% (182)	1296
RD/WT: Right Direction	28% (130)	26% (125)	25% (116)	10% (46)	12% (56)	473
RD/WT: Wrong Track	18% (198)	22% (242)	30% (328)	15% (161)	15% (159)	1089

Continued on next page

Table BRD4_7: How important are each of the following when selecting a flight to purchase?
Loyalty programs or elite status

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Adults	21% (329)	24% (367)	28% (444)	13% (208)	14% (214)	1562
Obama Job: Approve	25% (210)	24% (201)	28% (235)	11% (91)	11% (89)	826
Obama Job: Disapprove	17% (105)	23% (147)	30% (187)	16% (101)	14% (87)	626
#1 Issue: Economy	21% (109)	24% (121)	29% (147)	15% (77)	11% (58)	513
#1 Issue: Security	21% (60)	26% (77)	29% (86)	9% (27)	14% (42)	293
#1 Issue: Health Care	20% (46)	21% (49)	29% (67)	15% (35)	15% (35)	232
#1 Issue: Medicare / Social Security	21% (39)	24% (45)	29% (54)	14% (27)	13% (25)	189
#1 Issue: Women's Issues	26% (24)	27% (24)	30% (27)	10% (9)	7% (7)	92
#1 Issue: Education	21% (22)	22% (23)	30% (31)	8% (8)	18% (19)	102
#1 Issue: Energy	23% (14)	29% (18)	22% (14)	11% (7)	15% (9)	61
#1 Issue: Other	18% (15)	14% (12)	22% (18)	22% (18)	24% (19)	81
2016 Vote: Democrat Hillary Clinton	26% (116)	23% (100)	29% (126)	12% (54)	10% (42)	438
2016 Vote: Republican Donald Trump	19% (98)	28% (140)	29% (147)	12% (62)	12% (61)	507
2016 Vote: Someone else	23% (29)	18% (23)	31% (39)	20% (26)	7% (9)	127
2012 Vote: Barack Obama	23% (121)	26% (134)	31% (161)	12% (62)	8% (41)	518
2012 Vote: Mitt Romney	17% (64)	25% (92)	33% (121)	14% (51)	11% (41)	369
2012 Vote: Other	29% (18)	16% (10)	21% (13)	22% (14)	12% (8)	62
2012 Vote: Didn't Vote	20% (124)	22% (131)	25% (150)	13% (80)	20% (124)	610
4-Region: Northeast	21% (60)	28% (79)	24% (68)	15% (43)	12% (34)	285
4-Region: Midwest	20% (67)	22% (74)	29% (98)	17% (56)	12% (40)	336
4-Region: South	23% (132)	20% (116)	29% (167)	11% (66)	17% (97)	578
4-Region: West	19% (69)	27% (97)	30% (111)	12% (43)	12% (43)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_1: Please indicate if you have a favorable or unfavorable opinion of each of the following American Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (387)	38% (601)	8% (125)	3% (41)	23% (355)	3% (53)	1562
Gender: Male	28% (209)	39% (292)	10% (74)	3% (21)	18% (136)	3% (20)	752
Gender: Female	22% (178)	38% (308)	6% (51)	2% (20)	27% (219)	4% (34)	810
Age: 18-29	27% (91)	32% (107)	8% (26)	5% (15)	23% (75)	5% (16)	330
Age: 30-44	31% (124)	32% (131)	11% (44)	3% (12)	19% (78)	4% (16)	404
Age: 45-54	20% (62)	41% (127)	7% (22)	2% (5)	28% (86)	3% (9)	311
Age: 55-64	18% (41)	45% (105)	5% (11)	3% (6)	27% (63)	3% (8)	234
Age: 65+	25% (69)	46% (131)	8% (22)	1% (3)	19% (53)	2% (4)	282
PID: Dem (no lean)	31% (157)	38% (190)	8% (38)	3% (13)	19% (98)	2% (10)	506
PID: Ind (no lean)	20% (122)	34% (201)	9% (57)	3% (18)	28% (170)	5% (32)	600
PID: Rep (no lean)	24% (108)	46% (210)	7% (30)	2% (11)	19% (87)	2% (11)	456
PID/Gender: Dem Men	32% (76)	40% (94)	8% (18)	4% (9)	14% (34)	1% (3)	234
PID/Gender: Dem Women	30% (81)	35% (96)	8% (20)	1% (4)	23% (64)	3% (7)	272
PID/Gender: Ind Men	24% (67)	33% (92)	13% (35)	3% (8)	24% (66)	4% (12)	281
PID/Gender: Ind Women	17% (55)	34% (109)	7% (21)	3% (10)	33% (104)	6% (20)	319
PID/Gender: Rep Men	28% (66)	45% (107)	9% (21)	2% (4)	15% (36)	2% (4)	237
PID/Gender: Rep Women	19% (42)	47% (104)	4% (9)	3% (6)	23% (51)	3% (7)	219
Tea Party: Supporter	30% (117)	36% (139)	7% (27)	3% (11)	21% (79)	3% (11)	383
Tea Party: Not Supporter	23% (269)	39% (457)	8% (98)	3% (30)	24% (276)	4% (42)	1172
Ideo: Liberal (1-3)	29% (136)	40% (184)	9% (41)	3% (13)	17% (77)	3% (13)	464
Ideo: Moderate (4)	29% (103)	34% (121)	9% (31)	3% (12)	25% (88)	1% (3)	359
Ideo: Conservative (5-7)	21% (105)	46% (232)	9% (44)	2% (9)	21% (104)	2% (8)	503
Educ: < College	26% (291)	34% (382)	6% (72)	3% (29)	26% (289)	4% (48)	1112
Educ: Bachelors degree	21% (61)	47% (140)	12% (36)	2% (5)	17% (51)	1% (2)	295
Educ: Post-grad	22% (35)	51% (79)	11% (17)	4% (6)	10% (16)	2% (2)	155
Income: Under 50k	24% (230)	34% (328)	7% (71)	3% (30)	27% (262)	5% (44)	964
Income: 50k-100k	27% (114)	44% (185)	9% (38)	2% (9)	16% (69)	2% (8)	424
Income: 100k+	25% (43)	50% (87)	9% (16)	2% (3)	14% (24)	1% (1)	174

Continued on next page

Table BRD5_1: Please indicate if you have a favorable or unfavorable opinion of each of the following American Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (387)	38% (601)	8% (125)	3% (41)	23% (355)	3% (53)	1562
Ethnicity: White	23% (289)	40% (502)	8% (100)	2% (27)	23% (287)	3% (38)	1242
Ethnicity: Hispanic	43% (100)	31% (72)	10% (24)	4% (10)	9% (22)	3% (6)	234
Ethnicity: Afr. Am.	30% (56)	33% (62)	5% (9)	3% (6)	25% (47)	5% (10)	191
Ethnicity: Other	32% (42)	28% (37)	13% (16)	6% (8)	17% (21)	4% (5)	129
Relig: Protestant	22% (77)	47% (165)	7% (24)	1% (5)	20% (71)	2% (5)	348
Relig: Roman Catholic	31% (104)	41% (137)	8% (26)	3% (9)	15% (51)	3% (10)	337
Relig: Ath./Agn./None	24% (103)	32% (134)	9% (39)	3% (11)	27% (116)	5% (21)	424
Relig: Something Else	19% (50)	35% (91)	11% (27)	5% (14)	26% (68)	3% (8)	258
Relig: Evangelical	30% (137)	39% (180)	5% (24)	2% (9)	21% (97)	3% (12)	460
Relig: Non-Evang. Catholics	23% (97)	46% (194)	8% (35)	2% (7)	18% (74)	3% (12)	419
Relig: All Christian	27% (234)	43% (375)	7% (59)	2% (17)	19% (171)	3% (24)	879
Relig: All Non-Christian	22% (153)	33% (225)	10% (66)	4% (25)	27% (184)	4% (29)	682
Community: Urban	29% (122)	36% (153)	10% (42)	3% (12)	18% (78)	3% (15)	422
Community: Suburban	22% (147)	45% (295)	8% (53)	3% (17)	20% (130)	2% (15)	657
Community: Rural	25% (118)	32% (153)	6% (29)	2% (12)	30% (147)	5% (24)	483
Employ: Private Sector	28% (121)	44% (191)	9% (38)	2% (8)	16% (71)	2% (8)	437
Employ: Government	24% (22)	44% (41)	10% (10)	— (0)	20% (19)	1% (1)	93
Employ: Self-Employed	23% (31)	40% (53)	9% (12)	5% (6)	21% (29)	2% (3)	134
Employ: Homemaker	24% (36)	31% (46)	8% (12)	3% (5)	27% (41)	7% (11)	151
Employ: Student	23% (19)	28% (24)	12% (10)	4% (3)	31% (26)	3% (2)	83
Employ: Retired	24% (77)	44% (140)	7% (22)	2% (6)	21% (66)	2% (5)	317
Employ: Unemployed	24% (42)	26% (47)	7% (13)	5% (9)	30% (54)	7% (13)	179
Employ: Other	23% (39)	35% (59)	4% (7)	2% (3)	29% (49)	6% (10)	167
Job Type: White-collar	26% (123)	45% (214)	12% (56)	2% (10)	14% (69)	2% (7)	479
Job Type: Blue-collar	23% (153)	41% (273)	7% (44)	2% (15)	24% (161)	3% (19)	665
Job Type: Don't Know	27% (111)	27% (114)	6% (25)	4% (16)	30% (125)	7% (27)	418
Military HH: Yes	29% (78)	39% (104)	9% (25)	3% (7)	17% (45)	2% (7)	266
Military HH: No	24% (309)	38% (497)	8% (100)	3% (34)	24% (310)	4% (47)	1296
RD/WT: Right Direction	32% (150)	41% (192)	6% (28)	2% (9)	17% (79)	3% (15)	473
RD/WT: Wrong Track	22% (237)	38% (409)	9% (97)	3% (32)	25% (276)	3% (38)	1089

Continued on next page

Table BRD5_1: Please indicate if you have a favorable or unfavorable opinion of each of the following American Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (387)	38% (601)	8% (125)	3% (41)	23% (355)	3% (53)	1562
Obama Job: Approve	29% (237)	38% (312)	9% (72)	3% (22)	20% (162)	3% (21)	826
Obama Job: Disapprove	21% (130)	42% (260)	8% (49)	2% (15)	25% (160)	2% (12)	626
#1 Issue: Economy	26% (134)	41% (211)	7% (37)	2% (12)	20% (102)	3% (17)	513
#1 Issue: Security	27% (79)	32% (94)	8% (23)	1% (3)	30% (87)	2% (7)	293
#1 Issue: Health Care	20% (47)	41% (96)	8% (19)	5% (11)	23% (54)	2% (5)	232
#1 Issue: Medicare / Social Security	24% (46)	47% (89)	5% (9)	3% (6)	17% (33)	3% (7)	189
#1 Issue: Women's Issues	19% (18)	31% (29)	17% (15)	8% (8)	20% (19)	4% (3)	92
#1 Issue: Education	28% (29)	36% (36)	9% (9)	— (0)	25% (25)	3% (3)	102
#1 Issue: Energy	14% (8)	44% (27)	10% (6)	4% (2)	26% (16)	2% (1)	61
#1 Issue: Other	32% (26)	23% (19)	8% (6)	— (0)	24% (19)	13% (11)	81
2016 Vote: Democrat Hillary Clinton	26% (113)	41% (179)	8% (37)	3% (14)	19% (85)	2% (11)	438
2016 Vote: Republican Donald Trump	25% (126)	42% (215)	8% (39)	3% (14)	20% (103)	2% (11)	507
2016 Vote: Someone else	19% (24)	41% (52)	13% (17)	1% (1)	26% (33)	— (1)	127
2012 Vote: Barack Obama	29% (149)	38% (198)	9% (48)	3% (17)	19% (99)	2% (8)	518
2012 Vote: Mitt Romney	20% (72)	48% (178)	8% (28)	2% (8)	22% (80)	1% (3)	369
2012 Vote: Other	20% (13)	32% (20)	8% (5)	2% (2)	34% (21)	2% (1)	62
2012 Vote: Didn't Vote	25% (152)	34% (205)	7% (42)	3% (16)	25% (155)	7% (40)	610
4-Region: Northeast	26% (74)	40% (113)	5% (15)	2% (5)	24% (68)	3% (9)	285
4-Region: Midwest	20% (66)	39% (131)	8% (27)	3% (11)	25% (85)	5% (17)	336
4-Region: South	29% (167)	36% (209)	6% (35)	2% (12)	23% (135)	4% (20)	578
4-Region: West	22% (80)	41% (148)	13% (49)	4% (14)	18% (66)	2% (7)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_2: Please indicate if you have a favorable or unfavorable opinion of each of the following
 Delta Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	27% (428)	37% (580)	8% (121)	3% (48)	21% (334)	3% (51)	1562
Gender: Male	29% (219)	39% (296)	9% (69)	3% (23)	16% (120)	3% (25)	752
Gender: Female	26% (209)	35% (284)	6% (52)	3% (25)	26% (214)	3% (26)	810
Age: 18-29	34% (111)	29% (95)	9% (29)	4% (12)	19% (64)	6% (20)	330
Age: 30-44	30% (120)	34% (139)	9% (38)	4% (17)	19% (76)	3% (14)	404
Age: 45-54	22% (68)	38% (119)	8% (24)	2% (5)	28% (87)	3% (8)	311
Age: 55-64	20% (46)	46% (108)	7% (17)	3% (8)	21% (50)	2% (6)	234
Age: 65+	29% (83)	43% (120)	5% (13)	2% (6)	20% (57)	1% (3)	282
PID: Dem (no lean)	30% (151)	40% (200)	7% (37)	3% (16)	19% (94)	2% (8)	506
PID: Ind (no lean)	24% (143)	33% (198)	8% (49)	3% (19)	26% (158)	5% (33)	600
PID: Rep (no lean)	29% (133)	40% (182)	8% (35)	3% (13)	18% (82)	2% (11)	456
PID/Gender: Dem Men	33% (76)	41% (96)	8% (19)	3% (8)	14% (33)	1% (3)	234
PID/Gender: Dem Women	28% (75)	38% (104)	7% (18)	3% (9)	23% (61)	2% (5)	272
PID/Gender: Ind Men	25% (70)	36% (100)	10% (29)	4% (11)	20% (55)	6% (17)	281
PID/Gender: Ind Women	23% (73)	31% (98)	6% (21)	3% (8)	32% (103)	5% (16)	319
PID/Gender: Rep Men	31% (73)	42% (100)	9% (22)	2% (5)	14% (32)	2% (5)	237
PID/Gender: Rep Women	28% (60)	37% (82)	6% (13)	4% (8)	23% (50)	3% (6)	219
Tea Party: Supporter	32% (124)	37% (140)	6% (22)	4% (14)	19% (73)	3% (10)	383
Tea Party: Not Supporter	26% (304)	37% (435)	8% (99)	3% (34)	22% (259)	3% (41)	1172
Ideo: Liberal (1-3)	30% (141)	37% (171)	9% (41)	4% (19)	17% (80)	3% (12)	464
Ideo: Moderate (4)	27% (97)	38% (137)	8% (30)	3% (10)	23% (83)	— (2)	359
Ideo: Conservative (5-7)	29% (144)	42% (213)	8% (41)	2% (12)	17% (87)	1% (6)	503
Educ: < College	28% (313)	33% (372)	7% (74)	3% (38)	24% (269)	4% (45)	1112
Educ: Bachelors degree	26% (76)	47% (138)	9% (26)	2% (6)	16% (46)	1% (3)	295
Educ: Post-grad	25% (38)	45% (70)	13% (21)	3% (4)	12% (19)	2% (3)	155
Income: Under 50k	27% (262)	34% (327)	6% (60)	3% (33)	25% (242)	4% (40)	964
Income: 50k-100k	28% (117)	40% (171)	11% (45)	3% (12)	17% (72)	1% (6)	424
Income: 100k+	28% (48)	47% (81)	9% (16)	2% (3)	12% (20)	3% (5)	174

Continued on next page

Table BRD5_2: Please indicate if you have a favorable or unfavorable opinion of each of the following
Delta Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	27% (428)	37% (580)	8% (121)	3% (48)	21% (334)	3% (51)	1562
Ethnicity: White	26% (322)	39% (488)	7% (93)	3% (37)	21% (266)	3% (37)	1242
Ethnicity: Hispanic	38% (88)	29% (68)	11% (26)	7% (16)	12% (27)	3% (8)	234
Ethnicity: Afr. Am.	38% (72)	29% (55)	5% (10)	3% (6)	23% (43)	2% (5)	191
Ethnicity: Other	26% (34)	28% (37)	14% (19)	4% (5)	19% (24)	8% (10)	129
Relig: Protestant	29% (102)	43% (148)	7% (23)	2% (7)	18% (63)	1% (4)	348
Relig: Roman Catholic	29% (98)	40% (136)	7% (24)	3% (11)	18% (59)	3% (9)	337
Relig: Ath./Agn./None	27% (114)	33% (140)	8% (36)	3% (13)	23% (96)	6% (26)	424
Relig: Something Else	22% (56)	32% (83)	12% (30)	5% (13)	27% (71)	2% (5)	258
Relig: Evangelical	34% (157)	37% (169)	5% (25)	2% (10)	19% (89)	2% (9)	460
Relig: Non-Evang. Catholics	24% (101)	44% (187)	7% (31)	3% (13)	19% (78)	3% (11)	419
Relig: All Christian	29% (258)	40% (356)	6% (55)	3% (23)	19% (167)	2% (20)	879
Relig: All Non-Christian	25% (170)	33% (223)	10% (66)	4% (26)	24% (166)	5% (31)	682
Community: Urban	30% (126)	37% (158)	8% (36)	5% (19)	17% (70)	3% (14)	422
Community: Suburban	25% (164)	39% (259)	9% (60)	3% (18)	22% (144)	2% (12)	657
Community: Rural	28% (138)	34% (163)	5% (26)	2% (12)	25% (120)	5% (25)	483
Employ: Private Sector	31% (136)	39% (170)	10% (43)	3% (12)	15% (66)	2% (10)	437
Employ: Government	34% (32)	37% (35)	12% (11)	— (0)	17% (15)	— (0)	93
Employ: Self-Employed	30% (41)	35% (48)	9% (12)	1% (1)	22% (30)	2% (3)	134
Employ: Homemaker	27% (42)	29% (44)	8% (11)	4% (6)	28% (42)	4% (7)	151
Employ: Student	23% (19)	30% (25)	9% (7)	8% (6)	28% (24)	3% (2)	83
Employ: Retired	23% (72)	47% (148)	5% (14)	4% (14)	20% (64)	2% (5)	317
Employ: Unemployed	24% (43)	31% (55)	8% (15)	3% (6)	27% (48)	7% (13)	179
Employ: Other	26% (43)	34% (57)	4% (7)	2% (4)	27% (45)	7% (11)	167
Job Type: White-collar	31% (149)	42% (201)	9% (45)	2% (10)	14% (67)	1% (7)	479
Job Type: Blue-collar	25% (169)	40% (265)	7% (47)	3% (20)	22% (149)	2% (14)	665
Job Type: Don't Know	26% (109)	27% (114)	7% (29)	4% (19)	28% (117)	7% (31)	418
Military HH: Yes	33% (87)	41% (108)	8% (21)	3% (9)	14% (37)	1% (4)	266
Military HH: No	26% (340)	36% (472)	8% (100)	3% (40)	23% (297)	4% (47)	1296
RD/WT: Right Direction	36% (172)	36% (170)	7% (31)	2% (10)	16% (75)	3% (14)	473
RD/WT: Wrong Track	23% (255)	38% (410)	8% (90)	4% (38)	24% (259)	3% (37)	1089

Continued on next page

Table BRD5_2: Please indicate if you have a favorable or unfavorable opinion of each of the following
Delta Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	27% (428)	37% (580)	8% (121)	3% (48)	21% (334)	3% (51)	1562
Obama Job: Approve	29% (239)	37% (306)	9% (73)	3% (28)	19% (158)	3% (23)	826
Obama Job: Disapprove	25% (159)	40% (250)	8% (47)	2% (15)	23% (145)	2% (10)	626
#1 Issue: Economy	29% (149)	40% (207)	7% (38)	3% (17)	17% (88)	3% (14)	513
#1 Issue: Security	28% (81)	38% (111)	6% (16)	2% (6)	25% (72)	2% (5)	293
#1 Issue: Health Care	23% (54)	39% (90)	8% (18)	2% (6)	25% (59)	3% (6)	232
#1 Issue: Medicare / Social Security	29% (54)	44% (83)	3% (6)	3% (6)	18% (35)	3% (6)	189
#1 Issue: Women's Issues	26% (23)	24% (22)	20% (18)	8% (7)	19% (18)	3% (3)	92
#1 Issue: Education	33% (33)	29% (29)	7% (7)	4% (4)	24% (24)	4% (4)	102
#1 Issue: Energy	19% (12)	25% (15)	23% (14)	3% (2)	28% (17)	3% (2)	61
#1 Issue: Other	27% (22)	28% (23)	4% (3)	1% (1)	25% (20)	15% (12)	81
2016 Vote: Democrat Hillary Clinton	28% (123)	38% (167)	9% (38)	3% (14)	21% (90)	1% (6)	438
2016 Vote: Republican Donald Trump	30% (154)	39% (197)	8% (39)	4% (19)	17% (88)	2% (11)	507
2016 Vote: Someone else	21% (27)	44% (55)	12% (15)	1% (1)	21% (27)	1% (2)	127
2012 Vote: Barack Obama	29% (148)	38% (198)	9% (45)	3% (17)	20% (103)	1% (6)	518
2012 Vote: Mitt Romney	27% (99)	44% (164)	7% (25)	3% (10)	18% (65)	2% (6)	369
2012 Vote: Other	17% (11)	37% (23)	15% (9)	2% (1)	27% (17)	1% (1)	62
2012 Vote: Didn't Vote	28% (169)	32% (194)	7% (41)	3% (20)	24% (147)	6% (38)	610
4-Region: Northeast	24% (67)	41% (118)	5% (13)	3% (9)	24% (68)	3% (9)	285
4-Region: Midwest	25% (83)	41% (137)	8% (25)	3% (9)	22% (73)	3% (9)	336
4-Region: South	33% (190)	32% (183)	7% (40)	4% (23)	20% (118)	4% (24)	578
4-Region: West	24% (87)	39% (142)	12% (43)	2% (7)	20% (74)	3% (9)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_3: Please indicate if you have a favorable or unfavorable opinion of each of the following
United Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (391)	37% (579)	9% (140)	3% (45)	22% (348)	4% (59)	1562
Gender: Male	27% (201)	38% (284)	11% (83)	3% (25)	18% (133)	3% (26)	752
Gender: Female	23% (190)	36% (296)	7% (57)	2% (20)	27% (215)	4% (33)	810
Age: 18-29	27% (90)	29% (97)	10% (34)	2% (7)	24% (80)	7% (22)	330
Age: 30-44	30% (120)	32% (130)	11% (45)	3% (12)	19% (76)	5% (21)	404
Age: 45-54	21% (65)	39% (121)	7% (23)	2% (5)	29% (92)	2% (5)	311
Age: 55-64	17% (41)	46% (109)	5% (11)	4% (10)	24% (56)	3% (8)	234
Age: 65+	27% (76)	43% (122)	9% (26)	4% (11)	16% (45)	1% (3)	282
PID: Dem (no lean)	31% (156)	38% (193)	8% (41)	3% (15)	17% (87)	3% (14)	506
PID: Ind (no lean)	20% (120)	32% (191)	11% (65)	3% (19)	29% (177)	5% (28)	600
PID: Rep (no lean)	25% (115)	43% (195)	7% (33)	3% (12)	18% (84)	4% (17)	456
PID/Gender: Dem Men	32% (76)	42% (99)	7% (17)	3% (7)	13% (31)	2% (6)	234
PID/Gender: Dem Women	29% (80)	35% (95)	9% (25)	3% (8)	21% (56)	3% (8)	272
PID/Gender: Ind Men	22% (62)	30% (83)	15% (43)	4% (12)	24% (68)	4% (12)	281
PID/Gender: Ind Women	18% (58)	34% (108)	7% (22)	2% (7)	34% (109)	5% (15)	319
PID/Gender: Rep Men	27% (63)	43% (102)	10% (23)	3% (6)	15% (34)	3% (8)	237
PID/Gender: Rep Women	24% (52)	42% (93)	5% (10)	3% (5)	23% (50)	4% (9)	219
Tea Party: Supporter	29% (109)	38% (146)	8% (29)	2% (7)	20% (77)	4% (14)	383
Tea Party: Not Supporter	24% (279)	37% (430)	9% (110)	3% (38)	23% (270)	4% (45)	1172
Ideo: Liberal (1-3)	30% (137)	36% (168)	11% (53)	2% (12)	17% (78)	3% (16)	464
Ideo: Moderate (4)	26% (92)	37% (133)	9% (31)	4% (14)	23% (83)	2% (5)	359
Ideo: Conservative (5-7)	24% (119)	44% (221)	9% (45)	3% (13)	20% (100)	1% (5)	503
Educ: < College	27% (298)	34% (373)	7% (83)	2% (26)	25% (280)	5% (53)	1112
Educ: Bachelors degree	19% (55)	46% (136)	13% (37)	5% (14)	17% (49)	1% (4)	295
Educ: Post-grad	25% (38)	46% (71)	12% (19)	4% (6)	12% (19)	2% (2)	155
Income: Under 50k	25% (240)	34% (325)	7% (67)	3% (27)	27% (262)	4% (43)	964
Income: 50k-100k	25% (106)	41% (175)	12% (52)	3% (12)	16% (67)	3% (12)	424
Income: 100k+	26% (45)	46% (80)	12% (20)	4% (6)	11% (18)	2% (4)	174

