

## National Tracking Poll

Project: 161209  
 N Size: 1562 Adults  
 Margin of Error: ± 2%  
 December 16-19, 2016

### Topline Report

Question	Response	Frequency	Percentage
BRD1	<i>Are you planning on traveling outside of your current state of residence for winter holidays, such as Christmas and New Years?</i>		
	Yes	302	19%
	No	1131	72%
	Not sure yet	128	8%
BRD2	<i>And how do you plan on traveling? (N=431)</i>		
	Driving less than 5 hours	124	29%
	Driving more than 5 hours	132	31%
	Flying domestically	98	23%
	Flying internationally	14	3%
	Going on a cruise	3	1%
	Other	9	2%
Dont Know/ No Opinion	50	12%	
BRD3	<i>Have you traveled on an airplane for any reason in the last 12 months?</i>		
	Yes	534	34%
	No	992	64%
	Don't Know / No Opinion	35	2%
BRD4_1	<i>How important are each of the following when selecting a flight to purchase? Price of the flight</i>		
	Very important	1111	71%
	Somewhat important	194	12%
	Not too important	52	3%
	Not at all important	39	3%
	Don't Know / No Opinion	166	11%
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>		
	Very important	910	58%
	Somewhat important	334	21%
	Not too important	99	6%
	Not at all important	47	3%
Don't Know / No Opinion	171	11%	

Question	Response	Frequency	Percentage
BRD4_3	<i>How important are each of the following when selecting a flight to purchase? Departure time of the flight</i>		
	Very important	729	47%
	Somewhat important	478	31%
	Not too important	134	9%
	Not at all important	52	3%
	Don't Know / No Opinion	169	11%
BRD4_4	<i>How important are each of the following when selecting a flight to purchase? Arrival time of the flight</i>		
	Very important	744	48%
	Somewhat important	472	30%
	Not too important	121	8%
	Not at all important	59	4%
	Don't Know / No Opinion	167	11%
BRD4_5	<i>How important are each of the following when selecting a flight to purchase? Airline providing the flight</i>		
	Very important	631	40%
	Somewhat important	498	32%
	Not too important	193	12%
	Not at all important	66	4%
	Don't Know / No Opinion	174	11%
BRD4_6	<i>How important are each of the following when selecting a flight to purchase? The airport you depart and arrive from</i>		
	Very important	856	55%
	Somewhat important	377	24%
	Not too important	115	7%
	Not at all important	42	3%
	Don't Know / No Opinion	172	11%
BRD4_7	<i>How important are each of the following when selecting a flight to purchase? Loyalty programs or elite status</i>		
	Very important	329	21%
	Somewhat important	367	24%
	Not too important	444	28%
	Not at all important	208	13%
	Don't Know / No Opinion	214	14%

Question	Response	Frequency	Percentage
BRD5_1	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following American Airlines</i>		
	Very Favorable	387	25%
	Somewhat Favorable	601	38%
	Somewhat Unfavorable	125	8%
	Very Unfavorable	41	3%
	Heard Of, No Opinion	355	23%
	Never Heard Of	53	3%
BRD5_2	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Delta Airlines</i>		
	Very Favorable	428	27%
	Somewhat Favorable	580	37%
	Somewhat Unfavorable	121	8%
	Very Unfavorable	48	3%
	Heard Of, No Opinion	334	21%
	Never Heard Of	51	3%
BRD5_3	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following United Airlines</i>		
	Very Favorable	391	25%
	Somewhat Favorable	579	37%
	Somewhat Unfavorable	140	9%
	Very Unfavorable	45	3%
	Heard Of, No Opinion	348	22%
	Never Heard Of	59	4%
BRD5_4	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Southwest Airlines</i>		
	Very Favorable	447	29%
	Somewhat Favorable	543	35%
	Somewhat Unfavorable	109	7%
	Very Unfavorable	40	3%
	Heard Of, No Opinion	356	23%
	Never Heard Of	68	4%
BRD5_5	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following JetBlue</i>		
	Very Favorable	236	15%
	Somewhat Favorable	396	25%
	Somewhat Unfavorable	123	8%
	Very Unfavorable	42	3%
	Heard Of, No Opinion	561	36%
	Never Heard Of	205	13%