Continued on next page

Table BRD5_3: Please indicate if you have a favorable or unfavorable opinion of each of the following
United Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (391)	37% (579)	9% (140)	3% (45)	22% (348)	4% (59)	1562
Ethnicity: White	23% (288)	39% (485)	9% (117)	3% (31)	22% (277)	3% (43)	1242
Ethnicity: Hispanic	36% (85)	32% (75)	12% (29)	4% (10)	11% (26)	4% (9)	234
Ethnicity: Afr. Am.	32% (62)	30% (57)	4% (8)	3% (6)	25% (47)	5% (10)	191
Ethnicity: Other	32% (41)	29% (37)	11% (14)	6% (8)	18% (24)	5% (6)	129
Relig: Protestant	22% (78)	44% (153)	10% (35)	3% (11)	19% (67)	1% (4)	348
Relig: Roman Catholic	27% (91)	41% (139)	11% (39)	2% (8)	15% (51)	2% (8)	337
Relig: Ath./Agn./None	22% (95)	34% (145)	8% (36)	1% (6)	27% (117)	6% (26)	424
Relig: Something Else	24% (61)	33% (86)	9% (22)	5% (13)	26% (67)	3% (9)	258
Relig: Evangelical	32% (147)	35% (160)	7% (30)	3% (12)	21% (98)	3% (14)	460
Relig: Non-Evang. Catholics	21% (89)	45% (188)	12% (52)	3% (14)	16% (66)	2% (10)	419
Relig: All Christian	27% (235)	40% (347)	9% (82)	3% (26)	19% (164)	3% (25)	879
Relig: All Non-Christian	23% (156)	34% (231)	8% (58)	3% (19)	27% (184)	5% (34)	682
Community: Urban	29% (125)	35% (149)	10% (43)	3% (11)	18% (77)	4% (17)	422
Community: Suburban	24% (157)	41% (267)	9% (62)	3% (20)	21% (138)	2% (14)	657
Community: Rural	23% (110)	34% (164)	7% (34)	3% (14)	28% (133)	6% (27)	483
Employ: Private Sector	27% (119)	42% (185)	9% (41)	2% (9)	16% (71)	3% (12)	437
Employ: Government	29% (27)	41% (38)	11% (10)	1% (1)	18% (17)	1% (1)	93
Employ: Self-Employed	21% (28)	40% (54)	11% (15)	4% (6)	22% (29)	2% (3)	134
Employ: Homemaker	25% (38)	31% (46)	10% (15)	2% (3)	29% (44)	4% (6)	151
Employ: Student	22% (18)	20% (17)	13% (11)	2% (2)	40% (33)	2% (2)	83
Employ: Retired	25% (80)	42% (133)	8% (25)	5% (15)	18% (58)	2% (7)	317
Employ: Unemployed	21% (38)	28% (51)	8% (14)	4% (7)	28% (51)	10% (17)	179
Employ: Other	26% (43)	33% (56)	5% (9)	2% (3)	27% (45)	7% (11)	167
Job Type: White-collar	25% (117)	44% (209)	13% (64)	3% (14)	14% (66)	2% (9)	479
Job Type: Blue-collar	25% (167)	39% (261)	6% (42)	3% (20)	24% (160)	2% (16)	665
Job Type: Don't Know	26% (107)	26% (109)	8% (34)	3% (12)	29% (122)	8% (34)	418
Military HH: Yes	28% (74)	40% (107)	10% (26)	3% (9)	17% (45)	2% (5)	266
Military HH: No	24% (317)	36% (473)	9% (114)	3% (36)	23% (303)	4% (54)	1296
RD/WT: Right Direction	32% (149)	39% (187)	7% (33)	2% (11)	15% (73)	4% (20)	473
RD/WT: Wrong Track	22% (242)	36% (393)	10% (107)	3% (35)	25% (275)	4% (39)	1089

Continued on next page

Table BRD5_3: Please indicate if you have a favorable or unfavorable opinion of each of the following
United Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	25% (391)	37% (579)	9% (140)	3% (45)	22% (348)	4% (59)	1562
Obama Job: Approve	29% (242)	37% (306)	10% (80)	2% (19)	18% (150)	4% (29)	826
Obama Job: Disapprove	20% (125)	39% (247)	9% (59)	4% (22)	26% (163)	2% (10)	626
#1 Issue: Economy	24% (123)	41% (210)	10% (51)	3% (13)	21% (107)	2% (9)	513
#1 Issue: Security	27% (78)	33% (97)	7% (22)	4% (12)	27% (79)	2% (5)	293
#1 Issue: Health Care	23% (53)	41% (95)	8% (19)	3% (8)	20% (47)	4% (10)	232
#1 Issue: Medicare / Social Security	31% (59)	42% (79)	4% (8)	1% (2)	17% (33)	4% (8)	189
#1 Issue: Women's Issues	19% (18)	34% (31)	15% (13)	5% (4)	19% (17)	8% (7)	92
#1 Issue: Education	26% (26)	30% (30)	10% (10)	1% (1)	27% (28)	6% (6)	102
#1 Issue: Energy	26% (16)	27% (17)	15% (9)	7% (4)	24% (15)	1% (1)	61
#1 Issue: Other	23% (18)	24% (19)	10% (9)	1% (1)	27% (22)	15% (12)	81
2016 Vote: Democrat Hillary Clinton	28% (124)	40% (175)	9% (40)	3% (12)	18% (77)	2% (11)	438
2016 Vote: Republican Donald Trump	26% (134)	38% (193)	9% (45)	4% (20)	20% (103)	3% (14)	507
2016 Vote: Someone else	17% (22)	41% (52)	16% (20)	3% (4)	22% (27)	1% (2)	127
2012 Vote: Barack Obama	27% (140)	40% (209)	10% (51)	3% (17)	17% (90)	2% (12)	518
2012 Vote: Mitt Romney	20% (75)	46% (170)	8% (31)	4% (15)	20% (72)	2% (6)	369
2012 Vote: Other	21% (13)	30% (19)	11% (7)	4% (2)	33% (21)	1% (1)	62
2012 Vote: Didn't Vote	26% (161)	30% (181)	8% (50)	2% (11)	27% (166)	7% (41)	610
4-Region: Northeast	25% (70)	37% (104)	9% (26)	2% (6)	25% (71)	3% (9)	285
4-Region: Midwest	21% (70)	42% (142)	8% (27)	3% (9)	23% (77)	3% (11)	336
4-Region: South	27% (156)	34% (197)	6% (37)	3% (20)	24% (139)	5% (30)	578
4-Region: West	26% (96)	38% (137)	14% (49)	3% (10)	17% (62)	3% (9)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_4: Please indicate if you have a favorable or unfavorable opinion of each of the following Southwest Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	29% (447)	35% (543)	7% (109)	3% (40)	23% (356)	4% (68)	1562
Gender: Male	29% (219)	37% (275)	10% (74)	3% (21)	18% (135)	4% (28)	752
Gender: Female	28% (228)	33% (268)	4% (35)	2% (19)	27% (221)	5% (40)	810
Age: 18-29	26% (85)	31% (102)	11% (35)	3% (11)	23% (75)	7% (24)	330
Age: 30-44	32% (130)	31% (127)	9% (34)	4% (15)	19% (77)	5% (21)	404
Age: 45-54	25% (79)	38% (118)	4% (11)	2% (7)	27% (83)	4% (13)	311
Age: 55-64	24% (56)	34% (79)	6% (14)	2% (4)	31% (73)	3% (8)	234
Age: 65+	34% (97)	42% (118)	5% (14)	1% (2)	17% (48)	1% (3)	282
PID: Dem (no lean)	34% (172)	33% (168)	7% (34)	3% (16)	20% (103)	3% (13)	506
PID: Ind (no lean)	22% (130)	35% (210)	8% (45)	3% (16)	27% (160)	6% (39)	600
PID: Rep (no lean)	32% (145)	36% (165)	6% (29)	2% (8)	20% (93)	4% (16)	456
PID/Gender: Dem Men	30% (71)	40% (92)	10% (23)	2% (5)	16% (38)	2% (4)	234
PID/Gender: Dem Women	37% (101)	28% (76)	4% (11)	4% (11)	24% (64)	3% (9)	272
PID/Gender: Ind Men	24% (68)	34% (96)	10% (29)	4% (11)	21% (58)	6% (17)	281
PID/Gender: Ind Women	19% (62)	36% (114)	5% (16)	1% (4)	32% (102)	7% (21)	319
PID/Gender: Rep Men	34% (80)	36% (86)	9% (22)	2% (4)	16% (38)	3% (6)	237
PID/Gender: Rep Women	30% (65)	36% (78)	4% (8)	2% (4)	25% (55)	5% (10)	219
Tea Party: Supporter	33% (127)	33% (126)	6% (25)	3% (12)	22% (84)	3% (10)	383
Tea Party: Not Supporter	27% (317)	35% (415)	7% (83)	2% (27)	23% (272)	5% (56)	1172
Ideo: Liberal (1-3)	33% (154)	36% (166)	8% (38)	3% (14)	16% (76)	4% (16)	464
Ideo: Moderate (4)	29% (104)	37% (134)	6% (22)	3% (10)	23% (84)	1% (5)	359
Ideo: Conservative (5-7)	30% (153)	37% (188)	8% (39)	2% (8)	21% (104)	2% (11)	503
Educ: < College	27% (297)	32% (359)	6% (70)	3% (32)	26% (290)	6% (63)	1112
Educ: Bachelors degree	32% (93)	43% (127)	6% (19)	2% (7)	16% (49)	— (1)	295
Educ: Post-grad	37% (57)	37% (57)	12% (19)	1% (1)	11% (17)	3% (4)	155
Income: Under 50k	26% (251)	31% (304)	7% (68)	3% (25)	27% (265)	5% (52)	964
Income: 50k-100k	32% (137)	39% (167)	6% (26)	3% (11)	17% (71)	3% (12)	424
Income: 100k+	34% (59)	42% (72)	8% (14)	2% (4)	12% (20)	2% (4)	174

Continued on next page

Table BRD5_4: Please indicate if you have a favorable or unfavorable opinion of each of the following Southwest Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	29% (447)	35% (543)	7% (109)	3% (40)	23% (356)	4% (68)	1562
Ethnicity: White	29% (360)	36% (445)	7% (87)	2% (25)	22% (277)	4% (48)	1242
Ethnicity: Hispanic	27% (62)	38% (89)	11% (25)	4% (10)	14% (34)	6% (14)	234
Ethnicity: Afr. Am.	33% (63)	29% (55)	6% (12)	3% (5)	26% (50)	3% (6)	191
Ethnicity: Other	18% (23)	33% (42)	8% (10)	7% (10)	23% (30)	11% (14)	129
Relig: Protestant	34% (119)	35% (123)	7% (24)	1% (4)	21% (72)	2% (6)	348
Relig: Roman Catholic	28% (96)	39% (132)	9% (29)	3% (11)	17% (57)	3% (11)	337
Relig: Ath./Agn./None	25% (108)	31% (131)	8% (34)	3% (11)	26% (111)	7% (29)	424
Relig: Something Else	26% (67)	34% (87)	7% (17)	5% (12)	26% (67)	3% (7)	258
Relig: Evangelical	33% (154)	36% (166)	4% (19)	2% (8)	21% (98)	3% (16)	460
Relig: Non-Evang. Catholics	28% (118)	38% (159)	9% (39)	2% (8)	19% (80)	4% (15)	419
Relig: All Christian	31% (272)	37% (325)	7% (58)	2% (16)	20% (178)	4% (31)	879
Relig: All Non-Christian	26% (175)	32% (218)	7% (51)	3% (23)	26% (178)	5% (36)	682
Community: Urban	33% (140)	33% (138)	8% (35)	3% (13)	19% (81)	4% (15)	422
Community: Suburban	26% (173)	42% (274)	6% (40)	2% (12)	20% (134)	4% (23)	657
Community: Rural	28% (133)	27% (131)	7% (33)	3% (14)	29% (141)	6% (30)	483
Employ: Private Sector	33% (144)	38% (168)	9% (40)	2% (8)	15% (67)	2% (10)	437
Employ: Government	34% (32)	37% (34)	6% (6)	1% (1)	20% (18)	3% (3)	93
Employ: Self-Employed	27% (37)	40% (53)	7% (10)	3% (4)	21% (29)	2% (3)	134
Employ: Homemaker	26% (40)	35% (53)	2% (4)	2% (3)	29% (44)	5% (7)	151
Employ: Student	18% (15)	35% (29)	8% (6)	2% (2)	34% (28)	3% (3)	83
Employ: Retired	31% (97)	38% (120)	6% (20)	1% (4)	22% (68)	2% (7)	317
Employ: Unemployed	22% (40)	22% (40)	7% (12)	8% (14)	28% (51)	12% (21)	179
Employ: Other	25% (42)	27% (45)	6% (10)	3% (5)	30% (51)	8% (14)	167
Job Type: White-collar	35% (168)	40% (191)	7% (34)	3% (13)	14% (67)	1% (6)	479
Job Type: Blue-collar	26% (171)	39% (260)	7% (45)	1% (9)	25% (165)	2% (14)	665
Job Type: Don't Know	26% (108)	22% (91)	7% (30)	4% (17)	30% (124)	12% (49)	418
Military HH: Yes	31% (81)	41% (109)	6% (16)	3% (9)	17% (44)	3% (7)	266
Military HH: No	28% (365)	34% (434)	7% (92)	2% (31)	24% (312)	5% (61)	1296
RD/WT: Right Direction	33% (157)	36% (171)	7% (34)	2% (9)	18% (87)	3% (16)	473
RD/WT: Wrong Track	27% (290)	34% (372)	7% (75)	3% (31)	25% (269)	5% (52)	1089

Continued on next page

Table BRD5_4: Please indicate if you have a favorable or unfavorable opinion of each of the following Southwest Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	29% (447)	35% (543)	7% (109)	3% (40)	23% (356)	4% (68)	1562
Obama Job: Approve	32% (262)	35% (290)	7% (59)	3% (21)	20% (163)	4% (31)	826
Obama Job: Disapprove	27% (169)	37% (231)	7% (45)	2% (11)	25% (158)	2% (14)	626
#1 Issue: Economy	30% (156)	38% (194)	7% (37)	2% (11)	19% (100)	3% (15)	513
#1 Issue: Security	27% (79)	33% (98)	7% (21)	1% (3)	28% (82)	3% (10)	293
#1 Issue: Health Care	28% (66)	35% (81)	5% (11)	4% (9)	23% (52)	5% (12)	232
#1 Issue: Medicare / Social Security	29% (55)	39% (74)	6% (11)	2% (3)	21% (40)	3% (6)	189
#1 Issue: Women's Issues	34% (31)	24% (22)	5% (4)	10% (9)	21% (20)	6% (6)	92
#1 Issue: Education	27% (27)	28% (28)	13% (13)	— (0)	27% (27)	5% (5)	102
#1 Issue: Energy	30% (18)	25% (15)	12% (7)	6% (3)	26% (16)	2% (1)	61
#1 Issue: Other	18% (15)	38% (31)	3% (3)	2% (2)	23% (19)	15% (12)	81
2016 Vote: Democrat Hillary Clinton	32% (142)	36% (158)	6% (27)	3% (13)	19% (83)	3% (14)	438
2016 Vote: Republican Donald Trump	34% (172)	34% (171)	7% (37)	2% (11)	20% (102)	3% (15)	507
2016 Vote: Someone else	27% (34)	40% (51)	9% (11)	1% (1)	22% (28)	— (1)	127
2012 Vote: Barack Obama	33% (173)	35% (183)	6% (32)	3% (15)	20% (102)	3% (13)	518
2012 Vote: Mitt Romney	32% (120)	39% (144)	5% (19)	2% (6)	20% (75)	1% (5)	369
2012 Vote: Other	31% (19)	23% (14)	11% (7)	— (0)	34% (21)	1% (1)	62
2012 Vote: Didn't Vote	22% (134)	33% (201)	8% (50)	3% (19)	26% (158)	8% (49)	610
4-Region: Northeast	22% (64)	35% (98)	10% (30)	— (1)	27% (76)	6% (16)	285
4-Region: Midwest	29% (99)	33% (111)	6% (20)	3% (11)	24% (80)	5% (16)	336
4-Region: South	31% (179)	32% (186)	5% (29)	3% (19)	24% (140)	5% (26)	578
4-Region: West	29% (106)	41% (148)	8% (30)	2% (9)	17% (60)	3% (10)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_5: Please indicate if you have a favorable or unfavorable opinion of each of the following
JetBlue

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	15% (236)	25% (396)	8% (123)	3% (42)	36% (561)	13% (205)	1562
Gender: Male	17% (129)	30% (229)	9% (66)	3% (23)	30% (229)	10% (76)	752
Gender: Female	13% (107)	21% (166)	7% (57)	2% (18)	41% (332)	16% (129)	810
Age: 18-29	18% (59)	20% (68)	9% (29)	4% (13)	30% (97)	19% (64)	330
Age: 30-44	20% (82)	24% (96)	9% (38)	3% (11)	32% (131)	12% (47)	404
Age: 45-54	10% (30)	26% (82)	8% (26)	2% (7)	41% (128)	13% (39)	311
Age: 55-64	8% (19)	29% (67)	4% (10)	3% (7)	41% (97)	15% (35)	234
Age: 65+	16% (47)	30% (83)	7% (20)	1% (4)	38% (107)	7% (21)	282
PID: Dem (no lean)	20% (99)	29% (146)	8% (41)	3% (14)	30% (154)	10% (51)	506
PID: Ind (no lean)	11% (65)	22% (132)	8% (45)	3% (19)	40% (239)	17% (100)	600
PID: Rep (no lean)	16% (72)	26% (118)	8% (37)	2% (9)	37% (168)	12% (54)	456
PID/Gender: Dem Men	23% (54)	31% (73)	8% (19)	3% (8)	26% (60)	8% (20)	234
PID/Gender: Dem Women	17% (45)	27% (73)	8% (22)	2% (7)	35% (94)	12% (32)	272
PID/Gender: Ind Men	13% (38)	29% (83)	8% (23)	5% (13)	30% (85)	14% (39)	281
PID/Gender: Ind Women	9% (27)	15% (49)	7% (22)	2% (5)	48% (154)	19% (61)	319
PID/Gender: Rep Men	16% (38)	31% (73)	10% (24)	1% (3)	35% (84)	7% (17)	237
PID/Gender: Rep Women	16% (34)	20% (45)	6% (13)	3% (6)	38% (84)	17% (37)	219
Tea Party: Supporter	21% (80)	28% (109)	9% (34)	3% (11)	26% (100)	13% (49)	383
Tea Party: Not Supporter	13% (155)	24% (284)	7% (88)	3% (31)	39% (459)	13% (156)	1172
Ideo: Liberal (1-3)	22% (100)	28% (128)	8% (36)	3% (13)	31% (142)	10% (45)	464
Ideo: Moderate (4)	14% (51)	26% (92)	8% (29)	2% (8)	39% (140)	11% (38)	359
Ideo: Conservative (5-7)	13% (67)	31% (154)	10% (50)	2% (11)	34% (172)	10% (49)	503
Educ: < College	14% (159)	21% (238)	7% (81)	3% (33)	37% (410)	17% (190)	1112
Educ: Bachelors degree	15% (46)	35% (104)	8% (23)	2% (5)	37% (109)	3% (9)	295
Educ: Post-grad	20% (31)	35% (54)	12% (18)	2% (3)	27% (42)	4% (7)	155
Income: Under 50k	14% (139)	21% (205)	6% (58)	3% (33)	38% (365)	17% (164)	964
Income: 50k-100k	16% (70)	29% (124)	10% (41)	1% (6)	35% (148)	8% (35)	424
Income: 100k+	16% (28)	38% (66)	14% (24)	1% (2)	27% (48)	4% (6)	174

Continued on next page

Table BRD5_5: Please indicate if you have a favorable or unfavorable opinion of each of the following
JetBlue

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	15% (236)	25% (396)	8% (123)	3% (42)	36% (561)	13% (205)	1562
Ethnicity: White	14% (173)	26% (322)	8% (100)	2% (30)	36% (451)	13% (166)	1242
Ethnicity: Hispanic	28% (66)	26% (61)	12% (27)	4% (9)	18% (43)	12% (27)	234
Ethnicity: Afr. Am.	17% (33)	25% (48)	4% (8)	2% (3)	40% (76)	12% (23)	191
Ethnicity: Other	24% (31)	20% (26)	11% (15)	7% (9)	26% (34)	12% (16)	129
Relig: Protestant	14% (47)	26% (92)	8% (29)	2% (8)	39% (136)	10% (36)	348
Relig: Roman Catholic	25% (83)	27% (89)	11% (37)	3% (9)	29% (96)	7% (22)	337
Relig: Ath./Agn./None	15% (63)	24% (103)	8% (32)	2% (10)	36% (152)	15% (65)	424
Relig: Something Else	9% (24)	23% (58)	7% (17)	4% (11)	44% (112)	14% (35)	258
Relig: Evangelical	17% (77)	25% (116)	6% (28)	3% (13)	34% (156)	15% (70)	460
Relig: Non-Evang. Catholics	17% (72)	28% (119)	11% (45)	2% (8)	34% (141)	8% (35)	419
Relig: All Christian	17% (149)	27% (234)	8% (73)	2% (21)	34% (297)	12% (105)	879
Relig: All Non-Christian	13% (87)	24% (161)	7% (49)	3% (20)	39% (264)	15% (99)	682
Community: Urban	18% (75)	31% (130)	7% (31)	4% (15)	29% (122)	12% (49)	422
Community: Suburban	15% (100)	25% (161)	9% (59)	3% (18)	37% (242)	12% (77)	657
Community: Rural	13% (61)	22% (105)	7% (33)	2% (9)	41% (196)	16% (79)	483
Employ: Private Sector	18% (79)	32% (139)	9% (41)	2% (7)	31% (134)	9% (37)	437
Employ: Government	25% (23)	25% (24)	9% (8)	3% (2)	34% (31)	4% (4)	93
Employ: Self-Employed	15% (20)	26% (35)	5% (7)	3% (4)	37% (50)	14% (18)	134
Employ: Homemaker	9% (14)	19% (29)	9% (14)	3% (4)	46% (69)	14% (21)	151
Employ: Student	13% (11)	14% (11)	7% (6)	5% (4)	34% (29)	27% (22)	83
Employ: Retired	16% (51)	24% (75)	8% (27)	2% (6)	41% (130)	9% (28)	317
Employ: Unemployed	11% (20)	23% (42)	6% (10)	3% (5)	34% (62)	23% (41)	179
Employ: Other	11% (18)	24% (40)	6% (10)	5% (8)	34% (57)	20% (34)	167
Job Type: White-collar	17% (83)	34% (165)	9% (41)	3% (12)	30% (144)	7% (33)	479
Job Type: Blue-collar	15% (98)	24% (161)	7% (50)	2% (14)	41% (271)	11% (72)	665
Job Type: Don't Know	13% (56)	17% (70)	8% (32)	4% (15)	35% (146)	24% (100)	418
Military HH: Yes	20% (52)	30% (81)	6% (17)	3% (8)	32% (85)	8% (22)	266
Military HH: No	14% (184)	24% (315)	8% (106)	3% (33)	37% (476)	14% (183)	1296
RD/WT: Right Direction	19% (91)	29% (137)	7% (35)	3% (12)	29% (136)	13% (62)	473
RD/WT: Wrong Track	13% (145)	24% (258)	8% (87)	3% (30)	39% (425)	13% (143)	1089

Continued on next page

Table BRD5_5: Please indicate if you have a favorable or unfavorable opinion of each of the following
JetBlue

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	15% (236)	25% (396)	8% (123)	3% (42)	36% (561)	13% (205)	1562
Obama Job: Approve	19% (158)	28% (230)	8% (62)	3% (25)	32% (264)	10% (86)	826
Obama Job: Disapprove	11% (70)	25% (158)	9% (57)	2% (10)	41% (255)	12% (77)	626
#1 Issue: Economy	16% (81)	28% (146)	8% (41)	2% (10)	35% (178)	11% (58)	513
#1 Issue: Security	12% (35)	29% (85)	8% (23)	1% (4)	38% (112)	11% (34)	293
#1 Issue: Health Care	18% (42)	21% (50)	6% (15)	4% (8)	36% (82)	15% (35)	232
#1 Issue: Medicare / Social Security	16% (31)	26% (49)	5% (10)	3% (6)	35% (66)	15% (28)	189
#1 Issue: Women's Issues	19% (17)	13% (12)	14% (13)	4% (3)	36% (33)	15% (14)	92
#1 Issue: Education	15% (16)	22% (22)	12% (12)	2% (2)	34% (34)	15% (15)	102
#1 Issue: Energy	8% (5)	29% (18)	7% (4)	9% (5)	42% (26)	5% (3)	61
#1 Issue: Other	12% (9)	18% (15)	6% (5)	3% (2)	36% (30)	25% (20)	81
2016 Vote: Democrat Hillary Clinton	18% (80)	30% (133)	8% (34)	2% (9)	36% (158)	6% (25)	438
2016 Vote: Republican Donald Trump	15% (78)	26% (133)	9% (48)	2% (12)	36% (181)	11% (55)	507
2016 Vote: Someone else	16% (20)	27% (34)	7% (8)	2% (3)	32% (41)	16% (20)	127
2012 Vote: Barack Obama	17% (87)	30% (153)	8% (40)	3% (16)	36% (186)	7% (36)	518
2012 Vote: Mitt Romney	11% (42)	31% (114)	8% (31)	2% (8)	38% (141)	9% (34)	369
2012 Vote: Other	16% (10)	26% (16)	9% (6)	— (0)	40% (25)	9% (6)	62
2012 Vote: Didn't Vote	16% (97)	18% (111)	7% (45)	3% (18)	34% (209)	21% (130)	610
4-Region: Northeast	26% (75)	31% (89)	8% (23)	1% (2)	26% (75)	7% (21)	285
4-Region: Midwest	8% (26)	21% (71)	7% (23)	3% (9)	44% (147)	18% (61)	336
4-Region: South	14% (83)	24% (142)	7% (42)	3% (15)	35% (203)	16% (94)	578
4-Region: West	14% (52)	26% (95)	9% (34)	4% (15)	37% (136)	8% (30)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_6: Please indicate if you have a favorable or unfavorable opinion of each of the following Spirit

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	7% (112)	18% (286)	10% (162)	6% (95)	35% (543)	23% (364)	1562
Gender: Male	9% (65)	22% (164)	12% (90)	7% (51)	31% (232)	20% (151)	752
Gender: Female	6% (47)	15% (123)	9% (72)	5% (44)	38% (311)	26% (213)	810
Age: 18-29	8% (27)	19% (62)	14% (47)	7% (25)	27% (88)	25% (82)	330
Age: 30-44	12% (50)	21% (86)	11% (44)	6% (26)	28% (114)	21% (84)	404
Age: 45-54	3% (9)	14% (45)	8% (23)	5% (16)	42% (130)	28% (88)	311
Age: 55-64	6% (15)	18% (43)	8% (18)	6% (14)	36% (85)	25% (59)	234
Age: 65+	4% (12)	18% (50)	10% (29)	5% (14)	45% (126)	18% (51)	282
PID: Dem (no lean)	9% (47)	21% (107)	12% (62)	6% (31)	32% (161)	19% (98)	506
PID: Ind (no lean)	5% (28)	16% (95)	9% (56)	6% (39)	36% (216)	28% (166)	600
PID: Rep (no lean)	8% (38)	18% (84)	10% (45)	5% (25)	36% (166)	22% (99)	456
PID/Gender: Dem Men	11% (25)	26% (61)	12% (28)	8% (18)	25% (60)	18% (42)	234
PID/Gender: Dem Women	8% (22)	17% (47)	12% (34)	4% (12)	37% (101)	21% (57)	272
PID/Gender: Ind Men	5% (15)	19% (53)	11% (31)	7% (19)	33% (93)	25% (70)	281
PID/Gender: Ind Women	4% (14)	13% (41)	8% (25)	6% (20)	39% (123)	30% (97)	319
PID/Gender: Rep Men	11% (26)	21% (49)	13% (31)	6% (13)	34% (80)	17% (39)	237
PID/Gender: Rep Women	5% (12)	16% (35)	6% (14)	5% (12)	39% (86)	27% (60)	219
Tea Party: Supporter	13% (48)	22% (86)	11% (40)	3% (13)	30% (113)	21% (82)	383
Tea Party: Not Supporter	5% (64)	17% (200)	10% (120)	7% (81)	36% (426)	24% (280)	1172
Ideo: Liberal (1-3)	11% (52)	20% (94)	11% (50)	7% (35)	33% (153)	17% (80)	464
Ideo: Moderate (4)	6% (22)	20% (72)	11% (39)	5% (19)	34% (122)	23% (84)	359
Ideo: Conservative (5-7)	5% (26)	19% (95)	12% (60)	6% (30)	36% (183)	22% (109)	503
Educ: < College	7% (83)	17% (184)	9% (103)	4% (44)	35% (392)	27% (305)	1112
Educ: Bachelors degree	6% (17)	24% (70)	13% (38)	11% (33)	35% (102)	12% (35)	295
Educ: Post-grad	8% (13)	21% (33)	13% (20)	11% (17)	31% (48)	16% (24)	155
Income: Under 50k	7% (68)	16% (158)	8% (79)	5% (45)	36% (348)	28% (266)	964
Income: 50k-100k	9% (37)	19% (81)	13% (57)	7% (29)	33% (140)	19% (80)	424
Income: 100k+	4% (7)	27% (48)	15% (26)	11% (20)	31% (55)	11% (19)	174

Continued on next page

Table BRD5_6: Please indicate if you have a favorable or unfavorable opinion of each of the following Spirit

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	7% (112)	18% (286)	10% (162)	6% (95)	35% (543)	23% (364)	1562
Ethnicity: White	6% (76)	18% (225)	10% (125)	6% (78)	37% (454)	23% (284)	1242
Ethnicity: Hispanic	15% (34)	20% (47)	19% (44)	6% (14)	24% (55)	17% (40)	234
Ethnicity: Afr. Am.	12% (22)	20% (38)	9% (17)	4% (7)	31% (59)	25% (47)	191
Ethnicity: Other	11% (14)	18% (24)	16% (20)	7% (9)	23% (29)	26% (33)	129
Relig: Protestant	5% (18)	18% (61)	9% (31)	4% (16)	43% (149)	21% (73)	348
Relig: Roman Catholic	11% (38)	20% (68)	14% (48)	9% (31)	29% (97)	16% (55)	337
Relig: Ath./Agn./None	6% (25)	19% (81)	9% (36)	6% (26)	35% (149)	25% (106)	424
Relig: Something Else	7% (18)	18% (46)	13% (32)	5% (13)	34% (89)	23% (60)	258
Relig: Evangelical	11% (51)	18% (81)	9% (41)	4% (18)	33% (153)	26% (118)	460
Relig: Non-Evang. Catholics	4% (19)	19% (78)	13% (53)	9% (37)	36% (153)	19% (80)	419
Relig: All Christian	8% (69)	18% (159)	11% (93)	6% (55)	35% (305)	22% (197)	879
Relig: All Non-Christian	6% (43)	19% (128)	10% (69)	6% (39)	35% (237)	24% (166)	682
Community: Urban	10% (43)	20% (85)	11% (47)	6% (26)	30% (126)	22% (94)	422
Community: Suburban	6% (38)	19% (123)	11% (71)	9% (56)	35% (232)	21% (136)	657
Community: Rural	6% (31)	16% (78)	9% (44)	2% (12)	38% (185)	28% (134)	483
Employ: Private Sector	10% (43)	23% (102)	12% (53)	9% (39)	29% (127)	17% (74)	437
Employ: Government	9% (8)	17% (16)	14% (13)	6% (6)	40% (37)	13% (12)	93
Employ: Self-Employed	9% (12)	22% (30)	10% (13)	5% (7)	29% (39)	24% (33)	134
Employ: Homemaker	4% (6)	17% (26)	11% (17)	2% (4)	38% (57)	27% (41)	151
Employ: Student	3% (3)	16% (13)	10% (8)	7% (6)	32% (26)	32% (26)	83
Employ: Retired	4% (12)	15% (49)	10% (32)	5% (15)	47% (150)	19% (59)	317
Employ: Unemployed	8% (15)	12% (22)	11% (19)	5% (9)	25% (45)	39% (70)	179
Employ: Other	8% (14)	16% (27)	4% (6)	6% (10)	36% (61)	29% (49)	167
Job Type: White-collar	8% (37)	23% (108)	13% (62)	11% (52)	31% (147)	15% (72)	479
Job Type: Blue-collar	7% (48)	18% (121)	10% (65)	4% (28)	38% (256)	22% (148)	665
Job Type: Don't Know	7% (27)	14% (58)	8% (34)	4% (15)	33% (140)	35% (144)	418
Military HH: Yes	11% (29)	17% (44)	13% (35)	4% (12)	34% (90)	21% (56)	266
Military HH: No	6% (83)	19% (242)	10% (127)	6% (83)	35% (452)	24% (308)	1296
RD/WT: Right Direction	12% (56)	25% (117)	11% (50)	6% (30)	26% (121)	21% (99)	473
RD/WT: Wrong Track	5% (57)	16% (169)	10% (112)	6% (65)	39% (422)	24% (265)	1089

Continued on next page

Table BRD5_6: Please indicate if you have a favorable or unfavorable opinion of each of the following Spirit

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	7% (112)	18% (286)	10% (162)	6% (95)	35% (543)	23% (364)	1562
Obama Job: Approve	10% (85)	22% (180)	11% (95)	6% (53)	31% (255)	19% (157)	826
Obama Job: Disapprove	3% (21)	16% (100)	9% (56)	6% (36)	40% (252)	26% (162)	626
#1 Issue: Economy	7% (36)	20% (103)	11% (55)	7% (35)	34% (174)	21% (110)	513
#1 Issue: Security	7% (19)	17% (50)	8% (24)	3% (9)	40% (117)	25% (73)	293
#1 Issue: Health Care	5% (12)	19% (44)	13% (30)	8% (19)	33% (76)	22% (52)	232
#1 Issue: Medicare / Social Security	9% (18)	19% (36)	6% (11)	5% (9)	35% (66)	26% (49)	189
#1 Issue: Women's Issues	8% (7)	18% (17)	16% (15)	7% (7)	38% (35)	13% (11)	92
#1 Issue: Education	9% (9)	20% (21)	13% (13)	4% (4)	29% (29)	25% (25)	102
#1 Issue: Energy	9% (5)	14% (9)	16% (10)	9% (5)	34% (21)	18% (11)	61
#1 Issue: Other	6% (5)	8% (7)	6% (5)	9% (7)	31% (25)	40% (33)	81
2016 Vote: Democrat Hillary Clinton	9% (38)	21% (91)	13% (59)	7% (30)	34% (149)	16% (71)	438
2016 Vote: Republican Donald Trump	8% (42)	20% (101)	11% (55)	5% (23)	36% (185)	20% (102)	507
2016 Vote: Someone else	9% (11)	14% (18)	9% (12)	10% (13)	30% (39)	27% (35)	127
2012 Vote: Barack Obama	9% (44)	19% (97)	14% (73)	6% (34)	35% (182)	17% (89)	518
2012 Vote: Mitt Romney	5% (20)	21% (76)	10% (38)	7% (24)	38% (141)	19% (70)	369
2012 Vote: Other	1% (1)	12% (8)	9% (6)	9% (5)	48% (30)	21% (13)	62
2012 Vote: Didn't Vote	8% (46)	17% (106)	7% (45)	5% (31)	31% (189)	32% (193)	610
4-Region: Northeast	8% (24)	18% (50)	12% (34)	6% (17)	35% (99)	22% (61)	285
4-Region: Midwest	6% (21)	17% (56)	10% (32)	7% (25)	34% (115)	26% (87)	336
4-Region: South	8% (46)	18% (106)	9% (53)	6% (35)	35% (203)	23% (136)	578
4-Region: West	6% (22)	20% (73)	12% (43)	5% (18)	35% (126)	22% (80)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_7: Please indicate if you have a favorable or unfavorable opinion of each of the following Frontier

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	8% (120)	20% (318)	9% (144)	3% (53)	37% (584)	22% (343)	1562
Gender: Male	9% (65)	23% (175)	11% (84)	4% (29)	34% (253)	19% (146)	752
Gender: Female	7% (56)	18% (142)	7% (61)	3% (24)	41% (331)	24% (197)	810
Age: 18-29	10% (31)	20% (65)	13% (43)	4% (14)	27% (88)	27% (89)	330
Age: 30-44	11% (45)	23% (92)	9% (38)	5% (21)	31% (126)	20% (82)	404
Age: 45-54	6% (20)	13% (41)	6% (20)	2% (7)	44% (136)	28% (87)	311
Age: 55-64	4% (9)	22% (50)	7% (17)	3% (7)	43% (101)	21% (50)	234
Age: 65+	5% (15)	25% (69)	9% (27)	1% (3)	47% (133)	12% (35)	282
PID: Dem (no lean)	8% (39)	22% (114)	11% (56)	4% (18)	35% (176)	20% (102)	506
PID: Ind (no lean)	6% (34)	19% (111)	8% (48)	3% (18)	38% (226)	27% (163)	600
PID: Rep (no lean)	10% (47)	20% (93)	9% (40)	4% (17)	40% (182)	17% (78)	456
PID/Gender: Dem Men	9% (21)	28% (66)	11% (26)	2% (6)	33% (77)	17% (39)	234
PID/Gender: Dem Women	7% (19)	18% (48)	11% (30)	5% (12)	37% (99)	23% (64)	272
PID/Gender: Ind Men	6% (18)	20% (57)	11% (30)	5% (14)	33% (91)	25% (71)	281
PID/Gender: Ind Women	5% (16)	17% (55)	6% (18)	1% (4)	42% (134)	29% (92)	319
PID/Gender: Rep Men	11% (26)	22% (53)	12% (27)	4% (10)	36% (84)	15% (37)	237
PID/Gender: Rep Women	10% (21)	18% (39)	6% (13)	3% (7)	44% (97)	19% (41)	219
Tea Party: Supporter	14% (53)	26% (98)	10% (38)	3% (11)	30% (115)	18% (68)	383
Tea Party: Not Supporter	6% (67)	19% (217)	9% (105)	3% (41)	40% (468)	23% (274)	1172
Ideo: Liberal (1-3)	12% (55)	23% (108)	11% (50)	3% (16)	33% (155)	17% (80)	464
Ideo: Moderate (4)	7% (24)	20% (73)	10% (36)	3% (12)	41% (147)	19% (66)	359
Ideo: Conservative (5-7)	6% (29)	23% (116)	9% (47)	4% (19)	39% (197)	19% (94)	503
Educ: < College	8% (89)	18% (201)	8% (86)	3% (36)	38% (417)	25% (283)	1112
Educ: Bachelors degree	6% (18)	24% (72)	13% (40)	5% (14)	39% (114)	13% (38)	295
Educ: Post-grad	9% (13)	29% (45)	12% (19)	2% (3)	34% (52)	14% (22)	155
Income: Under 50k	7% (71)	19% (186)	7% (72)	3% (30)	38% (362)	25% (242)	964
Income: 50k-100k	10% (44)	20% (83)	12% (49)	3% (14)	36% (154)	19% (80)	424
Income: 100k+	3% (5)	28% (49)	13% (23)	5% (9)	39% (67)	12% (21)	174

Continued on next page

Table BRD5_7: Please indicate if you have a favorable or unfavorable opinion of each of the following
Frontier

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	8% (120)	20% (318)	9% (144)	3% (53)	37% (584)	22% (343)	1562
Ethnicity: White	7% (85)	21% (256)	9% (117)	3% (43)	39% (488)	20% (254)	1242
Ethnicity: Hispanic	15% (35)	16% (38)	16% (37)	2% (5)	27% (62)	24% (57)	234
Ethnicity: Afr. Am.	10% (20)	17% (33)	6% (12)	4% (7)	34% (64)	29% (55)	191
Ethnicity: Other	12% (16)	22% (28)	12% (16)	3% (3)	25% (32)	26% (34)	129
Relig: Protestant	6% (22)	23% (80)	6% (21)	2% (7)	45% (157)	18% (61)	348
Relig: Roman Catholic	13% (43)	18% (62)	13% (43)	4% (13)	34% (114)	18% (62)	337
Relig: Ath./Agn./None	5% (23)	21% (88)	9% (38)	4% (15)	36% (152)	26% (109)	424
Relig: Something Else	7% (17)	20% (52)	11% (27)	5% (12)	38% (99)	20% (50)	258
Relig: Evangelical	12% (57)	22% (100)	6% (28)	2% (11)	35% (162)	22% (103)	460
Relig: Non-Evang. Catholics	6% (23)	19% (78)	12% (52)	4% (15)	41% (170)	19% (81)	419
Relig: All Christian	9% (80)	20% (178)	9% (79)	3% (26)	38% (332)	21% (184)	879
Relig: All Non-Christian	6% (40)	20% (140)	10% (65)	4% (27)	37% (251)	23% (159)	682
Community: Urban	11% (48)	21% (87)	11% (48)	3% (11)	31% (133)	23% (96)	422
Community: Suburban	6% (41)	21% (141)	10% (63)	4% (24)	40% (263)	19% (125)	657
Community: Rural	7% (32)	19% (90)	7% (34)	4% (17)	39% (188)	25% (122)	483
Employ: Private Sector	8% (35)	26% (114)	11% (50)	4% (16)	33% (142)	18% (80)	437
Employ: Government	11% (10)	22% (21)	13% (12)	4% (3)	38% (35)	13% (12)	93
Employ: Self-Employed	8% (11)	17% (23)	12% (16)	5% (7)	36% (49)	21% (29)	134
Employ: Homemaker	9% (14)	18% (27)	6% (9)	4% (6)	40% (61)	22% (34)	151
Employ: Student	6% (5)	17% (14)	7% (5)	3% (3)	37% (31)	30% (25)	83
Employ: Retired	5% (16)	22% (70)	10% (30)	2% (5)	47% (149)	15% (47)	317
Employ: Unemployed	8% (14)	14% (24)	7% (13)	4% (7)	31% (56)	36% (64)	179
Employ: Other	9% (15)	14% (23)	5% (9)	4% (6)	36% (61)	32% (54)	167
Job Type: White-collar	7% (33)	27% (131)	13% (61)	4% (20)	34% (165)	15% (70)	479
Job Type: Blue-collar	8% (54)	19% (129)	7% (45)	3% (22)	42% (280)	20% (134)	665
Job Type: Don't Know	8% (34)	14% (58)	9% (38)	3% (11)	33% (139)	33% (139)	418
Military HH: Yes	11% (30)	22% (57)	9% (25)	5% (13)	40% (106)	13% (34)	266
Military HH: No	7% (90)	20% (260)	9% (119)	3% (40)	37% (478)	24% (309)	1296
RD/WT: Right Direction	12% (56)	24% (114)	11% (51)	3% (12)	29% (137)	22% (104)	473
RD/WT: Wrong Track	6% (65)	19% (204)	9% (94)	4% (41)	41% (447)	22% (239)	1089

Continued on next page

Table BRD5_7: Please indicate if you have a favorable or unfavorable opinion of each of the following Frontier

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	8% (120)	20% (318)	9% (144)	3% (53)	37% (584)	22% (343)	1562
Obama Job: Approve	9% (77)	22% (183)	11% (90)	3% (23)	35% (289)	20% (165)	826
Obama Job: Disapprove	6% (38)	20% (125)	8% (49)	4% (25)	41% (260)	21% (130)	626
#1 Issue: Economy	7% (34)	23% (118)	11% (54)	4% (18)	34% (174)	22% (114)	513
#1 Issue: Security	8% (22)	21% (60)	8% (23)	3% (8)	41% (121)	20% (58)	293
#1 Issue: Health Care	6% (14)	18% (43)	10% (23)	4% (9)	35% (81)	27% (62)	232
#1 Issue: Medicare / Social Security	9% (17)	23% (44)	5% (10)	1% (3)	47% (89)	14% (27)	189
#1 Issue: Women's Issues	14% (13)	19% (17)	14% (13)	9% (8)	33% (31)	11% (10)	92
#1 Issue: Education	8% (8)	20% (20)	12% (12)	4% (4)	28% (28)	28% (29)	102
#1 Issue: Energy	7% (4)	12% (8)	11% (7)	3% (2)	46% (28)	21% (13)	61
#1 Issue: Other	11% (9)	9% (7)	3% (3)	1% (1)	39% (32)	38% (31)	81
2016 Vote: Democrat Hillary Clinton	8% (36)	22% (97)	9% (41)	4% (17)	39% (172)	17% (75)	438
2016 Vote: Republican Donald Trump	9% (47)	22% (110)	10% (53)	4% (20)	36% (182)	19% (95)	507
2016 Vote: Someone else	8% (10)	19% (24)	8% (10)	4% (5)	41% (52)	20% (25)	127
2012 Vote: Barack Obama	10% (51)	20% (105)	9% (48)	3% (17)	40% (210)	17% (88)	518
2012 Vote: Mitt Romney	6% (23)	25% (91)	10% (36)	4% (16)	40% (148)	15% (54)	369
2012 Vote: Other	11% (7)	10% (6)	11% (7)	4% (3)	45% (28)	20% (12)	62
2012 Vote: Didn't Vote	6% (39)	19% (114)	9% (53)	3% (17)	33% (199)	31% (189)	610
4-Region: Northeast	6% (17)	16% (47)	10% (29)	2% (5)	40% (113)	26% (74)	285
4-Region: Midwest	9% (32)	22% (74)	9% (29)	5% (16)	35% (117)	20% (68)	336
4-Region: South	6% (34)	20% (113)	8% (45)	3% (20)	38% (221)	25% (145)	578
4-Region: West	10% (37)	23% (84)	11% (41)	3% (12)	37% (133)	15% (55)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_8: Please indicate if you have a favorable or unfavorable opinion of each of the following
 Virgin America

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	10% (156)	19% (304)	6% (99)	2% (35)	45% (699)	17% (268)	1562
Gender: Male	13% (100)	24% (179)	7% (53)	3% (21)	40% (300)	13% (99)	752
Gender: Female	7% (56)	15% (125)	6% (46)	2% (15)	49% (399)	21% (169)	810
Age: 18-29	10% (32)	20% (65)	10% (32)	4% (13)	37% (123)	19% (64)	330
Age: 30-44	17% (67)	20% (82)	7% (29)	3% (11)	40% (160)	14% (56)	404
Age: 45-54	8% (26)	18% (55)	5% (16)	2% (5)	49% (152)	19% (58)	311
Age: 55-64	6% (14)	18% (43)	5% (12)	2% (4)	51% (118)	19% (44)	234
Age: 65+	6% (18)	21% (59)	4% (10)	1% (3)	52% (146)	16% (47)	282
PID: Dem (no lean)	12% (63)	24% (121)	7% (37)	3% (13)	40% (205)	13% (67)	506
PID: Ind (no lean)	9% (51)	15% (92)	6% (38)	3% (17)	48% (286)	19% (116)	600
PID: Rep (no lean)	9% (42)	20% (91)	5% (23)	1% (6)	46% (209)	19% (86)	456
PID/Gender: Dem Men	17% (39)	28% (65)	7% (16)	2% (6)	36% (84)	11% (25)	234
PID/Gender: Dem Women	9% (24)	21% (57)	8% (22)	3% (7)	44% (121)	15% (41)	272
PID/Gender: Ind Men	12% (33)	20% (56)	8% (24)	4% (11)	40% (113)	16% (45)	281
PID/Gender: Ind Women	6% (19)	11% (37)	5% (15)	2% (5)	54% (173)	22% (71)	319
PID/Gender: Rep Men	12% (29)	25% (59)	6% (14)	1% (4)	43% (103)	12% (29)	237
PID/Gender: Rep Women	6% (13)	15% (32)	4% (9)	1% (2)	48% (105)	26% (57)	219
Tea Party: Supporter	15% (58)	24% (92)	5% (21)	2% (7)	37% (141)	17% (65)	383
Tea Party: Not Supporter	8% (98)	18% (212)	7% (77)	2% (28)	48% (557)	17% (199)	1172
Ideo: Liberal (1-3)	16% (73)	25% (115)	6% (29)	2% (9)	41% (188)	10% (49)	464
Ideo: Moderate (4)	10% (35)	18% (63)	9% (34)	2% (8)	45% (163)	16% (56)	359
Ideo: Conservative (5-7)	7% (36)	21% (105)	5% (24)	3% (13)	48% (241)	17% (84)	503
Educ: < College	8% (93)	17% (186)	7% (75)	3% (30)	45% (495)	21% (232)	1112
Educ: Bachelors degree	14% (40)	25% (73)	6% (18)	1% (4)	46% (137)	8% (23)	295
Educ: Post-grad	15% (23)	29% (45)	4% (6)	1% (1)	43% (67)	8% (13)	155
Income: Under 50k	8% (79)	16% (152)	7% (63)	3% (27)	47% (449)	20% (194)	964
Income: 50k-100k	11% (47)	25% (107)	6% (24)	2% (7)	43% (182)	13% (57)	424
Income: 100k+	17% (30)	26% (46)	7% (12)	— (1)	39% (68)	10% (18)	174

Continued on next page

Table BRD5_8: Please indicate if you have a favorable or unfavorable opinion of each of the following
Virgin America

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	10% (156)	19% (304)	6% (99)	2% (35)	45% (699)	17% (268)	1562
Ethnicity: White	9% (111)	20% (252)	6% (73)	2% (24)	46% (573)	17% (209)	1242
Ethnicity: Hispanic	20% (47)	22% (50)	14% (32)	2% (4)	31% (73)	11% (27)	234
Ethnicity: Afr. Am.	11% (22)	15% (28)	6% (12)	4% (8)	46% (87)	18% (34)	191
Ethnicity: Other	18% (23)	19% (24)	11% (14)	3% (4)	30% (39)	19% (25)	129
Relig: Protestant	8% (28)	19% (67)	5% (16)	3% (9)	52% (182)	13% (46)	348
Relig: Roman Catholic	16% (53)	22% (75)	6% (22)	2% (5)	38% (129)	15% (52)	337
Relig: Ath./Agn./None	8% (35)	19% (81)	7% (32)	3% (12)	44% (187)	18% (78)	424
Relig: Something Else	9% (24)	21% (54)	6% (17)	3% (7)	45% (116)	16% (40)	258
Relig: Evangelical	13% (60)	19% (86)	5% (24)	2% (9)	42% (194)	19% (88)	460
Relig: Non-Evang. Catholics	9% (38)	20% (83)	6% (27)	2% (8)	48% (201)	15% (62)	419
Relig: All Christian	11% (98)	19% (169)	6% (51)	2% (17)	45% (395)	17% (150)	879
Relig: All Non-Christian	9% (58)	20% (135)	7% (48)	3% (19)	45% (304)	17% (118)	682
Community: Urban	15% (65)	24% (100)	8% (33)	3% (15)	36% (153)	13% (57)	422
Community: Suburban	10% (67)	20% (129)	6% (37)	2% (10)	47% (306)	16% (107)	657
Community: Rural	5% (24)	16% (75)	6% (29)	2% (10)	50% (240)	22% (104)	483
Employ: Private Sector	14% (62)	25% (111)	6% (28)	1% (6)	41% (178)	12% (52)	437
Employ: Government	16% (15)	22% (21)	9% (9)	2% (2)	41% (38)	9% (9)	93
Employ: Self-Employed	12% (16)	19% (25)	7% (9)	3% (4)	47% (64)	11% (15)	134
Employ: Homemaker	7% (11)	18% (27)	6% (9)	3% (4)	47% (71)	19% (29)	151
Employ: Student	6% (5)	12% (10)	10% (8)	6% (5)	48% (40)	19% (15)	83
Employ: Retired	6% (20)	18% (57)	5% (17)	1% (3)	52% (166)	17% (53)	317
Employ: Unemployed	8% (14)	17% (30)	7% (12)	3% (6)	36% (64)	30% (54)	179
Employ: Other	7% (13)	14% (23)	4% (7)	3% (5)	47% (79)	24% (40)	167
Job Type: White-collar	12% (59)	28% (133)	7% (32)	2% (10)	41% (197)	10% (48)	479
Job Type: Blue-collar	10% (68)	18% (121)	4% (26)	1% (10)	51% (337)	15% (102)	665
Job Type: Don't Know	7% (29)	12% (50)	10% (41)	4% (16)	39% (165)	28% (118)	418
Military HH: Yes	12% (32)	24% (63)	4% (12)	1% (1)	44% (117)	15% (40)	266
Military HH: No	10% (124)	19% (241)	7% (87)	3% (34)	45% (582)	18% (228)	1296
RD/WT: Right Direction	15% (70)	25% (117)	7% (32)	2% (11)	33% (158)	18% (87)	473
RD/WT: Wrong Track	8% (86)	17% (188)	6% (68)	2% (25)	50% (541)	17% (181)	1089

Continued on next page

Table BRD5_8: Please indicate if you have a favorable or unfavorable opinion of each of the following
Virgin America

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	10% (156)	19% (304)	6% (99)	2% (35)	45% (699)	17% (268)	1562
Obama Job: Approve	14% (113)	24% (197)	7% (61)	2% (17)	39% (326)	14% (112)	826
Obama Job: Disapprove	6% (38)	16% (102)	5% (31)	2% (14)	52% (325)	18% (116)	626
#1 Issue: Economy	11% (56)	23% (116)	5% (28)	2% (11)	45% (230)	14% (72)	513
#1 Issue: Security	10% (28)	17% (51)	6% (17)	1% (2)	49% (144)	18% (51)	293
#1 Issue: Health Care	9% (20)	19% (45)	7% (17)	3% (7)	41% (94)	22% (50)	232
#1 Issue: Medicare / Social Security	10% (19)	22% (41)	4% (7)	1% (3)	47% (88)	16% (31)	189
#1 Issue: Women's Issues	16% (15)	16% (14)	9% (9)	7% (6)	39% (36)	13% (12)	92
#1 Issue: Education	12% (12)	15% (15)	11% (11)	4% (4)	38% (38)	22% (22)	102
#1 Issue: Energy	8% (5)	24% (15)	10% (6)	1% (1)	45% (28)	12% (7)	61
#1 Issue: Other	2% (2)	10% (8)	6% (5)	3% (2)	52% (42)	27% (22)	81
2016 Vote: Democrat Hillary Clinton	13% (56)	25% (111)	6% (24)	3% (13)	41% (181)	12% (53)	438
2016 Vote: Republican Donald Trump	10% (53)	20% (100)	6% (31)	1% (7)	45% (227)	18% (90)	507
2016 Vote: Someone else	13% (17)	11% (14)	10% (12)	— (1)	53% (68)	12% (16)	127
2012 Vote: Barack Obama	14% (71)	24% (123)	5% (24)	3% (15)	44% (228)	11% (56)	518
2012 Vote: Mitt Romney	8% (29)	18% (67)	5% (19)	1% (4)	51% (188)	17% (62)	369
2012 Vote: Other	10% (6)	12% (8)	7% (4)	3% (2)	56% (35)	11% (7)	62
2012 Vote: Didn't Vote	8% (49)	18% (107)	8% (49)	2% (14)	41% (248)	23% (143)	610
4-Region: Northeast	10% (28)	20% (57)	7% (21)	3% (8)	46% (130)	15% (41)	285
4-Region: Midwest	8% (27)	13% (43)	5% (17)	3% (9)	48% (162)	23% (79)	336
4-Region: South	9% (54)	22% (125)	5% (31)	2% (11)	44% (252)	18% (105)	578
4-Region: West	13% (46)	22% (79)	9% (31)	2% (8)	43% (156)	12% (43)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_9: Please indicate if you have a favorable or unfavorable opinion of each of the following Alaska Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	12% (191)	20% (313)	6% (97)	3% (44)	43% (678)	15% (238)	1562
Gender: Male	15% (110)	23% (174)	8% (59)	3% (21)	38% (289)	13% (99)	752
Gender: Female	10% (81)	17% (139)	5% (38)	3% (23)	48% (389)	17% (140)	810
Age: 18-29	11% (37)	15% (48)	12% (41)	4% (13)	37% (122)	21% (69)	330
Age: 30-44	16% (65)	21% (84)	7% (28)	4% (17)	39% (156)	13% (54)	404
Age: 45-54	8% (25)	17% (54)	4% (11)	3% (8)	51% (157)	18% (56)	311
Age: 55-64	8% (18)	22% (51)	3% (8)	1% (3)	49% (116)	16% (38)	234
Age: 65+	17% (47)	27% (77)	3% (9)	1% (3)	45% (126)	8% (21)	282
PID: Dem (no lean)	13% (66)	26% (132)	6% (32)	3% (17)	39% (199)	12% (60)	506
PID: Ind (no lean)	10% (61)	17% (105)	6% (37)	3% (16)	45% (270)	19% (111)	600
PID: Rep (no lean)	14% (64)	17% (76)	6% (28)	2% (11)	46% (209)	15% (68)	456
PID/Gender: Dem Men	17% (40)	29% (69)	8% (19)	3% (7)	32% (76)	10% (24)	234
PID/Gender: Dem Women	10% (26)	23% (64)	5% (14)	4% (10)	45% (123)	13% (36)	272
PID/Gender: Ind Men	10% (29)	21% (59)	8% (23)	3% (7)	41% (116)	16% (46)	281
PID/Gender: Ind Women	10% (32)	14% (45)	4% (14)	3% (9)	48% (153)	20% (65)	319
PID/Gender: Rep Men	17% (41)	19% (46)	8% (18)	3% (7)	41% (97)	12% (29)	237
PID/Gender: Rep Women	10% (23)	14% (30)	5% (11)	2% (4)	52% (113)	18% (39)	219
Tea Party: Supporter	18% (67)	24% (91)	6% (22)	3% (11)	35% (135)	15% (56)	383
Tea Party: Not Supporter	11% (124)	19% (221)	6% (74)	3% (33)	46% (539)	15% (181)	1172
Ideo: Liberal (1-3)	15% (68)	23% (106)	9% (40)	2% (9)	40% (188)	11% (53)	464
Ideo: Moderate (4)	13% (48)	20% (73)	6% (20)	3% (12)	43% (154)	14% (52)	359
Ideo: Conservative (5-7)	11% (57)	22% (109)	6% (31)	3% (13)	45% (228)	13% (65)	503
Educ: < College	11% (127)	18% (204)	6% (70)	4% (40)	42% (472)	18% (198)	1112
Educ: Bachelors degree	13% (39)	24% (70)	6% (18)	1% (2)	48% (143)	8% (23)	295
Educ: Post-grad	16% (25)	26% (40)	6% (9)	1% (2)	40% (63)	11% (17)	155
Income: Under 50k	11% (105)	17% (167)	6% (59)	3% (29)	45% (434)	18% (171)	964
Income: 50k-100k	14% (61)	21% (91)	6% (27)	3% (12)	41% (176)	14% (57)	424
Income: 100k+	14% (25)	32% (56)	6% (11)	2% (3)	39% (68)	6% (11)	174