Question	Response	Frequency	Percentage
BRD5_6	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Spirit</i>		
	Very Favorable	112	7%
	Somewhat Favorable	286	18%
	Somewhat Unfavorable	162	10%
	Very Unfavorable	95	6%
	Heard Of, No Opinion	543	35%
	Never Heard Of	364	23%
BRD5_7	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Frontier</i>		
	Very Favorable	120	8%
	Somewhat Favorable	318	20%
	Somewhat Unfavorable	144	9%
	Very Unfavorable	53	3%
	Heard Of, No Opinion	584	37%
	Never Heard Of	343	22%
BRD5_8	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Virgin America</i>		
	Very Favorable	156	10%
	Somewhat Favorable	304	19%
	Somewhat Unfavorable	99	6%
	Very Unfavorable	35	2%
	Heard Of, No Opinion	699	45%
	Never Heard Of	268	17%
BRD5_9	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following Alaska Airlines</i>		
	Very Favorable	191	12%
	Somewhat Favorable	313	20%
	Somewhat Unfavorable	97	6%
	Very Unfavorable	44	3%
	Heard Of, No Opinion	678	43%
	Never Heard Of	238	15%
BRD6	<i>Which of the following statements come closest to your view, even if neither is exactly right?</i>		
	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	687	44%
	Most of the time, I prefer to travel with a lower-cost carrier that has a lower base fare and additional fees for most services	430	28%
	Dont Know/ No Opinion	445	28%

Question	Response	Frequency	Percentage
BRD7_1	<i>How important do you consider each of the following when flying? Boarding order</i>		
	Very important	356	23%
	Somewhat important	528	34%
	Not very important	377	24%
	Not at all important	93	6%
	Dont Know/ No Opinion	208	13%
BRD7_2	<i>How important do you consider each of the following when flying? Choosing your own seat</i>		
	Very important	541	35%
	Somewhat important	521	33%
	Not very important	253	16%
	Not at all important	69	4%
	Dont Know/ No Opinion	178	11%
BRD7_3	<i>How important do you consider each of the following when flying? Leg room</i>		
	Very important	826	53%
	Somewhat important	444	28%
	Not very important	88	6%
	Not at all important	30	2%
	Dont Know/ No Opinion	174	11%
BRD7_4	<i>How important do you consider each of the following when flying? Food services for snacks and beverages</i>		
	Very important	481	31%
	Somewhat important	527	34%
	Not very important	287	18%
	Not at all important	92	6%
	Dont Know/ No Opinion	175	11%
BRD7_5	<i>How important do you consider each of the following when flying? Food services for meals on longer flights</i>		
	Very important	574	37%
	Somewhat important	528	34%
	Not very important	206	13%
	Not at all important	66	4%
	Dont Know/ No Opinion	188	12%
BRD7_6	<i>How important do you consider each of the following when flying? Reclining seats</i>		
	Very important	520	33%
	Somewhat important	562	36%
	Not very important	224	14%
	Not at all important	79	5%
	Dont Know/ No Opinion	177	11%

Question	Response	Frequency	Percentage
BRD7_7	<i>How important do you consider each of the following when flying? Inflight entertainment via seat-back screens</i>		
	Very important	343	22%
	Somewhat important	480	31%
	Not very important	401	26%
	Not at all important	154	10%
	Dont Know/ No Opinion	183	12%
BRD7_8	<i>How important do you consider each of the following when flying? Power outlets</i>		
	Very important	381	24%
	Somewhat important	455	29%
	Not very important	353	23%
	Not at all important	183	12%
	Dont Know/ No Opinion	189	12%
BRD7_9	<i>How important do you consider each of the following when flying? Wi-Fi</i>		
	Very important	472	30%
	Somewhat important	414	26%
	Not very important	331	21%
	Not at all important	180	12%
	Dont Know/ No Opinion	165	11%
BRD7_10	<i>How important do you consider each of the following when flying? Overhead storage for carry-on luggage</i>		
	Very important	682	44%
	Somewhat important	526	34%
	Not very important	133	9%
	Not at all important	50	3%
	Dont Know/ No Opinion	172	11%
BRD8	<i>How much have you seen, read or heard recently about United Airlines announcement of a new Basic Economy fare class?</i>		
	A lot	89	6%
	Some	303	19%
	Not much	417	27%
	Nothing	753	48%

Question	Response	Frequency	Percentage
BRD9	<i>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?</i>		
	Much more favorable	136	9%
	Somewhat more favorable	401	26%
	Somewhat less favorable	388	25%
	Much less favorable	219	14%
	Don't Know / No Opinion	418	27%
BRD10	<i>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?</i> (N=534)		
	Very likely	85	16%
	Somewhat likely	154	29%
	Not too likely	133	25%
	Not at all likely	126	24%
	Dont Know/ No Opinion	36	7%

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

## 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	

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**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	

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**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	

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