Continued on next page

Table BRD5_9: Please indicate if you have a favorable or unfavorable opinion of each of the following
Alaska Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	12% (191)	20% (313)	6% (97)	3% (44)	43% (678)	15% (238)	1562
Ethnicity: White	12% (151)	20% (250)	6% (75)	3% (34)	44% (551)	15% (182)	1242
Ethnicity: Hispanic	21% (49)	21% (49)	10% (23)	6% (13)	27% (64)	15% (36)	234
Ethnicity: Afr. Am.	10% (20)	19% (36)	4% (9)	3% (5)	47% (89)	17% (32)	191
Ethnicity: Other	16% (21)	22% (28)	11% (14)	4% (5)	29% (37)	19% (24)	129
Relig: Protestant	14% (47)	22% (77)	4% (12)	1% (2)	48% (166)	12% (43)	348
Relig: Roman Catholic	14% (48)	23% (77)	8% (27)	3% (11)	37% (125)	14% (48)	337
Relig: Ath./Agn./None	9% (39)	19% (81)	7% (31)	4% (17)	43% (182)	18% (74)	424
Relig: Something Else	13% (34)	17% (44)	8% (20)	5% (12)	45% (117)	12% (31)	258
Relig: Evangelical	16% (72)	22% (101)	5% (22)	1% (4)	42% (193)	15% (68)	460
Relig: Non-Evang. Catholics	11% (46)	21% (88)	6% (24)	3% (11)	44% (186)	15% (64)	419
Relig: All Christian	13% (118)	21% (189)	5% (47)	2% (15)	43% (378)	15% (133)	879
Relig: All Non-Christian	11% (74)	18% (124)	7% (50)	4% (29)	44% (299)	15% (105)	682
Community: Urban	14% (58)	23% (95)	8% (34)	4% (18)	36% (152)	15% (65)	422
Community: Suburban	12% (78)	20% (134)	6% (38)	2% (15)	45% (293)	15% (97)	657
Community: Rural	11% (54)	17% (84)	5% (25)	2% (11)	48% (232)	16% (76)	483
Employ: Private Sector	13% (58)	23% (102)	8% (34)	1% (6)	43% (190)	11% (47)	437
Employ: Government	14% (13)	26% (25)	7% (6)	3% (3)	41% (38)	9% (8)	93
Employ: Self-Employed	14% (19)	21% (28)	11% (14)	2% (3)	43% (58)	10% (13)	134
Employ: Homemaker	11% (17)	20% (31)	4% (6)	2% (4)	42% (64)	20% (30)	151
Employ: Student	6% (5)	8% (7)	11% (9)	3% (2)	50% (41)	23% (19)	83
Employ: Retired	14% (44)	23% (72)	3% (9)	2% (7)	46% (146)	12% (39)	317
Employ: Unemployed	8% (14)	14% (25)	7% (13)	7% (12)	34% (61)	31% (55)	179
Employ: Other	13% (22)	15% (25)	3% (5)	5% (8)	48% (80)	16% (27)	167
Job Type: White-collar	14% (67)	27% (129)	7% (31)	3% (13)	39% (188)	11% (51)	479
Job Type: Blue-collar	11% (75)	19% (127)	5% (36)	2% (10)	50% (330)	13% (86)	665
Job Type: Don't Know	12% (49)	14% (57)	7% (30)	5% (21)	38% (160)	24% (102)	418
Military HH: Yes	18% (47)	21% (56)	5% (13)	2% (6)	45% (119)	9% (25)	266
Military HH: No	11% (144)	20% (257)	7% (84)	3% (38)	43% (559)	16% (214)	1296
RD/WT: Right Direction	16% (76)	24% (116)	7% (34)	4% (18)	36% (169)	13% (60)	473
RD/WT: Wrong Track	11% (115)	18% (198)	6% (63)	2% (26)	47% (509)	16% (178)	1089

Continued on next page

Table BRD5_9: Please indicate if you have a favorable or unfavorable opinion of each of the following Alaska Airlines

Demographic	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Adults	12% (191)	20% (313)	6% (97)	3% (44)	43% (678)	15% (238)	1562
Obama Job: Approve	14% (117)	24% (194)	8% (63)	2% (19)	40% (330)	12% (102)	826
Obama Job: Disapprove	9% (59)	18% (113)	5% (29)	3% (16)	49% (305)	17% (104)	626
#1 Issue: Economy	10% (53)	21% (109)	5% (27)	3% (14)	44% (226)	16% (83)	513
#1 Issue: Security	13% (37)	18% (51)	6% (17)	2% (5)	48% (142)	14% (40)	293
#1 Issue: Health Care	11% (24)	22% (51)	5% (12)	4% (9)	41% (95)	18% (41)	232
#1 Issue: Medicare / Social Security	15% (28)	25% (47)	5% (10)	3% (5)	41% (78)	11% (21)	189
#1 Issue: Women's Issues	12% (11)	17% (15)	13% (12)	5% (4)	43% (39)	10% (9)	92
#1 Issue: Education	14% (14)	21% (22)	10% (10)	1% (1)	40% (41)	14% (14)	102
#1 Issue: Energy	18% (11)	19% (12)	12% (7)	4% (3)	41% (25)	6% (4)	61
#1 Issue: Other	15% (12)	9% (7)	3% (2)	3% (2)	38% (30)	33% (27)	81
2016 Vote: Democrat Hillary Clinton	13% (56)	25% (108)	6% (26)	3% (12)	44% (191)	11% (47)	438
2016 Vote: Republican Donald Trump	13% (67)	19% (99)	5% (27)	3% (16)	43% (221)	15% (78)	507
2016 Vote: Someone else	15% (20)	20% (25)	8% (10)	2% (2)	44% (56)	11% (14)	127
2012 Vote: Barack Obama	14% (73)	24% (124)	7% (34)	3% (15)	43% (223)	9% (48)	518
2012 Vote: Mitt Romney	12% (46)	20% (73)	4% (15)	2% (6)	50% (184)	12% (45)	369
2012 Vote: Other	13% (8)	17% (10)	4% (3)	2% (1)	52% (32)	12% (7)	62
2012 Vote: Didn't Vote	10% (64)	17% (105)	7% (45)	3% (21)	39% (237)	23% (138)	610
4-Region: Northeast	7% (20)	20% (56)	5% (14)	3% (9)	48% (136)	17% (50)	285
4-Region: Midwest	5% (18)	14% (47)	6% (21)	3% (10)	52% (174)	19% (65)	336
4-Region: South	10% (59)	20% (114)	6% (32)	2% (13)	45% (257)	18% (102)	578
4-Region: West	26% (94)	26% (96)	8% (30)	3% (12)	30% (110)	6% (21)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD6: Which of the following statements come closest to your view, even if neither is exactly right?

Demographic	Most of the time, I prefer to travel with a full-service airline that has fewer fees and provides most services in the initial fare		Most of the time, I prefer to travel with a lower-cost cost carrier that has a lower base fare and additional fees for most services		Dont Know/ No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
All Adults	44%	(687)	28%	(430)	28%	(445)	1562
Gender: Male	44%	(333)	30%	(224)	26%	(195)	752
Gender: Female	44%	(354)	25%	(206)	31%	(250)	810
Age: 18-29	40%	(132)	34%	(111)	26%	(87)	330
Age: 30-44	41%	(168)	32%	(128)	27%	(109)	404
Age: 45-54	41%	(127)	26%	(82)	33%	(102)	311
Age: 55-64	45%	(106)	18%	(42)	37%	(86)	234
Age: 65+	55%	(155)	23%	(66)	22%	(61)	282
PID: Dem (no lean)	44%	(222)	29%	(148)	27%	(137)	506
PID: Ind (no lean)	42%	(251)	24%	(147)	34%	(202)	600
PID: Rep (no lean)	47%	(214)	30%	(135)	23%	(107)	456
PID/Gender: Dem Men	45%	(106)	32%	(76)	22%	(52)	234
PID/Gender: Dem Women	42%	(115)	26%	(72)	31%	(85)	272
PID/Gender: Ind Men	40%	(112)	27%	(76)	33%	(93)	281
PID/Gender: Ind Women	44%	(139)	22%	(71)	34%	(109)	319
PID/Gender: Rep Men	48%	(114)	31%	(72)	21%	(51)	237
PID/Gender: Rep Women	46%	(100)	29%	(63)	26%	(56)	219
Tea Party: Supporter	42%	(159)	32%	(123)	26%	(101)	383
Tea Party: Not Supporter	45%	(526)	26%	(304)	29%	(342)	1172
Ideo: Liberal (1-3)	45%	(209)	34%	(158)	21%	(97)	464
Ideo: Moderate (4)	48%	(171)	25%	(89)	27%	(98)	359
Ideo: Conservative (5-7)	48%	(239)	27%	(136)	25%	(127)	503
Educ: < College	39%	(429)	27%	(305)	34%	(378)	1112
Educ: Bachelors degree	56%	(166)	28%	(82)	16%	(47)	295
Educ: Post-grad	60%	(92)	28%	(43)	13%	(19)	155

Continued on next page

Table BRD6: Which of the following statements come closest to your view, even if neither is exactly right?

Demographic	Most of the time, I prefer to travel with a full-service airline that has fewer fees and provides most services in the initial fare		Most of the time, I prefer to travel with a lower-cost cost carrier that has a lower base fare and additional fees for most services		Dont Know/ No Opinion		Total N
All Adults	44%	(687)	28%	(430)	28%	(445)	1562
Income: Under 50k	38%	(365)	26%	(250)	36%	(349)	964
Income: 50k-100k	52%	(220)	31%	(132)	17%	(72)	424
Income: 100k+	59%	(102)	28%	(48)	14%	(24)	174
Ethnicity: White	45%	(554)	28%	(343)	28%	(346)	1242
Ethnicity: Hispanic	47%	(111)	36%	(84)	17%	(39)	234
Ethnicity: Afr. Am.	40%	(77)	25%	(47)	35%	(67)	191
Ethnicity: Other	44%	(56)	31%	(40)	25%	(33)	129
Relig: Protestant	50%	(174)	25%	(87)	25%	(86)	348
Relig: Roman Catholic	48%	(163)	31%	(103)	21%	(70)	337
Relig: Ath./Agn./None	38%	(160)	29%	(122)	33%	(142)	424
Relig: Something Else	44%	(114)	25%	(64)	31%	(81)	258
Relig: Evangelical	45%	(209)	28%	(131)	26%	(121)	460
Relig: Non-Evang. Catholics	49%	(204)	27%	(114)	24%	(101)	419
Relig: All Christian	47%	(413)	28%	(245)	25%	(222)	879
Relig: All Non-Christian	40%	(274)	27%	(185)	33%	(223)	682
Community: Urban	46%	(194)	28%	(118)	26%	(111)	422
Community: Suburban	46%	(304)	29%	(191)	25%	(162)	657
Community: Rural	39%	(189)	25%	(122)	36%	(172)	483
Employ: Private Sector	49%	(215)	35%	(151)	16%	(71)	437
Employ: Government	50%	(47)	36%	(34)	14%	(13)	93
Employ: Self-Employed	42%	(57)	29%	(39)	29%	(38)	134
Employ: Homemaker	39%	(59)	25%	(39)	36%	(54)	151
Employ: Student	46%	(38)	33%	(28)	21%	(17)	83
Employ: Retired	54%	(170)	19%	(62)	27%	(85)	317
Employ: Unemployed	27%	(48)	24%	(43)	49%	(88)	179
Employ: Other	32%	(54)	21%	(36)	46%	(77)	167

Continued on next page

Table BRD6: Which of the following statements come closest to your view, even if neither is exactly right?

Demographic	Most of the time, I prefer to travel with a full-service airline that has fewer fees and provides most services in the initial fare		Most of the time, I prefer to travel with a lower-cost cost carrier that has a lower base fare and additional fees for most services		Dont Know/ No Opinion		Total N
All Adults	44%	(687)	28%	(430)	28%	(445)	1562
Job Type: White-collar	59%	(283)	27%	(129)	14%	(68)	479
Job Type: Blue-collar	40%	(267)	30%	(200)	30%	(198)	665
Job Type: Don't Know	33%	(137)	24%	(102)	43%	(179)	418
Military HH: Yes	52%	(137)	30%	(80)	18%	(48)	266
Military HH: No	42%	(550)	27%	(350)	31%	(397)	1296
RD/WT: Right Direction	43%	(204)	33%	(154)	24%	(115)	473
RD/WT: Wrong Track	44%	(483)	25%	(276)	30%	(330)	1089
Obama Job: Approve	45%	(373)	31%	(252)	24%	(201)	826
Obama Job: Disapprove	45%	(282)	26%	(162)	29%	(182)	626
#1 Issue: Economy	46%	(238)	27%	(140)	26%	(134)	513
#1 Issue: Security	47%	(138)	24%	(71)	29%	(84)	293
#1 Issue: Health Care	38%	(88)	27%	(64)	35%	(81)	232
#1 Issue: Medicare / Social Security	47%	(89)	25%	(47)	28%	(53)	189
#1 Issue: Women's Issues	39%	(35)	43%	(40)	18%	(16)	92
#1 Issue: Education	48%	(49)	27%	(27)	26%	(26)	102
#1 Issue: Energy	29%	(18)	43%	(27)	28%	(17)	61
#1 Issue: Other	40%	(33)	19%	(15)	41%	(34)	81
2016 Vote: Democrat Hillary Clinton	45%	(198)	31%	(134)	24%	(106)	438
2016 Vote: Republican Donald Trump	49%	(247)	28%	(142)	23%	(118)	507
2016 Vote: Someone else	47%	(60)	31%	(39)	22%	(28)	127
2012 Vote: Barack Obama	51%	(263)	28%	(144)	22%	(112)	518
2012 Vote: Mitt Romney	49%	(181)	27%	(100)	24%	(89)	369
2012 Vote: Other	36%	(22)	22%	(14)	42%	(26)	62
2012 Vote: Didn't Vote	36%	(220)	28%	(172)	36%	(218)	610

Continued on next page

Table BRD6: Which of the following statements come closest to your view, even if neither is exactly right?

Demographic	Most of the time, I prefer to travel with a full-service airline that has fewer fees and provides most services in the initial fare	Most of the time, I prefer to travel with a lower-cost cost carrier that has a lower base fare and additional fees for most services	Dont Know/ No Opinion	Total N
All Adults	44% (687)	28% (430)	28% (445)	1562
4-Region: Northeast	47% (135)	22% (64)	30% (86)	285
4-Region: Midwest	44% (146)	27% (89)	30% (100)	336
4-Region: South	42% (241)	27% (158)	31% (179)	578
4-Region: West	46% (165)	33% (119)	22% (79)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_1: How important do you consider each of the following when flying?
Boarding order

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	23%	(356)	34%	(528)	24%	(377)	6%	(93)	13%	(208)	1562
Gender: Male	24%	(178)	34%	(254)	26%	(193)	6%	(44)	11%	(84)	752
Gender: Female	22%	(178)	34%	(274)	23%	(184)	6%	(49)	15%	(125)	810
Age: 18-29	22%	(72)	33%	(108)	26%	(86)	7%	(22)	13%	(42)	330
Age: 30-44	24%	(96)	31%	(124)	23%	(93)	8%	(31)	15%	(60)	404
Age: 45-54	22%	(67)	31%	(96)	25%	(77)	6%	(19)	17%	(52)	311
Age: 55-64	23%	(55)	36%	(85)	21%	(49)	4%	(10)	15%	(35)	234
Age: 65+	23%	(65)	41%	(115)	25%	(71)	4%	(11)	7%	(20)	282
PID: Dem (no lean)	28%	(140)	34%	(172)	22%	(110)	5%	(26)	12%	(59)	506
PID: Ind (no lean)	20%	(118)	31%	(184)	25%	(152)	8%	(48)	16%	(98)	600
PID: Rep (no lean)	21%	(98)	38%	(172)	25%	(116)	4%	(20)	11%	(51)	456
PID/Gender: Dem Men	30%	(70)	34%	(79)	22%	(52)	5%	(11)	9%	(22)	234
PID/Gender: Dem Women	26%	(70)	34%	(94)	21%	(58)	5%	(14)	14%	(37)	272
PID/Gender: Ind Men	18%	(51)	32%	(90)	29%	(81)	7%	(21)	14%	(38)	281
PID/Gender: Ind Women	21%	(67)	29%	(93)	22%	(71)	9%	(28)	19%	(60)	319
PID/Gender: Rep Men	24%	(56)	36%	(85)	25%	(60)	5%	(12)	10%	(24)	237
PID/Gender: Rep Women	19%	(42)	40%	(87)	25%	(55)	4%	(8)	13%	(28)	219
Tea Party: Supporter	25%	(97)	31%	(119)	24%	(93)	4%	(16)	15%	(57)	383
Tea Party: Not Supporter	22%	(259)	35%	(406)	24%	(282)	6%	(75)	13%	(150)	1172
Ideo: Liberal (1-3)	26%	(122)	33%	(152)	24%	(109)	8%	(38)	9%	(43)	464
Ideo: Moderate (4)	24%	(85)	37%	(133)	26%	(92)	4%	(14)	9%	(34)	359
Ideo: Conservative (5-7)	18%	(93)	38%	(189)	28%	(138)	6%	(31)	10%	(52)	503
Educ: < College	23%	(254)	33%	(364)	21%	(235)	6%	(67)	17%	(192)	1112
Educ: Bachelors degree	21%	(62)	35%	(103)	35%	(103)	5%	(16)	4%	(11)	295
Educ: Post-grad	25%	(39)	39%	(60)	25%	(39)	7%	(11)	4%	(6)	155
Income: Under 50k	23%	(221)	30%	(293)	22%	(216)	6%	(59)	18%	(175)	964
Income: 50k-100k	23%	(96)	38%	(163)	28%	(119)	4%	(18)	6%	(27)	424
Income: 100k+	22%	(39)	42%	(72)	24%	(41)	9%	(16)	4%	(6)	174

Continued on next page

Table BRD7_1: How important do you consider each of the following when flying?
Boarding order

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	23% (356)	34% (528)	24% (377)	6% (93)	13% (208)	1562
Ethnicity: White	21% (258)	34% (421)	26% (325)	6% (78)	13% (161)	1242
Ethnicity: Hispanic	33% (77)	31% (73)	23% (54)	4% (9)	9% (21)	234
Ethnicity: Afr. Am.	34% (64)	33% (62)	15% (28)	3% (6)	16% (31)	191
Ethnicity: Other	26% (34)	34% (44)	19% (24)	8% (10)	13% (17)	129
Relig: Protestant	23% (79)	37% (127)	25% (85)	6% (22)	10% (34)	348
Relig: Roman Catholic	23% (76)	38% (128)	26% (86)	6% (19)	8% (27)	337
Relig: Ath./Agn./None	22% (91)	33% (139)	23% (97)	7% (30)	16% (67)	424
Relig: Something Else	18% (46)	31% (80)	26% (67)	5% (13)	20% (51)	258
Relig: Evangelical	29% (135)	32% (149)	23% (106)	5% (21)	11% (50)	460
Relig: Non-Evang. Catholics	20% (84)	38% (160)	26% (107)	7% (29)	9% (40)	419
Relig: All Christian	25% (218)	35% (309)	24% (213)	6% (50)	10% (89)	879
Relig: All Non-Christian	20% (137)	32% (218)	24% (164)	6% (43)	17% (118)	682
Community: Urban	25% (107)	35% (147)	22% (93)	6% (23)	12% (51)	422
Community: Suburban	22% (144)	34% (224)	27% (177)	7% (43)	11% (69)	657
Community: Rural	22% (104)	33% (157)	22% (107)	5% (27)	18% (88)	483
Employ: Private Sector	22% (94)	37% (160)	29% (127)	7% (31)	6% (26)	437
Employ: Government	22% (20)	34% (32)	27% (25)	7% (6)	10% (10)	93
Employ: Self-Employed	27% (36)	28% (37)	26% (35)	5% (7)	14% (19)	134
Employ: Homemaker	26% (39)	22% (34)	23% (34)	5% (8)	24% (36)	151
Employ: Student	11% (9)	36% (30)	31% (26)	11% (9)	10% (8)	83
Employ: Retired	20% (65)	42% (132)	24% (76)	5% (15)	9% (30)	317
Employ: Unemployed	30% (54)	27% (48)	16% (29)	6% (11)	21% (38)	179
Employ: Other	23% (38)	33% (55)	15% (26)	4% (7)	25% (41)	167
Job Type: White-collar	22% (105)	36% (170)	30% (145)	7% (35)	5% (24)	479
Job Type: Blue-collar	22% (144)	35% (234)	26% (171)	5% (30)	13% (86)	665
Job Type: Don't Know	26% (107)	30% (124)	15% (61)	7% (28)	24% (99)	418
Military HH: Yes	22% (58)	29% (78)	33% (87)	7% (18)	9% (24)	266
Military HH: No	23% (297)	35% (450)	22% (289)	6% (75)	14% (184)	1296
RD/WT: Right Direction	28% (134)	37% (177)	22% (104)	4% (18)	9% (41)	473
RD/WT: Wrong Track	20% (222)	32% (351)	25% (273)	7% (76)	15% (168)	1089

Continued on next page

Table BRD7_1: How important do you consider each of the following when flying?
Boarding order

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	23% (356)	34% (528)	24% (377)	6% (93)	13% (208)	1562
Obama Job: Approve	27% (223)	34% (277)	23% (189)	5% (43)	11% (94)	826
Obama Job: Disapprove	18% (113)	36% (223)	27% (171)	7% (44)	12% (75)	626
#1 Issue: Economy	19% (97)	35% (180)	26% (135)	8% (39)	12% (61)	513
#1 Issue: Security	25% (74)	35% (104)	23% (67)	4% (11)	13% (37)	293
#1 Issue: Health Care	26% (60)	32% (75)	23% (54)	5% (13)	13% (31)	232
#1 Issue: Medicare / Social Security	26% (49)	38% (72)	23% (43)	5% (10)	8% (15)	189
#1 Issue: Women's Issues	22% (20)	34% (31)	26% (23)	7% (6)	12% (11)	92
#1 Issue: Education	22% (23)	30% (31)	23% (23)	7% (7)	18% (18)	102
#1 Issue: Energy	26% (16)	24% (15)	26% (16)	6% (4)	18% (11)	61
#1 Issue: Other	20% (17)	25% (20)	19% (16)	4% (3)	31% (25)	81
2016 Vote: Democrat Hillary Clinton	29% (125)	33% (145)	22% (98)	5% (22)	11% (49)	438
2016 Vote: Republican Donald Trump	20% (100)	37% (189)	27% (137)	5% (26)	11% (55)	507
2016 Vote: Someone else	22% (28)	34% (43)	27% (34)	11% (14)	6% (8)	127
2012 Vote: Barack Obama	28% (143)	36% (188)	24% (123)	4% (20)	8% (44)	518
2012 Vote: Mitt Romney	18% (68)	35% (130)	30% (111)	5% (19)	11% (41)	369
2012 Vote: Other	20% (12)	38% (23)	18% (11)	14% (9)	10% (6)	62
2012 Vote: Didn't Vote	21% (130)	31% (186)	22% (131)	7% (45)	19% (117)	610
4-Region: Northeast	27% (78)	33% (93)	20% (56)	7% (20)	13% (38)	285
4-Region: Midwest	19% (64)	33% (110)	28% (93)	6% (21)	14% (48)	336
4-Region: South	22% (128)	31% (179)	26% (149)	5% (30)	16% (93)	578
4-Region: West	24% (86)	40% (146)	22% (79)	6% (22)	8% (30)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_2: How important do you consider each of the following when flying?

Choosing your own seat

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	35%	(541)	33%	(521)	16%	(253)	4%	(69)	11%	(178)	1562
Gender: Male	36%	(268)	32%	(243)	17%	(126)	5%	(37)	10%	(78)	752
Gender: Female	34%	(273)	34%	(278)	16%	(127)	4%	(32)	12%	(100)	810
Age: 18-29	35%	(116)	30%	(100)	19%	(61)	7%	(25)	9%	(29)	330
Age: 30-44	36%	(147)	31%	(127)	17%	(69)	3%	(14)	12%	(48)	404
Age: 45-54	31%	(97)	34%	(104)	15%	(46)	4%	(11)	17%	(53)	311
Age: 55-64	36%	(84)	33%	(78)	14%	(32)	4%	(9)	13%	(30)	234
Age: 65+	34%	(97)	40%	(113)	16%	(45)	3%	(10)	7%	(19)	282
PID: Dem (no lean)	38%	(192)	31%	(157)	17%	(85)	5%	(24)	10%	(49)	506
PID: Ind (no lean)	35%	(207)	32%	(192)	15%	(88)	5%	(30)	14%	(83)	600
PID: Rep (no lean)	31%	(142)	38%	(172)	18%	(81)	3%	(15)	10%	(47)	456
PID/Gender: Dem Men	38%	(89)	31%	(72)	17%	(40)	6%	(13)	9%	(21)	234
PID/Gender: Dem Women	38%	(103)	31%	(84)	17%	(45)	4%	(11)	10%	(28)	272
PID/Gender: Ind Men	38%	(106)	30%	(85)	15%	(41)	6%	(16)	12%	(33)	281
PID/Gender: Ind Women	32%	(101)	34%	(107)	15%	(47)	4%	(14)	16%	(50)	319
PID/Gender: Rep Men	31%	(73)	36%	(86)	19%	(45)	3%	(8)	11%	(25)	237
PID/Gender: Rep Women	32%	(69)	39%	(86)	16%	(35)	3%	(6)	10%	(22)	219
Tea Party: Supporter	37%	(142)	32%	(123)	15%	(59)	3%	(13)	12%	(46)	383
Tea Party: Not Supporter	34%	(396)	34%	(397)	16%	(193)	5%	(55)	11%	(131)	1172
Ideo: Liberal (1-3)	37%	(173)	34%	(159)	15%	(68)	6%	(26)	8%	(37)	464
Ideo: Moderate (4)	37%	(132)	33%	(120)	18%	(66)	4%	(14)	7%	(26)	359
Ideo: Conservative (5-7)	31%	(157)	36%	(181)	19%	(97)	4%	(20)	9%	(47)	503
Educ: < College	33%	(363)	32%	(361)	15%	(169)	5%	(54)	15%	(165)	1112
Educ: Bachelors degree	40%	(118)	34%	(100)	19%	(57)	4%	(11)	3%	(10)	295
Educ: Post-grad	39%	(60)	38%	(60)	18%	(28)	3%	(4)	2%	(4)	155
Income: Under 50k	32%	(306)	31%	(302)	17%	(164)	4%	(42)	16%	(151)	964
Income: 50k-100k	39%	(163)	36%	(154)	15%	(66)	5%	(21)	5%	(20)	424
Income: 100k+	41%	(72)	38%	(65)	13%	(23)	3%	(6)	5%	(8)	174

Continued on next page

Table BRD7_2: How important do you consider each of the following when flying?

Choosing your own seat

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	35% (541)	33% (521)	16% (253)	4% (69)	11% (178)	1562
Ethnicity: White	33% (408)	34% (425)	17% (212)	5% (59)	11% (139)	1242
Ethnicity: Hispanic	51% (118)	25% (58)	15% (35)	4% (10)	6% (14)	234
Ethnicity: Afr. Am.	43% (81)	30% (56)	11% (22)	2% (4)	15% (28)	191
Ethnicity: Other	40% (52)	31% (40)	15% (19)	5% (7)	9% (12)	129
Relig: Protestant	34% (117)	36% (126)	19% (66)	3% (11)	8% (27)	348
Relig: Roman Catholic	36% (121)	36% (120)	16% (55)	4% (14)	8% (25)	337
Relig: Ath./Agn./None	32% (138)	33% (141)	16% (68)	5% (21)	13% (56)	424
Relig: Something Else	35% (90)	27% (69)	17% (43)	6% (15)	16% (40)	258
Relig: Evangelical	37% (169)	35% (160)	14% (66)	4% (18)	10% (46)	460
Relig: Non-Evang. Catholics	34% (144)	36% (151)	18% (75)	3% (15)	8% (35)	419
Relig: All Christian	36% (313)	35% (311)	16% (142)	4% (33)	9% (81)	879
Relig: All Non-Christian	33% (227)	31% (210)	16% (112)	5% (36)	14% (96)	682
Community: Urban	39% (164)	31% (133)	15% (65)	4% (17)	10% (43)	422
Community: Suburban	33% (218)	37% (243)	18% (115)	4% (28)	8% (52)	657
Community: Rural	33% (158)	30% (145)	15% (73)	5% (23)	17% (83)	483
Employ: Private Sector	39% (172)	33% (143)	19% (83)	3% (14)	6% (25)	437
Employ: Government	28% (26)	42% (40)	18% (17)	5% (5)	7% (6)	93
Employ: Self-Employed	37% (50)	33% (44)	18% (24)	2% (3)	10% (13)	134
Employ: Homemaker	35% (53)	32% (49)	12% (18)	4% (6)	17% (26)	151
Employ: Student	30% (24)	31% (25)	25% (21)	8% (7)	7% (6)	83
Employ: Retired	34% (109)	37% (118)	14% (45)	5% (15)	10% (30)	317
Employ: Unemployed	33% (60)	31% (56)	12% (21)	8% (14)	15% (28)	179
Employ: Other	27% (46)	28% (47)	15% (24)	3% (6)	27% (45)	167
Job Type: White-collar	37% (176)	37% (179)	18% (85)	5% (24)	3% (15)	479
Job Type: Blue-collar	34% (228)	34% (225)	18% (117)	3% (20)	11% (75)	665
Job Type: Don't Know	33% (136)	28% (117)	12% (52)	6% (25)	21% (88)	418
Military HH: Yes	31% (83)	39% (103)	17% (45)	6% (15)	8% (20)	266
Military HH: No	35% (457)	32% (418)	16% (208)	4% (54)	12% (158)	1296
RD/WT: Right Direction	37% (177)	37% (175)	14% (65)	4% (17)	8% (39)	473
RD/WT: Wrong Track	33% (363)	32% (346)	17% (188)	5% (52)	13% (139)	1089

Continued on next page

Table BRD7_2: How important do you consider each of the following when flying?
Choosing your own seat

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	35%	(541)	33%	(521)	16%	(253)	4%	(69)	11%	(178)	1562
Obama Job: Approve	38%	(318)	32%	(262)	16%	(135)	4%	(36)	9%	(75)	826
Obama Job: Disapprove	31%	(194)	36%	(228)	16%	(103)	5%	(29)	12%	(72)	626
#1 Issue: Economy	33%	(172)	36%	(185)	16%	(83)	4%	(19)	11%	(55)	513
#1 Issue: Security	37%	(109)	33%	(98)	13%	(38)	4%	(12)	12%	(35)	293
#1 Issue: Health Care	31%	(72)	34%	(79)	21%	(48)	4%	(9)	11%	(25)	232
#1 Issue: Medicare / Social Security	33%	(63)	36%	(68)	17%	(33)	5%	(10)	8%	(14)	189
#1 Issue: Women's Issues	43%	(40)	31%	(29)	15%	(14)	5%	(5)	5%	(4)	92
#1 Issue: Education	31%	(32)	33%	(33)	18%	(18)	4%	(5)	14%	(14)	102
#1 Issue: Energy	45%	(27)	17%	(11)	13%	(8)	9%	(5)	17%	(10)	61
#1 Issue: Other	32%	(26)	23%	(19)	14%	(11)	5%	(4)	25%	(20)	81
2016 Vote: Democrat Hillary Clinton	41%	(178)	30%	(133)	16%	(72)	4%	(17)	9%	(39)	438
2016 Vote: Republican Donald Trump	33%	(166)	37%	(189)	16%	(80)	5%	(23)	10%	(49)	507
2016 Vote: Someone else	40%	(51)	34%	(43)	17%	(22)	5%	(7)	3%	(4)	127
2012 Vote: Barack Obama	39%	(200)	36%	(185)	15%	(77)	4%	(20)	7%	(36)	518
2012 Vote: Mitt Romney	30%	(111)	40%	(147)	18%	(67)	2%	(9)	10%	(35)	369
2012 Vote: Other	34%	(21)	29%	(18)	15%	(10)	5%	(3)	17%	(10)	62
2012 Vote: Didn't Vote	34%	(207)	28%	(170)	16%	(100)	6%	(37)	16%	(96)	610
4-Region: Northeast	41%	(118)	28%	(81)	13%	(38)	3%	(9)	14%	(39)	285
4-Region: Midwest	31%	(105)	34%	(114)	17%	(58)	6%	(20)	12%	(40)	336
4-Region: South	30%	(173)	35%	(205)	17%	(99)	4%	(21)	14%	(81)	578
4-Region: West	40%	(145)	33%	(121)	16%	(58)	5%	(19)	5%	(18)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_3: How important do you consider each of the following when flying?

Leg room

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	53% (826)	28% (444)	6% (88)	2% (30)	11% (174)	1562
Gender: Male	53% (402)	28% (214)	6% (45)	2% (16)	10% (74)	752
Gender: Female	52% (423)	28% (230)	5% (43)	2% (14)	12% (99)	810
Age: 18-29	53% (176)	26% (86)	8% (26)	4% (12)	9% (31)	330
Age: 30-44	51% (206)	27% (110)	8% (32)	2% (9)	12% (48)	404
Age: 45-54	51% (158)	29% (90)	4% (12)	1% (4)	15% (48)	311
Age: 55-64	55% (128)	28% (66)	4% (9)	— (1)	13% (30)	234
Age: 65+	56% (158)	33% (92)	4% (10)	2% (5)	6% (17)	282
PID: Dem (no lean)	56% (284)	26% (134)	5% (27)	3% (13)	9% (48)	506
PID: Ind (no lean)	50% (303)	28% (167)	6% (36)	2% (13)	14% (82)	600
PID: Rep (no lean)	52% (238)	32% (144)	6% (25)	1% (5)	10% (44)	456
PID/Gender: Dem Men	58% (135)	26% (60)	7% (15)	2% (5)	8% (18)	234
PID/Gender: Dem Women	55% (150)	27% (73)	4% (12)	3% (7)	11% (30)	272
PID/Gender: Ind Men	50% (139)	29% (83)	6% (17)	3% (8)	12% (33)	281
PID/Gender: Ind Women	51% (164)	26% (84)	6% (18)	1% (4)	15% (48)	319
PID/Gender: Rep Men	54% (129)	30% (71)	5% (12)	1% (3)	10% (23)	237
PID/Gender: Rep Women	50% (110)	33% (73)	6% (13)	1% (2)	10% (21)	219
Tea Party: Supporter	55% (210)	25% (94)	5% (21)	2% (7)	13% (51)	383
Tea Party: Not Supporter	52% (611)	30% (349)	6% (67)	2% (24)	10% (121)	1172
Ideo: Liberal (1-3)	53% (247)	31% (144)	6% (26)	2% (9)	8% (38)	464
Ideo: Moderate (4)	58% (207)	27% (98)	7% (24)	1% (5)	7% (25)	359
Ideo: Conservative (5-7)	53% (266)	30% (150)	7% (33)	2% (8)	9% (45)	503
Educ: < College	53% (587)	26% (285)	5% (51)	2% (27)	15% (162)	1112
Educ: Bachelors degree	52% (153)	37% (108)	8% (24)	1% (2)	3% (8)	295
Educ: Post-grad	55% (86)	33% (51)	8% (13)	1% (2)	2% (4)	155
Income: Under 50k	49% (477)	27% (262)	6% (56)	2% (21)	15% (148)	964
Income: 50k-100k	58% (246)	31% (131)	5% (22)	2% (6)	5% (19)	424
Income: 100k+	59% (103)	30% (52)	6% (10)	1% (3)	4% (6)	174

Continued on next page

Table BRD7_3: How important do you consider each of the following when flying?

Leg room

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	53% (826)	28% (444)	6% (88)	2% (30)	11% (174)	1562
Ethnicity: White	52% (647)	30% (368)	6% (74)	2% (22)	11% (131)	1242
Ethnicity: Hispanic	65% (151)	20% (48)	8% (18)	2% (4)	6% (13)	234
Ethnicity: Afr. Am.	62% (118)	19% (36)	3% (5)	2% (3)	15% (29)	191
Ethnicity: Other	47% (61)	31% (40)	7% (10)	4% (5)	11% (14)	129
Relig: Protestant	56% (195)	31% (108)	4% (13)	2% (6)	7% (25)	348
Relig: Roman Catholic	57% (193)	28% (94)	5% (17)	3% (11)	7% (22)	337
Relig: Ath./Agn./None	47% (201)	30% (126)	7% (28)	2% (8)	14% (61)	424
Relig: Something Else	46% (119)	28% (72)	8% (21)	2% (5)	16% (40)	258
Relig: Evangelical	60% (276)	25% (113)	5% (21)	2% (7)	9% (43)	460
Relig: Non-Evang. Catholics	55% (229)	32% (133)	4% (18)	2% (10)	7% (30)	419
Relig: All Christian	57% (505)	28% (246)	4% (39)	2% (17)	8% (72)	879
Relig: All Non-Christian	47% (321)	29% (198)	7% (49)	2% (13)	15% (101)	682
Community: Urban	52% (219)	31% (133)	6% (24)	1% (5)	10% (41)	422
Community: Suburban	54% (354)	31% (203)	6% (37)	2% (12)	8% (51)	657
Community: Rural	52% (253)	22% (108)	6% (27)	3% (13)	17% (82)	483
Employ: Private Sector	52% (227)	34% (149)	6% (27)	2% (8)	6% (25)	437
Employ: Government	51% (47)	33% (31)	8% (8)	2% (2)	6% (5)	93
Employ: Self-Employed	59% (80)	24% (33)	7% (9)	— (0)	9% (12)	134
Employ: Homemaker	59% (90)	17% (26)	6% (9)	— (0)	18% (27)	151
Employ: Student	41% (34)	34% (28)	12% (10)	6% (5)	7% (6)	83
Employ: Retired	54% (171)	33% (104)	3% (10)	1% (4)	9% (27)	317
Employ: Unemployed	55% (98)	20% (36)	4% (6)	3% (6)	18% (33)	179
Employ: Other	47% (78)	23% (38)	5% (8)	3% (5)	23% (38)	167
Job Type: White-collar	54% (260)	32% (154)	7% (35)	3% (13)	3% (17)	479
Job Type: Blue-collar	54% (360)	29% (192)	5% (36)	1% (5)	11% (71)	665
Job Type: Don't Know	49% (205)	23% (98)	4% (16)	3% (12)	21% (86)	418
Military HH: Yes	51% (135)	32% (86)	7% (18)	2% (6)	8% (21)	266
Military HH: No	53% (690)	28% (359)	5% (70)	2% (24)	12% (153)	1296
RD/WT: Right Direction	56% (263)	31% (145)	5% (22)	2% (10)	7% (34)	473
RD/WT: Wrong Track	52% (563)	28% (300)	6% (66)	2% (20)	13% (140)	1089

Continued on next page

Table BRD7_3: How important do you consider each of the following when flying?

Leg room

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	53% (826)	28% (444)	6% (88)	2% (30)	11% (174)	1562
Obama Job: Approve	55% (457)	28% (228)	6% (49)	2% (17)	9% (75)	826
Obama Job: Disapprove	52% (326)	31% (192)	5% (31)	2% (11)	11% (66)	626
#1 Issue: Economy	52% (268)	29% (150)	6% (31)	2% (11)	10% (53)	513
#1 Issue: Security	57% (167)	29% (84)	3% (8)	1% (3)	10% (31)	293
#1 Issue: Health Care	52% (121)	28% (65)	8% (18)	2% (4)	10% (23)	232
#1 Issue: Medicare / Social Security	59% (111)	29% (54)	3% (6)	2% (3)	8% (15)	189
#1 Issue: Women's Issues	47% (43)	33% (31)	8% (8)	4% (4)	7% (7)	92
#1 Issue: Education	46% (47)	28% (28)	9% (9)	1% (2)	16% (16)	102
#1 Issue: Energy	41% (25)	29% (18)	10% (6)	1% (1)	19% (12)	61
#1 Issue: Other	54% (44)	17% (14)	3% (2)	4% (3)	23% (19)	81
2016 Vote: Democrat Hillary Clinton	57% (248)	27% (119)	7% (28)	1% (4)	9% (38)	438
2016 Vote: Republican Donald Trump	54% (272)	30% (154)	5% (27)	2% (9)	9% (46)	507
2016 Vote: Someone else	58% (73)	32% (41)	6% (8)	2% (2)	2% (3)	127
2012 Vote: Barack Obama	57% (296)	29% (149)	7% (36)	1% (5)	6% (33)	518
2012 Vote: Mitt Romney	55% (202)	32% (117)	4% (16)	— (1)	9% (33)	369
2012 Vote: Other	44% (27)	40% (25)	2% (1)	3% (2)	11% (7)	62
2012 Vote: Didn't Vote	49% (299)	25% (153)	6% (34)	4% (23)	17% (101)	610
4-Region: Northeast	52% (149)	27% (78)	5% (16)	2% (7)	12% (35)	285
4-Region: Midwest	50% (169)	30% (101)	6% (21)	2% (8)	11% (37)	336
4-Region: South	51% (295)	28% (164)	5% (31)	1% (6)	14% (82)	578
4-Region: West	58% (212)	28% (101)	6% (21)	2% (9)	6% (20)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_4: How important do you consider each of the following when flying?
Food services for snacks and beverages

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	31% (481)	34% (527)	18% (287)	6% (92)	11% (175)	1562
Gender: Male	32% (239)	33% (250)	19% (145)	6% (42)	10% (76)	752
Gender: Female	30% (242)	34% (277)	18% (142)	6% (50)	12% (99)	810
Age: 18-29	39% (130)	32% (105)	13% (41)	7% (22)	10% (32)	330
Age: 30-44	34% (136)	31% (126)	17% (70)	5% (22)	13% (51)	404
Age: 45-54	27% (83)	35% (110)	18% (55)	5% (15)	15% (48)	311
Age: 55-64	29% (69)	31% (73)	21% (49)	6% (14)	12% (29)	234
Age: 65+	22% (63)	40% (113)	25% (71)	7% (19)	6% (16)	282
PID: Dem (no lean)	33% (167)	34% (174)	17% (85)	6% (28)	10% (52)	506
PID: Ind (no lean)	30% (177)	32% (190)	18% (111)	7% (40)	13% (81)	600
PID: Rep (no lean)	30% (137)	36% (162)	20% (91)	5% (24)	9% (43)	456
PID/Gender: Dem Men	34% (81)	33% (77)	17% (41)	6% (14)	9% (22)	234
PID/Gender: Dem Women	32% (87)	36% (97)	16% (44)	5% (15)	11% (30)	272
PID/Gender: Ind Men	31% (87)	31% (86)	20% (55)	7% (19)	12% (33)	281
PID/Gender: Ind Women	28% (90)	33% (104)	17% (56)	7% (21)	15% (48)	319
PID/Gender: Rep Men	30% (71)	37% (87)	20% (49)	4% (9)	9% (22)	237
PID/Gender: Rep Women	30% (65)	34% (75)	19% (42)	7% (15)	10% (21)	219
Tea Party: Supporter	34% (131)	35% (132)	15% (58)	4% (16)	12% (45)	383
Tea Party: Not Supporter	30% (350)	34% (393)	19% (224)	6% (75)	11% (129)	1172
Ideo: Liberal (1-3)	35% (160)	33% (153)	18% (82)	7% (31)	8% (38)	464
Ideo: Moderate (4)	27% (98)	41% (146)	20% (72)	5% (18)	7% (25)	359
Ideo: Conservative (5-7)	30% (150)	34% (171)	22% (110)	6% (29)	9% (43)	503
Educ: < College	32% (361)	32% (352)	16% (177)	5% (61)	15% (162)	1112
Educ: Bachelors degree	25% (75)	38% (112)	26% (76)	8% (22)	3% (10)	295
Educ: Post-grad	29% (45)	41% (63)	22% (33)	6% (9)	3% (4)	155
Income: Under 50k	32% (312)	32% (305)	16% (157)	5% (44)	15% (147)	964
Income: 50k-100k	29% (125)	36% (153)	22% (94)	7% (31)	5% (20)	424
Income: 100k+	26% (45)	39% (68)	20% (35)	10% (17)	5% (8)	174

Continued on next page

Table BRD7_4: How important do you consider each of the following when flying?
Food services for snacks and beverages

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	31% (481)	34% (527)	18% (287)	6% (92)	11% (175)	1562
Ethnicity: White	28% (351)	34% (428)	20% (252)	6% (75)	11% (136)	1242
Ethnicity: Hispanic	49% (114)	28% (66)	15% (35)	3% (7)	5% (12)	234
Ethnicity: Afr. Am.	40% (77)	32% (60)	11% (20)	3% (6)	15% (28)	191
Ethnicity: Other	41% (53)	29% (38)	11% (15)	9% (12)	9% (12)	129
Relig: Protestant	28% (98)	33% (115)	24% (83)	7% (25)	7% (26)	348
Relig: Roman Catholic	29% (99)	38% (127)	19% (65)	5% (17)	8% (28)	337
Relig: Ath./Agn./None	30% (129)	34% (143)	17% (72)	6% (25)	13% (56)	424
Relig: Something Else	28% (72)	34% (89)	16% (42)	7% (17)	15% (38)	258
Relig: Evangelical	38% (175)	30% (136)	18% (81)	5% (23)	10% (44)	460
Relig: Non-Evang. Catholics	25% (105)	38% (159)	22% (92)	6% (27)	9% (38)	419
Relig: All Christian	32% (280)	34% (295)	20% (173)	6% (50)	9% (81)	879
Relig: All Non-Christian	30% (201)	34% (231)	17% (114)	6% (42)	14% (93)	682
Community: Urban	37% (155)	31% (131)	18% (76)	4% (18)	10% (42)	422
Community: Suburban	28% (182)	38% (247)	20% (131)	7% (47)	8% (50)	657
Community: Rural	30% (144)	31% (149)	16% (79)	6% (27)	17% (83)	483
Employ: Private Sector	32% (141)	38% (165)	17% (73)	7% (30)	7% (28)	437
Employ: Government	27% (25)	38% (35)	26% (24)	5% (5)	5% (5)	93
Employ: Self-Employed	40% (54)	27% (36)	21% (29)	2% (3)	10% (13)	134
Employ: Homemaker	31% (46)	32% (48)	14% (22)	6% (9)	17% (26)	151
Employ: Student	29% (24)	36% (30)	21% (17)	5% (4)	9% (7)	83
Employ: Retired	23% (72)	38% (121)	24% (75)	7% (23)	8% (26)	317
Employ: Unemployed	41% (74)	25% (44)	12% (21)	6% (10)	16% (29)	179
Employ: Other	27% (46)	28% (48)	15% (25)	5% (8)	24% (41)	167
Job Type: White-collar	28% (134)	36% (171)	23% (111)	9% (44)	4% (19)	479
Job Type: Blue-collar	31% (209)	33% (220)	21% (140)	3% (23)	11% (73)	665
Job Type: Don't Know	33% (138)	32% (135)	8% (35)	6% (25)	20% (84)	418
Military HH: Yes	27% (72)	36% (96)	21% (55)	8% (21)	8% (21)	266
Military HH: No	32% (409)	33% (431)	18% (232)	5% (71)	12% (154)	1296
RD/WT: Right Direction	35% (163)	39% (183)	15% (71)	4% (20)	8% (36)	473
RD/WT: Wrong Track	29% (318)	32% (343)	20% (216)	7% (73)	13% (139)	1089

Continued on next page

Table BRD7_4: How important do you consider each of the following when flying?
Food services for snacks and beverages

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	31% (481)	34% (527)	18% (287)	6% (92)	11% (175)	1562
Obama Job: Approve	34% (282)	36% (294)	16% (134)	5% (41)	9% (75)	826
Obama Job: Disapprove	27% (169)	32% (203)	23% (141)	7% (46)	11% (67)	626
#1 Issue: Economy	33% (167)	33% (168)	18% (93)	6% (30)	11% (55)	513
#1 Issue: Security	28% (82)	37% (108)	19% (56)	5% (14)	11% (33)	293
#1 Issue: Health Care	27% (62)	37% (87)	23% (52)	3% (7)	10% (23)	232
#1 Issue: Medicare / Social Security	33% (62)	31% (58)	21% (40)	7% (14)	8% (14)	189
#1 Issue: Women's Issues	28% (25)	38% (35)	17% (15)	12% (11)	5% (5)	92
#1 Issue: Education	33% (33)	29% (29)	17% (17)	7% (7)	15% (15)	102
#1 Issue: Energy	33% (20)	31% (19)	10% (6)	7% (4)	19% (12)	61
#1 Issue: Other	34% (28)	27% (22)	9% (7)	7% (6)	23% (19)	81
2016 Vote: Democrat Hillary Clinton	35% (154)	34% (148)	17% (74)	5% (24)	9% (38)	438
2016 Vote: Republican Donald Trump	27% (140)	35% (180)	21% (109)	7% (34)	9% (45)	507
2016 Vote: Someone else	33% (42)	36% (46)	20% (26)	8% (10)	3% (4)	127
2012 Vote: Barack Obama	33% (173)	34% (178)	21% (110)	4% (23)	7% (35)	518
2012 Vote: Mitt Romney	25% (94)	35% (130)	23% (85)	8% (28)	9% (33)	369
2012 Vote: Other	23% (14)	51% (31)	8% (5)	7% (4)	12% (7)	62
2012 Vote: Didn't Vote	33% (199)	30% (186)	14% (87)	6% (37)	16% (101)	610
4-Region: Northeast	32% (91)	34% (97)	17% (48)	4% (12)	13% (37)	285
4-Region: Midwest	24% (80)	35% (119)	21% (72)	8% (27)	11% (38)	336
4-Region: South	31% (179)	34% (198)	15% (87)	5% (32)	14% (82)	578
4-Region: West	36% (131)	31% (113)	22% (80)	6% (22)	5% (18)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_5: How important do you consider each of the following when flying?
Food services for meals on longer flights

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	37%	(574)	34%	(528)	13%	(206)	4%	(66)	12%	(188)	1562
Gender: Male	37%	(280)	35%	(260)	13%	(100)	4%	(27)	11%	(85)	752
Gender: Female	36%	(294)	33%	(268)	13%	(106)	5%	(39)	13%	(103)	810
Age: 18-29	41%	(137)	31%	(101)	13%	(43)	4%	(14)	11%	(36)	330
Age: 30-44	37%	(148)	32%	(130)	13%	(53)	5%	(19)	13%	(54)	404
Age: 45-54	34%	(105)	33%	(104)	14%	(43)	3%	(9)	16%	(51)	311
Age: 55-64	35%	(82)	34%	(79)	12%	(27)	6%	(15)	13%	(31)	234
Age: 65+	36%	(103)	40%	(114)	14%	(40)	3%	(9)	6%	(16)	282
PID: Dem (no lean)	37%	(185)	35%	(178)	12%	(61)	5%	(27)	11%	(55)	506
PID: Ind (no lean)	36%	(218)	33%	(196)	13%	(79)	4%	(24)	14%	(84)	600
PID: Rep (no lean)	38%	(171)	34%	(154)	15%	(66)	3%	(16)	11%	(49)	456
PID/Gender: Dem Men	38%	(90)	37%	(87)	11%	(25)	5%	(11)	9%	(21)	234
PID/Gender: Dem Women	35%	(95)	33%	(91)	13%	(36)	6%	(16)	12%	(34)	272
PID/Gender: Ind Men	36%	(102)	32%	(90)	15%	(43)	4%	(10)	13%	(35)	281
PID/Gender: Ind Women	36%	(116)	33%	(105)	11%	(35)	4%	(13)	15%	(49)	319
PID/Gender: Rep Men	37%	(89)	35%	(82)	13%	(32)	3%	(6)	12%	(28)	237
PID/Gender: Rep Women	38%	(83)	33%	(72)	16%	(34)	4%	(9)	9%	(20)	219
Tea Party: Supporter	38%	(147)	34%	(132)	12%	(44)	3%	(12)	13%	(49)	383
Tea Party: Not Supporter	36%	(428)	33%	(391)	14%	(162)	5%	(53)	12%	(138)	1172
Ideo: Liberal (1-3)	37%	(173)	38%	(178)	11%	(53)	5%	(24)	8%	(37)	464
Ideo: Moderate (4)	36%	(129)	39%	(139)	14%	(50)	3%	(11)	8%	(29)	359
Ideo: Conservative (5-7)	37%	(185)	32%	(159)	18%	(89)	4%	(22)	9%	(48)	503
Educ: < College	38%	(423)	31%	(344)	12%	(132)	4%	(41)	15%	(171)	1112
Educ: Bachelors degree	31%	(93)	43%	(126)	16%	(46)	7%	(19)	4%	(11)	295
Educ: Post-grad	38%	(58)	38%	(58)	17%	(27)	4%	(6)	4%	(6)	155
Income: Under 50k	37%	(360)	31%	(297)	12%	(120)	3%	(29)	16%	(157)	964
Income: 50k-100k	38%	(160)	37%	(157)	14%	(58)	6%	(26)	5%	(23)	424
Income: 100k+	31%	(53)	42%	(74)	16%	(28)	6%	(11)	4%	(8)	174

Continued on next page

Table BRD7_5: How important do you consider each of the following when flying?
Food services for meals on longer flights

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	37% (574)	34% (528)	13% (206)	4% (66)	12% (188)	1562
Ethnicity: White	35% (436)	35% (429)	14% (180)	4% (54)	12% (144)	1242
Ethnicity: Hispanic	51% (120)	28% (65)	11% (26)	3% (7)	7% (16)	234
Ethnicity: Afr. Am.	42% (80)	32% (60)	8% (16)	2% (4)	16% (30)	191
Ethnicity: Other	45% (58)	30% (39)	8% (11)	7% (8)	10% (13)	129
Relig: Protestant	38% (131)	36% (125)	15% (51)	4% (15)	7% (26)	348
Relig: Roman Catholic	36% (122)	36% (122)	14% (47)	4% (14)	10% (32)	337
Relig: Ath./Agn./None	34% (145)	34% (146)	13% (54)	4% (18)	15% (62)	424
Relig: Something Else	33% (85)	32% (83)	13% (33)	7% (17)	15% (40)	258
Relig: Evangelical	45% (206)	31% (144)	12% (53)	3% (13)	9% (44)	460
Relig: Non-Evang. Catholics	33% (139)	37% (154)	16% (66)	4% (18)	10% (42)	419
Relig: All Christian	39% (345)	34% (299)	13% (119)	4% (32)	10% (86)	879
Relig: All Non-Christian	34% (230)	34% (229)	13% (87)	5% (34)	15% (101)	682
Community: Urban	38% (161)	37% (158)	10% (41)	4% (15)	11% (48)	422
Community: Suburban	38% (246)	34% (224)	14% (94)	5% (35)	9% (58)	657
Community: Rural	35% (167)	30% (146)	15% (71)	3% (17)	17% (82)	483
Employ: Private Sector	37% (160)	35% (155)	15% (67)	5% (21)	8% (33)	437
Employ: Government	39% (36)	32% (30)	19% (18)	4% (4)	6% (5)	93
Employ: Self-Employed	44% (60)	34% (46)	10% (13)	2% (2)	10% (14)	134
Employ: Homemaker	34% (52)	31% (47)	12% (18)	5% (7)	18% (27)	151
Employ: Student	35% (29)	35% (29)	16% (13)	4% (4)	10% (8)	83
Employ: Retired	34% (107)	40% (127)	13% (42)	4% (13)	9% (28)	317
Employ: Unemployed	41% (73)	28% (49)	8% (15)	5% (10)	18% (32)	179
Employ: Other	34% (57)	27% (45)	12% (20)	3% (5)	24% (41)	167
Job Type: White-collar	34% (162)	38% (183)	17% (80)	7% (35)	4% (19)	479
Job Type: Blue-collar	37% (248)	34% (227)	14% (95)	2% (16)	12% (79)	665
Job Type: Don't Know	39% (165)	28% (118)	8% (32)	3% (14)	21% (90)	418
Military HH: Yes	33% (87)	38% (101)	17% (45)	3% (9)	9% (24)	266
Military HH: No	38% (487)	33% (427)	12% (161)	4% (57)	13% (164)	1296
RD/WT: Right Direction	41% (195)	38% (180)	9% (44)	3% (16)	8% (38)	473
RD/WT: Wrong Track	35% (379)	32% (348)	15% (162)	5% (50)	14% (150)	1089

Continued on next page

Table BRD7_5: How important do you consider each of the following when flying?
Food services for meals on longer flights

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	37% (574)	34% (528)	13% (206)	4% (66)	12% (188)	1562
Obama Job: Approve	39% (323)	35% (289)	12% (101)	3% (29)	10% (84)	826
Obama Job: Disapprove	34% (215)	34% (212)	16% (98)	5% (33)	11% (69)	626
#1 Issue: Economy	37% (189)	35% (180)	12% (63)	5% (23)	11% (57)	513
#1 Issue: Security	36% (106)	37% (107)	12% (35)	3% (9)	12% (35)	293
#1 Issue: Health Care	34% (78)	35% (82)	17% (39)	3% (7)	11% (26)	232
#1 Issue: Medicare / Social Security	41% (77)	37% (70)	12% (23)	2% (4)	8% (15)	189
#1 Issue: Women's Issues	33% (30)	33% (30)	15% (14)	12% (11)	7% (6)	92
#1 Issue: Education	32% (32)	30% (30)	19% (20)	4% (4)	15% (16)	102
#1 Issue: Energy	36% (22)	28% (17)	7% (4)	6% (4)	22% (13)	61
#1 Issue: Other	49% (40)	14% (11)	10% (8)	4% (3)	24% (19)	81
2016 Vote: Democrat Hillary Clinton	38% (164)	35% (151)	12% (54)	5% (20)	11% (48)	438
2016 Vote: Republican Donald Trump	35% (177)	36% (183)	15% (75)	5% (24)	10% (49)	507
2016 Vote: Someone else	42% (53)	35% (44)	16% (20)	4% (6)	3% (4)	127
2012 Vote: Barack Obama	38% (199)	36% (189)	14% (73)	4% (19)	7% (38)	518
2012 Vote: Mitt Romney	34% (125)	34% (127)	17% (63)	5% (20)	9% (35)	369
2012 Vote: Other	33% (20)	46% (28)	7% (4)	3% (2)	12% (7)	62
2012 Vote: Didn't Vote	37% (228)	30% (183)	11% (66)	4% (26)	18% (108)	610
4-Region: Northeast	38% (110)	32% (92)	13% (37)	2% (6)	14% (40)	285
4-Region: Midwest	32% (107)	35% (119)	14% (48)	7% (23)	11% (38)	336
4-Region: South	35% (201)	35% (204)	12% (70)	3% (20)	15% (85)	578
4-Region: West	43% (156)	31% (113)	14% (51)	5% (18)	7% (25)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_6: How important do you consider each of the following when flying?

Reclining seats

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	33%	(520)	36%	(562)	14%	(224)	5%	(79)	11%	(177)	1562
Gender: Male	36%	(271)	35%	(266)	13%	(100)	5%	(36)	10%	(78)	752
Gender: Female	31%	(249)	36%	(295)	15%	(124)	5%	(43)	12%	(99)	810
Age: 18-29	35%	(114)	33%	(110)	16%	(51)	7%	(24)	9%	(31)	330
Age: 30-44	32%	(131)	34%	(136)	15%	(62)	5%	(22)	13%	(53)	404
Age: 45-54	35%	(108)	35%	(110)	12%	(37)	3%	(8)	15%	(47)	311
Age: 55-64	37%	(86)	32%	(74)	15%	(35)	4%	(10)	12%	(29)	234
Age: 65+	29%	(81)	47%	(132)	13%	(38)	5%	(14)	6%	(17)	282
PID: Dem (no lean)	33%	(169)	35%	(176)	16%	(81)	6%	(29)	10%	(51)	506
PID: Ind (no lean)	35%	(207)	32%	(190)	15%	(89)	5%	(33)	14%	(82)	600
PID: Rep (no lean)	32%	(144)	43%	(196)	12%	(55)	4%	(17)	10%	(44)	456
PID/Gender: Dem Men	39%	(91)	34%	(79)	14%	(33)	4%	(8)	9%	(22)	234
PID/Gender: Dem Women	29%	(78)	35%	(96)	18%	(48)	8%	(20)	11%	(29)	272
PID/Gender: Ind Men	38%	(106)	31%	(87)	13%	(37)	7%	(19)	12%	(32)	281
PID/Gender: Ind Women	32%	(101)	32%	(103)	16%	(52)	4%	(14)	15%	(49)	319
PID/Gender: Rep Men	31%	(74)	42%	(100)	13%	(31)	4%	(9)	10%	(23)	237
PID/Gender: Rep Women	32%	(70)	44%	(96)	11%	(24)	4%	(8)	9%	(20)	219
Tea Party: Supporter	36%	(139)	37%	(143)	11%	(43)	4%	(14)	11%	(44)	383
Tea Party: Not Supporter	32%	(380)	35%	(415)	15%	(181)	5%	(64)	11%	(132)	1172
Ideo: Liberal (1-3)	33%	(154)	37%	(171)	16%	(74)	6%	(27)	8%	(38)	464
Ideo: Moderate (4)	39%	(140)	33%	(119)	16%	(58)	4%	(15)	7%	(26)	359
Ideo: Conservative (5-7)	31%	(158)	42%	(210)	13%	(66)	5%	(25)	9%	(44)	503
Educ: < College	33%	(368)	34%	(373)	13%	(146)	5%	(60)	15%	(165)	1112
Educ: Bachelors degree	33%	(98)	44%	(131)	17%	(49)	3%	(9)	3%	(8)	295
Educ: Post-grad	35%	(55)	37%	(58)	19%	(29)	6%	(10)	2%	(4)	155
Income: Under 50k	32%	(311)	32%	(312)	15%	(148)	4%	(43)	16%	(151)	964
Income: 50k-100k	34%	(146)	43%	(180)	13%	(54)	6%	(25)	5%	(20)	424
Income: 100k+	37%	(64)	40%	(70)	13%	(23)	7%	(11)	4%	(6)	174

Continued on next page

Table BRD7_6: How important do you consider each of the following when flying?*Reclining seats*

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	33% (520)	36% (562)	14% (224)	5% (79)	11% (177)	1562
Ethnicity: White	32% (392)	38% (477)	14% (178)	5% (62)	11% (133)	1242
Ethnicity: Hispanic	49% (115)	31% (72)	10% (23)	5% (11)	5% (12)	234
Ethnicity: Afr. Am.	40% (77)	25% (47)	15% (29)	3% (6)	16% (31)	191
Ethnicity: Other	40% (52)	29% (37)	13% (17)	8% (11)	10% (13)	129
Relig: Protestant	31% (109)	42% (147)	14% (49)	5% (16)	8% (27)	348
Relig: Roman Catholic	36% (121)	41% (139)	11% (36)	4% (14)	8% (26)	337
Relig: Ath./Agn./None	31% (131)	31% (133)	18% (76)	6% (26)	14% (58)	424
Relig: Something Else	31% (80)	32% (84)	14% (35)	8% (20)	15% (38)	258
Relig: Evangelical	38% (177)	38% (173)	12% (53)	3% (12)	10% (44)	460
Relig: Non-Evang. Catholics	32% (132)	41% (172)	14% (59)	5% (20)	9% (36)	419
Relig: All Christian	35% (309)	39% (345)	13% (113)	4% (32)	9% (80)	879
Relig: All Non-Christian	31% (211)	32% (217)	16% (111)	7% (46)	14% (96)	682
Community: Urban	36% (152)	35% (149)	14% (59)	4% (19)	10% (44)	422
Community: Suburban	33% (220)	38% (248)	16% (105)	5% (32)	8% (52)	657
Community: Rural	31% (148)	34% (165)	12% (60)	6% (28)	17% (81)	483
Employ: Private Sector	35% (155)	40% (176)	14% (60)	4% (20)	6% (26)	437
Employ: Government	32% (30)	39% (36)	16% (15)	8% (7)	6% (5)	93
Employ: Self-Employed	35% (47)	38% (51)	17% (23)	— (1)	10% (13)	134
Employ: Homemaker	28% (43)	33% (50)	17% (25)	5% (7)	17% (26)	151
Employ: Student	24% (20)	37% (30)	22% (18)	9% (7)	9% (7)	83
Employ: Retired	32% (100)	41% (128)	13% (43)	6% (18)	9% (27)	317
Employ: Unemployed	40% (72)	28% (50)	7% (13)	8% (14)	17% (31)	179
Employ: Other	33% (54)	24% (40)	16% (28)	3% (5)	24% (41)	167
Job Type: White-collar	32% (152)	40% (194)	18% (87)	6% (29)	4% (17)	479
Job Type: Blue-collar	32% (215)	39% (258)	13% (87)	5% (30)	11% (74)	665
Job Type: Don't Know	37% (153)	26% (110)	12% (50)	5% (19)	21% (86)	418
Military HH: Yes	28% (74)	45% (118)	15% (39)	5% (14)	8% (20)	266
Military HH: No	34% (446)	34% (443)	14% (185)	5% (65)	12% (157)	1296
RD/WT: Right Direction	36% (170)	41% (193)	13% (60)	3% (14)	8% (38)	473
RD/WT: Wrong Track	32% (351)	34% (369)	15% (165)	6% (65)	13% (139)	1089

Continued on next page

Table BRD7_6: How important do you consider each of the following when flying?

Reclining seats

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	33% (520)	36% (562)	14% (224)	5% (79)	11% (177)	1562
Obama Job: Approve	36% (301)	35% (287)	15% (122)	5% (40)	9% (77)	826
Obama Job: Disapprove	31% (194)	39% (246)	14% (89)	5% (30)	11% (67)	626
#1 Issue: Economy	33% (170)	37% (188)	15% (78)	5% (23)	11% (54)	513
#1 Issue: Security	36% (105)	38% (111)	13% (38)	2% (7)	11% (32)	293
#1 Issue: Health Care	28% (66)	40% (94)	16% (37)	5% (11)	11% (25)	232
#1 Issue: Medicare / Social Security	37% (70)	38% (73)	14% (26)	3% (6)	8% (14)	189
#1 Issue: Women's Issues	37% (34)	28% (26)	14% (13)	17% (15)	5% (4)	92
#1 Issue: Education	22% (22)	38% (39)	16% (17)	9% (9)	15% (15)	102
#1 Issue: Energy	46% (28)	16% (10)	12% (7)	7% (4)	19% (12)	61
#1 Issue: Other	34% (27)	28% (23)	10% (8)	4% (3)	24% (20)	81
2016 Vote: Democrat Hillary Clinton	37% (160)	34% (149)	15% (64)	6% (24)	9% (40)	438
2016 Vote: Republican Donald Trump	33% (166)	40% (202)	14% (71)	5% (24)	9% (43)	507
2016 Vote: Someone else	38% (48)	41% (52)	13% (16)	5% (6)	4% (5)	127
2012 Vote: Barack Obama	35% (182)	37% (191)	17% (88)	4% (22)	7% (35)	518
2012 Vote: Mitt Romney	29% (108)	46% (171)	13% (48)	3% (10)	9% (32)	369
2012 Vote: Other	42% (26)	36% (22)	5% (3)	5% (3)	12% (7)	62
2012 Vote: Didn't Vote	33% (202)	29% (176)	14% (85)	7% (44)	17% (103)	610
4-Region: Northeast	38% (108)	34% (96)	12% (35)	4% (10)	13% (37)	285
4-Region: Midwest	29% (96)	35% (119)	16% (55)	8% (27)	12% (39)	336
4-Region: South	31% (177)	36% (209)	15% (85)	4% (23)	14% (83)	578
4-Region: West	38% (139)	38% (138)	14% (49)	5% (19)	5% (18)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_7: How important do you consider each of the following when flying?
Inflight entertainment via seat-back screens

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	22%	(343)	31%	(480)	26%	(401)	10%	(154)	12%	(183)	1562
Gender: Male	24%	(181)	31%	(234)	25%	(191)	9%	(71)	10%	(76)	752
Gender: Female	20%	(162)	30%	(247)	26%	(211)	10%	(83)	13%	(108)	810
Age: 18-29	30%	(100)	26%	(86)	26%	(85)	9%	(28)	9%	(31)	330
Age: 30-44	27%	(111)	32%	(129)	21%	(85)	7%	(28)	13%	(51)	404
Age: 45-54	19%	(60)	33%	(104)	21%	(66)	10%	(31)	16%	(50)	311
Age: 55-64	15%	(34)	33%	(78)	30%	(69)	9%	(21)	13%	(31)	234
Age: 65+	13%	(38)	29%	(83)	34%	(95)	16%	(46)	7%	(20)	282
PID: Dem (no lean)	23%	(115)	31%	(155)	27%	(135)	10%	(49)	10%	(51)	506
PID: Ind (no lean)	23%	(135)	28%	(168)	24%	(144)	11%	(67)	14%	(85)	600
PID: Rep (no lean)	20%	(92)	34%	(157)	27%	(122)	8%	(38)	10%	(47)	456
PID/Gender: Dem Men	26%	(61)	32%	(74)	25%	(59)	8%	(20)	9%	(20)	234
PID/Gender: Dem Women	20%	(54)	30%	(82)	28%	(76)	11%	(29)	11%	(31)	272
PID/Gender: Ind Men	24%	(68)	29%	(83)	24%	(66)	12%	(33)	11%	(31)	281
PID/Gender: Ind Women	21%	(67)	27%	(85)	24%	(78)	11%	(34)	17%	(55)	319
PID/Gender: Rep Men	22%	(51)	33%	(77)	27%	(65)	8%	(19)	10%	(25)	237
PID/Gender: Rep Women	19%	(41)	36%	(80)	26%	(56)	9%	(20)	10%	(23)	219
Tea Party: Supporter	27%	(103)	34%	(132)	18%	(68)	9%	(33)	13%	(48)	383
Tea Party: Not Supporter	20%	(239)	30%	(347)	28%	(331)	10%	(121)	11%	(134)	1172
Ideo: Liberal (1-3)	27%	(123)	32%	(147)	22%	(101)	12%	(56)	8%	(37)	464
Ideo: Moderate (4)	23%	(83)	33%	(120)	27%	(98)	7%	(26)	9%	(32)	359
Ideo: Conservative (5-7)	17%	(87)	33%	(164)	30%	(153)	11%	(55)	9%	(44)	503
Educ: < College	23%	(252)	29%	(320)	24%	(264)	10%	(106)	15%	(169)	1112
Educ: Bachelors degree	18%	(53)	36%	(107)	31%	(91)	11%	(34)	4%	(10)	295
Educ: Post-grad	24%	(37)	34%	(53)	30%	(46)	10%	(15)	2%	(4)	155
Income: Under 50k	21%	(205)	29%	(276)	25%	(241)	9%	(91)	16%	(153)	964
Income: 50k-100k	22%	(92)	33%	(139)	29%	(121)	11%	(48)	6%	(24)	424
Income: 100k+	26%	(46)	38%	(65)	23%	(40)	9%	(15)	4%	(7)	174

Continued on next page

Table BRD7_7: How important do you consider each of the following when flying?
Inflight entertainment via seat-back screens

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	22% (343)	31% (480)	26% (401)	10% (154)	12% (183)	1562
Ethnicity: White	20% (252)	31% (388)	26% (328)	11% (133)	11% (140)	1242
Ethnicity: Hispanic	37% (87)	27% (62)	26% (60)	4% (9)	6% (15)	234
Ethnicity: Afr. Am.	30% (57)	28% (54)	21% (41)	5% (9)	16% (30)	191
Ethnicity: Other	26% (33)	30% (38)	25% (32)	9% (12)	10% (13)	129
Relig: Protestant	16% (54)	30% (105)	32% (111)	14% (49)	8% (29)	348
Relig: Roman Catholic	24% (81)	33% (112)	25% (84)	9% (32)	8% (27)	337
Relig: Ath./Agn./None	23% (96)	31% (131)	24% (103)	8% (35)	14% (59)	424
Relig: Something Else	20% (51)	30% (77)	25% (64)	10% (26)	15% (39)	258
Relig: Evangelical	27% (125)	30% (140)	22% (102)	11% (48)	10% (46)	460
Relig: Non-Evang. Catholics	17% (71)	32% (132)	32% (133)	11% (44)	9% (39)	419
Relig: All Christian	22% (196)	31% (272)	27% (235)	11% (93)	10% (84)	879
Relig: All Non-Christian	22% (147)	31% (208)	24% (167)	9% (62)	14% (98)	682
Community: Urban	26% (108)	31% (132)	24% (103)	8% (33)	11% (46)	422
Community: Suburban	22% (146)	32% (211)	27% (175)	11% (72)	8% (53)	657
Community: Rural	18% (89)	29% (138)	25% (123)	10% (49)	17% (84)	483
Employ: Private Sector	25% (111)	38% (167)	22% (98)	8% (36)	6% (26)	437
Employ: Government	24% (22)	34% (32)	28% (26)	7% (7)	7% (6)	93
Employ: Self-Employed	23% (31)	36% (48)	26% (35)	6% (8)	9% (12)	134
Employ: Homemaker	20% (30)	29% (44)	24% (36)	9% (14)	18% (28)	151
Employ: Student	20% (17)	25% (21)	36% (30)	8% (6)	11% (9)	83
Employ: Retired	14% (43)	27% (86)	32% (100)	17% (55)	10% (33)	317
Employ: Unemployed	30% (54)	25% (44)	19% (35)	10% (18)	16% (28)	179
Employ: Other	22% (36)	23% (39)	25% (41)	6% (10)	24% (41)	167
Job Type: White-collar	21% (101)	35% (169)	27% (130)	12% (58)	4% (21)	479
Job Type: Blue-collar	21% (140)	31% (207)	27% (181)	9% (63)	11% (73)	665
Job Type: Don't Know	24% (101)	25% (104)	21% (90)	8% (34)	21% (89)	418
Military HH: Yes	18% (48)	27% (71)	32% (85)	15% (41)	8% (21)	266
Military HH: No	23% (294)	32% (409)	24% (317)	9% (113)	13% (162)	1296
RD/WT: Right Direction	30% (140)	34% (160)	21% (98)	7% (34)	9% (41)	473
RD/WT: Wrong Track	19% (202)	29% (321)	28% (303)	11% (121)	13% (142)	1089

Continued on next page

Table BRD7_7: How important do you consider each of the following when flying?
Inflight entertainment via seat-back screens

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	22% (343)	31% (480)	26% (401)	10% (154)	12% (183)	1562
Obama Job: Approve	26% (216)	32% (264)	24% (200)	8% (67)	10% (79)	826
Obama Job: Disapprove	17% (109)	31% (196)	27% (171)	13% (82)	11% (68)	626
#1 Issue: Economy	24% (121)	33% (167)	23% (119)	10% (50)	11% (56)	513
#1 Issue: Security	20% (60)	31% (91)	28% (81)	9% (26)	12% (35)	293
#1 Issue: Health Care	22% (52)	29% (67)	28% (64)	10% (24)	11% (25)	232
#1 Issue: Medicare / Social Security	19% (36)	33% (62)	27% (52)	12% (23)	9% (16)	189
#1 Issue: Women's Issues	22% (20)	29% (27)	25% (23)	16% (15)	7% (6)	92
#1 Issue: Education	24% (24)	27% (28)	29% (29)	5% (6)	15% (15)	102
#1 Issue: Energy	25% (16)	34% (21)	17% (10)	6% (4)	17% (11)	61
#1 Issue: Other	17% (14)	22% (18)	28% (23)	8% (7)	24% (20)	81
2016 Vote: Democrat Hillary Clinton	23% (102)	34% (147)	24% (107)	10% (42)	9% (41)	438
2016 Vote: Republican Donald Trump	21% (109)	31% (155)	27% (135)	12% (59)	10% (49)	507
2016 Vote: Someone else	26% (33)	33% (42)	27% (34)	11% (14)	2% (3)	127
2012 Vote: Barack Obama	22% (115)	34% (174)	28% (148)	8% (42)	8% (40)	518
2012 Vote: Mitt Romney	16% (60)	34% (126)	28% (102)	13% (48)	9% (33)	369
2012 Vote: Other	37% (23)	25% (16)	17% (10)	10% (6)	11% (7)	62
2012 Vote: Didn't Vote	23% (143)	27% (164)	23% (140)	10% (58)	17% (104)	610
4-Region: Northeast	26% (74)	32% (92)	22% (62)	7% (20)	13% (37)	285
4-Region: Midwest	17% (59)	31% (106)	26% (87)	13% (43)	12% (42)	336
4-Region: South	21% (121)	32% (182)	23% (133)	10% (56)	15% (86)	578
4-Region: West	25% (90)	28% (100)	33% (119)	10% (35)	5% (18)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_8: How important do you consider each of the following when flying?

Power outlets

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	24%	(381)	29%	(455)	23%	(353)	12%	(183)	12%	(189)	1562
Gender: Male	25%	(188)	29%	(216)	23%	(176)	12%	(90)	11%	(83)	752
Gender: Female	24%	(194)	30%	(240)	22%	(178)	11%	(92)	13%	(107)	810
Age: 18-29	36%	(119)	31%	(102)	17%	(57)	6%	(20)	10%	(33)	330
Age: 30-44	28%	(114)	29%	(117)	21%	(86)	8%	(31)	14%	(57)	404
Age: 45-54	21%	(67)	31%	(95)	22%	(68)	10%	(32)	16%	(50)	311
Age: 55-64	20%	(48)	26%	(60)	26%	(61)	14%	(33)	14%	(32)	234
Age: 65+	12%	(35)	29%	(82)	29%	(81)	24%	(67)	7%	(18)	282
PID: Dem (no lean)	27%	(138)	32%	(164)	19%	(96)	11%	(54)	11%	(54)	506
PID: Ind (no lean)	22%	(133)	26%	(158)	25%	(149)	12%	(75)	14%	(85)	600
PID: Rep (no lean)	24%	(111)	29%	(134)	24%	(108)	12%	(53)	11%	(50)	456
PID/Gender: Dem Men	28%	(65)	32%	(76)	19%	(45)	12%	(28)	9%	(20)	234
PID/Gender: Dem Women	27%	(73)	32%	(88)	19%	(51)	10%	(26)	13%	(34)	272
PID/Gender: Ind Men	25%	(70)	23%	(64)	28%	(77)	12%	(35)	12%	(35)	281
PID/Gender: Ind Women	20%	(63)	29%	(94)	22%	(72)	12%	(40)	16%	(51)	319
PID/Gender: Rep Men	22%	(53)	32%	(76)	22%	(53)	12%	(27)	12%	(28)	237
PID/Gender: Rep Women	26%	(57)	27%	(58)	25%	(55)	12%	(26)	10%	(22)	219
Tea Party: Supporter	30%	(114)	30%	(113)	18%	(70)	9%	(36)	13%	(50)	383
Tea Party: Not Supporter	23%	(267)	29%	(340)	24%	(281)	12%	(145)	12%	(138)	1172
Ideo: Liberal (1-3)	29%	(133)	32%	(149)	19%	(90)	11%	(51)	9%	(40)	464
Ideo: Moderate (4)	25%	(89)	31%	(112)	25%	(91)	11%	(39)	8%	(28)	359
Ideo: Conservative (5-7)	20%	(100)	28%	(143)	28%	(139)	14%	(72)	10%	(50)	503
Educ: < College	26%	(293)	27%	(295)	20%	(219)	12%	(131)	16%	(174)	1112
Educ: Bachelors degree	18%	(53)	35%	(103)	31%	(91)	12%	(36)	4%	(12)	295
Educ: Post-grad	23%	(35)	37%	(57)	28%	(43)	10%	(16)	2%	(4)	155
Income: Under 50k	26%	(246)	26%	(255)	20%	(197)	11%	(107)	16%	(159)	964
Income: 50k-100k	24%	(101)	32%	(135)	26%	(112)	13%	(55)	5%	(21)	424
Income: 100k+	20%	(34)	37%	(65)	25%	(44)	12%	(21)	6%	(10)	174

Continued on next page

Table BRD7_8: How important do you consider each of the following when flying?

Power outlets

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	24% (381)	29% (455)	23% (353)	12% (183)	12% (189)	1562
Ethnicity: White	22% (267)	30% (369)	24% (300)	13% (161)	12% (145)	1242
Ethnicity: Hispanic	39% (90)	36% (83)	13% (32)	5% (13)	7% (16)	234
Ethnicity: Afr. Am.	37% (70)	24% (45)	19% (36)	6% (11)	15% (28)	191
Ethnicity: Other	34% (44)	32% (41)	14% (18)	8% (10)	12% (16)	129
Relig: Protestant	20% (69)	29% (101)	26% (90)	16% (54)	9% (32)	348
Relig: Roman Catholic	26% (86)	33% (111)	22% (75)	11% (37)	8% (27)	337
Relig: Ath./Agn./None	23% (99)	28% (119)	21% (91)	14% (58)	13% (57)	424
Relig: Something Else	22% (56)	33% (84)	22% (58)	6% (16)	17% (44)	258
Relig: Evangelical	32% (148)	27% (125)	19% (88)	11% (49)	11% (49)	460
Relig: Non-Evang. Catholics	19% (78)	30% (127)	28% (116)	14% (60)	9% (39)	419
Relig: All Christian	26% (226)	29% (252)	23% (205)	12% (108)	10% (88)	879
Relig: All Non-Christian	23% (155)	30% (203)	22% (149)	11% (74)	15% (101)	682
Community: Urban	30% (126)	29% (124)	20% (85)	10% (42)	11% (46)	422
Community: Suburban	24% (159)	29% (191)	26% (168)	13% (82)	9% (56)	657
Community: Rural	20% (96)	29% (141)	21% (100)	12% (58)	18% (87)	483
Employ: Private Sector	25% (109)	34% (150)	23% (102)	11% (46)	7% (30)	437
Employ: Government	31% (29)	29% (27)	32% (30)	3% (3)	5% (5)	93
Employ: Self-Employed	25% (33)	31% (42)	28% (37)	7% (10)	9% (12)	134
Employ: Homemaker	23% (35)	32% (48)	19% (29)	7% (11)	19% (29)	151
Employ: Student	35% (29)	30% (25)	18% (15)	10% (8)	8% (7)	83
Employ: Retired	14% (45)	27% (86)	25% (79)	25% (79)	9% (27)	317
Employ: Unemployed	35% (63)	19% (33)	19% (34)	9% (16)	18% (32)	179
Employ: Other	23% (39)	26% (44)	17% (28)	6% (9)	28% (47)	167
Job Type: White-collar	21% (100)	35% (166)	28% (136)	12% (57)	4% (21)	479
Job Type: Blue-collar	24% (162)	27% (183)	24% (157)	13% (87)	12% (77)	665
Job Type: Don't Know	28% (119)	26% (107)	15% (61)	9% (39)	22% (92)	418
Military HH: Yes	22% (59)	29% (77)	24% (65)	17% (44)	8% (22)	266
Military HH: No	25% (323)	29% (379)	22% (289)	11% (138)	13% (168)	1296
RD/WT: Right Direction	31% (147)	30% (140)	21% (99)	10% (47)	8% (40)	473
RD/WT: Wrong Track	22% (234)	29% (316)	23% (255)	12% (135)	14% (149)	1089

Continued on next page

Table BRD7_8: How important do you consider each of the following when flying?

Power outlets

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	24% (381)	29% (455)	23% (353)	12% (183)	12% (189)	1562
Obama Job: Approve	29% (237)	31% (257)	21% (174)	9% (74)	10% (84)	826
Obama Job: Disapprove	20% (125)	27% (166)	26% (165)	16% (99)	11% (71)	626
#1 Issue: Economy	26% (132)	34% (174)	21% (105)	9% (46)	11% (55)	513
#1 Issue: Security	25% (72)	22% (65)	26% (75)	14% (41)	14% (40)	293
#1 Issue: Health Care	25% (58)	25% (58)	25% (58)	14% (33)	11% (25)	232
#1 Issue: Medicare / Social Security	18% (33)	36% (67)	22% (41)	17% (33)	8% (15)	189
#1 Issue: Women's Issues	24% (22)	28% (26)	28% (26)	10% (9)	10% (9)	92
#1 Issue: Education	24% (24)	31% (31)	22% (23)	9% (10)	14% (14)	102
#1 Issue: Energy	29% (18)	28% (17)	17% (10)	8% (5)	18% (11)	61
#1 Issue: Other	28% (23)	20% (16)	19% (15)	8% (6)	25% (20)	81
2016 Vote: Democrat Hillary Clinton	27% (116)	30% (132)	23% (99)	11% (49)	9% (41)	438
2016 Vote: Republican Donald Trump	22% (110)	30% (151)	25% (127)	14% (72)	9% (47)	507
2016 Vote: Someone else	29% (37)	32% (40)	24% (31)	10% (13)	4% (5)	127
2012 Vote: Barack Obama	25% (129)	33% (170)	23% (121)	11% (60)	7% (39)	518
2012 Vote: Mitt Romney	19% (70)	29% (107)	28% (102)	15% (56)	9% (34)	369
2012 Vote: Other	19% (12)	31% (19)	18% (11)	16% (10)	16% (10)	62
2012 Vote: Didn't Vote	28% (168)	26% (158)	20% (119)	9% (57)	18% (107)	610
4-Region: Northeast	25% (72)	30% (86)	20% (57)	10% (28)	15% (42)	285
4-Region: Midwest	22% (74)	26% (87)	25% (84)	15% (51)	12% (40)	336
4-Region: South	25% (145)	28% (161)	21% (120)	11% (65)	15% (88)	578
4-Region: West	25% (91)	34% (122)	26% (93)	11% (38)	5% (19)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_9: How important do you consider each of the following when flying?

Wi-Fi

Demographic	Very important		Somewhat important		Not very important		Not at all important		Dont Know/ No Opinion		Total N
All Adults	30%	(472)	26%	(414)	21%	(331)	12%	(180)	11%	(165)	1562
Gender: Male	30%	(227)	27%	(204)	21%	(161)	12%	(88)	10%	(72)	752
Gender: Female	30%	(244)	26%	(209)	21%	(171)	11%	(92)	12%	(93)	810
Age: 18-29	39%	(128)	28%	(93)	18%	(60)	7%	(22)	8%	(27)	330
Age: 30-44	36%	(147)	26%	(104)	18%	(73)	9%	(35)	12%	(47)	404
Age: 45-54	29%	(91)	26%	(81)	21%	(65)	8%	(25)	16%	(49)	311
Age: 55-64	26%	(61)	26%	(60)	21%	(49)	16%	(38)	11%	(27)	234
Age: 65+	16%	(46)	27%	(76)	30%	(83)	21%	(61)	6%	(16)	282
PID: Dem (no lean)	34%	(173)	24%	(119)	22%	(111)	11%	(56)	9%	(46)	506
PID: Ind (no lean)	28%	(169)	25%	(151)	22%	(135)	12%	(73)	12%	(72)	600
PID: Rep (no lean)	28%	(130)	31%	(143)	19%	(85)	11%	(51)	11%	(48)	456
PID/Gender: Dem Men	36%	(84)	23%	(53)	21%	(48)	13%	(29)	8%	(18)	234
PID/Gender: Dem Women	33%	(89)	24%	(66)	23%	(63)	10%	(27)	10%	(27)	272
PID/Gender: Ind Men	28%	(80)	25%	(71)	23%	(65)	13%	(36)	10%	(28)	281
PID/Gender: Ind Women	28%	(89)	25%	(80)	22%	(69)	11%	(36)	14%	(44)	319
PID/Gender: Rep Men	27%	(63)	34%	(80)	20%	(47)	9%	(22)	11%	(26)	237
PID/Gender: Rep Women	30%	(66)	29%	(63)	18%	(38)	13%	(29)	10%	(22)	219
Tea Party: Supporter	33%	(127)	30%	(116)	17%	(65)	8%	(32)	11%	(44)	383
Tea Party: Not Supporter	29%	(344)	25%	(296)	23%	(265)	12%	(146)	10%	(120)	1172
Ideo: Liberal (1-3)	34%	(157)	27%	(126)	20%	(91)	12%	(57)	7%	(34)	464
Ideo: Moderate (4)	33%	(117)	27%	(97)	21%	(76)	12%	(43)	7%	(25)	359
Ideo: Conservative (5-7)	24%	(121)	28%	(140)	25%	(127)	13%	(67)	9%	(48)	503
Educ: < College	33%	(361)	23%	(260)	19%	(216)	11%	(122)	14%	(152)	1112
Educ: Bachelors degree	23%	(68)	35%	(102)	27%	(79)	13%	(38)	3%	(8)	295
Educ: Post-grad	27%	(42)	33%	(51)	24%	(37)	13%	(20)	3%	(5)	155
Income: Under 50k	31%	(299)	25%	(240)	19%	(185)	11%	(102)	14%	(138)	964
Income: 50k-100k	30%	(127)	30%	(126)	23%	(96)	13%	(55)	5%	(19)	424
Income: 100k+	27%	(46)	28%	(48)	29%	(50)	13%	(22)	4%	(7)	174

Continued on next page

Table BRD7_9: How important do you consider each of the following when flying?

Wi-Fi

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	30% (472)	26% (414)	21% (331)	12% (180)	11% (165)	1562
Ethnicity: White	28% (346)	27% (335)	22% (276)	12% (154)	11% (132)	1242
Ethnicity: Hispanic	45% (104)	26% (60)	20% (46)	6% (13)	4% (10)	234
Ethnicity: Afr. Am.	41% (77)	24% (46)	16% (30)	6% (11)	14% (26)	191
Ethnicity: Other	38% (49)	26% (33)	20% (26)	11% (14)	6% (8)	129
Relig: Protestant	23% (81)	26% (89)	28% (97)	16% (57)	7% (24)	348
Relig: Roman Catholic	33% (113)	28% (95)	22% (73)	10% (34)	7% (22)	337
Relig: Ath./Agn./None	31% (132)	26% (108)	18% (77)	12% (53)	13% (54)	424
Relig: Something Else	25% (64)	30% (77)	21% (54)	9% (22)	15% (39)	258
Relig: Evangelical	37% (171)	24% (112)	20% (91)	10% (46)	9% (40)	460
Relig: Non-Evang. Catholics	25% (104)	28% (117)	26% (109)	14% (59)	7% (30)	419
Relig: All Christian	31% (275)	26% (228)	23% (200)	12% (105)	8% (71)	879
Relig: All Non-Christian	29% (197)	27% (185)	19% (131)	11% (75)	14% (94)	682
Community: Urban	34% (143)	29% (122)	18% (75)	11% (45)	9% (37)	422
Community: Suburban	28% (187)	27% (177)	23% (154)	14% (91)	7% (49)	657
Community: Rural	29% (142)	24% (114)	21% (103)	9% (44)	17% (80)	483
Employ: Private Sector	30% (132)	30% (130)	22% (98)	12% (51)	6% (27)	437
Employ: Government	33% (30)	31% (29)	27% (25)	4% (4)	6% (6)	93
Employ: Self-Employed	31% (41)	23% (31)	26% (36)	11% (15)	9% (12)	134
Employ: Homemaker	34% (52)	25% (37)	17% (26)	9% (13)	15% (23)	151
Employ: Student	38% (31)	35% (29)	15% (12)	6% (5)	7% (6)	83
Employ: Retired	19% (59)	27% (85)	26% (81)	21% (67)	8% (24)	317
Employ: Unemployed	42% (75)	20% (35)	13% (23)	11% (20)	14% (26)	179
Employ: Other	31% (52)	23% (38)	18% (31)	3% (5)	25% (42)	167
Job Type: White-collar	29% (140)	30% (143)	24% (115)	14% (65)	3% (15)	479
Job Type: Blue-collar	28% (184)	27% (181)	23% (152)	12% (77)	11% (71)	665
Job Type: Don't Know	35% (148)	21% (90)	15% (64)	9% (37)	19% (79)	418
Military HH: Yes	28% (75)	25% (66)	25% (65)	15% (40)	7% (18)	266
Military HH: No	31% (396)	27% (347)	21% (266)	11% (140)	11% (147)	1296
RD/WT: Right Direction	34% (162)	29% (138)	18% (87)	11% (51)	8% (36)	473
RD/WT: Wrong Track	28% (310)	25% (276)	22% (245)	12% (129)	12% (129)	1089

Continued on next page

Table BRD7_9: How important do you consider each of the following when flying?

Wi-Fi

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	30% (472)	26% (414)	21% (331)	12% (180)	11% (165)	1562
Obama Job: Approve	34% (281)	27% (227)	21% (177)	9% (73)	8% (68)	826
Obama Job: Disapprove	26% (164)	25% (158)	22% (137)	16% (102)	11% (66)	626
#1 Issue: Economy	31% (157)	28% (145)	21% (108)	10% (51)	10% (51)	513
#1 Issue: Security	28% (83)	28% (83)	21% (61)	12% (35)	10% (31)	293
#1 Issue: Health Care	34% (80)	24% (55)	19% (43)	14% (32)	9% (22)	232
#1 Issue: Medicare / Social Security	26% (49)	31% (58)	21% (39)	15% (28)	8% (15)	189
#1 Issue: Women's Issues	24% (22)	27% (25)	28% (26)	15% (14)	5% (4)	92
#1 Issue: Education	29% (29)	25% (25)	22% (23)	9% (10)	15% (15)	102
#1 Issue: Energy	34% (21)	26% (16)	19% (12)	7% (4)	14% (9)	61
#1 Issue: Other	37% (30)	8% (7)	24% (20)	8% (6)	23% (19)	81
2016 Vote: Democrat Hillary Clinton	33% (142)	25% (111)	23% (99)	12% (50)	8% (35)	438
2016 Vote: Republican Donald Trump	28% (144)	27% (138)	22% (114)	13% (67)	9% (44)	507
2016 Vote: Someone else	33% (41)	32% (40)	20% (25)	12% (16)	3% (4)	127
2012 Vote: Barack Obama	32% (164)	26% (136)	25% (130)	11% (56)	6% (31)	518
2012 Vote: Mitt Romney	24% (88)	30% (109)	23% (83)	16% (58)	8% (31)	369
2012 Vote: Other	25% (16)	25% (15)	17% (10)	16% (10)	18% (11)	62
2012 Vote: Didn't Vote	33% (202)	25% (152)	18% (108)	9% (56)	15% (92)	610
4-Region: Northeast	32% (93)	27% (77)	19% (53)	8% (24)	14% (39)	285
4-Region: Midwest	28% (94)	26% (88)	23% (76)	13% (42)	11% (36)	336
4-Region: South	30% (173)	27% (155)	19% (107)	11% (66)	13% (77)	578
4-Region: West	31% (113)	26% (93)	26% (95)	13% (48)	4% (14)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_10: How important do you consider each of the following when flying?
Overhead storage for carry-on luggage

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	44% (682)	34% (526)	9% (133)	3% (50)	11% (172)	1562
Gender: Male	41% (307)	35% (265)	11% (79)	4% (26)	10% (75)	752
Gender: Female	46% (375)	32% (261)	7% (54)	3% (23)	12% (97)	810
Age: 18-29	46% (151)	31% (103)	9% (31)	4% (14)	9% (30)	330
Age: 30-44	43% (175)	30% (122)	11% (44)	4% (15)	12% (47)	404
Age: 45-54	39% (120)	36% (111)	9% (28)	1% (5)	15% (47)	311
Age: 55-64	43% (100)	34% (79)	7% (17)	3% (8)	13% (31)	234
Age: 65+	48% (136)	39% (110)	4% (13)	3% (8)	6% (16)	282
PID: Dem (no lean)	49% (247)	32% (163)	7% (36)	2% (12)	10% (48)	506
PID: Ind (no lean)	40% (238)	34% (202)	9% (55)	4% (24)	14% (81)	600
PID: Rep (no lean)	43% (198)	35% (161)	9% (42)	3% (14)	9% (42)	456
PID/Gender: Dem Men	46% (109)	35% (82)	8% (19)	2% (4)	9% (20)	234
PID/Gender: Dem Women	51% (138)	30% (81)	6% (17)	3% (8)	10% (28)	272
PID/Gender: Ind Men	37% (103)	34% (96)	12% (35)	5% (13)	12% (33)	281
PID/Gender: Ind Women	42% (134)	33% (106)	6% (20)	3% (11)	15% (48)	319
PID/Gender: Rep Men	40% (95)	36% (86)	11% (26)	4% (9)	9% (21)	237
PID/Gender: Rep Women	47% (103)	34% (74)	7% (16)	2% (4)	10% (21)	219
Tea Party: Supporter	44% (167)	34% (130)	7% (26)	3% (13)	12% (46)	383
Tea Party: Not Supporter	44% (515)	33% (391)	9% (106)	3% (36)	11% (124)	1172
Ideo: Liberal (1-3)	46% (213)	34% (156)	9% (41)	4% (17)	8% (36)	464
Ideo: Moderate (4)	46% (166)	35% (127)	9% (32)	3% (10)	7% (24)	359
Ideo: Conservative (5-7)	43% (217)	37% (187)	9% (44)	2% (10)	9% (44)	503
Educ: < College	44% (489)	31% (344)	7% (81)	4% (40)	14% (157)	1112
Educ: Bachelors degree	42% (123)	41% (122)	11% (34)	2% (5)	4% (11)	295
Educ: Post-grad	45% (69)	38% (60)	12% (18)	3% (4)	2% (4)	155
Income: Under 50k	42% (406)	31% (302)	8% (80)	3% (30)	15% (145)	964
Income: 50k-100k	48% (203)	35% (148)	9% (38)	3% (14)	5% (20)	424
Income: 100k+	42% (73)	44% (76)	9% (15)	3% (5)	4% (6)	174

Continued on next page

Table BRD7_10: How important do you consider each of the following when flying?
 Overhead storage for carry-on luggage

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	44% (682)	34% (526)	9% (133)	3% (50)	11% (172)	1562
Ethnicity: White	43% (533)	35% (433)	8% (105)	3% (42)	10% (130)	1242
Ethnicity: Hispanic	54% (126)	30% (70)	7% (17)	4% (9)	5% (12)	234
Ethnicity: Afr. Am.	50% (96)	25% (48)	8% (15)	2% (4)	15% (28)	191
Ethnicity: Other	41% (53)	35% (45)	10% (13)	3% (4)	11% (14)	129
Relig: Protestant	48% (169)	34% (117)	8% (29)	2% (8)	7% (25)	348
Relig: Roman Catholic	45% (152)	37% (125)	8% (26)	3% (9)	7% (25)	337
Relig: Ath./Agn./None	38% (163)	35% (146)	9% (39)	4% (18)	14% (58)	424
Relig: Something Else	35% (89)	36% (92)	11% (27)	4% (11)	15% (38)	258
Relig: Evangelical	54% (250)	29% (133)	6% (26)	2% (9)	9% (42)	460
Relig: Non-Evang. Catholics	43% (179)	37% (154)	10% (41)	3% (12)	8% (33)	419
Relig: All Christian	49% (429)	33% (287)	8% (67)	2% (21)	9% (75)	879
Relig: All Non-Christian	37% (253)	35% (239)	10% (66)	4% (29)	14% (96)	682
Community: Urban	46% (193)	34% (145)	7% (32)	2% (9)	10% (44)	422
Community: Suburban	45% (298)	34% (226)	10% (63)	3% (23)	7% (47)	657
Community: Rural	40% (191)	32% (155)	8% (38)	4% (18)	17% (81)	483
Employ: Private Sector	42% (184)	39% (170)	10% (44)	4% (16)	5% (24)	437
Employ: Government	38% (35)	42% (39)	11% (11)	2% (2)	7% (6)	93
Employ: Self-Employed	50% (67)	30% (40)	11% (15)	— (0)	9% (12)	134
Employ: Homemaker	48% (73)	26% (40)	7% (11)	— (0)	18% (28)	151
Employ: Student	41% (34)	33% (28)	10% (8)	8% (7)	7% (6)	83
Employ: Retired	45% (142)	39% (124)	4% (14)	3% (11)	8% (26)	317
Employ: Unemployed	44% (79)	27% (47)	7% (12)	6% (11)	17% (30)	179
Employ: Other	41% (68)	23% (38)	11% (18)	2% (4)	24% (40)	167
Job Type: White-collar	42% (202)	39% (188)	11% (52)	4% (20)	4% (17)	479
Job Type: Blue-collar	46% (308)	33% (220)	9% (57)	2% (11)	10% (69)	665
Job Type: Don't Know	41% (172)	28% (119)	6% (24)	4% (18)	20% (85)	418
Military HH: Yes	43% (116)	40% (106)	5% (14)	4% (11)	7% (19)	266
Military HH: No	44% (566)	32% (420)	9% (119)	3% (38)	12% (153)	1296
RD/WT: Right Direction	45% (215)	35% (167)	8% (38)	4% (18)	7% (35)	473
RD/WT: Wrong Track	43% (467)	33% (359)	9% (95)	3% (32)	13% (137)	1089

Continued on next page

Table BRD7_10: How important do you consider each of the following when flying?
Overhead storage for carry-on luggage

Demographic	Very important	Somewhat important	Not very important	Not at all important	Dont Know/ No Opinion	Total N
All Adults	44% (682)	34% (526)	9% (133)	3% (50)	11% (172)	1562
Obama Job: Approve	47% (385)	33% (269)	9% (72)	3% (27)	9% (74)	826
Obama Job: Disapprove	42% (261)	36% (225)	9% (56)	3% (18)	11% (67)	626
#1 Issue: Economy	42% (217)	36% (185)	8% (43)	3% (14)	11% (54)	513
#1 Issue: Security	46% (136)	31% (91)	11% (31)	2% (5)	10% (30)	293
#1 Issue: Health Care	46% (106)	31% (72)	10% (22)	2% (5)	11% (26)	232
#1 Issue: Medicare / Social Security	47% (88)	38% (71)	6% (10)	3% (6)	7% (13)	189
#1 Issue: Women's Issues	48% (44)	32% (29)	7% (7)	8% (7)	5% (4)	92
#1 Issue: Education	33% (34)	38% (39)	12% (12)	3% (3)	14% (14)	102
#1 Issue: Energy	36% (22)	32% (19)	4% (3)	9% (5)	19% (12)	61
#1 Issue: Other	42% (34)	24% (19)	6% (5)	5% (4)	23% (19)	81
2016 Vote: Democrat Hillary Clinton	50% (218)	31% (136)	8% (35)	3% (11)	9% (37)	438
2016 Vote: Republican Donald Trump	42% (215)	38% (191)	8% (41)	3% (15)	9% (45)	507
2016 Vote: Someone else	47% (59)	38% (48)	10% (13)	2% (3)	3% (4)	127
2012 Vote: Barack Obama	48% (247)	35% (183)	8% (42)	2% (12)	7% (34)	518
2012 Vote: Mitt Romney	42% (156)	38% (142)	8% (30)	3% (10)	9% (32)	369
2012 Vote: Other	41% (26)	37% (23)	9% (5)	4% (2)	9% (6)	62
2012 Vote: Didn't Vote	41% (251)	29% (177)	9% (56)	4% (25)	16% (100)	610
4-Region: Northeast	46% (131)	31% (89)	7% (20)	4% (11)	12% (34)	285
4-Region: Midwest	43% (144)	34% (115)	8% (28)	3% (11)	12% (39)	336
4-Region: South	40% (231)	34% (199)	9% (50)	3% (18)	14% (80)	578
4-Region: West	49% (177)	34% (122)	10% (35)	3% (10)	5% (19)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD8: How much have you seen, read or heard recently about United Airlines announcement of a new Basic Economy fare class?

Demographic	A lot		Some		Not much		Nothing		Total N
All Adults	6%	(89)	19%	(303)	27%	(417)	48%	(753)	1562
Gender: Male	8%	(58)	24%	(178)	26%	(195)	43%	(321)	752
Gender: Female	4%	(31)	15%	(125)	27%	(222)	53%	(432)	810
Age: 18-29	9%	(30)	22%	(73)	28%	(93)	41%	(134)	330
Age: 30-44	10%	(39)	25%	(99)	24%	(95)	42%	(171)	404
Age: 45-54	3%	(9)	18%	(55)	25%	(79)	54%	(167)	311
Age: 55-64	3%	(7)	14%	(33)	30%	(70)	53%	(124)	234
Age: 65+	2%	(5)	15%	(42)	28%	(80)	55%	(156)	282
PID: Dem (no lean)	6%	(30)	22%	(112)	27%	(136)	45%	(227)	506
PID: Ind (no lean)	4%	(25)	15%	(91)	27%	(165)	53%	(319)	600
PID: Rep (no lean)	7%	(34)	22%	(99)	26%	(116)	45%	(207)	456
PID/Gender: Dem Men	9%	(20)	27%	(63)	28%	(66)	36%	(85)	234
PID/Gender: Dem Women	4%	(10)	18%	(49)	26%	(71)	52%	(142)	272
PID/Gender: Ind Men	5%	(13)	17%	(48)	28%	(78)	50%	(141)	281
PID/Gender: Ind Women	4%	(12)	13%	(43)	27%	(87)	56%	(177)	319
PID/Gender: Rep Men	10%	(25)	28%	(66)	22%	(52)	40%	(94)	237
PID/Gender: Rep Women	4%	(9)	15%	(33)	30%	(65)	51%	(112)	219
Tea Party: Supporter	11%	(43)	22%	(86)	22%	(83)	45%	(171)	383
Tea Party: Not Supporter	4%	(46)	18%	(214)	28%	(334)	49%	(577)	1172
Ideo: Liberal (1-3)	11%	(49)	23%	(105)	25%	(118)	41%	(192)	464
Ideo: Moderate (4)	4%	(14)	24%	(85)	30%	(107)	42%	(152)	359
Ideo: Conservative (5-7)	5%	(23)	18%	(88)	28%	(140)	50%	(251)	503
Educ: < College	5%	(52)	18%	(199)	26%	(293)	51%	(567)	1112
Educ: Bachelors degree	6%	(18)	21%	(63)	31%	(91)	42%	(124)	295
Educ: Post-grad	12%	(19)	26%	(41)	22%	(34)	40%	(62)	155
Income: Under 50k	4%	(43)	16%	(151)	28%	(266)	52%	(504)	964
Income: 50k-100k	8%	(33)	24%	(102)	27%	(114)	41%	(175)	424
Income: 100k+	8%	(13)	29%	(50)	21%	(37)	42%	(73)	174
Ethnicity: White	6%	(69)	20%	(244)	25%	(312)	50%	(618)	1242
Ethnicity: Hispanic	13%	(30)	30%	(69)	20%	(47)	38%	(88)	234
Ethnicity: Afr. Am.	7%	(14)	14%	(27)	32%	(61)	46%	(88)	191

Continued on next page

Table BRD8: How much have you seen, read or heard recently about United Airlines announcement of a new Basic Economy fare class?

Demographic	A lot		Some		Not much		Nothing		Total N
All Adults	6%	(89)	19%	(303)	27%	(417)	48%	(753)	1562
Ethnicity: Other	5%	(7)	25%	(32)	34%	(44)	36%	(46)	129
Relig: Protestant	4%	(14)	16%	(55)	27%	(95)	53%	(184)	348
Relig: Roman Catholic	10%	(33)	25%	(84)	24%	(80)	41%	(139)	337
Relig: Ath./Agn./None	4%	(17)	18%	(78)	26%	(111)	51%	(217)	424
Relig: Something Else	6%	(16)	19%	(48)	25%	(64)	50%	(130)	258
Relig: Evangelical	8%	(36)	20%	(94)	28%	(131)	43%	(199)	460
Relig: Non-Evang. Catholics	5%	(20)	20%	(82)	27%	(111)	49%	(206)	419
Relig: All Christian	6%	(56)	20%	(176)	28%	(242)	46%	(405)	879
Relig: All Non-Christian	5%	(33)	19%	(126)	26%	(175)	51%	(347)	682
Community: Urban	10%	(43)	25%	(106)	26%	(111)	39%	(163)	422
Community: Suburban	4%	(28)	19%	(122)	28%	(184)	49%	(323)	657
Community: Rural	4%	(18)	16%	(75)	25%	(122)	55%	(267)	483
Employ: Private Sector	9%	(40)	26%	(115)	27%	(116)	38%	(166)	437
Employ: Government	10%	(9)	24%	(22)	30%	(28)	37%	(34)	93
Employ: Self-Employed	8%	(11)	22%	(29)	26%	(34)	45%	(60)	134
Employ: Homemaker	2%	(3)	15%	(23)	27%	(41)	56%	(85)	151
Employ: Student	5%	(4)	25%	(20)	33%	(28)	37%	(30)	83
Employ: Retired	2%	(5)	16%	(50)	27%	(86)	55%	(175)	317
Employ: Unemployed	6%	(10)	12%	(21)	25%	(45)	57%	(103)	179
Employ: Other	5%	(8)	13%	(21)	24%	(40)	59%	(99)	167
Job Type: White-collar	9%	(45)	27%	(127)	23%	(110)	41%	(197)	479
Job Type: Blue-collar	5%	(35)	18%	(121)	29%	(191)	48%	(318)	665
Job Type: Don't Know	2%	(9)	13%	(55)	28%	(117)	57%	(237)	418
Military HH: Yes	11%	(28)	18%	(47)	27%	(73)	44%	(118)	266
Military HH: No	5%	(61)	20%	(256)	27%	(345)	49%	(634)	1296
RD/WT: Right Direction	11%	(52)	24%	(112)	27%	(128)	38%	(181)	473
RD/WT: Wrong Track	3%	(37)	18%	(191)	27%	(289)	52%	(572)	1089
Obama Job: Approve	9%	(74)	22%	(184)	27%	(220)	42%	(349)	826
Obama Job: Disapprove	3%	(16)	18%	(112)	27%	(166)	53%	(333)	626

Continued on next page

Table BRD8: How much have you seen, read or heard recently about United Airlines announcement of a new Basic Economy fare class?

Demographic	A lot		Some		Not much		Nothing		Total N
All Adults	6%	(89)	19%	(303)	27%	(417)	48%	(753)	1562
#1 Issue: Economy	6%	(32)	19%	(99)	29%	(148)	46%	(234)	513
#1 Issue: Security	3%	(10)	18%	(52)	28%	(83)	51%	(148)	293
#1 Issue: Health Care	4%	(10)	22%	(50)	27%	(63)	47%	(109)	232
#1 Issue: Medicare / Social Security	6%	(11)	18%	(34)	28%	(53)	48%	(90)	189
#1 Issue: Women's Issues	10%	(9)	28%	(26)	19%	(18)	43%	(39)	92
#1 Issue: Education	11%	(11)	23%	(23)	25%	(25)	41%	(42)	102
#1 Issue: Energy	5%	(3)	20%	(12)	15%	(9)	60%	(36)	61
#1 Issue: Other	5%	(4)	8%	(6)	22%	(18)	66%	(54)	81
2016 Vote: Democrat Hillary Clinton	8%	(34)	21%	(93)	28%	(121)	43%	(189)	438
2016 Vote: Republican Donald Trump	7%	(36)	21%	(109)	26%	(130)	46%	(233)	507
2016 Vote: Someone else	5%	(6)	22%	(27)	27%	(34)	47%	(59)	127
2012 Vote: Barack Obama	9%	(48)	21%	(108)	28%	(148)	41%	(214)	518
2012 Vote: Mitt Romney	5%	(17)	21%	(76)	25%	(94)	49%	(182)	369
2012 Vote: Other	7%	(4)	8%	(5)	27%	(17)	57%	(35)	62
2012 Vote: Didn't Vote	3%	(18)	19%	(113)	26%	(158)	52%	(320)	610
4-Region: Northeast	7%	(19)	19%	(55)	26%	(75)	48%	(137)	285
4-Region: Midwest	3%	(10)	17%	(57)	30%	(101)	50%	(169)	336
4-Region: South	5%	(31)	21%	(119)	25%	(145)	49%	(284)	578
4-Region: West	8%	(31)	20%	(72)	27%	(97)	45%	(163)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9: As you may know, United Airlines recently announced a new Basic Economy fare class. Basic economy tickets will have a lower fare price than regular economy tickets, but will have additional restrictions on passengers. Some of these restrictions include not being able to select a specific seat, carry-on luggage stored in overhead bins will not be permitted and passengers will board in the last boarding group. Knowing this, do you have a more or less favorable view of United Airlines?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
All Adults	9% (136)	26% (401)	25% (388)	14% (219)	27% (418)	1562
Gender: Male	11% (84)	30% (225)	24% (181)	11% (86)	23% (176)	752
Gender: Female	6% (52)	22% (176)	26% (207)	16% (133)	30% (242)	810
Age: 18-29	13% (43)	33% (108)	17% (55)	12% (38)	26% (86)	330
Age: 30-44	13% (51)	28% (112)	22% (87)	9% (38)	29% (116)	404
Age: 45-54	8% (24)	24% (76)	27% (84)	11% (35)	30% (92)	311
Age: 55-64	4% (8)	24% (56)	32% (74)	15% (35)	26% (61)	234
Age: 65+	3% (9)	17% (49)	31% (88)	26% (73)	22% (63)	282
PID: Dem (no lean)	10% (48)	26% (130)	25% (125)	17% (85)	23% (117)	506
PID: Ind (no lean)	6% (38)	23% (139)	24% (145)	14% (83)	32% (195)	600
PID: Rep (no lean)	11% (50)	29% (131)	26% (118)	11% (51)	23% (106)	456
PID/Gender: Dem Men	16% (36)	33% (76)	20% (47)	15% (36)	17% (39)	234
PID/Gender: Dem Women	4% (12)	20% (54)	29% (79)	18% (49)	29% (78)	272
PID/Gender: Ind Men	8% (21)	27% (75)	26% (74)	11% (32)	28% (79)	281
PID/Gender: Ind Women	5% (17)	20% (64)	23% (72)	16% (51)	36% (115)	319
PID/Gender: Rep Men	11% (26)	31% (74)	26% (61)	8% (19)	24% (58)	237
PID/Gender: Rep Women	11% (24)	26% (58)	26% (57)	15% (32)	22% (49)	219
Tea Party: Supporter	17% (64)	30% (115)	20% (78)	10% (38)	23% (89)	383
Tea Party: Not Supporter	6% (72)	24% (282)	26% (310)	15% (181)	28% (326)	1172
Ideo: Liberal (1-3)	16% (73)	28% (129)	23% (106)	17% (77)	17% (79)	464
Ideo: Moderate (4)	7% (26)	28% (101)	27% (95)	12% (41)	27% (95)	359
Ideo: Conservative (5-7)	6% (29)	26% (129)	29% (146)	15% (75)	24% (123)	503
Educ: < College	9% (95)	24% (269)	24% (265)	13% (144)	31% (340)	1112
Educ: Bachelors degree	7% (22)	29% (86)	30% (89)	15% (44)	18% (54)	295
Educ: Post-grad	13% (20)	30% (46)	22% (34)	20% (31)	16% (25)	155

Continued on next page

Table BRD9: As you may know, United Airlines recently announced a new Basic Economy fare class. Basic economy tickets will have a lower fare price than regular economy tickets, but will have additional restrictions on passengers. Some of these restrictions include not being able to select a specific seat, carry-on luggage stored in overhead bins will not be permitted and passengers will board in the last boarding group. Knowing this, do you have a more or less favorable view of United Airlines?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
All Adults	9%	(136)	26%	(401)	25%	(388)	14%	(219)	27%	(418)	1562
Income: Under 50k	9%	(87)	24%	(231)	23%	(222)	13%	(126)	31%	(299)	964
Income: 50k-100k	8%	(32)	29%	(125)	27%	(115)	16%	(66)	20%	(86)	424
Income: 100k+	10%	(17)	26%	(45)	30%	(51)	15%	(27)	19%	(33)	174
Ethnicity: White	8%	(98)	26%	(320)	26%	(322)	14%	(171)	27%	(331)	1242
Ethnicity: Hispanic	18%	(43)	27%	(64)	19%	(45)	13%	(31)	22%	(52)	234
Ethnicity: Afr. Am.	11%	(22)	23%	(43)	22%	(42)	15%	(29)	29%	(55)	191
Ethnicity: Other	12%	(16)	29%	(38)	19%	(24)	15%	(19)	25%	(32)	129
Relig: Protestant	6%	(19)	26%	(89)	31%	(108)	18%	(62)	20%	(69)	348
Relig: Roman Catholic	15%	(51)	25%	(84)	22%	(72)	13%	(44)	25%	(85)	337
Relig: Ath./Agn./None	9%	(37)	25%	(105)	23%	(96)	12%	(51)	32%	(136)	424
Relig: Something Else	5%	(14)	30%	(77)	24%	(62)	12%	(31)	28%	(73)	258
Relig: Evangelical	12%	(55)	26%	(121)	25%	(114)	14%	(64)	23%	(106)	460
Relig: Non-Evang. Catholics	7%	(30)	23%	(97)	28%	(116)	17%	(73)	25%	(103)	419
Relig: All Christian	10%	(86)	25%	(219)	26%	(230)	16%	(136)	24%	(209)	879
Relig: All Non-Christian	7%	(51)	27%	(182)	23%	(158)	12%	(82)	31%	(209)	682
Community: Urban	12%	(51)	25%	(104)	24%	(103)	14%	(57)	25%	(108)	422
Community: Suburban	7%	(48)	28%	(181)	24%	(158)	14%	(91)	27%	(179)	657
Community: Rural	8%	(37)	24%	(116)	26%	(128)	15%	(71)	27%	(132)	483
Employ: Private Sector	13%	(56)	33%	(145)	23%	(99)	8%	(35)	23%	(102)	437
Employ: Government	10%	(10)	36%	(34)	27%	(25)	12%	(11)	14%	(13)	93
Employ: Self-Employed	8%	(10)	30%	(41)	24%	(32)	17%	(22)	21%	(29)	134
Employ: Homemaker	8%	(12)	18%	(27)	19%	(29)	18%	(28)	37%	(56)	151
Employ: Student	12%	(10)	35%	(29)	19%	(16)	9%	(7)	26%	(21)	83
Employ: Retired	3%	(9)	18%	(58)	32%	(101)	24%	(76)	23%	(73)	317
Employ: Unemployed	5%	(8)	21%	(37)	23%	(41)	9%	(16)	43%	(76)	179
Employ: Other	12%	(20)	18%	(31)	27%	(46)	13%	(22)	29%	(48)	167

Continued on next page

Table BRD9: As you may know, United Airlines recently announced a new Basic Economy fare class. Basic economy tickets will have a lower fare price than regular economy tickets, but will have additional restrictions on passengers. Some of these restrictions include not being able to select a specific seat, carry-on luggage stored in overhead bins will not be permitted and passengers will board in the last boarding group. Knowing this, do you have a more or less favorable view of United Airlines?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
All Adults	9%	(136)	26%	(401)	25%	(388)	14%	(219)	27%	(418)	1562
Job Type: White-collar	10%	(46)	30%	(142)	27%	(129)	15%	(71)	19%	(91)	479
Job Type: Blue-collar	9%	(62)	26%	(173)	25%	(163)	14%	(91)	26%	(175)	665
Job Type: Don't Know	7%	(28)	20%	(85)	23%	(96)	13%	(56)	36%	(153)	418
Military HH: Yes	13%	(35)	25%	(68)	24%	(64)	16%	(42)	21%	(56)	266
Military HH: No	8%	(101)	26%	(333)	25%	(324)	14%	(176)	28%	(362)	1296
RD/WT: Right Direction	16%	(78)	33%	(156)	19%	(91)	10%	(47)	21%	(101)	473
RD/WT: Wrong Track	5%	(58)	23%	(245)	27%	(298)	16%	(171)	29%	(317)	1089
Obama Job: Approve	12%	(99)	28%	(228)	23%	(189)	15%	(121)	23%	(189)	826
Obama Job: Disapprove	5%	(33)	25%	(157)	29%	(182)	14%	(88)	27%	(167)	626
#1 Issue: Economy	10%	(50)	28%	(144)	26%	(131)	14%	(72)	23%	(116)	513
#1 Issue: Security	10%	(29)	25%	(72)	25%	(73)	14%	(41)	27%	(78)	293
#1 Issue: Health Care	7%	(17)	22%	(51)	22%	(51)	14%	(32)	35%	(81)	232
#1 Issue: Medicare / Social Security	4%	(8)	22%	(42)	33%	(63)	20%	(37)	21%	(39)	189
#1 Issue: Women's Issues	8%	(7)	29%	(26)	23%	(21)	15%	(13)	25%	(23)	92
#1 Issue: Education	13%	(13)	27%	(28)	26%	(27)	7%	(7)	26%	(27)	102
#1 Issue: Energy	9%	(6)	30%	(18)	15%	(9)	16%	(10)	29%	(18)	61
#1 Issue: Other	7%	(6)	24%	(20)	16%	(13)	8%	(6)	45%	(36)	81
2016 Vote: Democrat Hillary Clinton	12%	(51)	24%	(104)	25%	(107)	17%	(76)	23%	(99)	438
2016 Vote: Republican Donald Trump	10%	(51)	26%	(133)	27%	(137)	13%	(64)	24%	(123)	507
2016 Vote: Someone else	5%	(6)	36%	(45)	29%	(36)	13%	(16)	18%	(23)	127
2012 Vote: Barack Obama	11%	(59)	27%	(138)	26%	(135)	17%	(88)	19%	(98)	518
2012 Vote: Mitt Romney	7%	(27)	25%	(94)	29%	(106)	14%	(53)	24%	(89)	369
2012 Vote: Other	5%	(3)	14%	(9)	32%	(20)	13%	(8)	35%	(22)	62
2012 Vote: Didn't Vote	7%	(45)	26%	(158)	21%	(128)	11%	(69)	34%	(209)	610
4-Region: Northeast	10%	(27)	22%	(62)	27%	(77)	15%	(42)	27%	(77)	285
4-Region: Midwest	4%	(14)	31%	(103)	23%	(77)	14%	(46)	29%	(96)	336
4-Region: South	11%	(66)	26%	(153)	25%	(145)	12%	(68)	25%	(146)	578
4-Region: West	8%	(28)	23%	(82)	25%	(90)	17%	(63)	27%	(99)	363

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10: How likely are you to purchase a Basic Economy fare class, which will have a lower price than regular economy tickets, but will come with additional restrictions?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Dont Know/ No Opinion		Total N
All Adults	16%	(85)	29%	(154)	25%	(133)	24%	(126)	7%	(36)	534
Gender: Male	19%	(58)	31%	(92)	22%	(64)	22%	(65)	6%	(19)	298
Gender: Female	11%	(27)	26%	(62)	29%	(69)	26%	(62)	7%	(18)	236
Age: 18-29	17%	(21)	41%	(52)	19%	(24)	17%	(22)	7%	(9)	128
Age: 30-44	26%	(42)	28%	(44)	23%	(36)	19%	(30)	5%	(7)	159
Age: 45-54	9%	(8)	32%	(29)	31%	(28)	21%	(19)	7%	(6)	89
Age: 55-64	12%	(9)	21%	(14)	27%	(19)	29%	(20)	11%	(7)	69
Age: 65+	6%	(5)	17%	(15)	29%	(27)	40%	(36)	7%	(7)	91
PID: Dem (no lean)	18%	(36)	30%	(60)	24%	(48)	24%	(48)	4%	(8)	200
PID: Ind (no lean)	9%	(15)	25%	(41)	31%	(51)	26%	(43)	10%	(17)	166
PID: Rep (no lean)	20%	(34)	32%	(54)	20%	(34)	21%	(36)	7%	(11)	169
PID/Gender: Dem Men	27%	(28)	30%	(32)	22%	(23)	18%	(20)	3%	(3)	106
PID/Gender: Dem Women	8%	(7)	30%	(28)	27%	(25)	30%	(28)	6%	(5)	94
PID/Gender: Ind Men	13%	(12)	29%	(26)	24%	(21)	24%	(21)	11%	(10)	89
PID/Gender: Ind Women	5%	(4)	20%	(15)	39%	(30)	28%	(21)	9%	(7)	76
PID/Gender: Rep Men	17%	(18)	34%	(35)	20%	(20)	23%	(24)	6%	(6)	103
PID/Gender: Rep Women	24%	(16)	29%	(19)	21%	(14)	18%	(12)	8%	(5)	66
Tea Party: Supporter	30%	(44)	34%	(50)	13%	(19)	16%	(23)	6%	(9)	145
Tea Party: Not Supporter	10%	(41)	27%	(104)	29%	(114)	27%	(103)	7%	(27)	389
Ideo: Liberal (1-3)	21%	(42)	30%	(60)	24%	(49)	21%	(43)	5%	(10)	203
Ideo: Moderate (4)	14%	(17)	33%	(40)	20%	(24)	31%	(38)	2%	(3)	123
Ideo: Conservative (5-7)	11%	(18)	26%	(46)	31%	(54)	23%	(39)	9%	(16)	172
Educ: < College	16%	(45)	31%	(85)	22%	(61)	22%	(60)	8%	(22)	273
Educ: Bachelors degree	11%	(17)	27%	(44)	29%	(47)	27%	(44)	6%	(10)	162
Educ: Post-grad	23%	(23)	25%	(25)	25%	(25)	23%	(22)	4%	(4)	99
Income: Under 50k	17%	(40)	32%	(76)	23%	(55)	20%	(48)	8%	(20)	239
Income: 50k-100k	16%	(28)	28%	(48)	25%	(43)	25%	(43)	6%	(11)	173
Income: 100k+	14%	(17)	25%	(30)	28%	(35)	29%	(35)	4%	(5)	122

Continued on next page

Table BRD10: How likely are you to purchase a Basic Economy fare class, which will have a lower price than regular economy tickets, but will come with additional restrictions?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Dont Know/ No Opinion		Total N
All Adults	16%	(85)	29%	(154)	25%	(133)	24%	(126)	7%	(36)	534
Ethnicity: White	15%	(62)	30%	(127)	26%	(111)	24%	(102)	6%	(25)	427
Ethnicity: Hispanic	28%	(30)	32%	(33)	20%	(21)	15%	(15)	5%	(6)	104
Ethnicity: Afr. Am.	20%	(14)	25%	(17)	18%	(12)	25%	(17)	12%	(8)	68
Relig: Protestant	10%	(12)	33%	(40)	19%	(23)	30%	(35)	8%	(9)	119
Relig: Roman Catholic	25%	(40)	24%	(38)	26%	(40)	18%	(29)	6%	(10)	156
Relig: Ath./Agn./None	13%	(16)	30%	(38)	26%	(33)	26%	(33)	6%	(7)	126
Relig: Something Else	11%	(9)	29%	(24)	27%	(23)	24%	(20)	9%	(7)	84
Relig: Evangelical	23%	(34)	35%	(53)	20%	(31)	18%	(26)	4%	(6)	151
Relig: Non-Evang. Catholics	14%	(25)	22%	(39)	27%	(47)	27%	(47)	9%	(16)	174
Relig: All Christian	18%	(59)	28%	(92)	24%	(78)	23%	(74)	7%	(22)	324
Relig: All Non-Christian	12%	(26)	29%	(62)	26%	(55)	25%	(53)	7%	(14)	210
Community: Urban	24%	(40)	29%	(48)	25%	(41)	16%	(27)	6%	(10)	165
Community: Suburban	13%	(33)	26%	(67)	26%	(66)	27%	(68)	8%	(20)	254
Community: Rural	10%	(12)	34%	(39)	23%	(26)	27%	(31)	5%	(6)	115
Employ: Private Sector	21%	(48)	36%	(81)	21%	(49)	18%	(41)	4%	(9)	229
Employ: Self-Employed	15%	(8)	31%	(17)	29%	(16)	17%	(9)	9%	(5)	55
Employ: Retired	3%	(3)	13%	(11)	29%	(25)	48%	(41)	6%	(5)	85
Job Type: White-collar	16%	(39)	28%	(69)	25%	(61)	26%	(64)	4%	(11)	244
Job Type: Blue-collar	16%	(31)	28%	(55)	27%	(54)	24%	(46)	6%	(12)	197
Job Type: Don't Know	16%	(14)	32%	(30)	20%	(19)	17%	(16)	15%	(14)	93
Military HH: Yes	23%	(27)	22%	(26)	24%	(27)	26%	(30)	5%	(6)	115
Military HH: No	14%	(58)	31%	(128)	25%	(106)	23%	(96)	7%	(31)	419
RD/WT: Right Direction	29%	(57)	35%	(70)	14%	(28)	14%	(28)	7%	(14)	198
RD/WT: Wrong Track	8%	(27)	25%	(84)	31%	(105)	29%	(98)	7%	(23)	337
Obama Job: Approve	20%	(67)	30%	(101)	23%	(77)	22%	(73)	5%	(17)	334
Obama Job: Disapprove	9%	(17)	27%	(50)	28%	(52)	28%	(52)	9%	(16)	188
#1 Issue: Economy	13%	(28)	30%	(62)	27%	(57)	22%	(46)	8%	(17)	210
#1 Issue: Security	16%	(13)	33%	(28)	23%	(19)	23%	(19)	6%	(5)	85
#1 Issue: Health Care	16%	(12)	21%	(15)	26%	(19)	29%	(21)	8%	(6)	73

Continued on next page

Table BRD10: How likely are you to purchase a Basic Economy fare class, which will have a lower price than regular economy tickets, but will come with additional restrictions?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Dont Know/ No Opinion		Total N
All Adults	16%	(85)	29%	(154)	25%	(133)	24%	(126)	7%	(36)	534
2016 Vote: Democrat Hillary Clinton	18%	(35)	26%	(49)	25%	(47)	28%	(52)	3%	(6)	189
2016 Vote: Republican Donald Trump	16%	(30)	32%	(59)	22%	(41)	23%	(42)	7%	(12)	184
2016 Vote: Someone else	13%	(8)	32%	(19)	28%	(17)	23%	(14)	4%	(2)	60
2012 Vote: Barack Obama	17%	(39)	26%	(57)	30%	(67)	24%	(54)	3%	(7)	224
2012 Vote: Mitt Romney	15%	(21)	31%	(42)	21%	(29)	29%	(40)	5%	(7)	139
2012 Vote: Didn't Vote	14%	(22)	33%	(52)	22%	(34)	17%	(26)	14%	(21)	155
4-Region: Northeast	17%	(20)	22%	(26)	27%	(32)	23%	(27)	11%	(13)	117
4-Region: Midwest	4%	(4)	32%	(34)	31%	(32)	25%	(26)	8%	(8)	103
4-Region: South	21%	(37)	35%	(62)	22%	(39)	20%	(35)	3%	(5)	179
4-Region: West	17%	(23)	24%	(32)	23%	(30)	29%	(38)	8%	(10)	134

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	All Adults	1562	100%
xdemGender	Gender: Male	752	48%
	Gender: Female	810	52%
	N	1562	
age5	Age: 18-29	330	21%
	Age: 30-44	404	26%
	Age: 45-54	311	20%
	Age: 55-64	234	15%
	Age: 65+	282	18%
	N	1562	
xpid3	PID: Dem (no lean)	506	32%
	PID: Ind (no lean)	600	38%
	PID: Rep (no lean)	456	29%
	N	1562	
xpidGender	PID/Gender: Dem Men	234	15%
	PID/Gender: Dem Women	272	17%
	PID/Gender: Ind Men	281	18%
	PID/Gender: Ind Women	319	20%
	PID/Gender: Rep Men	237	15%
	PID/Gender: Rep Women	219	14%
	N	1562	
xdemTea	Tea Party: Supporter	383	25%
	Tea Party: Not Supporter	1172	75%
	N	1555	
xdemIdeo3	Ideo: Liberal (1-3)	464	30%
	Ideo: Moderate (4)	359	23%
	Ideo: Conservative (5-7)	503	32%
	N	1325	
xeduc3	Educ: < College	1112	71%
	Educ: Bachelors degree	295	19%
	Educ: Post-grad	155	10%
	N	1562	
xdemInc3	Income: Under 50k	964	62%
	Income: 50k-100k	424	27%
	Income: 100k+	174	11%
	N	1562	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1242	80%
xdemHispBin	Ethnicity: Hispanic	234	15%
demBlackBin	Ethnicity: Afr. Am.	191	12%
demRaceOther	Ethnicity: Other	129	8%
xrelNet	Relig: Protestant	348	22%
	Relig: Roman Catholic	337	22%
	Relig: Ath./Agn./None	424	27%
	Relig: Something Else	258	16%
	N	1366	
xreligion1	Relig: Jewish	28	2%
xreligion2	Relig: Evangelical	460	29%
	Relig: Non-Evang. Catholics	419	27%
	N	879	
xreligion3	Relig: All Christian	879	56%
	Relig: All Non-Christian	682	44%
	N	1561	
xdemUsr	Community: Urban	422	27%
	Community: Suburban	657	42%
	Community: Rural	483	31%
	N	1562	
xdemEmploy	Employ: Private Sector	437	28%
	Employ: Government	93	6%
	Employ: Self-Employed	134	9%
	Employ: Homemaker	151	10%
	Employ: Student	83	5%
	Employ: Retired	317	20%
	Employ: Unemployed	179	11%
	Employ: Other	167	11%
	N	1562	
xdemJobStatus	Job Type: White-collar	479	31%
	Job Type: Blue-collar	665	43%
	Job Type: Don't Know	418	27%
	N	1562	
xdemMilHH1	Military HH: Yes	266	17%
	Military HH: No	1296	83%
	N	1562	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	473	30%
	RD/WT: Wrong Track	1089	70%
	N	1562	
xnr2Bin	Obama Job: Approve	826	53%
	Obama Job: Disapprove	626	40%
	N	1453	
xnr3	#1 Issue: Economy	513	33%
	#1 Issue: Security	293	19%
	#1 Issue: Health Care	232	15%
	#1 Issue: Medicare / Social Security	189	12%
	#1 Issue: Women's Issues	92	6%
	#1 Issue: Education	102	7%
	#1 Issue: Energy	61	4%
	#1 Issue: Other	81	5%
	N	1562	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	438	28%
	2016 Vote: Republican Donald Trump	507	32%
	2016 Vote: Someone else	127	8%
	N	1072	
xsubVote12O	2012 Vote: Barack Obama	518	33%
	2012 Vote: Mitt Romney	369	24%
	2012 Vote: Other	62	4%
	2012 Vote: Didn't Vote	610	39%
	N	1559	
xreg4	4-Region: Northeast	285	18%
	4-Region: Midwest	336	22%
	4-Region: South	578	37%
	4-Region: West	363	23%
	N	1562	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

